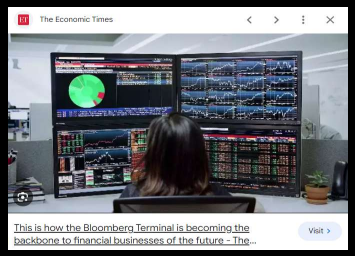
USA–5 Local QSRs of the CHICAGO, IL DMA...

Brand New Data as of JULY 31, 2025!

Complete Demographic & Media Use Profiles











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

Quick service restaurants used past 30 days: Portillo's

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

Quick service restaurants used past 30 days: Potbelly Sandwich Shop

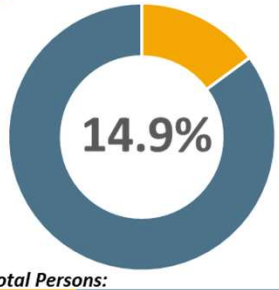
Quick service restaurants used past 30 days: Rosati's Pizza

Quick service restaurants used past 30 days: Buona

HUBBARD BROADCASTING INC. HB

14.9% or 1,125,942 of CHICAGO DMA Adults 18 or older used PORTILLO'S in the past 30 days.
Typical Adults 18 or older who used PORTILLO'S in the past 30 days are 49.6 years old (2.6% older than average) and have a $130,448 (21.4% higher than average) annual household income.

Percent of Market: Adults 18 or older

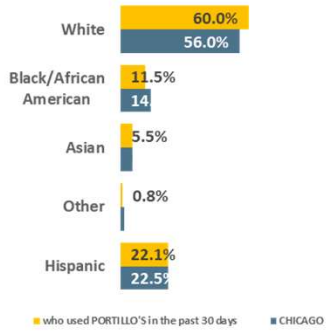


Total Persons:
1,125,942 | 6,426,368

Gender of Target vs. Market: Adults 18 or older

	Men	Men	Women	Women
%M vs. %F:	52.1%	48.7%	47.9%	51.3%
Average Age:	48.8	48.3	50.4	48.3
# Persons:	587,039	3,680,479	538,903	3,871,831

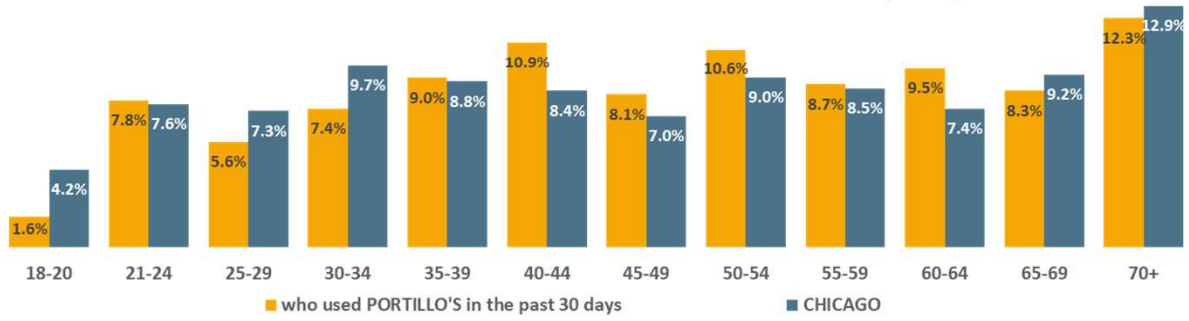
Ethnicity of Target vs. Market:



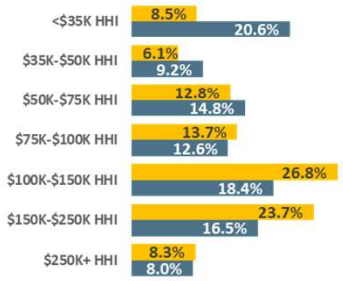
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older	who used PORTILLO'S in the past 30 days	CHICAGO
Average Age:	49.6	48.3



HHI of Target vs. Market:



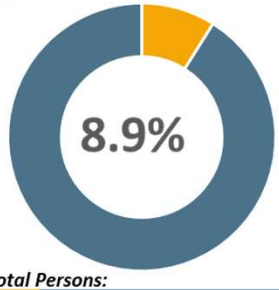
Avg HHI:	$130,448	$107,489

CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 687

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

8.9% or 675,202 of CHICAGO DMA Adults 18 or older used JIMMY JOHN'S in the past 30 days.
Typical Adults 18 or older who used JIMMY JOHN'S in the past 30 days are 45.5 years old (5.9% younger than average) and have a $124,364 (15.7% higher than average) annual household income.

Percent of Market: Adults 18 or older

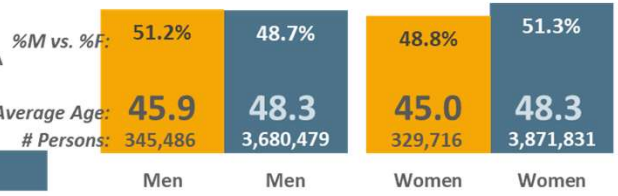


- who used JIMMY JOHN'S in the past 30 days
- Remainder of CHICAGO DMA

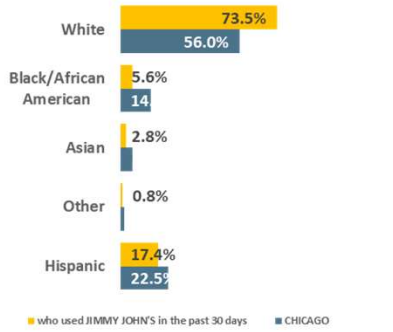
Total Persons:



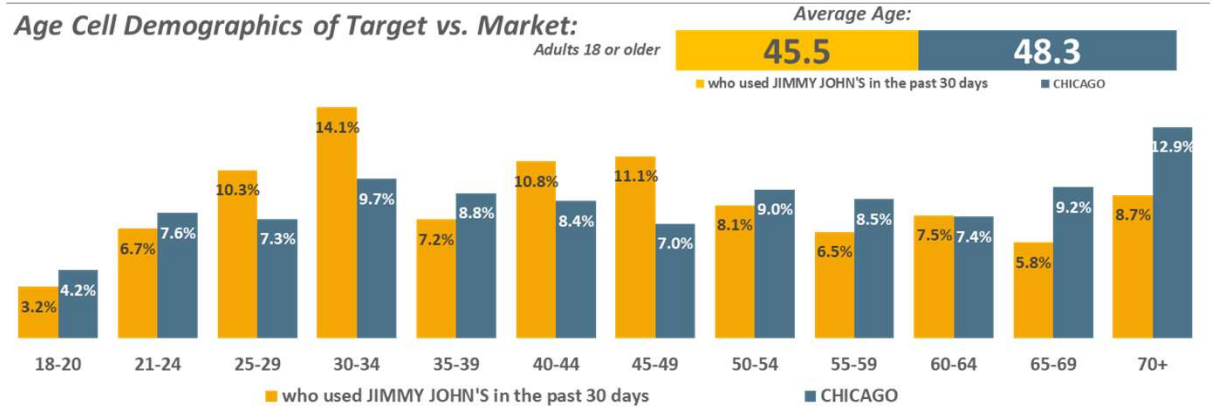
Gender of Target vs. Market: Adults 18 or older



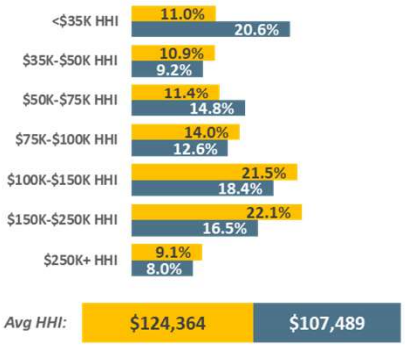
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

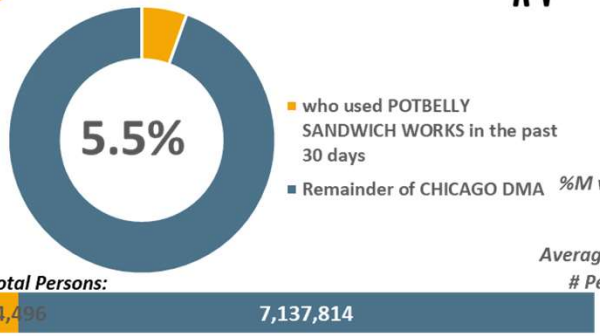


CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 388

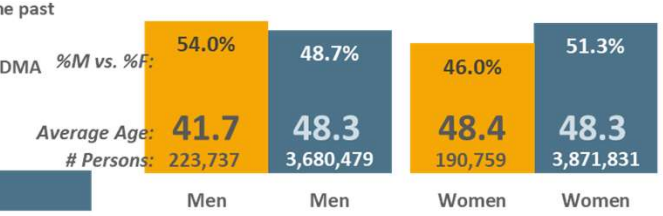
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

5.5% or 414,496 of CHICAGO DMA Adults 18 or older used POTBELLY SANDWICH WORKS in the past 30 days. Typical Adults 18 or older who used POTBELLY SANDWICH WORKS in the past 30 days are 44.9 years old (7.1% younger than average) and have a $134,342 (25.% higher than average) annual household income.

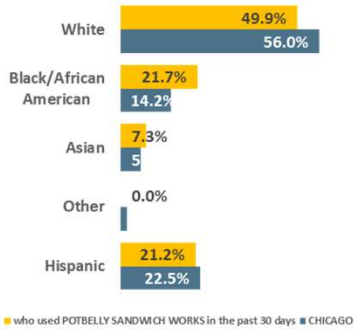
Percent of Market: Adults 18 or older



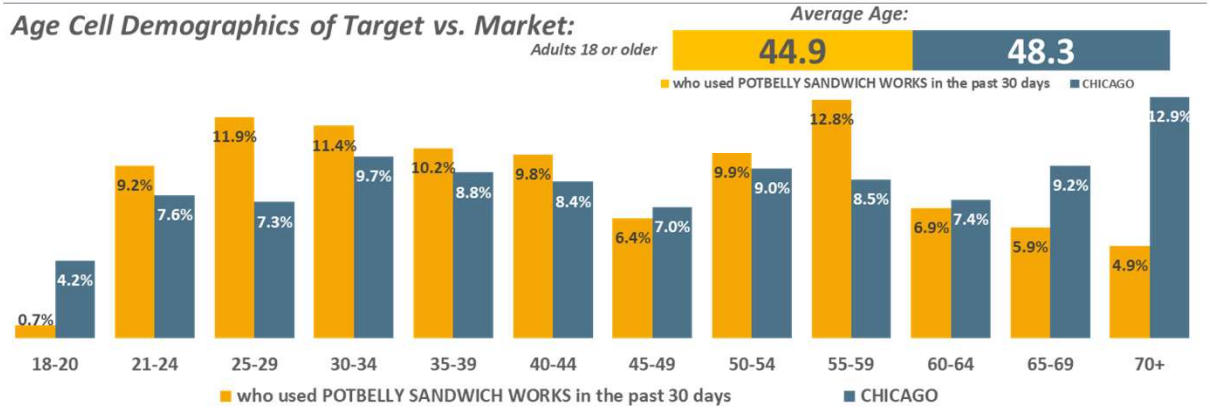
Gender of Target vs. Market: Adults 18 or older



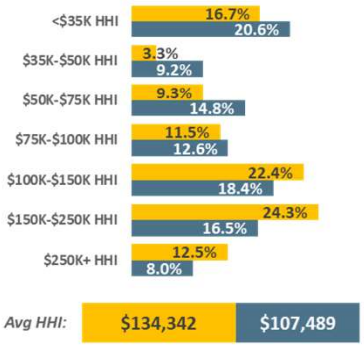
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

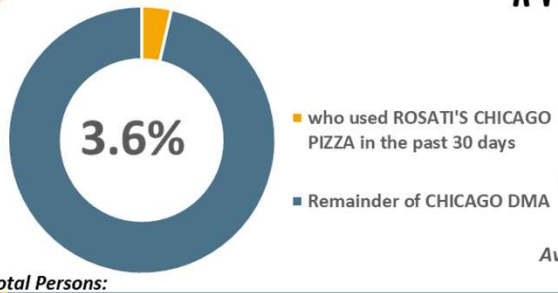


CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 268

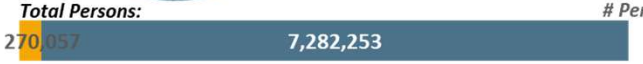
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

3.6% or 270,057 of CHICAGO DMA Adults 18 or older used ROSATI'S CHICAGO PIZZA in the past 30 days. Typical Adults 18 or older who used ROSATI'S CHICAGO PIZZA in the past 30 days are 51. years old (5.5% older than average) and have a $136,743 (27.2% higher than average) annual household income.

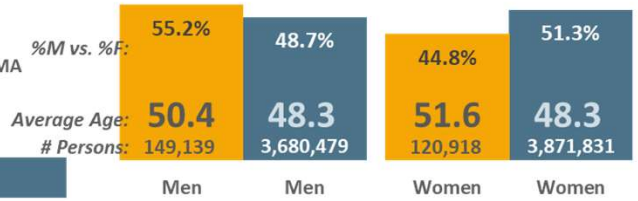
Percent of Market: Adults 18 or older



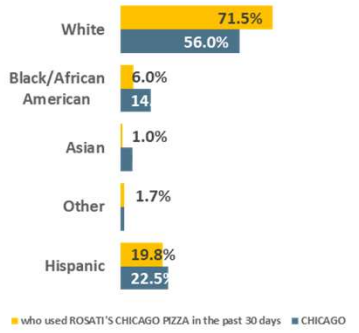
Total Persons:



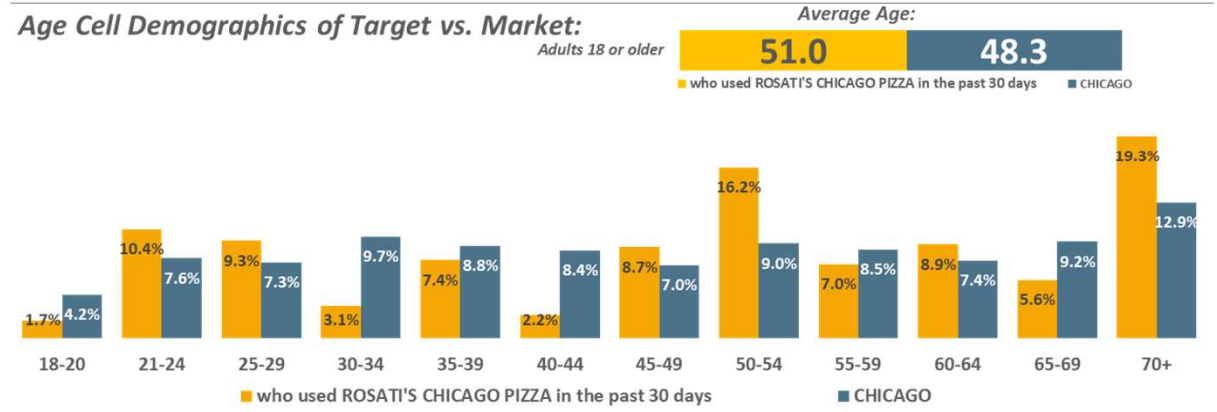
Gender of Target vs. Market: Adults 18 or older



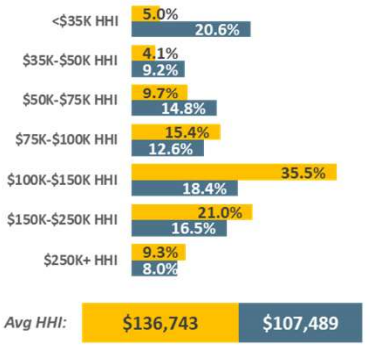
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



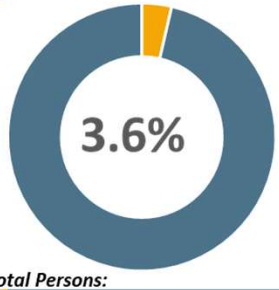
Avg HHI: $136,743 | $107,489

CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 147

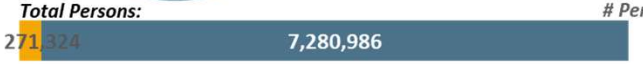
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

3.6% or 271,324 of CHICAGO DMA Adults 18 or older used BUONA ITALIAN BEEF in the past 30 days. Typical Adults 18 or older who used BUONA ITALIAN BEEF in the past 30 days are 51.8 years old (7.2% older than average) and have a $133,261 (24.% higher than average) annual household income.

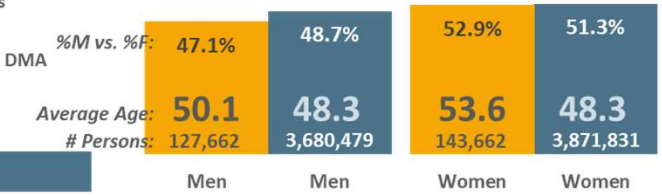
Percent of Market: Adults 18 or older



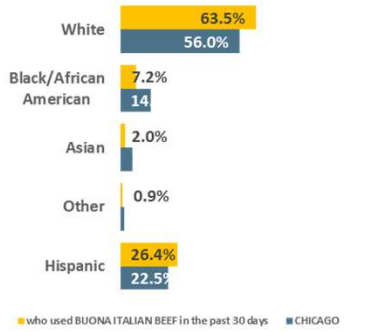
Total Persons:



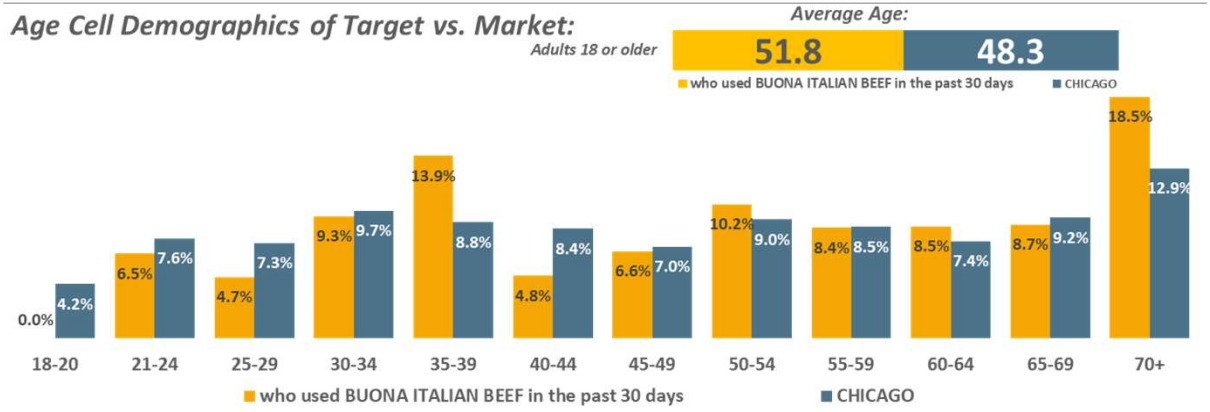
Gender of Target vs. Market: Adults 18 or older



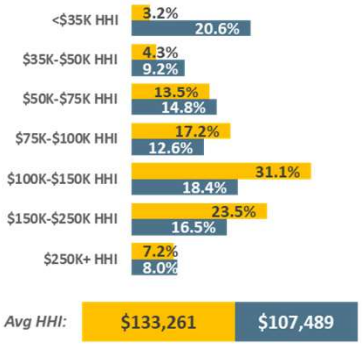
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

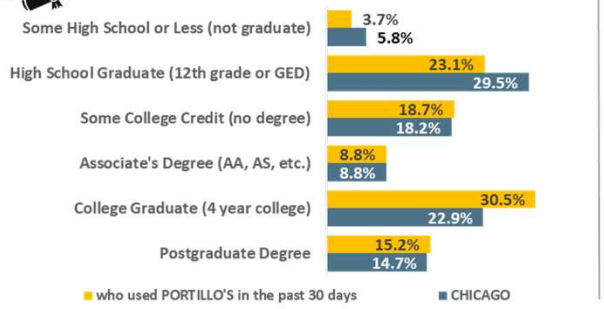


CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 173

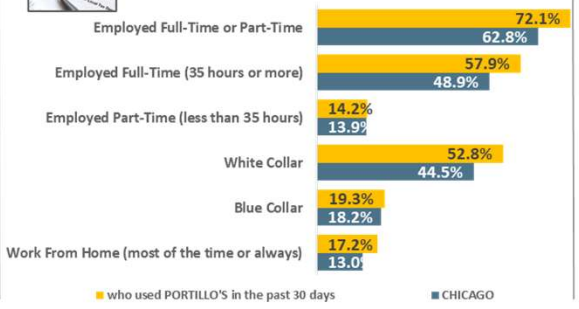
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

14.9% or 1,125,942 of CHICAGO DMA Adults 18 or older used PORTILLO'S in the past 30 days.
Adults 18 or older who used PORTILLO'S in the past 30 days are 21.6% more likely to be a college graduate, 18.4% more likely to work full-time, 19.6% more likely to be married, 6.7% more likely to be a parent of 1 or more children under 18.

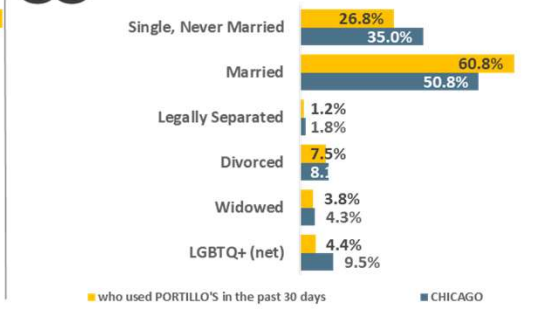
Education Levels: Adults 18 or older



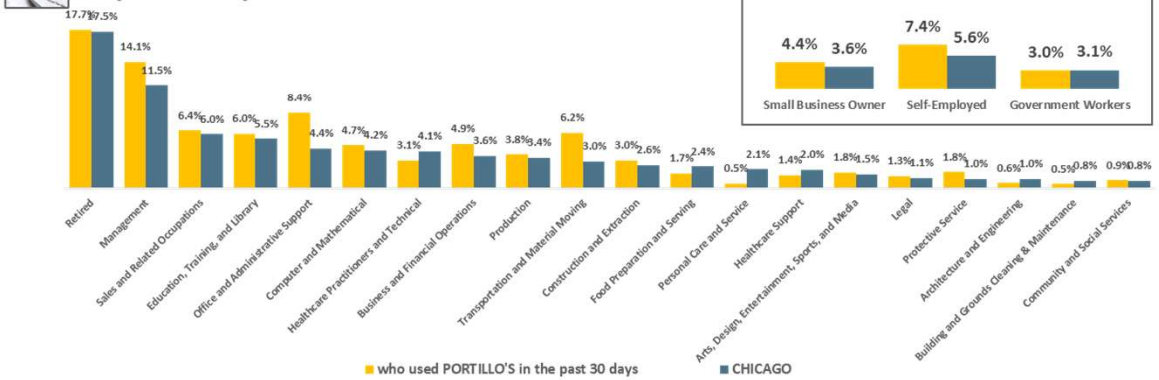
Employment: Adults 18 or older



Marital Status: Adults 18 or older

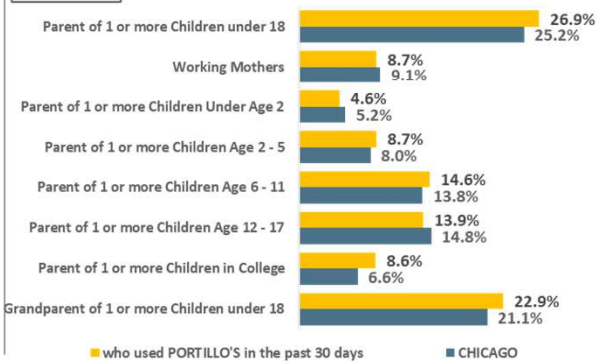


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



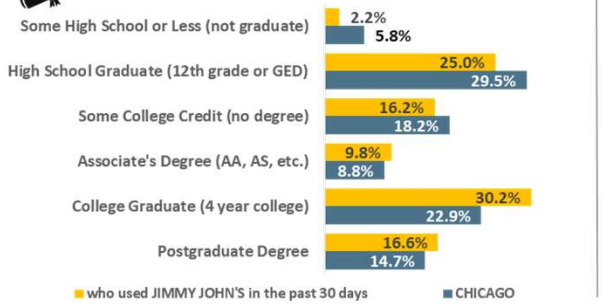
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 687

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

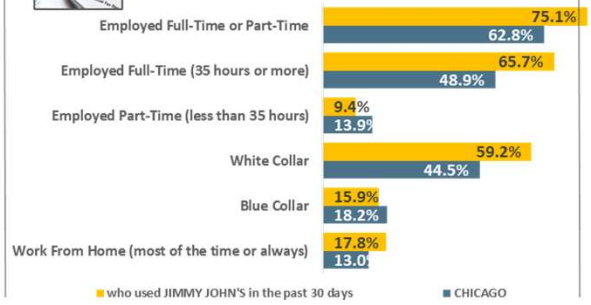
Quick service restaurants used past 30 days: Portillo's

8.9% or 675,202 of CHICAGO DMA Adults 18 or older used JIMMY JOHN'S in the past 30 days. Adults 18 or older who used JIMMY JOHN'S in the past 30 days are 24.4% more likely to be a college graduate, 34.4% more likely to work full-time, 8.% more likely to be married, 21.9% more likely to be a parent of 1 or more children under 18.

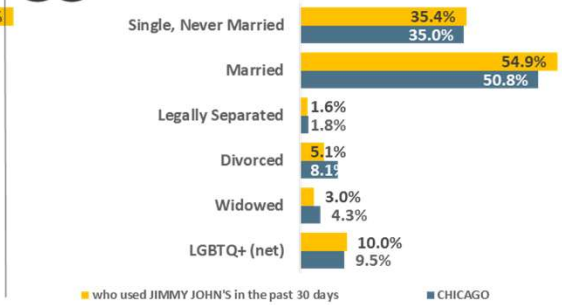
Education Levels: Adults 18 or older



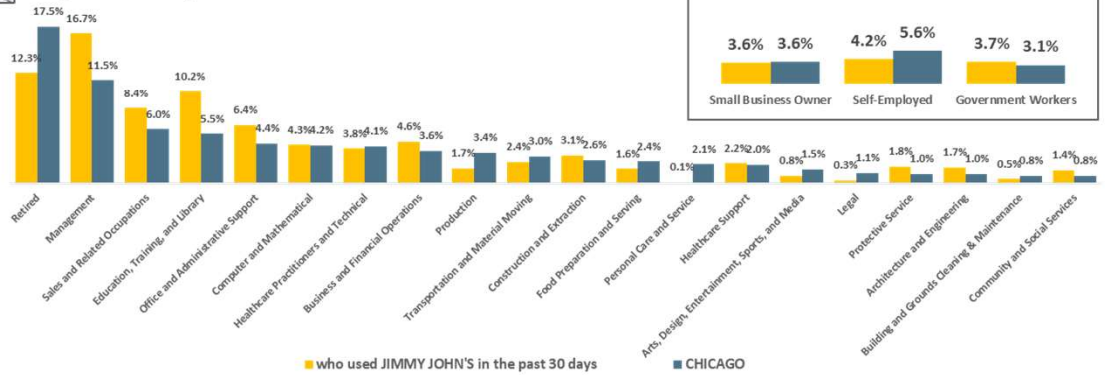
Employment: Adults 18 or older



Marital Status: Adults 18 or older

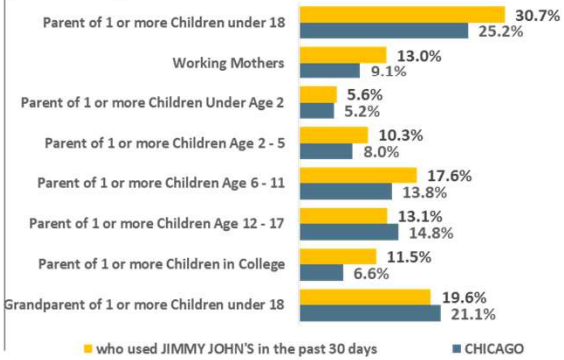


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older

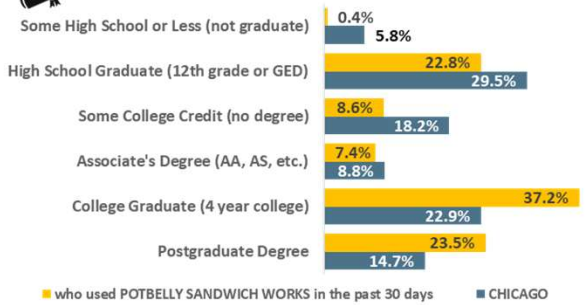


CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 388

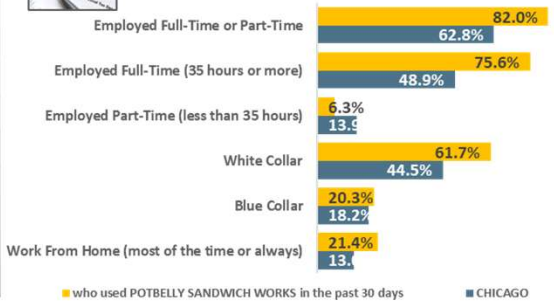
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

5.5% or 414,496 of CHICAGO DMA Adults 18 or older used POTBELLY SANDWICH WORKS in the past 30 days. Adults 18 or older who used POTBELLY SANDWICH WORKS in the past 30 days are 61.3% more likely to be a college graduate, 54.7% more likely to work full-time, 6.6% more likely to be married, 1.4% more likely to be a parent of 1 or more children under 18.

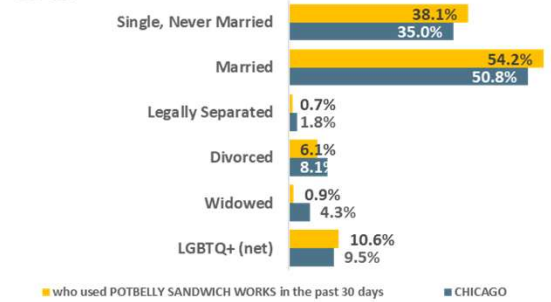
Education Levels: Adults 18 or older



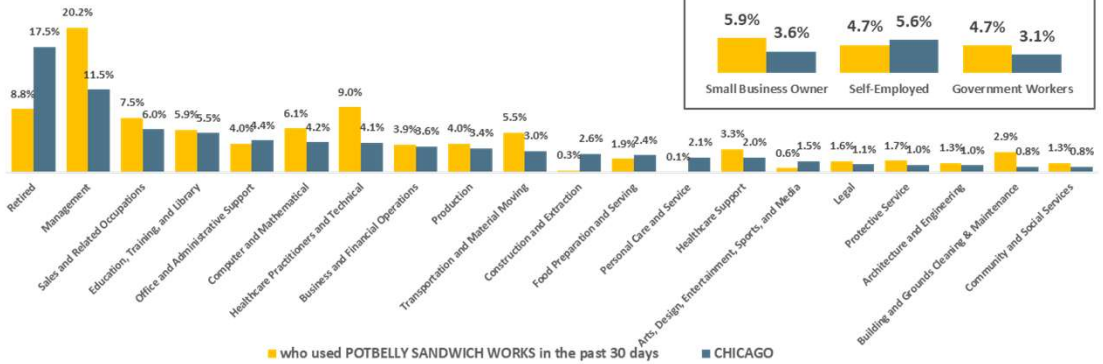
Employment: Adults 18 or older



Marital Status: Adults 18 or older

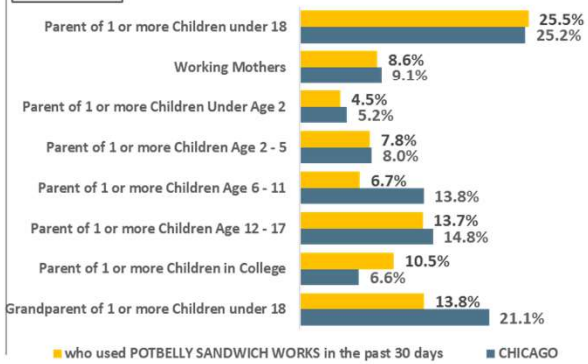


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



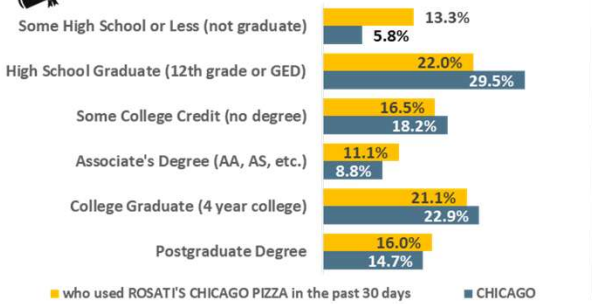
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 268

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

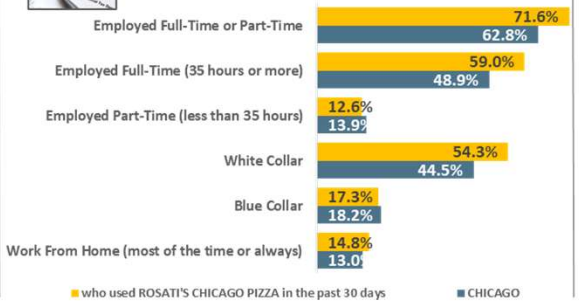
Quick service restaurants used past 30 days: Potbelly Sandwich Shop

3.6% or 270,057 of CHICAGO DMA Adults 18 or older used ROSATI'S CHICAGO PIZZA in the past 30 days. Adults 18 or older who used ROSATI'S CHICAGO PIZZA in the past 30 days are 1.4% less likely to be a college graduate, 20.7% more likely to work full-time, 32.6% more likely to be married, 5.2% less likely to be a parent of 1 or more children under 18.

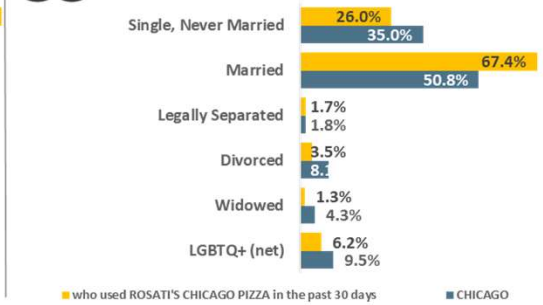
Education Levels: Adults 18 or older



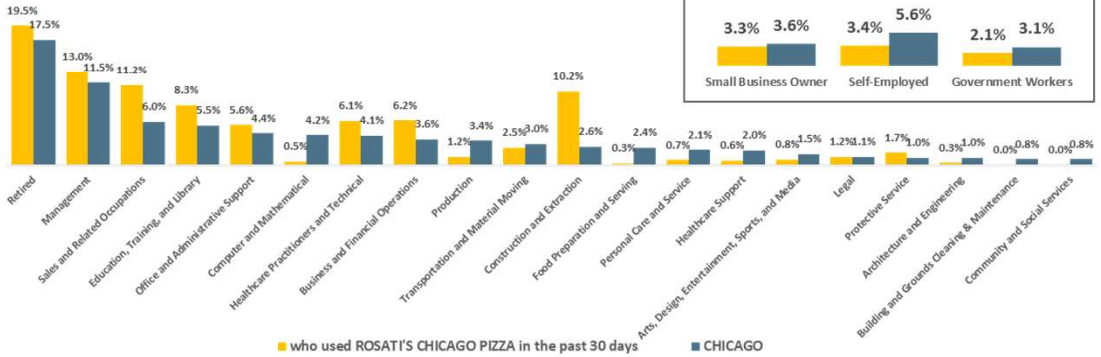
Employment: Adults 18 or older



Marital Status: Adults 18 or older

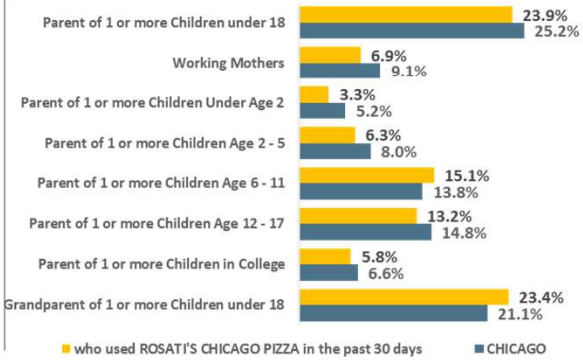


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 147

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

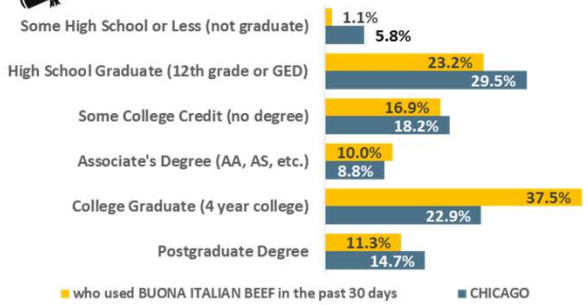
Quick service restaurants used past 30 days: Rosati's Pizza

BUONA
CHICAGO'S ORIGINAL ITALIAN BEEF

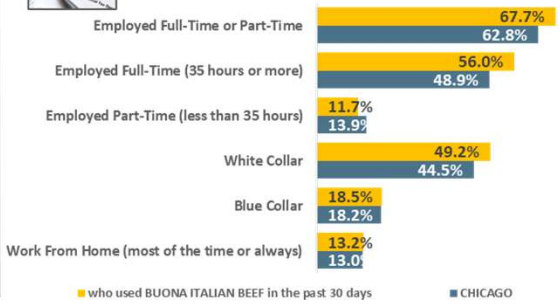
CHI

3.6% or 271,324 of CHICAGO DMA Adults 18 or older used BUONA ITALIAN BEEF in the past 30 days. Adults 18 or older who used BUONA ITALIAN BEEF in the past 30 days are 29.7% more likely to be a college graduate, 14.6% more likely to work full-time, 44.5% more likely to be married, 29.5% more likely to be a parent of 1 or more children under 18.

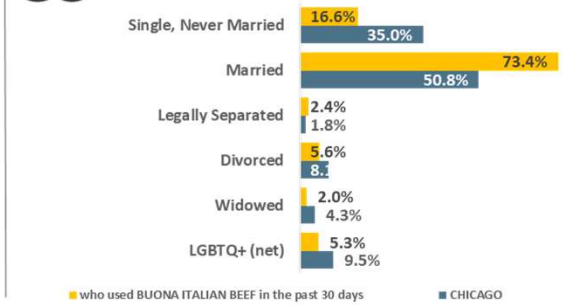
Education Levels: Adults 18 or older



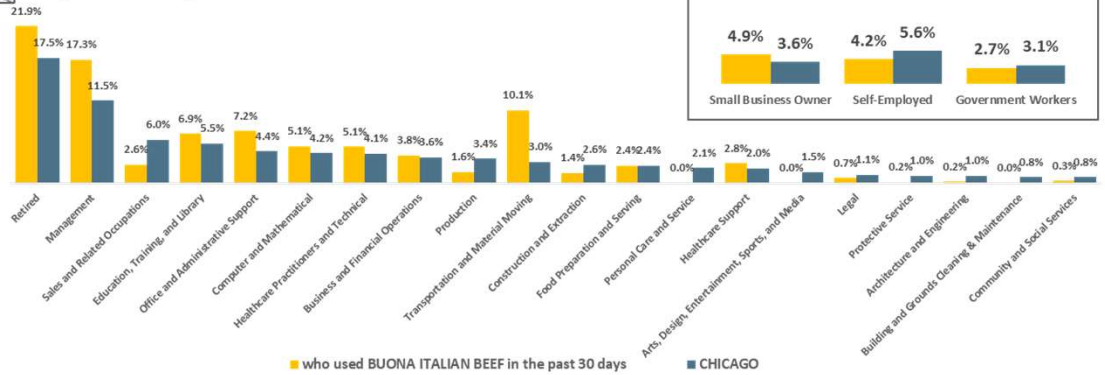
Employment: Adults 18 or older



Marital Status: Adults 18 or older

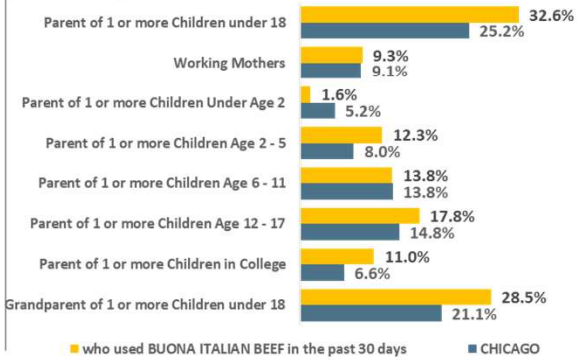


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



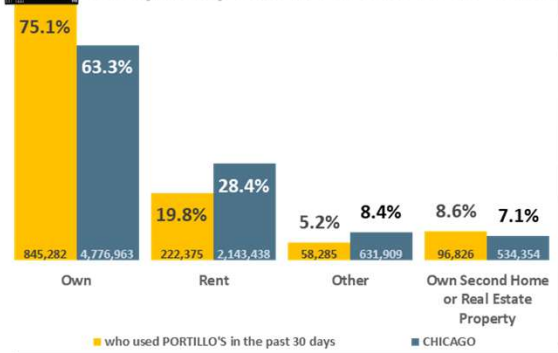
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 173

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

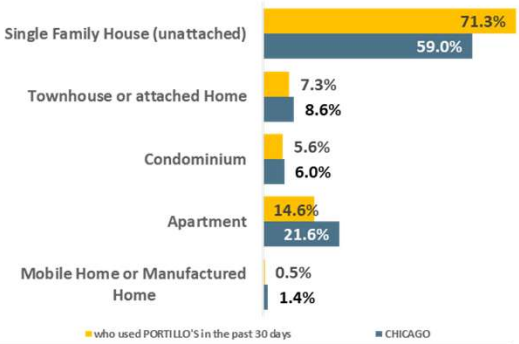
Quick service restaurants used past 30 days: Buona

14.9% or 1,125,942 of CHICAGO DMA Adults 18 or older used PORTILLO'S in the past 30 days.
Adults 18 or older who used PORTILLO'S in the past 30 days are 18.7% more likely to own their home, 5.1% more likely to own a higher valued home, 20.8% more likely to have a single-family home, 18.4% more likely to have a dog.

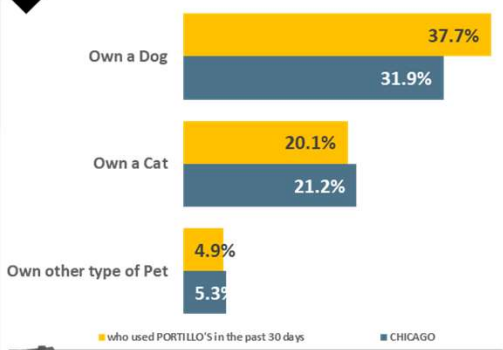
Own/Rent/Other: Adults 18 or older



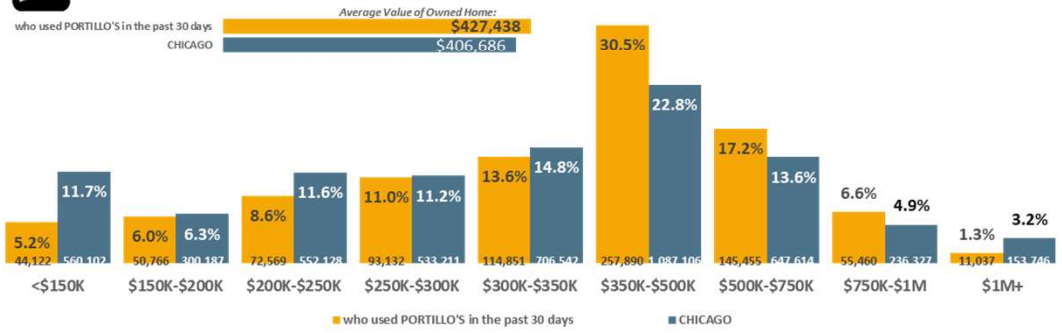
Type of Home: Adults 18 or older



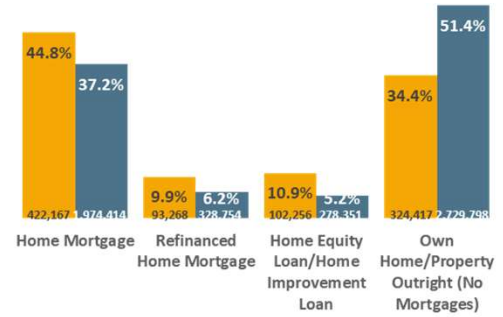
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



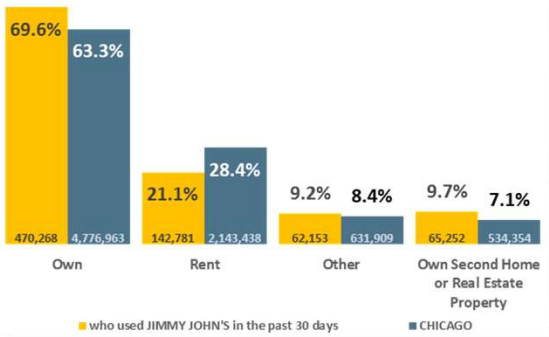
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 687

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

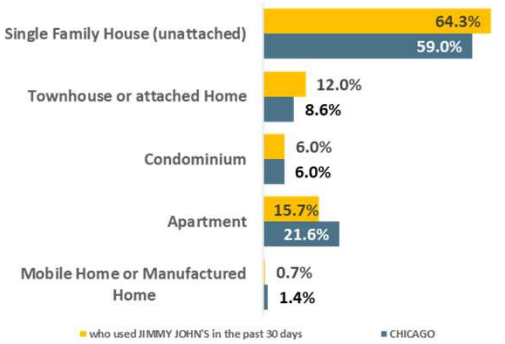
Quick service restaurants used past 30 days: Portillo's

8.9% or 675,202 of CHICAGO DMA Adults 18 or older used JIMMY JOHN'S in the past 30 days.
Adults 18 or older who used JIMMY JOHN'S in the past 30 days are 10.1% more likely to own their home, 2.2% more likely to own a higher valued home, 9.% more likely to have a single-family home, 31.1% more likely to have a dog.

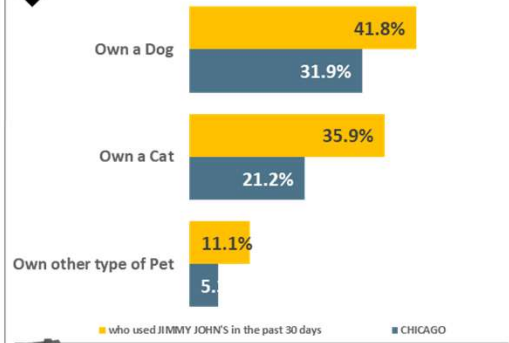
Own/Rent/Other: Adults 18 or older



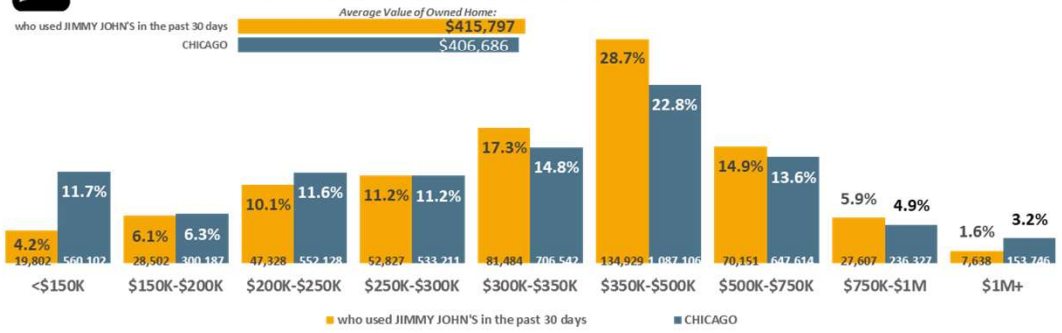
Type of Home: Adults 18 or older



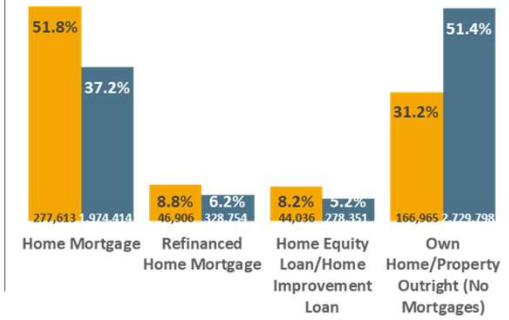
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

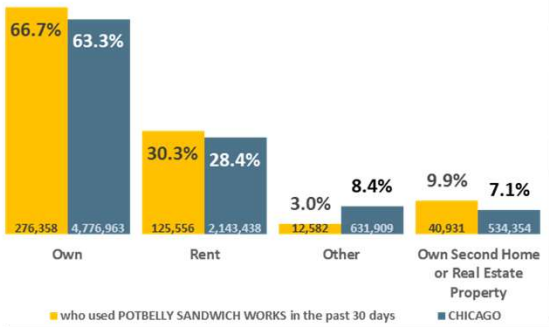


CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 388

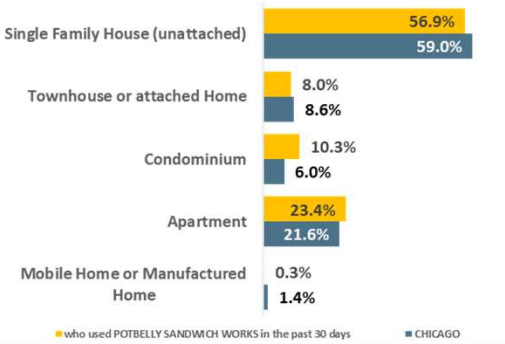
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

5.5% or 414,496 of CHICAGO DMA Adults 18 or older used POTBELLY SANDWICH WORKS in the past 30 days. Adults 18 or older who used POTBELLY SANDWICH WORKS in the past 30 days are 5.4% more likely to own their home, 13.8% more likely to own a higher valued home, 3.5% less likely to have a single-family home, 52.5% more likely to have a dog.

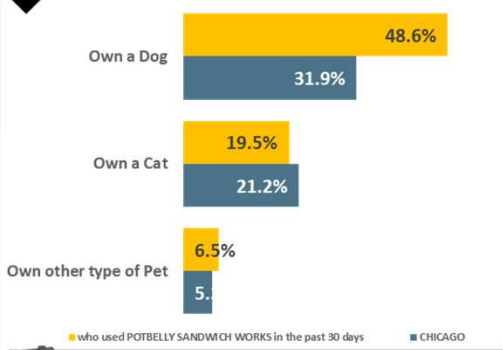
Own/Rent/Other: Adults 18 or older



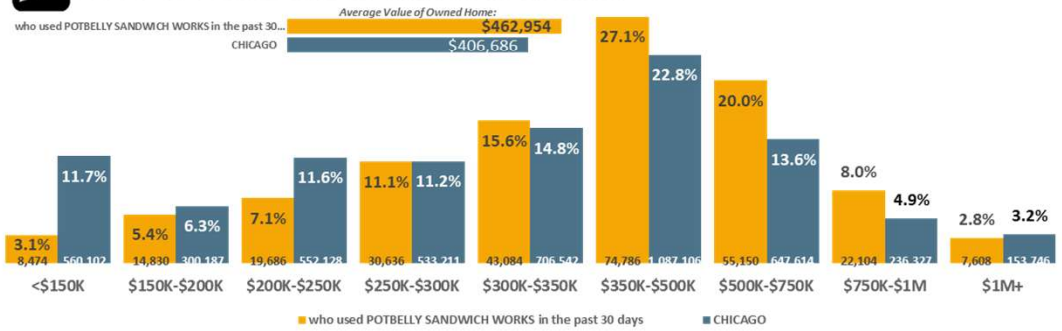
Type of Home: Adults 18 or older



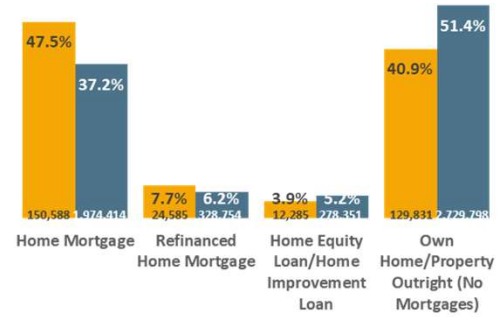
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



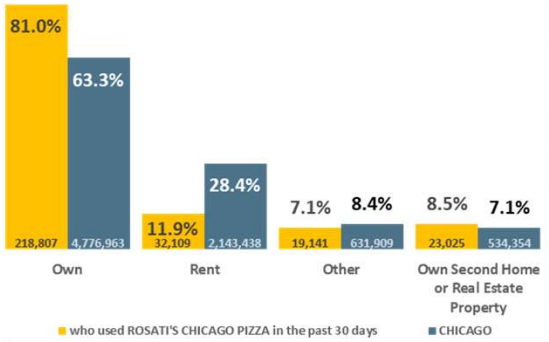
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 268

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

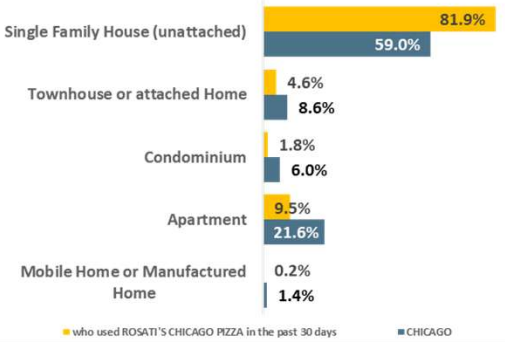
Quick service restaurants used past 30 days: Potbelly Sandwich Shop

3.6% or 270,057 of CHICAGO DMA Adults 18 or older used ROSATI'S CHICAGO PIZZA in the past 30 days. Adults 18 or older who used ROSATI'S CHICAGO PIZZA in the past 30 days are 28.1% more likely to own their home, 2.7% more likely to own a higher valued home, 38.8% more likely to have a single-family home, 42.% more likely to have a dog.

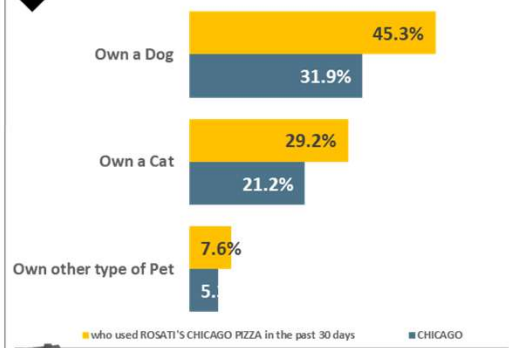
Own/Rent/Other: Adults 18 or older



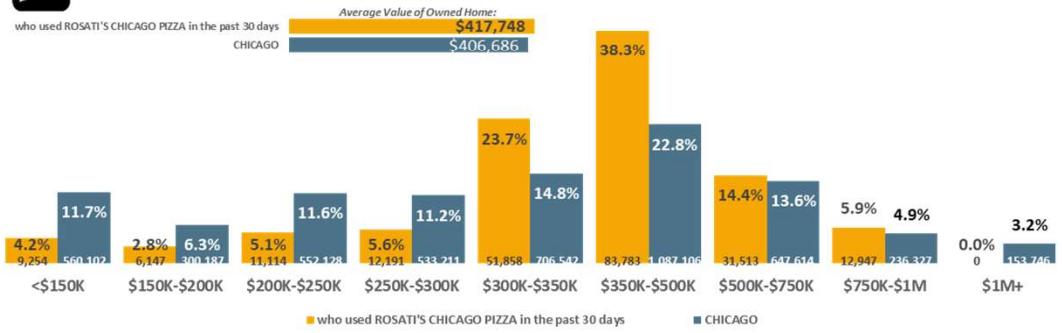
Type of Home: Adults 18 or older



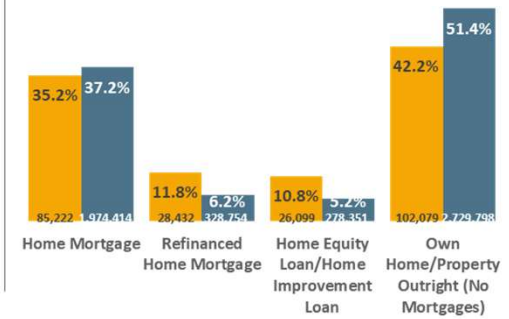
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 147

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

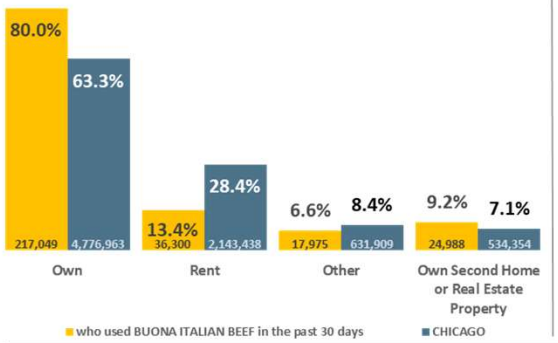
Quick service restaurants used past 30 days: Rosati's Pizza

BUONA
CHICAGO'S ORIGINAL ITALIAN BEEF

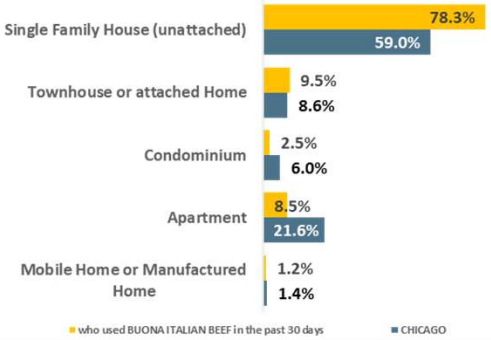
CHI

3.6% or 271,324 of CHICAGO DMA Adults 18 or older used BUONA ITALIAN BEEF in the past 30 days. Adults 18 or older who used BUONA ITALIAN BEEF in the past 30 days are 26.5% more likely to own their home, 1.1% more likely to own a lower valued home, 32.7% more likely to have a single-family home, 30.9% more likely to have a dog.

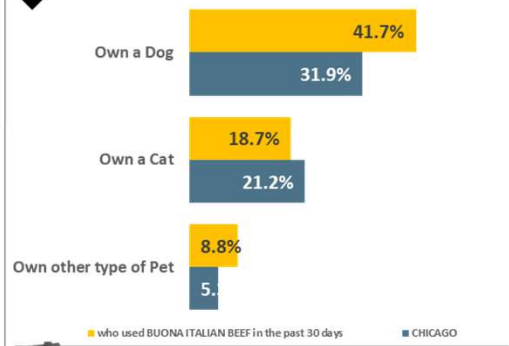
Own/Rent/Other: Adults 18 or older



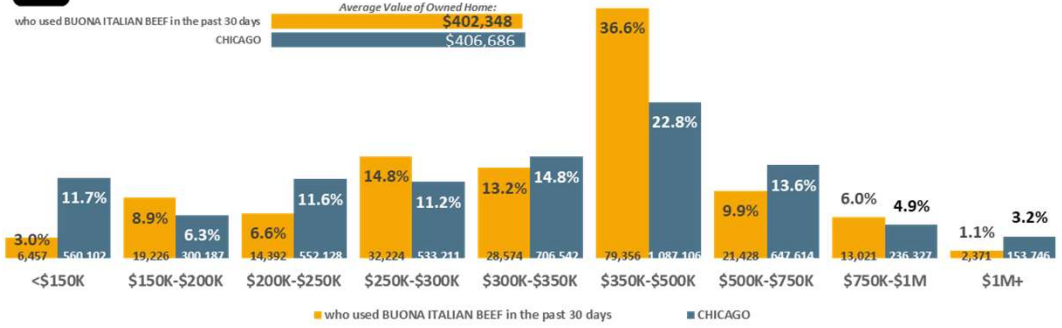
Type of Home: Adults 18 or older



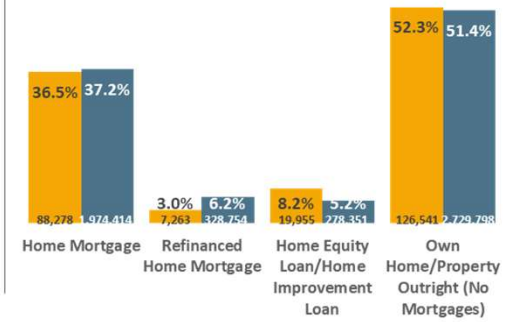
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



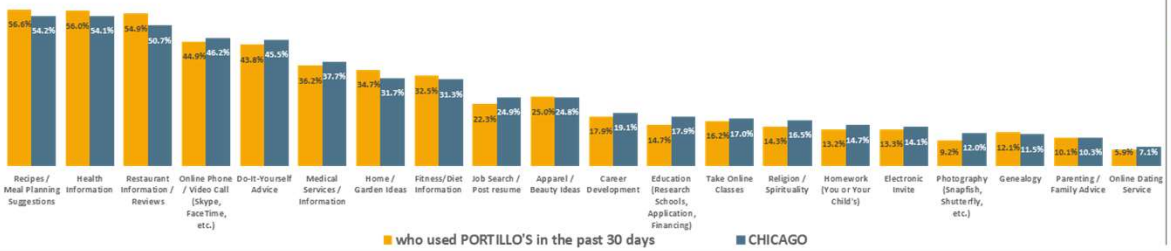
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 173

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

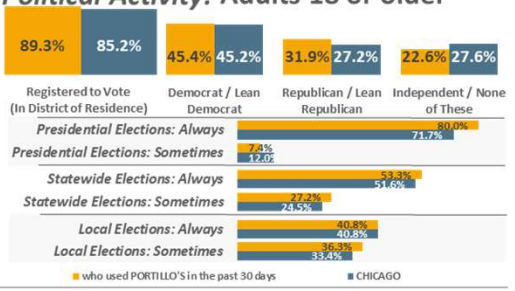
Quick service restaurants used past 30 days: Buona

14.9% or 1,125,942 of CHICAGO DMA Adults 18 or older used PORTILLO'S in the past 30 days.
Adults 18 or older who used PORTILLO'S in the past 30 days are 3.8% less likely to look up D-I-Y advice online, .1% less likely to always vote in local elections, 22.8% more likely to belong to a gym, 9.2% more likely to fly domestic past yr.

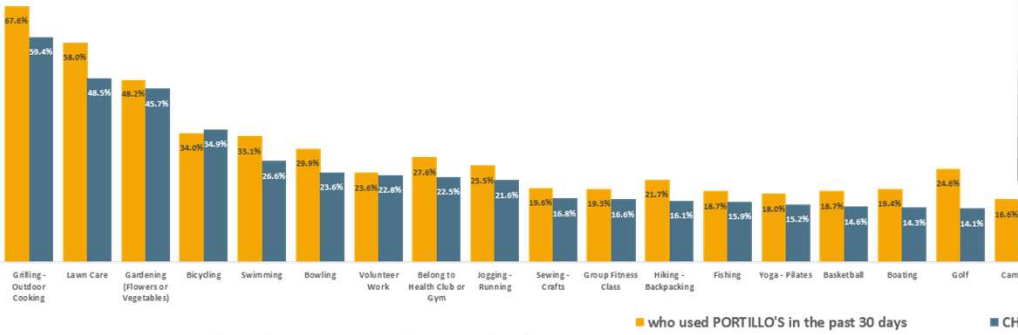
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



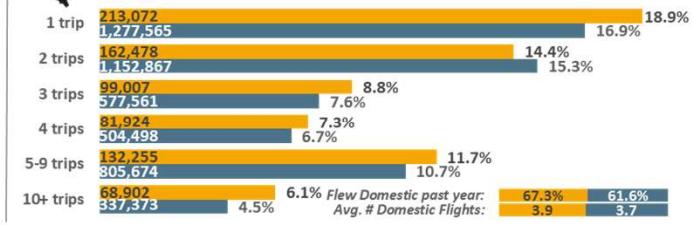
Political Activity: Adults 18 or older



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



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



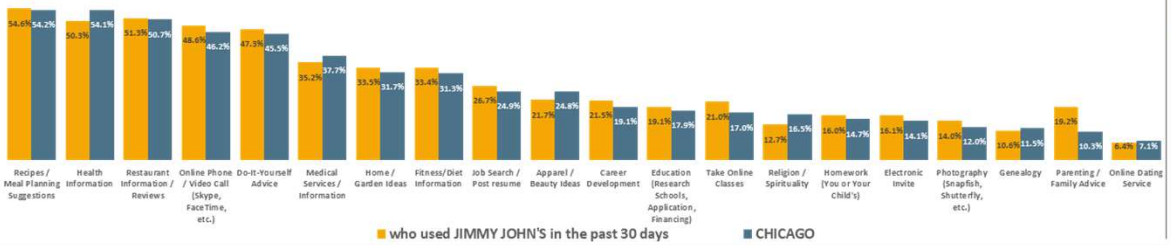
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 687

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

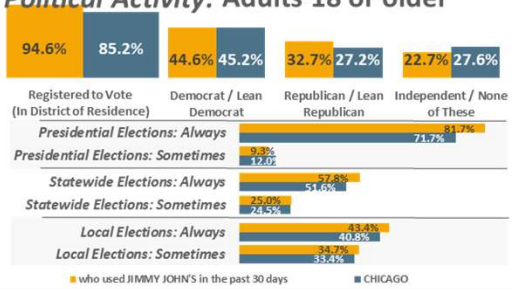
Quick service restaurants used past 30 days: Portillo's

8.9% or 675,202 of CHICAGO DMA Adults 18 or older used JIMMY JOHN'S in the past 30 days.
Adults 18 or older who used JIMMY JOHN'S in the past 30 days are 3.8% more likely to look up D-I-Y advice online, 6.3% more likely to always vote in local elections, 21.8% more likely to belong to a gym, 10.8% more likely to fly domestic past yr.

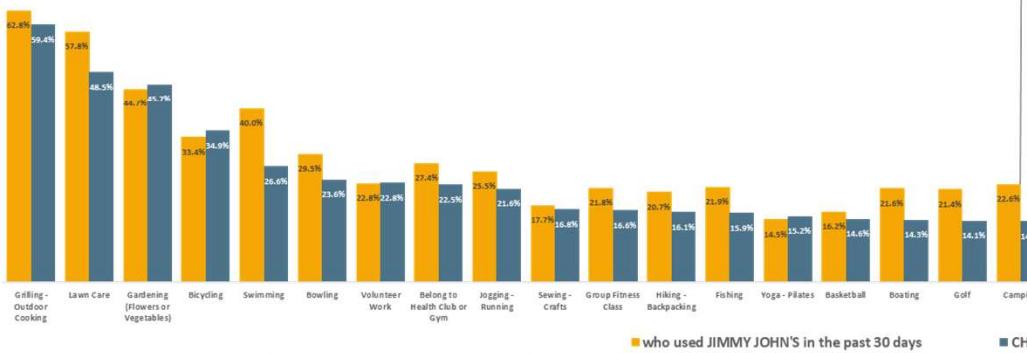
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



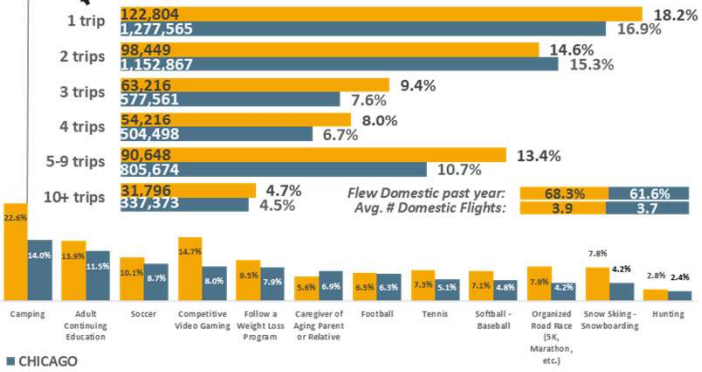
Political Activity: Adults 18 or older



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



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



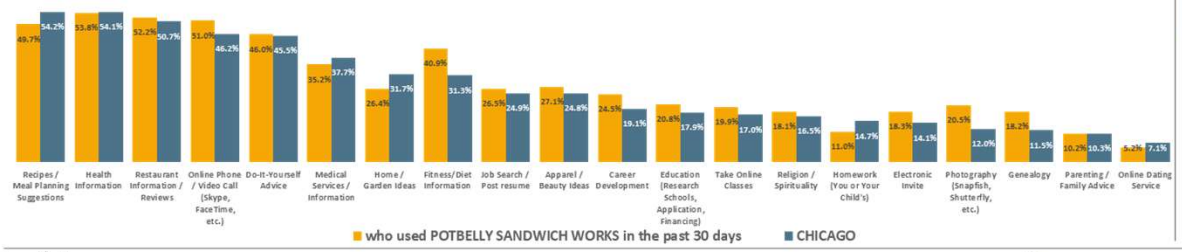
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 388

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

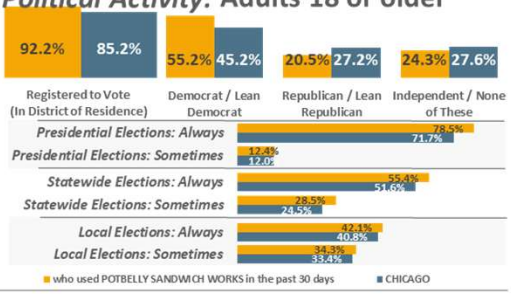
Quick service restaurants used past 30 days: Jimmy John's

5.5% or 414,496 of CHICAGO DMA Adults 18 or older used POTBELLY SANDWICH WORKS in the past 30 days. Adults 18 or older who used POTBELLY SANDWICH WORKS in the past 30 days are 1.% more likely to look up D-I-Y advice online, 3.3% more likely to always vote in local elections, 23.% more likely to belong to a gym, 34.6% more likely to fly domestic past yr.

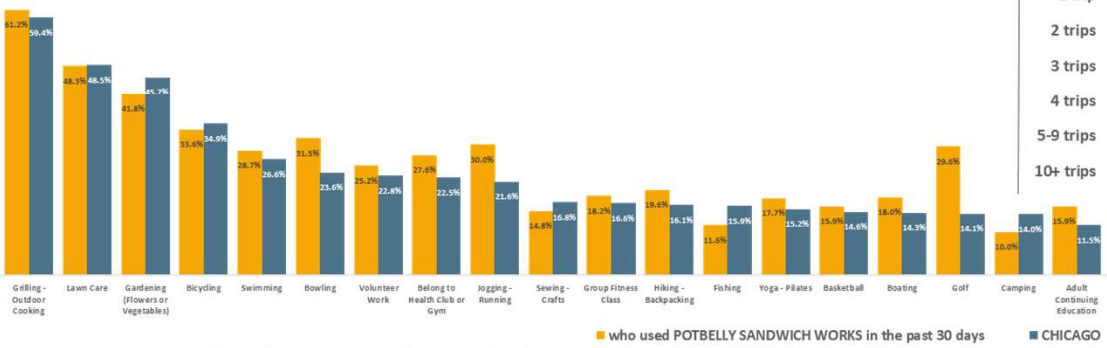
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



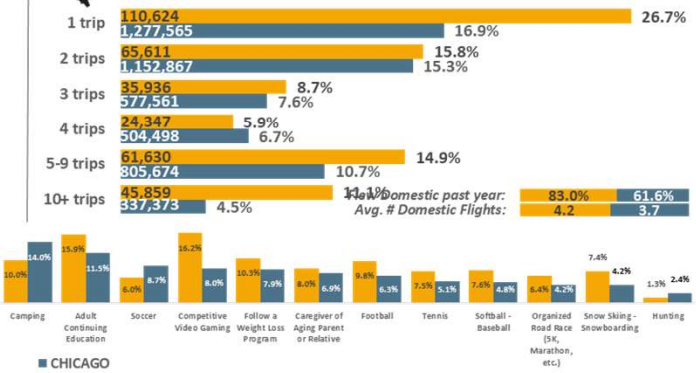
Political Activity: Adults 18 or older



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



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



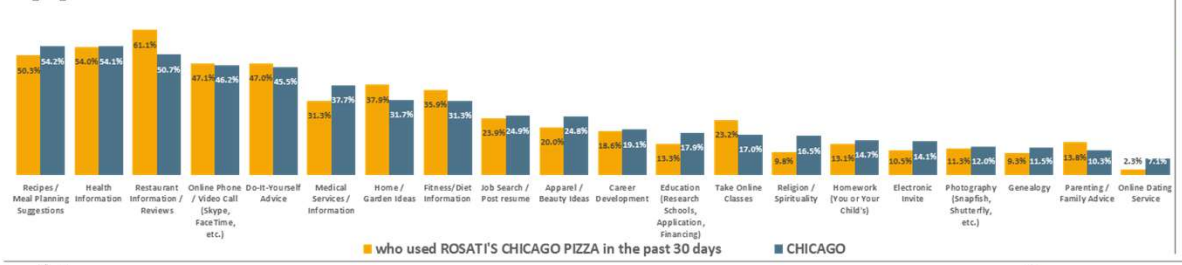
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 268

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

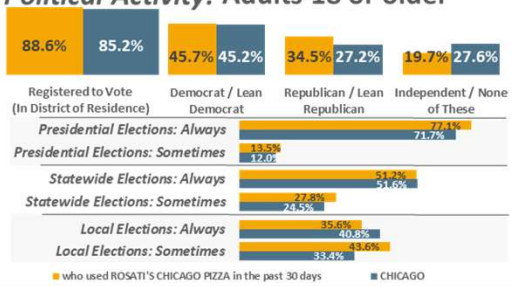
Quick service restaurants used past 30 days: Potbelly Sandwich Shop

3.6% or 270,057 of CHICAGO DMA Adults 18 or older used ROSATI'S CHICAGO PIZZA in the past 30 days. Adults 18 or older who used ROSATI'S CHICAGO PIZZA in the past 30 days are 3.3% more likely to look up D-I-Y advice online, 12.8% less likely to always vote in local elections, 4.4% more likely to belong to a gym, 7.6% more likely to fly domestic past yr.

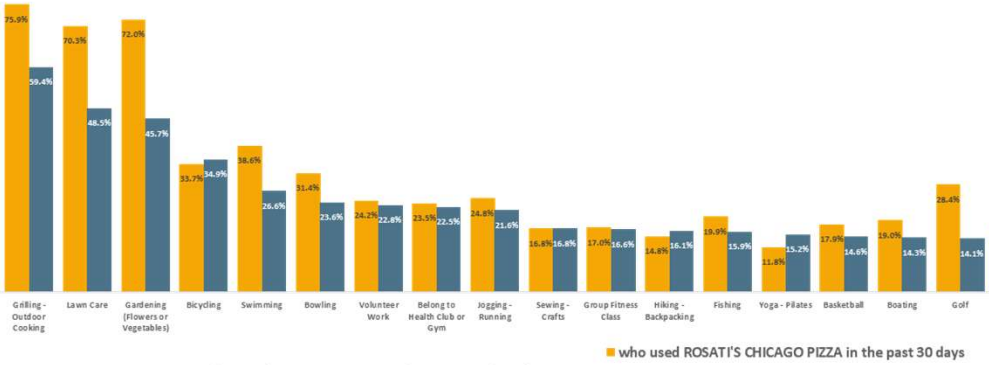
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



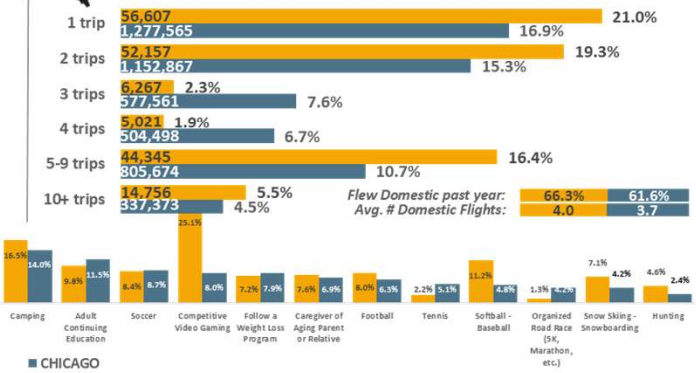
Political Activity: Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 147

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

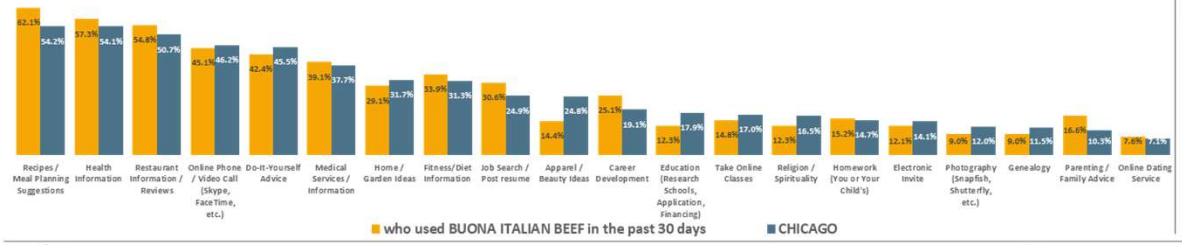
Quick service restaurants used past 30 days: Rosati's Pizza

BUONA
CHICAGO'S ORIGINAL ITALIAN BEEF

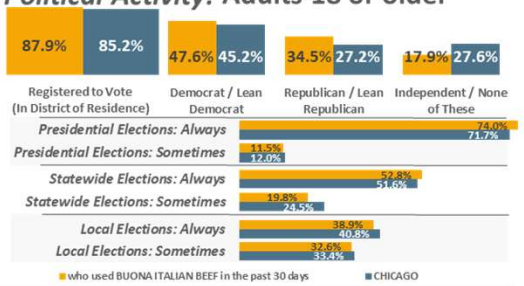
CHI

3.6% or 271,324 of CHICAGO DMA Adults 18 or older used BUONA ITALIAN BEEF in the past 30 days. Adults 18 or older who used BUONA ITALIAN BEEF in the past 30 days are 6.9% less likely to look up D-I-Y advice online, 4.6% less likely to always vote in local elections, 5.1% less likely to belong to a gym, 5.7% more likely to fly domestic past yr.

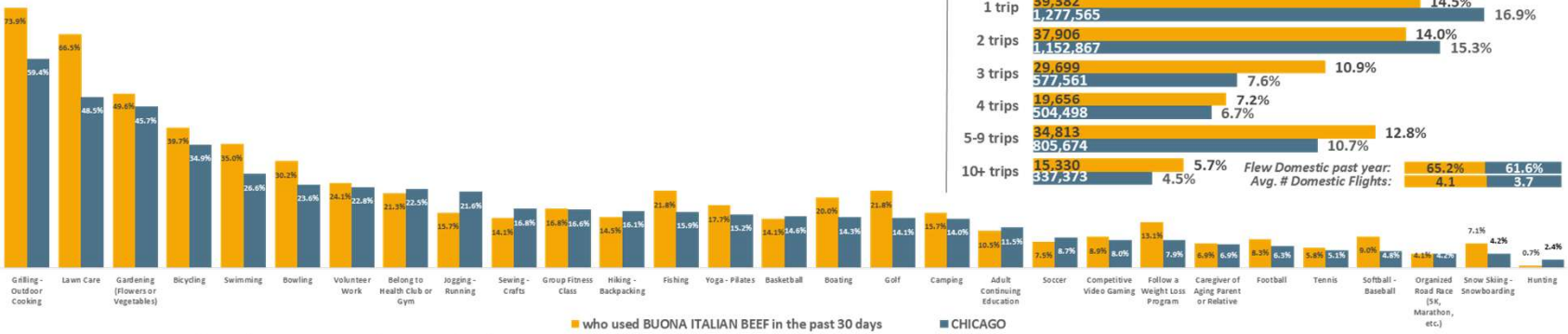
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 173

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

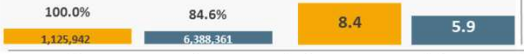
Quick service restaurants used past 30 days: Buona

14.9% or 1,125,942 of CHICAGO DMA Adults 18 or older used PORTILLO'S in the past 30 days.
Adults 18 or older who used PORTILLO'S in the past 30 days are 18.2% more likely to use QSRs past mo., 23.% more likely to use Sit-Down Restaurants past mo., 16.% more likely to use Casinos past yr., 27.8% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

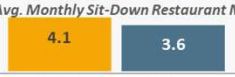
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

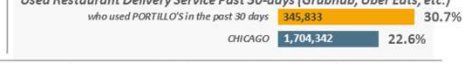


Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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



Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 687

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Quick service restaurants used past 30 days: Portillo's

8.9% or 675,202 of CHICAGO DMA Adults 18 or older used JIMMY JOHN'S in the past 30 days.
Adults 18 or older who used JIMMY JOHN'S in the past 30 days are 18.2% more likely to use QSRs past mo., 16.3% more likely to use Sit-Down Restaurants past mo., 24.1% more likely to use Casinos past yr., 23.6% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:
100.0% 675,202
84.6% 6,388,361

Avg. Monthly QSR Meals:
8.8
5.9

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



Total Monthly Sit-Down Restaurant Users:
82.5% 557,232
71.0% 5,360,887

Avg. Monthly Sit-Down Restaurant Meals:
4.6
3.6

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



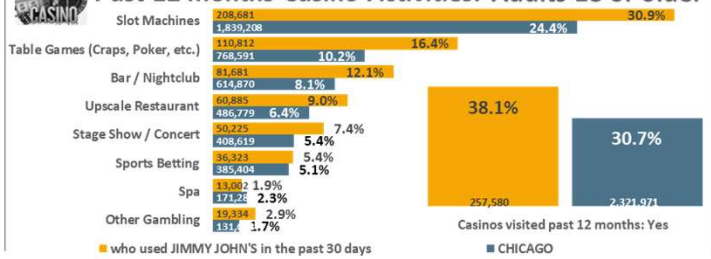
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who used JIMMY JOHN'S in the past 30 days 225,888 33.5%
CHICAGO 1,704,342 22.6%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 388

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

5.5% or 414,496 of CHICAGO DMA Adults 18 or older used POTBELLY SANDWICH WORKS in the past 30 days. Adults 18 or older who used POTBELLY SANDWICH WORKS in the past 30 days are 18.2% more likely to use QSRs past mo., 18.1% more likely to use Sit-Down Restaurants past mo., 2.8% more likely to use Casinos past yr., 47.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 100.0% (414,496) | 84.6% (6,388,361)

Avg. Monthly QSR Meals: 8.7 | 5.9

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



Total Monthly Sit-Down Restaurant Users: 83.8% (347,525) | 71.0% (5,360,887)

Avg. Monthly Sit-Down Restaurant Meals: 4.1 | 3.6

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

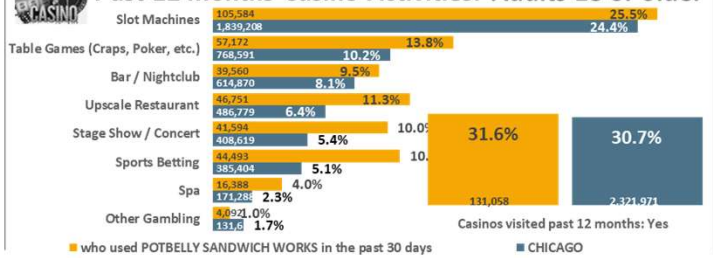
who used POTBELLY SANDWICH WORKS in the past 30...	162,352	39.2%
CHICAGO	1,704,342	22.6%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 268

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

3.6% or 270,057 of CHICAGO DMA Adults 18 or older used ROSATI'S CHICAGO PIZZA in the past 30 days. Adults 18 or older who used ROSATI'S CHICAGO PIZZA in the past 30 days are 18.2% more likely to use QSRs past mo., 14.% more likely to use Sit-Down Restaurants past mo., 23.% more likely to use Casinos past yr., 18.1% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

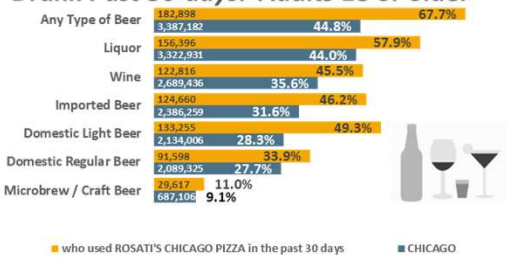
(Sit-Down Restaurants Used Past 30-days)



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

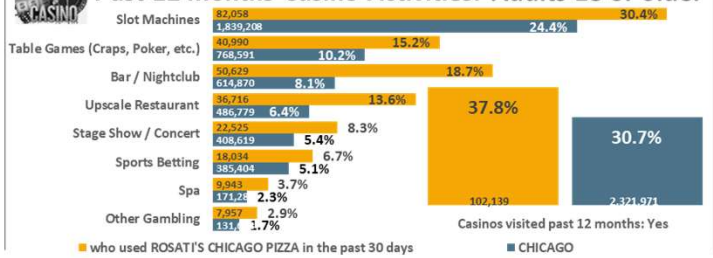


Drank Past 30-days: Adults 18 or older



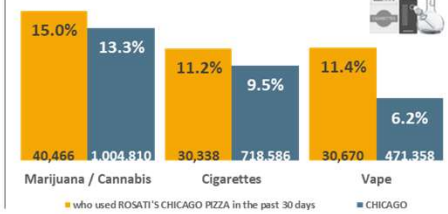
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

BUONA
CHICAGO'S ORIGINAL ITALIAN BEEF

CHI

3.6% or 271,324 of CHICAGO DMA Adults 18 or older used BUONA ITALIAN BEEF in the past 30 days. Adults 18 or older who used BUONA ITALIAN BEEF in the past 30 days are 18.2% more likely to use QSRs past mo., 25.4% more likely to use Sit-Down Restaurants past mo., 1.1% more likely to use Casinos past yr., 55.9% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

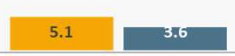
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

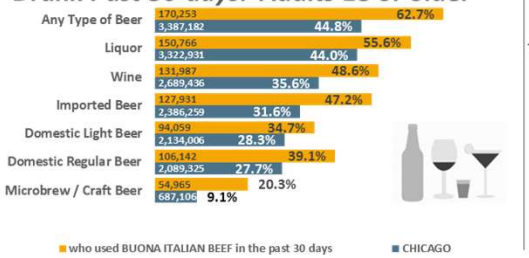
(Sit-Down Restaurants Used Past 30-days)



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

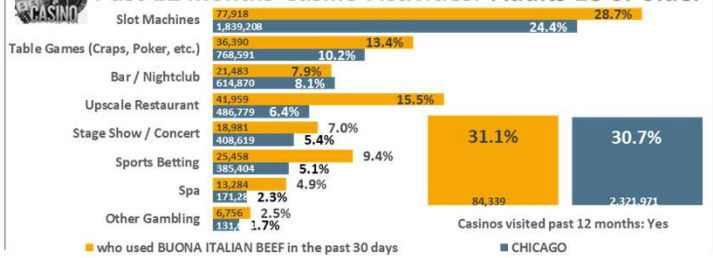


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

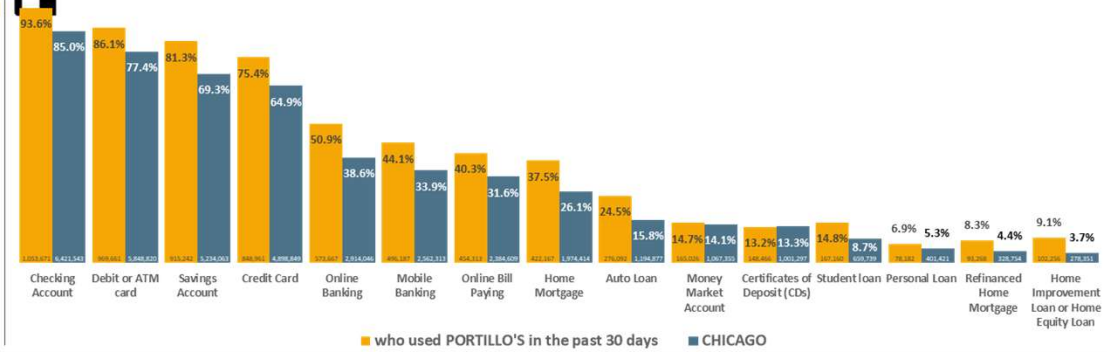
Quick service restaurants used past 30 days: Buona

14.9% or 1,125,942 of CHICAGO DMA Adults 18 or older used PORTILLO'S in the past 30 days.
Adults 18 or older who used PORTILLO'S in the past 30 days are 33.5% more likely to have a 401K, 55.% more likely to have an Auto Loan, 21.6% more likely to Invest/Trade Stocks Online, 14.5% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

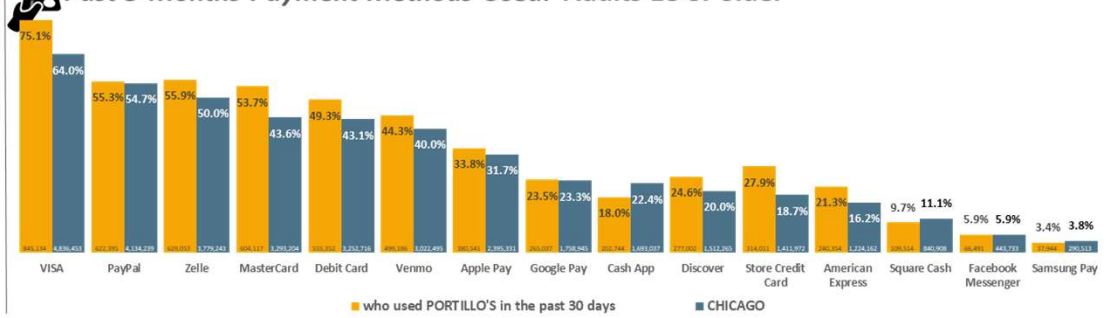


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 687

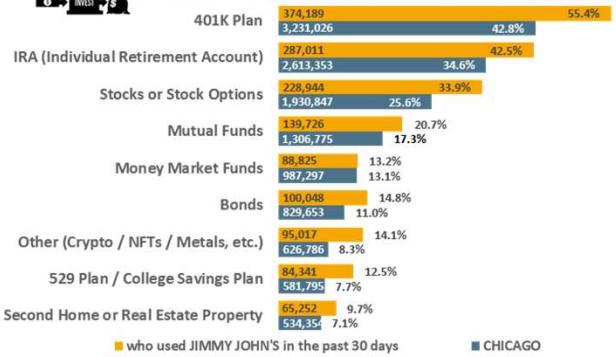
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Quick service restaurants used past 30 days: Portillo's

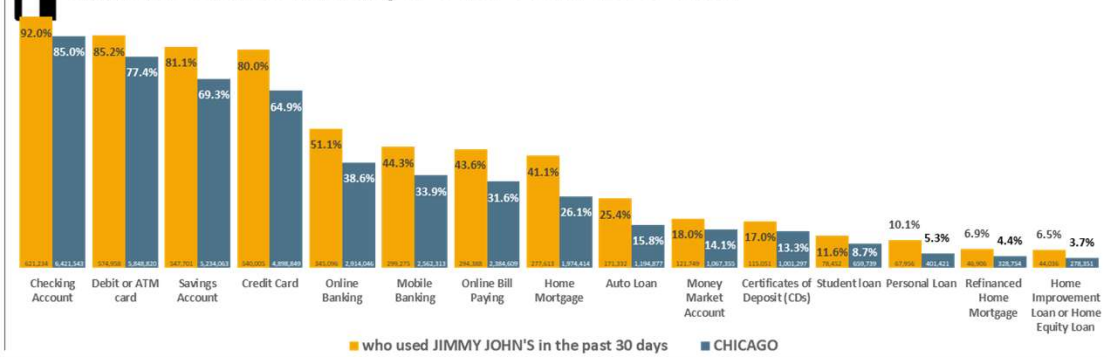
JIMMY JOHN'S CHI

8.9% or 675,202 of CHICAGO DMA Adults 18 or older used JIMMY JOHN'S in the past 30 days.
Adults 18 or older who used JIMMY JOHN'S in the past 30 days are 29.5% more likely to have a 401K, 60.4% more likely to have an Auto Loan, 44.9% more likely to Invest/Trade Stocks Online, 5.9% more likely to pay with their Debit Card.

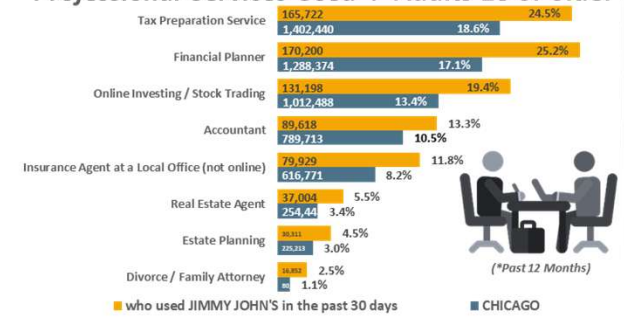
Investments Owned: Adults 18 or older



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

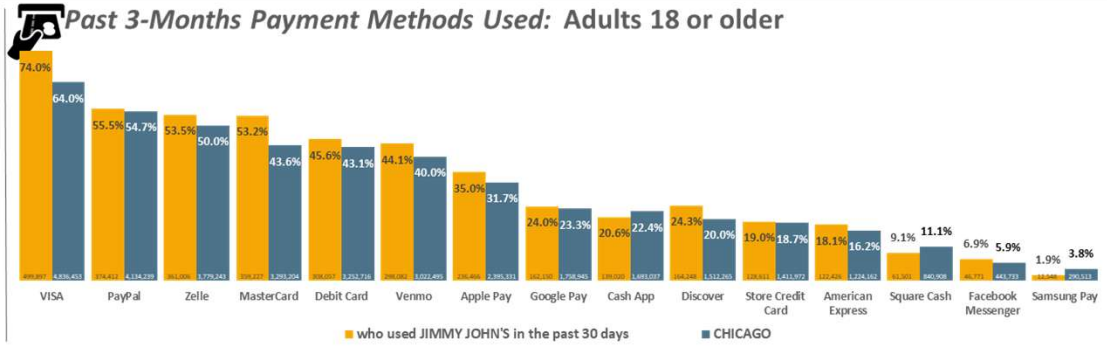


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 388

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

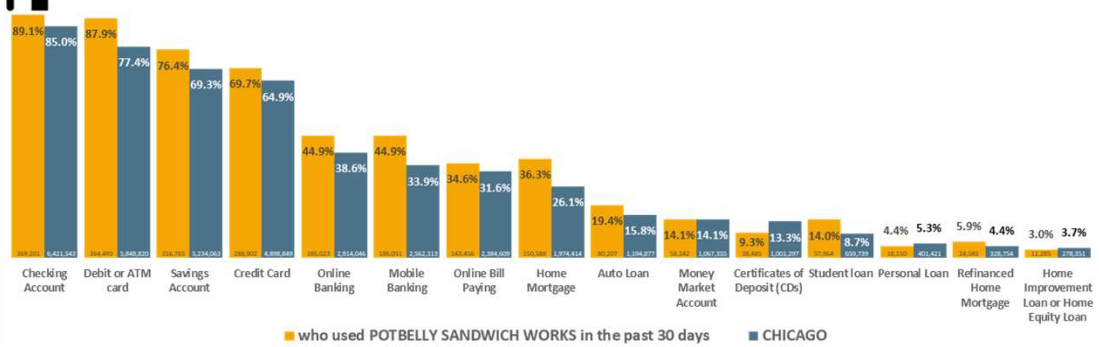
Quick service restaurants used past 30 days: Jimmy John's

5.5% or 414,496 of CHICAGO DMA Adults 18 or older used POTBELLY SANDWICH WORKS in the past 30 days. Adults 18 or older who used POTBELLY SANDWICH WORKS in the past 30 days are 28.6% more likely to have a 401K, 22.3% more likely to have an Auto Loan, 61.7% more likely to Invest/Trade Stocks Online, 16.6% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



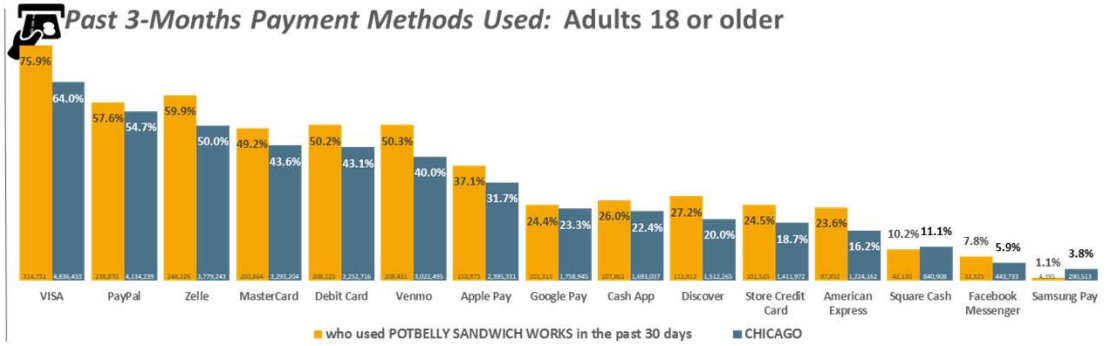
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 268

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Quick service restaurants used past 30 days: Potbelly Sandwich Shop

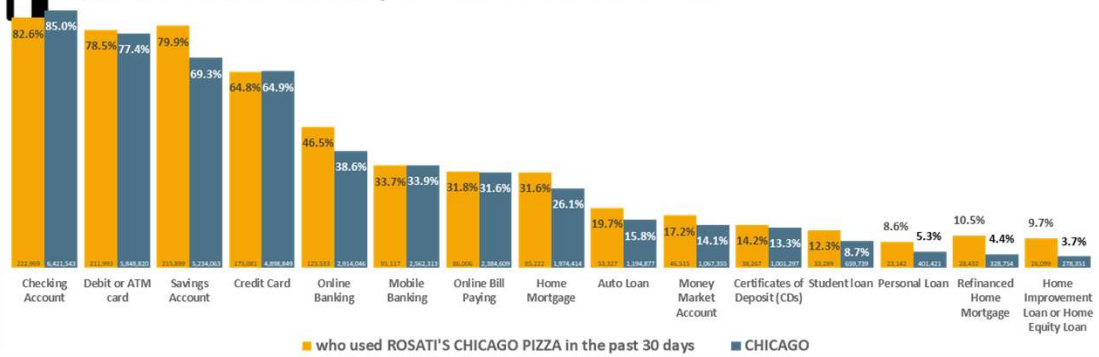
ROSATI'S CHICAGO PIZZA CHI

3.6% or 270,057 of CHICAGO DMA Adults 18 or older used ROSATI'S CHICAGO PIZZA in the past 30 days. Adults 18 or older who used ROSATI'S CHICAGO PIZZA in the past 30 days are 35.4% more likely to have a 401K, 24.8% more likely to have an Auto Loan, 14.3% less likely to Invest/Trade Stocks Online, 18.% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



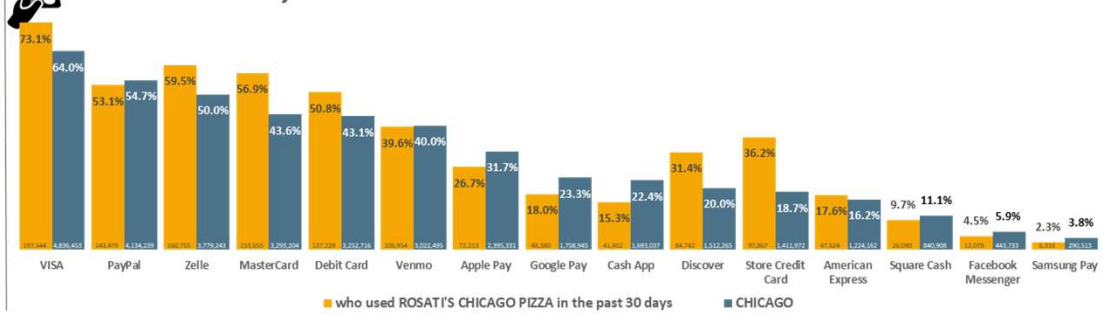
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 147

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

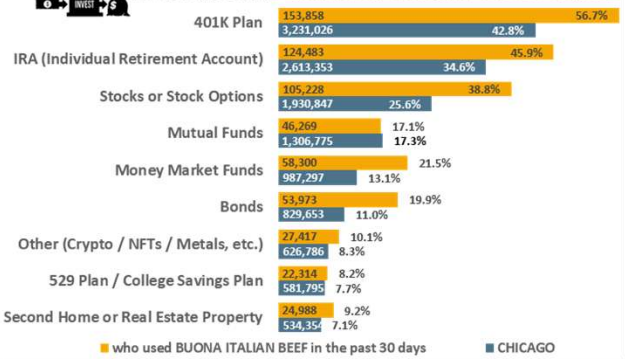
Quick service restaurants used past 30 days: Rosati's Pizza

BUONA
CHICAGO'S ORIGINAL ITALIAN BEEF

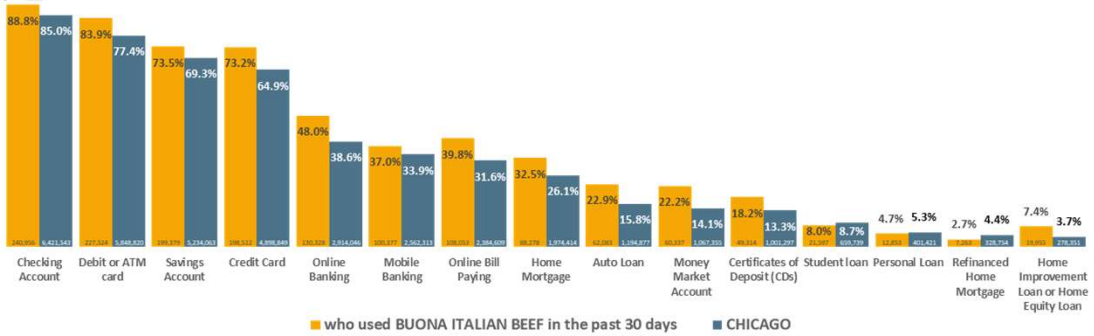
CHI

3.6% or 271,324 of CHICAGO DMA Adults 18 or older used BUONA ITALIAN BEEF in the past 30 days. Adults 18 or older who used BUONA ITALIAN BEEF in the past 30 days are 32.5% more likely to have a 401K, 44.6% more likely to have an Auto Loan, 4.1% less likely to Invest/Trade Stocks Online, 13.4% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



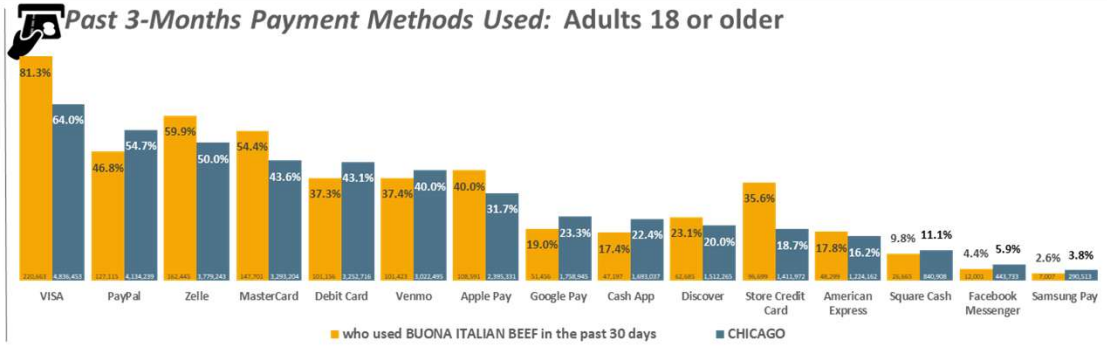
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 173

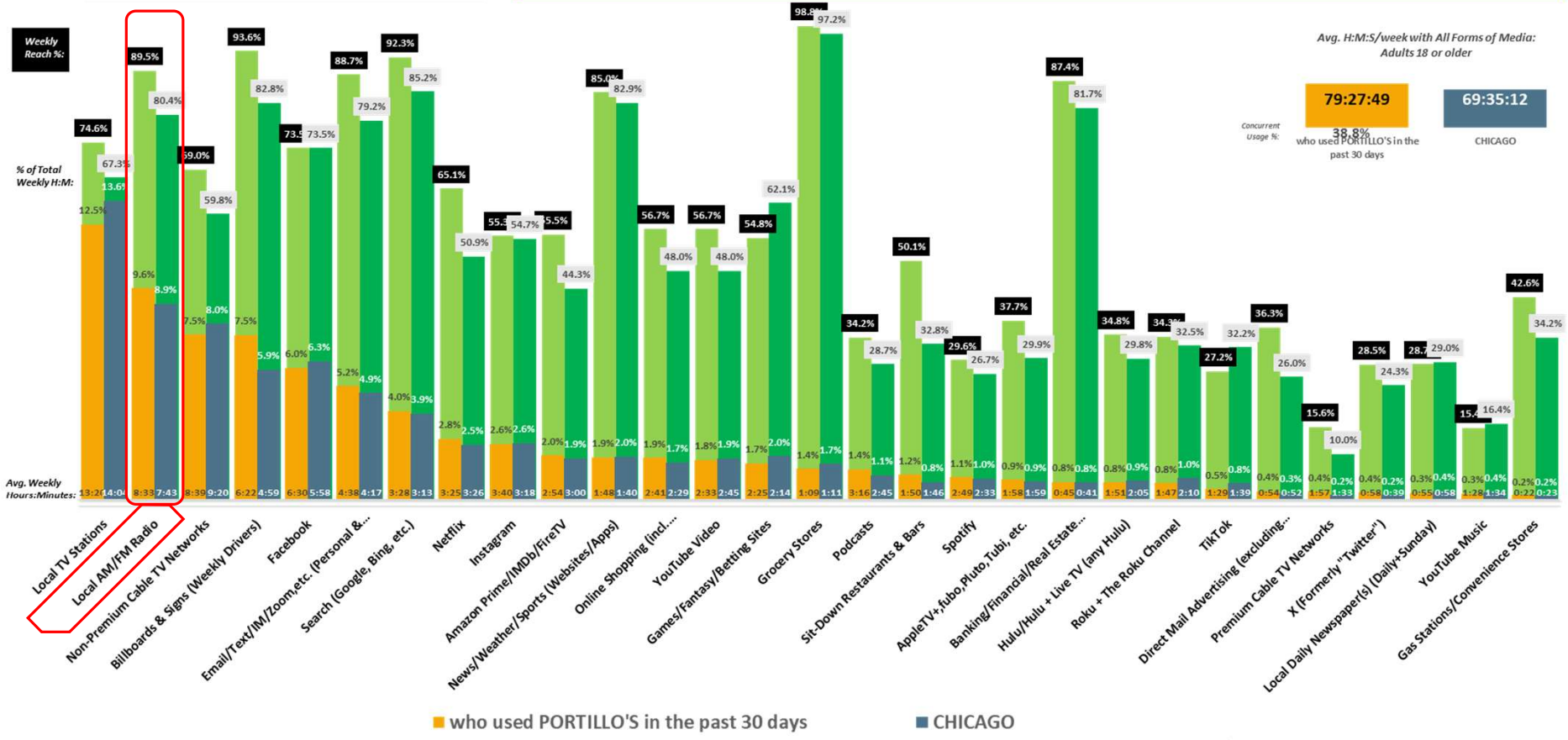
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Quick service restaurants used past 30 days: Buona

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

Adults 18 or older who used PORTILLO'S in the past 30 days spend an average of 3 days, 7 hours, 27 minutes and 49 seconds each week with All Forms of Media.

89.5% of Adults 18 or older who used PORTILLO'S in the past 30 days spend an avg. of 8 hours and 33 minutes each week listening to All Local AM/FM Radio, representing 9.6% of total time spent with all forms of Media.

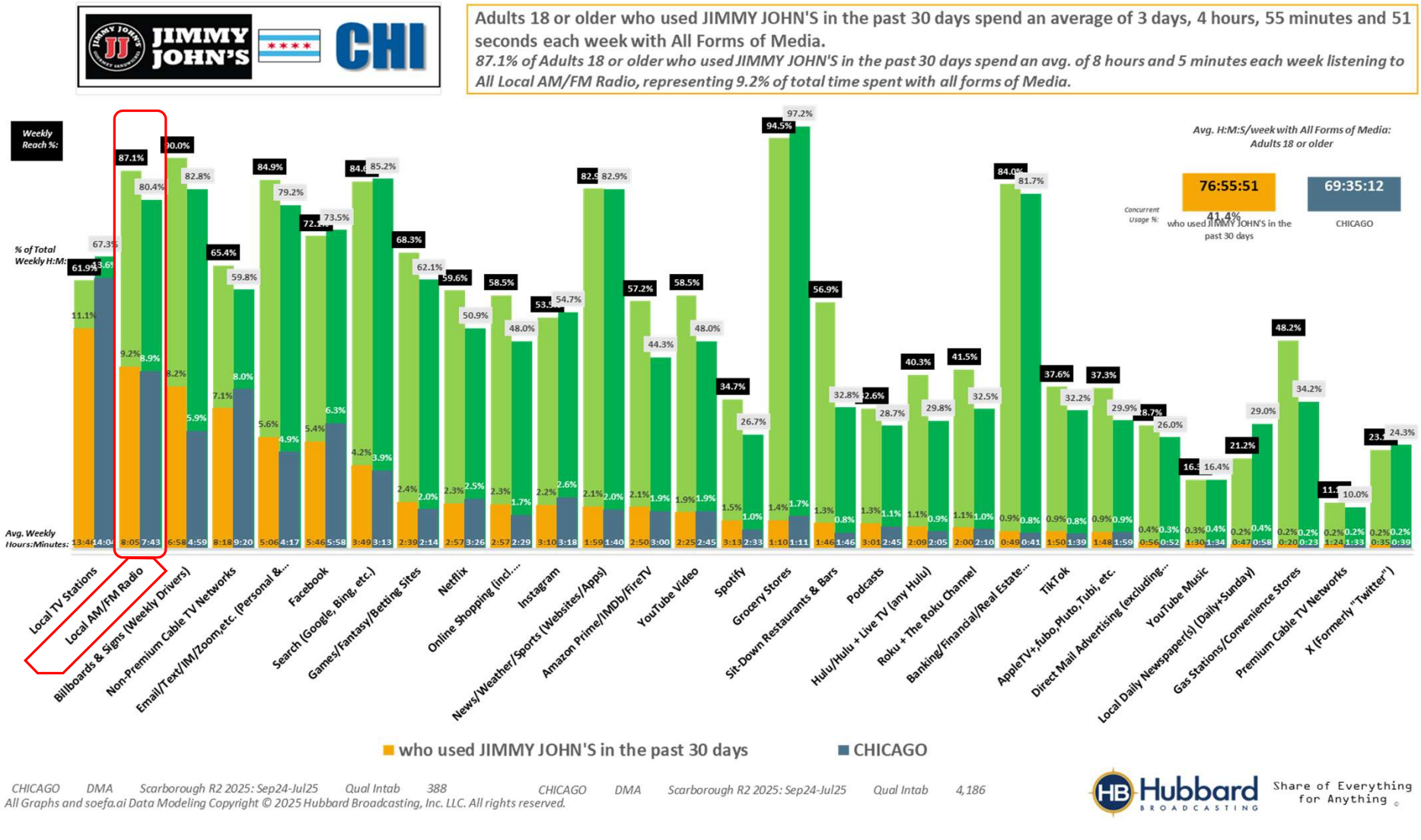


CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 687 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

Quick service restaurants used past 30 days: Portillo's



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 388 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

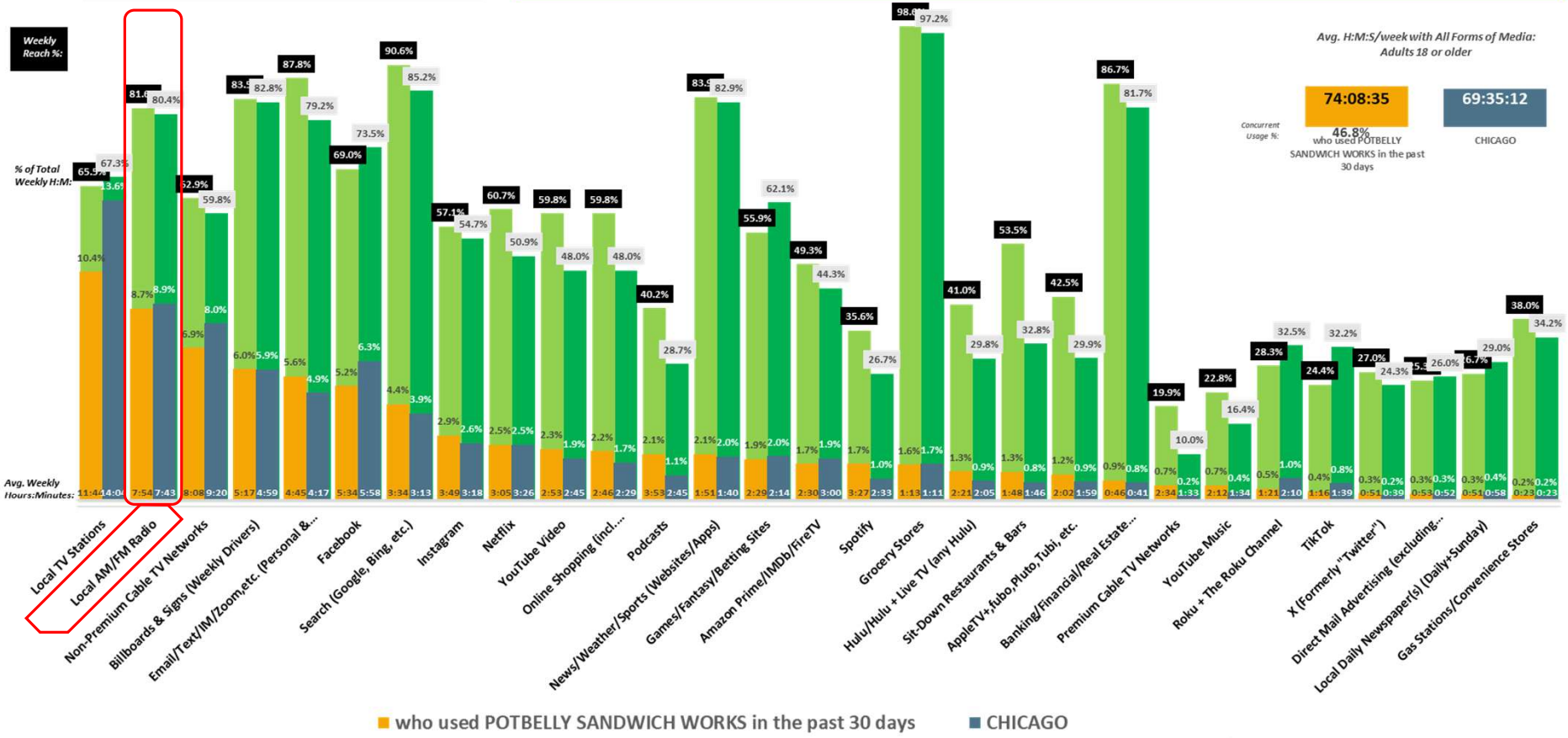
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

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

Adults 18 or older who used POTBELLY SANDWICH WORKS in the past 30 days spend an average of 3 days, 2 hours, 8 minutes and 35 seconds each week with All Forms of Media.

81.6% of Adults 18 or older who used POTBELLY SANDWICH WORKS in the past 30 days spend an avg. of 7 hours and 54 minutes each week listening to All Local AM/FM Radio, representing 8.7% of total time spent with all forms of Media.



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 268 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

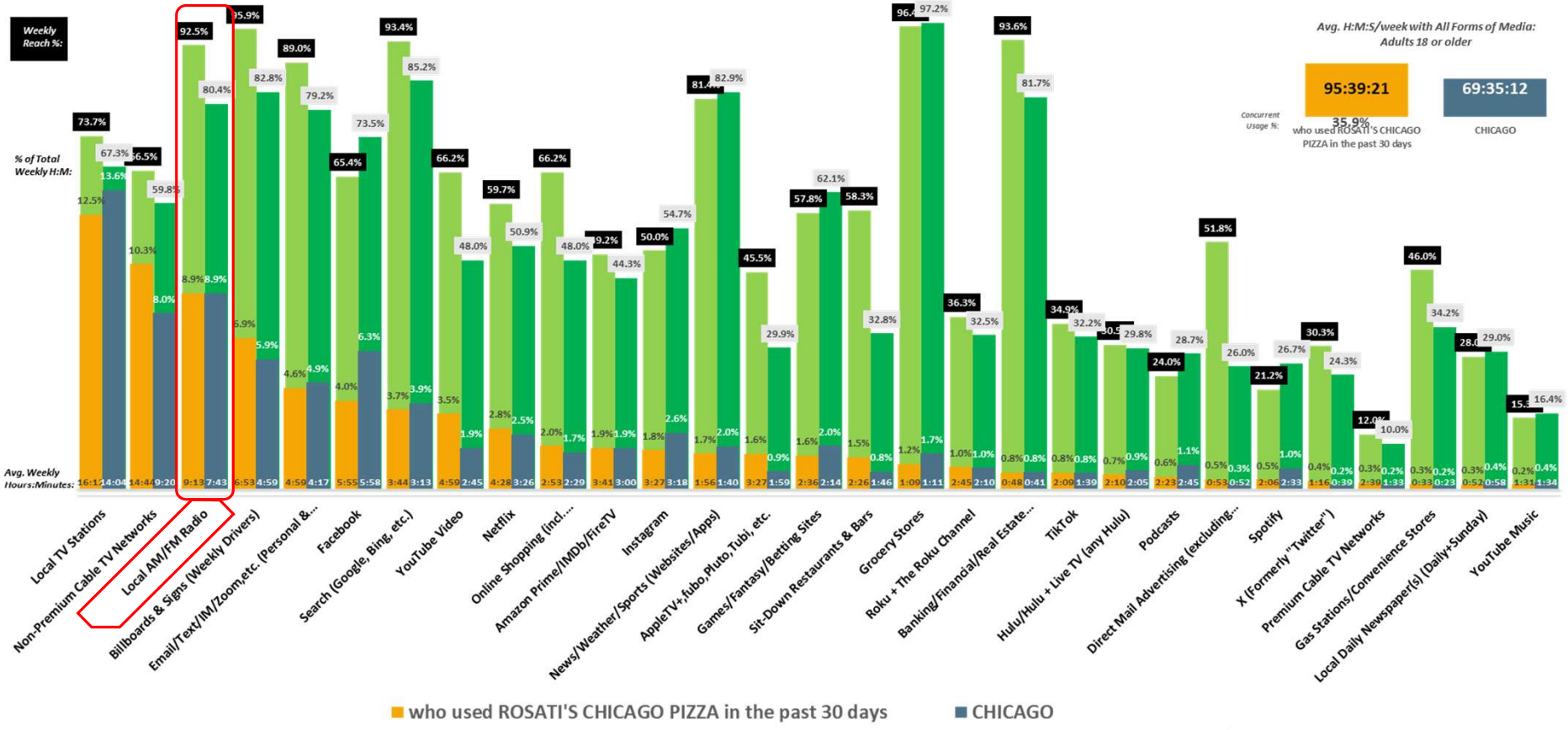
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

Quick service restaurants used past 30 days: Potbelly Sandwich Shop

Adults 18 or older who used ROSATI'S CHICAGO PIZZA in the past 30 days spend an average of 3 days, 23 hours, 39 minutes and 21 seconds each week with All Forms of Media.

92.5% of Adults 18 or older who used ROSATI'S CHICAGO PIZZA in the past 30 days spend an avg. of 9 hours and 13 minutes each week listening to All Local AM/FM Radio, representing 8.9% of total time spent with all forms of Media.

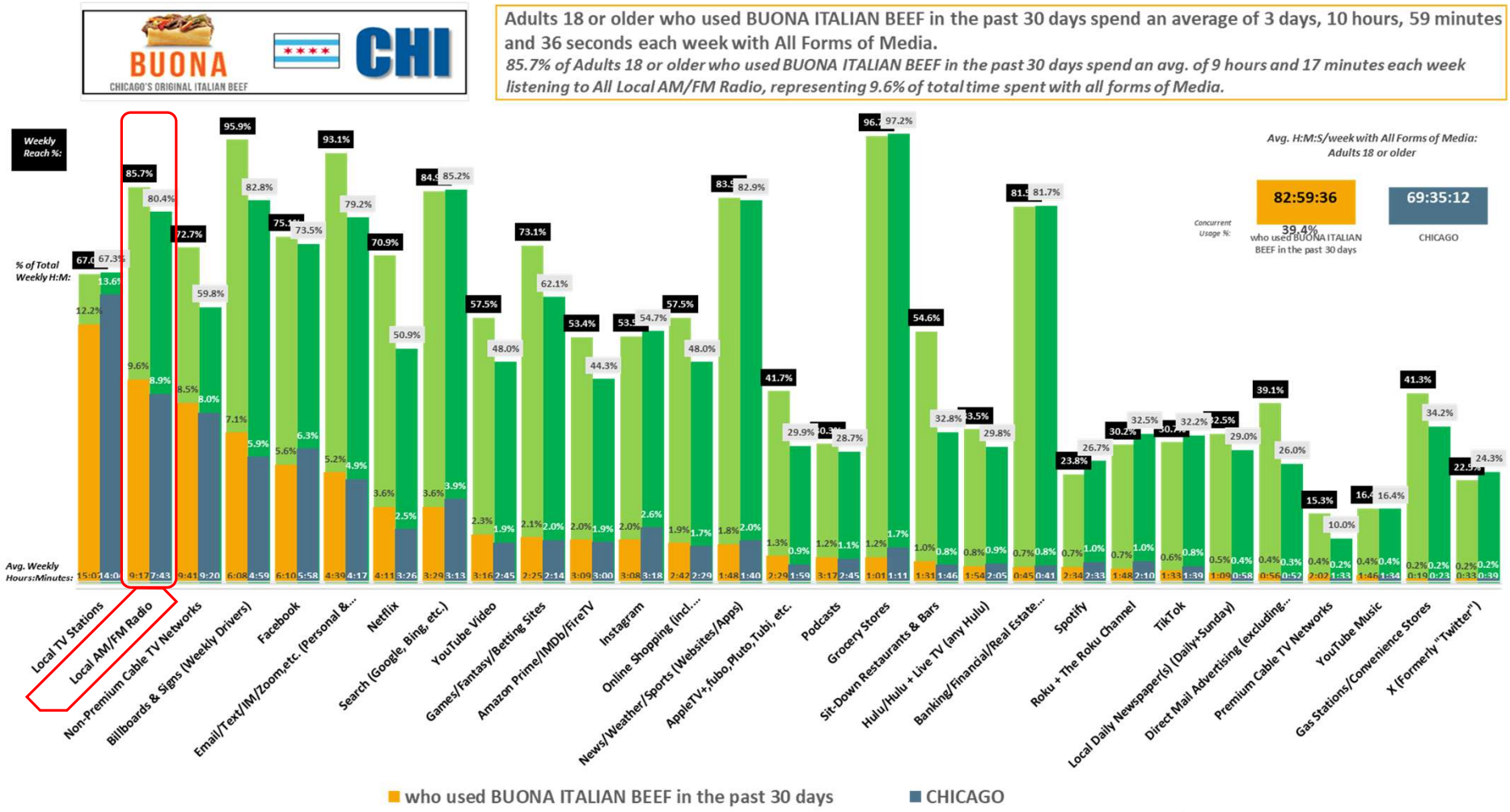


CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 147 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

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

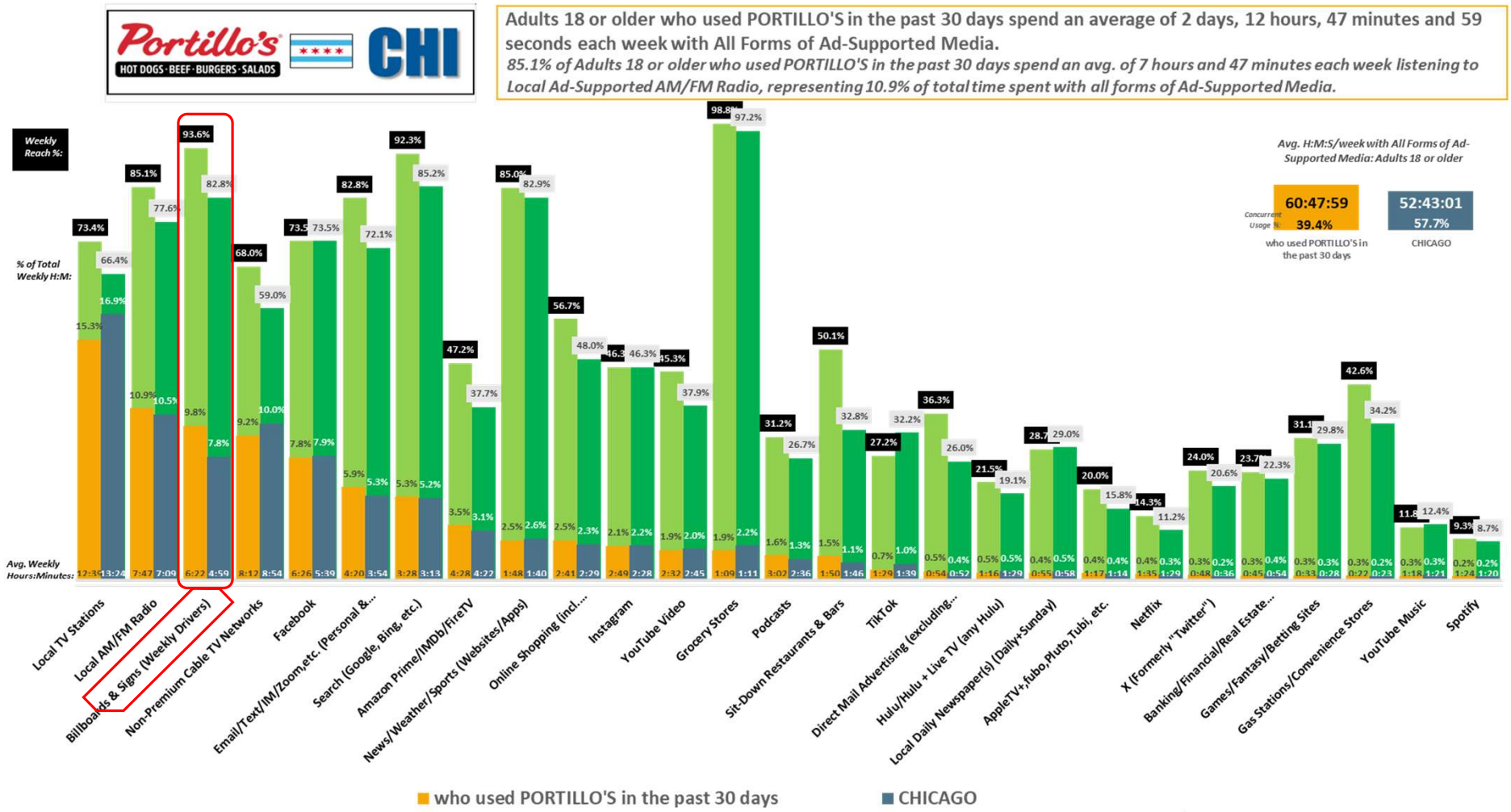


CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 173 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

Quick service restaurants used past 30 days: Buona

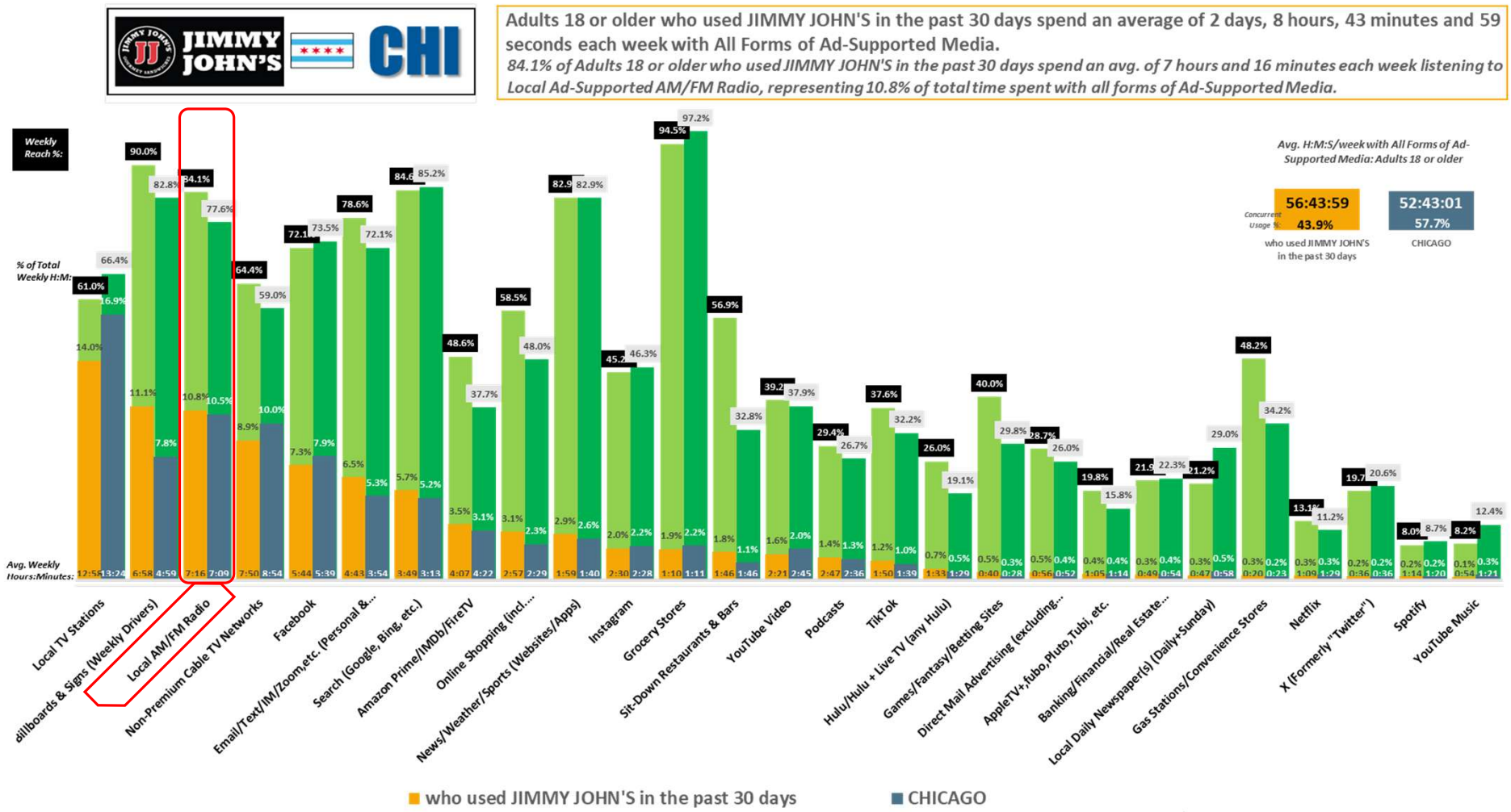


CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 687 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

Quick service restaurants used past 30 days: Portillo's

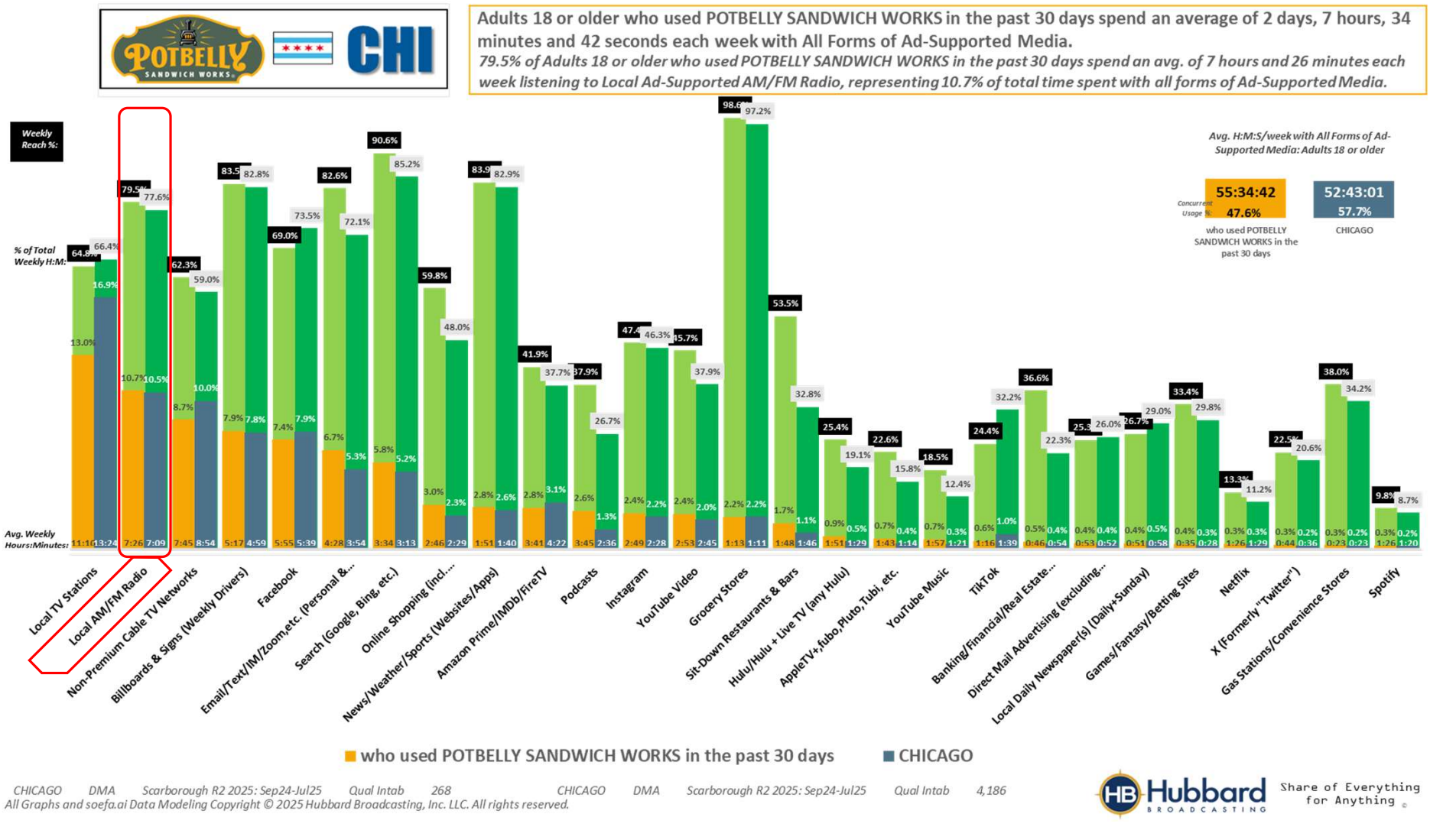


CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 388 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

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

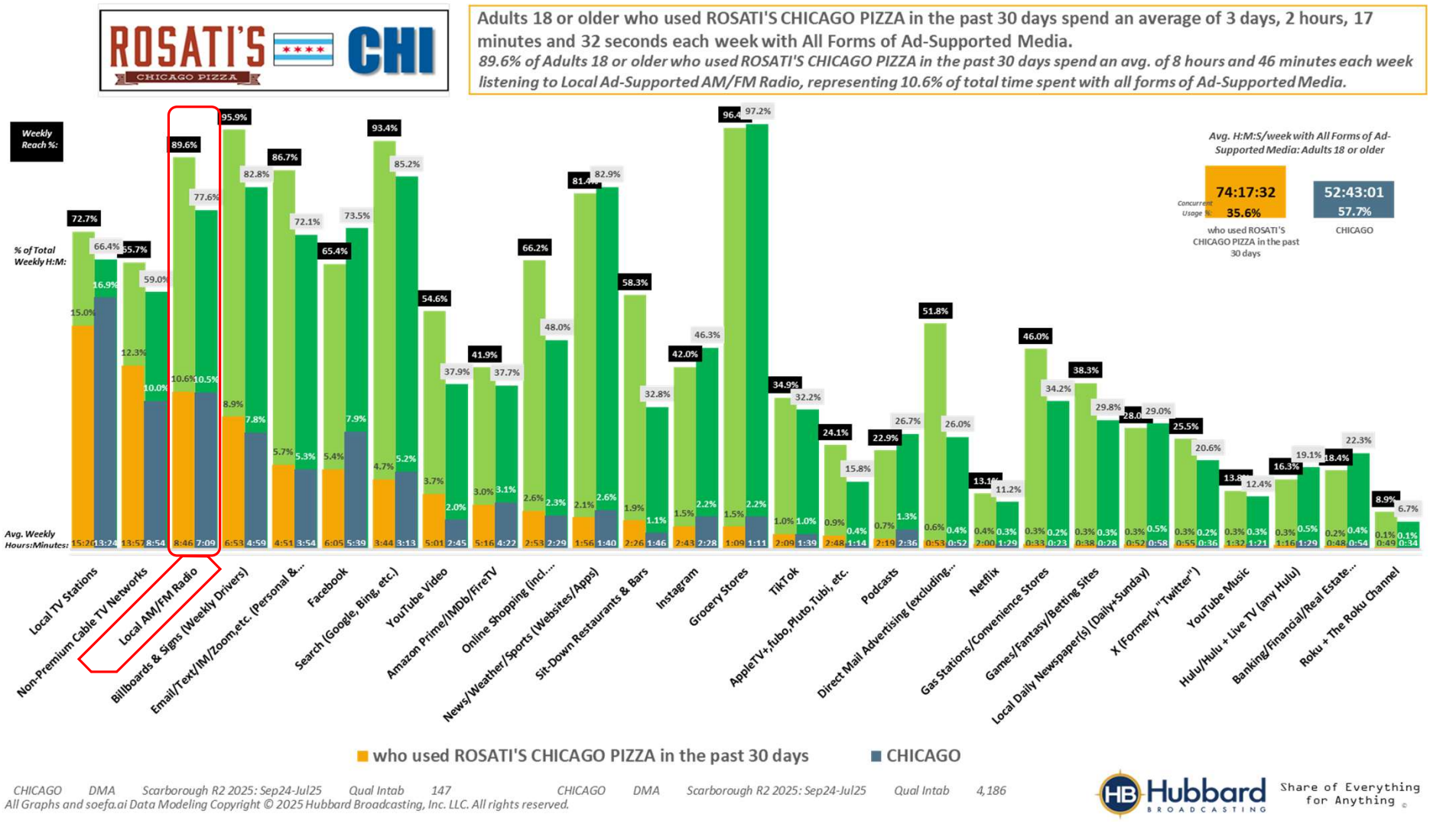


CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 268 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

Quick service restaurants used past 30 days: Potbelly Sandwich Shop

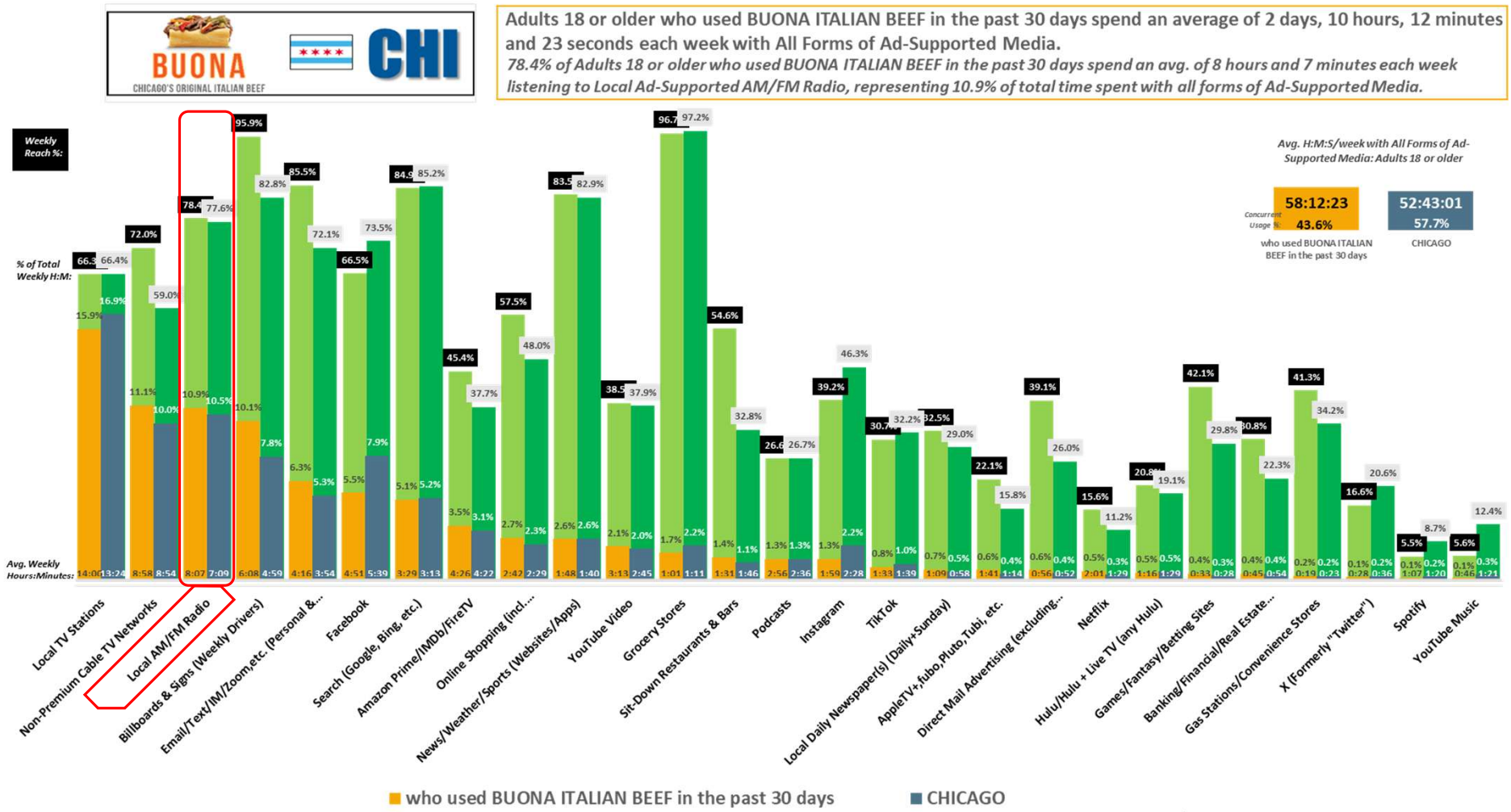


CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 147 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

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



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 173 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

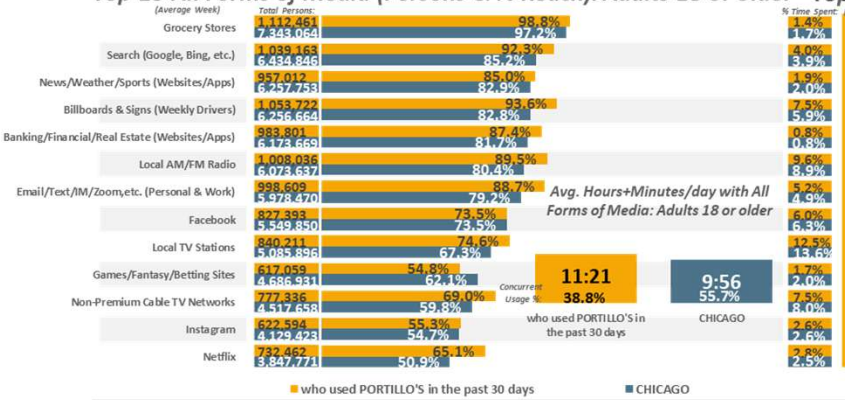
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

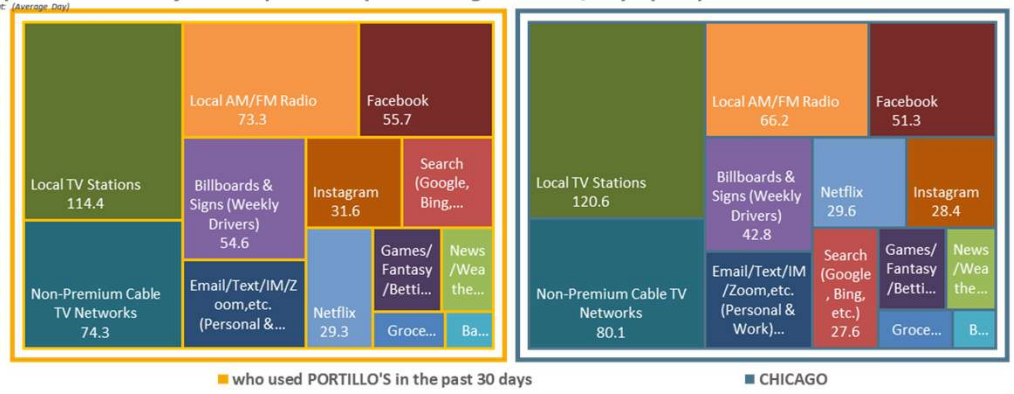
Quick service restaurants used past 30 days: Buona

Adults 18 or older who used PORTILLO'S in the past 30 days spend an average of 8 hours and 41 minutes each day with All Forms of Ad-Supported Media. 85.1% listen to Local AM/FM Radio for an avg. of 66.8 minutes/day. *(Local Radio delivers 10.9% of Time with Ad-Supported Media.)*

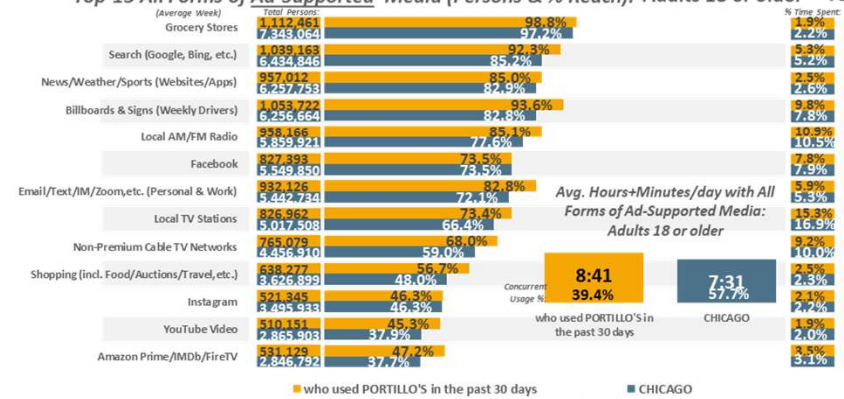
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



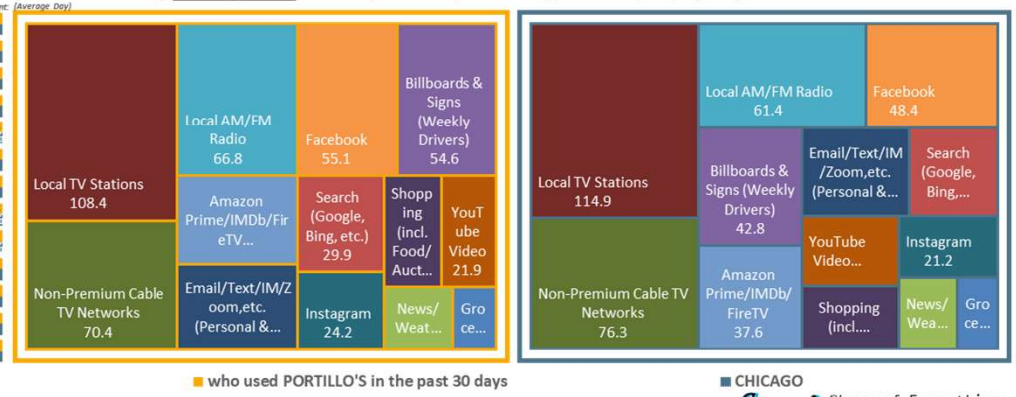
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 687

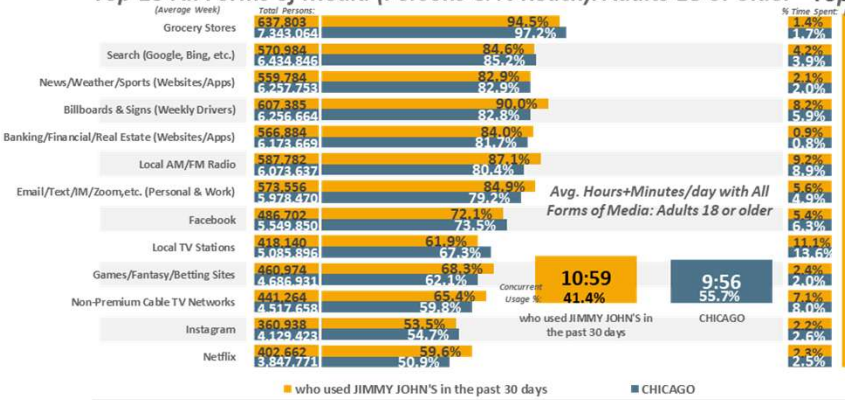
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

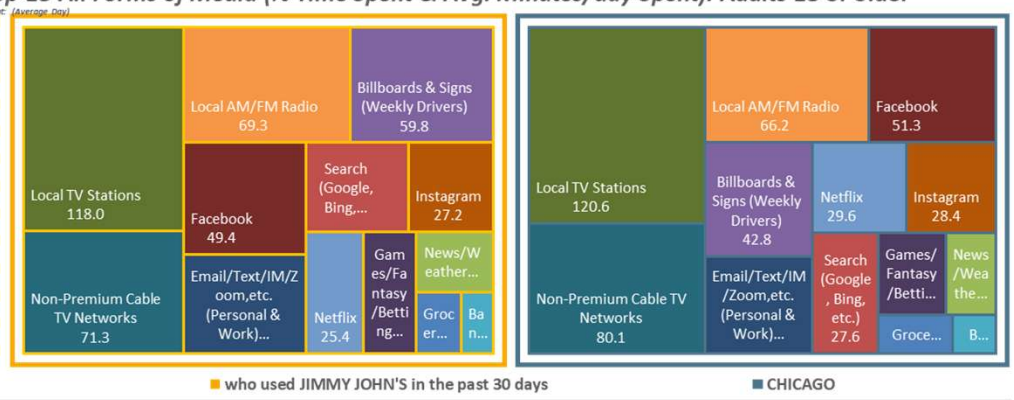
Quick service restaurants used past 30 days: Portillo's

Adults 18 or older who used JIMMY JOHN'S in the past 30 days spend an average of 8 hours and 6 minutes each day with All Forms of Ad-Supported Media. 84.1% listen to Local AM/FM Radio for an avg. of 62.4 minutes/day. *(Local Radio delivers 10.8% of Time with Ad-Supported Media.)*

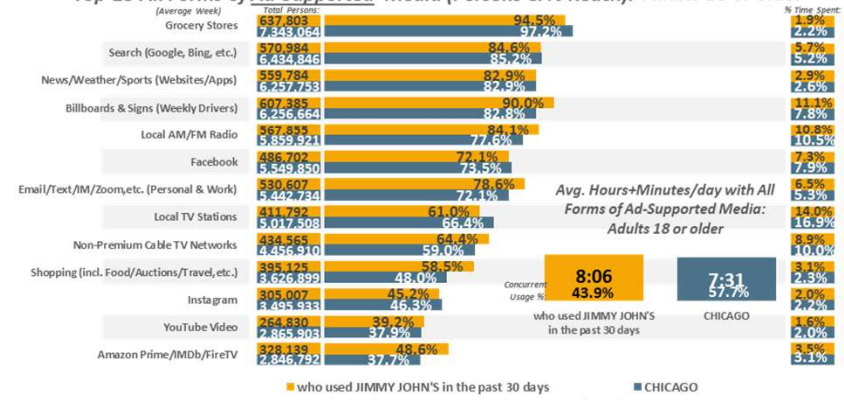
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



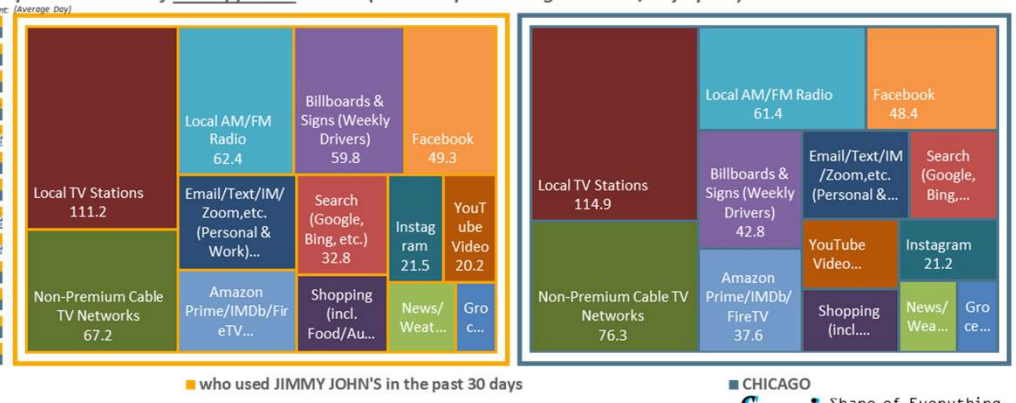
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 388

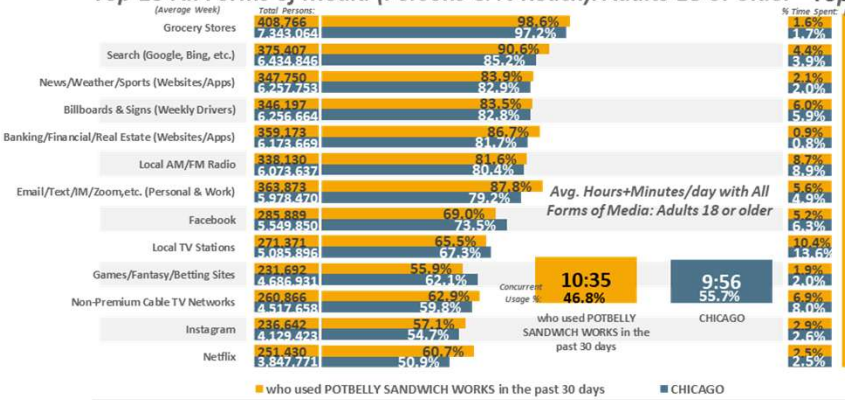
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

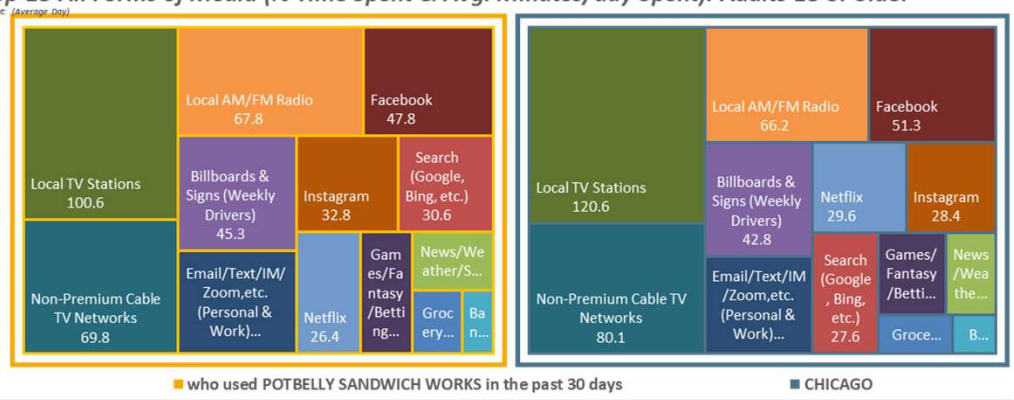
Quick service restaurants used past 30 days: Jimmy John's

Adults 18 or older who used POTBELLY SANDWICH WORKS in the past 30 days spend an average of 7 hours and 56 minutes each day with All Forms of Ad-Supported Media. 79.5% listen to Local AM/FM Radio for an avg. of 63.9 minutes/day. *(Local Radio delivers 10.7% of Time with Ad-Supported Media.)*

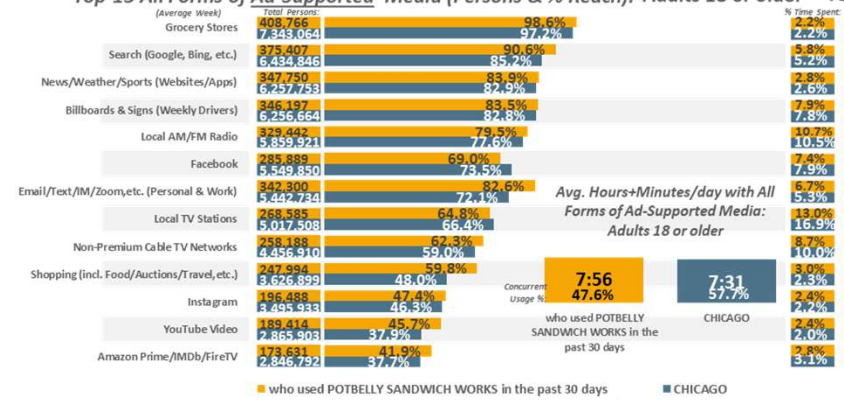
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



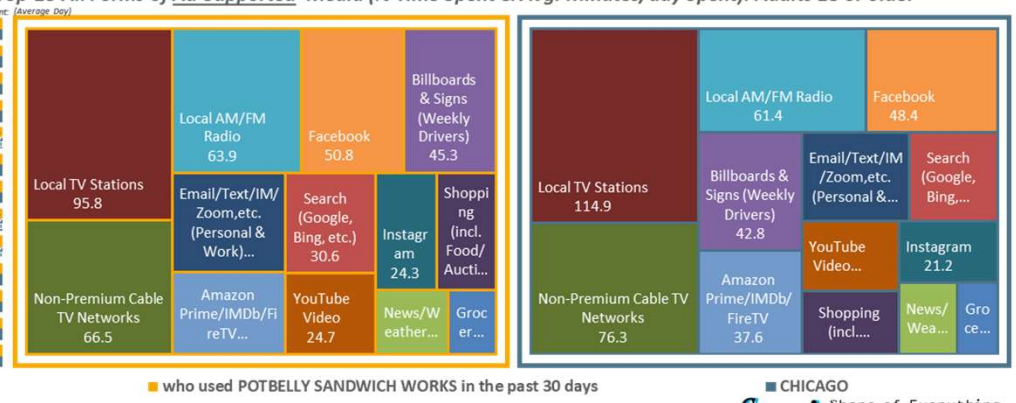
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 268

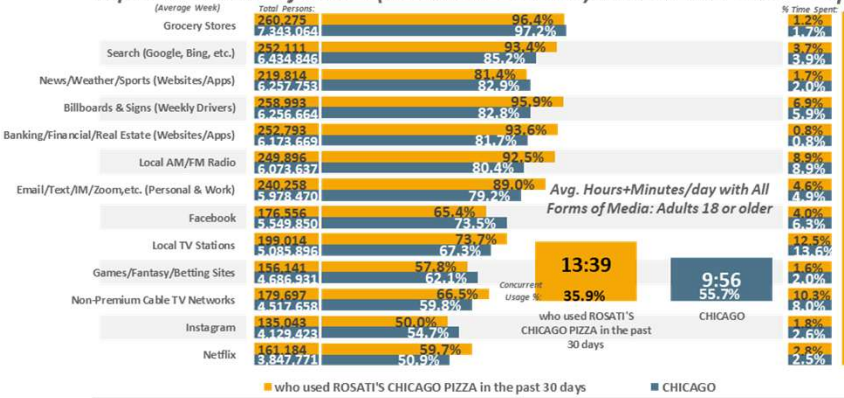
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

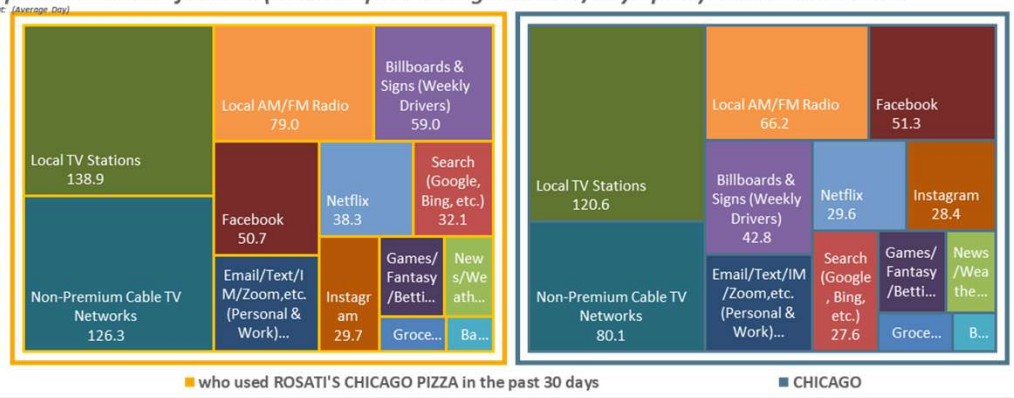
Quick service restaurants used past 30 days: Potbelly Sandwich Shop

Adults 18 or older who used ROSATI'S CHICAGO PIZZA in the past 30 days spend an average of 10 hours and 36 minutes each day with All Forms of Ad-Supported Media. 89.6% listen to Local AM/FM Radio for an avg. of 75.2 minutes/day. *(Local Radio delivers 10.6% of Time with Ad-Supported Media.)*

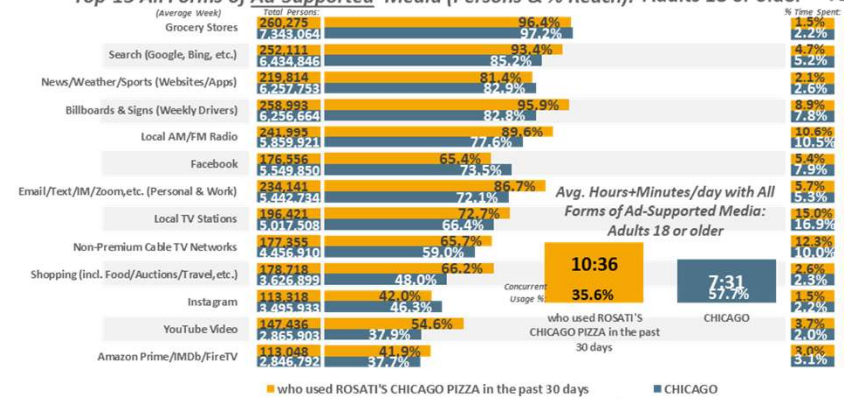
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



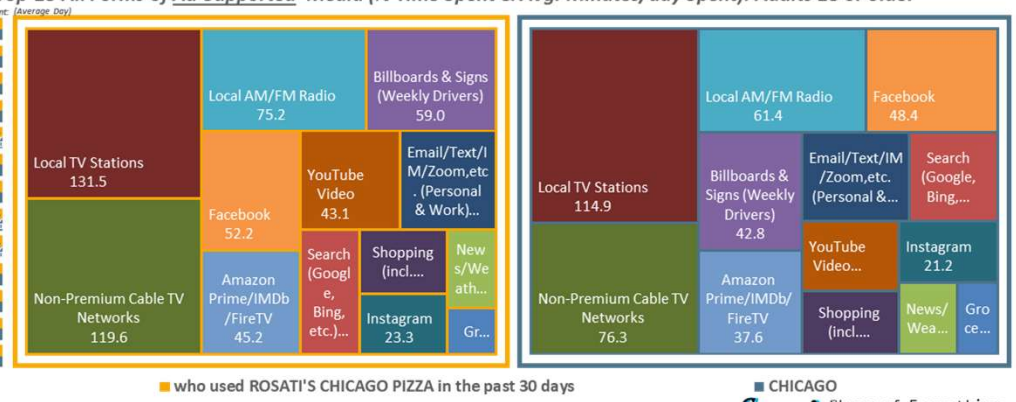
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 147

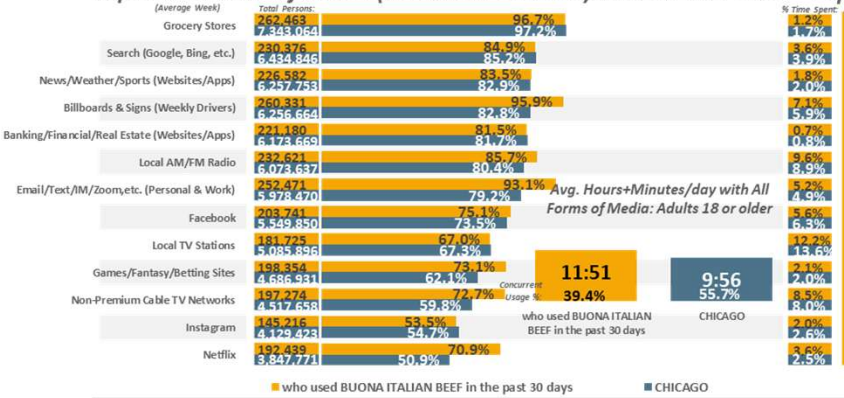
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

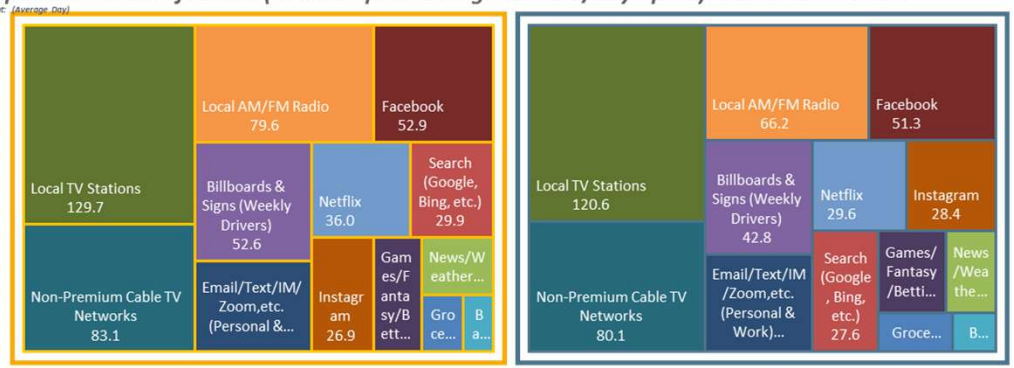
Quick service restaurants used past 30 days: Rosati's Pizza

Adults 18 or older who used BUONA ITALIAN BEEF in the past 30 days spend an average of 8 hours and 18 minutes each day with All Forms of Ad-Supported Media. 78.4% listen to Local AM/FM Radio for an avg. of 69.6 minutes/day. *(Local Radio delivers 10.9% of Time with Ad-Supported Media.)*

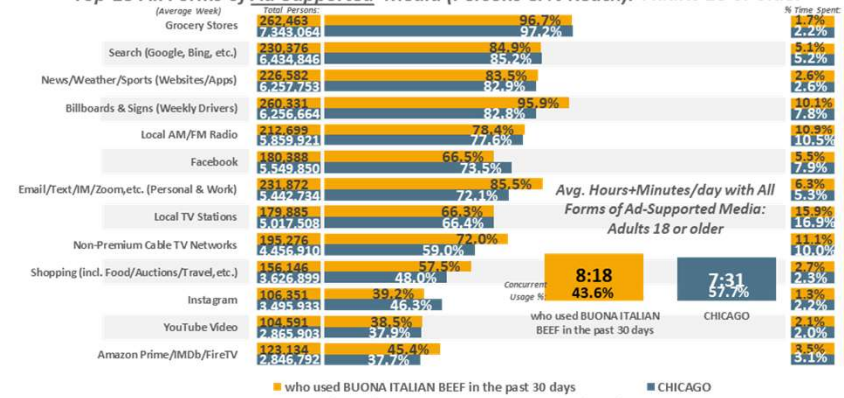
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



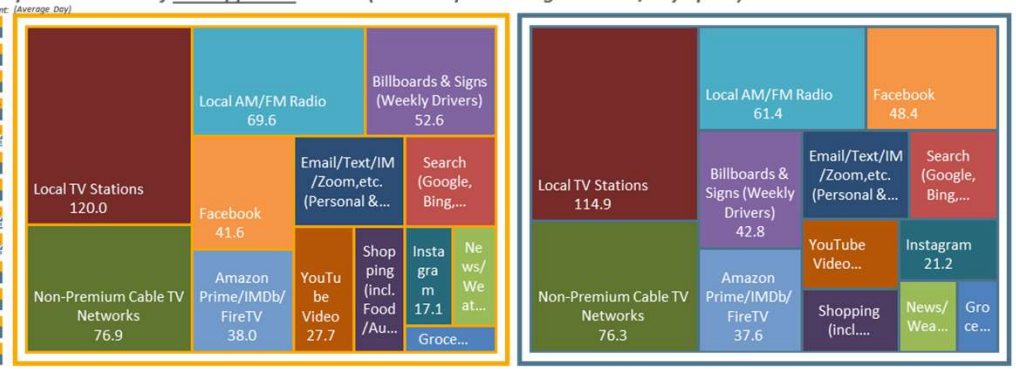
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 173

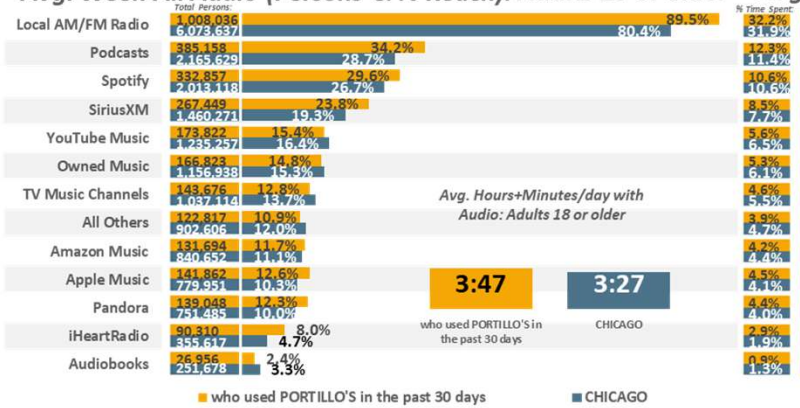
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

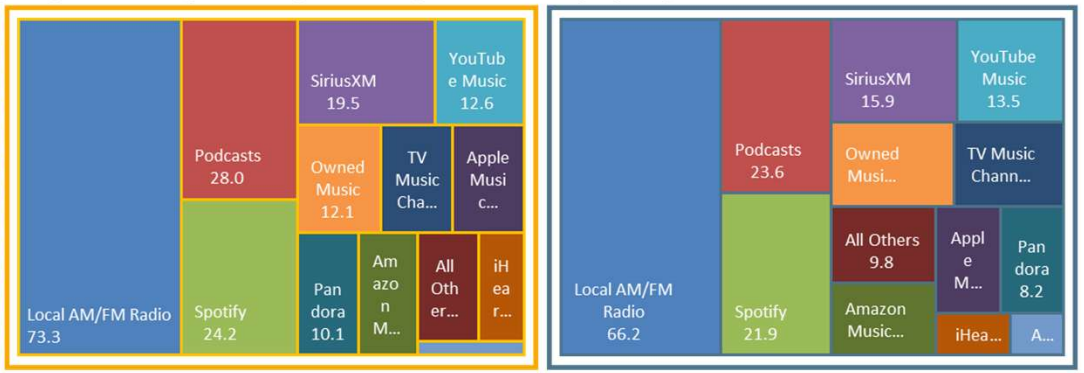
Quick service restaurants used past 30 days: Buona

958,166 or 85.1% of Adults 18 or older who used PORTILLO'S in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 66.8 minutes every day representing 41.4% of all time spent daily with Ad-Supported Audio.

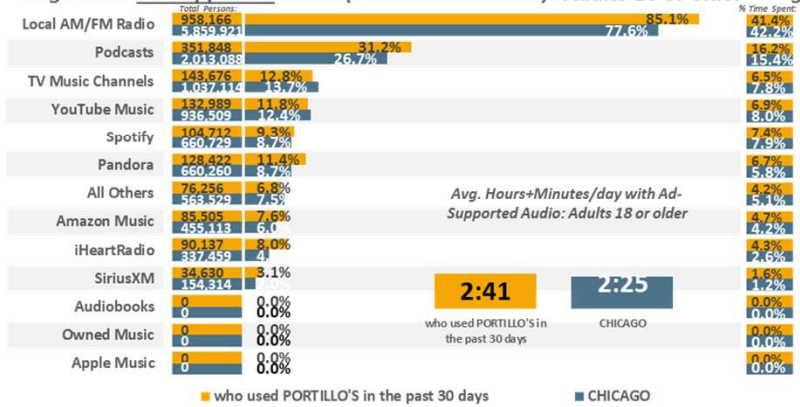
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



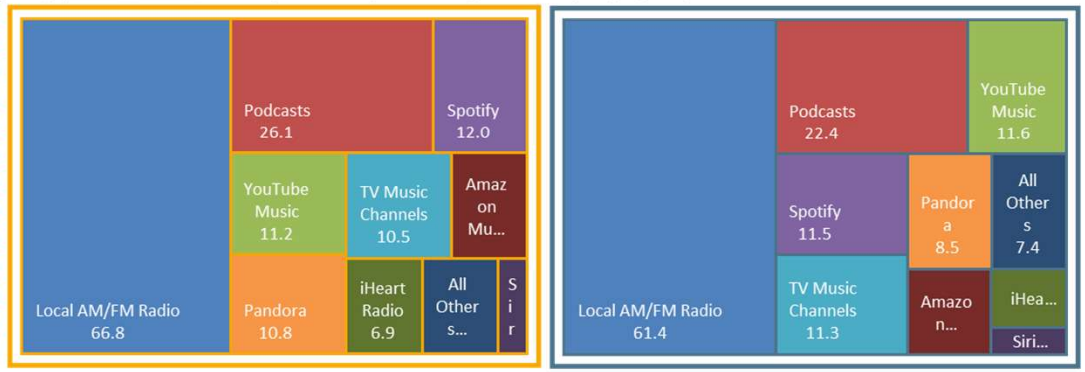
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 687

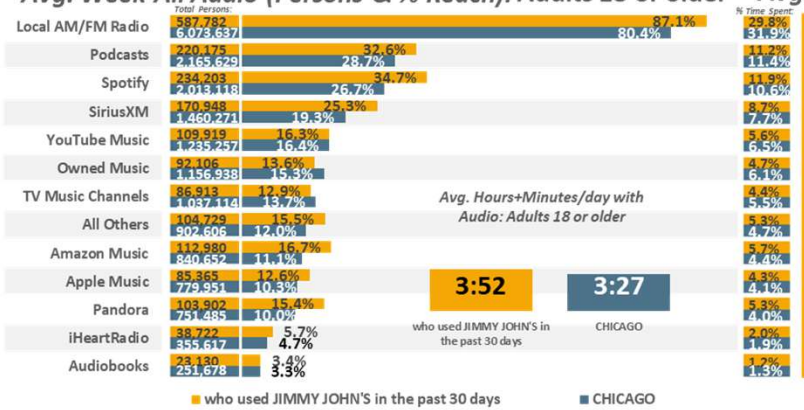
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

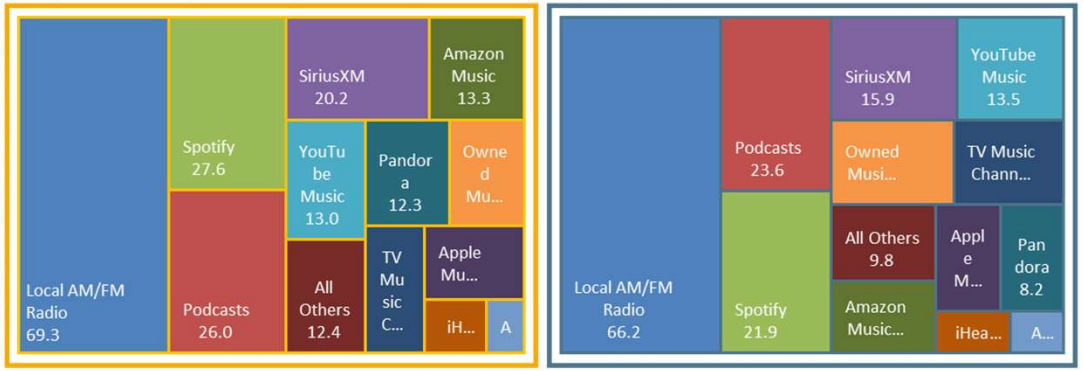
Quick service restaurants used past 30 days: Portillo's

567,855 or 84.1% of Adults 18 or older who used JIMMY JOHN'S in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 62.4 minutes every day representing 41.5% of all time spent daily with Ad-Supported Audio.

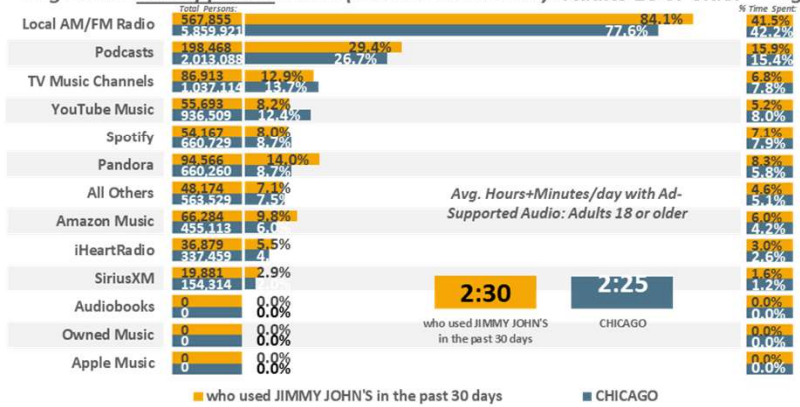
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



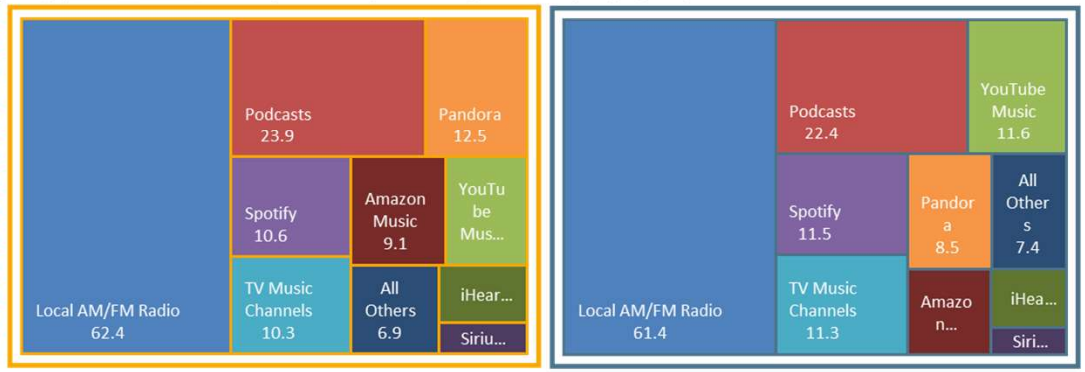
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



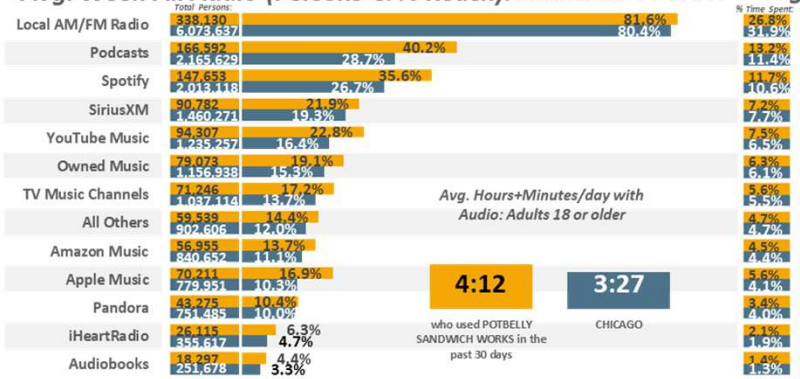
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 388

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

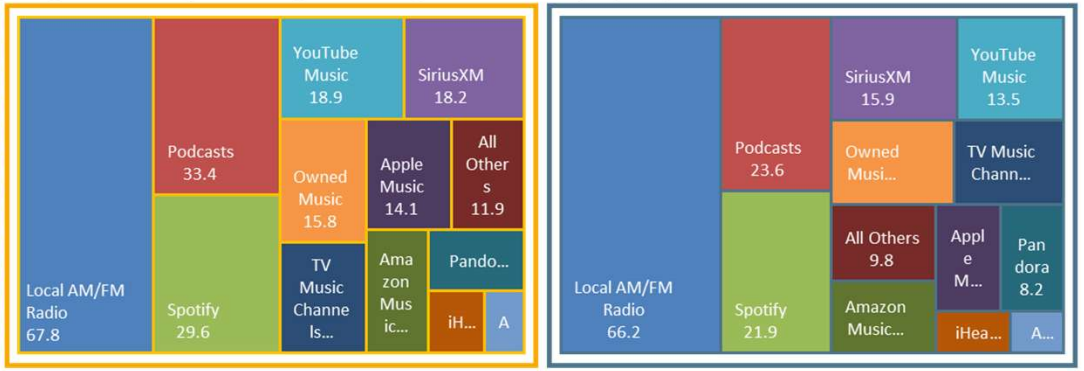
soefa.ai Share of Everything for Anything

329,442 or 79.5% of Adults 18 or older who used POTBELLY SANDWICH WORKS in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 63.9 minutes every day representing 37.4% of all time spent daily with Ad-Supported Audio.

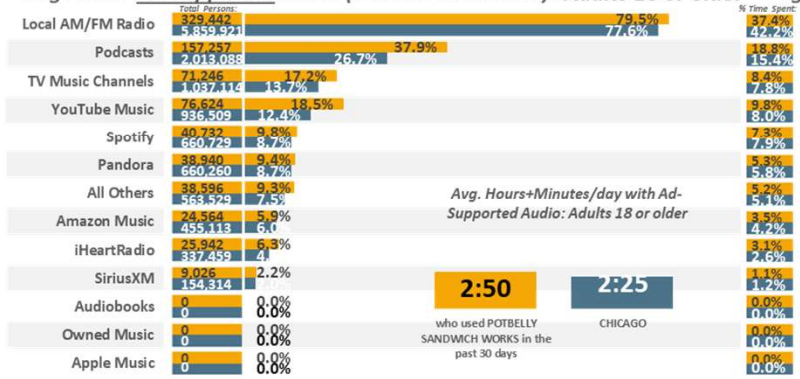
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



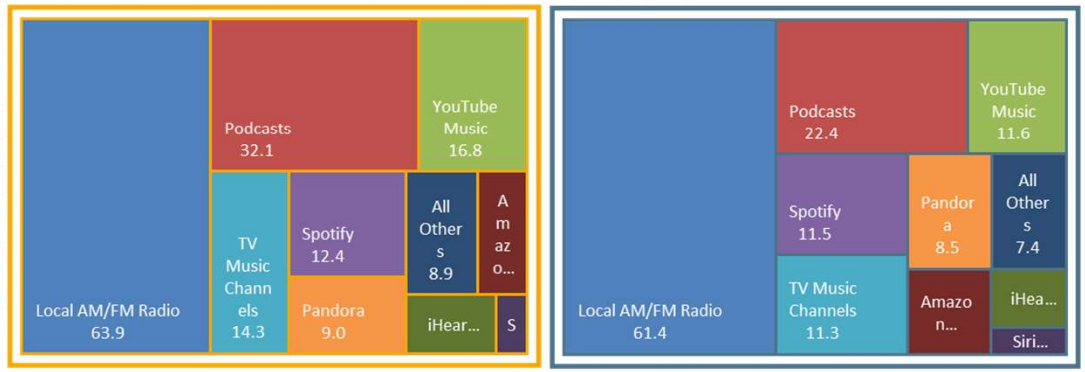
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 268

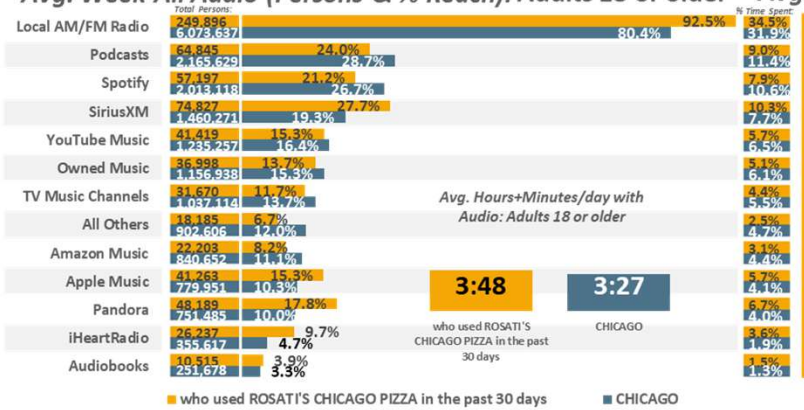
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

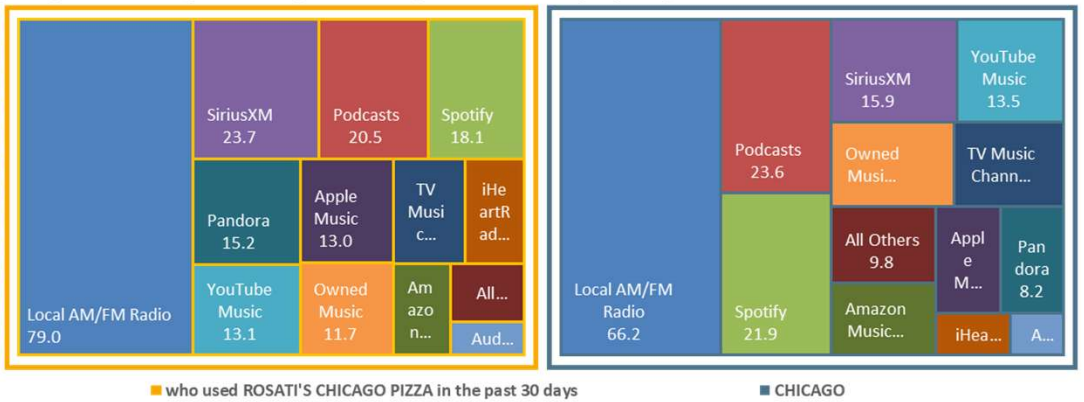
Quick service restaurants used past 30 days: Potbelly Sandwich Shop

241,995 or 89.6% of Adults 18 or older who used ROSATI'S CHICAGO PIZZA in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 75.2 minutes every day representing 45.7% of all time spent daily with Ad-Supported Audio.

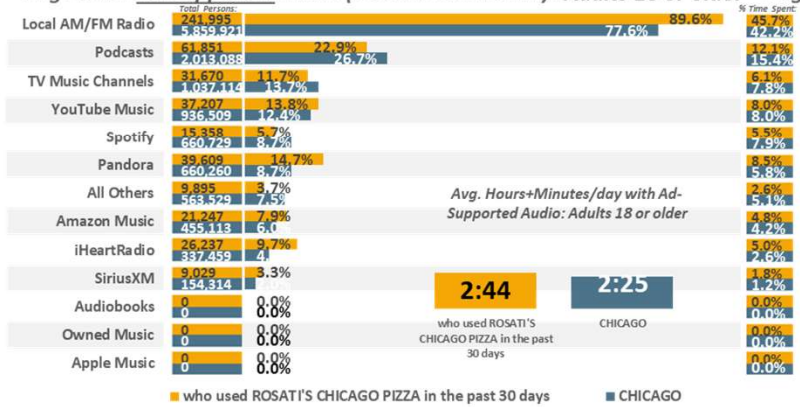
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



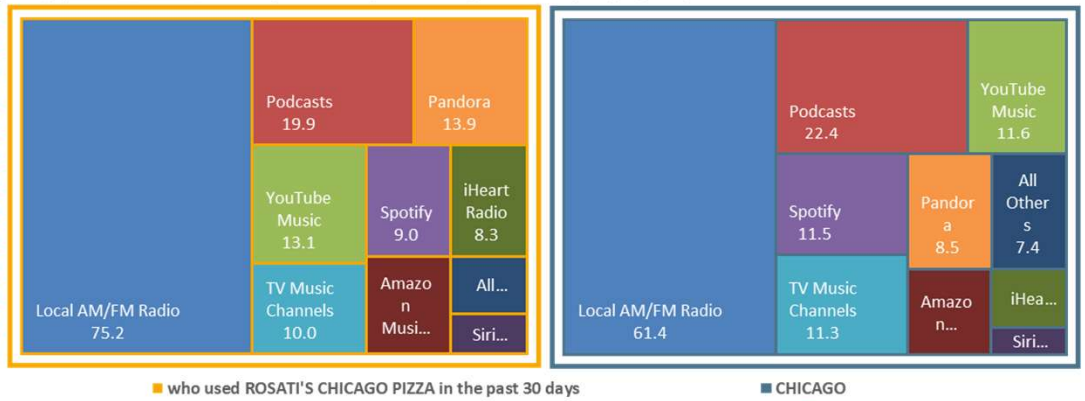
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 147

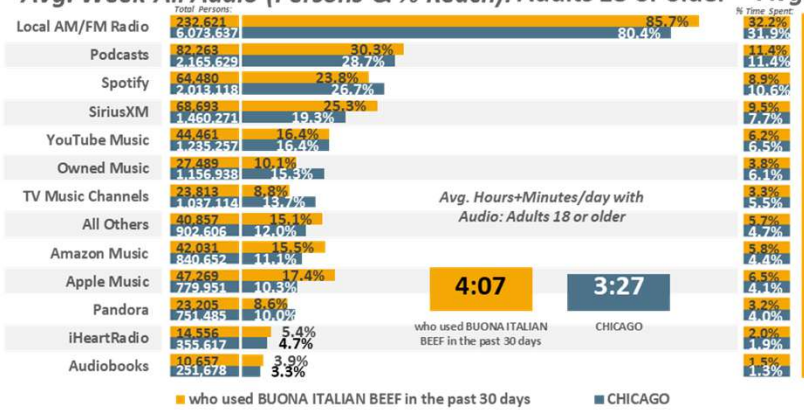
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

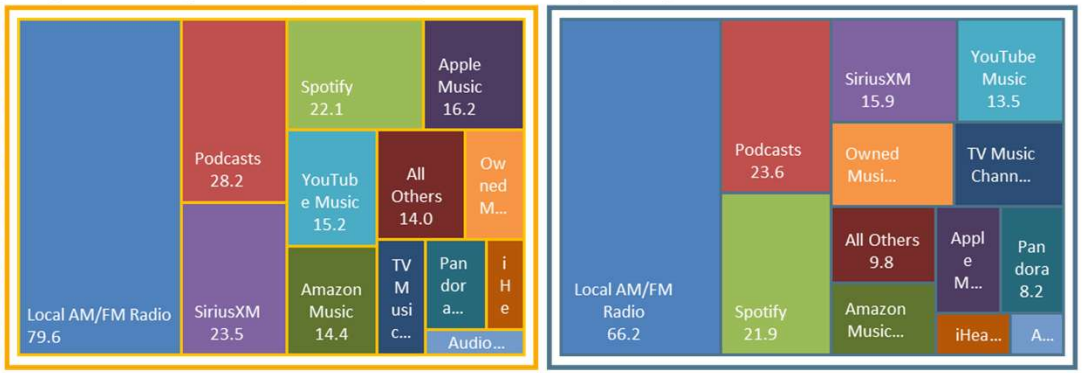
Quick service restaurants used past 30 days: Rosati's Pizza

212,699 or 78.4% of Adults 18 or older who used BUONA ITALIAN BEEF in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 69.6 minutes every day representing 45.1% of all time spent daily with Ad-Supported Audio.

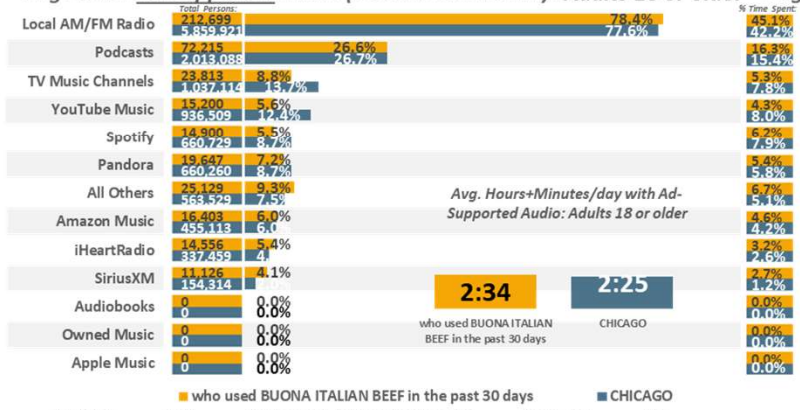
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



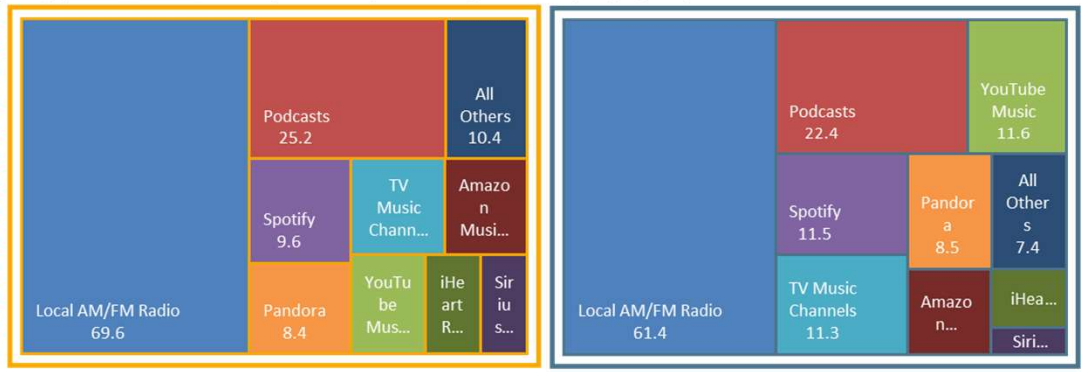
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 173

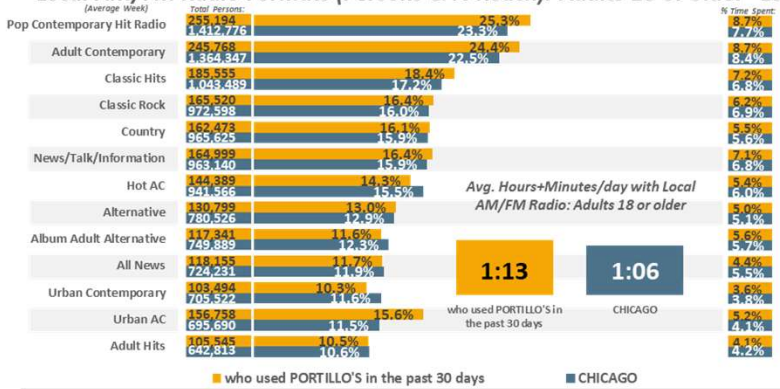
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

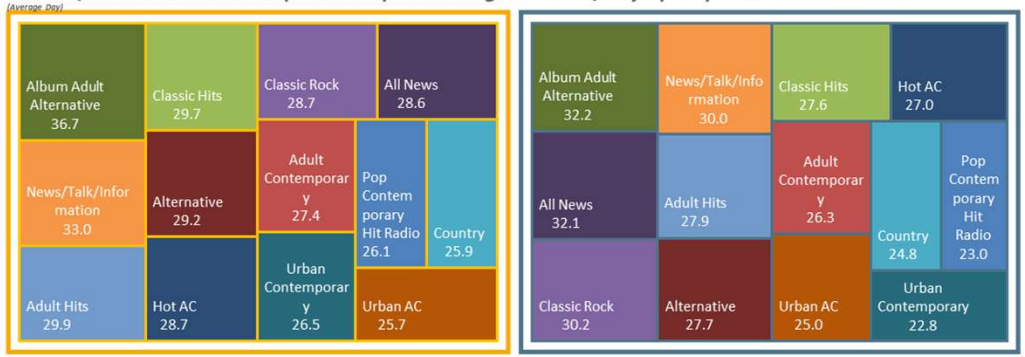
Quick service restaurants used past 30 days: Buona

958,166 or 85.1% of Adults 18 or older who used PORTILLO'S in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Classic Hits, Classic Rock, and Country.

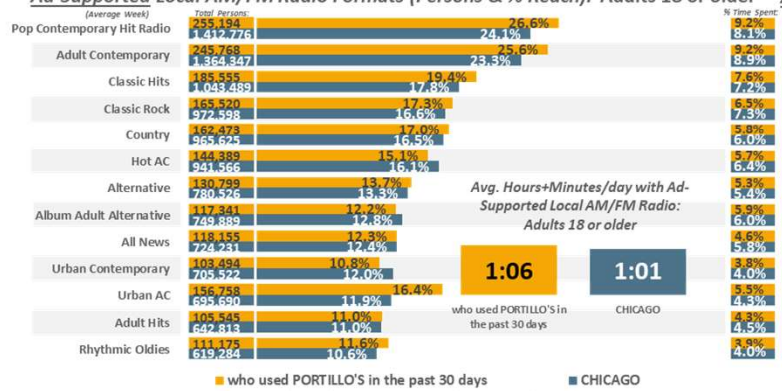
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



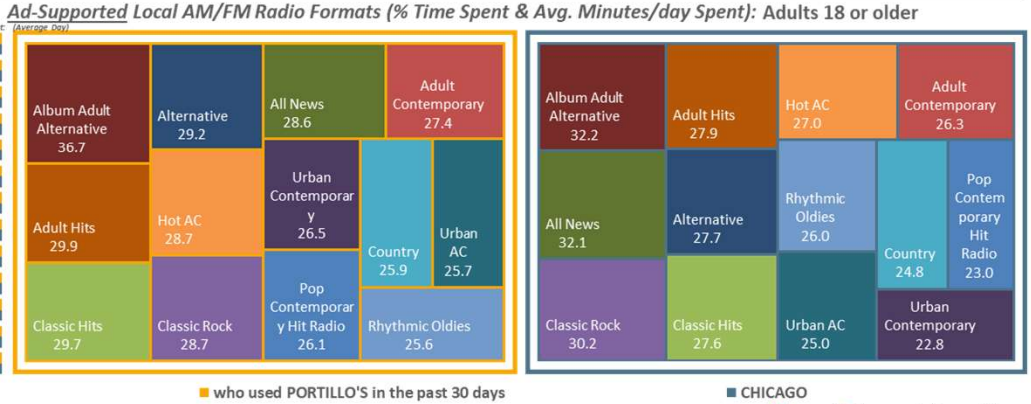
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 687

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

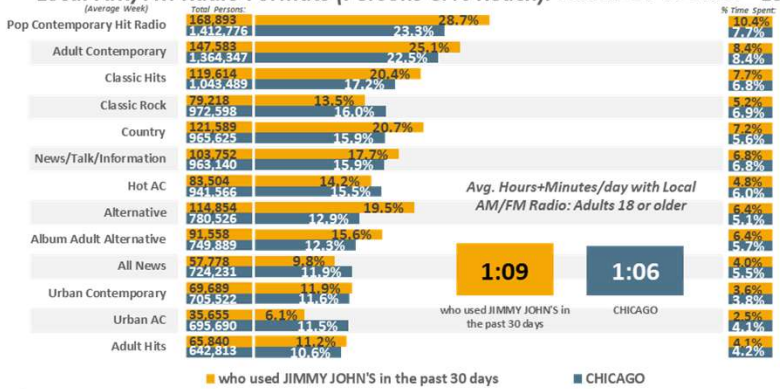
soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Portillo's

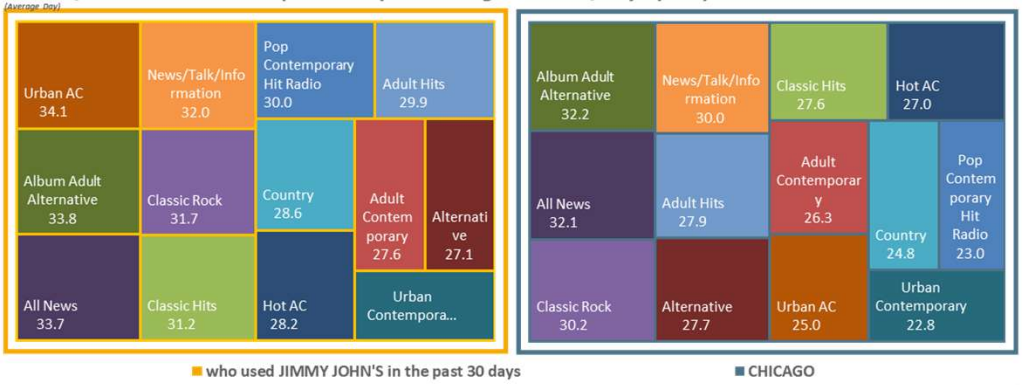
JIMMY JOHN'S CHI

567,855 or 84.1% of Adults 18 or older who used JIMMY JOHN'S in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Country, Classic Hits, and Alternative.

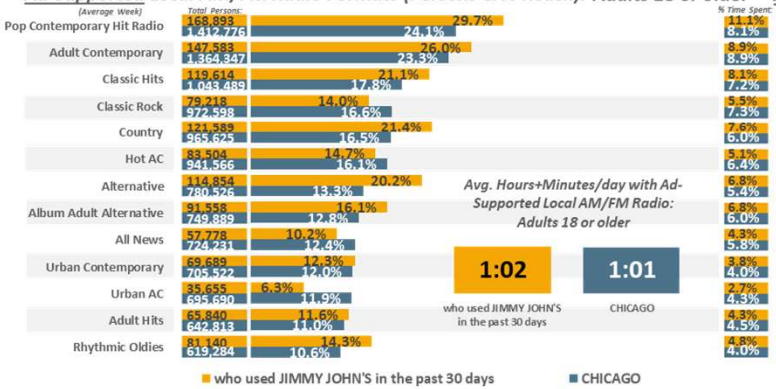
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



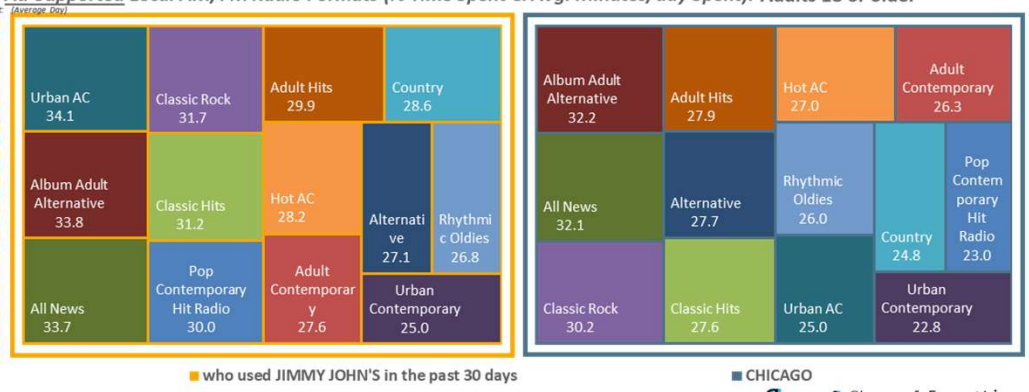
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 388

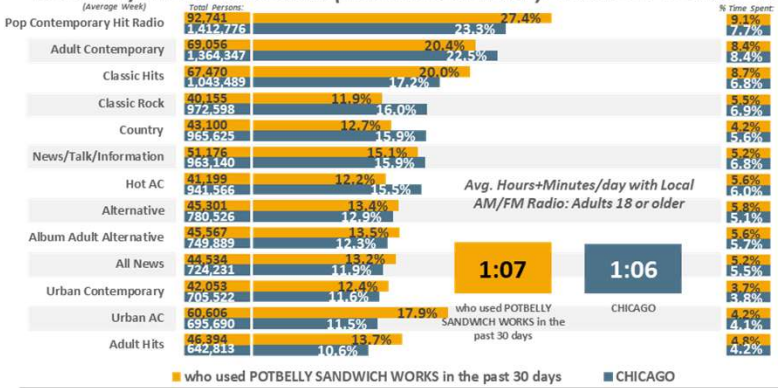
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

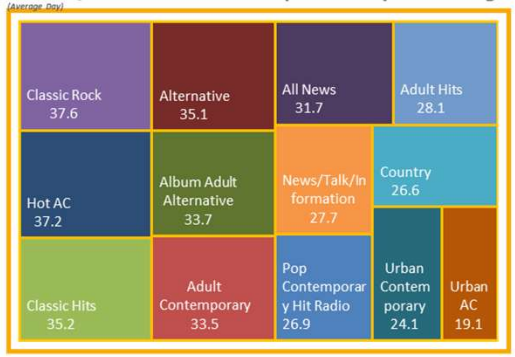
Quick service restaurants used past 30 days: Jimmy John's

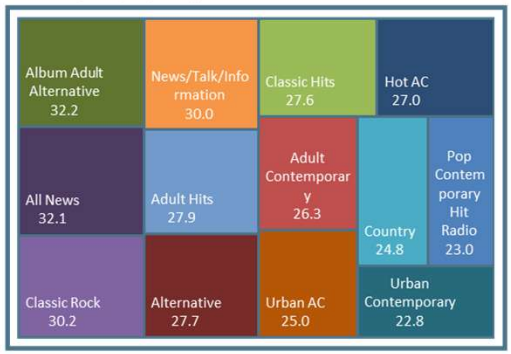
329,442 or 79.5% of Adults 18 or older who used POTBELLY SANDWICH WORKS in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Classic Hits, All Sports, and Urban AC.

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

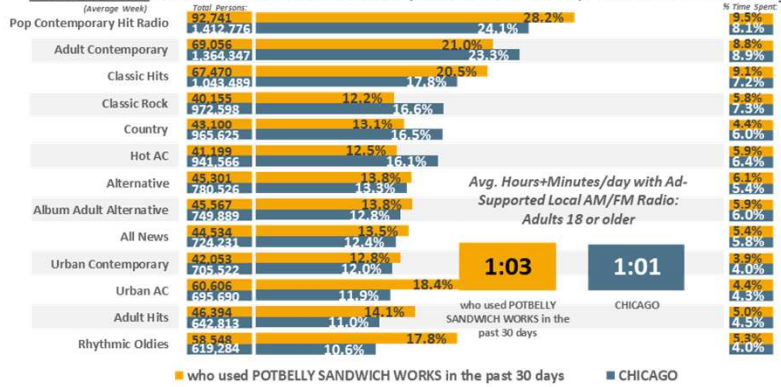


Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

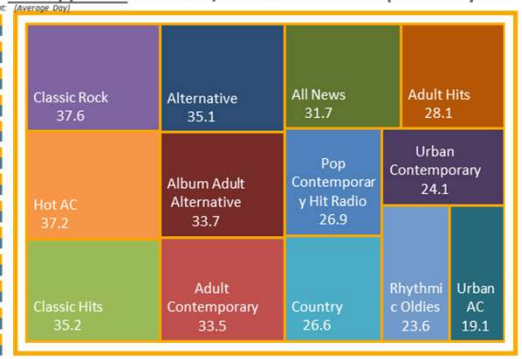


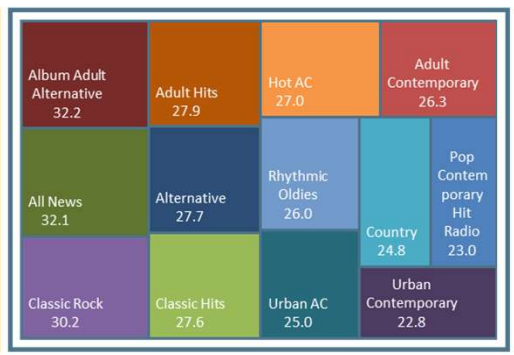


Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



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





CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 268

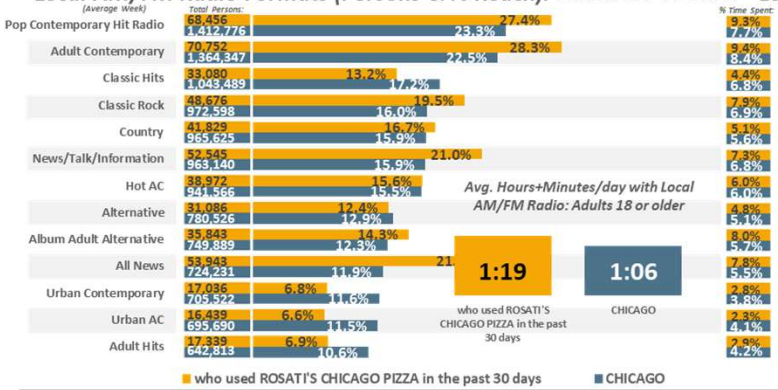
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

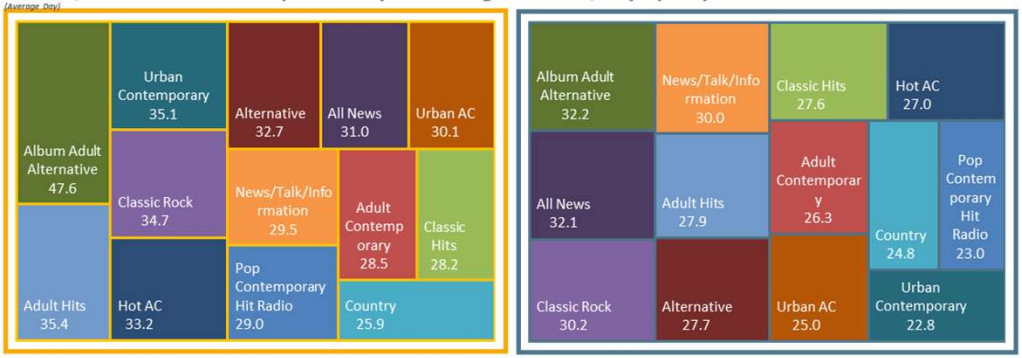
Quick service restaurants used past 30 days: Potbelly Sandwich Shop

241,995 or 89.6% of Adults 18 or older who used ROSATI'S CHICAGO PIZZA in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, All News, Classic Rock, and Country.

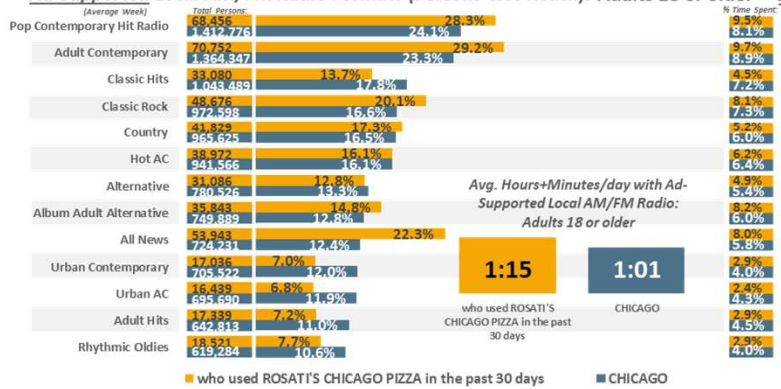
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



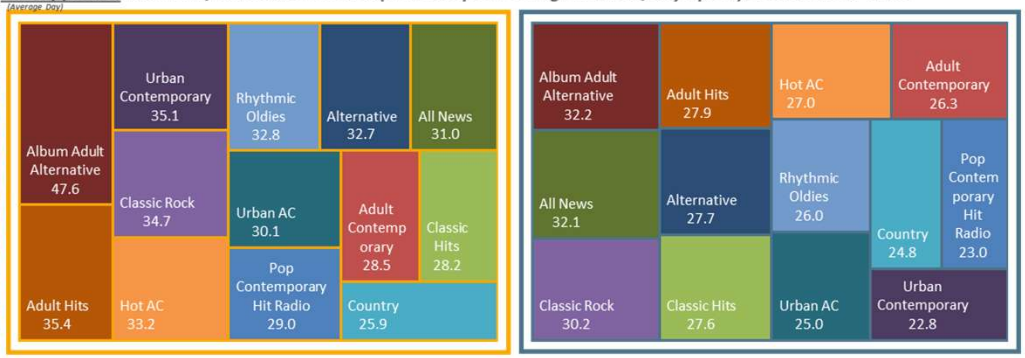
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 147

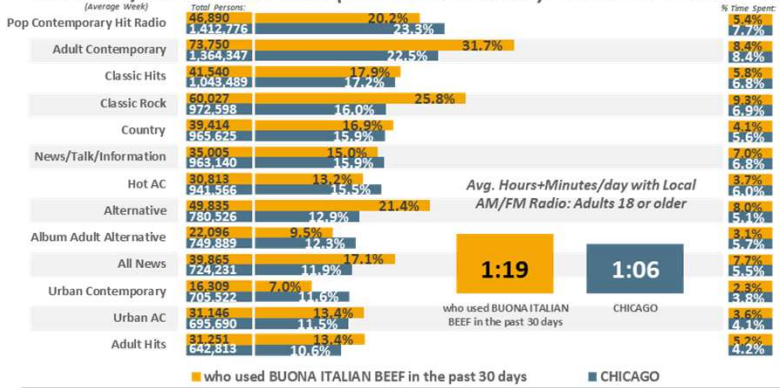
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

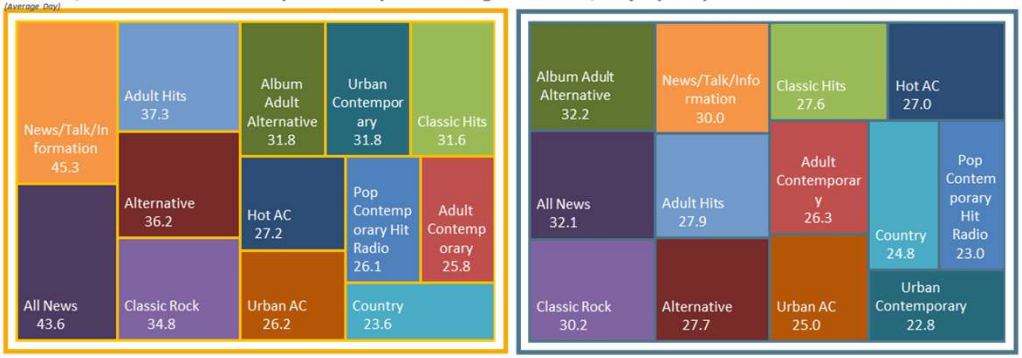
Quick service restaurants used past 30 days: Rosati's Pizza

212,699 or 78.4% of Adults 18 or older who used BUONA ITALIAN BEEF in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Mainstream Rock, Alternative, 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



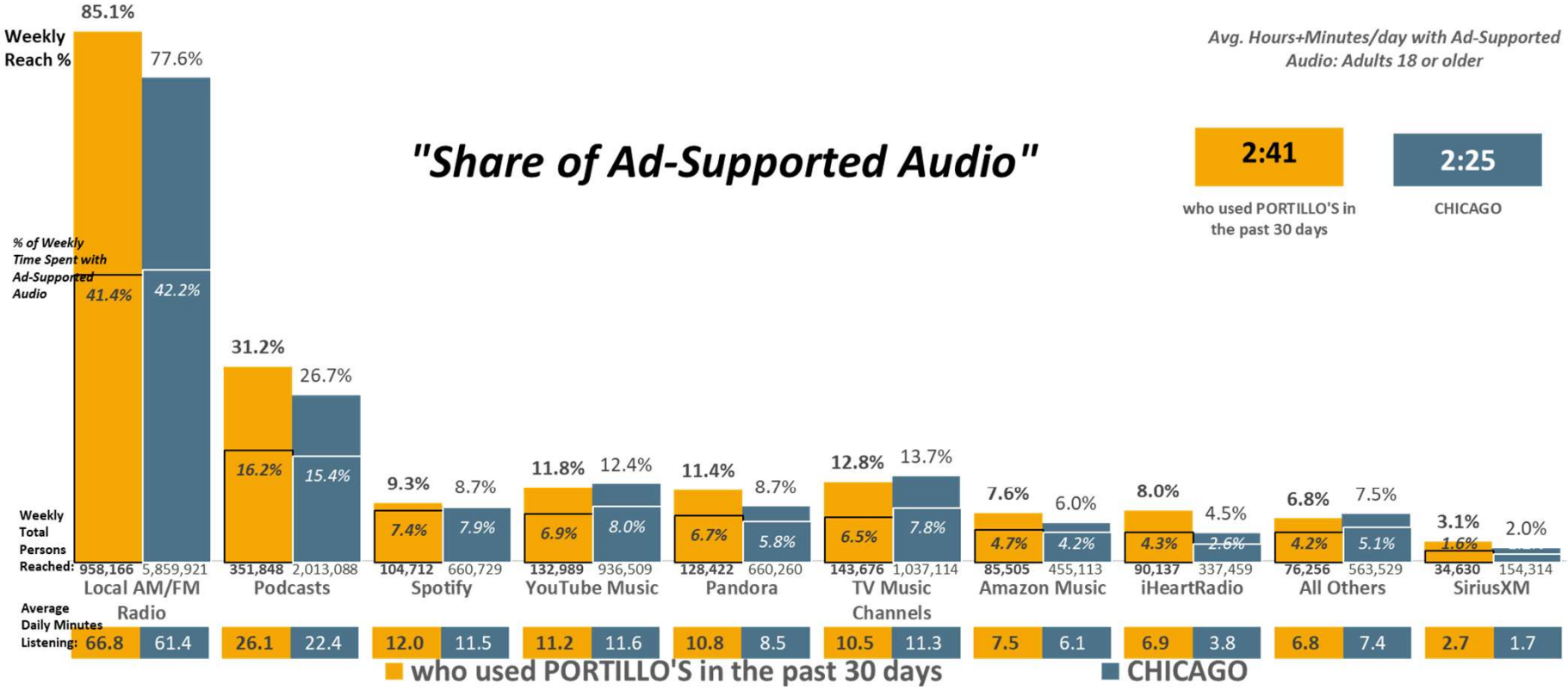
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 173

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Buona

958,166 or 85.1% of Adults 18 or older who used PORTILLO'S in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 66.8 minutes every day representing 41.4% of all time spent daily with Ad-Supported Audio.



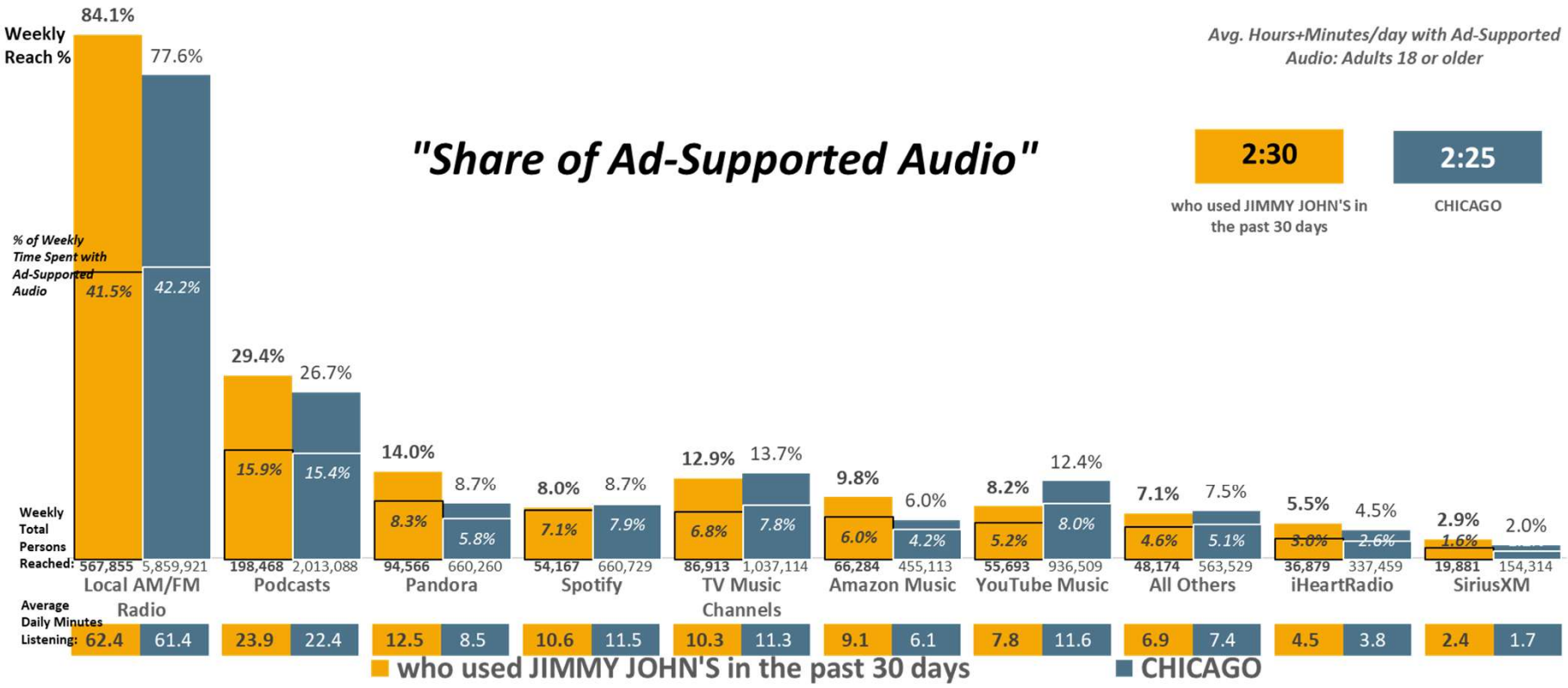
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 687 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Portillo's

567,855 or 84.1% of Adults 18 or older who used JIMMY JOHN'S in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 62.4 minutes every day representing 41.5% of all time spent daily with Ad-Supported Audio.



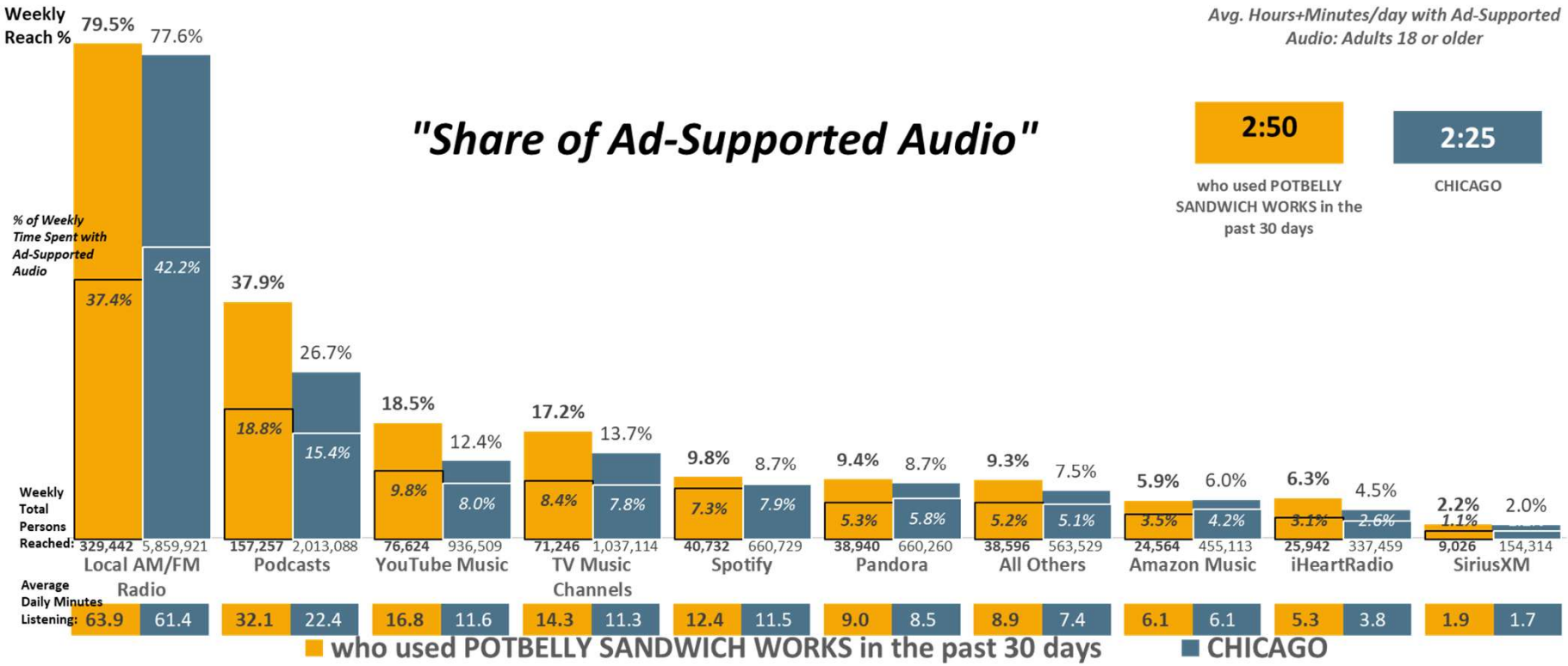
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 388 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

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

329,442 or 79.5% of Adults 18 or older who used POTBELLY SANDWICH WORKS in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 63.9 minutes every day representing 37.4% of all time spent daily with Ad-Supported Audio.



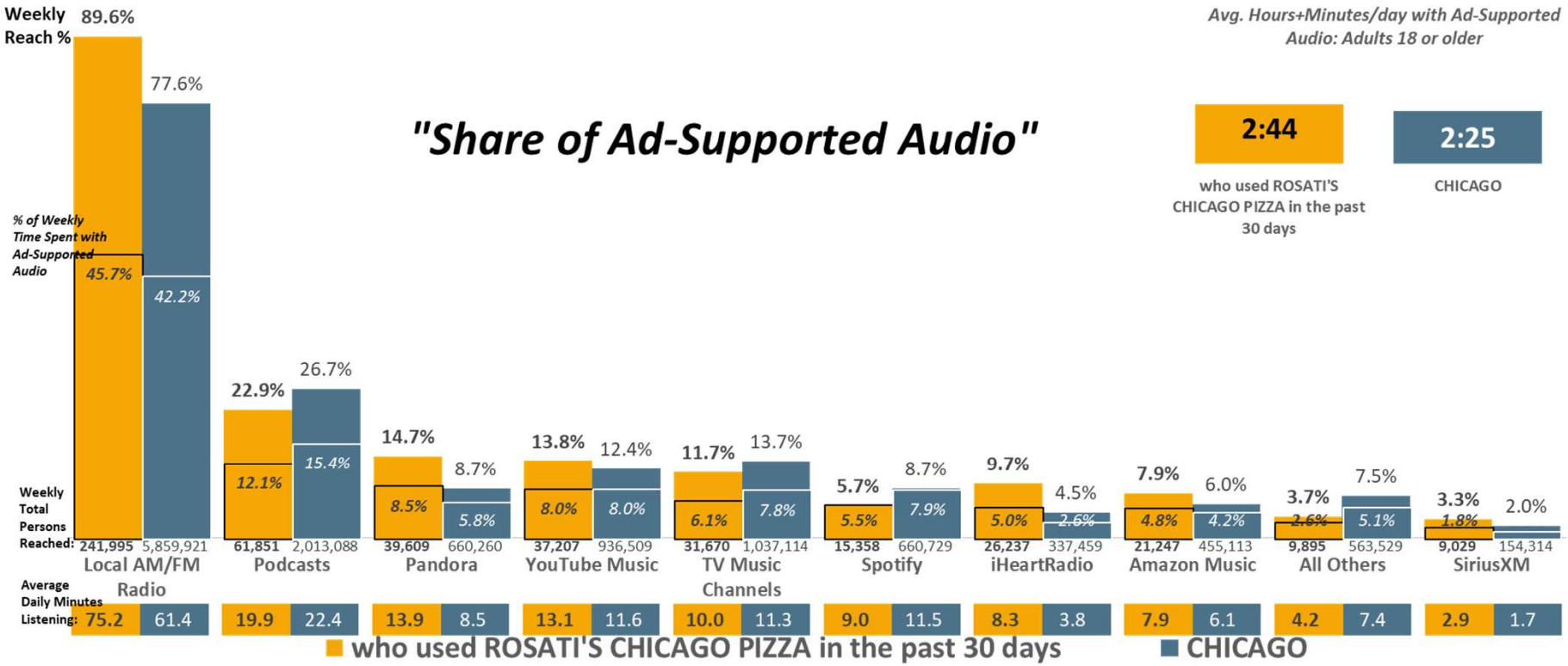
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 268 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Potbelly Sandwich Shop

241,995 or 89.6% of Adults 18 or older who used ROSATI'S CHICAGO PIZZA in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 75.2 minutes every day representing 45.7% of all time spent daily with Ad-Supported Audio.



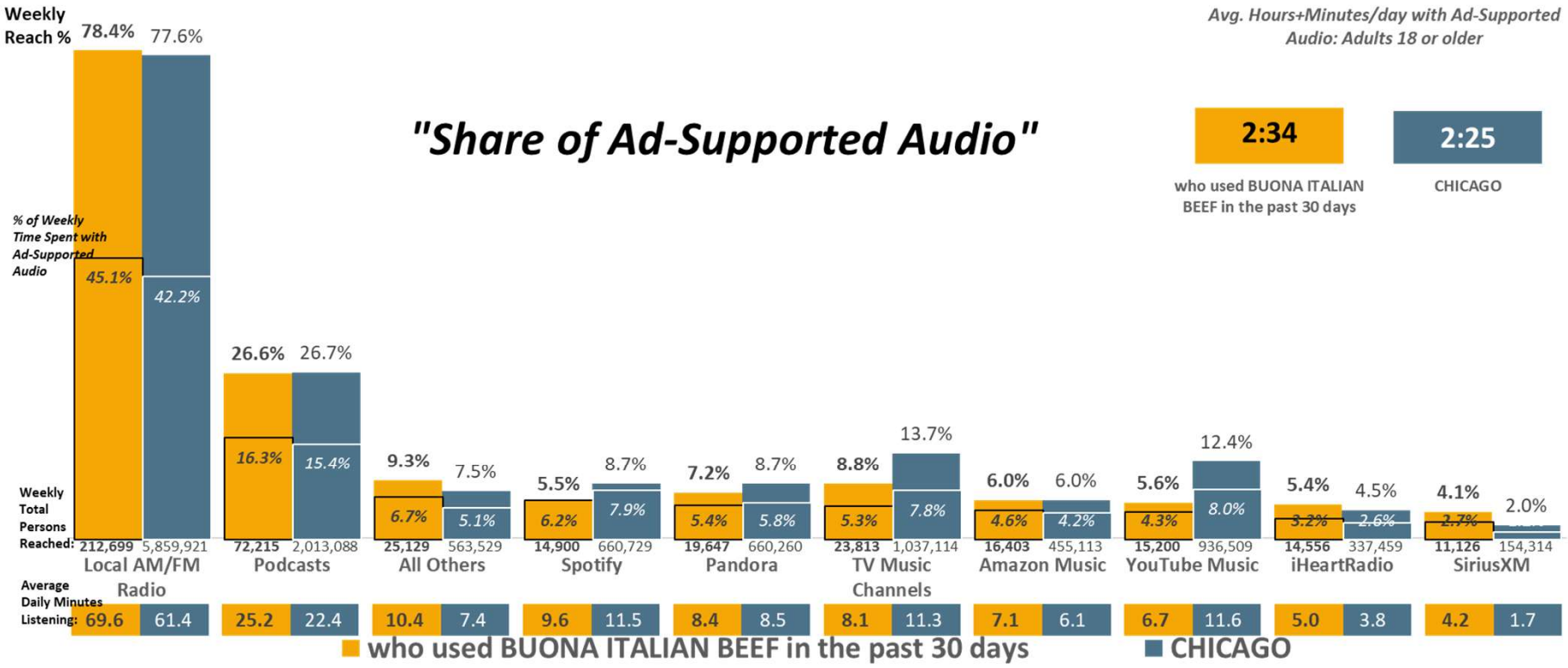
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 147 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

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

212,699 or 78.4% of Adults 18 or older who used BUONA ITALIAN BEEF in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 69.6 minutes every day representing 45.1% of all time spent daily with Ad-Supported Audio.



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 173 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

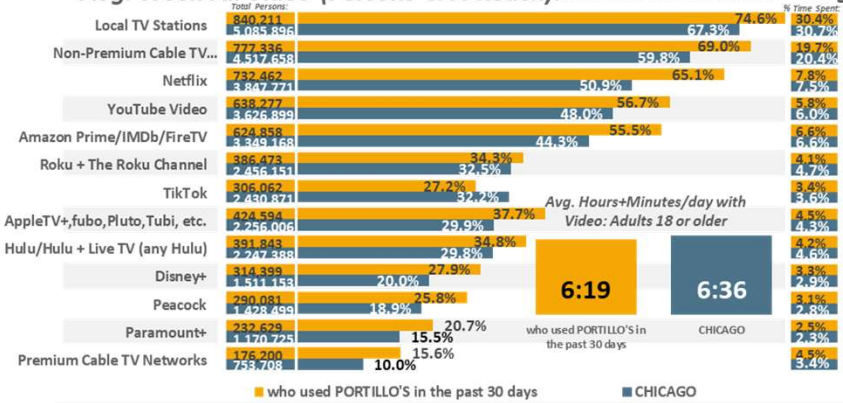
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

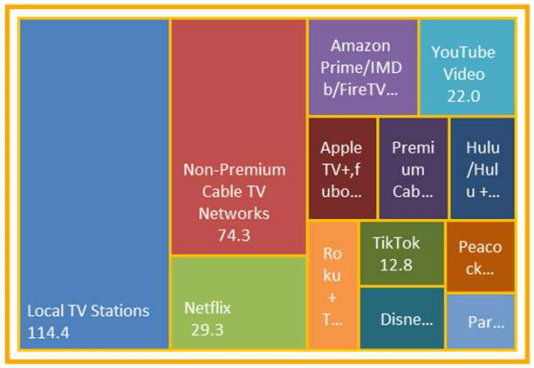
Quick service restaurants used past 30 days: Buona

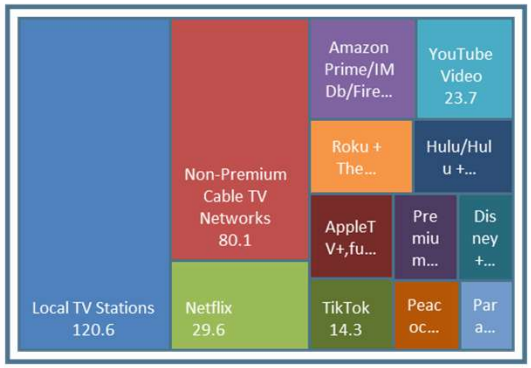
826,962 or 73.4% of Adults 18 or older who used PORTILLO'S in the past 30 days watch Ad-Supported Local TV Stations for an average of 108.4 minutes every day representing 35.2% of all time spent daily with Ad-Supported Video.

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

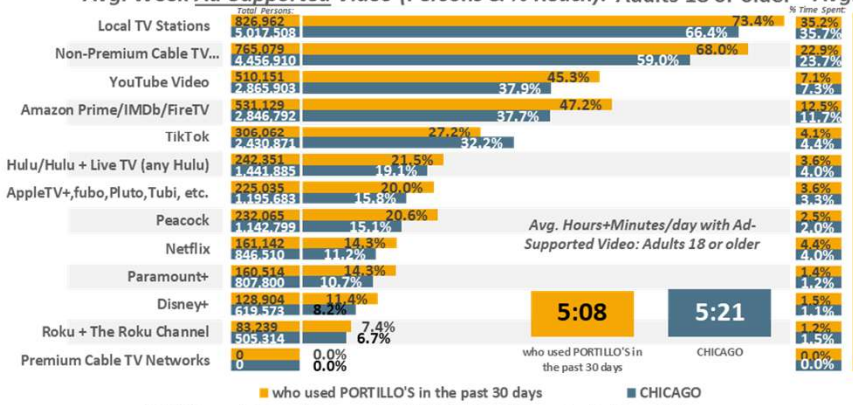


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

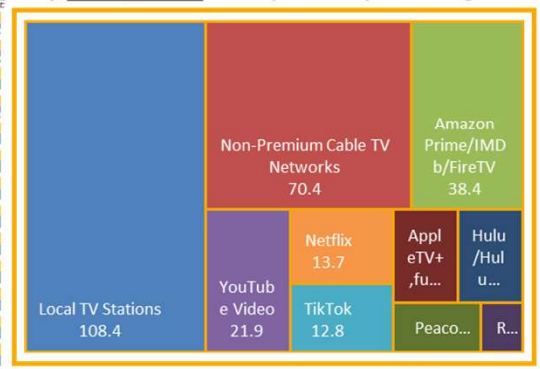


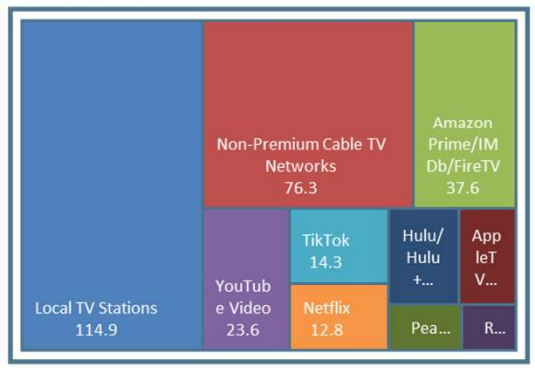


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 687

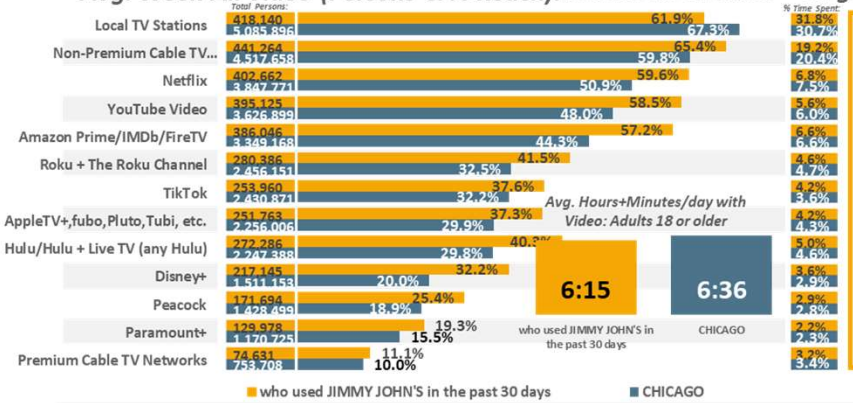
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

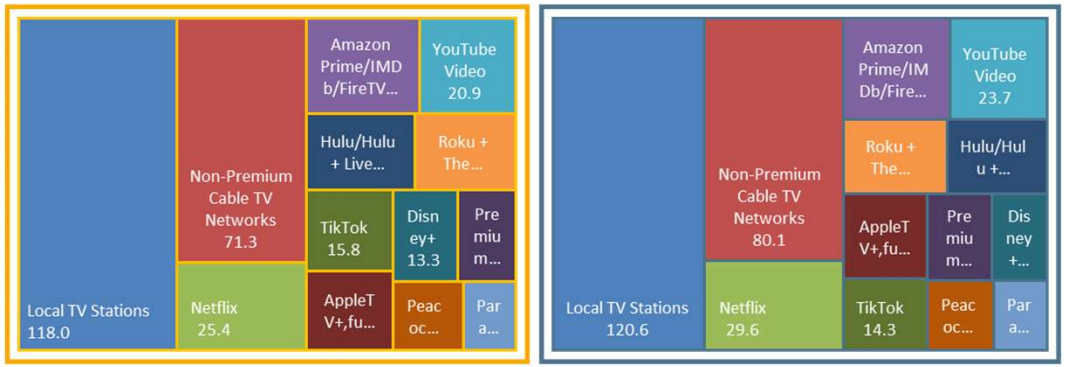
Quick service restaurants used past 30 days: Portillo's

411,792 or 61.% of Adults 18 or older who used JIMMY JOHN'S in the past 30 days watch Ad-Supported Local TV Stations for an average of 111.2 minutes every day representing 36.7% of all time spent daily with Ad-Supported Video.

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

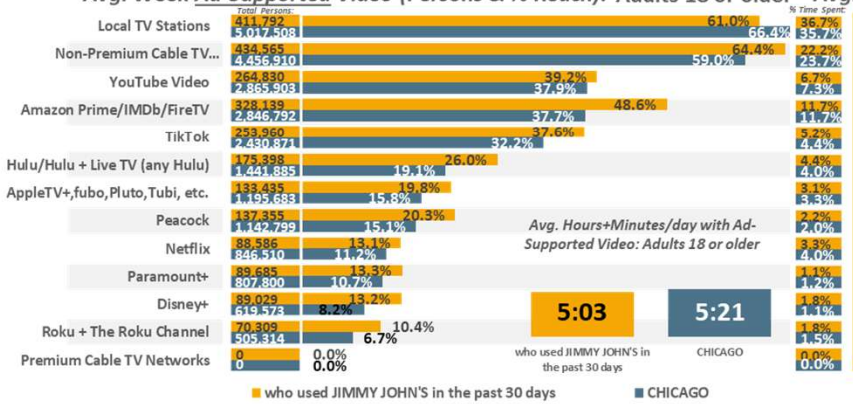


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

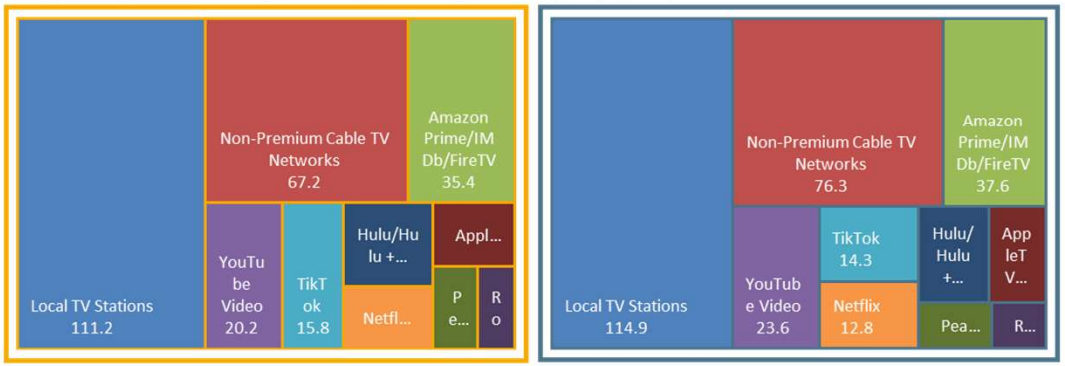


who used JIMMY JOHN'S in the past 30 days ■ CHICAGO

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



who used JIMMY JOHN'S in the past 30 days ■ CHICAGO

CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 388

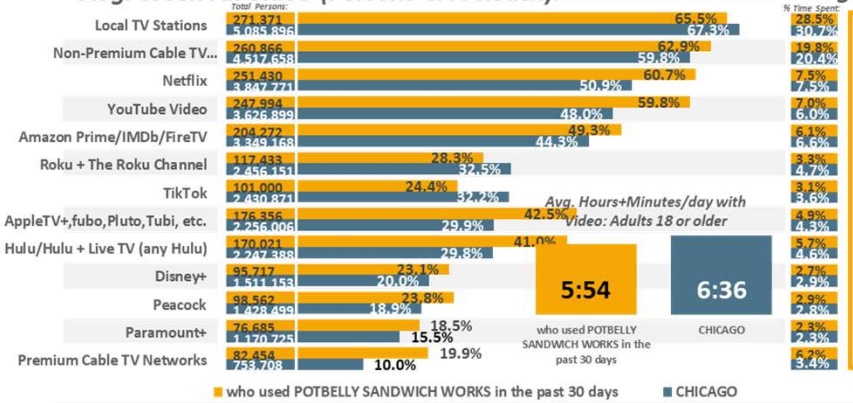
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

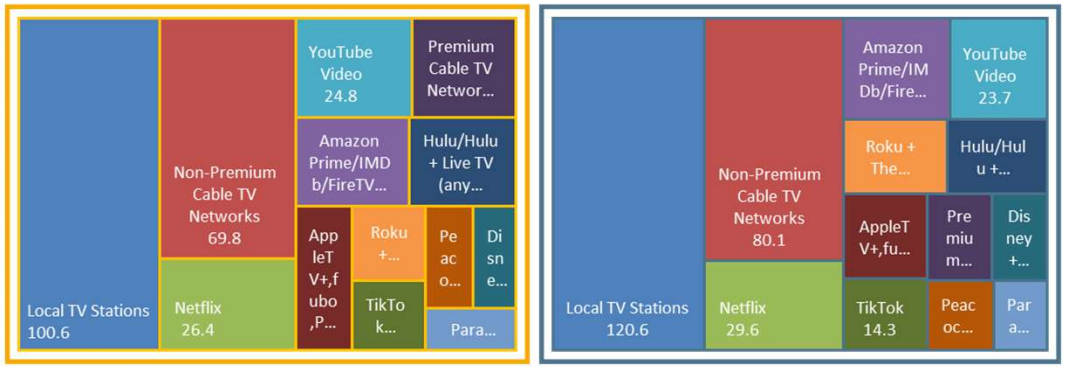
Quick service restaurants used past 30 days: Jimmy John's

268,585 or 64.8% of Adults 18 or older who used POTBELLY SANDWICH WORKS in the past 30 days watch Ad-Supported Local TV Stations for an average of 95.8 minutes every day representing 33.3% of all time spent daily with Ad-Supported Video.

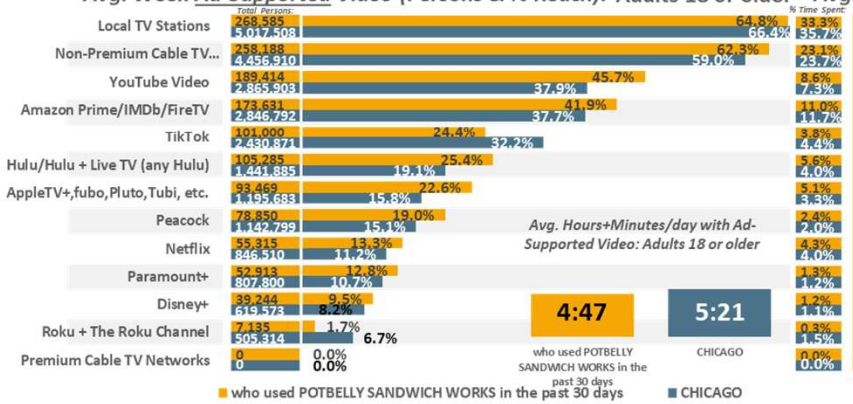
Avg. Week All Video (Persons & % Reach): Adults 18 or older



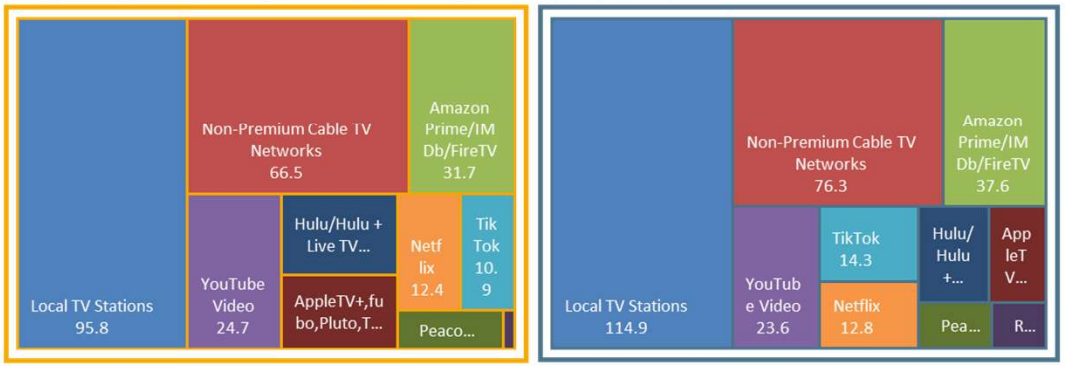
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 268

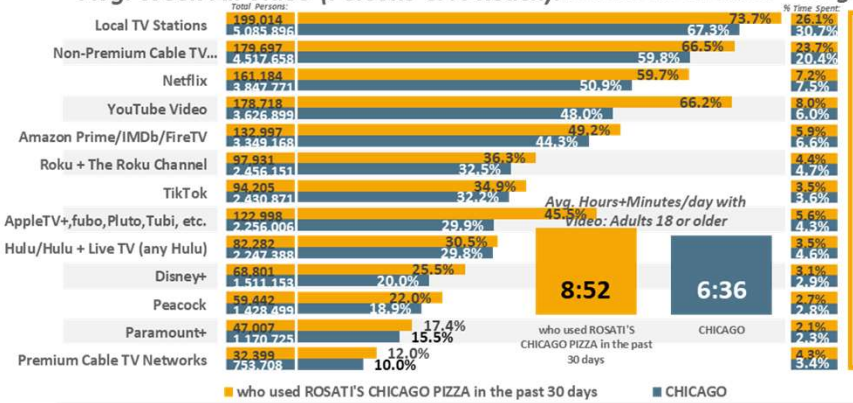
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

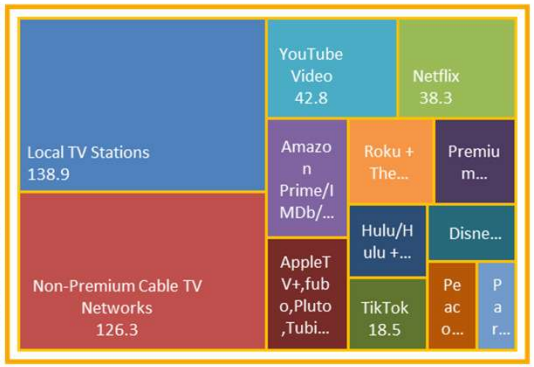
Quick service restaurants used past 30 days: Potbelly Sandwich Shop

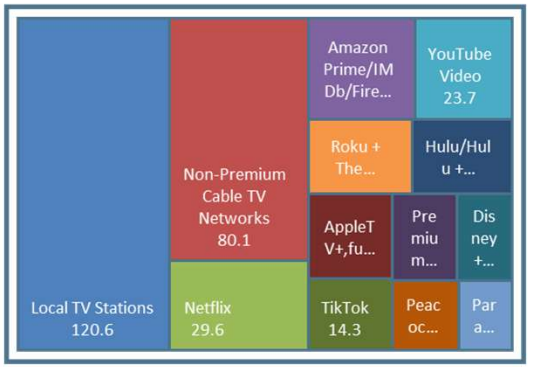
196,421 or 72.7% of Adults 18 or older who used ROSATI'S CHICAGO PIZZA in the past 30 days watch Ad-Supported Local TV Stations for an average of 131.5 minutes every day representing 30.2% of all time spent daily with Ad-Supported Video.

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

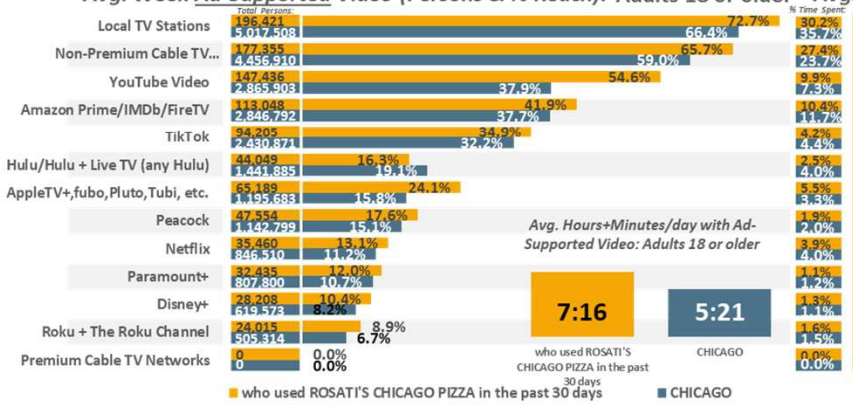


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

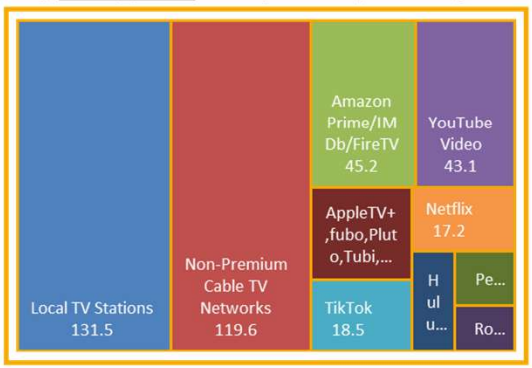


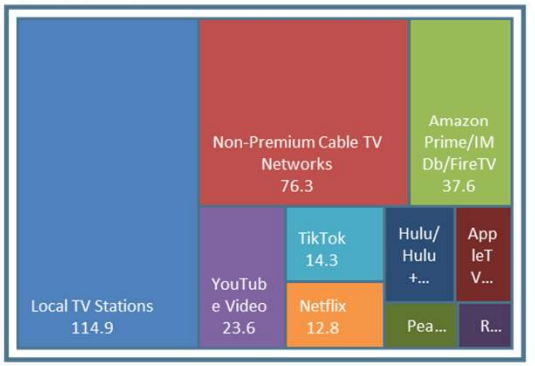


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 147

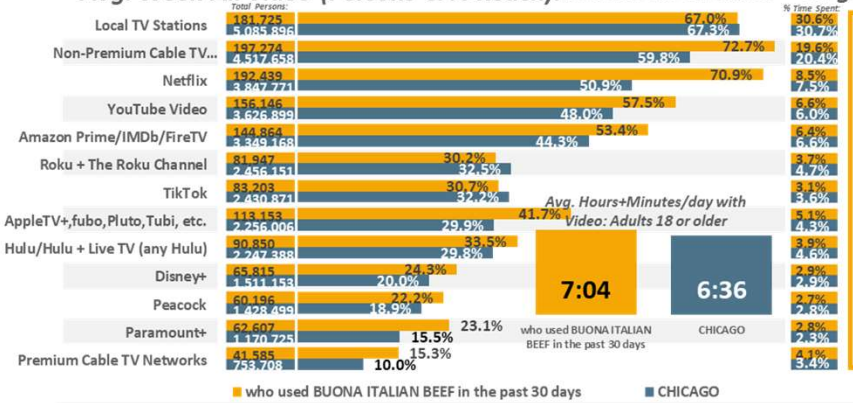
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

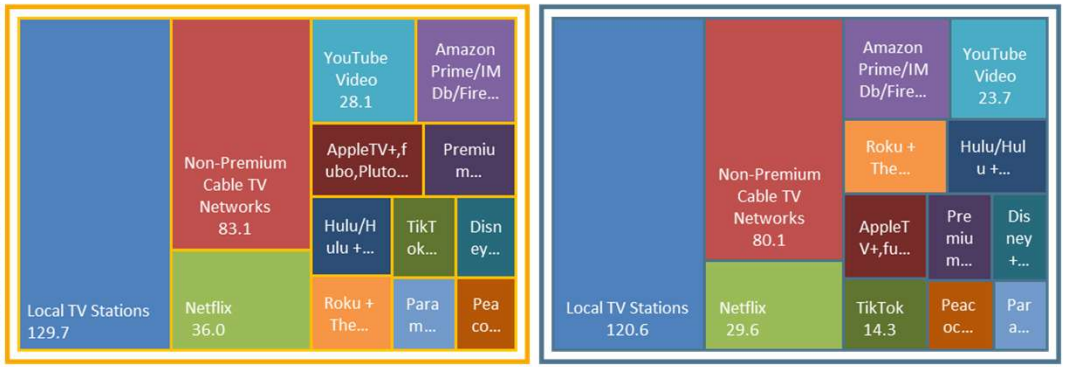
Quick service restaurants used past 30 days: Rosati's Pizza

179,885 or 66.3% of Adults 18 or older who used BUONA ITALIAN BEEF in the past 30 days watch Ad-Supported Local TV Stations for an average of 120. minutes every day representing 35.7% of all time spent daily with Ad-Supported Video.

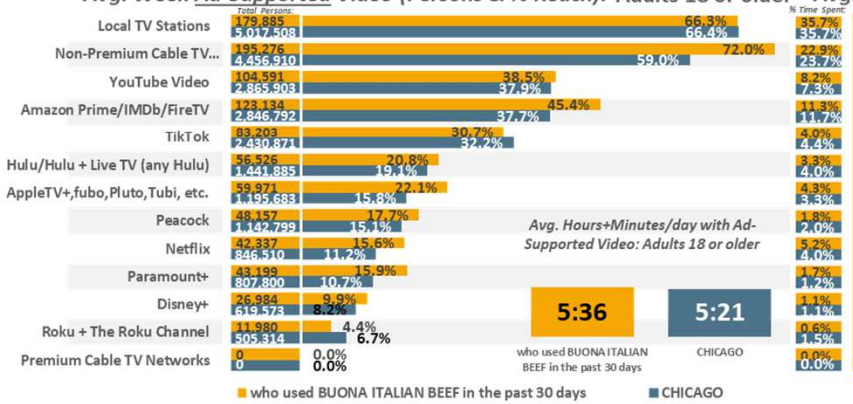
Avg. Week All Video (Persons & % Reach): Adults 18 or older



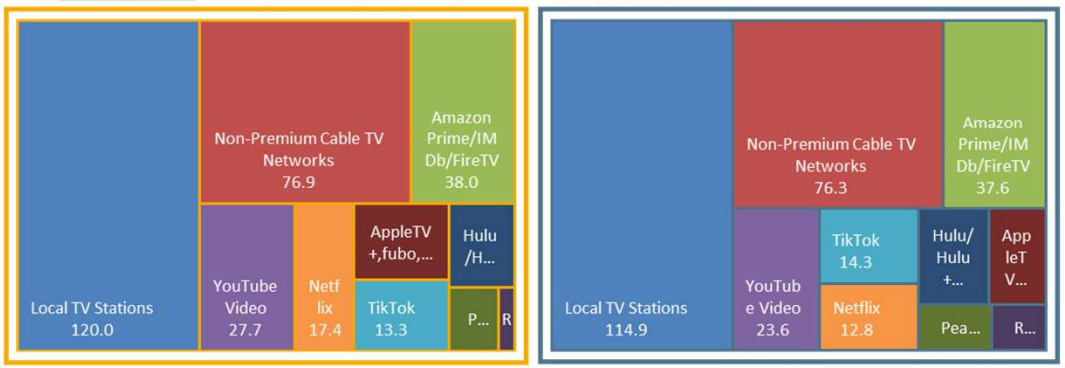
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



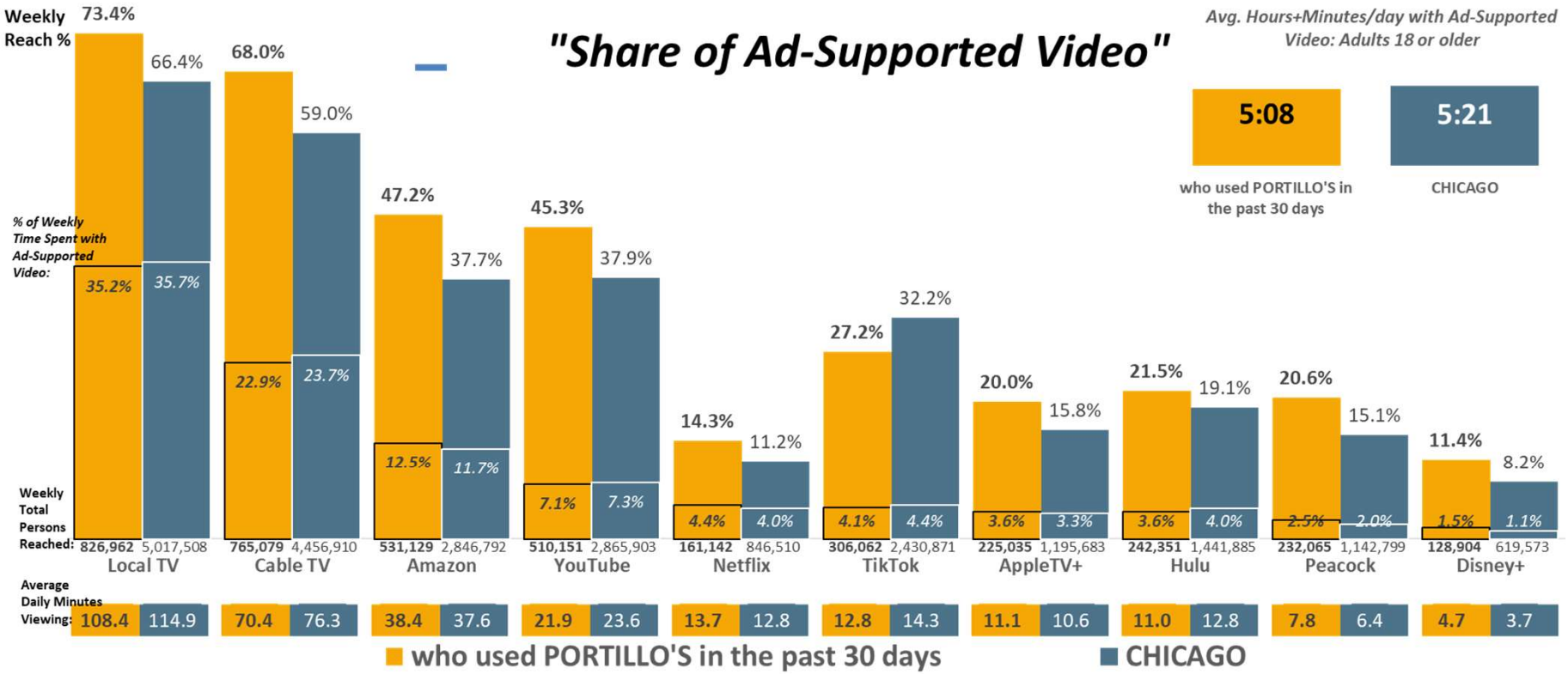
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 173

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Buona

826,962 or 73.4% of Adults 18 or older who used PORTILLO'S in the past 30 days watch Ad-Supported Local TV Stations for an average of 108.4 minutes every day representing 35.2% of all time spent daily with Ad-Supported Video.



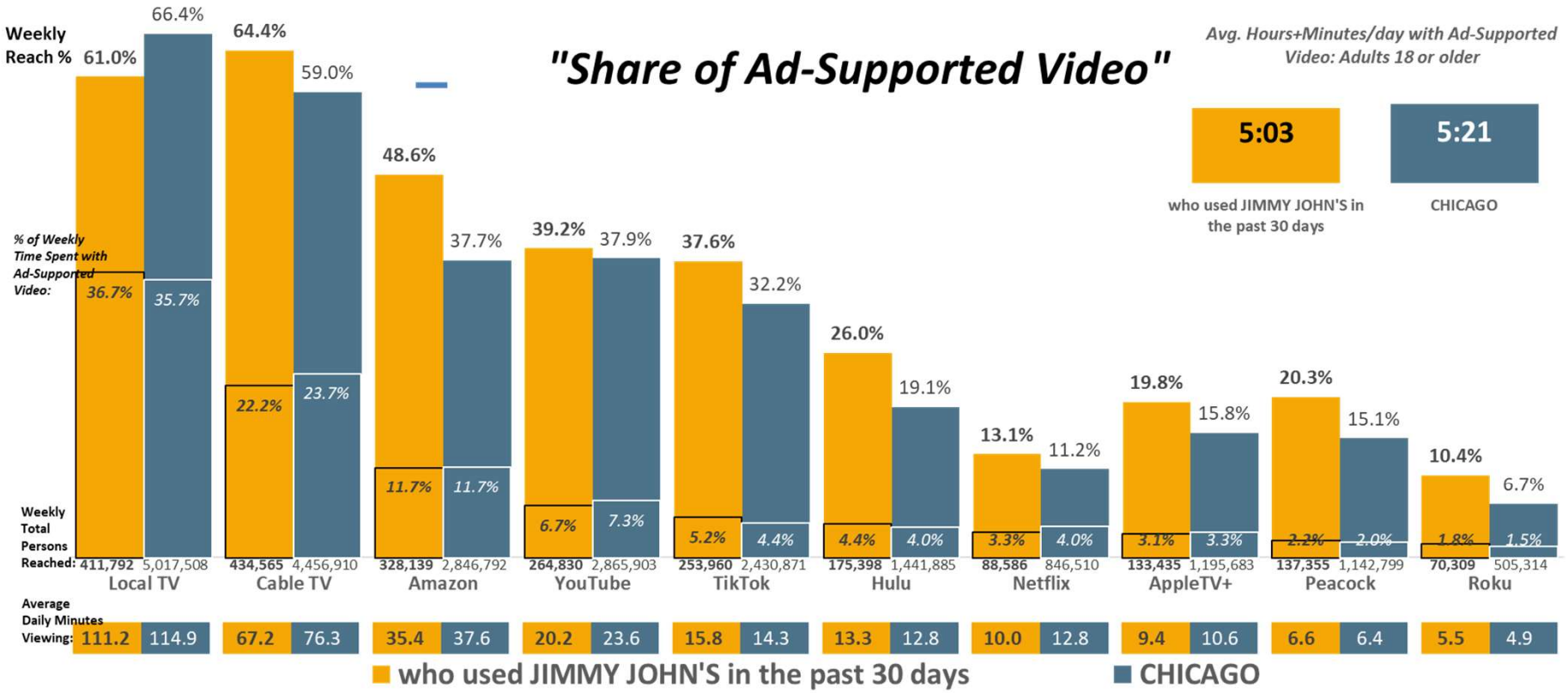
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 687 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Portillo's

411,792 or 61.% of Adults 18 or older who used JIMMY JOHN'S in the past 30 days watch Ad-Supported Local TV Stations for an average of 111.2 minutes every day representing 36.7% of all time spent daily with Ad-Supported Video.



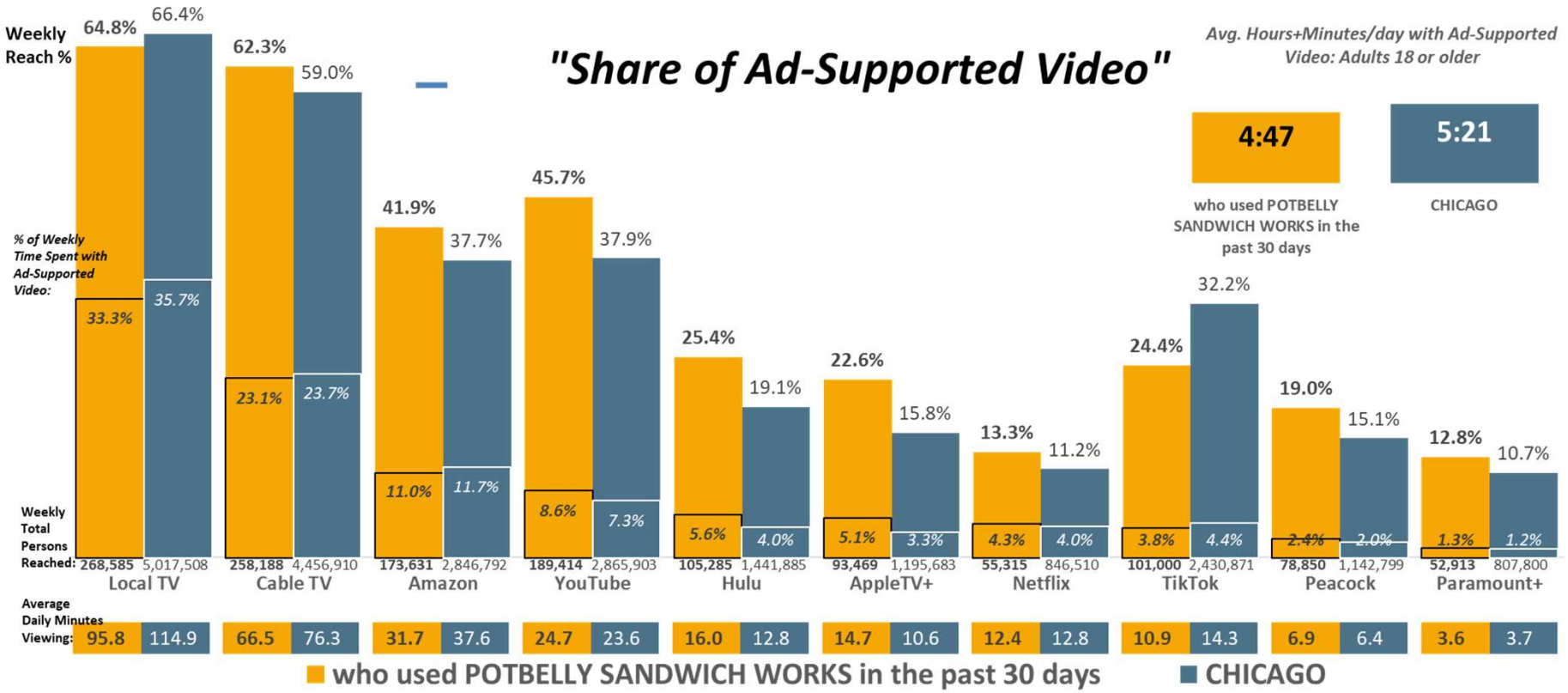
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 388 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

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

268,585 or 64.8% of Adults 18 or older who used POTBELLY SANDWICH WORKS in the past 30 days watch Ad-Supported Local TV Stations for an average of 95.8 minutes every day representing 33.3% of all time spent daily with Ad-Supported Video.



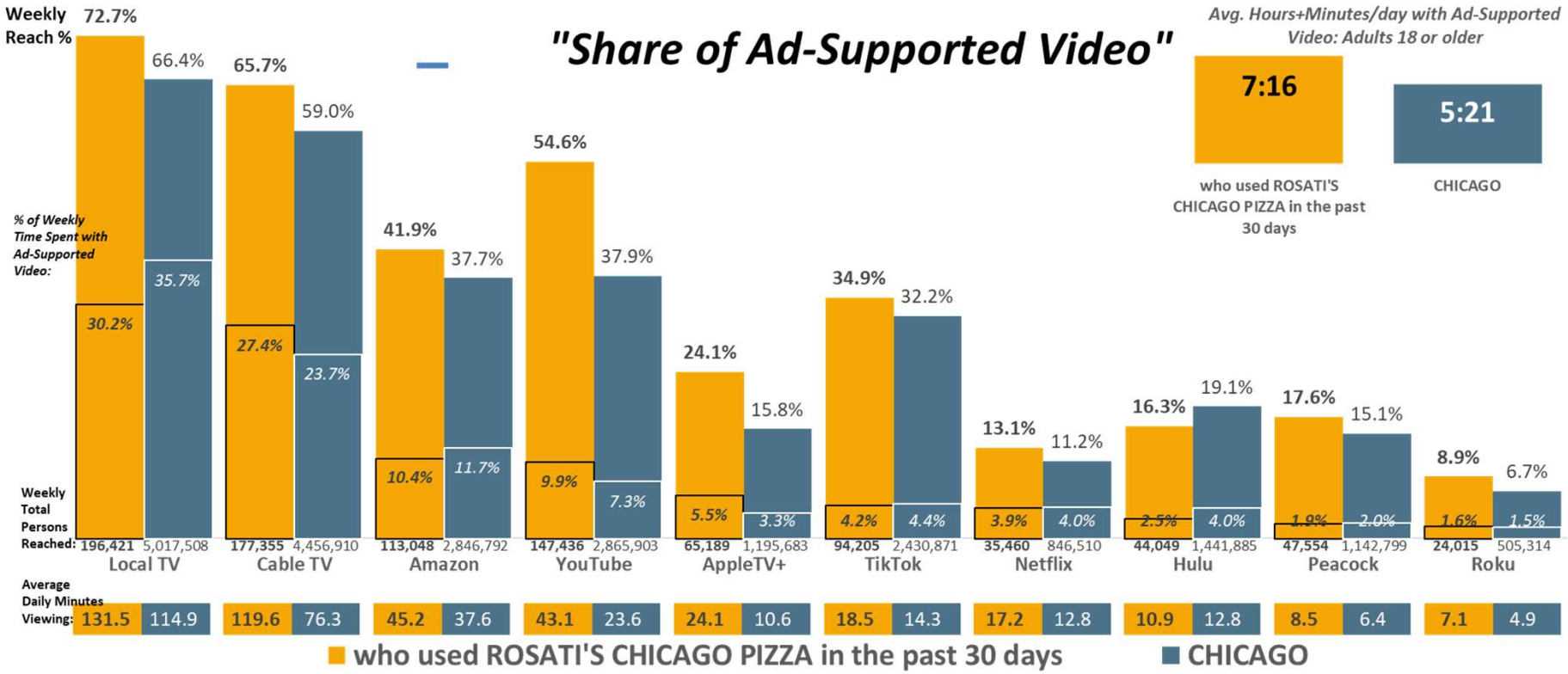
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 268 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Potbelly Sandwich Shop

196,421 or 72.7% of Adults 18 or older who used ROSATI'S CHICAGO PIZZA in the past 30 days watch Ad-Supported Local TV Stations for an average of 131.5 minutes every day representing 30.2% of all time spent daily with Ad-Supported Video.



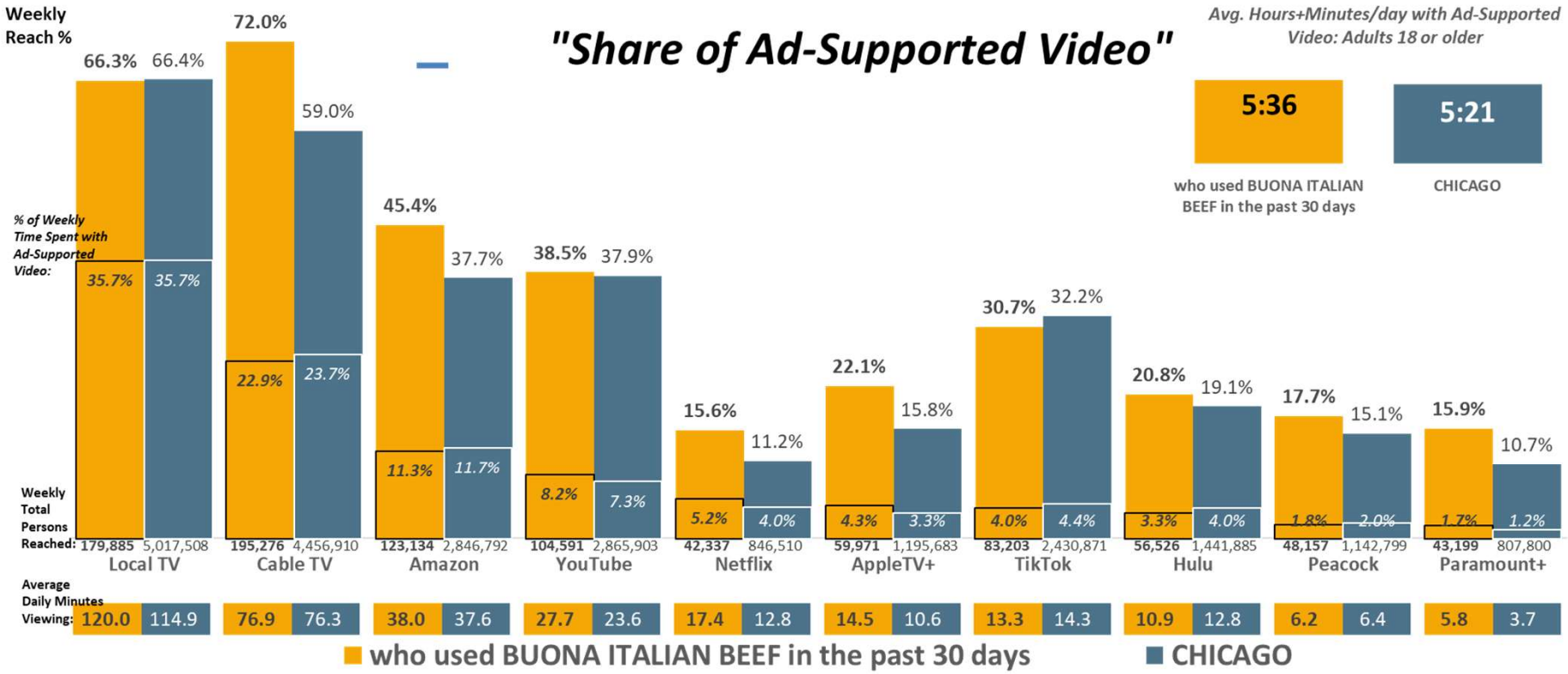
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 147 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

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

179,885 or 66.3% of Adults 18 or older who used BUONA ITALIAN BEEF in the past 30 days watch Ad-Supported Local TV Stations for an average of 120. minutes every day representing 35.7% of all time spent daily with Ad-Supported Video.



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 173 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

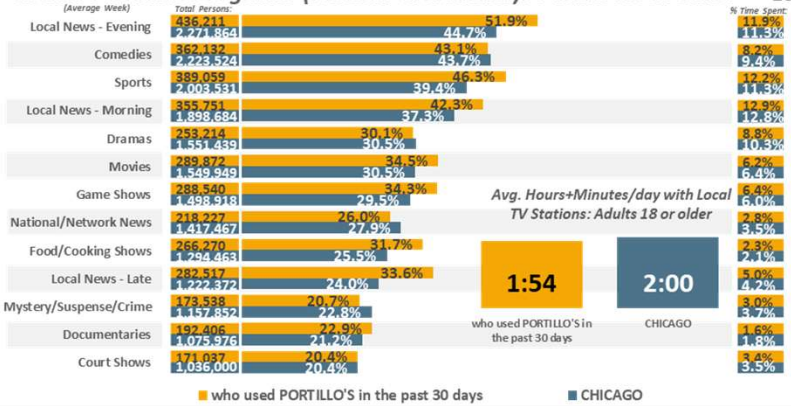
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

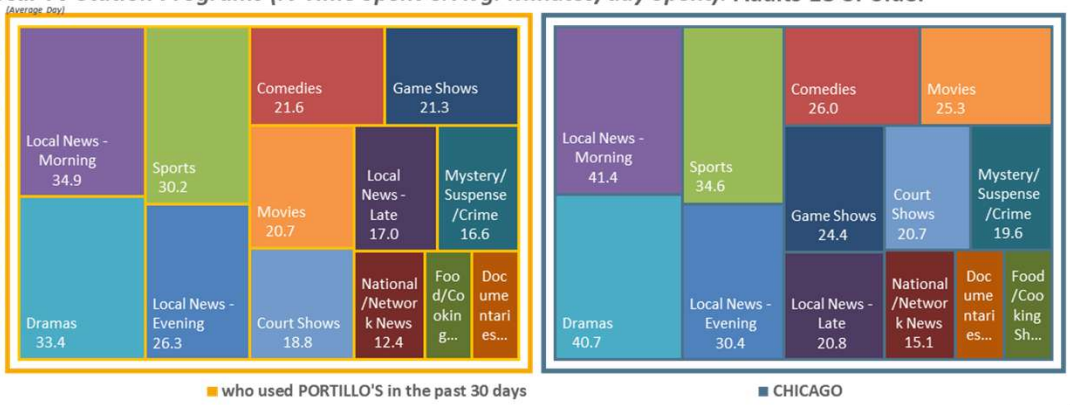
Quick service restaurants used past 30 days: Buona

826,962 or 73.4% of Adults 18 or older who used PORTILLO'S in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Game Shows, and Movies.

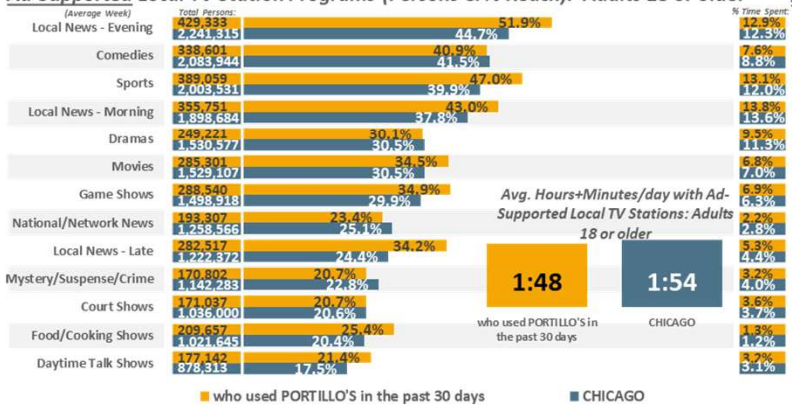
Local TV Station Programs (Persons & % Reach): Adults 18 or older



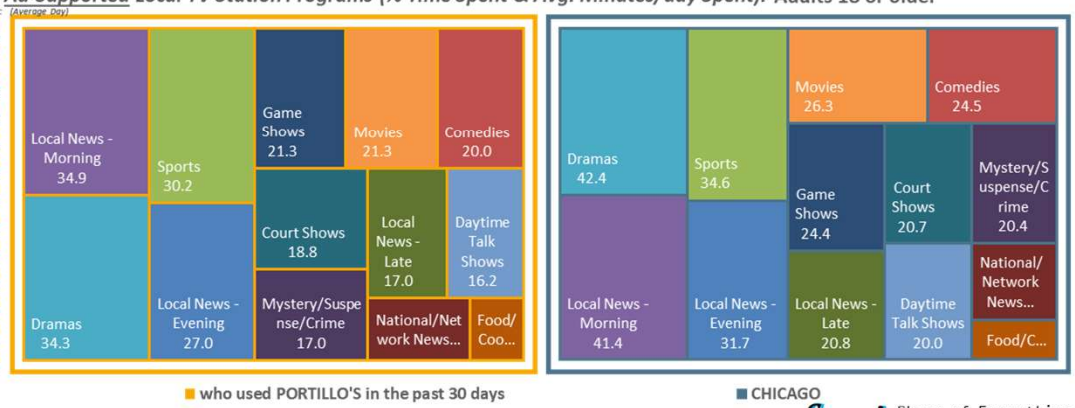
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 687

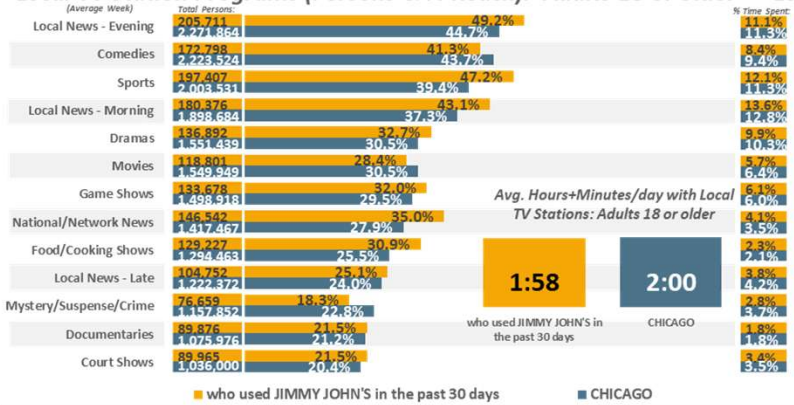
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

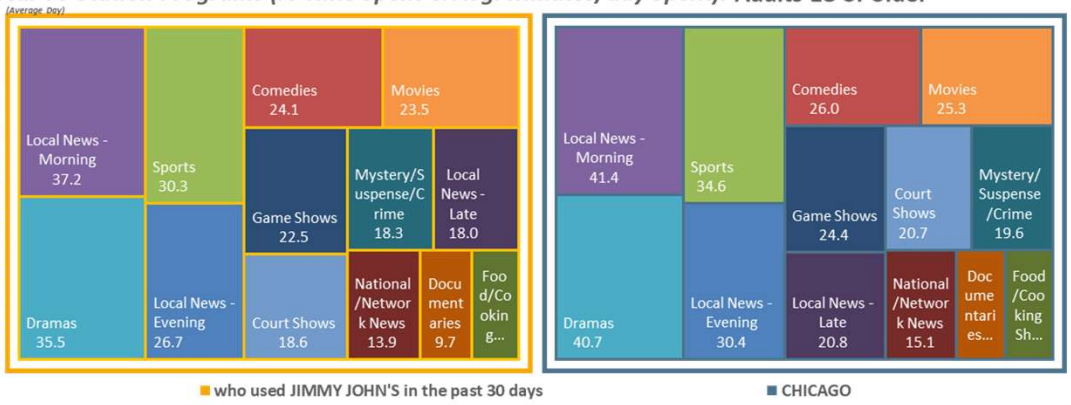
Quick service restaurants used past 30 days: Portillo's

411,792 or 61.% of Adults 18 or older who used JIMMY JOHN'S in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Dramas, and Game Shows.

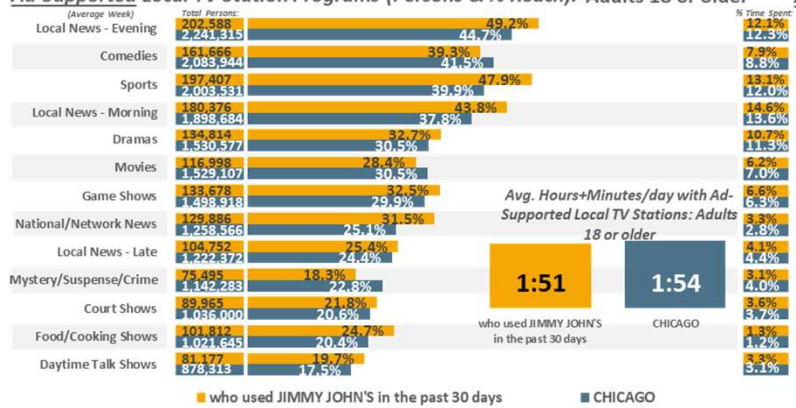
Local TV Station Programs (Persons & % Reach): Adults 18 or older



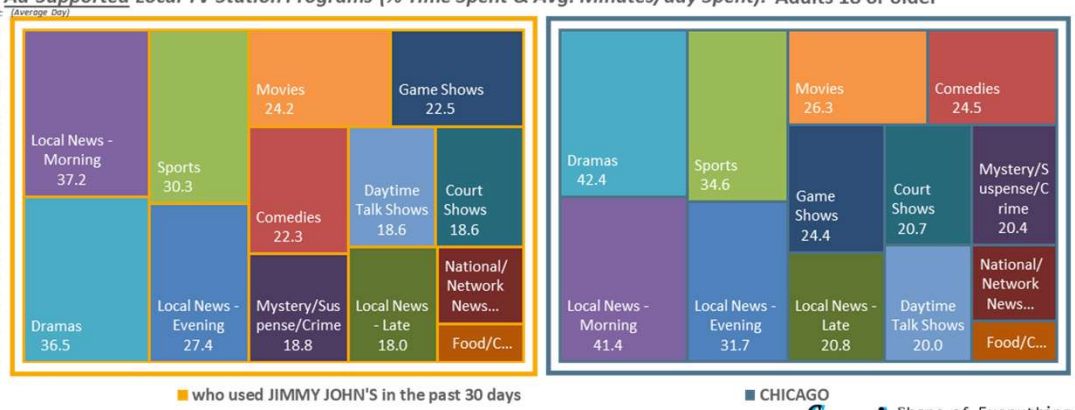
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 388

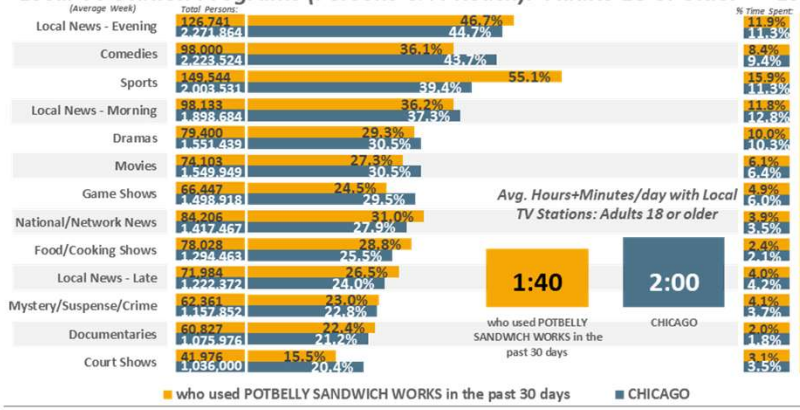
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

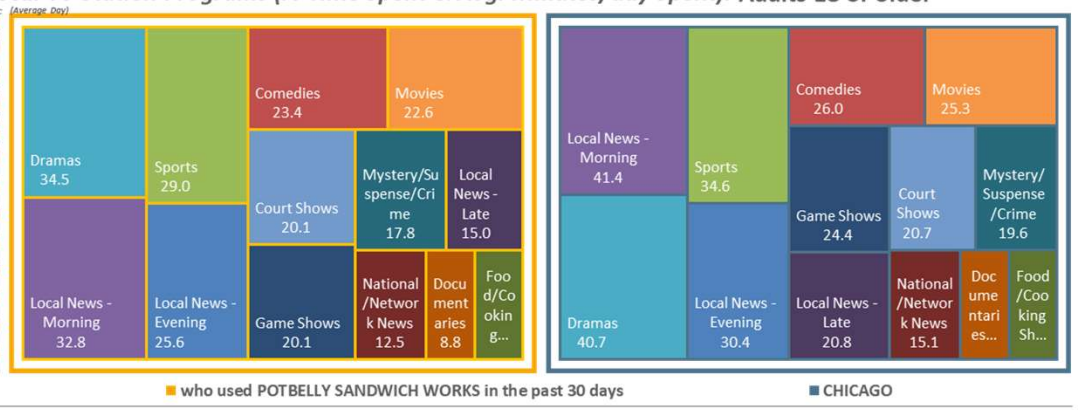
Quick service restaurants used past 30 days: Jimmy John's

268,585 or 64.8% of Adults 18 or older who used POTBELLY SANDWICH WORKS in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Dramas, and National/Network News.

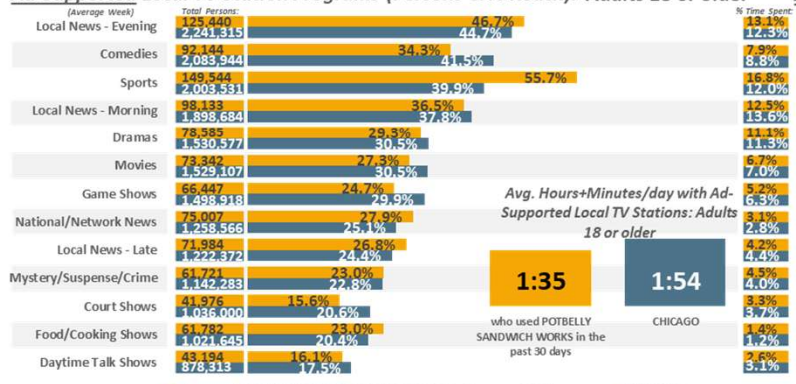
Local TV Station Programs (Persons & % Reach): Adults 18 or older



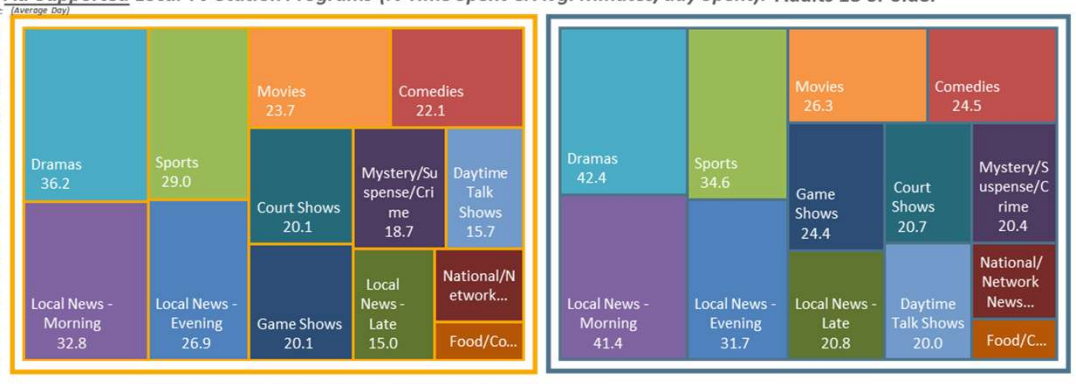
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 268

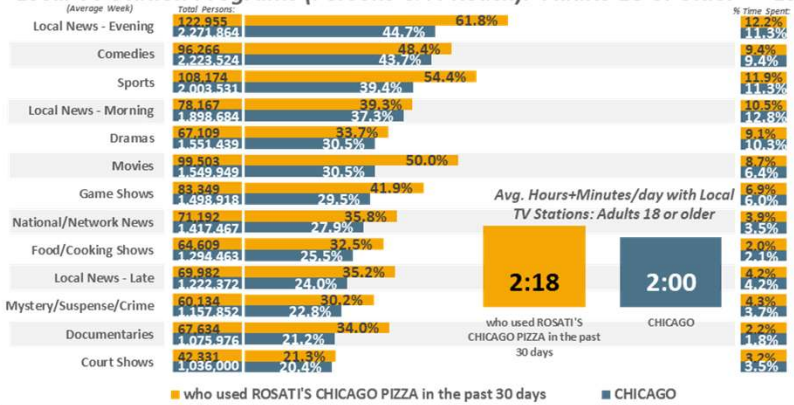
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

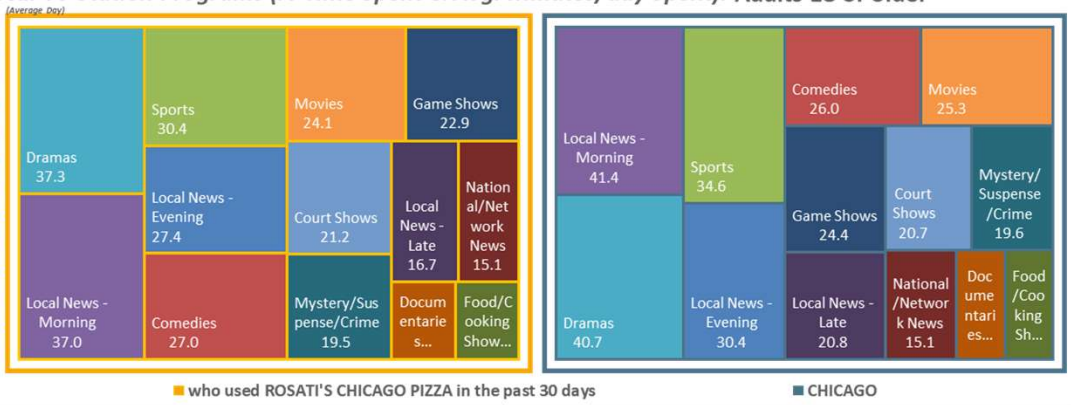
Quick service restaurants used past 30 days: Potbelly Sandwich Shop

196,421 or 72.7% of Adults 18 or older who used ROSATI'S CHICAGO PIZZA in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Movies, Comedies, Game Shows, and Local News - Morning.

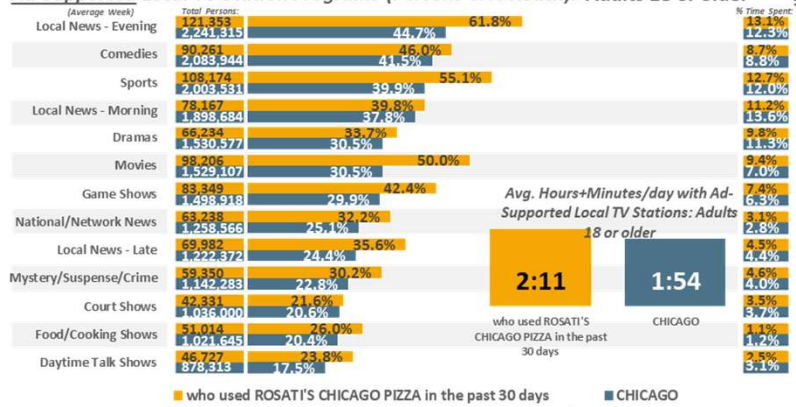
Local TV Station Programs (Persons & % Reach): Adults 18 or older



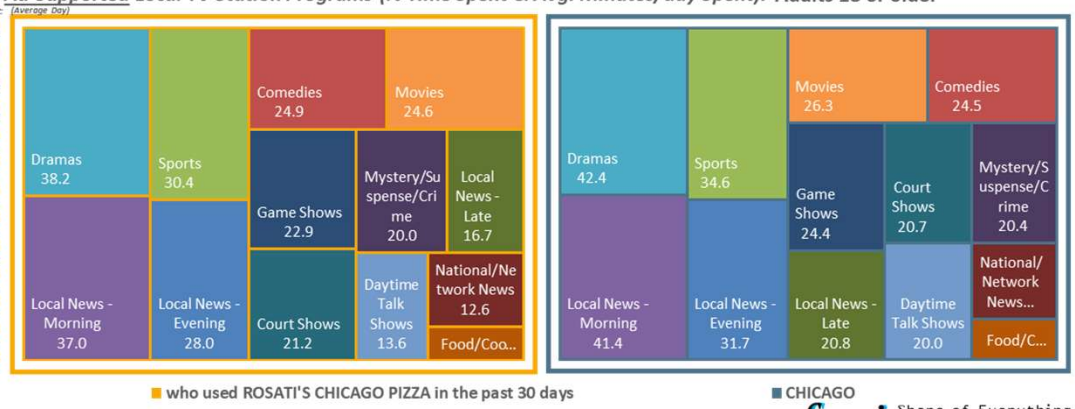
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 147

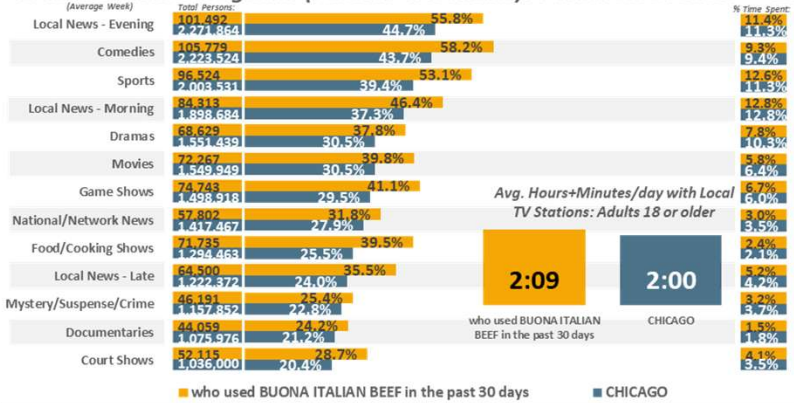
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

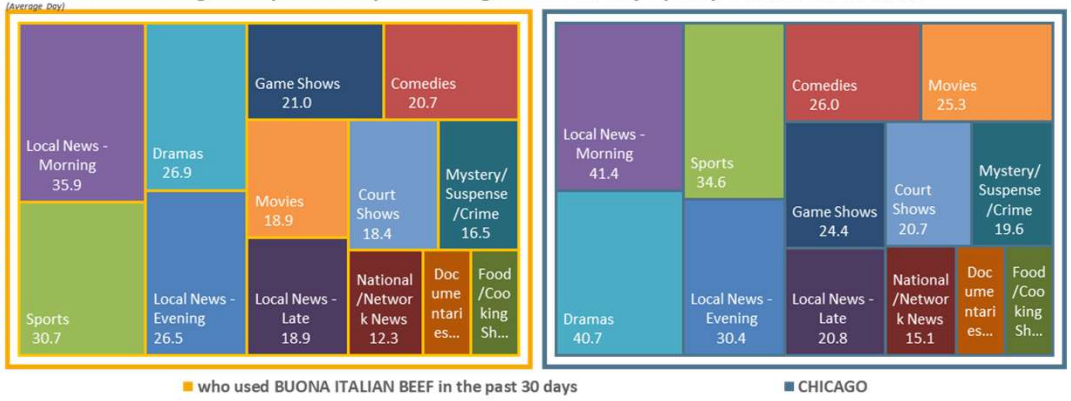
Quick service restaurants used past 30 days: Rosati's Pizza

179,885 or 66.3% of Adults 18 or older who used BUONA ITALIAN BEEF in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Sports, Local News - Morning, Game Shows, and Movies.

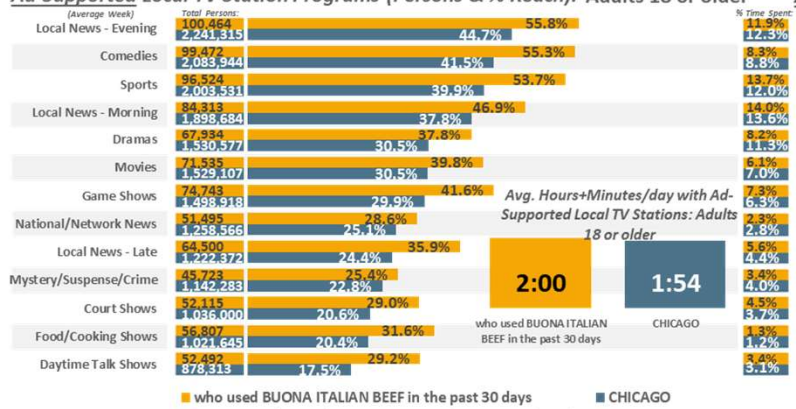
Local TV Station Programs (Persons & % Reach): Adults 18 or older



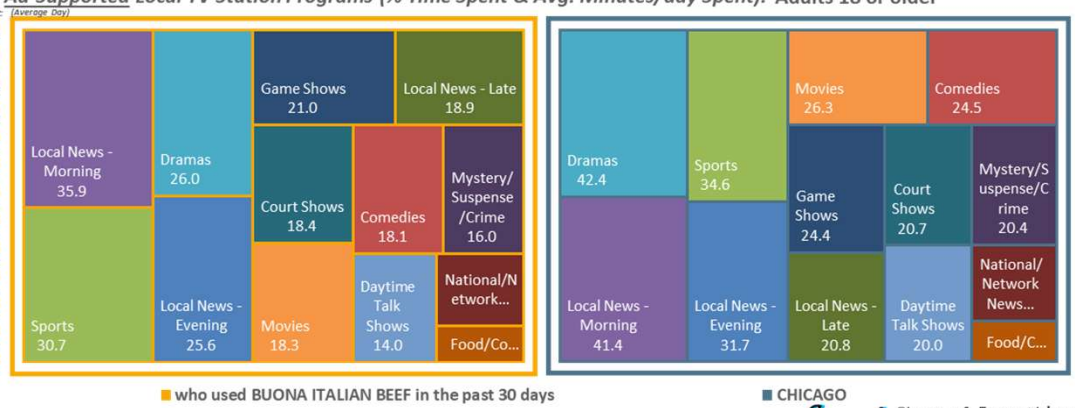
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 173

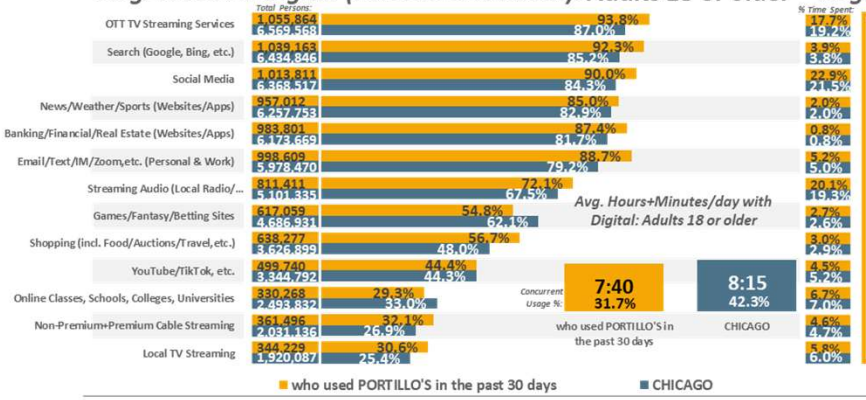
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

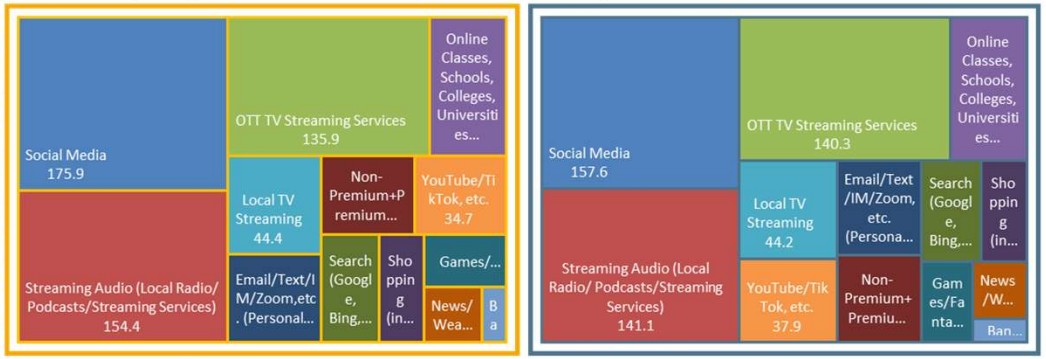
Quick service restaurants used past 30 days: Buona

884,903 or 78.6% of Adults 18 or older who used PORTILLO'S in the past 30 days use Ad-Supported Social Media for an average of 153.6 minutes every day representing 27.3% of all time spent daily with Ad-Supported Digital Media.

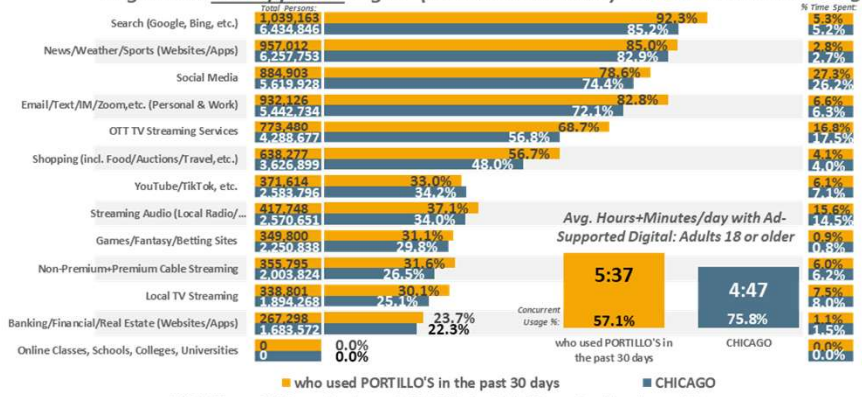
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



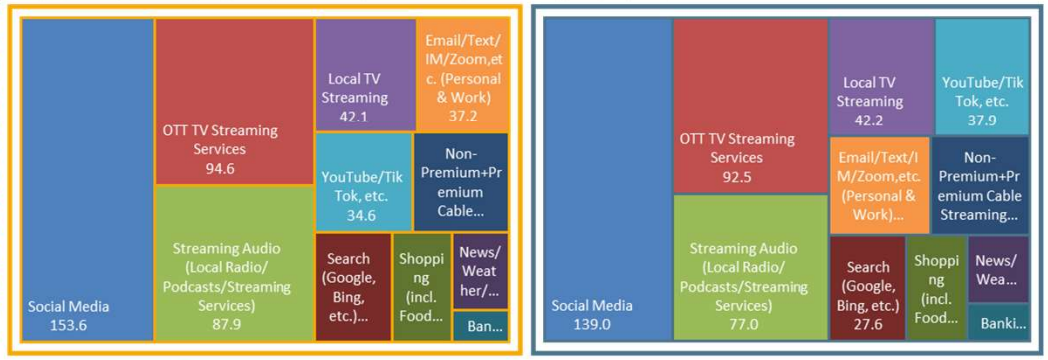
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 687

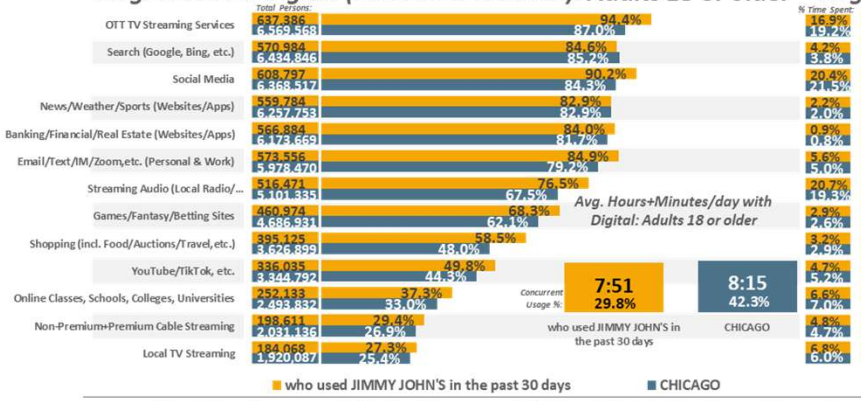
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

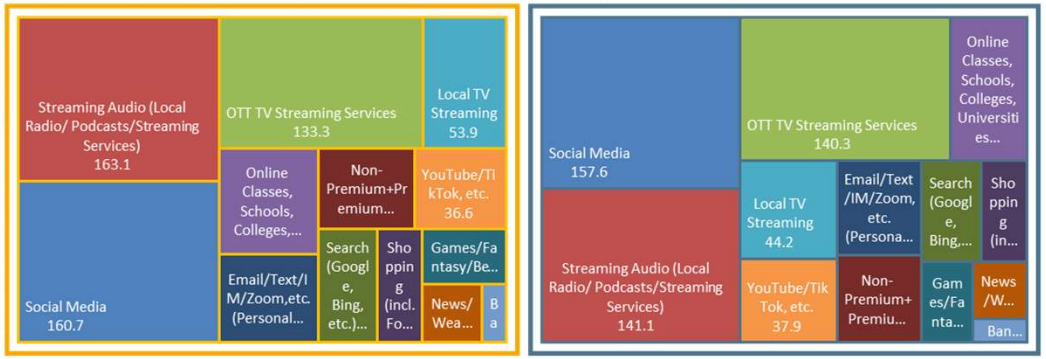
Quick service restaurants used past 30 days: Portillo's

536,251 or 79.4% of Adults 18 or older who used JIMMY JOHN'S in the past 30 days use Ad-Supported Social Media for an average of 141.5 minutes every day representing 25.2% of all time spent daily with Ad-Supported Digital Media.

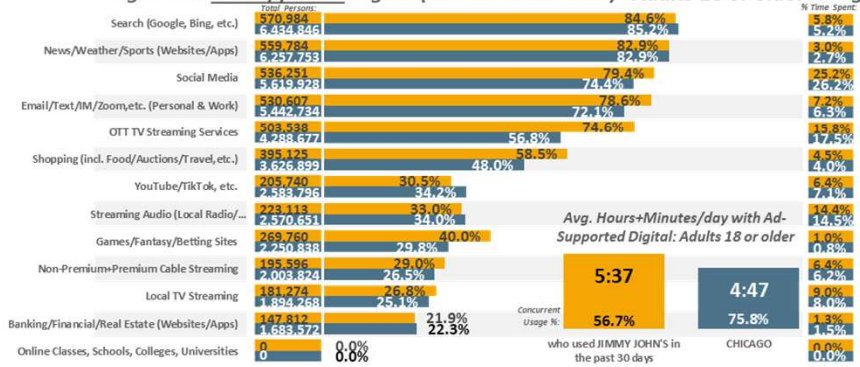
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



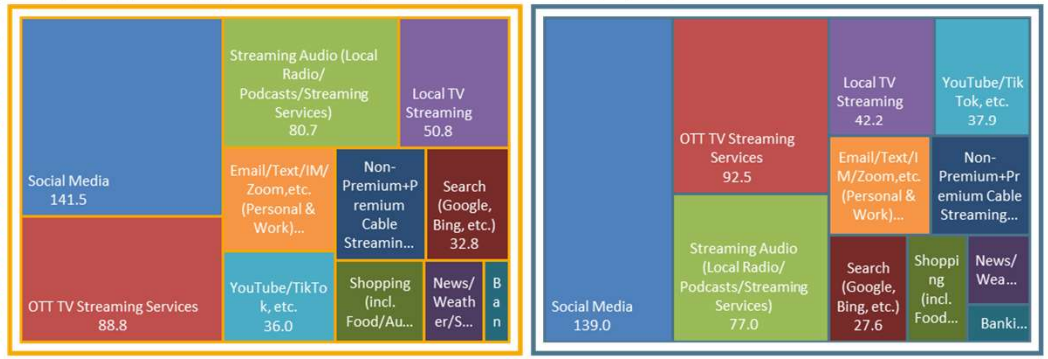
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 388

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

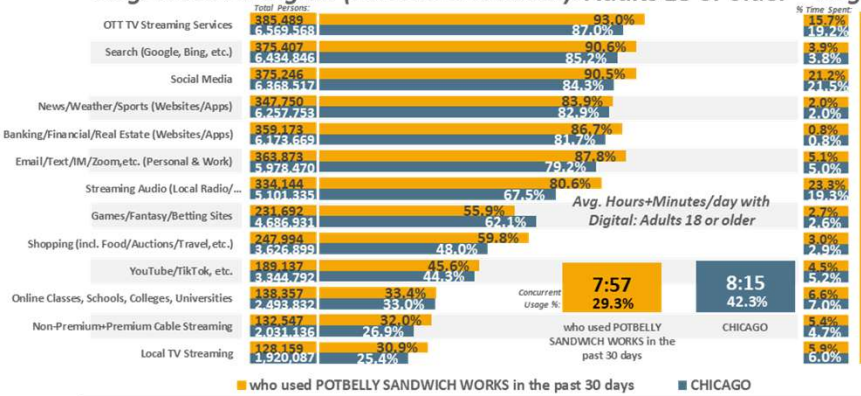
soefa.ai Share of Everything for Anything ©

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

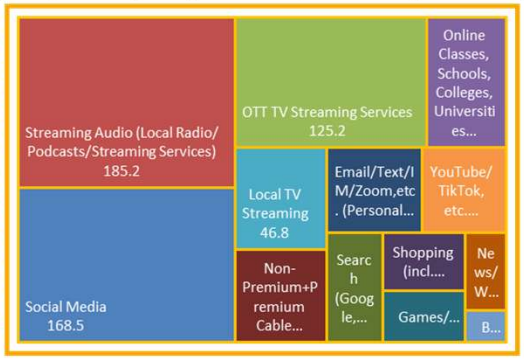


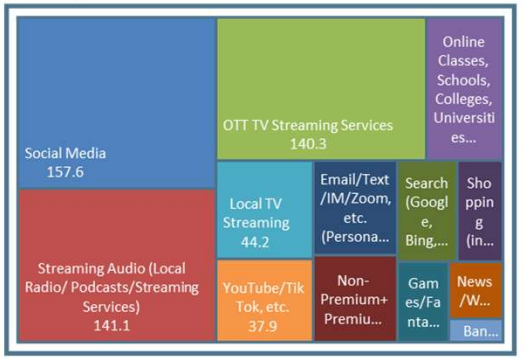
324,772 or 78.4% of Adults 18 or older who used POTBELLY SANDWICH WORKS in the past 30 days use Ad-Supported Social Media for an average of 145.8 minutes every day representing 25.3% of all time spent daily with Ad-Supported Digital Media.

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

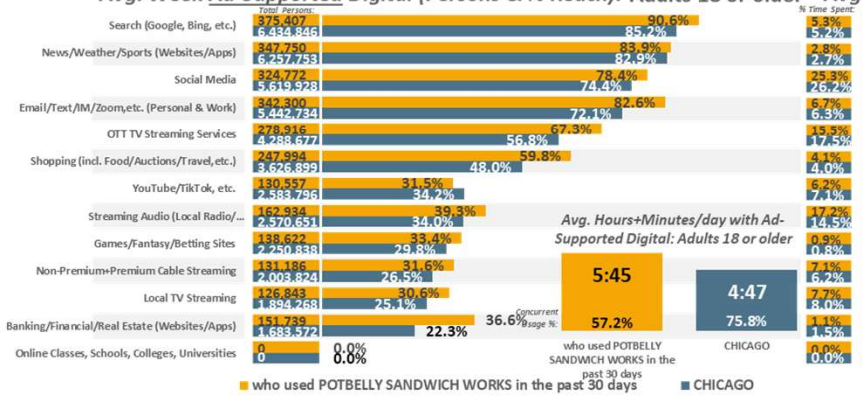


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

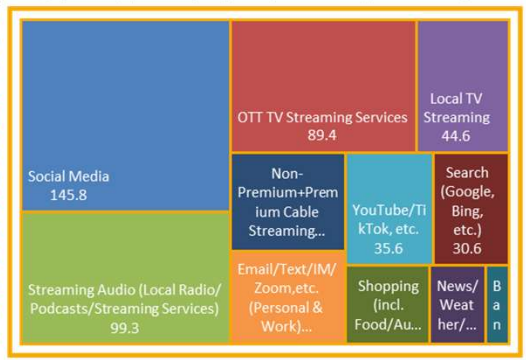


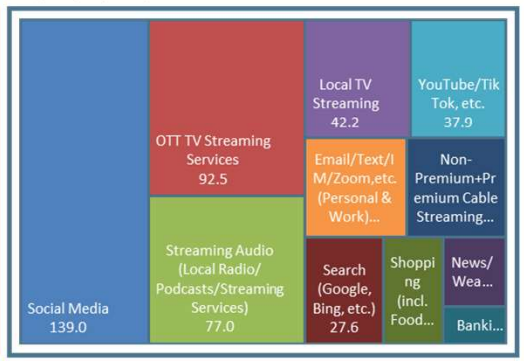


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 268

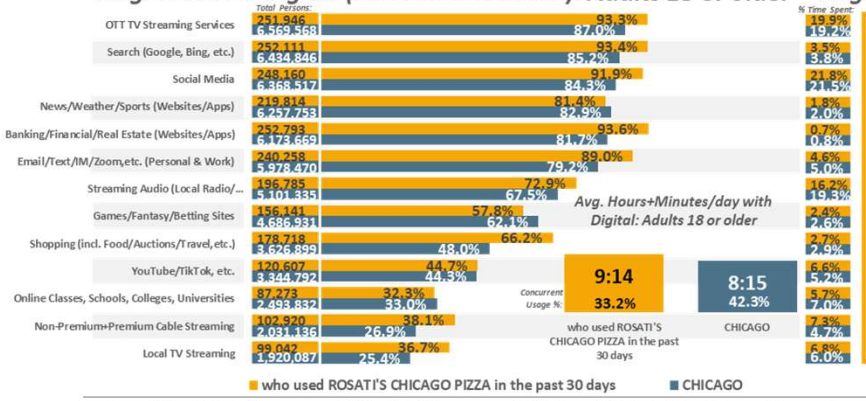
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

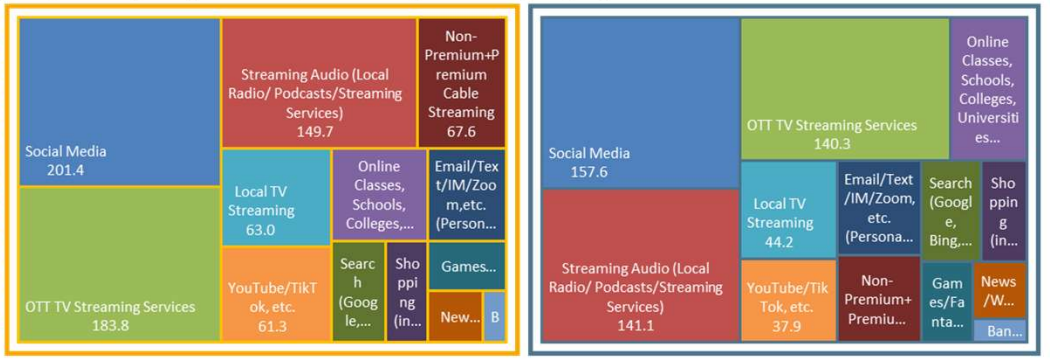
Quick service restaurants used past 30 days: Potbelly Sandwich Shop

217,058 or 80.4% of Adults 18 or older who used ROSATI'S CHICAGO PIZZA in the past 30 days use Ad-Supported Social Media for an average of 176.1 minutes every day representing 25.3% of all time spent daily with Ad-Supported Digital Media.

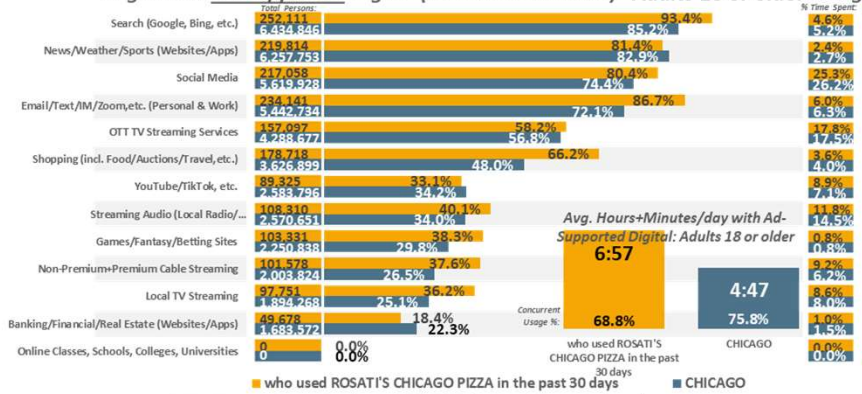
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



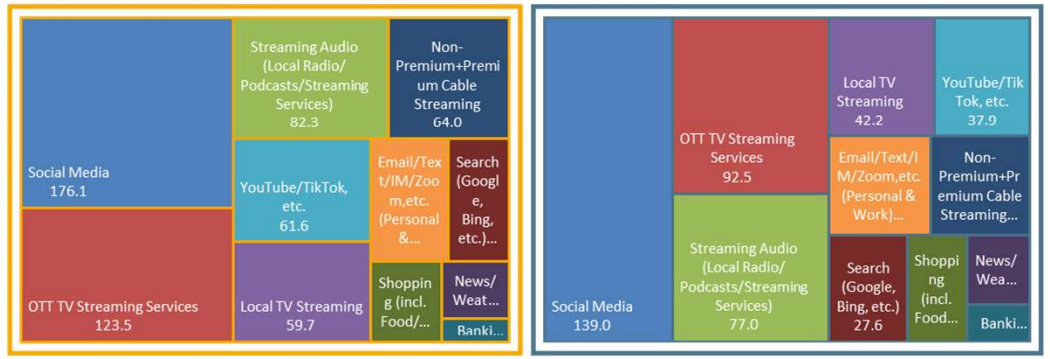
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 147

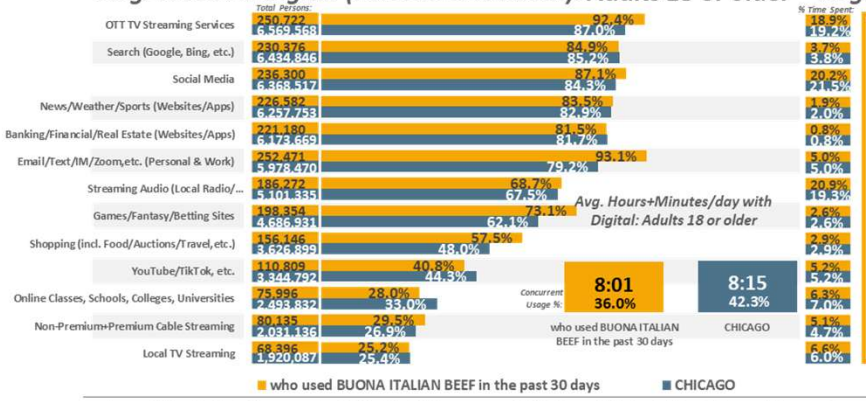
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

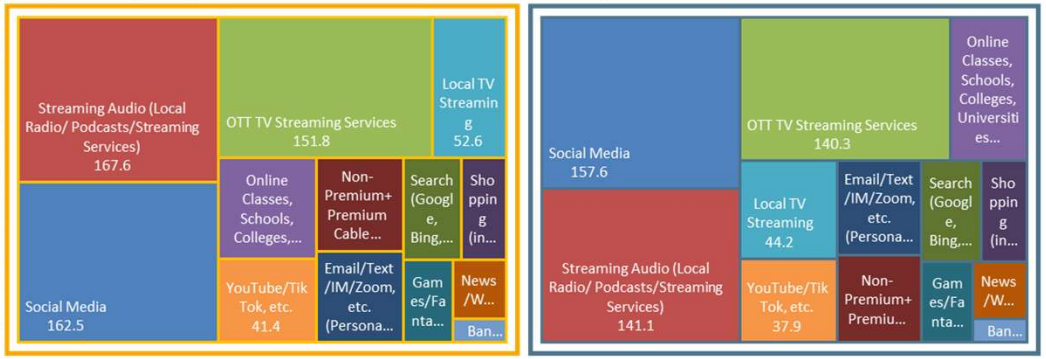
Quick service restaurants used past 30 days: Rosati's Pizza

180,388 or 66.5% of Adults 18 or older who used BUONA ITALIAN BEEF in the past 30 days use Ad-Supported Social Media for an average of 124. minutes every day representing 22.7% of all time spent daily with Ad-Supported Digital Media.

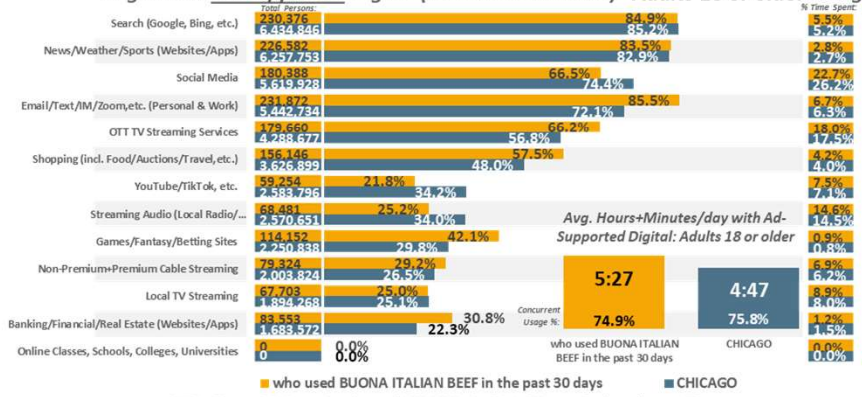
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



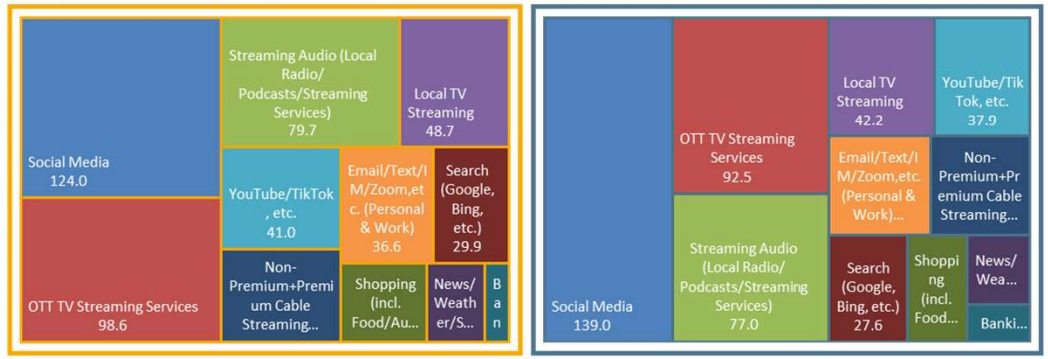
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



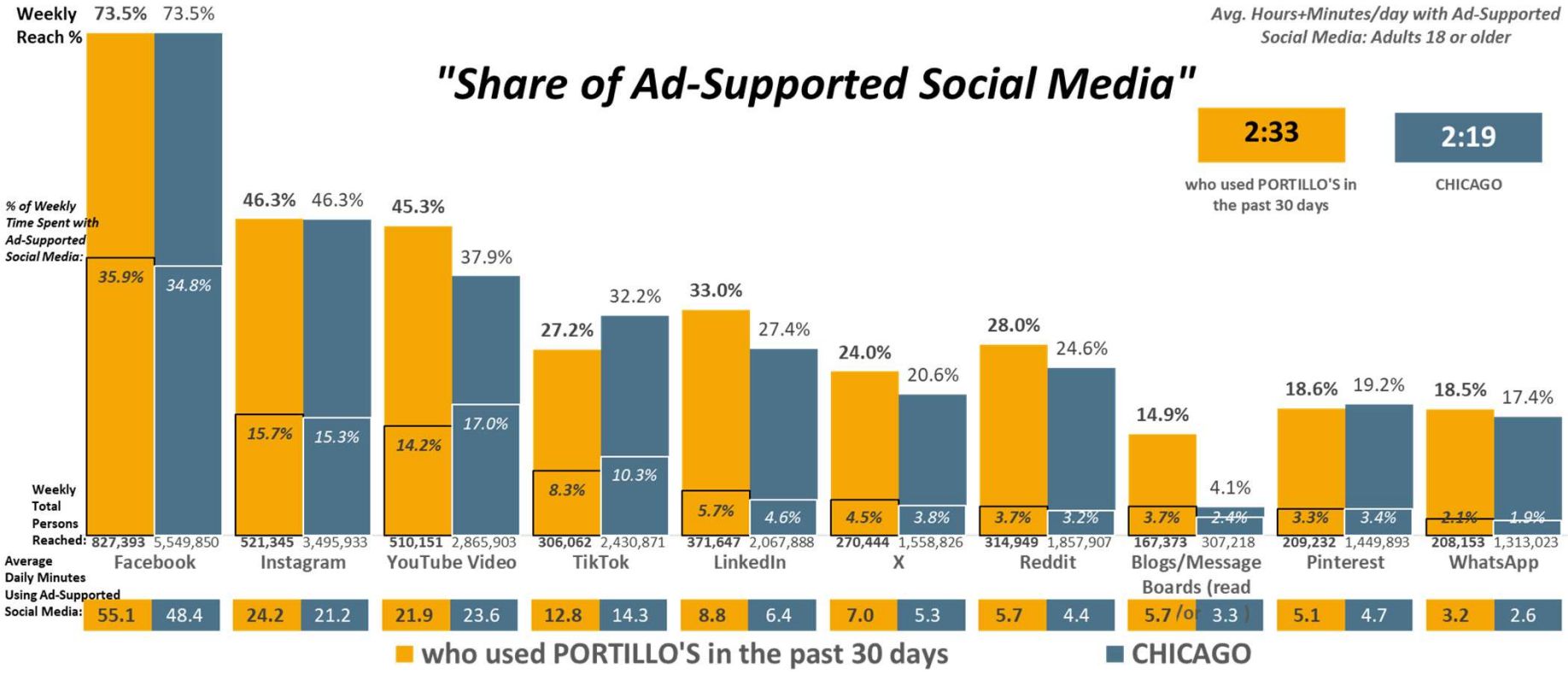
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 173

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Buona

827,393 or 73.5% of Adults 18 or older who used PORTILLO'S in the past 30 days use Ad-Supported Facebook for an average of 55.1 minutes every day representing 35.9% of all time spent daily with Ad-Supported Social Media.



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 687 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

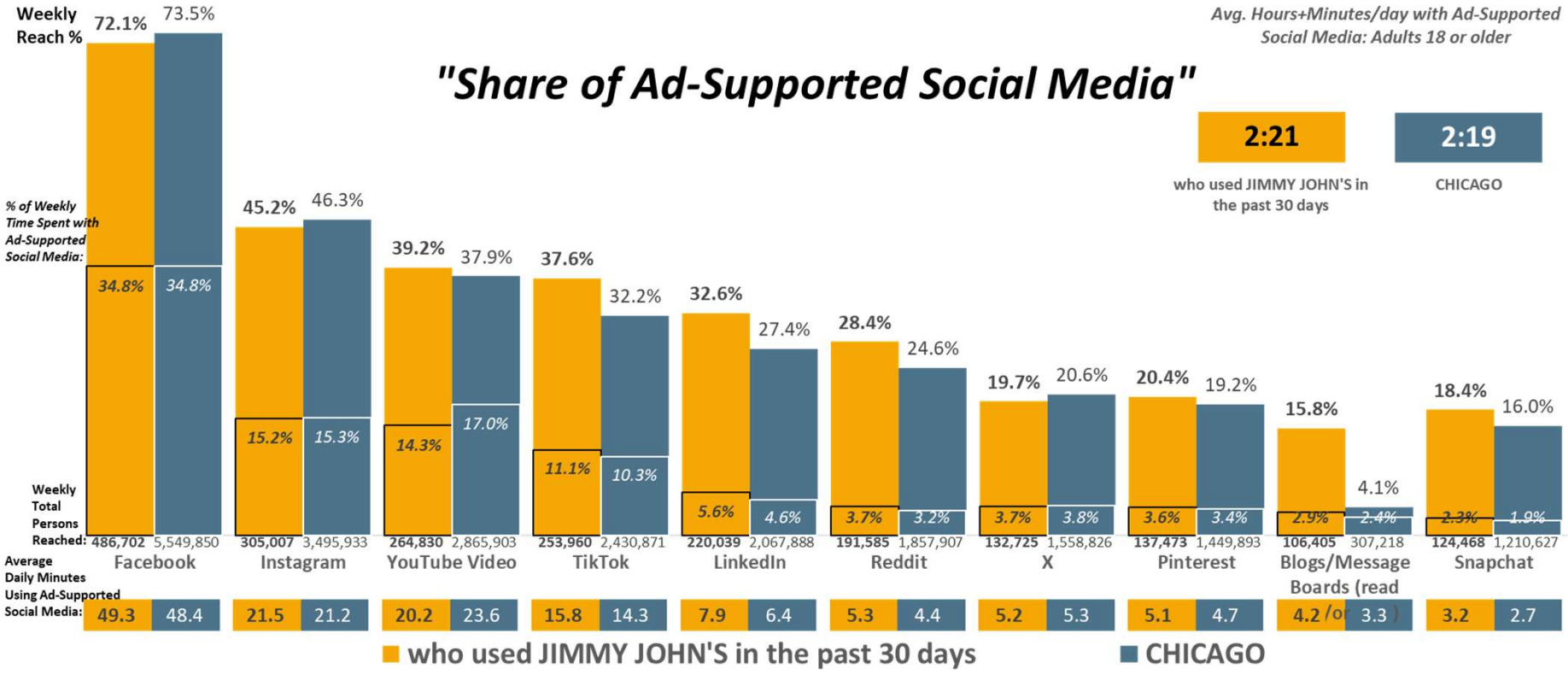
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Portillo's

JIMMY JOHN'S CHI

486,702 or 72.1% of Adults 18 or older who used JIMMY JOHN'S in the past 30 days use Ad-Supported Facebook for an average of 49.3 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.



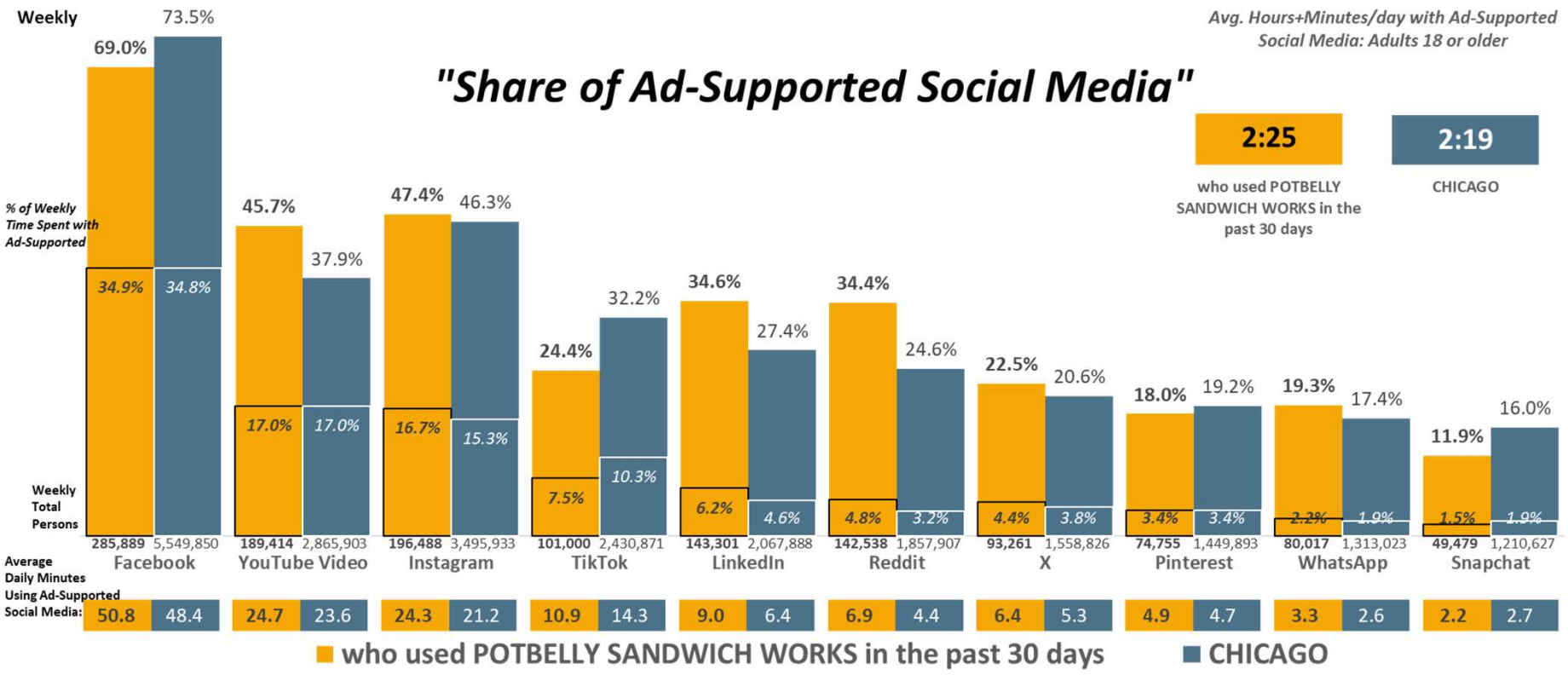
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 388 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

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

285,889 or 69.% of Adults 18 or older who used POTBELLY SANDWICH WORKS in the past 30 days use Ad-Supported Facebook for an average of 50.8 minutes every day representing 34.9% of all time spent daily with Ad-Supported Social Media.



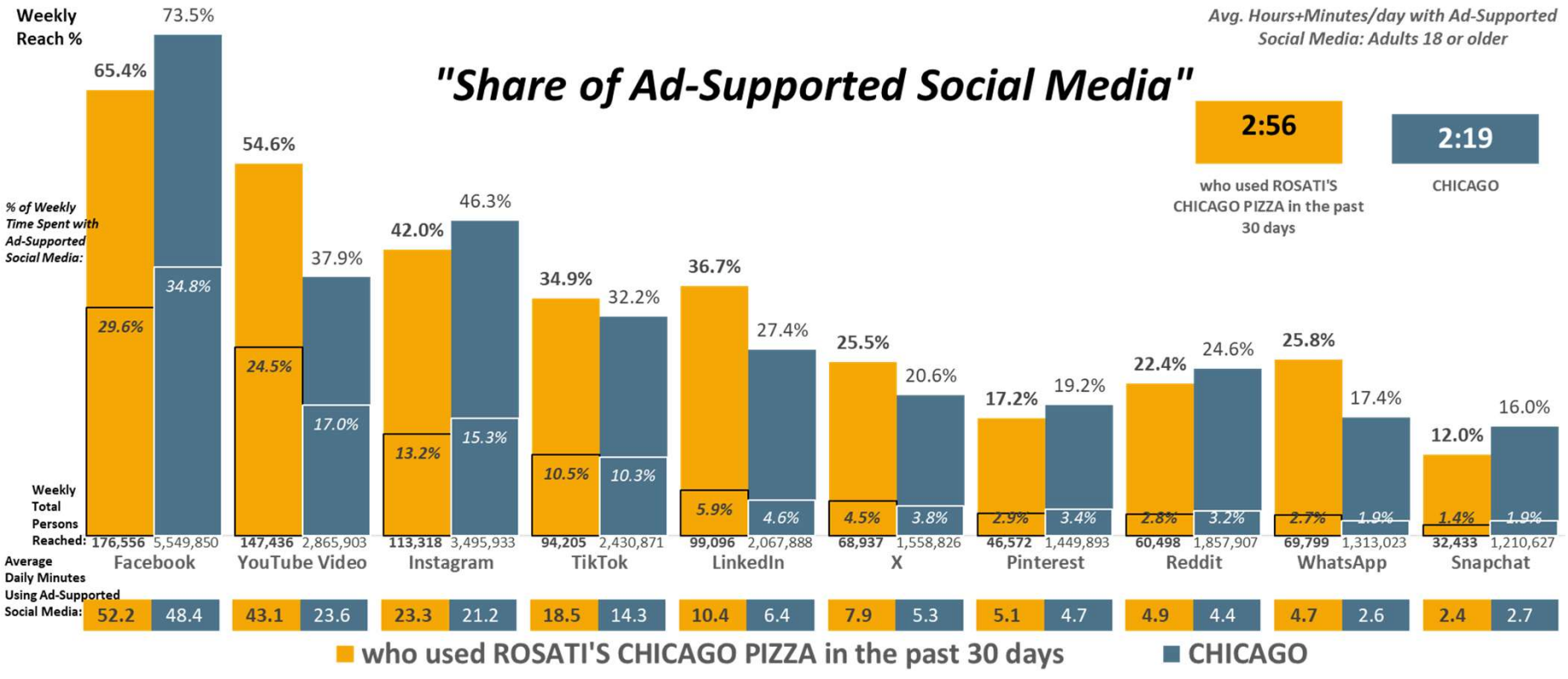
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 268 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Potbelly Sandwich Shop

176,556 or 65.4% of Adults 18 or older who used ROSATI'S CHICAGO PIZZA in the past 30 days use Ad-Supported Facebook for an average of 52.2 minutes every day representing 29.6% of all time spent daily with Ad-Supported Social Media.



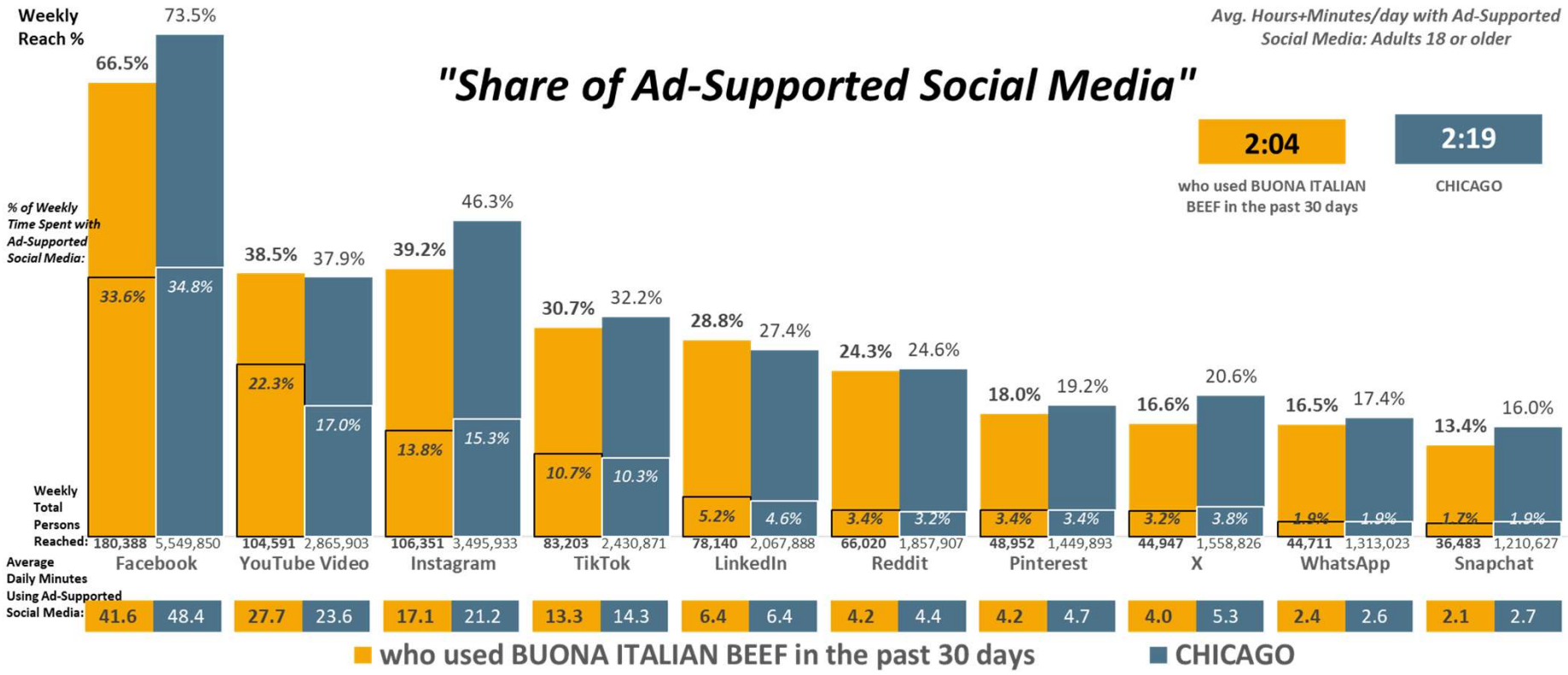
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 147 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

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

180,388 or 66.5% of Adults 18 or older who used BUONA ITALIAN BEEF in the past 30 days use Ad-Supported Facebook for an average of 41.6 minutes every day representing 33.6% of all time spent daily with Ad-Supported Social Media.



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 173 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

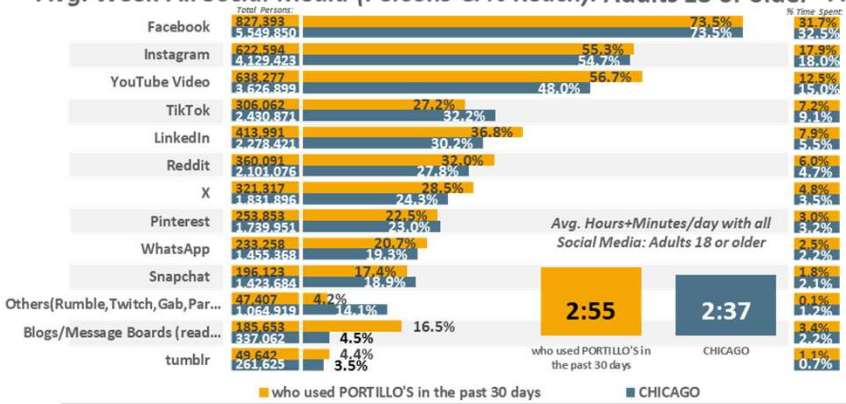
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

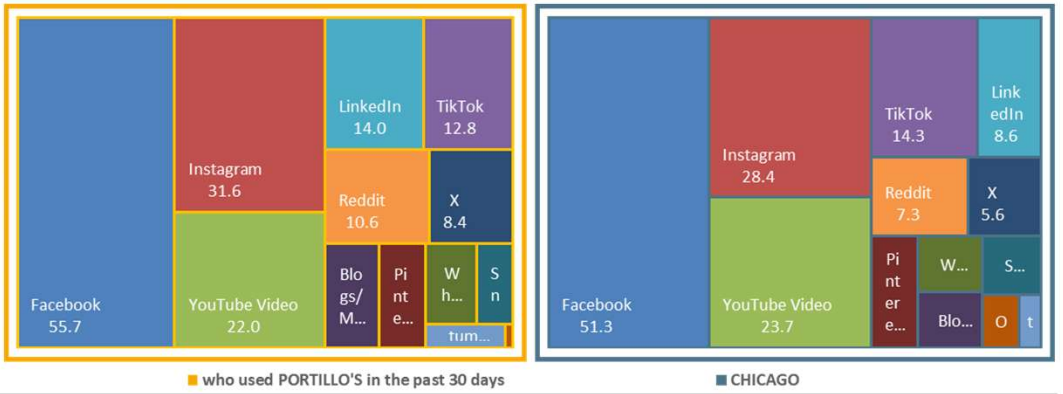
Quick service restaurants used past 30 days: Buona

827,393 or 73.5% of Adults 18 or older who used PORTILLO'S in the past 30 days use Ad-Supported Facebook for an average of 55.1 minutes every day representing 35.9% of all time spent daily with Ad-Supported Social Media.

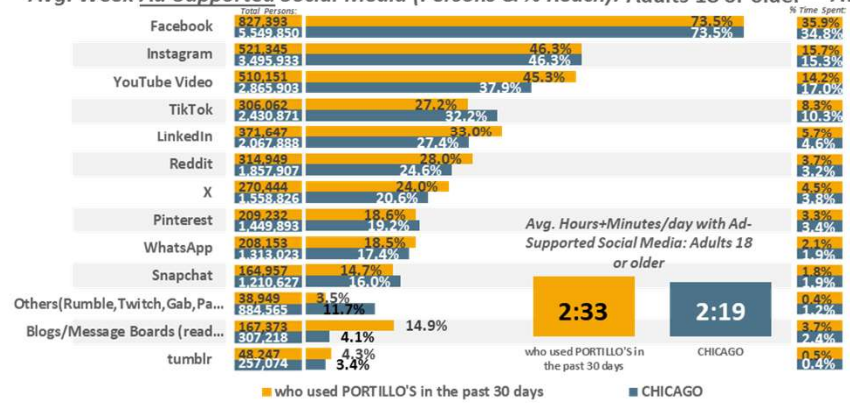
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



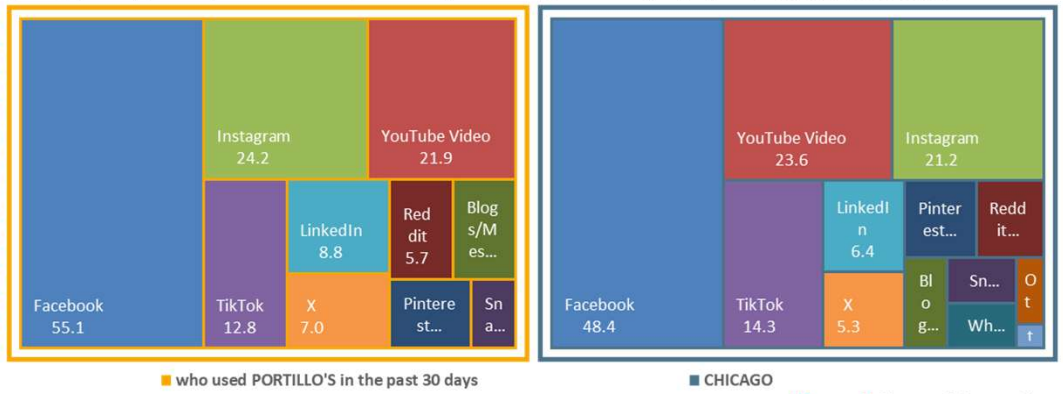
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 687

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

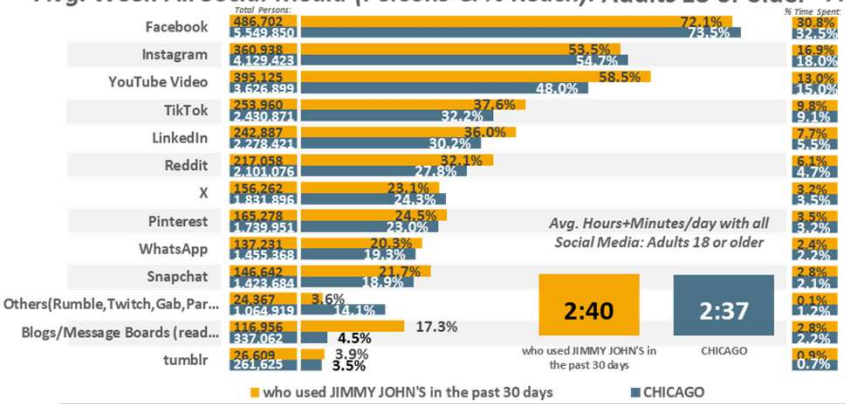
soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Portillo's

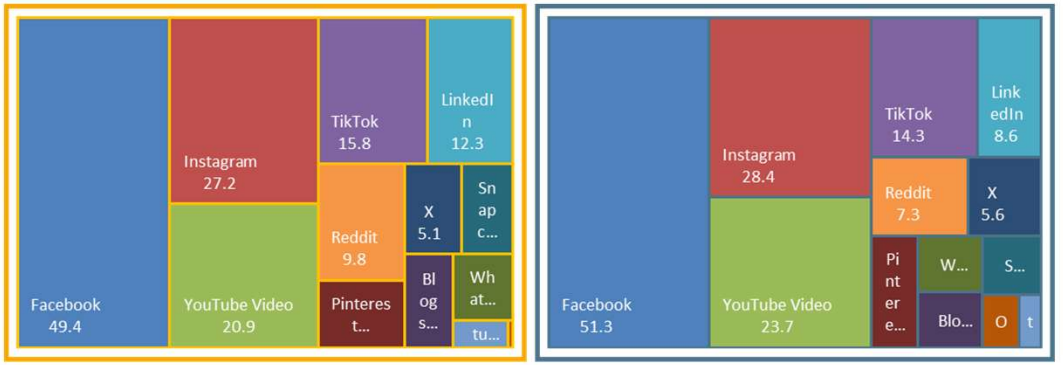


486,702 or 72.1% of Adults 18 or older who used JIMMY JOHN'S in the past 30 days use Ad-Supported Facebook for an average of 49.3 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.

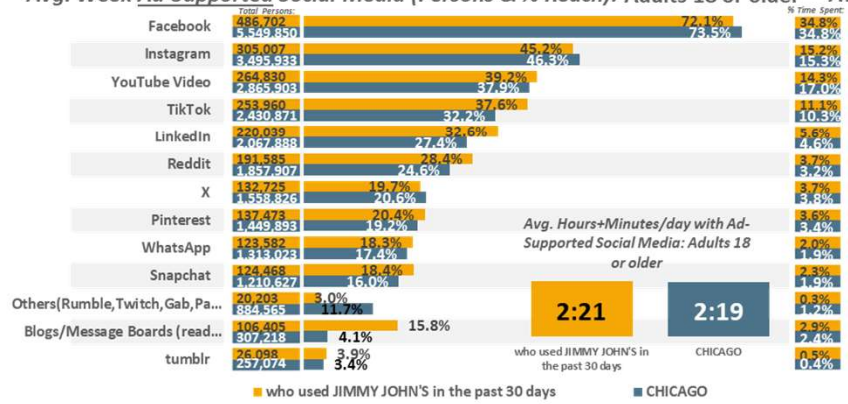
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



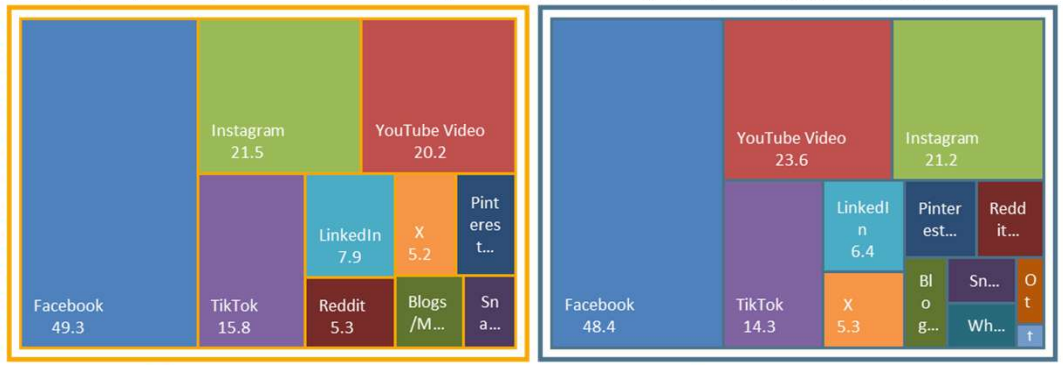
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 388

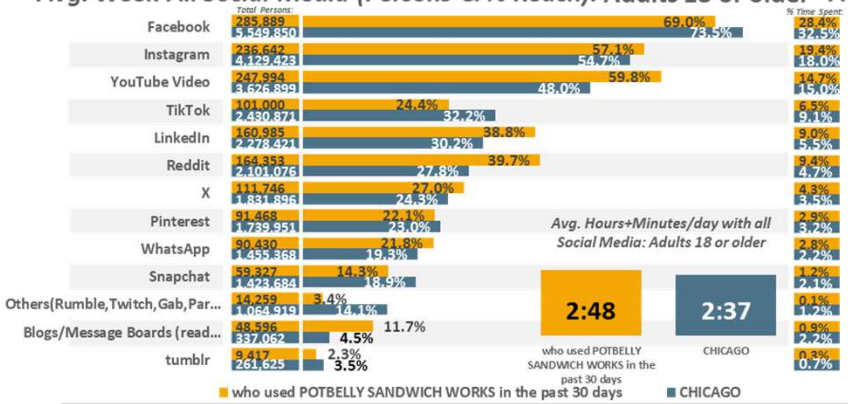
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

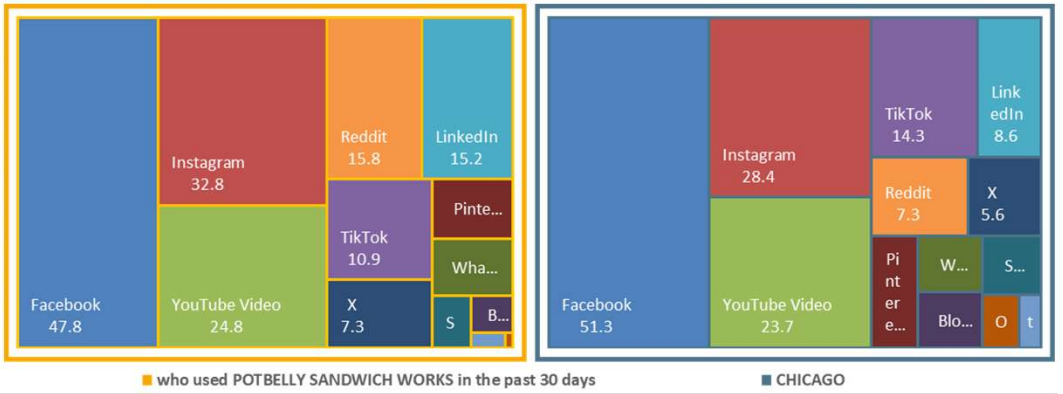
Quick service restaurants used past 30 days: Jimmy John's

285,889 or 69.% of Adults 18 or older who used POTBELLY SANDWICH WORKS in the past 30 days use Ad-Supported Facebook for an average of 50.8 minutes every day representing 34.9% of all time spent daily with Ad-Supported Social Media.

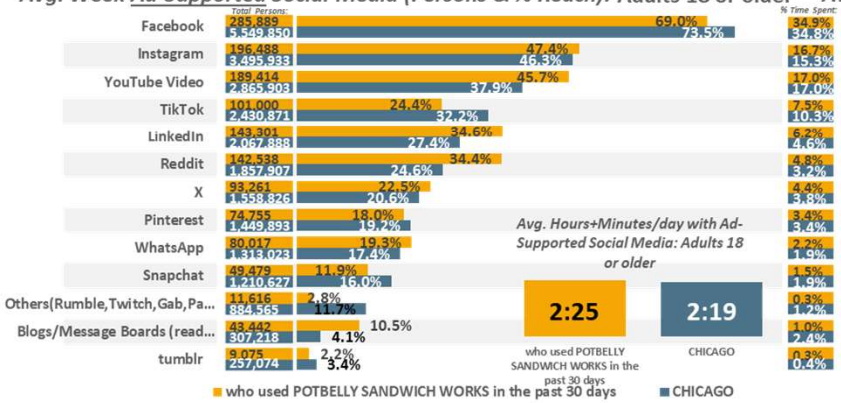
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



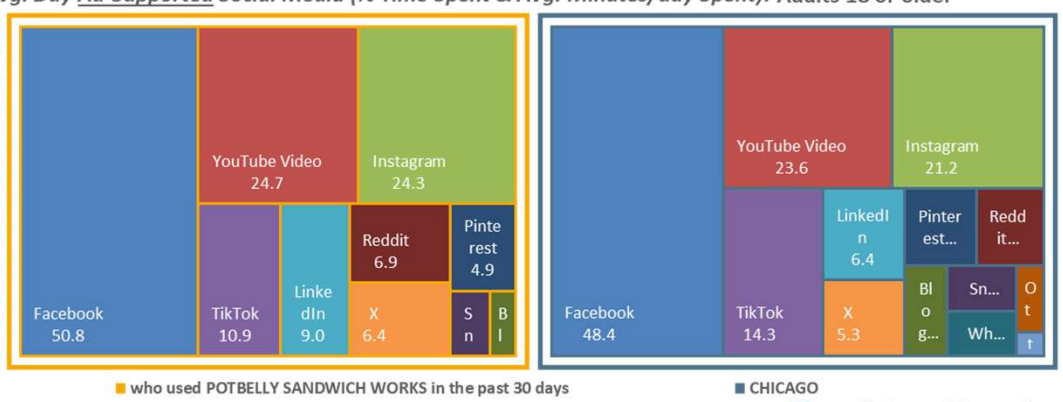
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 268

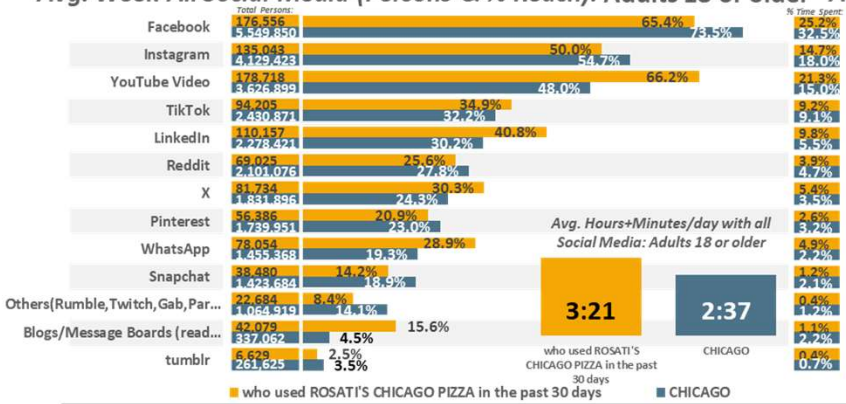
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

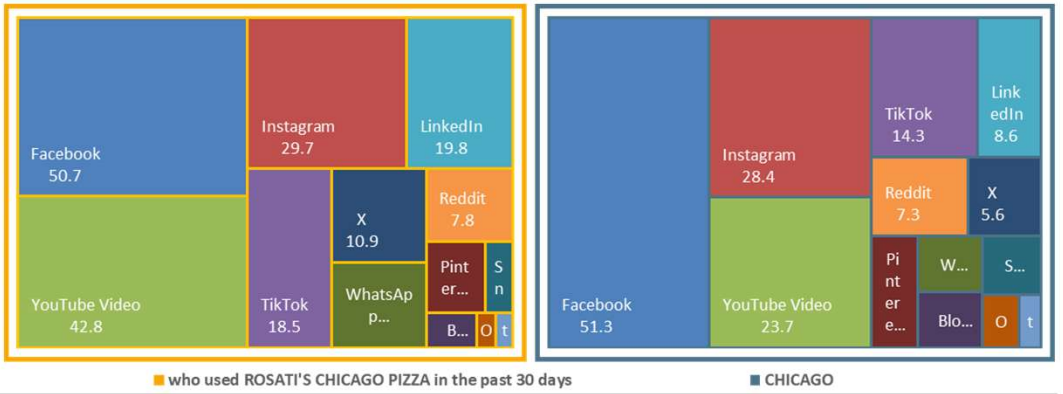
Quick service restaurants used past 30 days: Potbelly Sandwich Shop

176,556 or 65.4% of Adults 18 or older who used ROSATI'S CHICAGO PIZZA in the past 30 days use Ad-Supported Facebook for an average of 52.2 minutes every day representing 29.6% of all time spent daily with Ad-Supported Social Media.

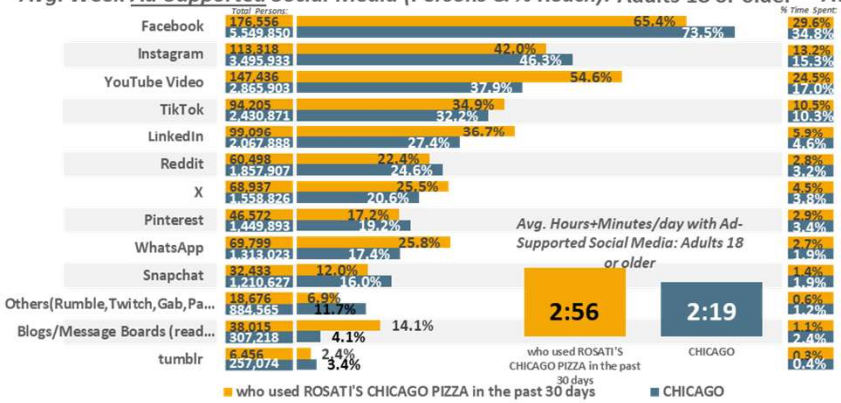
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



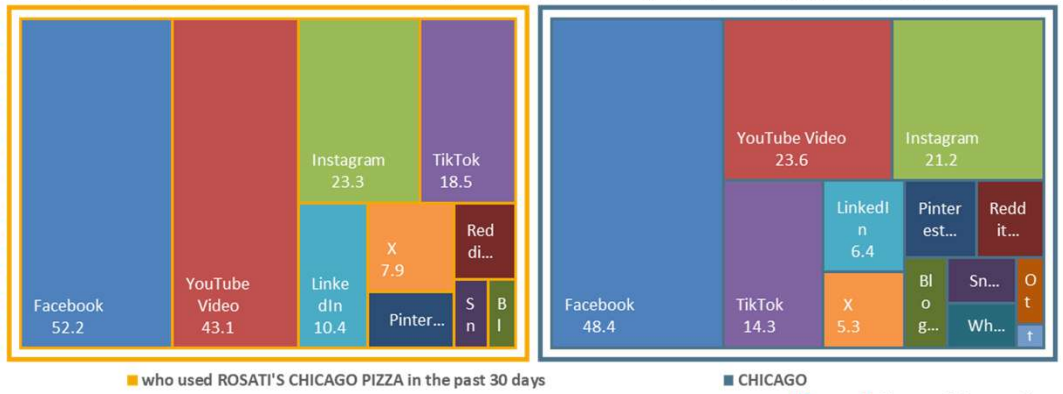
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 147

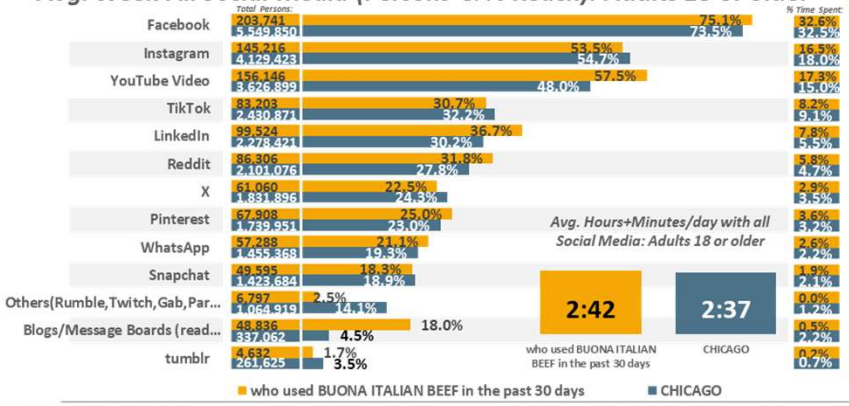
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

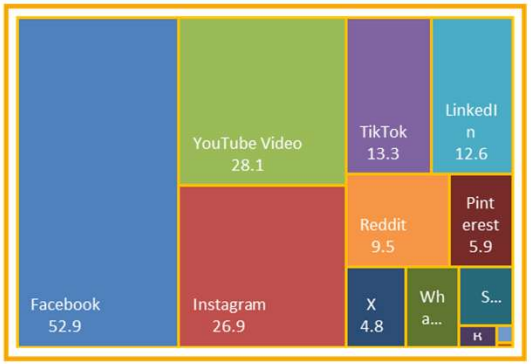
Quick service restaurants used past 30 days: Rosati's Pizza

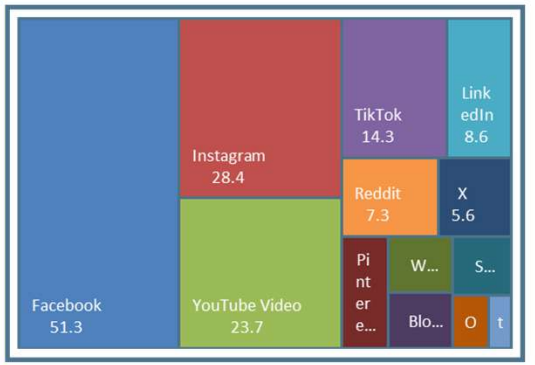
180,388 or 66.5% of Adults 18 or older who used BUONA ITALIAN BEEF in the past 30 days use Ad-Supported Facebook for an average of 41.6 minutes every day representing 33.6% of all time spent daily with Ad-Supported Social Media.

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



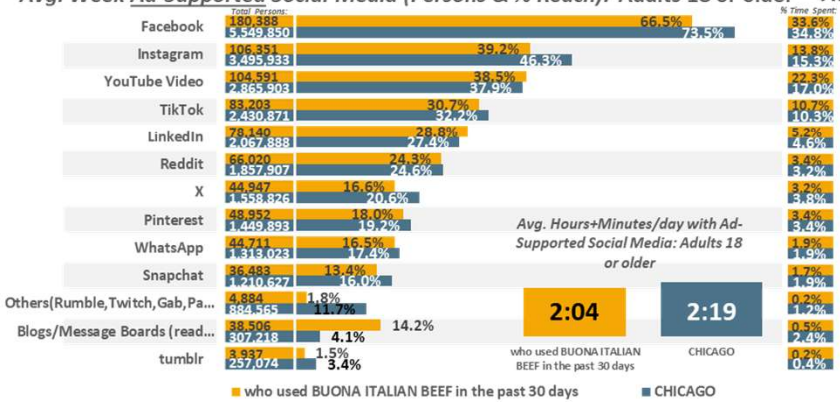
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



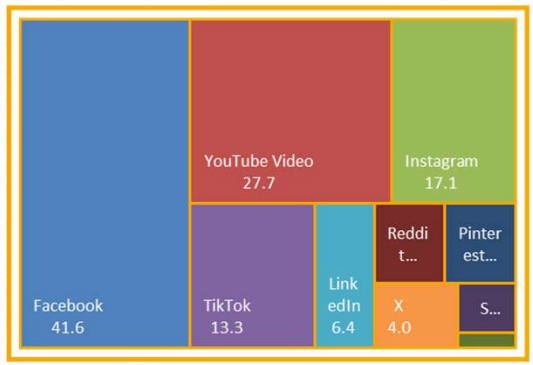


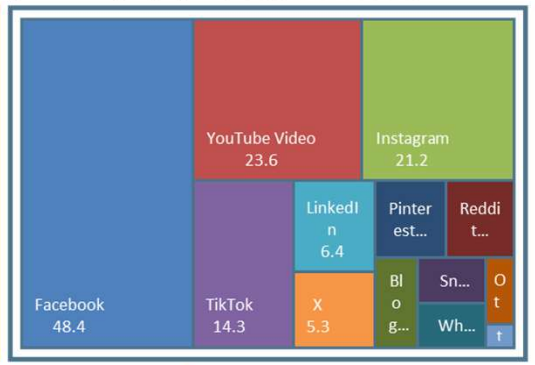
who used BUONA ITALIAN BEEF in the past 30 days ■ CHICAGO

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 BUONA ITALIAN BEEF in the past 30 days ■ CHICAGO

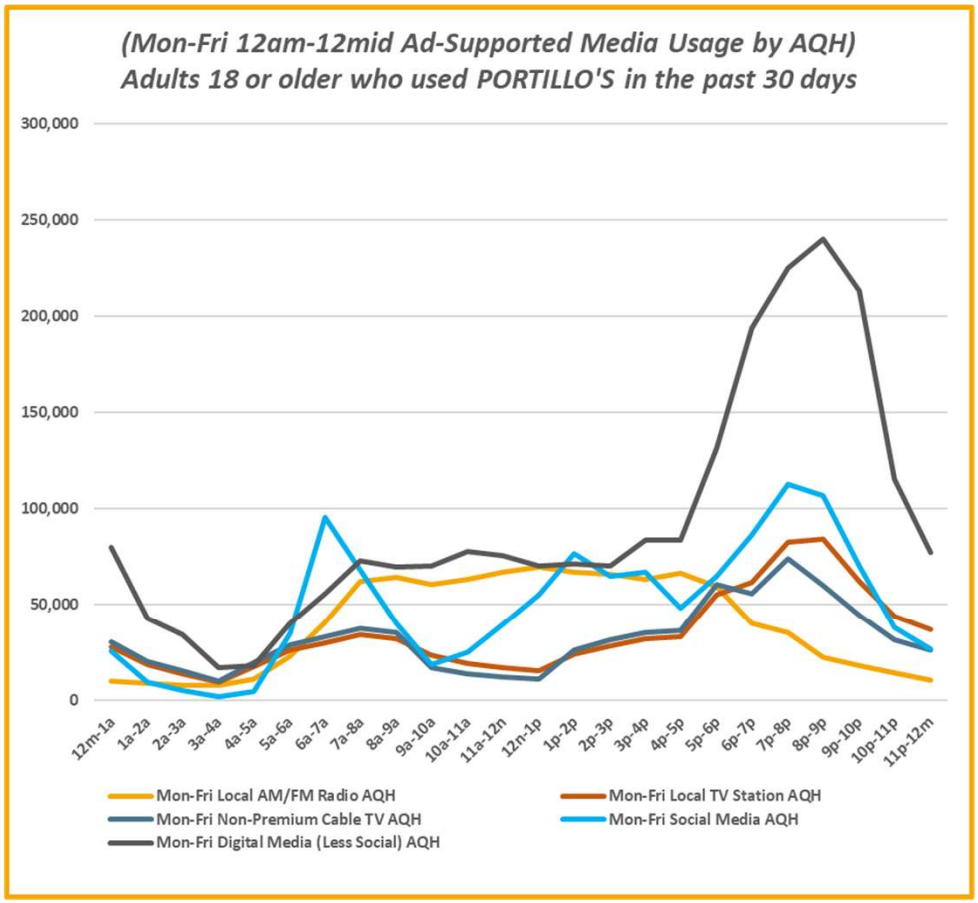
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 173

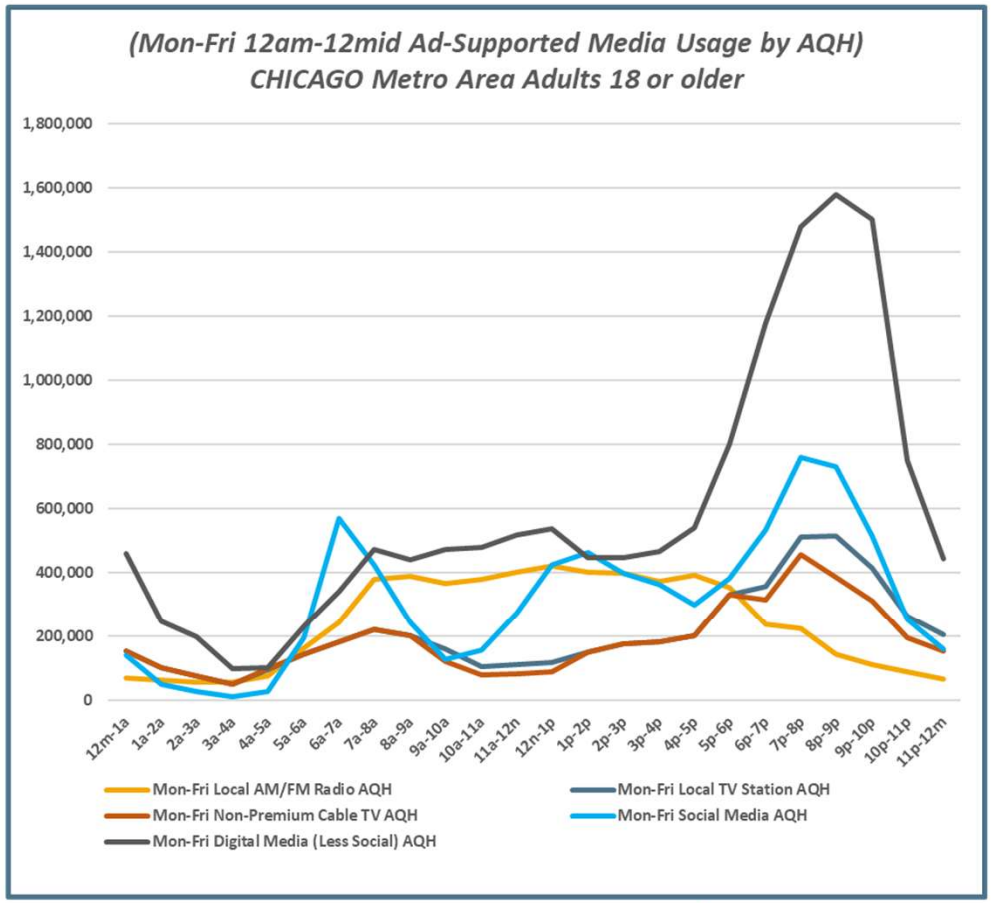
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Buona

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 86,690; Local Radio: 60,742; Social Media: 57,696; Non-Prem. Cable: 31,123; Local TV: 31,116 reaching Adults 18 or older who used PORTILLO'S in the past 30 days.





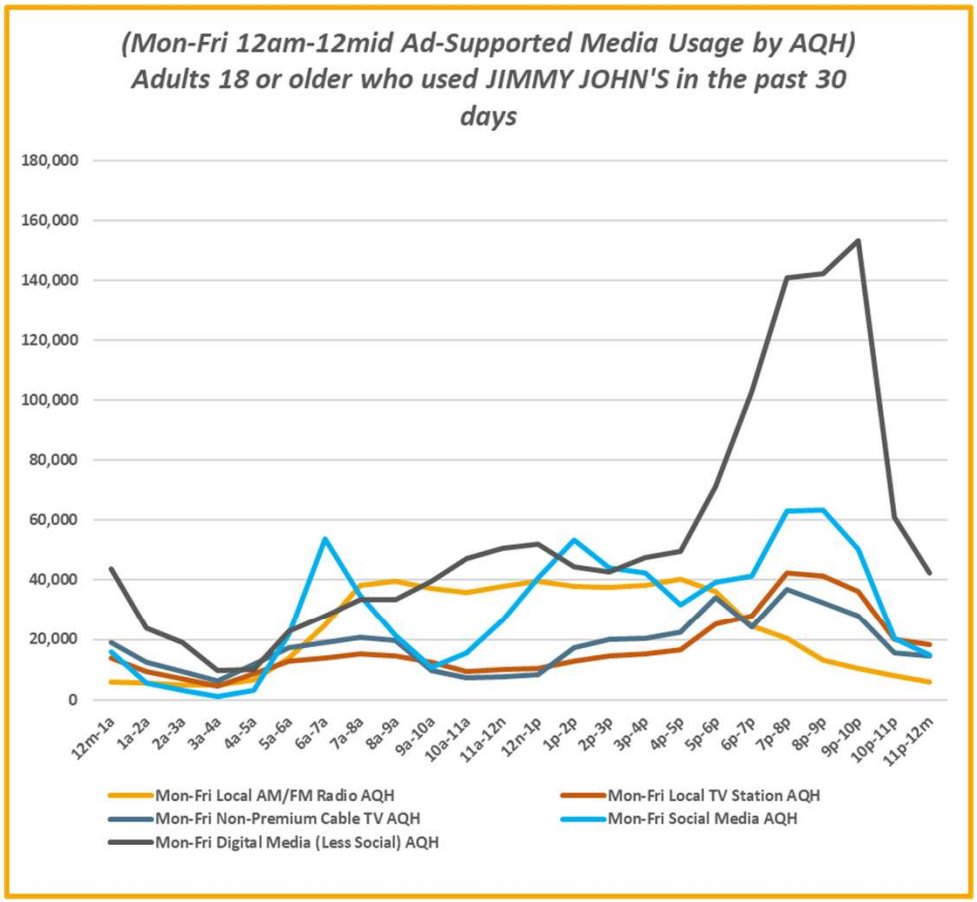
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 687

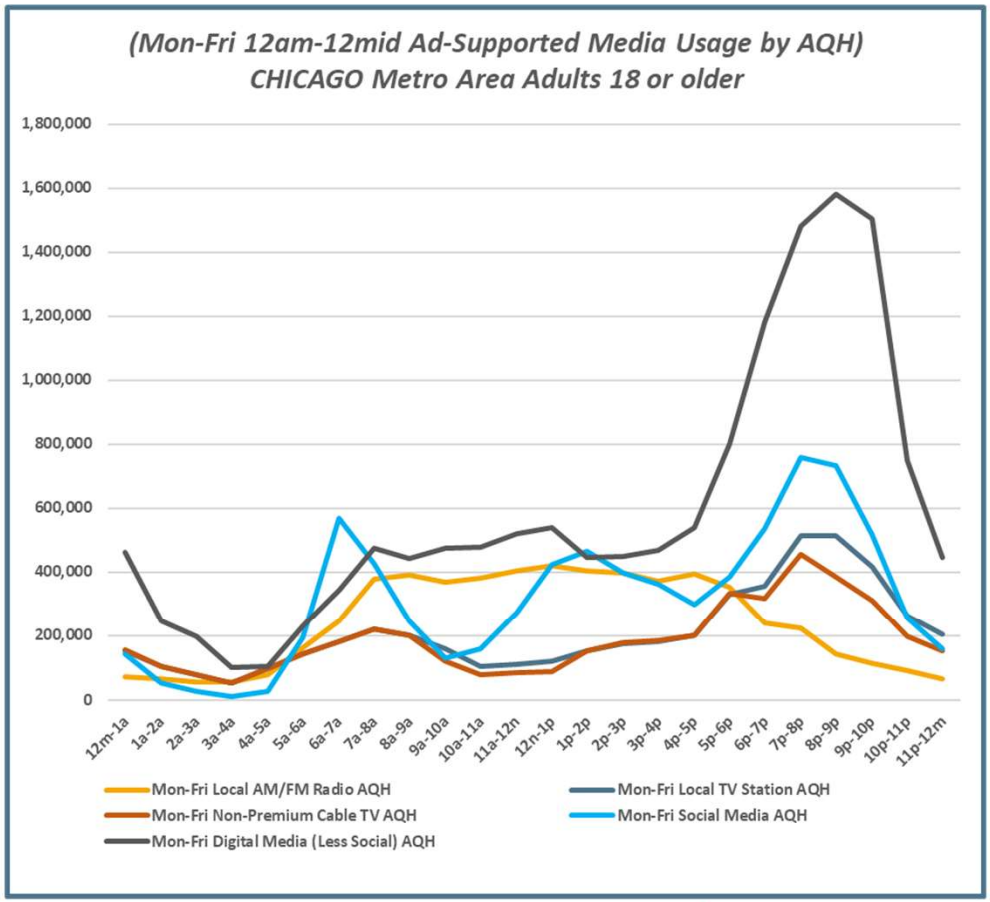
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Portillo's

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 49,525; Local Radio: 36,031; Social Media: 35,099; Non-Prem. Cable: 17,772; Local TV: 15,193 reaching Adults 18 or older who used JIMMY JOHN'S in the past 30 days.





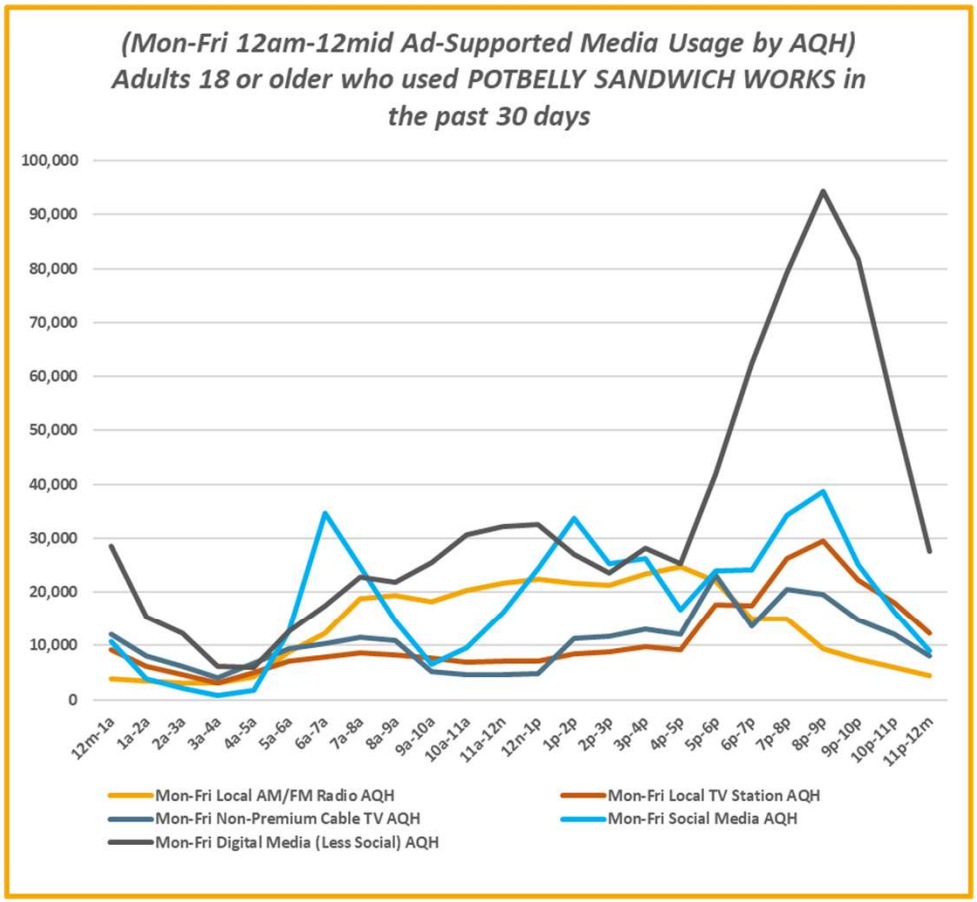
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 388

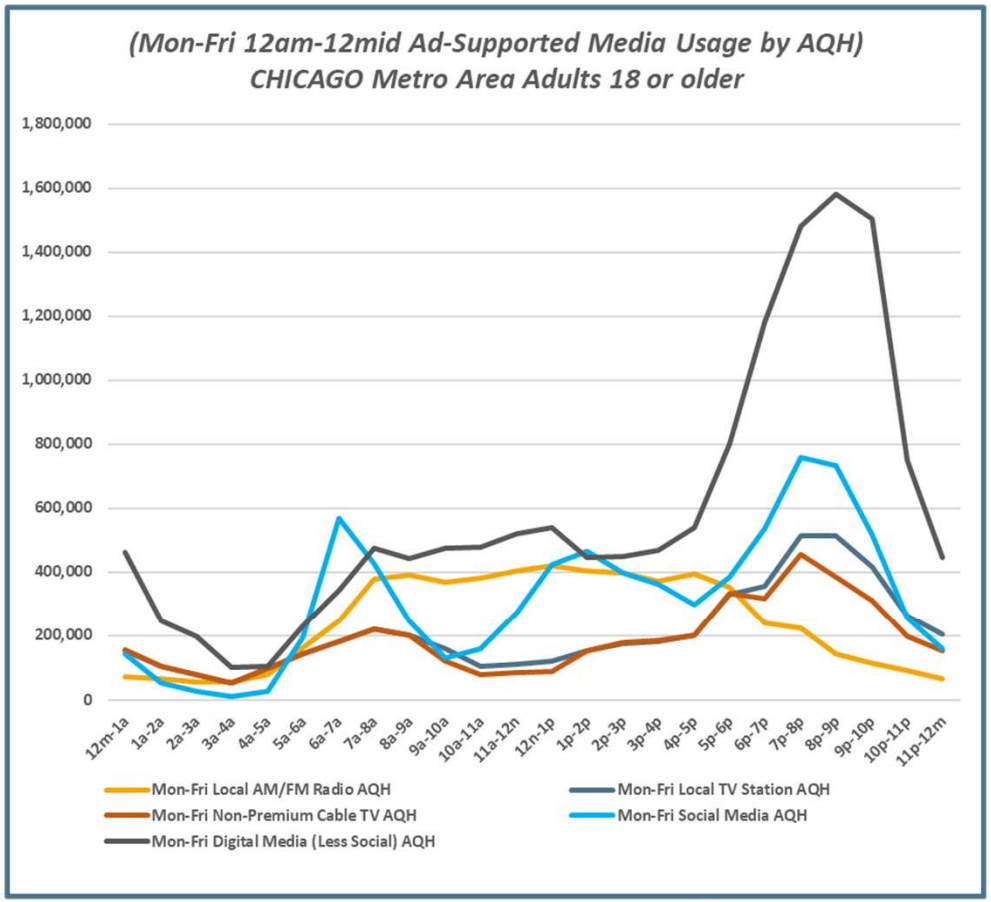
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

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

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 30,091; Social Media: 21,567; Local Radio: 20,065; Non-Prem. Cable: 10,526; Local TV: 9,623 reaching Adults 18 or older who used POTBELLY SANDWICH WORKS in the past 30 da





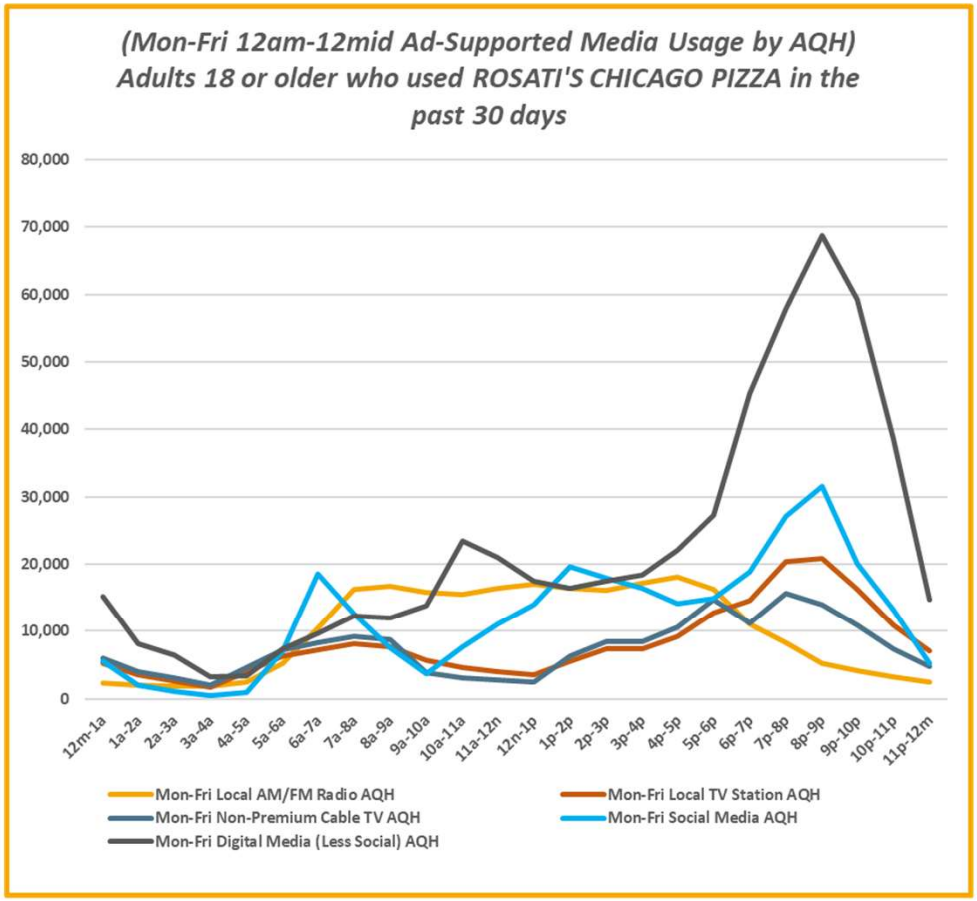
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 268

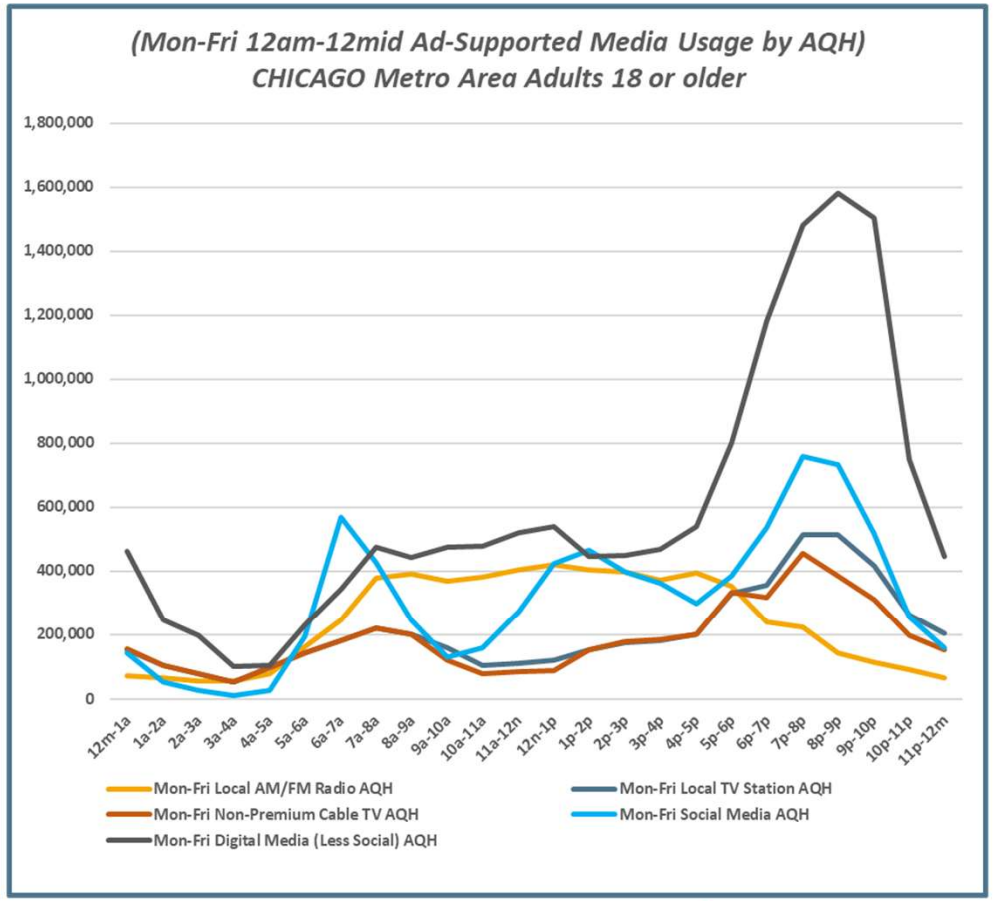
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Potbelly Sandwich Shop

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 19,728; Local Radio: 15,608; Social Media: 13,602; Non-Prem. Cable: 7,523; Local TV: 7,497 reaching Adults 18 or older who used ROSATI'S CHICAGO PIZZA in the past 30 days





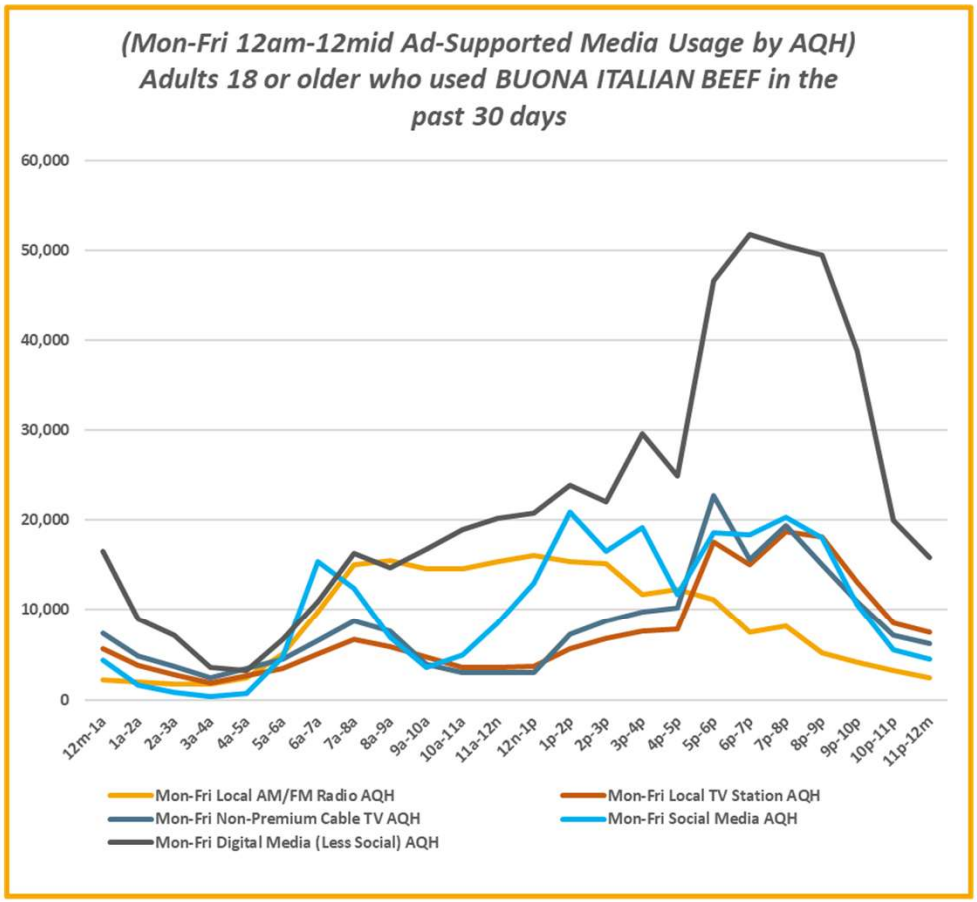
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 147

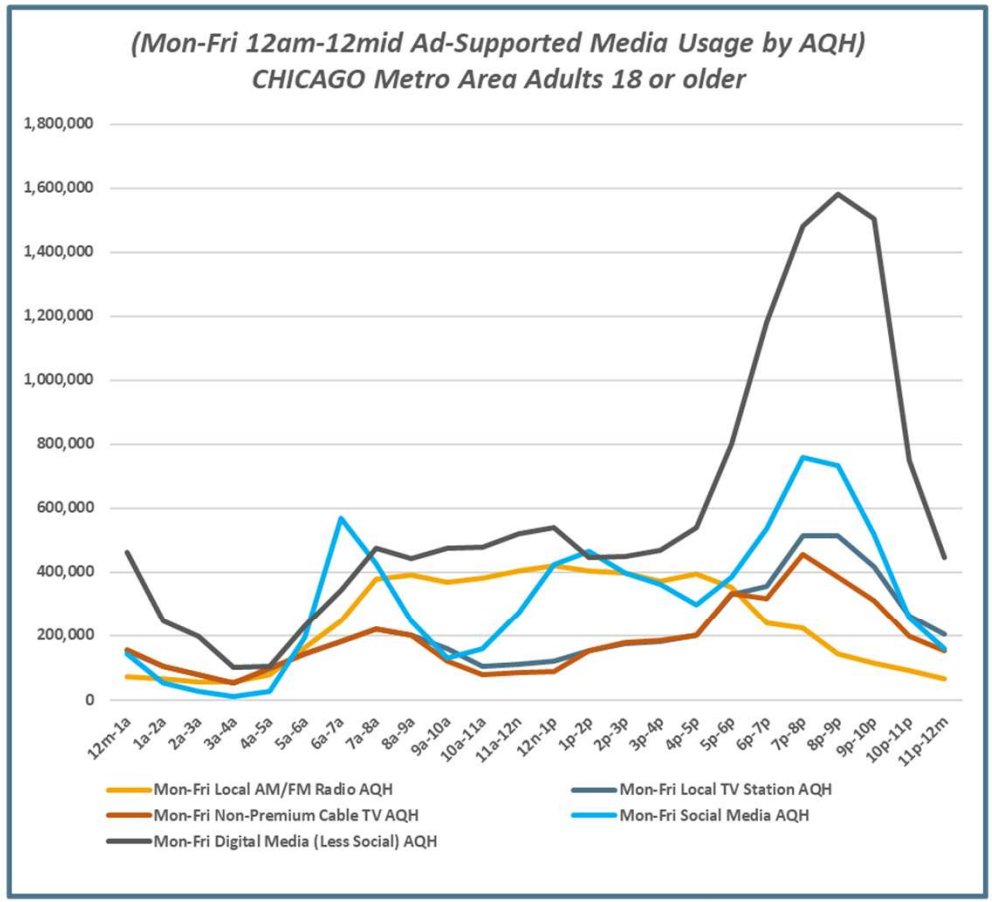
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

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

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 24,427; Local Radio: 13,410; Social Media: 13,098; Non-Prem. Cable: 8,482; Local TV: 7,200 reaching Adults 18 or older who used BUONA ITALIAN BEEF in the past 30 days.





CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 173

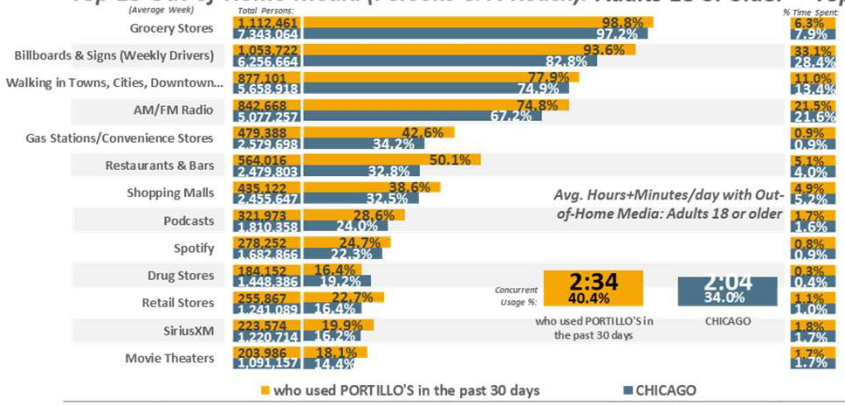
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

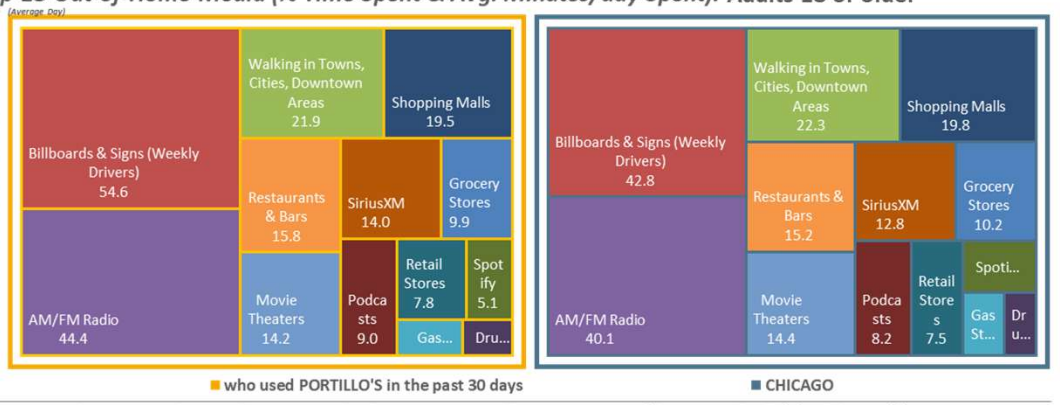
Quick service restaurants used past 30 days: Buona

1,053,722 or 93.6% of Adults 18 or older who used PORTILLO'S in the past 30 days spend an average of 54.6 minutes per day driving, seeing Billboards and Signs. 71.1% Listen to Local Radio Stations Out-of-Home for an average of 40.5 minutes/day.

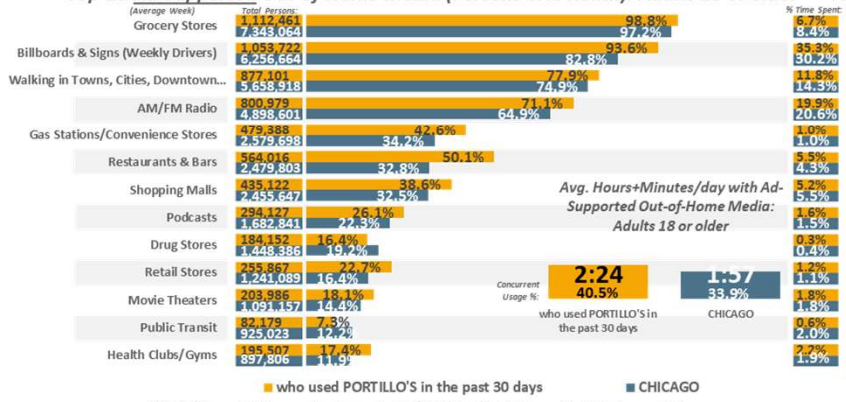
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



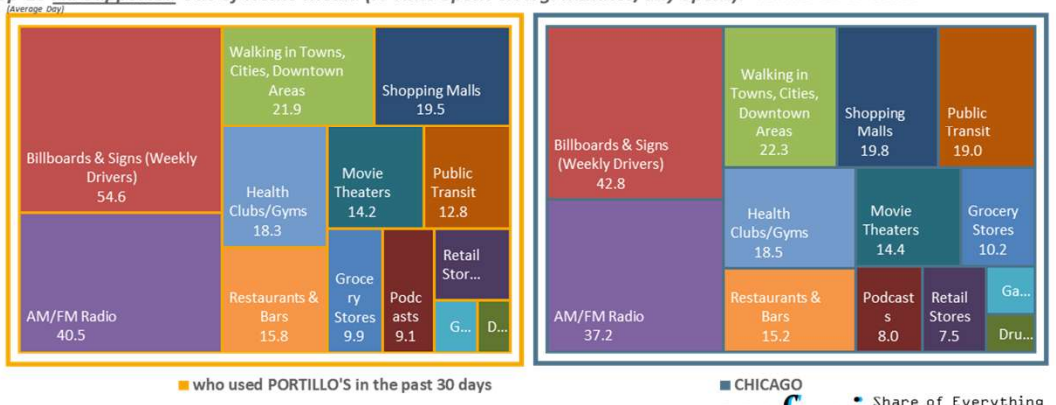
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 687

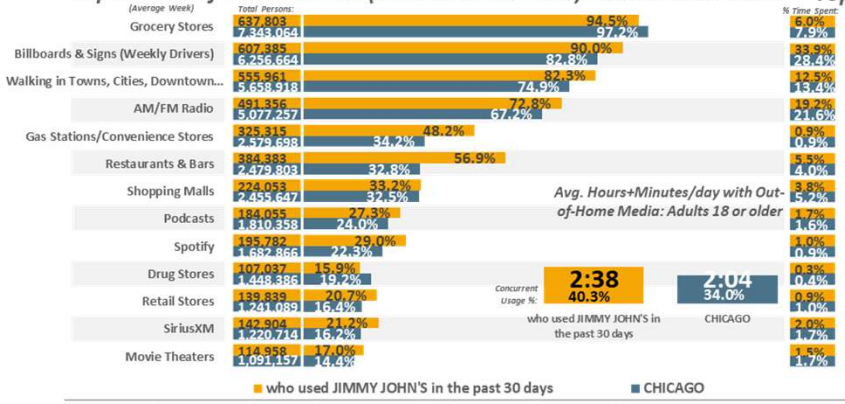
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

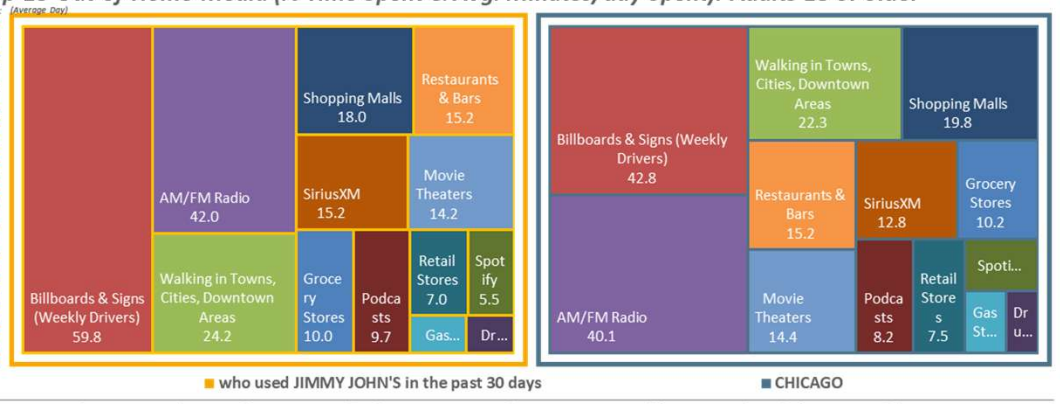
Quick service restaurants used past 30 days: Portillo's

607,385 or 90.% of Adults 18 or older who used JIMMY JOHN'S in the past 30 days spend an average of 59.8 minutes per day driving, seeing Billboards and Signs. 70.3% Listen to Local Radio Stations Out-of-Home for an average of 37.8 minutes/day.

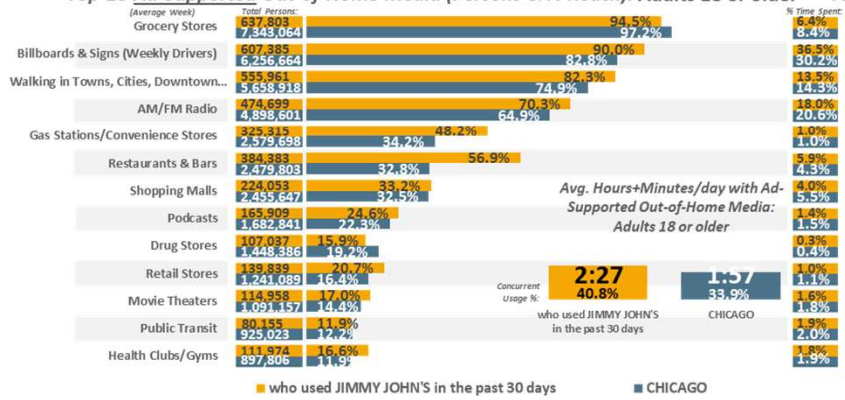
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



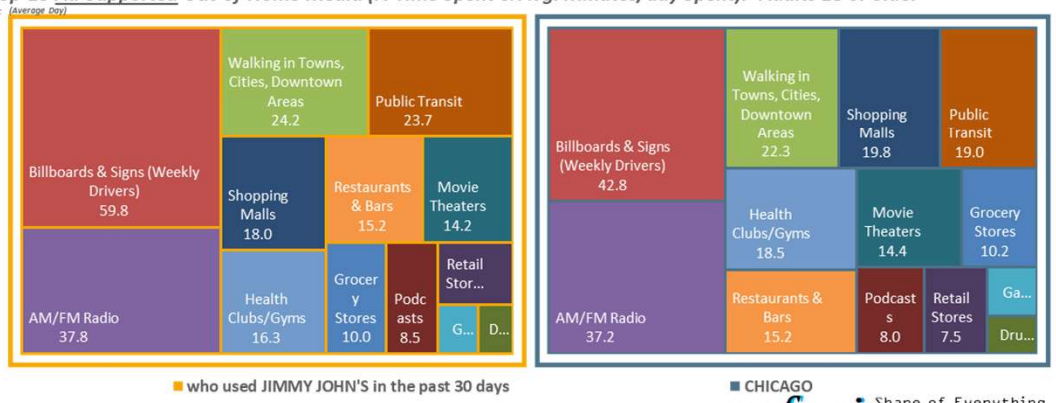
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 388

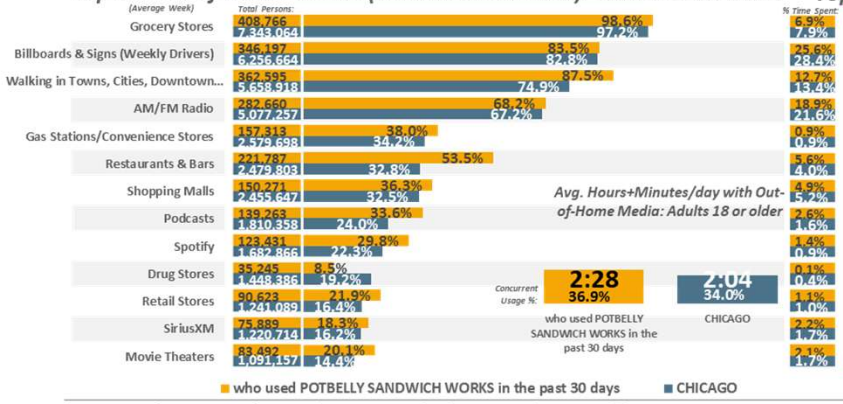
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

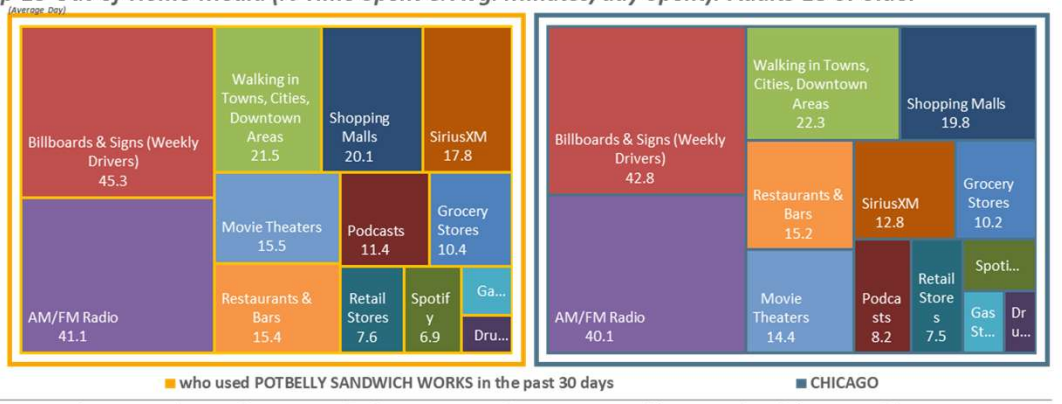
Quick service restaurants used past 30 days: Jimmy John's

346,197 or 83.5% of Adults 18 or older who used POTBELLY SANDWICH WORKS in the past 30 days spend an average of 45.3 minutes per day driving, seeing Billboards and Signs. 66.4% Listen to Local Radio Stations Out-of-Home for an average of 38.7 minutes/day.

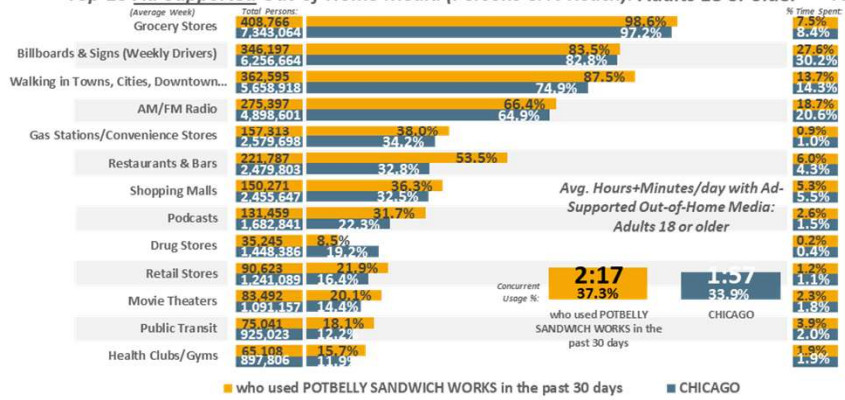
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



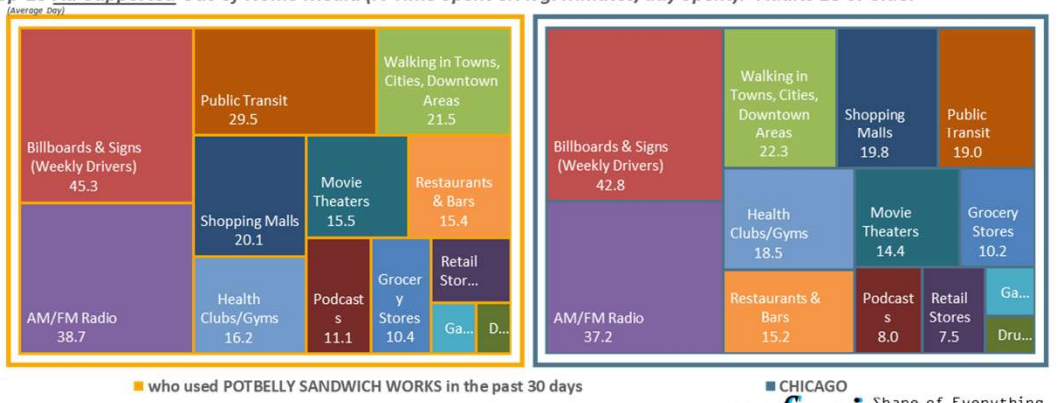
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 268

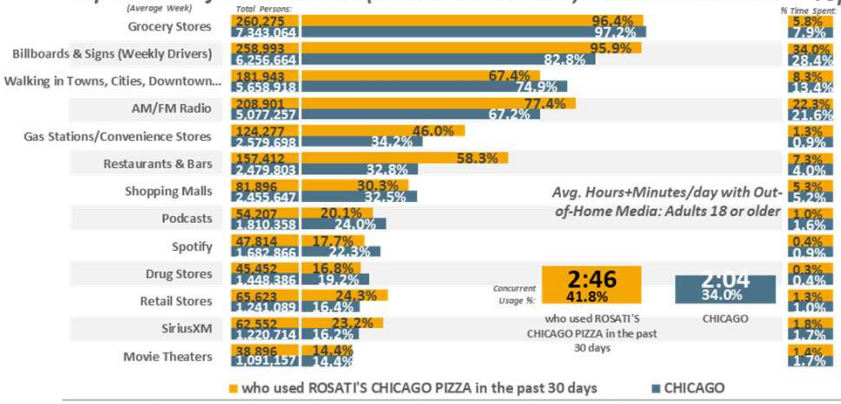
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

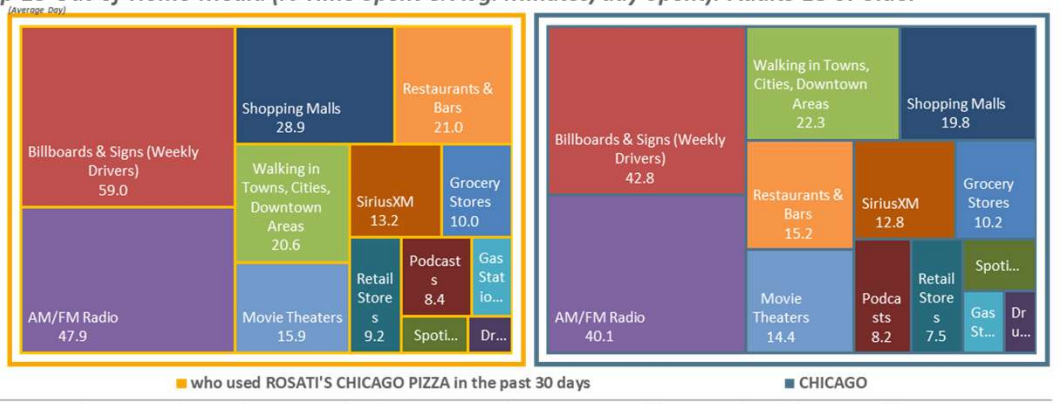
Quick service restaurants used past 30 days: Potbelly Sandwich Shop

258,993 or 95.9% of Adults 18 or older who used ROSATI'S CHICAGO PIZZA in the past 30 days spend an average of 59. minutes per day driving, seeing Billboards and Signs. 74.9% Listen to Local Radio Stations Out-of-Home for an average of 45.6 minutes/day.

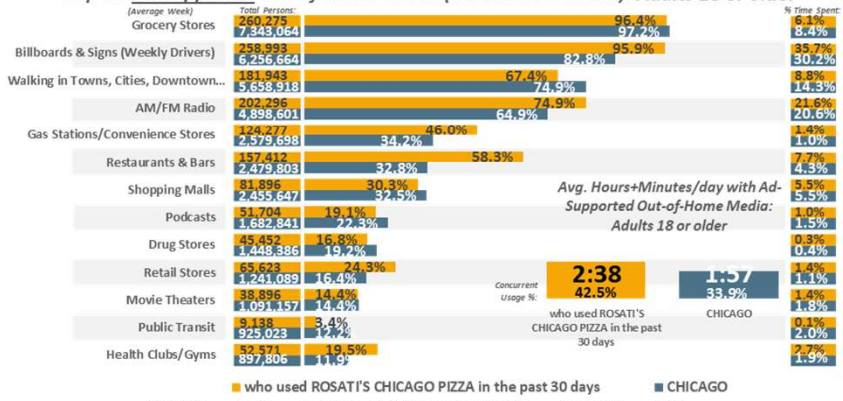
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



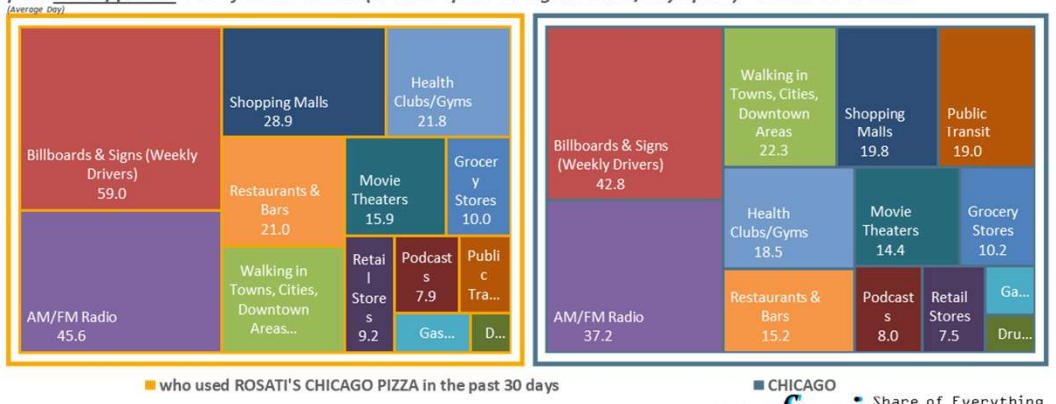
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 147

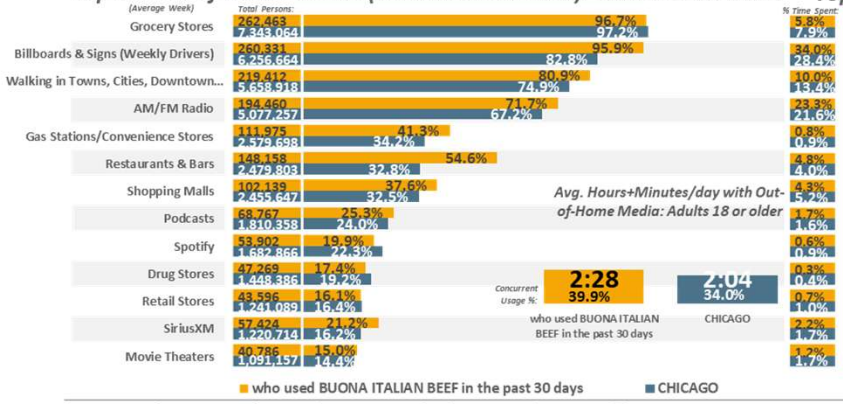
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

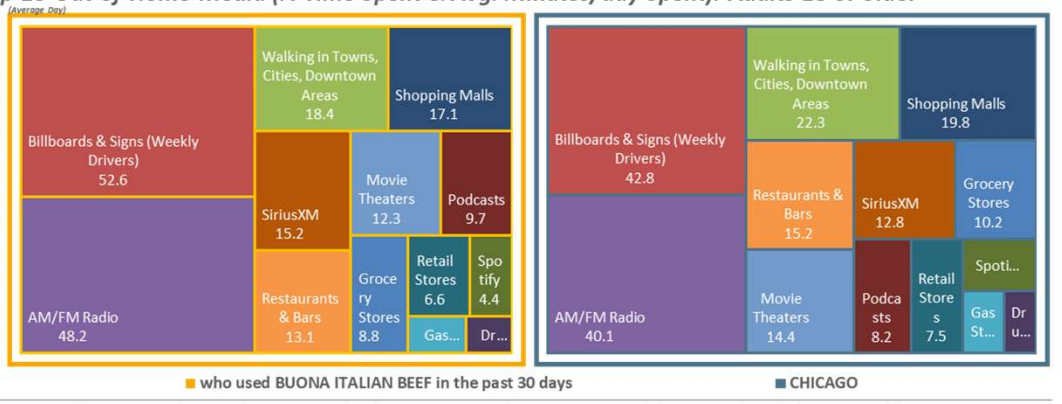
Quick service restaurants used past 30 days: Rosati's Pizza

260,331 or 95.9% of Adults 18 or older who used BUONA ITALIAN BEEF in the past 30 days spend an average of 52.6 minutes per day driving, seeing Billboards and Signs. 65.5% Listen to Local Radio Stations Out-of-Home for an average of 42.2 minutes/day.

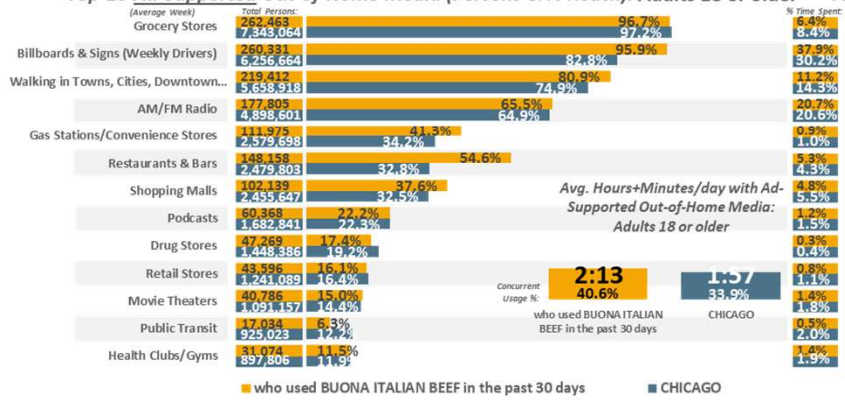
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



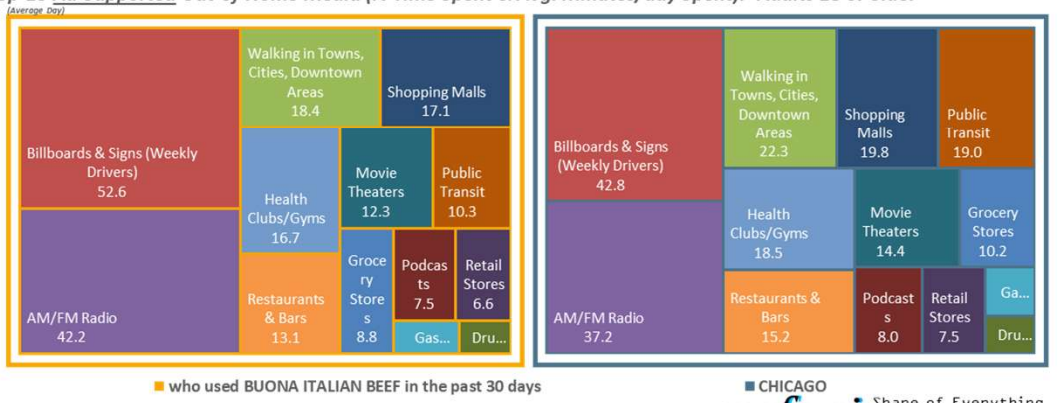
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 173

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

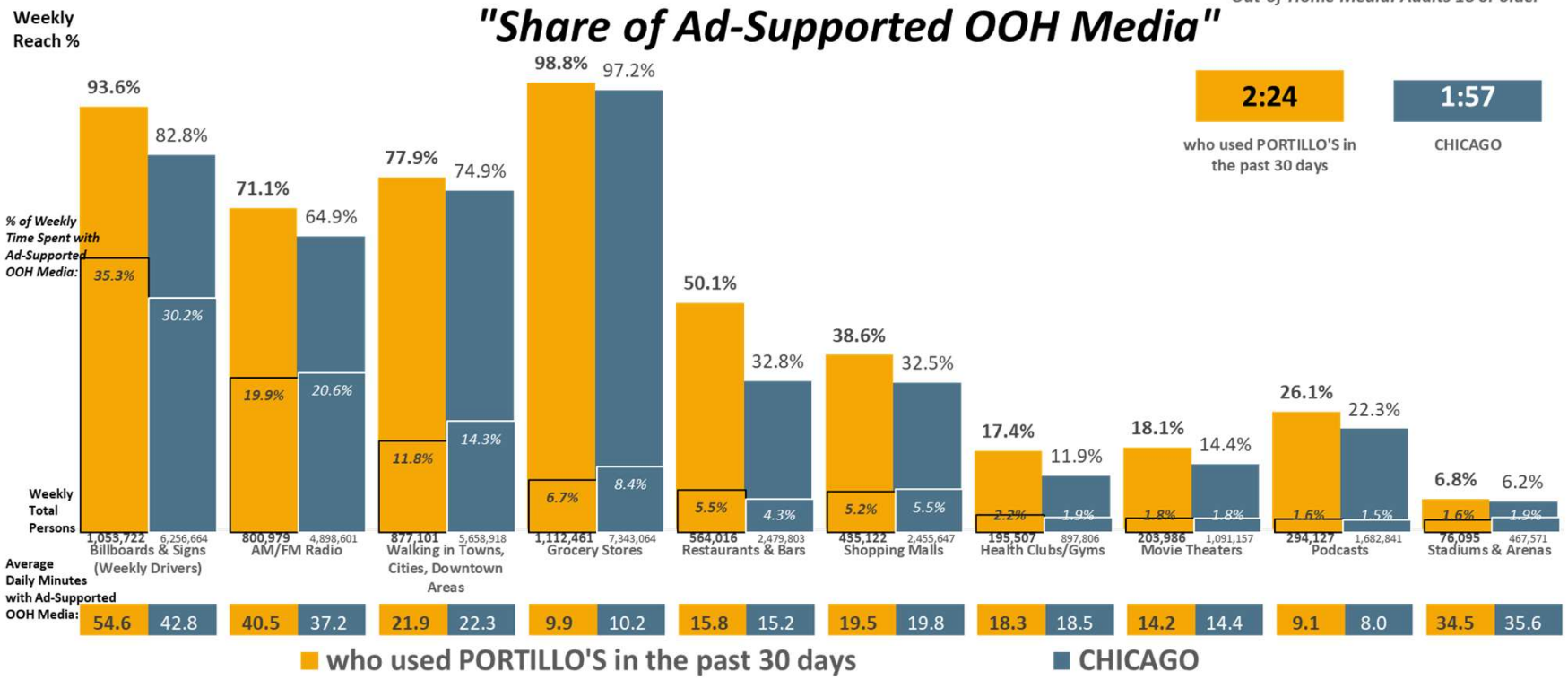
soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Buona

1,053,722 or 93.6% of Adults 18 or older who used PORTILLO'S in the past 30 days spend an average of 54.6 minutes per day driving, seeing Billboards and Signs representing 35.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 687 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

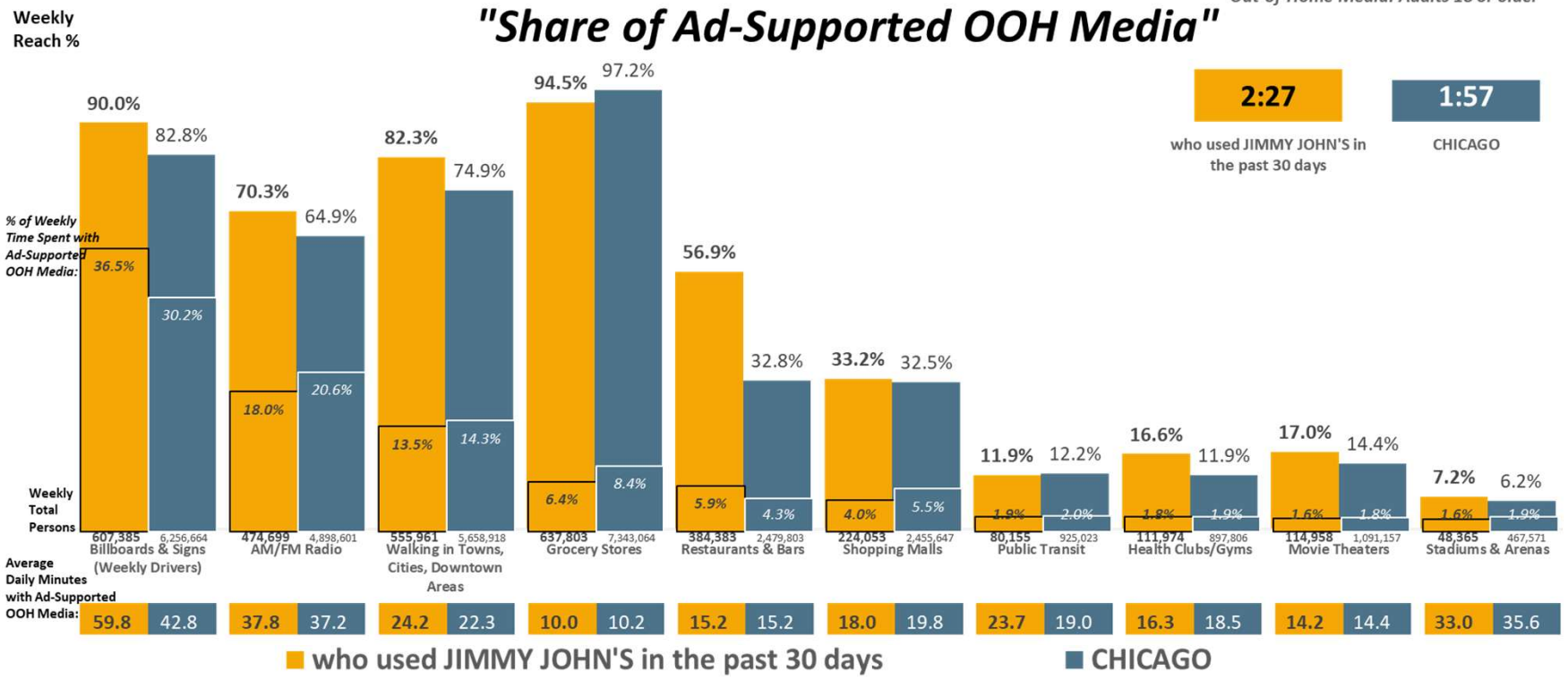
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Portillo's

607,385 or 90.% of Adults 18 or older who used JIMMY JOHN'S in the past 30 days spend an average of 59.8 minutes per day driving, seeing Billboards and Signs representing 36.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 388 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

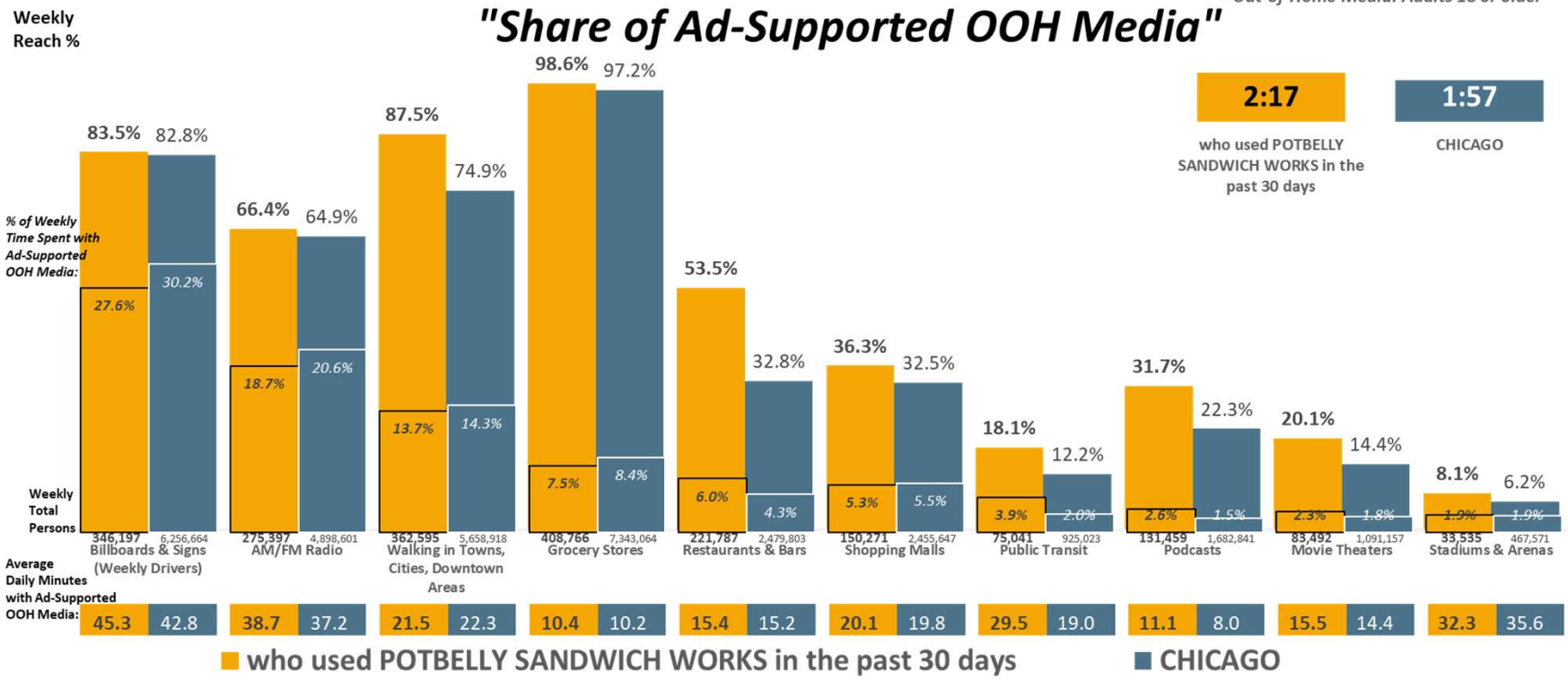
soefa.ai Share of Everything for Anything

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

346,197 or 83.5% of Adults 18 or older who used POTBELLY SANDWICH WORKS in the past 30 days spend an average of 45.3 minutes per day driving, seeing Billboards and Signs representing 27.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 268 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

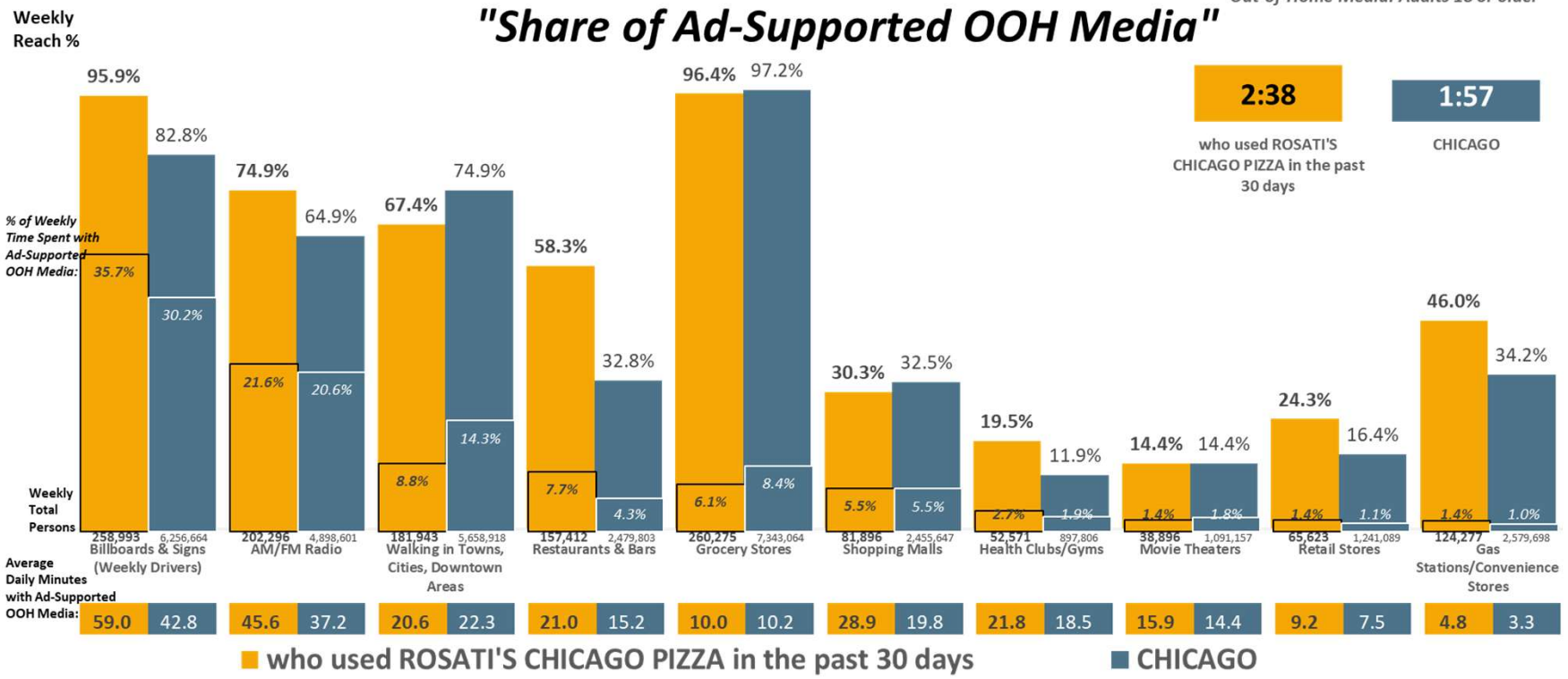
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Potbelly Sandwich Shop

258,993 or 95.9% of Adults 18 or older who used ROSATI'S CHICAGO PIZZA in the past 30 days spend an average of 59. minutes per day driving, seeing Billboards and Signs representing 35.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 147 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

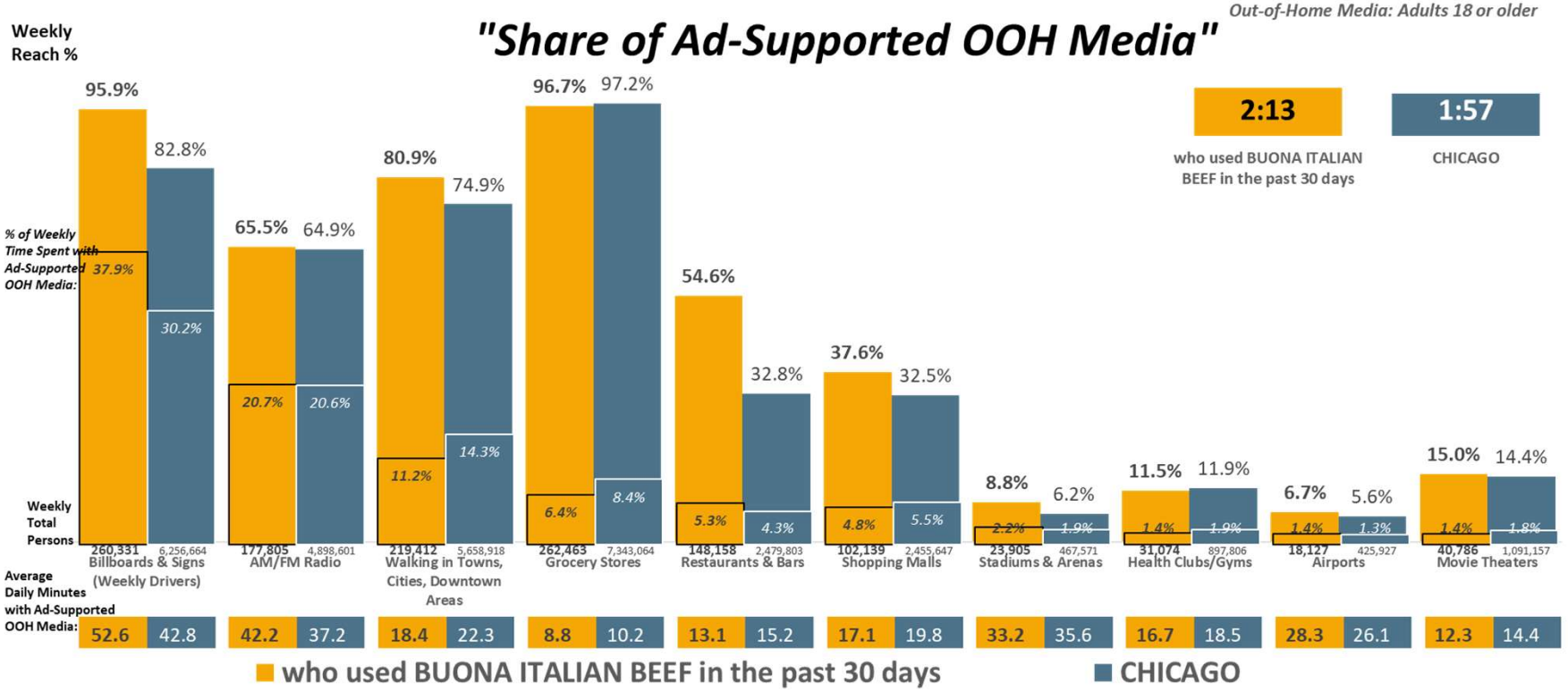
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

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

260,331 or 95.9% of Adults 18 or older who used BUONA ITALIAN BEEF in the past 30 days spend an average of 52.6 minutes per day driving, seeing Billboards and Signs representing 37.9% 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



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 173 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

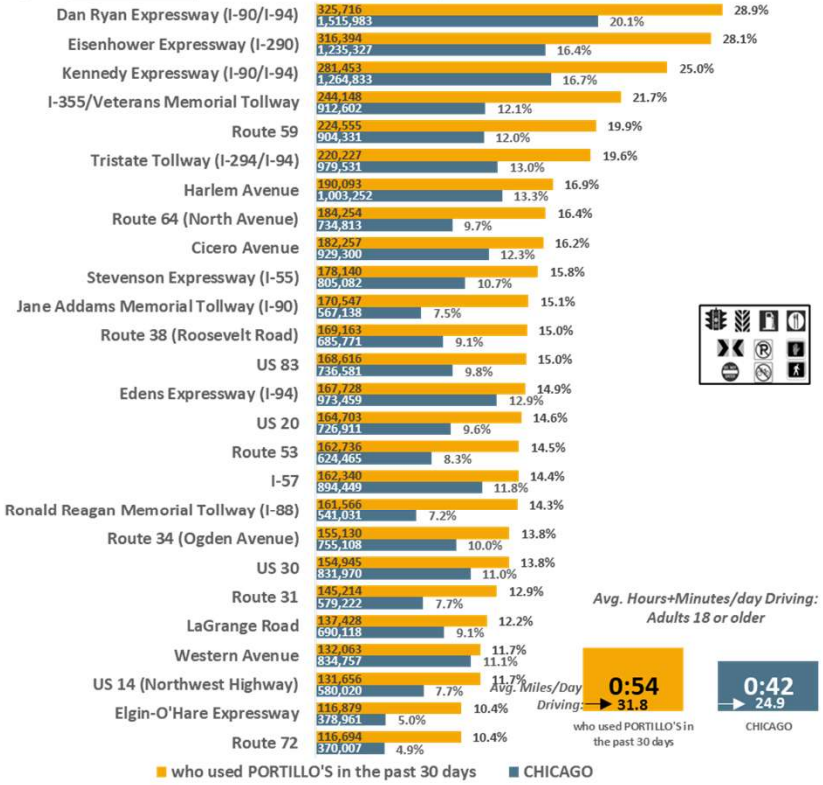
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

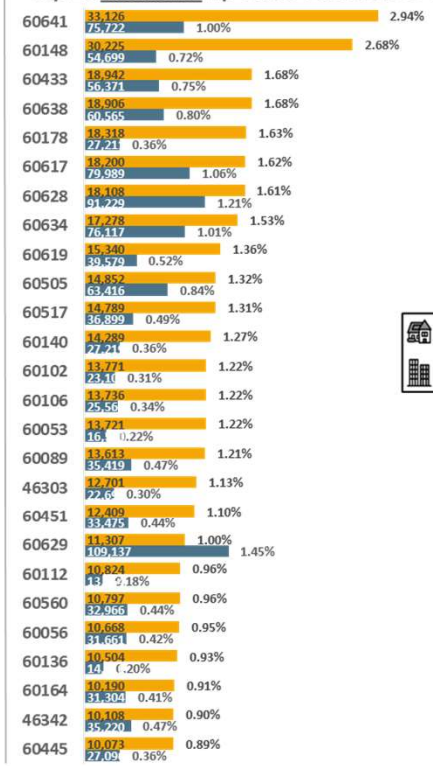
Quick service restaurants used past 30 days: Buona

1,053,722 or 93.6% of Adults 18 or older who used PORTILLO'S in the past 30 days spend an average of 54.6 minutes per day driving an average of 31.8 miles each day and are 101.7% more likely to use Jane Addams Memorial Tollway (I-90) than the Metro averag

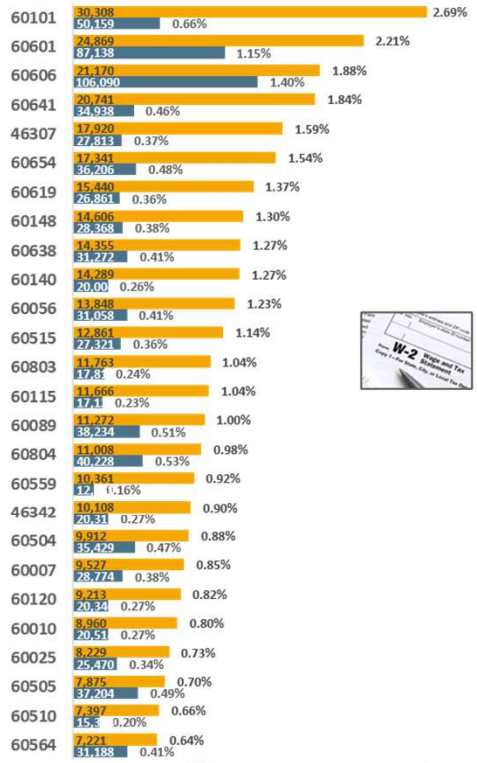
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



soefa.ai Share of Everything for Anything ©

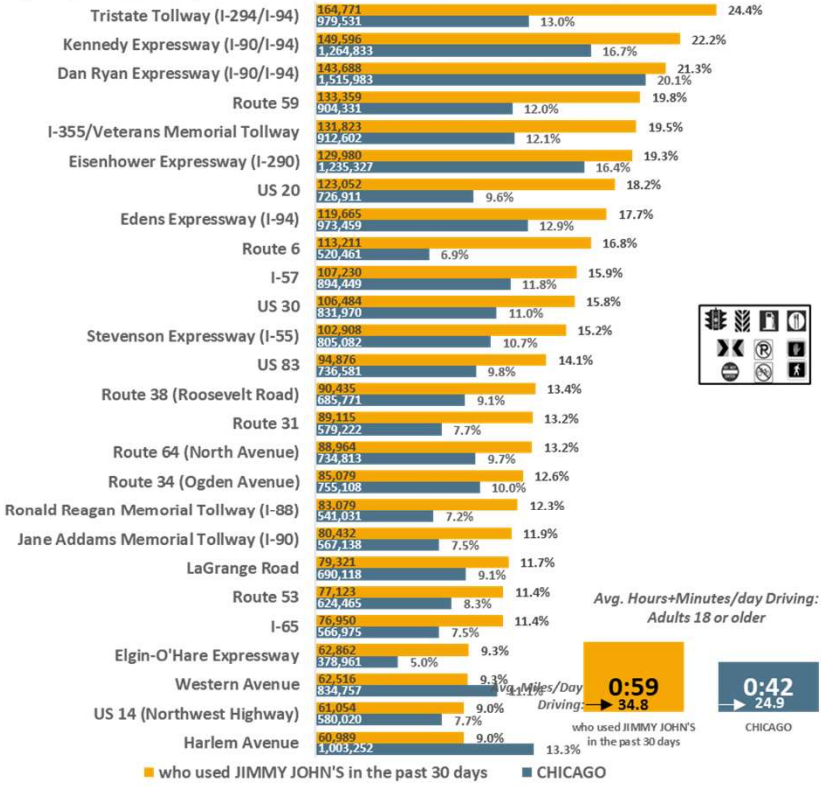
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 687

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Quick service restaurants used past 30 days: Portillo's

607,385 or 90.% of Adults 18 or older who used JIMMY JOHN'S in the past 30 days spend an average of 59.8 minutes per day driving an average of 34.8 miles each day and are 143.3% more likely to use Route 6 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

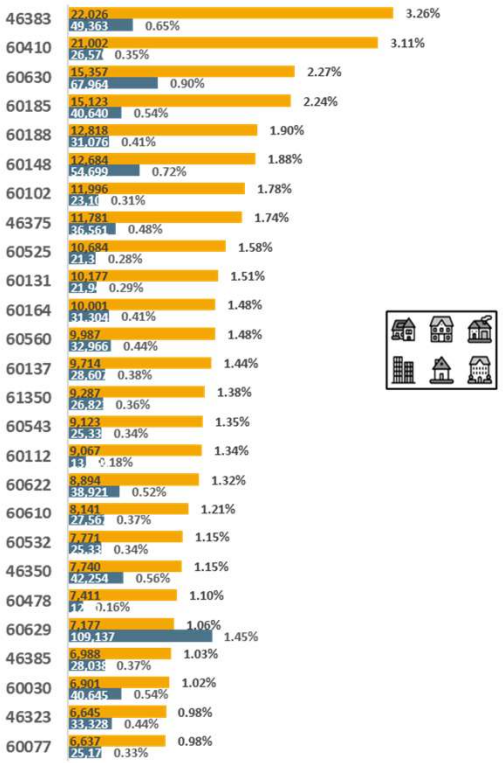
Avg. Miles/Day Driving: 34.8

0:59 who used JIMMY JOHN'S in the past 30 days

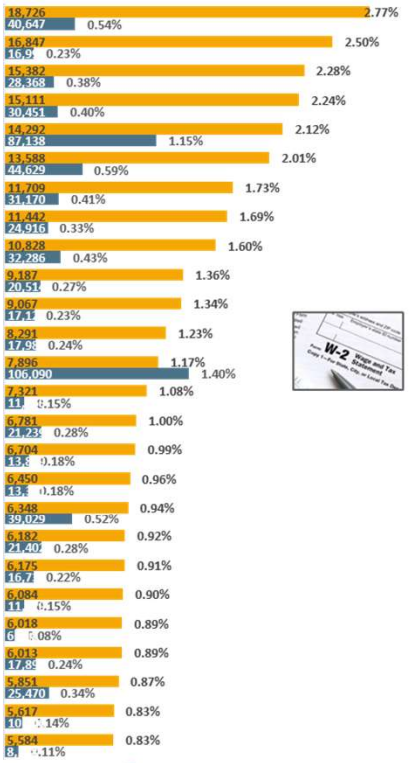
0:42 CHICAGO

24.9

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



soefa.ai Share of Everything for Anything ©

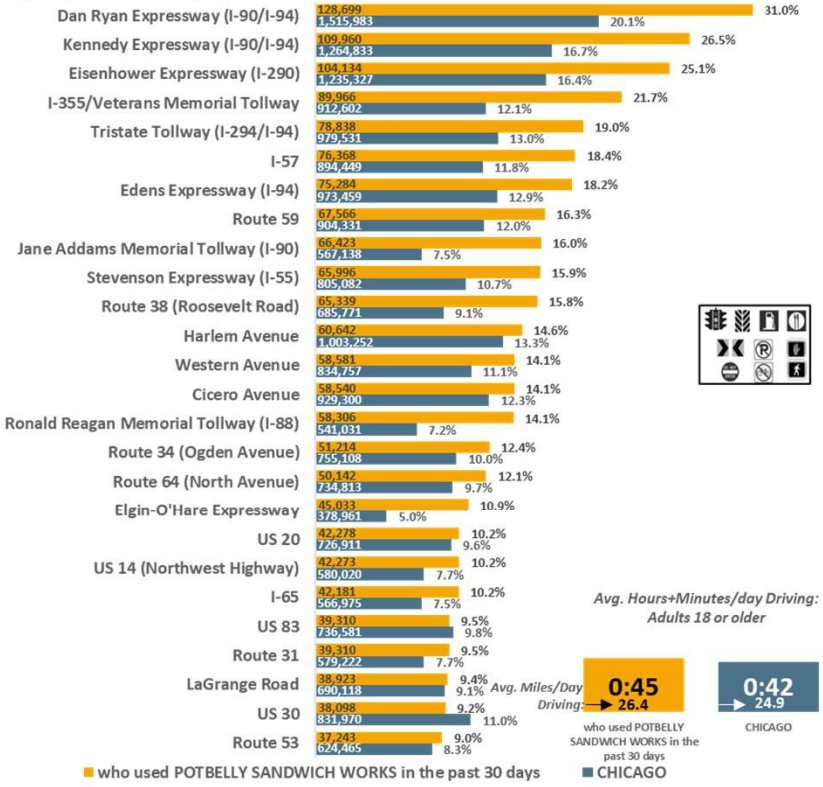
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 388

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

346,197 or 83.5% of Adults 18 or older who used POTBELLY SANDWICH WORKS in the past 30 days spend an average of 45.3 minutes per day driving an average of 26.4 miles each day and are 116.5% more likely to use Elgin-O'Hare Expressway than the Metro average

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



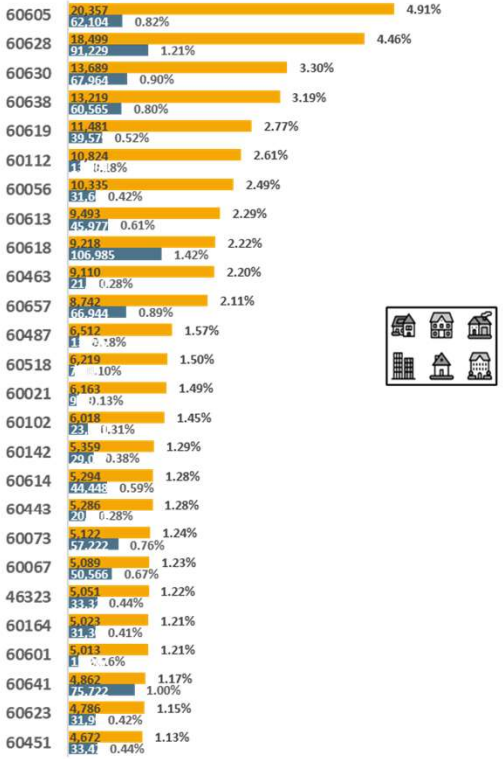
Avg. Miles/Day Driving: 26.4

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

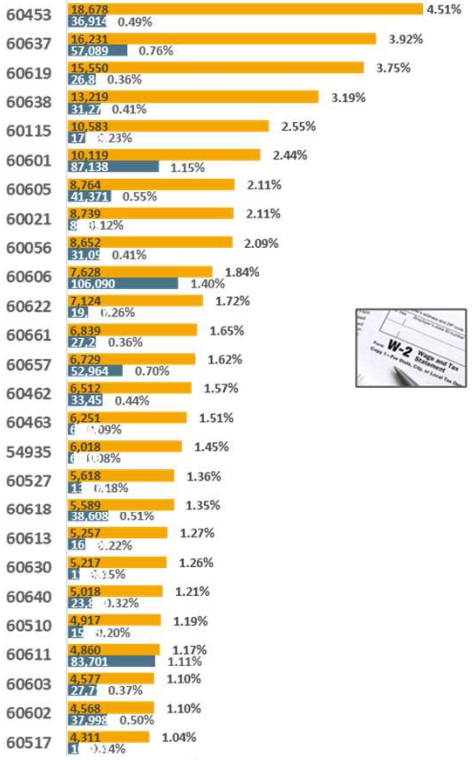
0:45 who used POTBELLY SANDWICH WORKS in the past 30 days

0:42 (24.9) CHICAGO

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



soefa.ai Share of Everything for Anything ©

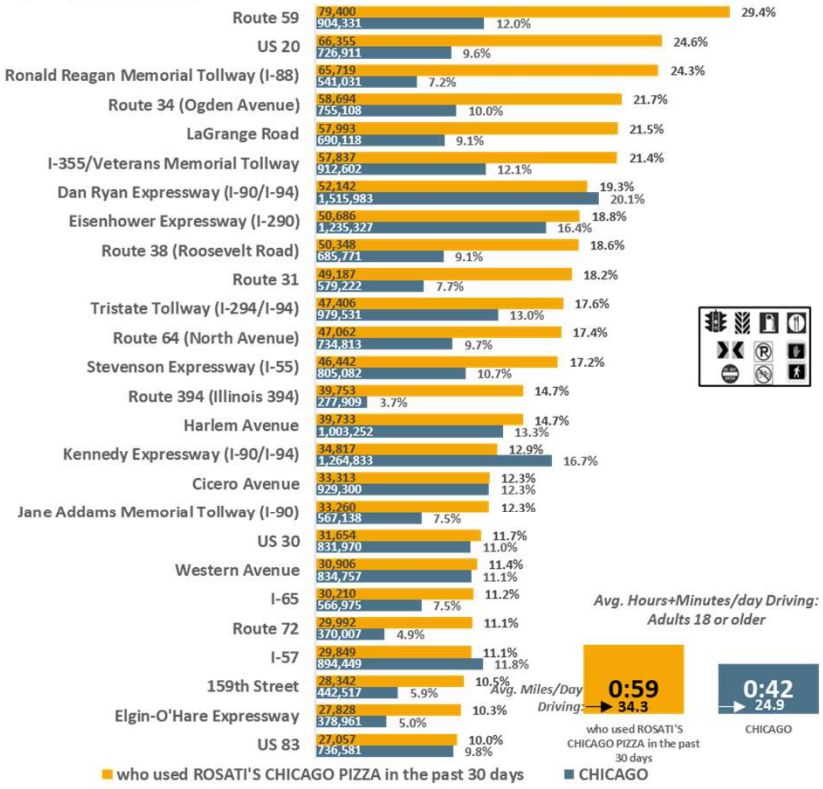
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 268

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Quick service restaurants used past 30 days: Potbelly Sandwich Shop

258,993 or 95.9% of Adults 18 or older who used ROSATI'S CHICAGO PIZZA in the past 30 days spend an average of 59. minutes per day driving an average of 34.3 miles each day and are 300.% more likely to use Route 394 (Illinois 394) than the Metro average.

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



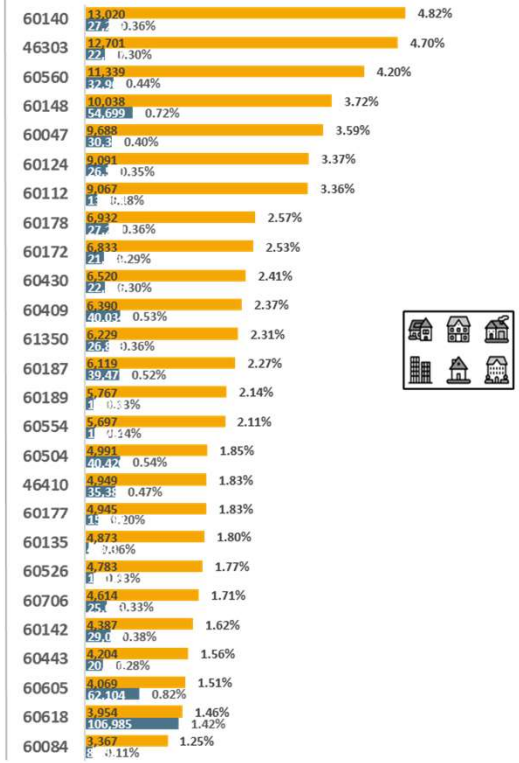
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 34.3

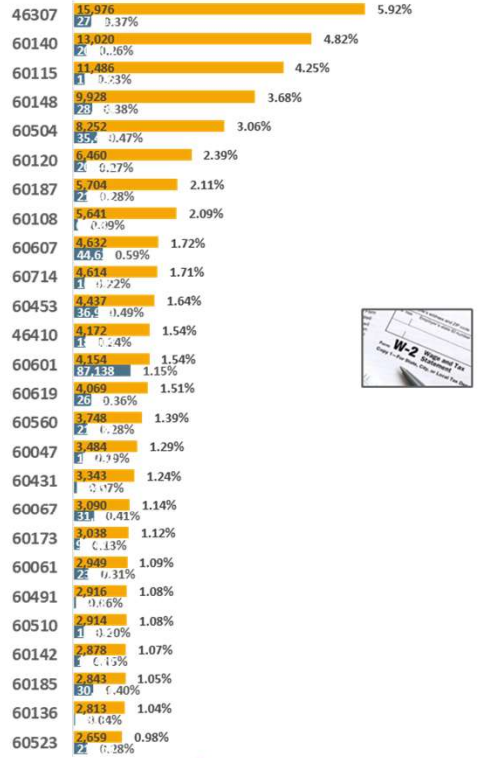
0:59 who used ROSATI'S CHICAGO PIZZA in the past 30 days

0:42 CHICAGO

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



soefa.ai Share of Everything for Anything ©

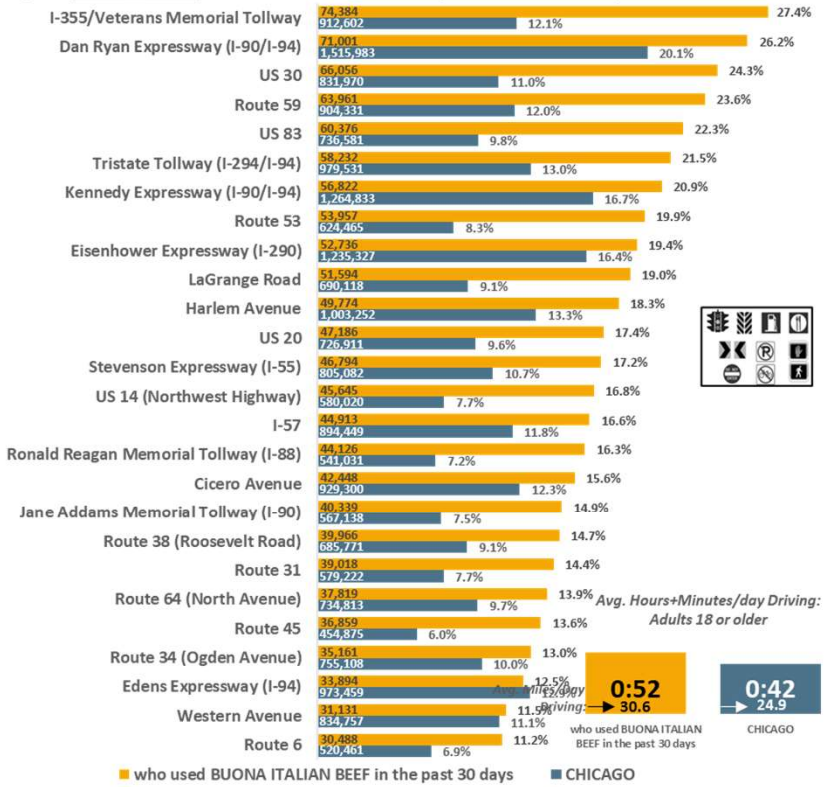
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 147

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

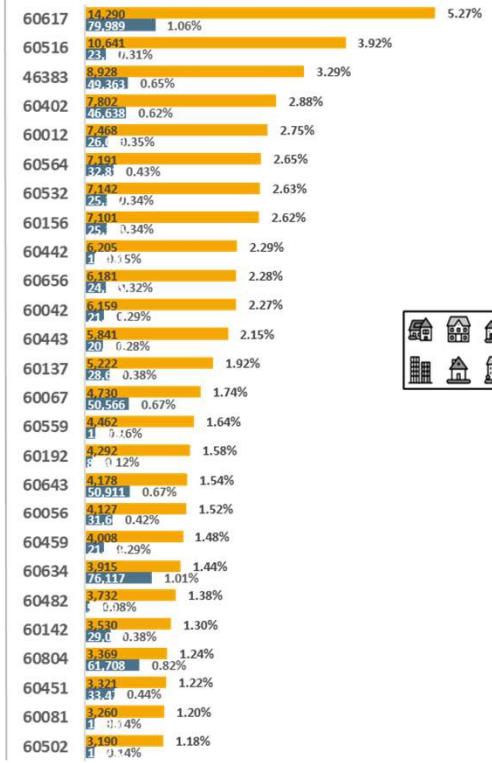
Quick service restaurants used past 30 days: Rosati's Pizza

260,331 or 95.9% of Adults 18 or older who used BUONA ITALIAN BEEF 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 140.5% more likely to use Route 53 than the Metro average.

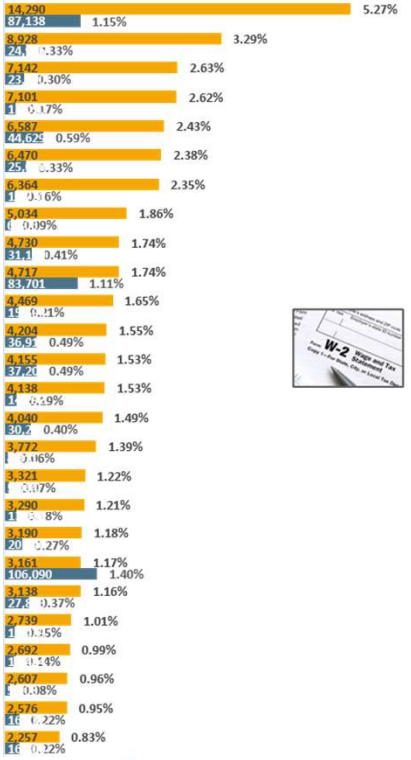
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



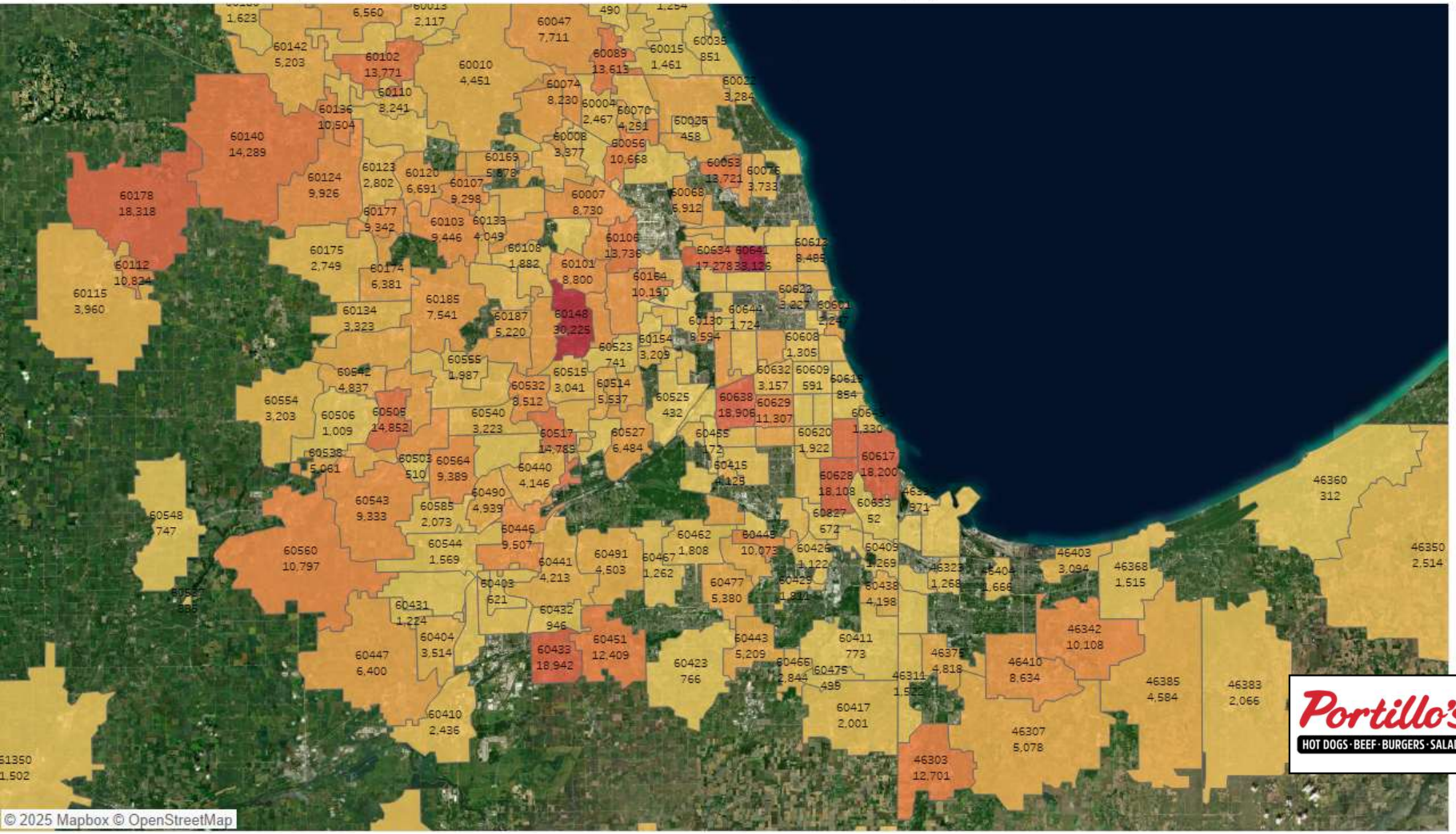
soefa.ai Share of Everything for Anything ©

CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 173

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Quick service restaurants used past 30 days: Buona

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



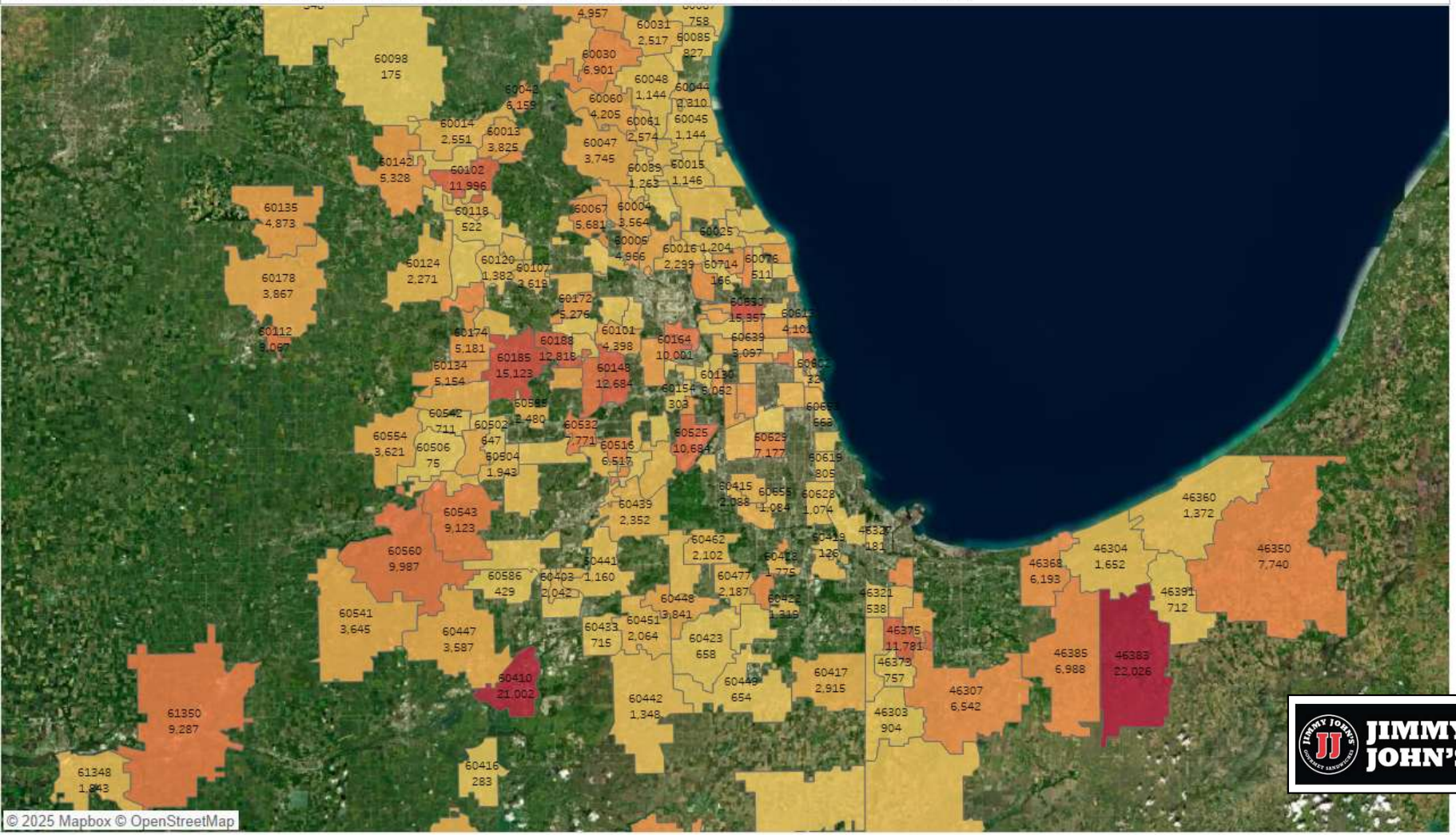
Portillo's HOT DOGS · BEEF · BURGERS · SALADS CHI

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Portillo's

Top Residential Zip Codes: (Adults 18 or older who used JIMMY JOHN'S in the past 30 days)



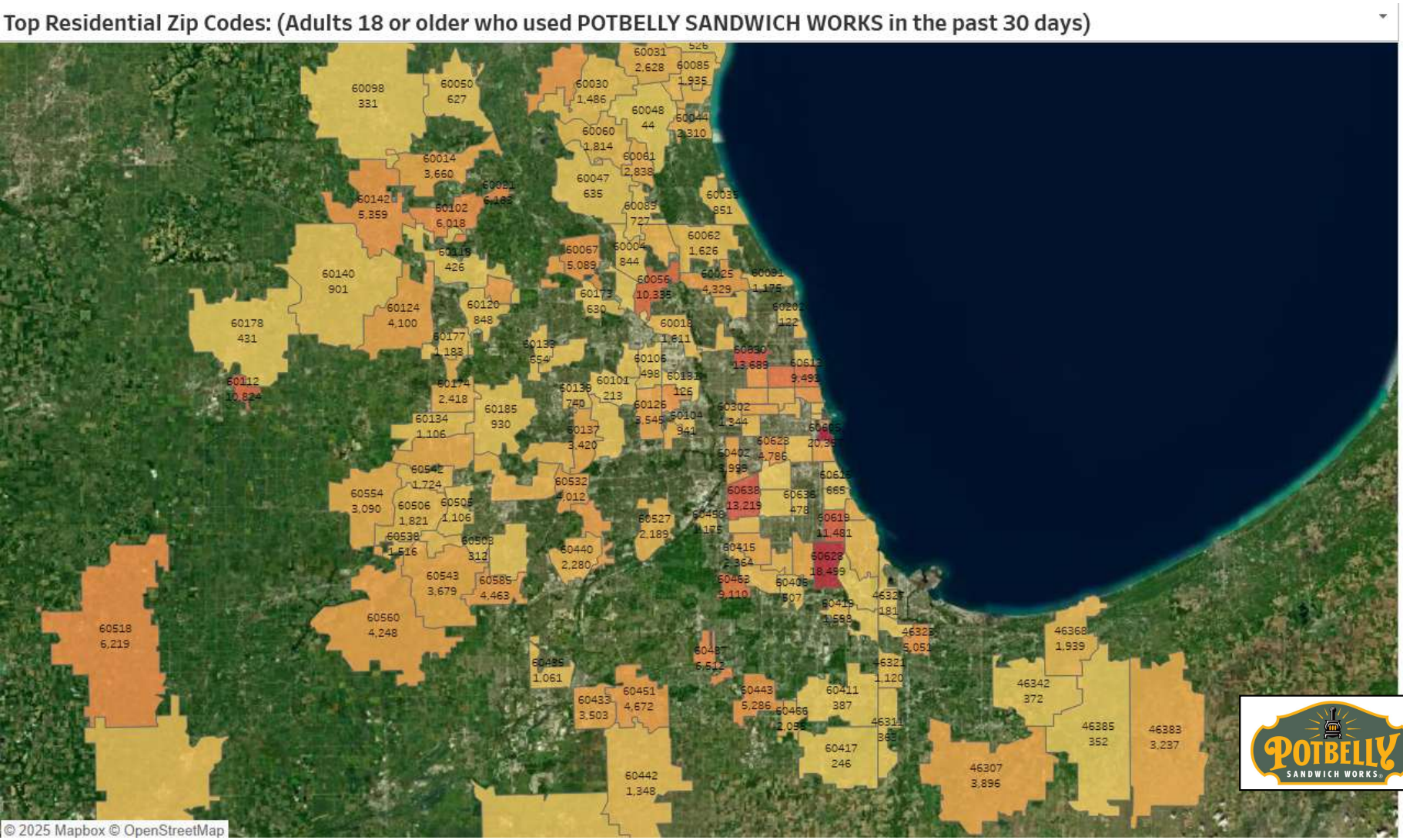
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 388

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

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

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



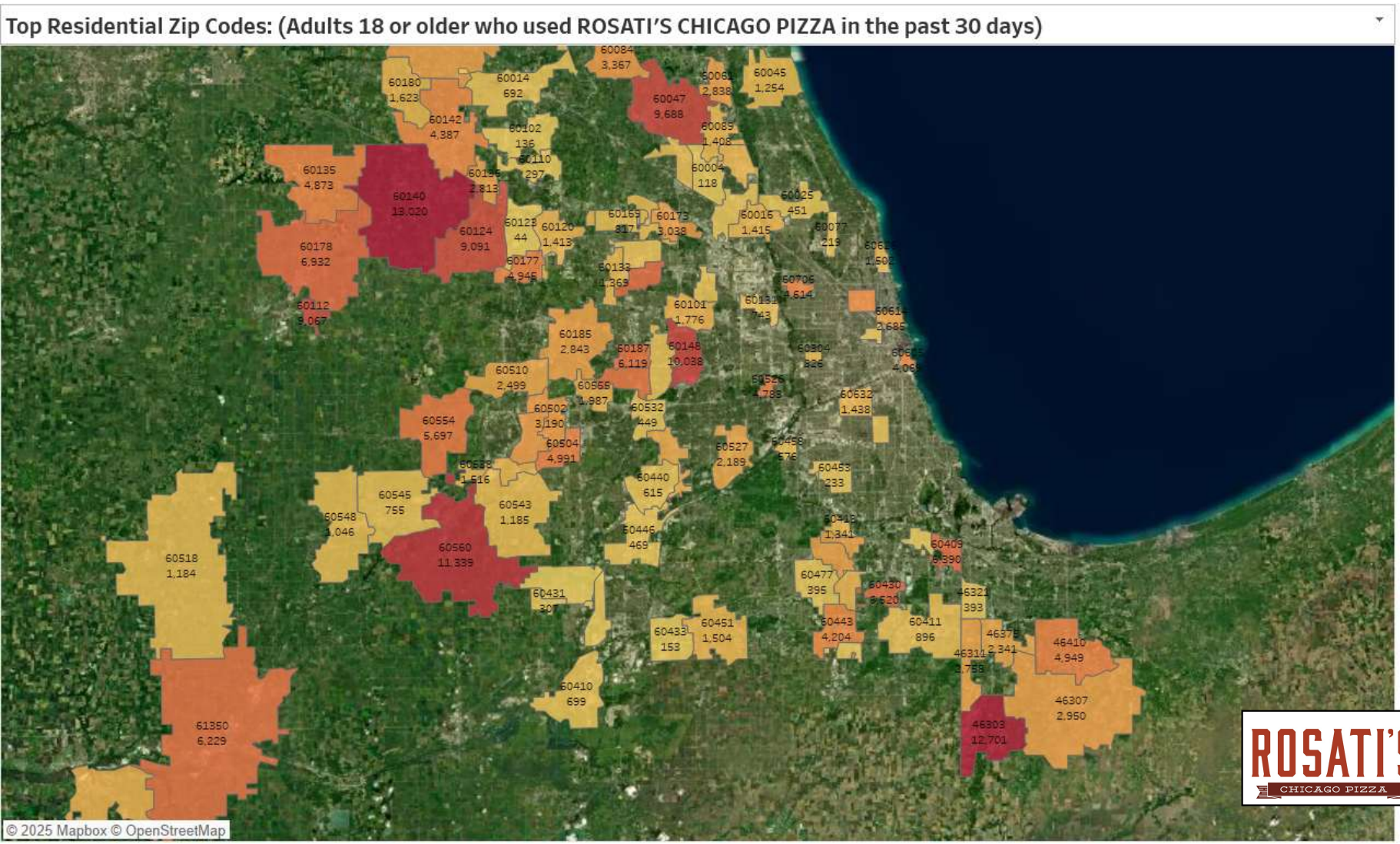
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 268

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Potbelly Sandwich Shop

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



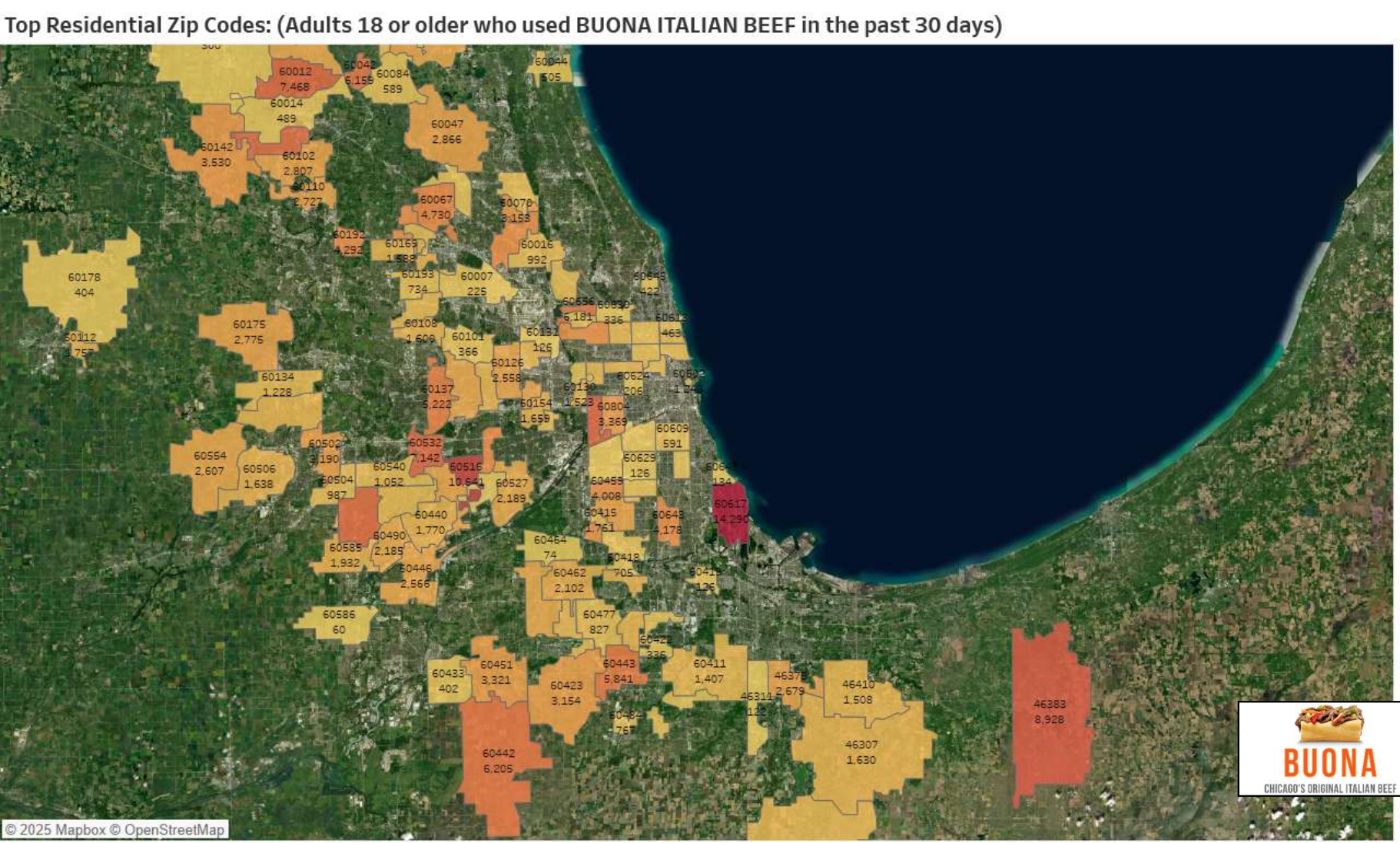
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 147

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

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

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



BUONA
CHICAGO'S ORIGINAL ITALIAN BEEF

CHI

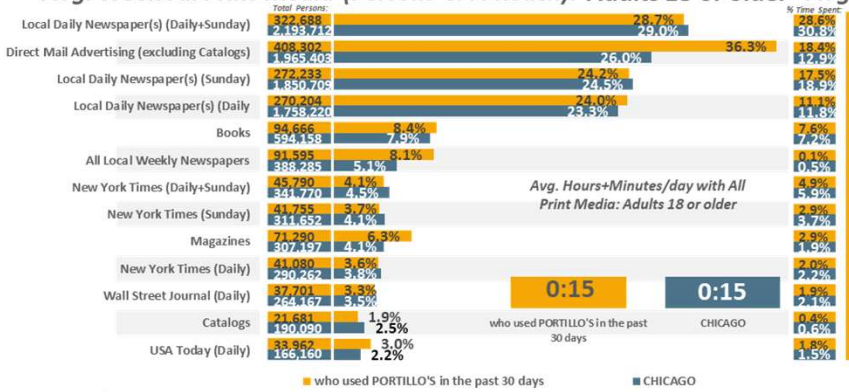
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

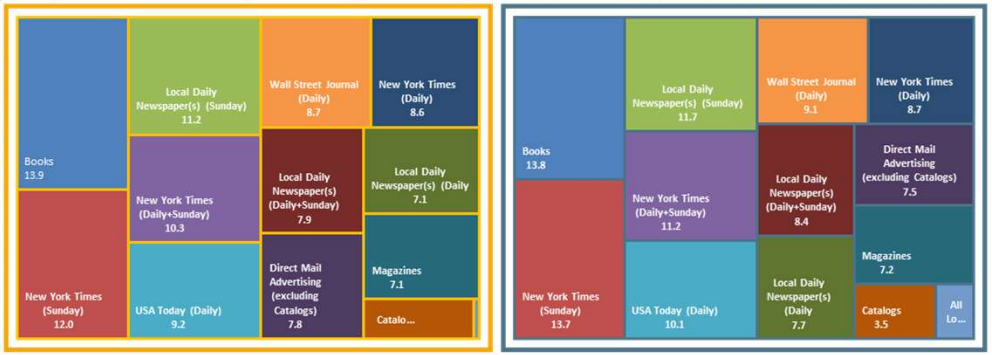
Quick service restaurants used past 30 days: Buona

322,688 or 28.7% of Adults 18 or older who used PORTILLO'S in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.9 minutes every day representing 30.9% of all time spent daily with All forms of Print Media.

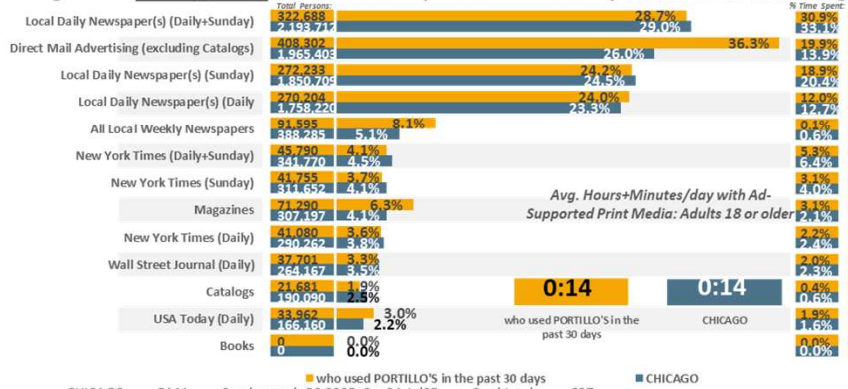
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 687

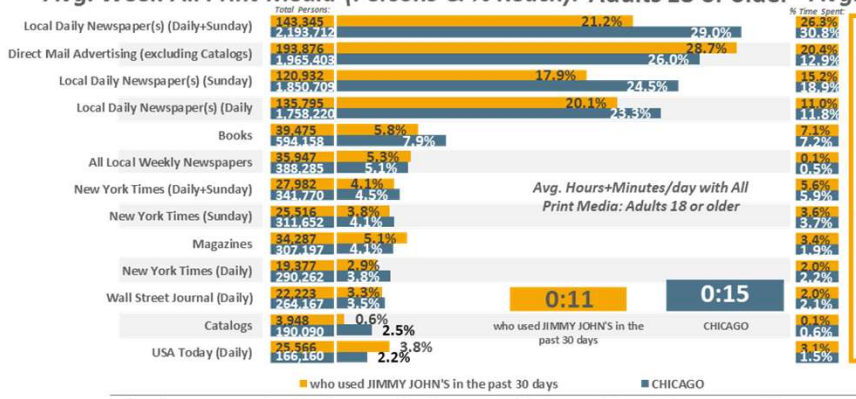
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

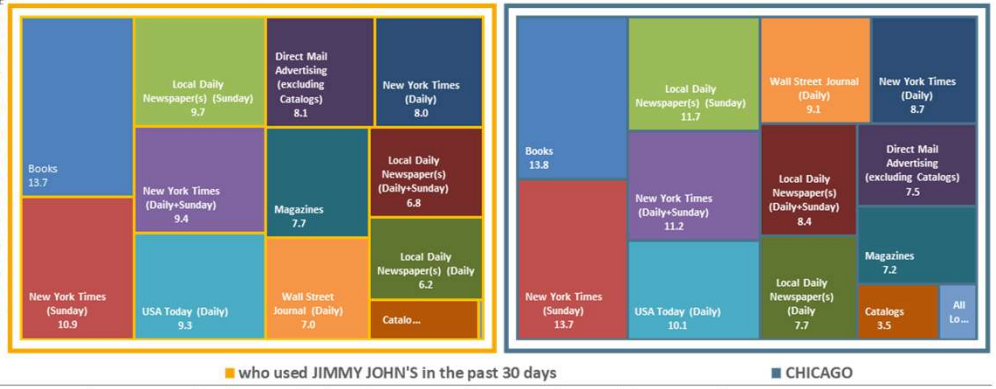
Quick service restaurants used past 30 days: Portillo's

143,345 or 21.2% of Adults 18 or older who used JIMMY JOHN'S in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.8 minutes every day representing 28.3% of all time spent daily with All forms of Print Media.

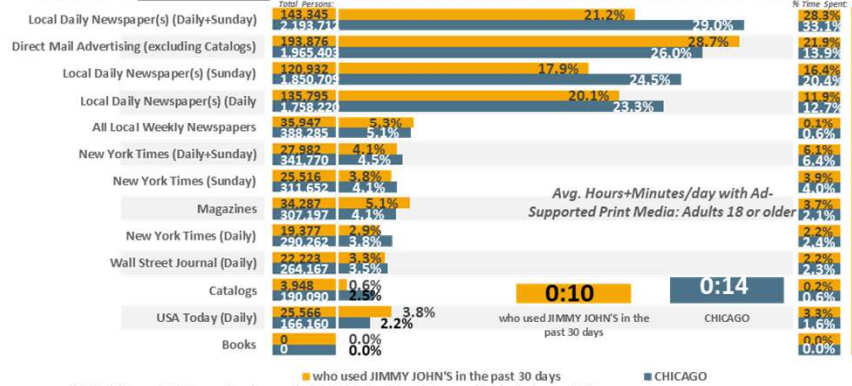
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



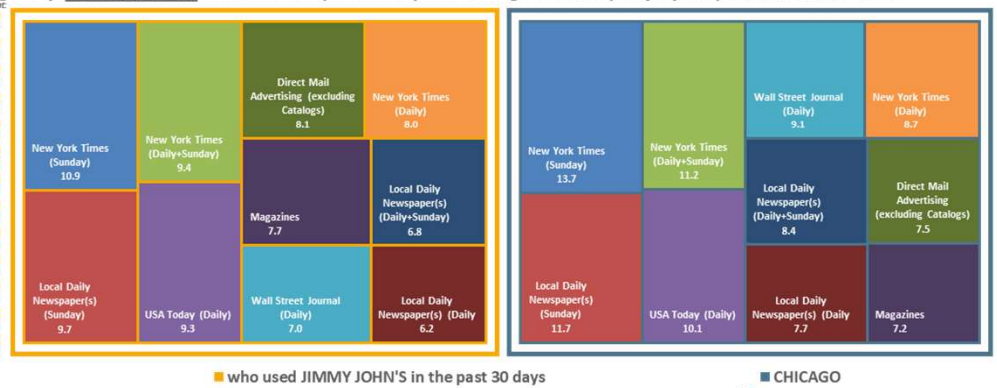
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 388

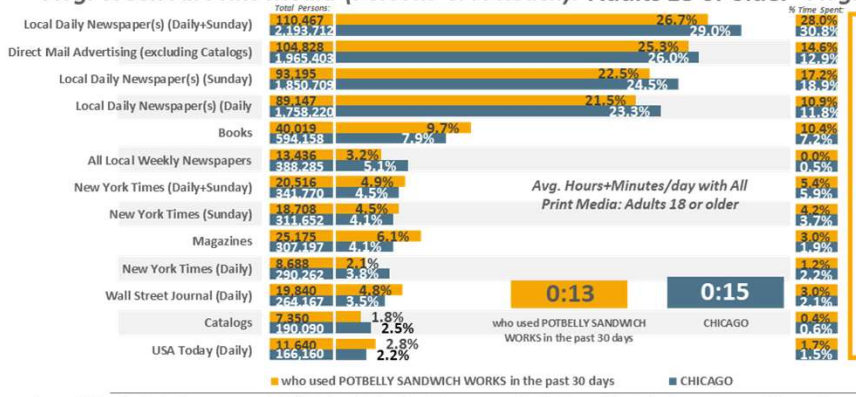
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

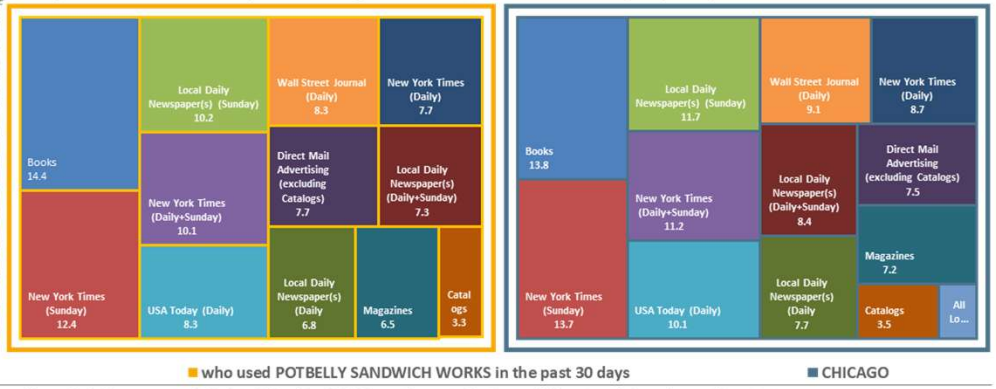
Quick service restaurants used past 30 days: Jimmy John's

110,467 or 26.7% of Adults 18 or older who used POTBELLY SANDWICH WORKS in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.3 minutes every day representing 31.3% of all time spent daily with All forms of Print Media.

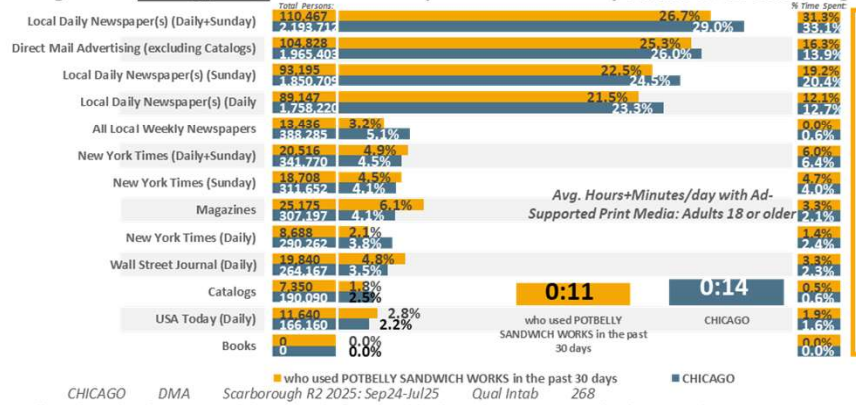
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



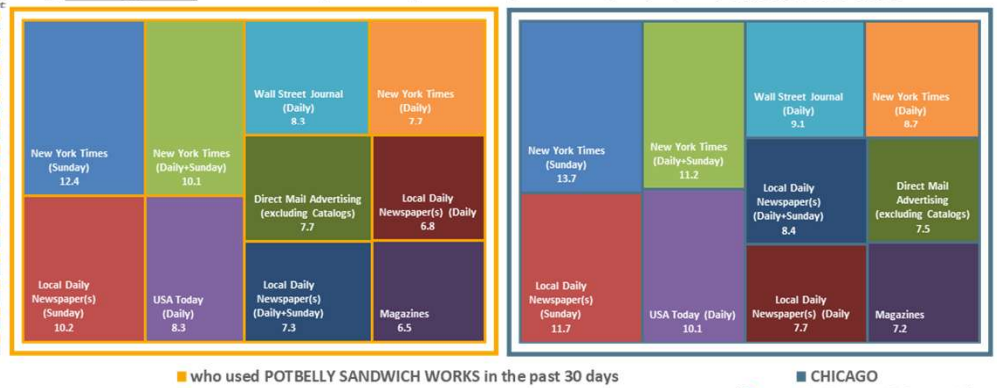
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 268

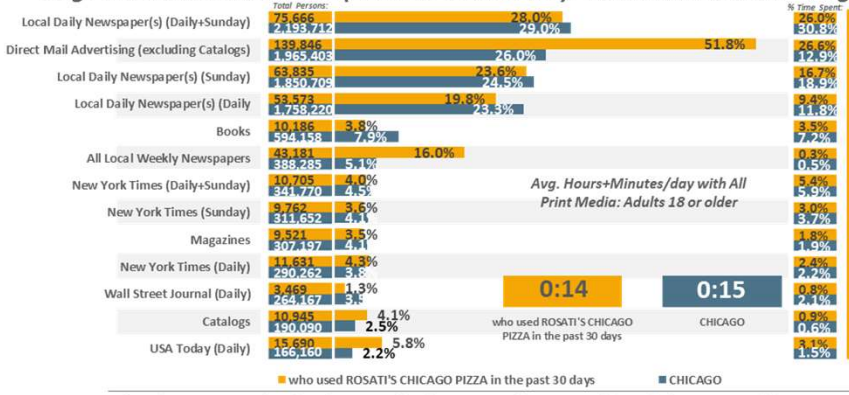
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

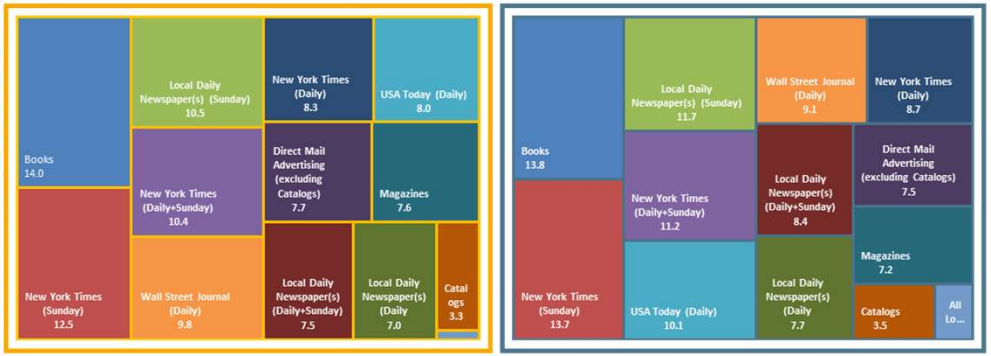
Quick service restaurants used past 30 days: Potbelly Sandwich Shop

139,846 or 51.8% of Adults 18 or older who used ROSATI'S CHICAGO PIZZA in the past 30 days read Direct Mail Advertising (excluding Catalogs) for an average of 7.7 minutes every day representing 27.6% of all time spent daily with All forms of Print Media.

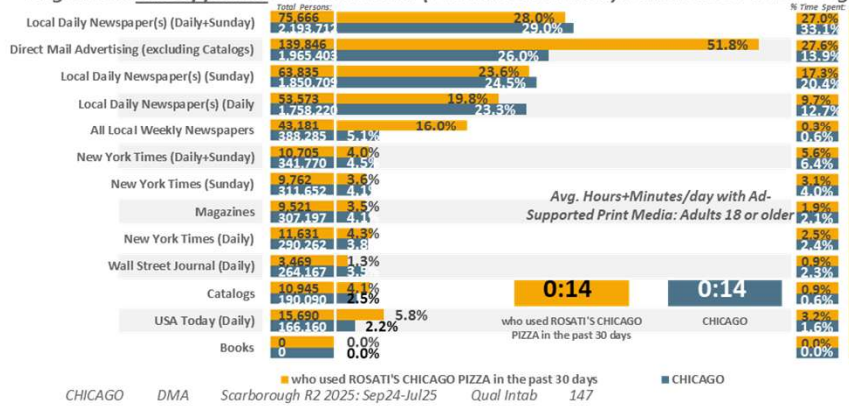
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



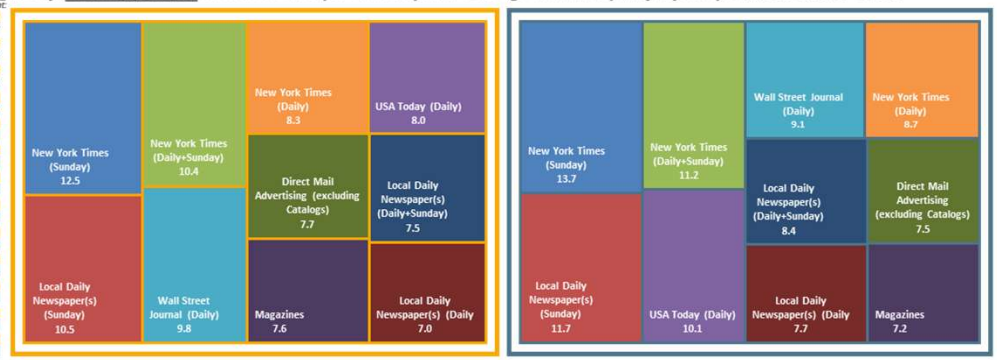
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 147

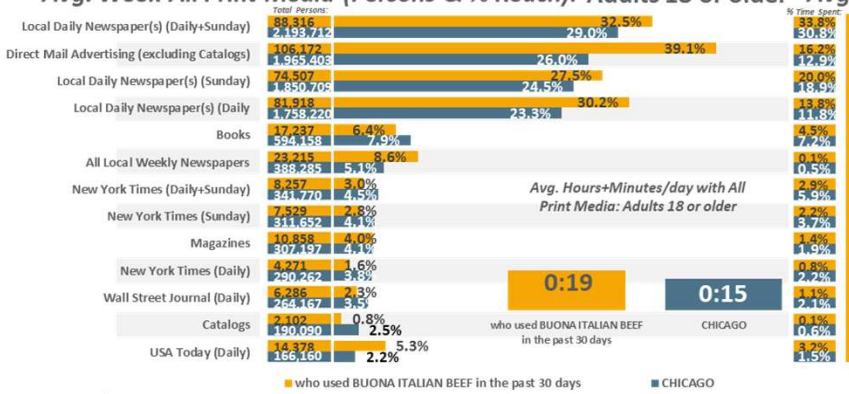
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

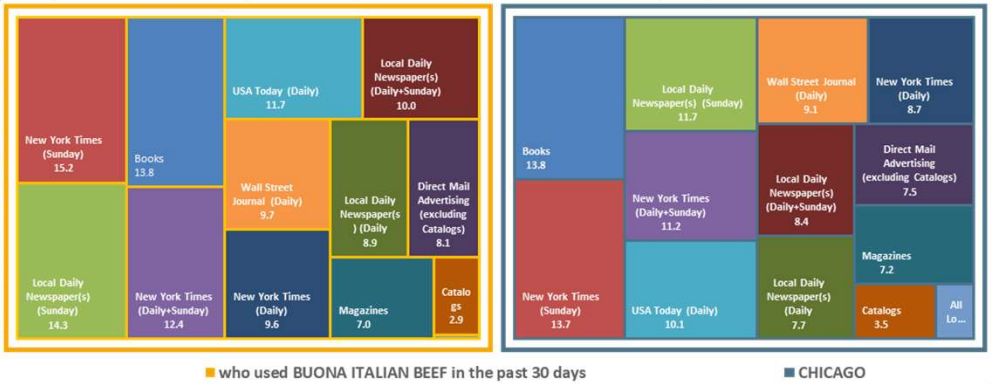
Quick service restaurants used past 30 days: Rosati's Pizza

88,316 or 32.5% of Adults 18 or older who used BUONA ITALIAN BEEF in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10. minutes every day representing 35.4% of all time spent daily with All forms of Print Media.

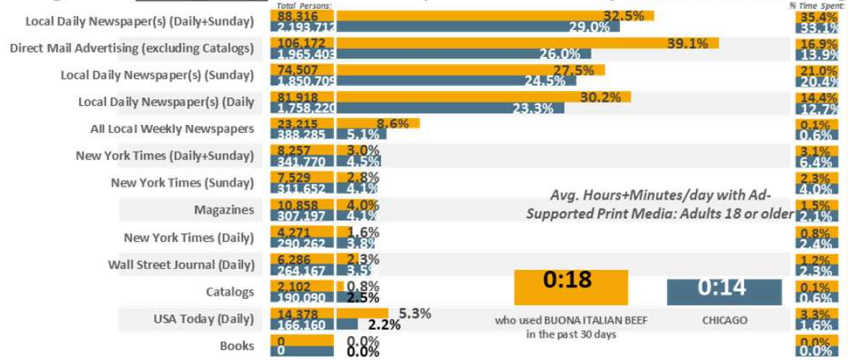
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



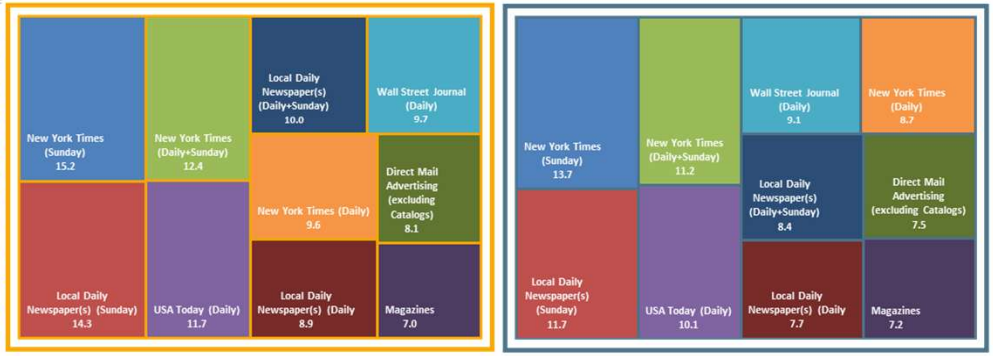
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 173

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

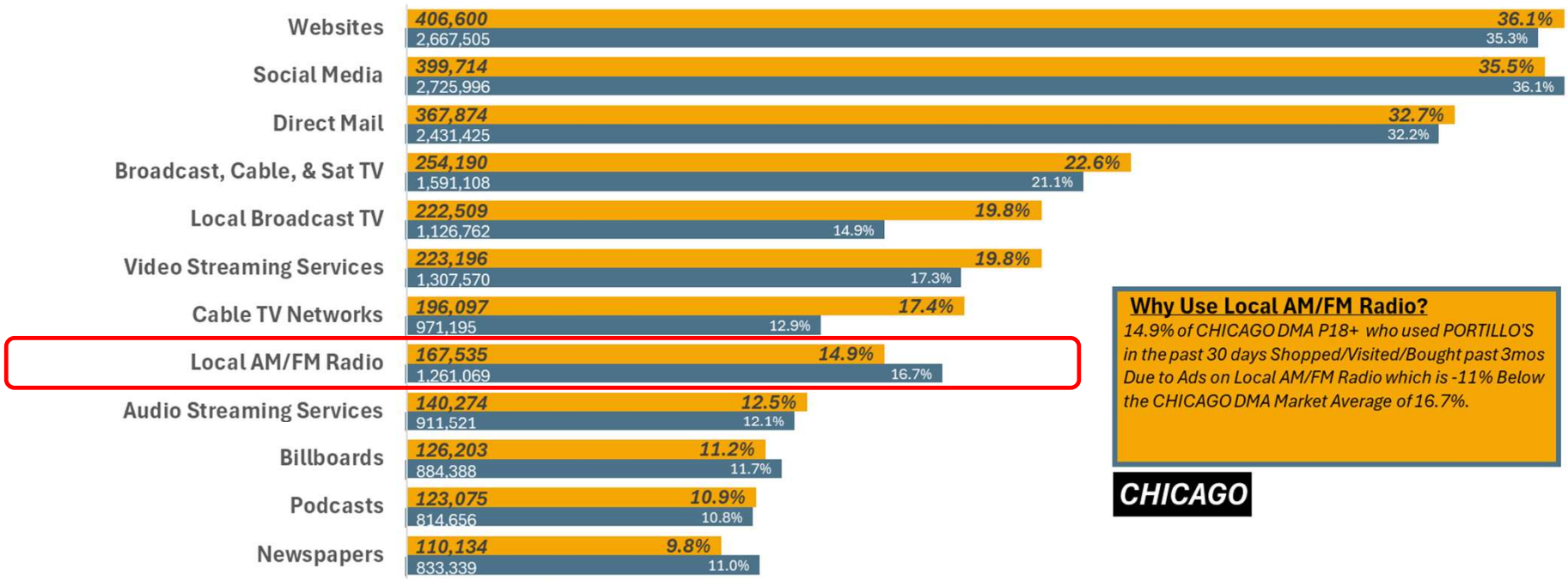
soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Buona

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

"Advertising Actions"

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



Why Use Local AM/FM Radio?

14.9% of CHICAGO DMA P18+ who used PORTILLO'S in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -11% Below the CHICAGO DMA Market Average of 16.7%.

CHICAGO

CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 687

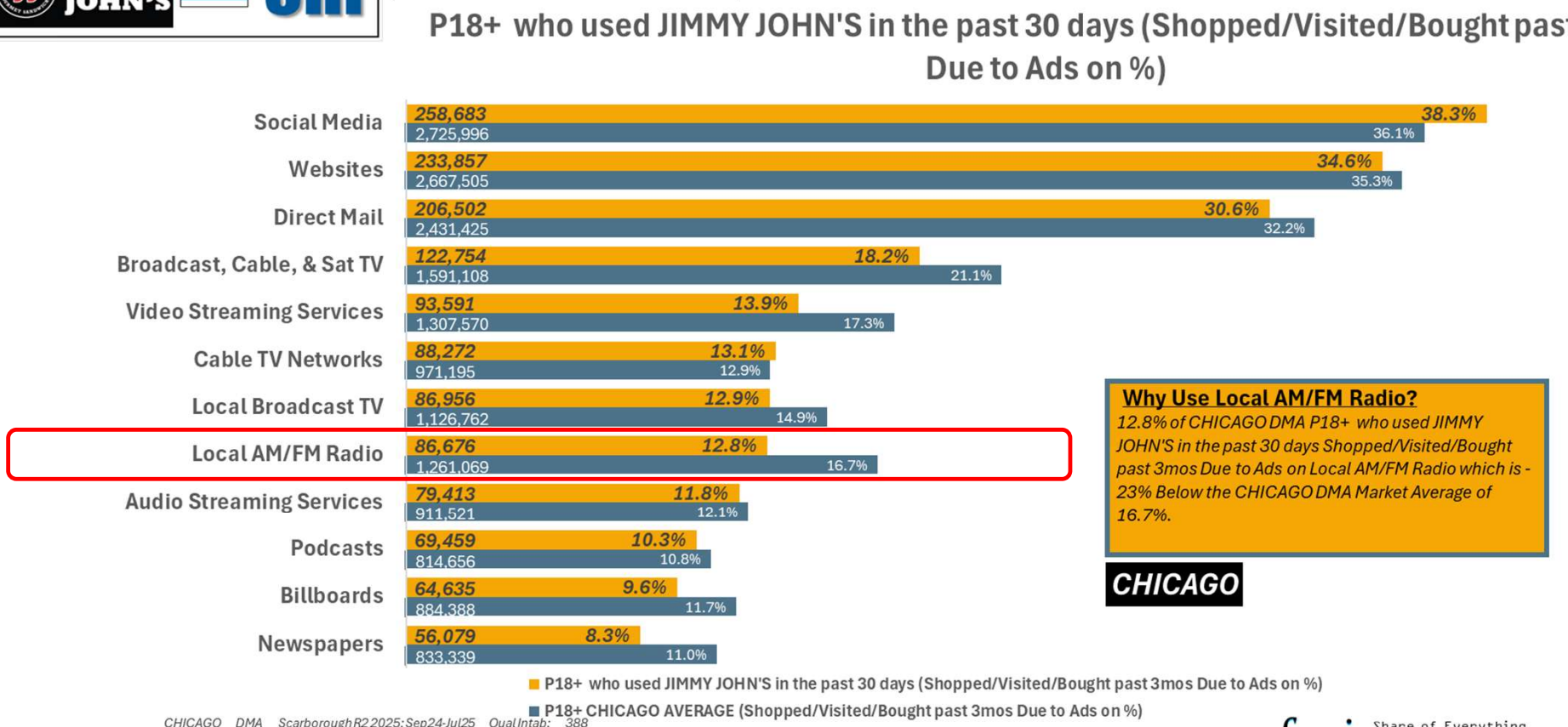
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Portillo's

JIMMY JOHN'S CHI

"Advertising Actions"



Why Use Local AM/FM Radio?

12.8% of CHICAGO DMA P18+ who used JIMMY JOHN'S in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -23% Below the CHICAGO DMA Market Average of 16.7%.

CHICAGO

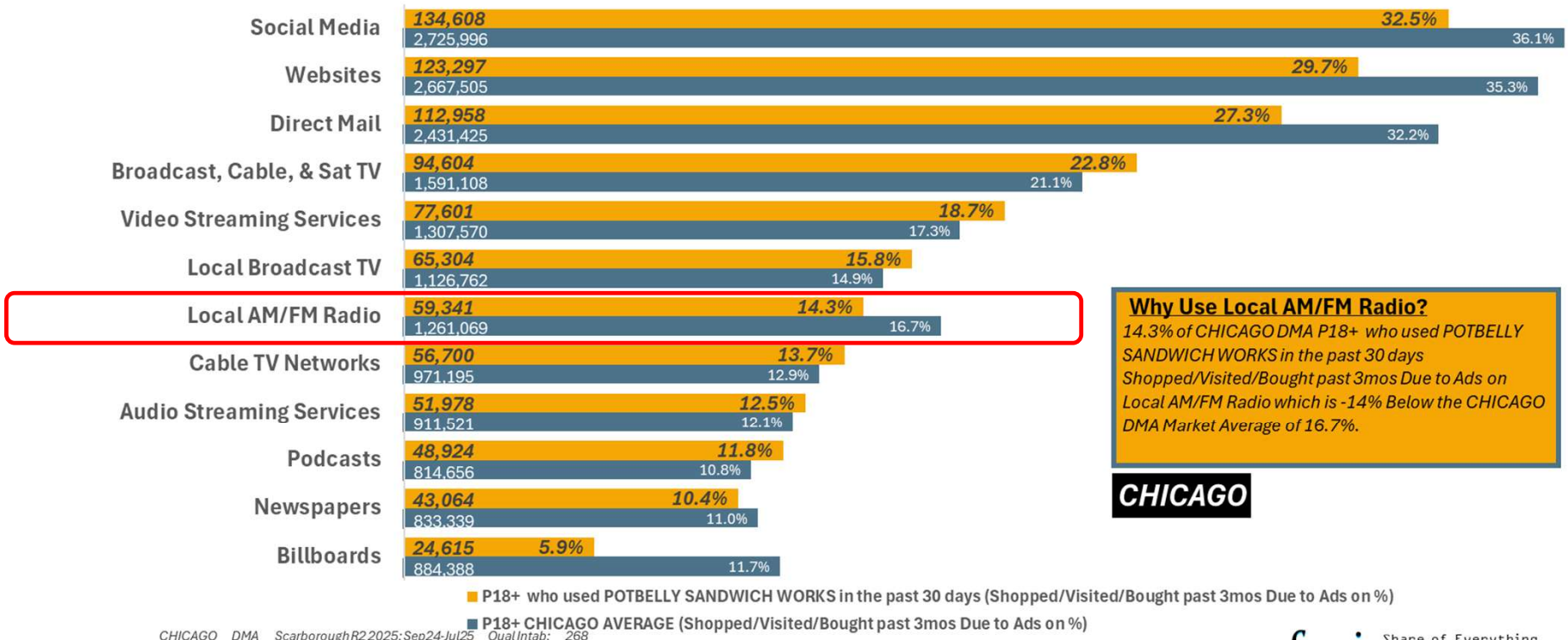
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 388

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

"Advertising Actions"

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



Why Use Local AM/FM Radio?

14.3% of CHICAGO DMA P18+ who used POTBELLY SANDWICH WORKS in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -14% Below the CHICAGO DMA Market Average of 16.7%.

CHICAGO

CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 268

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

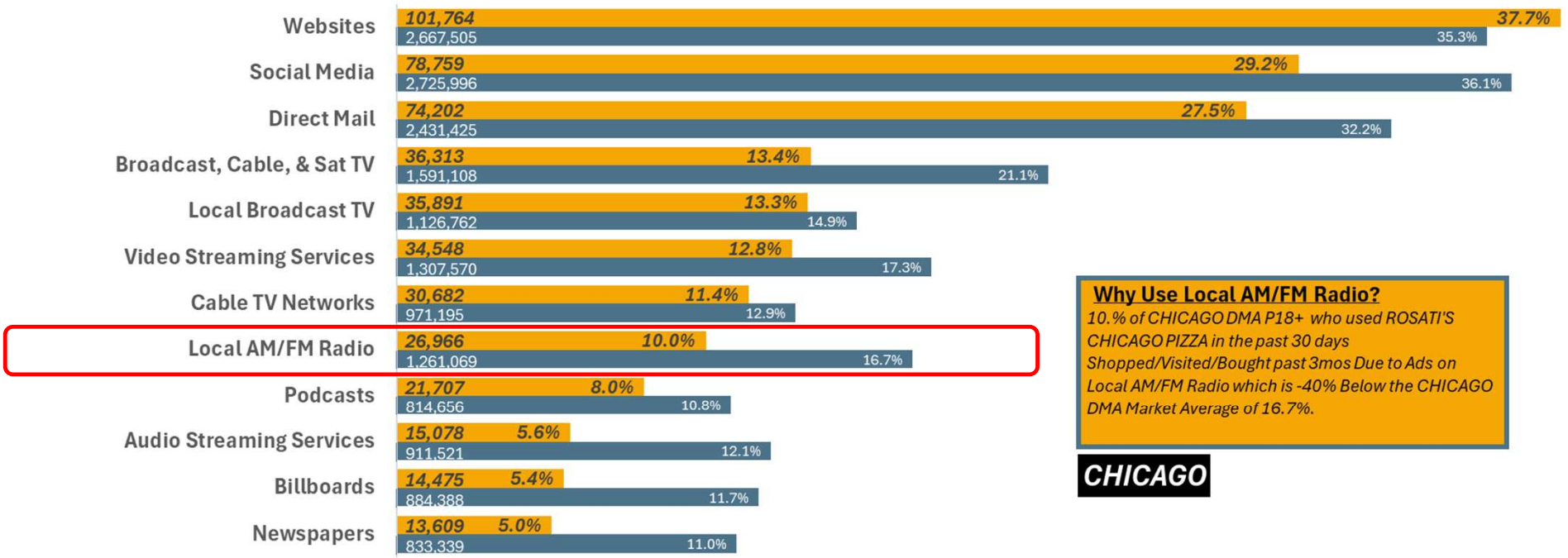
soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Potbelly Sandwich Shop

ROSATI'S CHICAGO PIZZA CHI

"Advertising Actions"

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



Why Use Local AM/FM Radio?

10.% of CHICAGO DMA P18+ who used ROSATI'S CHICAGO PIZZA in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -40% Below the CHICAGO DMA Market Average of 16.7%.

CHICAGO

CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 147

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

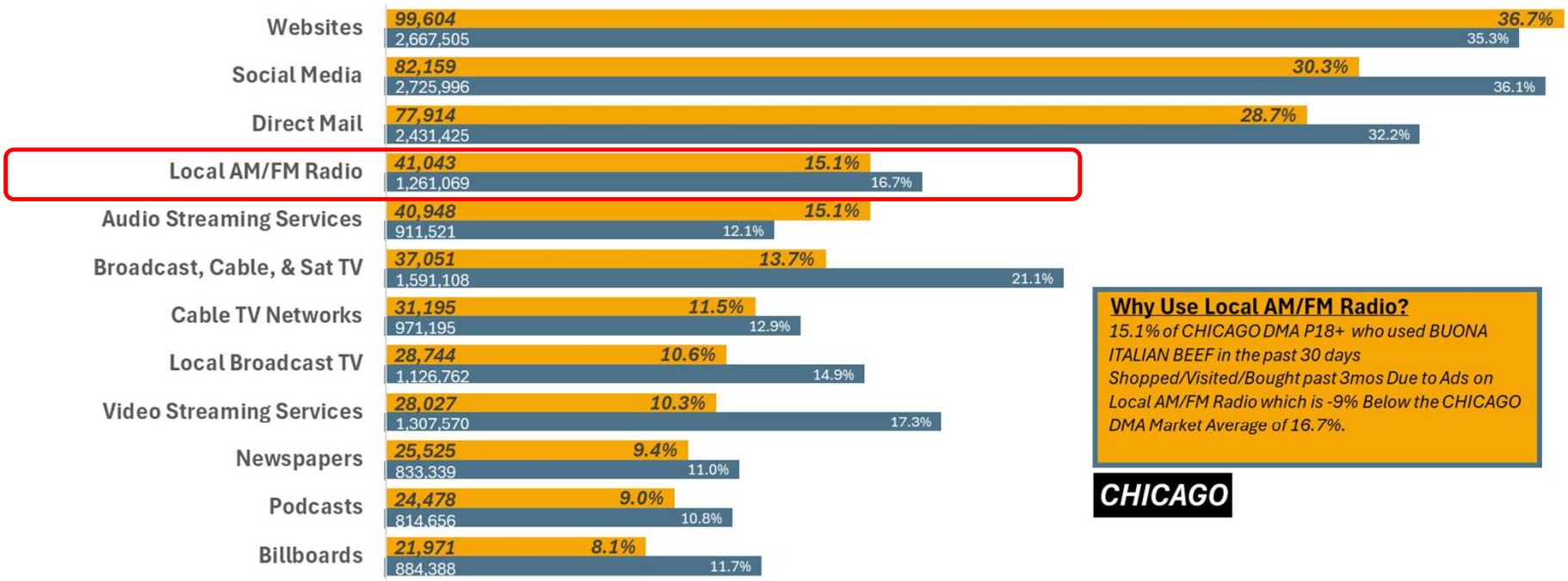
Quick service restaurants used past 30 days: Rosati's Pizza

BUONA
CHICAGO'S ORIGINAL ITALIAN BEEF

CHI

"Advertising Actions"

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



Why Use Local AM/FM Radio?

15.1% of CHICAGO DMA P18+ who used BUONA ITALIAN BEEF in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -9% Below the CHICAGO DMA Market Average of 16.7%.

CHICAGO

CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 173

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Buona