

## A person with long dark hair is seen from behind, sitting at a desk with multiple Bloomberg Terminal monitors. The screens display various financial data, including a large green and red pie chart on the left, and several columns of stock market data and news feeds on the right. The interface is dense with text and numbers, typical of professional financial software. The person is wearing a dark top. The desk is cluttered with some papers and a small potted plant is visible on the right side. The overall scene suggests a busy financial trading or analysis environment.



**Glory Days** GRILL  **WDC**

# #8 P18+



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

Quick service restaurants used past 30 days: CAVA

Quick service restaurants used past 30 days: Ledo Pizza

Sit-down restaurants used past 30 days: Silver Diner

Quick service restaurants used past 30 days: Roy Rogers

Sit-down restaurants used past 30 days: *Glory Days Grill*

# CAVA WDC

6.6% or 380,110 of WASHINGTON, DC DMA Adults 18 or older used CAVA in the past 30 days.  
Typical Adults 18 or older who used CAVA in the past 30 days are 40.7 years old (15.% younger than average) and have a \$197,838 (42.% higher than average) annual household income.

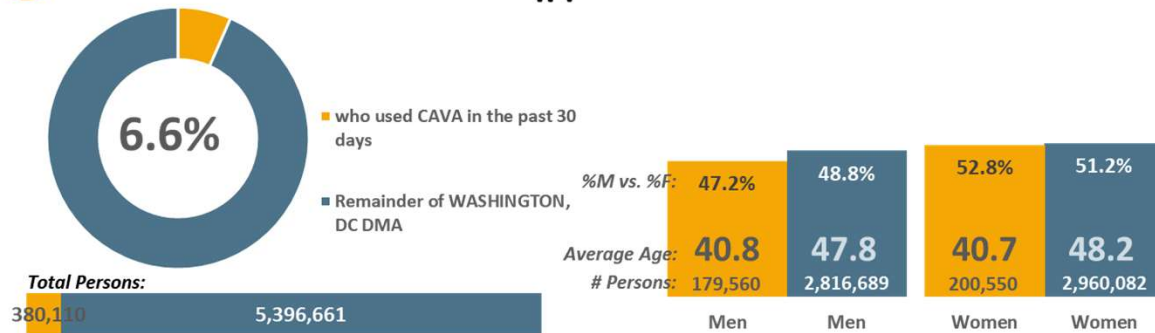


Percent of Market: Adults 18 or older

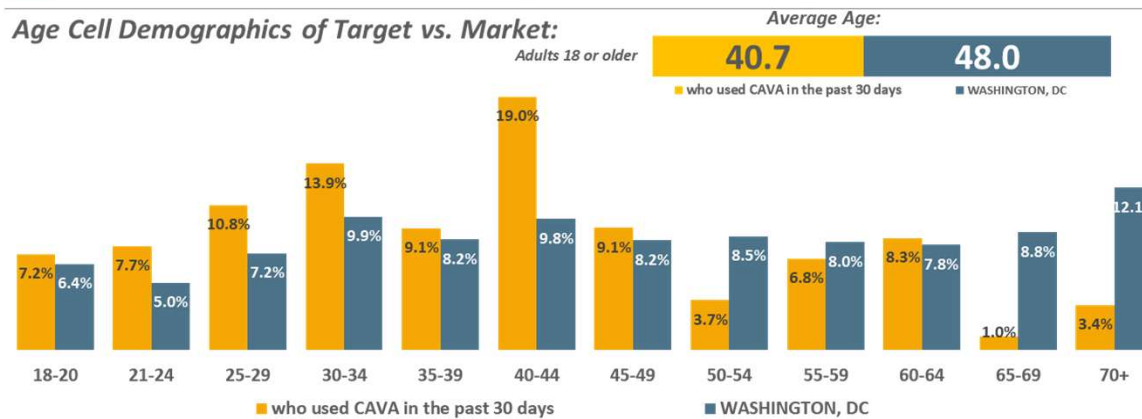


Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:

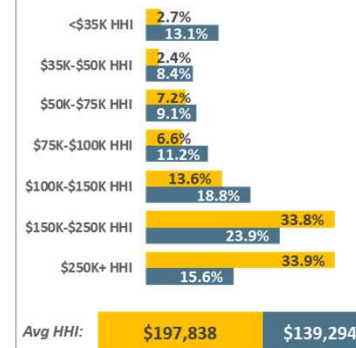


Age Cell Demographics of Target vs. Market:



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 407  
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HHI of Target vs. Market:







5.4% or 314,051 of WASHINGTON, DC DMA Adults 18 or older used LEDO PIZZA in the past 30 days. Typical Adults 18 or older who used LEDO PIZZA in the past 30 days are 49.3 years old (2.8% older than average) and have a \$140,565 (.9% higher than average) annual household income.

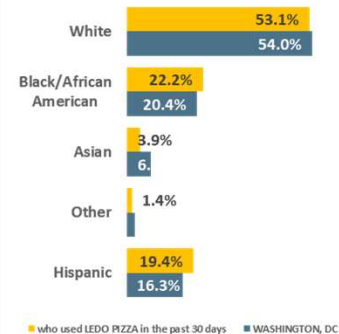
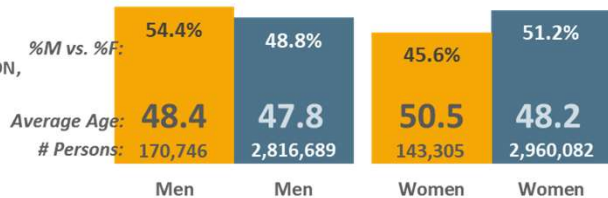
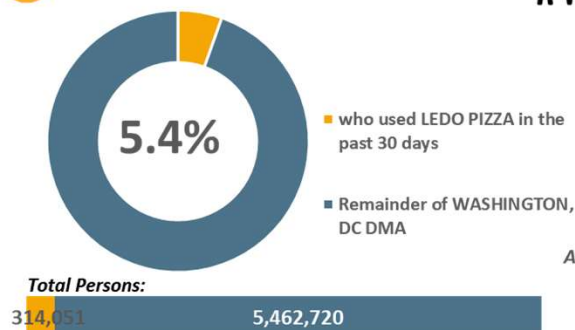


Percent of Market: Adults 18 or older

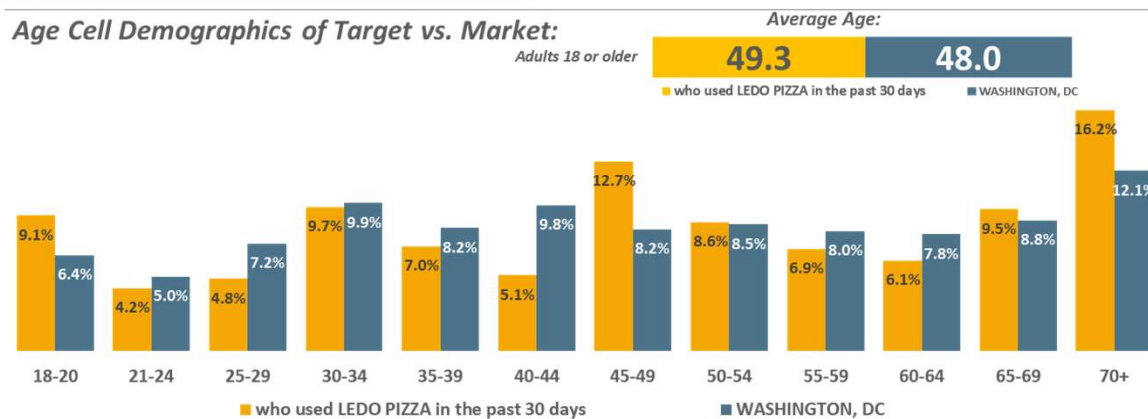


Gender of Target vs. Market: Adults 18 or older

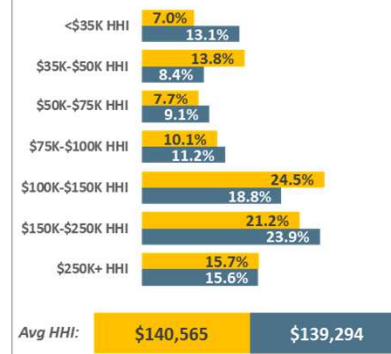
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



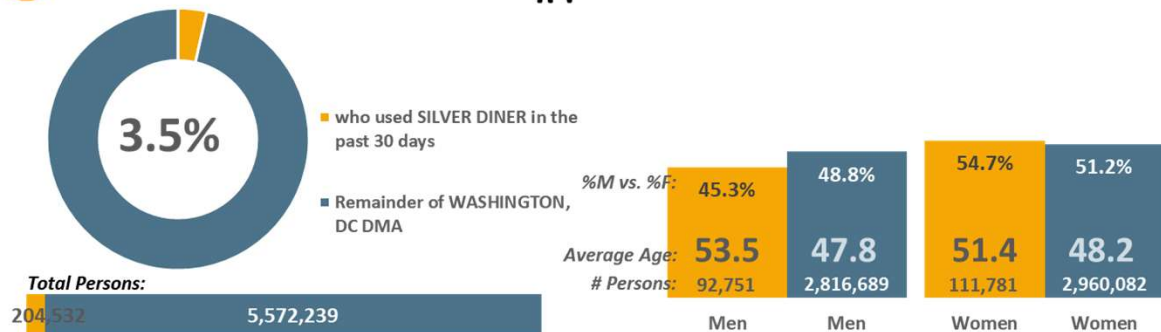
WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 276  
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Quick service restaurants used past 30 days: Ledo Pizza

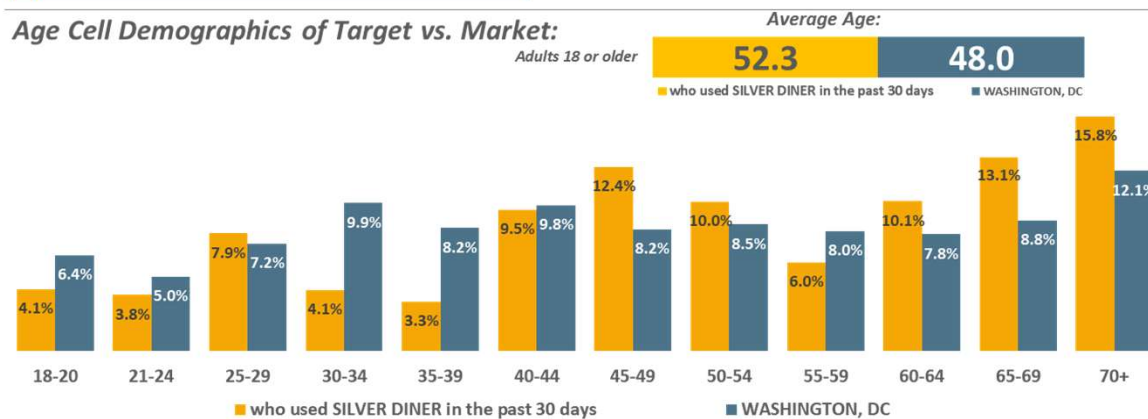


3.5% or 204,532 of WASHINGTON, DC DMA Adults 18 or older used SILVER DINER in the past 30 days. Typical Adults 18 or older who used SILVER DINER in the past 30 days are 52.3 years old (9.1% older than average) and have a \$172,140 (23.6% higher than average) annual household income.

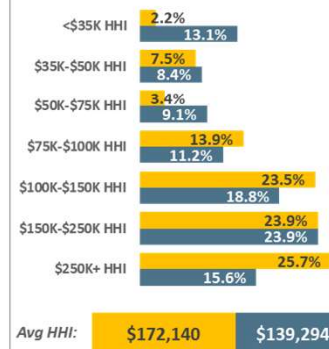
**Percent of Market: Adults 18 or older** **Gender of Target vs. Market: Adults 18 or older** **Ethnicity of Target vs. Market:**



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



**HHI of Target vs. Market:**



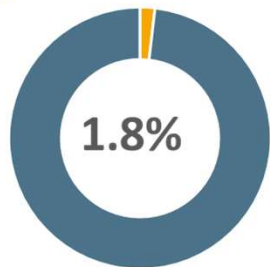
WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 240  
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1.8% or 105,558 of WASHINGTON, DC DMA Adults 18 or older used ROY ROGERS in the past 30 days. Typical Adults 18 or older who used ROY ROGERS in the past 30 days are 50.2 years old (4.7% older than average) and have a \$141,395 (1.5% higher than average) annual household income.



## Percent of Market: Adults 18 or older



■ who used ROY ROGERS in the past 30 days  
■ Remainder of WASHINGTON, DC DMA

Total Persons:  
105,558 5,671,213



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

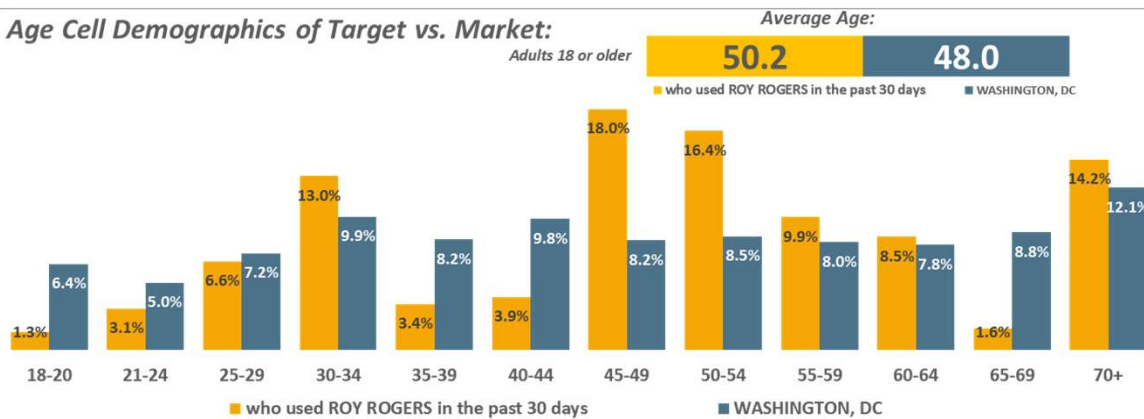
	Men	Men	Women	Women
%M vs. %F:	54.5%	48.8%	45.5%	51.2%
Average Age:	54.3	47.8	44.7	48.2
# Persons:	57,565	2,816,689	47,993	2,960,082

## Ethnicity of Target vs. Market:

White	77.4%	54.0%
Black/African American	11.2%	20.4%
Asian	1.2%	
Other	0.2%	
Hispanic	10.0%	16.1%

■ who used ROY ROGERS in the past 30 days ■ WASHINGTON, DC

## Age Cell Demographics of Target vs. Market:



## HHI of Target vs. Market:

<\$35K HHI	8.8%	13.1%
\$35K-\$50K HHI	0.6%	8.4%
\$50K-\$75K HHI	5.8%	9.1%
\$75K-\$100K HHI	9.2%	11.2%
\$100K-\$150K HHI	43.1%	18.8%
\$150K-\$250K HHI	24.0%	23.9%
\$250K+ HHI	8.5%	15.6%

Avg HHI: \$141,395 (Target) vs \$139,294 (Market)

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 124  
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Quick service restaurants used past 30 days: Roy Rogers





2.0% or 117,839 of WASHINGTON, DC DMA Adults 18 or older used GLORY DAYS GRILL in the past 30 days. Typical Adults 18 or older who used GLORY DAYS GRILL in the past 30 days are 56.7 years old (18.1% older than average) and have a \$162,455 (16.6% higher than average) annual household income.

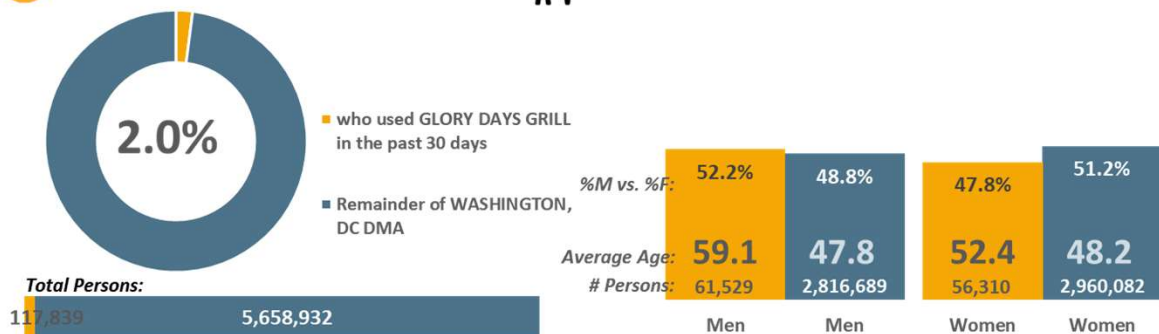


Percent of Market: Adults 18 or older

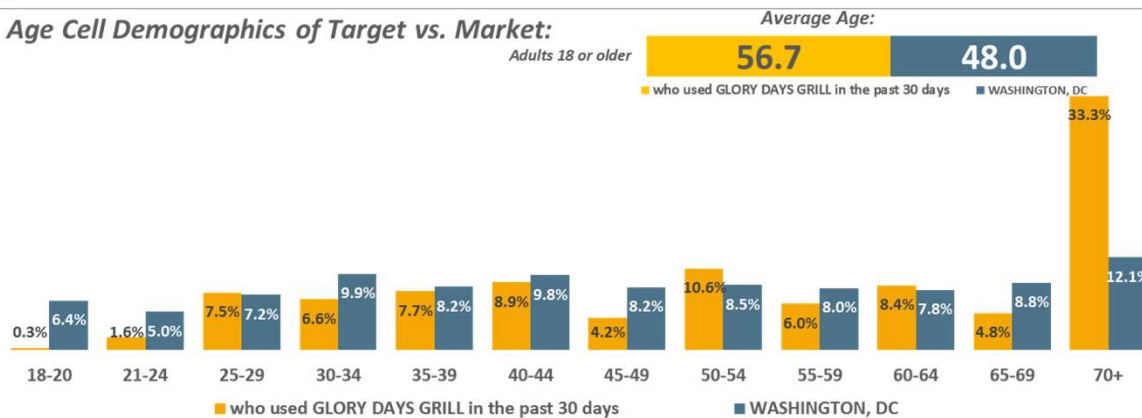


Gender of Target vs. Market: Adults 18 or older

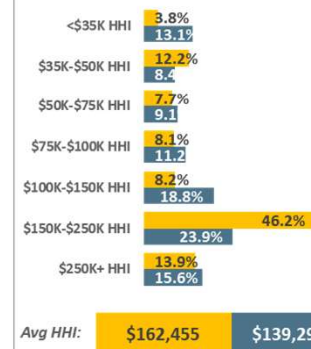
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 118  
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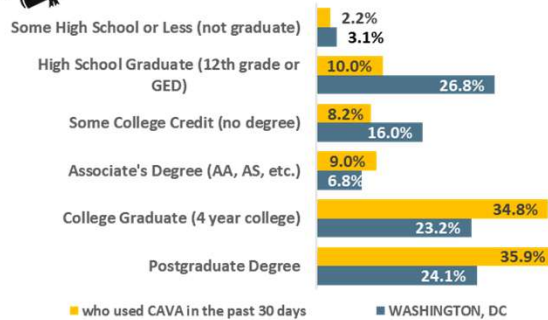
Sit-down restaurants used past 30 days: Glory Days Grill

# CAVA WDC

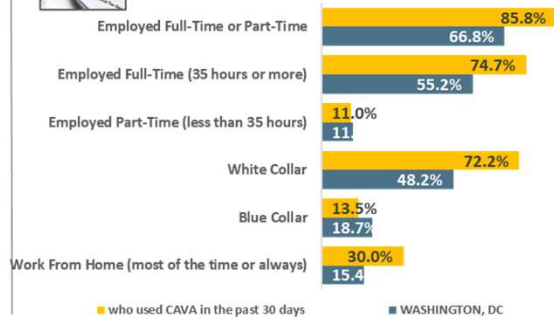
6.6% or 380,110 of WASHINGTON, DC DMA Adults 18 or older used CAVA in the past 30 days. Adults 18 or older who used CAVA in the past 30 days are 49.4% more likely to be a college graduate, 35.5% more likely to work full-time, 21.2% more likely to be married, 1.4% more likely to be a parent of 1 or more children under 18.



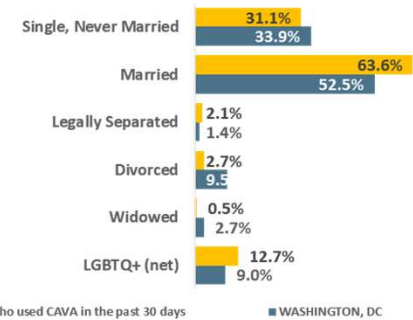
## Education Levels: Adults 18 or older



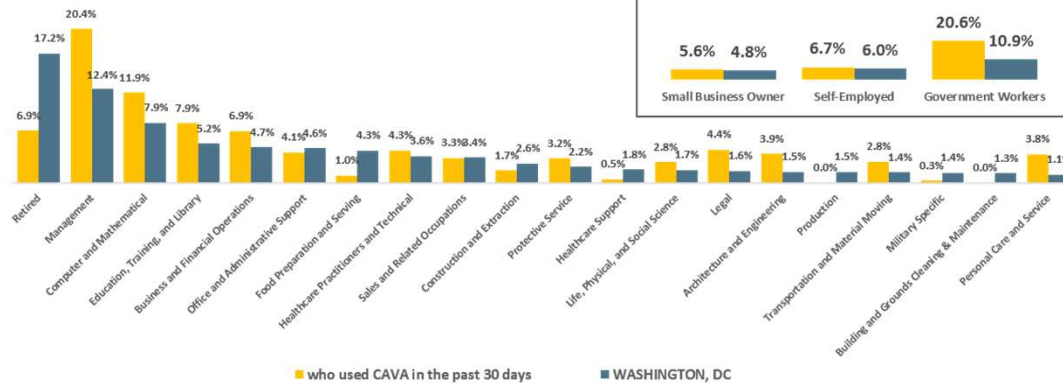
## Employment: Adults 18 or older



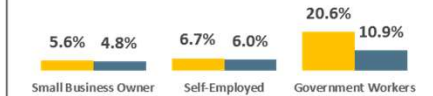
## Marital Status: Adults 18 or older



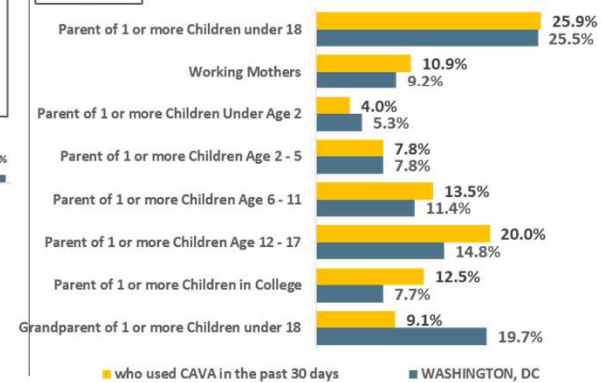
## Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



## Stage in Life: Adults 18 or older

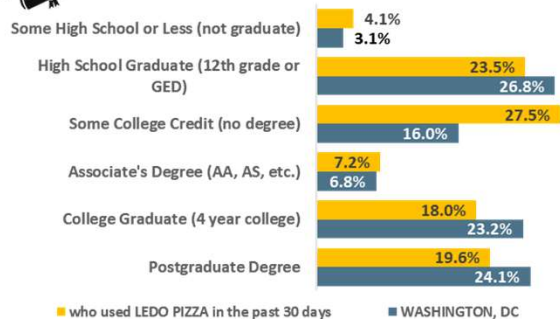




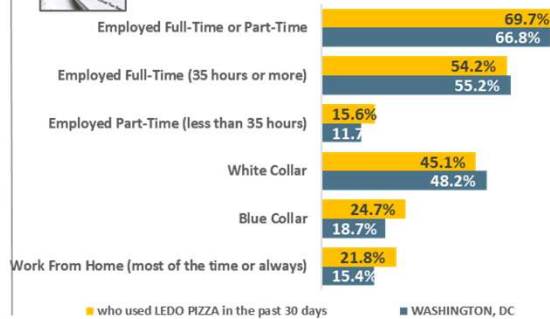
5.4% or 314,051 of WASHINGTON, DC DMA Adults 18 or older used LEDO PIZZA in the past 30 days. Adults 18 or older who used LEDO PIZZA in the past 30 days are 20.6% less likely to be a college graduate, 1.8% less likely to work full-time, 16.3% more likely to be married, 3.0% more likely to be a parent of 1 or more children under 18.



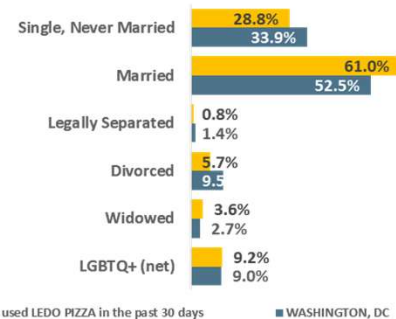
### Education Levels: Adults 18 or older



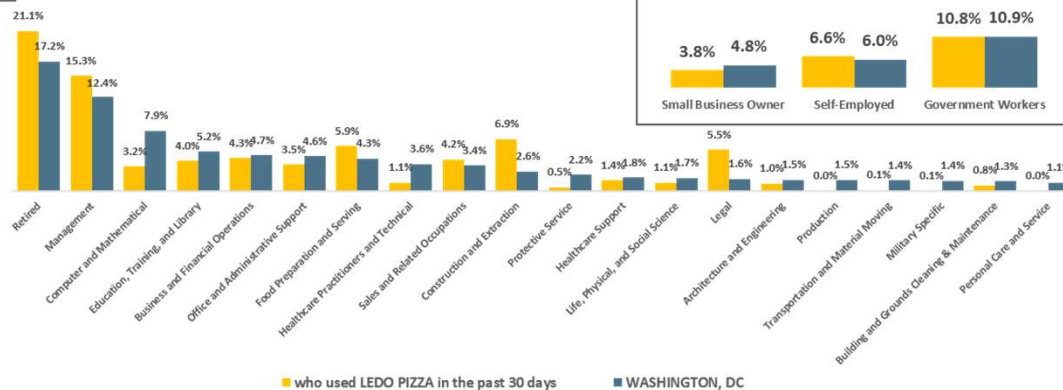
### Employment: Adults 18 or older



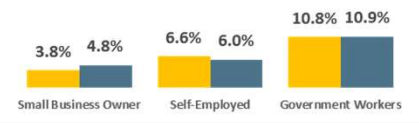
### Marital Status: Adults 18 or older



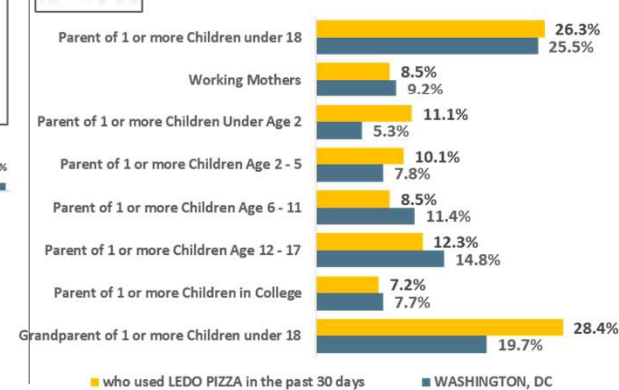
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older



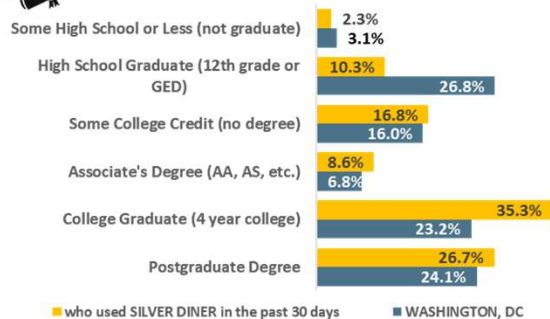




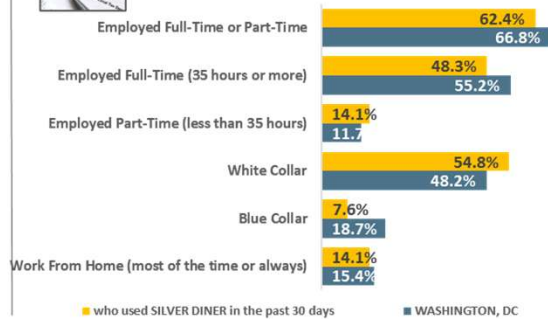
3.5% or 204,532 of WASHINGTON, DC DMA Adults 18 or older used SILVER DINER in the past 30 days. Adults 18 or older who used SILVER DINER in the past 30 days are 31.1% more likely to be a college graduate, 12.4% less likely to work full-time, 15.6% more likely to be married, 17.3% less likely to be a parent of 1 or more children under 18.



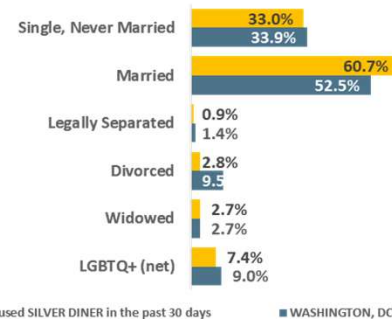
### Education Levels: Adults 18 or older



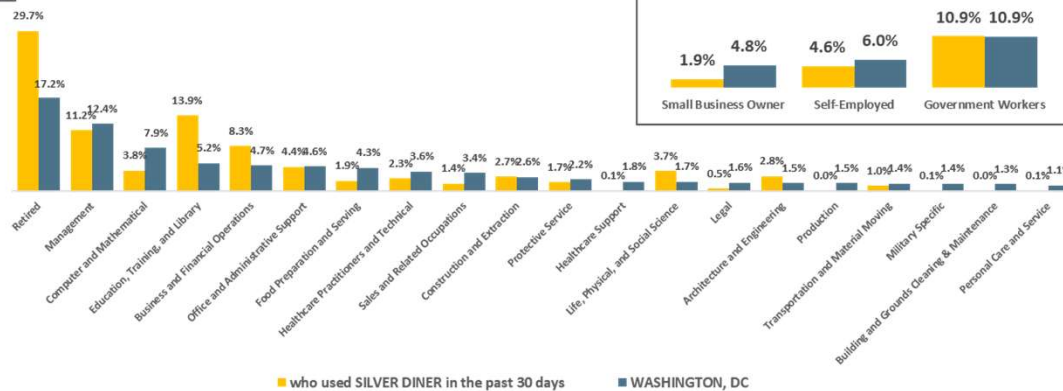
### Employment: Adults 18 or older



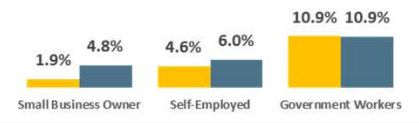
### Marital Status: Adults 18 or older



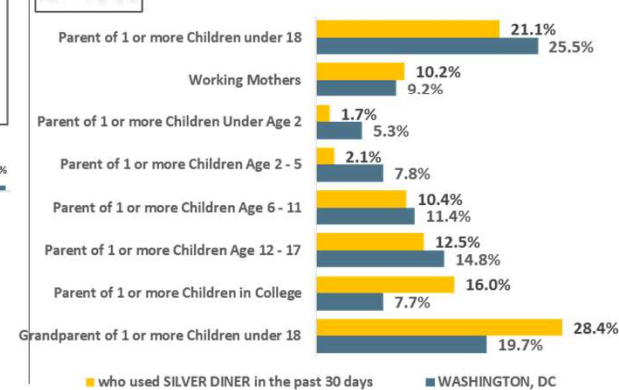
### Top-20 Occupations: Adults 18 or older



#### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older

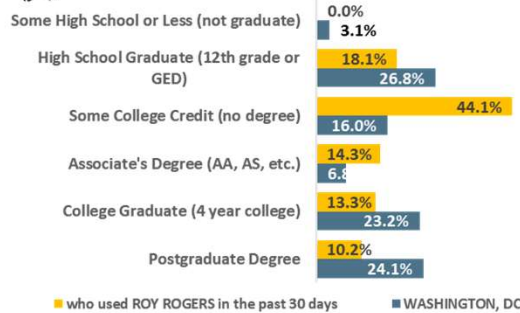




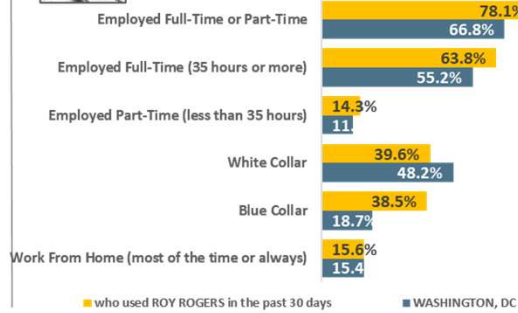
1.8% or 105,558 of WASHINGTON, DC DMA Adults 18 or older used ROY ROGERS in the past 30 days. Adults 18 or older who used ROY ROGERS in the past 30 days are 50.4% less likely to be a college graduate, 15.7% more likely to work full-time, 15.1% more likely to be married, 26.5% more likely to be a parent of 1 or more children under 18.



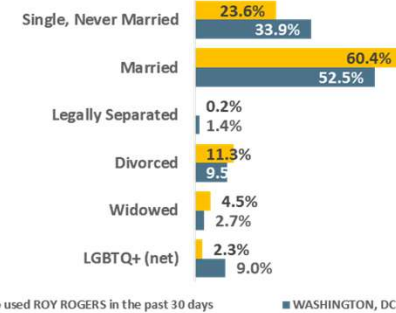
### Education Levels: Adults 18 or older



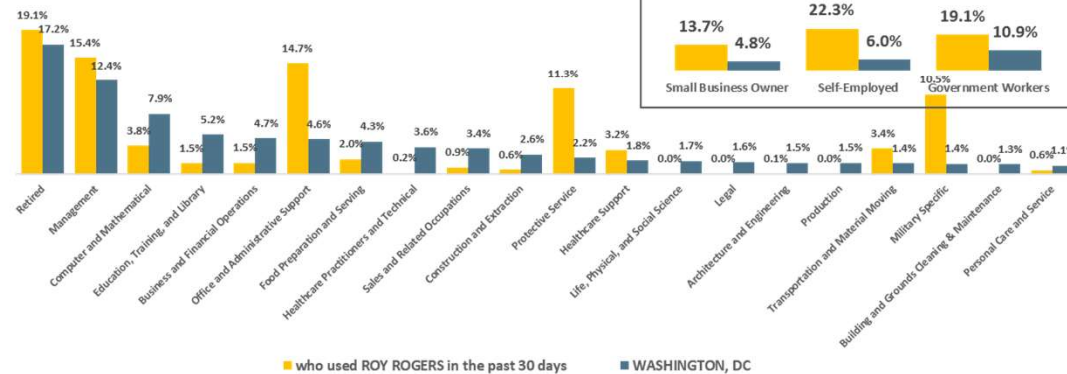
### Employment: Adults 18 or older



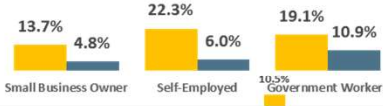
### Marital Status: Adults 18 or older



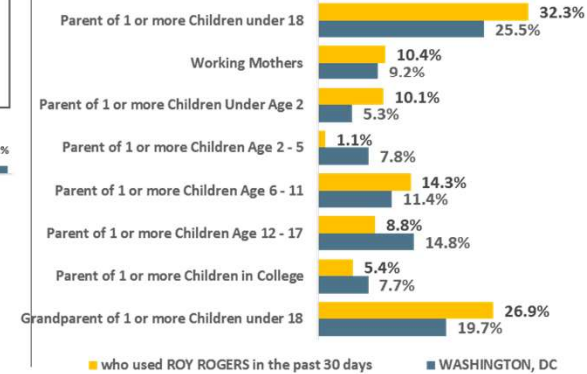
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older

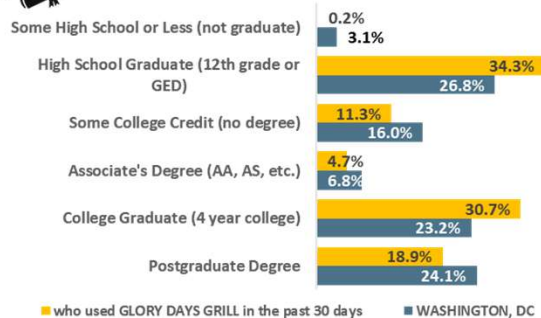




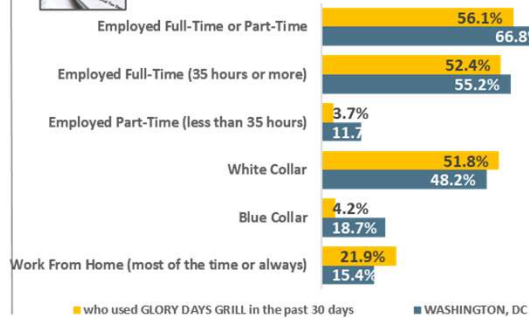
2.2% or 117,839 of WASHINGTON, DC DMA Adults 18 or older used GLORY DAYS GRILL in the past 30 days. Adults 18 or older who used GLORY DAYS GRILL in the past 30 days are 4.8% more likely to be a college graduate, 5.0% less likely to work full-time, 8.0% less likely to be married, 50.3% less likely to be a parent of 1 or more children under 18.



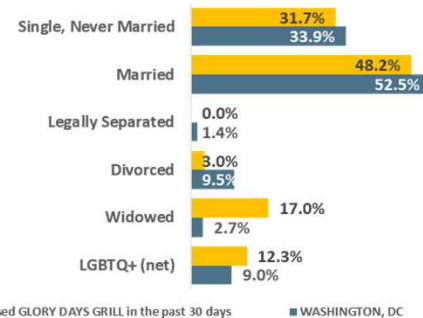
### Education Levels: Adults 18 or older



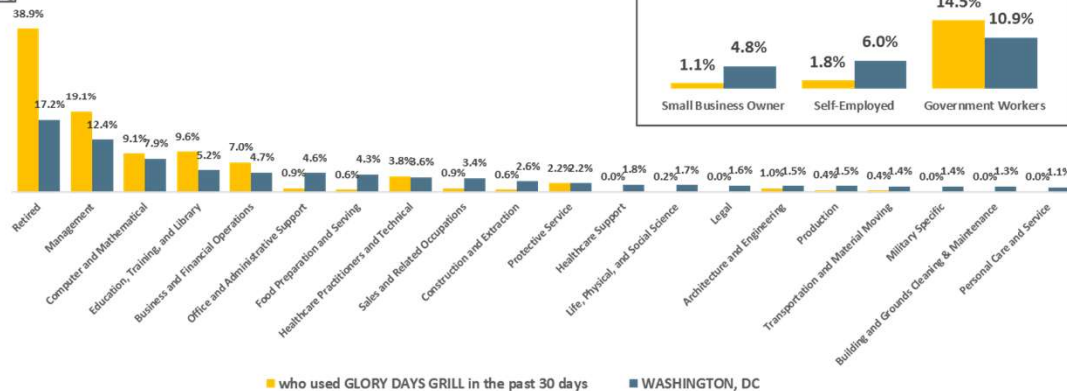
### Employment: Adults 18 or older



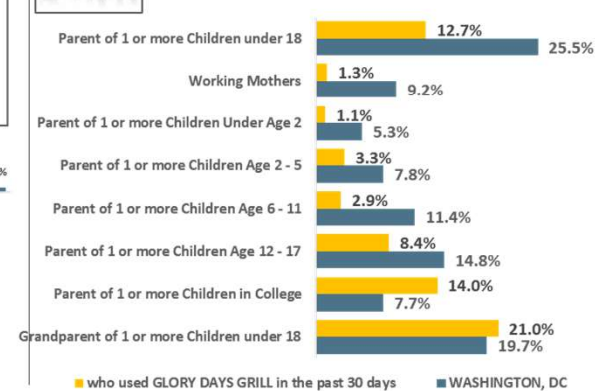
### Marital Status: Adults 18 or older



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



### Stage in Life: Adults 18 or older



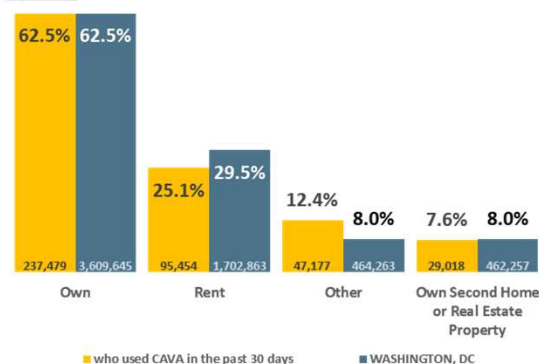


# CAVA WDC

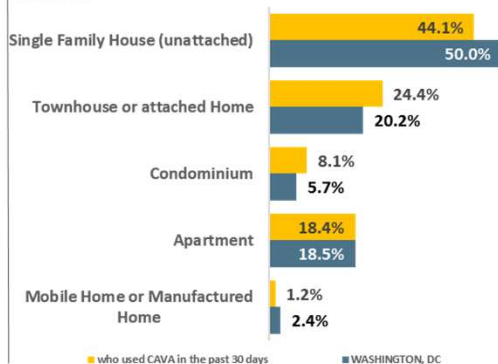
6.6% or 380,110 of WASHINGTON, DC DMA Adults 18 or older used CAVA in the past 30 days. Adults 18 or older who used CAVA in the past 30 days are .% less likely to own their home, 23.% more likely to own a higher valued home, 11.8% less likely to have a single-family home, 25.% more likely to have a dog.



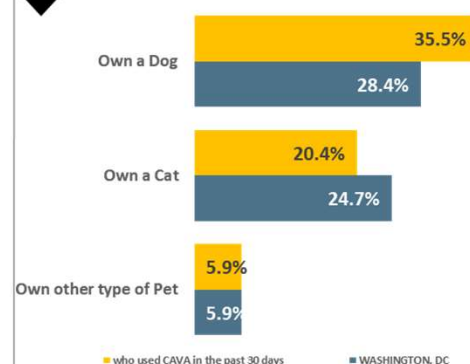
## Own/Rent/Other: Adults 18 or older



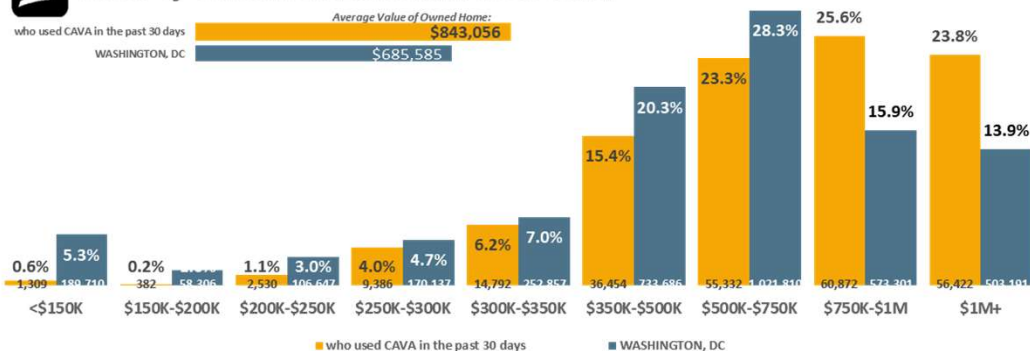
## Type of Home: Adults 18 or older



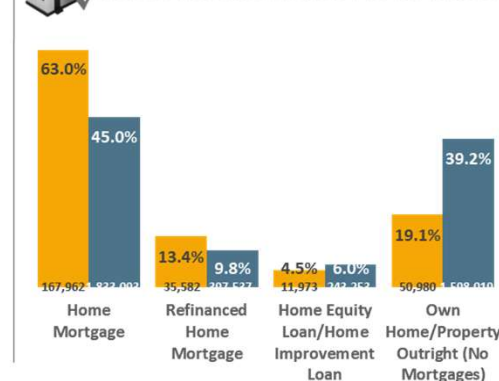
## Pets in Home: Adults 18 or older



## Value of Owned Home: Adults 18 or older



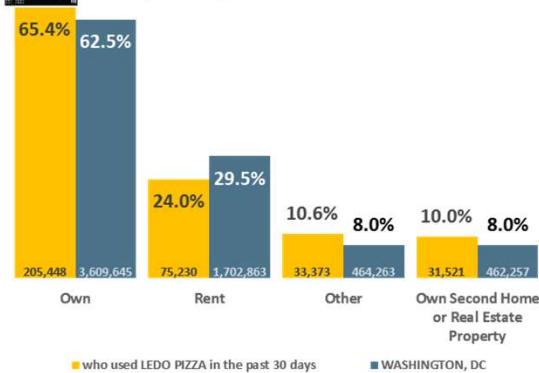
## Home Loans: Adults 18 or older



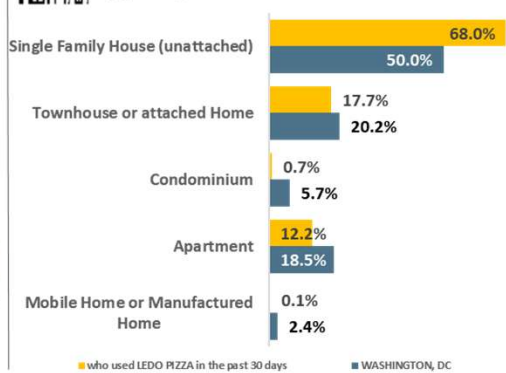


5.4% or 314,051 of WASHINGTON, DC DMA Adults 18 or older used LEDO PIZZA in the past 30 days. Adults 18 or older who used LEDO PIZZA in the past 30 days are 4.7% more likely to own their home, .5% more likely to own a higher valued home, 35.8% more likely to have a single-family home, 16.1% more likely to have a dog.

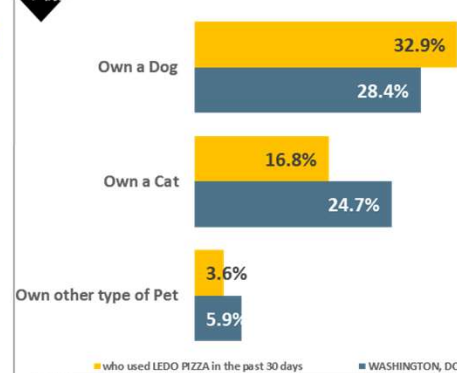
### Own/Rent/Other: Adults 18 or older



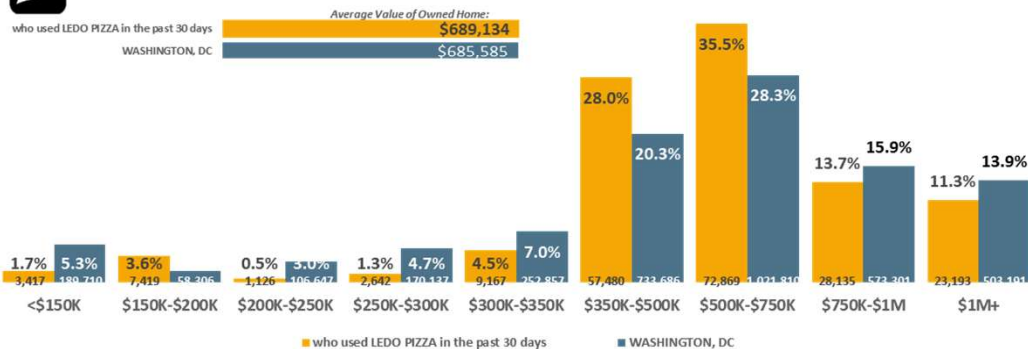
### Type of Home: Adults 18 or older



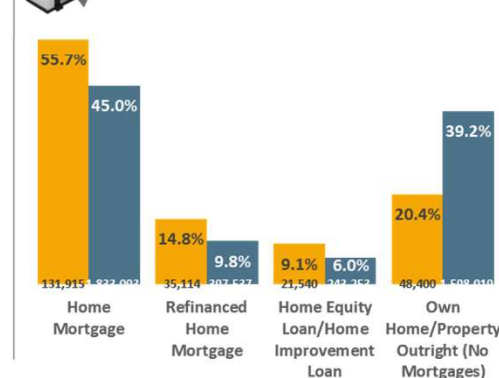
### Pets in Home: Adults 18 or older



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



### Home Loans: Adults 18 or older

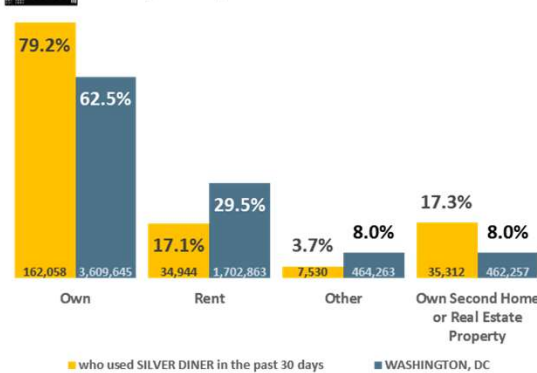




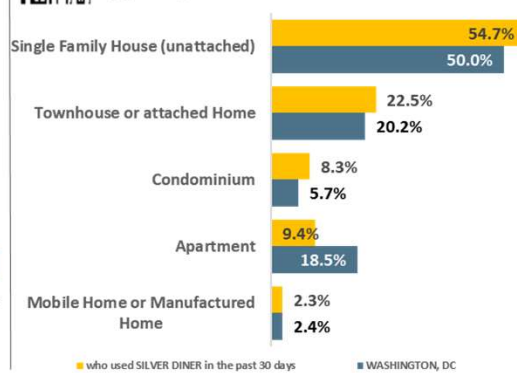
3.5% or 204,532 of WASHINGTON, DC DMA Adults 18 or older used SILVER DINER in the past 30 days. Adults 18 or older who used SILVER DINER in the past 30 days are 26.8% more likely to own their home, 2.6% more likely to own a higher valued home, 9.3% more likely to have a single-family home, 3.9% less likely to have a dog.



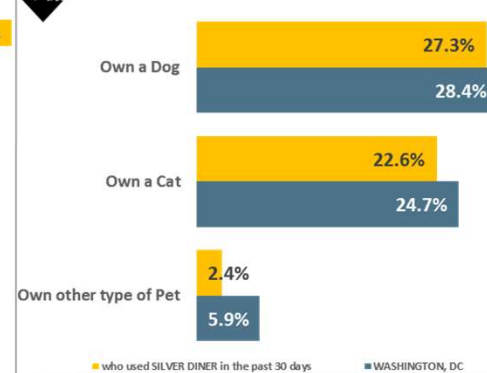
### Own/Rent/Other: Adults 18 or older



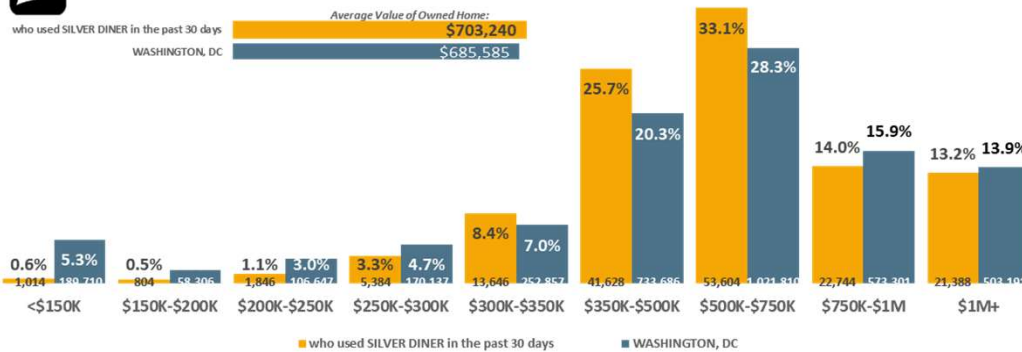
### Type of Home: Adults 18 or older



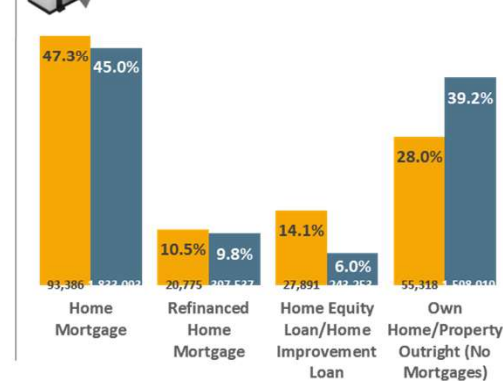
### Pets in Home: Adults 18 or older



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



### Home Loans: Adults 18 or older





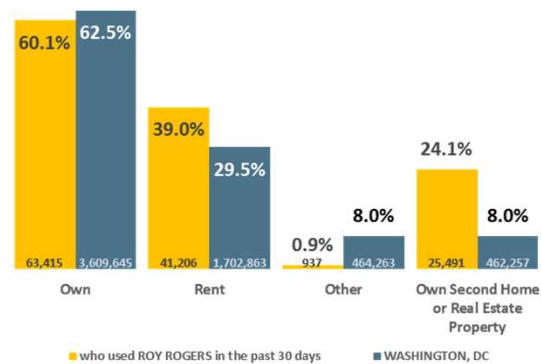


# WDC

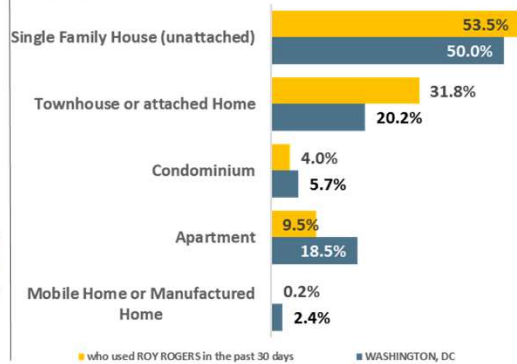
1.8% or 105,558 of WASHINGTON, DC DMA Adults 18 or older used ROY ROGERS in the past 30 days. Adults 18 or older who used ROY ROGERS in the past 30 days are 3.9% less likely to own their home, 4.8% more likely to own a higher valued home, 6.9% more likely to have a single-family home, 75.5% more likely to have a dog.



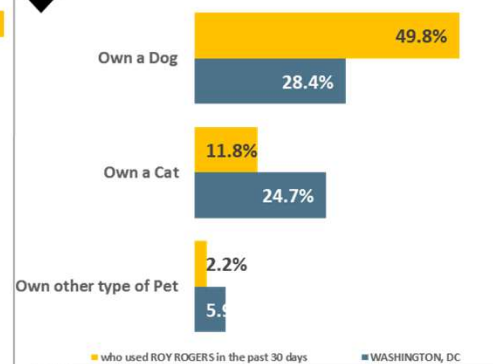
## Own/Rent/Other: Adults 18 or older



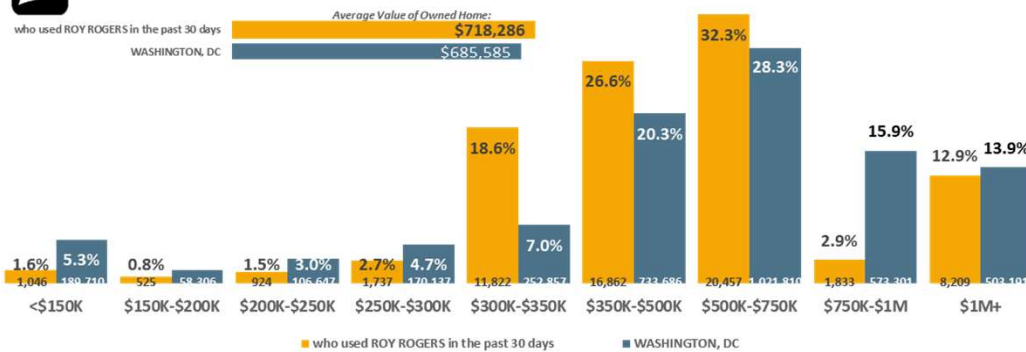
## Type of Home: Adults 18 or older



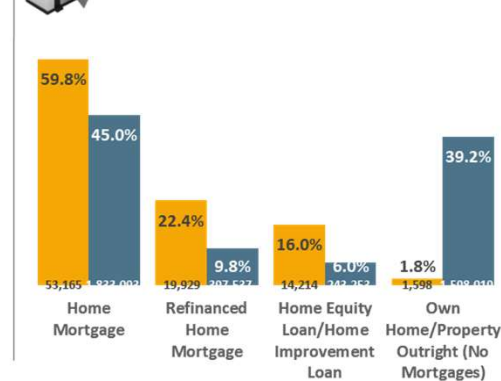
## Pets in Home: Adults 18 or older



## Value of Owned Home: Adults 18 or older



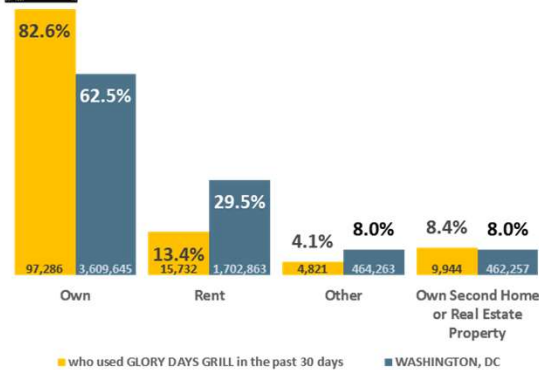
## Home Loans: Adults 18 or older



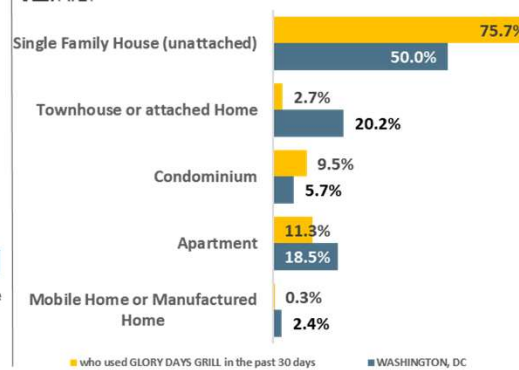


2.2% or 117,839 of WASHINGTON, DC DMA Adults 18 or older used GLORY DAYS GRILL in the past 30 days. Adults 18 or older who used GLORY DAYS GRILL in the past 30 days are 32.1% more likely to own their home, 2.8% more likely to own a higher valued home, 51.2% more likely to have a single-family home, 12.2% less likely to have a dog.

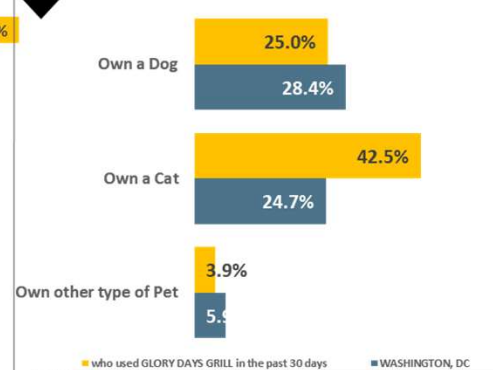
### Own/Rent/Other: Adults 18 or older



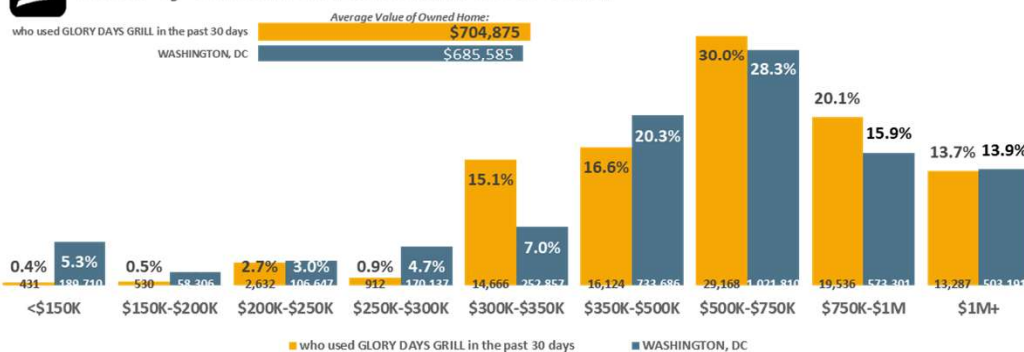
### Type of Home: Adults 18 or older



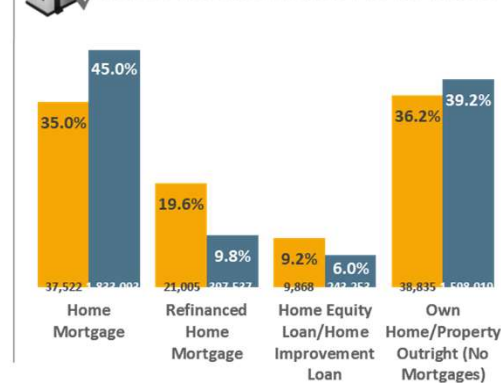
### Pets in Home: Adults 18 or older



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



### Home Loans: Adults 18 or older

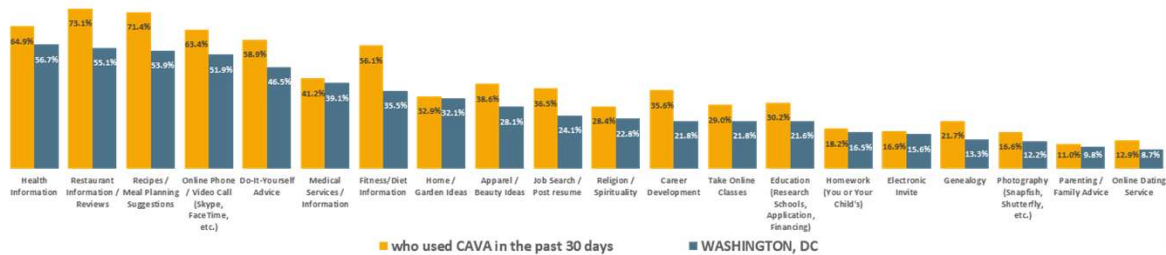




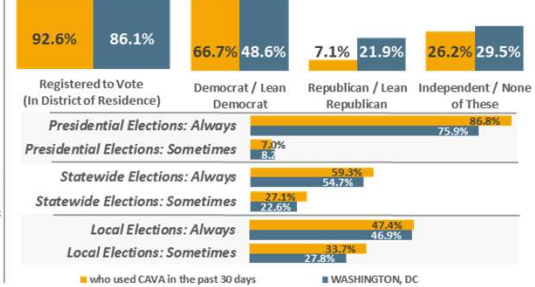
6.6% or 380,110 of WASHINGTON, DC DMA Adults 18 or older used CAVA in the past 30 days. Adults 18 or older who used CAVA in the past 30 days are 26.8% more likely to look up D-I-Y advice online, 1.1% more likely to always vote in local elections, 77.3% more likely to belong to a gym, 37.7% more likely to fly domestic past yr.



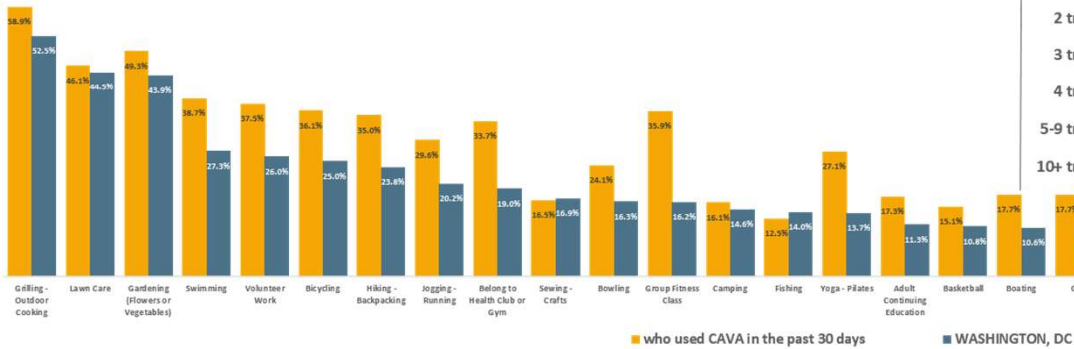
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



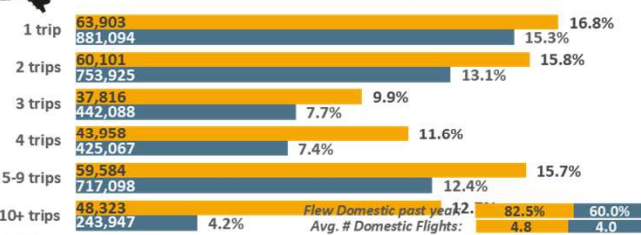
### Political Activity: Adults 18 or older



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



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



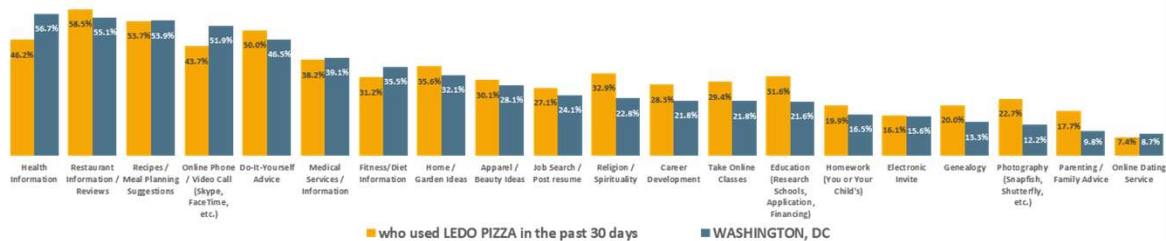
Flew Domestic past year: 82.5%  
Avg. # Domestic Flights: 4.8



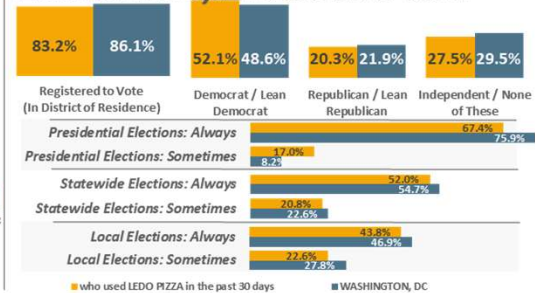
5.4% or 314,051 of WASHINGTON, DC DMA Adults 18 or older used LEDO PIZZA in the past 30 days. Adults 18 or older who used LEDO PIZZA in the past 30 days are 7.6% more likely to look up D-I-Y advice online, 6.5% less likely to always vote in local elections, 5.9% less likely to belong to a gym, 3.3% less likely to fly domestic past yr.



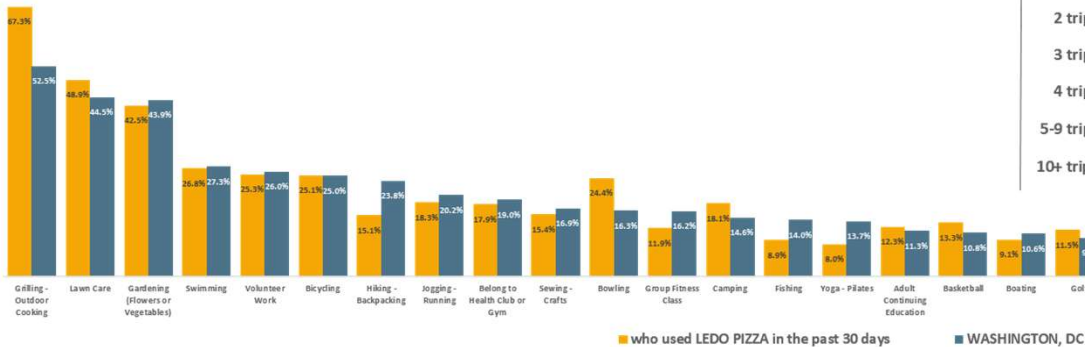
### Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



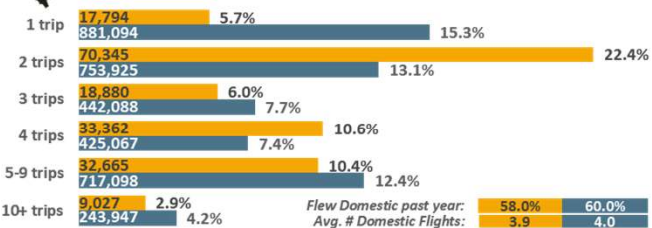
### Political Activity: Adults 18 or older



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



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



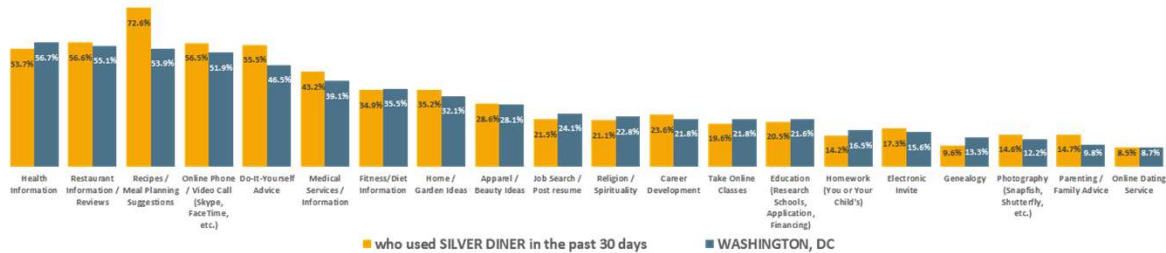




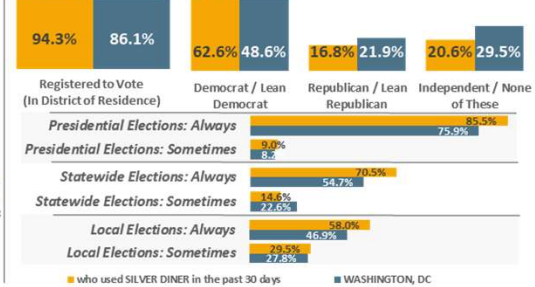
3.5% or 204,532 of WASHINGTON, DC DMA Adults 18 or older used SILVER DINER in the past 30 days. Adults 18 or older who used SILVER DINER in the past 30 days are 19.4% more likely to look up D-I-Y advice online, 23.7% more likely to always vote in local elections, 57.2% more likely to belong to a gym, 32.5% more likely to fly domestic past yr.



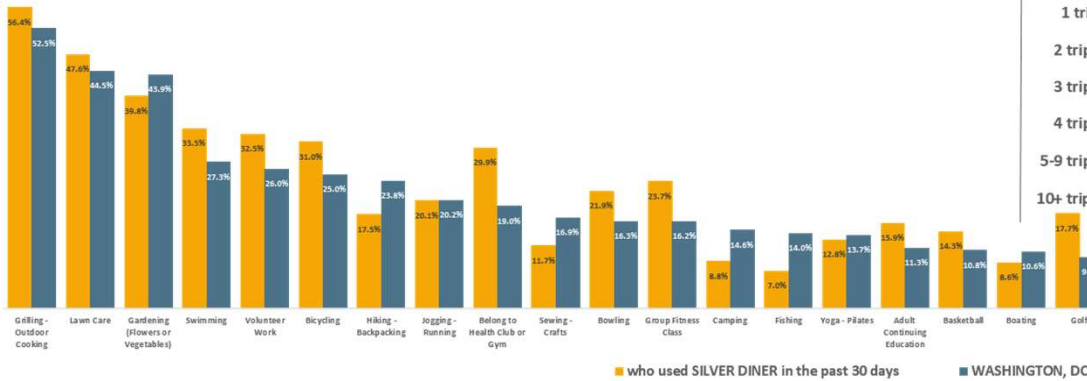
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



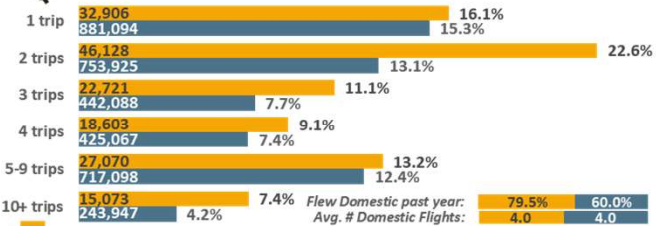
### Political Activity: Adults 18 or older



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



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

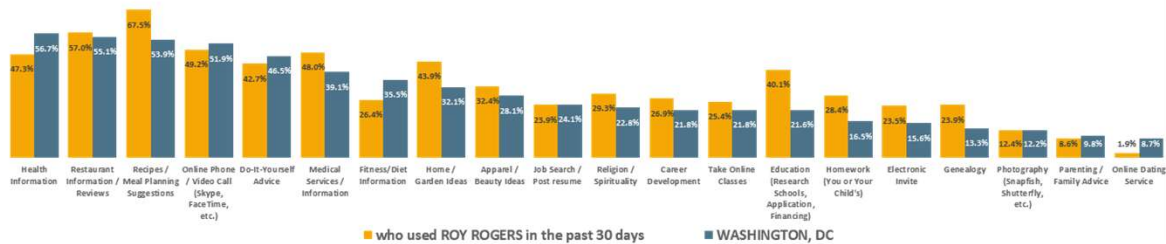




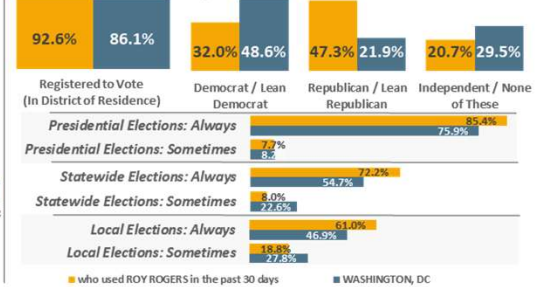
1.8% or 105,558 of WASHINGTON, DC DMA Adults 18 or older used ROY ROGERS in the past 30 days. Adults 18 or older who used ROY ROGERS in the past 30 days are 8.8% less likely to look up D-I-Y advice online, 30.1% more likely to always vote in local elections, 69.1% less likely to belong to a gym, 4.2% less likely to fly domestic past yr.



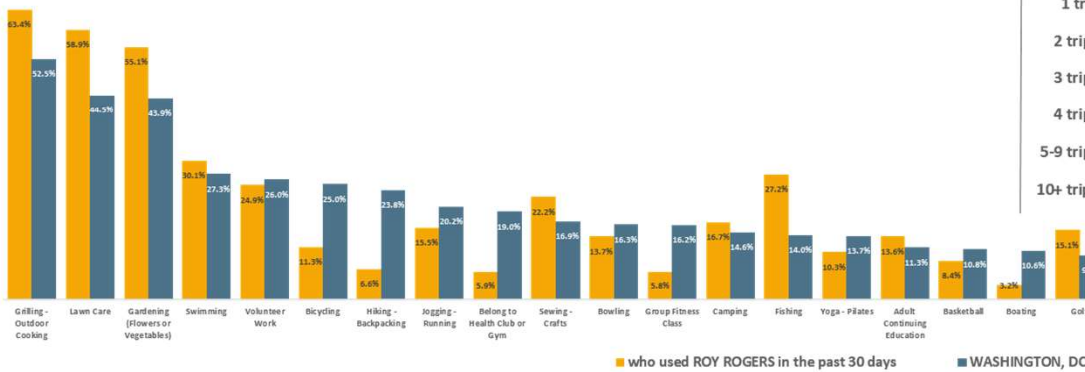
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



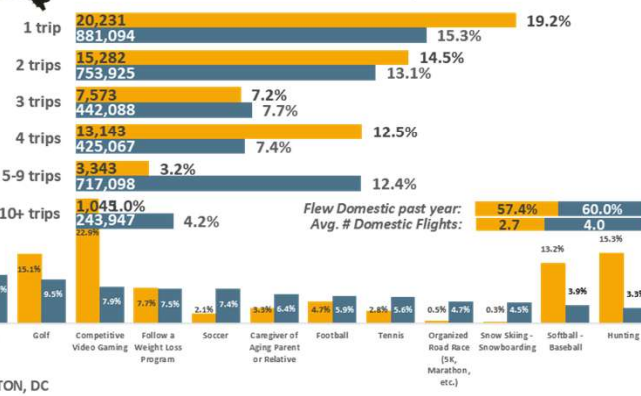
### Political Activity: Adults 18 or older



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



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

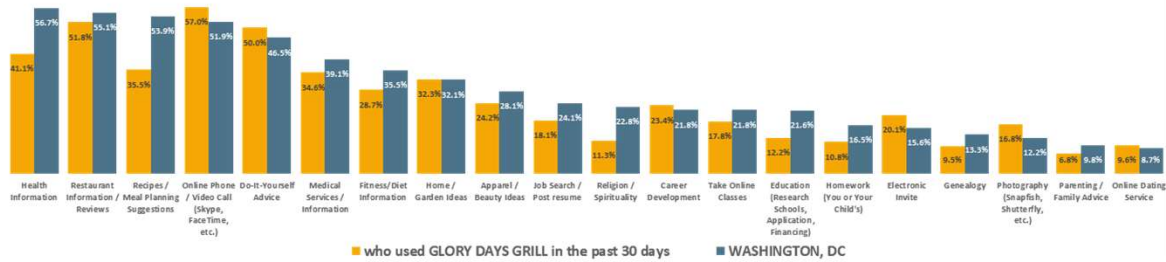




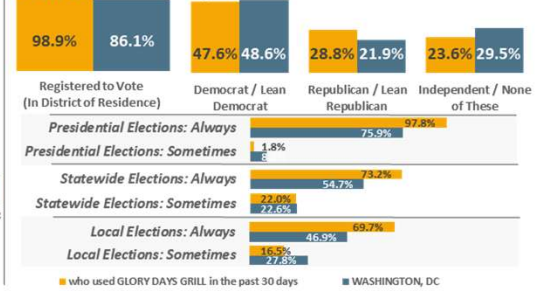
2.2% or 117,839 of WASHINGTON, DC DMA Adults 18 or older used GLORY DAYS GRILL in the past 30 days. Adults 18 or older who used GLORY DAYS GRILL in the past 30 days are 7.7% more likely to look up D-I-Y advice online, 48.5% more likely to always vote in local elections, 11.3% more likely to belong to a gym, 24.8% more likely to fly domestic past yr.



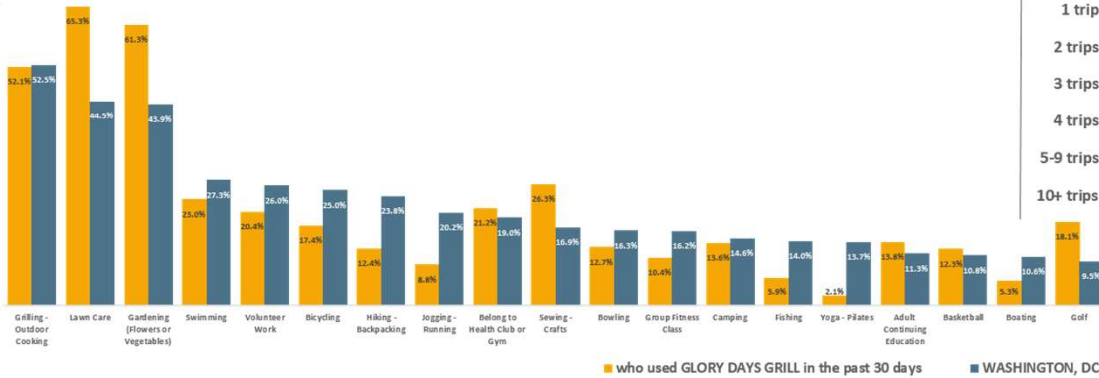
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



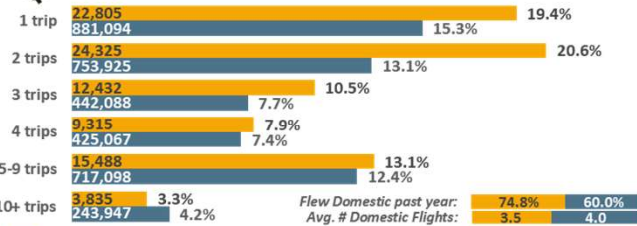
### Political Activity: Adults 18 or older



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



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

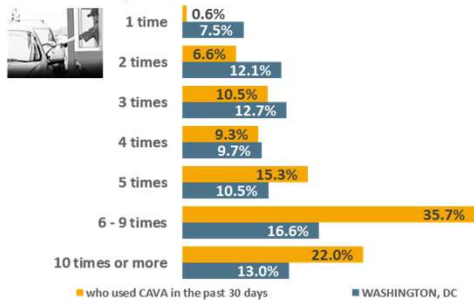


Flew Domestic past year: 74.8%  
Avg. # Domestic Flights: 3.5

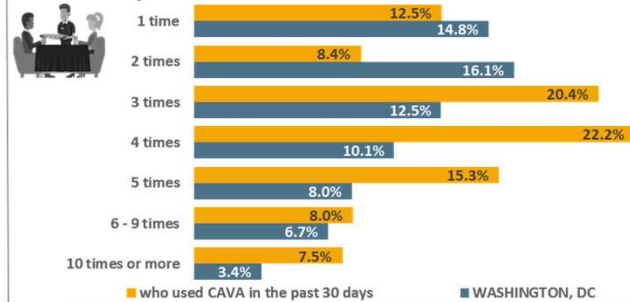
# CAVA WDC

6.6% or 380,110 of WASHINGTON, DC DMA Adults 18 or older used CAVA in the past 30 days. Adults 18 or older who used CAVA in the past 30 days are 21.7% more likely to use QSRs past mo., 31.7% more likely to use Sit-Down Restaurants past mo., 49.5% more likely to use Casinos past yr., 44.3% less likely to smoke cigarettes.

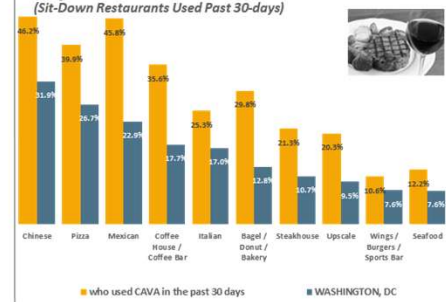
## Past 30-days QSR Users: Adults 18 or older



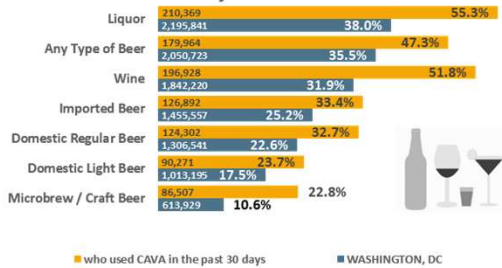
## Past 30-days Sit-Down Restaurant Users: Adults 18 or older



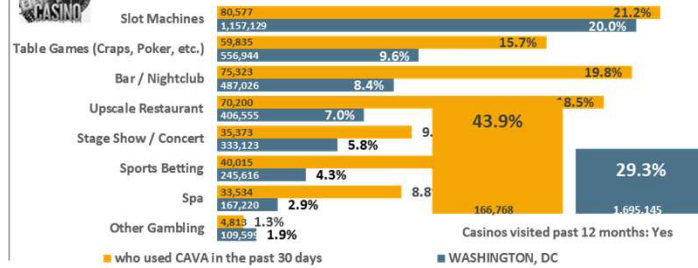
## Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



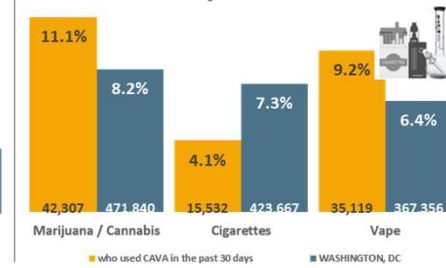
## Drank Past 30-days: Adults 18 or older



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



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

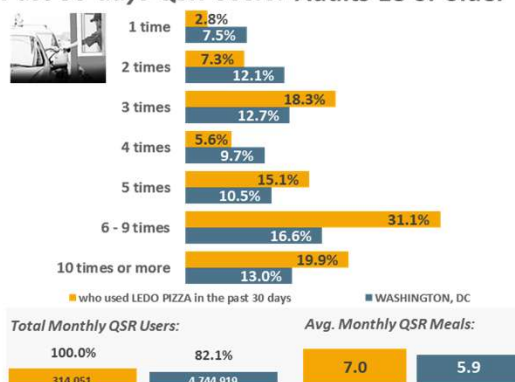




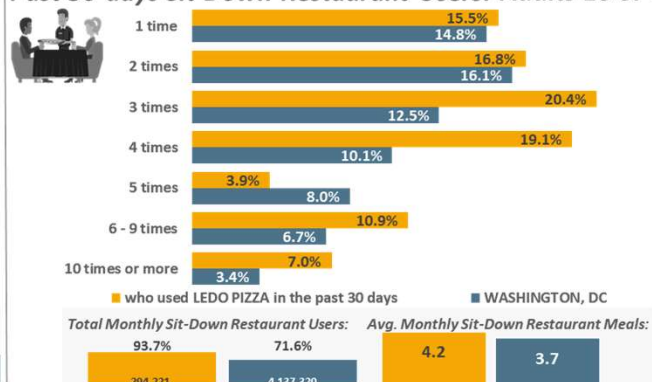


5.4% or 314,051 of WASHINGTON, DC DMA Adults 18 or older used LEDO PIZZA in the past 30 days. Adults 18 or older who used LEDO PIZZA in the past 30 days are 21.7% more likely to use QSRs past mo., 30.8% more likely to use Sit-Down Restaurants past mo., 11.2% more likely to use Casinos past yr, 48.5% less likely to smoke cigarettes.

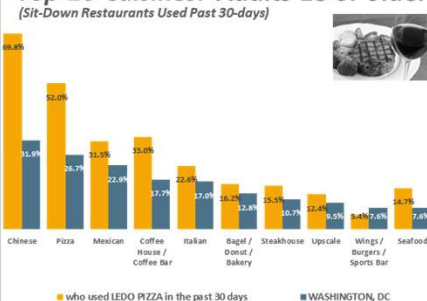
### Past 30-days QSR Users: Adults 18 or older



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

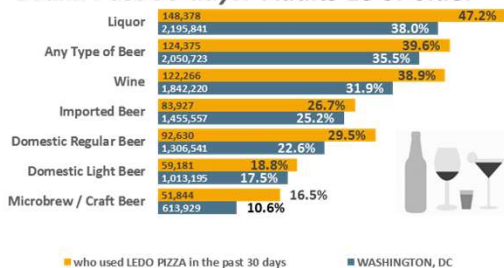


### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

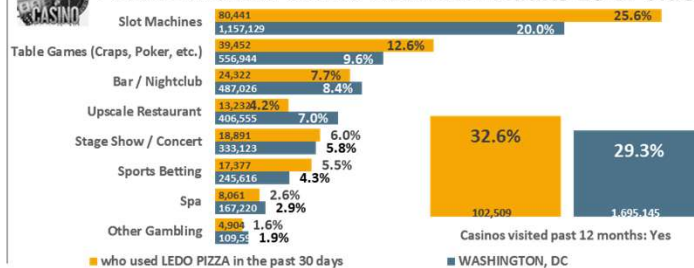


**Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)**  
 who used LEDO PIZZA in the past 30 days: 138,139 (44.0%)  
 WASHINGTON, DC: 1,468,075 (25.4%)

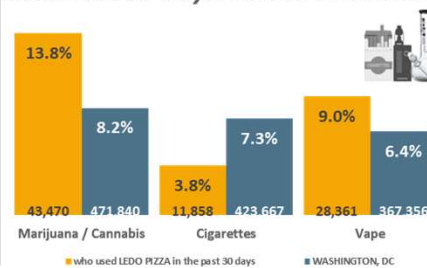
### Drank Past 30-days: Adults 18 or older



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



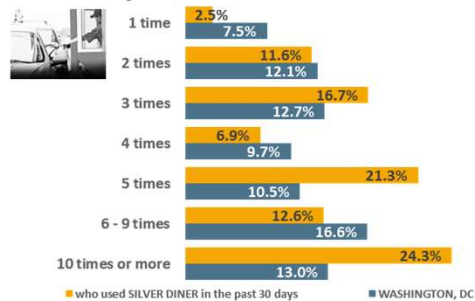
### Used Past 30-days: Adults 18 or older



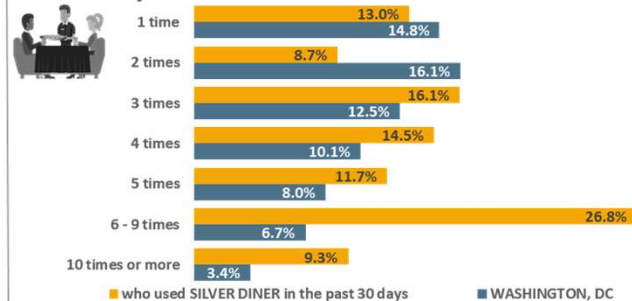


3.5% or 204,532 of WASHINGTON, DC DMA Adults 18 or older used SILVER DINER in the past 30 days. Adults 18 or older who used SILVER DINER in the past 30 days are 16.7% more likely to use QSRs past mo., 39.6% more likely to use Sit-Down Restaurants past mo., 49.1% more likely to use Casinos past yr, 48.9% less likely to smoke cigarettes.

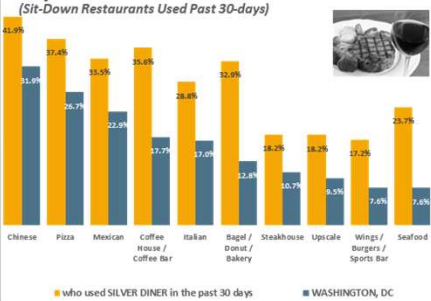
### Past 30-days QSR Users: Adults 18 or older



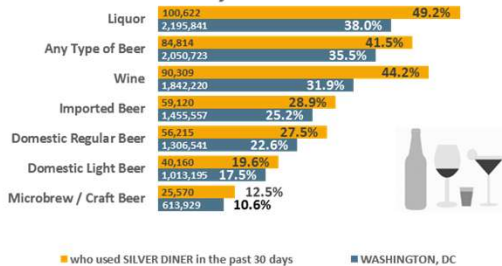
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



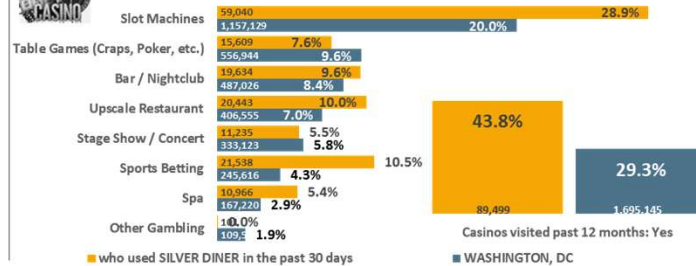
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



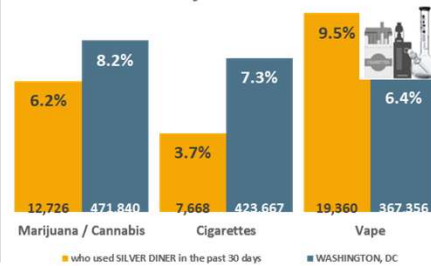
### Drank Past 30-days: Adults 18 or older



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



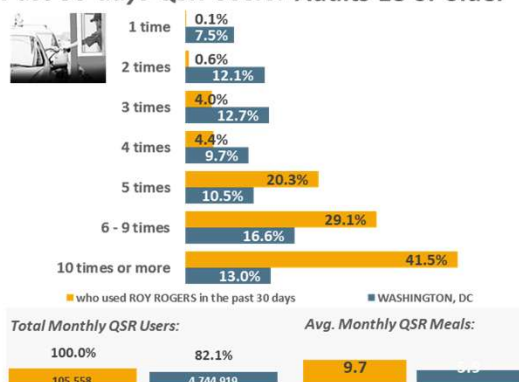
### Used Past 30-days: Adults 18 or older



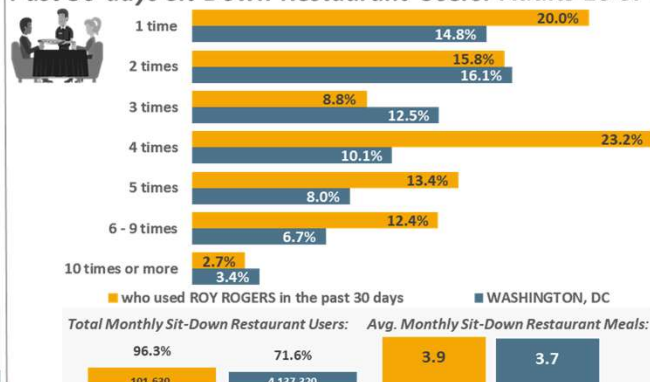


1.8% or 105,558 of WASHINGTON, DC DMA Adults 18 or older used ROY ROGERS in the past 30 days. Adults 18 or older who used ROY ROGERS in the past 30 days are 21.7% more likely to use QSRs past mo., 34.4% more likely to use Sit-Down Restaurants past mo., 25.3% more likely to use Casinos past yr., 60.% more likely to smoke cigarettes.

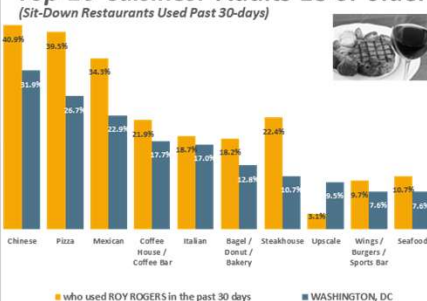
### Past 30-days QSR Users: Adults 18 or older



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

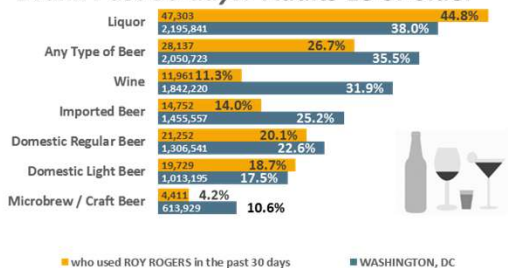


### Top-10 Cuisines: Adults 18 or older

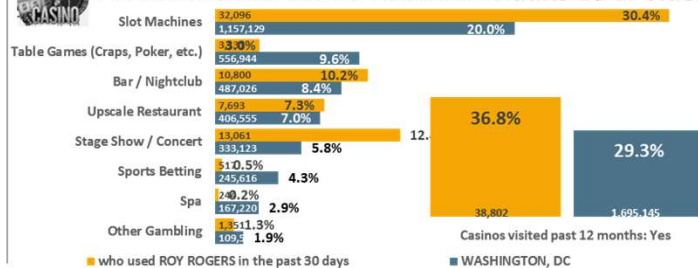


**Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)**  
 who used ROY ROGERS in the past 30 days: 30,988 (29.4%)  
 WASHINGTON, DC: 1,468,075 (25.4%)

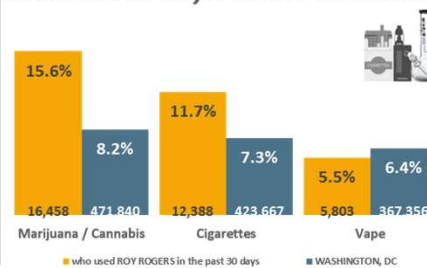
### Drank Past 30-days: Adults 18 or older



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



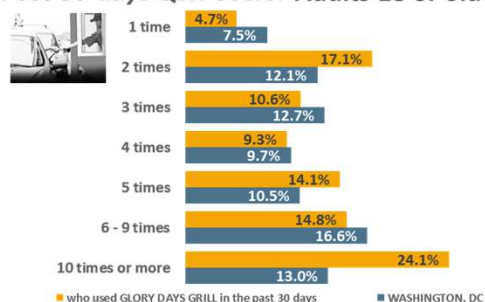
### Used Past 30-days: Adults 18 or older





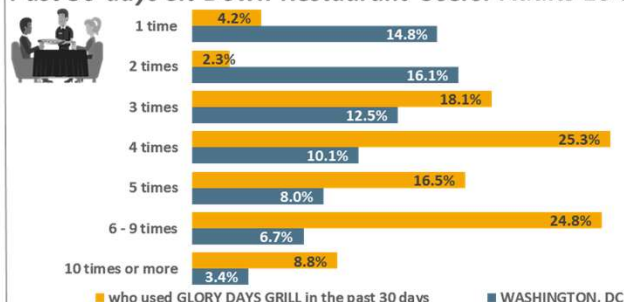
2.2% or 117,839 of WASHINGTON, DC DMA Adults 18 or older used GLORY DAYS GRILL in the past 30 days. Adults 18 or older who used GLORY DAYS GRILL in the past 30 days are 15.2% more likely to use QSRs past mo., 39.6% more likely to use Sit-Down Restaurants past mo., 47.4% more likely to use Casinos past yr., 44.6% less likely to smoke cigarettes.

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



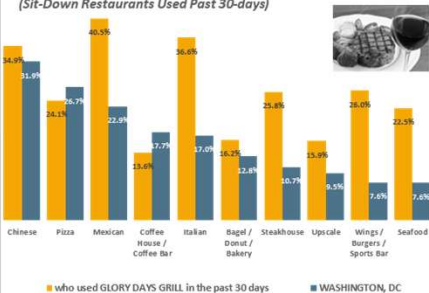
Total Monthly QSR Users: 94.7%  
Avg. Monthly QSR Meals: 6.9

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



Total Monthly Sit-Down Restaurant Users: 71.6%  
Avg. Monthly Sit-Down Restaurant Meals: 5.6

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

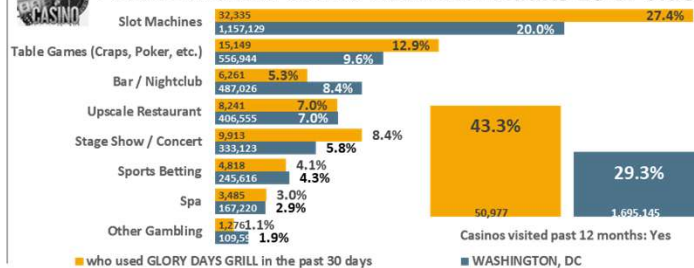


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)  
who used GLORY DAYS GRILL in the past 30 days: 29,820 (25.3%)  
WASHINGTON, DC: 1,468,075 (25.4%)

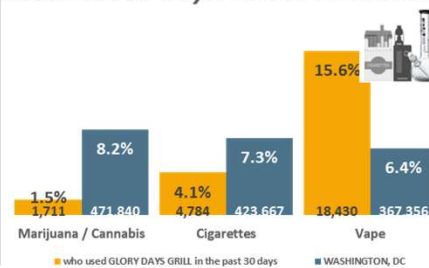
### Drank Past 30-days: Adults 18 or older



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



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



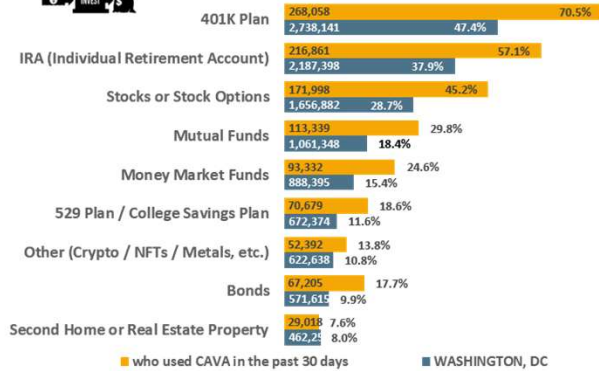


# CAVA WDC

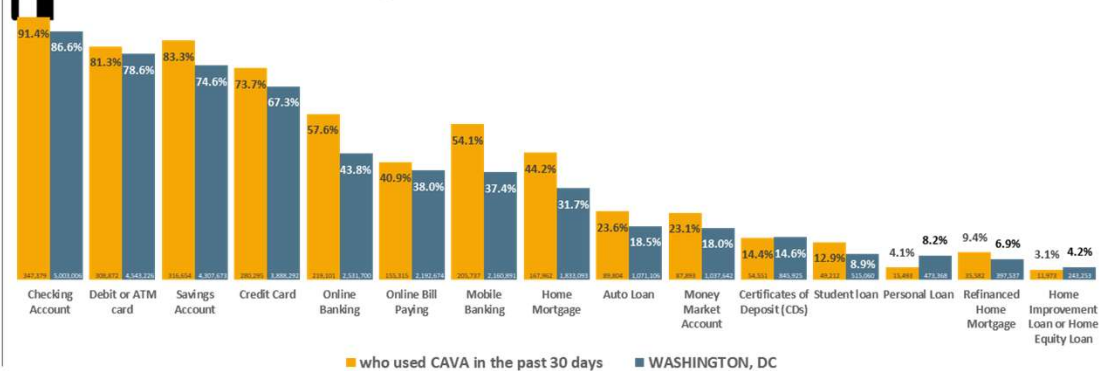
6.6% or 380,110 of WASHINGTON, DC DMA Adults 18 or older used CAVA in the past 30 days.  
Adults 18 or older who used CAVA in the past 30 days are 48.8% more likely to have a 401K, 27.4% more likely to have an Auto Loan, 53.8% more likely to Invest/Trade Stocks Online, 7.3% less likely to pay with their Debit Card.



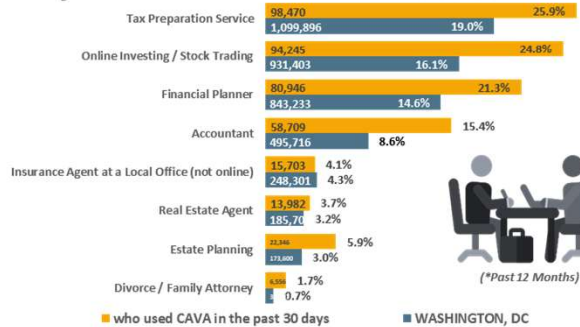
## Investments Owned: Adults 18 or older



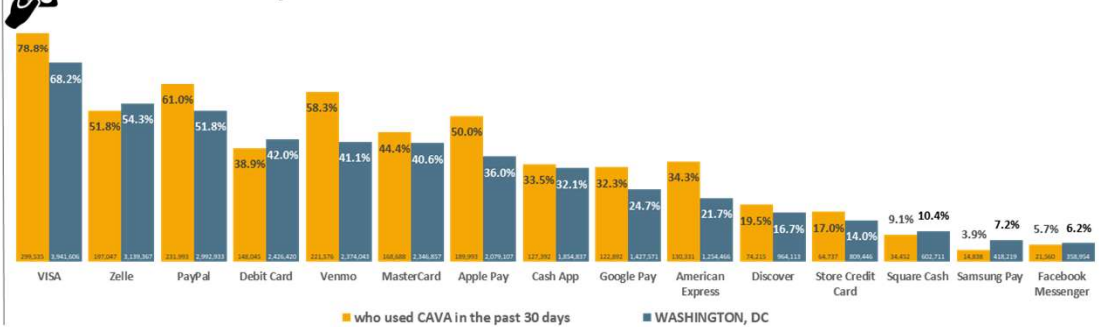
## Financial Services Has and/or Uses: Adults 18 or older



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



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





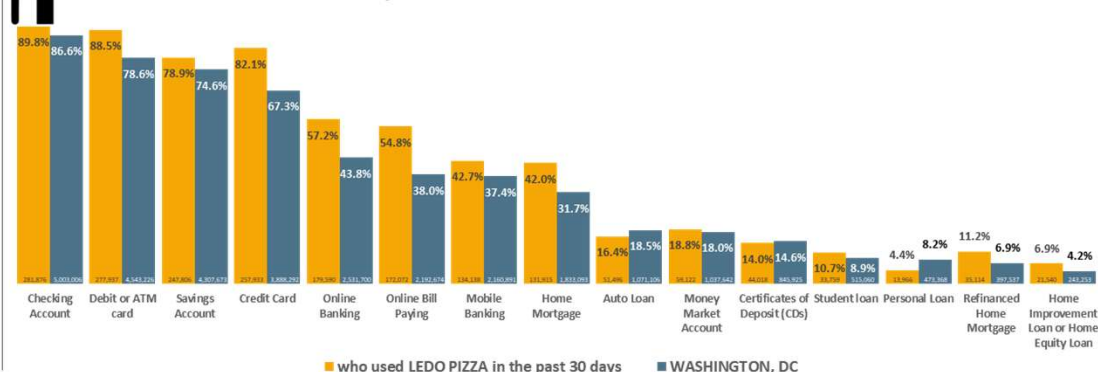
5.4% or 314,051 of WASHINGTON, DC DMA Adults 18 or older used LEDO PIZZA in the past 30 days. Adults 18 or older who used LEDO PIZZA in the past 30 days are 8.9% less likely to have a 401K, 11.6% less likely to have an Auto Loan, 21.6% more likely to Invest/Trade Stocks Online, 15.1% more likely to pay with their Debit Card.



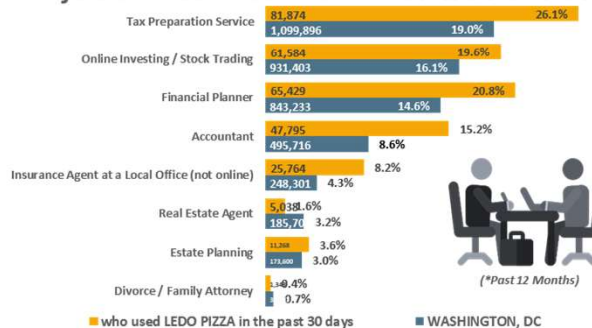
### Investments Owned: Adults 18 or older



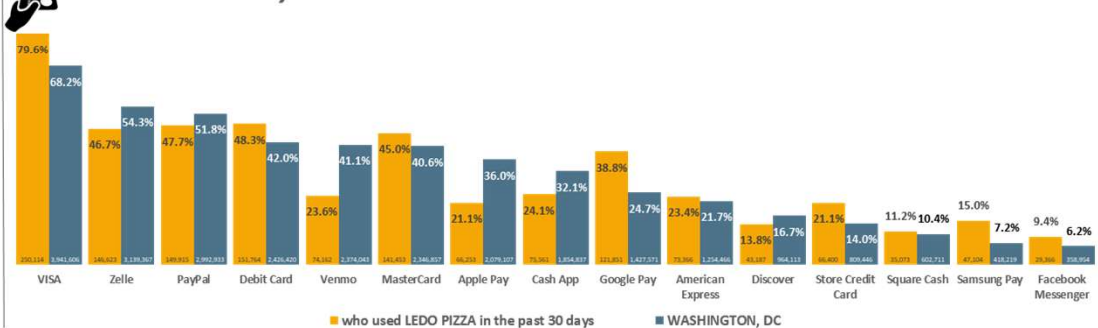
### Financial Services Has and/or Uses: Adults 18 or older



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



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

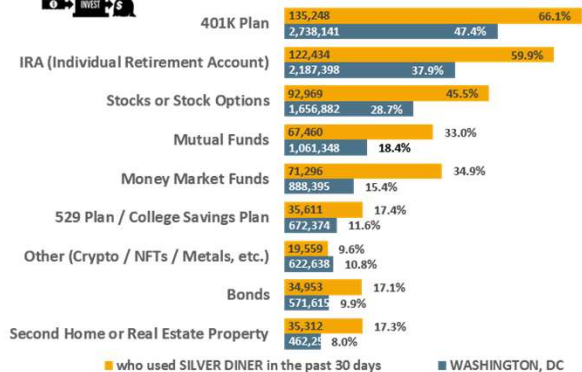




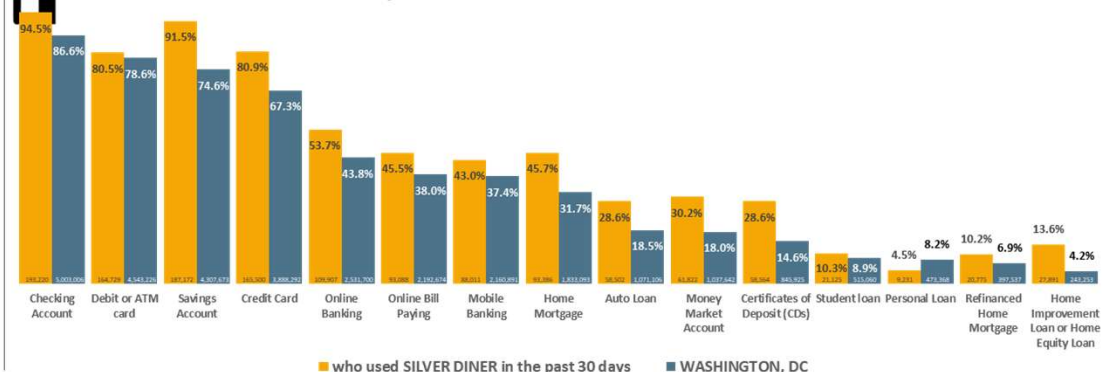
3.5% or 204,532 of WASHINGTON, DC DMA Adults 18 or older used SILVER DINER in the past 30 days. Adults 18 or older who used SILVER DINER in the past 30 days are 39.5% more likely to have a 401K, 54.3% more likely to have an Auto Loan, 39.1% more likely to Invest/Trade Stocks Online, .4% more likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



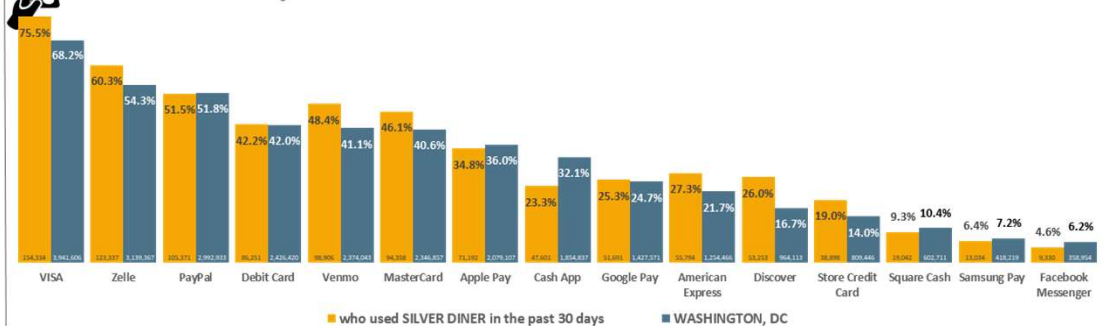
### Financial Services Has and/or Uses: Adults 18 or older



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



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





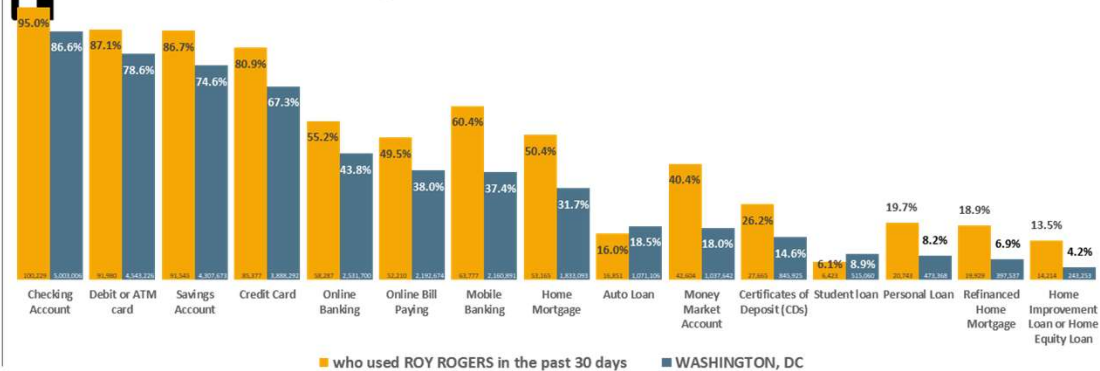
1.8% or 105,558 of WASHINGTON, DC DMA Adults 18 or older used ROY ROGERS in the past 30 days. Adults 18 or older who used ROY ROGERS in the past 30 days are 18.% more likely to have a 401K, 13.9% less likely to have an Auto Loan, 16.5% more likely to Invest/Trade Stocks Online, 7.6% more likely to pay with their Debit Card.



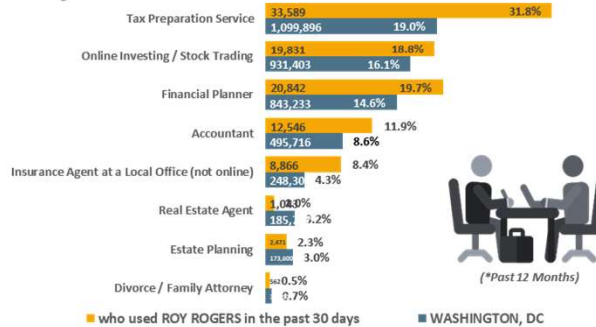
### Investments Owned: Adults 18 or older



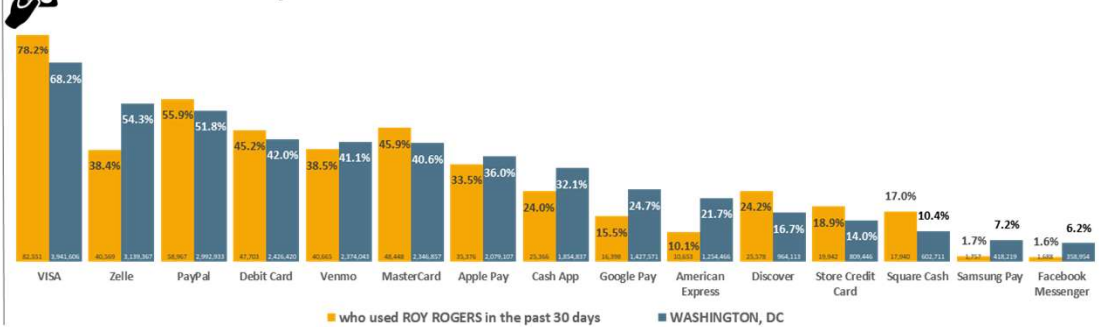
### Financial Services Has and/or Uses: Adults 18 or older



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



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







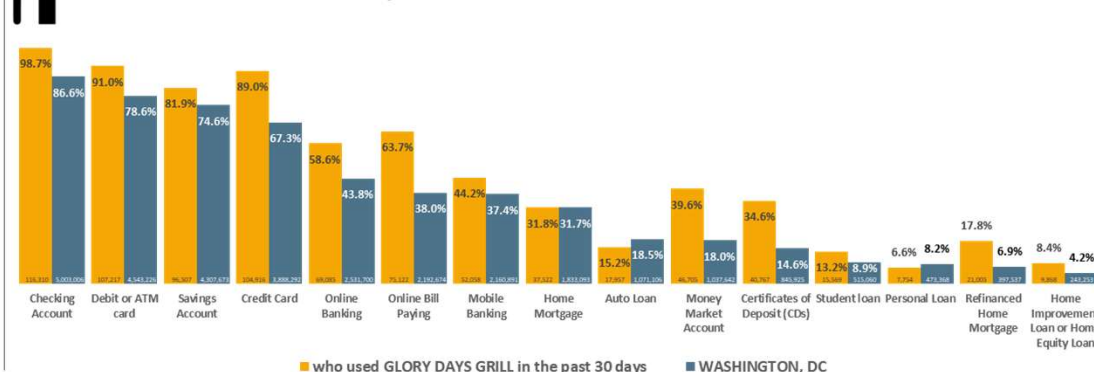
2.2% or 117,839 of WASHINGTON, DC DMA Adults 18 or older used GLORY DAYS GRILL in the past 30 days. Adults 18 or older who used GLORY DAYS GRILL in the past 30 days are 43.1% more likely to have a 401K, 17.8% less likely to have an Auto Loan, 25.2% more likely to Invest/Trade Stocks Online, 4.8% more likely to pay with their Debit Card.



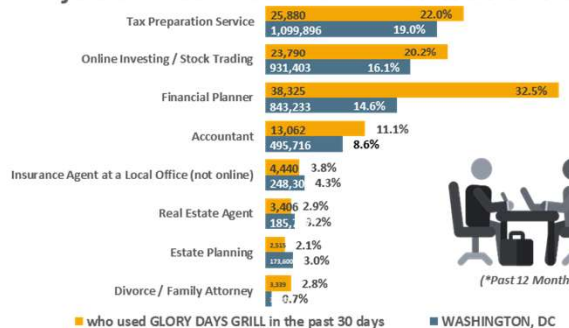
### Investments Owned: Adults 18 or older



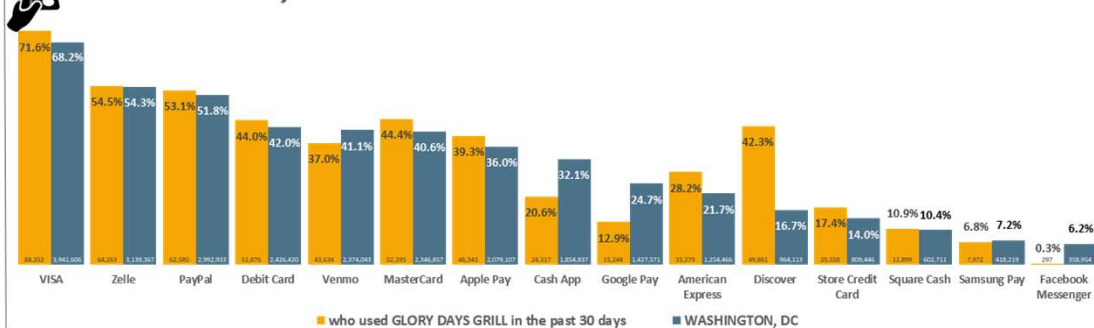
### Financial Services Has and/or Uses: Adults 18 or older



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

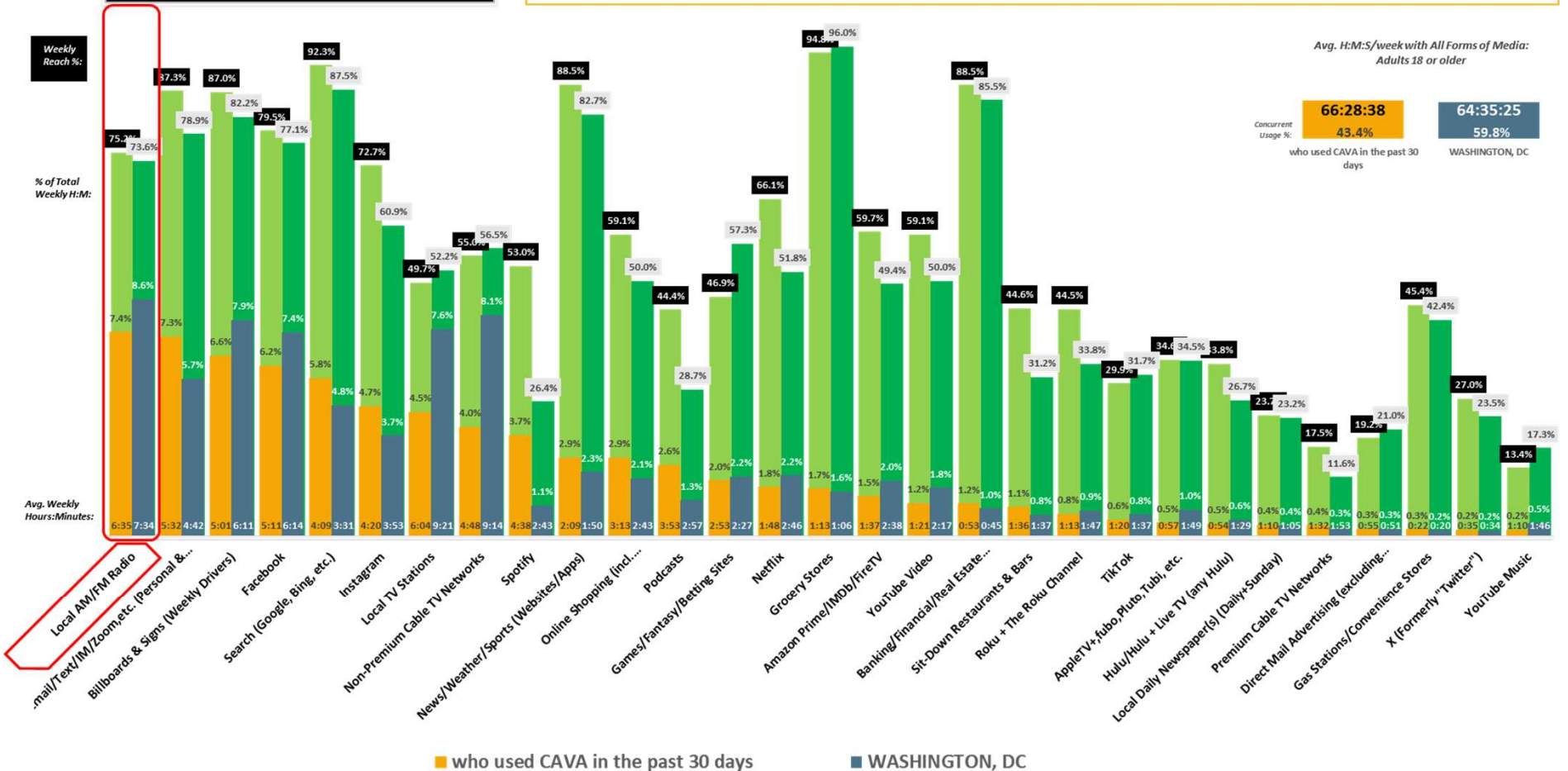


### Past 3-Months Payment Methods Used: Adults 18 or older



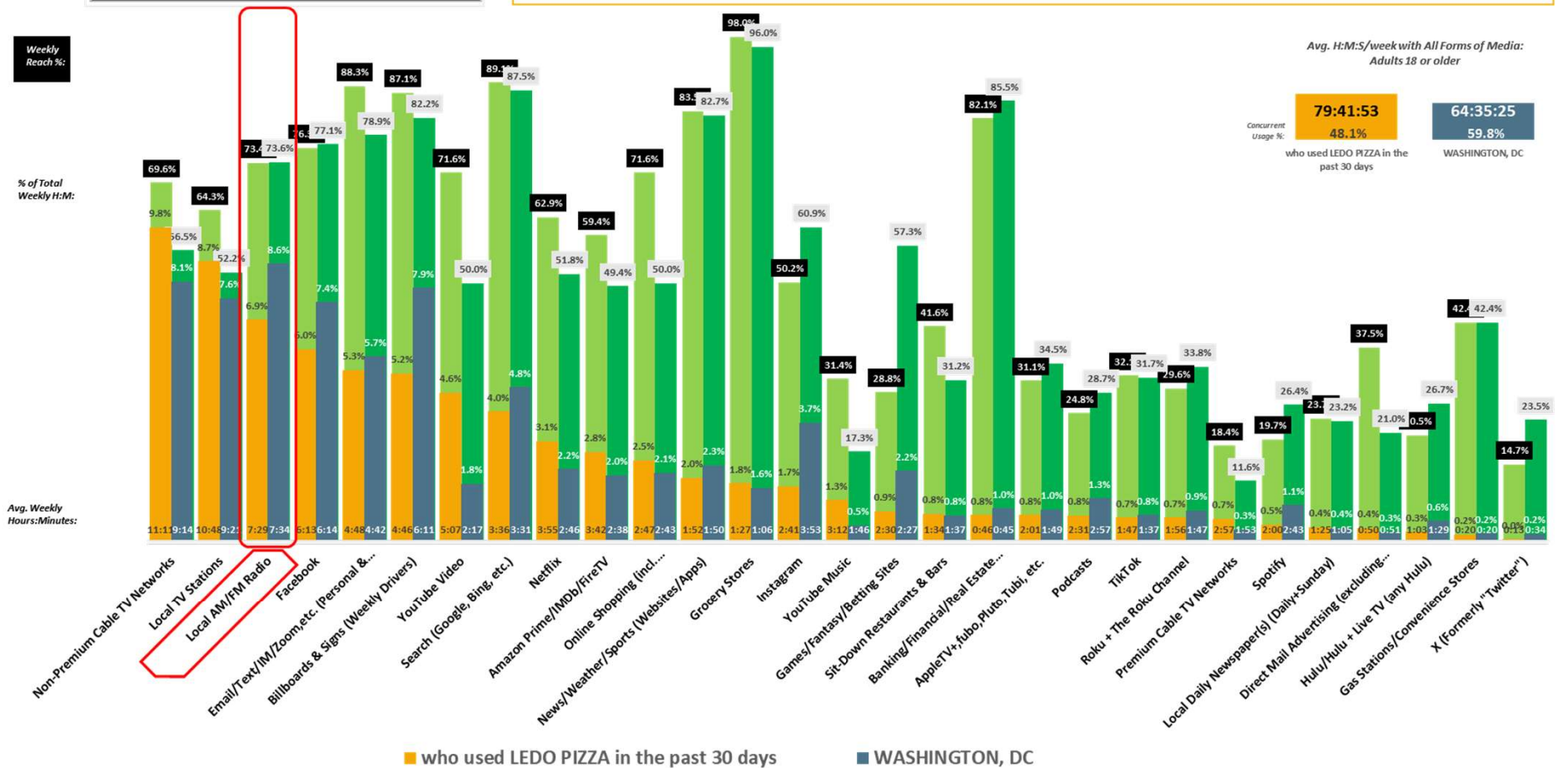
# CAVA WDC

Adults 18 or older who used CAVA in the past 30 days spend an average of 2 days, 18 hours, 28 minutes and 38 seconds each week with All Forms of Media.  
 75.2% of Adults 18 or older who used CAVA in the past 30 days spend an avg. of 6 hours and 35 minutes each week listening to All Local AM/FM Radio, representing 7.4% of total time spent with all forms of Media.



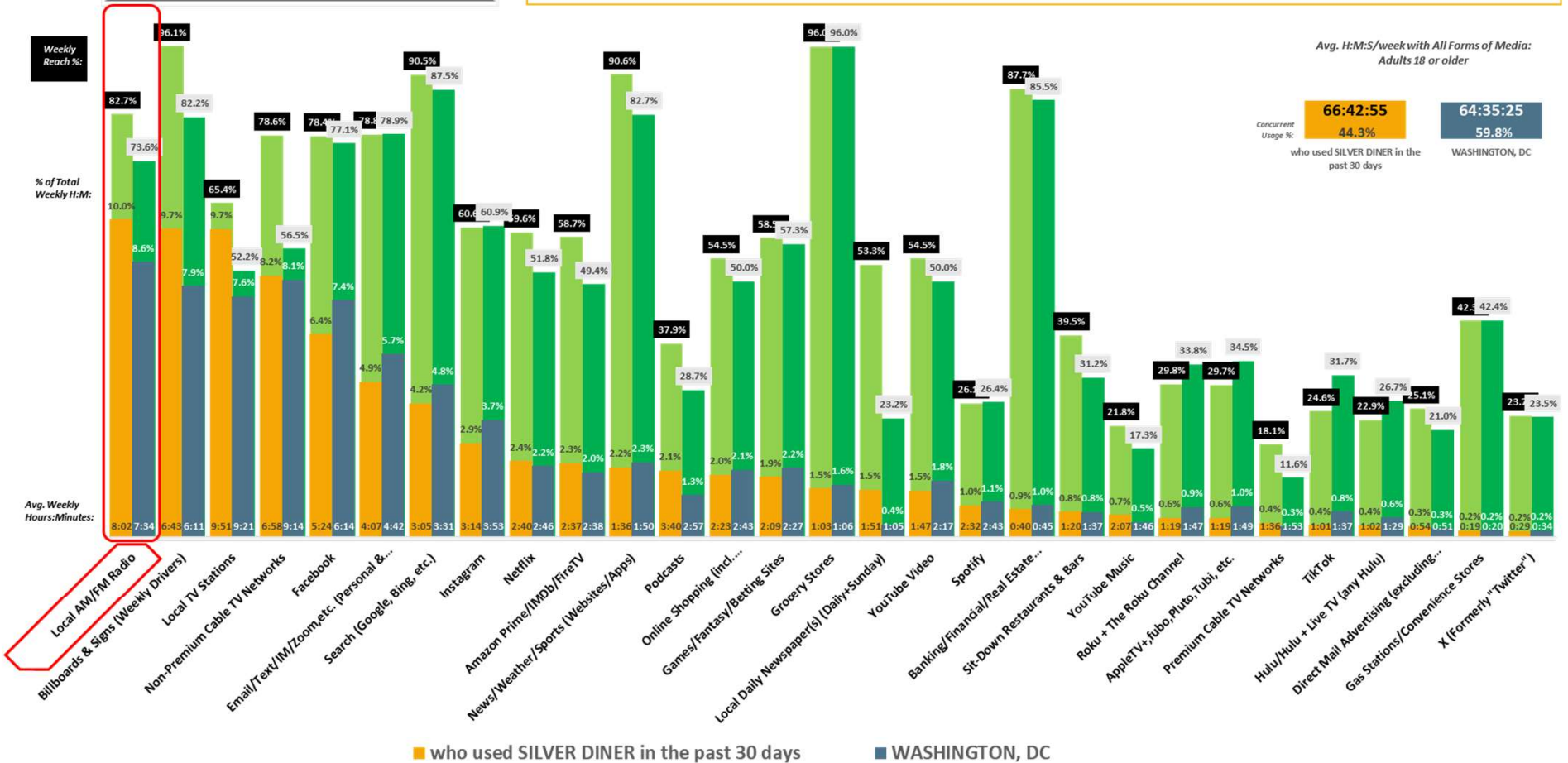


Adults 18 or older who used LEDO PIZZA in the past 30 days spend an average of 3 days, 7 hours, 41 minutes and 53 seconds each week with All Forms of Media.  
 73.4% of Adults 18 or older who used LEDO PIZZA in the past 30 days spend an avg. of 7 hours and 29 minutes each week listening to all Local AM/FM Radio, representing 6.9% of total time spent with all forms of Media.





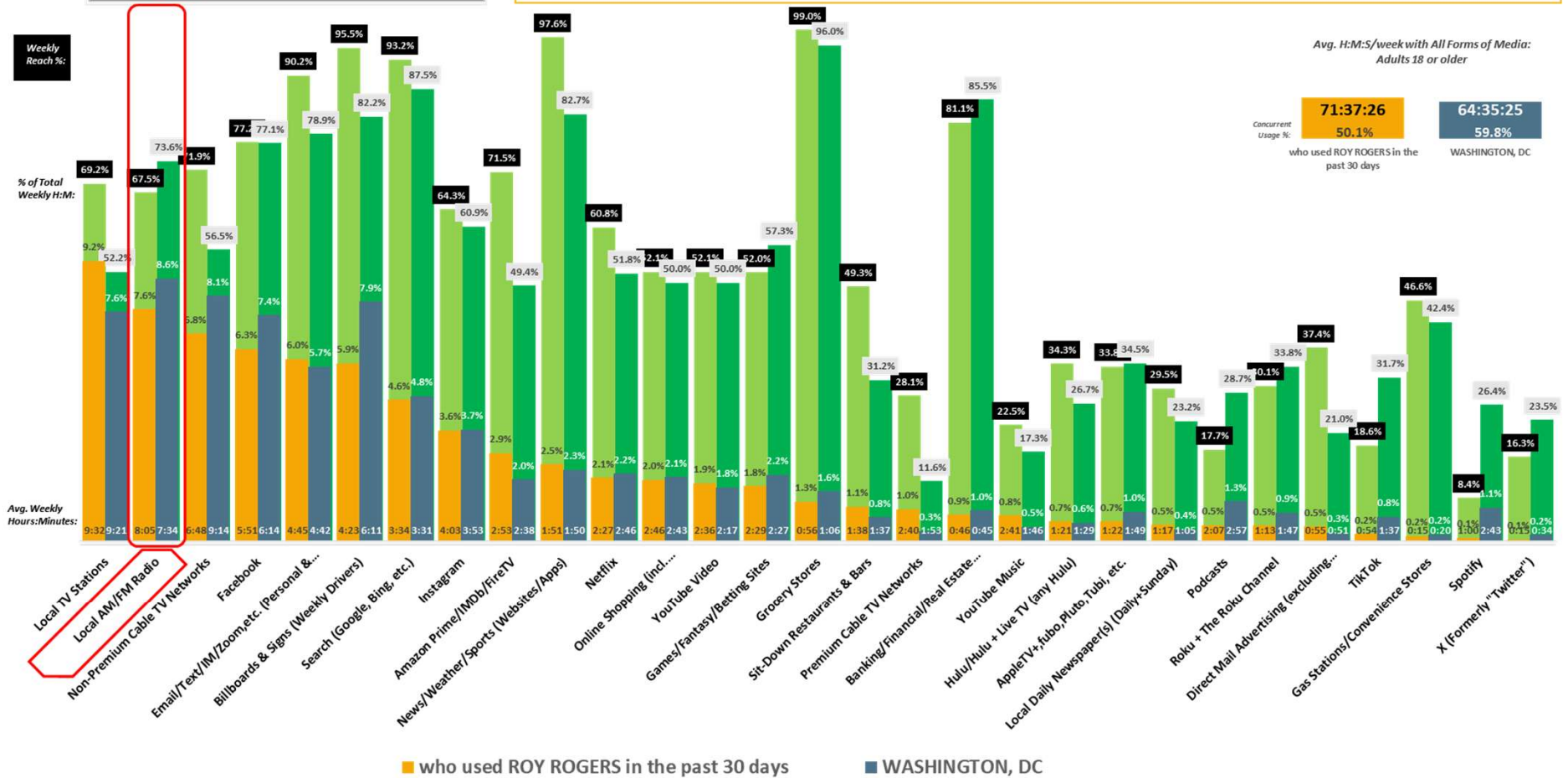
Adults 18 or older who used SILVER DINER in the past 30 days spend an average of 2 days, 18 hours, 42 minutes and 55 seconds each week with All Forms of Media.  
 82.7% of Adults 18 or older who used SILVER DINER in the past 30 days spend an avg. of 8 hours and 2 minutes each week listening to All Local AM/FM Radio, representing 10.% of total time spent with all forms of Media.





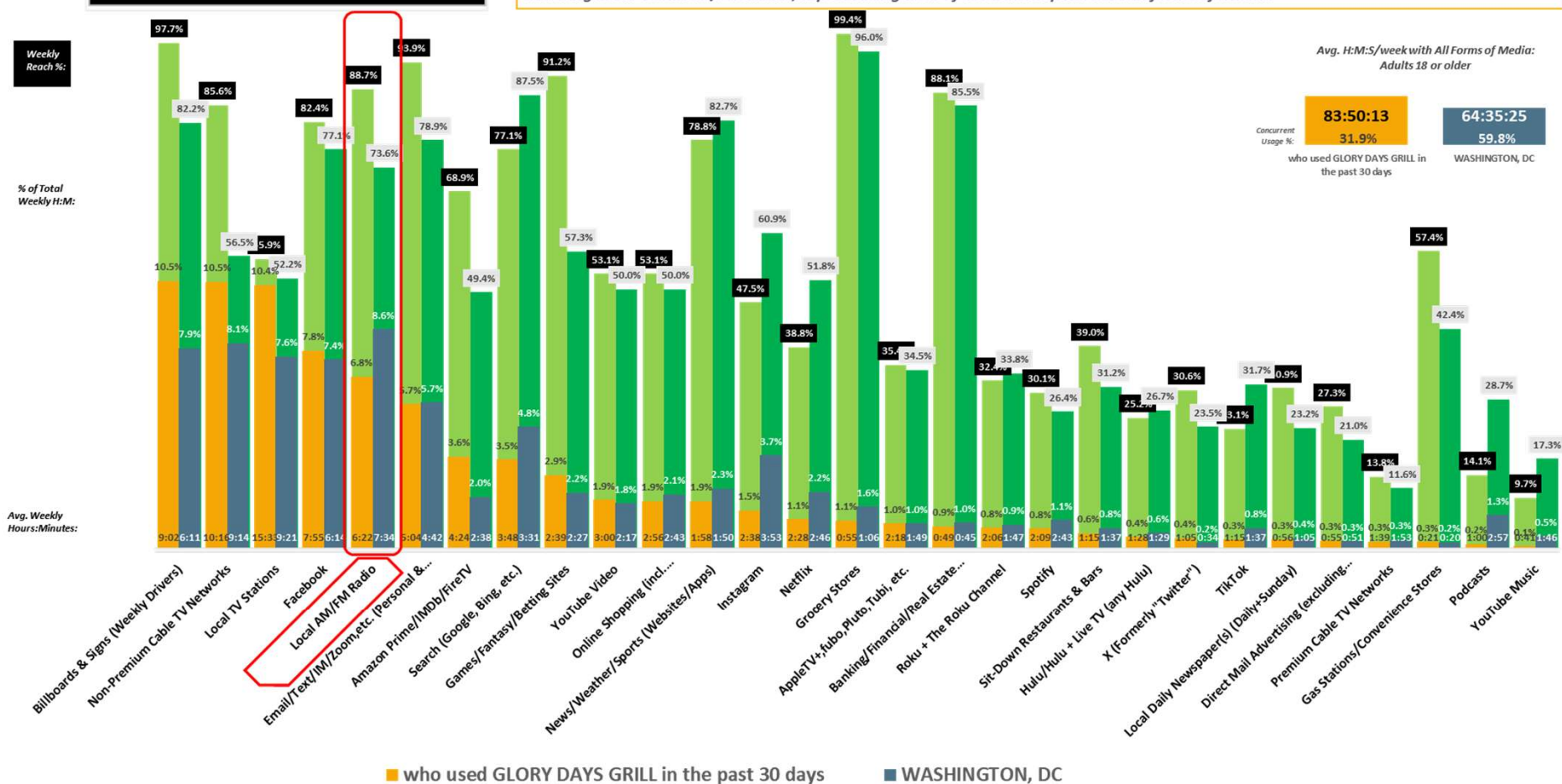


Adults 18 or older who used ROY ROGERS in the past 30 days spend an average of 2 days, 23 hours, 37 minutes and 26 seconds each week with All Forms of Media.  
 67.5% of Adults 18 or older who used ROY ROGERS in the past 30 days spend an avg. of 8 hours and 5 minutes each week listening to all Local AM/FM Radio, representing 7.6% of total time spent with all forms of Media.



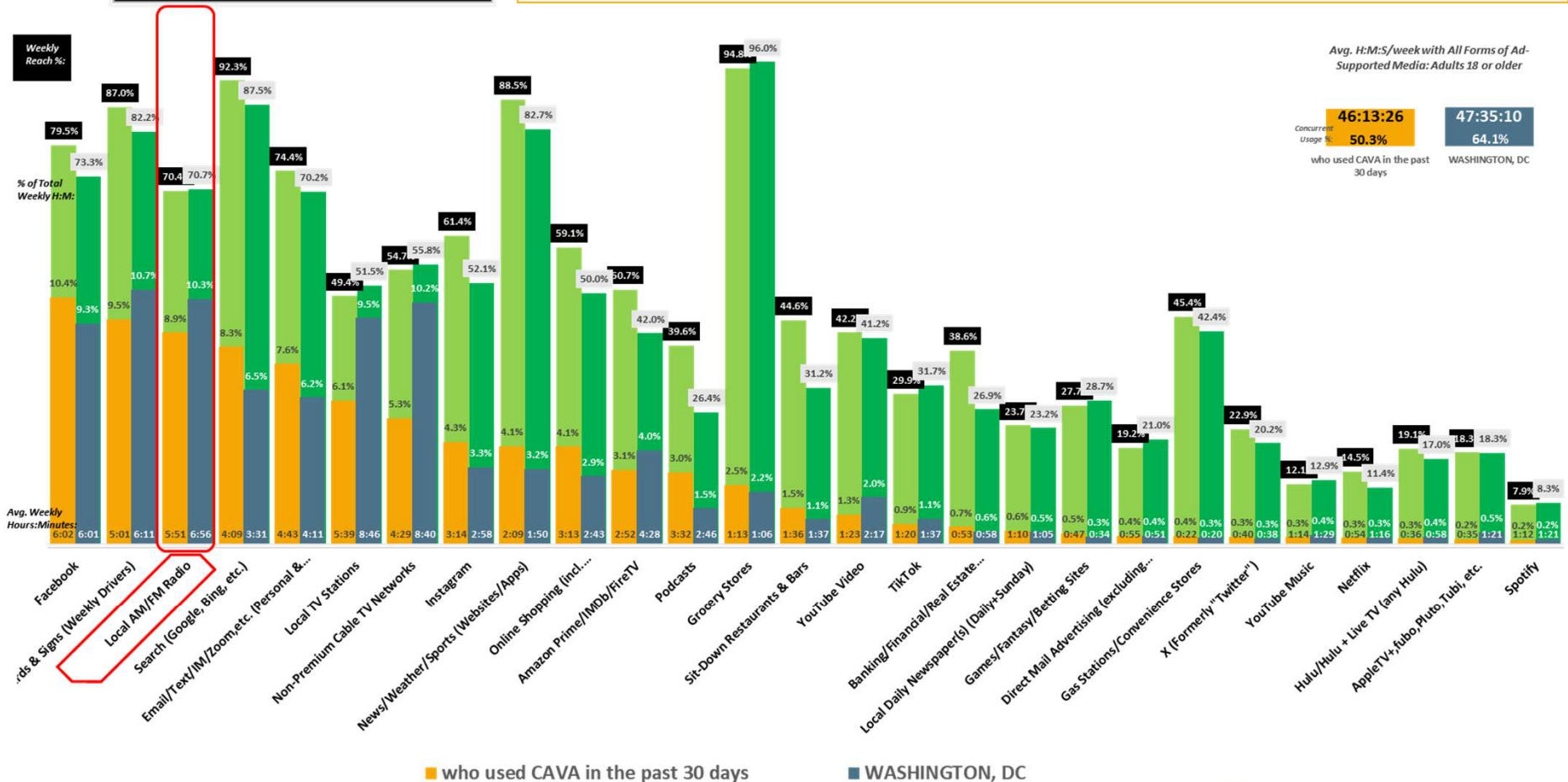


Adults 18 or older who used GLORY DAYS GRILL in the past 30 days spend an average of 3 days, 11 hours, 50 minutes and 13 seconds each week with All Forms of Media.  
 88.7% of Adults 18 or older who used GLORY DAYS GRILL in the past 30 days spend an avg. of 6 hours and 22 minutes each week listening to All Local AM/FM Radio, representing 6.8% of total time spent with all forms of Media.



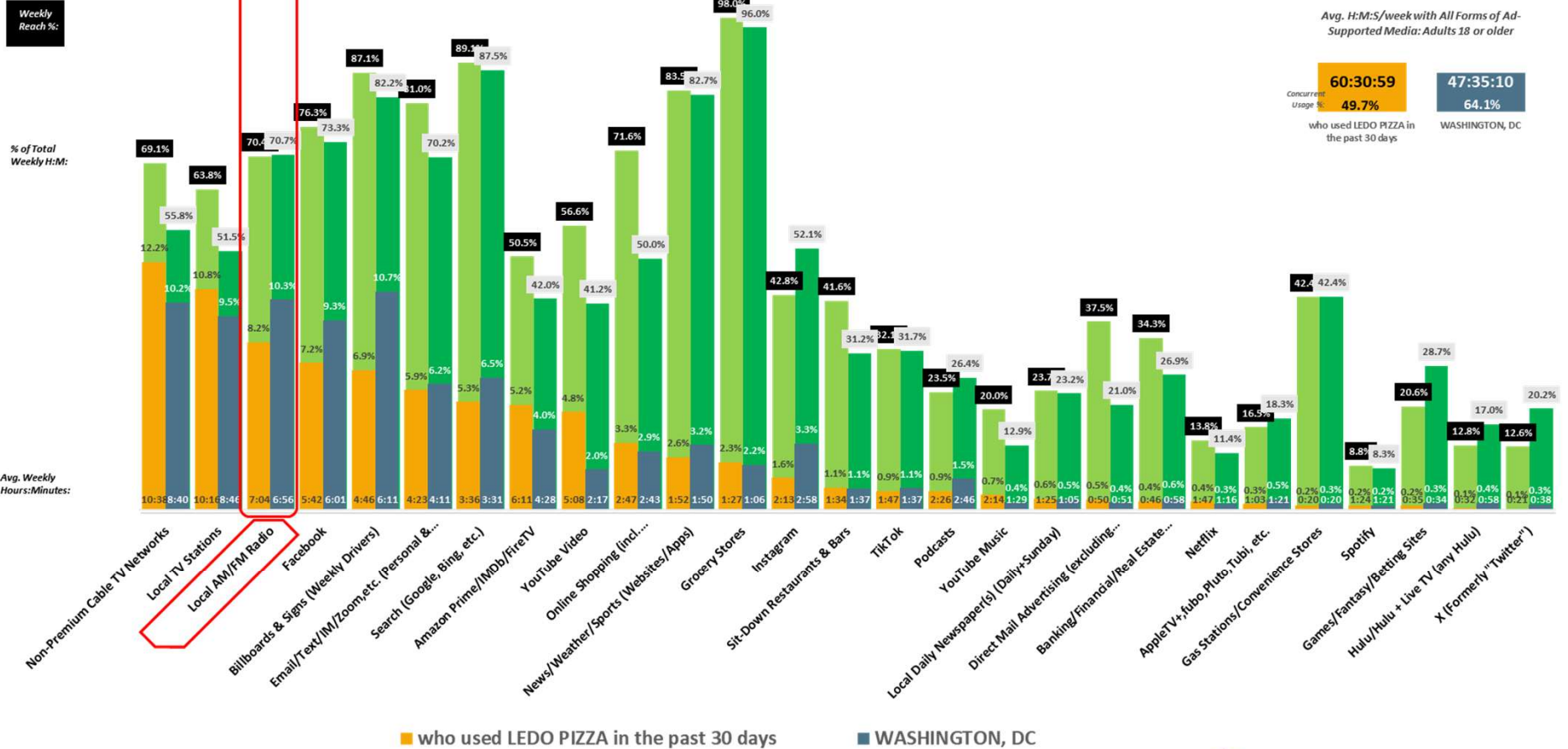
# CAVA WDC

Adults 18 or older who used CAVA in the past 30 days spend an average of 1 days, 22 hours, 13 minutes and 26 seconds each week with All Forms of Ad-Supported Media.  
70.4% of Adults 18 or older who used CAVA in the past 30 days spend an avg. of 5 hours and 51 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.9% of total time spent with all forms of Ad-Supported Media.





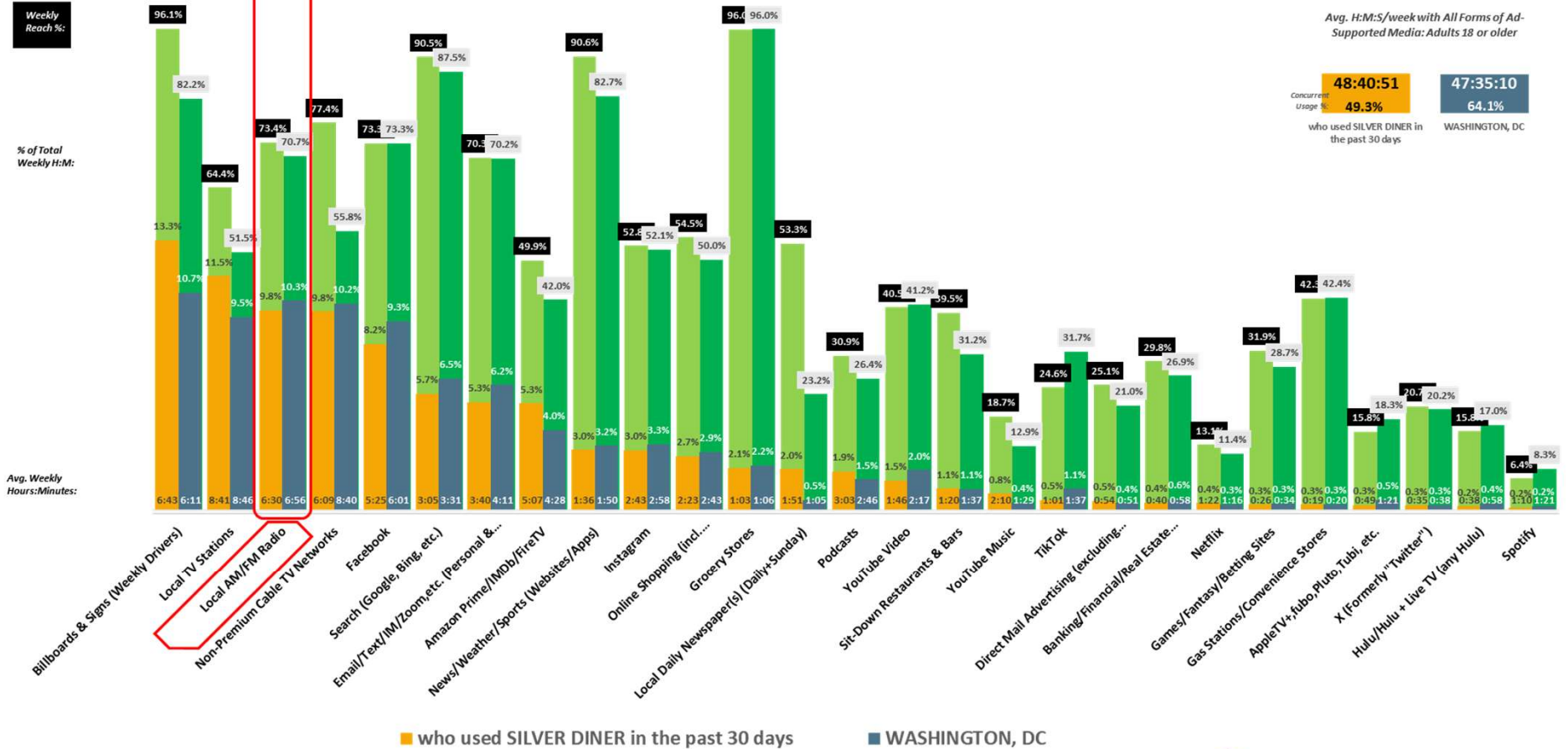
Adults 18 or older who used LEDO PIZZA in the past 30 days spend an average of 2 days, 12 hours, 30 minutes and 59 seconds each week with All Forms of Ad-Supported Media.  
 70.4% of Adults 18 or older who used LEDO PIZZA in the past 30 days spend an avg. of 7 hours and 4 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.2% of total time spent with all forms of Ad-Supported Media.





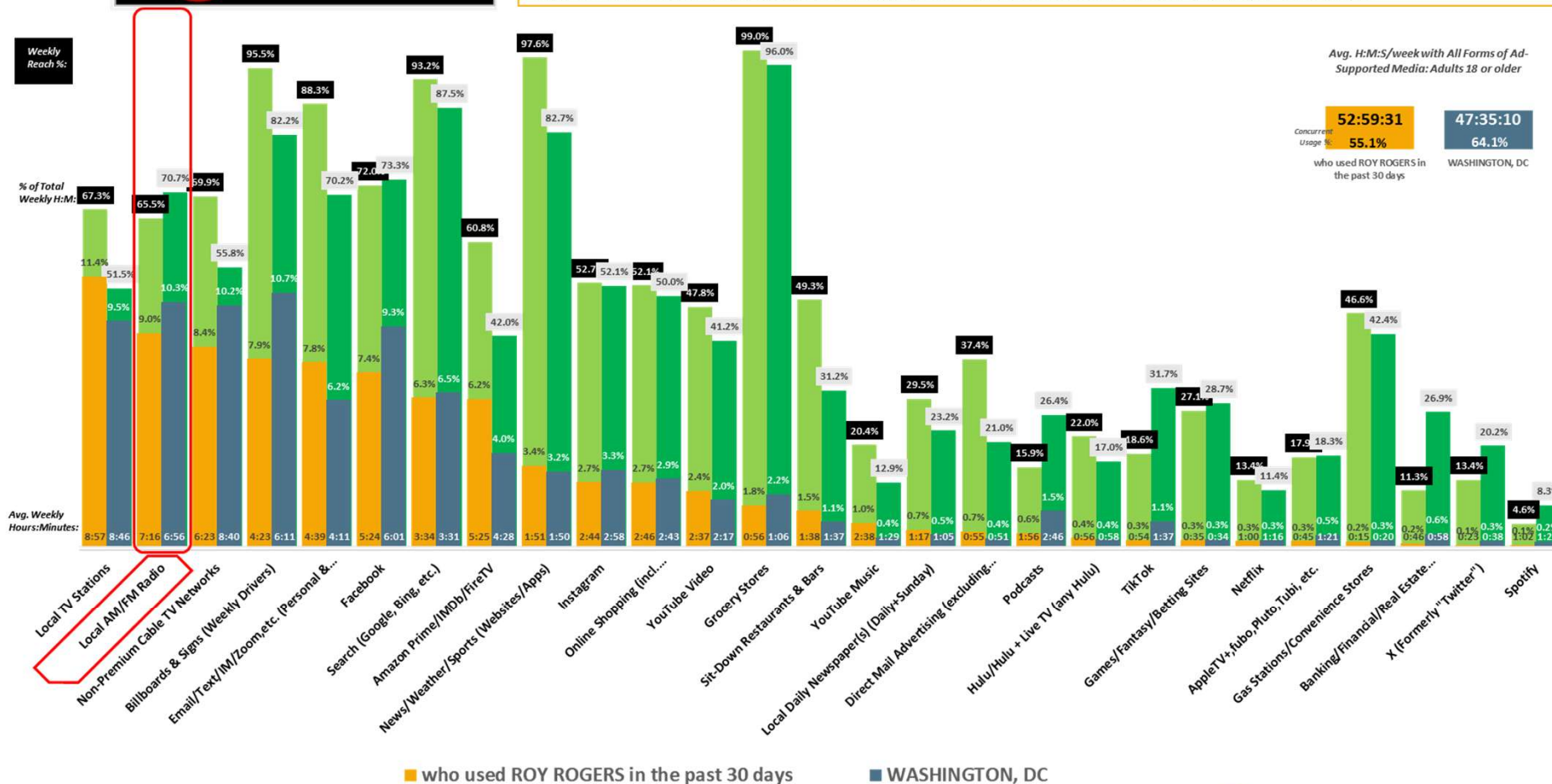


Adults 18 or older who used SILVER DINER in the past 30 days spend an average of 2 days, 0 hours, 40 minutes and 51 seconds each week with All Forms of Ad-Supported Media.  
 73.4% of Adults 18 or older who used SILVER DINER in the past 30 days spend an avg. of 6 hours and 30 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.8% of total time spent with all forms of Ad-Supported Media.





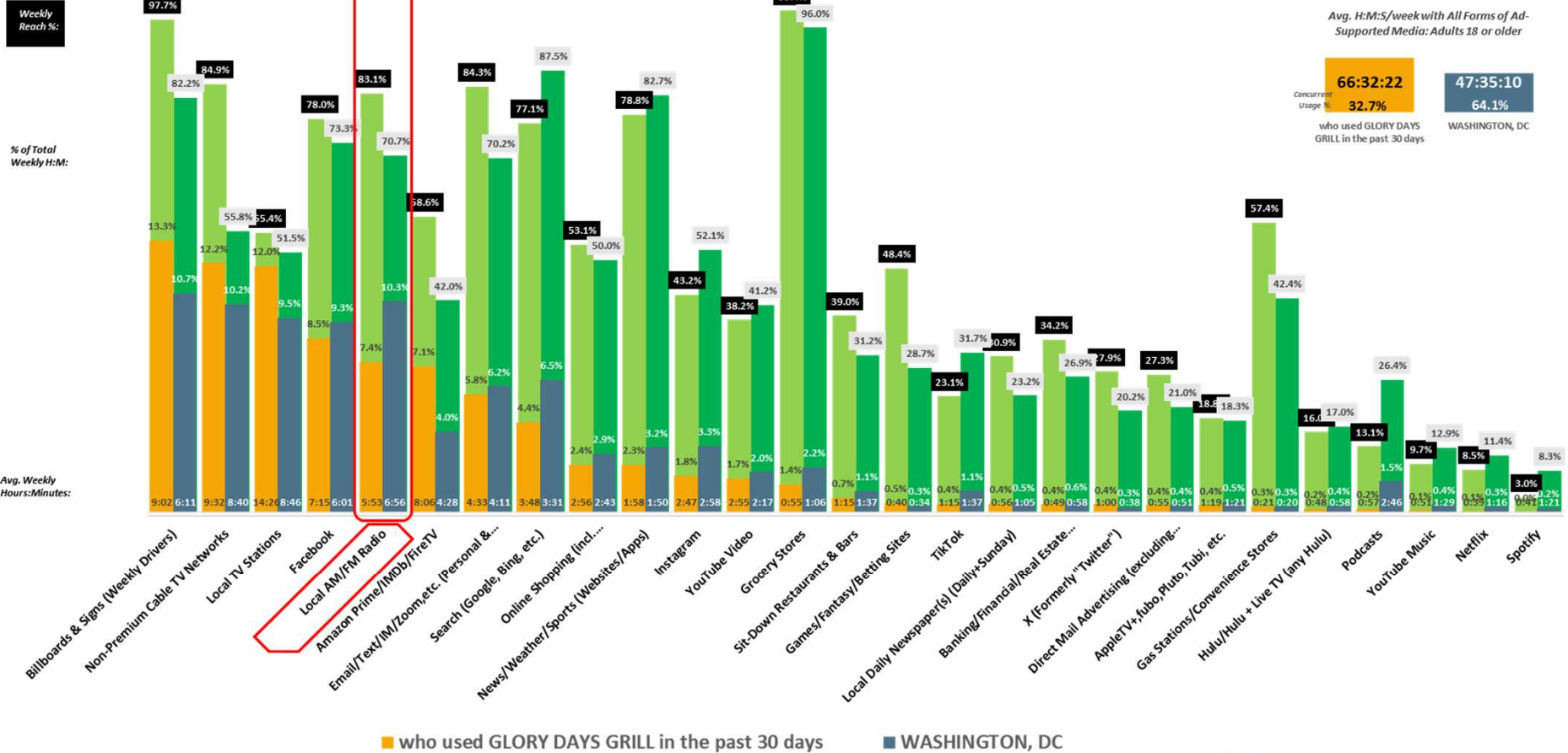
Adults 18 or older who used ROY ROGERS in the past 30 days spend an average of 2 days, 4 hours, 59 minutes and 31 seconds each week with All Forms of Ad-Supported Media.  
 65.5% of Adults 18 or older who used ROY ROGERS in the past 30 days spend an avg. of 7 hours and 16 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.5% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who used GLORY DAYS GRILL in the past 30 days spend an average of 2 days, 18 hours, 32 minutes and 22 seconds each week with All Forms of Ad-Supported Media.

83.1% of Adults 18 or older who used GLORY DAYS GRILL in the past 30 days spend an avg. of 5 hours and 53 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 7.4% of total time spent with all forms of Ad-Supported Media.



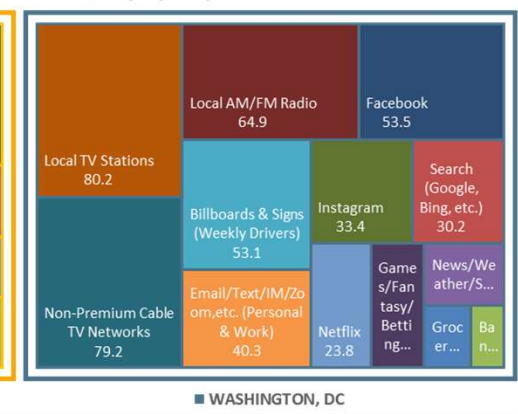
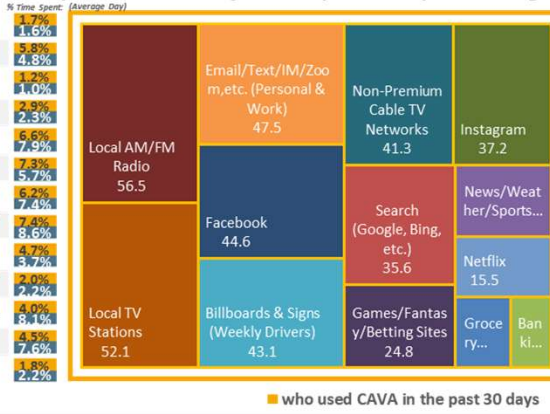
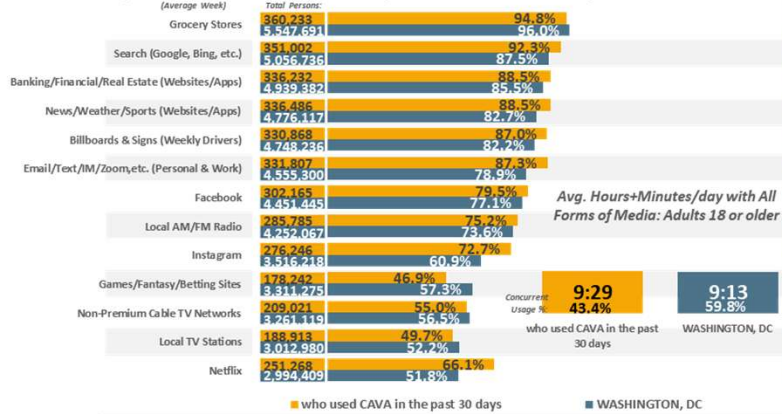




Adults 18 or older who used CAVA in the past 30 days spend an average of 6 hours and 36 minutes each day with All Forms of Ad-Supported Media. 70.4% listen to Local AM/FM Radio for an avg. of 50.2 minutes/day.  
(Local Radio delivers 8.9% of Time with Ad-Supported Media.)

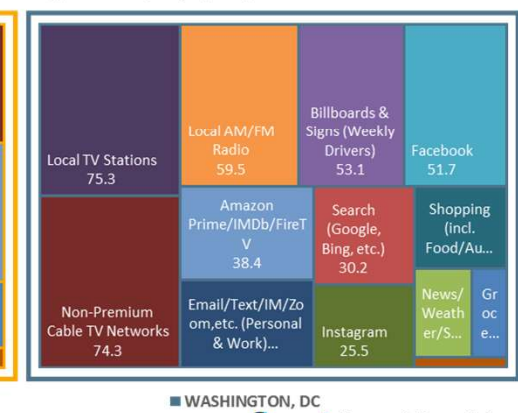
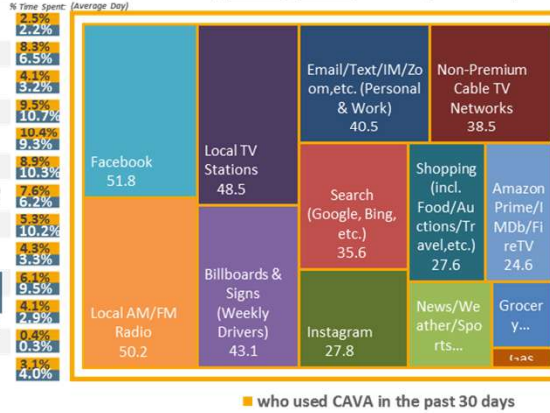
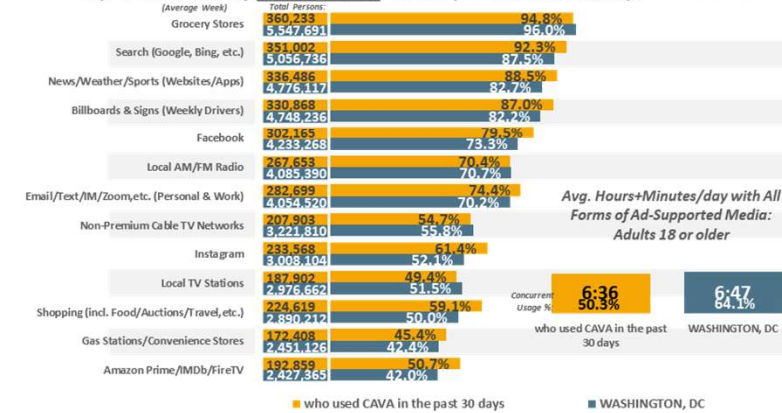
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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

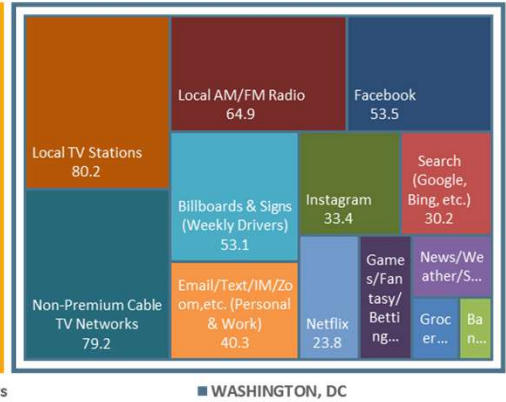
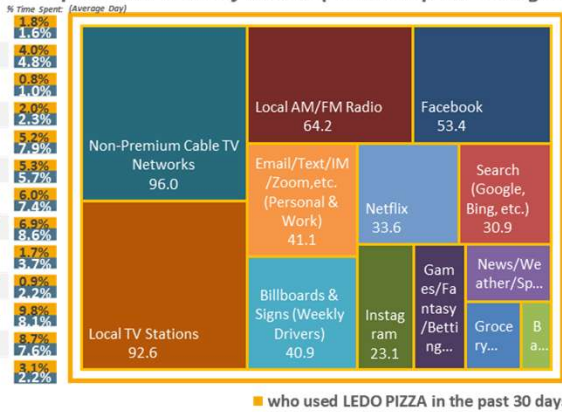
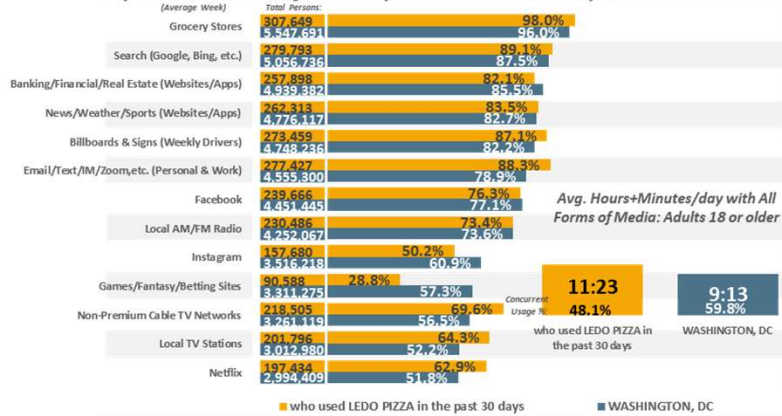




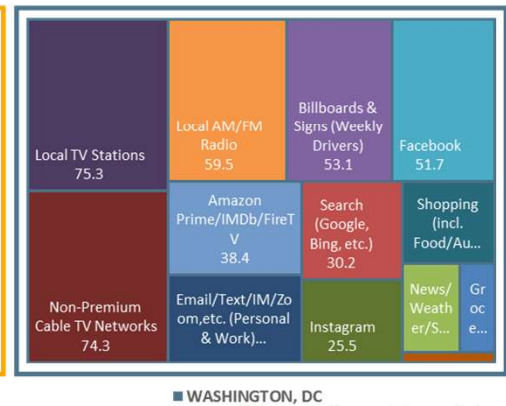
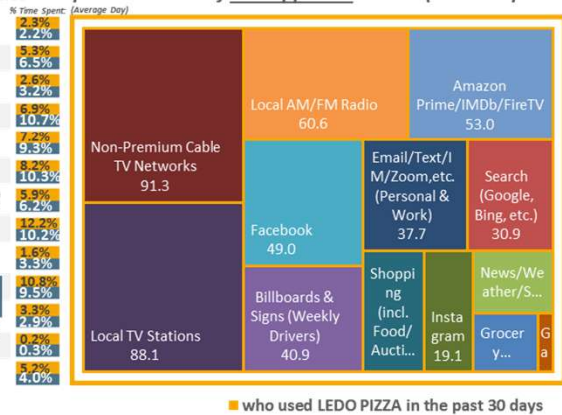
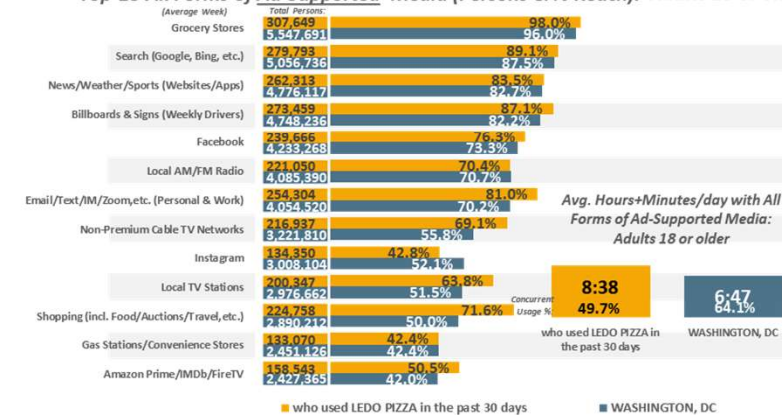


Adults 18 or older who used LEDO PIZZA in the past 30 days spend an average of 8 hours and 38 minutes each day with All Forms of Ad-Supported Media. 70.4% listen to Local AM/FM Radio for an avg. of 60.6 minutes/day. *(Local Radio delivers 8.2% of Time with Ad-Supported Media.)*

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



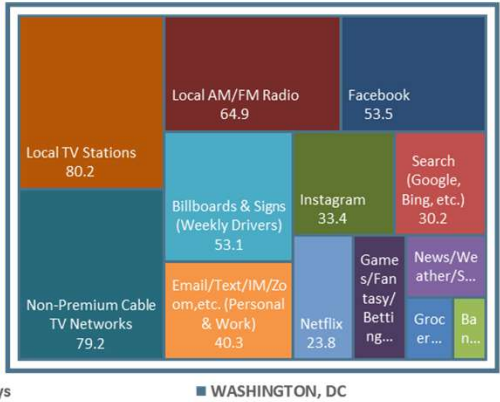
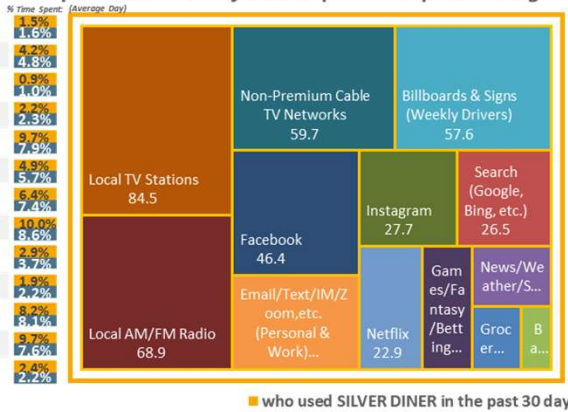
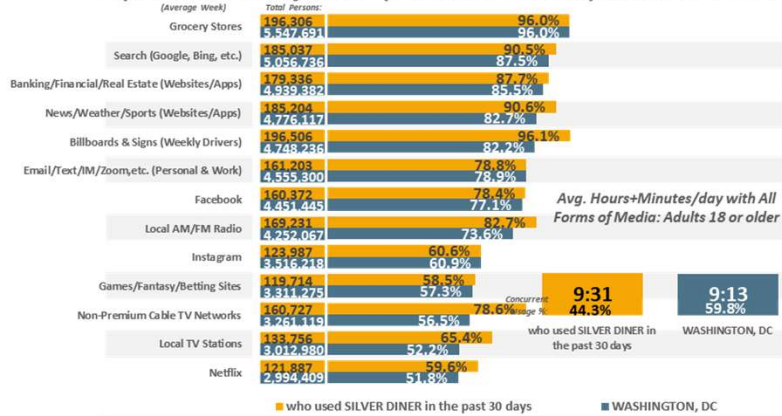
**Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older** **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



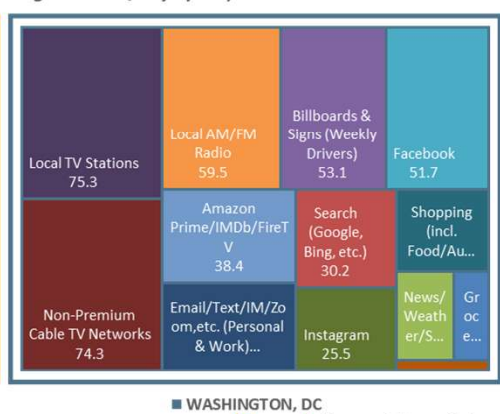
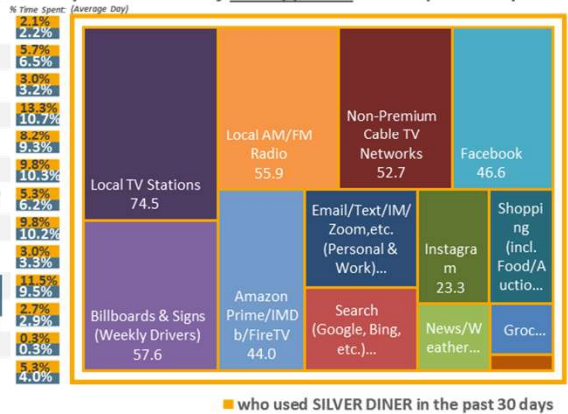
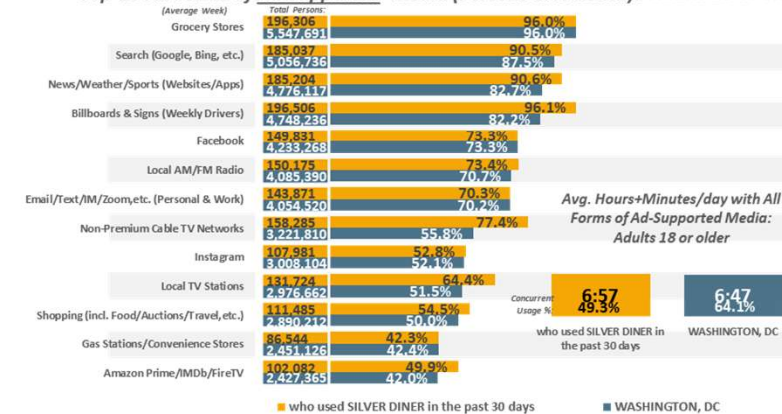


Adults 18 or older who used SILVER DINER in the past 30 days spend an average of 6 hours and 57 minutes each day with All Forms of Ad-Supported Media. 73.4% listen to Local AM/FM Radio for an avg. of 55.9 minutes/day. (Local Radio delivers 9.8% of Time with Ad-Supported Media.)

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



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



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 240  
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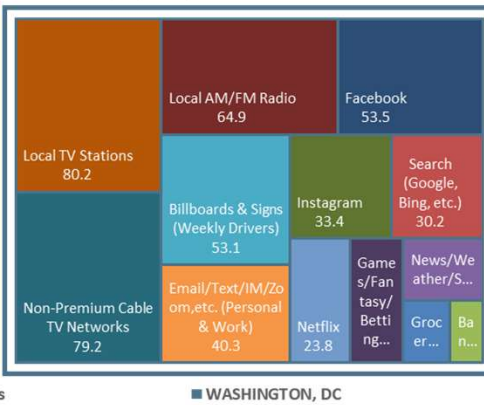
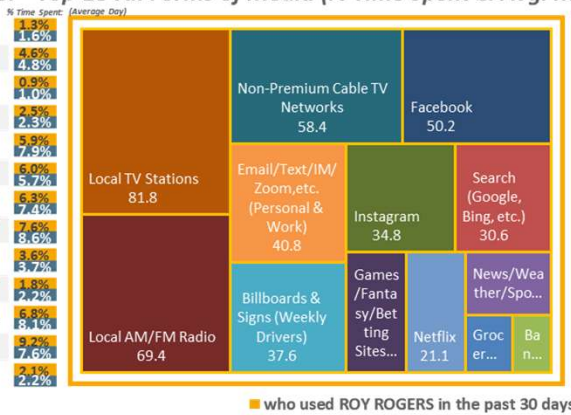
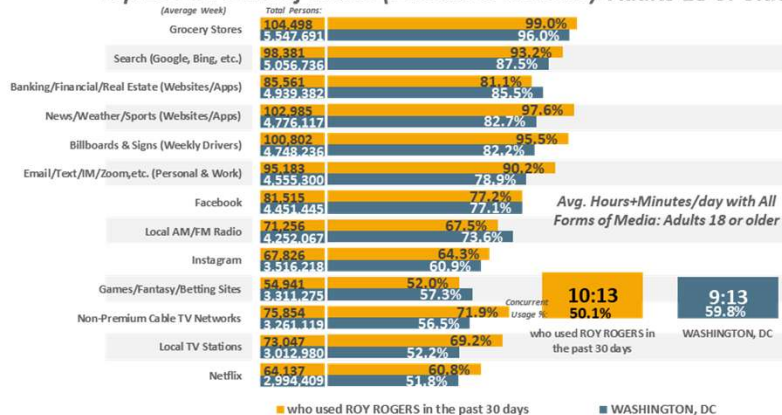
Sit-down restaurants used past 30 days: Silver Diner



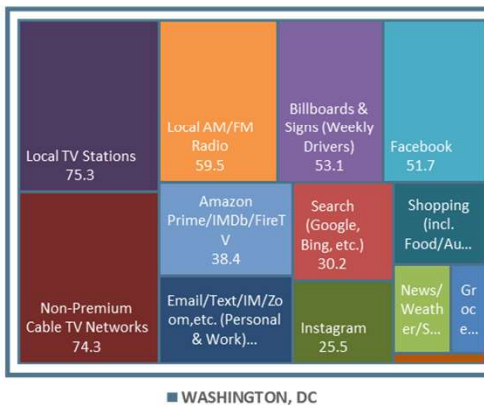
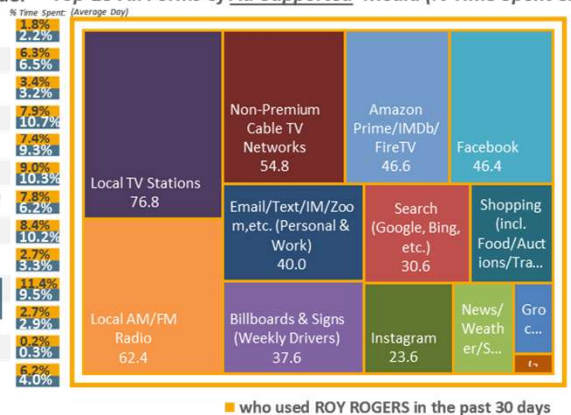
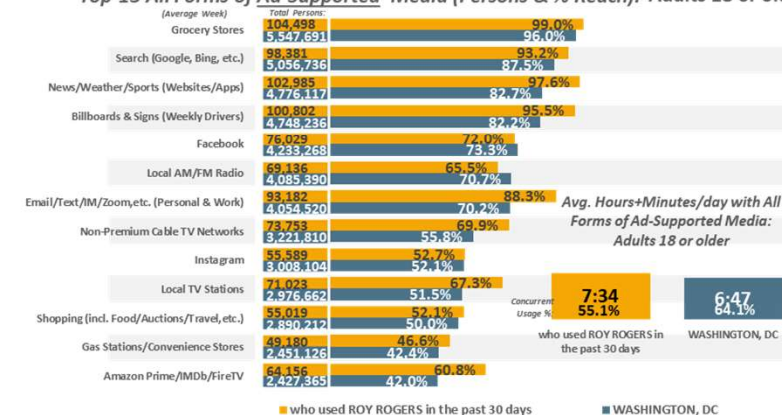


Adults 18 or older who used ROY ROGERS in the past 30 days spend an average of 7 hours and 34 minutes each day with All Forms of Ad-Supported Media. 65.5% listen to Local AM/FM Radio for an avg. of 62.4 minutes/day.  
(Local Radio delivers 9.% of Time with Ad-Supported Media.)

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



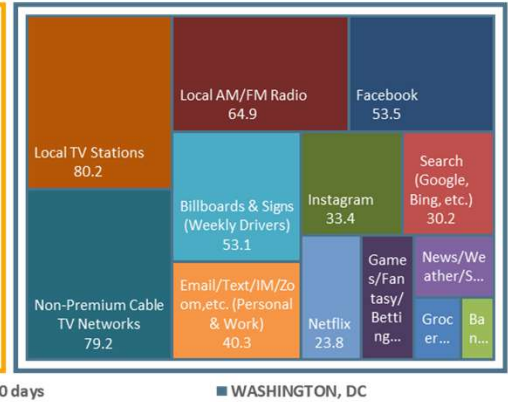
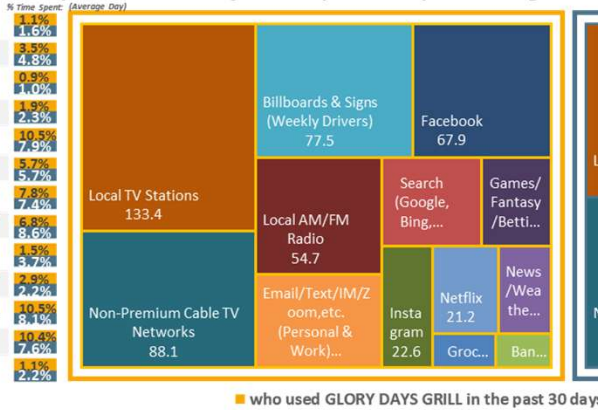
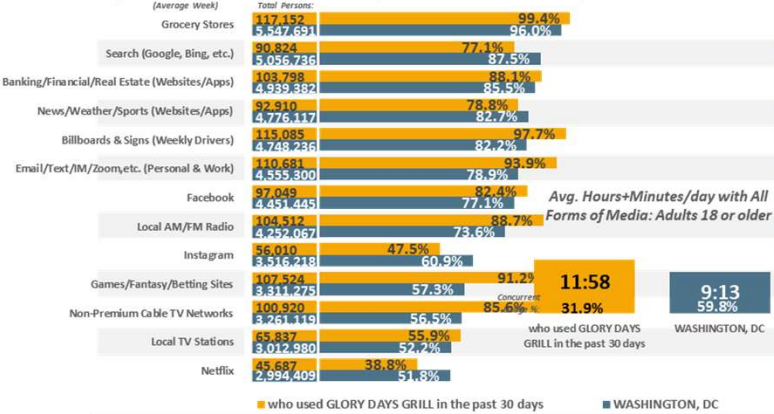
**Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older** **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



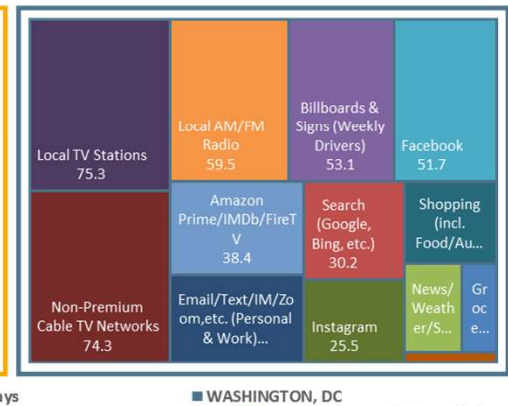
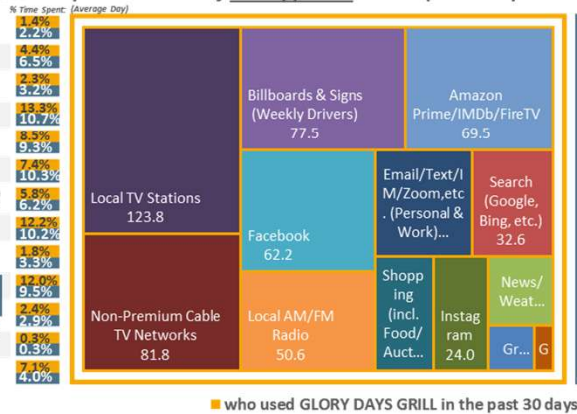
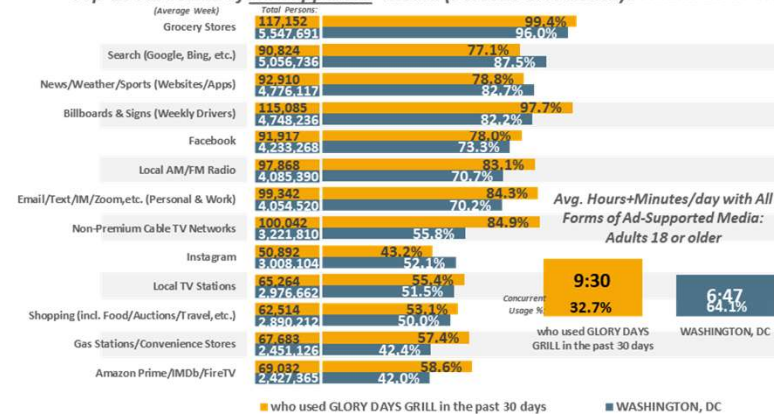


Adults 18 or older who used GLORY DAYS GRILL in the past 30 days spend an average of 9 hours and 30 minutes each day with All Forms of Ad-Supported Media. 83.1% listen to Local AM/FM Radio for an avg. of 50.6 minutes/day. *(Local Radio delivers 7.4% of Time with Ad-Supported Media.)*

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



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

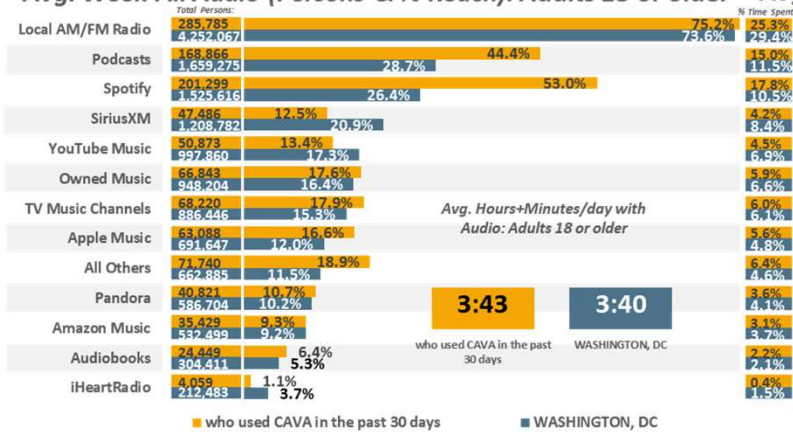




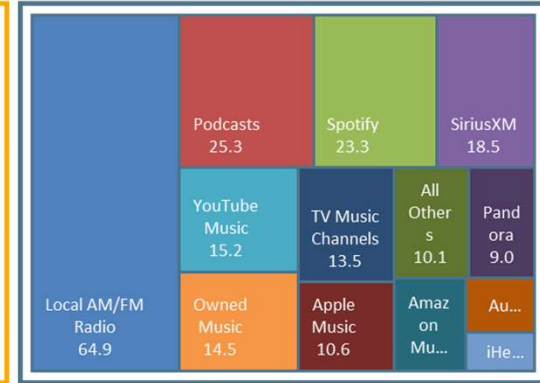
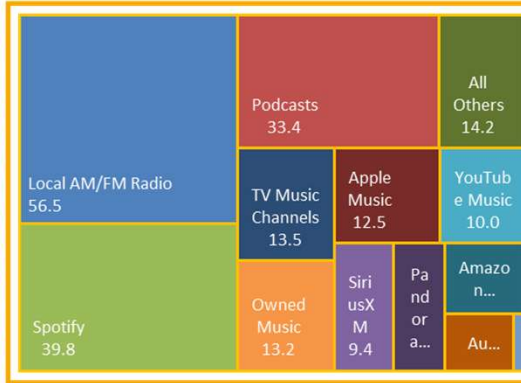


267,653 or 70.4% of Adults 18 or older who used CAVA in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 50.2 minutes every day representing 35.7% of all time spent daily with Ad-Supported Audio.

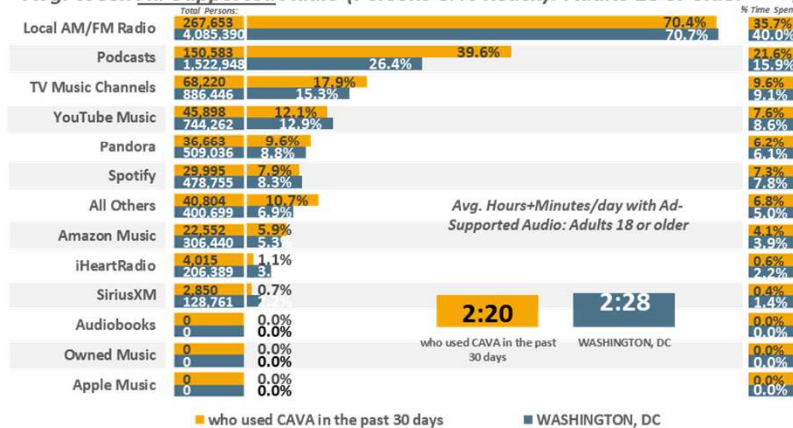
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



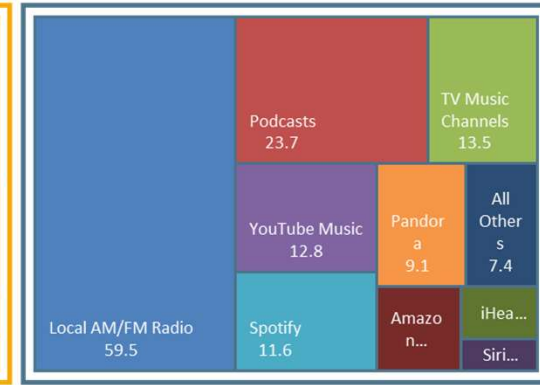
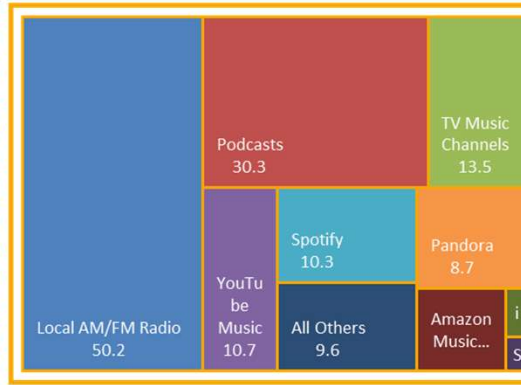
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



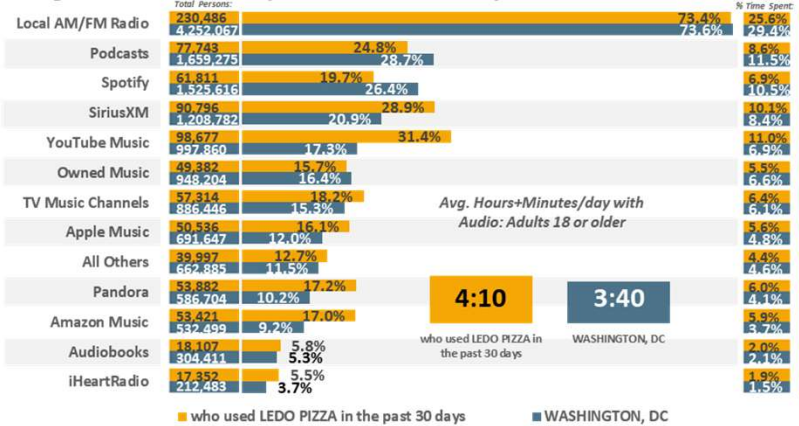
**Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



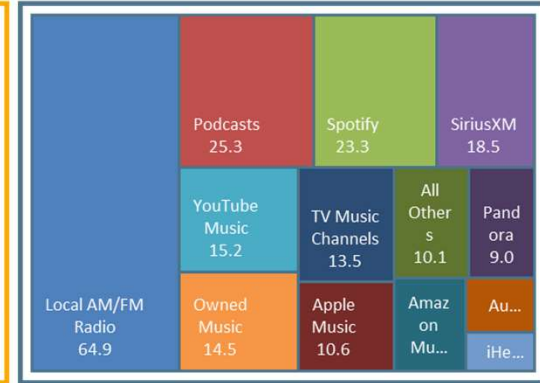
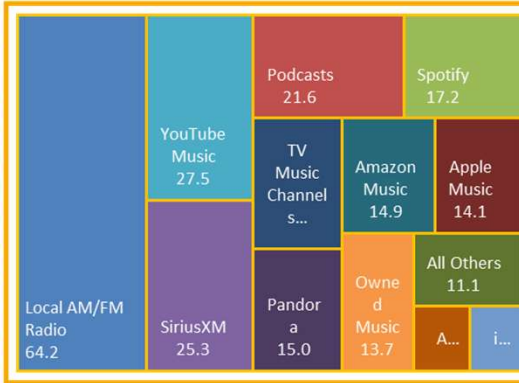


221,050 or 70.4% of Adults 18 or older who used LEDO PIZZA in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 60.6 minutes every day representing 35.0% of all time spent daily with Ad-Supported Audio.

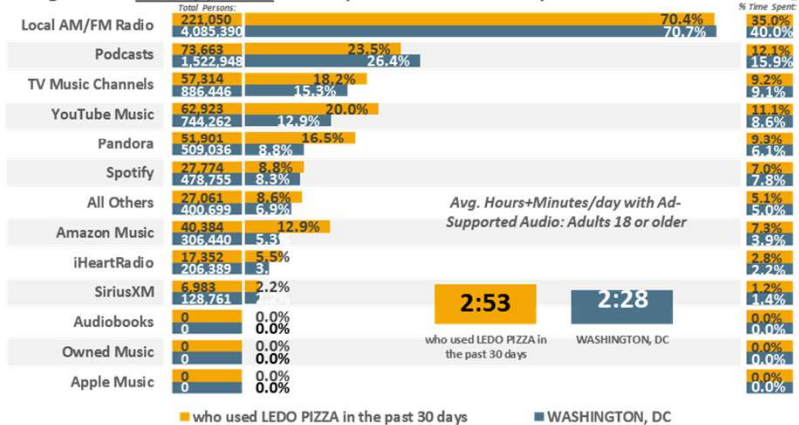
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



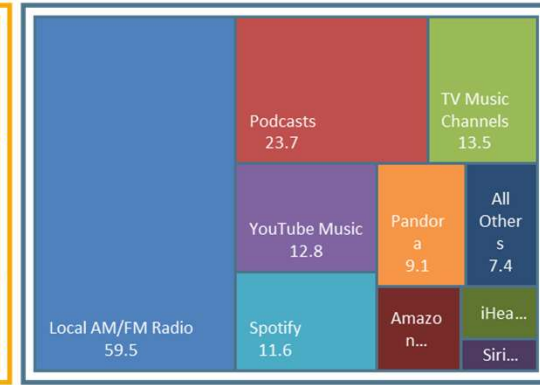
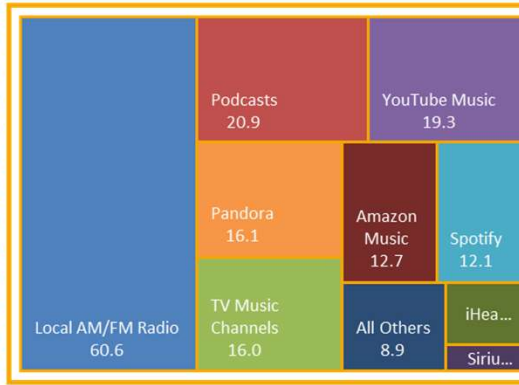
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 276  
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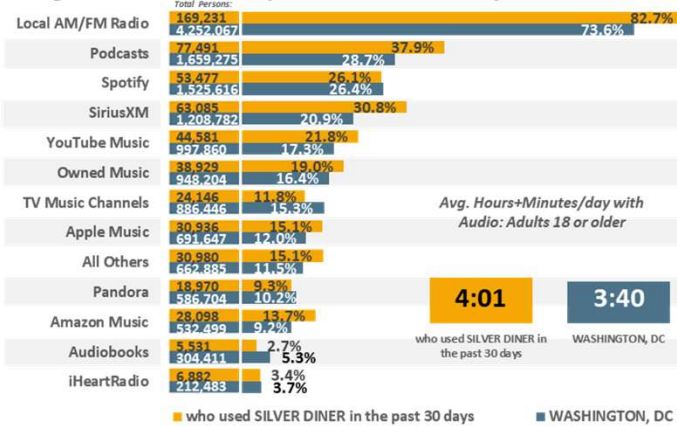
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Quick service restaurants used past 30 days: Ledo PIZZA

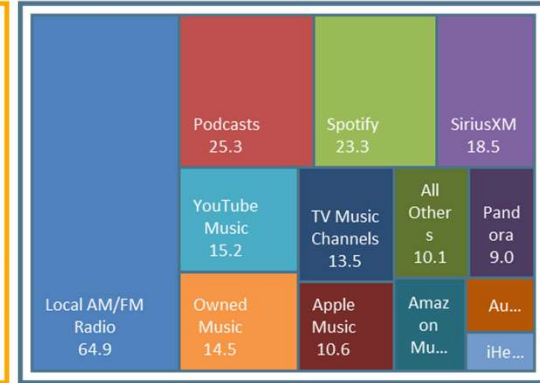
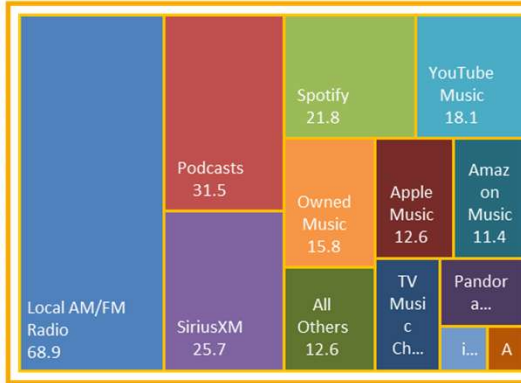


150,175 or 73.4% of Adults 18 or older who used SILVER DINER in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 55.9 minutes every day representing 35.0% of all time spent daily with Ad-Supported Audio.

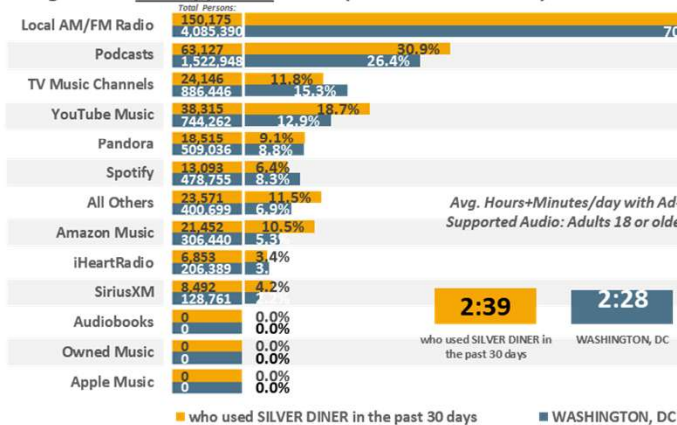
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



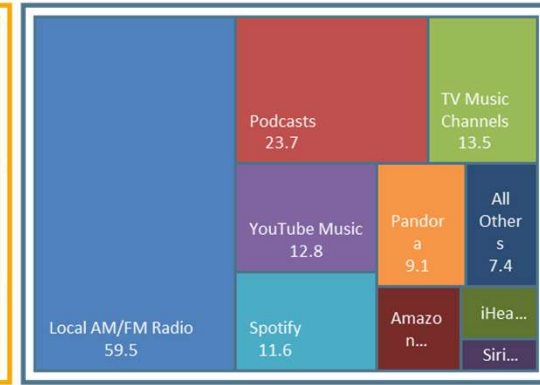
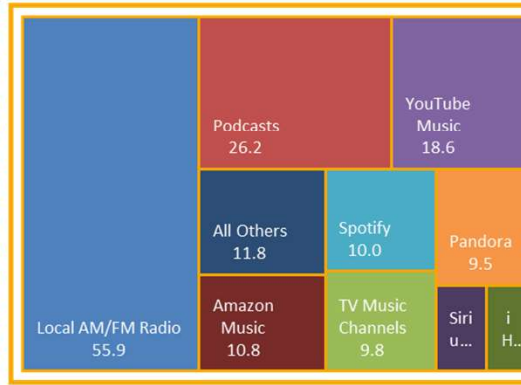
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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



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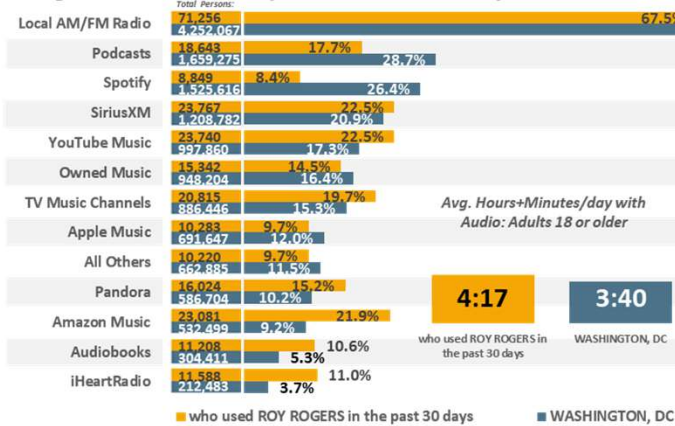
Sit-down restaurants used past 30 days: Silver Diner



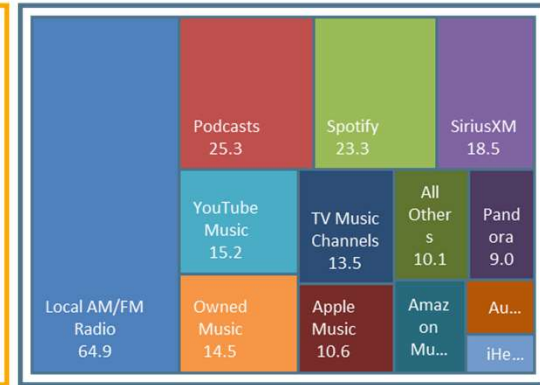
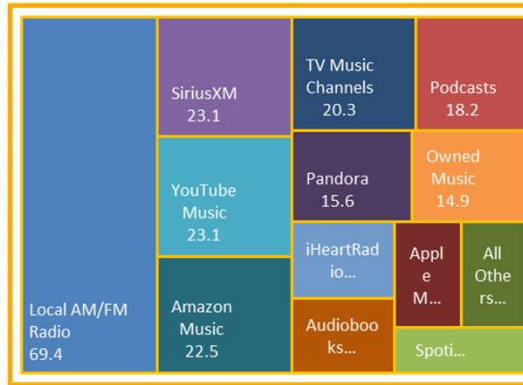


69,136 or 65.5% of Adults 18 or older who used ROY ROGERS in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 62.4 minutes every day representing 34.2% of all time spent daily with Ad-Supported Audio.

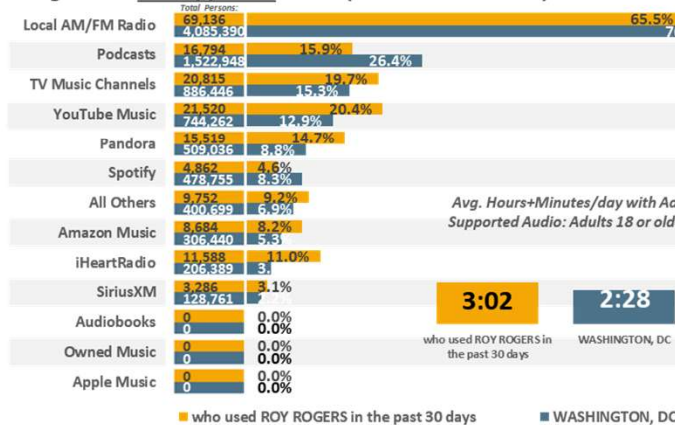
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



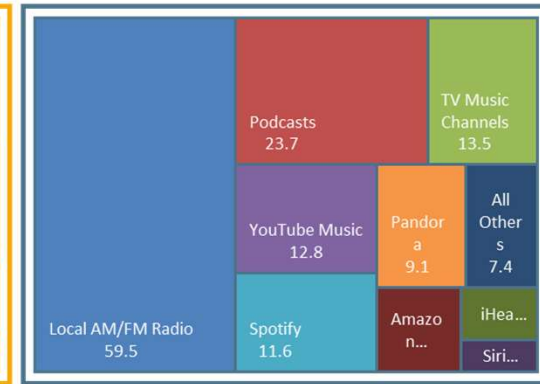
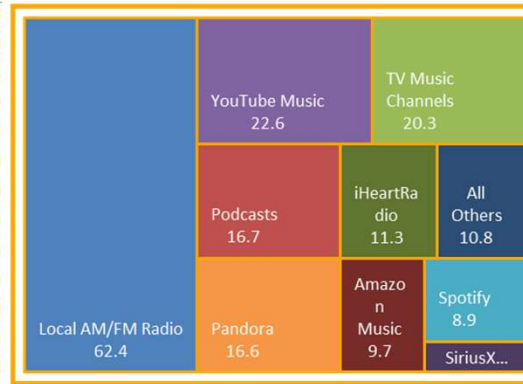
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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

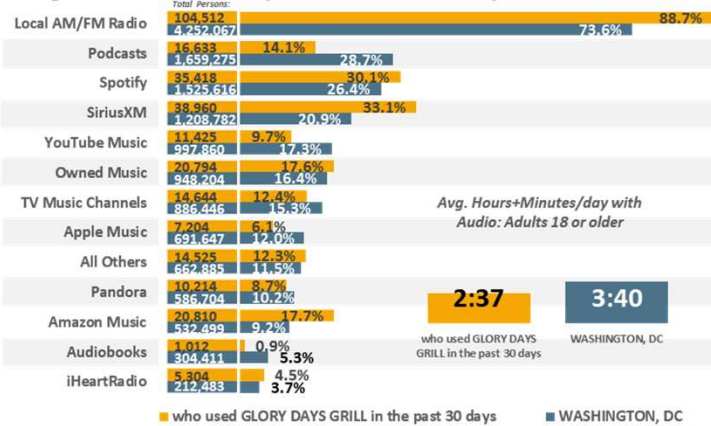




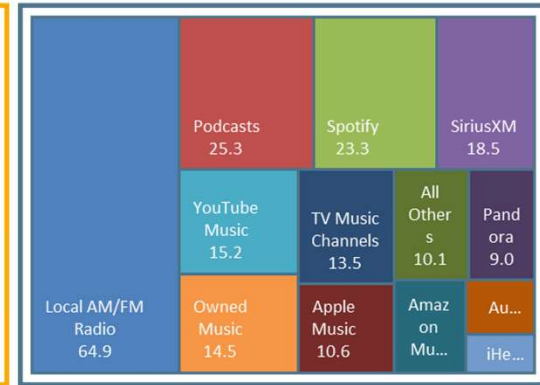
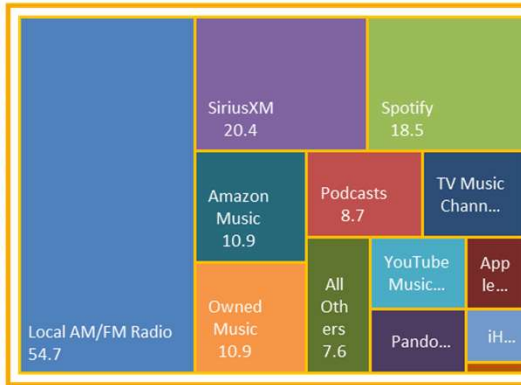


97,868 or 83.1% of Adults 18 or older who used GLORY DAYS GRILL in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 50.6 minutes every day representing 47.6% of all time spent daily with Ad-Supported Audio.

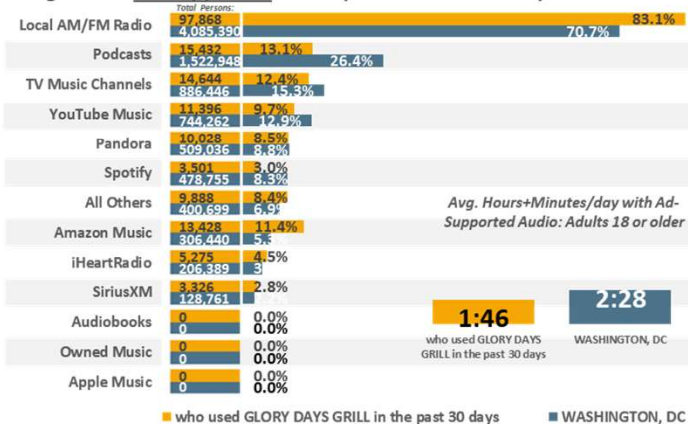
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



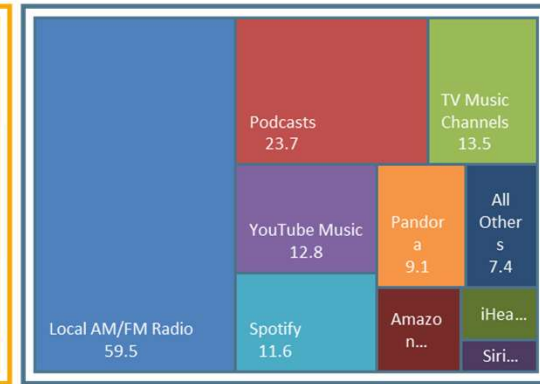
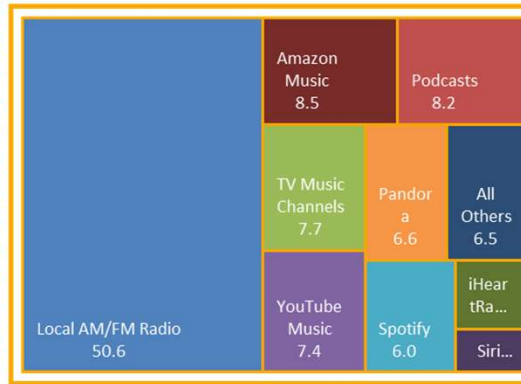
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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

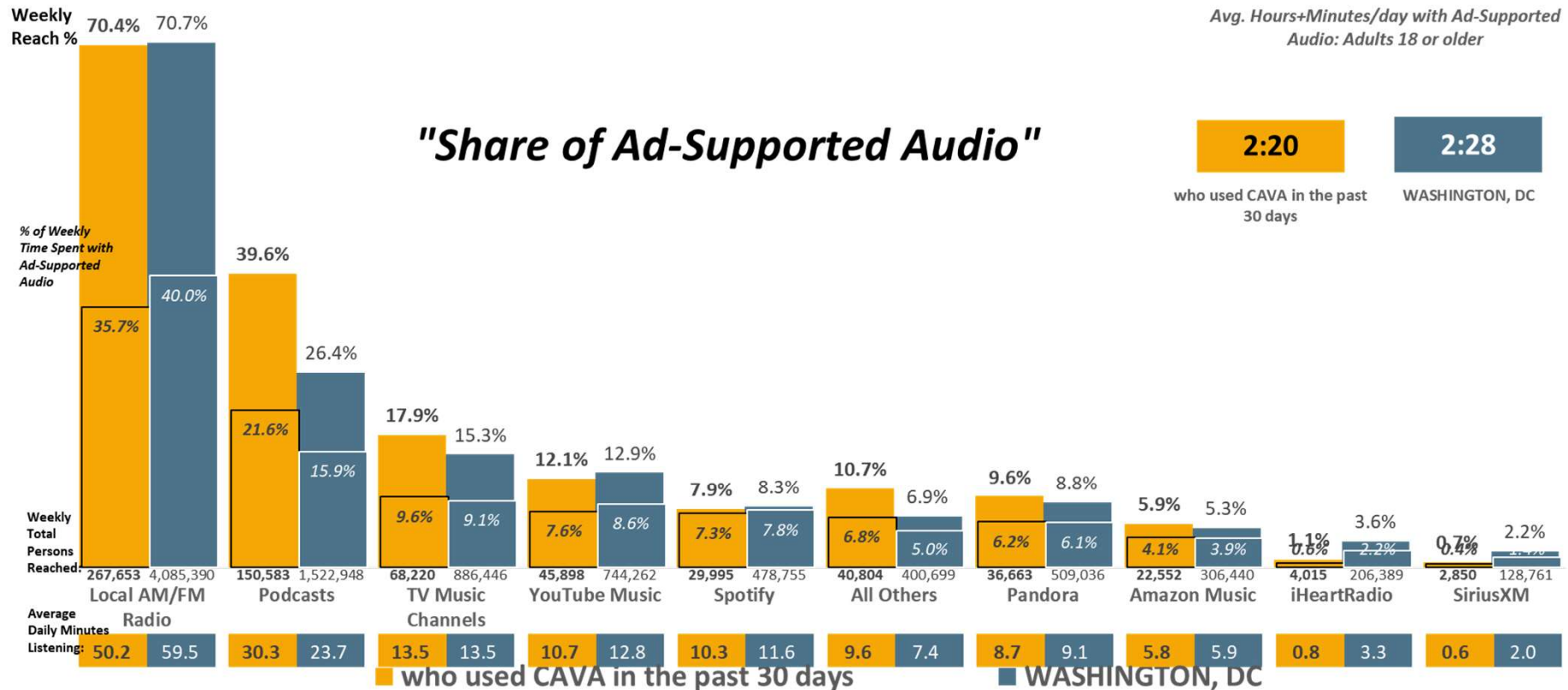


**Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



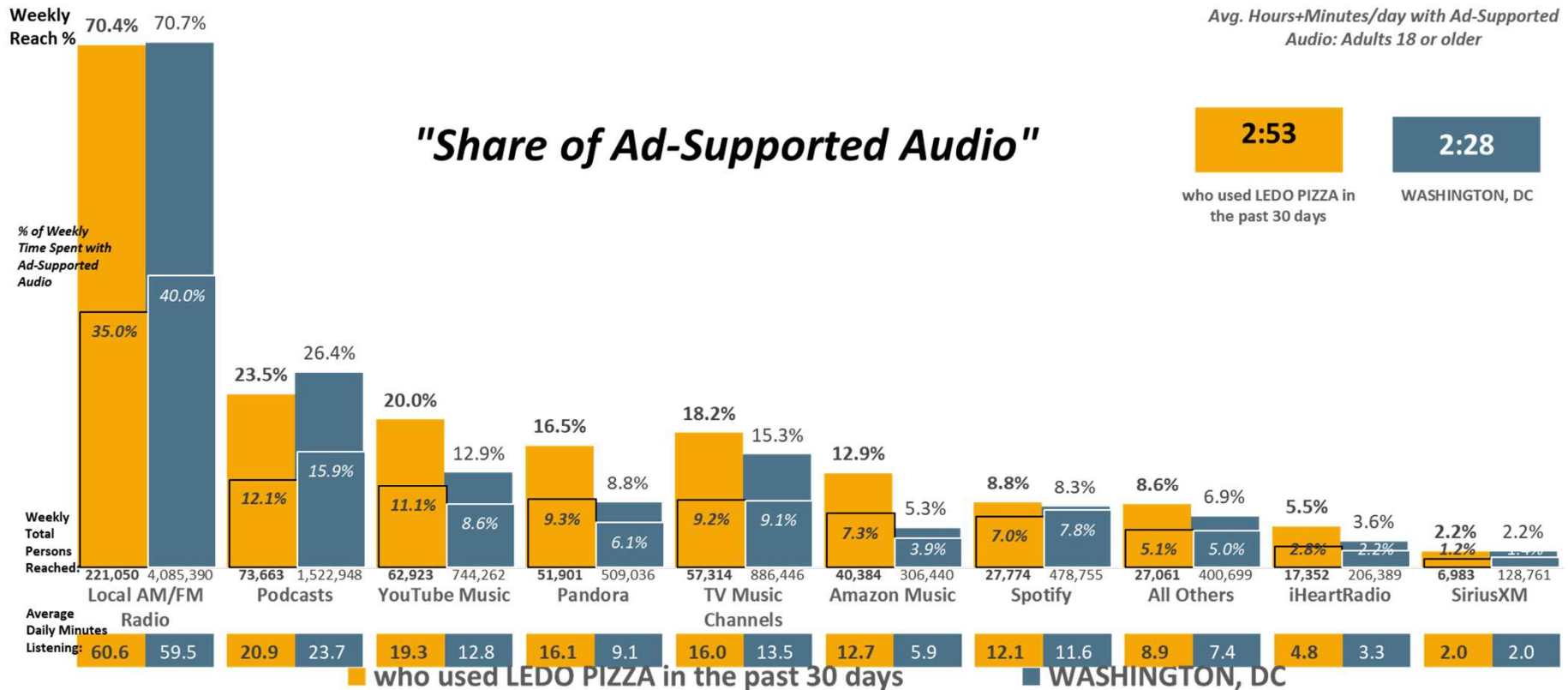


267,653 or 70.4% of Adults 18 or older who used CAVA in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 50.2 minutes every day representing 35.7% of all time spent daily with Ad-Supported Audio.



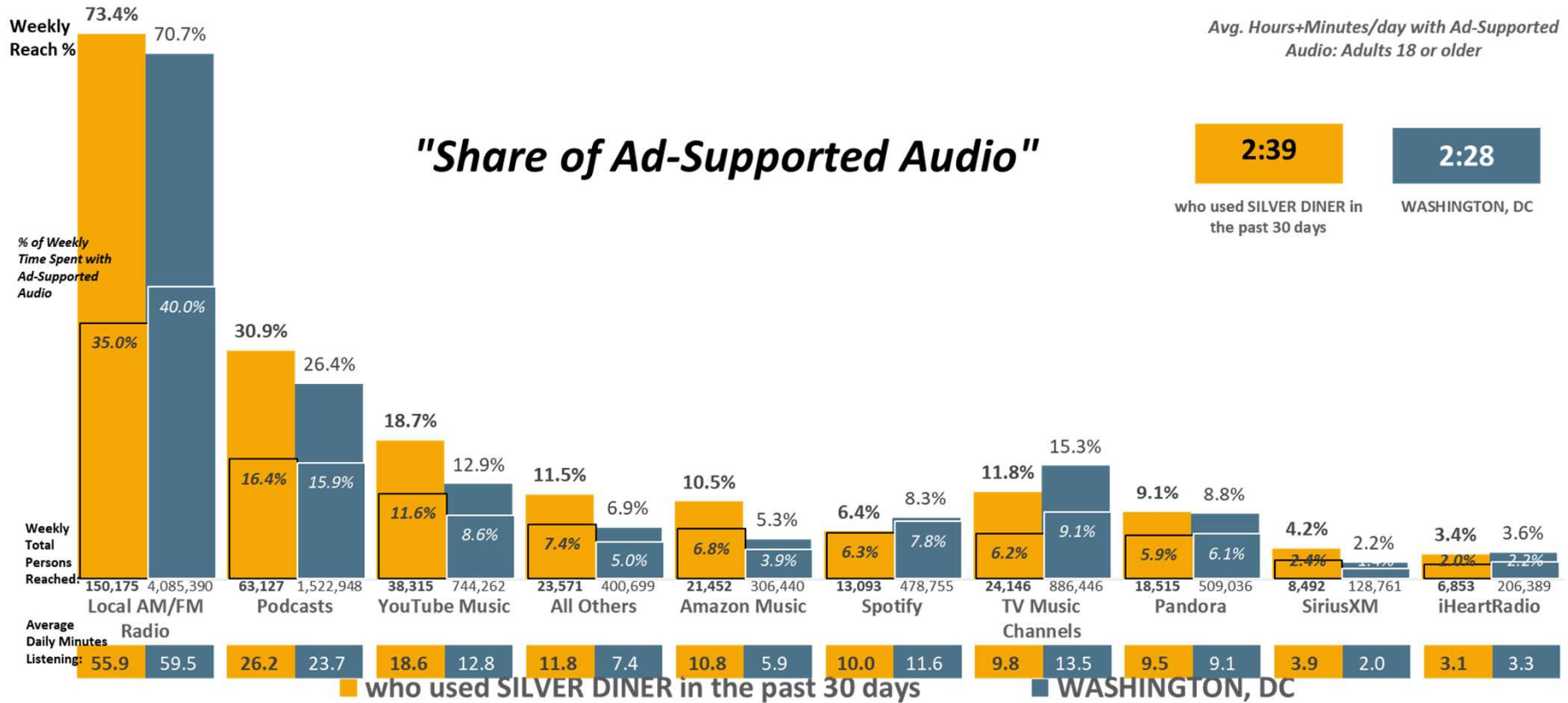


221,050 or 70.4% of Adults 18 or older who used LEDO PIZZA in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 60.6 minutes every day representing 35.% of all time spent daily with Ad-Supported Audio.





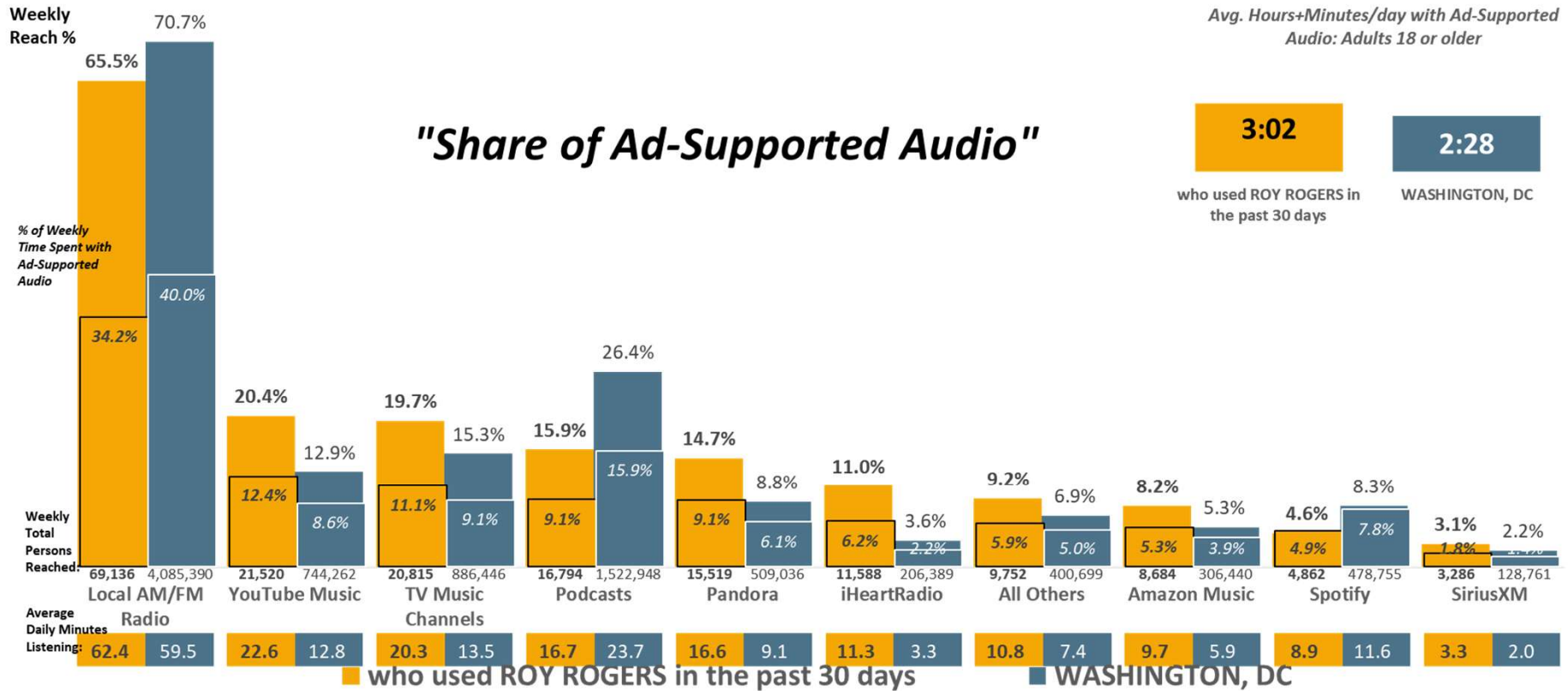
150,175 or 73.4% of Adults 18 or older who used SILVER DINER in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 55.9 minutes every day representing 35.0% of all time spent daily with Ad-Supported Audio.





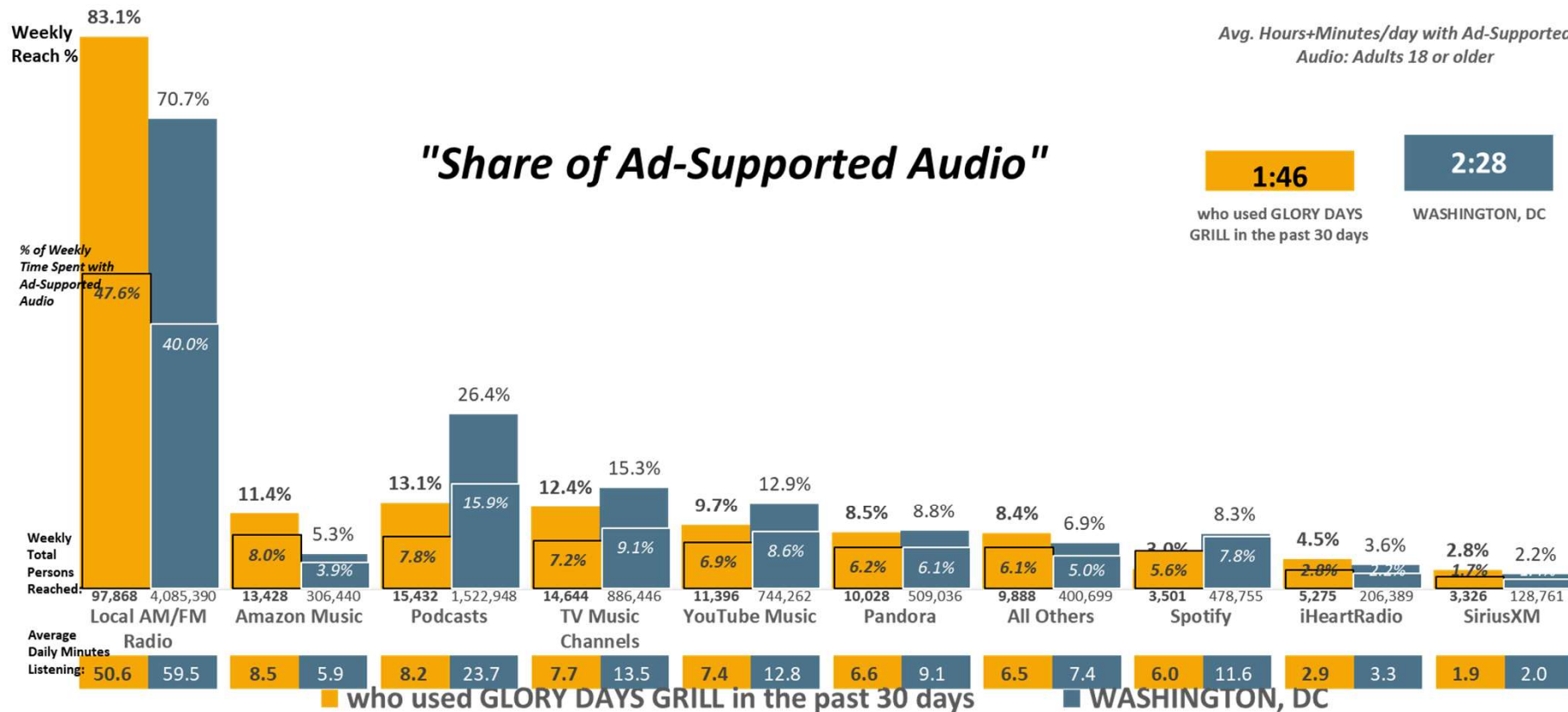


69,136 or 65.5% of Adults 18 or older who used ROY ROGERS in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 62.4 minutes every day representing 34.2% of all time spent daily with Ad-Supported Audio.





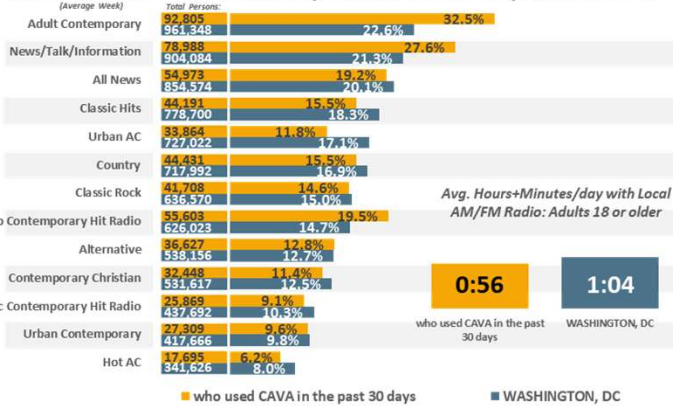
97,868 or 83.1% of Adults 18 or older who used GLORY DAYS GRILL in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 50.6 minutes every day representing 47.6% of all time spent daily with Ad-Supported Audio.



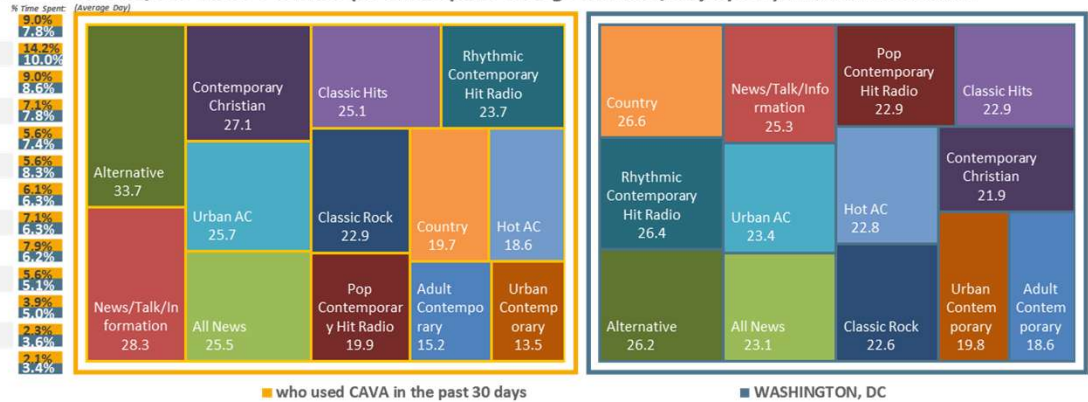


267,653 or 70.4% of Adults 18 or older who used CAVA in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, All News, Country, and Classic Hits.

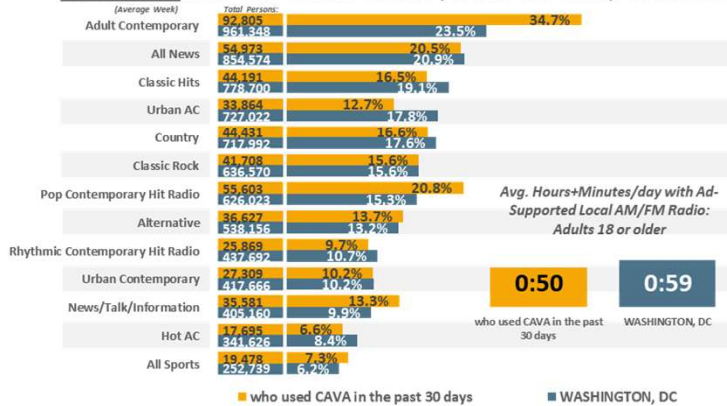
#### Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



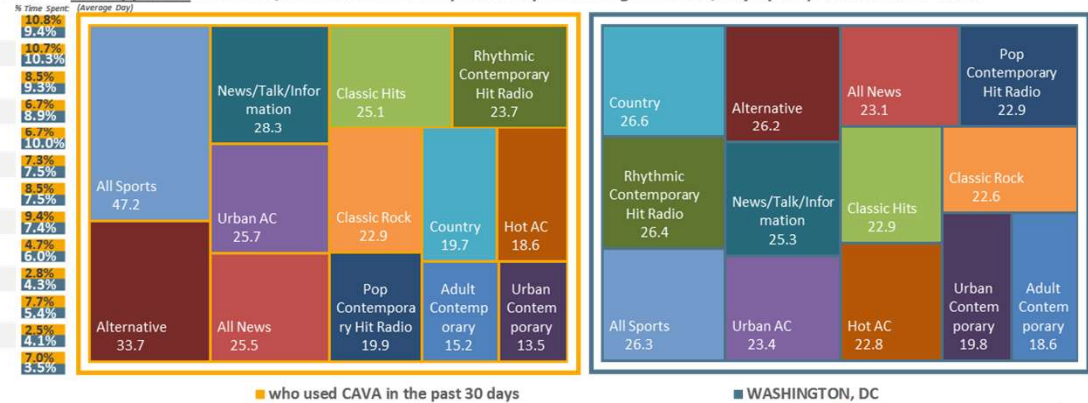
#### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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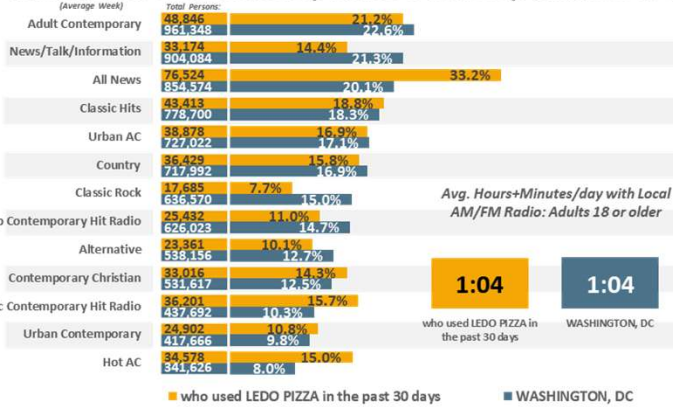
Quick service restaurants used past 30 days: CAVA



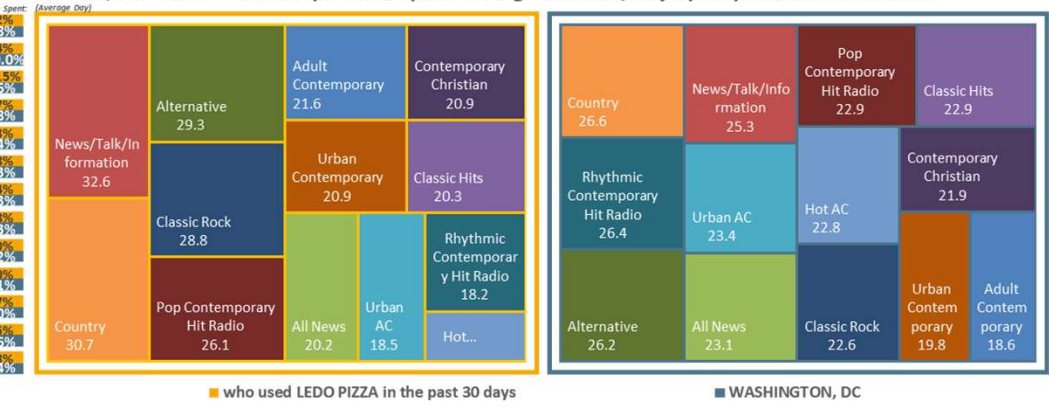


221,050 or 70.4% of Adults 18 or older who used LEDO PIZZA in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All News, Adult Contemporary, Classic Hits, Urban AC, and Country.

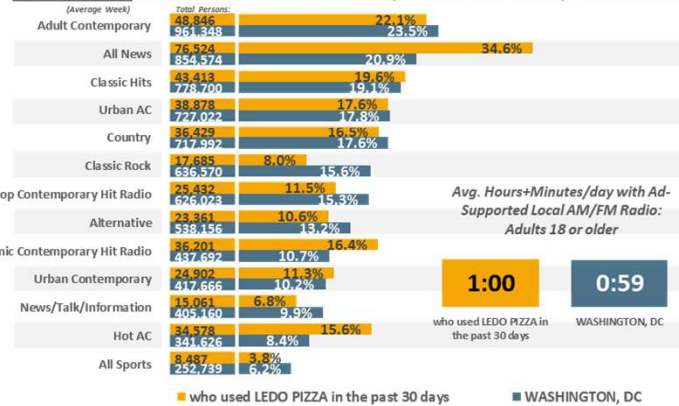
### Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



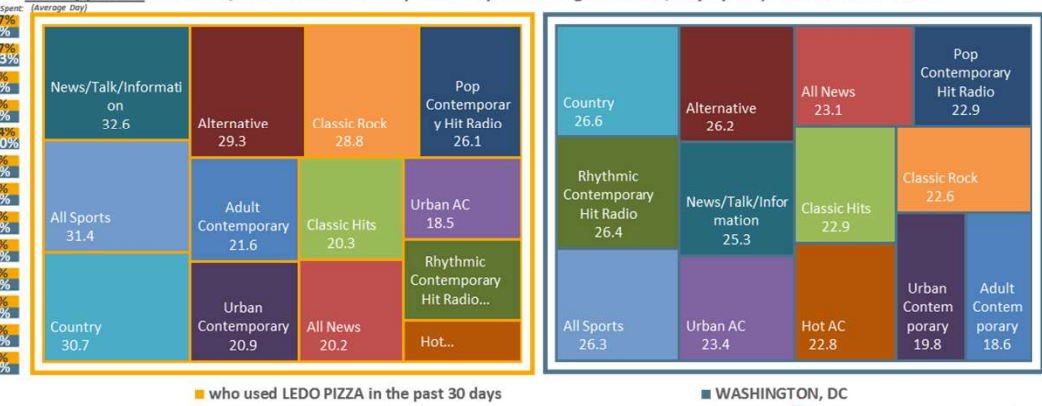
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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



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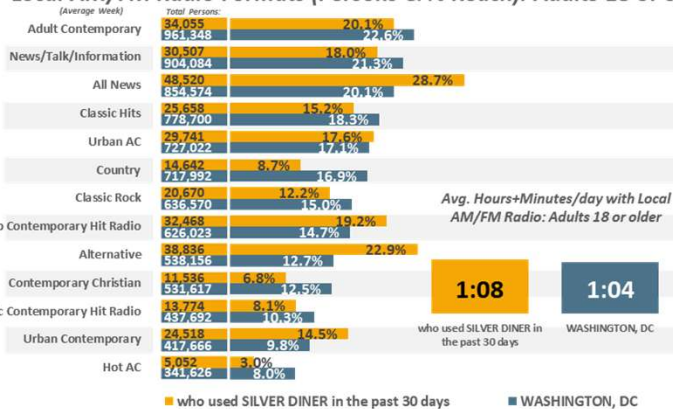
Quick service restaurants used past 30 days: Ledo Pizza



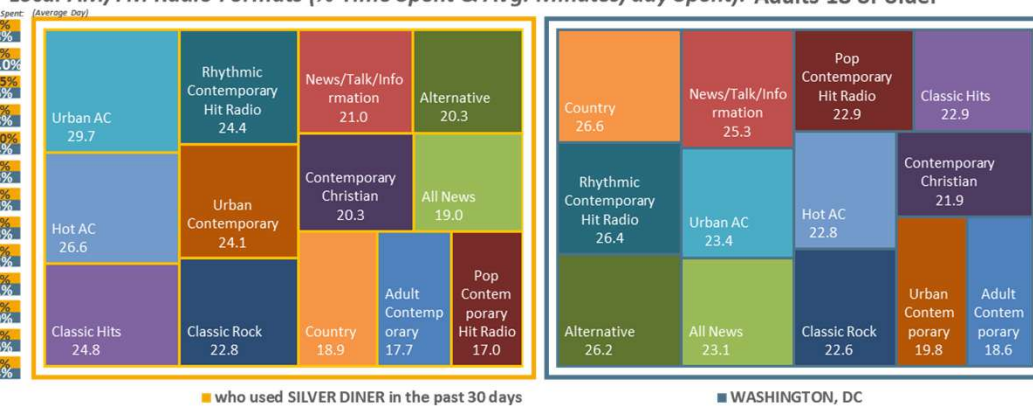


150,175 or 73.4% of Adults 18 or older who used SILVER DINER in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All News, Alternative, Adult Contemporary, Pop Contemporary Hit Radio, and Urban AC.

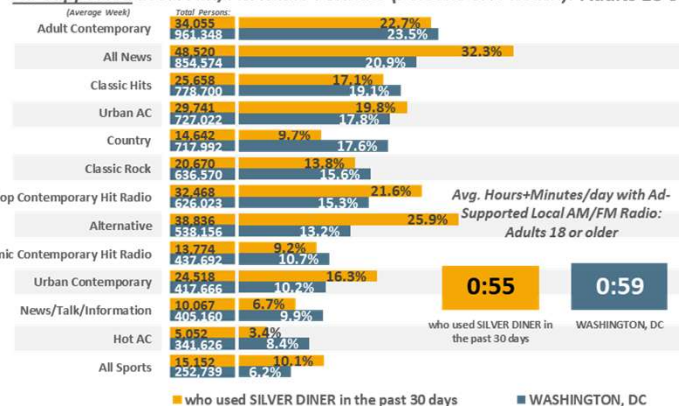
### Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



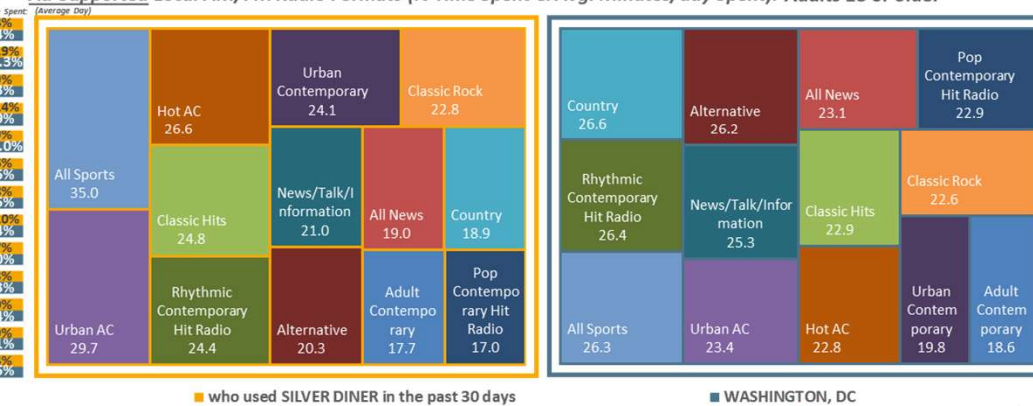
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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



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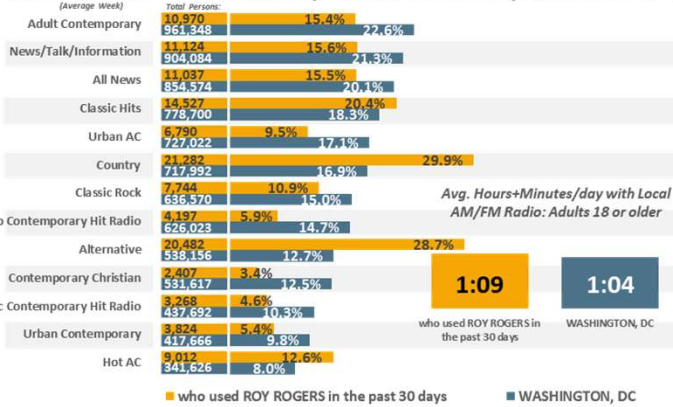
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Sit-down restaurants used past 30 days: Silver Diner

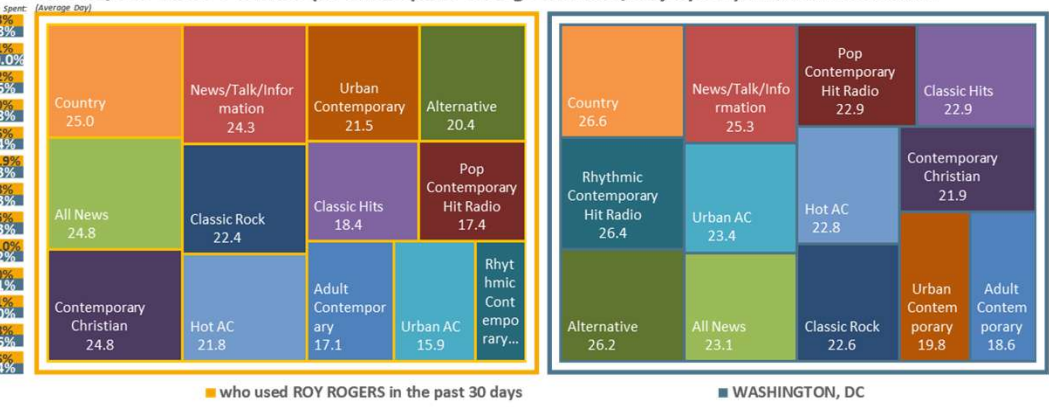


69,136 or 65.5% of Adults 18 or older who used ROY ROGERS in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Alternative, Classic Hits, All News, and Adult Contemporary.

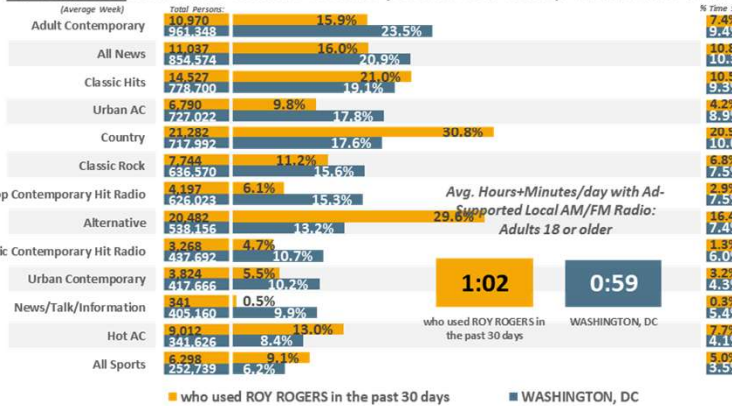
**Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older**



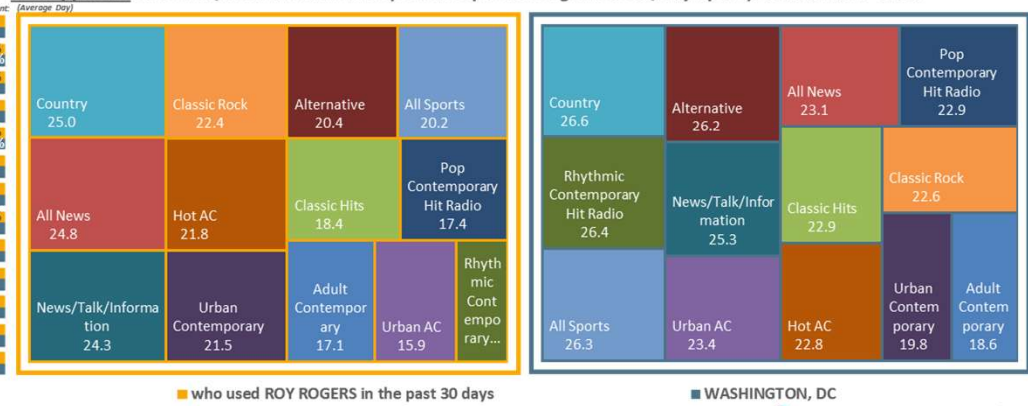
**Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



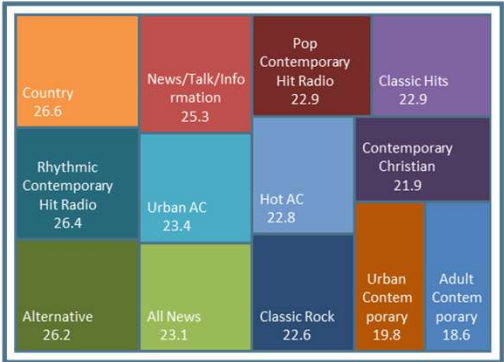
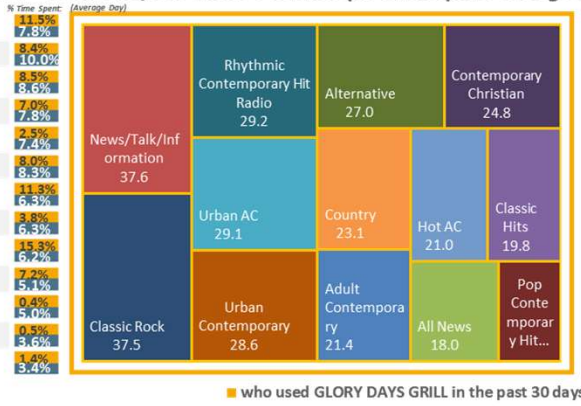
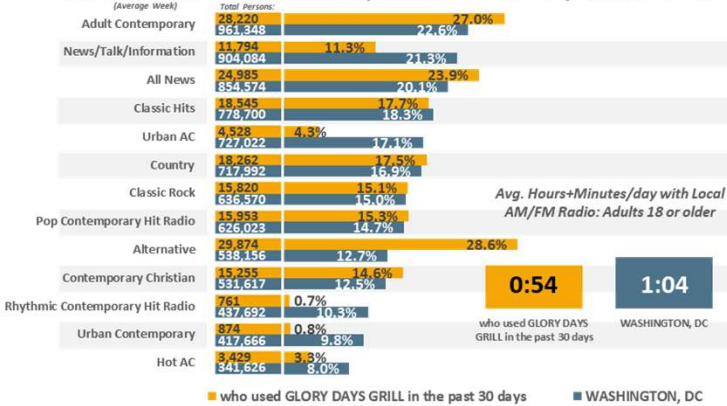
**Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



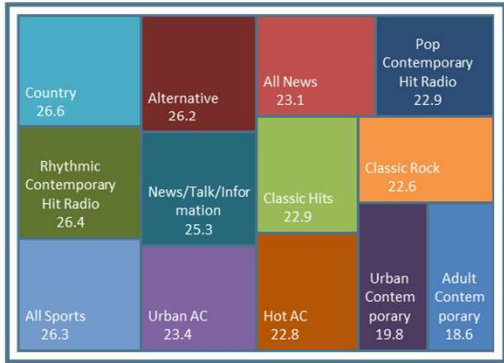
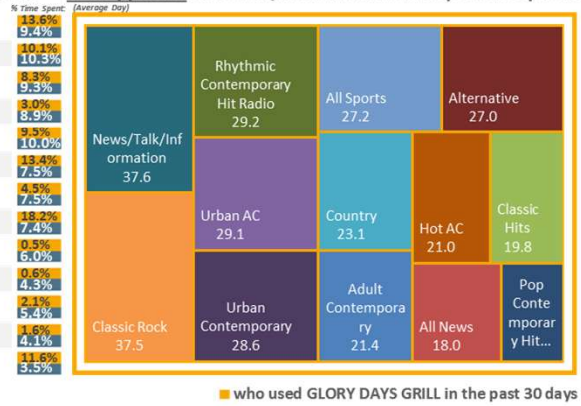
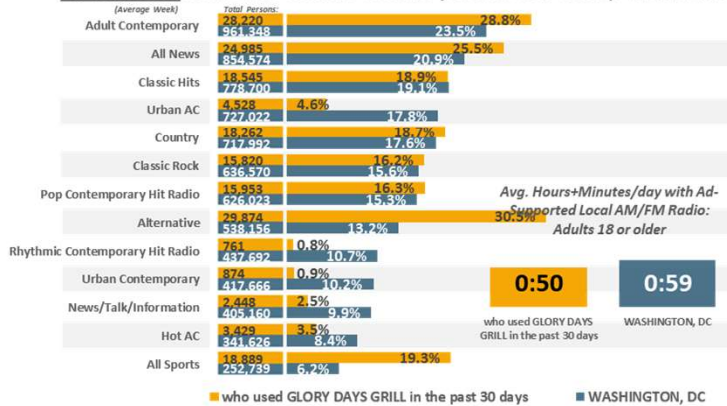


97,868 or 83.1% of Adults 18 or older who used GLORY DAYS GRILL in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Alternative, Adult Contemporary, All News, All Sports, and Classic Hits.

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



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



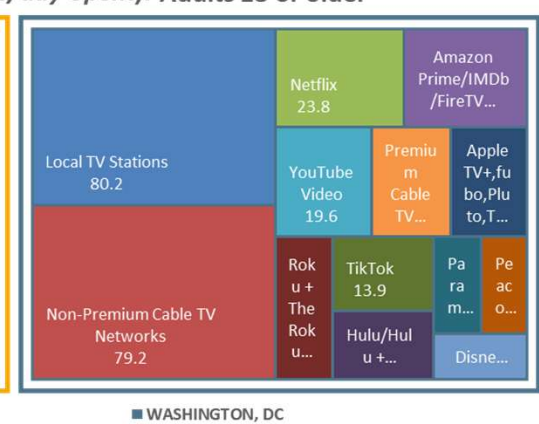
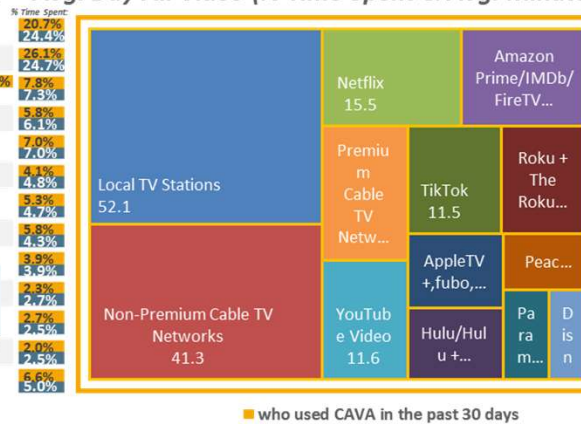
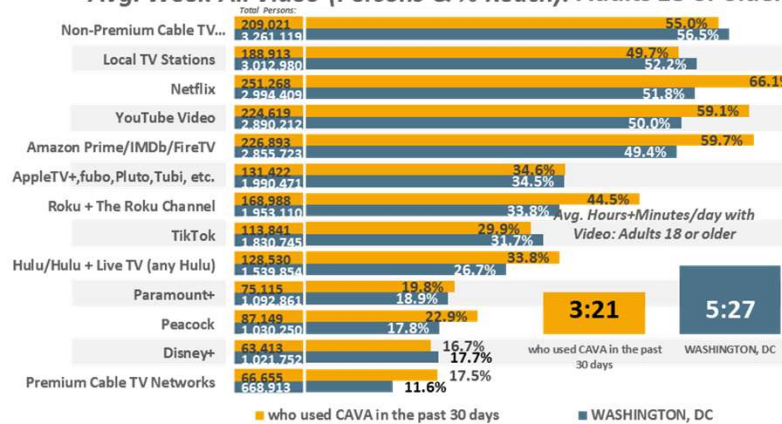




187,902 or 49.4% of Adults 18 or older who used CAVA in the past 30 days watch Ad-Supported Local TV Stations for an average of 48.5 minutes every day representing 30.1% of all time spent daily with Ad-Supported Video.

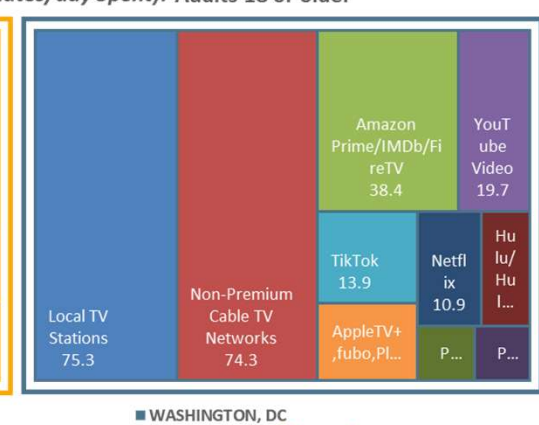
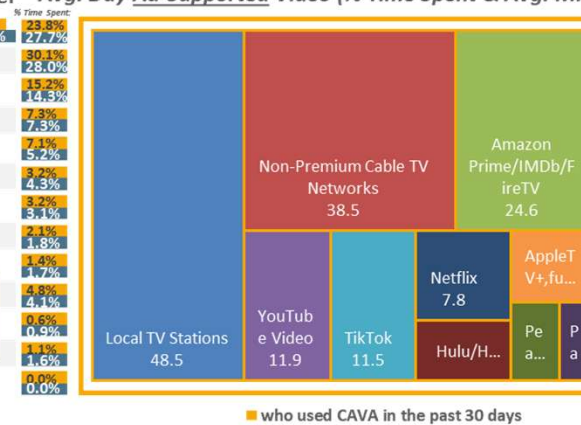
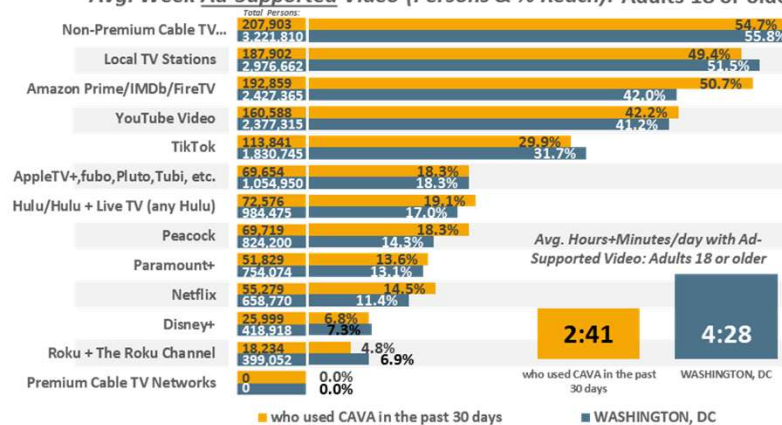
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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Quick service restaurants used past 30 days: CAVA

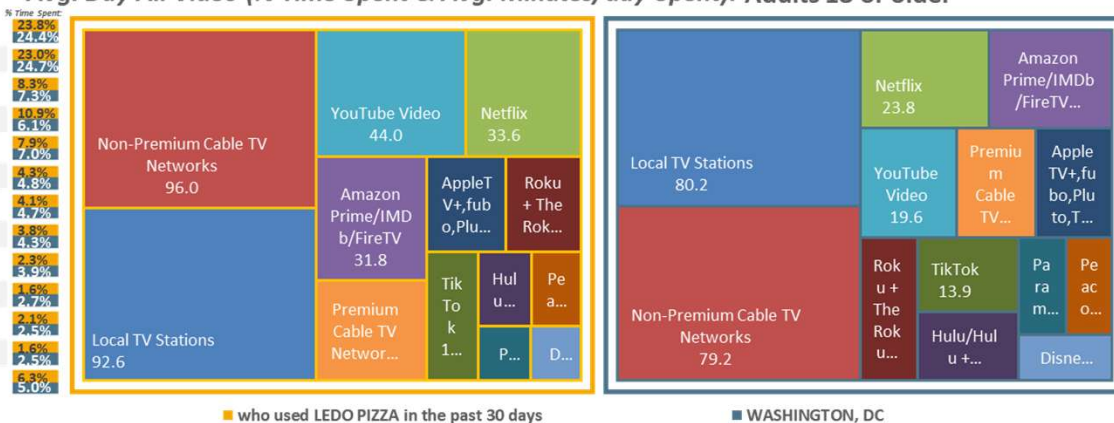
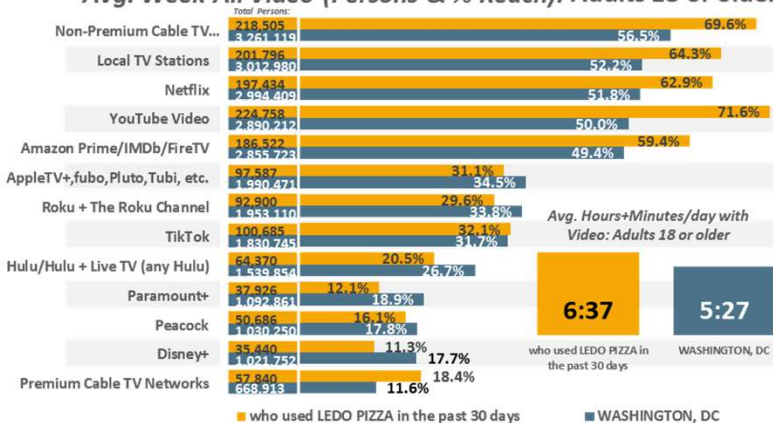




200,347 or 63.8% of Adults 18 or older who used LEDO PIZZA in the past 30 days watch Ad-Supported Local TV Stations for an average of 88.1 minutes every day representing 26.7% of all time spent daily with Ad-Supported Video.

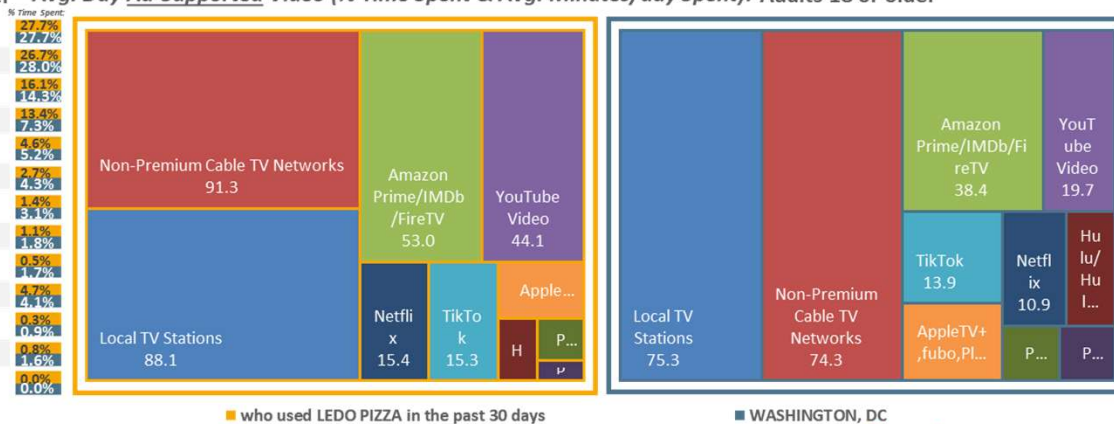
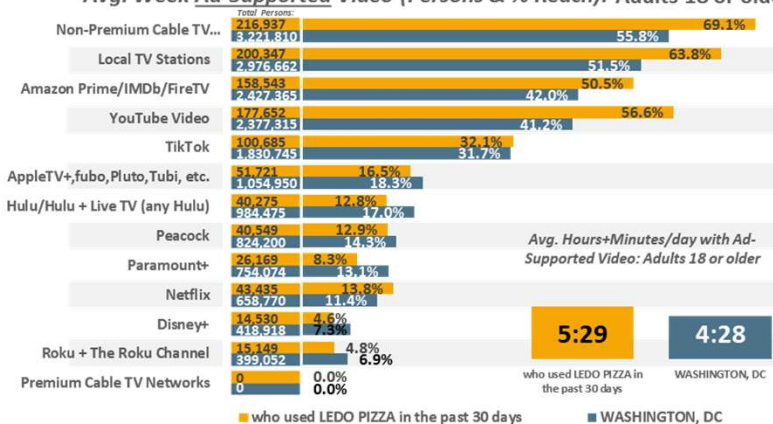
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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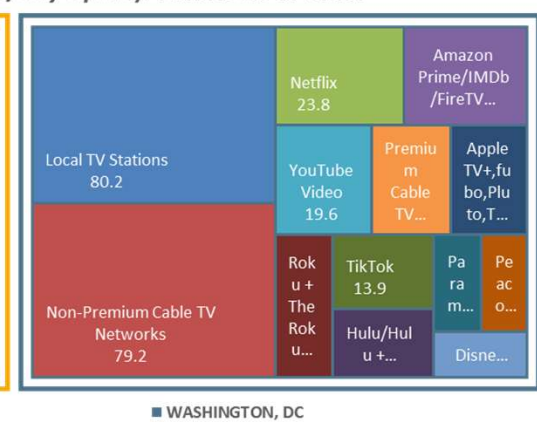
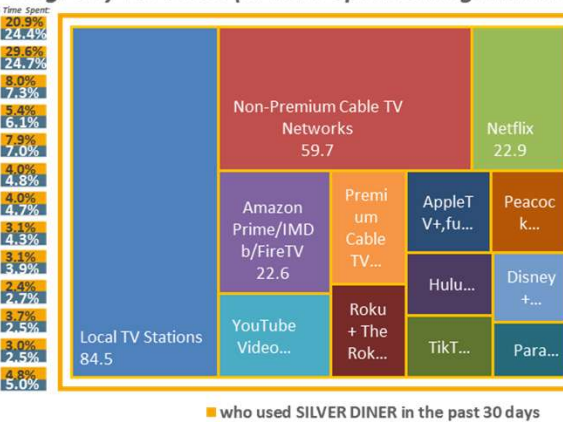
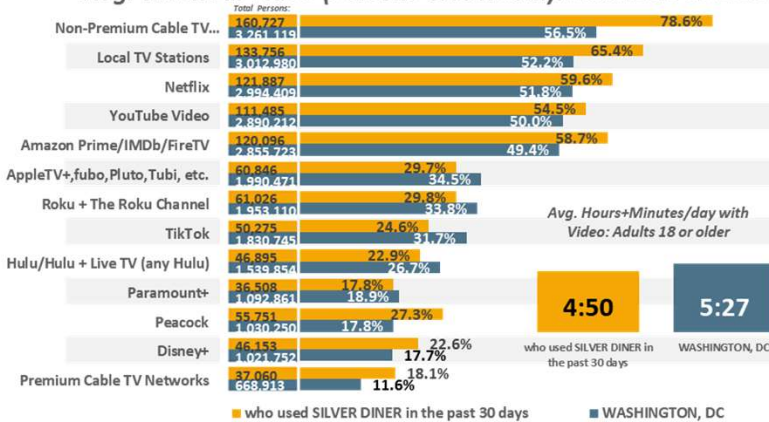
Quick service restaurants used past 30 days: Ledo Pizza



131,724 or 64.4% of Adults 18 or older who used SILVER DINER in the past 30 days watch Ad-Supported Local TV Stations for an average of 74.5 minutes every day representing 31.2% of all time spent daily with Ad-Supported Video.

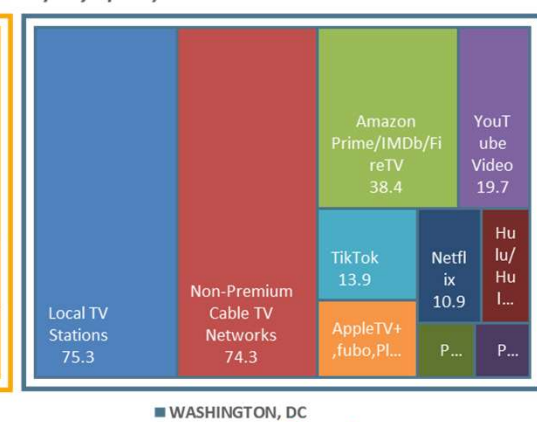
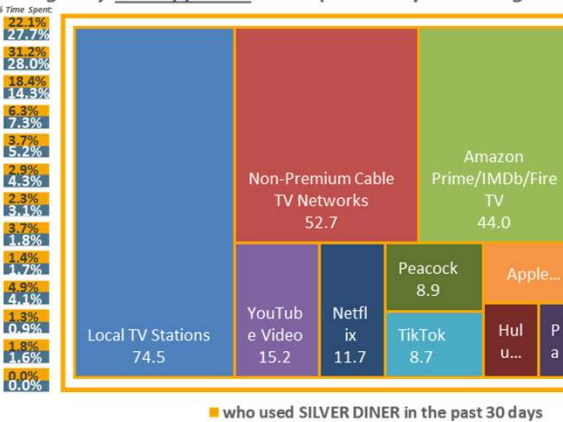
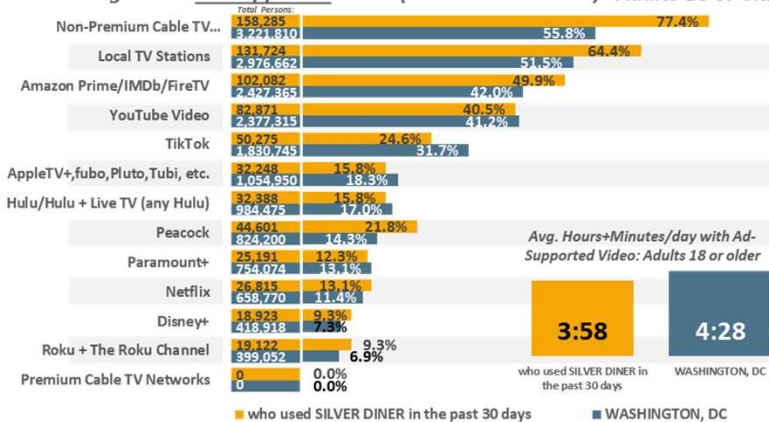
### Avg. Week All Video (Persons & % Reach): Adults 18 or older

### 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



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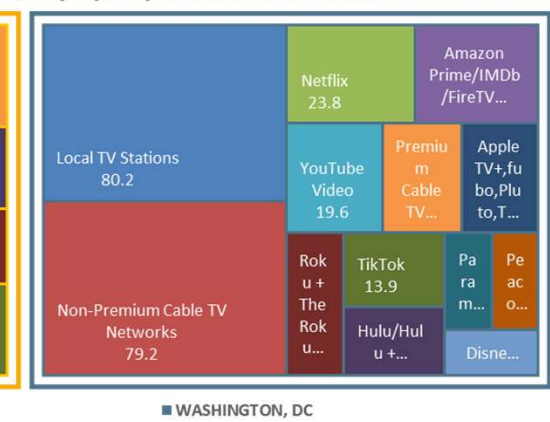
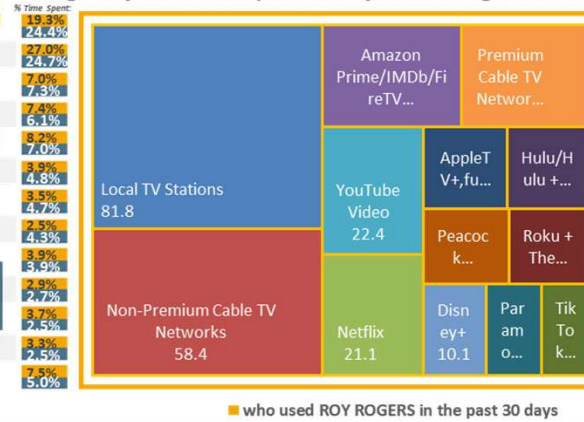
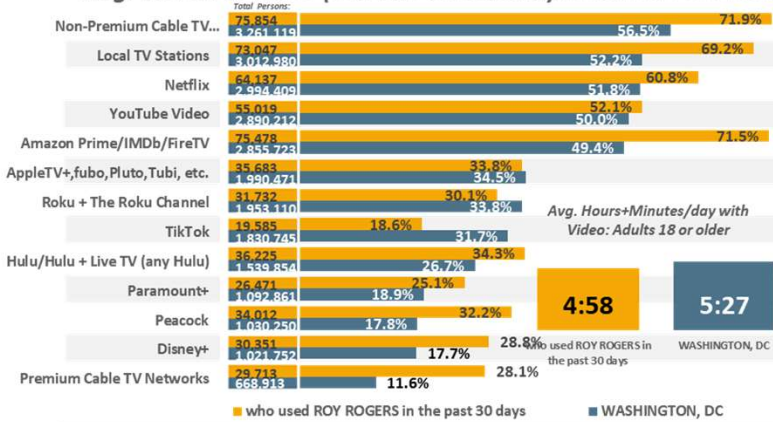
Sit-down restaurants used past 30 days: Silver Diner



71,023 or 67.3% of Adults 18 or older who used ROY ROGERS in the past 30 days watch Ad-Supported Local TV Stations for an average of 76.8 minutes every day representing 30.6% of all time spent daily with Ad-Supported Video.

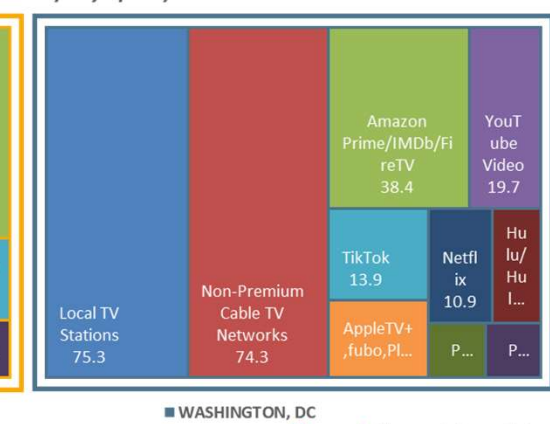
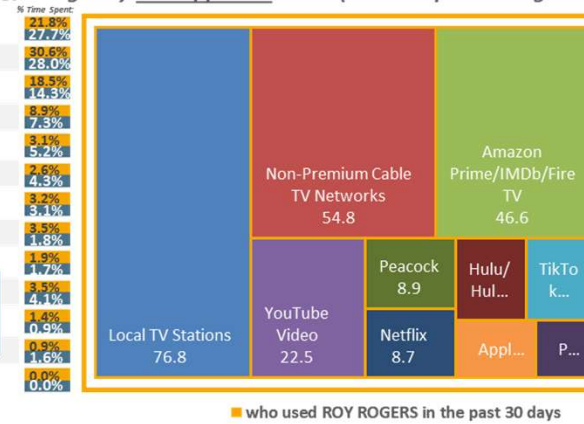
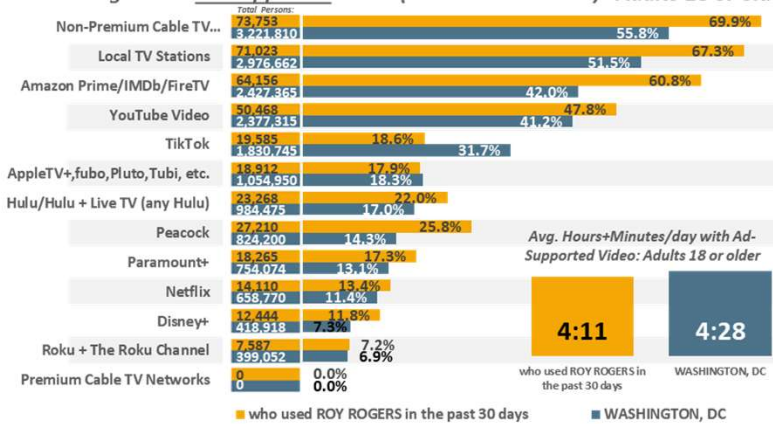
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

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



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

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

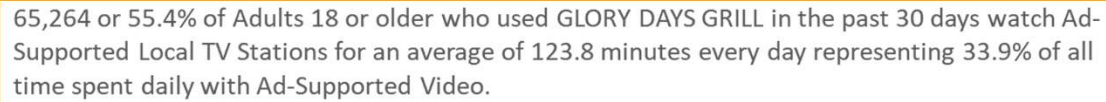


WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 124  
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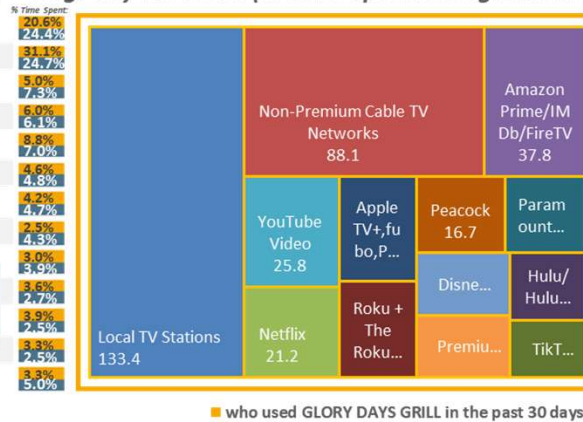
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Quick service restaurants used past 30 days: Roy Rogers

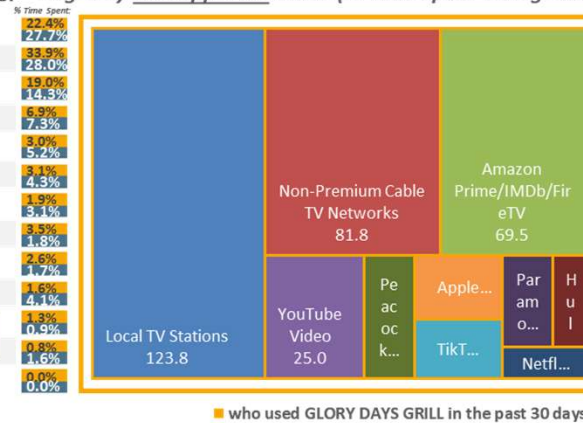




**Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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

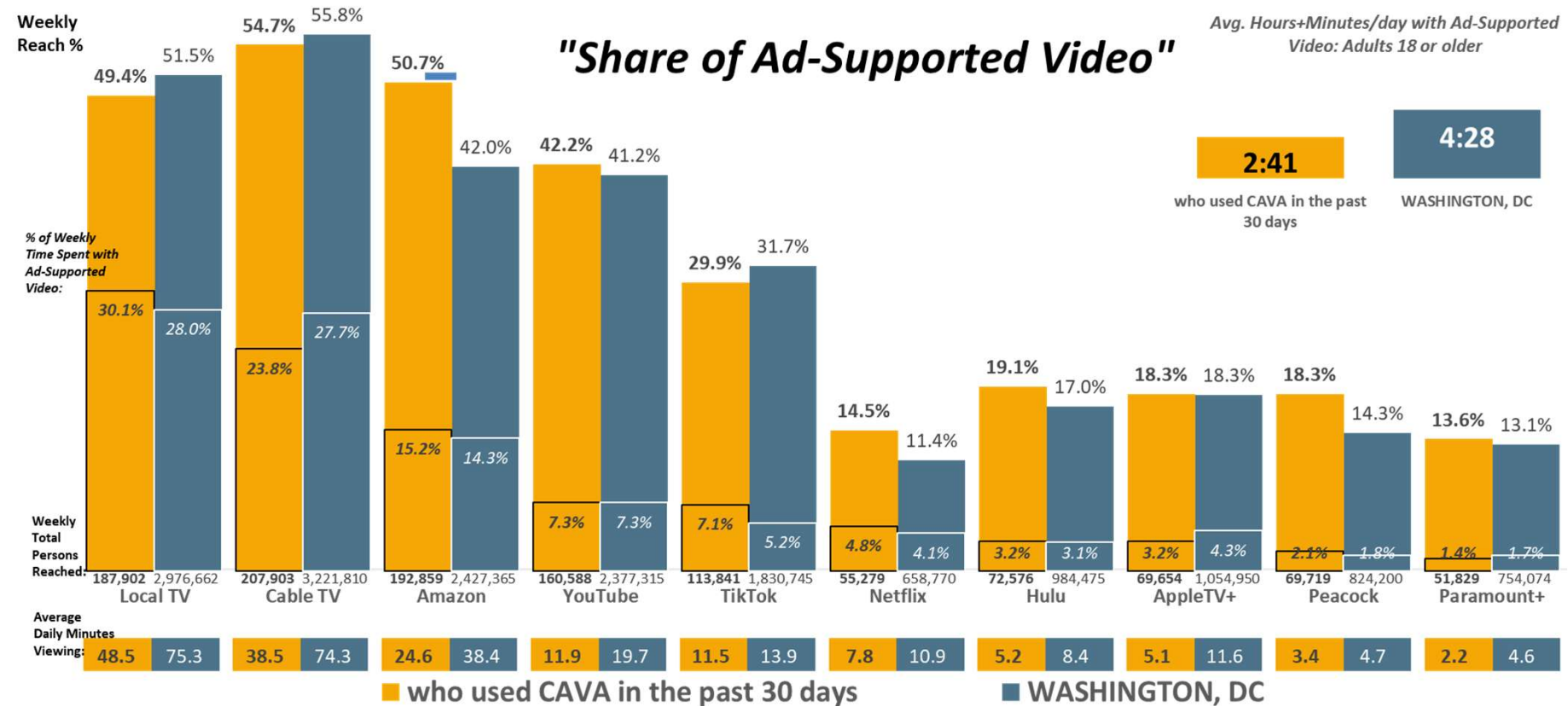


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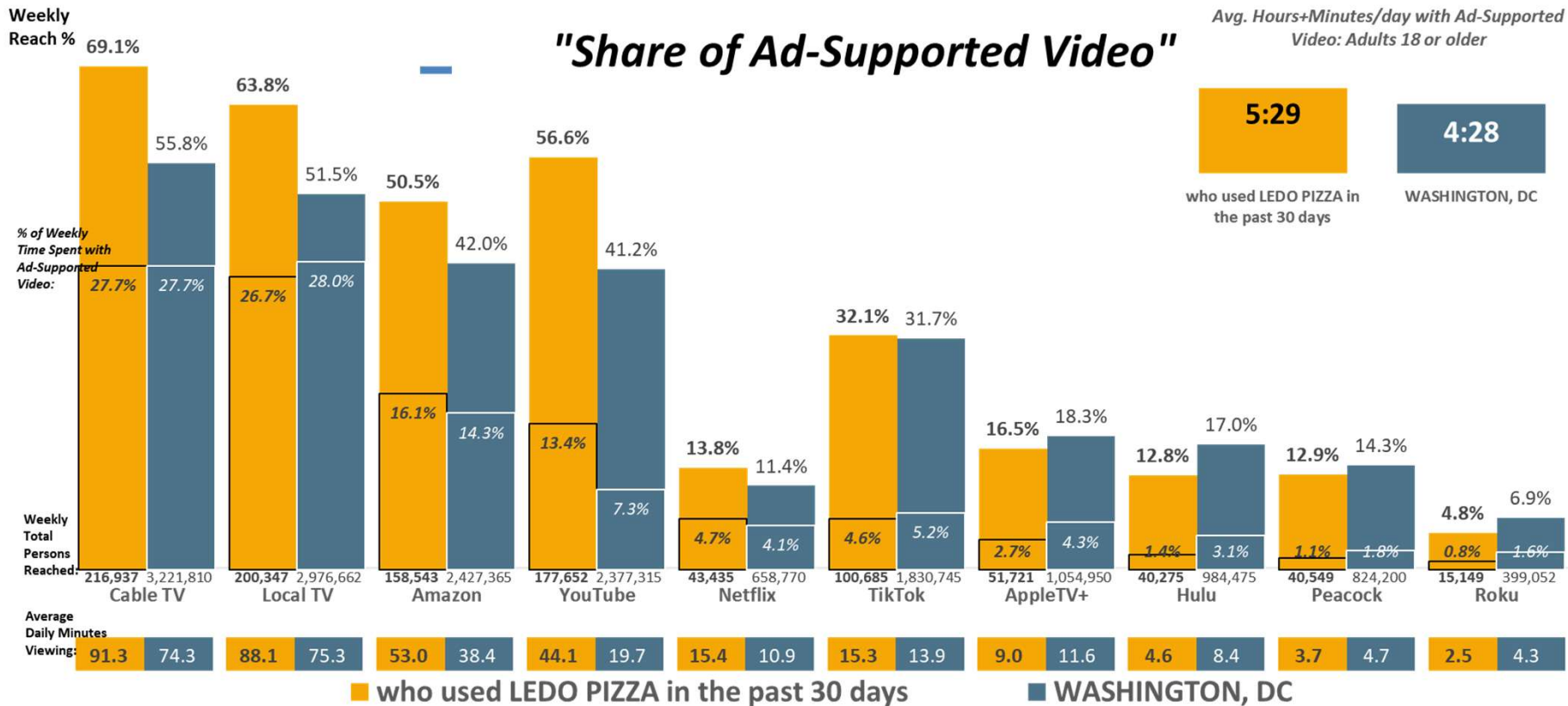


187,902 or 49.4% of Adults 18 or older who used CAVA in the past 30 days watch Ad-Supported Local TV Stations for an average of 48.5 minutes every day representing 30.1% of all time spent daily with Ad-Supported Video.





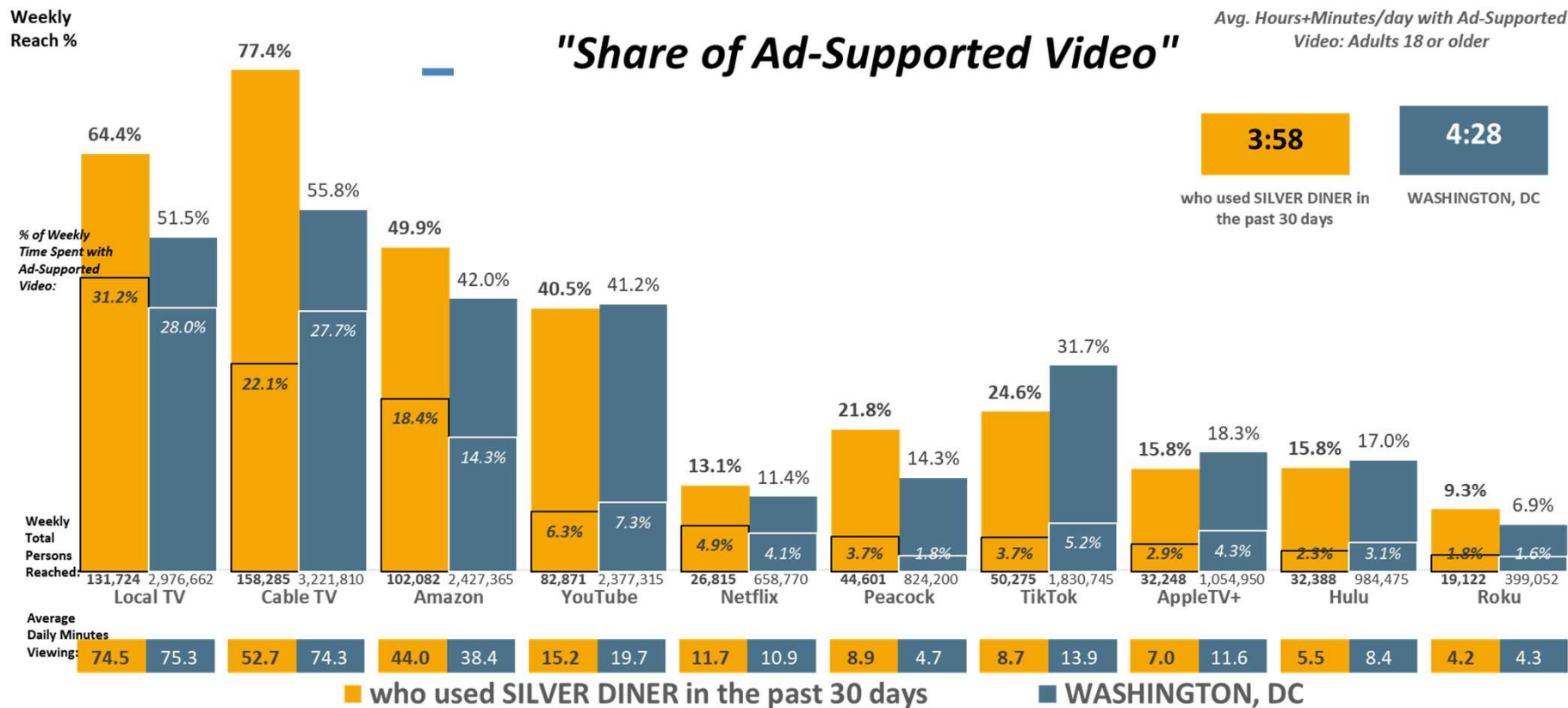
200,347 or 63.8% of Adults 18 or older who used LEDO PIZZA in the past 30 days watch Ad-Supported Local TV Stations for an average of 88.1 minutes every day representing 26.7% of all time spent daily with Ad-Supported Video.





131,724 or 64.4% of Adults 18 or older who used SILVER DINER in the past 30 days watch Ad-Supported Local TV Stations for an average of 74.5 minutes every day representing 31.2% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 240 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703  
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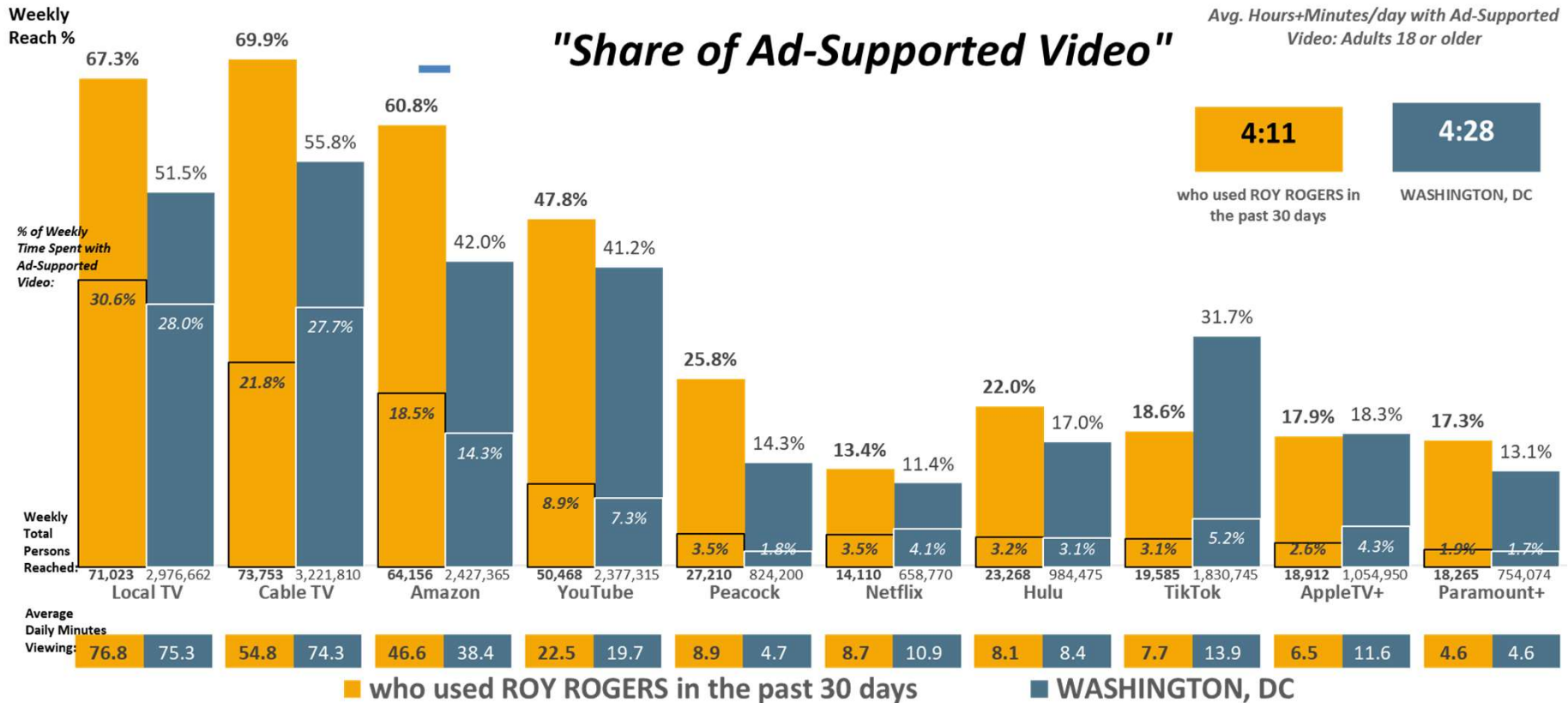
soefa.ai Share of Everything for Anything

Sit-down restaurants used past 30 days: Silver Diner



71,023 or 67.3% of Adults 18 or older who used ROY ROGERS in the past 30 days watch Ad-Supported Local TV Stations for an average of 76.8 minutes every day representing 30.6% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"

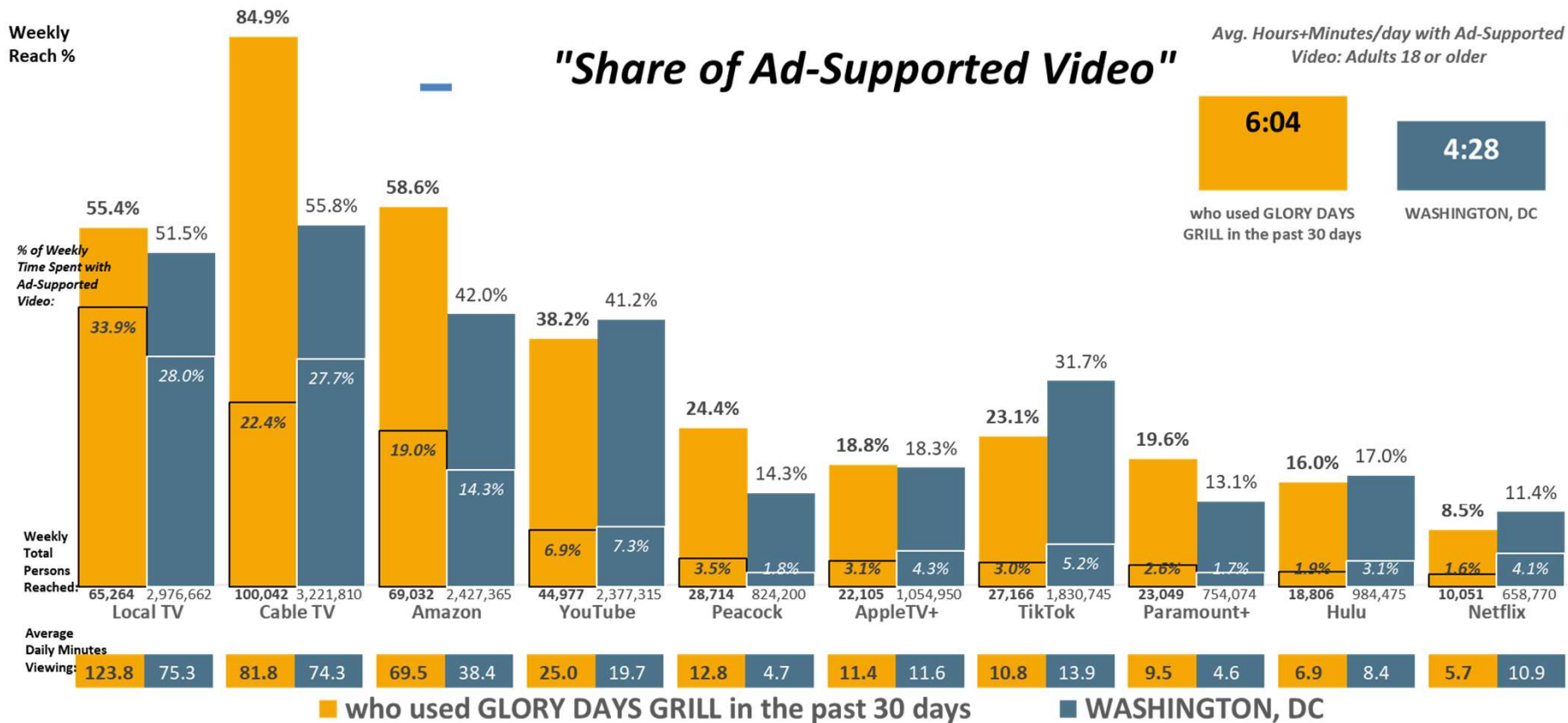






65,264 or 55.4% of Adults 18 or older who used GLORY DAYS GRILL in the past 30 days watch Ad-Supported Local TV Stations for an average of 123.8 minutes every day representing 33.9% of all time spent daily with Ad-Supported Video.

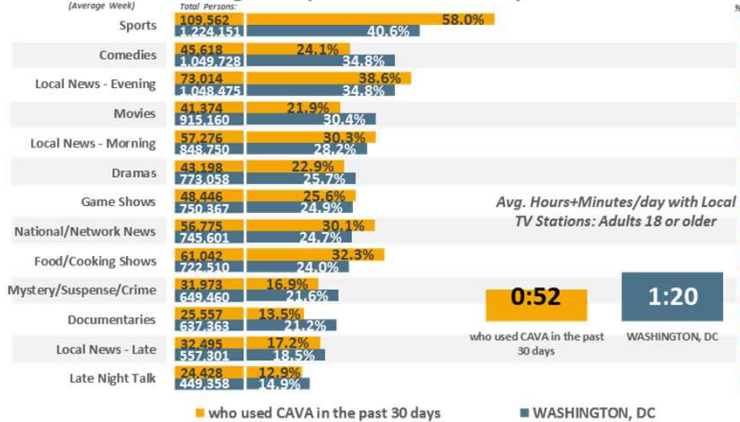
# "Share of Ad-Supported Video"



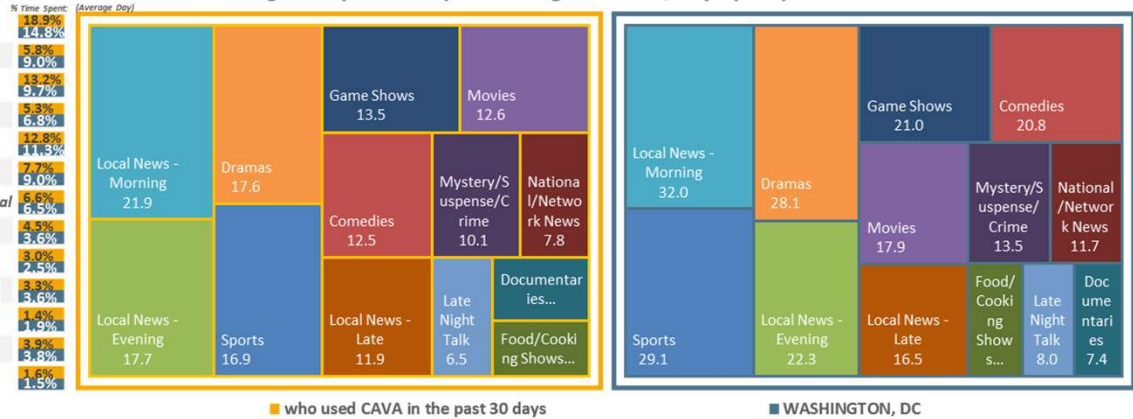


187,902 or 49.4% of Adults 18 or older who used CAVA in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, National/Network News, Food/Cooking Shows, and Game Shows.

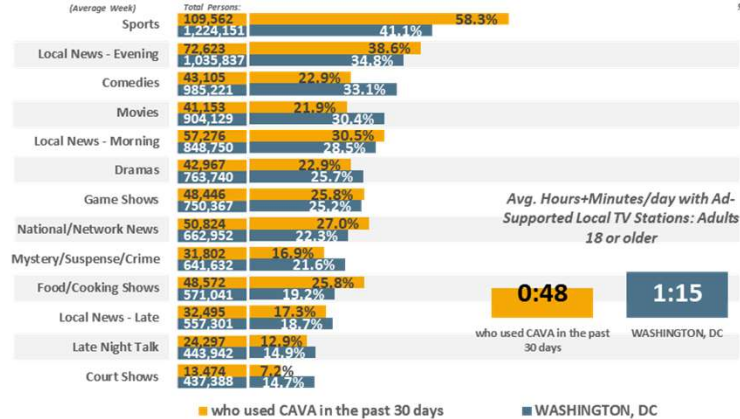
Local TV Station Programs (Persons & % Reach): Adults 18 or older



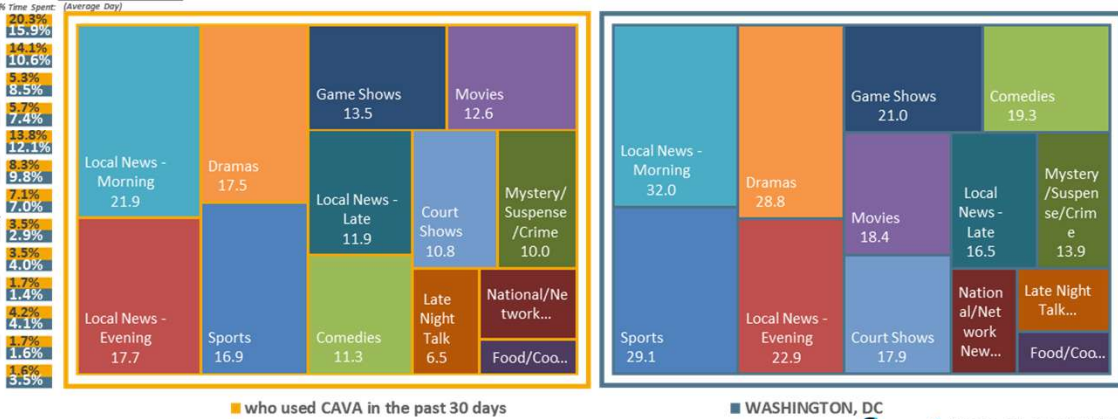
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



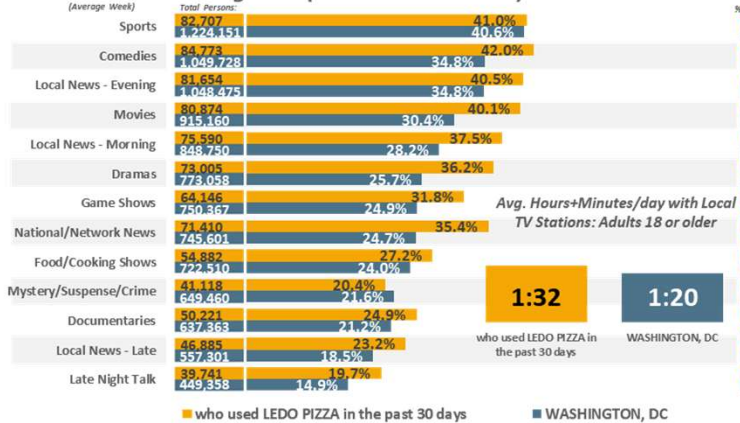
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



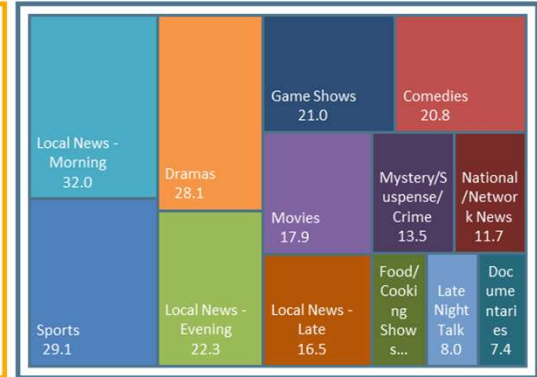
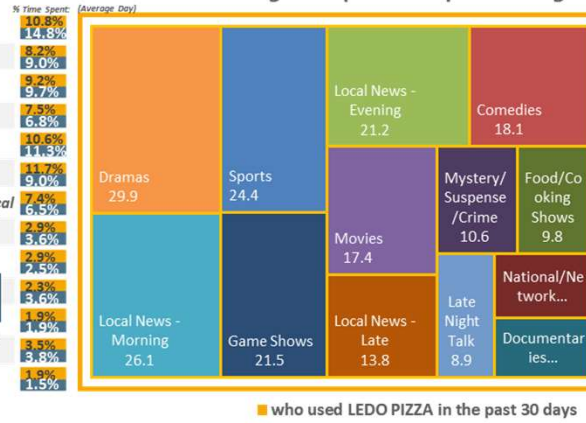


200,347 or 63.8% of Adults 18 or older who used LEDO PIZZA in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Comedies, Local News - Morning, and Dramas.

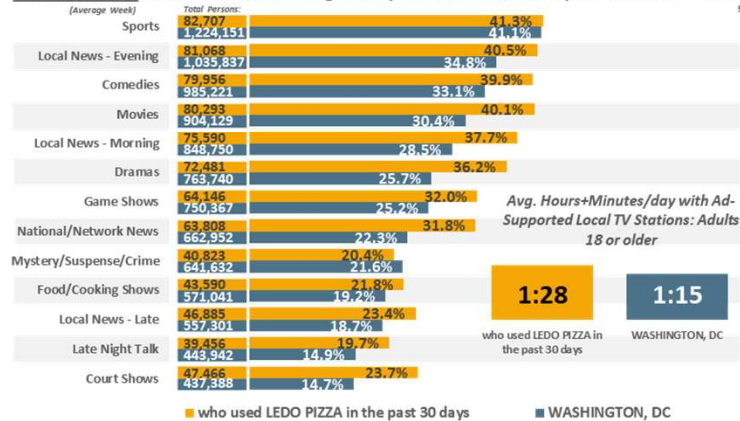
### Local TV Station Programs (Persons & % Reach): Adults 18 or older



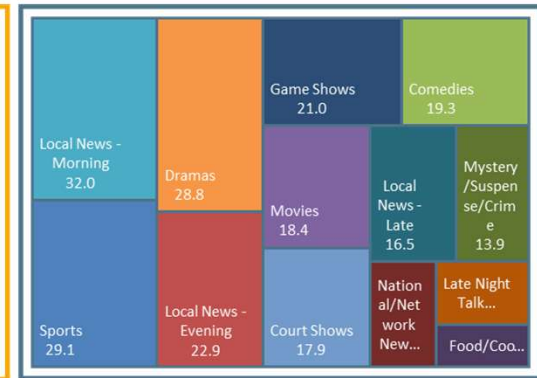
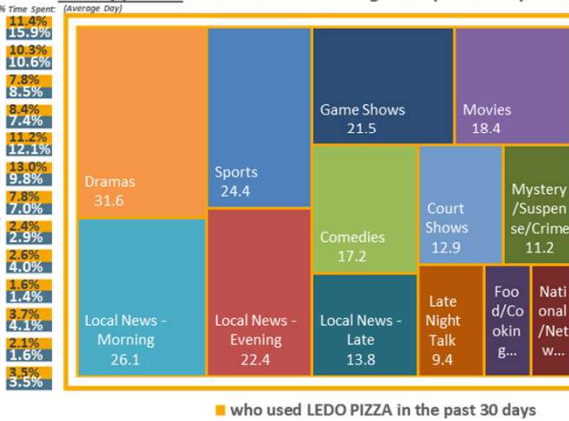
### Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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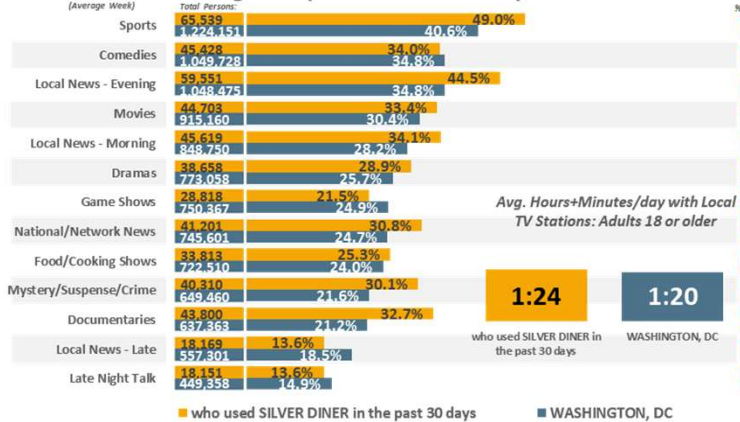
Quick service restaurants used past 30 days: Ledo Pizza



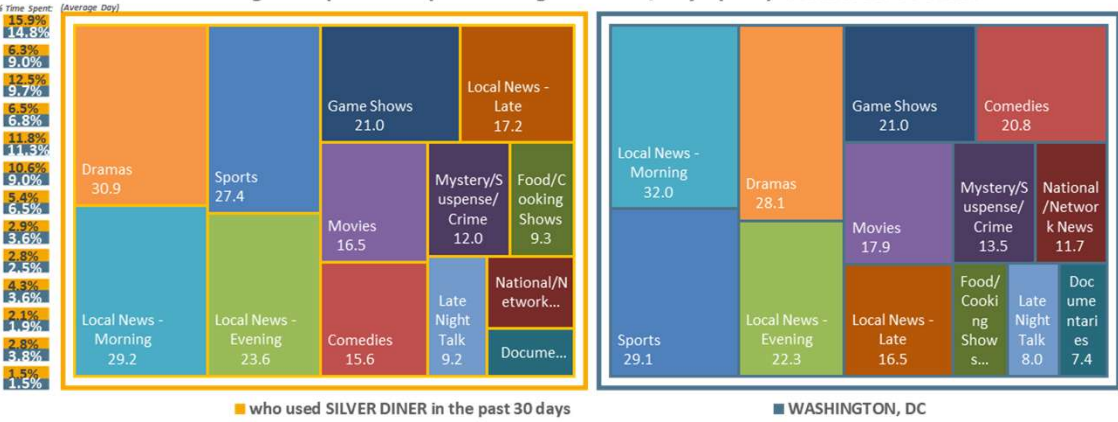


131,724 or 64.4% of Adults 18 or older who used SILVER DINER in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Movies, Comedies, and Mystery/Suspense/Crime.

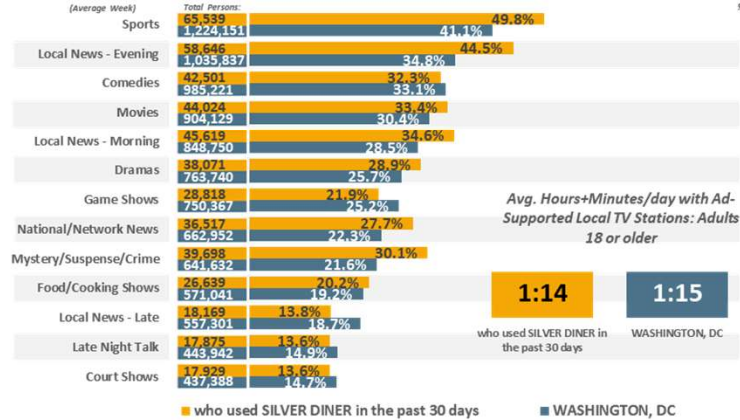
**Local TV Station Programs (Persons & % Reach): Adults 18 or older**



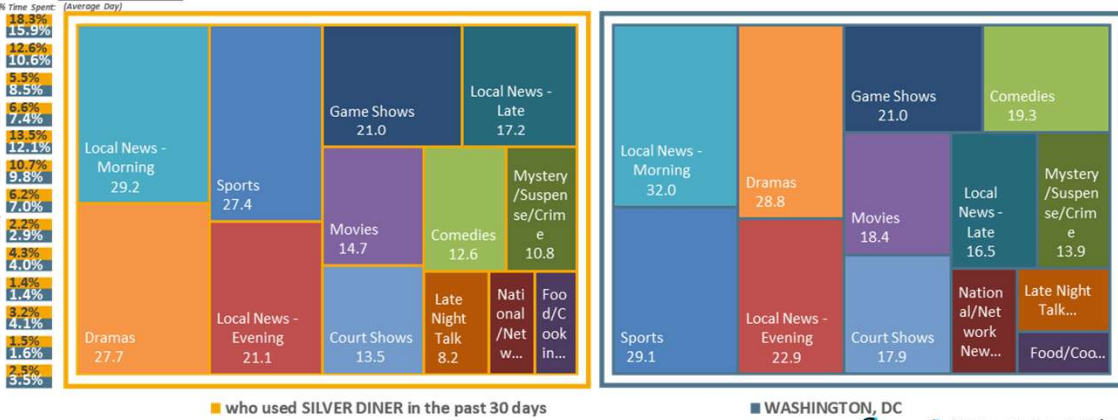
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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



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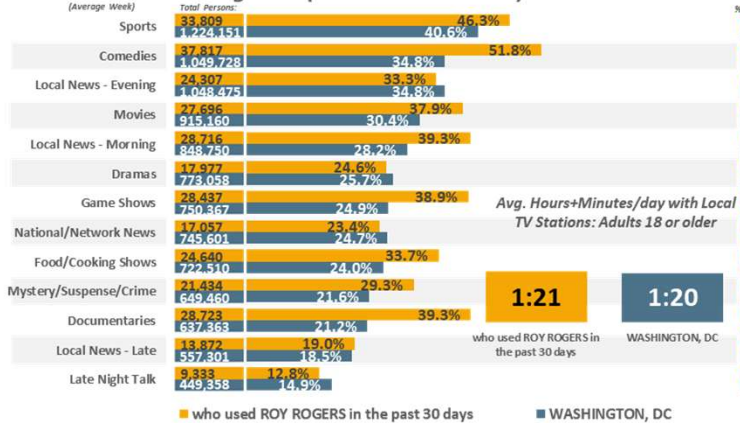
Sit-down restaurants used past 30 days: Silver Diner



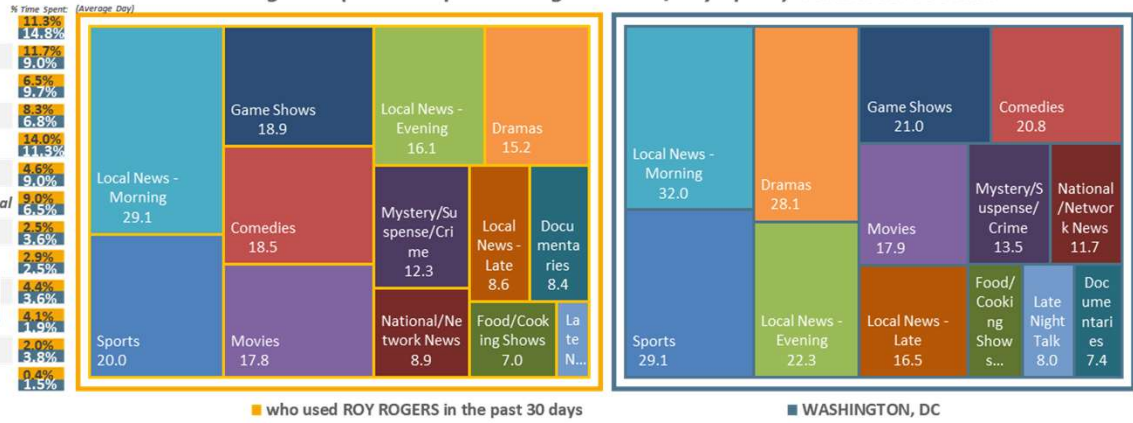


71,023 or 67.3% of Adults 18 or older who used ROY ROGERS in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Local News - Morning, Game Shows, Movies, and Local News - Evening.

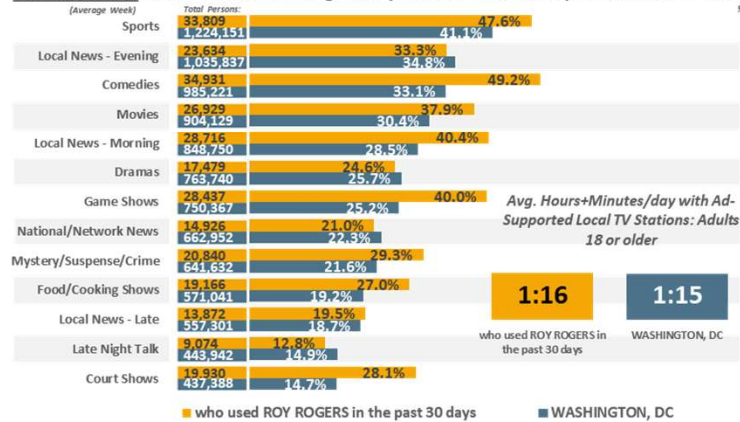
**Local TV Station Programs (Persons & % Reach): Adults 18 or older**



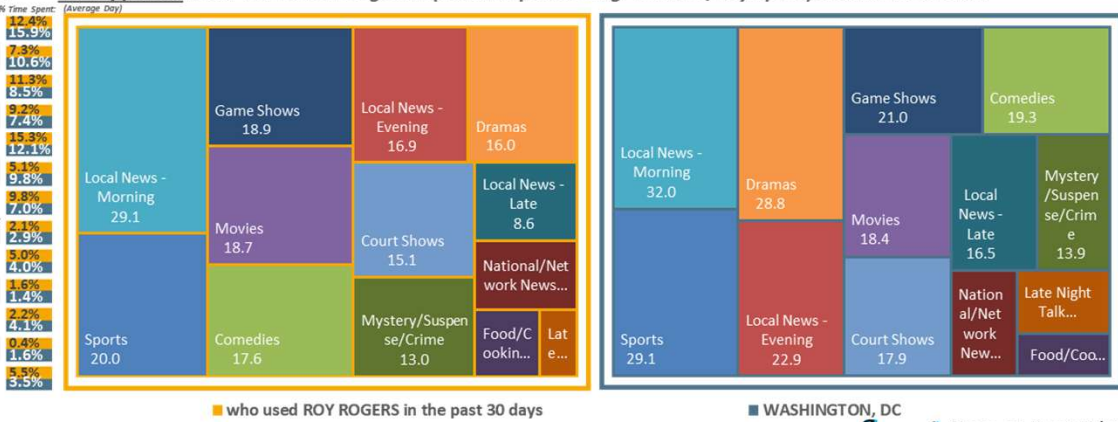
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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



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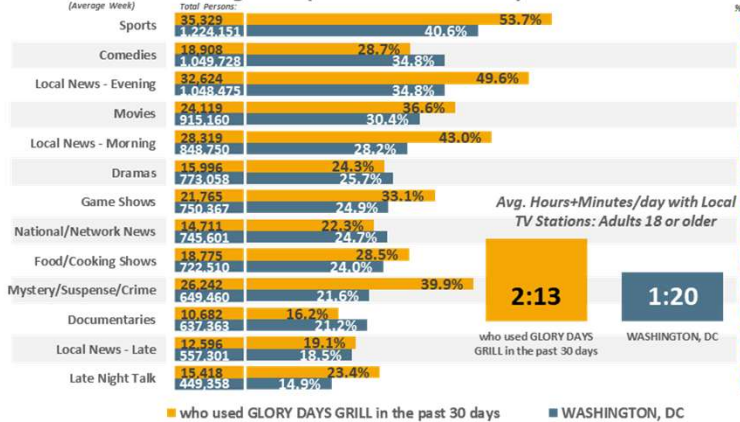
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Quick service restaurants used past 30 days: Roy Rogers

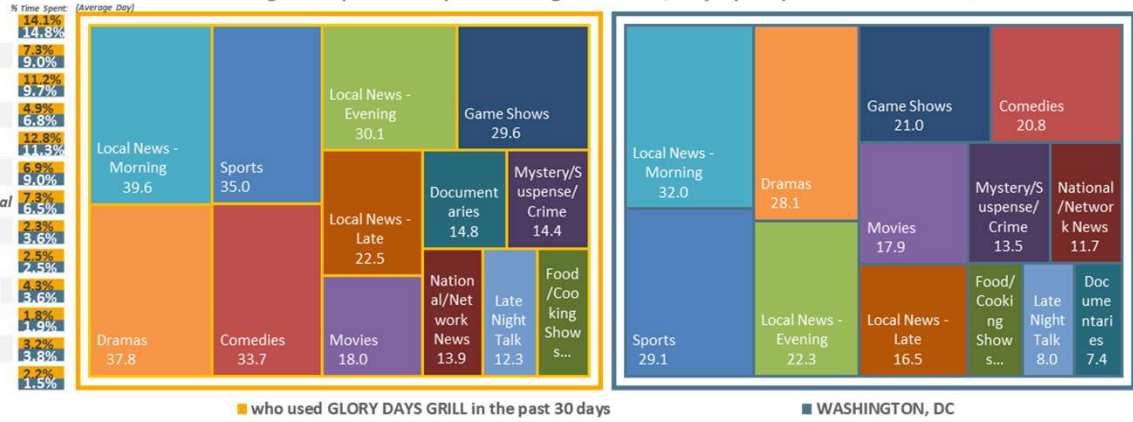


65,264 or 55.4% of Adults 18 or older who used GLORY DAYS GRILL in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Mystery/Suspense/Crime, Movies, and Game Shows.

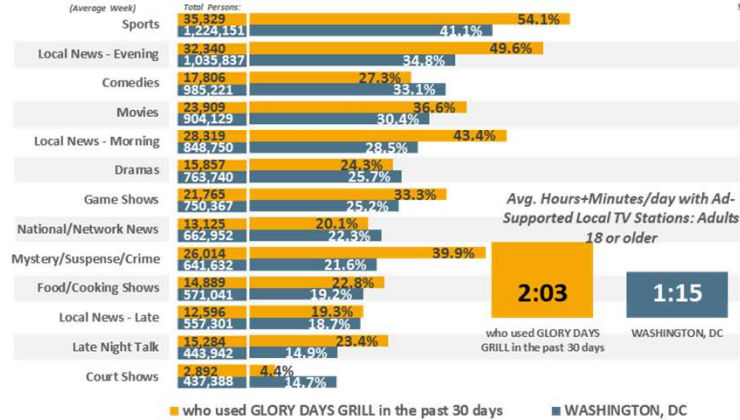
Local TV Station Programs (Persons & % Reach): Adults 18 or older



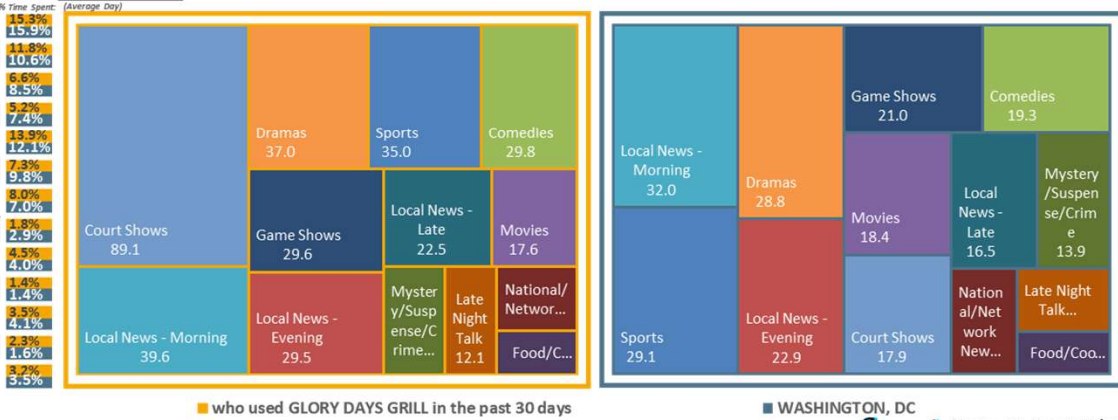
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



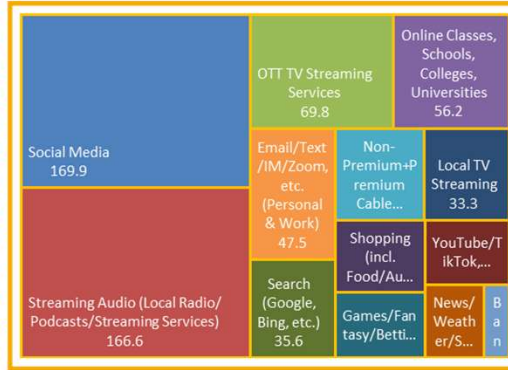
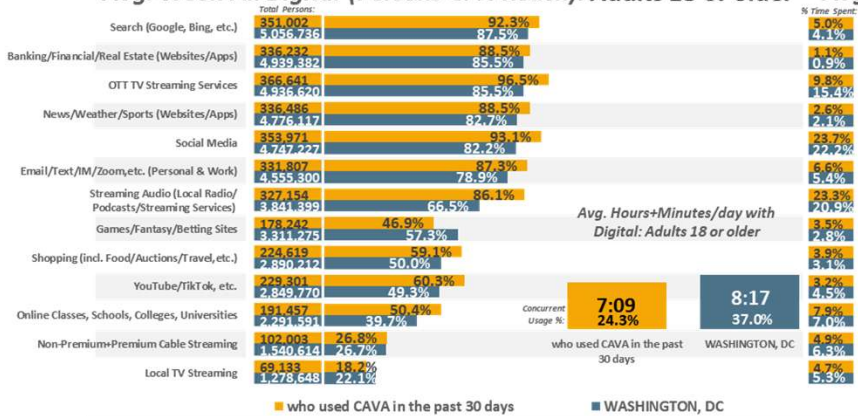




311,964 or 82.1% of Adults 18 or older who used CAVA in the past 30 days use Ad-Supported Social Media for an average of 149.7 minutes every day representing 29.4% of all time spent daily with Ad-Supported Digital Media.

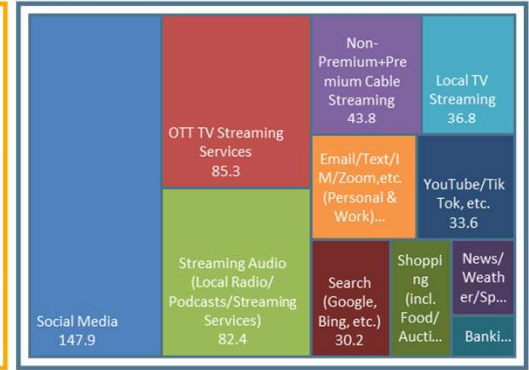
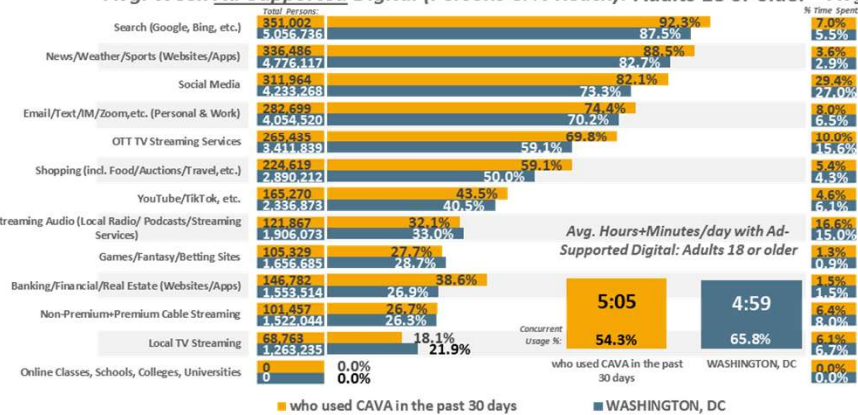
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



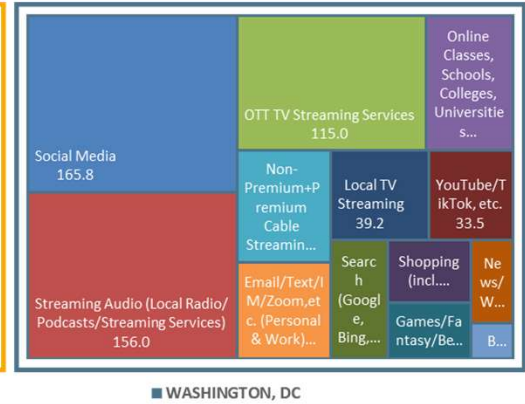
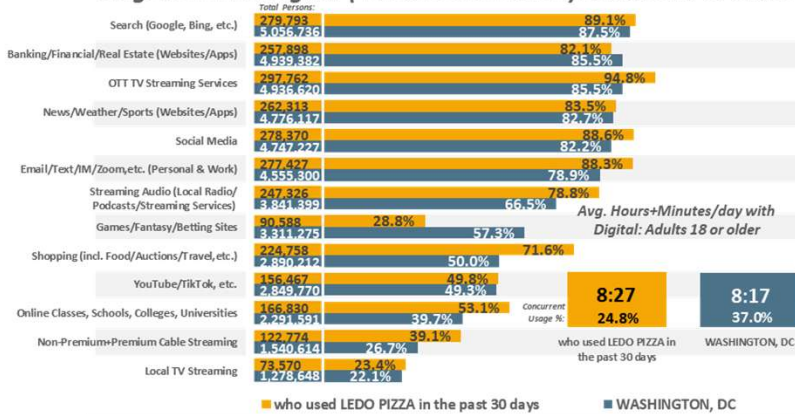




247,230 or 78.7% of Adults 18 or older who used LEDO PIZZA in the past 30 days use Ad-Supported Social Media for an average of 160.4 minutes every day representing 25.5% of all time spent daily with Ad-Supported Digital Media.

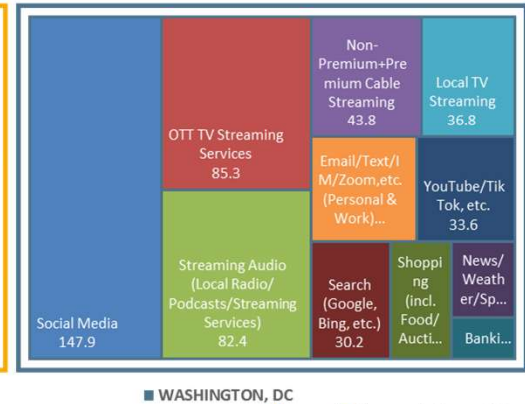
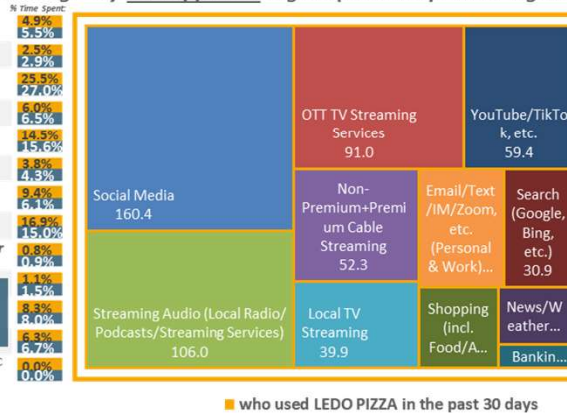
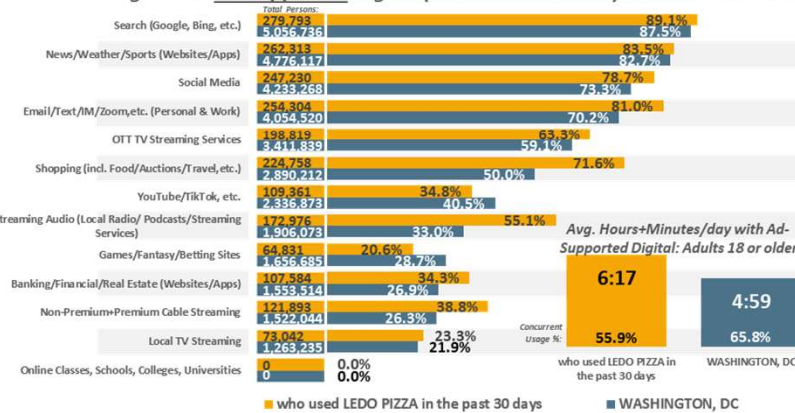
**Avg. Week All Digital (Persons & % Reach): Adults 18 or older**

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



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

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



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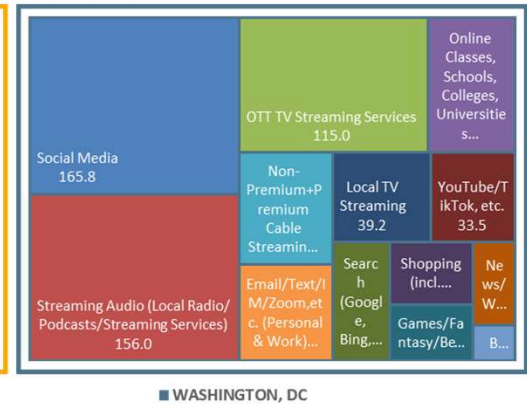
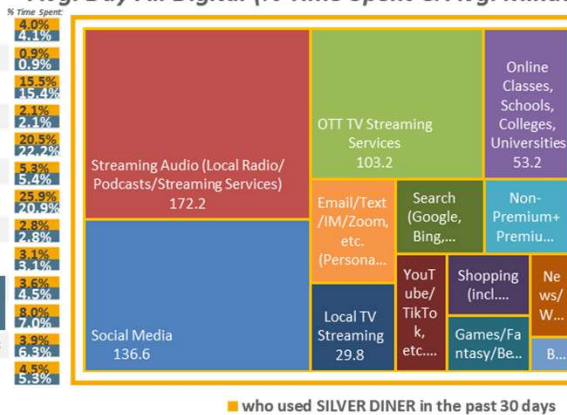
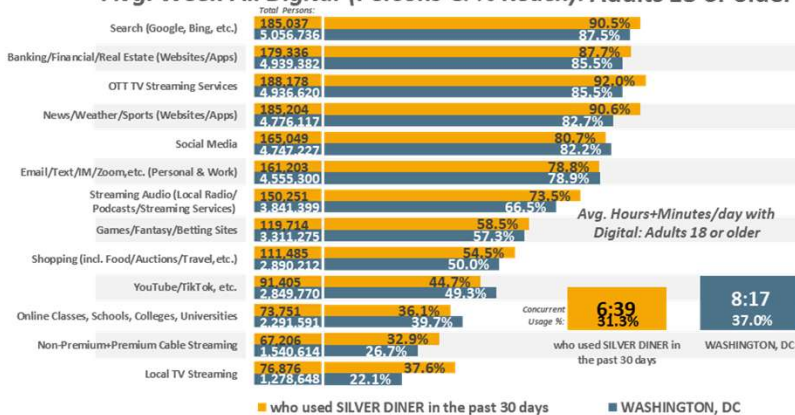
Quick service restaurants used past 30 days: Ledo Pizza



149,831 or 73.3% of Adults 18 or older who used SILVER DINER in the past 30 days use Ad-Supported Social Media for an average of 124. minutes every day representing 25.5% of all time spent daily with Ad-Supported Digital Media.

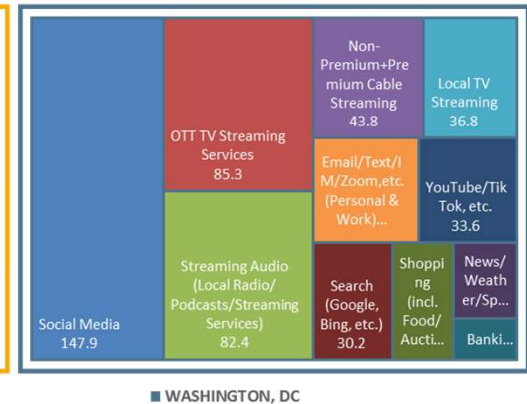
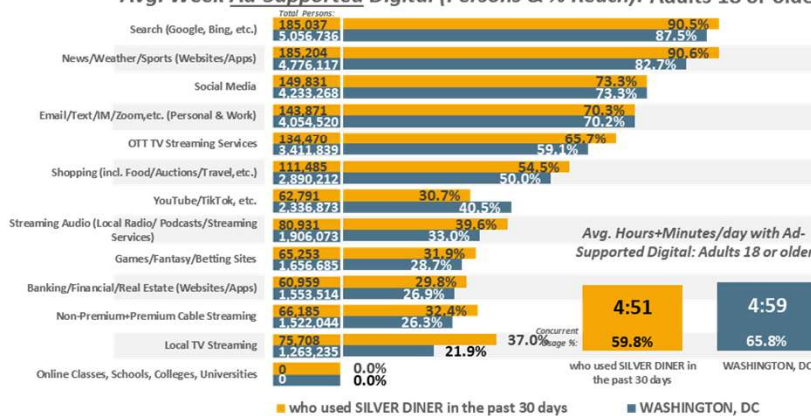
**Avg. Week All Digital (Persons & % Reach): Adults 18 or older**

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



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

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



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Sit-down restaurants used past 30 days: Silver Diner

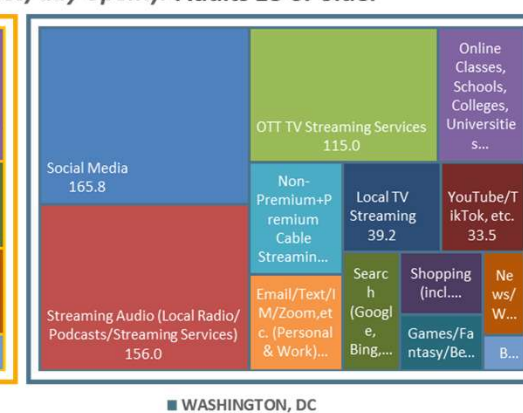
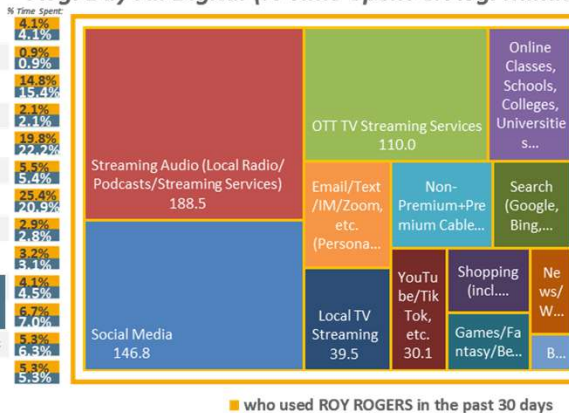
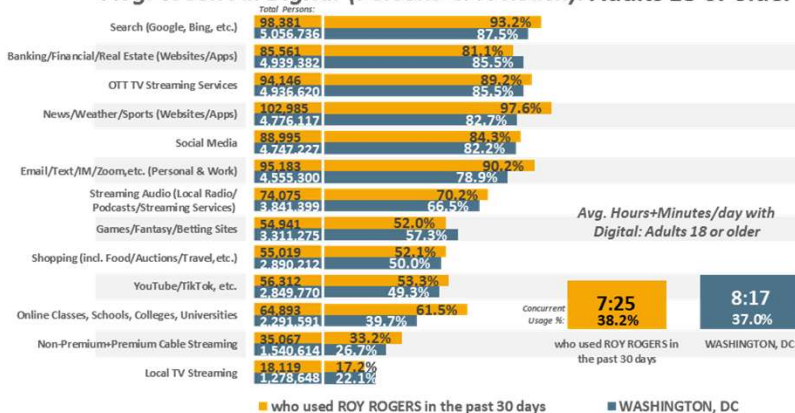




76,029 or 72.% of Adults 18 or older who used ROY ROGERS in the past 30 days use Ad-Supported Social Media for an average of 125.4 minutes every day representing 22.6% of all time spent daily with Ad-Supported Digital Media.

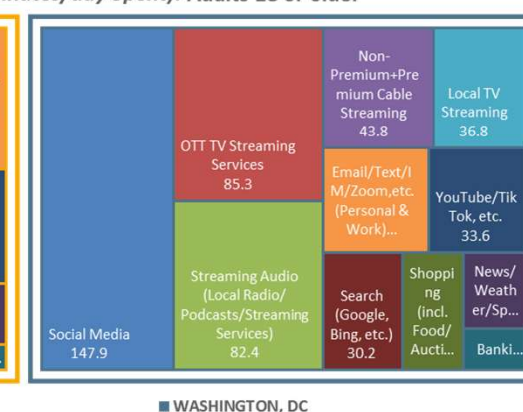
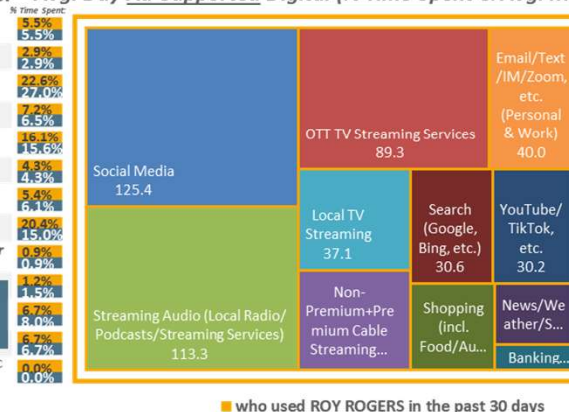
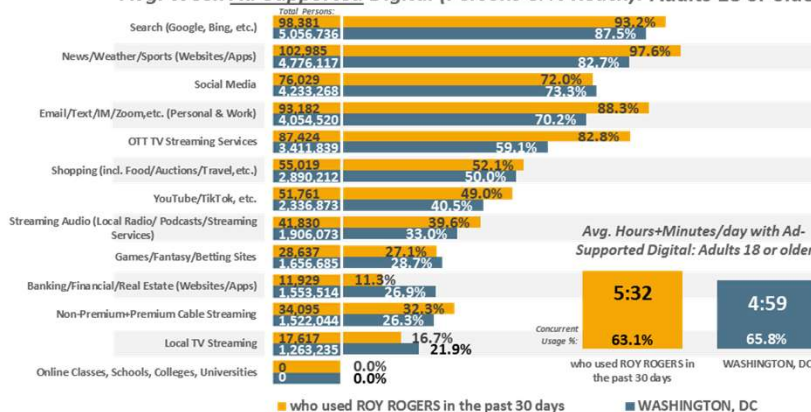
**Avg. Week All Digital (Persons & % Reach): Adults 18 or older**

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



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

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



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Quick service restaurants used past 30 days: Roy Rogers

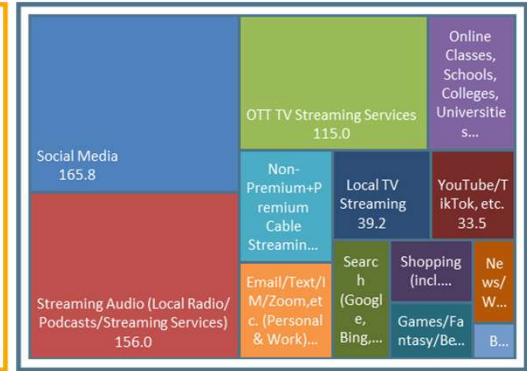
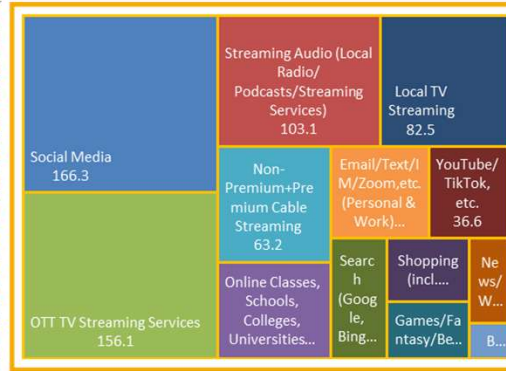
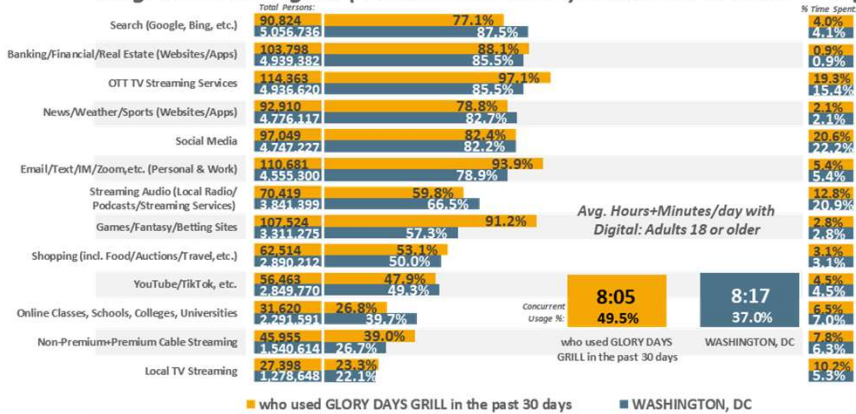




91,917 or 78.% of Adults 18 or older who used GLORY DAYS GRILL in the past 30 days use Ad-Supported Social Media for an average of 157.5 minutes every day representing 25.1% of all time spent daily with Ad-Supported Digital Media.

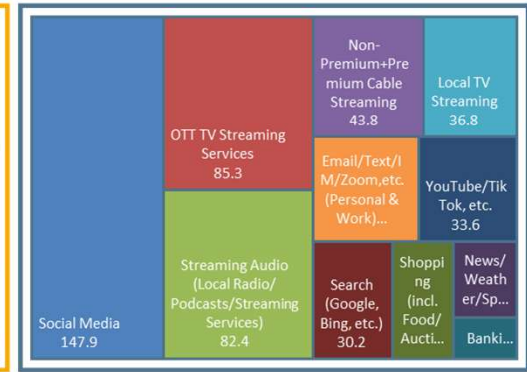
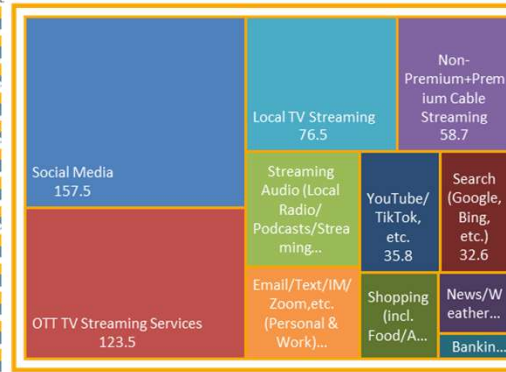
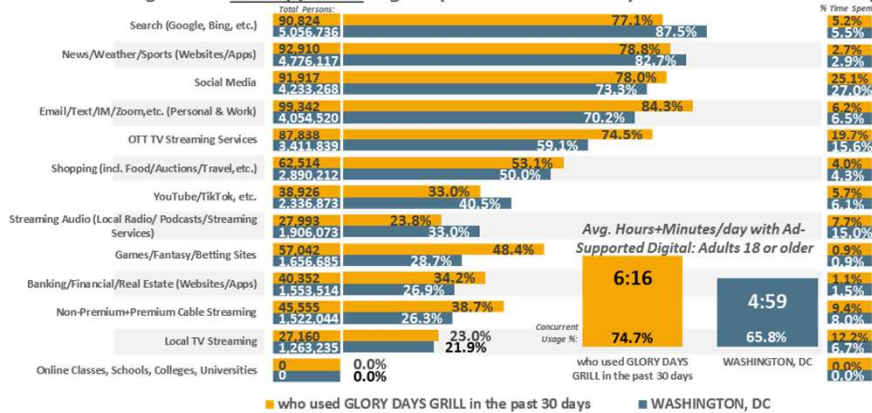
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



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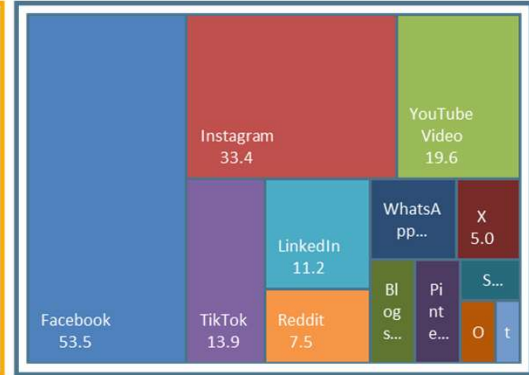
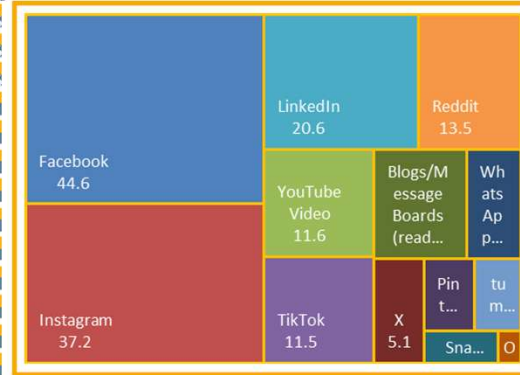
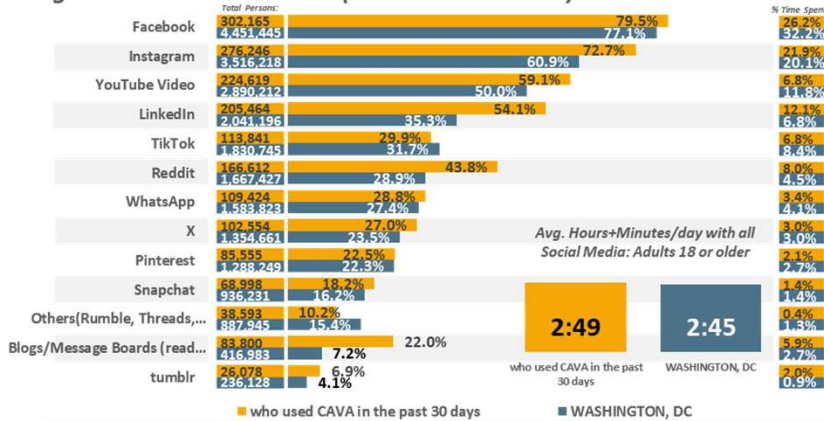
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Sit-down restaurants used past 30 days: Glory Days Grill

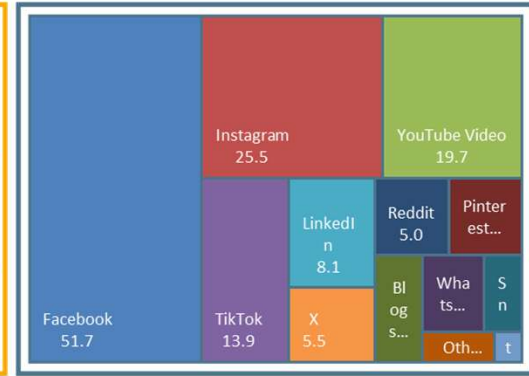
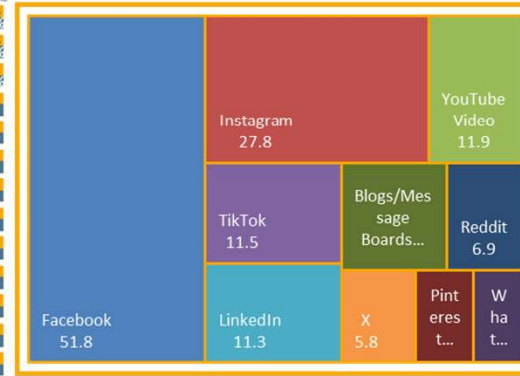
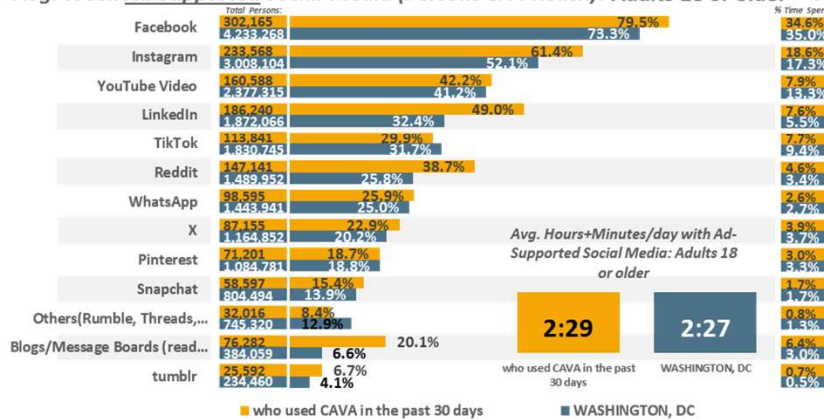


302,165 or 79.5% of Adults 18 or older who used CAVA in the past 30 days use Ad-Supported Facebook for an average of 51.8 minutes every day representing 34.6% of all time spent daily with Ad-Supported Social Media.

**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**



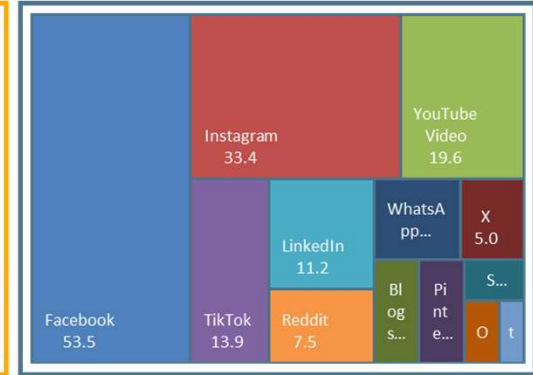
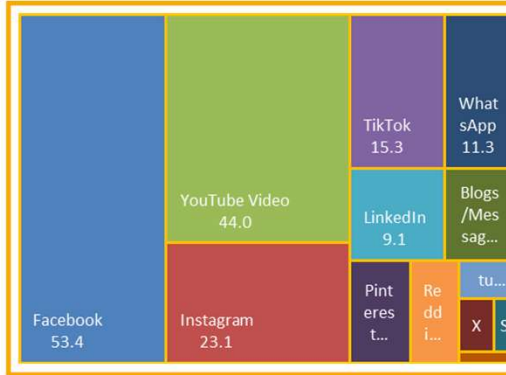
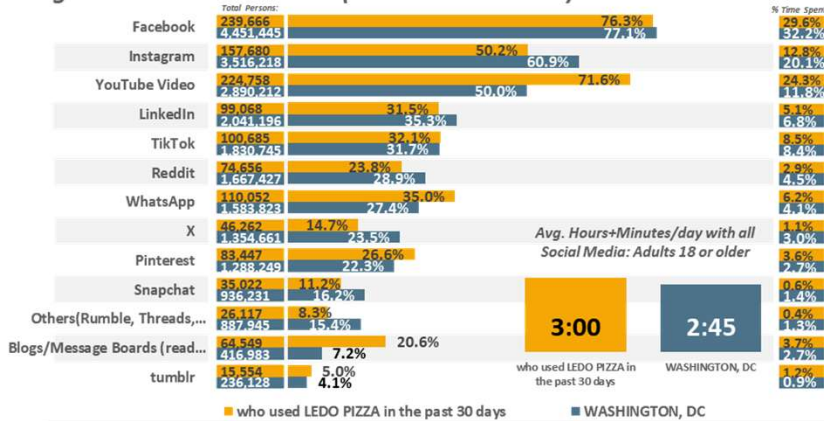
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



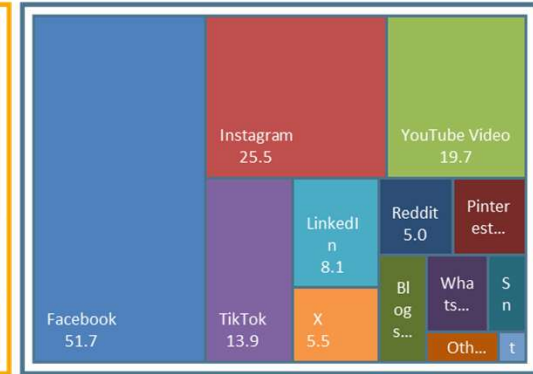
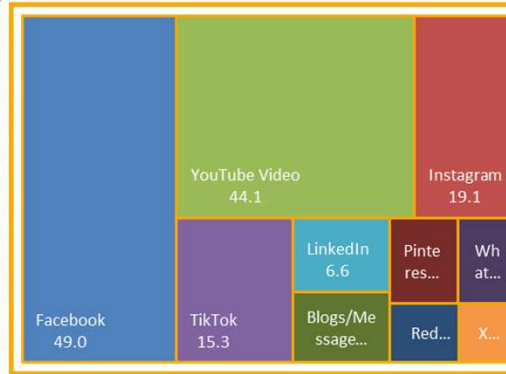
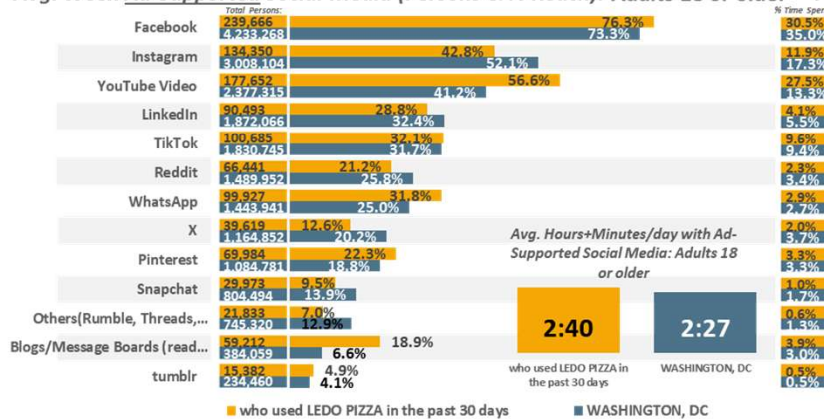


239,666 or 76.3% of Adults 18 or older who used LEDO PIZZA in the past 30 days use Ad-Supported Facebook for an average of 49. minutes every day representing 30.5% of all time spent daily with Ad-Supported Social Media.

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



**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**

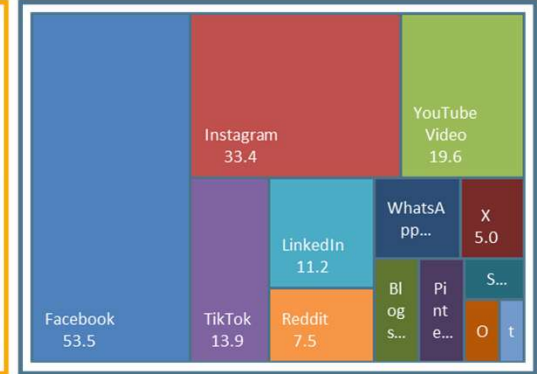
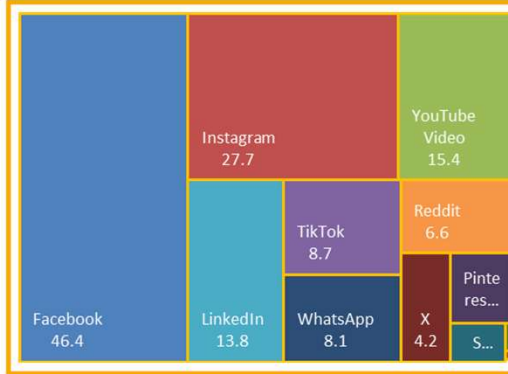
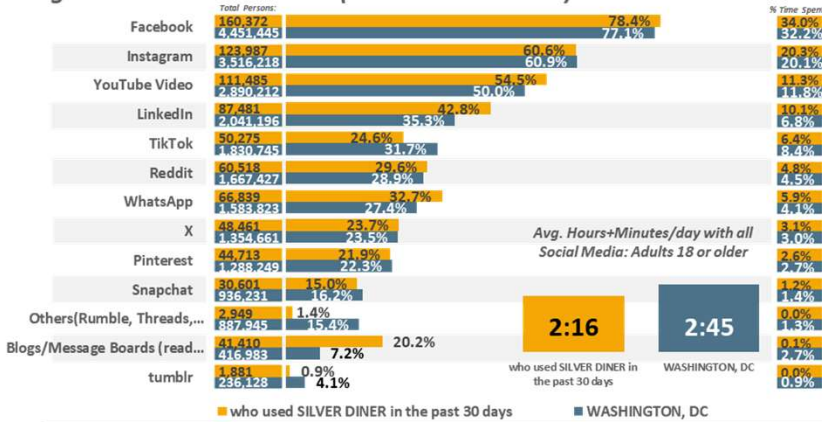




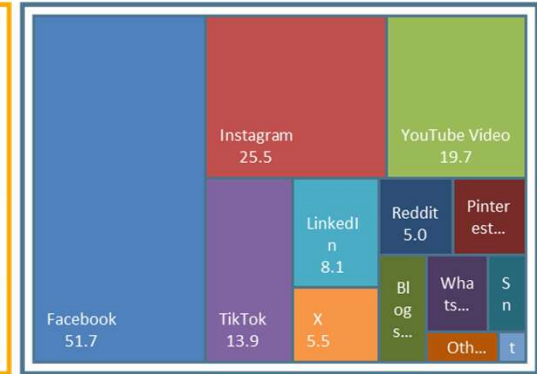
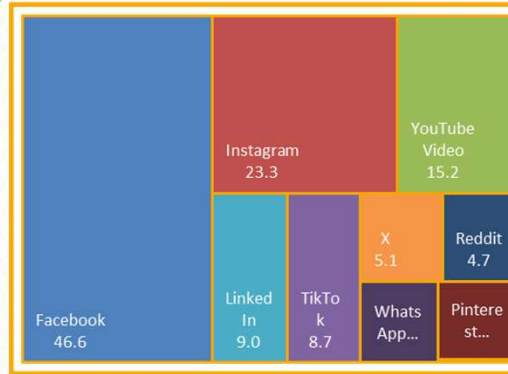
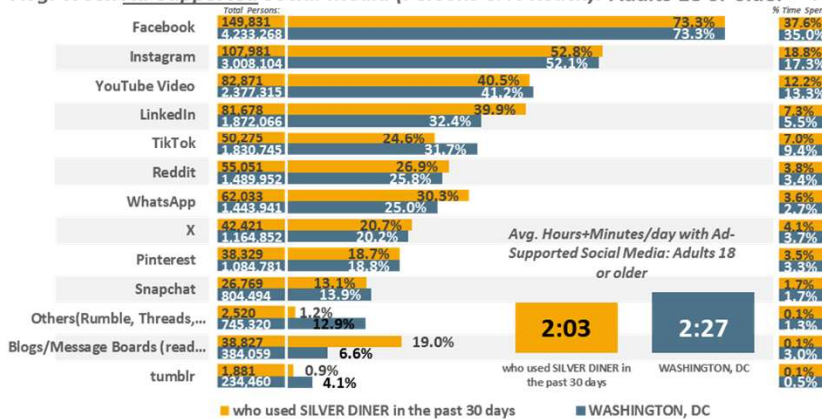


149,831 or 73.3% of Adults 18 or older who used SILVER DINER in the past 30 days use Ad-Supported Facebook for an average of 46.6 minutes every day representing 37.6% of all time spent daily with Ad-Supported Social Media.

**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**



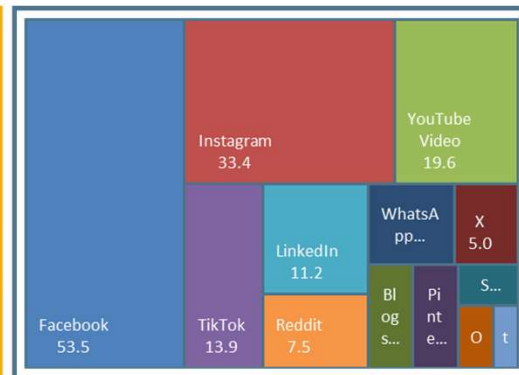
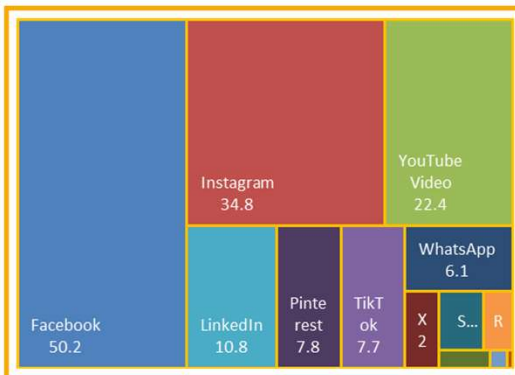
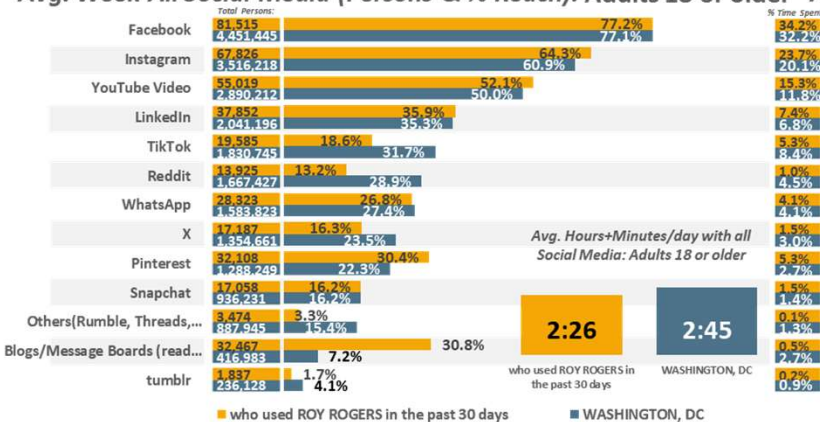
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



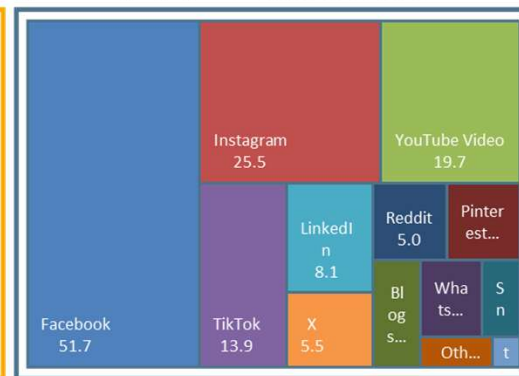
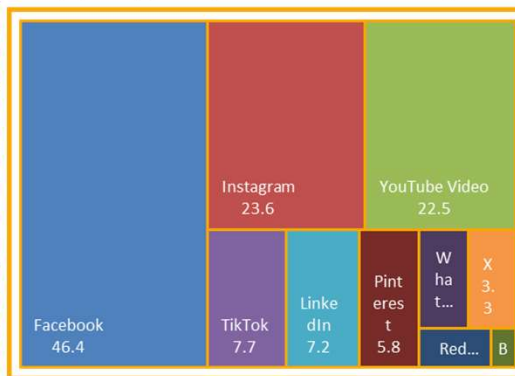
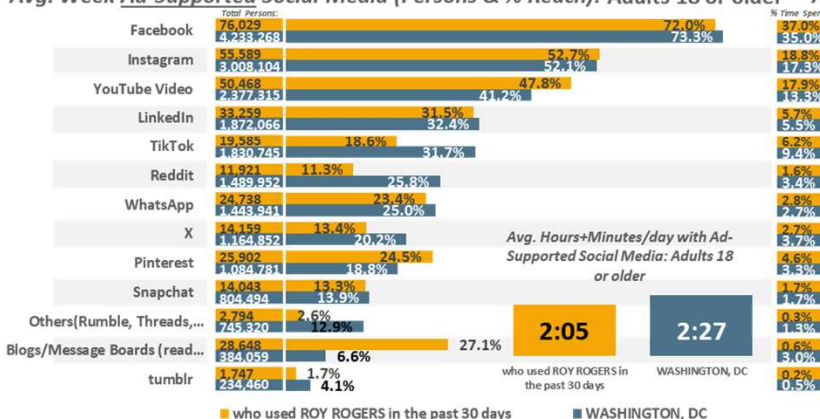


76,029 or 72.% of Adults 18 or older who used ROY ROGERS in the past 30 days use Ad-Supported Facebook for an average of 46.4 minutes every day representing 37.% of all time spent daily with Ad-Supported Social Media.

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



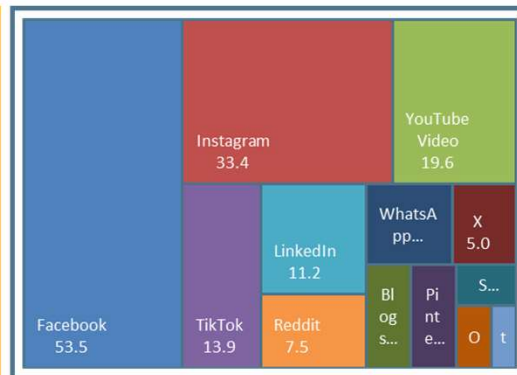
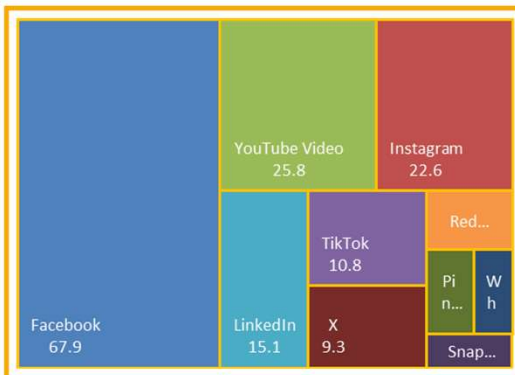
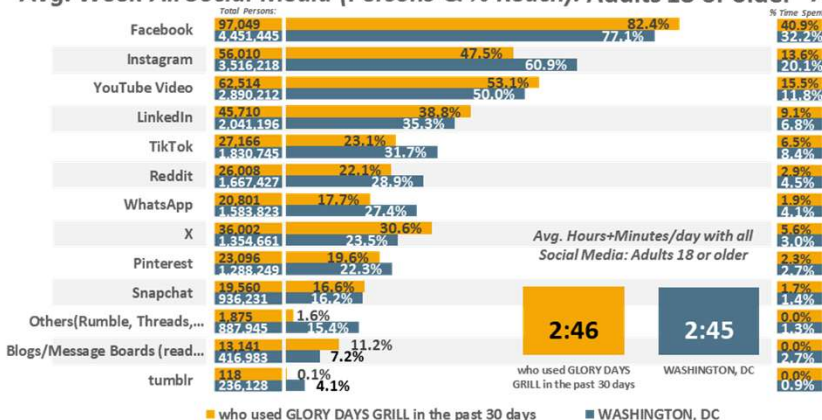
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



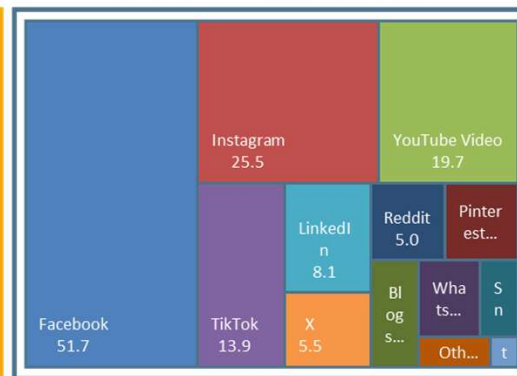
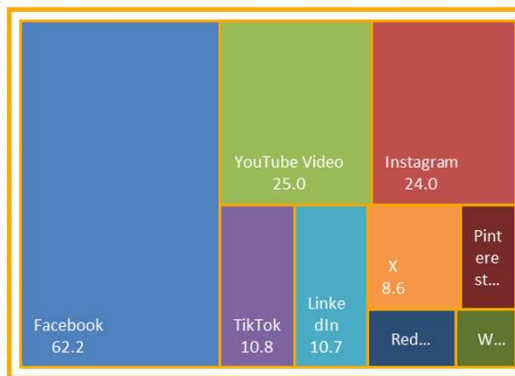
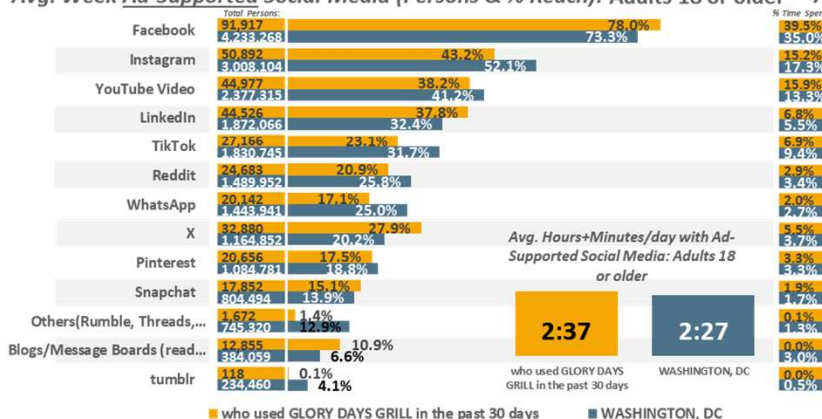


91,917 or 78.% of Adults 18 or older who used GLORY DAYS GRILL in the past 30 days use Ad-Supported Facebook for an average of 62.2 minutes every day representing 39.5% of all time spent daily with Ad-Supported Social Media.

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



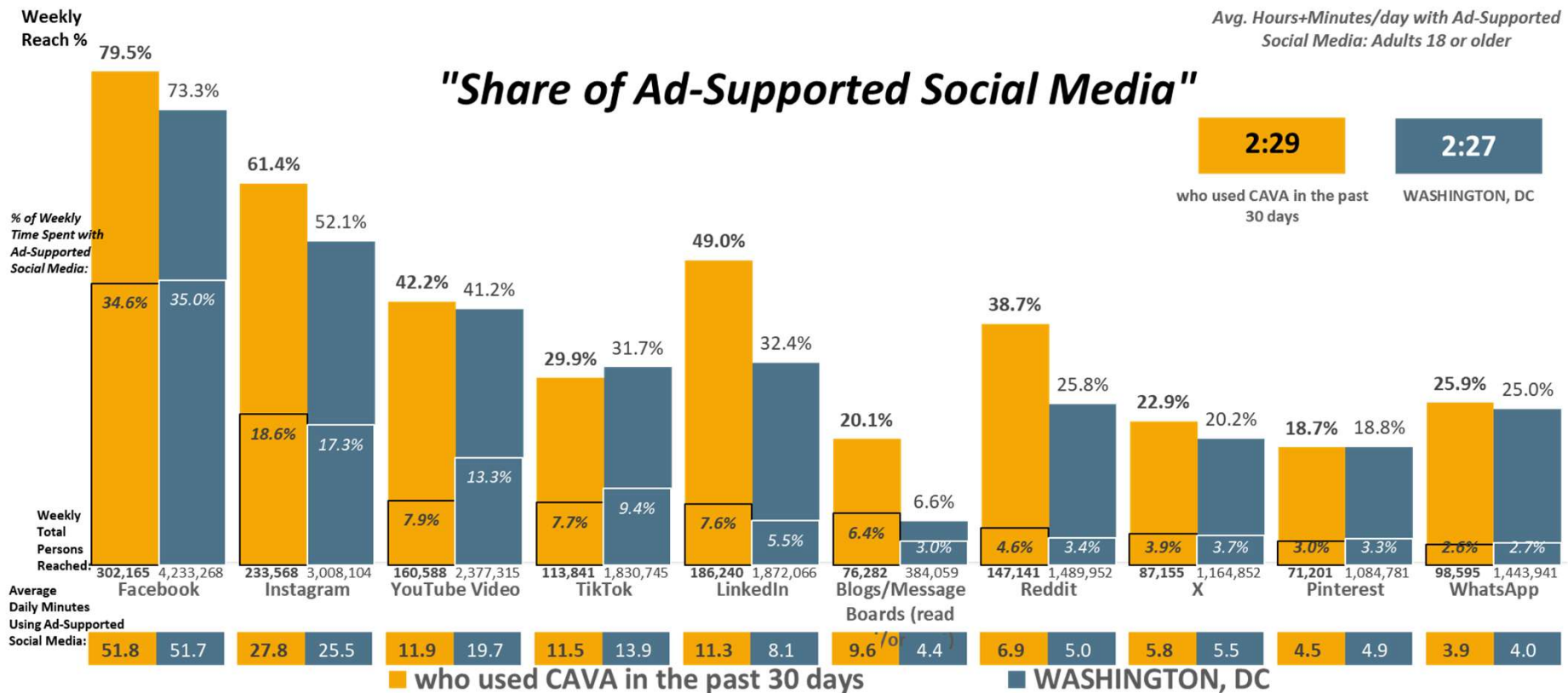
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**







302,165 or 79.5% of Adults 18 or older who used CAVA in the past 30 days use Ad-Supported Facebook for an average of 51.8 minutes every day representing 34.6% of all time spent daily with Ad-Supported Social Media.



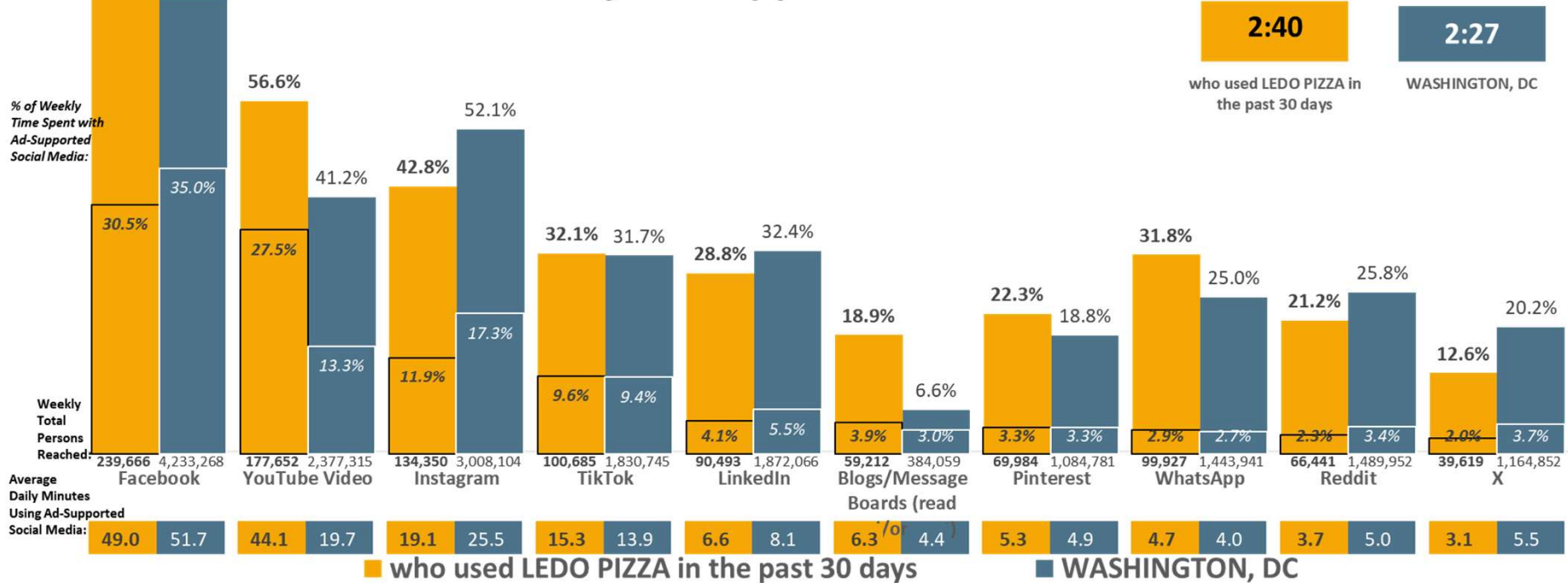


239,666 or 76.3% of Adults 18 or older who used LEDO PIZZA in the past 30 days use Ad-Supported Facebook for an average of 49. minutes every day representing 30.5% of all time spent daily with Ad-Supported Social Media.

Weekly  
Reach %

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

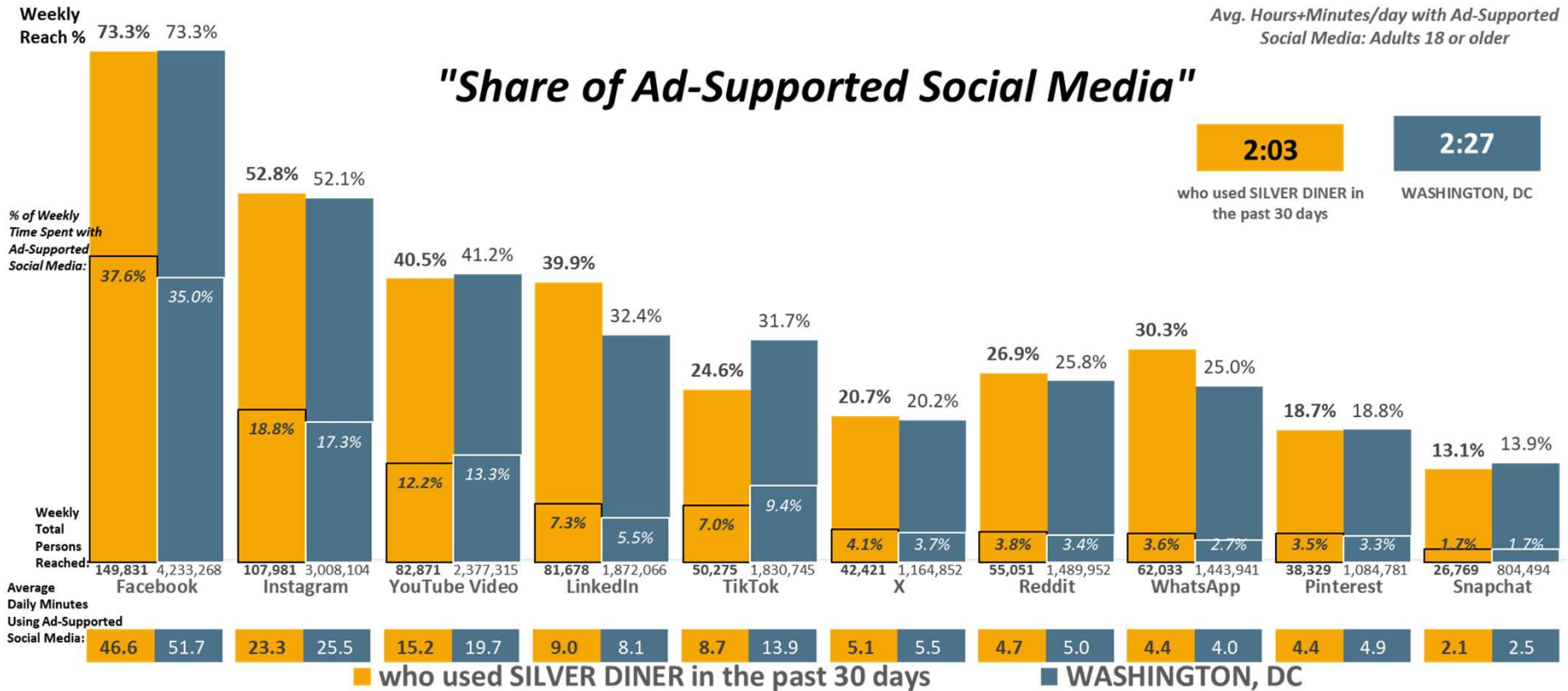
## "Share of Ad-Supported Social Media"





149,831 or 73.3% of Adults 18 or older who used SILVER DINER in the past 30 days use Ad-Supported Facebook for an average of 46.6 minutes every day representing 37.6% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"

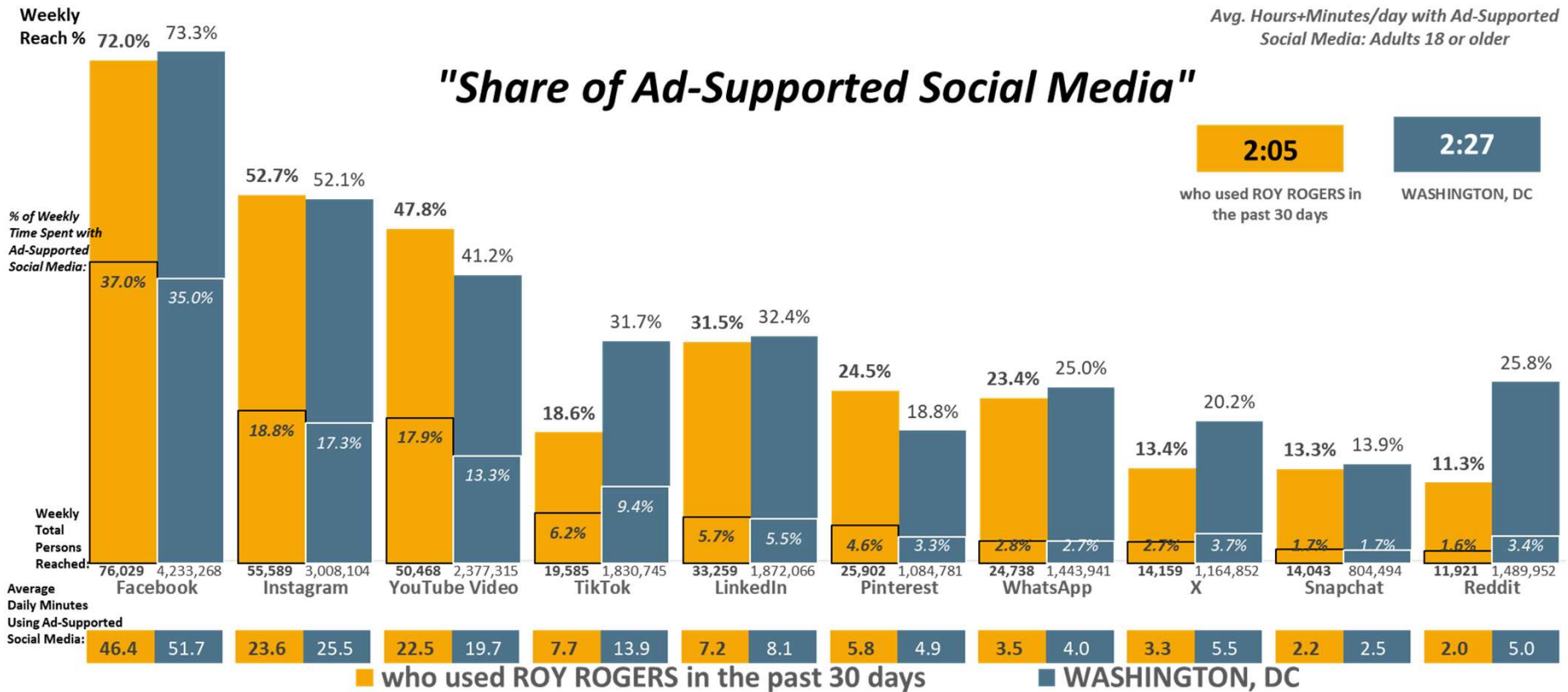






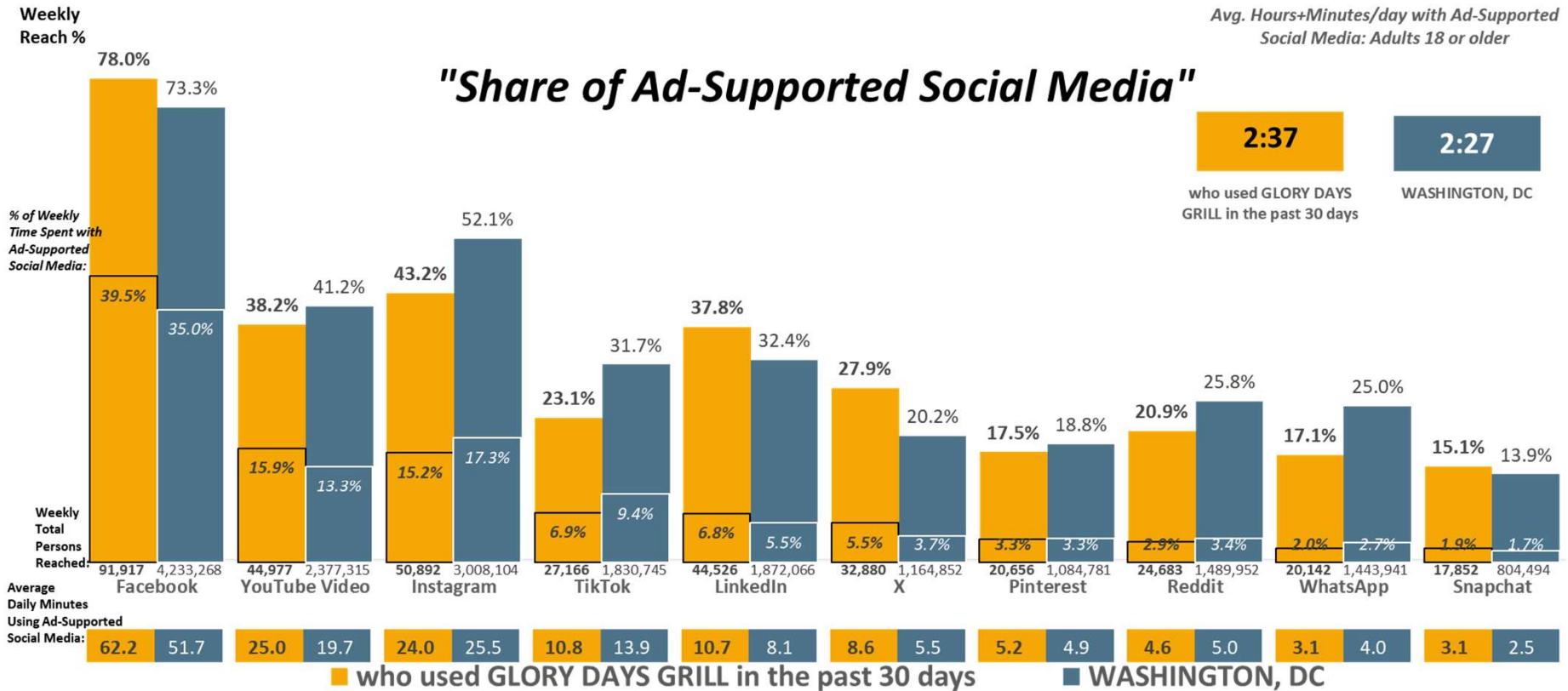
76,029 or 72.% of Adults 18 or older who used ROY ROGERS in the past 30 days use Ad-Supported Facebook for an average of 46.4 minutes every day representing 37.% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"





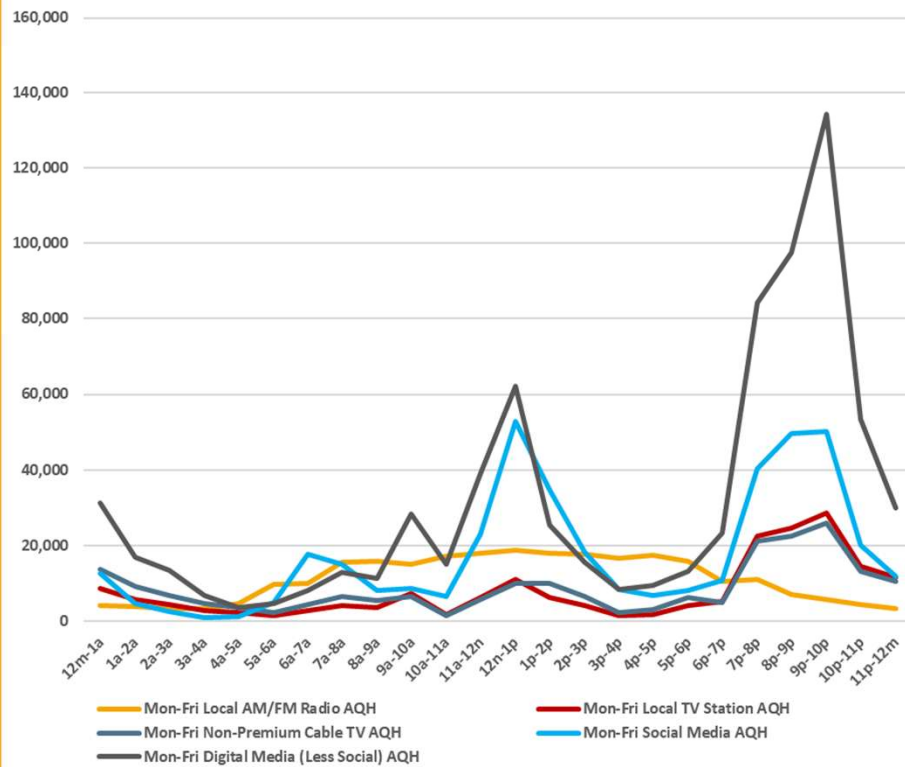
91,917 or 78.0% of Adults 18 or older who used GLORY DAYS GRILL in the past 30 days use Ad-Supported Facebook for an average of 62.2 minutes every day representing 39.5% of all time spent daily with Ad-Supported Social Media.



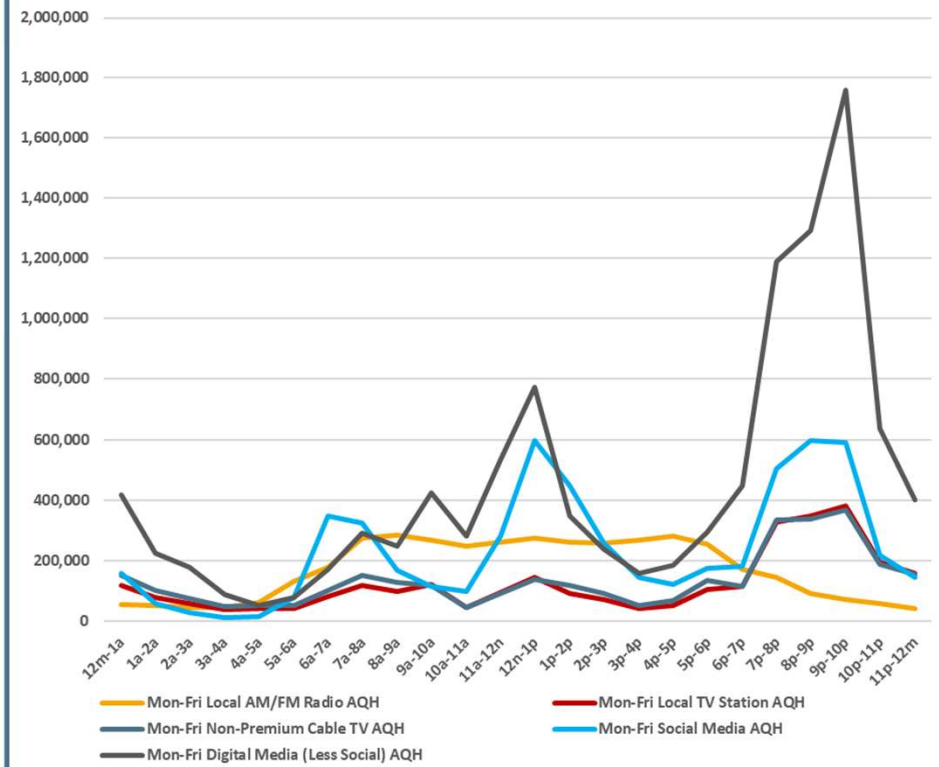


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 20,962; Social Media: 16,850; Local Radio: 15,930; Non-Prem. Cable: 5,680; Local TV: 4,630 reaching Adults 18 or older who used CAVA in the past 30 days.

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



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



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 407  
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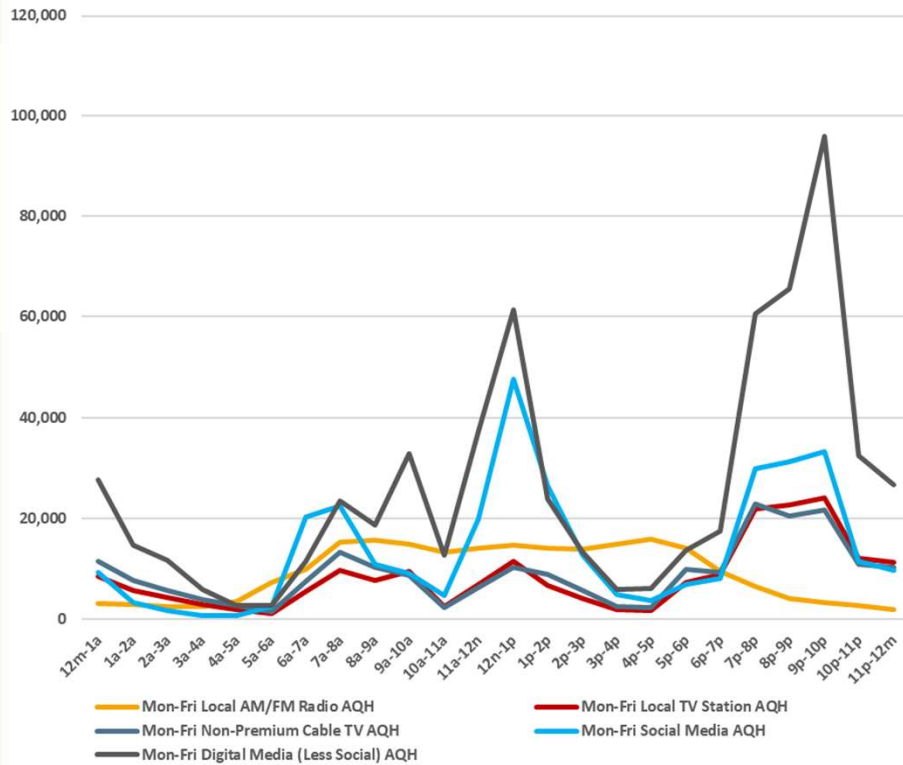
Quick service restaurants used past 30 days: CAVA



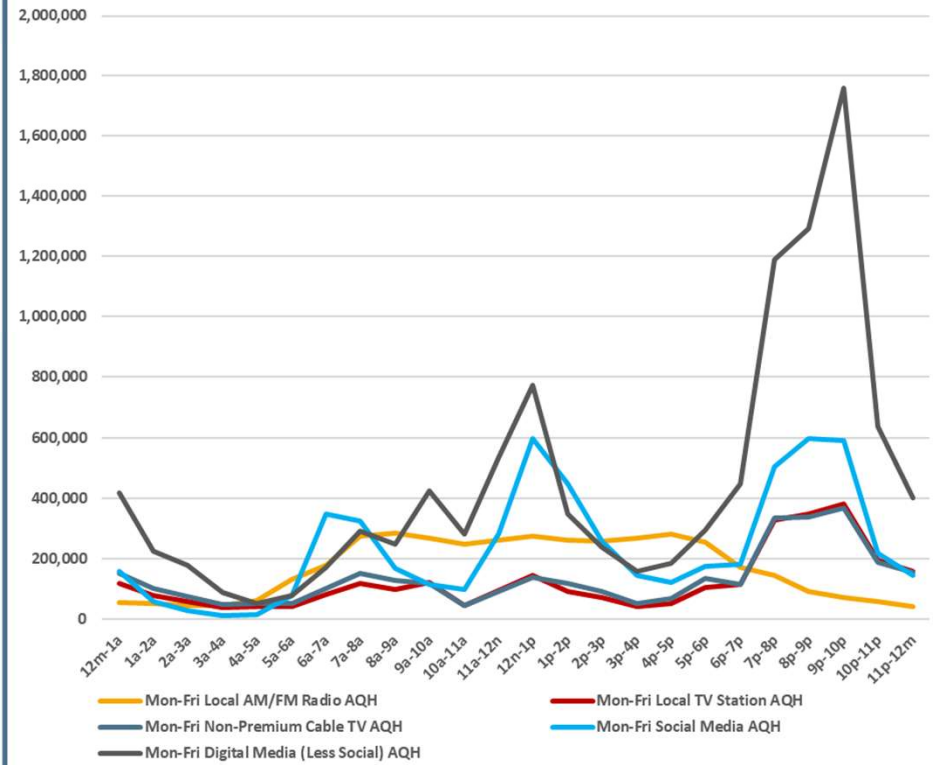


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 21,405; Social Media: 15,204; Local Radio: 13,888; Non-Prem. Cable: 7,487; Local TV: 6,454 reaching Adults 18 or older who used LEDO PIZZA in the past 30 days.

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



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



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 276  
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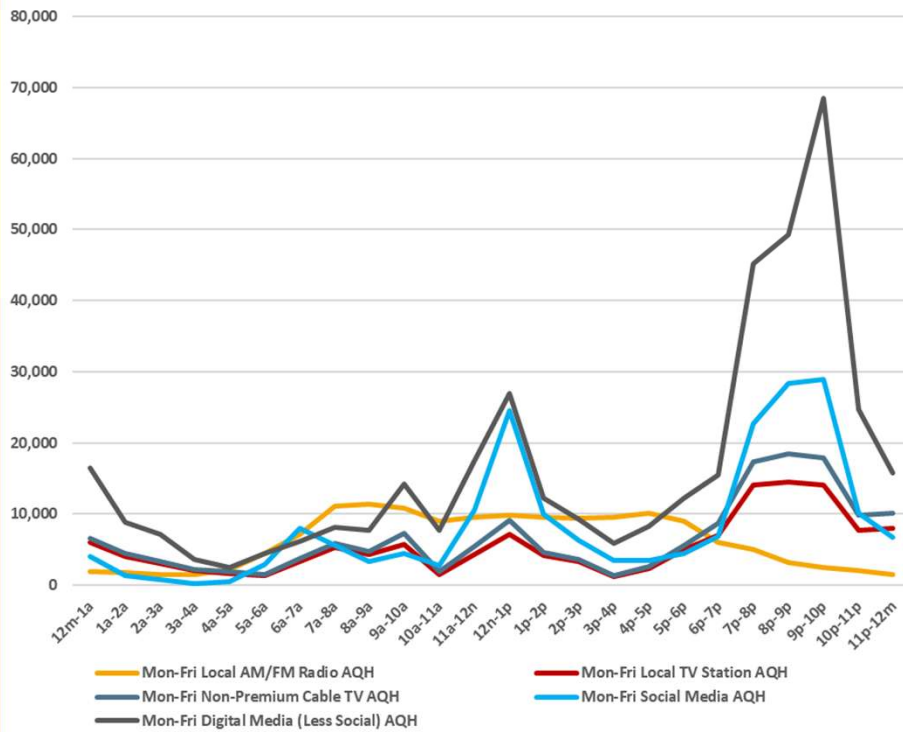
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Quick service restaurants used past 30 days: Ledo Pizza

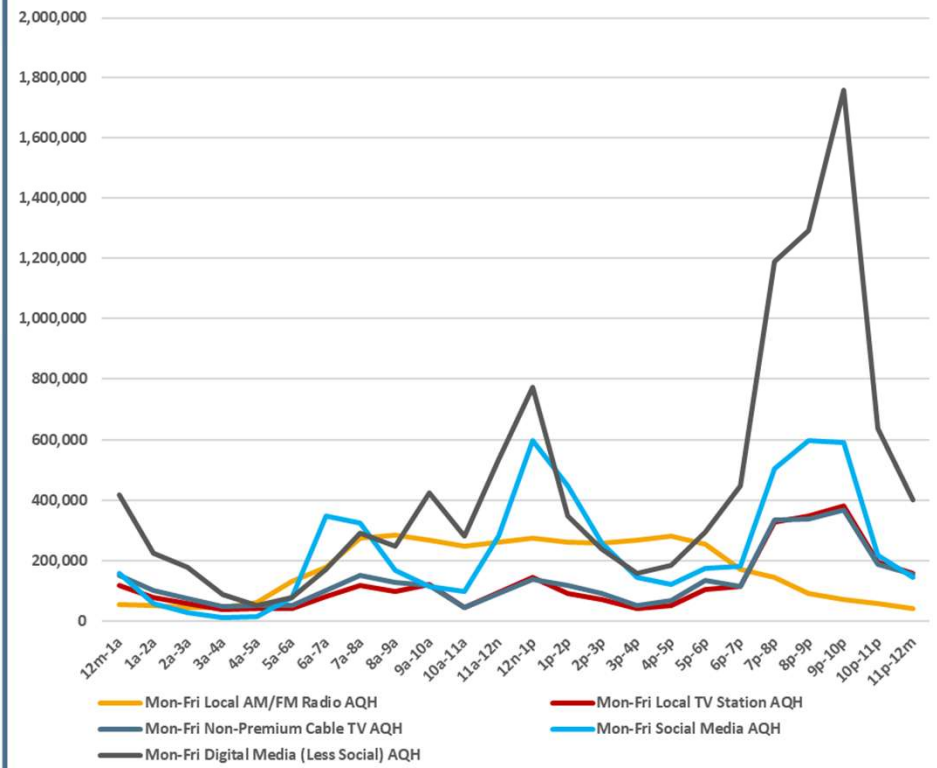


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 11,664; Local Radio: 9,412; Social Media: 7,233; Non-Prem. Cable: 4,973; Local TV: 4,235 reaching Adults 18 or older who used SILVER DINER in the past 30 days.

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



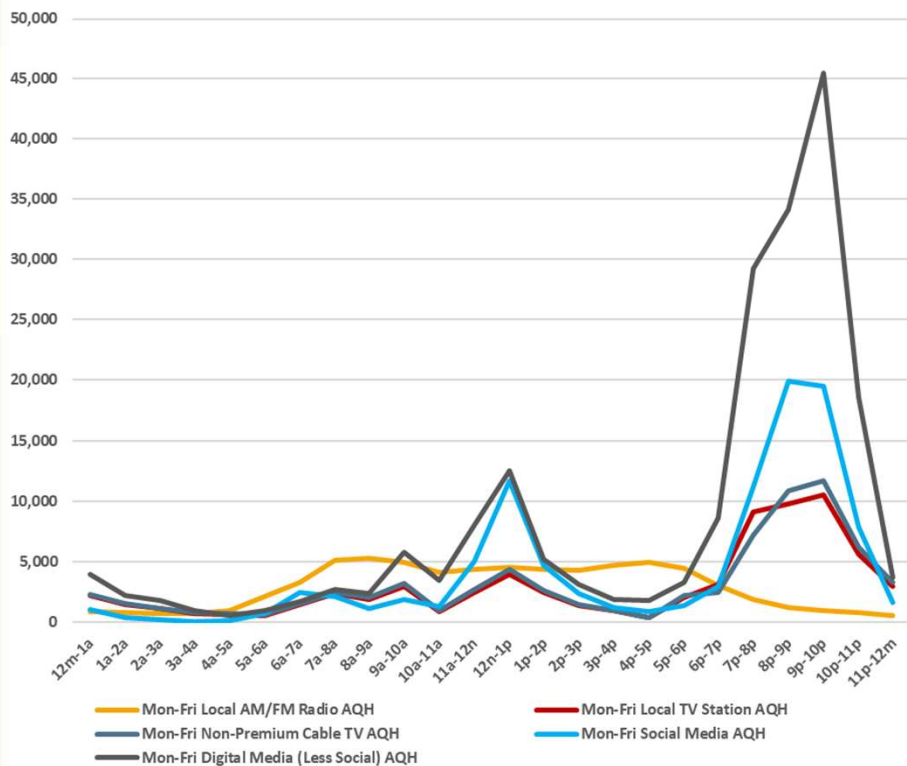
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
WASHINGTON, DC Metro Area Adults 18 or older*



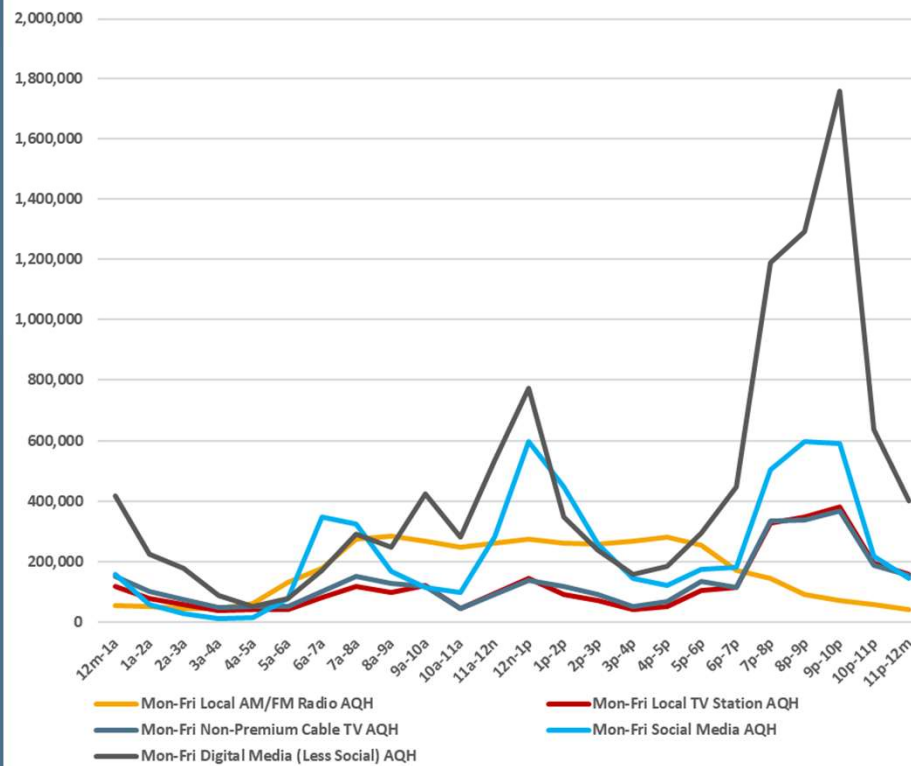


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,657; Local Radio: 4,418; Social Media: 3,019; Non-Prem. Cable: 2,116; Local TV: 2,025 reaching Adults 18 or older who used ROY ROGERS in the past 30 days.

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



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

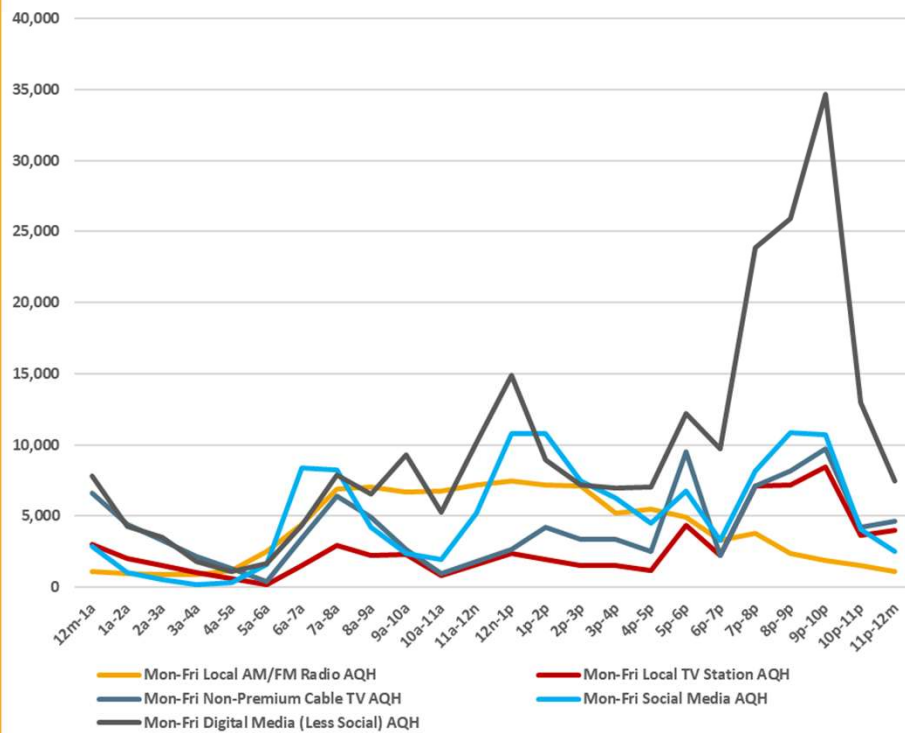




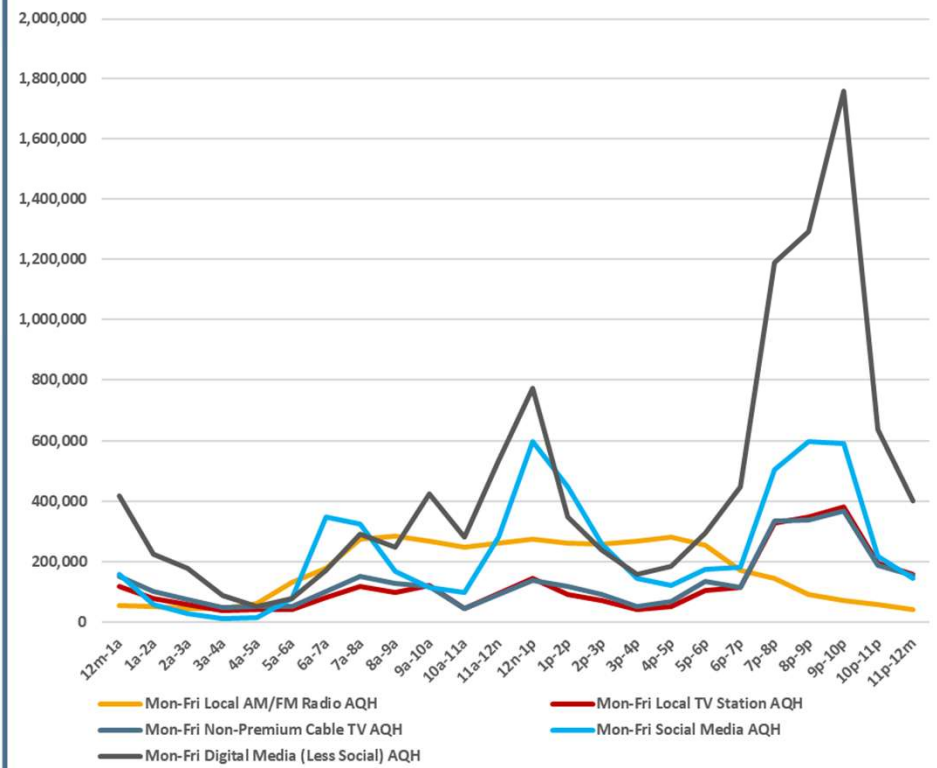


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 8,500; Social Media: 6,168; Local Radio: 6,130; Non-Prem. Cable: 3,692; Local TV: 2,041 reaching Adults 18 or older who used GLORY DAYS GRILL in the past 30 days.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
Adults 18 or older who used GLORY DAYS GRILL in the past 30 days



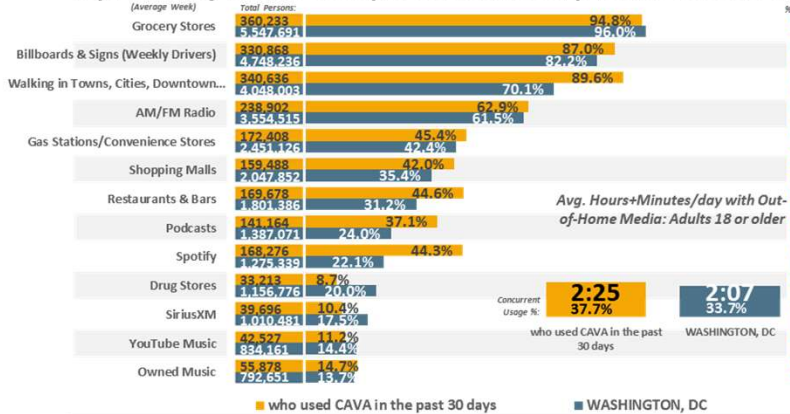
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
WASHINGTON, DC Metro Area Adults 18 or older





330,868 or 87.% of Adults 18 or older who used CAVA in the past 30 days spend an average of 43.1 minutes per day driving, seeing Billboards and Signs. 58.9% Listen to Local Radio Stations Out-of-Home for an average of 30.4 minutes/day.

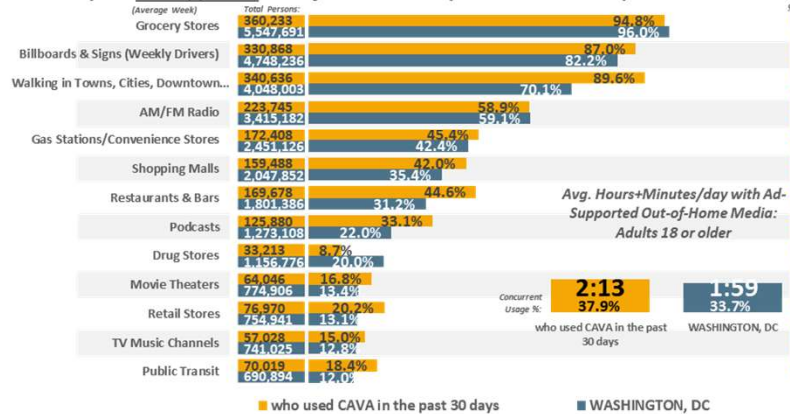
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



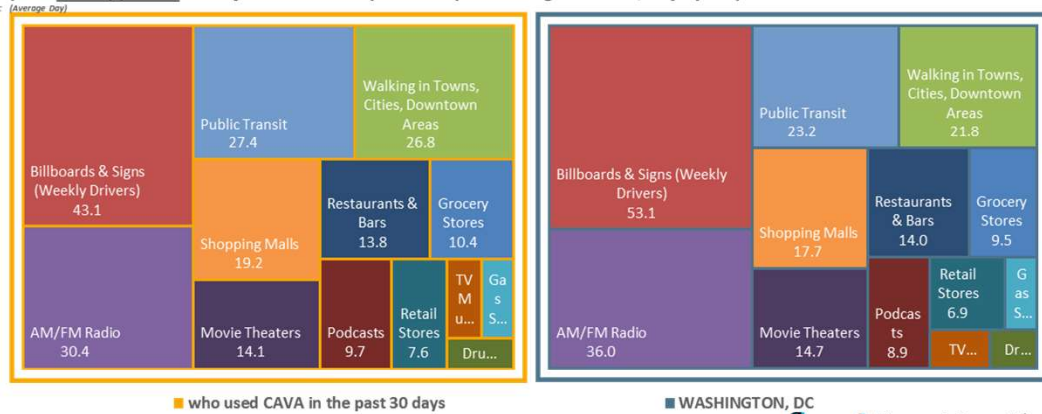
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 407  
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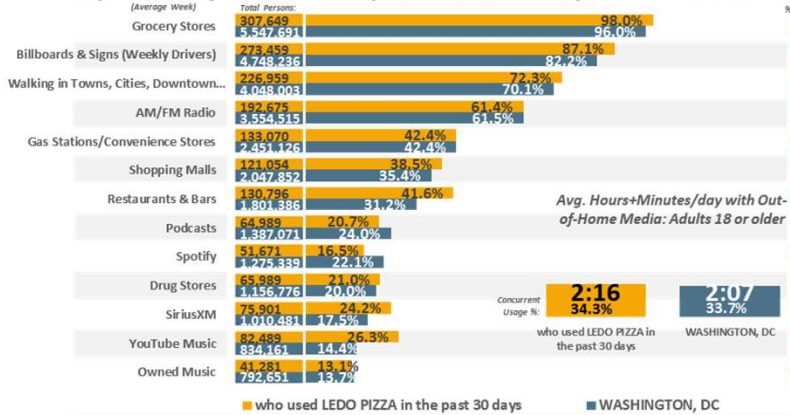
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Quick service restaurants used past 30 days: CAVA

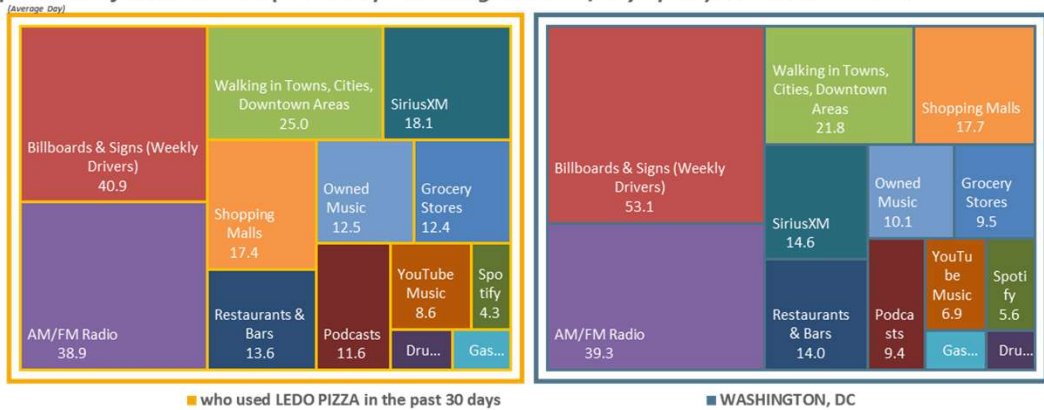


273,459 or 87.1% of Adults 18 or older who used LEDO PIZZA in the past 30 days spend an average of 40.9 minutes per day driving, seeing Billboards and Signs. 58.8% Listen to Local Radio Stations Out-of-Home for an average of 36.7 minutes/day.

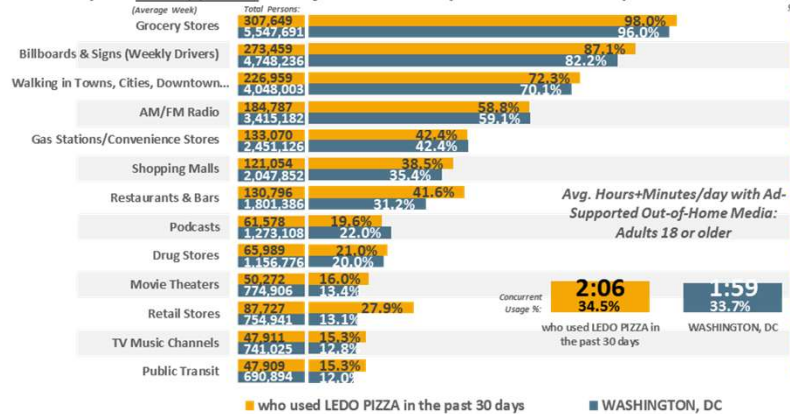
**Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older**



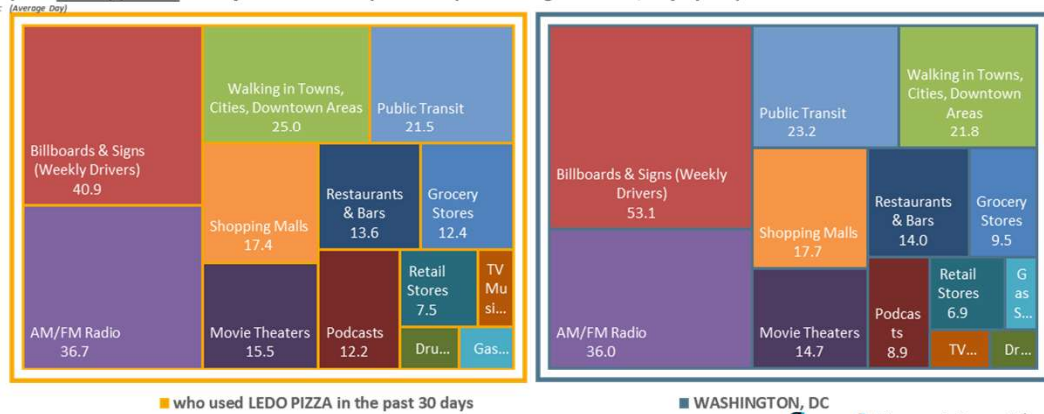
**Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 276  
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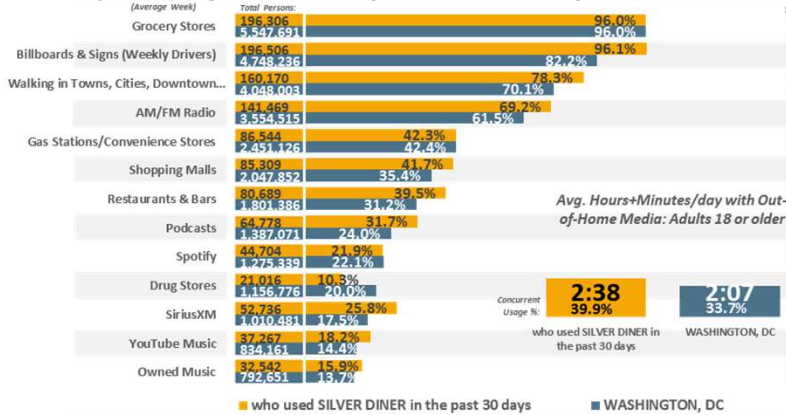
Quick service restaurants used past 30 days: Ledo Pizza



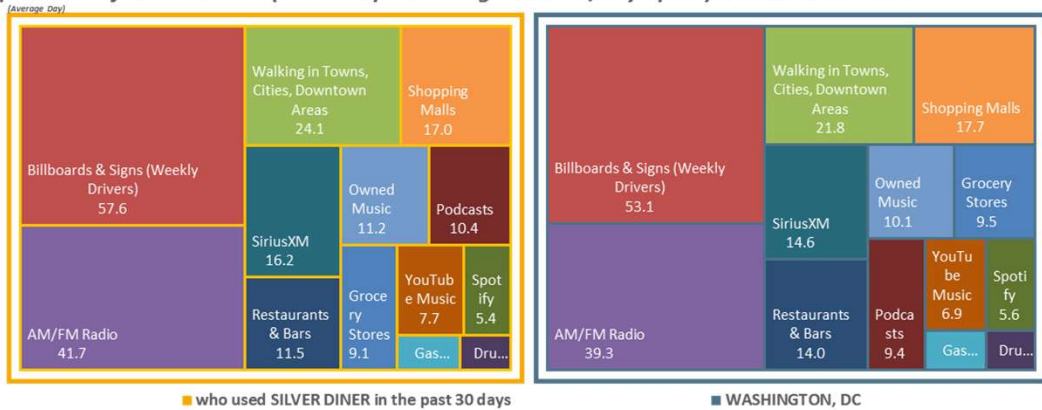


196,506 or 96.1% of Adults 18 or older who used SILVER DINER in the past 30 days spend an average of 57.6 minutes per day driving, seeing Billboards and Signs. 61.4% Listen to Local Radio Stations Out-of-Home for an average of 33.8 minutes/day.

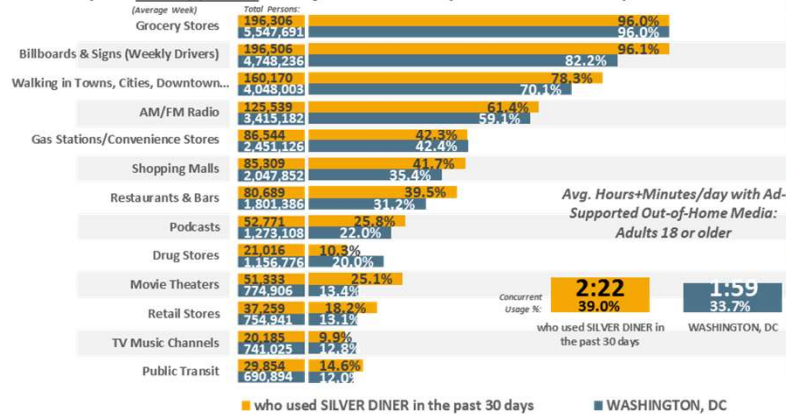
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



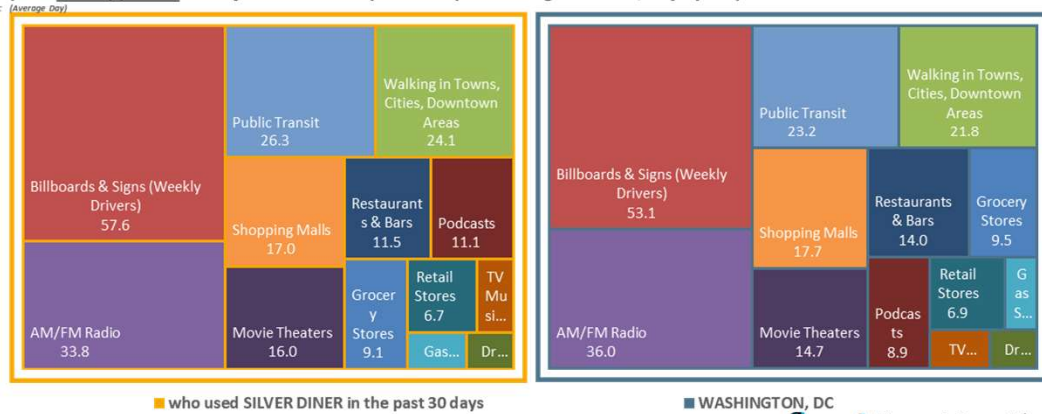
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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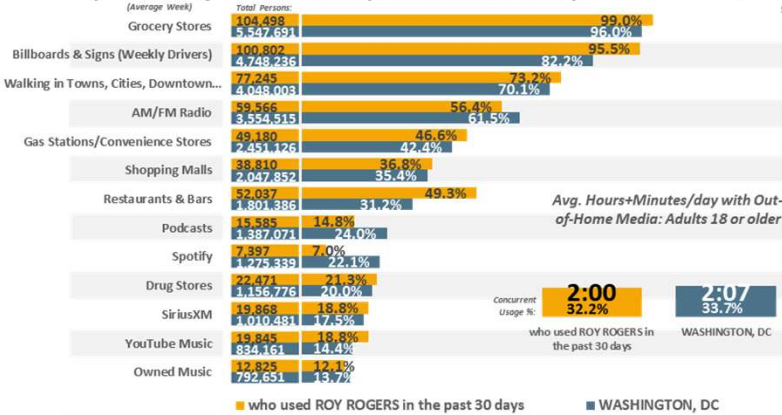
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Sit-down restaurants used past 30 days: Silver Diner

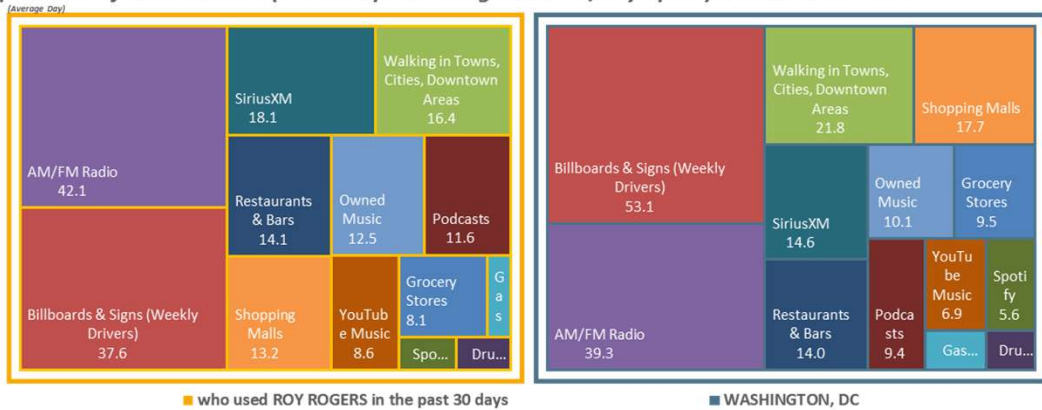


100,802 or 95.5% of Adults 18 or older who used ROY ROGERS in the past 30 days spend an average of 37.6 minutes per day driving, seeing Billboards and Signs. 54.8% Listen to Local Radio Stations Out-of-Home for an average of 37.8 minutes/day.

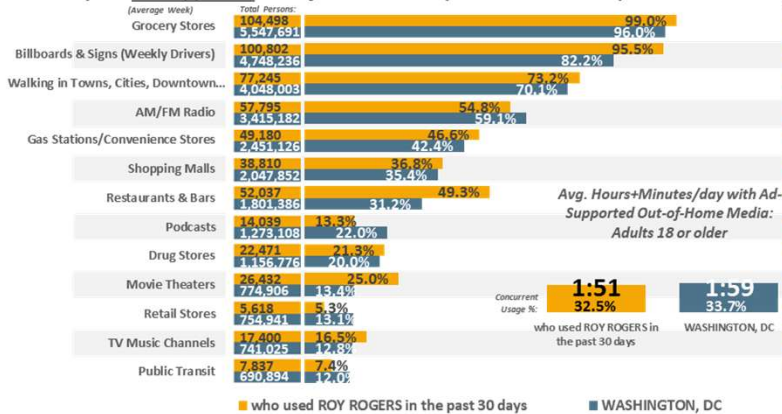
**Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older**



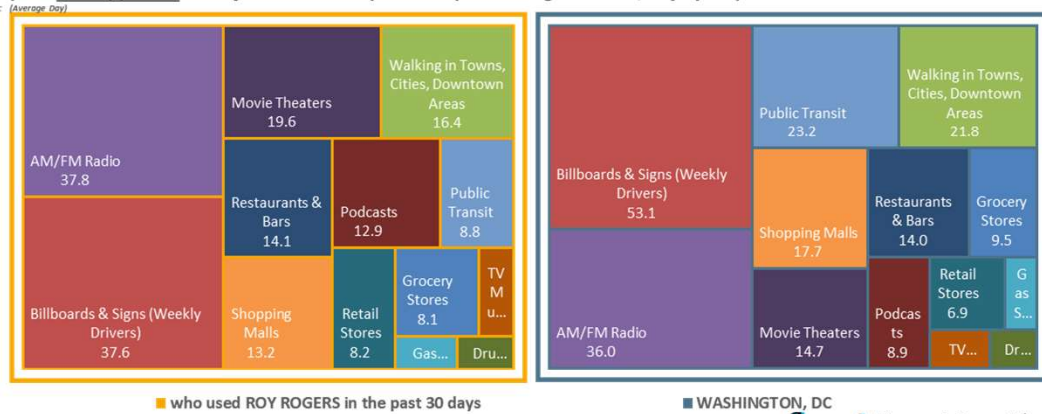
**Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



**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**



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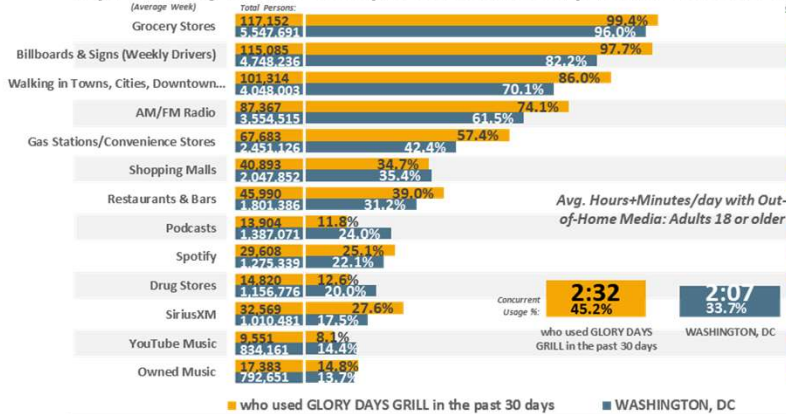
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Quick service restaurants used past 30 days: Roy Rogers

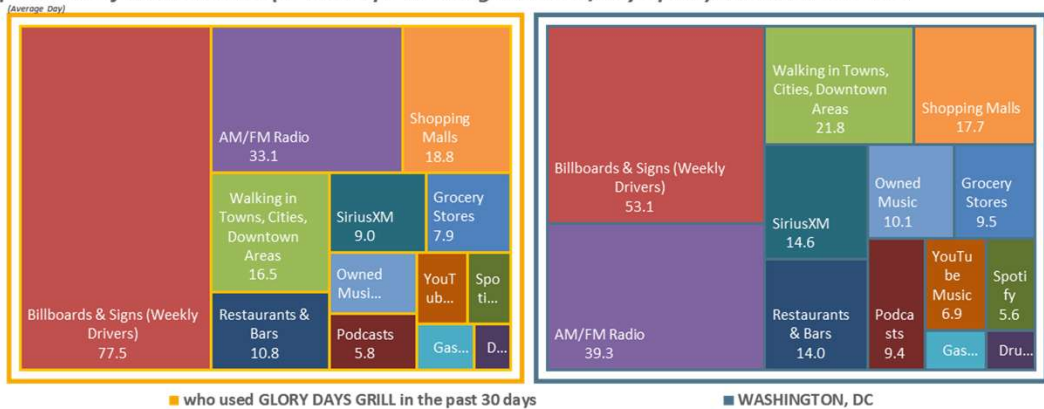


115,085 or 97.7% of Adults 18 or older who used GLORY DAYS GRILL in the past 30 days spend an average of 77.5 minutes per day driving, seeing Billboards and Signs. 69.4% Listen to Local Radio Stations Out-of-Home for an average of 30.6 minutes/day.

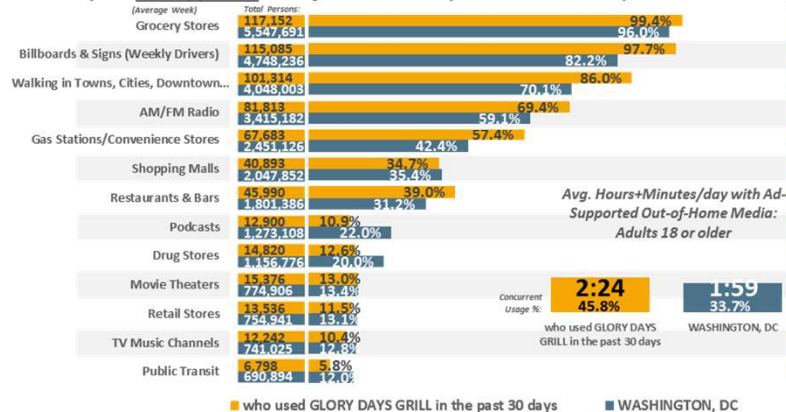
**Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older**



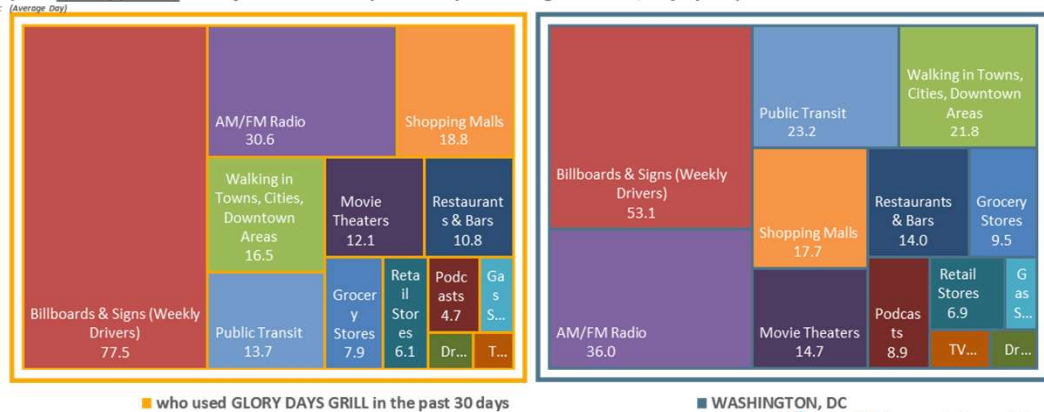
**Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



**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**





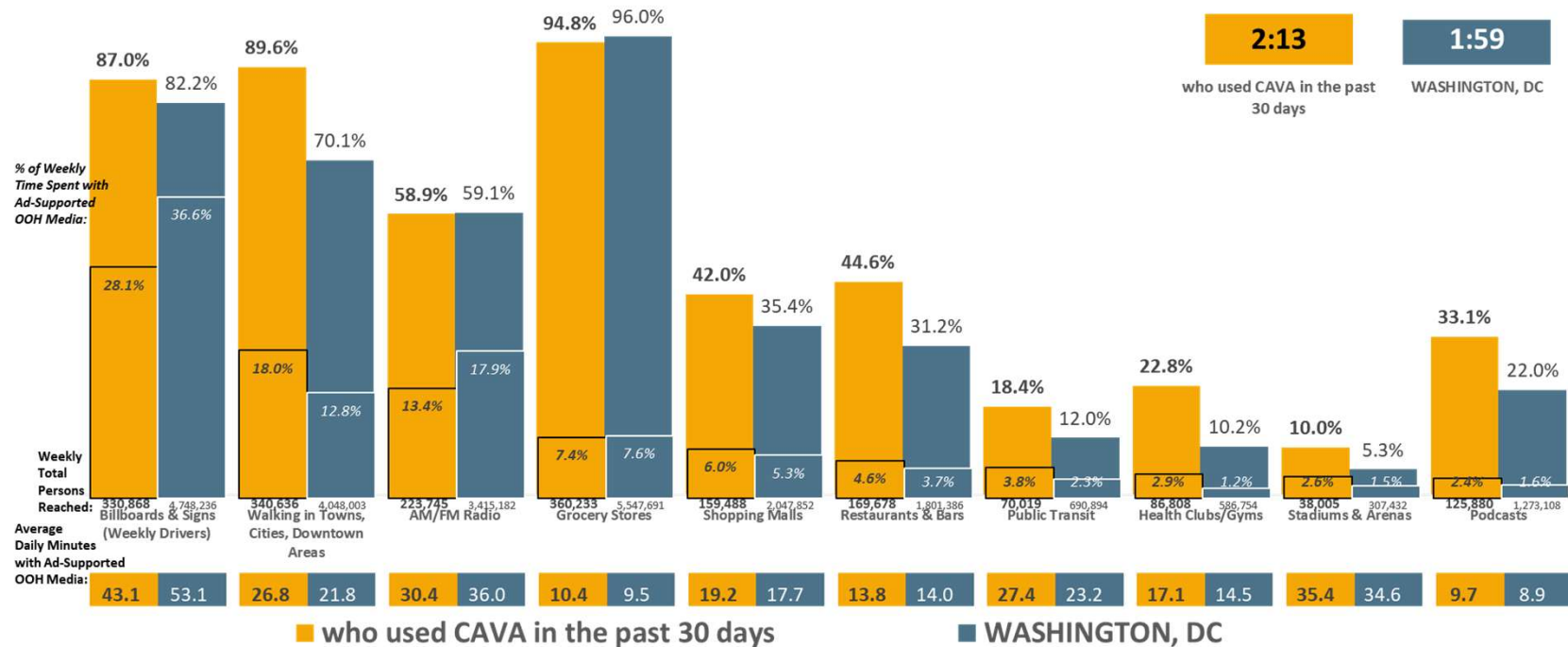


330,868 or 87.0% of Adults 18 or older who used CAVA in the past 30 days spend an average of 43.1 minutes per day driving, seeing Billboards and Signs representing 28.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 407 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703  
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Quick service restaurants used past 30 days: CAVA

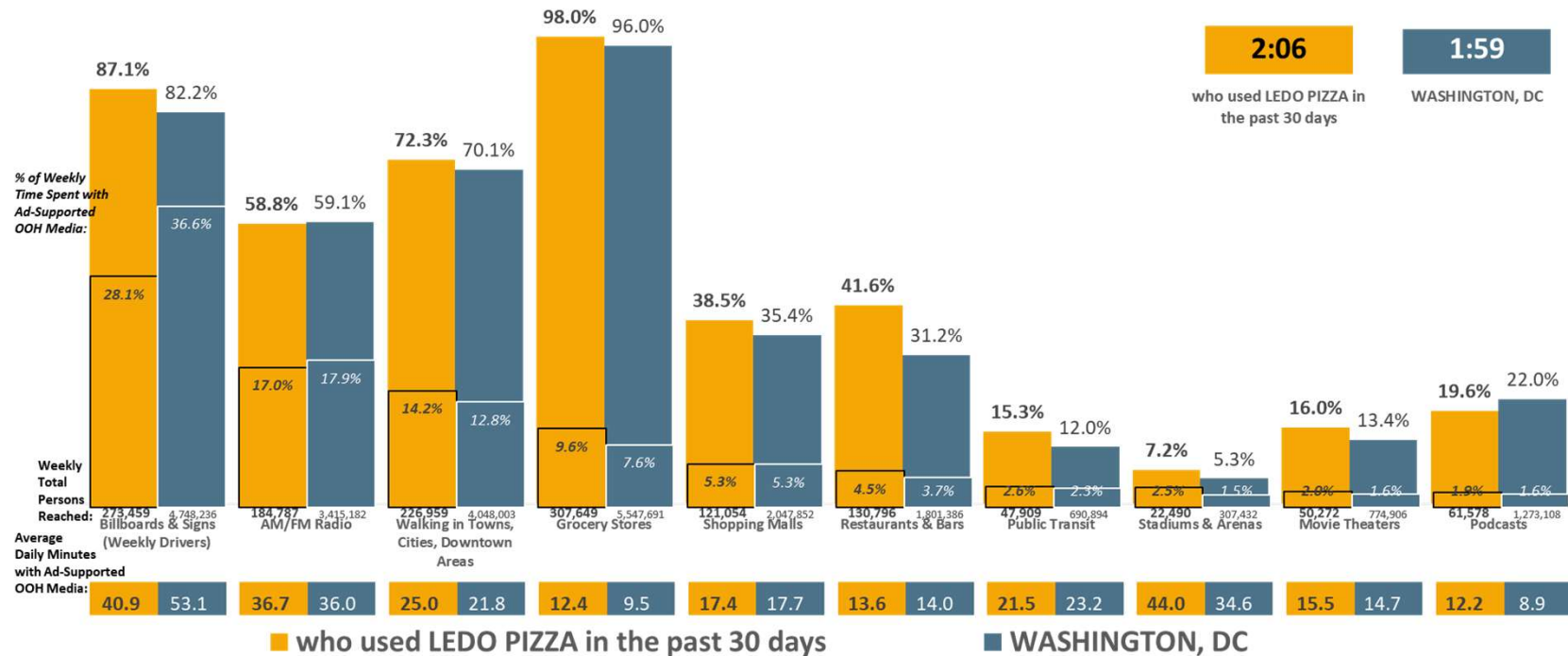


273,459 or 87.1% of Adults 18 or older who used LEDO PIZZA in the past 30 days spend an average of 40.9 minutes per day driving, seeing Billboards and Signs representing 28.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 276  
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WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703

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Quick service restaurants used past 30 days: Ledo Pizza

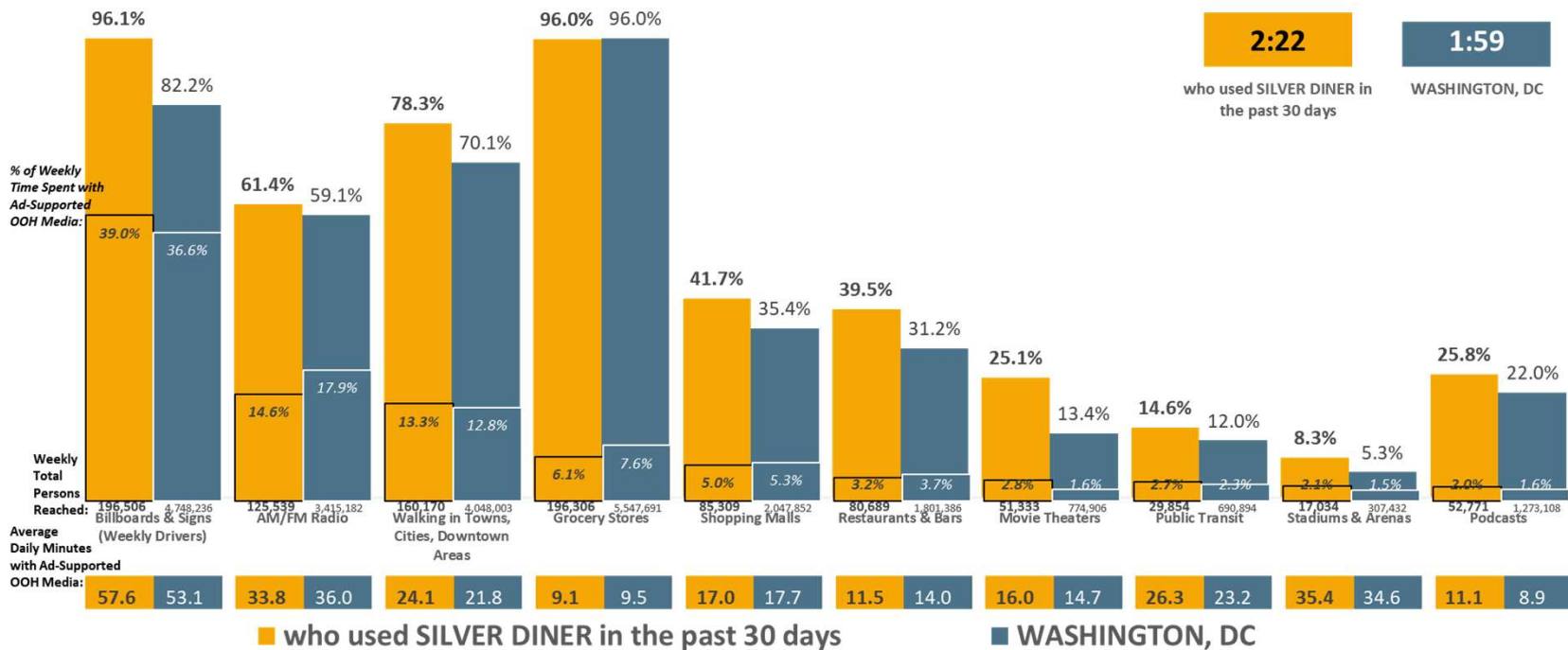


196,506 or 96.1% of Adults 18 or older who used SILVER DINER in the past 30 days spend an average of 57.6 minutes per day driving, seeing Billboards and Signs representing 39.% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 240 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703

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Sit-down restaurants used past 30 days: Silver Diner



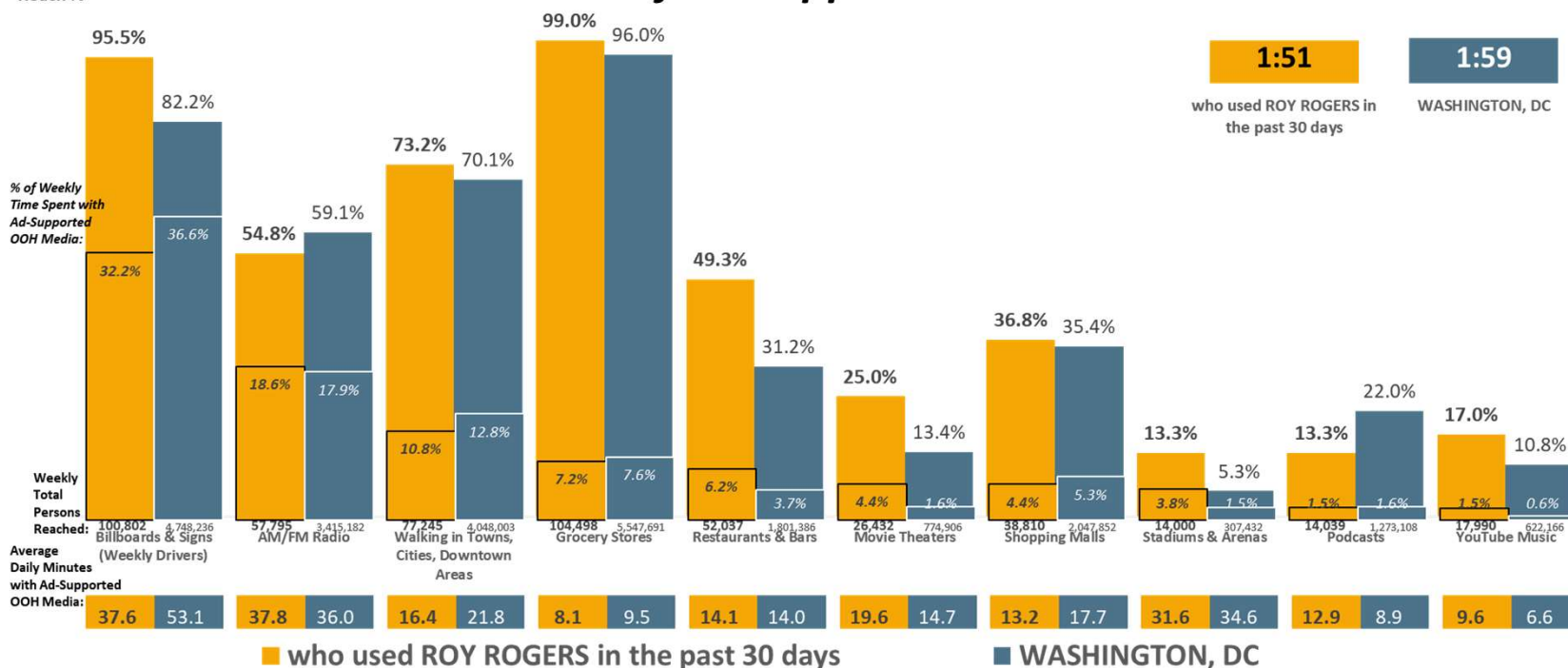


100,802 or 95.5% of Adults 18 or older who used ROY ROGERS in the past 30 days spend an average of 37.6 minutes per day driving, seeing Billboards and Signs representing 32.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 124 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703  
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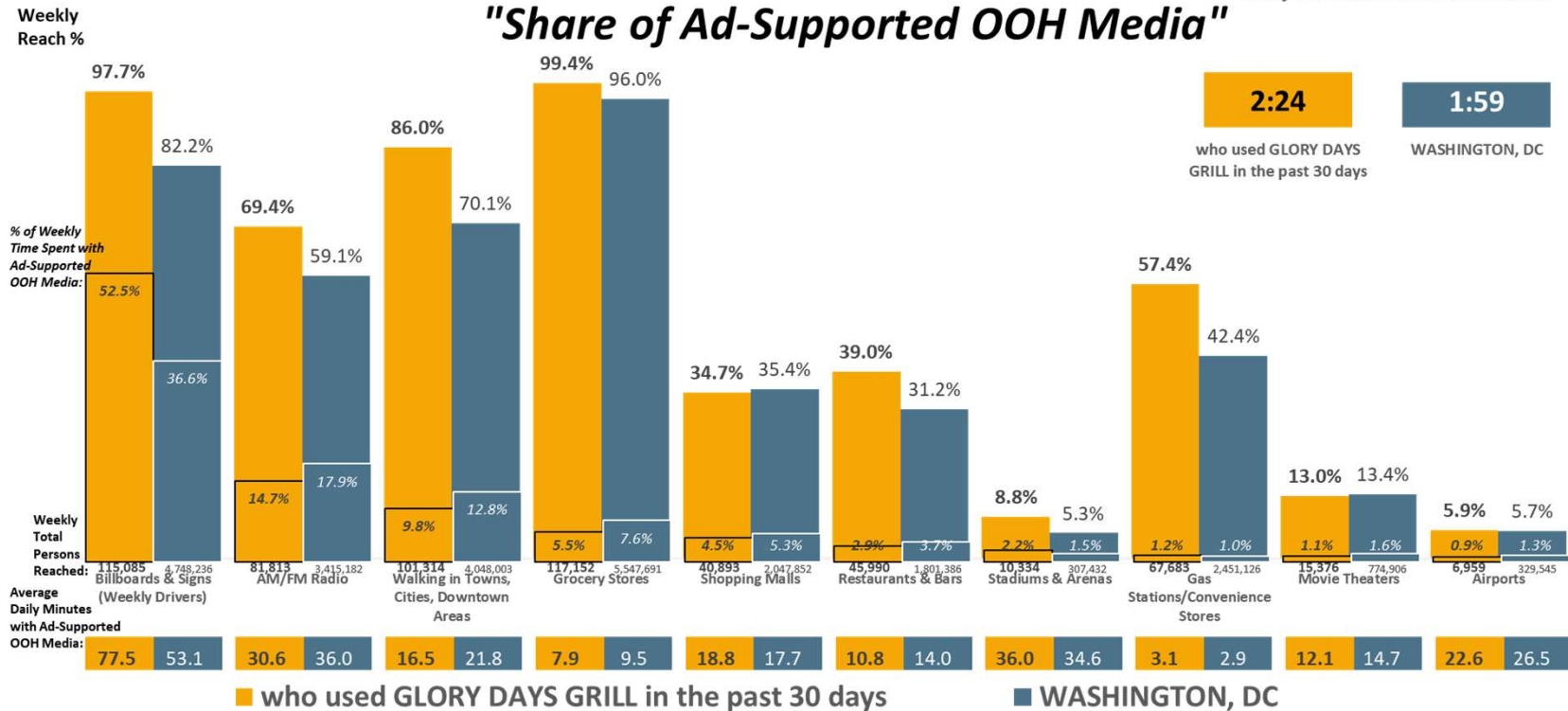
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Roy Rogers



115,085 or 97.7% of Adults 18 or older who used GLORY DAYS GRILL in the past 30 days spend an average of 77.5 minutes per day driving, seeing Billboards and Signs representing 52.5% 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



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 118 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703

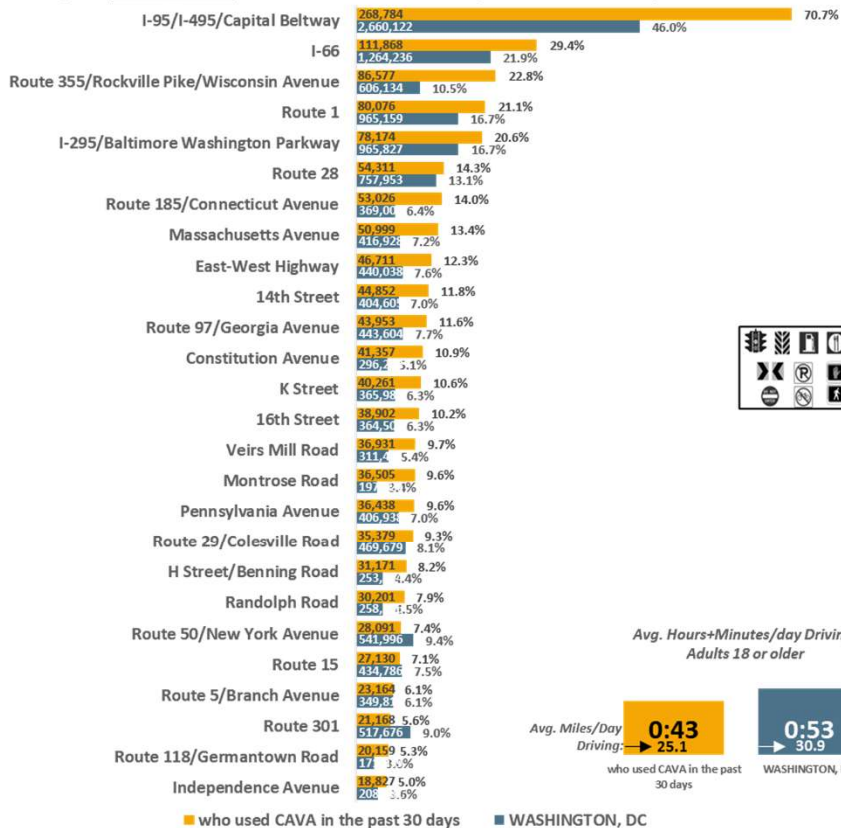
soefa.ai Share of Everything for Anything

Sit-down restaurants used past 30 days: Glory Days Grill

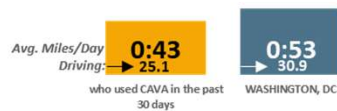


330,868 or 87.% of Adults 18 or older who used CAVA in the past 30 days spend an average of 43.1 minutes per day driving an average of 25.1 miles each day and are 181.6% more likely to use Montrose Road than the Metro average.

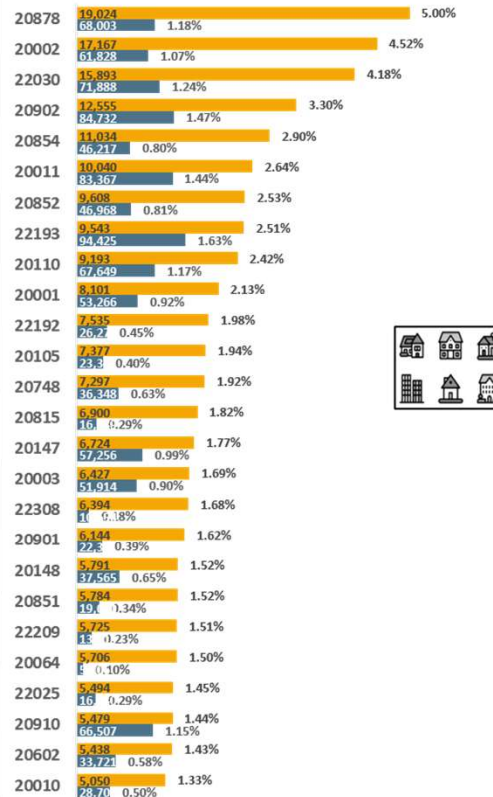
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



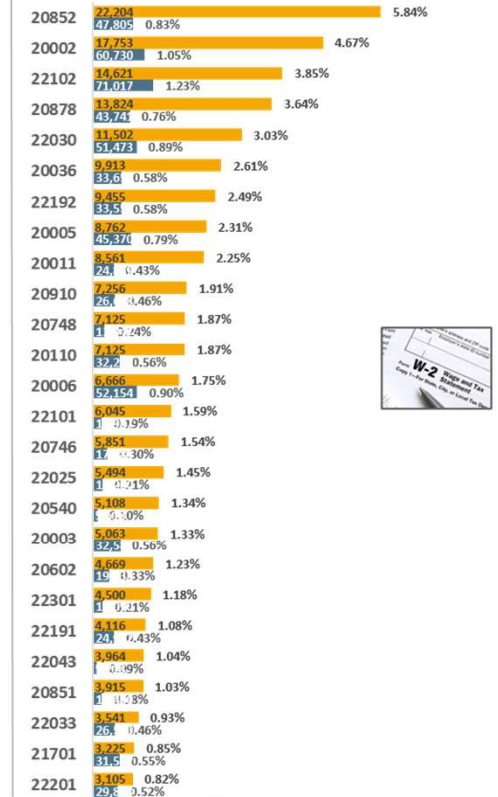
Avg. Hours+Minutes/day Driving:  
Adults 18 or older



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



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

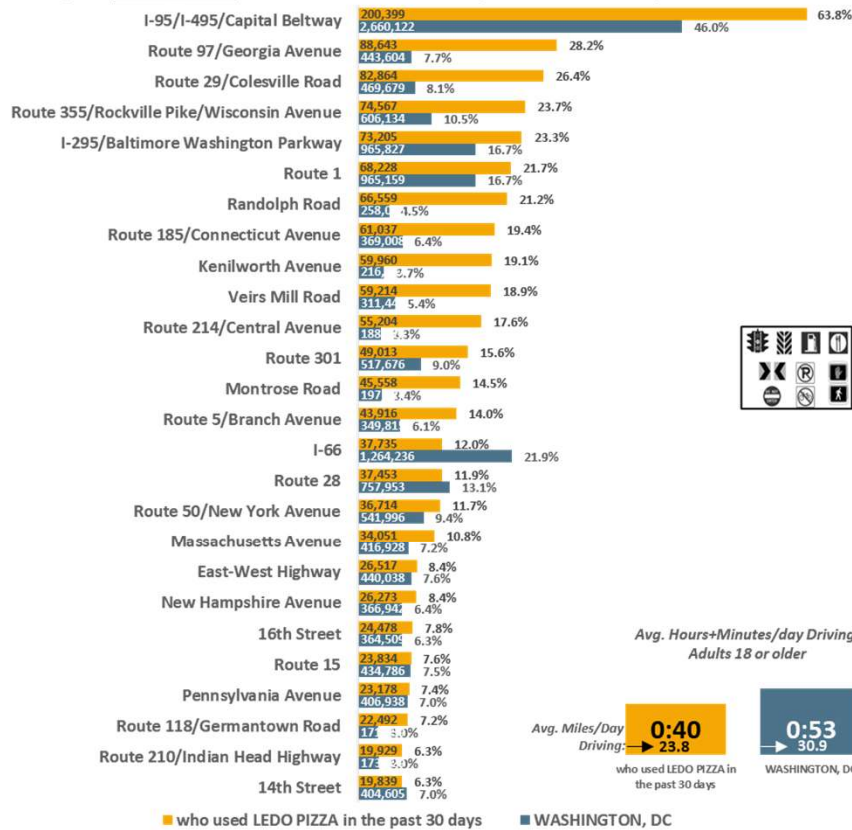






273,459 or 87.1% of Adults 18 or older who used LEDO PIZZA in the past 30 days spend an average of 40.9 minutes per day driving an average of 23.8 miles each day and are 439.8% more likely to use Route 214/Central Avenue than the Metro average.

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



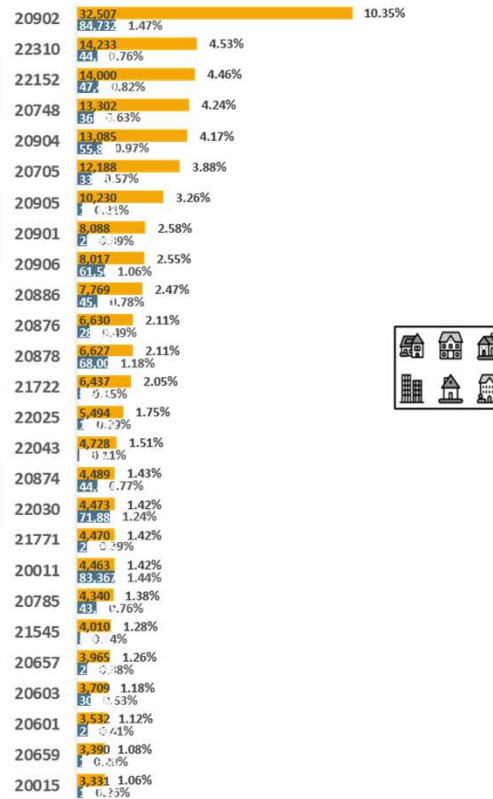
Avg. Hours+Minutes/day Driving:  
Adults 18 or older

Avg. Miles/Day  
Driving: 23.8

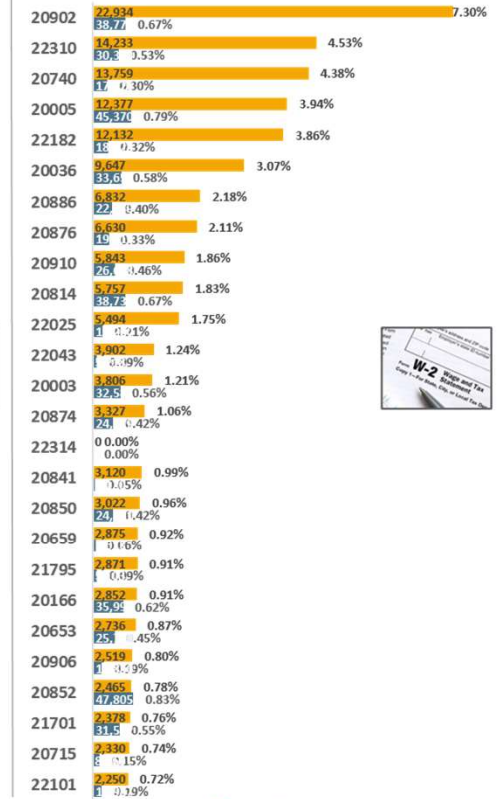
who used LEDO PIZZA in  
the past 30 days

WASHINGTON, DC  
30.9

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



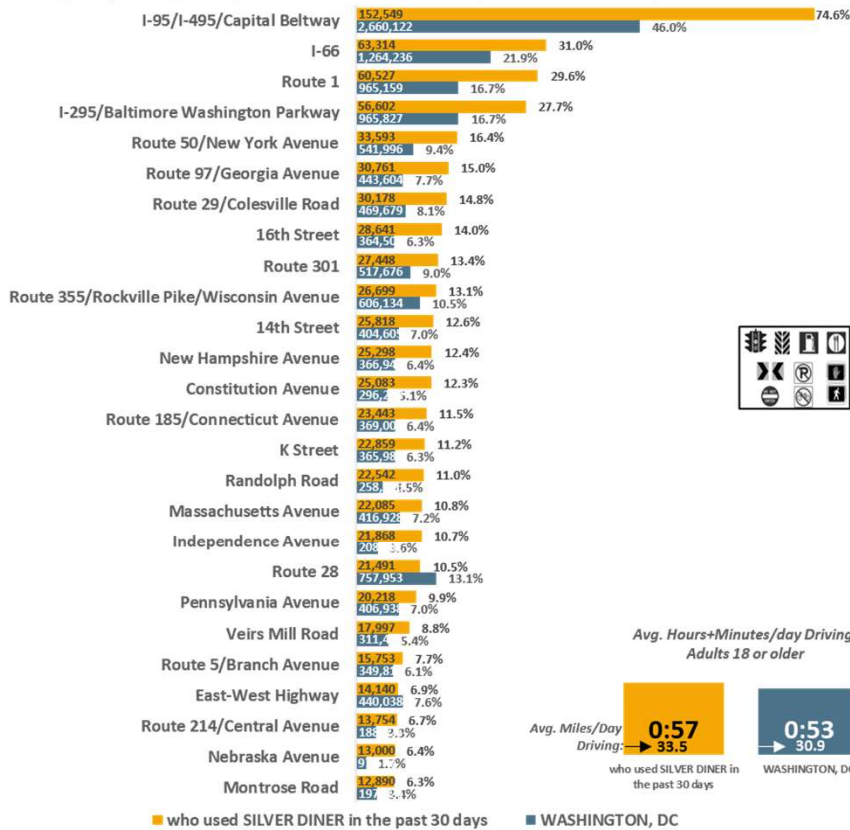
#### Top-26 Employment Zip Codes: Adults 18 or older





196,506 or 96.1% of Adults 18 or older who used SILVER DINER in the past 30 days spend an average of 57.6 minutes per day driving an average of 33.5 miles each day and are 196.7% more likely to use Independence Avenue than the Metro average.

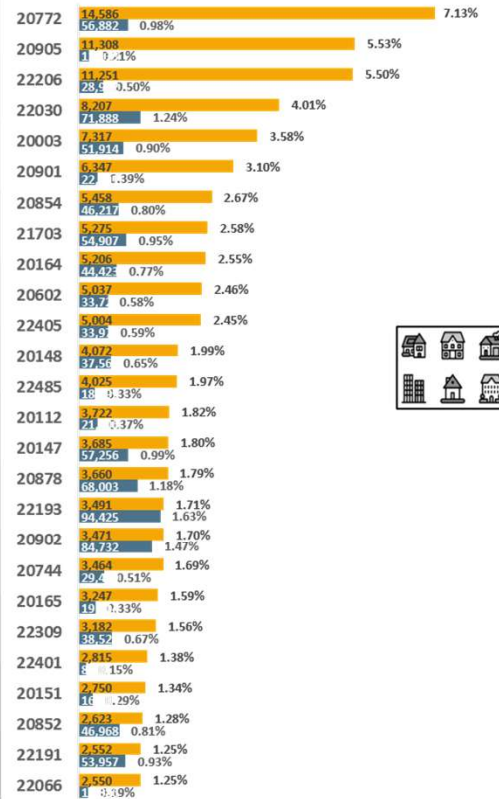
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



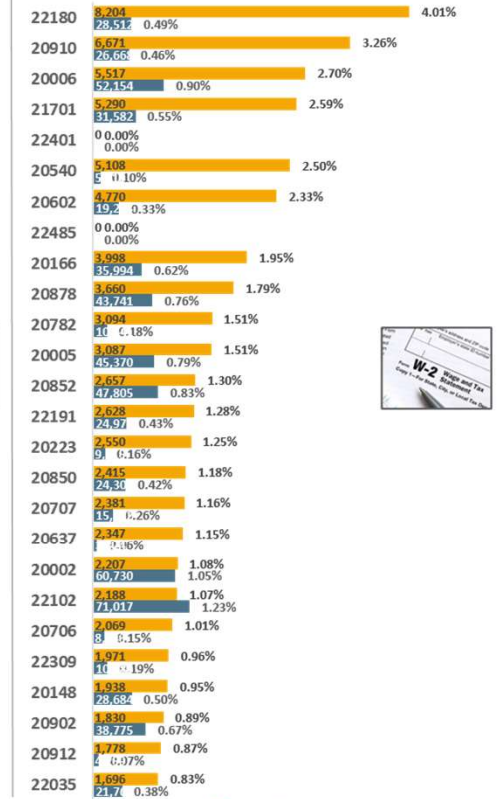
Avg. Hours+Minutes/day Driving:  
Adults 18 or older



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



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

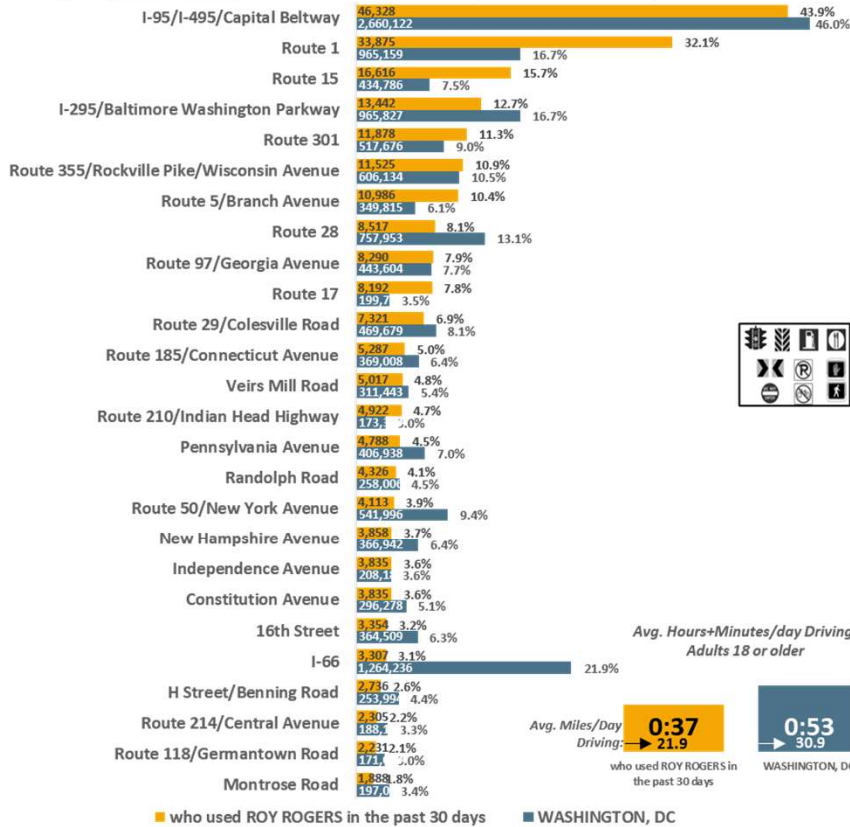


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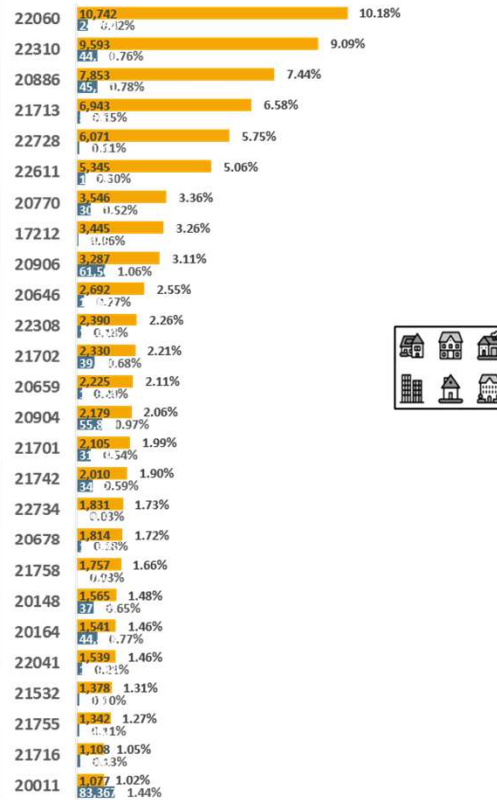


100,802 or 95.5% of Adults 18 or older who used ROY ROGERS in the past 30 days spend an average of 37.6 minutes per day driving an average of 21.9 miles each day and are 124.4% more likely to use Route 17 than the Metro average.

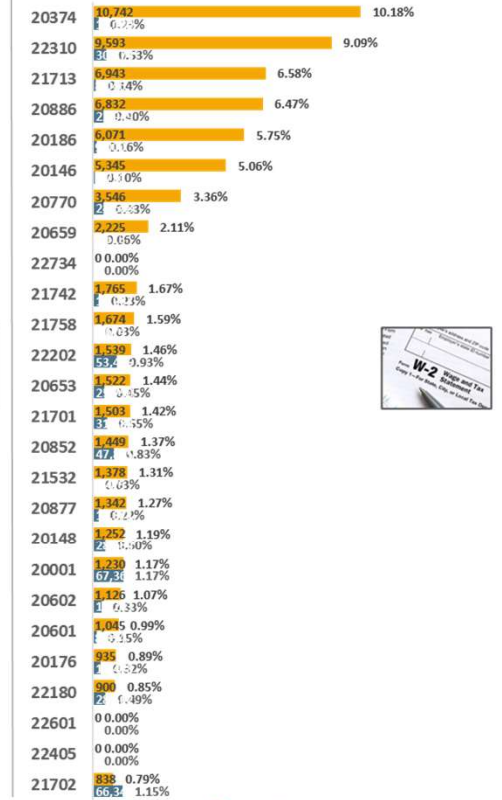
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



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



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

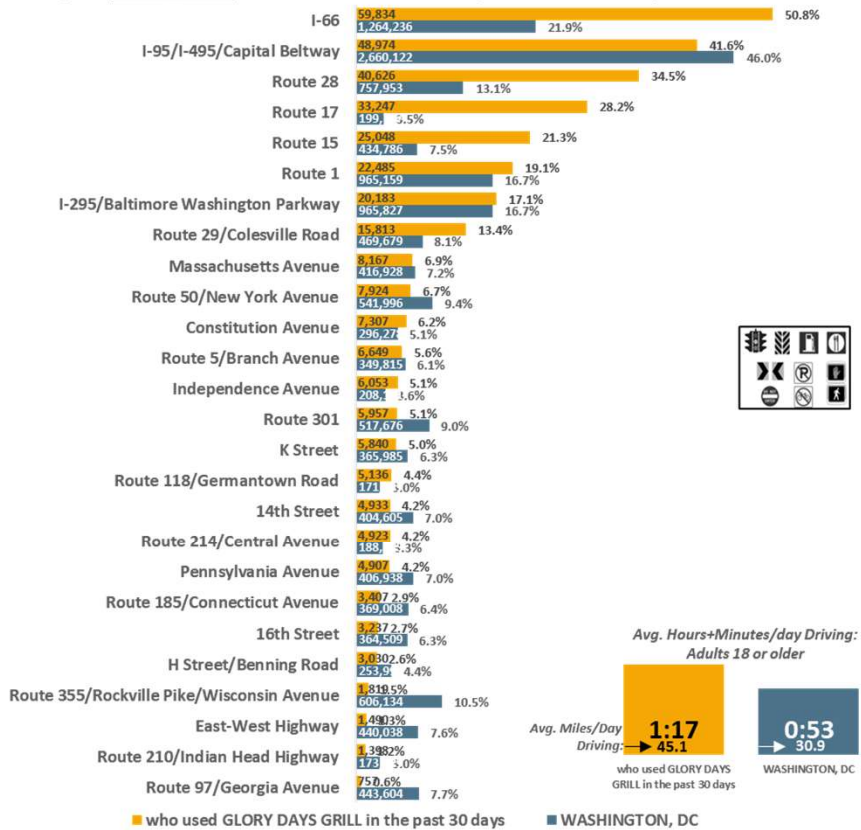






115,085 or 97.7% of Adults 18 or older who used GLORY DAYS GRILL in the past 30 days spend an average of 77.5 minutes per day driving an average of 45.1 miles each day and are 715.9% more likely to use Route 17 than the Metro average.

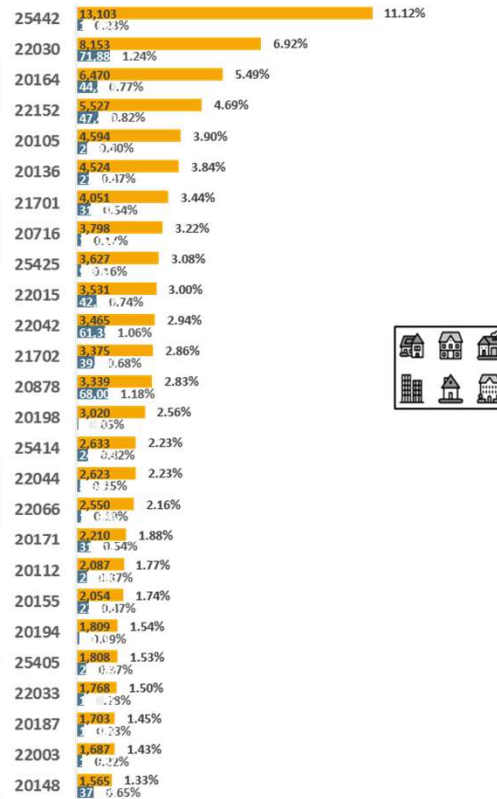
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



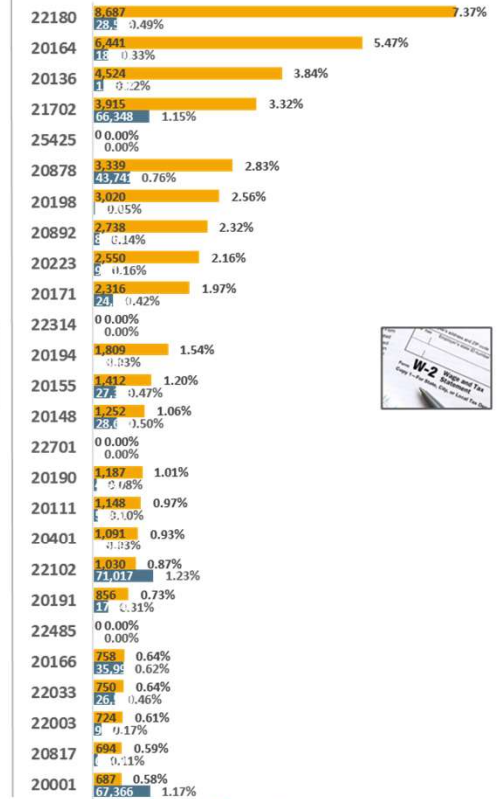
Avg. Hours+Minutes/day Driving:  
Adults 18 or older



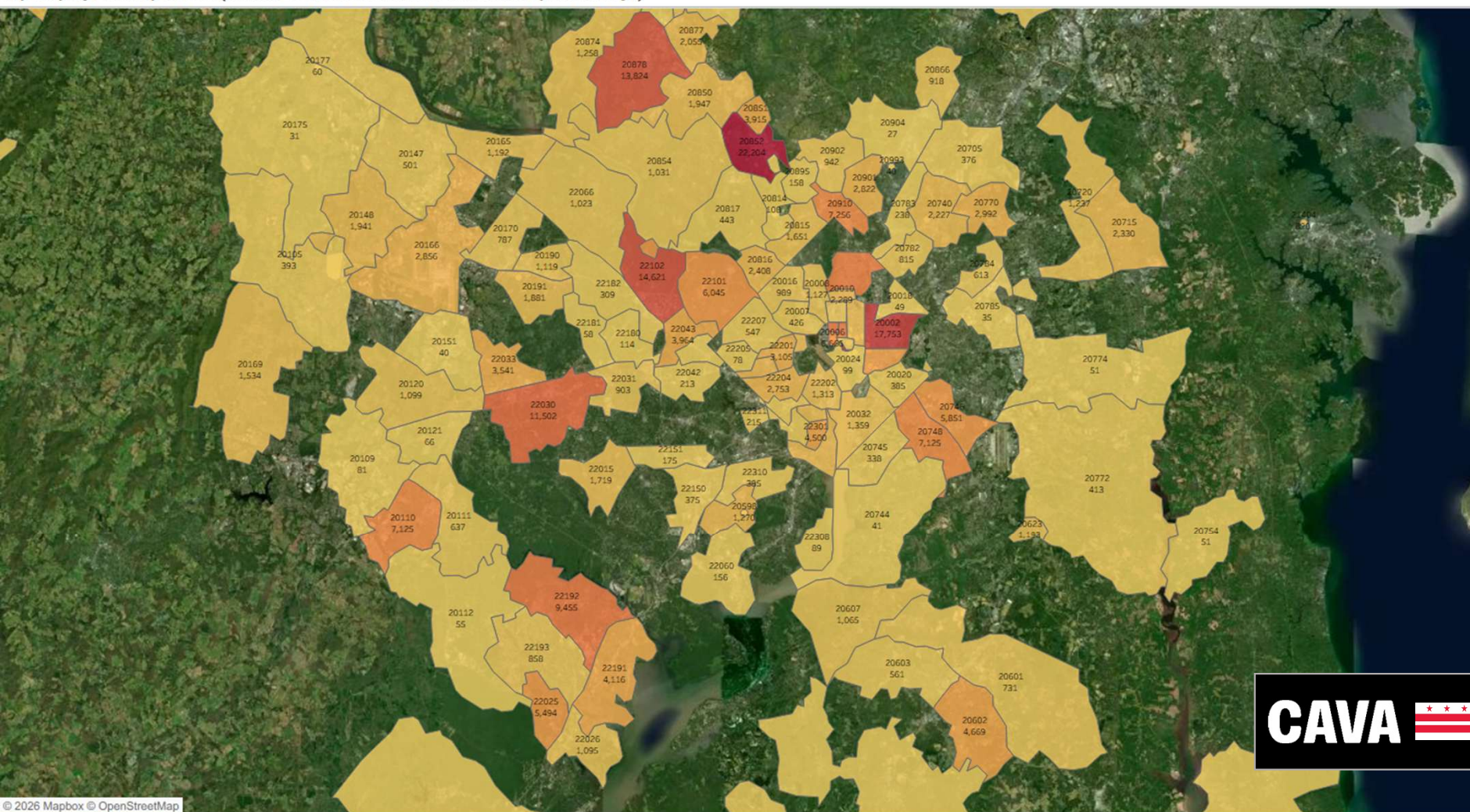
Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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



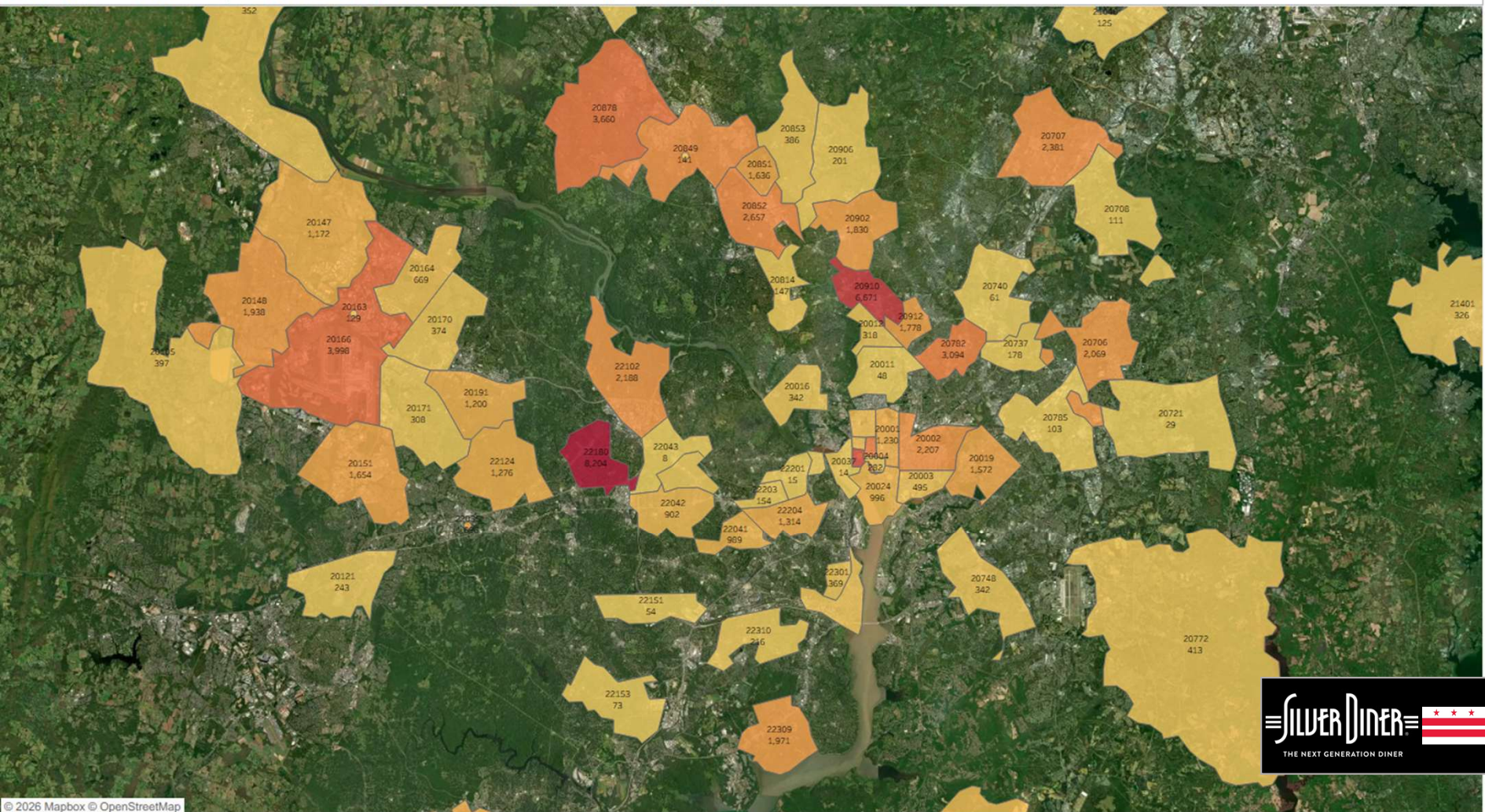


▼ SUM(Adults 18 or olde...





Top Employment Zip Codes: (Adults 18 or older who used SILVER DINER in the past 30 days)



SUM(Adults 18 or olde...



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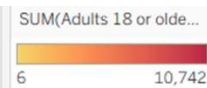
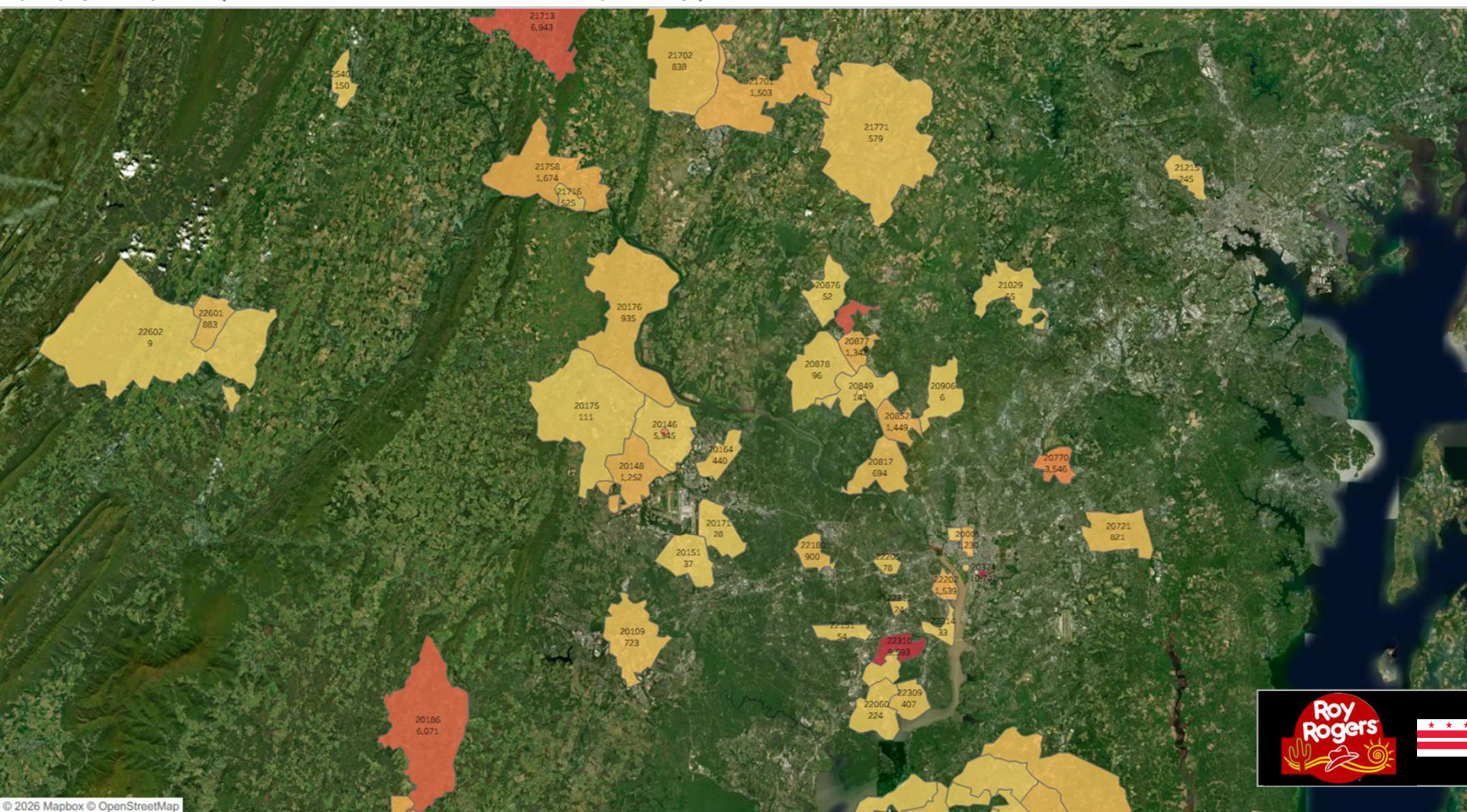
240

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Sit-down restaurants used past 30 days: Silver Diner



Top Employment Zip Codes: (Adults 18 or older who used ROY ROGERS in the past 30 days)



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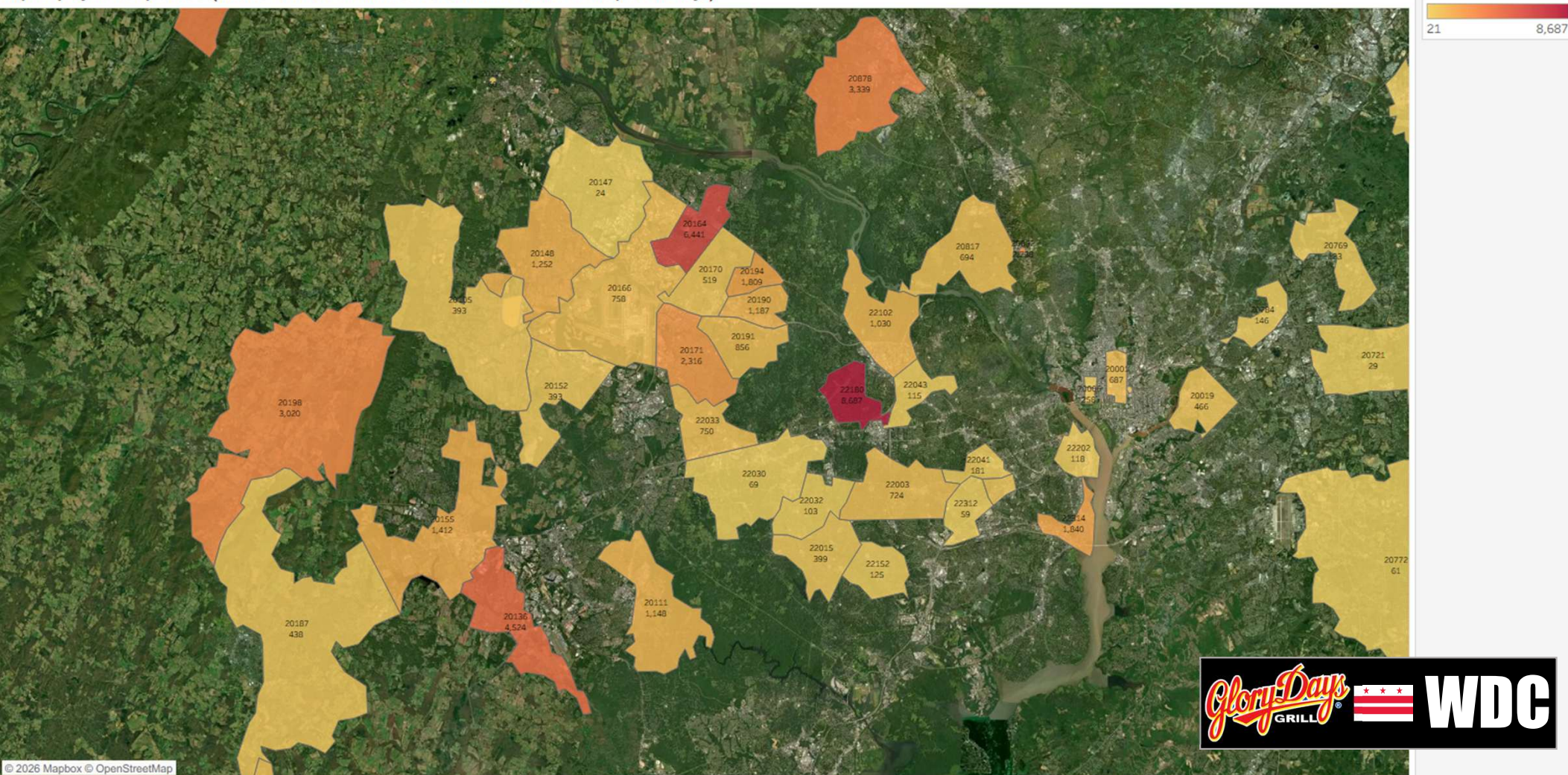
124

Quick service restaurants used past 30 days: Roy Rogers

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**Top Employment Zip Codes: (Adults 18 or older who used GLORY DAYS GRILL in the past 30 days)**

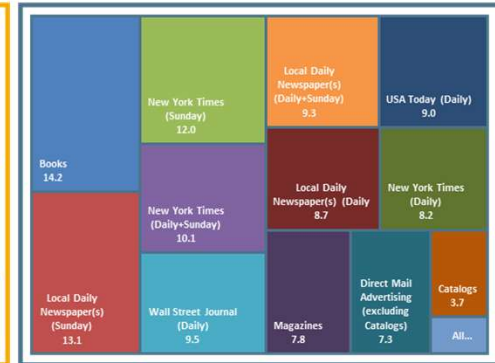
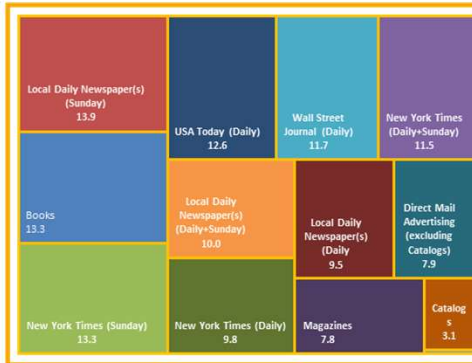
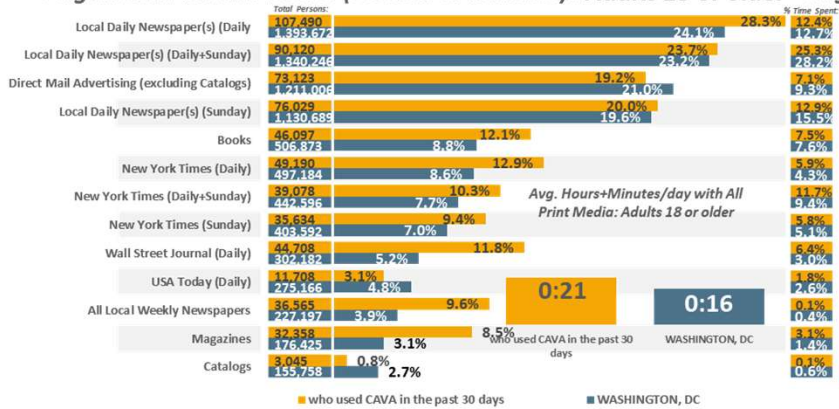




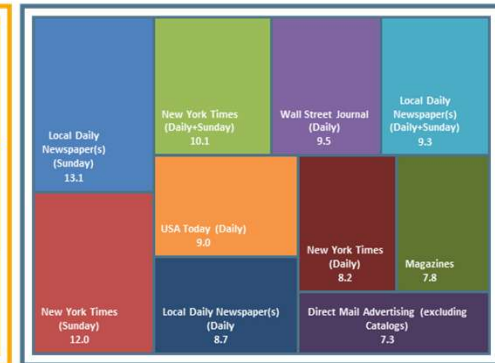
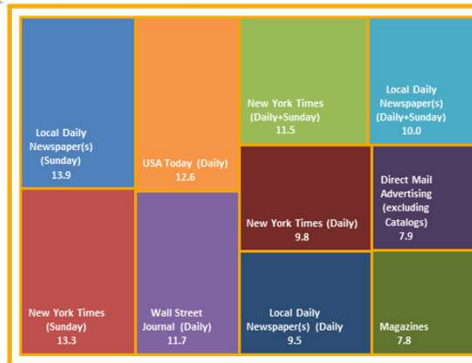
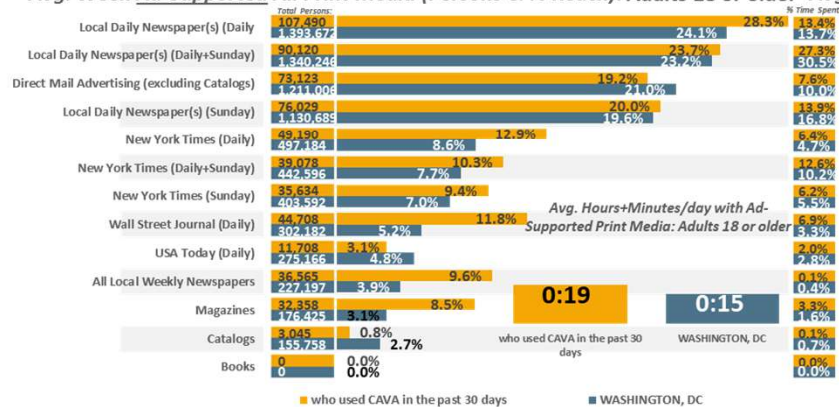


90,120 or 23.7% of Adults 18 or older who used CAVA in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10. minutes every day representing 27.3% of all time spent daily with All forms of Print Media.

**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**



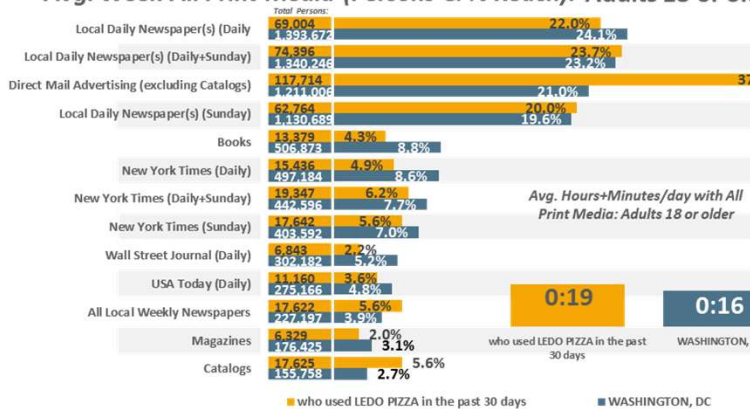
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



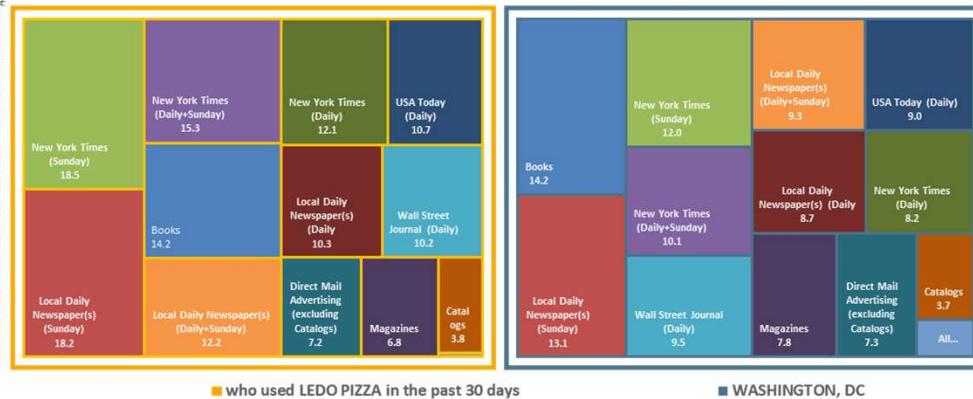


74,396 or 23.7% of Adults 18 or older who used LEDO PIZZA in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.2 minutes every day representing 31.5% of all time spent daily with All forms of Print Media.

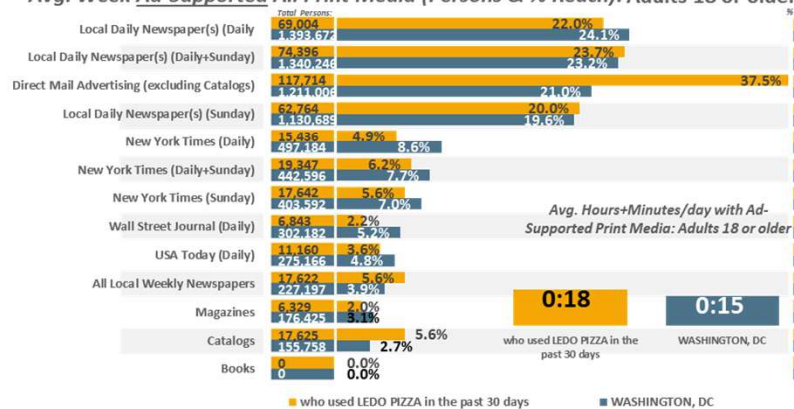
### Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



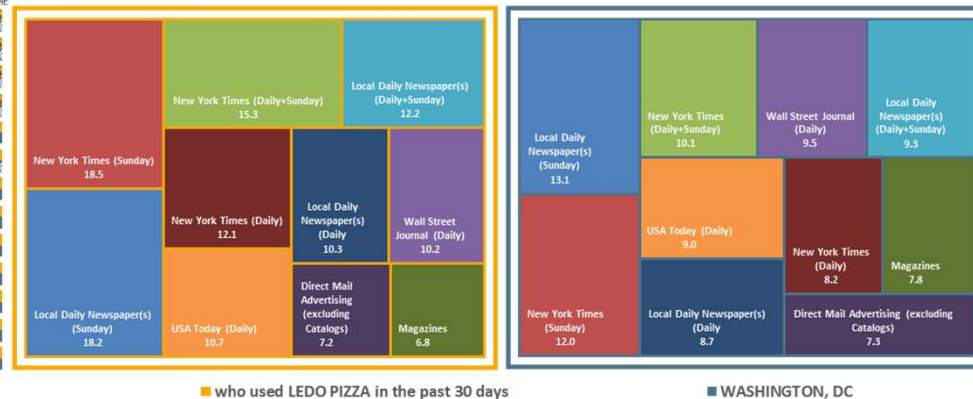
### Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



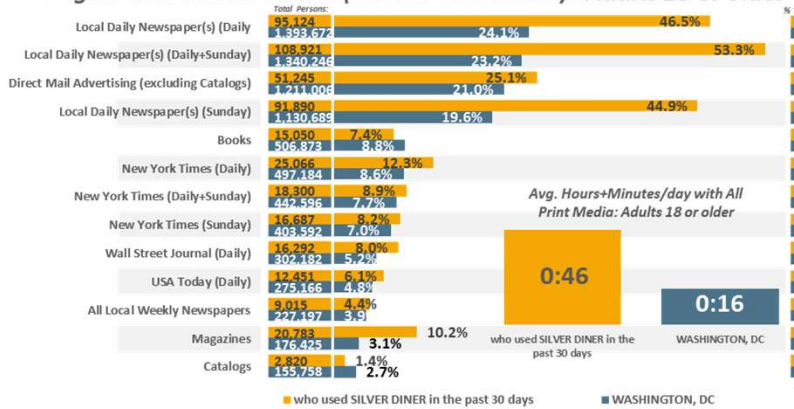
### Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



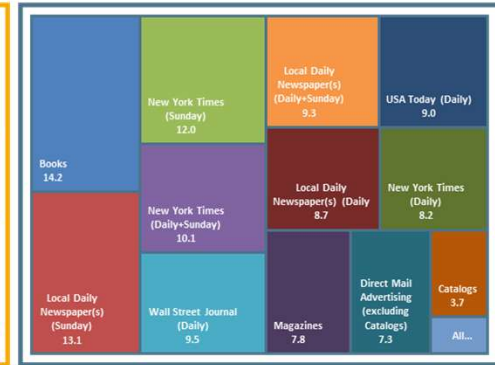
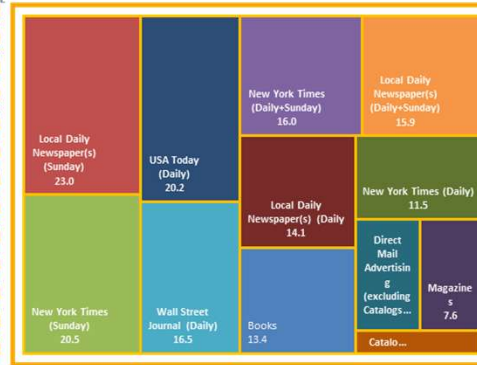


108,921 or 53.3% of Adults 18 or older who used SILVER DINER in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 15.9 minutes every day representing 37.3% of all time spent daily with All forms of Print Media.

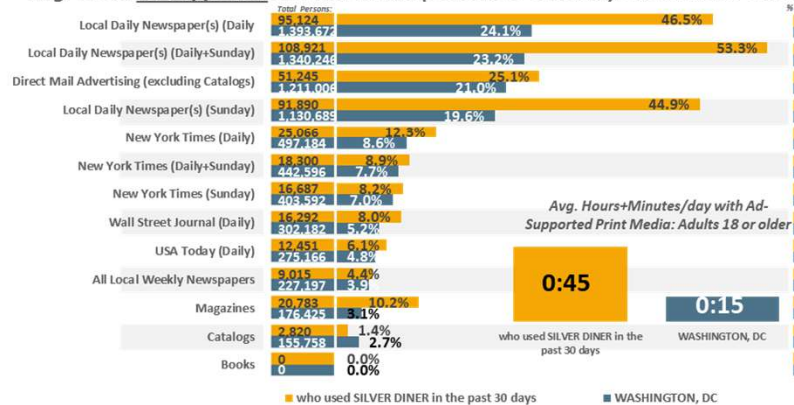
**Avg. Week All Print Media (Persons & % Reach): Adults 18 or older**



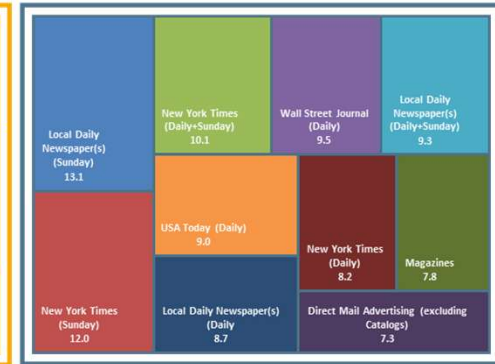
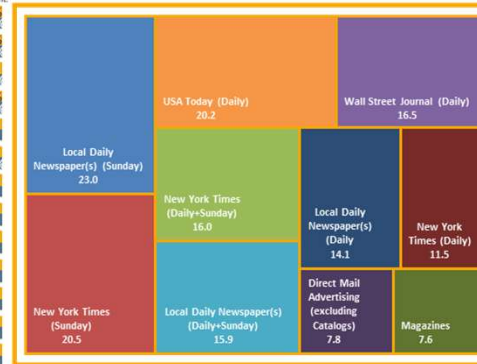
**Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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

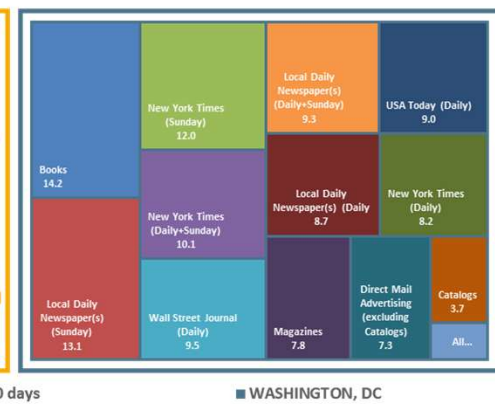
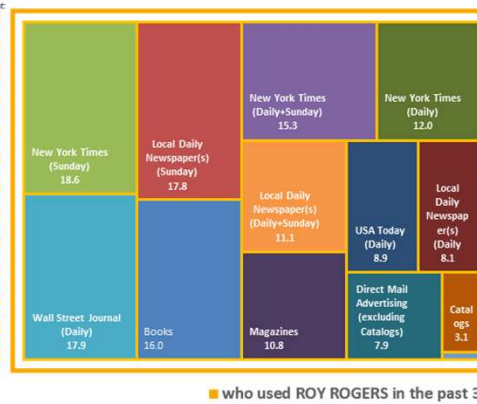
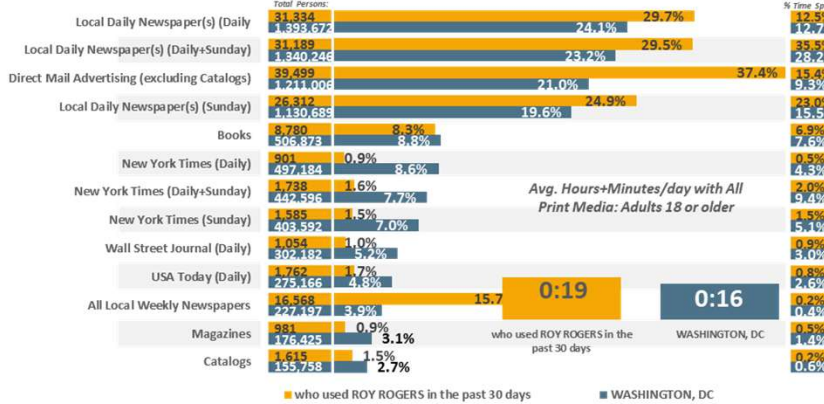




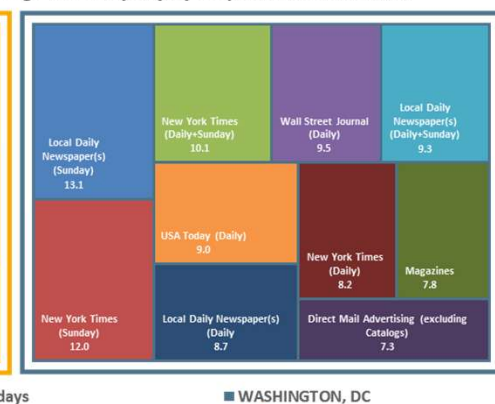
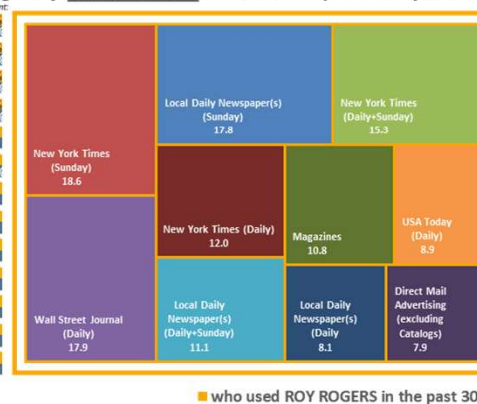
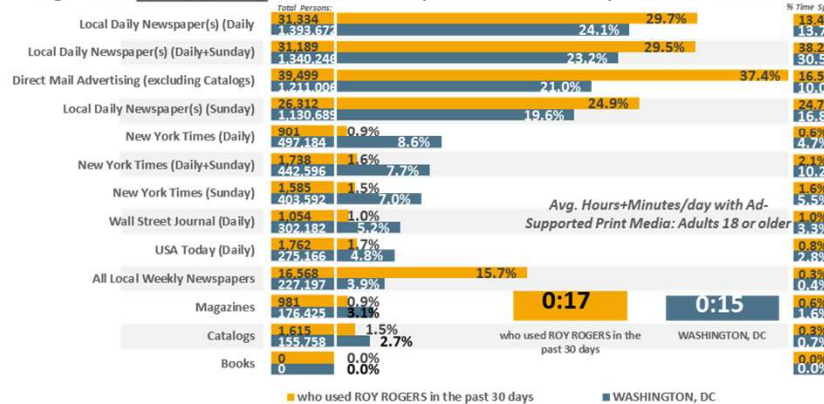


31,189 or 29.5% of Adults 18 or older who used ROY ROGERS in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.1 minutes every day representing 38.2% of all time spent daily with All forms of Print Media.

**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**



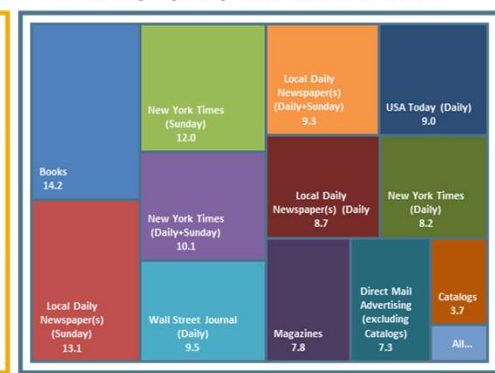
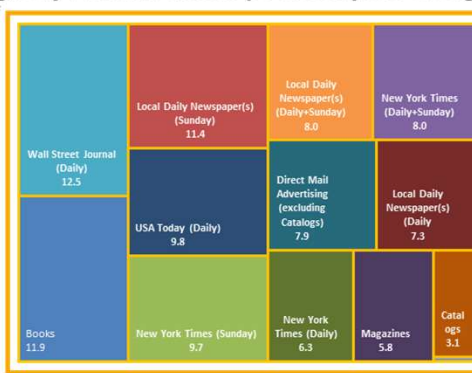
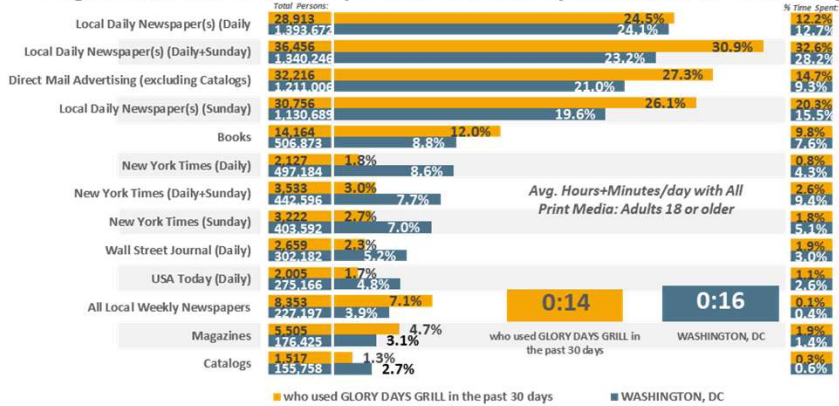
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



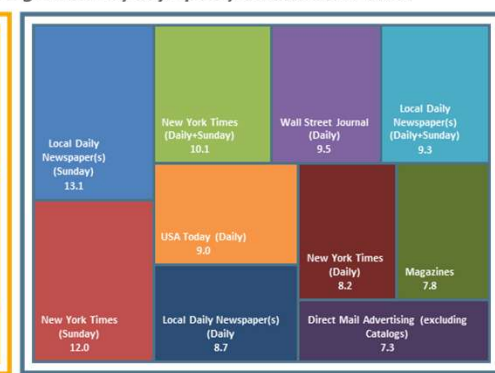
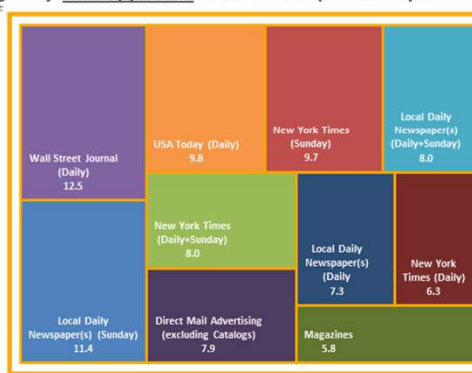
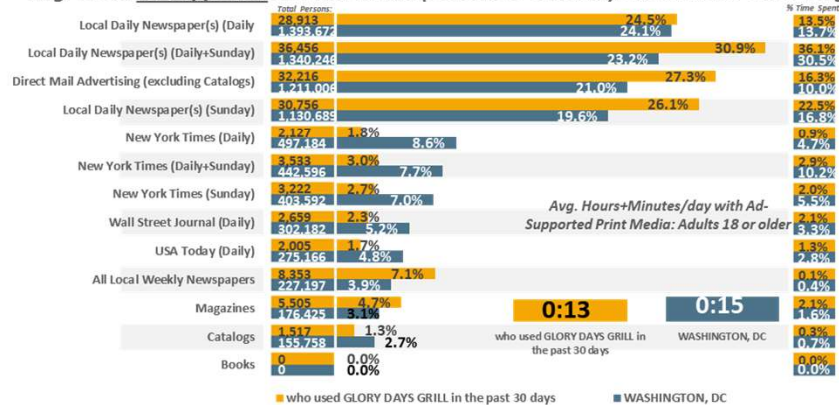


36,456 or 30.9% of Adults 18 or older who used GLORY DAYS GRILL in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8. minutes every day representing 36.1% of all time spent daily with All forms of Print Media.

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



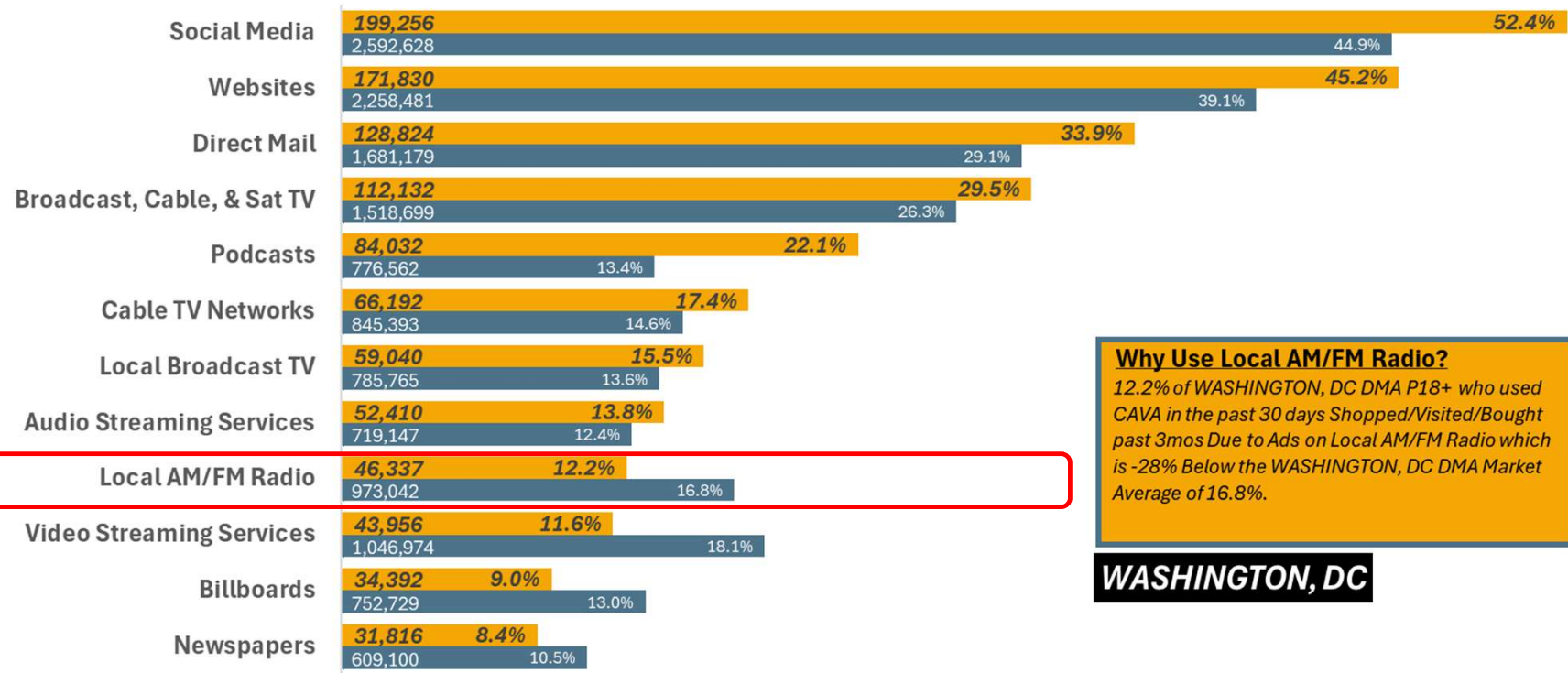
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





## "Advertising Actions"

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



**Why Use Local AM/FM Radio?**  
12.2% of WASHINGTON, DC DMA P18+ who used CAVA in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -28% Below the WASHINGTON, DC DMA Market Average of 16.8%.

**WASHINGTON, DC**

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

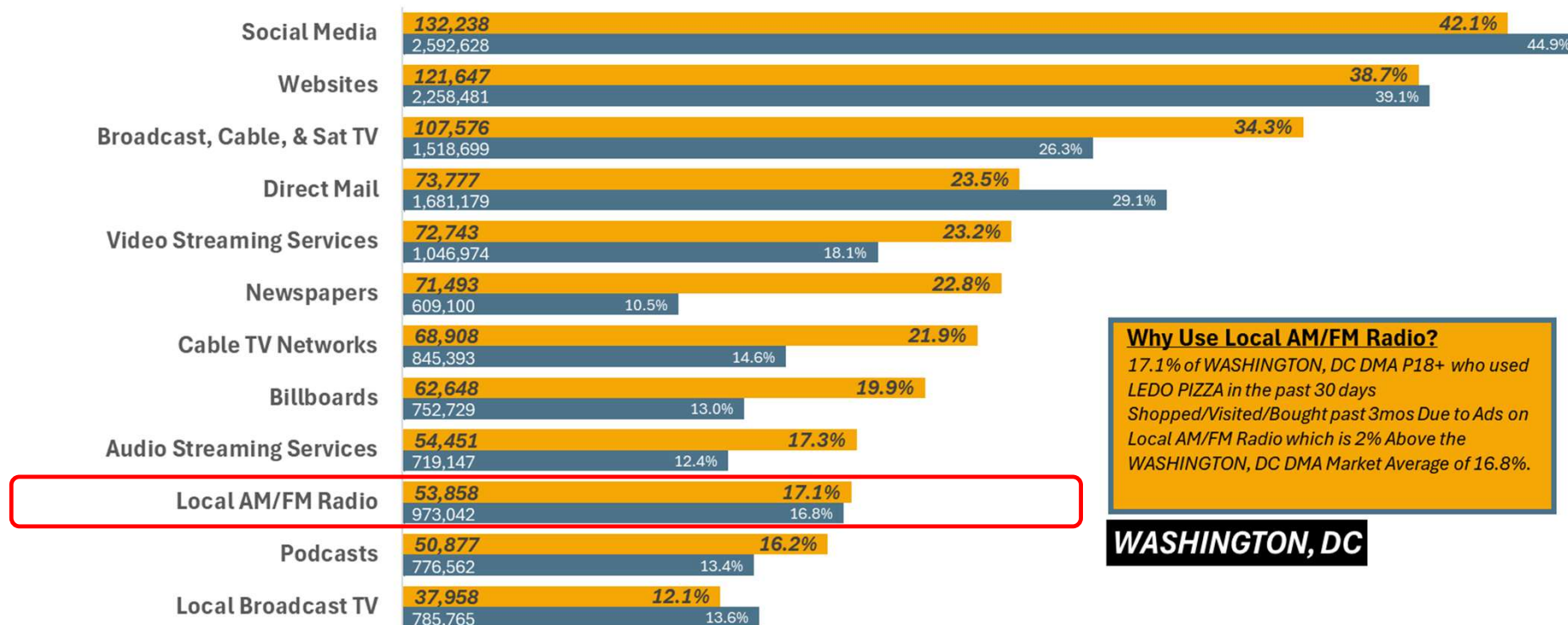
■ P18+ WASHINGTON, DC AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)





## "Advertising Actions"

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



### Why Use Local AM/FM Radio?

17.1% of WASHINGTON, DC DMA P18+ who used LEDO PIZZA in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 2% Above the WASHINGTON, DC DMA Market Average of 16.8%.

WASHINGTON, DC

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

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

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 276  
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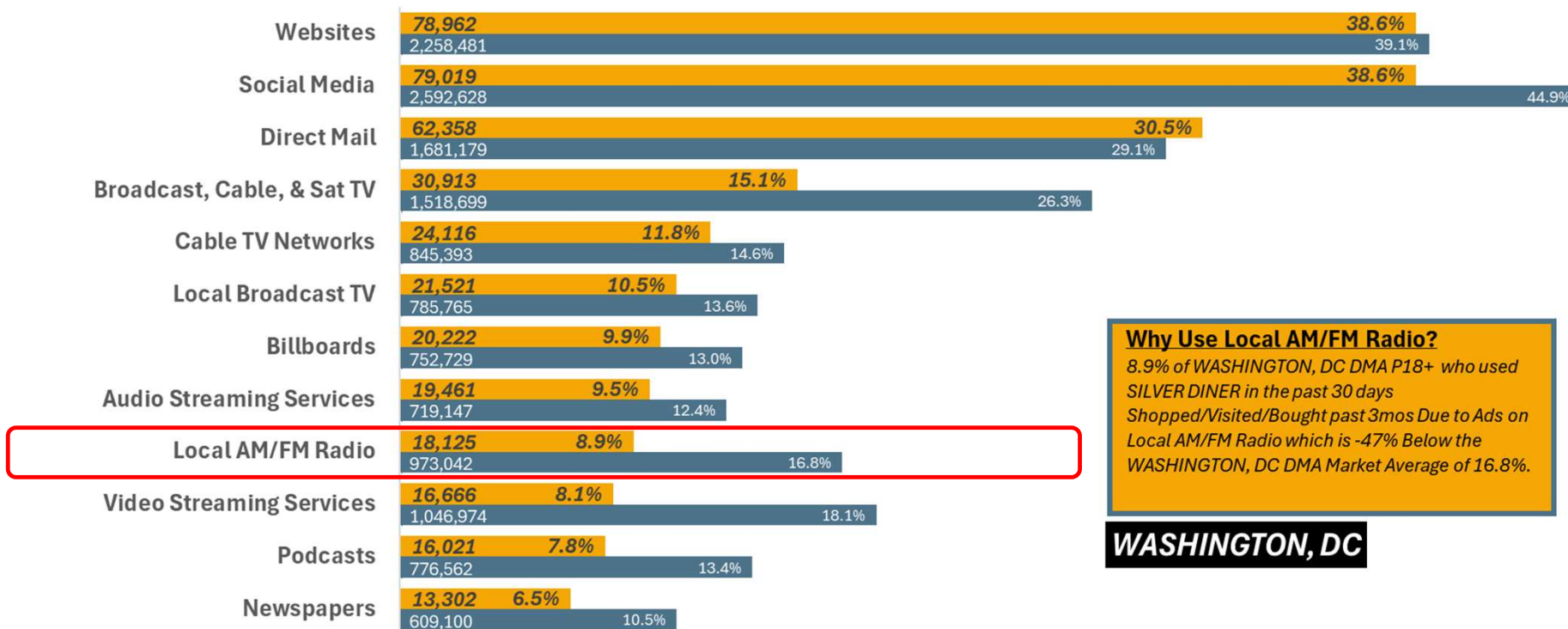
soefa.ai Share of Everything for Anything ®

Quick service restaurants used past 30 days: Ledo Pizza



## "Advertising Actions"

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



**Why Use Local AM/FM Radio?**  
8.9% of WASHINGTON, DC DMA P18+ who used SILVER DINER in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -47% Below the WASHINGTON, DC DMA Market Average of 16.8%.

**WASHINGTON, DC**

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

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

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 240  
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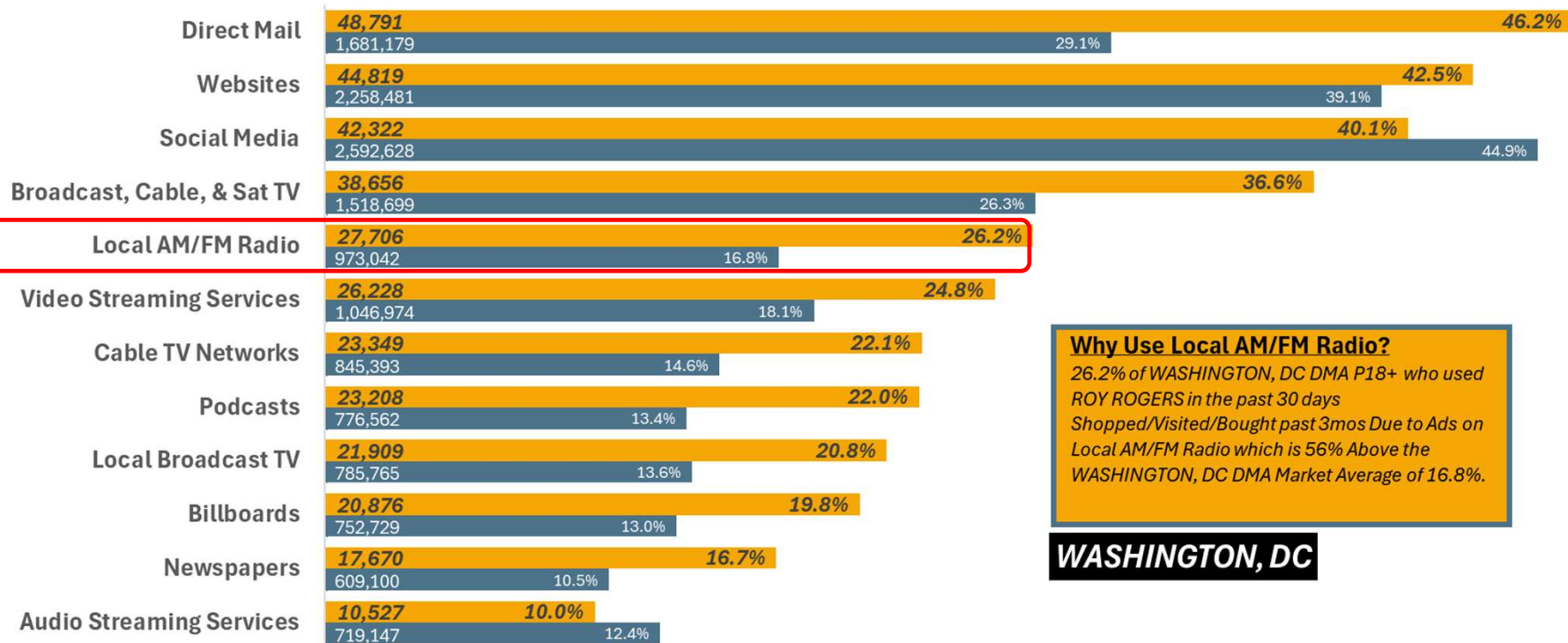
Sit-down restaurants used past 30 days: Silver Diner



WDC

## "Advertising Actions"

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



### Why Use Local AM/FM Radio?

26.2% of WASHINGTON, DC DMA P18+ who used ROY ROGERS in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 56% Above the WASHINGTON, DC DMA Market Average of 16.8%.

WASHINGTON, DC

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

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

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 124

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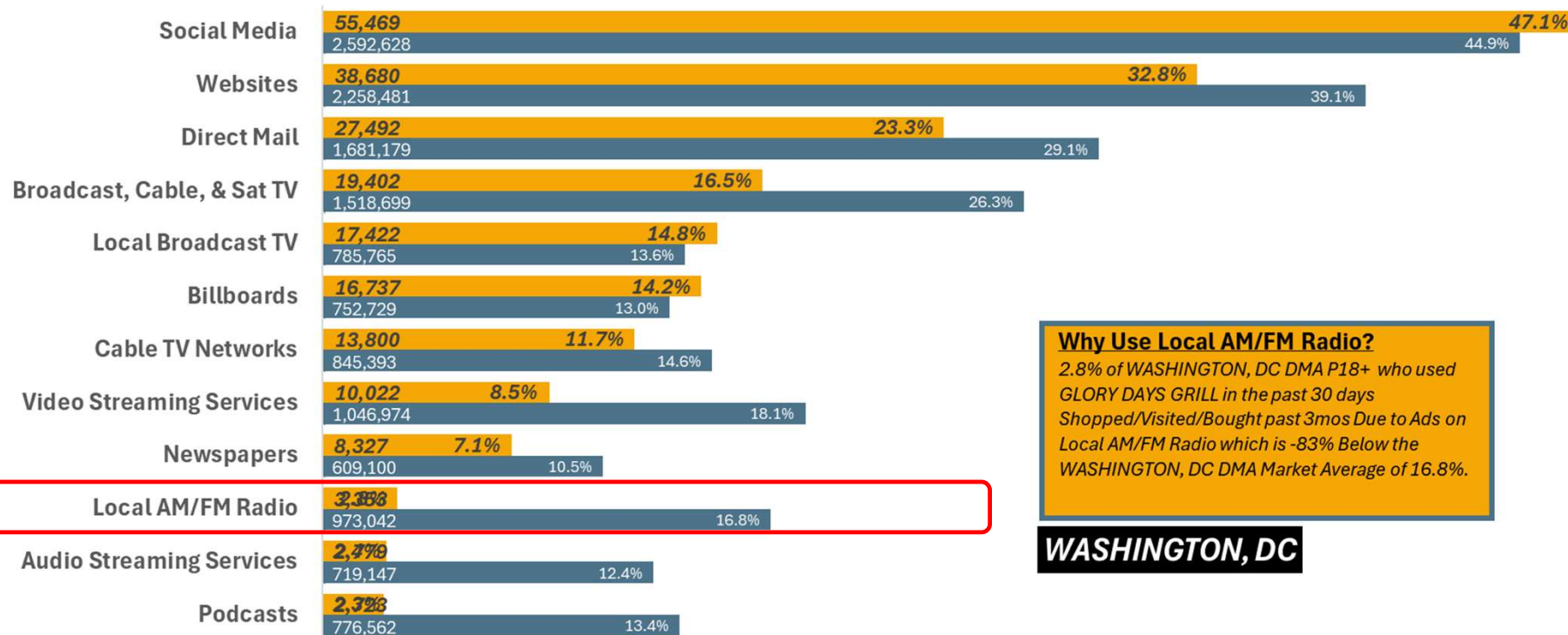
Quick service restaurants used past 30 days: Roy Rogers





## "Advertising Actions"

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



### Why Use Local AM/FM Radio?

2.8% of WASHINGTON, DC DMA P18+ who used GLORY DAYS GRILL in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -83% Below the WASHINGTON, DC DMA Market Average of 16.8%.

WASHINGTON, DC

■ P18+ who used GLORY DAYS GRILL in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 118  
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Sit-down restaurants used past 30 days: Glory Days Grill