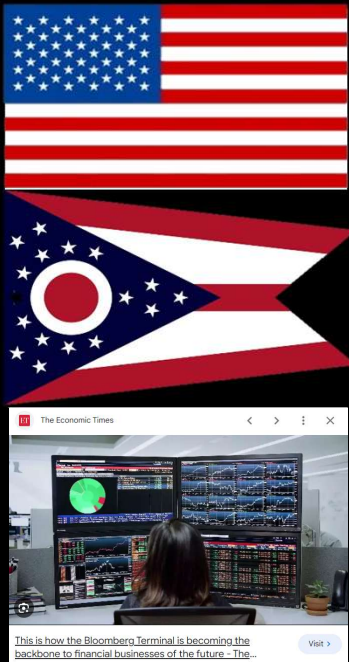


# USA—5 Sit-Down Restaurants of the CINCINNATI, OH DMA... Brand New Data as of February 28, 2026! Complete Demographic & Media Use Profiles



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

Sit-down restaurants used past 30 days: Skyline Chili    Sit-down restaurants used past 30 days: Gold Star Chili    Sit-down restaurants used past 30 days: Frisch's Big Boy    Sit-down restaurants used past 30 days: LaRosa's Pizzeria    Sit-down restaurants used past 30 days: Dewey's Pizza



19.1% or 372,152 of CINCINNATI DMA Adults 18 or older Used SKYLINE CHILI in the past 30 days.  
 Typical Adults 18 or older who Used SKYLINE CHILI in the past 30 days are 48.8 years old (.4% older than average) and have a \$126,549 (22.3% higher than average) annual household income.

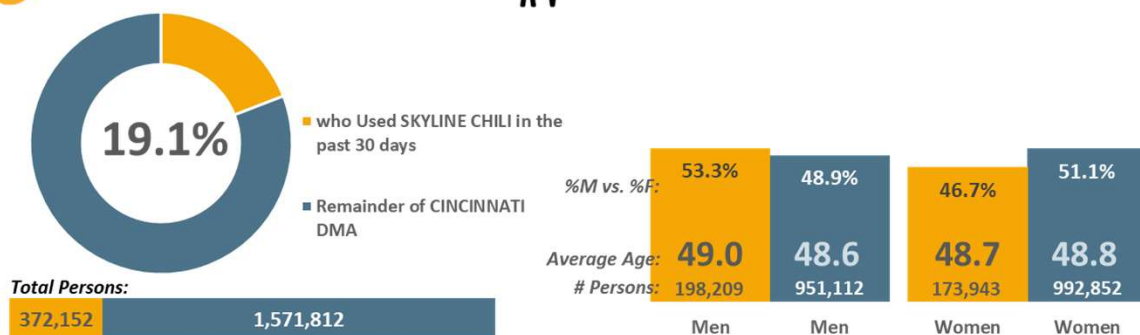


Percent of Market: Adults 18 or older

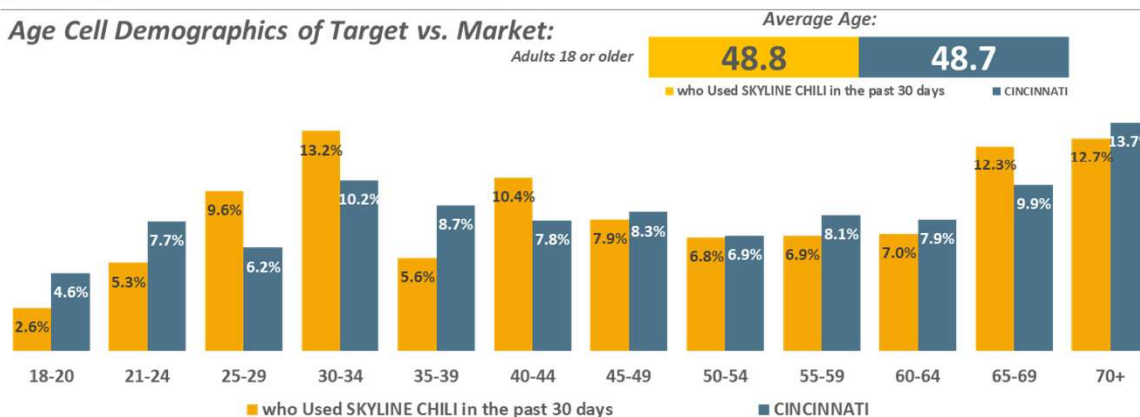


Gender of Target vs. Market: Adults 18 or older

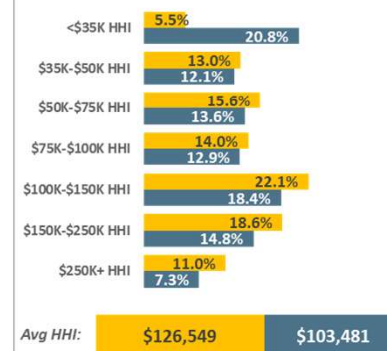
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



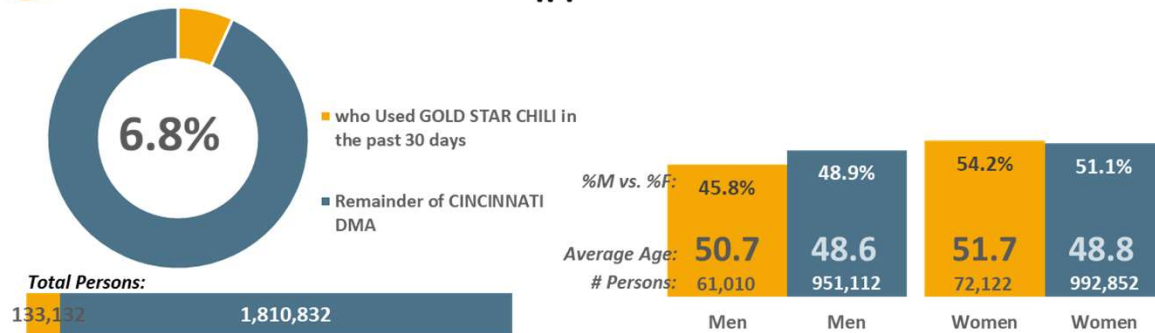
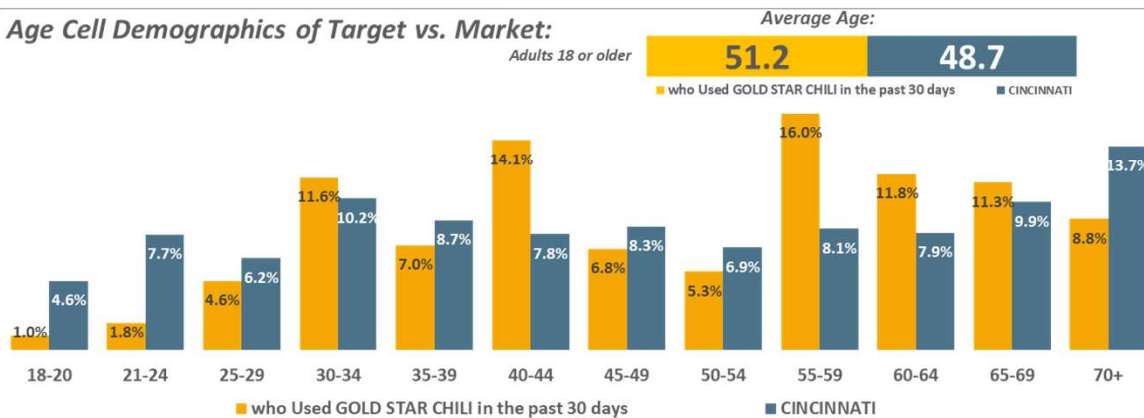
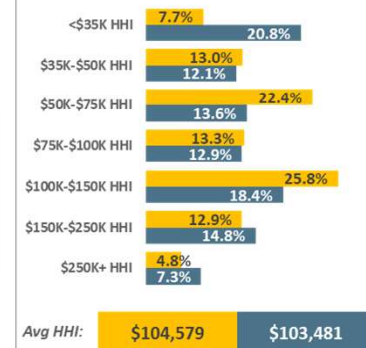
HHI of Target vs. Market:





**CIN**

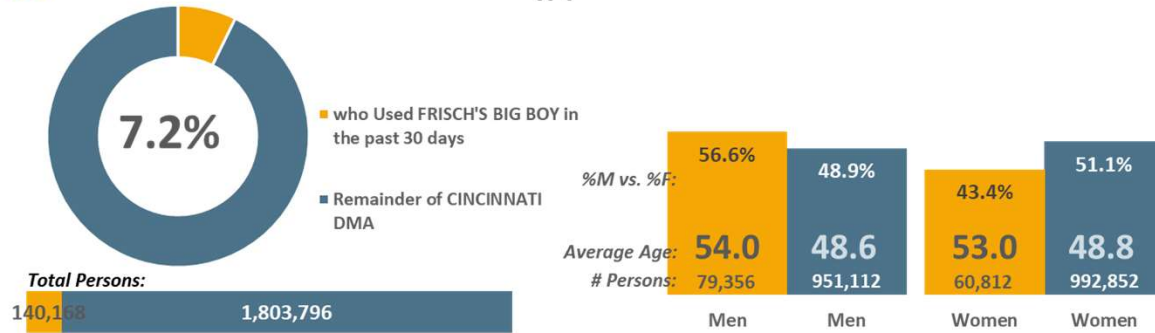
6.8% or 133,132 of CINCINNATI DMA Adults 18 or older Used GOLD STAR CHILI in the past 30 days.  
 Typical Adults 18 or older who Used GOLD STAR CHILI in the past 30 days are 51.2 years old (5.3% older than average) and have a \$104,579 (1.1% higher than average) annual household income.

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

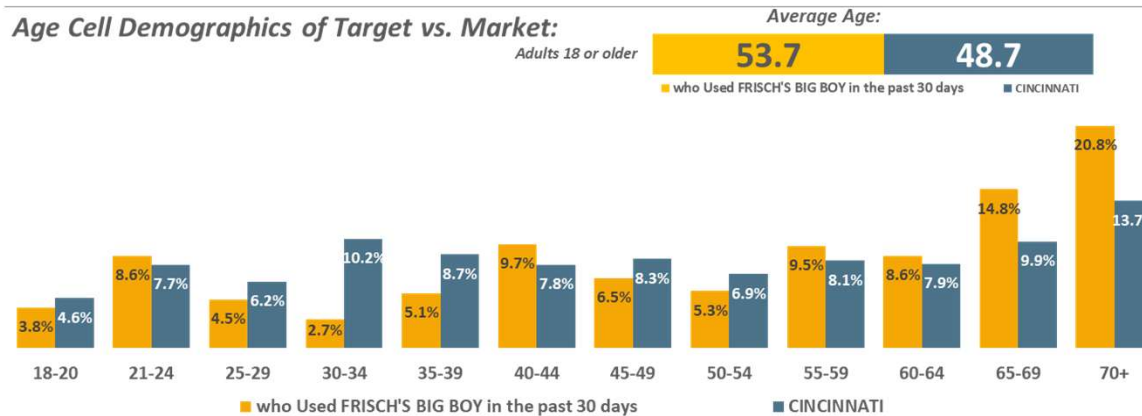


7.2% or 140,168 of CINCINNATI DMA Adults 18 or older Used FRISCH'S BIG BOY in the past 30 days.  
 Typical Adults 18 or older who Used FRISCH'S BIG BOY in the past 30 days are 53.7 years old (10.4% older than average) and have a \$74,919 (27.6% lower than average) annual household income.

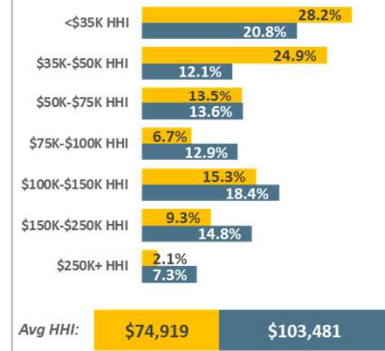
**Percent of Market: Adults 18 or older** **Gender of Target vs. Market: Adults 18 or older** **Ethnicity of Target vs. Market:**



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



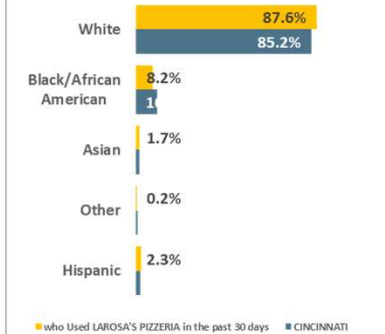
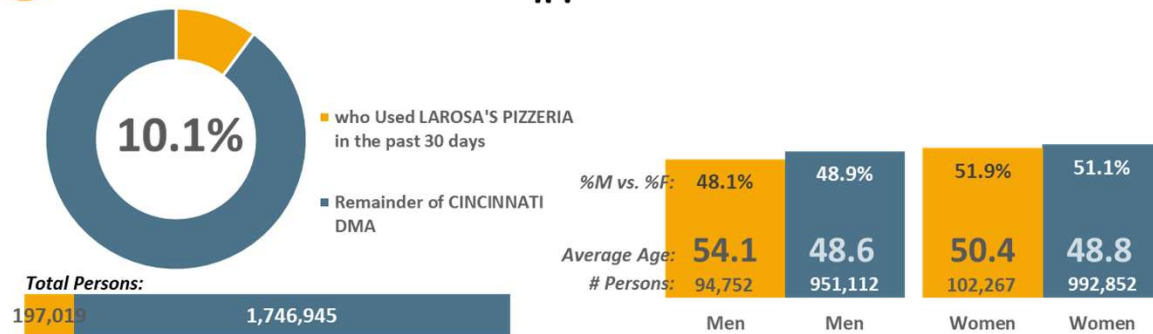
**HHI of Target vs. Market:**



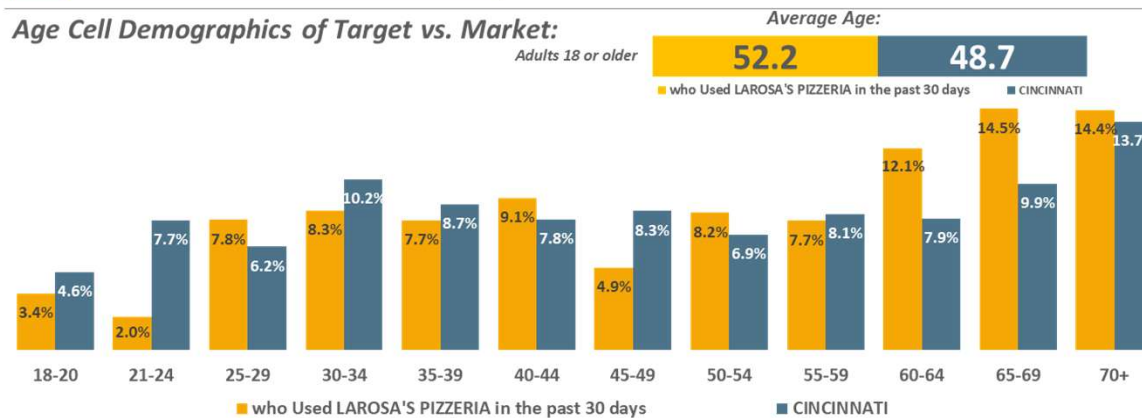


10.1% or 197,019 of CINCINNATI DMA Adults 18 or older Used LAROSA'S PIZZERIA in the past 30 days.  
Typical Adults 18 or older who Used LAROSA'S PIZZERIA in the past 30 days are 52.2 years old (7.3% older than average) and have a \$113,472 (9.7% higher than average) annual household income.

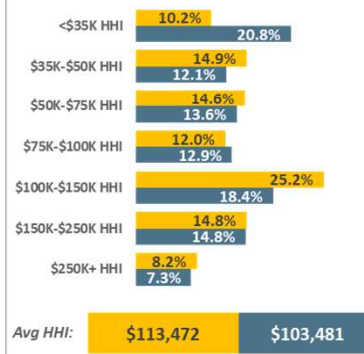
## Percent of Market: Adults 18 or older Gender of Target vs. Market: Adults 18 or older Ethnicity of Target vs. Market:



## Age Cell Demographics of Target vs. Market:



## HHI of Target vs. Market:

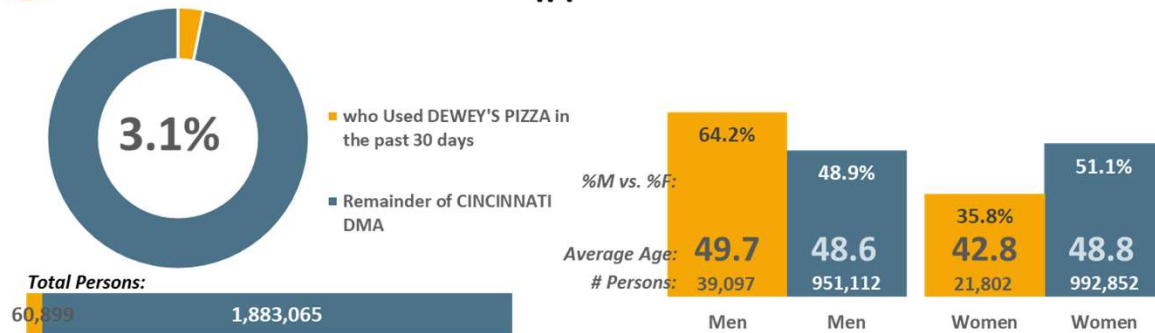




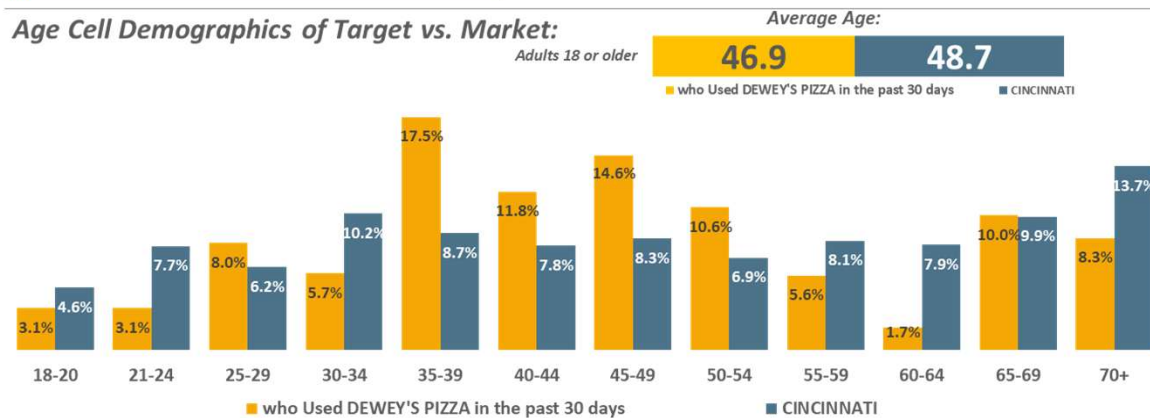


3.1% or 60,899 of CINCINNATI DMA Adults 18 or older Used DEWEY'S PIZZA in the past 30 days.  
 Typical Adults 18 or older who Used DEWEY'S PIZZA in the past 30 days are 46.9 years old (3.6% younger than average) and have a \$186,084 (79.8% higher than average) annual household income.

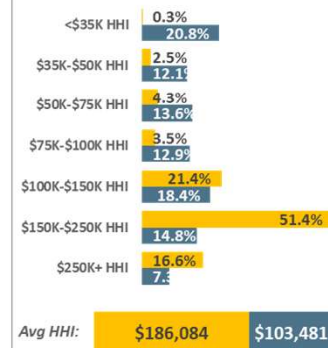
**Percent of Market: Adults 18 or older** **Gender of Target vs. Market: Adults 18 or older** **Ethnicity of Target vs. Market:**



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



**HHI of Target vs. Market:**

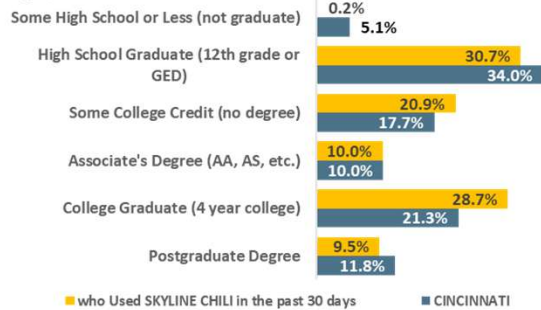




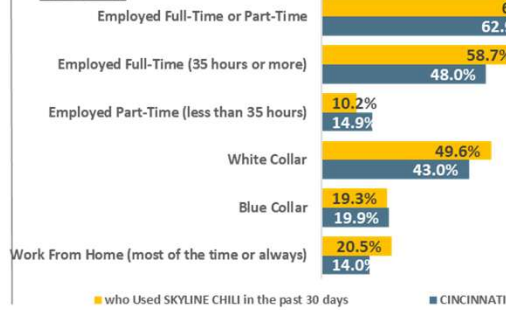
19.1% or 372,152 of CINCINNATI DMA Adults 18 or older Used SKYLINE CHILI in the past 30 days. Adults 18 or older who Used SKYLINE CHILI in the past 30 days are 15.3% more likely to be a college graduate, 22.1% more likely to work full-time, 16.7% more likely to be married, 10.8% less likely to be a parent of 1 or more children under 18.



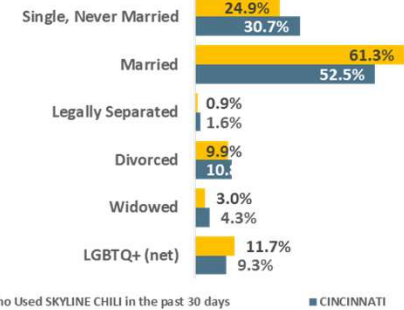
### Education Levels: Adults 18 or older



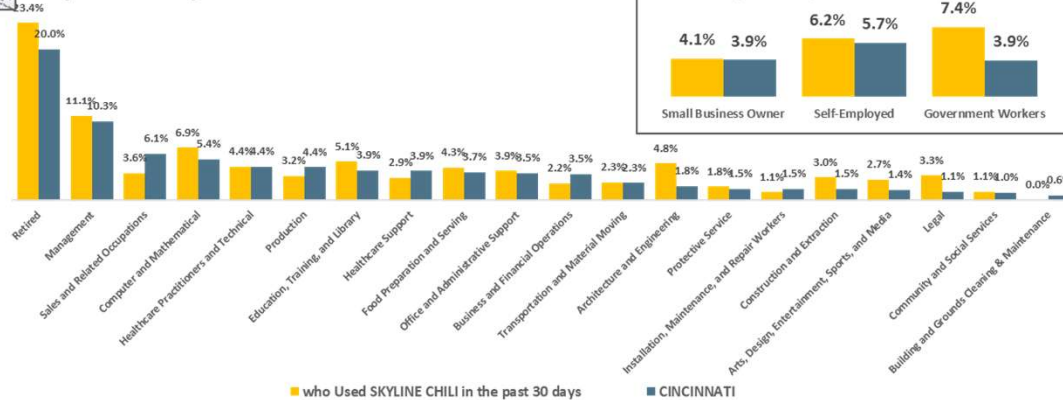
### Employment: Adults 18 or older



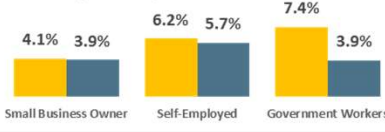
### Marital Status: Adults 18 or older



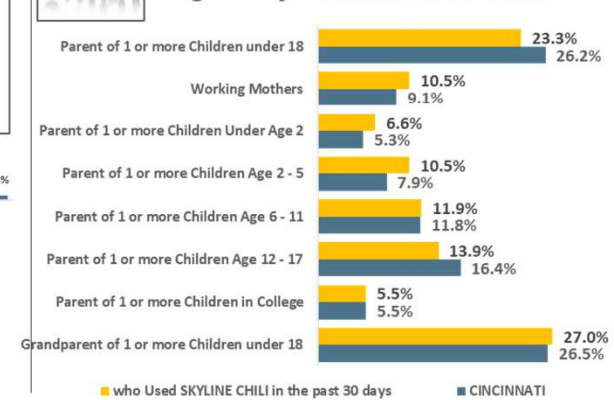
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older

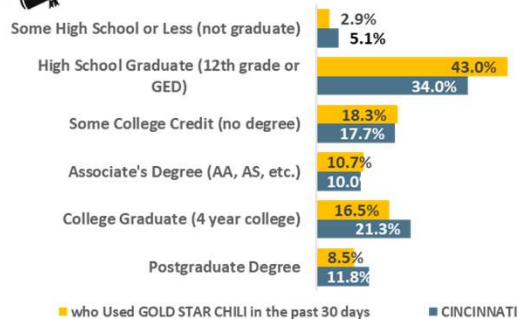




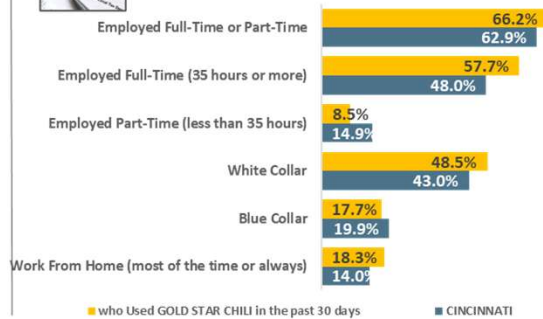
6.8% or 133,132 of CINCINNATI DMA Adults 18 or older Used GOLD STAR CHILI in the past 30 days. Adults 18 or older who Used GOLD STAR CHILI in the past 30 days are 24.3% less likely to be a college graduate, 20.2% more likely to work full-time, 6.% more likely to be married, 27.% less likely to be a parent of 1 or more children under 18.



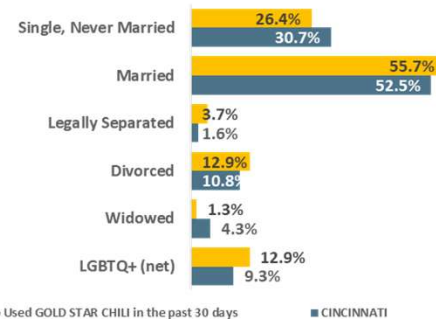
### Education Levels: Adults 18 or older



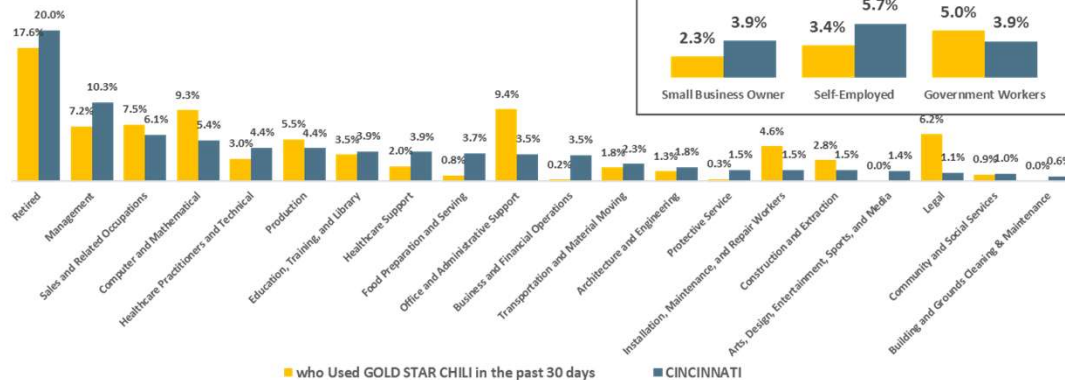
### Employment: Adults 18 or older



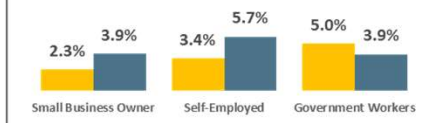
### Marital Status: Adults 18 or older



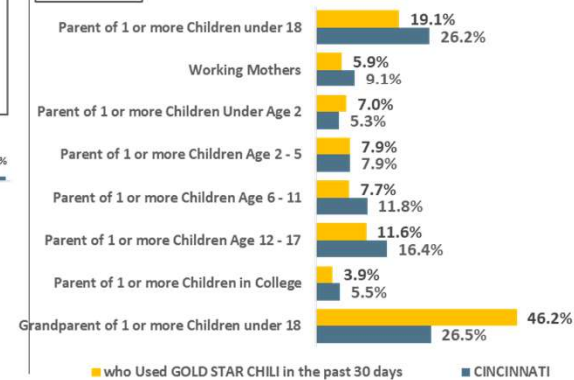
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older



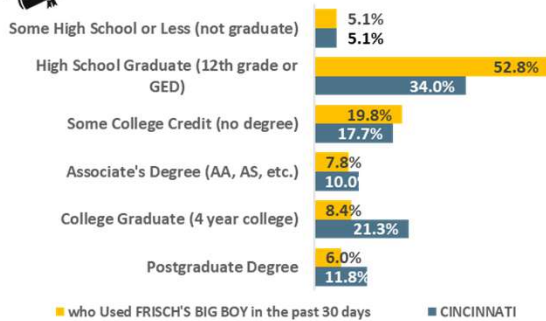




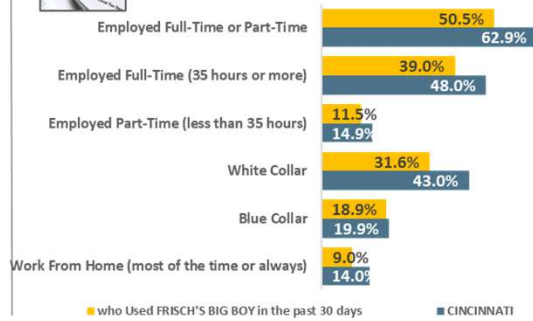
7.2% or 140,168 of CINCINNATI DMA Adults 18 or older Used FRISCH'S BIG BOY in the past 30 days. Adults 18 or older who Used FRISCH'S BIG BOY in the past 30 days are 56.4% less likely to be a college graduate, 18.8% less likely to work full-time, 7.9% less likely to be married, 56.9% less likely to be a parent of 1 or more children under 18.



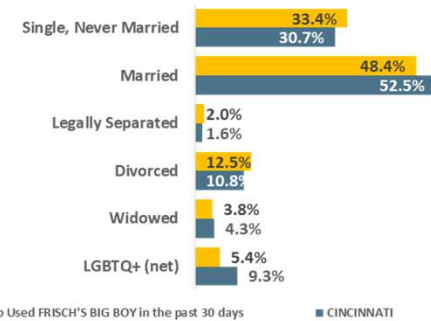
### Education Levels: Adults 18 or older



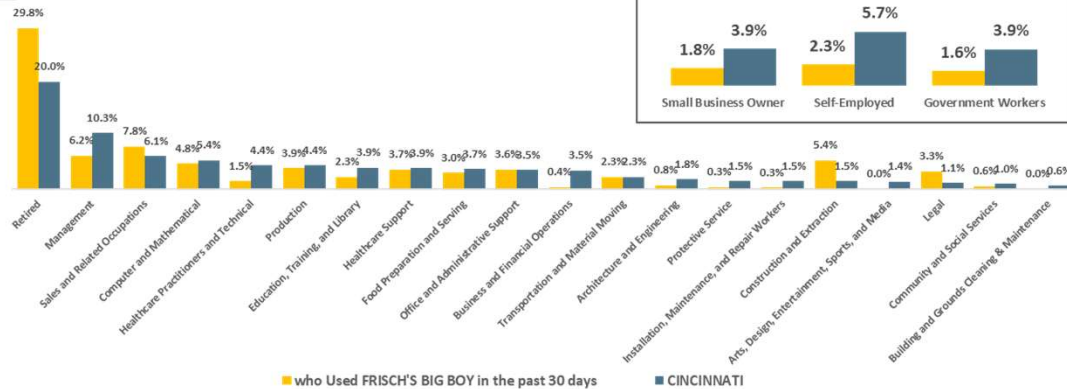
### Employment: Adults 18 or older



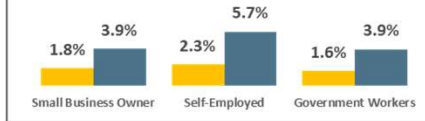
### Marital Status: Adults 18 or older



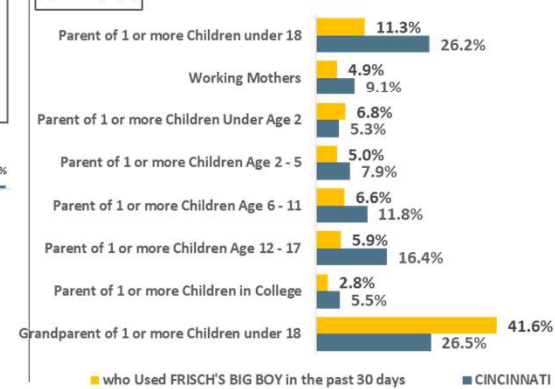
### Top-20 Occupations: Adults 18 or older



#### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older



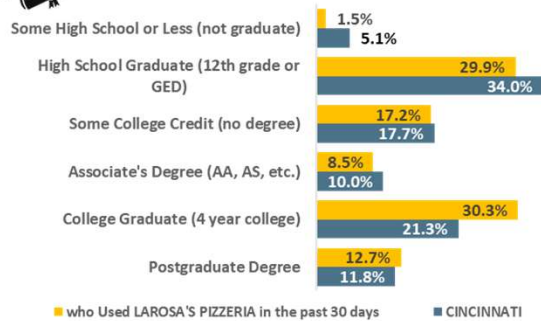


# CIN

10.1% or 197,019 of CINCINNATI DMA Adults 18 or older Used LAROSA'S PIZZERIA in the past 30 days. Adults 18 or older who Used LAROSA'S PIZZERIA in the past 30 days are 29.7% more likely to be a college graduate, 3.4% more likely to work full-time, 10.6% more likely to be married, 17.1% less likely to be a parent of 1 or more children under 18.



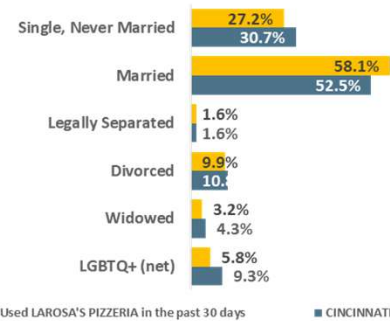
## Education Levels: Adults 18 or older



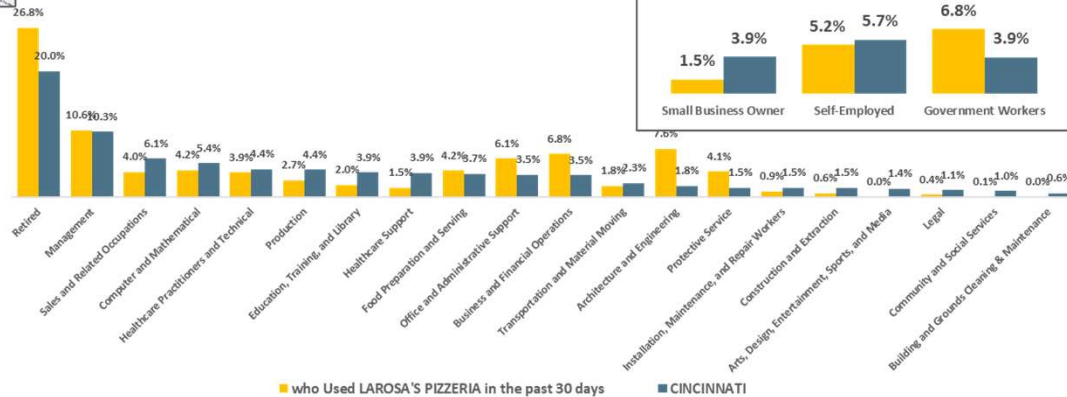
## Employment: Adults 18 or older



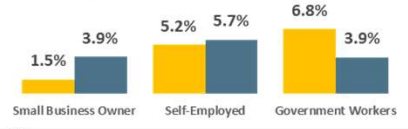
## Marital Status: Adults 18 or older



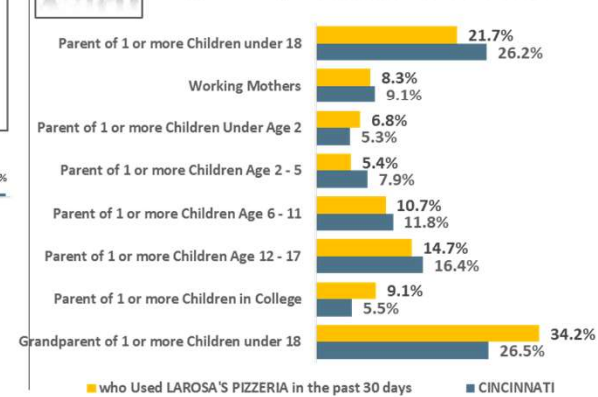
## Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



## Stage in Life: Adults 18 or older

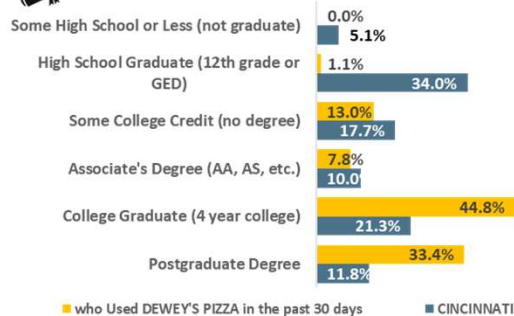




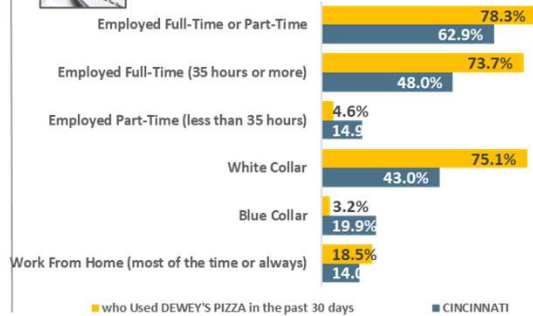
3.1% or 60,899 of CINCINNATI DMA Adults 18 or older Used DEWEY'S PIZZA in the past 30 days. Adults 18 or older who Used DEWEY'S PIZZA in the past 30 days are 136.% more likely to be a college graduate, 53.4% more likely to work full-time, 62.2% more likely to be married, 33.3% more likely to be a parent of 1 or more children under 18.



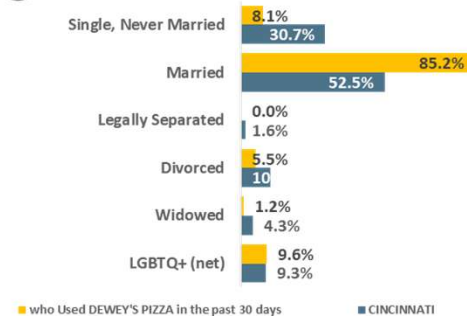
### Education Levels: Adults 18 or older



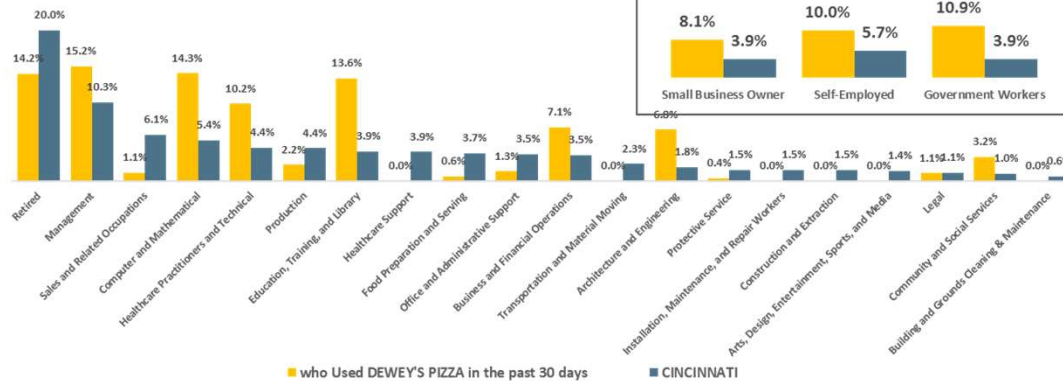
### Employment: Adults 18 or older



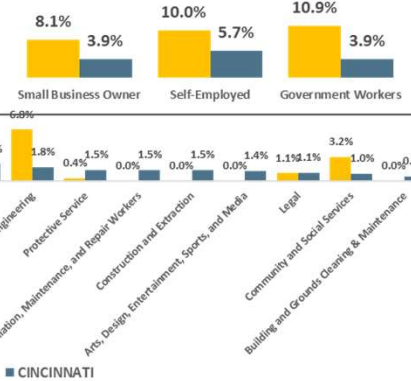
### Marital Status: Adults 18 or older



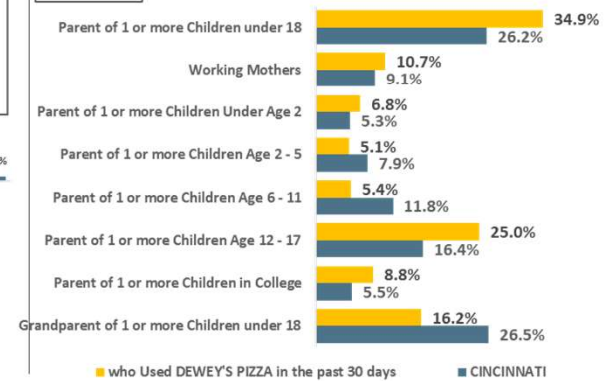
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older





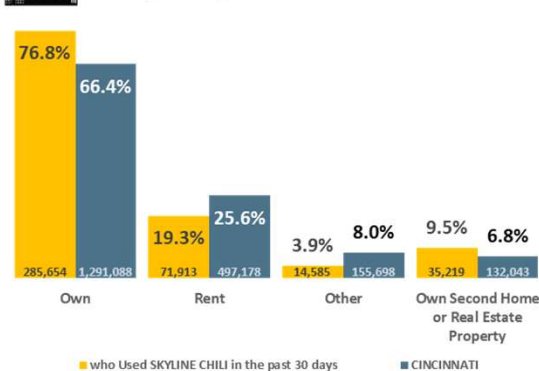


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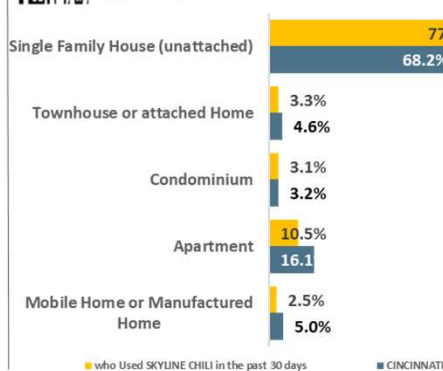
19.1% or 372,152 of CINCINNATI DMA Adults 18 or older Used SKYLINE CHILI in the past 30 days. Adults 18 or older who Used SKYLINE CHILI in the past 30 days are 15.6% more likely to own their home, 9.3% more likely to own a higher valued home, 13.3% more likely to have a single-family home, 13.1% more likely to have a dog.



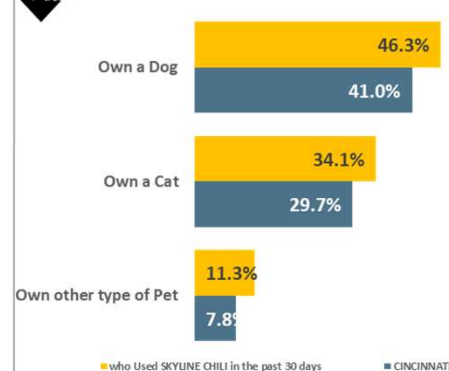
## Own/Rent/Other: Adults 18 or older



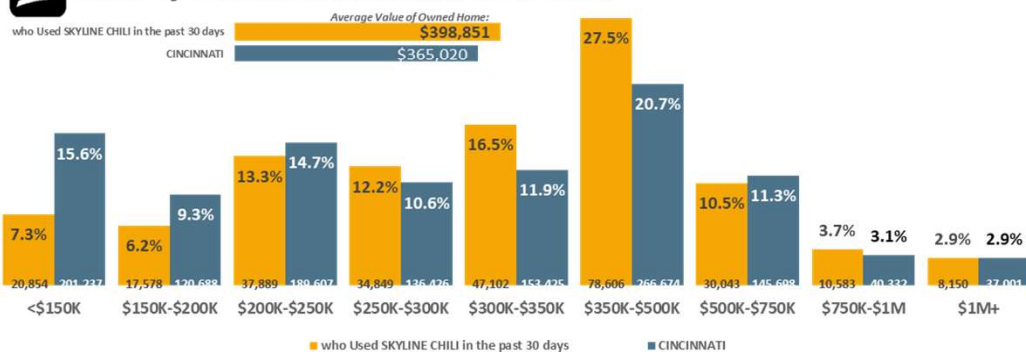
## Type of Home: Adults 18 or older



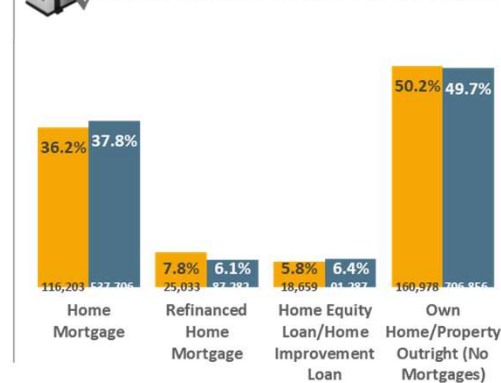
## Pets in Home: Adults 18 or older



## Value of Owned Home: Adults 18 or older



## Home Loans: Adults 18 or older



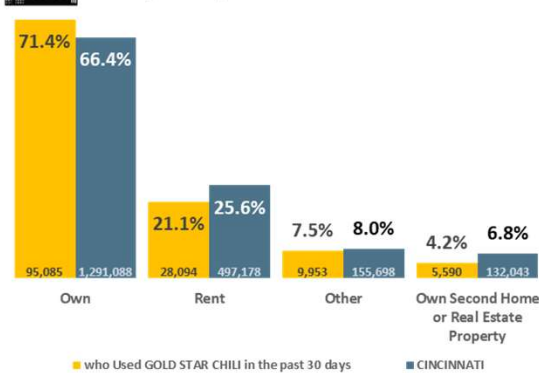


# CIN

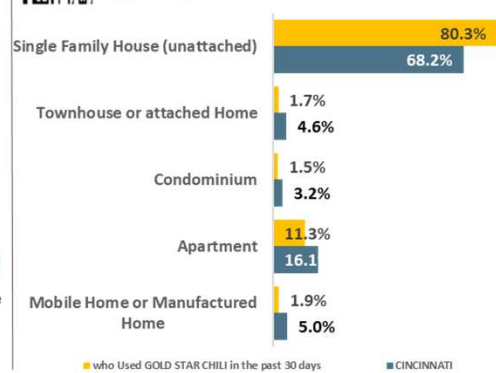
6.8% or 133,132 of CINCINNATI DMA Adults 18 or older Used GOLD STAR CHILI in the past 30 days. Adults 18 or older who Used GOLD STAR CHILI in the past 30 days are 7.5% more likely to own their home, 18.6% more likely to own a higher valued home, 17.8% more likely to have a single-family home, 18.5% more likely to have a dog.



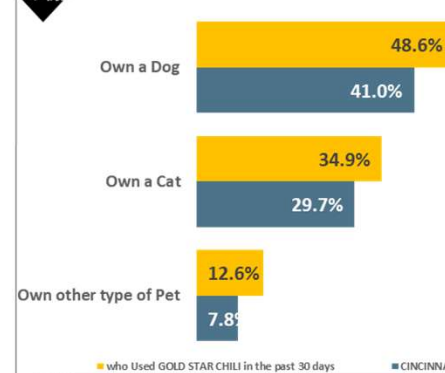
## Own/Rent/Other: Adults 18 or older



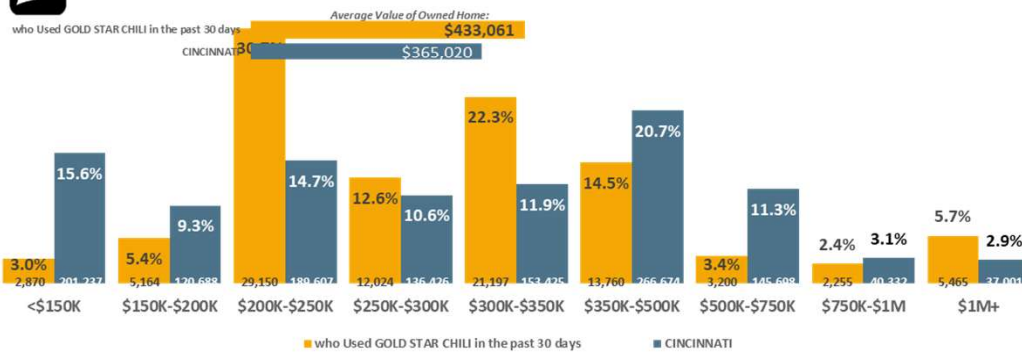
## Type of Home: Adults 18 or older



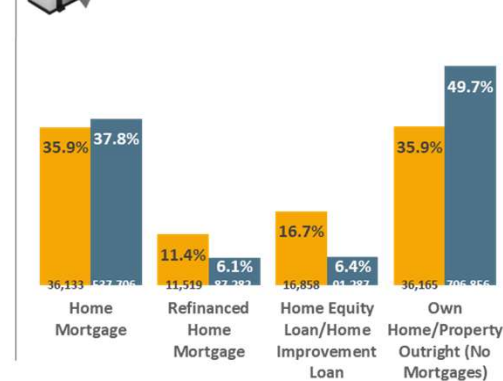
## Pets in Home: Adults 18 or older



## Value of Owned Home: Adults 18 or older



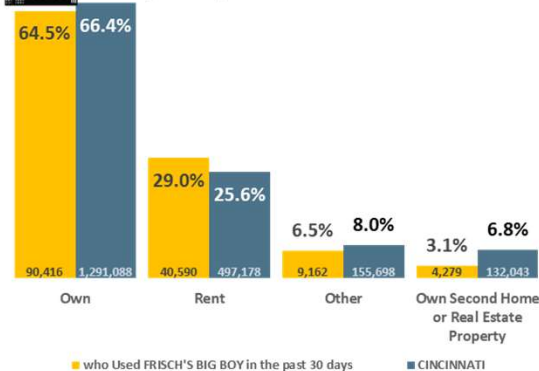
## Home Loans: Adults 18 or older



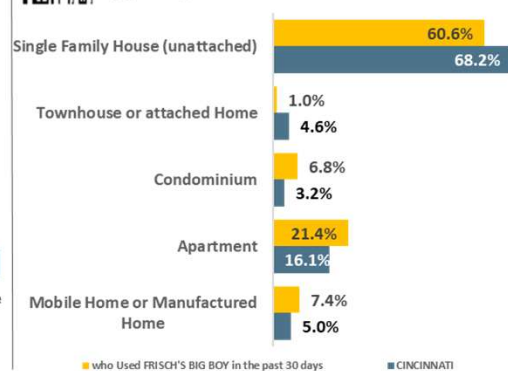


7.2% or 140,168 of CINCINNATI DMA Adults 18 or older Used FRISCH'S BIG BOY in the past 30 days. Adults 18 or older who Used FRISCH'S BIG BOY in the past 30 days are 2.9% less likely to own their home, 7.5% more likely to own a higher valued home, 11.1% less likely to have a single-family home, 11.8% less likely to have a dog.

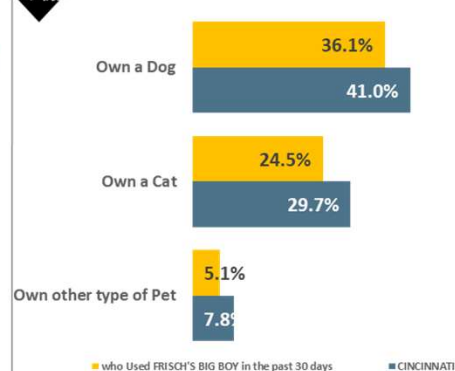
### Own/Rent/Other: Adults 18 or older



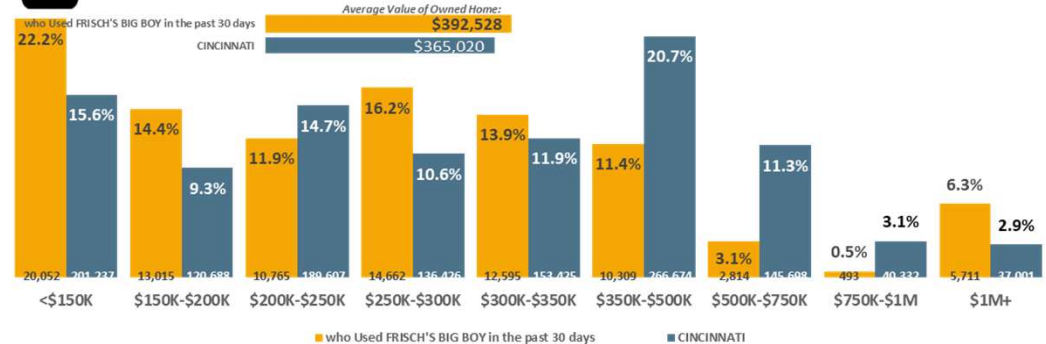
### Type of Home: Adults 18 or older



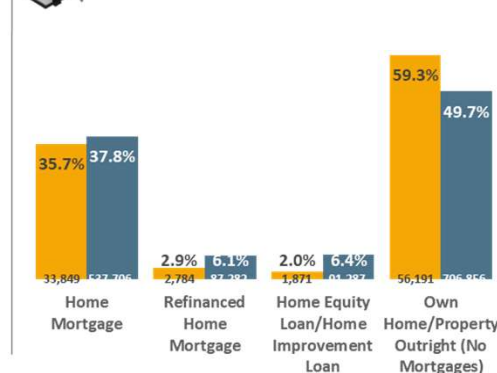
### Pets in Home: Adults 18 or older



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



### Home Loans: Adults 18 or older





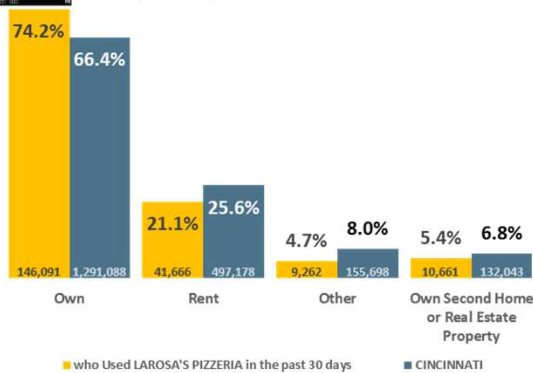


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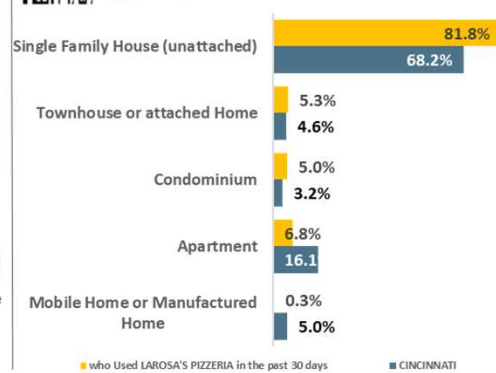
10.1% or 197,019 of CINCINNATI DMA Adults 18 or older Used LAROSA'S PIZZERIA in the past 30 days. Adults 18 or older who Used LAROSA'S PIZZERIA in the past 30 days are 11.6% more likely to own their home, 1.3% more likely to own a higher valued home, 20.% more likely to have a single-family home, 15.9% more likely to have a dog.



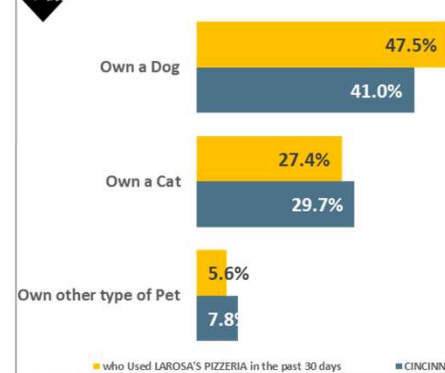
## Own/Rent/Other: Adults 18 or older



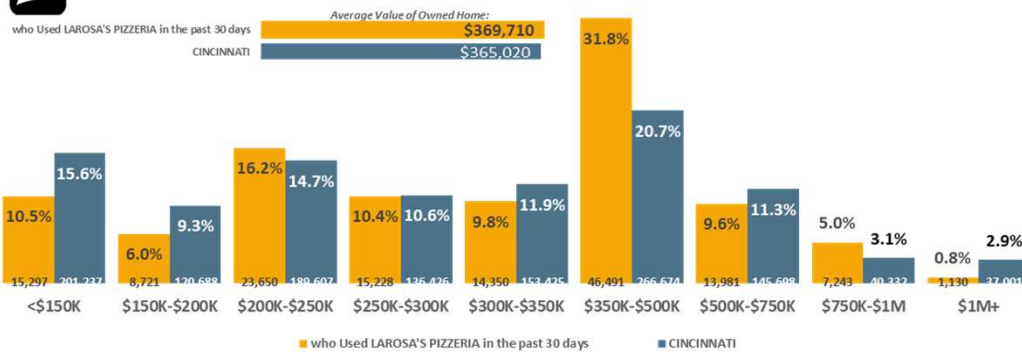
## Type of Home: Adults 18 or older



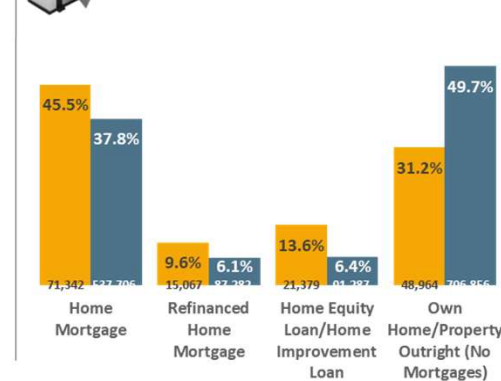
## Pets in Home: Adults 18 or older



## Value of Owned Home: Adults 18 or older



## Home Loans: Adults 18 or older

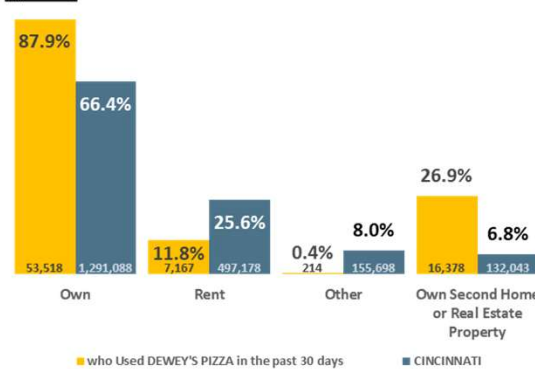




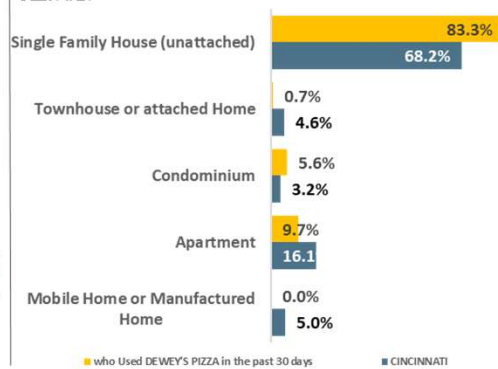
3.1% or 60,899 of CINCINNATI DMA Adults 18 or older Used DEWEY'S PIZZA in the past 30 days. Adults 18 or older who Used DEWEY'S PIZZA in the past 30 days are 32.3% more likely to own their home, 47.9% more likely to own a higher valued home, 22.1% more likely to have a single-family home, 26.7% more likely to have a dog.



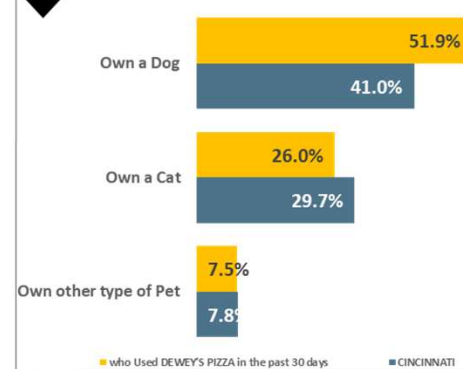
### Own/Rent/Other: Adults 18 or older



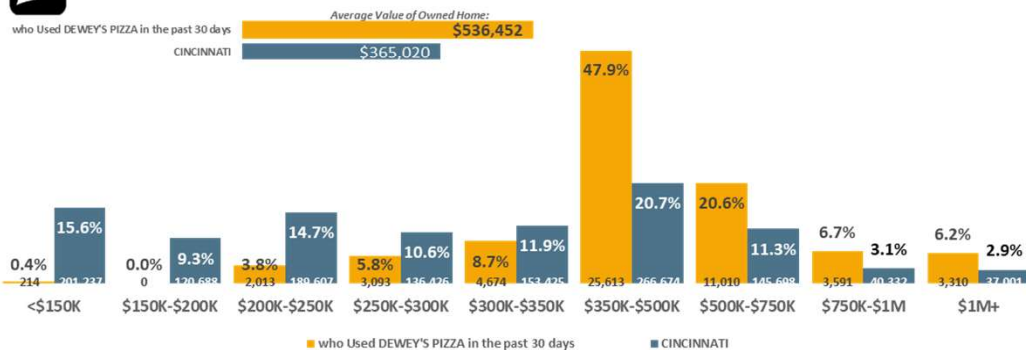
### Type of Home: Adults 18 or older



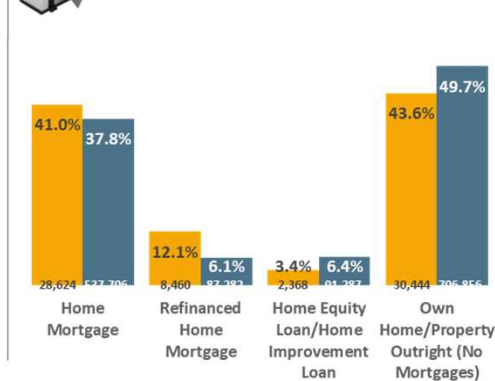
### Pets in Home: Adults 18 or older



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



### Home Loans: Adults 18 or older

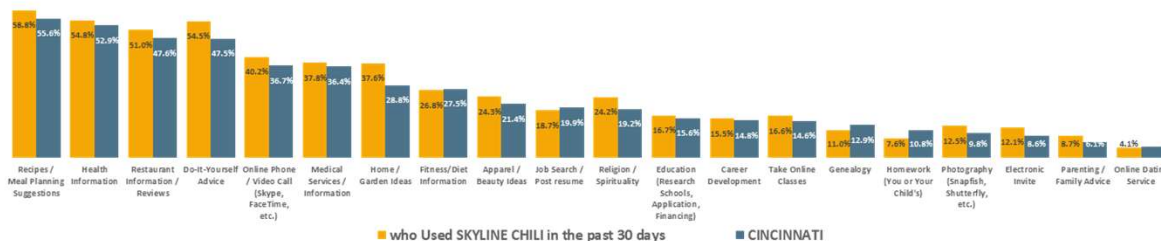




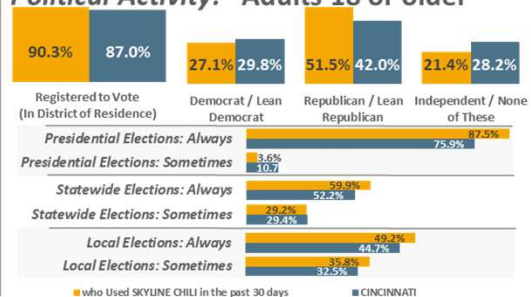
19.1% or 372,152 of CINCINNATI DMA Adults 18 or older Used SKYLINE CHILI in the past 30 days. Adults 18 or older who Used SKYLINE CHILI in the past 30 days are 14.7% more likely to look up D-I-Y advice online, 10.1% more likely to always vote in local elections, 13.% more likely to belong to a gym, 22.9% more likely to fly domestic past yr.



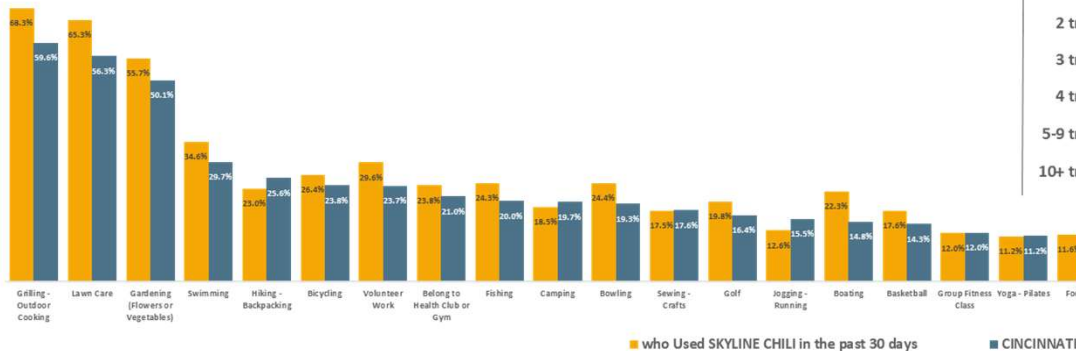
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



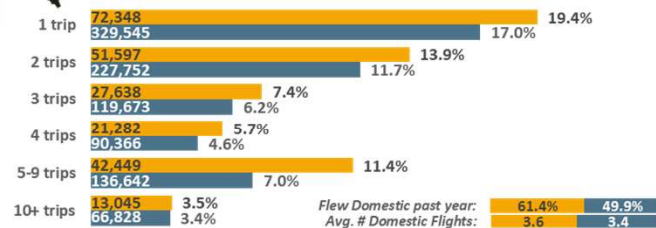
### Political Activity: Adults 18 or older



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



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





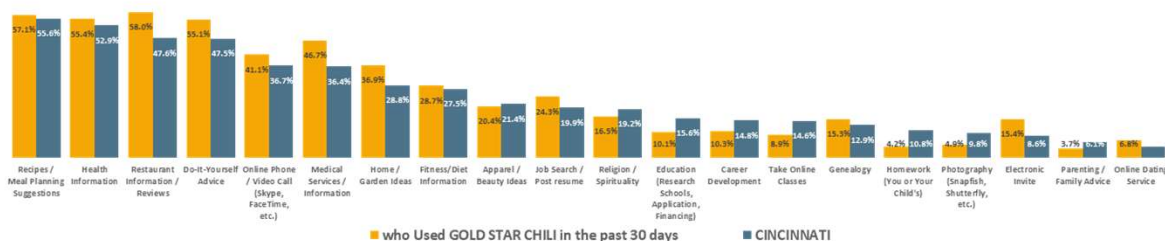
# CIN

6.8% or 133,132 of CINCINNATI DMA Adults 18 or older Used GOLD STAR CHILI in the past 30 days.

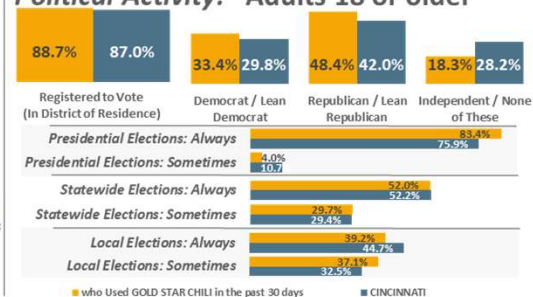
Adults 18 or older who Used GOLD STAR CHILI in the past 30 days are 16.% more likely to look up D-I-Y advice online, 12.1% less likely to always vote in local elections, 19.7% less likely to belong to a gym, 5.2% less likely to fly domestic past yr.



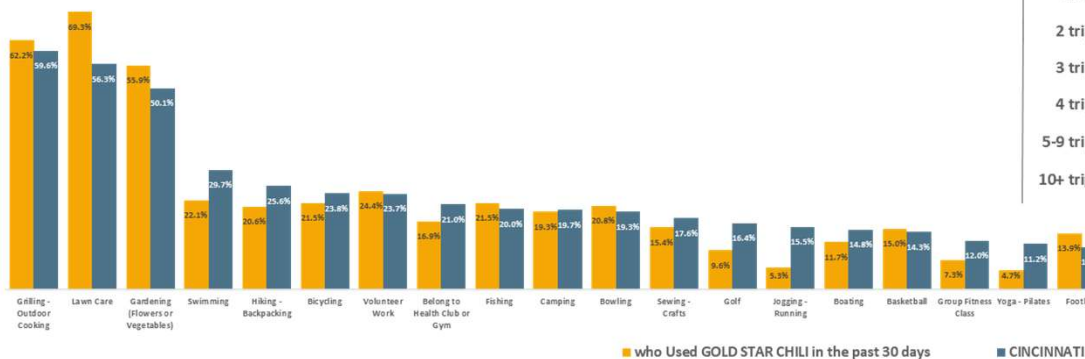
## Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



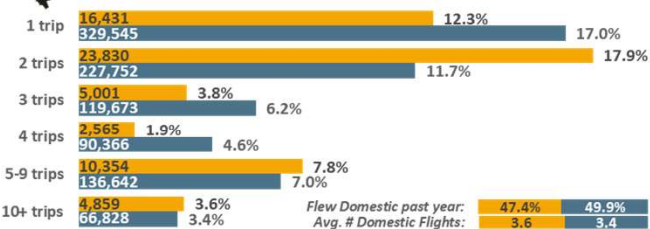
## Political Activity: Adults 18 or older



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



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



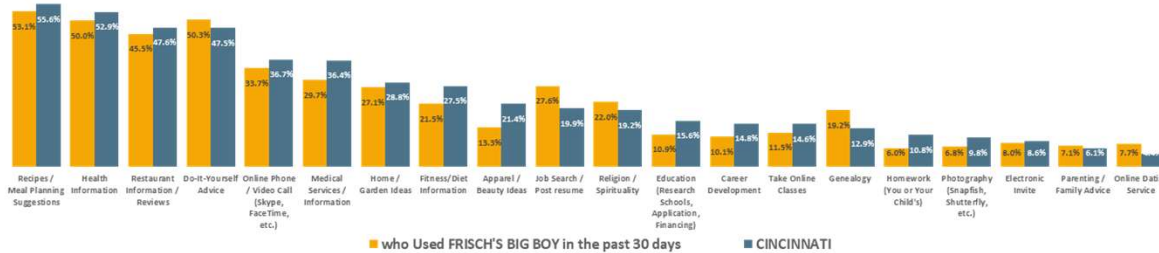




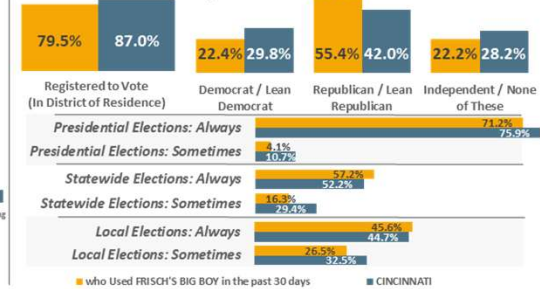
7.2% or 140,168 of CINCINNATI DMA Adults 18 or older Used FRISCH'S BIG BOY in the past 30 days. Adults 18 or older who Used FRISCH'S BIG BOY in the past 30 days are 6.% more likely to look up D-I-Y advice online, 2.2% more likely to always vote in local elections, 7.% less likely to belong to a gym, 2.6% more likely to fly domestic past yr.



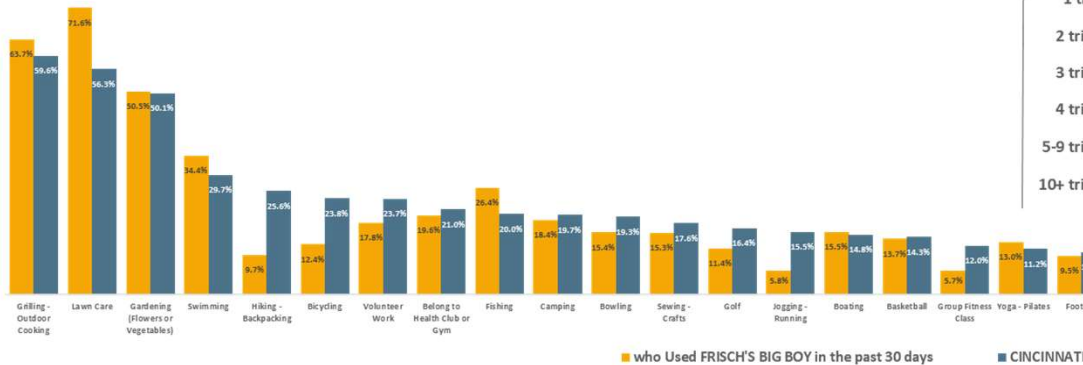
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



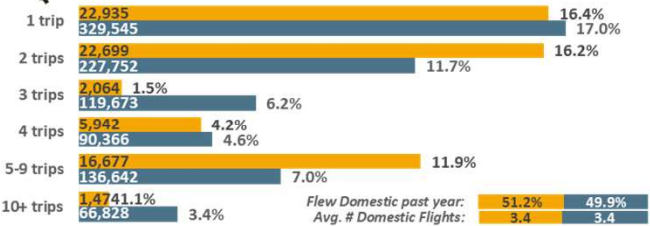
### Political Activity: Adults 18 or older



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



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

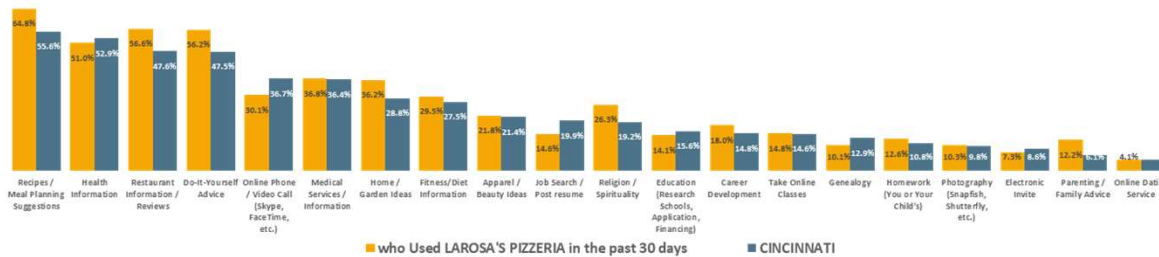




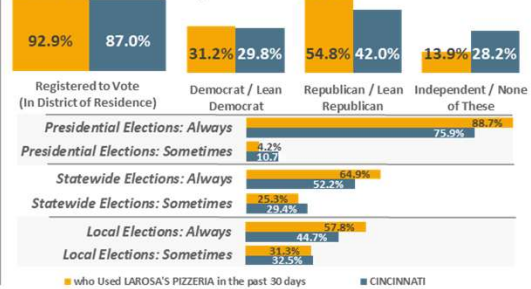
10.1% or 197,019 of CINCINNATI DMA Adults 18 or older Used LAROSA'S PIZZERIA in the past 30 days. Adults 18 or older who Used LAROSA'S PIZZERIA in the past 30 days are 18.4% more likely to look up D-I-Y advice online, 29.5% more likely to always vote in local elections, 21.5% more likely to belong to a gym, 18.3% more likely to fly domestic past yr.



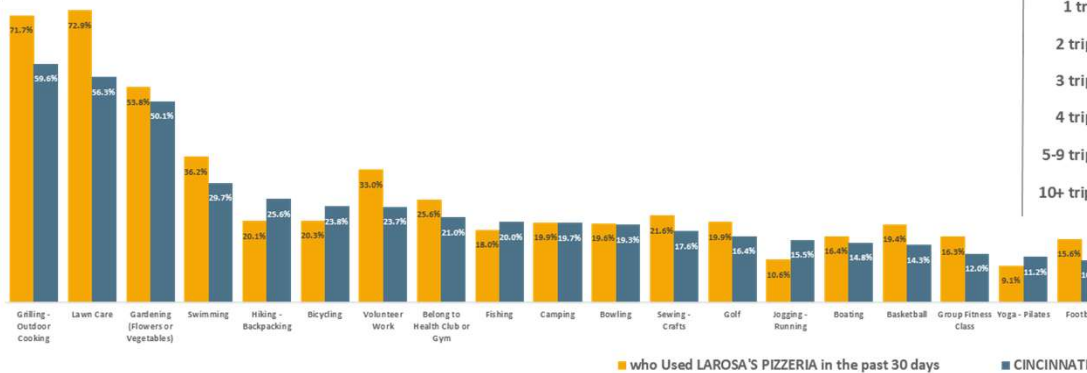
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



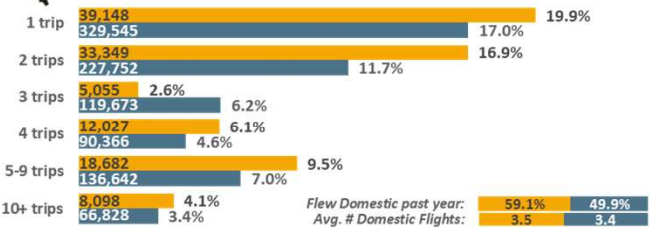
### Political Activity: Adults 18 or older



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



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

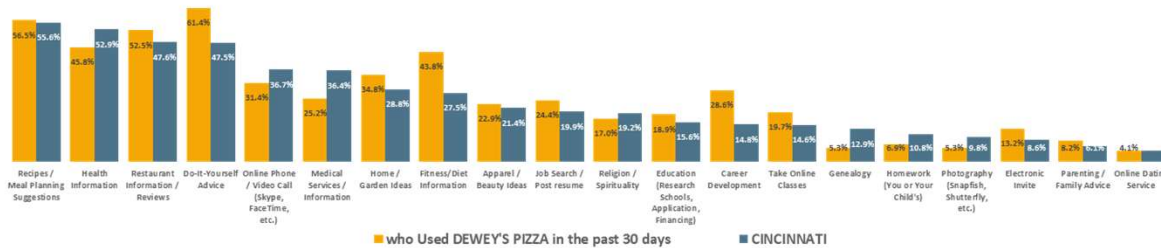




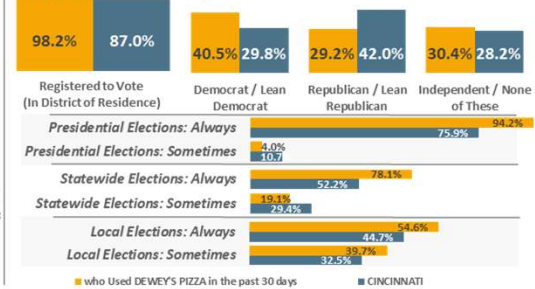
3.1% or 60,899 of CINCINNATI DMA Adults 18 or older Used DEWEY'S PIZZA in the past 30 days. Adults 18 or older who Used DEWEY'S PIZZA in the past 30 days are 29.2% more likely to look up D-I-Y advice online, 22.3% more likely to always vote in local elections, 39.1% more likely to belong to a gym, 63.4% more likely to fly domestic past yr.



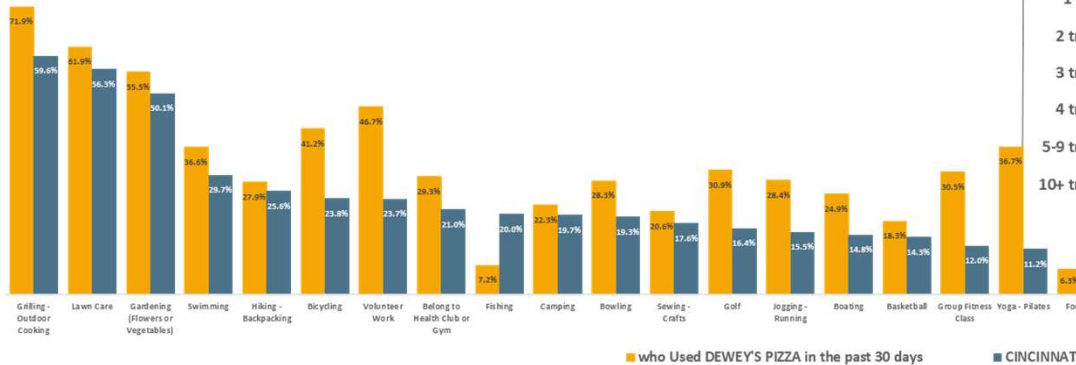
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



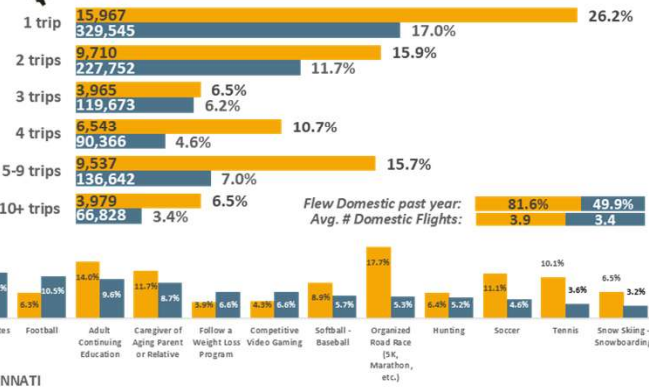
### Political Activity: Adults 18 or older



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



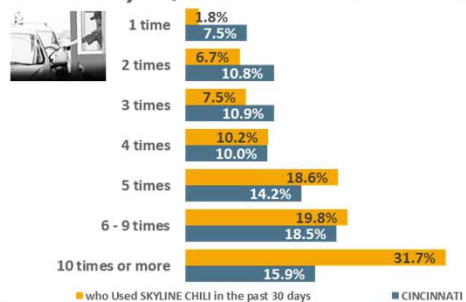
### Past 12-months Domestic Airline Trips: Adults 18 or older



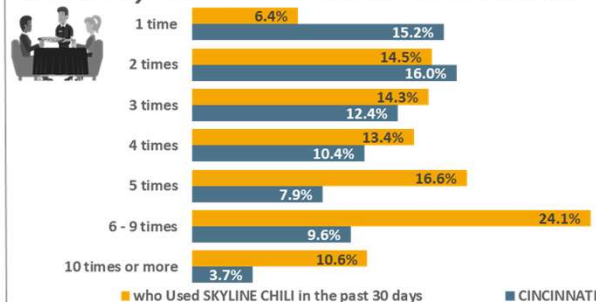


19.1% or 372,152 of CINCINNATI DMA Adults 18 or older Used SKYLINE CHILI in the past 30 days.  
 Adults 18 or older who Used SKYLINE CHILI in the past 30 days are 9.6% more likely to use QSRs past mo.,  
 32.9% more likely to use Sit-Down Restaurants past mo., 29.8% more likely to use Casinos past yr., 37.4%  
 less likely to smoke cigarettes.

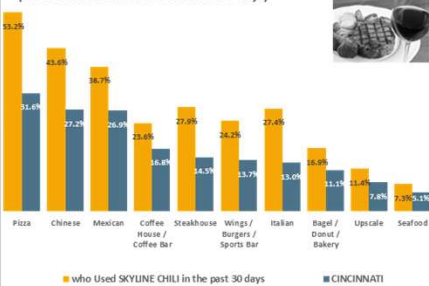
### Past 30-days QSR Users: Adults 18 or older



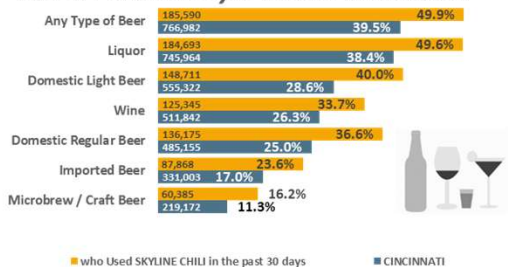
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



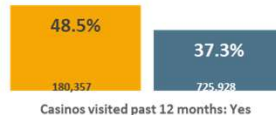
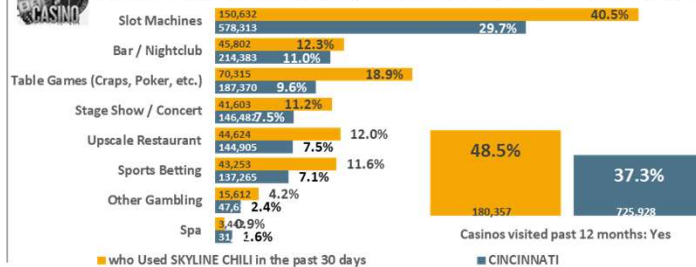
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



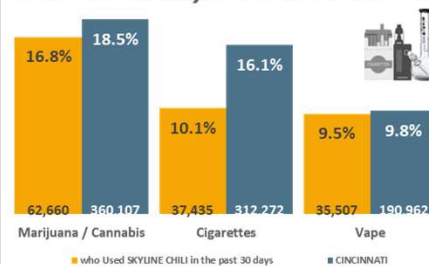
### Drank Past 30-days: Adults 18 or older



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



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



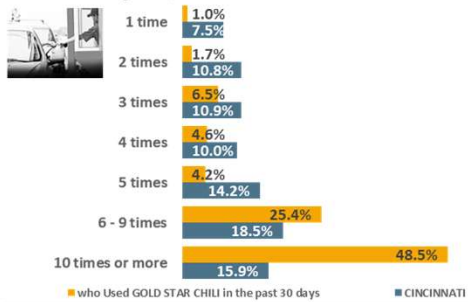




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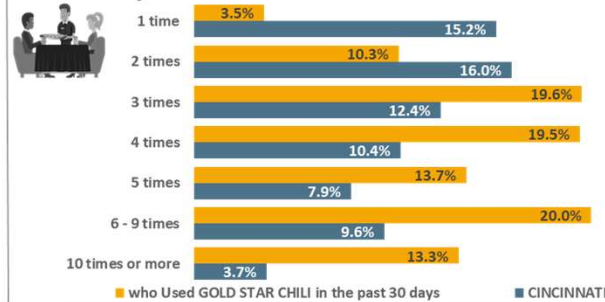
6.8% or 133,132 of CINCINNATI DMA Adults 18 or older Used GOLD STAR CHILI in the past 30 days. Adults 18 or older who Used GOLD STAR CHILI in the past 30 days are 4.9% more likely to use QSRs past mo., 32.9% more likely to use Sit-Down Restaurants past mo., 50.4% more likely to use Casinos past yr., 21.1% more likely to smoke cigarettes.

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



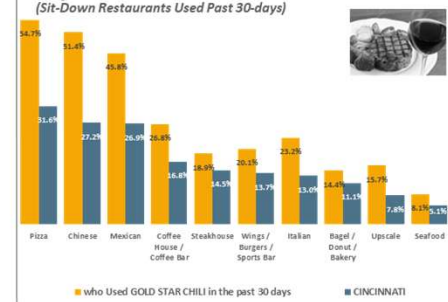
Total Monthly QSR Users: 92.1%  
Avg. Monthly QSR Meals: 10.7

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



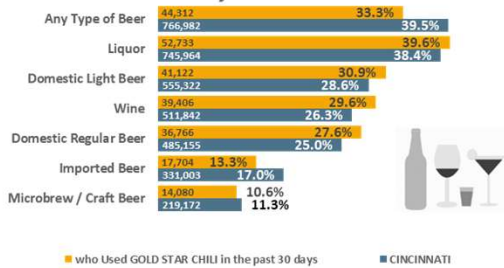
Total Monthly Sit-Down Restaurant Users: 75.2%  
Avg. Monthly Sit-Down Restaurant Meals: 5.8

## Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

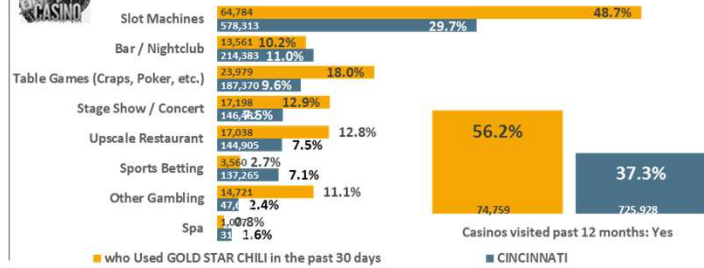


Used Restaurant Delivery Service Past 30-days (GrubHub, Uber Eats, etc.)  
who Used GOLD STAR CHILI in the past 30 days: 43,388 (32.6%)  
CINCINNATI: 412,644 (21.2%)

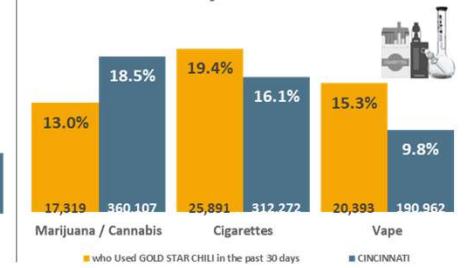
## Drank Past 30-days: Adults 18 or older



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



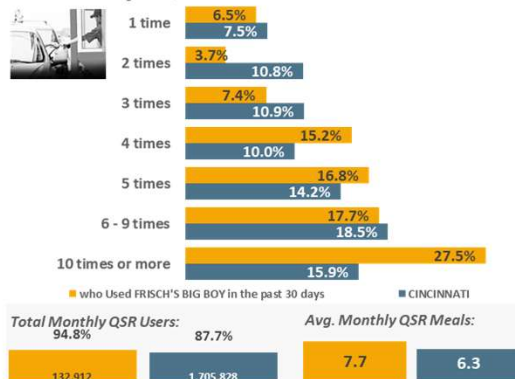
## Used Past 30-days: Adults 18 or older



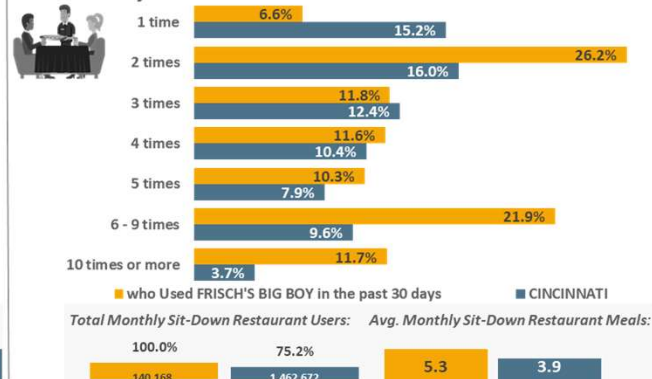


7.2% or 140,168 of CINCINNATI DMA Adults 18 or older Used FRISCH'S BIG BOY in the past 30 days. Adults 18 or older who Used FRISCH'S BIG BOY in the past 30 days are 8.1% more likely to use QSRs past mo., 32.9% more likely to use Sit-Down Restaurants past mo., 17.8% more likely to use Casinos past yr., 25.4% more likely to smoke cigarettes.

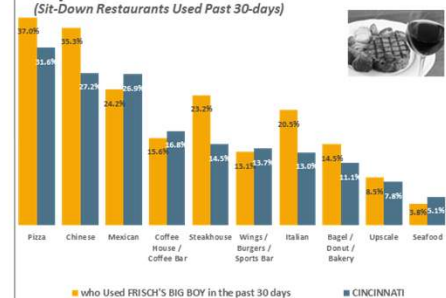
### Past 30-days QSR Users: Adults 18 or older



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

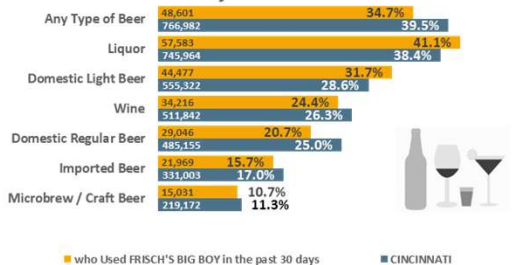


### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

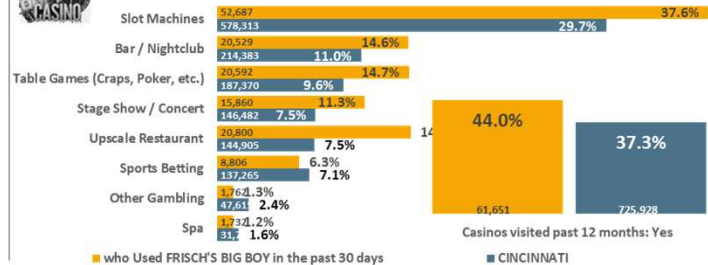


**Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)**  
 who Used FRISCH'S BIG BOY in the past 30 days: 24.2%  
 CINCINNATI: 21.2%

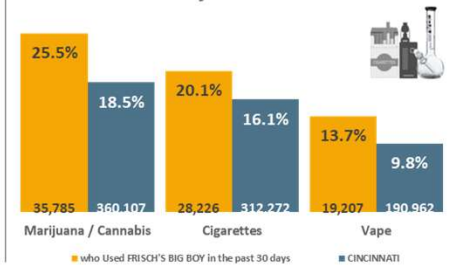
### Drank Past 30-days: Adults 18 or older



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



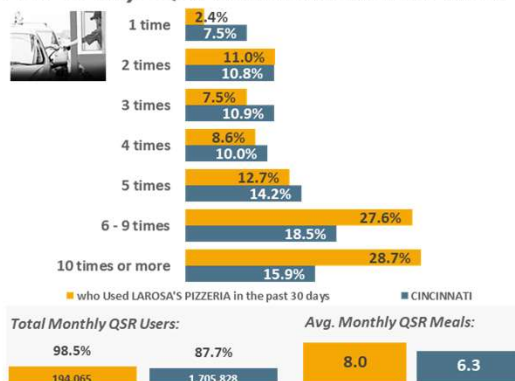
### Used Past 30-days: Adults 18 or older



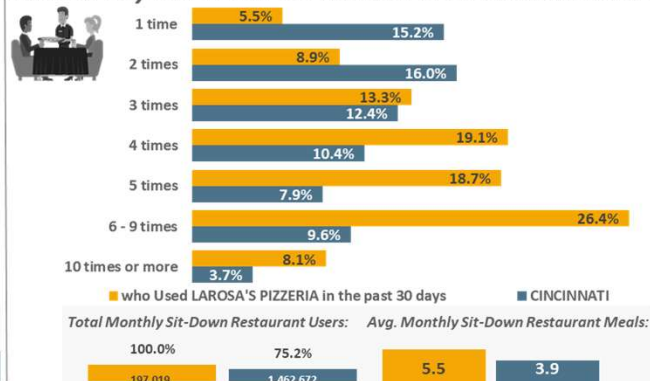


10.1% or 197,019 of CINCINNATI DMA Adults 18 or older Used LAROSA'S PIZZERIA in the past 30 days. Adults 18 or older who Used LAROSA'S PIZZERIA in the past 30 days are 12.3% more likely to use QSRs past mo., 32.9% more likely to use Sit-Down Restaurants past mo., 25.5% more likely to use Casinos past yr., 54.4% less likely to smoke cigarettes.

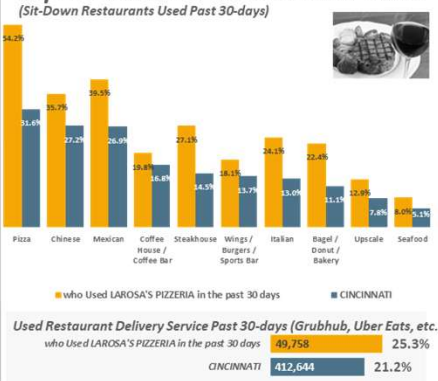
### Past 30-days QSR Users: Adults 18 or older



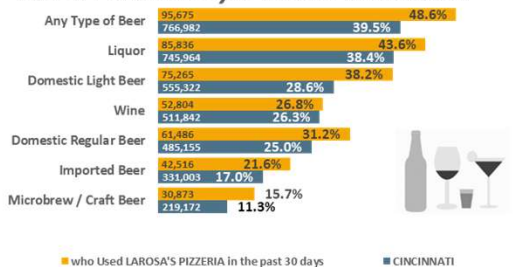
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



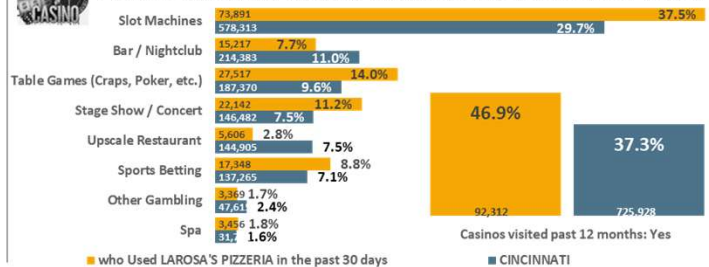
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



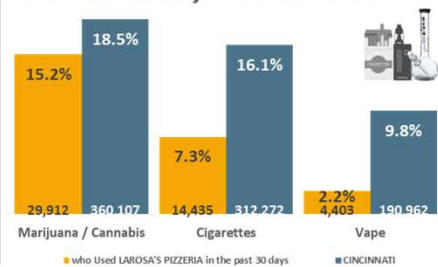
### Drank Past 30-days: Adults 18 or older



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



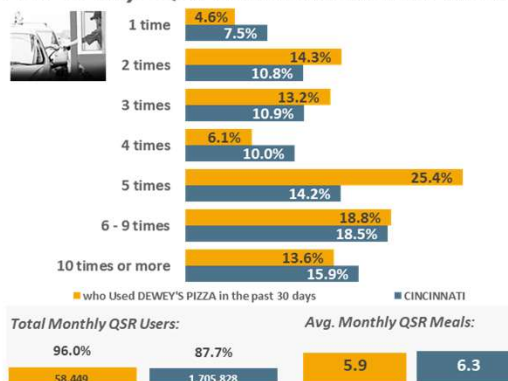
### Used Past 30-days: Adults 18 or older



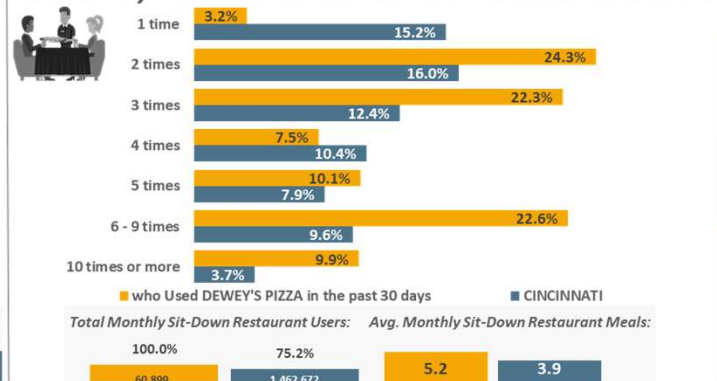


3.1% or 60,899 of CINCINNATI DMA Adults 18 or older Used DEWEY'S PIZZA in the past 30 days. Adults 18 or older who Used DEWEY'S PIZZA in the past 30 days are 9.4% more likely to use QSRs past mo., 32.9% more likely to use Sit-Down Restaurants past mo., 2.5% less likely to use Casinos past yr., 88.5% less likely to smoke cigarettes.

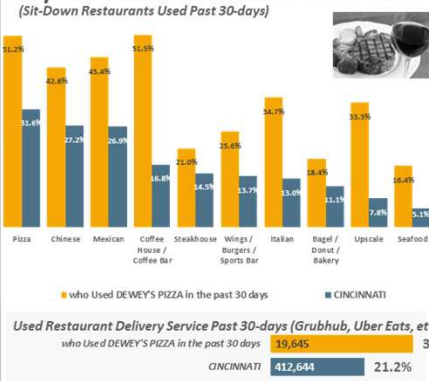
### Past 30-days QSR Users: Adults 18 or older



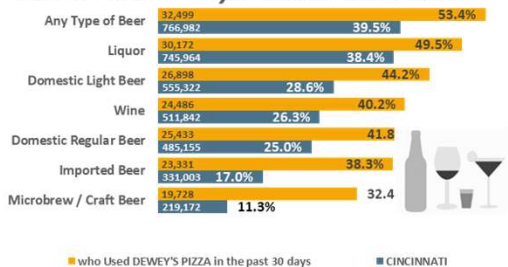
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



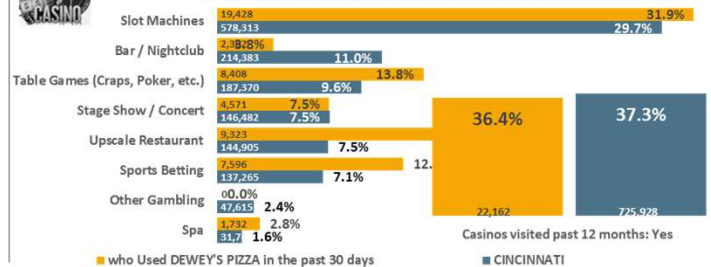
### Top-10 Cuisines: Adults 18 or older



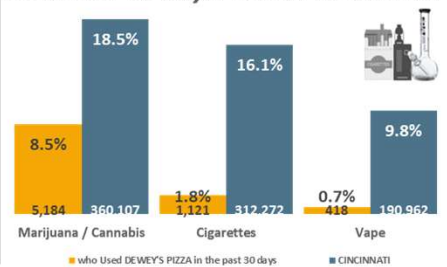
### Drank Past 30-days: Adults 18 or older



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



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





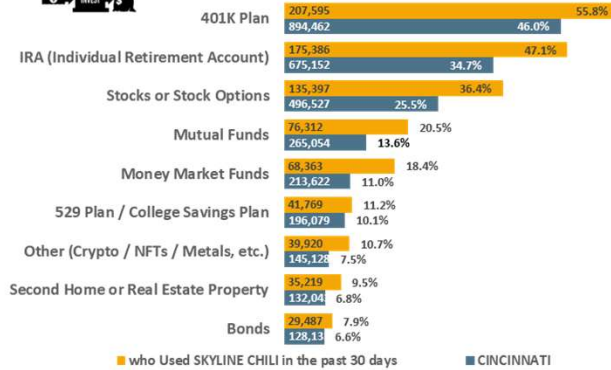


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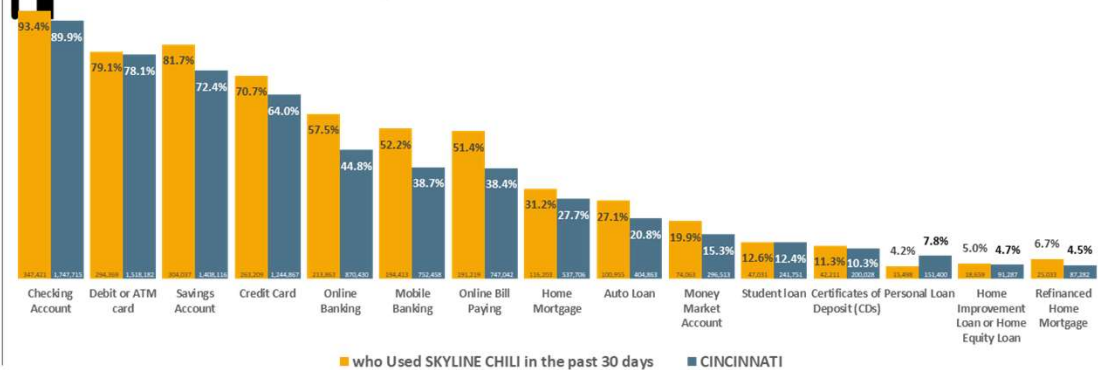
19.1% or 372,152 of CINCINNATI DMA Adults 18 or older Used SKYLINE CHILI in the past 30 days.  
Adults 18 or older who Used SKYLINE CHILI in the past 30 days are 21.2% more likely to have a 401K, 30.3% more likely to have an Auto Loan, 40.% more likely to Invest/Trade Stocks Online, 5.4% more likely to pay with their Debit Card.



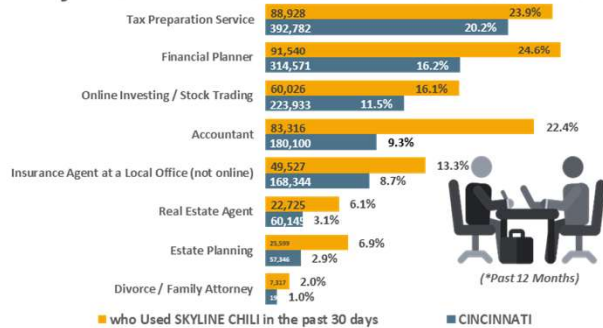
## Investments Owned: Adults 18 or older



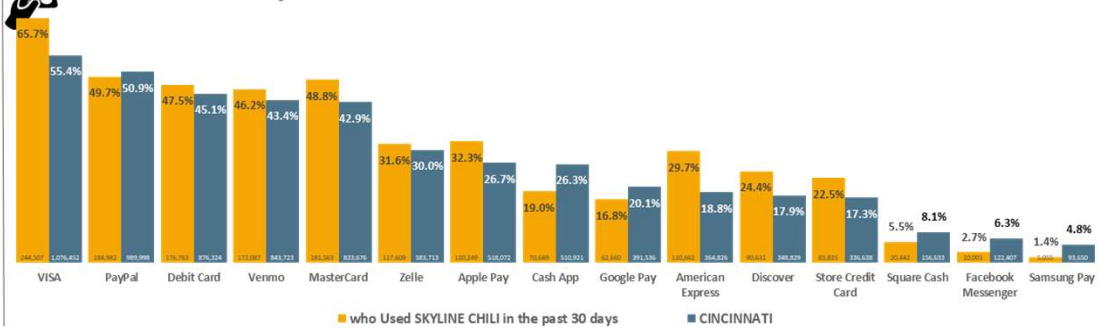
## Financial Services Has and/or Uses: Adults 18 or older



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



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





# CIN

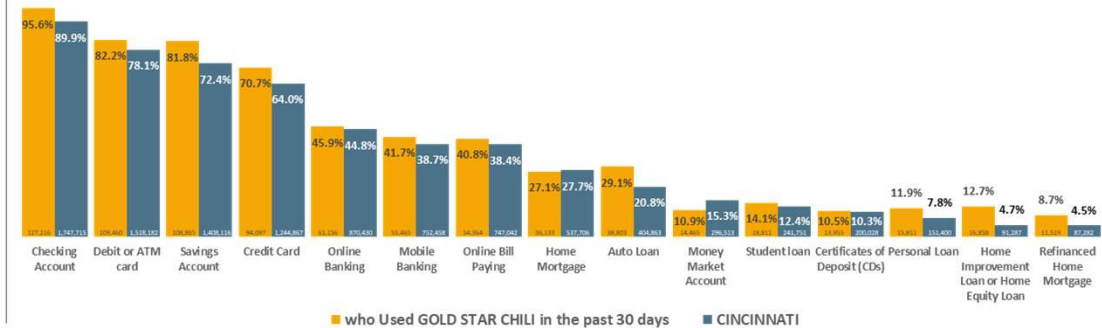
6.8% or 133,132 of CINCINNATI DMA Adults 18 or older Used GOLD STAR CHILI in the past 30 days. Adults 18 or older who Used GOLD STAR CHILI in the past 30 days are 33.6% more likely to have a 401K, 39.9% more likely to have an Auto Loan, 33.7% less likely to Invest/Trade Stocks Online, 20.2% more likely to pay with their Debit Card.



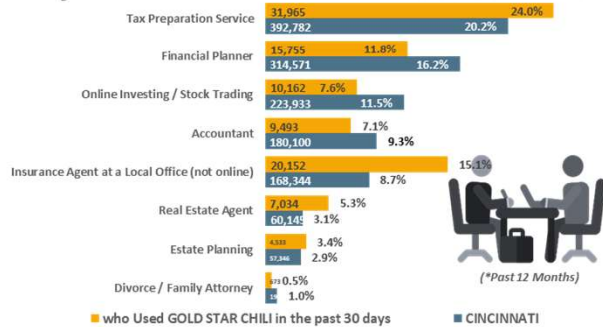
## Investments Owned: Adults 18 or older



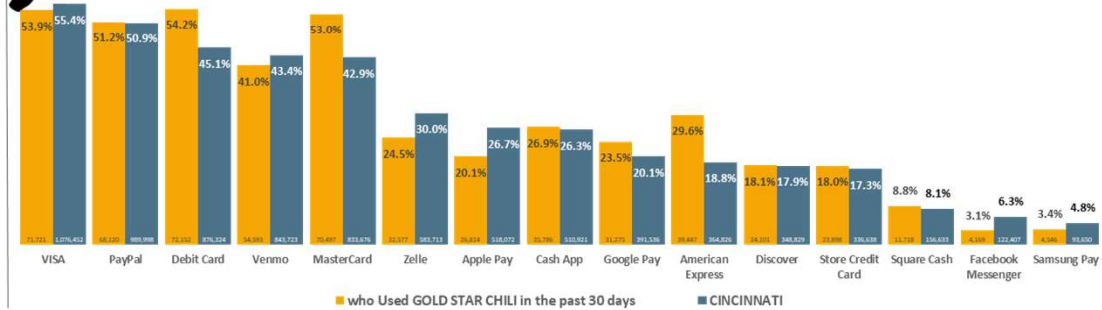
## Financial Services Has and/or Uses: Adults 18 or older



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



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

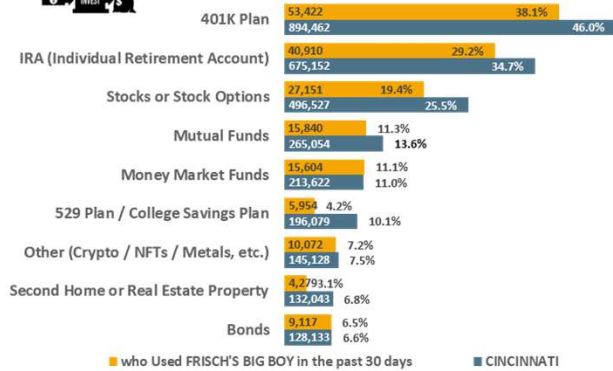




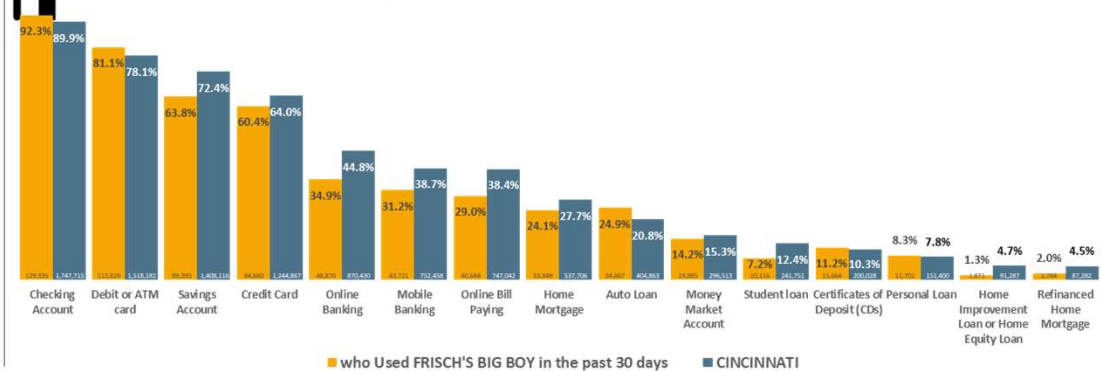
7.2% or 140,168 of CINCINNATI DMA Adults 18 or older Used FRISCH'S BIG BOY in the past 30 days. Adults 18 or older who Used FRISCH'S BIG BOY in the past 30 days are 17.2% less likely to have a 401K, 19.4% more likely to have an Auto Loan, 60.9% less likely to Invest/Trade Stocks Online, 9.3% more likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



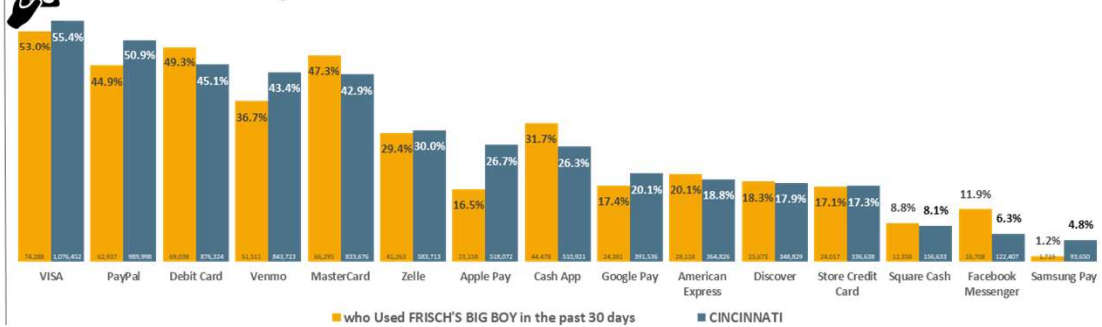
### Financial Services Has and/or Uses: Adults 18 or older



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



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





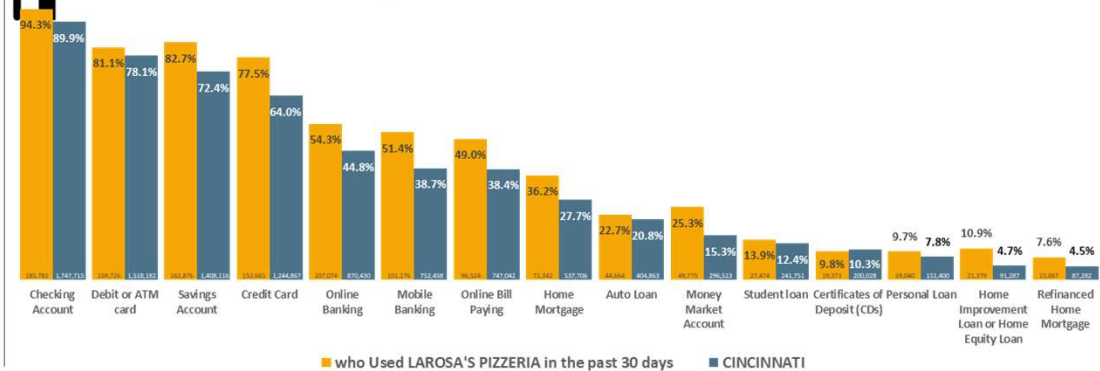
10.1% or 197,019 of CINCINNATI DMA Adults 18 or older Used LAROSA'S PIZZERIA in the past 30 days.  
Adults 18 or older who Used LAROSA'S PIZZERIA in the past 30 days are 18.3% more likely to have a 401K, 8.9% more likely to have an Auto Loan, 16.2% less likely to Invest/Trade Stocks Online, 7.5% less likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



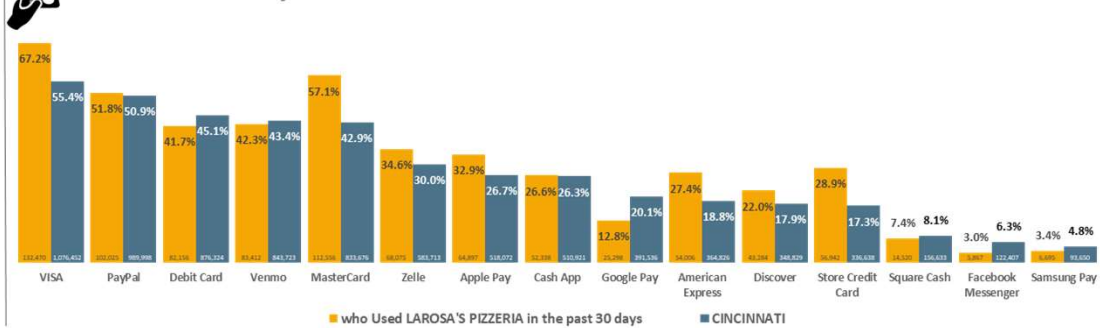
### Financial Services Has and/or Uses: Adults 18 or older



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



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



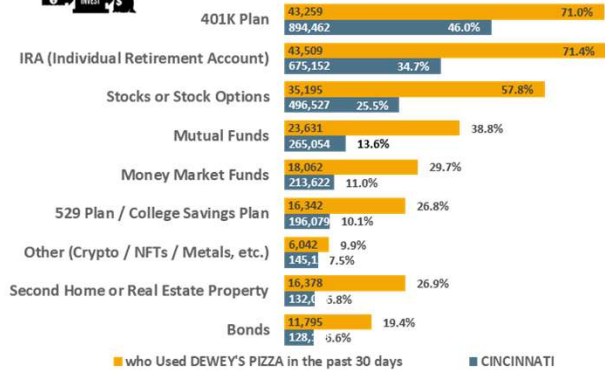




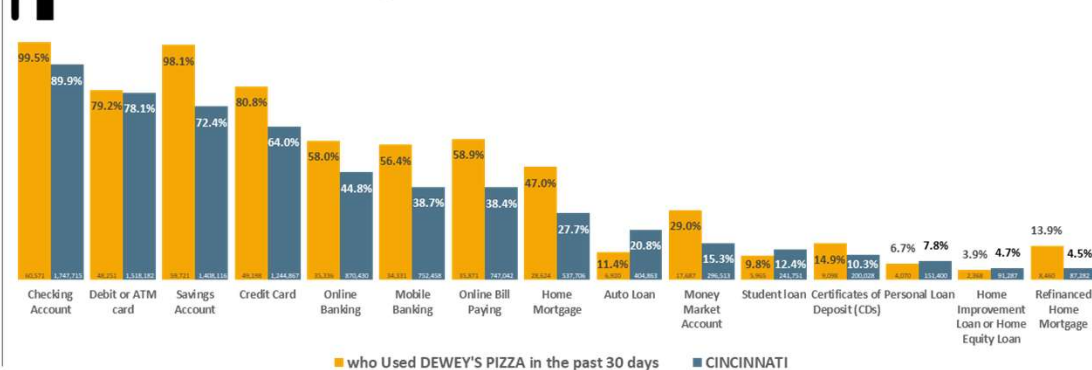
3.1% or 60,899 of CINCINNATI DMA Adults 18 or older Used DEWEY'S PIZZA in the past 30 days.  
Adults 18 or older who Used DEWEY'S PIZZA in the past 30 days are 54.4% more likely to have a 401K, 45.4% less likely to have an Auto Loan, 130.4% more likely to Invest/Trade Stocks Online, 22.9% less likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



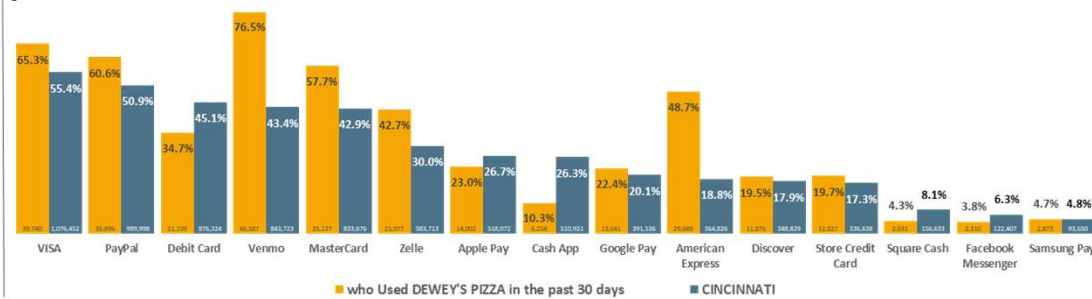
### Financial Services Has and/or Uses: Adults 18 or older



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

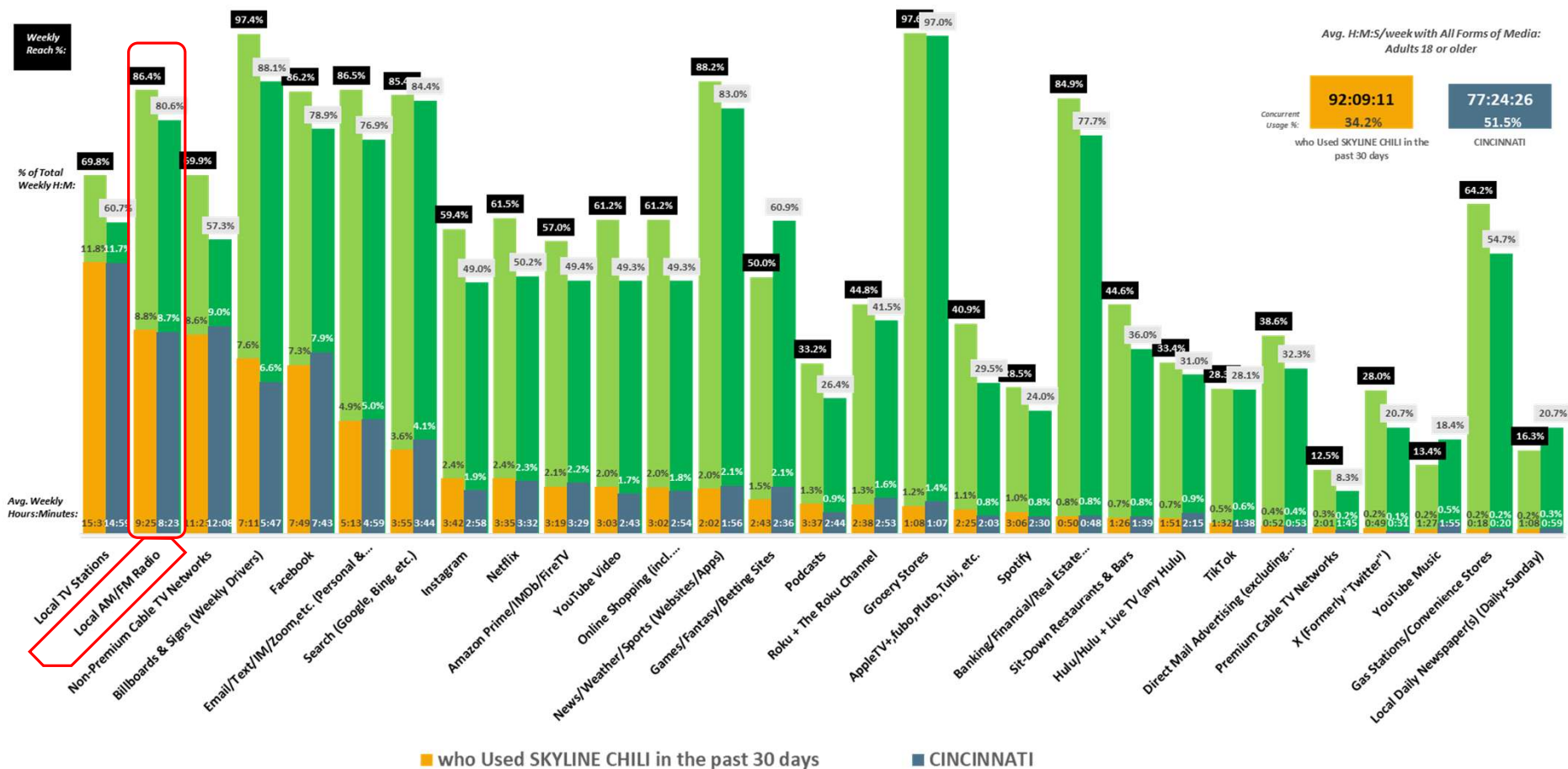


### Past 3-Months Payment Methods Used: Adults 18 or older





Adults 18 or older who Used SKYLINE CHILI in the past 30 days spend an average of 3 days, 20 hours, 9 minutes and 11 seconds each week with All Forms of Media.  
 86.4% of Adults 18 or older who Used SKYLINE CHILI in the past 30 days spend an avg. of 9 hours and 25 minutes each week listening to All Local AM/FM Radio, representing 8.8% of total time spent with all forms of Media.

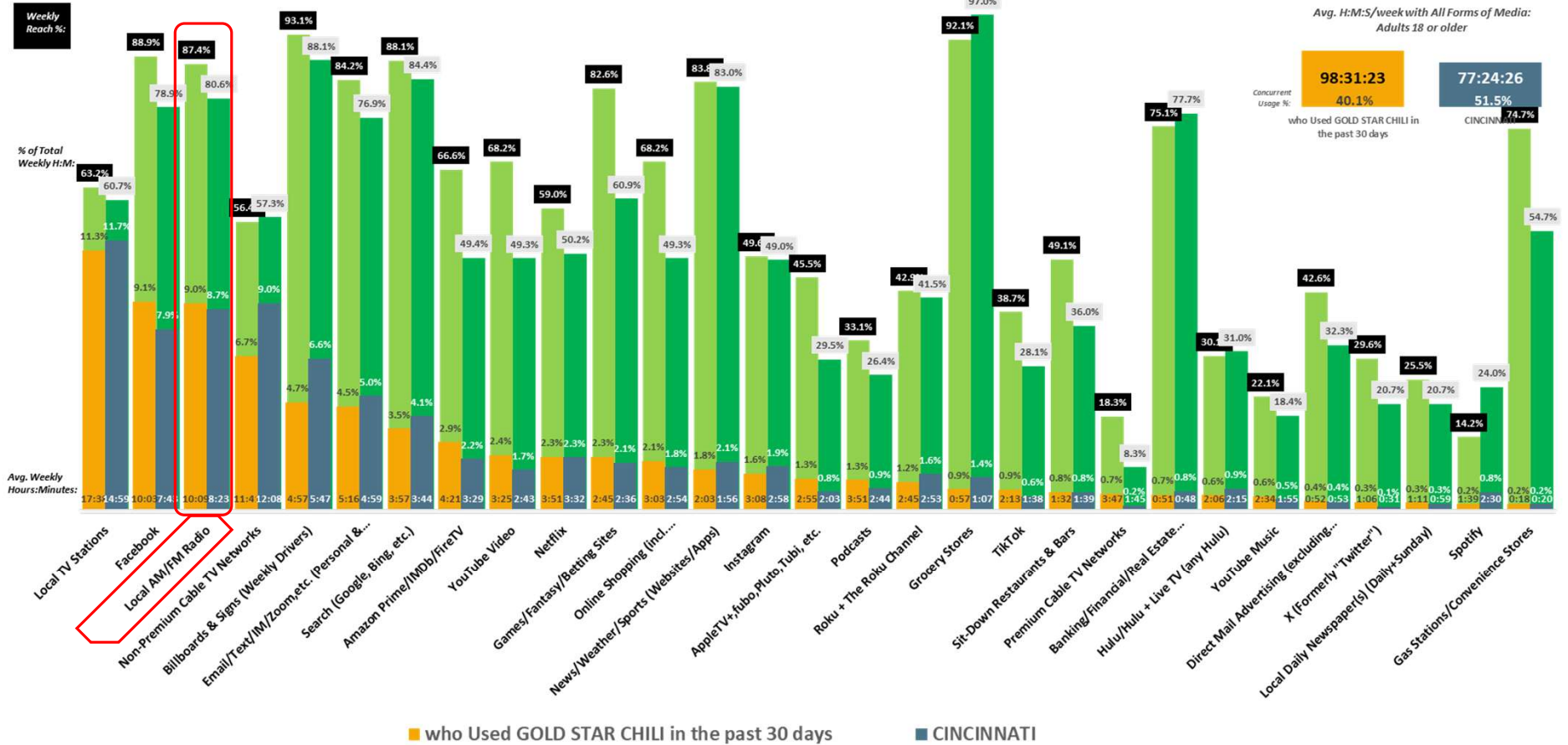




# CIN

Adults 18 or older who Used GOLD STAR CHILI in the past 30 days spend an average of 4 days, 2 hours, 31 minutes and 23 seconds each week with All Forms of Media.

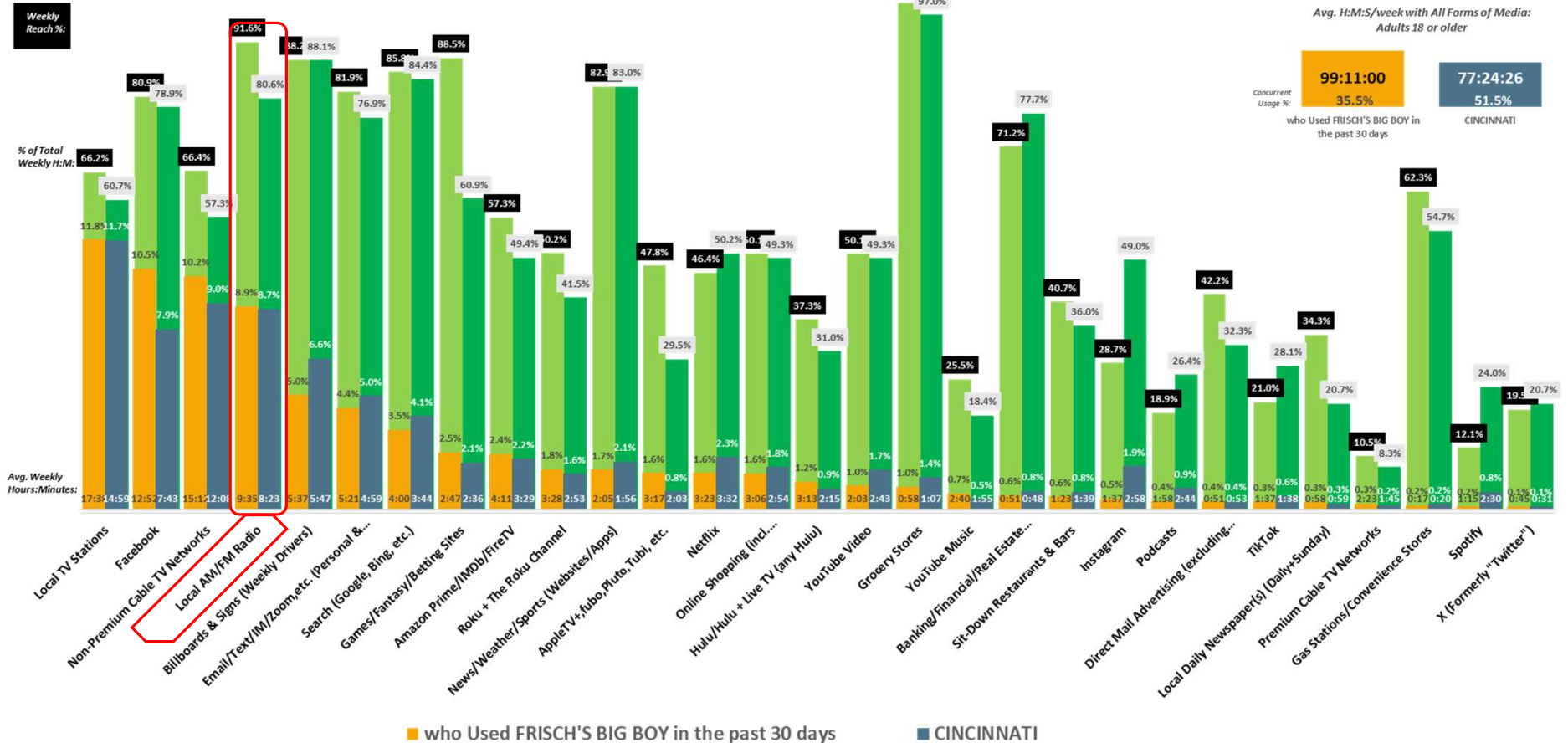
87.4% of Adults 18 or older who Used GOLD STAR CHILI in the past 30 days spend an avg. of 10 hours and 9 minutes each week listening to All Local AM/FM Radio, representing 9.9% of total time spent with all forms of Media.





Adults 18 or older who Used FRISCH'S BIG BOY in the past 30 days spend an average of 4 days, 3 hours, 11 minutes and 0 seconds each week with All Forms of Media.

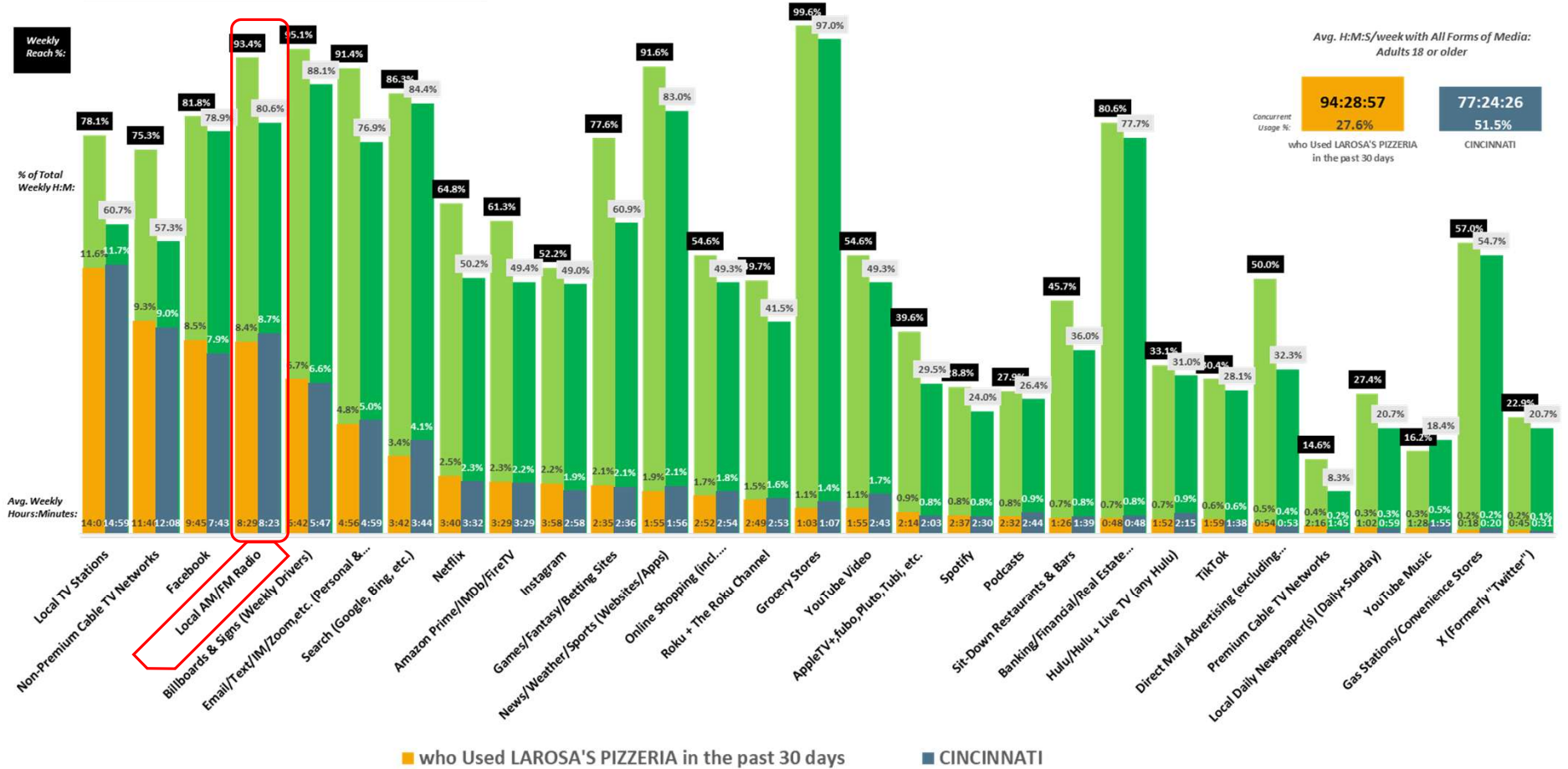
91.6% of Adults 18 or older who Used FRISCH'S BIG BOY in the past 30 days spend an avg. of 9 hours and 35 minutes each week listening to All Local AM/FM Radio, representing 8.9% of total time spent with all forms of Media.







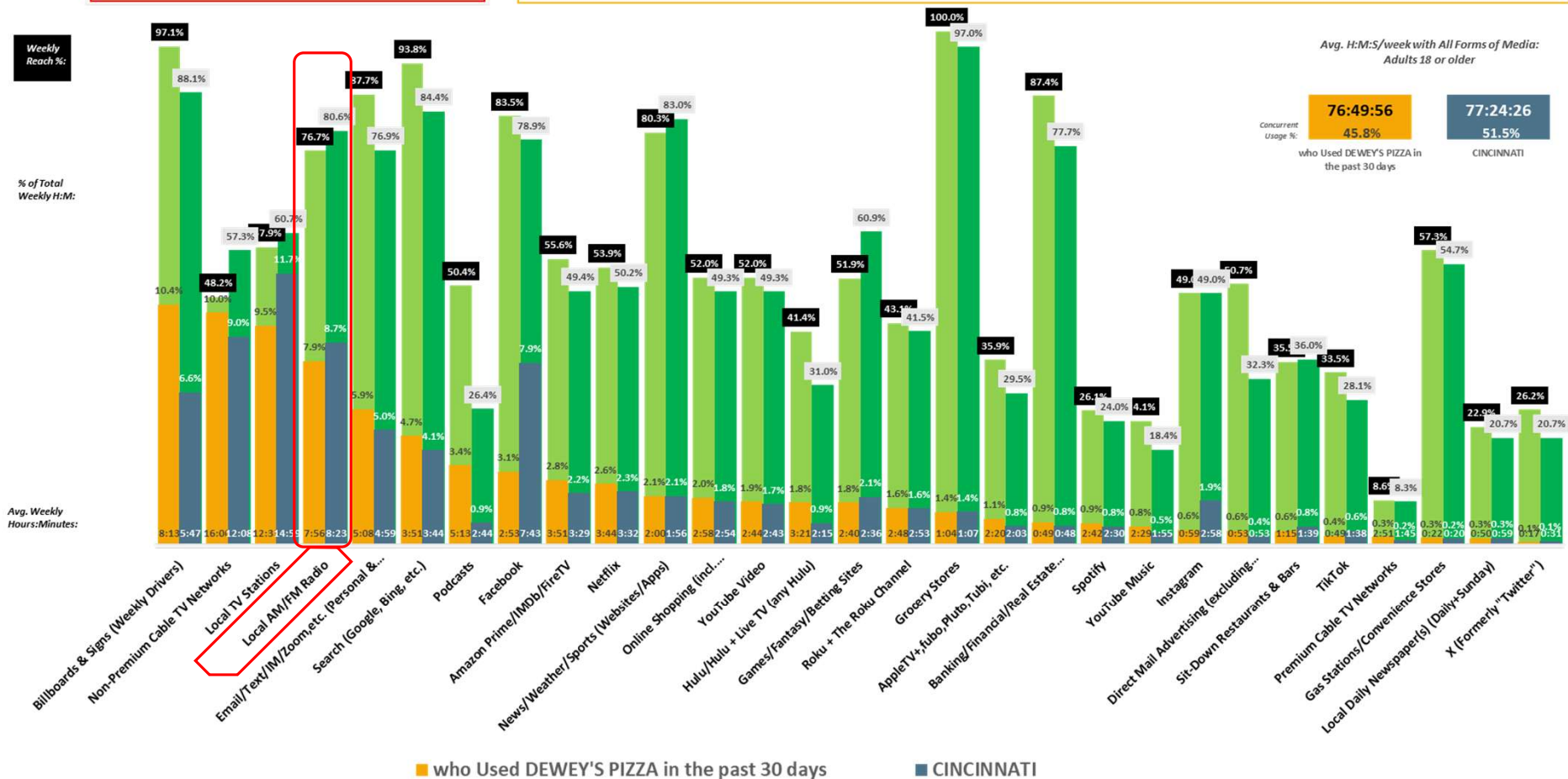
Adults 18 or older who Used LAROSA'S PIZZERIA in the past 30 days spend an average of 3 days, 22 hours, 28 minutes and 57 seconds each week with All Forms of Media.  
 93.4% of Adults 18 or older who Used LAROSA'S PIZZERIA in the past 30 days spend an avg. of 8 hours and 29 minutes each week listening to All Local AM/FM Radio, representing 8.4% of total time spent with all forms of Media.





Adults 18 or older who Used DEWEY'S PIZZA in the past 30 days spend an average of 3 days, 4 hours, 49 minutes and 56 seconds each week with All Forms of Media.

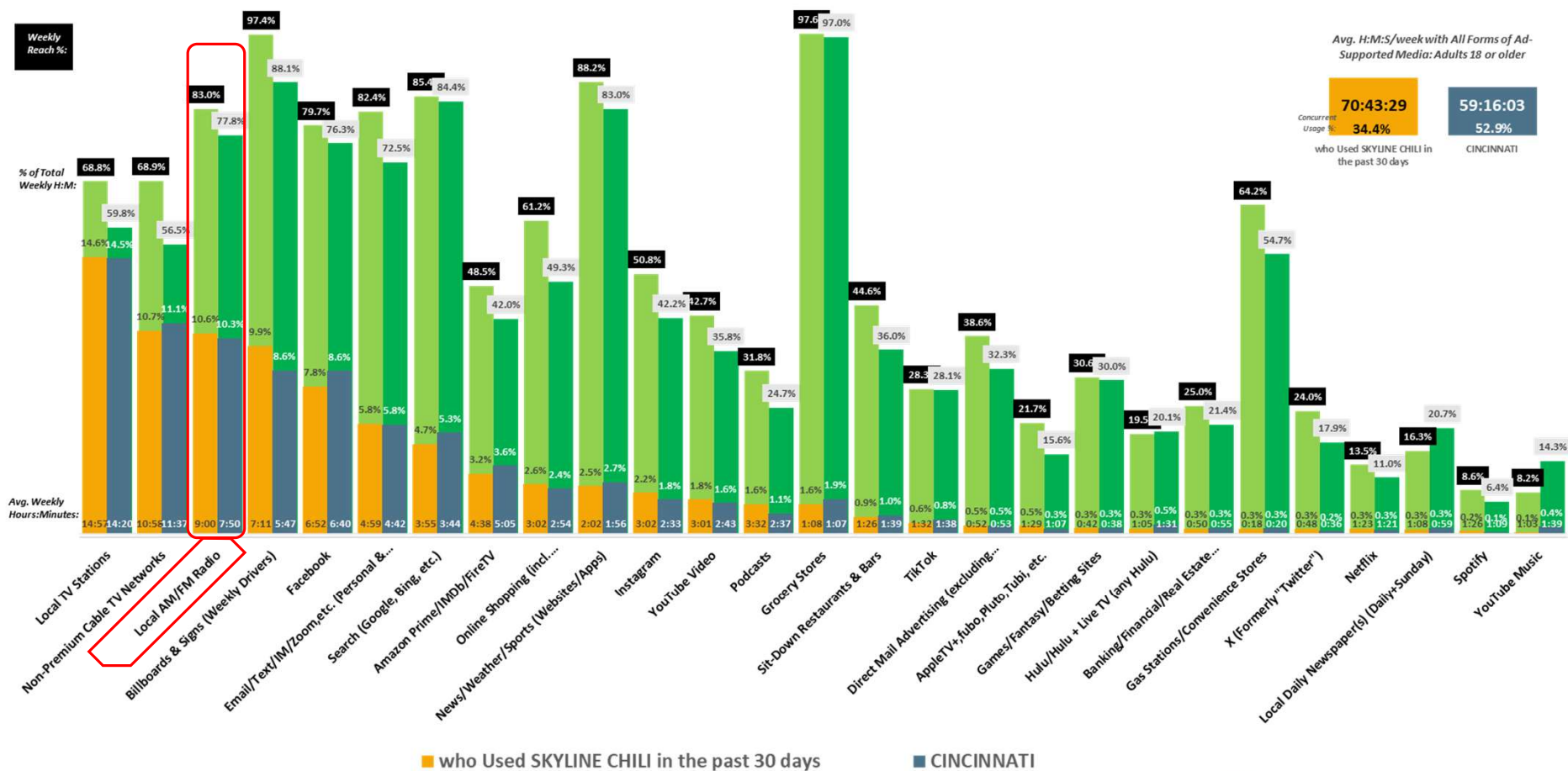
76.7% of Adults 18 or older who Used DEWEY'S PIZZA in the past 30 days spend an avg. of 7 hours and 56 minutes each week listening to All Local AM/FM Radio, representing 7.9% of total time spent with all forms of Media.





Adults 18 or older who Used SKYLINE CHILI in the past 30 days spend an average of 2 days, 22 hours, 43 minutes and 29 seconds each week with All Forms of Ad-Supported Media.

83.% of Adults 18 or older who Used SKYLINE CHILI in the past 30 days spend an avg. of 9 hours and 0 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.6% of total time spent with all forms of Ad-Supported Media.



Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

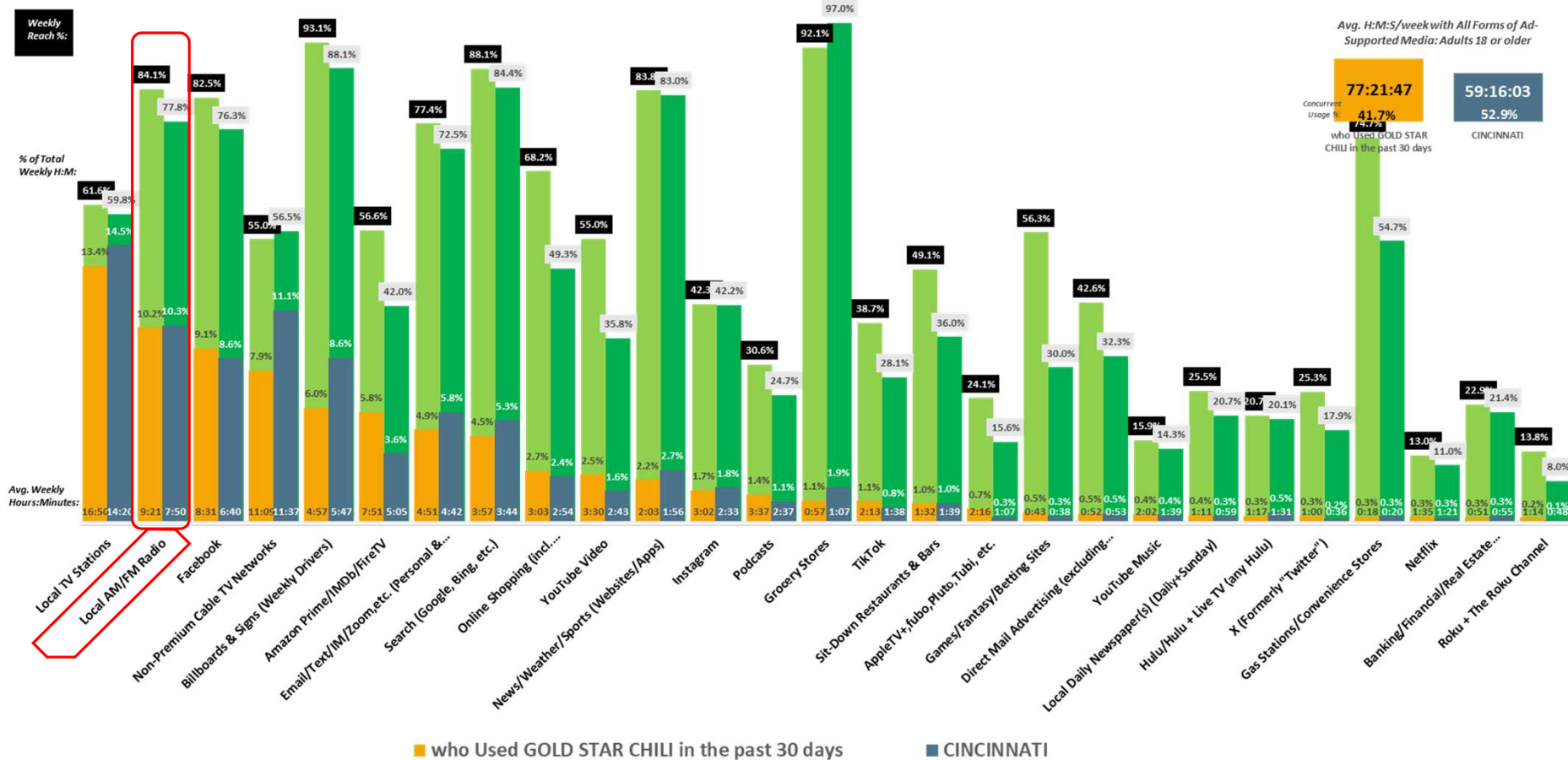
**70:43:29**  
Concurrent Usage % **34.4%**  
who Used SKYLINE CHILI in the past 30 days

**59:16:03**  
CINCINNATI



Adults 18 or older who Used GOLD STAR CHILI in the past 30 days spend an average of 3 days, 5 hours, 21 minutes and 47 seconds each week with All Forms of Ad-Supported Media.

84.1% of Adults 18 or older who Used GOLD STAR CHILI in the past 30 days spend an avg. of 9 hours and 21 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.2% of total time spent with all forms of Ad-Supported Media.

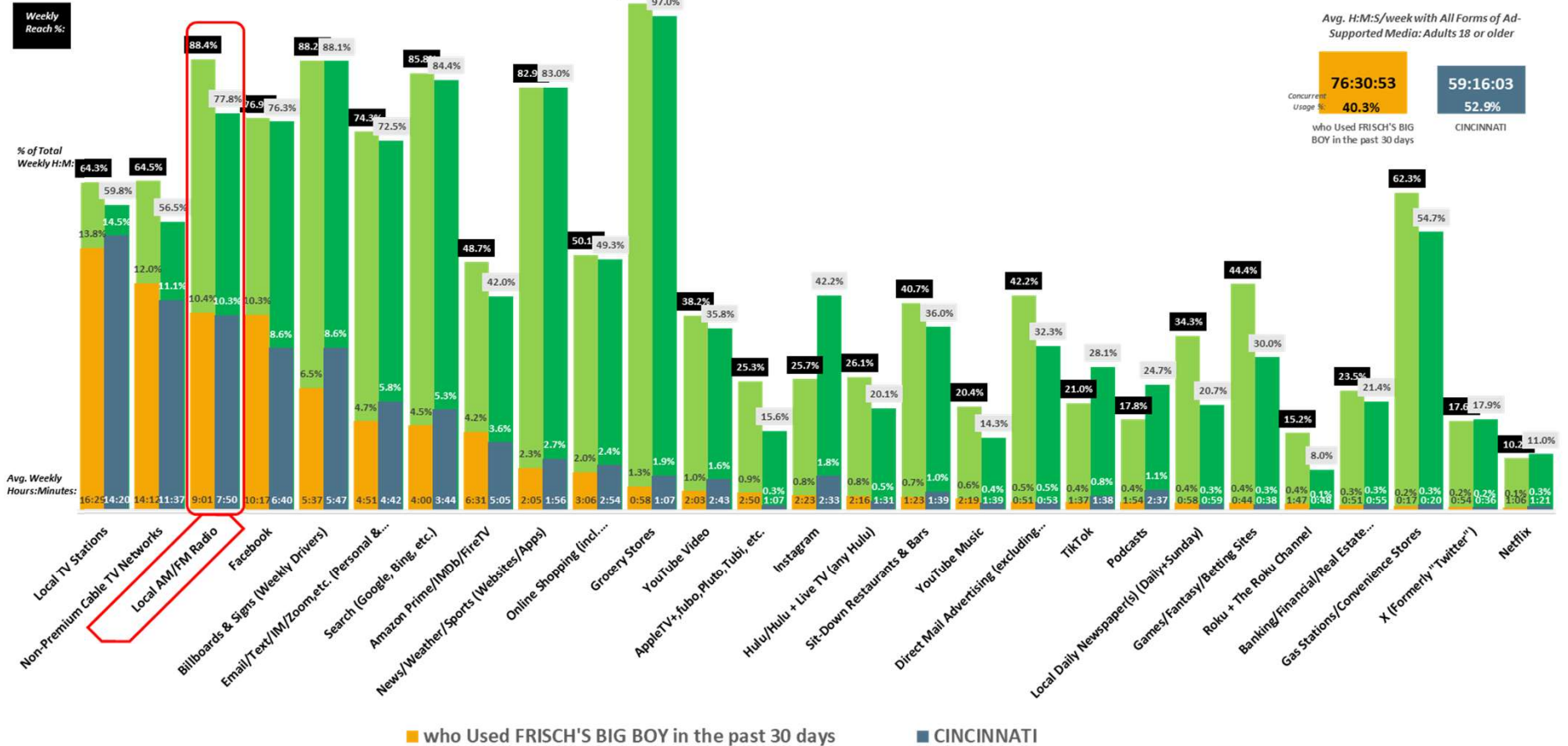






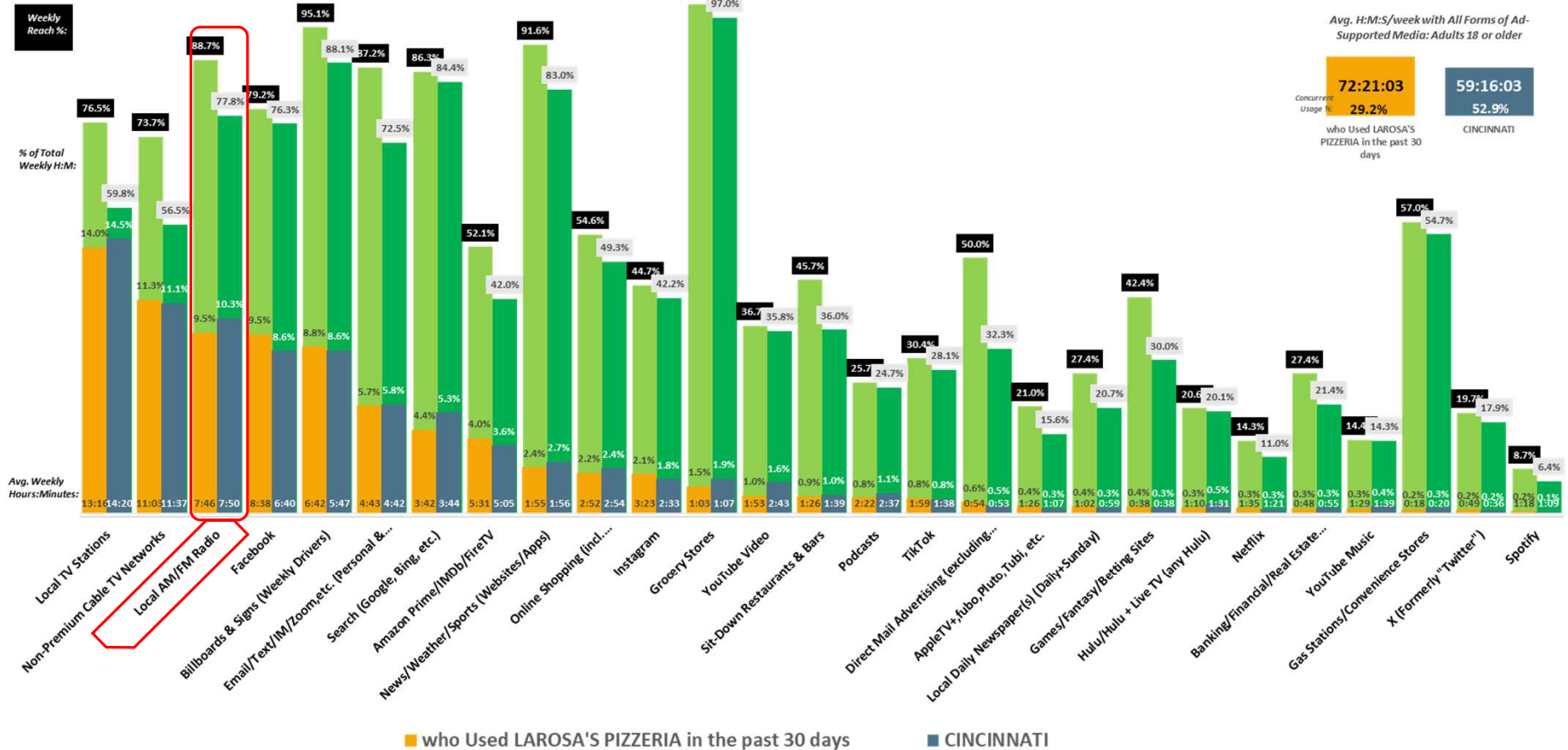
Adults 18 or older who Used FRISCH'S BIG BOY in the past 30 days spend an average of 3 days, 4 hours, 30 minutes and 53 seconds each week with All Forms of Ad-Supported Media.

88.4% of Adults 18 or older who Used FRISCH'S BIG BOY in the past 30 days spend an avg. of 9 hours and 1 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.4% of total time spent with all forms of Ad-Supported Media.





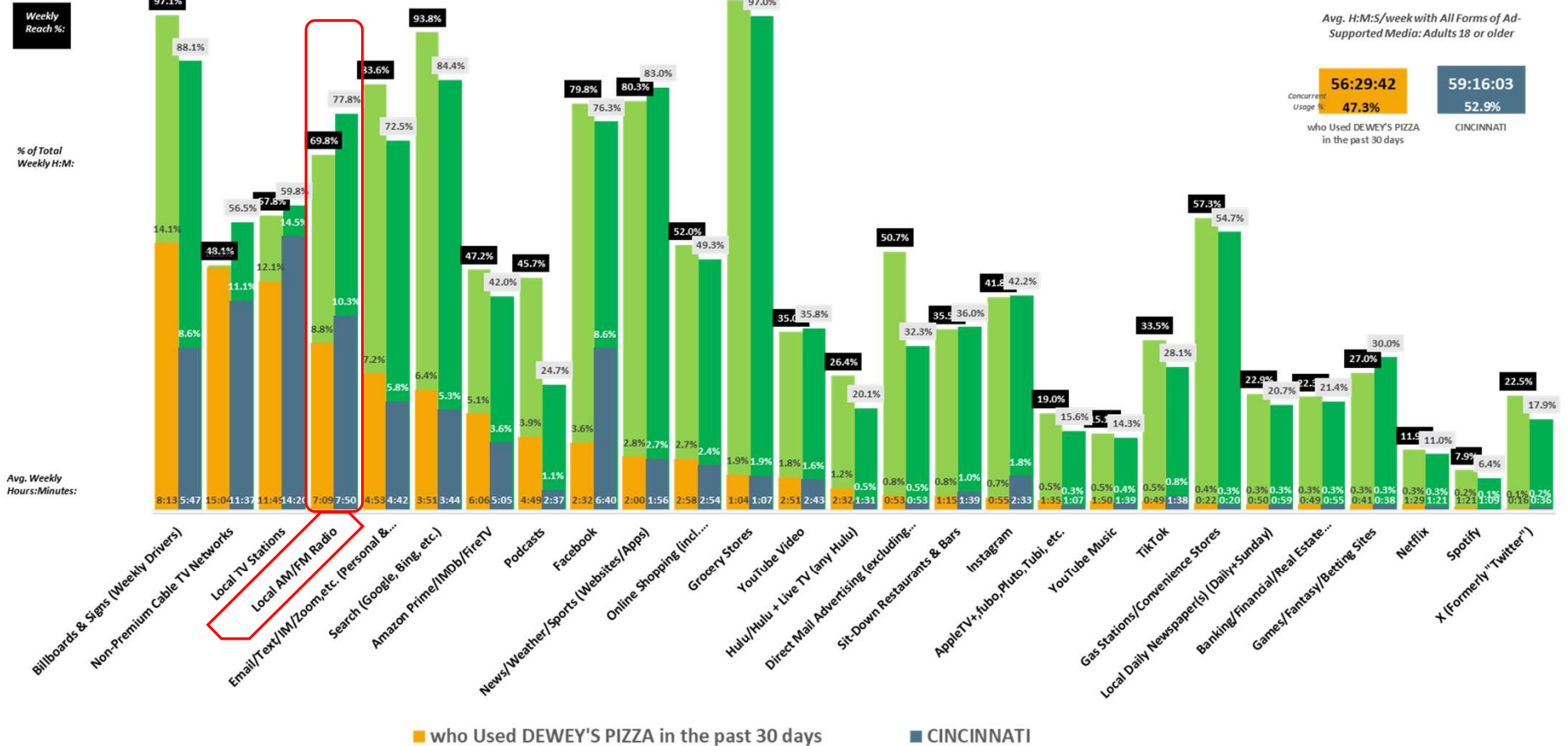
Adults 18 or older who Used LAROSA'S PIZZERIA in the past 30 days spend an average of 3 days, 0 hours, 21 minutes and 3 seconds each week with All Forms of Ad-Supported Media.  
 88.7% of Adults 18 or older who Used LAROSA'S PIZZERIA in the past 30 days spend an avg. of 7 hours and 46 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.5% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Used DEWEY'S PIZZA in the past 30 days spend an average of 2 days, 8 hours, 29 minutes and 42 seconds each week with All Forms of Ad-Supported Media.

69.8% of Adults 18 or older who Used DEWEY'S PIZZA in the past 30 days spend an avg. of 7 hours and 9 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.8% of total time spent with all forms of Ad-Supported Media.

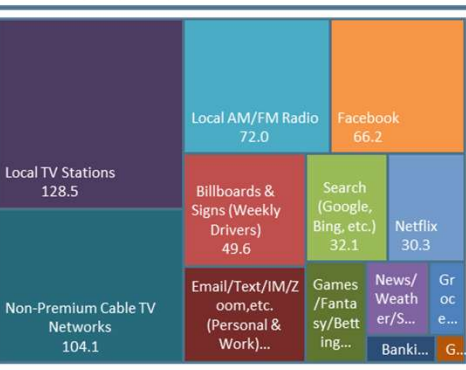
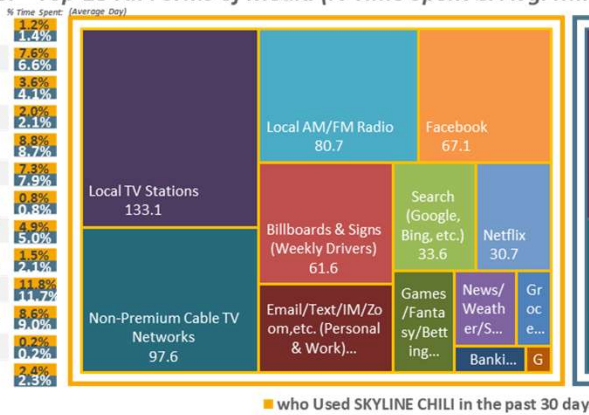
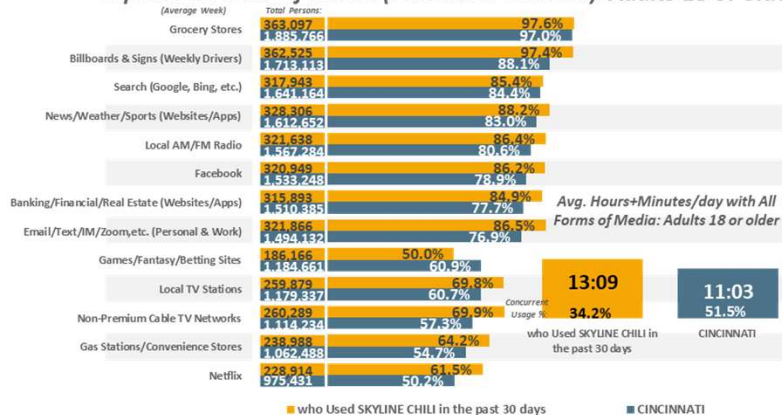




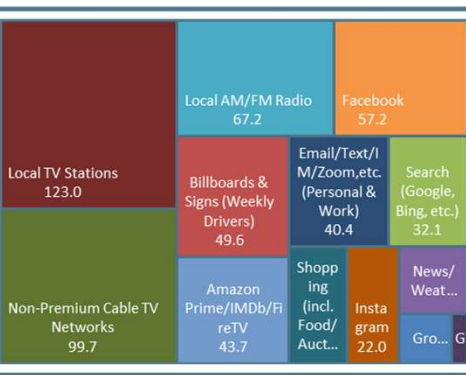
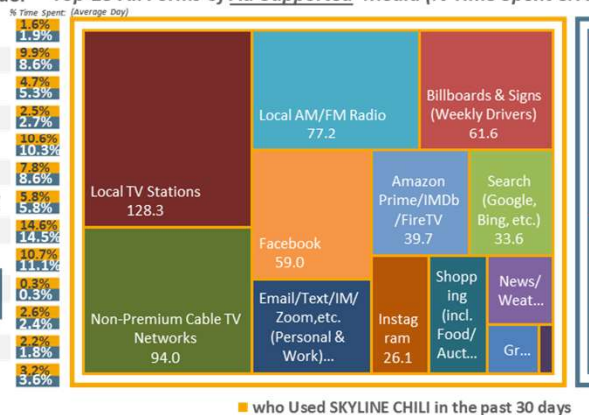
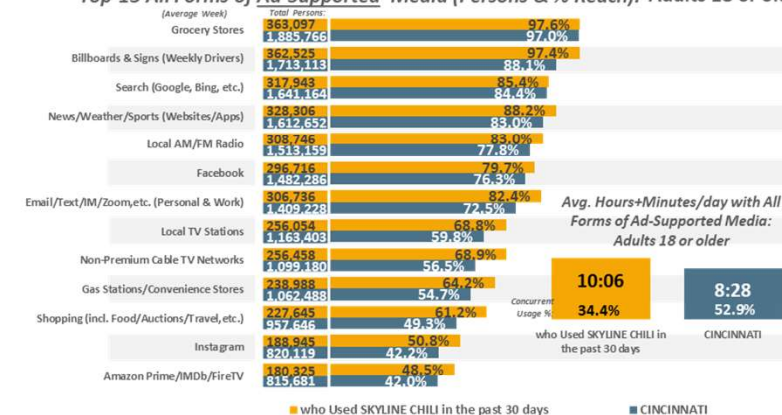


Adults 18 or older who Used SKYLINE CHILI in the past 30 days spend an average of 10 hours and 6 minutes each day with All Forms of Ad-Supported Media. 83.% listen to Local AM/FM Radio for an avg. of 77.2 minutes/day. *(Local Radio delivers 10.6% of Time with Ad-Supported Media.)*

**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**

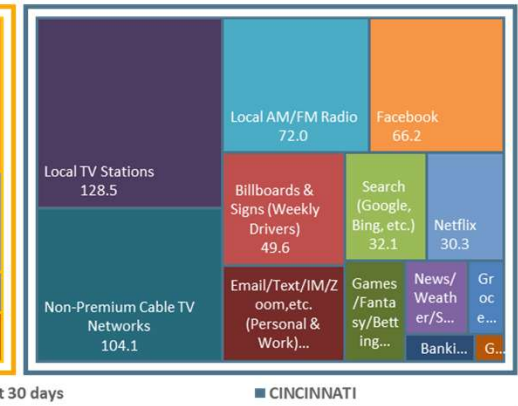
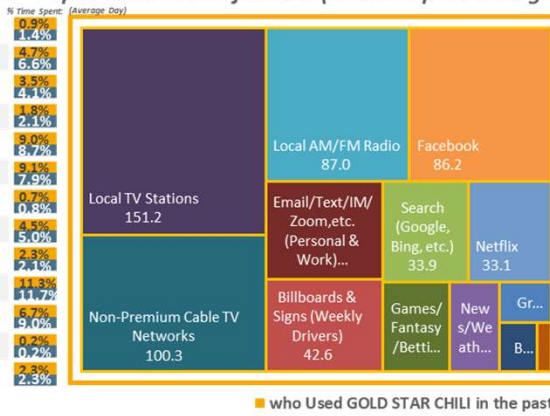
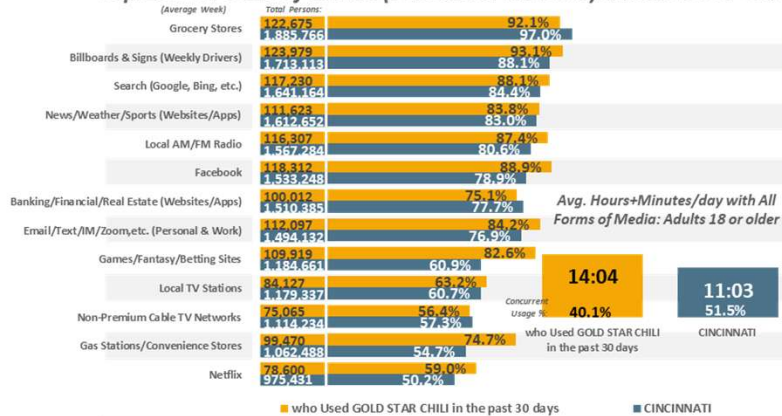




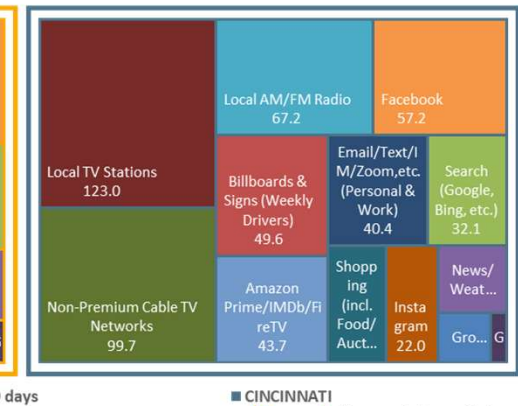
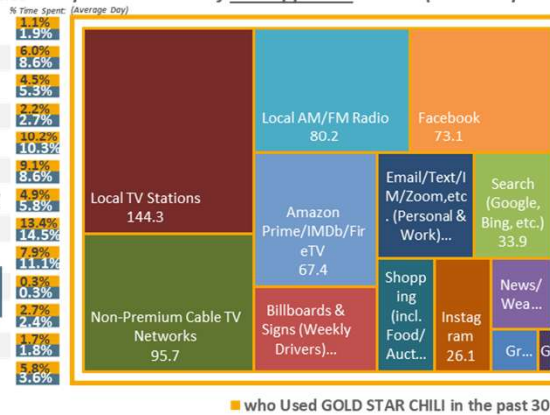
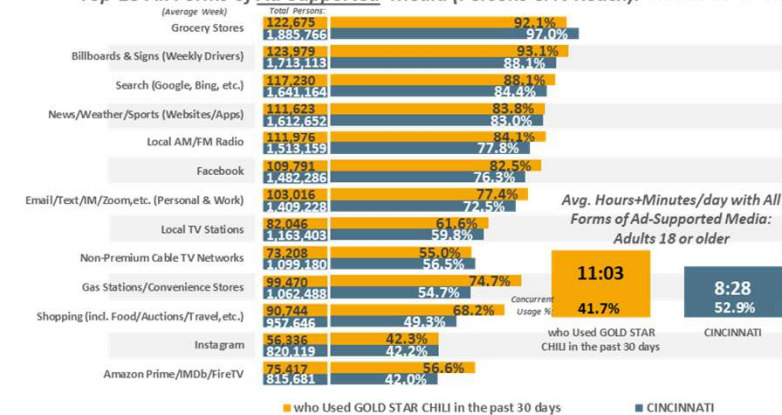


Adults 18 or older who Used GOLD STAR CHILI in the past 30 days spend an average of 11 hours and 3 minutes each day with All Forms of Ad-Supported Media. 84.1% listen to Local AM/FM Radio for an avg. of 80.2 minutes/day. (Local Radio delivers 10.2% of Time with Ad-Supported Media.)

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



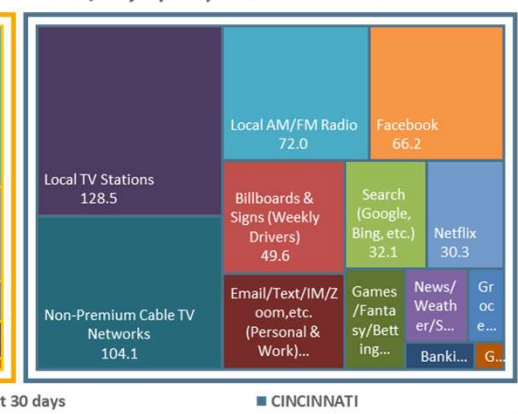
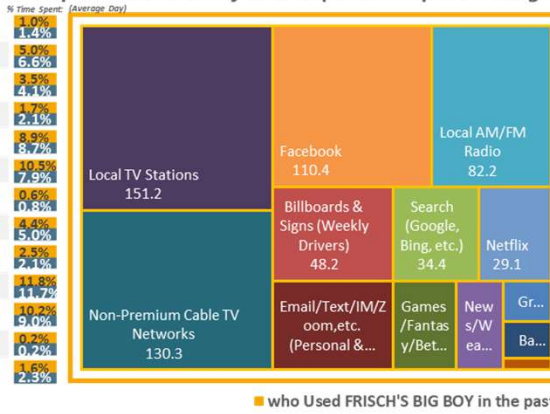
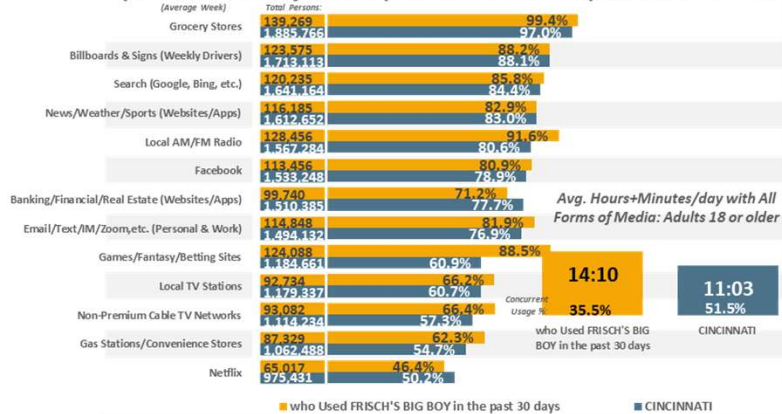
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



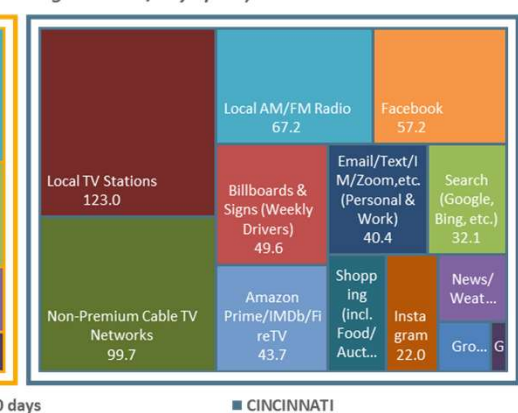
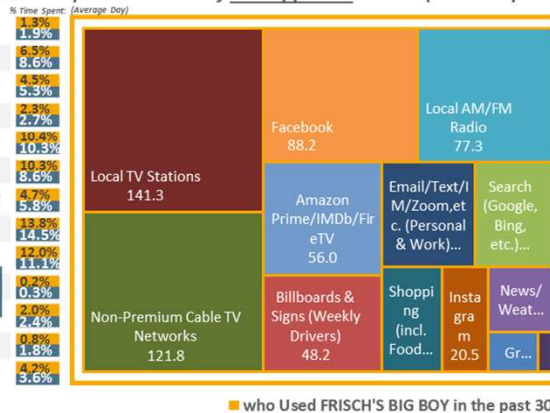
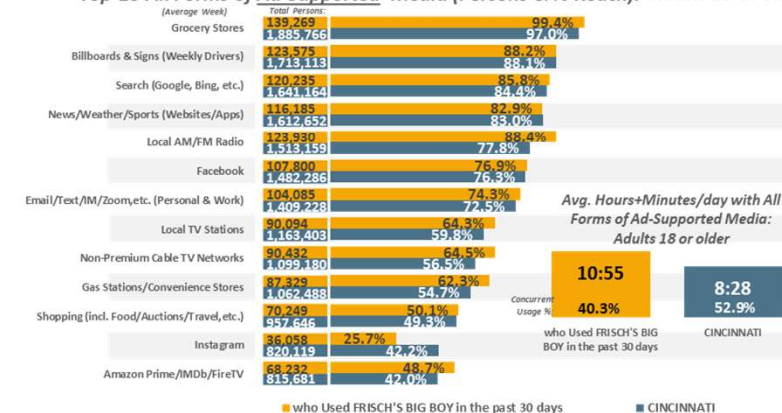


Adults 18 or older who Used FRISCH'S BIG BOY in the past 30 days spend an average of 10 hours and 55 minutes each day with All Forms of Ad-Supported Media. 88.4% listen to Local AM/FM Radio for an avg. of 77.3 minutes/day. *(Local Radio delivers 10.4% of Time with Ad-Supported Media.)*

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



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

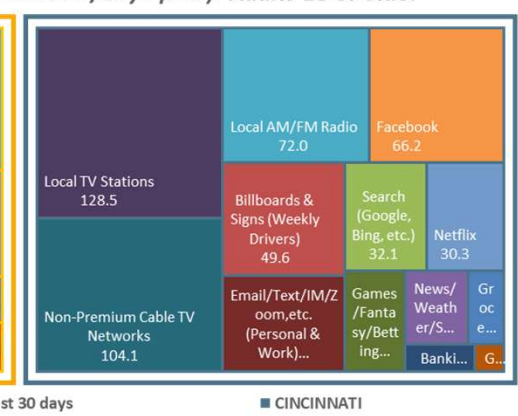
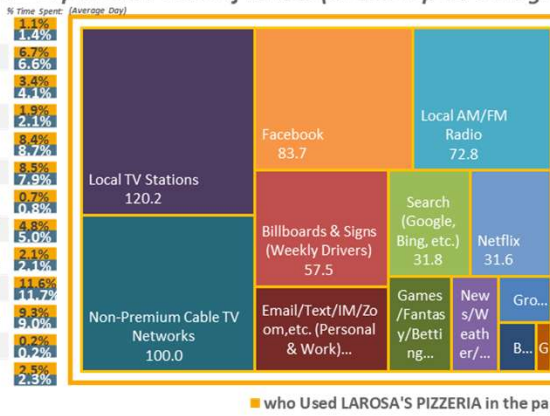
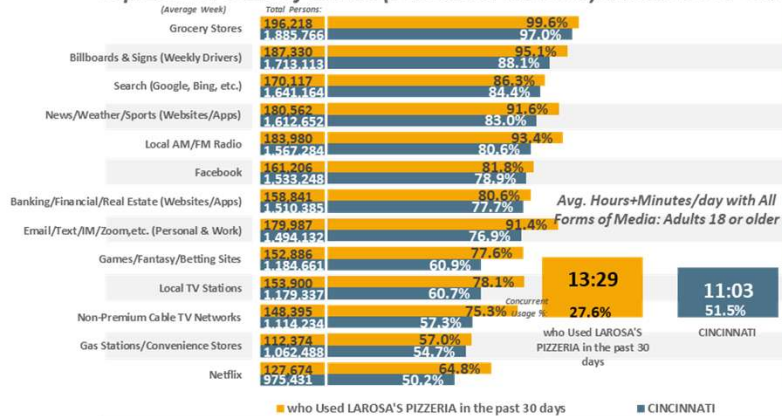




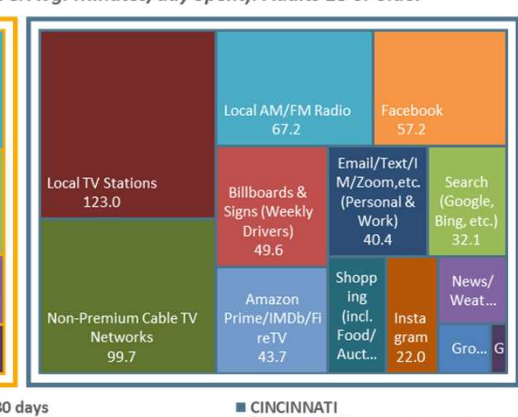
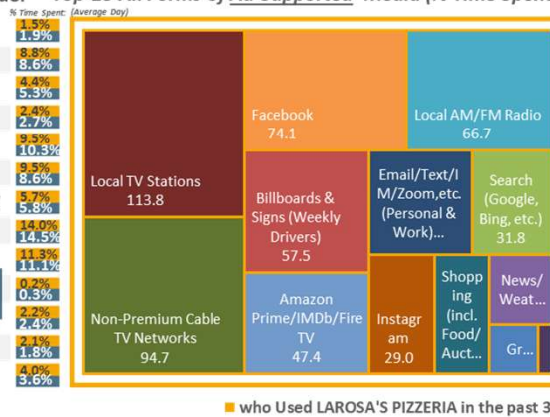
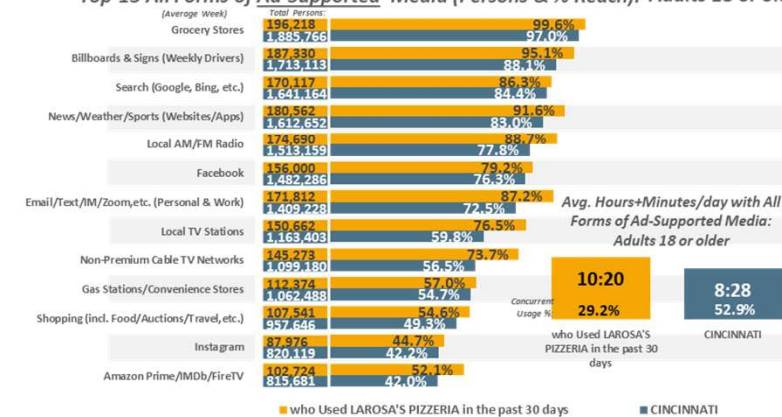


Adults 18 or older who Used LAROSA'S PIZZERIA in the past 30 days spend an average of 10 hours and 20 minutes each day with All Forms of Ad-Supported Media. 88.7% listen to Local AM/FM Radio for an avg. of 66.7 minutes/day. (Local Radio delivers 9.5% of Time with Ad-Supported Media.)

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



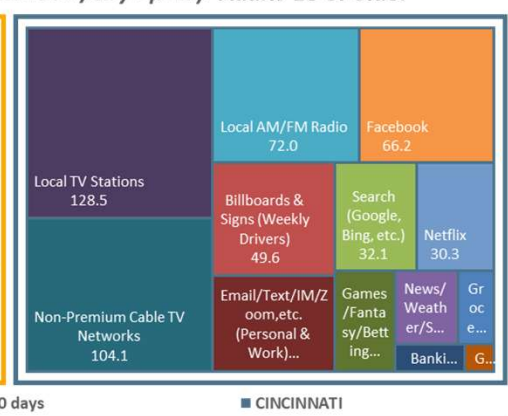
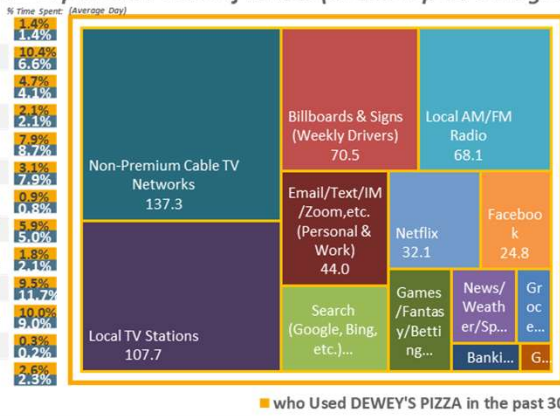
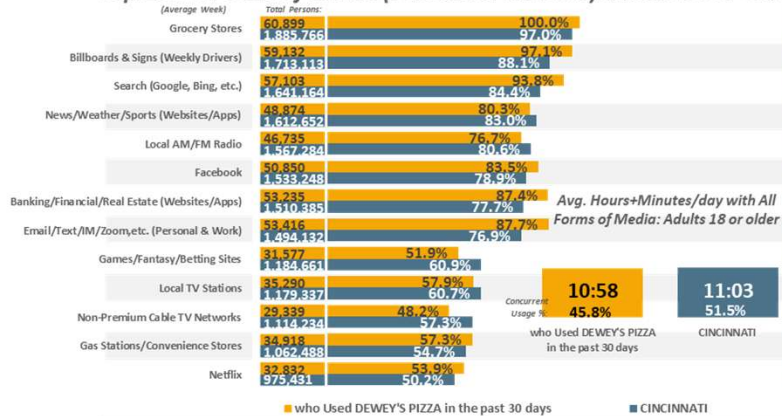
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



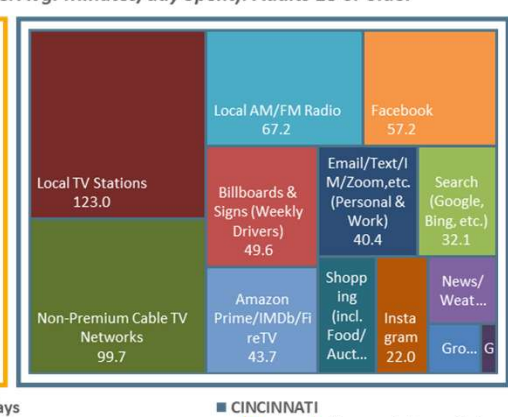
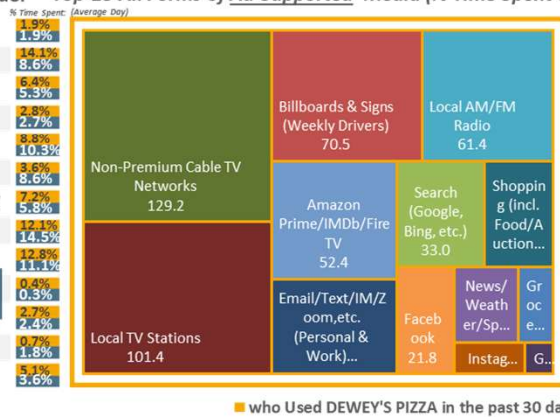
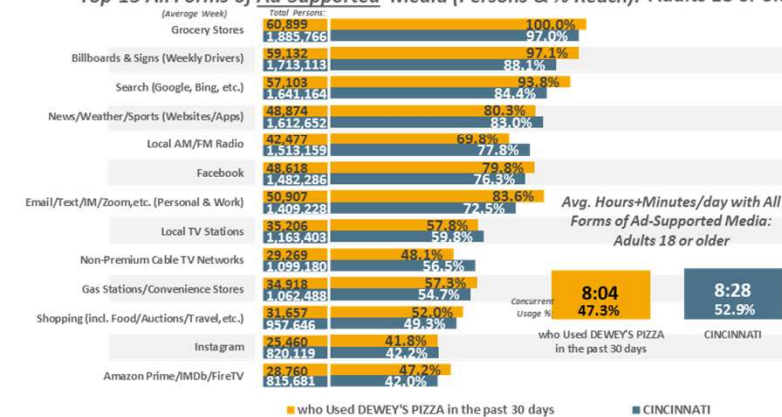


Adults 18 or older who Used DEWEY'S PIZZA in the past 30 days spend an average of 8 hours and 4 minutes each day with All Forms of Ad-Supported Media. 69.8% listen to Local AM/FM Radio for an avg. of 61.4 minutes/day. (Local Radio delivers 8.8% of Time with Ad-Supported Media.)

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



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

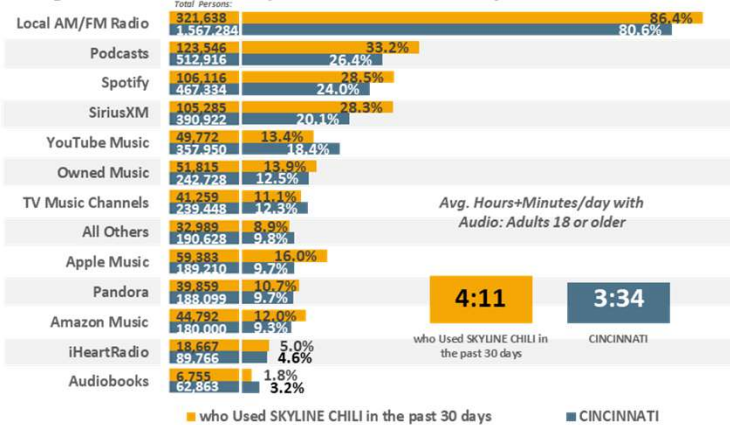




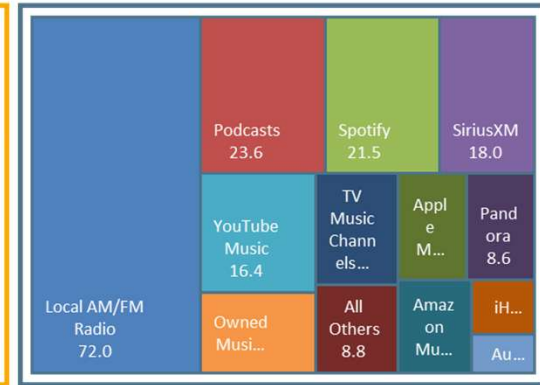
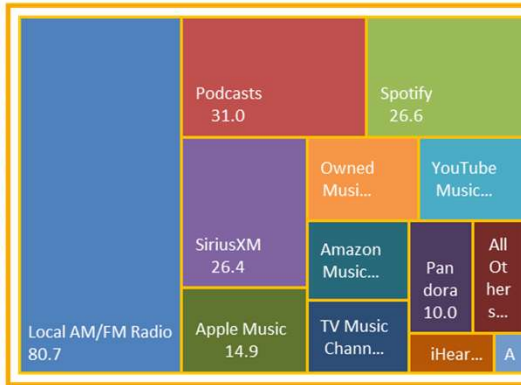


308,746 or 83.% of Adults 18 or older who Used SKYLINE CHILI in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 77.2 minutes every day representing 45.1% of all time spent daily with Ad-Supported Audio.

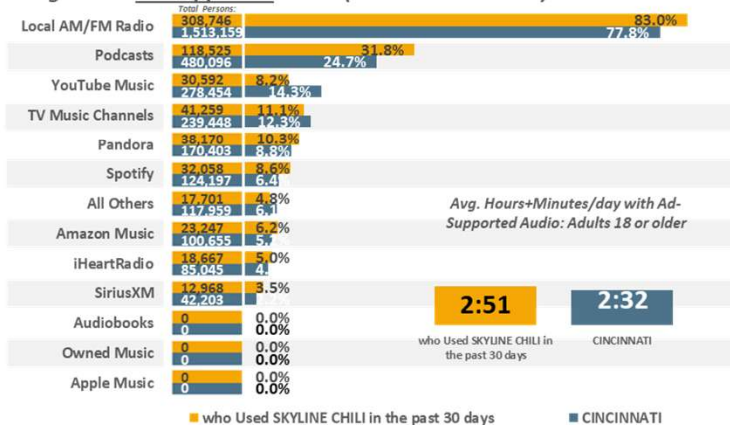
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



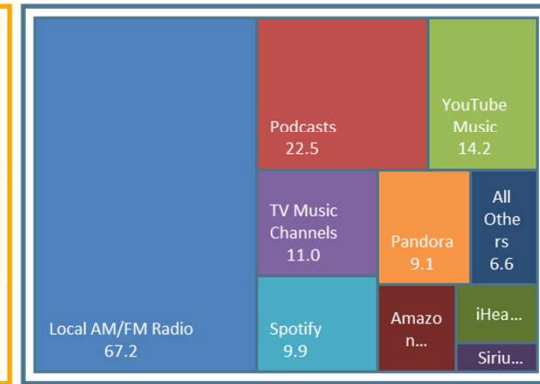
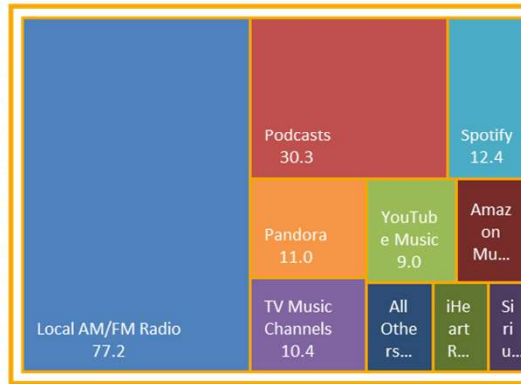
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



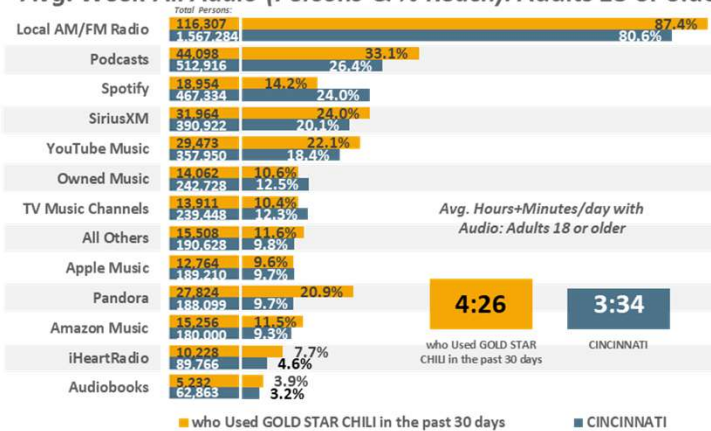
**Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



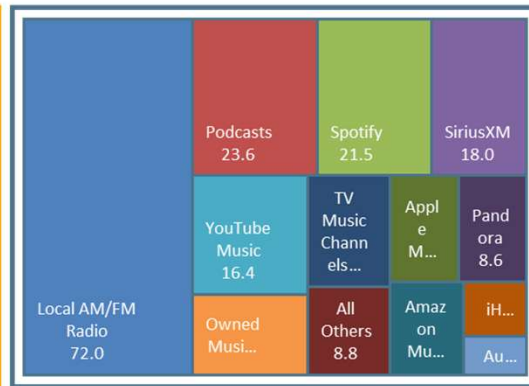
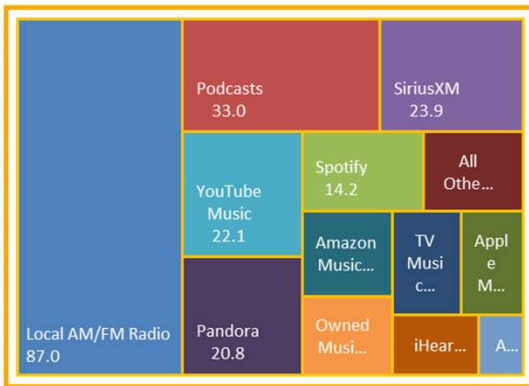


111,976 or 84.1% of Adults 18 or older who Used GOLD STAR CHILI in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 80.2 minutes every day representing 41.2% of all time spent daily with Ad-Supported Audio.

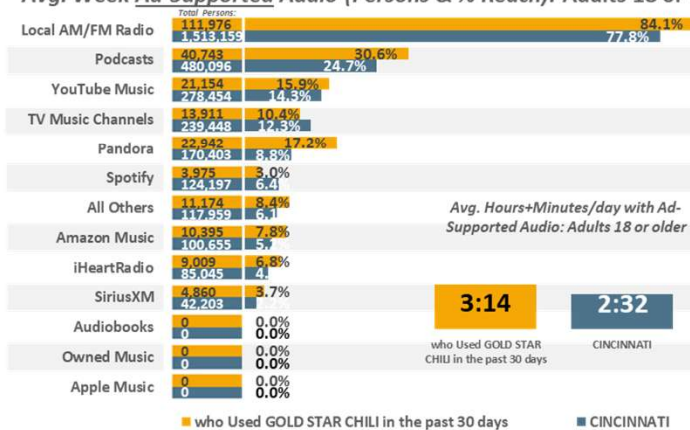
### Avg. Week All Audio (Persons & % Reach): Adults 18 or older



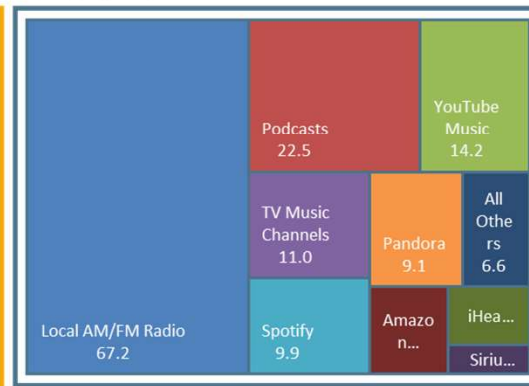
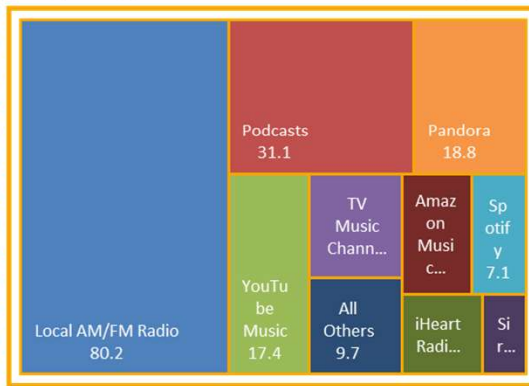
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 126  
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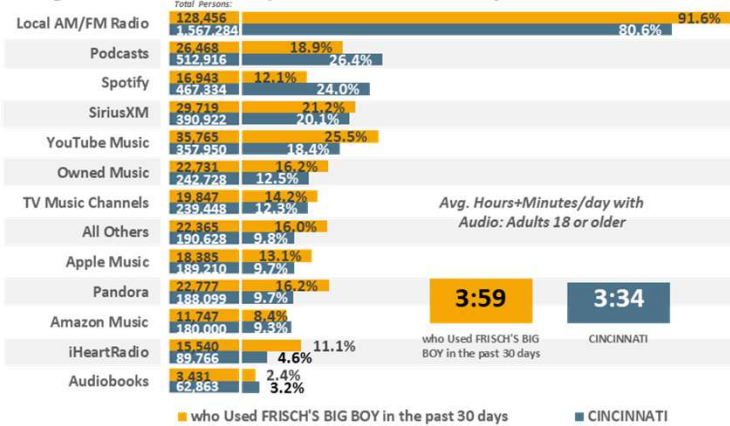
soefa.ai Share of Everything for Anything

Sit-down restaurants used past 30 days: Gold Star Chili

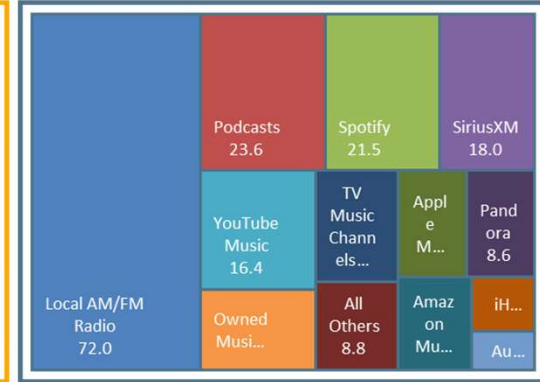
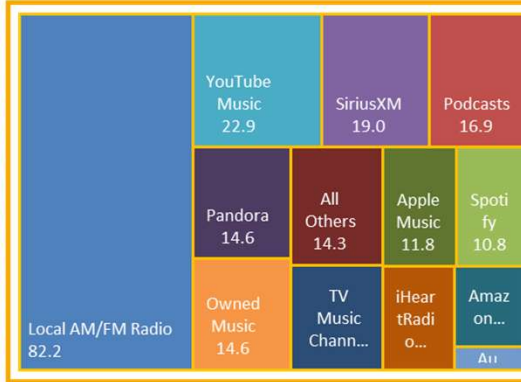


123,930 or 88.4% of Adults 18 or older who Used FRISCH'S BIG BOY in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 77.3 minutes every day representing 42.6% of all time spent daily with Ad-Supported Audio.

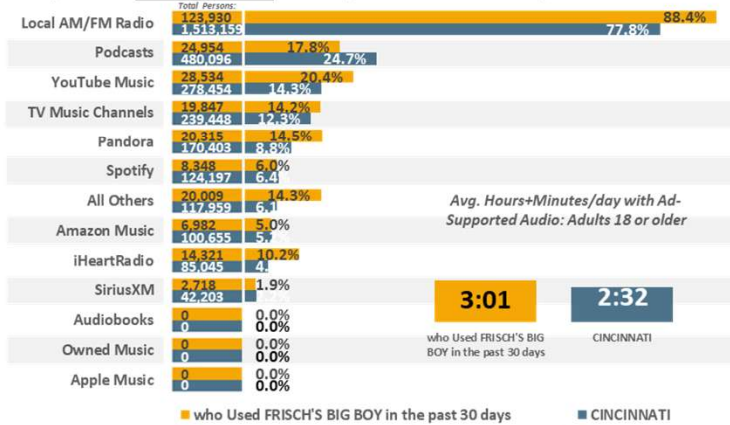
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



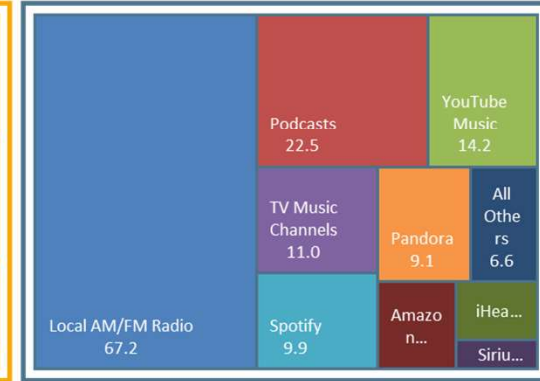
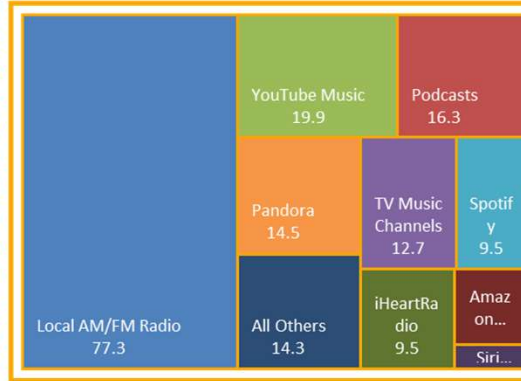
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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



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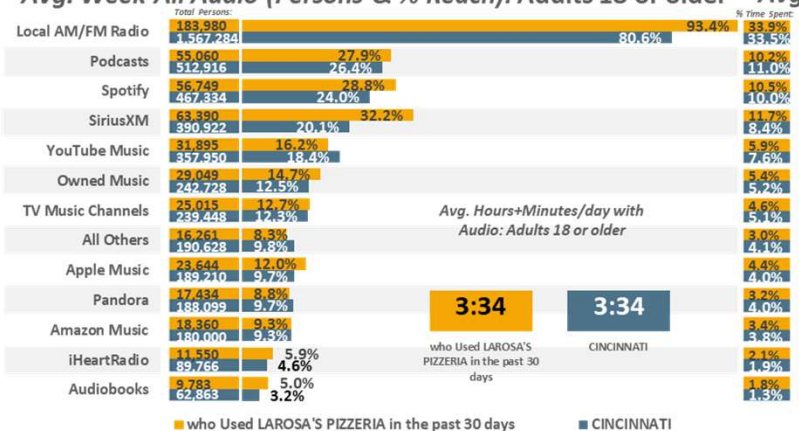
Sit-down restaurants used past 30 days: Frisch's Big Boy



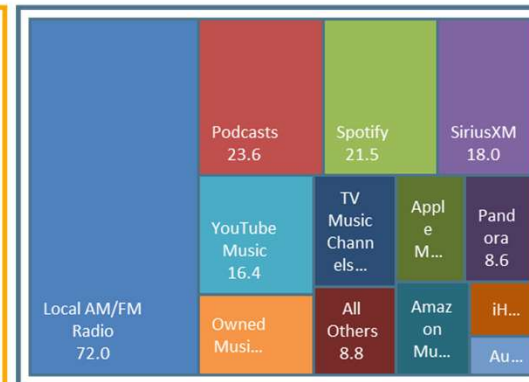
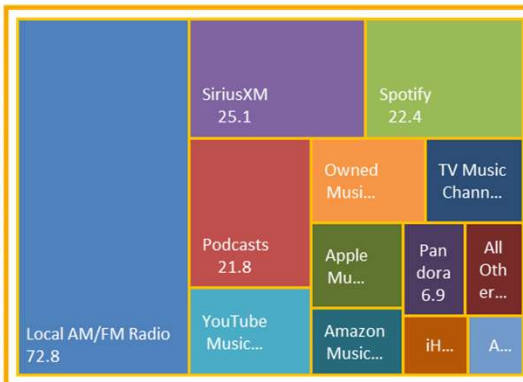


174,690 or 88.7% of Adults 18 or older who Used LAROSA'S PIZZERIA in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 66.7 minutes every day representing 45.0% of all time spent daily with Ad-Supported Audio.

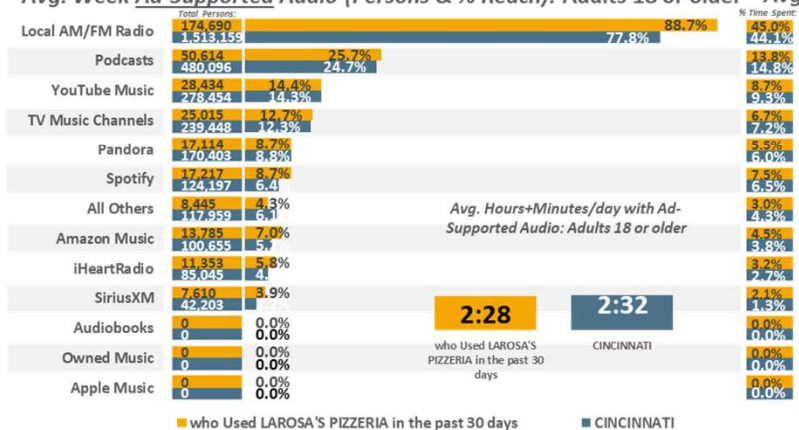
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



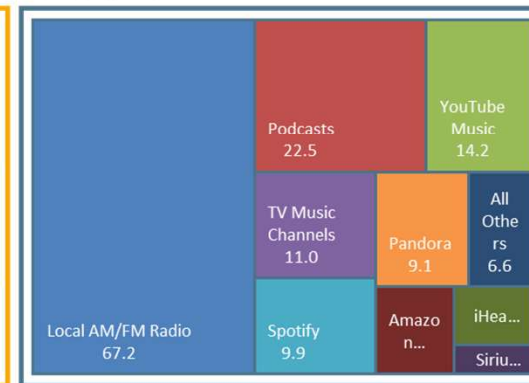
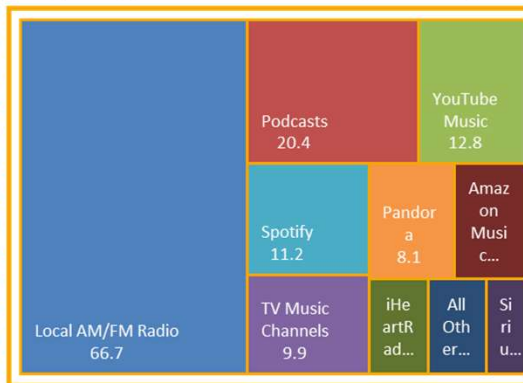
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



**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**



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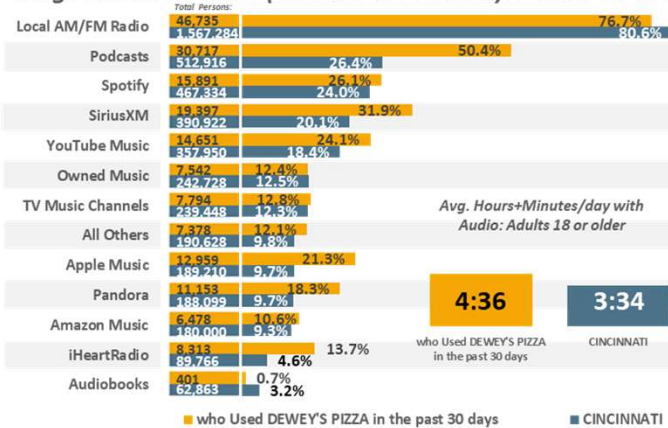
Sit-down restaurants used past 30 days: LaRosa's Pizzeria



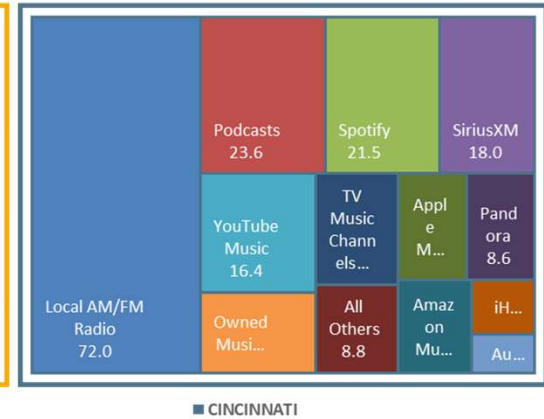
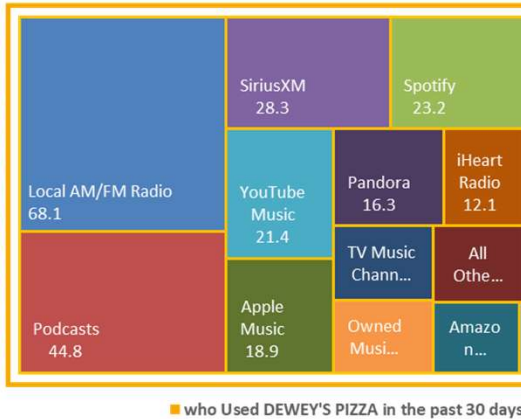


42,477 or 69.8% of Adults 18 or older who Used DEWEY'S PIZZA in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 61.4 minutes every day representing 31.8% of all time spent daily with Ad-Supported Audio.

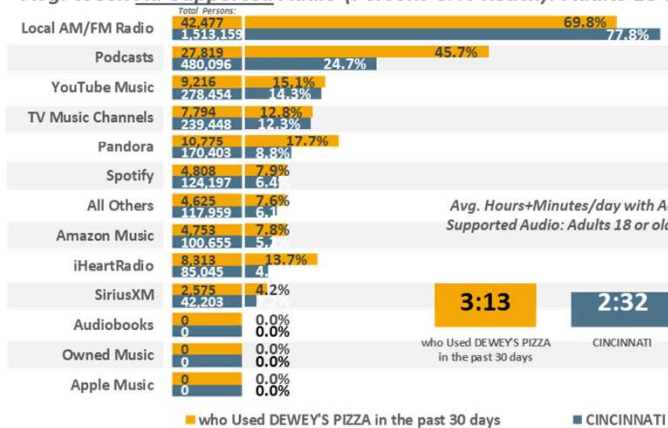
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



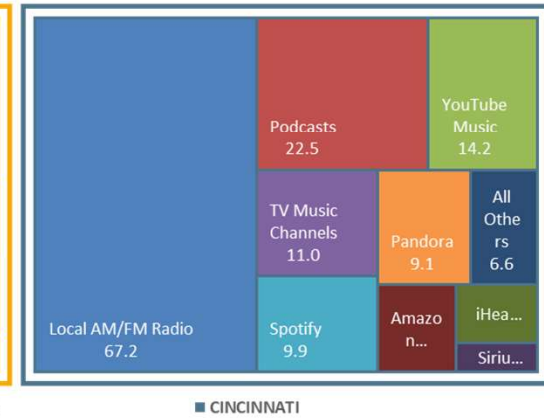
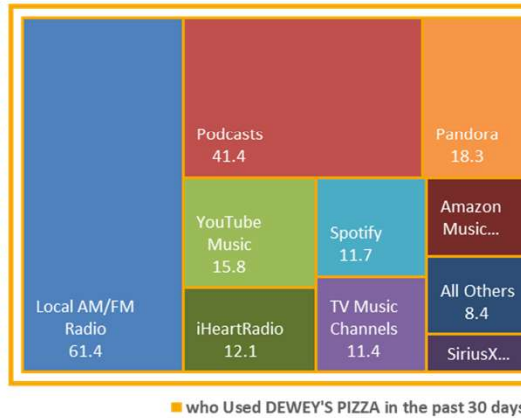
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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

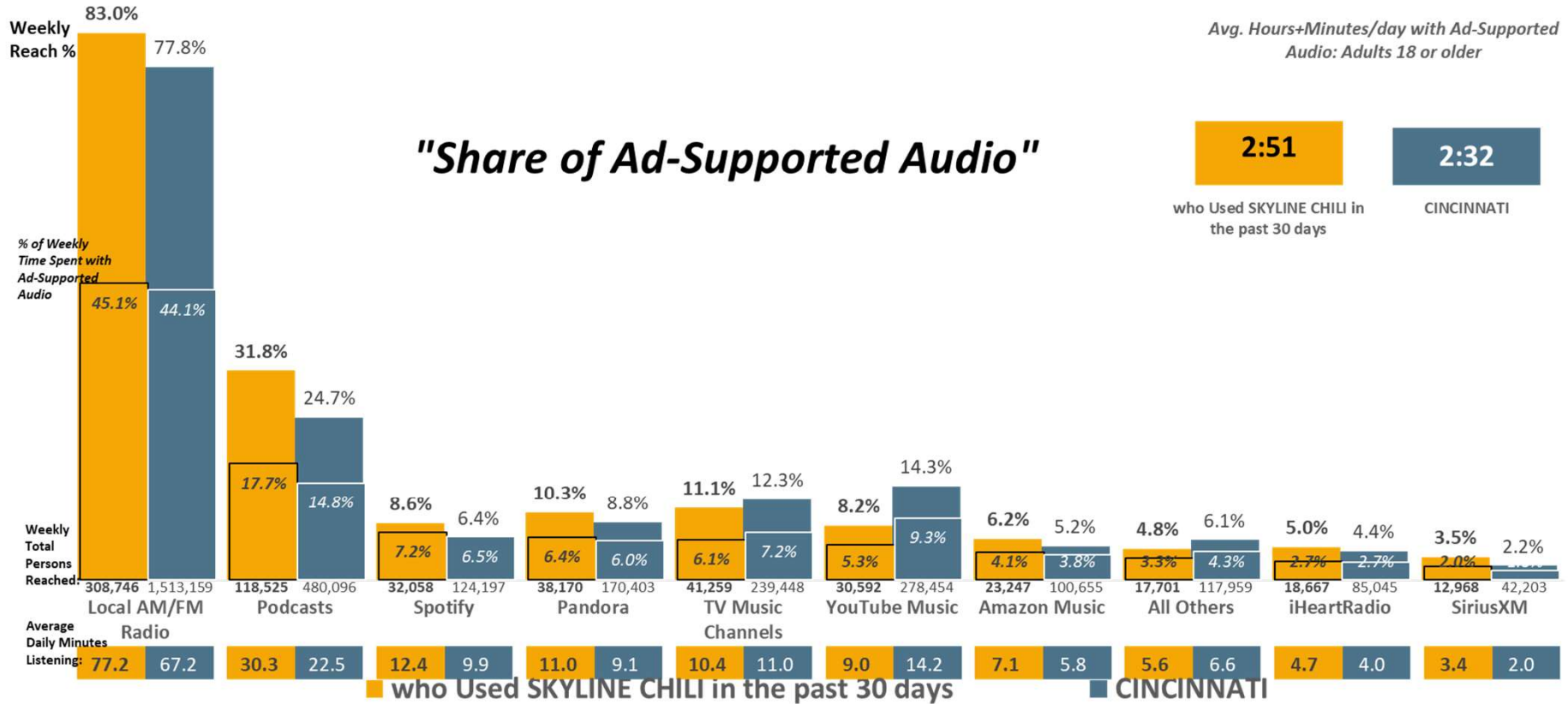


**Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



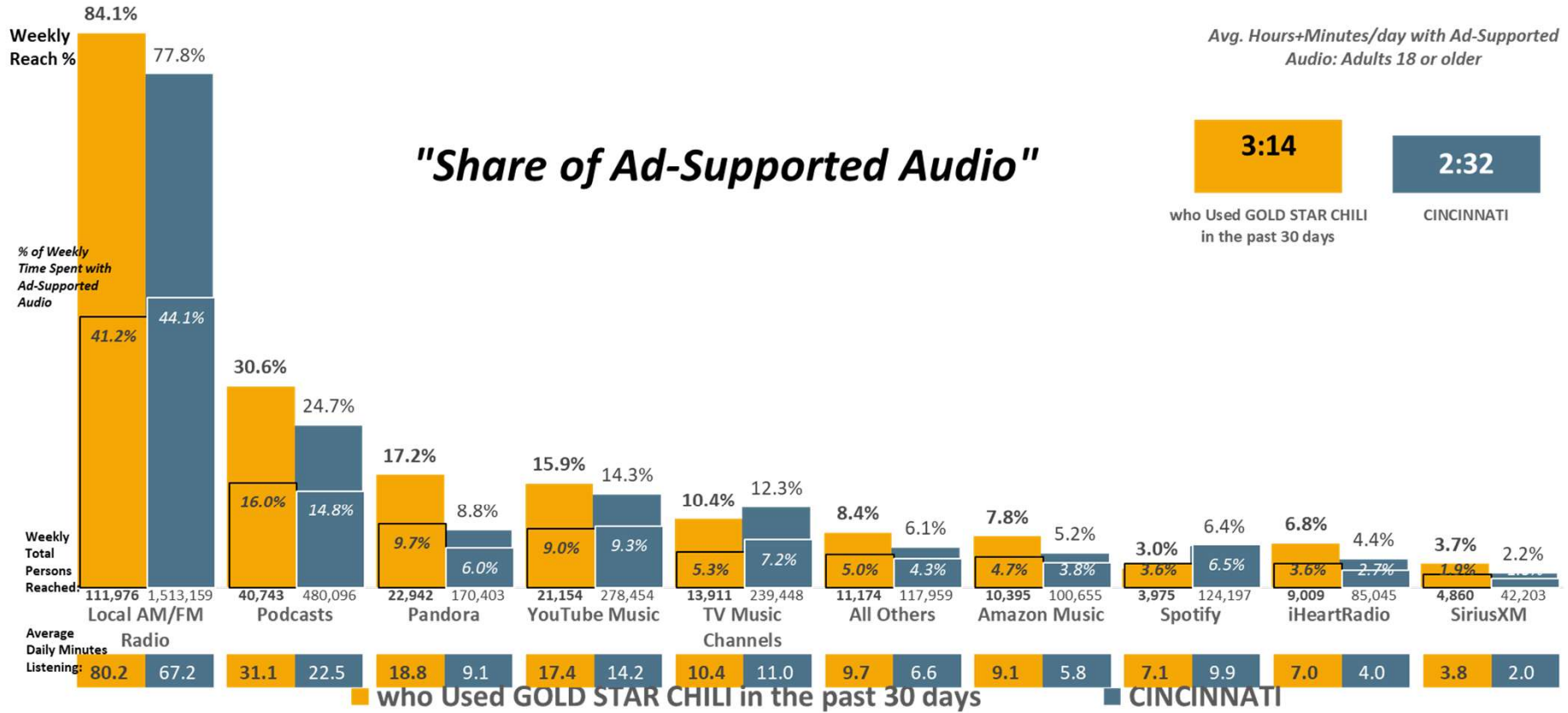


308,746 or 83.0% of Adults 18 or older who Used SKYLINE CHILI in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 77.2 minutes every day representing 45.1% of all time spent daily with Ad-Supported Audio.





111,976 or 84.1% of Adults 18 or older who Used GOLD STAR CHILI in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 80.2 minutes every day representing 41.2% of all time spent daily with Ad-Supported Audio.





123,930 or 88.4% of Adults 18 or older who Used FRISCH'S BIG BOY in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 77.3 minutes every day representing 42.6% of all time spent daily with Ad-Supported Audio.

Weekly Reach %

88.4%  
77.8%

% of Weekly Time Spent with Ad-Supported Audio

42.6%  
44.1%

Weekly Total Persons Reached:

123,930 1,513,159

Local AM/FM Radio

Average Daily Minutes Listening:

77.3 67.2

## "Share of Ad-Supported Audio"

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

3:01

who Used FRISCH'S BIG BOY in the past 30 days

2:32

CINCINNATI

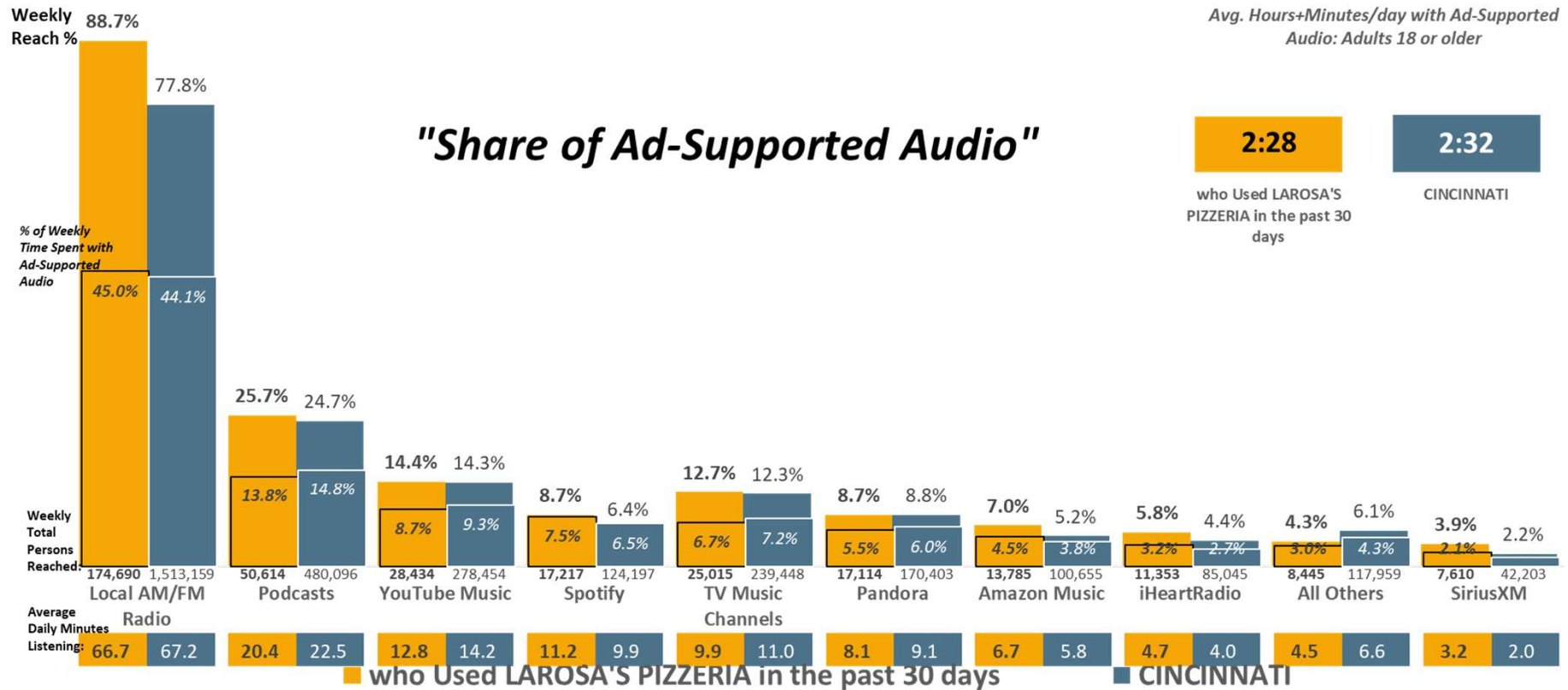
who Used FRISCH'S BIG BOY in the past 30 days

CINCINNATI



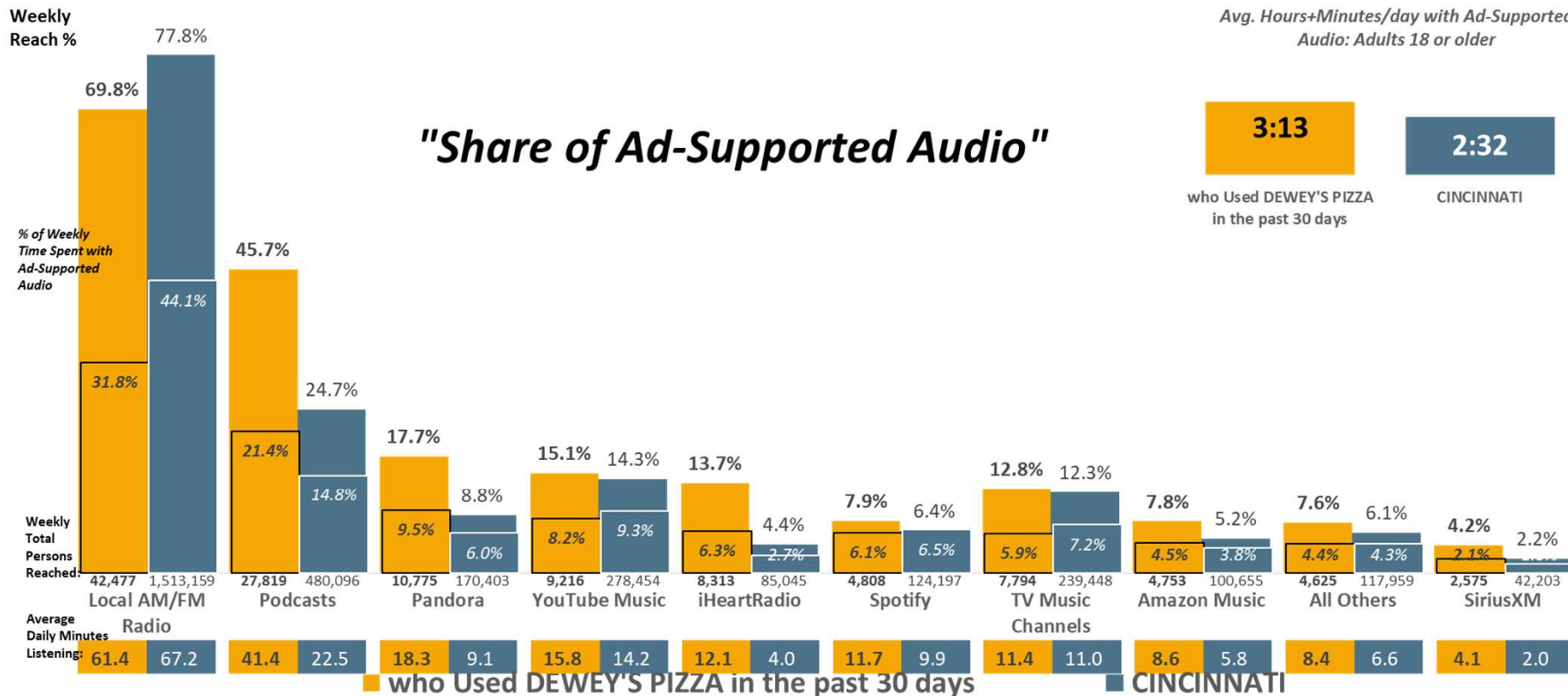


174,690 or 88.7% of Adults 18 or older who Used LAROSA'S PIZZERIA in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 66.7 minutes every day representing 45.% of all time spent daily with Ad-Supported Audio.





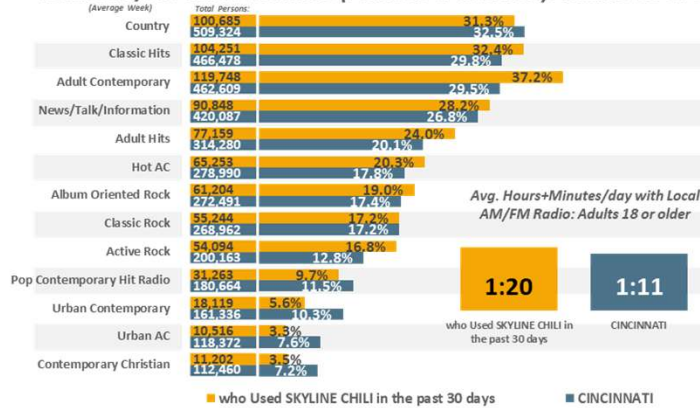
42,477 or 69.8% of Adults 18 or older who Used DEWEY'S PIZZA in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 61.4 minutes every day representing 31.8% of all time spent daily with Ad-Supported Audio.



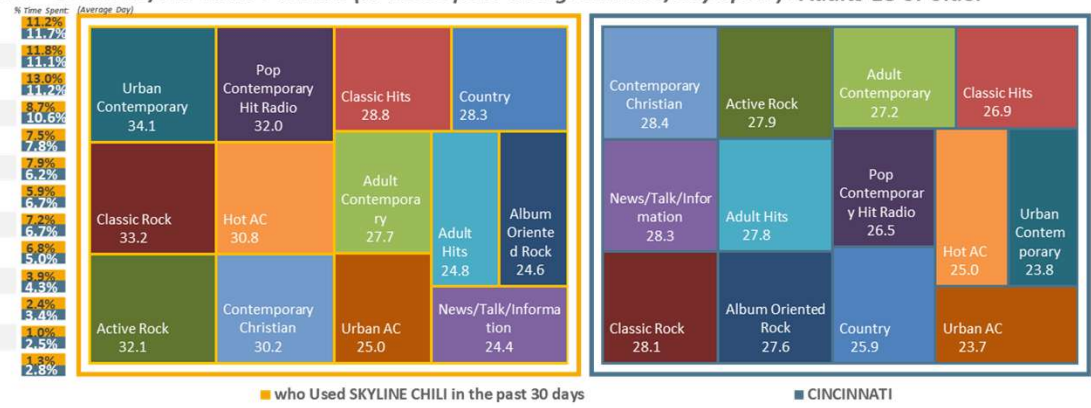


308,746 or 83.% of Adults 18 or older who Used SKYLINE CHILI in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Adult Hits, and News/Talk/Information.

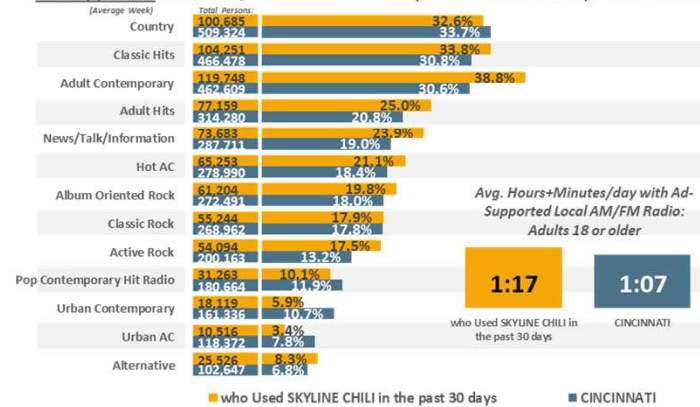
### Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



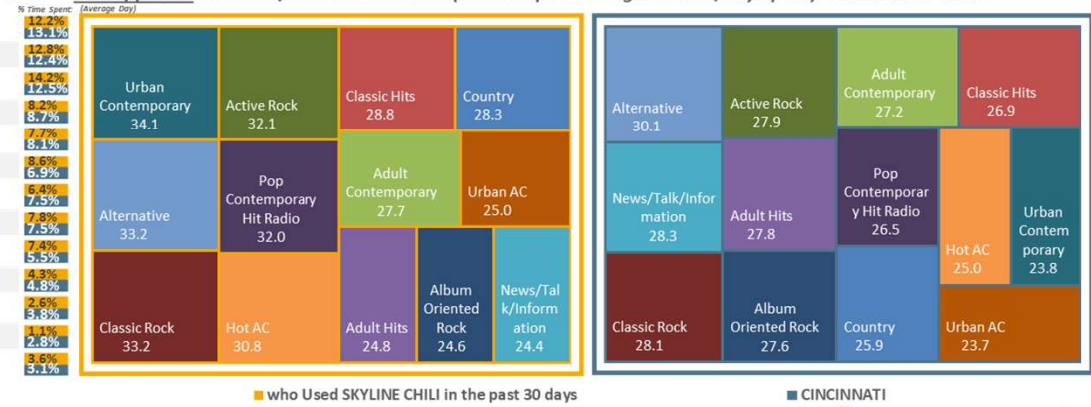
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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

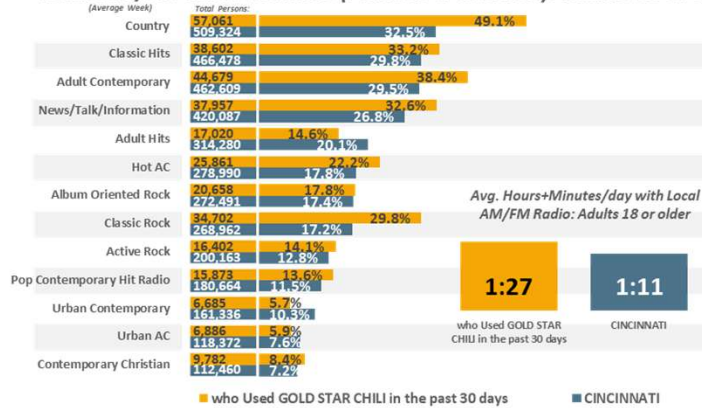




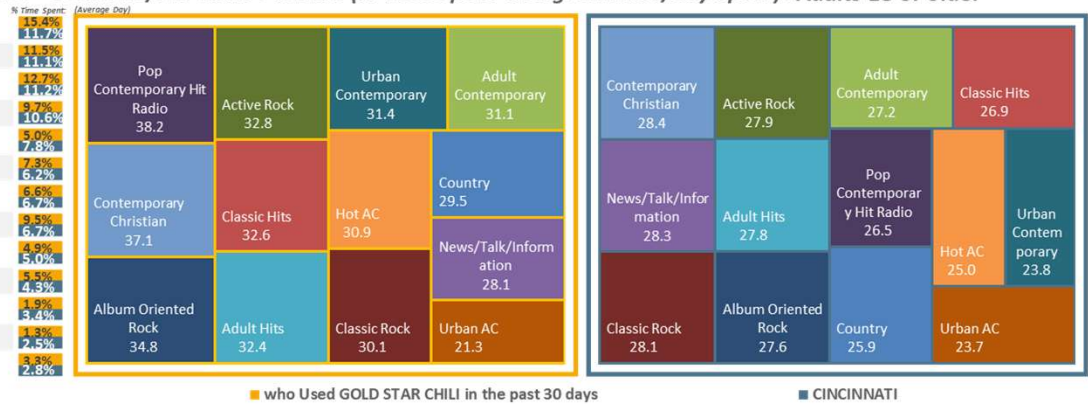


111,976 or 84.1% of Adults 18 or older who Used GOLD STAR CHILI in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Classic Hits, Classic Rock, and News/Talk/Information.

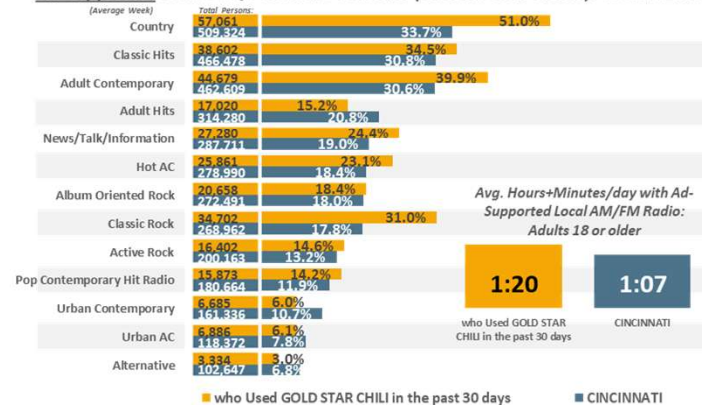
### Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



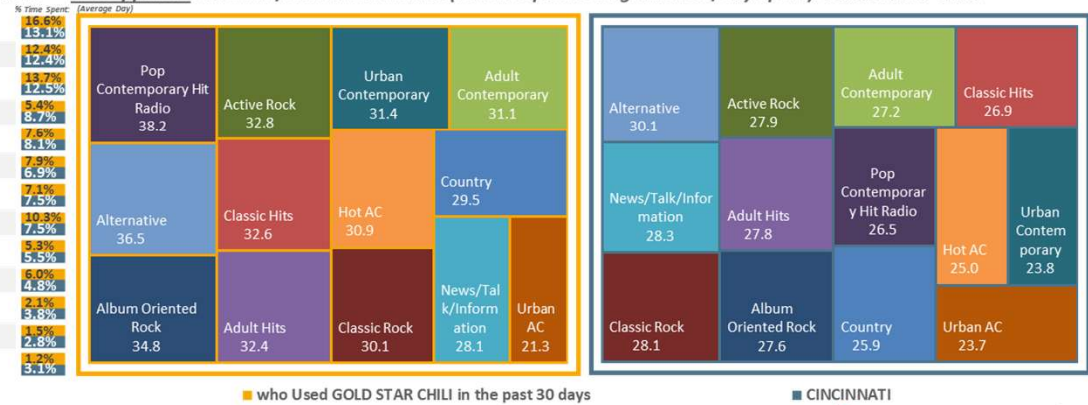
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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

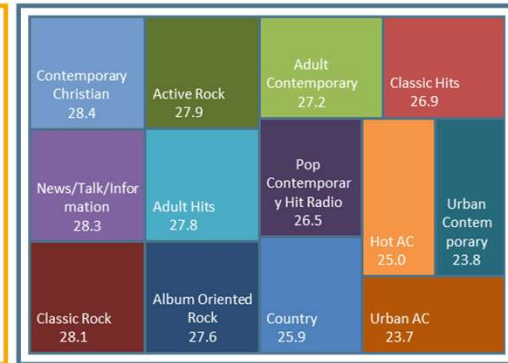
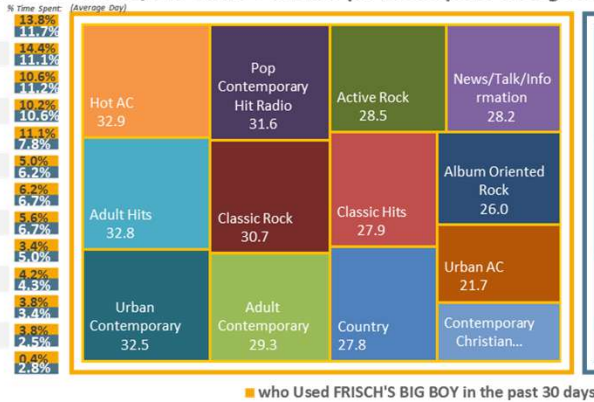
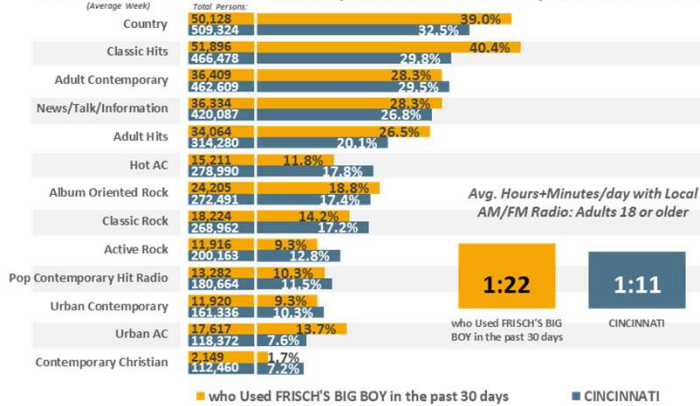




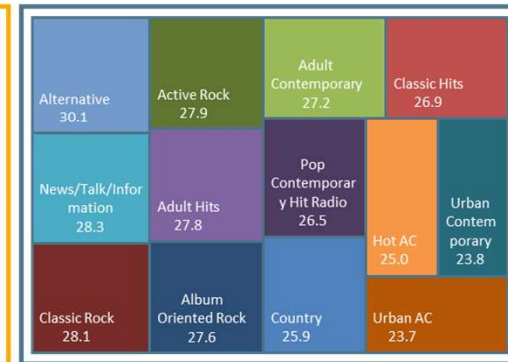
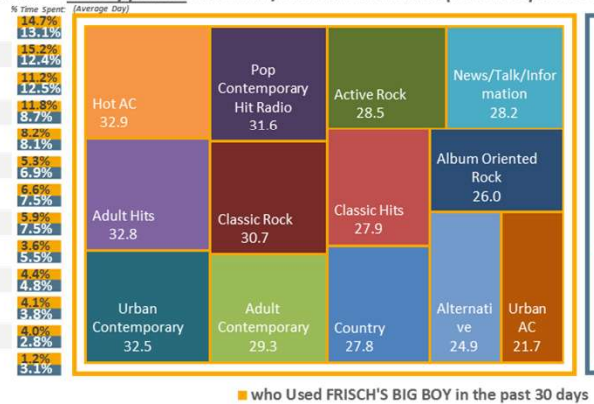
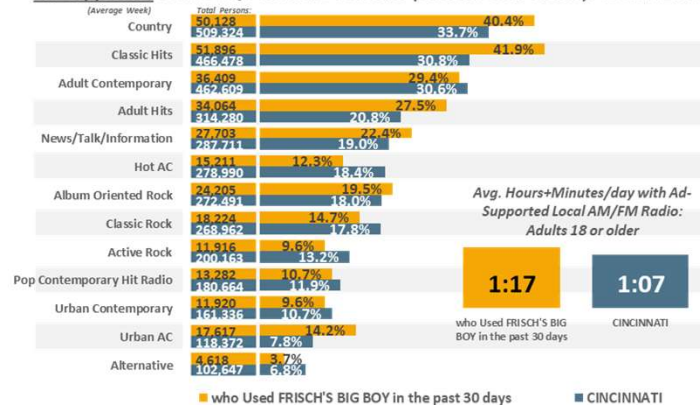


123,930 or 88.4% of Adults 18 or older who Used FRISCH'S BIG BOY in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Country, Adult Contemporary, Adult Hits, and News/Talk/Information.

**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**



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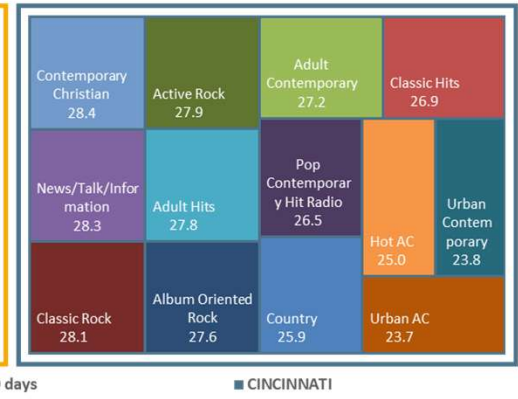
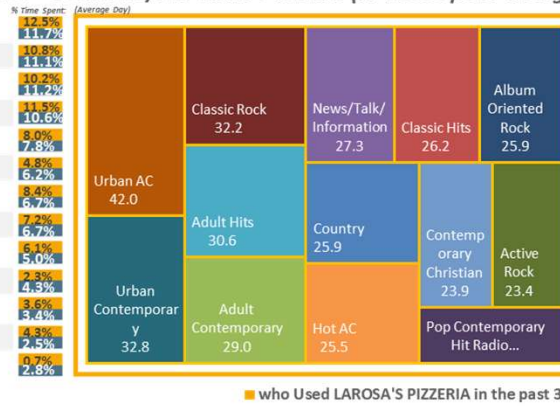
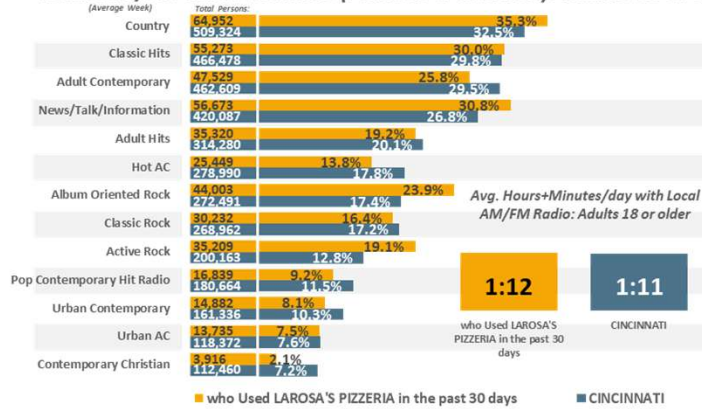
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Sit-down restaurants used past 30 days: Frisch's Big Boy

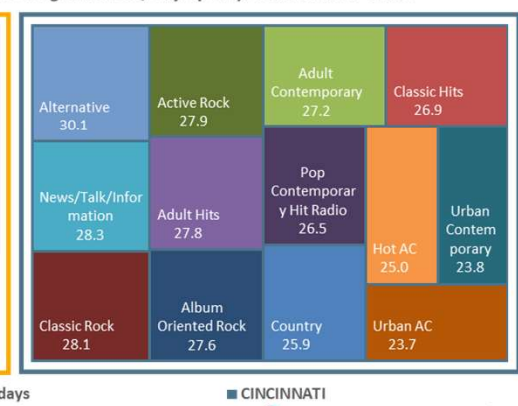
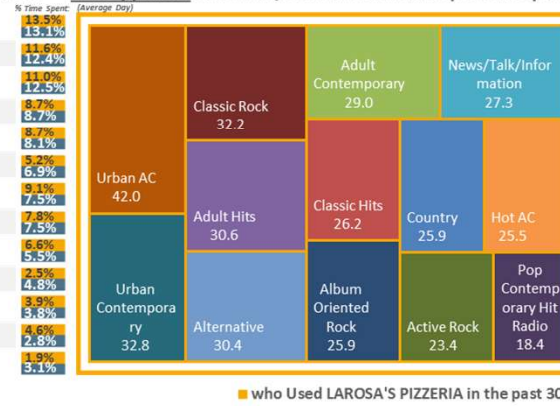
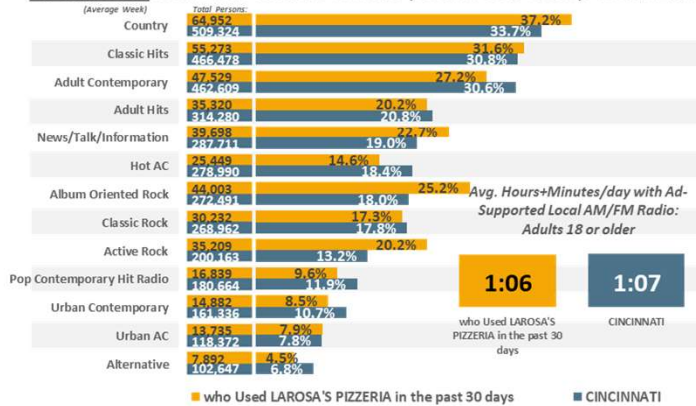


174,690 or 88.7% of Adults 18 or older who Used LAROSA'S PIZZERIA in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Hits, Adult Contemporary, Album Oriented Rock, and News/Talk/Information.

**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**



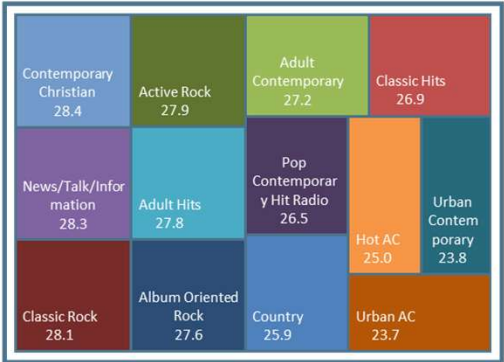
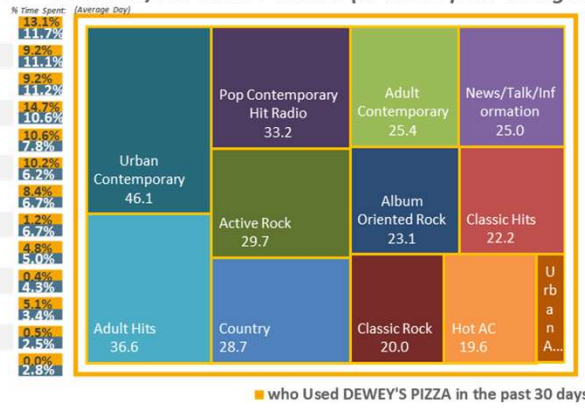
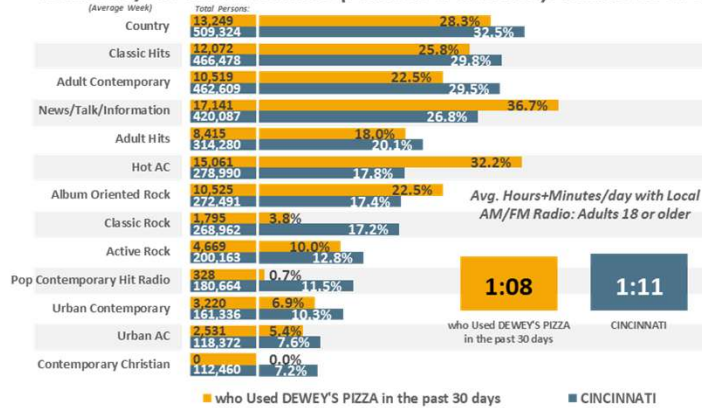
**Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older** **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



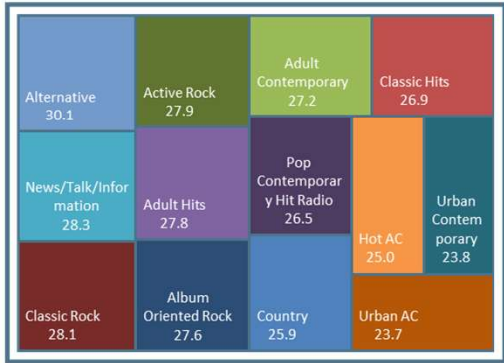
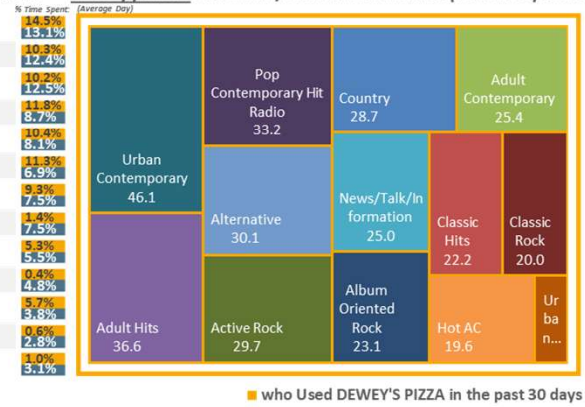
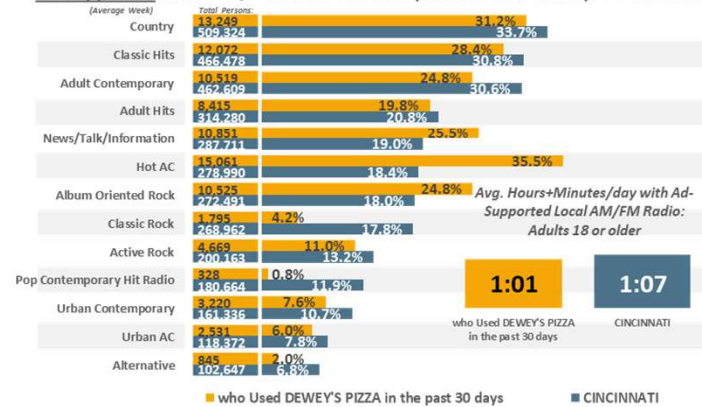


42,477 or 69.8% of Adults 18 or older who Used DEWEY'S PIZZA in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Country, Classic Hits, News/Talk/Information, and Album Oriented Rock.

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



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



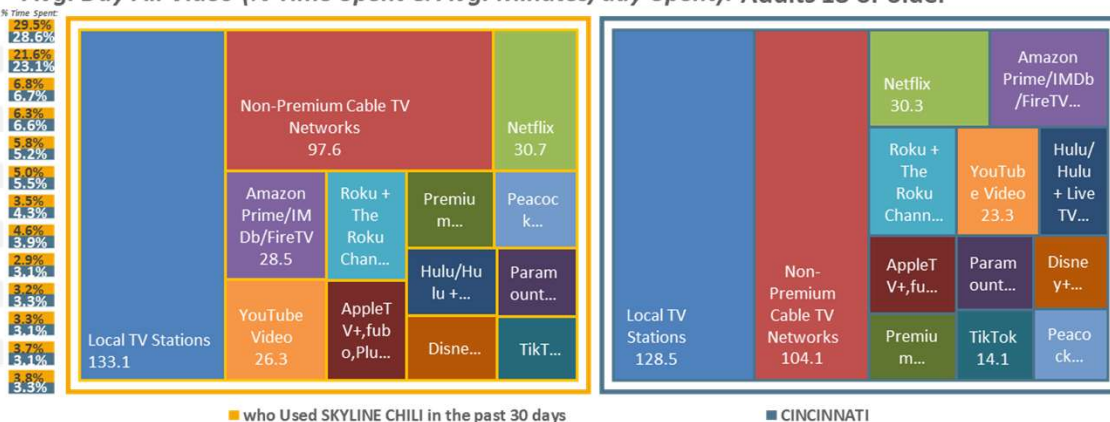
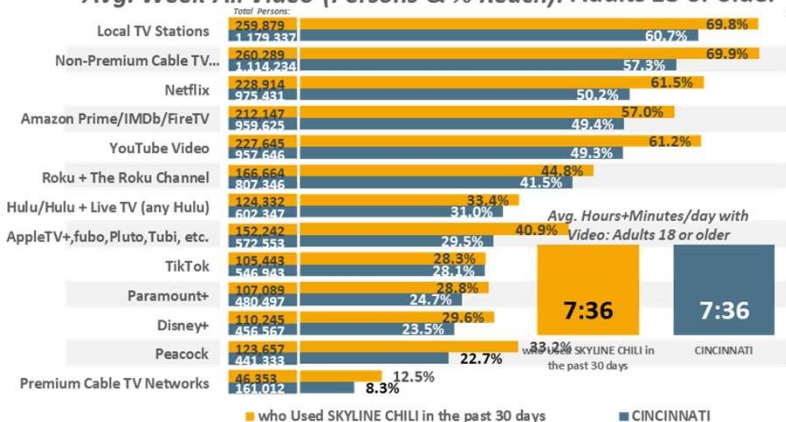




256,054 or 68.8% of Adults 18 or older who Used SKYLINE CHILI in the past 30 days watch Ad-Supported Local TV Stations for an average of 128.3 minutes every day representing 35.% of all time spent daily with Ad-Supported Video.

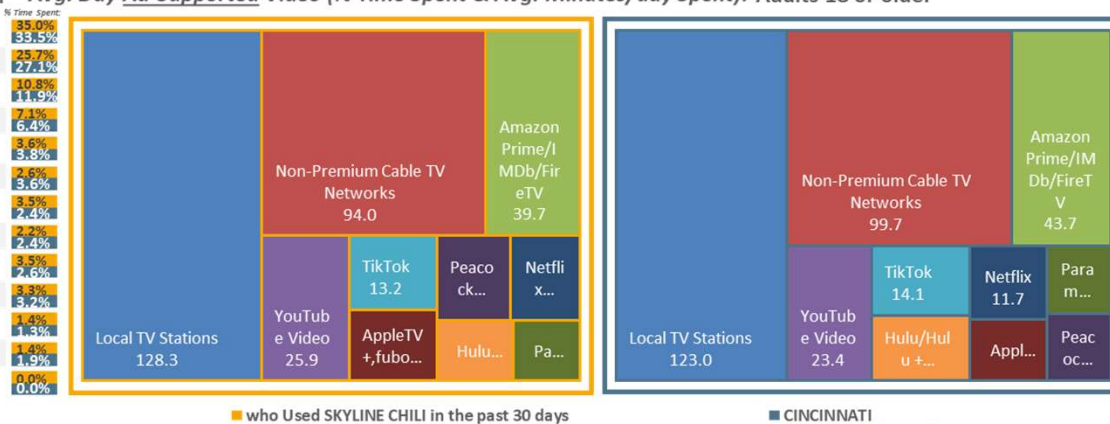
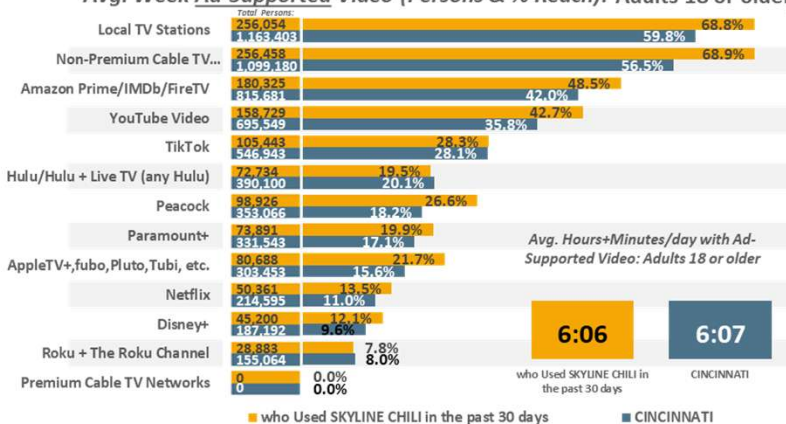
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

**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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Sit-down restaurants used past 30 days: Skyline Chili

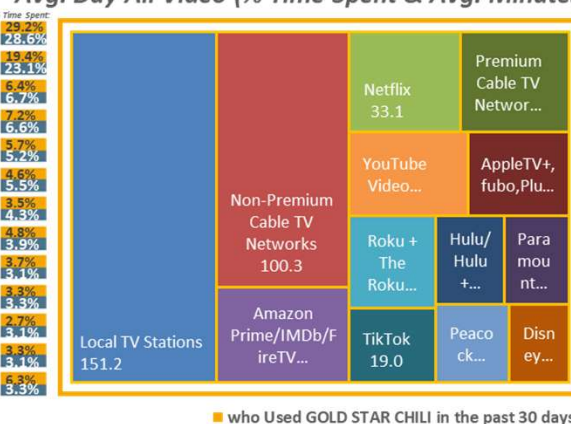
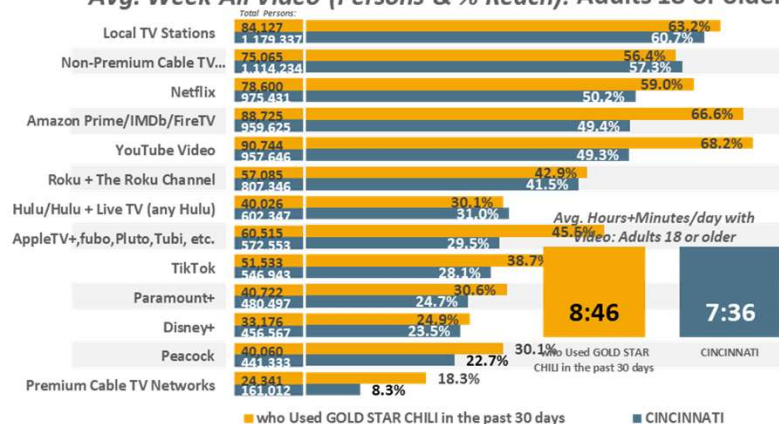




82,046 or 61.6% of Adults 18 or older who Used GOLD STAR CHILI in the past 30 days watch Ad-Supported Local TV Stations for an average of 144.3 minutes every day representing 32.8% of all time spent daily with Ad-Supported Video.

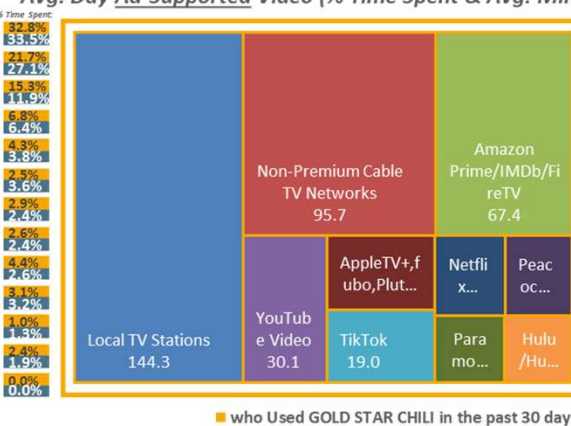
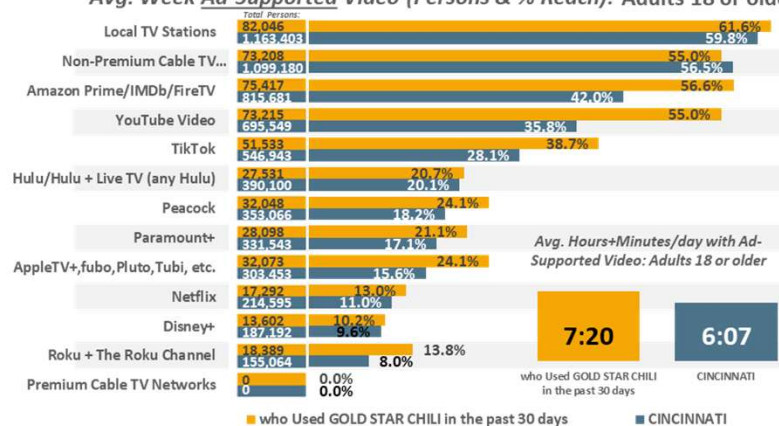
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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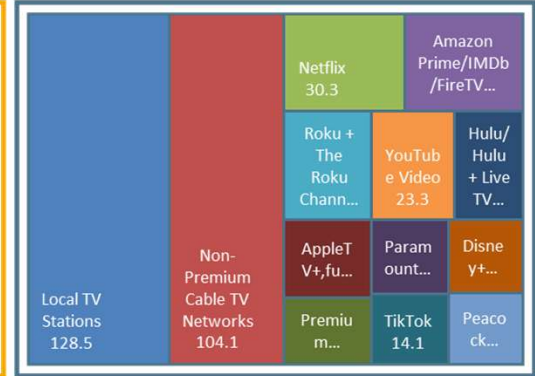
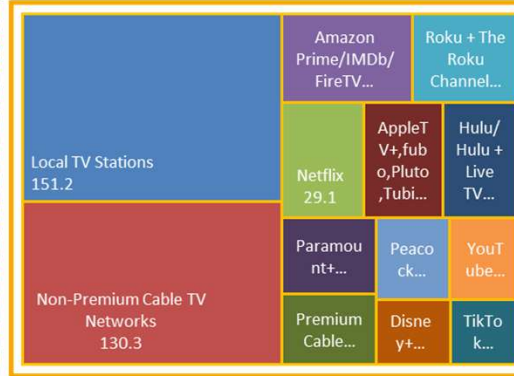
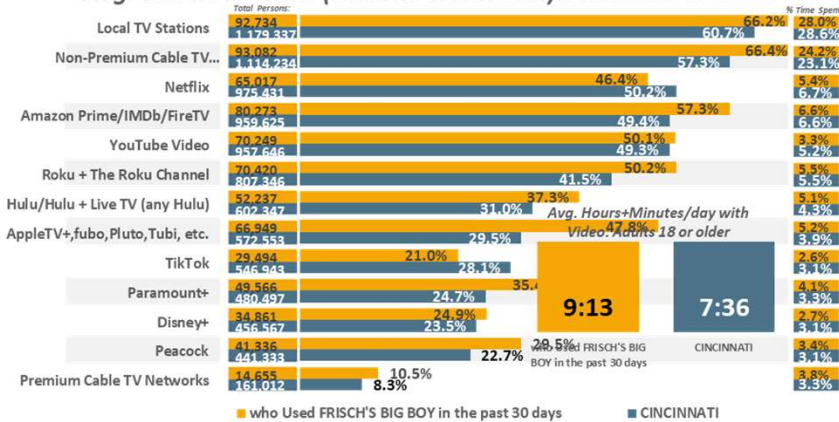
Sit-down restaurants used past 30 days: Gold Star Chili



90,094 or 64.3% of Adults 18 or older who Used FRISCH'S BIG BOY in the past 30 days watch Ad-Supported Local TV Stations for an average of 141.3 minutes every day representing 31.0% of all time spent daily with Ad-Supported Video.

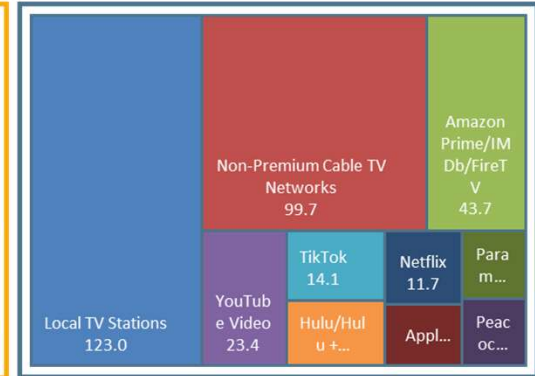
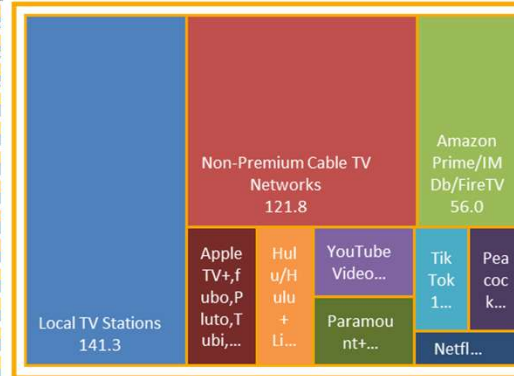
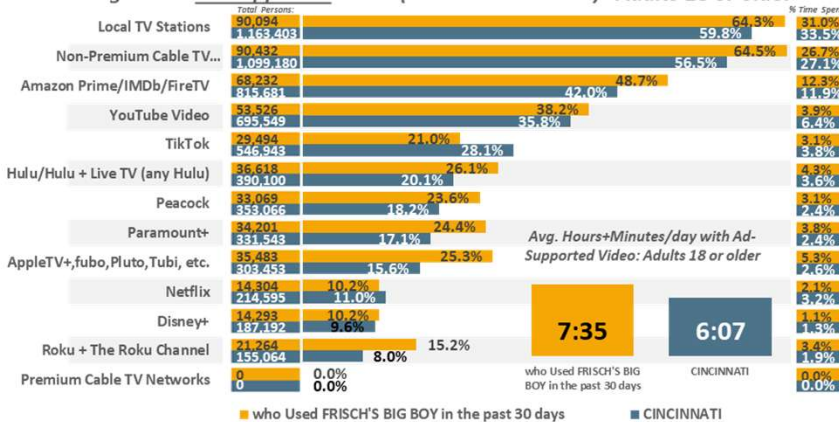
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

**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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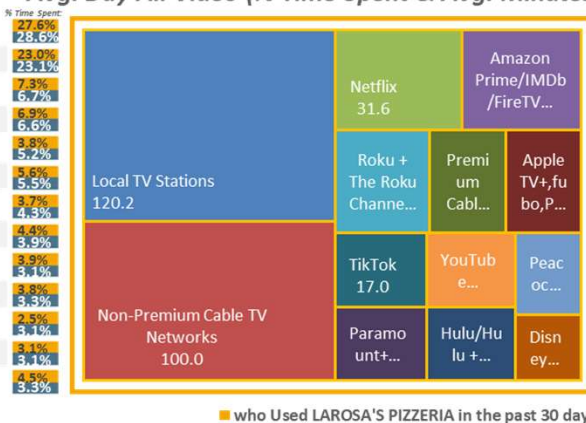
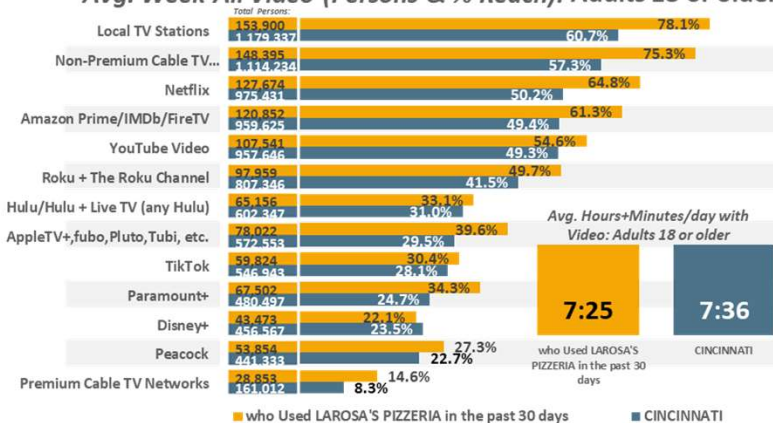
Sit-down restaurants used past 30 days: Frisch's Big Boy



150,662 or 76.5% of Adults 18 or older who Used LAROSA'S PIZZERIA in the past 30 days watch Ad-Supported Local TV Stations for an average of 113.8 minutes every day representing 32.1% of all time spent daily with Ad-Supported Video.

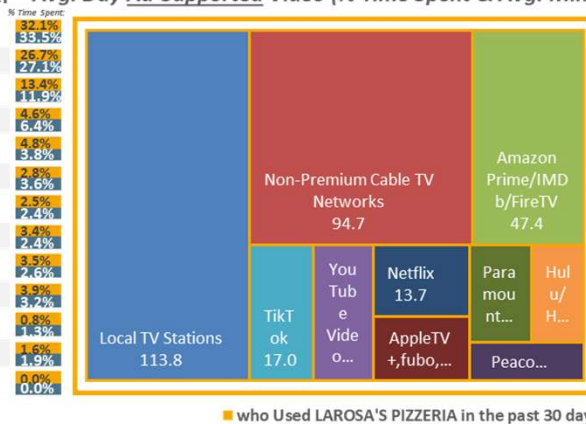
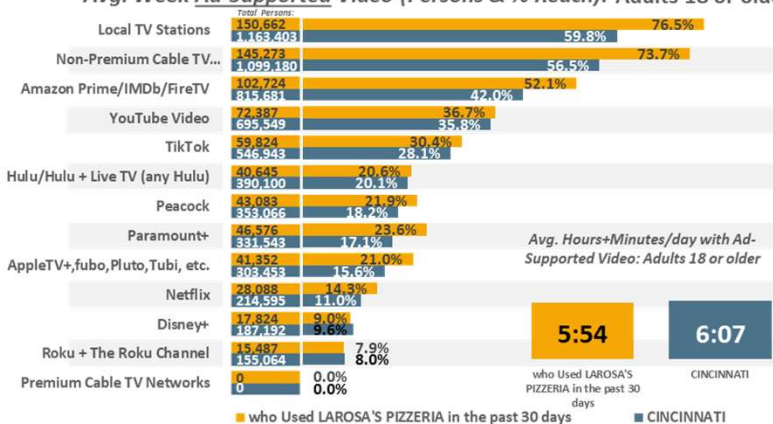
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

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



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

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



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Sit-down restaurants used past 30 days: LaRosa's Pizzeria

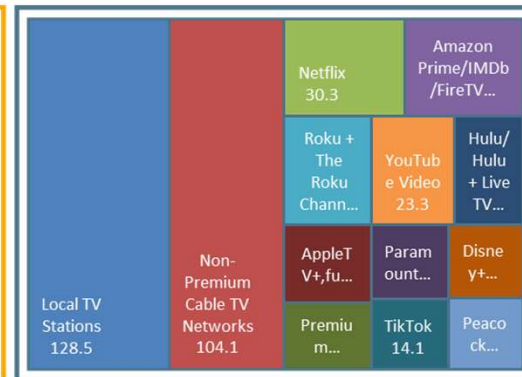
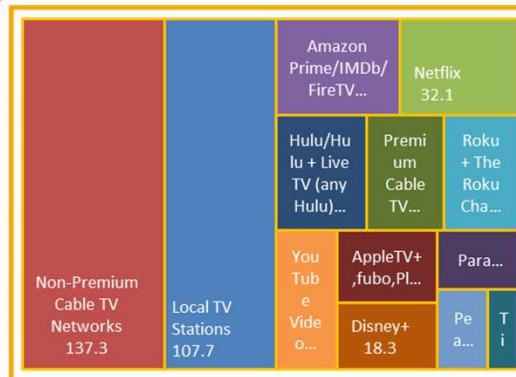
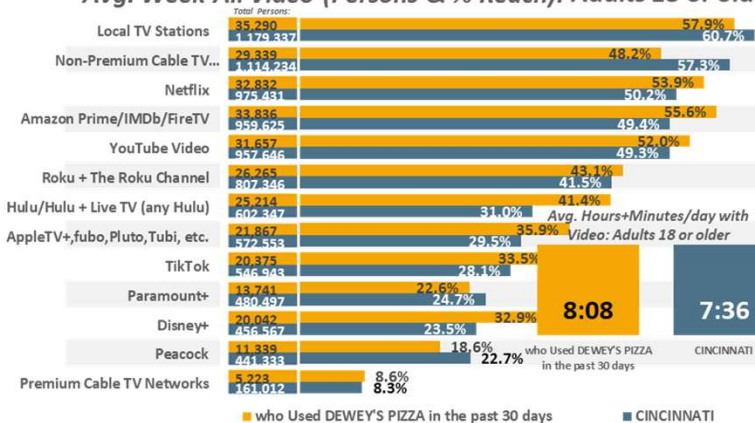




35,206 or 57.8% of Adults 18 or older who Used DEWEY'S PIZZA in the past 30 days watch Ad-Supported Local TV Stations for an average of 101.4 minutes every day representing 26.2% of all time spent daily with Ad-Supported Video.

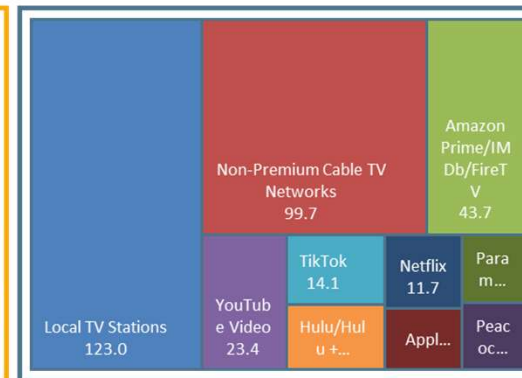
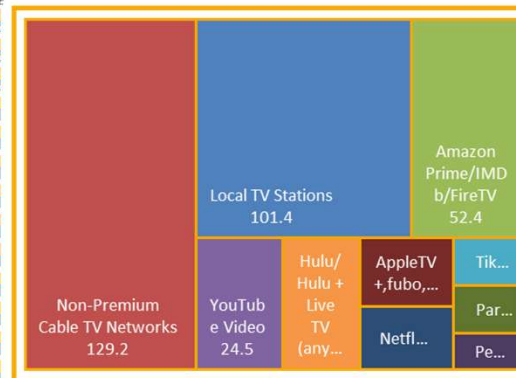
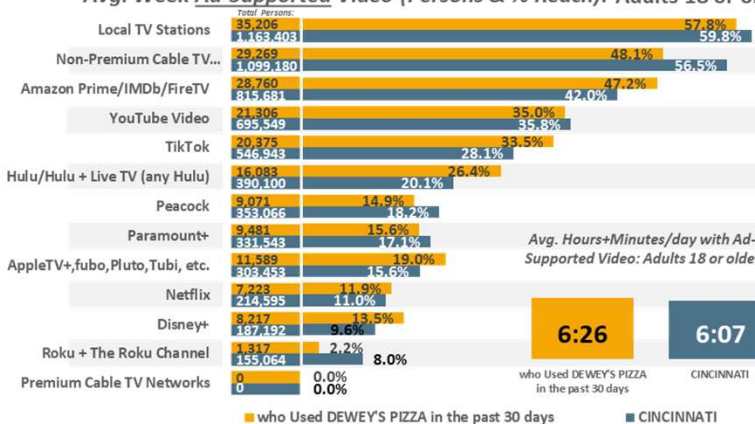
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

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



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

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

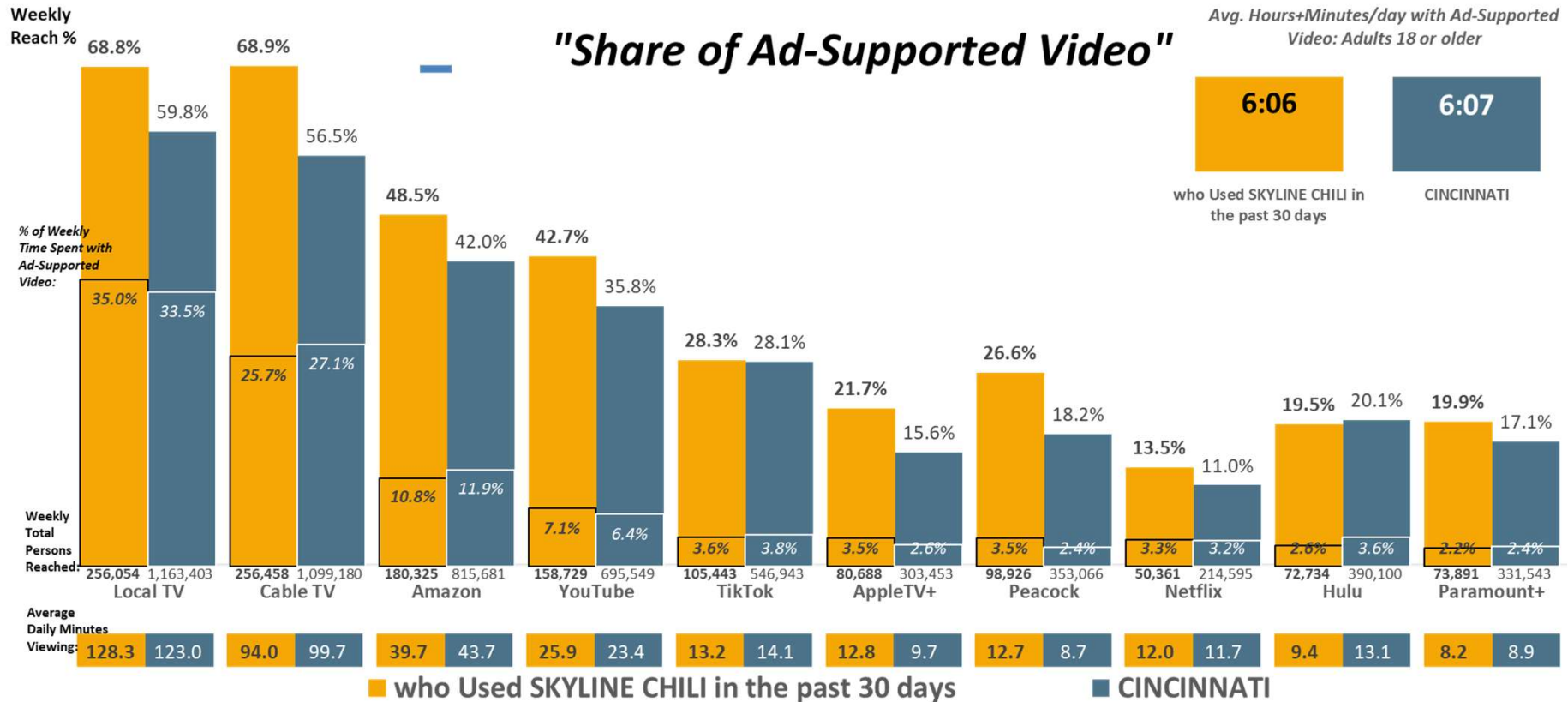






256,054 or 68.8% of Adults 18 or older who Used SKYLINE CHILI in the past 30 days watch Ad-Supported Local TV Stations for an average of 128.3 minutes every day representing 35.0% of all time spent daily with Ad-Supported Video.

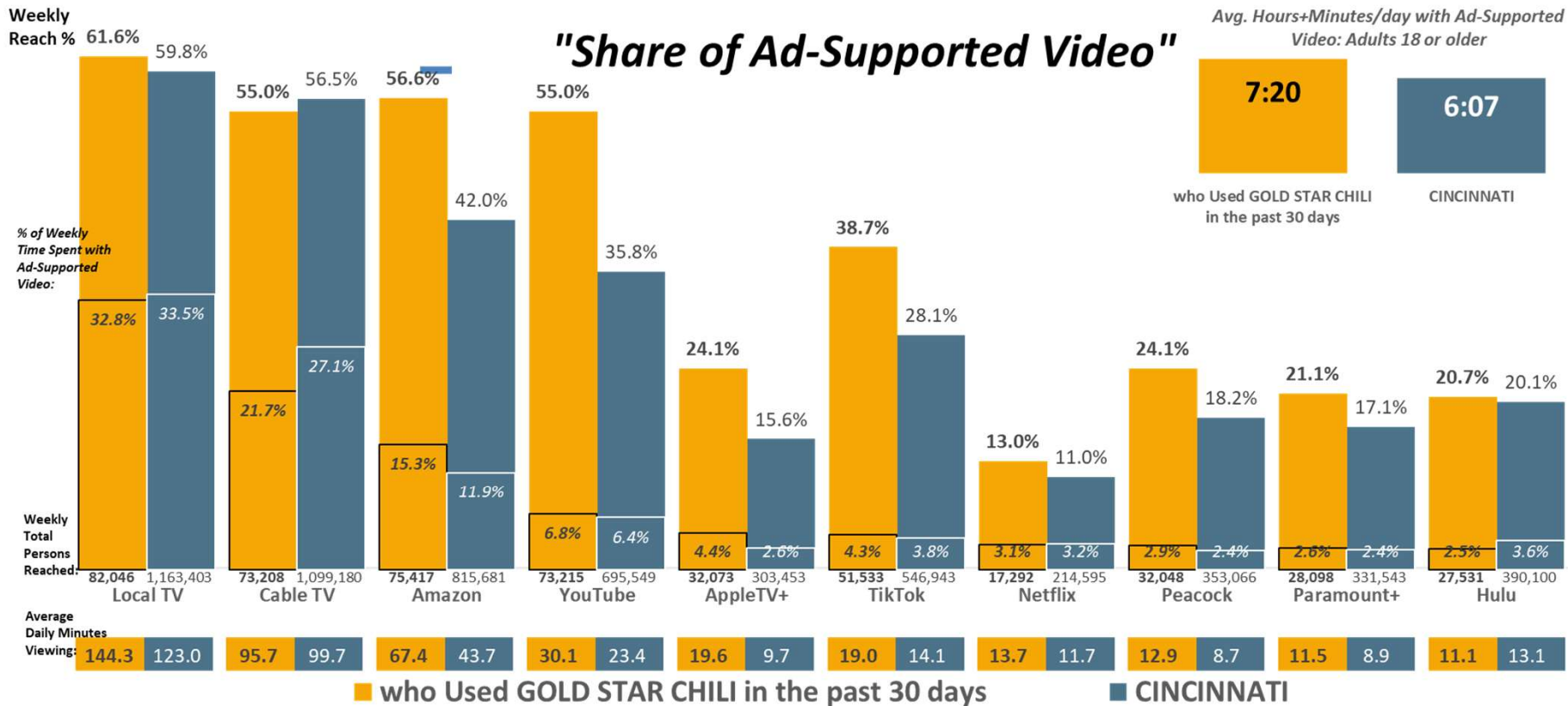
## "Share of Ad-Supported Video"





82,046 or 61.6% of Adults 18 or older who Used GOLD STAR CHILI in the past 30 days watch Ad-Supported Local TV Stations for an average of 144.3 minutes every day representing 32.8% of all time spent daily with Ad-Supported Video.

# "Share of Ad-Supported Video"



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

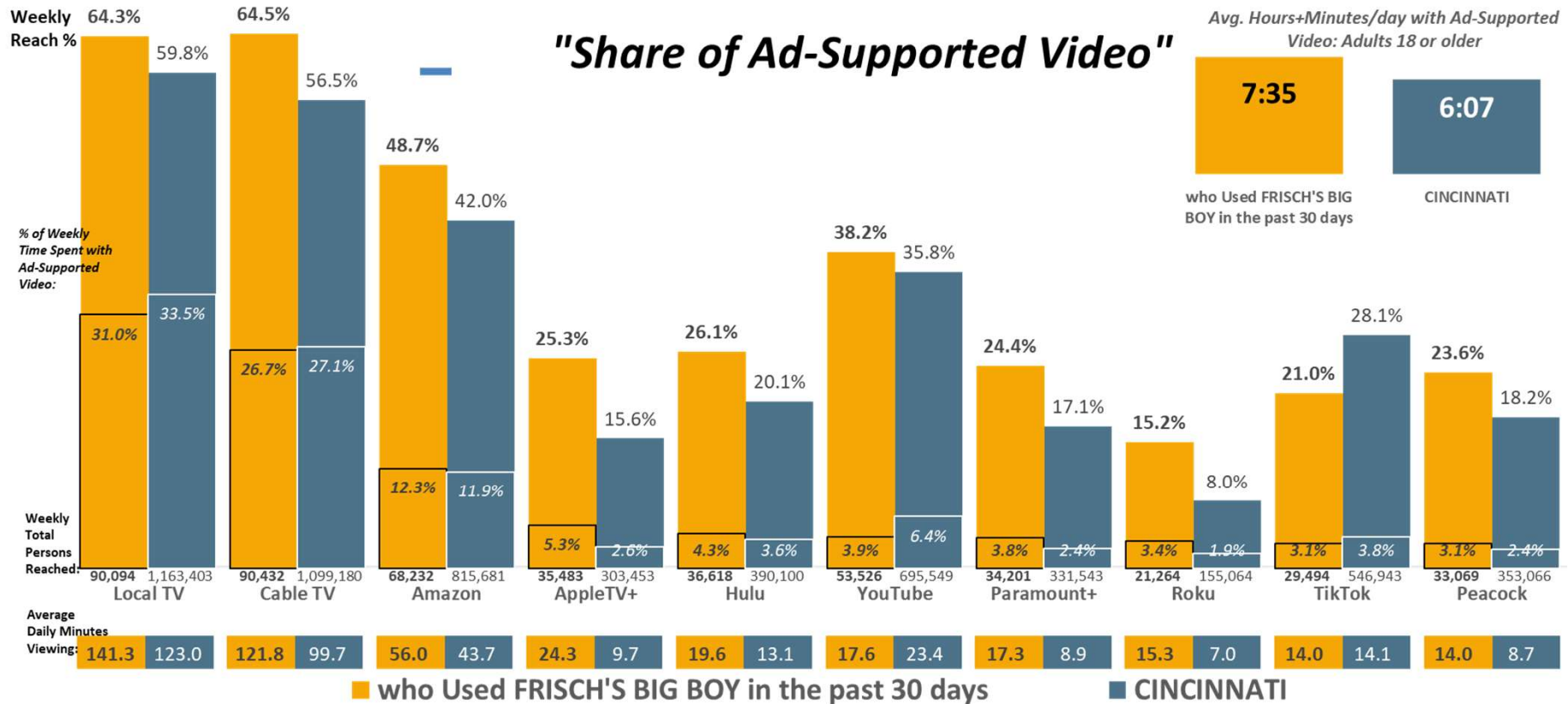
**7:20**  
who Used GOLD STAR CHILI in the past 30 days

**6:07**  
CINCINNATI



90,094 or 64.3% of Adults 18 or older who Used FRISCH'S BIG BOY in the past 30 days watch Ad-Supported Local TV Stations for an average of 141.3 minutes every day representing 31.0% of all time spent daily with Ad-Supported Video.

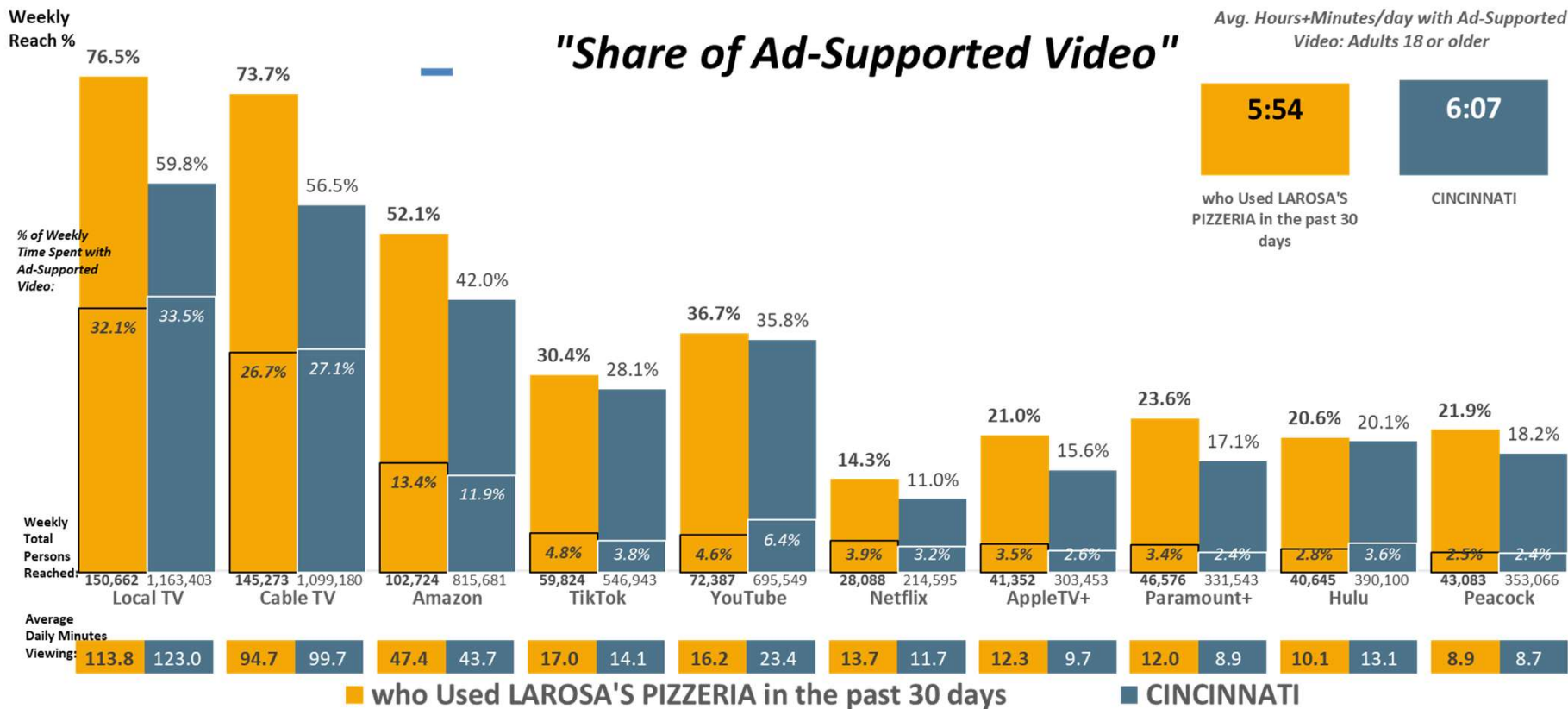
## "Share of Ad-Supported Video"





150,662 or 76.5% of Adults 18 or older who Used LAROSA'S PIZZERIA in the past 30 days watch Ad-Supported Local TV Stations for an average of 113.8 minutes every day representing 32.1% of all time spent daily with Ad-Supported Video.

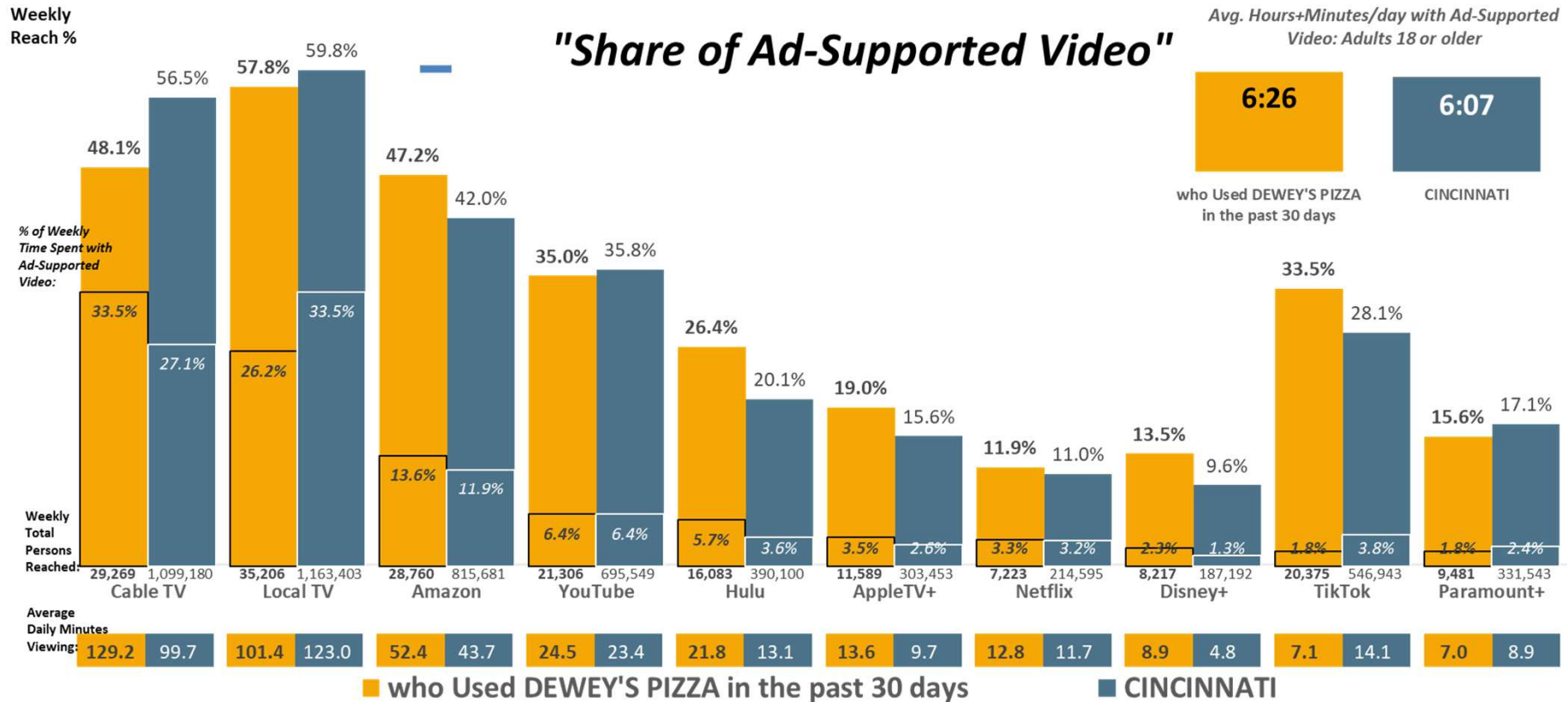
## "Share of Ad-Supported Video"







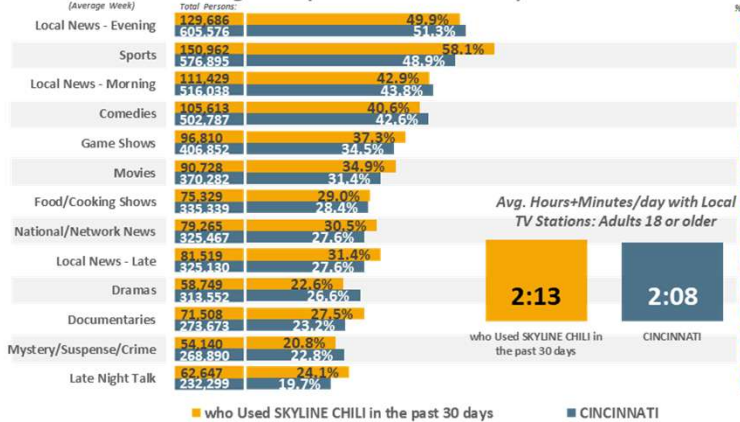
35,206 or 57.8% of Adults 18 or older who Used DEWEY'S PIZZA in the past 30 days watch Ad-Supported Local TV Stations for an average of 101.4 minutes every day representing 26.2% of all time spent daily with Ad-Supported Video.



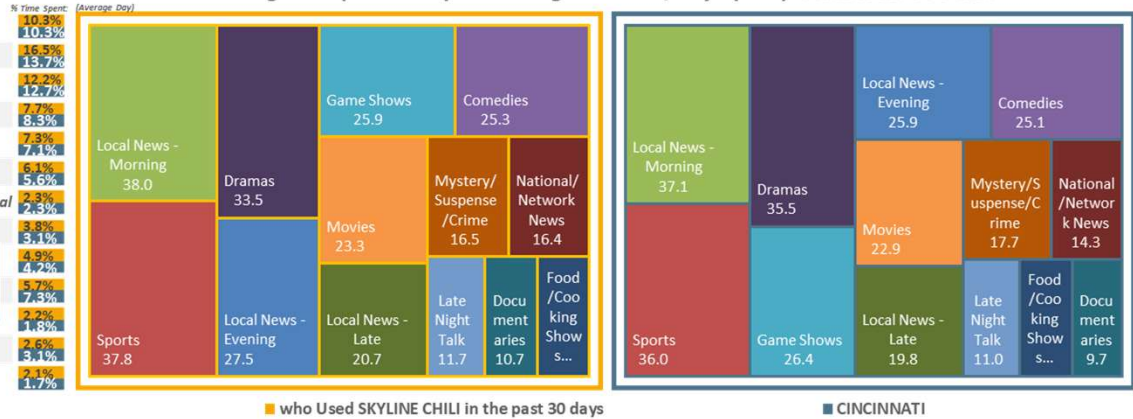


256,054 or 68.8% of Adults 18 or older who Used SKYLINE CHILI in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and Movies.

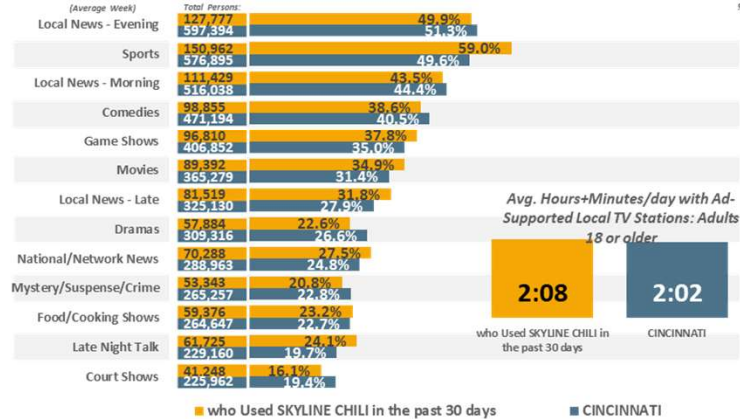
Local TV Station Programs (Persons & % Reach): Adults 18 or older



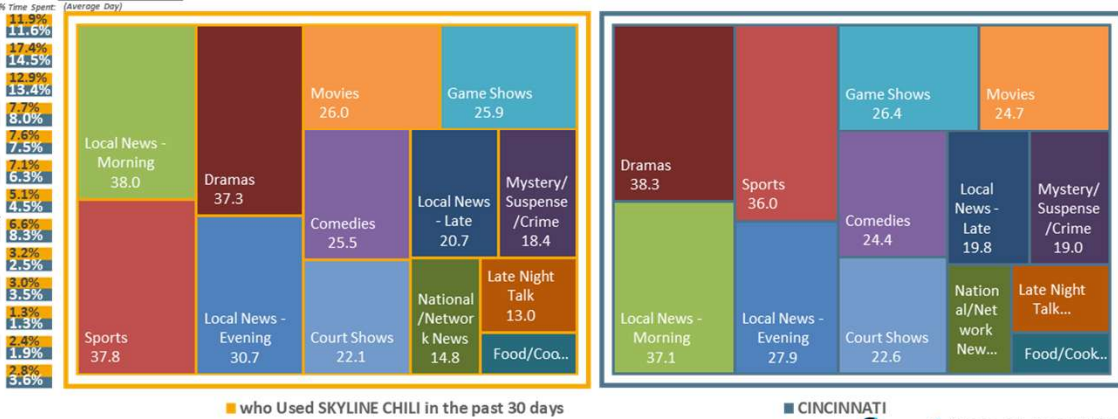
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



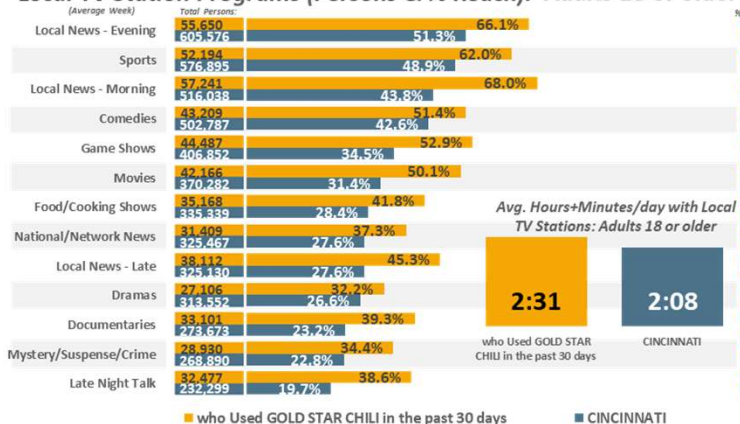
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



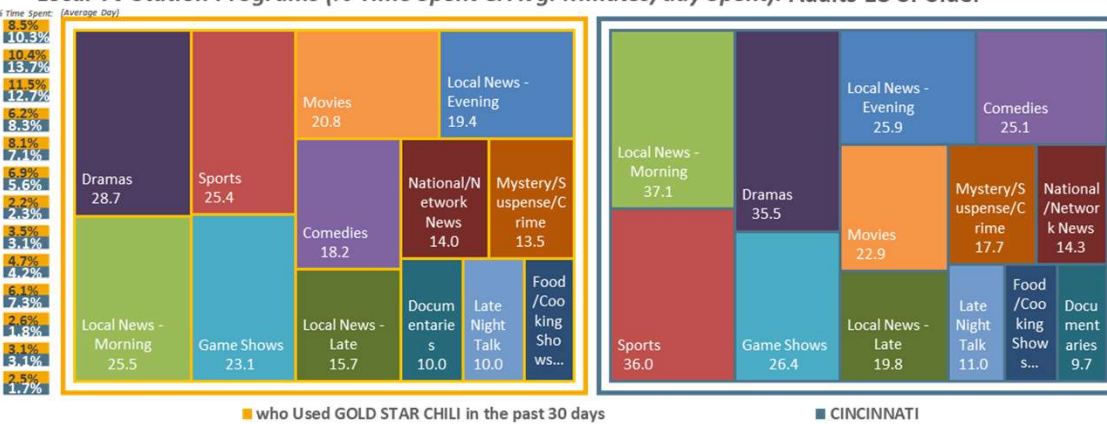


82,046 or 61.6% of Adults 18 or older who Used GOLD STAR CHILI in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Local News - Evening, Sports, Game Shows, Movies, and Comedies.

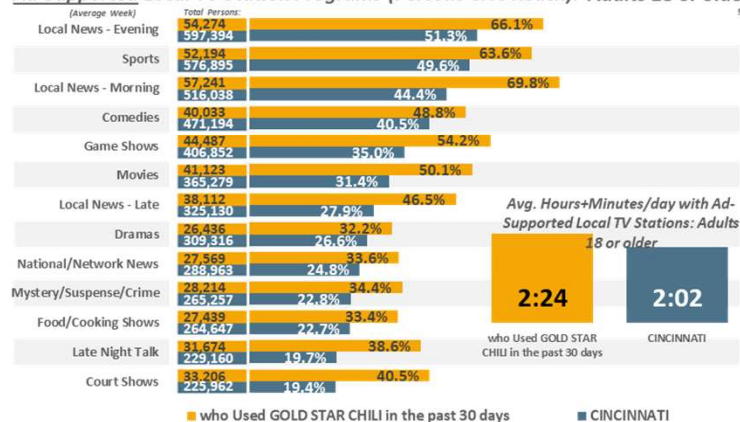
Local TV Station Programs (Persons & % Reach): Adults 18 or older



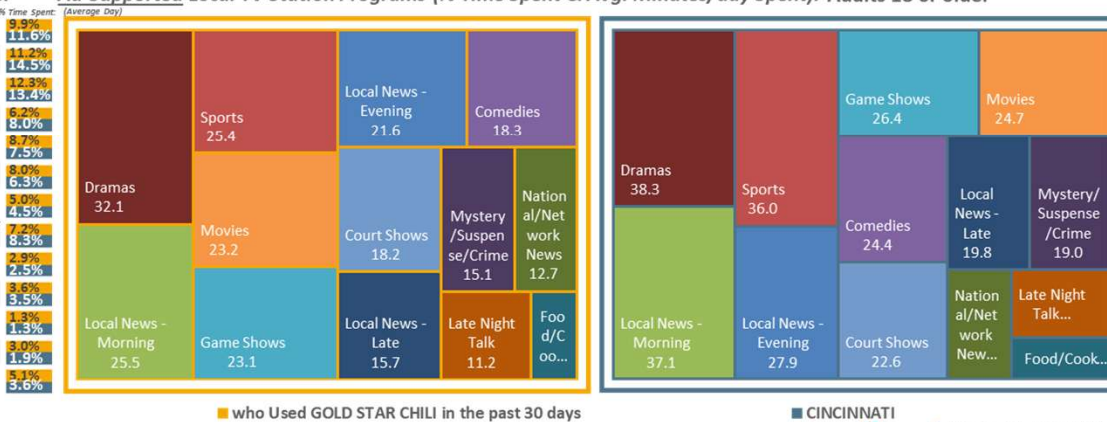
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

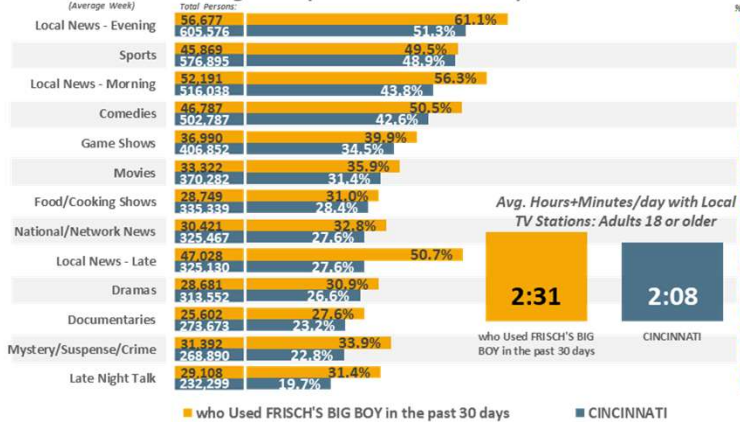




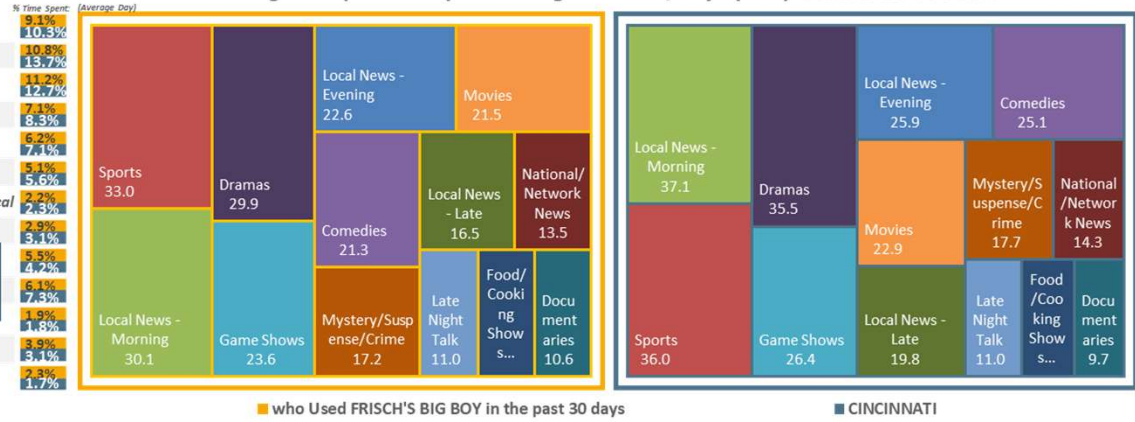


90,094 or 64.3% of Adults 18 or older who Used FRISCH'S BIG BOY in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Local News - Late, Sports, Comedies, and Game Shows.

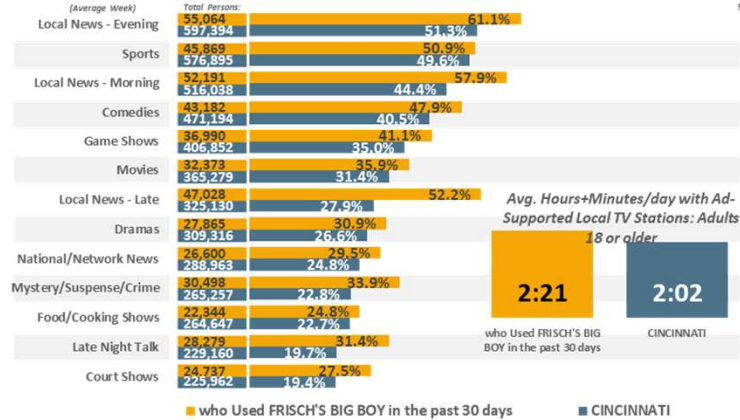
**Local TV Station Programs (Persons & % Reach): Adults 18 or older**



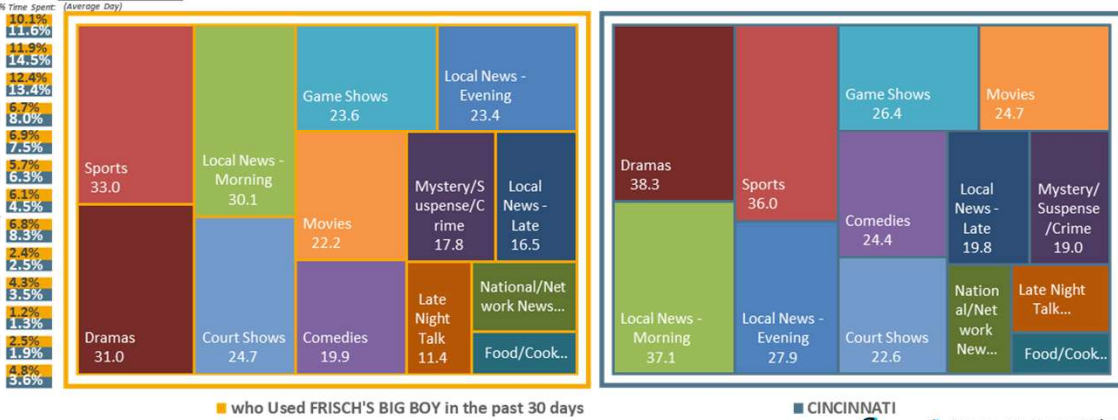
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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



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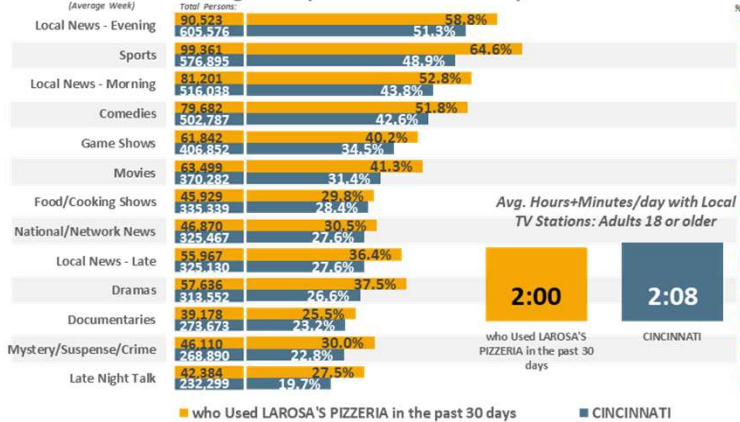
**soefa.ai** Share of Everything for Anything

Sit-down restaurants used past 30 days: Frisch's Big Boy

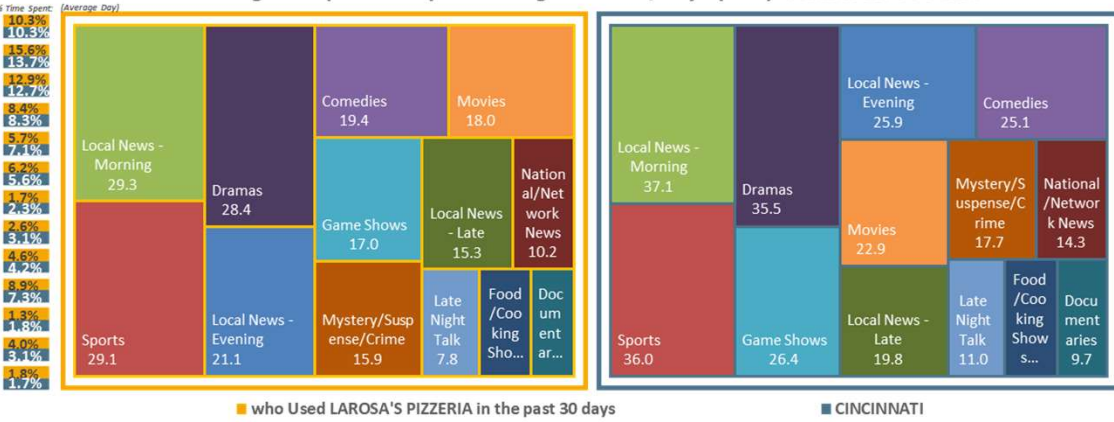


150,662 or 76.5% of Adults 18 or older who Used LAROSA'S PIZZERIA in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Game Shows.

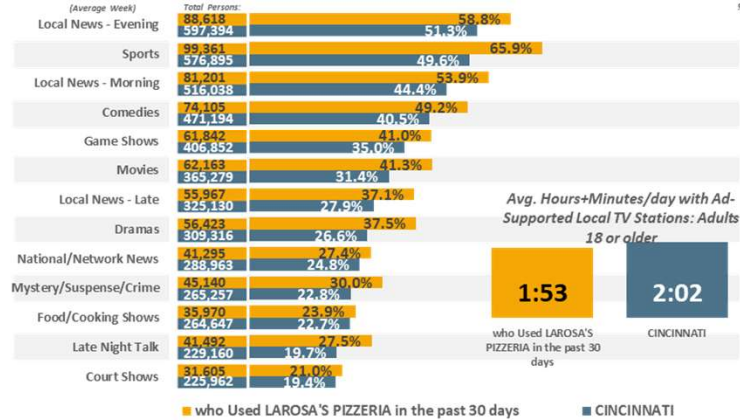
**Local TV Station Programs (Persons & % Reach): Adults 18 or older**



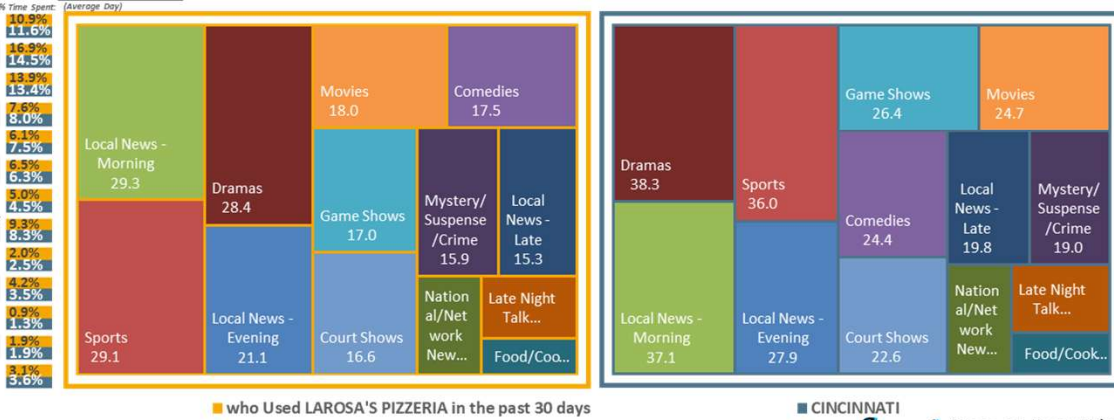
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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

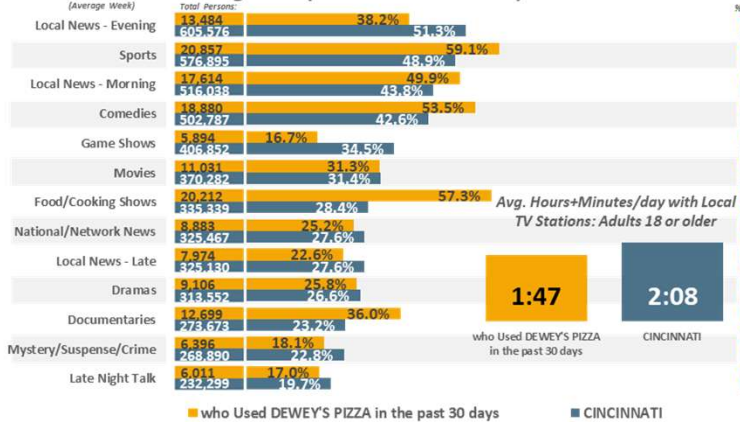




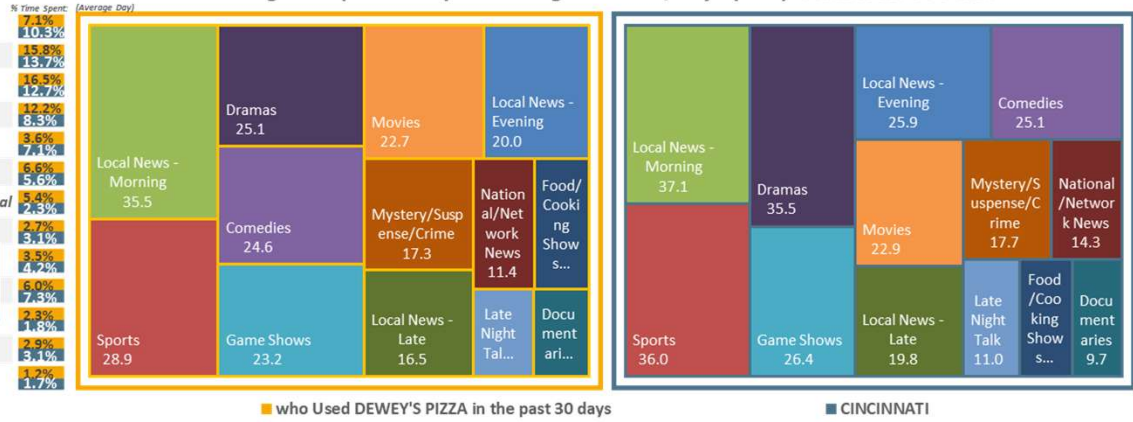


35,206 or 57.8% of Adults 18 or older who Used DEWEY'S PIZZA in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Morning, Food/Cooking Shows, Local News - Evening, and Movies.

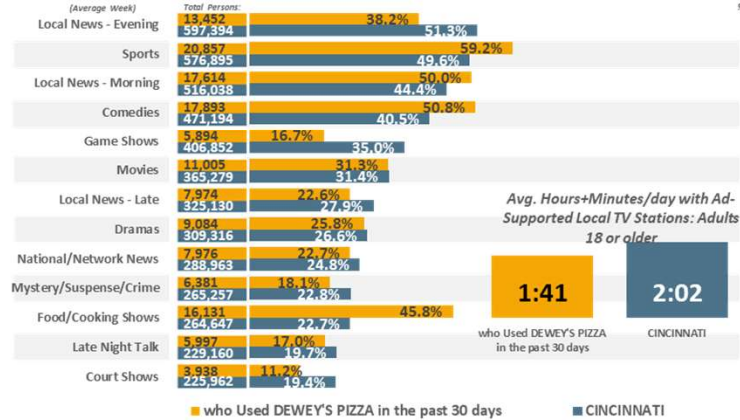
**Local TV Station Programs (Persons & % Reach): Adults 18 or older**



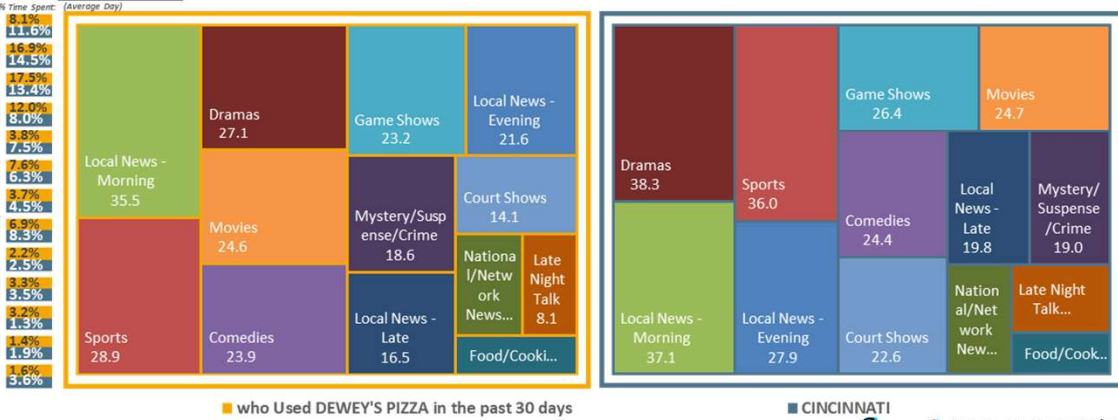
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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



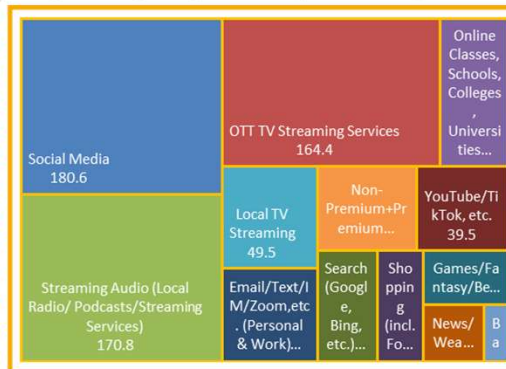
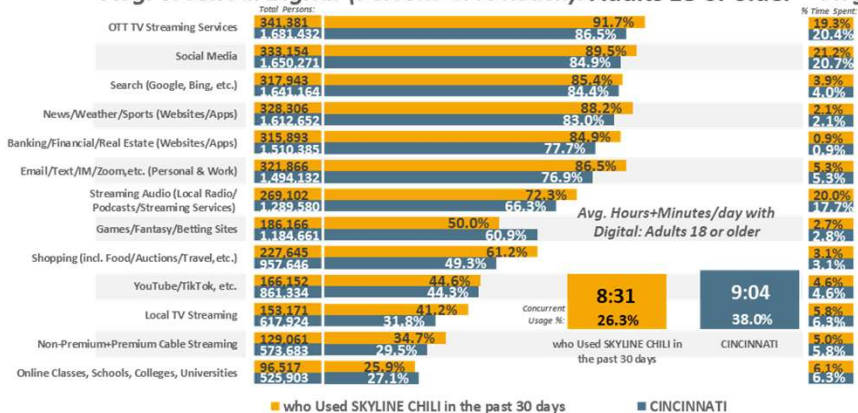




296,716 or 79.7% of Adults 18 or older who Used SKYLINE CHILI in the past 30 days use Ad-Supported Social Media for an average of 160.9 minutes every day representing 26.2% of all time spent daily with Ad-Supported Digital Media.

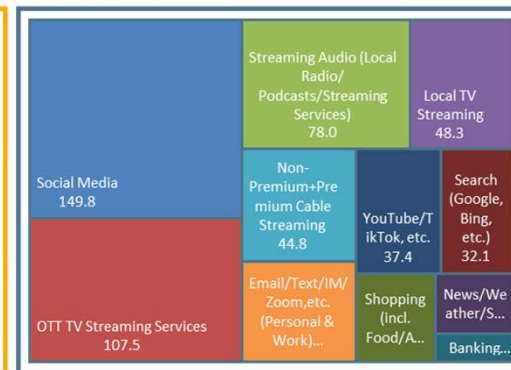
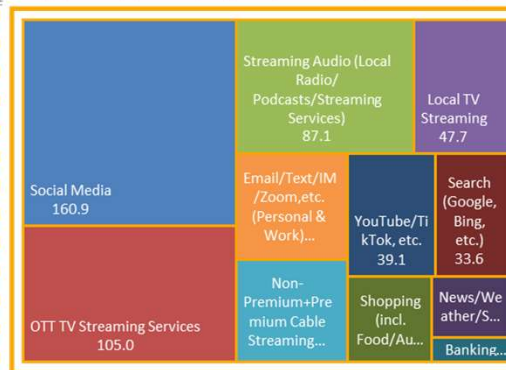
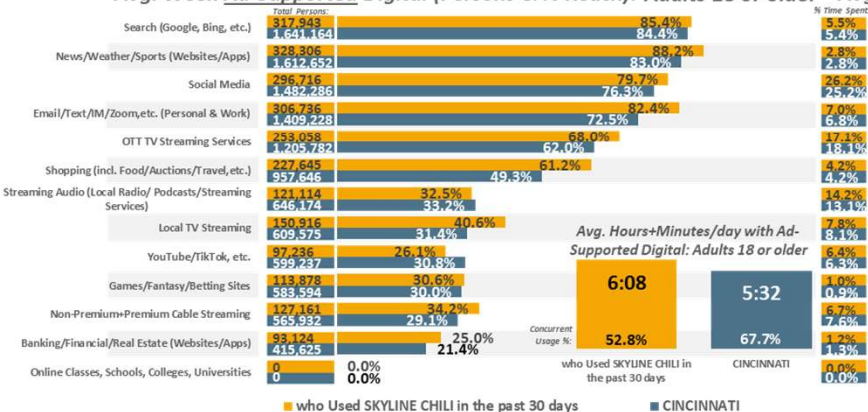
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



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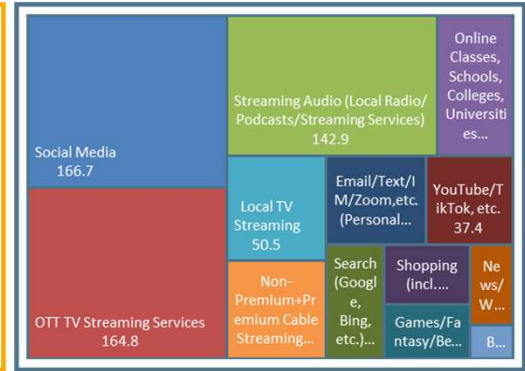
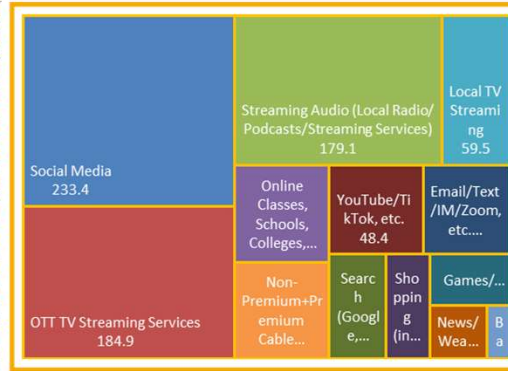
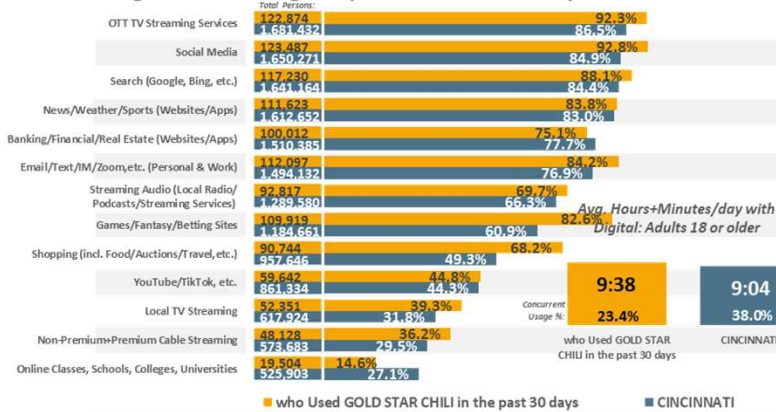
Sit-down restaurants used past 30 days: Skyline Chili



109,791 or 82.5% of Adults 18 or older who Used GOLD STAR CHILI in the past 30 days use Ad-Supported Social Media for an average of 207.5 minutes every day representing 27.5% of all time spent daily with Ad-Supported Digital Media.

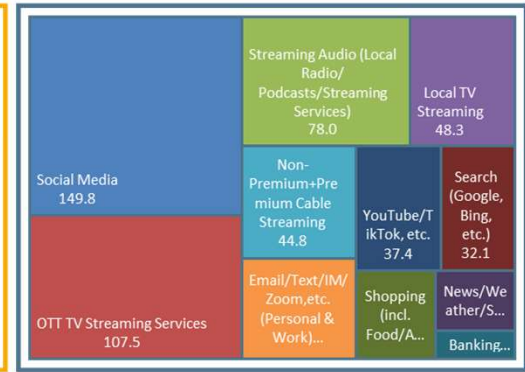
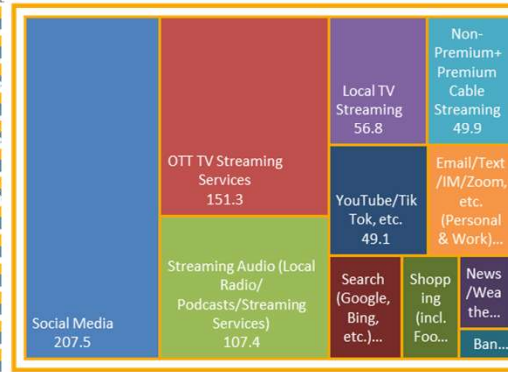
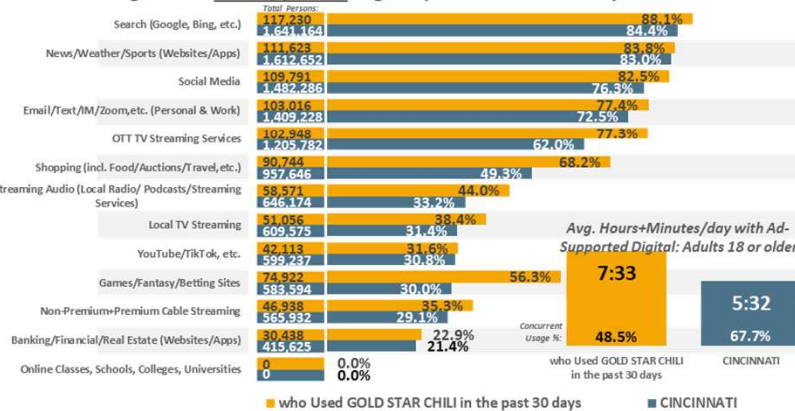
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

### 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



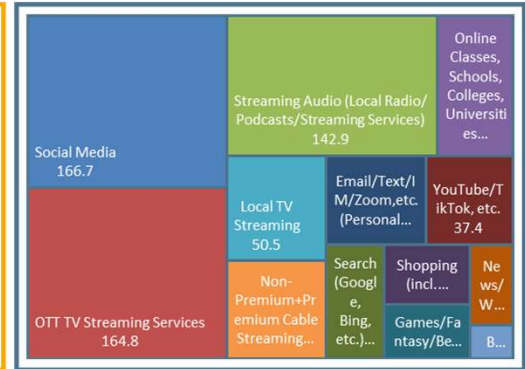
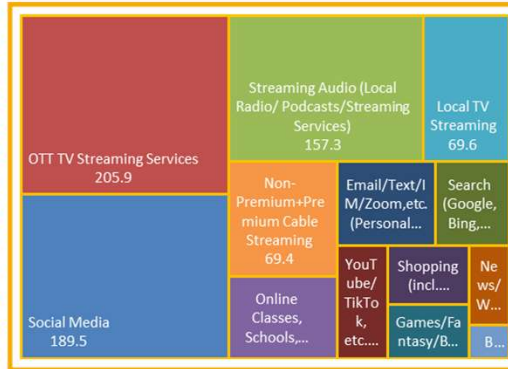
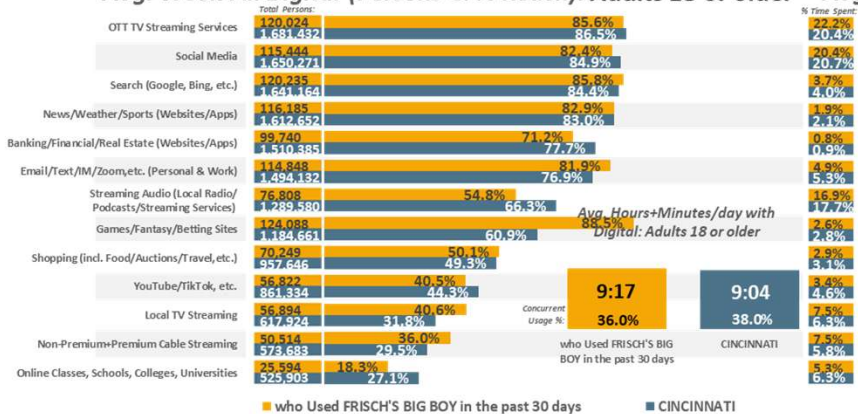




107,800 or 76.9% of Adults 18 or older who Used FRISCH'S BIG BOY in the past 30 days use Ad-Supported Social Media for an average of 176.9 minutes every day representing 24.2% of all time spent daily with Ad-Supported Digital Media.

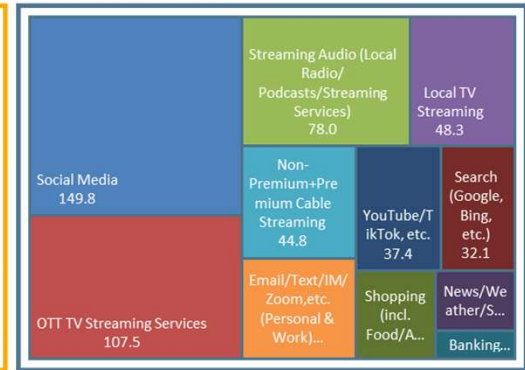
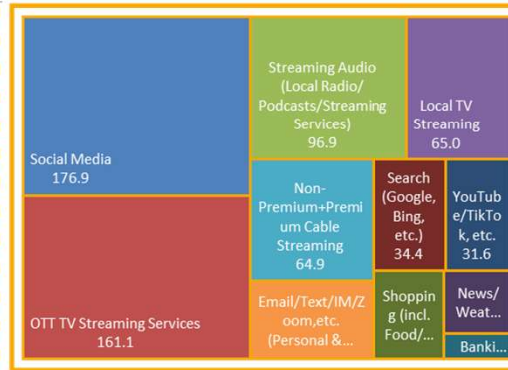
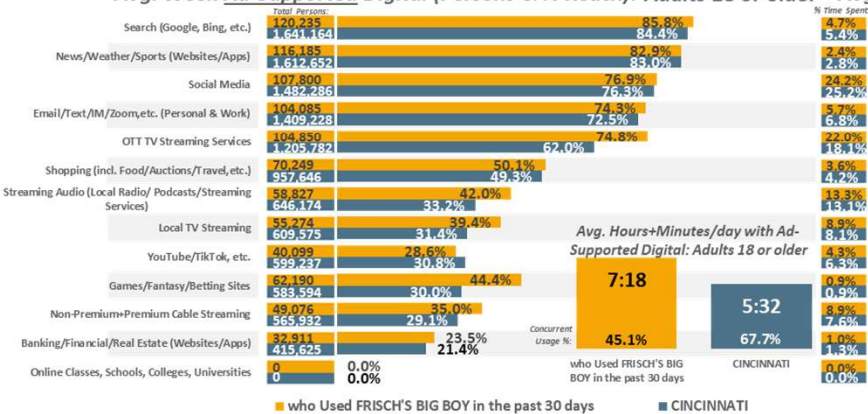
**Avg. Week All Digital (Persons & % Reach): Adults 18 or older**

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



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

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



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Sit-down restaurants used past 30 days: Frisch's Big Boy

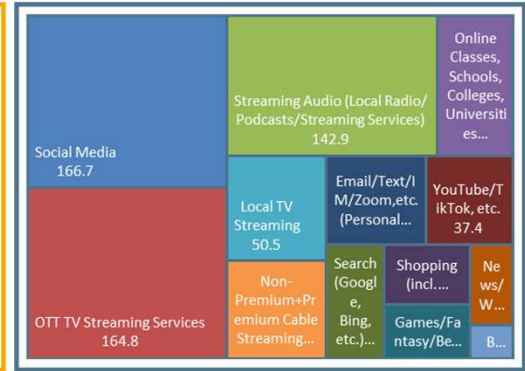
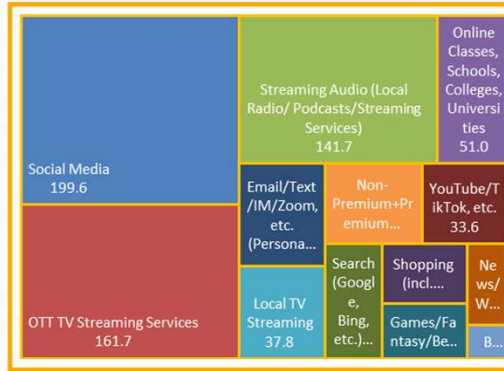
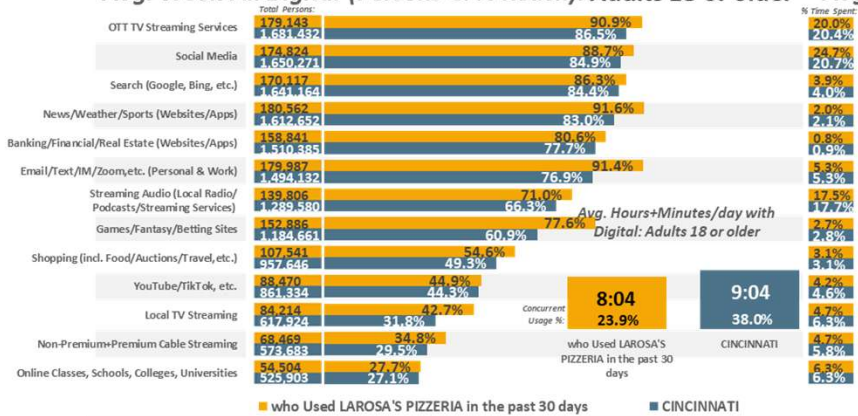




156,000 or 79.2% of Adults 18 or older who Used LAROSA'S PIZZERIA in the past 30 days use Ad-Supported Social Media for an average of 178.1 minutes every day representing 29.9% of all time spent daily with Ad-Supported Digital Media.

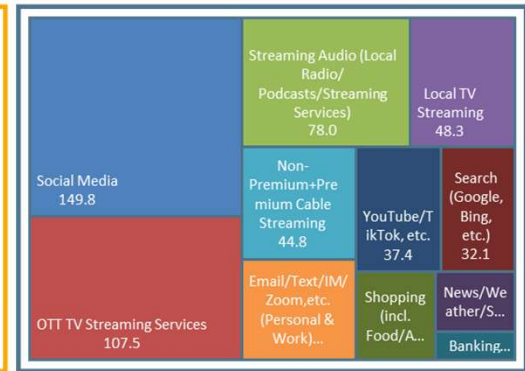
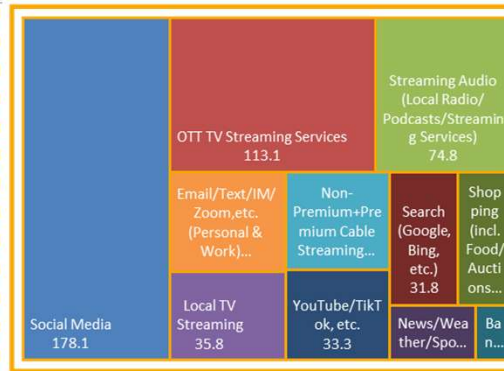
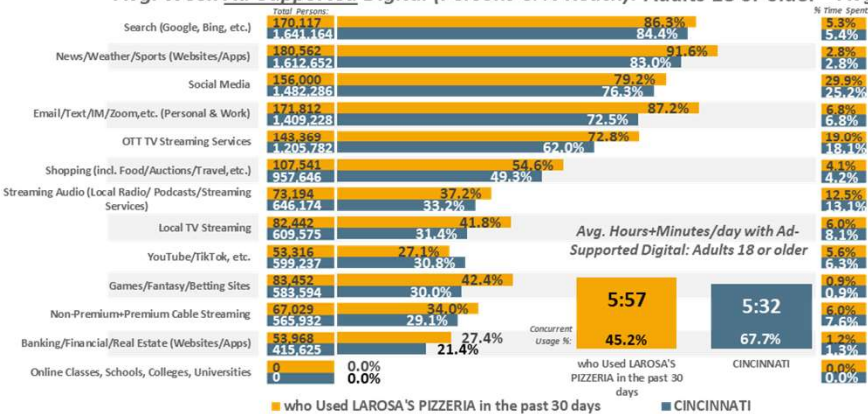
**Avg. Week All Digital (Persons & % Reach): Adults 18 or older**

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



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

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



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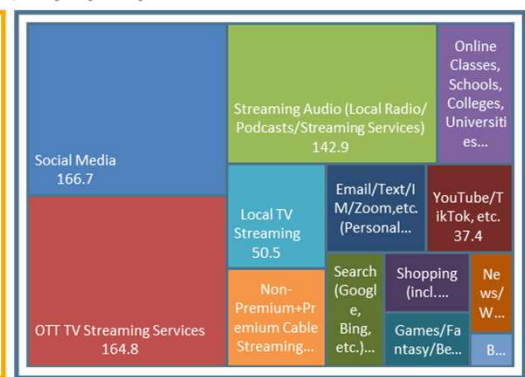
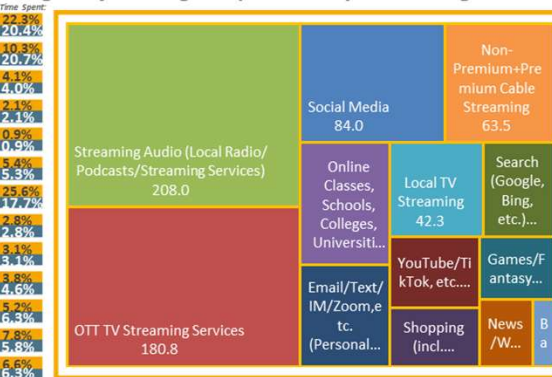
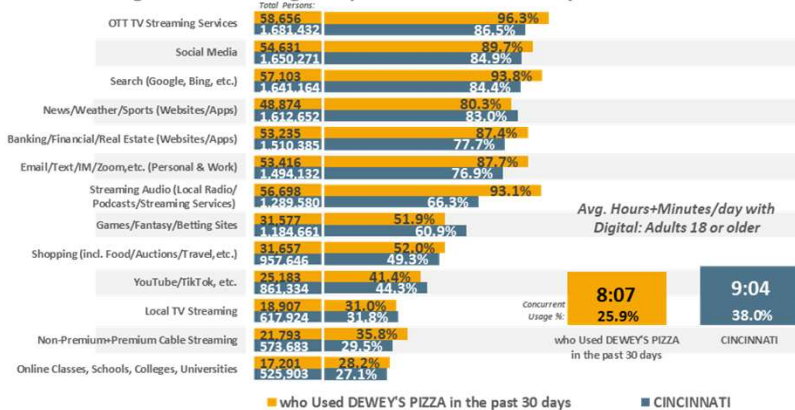
Sit-down restaurants used past 30 days: LaRosa's Pizzeria



48,618 or 79.8% of Adults 18 or older who Used DEWEY'S PIZZA in the past 30 days use Ad-Supported Social Media for an average of 74.7 minutes every day representing 12.7% of all time spent daily with Ad-Supported Digital Media.

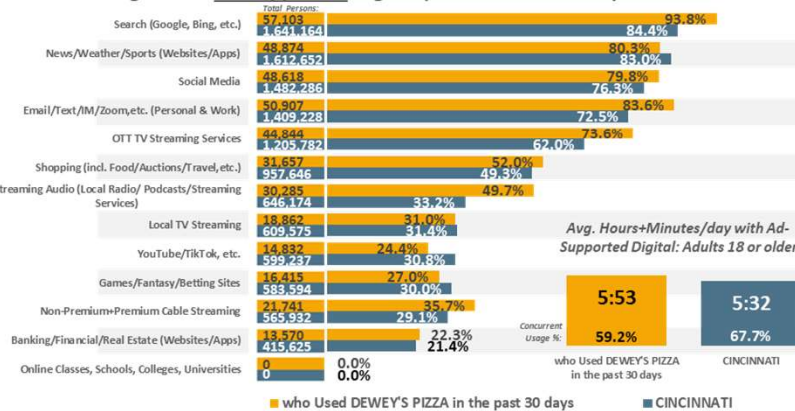
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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

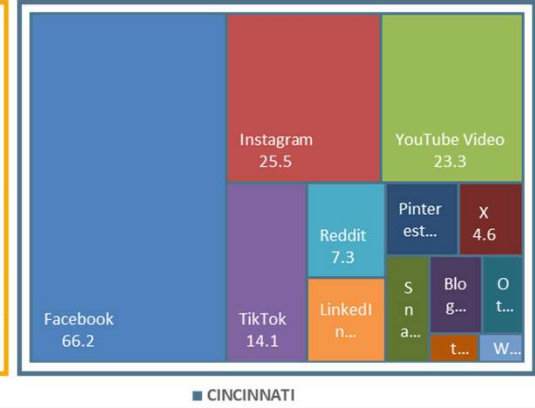
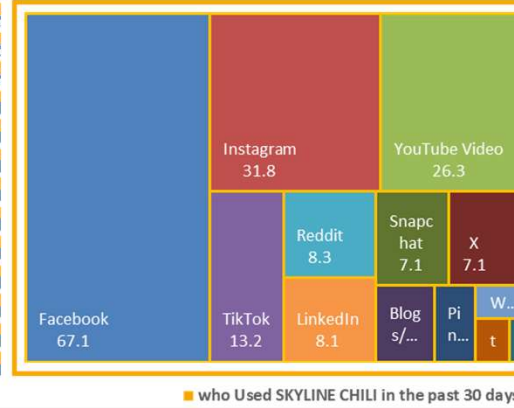
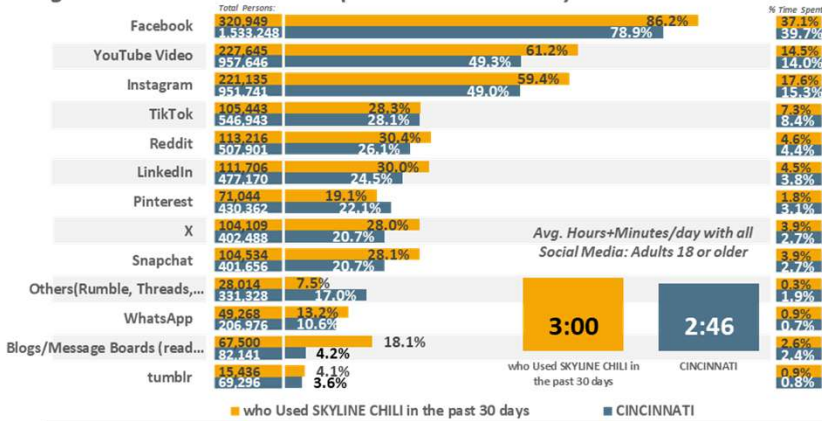




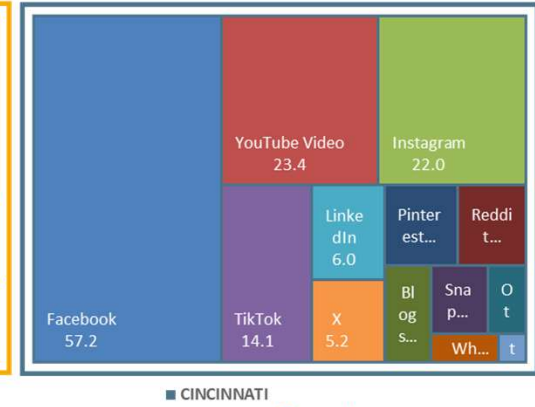
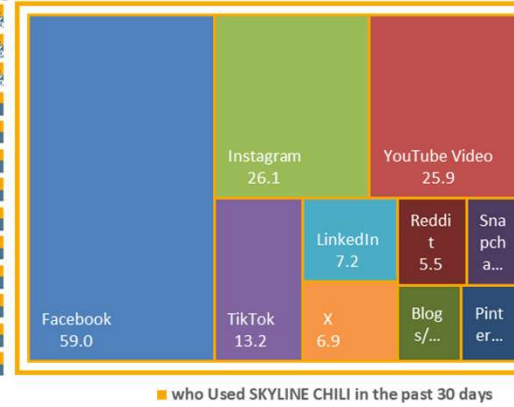
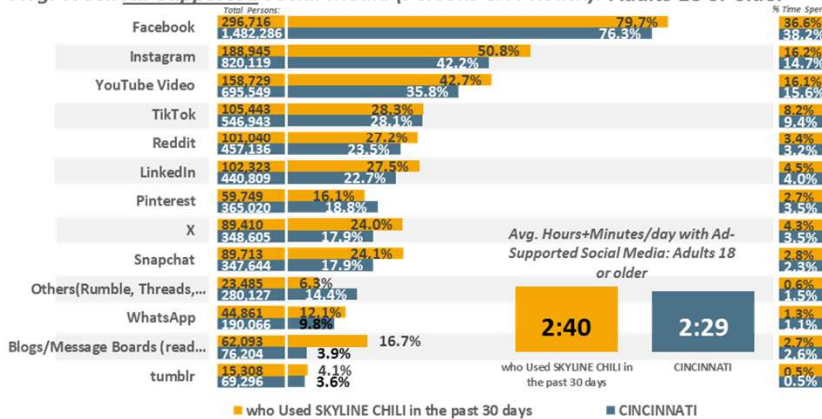


296,716 or 79.7% of Adults 18 or older who Used SKYLINE CHILI in the past 30 days use Ad-Supported Facebook for an average of 59. minutes every day representing 36.6% of all time spent daily with Ad-Supported Social Media.

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



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



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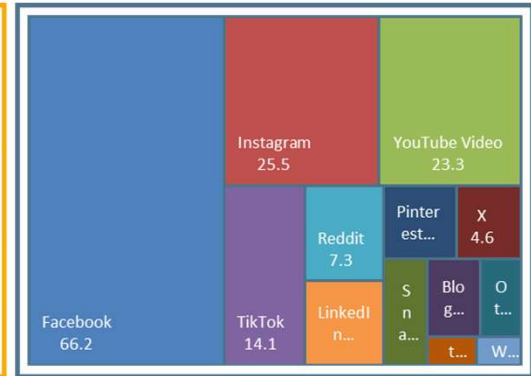
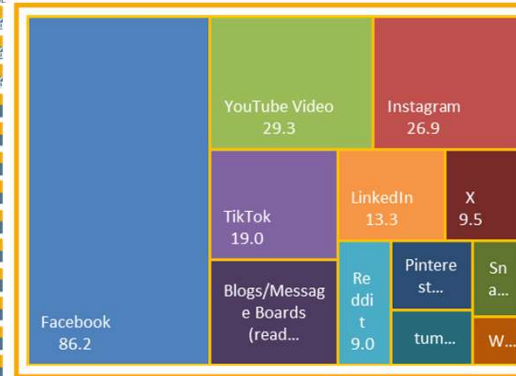
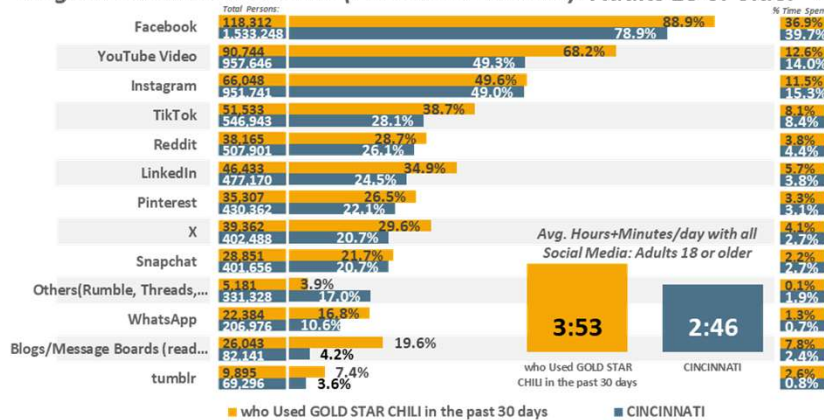
Sit-down restaurants used past 30 days: Skyline Chili



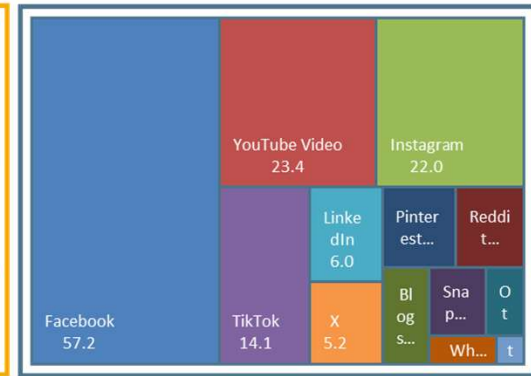
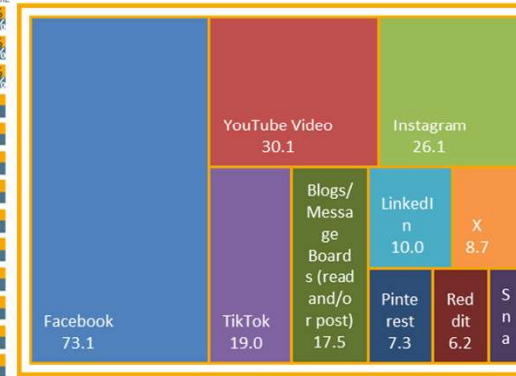
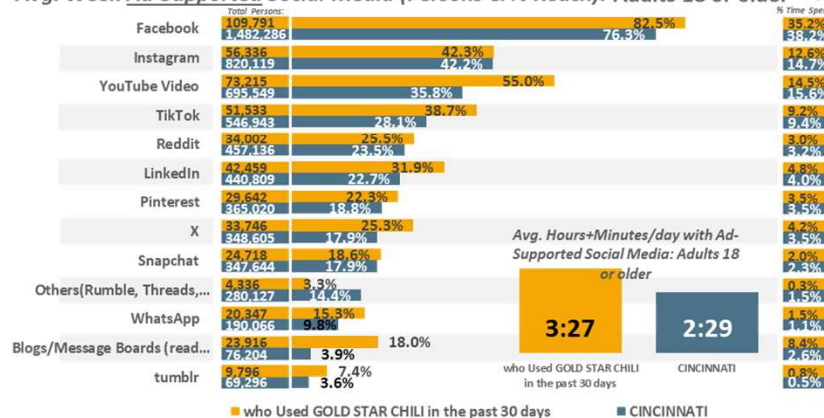


109,791 or 82.5% of Adults 18 or older who Used GOLD STAR CHILI in the past 30 days use Ad-Supported Facebook for an average of 73.1 minutes every day representing 35.2% of all time spent daily with Ad-Supported Social Media.

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



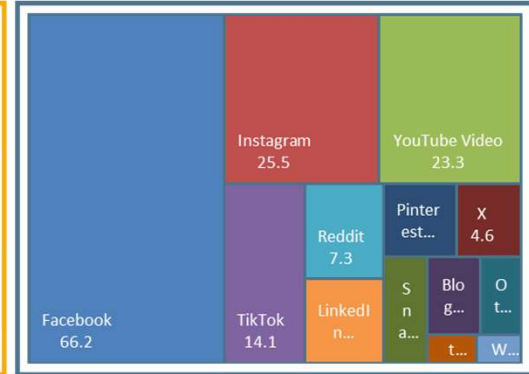
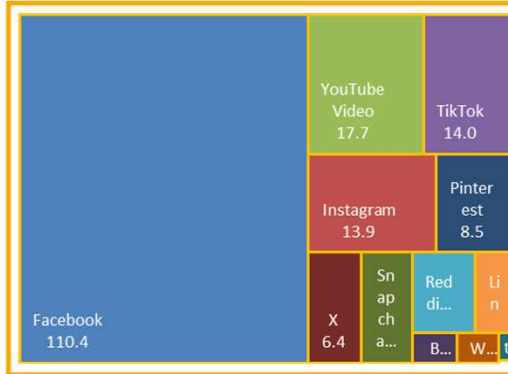
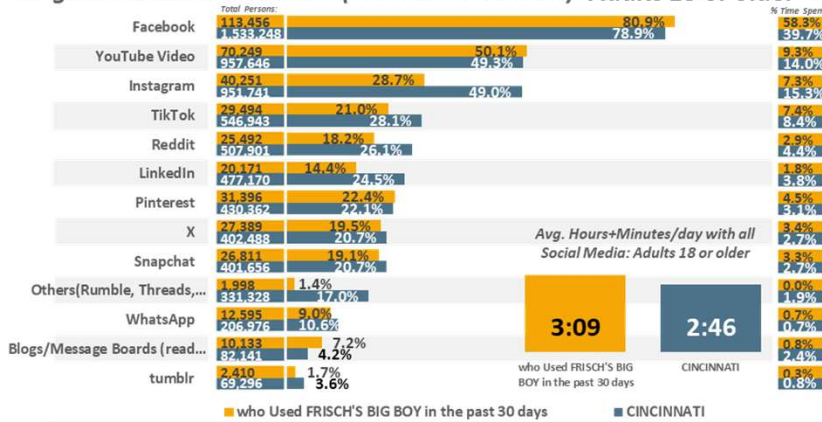
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



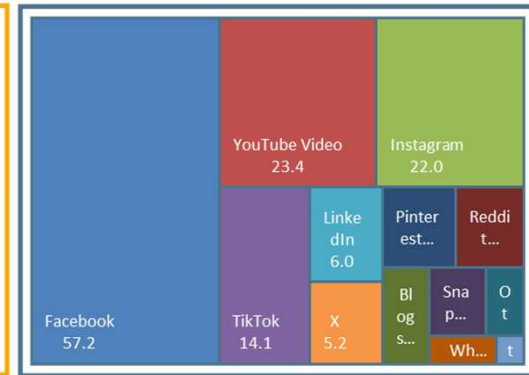
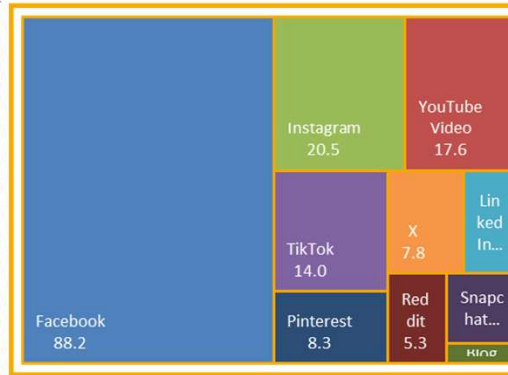
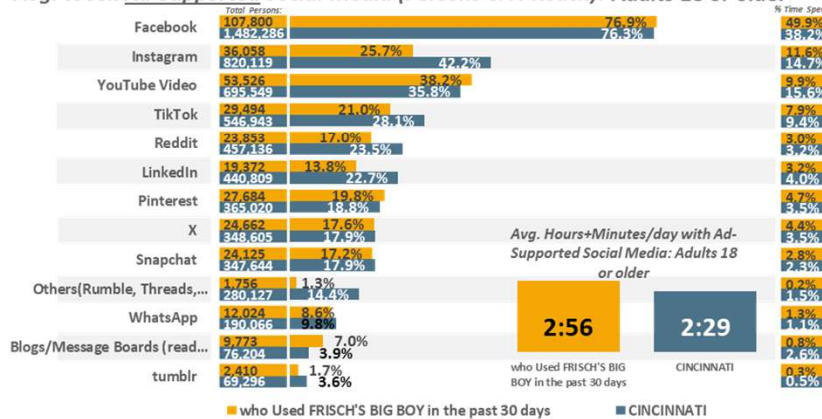


107,800 or 76.9% of Adults 18 or older who Used FRISCH'S BIG BOY in the past 30 days use Ad-Supported Facebook for an average of 88.2 minutes every day representing 49.9% of all time spent daily with Ad-Supported Social Media.

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



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



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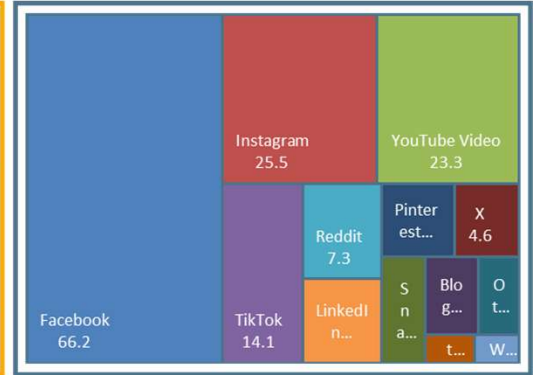
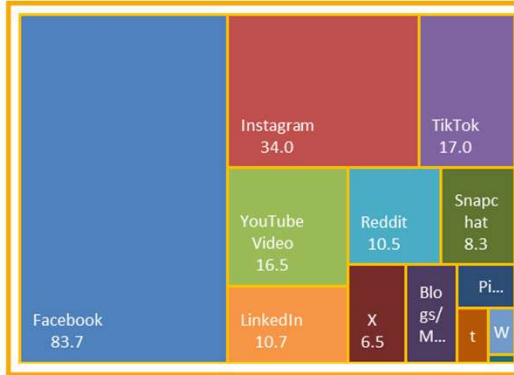
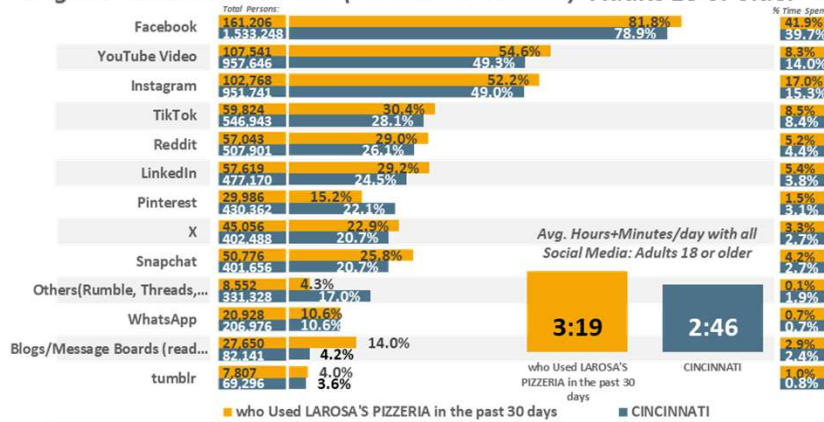
**soefa.ai** Share of Everything for Anything

Sit-down restaurants used past 30 days: Frisch's Big Boy

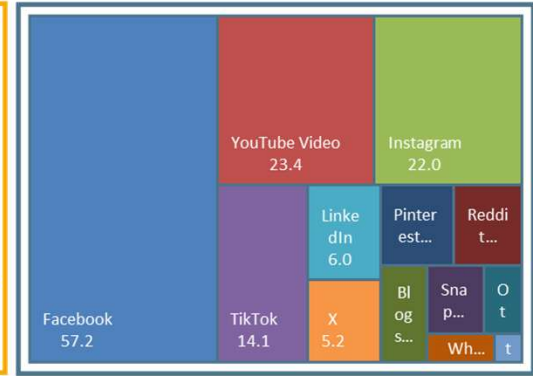
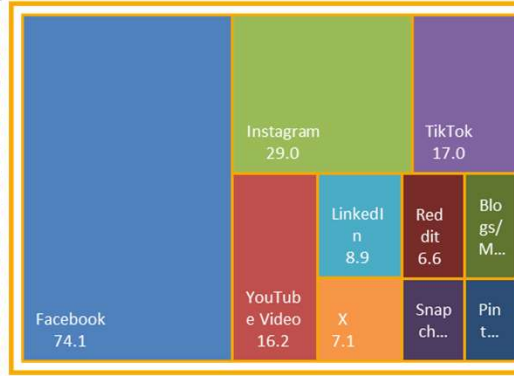
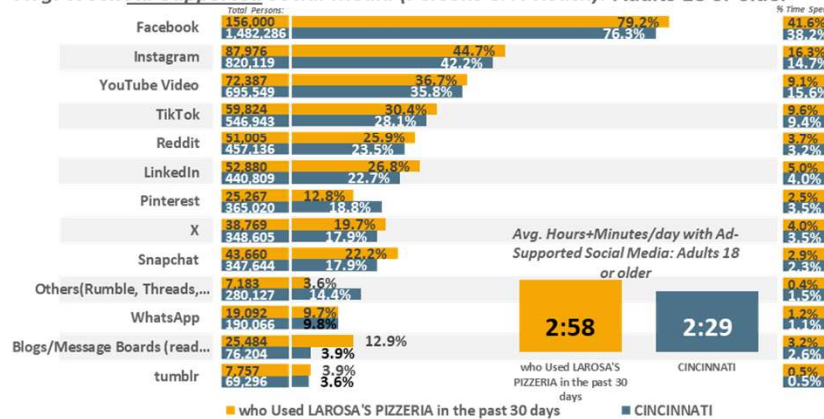


156,000 or 79.2% of Adults 18 or older who Used LAROSA'S PIZZERIA in the past 30 days use Ad-Supported Facebook for an average of 74.1 minutes every day representing 41.6% of all time spent daily with Ad-Supported Social Media.

**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**



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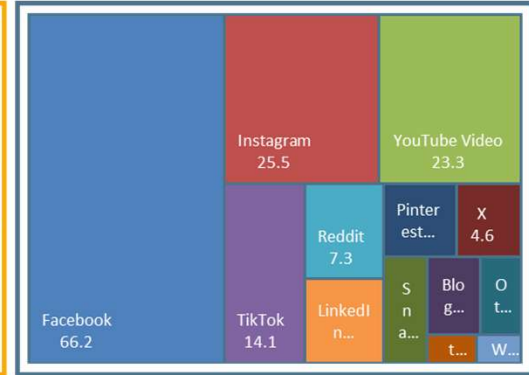
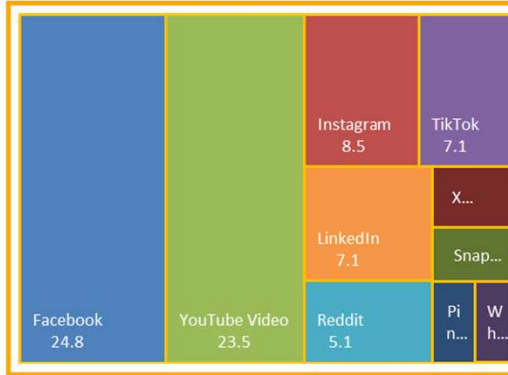
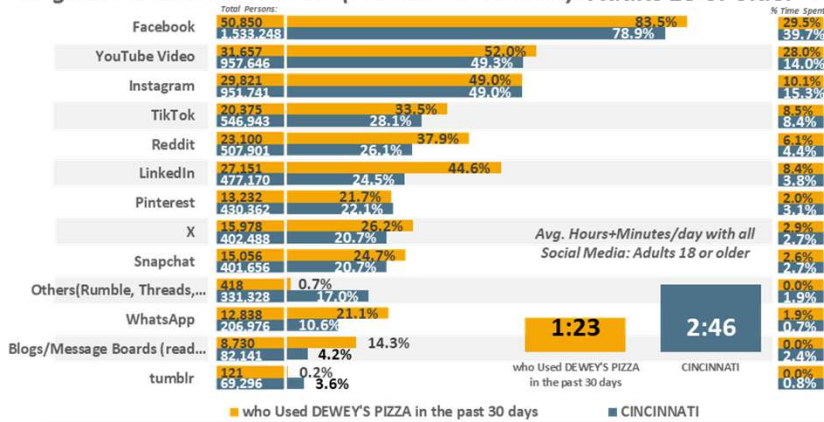
Sit-down restaurants used past 30 days: LaRosa's Pizzeria



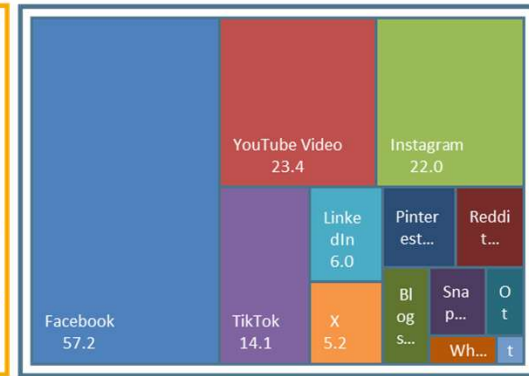
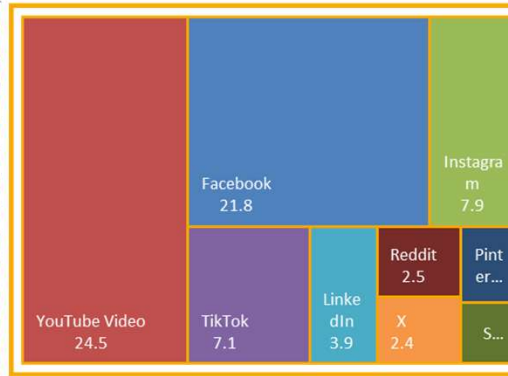
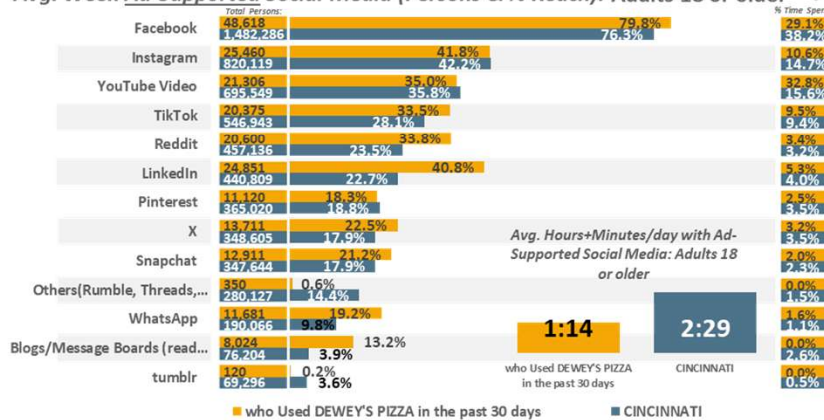


21,306 or 35.% of Adults 18 or older who Used DEWEY'S PIZZA in the past 30 days use Ad-Supported YouTube Video for an average of 24.5 minutes every day representing 32.8% of all time spent daily with Ad-Supported Social Media.

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



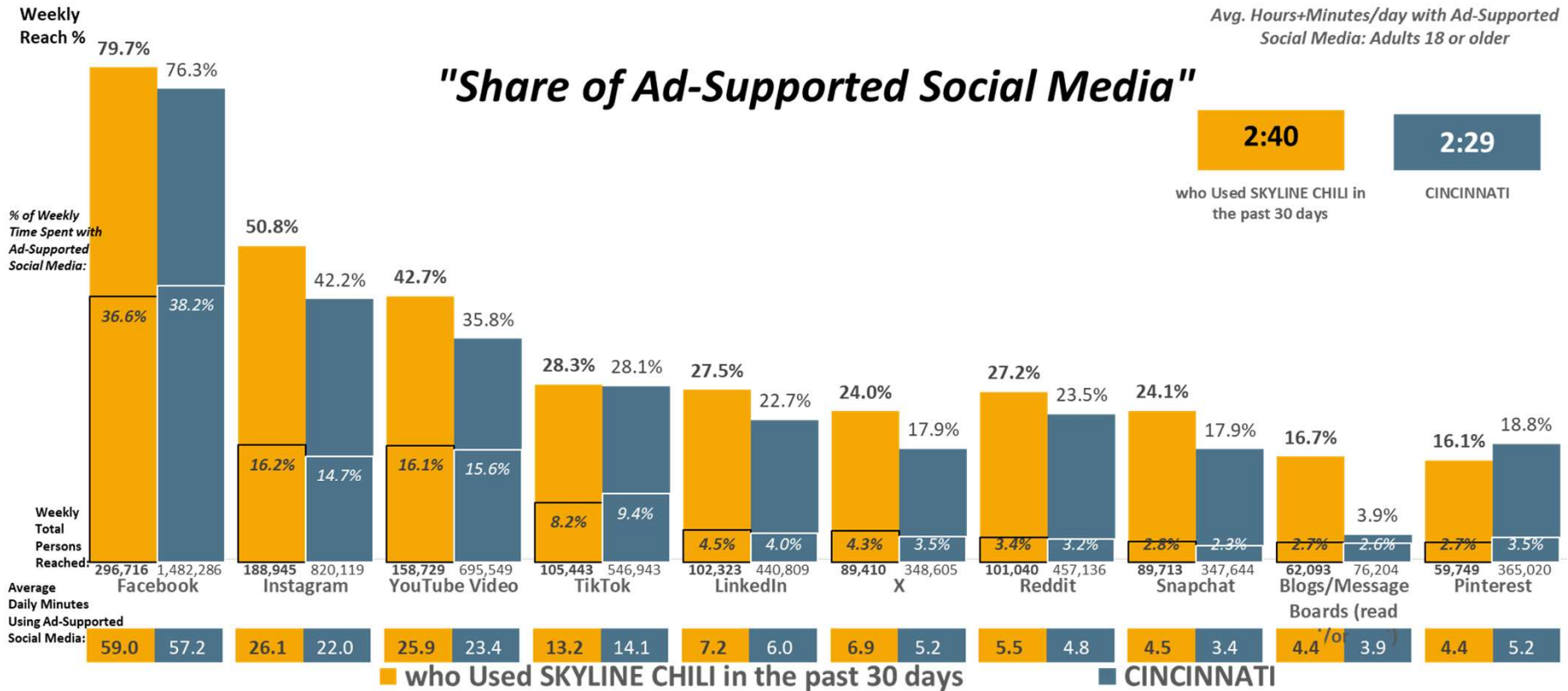
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





296,716 or 79.7% of Adults 18 or older who Used SKYLINE CHILI in the past 30 days use Ad-Supported Facebook for an average of 59. minutes every day representing 36.6% of all time spent daily with Ad-Supported Social Media.

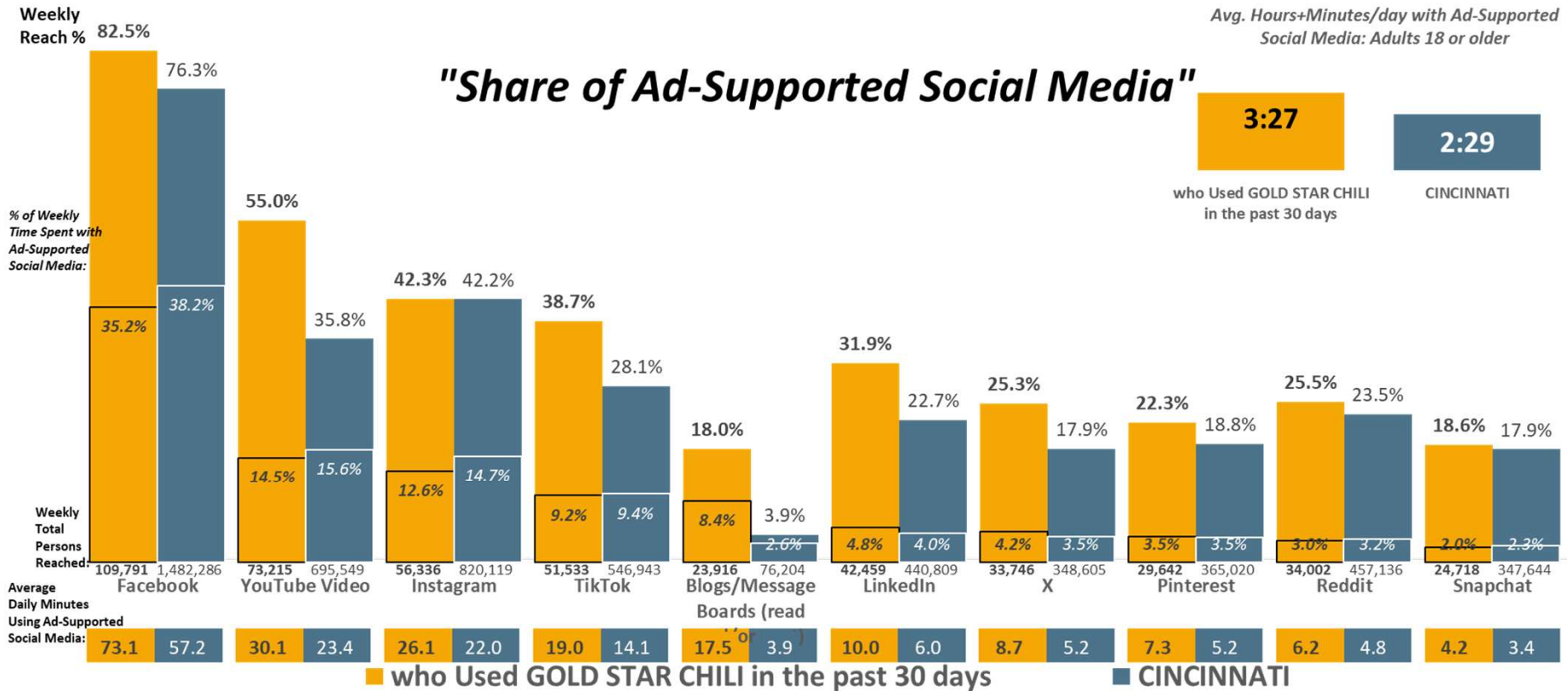
## "Share of Ad-Supported Social Media"





109,791 or 82.5% of Adults 18 or older who Used GOLD STAR CHILI in the past 30 days use Ad-Supported Facebook for an average of 73.1 minutes every day representing 35.2% of all time spent daily with Ad-Supported Social Media.

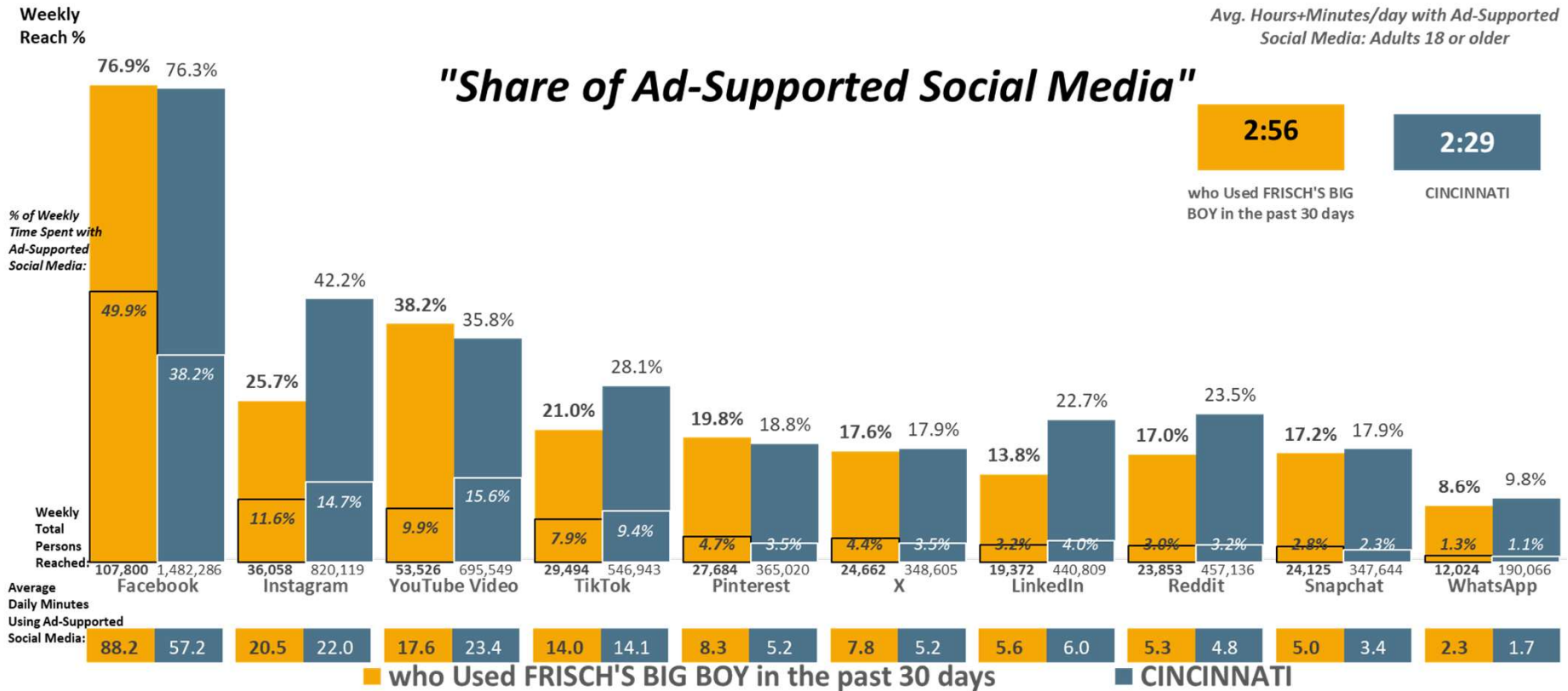
## "Share of Ad-Supported Social Media"







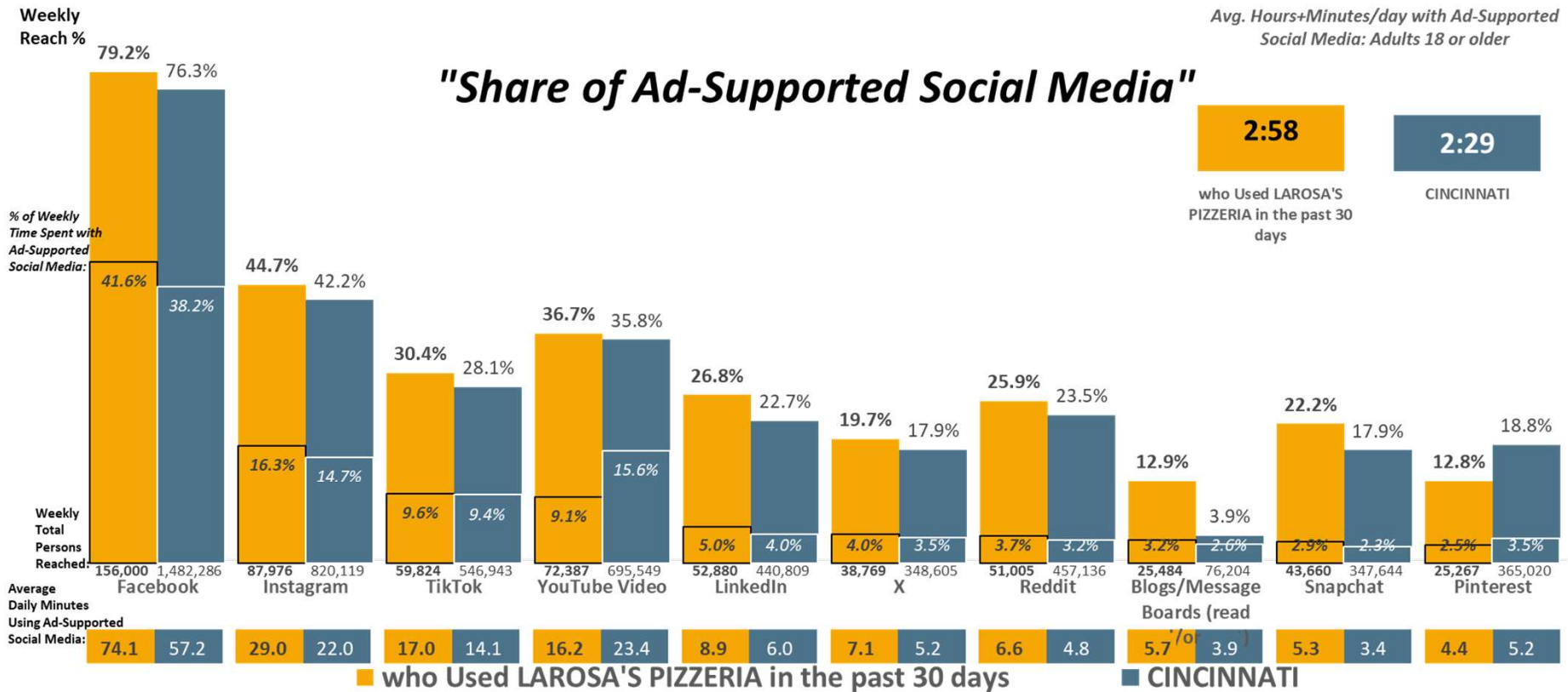
107,800 or 76.9% of Adults 18 or older who Used FRISCH'S BIG BOY in the past 30 days use Ad-Supported Facebook for an average of 88.2 minutes every day representing 49.9% of all time spent daily with Ad-Supported Social Media.





156,000 or 79.2% of Adults 18 or older who Used LAROSA'S PIZZERIA in the past 30 days use Ad-Supported Facebook for an average of 74.1 minutes every day representing 41.6% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"



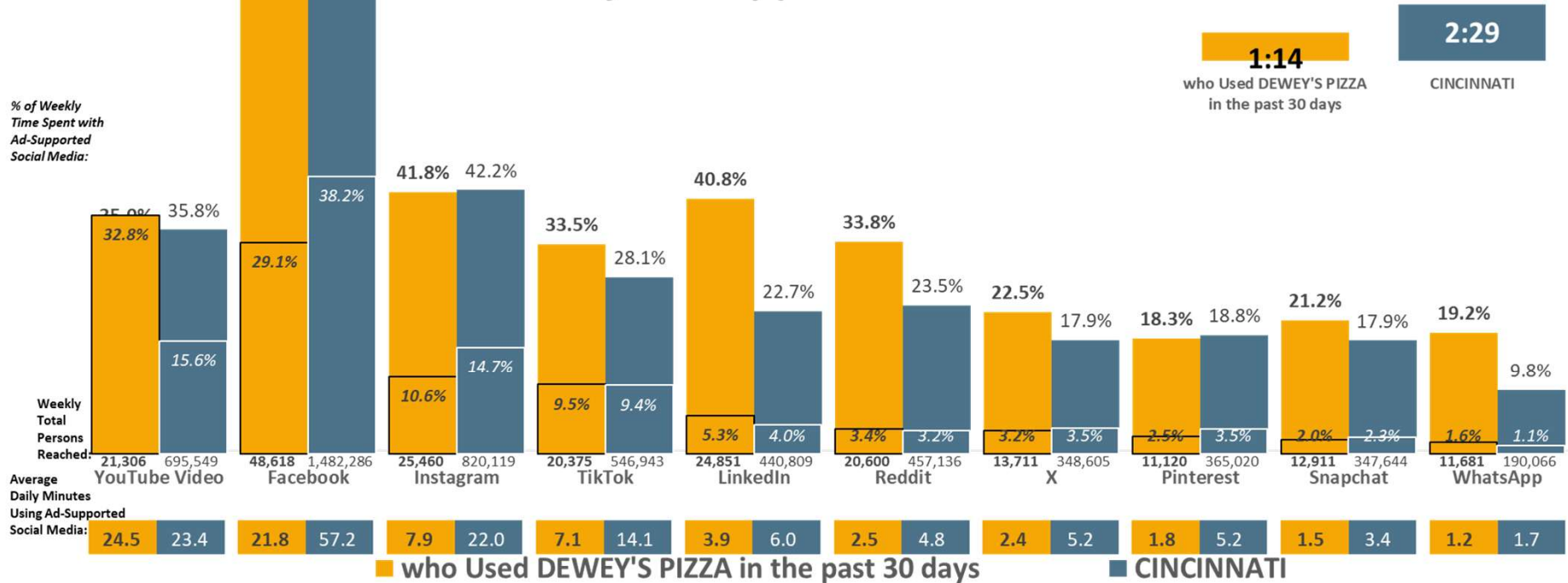


21,306 or 35.% of Adults 18 or older who Used DEWEY'S PIZZA in the past 30 days use Ad-Supported YouTube Video for an average of 24.5 minutes every day representing 32.8% of all time spent daily with Ad-Supported Social Media.

Weekly Reach %

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

## "Share of Ad-Supported Social Media"

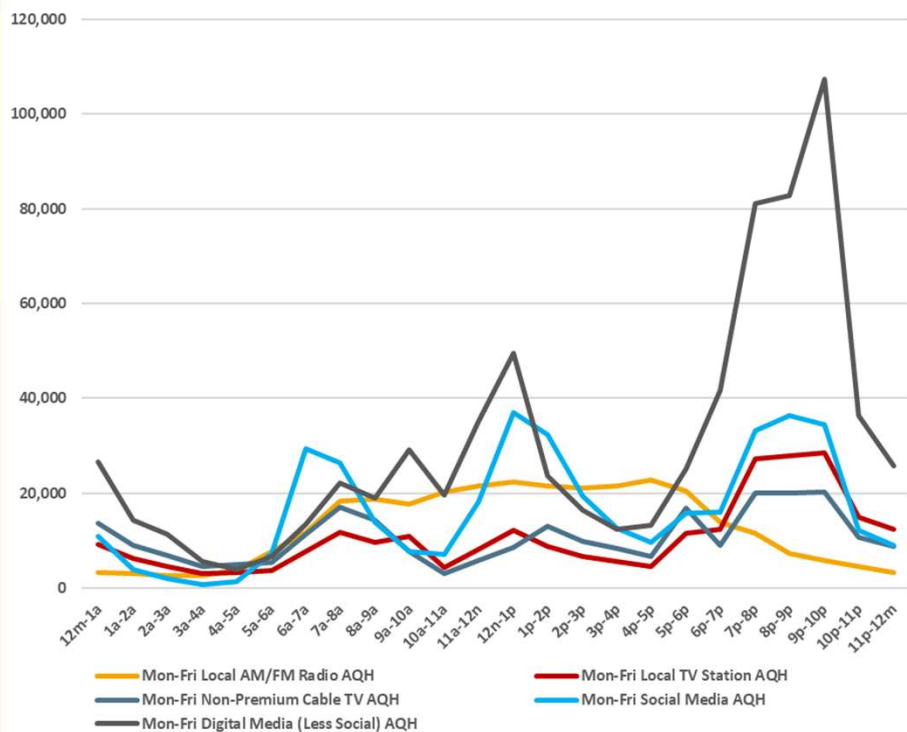




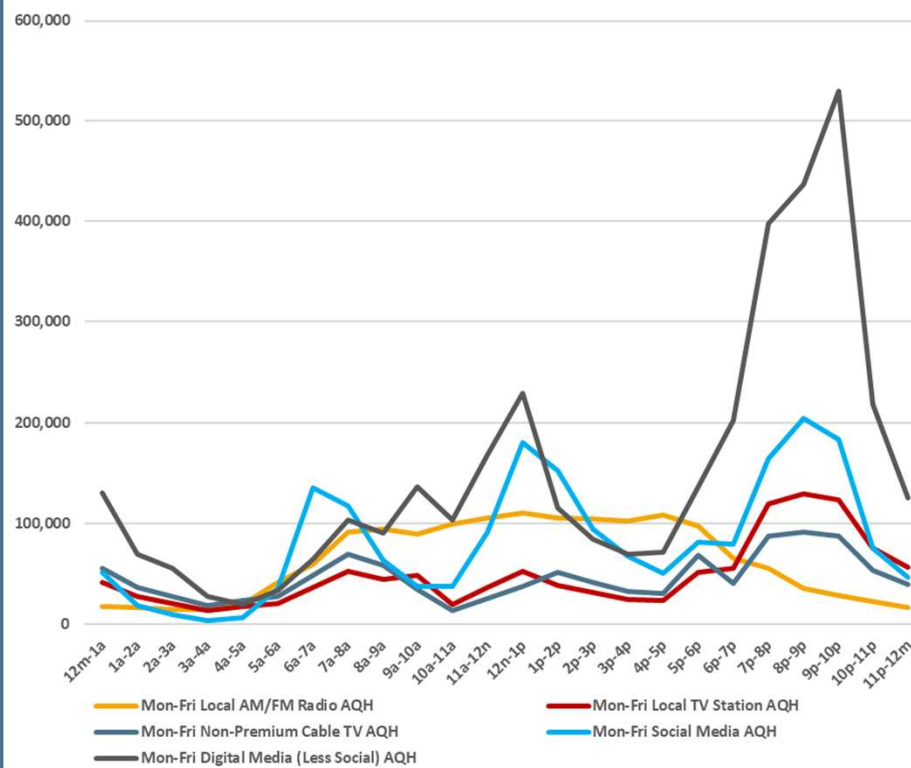


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 24,672; Local Radio: 19,426; Social Media: 18,913; Non-Prem. Cable: 10,157; Local TV: 8,809 reaching Adults 18 or older who Used SKYLINE CHILI in the past 30 days.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who Used SKYLINE CHILI in the past 30 days**



**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
CINCINNATI Metro Area Adults 18 or older**

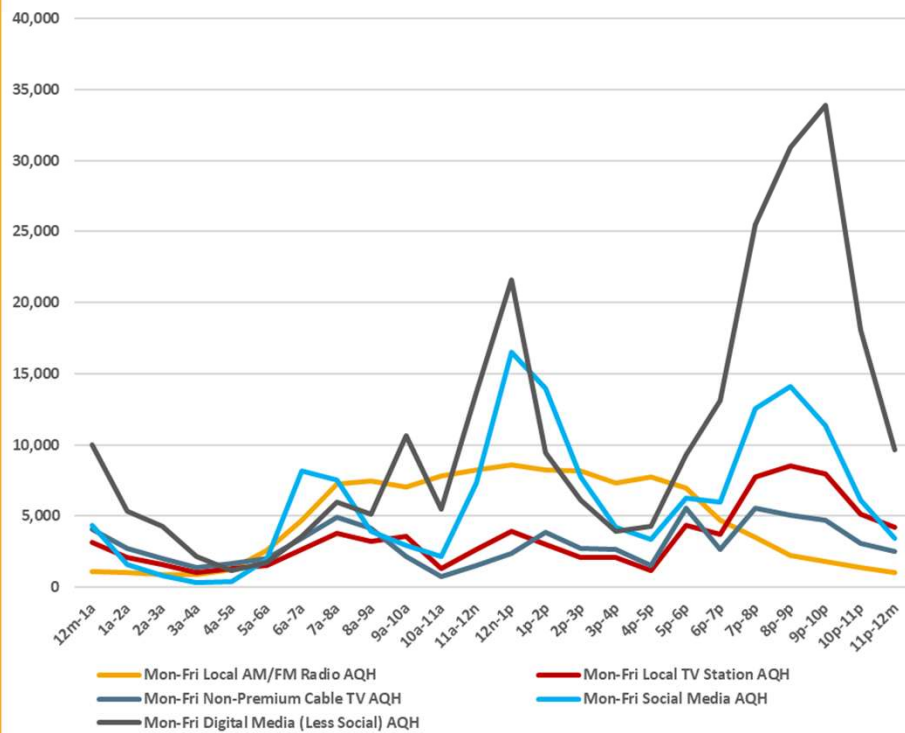




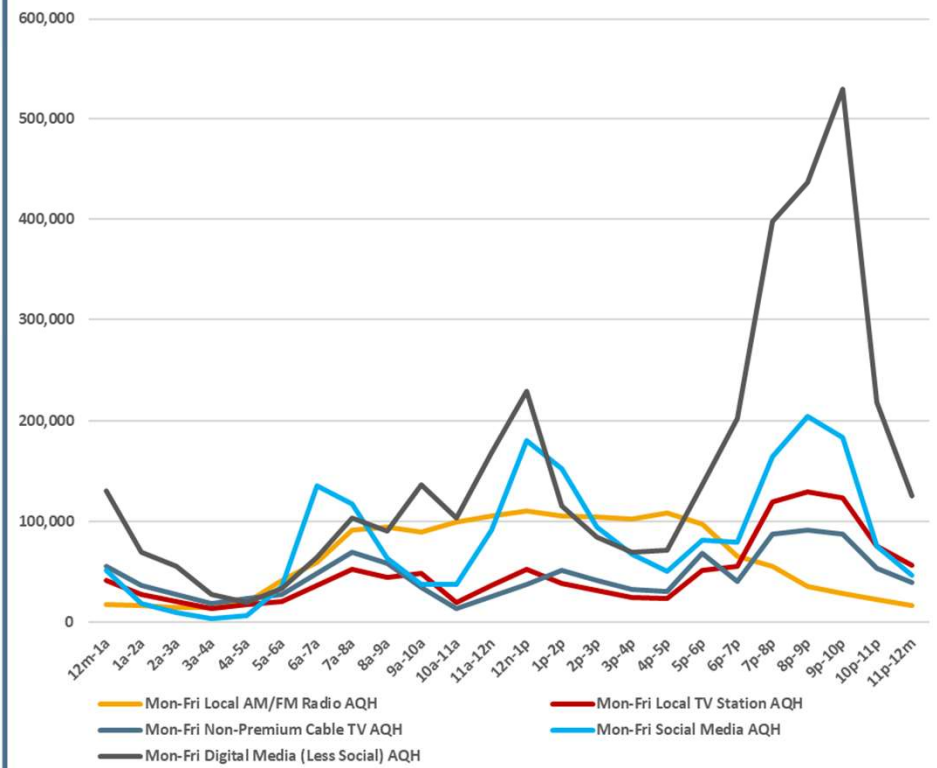
# CIN

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 8,639; Local Radio: 7,249; Social Media: 6,930; Non-Prem. Cable: 2,950; Local TV: 2,896 reaching Adults 18 or older who Used GOLD STAR CHILI in the past 30 days.

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who Used GOLD STAR CHILI in the past 30 days*



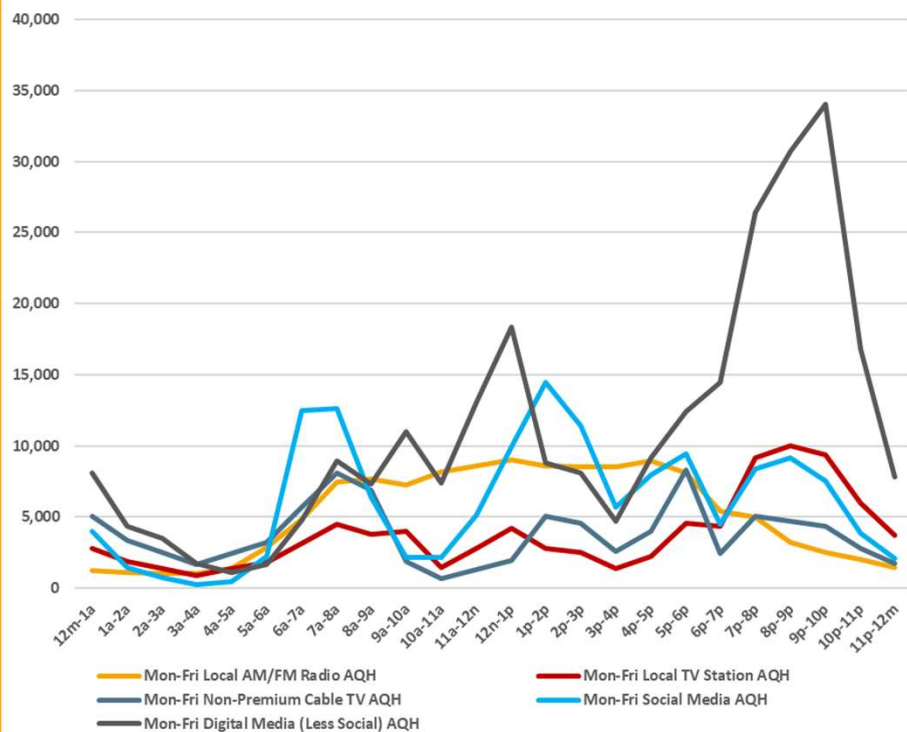
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
CINCINNATI Metro Area Adults 18 or older*



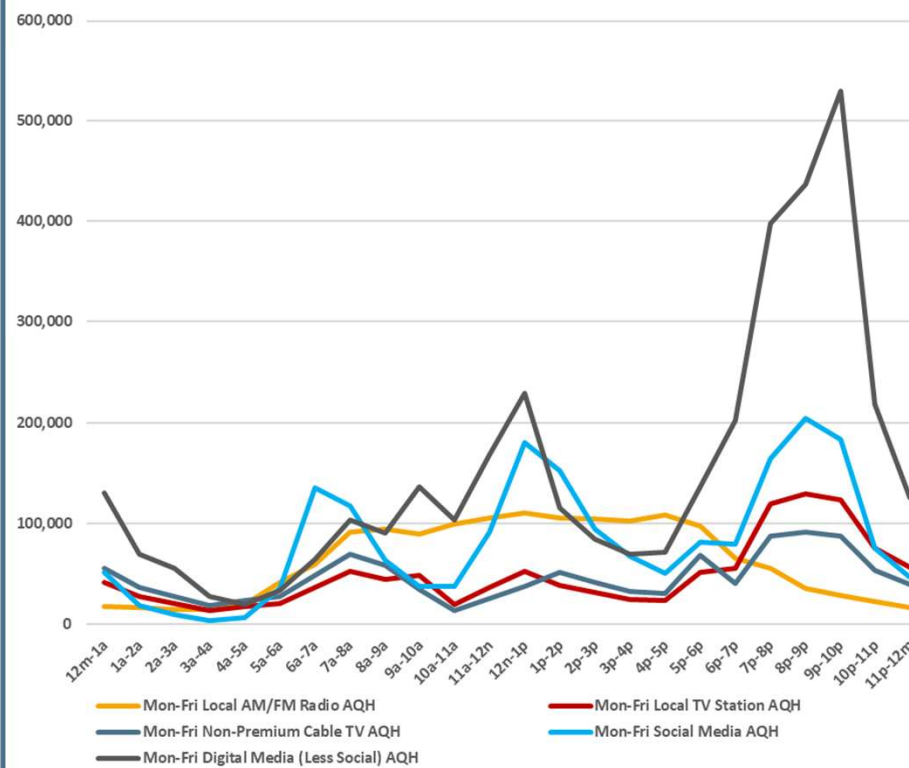


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 9,873;  
Social Media: 8,025; Local Radio: 7,773; Non-Prem. Cable: 4,115; Local TV: 3,216 reaching  
Adults 18 or older who Used FRISCH'S BIG BOY in the past 30 days.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**Adults 18 or older who Used FRISCH'S BIG BOY in the past 30 days**



**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**CINCINNATI Metro Area Adults 18 or older**

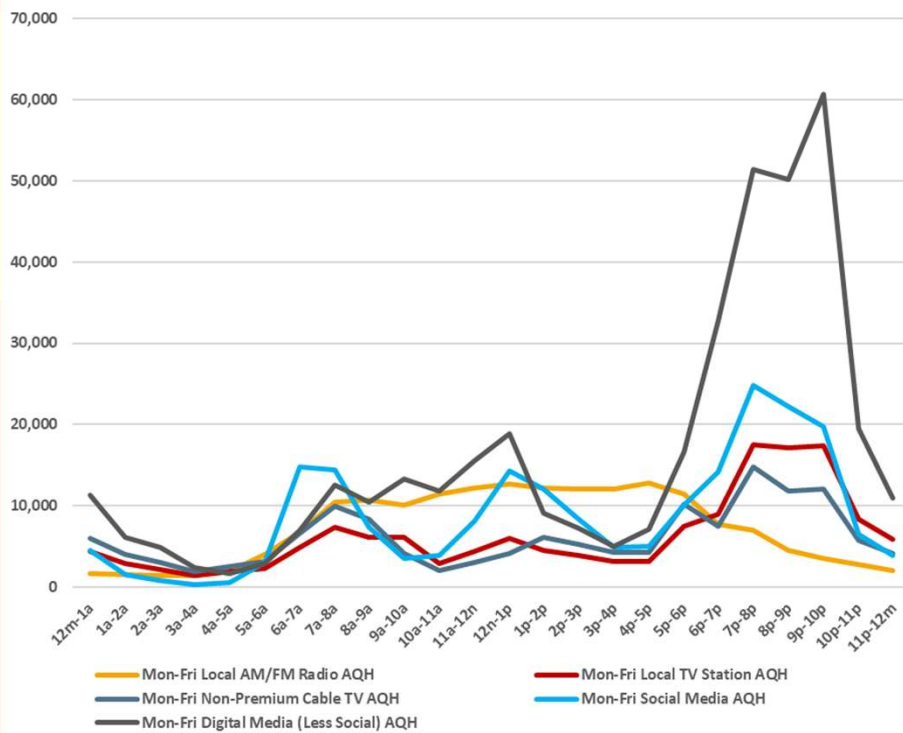




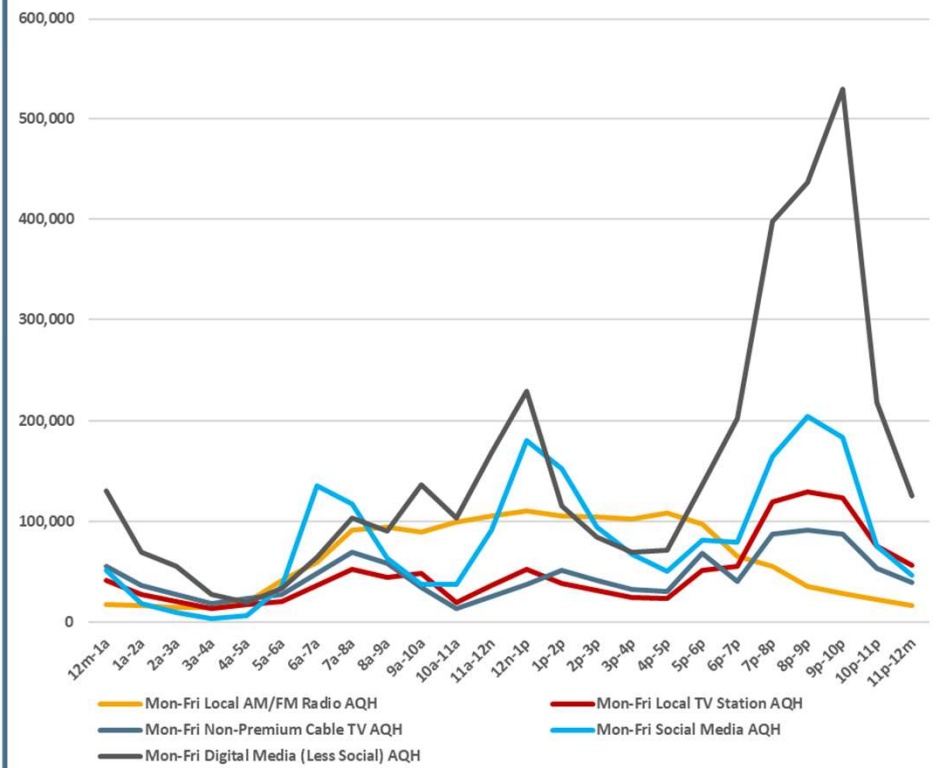


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 12,890;  
Local Radio: 10,978; Social Media: 9,311; Non-Prem. Cable: 5,850; Local TV: 5,320  
reaching Adults 18 or older who Used LAROSA'S PIZZERIA in the past 30 days.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who Used LAROSA'S PIZZERIA in the past  
30 days**



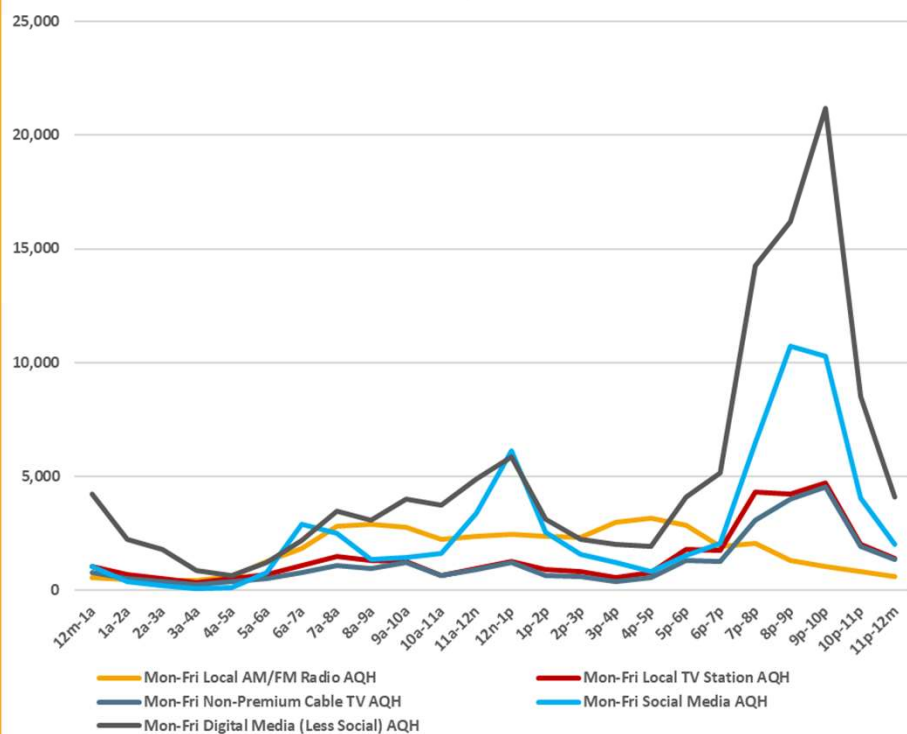
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
CINCINNATI Metro Area Adults 18 or older**



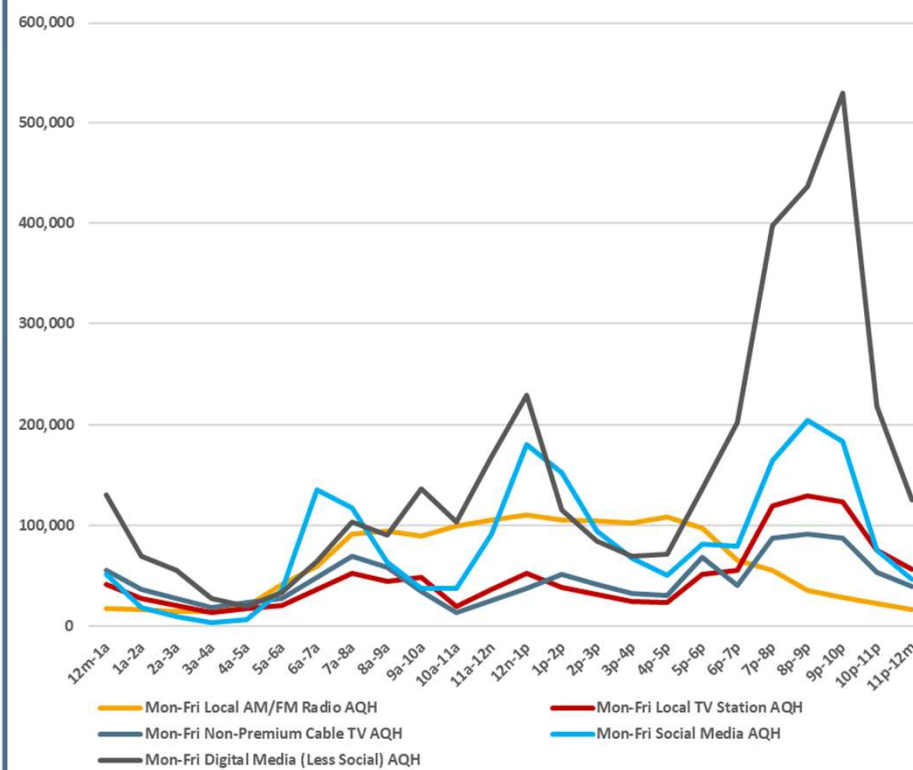


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,521; Local Radio: 2,532; Social Media: 2,235; Local TV: 1,126; Non-Prem. Cable: 889 reaching Adults 18 or older who Used DEWEY'S PIZZA in the past 30 days.

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who Used DEWEY'S PIZZA in the past 30 days*



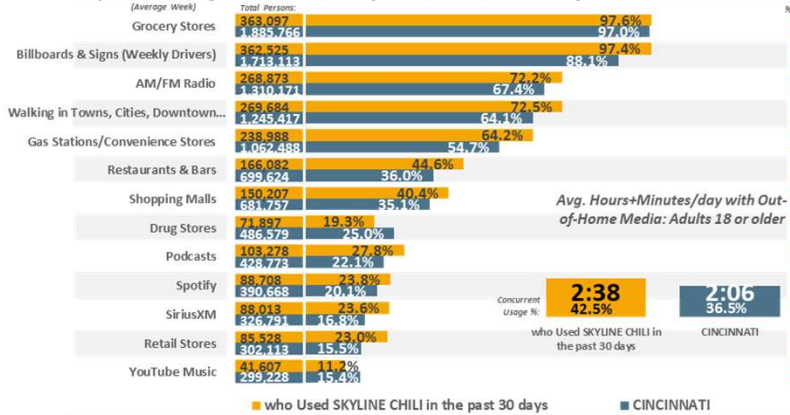
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
CINCINNATI Metro Area Adults 18 or older*



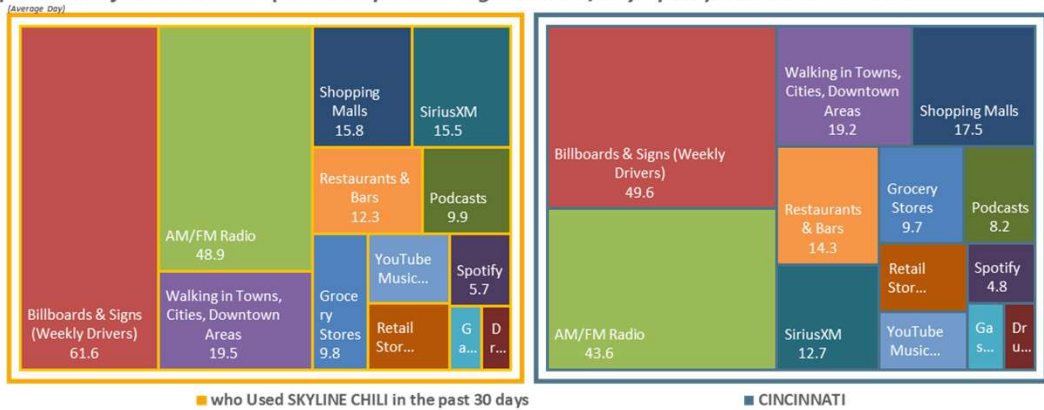


362,525 or 97.4% of Adults 18 or older who Used SKYLINE CHILI in the past 30 days spend an average of 61.6 minutes per day driving, seeing Billboards and Signs. 69.4% Listen to Local Radio Stations Out-of-Home for an average of 46.8 minutes/day.

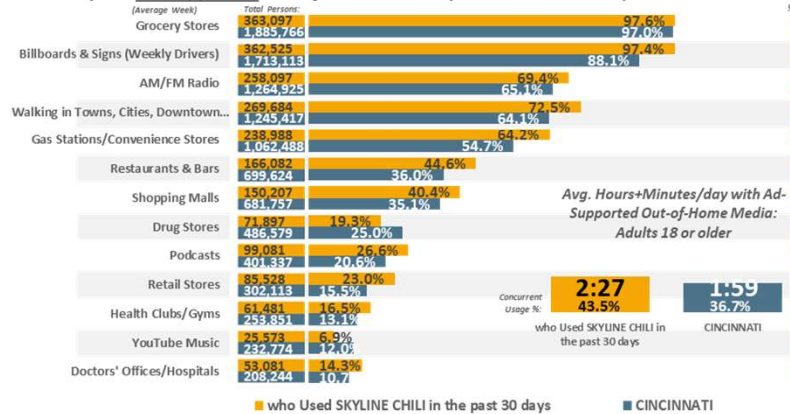
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



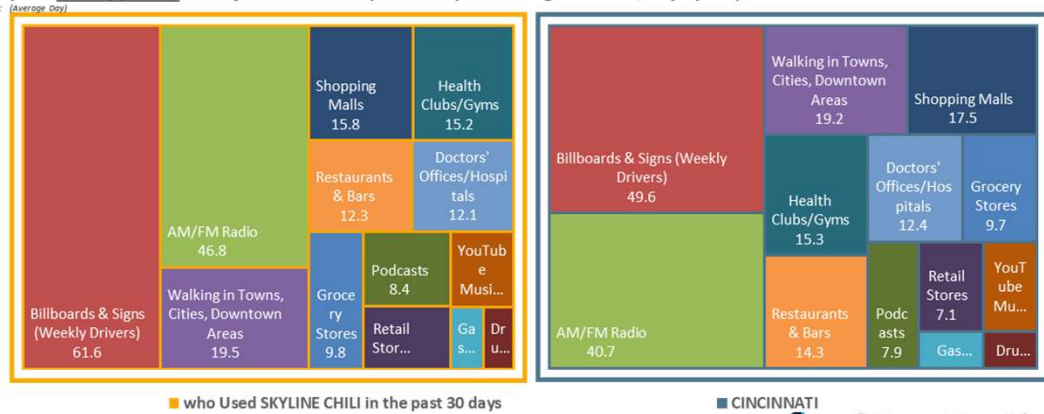
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

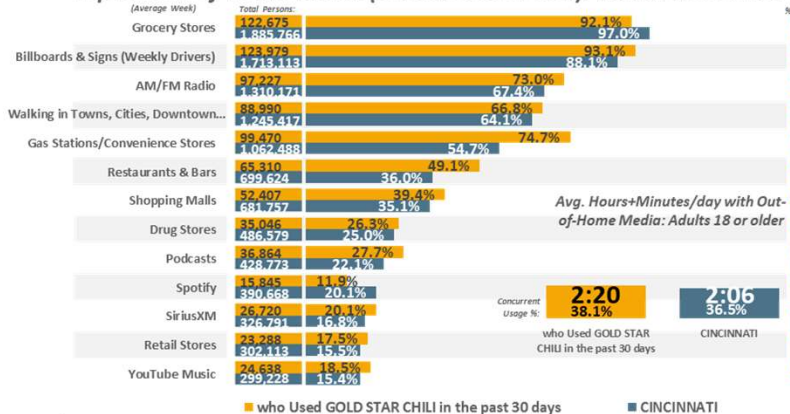




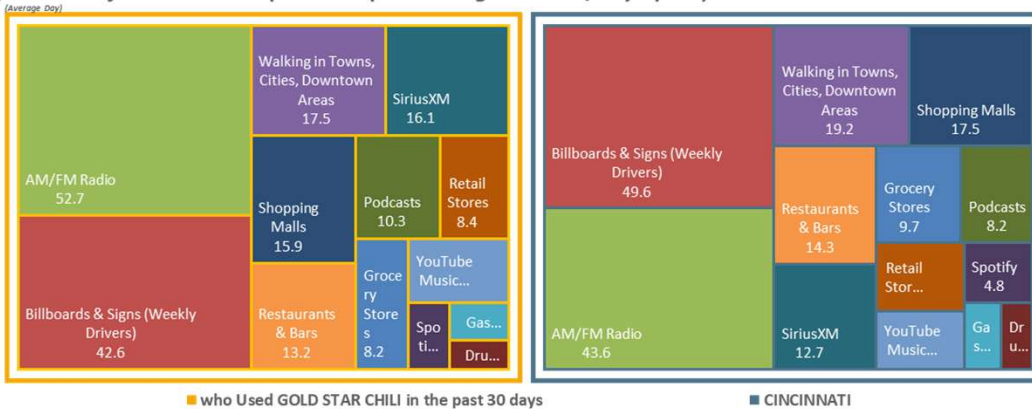


123,979 or 93.1% of Adults 18 or older who Used GOLD STAR CHILI in the past 30 days spend an average of 42.6 minutes per day driving, seeing Billboards and Signs. 70.3% Listen to Local Radio Stations Out-of-Home for an average of 48.6 minutes/day.

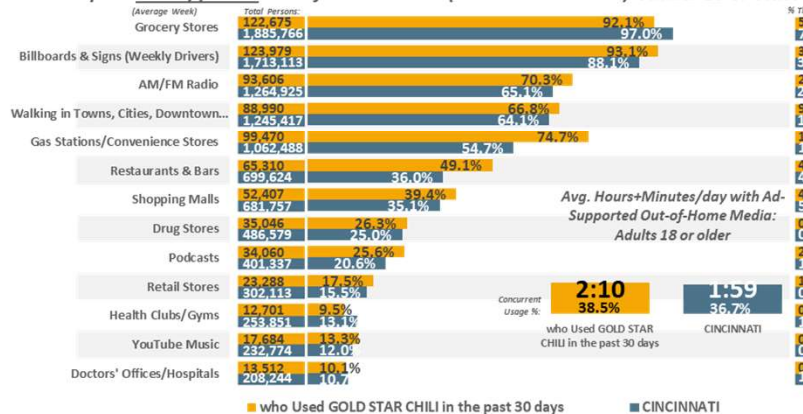
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



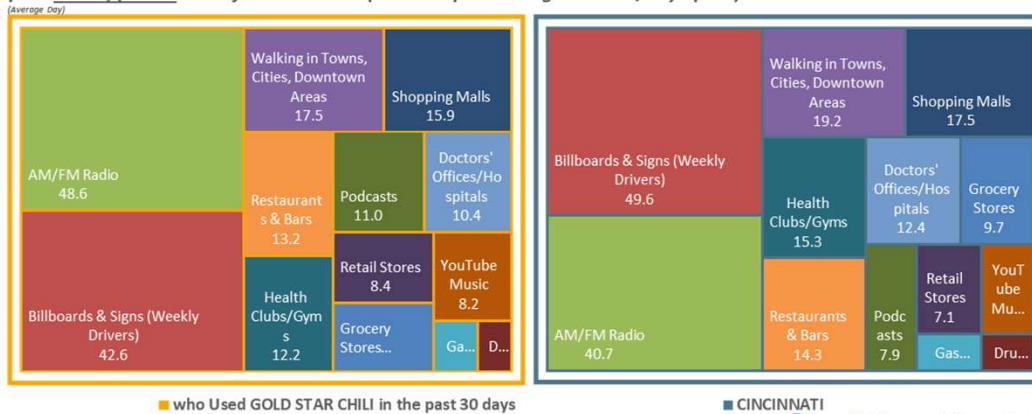
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



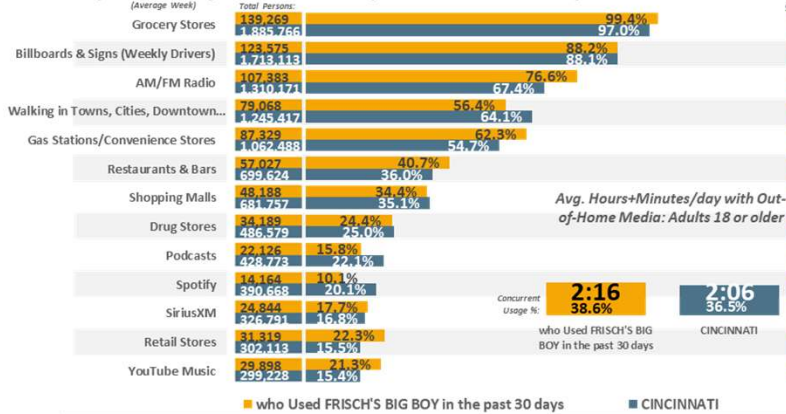
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



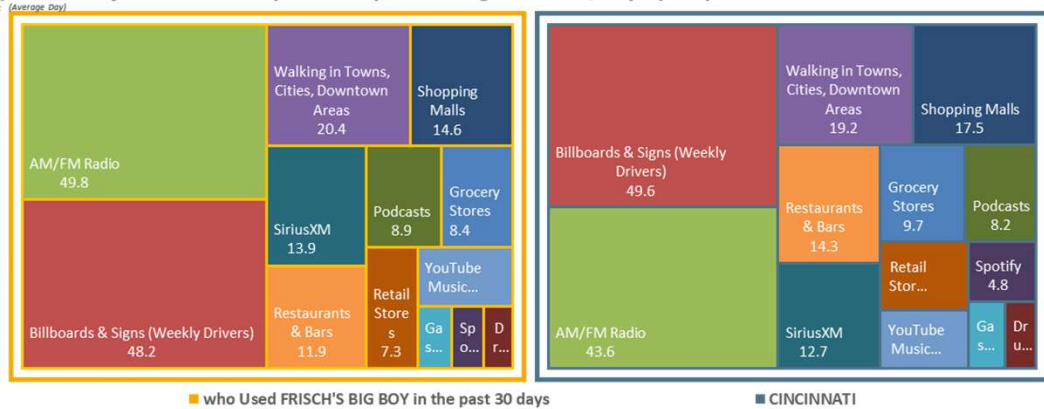


123,575 or 88.2% of Adults 18 or older who Used FRISCH'S BIG BOY in the past 30 days spend an average of 48.2 minutes per day driving, seeing Billboards and Signs. 73.9% Listen to Local Radio Stations Out-of-Home for an average of 46.9 minutes/day.

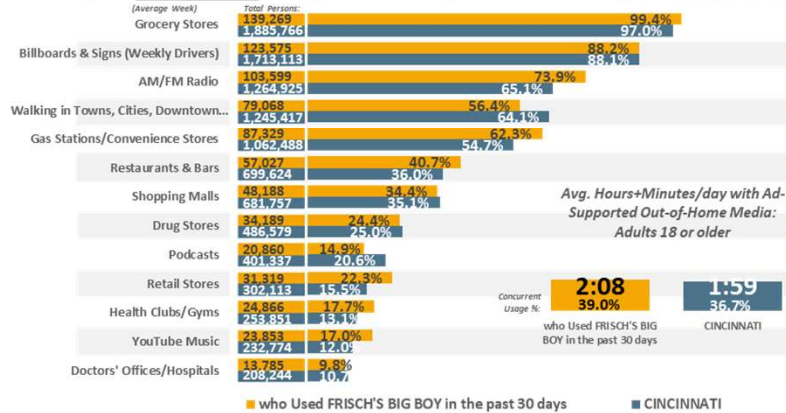
**Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older**



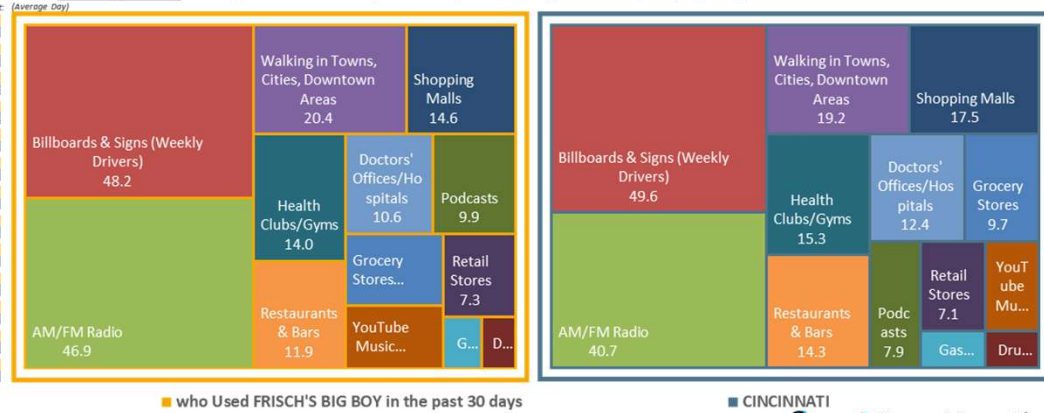
**Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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



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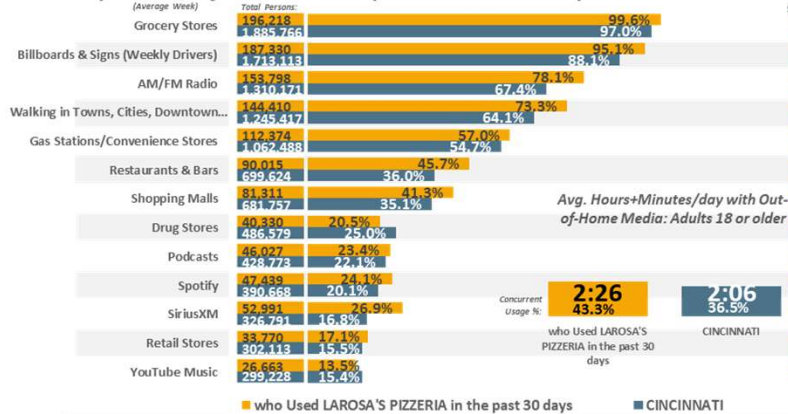
soefa.ai Share of Everything for Anything

Sit-down restaurants used past 30 days: Frisch's Big Boy

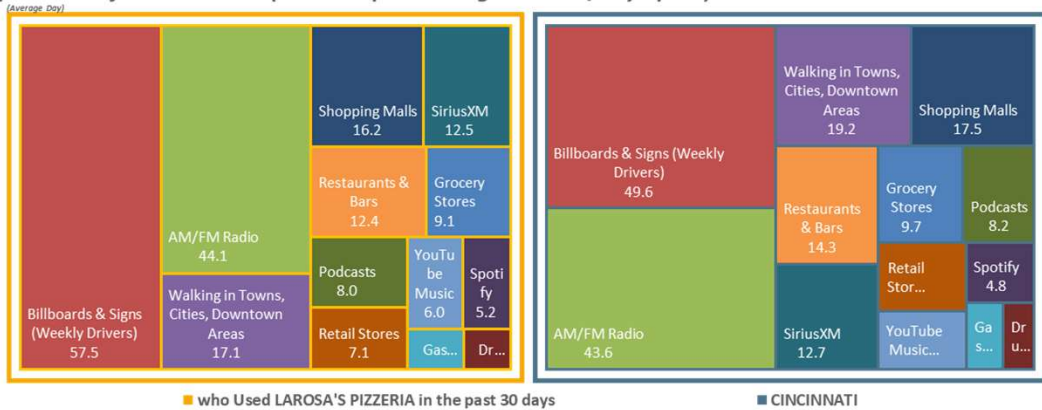


187,330 or 95.1% of Adults 18 or older who Used LAROSA'S PIZZERIA in the past 30 days spend an average of 57.5 minutes per day driving, seeing Billboards and Signs. 74.1% Listen to Local Radio Stations Out-of-Home for an average of 40.4 minutes/day.

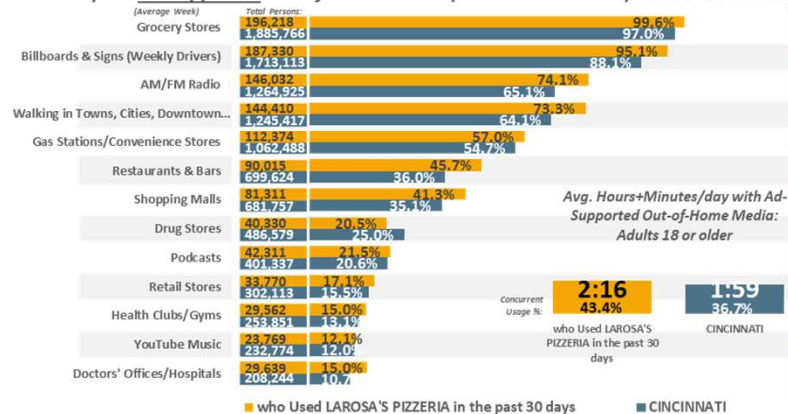
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



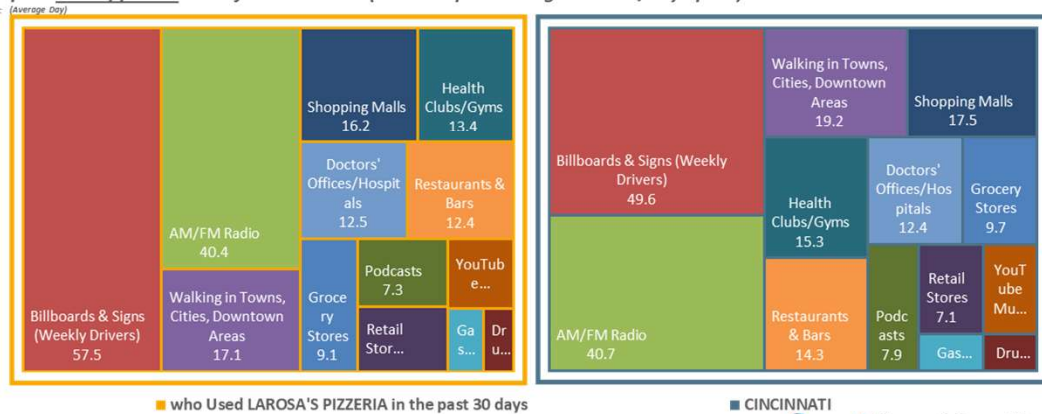
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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



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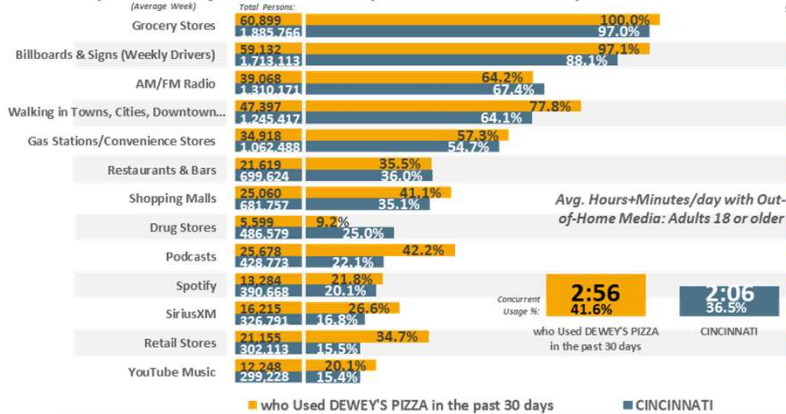
Sit-down restaurants used past 30 days: LaRosa's Pizzeria



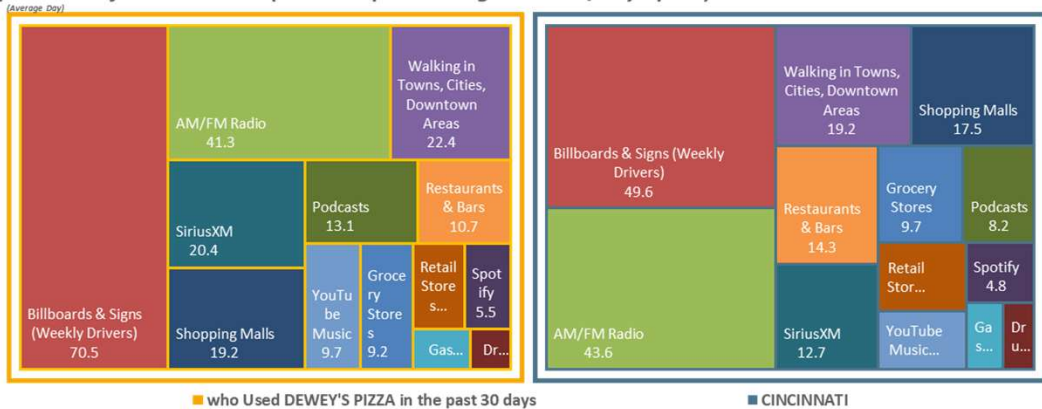


59,132 or 97.1% of Adults 18 or older who Used DEWEY'S PIZZA in the past 30 days spend an average of 70.5 minutes per day driving, seeing Billboards and Signs. 58.3% Listen to Local Radio Stations Out-of-Home for an average of 37.2 minutes/day.

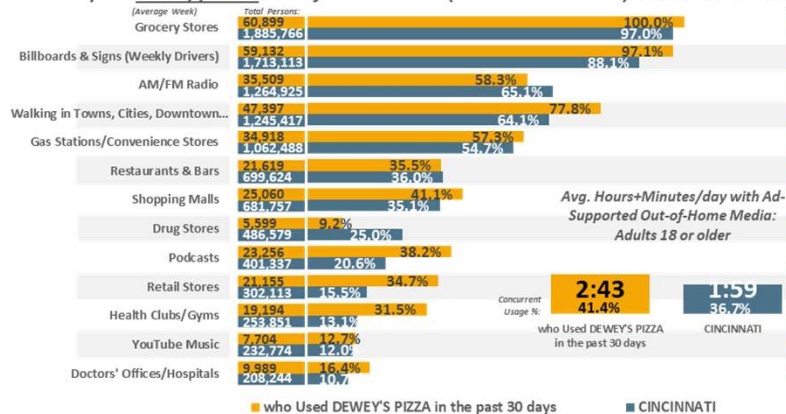
**Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older**



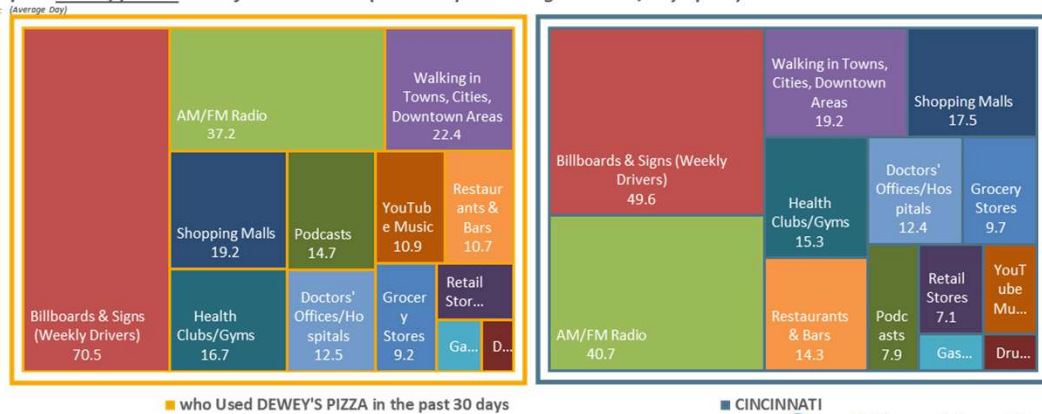
**Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



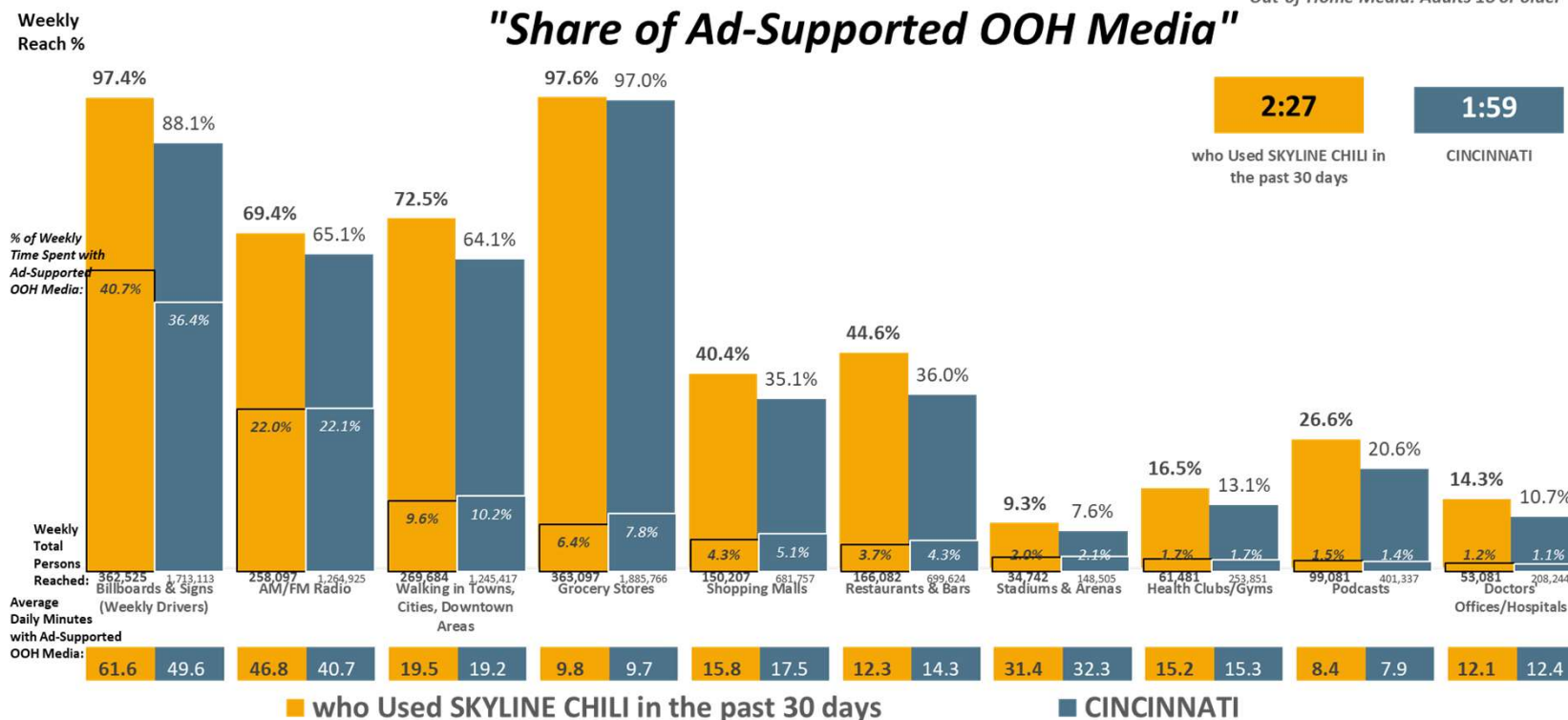
**Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





362,525 or 97.4% of Adults 18 or older who Used SKYLINE CHILI in the past 30 days spend an average of 61.6 minutes per day driving, seeing Billboards and Signs representing 40.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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



CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 359  
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CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

soefa.ai Share of Everything for Anything

Sit-down restaurants used past 30 days: Skyline Chili

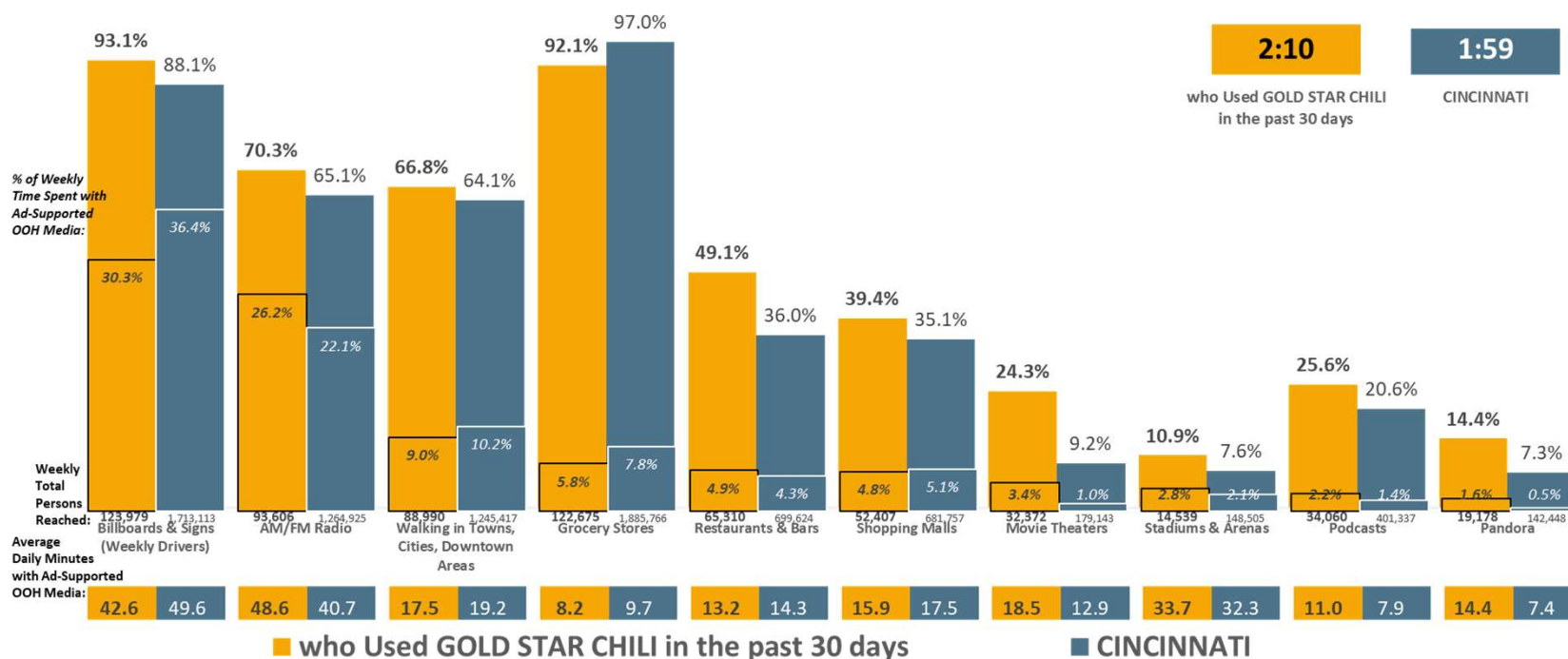


123,979 or 93.1% of Adults 18 or older who Used GOLD STAR CHILI in the past 30 days spend an average of 42.6 minutes per day driving, seeing Billboards and Signs representing 30.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 126  
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CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

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Sit-down restaurants used past 30 days: Gold Star Chili



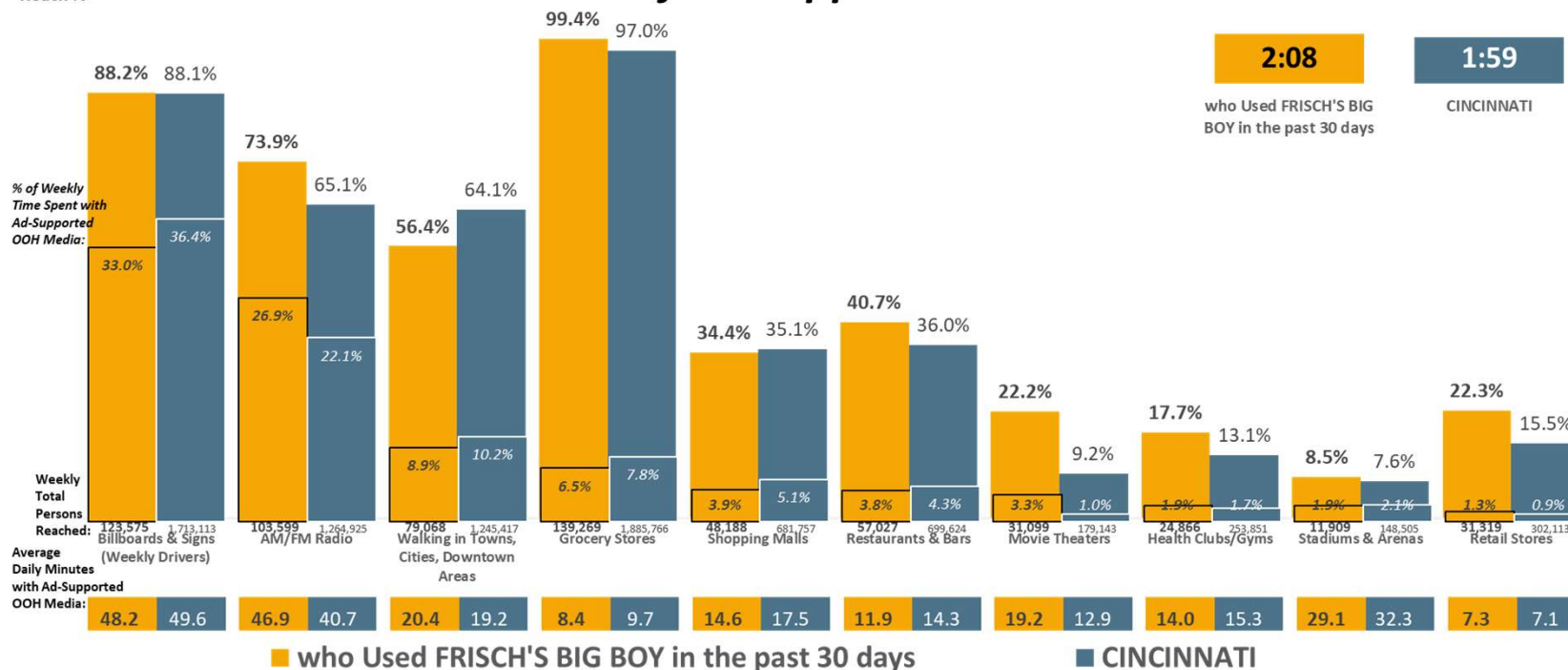


123,575 or 88.2% of Adults 18 or older who Used FRISCH'S BIG BOY in the past 30 days spend an average of 48.2 minutes per day driving, seeing Billboards and Signs representing 33.0% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



2:08

who Used FRISCH'S BIG BOY in the past 30 days

1:59

CINCINNATI

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 123  
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CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

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Sit-down restaurants used past 30 days: Frisch's Big Boy

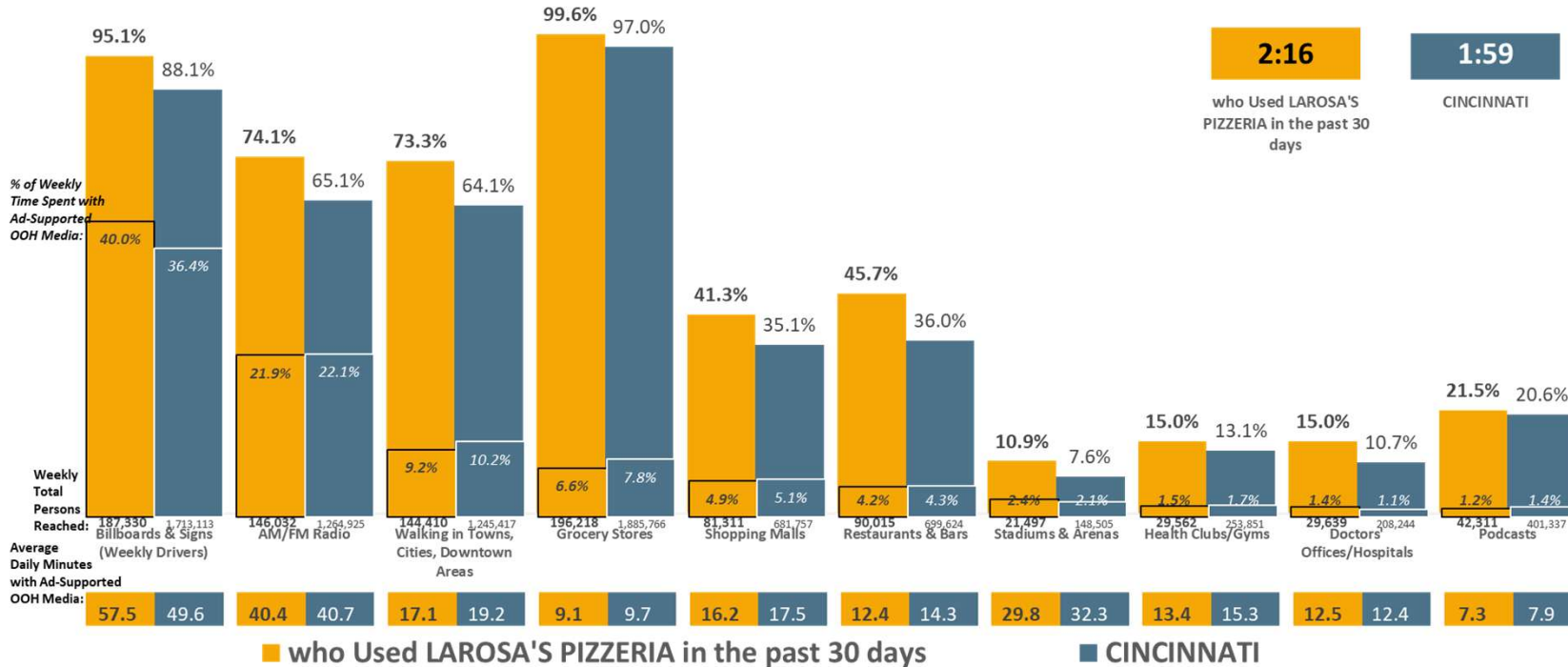


187,330 or 95.1% of Adults 18 or older who Used LAROSA'S PIZZERIA in the past 30 days spend an average of 57.5 minutes per day driving, seeing Billboards and Signs representing 40.% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



2:16

who Used LAROSA'S PIZZERIA in the past 30 days

1:59

CINCINNATI

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 215  
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CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

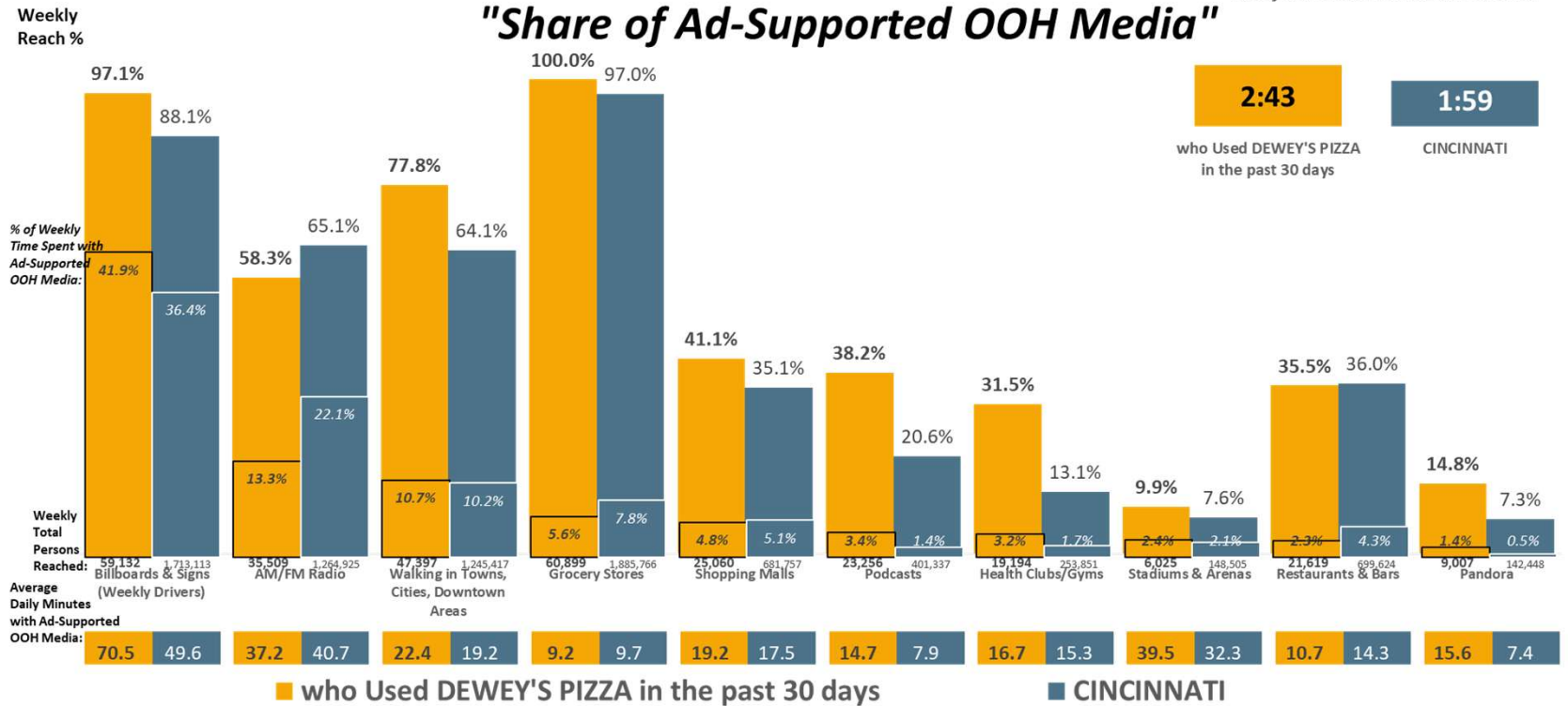
soefa.ai Share of Everything for Anything

Sit-down restaurants used past 30 days: LaRosa's Pizzeria



59,132 or 97.1% of Adults 18 or older who Used DEWEY'S PIZZA in the past 30 days spend an average of 70.5 minutes per day driving, seeing Billboards and Signs representing 41.9% 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



CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 69  
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CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

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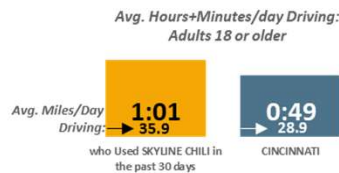
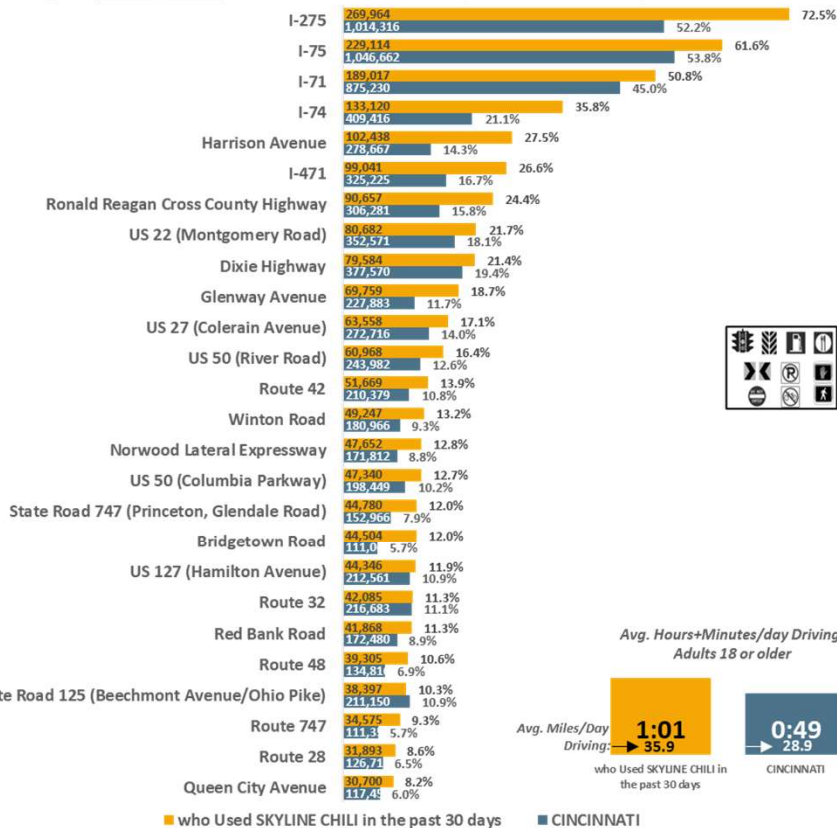
Sit-down restaurants used past 30 days: Dewey's Pizza



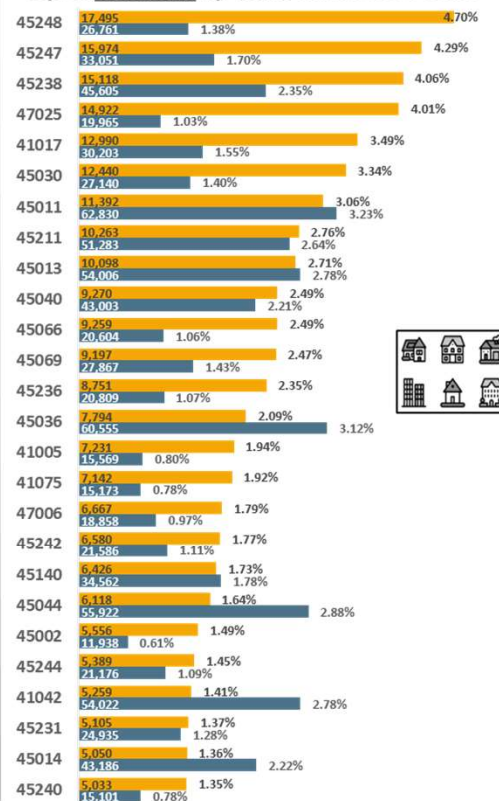


362,525 or 97.4% of Adults 18 or older who Used SKYLINE CHILI in the past 30 days spend an average of 61.6 minutes per day driving an average of 35.9 miles each day and are 109.3% more likely to use Bridgetown Road than the Metro average.

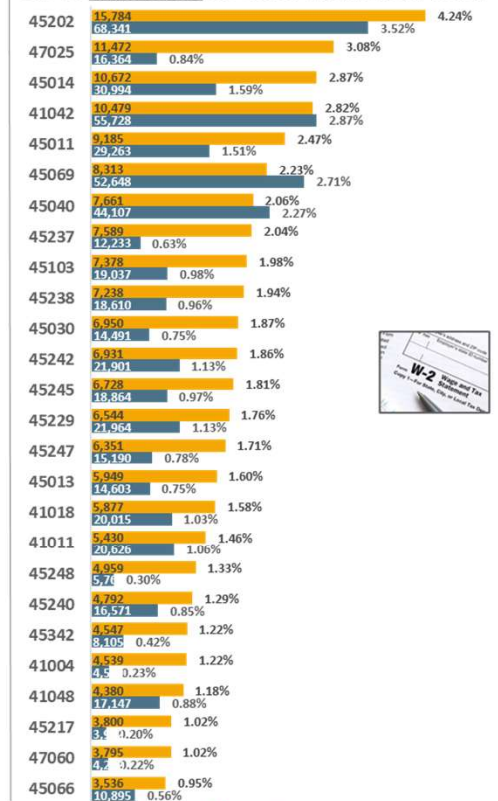
### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



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



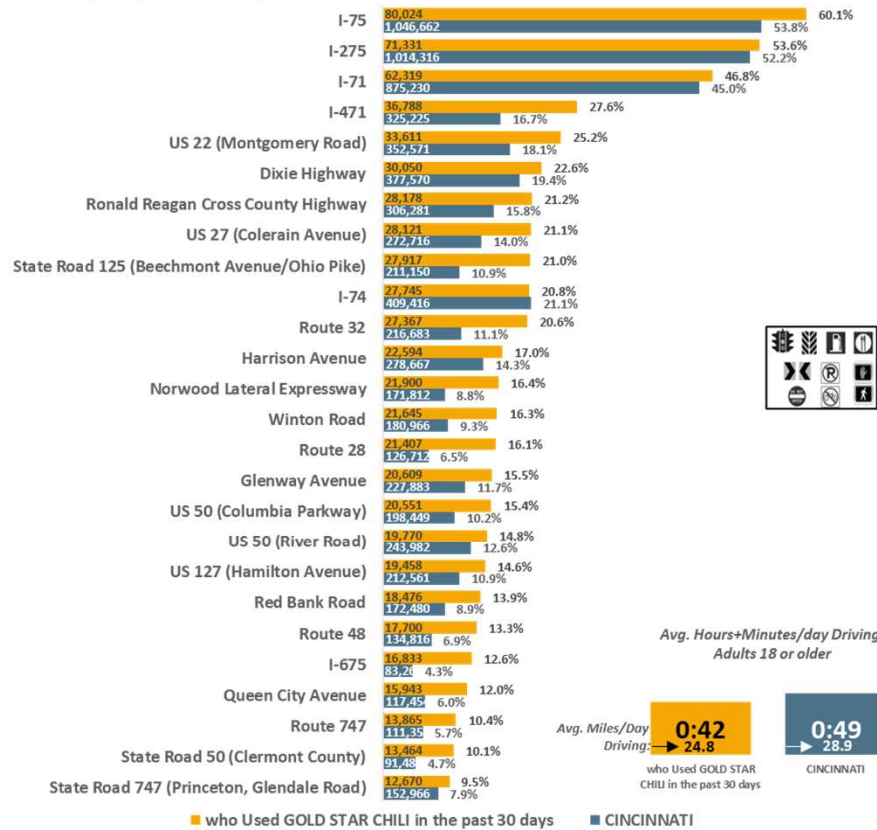
### Top-26 Employment Zip Codes: Adults 18 or older





123,979 or 93.1% of Adults 18 or older who Used GOLD STAR CHILI in the past 30 days spend an average of 42.6 minutes per day driving an average of 24.8 miles each day and are 146.7% more likely to use Route 28 than the Metro average.

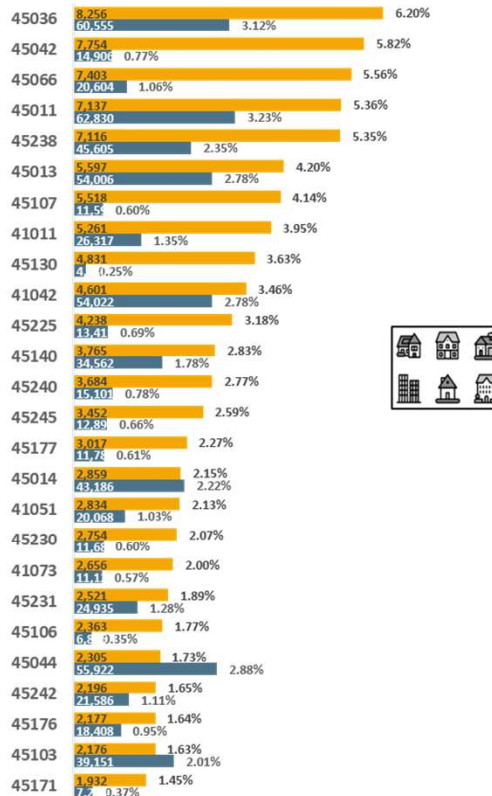
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



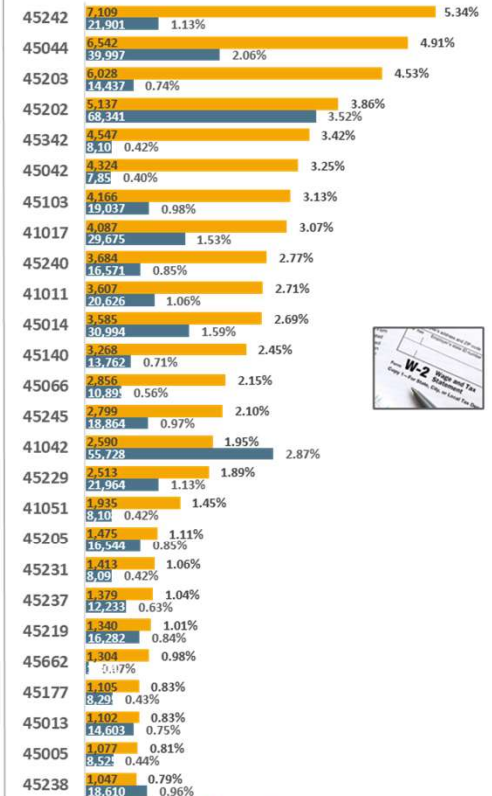
Avg. Hours+Minutes/day Driving:  
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

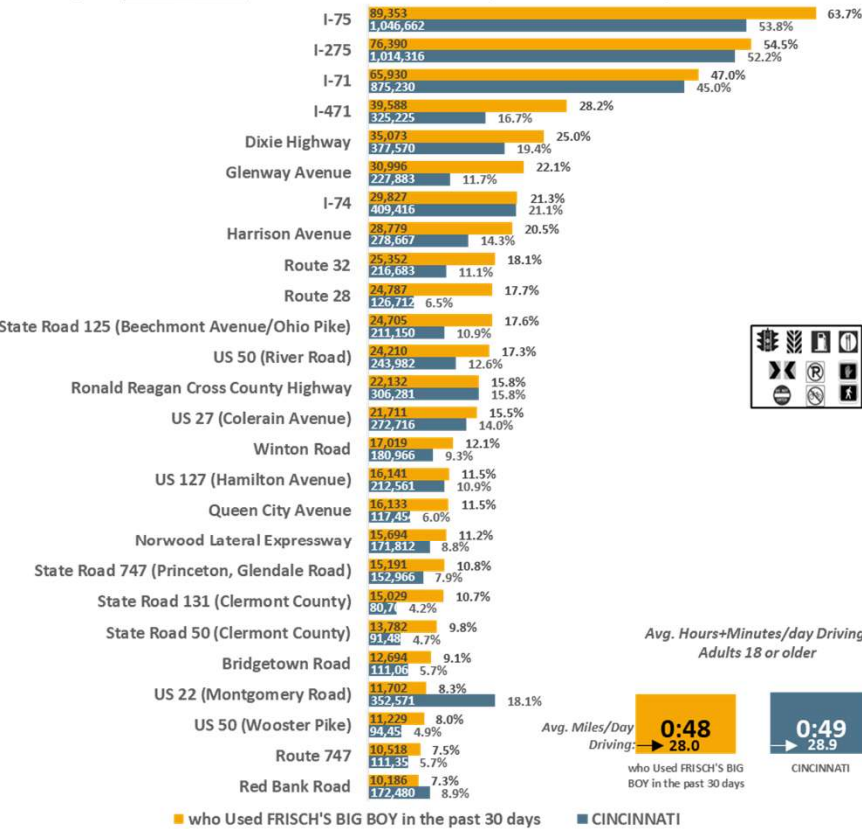


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123,575 or 88.2% of Adults 18 or older who Used FRISCH'S BIG BOY in the past 30 days spend an average of 48.2 minutes per day driving an average of 28. miles each day and are 171.3% more likely to use Route 28 than the Metro average.

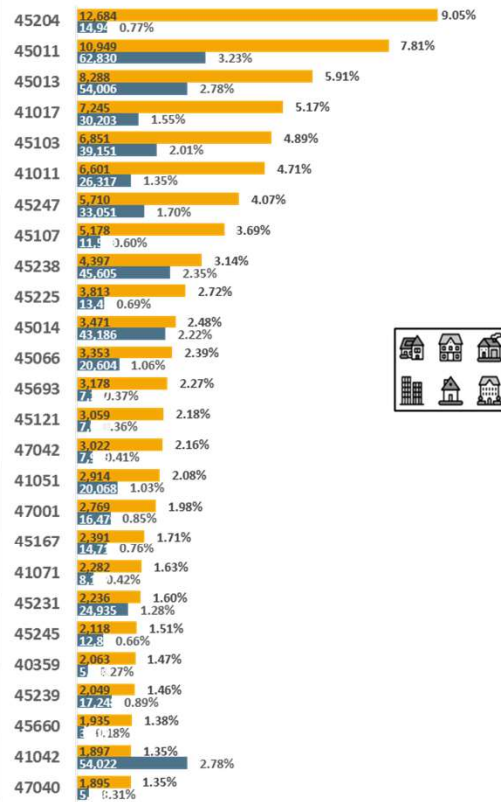
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



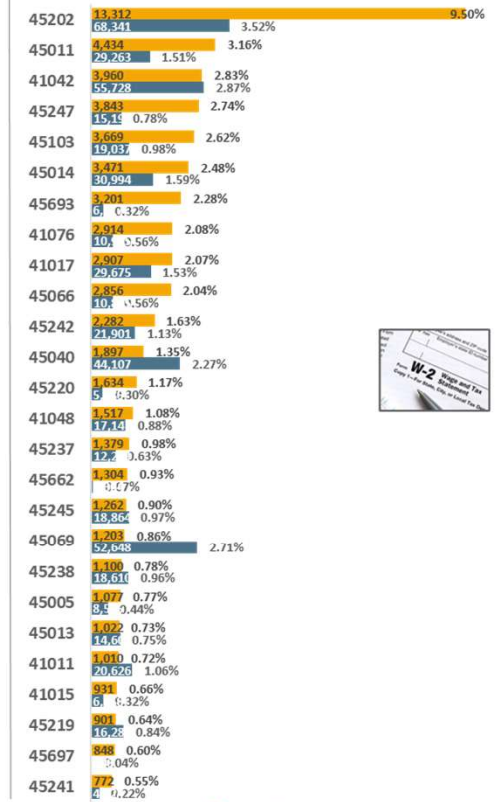
Avg. Hours+Minutes/day Driving:  
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

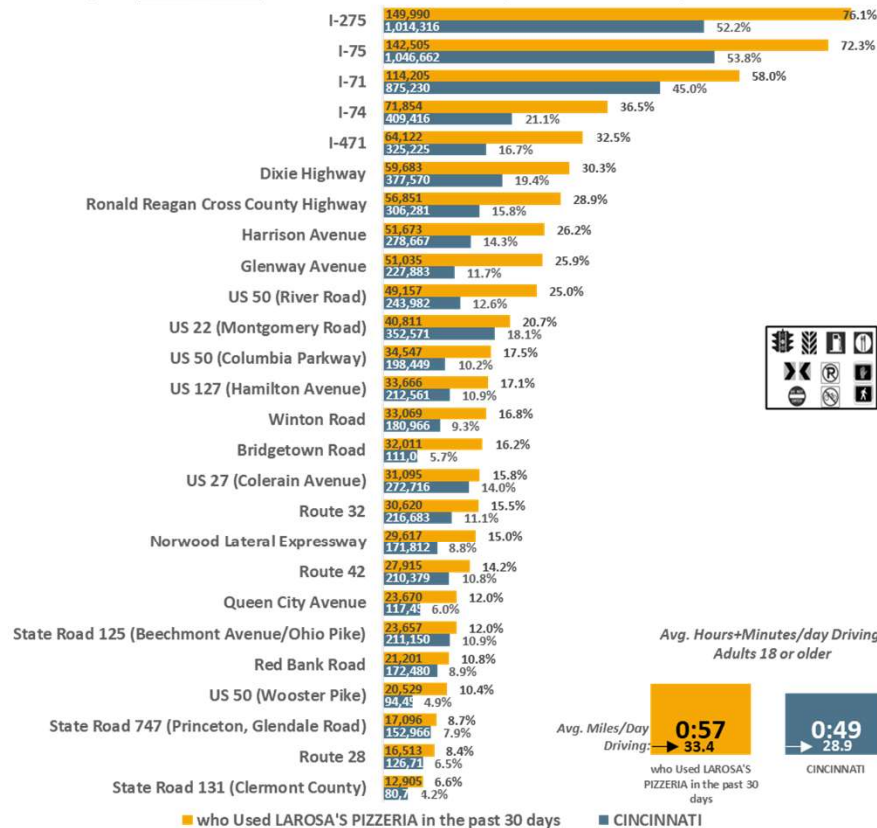






187,330 or 95.1% of Adults 18 or older who Used LAROSA'S PIZZERIA in the past 30 days spend an average of 57.5 minutes per day driving an average of 33.4 miles each day and are 184.4% more likely to use Bridgetown Road than the Metro average.

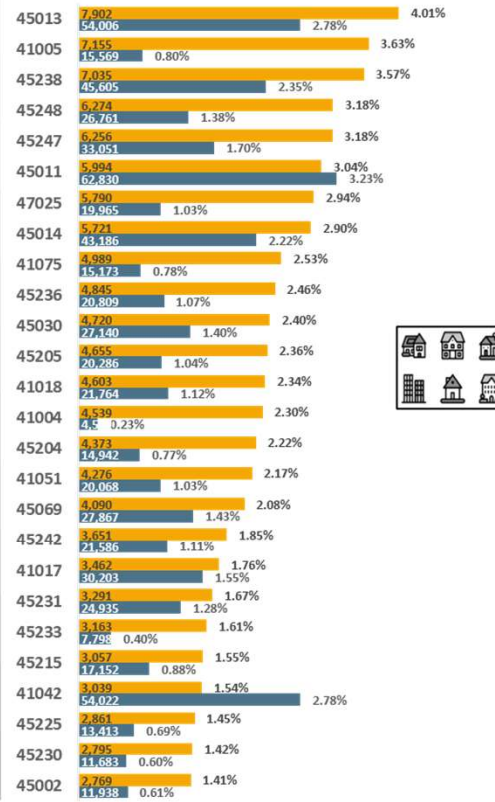
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



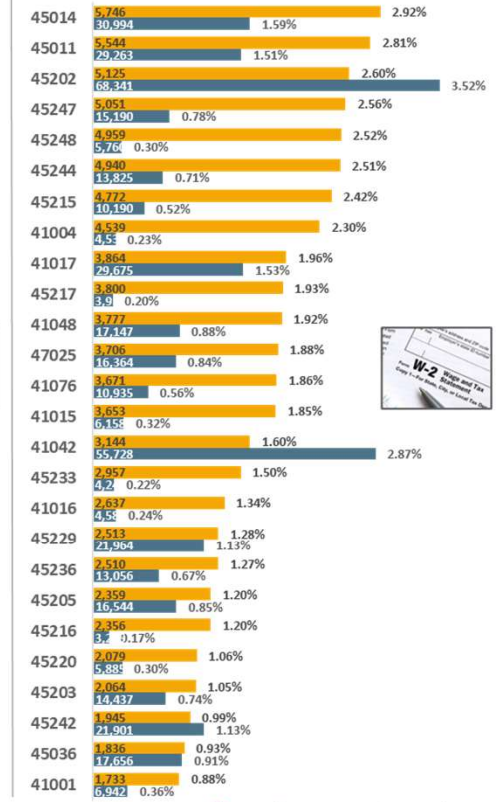
Avg. Hours+Minutes/day Driving:  
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

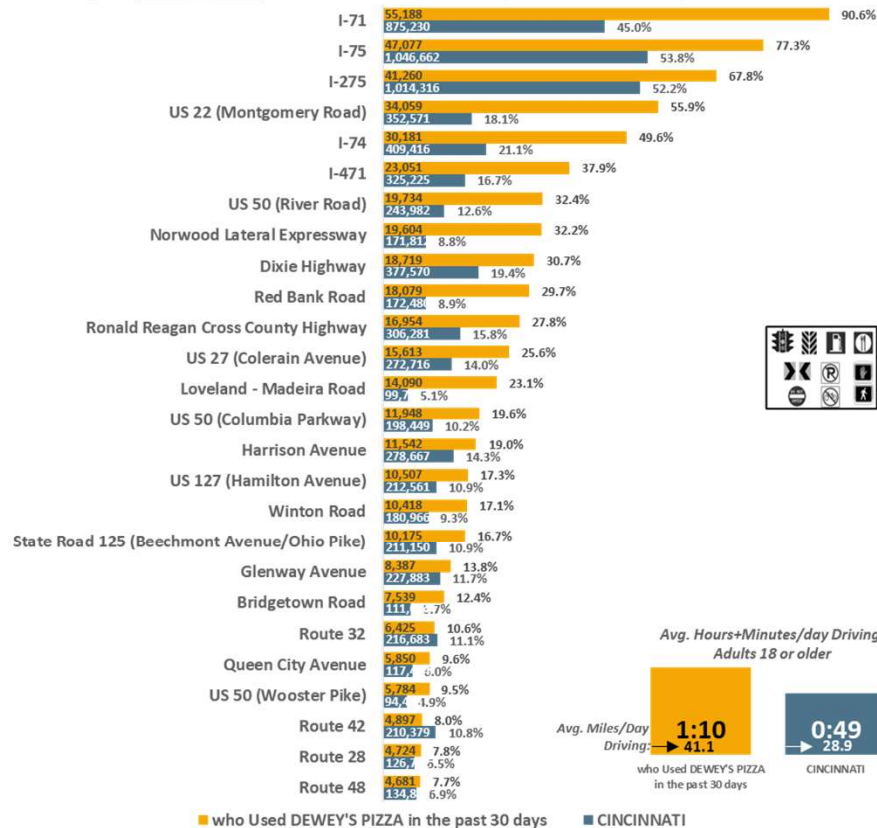


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59,132 or 97.1% of Adults 18 or older who Used DEWEY'S PIZZA in the past 30 days spend an average of 70.5 minutes per day driving an average of 41.1 miles each day and are 350.7% more likely to use Loveland - Madeira Road than the Metro average.

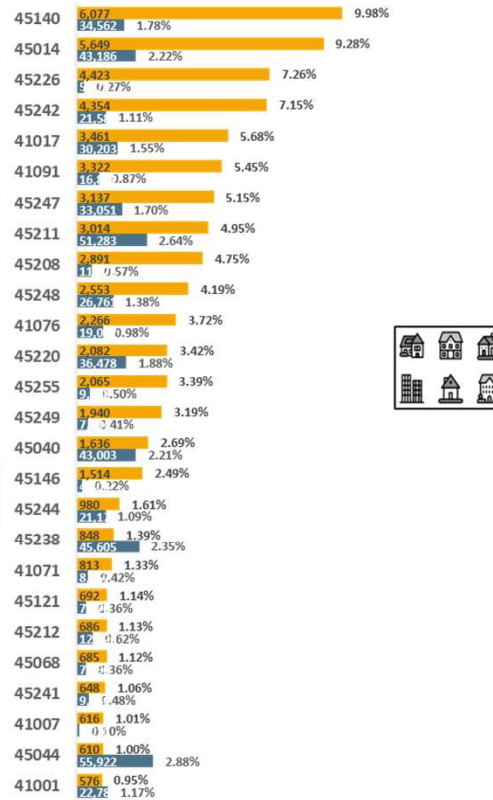
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



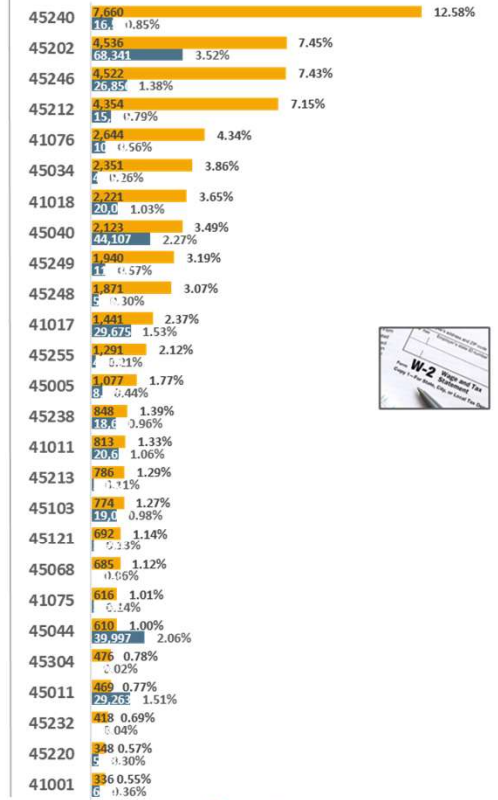
Avg. Hours+Minutes/day Driving:  
Adults 18 or older



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



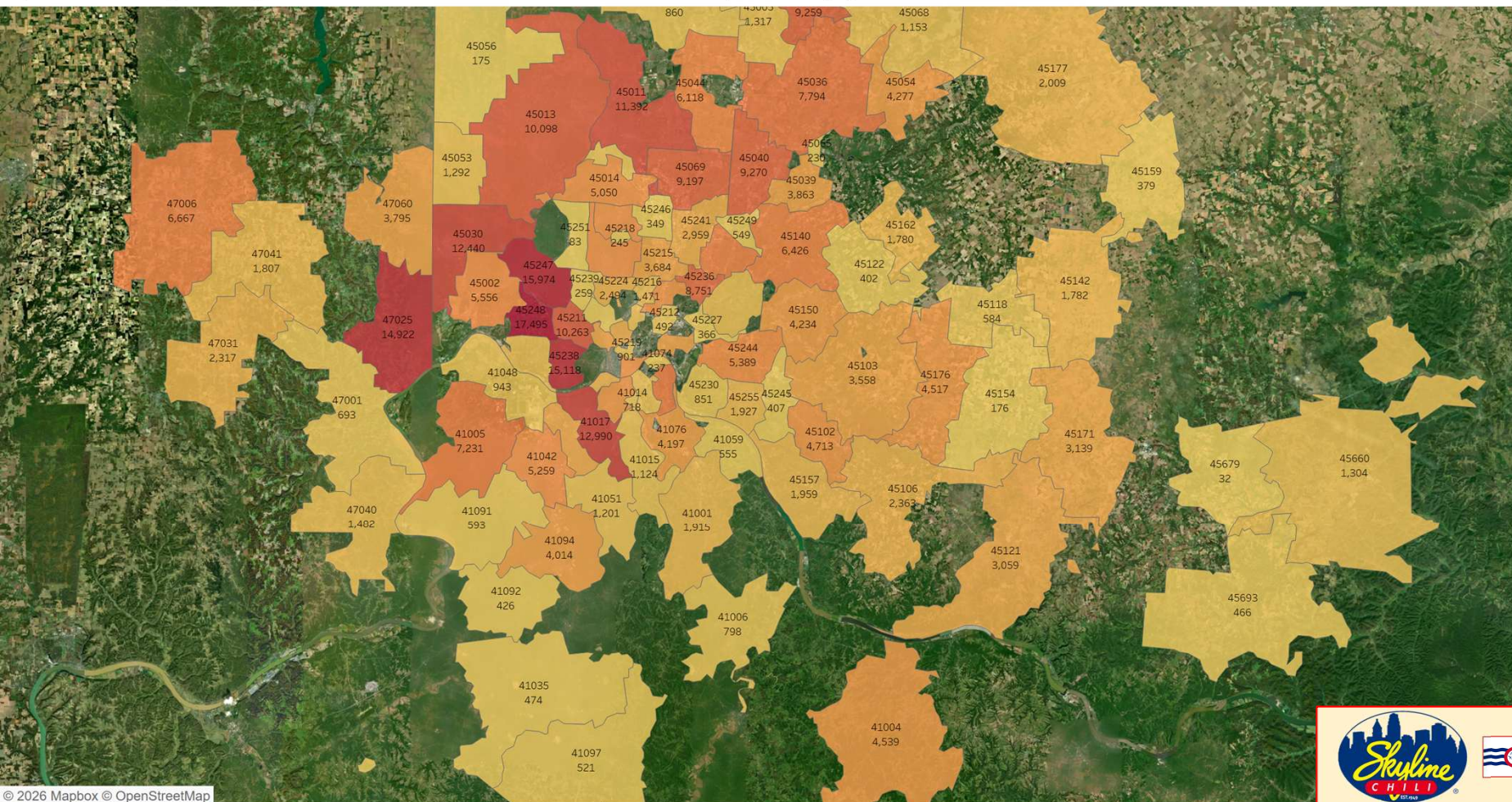
#### Top-26 Employment Zip Codes: Adults 18 or older





# Top Residential Zip Codes: (Adults 18 or older who Used SKYLINE CHILI in the past 30 days)

SUM(Adults 18 or older...

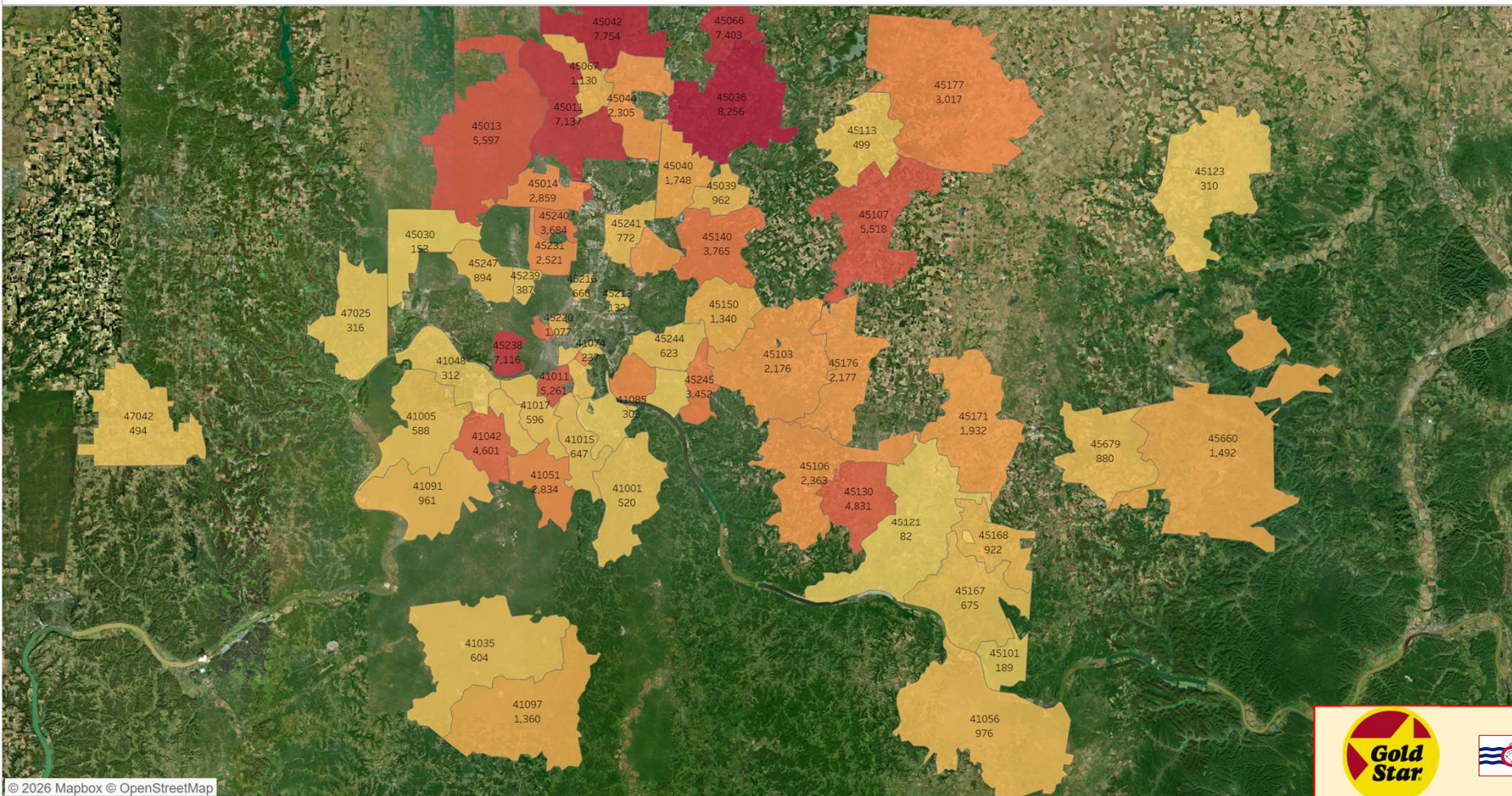


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Top Residential Zip Codes: (Adults 18 or older who Used GOLD STAR CHILI in the past 30 days)



SUM(Adults 18 or older...

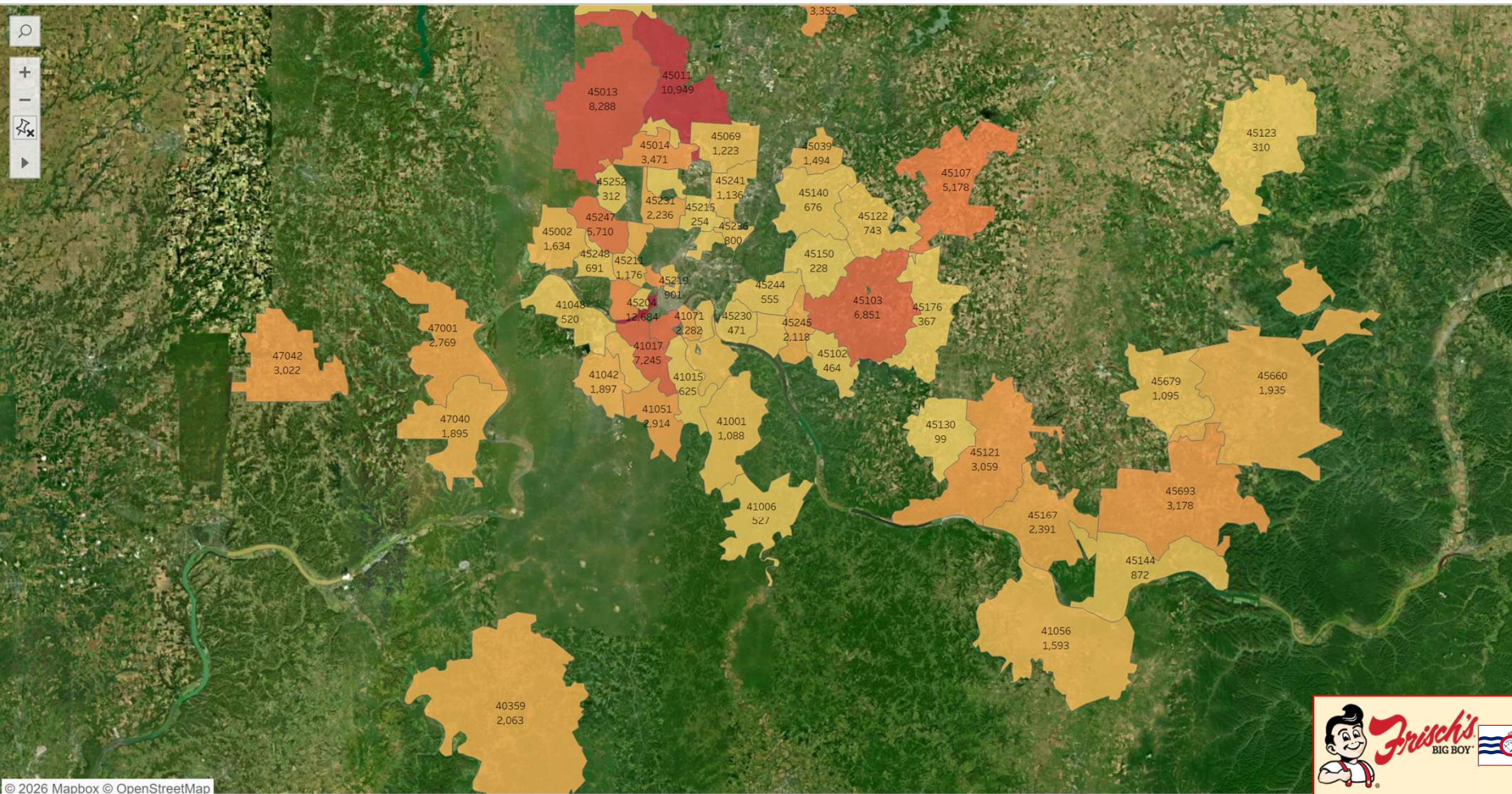


**CIN**

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# Top Residential Zip Codes: (Adults 18 or older who Used FRISCH'S BIG BOY in the past 30 days)



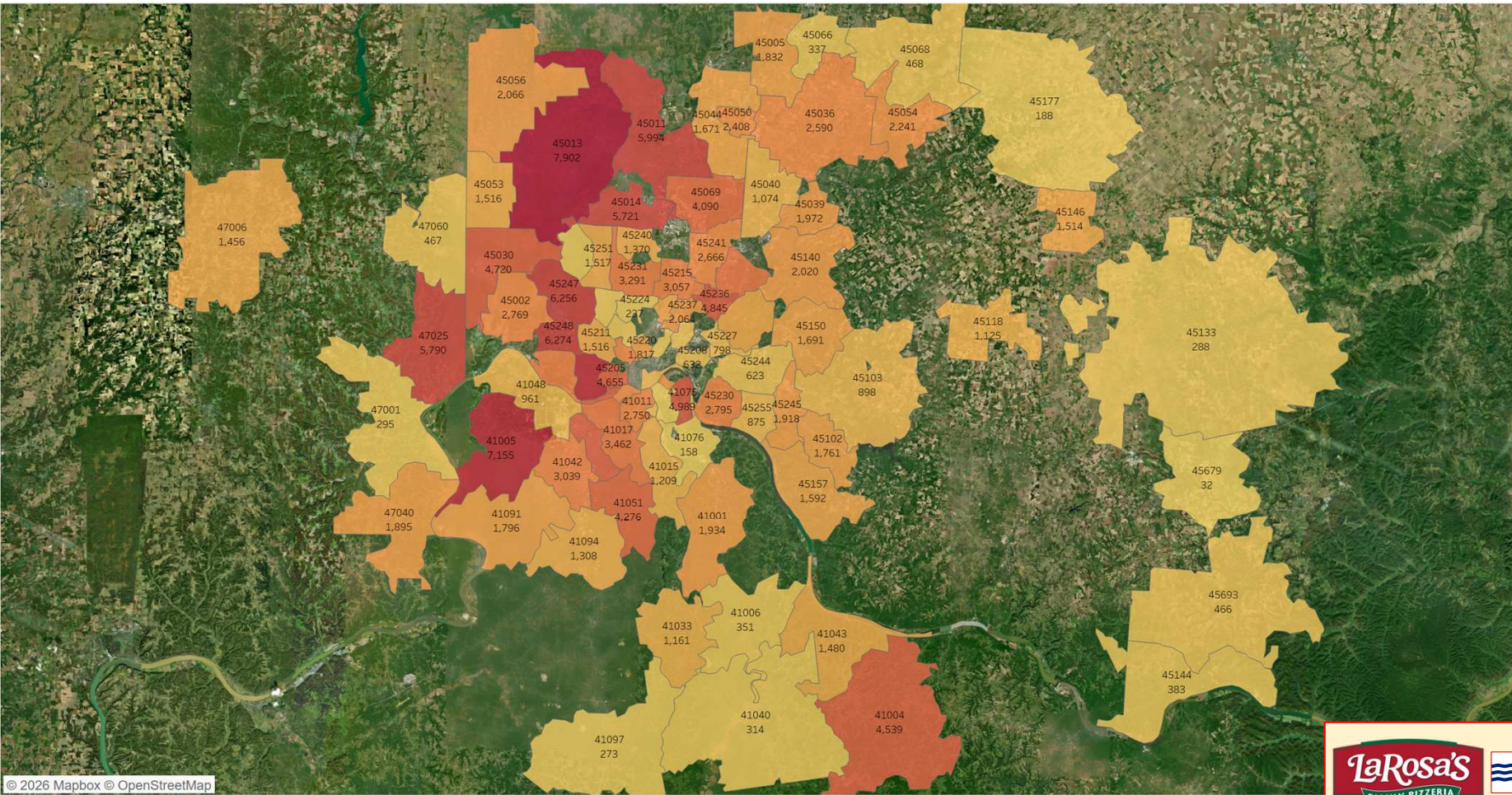
SUM(Adults 18 or older...



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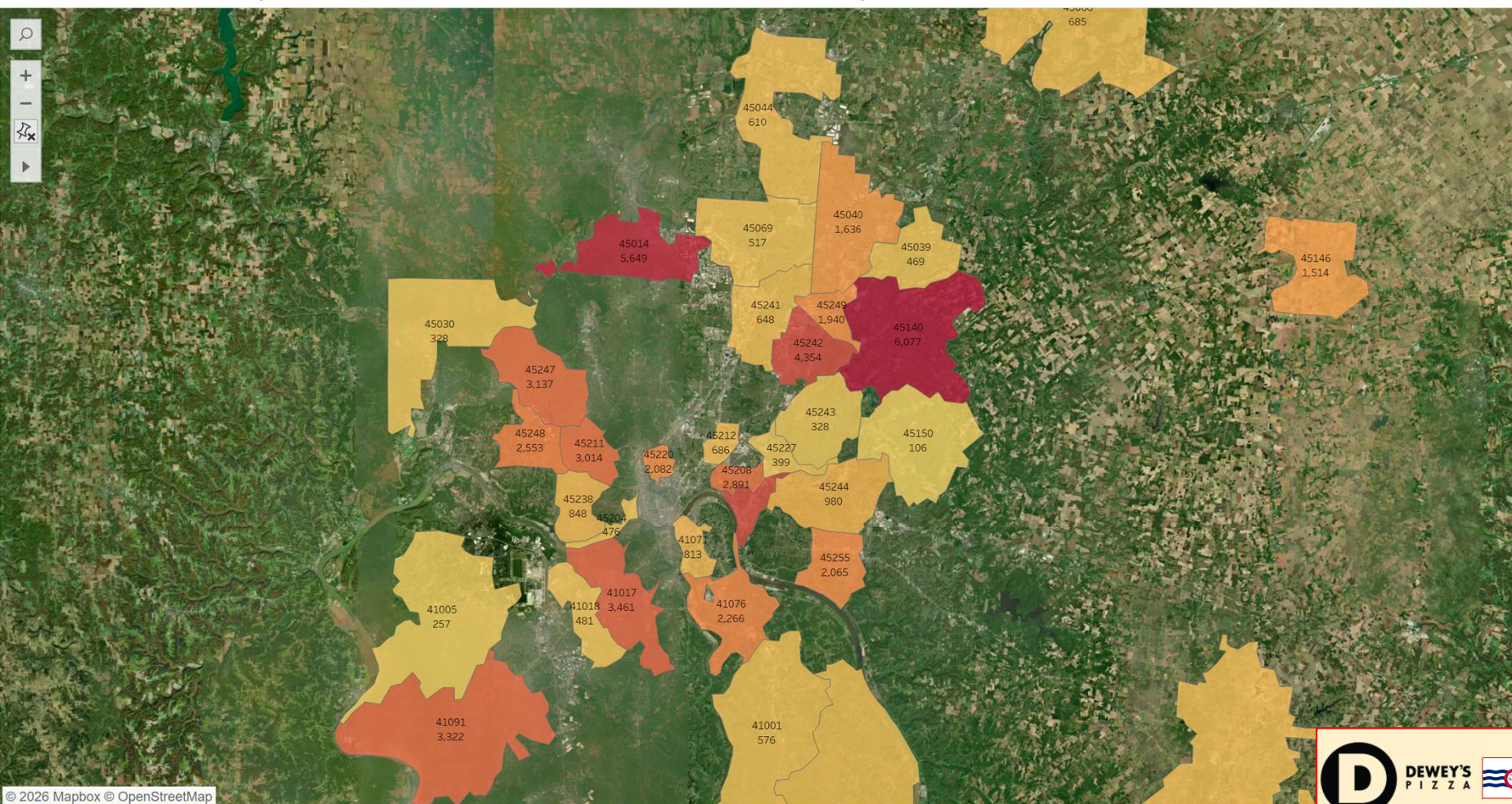


Top Residential Zip Codes: (Adults 18 or older who Used LAROSA'S PIZZERIA in the past 30 days)

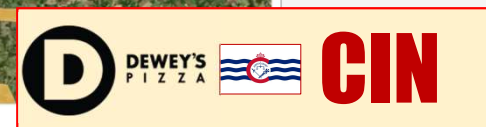




# Top Residential Zip Codes: (Adults 18 or older who Used DEWEY'S PIZZA in the past 30 days)



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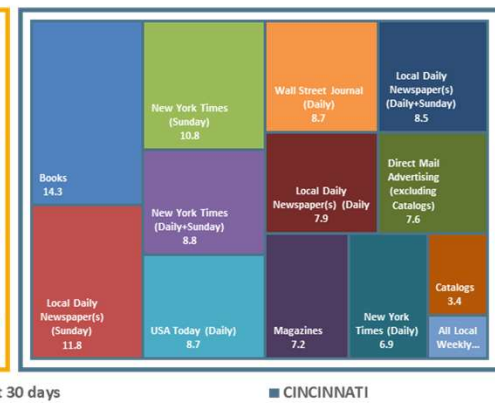
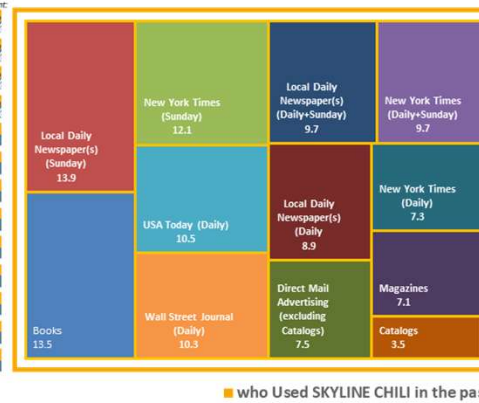
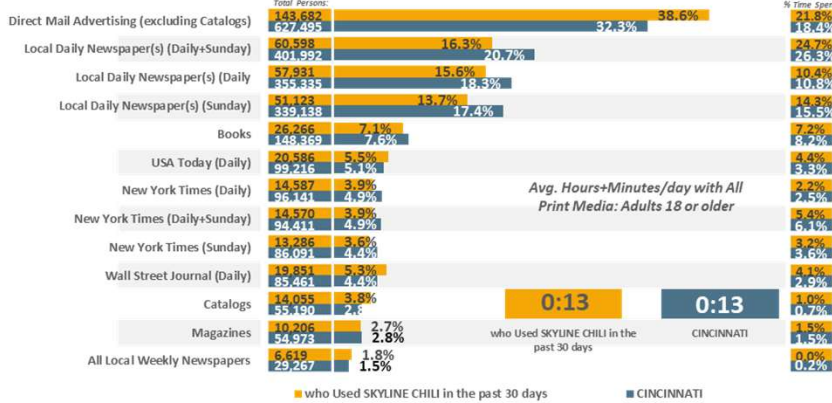




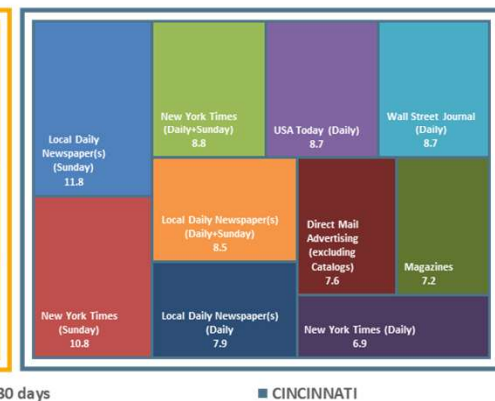
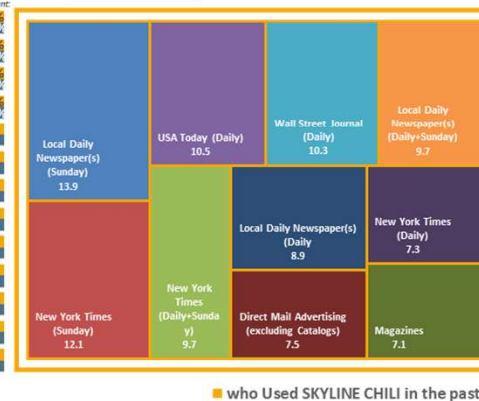
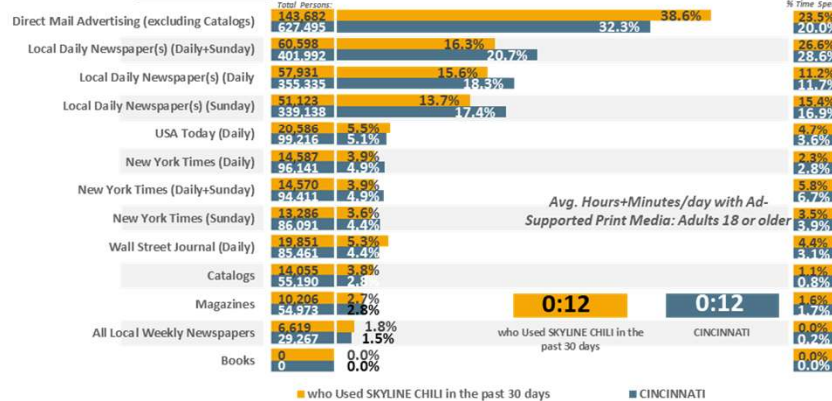


60,598 or 16.3% of Adults 18 or older who Used SKYLINE CHILI in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.7 minutes every day representing 26.6% of all time spent daily with All forms of Print Media.

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



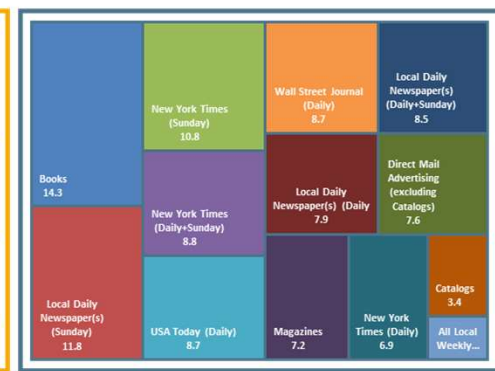
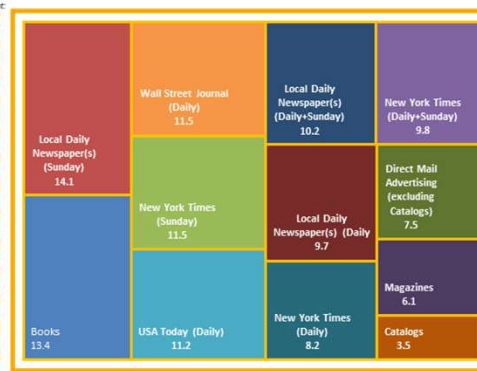
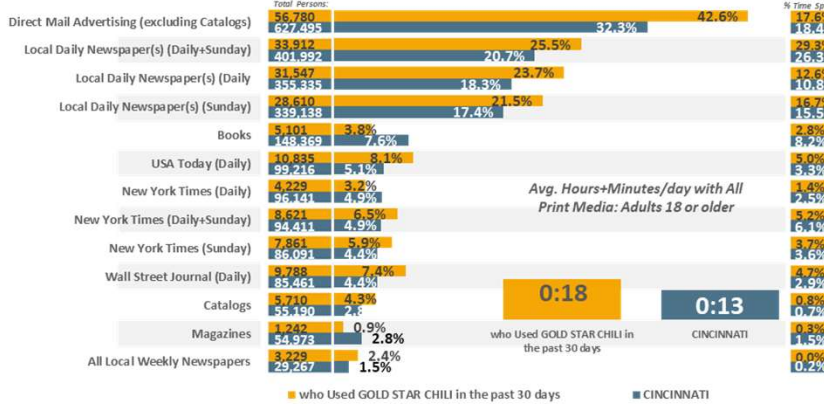
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



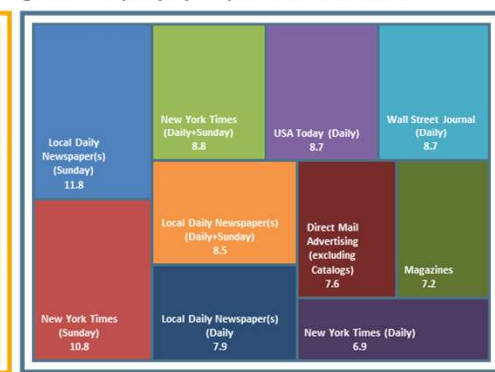
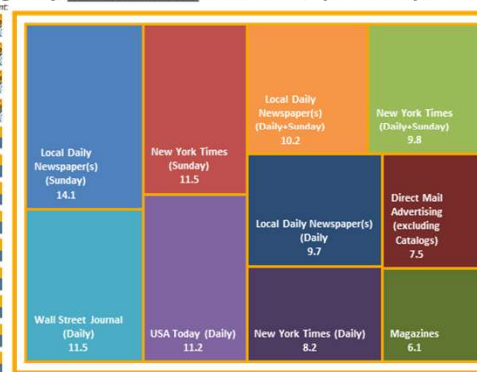
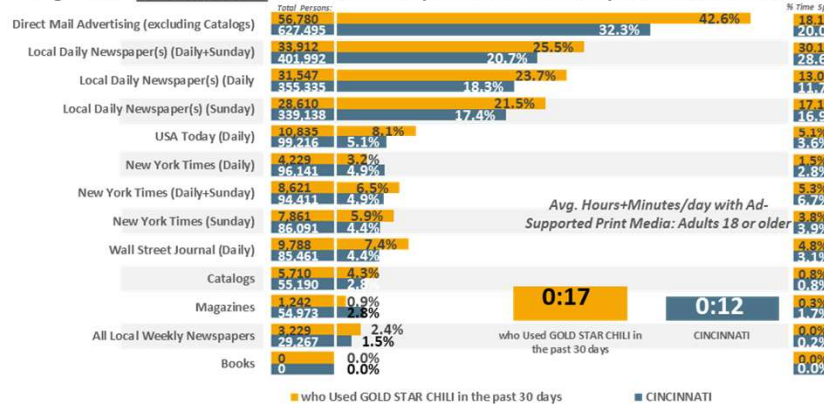


33,912 or 25.5% of Adults 18 or older who Used GOLD STAR CHILI in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.2 minutes every day representing 30.1% of all time spent daily with All forms of Print Media.

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



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

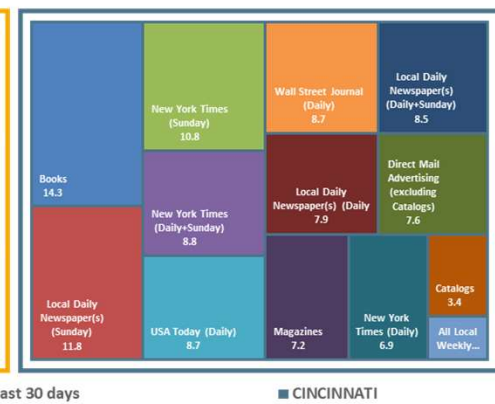
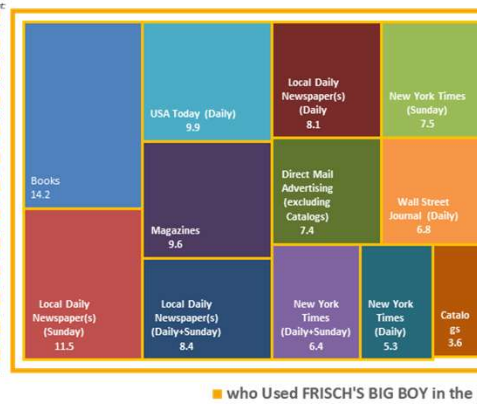
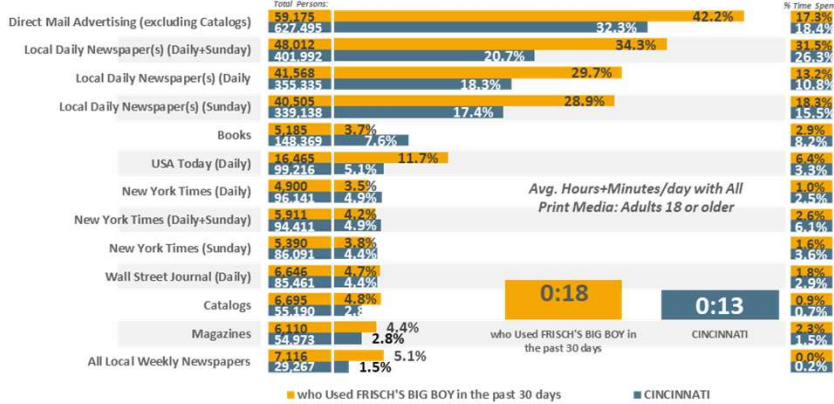




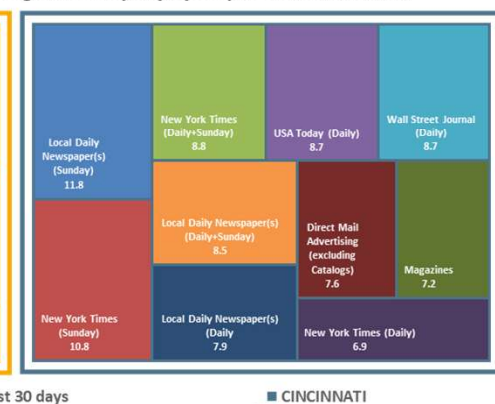
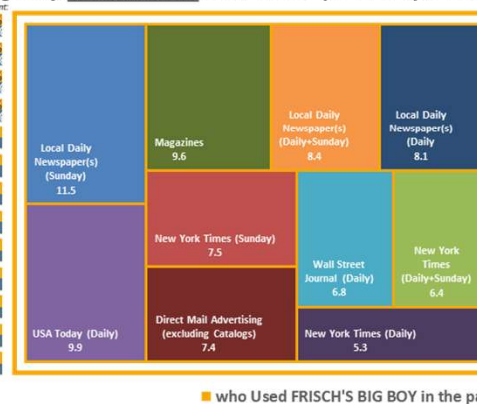
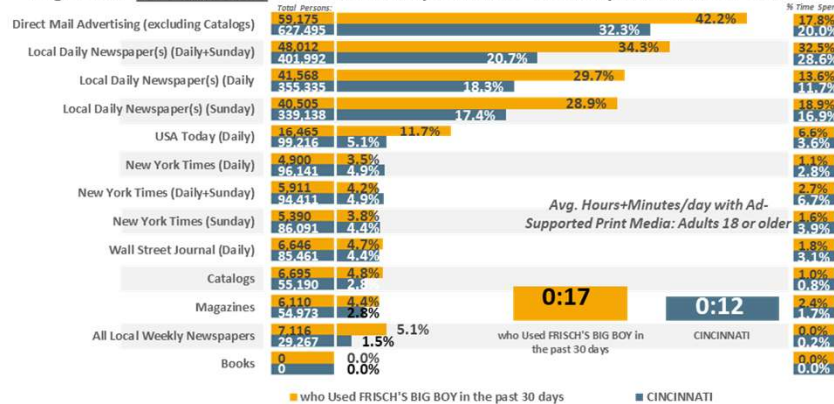


48,012 or 34.3% of Adults 18 or older who Used FRISCH'S BIG BOY in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 32.5% of all time spent daily with All forms of Print Media.

**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**



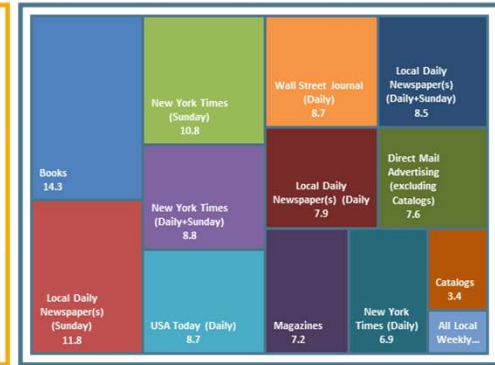
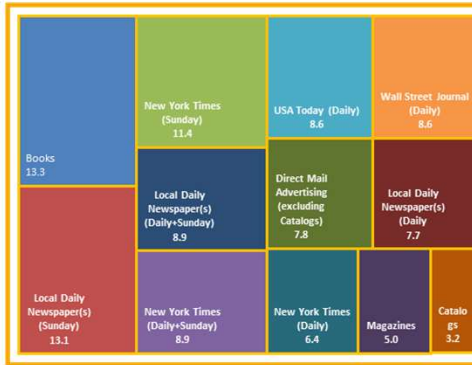
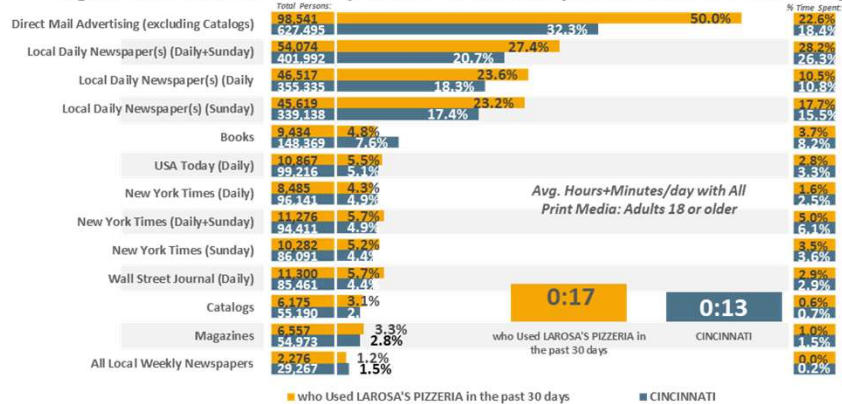
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



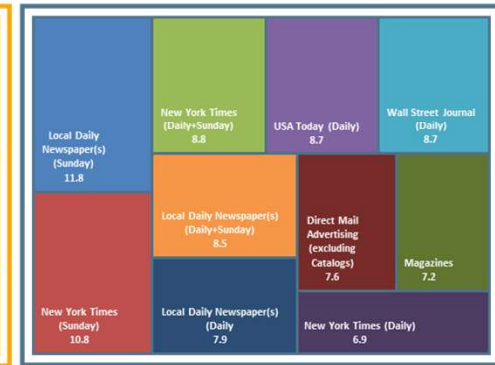
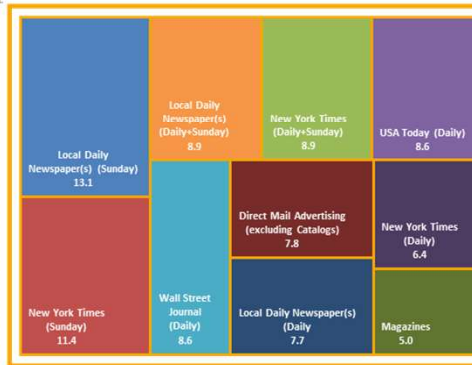
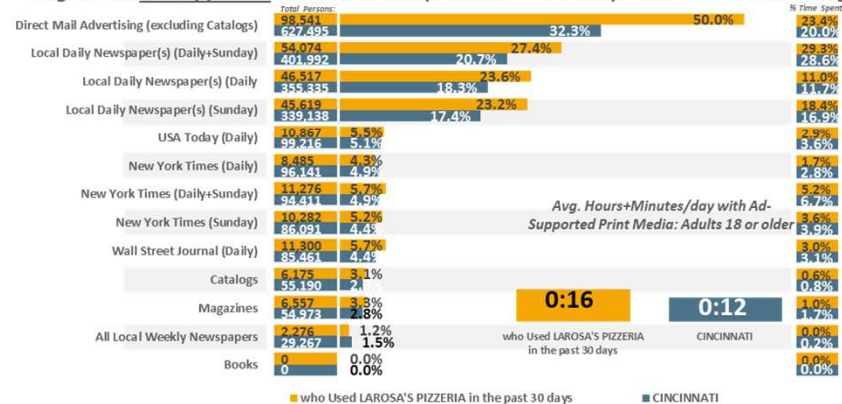


54,074 or 27.4% of Adults 18 or older who Used LAROSA'S PIZZERIA in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 29.3% of all time spent daily with All forms of Print Media.

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



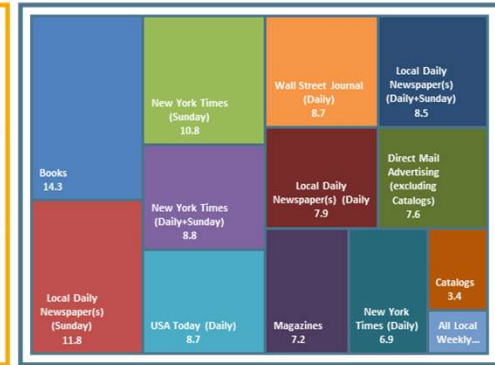
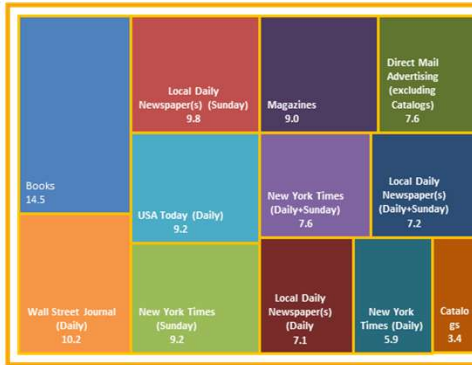
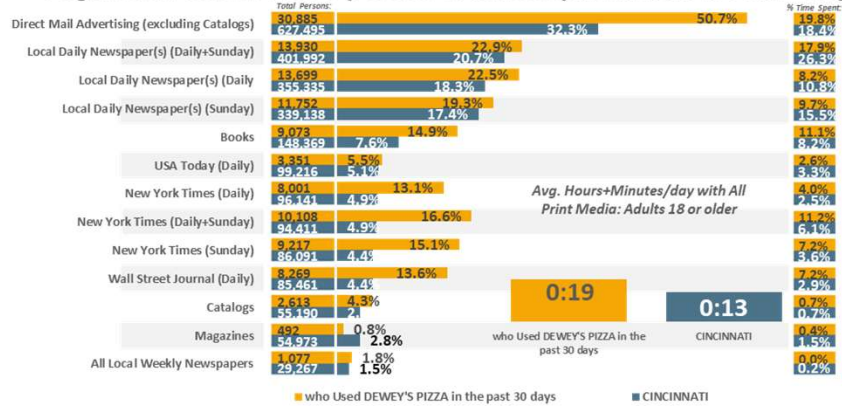
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



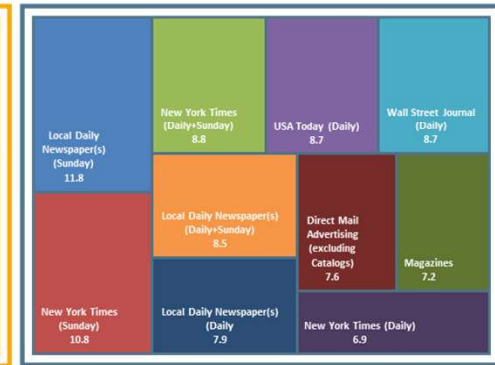
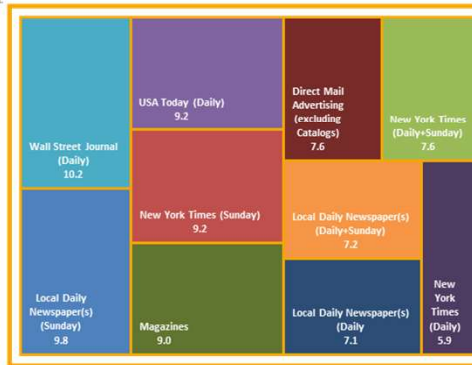
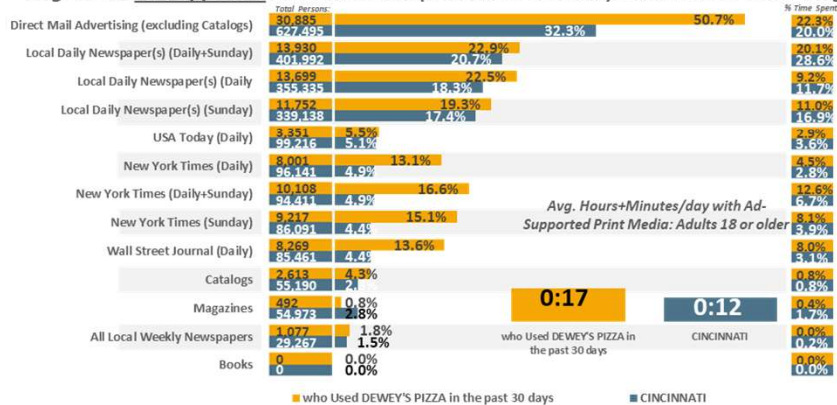


30,885 or 50.7% of Adults 18 or older who Used DEWEY'S PIZZA in the past 30 days read Direct Mail Advertising (excluding Catalogs) for an average of 7.6 minutes every day representing 22.3% of all time spent daily with All forms of Print Media.

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



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

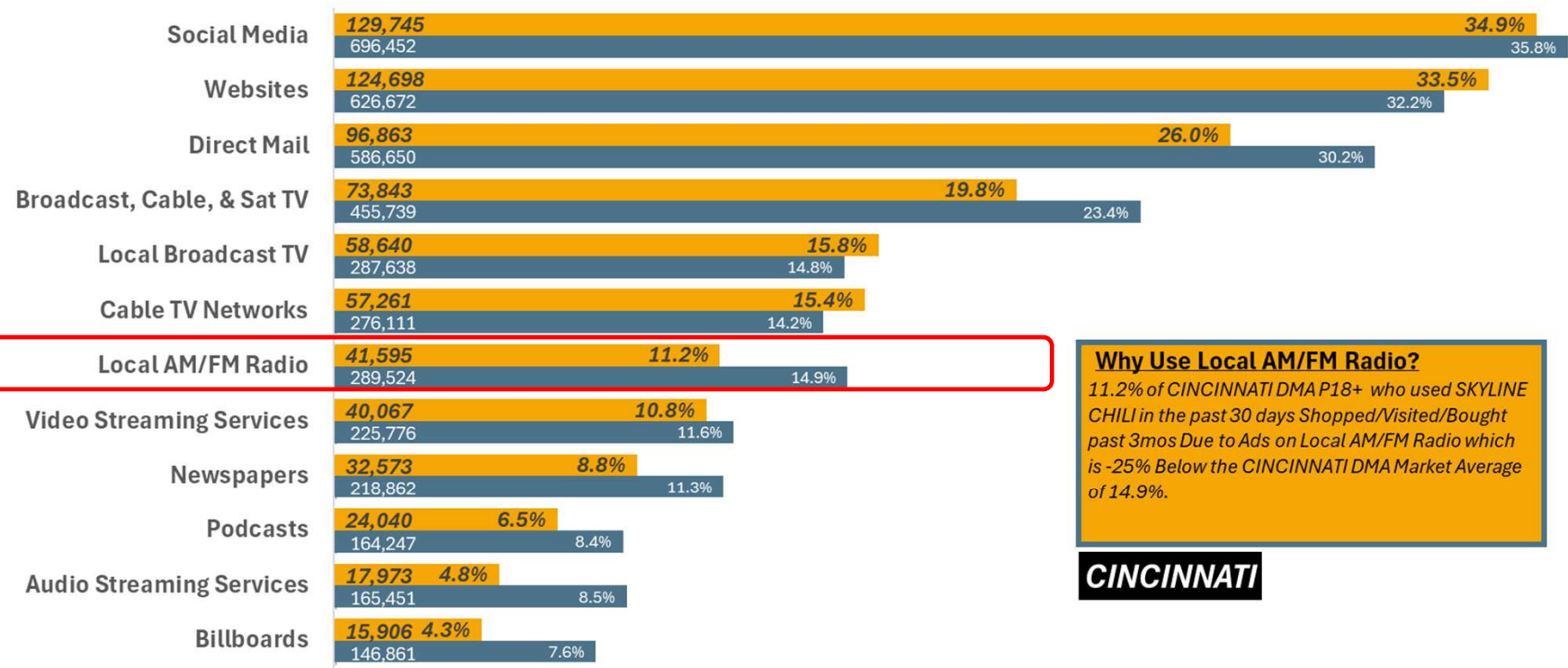






## "Advertising Actions"

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



**Why Use Local AM/FM Radio?**  
11.2% of CINCINNATI DMA P18+ who used SKYLINE CHILI in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -25% Below the CINCINNATI DMA Market Average of 14.9%.

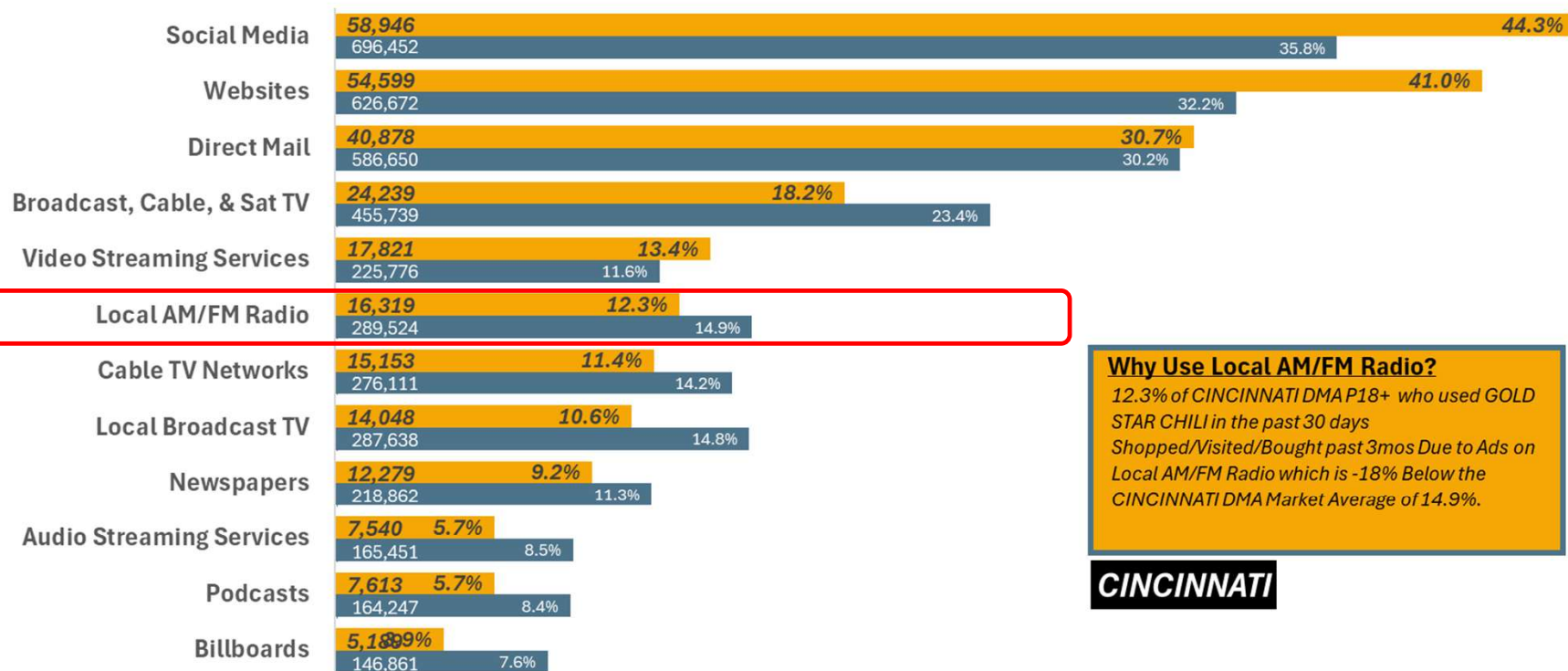
**CINCINNATI**

■ P18+ who used SKYLINE CHILI in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)  
■ P18+ CINCINNATI AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)



## "Advertising Actions"

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



### Why Use Local AM/FM Radio?

12.3% of CINCINNATI DMA P18+ who used GOLD STAR CHILI in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -18% Below the CINCINNATI DMA Market Average of 14.9%.

**CINCINNATI**

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

■ P18+ CINCINNATI AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 126

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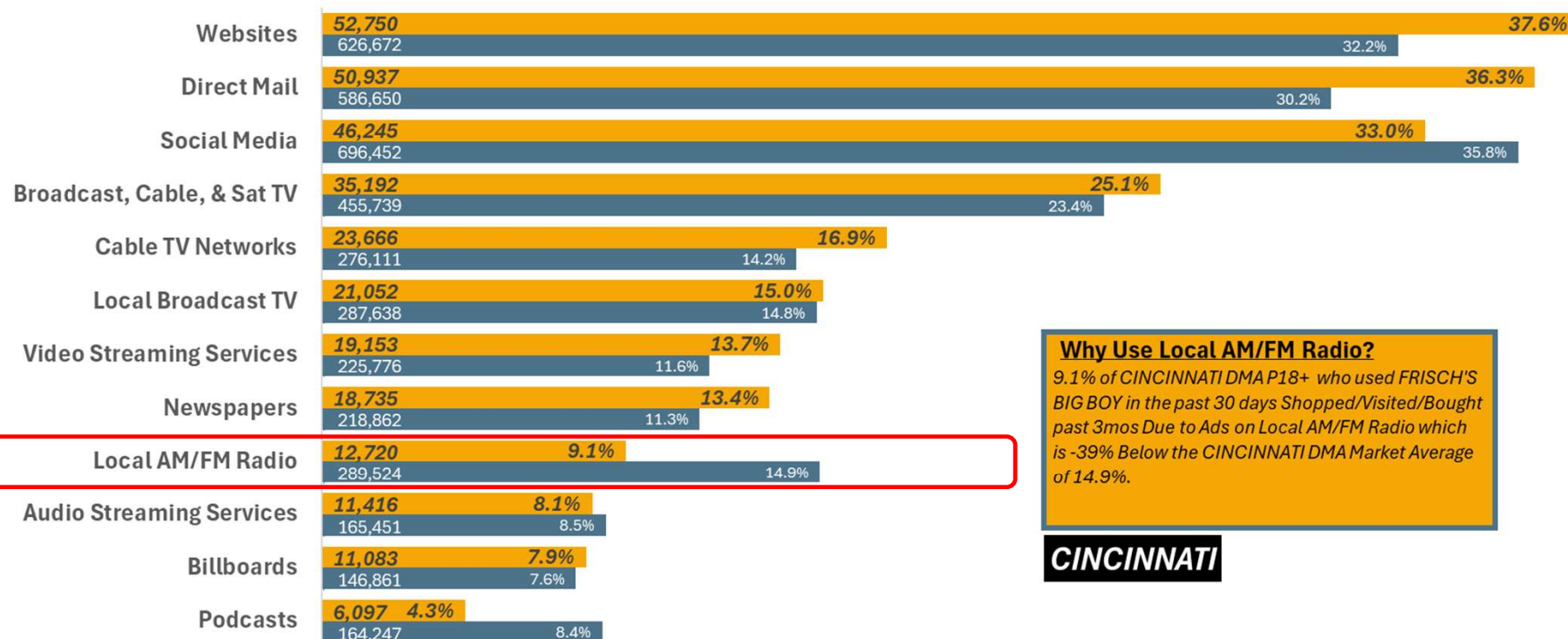
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Sit-down restaurants used past 30 days: Gold Star Chili



## "Advertising Actions"

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



### Why Use Local AM/FM Radio?

9.1% of CINCINNATI DMA P18+ who used FRISCH'S BIG BOY in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -39% Below the CINCINNATI DMA Market Average of 14.9%.

**CINCINNATI**

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

■ P18+ CINCINNATI AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 123  
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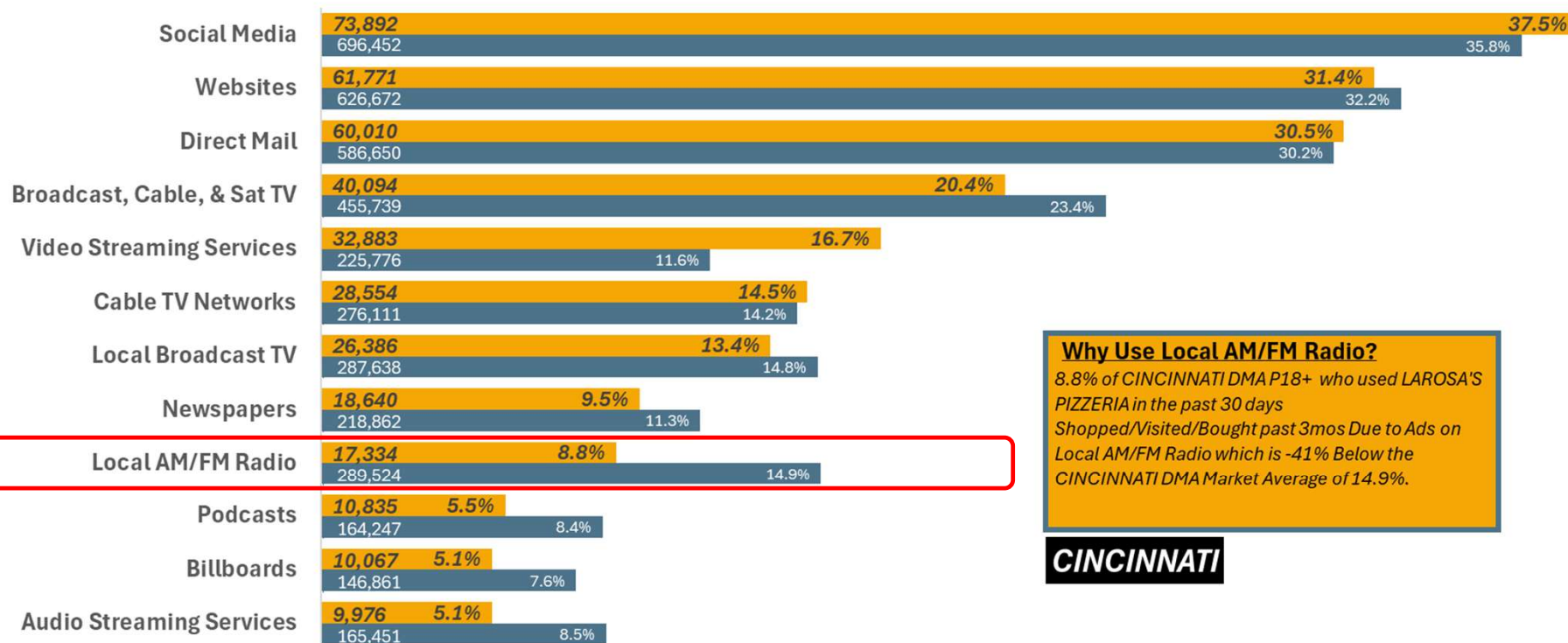
Sit-down restaurants used past 30 days: Frisch's Big Boy





## "Advertising Actions"

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



### Why Use Local AM/FM Radio?

8.8% of CINCINNATI DMA P18+ who used LAROSA'S PIZZERIA in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -41% Below the CINCINNATI DMA Market Average of 14.9%.

**CINCINNATI**

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

■ P18+ CINCINNATI AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 215  
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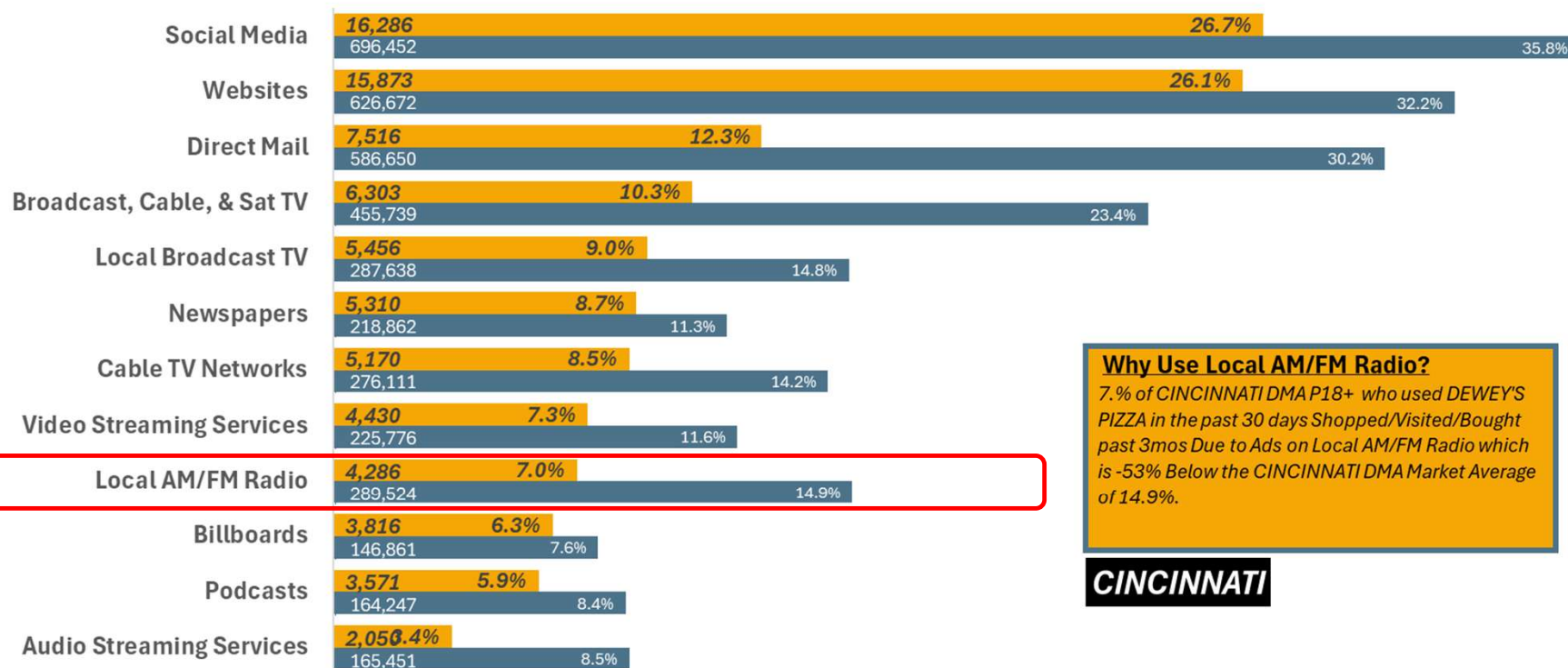
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Sit-down restaurants used past 30 days: LaRosa's Pizzeria



## "Advertising Actions"

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



### Why Use Local AM/FM Radio?

7. % of CINCINNATI DMA P18+ who used DEWEY'S PIZZA in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -53% Below the CINCINNATI DMA Market Average of 14.9%.

CINCINNATI

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

■ P18+ CINCINNATI AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 69  
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Sit-down restaurants used past 30 days: Dewey's Pizza