# USA–5 Restaurants and QSRs of the Seattle-Tacoma, WA DMA...

# Brand New Data as of August 31, 2026!

## Complete Demographic & Media Use Profiles









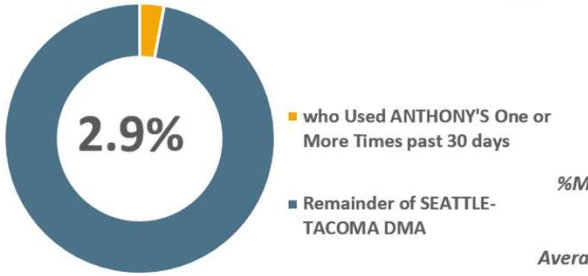



***And, Yes! You ARE Smart Enough to Read a Robinhood Legend. So get ready to Learn!***

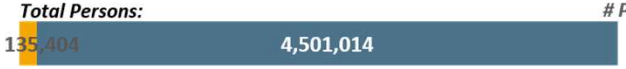
*Sit-down restaurants used past 30 days: Anthony's* *Quick service restaurants used past 30 days: Dick's* *Quick service restaurants used past 30 days: Ivar's Seafood Bar* *Sit-down restaurants used past 30 days: MOD Pizza* *Quick service restaurants used past 30 days: Taco Time*

2.9% or 135,404 of SEATTLE-TACOMA DMA Adults 18 or older Used ANTHONY'S One or More Times past 30 days. Typical Adults 18 or older who Used ANTHONY'S One or More Times past 30 days are 55.4 years old (15.2% older than average) and have a $163,693 (23.4% higher than average) annual household income.

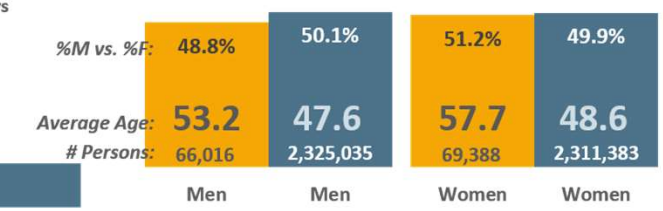
## Percent of Market: Adults 18 or older



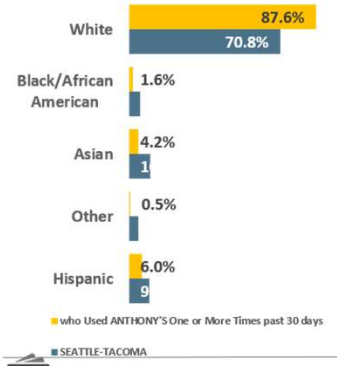

**Total Persons:**




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

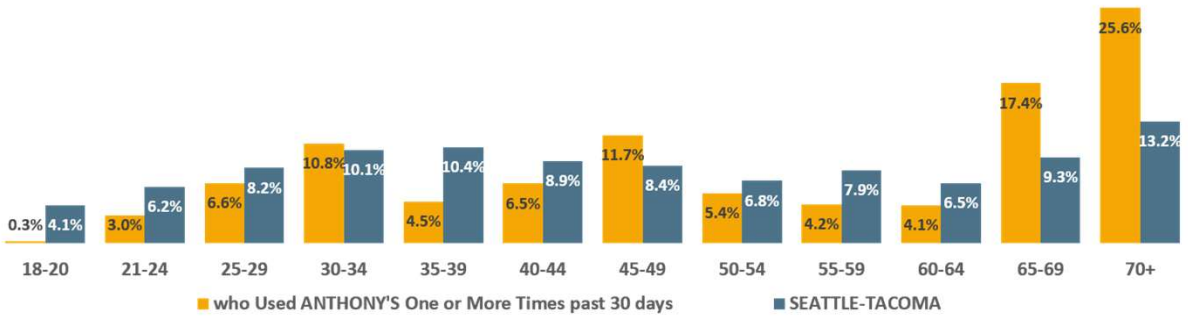



## Ethnicity of Target vs. Market:

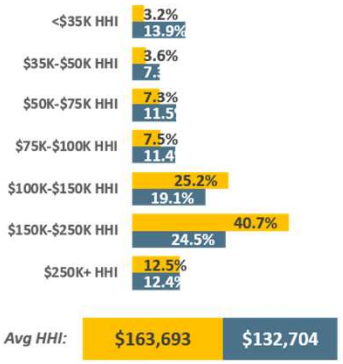



## Age Cell Demographics of Target vs. Market:




## HHI of Target vs. Market:



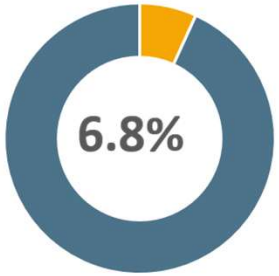

**Avg HHI:** $163,693 | $132,704

SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 129

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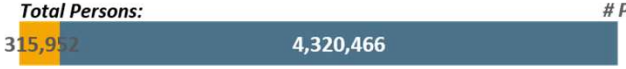
6.8% or 315,952 of SEATTLE-TACOMA DMA Adults 18 or older Used DICK'S DRIVE-IN One or More Times past 30...
Typical Adults 18 or older who Used DICK'S DRIVE-IN One or More Times past 30 days are 43.4 years old (9.9% younger than average) and have a $141,998 (7.% higher than average) annual household income.

## Percent of Market: Adults 18 or older

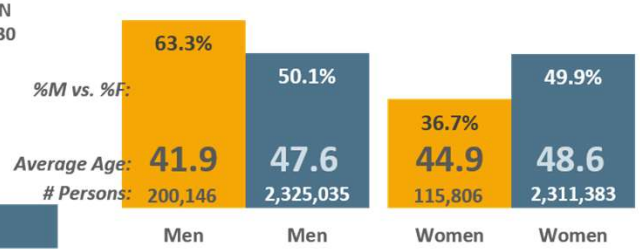



- who Used DICK'S DRIVE-IN One or More Times past 30 days
- Remainder of SEATTLE-TACOMA DMA

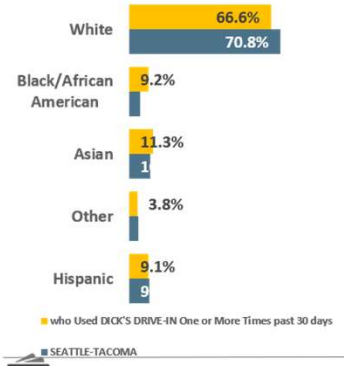
**Total Persons:**



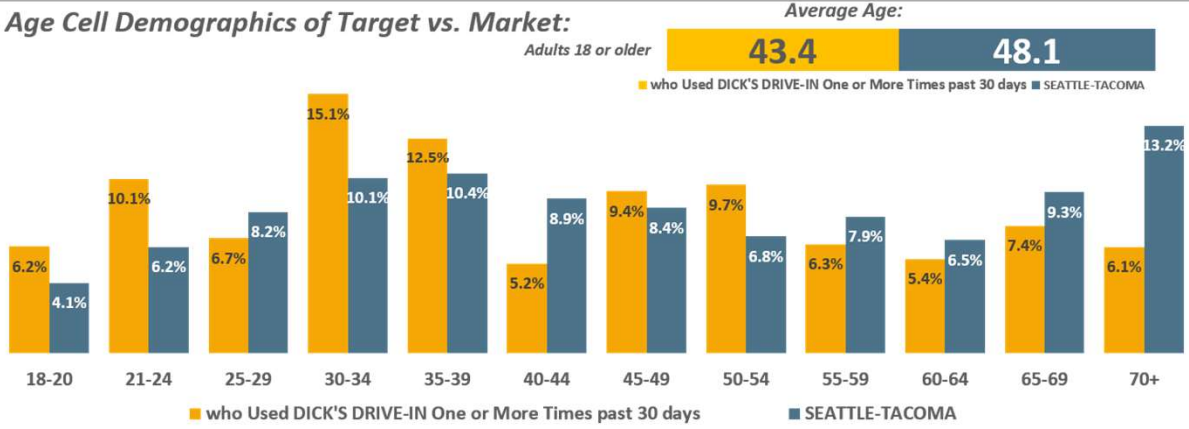

## Gender of Target vs. Market: Adults 18 or older



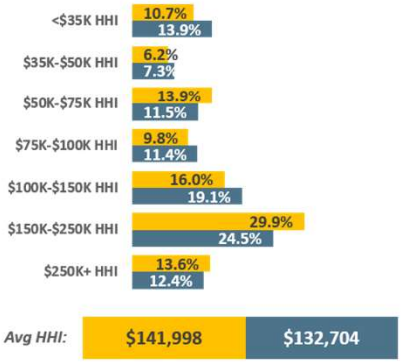

## Ethnicity of Target vs. Market:




## Age Cell Demographics of Target vs. Market:




## HHI of Target vs. Market:

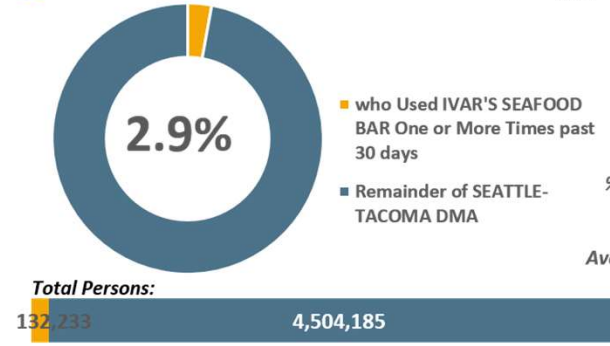



SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 241

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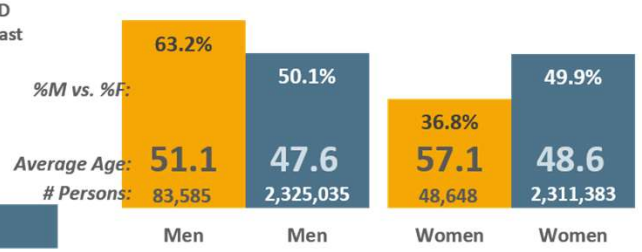
2.9% or 132,233 of SEATTLE-TACOMA DMA Adults 18 or older Used IVAR'S SEAFOOD BAR One or More Times... Typical Adults 18 or older who Used IVAR'S SEAFOOD BAR One or More Times past 30 days are 54. years old (12.3% older than average) and have a $159,450 (20.2% higher than average) annual household income.

## Percent of Market: Adults 18 or older

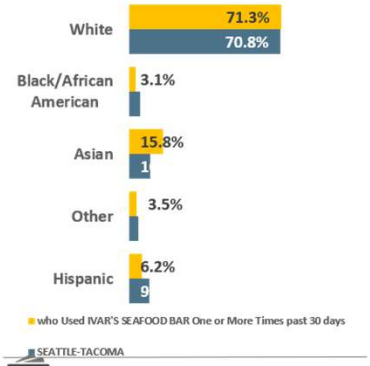



Total Persons: 132,233 | 4,504,185

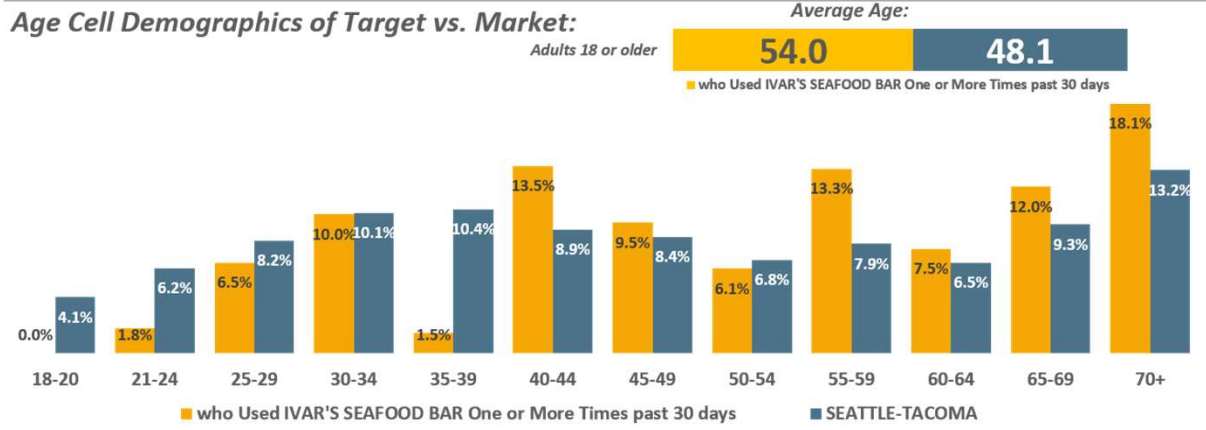
## Gender of Target vs. Market: Adults 18 or older



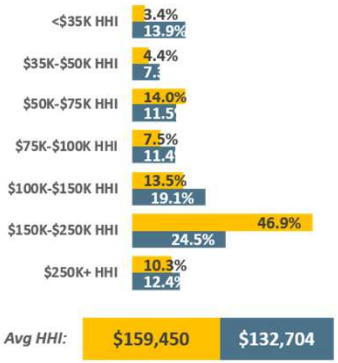

## Ethnicity of Target vs. Market:




## Age Cell Demographics of Target vs. Market:




## HHI of Target vs. Market:




SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 125

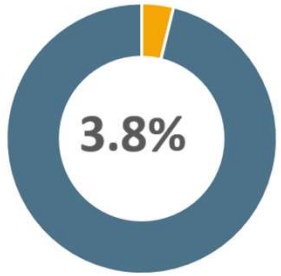
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Quick service restaurants used past 30 days: Ivar's Seafood Bar

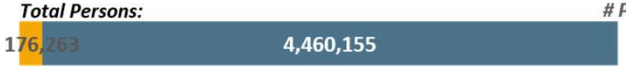
MOD PIZZA SEA

3.8% or 176,263 of SEATTLE-TACOMA DMA Adults 18 or older Used MOD PIZZA One or More Times past 30 days. Typical Adults 18 or older who Used MOD PIZZA One or More Times past 30 days are 45. years old (6.6% younger than average) and have a $130,976 (1.3% lower than average) annual household income.

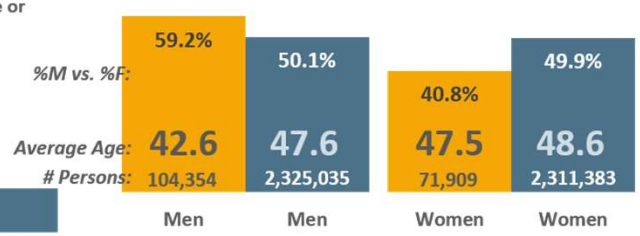
## *Percent of Market:* Adults 18 or older



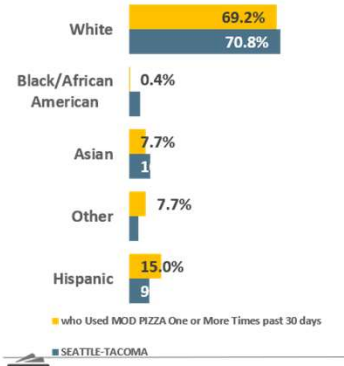

*Total Persons:*



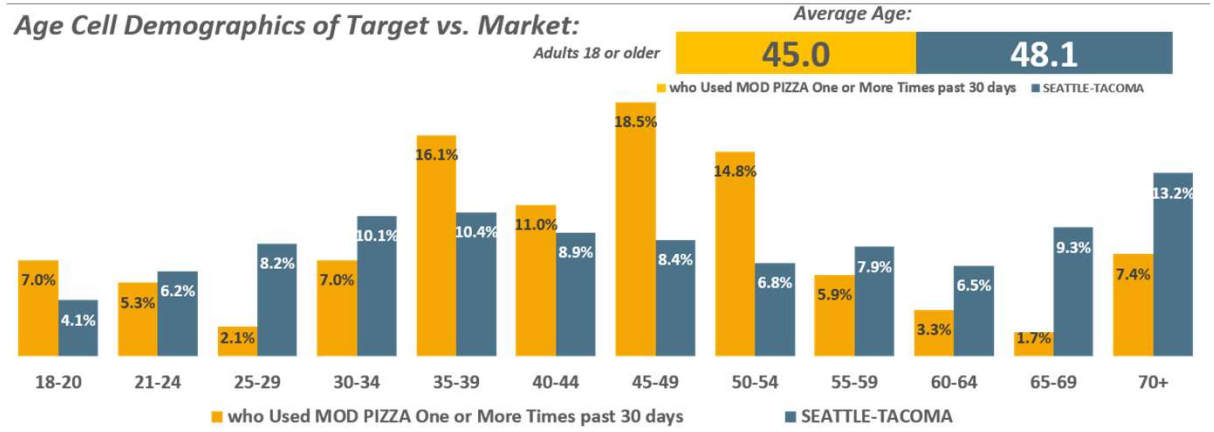

## *Gender of Target vs. Market:* Adults 18 or older



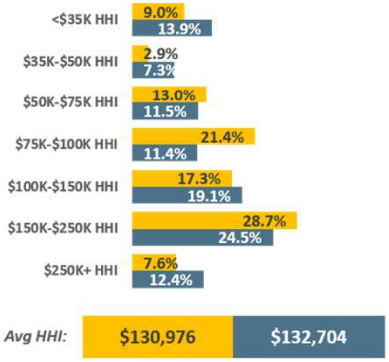

## *Ethnicity of Target vs. Market:*




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




## *HHI of Target vs. Market:*



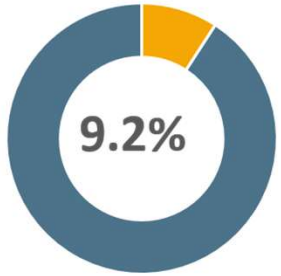

*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 151*

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SEA

9.2% or 424,546 of SEATTLE-TACOMA DMA Adults 18 or older Used TACO TIME One or More Times past 30 days. Typical Adults 18 or older who Used TACO TIME One or More Times past 30 days are 49.7 years old (3.4% older than average) and have a $137,942 (3.9% higher than average) annual household income.

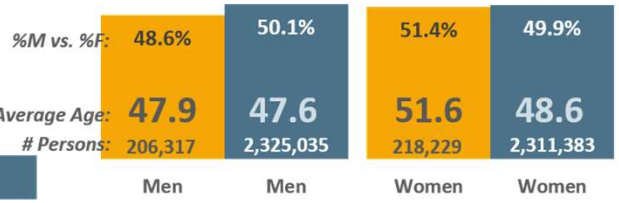
## Percent of Market: Adults 18 or older



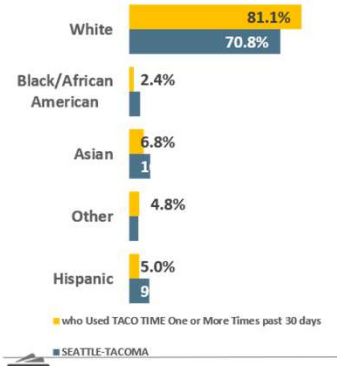

**Total Persons:**



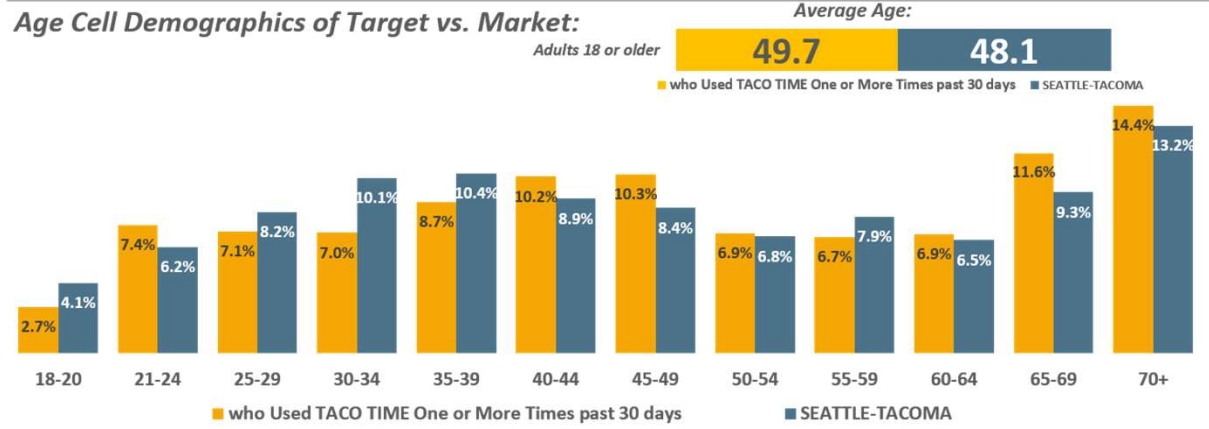

## Gender of Target vs. Market: Adults 18 or older



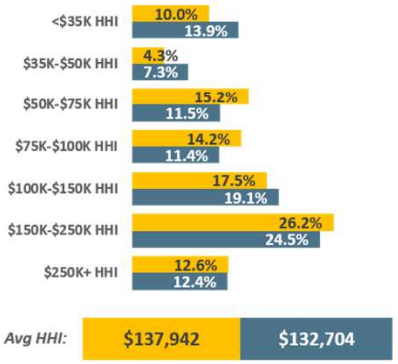

## Ethnicity of Target vs. Market:




## Age Cell Demographics of Target vs. Market:




## HHI of Target vs. Market:



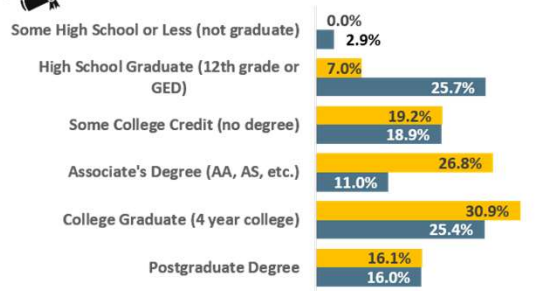

*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 358*

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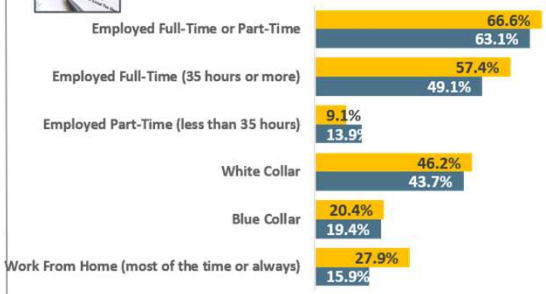
*Quick service restaurants used past 30 days: Taco Time*

2.9% or 135,404 of SEATTLE-TACOMA DMA Adults 18 or older Used ANTHONY'S One or More Times past 30... Adults 18 or older who Used ANTHONY'S One or More Times past 30 days are 13.5% more likely to be a college graduate, 16.9% more likely to work full-time, 47.% more likely to be married, 19.1% more likely to be a parent of 1 or more children under 18.

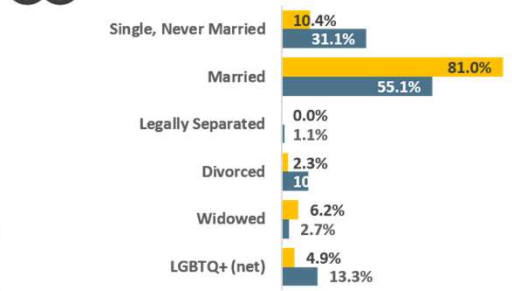
## *Education Levels:* Adults 18 or older



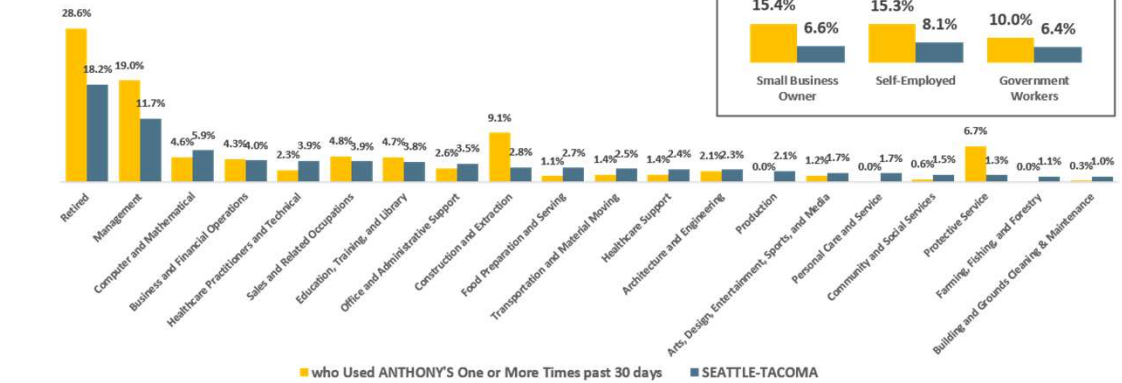

## *Employment:* Adults 18 or older




## *Marital Status:* Adults 18 or older



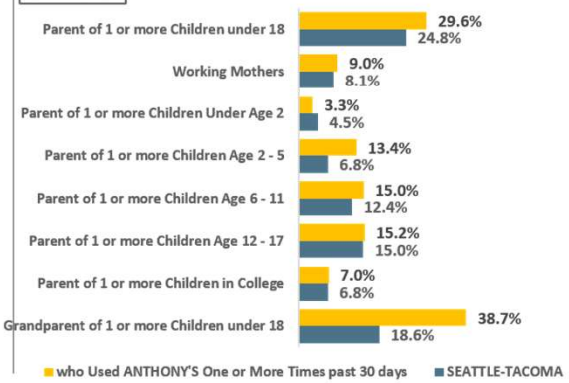

## *Top-20 Occupations:* Adults 18 or older




### *Entrepreneurs/Government Workers*




## *Stage in Life:* Adults 18 or older



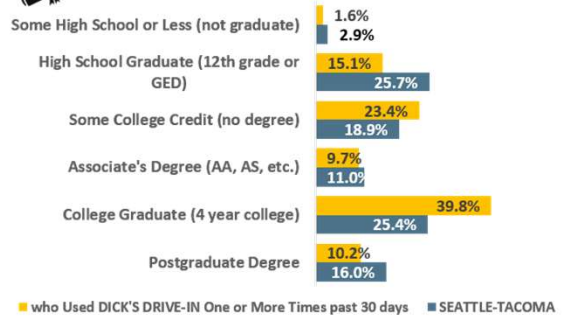


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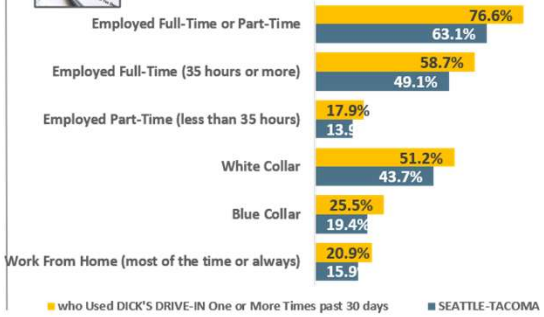
*Sit-down restaurants used past 30 days: Anthony's*

6.8% or 315,952 of SEATTLE-TACOMA DMA Adults 18 or older Used DICK'S DRIVE-IN One or More Times past... Adults 18 or older who Used DICK'S DRIVE-IN One or More Times past 30 days are 20.7% more likely to be a college graduate, 19.5% more likely to work full-time, 15.7% less likely to be married, 5.4% less likely to be a parent of 1 or more children under 18

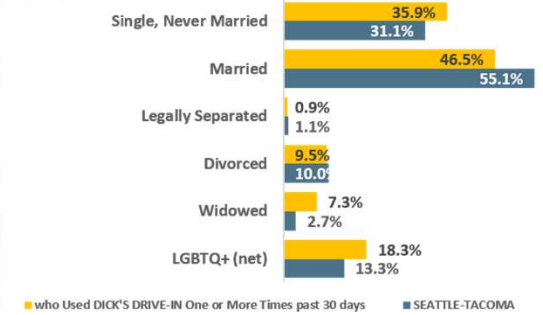
## *Education Levels:* Adults 18 or older



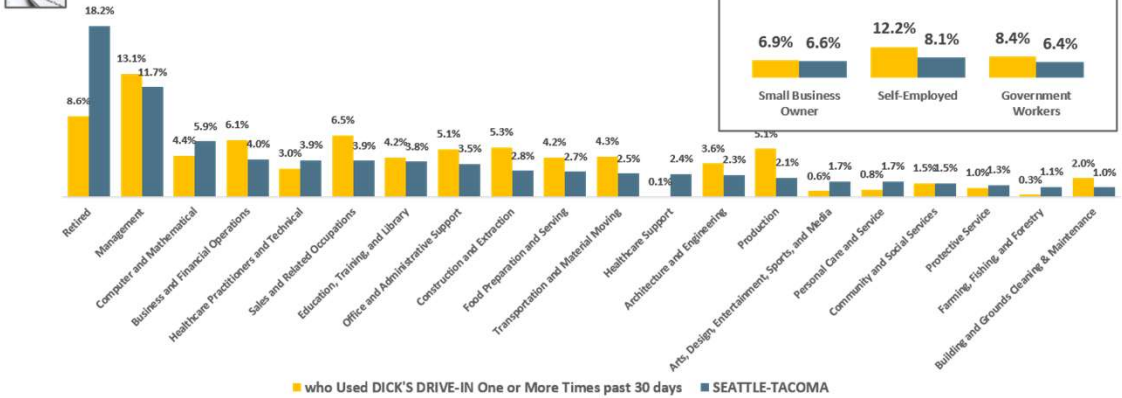

## *Employment:* Adults 18 or older




## *Marital Status:* Adults 18 or older



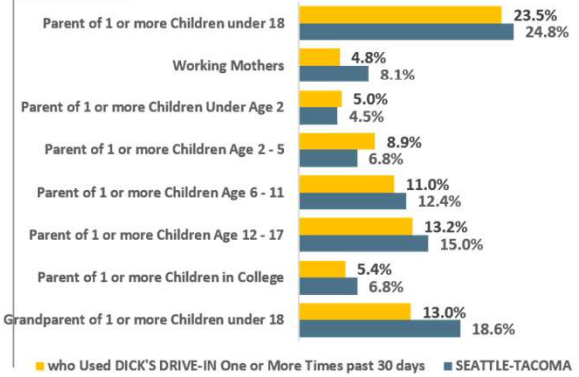

## *Top-20 Occupations:* Adults 18 or older




### *Entrepreneurs/Government Workers*




## *Stage in Life:* Adults 18 or older



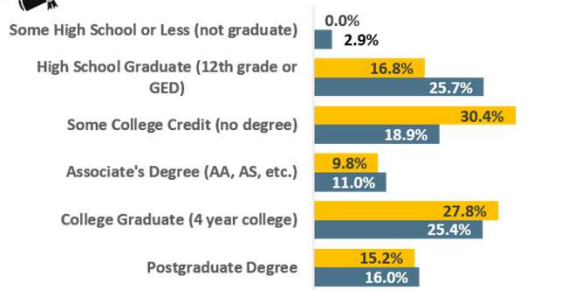


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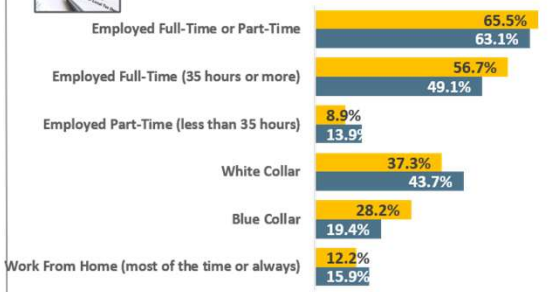
*Quick service restaurants used past 30 days: Dick's*

2.9% or 132,233 of SEATTLE-TACOMA DMA Adults 18 or older Used IVAR'S SEAFOOD BAR One or More... Adults 18 or older who Used IVAR'S SEAFOOD BAR One or More Times past 30 days are 3.8% more likely to be a college graduate, 15.4% more likely to work full-time, 17.5% more likely to be married, 26.5% more likely to be a parent of 1 or more children under

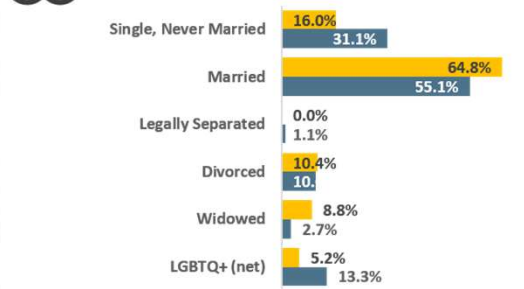
## *Education Levels:* Adults 18 or older



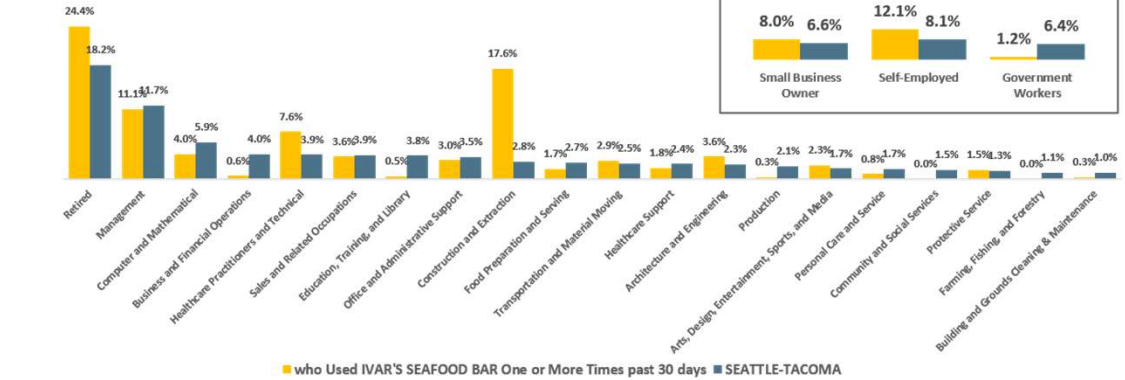

## *Employment:* Adults 18 or older




## *Marital Status:* Adults 18 or older



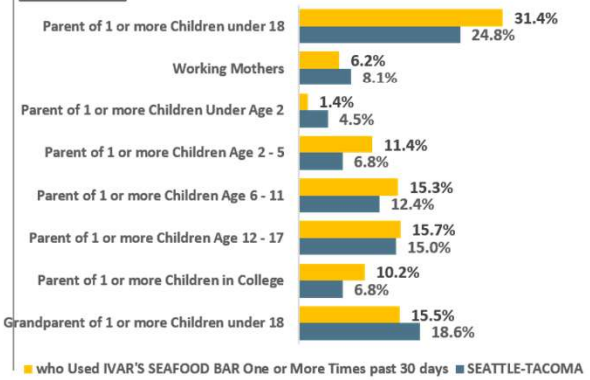

## *Top-20 Occupations:* Adults 18 or older




### *Entrepreneurs/Government Workers*




## *Stage in Life:* Adults 18 or older



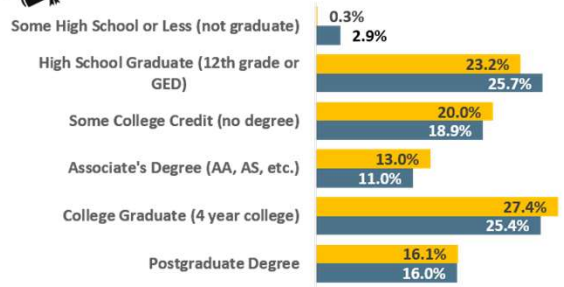


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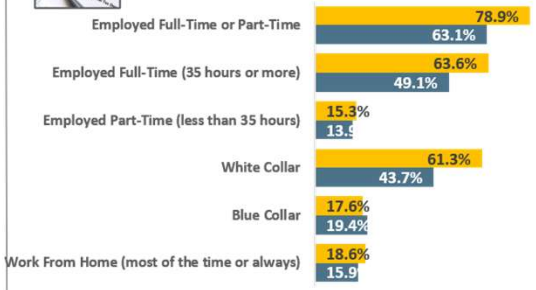
*Quick service restaurants used past 30 days: Ivar's Seafood Bar*

3.8% or 176,263 of SEATTLE-TACOMA DMA Adults 18 or older Used MOD PIZZA One or More Times past 30... Adults 18 or older who Used MOD PIZZA One or More Times past 30 days are 5.% more likely to be a college graduate, 29.5% more likely to work full-time, .1% more likely to be married, 28.8% more likely to be a parent of 1 or more children under 18.

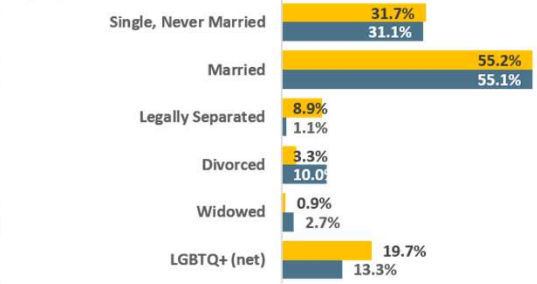
## *Education Levels:* Adults 18 or older



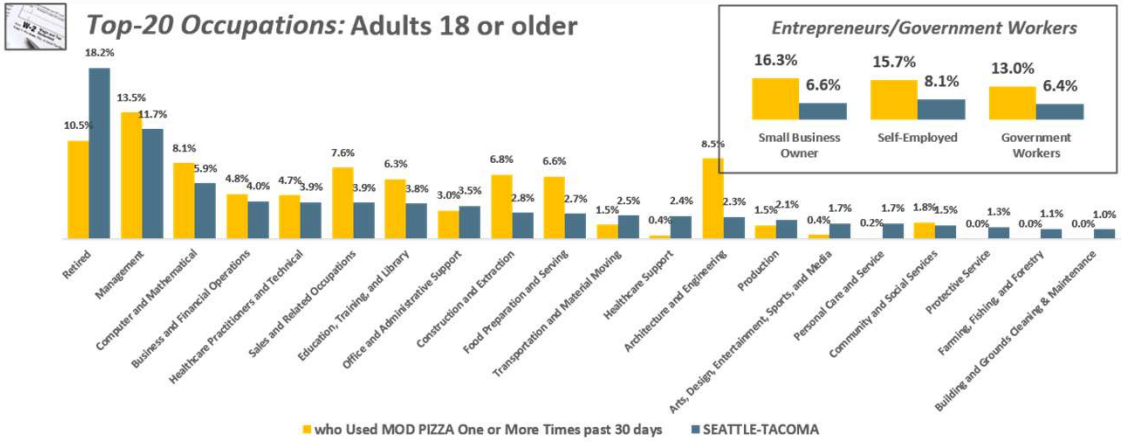

## *Employment:* Adults 18 or older




## *Marital Status:* Adults 18 or older



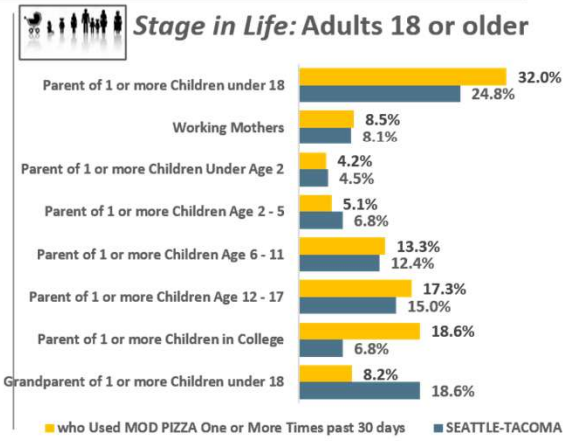

## *Top-20 Occupations:* Adults 18 or older




### *Entrepreneurs/Government Workers*




## *Stage in Life:* Adults 18 or older



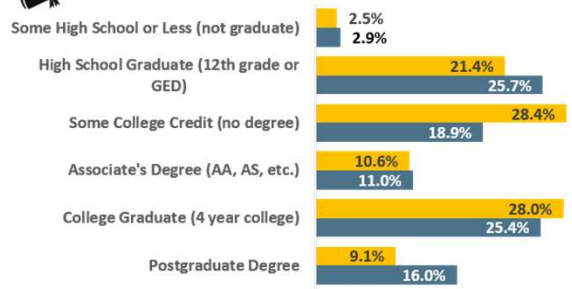


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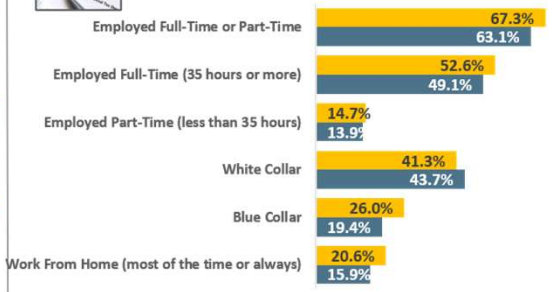
*Sit-down restaurants used past 30 days: MOD Pizza*

9.2% or 424,546 of SEATTLE-TACOMA DMA Adults 18 or older Used TACO TIME One or More Times past 30... Adults 18 or older who Used TACO TIME One or More Times past 30 days are 10.5% less likely to be a college graduate, 7.% more likely to work full-time, 1.4% more likely to be married, 2.5% more likely to be a parent of 1 or more children under 18.

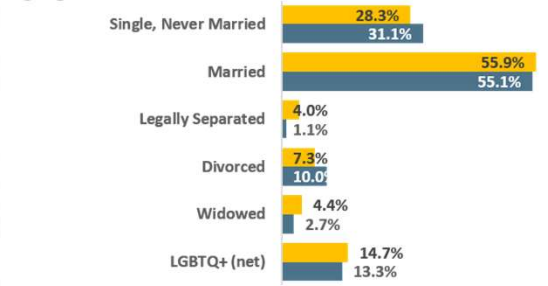
## *Education Levels:* Adults 18 or older



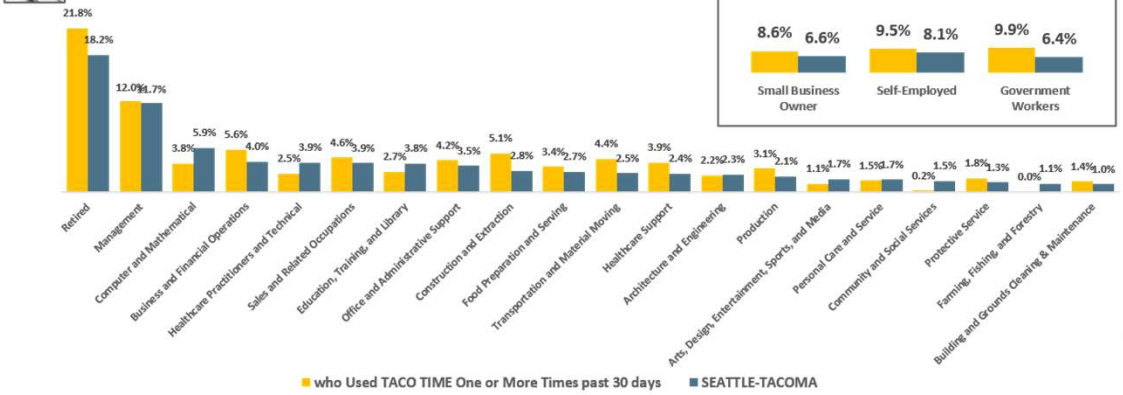

## *Employment:* Adults 18 or older




## *Marital Status:* Adults 18 or older



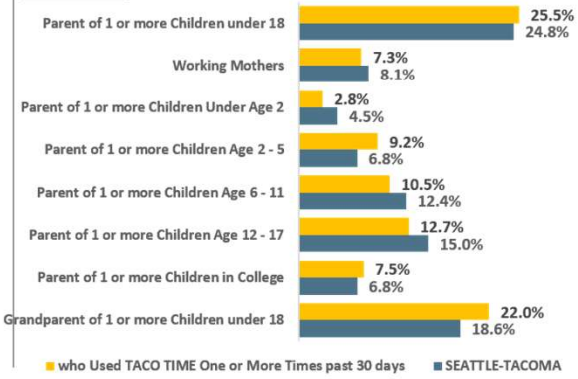

## *Top-20 Occupations:* Adults 18 or older




### *Entrepreneurs/Government Workers*




## *Stage in Life:* Adults 18 or older



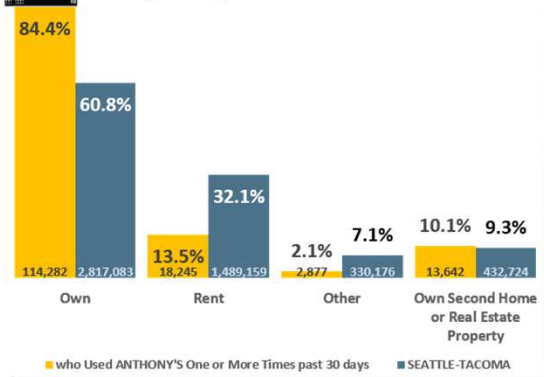


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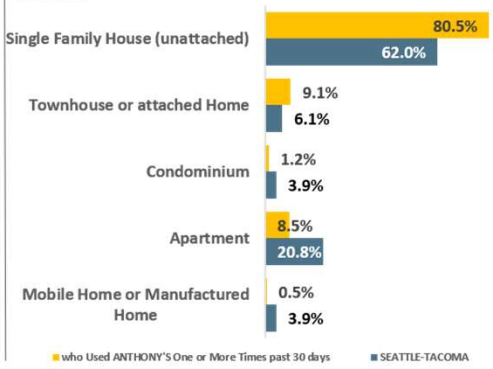
*Quick service restaurants used past 30 days: Taco Time*

2.9% or 135,404 of SEATTLE-TACOMA DMA Adults 18 or older Used ANTHONY'S One or More Times past 30... Adults 18 or older who Used ANTHONY'S One or More Times past 30 days are 38.9% more likely to own their home, 2.5% more likely to own a lower valued home, 29.9% more likely to have a single-family home, 23.1% more likely to have a dog.

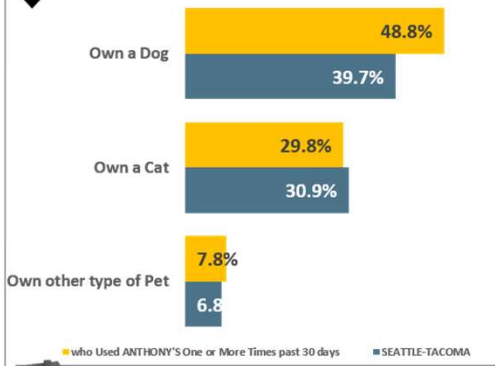
## *Own/Rent/Other:* Adults 18 or older



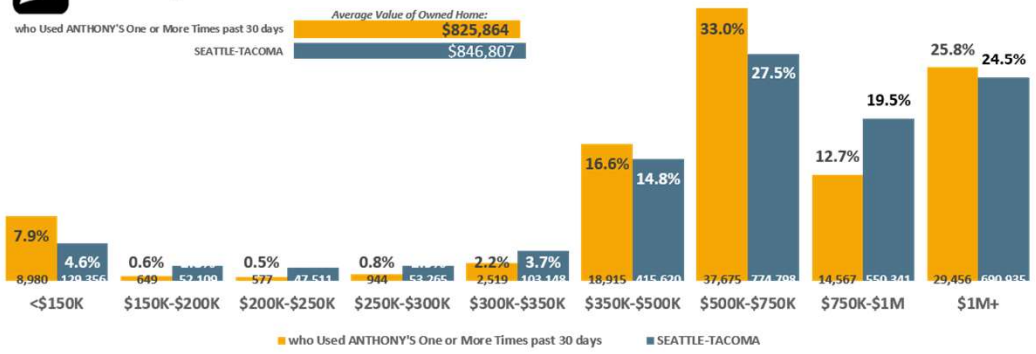

## *Type of Home:* Adults 18 or older



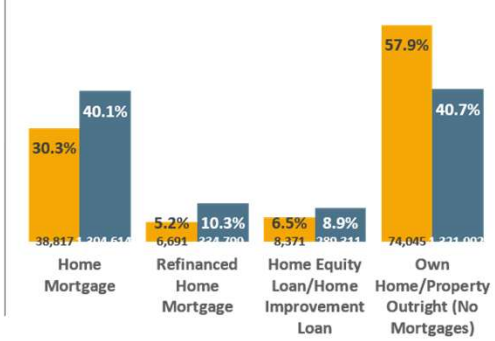

## *Pets in Home:* Adults 18 or older




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




## *Home Loans:* Adults 18 or older



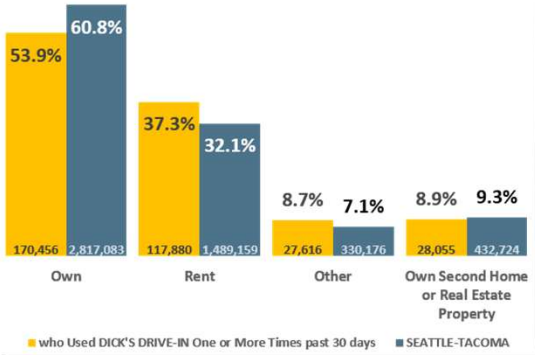

*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 129*

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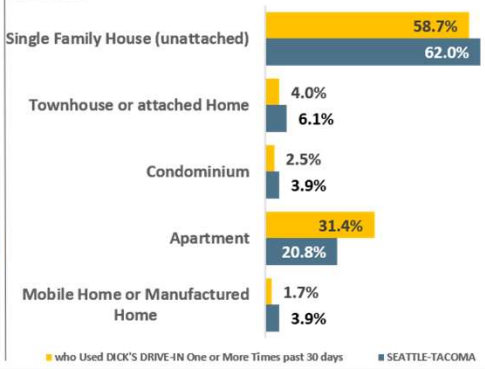
*Sit-down restaurants used past 30 days: Anthony's*

6.8% or 315,952 of SEATTLE-TACOMA DMA Adults 18 or older Used DICK'S DRIVE-IN One or More Times past… Adults 18 or older who Used DICK'S DRIVE-IN One or More Times past 30 days are 11.2% less likely to own their home, 3.% more likely to own a higher valued home, 5.3% less likely to have a single-family home, 8.4% less likely to have a dog.

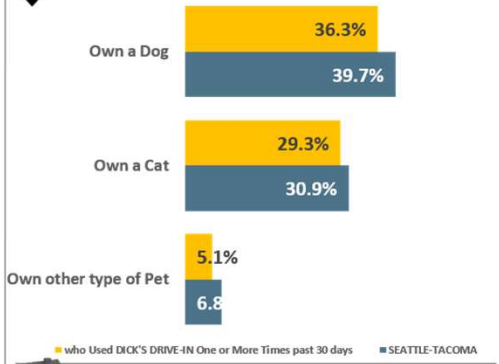
## *Own/Rent/Other:* Adults 18 or older



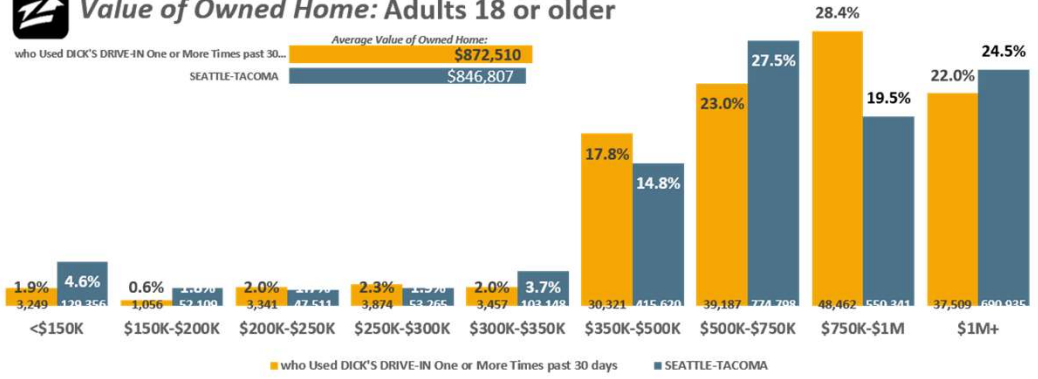

## *Type of Home:* Adults 18 or older



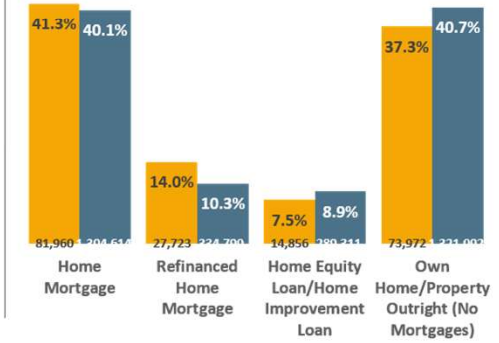

## *Pets in Home:* Adults 18 or older




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




## *Home Loans:* Adults 18 or older



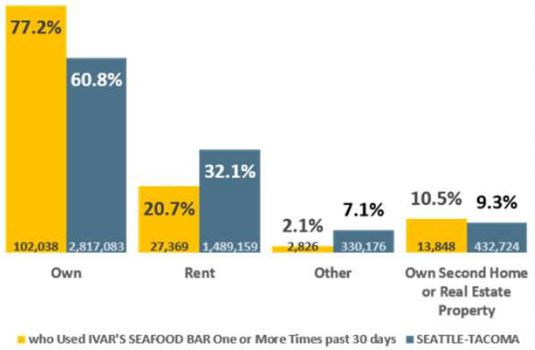

*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 241*

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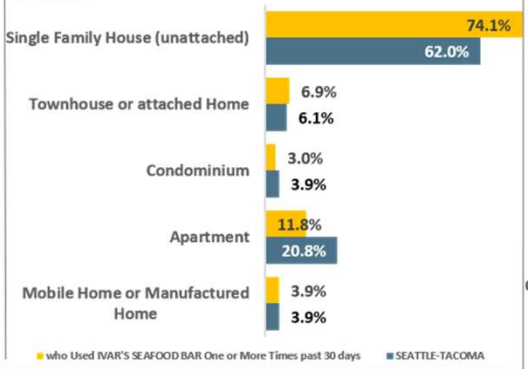
*Quick service restaurants used past 30 days: Dick's*

2.9% or 132,233 of SEATTLE-TACOMA DMA Adults 18 or older Used IVAR'S SEAFOOD BAR One or More Times… Adults 18 or older who Used IVAR'S SEAFOOD BAR One or More Times past 30 days are 27.% more likely to own their home, 3.6% more likely to own a higher valued home, 19.5% more likely to have a single-family home, 13.8% less likely to have a dog.

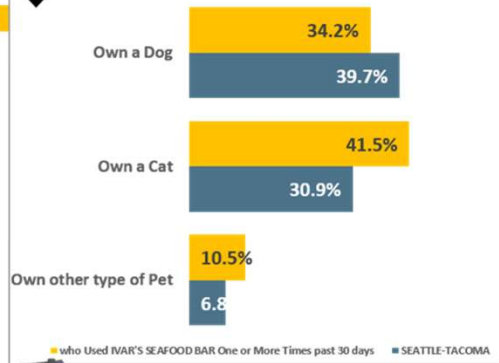
## *Own/Rent/Other:* Adults 18 or older



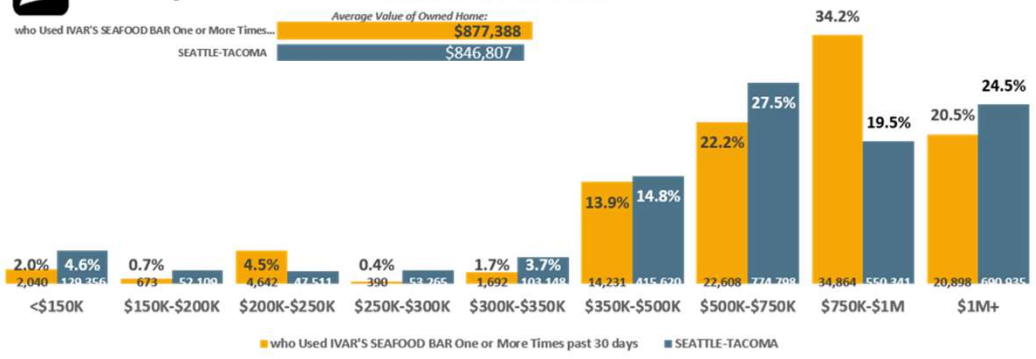

## *Type of Home:* Adults 18 or older



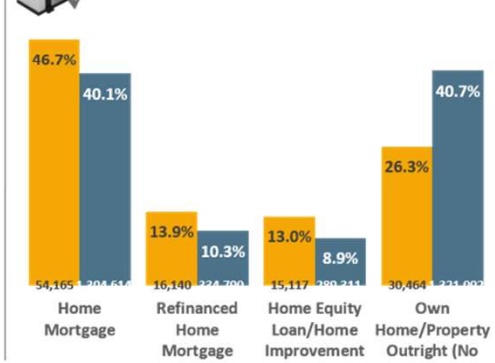

## *Pets in Home:* Adults 18 or older




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




## *Home Loans:* Adults 18 or older



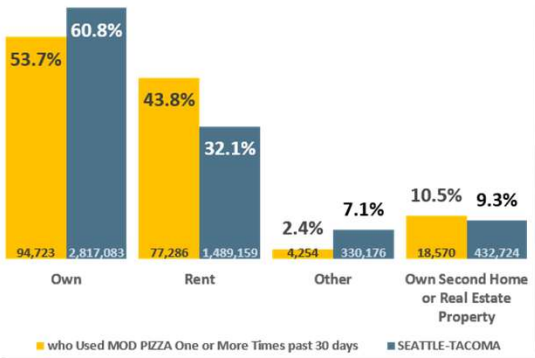

*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 125*

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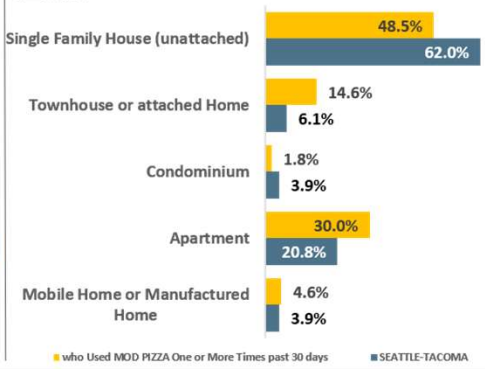
*Quick service restaurants used past 30 days: Ivar's Seafood Bar*

3.8% or 176,263 of SEATTLE-TACOMA DMA Adults 18 or older Used MOD PIZZA One or More Times past 30 days. Adults 18 or older who Used MOD PIZZA One or More Times past 30 days are 11.6% less likely to own their home, 5.2% more likely to own a lower valued home, 21.7% less likely to have a single-family home, 25.6% more likely to have a dog.

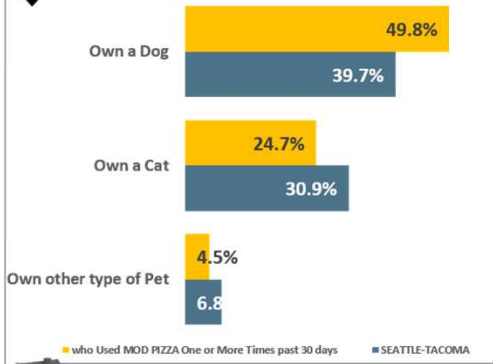
## *Own/Rent/Other:* Adults 18 or older



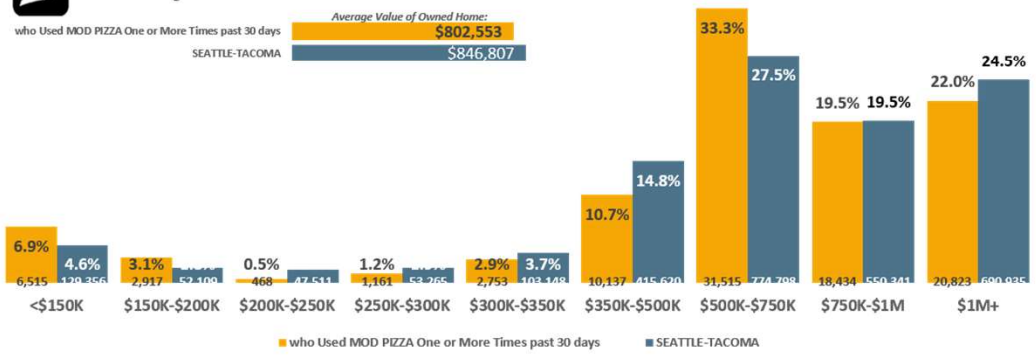

## *Type of Home:* Adults 18 or older



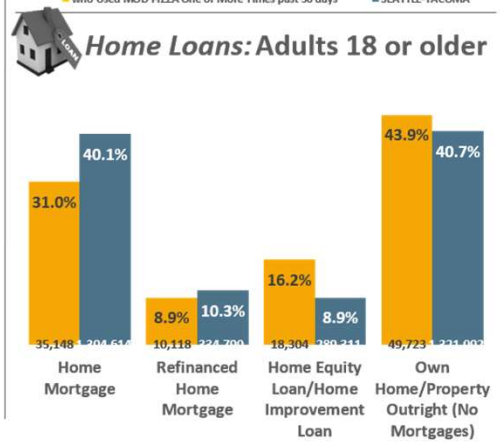

## *Pets in Home:* Adults 18 or older




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




## *Home Loans:* Adults 18 or older




*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 151*

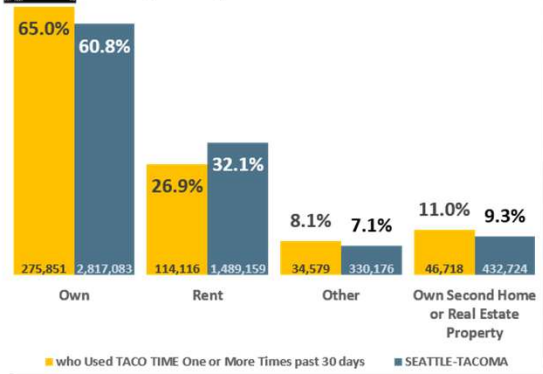
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*Sit-down restaurants used past 30 days: MOD Pizza*

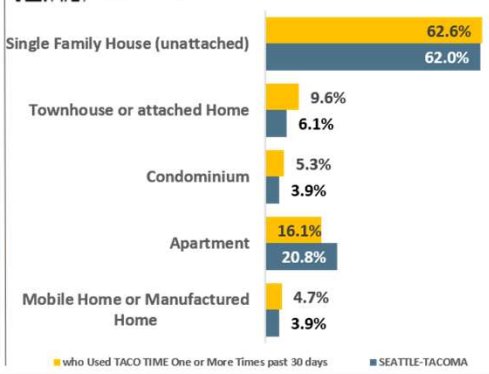
SEA

9.2% or 424,546 of SEATTLE-TACOMA DMA Adults 18 or older Used TACO TIME One or More Times past 30 days. Adults 18 or older who Used TACO TIME One or More Times past 30 days are 6.9% more likely to own their home, 7.9% more likely to own a lower valued home, .9% more likely to have a single-family home, 15.2% more likely to have a dog.

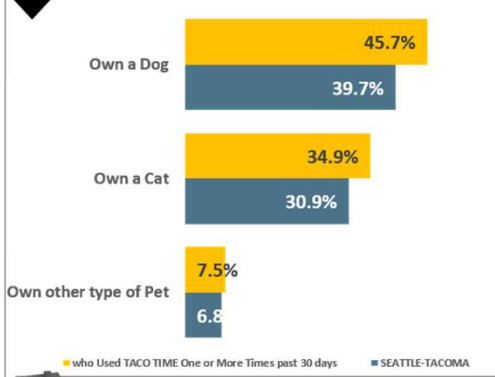
## *Own/Rent/Other:* Adults 18 or older



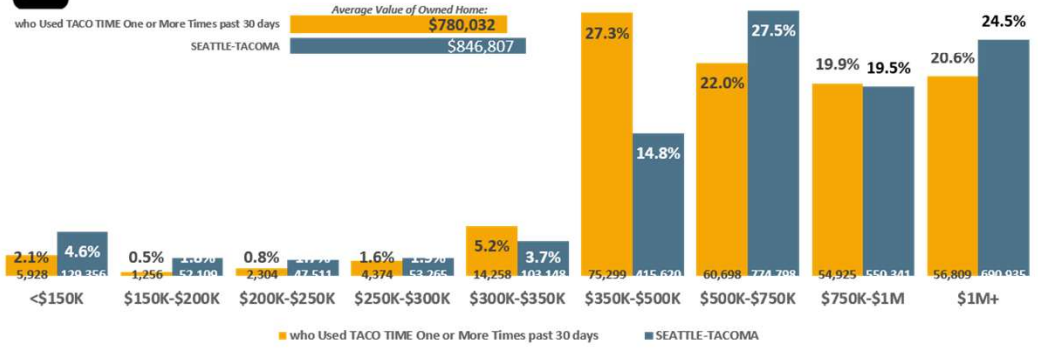

## *Type of Home:* Adults 18 or older



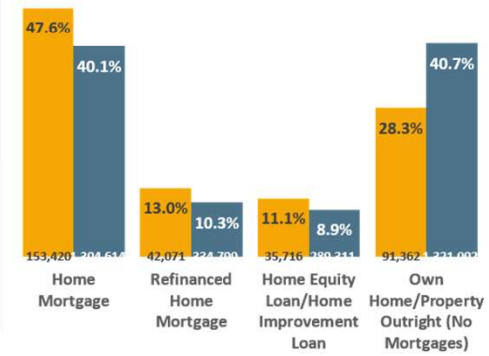

## *Pets in Home:* Adults 18 or older




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




## *Home Loans:* Adults 18 or older



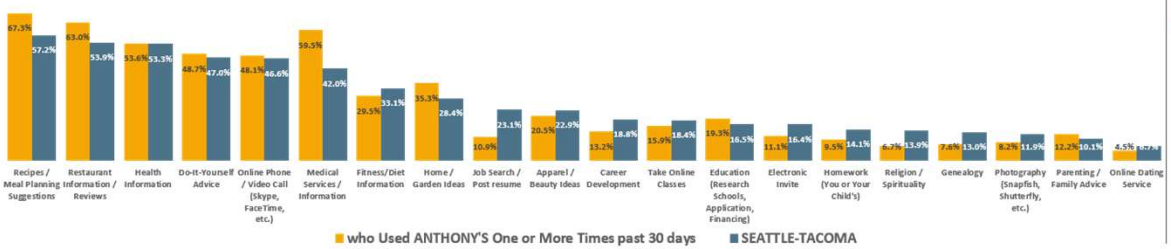

*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 358*

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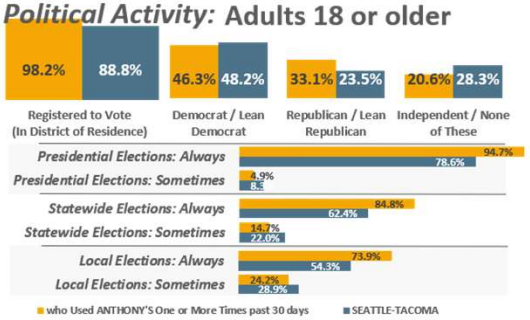
*Quick service restaurants used past 30 days: Taco Time*

2.9% or 135,404 of SEATTLE-TACOMA DMA Adults 18 or older Used ANTHONY'S One or More Times past 30… Adults 18 or older who Used ANTHONY'S One or More Times past 30 days are 3.5% more likely to look up D-I-Y advice online, 36.% more likely to always vote in local elections, 17.4% more likely to belong to a gym, 33.% more likely to fly domestic past yr.

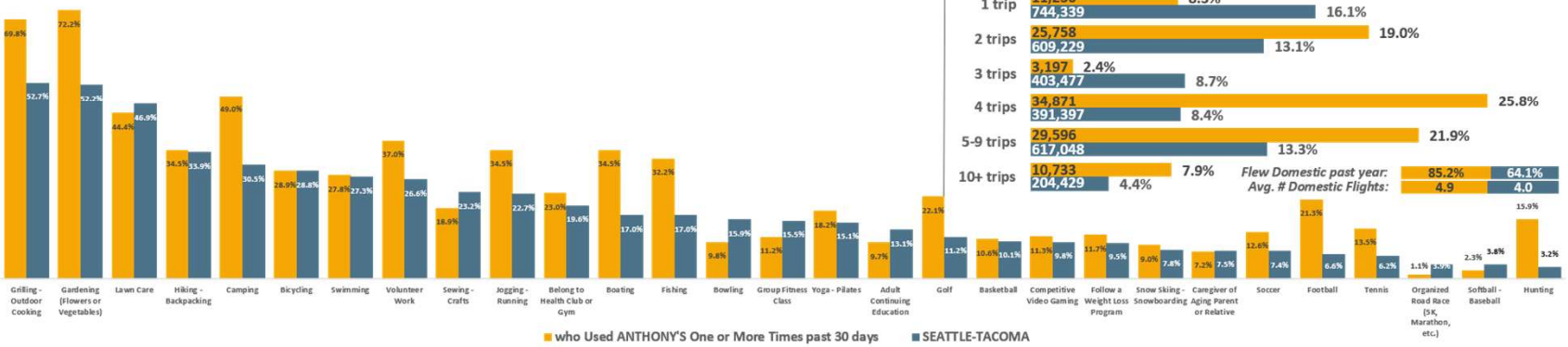
## Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older




## 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



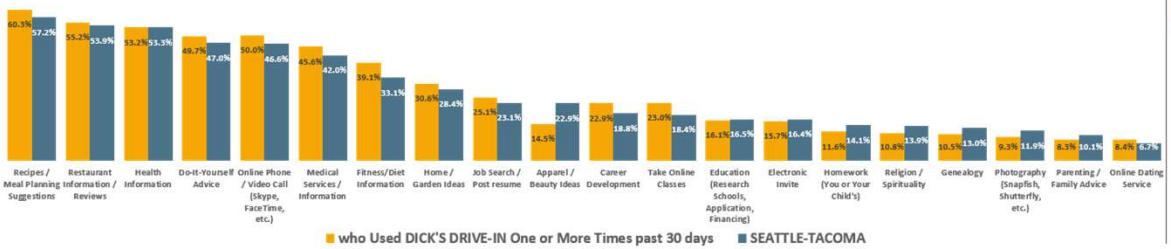


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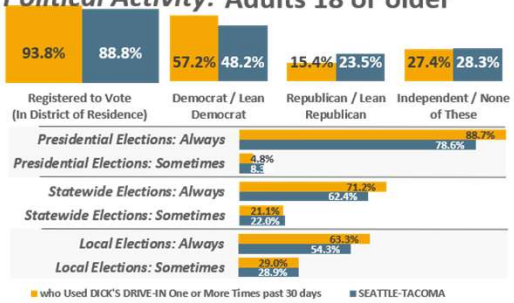
Sit-down restaurants used past 30 days: Anthony's

6.8% or 315,952 of SEATTLE-TACOMA DMA Adults 18 or older Used DICK'S DRIVE-IN One or More Times past... Adults 18 or older who Used DICK'S DRIVE-IN One or More Times past 30 days are 5.7% more likely to look up D-I-Y advice online, 16.6% more likely to always vote in local elections, 28.7% more likely to belong to a gym, 15.4% more likely to fly domestic pa

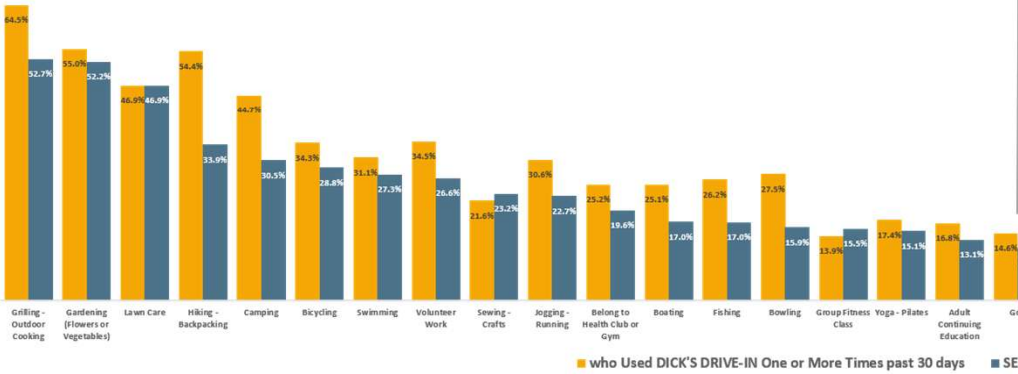
## Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



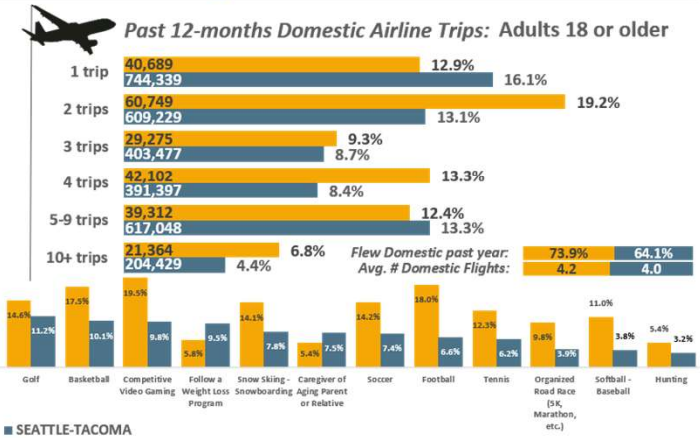

## Political Activity: Adults 18 or older




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




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



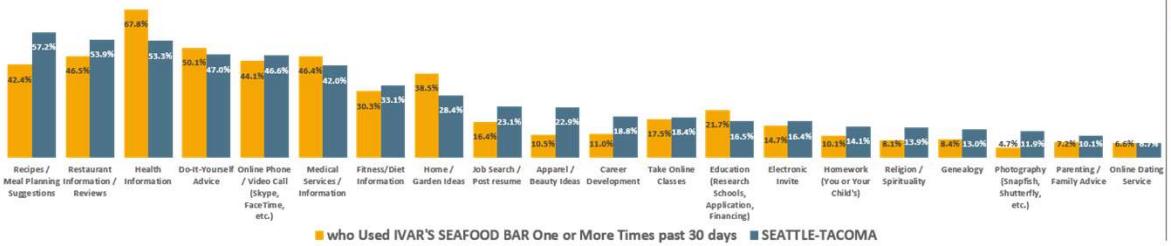

SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 241

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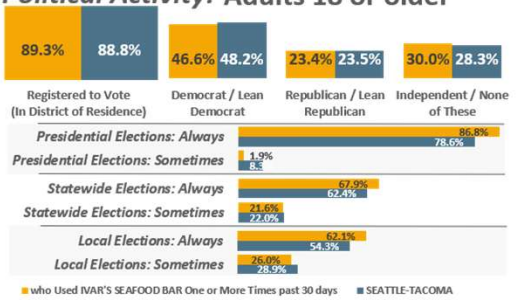
Quick service restaurants used past 30 days: Dick's

2.9% or 132,233 of SEATTLE-TACOMA DMA Adults 18 or older Used IVAR'S SEAFOOD BAR One or More Times… Adults 18 or older who Used IVAR'S SEAFOOD BAR One or More Times past 30 days are 6.6% more likely to look up D-I-Y advice online, 14.5% more likely to always vote in local elections, 7.4% less likely to belong to a gym, 23.8% more likely to fly domestic

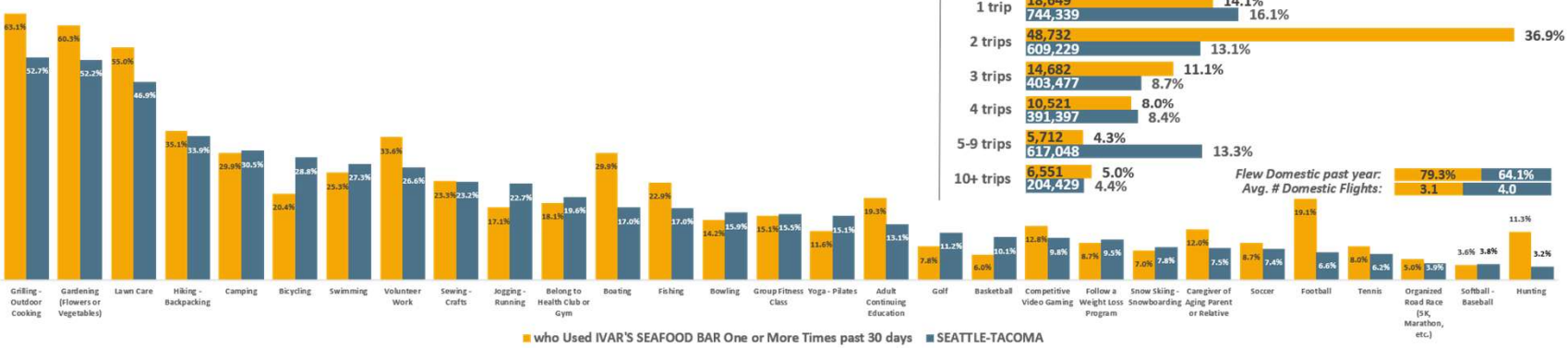
## Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older




## Political Activity: Adults 18 or older




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




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



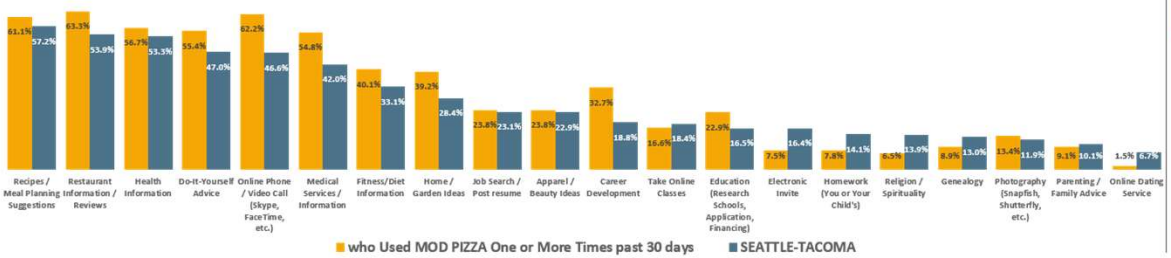


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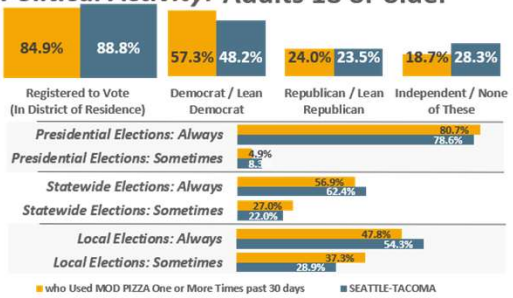
Quick service restaurants used past 30 days: Ivar's Seafood Bar

3.8% or 176,263 of SEATTLE-TACOMA DMA Adults 18 or older Used MOD PIZZA One or More Times past 30… Adults 18 or older who Used MOD PIZZA One or More Times past 30 days are 17.8% more likely to look up D-I-Y advice online, 11.9% less likely to always vote in local elections, 25.9% more likely to belong to a gym, 24.3% more likely to fly domestic past yr

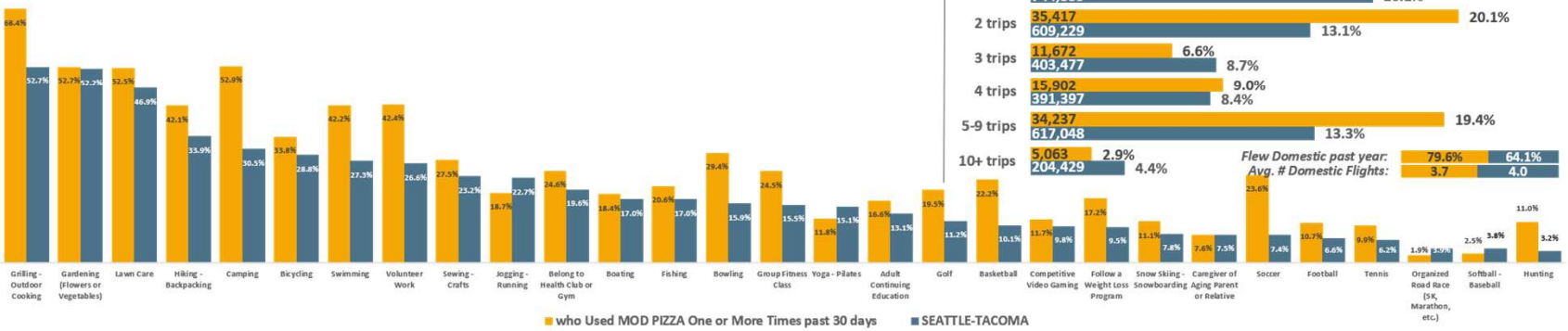
## Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older




## 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



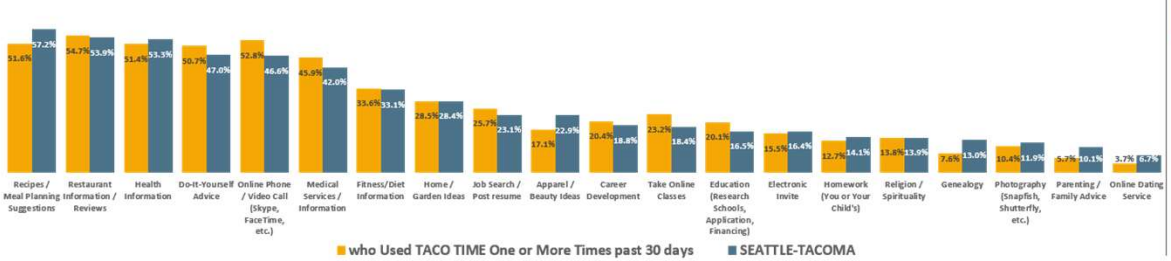


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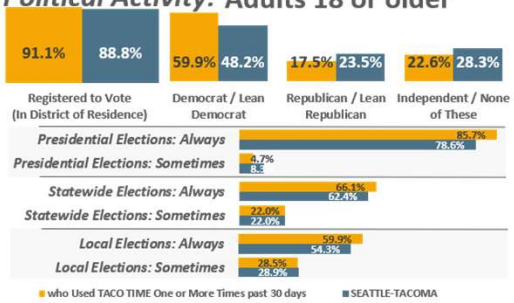
Sit-down restaurants used past 30 days: MOD Pizza

9.2% or 424,546 of SEATTLE-TACOMA DMA Adults 18 or older Used TACO TIME One or More Times past 30… Adults 18 or older who Used TACO TIME One or More Times past 30 days are 7.7% more likely to look up D-I-Y advice online, 10.4% more likely to always vote in local elections, 2.7% more likely to belong to a gym, .6% less likely to fly domestic past yr.

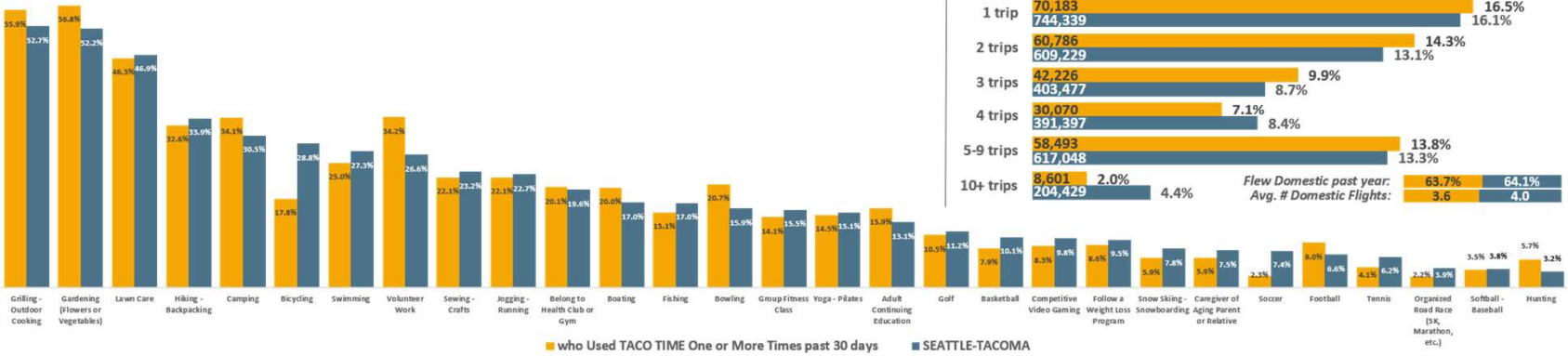
## Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older




## Political Activity: Adults 18 or older




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




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





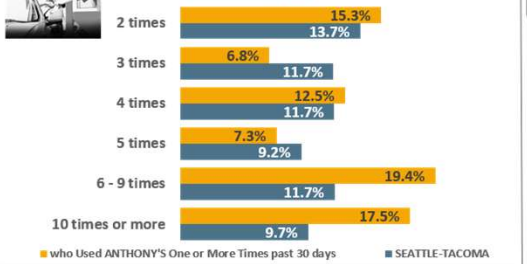
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Quick service restaurants used past 30 days: Taco Time

2.9% or 135,404 of SEATTLE-TACOMA DMA Adults 18 or older Used ANTHONY'S One or More Times past 30 days. Adults 18 or older who Used ANTHONY'S One or More Times past 30 days are 8.9% more likely to use QSRs past mo., 46.8% more likely to use Sit-Down Restaurants past mo., 36.2% more likely to use Casinos past yr., 2.1% more likely to smoke cigarettes.

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






*Total Monthly QSR Users:*

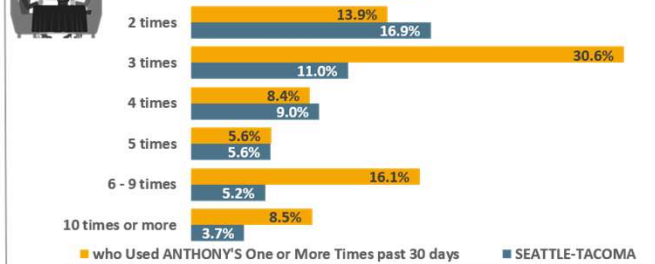



*Avg. Monthly QSR Meals:*




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

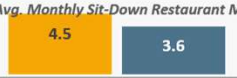





*Total Monthly Sit-Down Restaurant Users:*




*Avg. Monthly Sit-Down Restaurant Meals:*




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

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

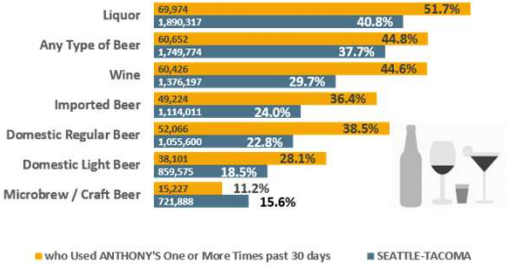





*Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)*

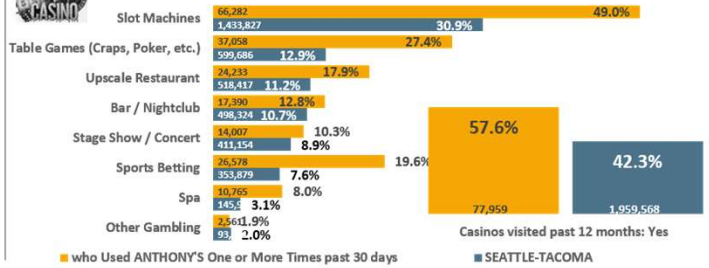



## *Drank Past 30-days:* Adults 18 or older




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









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







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*Sit-down restaurants used past 30 days: Anthony's*

6.8% or 315,952 of SEATTLE-TACOMA DMA Adults 18 or older Used DICK'S DRIVE-IN One or More Times past 30... Adults 18 or older who Used DICK'S DRIVE-IN One or More Times past 30 days are 28.2% more likely to use QSRs past mo., 24.6% more likely to use Sit-Down Restaurants past mo., 14.2% more likely to use Casinos past yr., 38.3% more likely to smoke cigarettes

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






*Total Monthly QSR Users:* 100.0% 315,952 | 78.0% 3,616,808

*Avg. Monthly QSR Meals:* 7.2 | 5.1

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






*Total Monthly Sit-Down Restaurant Users:* 84.8% 268,059 | 68.1% 3,157,998

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

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

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






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

*who Used DICK'S DRIVE-IN One or More Times past 30...* 112,368 35.6%

*SEATTLE-TACOMA* 865,270 18.7%

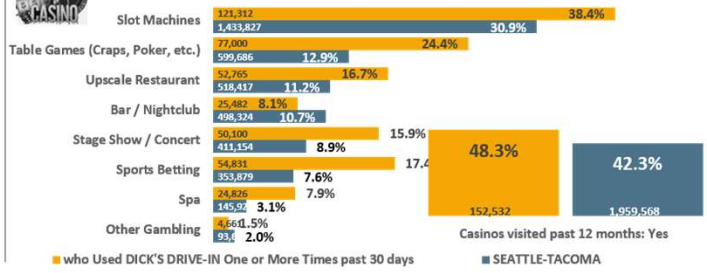
## *Drank Past 30-days:* Adults 18 or older






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









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






*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 241*

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*Quick service restaurants used past 30 days: Dick's*

2.9% or 132,233 of SEATTLE-TACOMA DMA Adults 18 or older Used IVAR'S SEAFOOD BAR One or More Times past… Adults 18 or older who Used IVAR'S SEAFOOD BAR One or More Times past 30 days are 28.2% more likely to use QSRs past mo., 25.5% more likely to use Sit-Down Restaurants past mo., 42.% more likely to use Casinos past yr., 36.7% less likely to smoke cigarett

## *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)*

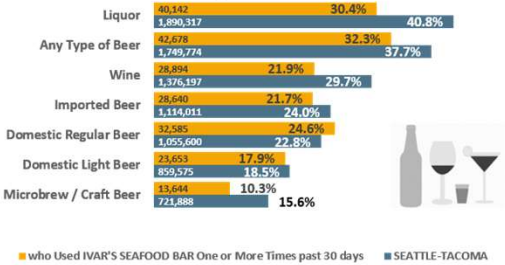





*Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)*

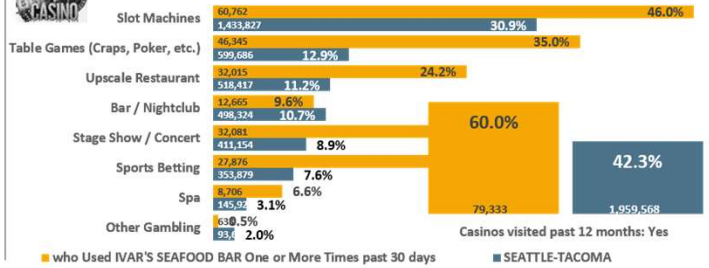



## *Drank Past 30-days:* Adults 18 or older




## *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: Ivar's Seafood Bar*

MOD PIZZA SEA

3.8% or 176,263 of SEATTLE-TACOMA DMA Adults 18 or older Used MOD PIZZA One or More Times past 30 days. Adults 18 or older who Used MOD PIZZA One or More Times past 30 days are 26.1% more likely to use QSRs past mo., 46.8% more likely to use Sit-Down Restaurants past mo., .% more likely to use Casinos past yr., 3.4% more likely to smoke cigarettes.

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






*Total Monthly QSR Users:* 98.4% 173,395 | 78.0% 3,616,808

*Avg. Monthly QSR Meals:* 8.2 | 5.1

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






*Total Monthly Sit-Down Restaurant Users:* 100.0% 176,263 | 68.1% 3,157,998

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

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

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






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

*who Used MOD PIZZA One or More Times past 30 days* 76,890 43.6%

*SEATTLE-TACOMA* 865,270 18.7%

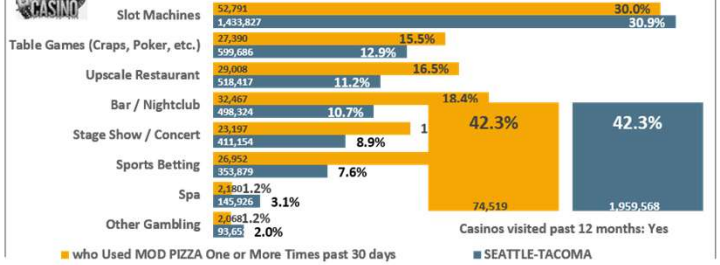
## *Drank Past 30-days:* Adults 18 or older






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






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








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*Sit-down restaurants used past 30 days: MOD Pizza*

SEA

9.2% or 424,546 of SEATTLE-TACOMA DMA Adults 18 or older Used TACO TIME One or More Times past 30 days. Adults 18 or older who Used TACO TIME One or More Times past 30 days are 28.2% more likely to use QSRs past mo., 23.6% more likely to use Sit-Down Restaurants past mo., 6.7% more likely to use Casinos past yr., 25.4% less likely to smoke cigarettes.

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






*Total Monthly QSR Users:*




*Avg. Monthly QSR Meals:*




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






*Total Monthly Sit-Down Restaurant Users:*




*Avg. Monthly Sit-Down Restaurant Meals:*




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

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

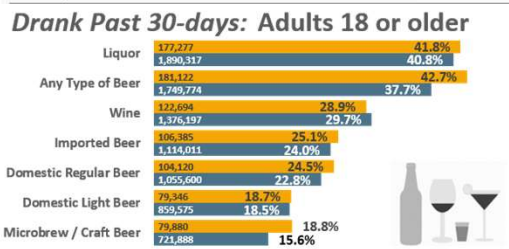





*Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)*




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






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



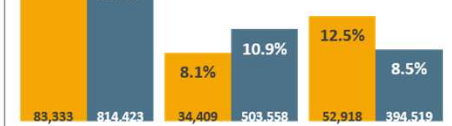






## *Used Past 30-days:* Adults 18 or older






*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 358*

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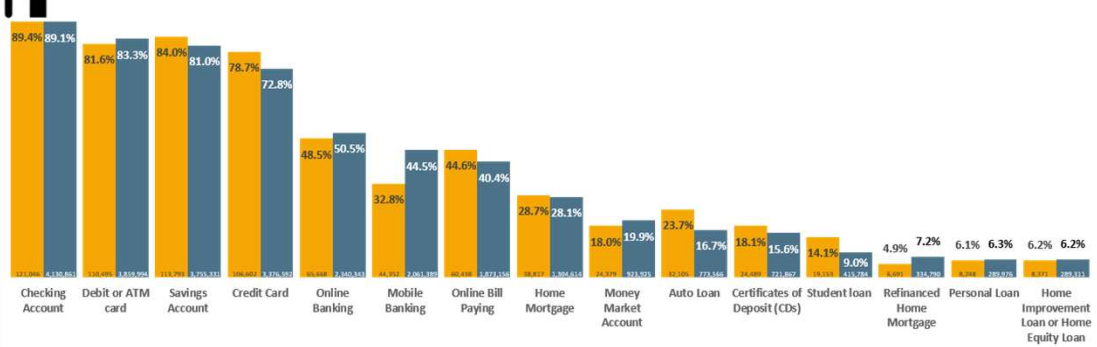
*Quick service restaurants used past 30 days: Taco Time*

2.9% or 135,404 of SEATTLE-TACOMA DMA Adults 18 or older Used ANTHONY'S One or More Times past 30... Adults 18 or older who Used ANTHONY'S One or More Times past 30 days are 15.6% less likely to have a 401K, 42.1% more likely to have an Auto Loan, 9.1% more likely to Invest/Trade Stocks Online, 23.2% less likely to pay with their Debit Card.

## *Investments Owned:* Adults 18 or older



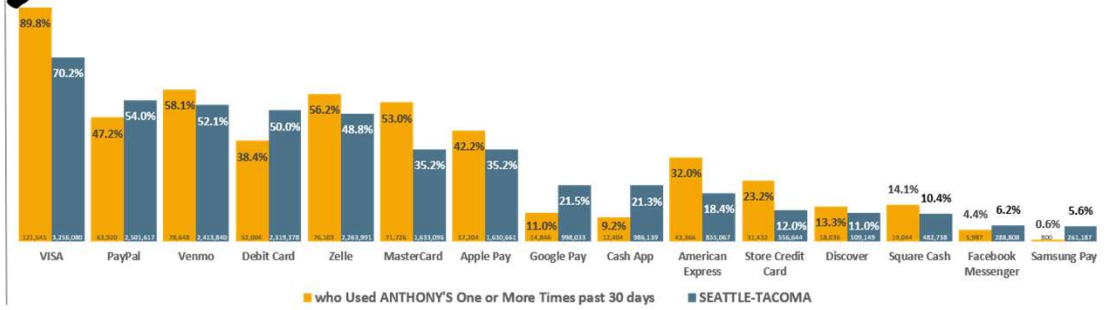

## *Financial Services Has and/or Uses:* Adults 18 or older




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




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



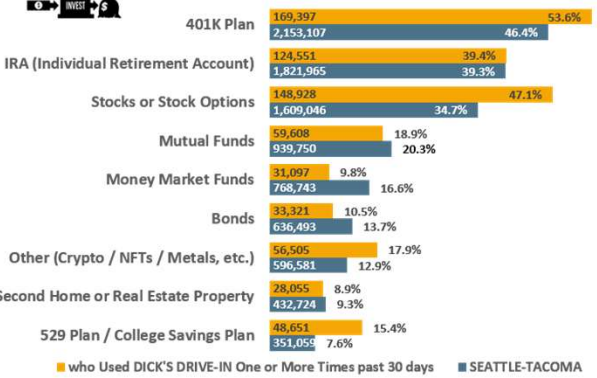


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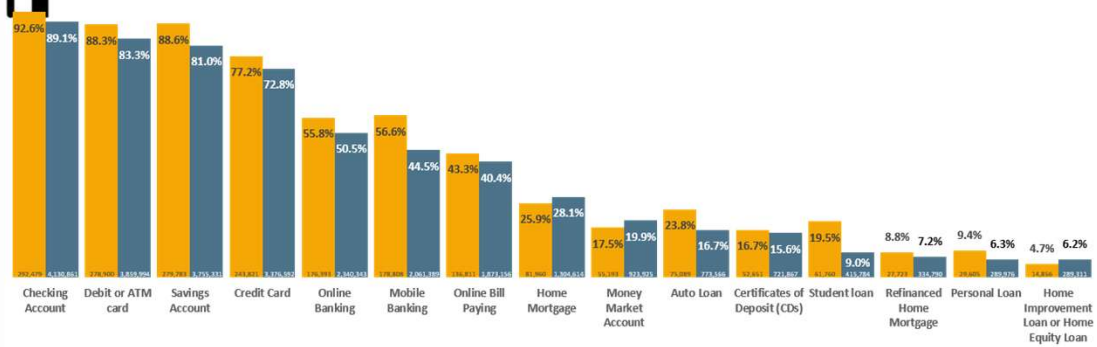
*Sit-down restaurants used past 30 days: Anthony's*

6.8% or 315,952 of SEATTLE-TACOMA DMA Adults 18 or older Used DICK'S DRIVE-IN One or More Times past… Adults 18 or older who Used DICK'S DRIVE-IN One or More Times past 30 days are 15.5% more likely to have a 401K, 42.4% more likely to have an Auto Loan, 40.2% more likely to Invest/Trade Stocks Online, 20.4% more likely to pay with their Debit Card.

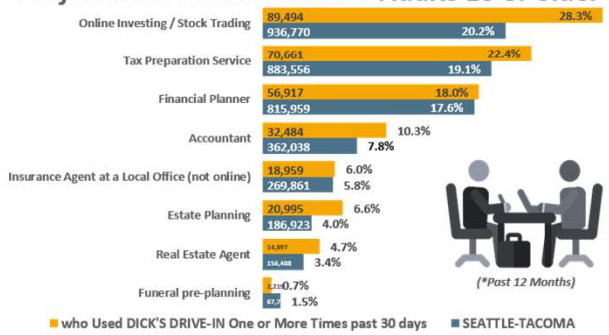
## *Investments Owned:* Adults 18 or older



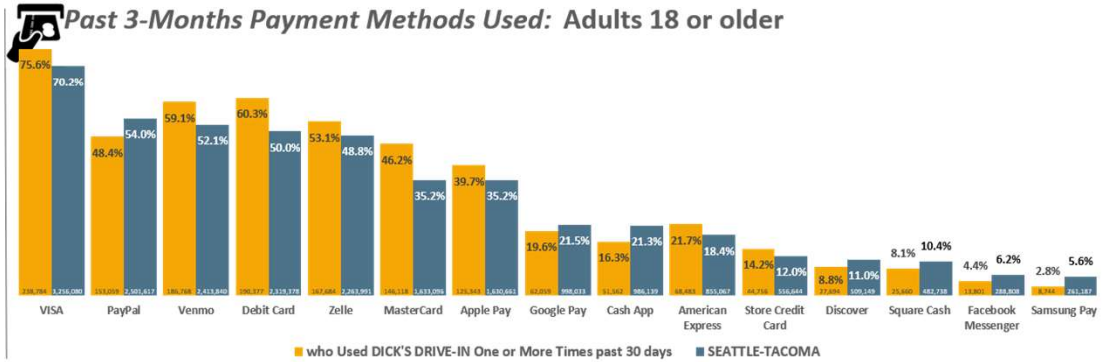

## *Financial Services Has and/or Uses:* Adults 18 or older




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




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



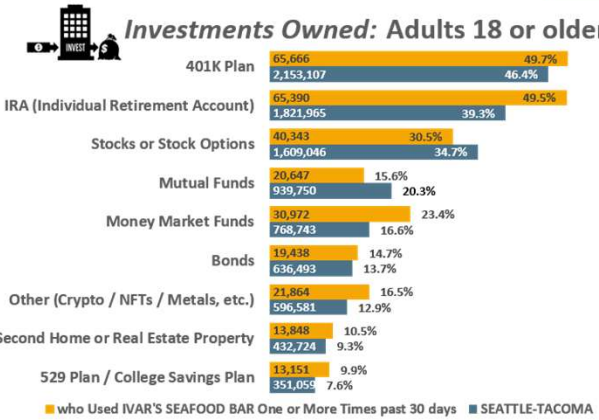

*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 241*

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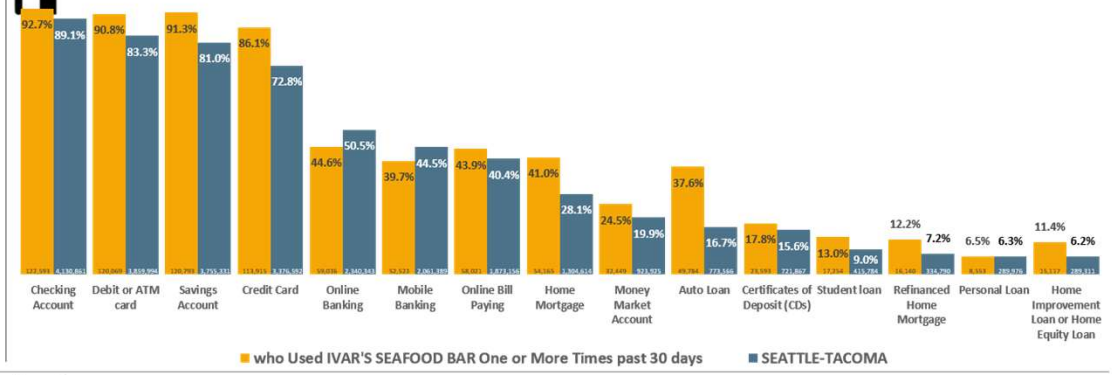
*Quick service restaurants used past 30 days: Dick's*

2.9% or 132,233 of SEATTLE-TACOMA DMA Adults 18 or older Used IVAR'S SEAFOOD BAR One or More Times... Adults 18 or older who Used IVAR'S SEAFOOD BAR One or More Times past 30 days are 6.9% more likely to have a 401K, 125.6% more likely to have an Auto Loan, 7.2% less likely to Invest/Trade Stocks Online, 21.8% more likely to pay with their Debit Card.

## *Investments Owned:* Adults 18 or older



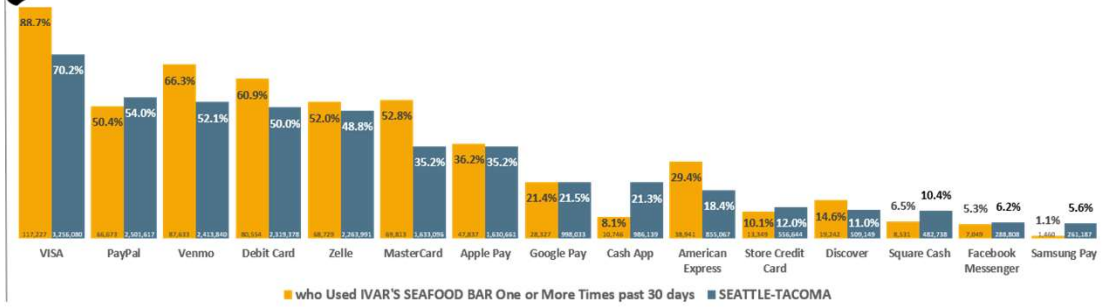

## *Financial Services Has and/or Uses:* Adults 18 or older




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




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





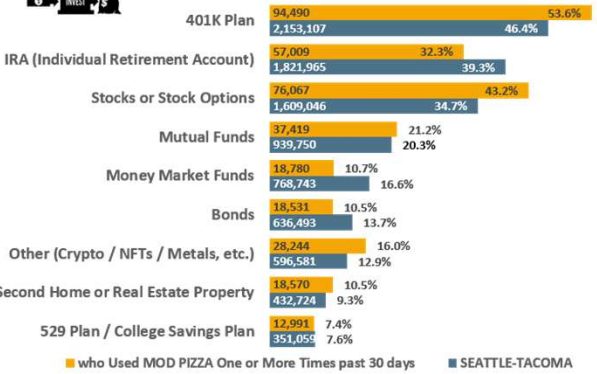
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*Quick service restaurants used past 30 days: Ivar's Seafood Bar*

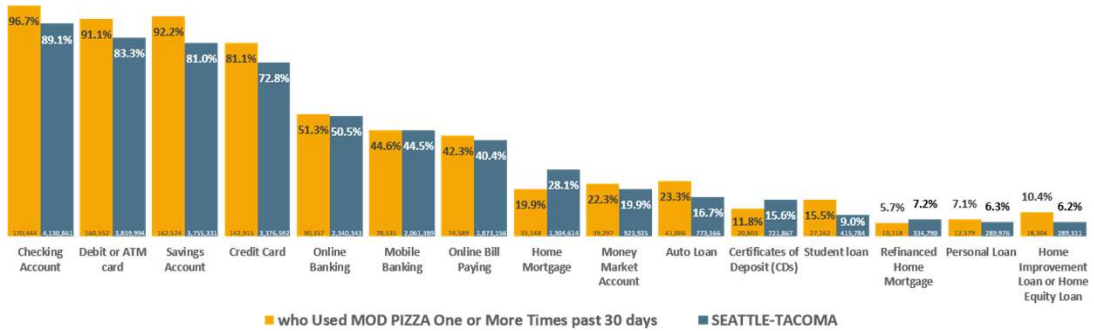
MOD PIZZA SEA

3.8% or 176,263 of SEATTLE-TACOMA DMA Adults 18 or older Used MOD PIZZA One or More Times past 30… Adults 18 or older who Used MOD PIZZA One or More Times past 30 days are 15.4% more likely to have a 401K, 39.4% more likely to have an Auto Loan, 17.1% more likely to Invest/Trade Stocks Online, 17.4% more likely to pay with their Debit Card.

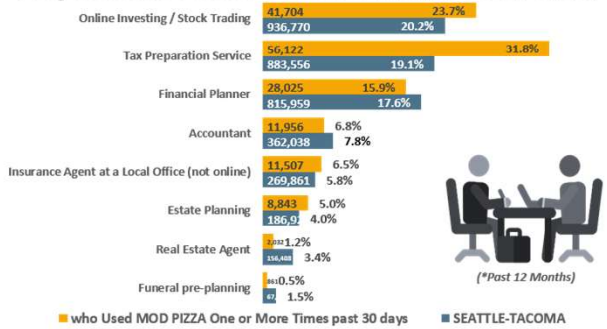
## *Investments Owned:* Adults 18 or older



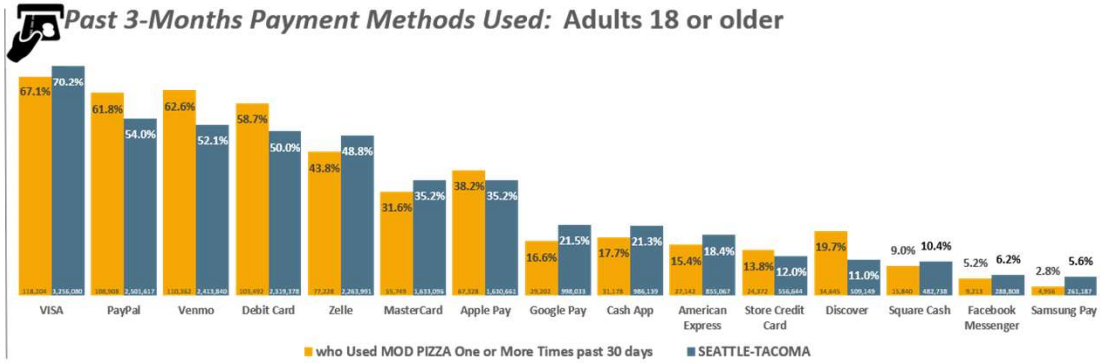

## *Financial Services Has and/or Uses:* Adults 18 or older




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




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



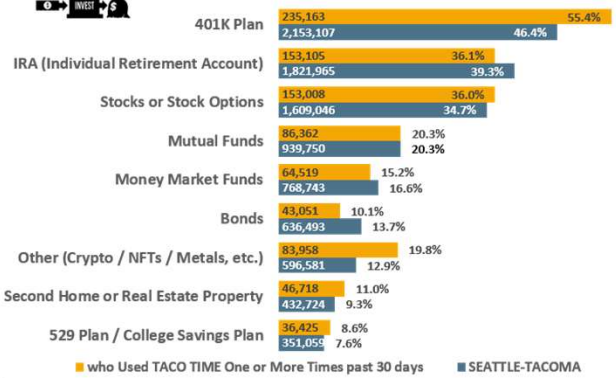


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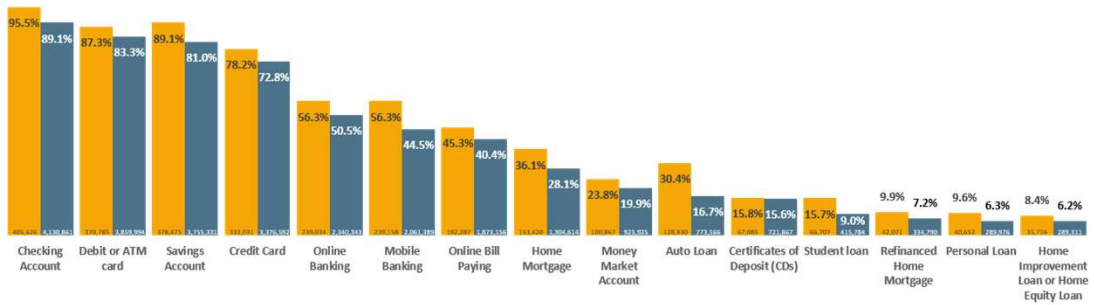
*Sit-down restaurants used past 30 days: MOD Pizza*

9.2% or 424,546 of SEATTLE-TACOMA DMA Adults 18 or older Used TACO TIME One or More Times past 30… Adults 18 or older who Used TACO TIME One or More Times past 30 days are 19.3% more likely to have a 401K, 82.% more likely to have an Auto Loan, 8.% more likely to Invest/Trade Stocks Online, 9.7% more likely to pay with their Debit Card.

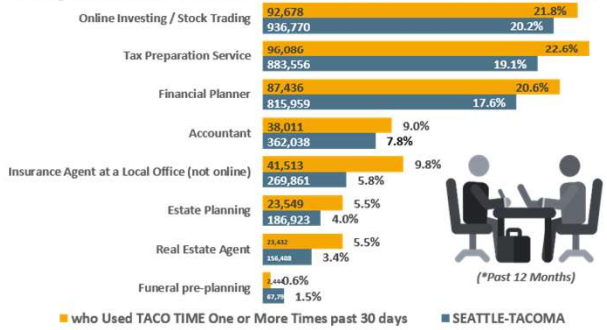
## *Investments Owned:* Adults 18 or older



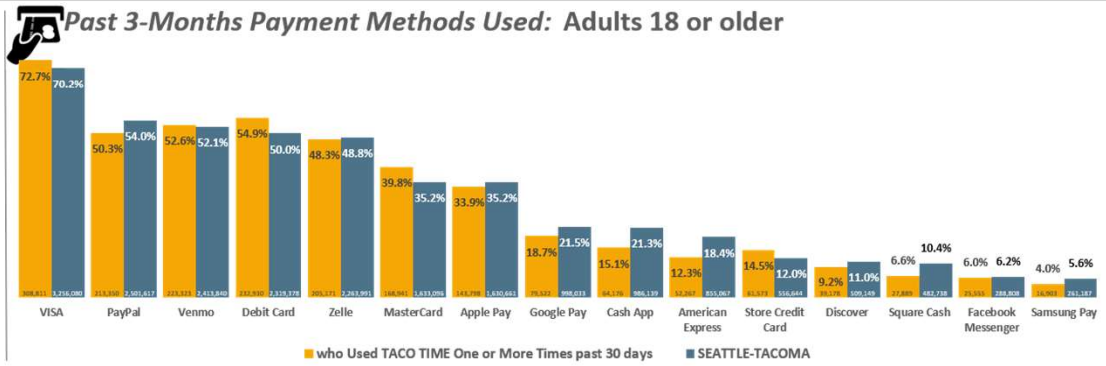

## *Financial Services Has and/or Uses:* Adults 18 or older




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



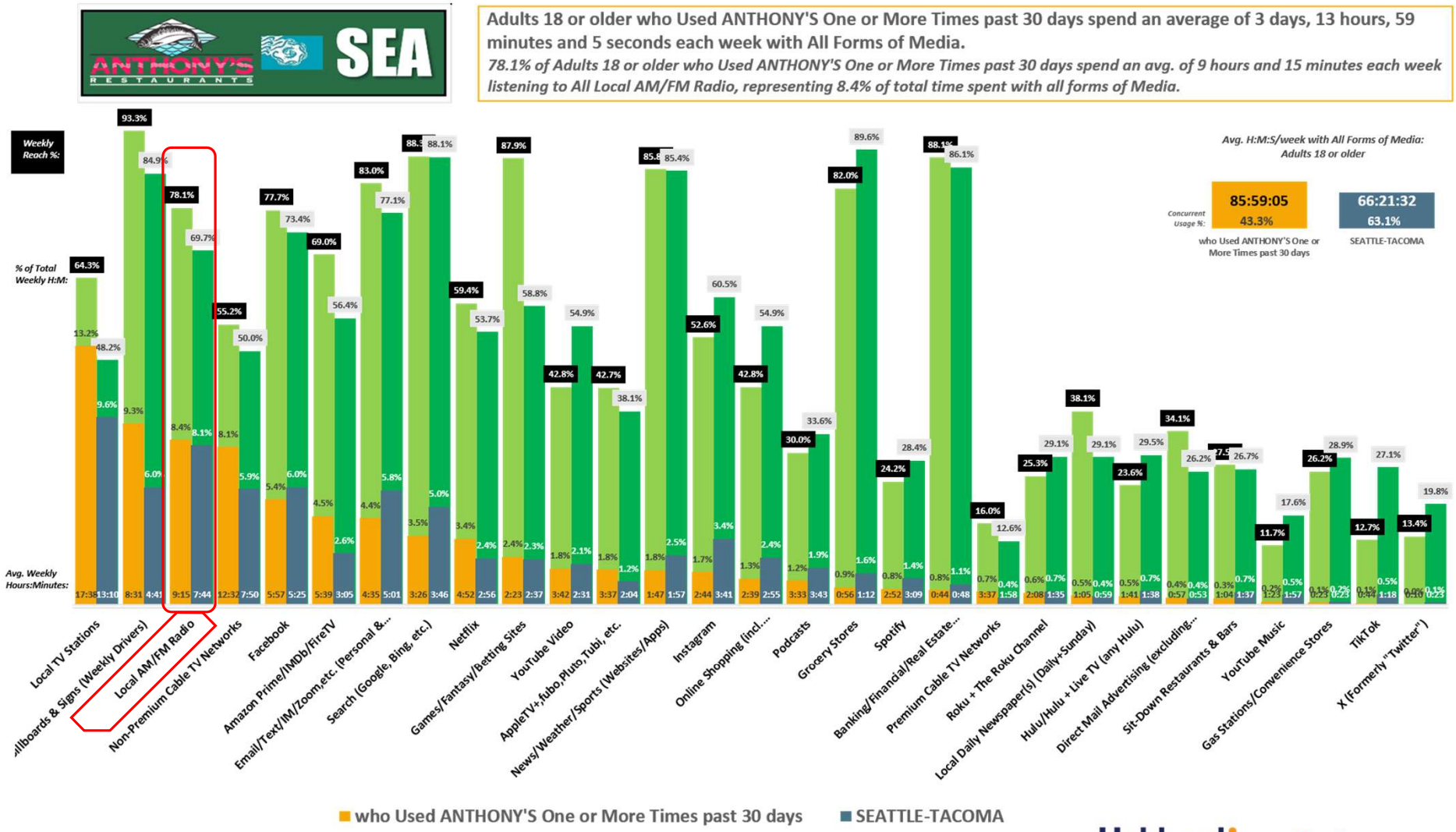

## *Past 3-Months Payment Methods Used:* Adults 18 or older




*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 358*

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*Quick service restaurants used past 30 days: Taco Time*




SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 129 SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,93

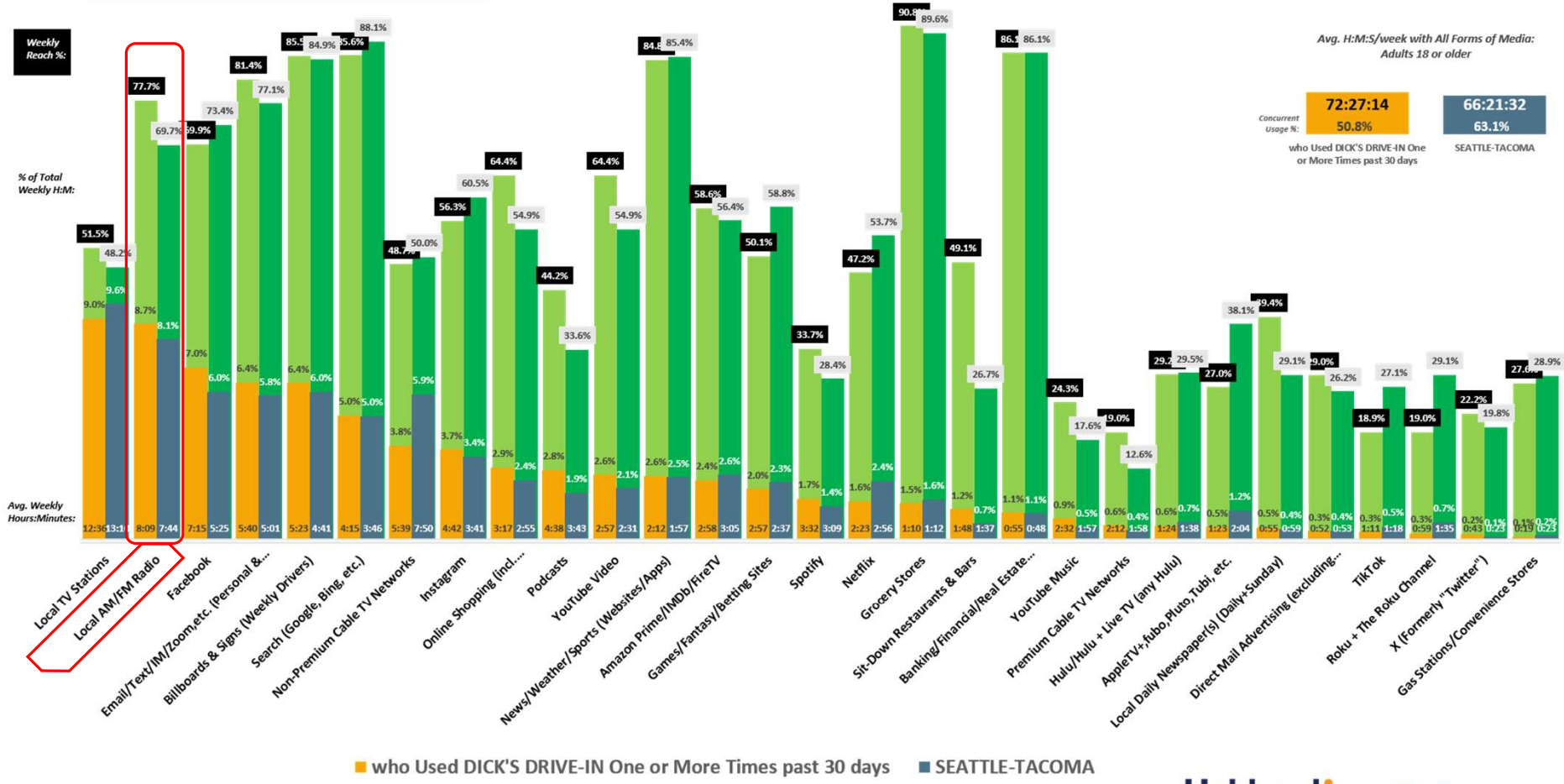
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Sit-down restaurants used past 30 days: Anthony's

**Adults 18 or older who Used DICK'S DRIVE-IN One or More Times past 30 days spend an average of 3 days, 0 hours, 27 minutes and 14 seconds each week with All Forms of Media.**

***77.7% of Adults 18 or older who Used DICK'S DRIVE-IN One or More Times past 30 days spend an avg. of 8 hours and 9 minutes each week listening to All Local AM/FM Radio, representing 8.7% of total time spent with all forms of Media.***




SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 241 SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,93

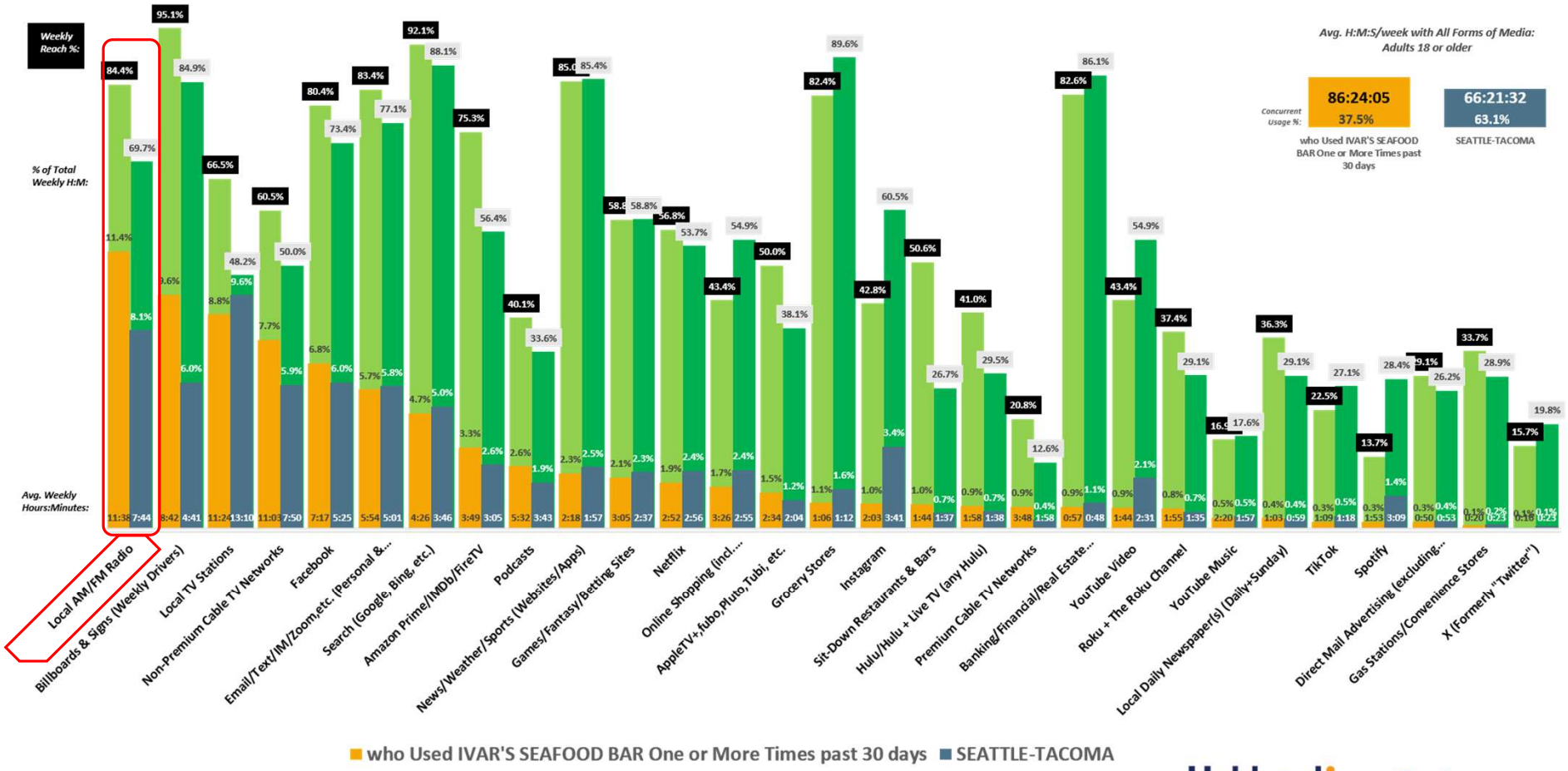
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*Quick service restaurants used past 30 days: Dick's*

**Adults 18 or older who Used IVAR'S SEAFOOD BAR One or More Times past 30 days spend an average of 3 days, 14 hours, 24 minutes and 5 seconds each week with All Forms of Media.**

***84.4% of Adults 18 or older who Used IVAR'S SEAFOOD BAR One or More Times past 30 days spend an avg. of 11 hours and 38 minutes each week listening to All Local AM/FM Radio, representing 11.4% of total time spent with all forms of Media.***



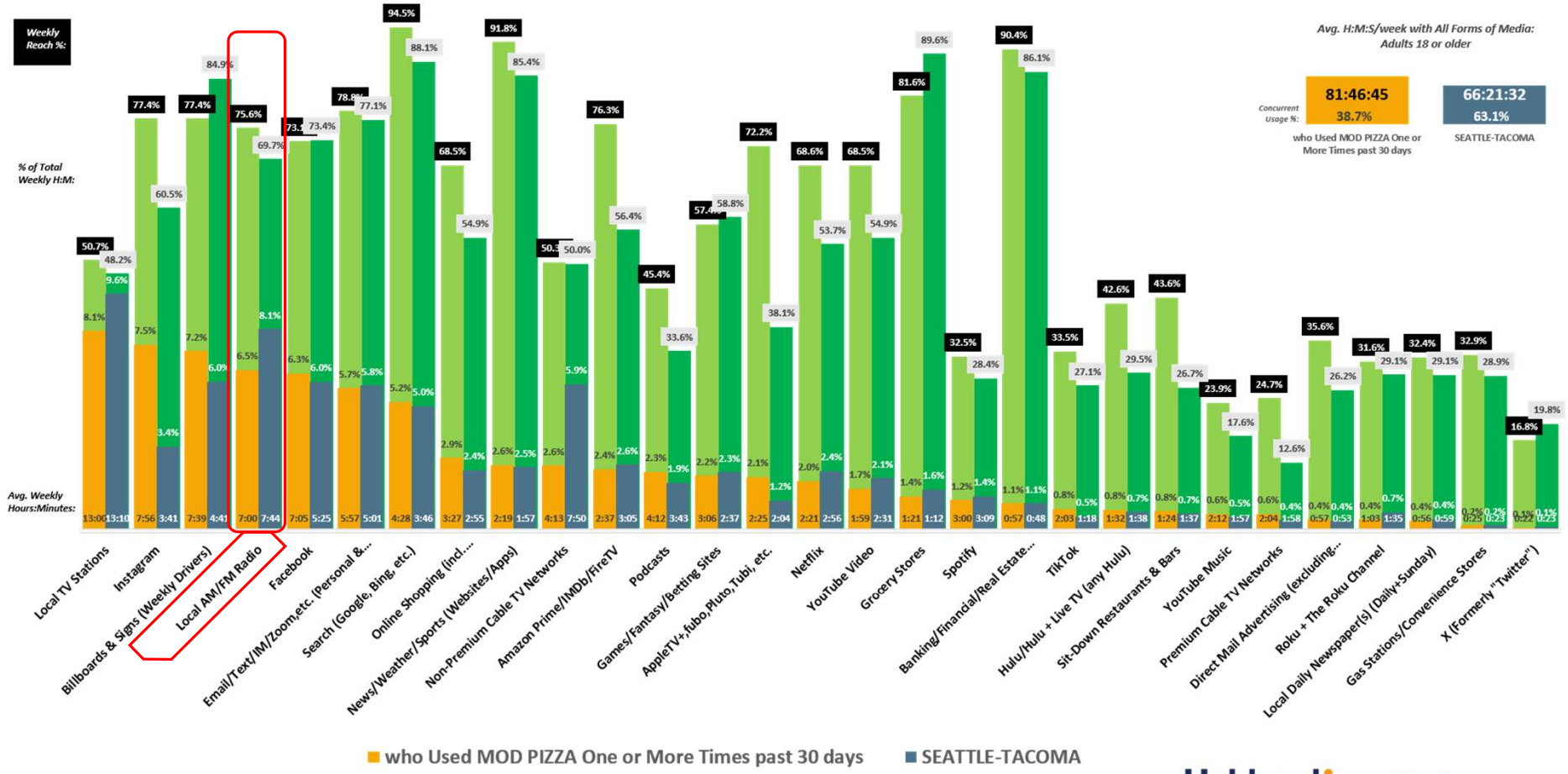

SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 125 SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,93
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*Quick service restaurants used past 30 days: Ivar's Seafood Bar*

MOD PIZZA SEA

**Adults 18 or older who Used MOD PIZZA One or More Times past 30 days spend an average of 3 days, 9 hours, 46 minutes and 45 seconds each week with All Forms of Media.**

***75.6% of Adults 18 or older who Used MOD PIZZA One or More Times past 30 days spend an avg. of 7 hours and 0 minutes each week listening to All Local AM/FM Radio, representing 6.5% of total time spent with all forms of Media.***




SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 151 SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,93

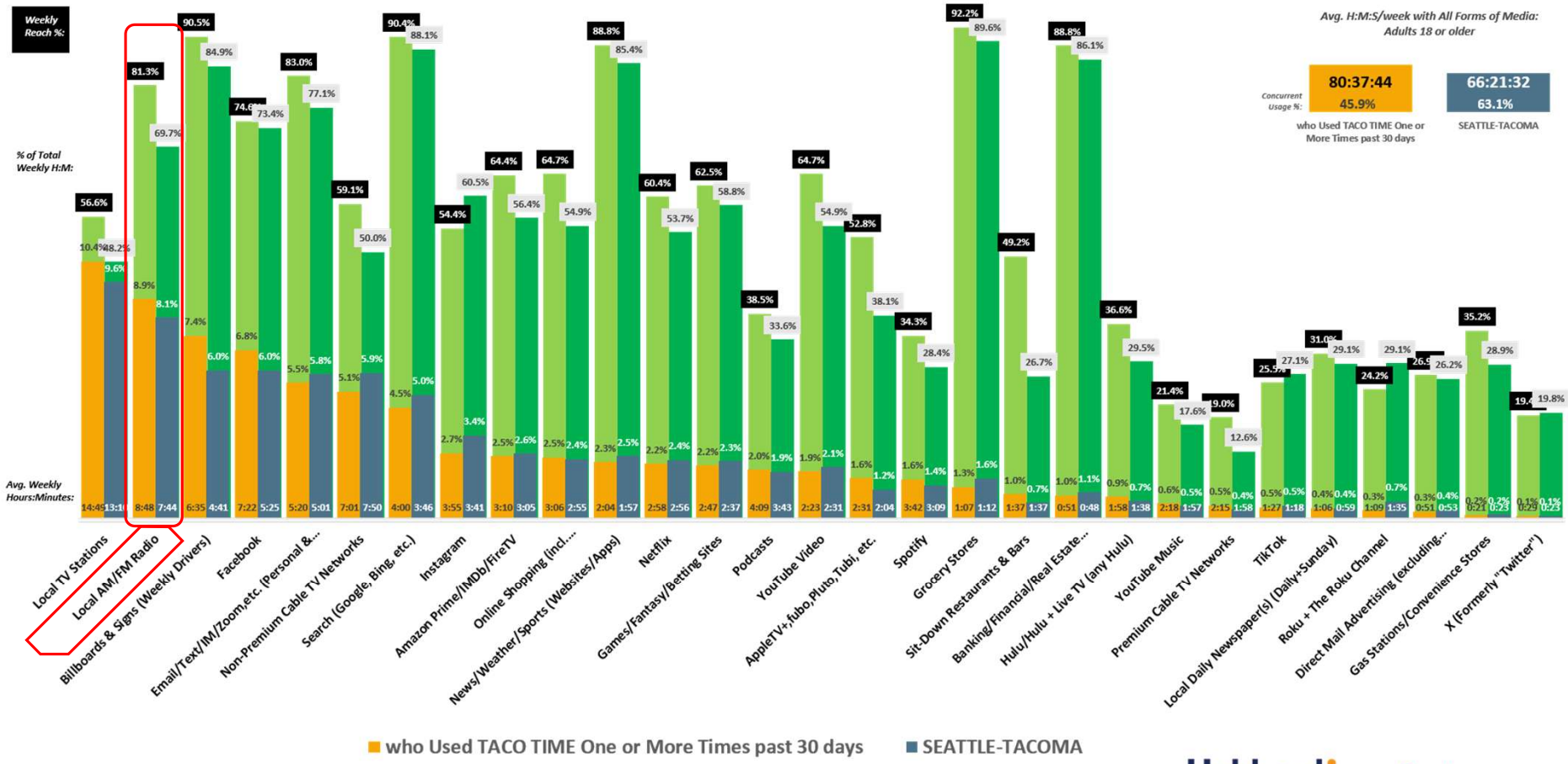
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*Sit-down restaurants used past 30 days: MOD Pizza*

**Adults 18 or older who Used TACO TIME One or More Times past 30 days spend an average of 3 days, 8 hours, 37 minutes and 44 seconds each week with All Forms of Media.**

***81.3% of Adults 18 or older who Used TACO TIME One or More Times past 30 days spend an avg. of 8 hours and 48 minutes each week listening to All Local AM/FM Radio, representing 8.9% of total time spent with all forms of Media.***




SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 358 SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,93

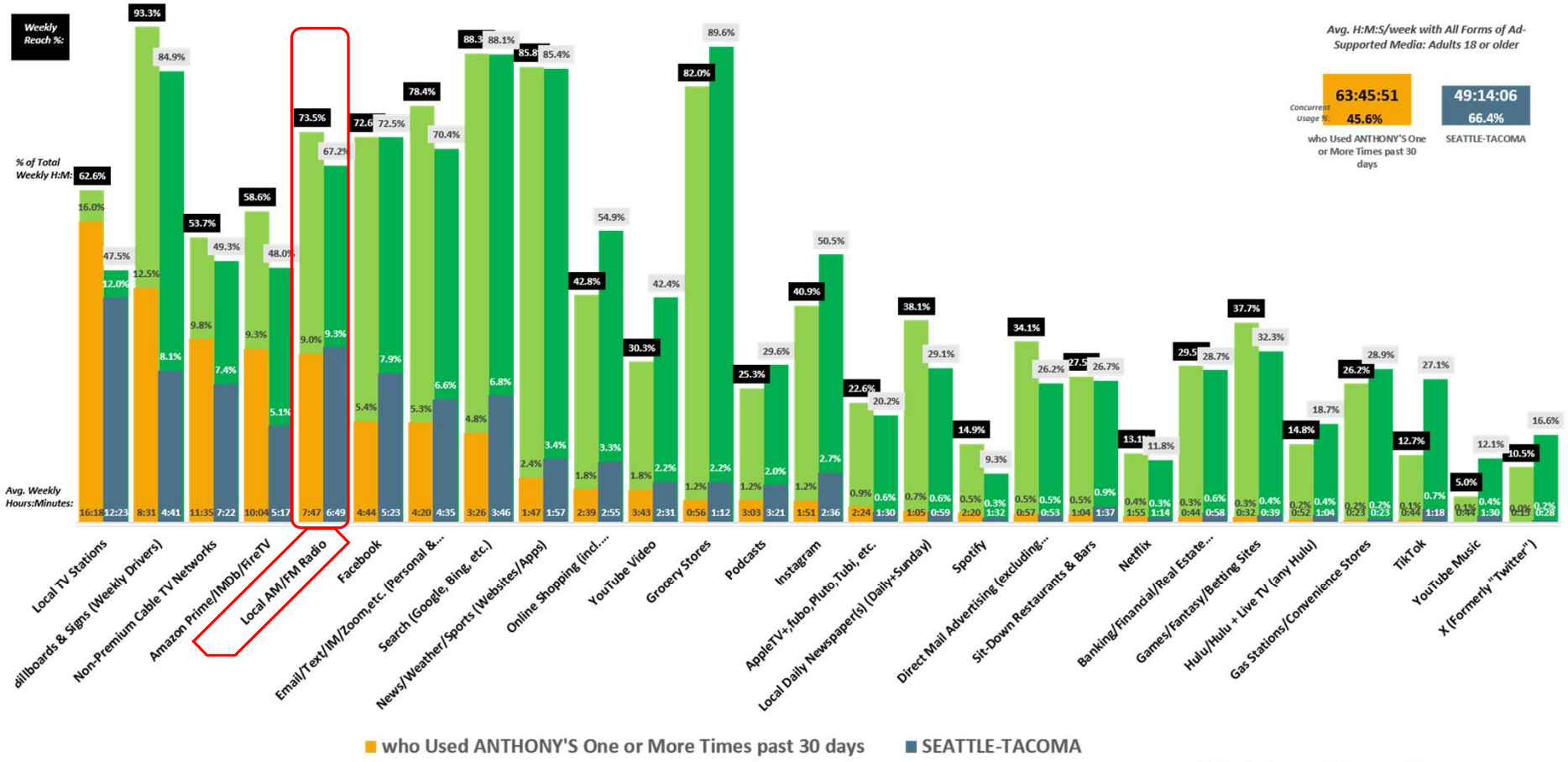
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*Quick service restaurants used past 30 days: Taco Time*

**Adults 18 or older who Used ANTHONY'S One or More Times past 30 days spend an average of 2 days, 15 hours, 45 minutes and 51 seconds each week with All Forms of Ad-Supported Media.**

***73.5% of Adults 18 or older who Used ANTHONY'S One or More Times past 30 days spend an avg. of 7 hours and 47 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.% of total time spent with all forms of Ad-Supported Media.***



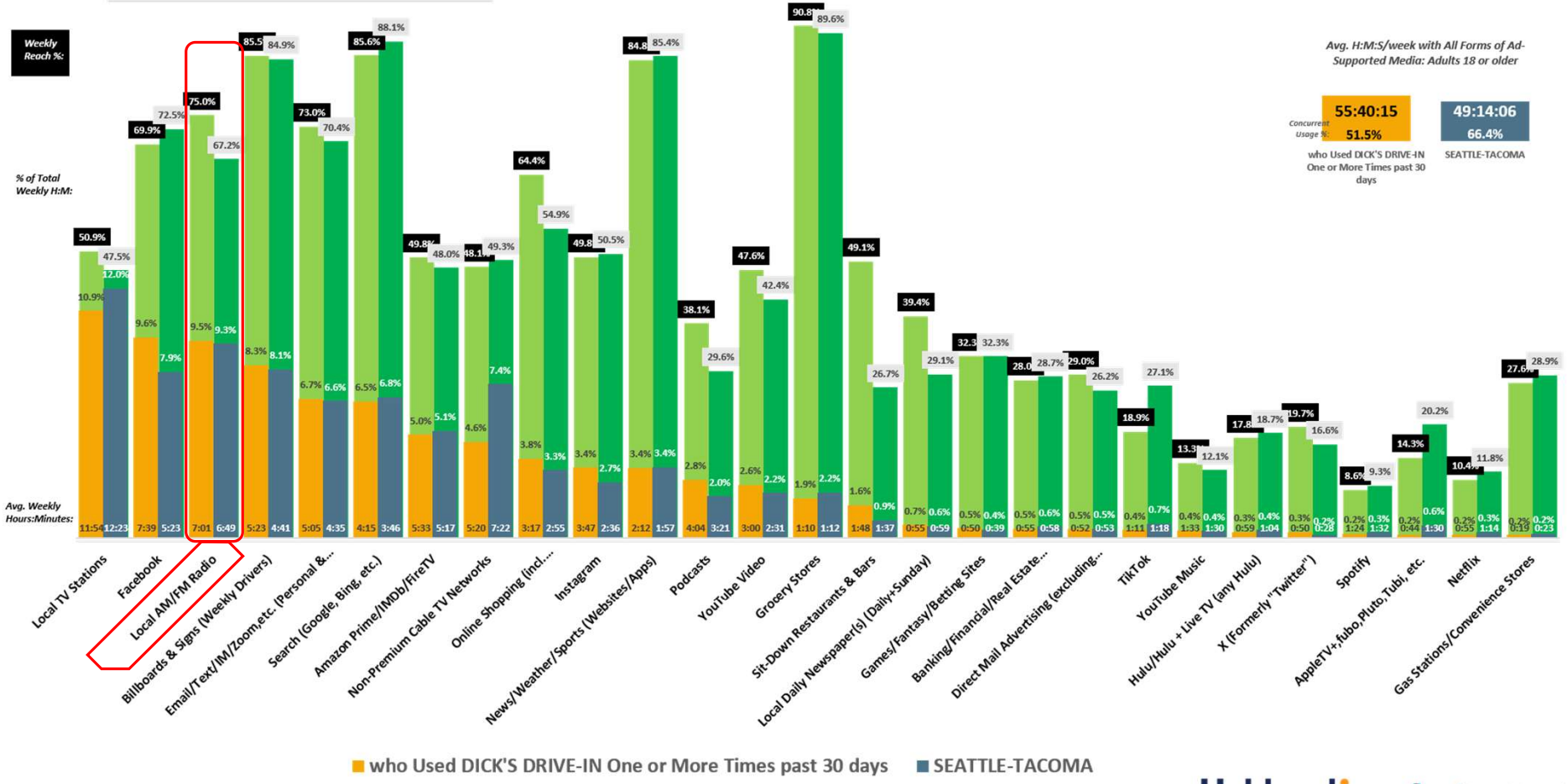

SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 129 SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,231
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*Sit-down restaurants used past 30 days: Anthony's*

**Adults 18 or older who Used DICK'S DRIVE-IN One or More Times past 30 days spend an average of 2 days, 7 hours, 40 minutes and 15 seconds each week with All Forms of Ad-Supported Media.**

***75.% of Adults 18 or older who Used DICK'S DRIVE-IN One or More Times past 30 days spend an avg. of 7 hours and 1 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.5% of total time spent with all forms of Ad-Supported Media.***





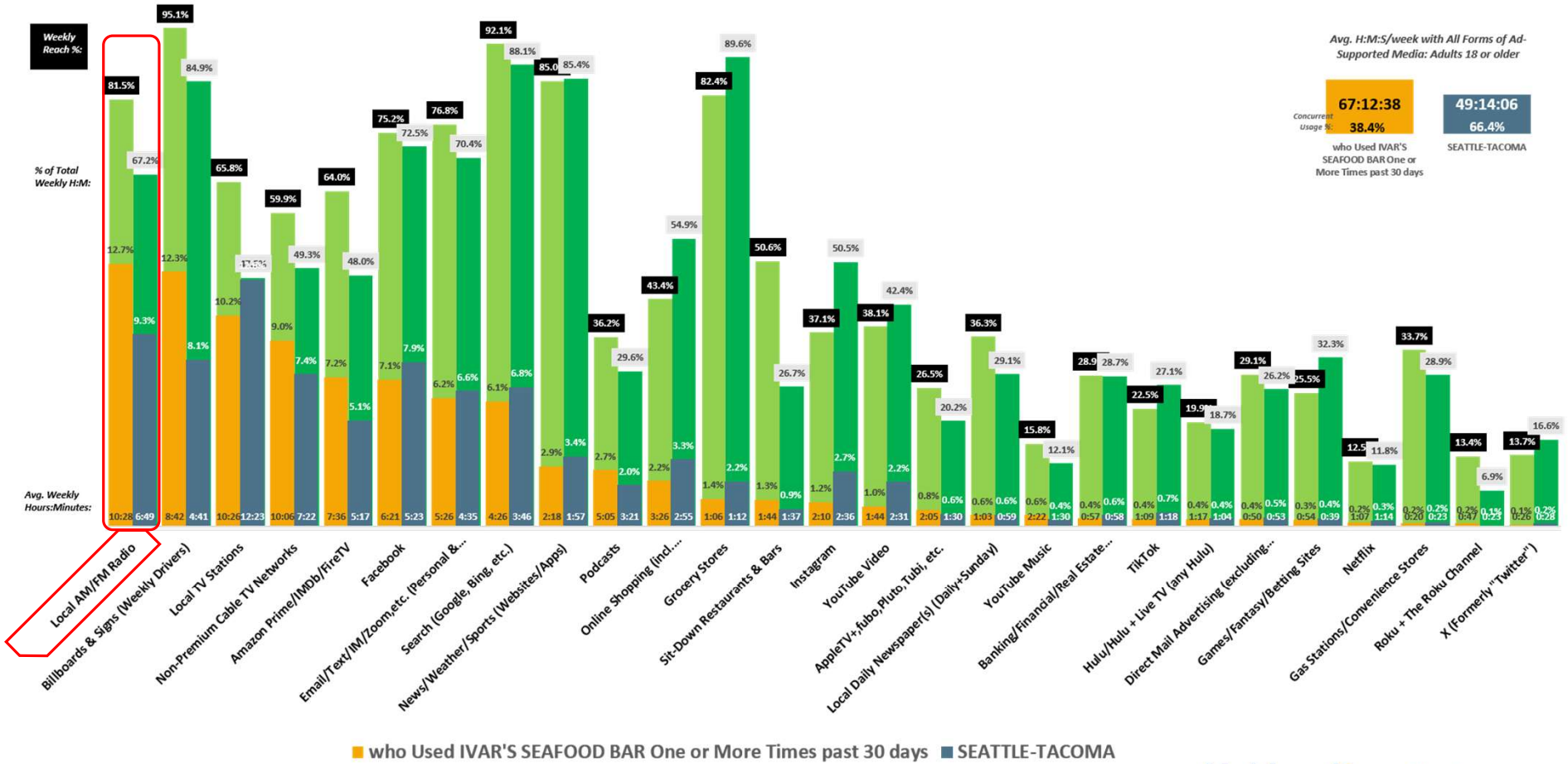

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*Quick service restaurants used past 30 days: Dick's*

**Adults 18 or older who Used IVAR'S SEAFOOD BAR One or More Times past 30 days spend an average of 2 days, 19 hours, 12 minutes and 38 seconds each week with All Forms of Ad-Supported Media.**

***81.5% of Adults 18 or older who Used IVAR'S SEAFOOD BAR One or More Times past 30 days spend an avg. of 10 hours and 28 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.7% of total time spent with all forms of Ad-Supported Me***



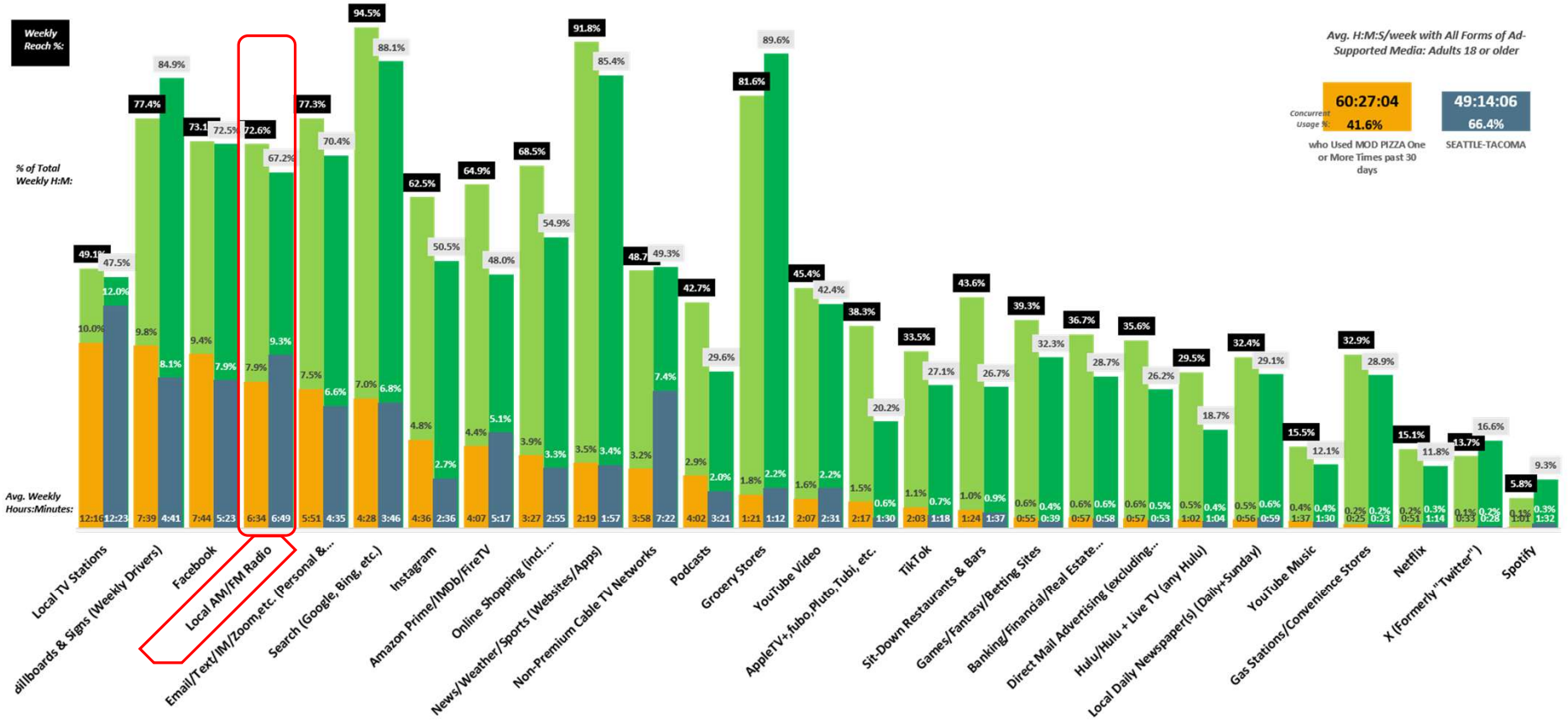

*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 125 SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,231*

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*Quick service restaurants used past 30 days: Ivar's Seafood Bar*

**Adults 18 or older who Used MOD PIZZA One or More Times past 30 days spend an average of 2 days, 12 hours, 27 minutes and 4 seconds each week with All Forms of Ad-Supported Media.**

***72.6% of Adults 18 or older who Used MOD PIZZA One or More Times past 30 days spend an avg. of 6 hours and 34 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 7.9% of total time spent with all forms of Ad-Supported Media.***



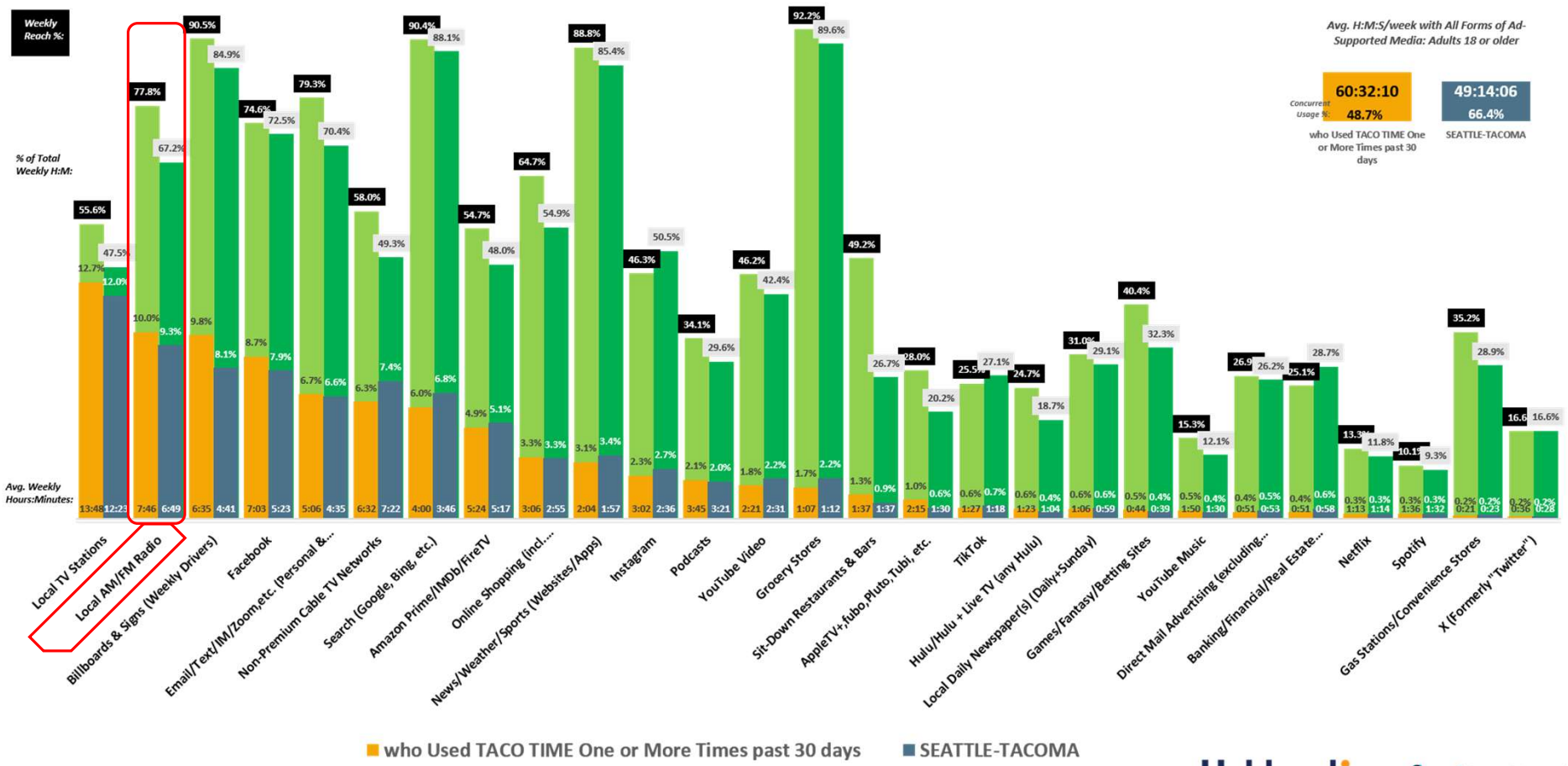

SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 151 SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,231
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*Sit-down restaurants used past 30 days: MOD Pizza*

**Adults 18 or older who Used TACO TIME One or More Times past 30 days spend an average of 2 days, 12 hours, 32 minutes and 10 seconds each week with All Forms of Ad-Supported Media.**

***77.8% of Adults 18 or older who Used TACO TIME One or More Times past 30 days spend an avg. of 7 hours and 46 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.% of total time spent with all forms of Ad-Supported Media.***





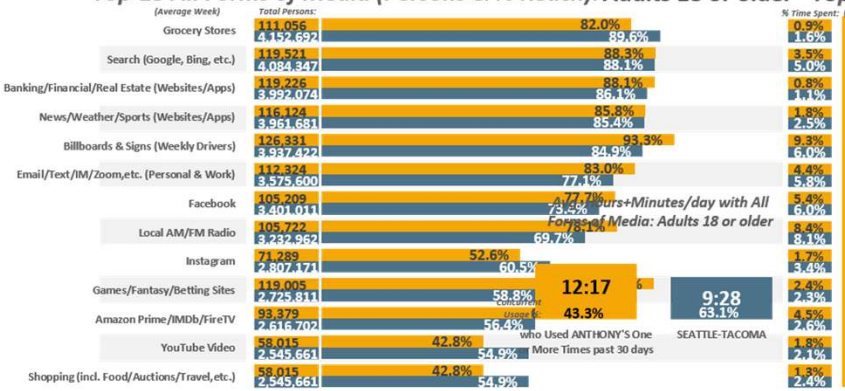

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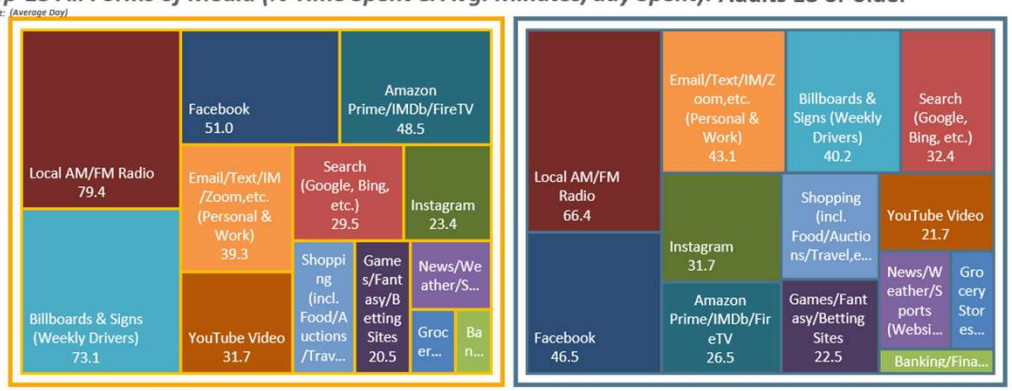
*Quick service restaurants used past 30 days: Taco Time*

Adults 18 or older who Used ANTHONY'S One or More Times past 30 days spend an average of 9 hours and 6 minutes each day with All Forms of Ad-Supported Media. 73.5% listen to Local AM/FM Radio for an avg. of 66.8 minutes/day. *(Local Radio delivers 9.% of Time with Ad-Supported Media.)*

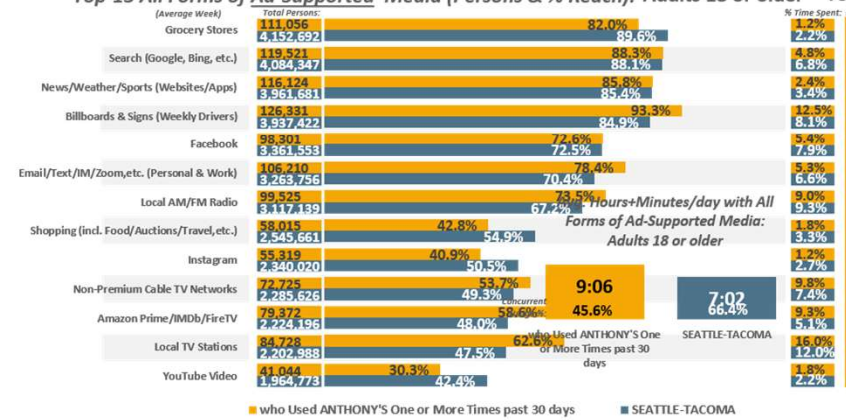
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older



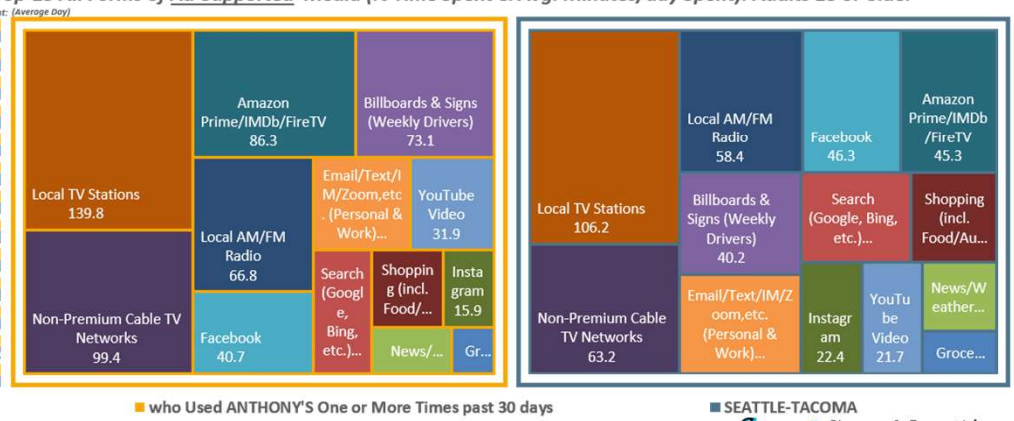

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 129*

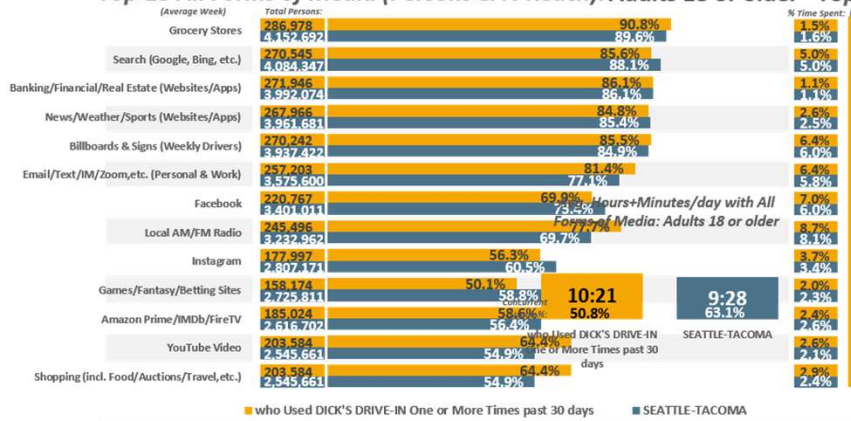
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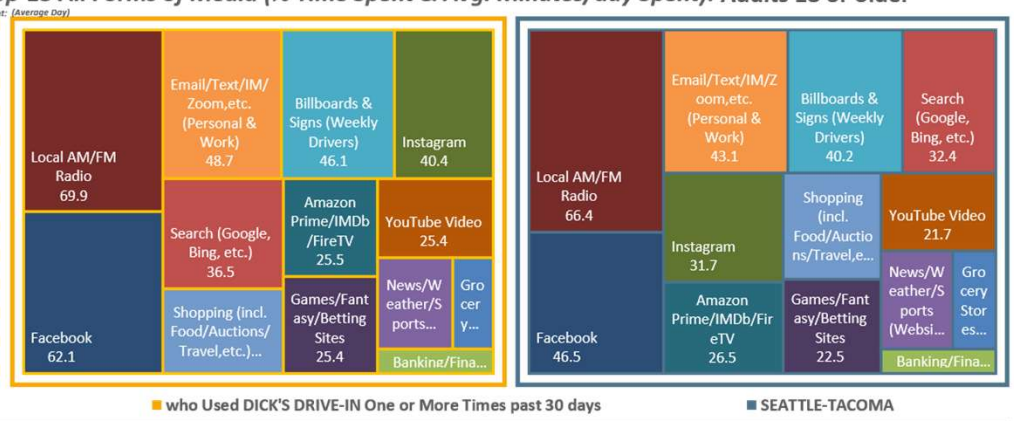
*Sit-down restaurants used past 30 days: Anthony's*

Adults 18 or older who Used DICK'S DRIVE-IN One or More Times past 30 days spend an average of 7 hours and 57 minutes each day with All Forms of Ad-Supported Media. 75.% listen to Local AM/FM Radio for an avg. of 60.2 minutes/day. *(Local Radio delivers 9.5% of Time with Ad-Supported Media.)*

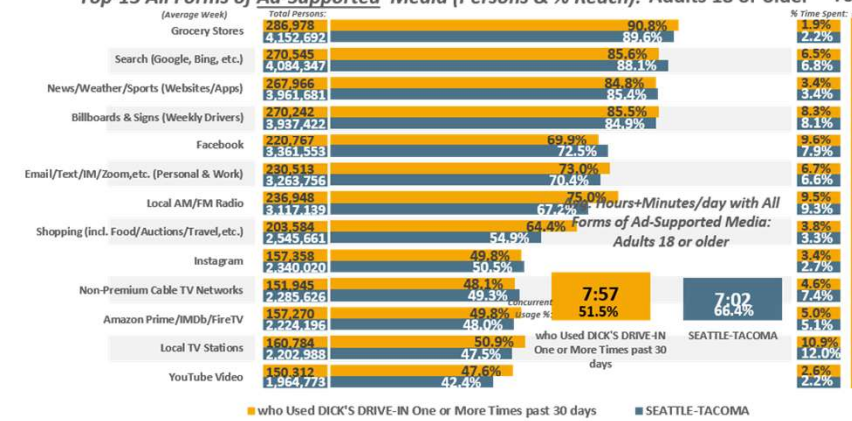
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older



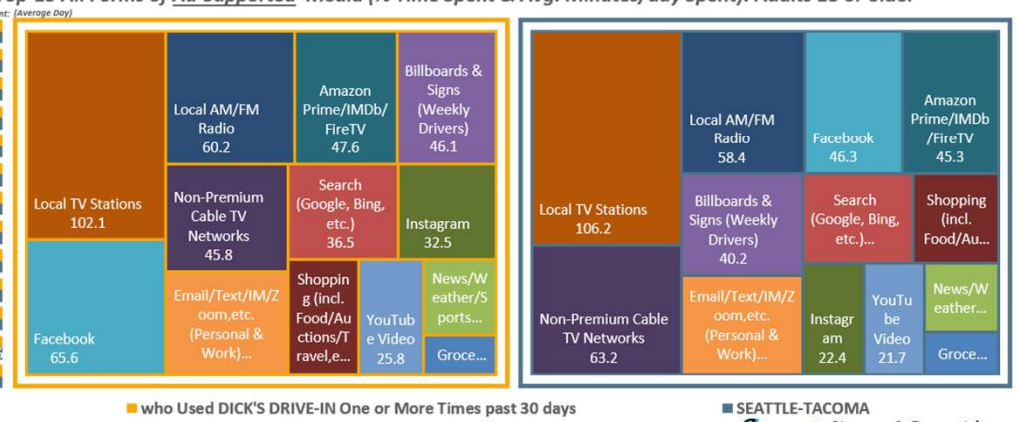

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 241*

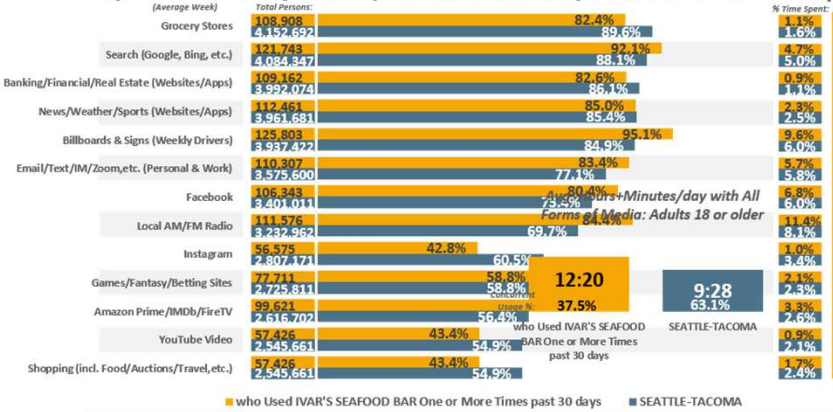
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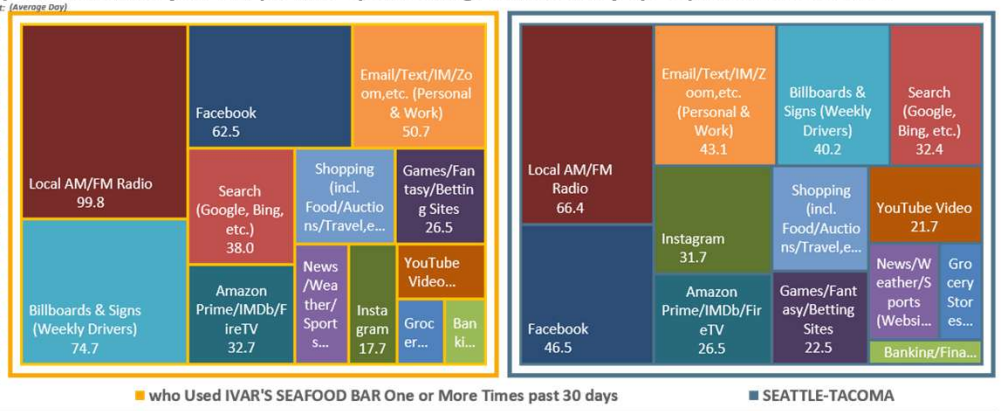
*Quick service restaurants used past 30 days: Dick's*

Adults 18 or older who Used IVAR'S SEAFOOD BAR One or More Times past 30 days spend an average of 9 hours and 36 minutes each day with All Forms of Ad-Supported Media. 81.5% listen to Local AM/FM Radio for an avg. of 89.8 minutes/day. *(Local Radio delivers 12.7% of Time with Ad-Supported Media.)*

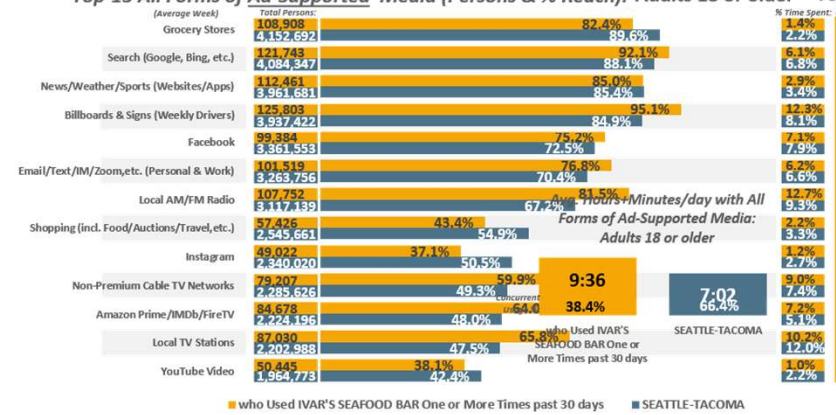
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older



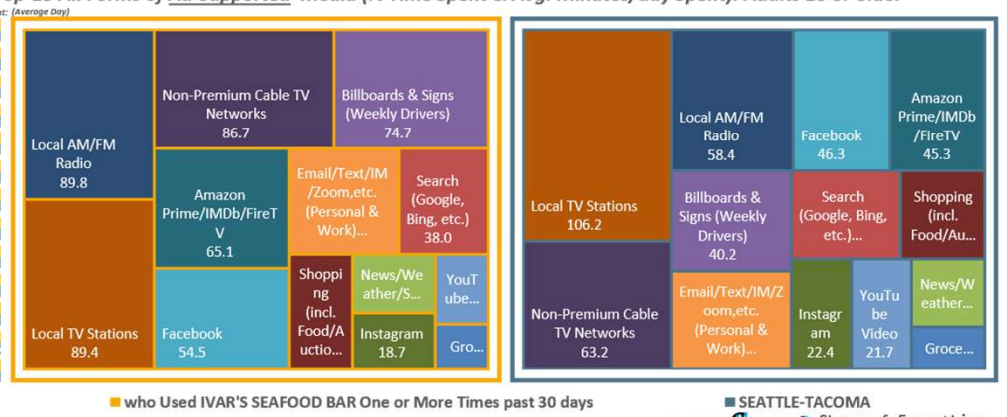

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 125*

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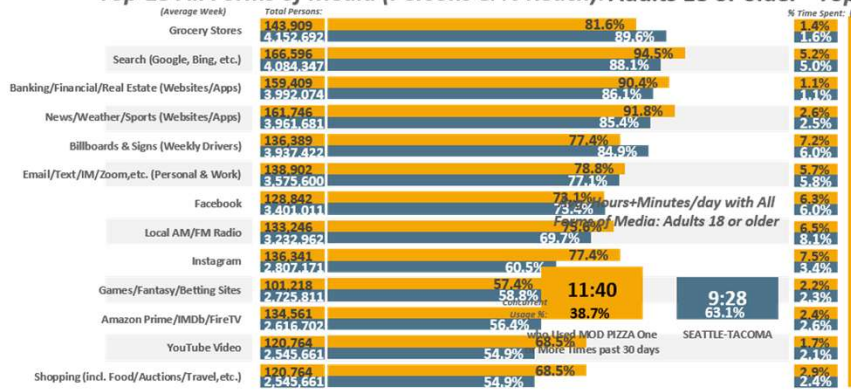
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*Quick service restaurants used past 30 days: Ivar's Seafood Bar*

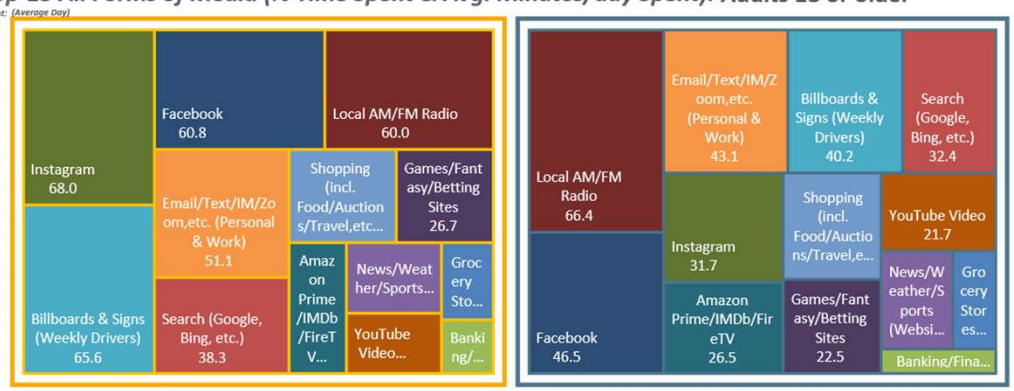
MOD PIZZA SEA

Adults 18 or older who Used MOD PIZZA One or More Times past 30 days spend an average of 8 hours and 38 minutes each day with All Forms of Ad-Supported Media. 72.6% listen to Local AM/FM Radio for an avg. of 56.3 minutes/day. *(Local Radio delivers 7.9% of Time with Ad-Supported Media.)*

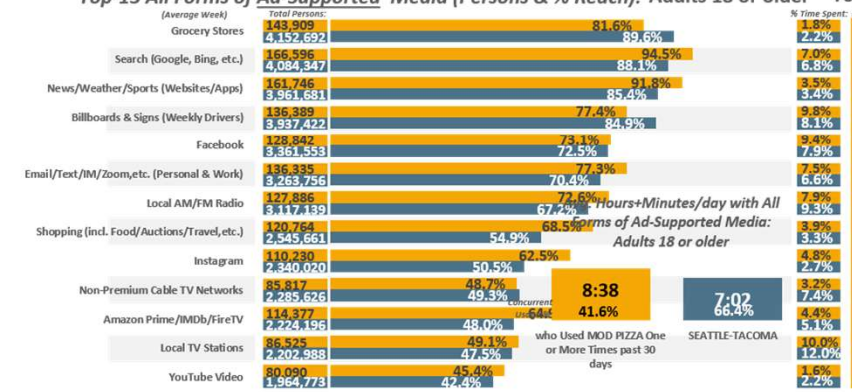
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older



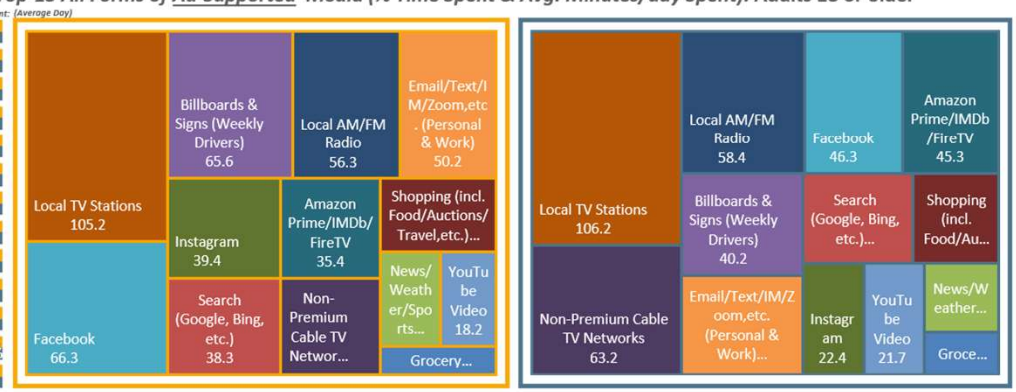

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 151*

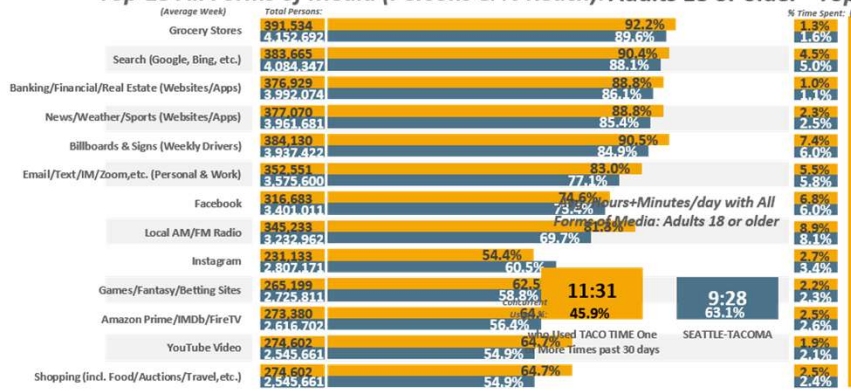
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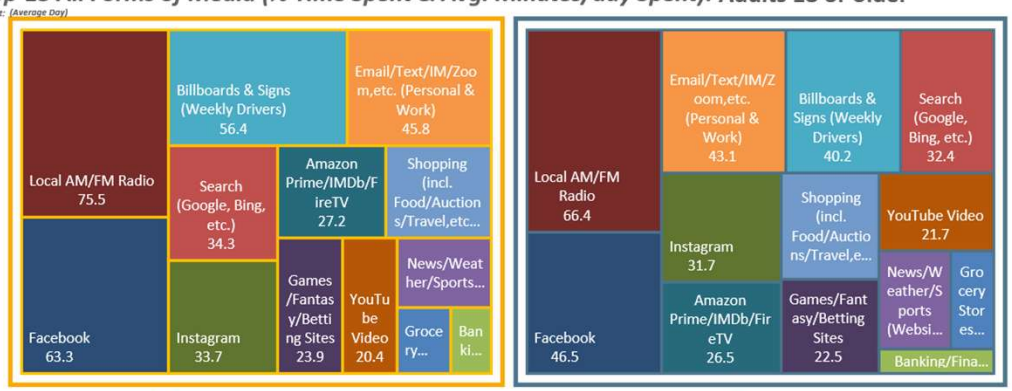
*Sit-down restaurants used past 30 days: MOD Pizza*

Adults 18 or older who Used TACO TIME One or More Times past 30 days spend an average of 8 hours and 38 minutes each day with All Forms of Ad-Supported Media. 77.8% listen to Local AM/FM Radio for an avg. of 66.7 minutes/day. *(Local Radio delivers 10.% of Time with Ad-Supported Media.)*

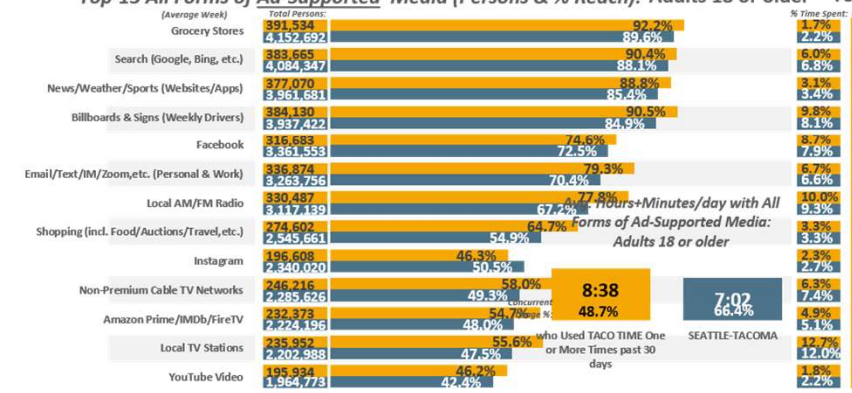
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older



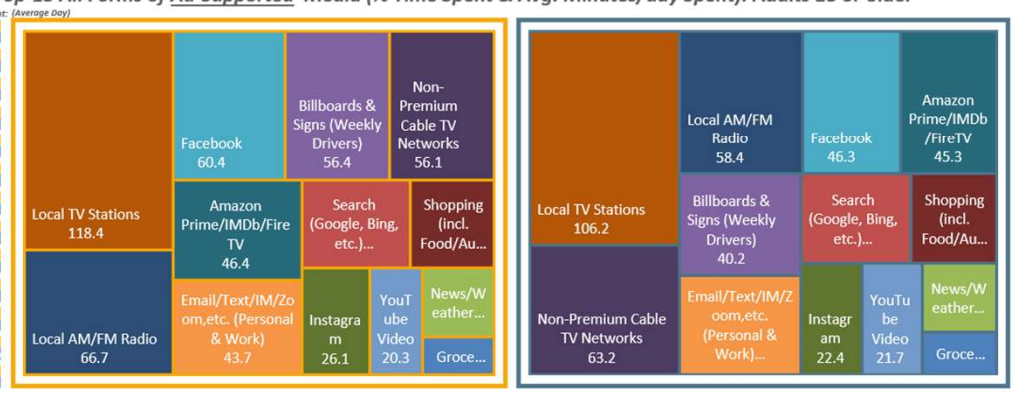

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 358*

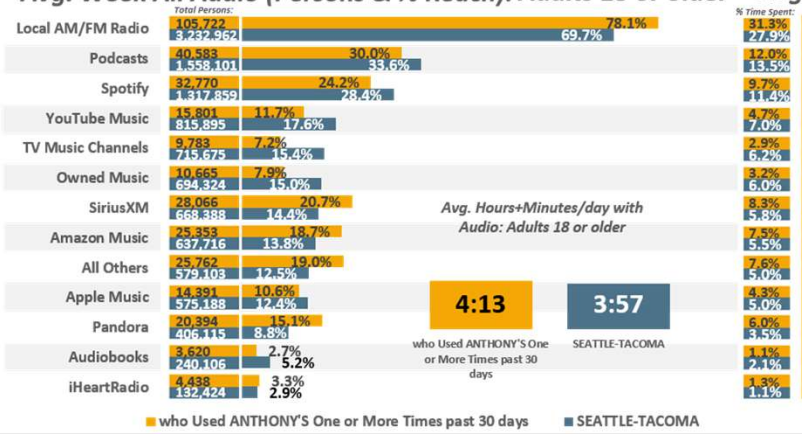
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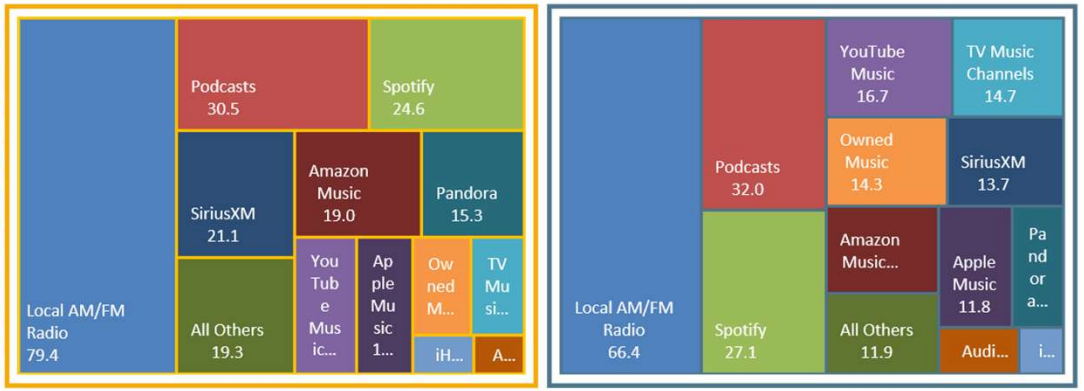
*Quick service restaurants used past 30 days: Taco Time*

99,525 or 73.5% of Adults 18 or older who Used ANTHONY'S One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 66.8 minutes every day representing 36.4% of all time spent daily with Ad-Supported Audio.

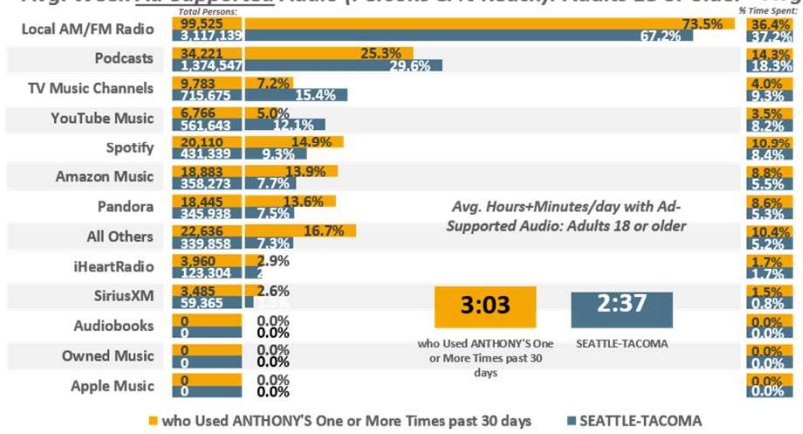
## *Avg. Week All Audio (Persons & % Reach):* Adults 18 or older



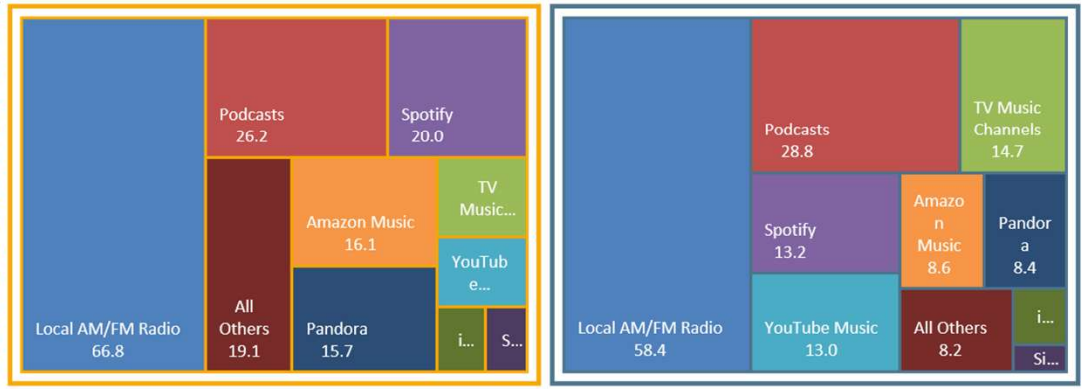

## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 129*

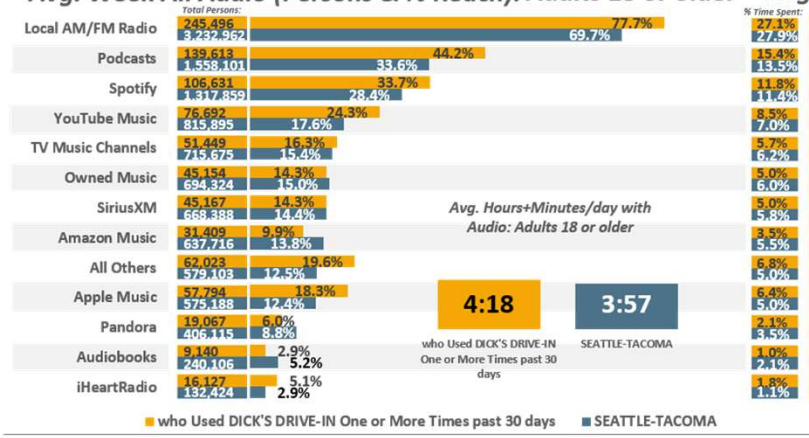
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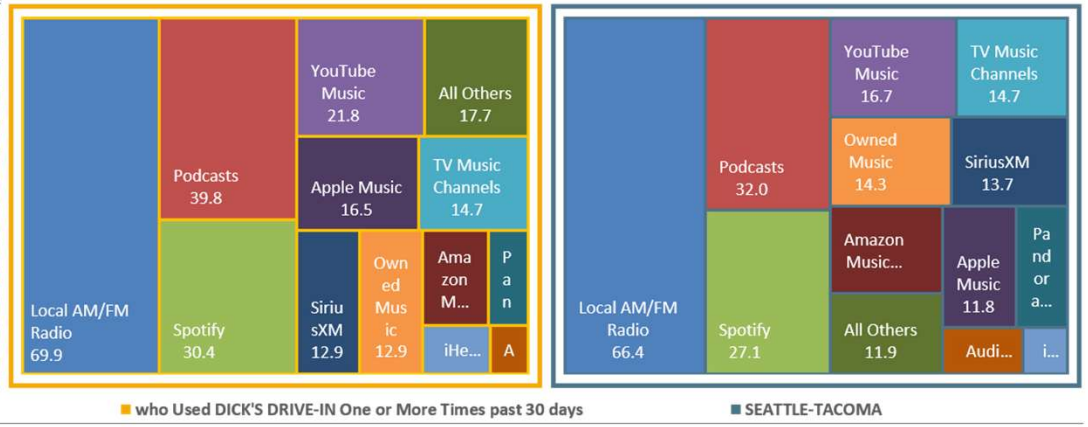
*Sit-down restaurants used past 30 days: Anthony's*

236,948 or 75.% of Adults 18 or older who Used DICK'S DRIVE-IN One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 60.2 minutes every day representing 36.4% of all time spent daily with Ad-Supported Audio.

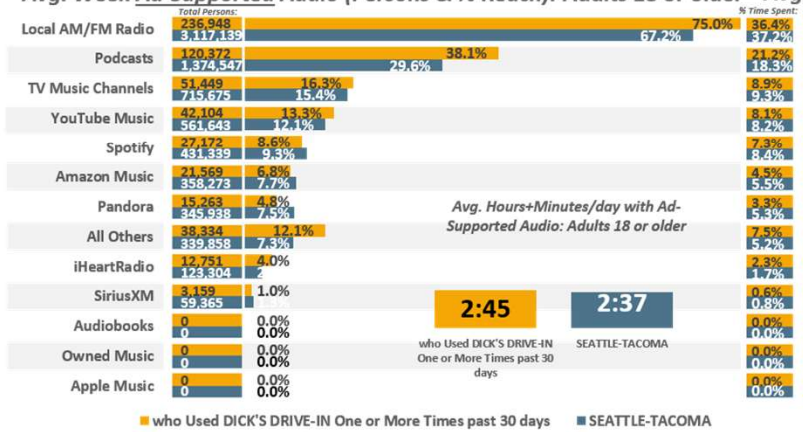
## *Avg. Week All Audio (Persons & % Reach):* Adults 18 or older



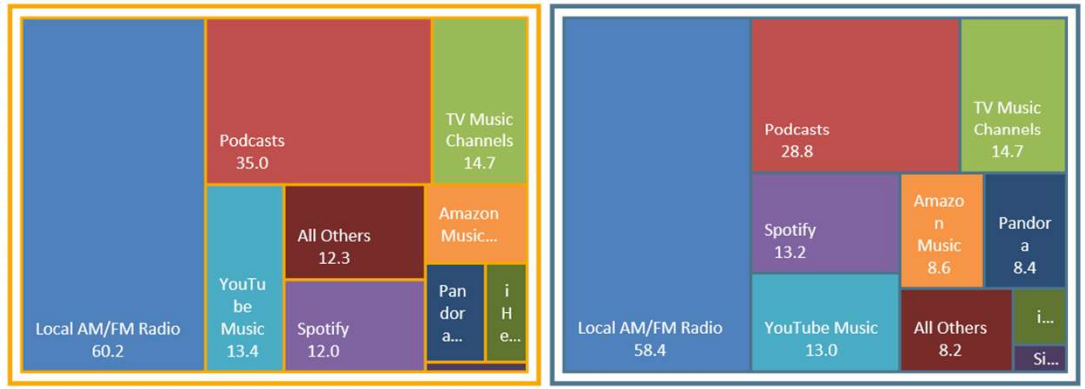

## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 241*

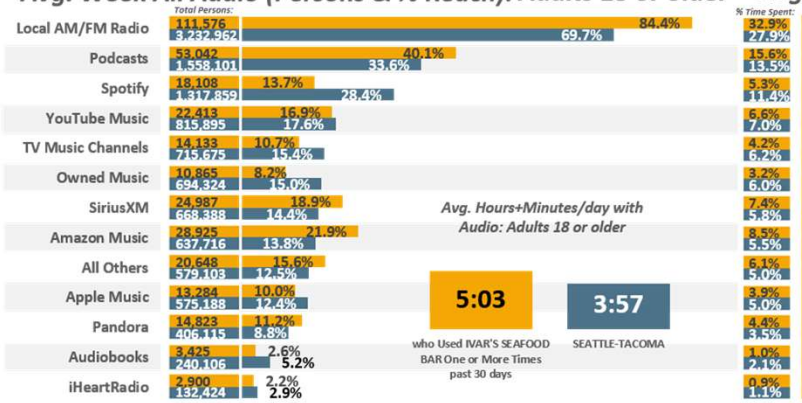
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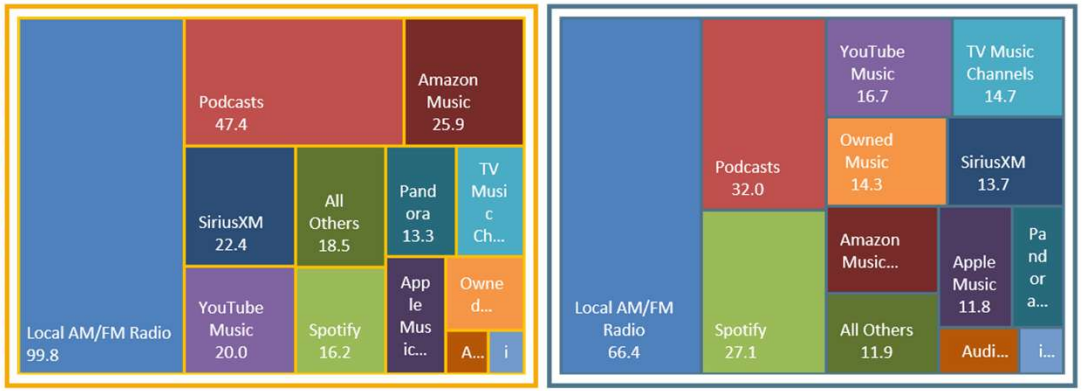
*Quick service restaurants used past 30 days: Dick's*

107,752 or 81.5% of Adults 18 or older who Used IVAR'S SEAFOOD BAR One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 89.8 minutes every day representing 39.3% of all time spent daily with Ad-Supported Audio.

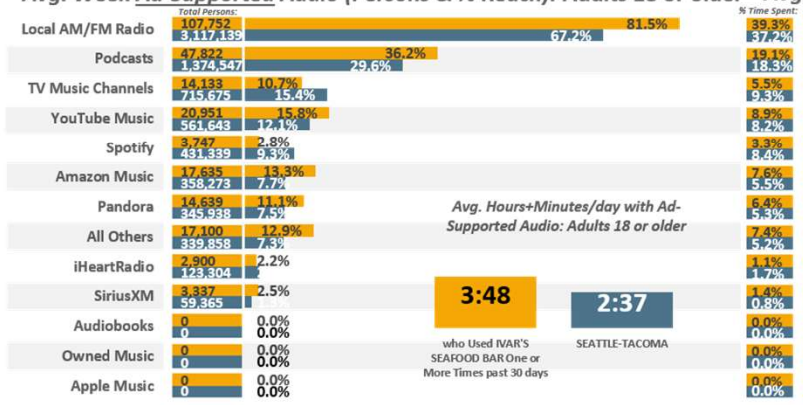
## *Avg. Week All Audio (Persons & % Reach):* Adults 18 or older



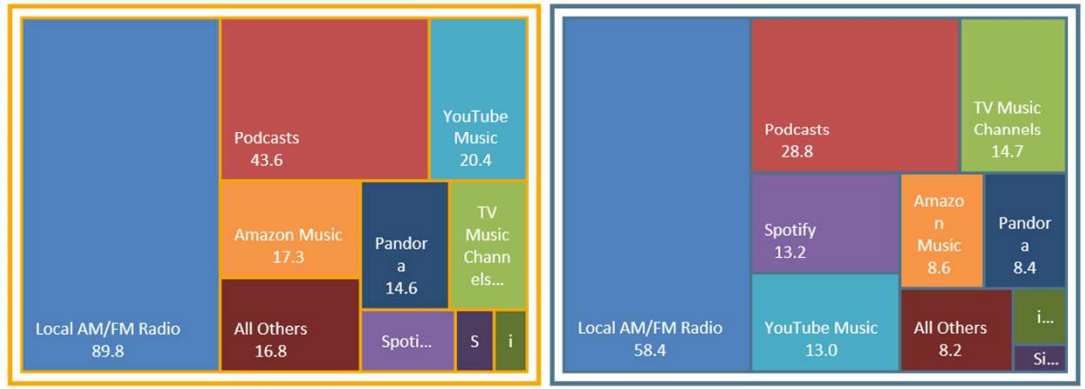

## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 125*

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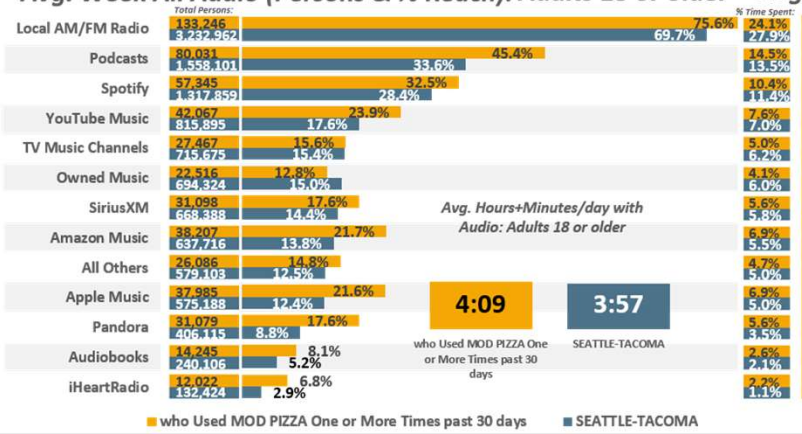
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*Quick service restaurants used past 30 days: Ivar's Seafood Bar*

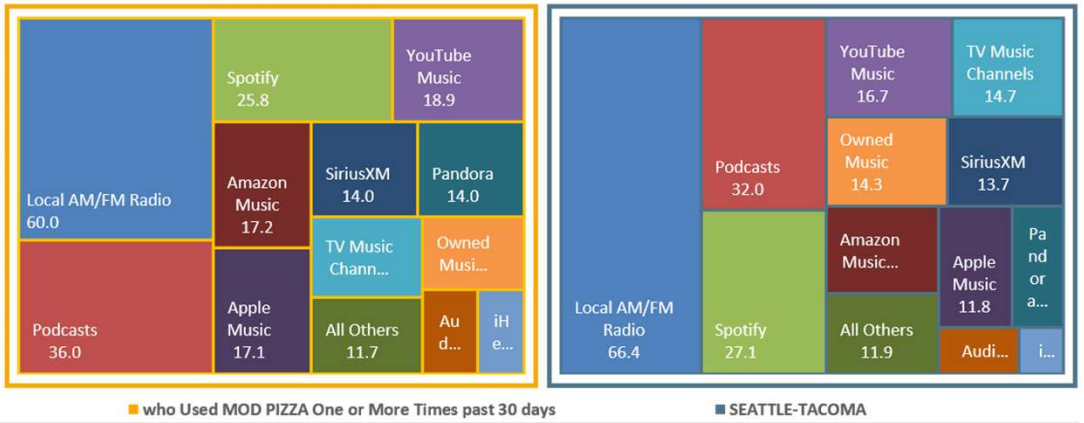
MOD PIZZA SEA

127,886 or 72.6% of Adults 18 or older who Used MOD PIZZA One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 56.3 minutes every day representing 33.9% of all time spent daily with Ad-Supported Audio.

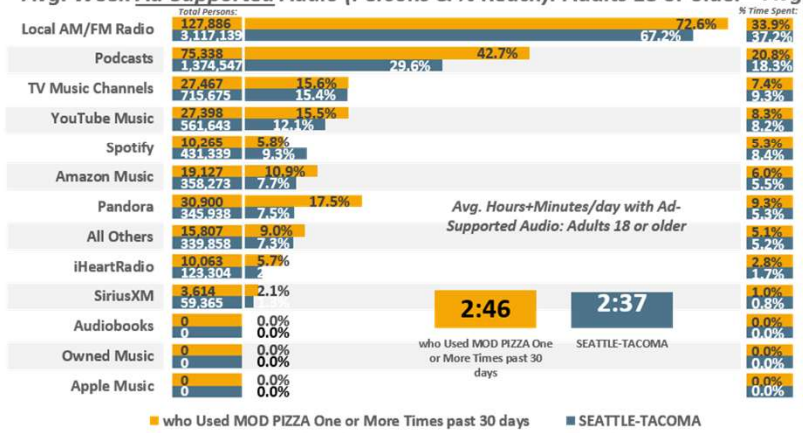
## *Avg. Week All Audio (Persons & % Reach):* Adults 18 or older



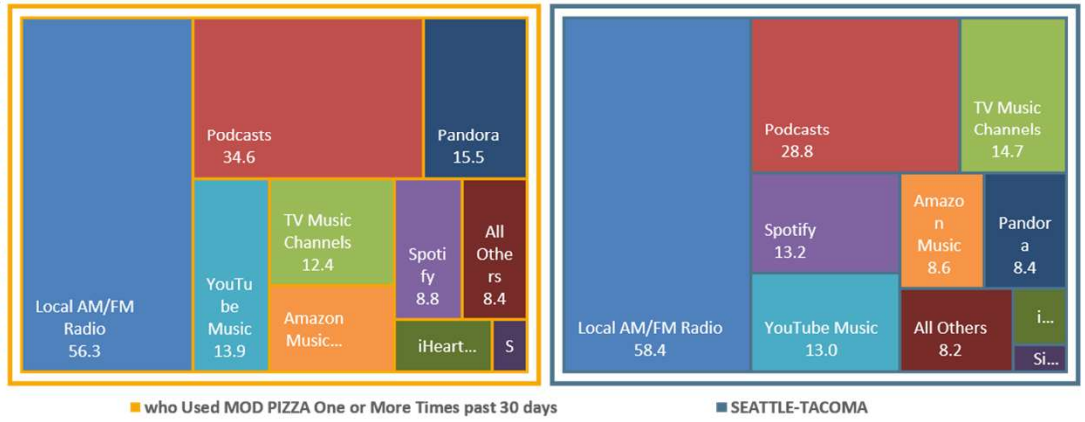

## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 151*

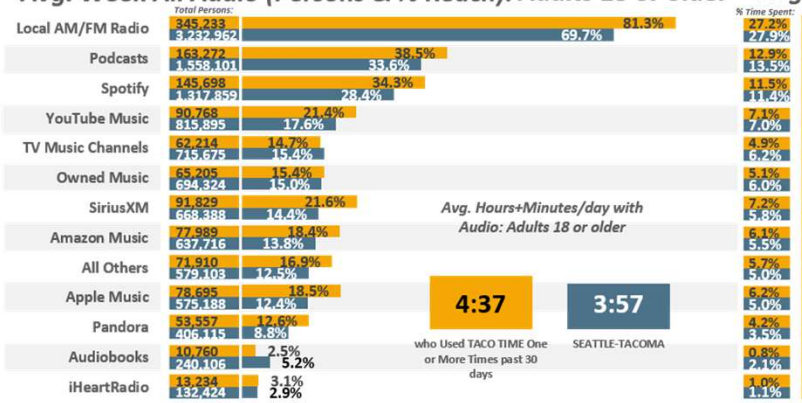
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*Sit-down restaurants used past 30 days: MOD Pizza*

330,487 or 77.8% of Adults 18 or older who Used TACO TIME One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 66.7 minutes every day representing 37.4% of all time spent daily with Ad-Supported Audio.

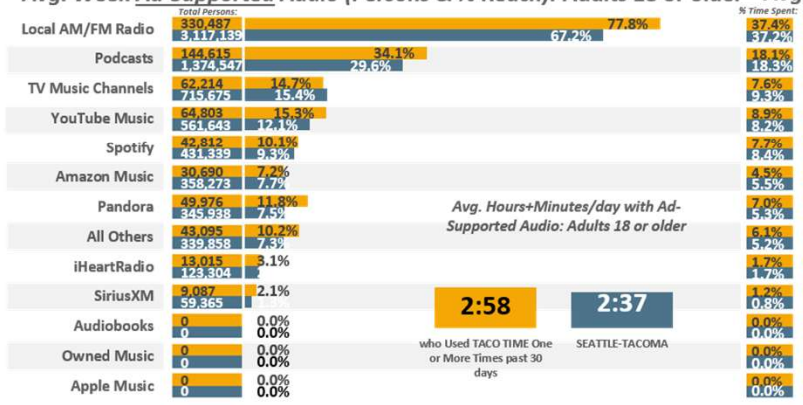
## *Avg. Week All Audio (Persons & % Reach):* Adults 18 or older



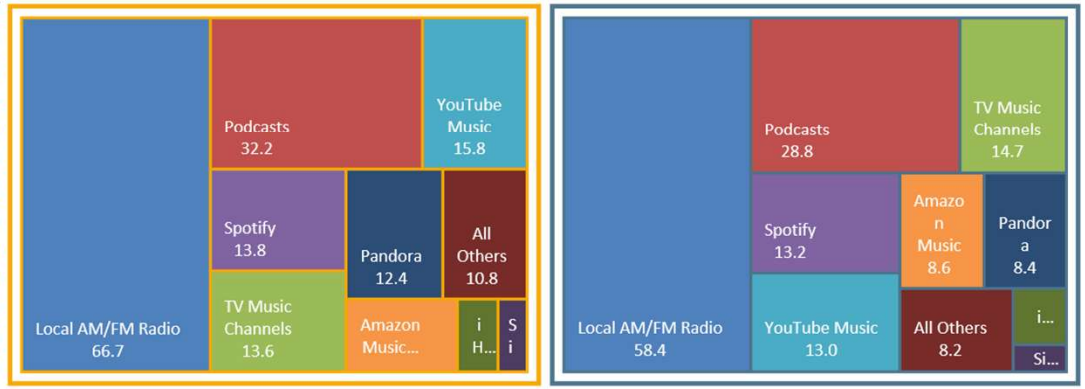

## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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



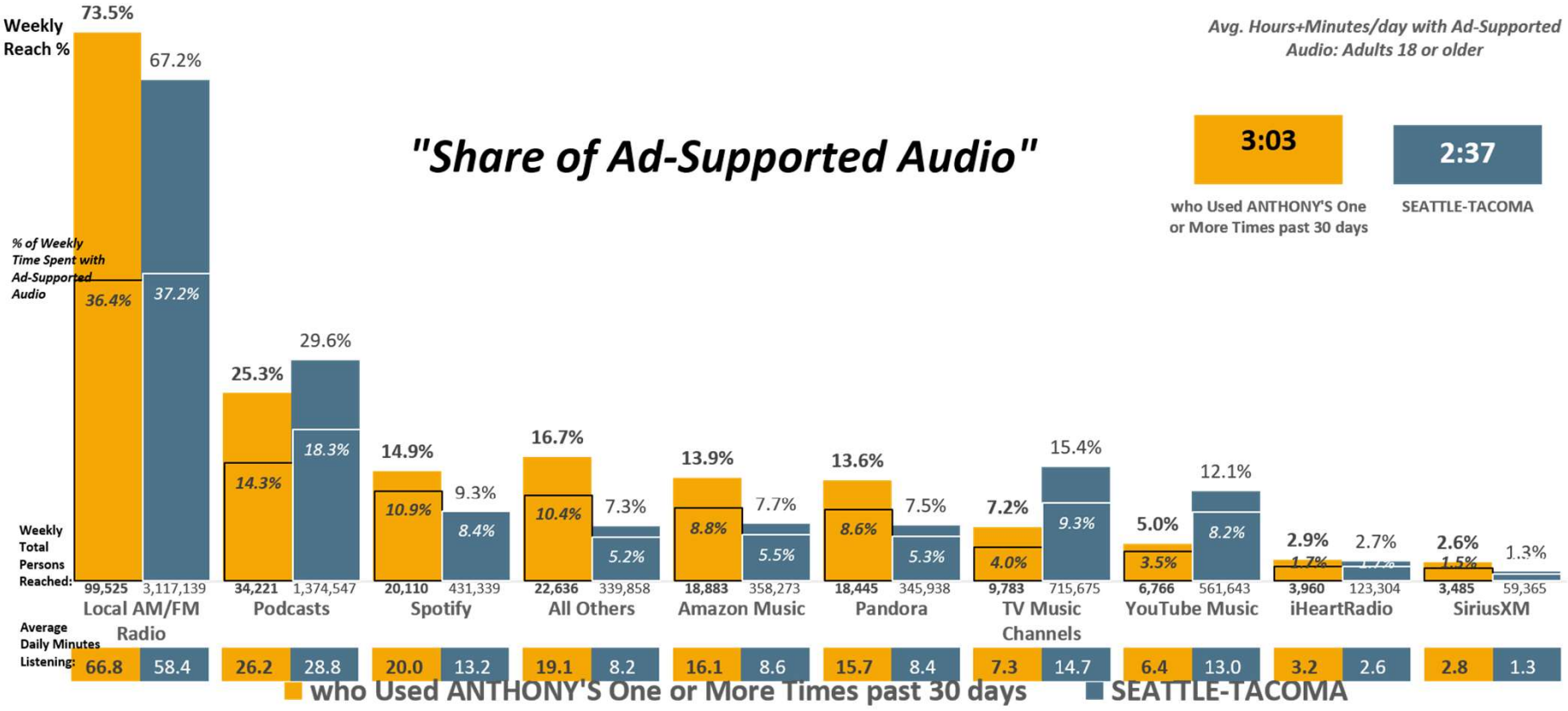

*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 358*

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*Quick service restaurants used past 30 days: Taco Time*

99,525 or 73.5% of Adults 18 or older who Used ANTHONY'S One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 66.8 minutes every day representing 36.4% of all time spent daily with Ad-Supported Audio.



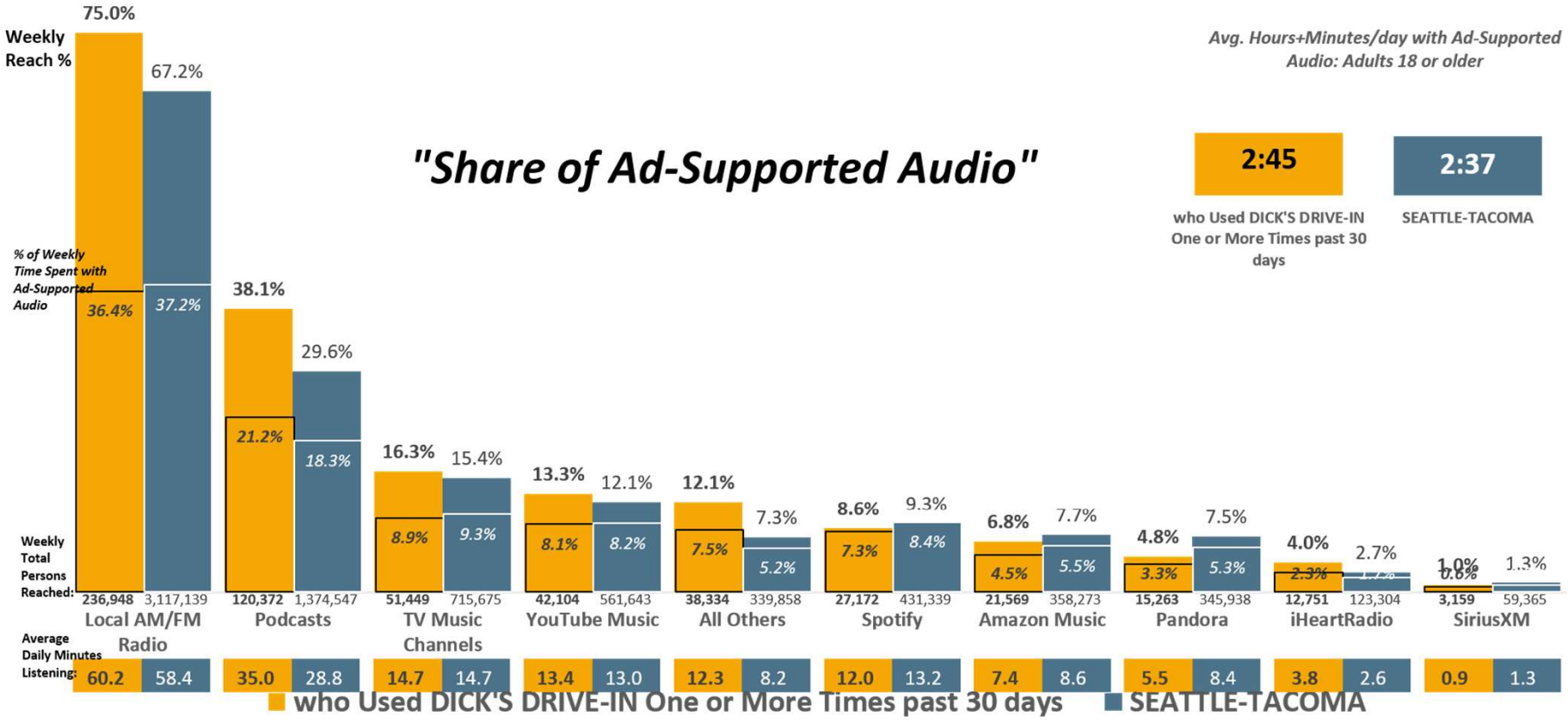

SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 129 SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931

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

236,948 or 75.% of Adults 18 or older who Used DICK'S DRIVE-IN One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 60.2 minutes every day representing 36.4% of all time spent daily with Ad-Supported Audio.

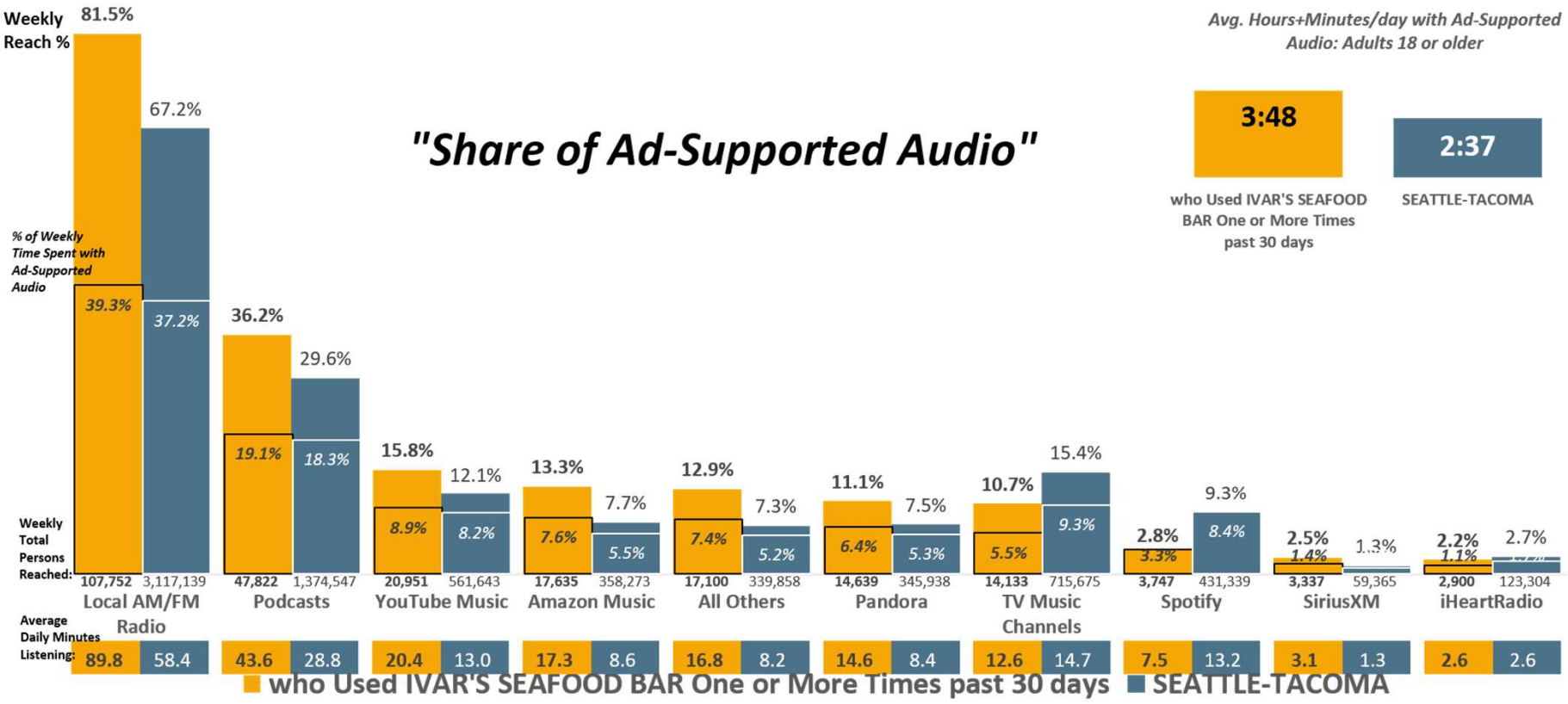



SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 241 SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931
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Quick service restaurants used past 30 days: Dick's

107,752 or 81.5% of Adults 18 or older who Used IVAR'S SEAFOOD BAR One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 89.8 minutes every day representing 39.3% of all time spent daily with Ad-Supported Audio.




SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 125 SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931

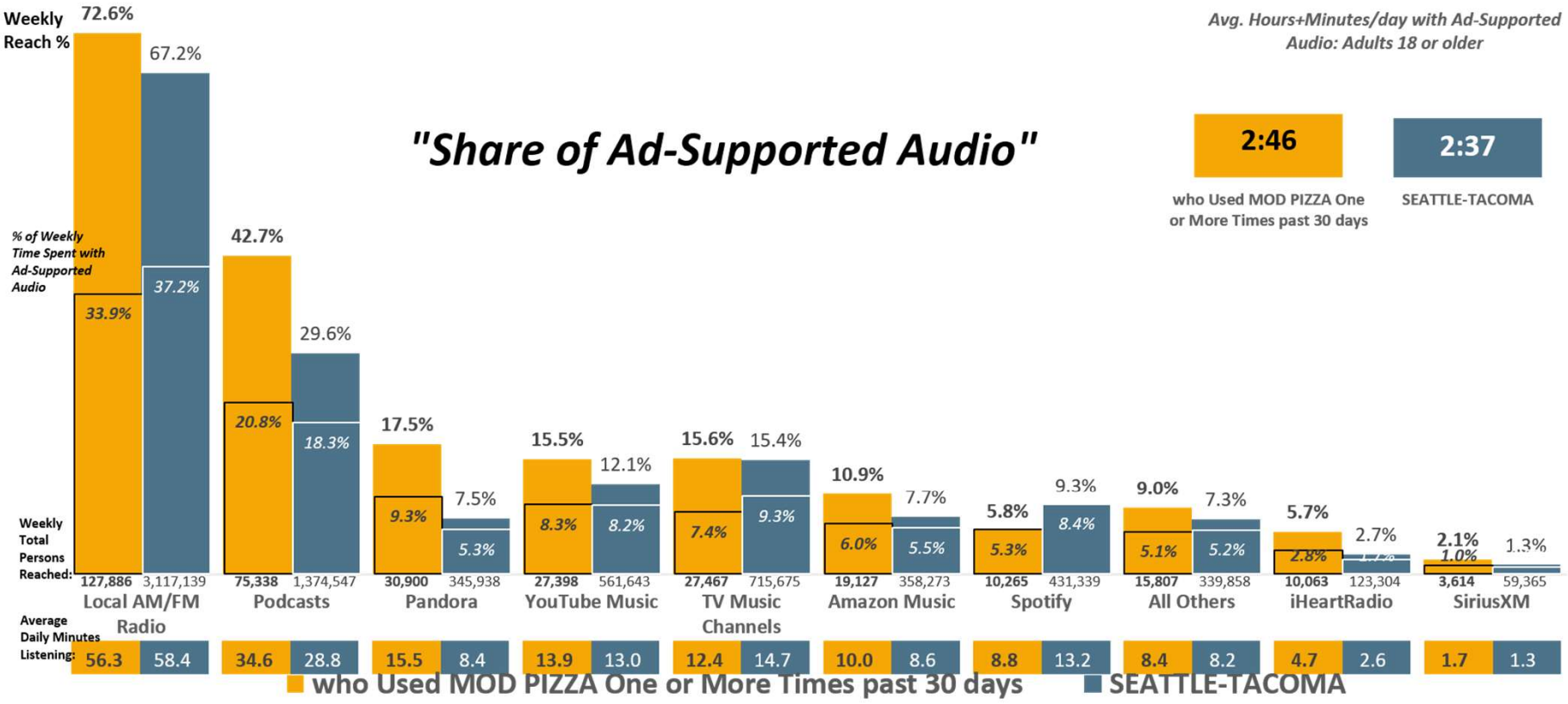
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Quick service restaurants used past 30 days: Ivar's Seafood Bar

MOD PIZZA SEA

127,886 or 72.6% of Adults 18 or older who Used MOD PIZZA One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 56.3 minutes every day representing 33.9% of all time spent daily with Ad-Supported Audio.




| | Local AM/FM Radio | Podcasts | Pandora | YouTube Music | TV Music Channels | Amazon Music | Spotify | All Others | iHeartRadio | SiriusXM |
|---|---|---|---|---|---|---|---|---|---|---|
| Weekly Reach % (who Used MOD PIZZA) | 72.6% | 42.7% | 17.5% | 15.5% | 15.6% | 10.9% | 5.8% | 9.0% | 5.7% | 2.1% |
| Weekly Reach % (SEATTLE-TACOMA) | 67.2% | 29.6% | 7.5% | 12.1% | 15.4% | 7.7% | 9.3% | 7.3% | 2.7% | 1.3% |
| % of Weekly Time Spent with Ad-Supported Audio (who Used MOD PIZZA) | 33.9% | 20.8% | 9.3% | 8.3% | 7.4% | 6.0% | 5.3% | 5.1% | 2.8% | 1.0% |
| % of Weekly Time Spent with Ad-Supported Audio (SEATTLE-TACOMA) | 37.2% | 18.3% | 5.3% | 8.2% | 9.3% | 5.5% | 8.4% | 5.2% | 1.7% | 1.3% |
| Weekly Total Persons Reached (who Used MOD PIZZA) | 127,886 | 75,338 | 30,900 | 27,398 | 27,467 | 19,127 | 10,265 | 15,807 | 10,063 | 3,614 |
| Weekly Total Persons Reached (SEATTLE-TACOMA) | 3,117,139 | 1,374,547 | 345,938 | 561,643 | 715,675 | 358,273 | 431,339 | 339,858 | 123,304 | 59,365 |
| Average Daily Minutes Listening (who Used MOD PIZZA) | 56.3 | 34.6 | 15.5 | 13.9 | 12.4 | 10.0 | 8.8 | 8.4 | 4.7 | 1.7 |
| Average Daily Minutes Listening (SEATTLE-TACOMA) | 58.4 | 28.8 | 8.4 | 13.0 | 14.7 | 8.6 | 13.2 | 8.2 | 2.6 | 1.3 |

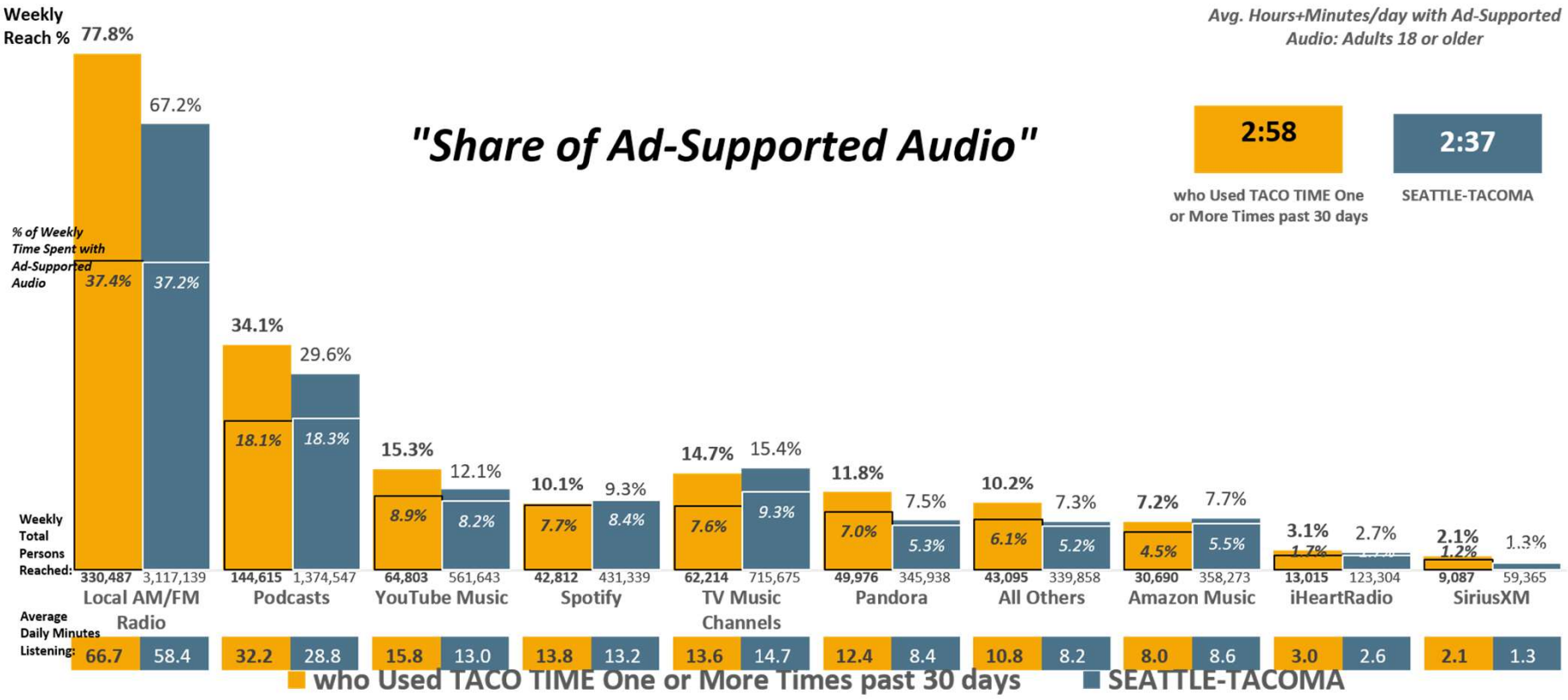
SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 151 SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931

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Sit-down restaurants used past 30 days: MOD Pizza

330,487 or 77.8% of Adults 18 or older who Used TACO TIME One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 66.7 minutes every day representing 37.4% of all time spent daily with Ad-Supported Audio.




SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 358 SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931

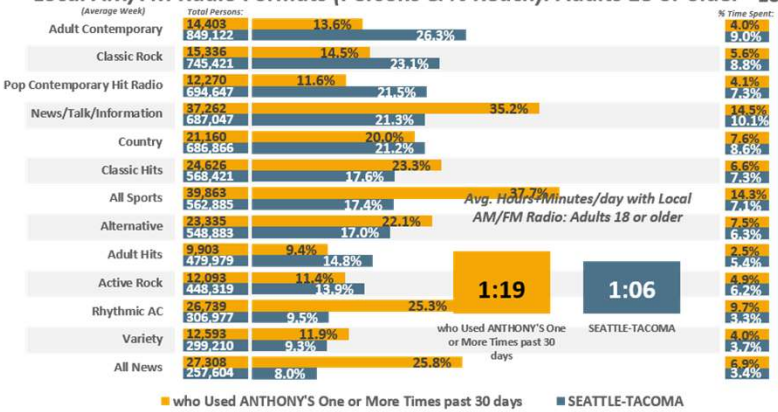
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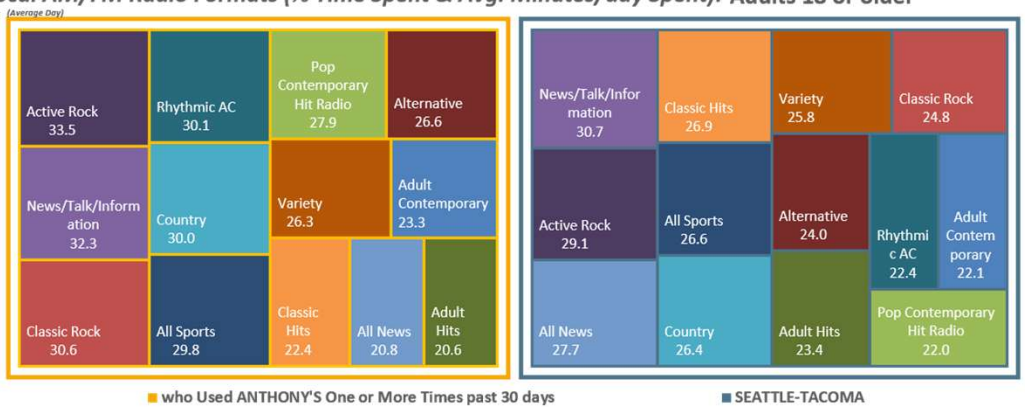
Quick service restaurants used past 30 days: Taco Time

99,525 or 73.5% of Adults 18 or older who Used ANTHONY'S One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All Sports, All News, Rhythmic AC, Classic Hits, and Alternative.

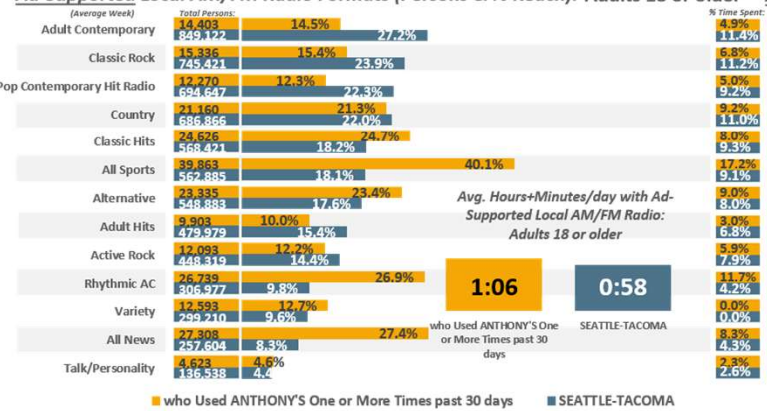
## Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



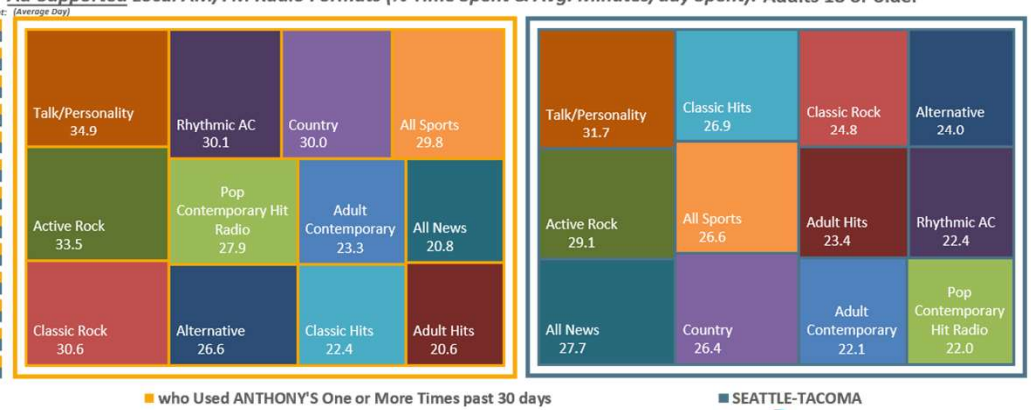

## Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older




## 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





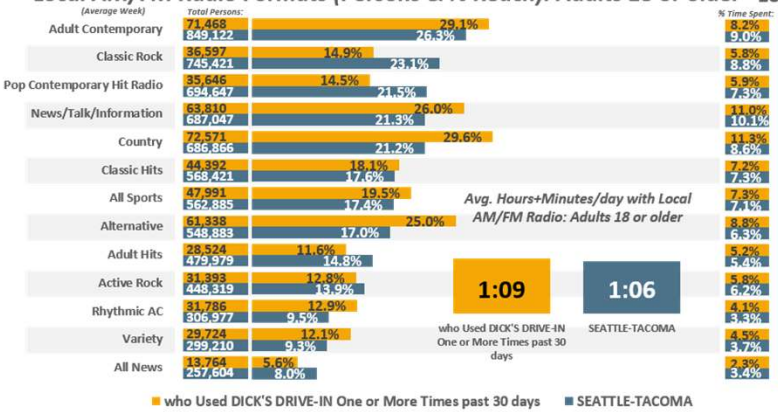
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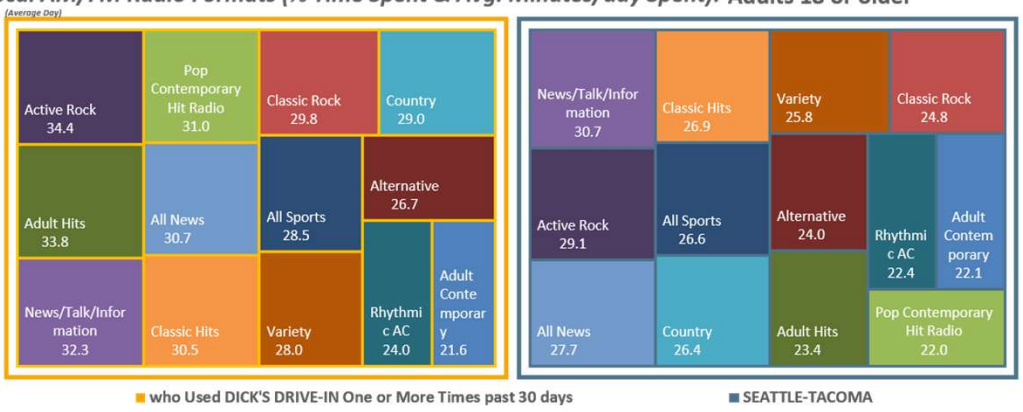
Sit-down restaurants used past 30 days: Anthony's

236,948 or 75.% of Adults 18 or older who Used DICK'S DRIVE-IN One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Alternative, All Sports, and Classic Hits.

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



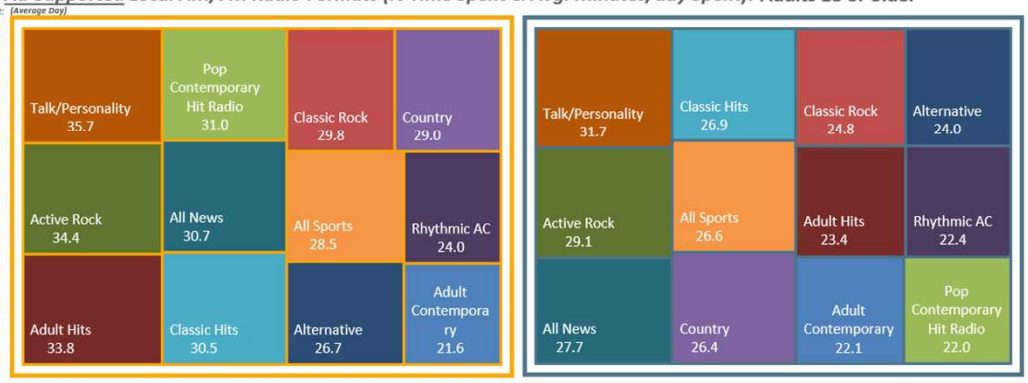

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 241*

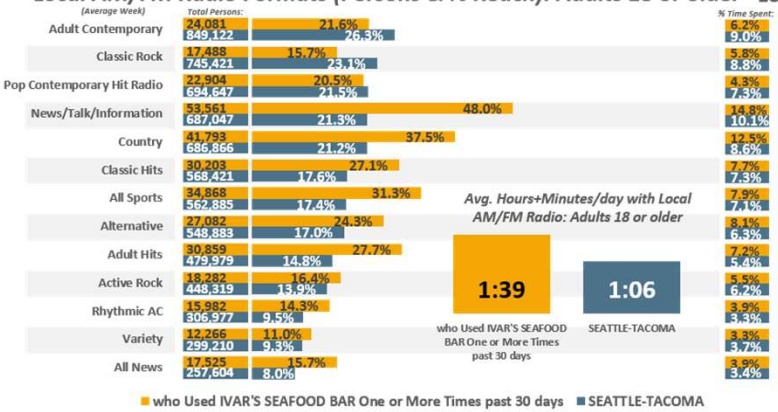
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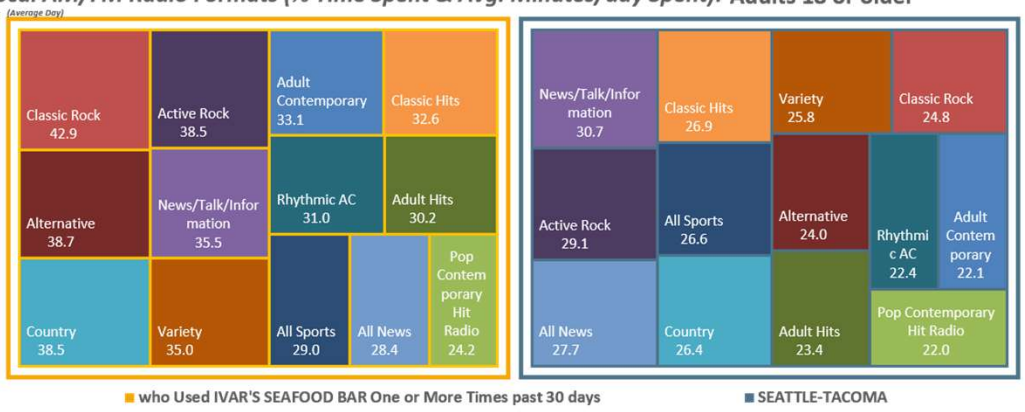
*Quick service restaurants used past 30 days: Dick's*

107,752 or 81.5% of Adults 18 or older who Used IVAR'S SEAFOOD BAR One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, News/Talk/Information, All Sports, Adult Hits, and Classic Hits.

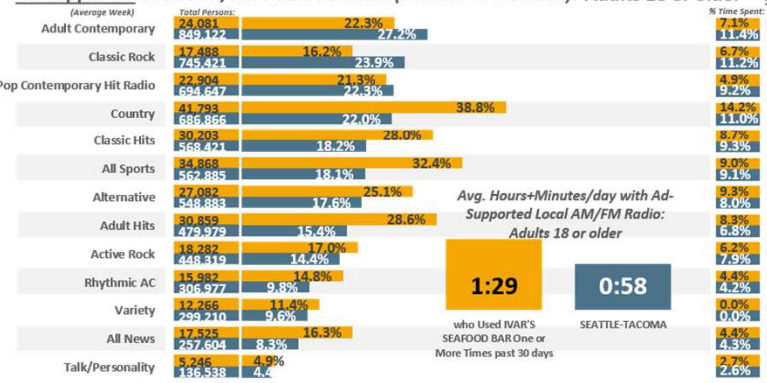
## Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



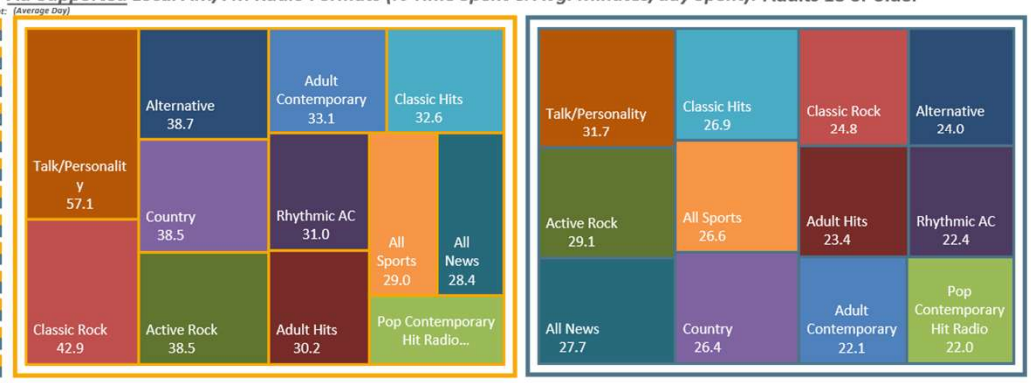

## Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older




## 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





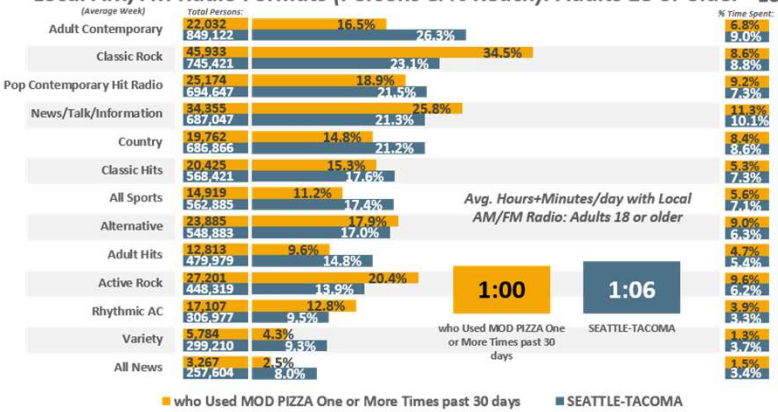
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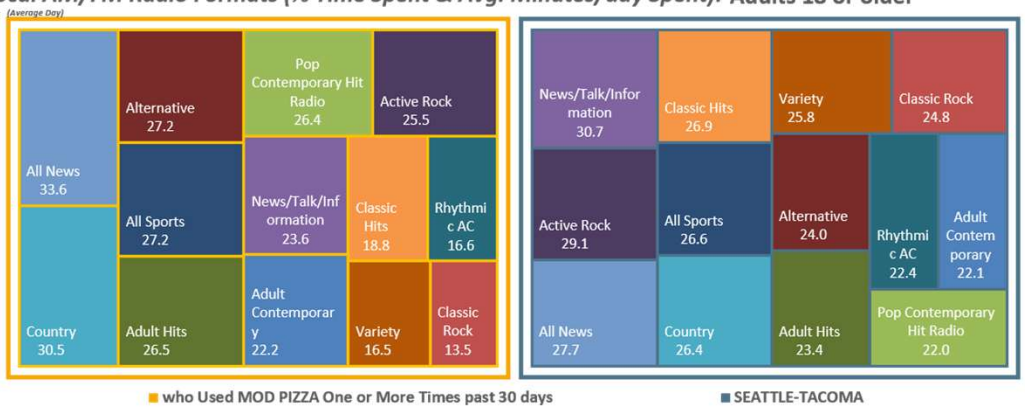
Quick service restaurants used past 30 days: Ivar's Seafood Bar

127,886 or 72.6% of Adults 18 or older who Used MOD PIZZA One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Active Rock, Pop Contemporary Hit Radio, Alternative, and News/Talk/Information.

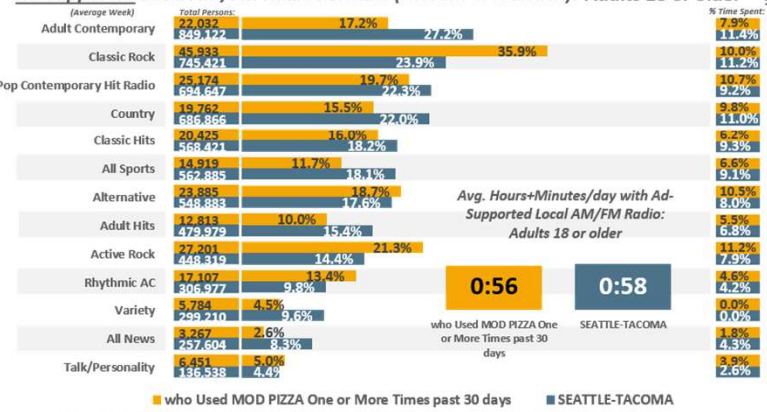
## *Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older



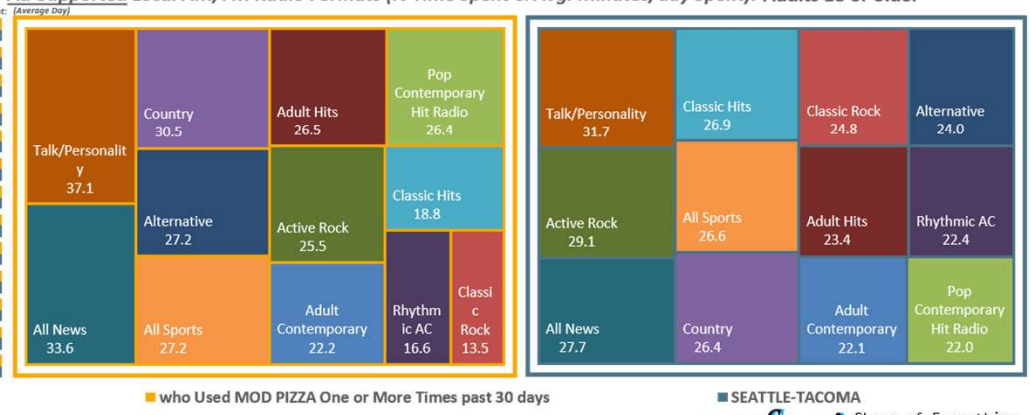

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 151

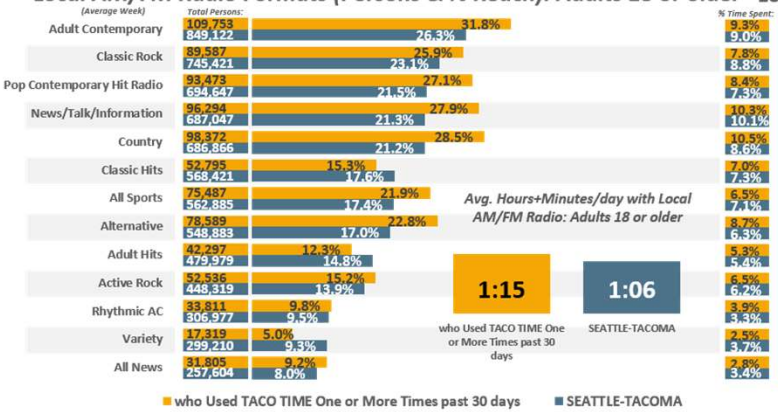
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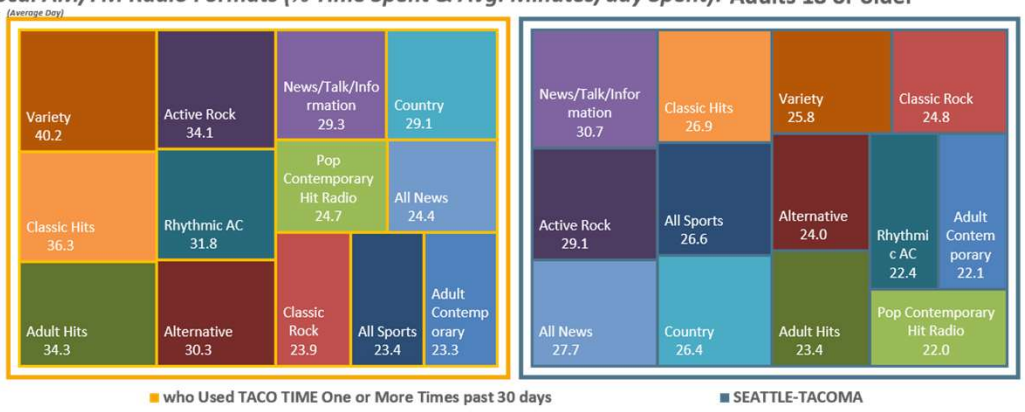
*Sit-down restaurants used past 30 days: MOD Pizza*

330,487 or 77.8% of Adults 18 or older who Used TACO TIME One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Pop Contemporary Hit Radio, Classic Rock, and Alternative.

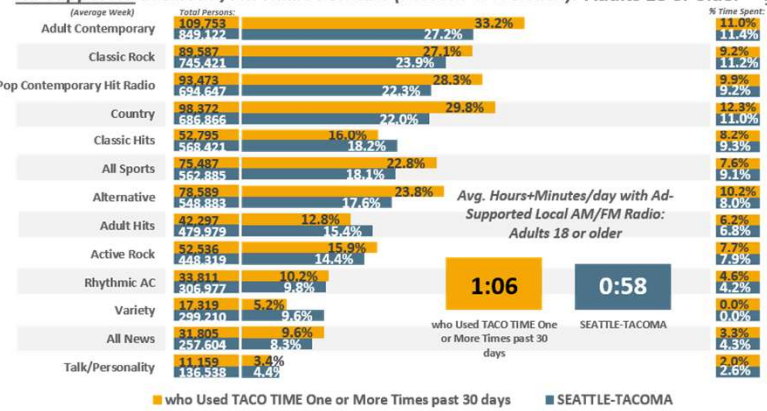
## Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



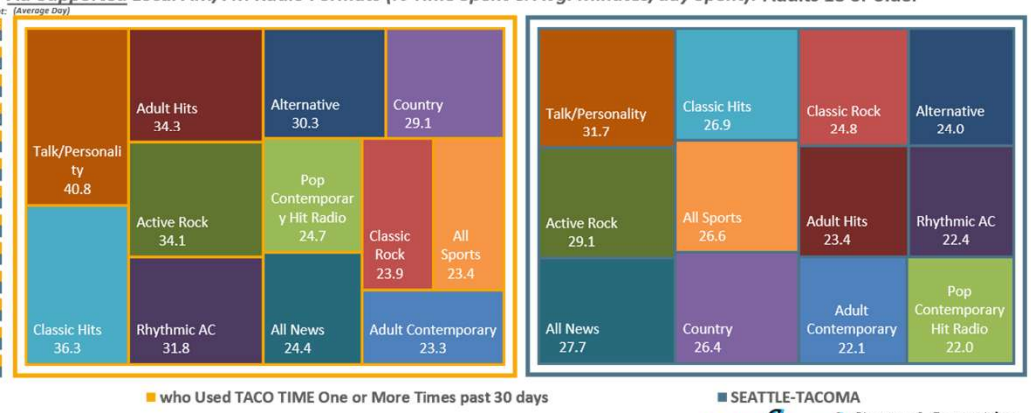

## Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older




## 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




SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 358

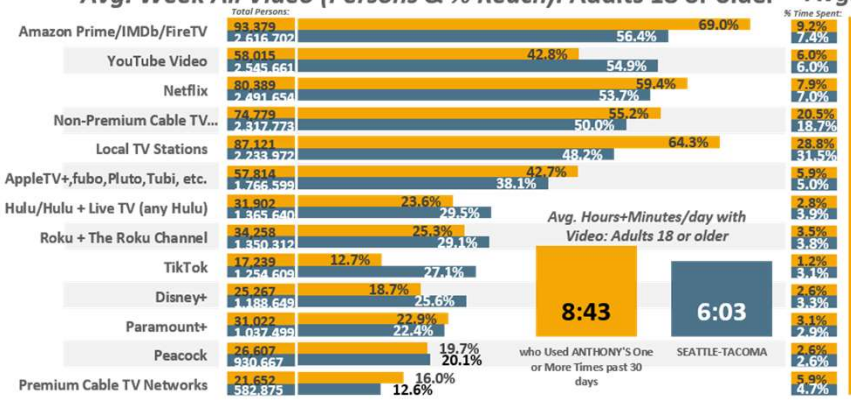
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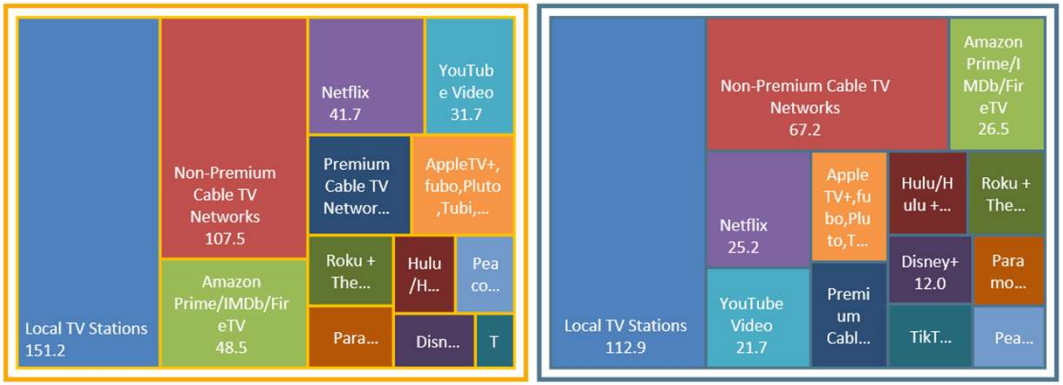
Quick service restaurants used past 30 days: Taco Time

84,728 or 62.6% of Adults 18 or older who Used ANTHONY'S One or More Times past 30 days watch Ad-Supported Local TV Stations for an average of 139.8 minutes every day representing 32.6% of all time spent daily with Ad-Supported Video.

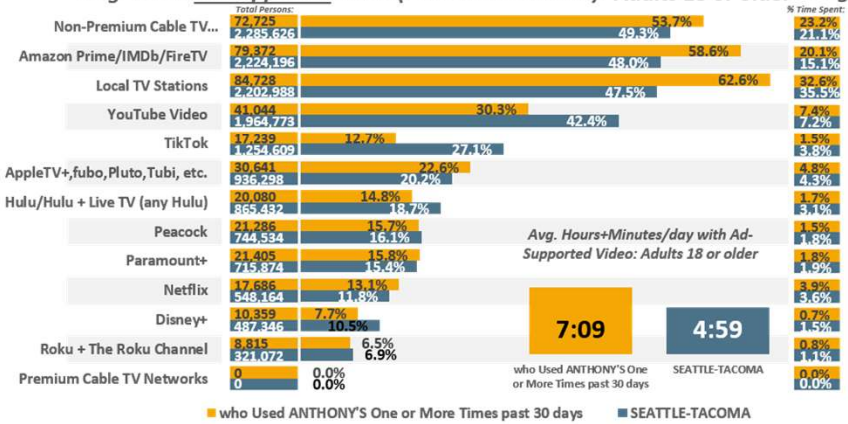
## *Avg. Week All Video (Persons & % Reach):* Adults 18 or older



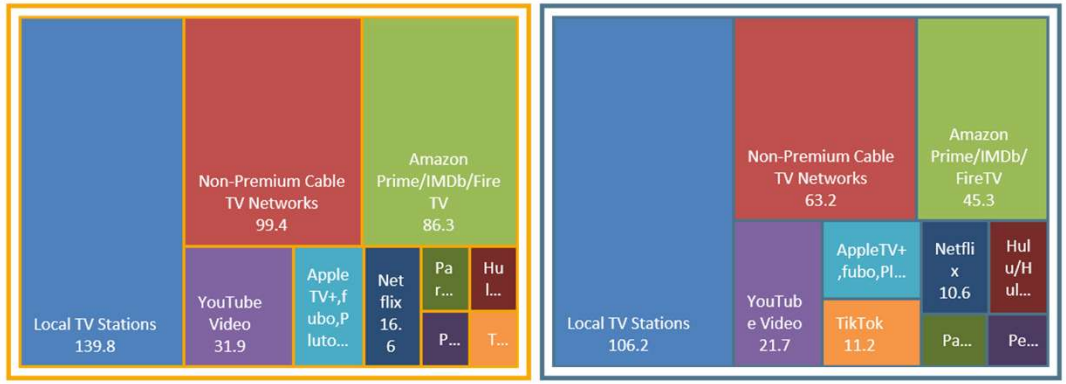

## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 129*

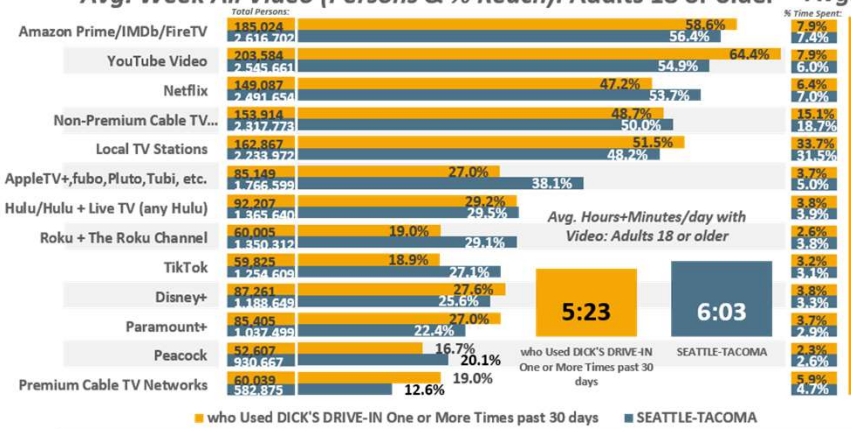
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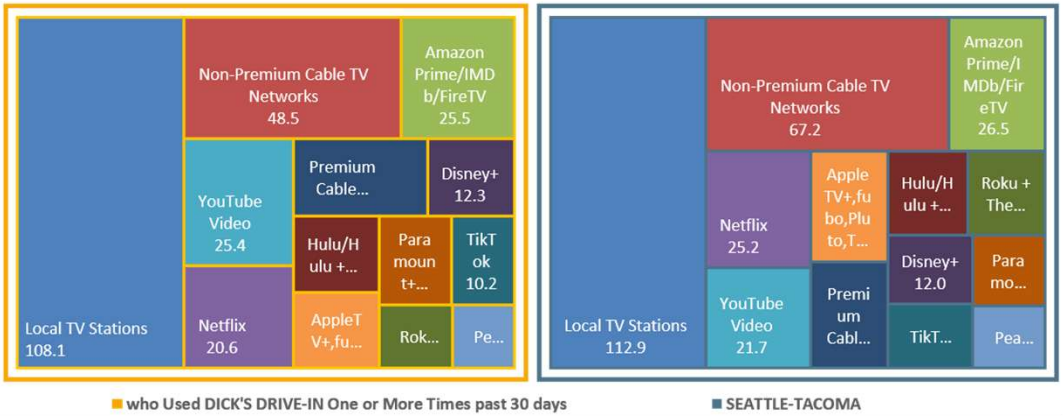
*Sit-down restaurants used past 30 days: Anthony's*

160,784 or 50.9% of Adults 18 or older who Used DICK'S DRIVE-IN One or More Times past 30 days watch Ad-Supported Local TV Stations for an average of 102.1 minutes every day representing 37.5% of all time spent daily with Ad-Supported Video.

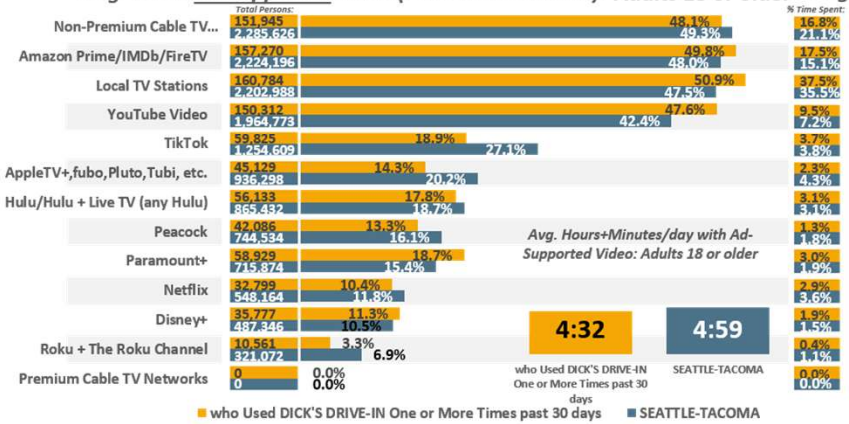
## *Avg. Week All Video (Persons & % Reach):* Adults 18 or older



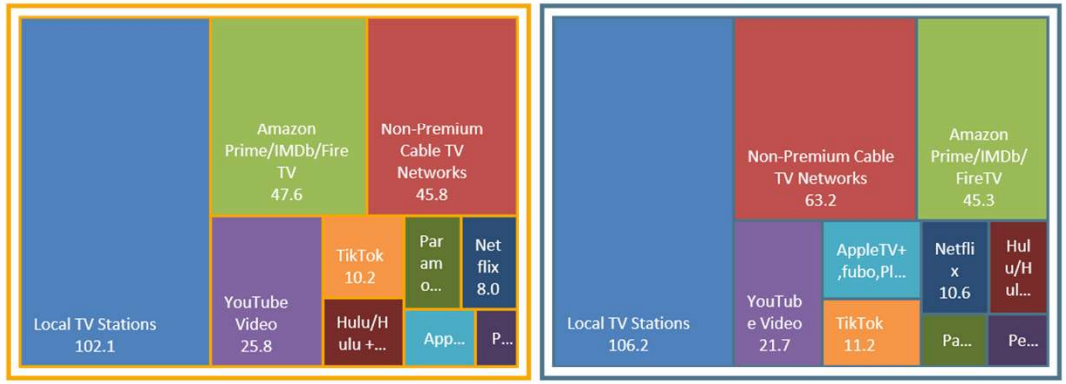

## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 241*

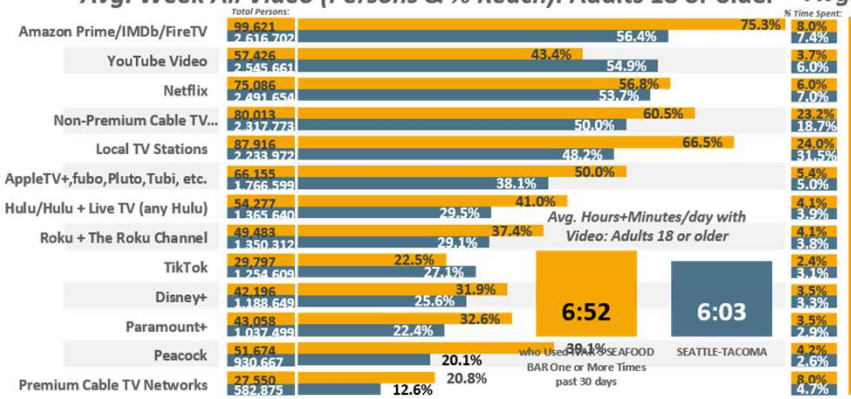
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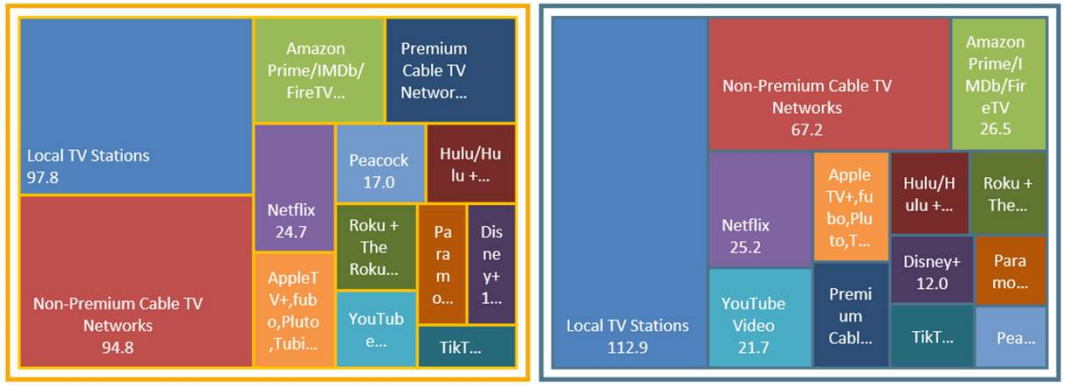
*Quick service restaurants used past 30 days: Dick's*

87,030 or 65.8% of Adults 18 or older who Used IVAR'S SEAFOOD BAR One or More Times past 30 days watch Ad-Supported Local TV Stations for an average of 89.4 minutes every day representing 26.% of all time spent daily with Ad-Supported Video.

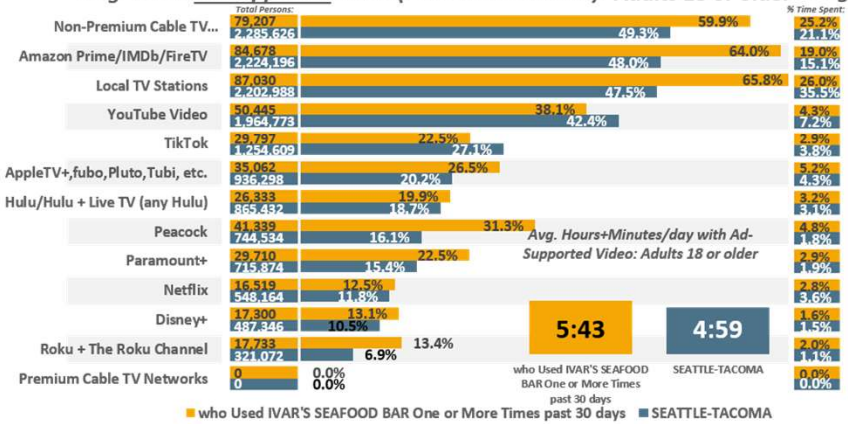
## *Avg. Week All Video (Persons & % Reach):* Adults 18 or older



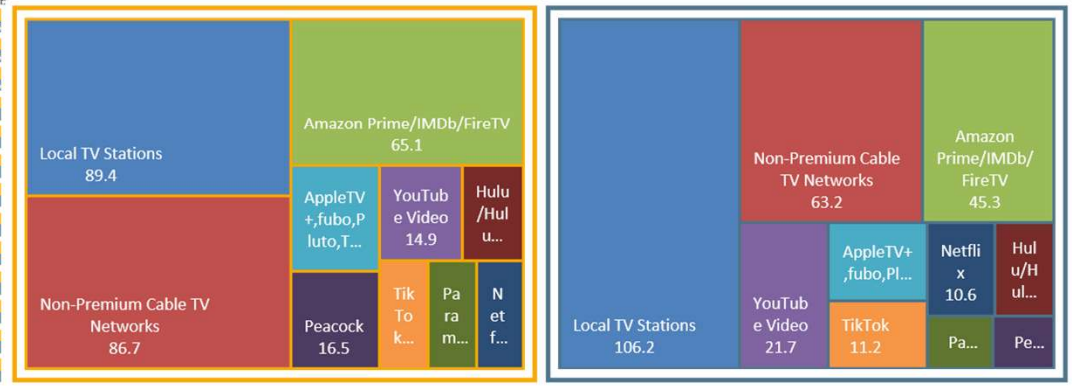

## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 125*

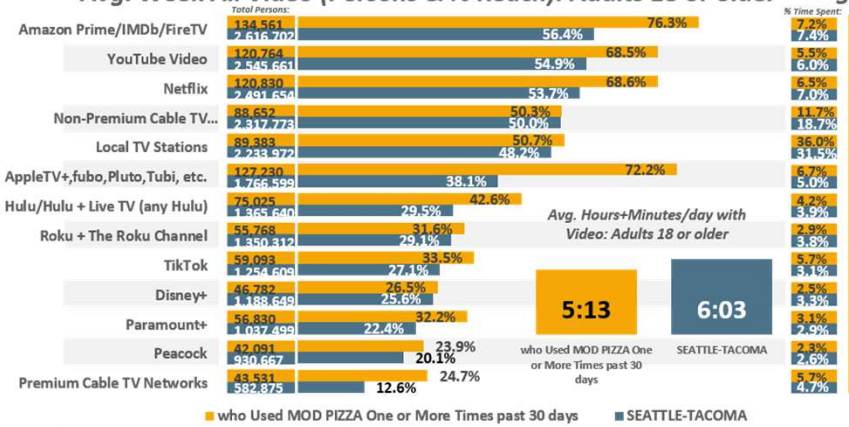
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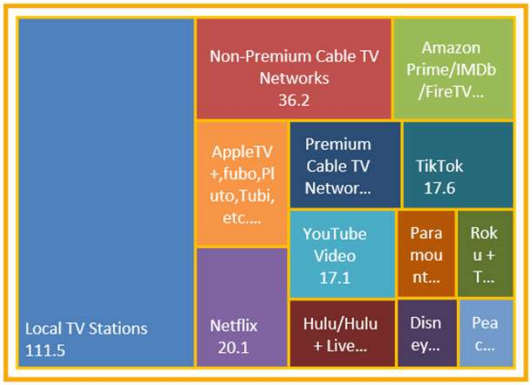
*Quick service restaurants used past 30 days: Ivar's Seafood Bar*

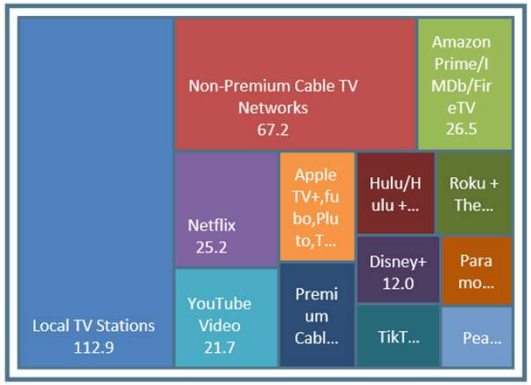
86,525 or 49.1% of Adults 18 or older who Used MOD PIZZA One or More Times past 30 days watch Ad-Supported Local TV Stations for an average of 105.2 minutes every day representing 40.8% of all time spent daily with Ad-Supported Video.

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

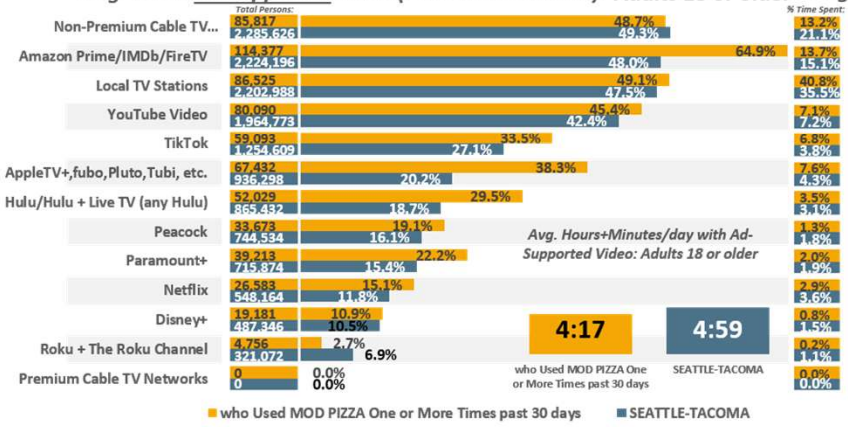



## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

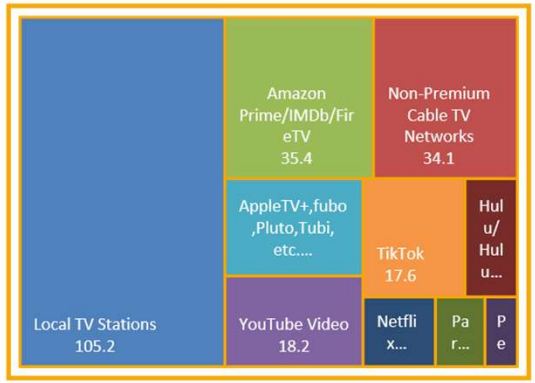


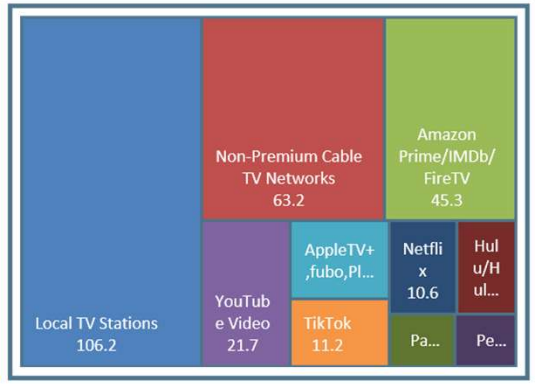




## *Avg. Week Ad-Supported Video (Persons & % Reach):* Adults 18 or older




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




*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 151*

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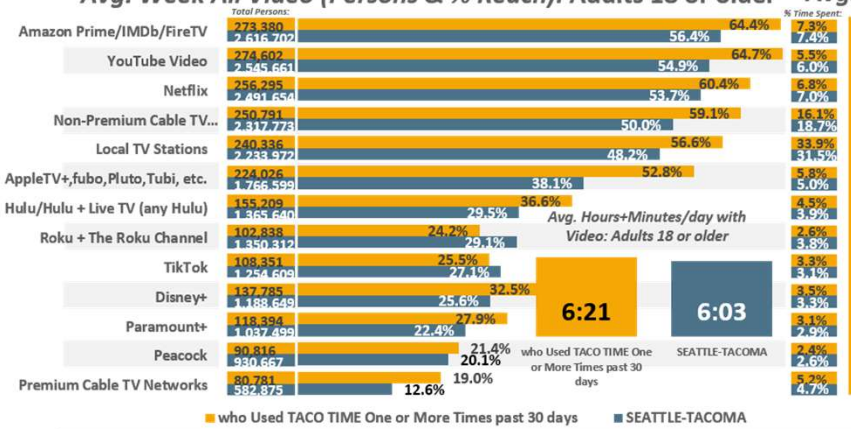
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*Sit-down restaurants used past 30 days: MOD Pizza*

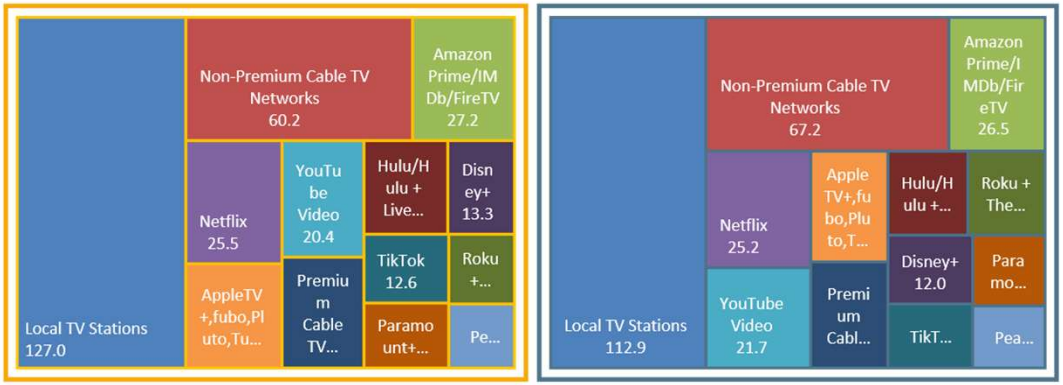
SEA

235,952 or 55.6% of Adults 18 or older who Used TACO TIME One or More Times past 30 days watch Ad-Supported Local TV Stations for an average of 118.4 minutes every day representing 37.6% of all time spent daily with Ad-Supported Video.

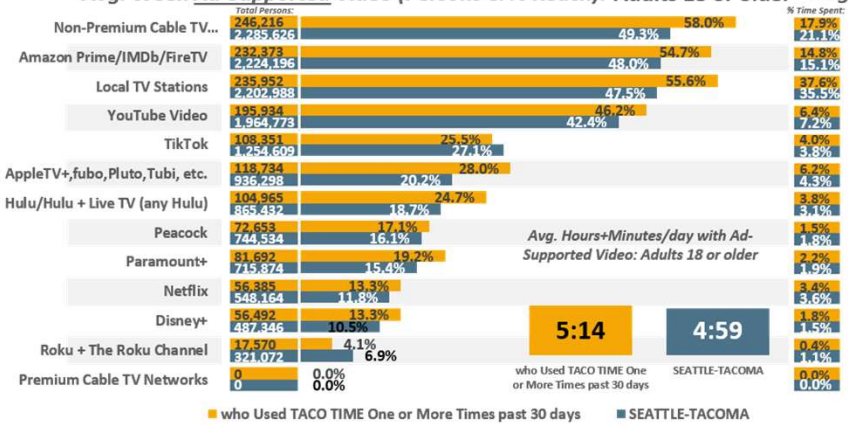
## Avg. Week All Video (Persons & % Reach): Adults 18 or older



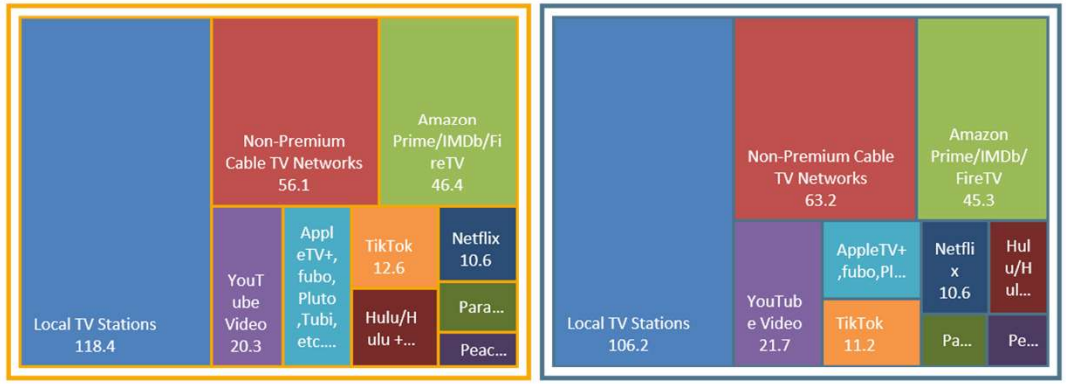

## Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older




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




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



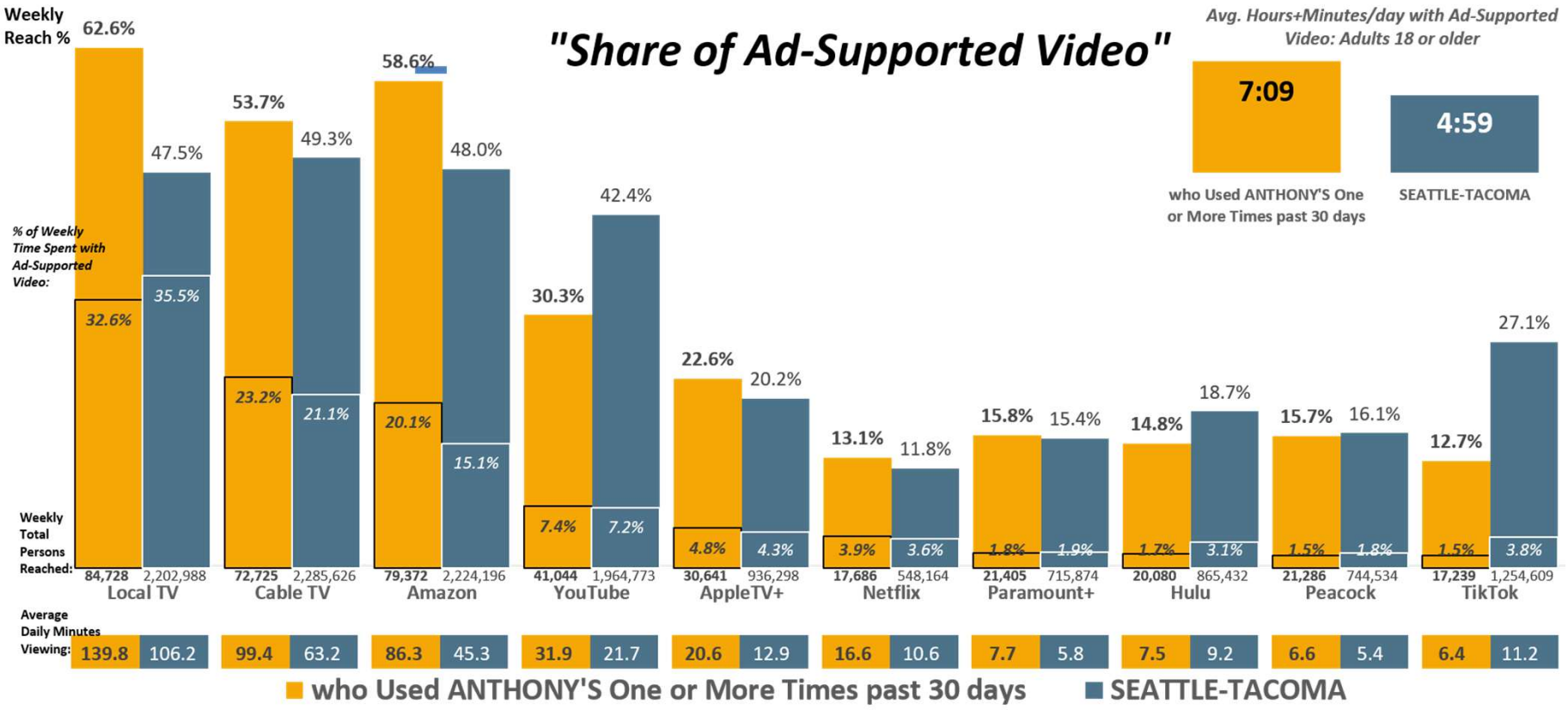

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*Quick service restaurants used past 30 days: Taco Time*

84,728 or 62.6% of Adults 18 or older who Used ANTHONY'S One or More Times past 30 days watch Ad-Supported Local TV Stations for an average of 139.8 minutes every day representing 32.6% of all time spent daily with Ad-Supported Video.



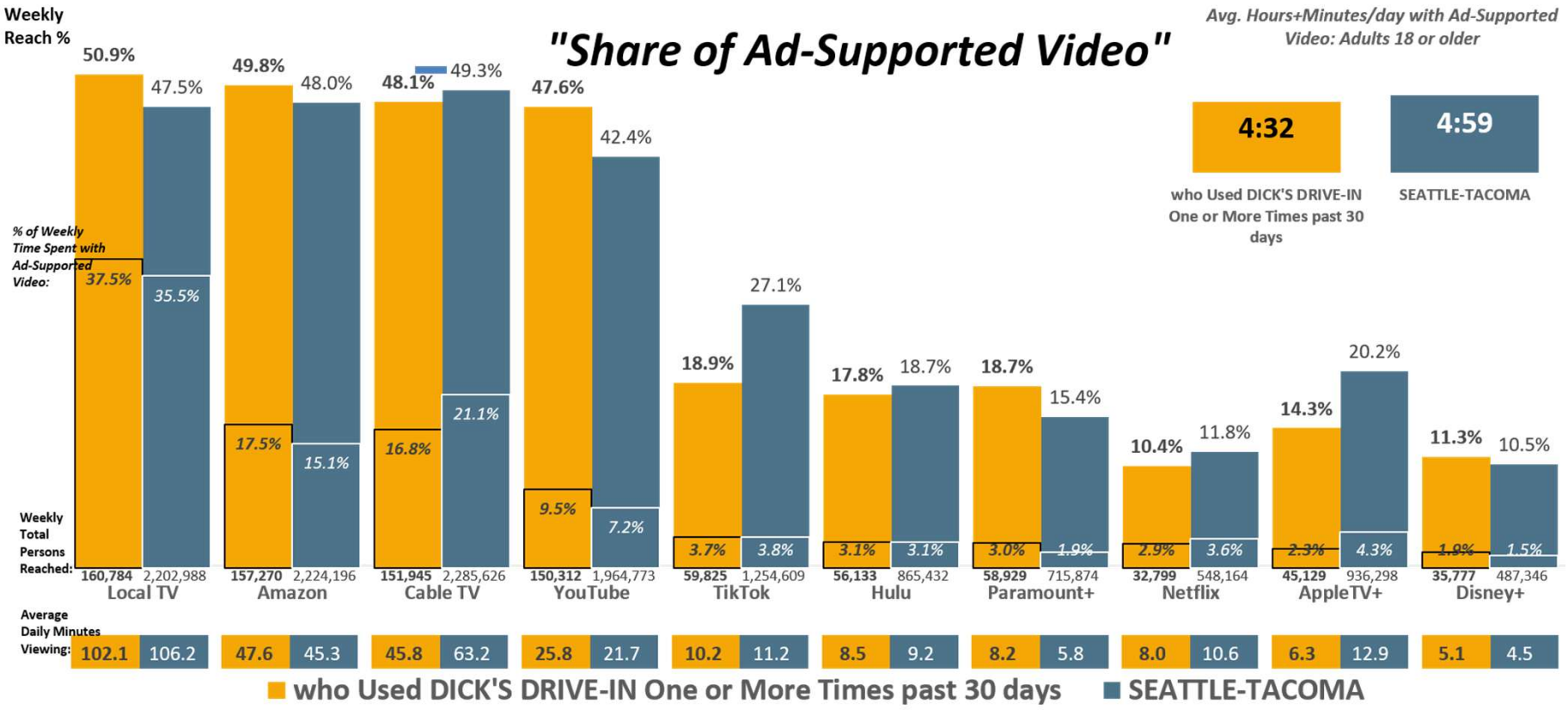

SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 129 SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931

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

160,784 or 50.9% of Adults 18 or older who Used DICK'S DRIVE-IN One or More Times past 30 days watch Ad-Supported Local TV Stations for an average of 102.1 minutes every day representing 37.5% of all time spent daily with Ad-Supported Video.



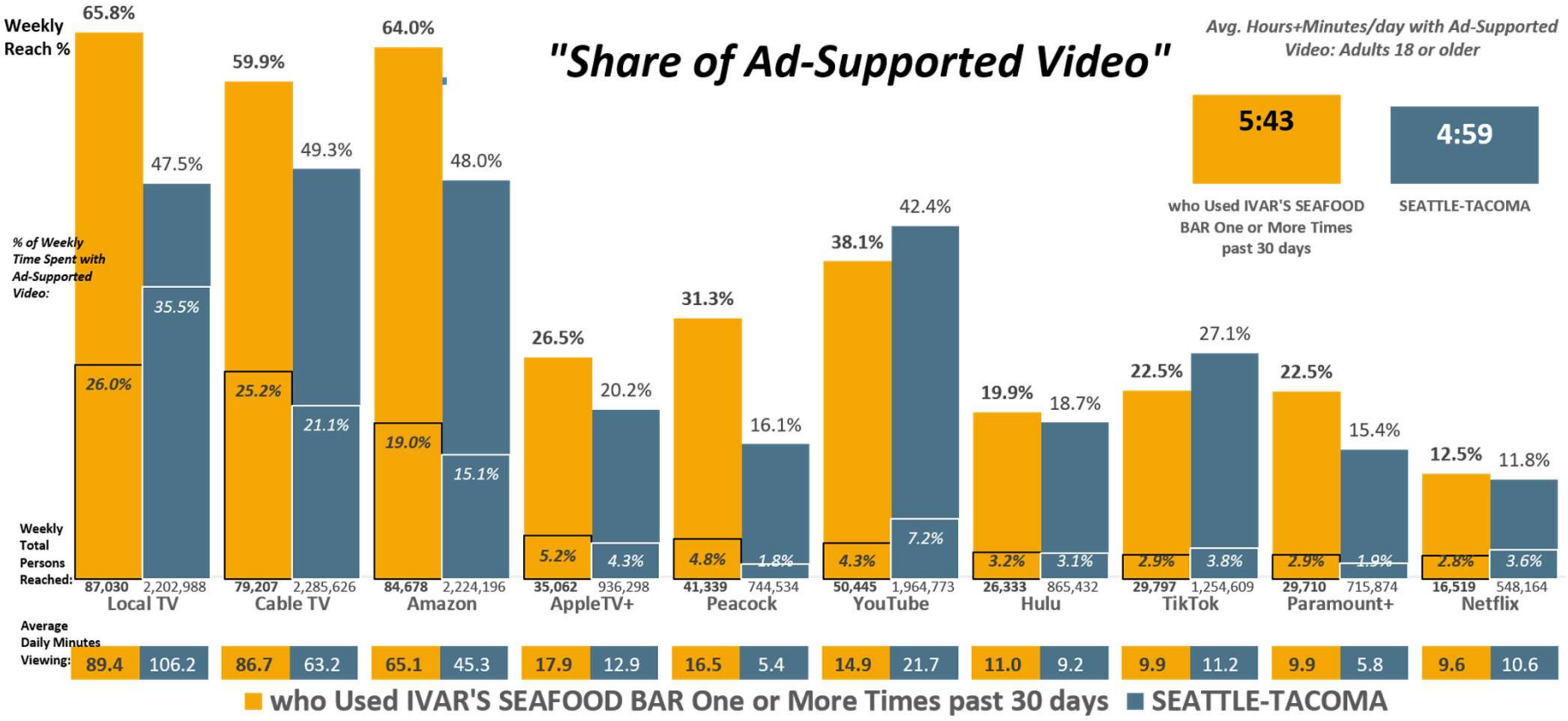

SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 241 SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931

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Quick service restaurants used past 30 days: Dick's

87,030 or 65.8% of Adults 18 or older who Used IVAR'S SEAFOOD BAR One or More Times past 30 days watch Ad-Supported Local TV Stations for an average of 89.4 minutes every day representing 26.% of all time spent daily with Ad-Supported Video.



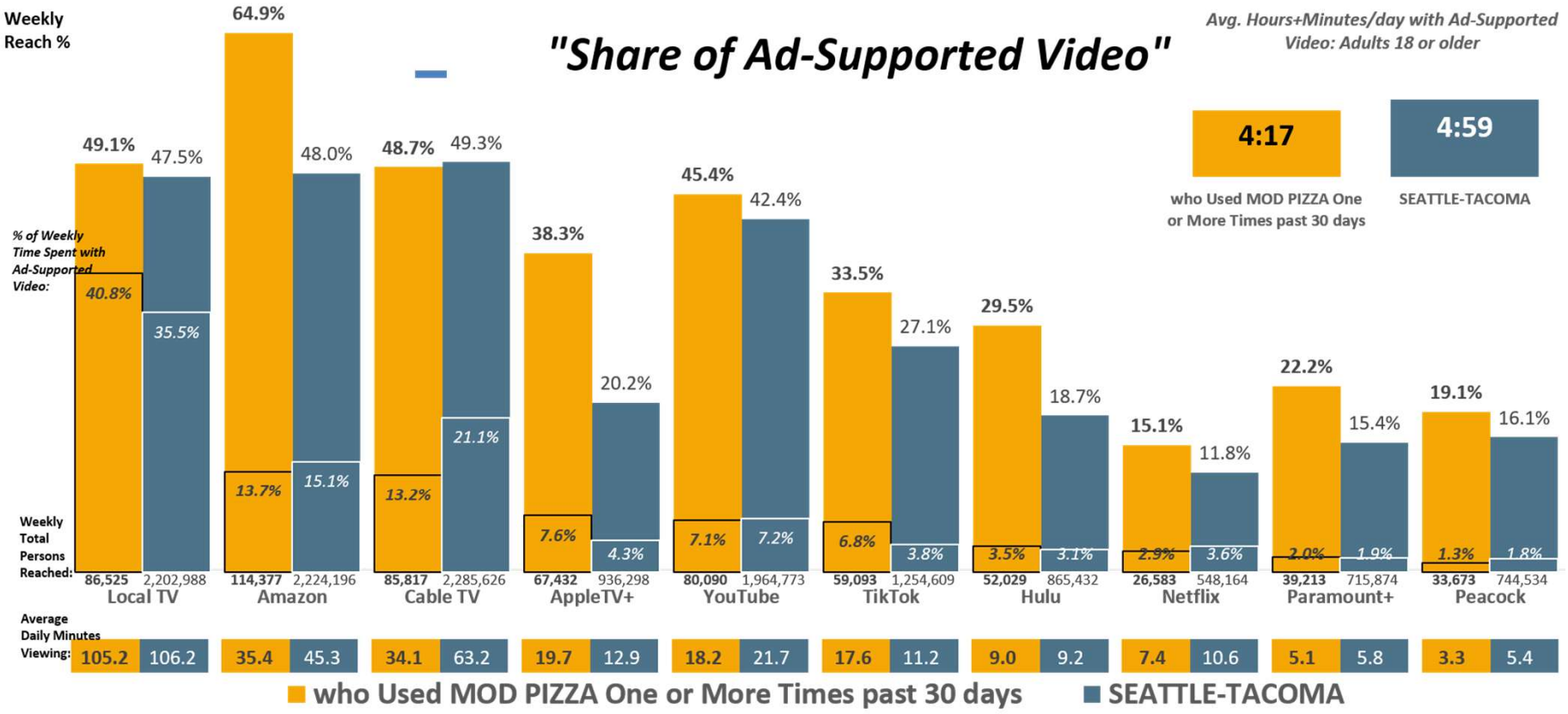

SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 125 SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931

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Quick service restaurants used past 30 days: Ivar's Seafood Bar

86,525 or 49.1% of Adults 18 or older who Used MOD PIZZA One or More Times past 30 days watch Ad-Supported Local TV Stations for an average of 105.2 minutes every day representing 40.8% of all time spent daily with Ad-Supported Video.




SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 151 SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931

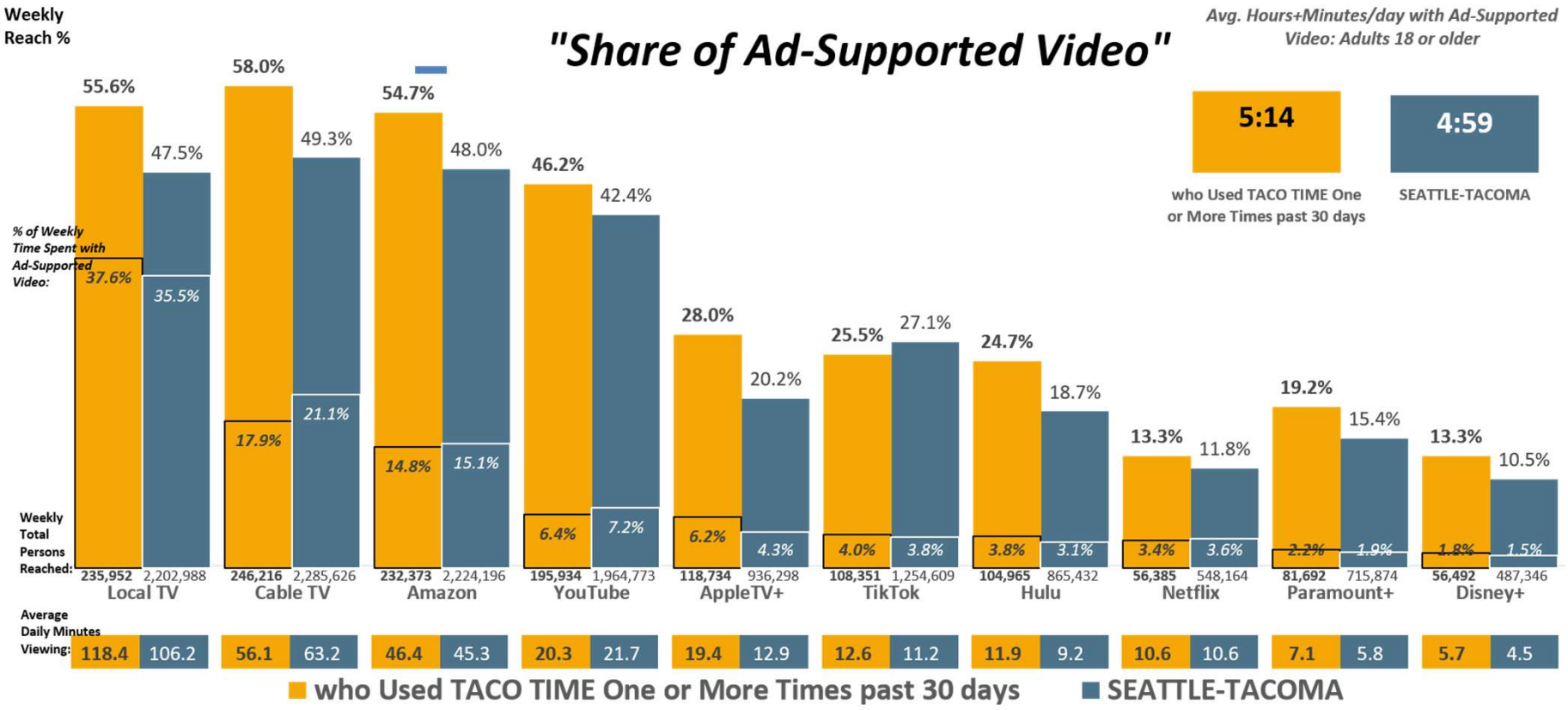
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Sit-down restaurants used past 30 days: MOD Pizza

SEA

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SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 358 SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931

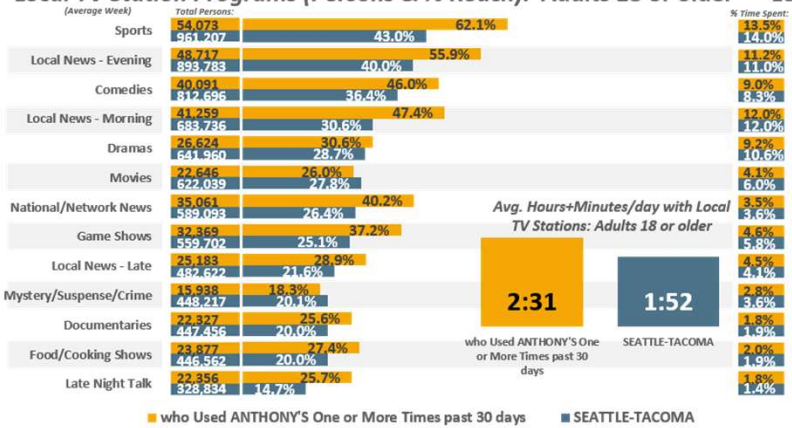
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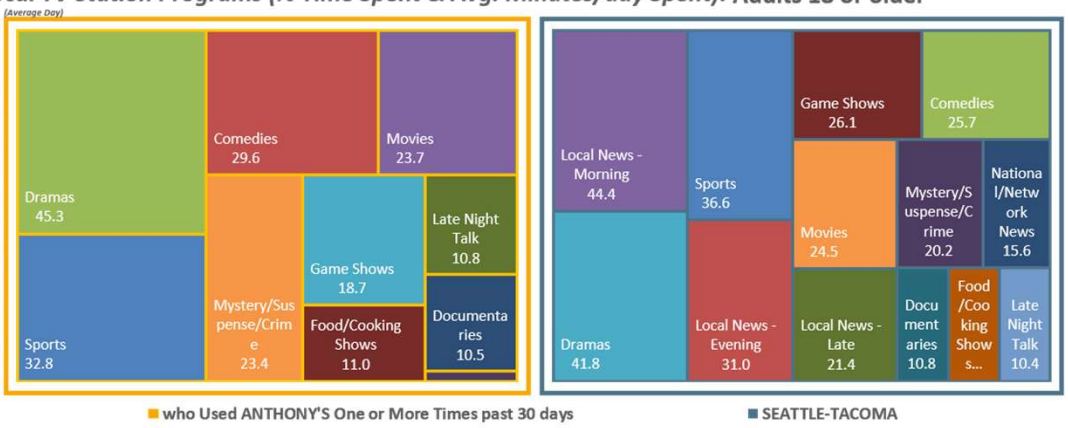
Quick service restaurants used past 30 days: Taco Time

84,728 or 62.6% of Adults 18 or older who Used ANTHONY'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, Game Shows, and National/Network News.

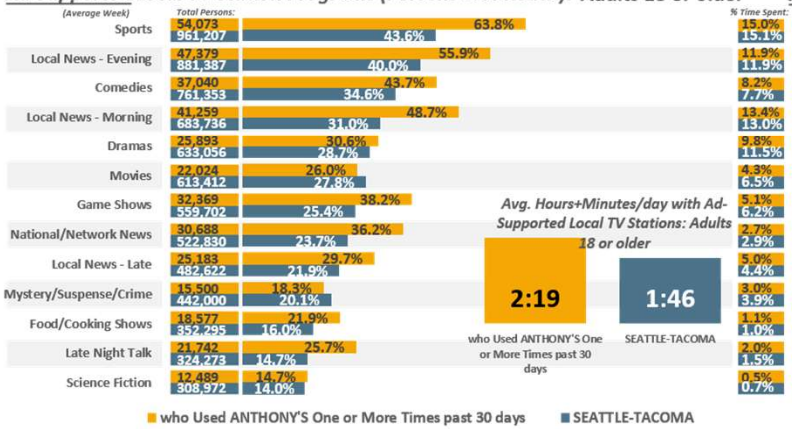
## Local TV Station Programs (Persons & % Reach): Adults 18 or older



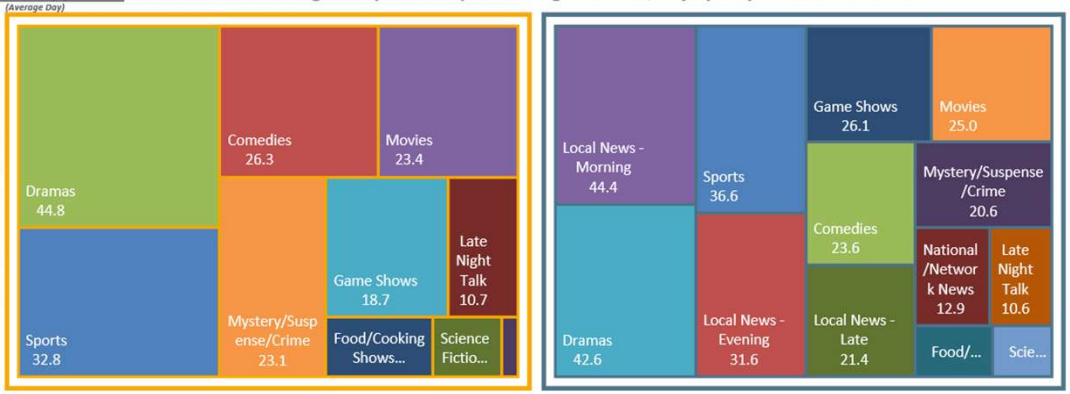

## Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older




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




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




*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 129*

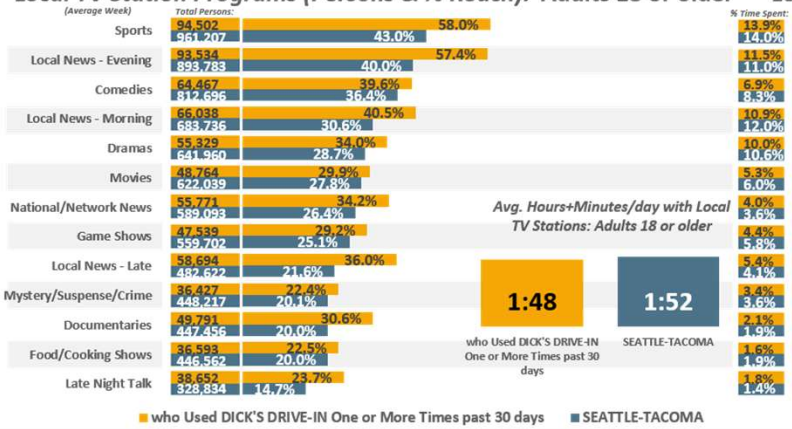
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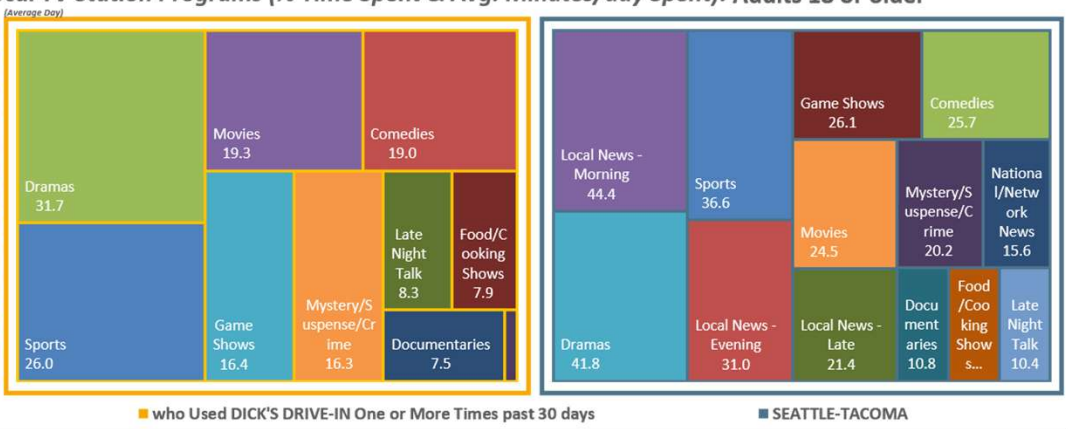
*Sit-down restaurants used past 30 days: Anthony's*

160,784 or 50.9% of Adults 18 or older who Used DICK'S DRIVE-IN 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, Local News - Late, and Dramas.

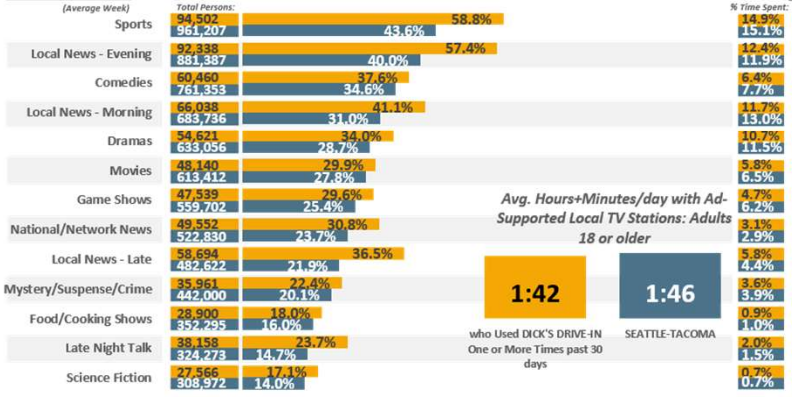
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



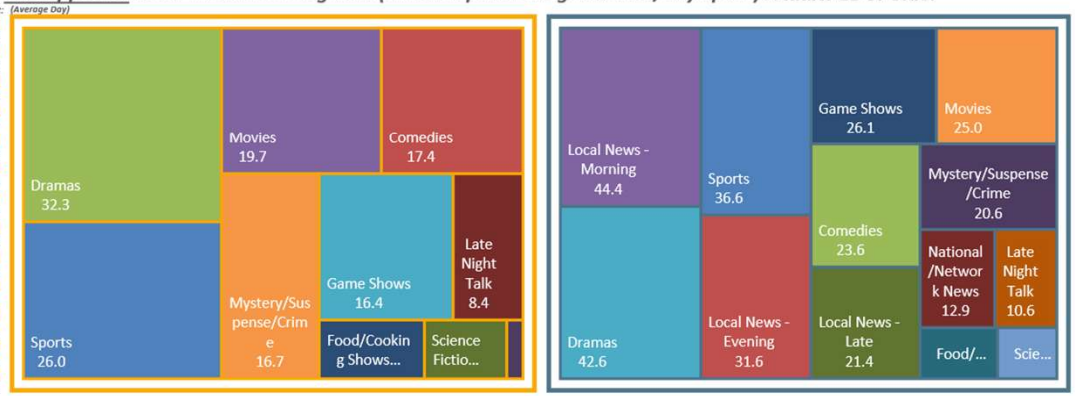

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 241*

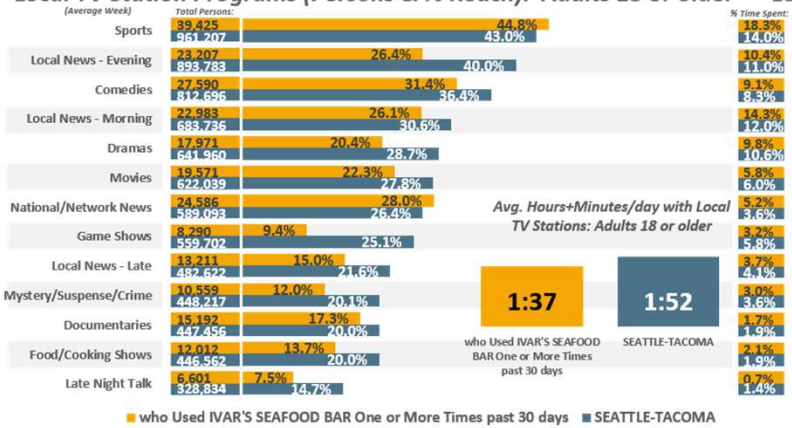
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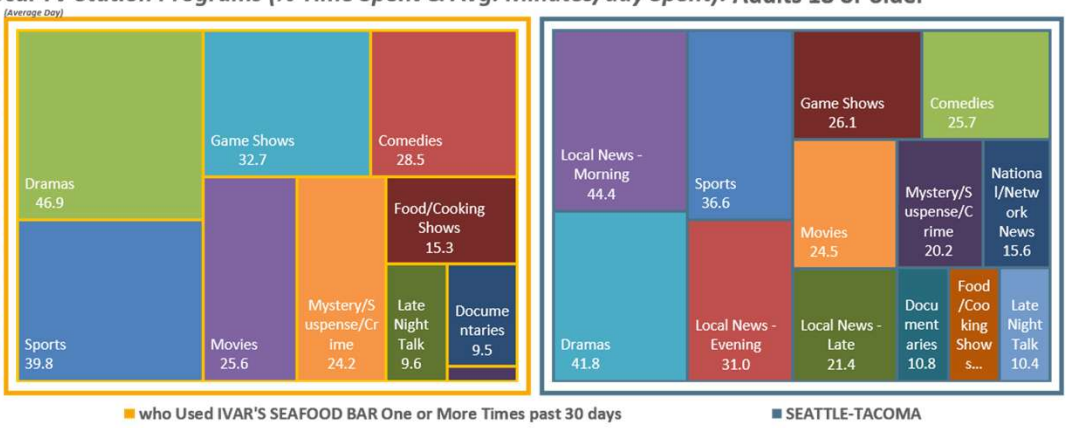
*Quick service restaurants used past 30 days: Dick's*

87,030 or 65.8% of Adults 18 or older who Used IVAR'S SEAFOOD BAR 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, National/Network News, and Movies.

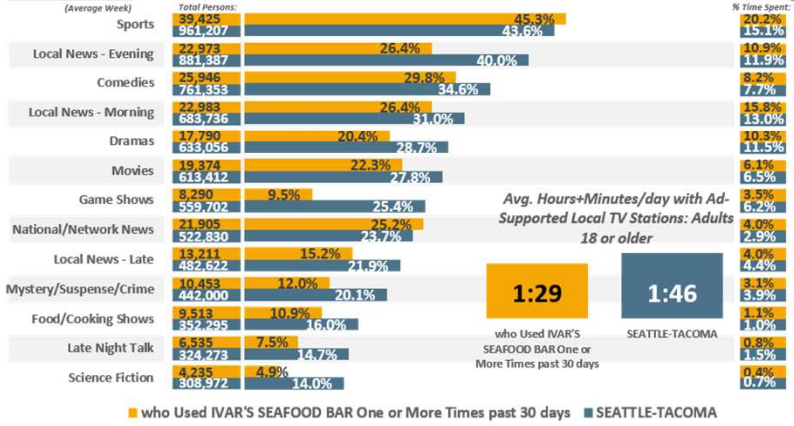
## Local TV Station Programs (Persons & % Reach): Adults 18 or older



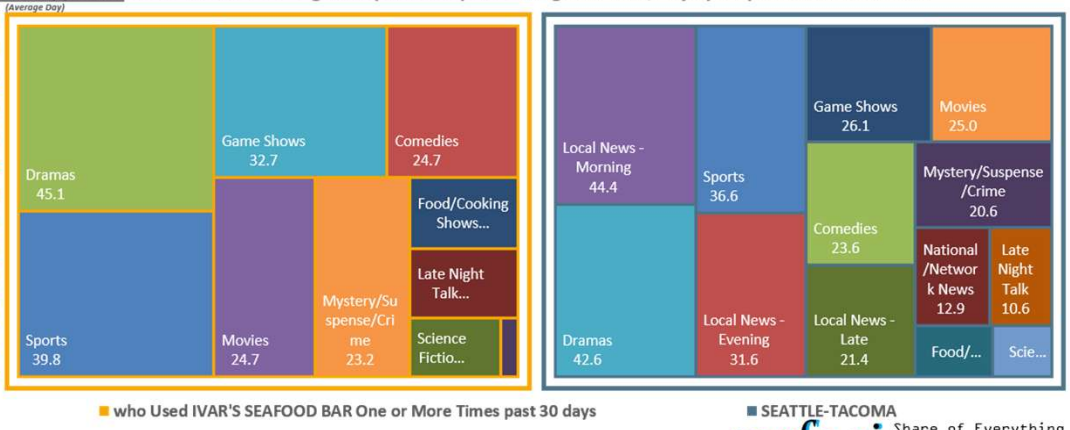

## Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older




## 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




SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 125

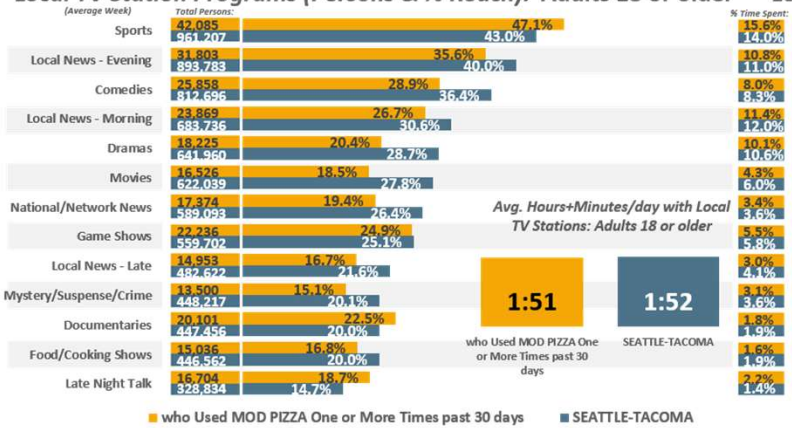
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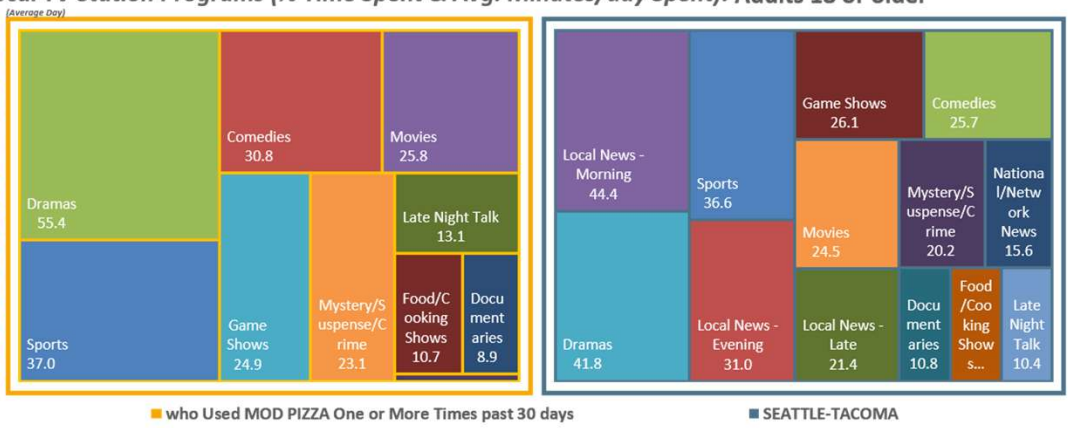
*Quick service restaurants used past 30 days: Ivar's Seafood Bar*

86,525 or 49.1% of Adults 18 or older who Used MOD PIZZA 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, Game Shows, and Reality - Talent.

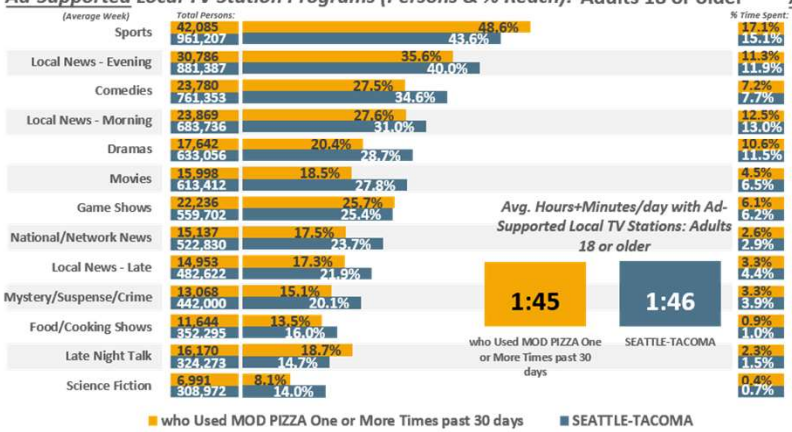
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



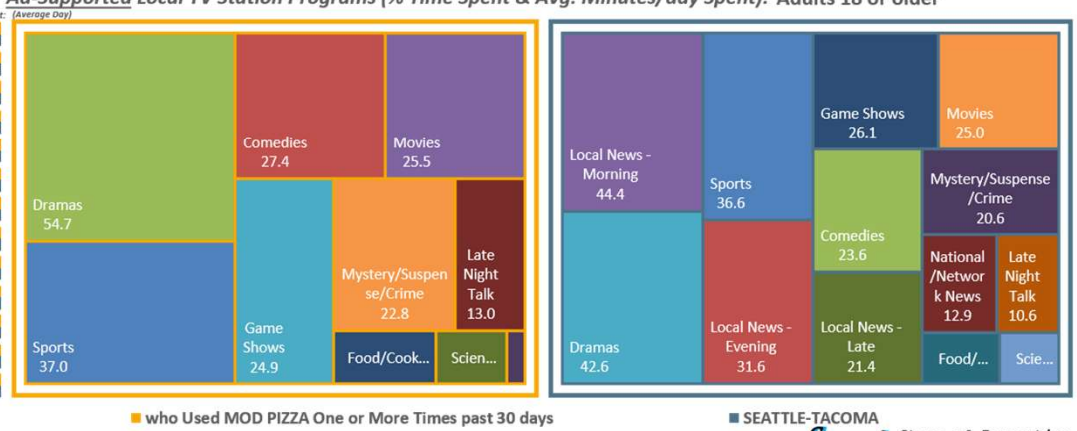

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 151*

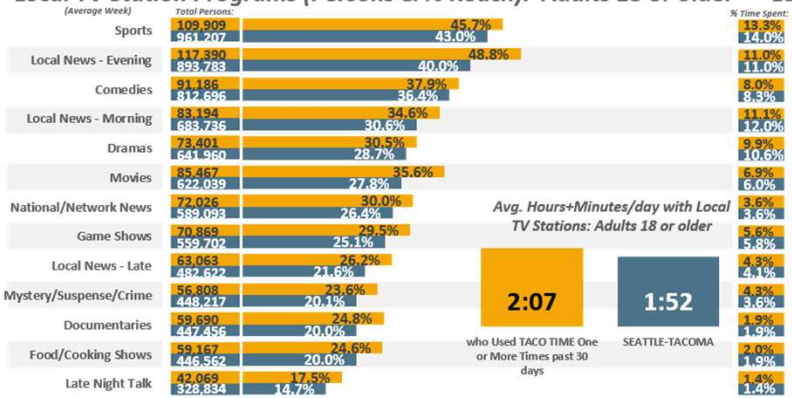
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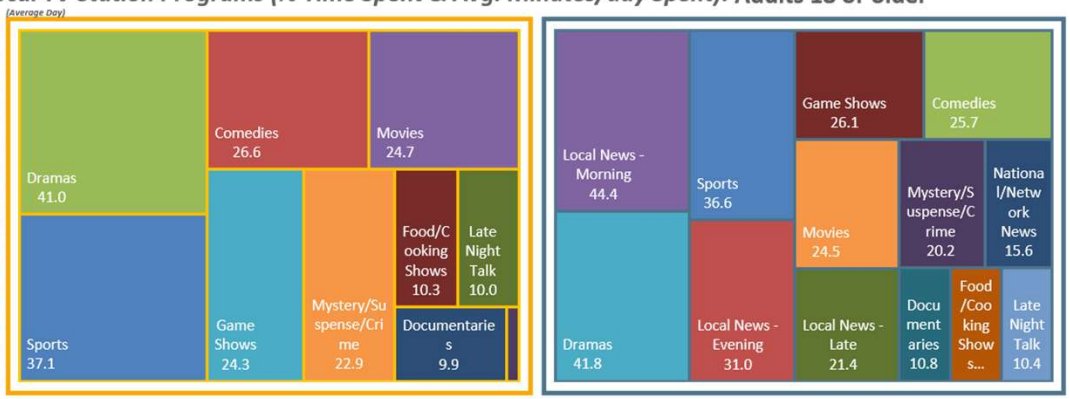
*Sit-down restaurants used past 30 days: MOD Pizza*

235,952 or 55.6% of Adults 18 or older who Used TACO TIME One or More Times past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Movies, Local News - Morning, and Dramas.

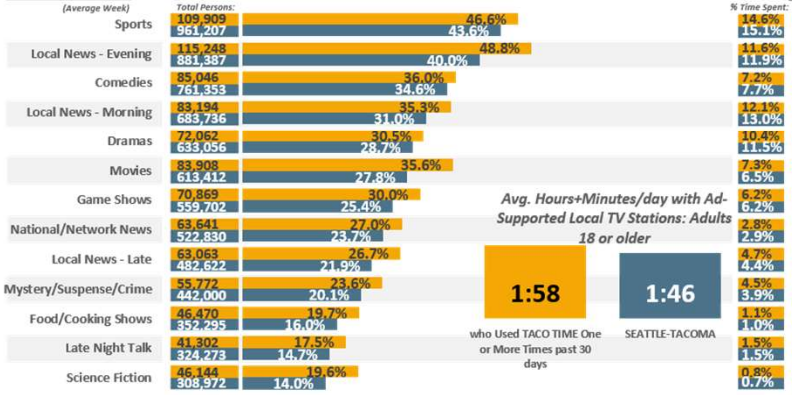
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



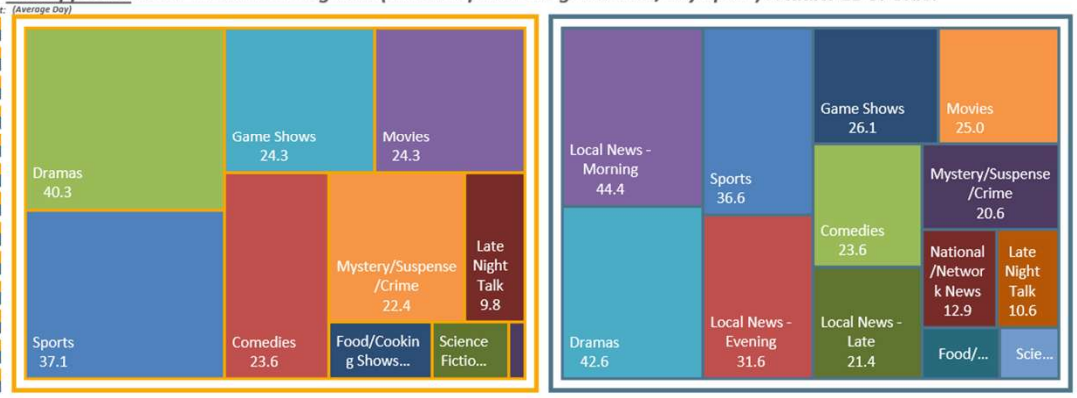

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 358*

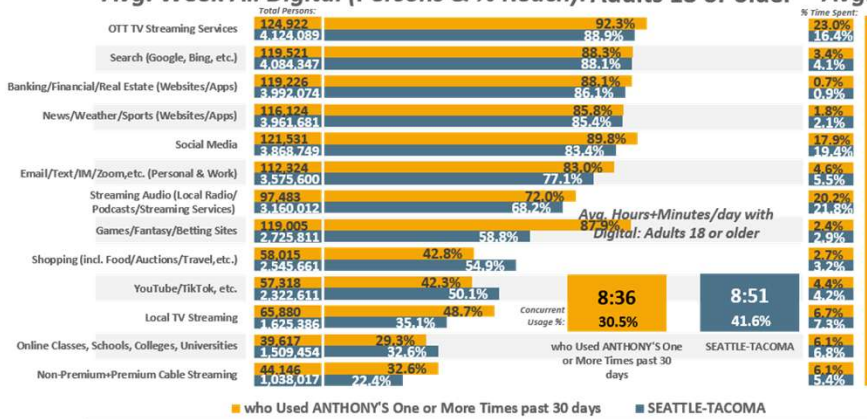
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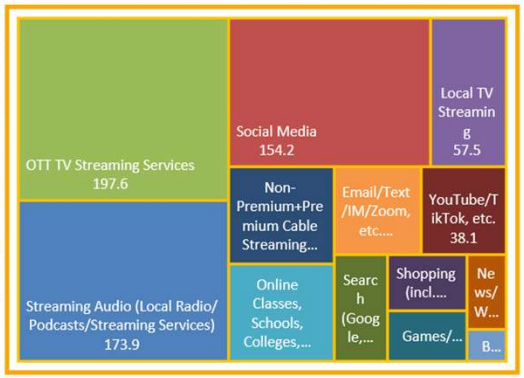
*Quick service restaurants used past 30 days: Taco Time*

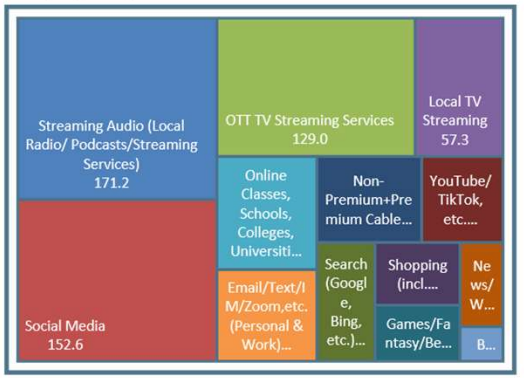
98,301 or 72.6% of Adults 18 or older who Used ANTHONY'S One or More Times past 30 days use Ad-Supported Social Media for an average of 124.7 minutes every day representing 19.4% of all time spent daily with Ad-Supported Digital Media.

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

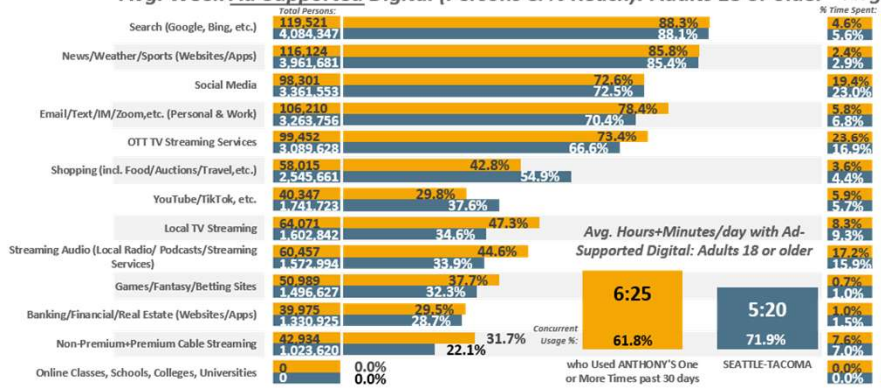



## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

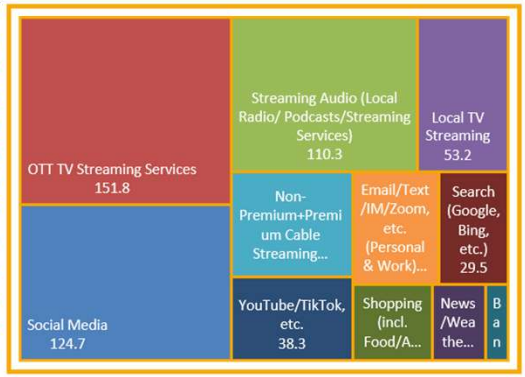


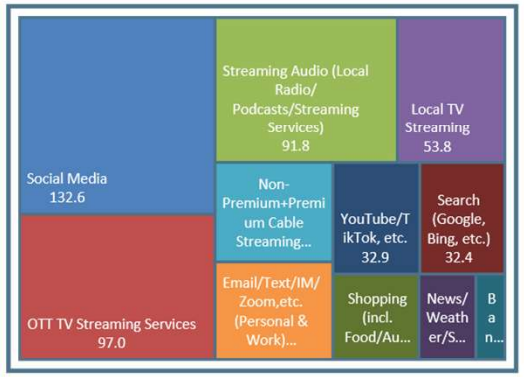




## *Avg. Week Ad-Supported Digital (Persons & % Reach):* Adults 18 or older




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




*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 129*

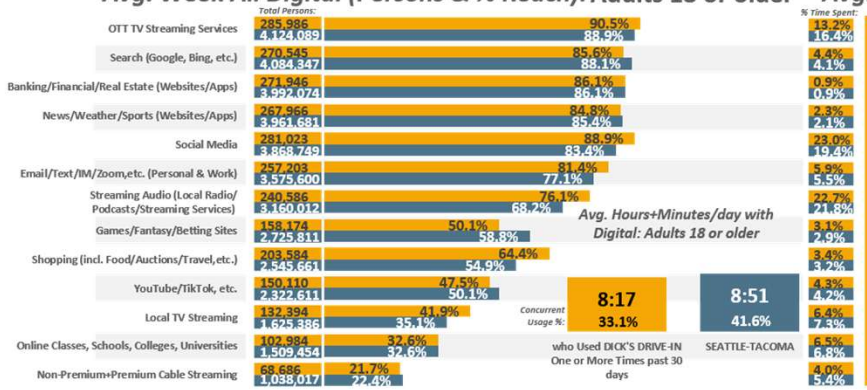
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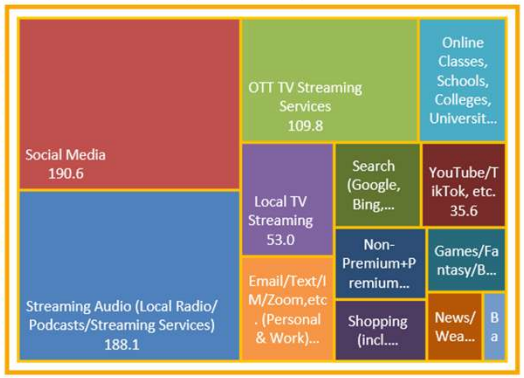
*Sit-down restaurants used past 30 days: Anthony's*

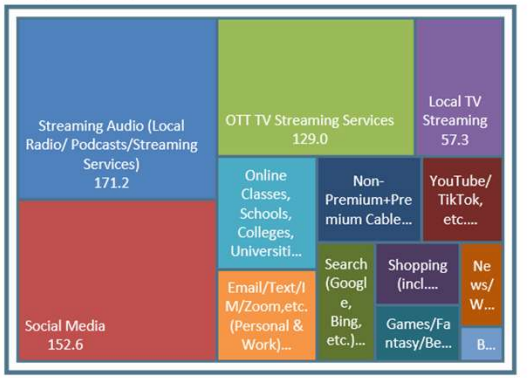
258,963 or 82.% of Adults 18 or older who Used DICK'S DRIVE-IN One or More Times past 30 days use Ad-Supported Social Media for an average of 175.6 minutes every day representing 28.3% of all time spent daily with Ad-Supported Digital Media.

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

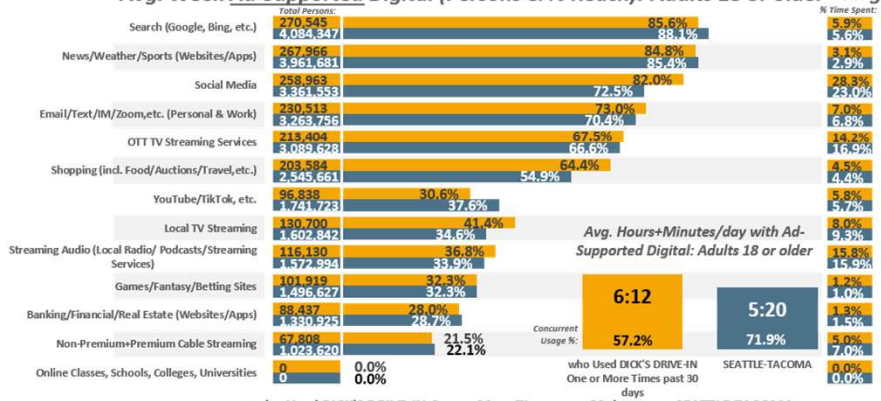



## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

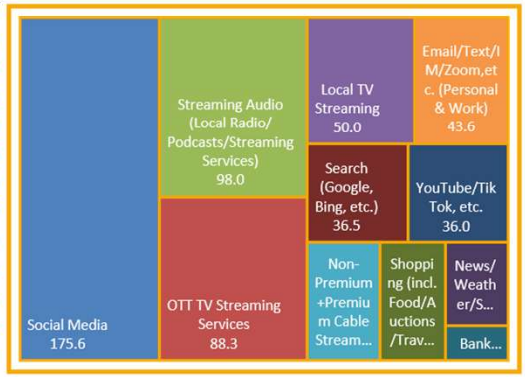


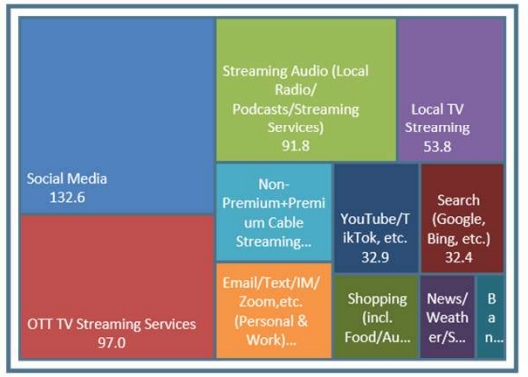




## *Avg. Week Ad-Supported Digital (Persons & % Reach):* Adults 18 or older




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




*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 241*

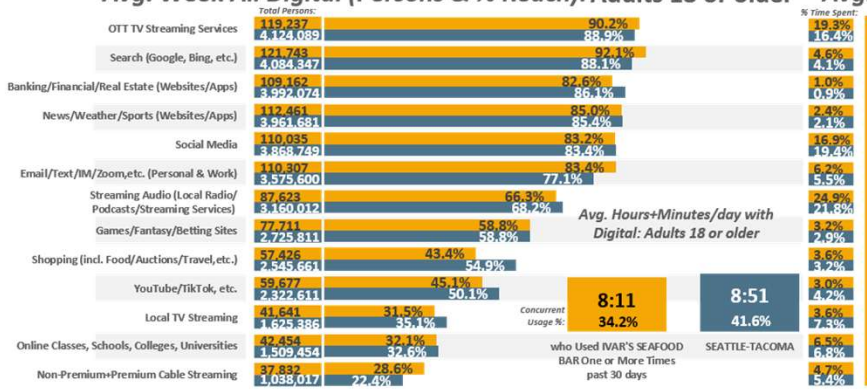
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*Quick service restaurants used past 30 days: Dick's*

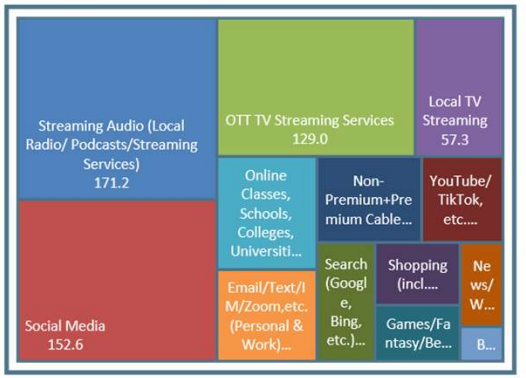
99,384 or 75.2% of Adults 18 or older who Used IVAR'S SEAFOOD BAR One or More Times past 30 days use Ad-Supported Social Media for an average of 125. minutes every day representing 19.6% of all time spent daily with Ad-Supported Digital Media.

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

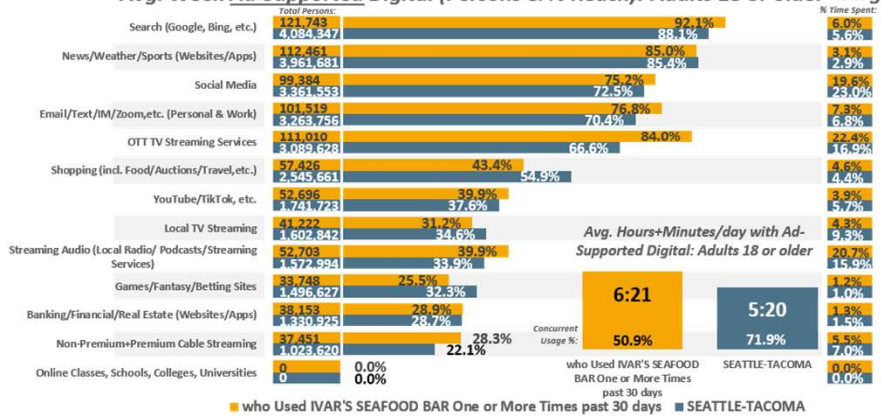



## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

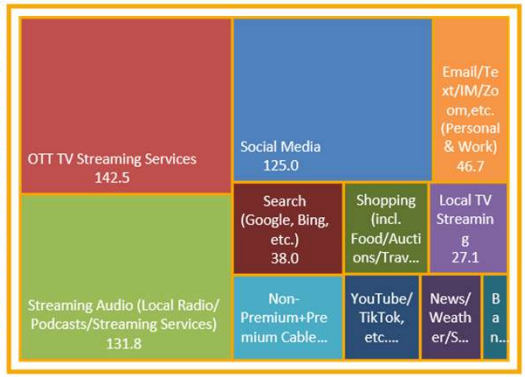


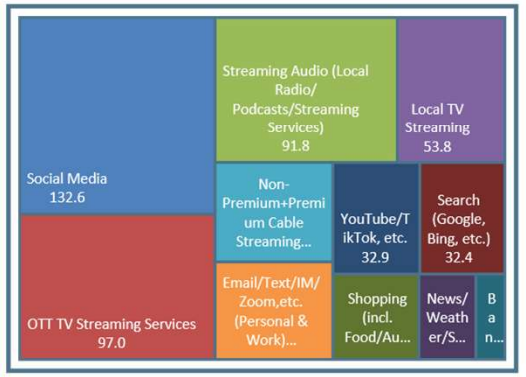




## *Avg. Week Ad-Supported Digital (Persons & % Reach):* Adults 18 or older




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




*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 125*

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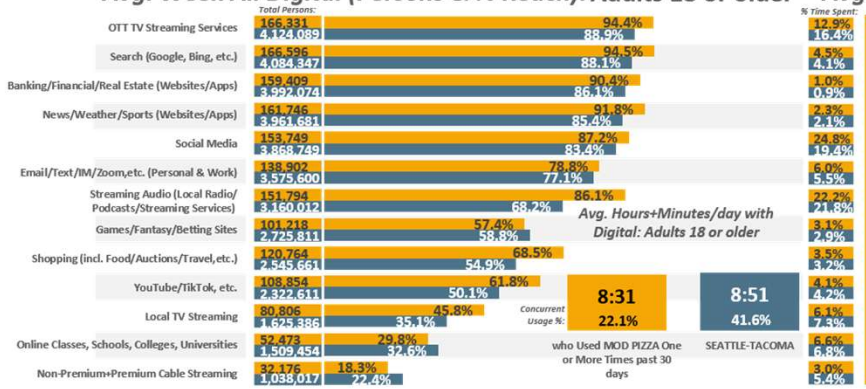
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*Quick service restaurants used past 30 days: Ivar's Seafood Bar*

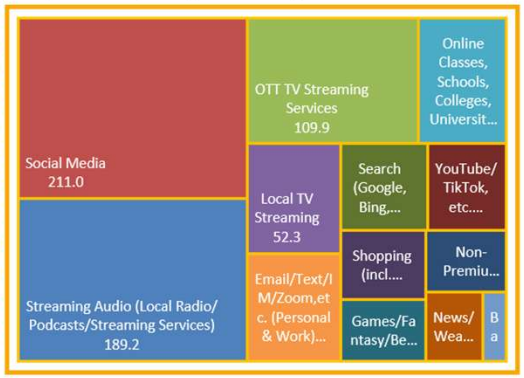
MOD PIZZA SEA

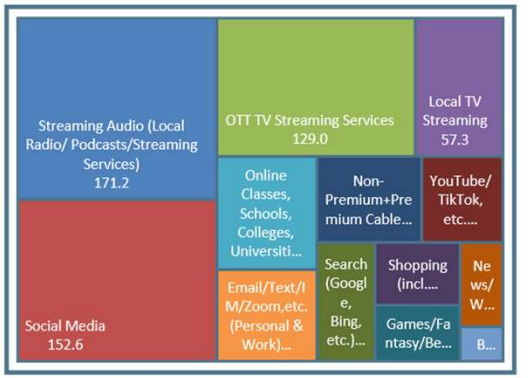
129,570 or 73.5% of Adults 18 or older who Used MOD PIZZA One or More Times past 30 days use Ad-Supported Social Media for an average of 177.8 minutes every day representing 28.4% of all time spent daily with Ad-Supported Digital Media.

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

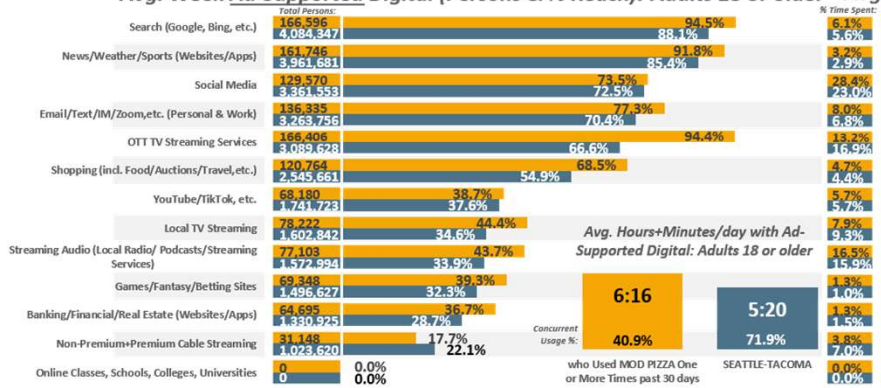



## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

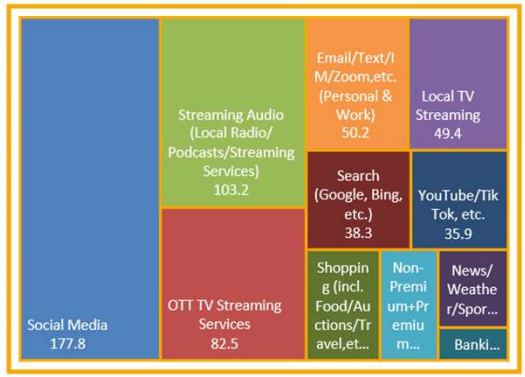


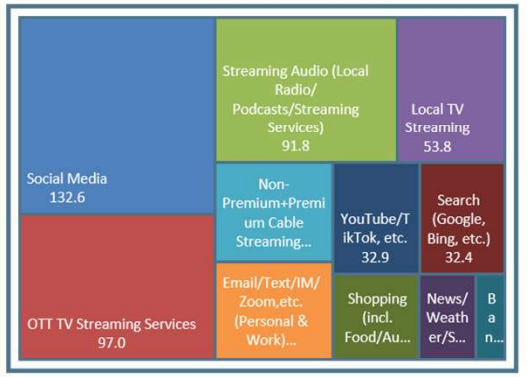




## *Avg. Week Ad-Supported Digital (Persons & % Reach):* Adults 18 or older




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




*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 151*

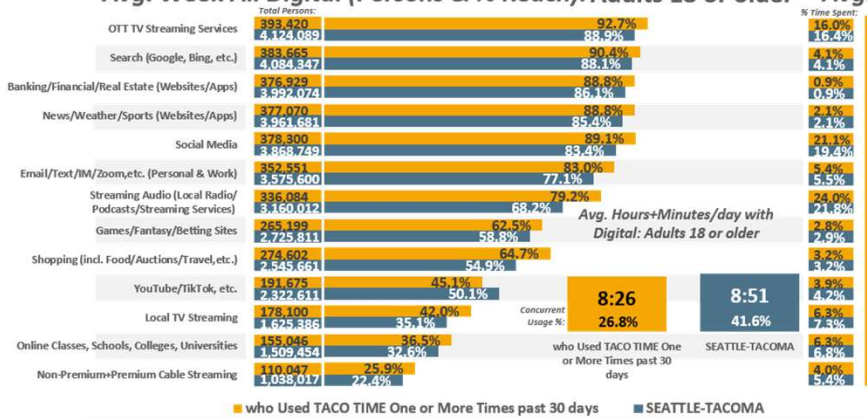
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*Sit-down restaurants used past 30 days: MOD Pizza*

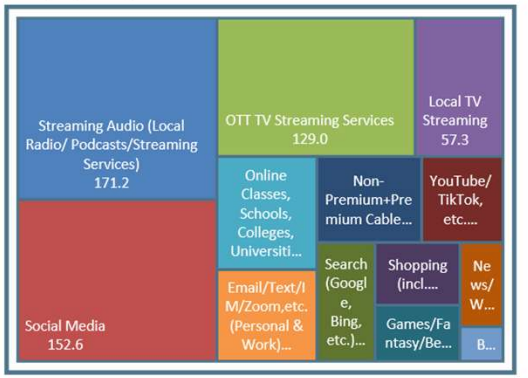
335,424 or 79.% of Adults 18 or older who Used TACO TIME One or More Times past 30 days use Ad-Supported Social Media for an average of 158. minutes every day representing 25.5% of all time spent daily with Ad-Supported Digital Media.

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

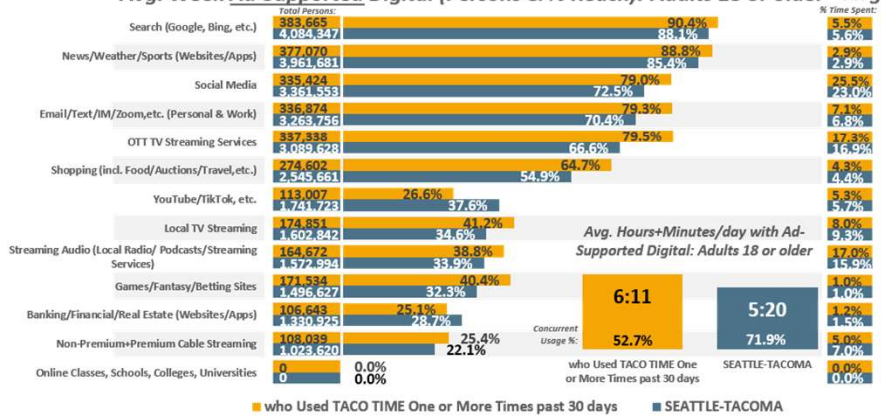



## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

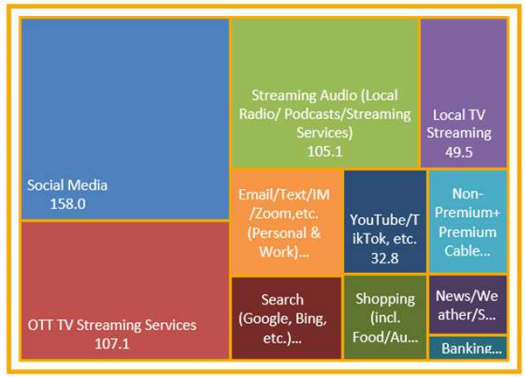


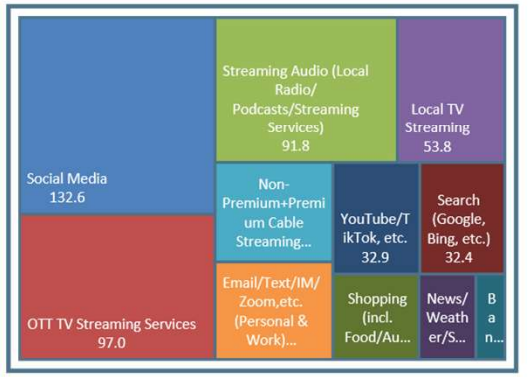




## *Avg. Week Ad-Supported Digital (Persons & % Reach):* Adults 18 or older




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




*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 358*

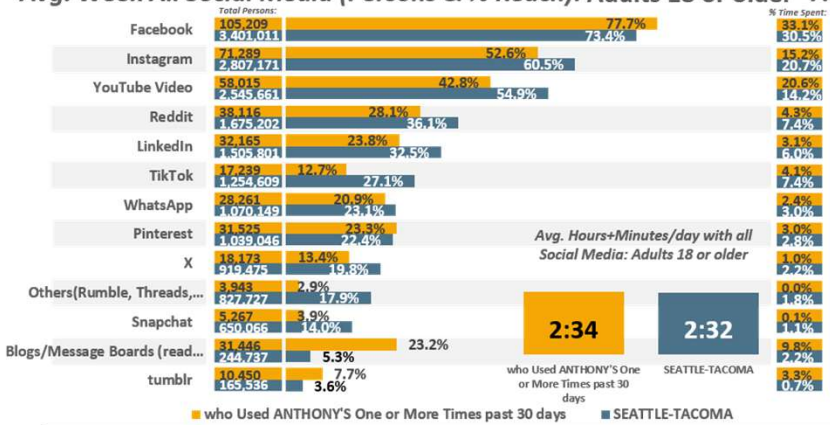
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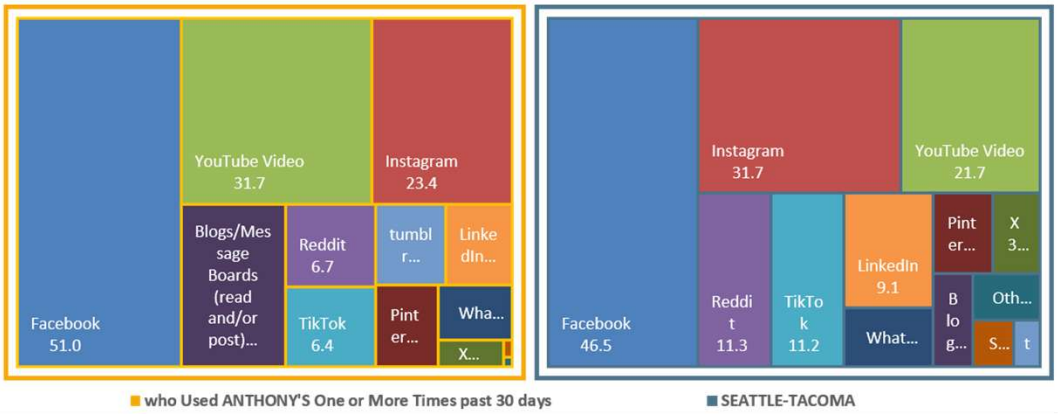
*Quick service restaurants used past 30 days: Taco Time*

98,301 or 72.6% of Adults 18 or older who Used ANTHONY'S One or More Times past 30 days use Ad-Supported Facebook for an average of 40.7 minutes every day representing 32.6% of all time spent daily with Ad-Supported Social Media.

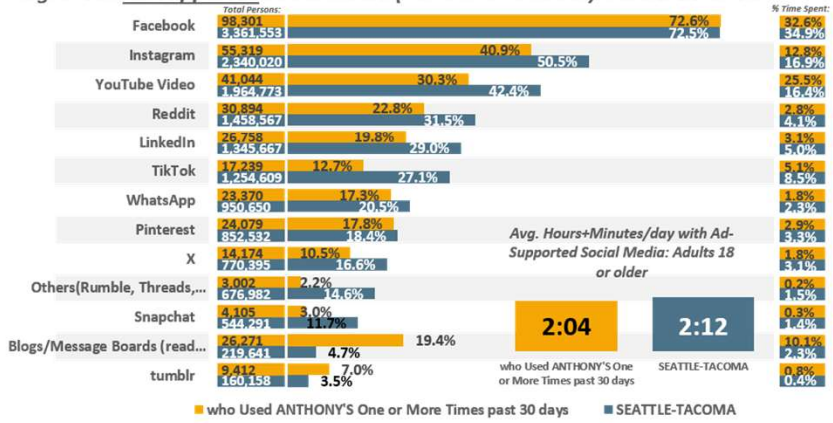
## *Avg. Week All Social Media (Persons & % Reach):* Adults 18 or older



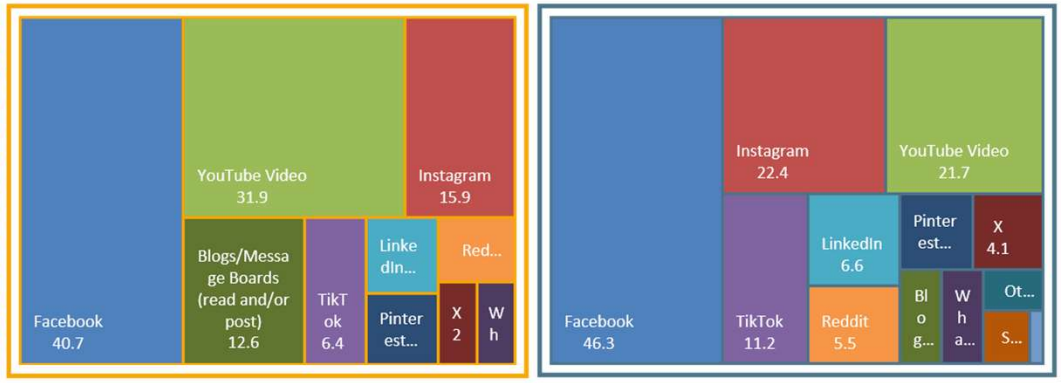

## *Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 129*

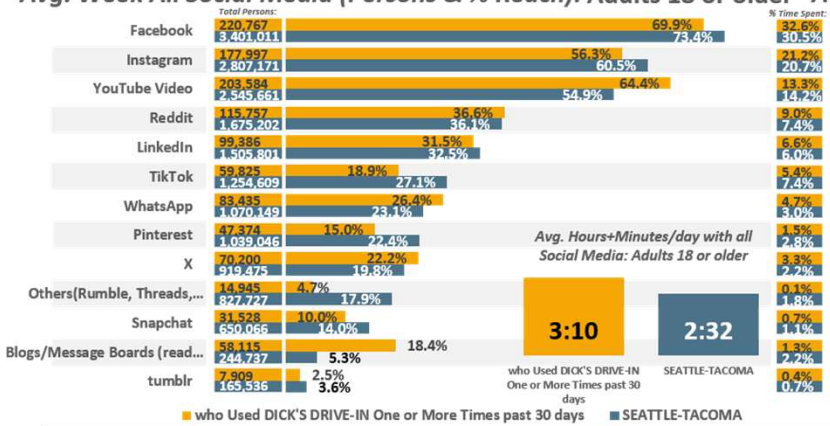
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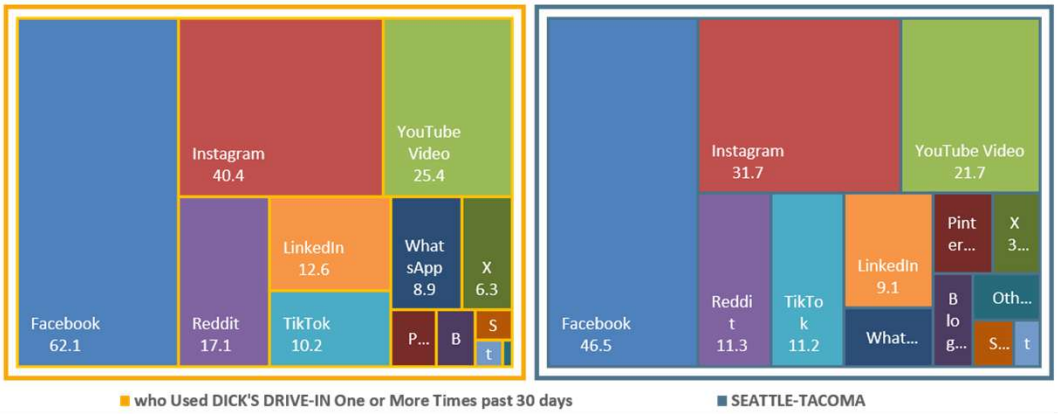
*Sit-down restaurants used past 30 days: Anthony's*

220,767 or 69.9% of Adults 18 or older who Used DICK'S DRIVE-IN One or More Times past 30 days use Ad-Supported Facebook for an average of 65.6 minutes every day representing 37.4% of all time spent daily with Ad-Supported Social Media.

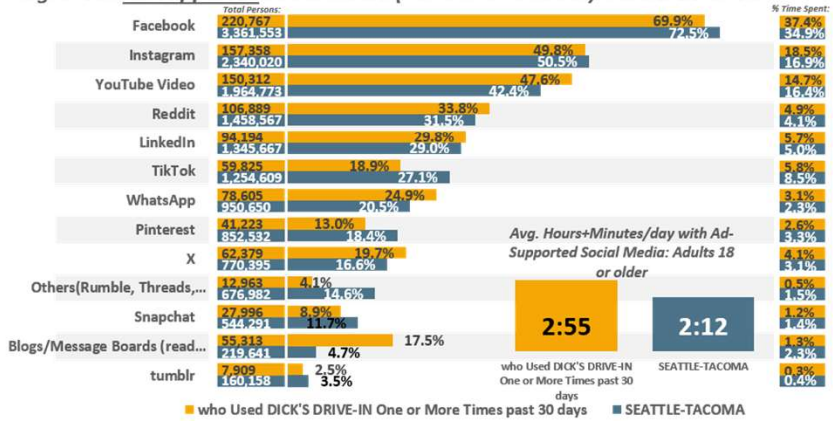
## *Avg. Week All Social Media (Persons & % Reach):* Adults 18 or older



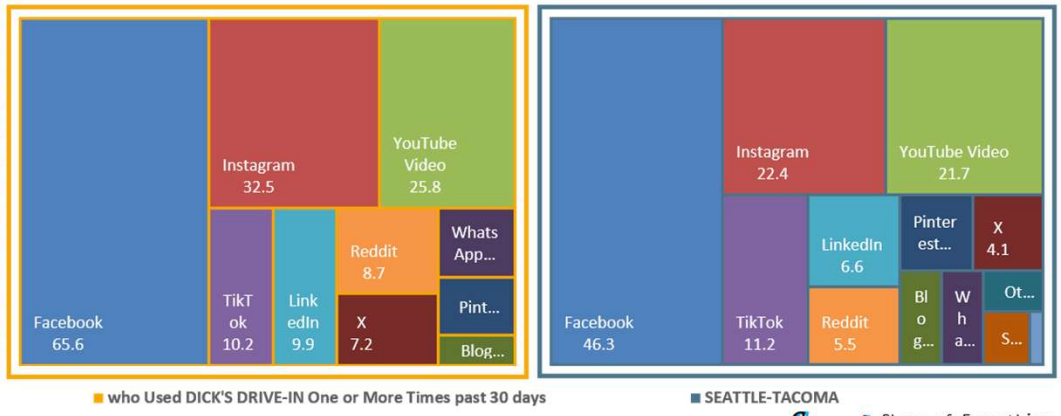

## *Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 241*

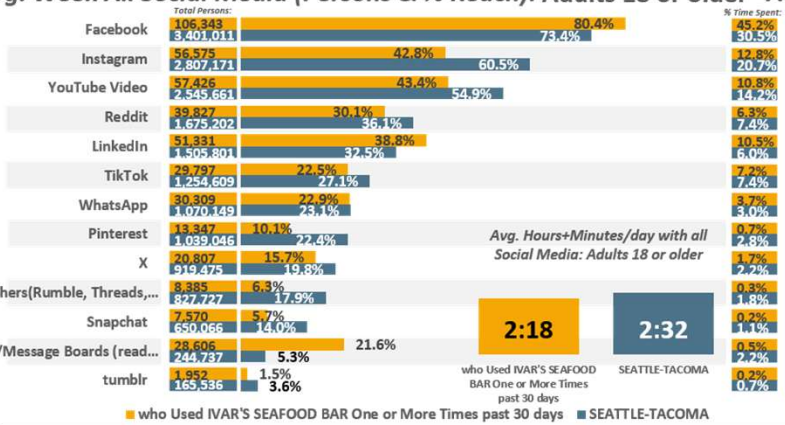
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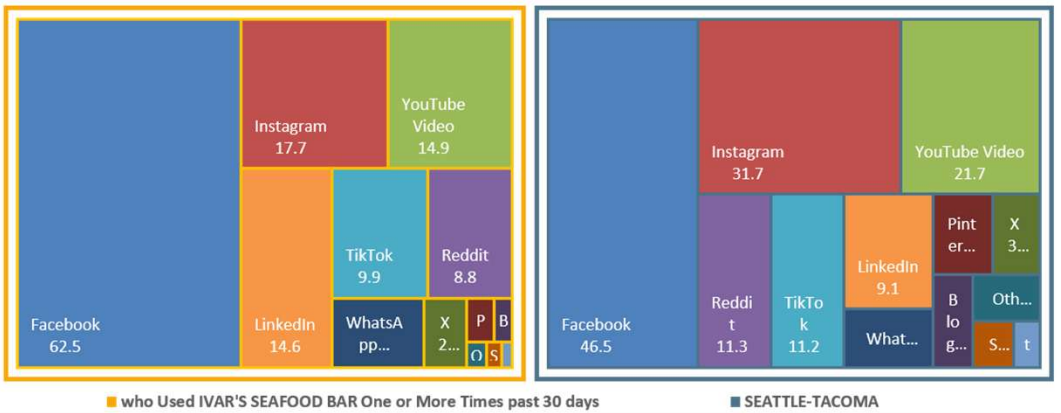
*Quick service restaurants used past 30 days: Dick's*

99,384 or 75.2% of Adults 18 or older who Used IVAR'S SEAFOOD BAR One or More Times past 30 days use Ad-Supported Facebook for an average of 54.5 minutes every day representing 43.6% of all time spent daily with Ad-Supported Social Media.

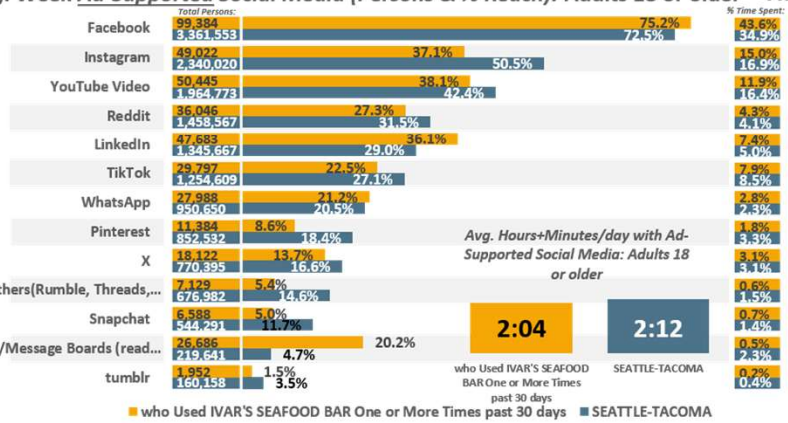
## *Avg. Week All Social Media (Persons & % Reach):* Adults 18 or older



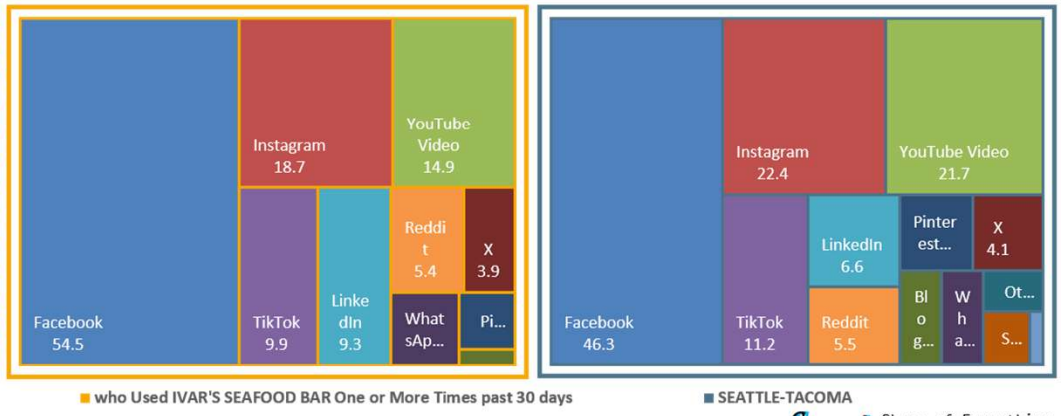

## *Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 125*

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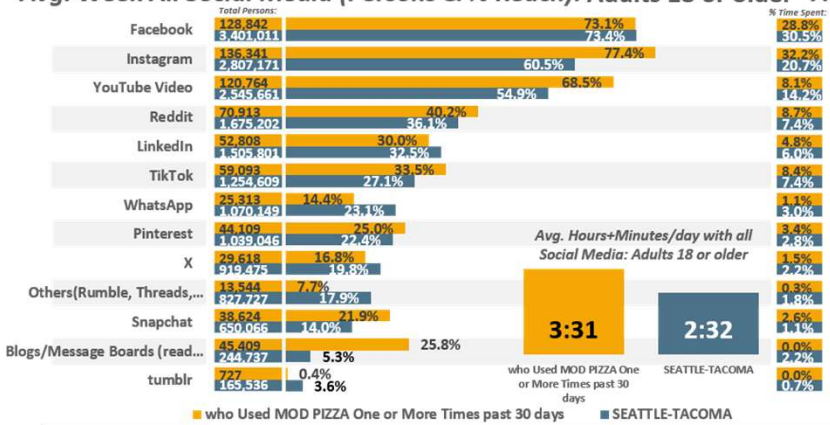
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*Quick service restaurants used past 30 days: Ivar's Seafood Bar*

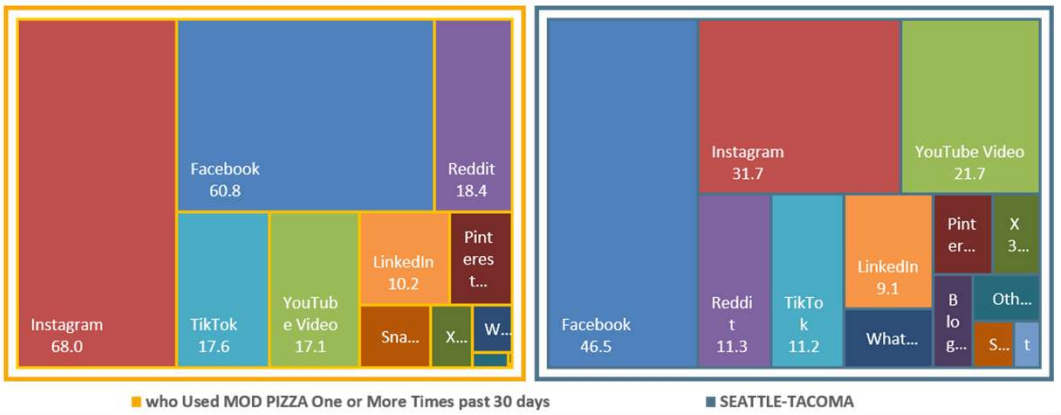
MOD PIZZA SEA

128,842 or 73.1% of Adults 18 or older who Used MOD PIZZA One or More Times past 30 days use Ad-Supported Facebook for an average of 66.3 minutes every day representing 37.3% of all time spent daily with Ad-Supported Social Media.

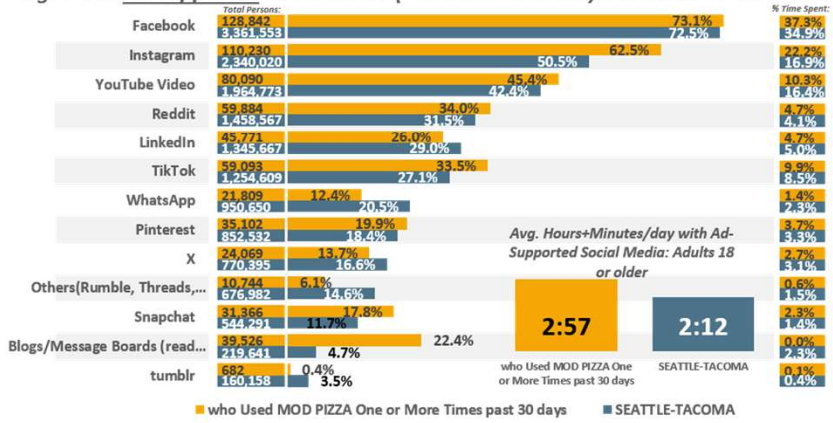
## *Avg. Week All Social Media (Persons & % Reach):* Adults 18 or older



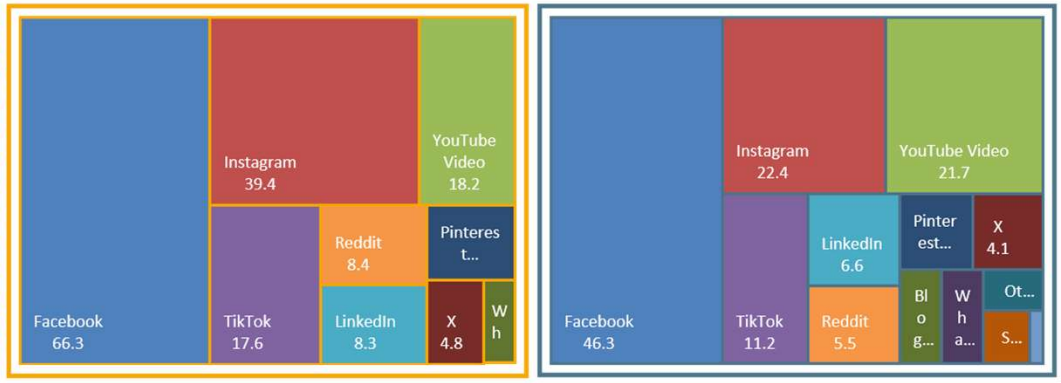

## *Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 151*

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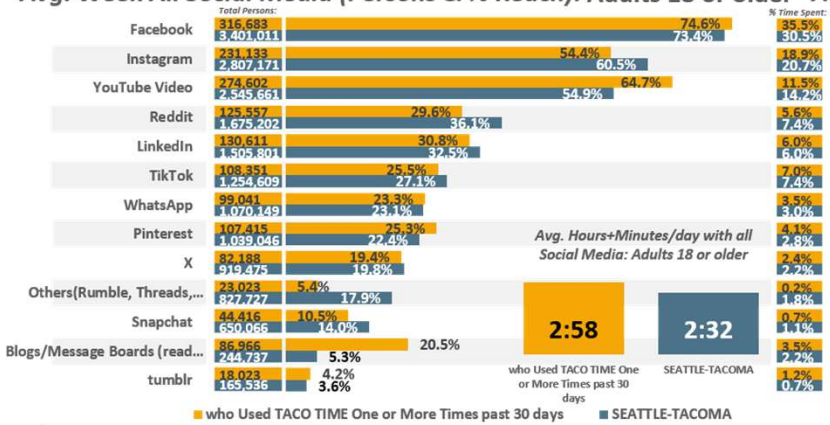
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*Sit-down restaurants used past 30 days: MOD Pizza*

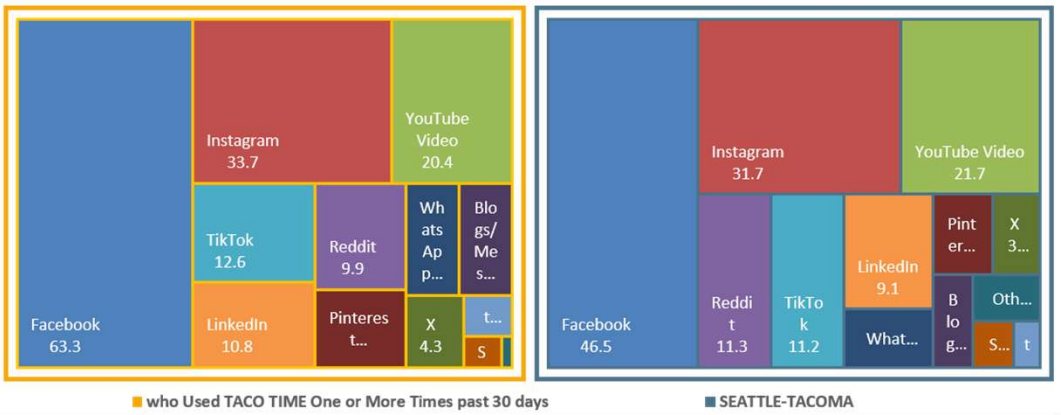
SEA

316,683 or 74.6% of Adults 18 or older who Used TACO TIME One or More Times past 30 days use Ad-Supported Facebook for an average of 60.4 minutes every day representing 38.3% of all time spent daily with Ad-Supported Social Media.

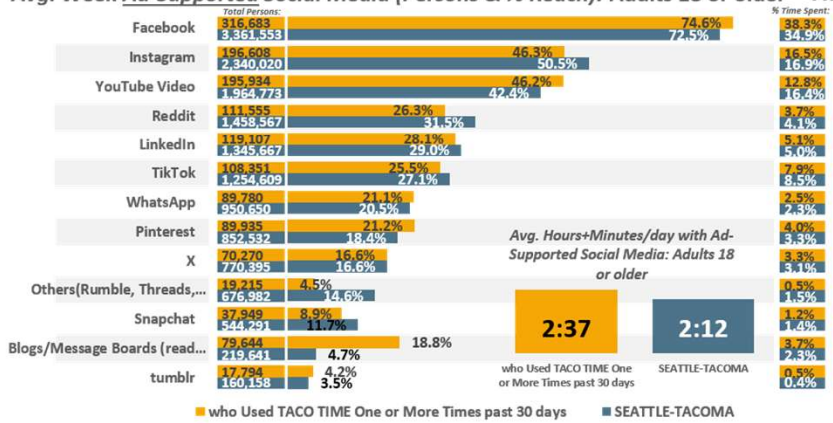
## *Avg. Week All Social Media (Persons & % Reach):* Adults 18 or older



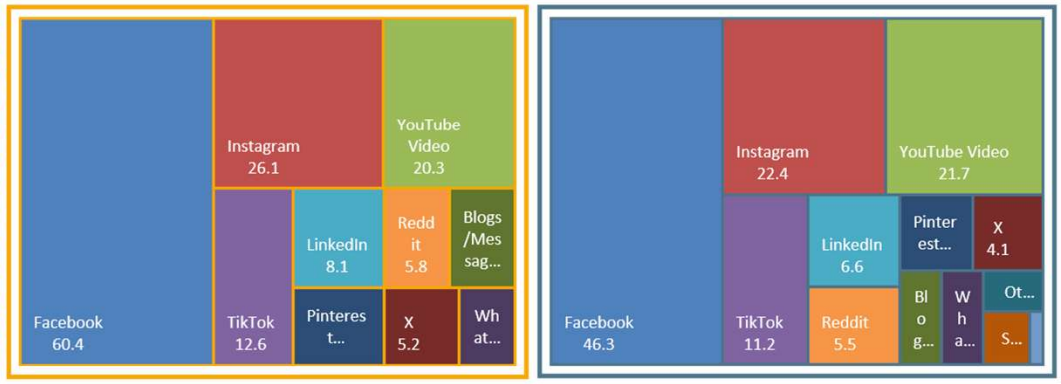

## *Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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



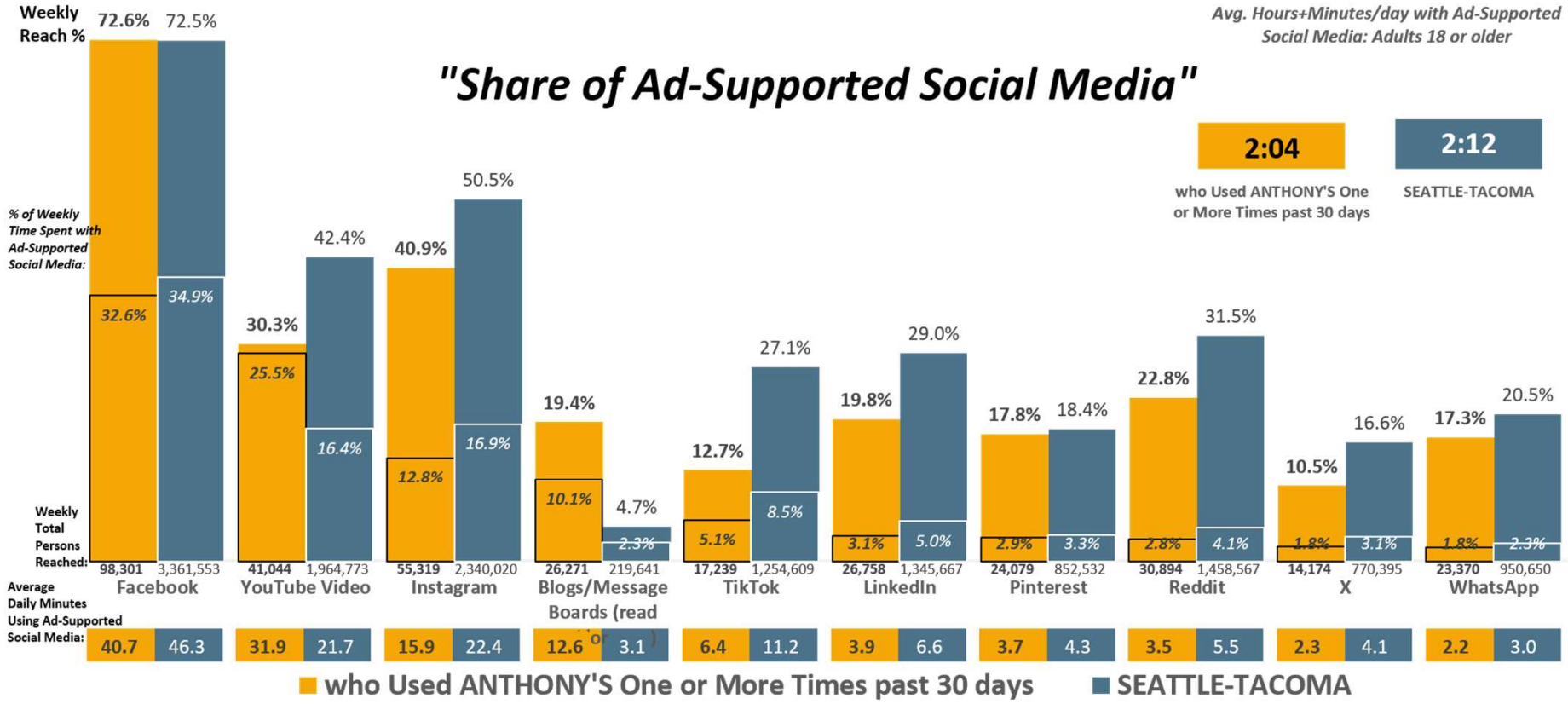

*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 358*

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*Quick service restaurants used past 30 days: Taco Time*

98,301 or 72.6% of Adults 18 or older who Used ANTHONY'S One or More Times past 30 days use Ad-Supported Facebook for an average of 40.7 minutes every day representing 32.6% of all time spent daily with Ad-Supported Social Media.



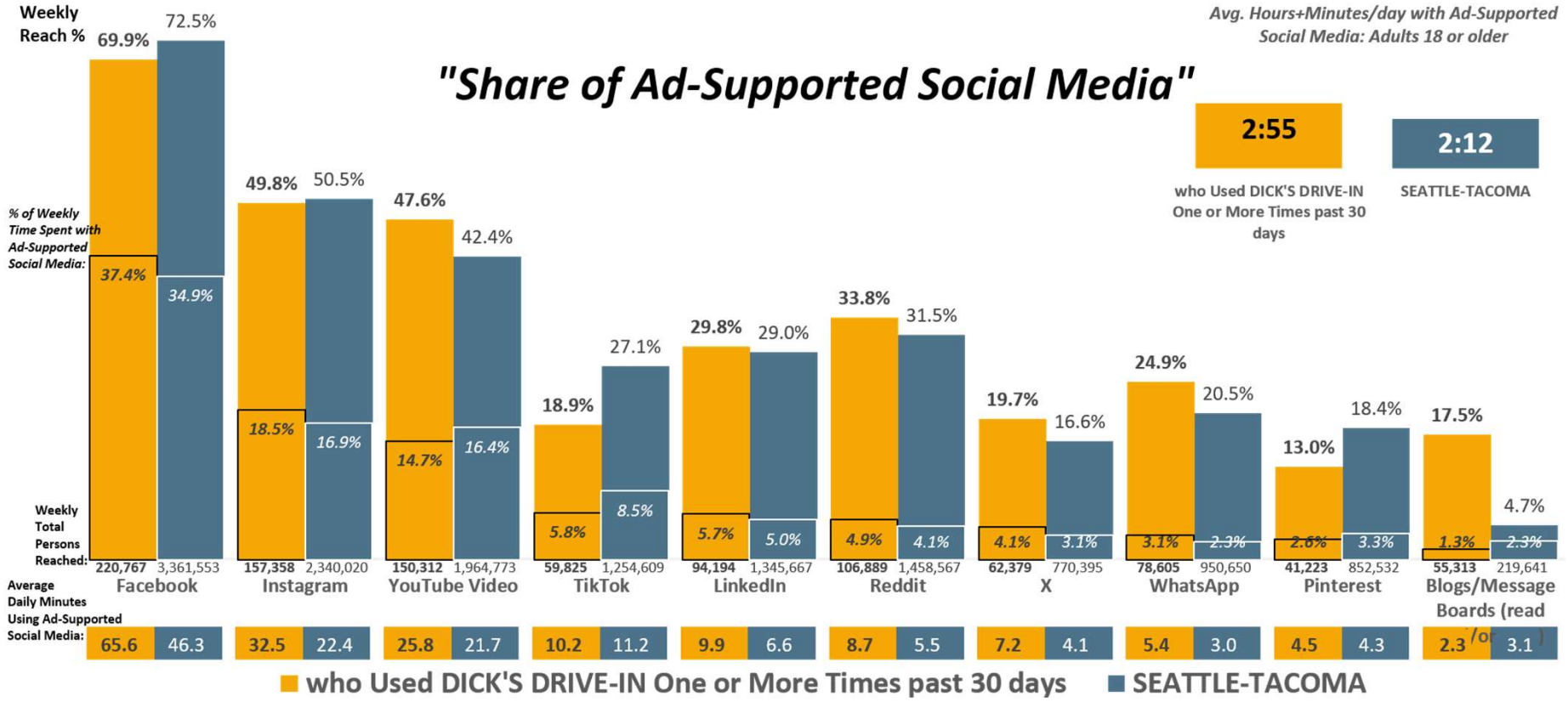

SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 129 SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931

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

220,767 or 69.9% of Adults 18 or older who Used DICK'S DRIVE-IN One or More Times past 30 days use Ad-Supported Facebook for an average of 65.6 minutes every day representing 37.4% of all time spent daily with Ad-Supported Social Media.



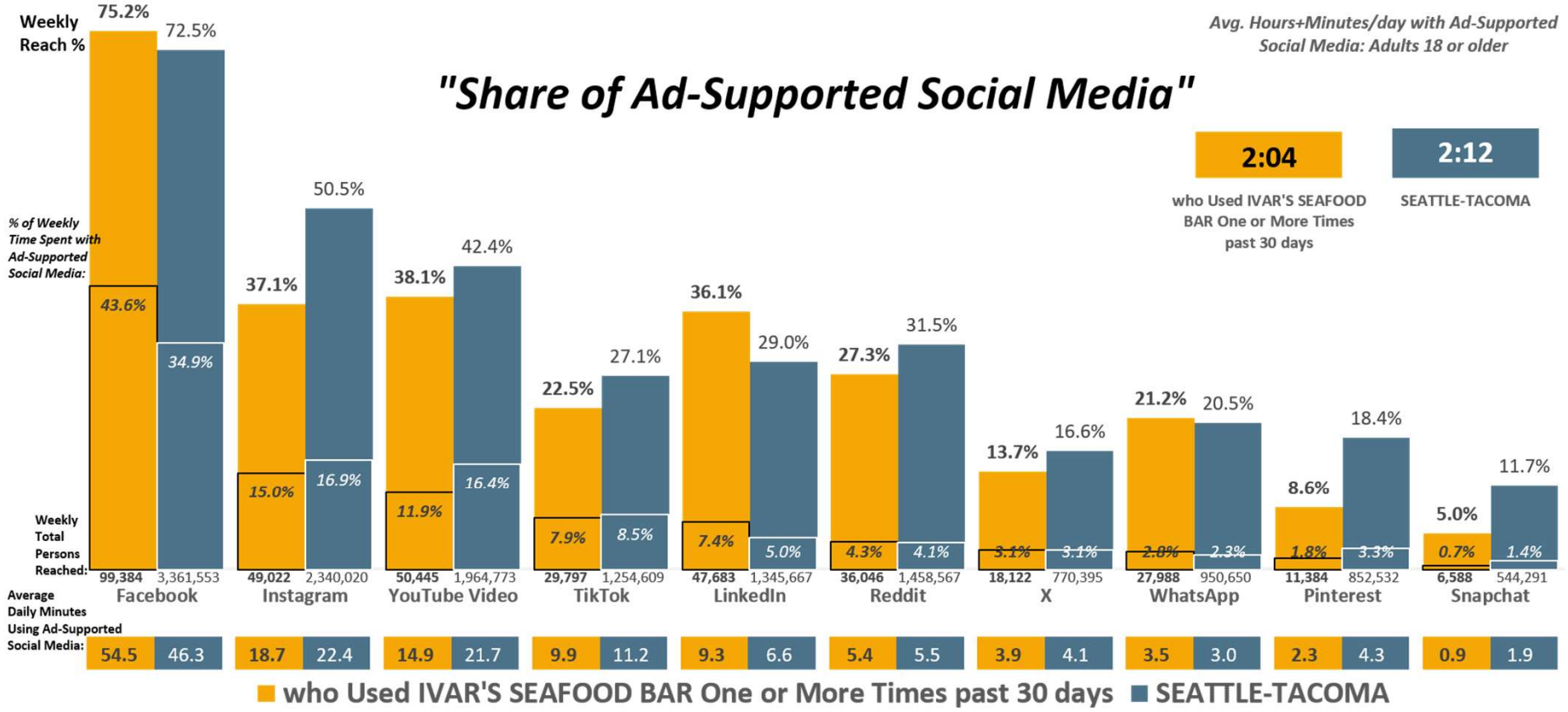

SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 241 SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931

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Quick service restaurants used past 30 days: Dick's

99,384 or 75.2% of Adults 18 or older who Used IVAR'S SEAFOOD BAR One or More Times past 30 days use Ad-Supported Facebook for an average of 54.5 minutes every day representing 43.6% of all time spent daily with Ad-Supported Social Media.




SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 125 SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931

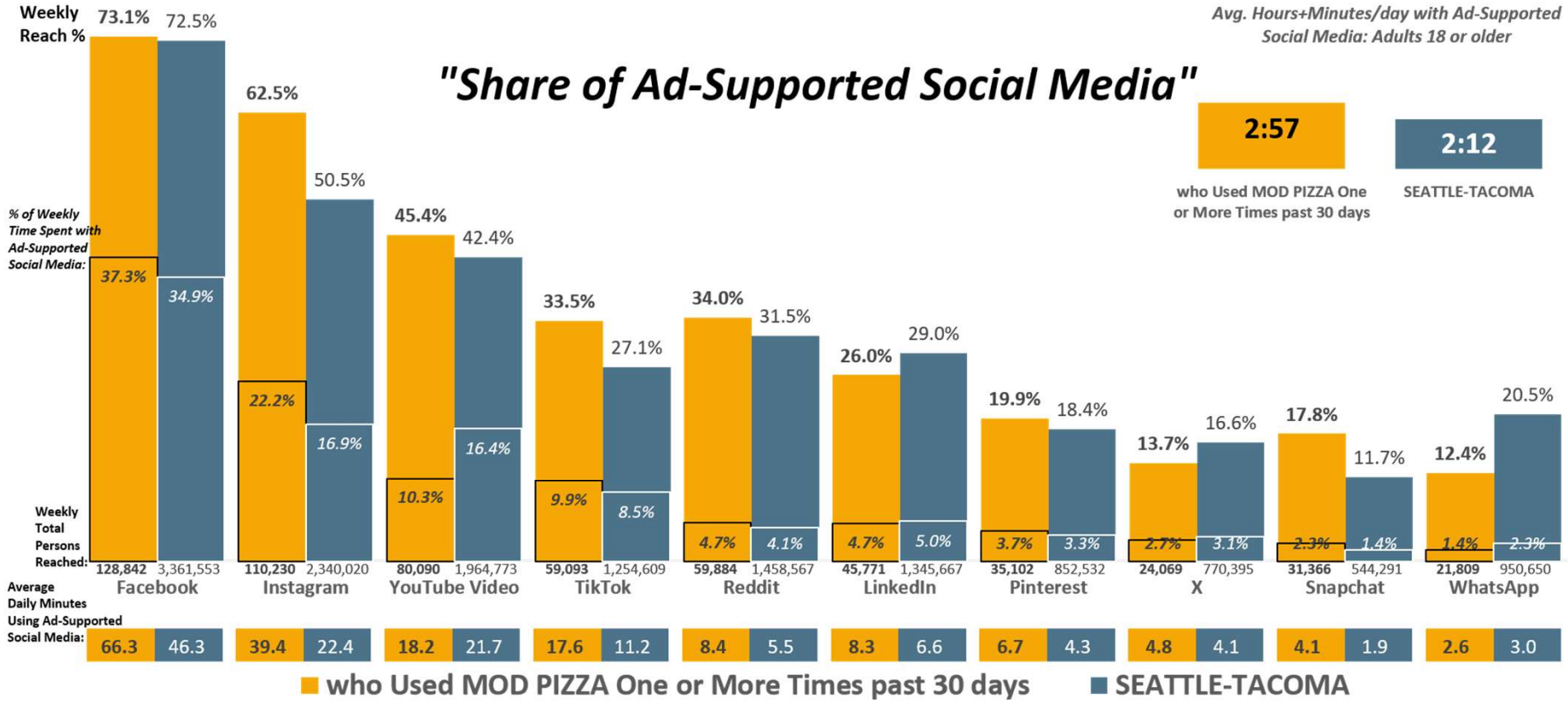
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Quick service restaurants used past 30 days: Ivar's Seafood Bar

MOD PIZZA SEA

128,842 or 73.1% of Adults 18 or older who Used MOD PIZZA One or More Times past 30 days use Ad-Supported Facebook for an average of 66.3 minutes every day representing 37.3% of all time spent daily with Ad-Supported Social Media.



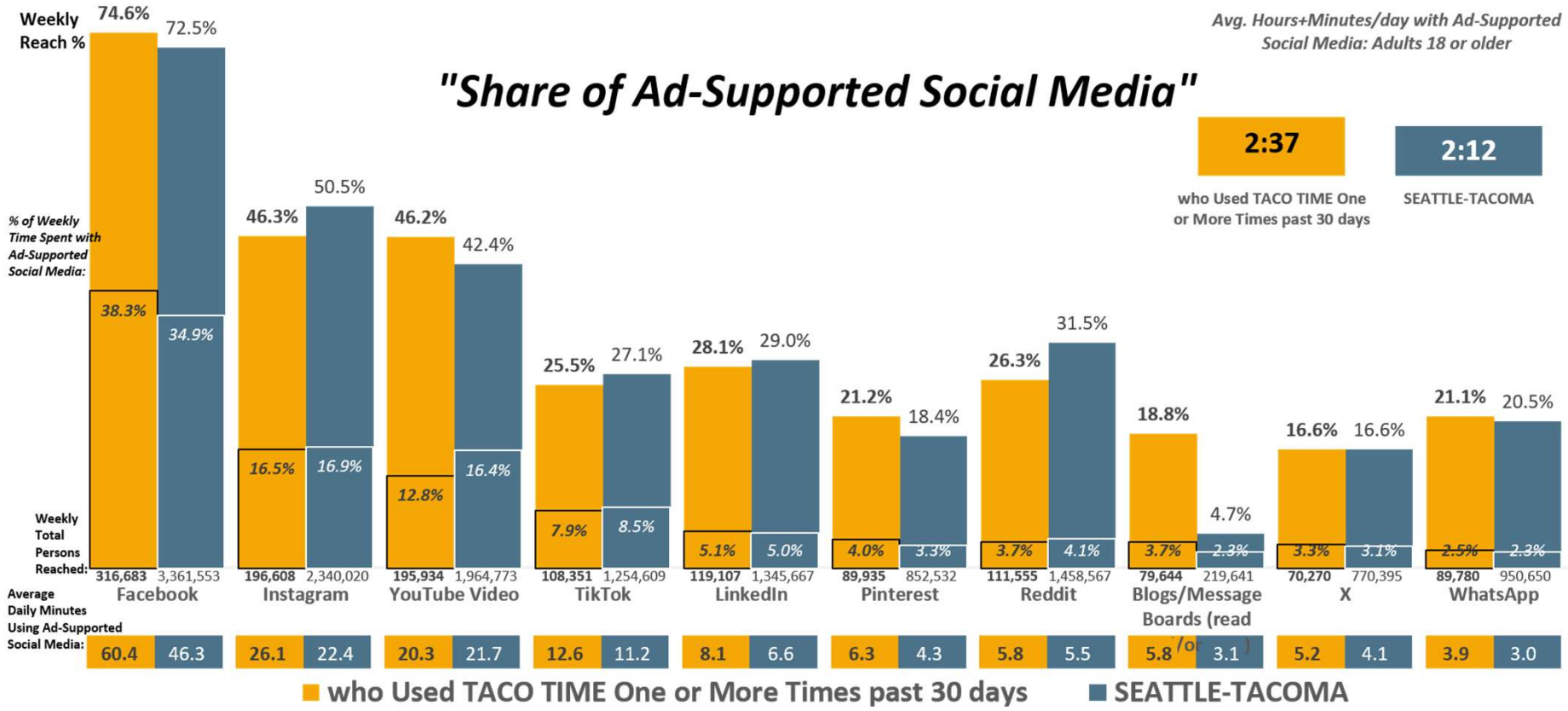

SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 151 SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931

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Sit-down restaurants used past 30 days: MOD Pizza

316,683 or 74.6% of Adults 18 or older who Used TACO TIME One or More Times past 30 days use Ad-Supported Facebook for an average of 60.4 minutes every day representing 38.3% of all time spent daily with Ad-Supported Social Media.



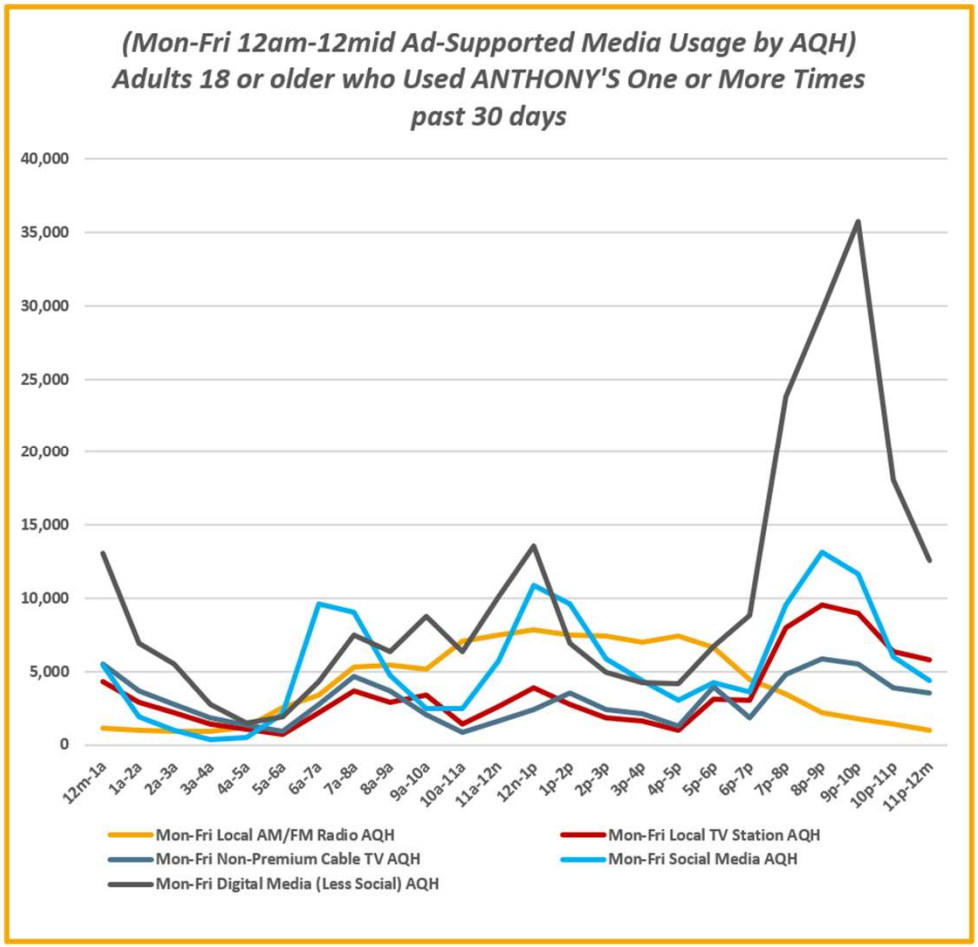

SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 358 SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931

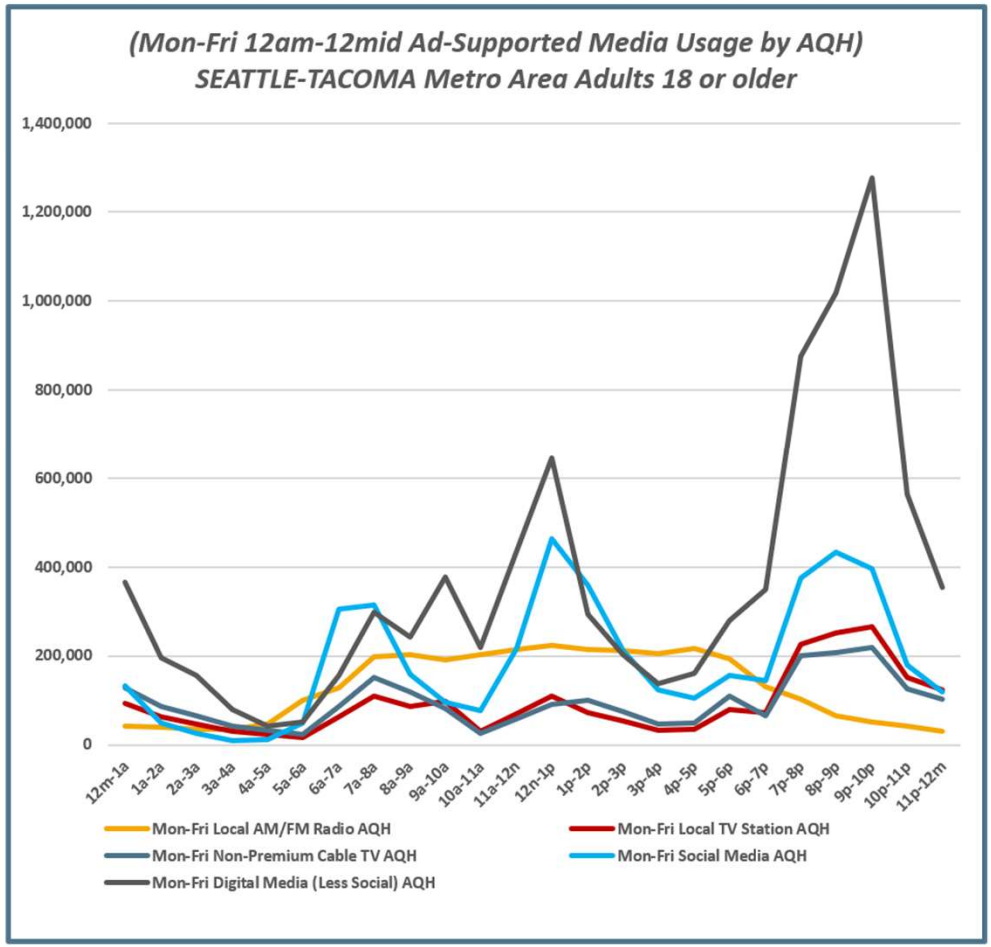
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Quick service restaurants used past 30 days: Taco Time

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,135; Local Radio: 6,312; Social Media: 5,821; Local TV: 2,573; Non-Prem. Cable: 2,546 reaching Adults 18 or older who Used ANTHONY'S One or More Times past 30 days.



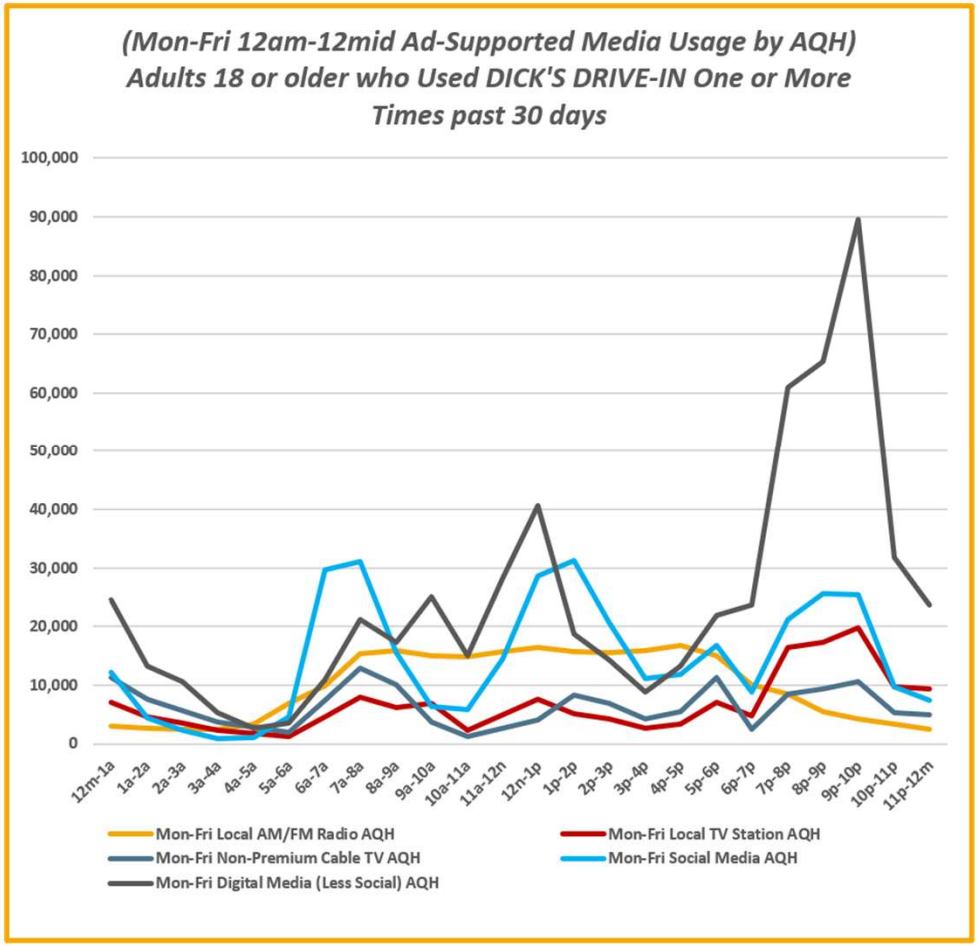

*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 129*

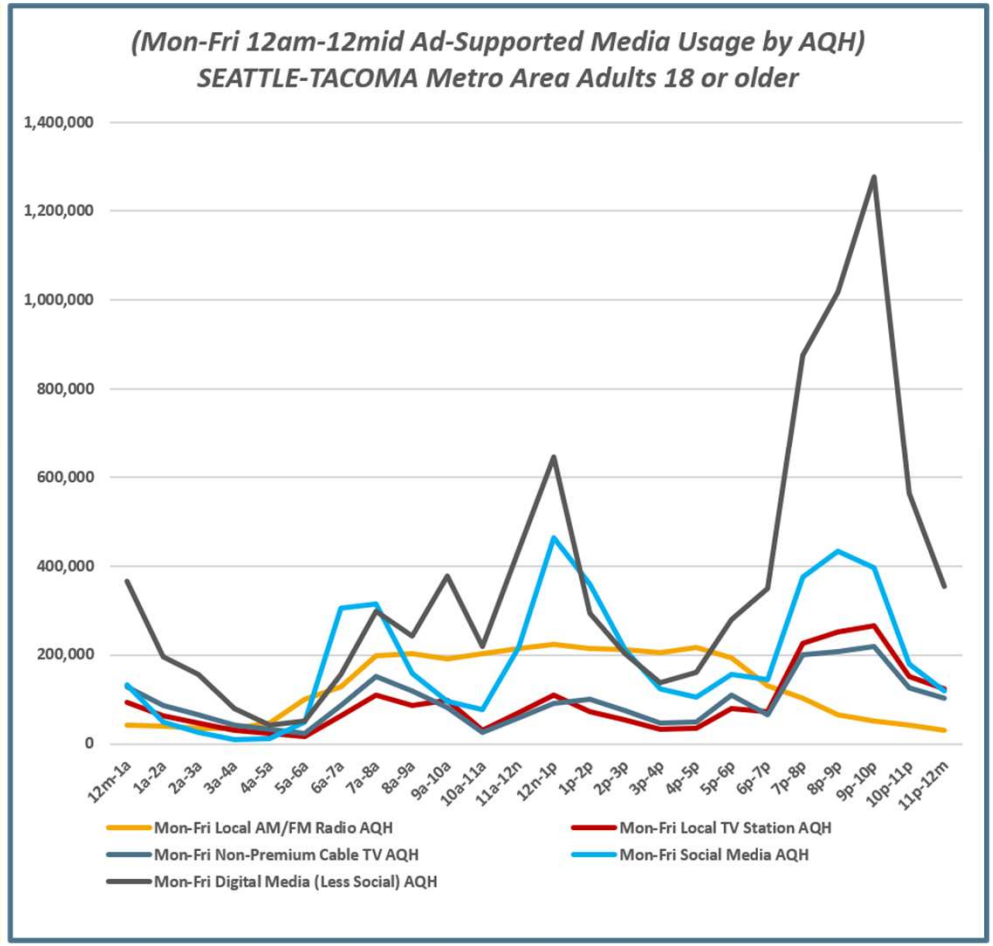
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*Sit-down restaurants used past 30 days: Anthony's*

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 19,940; Social Media: 17,841; Local Radio: 14,767; Non-Prem. Cable: 6,181; Local TV: 5,204 reaching Adults 18 or older who Used DICK'S DRIVE-IN One or More Times past 30



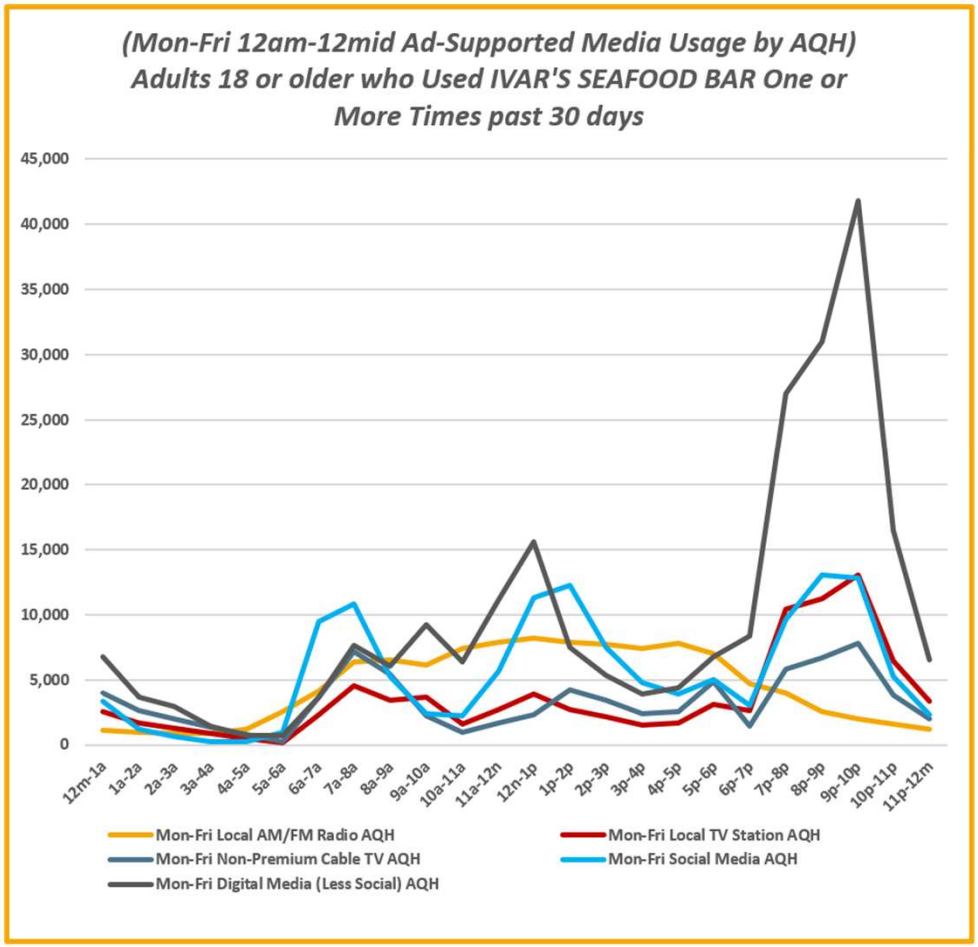


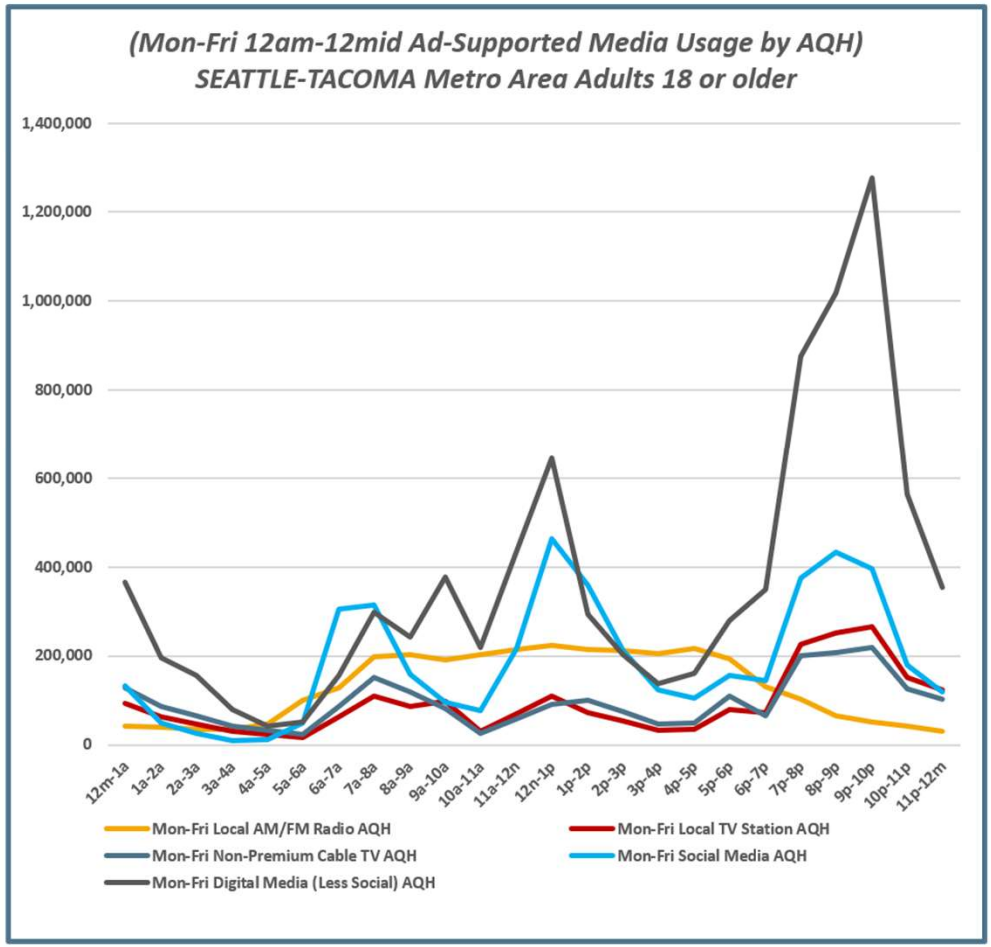
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Quick service restaurants used past 30 days: Dick's

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,363; Local Radio: 6,838; Social Media: 6,425; Non-Prem. Cable: 3,241; Local TV: 2,750 reaching Adults 18 or older who Used IVAR'S SEAFOOD BAR One or More Times past 30



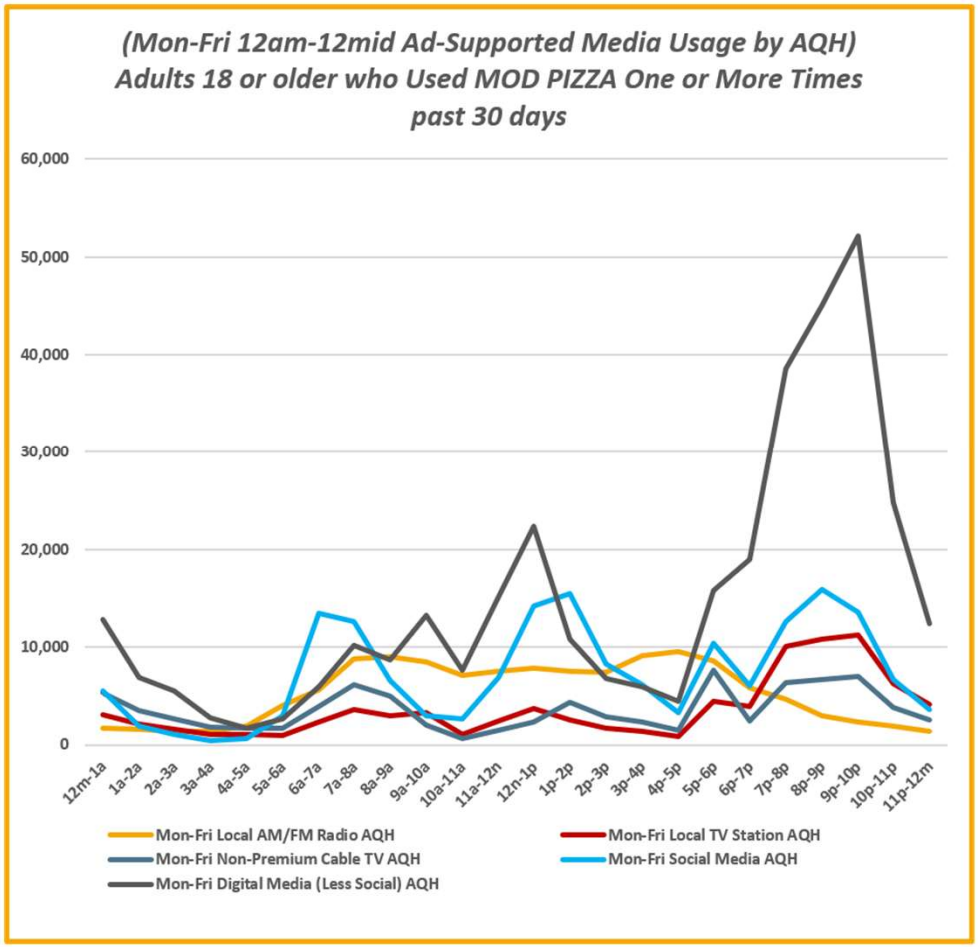

*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 125*

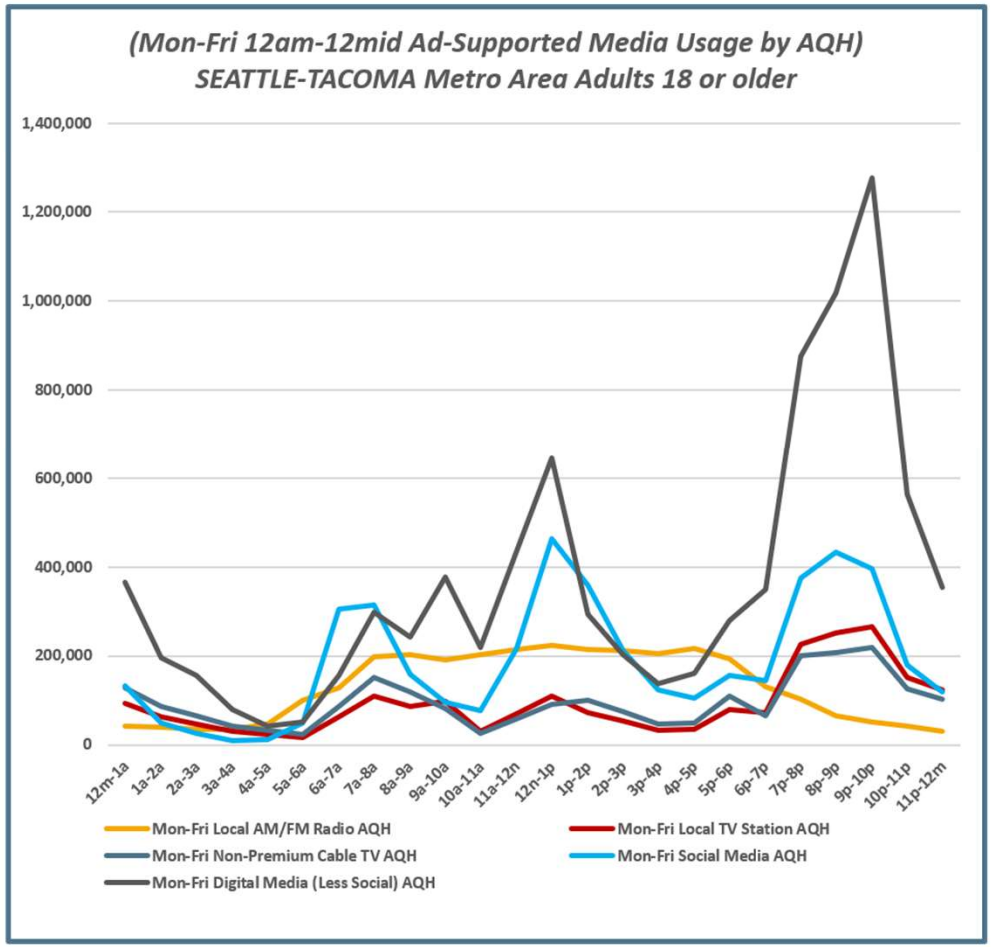
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*Quick service restaurants used past 30 days: Ivar's Seafood Bar*

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 11,217; Social Media: 8,371; Local Radio: 7,889; Non-Prem. Cable: 3,278; Local TV: 2,630 reaching Adults 18 or older who Used MOD PIZZA One or More Times past 30 days.



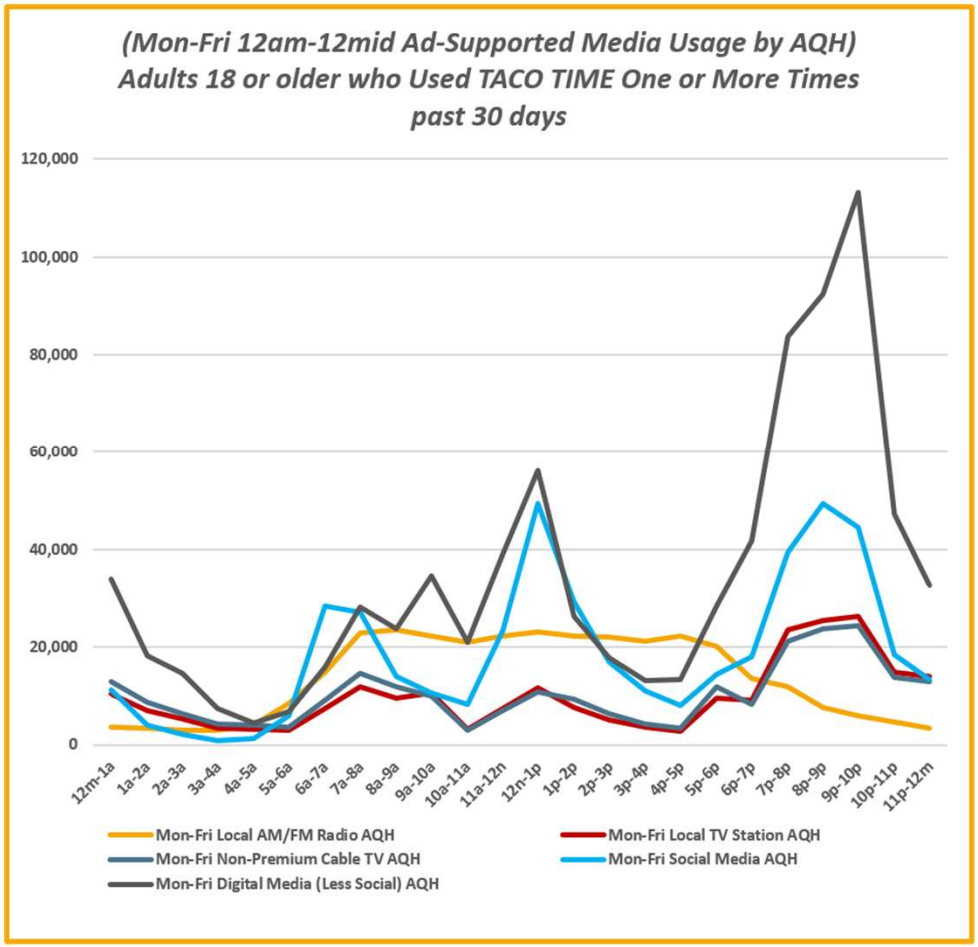

SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 151

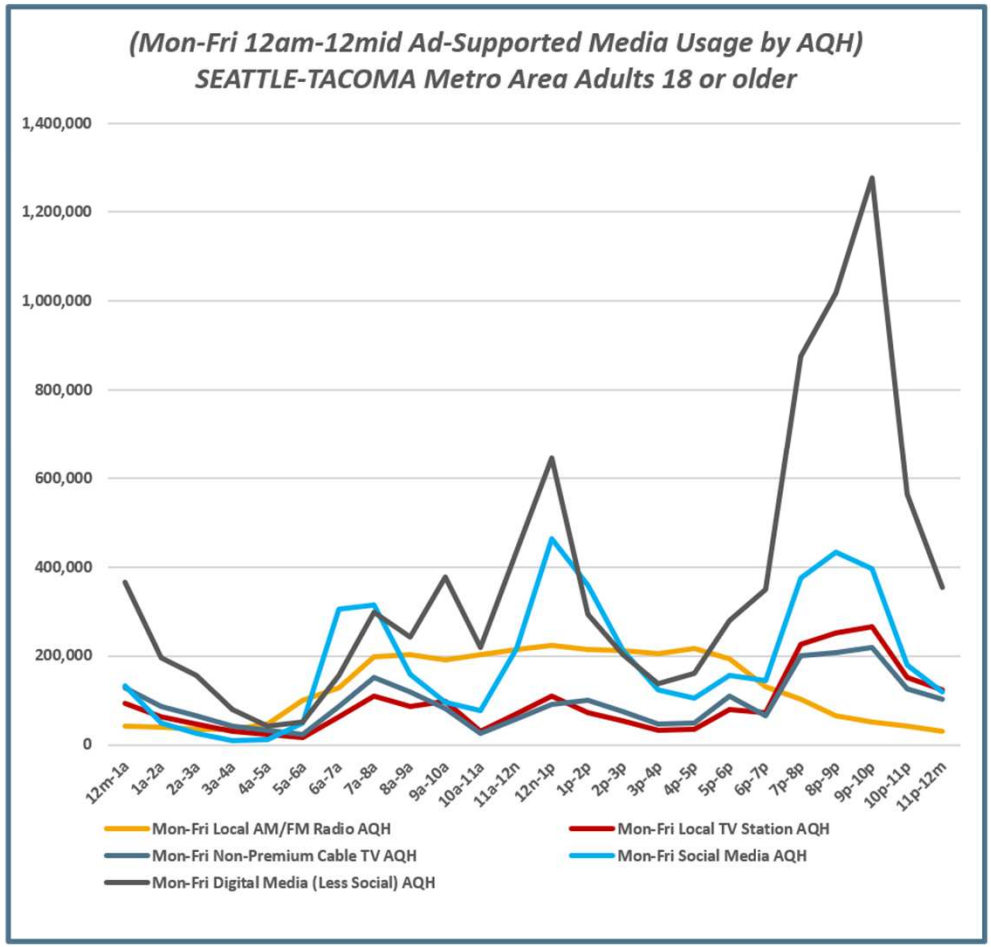
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Sit-down restaurants used past 30 days: MOD Pizza

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 27,641; Local Radio: 20,863; Social Media: 19,906; Non-Prem. Cable: 8,467; Local TV: 7,663 reaching Adults 18 or older who Used TACO TIME One or More Times past 30 days.




*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 358*

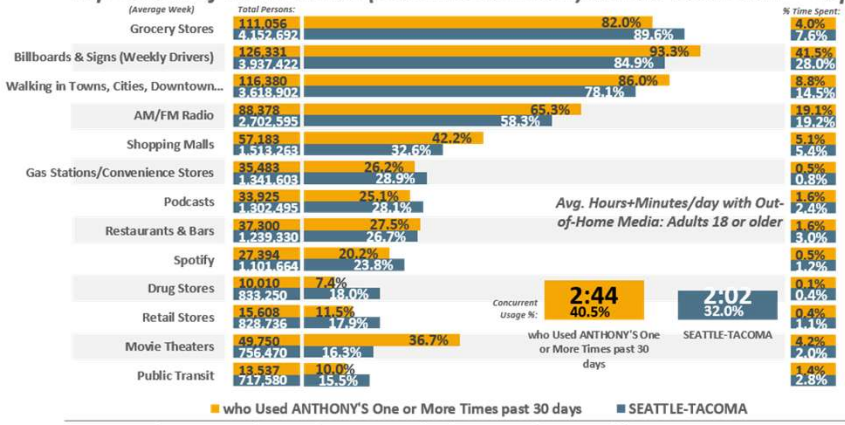
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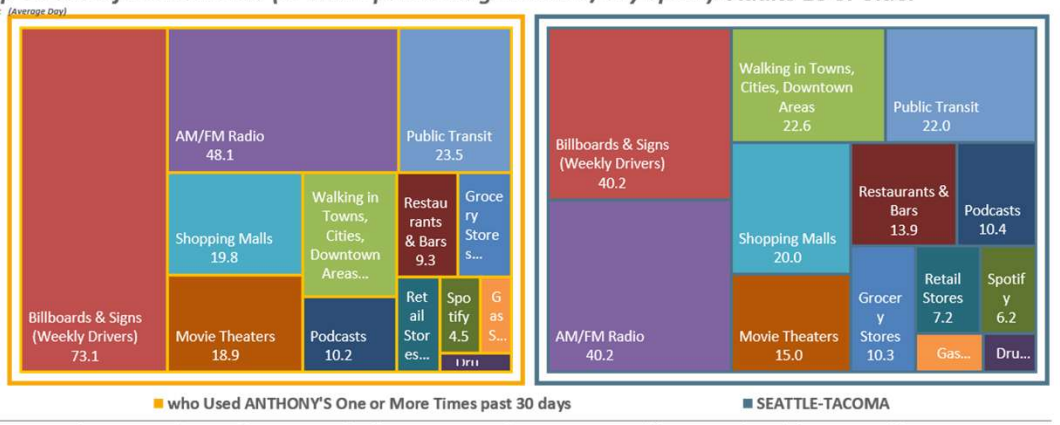
*Quick service restaurants used past 30 days: Taco Time*

126,331 or 93.3% of Adults 18 or older who Used ANTHONY'S One or More Times past 30 days spend an average of 73.1 minutes per day driving, seeing Billboards and Signs. 61.4% Listen to Local Radio Stations Out-of-Home for an average of 40.4 minutes/day.

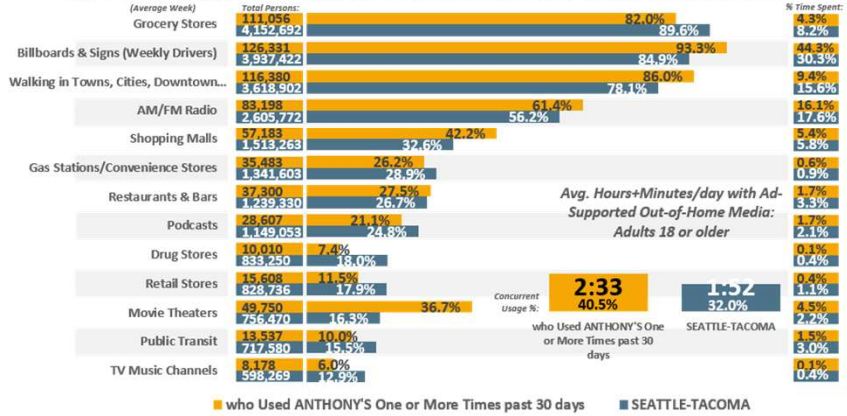
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older



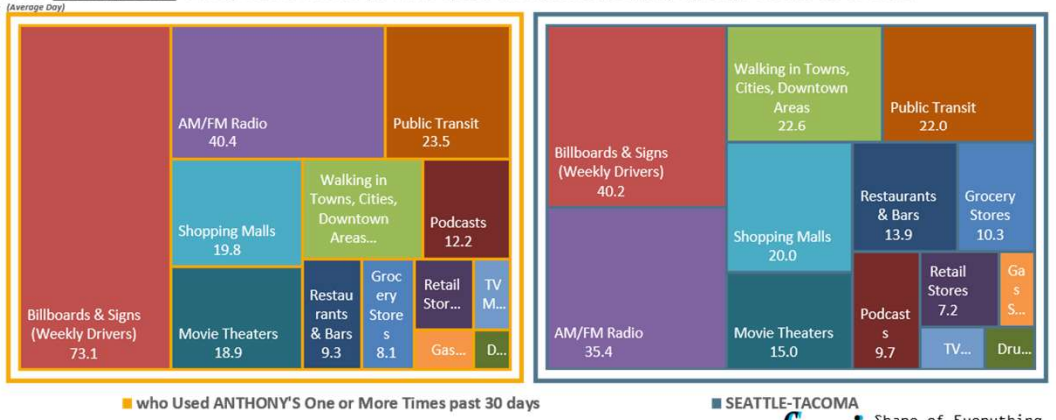

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 129*

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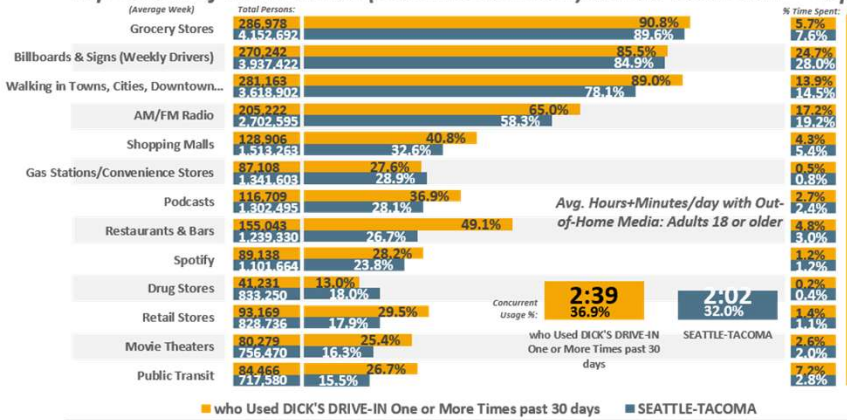
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*Sit-down restaurants used past 30 days: Anthony's*

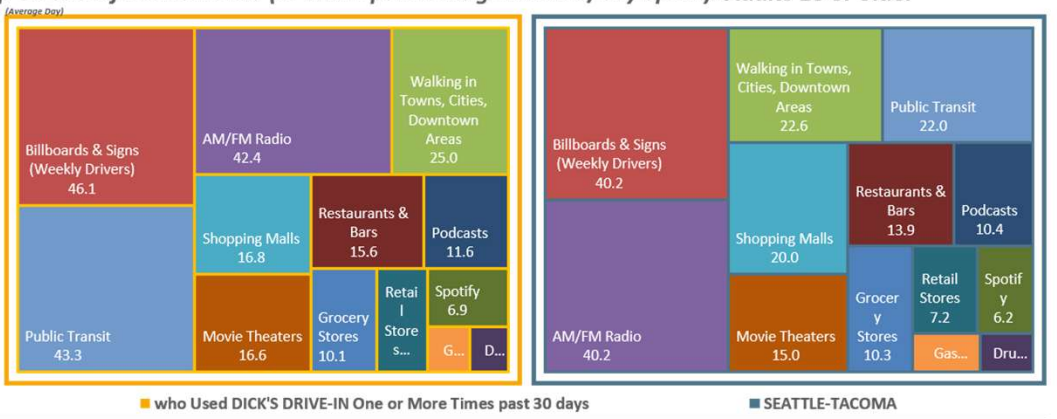



270,242 or 85.5% of Adults 18 or older who Used DICK'S DRIVE-IN One or More Times past 30 days spend an average of 46.1 minutes per day driving, seeing Billboards and Signs. 62.7% Listen to Local Radio Stations Out-of-Home for an average of 36.5 minutes/d

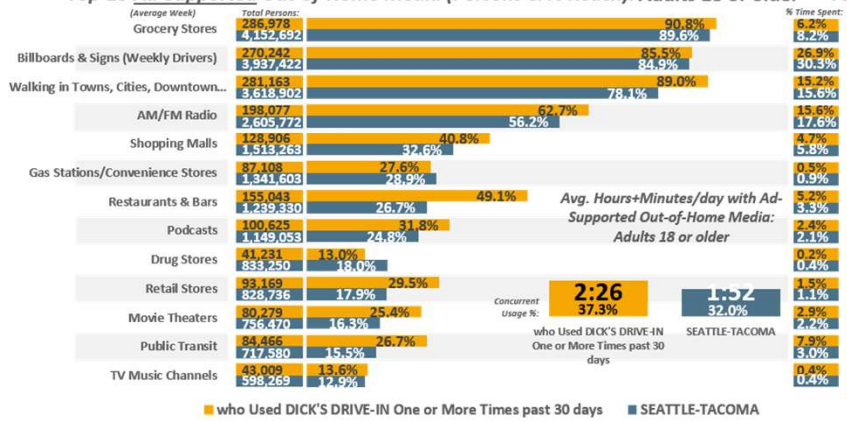
***Top-13 Out-of-Home Media (Persons & % Reach):*** **Adults 18 or older**



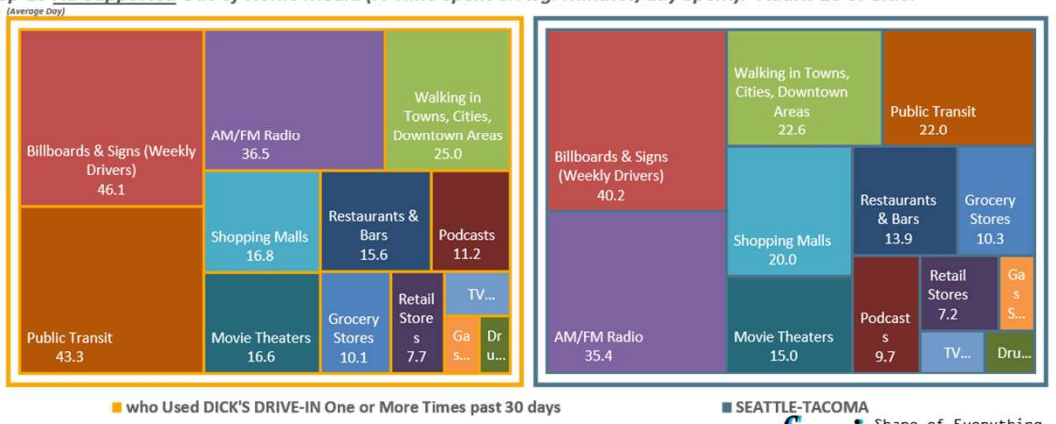

***Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):*** **Adults 18 or older**




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




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




*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 241*

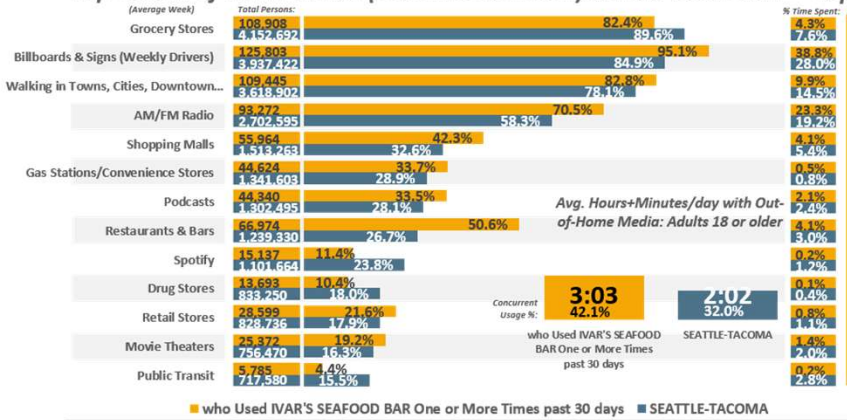
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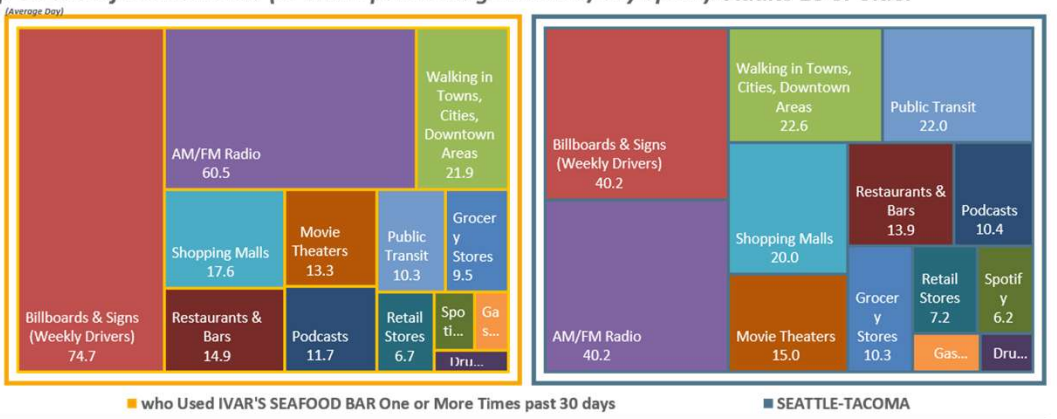
*Quick service restaurants used past 30 days: Dick's*

125,803 or 95.1% of Adults 18 or older who Used IVAR'S SEAFOOD BAR One or More Times past 30 days spend an average of 74.7 minutes per day driving, seeing Billboards and Signs. 68.1% Listen to Local Radio Stations Out-of-Home for an average of 54.4 minute

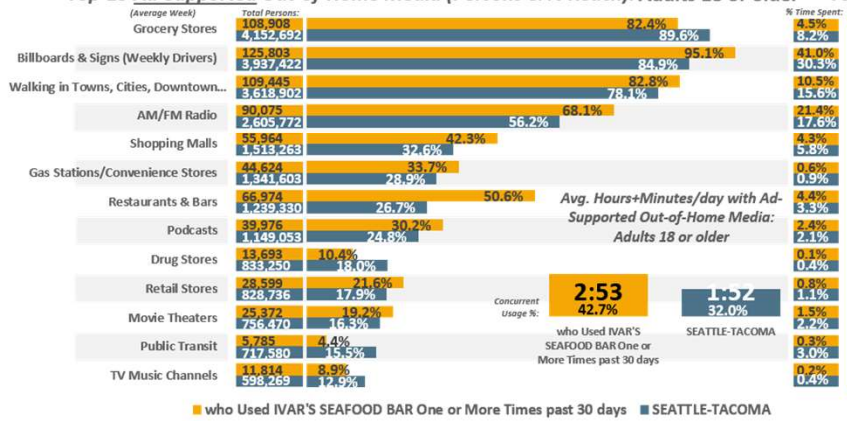
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older



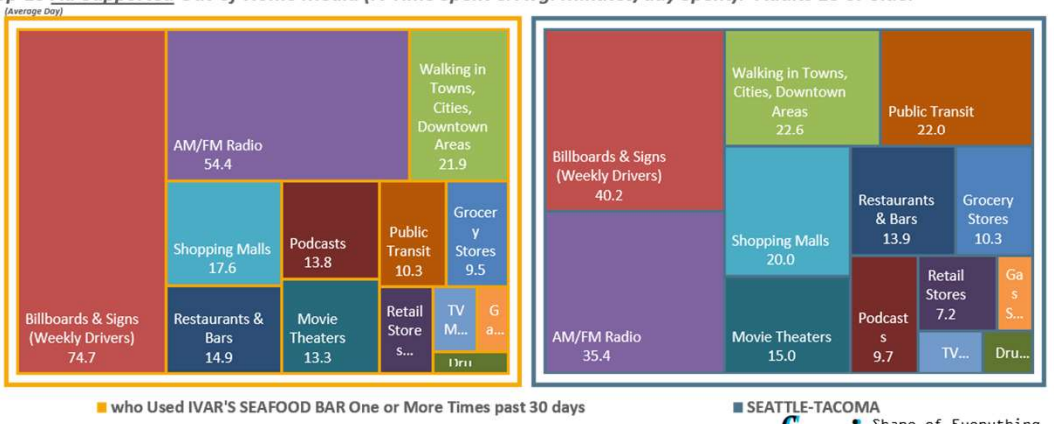

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 125*

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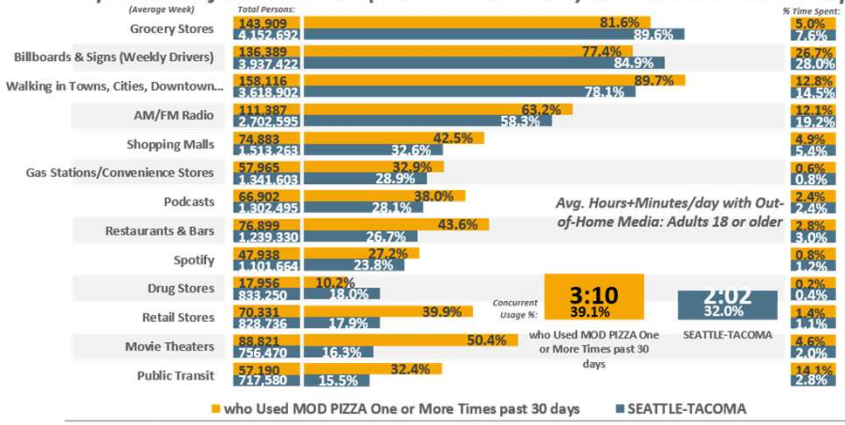
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*Quick service restaurants used past 30 days: Ivar's Seafood Bar*

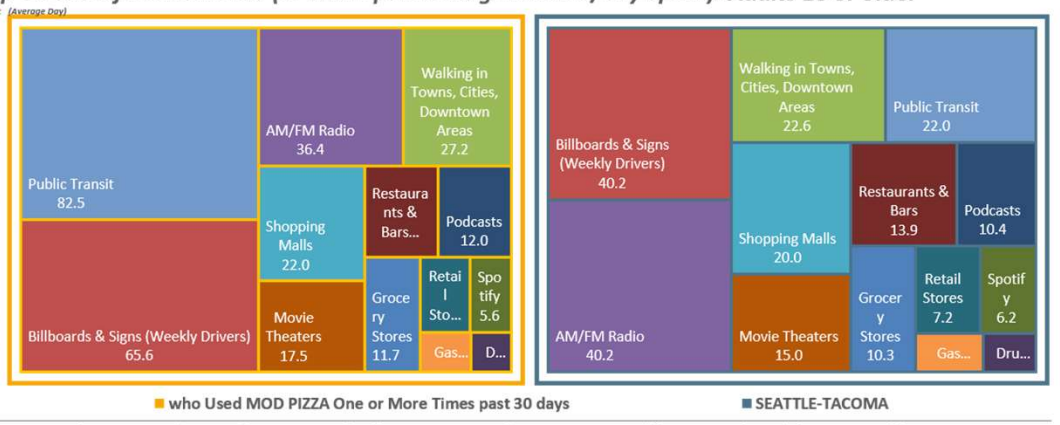
# MOD PIZZA SEA

136,389 or 77.4% of Adults 18 or older who Used MOD PIZZA One or More Times past 30 days spend an average of 65.6 minutes per day driving, seeing Billboards and Signs. 60.7% Listen to Local Radio Stations Out-of-Home for an average of 34.1 minutes/day.

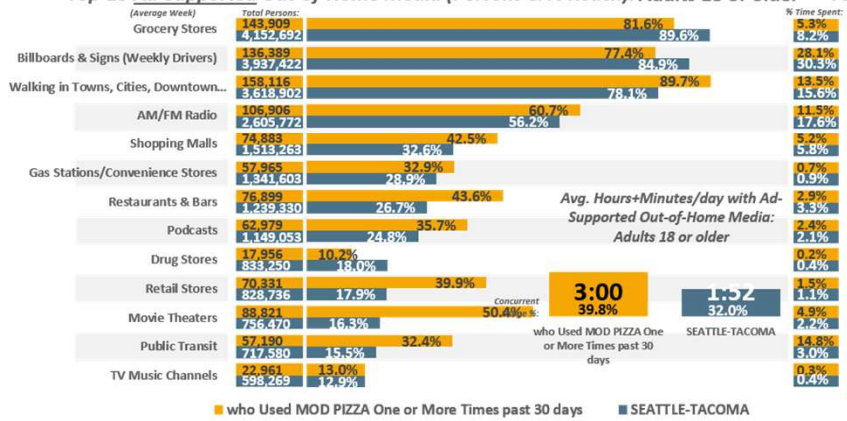
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older



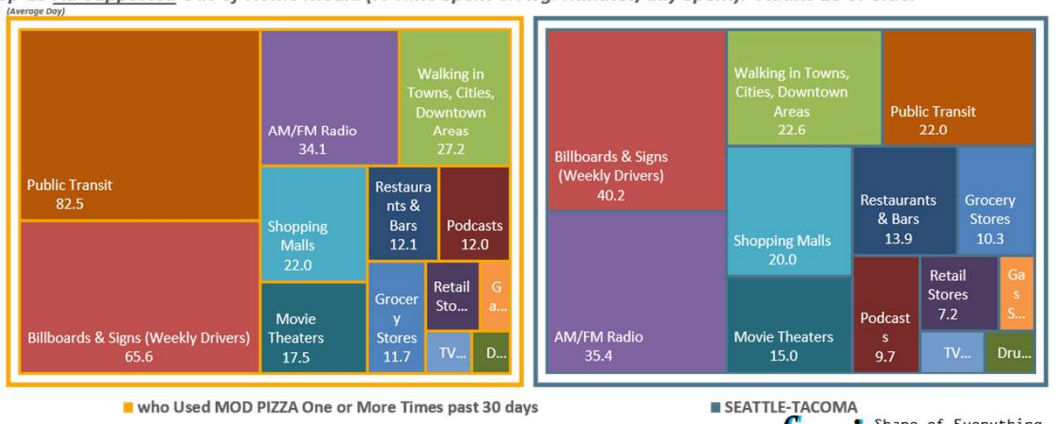

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 151*

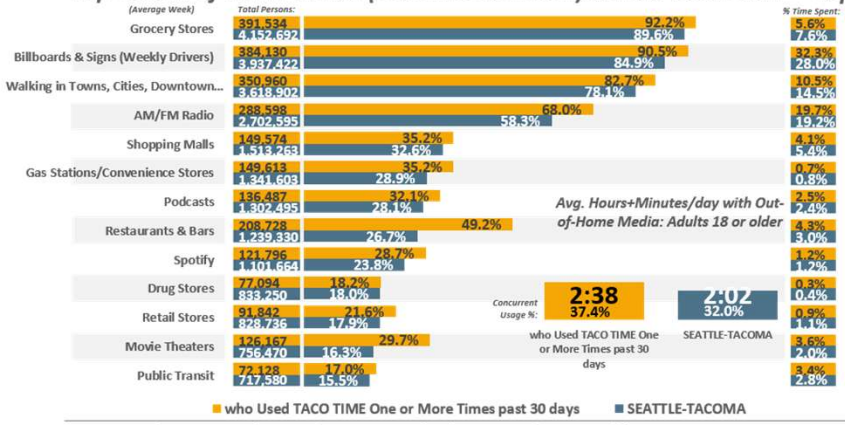
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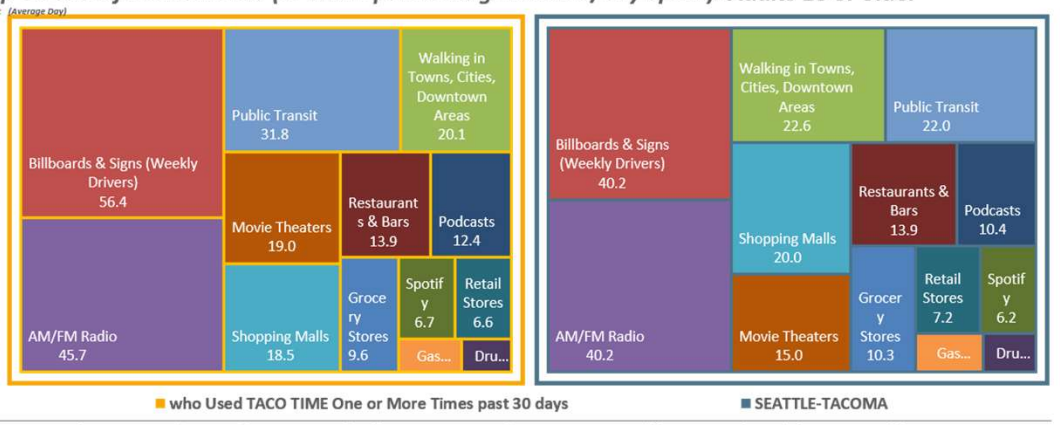
*Sit-down restaurants used past 30 days: MOD Pizza*

384,130 or 90.5% of Adults 18 or older who Used TACO TIME One or More Times past 30 days spend an average of 56.4 minutes per day driving, seeing Billboards and Signs. 65.1% Listen to Local Radio Stations Out-of-Home for an average of 40.4 minutes/day.

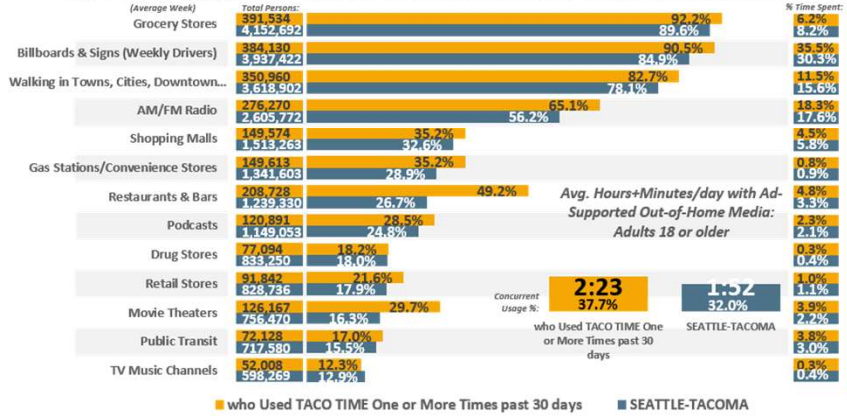
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older



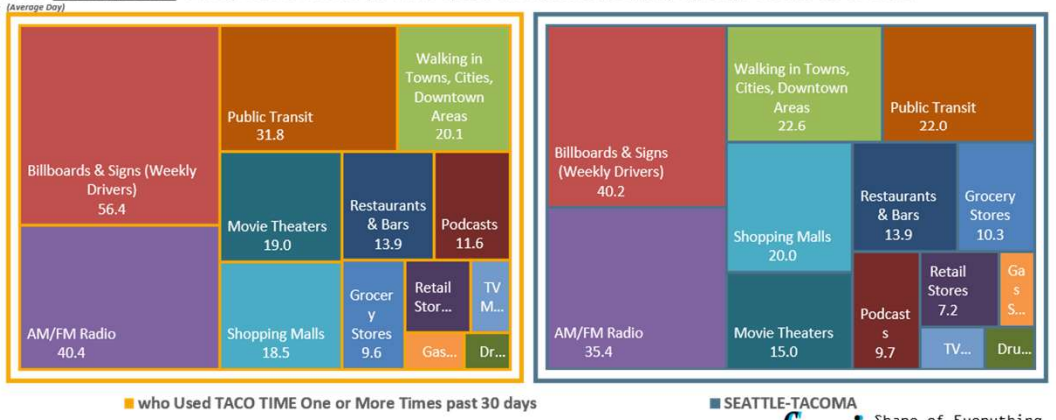

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 358*

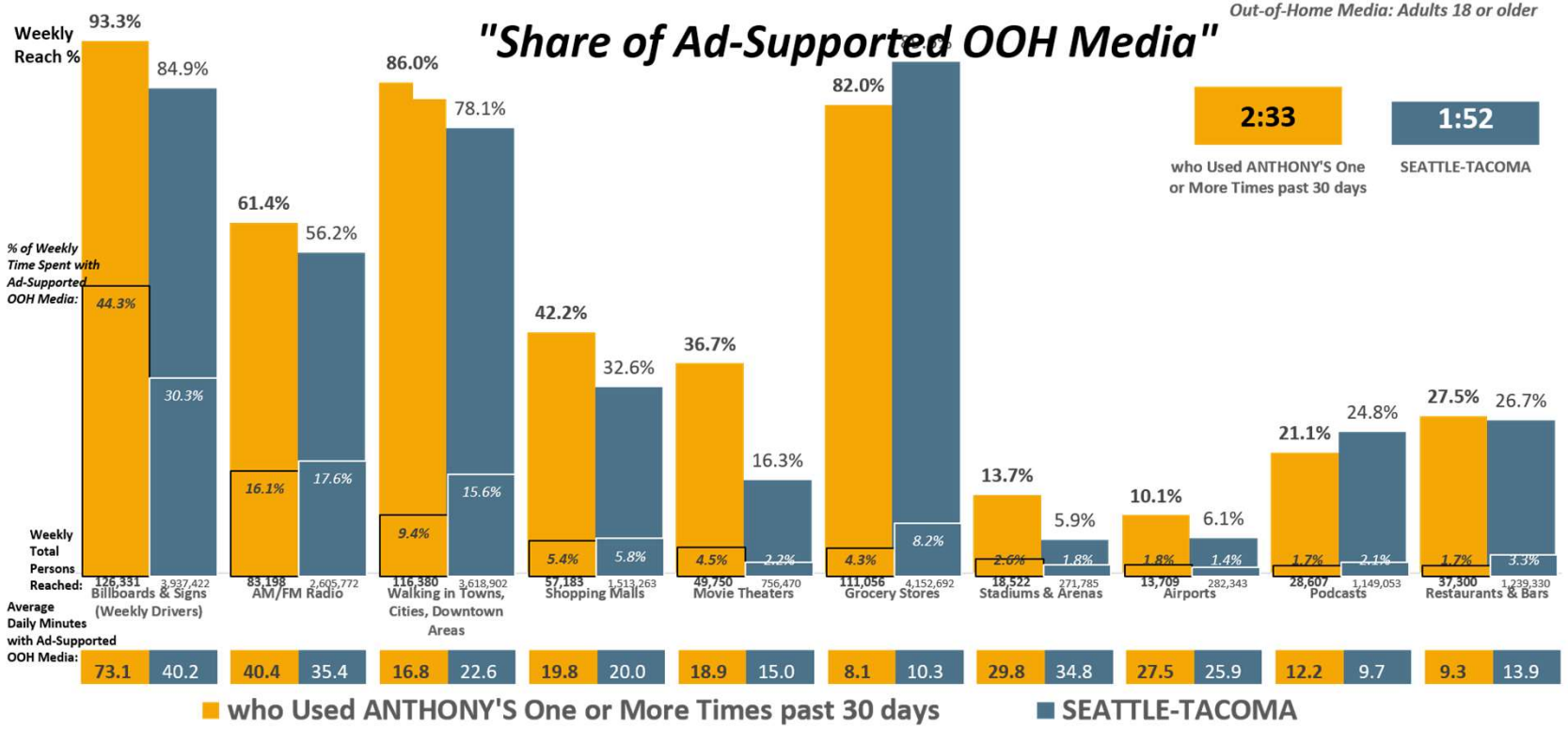
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*Quick service restaurants used past 30 days: Taco Time*

126,331 or 93.3% of Adults 18 or older who Used ANTHONY'S One or More Times past 30 days spend an average of 73.1 minutes per day driving, seeing Billboards and Signs representing 44.3% 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*




SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 129 SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931

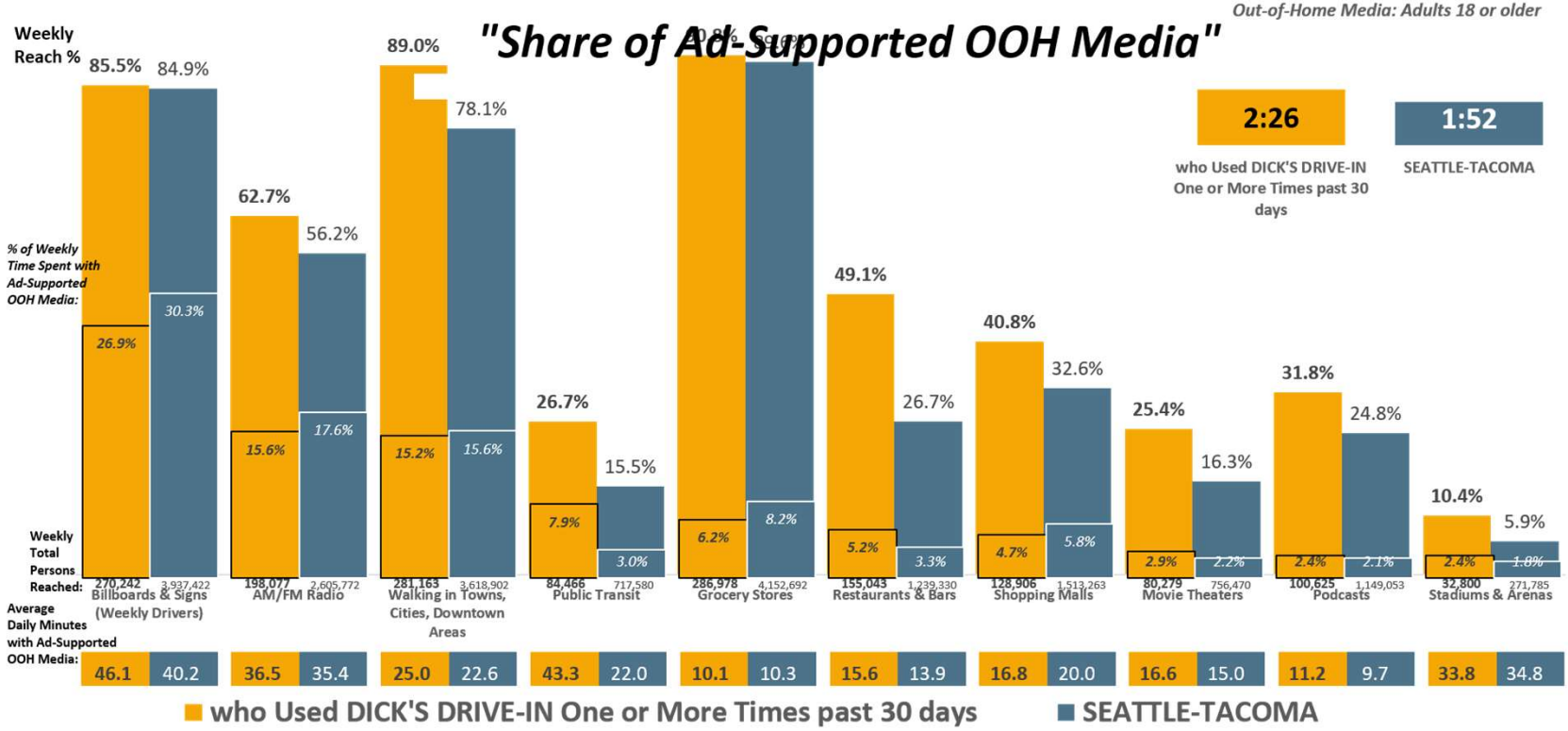
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Sit-down restaurants used past 30 days: Anthony's

270,242 or 85.5% of Adults 18 or older who Used DICK'S DRIVE-IN One or More Times past 30 days spend an average of 46.1 minutes per day driving, seeing Billboards and Signs representing 26.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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




*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 241 SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931*

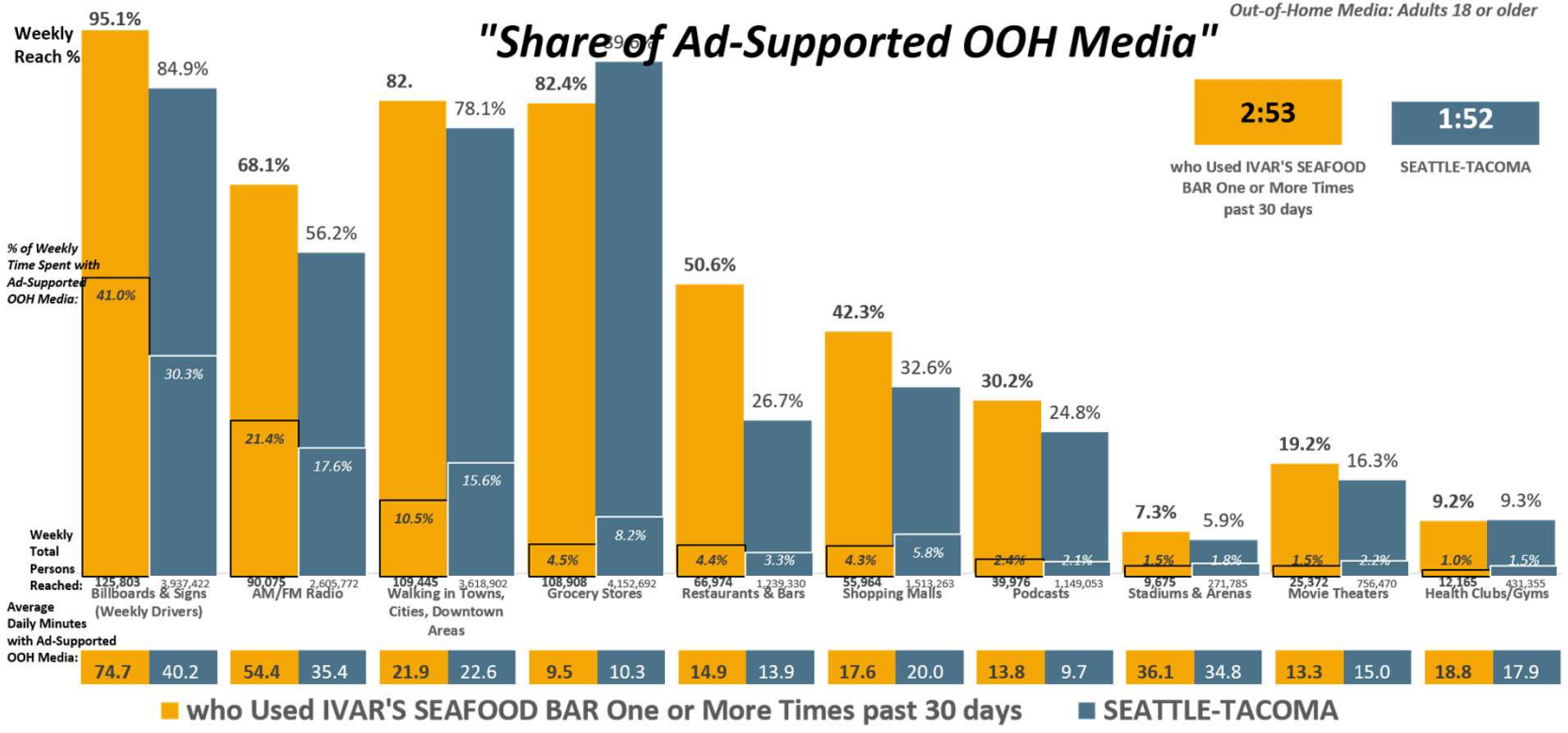
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*Quick service restaurants used past 30 days: Dick's*

125,803 or 95.1% of Adults 18 or older who Used IVAR'S SEAFOOD BAR One or More Times past 30 days spend an average of 74.7 minutes per day driving, seeing Billboards and Signs representing 41.% 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*




SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 125 SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931

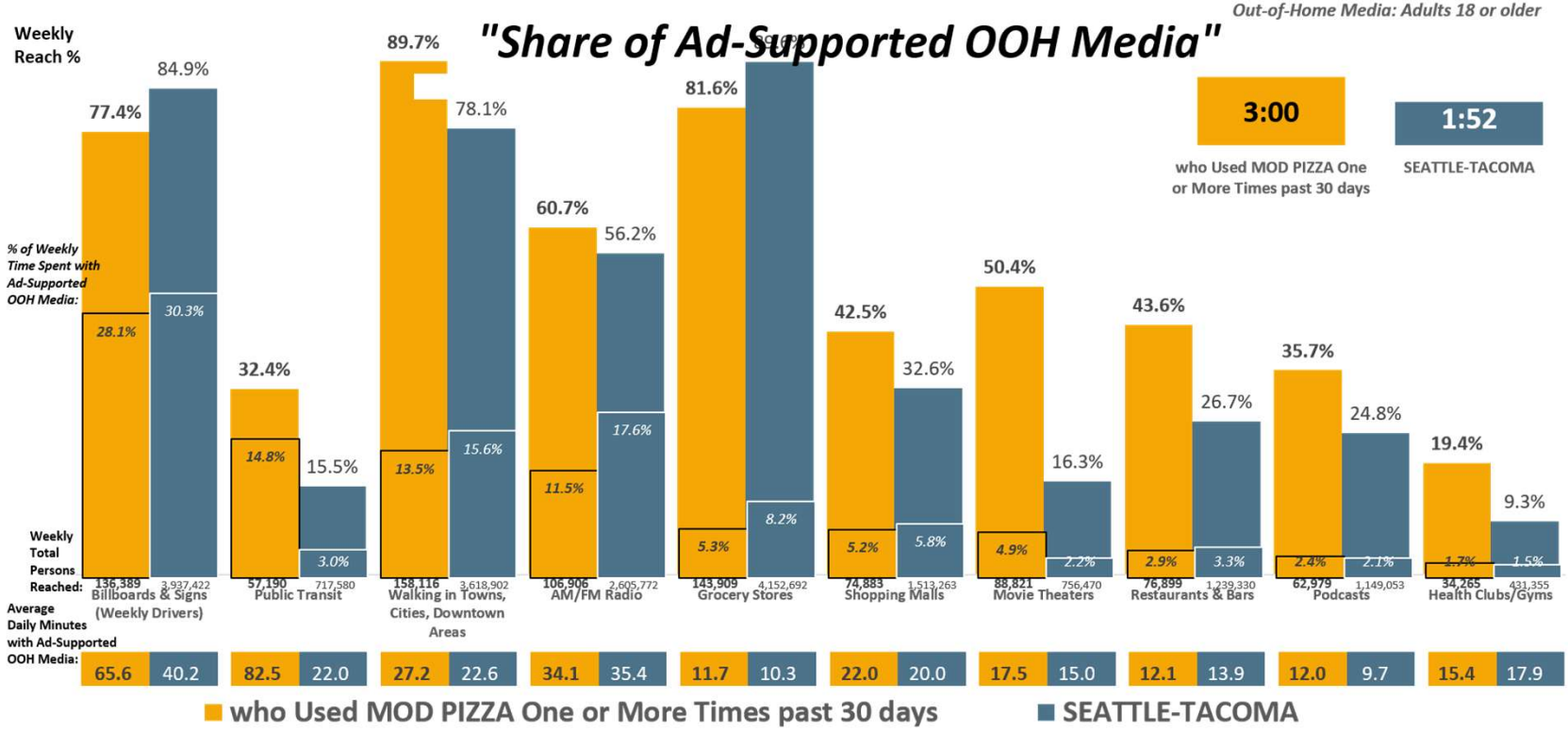
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*Quick service restaurants used past 30 days: Ivar's Seafood Bar*

136,389 or 77.4% of Adults 18 or older who Used MOD PIZZA One or More Times past 30 days spend an average of 65.6 minutes per day driving, seeing Billboards and Signs representing 28.1% 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*




SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 151 SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931

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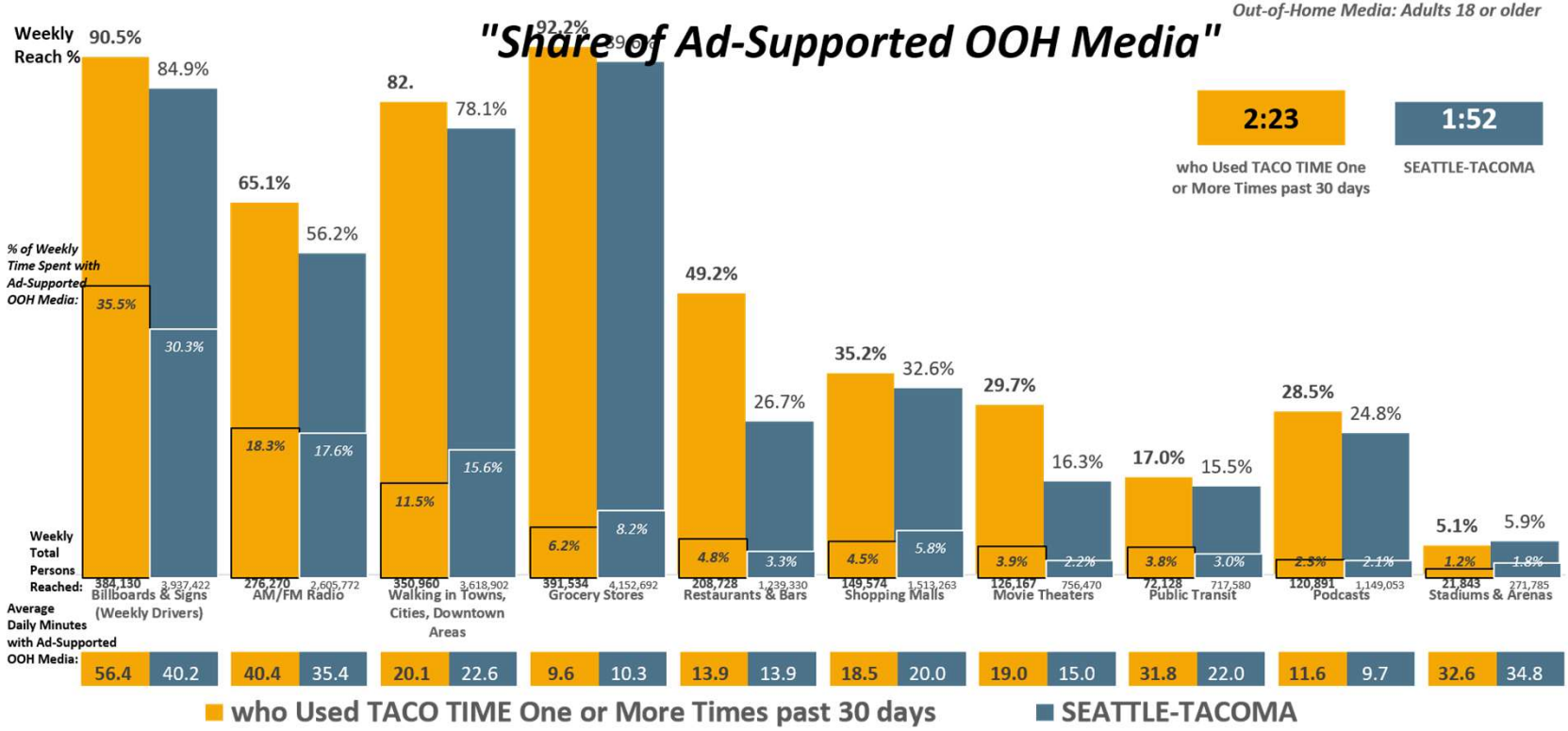
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*Sit-down restaurants used past 30 days: MOD Pizza*

384,130 or 90.5% of Adults 18 or older who Used TACO TIME One or More Times past 30 days spend an average of 56.4 minutes per day driving, seeing Billboards and Signs representing 35.5% 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*

# "Share of Ad-Supported OOH Media"




SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 358 SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931

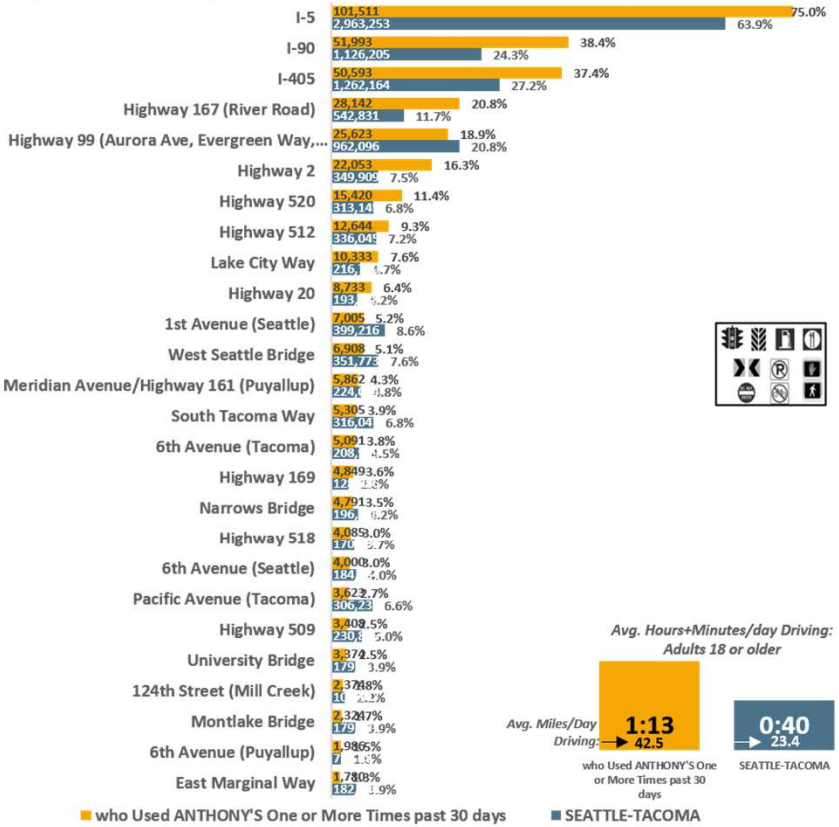
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Quick service restaurants used past 30 days: Taco Time

126,331 or 93.3% of Adults 18 or older who Used ANTHONY'S One or More Times past 30 days spend an average of 73.1 minutes per day driving an average of 42.5 miles each day and are 115.8% more likely to use Highway 2 than the Metro average.

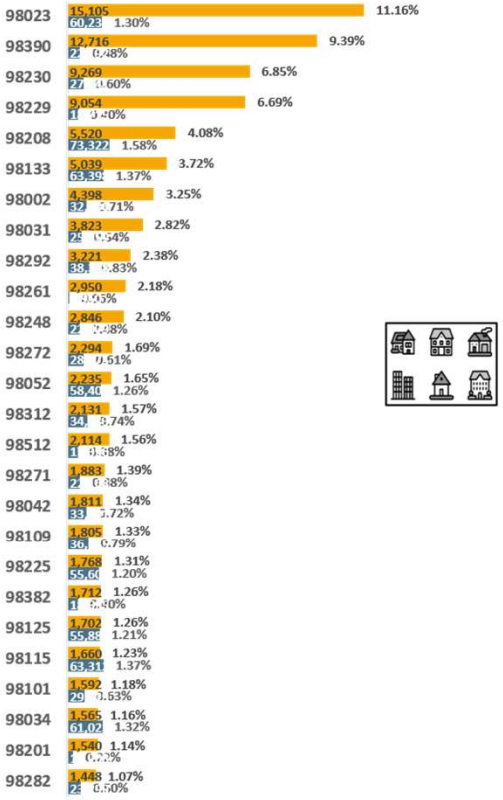
## *Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach):* Adults 18 or older



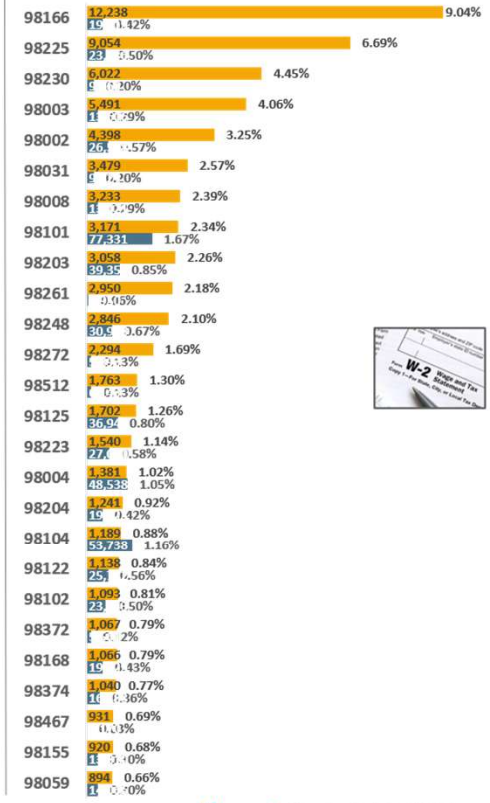

### *Avg. Hours+Minutes/day Driving: Adults 18 or older*




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




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




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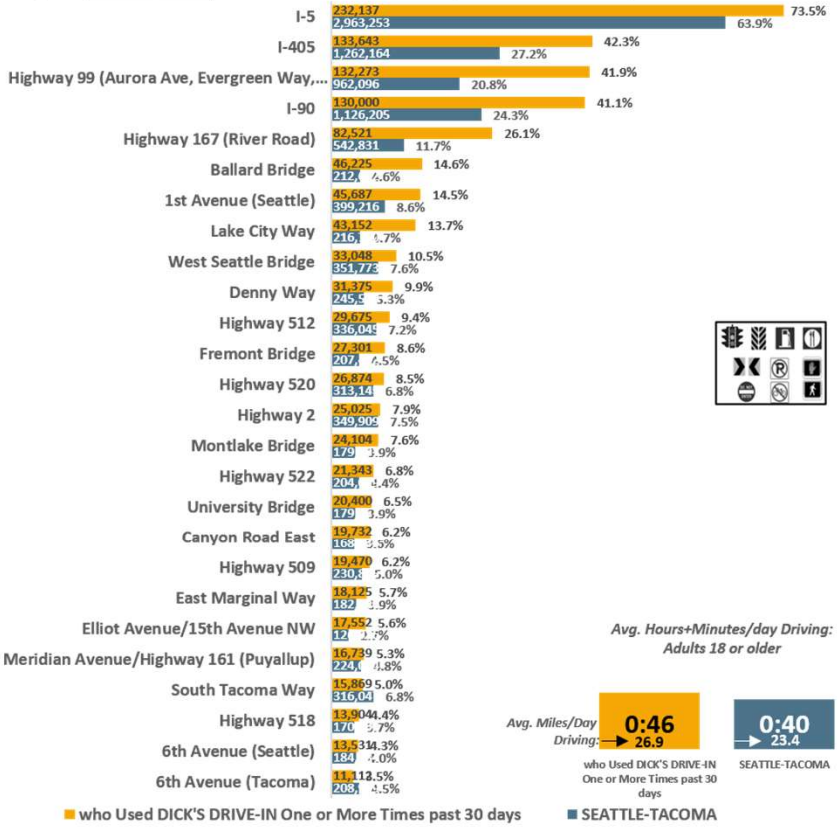
*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 129*

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*Sit-down restaurants used past 30 days: Anthony's*

270,242 or 85.5% of Adults 18 or older who Used DICK'S DRIVE-IN One or More Times past 30 days spend an average of 46.1 minutes per day driving an average of 26.9 miles each day and are 219.% more likely to use Ballard Bridge than the Metro average.

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

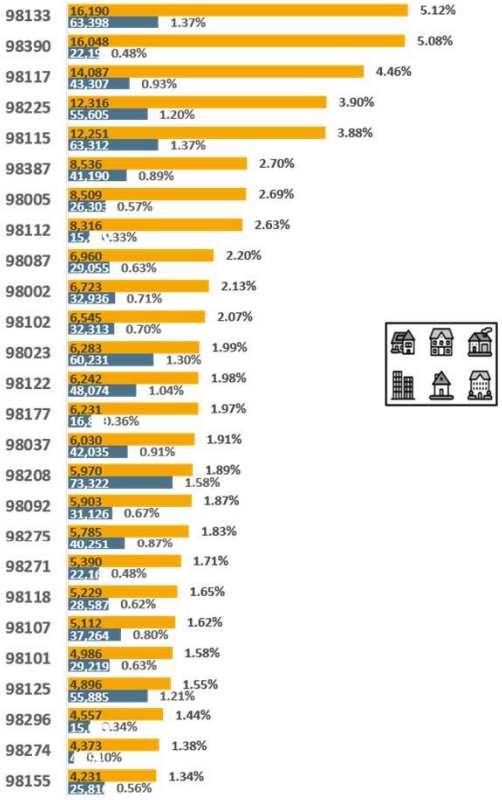



*Avg. Hours+Minutes/day Driving: Adults 18 or older*

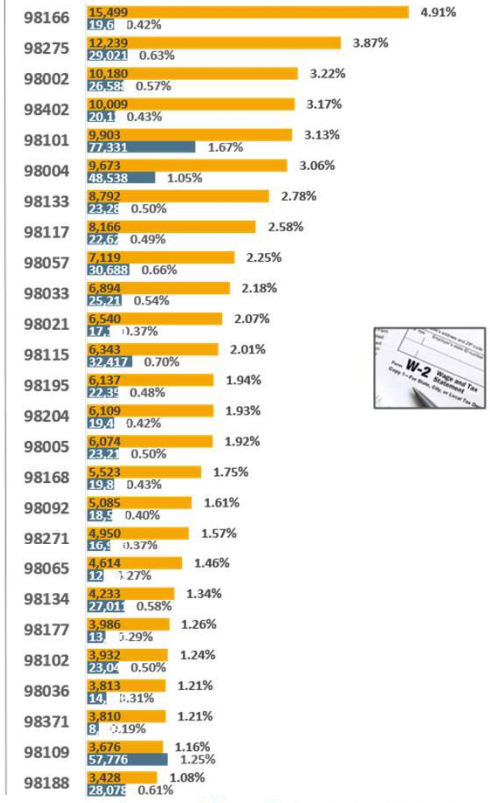
*Avg. Miles/Day Driving:*




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




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




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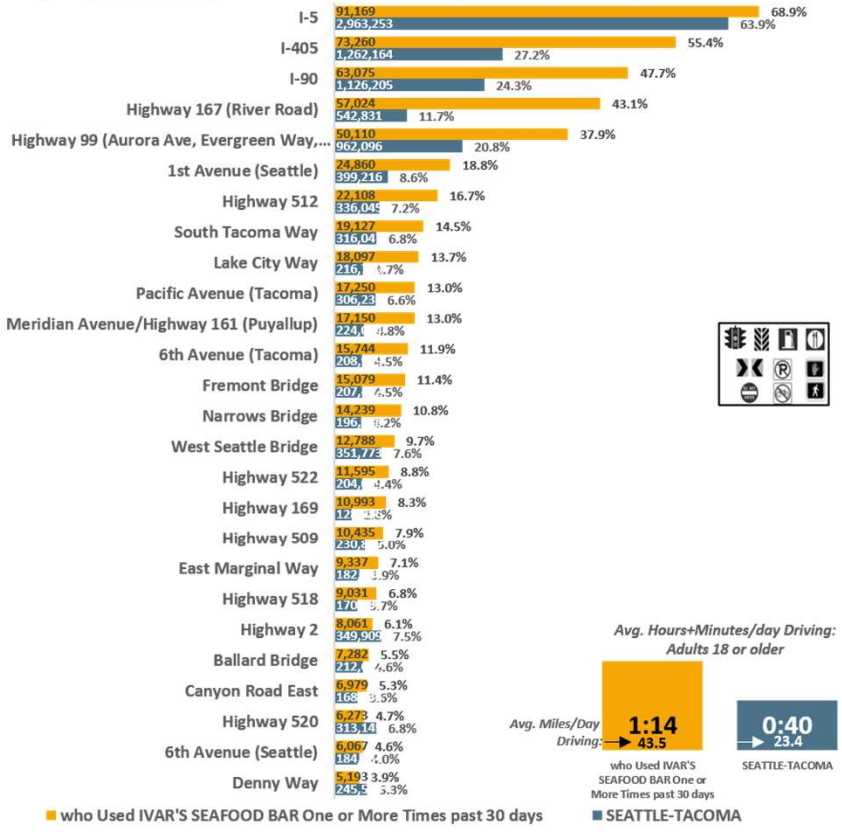
*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 241*

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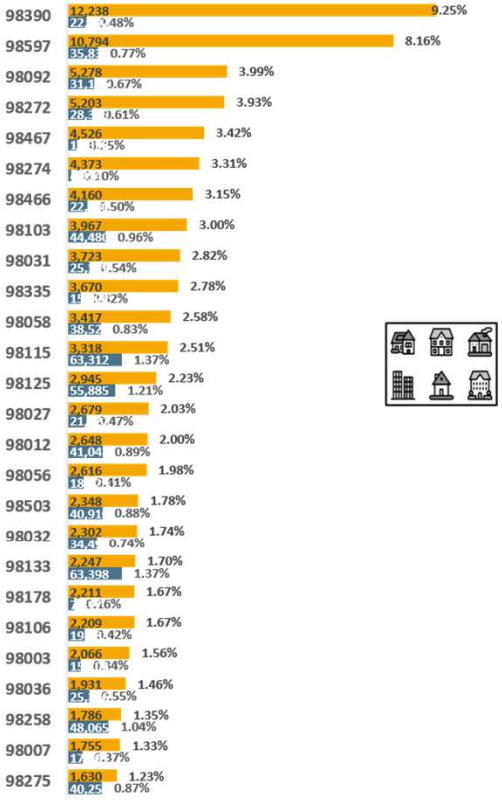
*Quick service restaurants used past 30 days: Dick's*

125,803 or 95.1% of Adults 18 or older who Used IVAR'S SEAFOOD BAR One or More Times past 30 days spend an average of 74.7 minutes per day driving an average of 43.5 miles each day and are 268.3% more likely to use Highway 167 (River Road) than the Metro

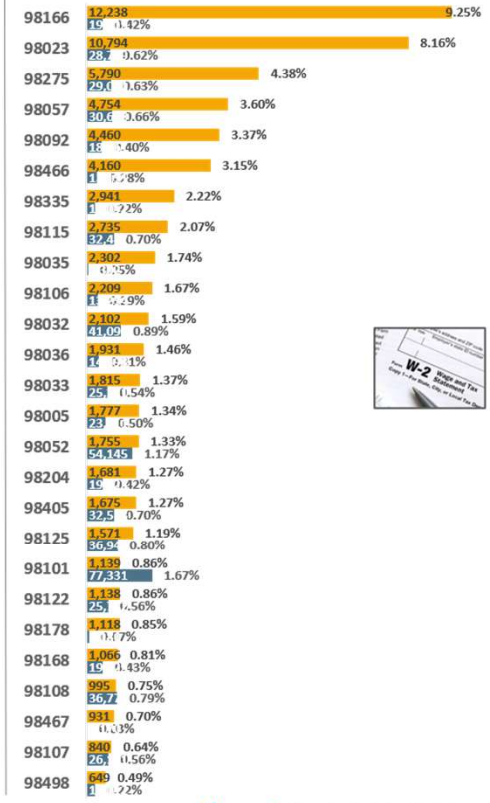
## Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older




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




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




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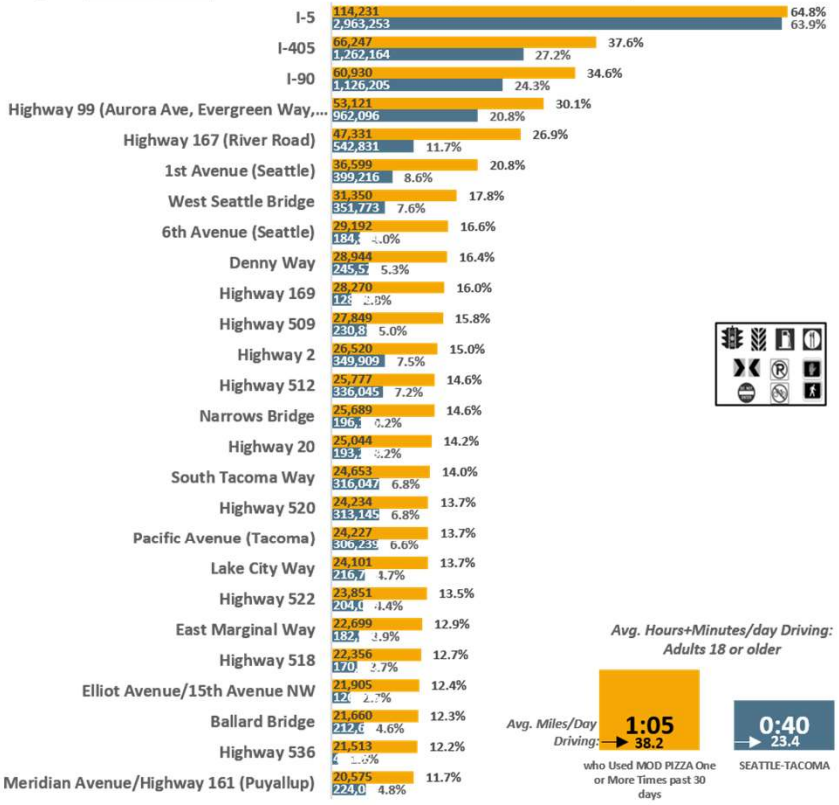
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Quick service restaurants used past 30 days: Ivar's Seafood Bar

MOD PIZZA SEA

136,389 or 77.4% of Adults 18 or older who Used MOD PIZZA One or More Times past 30 days spend an average of 65.6 minutes per day driving an average of 38.2 miles each day and are 480.6% more likely to use Highway 169 than the Metro average.

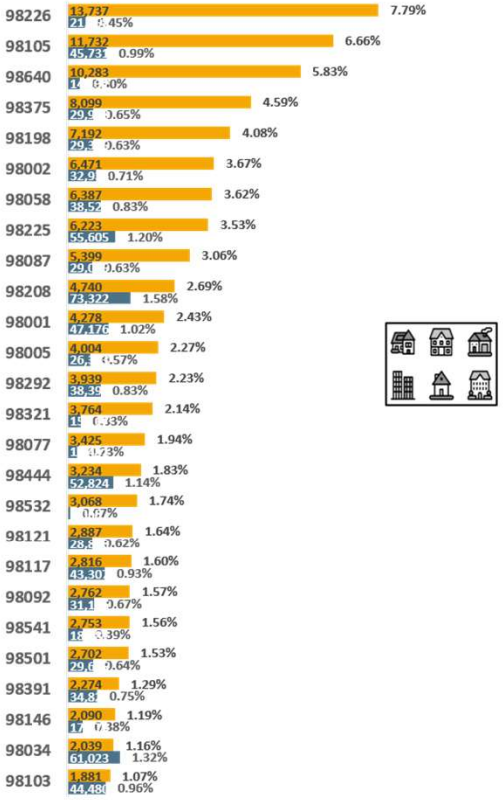
## *Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach):* Adults 18 or older



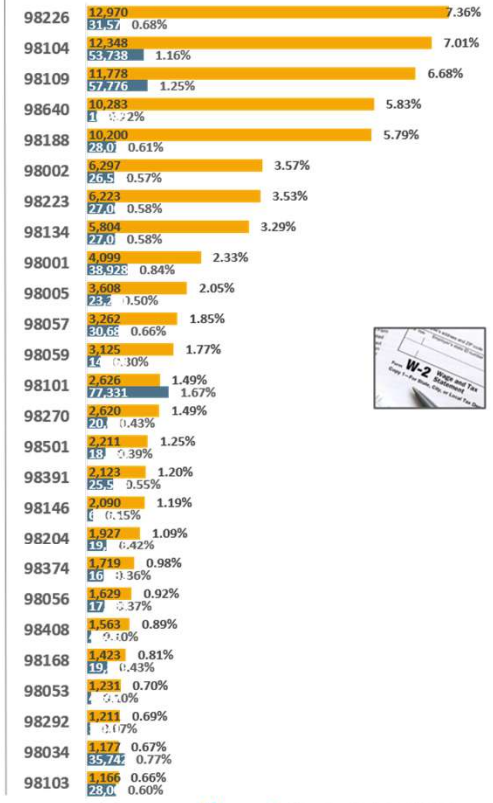

*Avg. Hours+Minutes/day Driving: Adults 18 or older*




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




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




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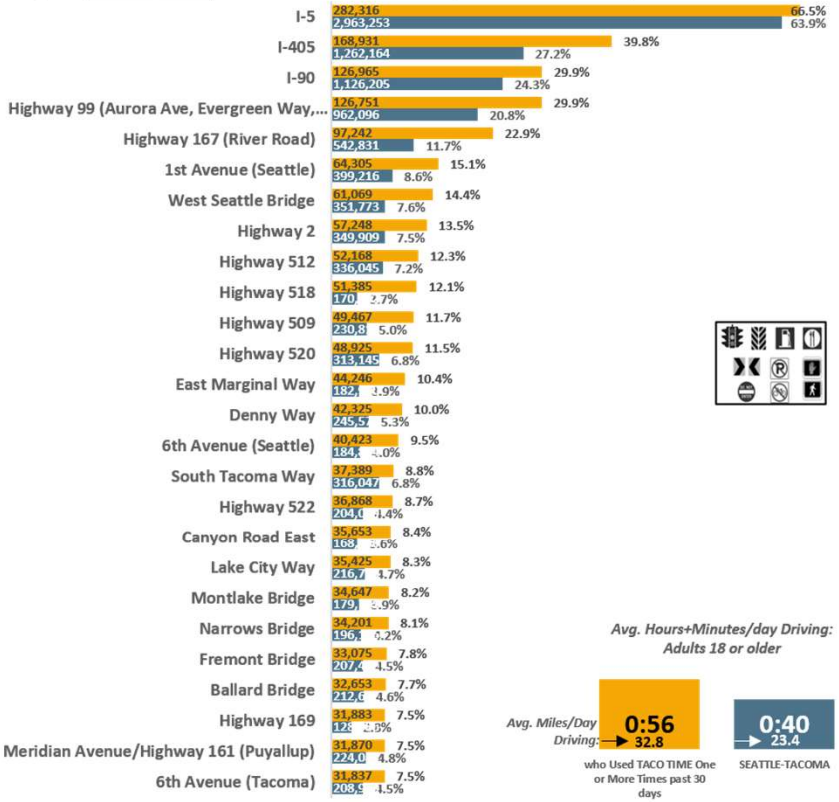
*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 151*

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*Sit-down restaurants used past 30 days: MOD Pizza*

384,130 or 90.5% of Adults 18 or older who Used TACO TIME One or More Times past 30 days spend an average of 56.4 minutes per day driving an average of 32.8 miles each day and are 228.7% more likely to use Highway 518 than the Metro average.

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

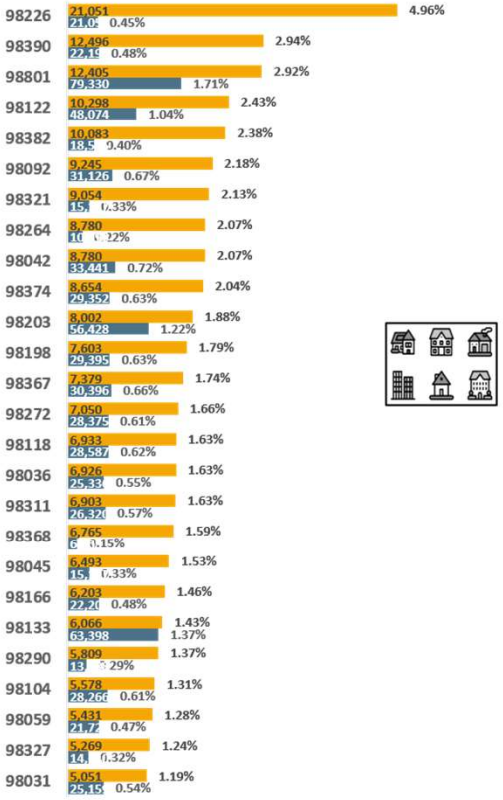



*Avg. Hours+Minutes/day Driving: Adults 18 or older*

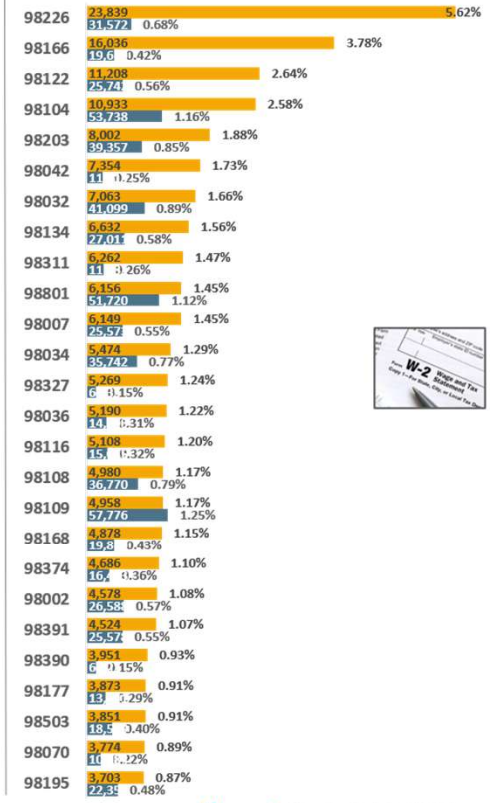
*Avg. Miles/Day Driving:*




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




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



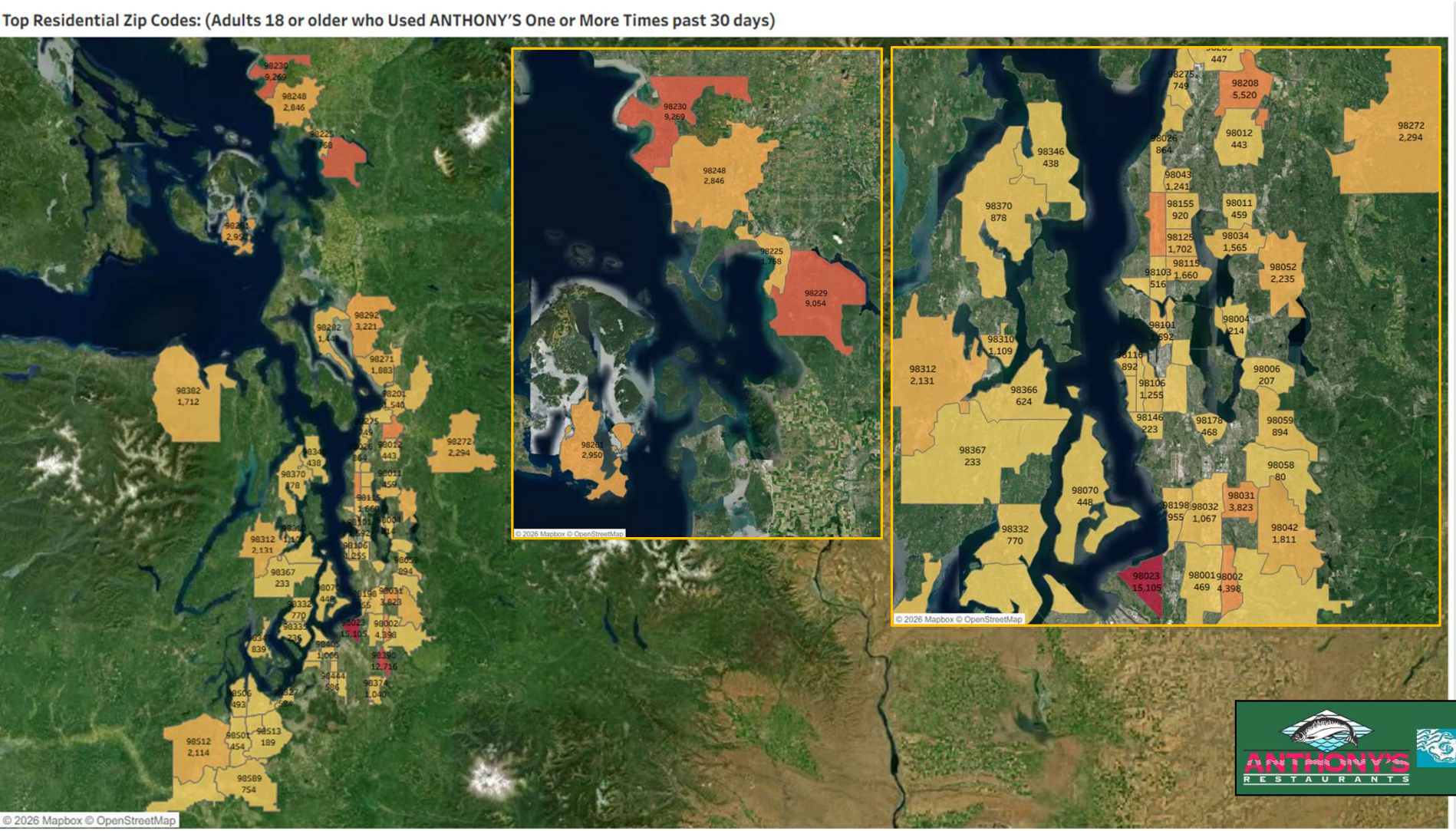

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*Quick service restaurants used past 30 days: Taco Time*

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



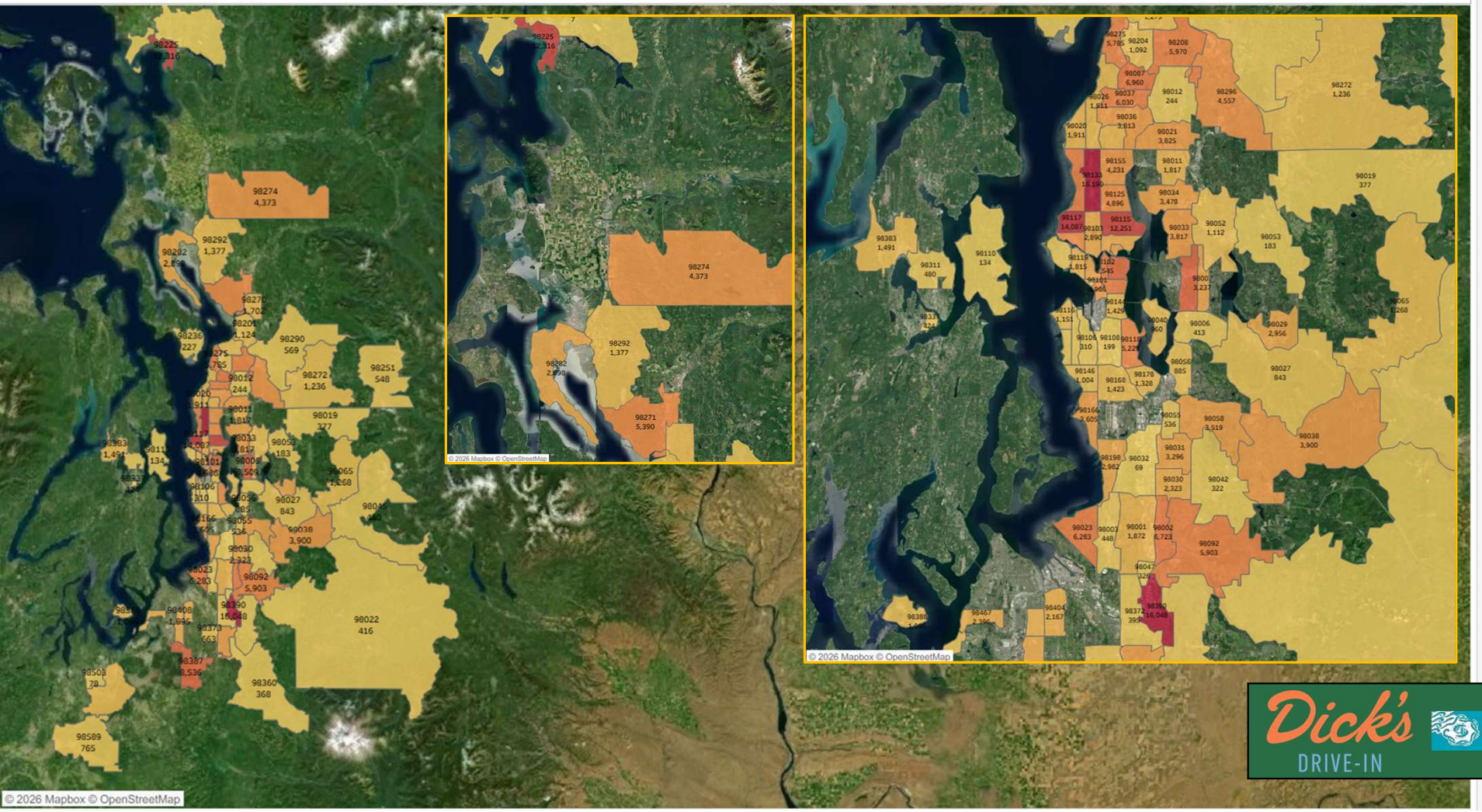


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*Sit-down restaurants used past 30 days: Anthony's*

## Top Residential Zip Codes: (Adults 18 or older who Used DICK'S DRIVE-IN One or More Times past 30 days)



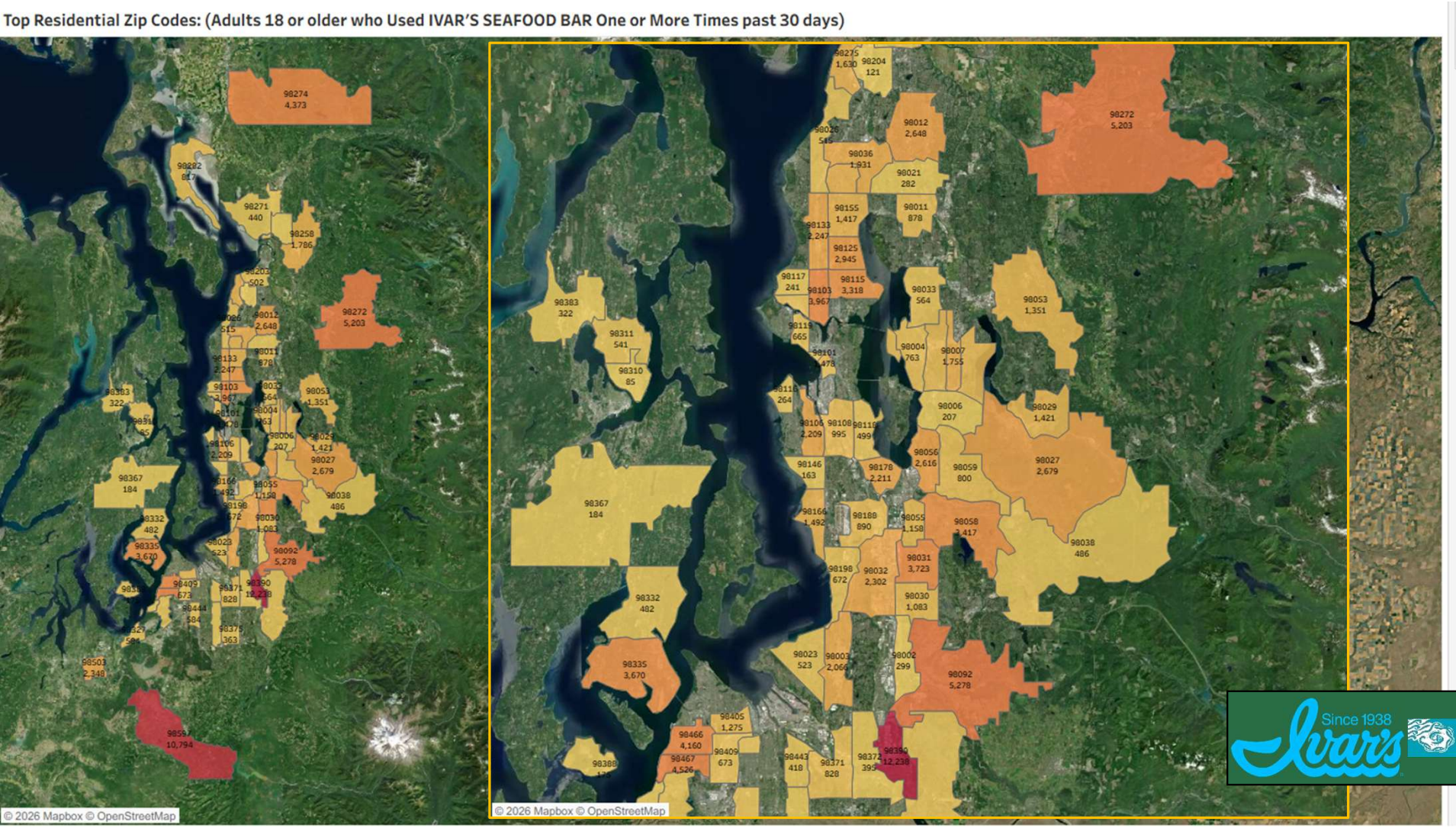


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*Quick service restaurants used past 30 days: Dick's*

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




Since 1938 Ivar's SEA

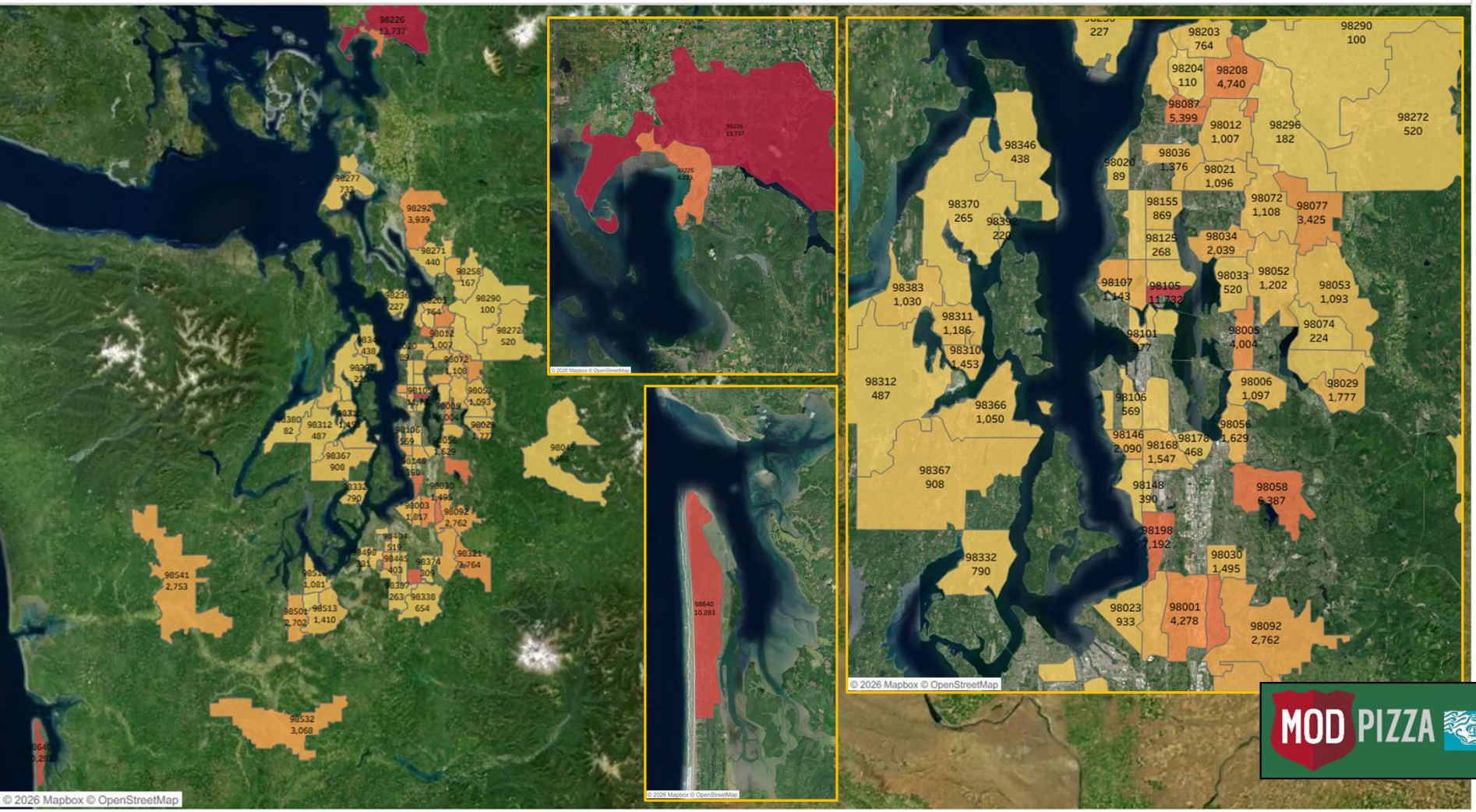
SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 125

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*Quick service restaurants used past 30 days: Ivar's Seafood Bar*

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



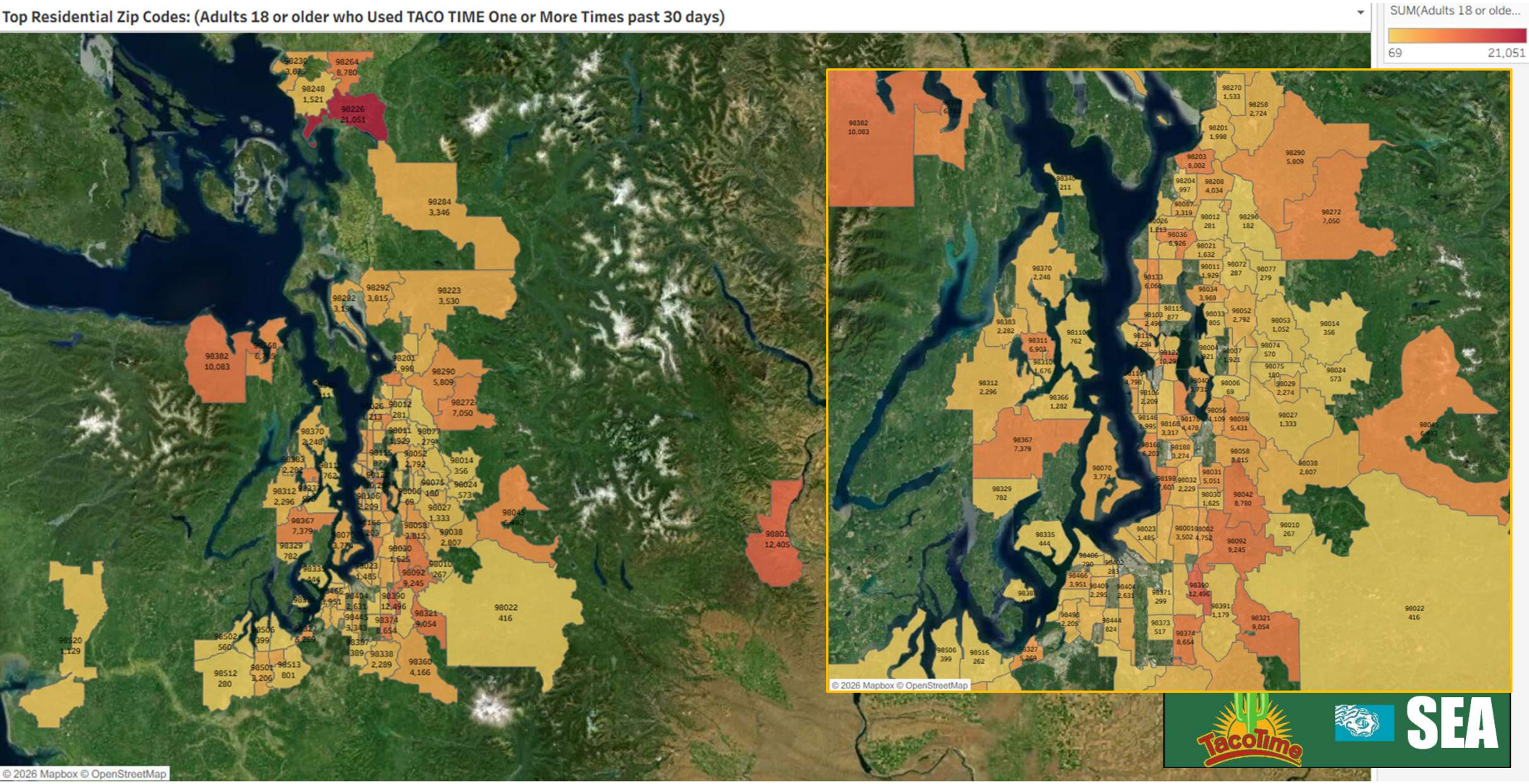


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*Sit-down restaurants used past 30 days: MOD Pizza*

## Top Residential Zip Codes: (Adults 18 or older who Used TACO TIME One or More Times past 30 days)




*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 358*

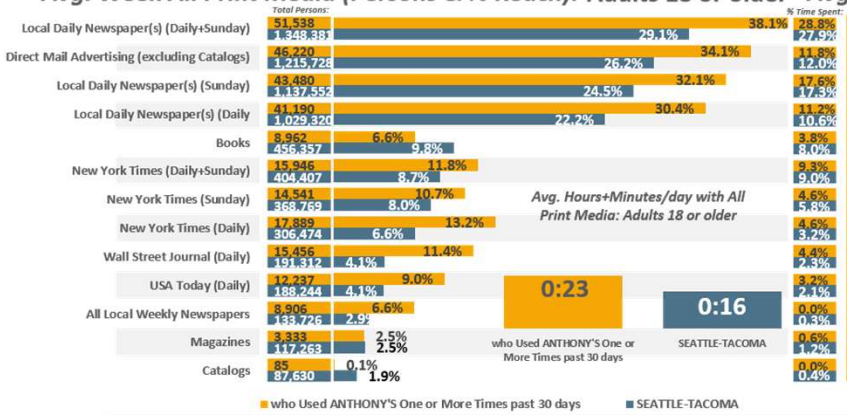
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*Quick service restaurants used past 30 days: Taco Time*

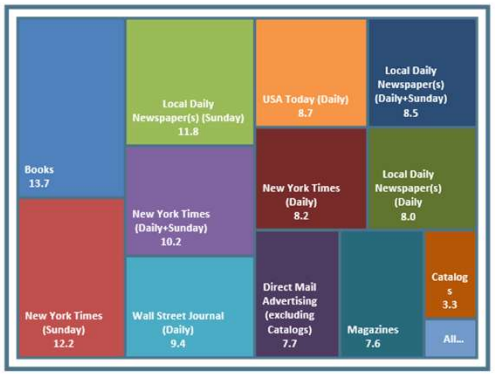
51,538 or 38.1% of Adults 18 or older who Used ANTHONY'S One or More Times past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 30.% of all time spent daily with All forms of Print Media.

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

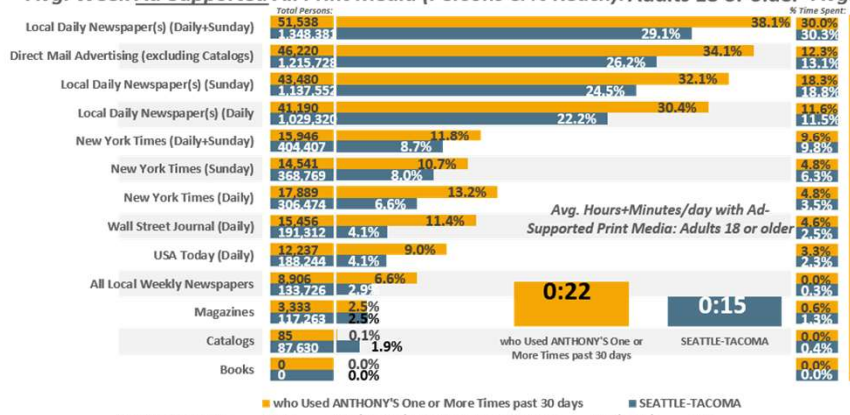









## *Avg. Week Ad-Supported All Print Media (Persons & % Reach):* Adults 18 or older










*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 129*

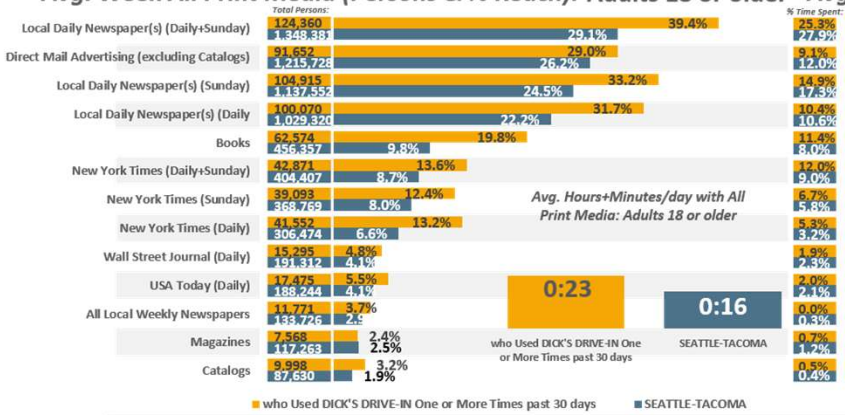
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*Sit-down restaurants used past 30 days: Anthony's*

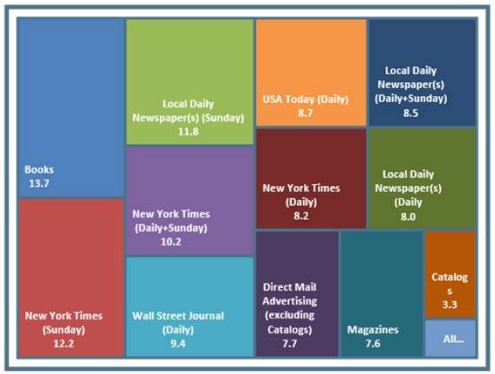
124,360 or 39.4% of Adults 18 or older who Used DICK'S DRIVE-IN One or More Times past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.9 minutes every day representing 28.5% of all time spent daily with All forms of Print Media.

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



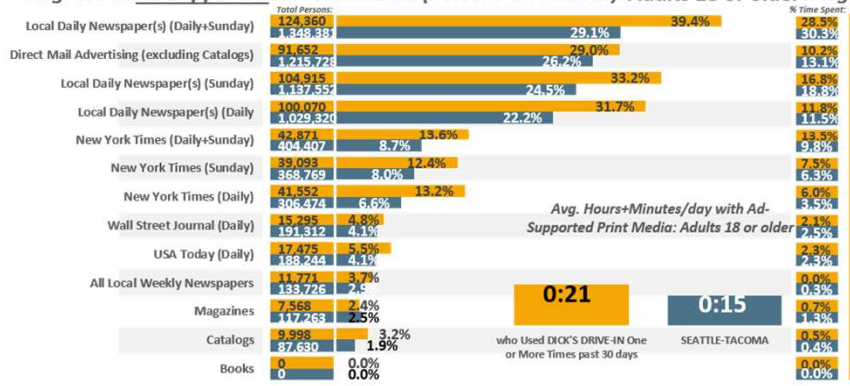


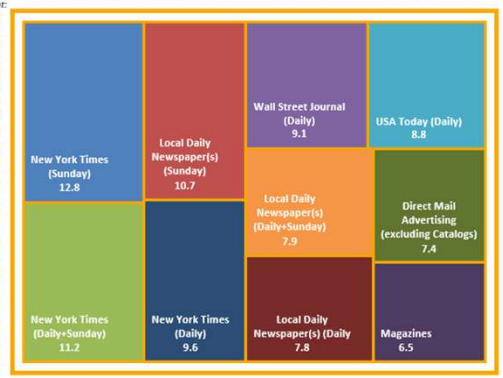





who Used DICK'S DRIVE-IN One or More Times past 30 days ■ SEATTLE-TACOMA

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







who Used DICK'S DRIVE-IN One or More Times past 30 days ■ SEATTLE-TACOMA

*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 241*

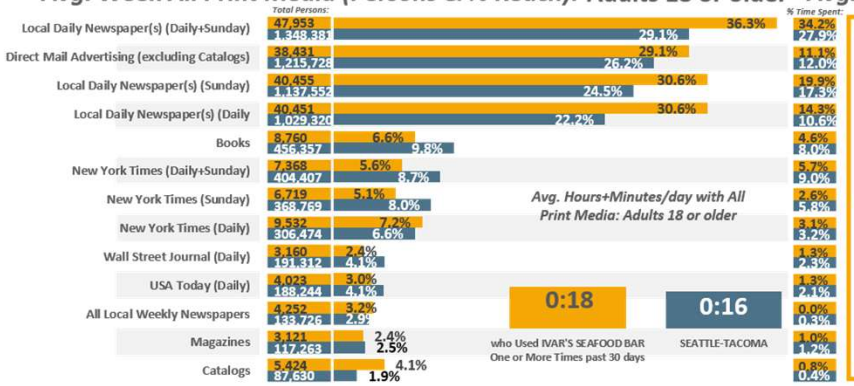
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*Quick service restaurants used past 30 days: Dick's*

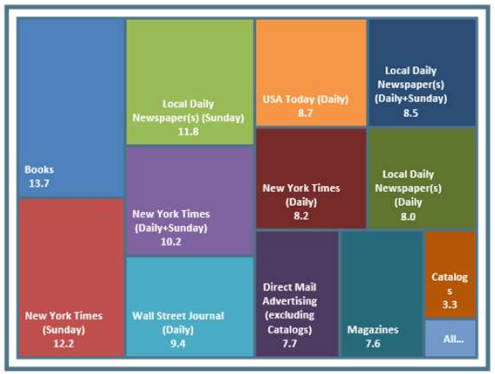
47,953 or 36.3% of Adults 18 or older who Used IVAR'S SEAFOOD BAR One or More Times past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 35.9% of all time spent daily with All forms of Print Media

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

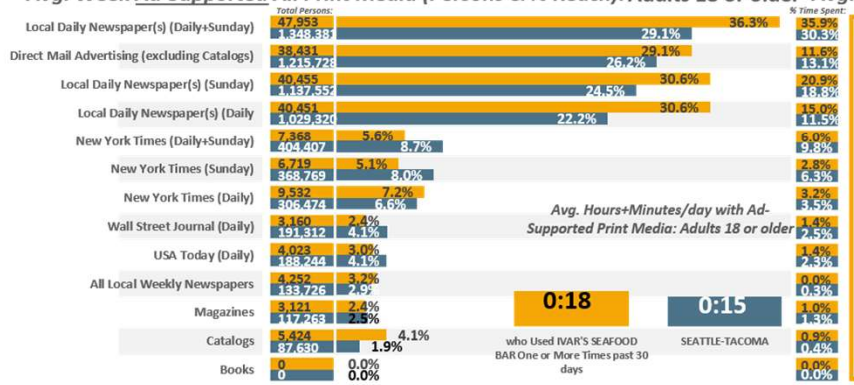









## *Avg. Week Ad-Supported All Print Media (Persons & % Reach):* Adults 18 or older










*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 125*

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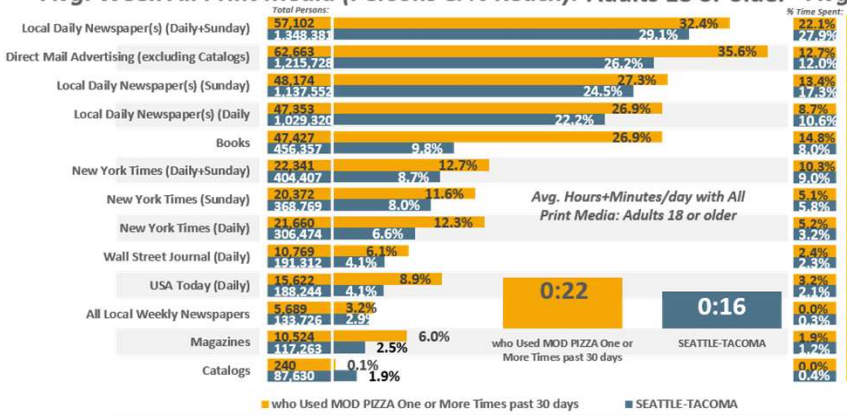
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*Quick service restaurants used past 30 days: Ivar's Seafood Bar*

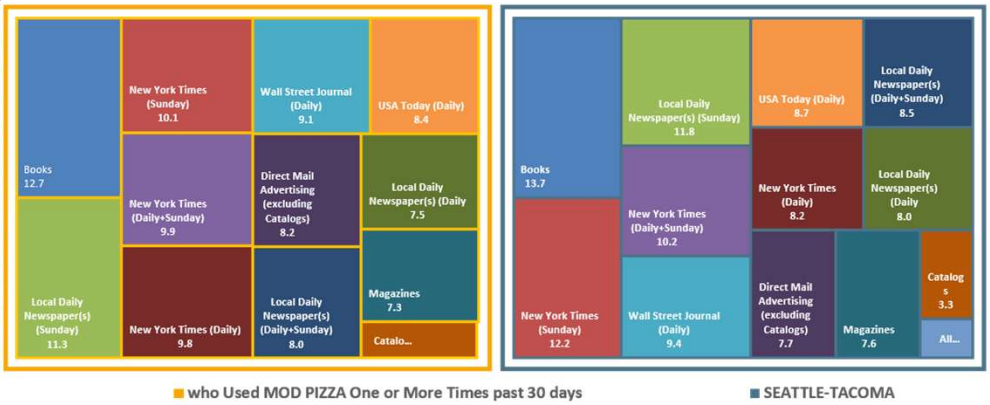
MOD PIZZA SEA

57,102 or 32.4% of Adults 18 or older who Used MOD PIZZA One or More Times past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8. minutes every day representing 26.% of all time spent daily with All forms of Print Media.

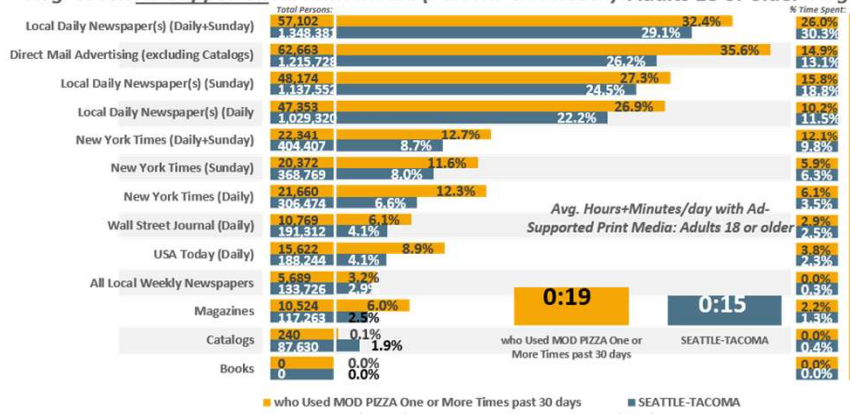
## *Avg. Week All Print Media (Persons & % Reach):* Adults 18 or older



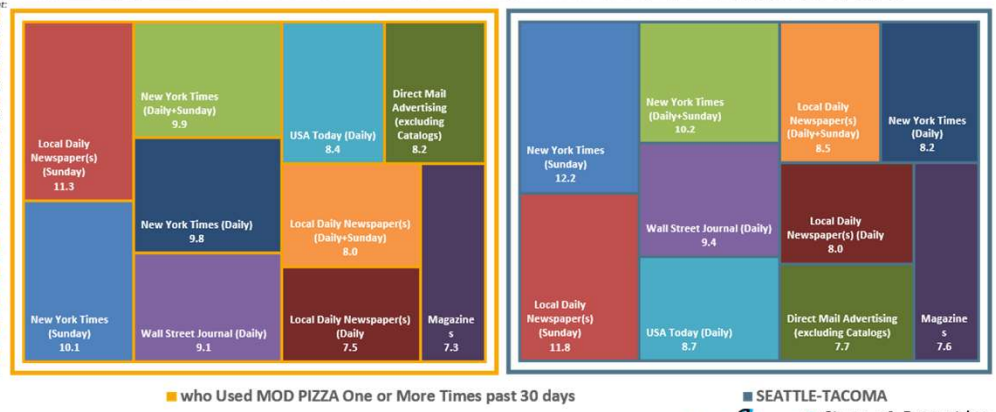

## *Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 151*

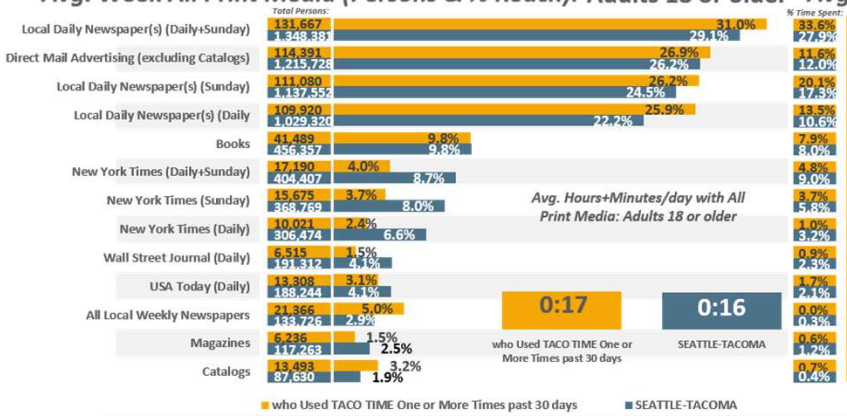
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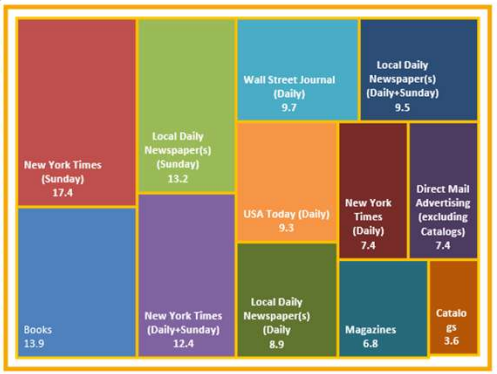
*Sit-down restaurants used past 30 days: MOD Pizza*

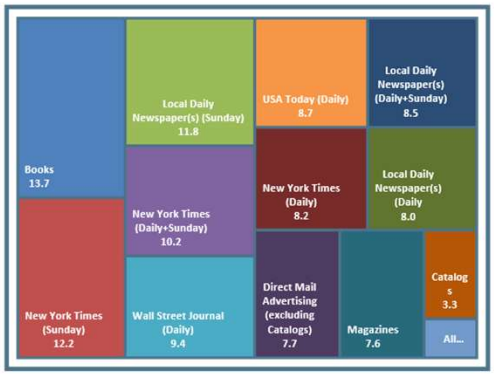
131,667 or 31.% of Adults 18 or older who Used TACO TIME One or More Times past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 36.5% of all time spent daily with All forms of Print Media.

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

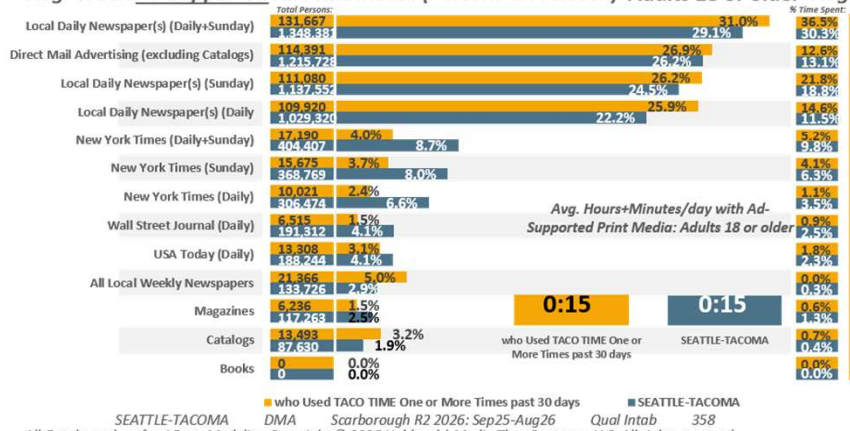



## *Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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







*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 358*

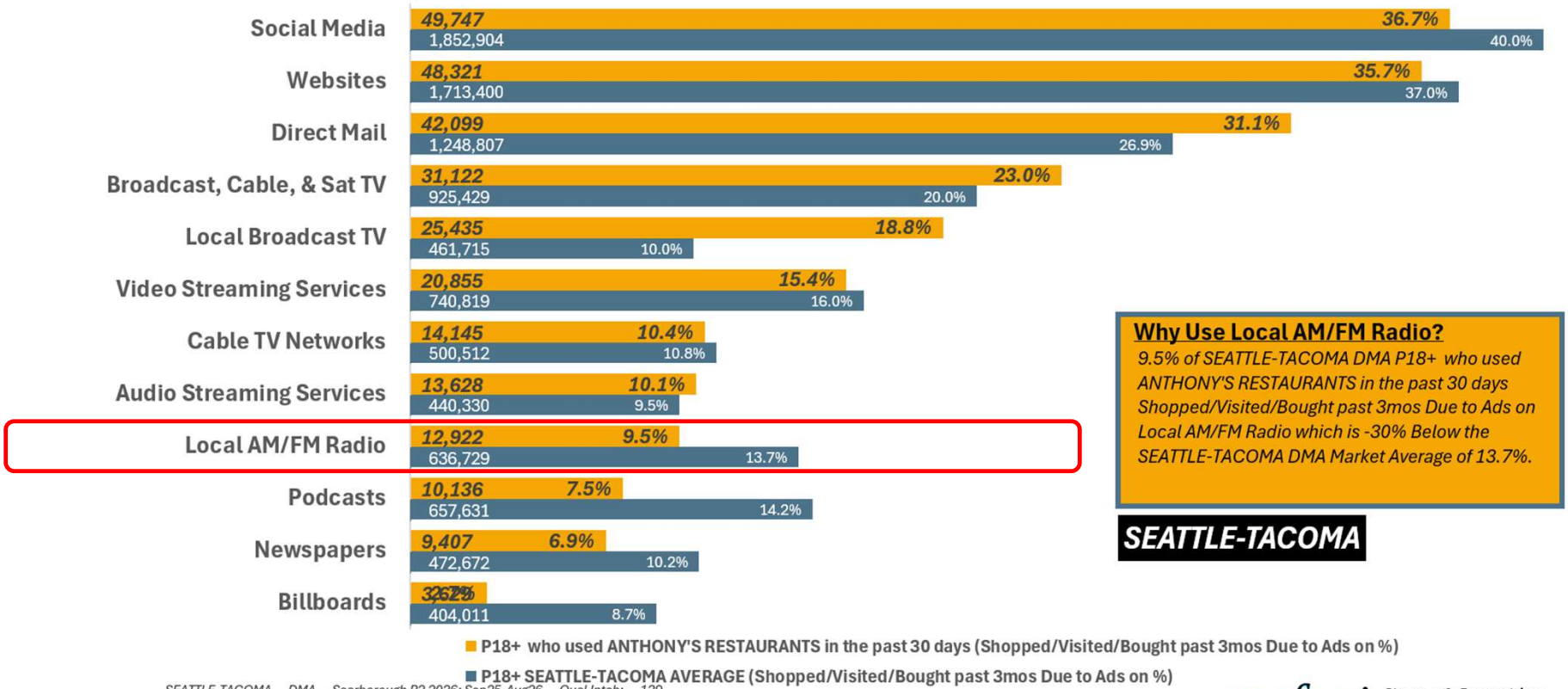
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*Quick service restaurants used past 30 days: Taco Time*

"Advertising Actions"

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




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

*9.5% of SEATTLE-TACOMA DMA P18+ who used ANTHONY'S RESTAURANTS in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -30% Below the SEATTLE-TACOMA DMA Market Average of 13.7%.*

**SEATTLE-TACOMA**

*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab: 129*

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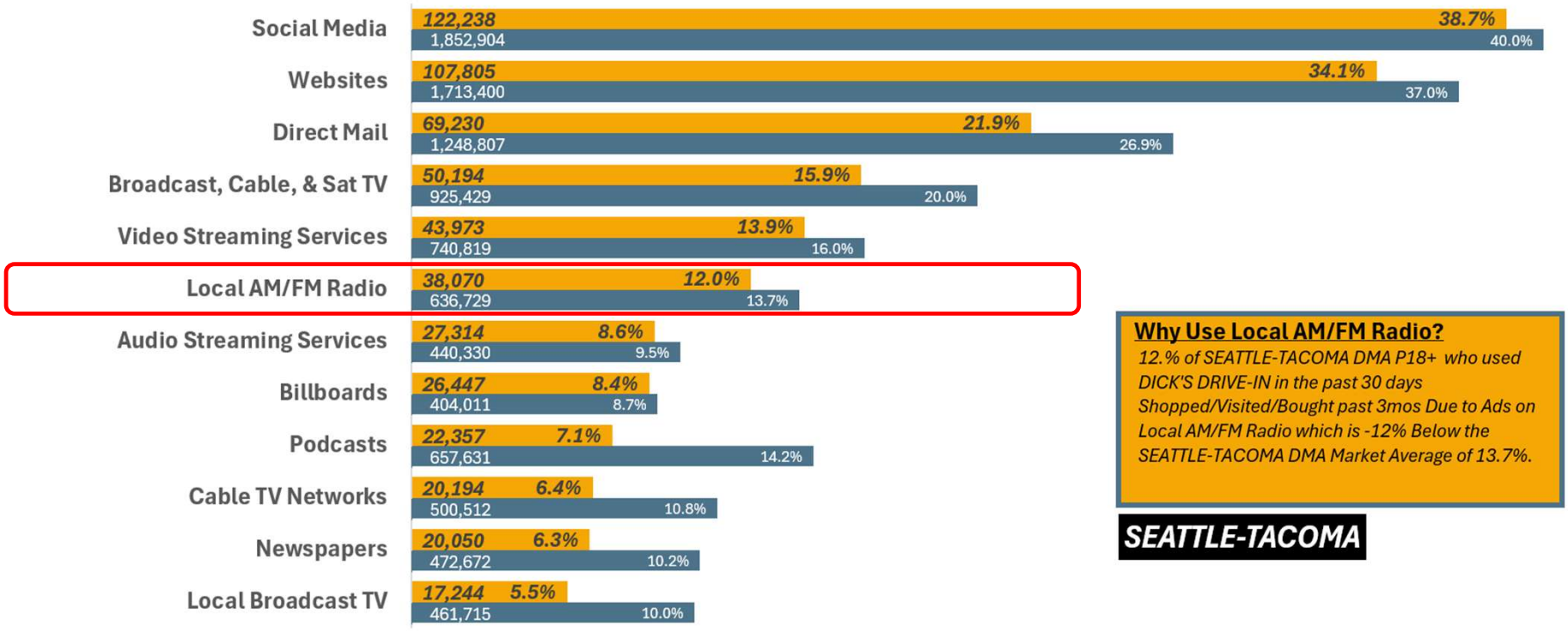
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*Sit-down restaurants used past 30 days: Anthony's*

Dick's DRIVE-IN SEA

**"Advertising Actions"**

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




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

*12.% of SEATTLE-TACOMA DMA P18+ who used DICK'S DRIVE-IN in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -12% Below the SEATTLE-TACOMA DMA Market Average of 13.7%.*

**SEATTLE-TACOMA**

*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab: 241*

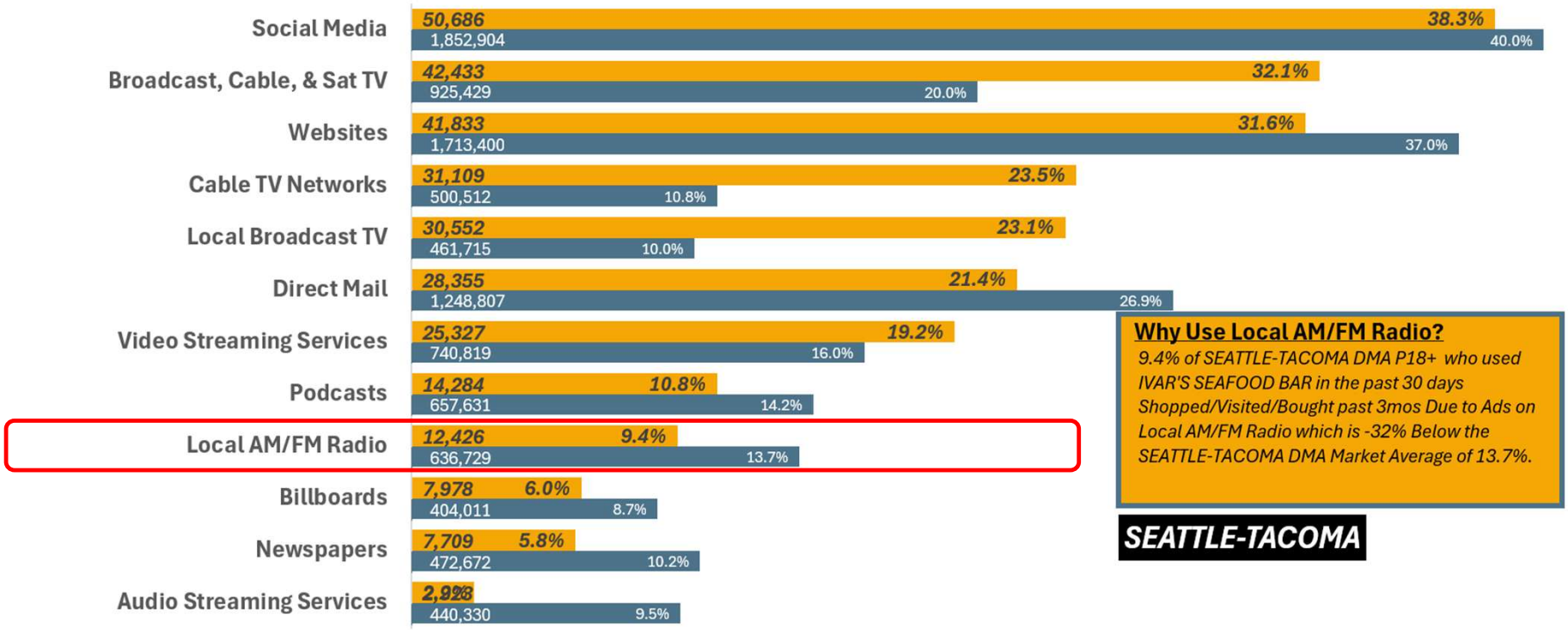
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*Quick service restaurants used past 30 days: Dick's*

"Advertising Actions"

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




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

*9.4% of SEATTLE-TACOMA DMA P18+ who used IVAR'S SEAFOOD BAR in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -32% Below the SEATTLE-TACOMA DMA Market Average of 13.7%.*

**SEATTLE-TACOMA**

*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab: 125*

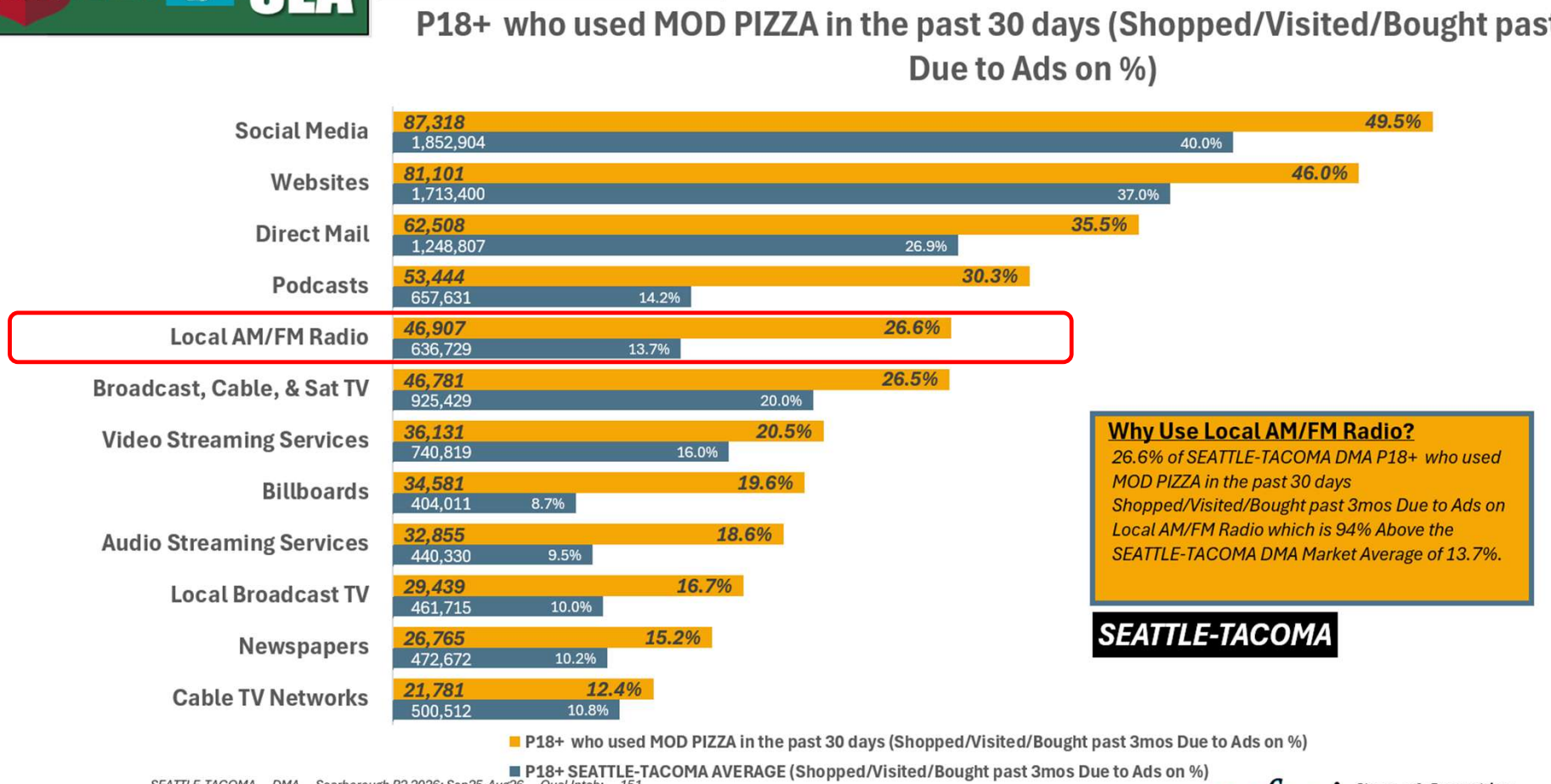
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*Quick service restaurants used past 30 days: Ivar's Seafood Bar*

MOD PIZZA SEA

## "Advertising Actions"




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

*26.6% of SEATTLE-TACOMA DMA P18+ who used MOD PIZZA in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 94% Above the SEATTLE-TACOMA DMA Market Average of 13.7%.*

**SEATTLE-TACOMA**

*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab: 151*

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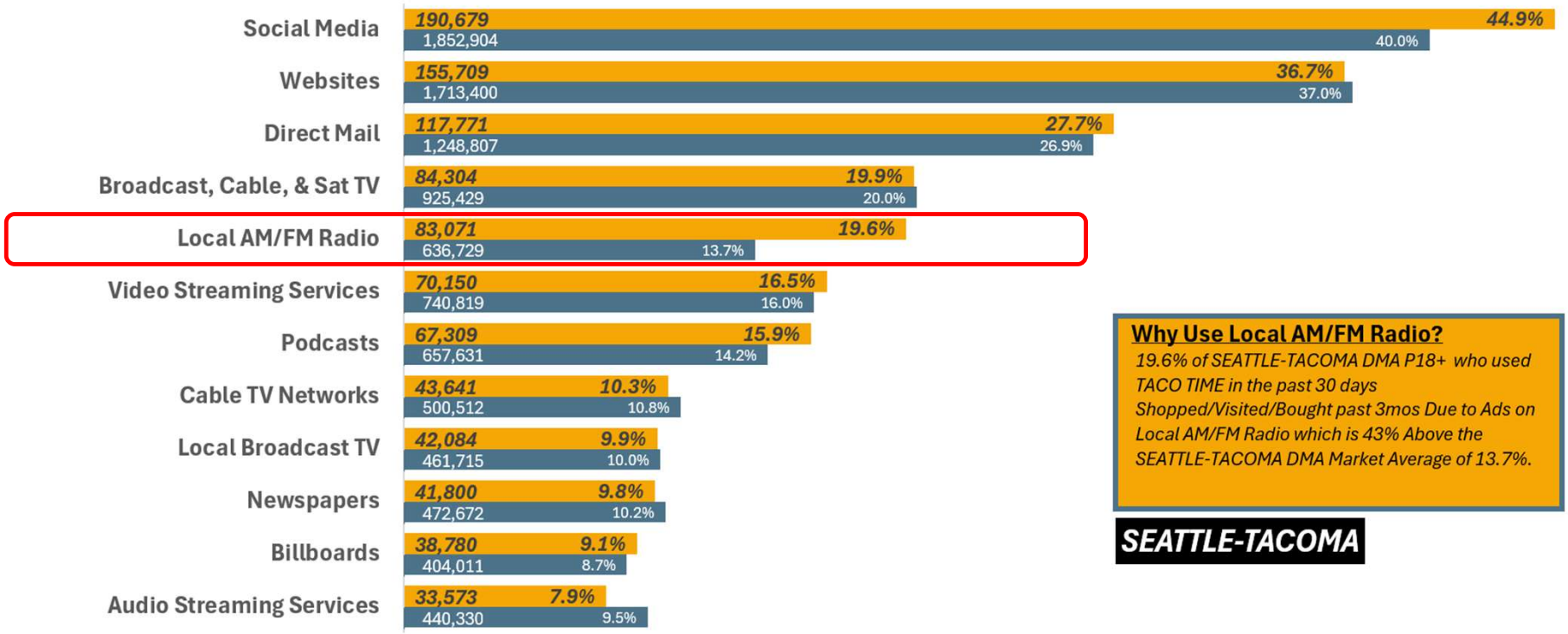
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*Sit-down restaurants used past 30 days: MOD Pizza*

SEA

## "Advertising Actions"

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




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

*19.6% of SEATTLE-TACOMA DMA P18+ who used TACO TIME in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 43% Above the SEATTLE-TACOMA DMA Market Average of 13.7%.*

**SEATTLE-TACOMA**

*SEATTLE-TACOMA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab: 358*

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*Quick service restaurants used past 30 days: Taco Time*