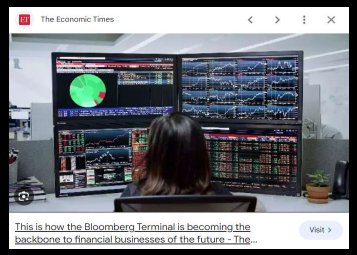
WASHINGTON, DC, Metro – P18+ Profiles of 5 Local QSRS in The DMV!

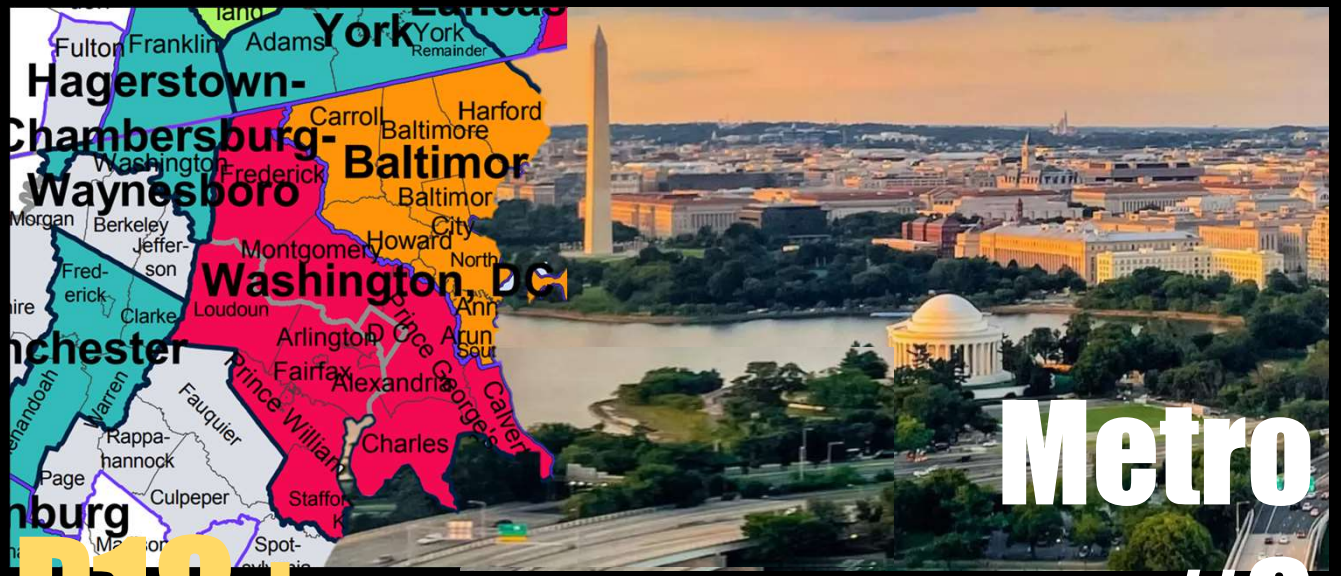
Brand New Data as of September 30, 2024!

Complete Demographic & Media Use Profiles









P18+

Quick service restaurants used past 30 days: CAVA
Quick service restaurants used past 30 days: District Taco
Quick service restaurants used past 30 days: Jerry's Subs & Pizza
Quick service restaurants used past 30 days: Ledo Pizza
Quick service restaurants used past 30 days: Tatte Bakery & Cafe

CAVA

DISTRICT TACO

Jerry's Subs · Pizza

Ledo Pizza

Tatte BAKERY & CAFÉ

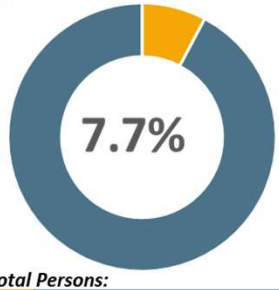
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

HUBBARD BROADCASTING INC. HB INC.

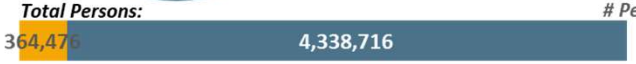
CAVA

7.7% or 364,476 of WASHINGTON, DC Metro Adults 18 or older used CAVA in the past 30 days.
Typical Adults 18 or older who used CAVA in the past 30 days are 40.7 years old (13.3% younger than average) and have a $157,467 (13.1% higher than average) annual household income.

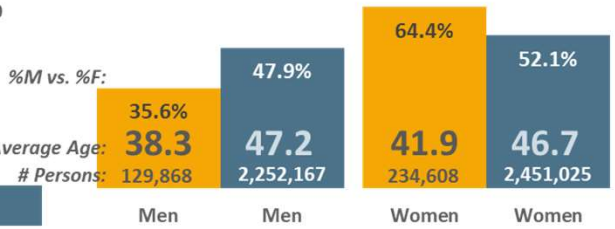
Percent of Market: Adults 18 or older



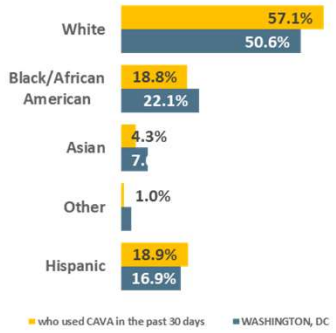
Total Persons:



Gender of Target vs. Market: Adults 18 or older

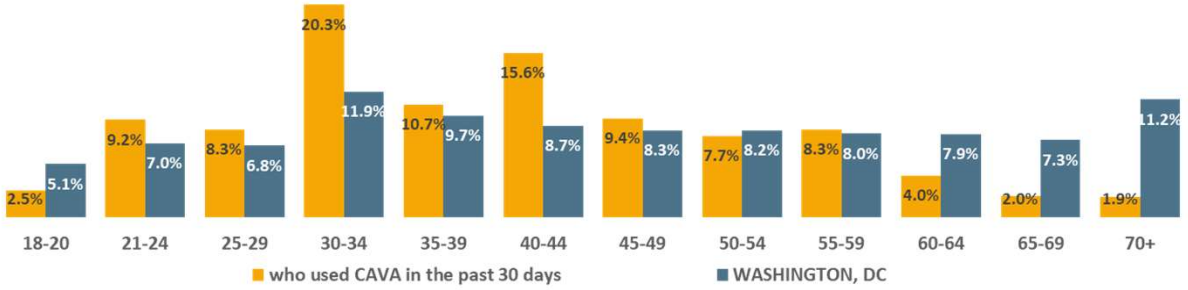


Ethnicity of Target vs. Market:

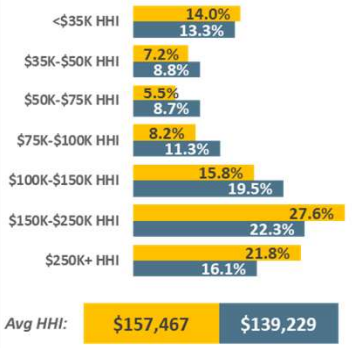


Age Cell Demographics of Target vs. Market:





HHI of Target vs. Market:

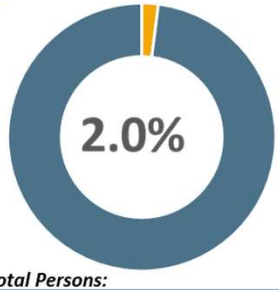


WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 368

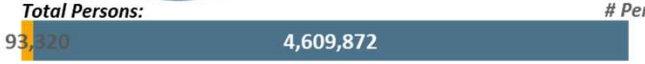
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2.% or 93,320 of WASHINGTON, DC Metro Adults 18 or older used DISTRICT TACO in the past 30 days. Typical Adults 18 or older who used DISTRICT TACO in the past 30 days are 38.6 years old (17.9% younger than average) and have a $153,894 (10.5% higher than average) annual household income.

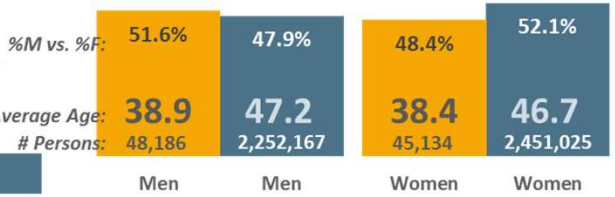
Percent of Market: Adults 18 or older



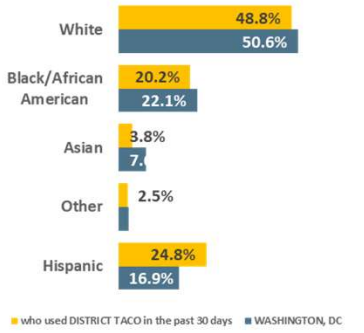
Total Persons:



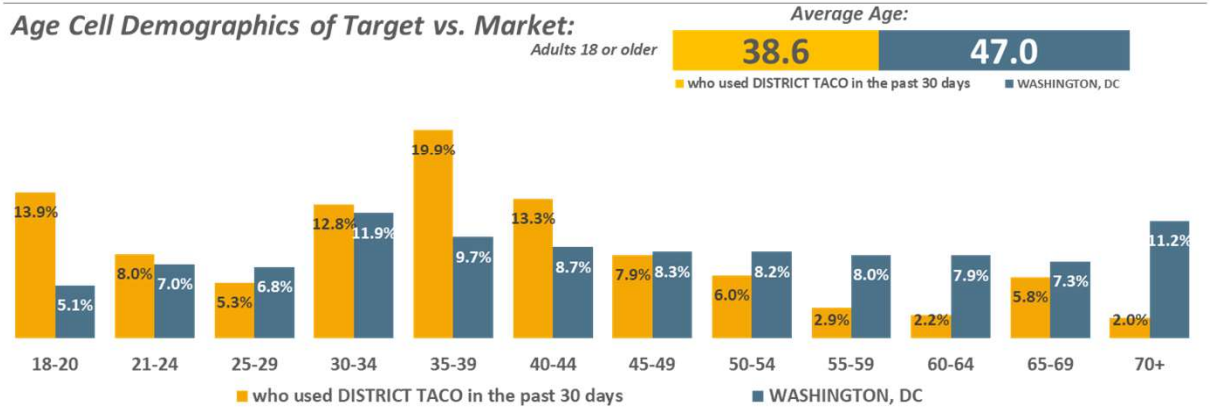
Gender of Target vs. Market: Adults 18 or older



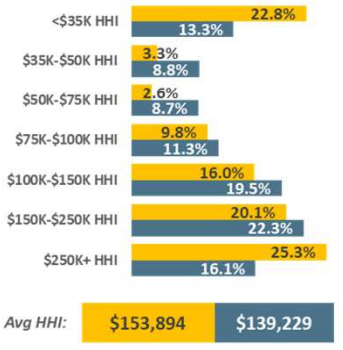
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

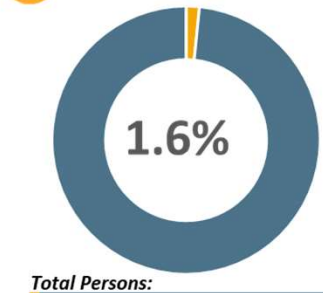


WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 83

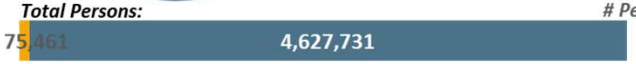
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1.6% or 75,461 of WASHINGTON, DC Metro Adults 18 or older used JERRY'S SUBS & PIZZA in the past 30 days. Typical Adults 18 or older who used JERRY'S SUBS & PIZZA in the past 30 days are 48.4 years old (3.1% older than average) and have a $90,423 (35.1% lower than average) annual household income.

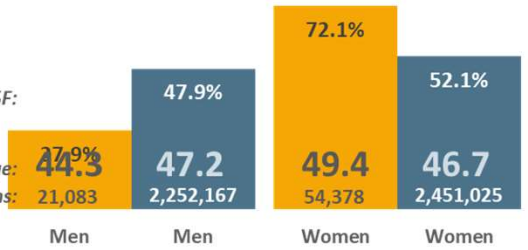
Percent of Market: Adults 18 or older



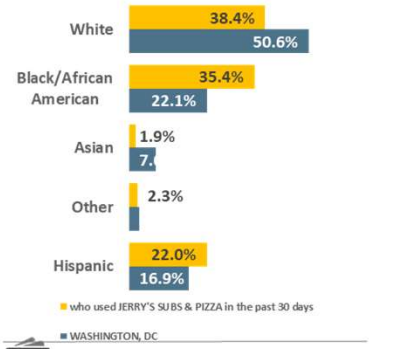
Total Persons:



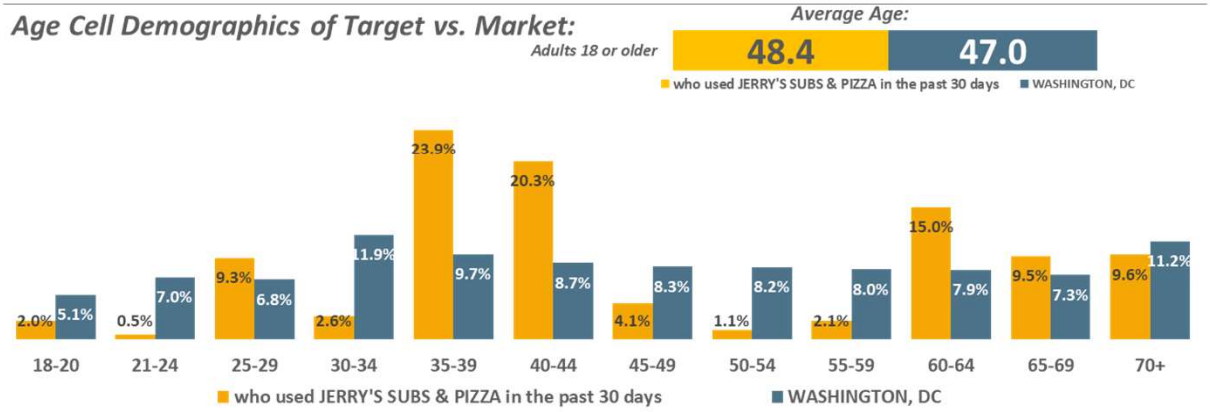
Gender of Target vs. Market: Adults 18 or older



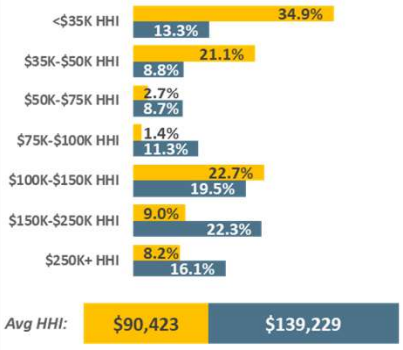
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

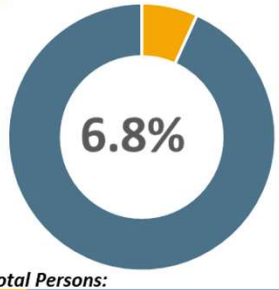


WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 56

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6.8% or 318,984 of WASHINGTON, DC Metro Adults 18 or older used LEDO PIZZA in the past 30 days. Typical Adults 18 or older who used LEDO PIZZA in the past 30 days are 49.1 years old (4.6% older than average) and have a $131,091 (5.8% lower than average) annual household income.

Percent of Market: Adults 18 or older



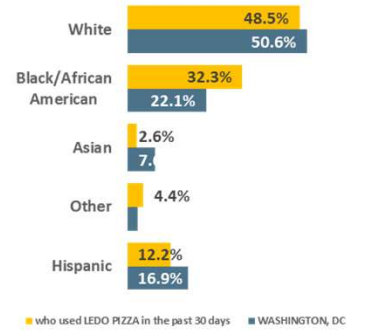
Total Persons:

318,984	4,384,208

Gender of Target vs. Market: Adults 18 or older

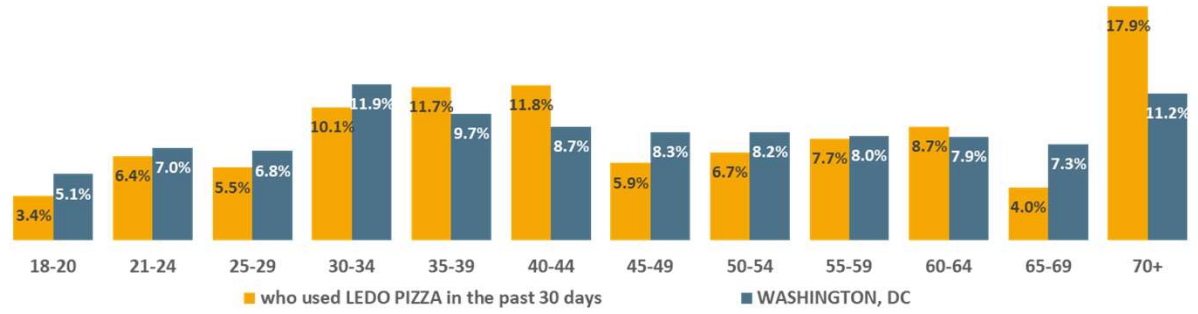
	Men	Men	Women	Women
%M vs. %F:	47.4%	47.9%	52.6%	52.1%
Average Age:	48.1	47.2	49.8	46.7
# Persons:	151,279	2,252,167	167,705	2,451,025

Ethnicity of Target vs. Market:

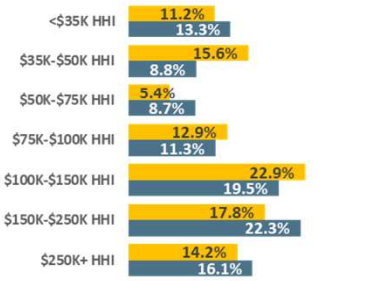


Age Cell Demographics of Target vs. Market:

Adults 18 or older	Average Age: 49.1	47.0
	who used LEDO PIZZA in the past 30 days	WASHINGTON, DC



HHI of Target vs. Market:



Avg HHI:	$131,091	$139,229

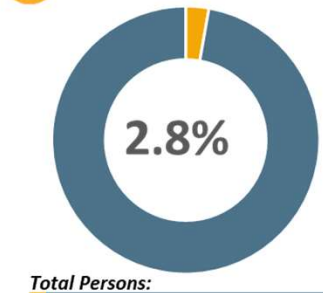
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 304

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Tatte
BAKERY & CAFÉ

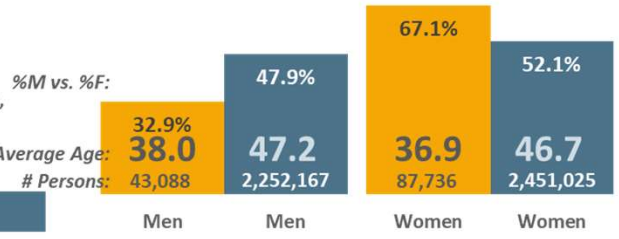
2.8% or 130,824 of WASHINGTON, DC Metro Adults 18 or older used TATTE BAKERY & CAFE in the past 30 days. Typical Adults 18 or older who used TATTE BAKERY & CAFE in the past 30 days are 37.3 years old (20.6% younger than average) and have a $170,319 (22.3% higher than average) annual household income.

Percent of Market: Adults 18 or older

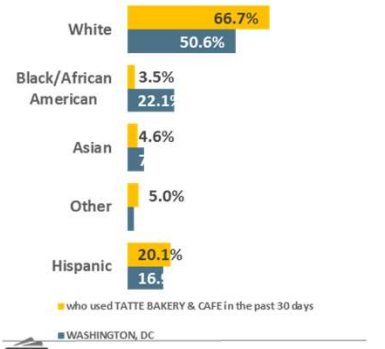


Total Persons:
130,824 | 4,572,368

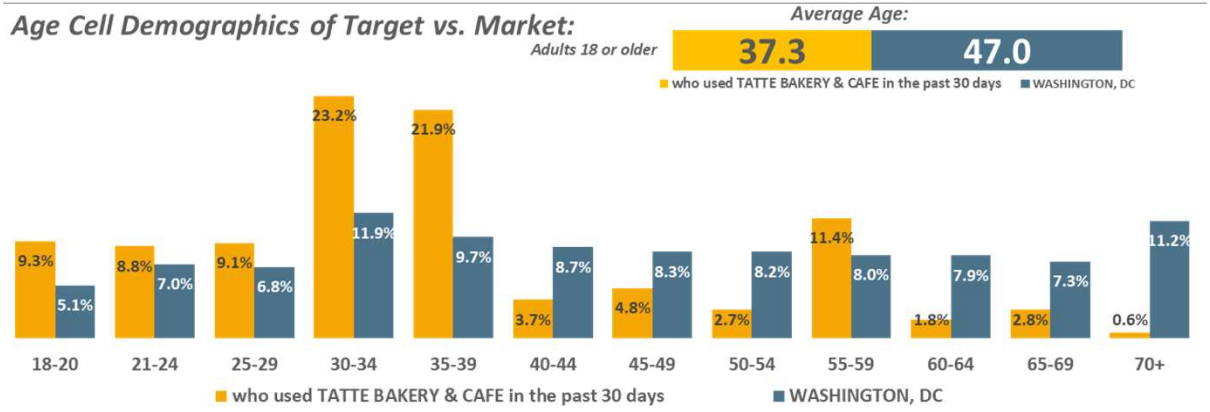
Gender of Target vs. Market: Adults 18 or older



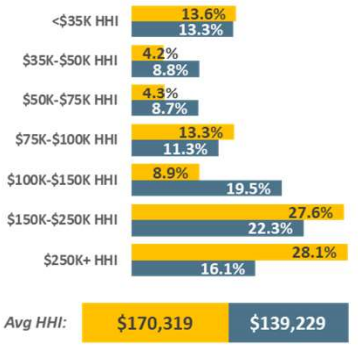
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



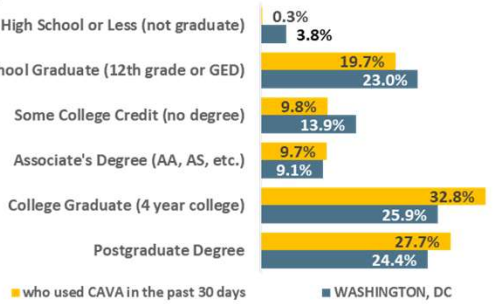
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 115

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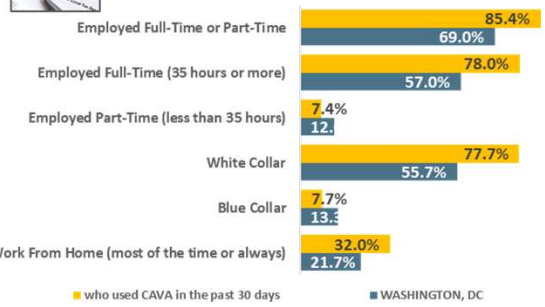
CAVA

7.7% or 364,476 of WASHINGTON, DC Metro Adults 18 or older used CAVA in the past 30 days. Adults 18 or older who used CAVA in the past 30 days are 20.5% more likely to be a college graduate, 36.8% more likely to work full-time, 5.4% less likely to be married, 17.9% more likely to be a parent of 1 or more children under 18.

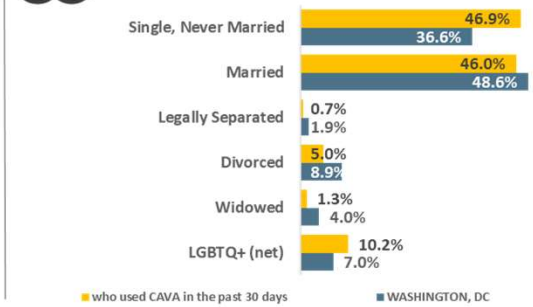
Education Levels: Adults 18 or older



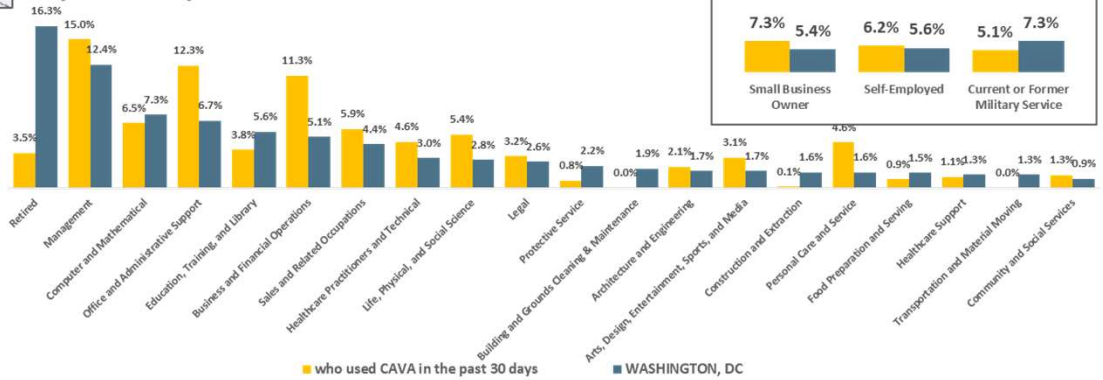
Employment: Adults 18 or older



Marital Status: Adults 18 or older

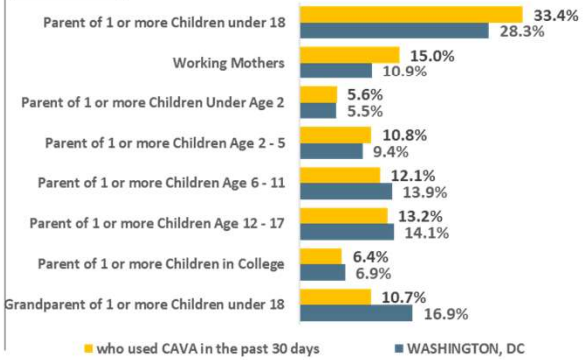


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



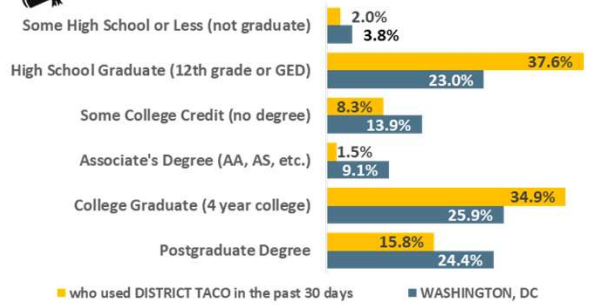
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 368

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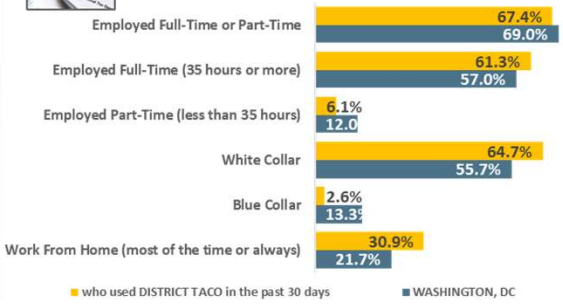
Quick service restaurants used past 30 days: CAVA

2.% or 93,320 of WASHINGTON, DC Metro Adults 18 or older used DISTRICT TACO in the past 30 days. Adults 18 or older who used DISTRICT TACO in the past 30 days are .9% more likely to be a college graduate, 7.5% more likely to work full-time, 41.5% less likely to be married, 26.4% more likely to be a parent of 1 or more children under 18.

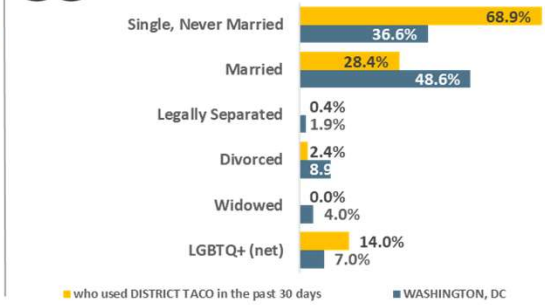
Education Levels: Adults 18 or older



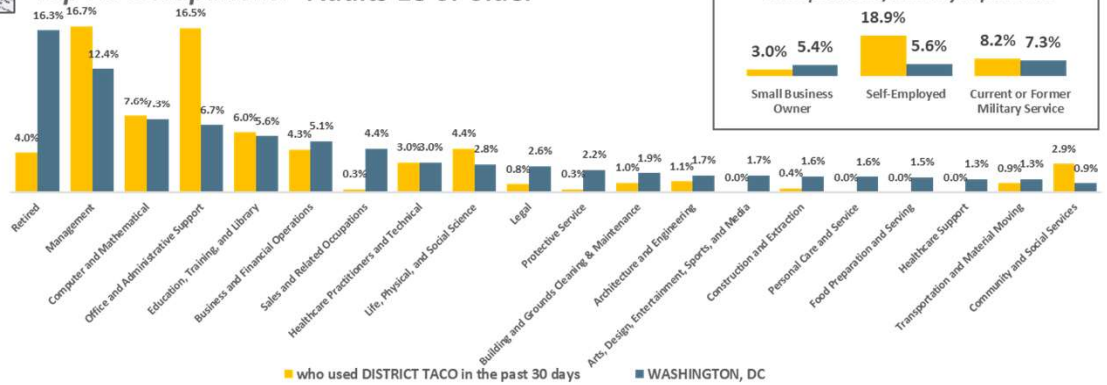
Employment: Adults 18 or older



Marital Status: Adults 18 or older

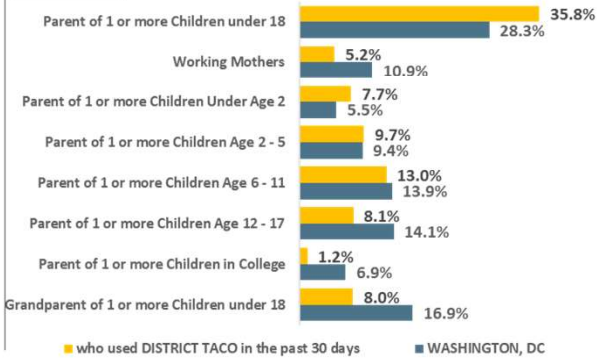


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



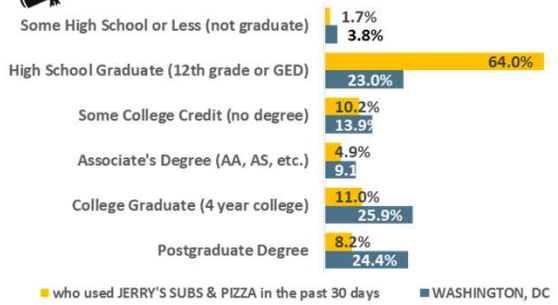
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 83

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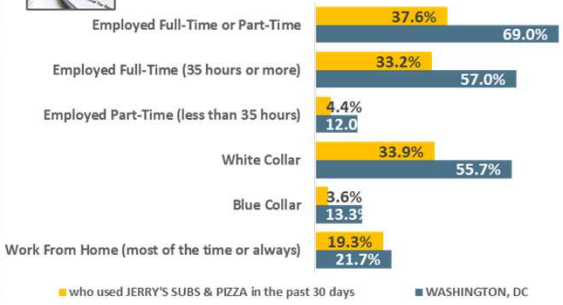
Quick service restaurants used past 30 days: District Taco

1.6% or 75,461 of WASHINGTON, DC Metro Adults 18 or older used JERRY'S SUBS & PIZZA in the past 30 days. Adults 18 or older who used JERRY'S SUBS & PIZZA in the past 30 days are 61.8% less likely to be a college graduate, 41.8% less likely to work full-time, 61.1% less likely to be married, 25.1% more likely to be a parent of 1 or more children under 18.

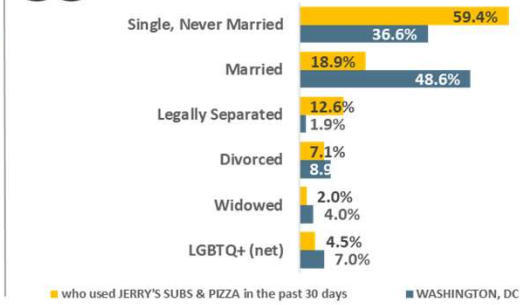
Education Levels: Adults 18 or older



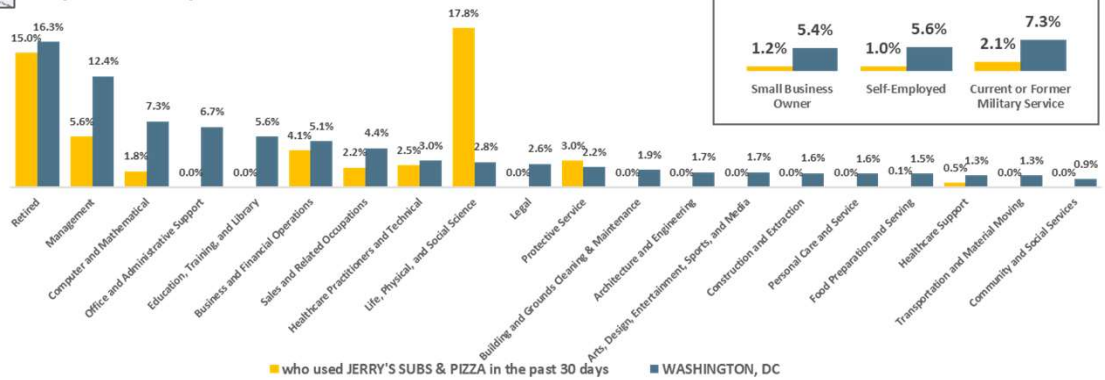
Employment: Adults 18 or older



Marital Status: Adults 18 or older

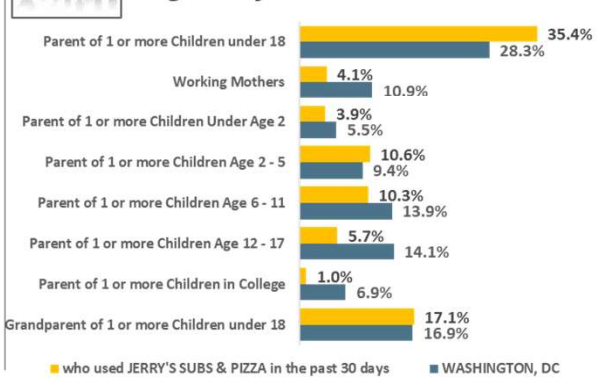


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older

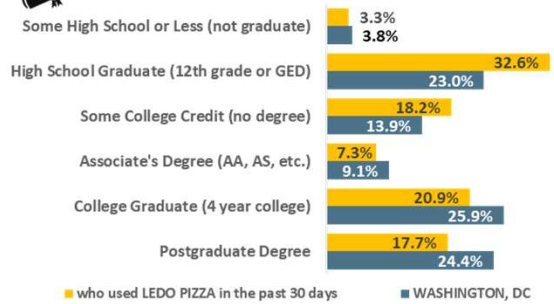


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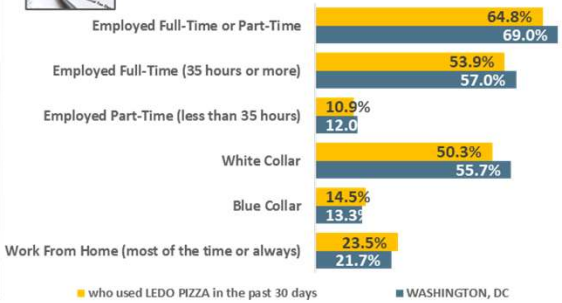
Quick service restaurants used past 30 days: Jerry's Subs & Pizza

6.8% or 318,984 of WASHINGTON, DC Metro Adults 18 or older used LEDO PIZZA in the past 30 days. Adults 18 or older who used LEDO PIZZA in the past 30 days are 23.% less likely to be a college graduate, 5.5% less likely to work full-time, .2% more likely to be married, 15.% more likely to be a parent of 1 or more children under 18.

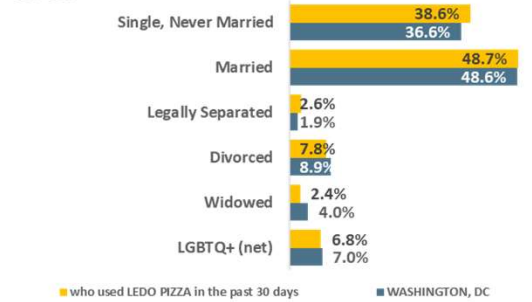
Education Levels: Adults 18 or older



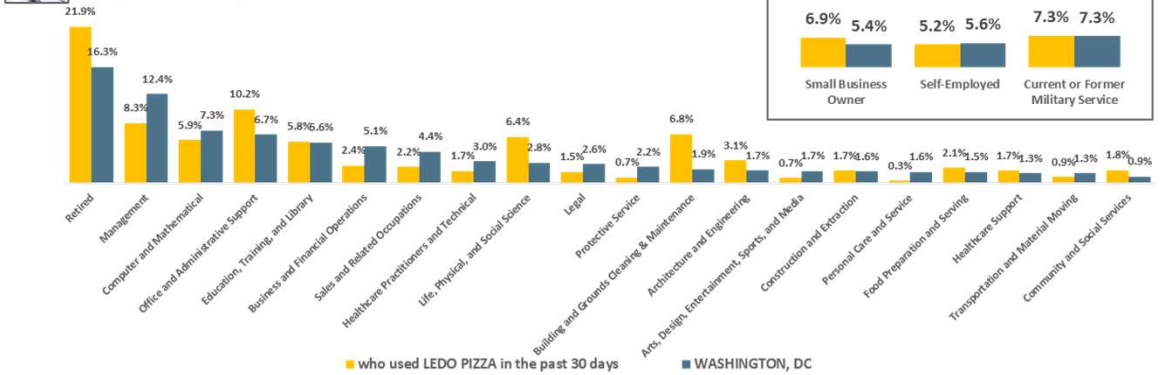
Employment: Adults 18 or older



Marital Status: Adults 18 or older

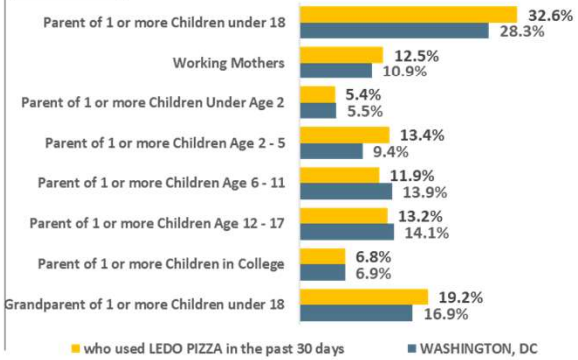


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 304

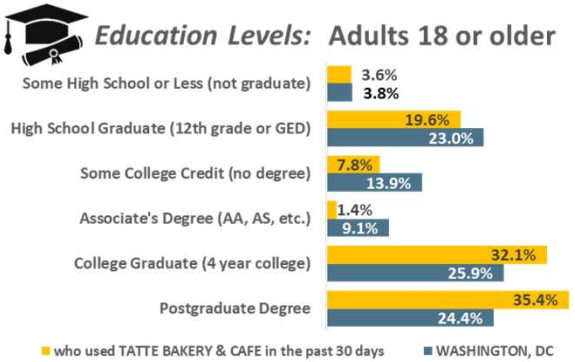
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Quick service restaurants used past 30 days: Ledo Pizza

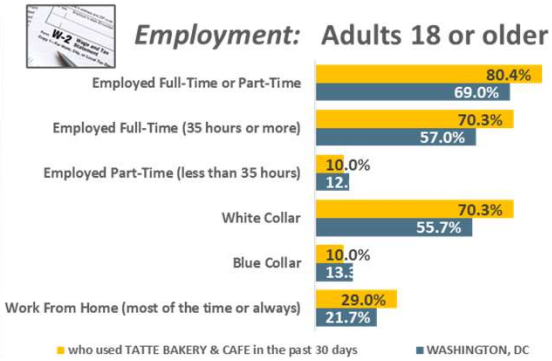
Tatte
BAKERY & CAFÉ

2.8% or 130,824 of WASHINGTON, DC Metro Adults 18 or older used TATTE BAKERY & CAFE in the past 30 days. Adults 18 or older who used TATTE BAKERY & CAFE in the past 30 days are 34.5% more likely to be a college graduate, 23.3% more likely to work full-time, 18.% less likely to be married, 31.2% less likely to be a parent of 1 or more children under 18.

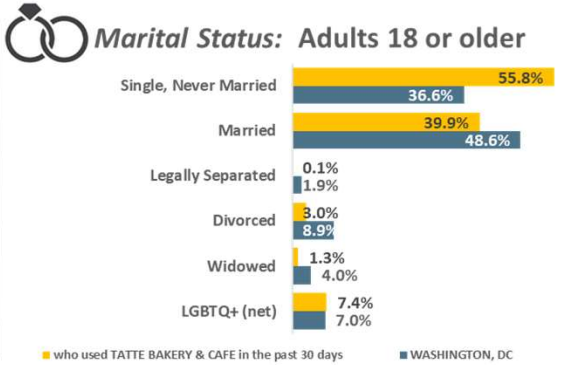
Education Levels: Adults 18 or older



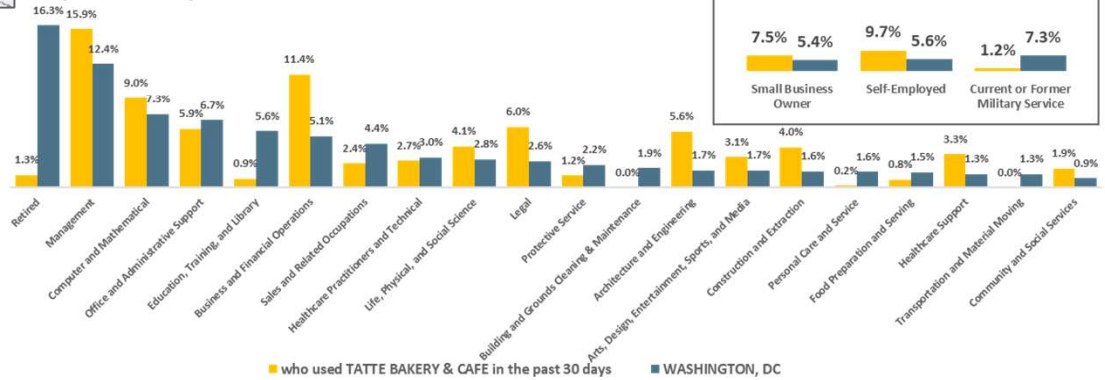
Employment: Adults 18 or older



Marital Status: Adults 18 or older

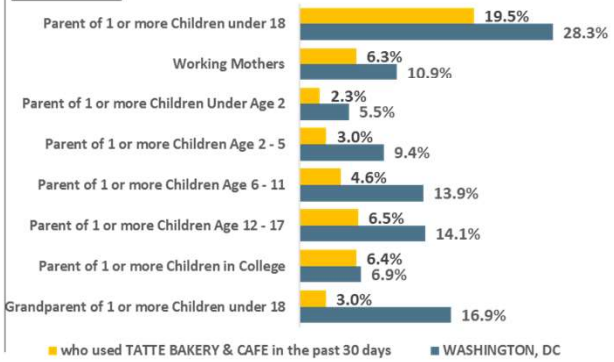


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 115

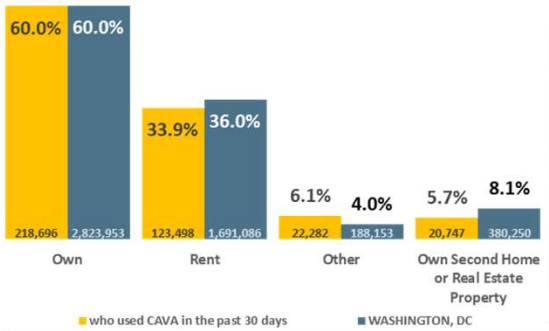
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Quick service restaurants used past 30 days: Tatte Bakery & Cafe

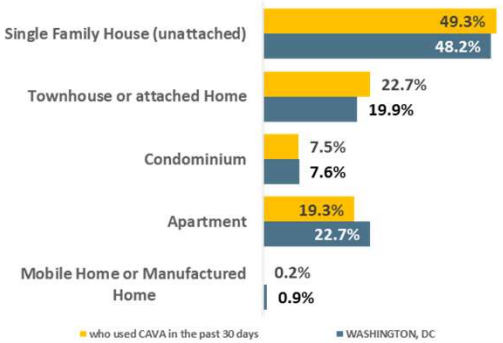
CAVA

7.7% or 364,476 of WASHINGTON, DC Metro Adults 18 or older used CAVA in the past 30 days.
Adults 18 or older who used CAVA in the past 30 days are .1% less likely to own their home, 9.3% more likely to own a higher valued home, 2.3% more likely to have a single-family home, 44.5% more likely to have a dog.

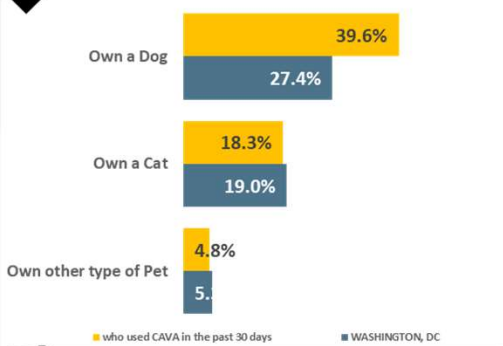
Own/Rent/Other: Adults 18 or older



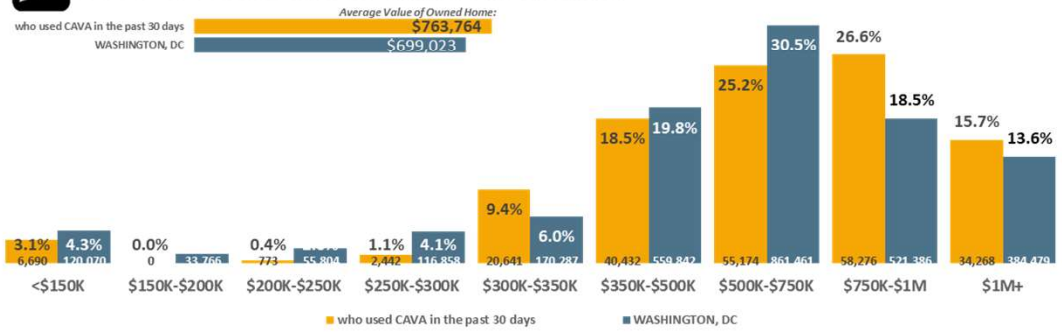
Type of Home: Adults 18 or older



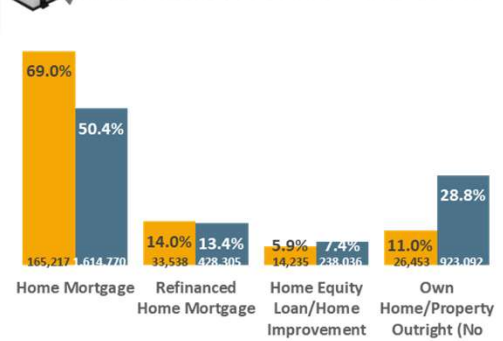
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



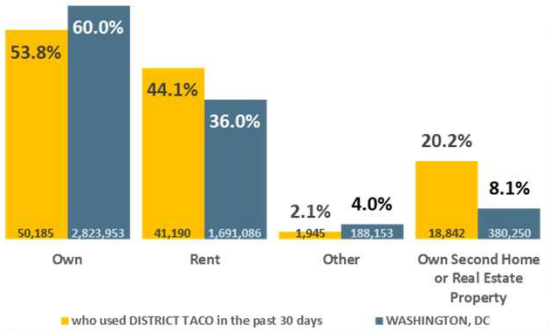
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 368

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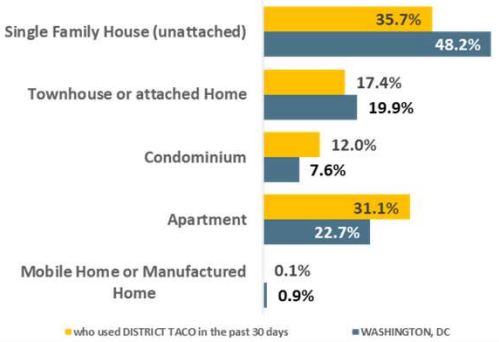
Quick service restaurants used past 30 days: CAVA

2.% or 93,320 of WASHINGTON, DC Metro Adults 18 or older used DISTRICT TACO in the past 30 days. Adults 18 or older who used DISTRICT TACO in the past 30 days are 10.4% less likely to own their home, 1.7% more likely to own a lower valued home, 25.9% less likely to have a single-family home, 9.9% more likely to have a dog.

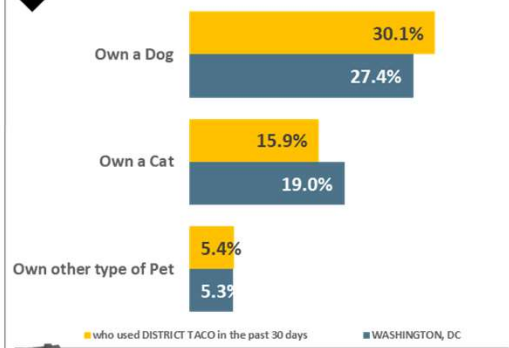
Own/Rent/Other: Adults 18 or older



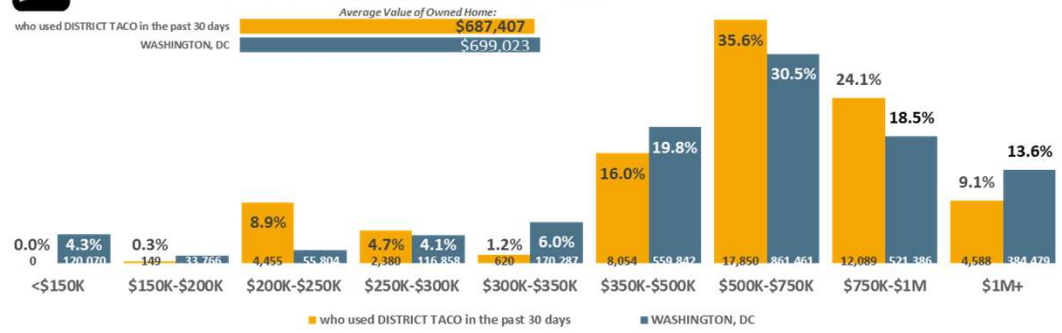
Type of Home: Adults 18 or older



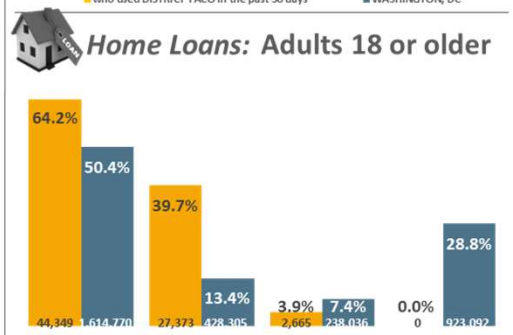
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



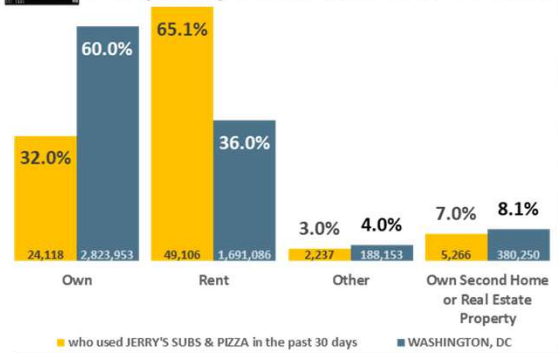
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 83

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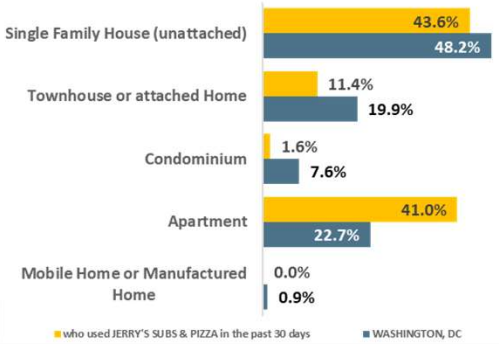
Quick service restaurants used past 30 days: District Taco

1.6% or 75,461 of WASHINGTON, DC Metro Adults 18 or older used JERRY'S SUBS & PIZZA in the past 30 days. Adults 18 or older who used JERRY'S SUBS & PIZZA in the past 30 days are 46.8% less likely to own their home, 11.8% more likely to own a higher valued home, 9.5% less likely to have a single-family home, 38.4% less likely to have a dog.

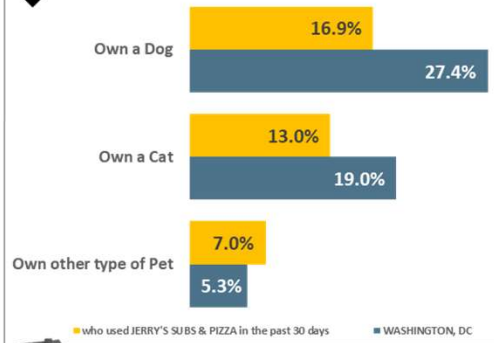
Own/Rent/Other: Adults 18 or older



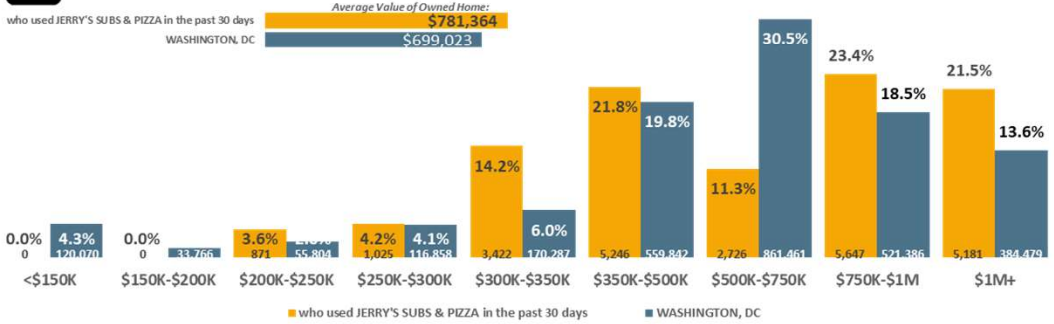
Type of Home: Adults 18 or older



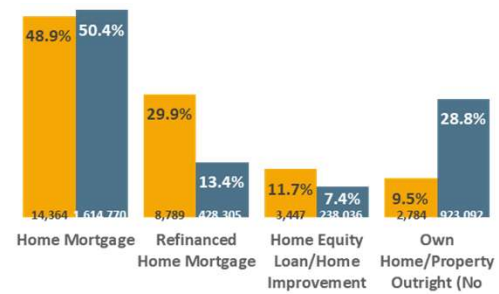
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



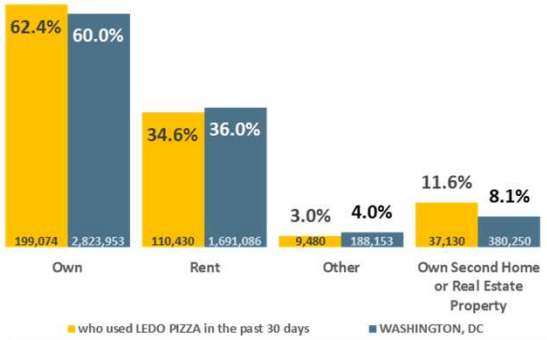
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 56

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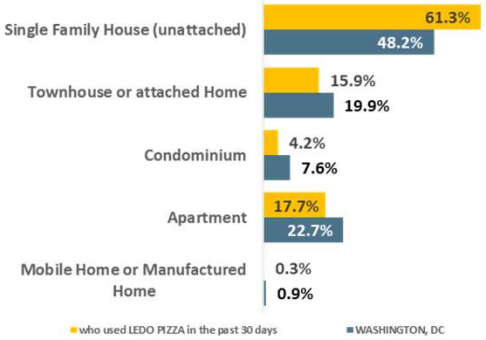
Quick service restaurants used past 30 days: Jerry's Subs & Pizza

6.8% or 318,984 of WASHINGTON, DC Metro Adults 18 or older used LEDO PIZZA in the past 30 days. Adults 18 or older who used LEDO PIZZA in the past 30 days are 3.9% more likely to own their home, 3.4% more likely to own a lower valued home, 27.3% more likely to have a single-family home, 1.% less likely to have a dog.

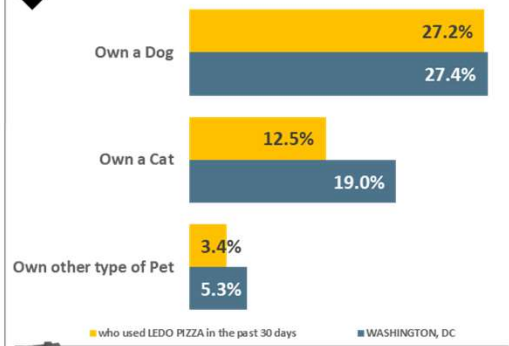
Own/Rent/Other: Adults 18 or older



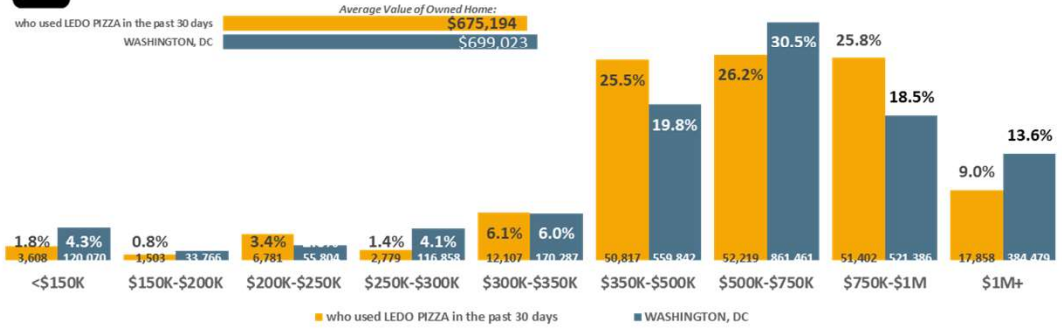
Type of Home: Adults 18 or older



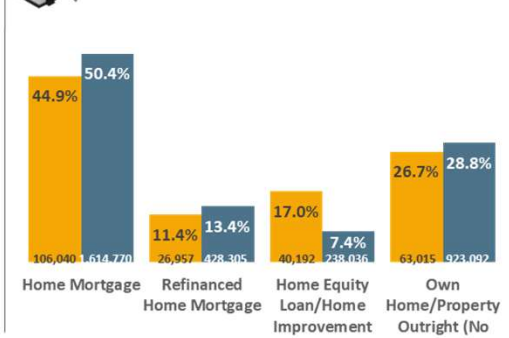
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 304

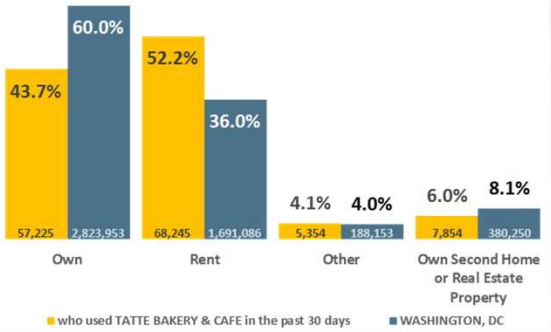
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Quick service restaurants used past 30 days: Ledo Pizza

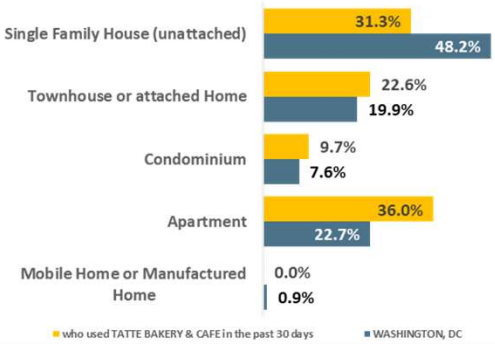
Tatte
BAKERY & CAFÉ

2.8% or 130,824 of WASHINGTON, DC Metro Adults 18 or older used TATTE BAKERY & CAFE in the past 30 days. Adults 18 or older who used TATTE BAKERY & CAFE in the past 30 days are 27.1% less likely to own their home, 19.7% more likely to own a higher valued home, 35.% less likely to have a single-family home, 32.6% less likely to have a dog.

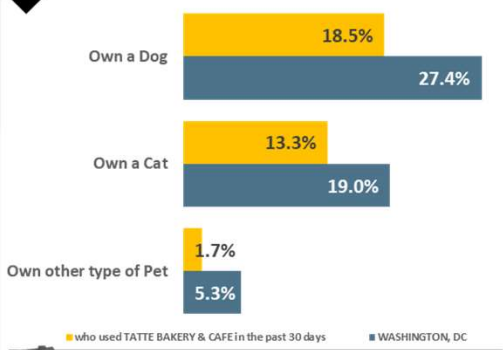
Own/Rent/Other: Adults 18 or older



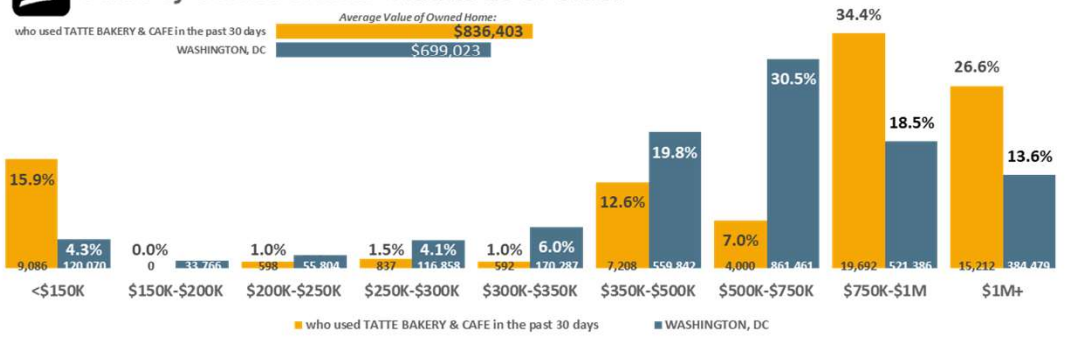
Type of Home: Adults 18 or older



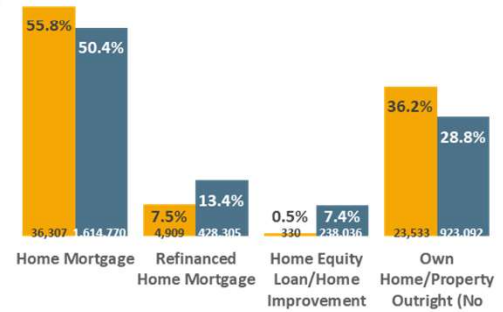
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 115

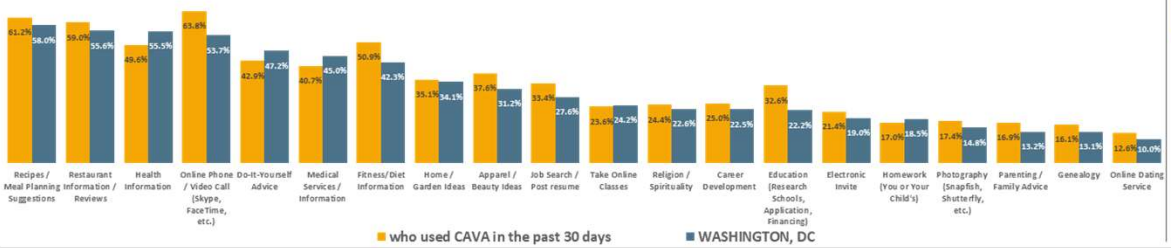
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Quick service restaurants used past 30 days: Tatte Bakery & Cafe

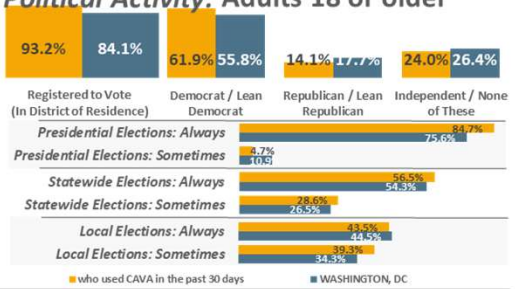
CAVA

7.7% or 364,476 of WASHINGTON, DC Metro Adults 18 or older used CAVA in the past 30 days.
Adults 18 or older who used CAVA in the past 30 days are 9.% less likely to look up D-I-Y advice online, 2.3% less likely to always vote in local elections, 56.8% more likely to belong to a gym, 28.5% more likely to fly domestic past yr.

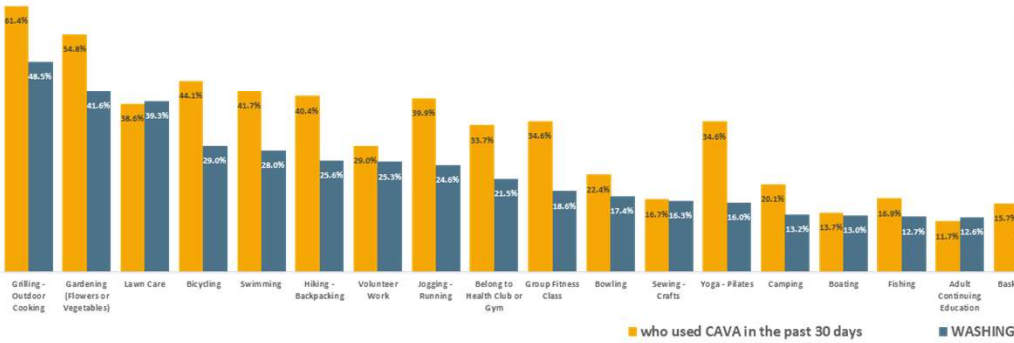
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



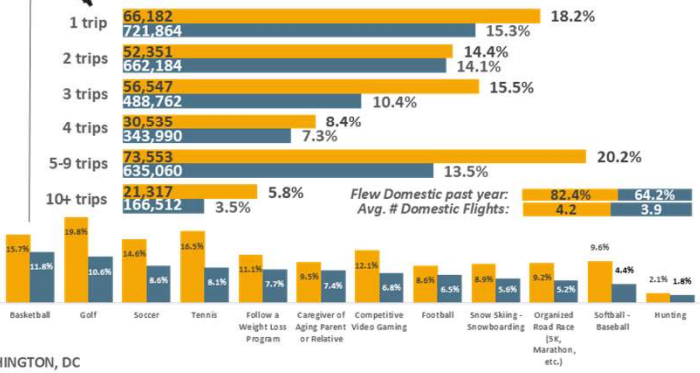
Political Activity: Adults 18 or older



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



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



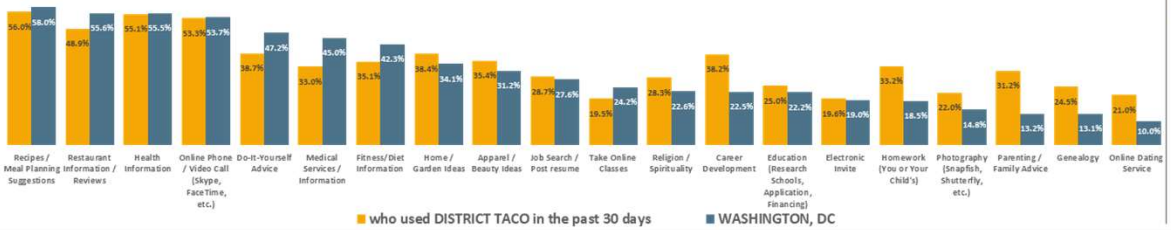
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 368

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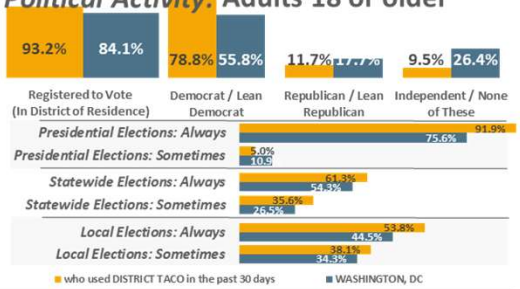
Quick service restaurants used past 30 days: CAVA

2.% or 93,320 of WASHINGTON, DC Metro Adults 18 or older used DISTRICT TACO in the past 30 days. Adults 18 or older who used DISTRICT TACO in the past 30 days are 18.1% less likely to look up D-I-Y advice online, 21.% more likely to always vote in local elections, 64.3% more likely to belong to a gym, 47.8% more likely to fly domestic past yr.

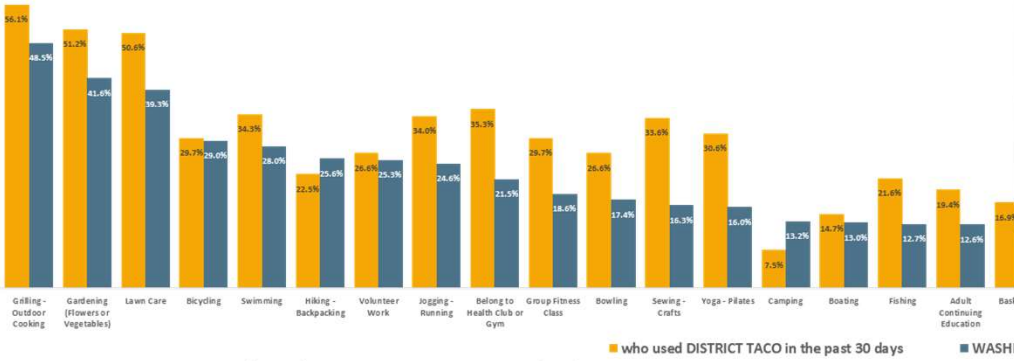
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



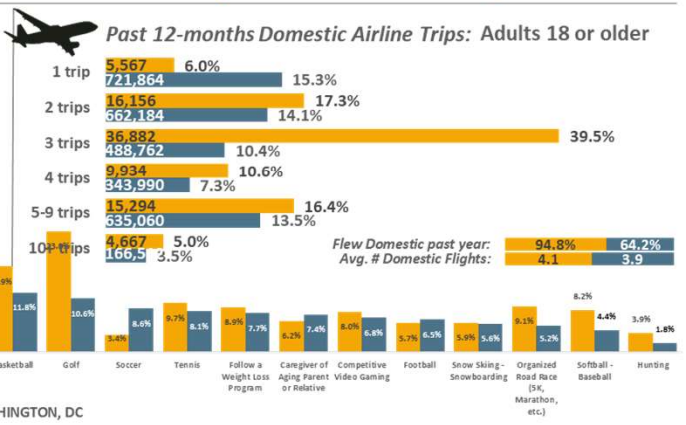
Political Activity: Adults 18 or older



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



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



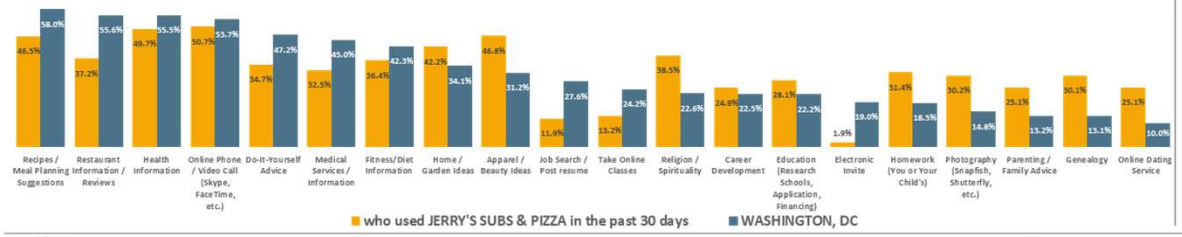
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 83

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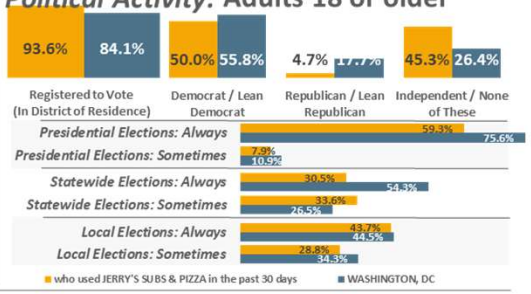
Quick service restaurants used past 30 days: District Taco

1.6% or 75,461 of WASHINGTON, DC Metro Adults 18 or older used JERRY'S SUBS & PIZZA in the past 30 days. Adults 18 or older who used JERRY'S SUBS & PIZZA in the past 30 days are 26.4% less likely to look up D-I-Y advice online, 1.8% less likely to always vote in local elections, 5.8% more likely to belong to a gym, 10.9% less likely to fly domestic past yr.

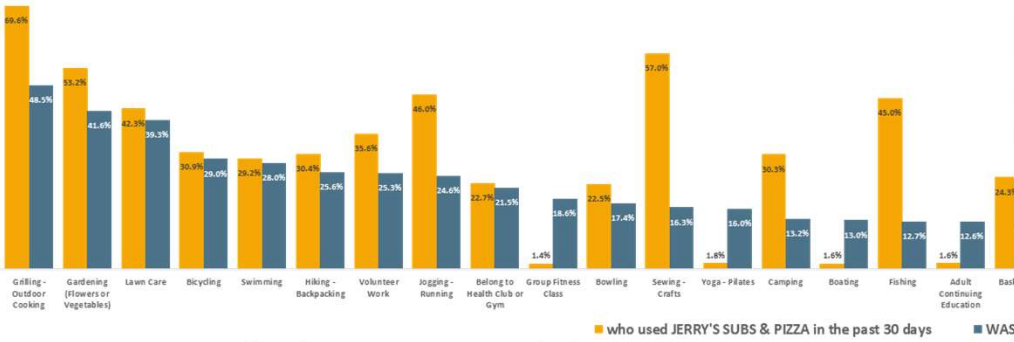
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



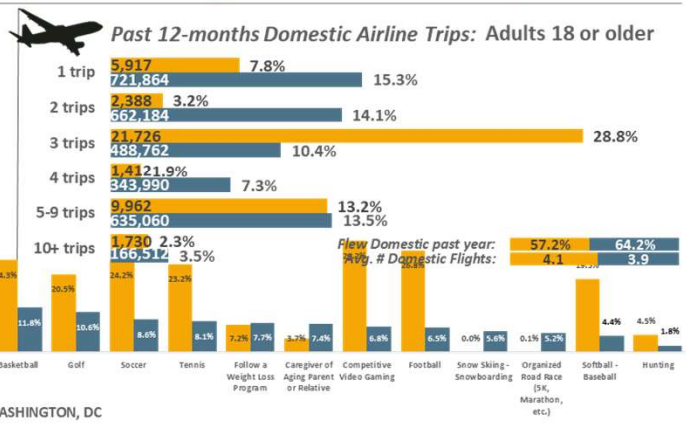
Political Activity: Adults 18 or older



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



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

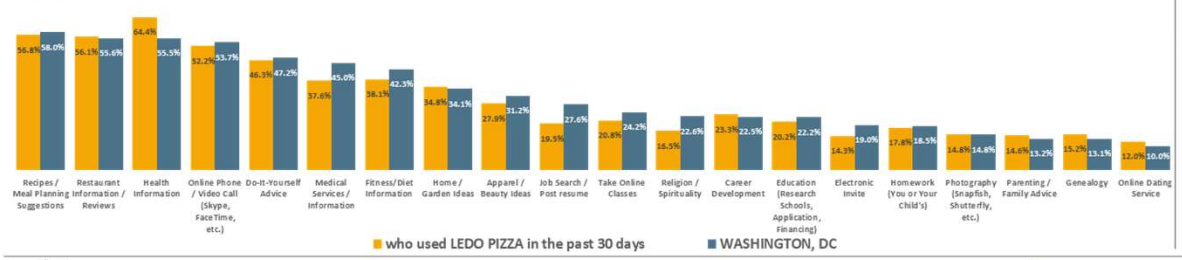


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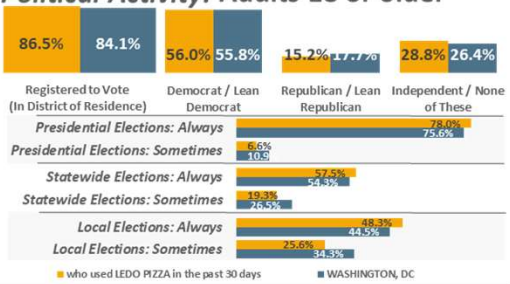
Quick service restaurants used past 30 days: Jerry's Subs & Pizza

6.8% or 318,984 of WASHINGTON, DC Metro Adults 18 or older used LEDO PIZZA in the past 30 days. Adults 18 or older who used LEDO PIZZA in the past 30 days are 1.9% less likely to look up D-I-Y advice online, 8.6% more likely to always vote in local elections, 2.2% more likely to belong to a gym, 2.8% less likely to fly domestic past yr.

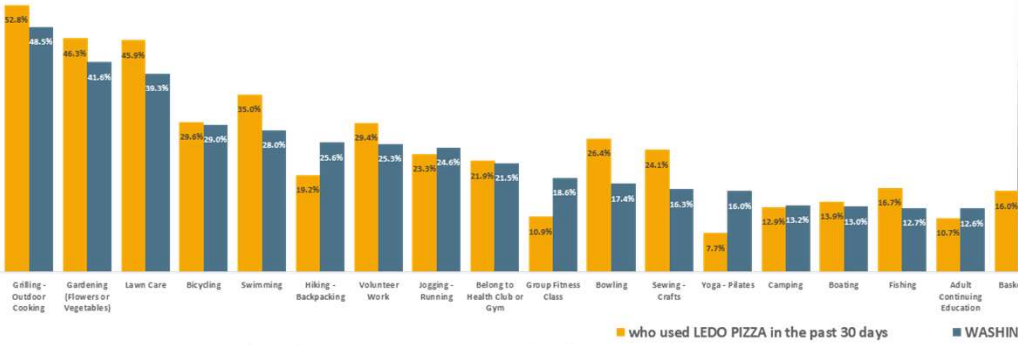
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



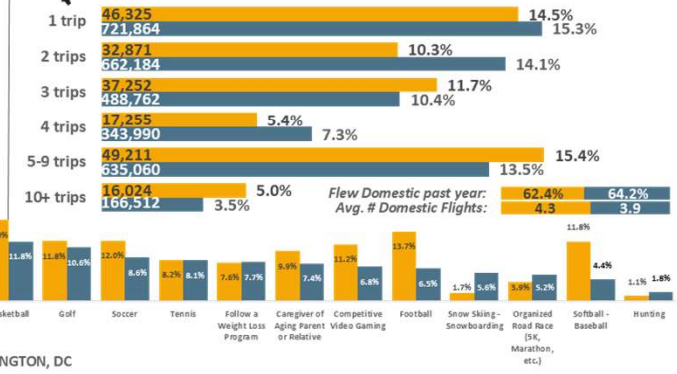
Political Activity: Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 304

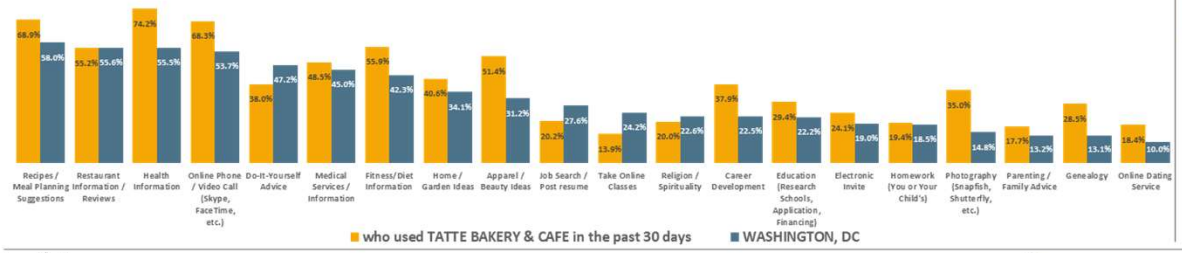
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Quick service restaurants used past 30 days: Ledo Pizza

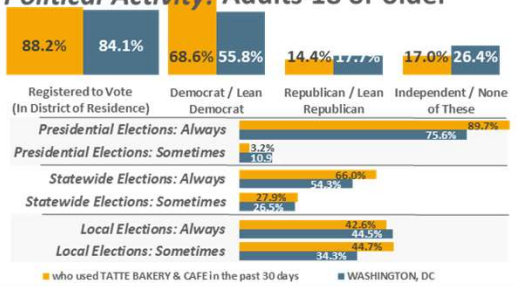
Tatte
BAKERY & CAFÉ

2.8% or 130,824 of WASHINGTON, DC Metro Adults 18 or older used TATTE BAKERY & CAFE in the past 30 days. Adults 18 or older who used TATTE BAKERY & CAFE in the past 30 days are 19.6% less likely to look up D-I-Y advice online, 4.1% less likely to always vote in local elections, 100.7% more likely to belong to a gym, 22.6% more likely to fly domestic past yr.

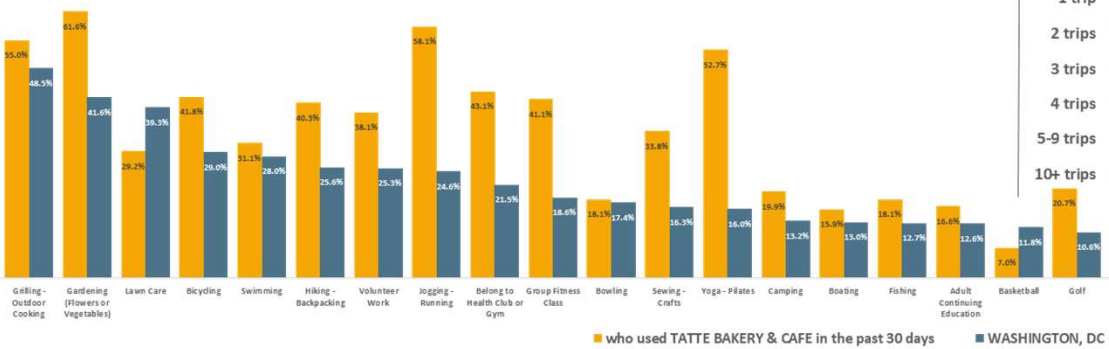
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



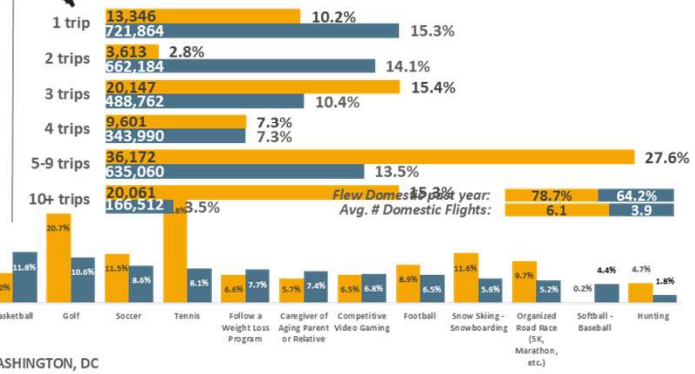
Political Activity: Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 115

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Quick service restaurants used past 30 days: Tatte Bakery & Cafe

CAVA

7.7% or 364,476 of WASHINGTON, DC Metro Adults 18 or older used CAVA in the past 30 days. Adults 18 or older who used CAVA in the past 30 days are 12.4% more likely to use QSRs past mo., 20.3% more likely to use Sit-Down Restaurants past mo., 12.9% less likely to use Casinos past yr., 23.9% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 100.0% 364,476 | 88.9% 4,182,960

Avg. Monthly QSR Meals: 8.5 | 6.2

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



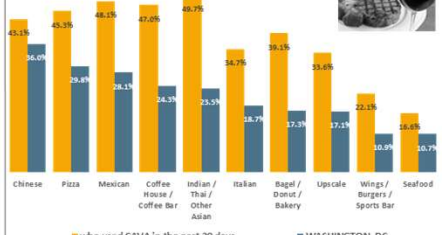
Total Monthly Sit-Down Restaurant Users: 91.1% 331,860 | 75.7% 3,560,126

Avg. Monthly Sit-Down Restaurant Meals: 5.8 | 4.1

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 CAVA in the past 30 days 127,692 35.0%

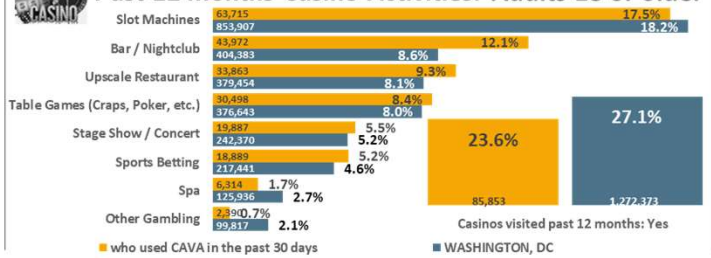
WASHINGTON, DC 1,272,416 27.1%

Drank Past 30-days: Adults 18 or older



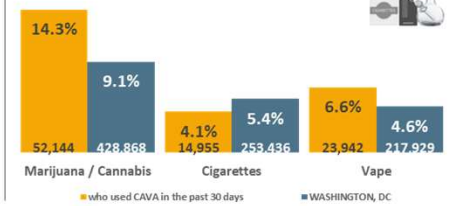
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 368

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Quick service restaurants used past 30 days: CAVA

2.% or 93,320 of WASHINGTON, DC Metro Adults 18 or older used DISTRICT TACO in the past 30 days. Adults 18 or older who used DISTRICT TACO in the past 30 days are 12.4% more likely to use QSRs past mo., 29.3% more likely to use Sit-Down Restaurants past mo., 8.2% more likely to use Casinos past yr., 98.1% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 100.0% 93,320 | 88.9% 4,182,960

Avg. Monthly QSR Meals: 10.4

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



Total Monthly Sit-Down Restaurant Users: 97.9% 91,353 | 75.7% 3,560,126

Avg. Monthly Sit-Down Restaurant Meals: 7.3 | 4.1

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 DISTRICT TACO in the past 30 days 41,909 44.9%

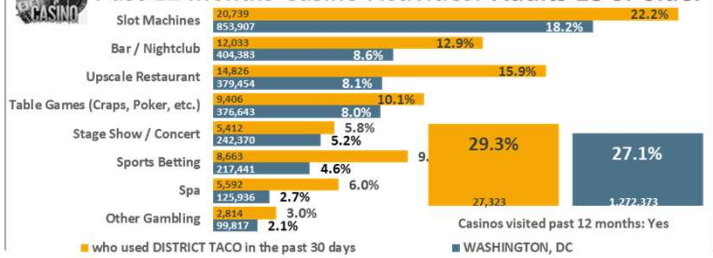
WASHINGTON, DC 1,272,416 27.1%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





29.3% 27,323 | 27.1% 1,272,373

Casinos visited past 12 months: Yes

Used Past 30-days: Adults 18 or older



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Quick service restaurants used past 30 days: District Taco

1.6% or 75,461 of WASHINGTON, DC Metro Adults 18 or older used JERRY'S SUBS & PIZZA in the past 30 days. Adults 18 or older who used JERRY'S SUBS & PIZZA in the past 30 days are 12.4% more likely to use QSRs past mo., 9.8% more likely to use Sit-Down Restaurants past mo., 5.5% more likely to use Casinos past yr., 52.% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 100.0% 75,461 | 88.9% 4,182,960

Avg. Monthly QSR Meals: 12.2

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



Total Monthly Sit-Down Restaurant Users: 83.1% 62,704 | 75.7% 3,560,126

Avg. Monthly Sit-Down Restaurant Meals: 9.4 | 4.1

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 JERRY'S SUBS & PIZZA in the past 30 days: 21,756 | 28.8%

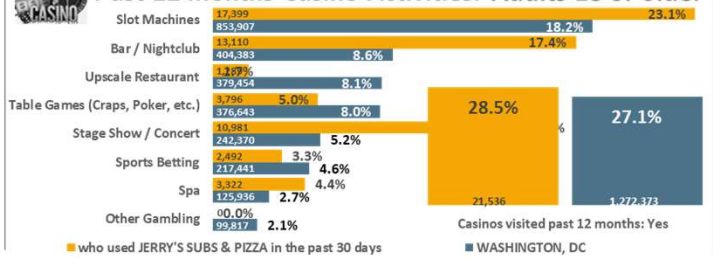
WASHINGTON, DC: 1,272,416 | 27.1%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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Quick service restaurants used past 30 days: Jerry's Subs & Pizza

6.8% or 318,984 of WASHINGTON, DC Metro Adults 18 or older used LEDO PIZZA in the past 30 days. Adults 18 or older who used LEDO PIZZA in the past 30 days are 12.4% more likely to use QSRs past mo., 22.% more likely to use Sit-Down Restaurants past mo., 38.3% more likely to use Casinos past yr., 58.7% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 100.0% 318,984 | 88.9% 4,182,960

Avg. Monthly QSR Meals: 8.7 | 6.2

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



Total Monthly Sit-Down Restaurant Users: 92.3% 294,499 | 75.7% 3,560,126

Avg. Monthly Sit-Down Restaurant Meals: 5.9 | 4.1

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 LEDO PIZZA in the past 30 days	72,426	22.7%
WASHINGTON, DC	1,272,416	27.1%

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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 304

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Quick service restaurants used past 30 days: Ledo Pizza

Tatte
BAKERY & CAFÉ

2.8% or 130,824 of WASHINGTON, DC Metro Adults 18 or older used TATTE BAKERY & CAFE in the past 30 days. Adults 18 or older who used TATTE BAKERY & CAFE in the past 30 days are 12.4% more likely to use QSRs past mo., 30.1% more likely to use Sit-Down Restaurants past mo., 42.% less likely to use Casinos past yr., 36.% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:
100.0% 130,824
88.9% 4,182,960

Avg. Monthly QSR Meals:
8.8
6.2

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



Total Monthly Sit-Down Restaurant Users:
98.5% 128,858
75.7% 3,560,126

Avg. Monthly Sit-Down Restaurant Meals:
6.9
4.1

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



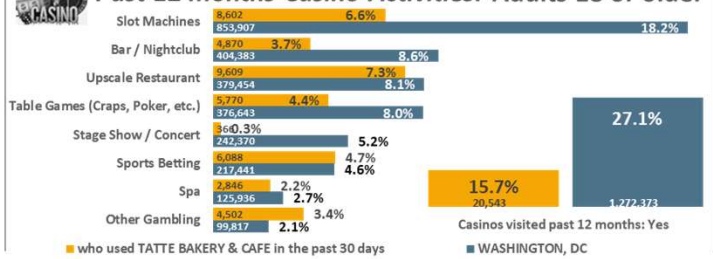
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who used TATTE BAKERY & CAFE in the past 30 days 40,373 30.9%
WASHINGTON, DC 1,272,416 27.1%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



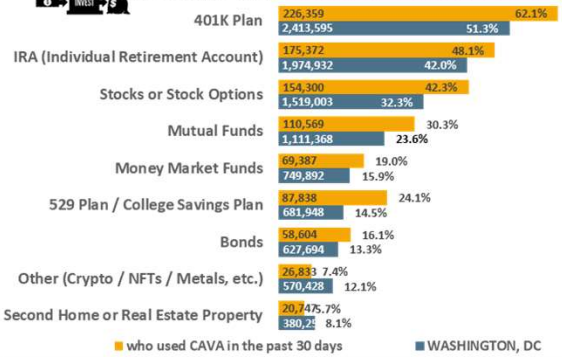
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Quick service restaurants used past 30 days: Tatte Bakery & Cafe

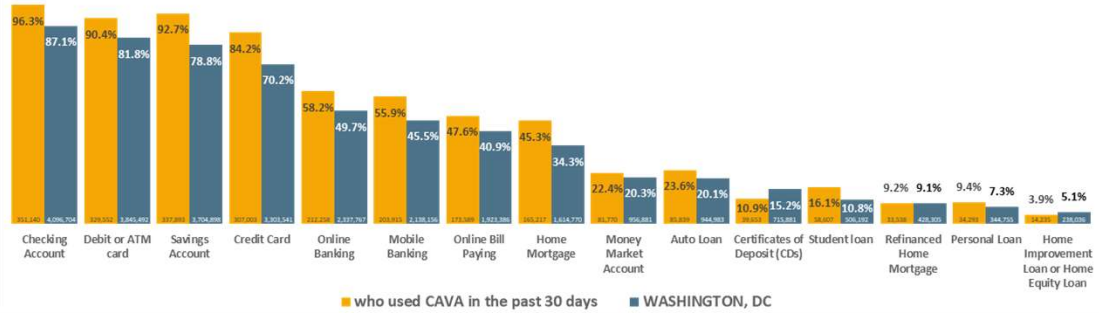
CAVA

7.7% or 364,476 of WASHINGTON, DC Metro Adults 18 or older used CAVA in the past 30 days.
Adults 18 or older who used CAVA in the past 30 days are 21.% more likely to have a 401K, 17.2% more likely to have an Auto Loan, 66.% more likely to Invest/Trade Stocks Online, 7.1% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



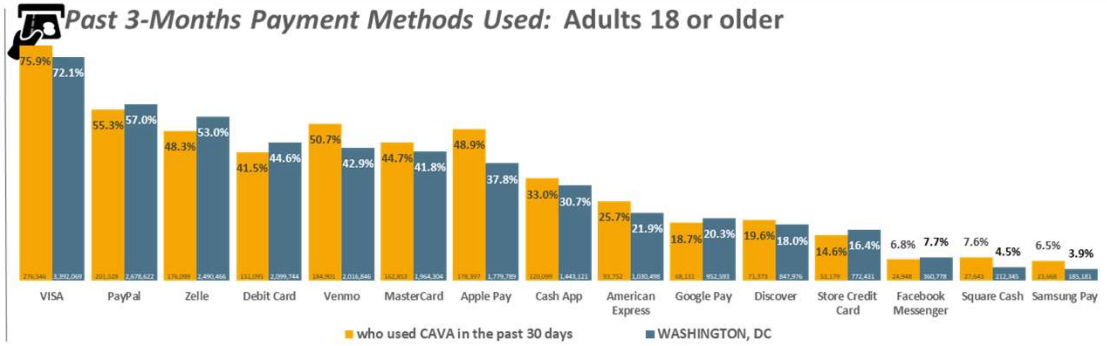
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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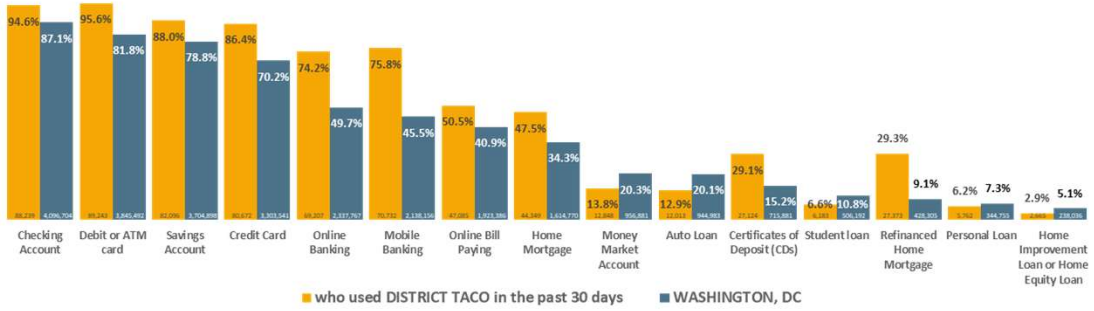
Quick service restaurants used past 30 days: CAVA

2.% or 93,320 of WASHINGTON, DC Metro Adults 18 or older used DISTRICT TACO in the past 30 days. Adults 18 or older who used DISTRICT TACO in the past 30 days are 11.7% less likely to have a 401K, 35.9% less likely to have an Auto Loan, 48.9% more likely to Invest/Trade Stocks Online, 63.3% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



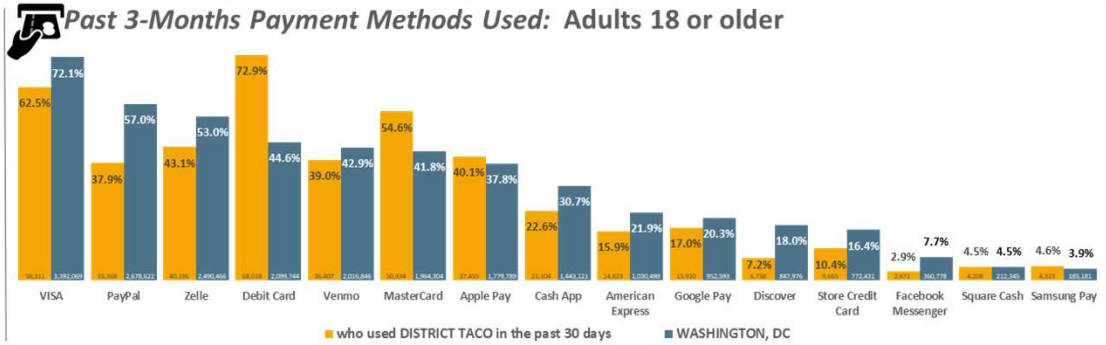
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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

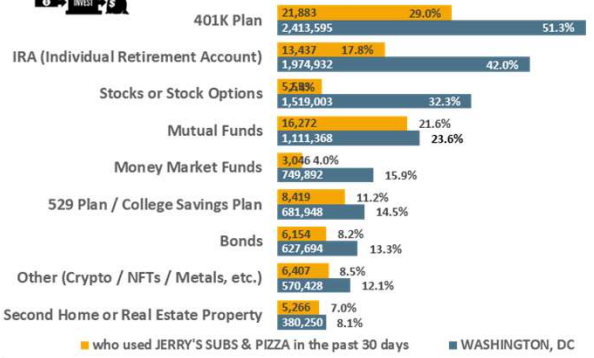


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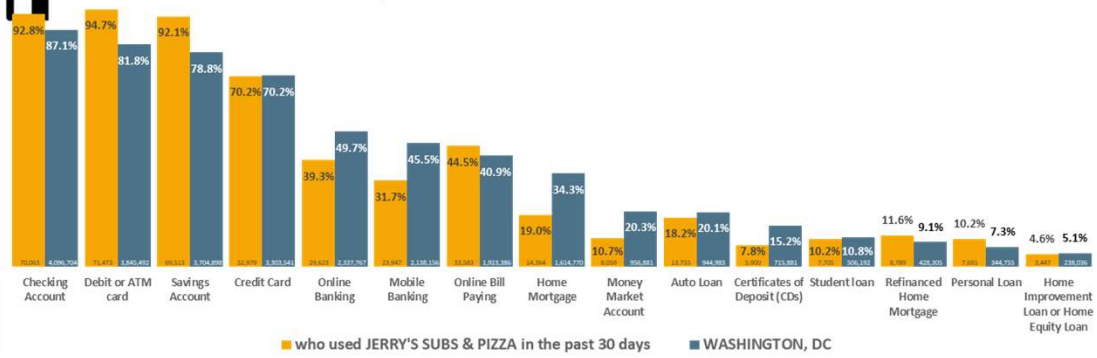
Quick service restaurants used past 30 days: District Taco

1.6% or 75,461 of WASHINGTON, DC Metro Adults 18 or older used JERRY'S SUBS & PIZZA in the past 30 days. Adults 18 or older who used JERRY'S SUBS & PIZZA in the past 30 days are 43.5% less likely to have a 401K, 9.3% less likely to have an Auto Loan, 74.% less likely to Invest/Trade Stocks Online, 38.2% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



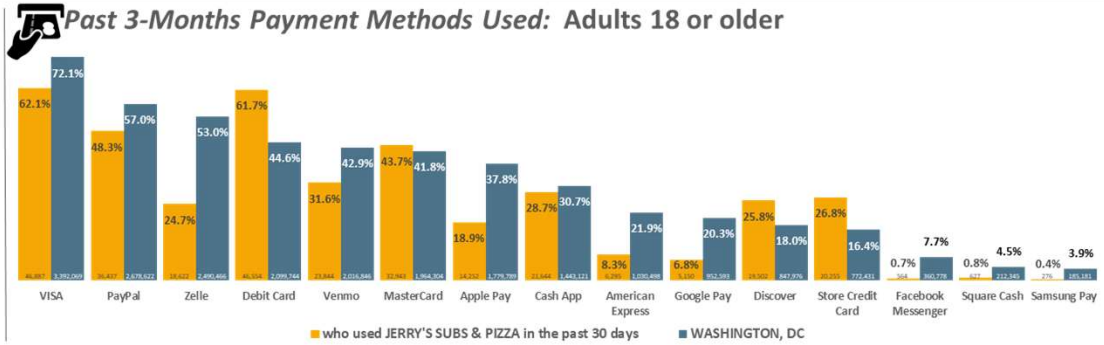
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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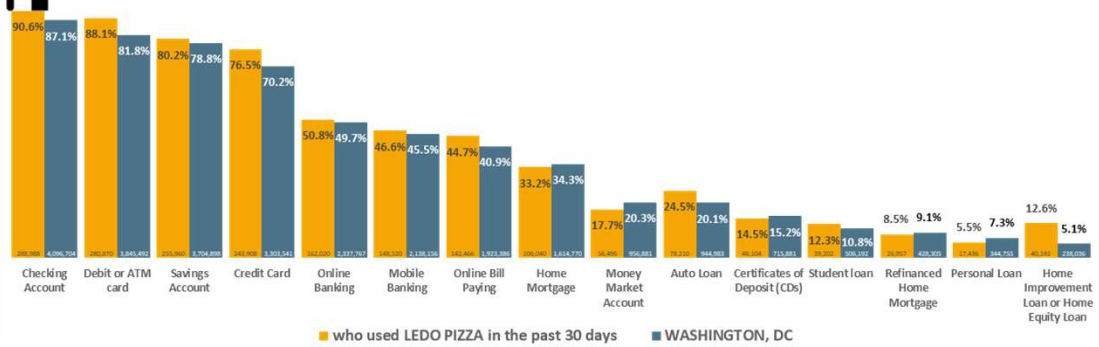
Quick service restaurants used past 30 days: Jerry's Subs & Pizza

6.8% or 318,984 of WASHINGTON, DC Metro Adults 18 or older used LEDO PIZZA in the past 30 days. Adults 18 or older who used LEDO PIZZA in the past 30 days are 18.3% less likely to have a 401K, 22.% more likely to have an Auto Loan, 38.3% less likely to Invest/Trade Stocks Online, 22.2% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



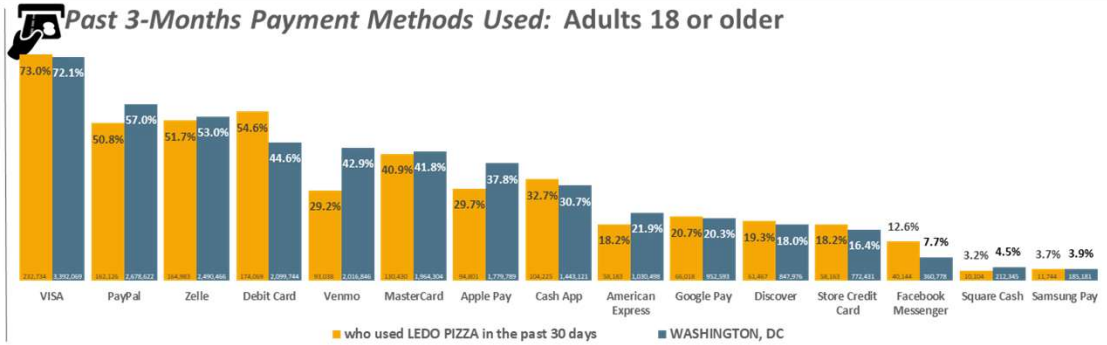
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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Quick service restaurants used past 30 days: Ledo Pizza

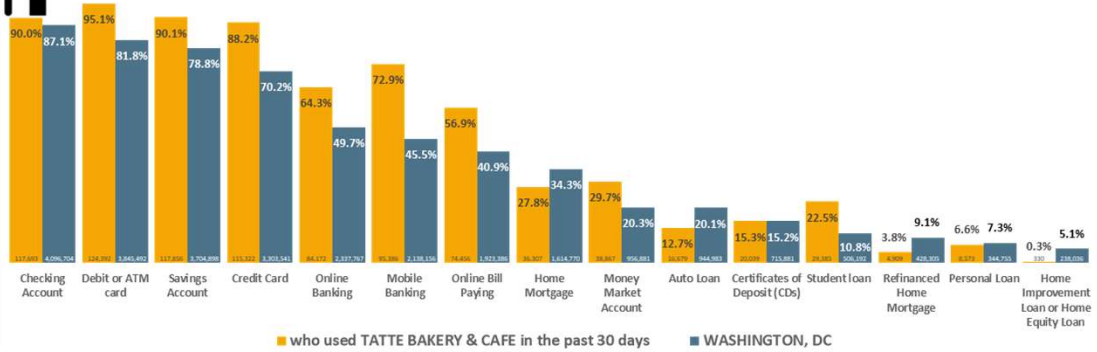
Tatte
BAKERY & CAFÉ

2.8% or 130,824 of WASHINGTON, DC Metro Adults 18 or older used TATTE BAKERY & CAFE in the past 30 days. Adults 18 or older who used TATTE BAKERY & CAFE in the past 30 days are 29.6% more likely to have a 401K, 36.5% less likely to have an Auto Loan, 71.8% more likely to Invest/Trade Stocks Online, 26.% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

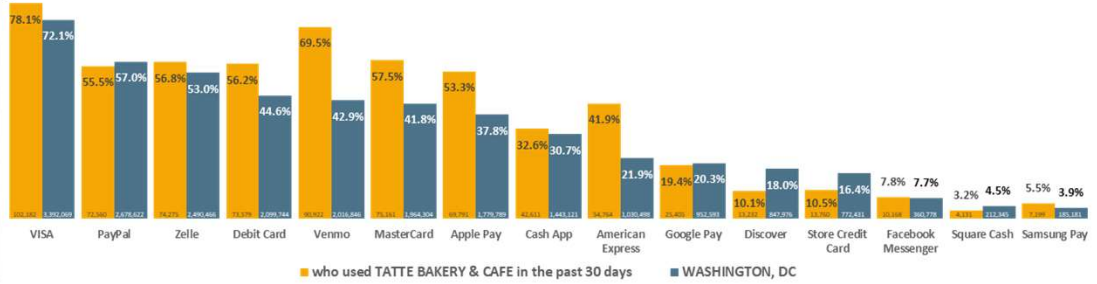


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



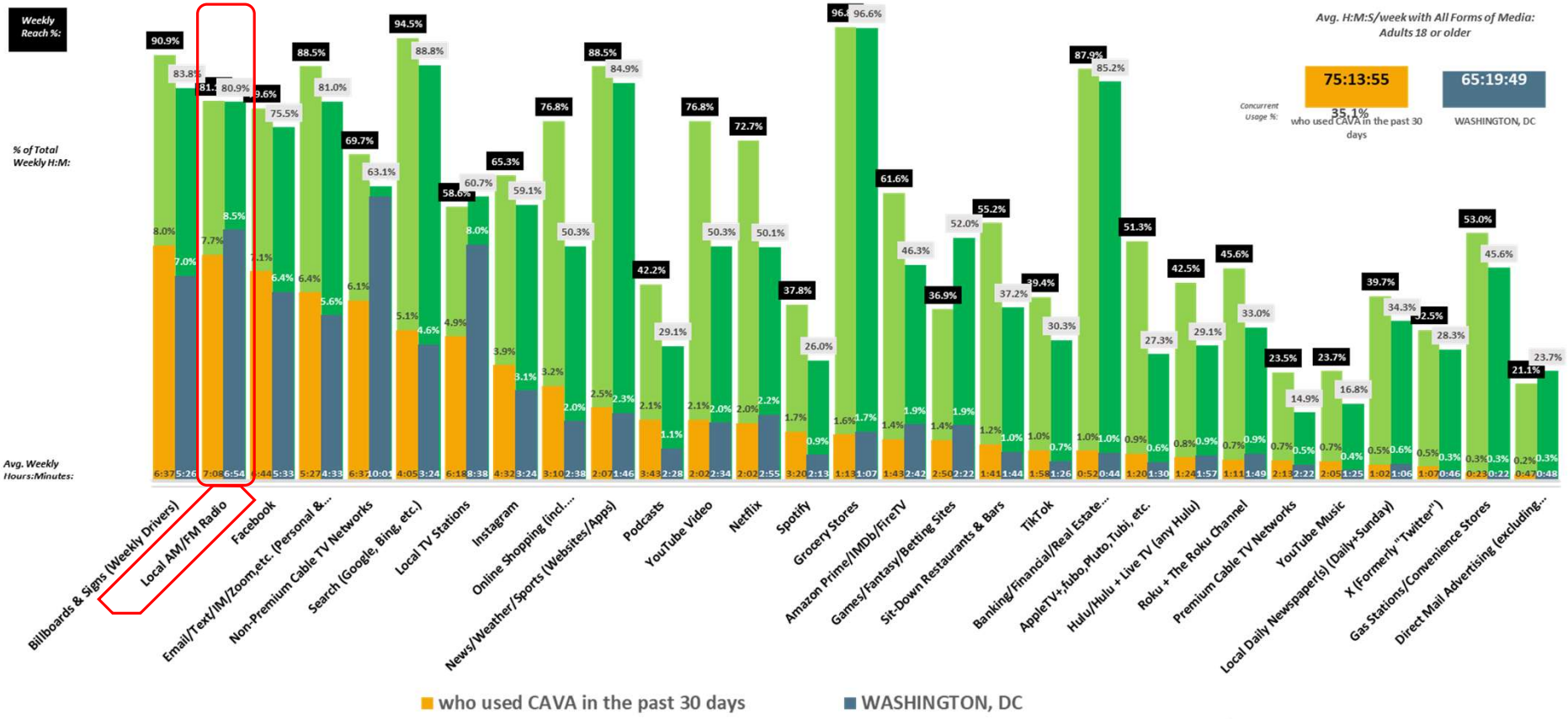
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Quick service restaurants used past 30 days: Tatte Bakery & Cafe

CAVA

Adults 18 or older who used CAVA in the past 30 days spend an average of 3 days, 3 hours, 13 minutes and 55 seconds each week with All Forms of Media.

81.1% of Adults 18 or older who used CAVA in the past 30 days spend an avg. of 7 hours and 8 minutes each week listening to All Local AM/FM Radio, representing 7.7% of total time spent with all forms of Media.



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 368 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

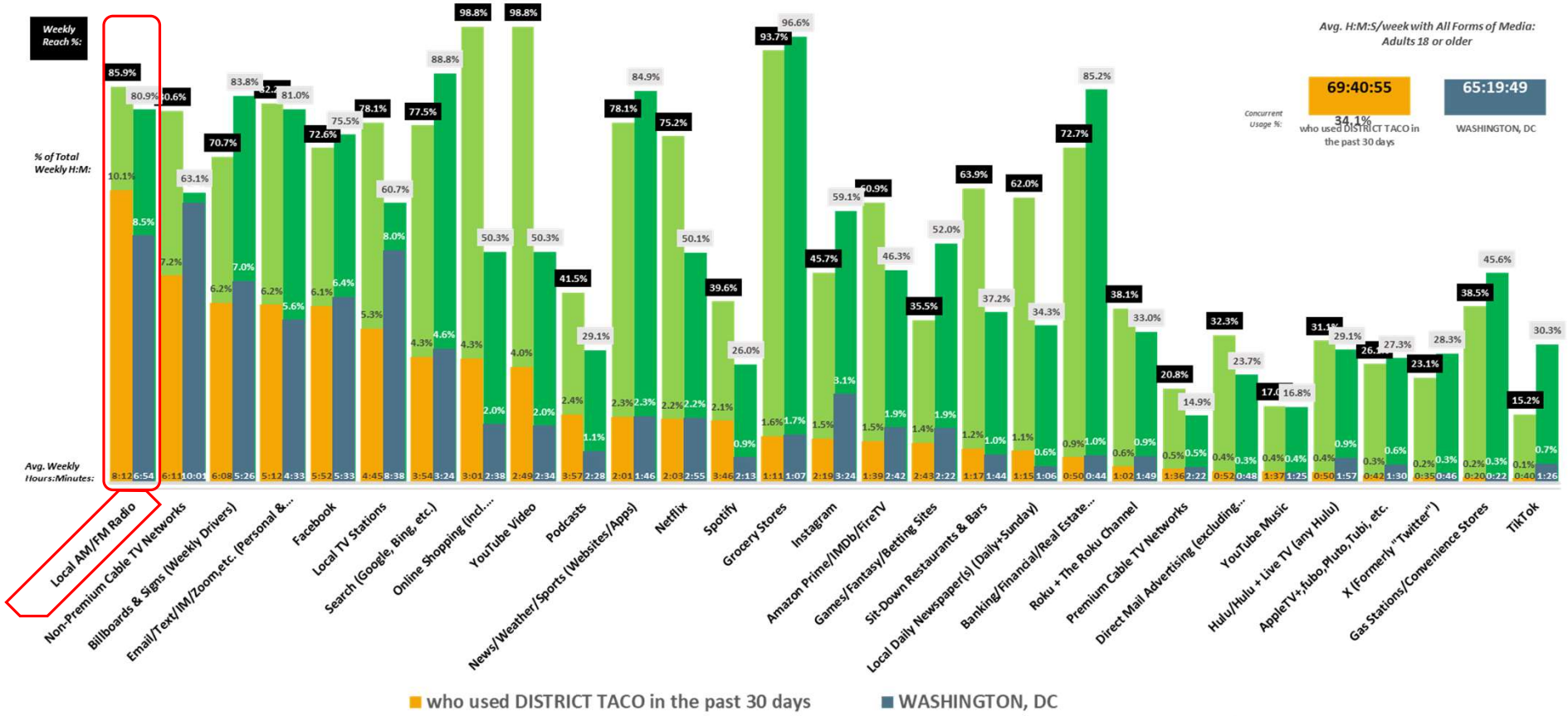
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Quick service restaurants used past 30 days: CAVA

Adults 18 or older who used DISTRICT TACO in the past 30 days spend an average of 2 days, 21 hours, 40 minutes and 55 seconds each week with All Forms of Media.

85.9% of Adults 18 or older who used DISTRICT TACO in the past 30 days spend an avg. of 8 hours and 12 minutes each week listening to All Local AM/FM Radio, representing 10.1% of total time spent with all forms of Media.



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 83 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

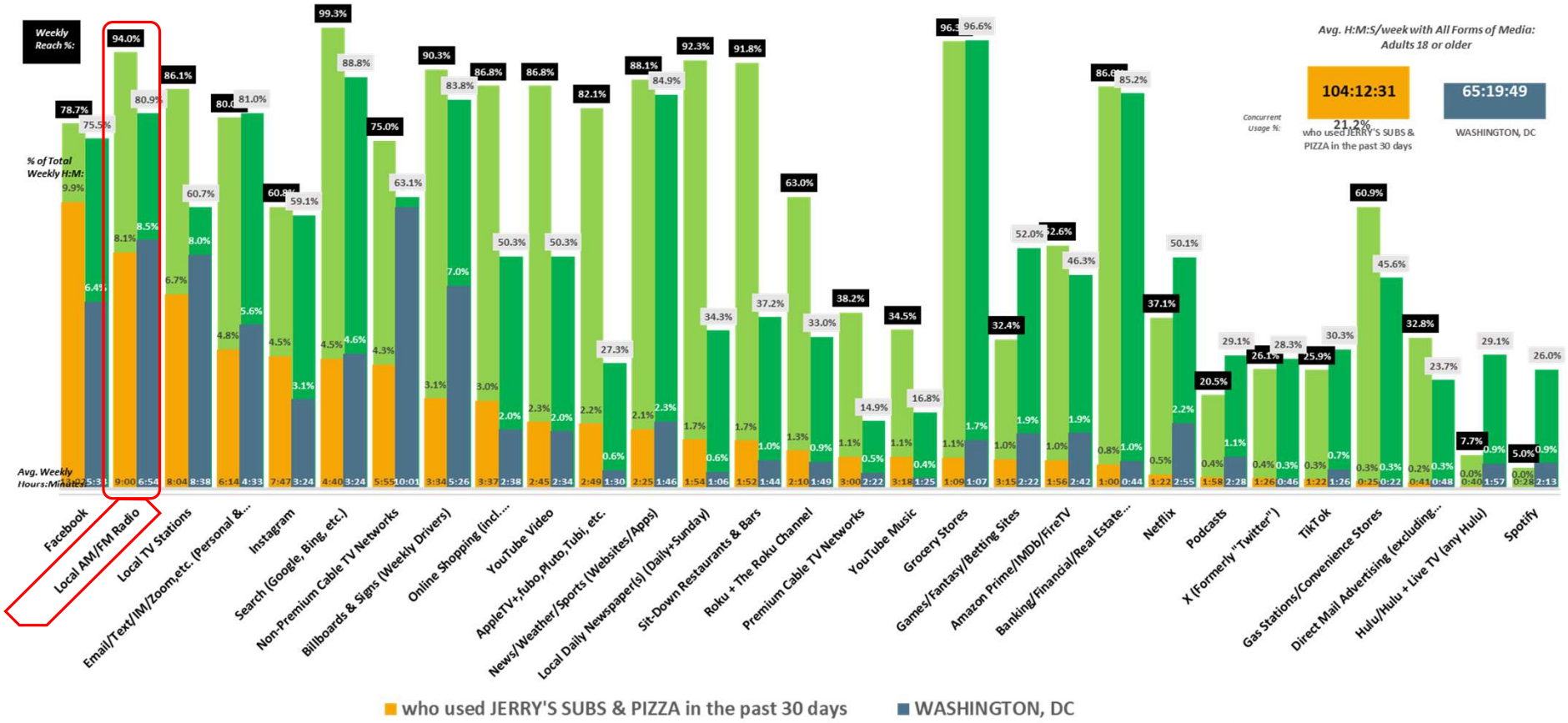
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Quick service restaurants used past 30 days: District Taco

Adults 18 or older who used JERRY'S SUBS & PIZZA in the past 30 days spend an average of 4 days, 8 hours, 12 minutes and 31 seconds each week with All Forms of Media.

94.% of Adults 18 or older who used JERRY'S SUBS & PIZZA in the past 30 days spend an avg. of 9 hours and 0 minutes each week listening to All Local AM/FM Radio, representing 8.1% of total time spent with all forms of Media.



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 56 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

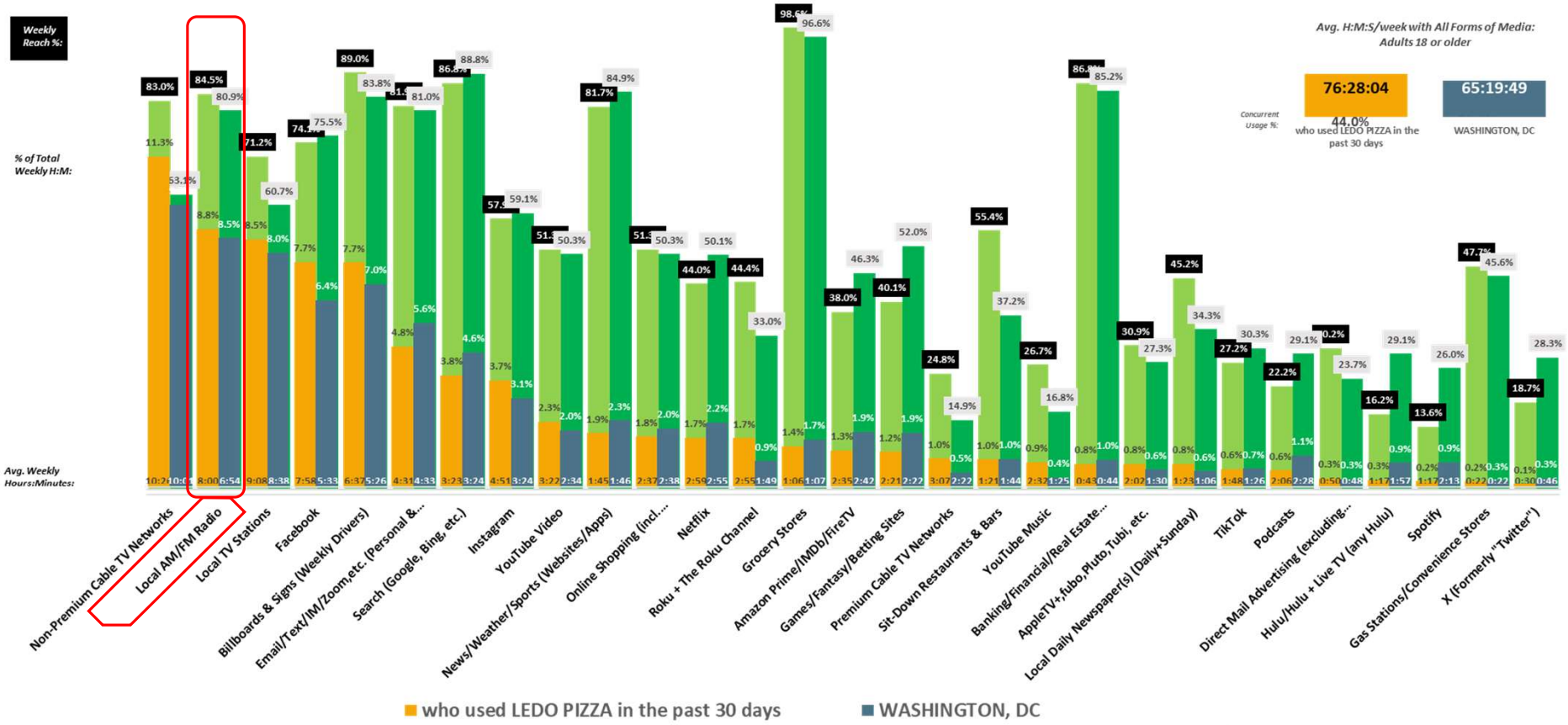
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Quick service restaurants used past 30 days: Jerry's Subs & Pizza

Adults 18 or older who used LEDO PIZZA in the past 30 days spend an average of 3 days, 4 hours, 28 minutes and 4 seconds each week with All Forms of Media.

84.5% of Adults 18 or older who used LEDO PIZZA in the past 30 days spend an avg. of 8 hours and 0 minutes each week listening to All Local AM/FM Radio, representing 8.8% of total time spent with all forms of Media.



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 304 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

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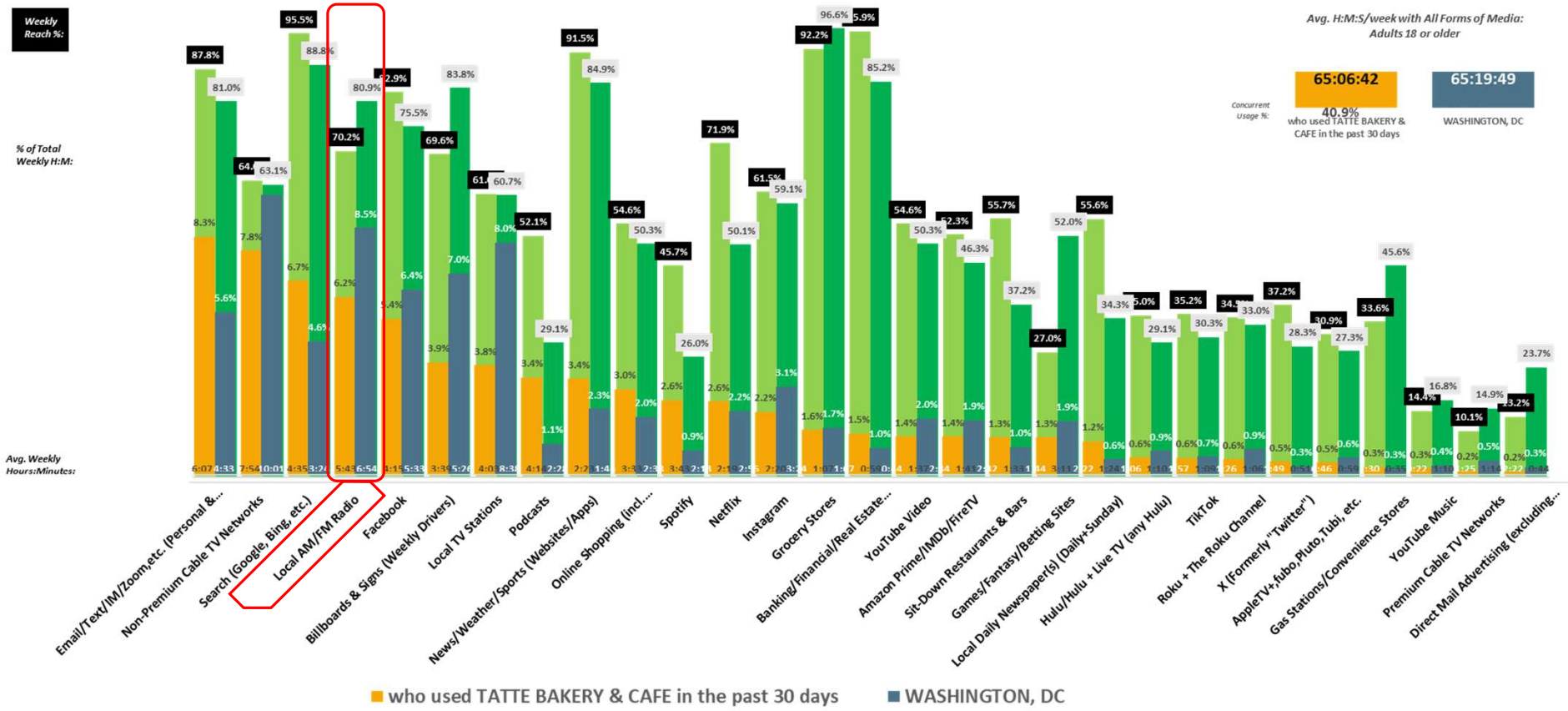
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Quick service restaurants used past 30 days: Ledo Pizza

Tatte
BAKERY & CAFÉ

Adults 18 or older who used TATTE BAKERY & CAFE in the past 30 days spend an average of 2 days, 17 hours, 6 minutes and 42 seconds each week with All Forms of Media.

70.2% of Adults 18 or older who used TATTE BAKERY & CAFE in the past 30 days spend an avg. of 5 hours and 43 minutes each week listening to All Local AM/FM Radio, representing 6.2% of total time spent with all forms of Media.



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 115 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

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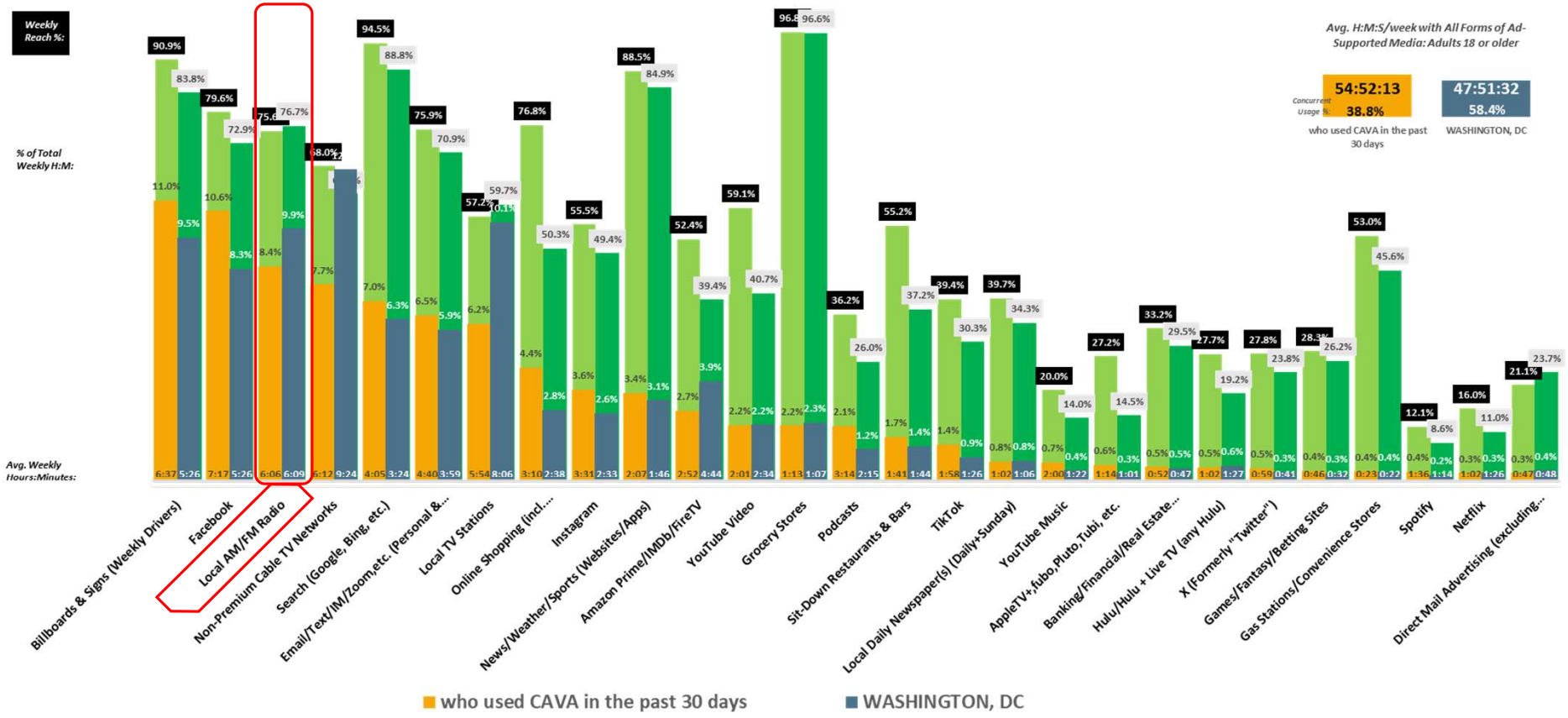
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Quick service restaurants used past 30 days: Tatte Bakery & Cafe

CAVA

Adults 18 or older who used CAVA in the past 30 days spend an average of 2 days, 6 hours, 52 minutes and 13 seconds each week with All Forms of Ad-Supported Media.

75.6% of Adults 18 or older who used CAVA in the past 30 days spend an avg. of 6 hours and 6 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.4% of total time spent with all forms of Ad-Supported Media.



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 368 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

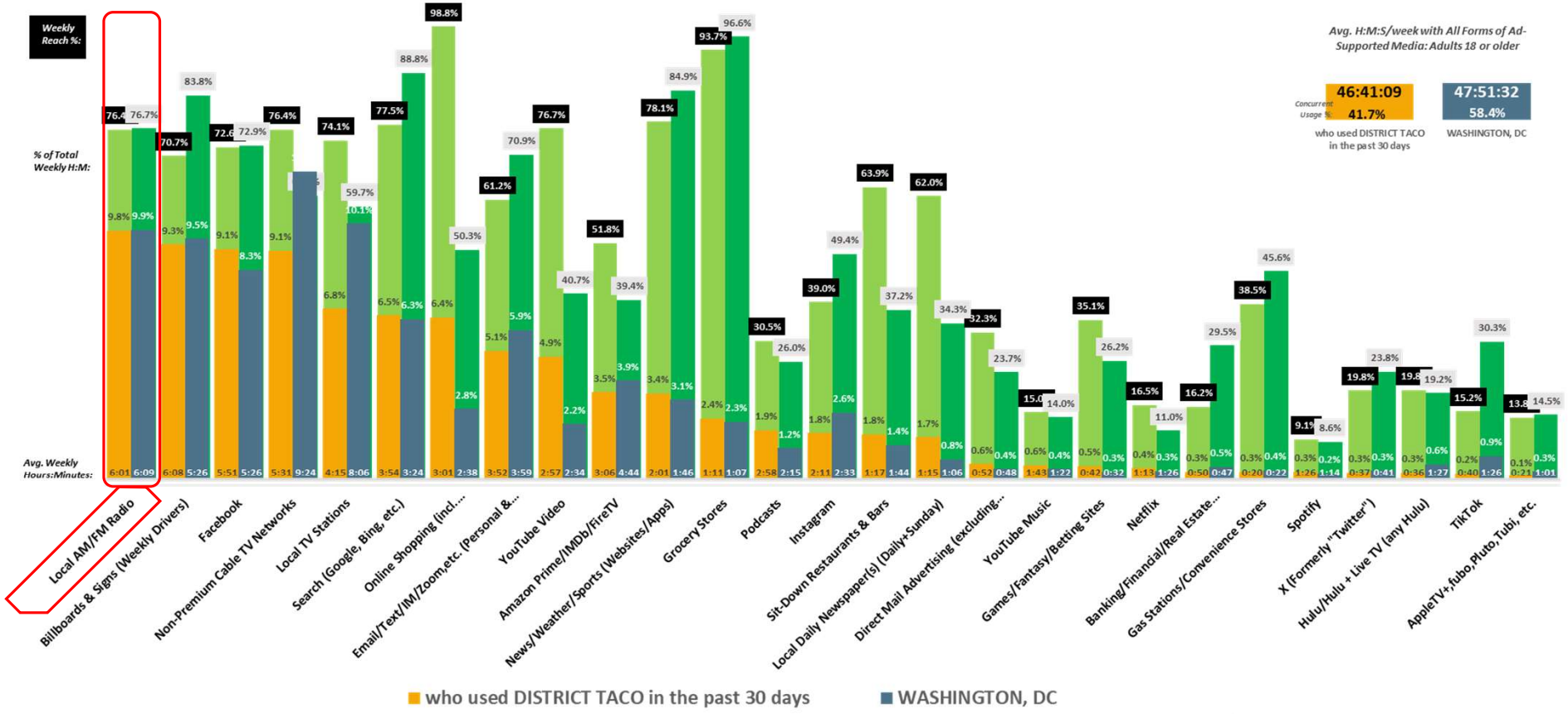
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Quick service restaurants used past 30 days: CAVA

Adults 18 or older who used DISTRICT TACO in the past 30 days spend an average of 1 days, 22 hours, 41 minutes and 9 seconds each week with All Forms of Ad-Supported Media.

76.4% of Adults 18 or older who used DISTRICT TACO in the past 30 days spend an avg. of 6 hours and 1 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.8% of total time spent with all forms of Ad-Supported Media.



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 83 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

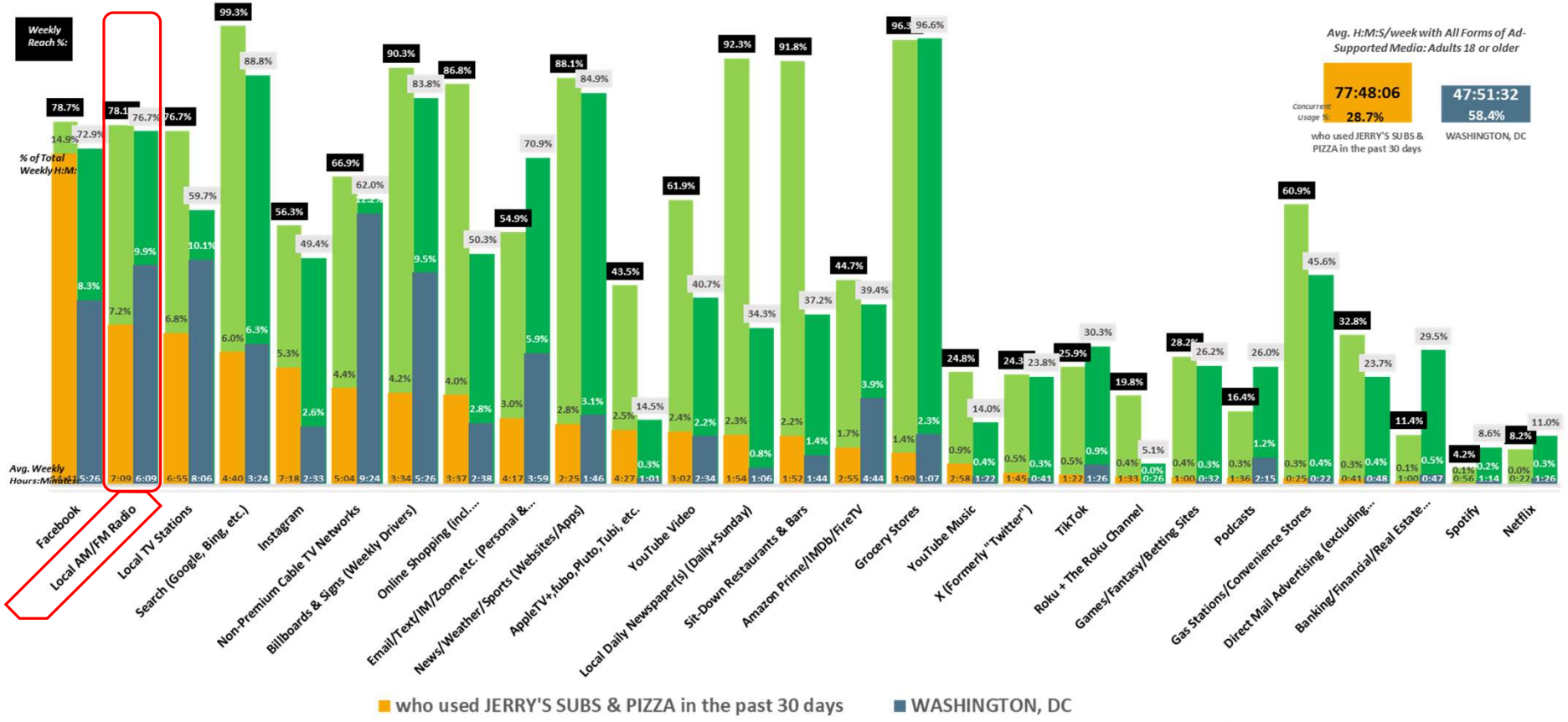
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Quick service restaurants used past 30 days: District Taco

Adults 18 or older who used JERRY'S SUBS & PIZZA in the past 30 days spend an average of 3 days, 5 hours, 48 minutes and 6 seconds each week with All Forms of Ad-Supported Media.

78.1% of Adults 18 or older who used JERRY'S SUBS & 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 7.2% of total time spent with all forms of Ad-Supported Media.



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 56 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

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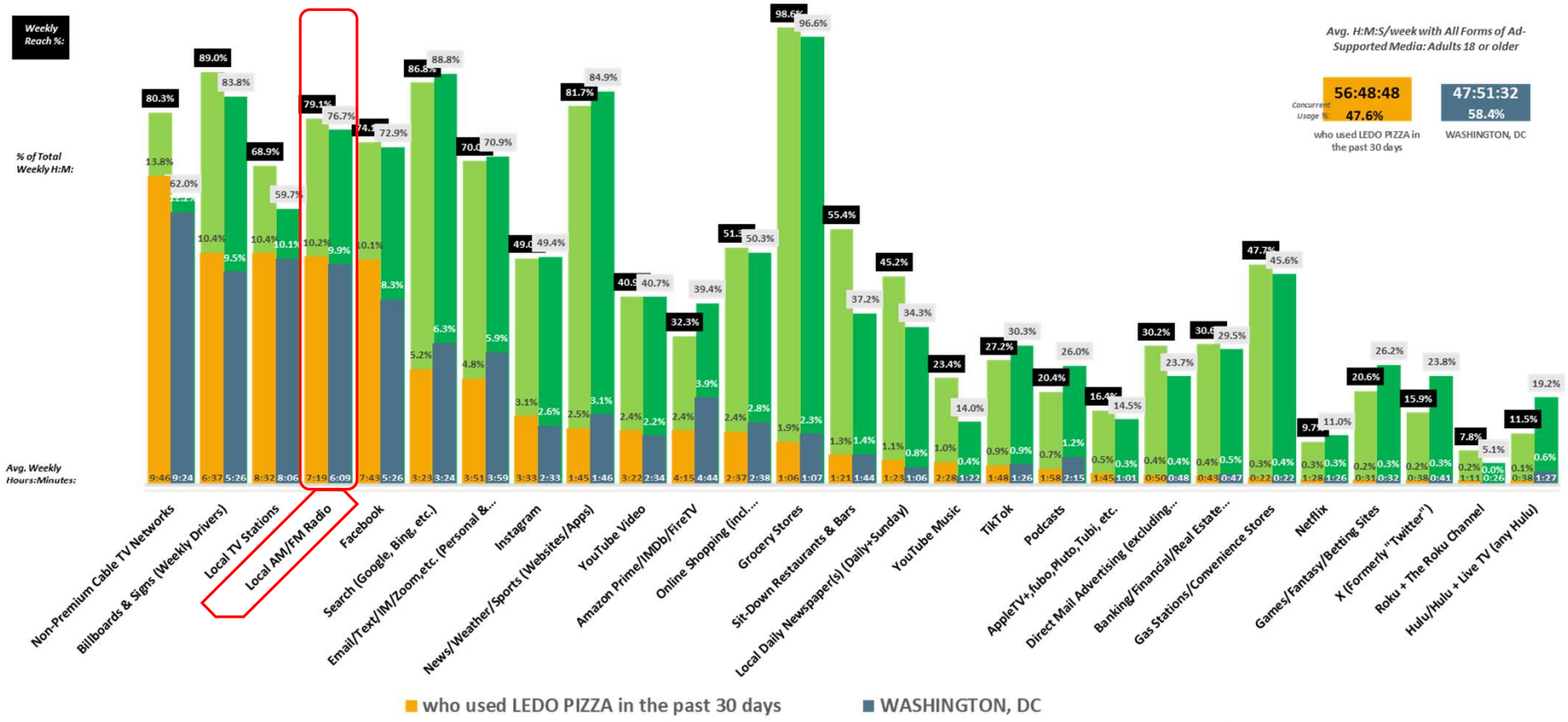
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Quick service restaurants used past 30 days: Jerry's Subs & Pizza

Ledo Pizza

Adults 18 or older who used LEDO PIZZA in the past 30 days spend an average of 2 days, 8 hours, 48 minutes and 48 seconds each week with All Forms of Ad-Supported Media.

79.1% of Adults 18 or older who used LEDO PIZZA in the past 30 days spend an avg. of 7 hours and 19 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.



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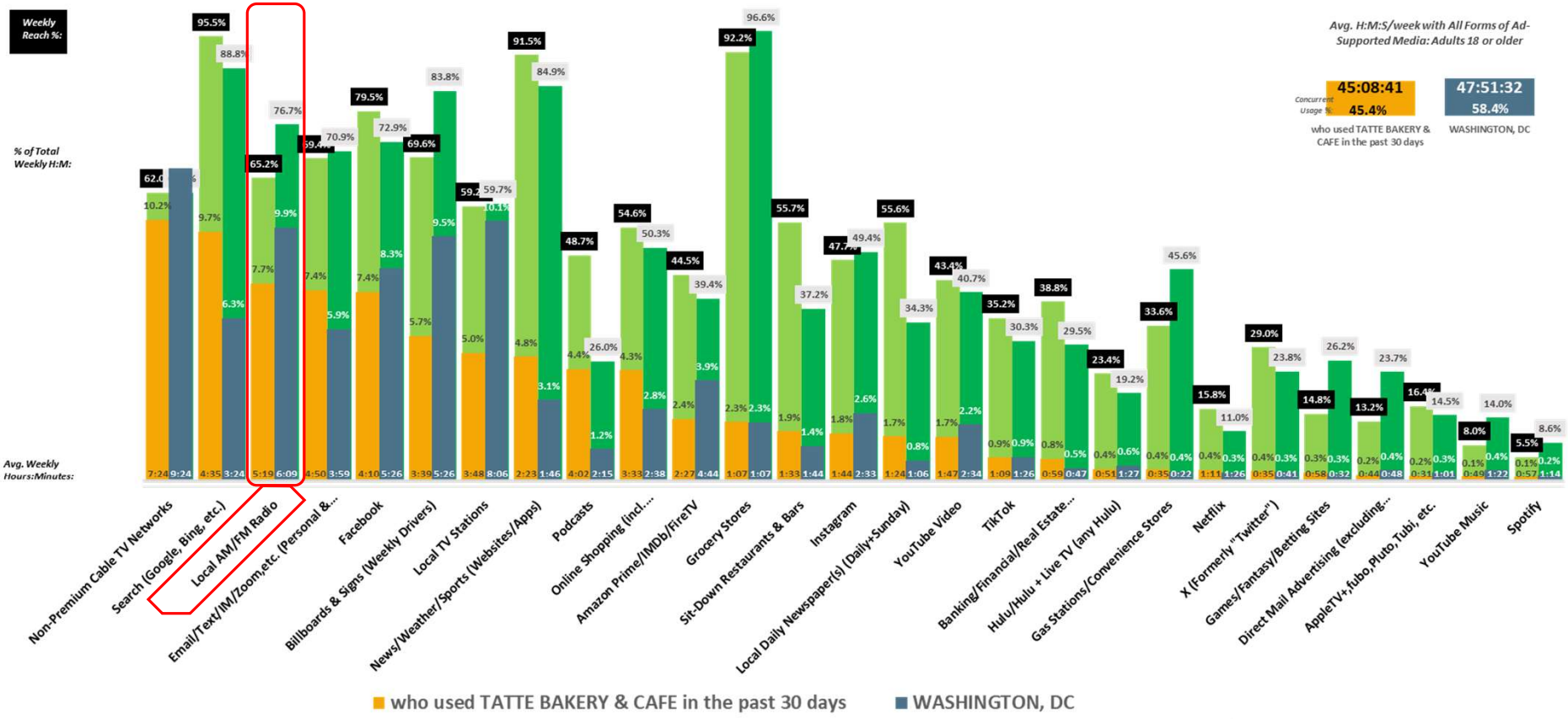
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Quick service restaurants used past 30 days: Ledo Pizza

Tatte
BAKERY & CAFÉ

Adults 18 or older who used TATTE BAKERY & CAFE in the past 30 days spend an average of 1 days, 21 hours, 8 minutes and 41 seconds each week with All Forms of Ad-Supported Media.

65.2% of Adults 18 or older who used TATTE BAKERY & CAFE in the past 30 days spend an avg. of 5 hours and 19 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 7.7% of total time spent with all forms of Ad-Supported Media.



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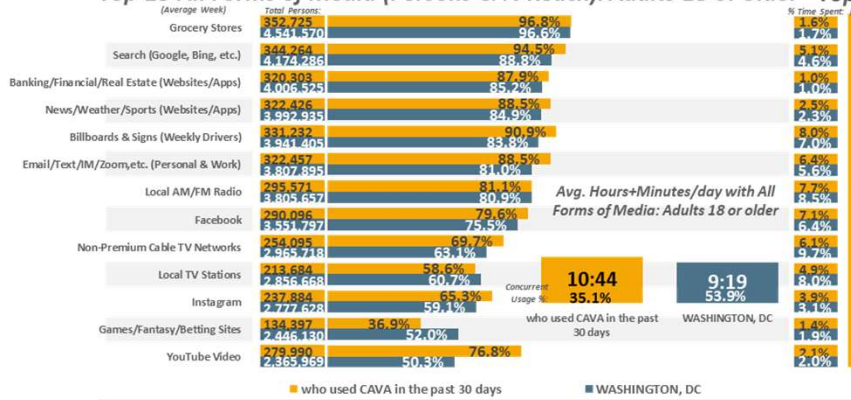
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Quick service restaurants used past 30 days: Tatte Bakery & Cafe

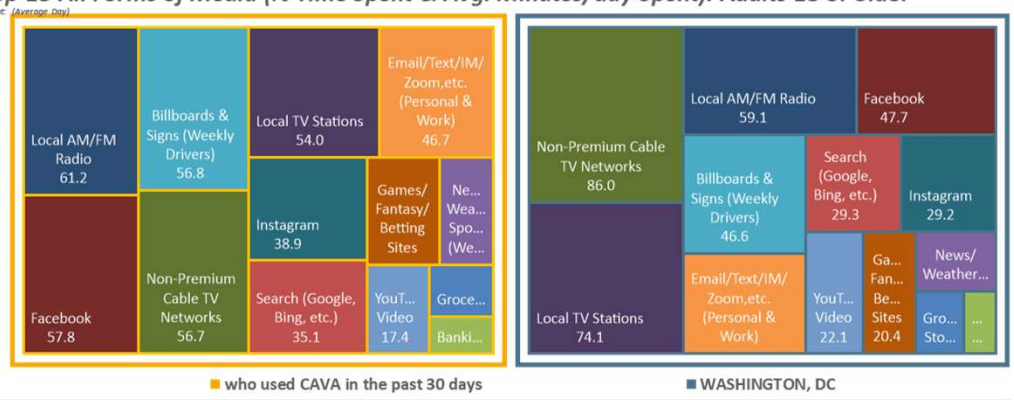
CAVA

Adults 18 or older who used CAVA in the past 30 days spend an average of 7 hours and 50 minutes each day with All Forms of Ad-Supported Media. 75.6% listen to Local AM/FM Radio for an avg. of 52.3 minutes/day. *(Local Radio delivers 8.4% of Time with Ad-Supported Media.)*

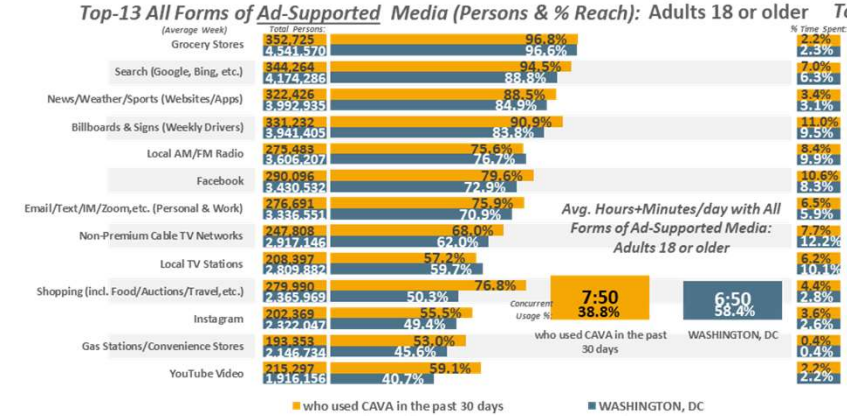
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



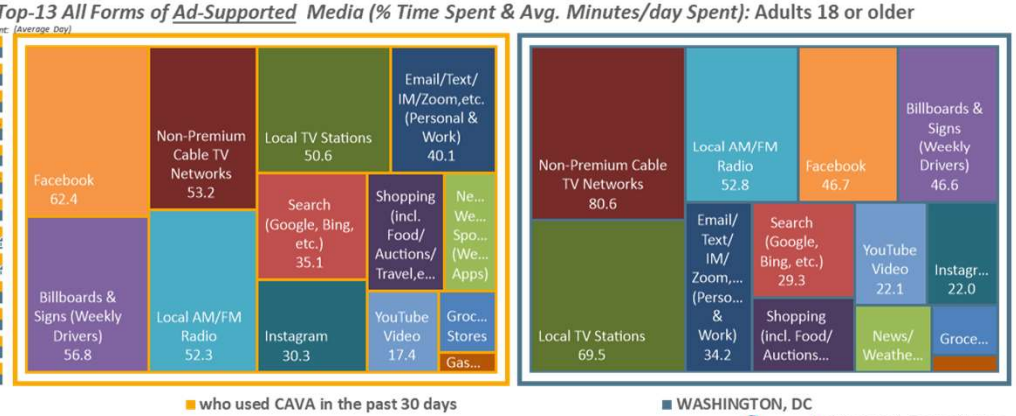
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 368

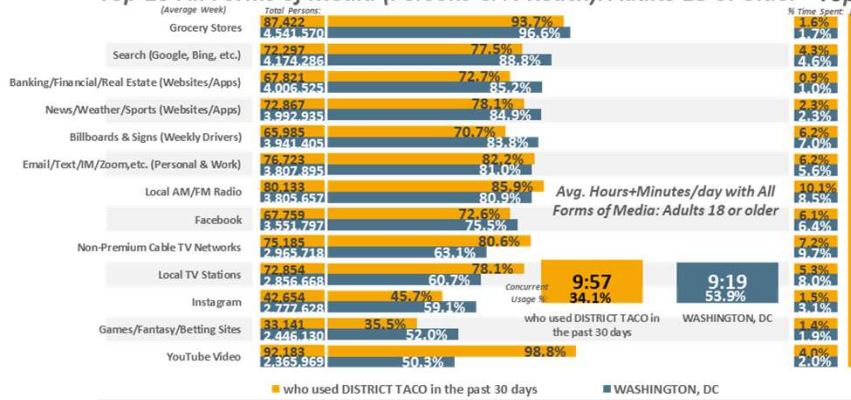
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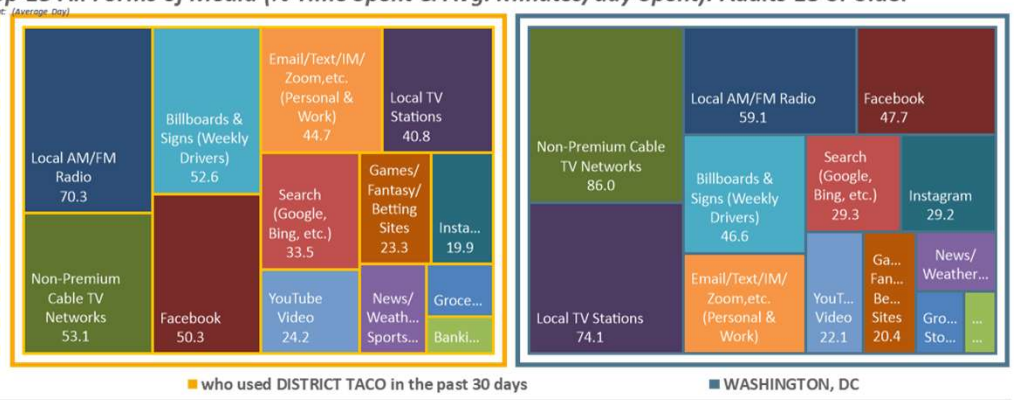
Quick service restaurants used past 30 days: CAVA

Adults 18 or older who used DISTRICT TACO in the past 30 days spend an average of 6 hours and 40 minutes each day with All Forms of Ad-Supported Media. 76.4% listen to Local AM/FM Radio for an avg. of 51.6 minutes/day. *(Local Radio delivers 9.8% of Time with Ad-Supported Media.)*

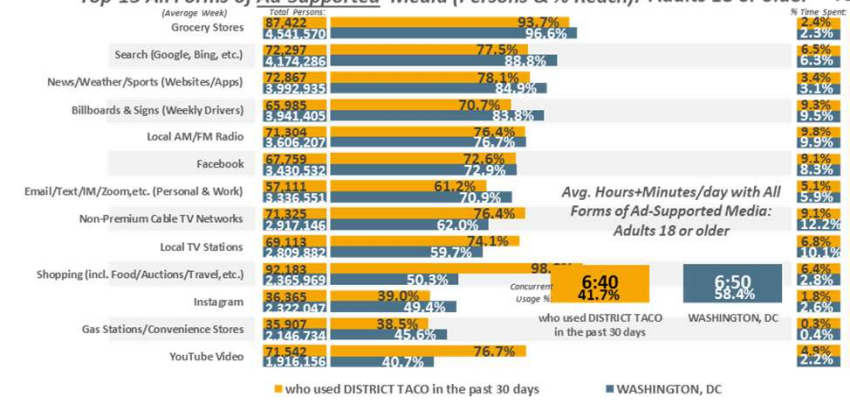
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



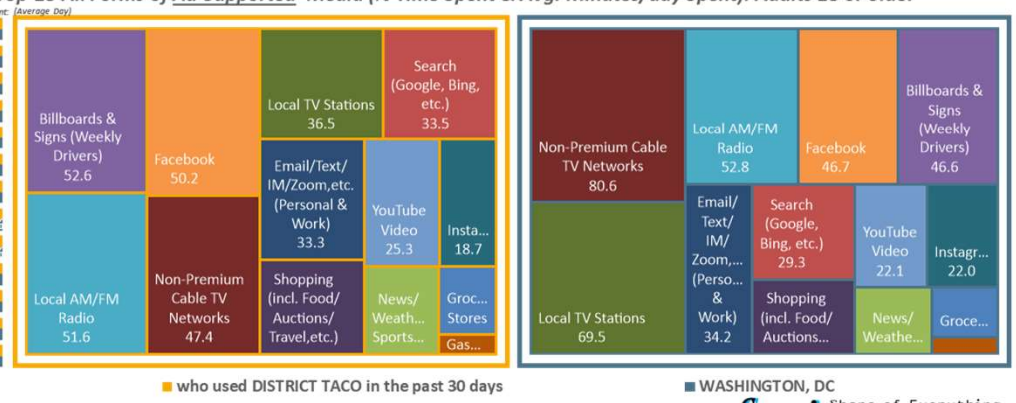
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 83

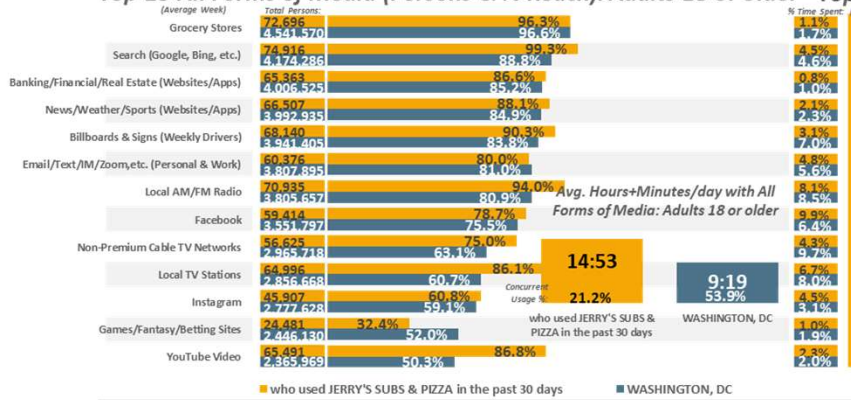
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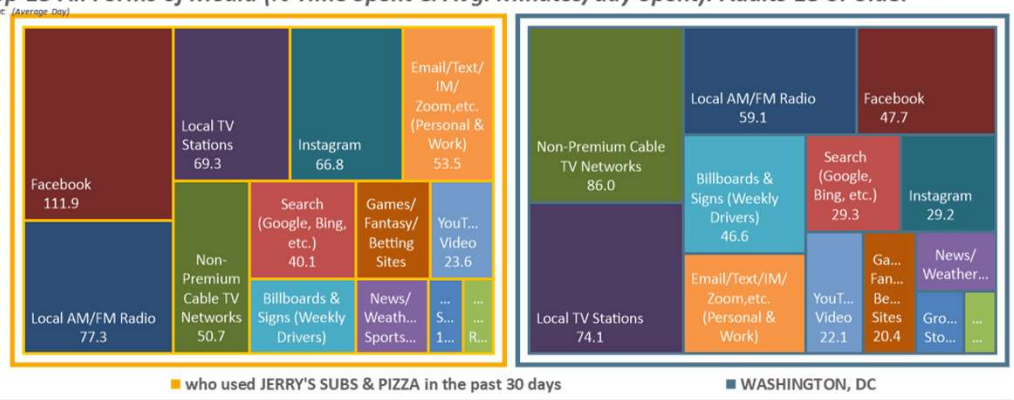
Quick service restaurants used past 30 days: District Taco

Adults 18 or older who used JERRY'S SUBS & PIZZA in the past 30 days spend an average of 11 hours and 6 minutes each day with All Forms of Ad-Supported Media. 78.1% listen to Local AM/FM Radio for an avg. of 61.4 minutes/day. *(Local Radio delivers 7.2% of Time with Ad-Supported Media.)*

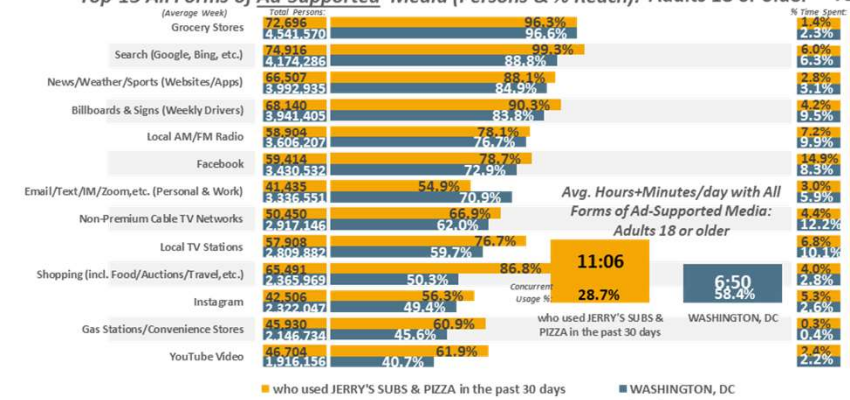
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



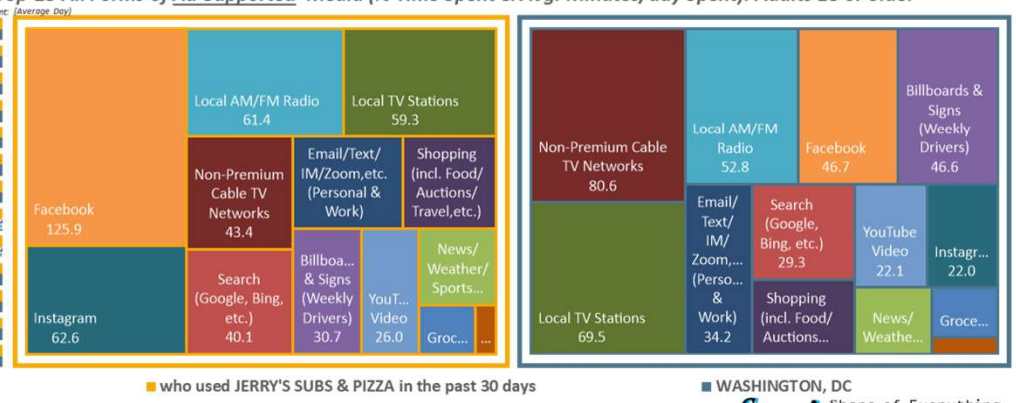
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 56

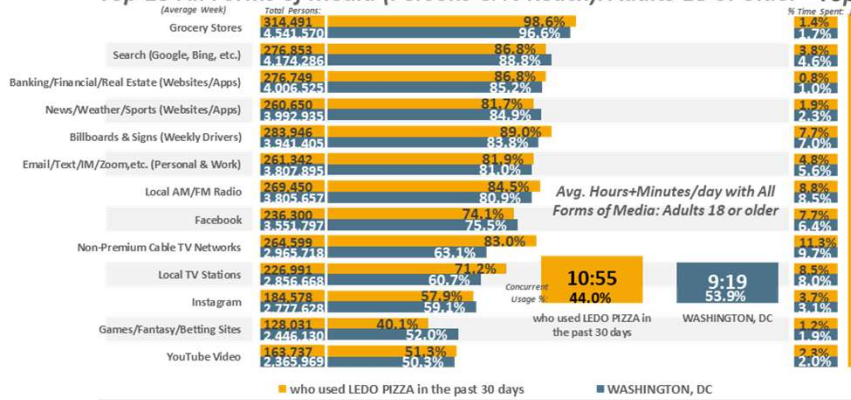
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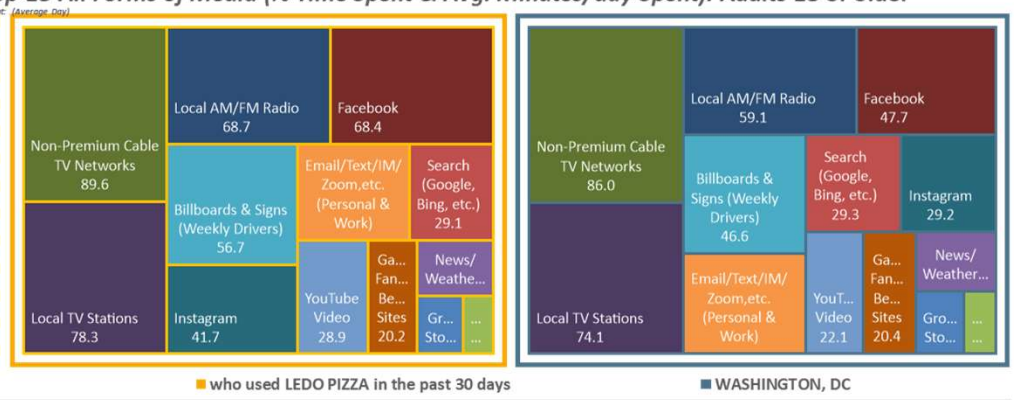
Quick service restaurants used past 30 days: Jerry's Subs & Pizza

Adults 18 or older who used LEDO PIZZA in the past 30 days spend an average of 8 hours and 6 minutes each day with All Forms of Ad-Supported Media. 79.1% listen to Local AM/FM Radio for an avg. of 62.8 minutes/day. *(Local Radio delivers 10.2% of Time with Ad-Supported Media.)*

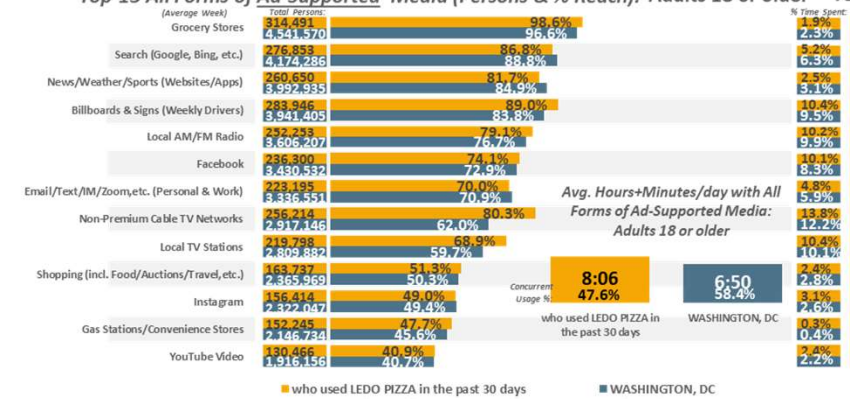
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



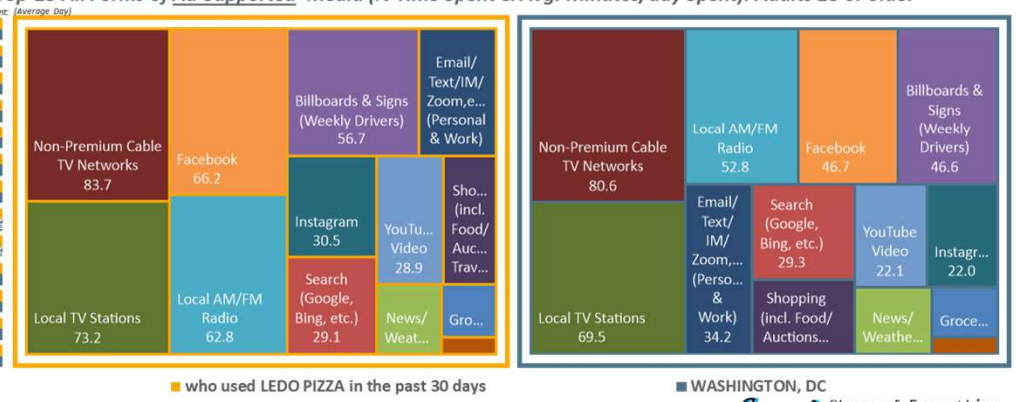
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 304

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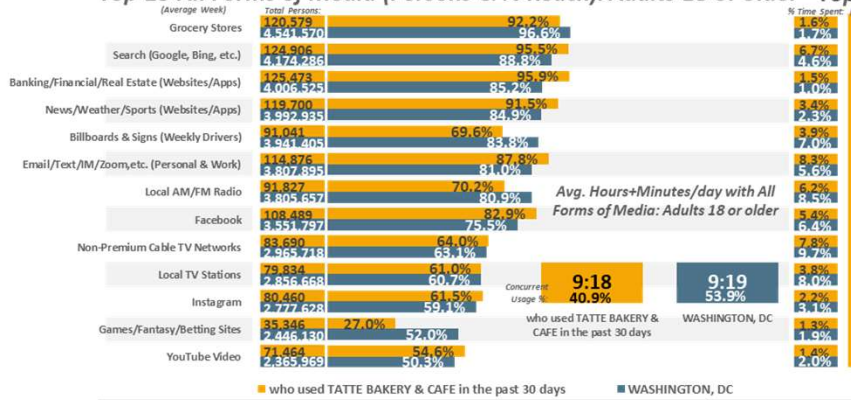
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Quick service restaurants used past 30 days: Ledo Pizza

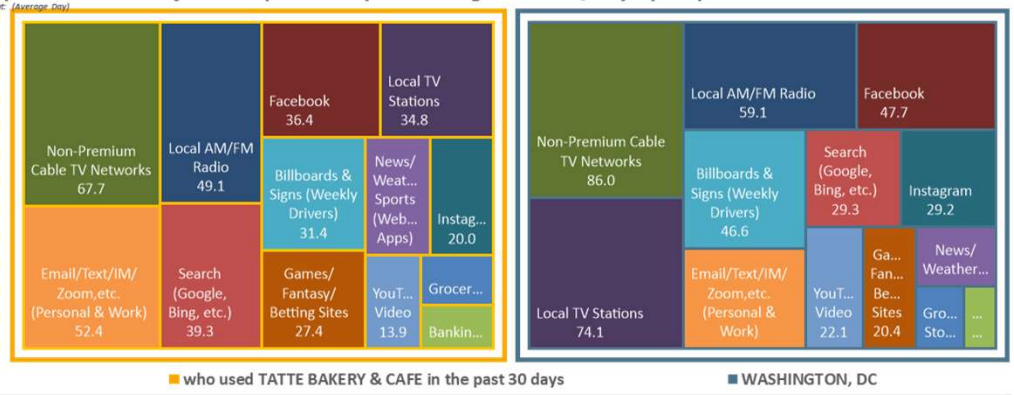
Tatte
BAKERY & CAFÉ

Adults 18 or older who used TATTE BAKERY & CAFE in the past 30 days spend an average of 6 hours and 26 minutes each day with All Forms of Ad-Supported Media. 65.2% listen to Local AM/FM Radio for an avg. of 45.7 minutes/day. *(Local Radio delivers 7.7% of Time with Ad-Supported Media.)*

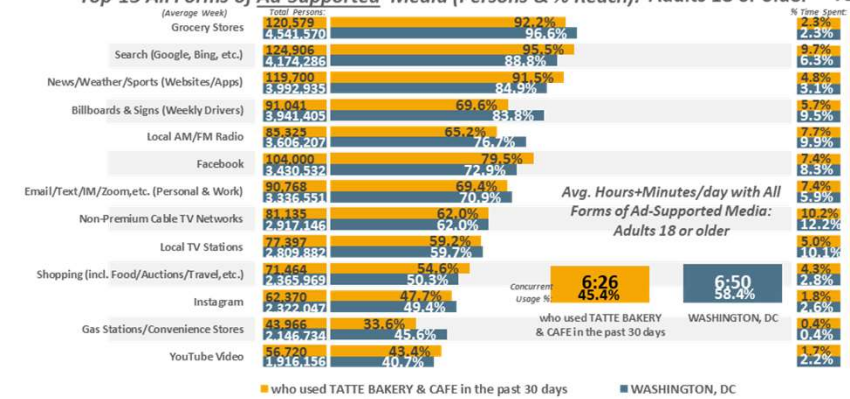
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



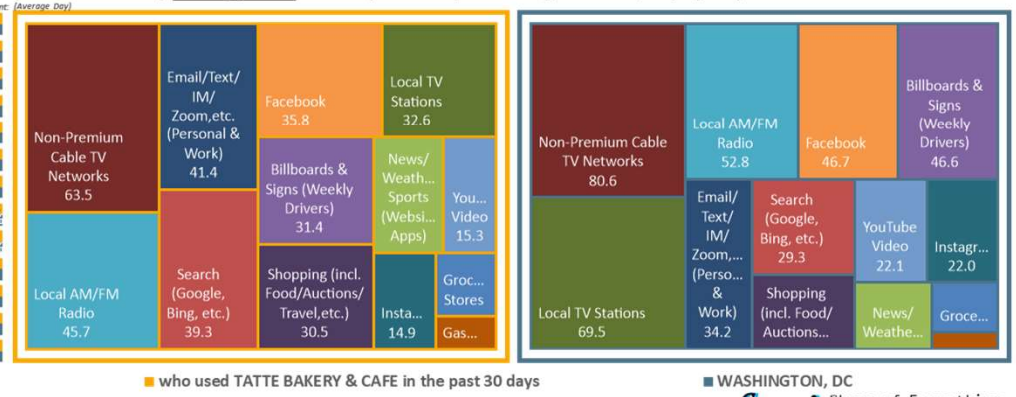
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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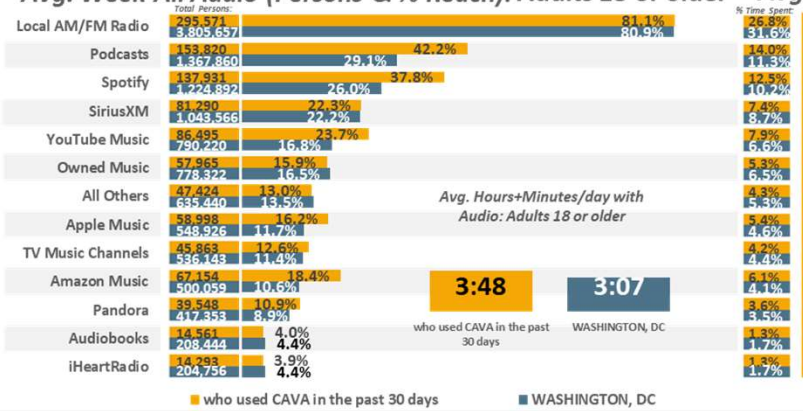
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Quick service restaurants used past 30 days: Tatte Bakery & Cafe

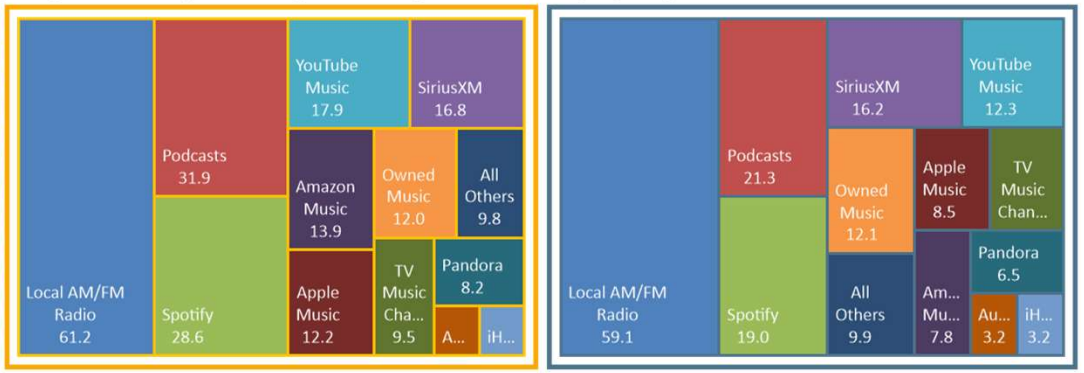
CAVA

275,483 or 75.6% of Adults 18 or older who used CAVA in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 52.3 minutes every day representing 35.% of all time spent daily with Ad-Supported Audio.

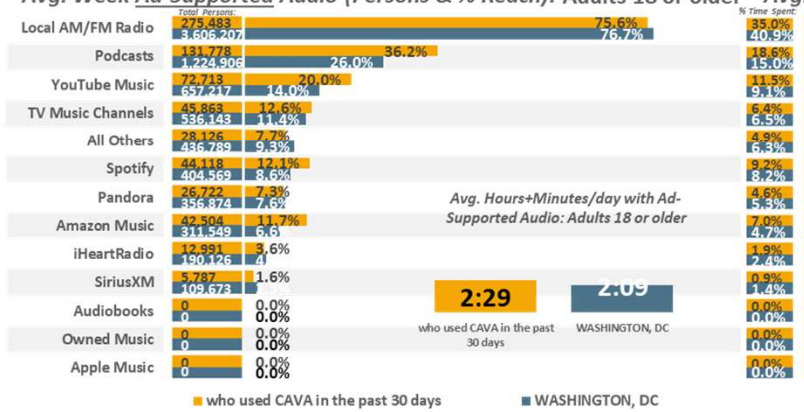
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



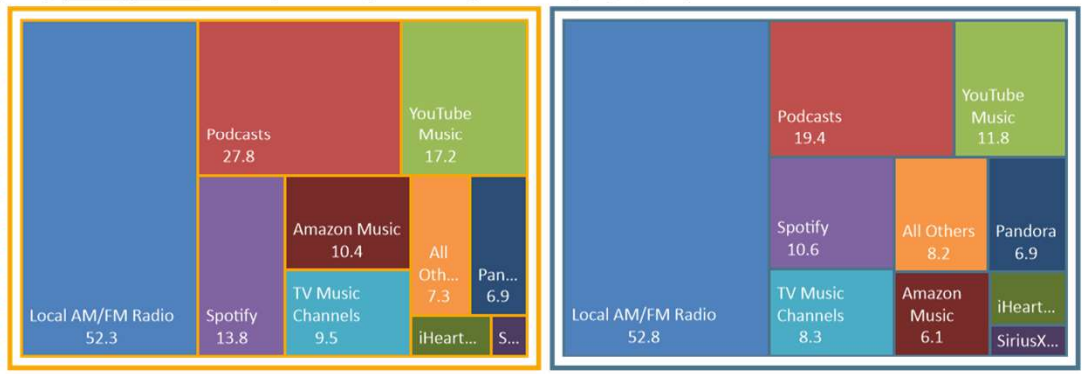
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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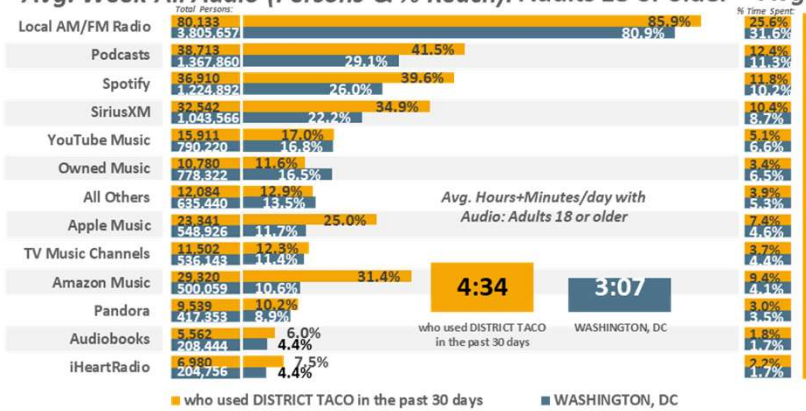
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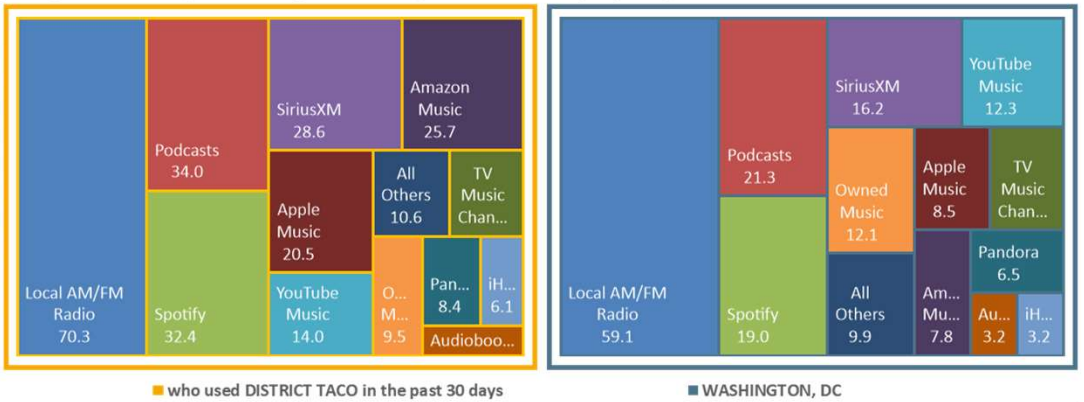
Quick service restaurants used past 30 days: CAVA

71,304 or 76.4% of Adults 18 or older who used DISTRICT TACO in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 51.6 minutes every day representing 31.6% of all time spent daily with Ad-Supported Audio.

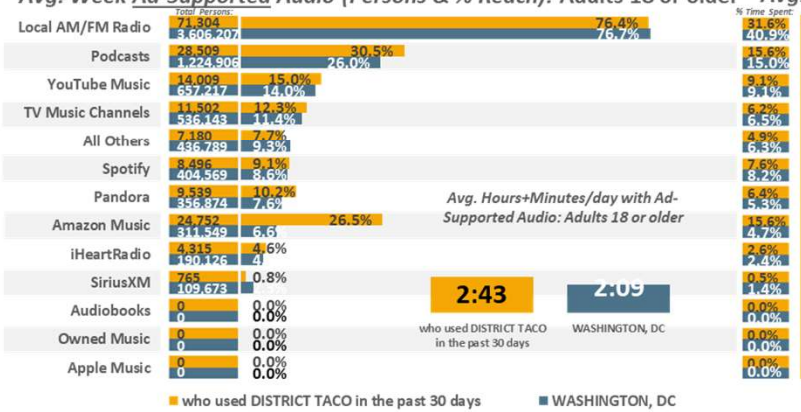
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



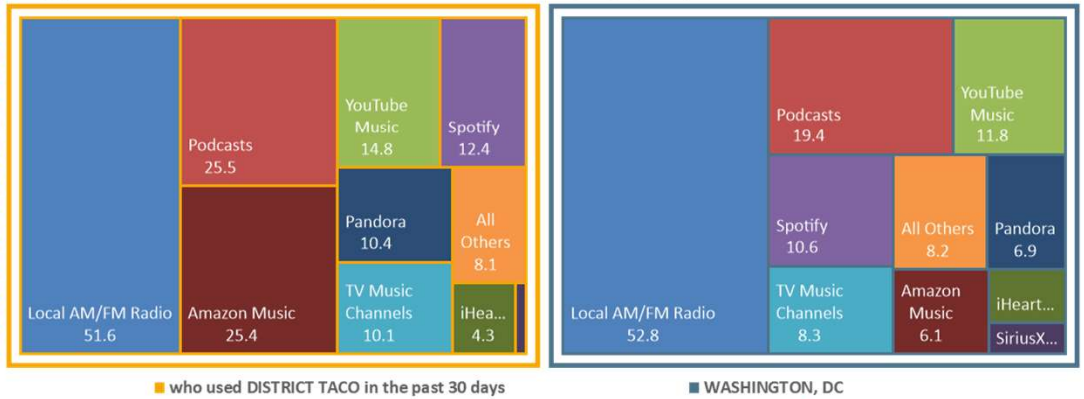
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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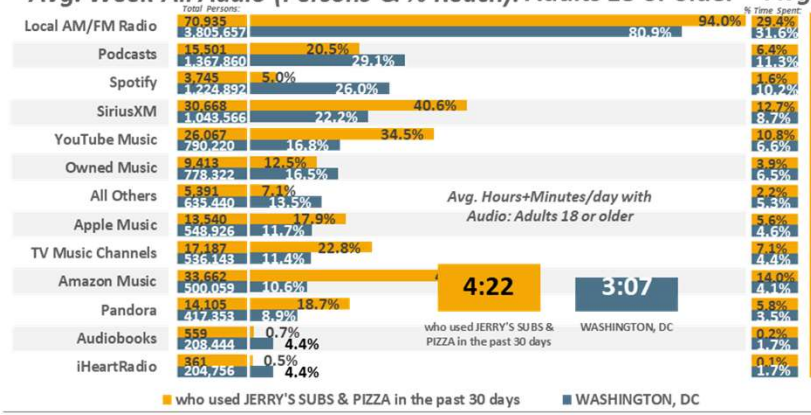
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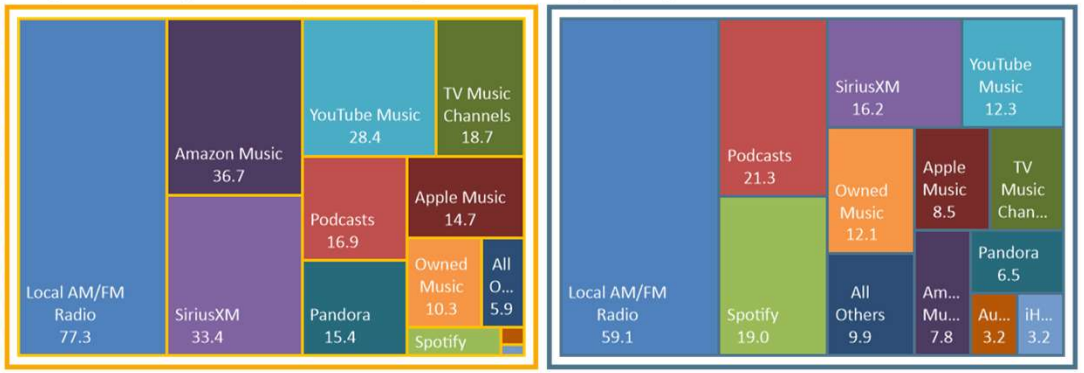
Quick service restaurants used past 30 days: District Taco

58,904 or 78.1% of Adults 18 or older who used JERRY'S SUBS & PIZZA in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 61.4 minutes every day representing 31.1% of all time spent daily with Ad-Supported Audio.

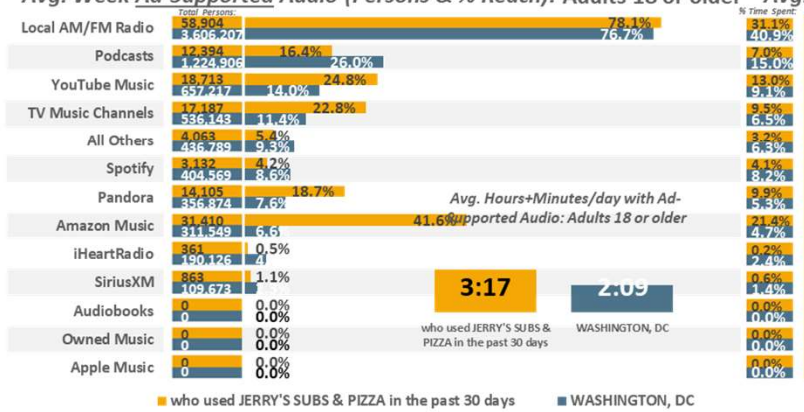
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



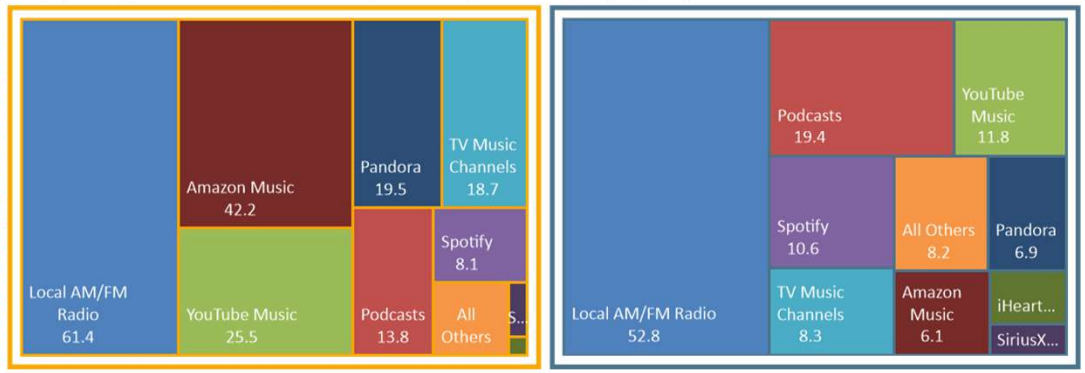
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 56

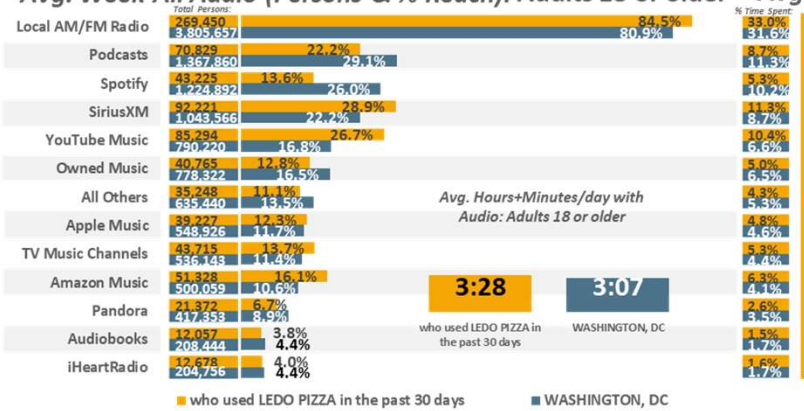
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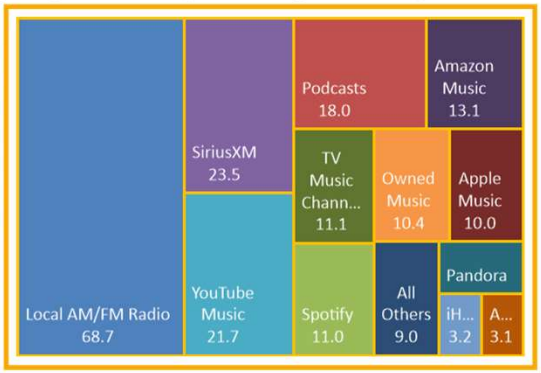
Quick service restaurants used past 30 days: Jerry's Subs & Pizza

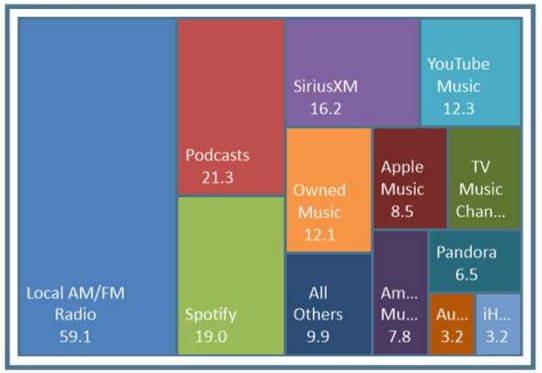
252,253 or 79.1% of Adults 18 or older who used LEDO PIZZA in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 62.8 minutes every day representing 40.9% of all time spent daily with Ad-Supported Audio.

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

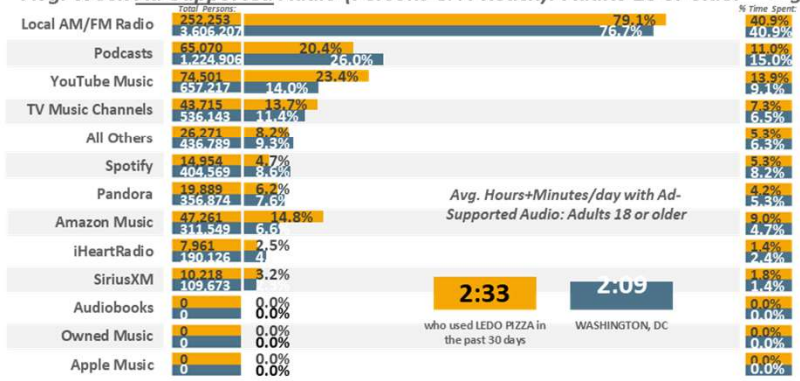


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

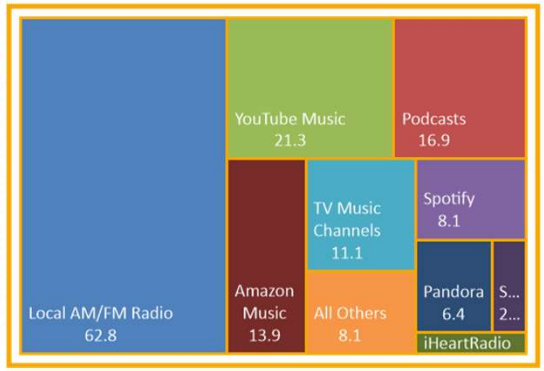


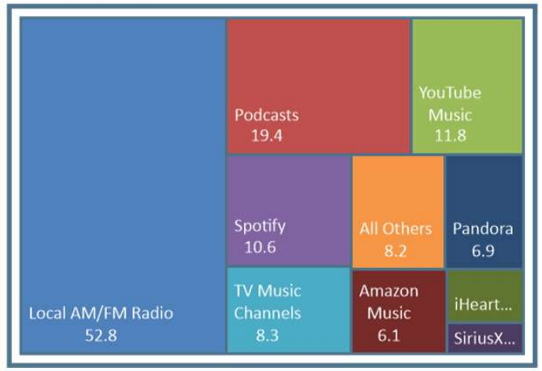


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 304

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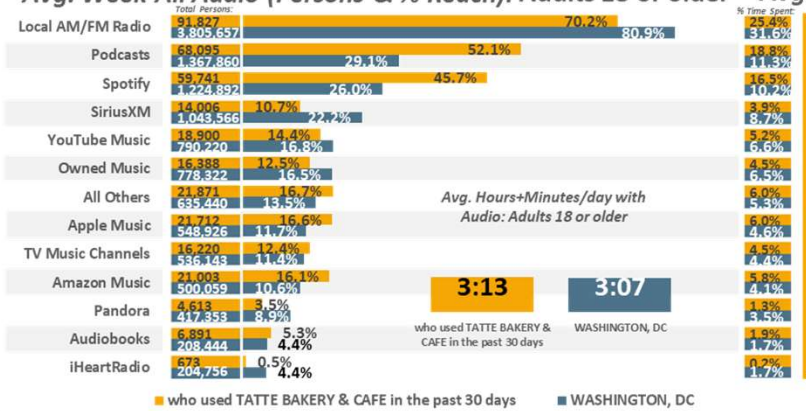
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Quick service restaurants used past 30 days: Ledo Pizza

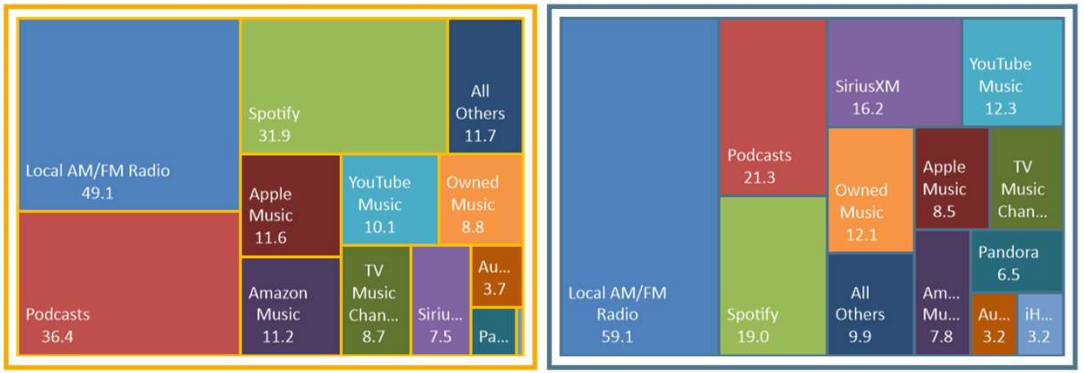
Tatte
BAKERY & CAFÉ

85,325 or 65.2% of Adults 18 or older who used TATTE BAKERY & CAFE in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 45.7 minutes every day representing 36.2% of all time spent daily with Ad-Supported Audio.

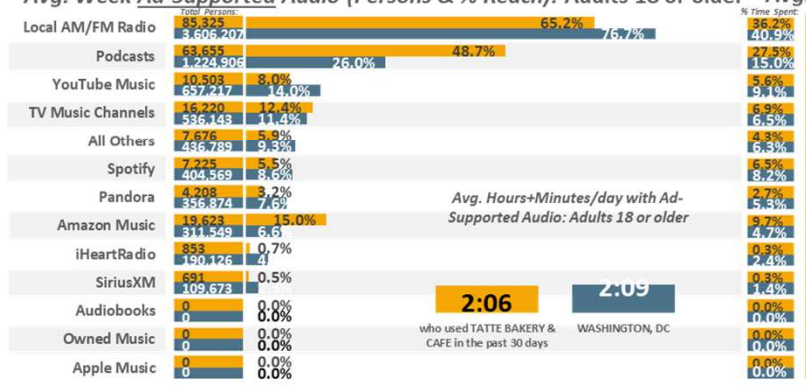
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



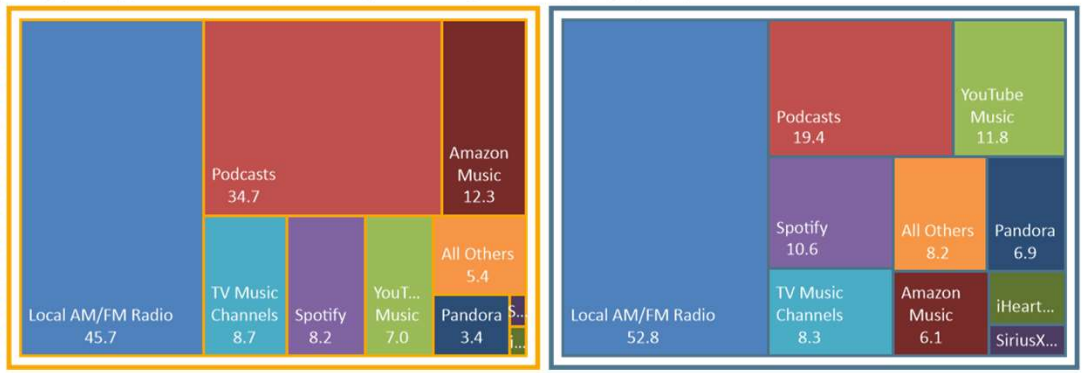
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 115

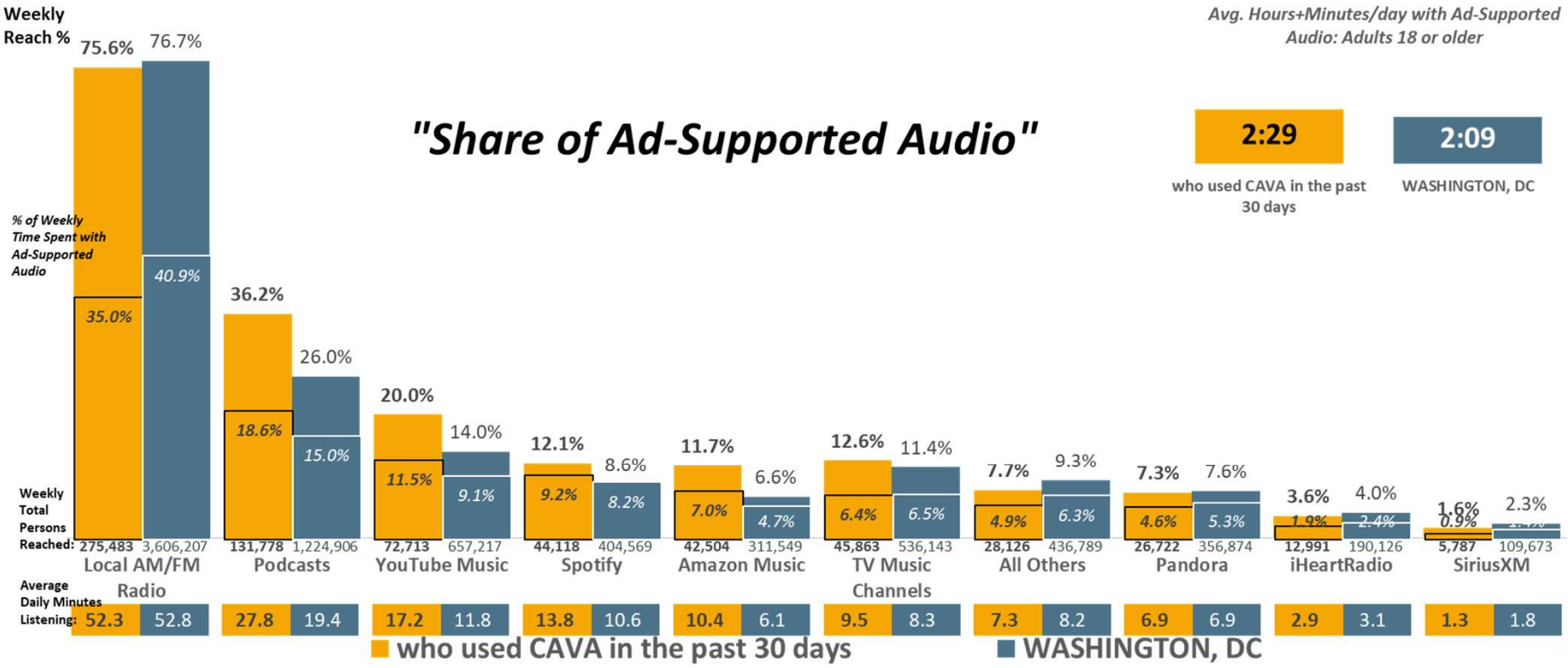
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Quick service restaurants used past 30 days: Tatte Bakery & Cafe

CAVA

275,483 or 75.6% of Adults 18 or older who used CAVA in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 52.3 minutes every day representing 35.% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	YouTube Music	Spotify	Amazon Music	TV Music Channels	All Others	Pandora	iHeartRadio	SiriusXM
Weekly Reach %	75.6%	36.2%	20.0%	12.1%	11.7%	12.6%	7.7%	7.3%	3.6%	1.6%
% of Weekly Time Spent with Ad-Supported Audio	35.0%	18.6%	11.5%	9.2%	7.0%	6.4%	4.9%	4.6%	1.9%	0.9%
Weekly Total Persons Reached:	275,483	131,778	72,713	44,118	42,504	45,863	28,126	26,722	12,991	5,787
Average Daily Minutes Listening:	52.3	27.8	17.2	13.8	10.4	9.5	7.3	6.9	2.9	1.3

	Local AM/FM Radio	Podcasts	YouTube Music	Spotify	Amazon Music	TV Music Channels	All Others	Pandora	iHeartRadio	SiriusXM
Weekly Reach %	76.7%	26.0%	14.0%	8.6%	6.6%	11.4%	9.3%	7.6%	4.0%	2.3%
% of Weekly Time Spent with Ad-Supported Audio	40.9%	15.0%	9.1%	8.2%	4.7%	6.5%	6.3%	5.3%	2.4%	[illegible]
Weekly Total Persons Reached:	3,606,207	1,224,906	657,217	404,569	311,549	536,143	436,789	356,874	190,126	109,673
Average Daily Minutes Listening:	52.8	19.4	11.8	10.6	6.1	8.3	8.2	6.9	3.1	1.8

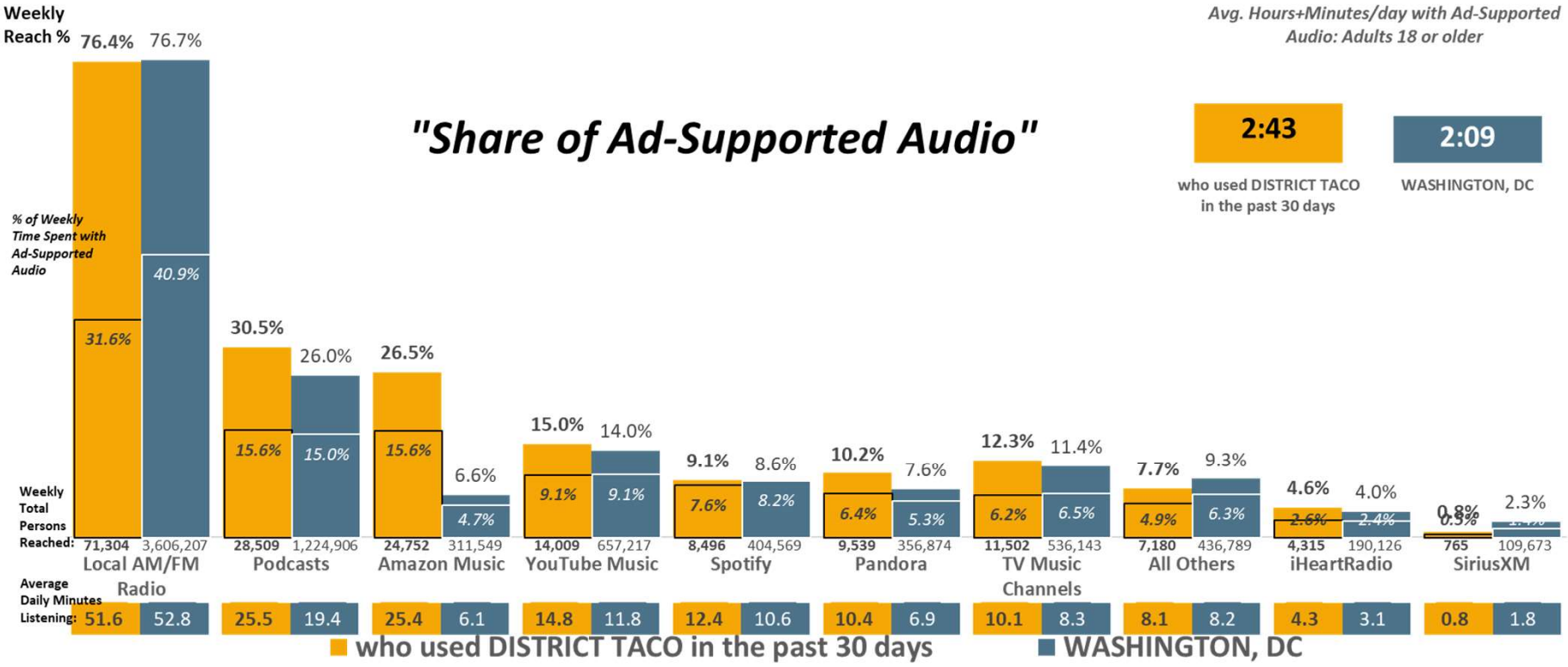
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 368 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

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Quick service restaurants used past 30 days: CAVA

71,304 or 76.4% of Adults 18 or older who used DISTRICT TACO in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 51.6 minutes every day representing 31.6% of all time spent daily with Ad-Supported Audio.

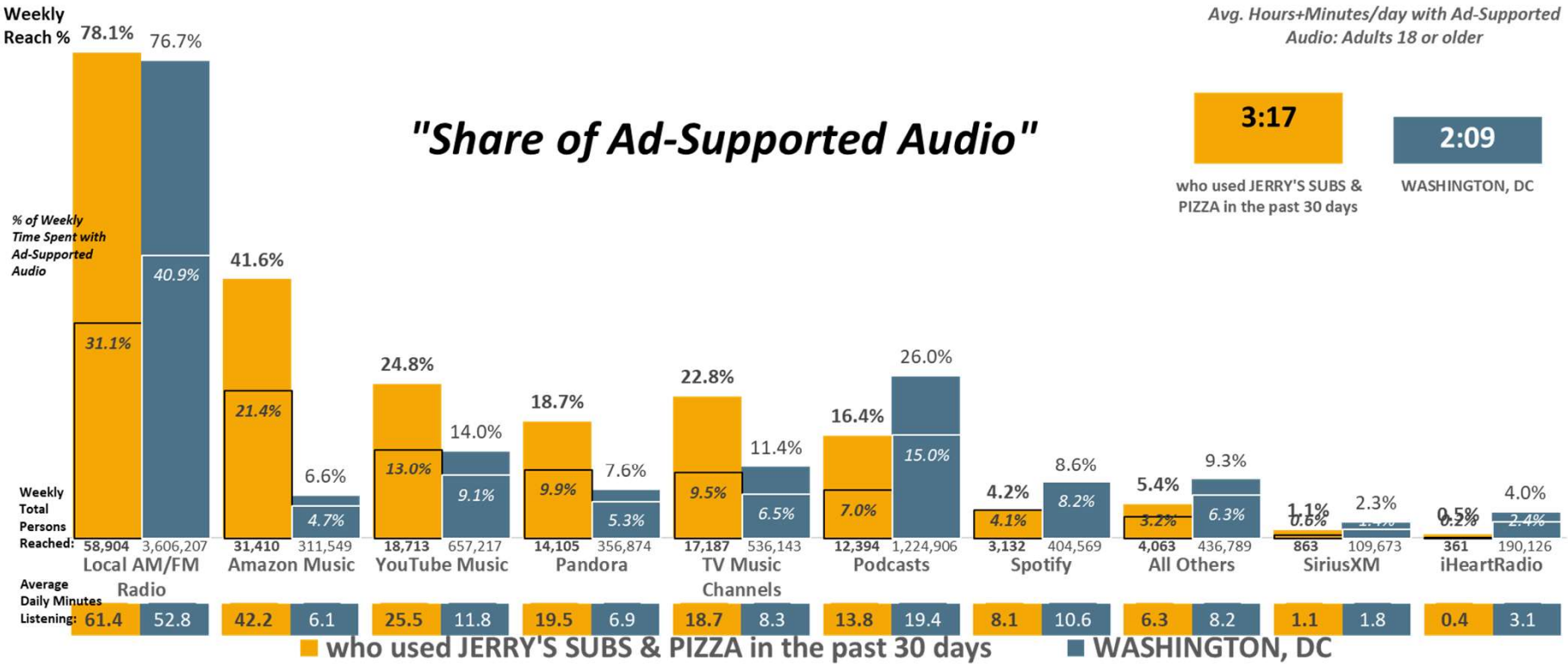


WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 83 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660
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Quick service restaurants used past 30 days: District Taco

58,904 or 78.1% of Adults 18 or older who used JERRY'S SUBS & PIZZA in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 61.4 minutes every day representing 31.1% of all time spent daily with Ad-Supported Audio.



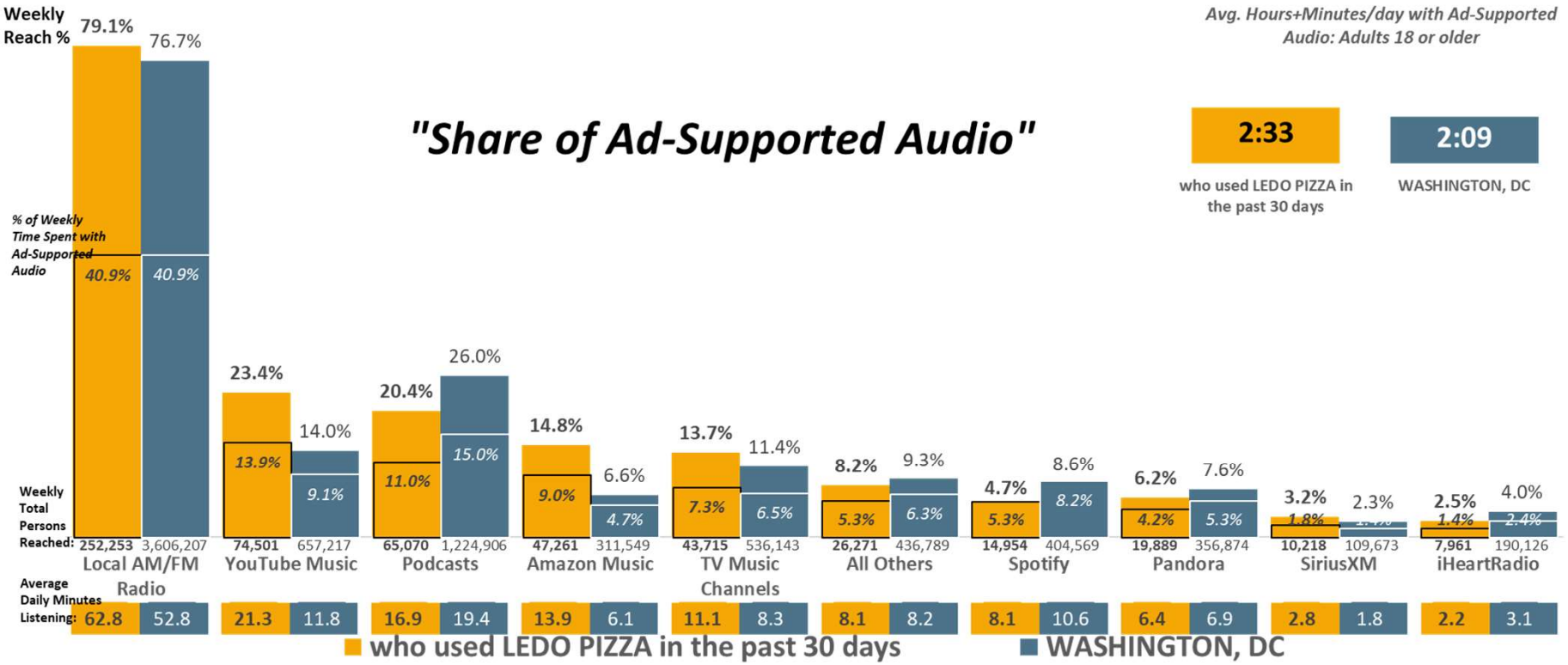
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 56 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

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Quick service restaurants used past 30 days: Jerry's Subs & Pizza

252,253 or 79.1% of Adults 18 or older who used LEDO PIZZA in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 62.8 minutes every day representing 40.9% of all time spent daily with Ad-Supported Audio.



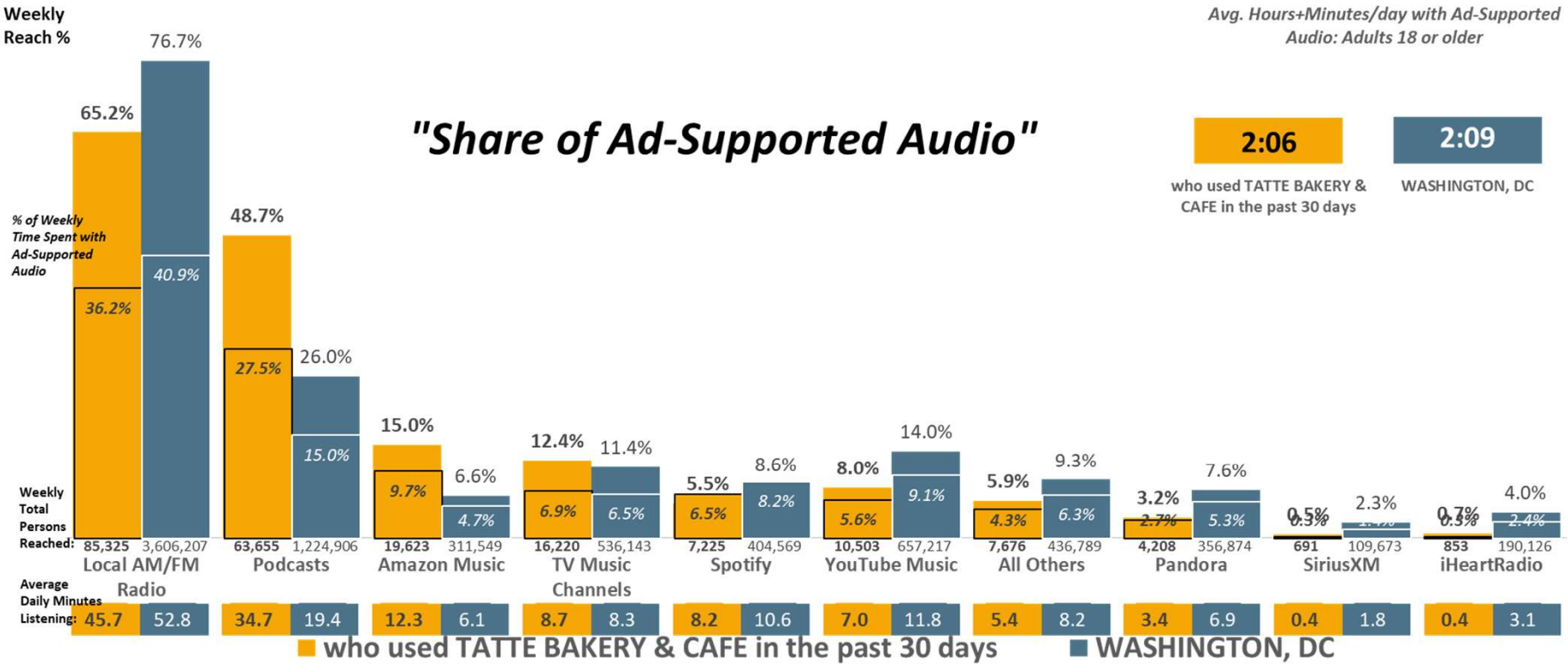
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 304 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660
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Quick service restaurants used past 30 days: Ledo Pizza

Tatte
BAKERY & CAFÉ

85,325 or 65.2% of Adults 18 or older who used TATTE BAKERY & CAFE in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 45.7 minutes every day representing 36.2% of all time spent daily with Ad-Supported Audio.



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 115 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660
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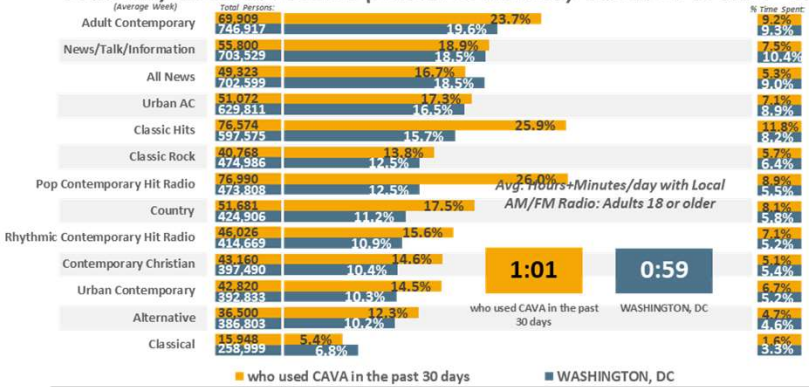
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Quick service restaurants used past 30 days: Tatte Bakery & Cafe

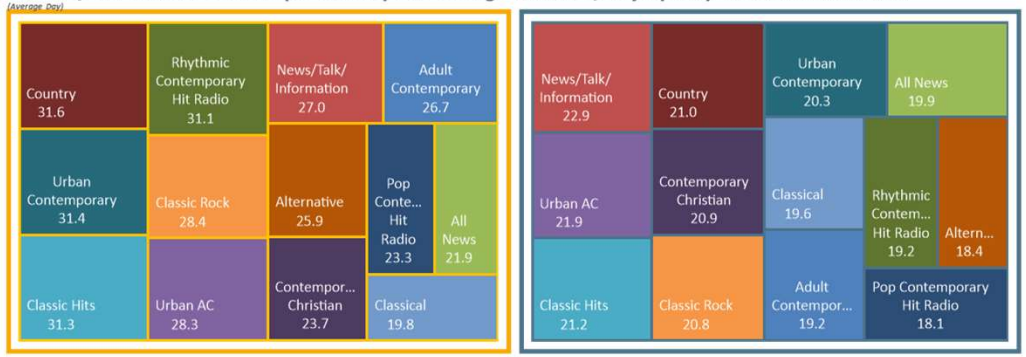
CAVA

275,483 or 75.6% of Adults 18 or older who used CAVA in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Classic Hits, Adult Contemporary, Country, and Urban AC.

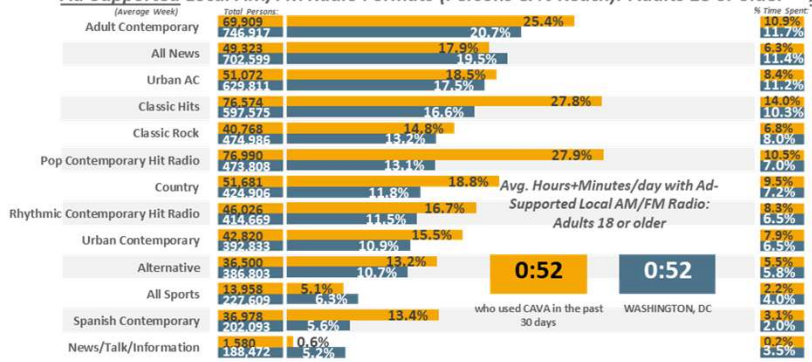
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



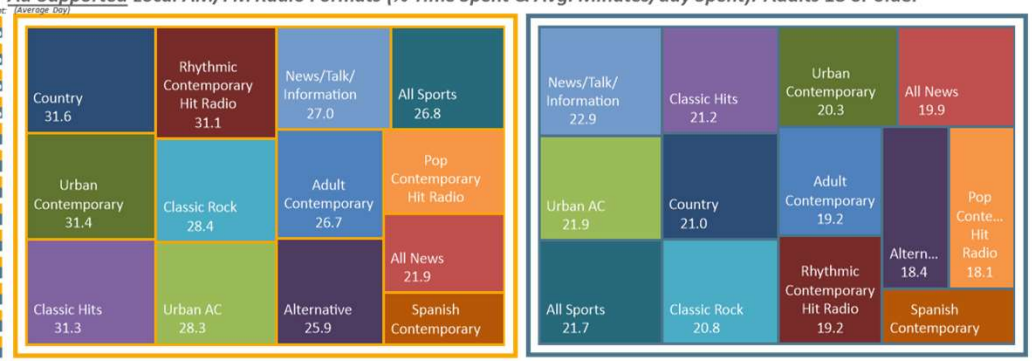
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 368

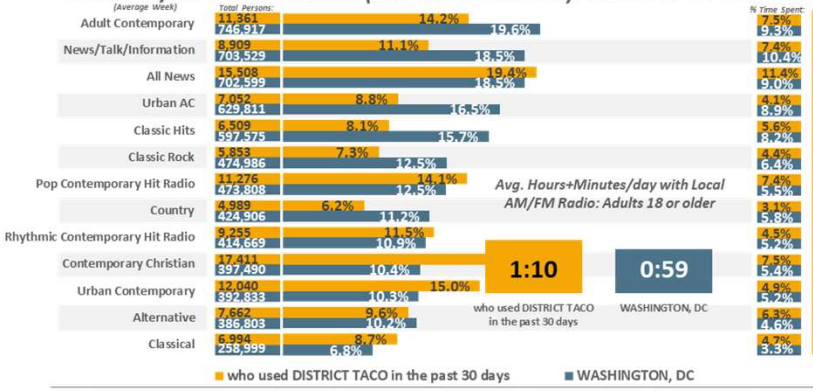
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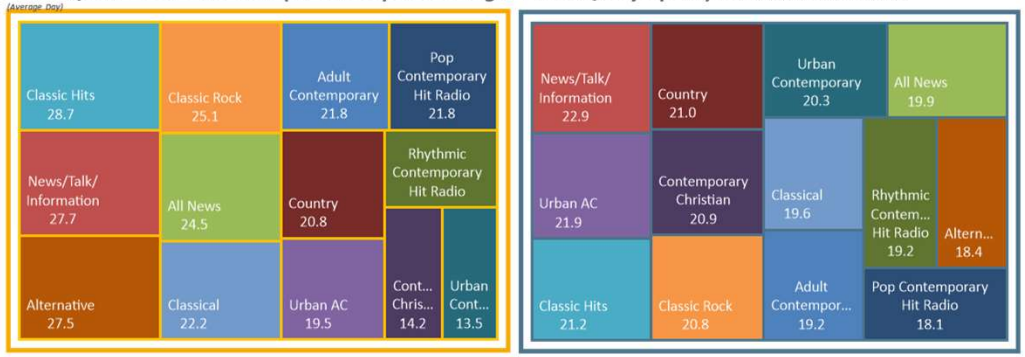
Quick service restaurants used past 30 days: CAVA

71,304 or 76.4% of Adults 18 or older who used DISTRICT TACO in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All News, Spanish Contemporary, Urban Contemporary, Adult Contemporary, and Pop Contemporary Hit Radio.

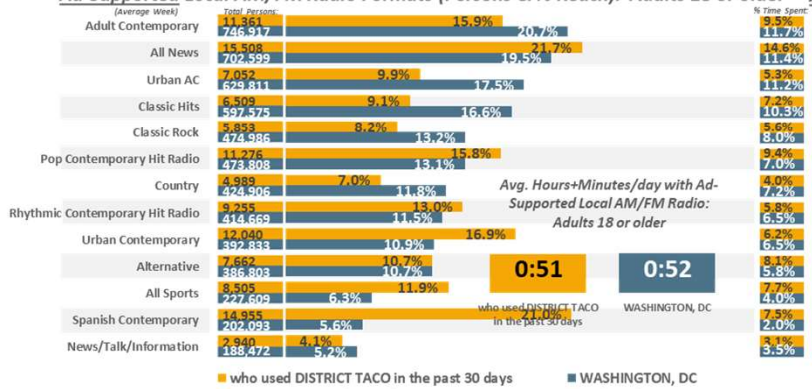
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



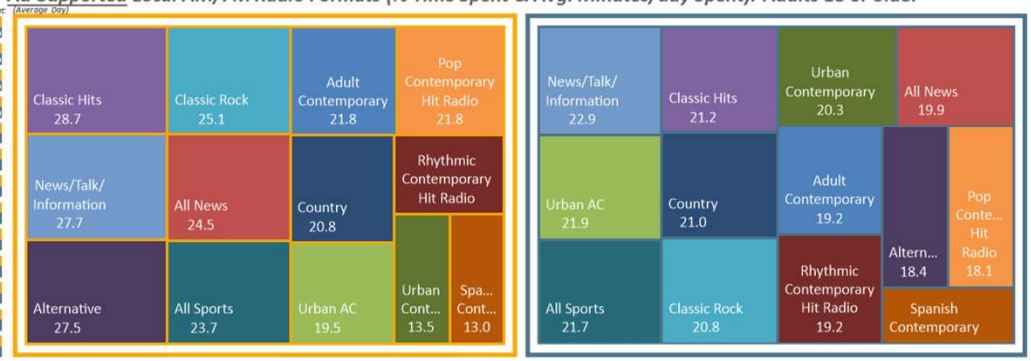
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 83

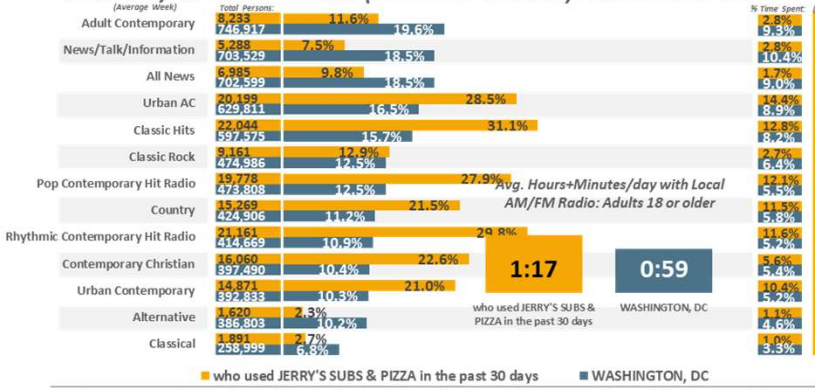
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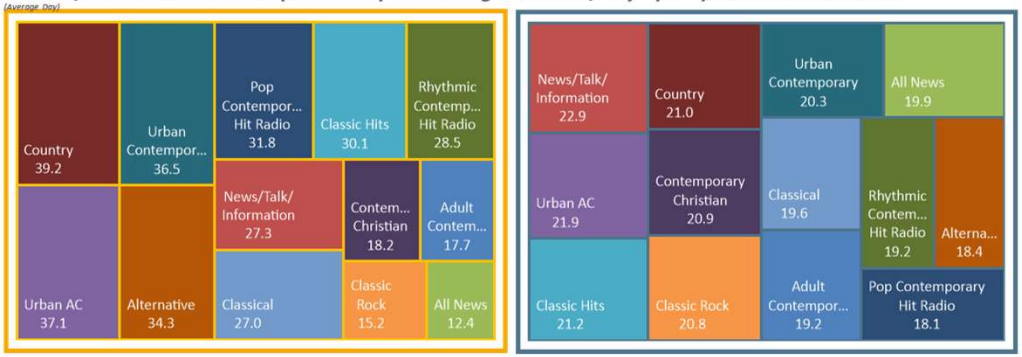
Quick service restaurants used past 30 days: District Taco

58,904 or 78.1% of Adults 18 or older who used JERRY'S SUBS & PIZZA in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Rhythmic Contemporary Hit Radio, Urban AC, Pop Contemporary Hit Radio, and Country.

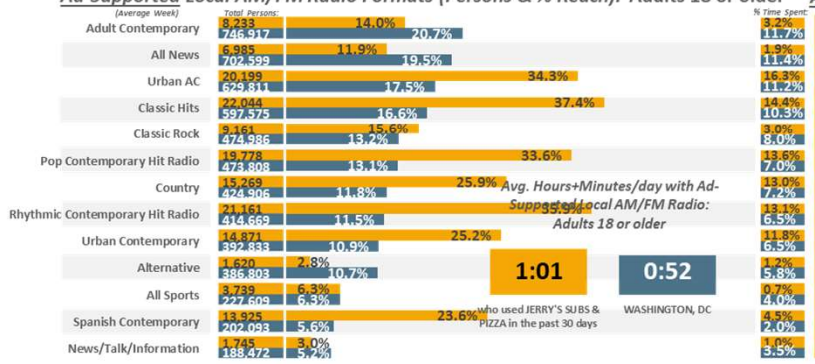
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



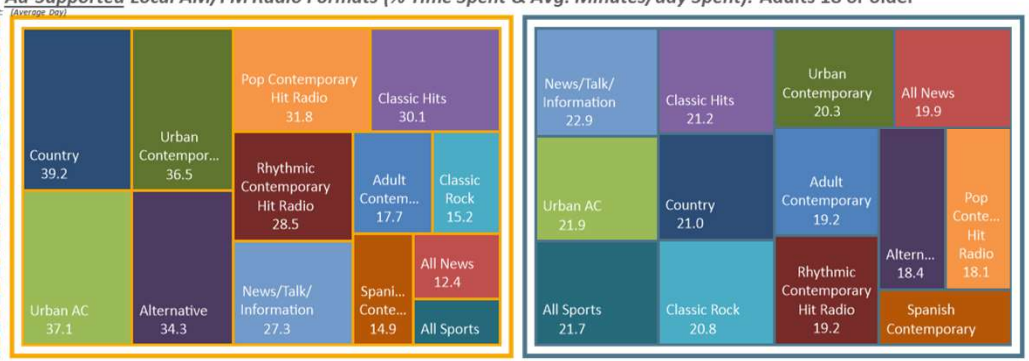
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 56

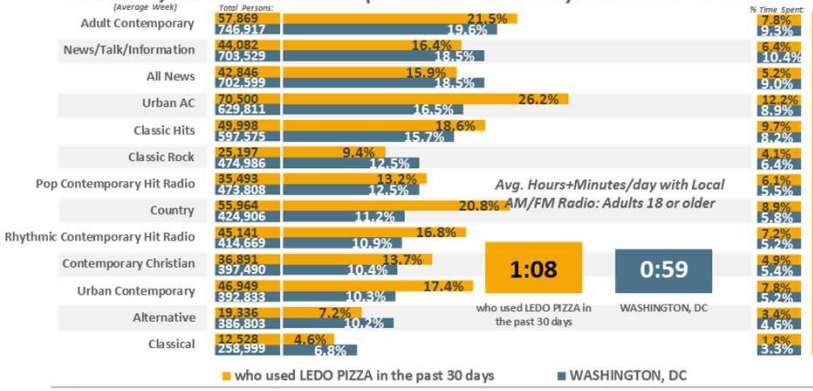
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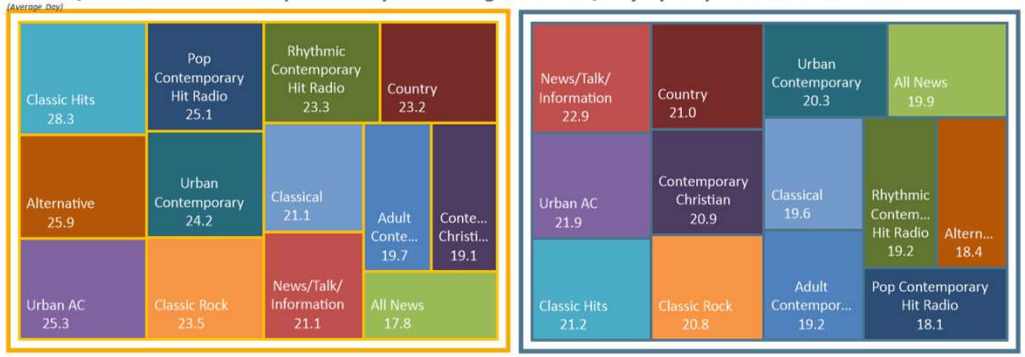
Quick service restaurants used past 30 days: Jerry's Subs & Pizza

252,253 or 79.1% of Adults 18 or older who used LEDO PIZZA in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Urban AC, Adult Contemporary, Country, Classic Hits, and Urban Contemporary.

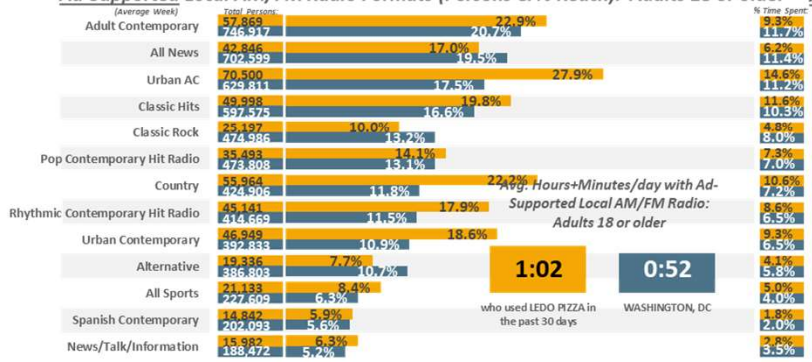
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



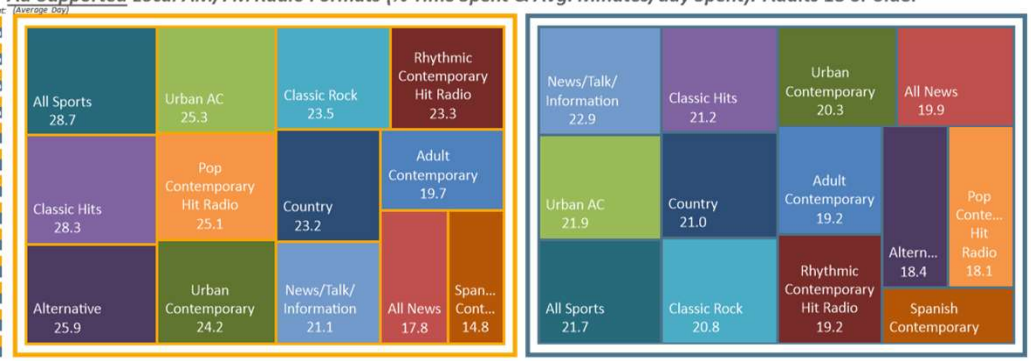
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 304

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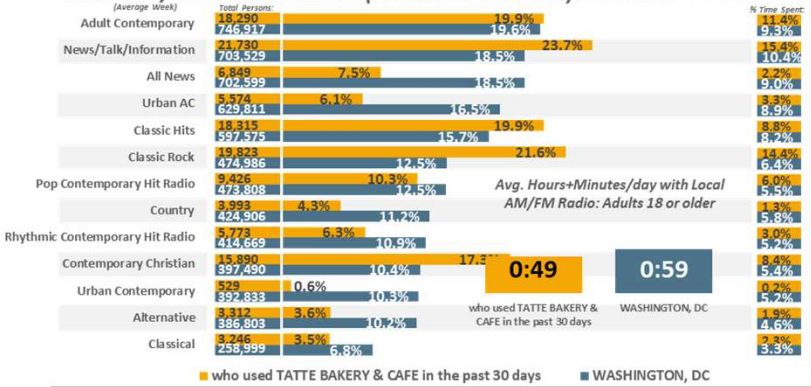
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Quick service restaurants used past 30 days: Ledo Pizza

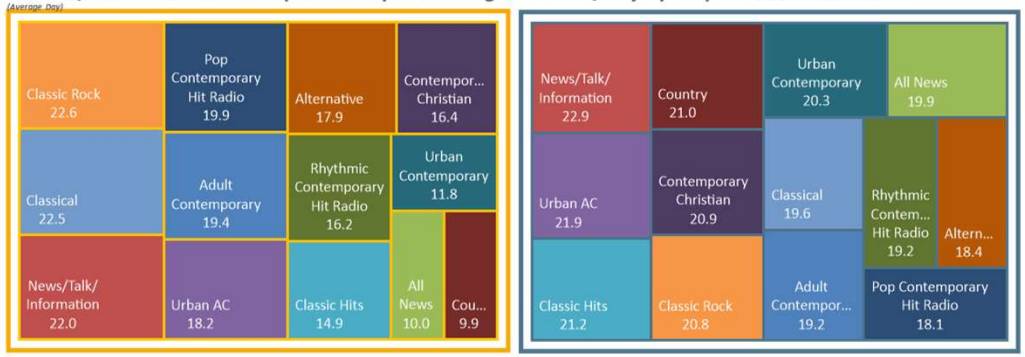
Tatte
BAKERY & CAFÉ

85,325 or 65.2% of Adults 18 or older who used TATTE BAKERY & CAFE in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Spanish Contemporary, Classic Hits, Adult Contemporary, and News/Talk/Information.

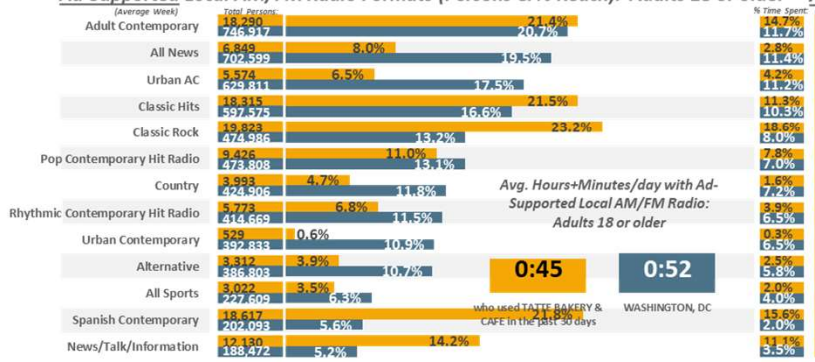
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



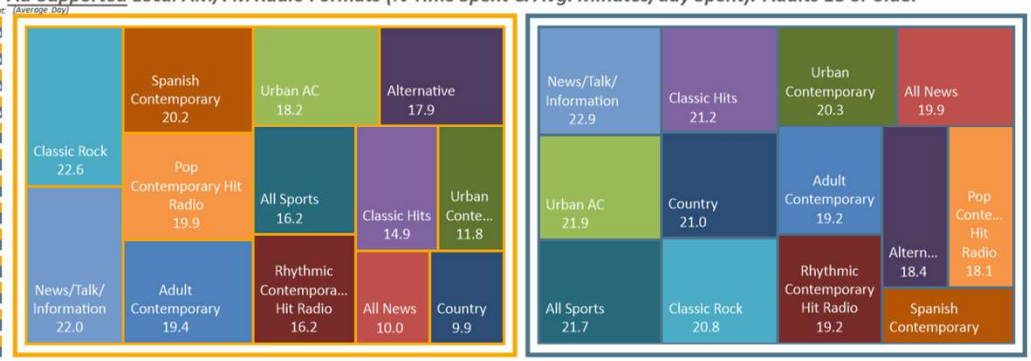
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 115

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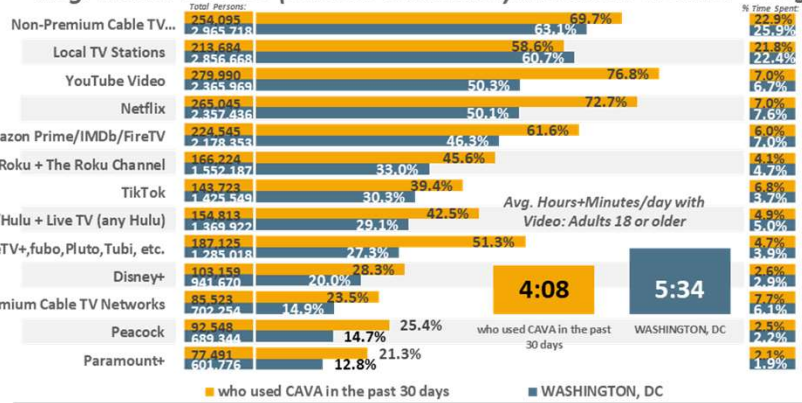
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Tatte Bakery & Cafe

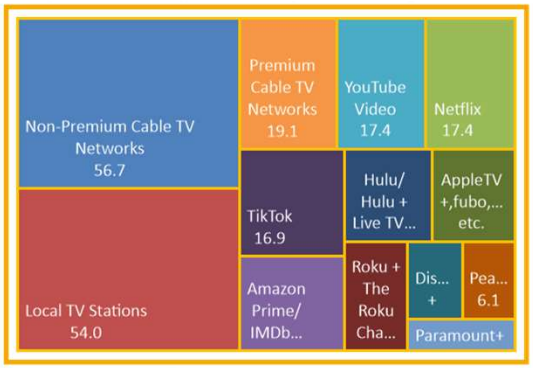
CAVA

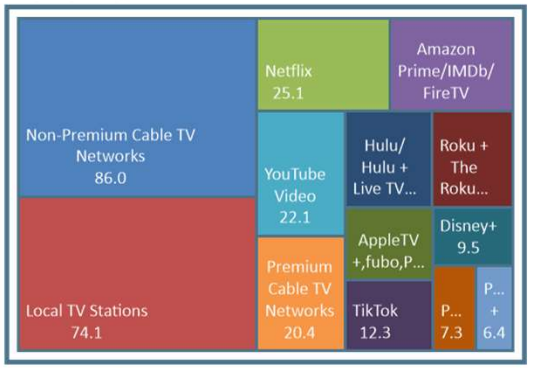
208,397 or 57.2% of Adults 18 or older who used CAVA in the past 30 days watch Ad-Supported Local TV Stations for an average of 50.6 minutes every day representing 24.8% of all time spent daily with Ad-Supported Video.

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

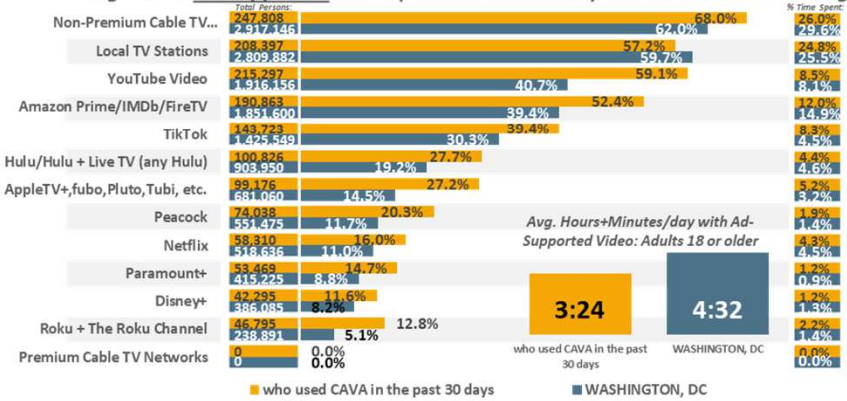


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

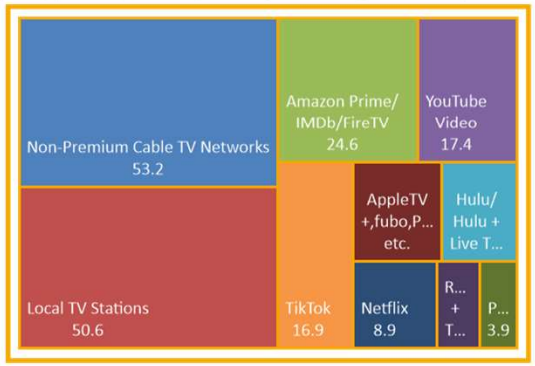


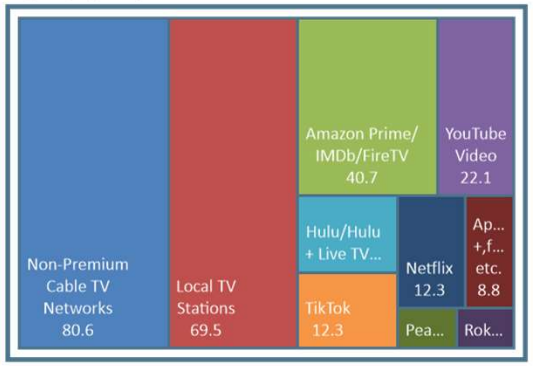


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 368

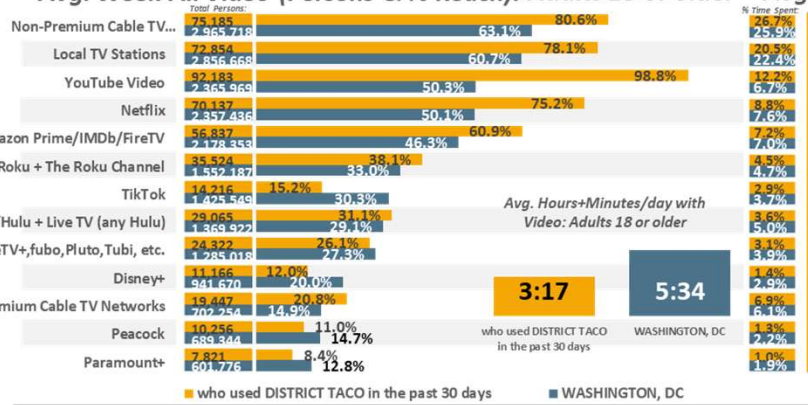
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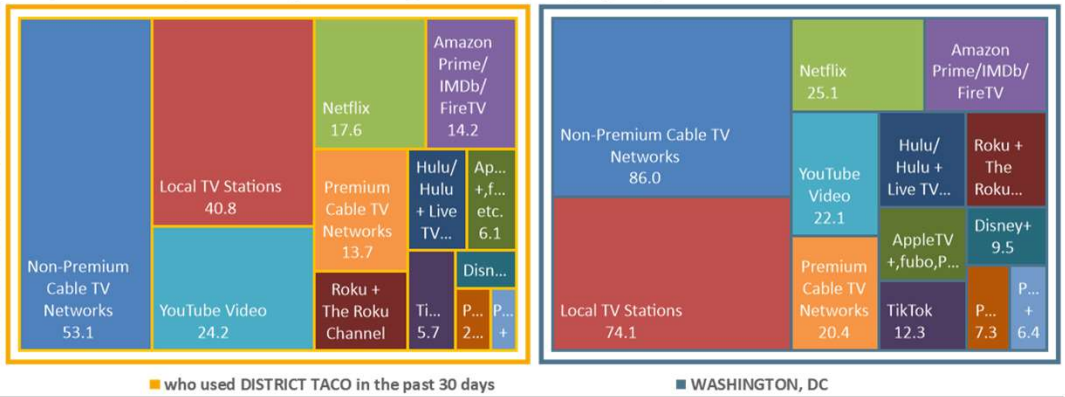
Quick service restaurants used past 30 days: CAVA

69,113 or 74.1% of Adults 18 or older who used DISTRICT TACO in the past 30 days watch Ad-Supported Local TV Stations for an average of 36.5 minutes every day representing 22.4% of all time spent daily with Ad-Supported Video.

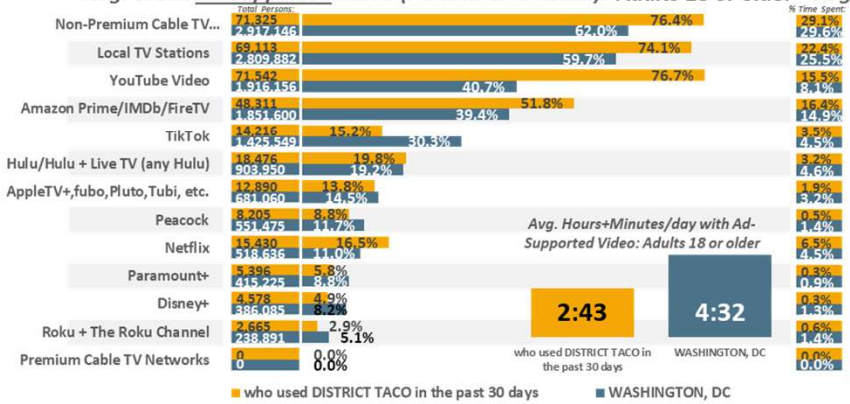
Avg. Week All Video (Persons & % Reach): Adults 18 or older



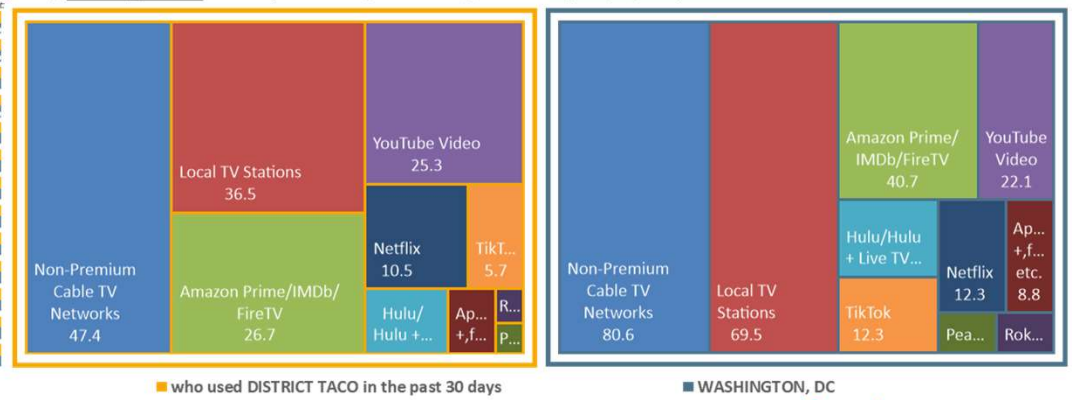
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 83

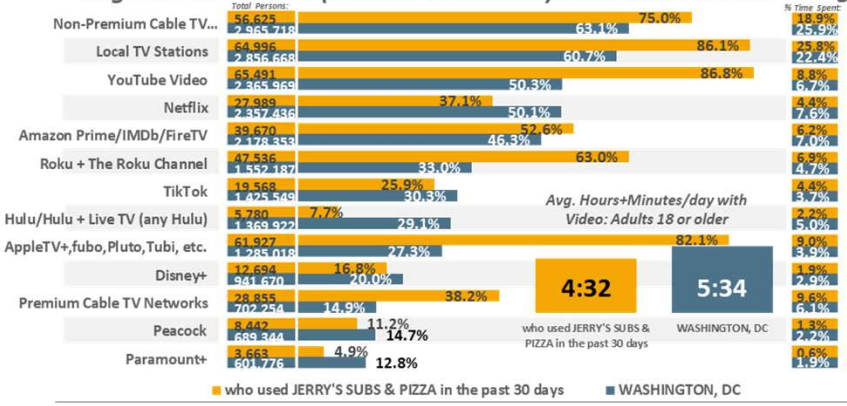
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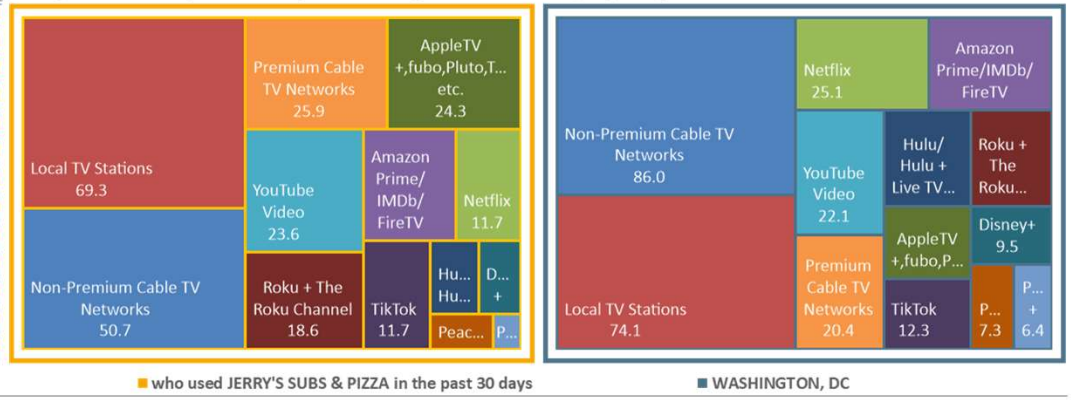
Quick service restaurants used past 30 days: District Taco

57,908 or 76.7% of Adults 18 or older who used JERRY'S SUBS & PIZZA in the past 30 days watch Ad-Supported Local TV Stations for an average of 59.3 minutes every day representing 26.6% of all time spent daily with Ad-Supported Video.

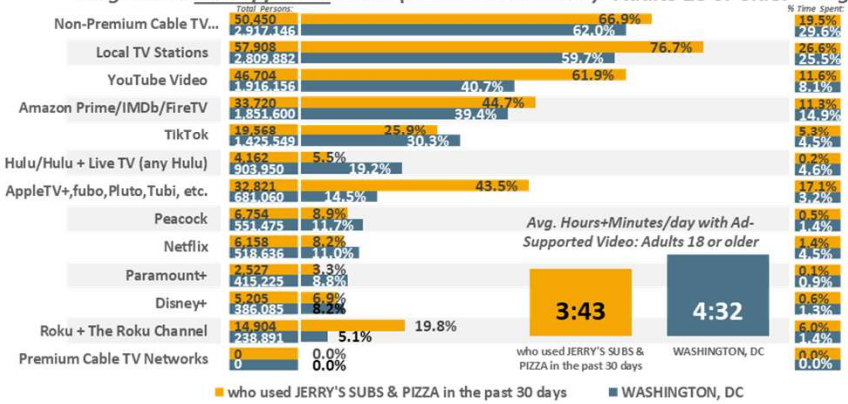
Avg. Week All Video (Persons & % Reach): Adults 18 or older



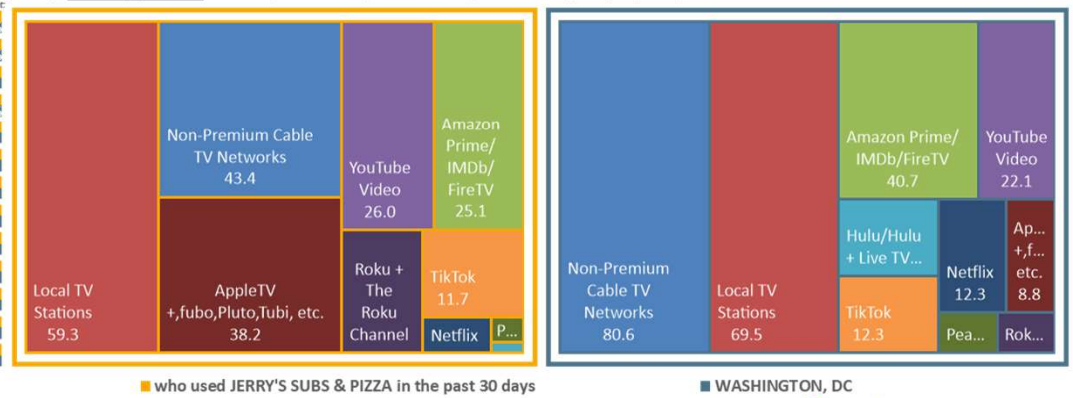
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 56

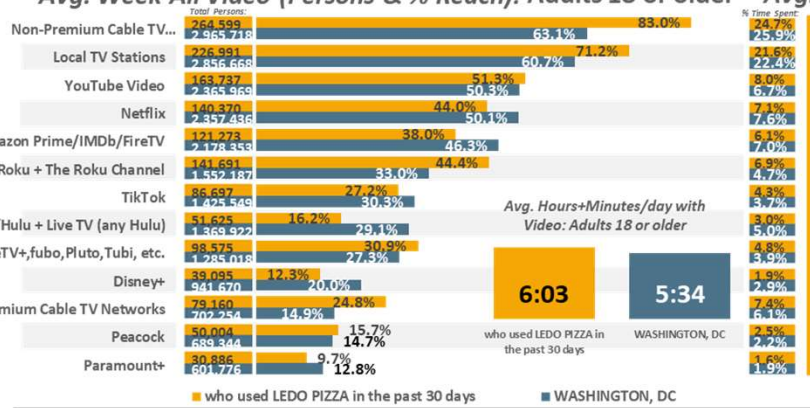
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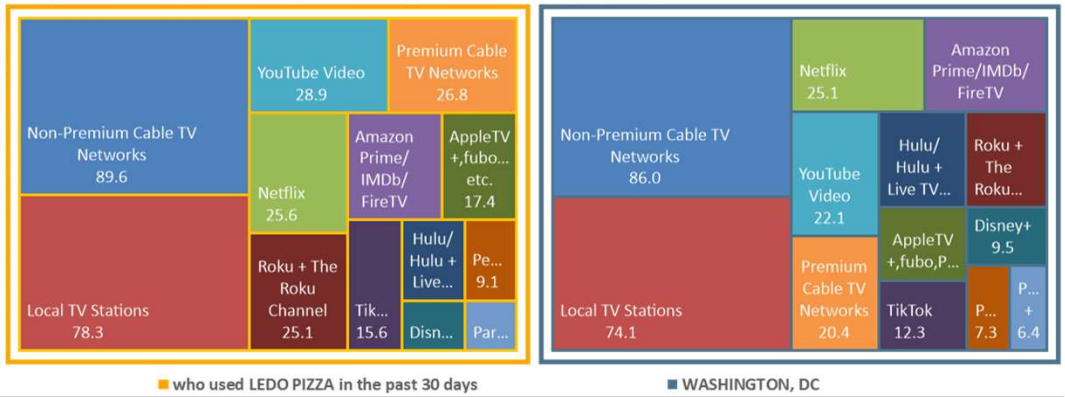
Quick service restaurants used past 30 days: Jerry's Subs & Pizza

219,798 or 68.9% of Adults 18 or older who used LEDO PIZZA in the past 30 days watch Ad-Supported Local TV Stations for an average of 73.2 minutes every day representing 25.2% of all time spent daily with Ad-Supported Video.

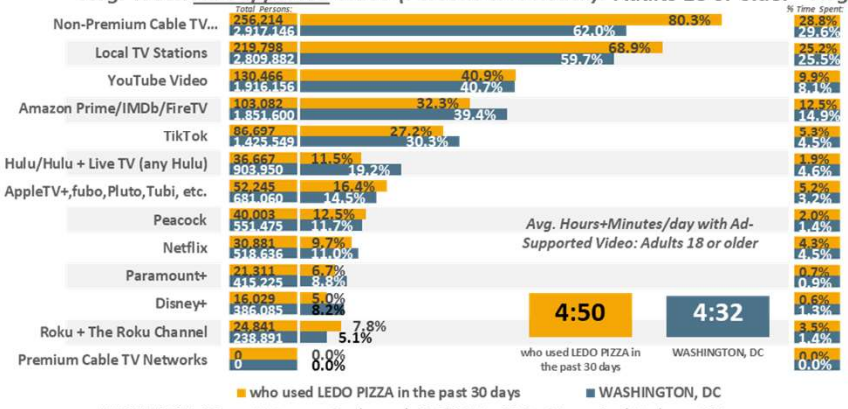
Avg. Week All Video (Persons & % Reach): Adults 18 or older



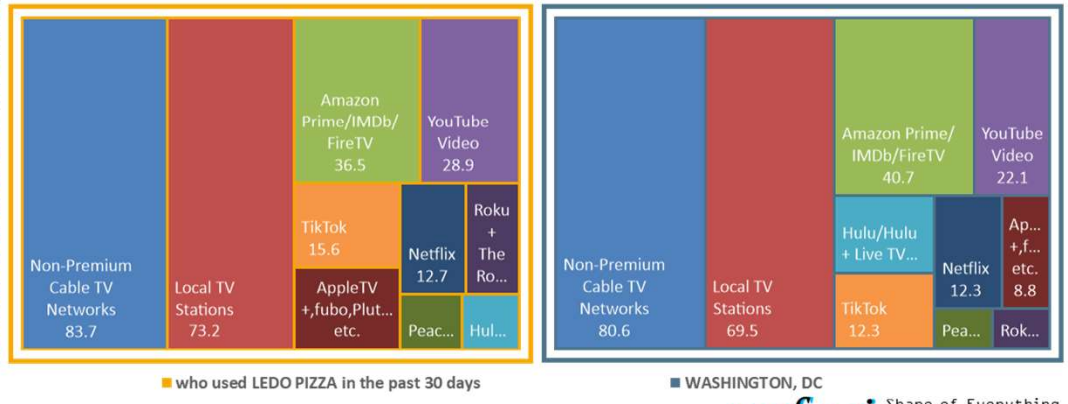
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 304

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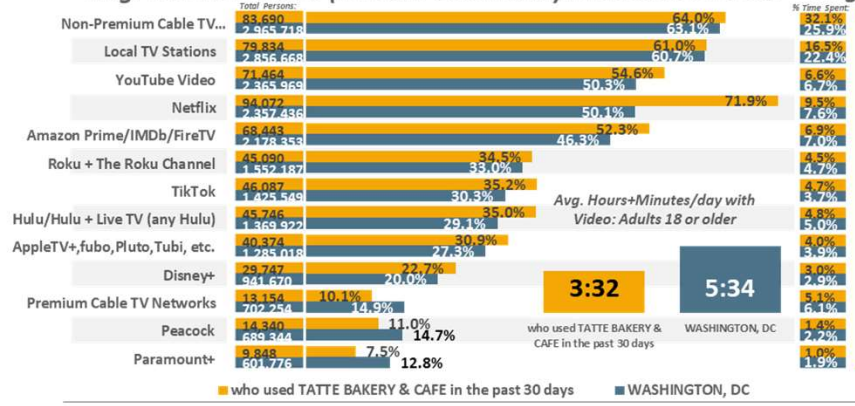
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Quick service restaurants used past 30 days: Ledo Pizza

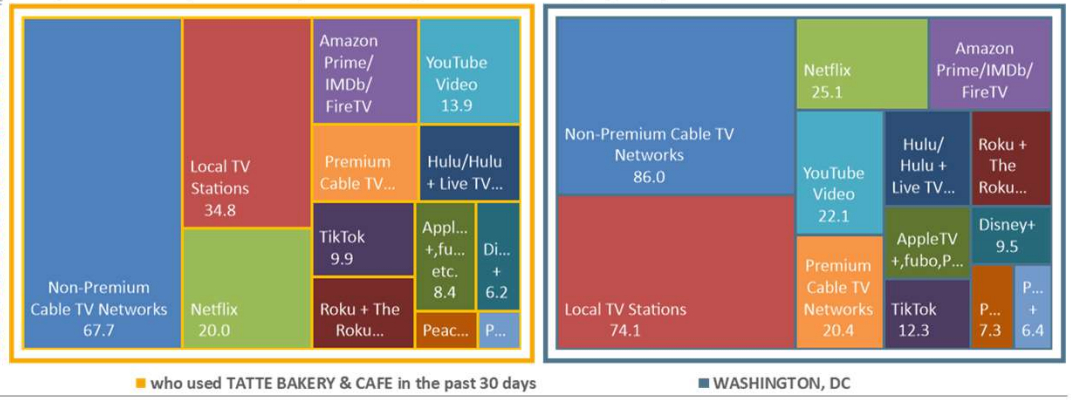
Tatte
BAKERY & CAFÉ

77,397 or 59.2% of Adults 18 or older who used TATTE BAKERY & CAFE in the past 30 days watch Ad-Supported Local TV Stations for an average of 32.6 minutes every day representing 19.5% of all time spent daily with Ad-Supported Video.

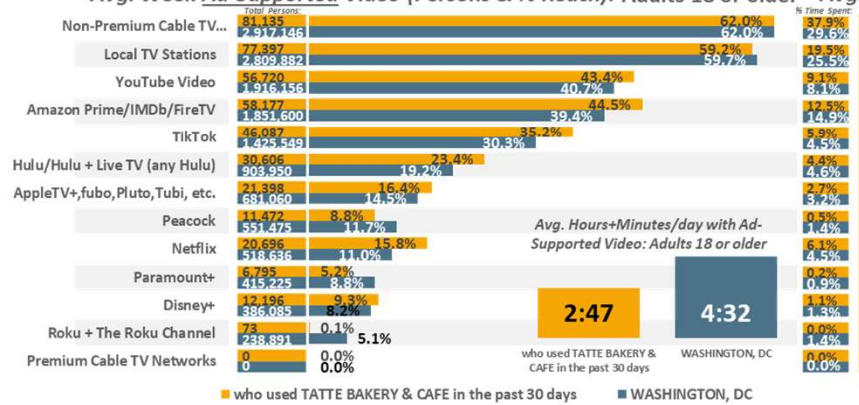
Avg. Week All Video (Persons & % Reach): Adults 18 or older



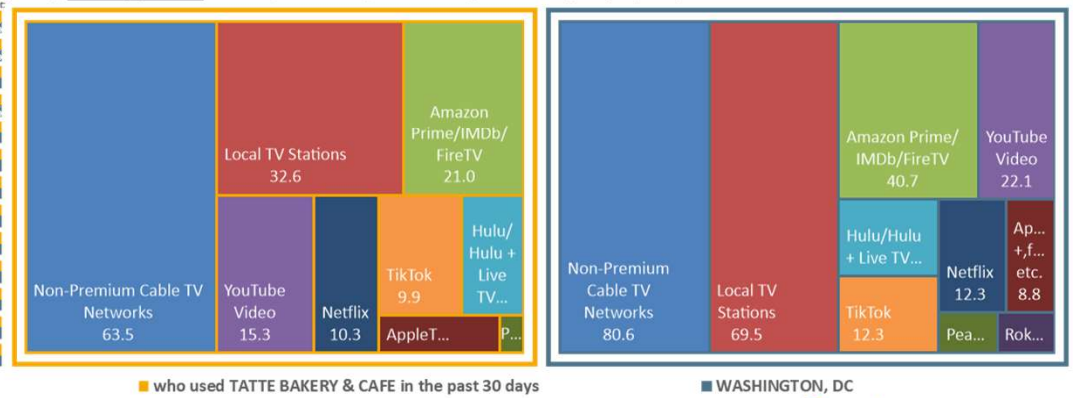
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 115

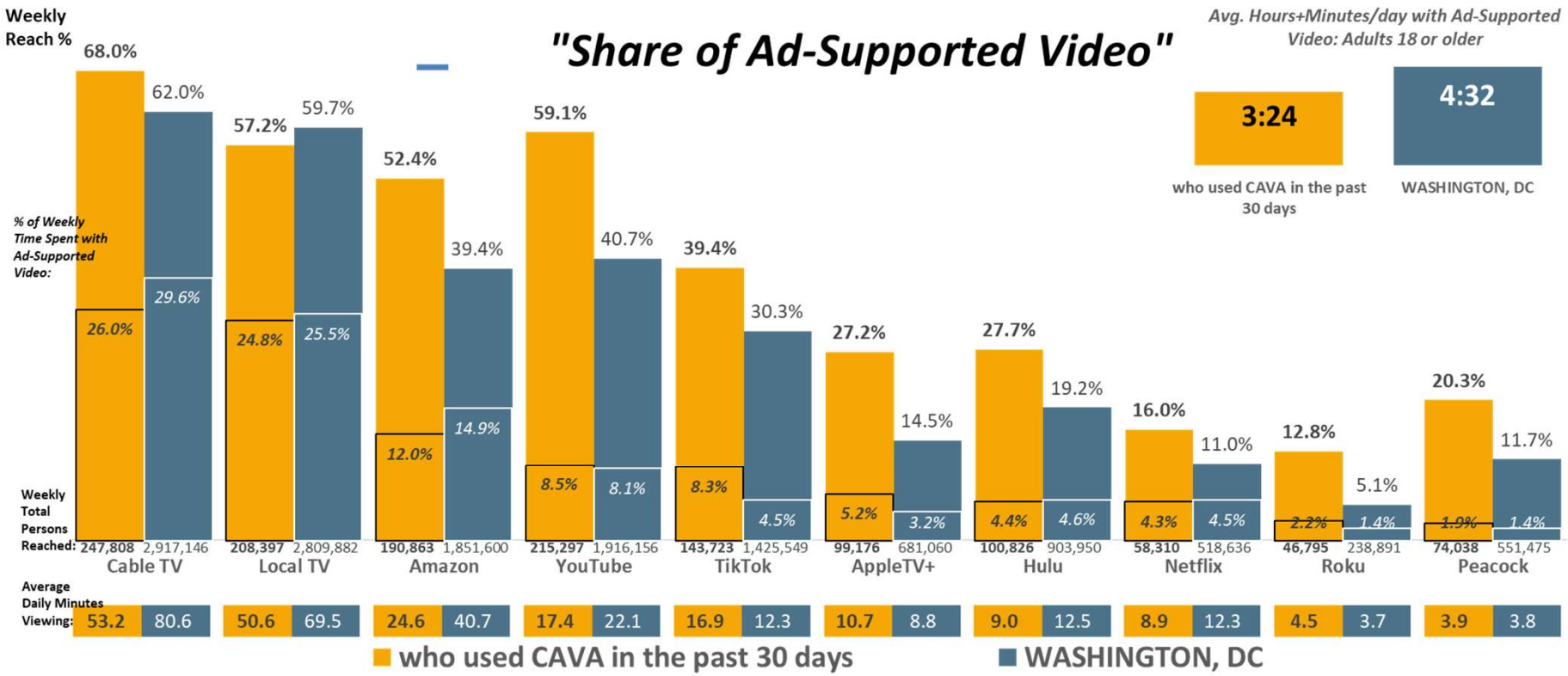
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Quick service restaurants used past 30 days: Tatte Bakery & Cafe

CAVA

208,397 or 57.2% of Adults 18 or older who used CAVA in the past 30 days watch Ad-Supported Local TV Stations for an average of 50.6 minutes every day representing 24.8% of all time spent daily with Ad-Supported Video.



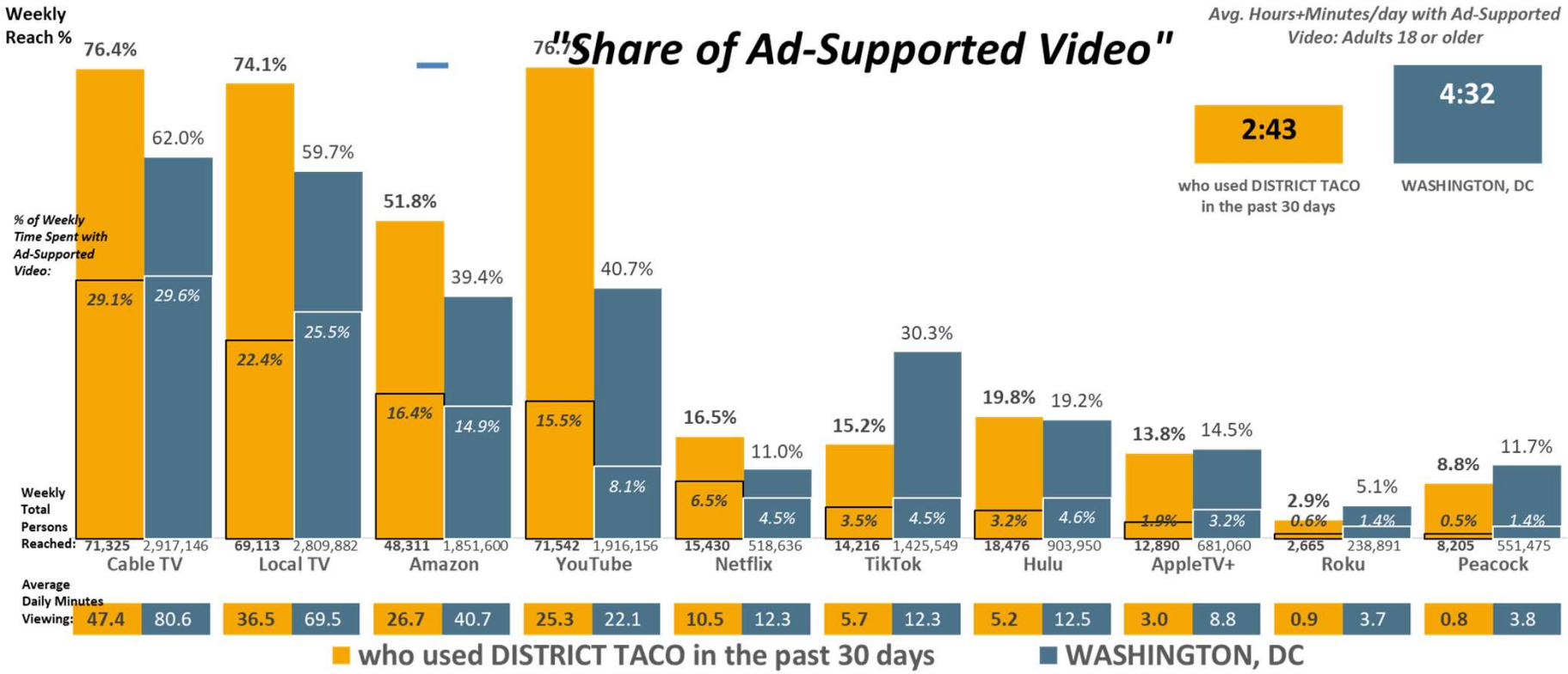
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 368 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

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Quick service restaurants used past 30 days: CAVA

69,113 or 74.1% of Adults 18 or older who used DISTRICT TACO in the past 30 days watch Ad-Supported Local TV Stations for an average of 36.5 minutes every day representing 22.4% of all time spent daily with Ad-Supported Video.



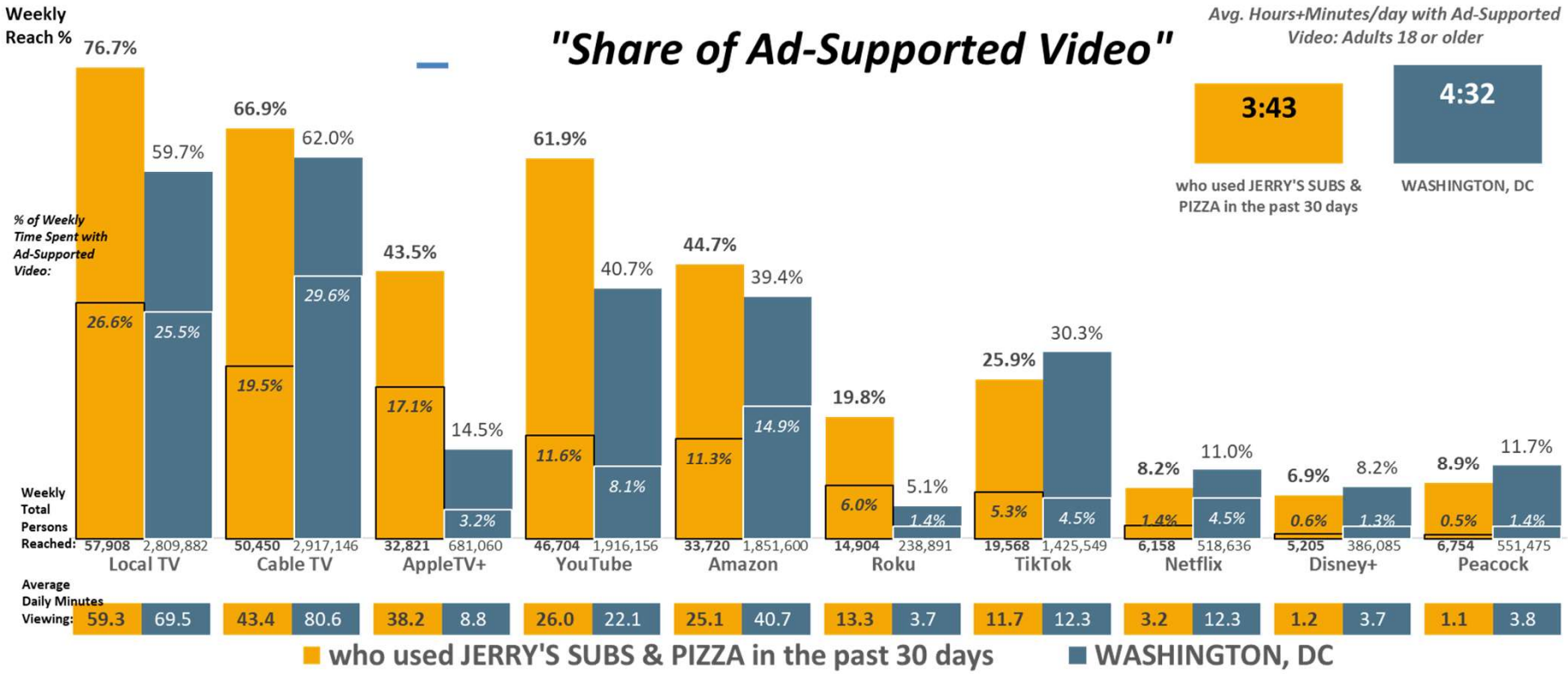
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 83 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

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Quick service restaurants used past 30 days: District Taco

57,908 or 76.7% of Adults 18 or older who used JERRY'S SUBS & PIZZA in the past 30 days watch Ad-Supported Local TV Stations for an average of 59.3 minutes every day representing 26.6% of all time spent daily with Ad-Supported Video.



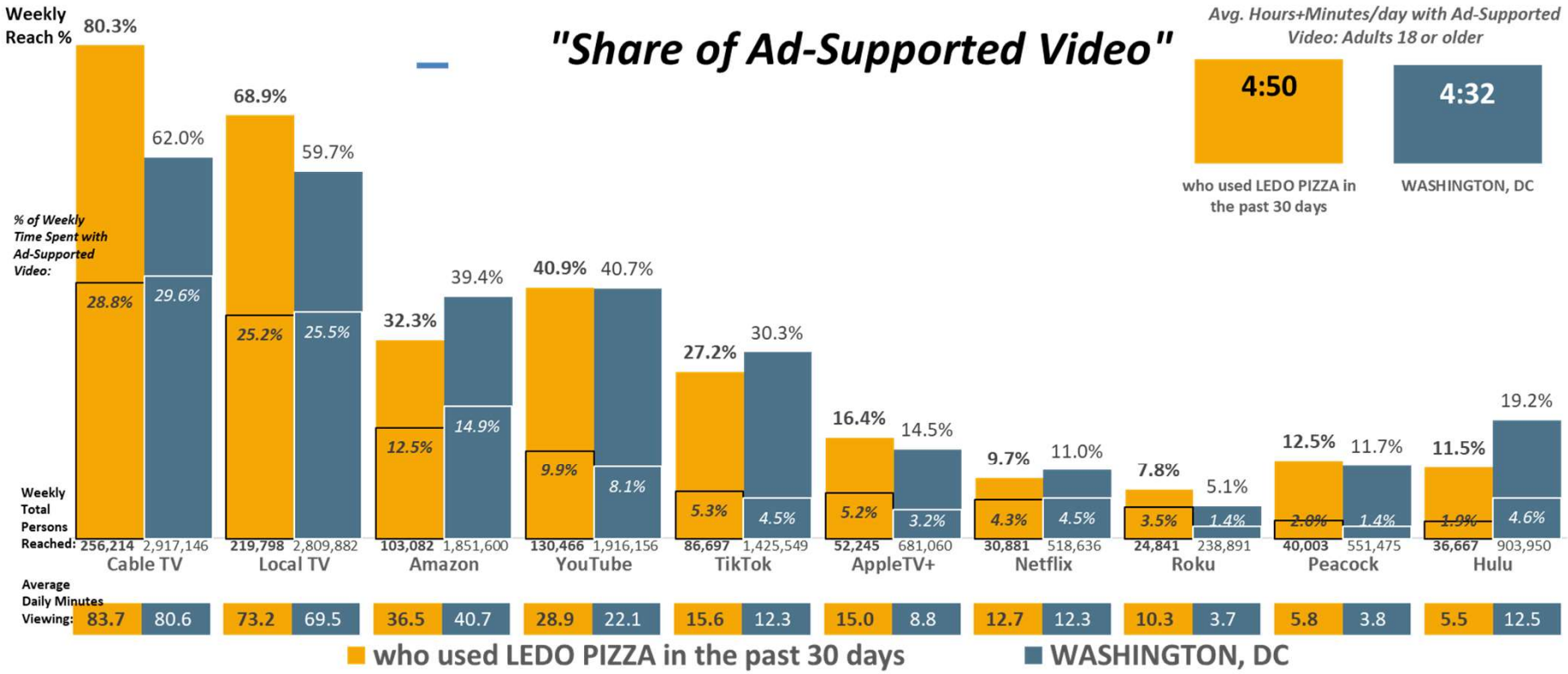
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 56 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

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Quick service restaurants used past 30 days: Jerry's Subs & Pizza

219,798 or 68.9% of Adults 18 or older who used LEDO PIZZA in the past 30 days watch Ad-Supported Local TV Stations for an average of 73.2 minutes every day representing 25.2% of all time spent daily with Ad-Supported Video.



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 304 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

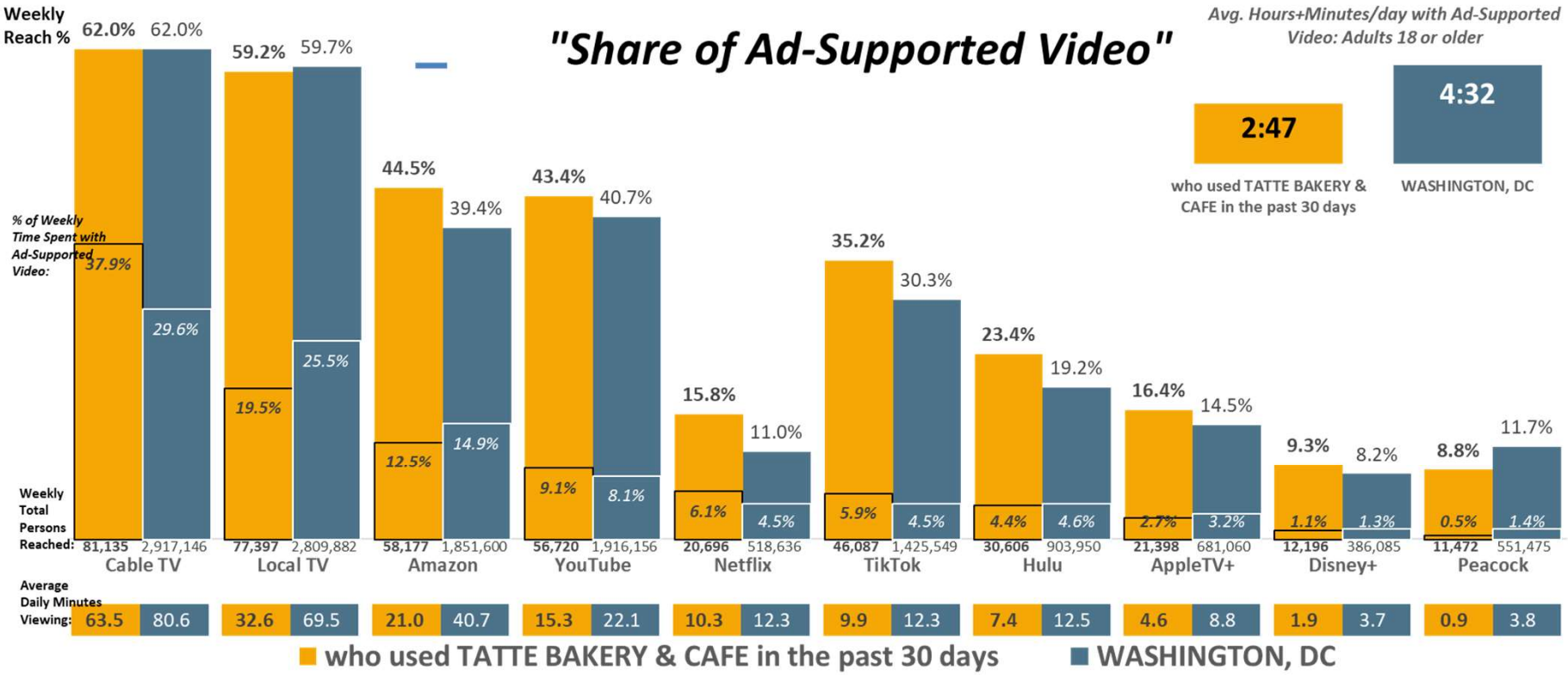
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Quick service restaurants used past 30 days: Ledo Pizza

Tatte
BAKERY & CAFÉ

77,397 or 59.2% of Adults 18 or older who used TATTE BAKERY & CAFE in the past 30 days watch Ad-Supported Local TV Stations for an average of 32.6 minutes every day representing 19.5% of all time spent daily with Ad-Supported Video.



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 115 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

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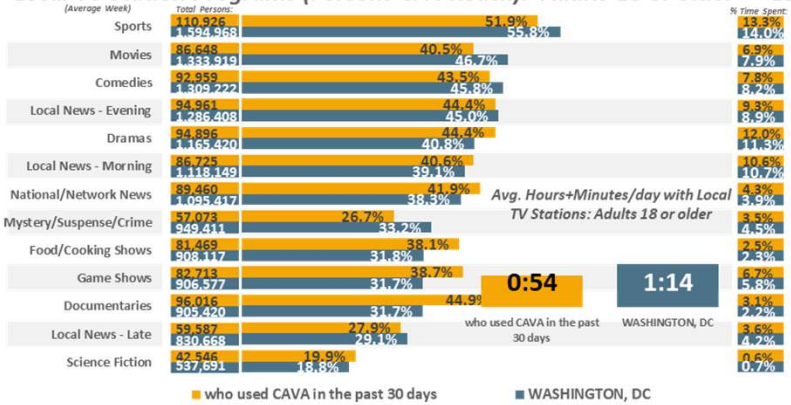
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Quick service restaurants used past 30 days: Tatte Bakery & Cafe

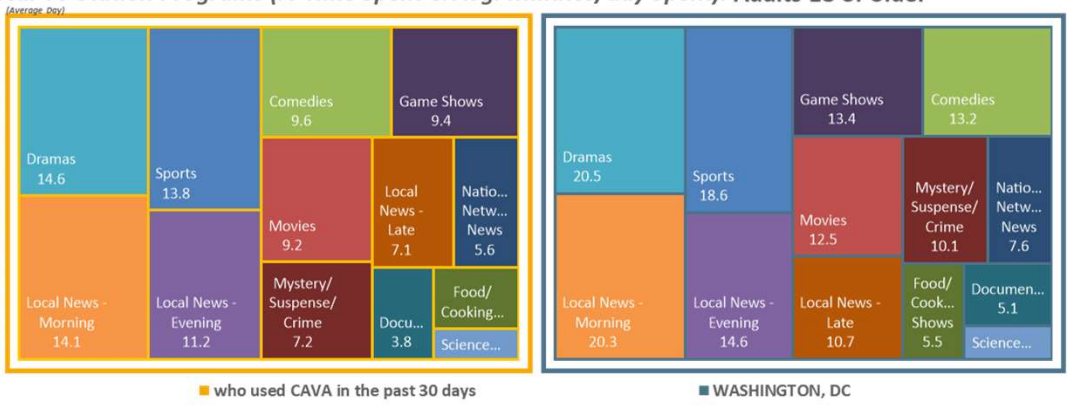
CAVA

208,397 or 57.2% of Adults 18 or older who used CAVA in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Dramas, Local News - Morning, Comedies, and Movies.

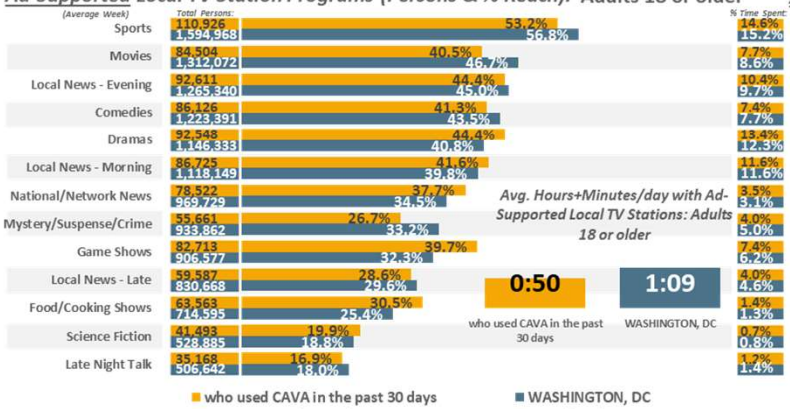
Local TV Station Programs (Persons & % Reach): Adults 18 or older



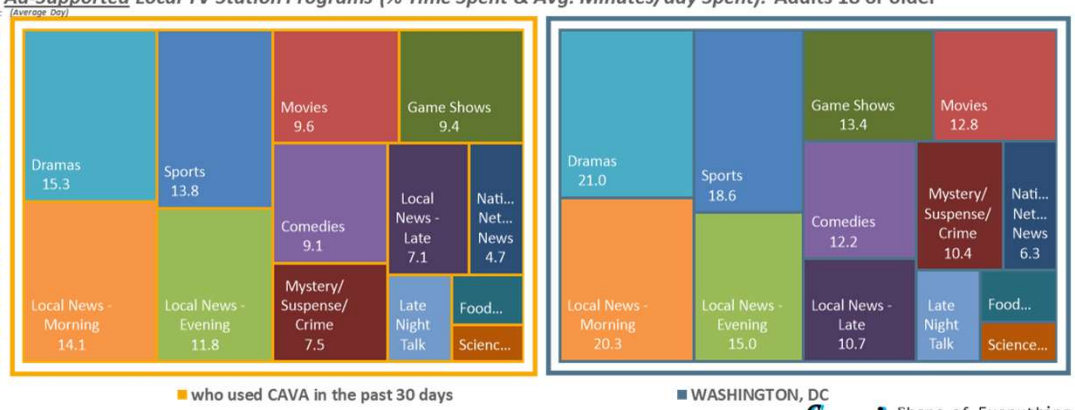
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 368

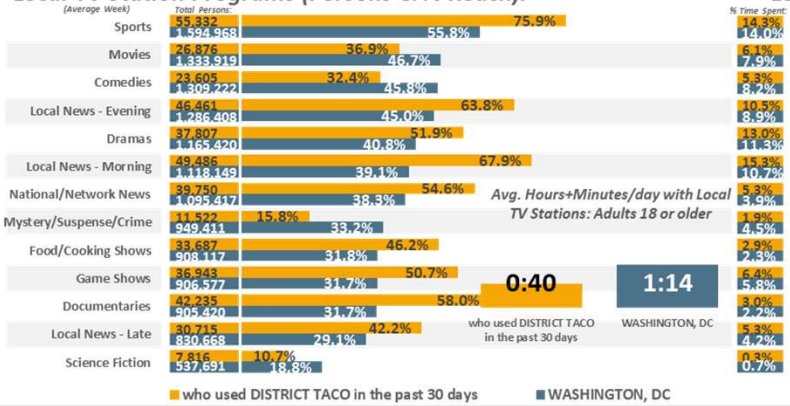
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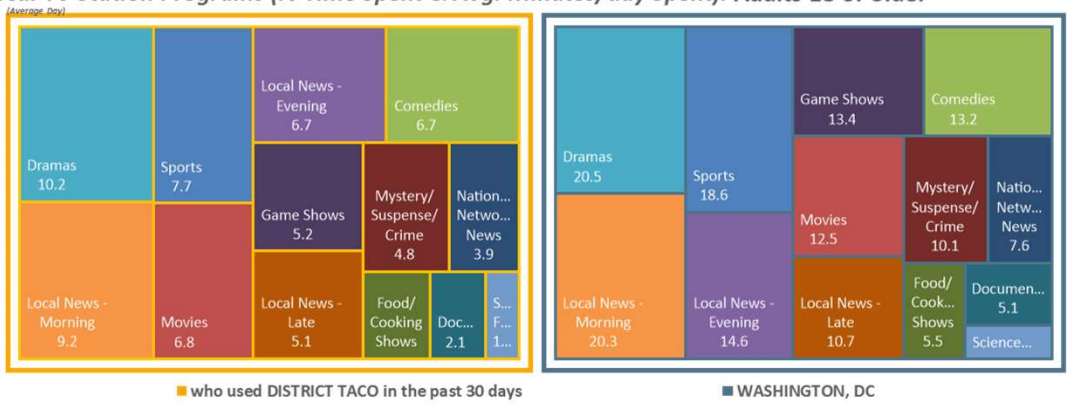
Quick service restaurants used past 30 days: CAVA

69,113 or 74.1% of Adults 18 or older who used DISTRICT TACO in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Game Shows, Dramas, and National/Network News.

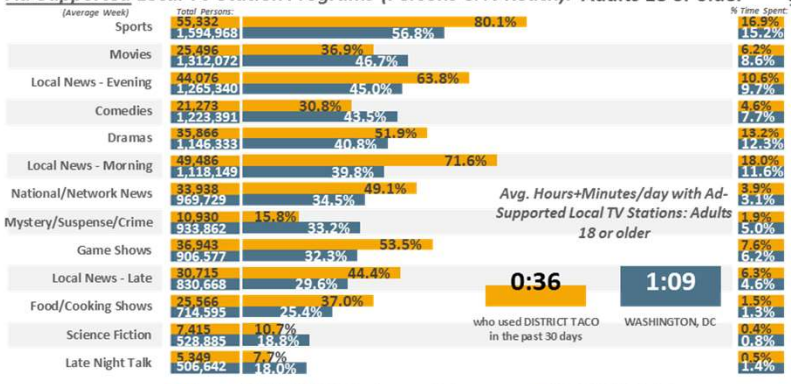
Local TV Station Programs (Persons & % Reach): Adults 18 or older



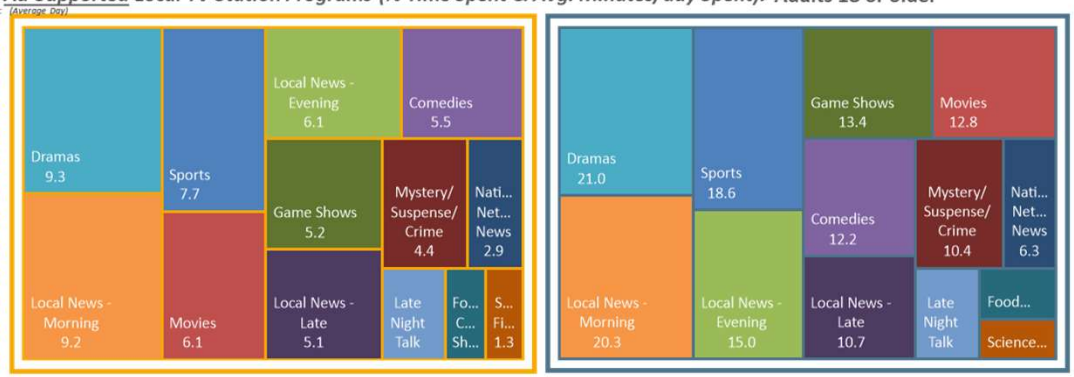
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 83

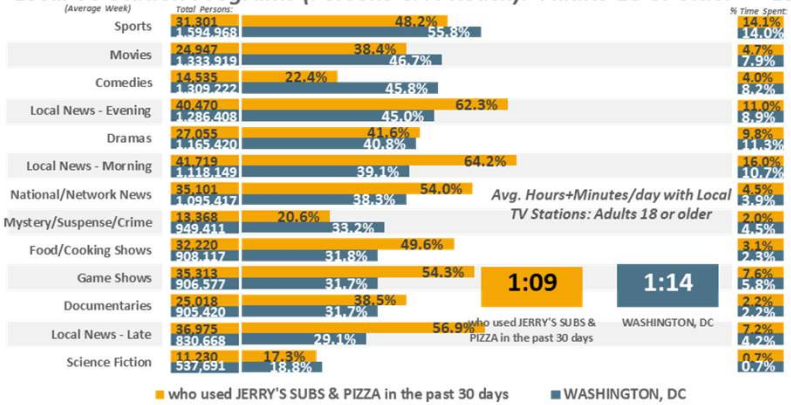
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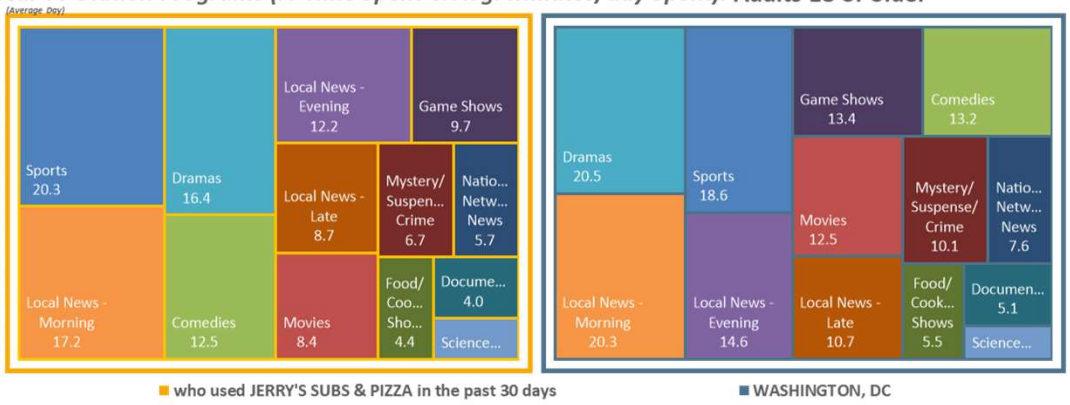
Quick service restaurants used past 30 days: District Taco

57,908 or 76.7% of Adults 18 or older who used JERRY'S SUBS & PIZZA in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Local News - Late, Local News - Evening, Game Shows, Sports, and National/Network Ne

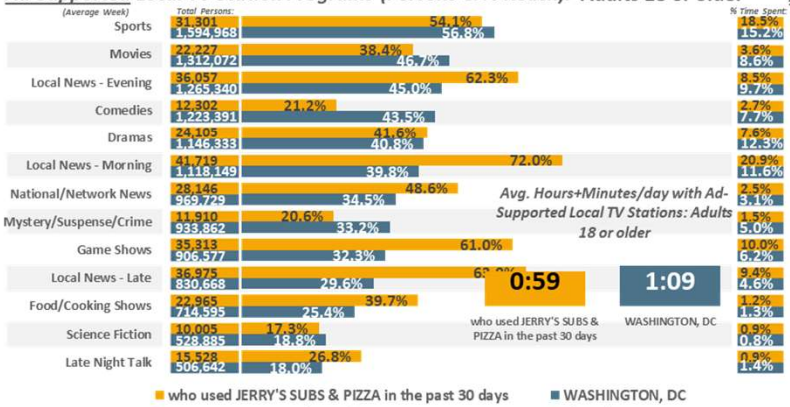
Local TV Station Programs (Persons & % Reach): Adults 18 or older



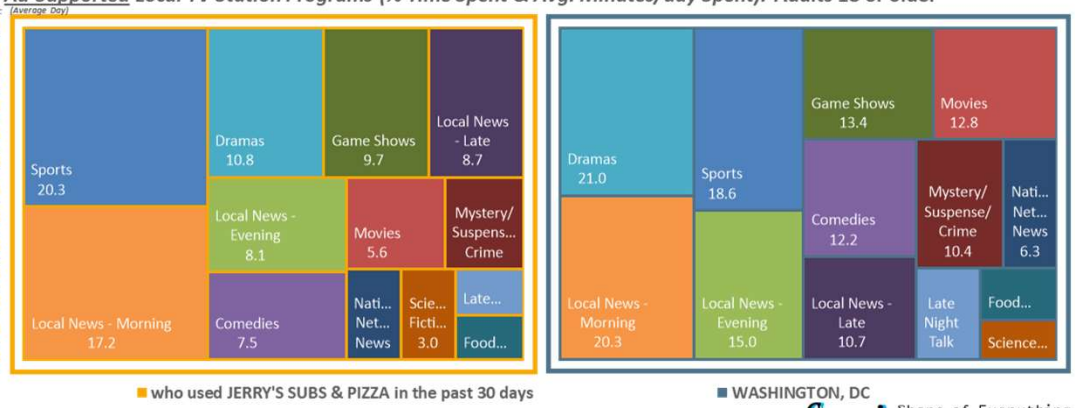
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 56

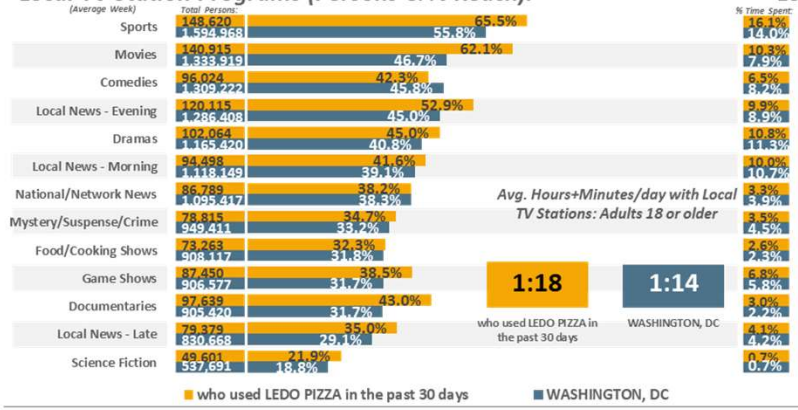
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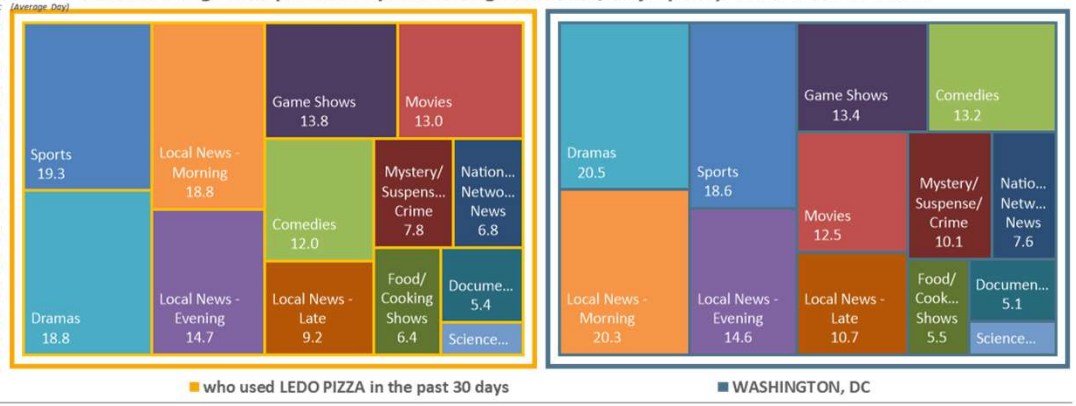
Quick service restaurants used past 30 days: Jerry's Subs & Pizza

219,798 or 68.9% of Adults 18 or older who used LEDO PIZZA in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Dramas, Local News - Morning, and Comedies.

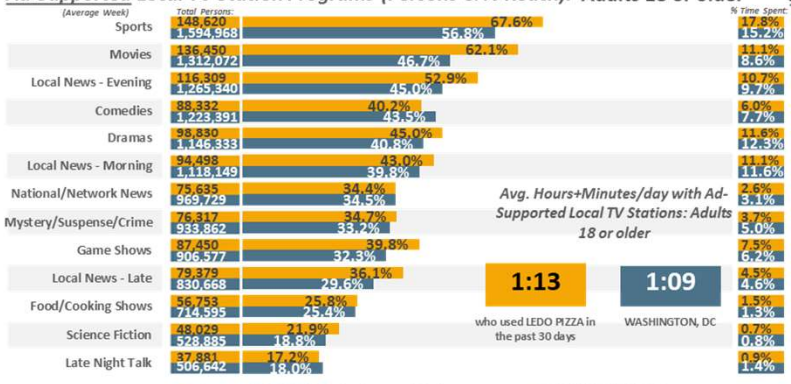
Local TV Station Programs (Persons & % Reach): Adults 18 or older



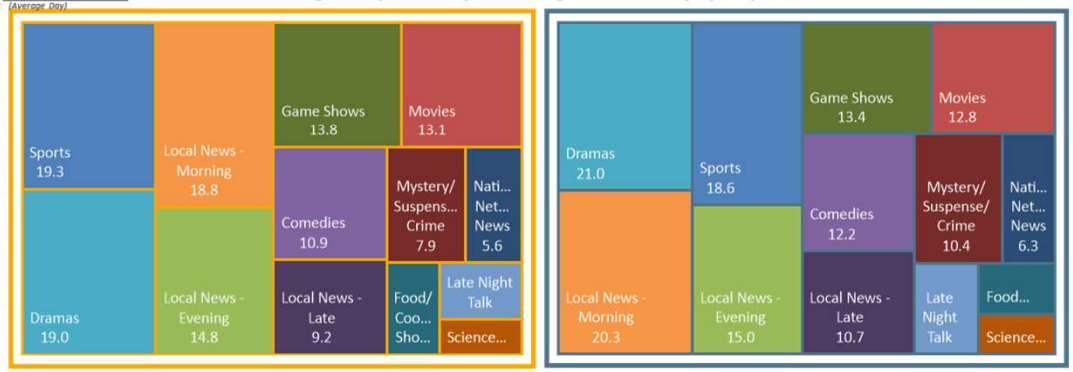
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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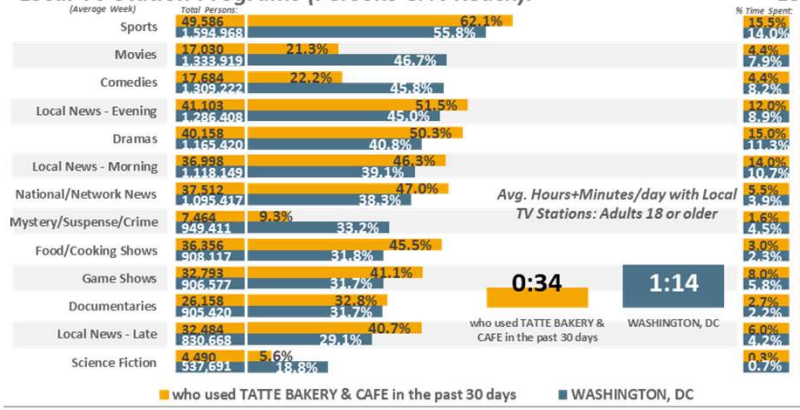
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Quick service restaurants used past 30 days: Ledo Pizza

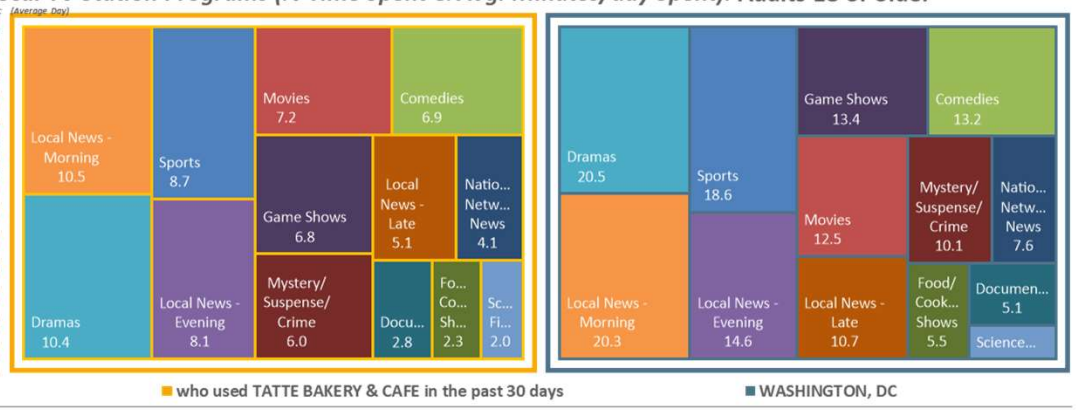
Tatte
BAKERY & CAFÉ

77,397 or 59.2% of Adults 18 or older who used TATTE BAKERY & CAFE in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Dramas, Local News - Morning, Game Shows, and National/Network News.

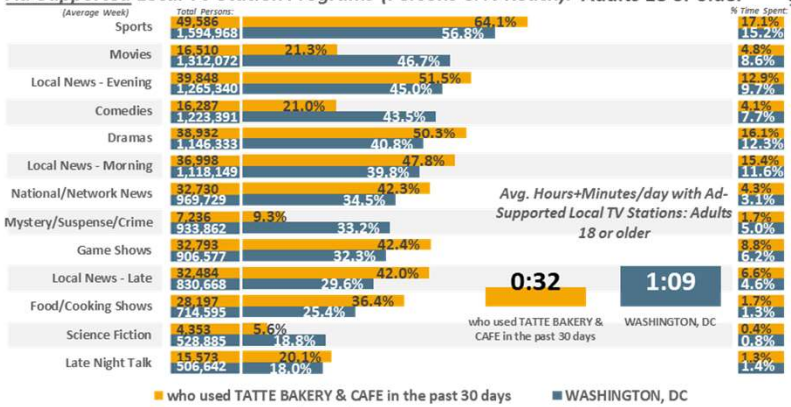
Local TV Station Programs (Persons & % Reach): Adults 18 or older



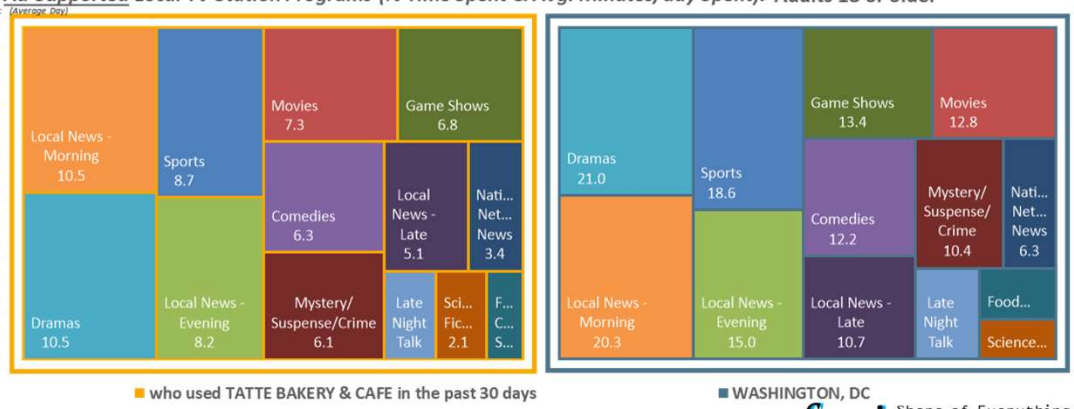
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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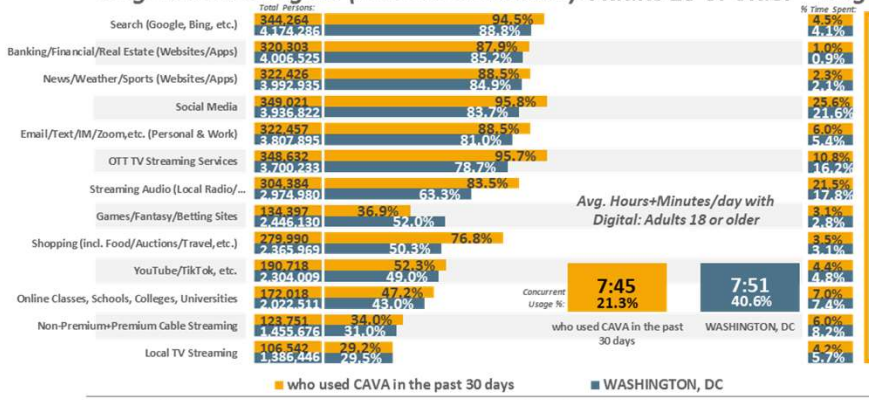
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Quick service restaurants used past 30 days: Tatte Bakery & Cafe

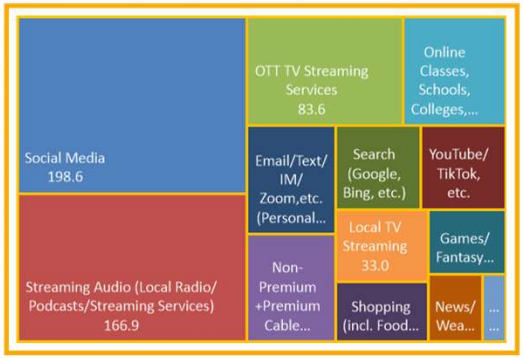
CAVA

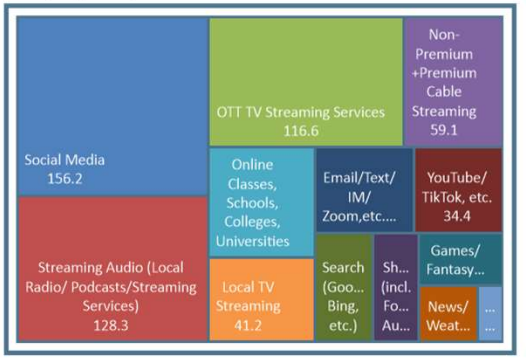
309,491 or 84.9% of Adults 18 or older who used CAVA in the past 30 days use Ad-Supported Social Media for an average of 176.1 minutes every day representing 30.5% of all time spent daily with Ad-Supported Digital Media.

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

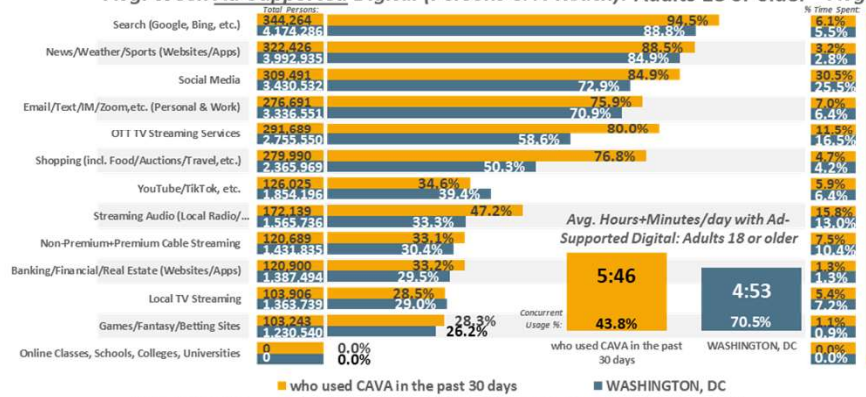


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

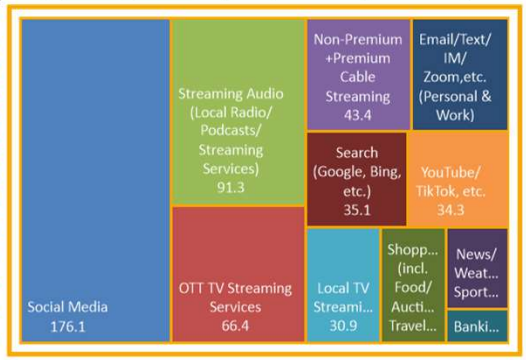


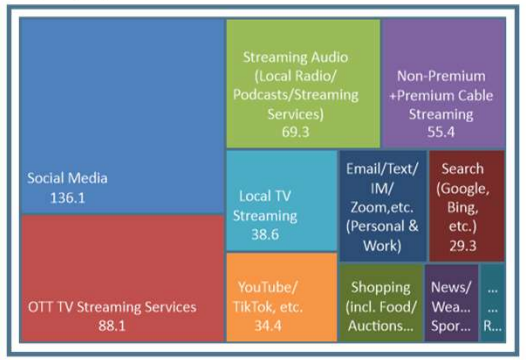


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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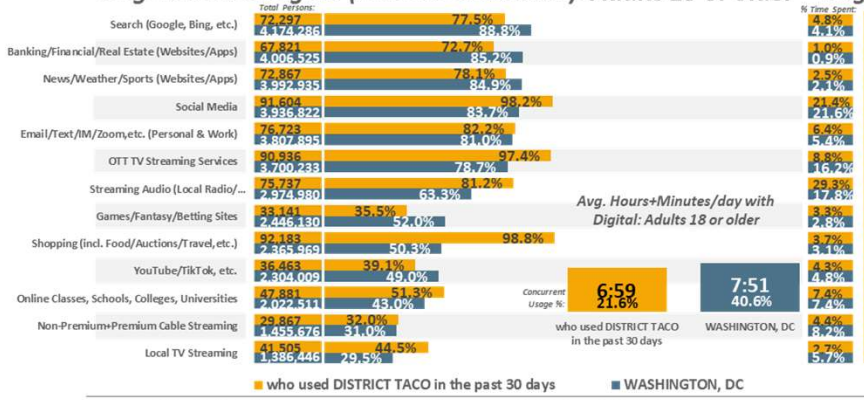
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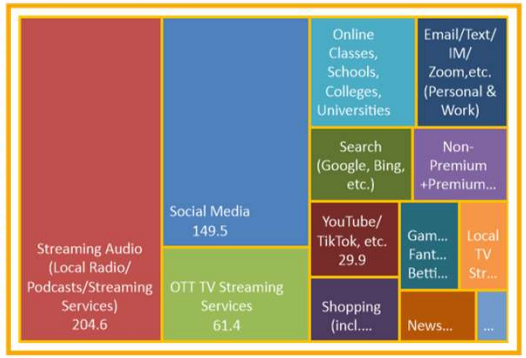
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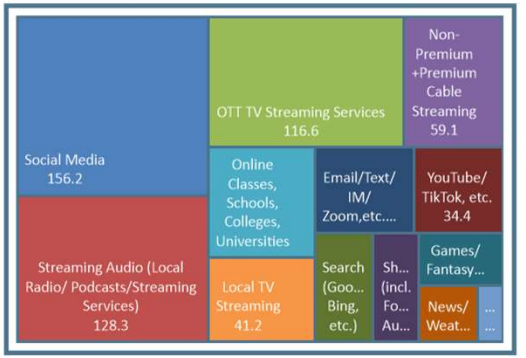
Quick service restaurants used past 30 days: CAVA

81,405 or 87.2% of Adults 18 or older who used DISTRICT TACO in the past 30 days use Ad-Supported Social Media for an average of 132.8 minutes every day representing 27.3% of all time spent daily with Ad-Supported Digital Media.

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

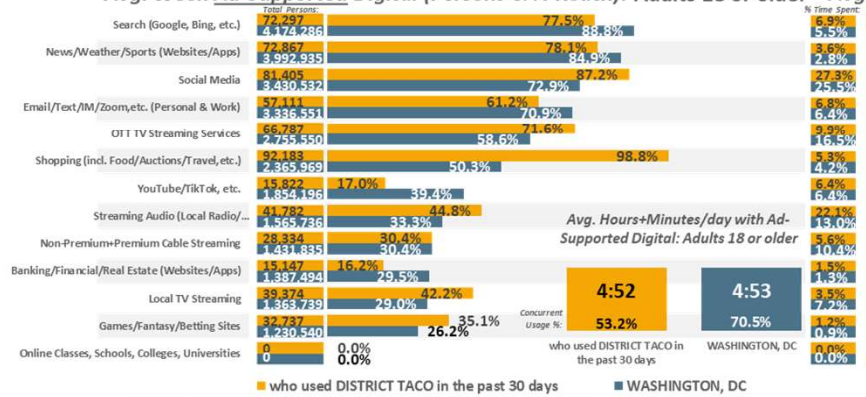


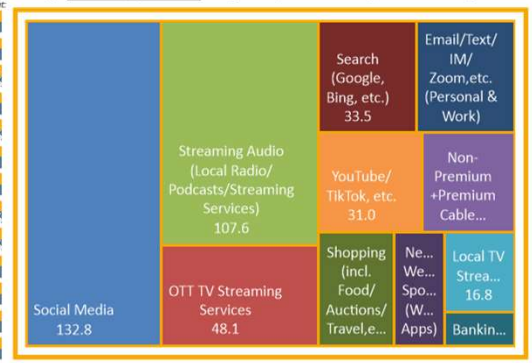


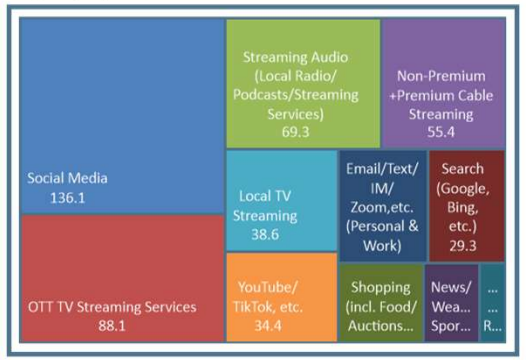


■ who used DISTRICT TACO in the past 30 days ■ WASHINGTON, DC

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







■ who used DISTRICT TACO in the past 30 days ■ WASHINGTON, DC

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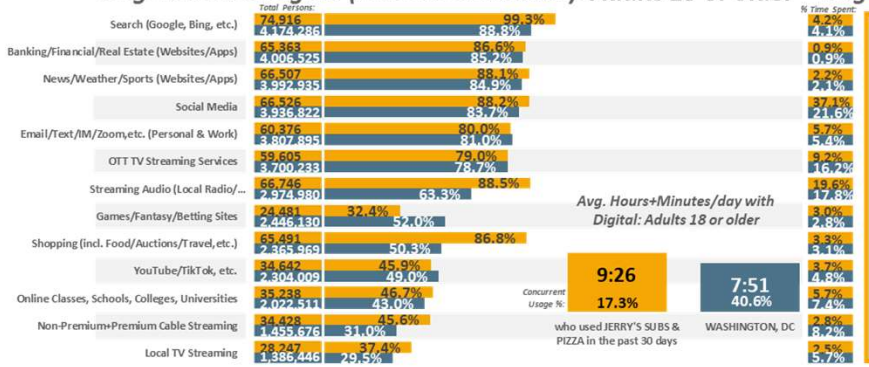
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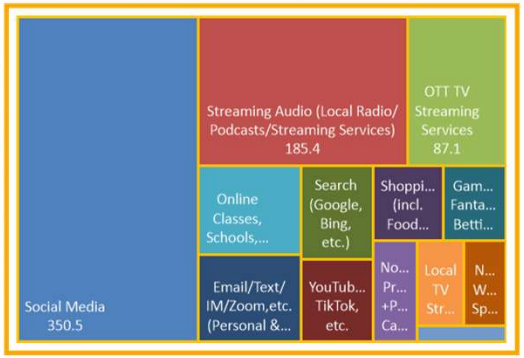
Quick service restaurants used past 30 days: District Taco

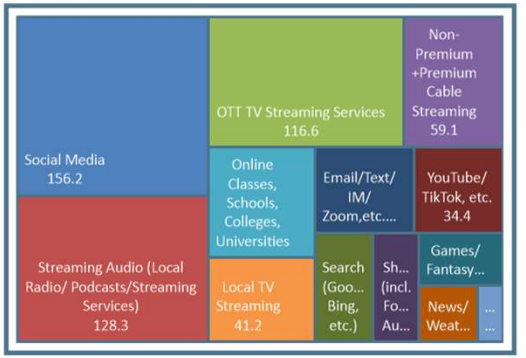
64,207 or 85.1% of Adults 18 or older who used JERRY'S SUBS & PIZZA in the past 30 days use Ad-Supported Social Media for an average of 338.3 minutes every day representing 43.3% of all time spent daily with Ad-Supported Digital Media.

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



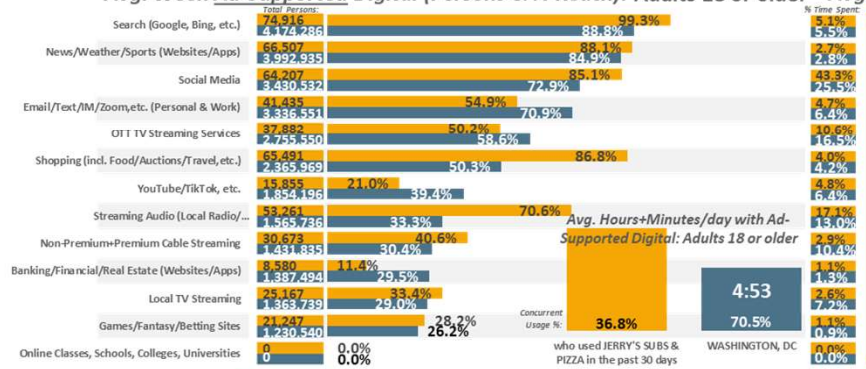
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



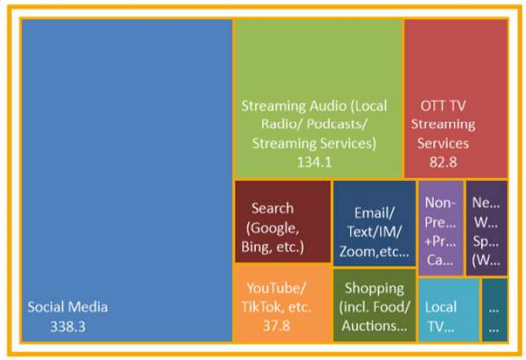


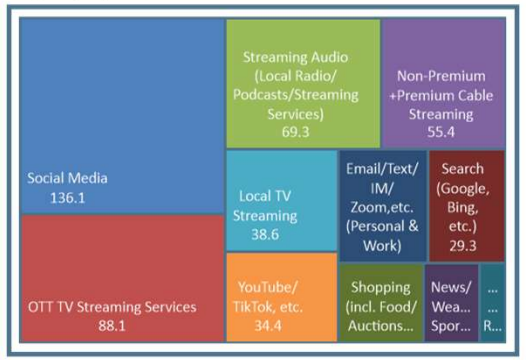
■ who used JERRY'S SUBS & PIZZA in the past 30 days ■ WASHINGTON, DC

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



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





■ who used JERRY'S SUBS & PIZZA in the past 30 days ■ WASHINGTON, DC

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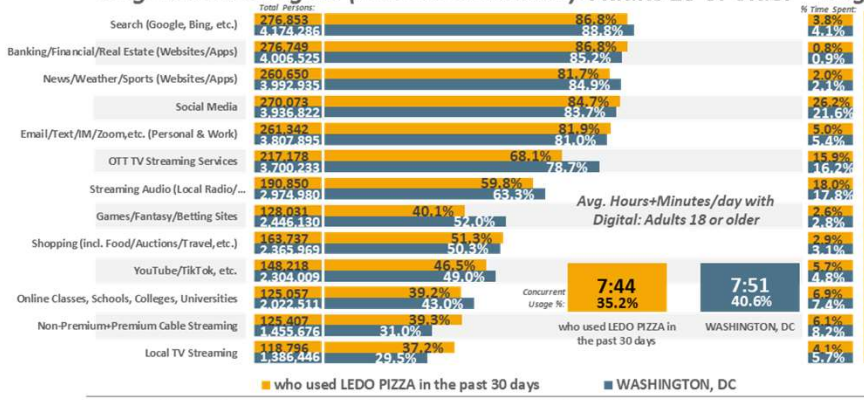
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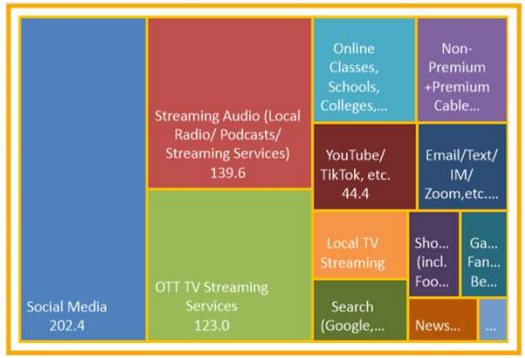
Quick service restaurants used past 30 days: Jerry's Subs & Pizza

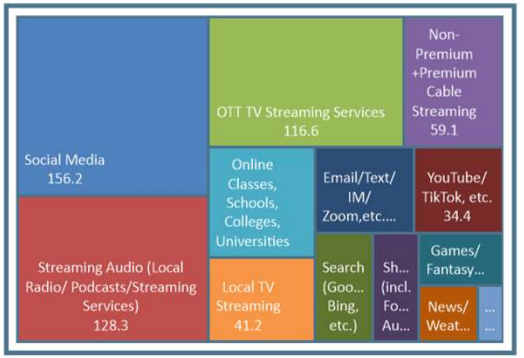
238,559 or 74.8% of Adults 18 or older who used LEDO PIZZA in the past 30 days use Ad-Supported Social Media for an average of 178.8 minutes every day representing 30.8% of all time spent daily with Ad-Supported Digital Media.

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

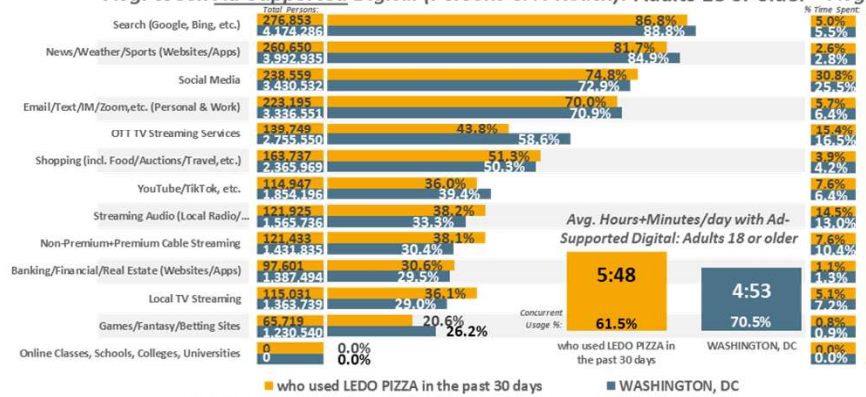


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

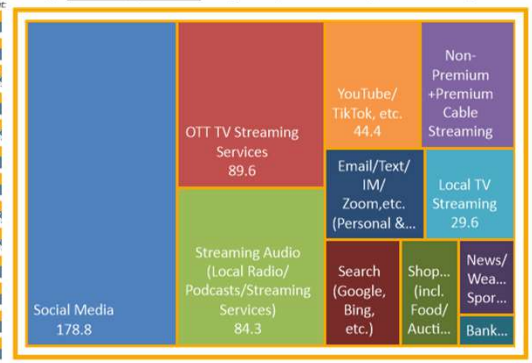


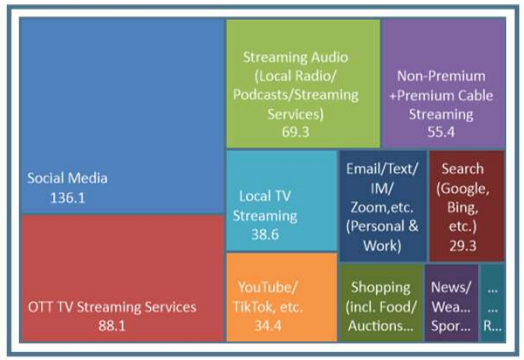


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 304

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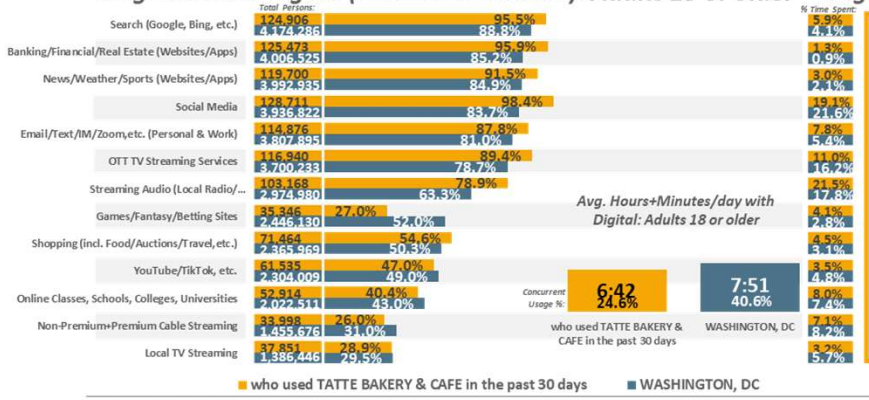
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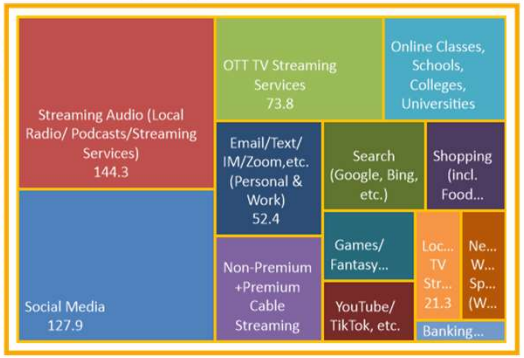
Quick service restaurants used past 30 days: Ledo Pizza

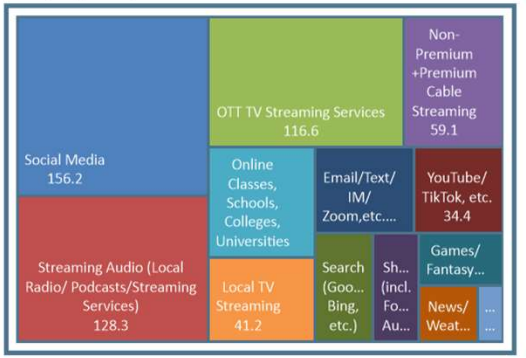
Tatte
BAKERY & CAFÉ

104,000 or 79.5% of Adults 18 or older who used TATTE BAKERY & CAFE in the past 30 days use Ad-Supported Social Media for an average of 103.4 minutes every day representing 22.3% of all time spent daily with Ad-Supported Digital Media.

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

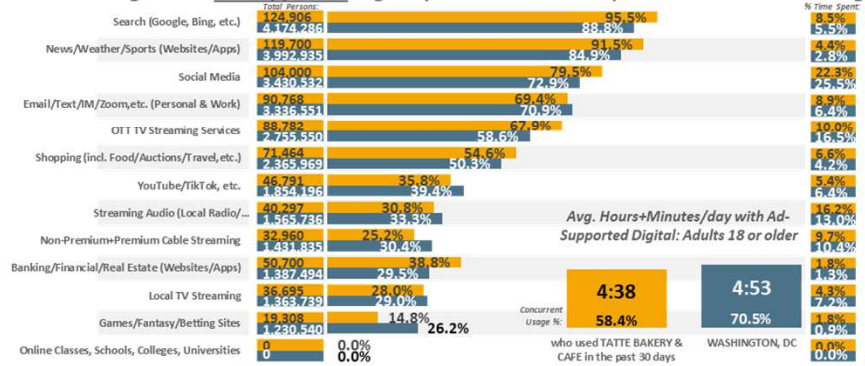


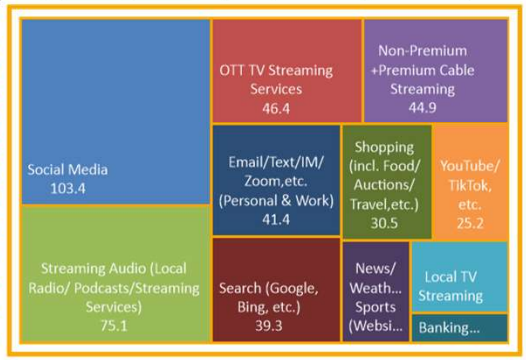


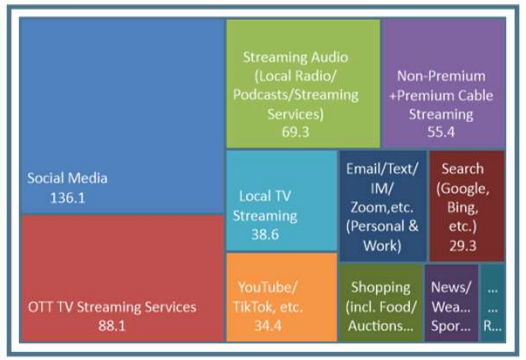


■ who used TATTE BAKERY & CAFE in the past 30 days ■ WASHINGTON, DC

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







■ who used TATTE BAKERY & CAFE in the past 30 days ■ WASHINGTON, DC

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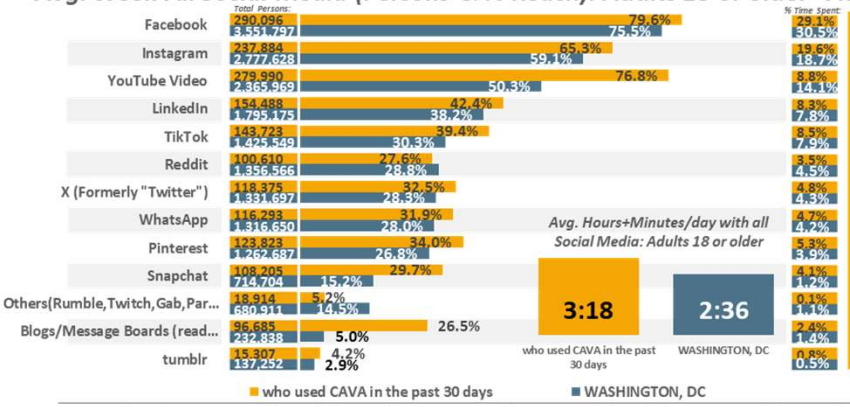
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Quick service restaurants used past 30 days: Tatte Bakery & Cafe

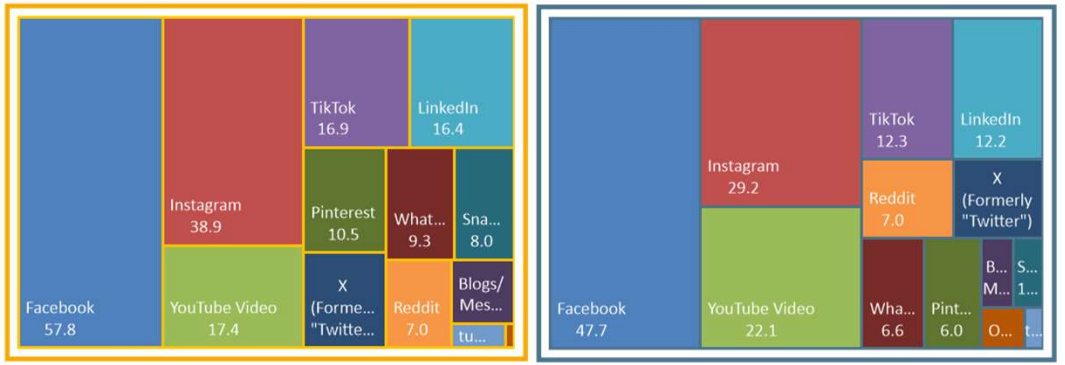
CAVA

290,096 or 79.6% of Adults 18 or older who used CAVA in the past 30 days use Ad-Supported Facebook for an average of 62.4 minutes every day representing 35.5% of all time spent daily with Ad-Supported Social Media.

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

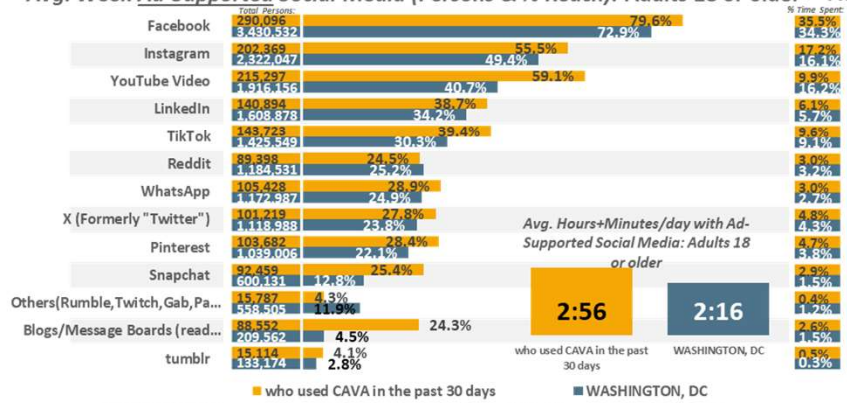


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

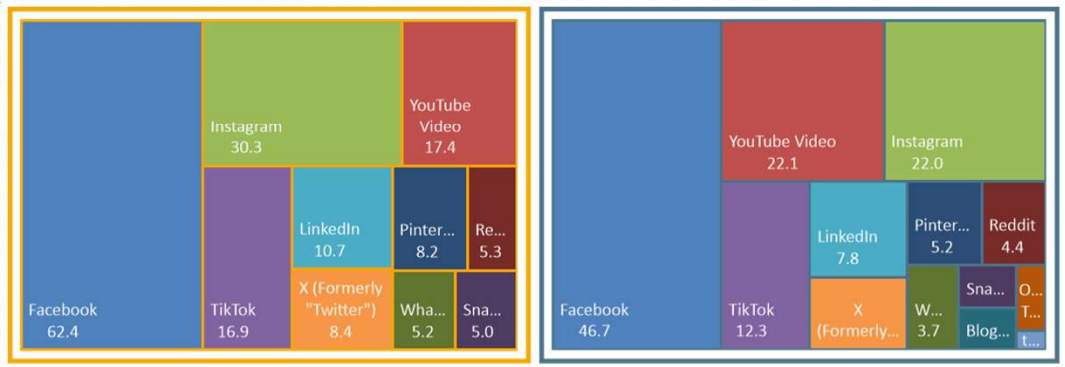


who used CAVA in the past 30 days ■ WASHINGTON, DC

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



who used CAVA in the past 30 days ■ WASHINGTON, DC

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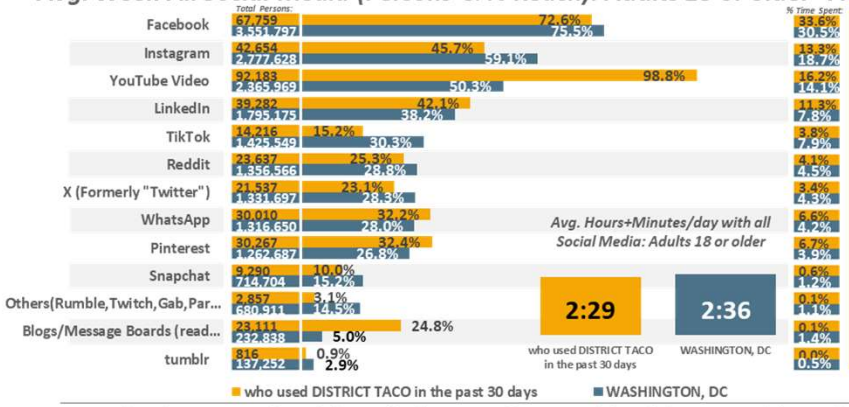
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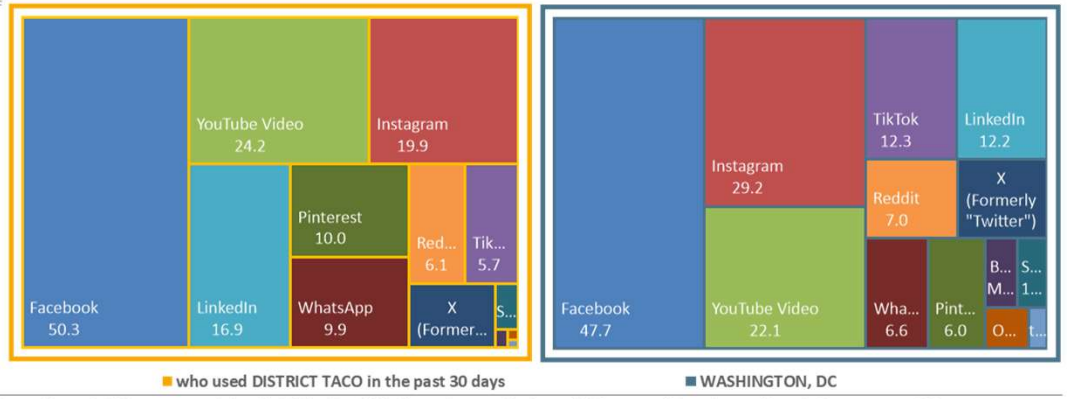
Quick service restaurants used past 30 days: CAVA

67,759 or 72.6% of Adults 18 or older who used DISTRICT TACO in the past 30 days use Ad-Supported Facebook for an average of 50.2 minutes every day representing 37.8% of all time spent daily with Ad-Supported Social Media.

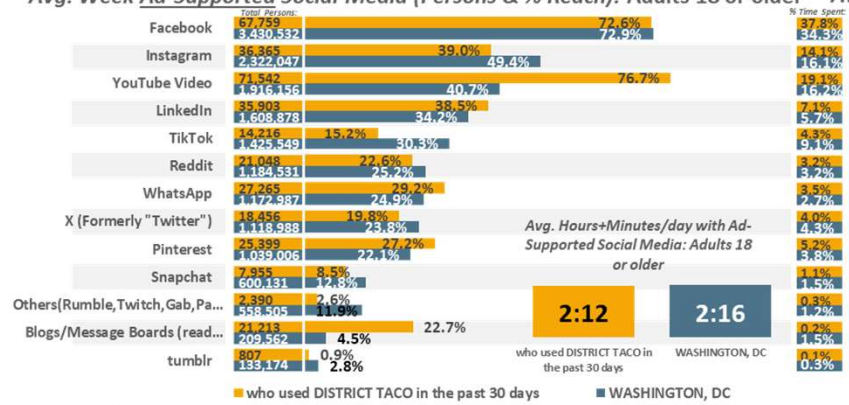
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



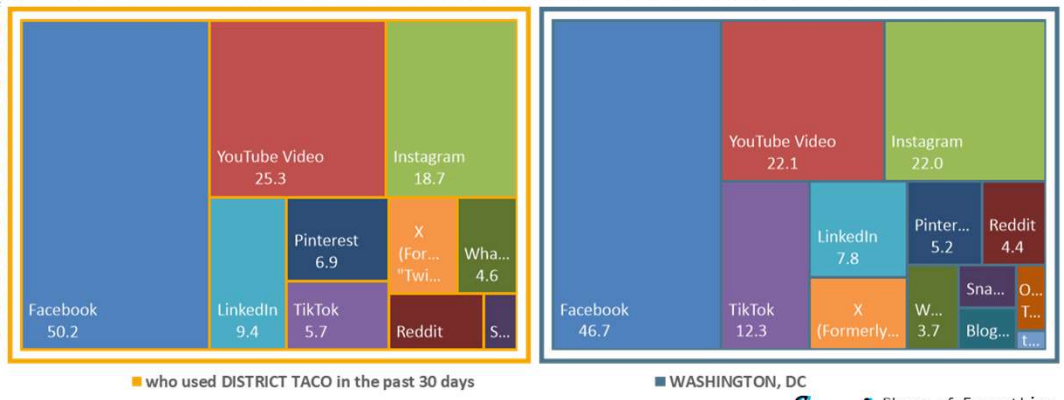
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 83

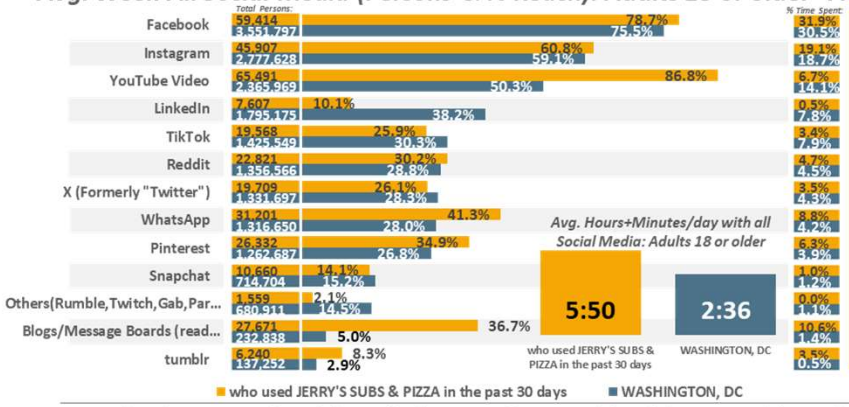
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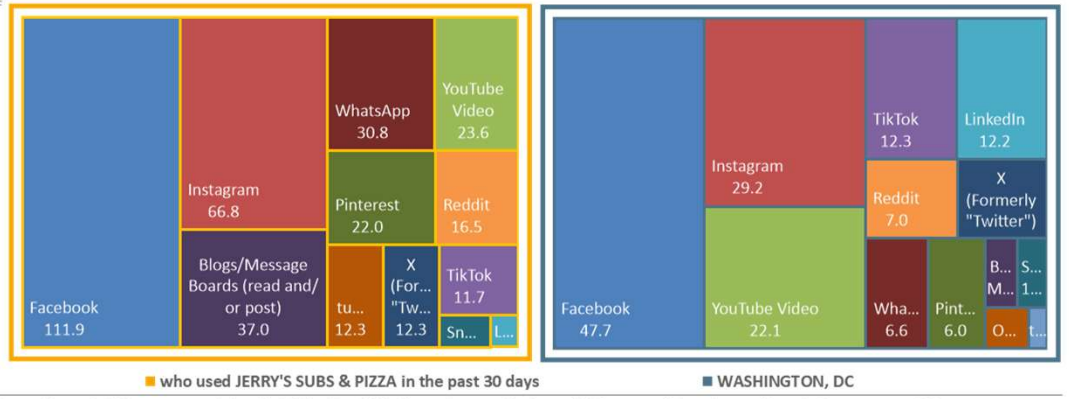
Quick service restaurants used past 30 days: District Taco

59,414 or 78.7% of Adults 18 or older who used JERRY'S SUBS & PIZZA in the past 30 days use Ad-Supported Facebook for an average of 125.9 minutes every day representing 37.2% of all time spent daily with Ad-Supported Social Media.

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

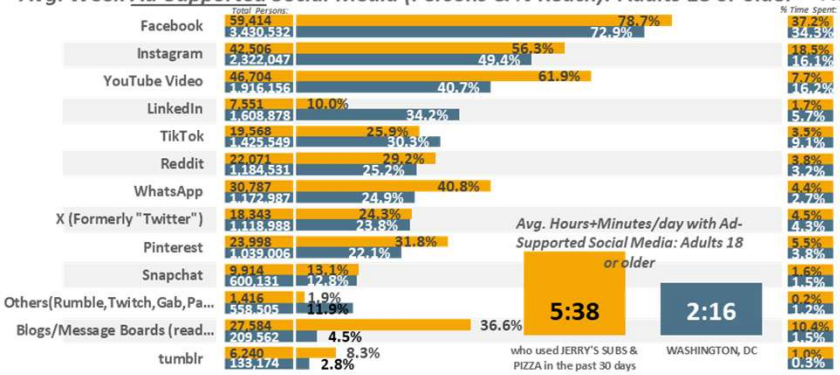


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

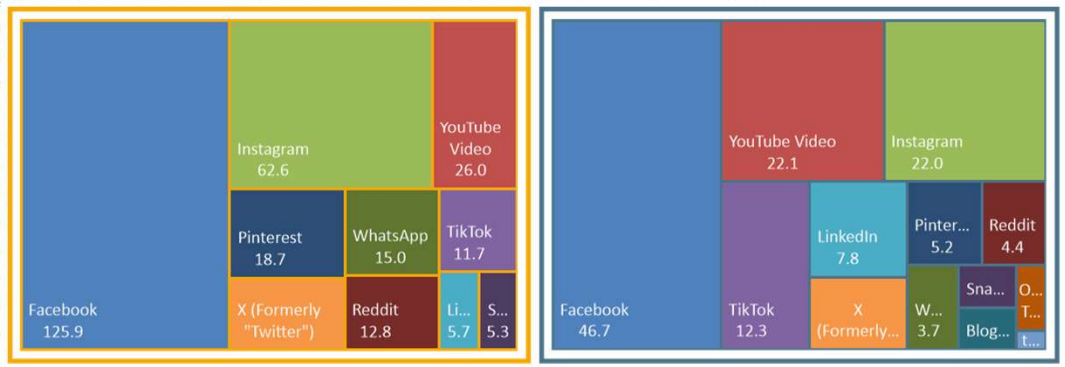


who used JERRY'S SUBS & PIZZA in the past 30 days ■ WASHINGTON, DC

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



who used JERRY'S SUBS & PIZZA in the past 30 days ■ WASHINGTON, DC

WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 56

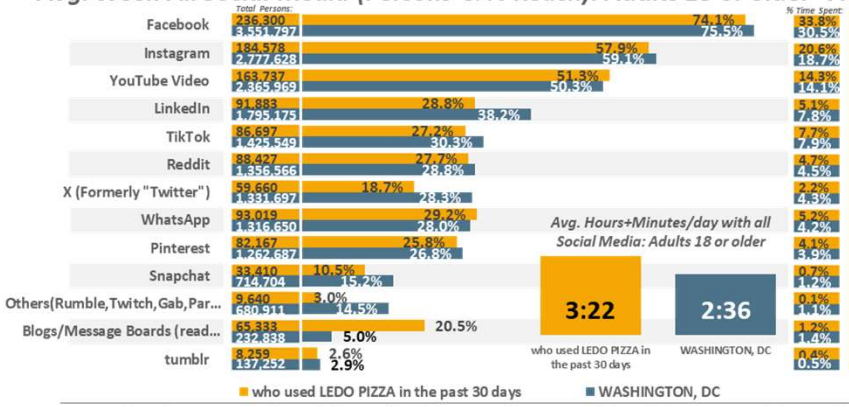
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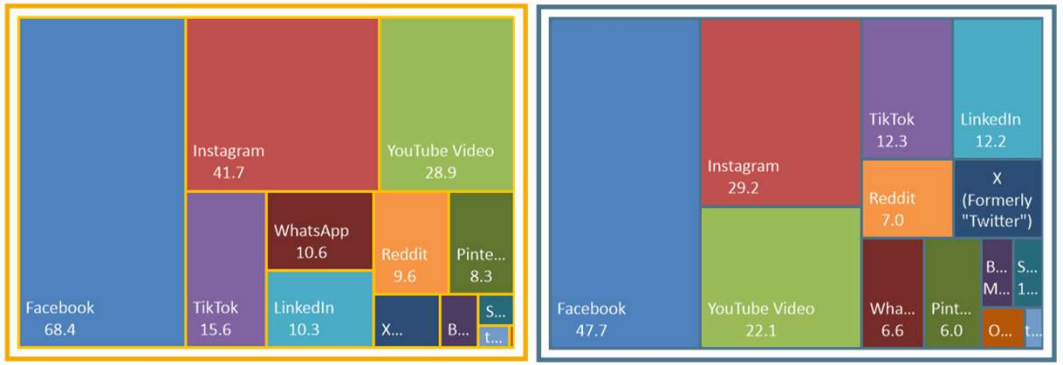
Quick service restaurants used past 30 days: Jerry's Subs & Pizza

236,300 or 74.1% of Adults 18 or older who used LEDO PIZZA in the past 30 days use Ad-Supported Facebook for an average of 66.2 minutes every day representing 37.% of all time spent daily with Ad-Supported Social Media.

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

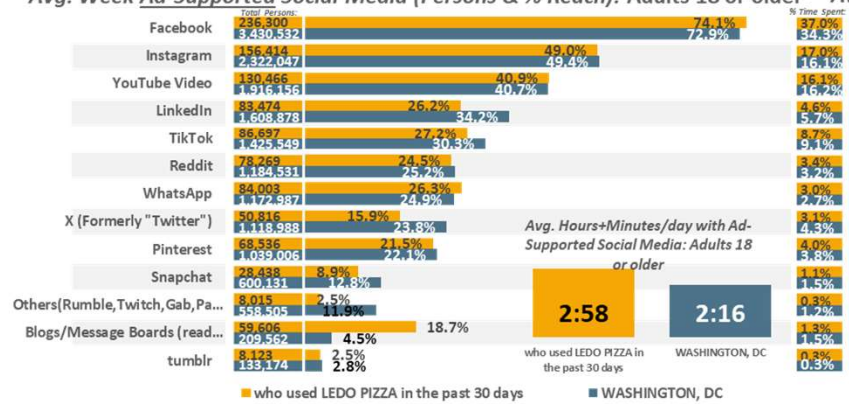


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

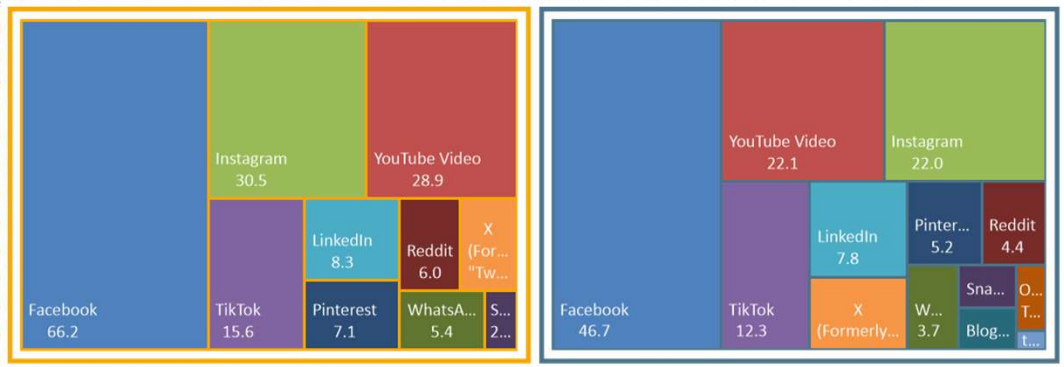


who used LEDO PIZZA in the past 30 days ■ WASHINGTON, DC

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



who used LEDO PIZZA in the past 30 days ■ WASHINGTON, DC

WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 304

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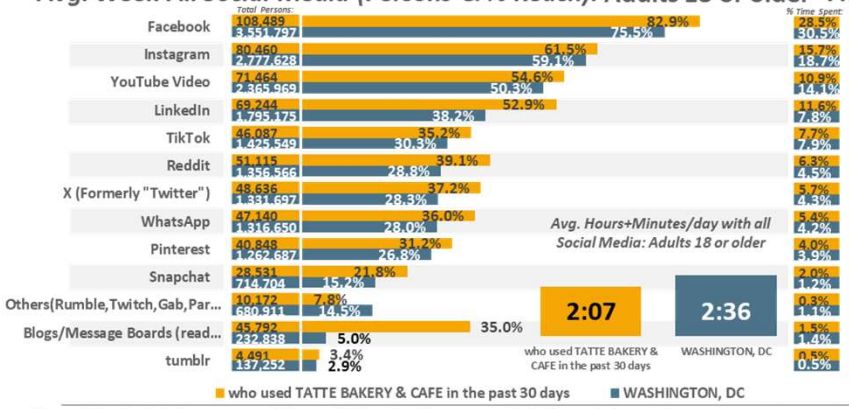
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Quick service restaurants used past 30 days: Ledo Pizza

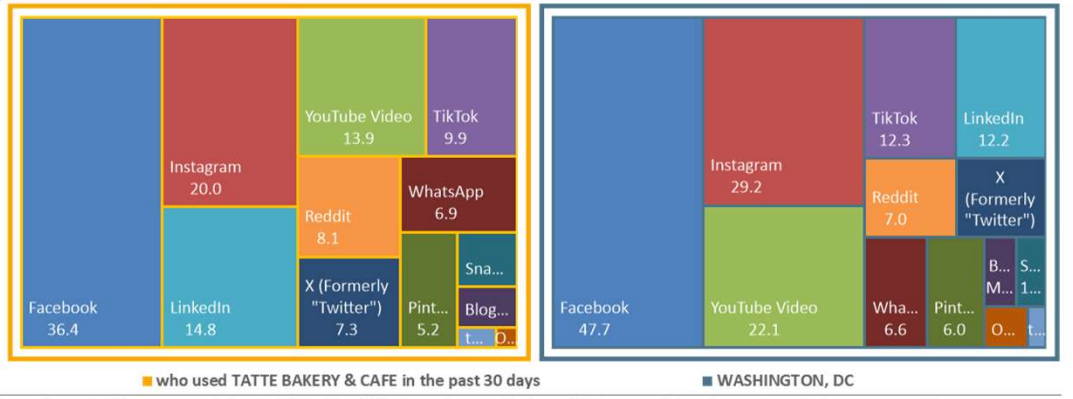
Tatte
BAKERY & CAFÉ

104,000 or 79.5% of Adults 18 or older who used TATTE BAKERY & CAFE in the past 30 days use Ad-Supported Facebook for an average of 35.8 minutes every day representing 34.7% of all time spent daily with Ad-Supported Social Media.

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



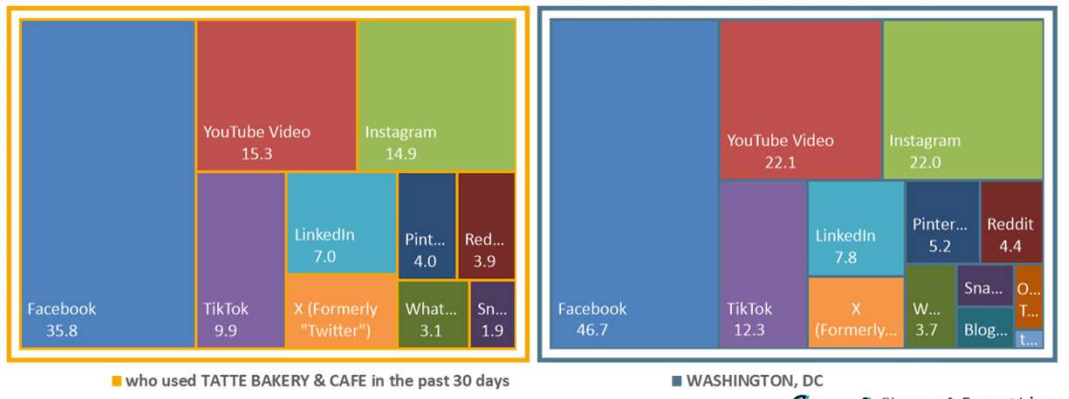
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 115

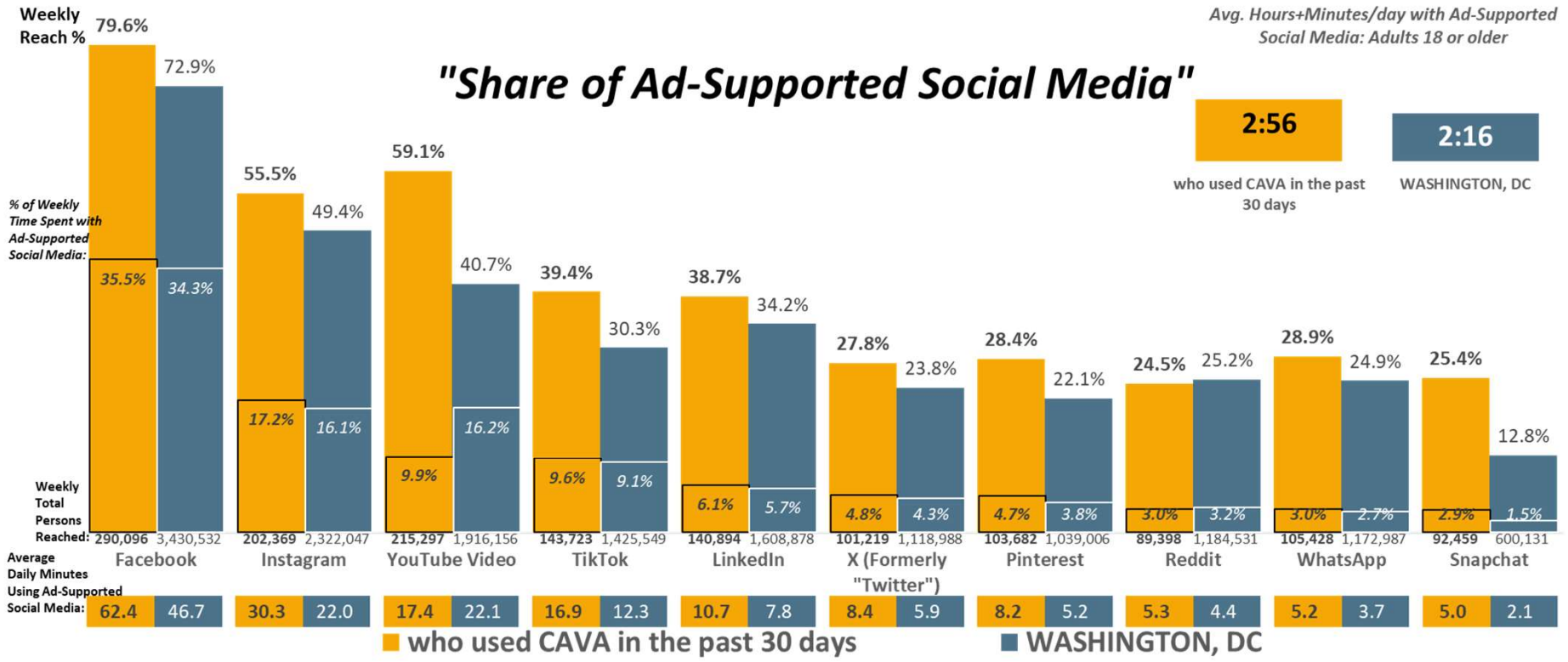
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Quick service restaurants used past 30 days: Tatte Bakery & Cafe

CAVA

290,096 or 79.6% of Adults 18 or older who used CAVA in the past 30 days use Ad-Supported Facebook for an average of 62.4 minutes every day representing 35.5% of all time spent daily with Ad-Supported Social Media.



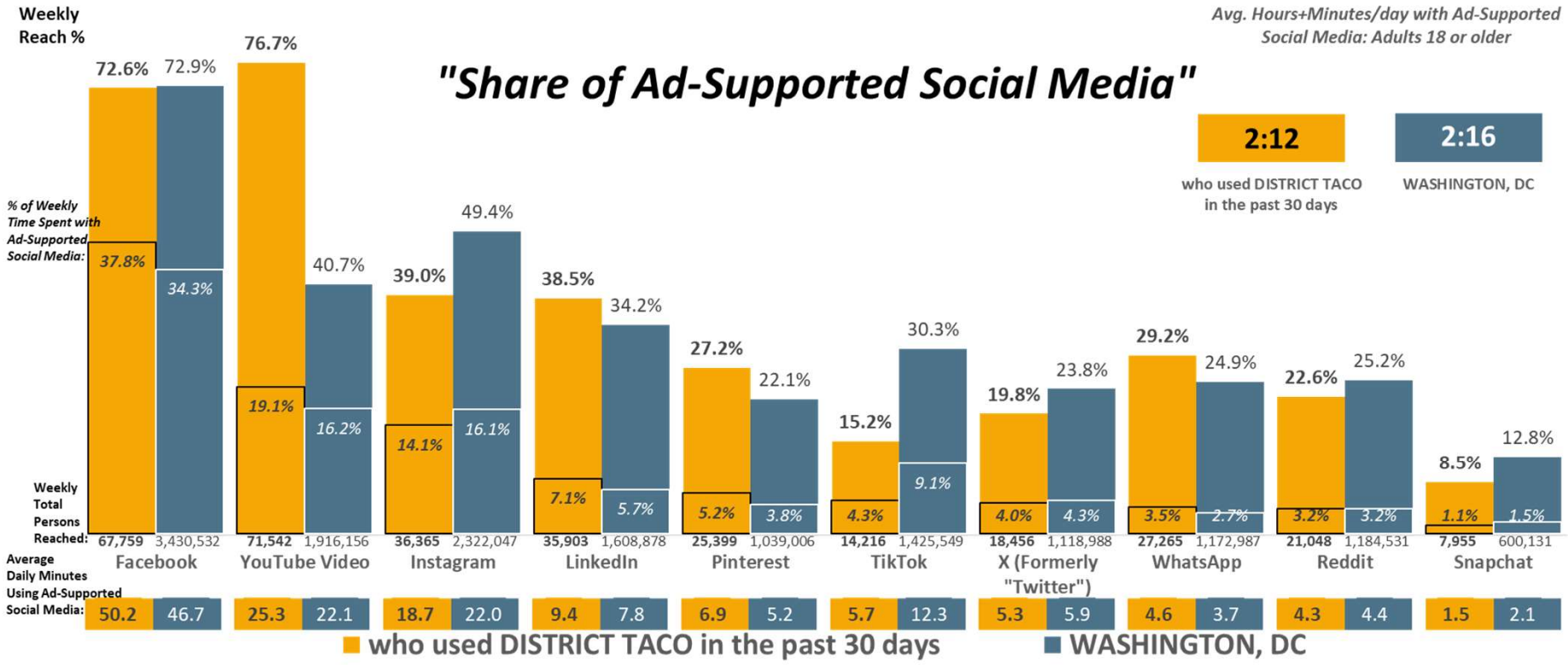
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 368 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

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Quick service restaurants used past 30 days: CAVA

67,759 or 72.6% of Adults 18 or older who used DISTRICT TACO in the past 30 days use Ad-Supported Facebook for an average of 50.2 minutes every day representing 37.8% of all time spent daily with Ad-Supported Social Media.



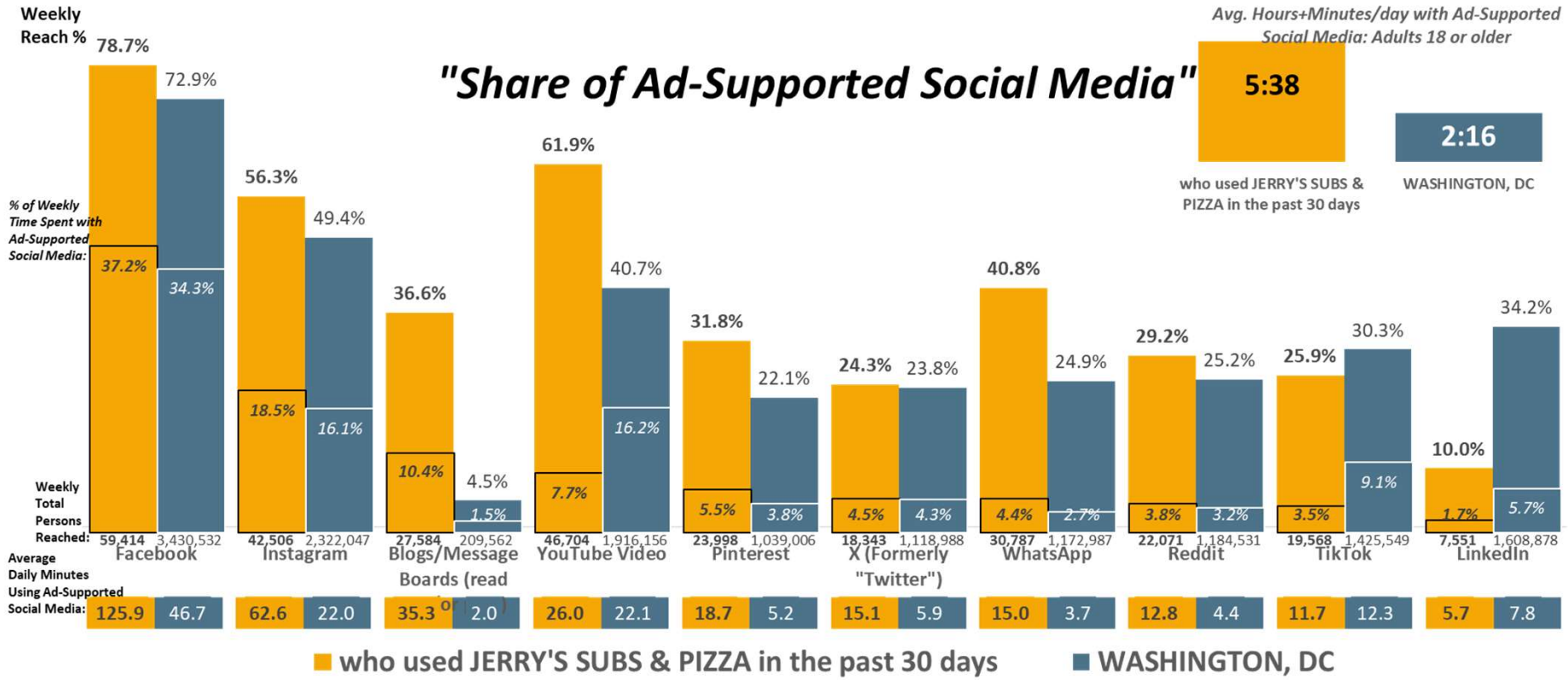
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 83 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

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Quick service restaurants used past 30 days: District Taco

59,414 or 78.7% of Adults 18 or older who used JERRY'S SUBS & PIZZA in the past 30 days use Ad-Supported Facebook for an average of 125.9 minutes every day representing 37.2% of all time spent daily with Ad-Supported Social Media.



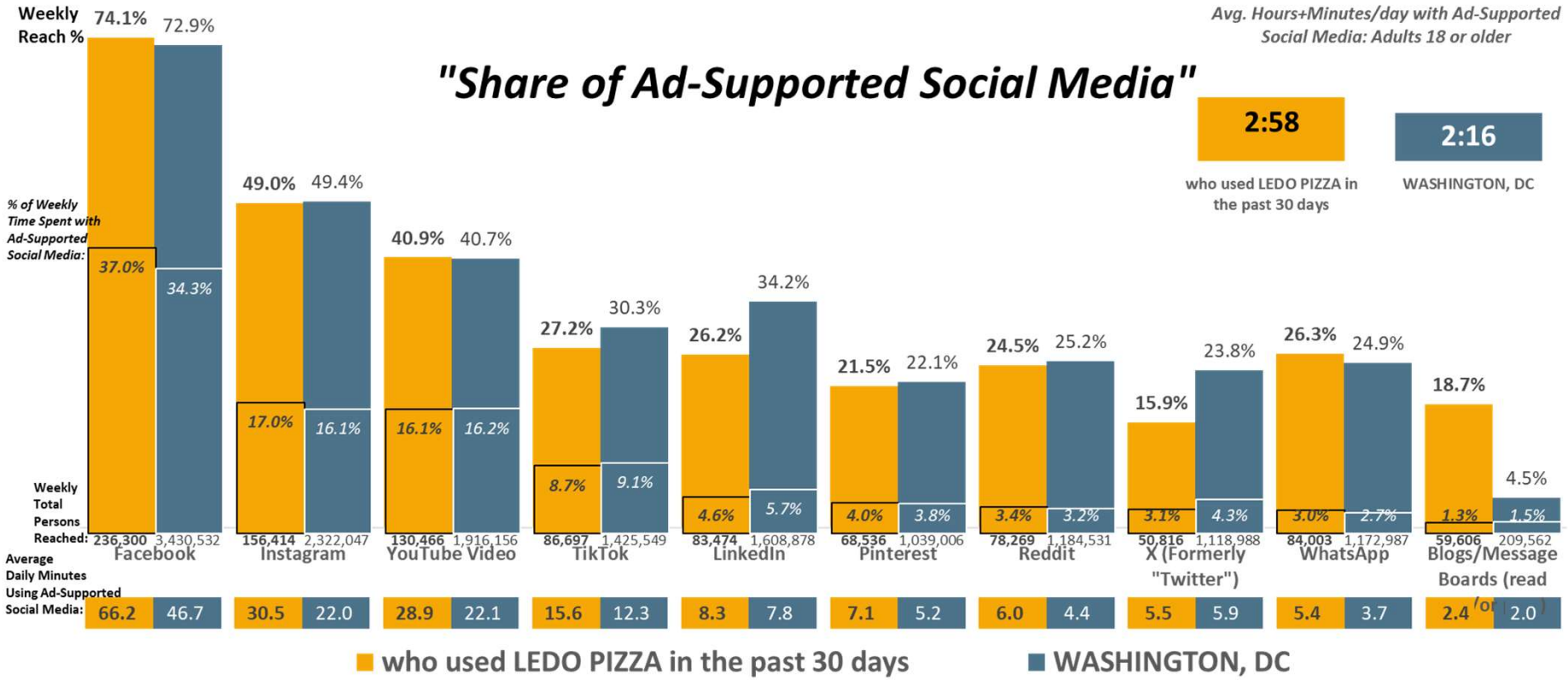
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 56 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

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Quick service restaurants used past 30 days: Jerry's Subs & Pizza

236,300 or 74.1% of Adults 18 or older who used LEDO PIZZA in the past 30 days use Ad-Supported Facebook for an average of 66.2 minutes every day representing 37.% of all time spent daily with Ad-Supported Social Media.



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 304 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

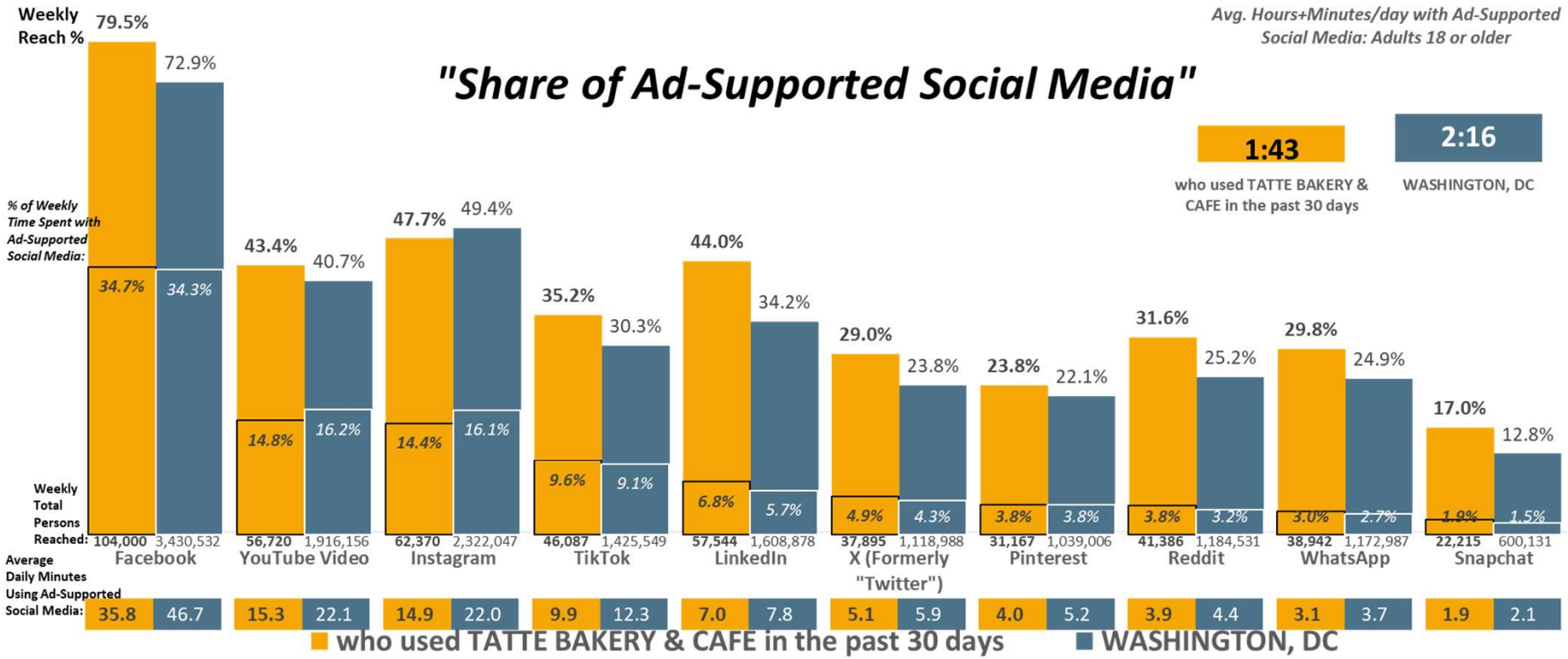
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Quick service restaurants used past 30 days: Ledo Pizza

Tatte
BAKERY & CAFÉ

104,000 or 79.5% of Adults 18 or older who used TATTE BAKERY & CAFE in the past 30 days use Ad-Supported Facebook for an average of 35.8 minutes every day representing 34.7% of all time spent daily with Ad-Supported Social Media.



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 115 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

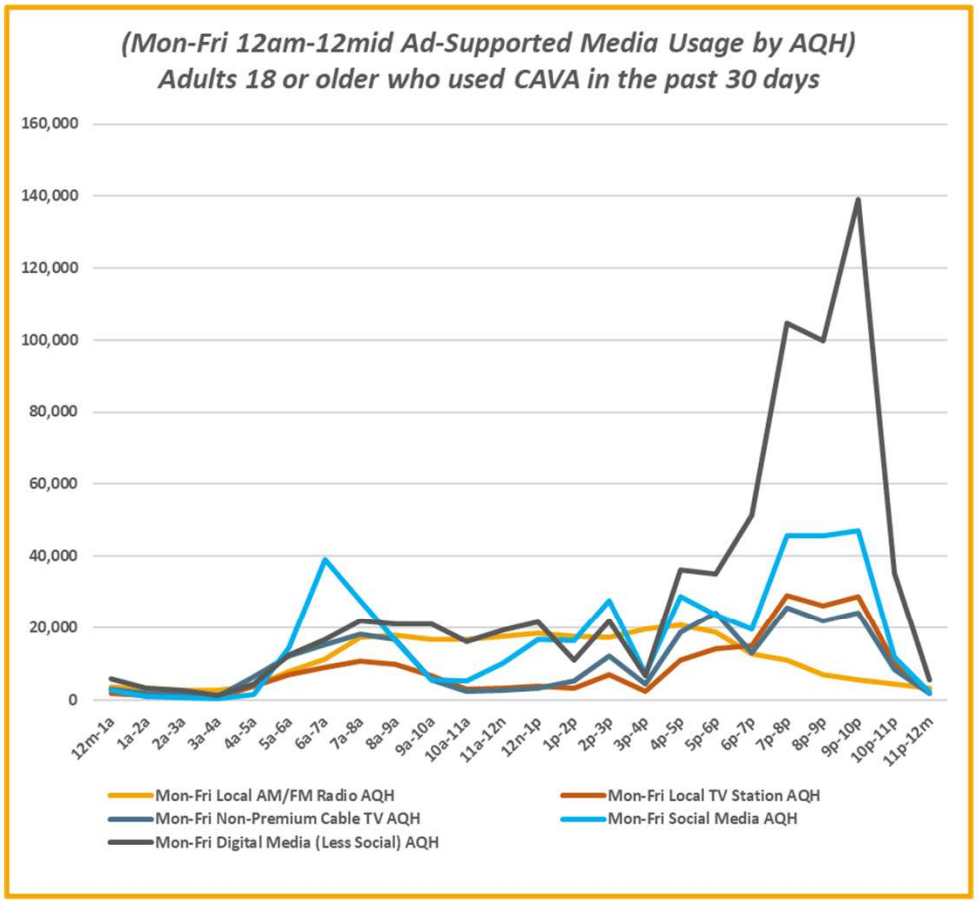
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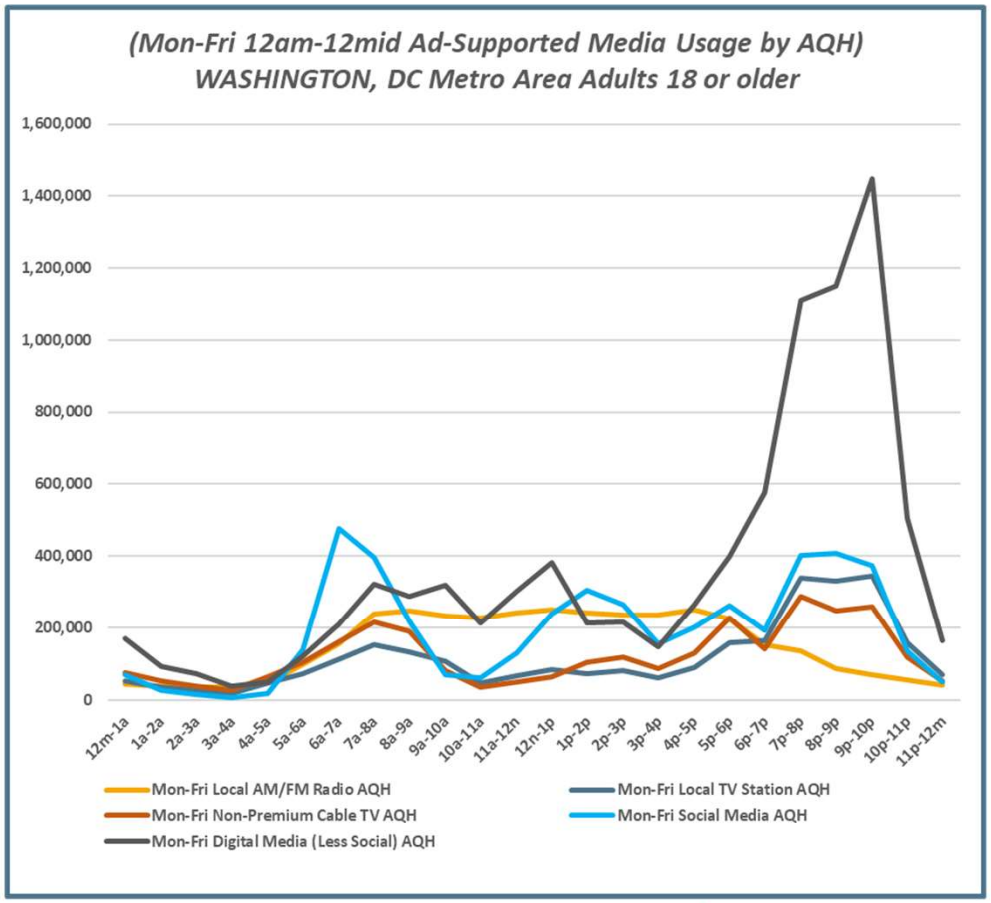
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Quick service restaurants used past 30 days: Tatte Bakery & Cafe

CAVA

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 22,997; Social Media: 18,693; Local Radio: 17,036; Non-Prem. Cable: 10,840; Local TV: 7,511 reaching Adults 18 or older who used CAVA in the past 30 days.





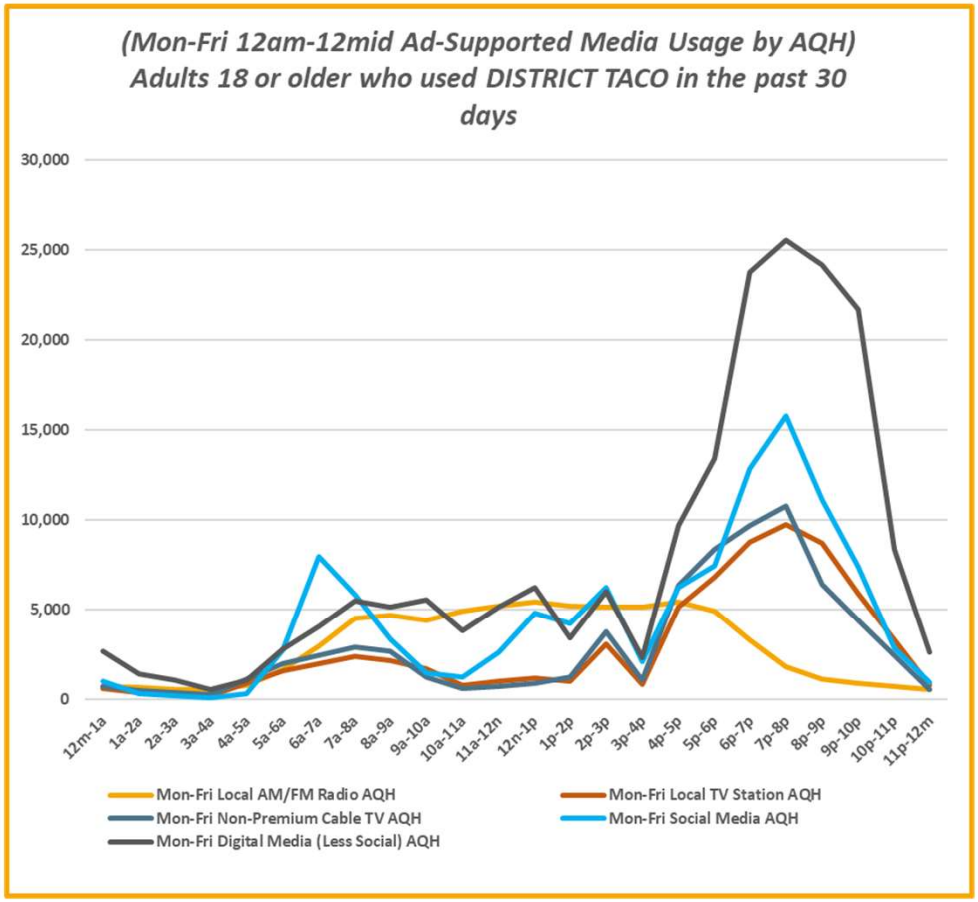
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 368

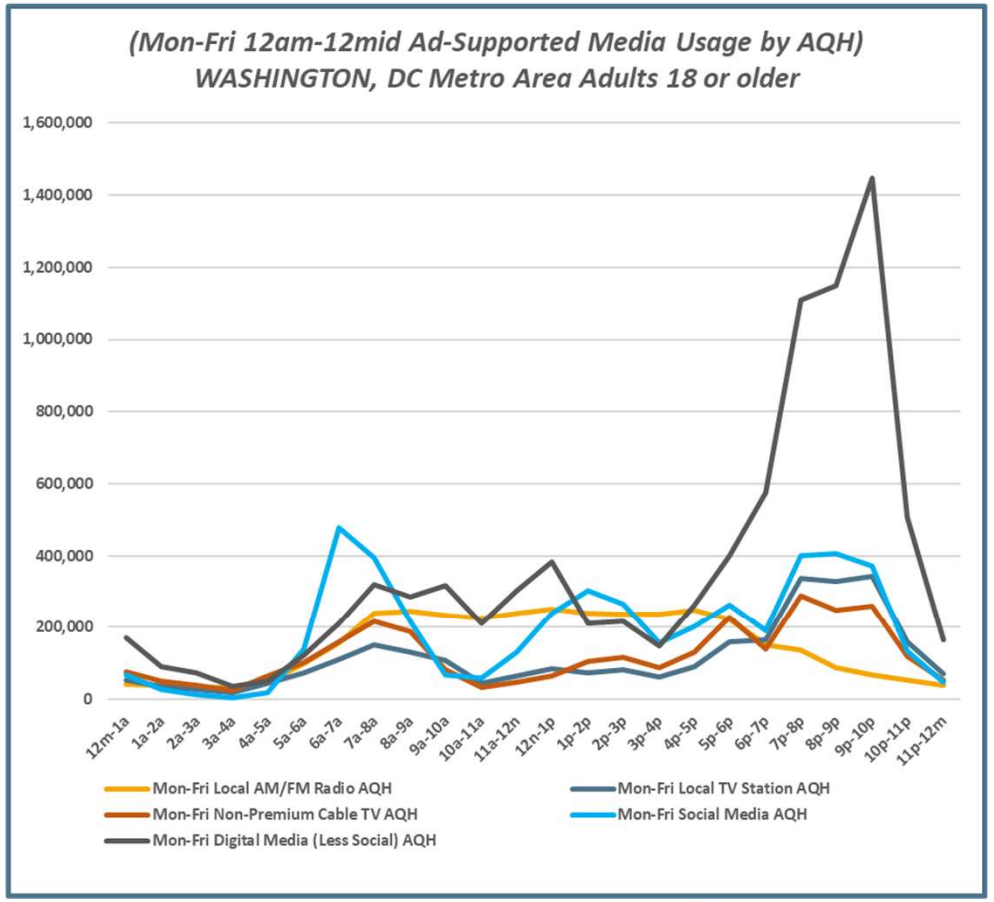
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Quick service restaurants used past 30 days: CAVA

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,228; Social Media: 5,111; Local Radio: 4,713; Non-Prem. Cable: 3,224; Local TV: 2,827 reaching Adults 18 or older who used DISTRICT TACO in the past 30 days.





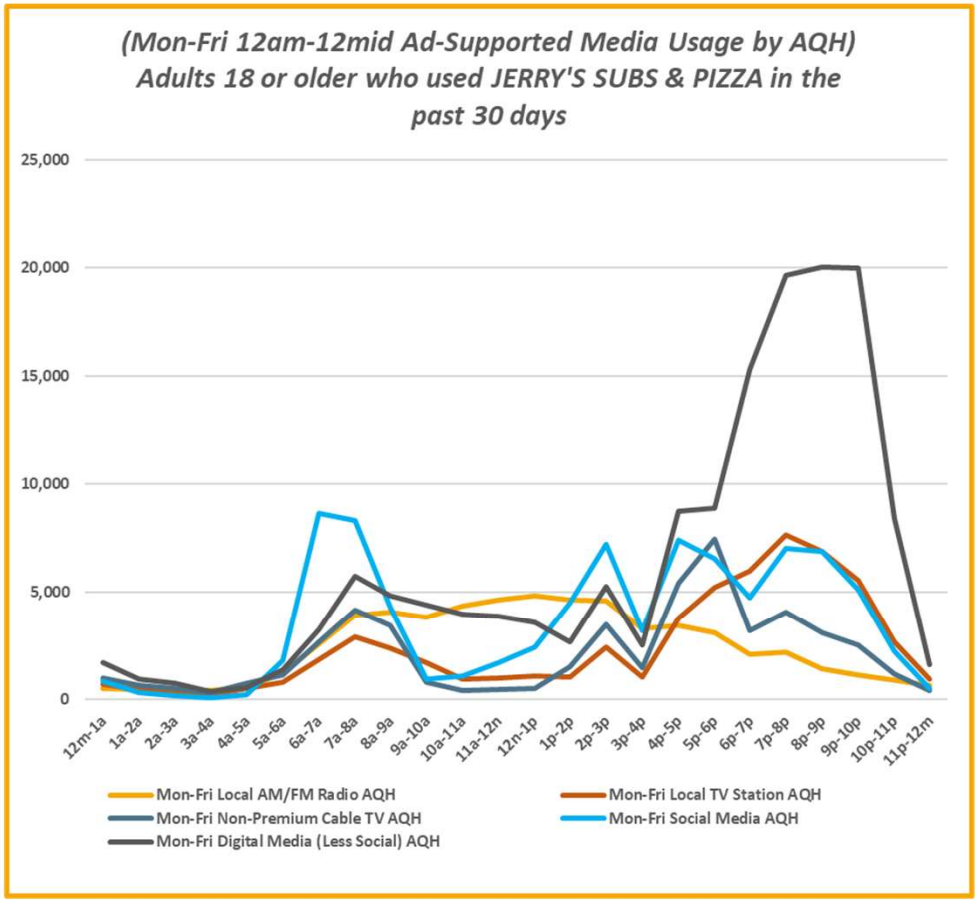
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 83

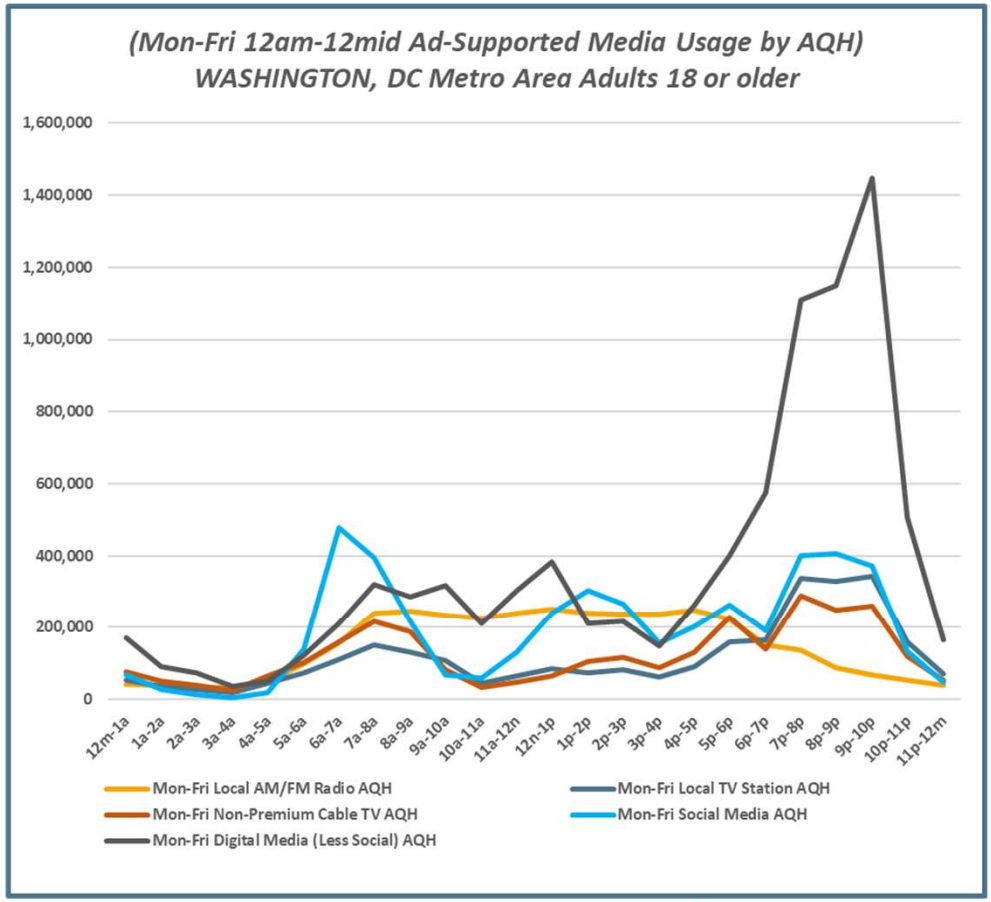
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Quick service restaurants used past 30 days: District Taco

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,601; Social Media: 4,681; Local Radio: 3,778; Non-Prem. Cable: 2,677; Local TV: 2,403 reaching Adults 18 or older who used JERRY'S SUBS & PIZZA in the past 30 days.





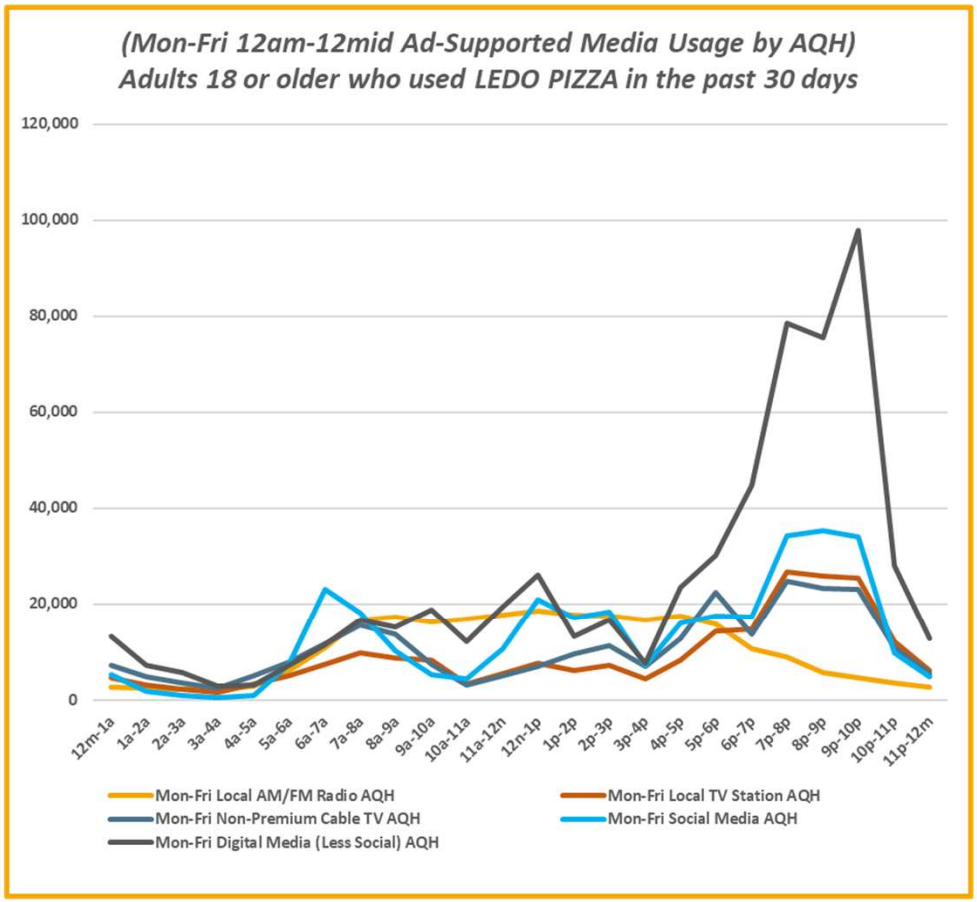
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 56

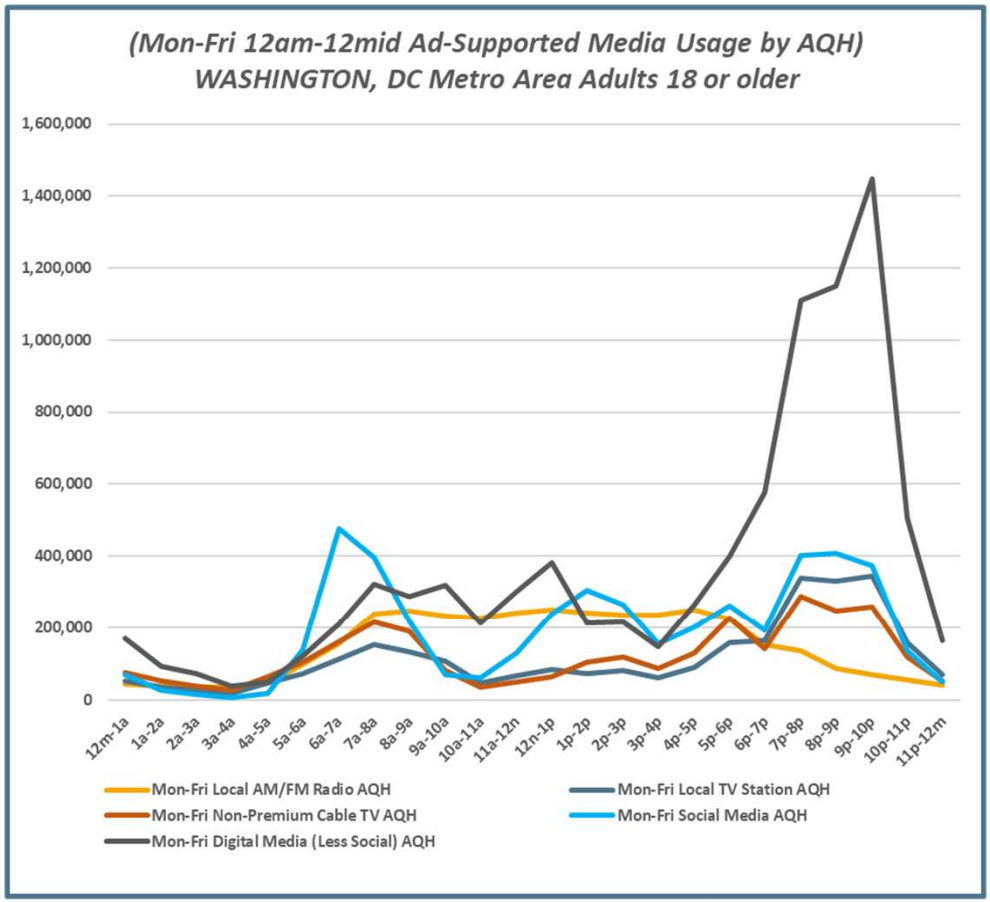
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Quick service restaurants used past 30 days: Jerry's Subs & Pizza

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 19,606; Local Radio: 16,098; Social Media: 14,243; Non-Prem. Cable: 10,689; Local TV: 8,057 reaching Adults 18 or older who used LEDO PIZZA in the past 30 days.





WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 304

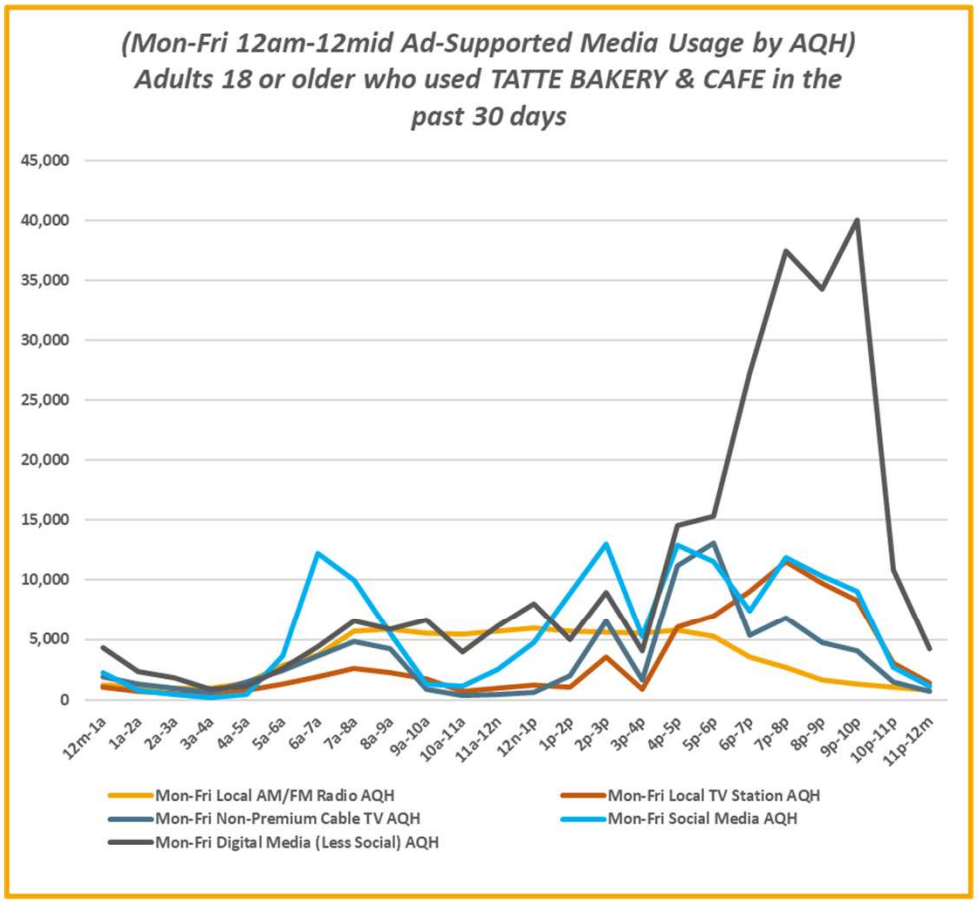
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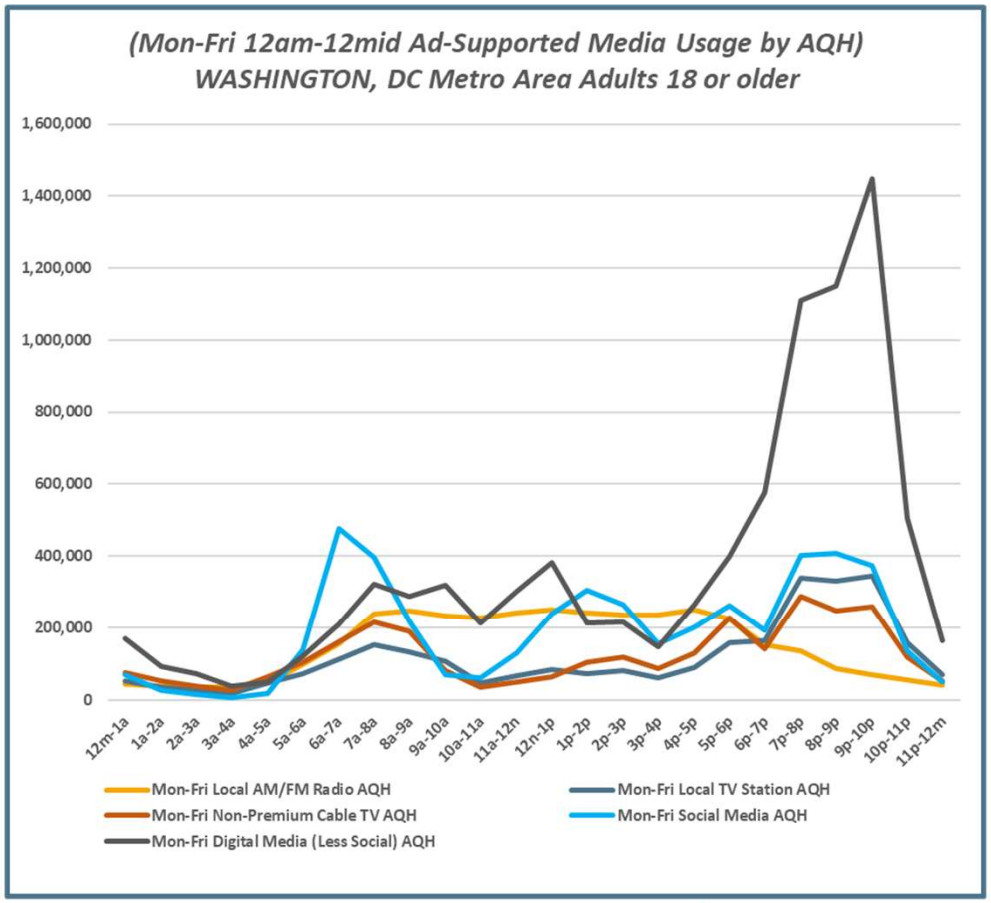
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Quick service restaurants used past 30 days: Ledo Pizza

Tatte
BAKERY & CAFÉ

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 8,983; Social Media: 7,427; Local Radio: 5,329; Non-Prem. Cable: 4,210; Local TV: 2,986 reaching Adults 18 or older who used TATTE BAKERY & CAFE in the past 30 days.





WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 115

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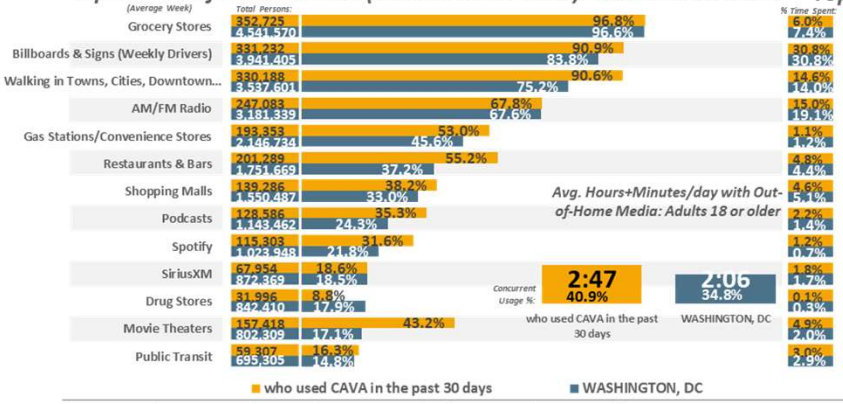
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Quick service restaurants used past 30 days: Tatte Bakery & Cafe

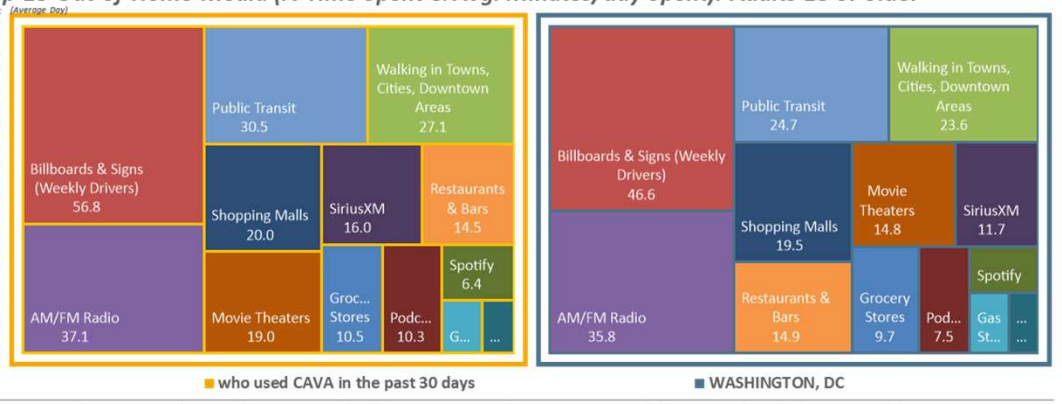
CAVA

331,232 or 90.9% of Adults 18 or older who used CAVA in the past 30 days spend an average of 56.8 minutes per day driving, seeing Billboards and Signs. 63.2% Listen to Local Radio Stations Out-of-Home for an average of 31.7 minutes/day.

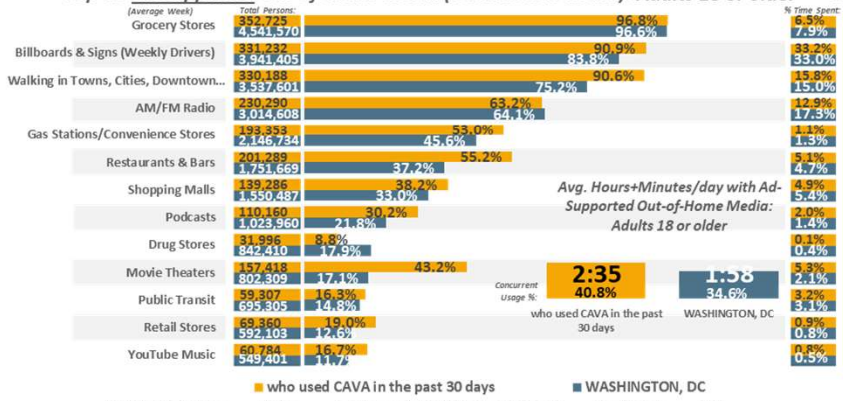
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 368

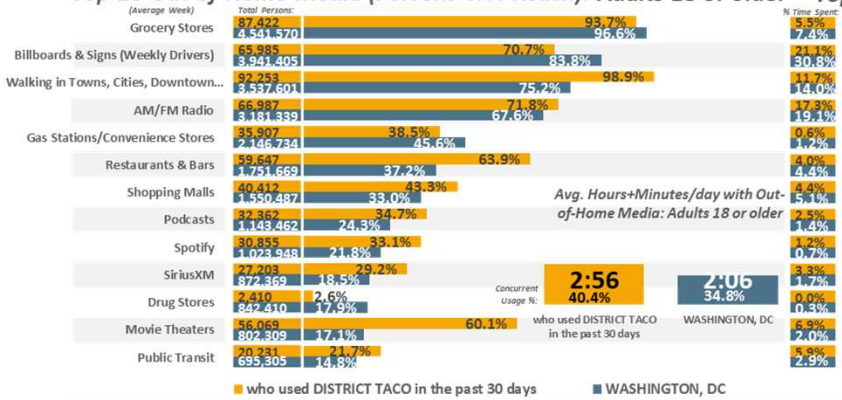
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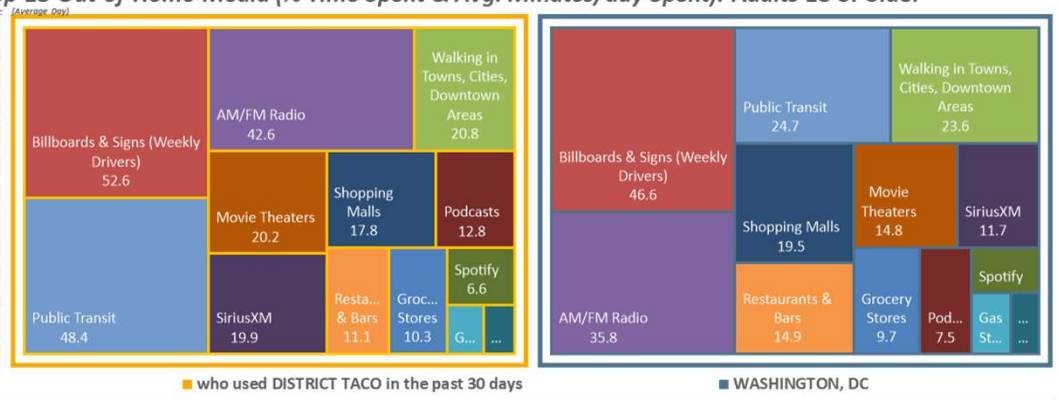
Quick service restaurants used past 30 days: CAVA

65,985 or 70.7% of Adults 18 or older who used DISTRICT TACO in the past 30 days spend an average of 52.6 minutes per day driving, seeing Billboards and Signs. 63.9% Listen to Local Radio Stations Out-of-Home for an average of 31.2 minutes/day.

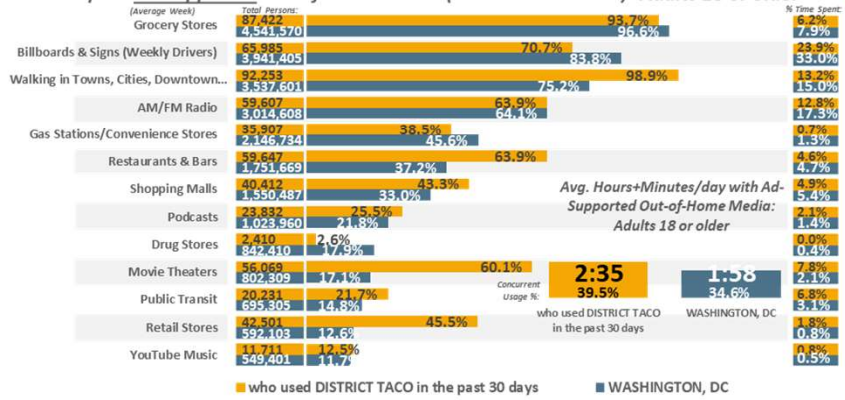
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



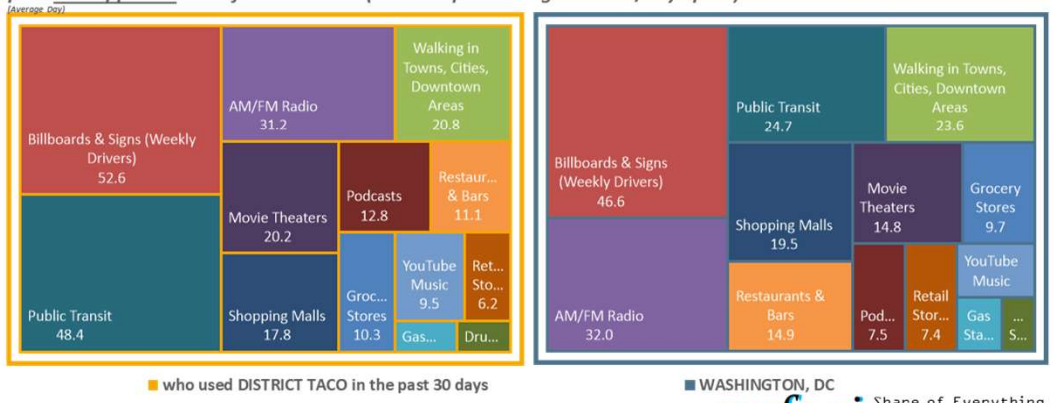
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 83

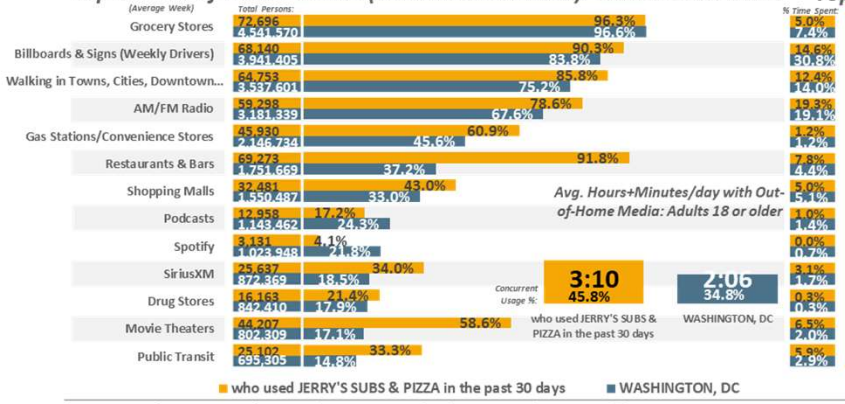
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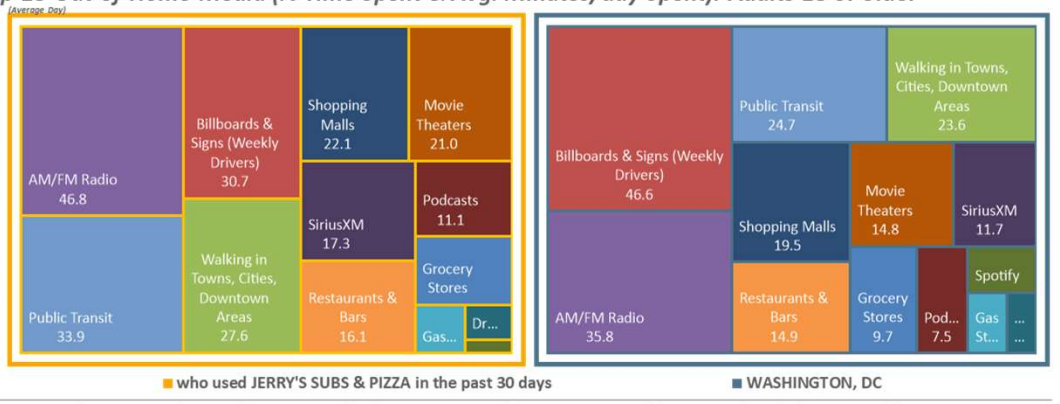
Quick service restaurants used past 30 days: District Taco

68,140 or 90.3% of Adults 18 or older who used JERRY'S SUBS & PIZZA in the past 30 days spend an average of 30.7 minutes per day driving, seeing Billboards and Signs. 65.3% Listen to Local Radio Stations Out-of-Home for an average of 37.2 minutes/day.

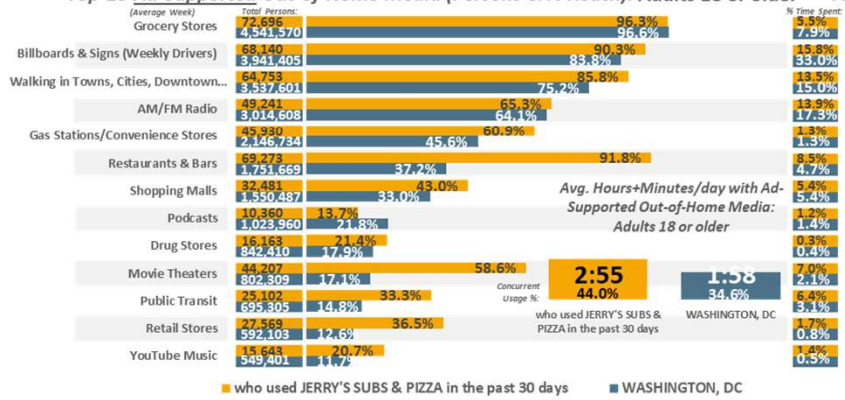
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



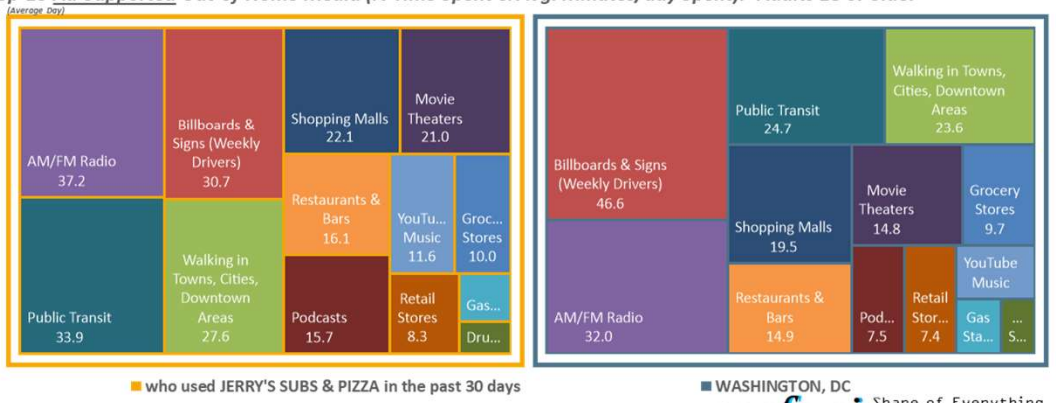
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 56

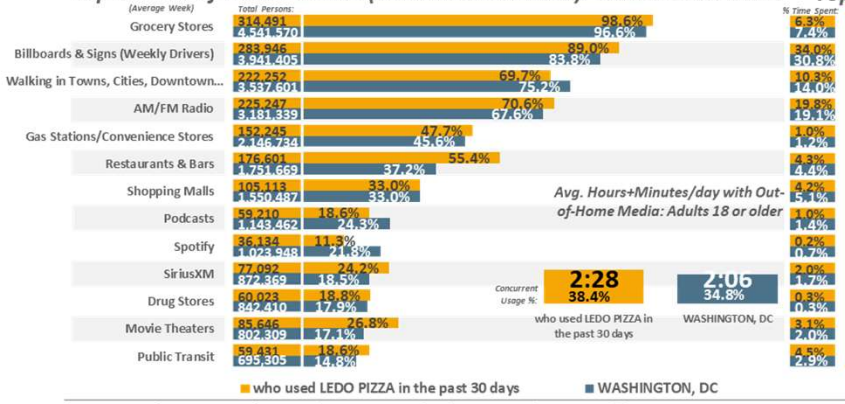
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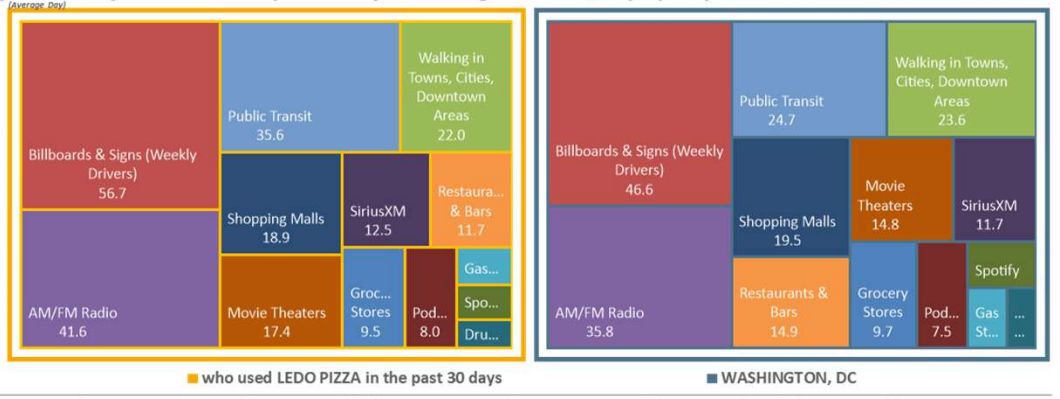
Quick service restaurants used past 30 days: Jerry's Subs & Pizza

283,946 or 89.% of Adults 18 or older who used LEDO PIZZA in the past 30 days spend an average of 56.7 minutes per day driving, seeing Billboards and Signs. 66.1% Listen to Local Radio Stations Out-of-Home for an average of 38.1 minutes/day.

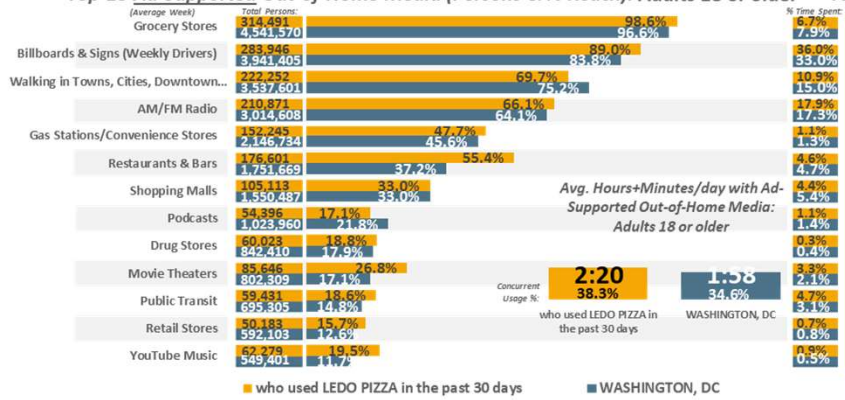
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



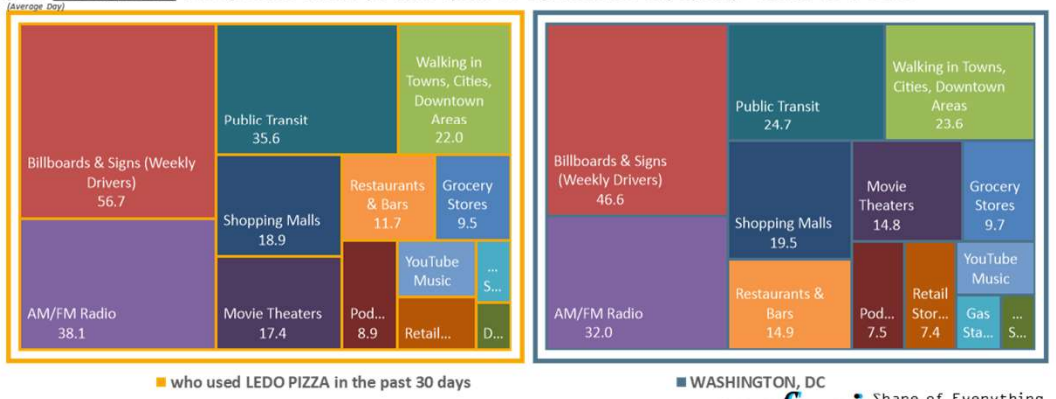
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 304

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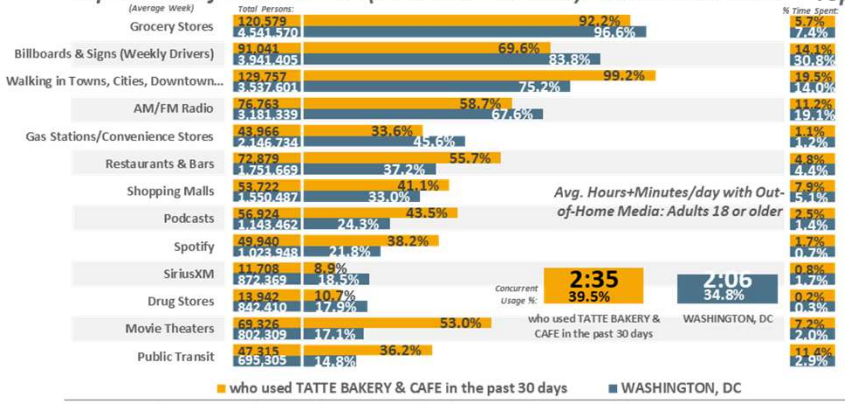
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Quick service restaurants used past 30 days: Ledo Pizza

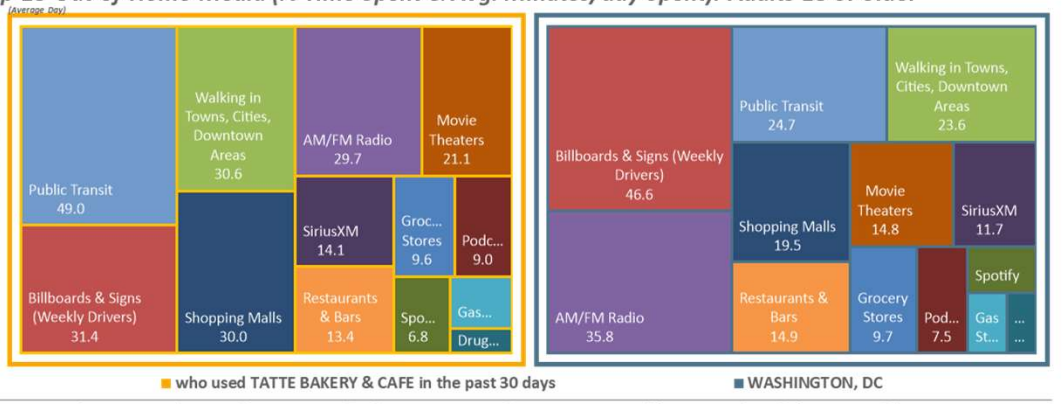
Tatte
BAKERY & CAFÉ

91,041 or 69.6% of Adults 18 or older who used TATTE BAKERY & CAFE in the past 30 days spend an average of 31.4 minutes per day driving, seeing Billboards and Signs. 54.5% Listen to Local Radio Stations Out-of-Home for an average of 27.7 minutes/day.

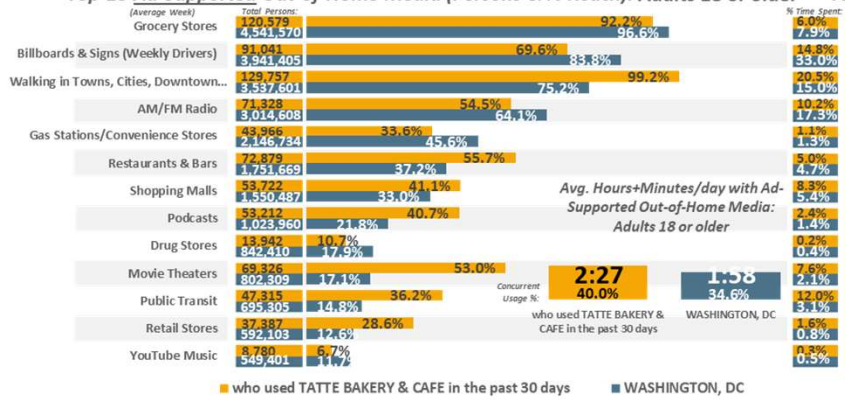
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



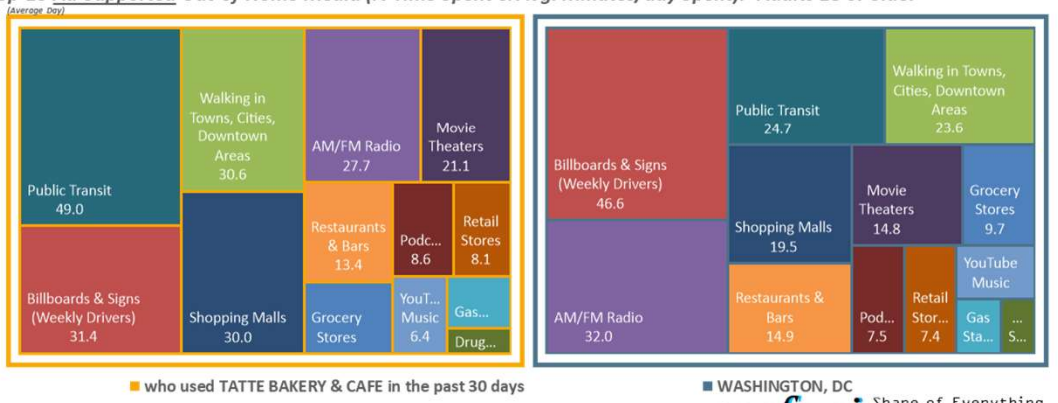
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 115

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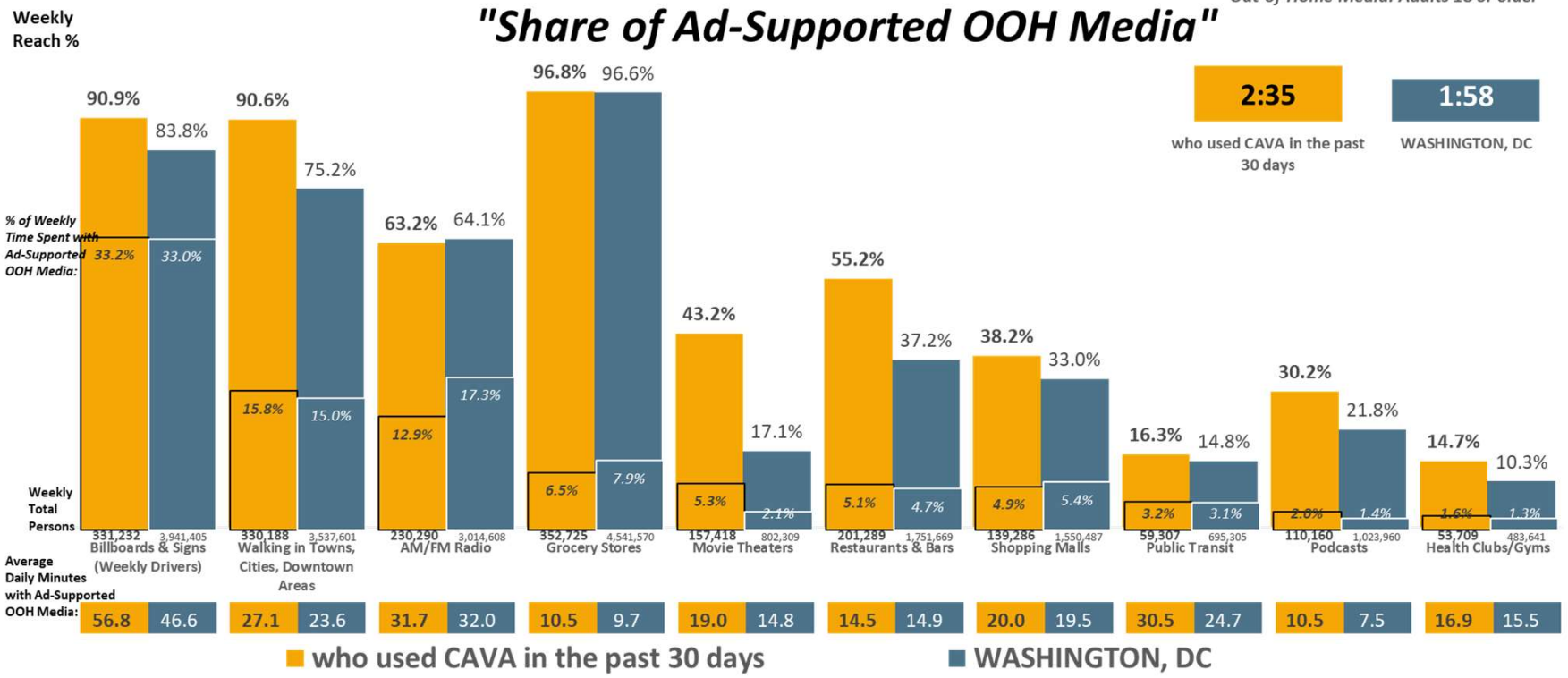
Quick service restaurants used past 30 days: Tatte Bakery & Cafe

CAVA

331,232 or 90.9% of Adults 18 or older who used CAVA in the past 30 days spend an average of 56.8 minutes per day driving, seeing Billboards and Signs representing 33.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 368 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

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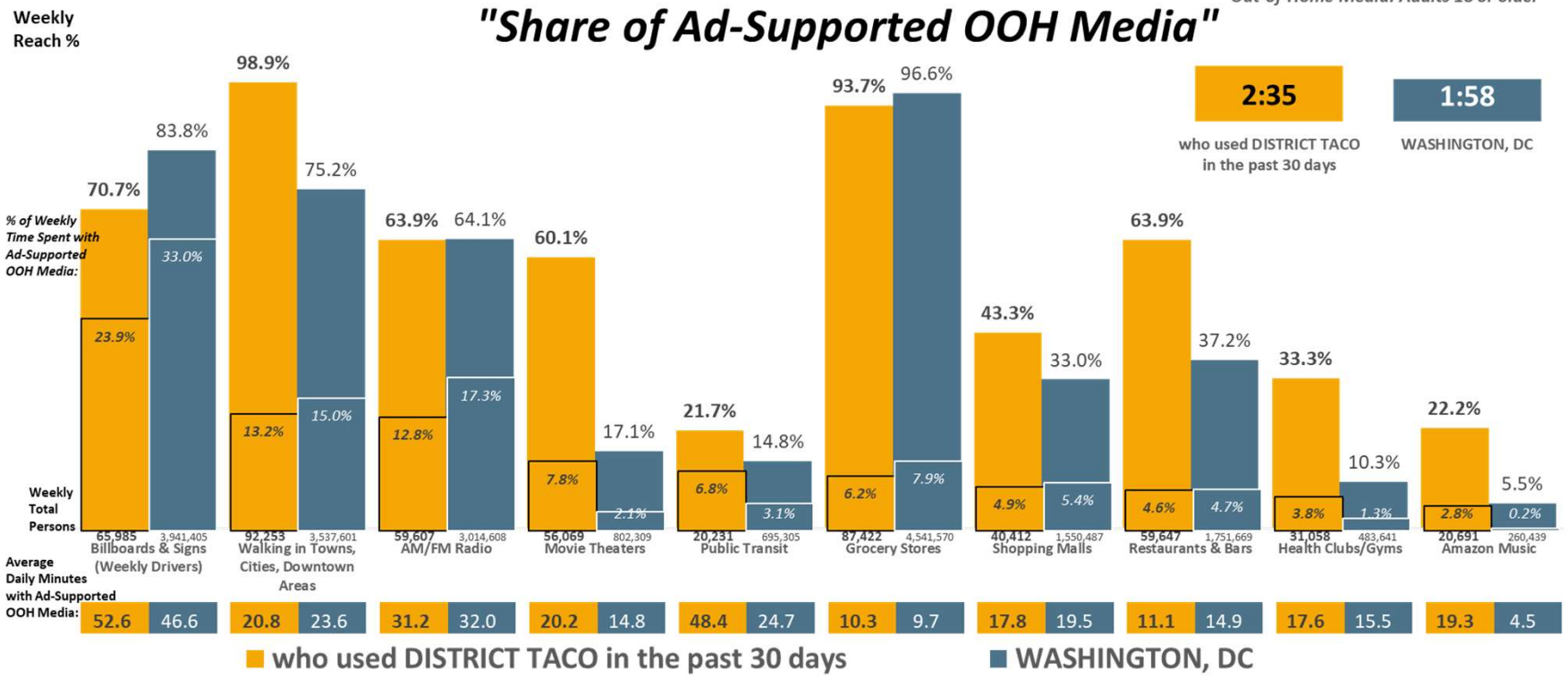
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Quick service restaurants used past 30 days: CAVA

65,985 or 70.7% of Adults 18 or older who used DISTRICT TACO in the past 30 days spend an average of 52.6 minutes per day driving, seeing Billboards and Signs representing 23.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 83 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

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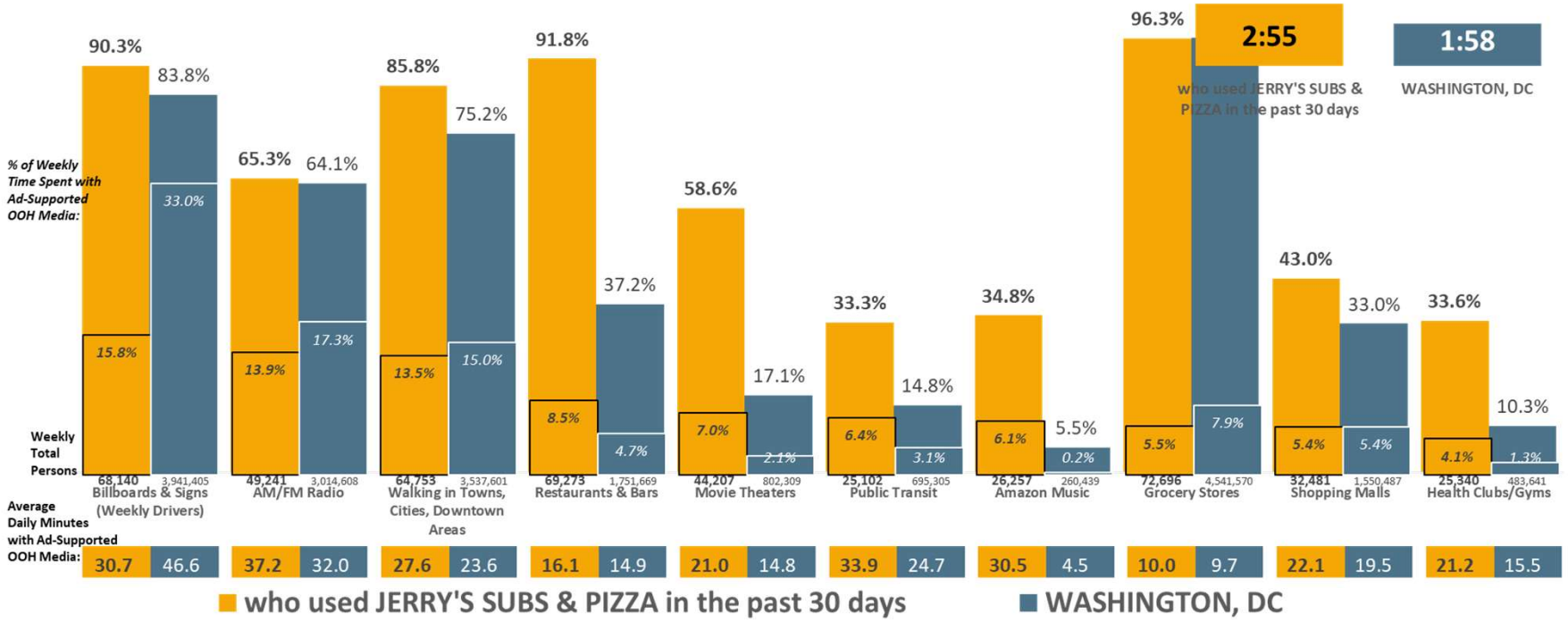
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Quick service restaurants used past 30 days: District Taco

68,140 or 90.3% of Adults 18 or older who used JERRY'S SUBS & PIZZA in the past 30 days spend an average of 30.7 minutes per day driving, seeing Billboards and Signs representing 15.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 56 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

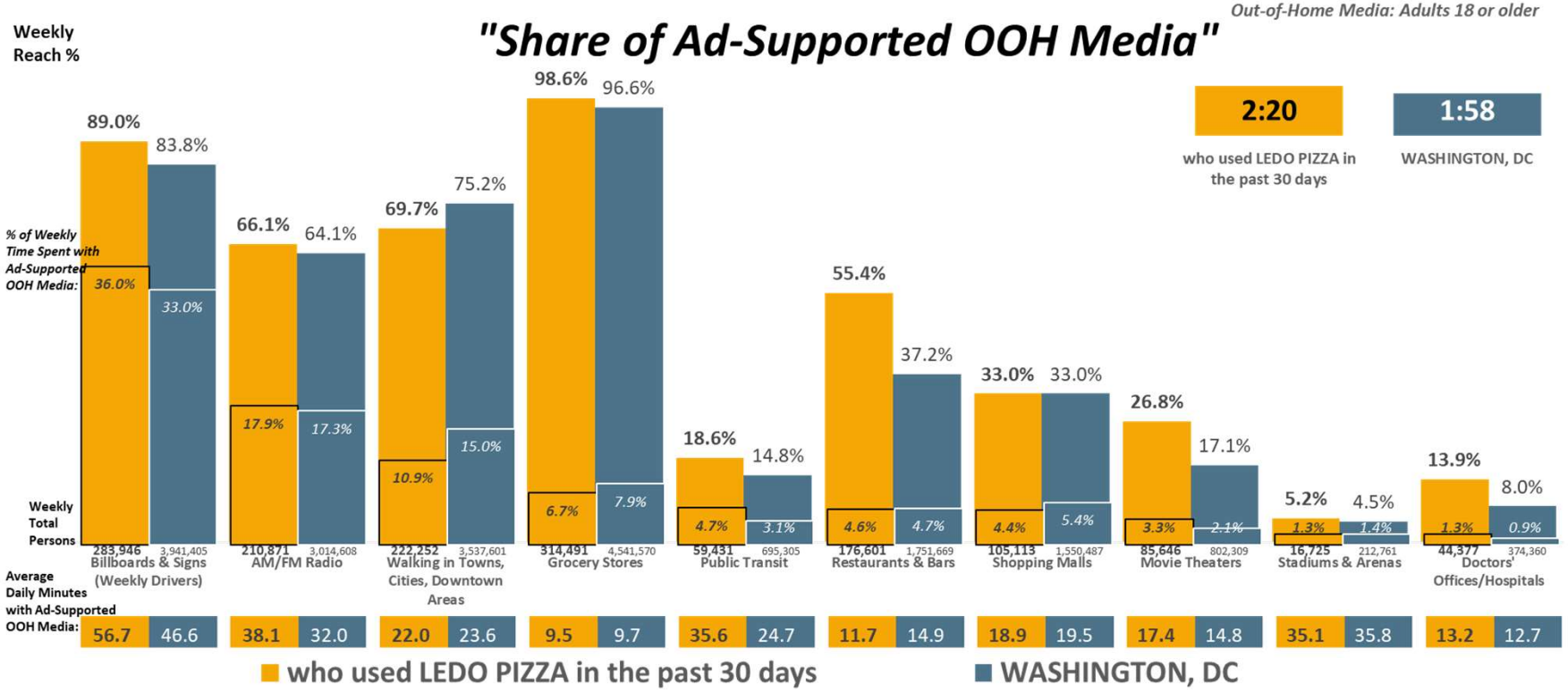
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Quick service restaurants used past 30 days: Jerry's Subs & Pizza

283,946 or 89.% of Adults 18 or older who used LEDO PIZZA in the past 30 days spend an average of 56.7 minutes per day driving, seeing Billboards and Signs representing 36.% 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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 304 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

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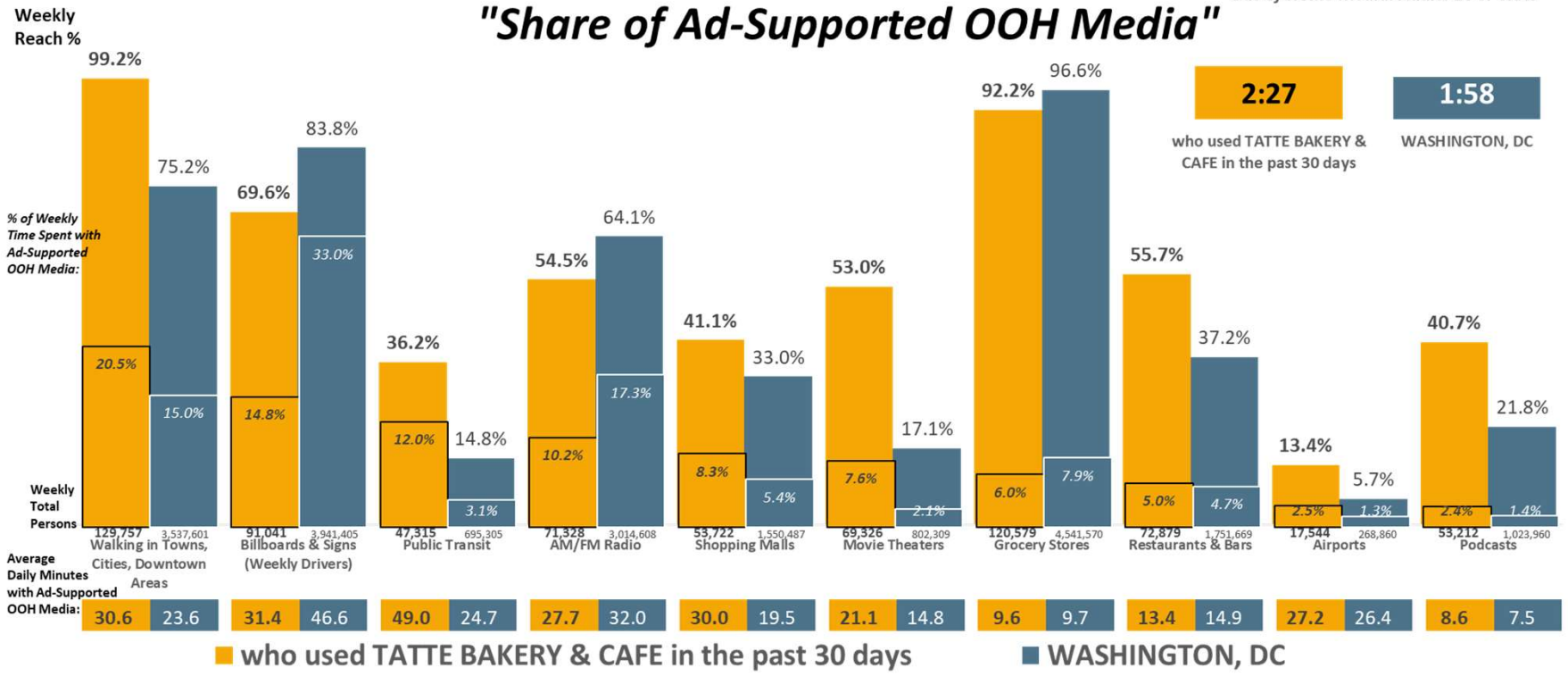
Quick service restaurants used past 30 days: Ledo Pizza

Tatte
BAKERY & CAFÉ

91,041 or 69.6% of Adults 18 or older who used TATTE BAKERY & CAFE in the past 30 days spend an average of 31.4 minutes per day driving, seeing Billboards and Signs representing 14.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 115 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

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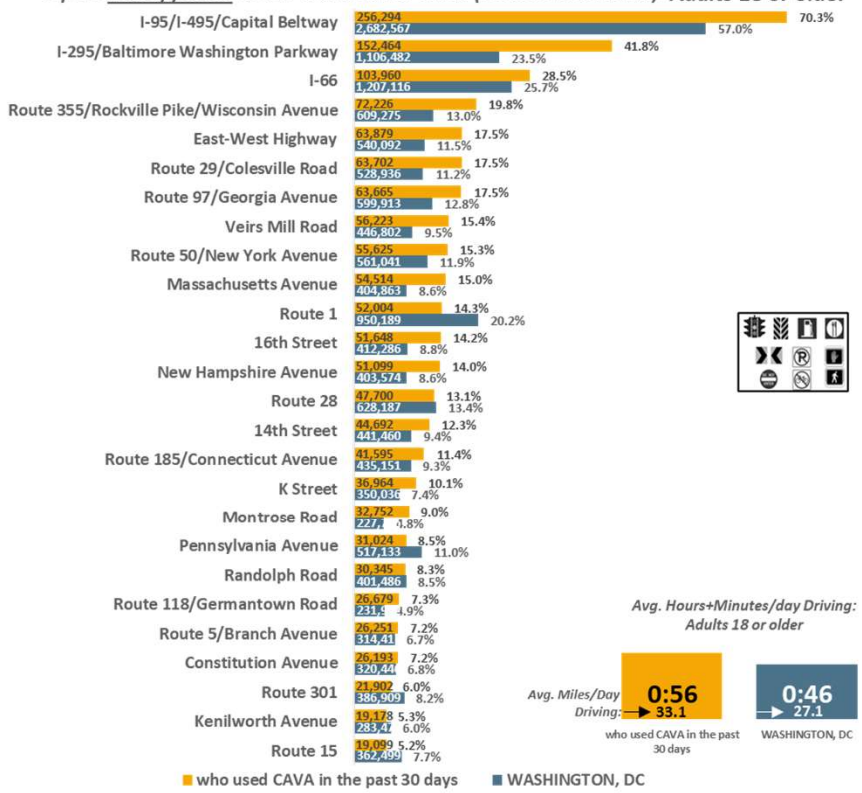
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Quick service restaurants used past 30 days: Tatte Bakery & Cafe

CAVA

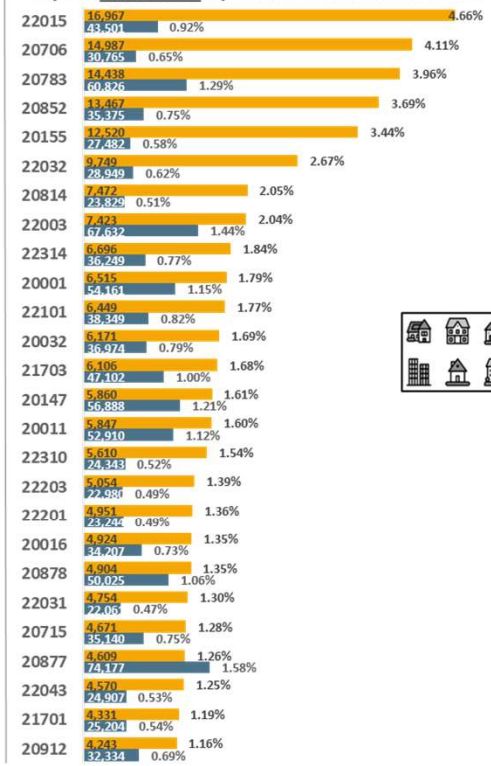
331,232 or 90.9% of Adults 18 or older who used CAVA in the past 30 days spend an average of 56.8 minutes per day driving an average of 33.1 miles each day and are 85.5% more likely to use Montrose Road than the Metro average.

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

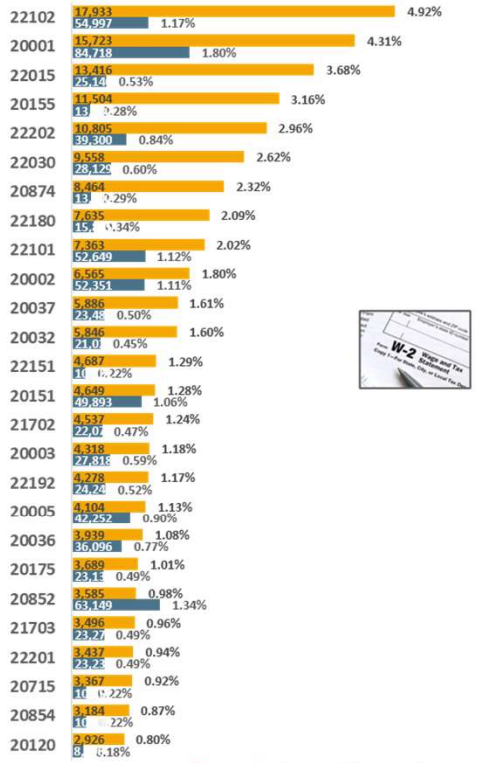


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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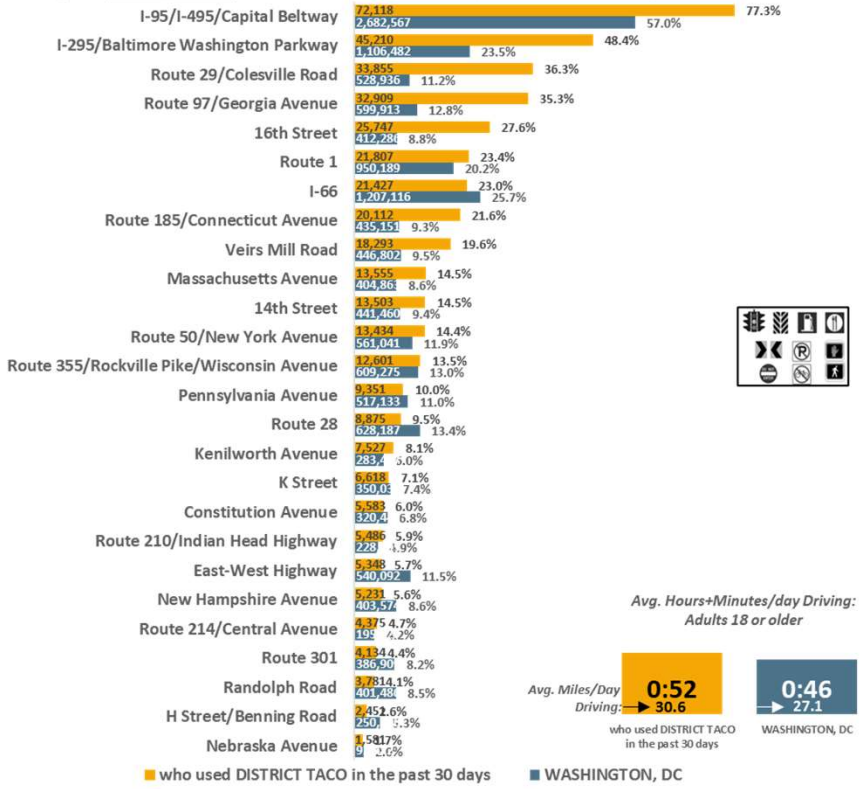
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 368

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Quick service restaurants used past 30 days: CAVA

65,985 or 70.7% of Adults 18 or older who used DISTRICT TACO in the past 30 days spend an average of 52.6 minutes per day driving an average of 30.6 miles each day and are 222.6% more likely to use Route 29/Colesville Road than the Metro average.

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



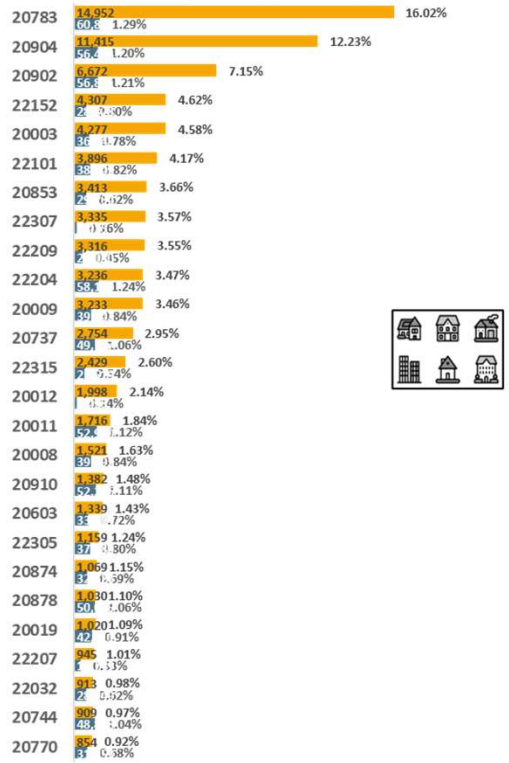
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 30.6

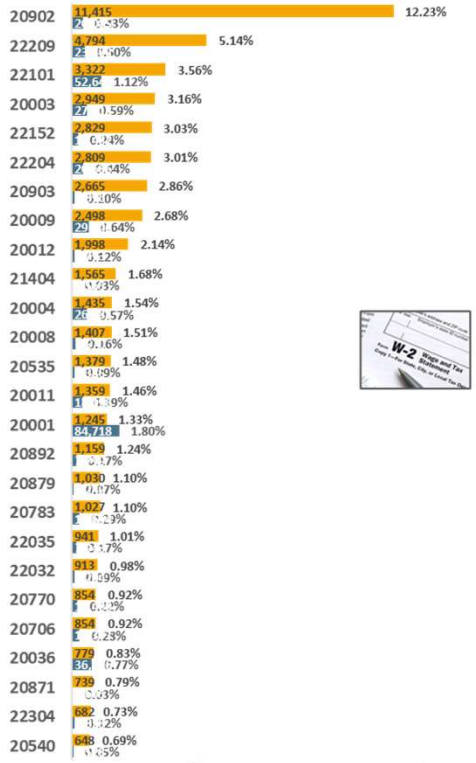
who used DISTRICT TACO in the past 30 days

WASHINGTON, DC

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



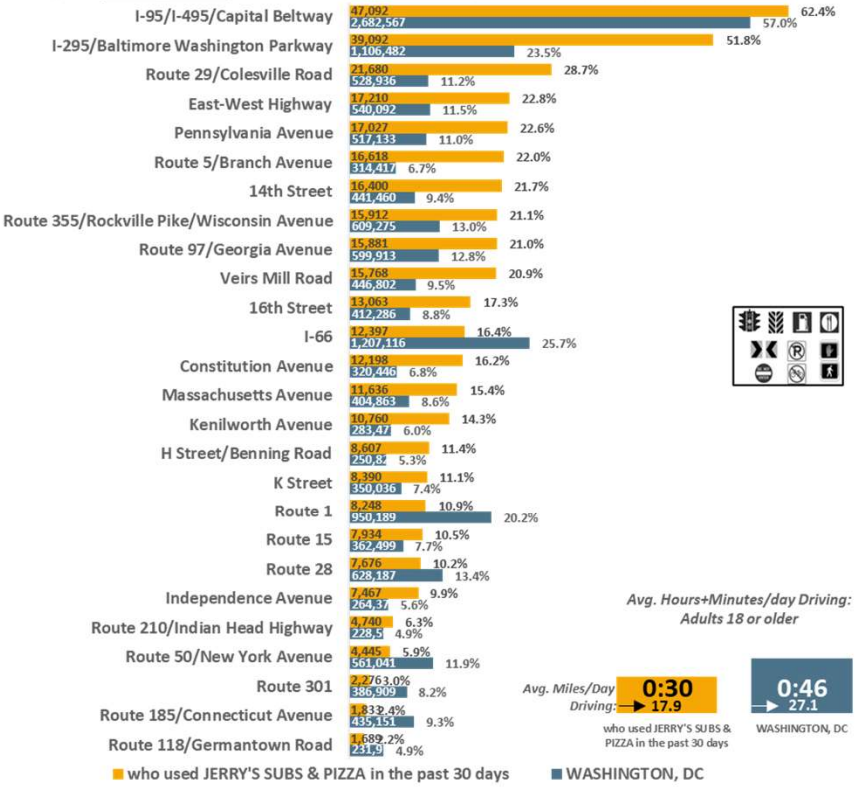
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Quick service restaurants used past 30 days: District Taco

68,140 or 90.3% of Adults 18 or older who used JERRY'S SUBS & PIZZA in the past 30 days spend an average of 30.7 minutes per day driving an average of 17.9 miles each day and are 229.4% more likely to use Route 5/Branch Avenue than the Metro average.

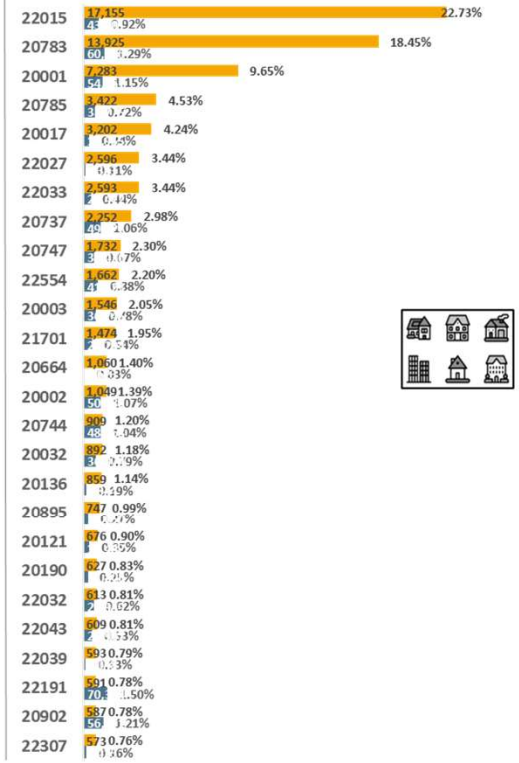
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



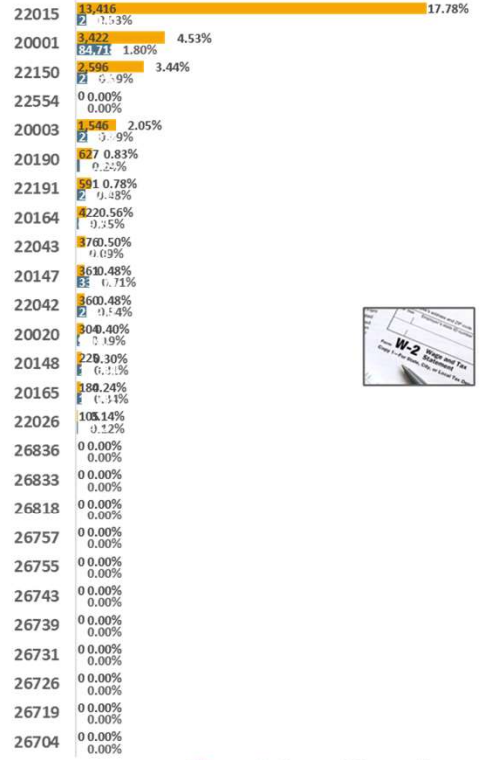
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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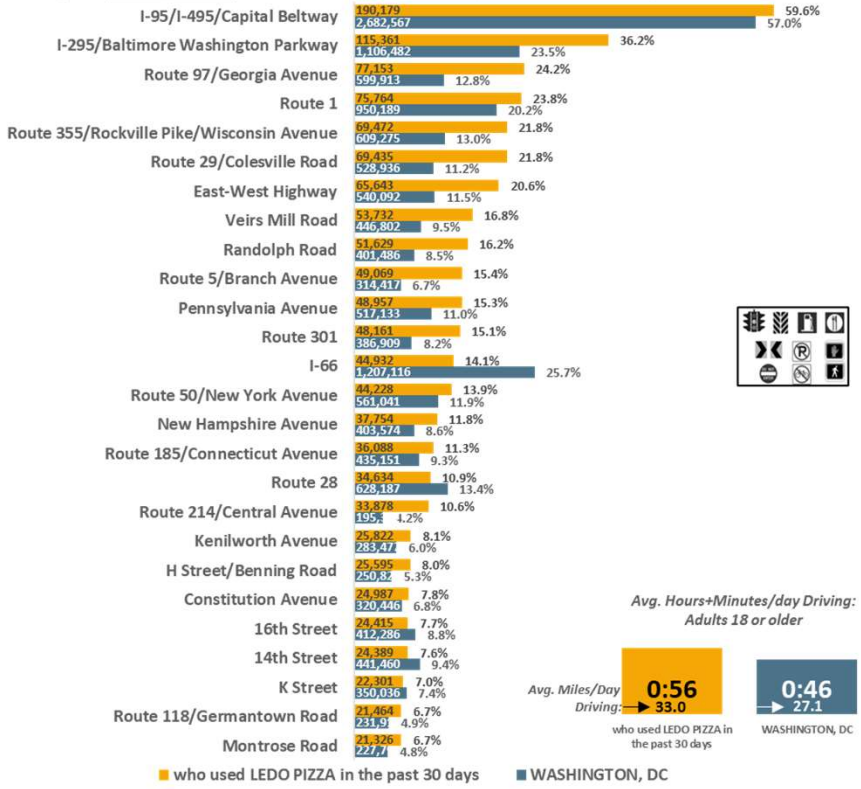
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 56

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Quick service restaurants used past 30 days: Jerry's Subs & Pizza

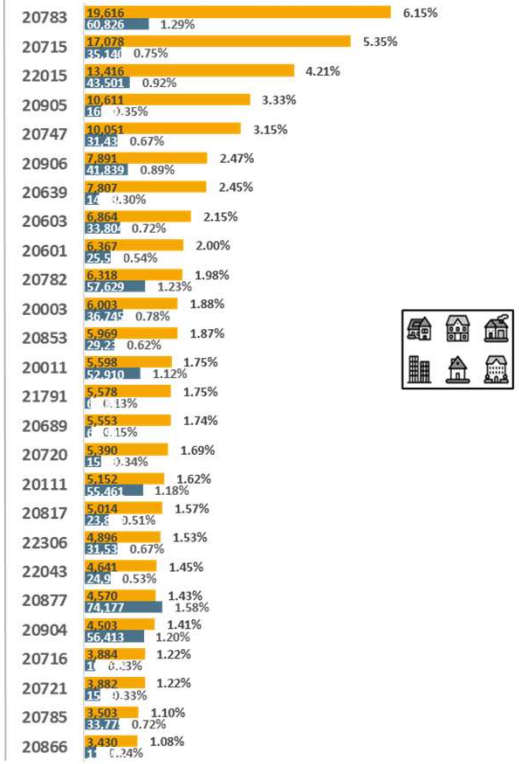
283,946 or 89.% of Adults 18 or older who used LEDO PIZZA in the past 30 days spend an average of 56.7 minutes per day driving an average of 33. miles each day and are 155.7% more likely to use Route 214/Central Avenue than the Metro average.

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

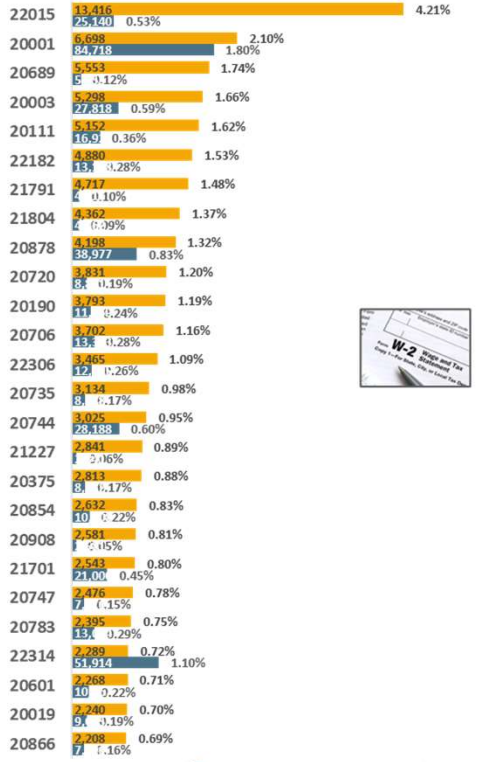


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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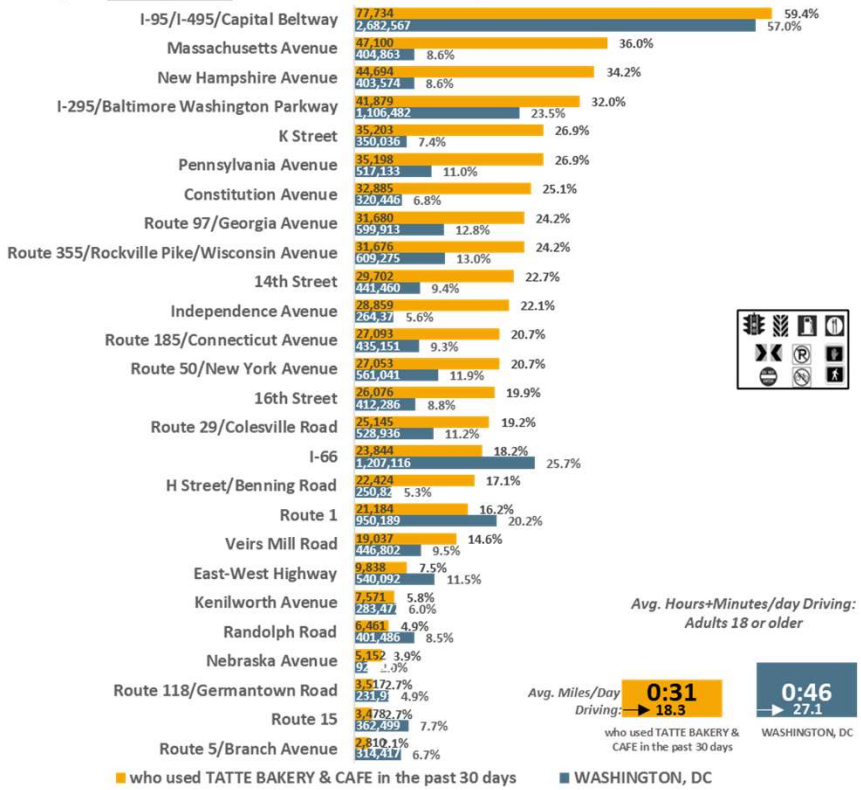
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Quick service restaurants used past 30 days: Ledo Pizza

Tatte
BAKERY & CAFÉ

91,041 or 69.6% of Adults 18 or older who used TATTE BAKERY & CAFE in the past 30 days spend an average of 31.4 minutes per day driving an average of 18.3 miles each day and are 318.2% more likely to use Massachusetts Avenue than the Metro average.

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



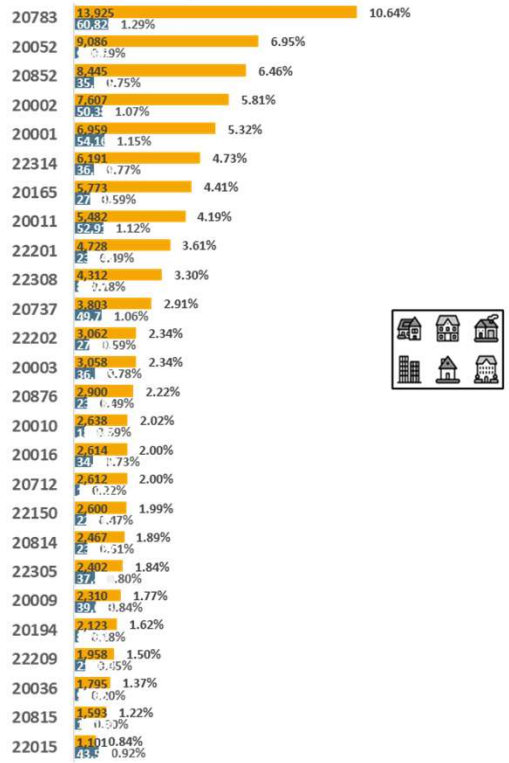
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 18.3

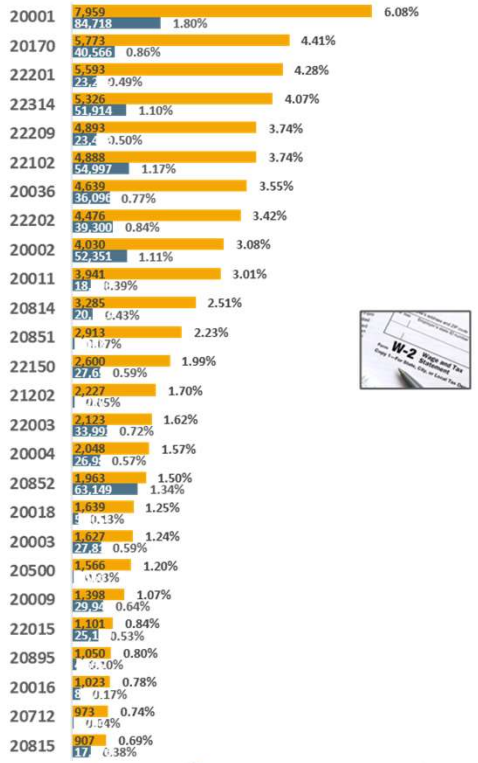
0:31 who used TATTE BAKERY & CAFE in the past 30 days

0:46 (27.1) WASHINGTON, DC

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



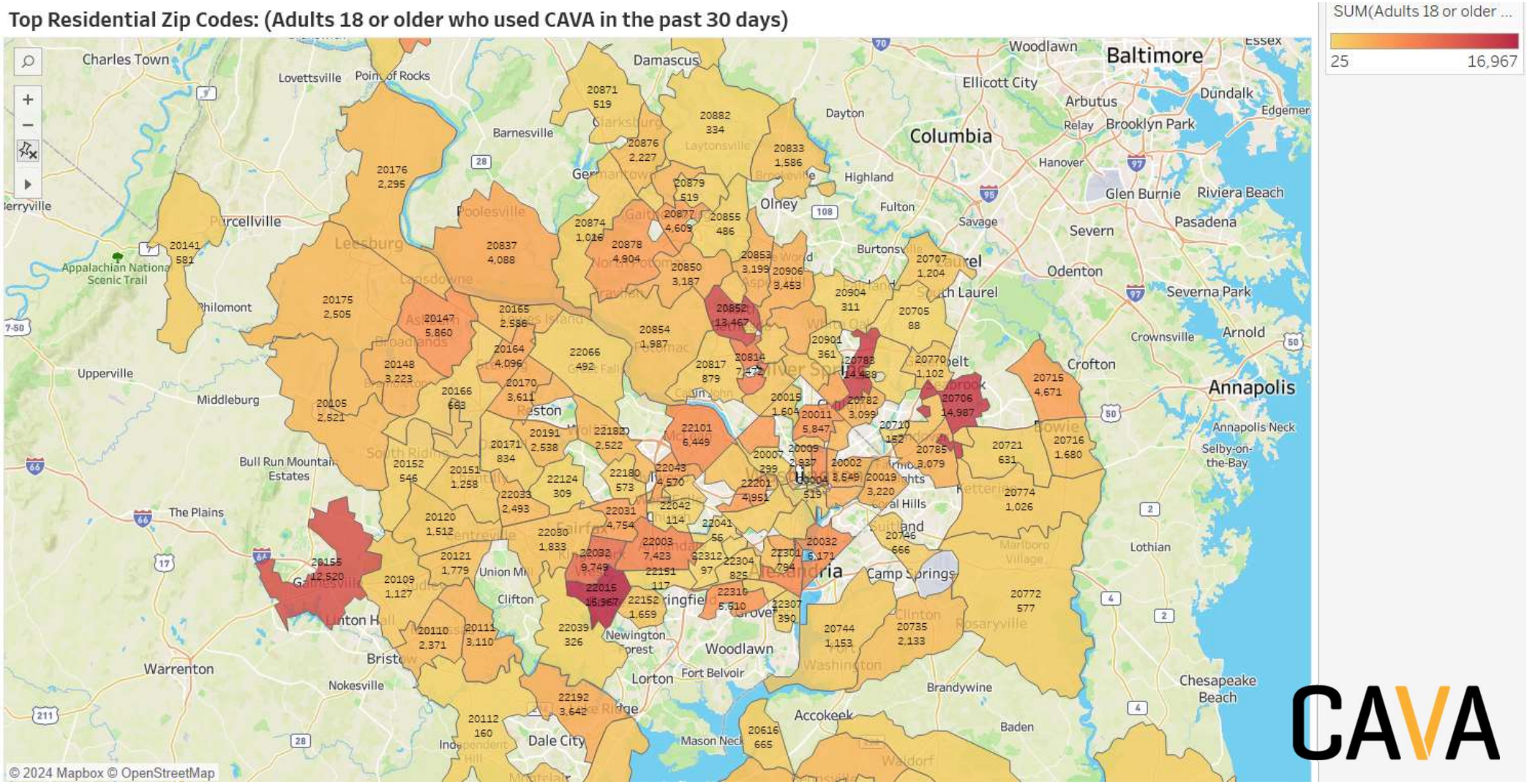
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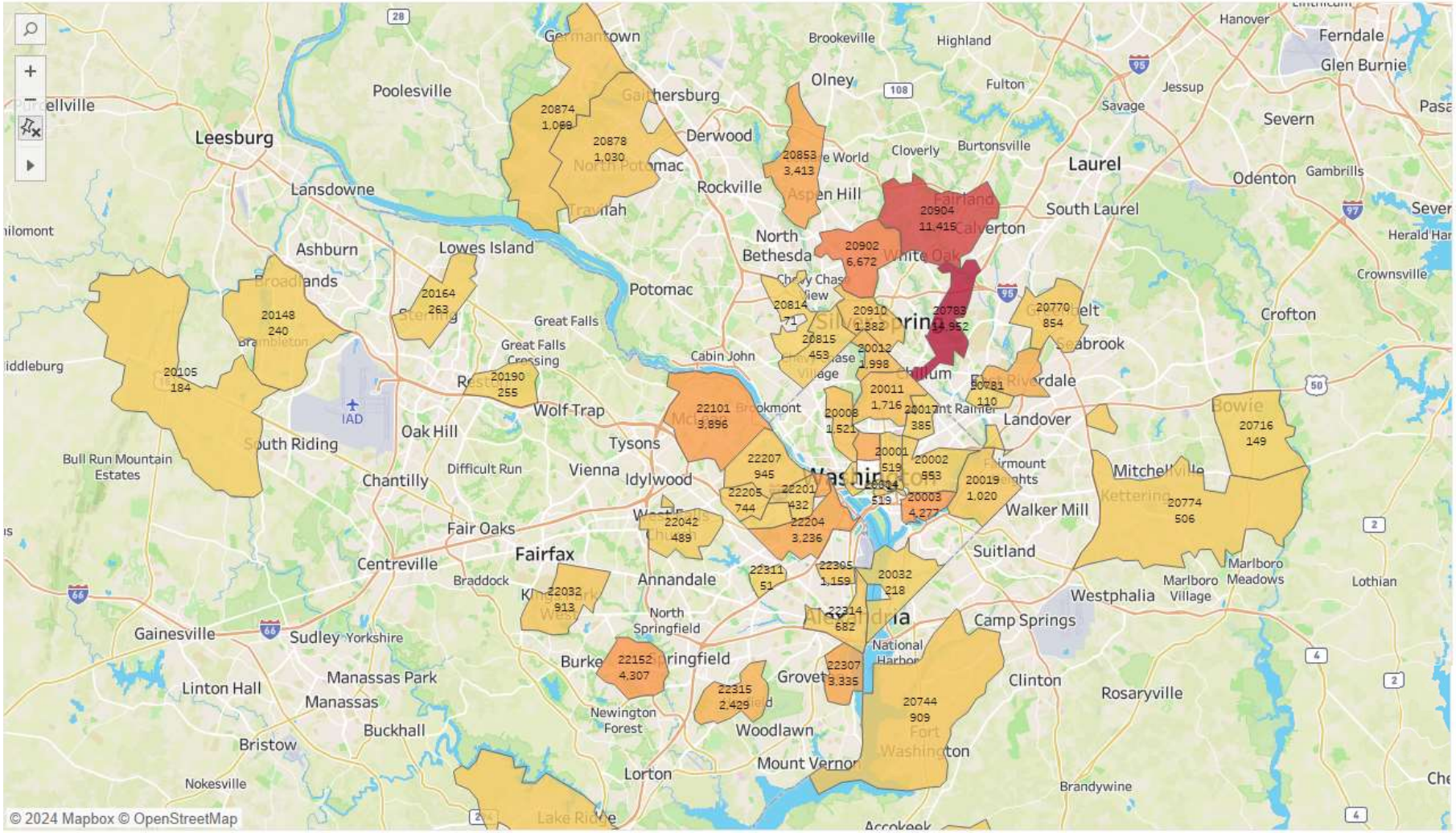
Quick service restaurants used past 30 days: Tatte Bakery & Cafe

Top Residential Zip Codes: (Adults 18 or older who used CAVA in the past 30 days)



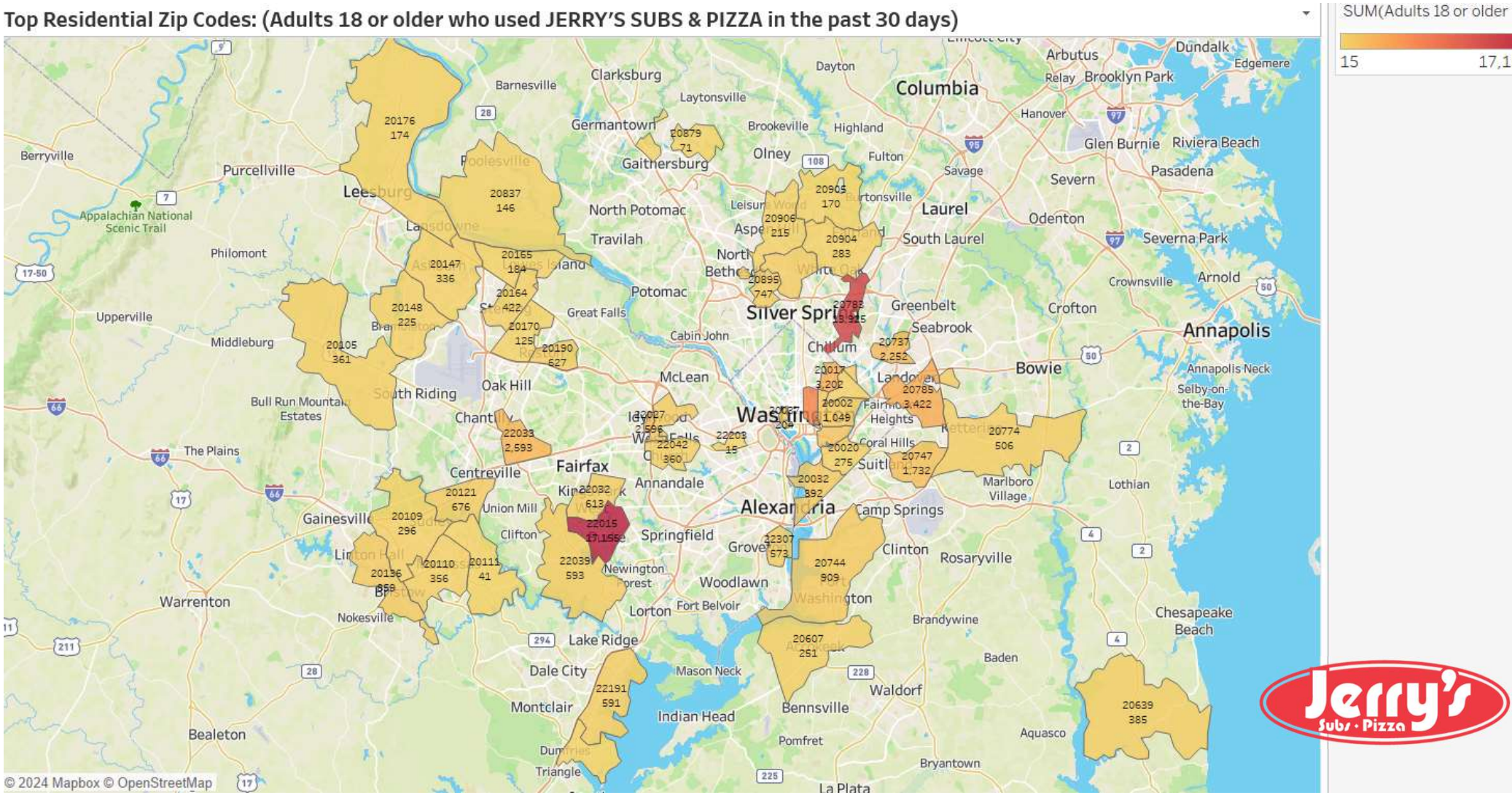
Quick service restaurants used past 30 days: CAVA

Top Residential Zip Codes: (Adults 18 or older who used DISTRICT TACO in the past 30 days)



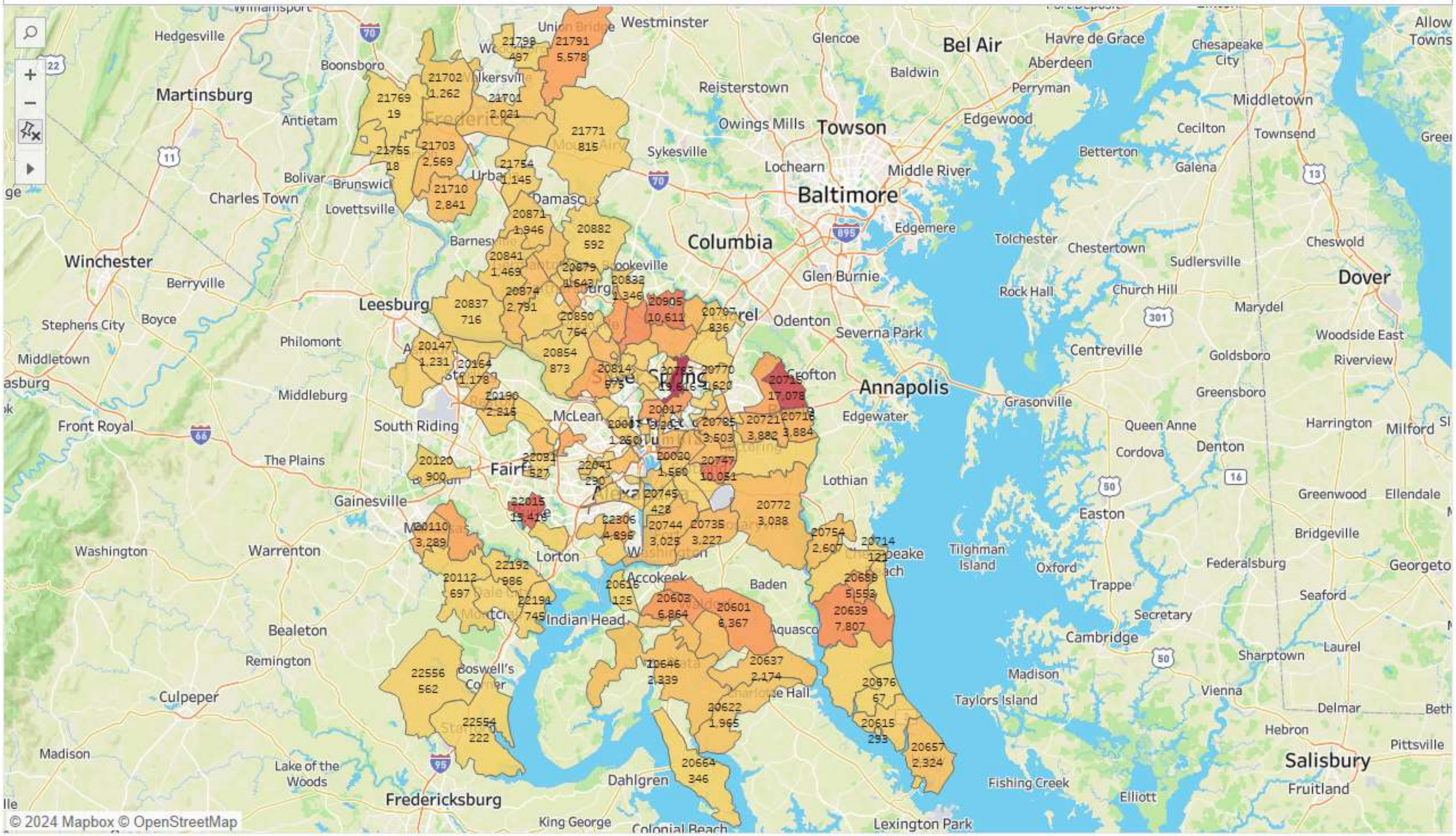
Quick service restaurants used past 30 days: District Taco

Top Residential Zip Codes: (Adults 18 or older who used JERRY'S SUBS & PIZZA in the past 30 days)



Quick service restaurants used past 30 days: Jerry's Subs & Pizza

Top Residential Zip Codes: (Adults 18 or older who used LEDO PIZZA in the past 30 days)

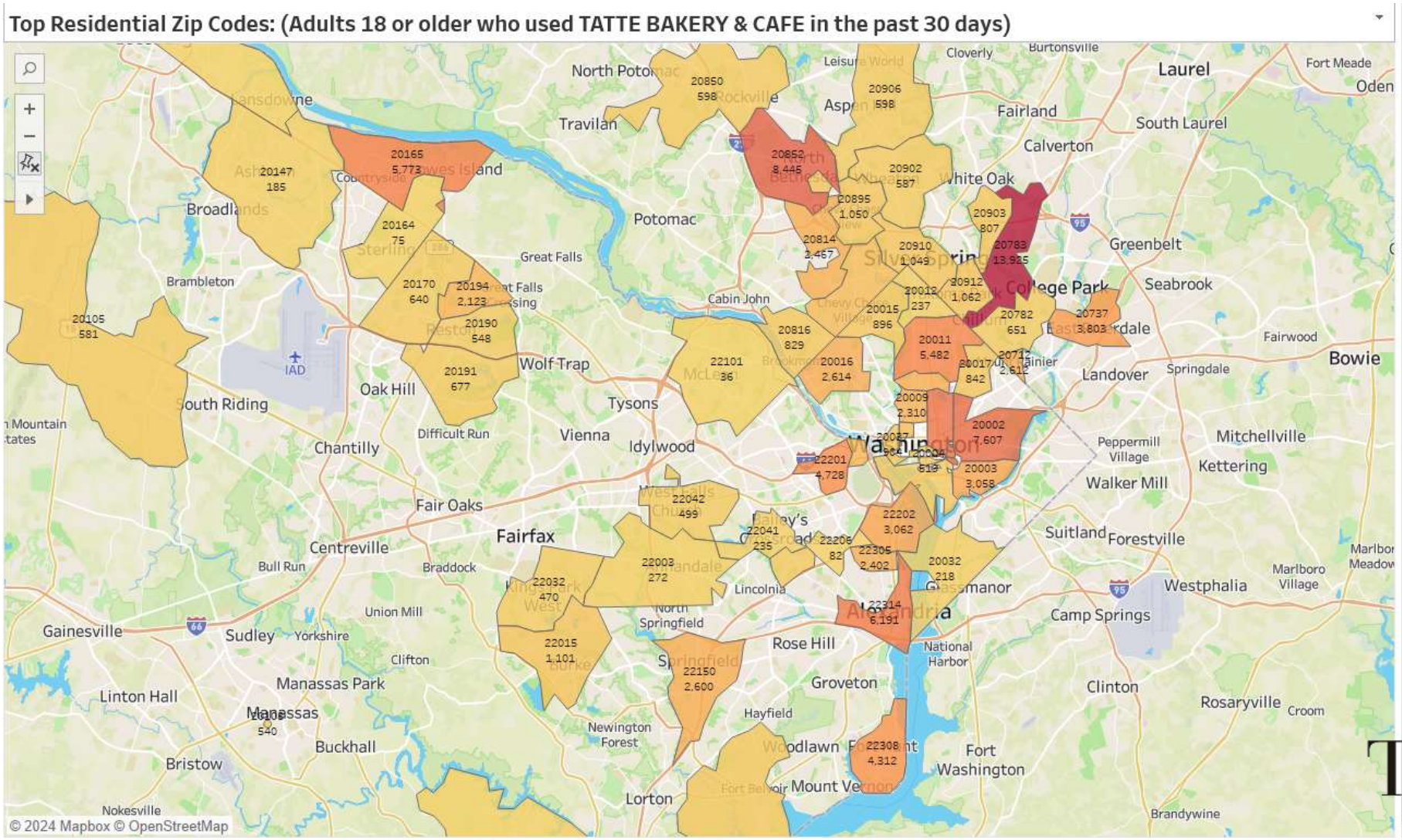


SUM(Adults 18 or older ...

18 19,616

Quick service restaurants used past 30 days: Ledo Pizza

Top Residential Zip Codes: (Adults 18 or older who used TATTE BAKERY & CAFE in the past 30 days)



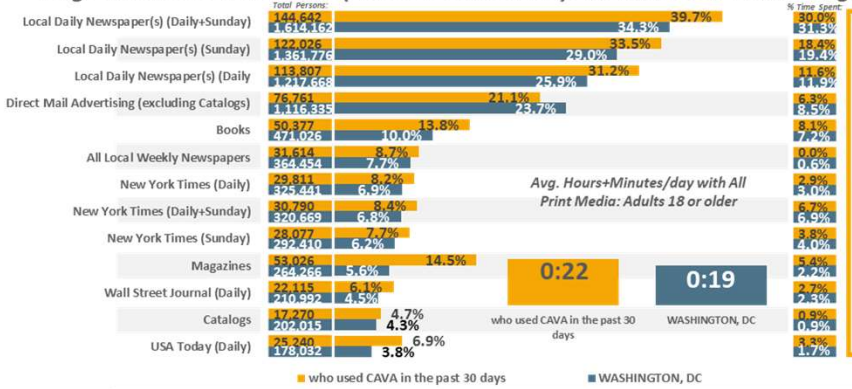
Tatte
BAKERY & CAFÉ

Quick service restaurants used past 30 days: Tatte Bakery & Cafe

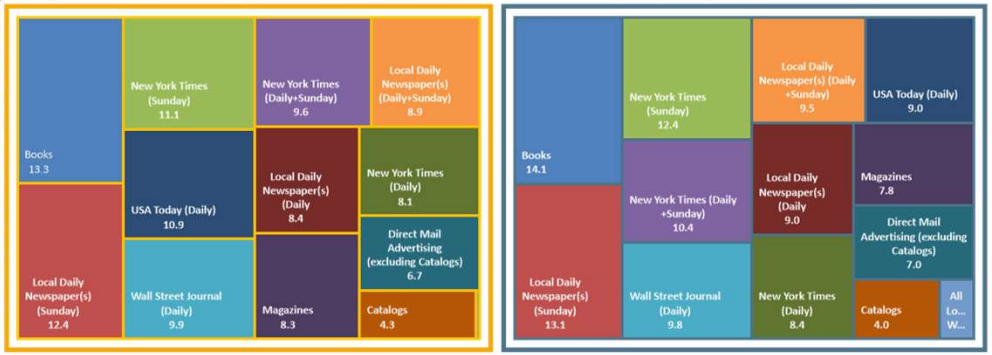
CAVA

144,642 or 39.7% of Adults 18 or older who used CAVA in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 32.6% of all time spent daily with All forms of Print Media.

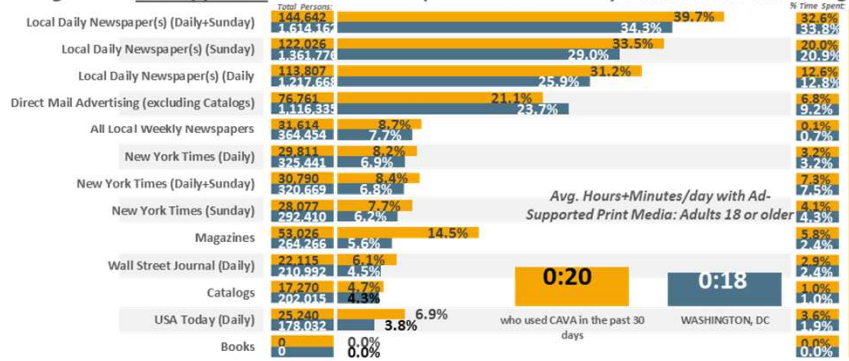
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



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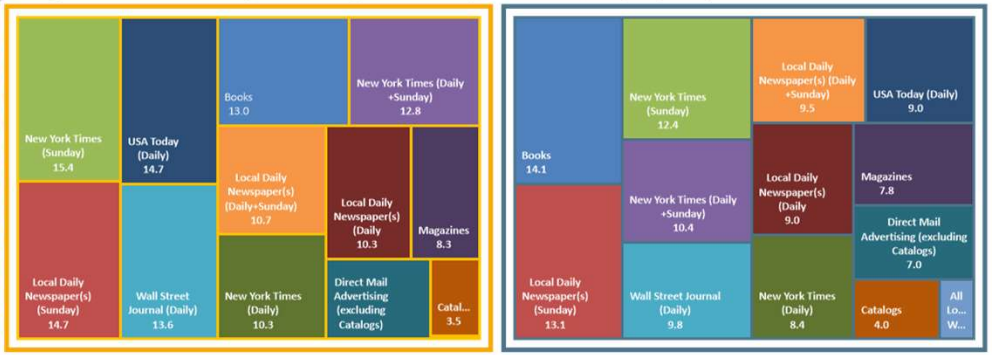
Quick service restaurants used past 30 days: CAVA

57,838 or 62.% of Adults 18 or older who used DISTRICT TACO in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.7 minutes every day representing 34.% of all time spent daily with All forms of Print Media.

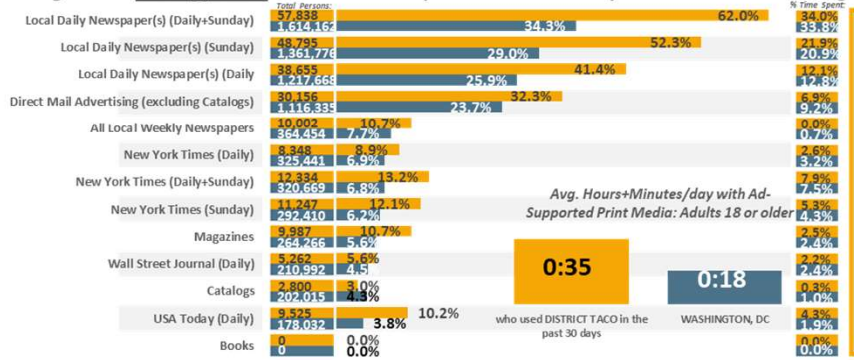
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



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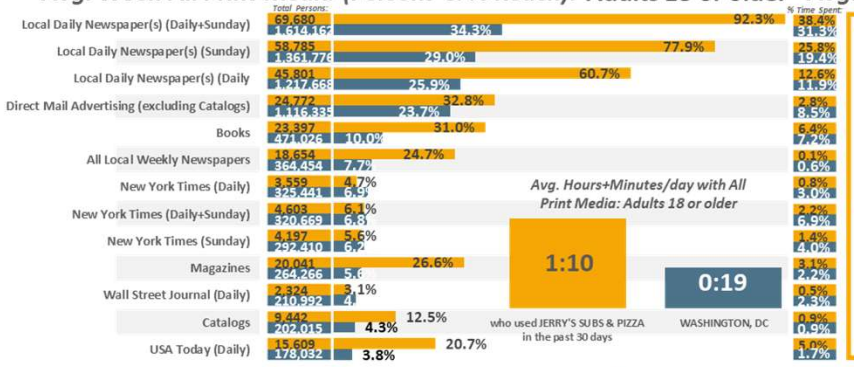
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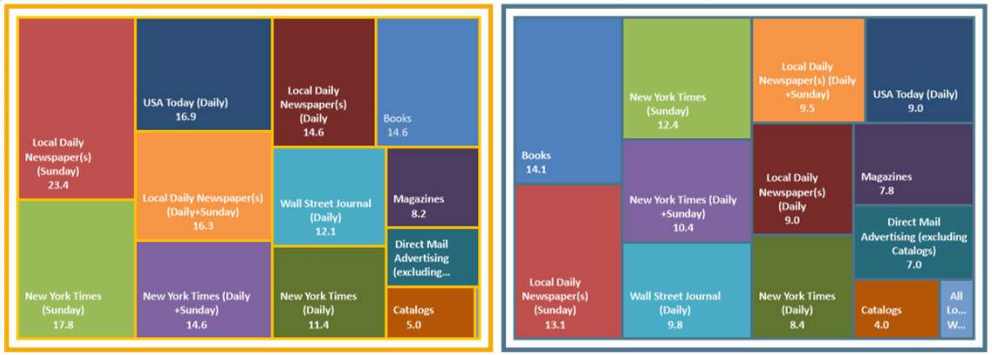
Quick service restaurants used past 30 days: District Taco

69,680 or 92.3% of Adults 18 or older who used JERRY'S SUBS & PIZZA in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 16.3 minutes every day representing 41.1% of all time spent daily with All forms of Print Media.

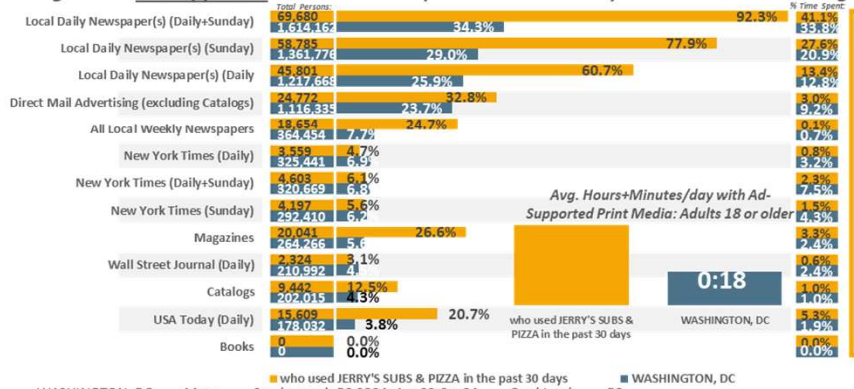
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



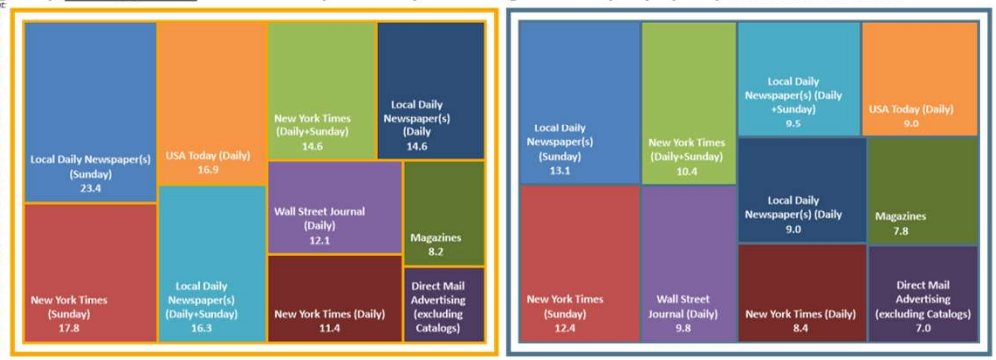
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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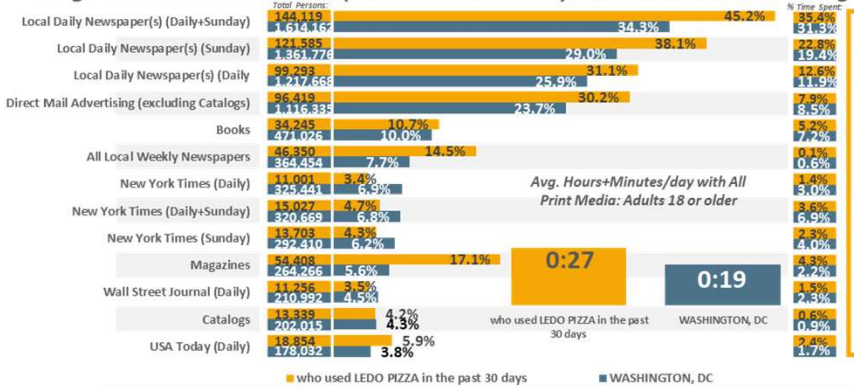
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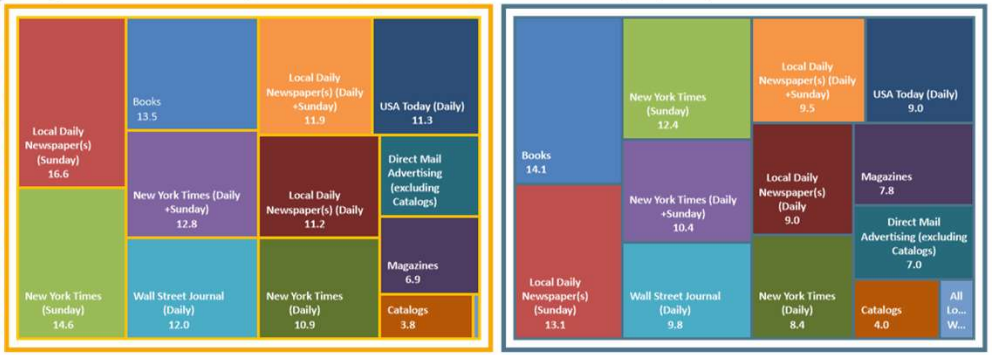
Quick service restaurants used past 30 days: Jerry's Subs & Pizza

144,119 or 45.2% of Adults 18 or older who used LEDO PIZZA in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.9 minutes every day representing 37.3% of all time spent daily with All forms of Print Media.

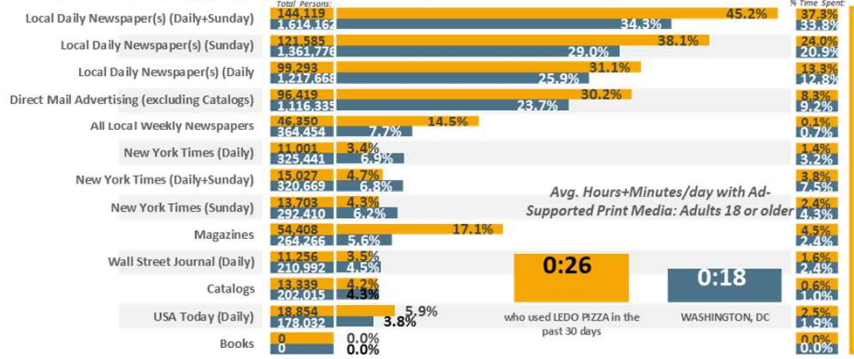
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



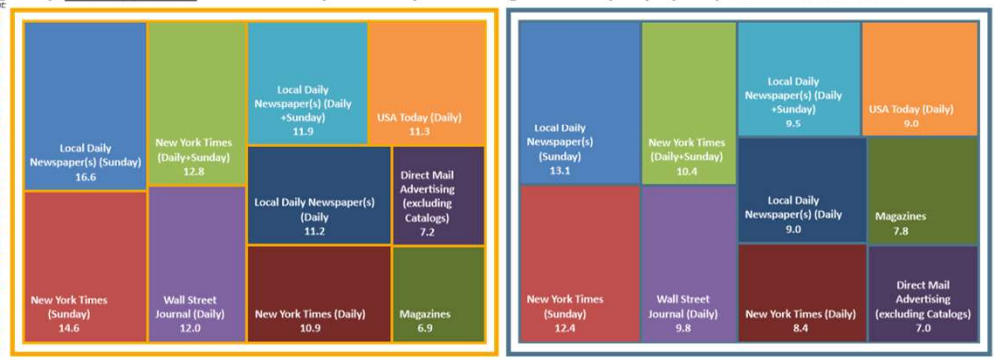
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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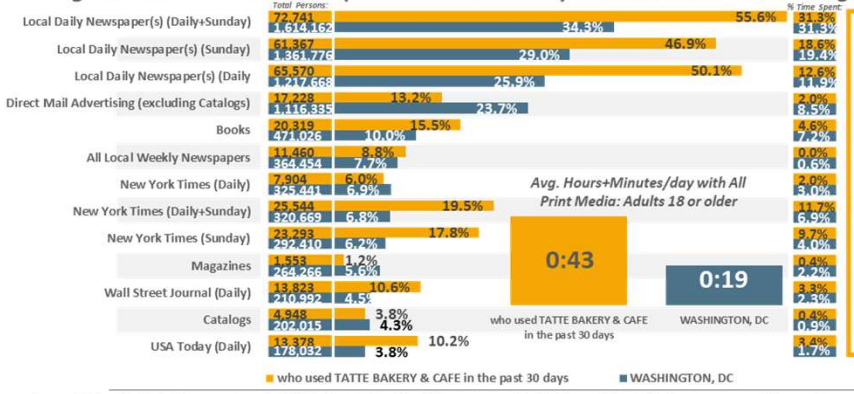
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Quick service restaurants used past 30 days: Ledo Pizza

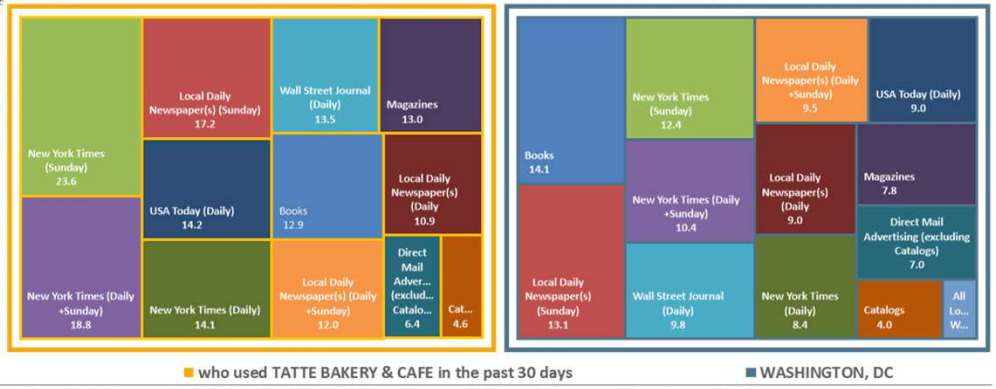
Tatte
BAKERY & CAFÉ

72,741 or 55.6% of Adults 18 or older who used TATTE BAKERY & CAFE in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12. minutes every day representing 32.8% of all time spent daily with All forms of Print Media.

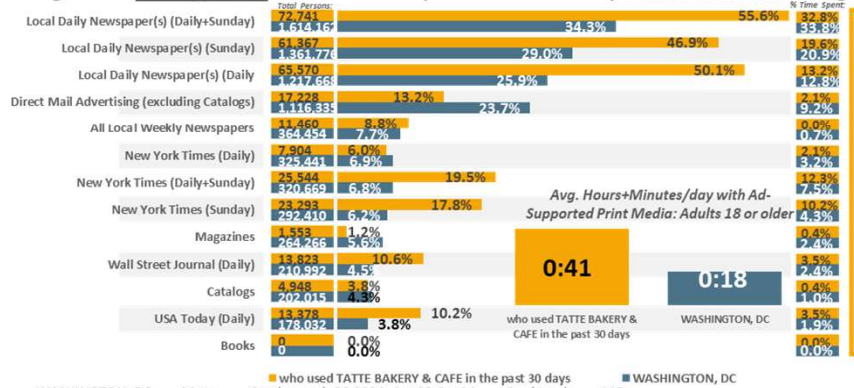
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



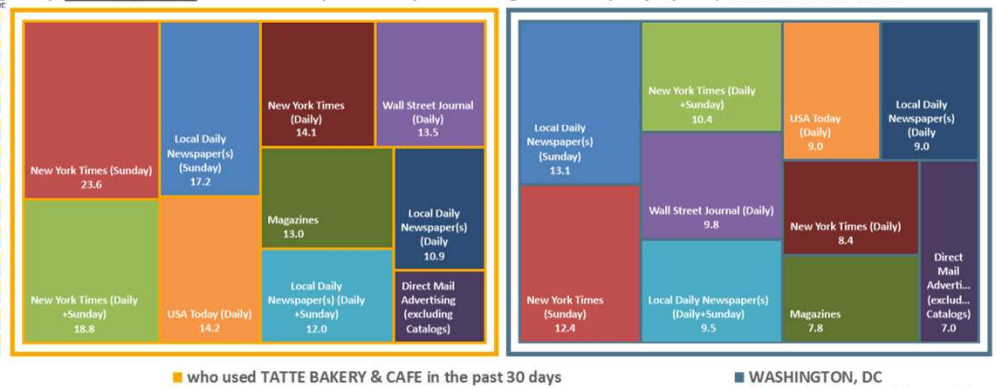
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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Quick service restaurants used past 30 days: Tatte Bakery & Cafe