# USA+4 More DMAs – P18+ who used THE CHEESECAKE FACTORY in the past 30 days!

# Complete Demographic & Media Use Profiles



The Cheesecake Factory®

Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI,** and **WEST PALM BEACH DMA** P18+ who **used THE CHEESECAKE FACTORY** as of June 30, 2025.

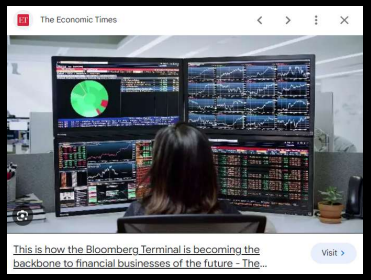
The Cheesecake Factory USA

The Cheesecake Factory MSP

The Cheesecake Factory STL

The Cheesecake Factory CIN

The Cheesecake Factory WPB












**P18+**

BlackRock. Vanguard®

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

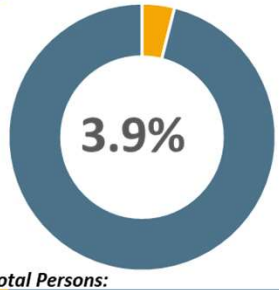
HUBBARD BROADCASTING INC. HB INC.

*Sit-down restaurants used past 30 days: The Cheesecake Factory*

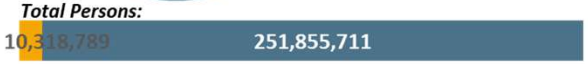



3.9% or 10,318,789 of USA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Typical Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 45.6 years old (6.6% younger than average) and have a $104,451 (11.4% higher than average) annual household income.

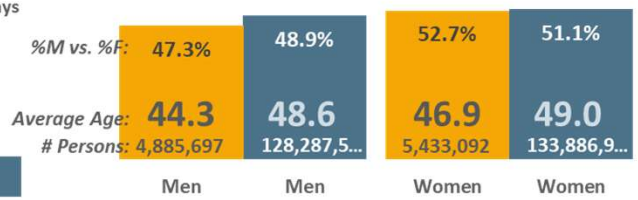
## *Percent of Market:* Adults 18 or older



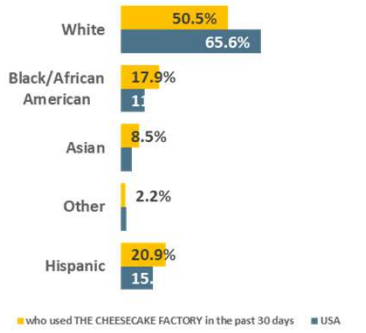

***Total Persons:***



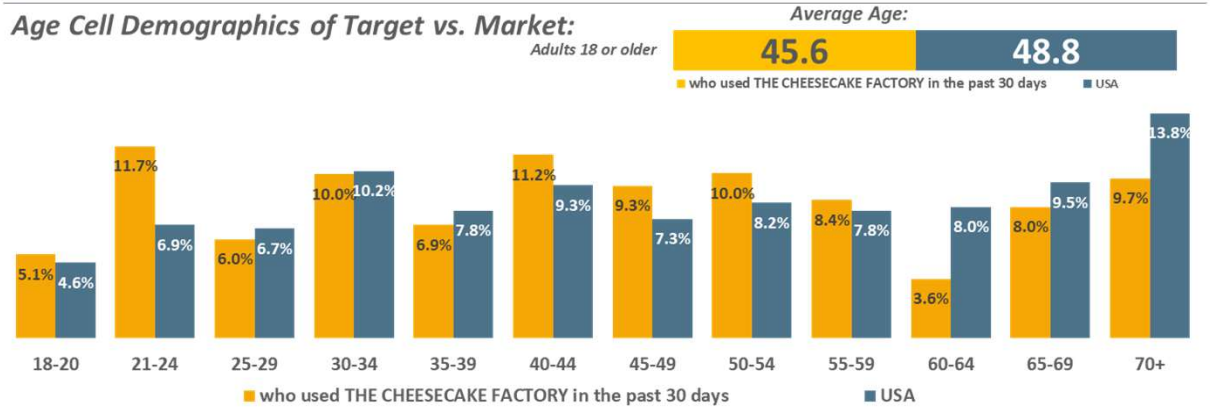

## *Gender of Target vs. Market:* Adults 18 or older



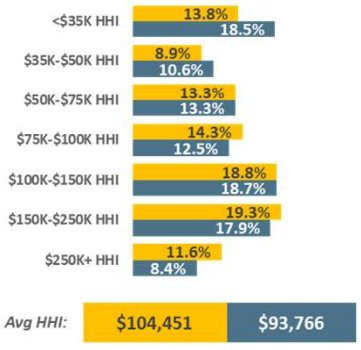

## *Ethnicity of Target vs. Market:*




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




## *HHI of Target vs. Market:*




***Avg HHI:*** $104,451 | $93,766

*USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 1,020*

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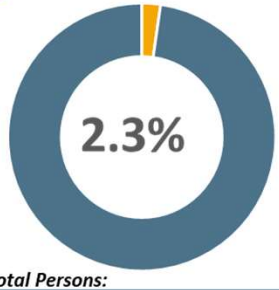
*USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947*

*Sit-down restaurants used past 30 days: The Cheesecake Factory*

The Cheesecake Factory — MSP

2.3% or 87,494 of MSP DMA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Typical Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 37.4 years old (23.2% younger than average) and have a $90,950 (16.2% lower than average) annual household income.

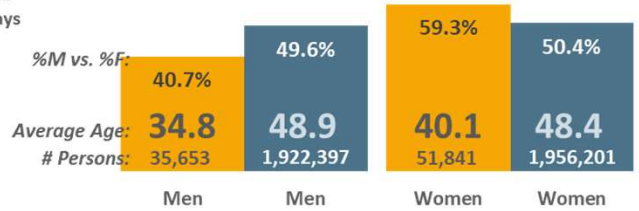
## Percent of Market: Adults 18 or older



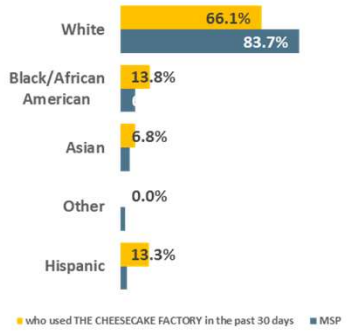

**Total Persons:**

87,494 | 3,791,104

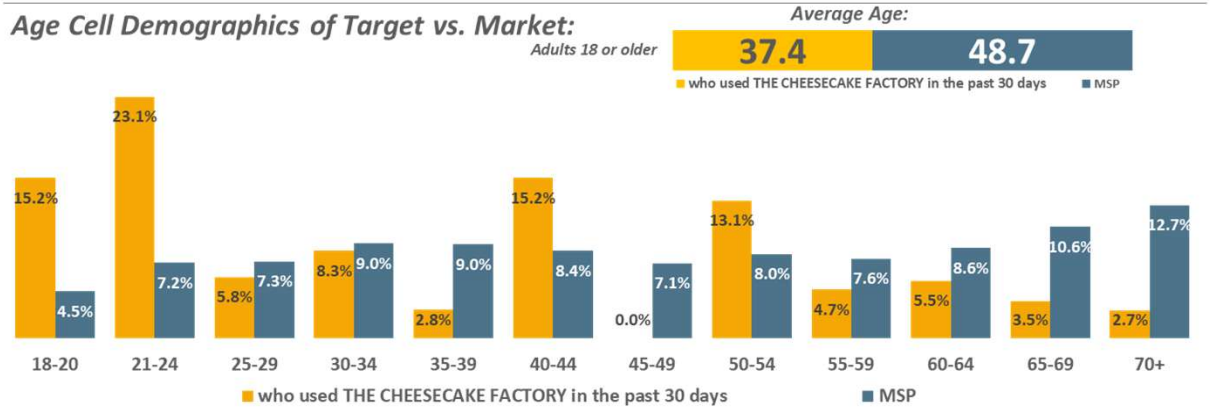
## Gender of Target vs. Market: Adults 18 or older



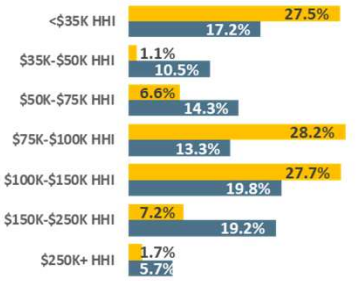

## Ethnicity of Target vs. Market:




## Age Cell Demographics of Target vs. Market:




## HHI of Target vs. Market:




Avg HHI: $90,950 | $108,511

*MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 41*

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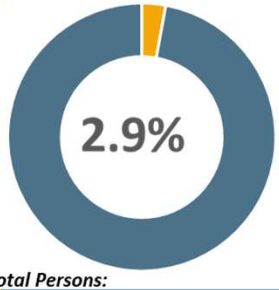
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

2.9% or 72,350 of STL DMA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Typical Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 43.5 years old (12.1% younger than average) and have a $83,562 (13.9% lower than average) annual household income.

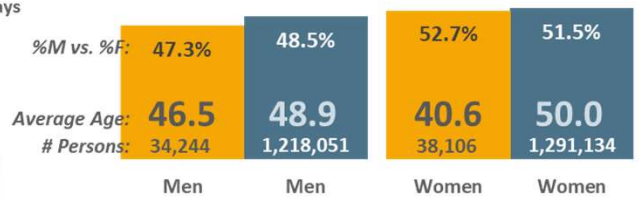
## Percent of Market: Adults 18 or older



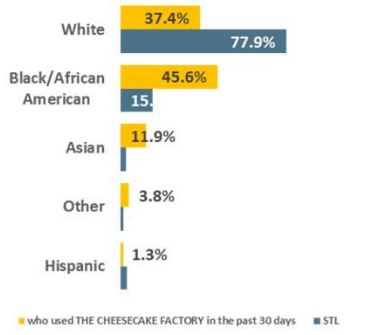

Total Persons:



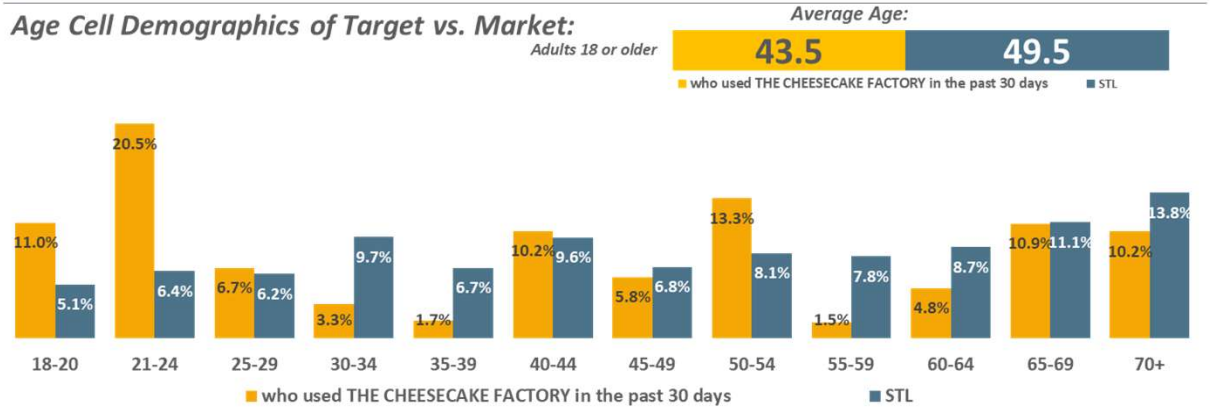

## Gender of Target vs. Market: Adults 18 or older



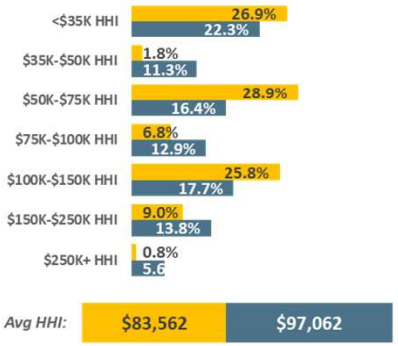

## Ethnicity of Target vs. Market:




## Age Cell Demographics of Target vs. Market:




## HHI of Target vs. Market:




STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 48

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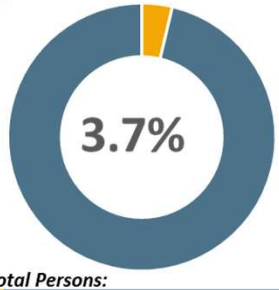
The Cheesecake Factory — CIN

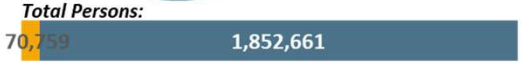
3.7% or 70,759 of CIN DMA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Typical Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 45.8 years old (6.1% younger than average) and have a $126,466 (29.7% higher than average) annual household income.

## Percent of Market: Adults 18 or older

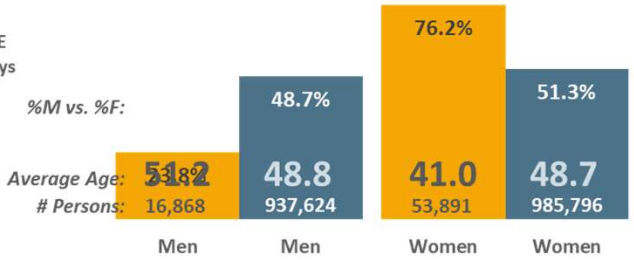



- who used THE CHEESECAKE FACTORY in the past 30 days
- Remainder of CIN DMA

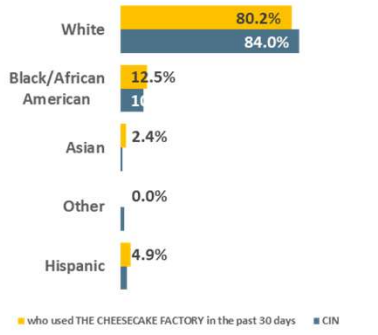
**Total Persons:**



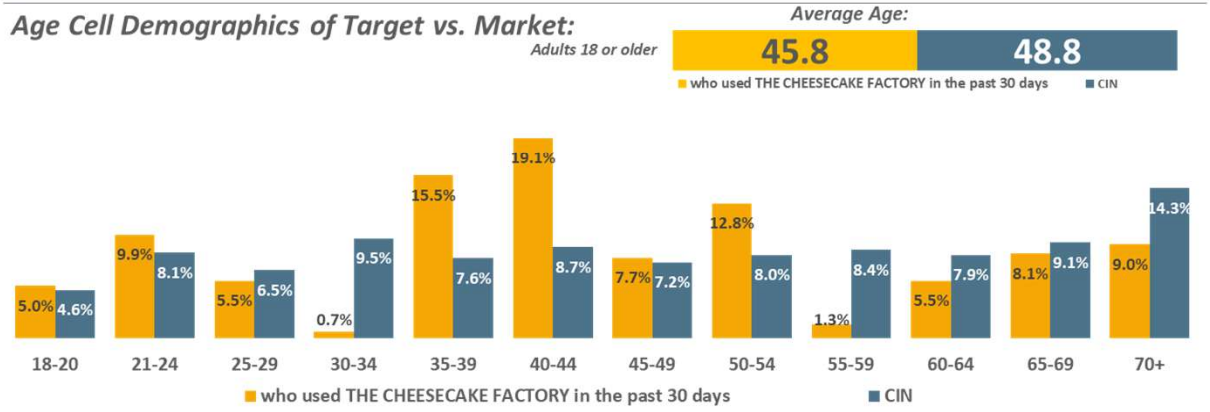

## Gender of Target vs. Market: Adults 18 or older



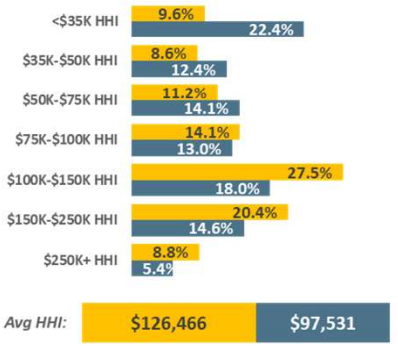

## Ethnicity of Target vs. Market:




## Age Cell Demographics of Target vs. Market:




## HHI of Target vs. Market:




CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 80

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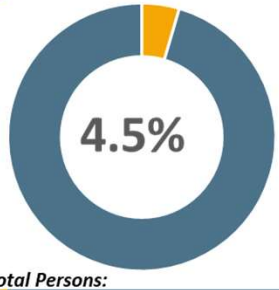
WPB

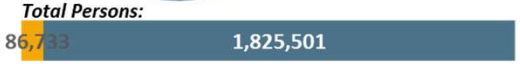
4.5% or 86,733 of WPB DMA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Typical Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 57.4 years old (8.3% older than average) and have a $134,311 (32.% higher than average) annual household income.

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

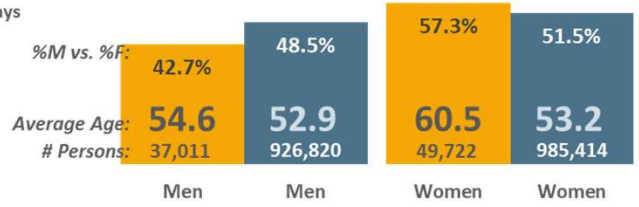



- who used THE CHEESECAKE FACTORY in the past 30 days
- Remainder of WPB DMA

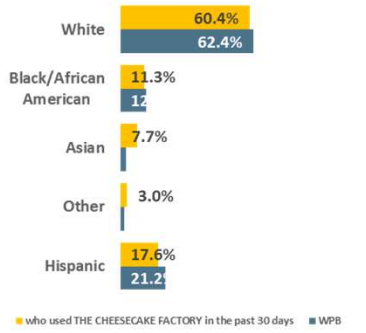
***Total Persons:***



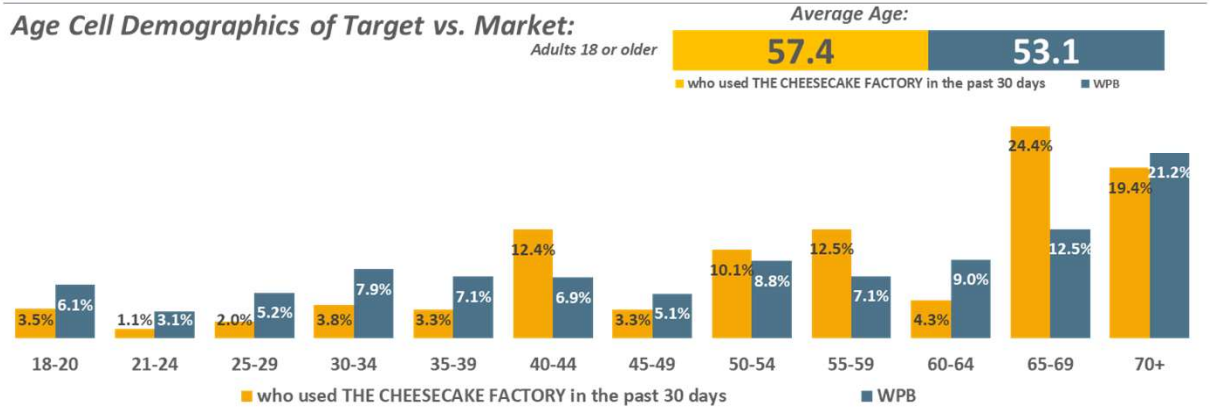

## *Gender of Target vs. Market:* Adults 18 or older



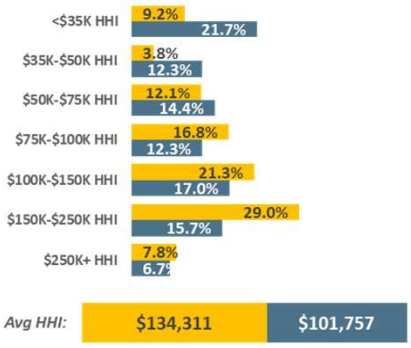

## *Ethnicity of Target vs. Market:*




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




## *HHI of Target vs. Market:*




*WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 124*

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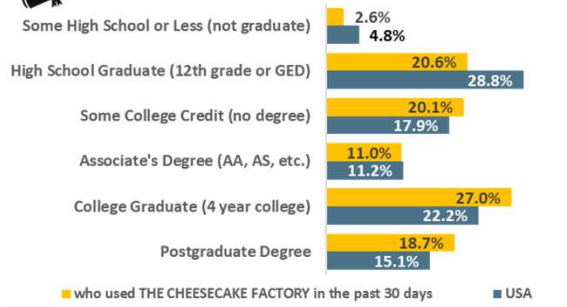
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

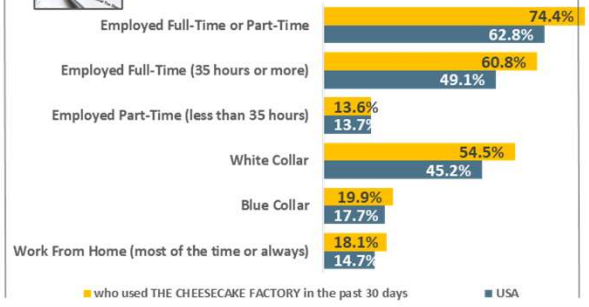
# The Cheesecake Factory USA

3.9% or 10,318,789 of USA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 22.5% more likely to be a college graduate, 23.8% more likely to work full-time, 4.2% more likely to be married, 31.7% more likely to be a parent of 1 or more children under 18.

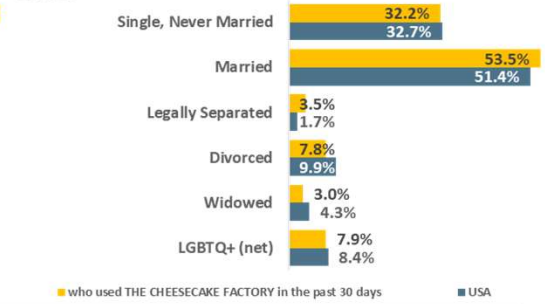
## Education Levels: Adults 18 or older



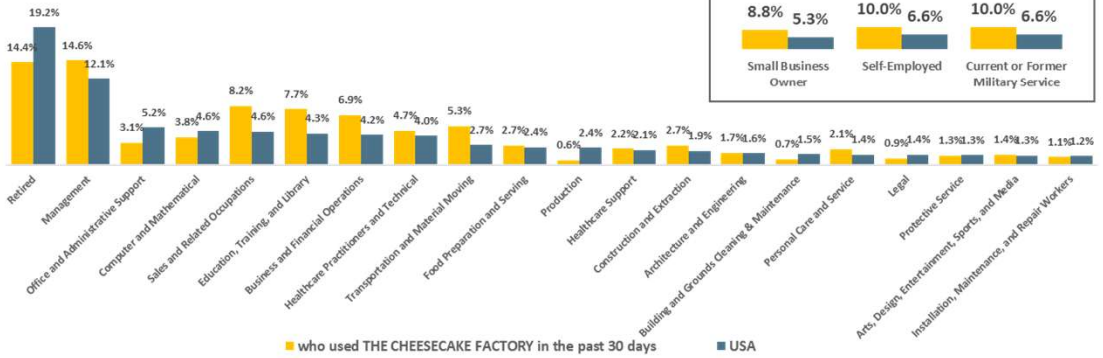

## Employment: Adults 18 or older




## Marital Status: Adults 18 or older



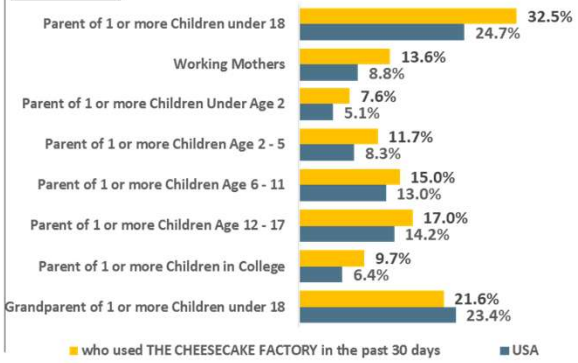

## Top-20 Occupations: Adults 18 or older




### Entrepreneurs/Military Experience




## Stage in Life: Adults 18 or older




*USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 1,020*

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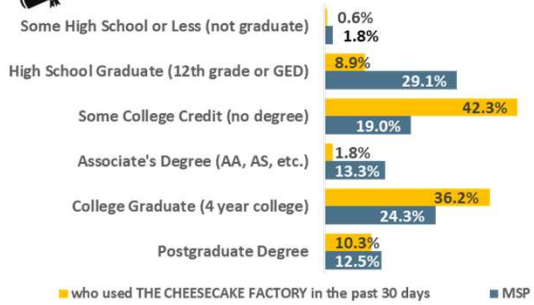
*USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947*

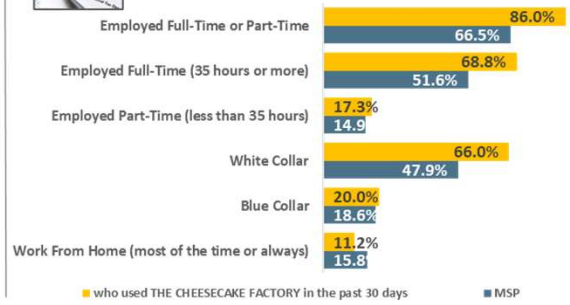
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

2.3% or 87,494 of MSP DMA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 26.1% more likely to be a college graduate, 33.2% more likely to work full-time, 20.1% less likely to be married, 31.9% more likely to be a parent of 1 or more children under 18.

## Education Levels: Adults 18 or older



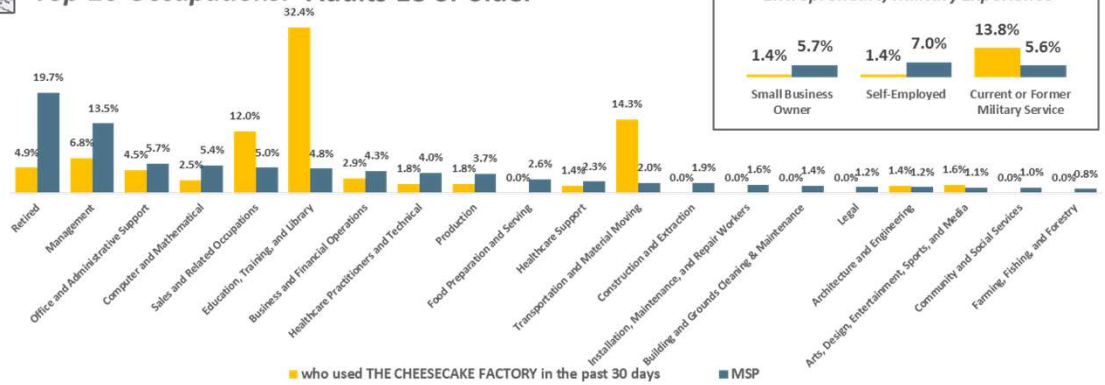

## Employment: Adults 18 or older




## Marital Status: Adults 18 or older



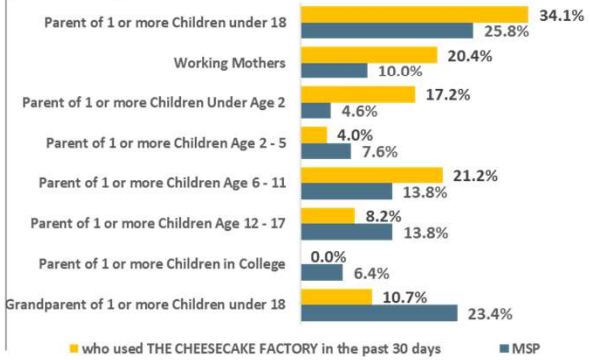

## Top-20 Occupations: Adults 18 or older




### Entrepreneurs/Military Experience




## Stage in Life: Adults 18 or older




MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 41

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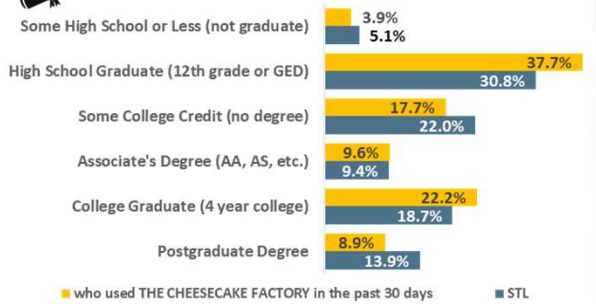
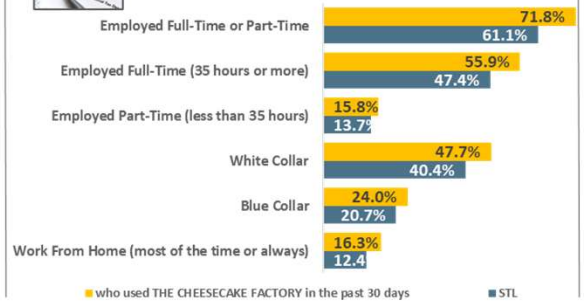
Sit-down restaurants used past 30 days: The Cheesecake Factory

2.9% or 72,350 of STL DMA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 4.6% less likely to be a college graduate, 17.9% more likely to work full-time, 27.5% less likely to be married, 52.1% less likely to be a parent of 1 or more children under 18.

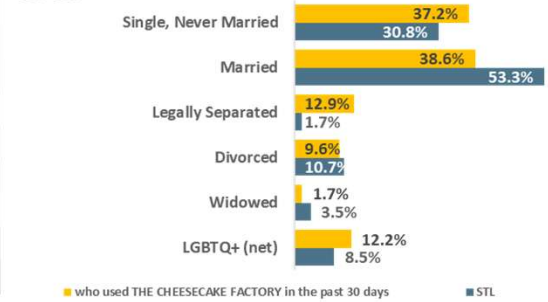
## Education Levels: Adults 18 or older



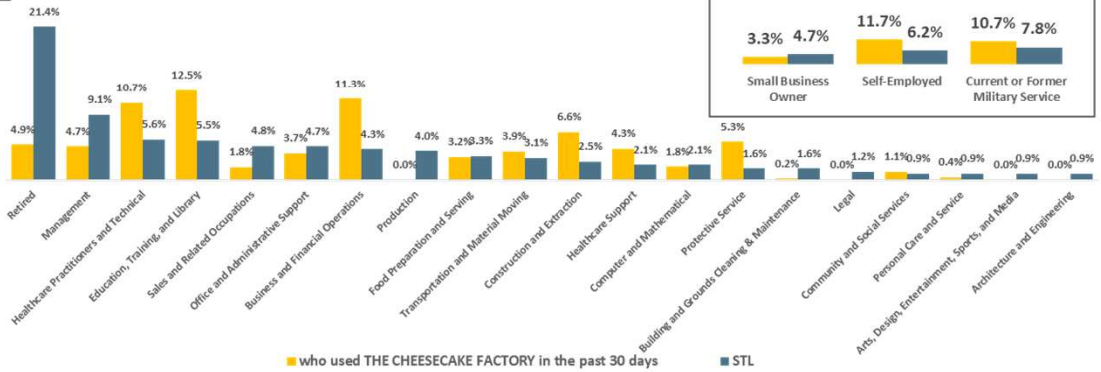

## Employment: Adults 18 or older




## Marital Status: Adults 18 or older



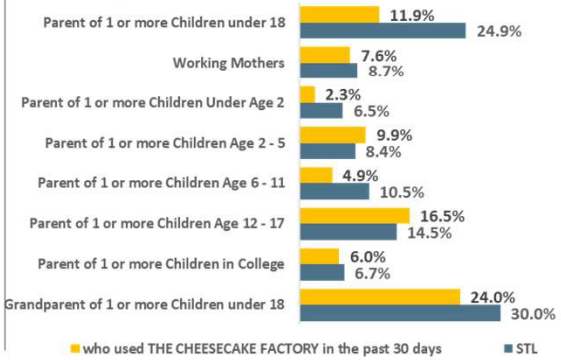

## Top-20 Occupations: Adults 18 or older




### Entrepreneurs/Military Experience




## Stage in Life: Adults 18 or older




STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 48

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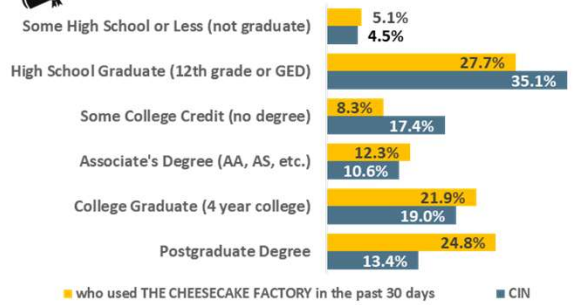
Sit-down restaurants used past 30 days: The Cheesecake Factory

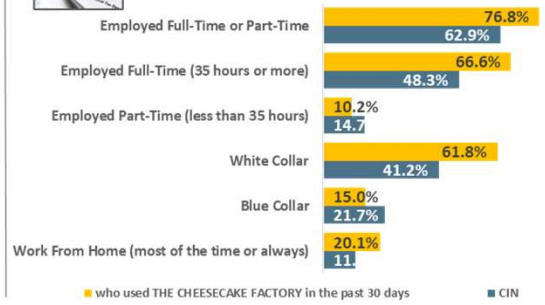
# The Cheesecake Factory — CIN

3.7% or 70,759 of CIN DMA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 44.3% more likely to be a college graduate, 38.1% more likely to work full-time, 6.2% more likely to be married, 25.3% more likely to be a parent of 1 or more children under 18.

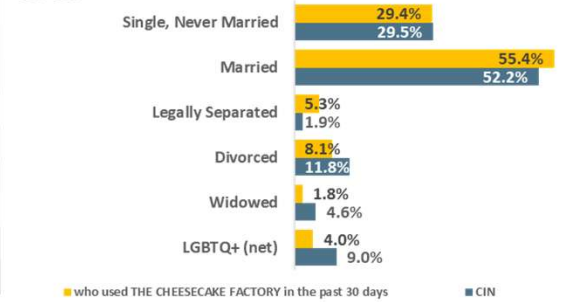
## Education Levels: Adults 18 or older



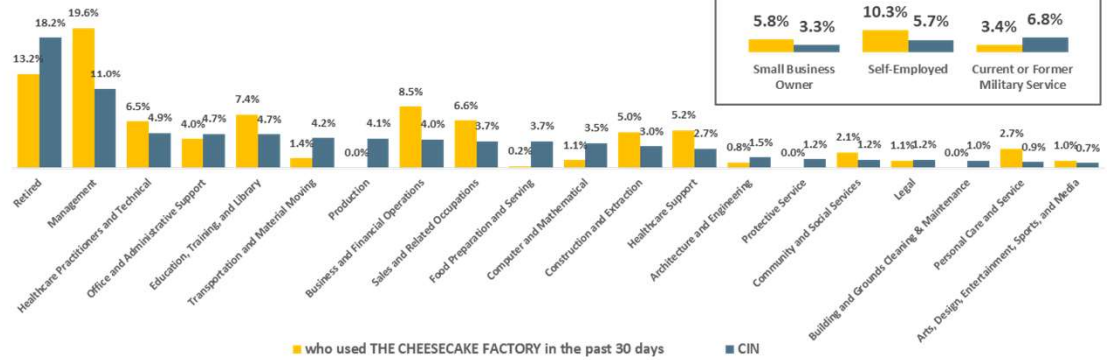

## Employment: Adults 18 or older




## Marital Status: Adults 18 or older



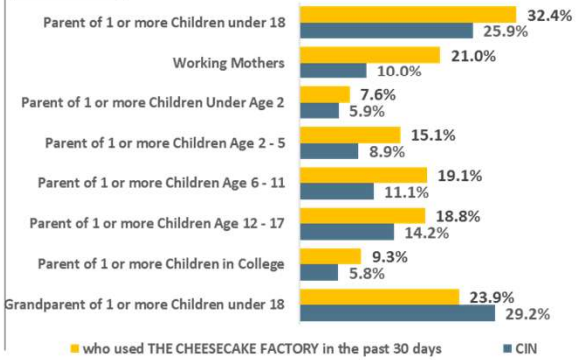

## Top-20 Occupations: Adults 18 or older




### Entrepreneurs/Military Experience




## Stage in Life: Adults 18 or older




CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 80

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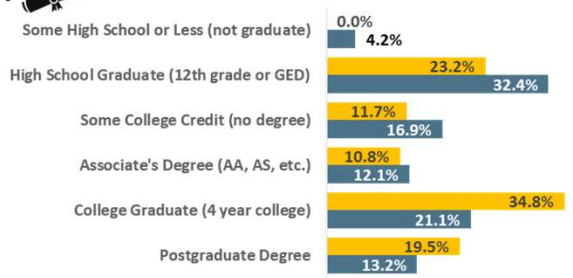
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

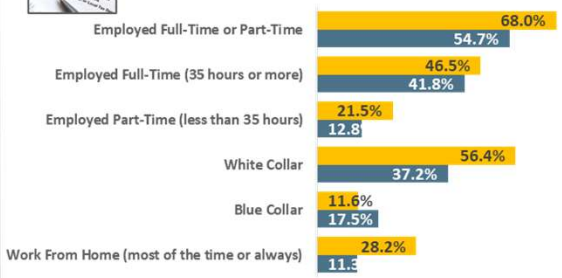
# The Cheesecake Factory WPB

4.5% or 86,733 of WPB DMA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 58.2% more likely to be a college graduate, 11.1% more likely to work full-time, 19.2% more likely to be married, 2.7% less likely to be a parent of 1 or more children under 18.

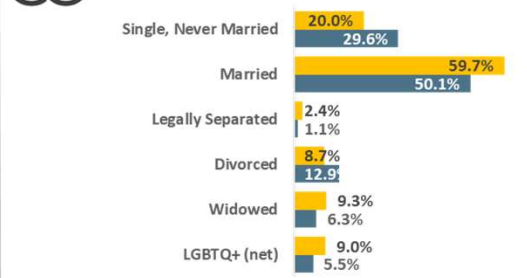
## Education Levels: Adults 18 or older



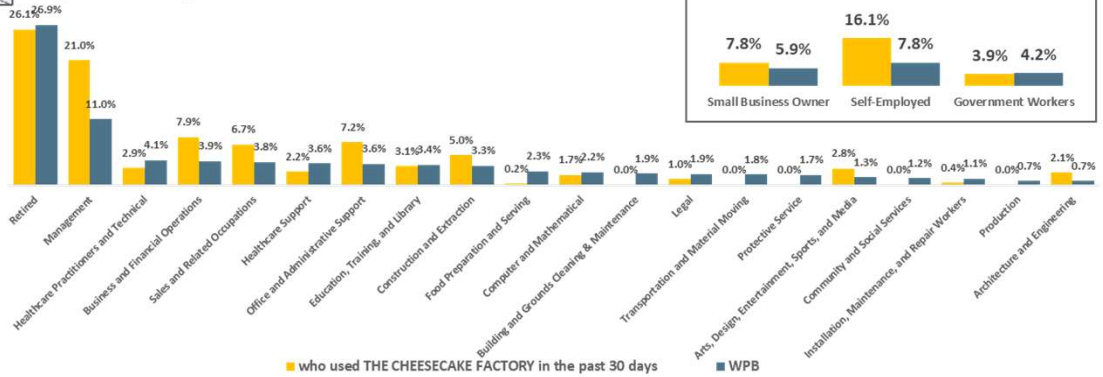

## Employment: Adults 18 or older




## Marital Status: Adults 18 or older



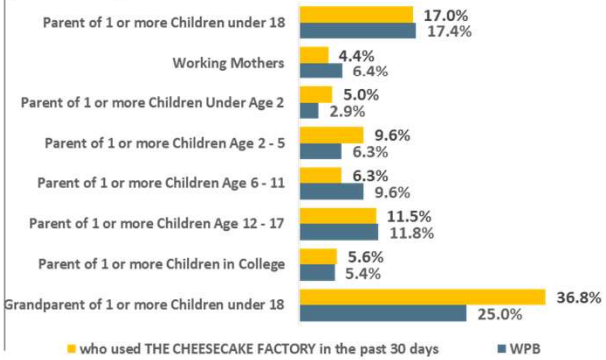

## Top-20 Occupations: Adults 18 or older




### Entrepreneurs/Government Workers




## Stage in Life: Adults 18 or older




WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 124

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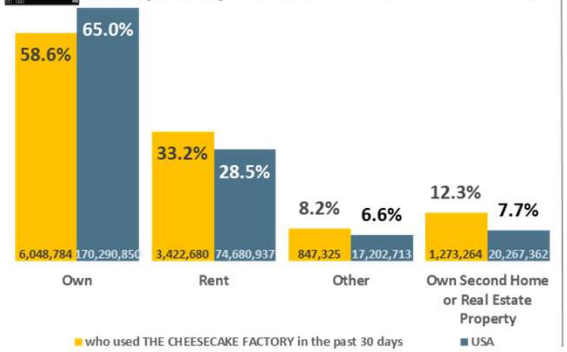
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

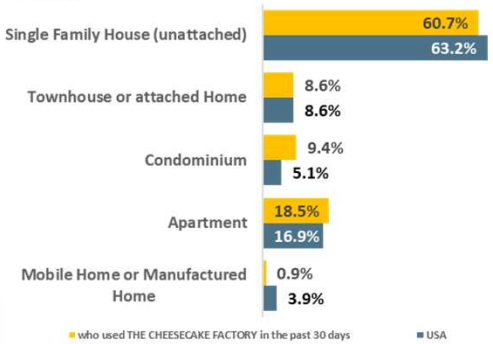
# The Cheesecake Factory USA

3.9% or 10,318,789 of USA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 9.8% less likely to own their home, 59.8% more likely to own a higher valued home, 4.% less likely to have a single-family home, 2.7% more likely to have a dog.

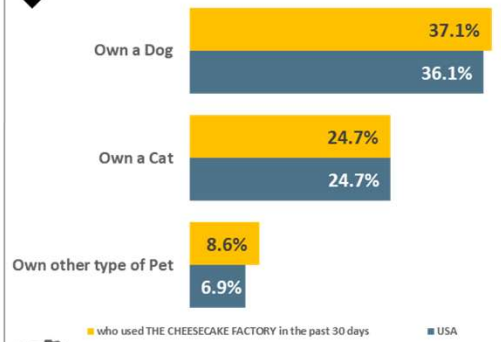
## *Own/Rent/Other:* Adults 18 or older



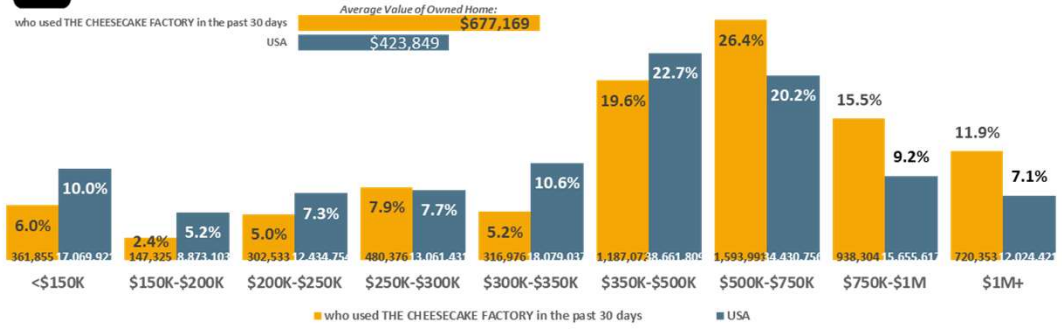

## *Type of Home:* Adults 18 or older



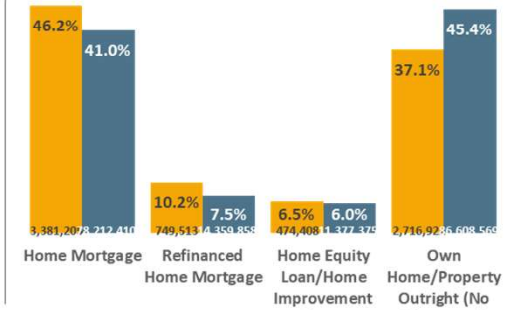

## *Pets in Home:* Adults 18 or older




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




## *Home Loans:* Adults 18 or older




*USA* *USA Projection* *Scarborough R2 2025: Feb24-Jun25* *Qual Intab* *1,020*

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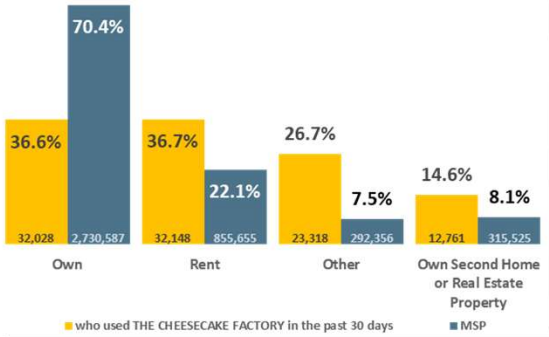
*USA Projection* *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,947*

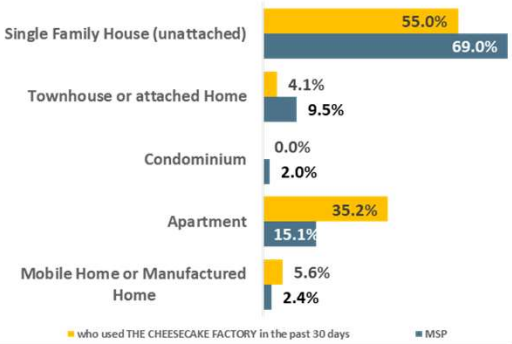
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

2.3% or 87,494 of MSP DMA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 48.% less likely to own their home, 7.8% more likely to own a lower valued home, 20.3% less likely to have a single-family home, 51.8% less likely to have a dog.

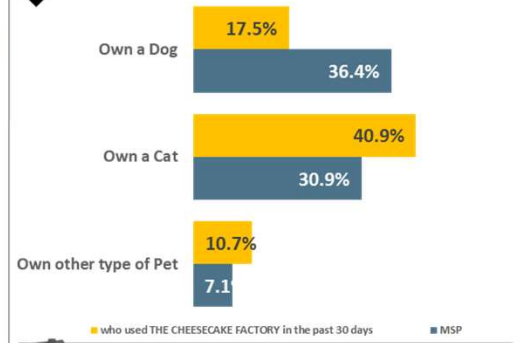
## *Own/Rent/Other:* Adults 18 or older



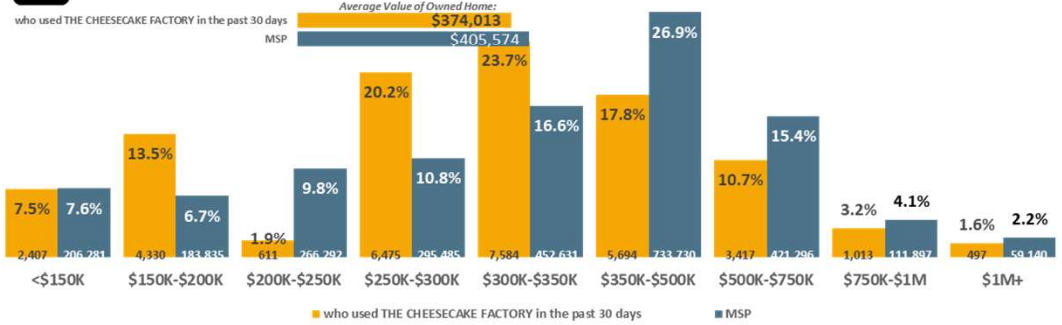

## *Type of Home:* Adults 18 or older



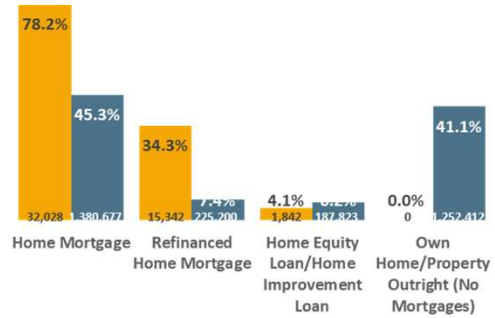

## *Pets in Home:* Adults 18 or older




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




## *Home Loans:* Adults 18 or older




*MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 41*

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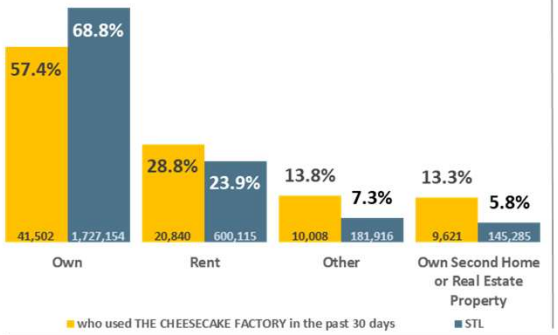
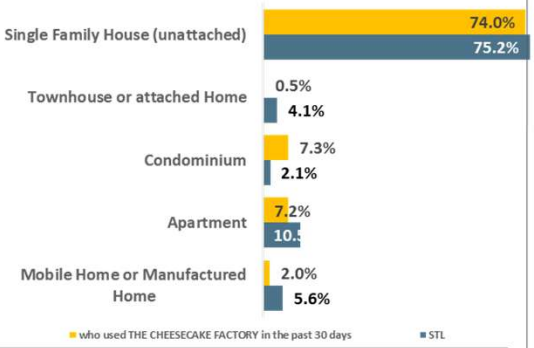
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

2.9% or 72,350 of STL DMA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 16.7% less likely to own their home, 2.4% more likely to own a higher valued home, 1.6% less likely to have a single-family home, 13.6% less likely to have a dog.

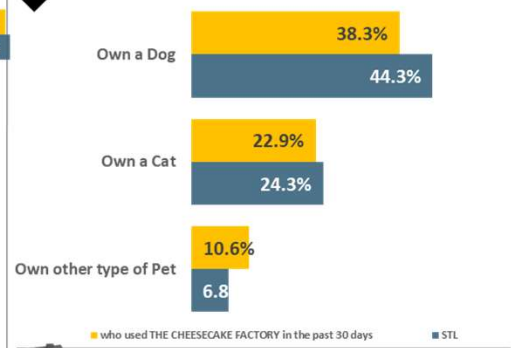
## *Own/Rent/Other:* Adults 18 or older



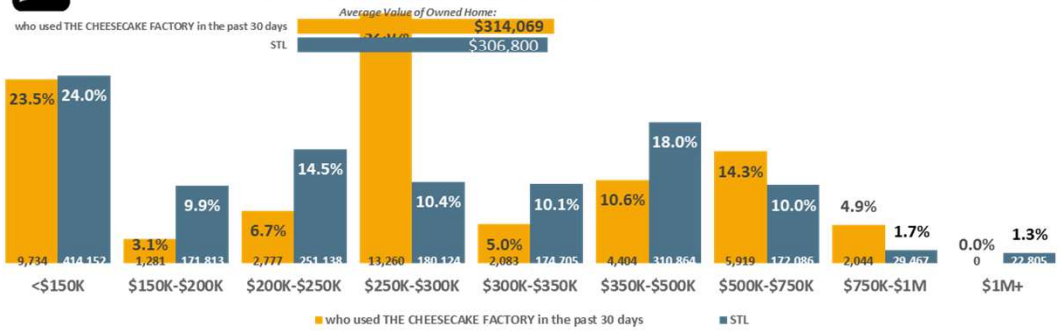

## *Type of Home:* Adults 18 or older



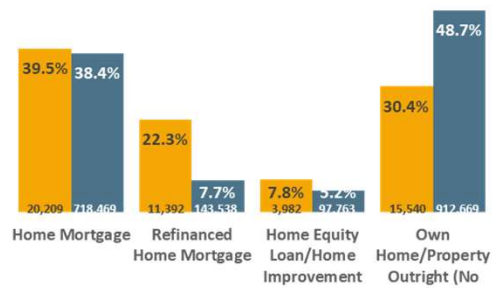

## *Pets in Home:* Adults 18 or older




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




## *Home Loans:* Adults 18 or older




*STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 48*

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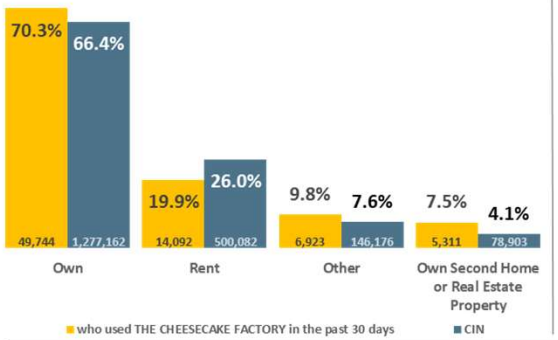
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

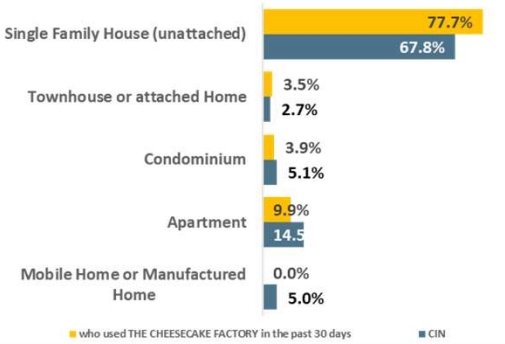
# The Cheesecake Factory CIN

3.7% or 70,759 of CIN DMA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days.
Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 5.9% more likely to own their home, 22.6% more likely to own a higher valued home, 14.5% more likely to have a single-family home, 10.5% more likely to have a dog.

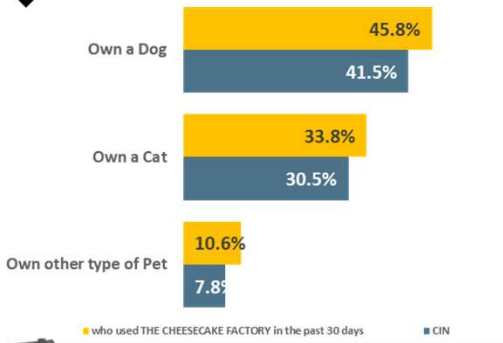
## *Own/Rent/Other:* Adults 18 or older



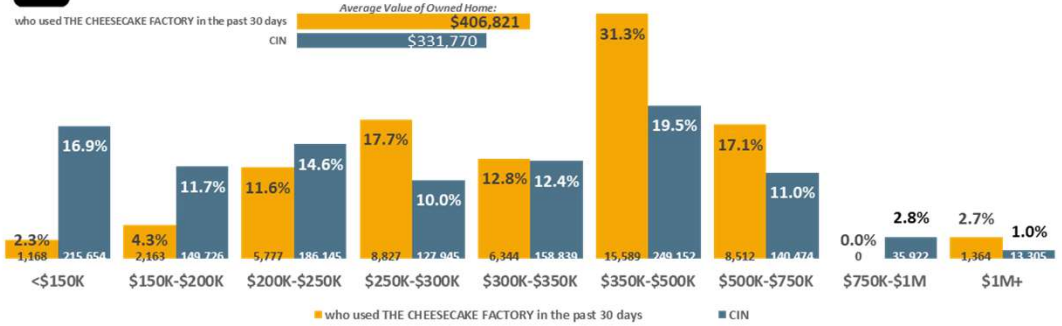

## *Type of Home:* Adults 18 or older



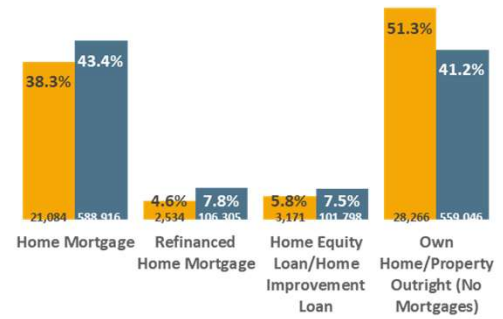

## *Pets in Home:* Adults 18 or older




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




## *Home Loans:* Adults 18 or older




*CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 80*

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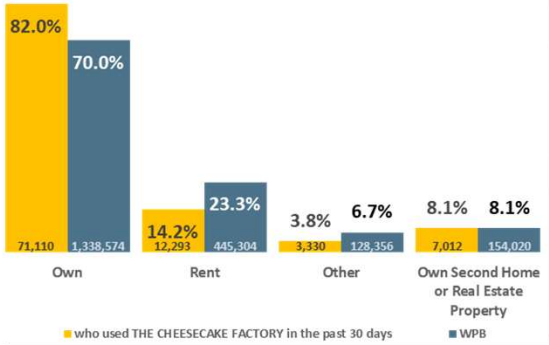
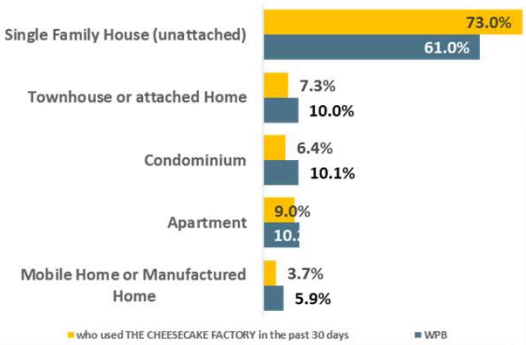
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

4.5% or 86,733 of WPB DMA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 17.1% more likely to own their home, 54.9% more likely to own a higher valued home, 19.6% more likely to have a single-family home, 13.1% more likely to have a dog.

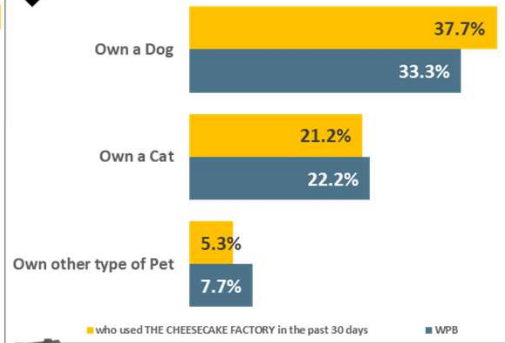
## *Own/Rent/Other:* Adults 18 or older



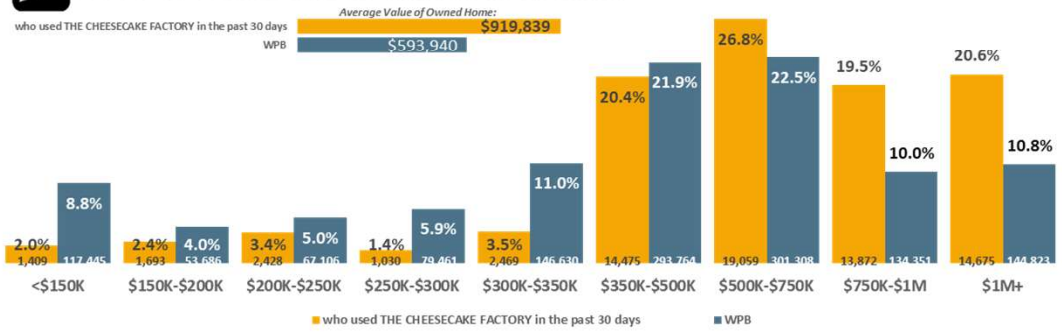

## *Type of Home:* Adults 18 or older



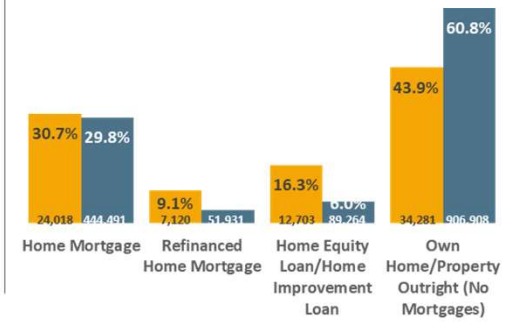

## *Pets in Home:* Adults 18 or older




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




## *Home Loans:* Adults 18 or older




*WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 124*

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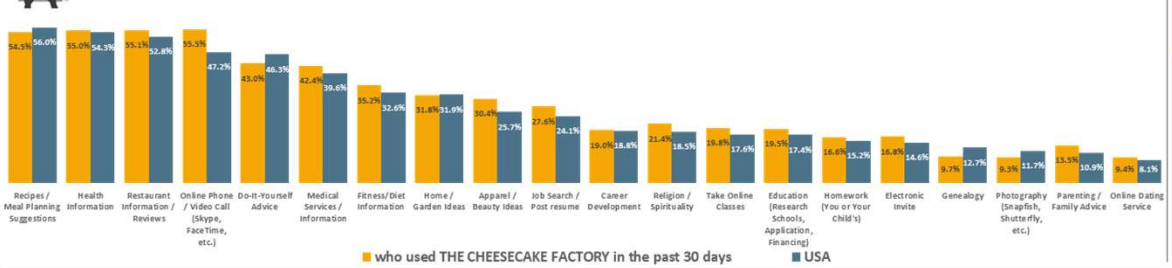
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

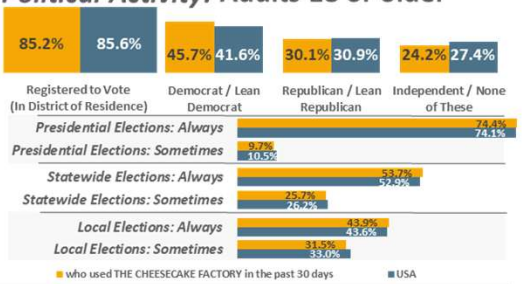



3.9% or 10,318,789 of USA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 7.1% less likely to look up D-I-Y advice online, .8% more likely to always vote in local elections, 45.2% more likely to belong to a gym, 29.6% more likely to fly domestic past yr.

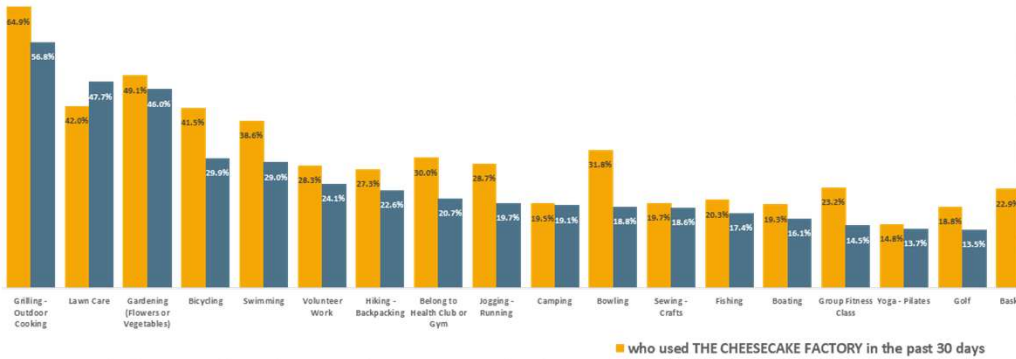
## Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



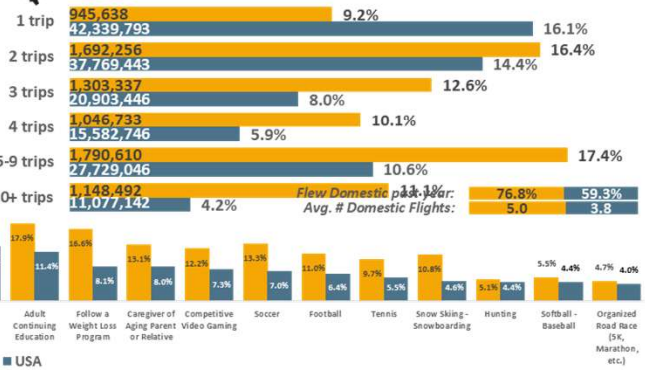

## Political Activity: Adults 18 or older




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




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




USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 1,020

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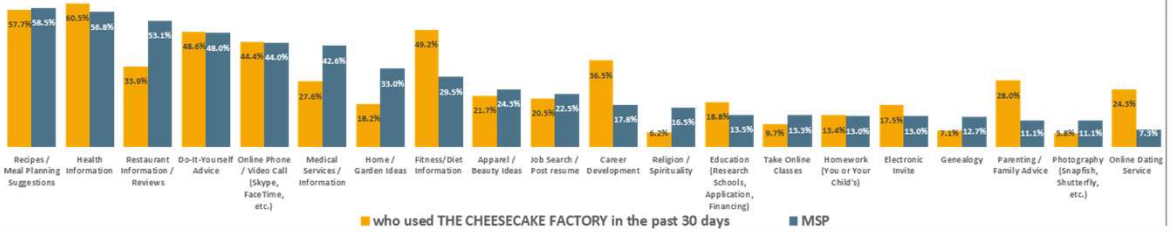
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

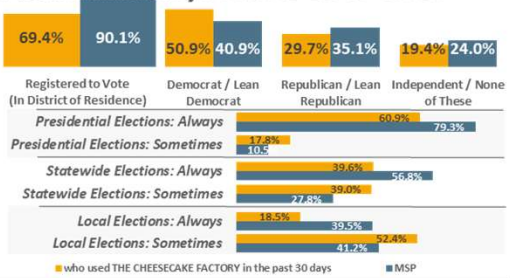
Sit-down restaurants used past 30 days: The Cheesecake Factory

2.3% or 87,494 of MSP DMA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 1.2% more likely to look up D-I-Y advice online, 53.1% less likely to always vote in local elections, 65.2% more likely to belong to a gym, 14.6% more likely to fly domestic past y

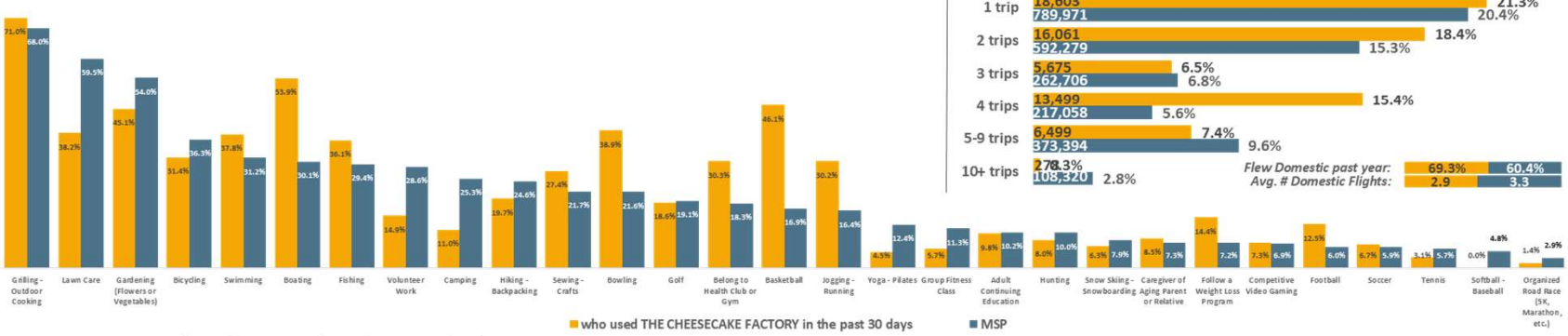
## Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older




## 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




MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 41

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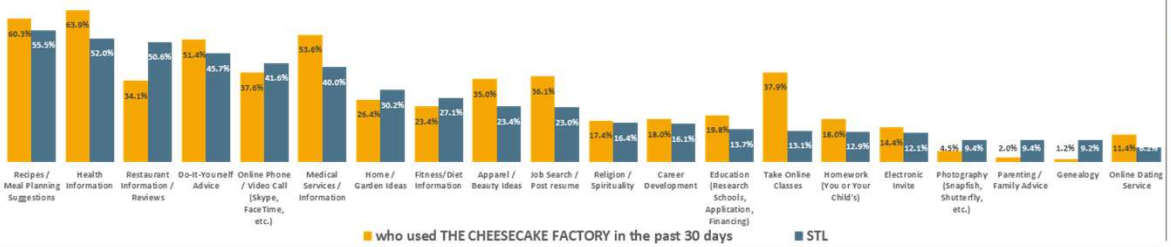
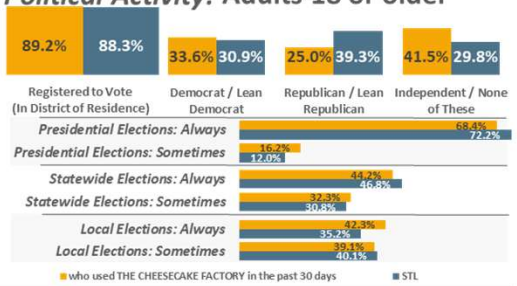
Sit-down restaurants used past 30 days: The Cheesecake Factory

2.9% or 72,350 of STL DMA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 12.4% more likely to look up D-I-Y advice online, 20.1% more likely to always vote in local elections, 30.2% more likely to belong to a gym, 6.8% more likely to fly domestic past y

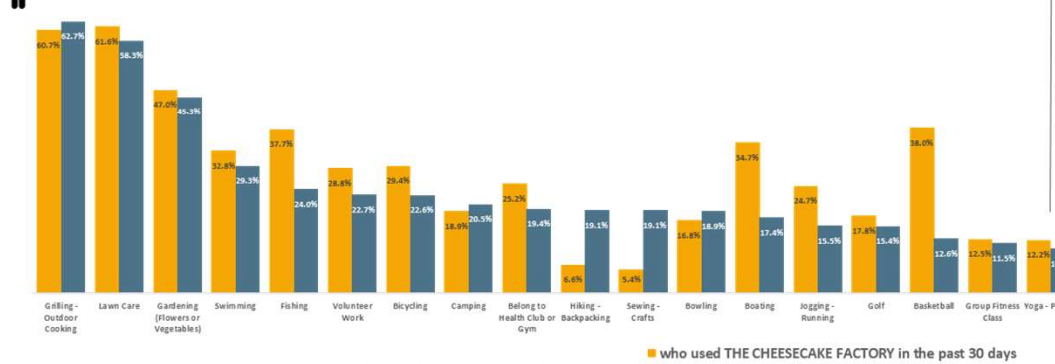
## *Top-20 past 30-days Online Lifestyle Activites:* Adults 18 or older



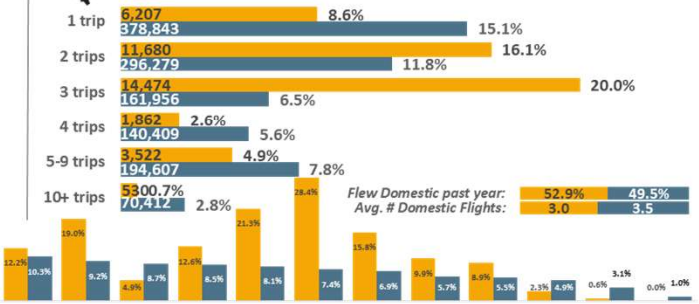

## *Political Activity:* Adults 18 or older




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




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




STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 48

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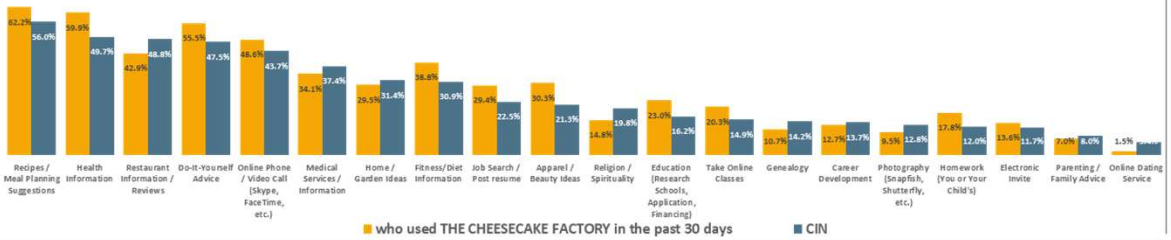
Sit-down restaurants used past 30 days: The Cheesecake Factory

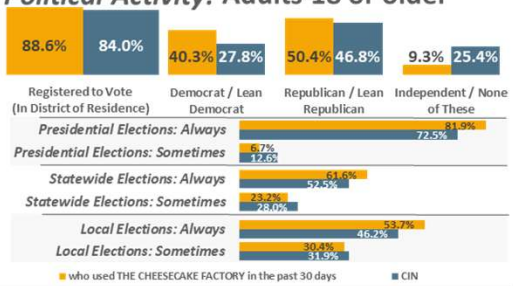



3.7% or 70,759 of CIN DMA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 16.8% more likely to look up D-I-Y advice online, 16.3% more likely to always vote in local elections, 109.8% more likely to belong to a gym, 36.% more likely to fly domestic past

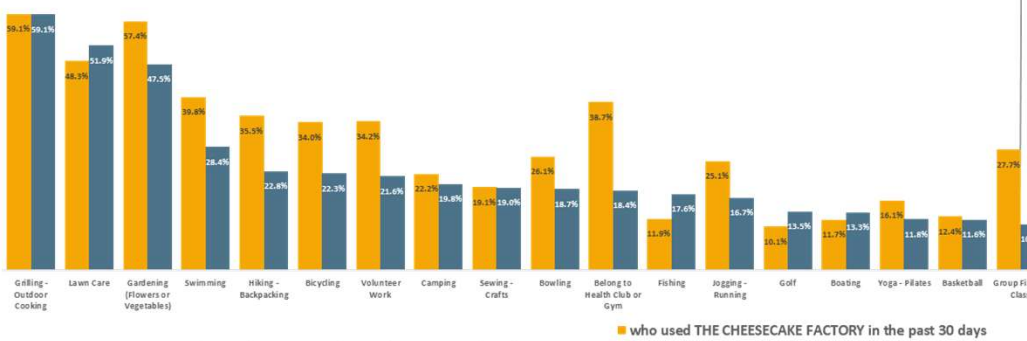
## *Top-20 past 30-days Online Lifestyle Activites:* Adults 18 or older



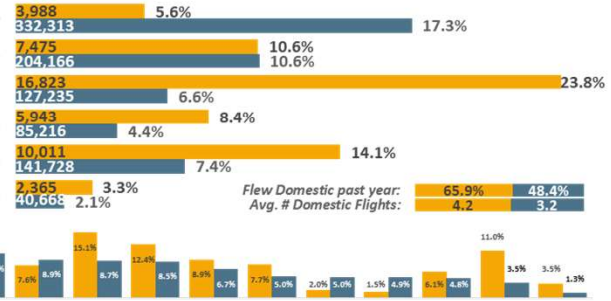

## *Political Activity:* Adults 18 or older

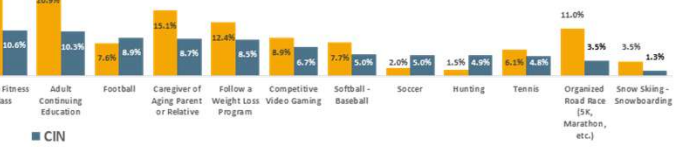



## *Top-30 past 12-months Active Lifestyle Activites:* Adults 18 or older




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




*CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 80*

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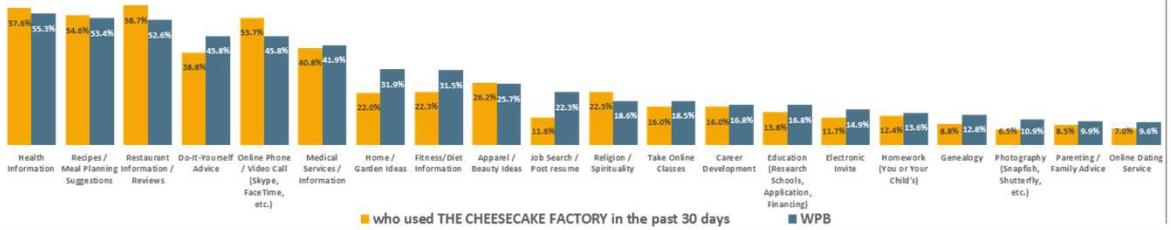
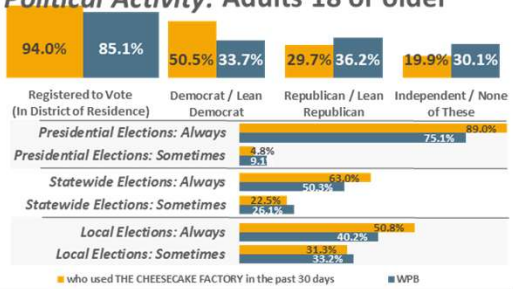
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

4.5% or 86,733 of WPB DMA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 15.2% less likely to look up D-I-Y advice online, 26.3% more likely to always vote in local elections, 46.5% more likely to belong to a gym, 48.5% more likely to fly domestic past

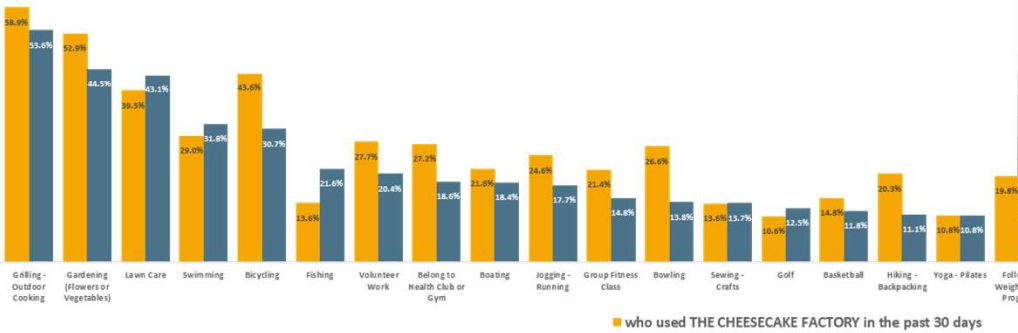
## *Top-20 past 30-days Online Lifestyle Activites:* Adults 18 or older



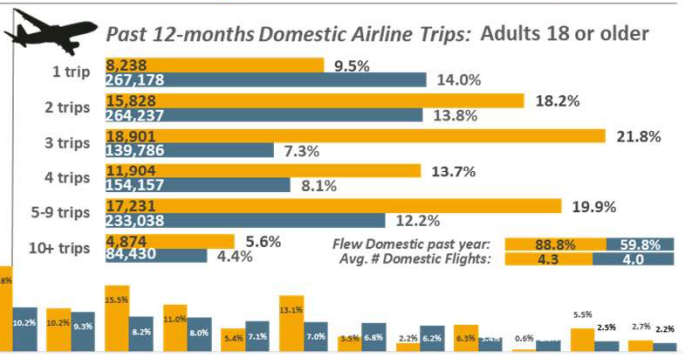

## *Political Activity:* Adults 18 or older




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




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







*WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 124*

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*Sit-down restaurants used past 30 days: The Cheesecake Factory*




3.9% or 10,318,789 of USA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 15.3% more likely to use QSRs past mo., 38.1% more likely to use Sit-Down Restaurants past mo., 50.% more likely to use Casinos past yr., 12.1% less likely to smoke cigarettes.

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






*Total Monthly QSR Users:*

97.6% 10,069,60 9

84.6% 62

*Avg. Monthly QSR Meals:*

9.0

6.1

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






*Total Monthly Sit-Down Restaurant Users:*

100.0% 10,318,78 9

72.4% 99

*Avg. Monthly Sit-Down Restaurant Meals:*

6.0

3.9

## *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 THE CHEESECAKE FACTORY in the past 30 days* 3,309,035 32.1%

*USA* 19.8%

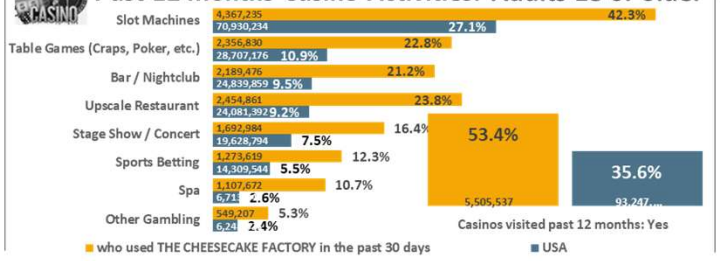
## *Drank Past 30-days:* Adults 18 or older






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






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






*USA* *USA Projection* *Scarborough R2 2025: Feb24-Jun25* *Qual Intab* *1,020*

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*USA Projection* *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,947*

*Sit-down restaurants used past 30 days: The Cheesecake Factory*




2.3% or 87,494 of MSP DMA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 15.4% more likely to use QSRs past mo., 35.6% more likely to use Sit-Down Restaurants past mo., 29.8% less likely to use Casinos past yr., 19.8% less likely to smoke cigarettes.

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






*Total Monthly QSR Users:* 98.5% 86,187 | 85.4% 3,312,074

*Avg. Monthly QSR Meals:* 5.7 | 5.5

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






*Total Monthly Sit-Down Restaurant Users:* 100.0% 87,494 | 73.7% 2,860,185

*Avg. Monthly Sit-Down Restaurant Meals:* 3.6 | 3.4

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

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



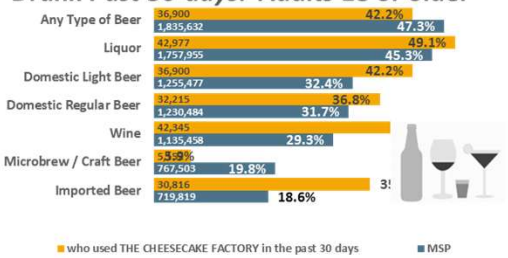



*Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)*

*who used THE CHEESECAKE FACTORY in the past 30 days* 23,627 27.0%

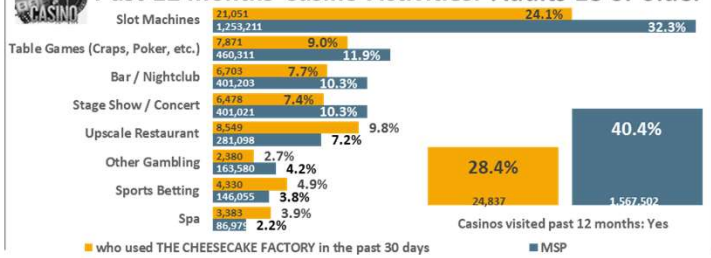
*MSP* 481,112 12.4%

## *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





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*Sit-down restaurants used past 30 days: The Cheesecake Factory*




2.9% or 72,350 of STL DMA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 10.8% more likely to use QSRs past mo., 43.4% more likely to use Sit-Down Restaurants past mo., 19.3% more likely to use Casinos past yr., 82.1% less likely to smoke cigarettes.

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






*Total Monthly QSR Users:* 94.6% 68,423 | 85.3% 2,141,191

*Avg. Monthly QSR Meals:* 10.9

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






*Total Monthly Sit-Down Restaurant Users:* 100.0% 72,350 | 69.7% 1,749,378

*Avg. Monthly Sit-Down Restaurant Meals:* 6.9 | 3.9

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

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



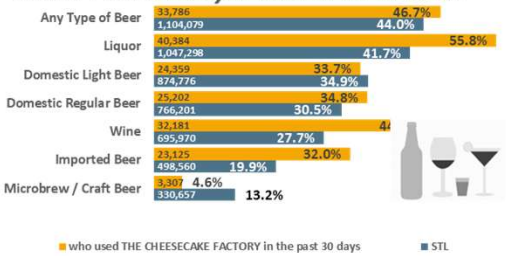



*Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)*

*who used THE CHEESECAKE FACTORY in the past 30 days* 28,536 39.4%

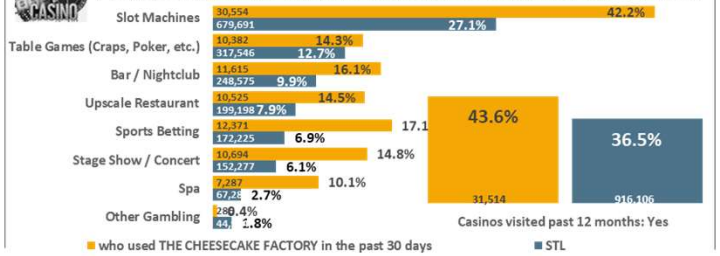
*STL* 430,647 17.2%

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




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






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





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*Sit-down restaurants used past 30 days: The Cheesecake Factory*




3.7% or 70,759 of CIN DMA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 15.5% more likely to use QSRs past mo., 32.2% more likely to use Sit-Down Restaurants past mo., 42.4% more likely to use Casinos past yr., 40.3% more likely to smoke cigarettes.

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






*Total Monthly QSR Users:* 99.4% (70,308) 86.0% (1,655,069)

*Avg. Monthly QSR Meals:* 8.7 6.3

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






*Total Monthly Sit-Down Restaurant Users:* 100.0% (70,759) 75.7% (1,455,206)

*Avg. Monthly Sit-Down Restaurant Meals:* 7.2 3.9

## *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 THE CHEESECAKE FACTORY in the past 30 days* | 19,841 | 28.0% |
| *CIN* | 343,889 | 17.9% |

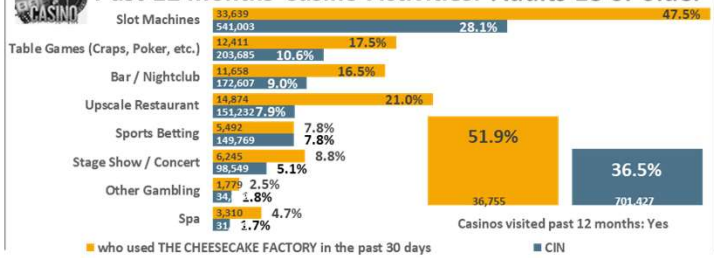
## *Drank Past 30-days:* Adults 18 or older






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






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






*CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 80*

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*Sit-down restaurants used past 30 days: The Cheesecake Factory*

The Cheesecake Factory **WPB**

4.5% or 86,733 of WPB DMA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 22.1% more likely to use QSRs past mo., 37.% more likely to use Sit-Down Restaurants past mo., 51.8% more likely to use Casinos past yr., 16.8% less likely to smoke cigarettes.

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






*Total Monthly QSR Users:*




*Avg. Monthly QSR Meals:*




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

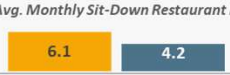





*Total Monthly Sit-Down Restaurant Users:*




*Avg. Monthly Sit-Down Restaurant Meals:*




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

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

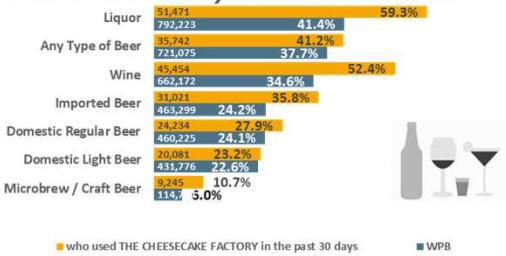





*Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)*

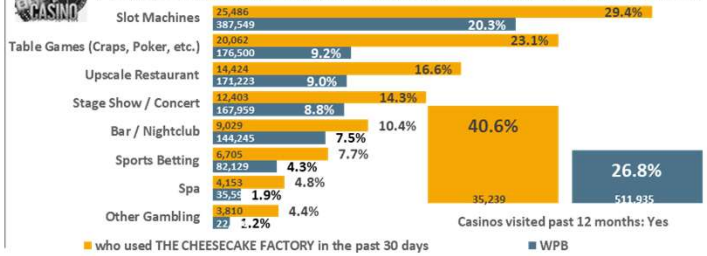



## *Drank Past 30-days:* Adults 18 or older




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






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






*WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 124*

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*Sit-down restaurants used past 30 days: The Cheesecake Factory*

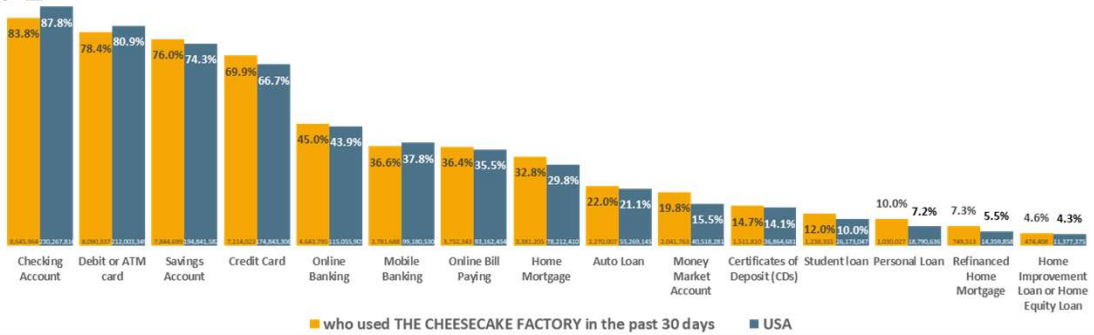



3.9% or 10,318,789 of USA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 13.5% more likely to have a 401K, 4.4% more likely to have an Auto Loan, 52.4% more likely to Invest/Trade Stocks Online, 2.7% less likely to pay with their Debit Card.

## *Investments Owned:* Adults 18 or older



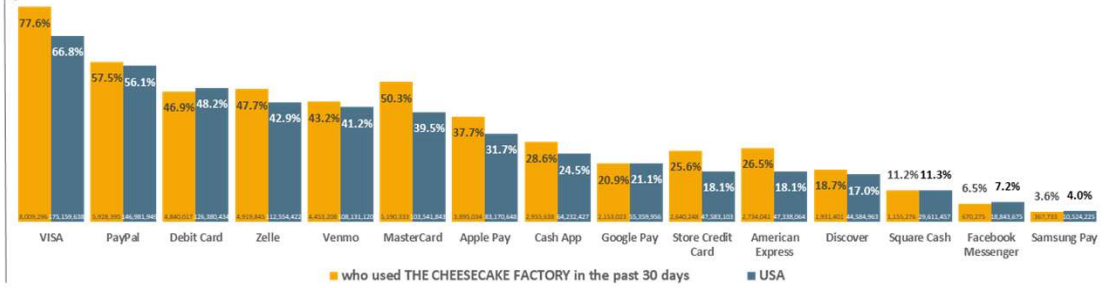

## *Financial Services Has and/or Uses:* Adults 18 or older




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




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




*USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 1,020*

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*USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947*

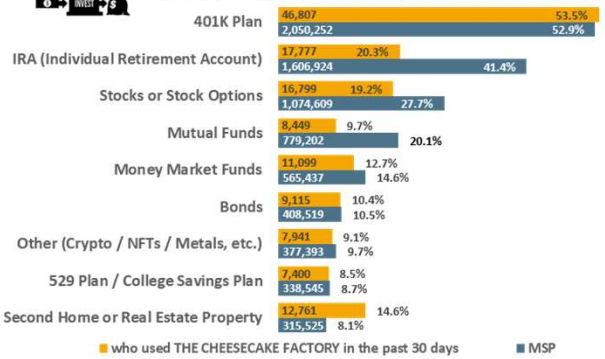
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

The Cheesecake Factory

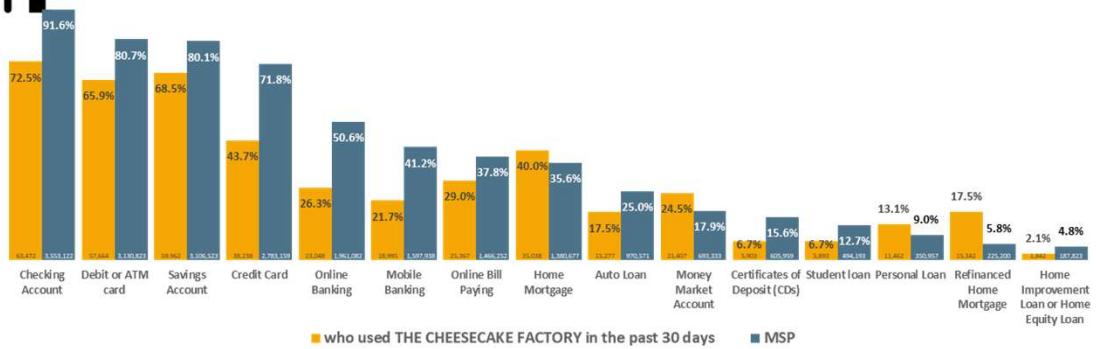
MSP

2.3% or 87,494 of MSP DMA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 1.2% more likely to have a 401K, 30.2% less likely to have an Auto Loan, 56.8% less likely to Invest/Trade Stocks Online, 1.2% less likely to pay with their Debit Card.

## *Investments Owned:* Adults 18 or older



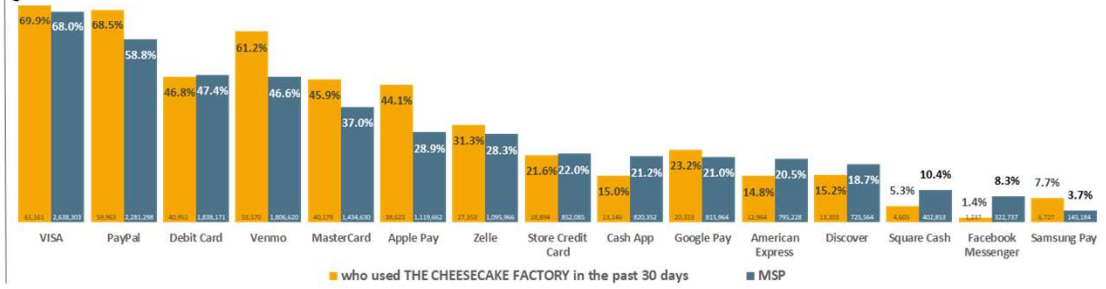

## *Financial Services Has and/or Uses:* Adults 18 or older




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




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





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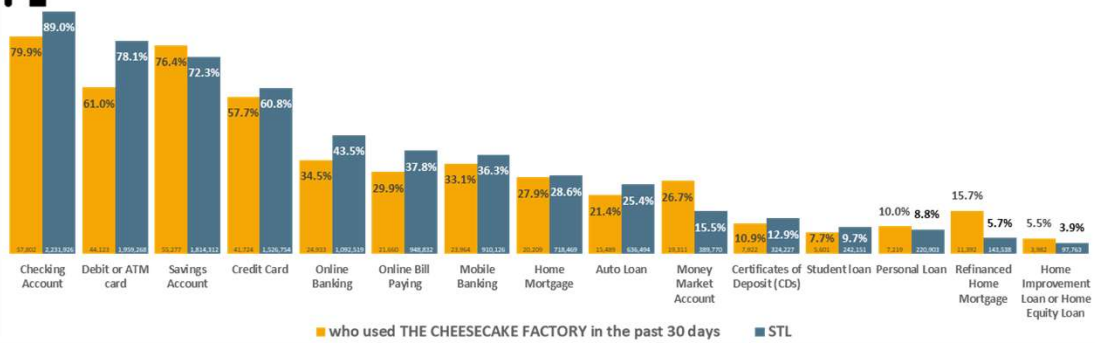
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

2.9% or 72,350 of STL DMA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 14.1% less likely to have a 401K, 15.6% less likely to have an Auto Loan, 95.3% more likely to Invest/Trade Stocks Online, 45.6% less likely to pay with their Debit Card.

## *Investments Owned:* Adults 18 or older



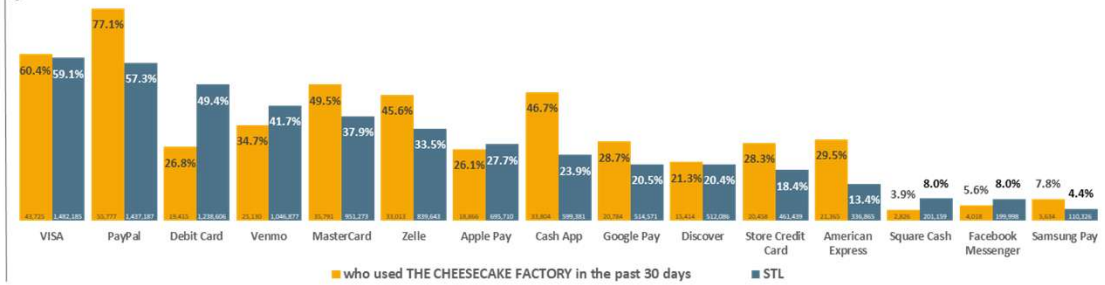

## *Financial Services Has and/or Uses:* Adults 18 or older




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




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





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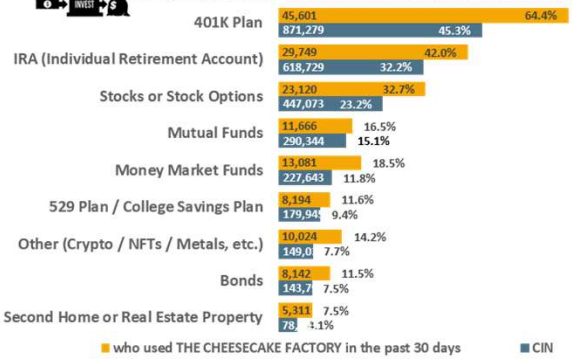
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

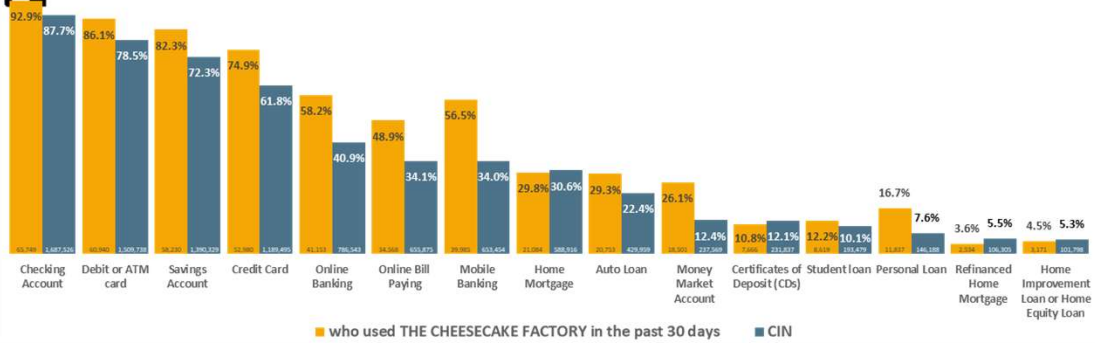



3.7% or 70,759 of CIN DMA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 42.3% more likely to have a 401K, 31.2% more likely to have an Auto Loan, 62.7% more likely to Invest/Trade Stocks Online, 8.1% more likely to pay with their Debit Card.

## *Investments Owned:* Adults 18 or older




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



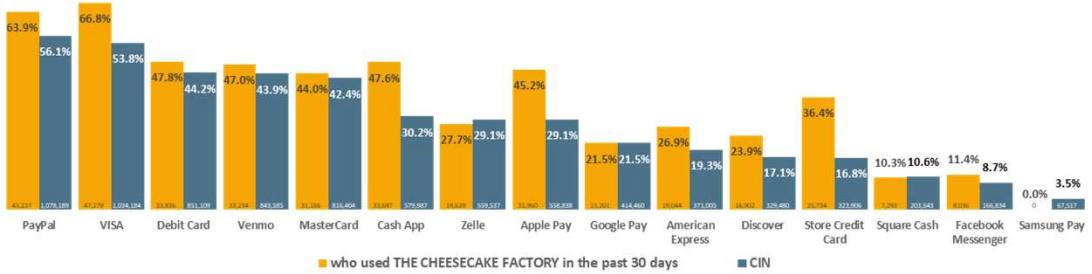

## *Professional Services Used*:* Adults 18 or older






*(*Past 12 Months)*

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




*CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 80*

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*Sit-down restaurants used past 30 days: The Cheesecake Factory*

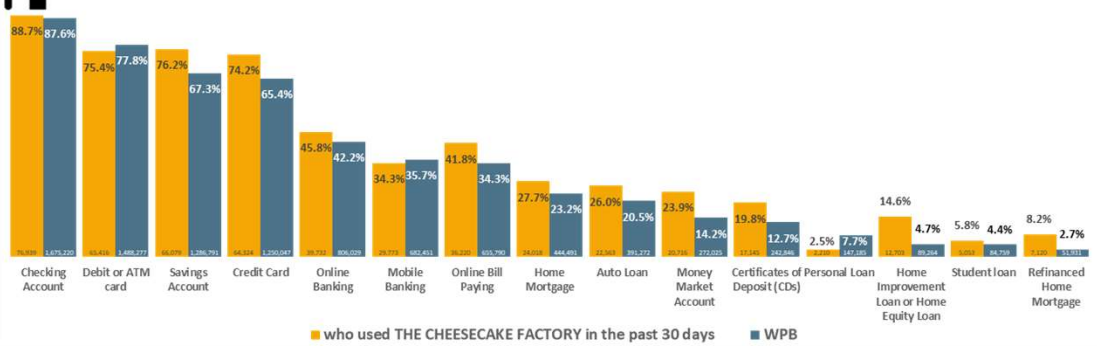
The Cheesecake Factory — WPB

4.5% or 86,733 of WPB DMA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 21.% more likely to have a 401K, 27.1% more likely to have an Auto Loan, 45.1% more likely to Invest/Trade Stocks Online, 15.1% less likely to pay with their Debit Card.

## *Investments Owned:* Adults 18 or older



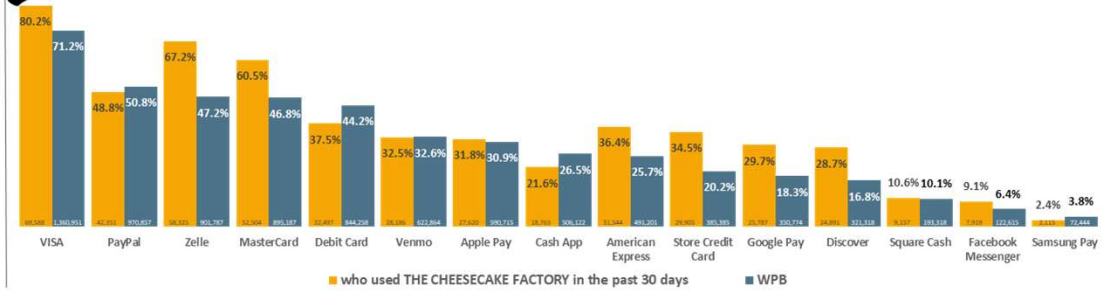

## *Financial Services Has and/or Uses:* Adults 18 or older




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




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




WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 124

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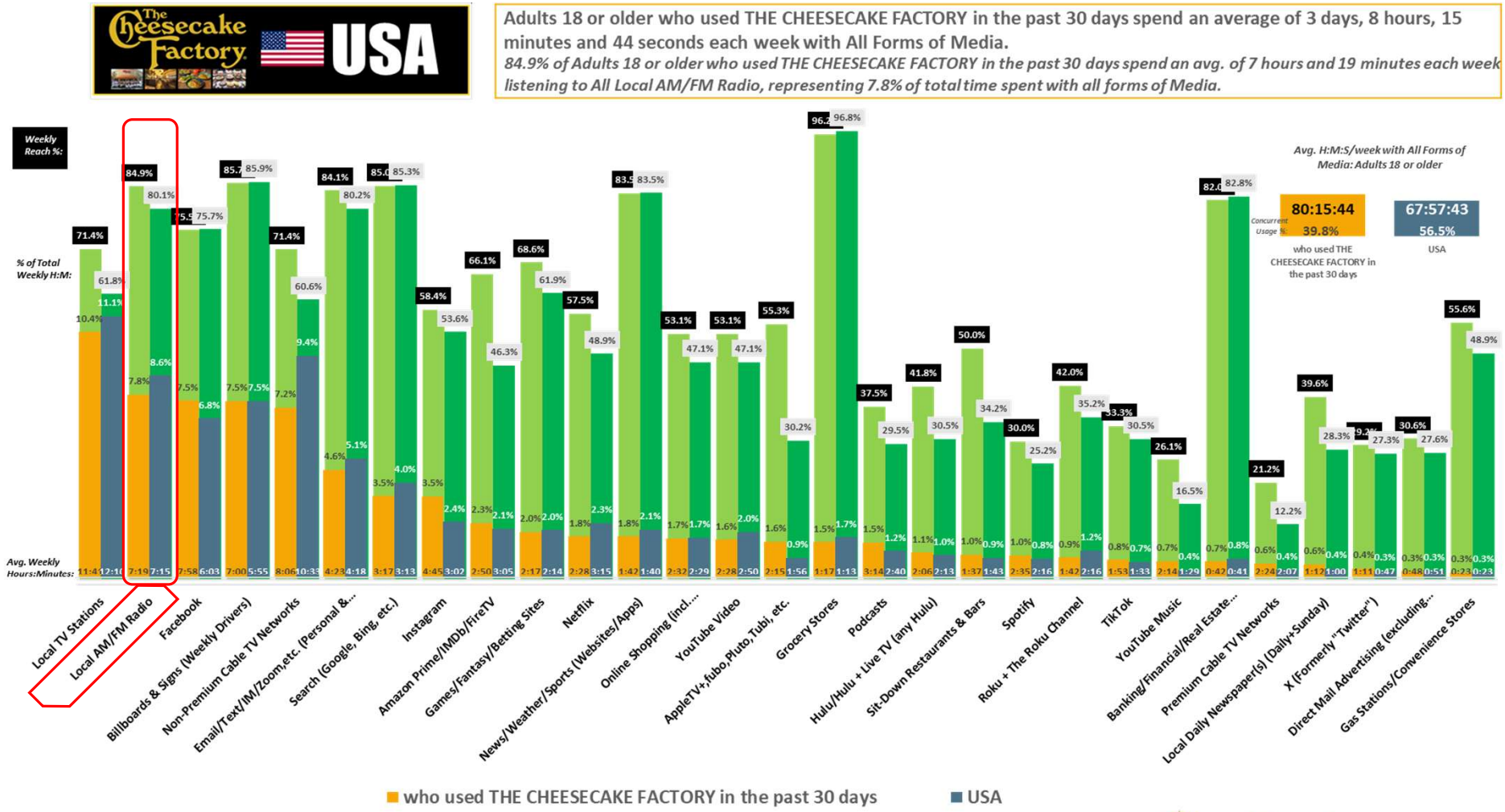
*Sit-down restaurants used past 30 days: The Cheesecake Factory*




*USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 1,020 USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947*

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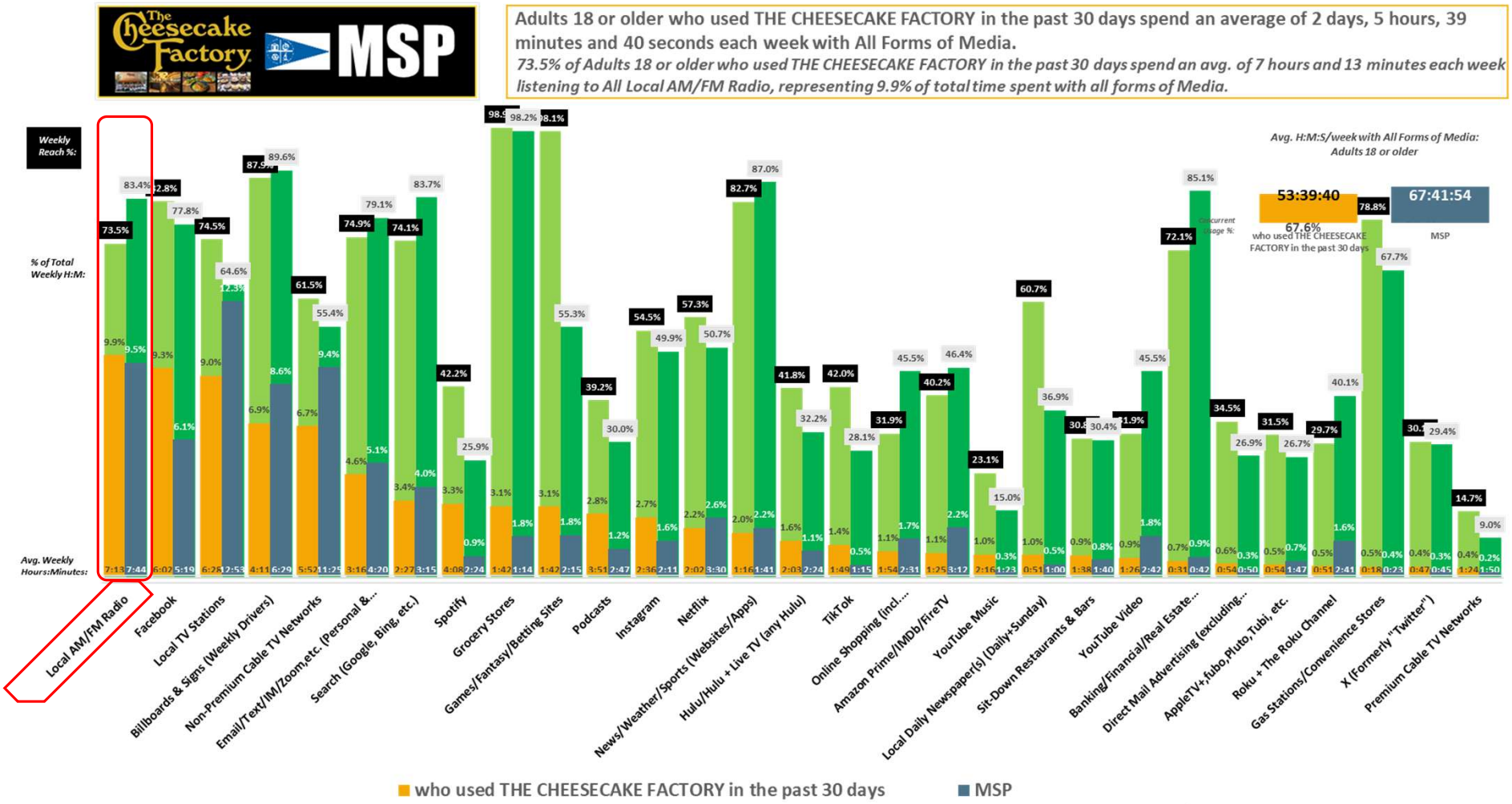
*Sit-down restaurants used past 30 days: The Cheesecake Factory*




MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 41 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

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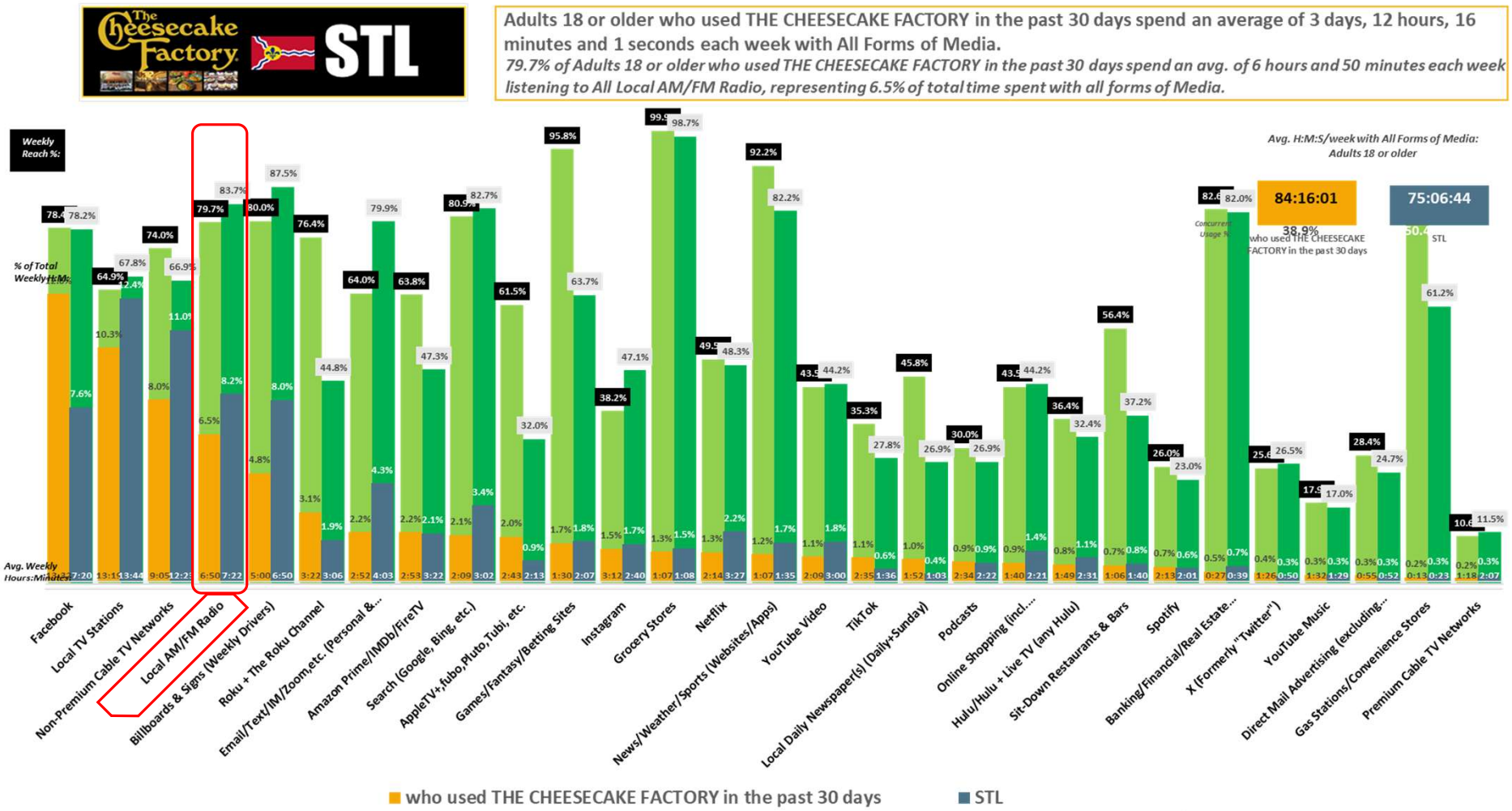
Sit-down restaurants used past 30 days: The Cheesecake Factory




STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 48 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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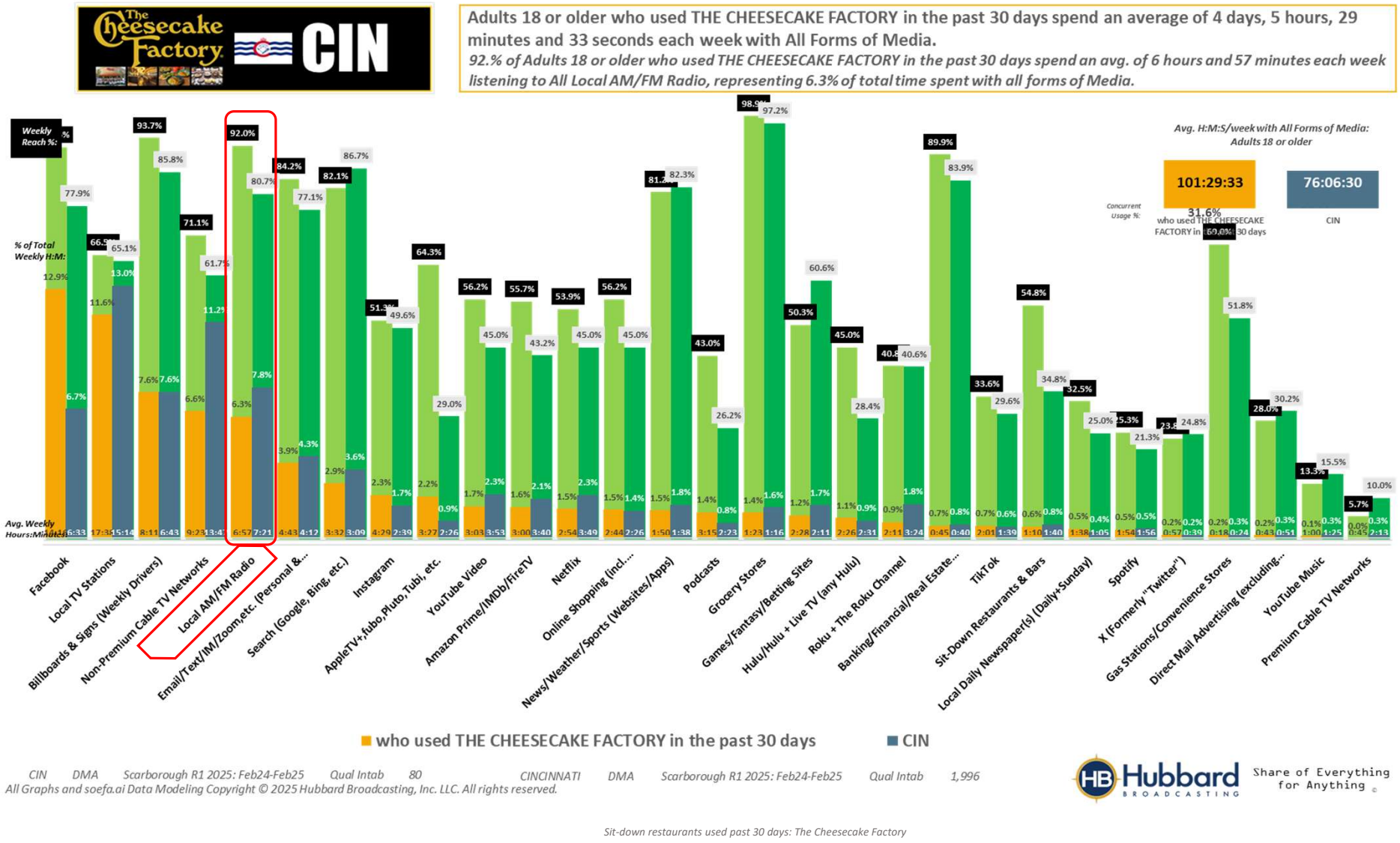
Sit-down restaurants used past 30 days: The Cheesecake Factory




CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 80 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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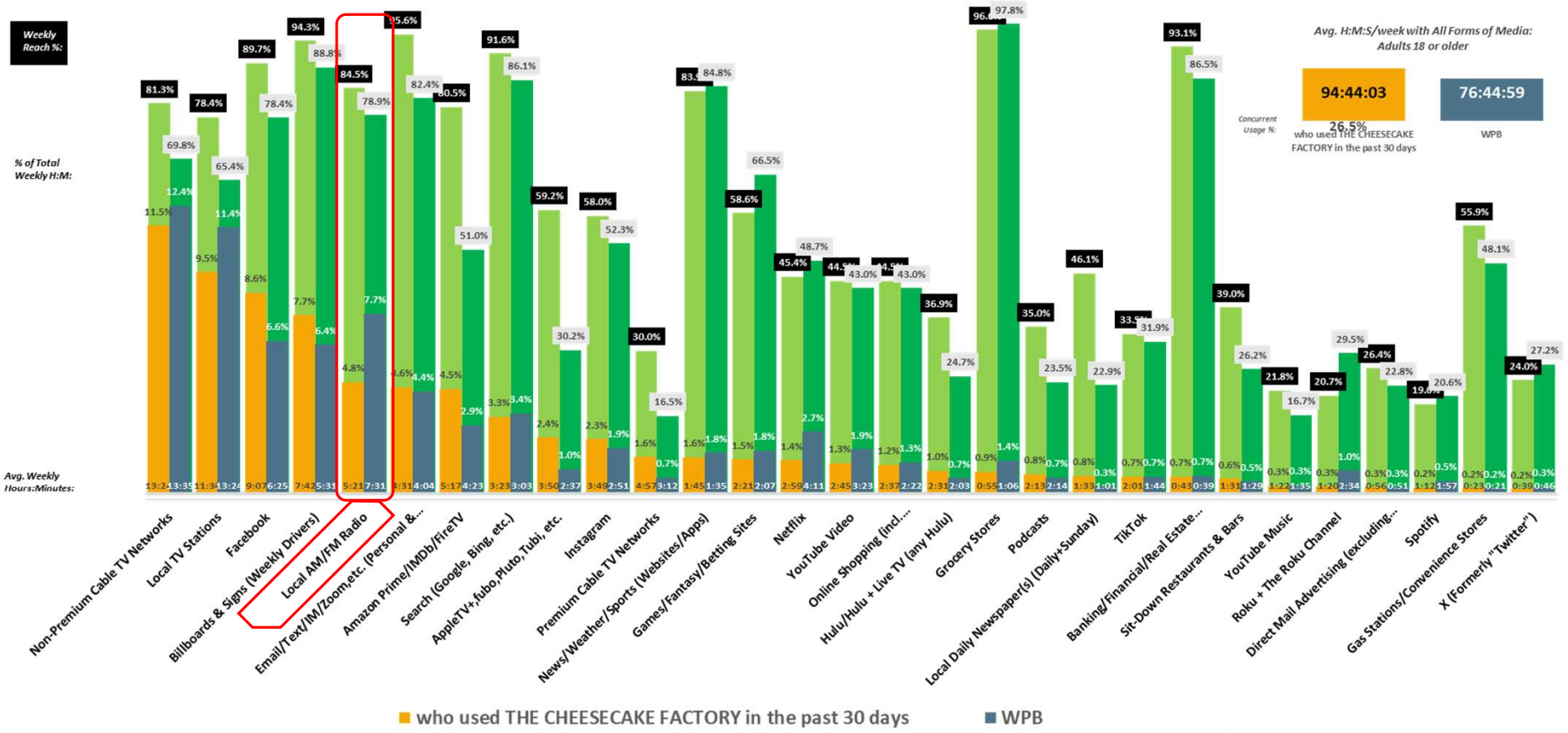
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

**Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days spend an average of 3 days, 22 hours, 44 minutes and 3 seconds each week with All Forms of Media.**

***84.5% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days spend an avg. of 5 hours and 21 minutes each week listening to All Local AM/FM Radio, representing 4.8% of total time spent with all forms of Media.***




*WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 124 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687*

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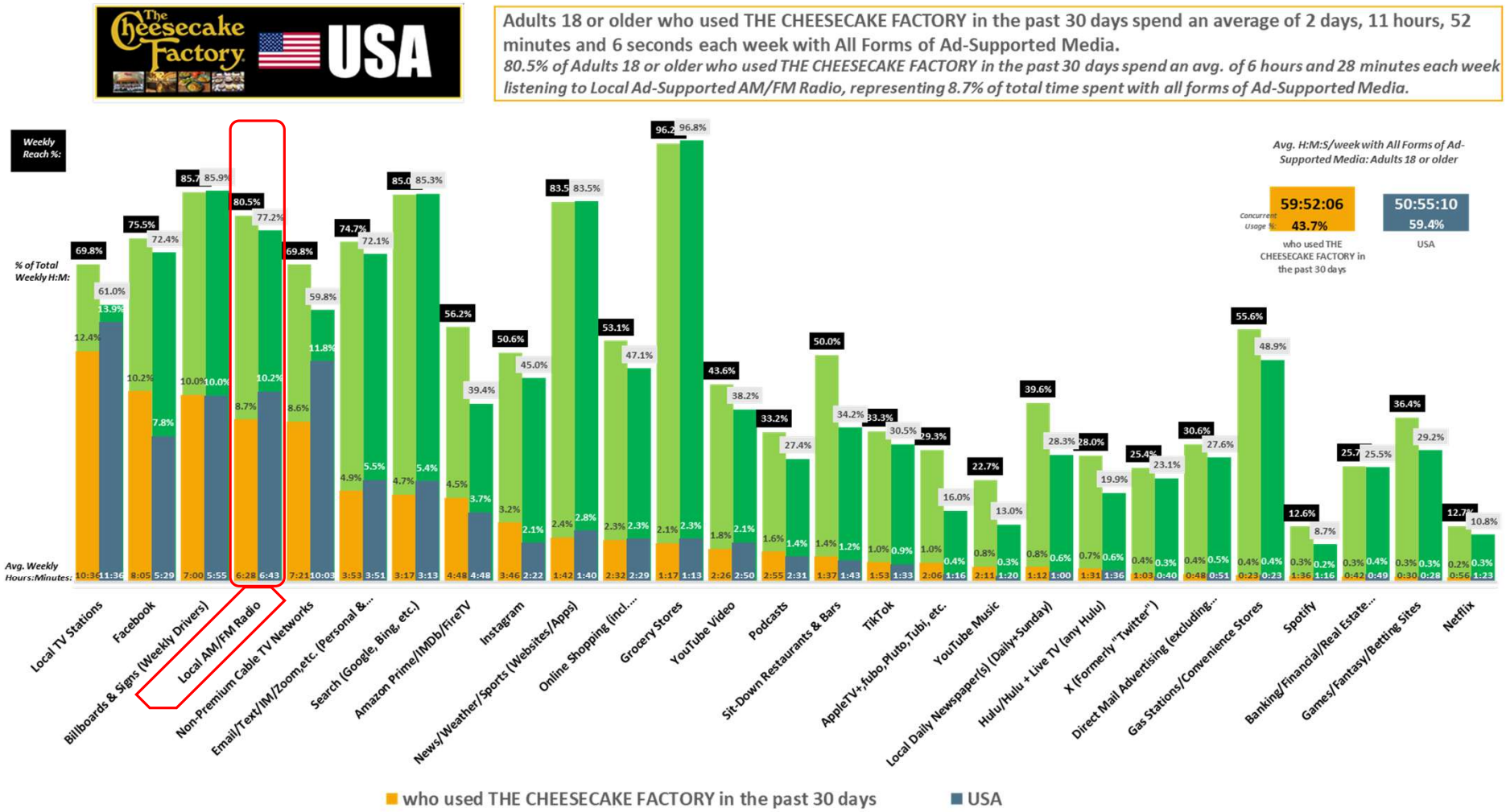
*Sit-down restaurants used past 30 days: The Cheesecake Factory*




USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 1,020 USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

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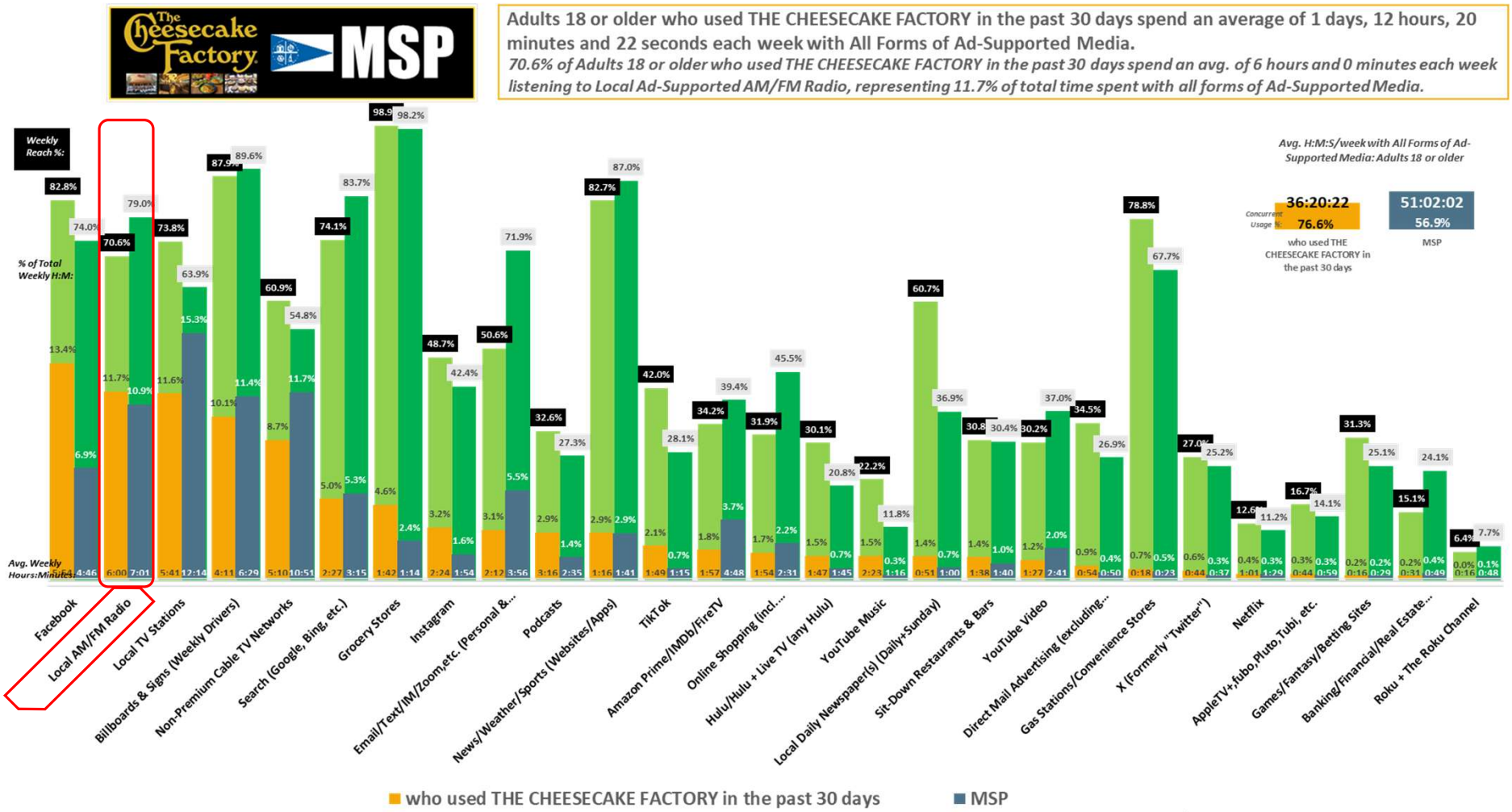
Sit-down restaurants used past 30 days: The Cheesecake Factory




MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 41 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

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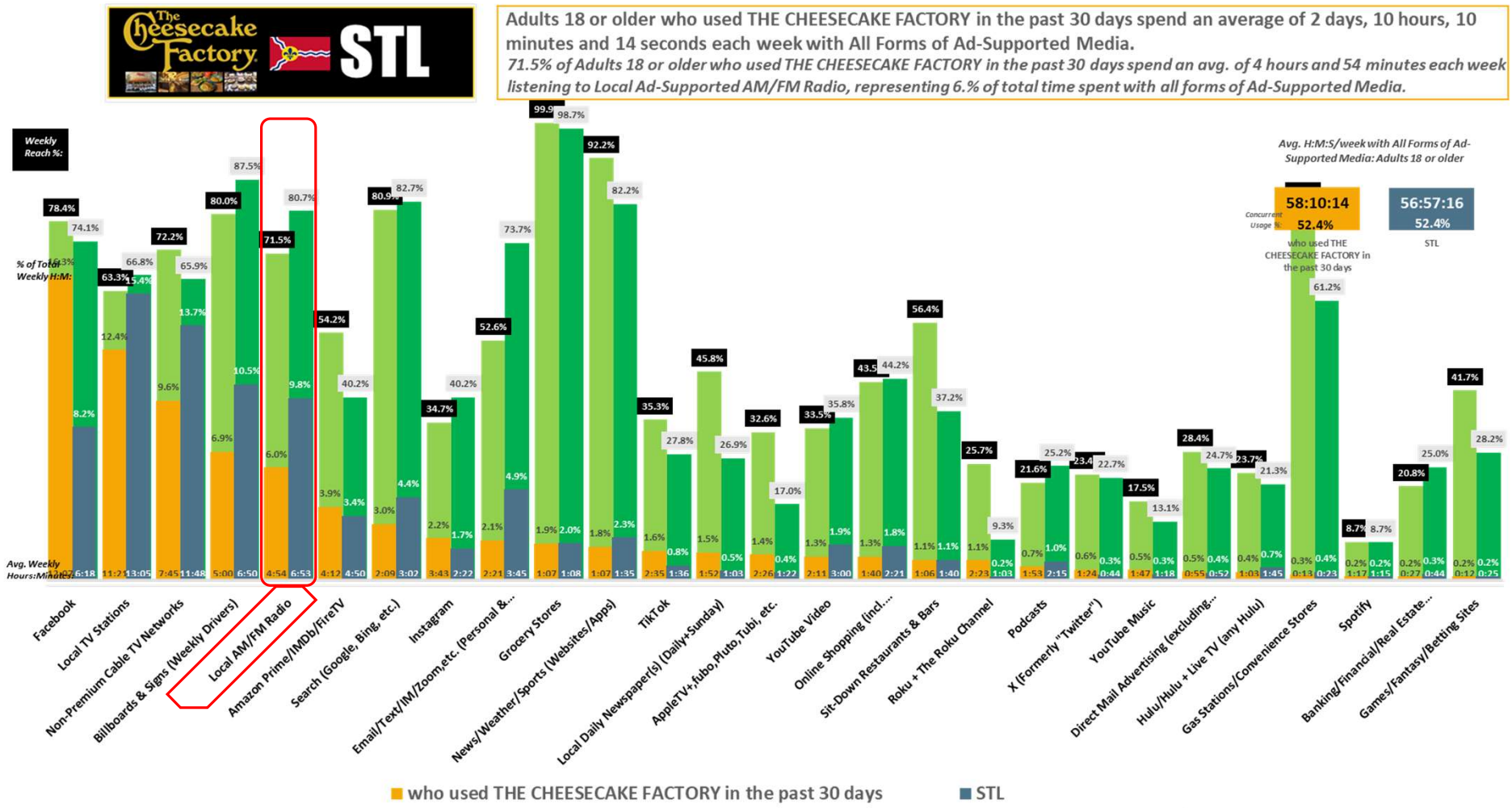
*Sit-down restaurants used past 30 days: The Cheesecake Factory*




STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 48 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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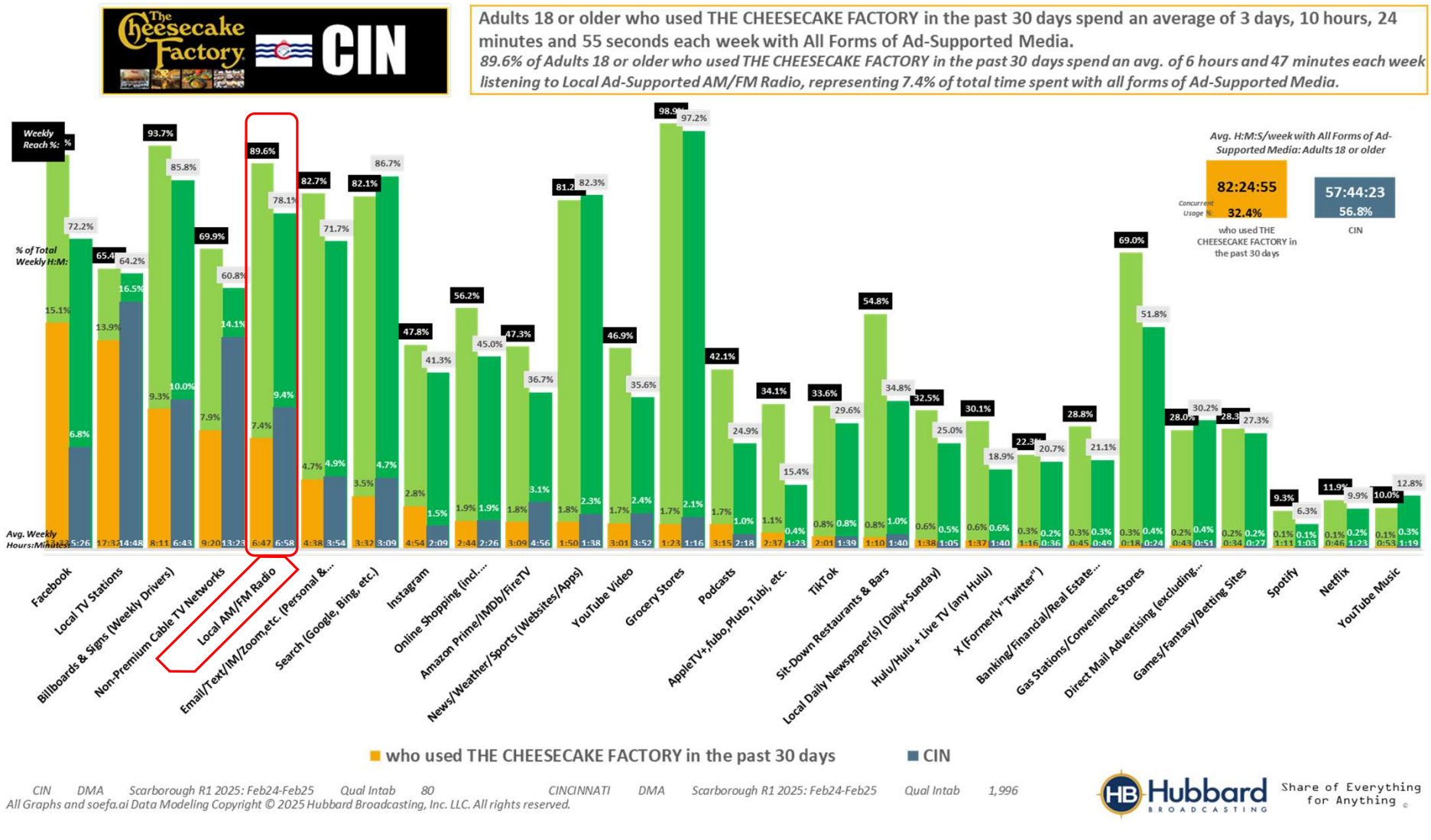
Sit-down restaurants used past 30 days: The Cheesecake Factory




CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 80 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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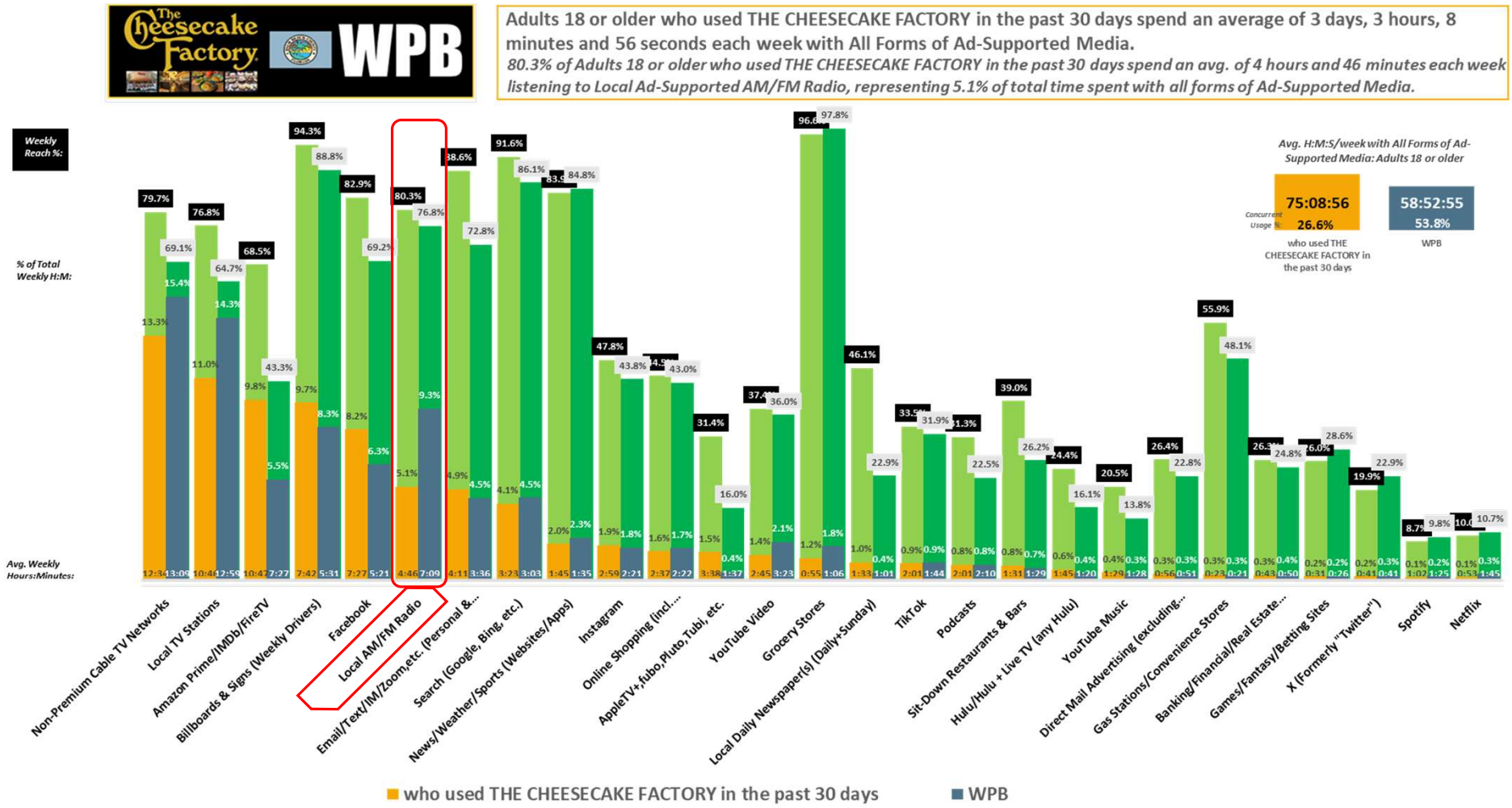
Sit-down restaurants used past 30 days: The Cheesecake Factory




WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 124 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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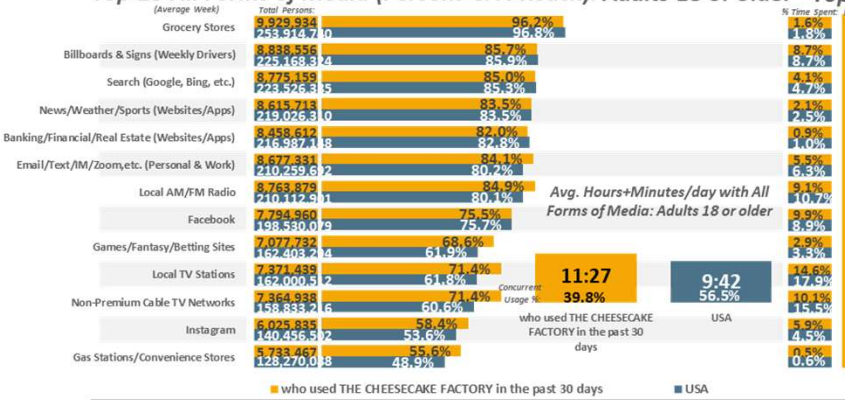
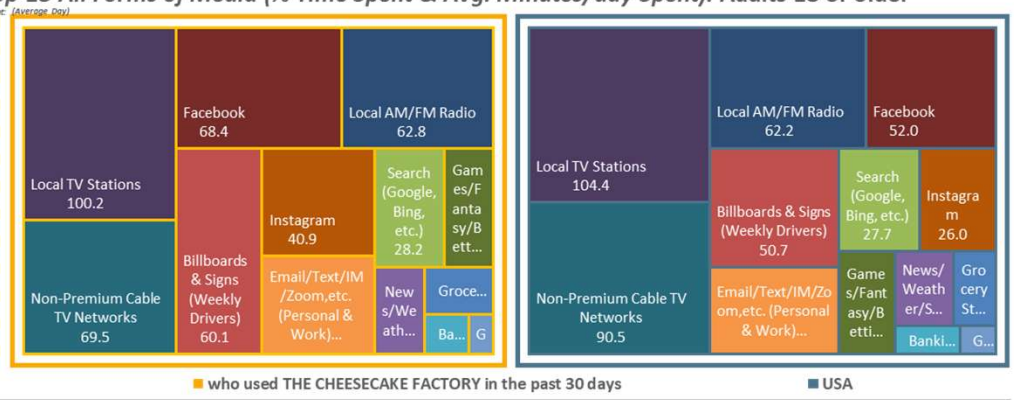
Sit-down restaurants used past 30 days: The Cheesecake Factory

Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days spend an average of 8 hours and 33 minutes each day with All Forms of Ad-Supported Media. 80.5% listen to Local AM/FM Radio for an avg. of 55.4 minutes/day. *(Local Radio delivers 8.7% of Time with Ad-Supported Media.)*

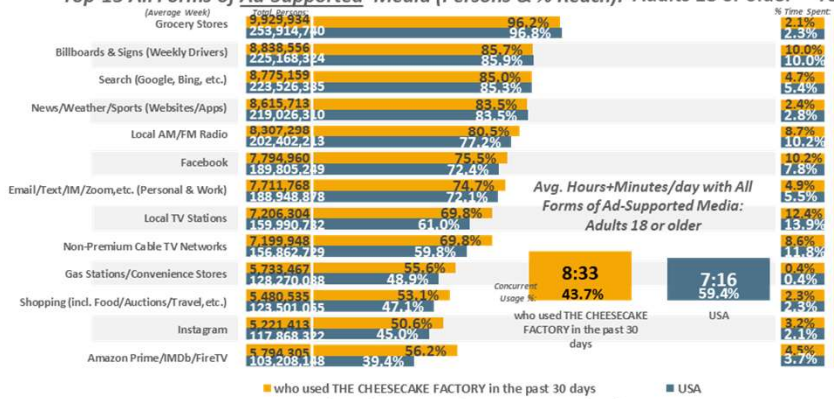
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older



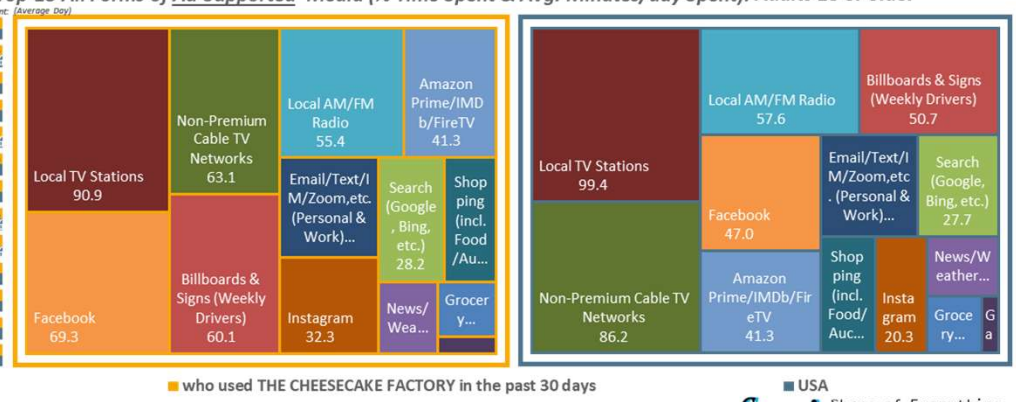

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 1,020*

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*USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947*

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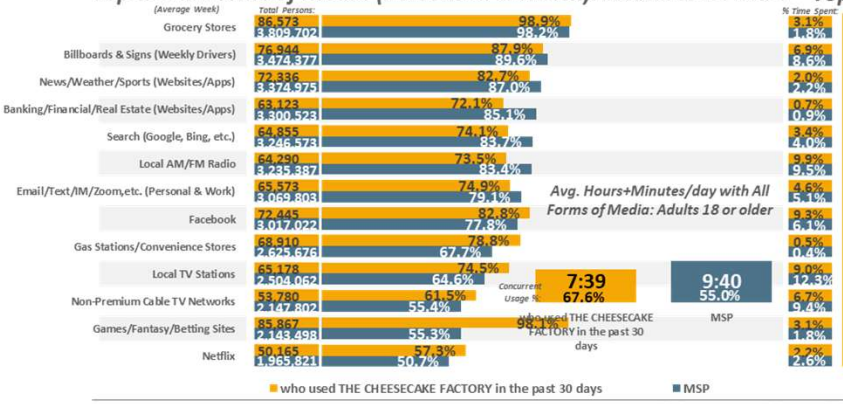
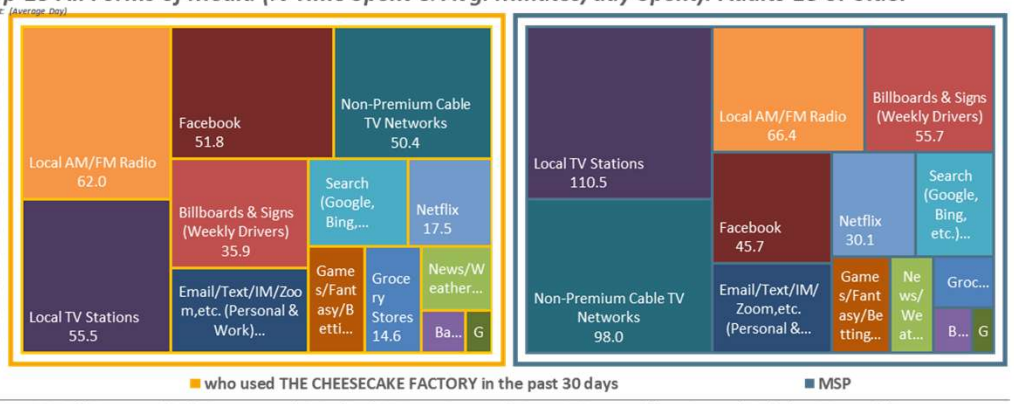
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days spend an average of 5 hours and 11 minutes each day with All Forms of Ad-Supported Media. 70.6% listen to Local AM/FM Radio for an avg. of 51.5 minutes/day. *(Local Radio delivers 11.7% of Time with Ad-Supported Media.)*

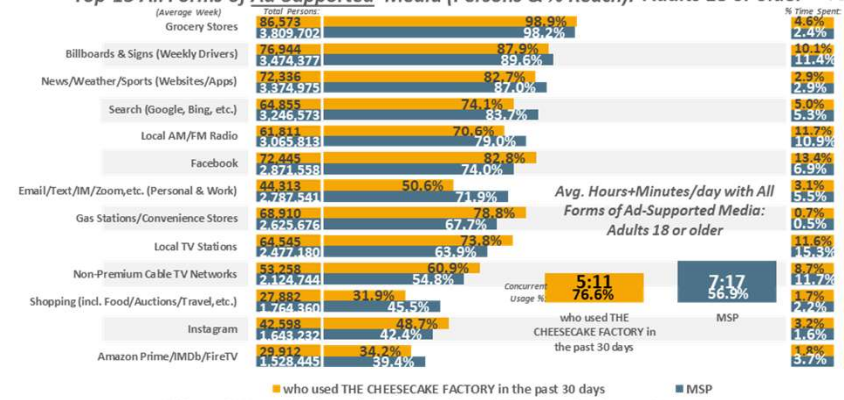
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older



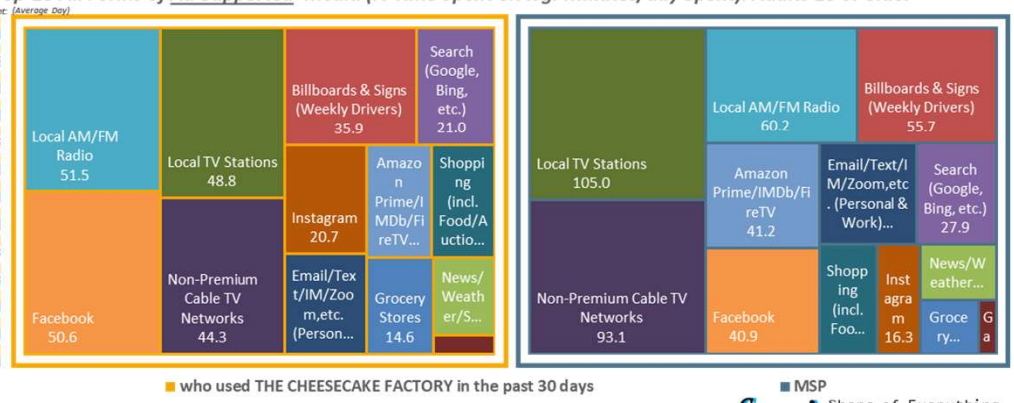

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 41*

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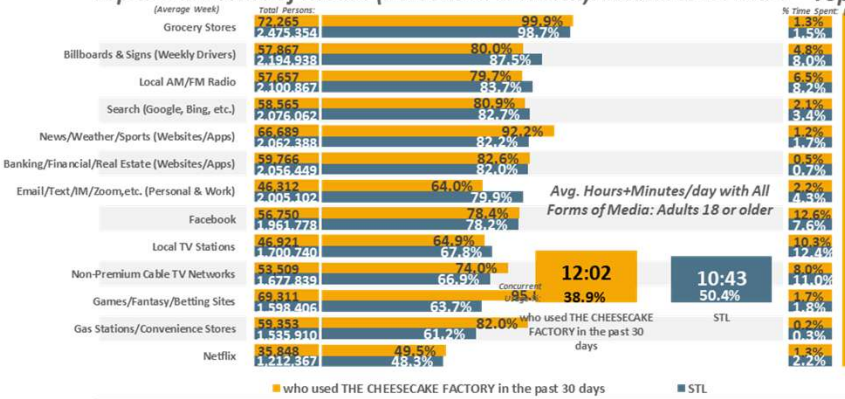
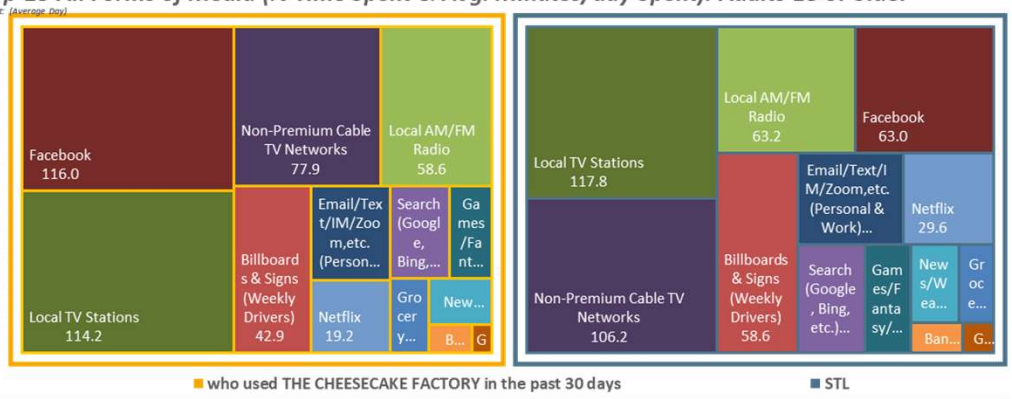
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days spend an average of 8 hours and 18 minutes each day with All Forms of Ad-Supported Media. 71.5% listen to Local AM/FM Radio for an avg. of 42.1 minutes/day. *(Local Radio delivers 6.% of Time with Ad-Supported Media.)*

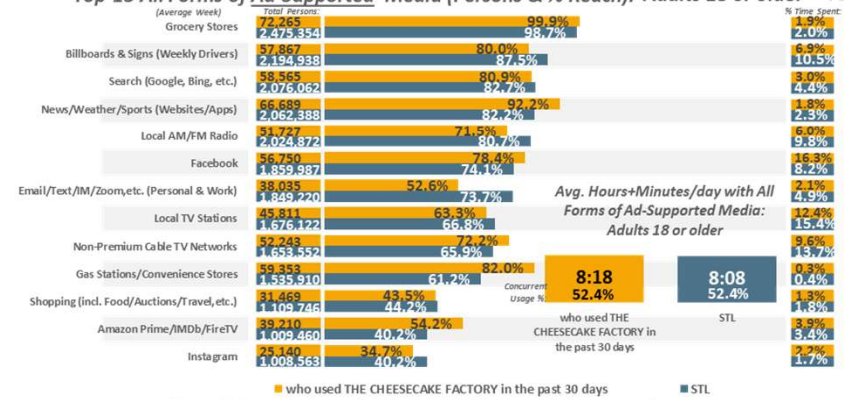
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older



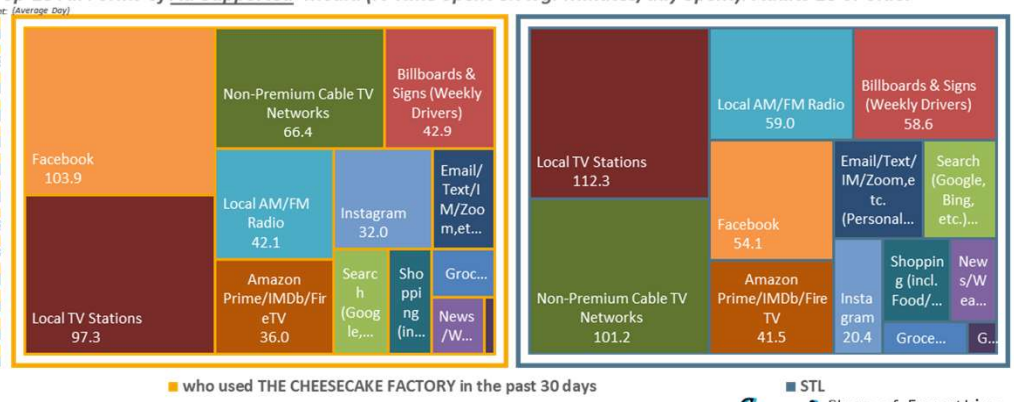

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 48*

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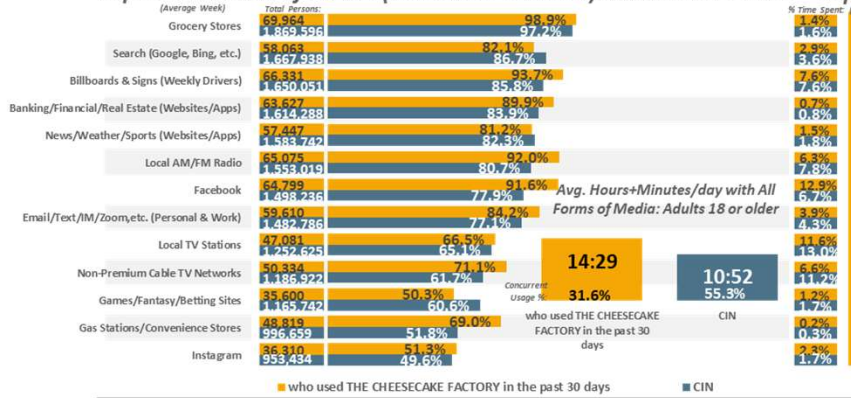
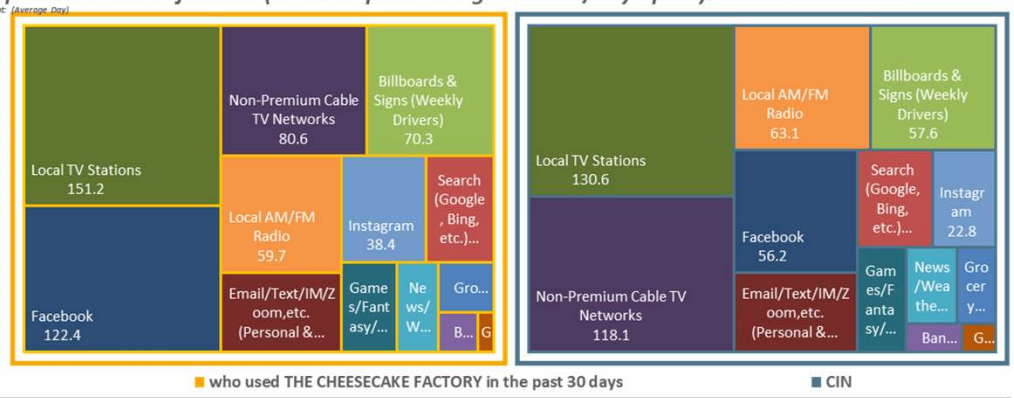
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days spend an average of 11 hours and 46 minutes each day with All Forms of Ad-Supported Media. 89.6% listen to Local AM/FM Radio for an avg. of 58.2 minutes/day. *(Local Radio delivers 7.4% of Time with Ad-Supported Media.)*

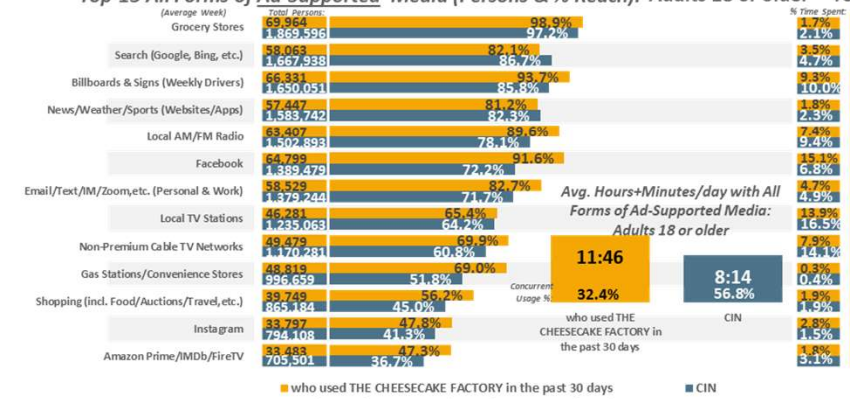
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older



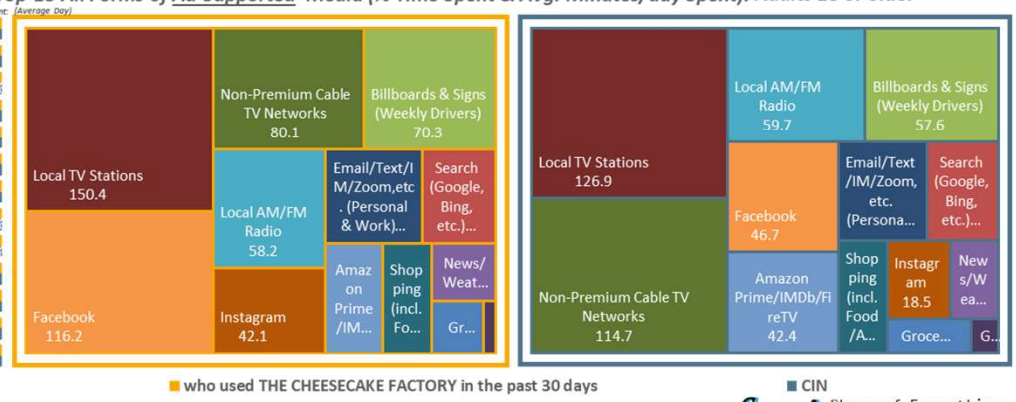

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 80*

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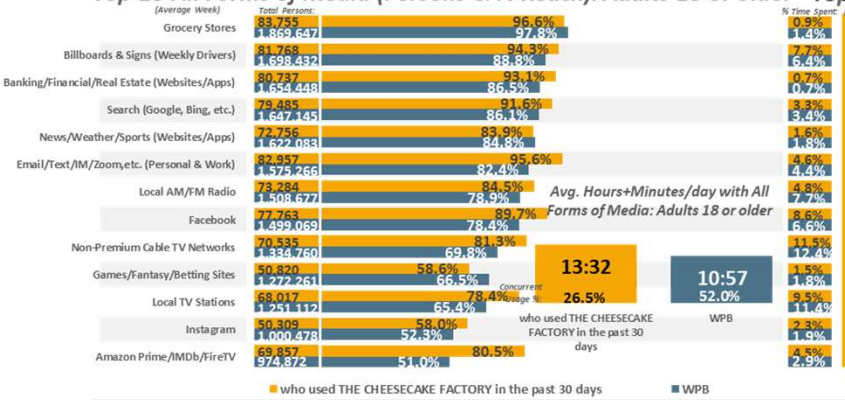
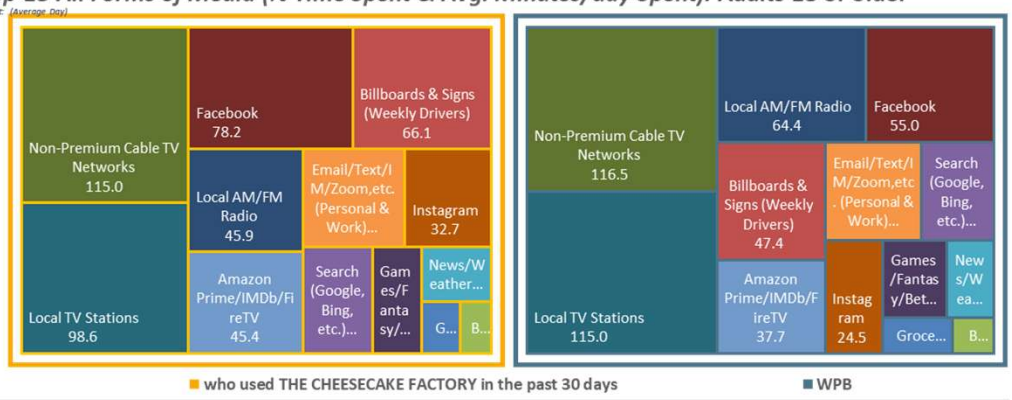
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days spend an average of 10 hours and 44 minutes each day with All Forms of Ad-Supported Media. 80.3% listen to Local AM/FM Radio for an avg. of 40.9 minutes/day. *(Local Radio delivers 5.1% of Time with Ad-Supported Media.)*

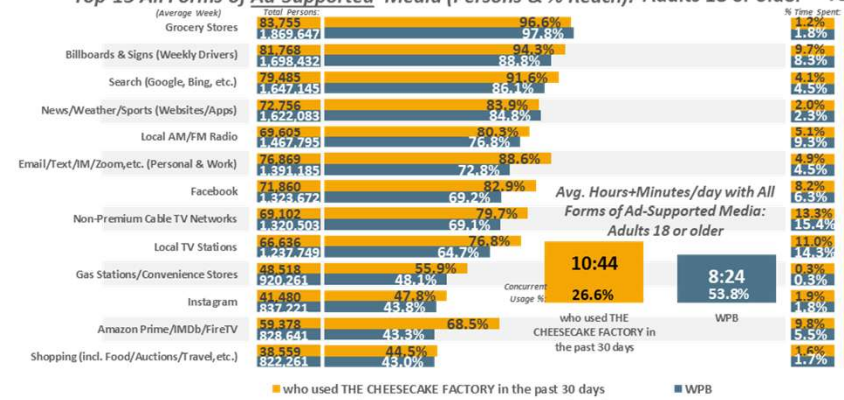
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older



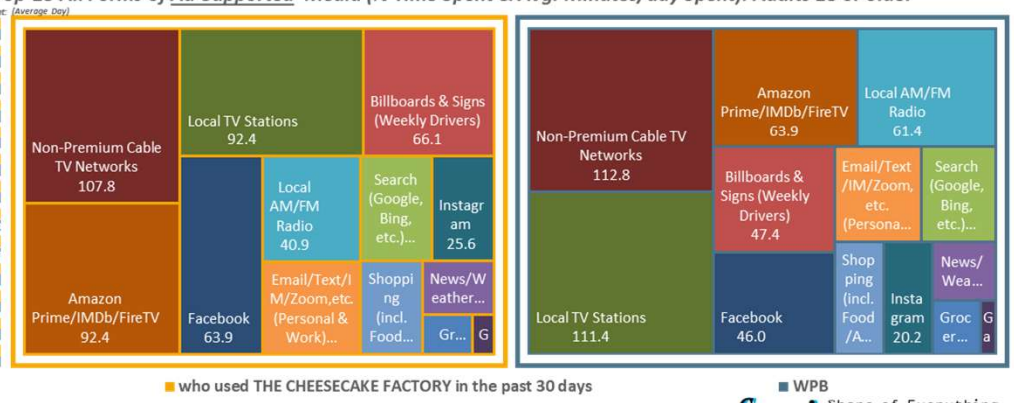

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 124*

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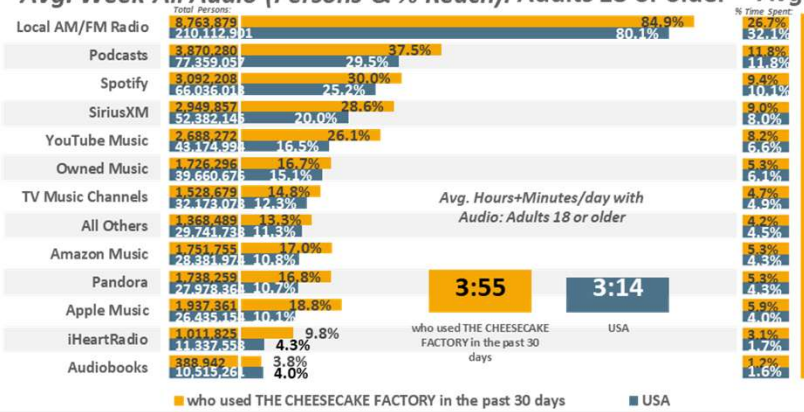
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

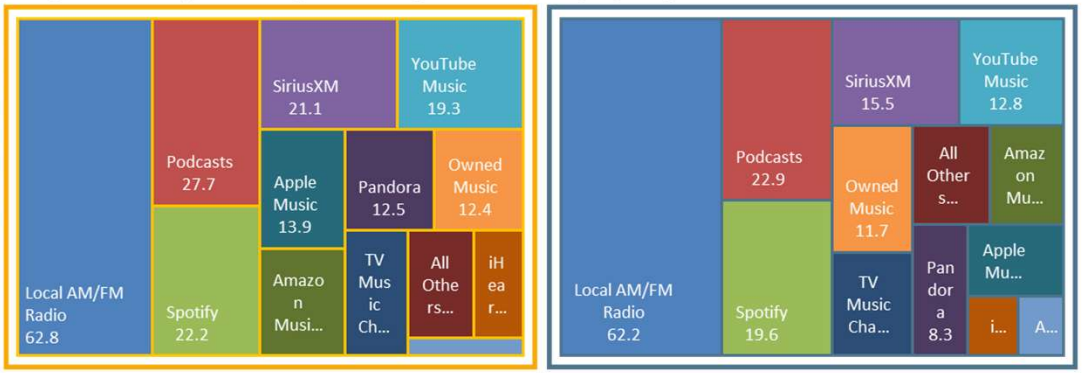
The Cheesecake Factory USA

8,307,298 or 80.5% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 55.4 minutes every day representing 33.6% of all time spent daily with Ad-Supported Audio.

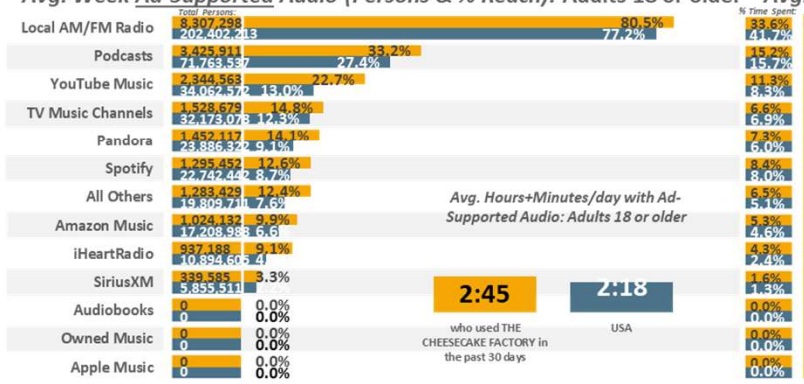
## *Avg. Week All Audio (Persons & % Reach):* Adults 18 or older



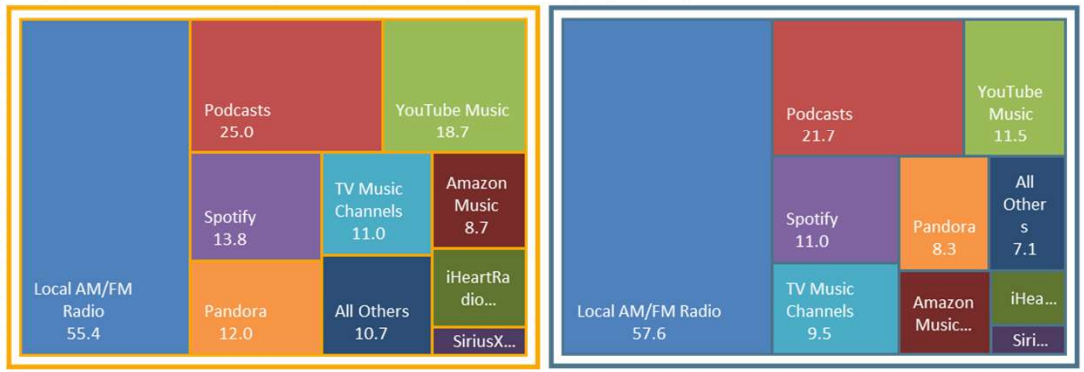

## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 1,020*

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*Scarborough R2 2025: Feb24-Jun25 USA Projection*

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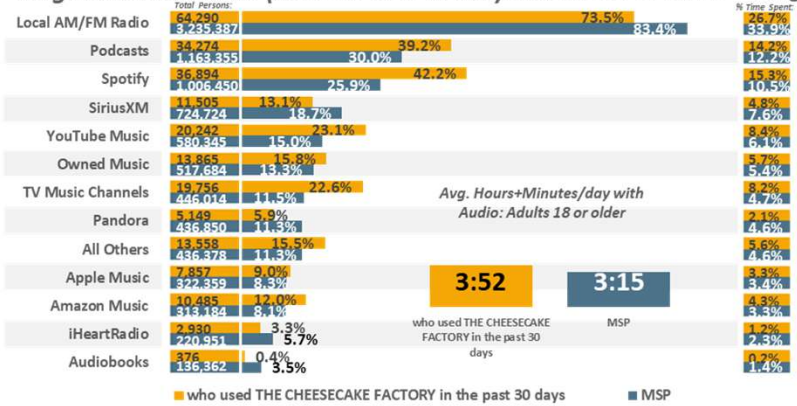
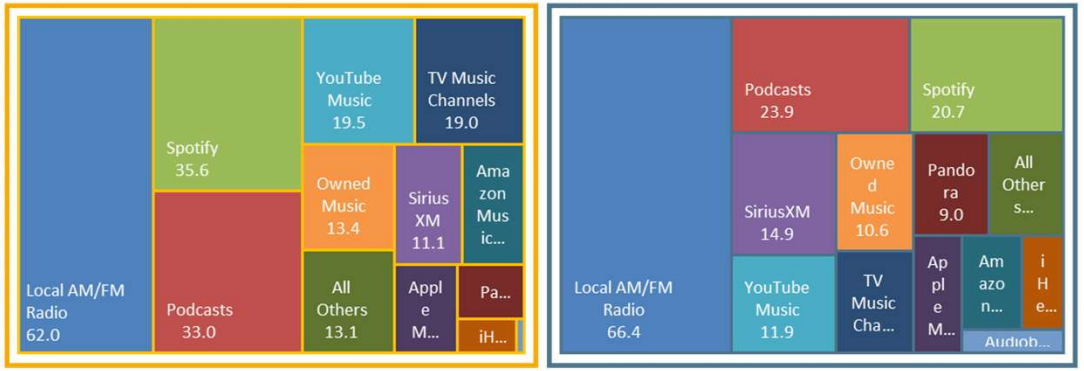
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

61,811 or 70.6% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 51.5 minutes every day representing 35.% of all time spent daily with Ad-Supported Audio.

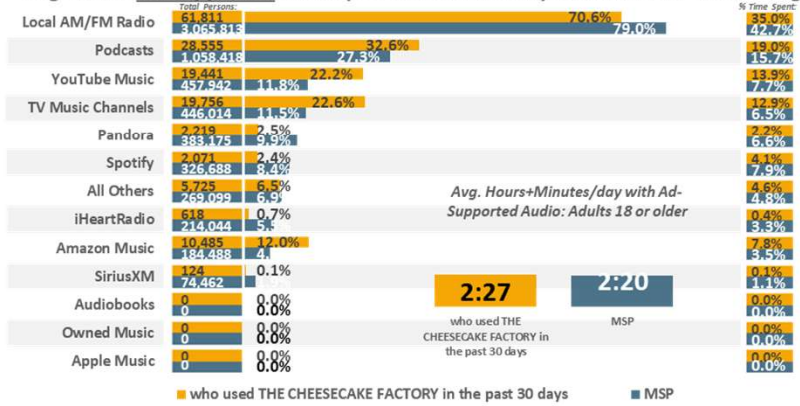
## *Avg. Week All Audio (Persons & % Reach):* Adults 18 or older



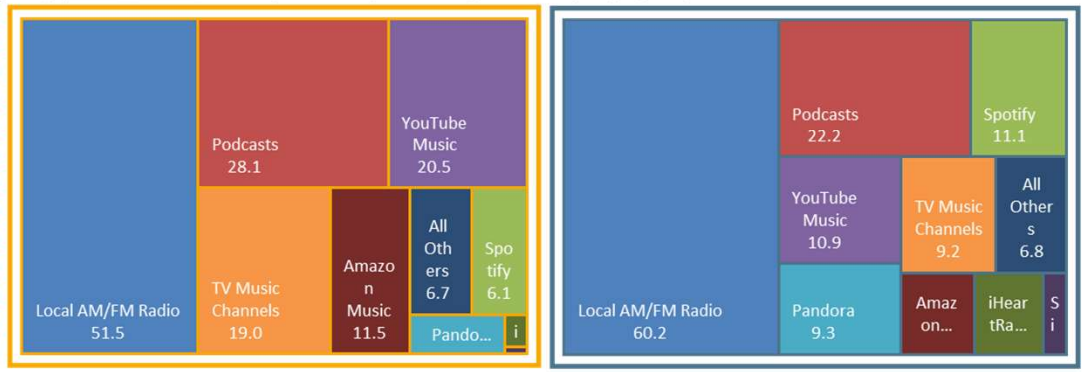

## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 41*

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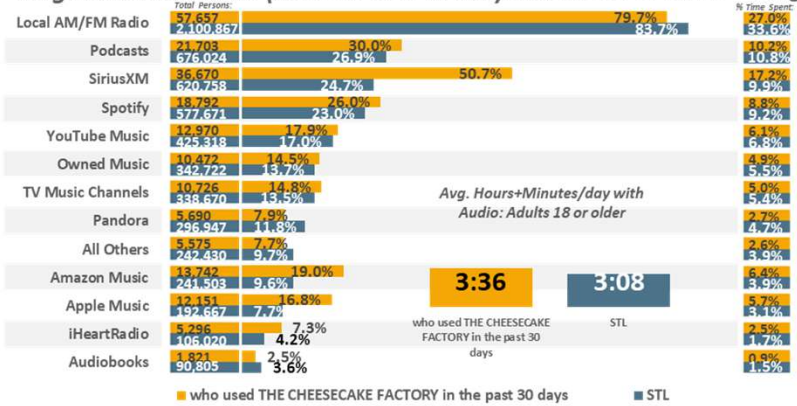
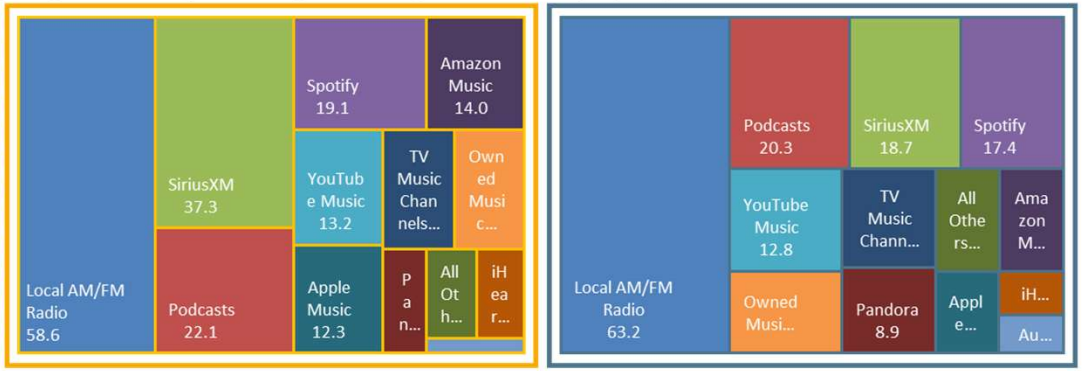
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

51,727 or 71.5% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 42.1 minutes every day representing 31.9% of all time spent daily with Ad-Supported Audio.

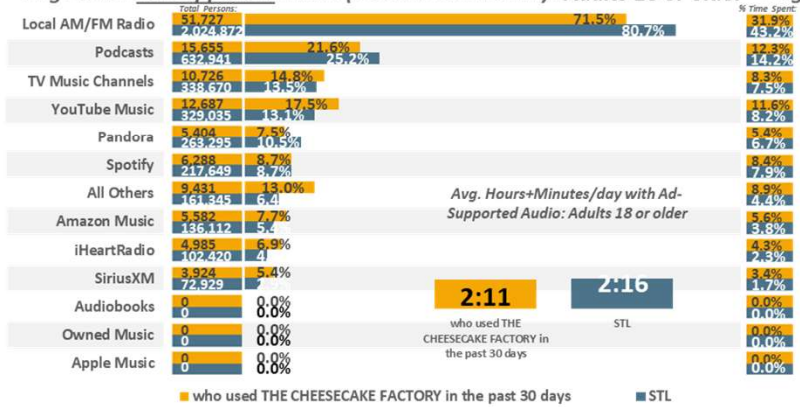
## *Avg. Week All Audio (Persons & % Reach):* Adults 18 or older



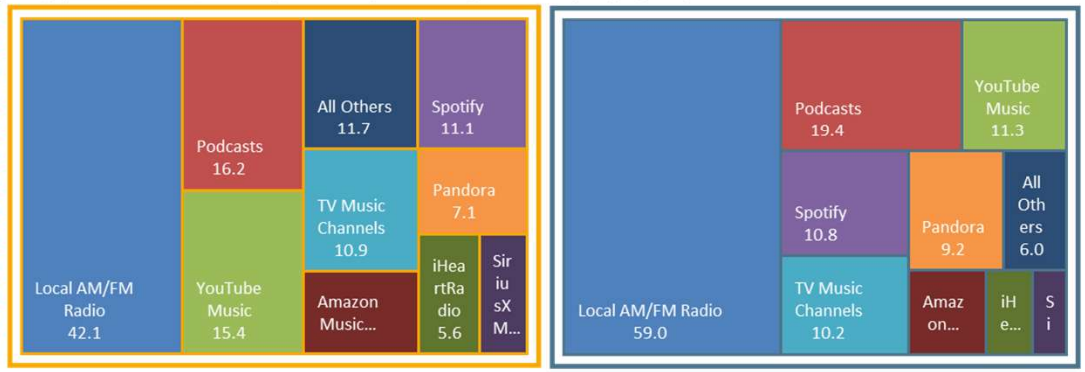

## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 48*

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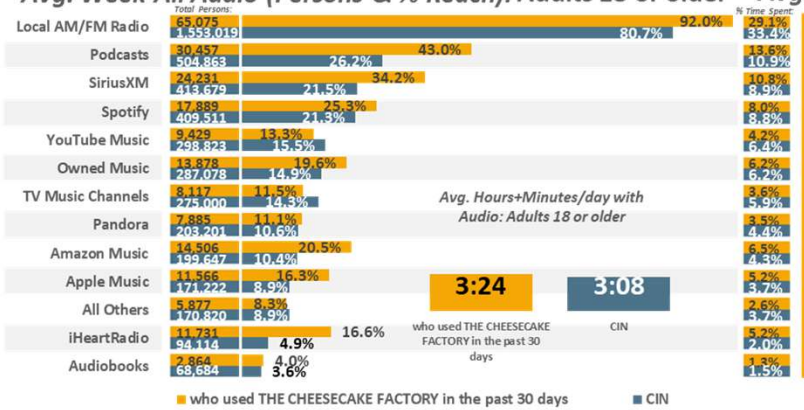
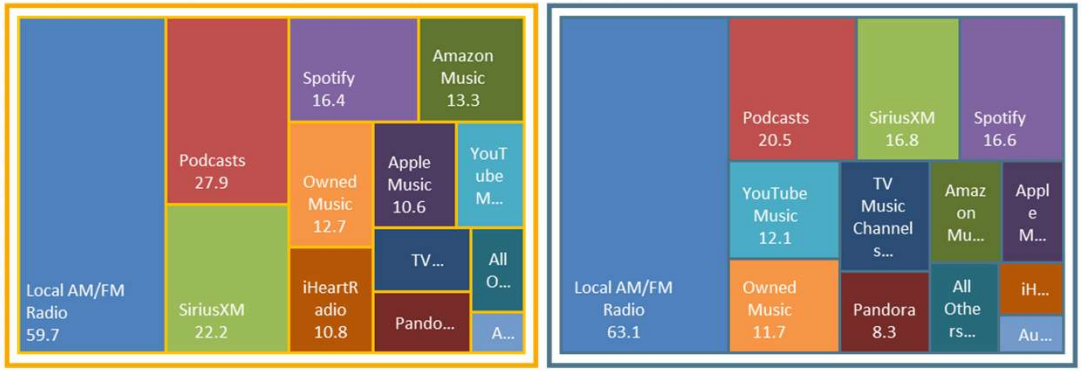
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

63,407 or 89.6% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 58.2 minutes every day representing 39.8% of all time spent daily with Ad-Supported Audio.

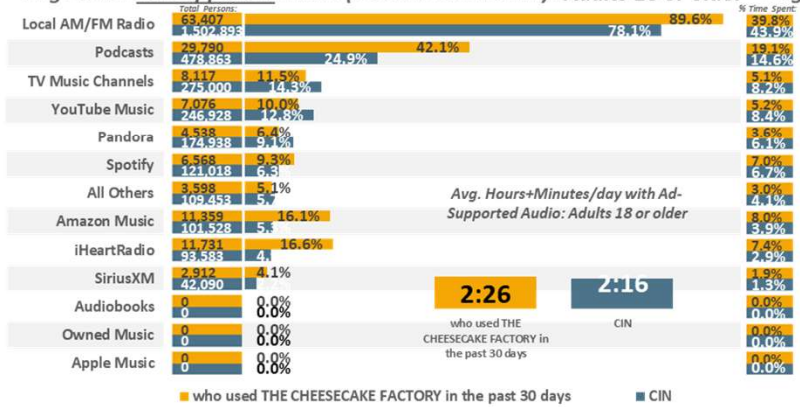
## *Avg. Week All Audio (Persons & % Reach):* Adults 18 or older



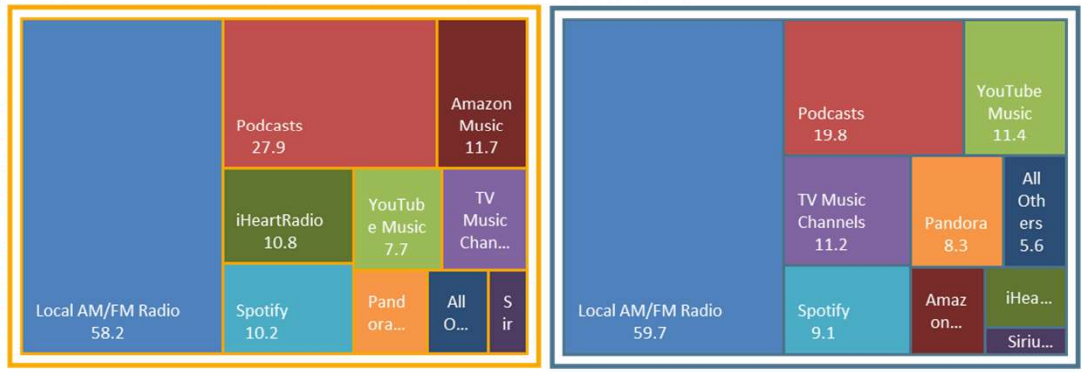

## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 80*

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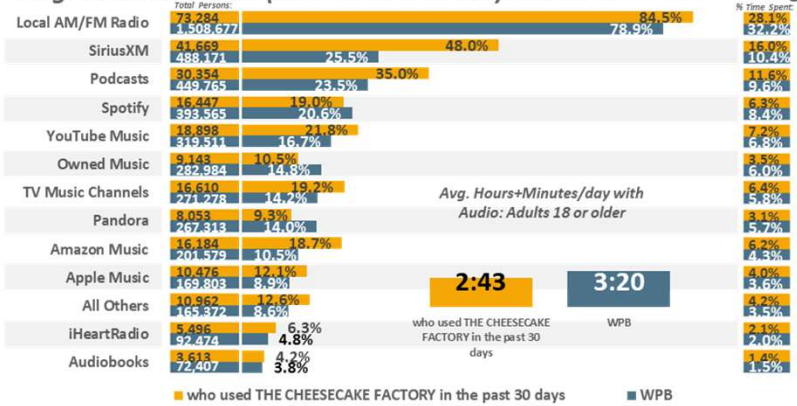
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

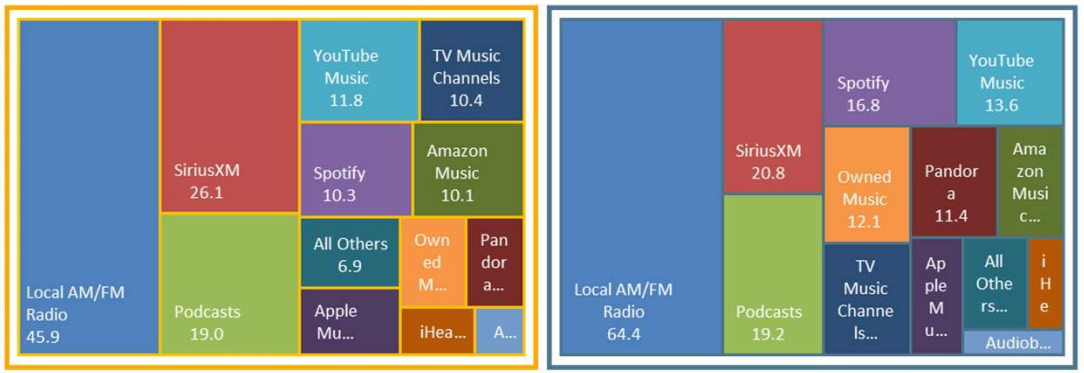
The Cheesecake Factory WPB

69,605 or 80.3% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 40.9 minutes every day representing 36.5% of all time spent daily with Ad-Supported Audio.

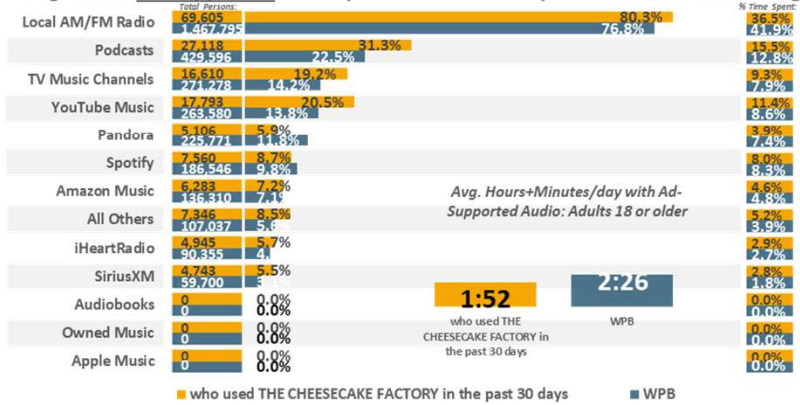
## *Avg. Week All Audio (Persons & % Reach):* Adults 18 or older



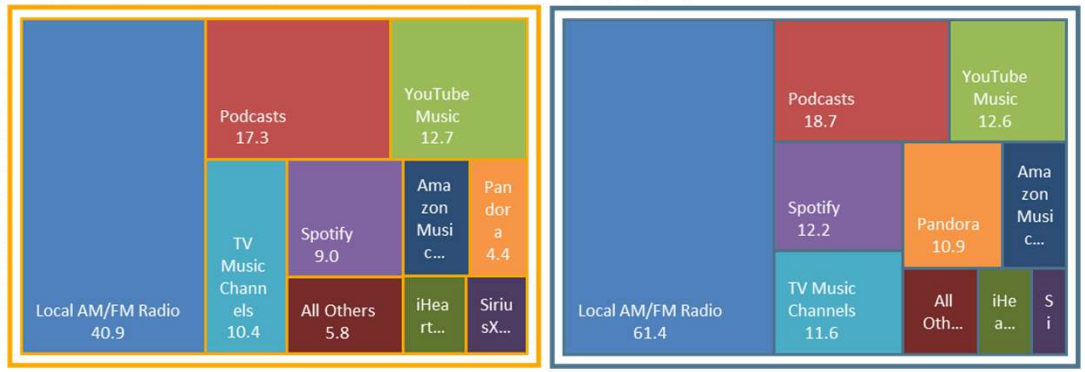

## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 124*

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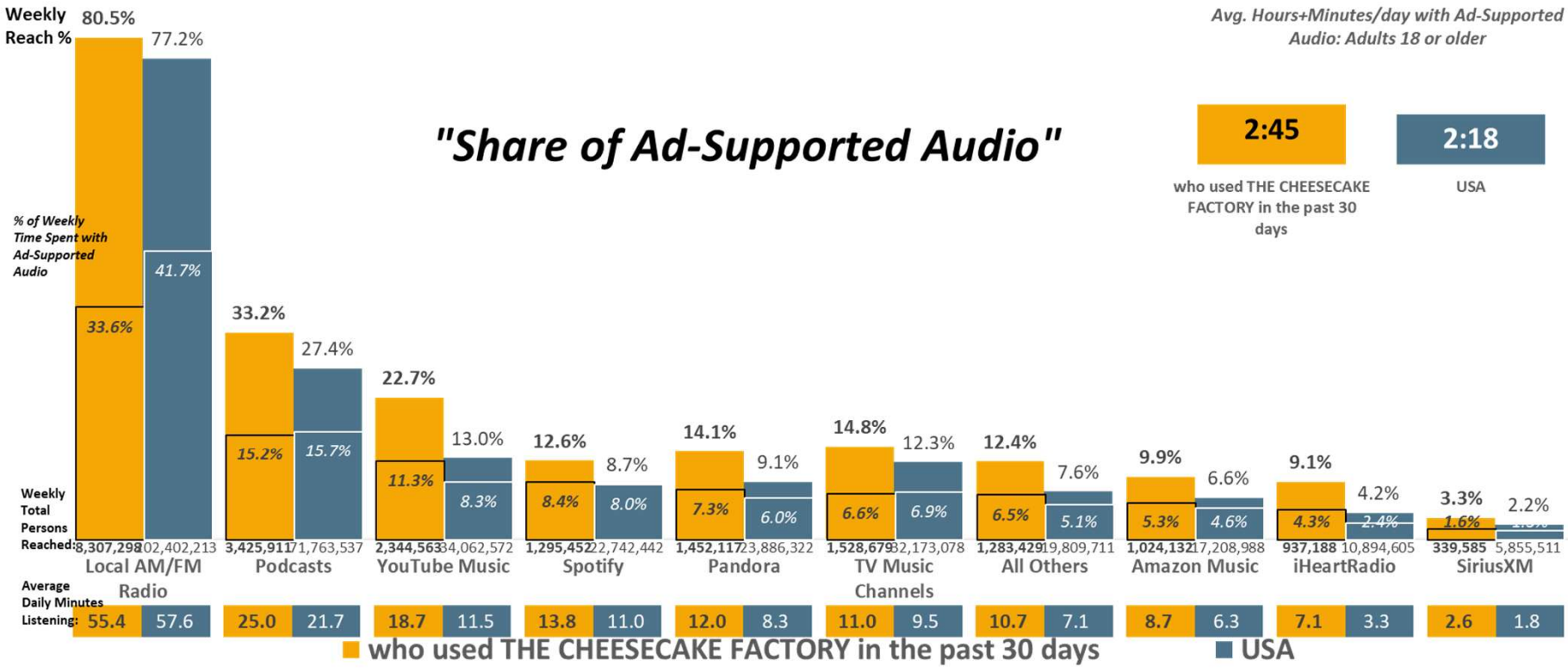
*Sit-down restaurants used past 30 days: The Cheesecake Factory*




8,307,298 or 80.5% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 55.4 minutes every day representing 33.6% of all time spent daily with Ad-Supported Audio.




USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 1,020
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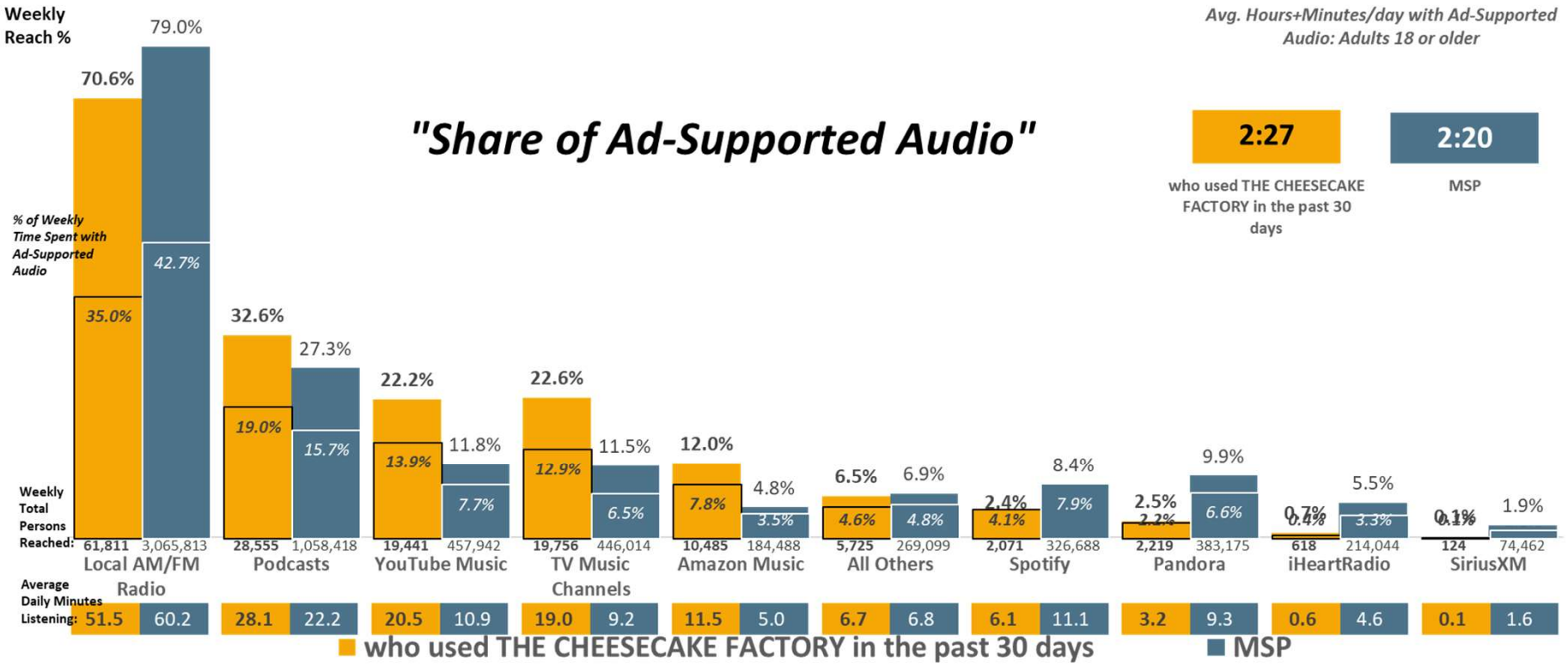
Sit-down restaurants used past 30 days: The Cheesecake Factory

61,811 or 70.6% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 51.5 minutes every day representing 35.% of all time spent daily with Ad-Supported Audio.




MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 41 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

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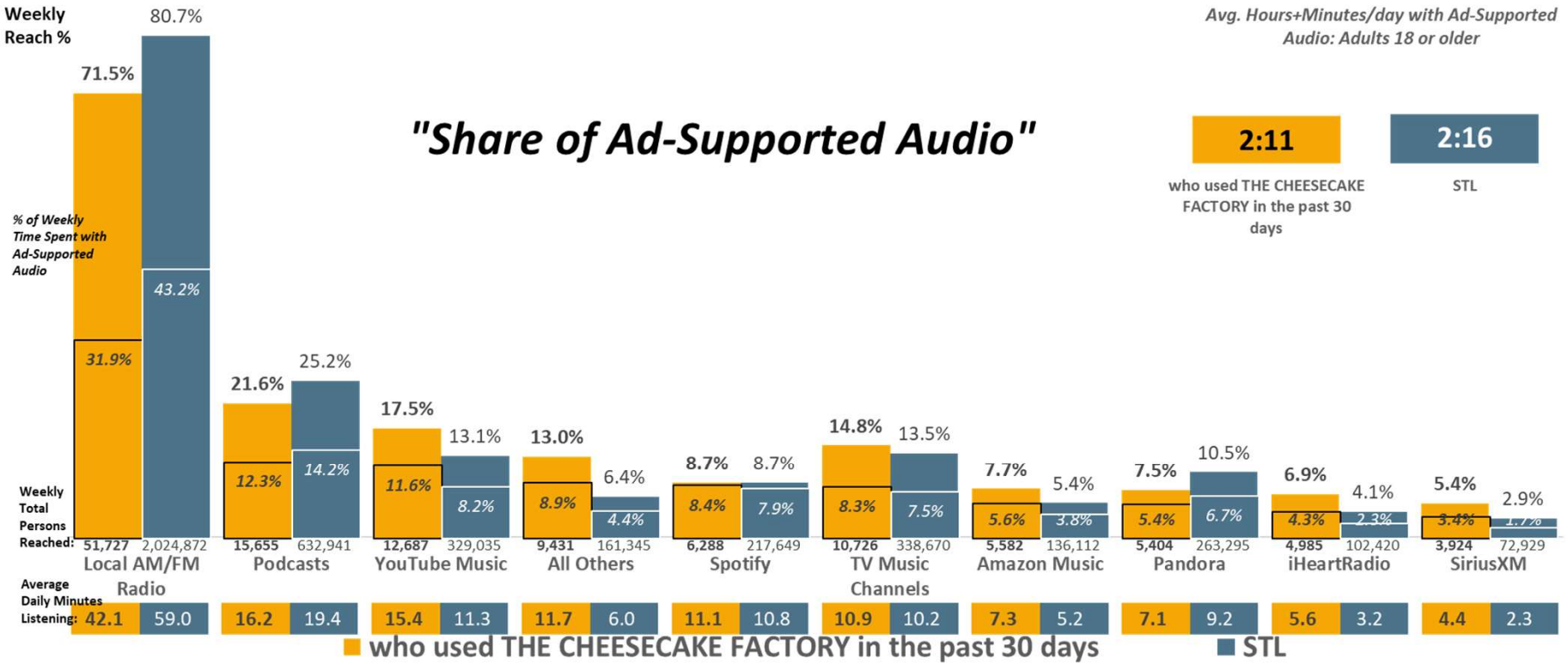
Sit-down restaurants used past 30 days: The Cheesecake Factory

51,727 or 71.5% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 42.1 minutes every day representing 31.9% of all time spent daily with Ad-Supported Audio.




STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 48 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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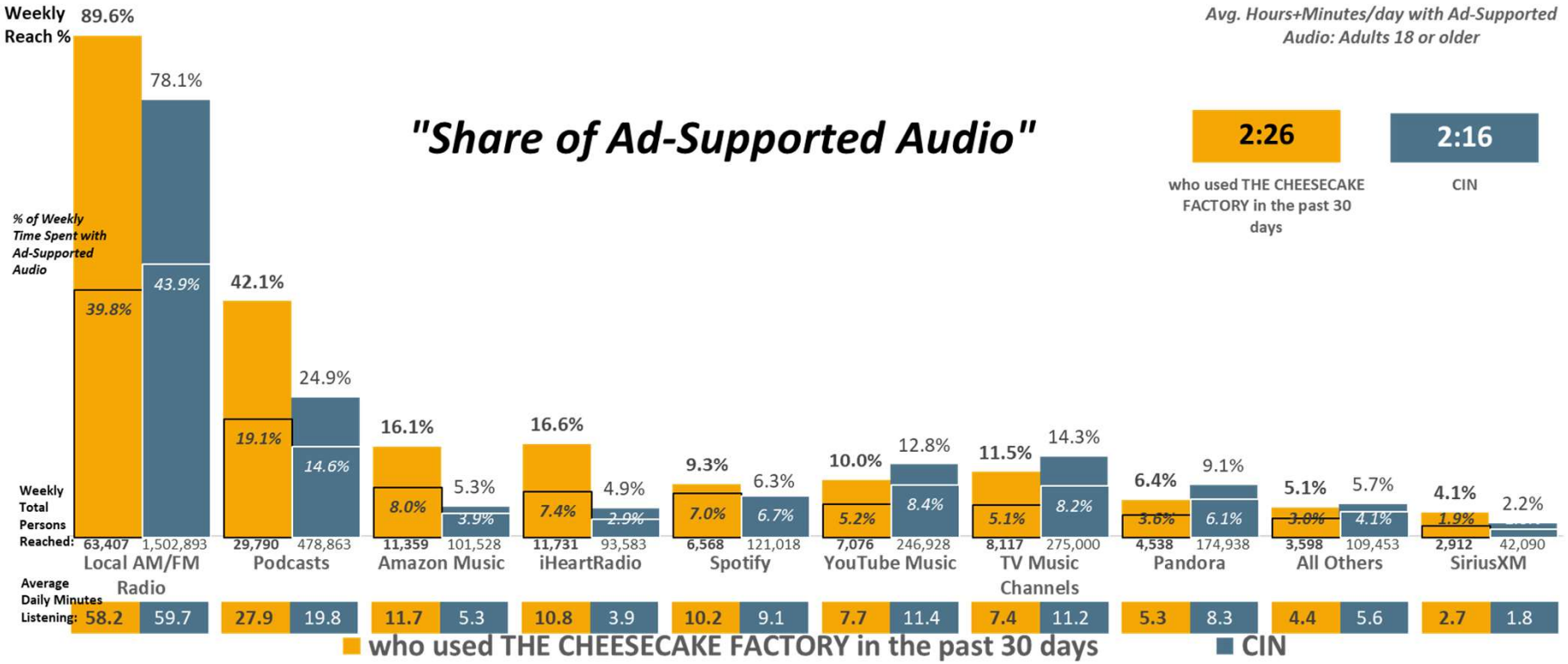
Sit-down restaurants used past 30 days: The Cheesecake Factory

63,407 or 89.6% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 58.2 minutes every day representing 39.8% of all time spent daily with Ad-Supported Audio.




CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 80 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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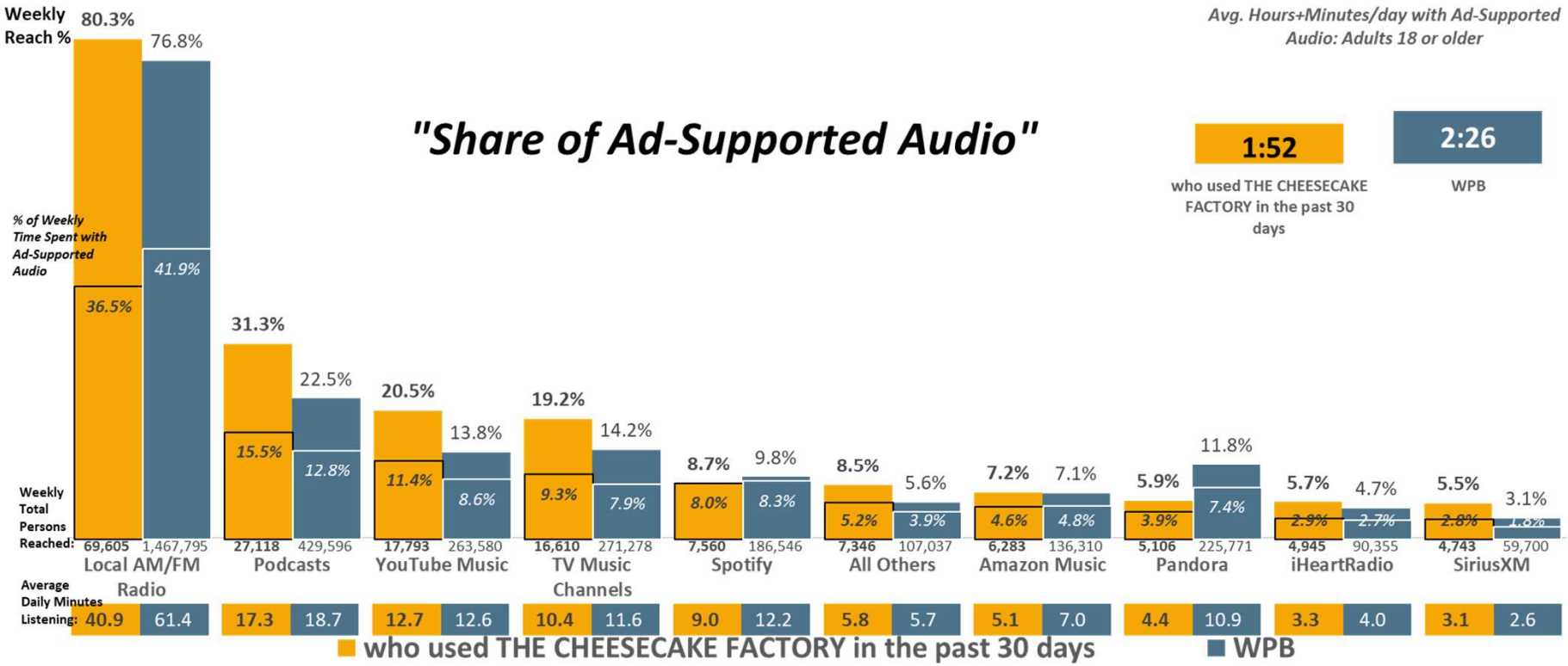
Sit-down restaurants used past 30 days: The Cheesecake Factory

69,605 or 80.3% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 40.9 minutes every day representing 36.5% of all time spent daily with Ad-Supported Audio.




WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 124 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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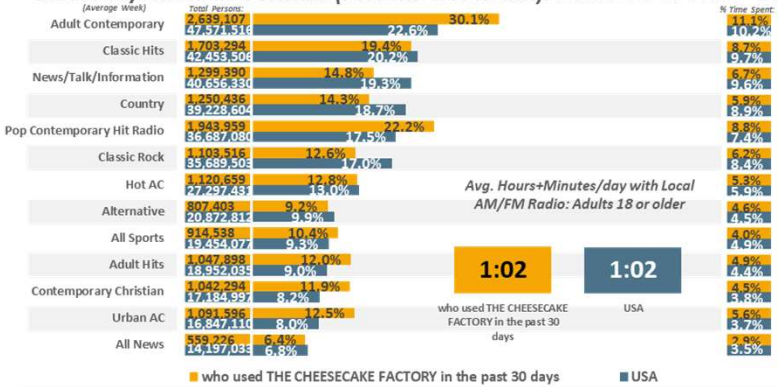
Sit-down restaurants used past 30 days: The Cheesecake Factory

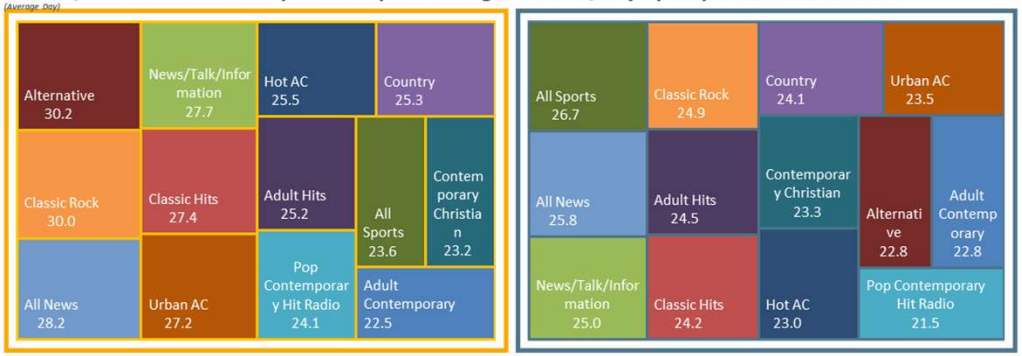
# The Cheesecake Factory USA

8,307,298 or 80.5% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Hot AC.

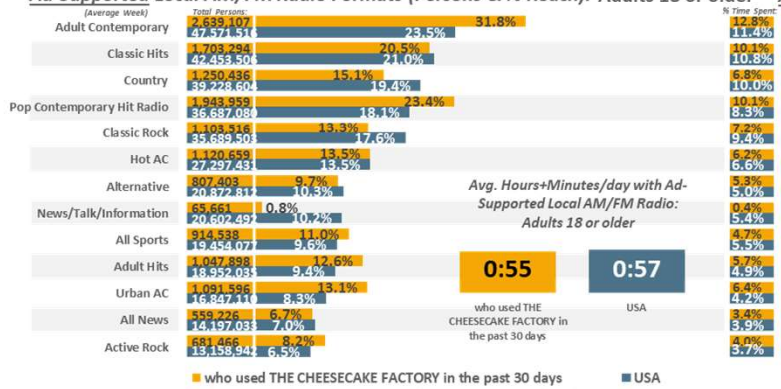
## *Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older



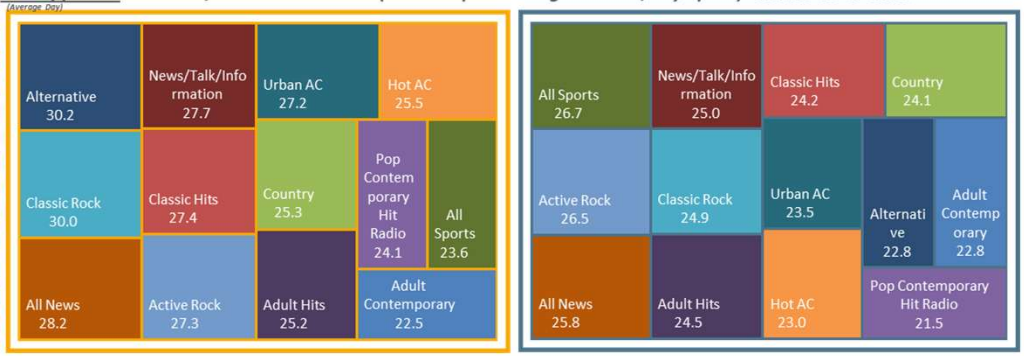

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 1,020*

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*USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947*

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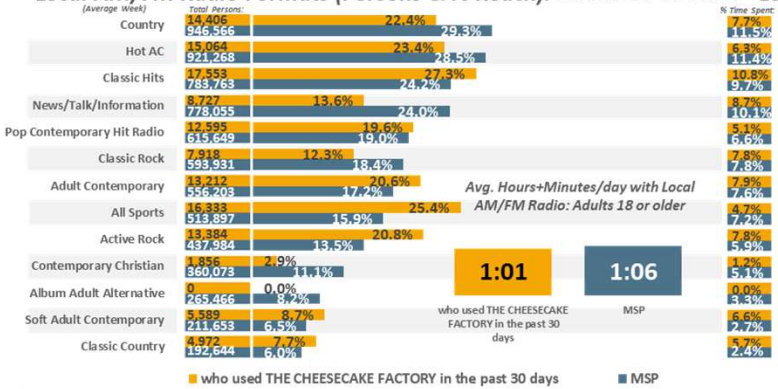
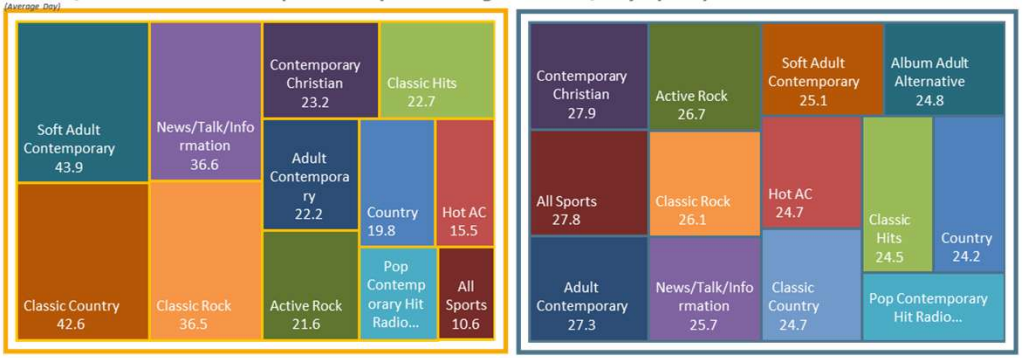
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

61,811 or 70.6% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, All Sports, Hot AC, Country, and Active Rock.

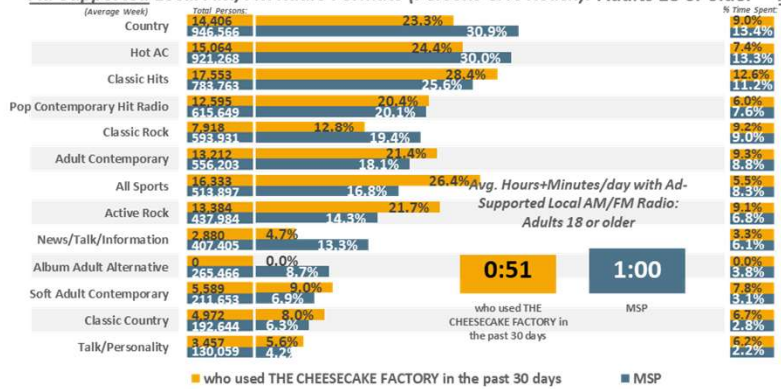
## *Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older



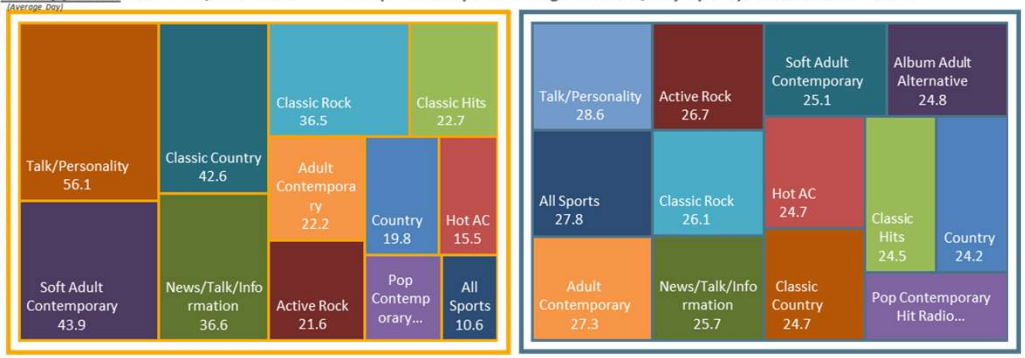

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 41*

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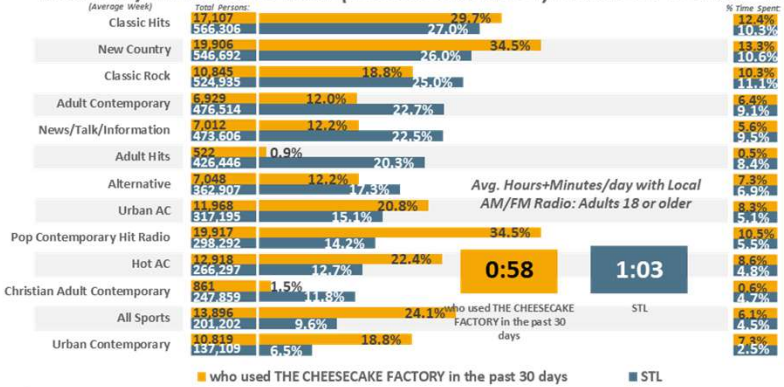
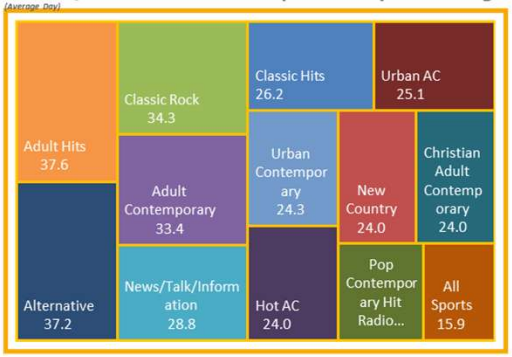
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

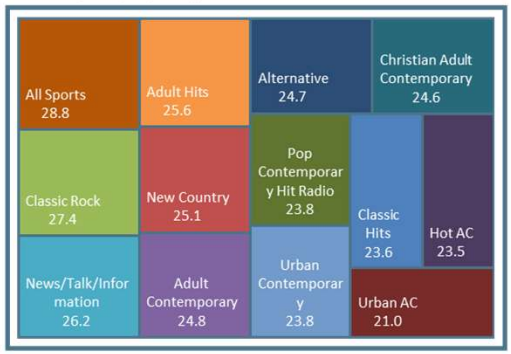
51,727 or 71.5% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, New Country, Classic Hits, All Sports, and Hot AC.

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

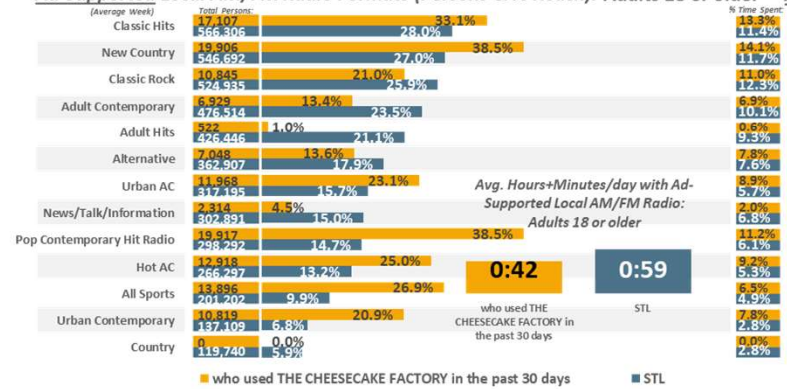



## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

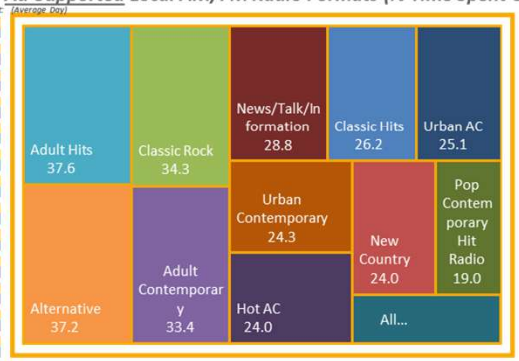


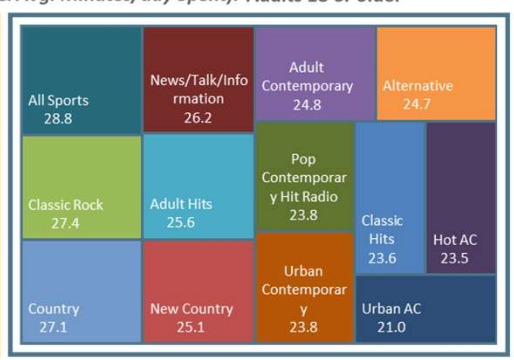




## *Ad-Supported Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older




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




*STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 48*

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*Sit-down restaurants used past 30 days: The Cheesecake Factory*

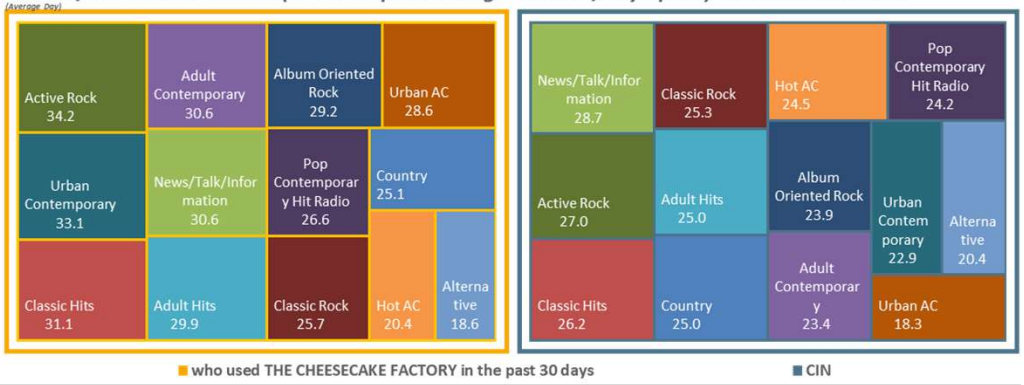



63,407 or 89.6% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Hits, Adult Hits, and Hot AC.

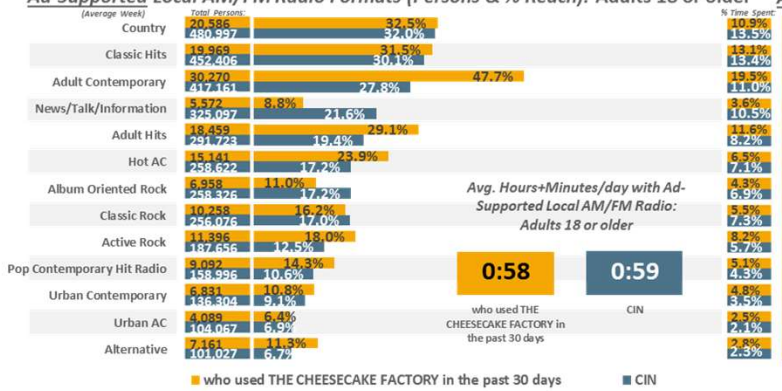
## *Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older



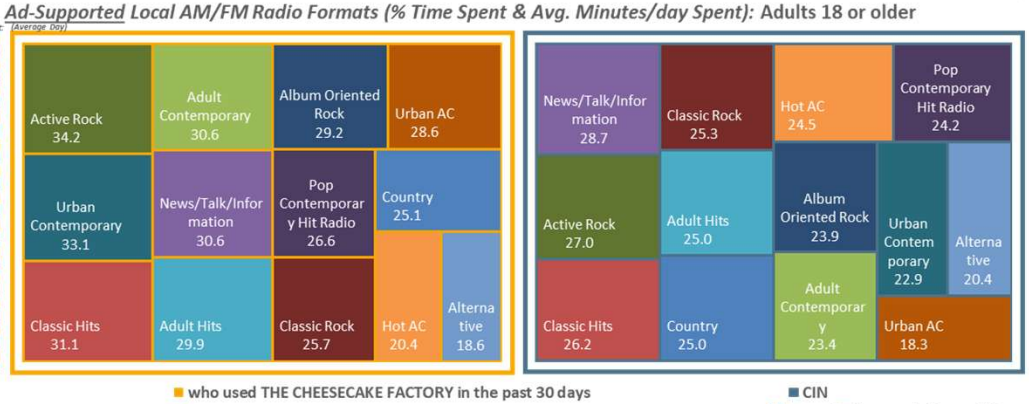

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 80*

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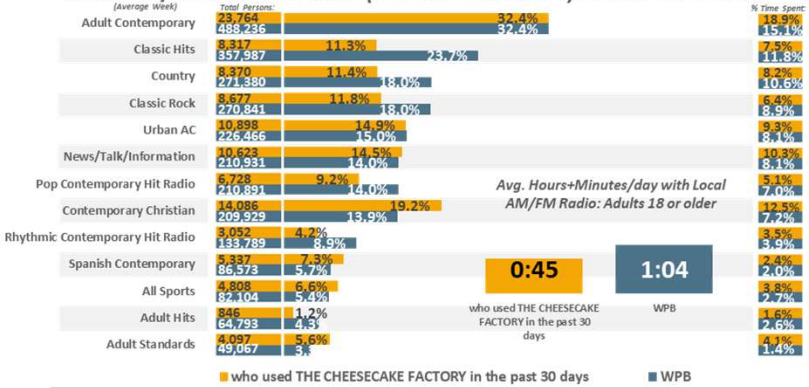
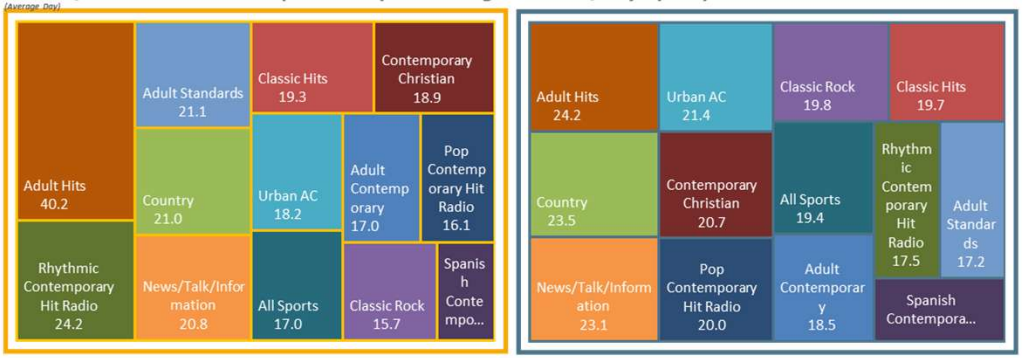
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

69,605 or 80.3% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Urban AC, Classic Rock, Country, and Classic Hits.

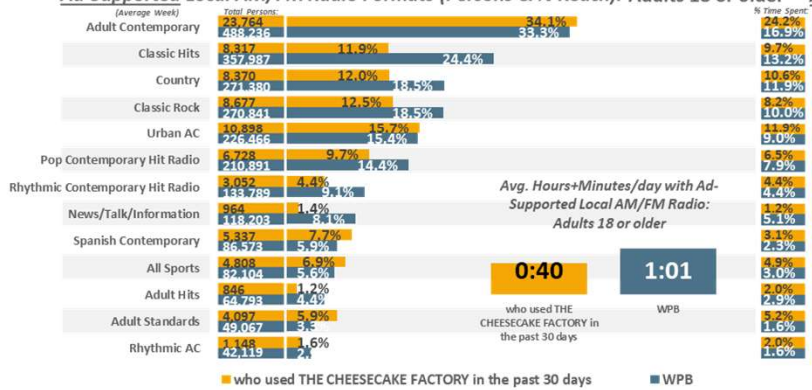
## *Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older



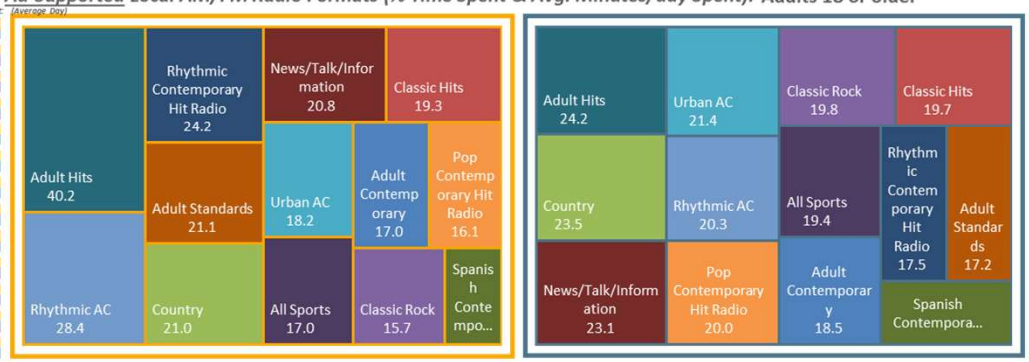

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 124*

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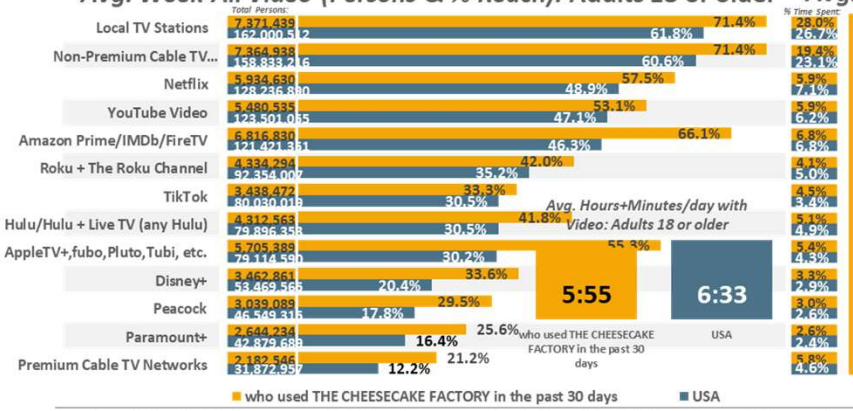
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

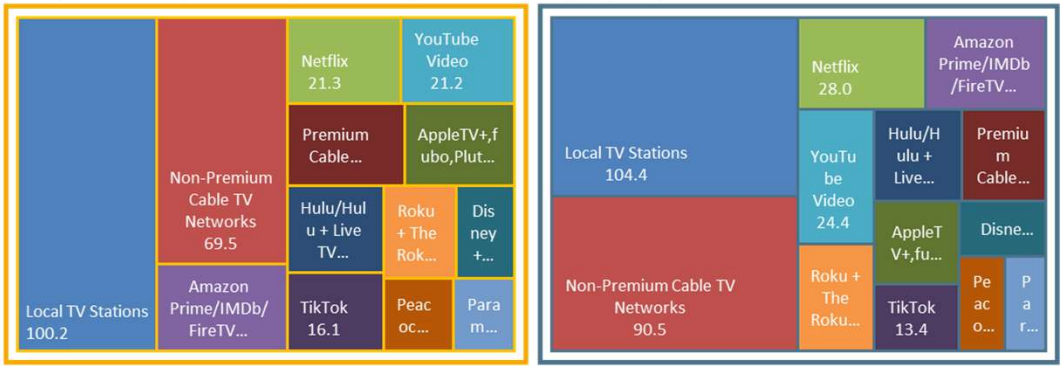



7,206,304 or 69.8% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days watch Ad-Supported Local TV Stations for an average of 90.9 minutes every day representing 30.8% of all time spent daily with Ad-Supported Video.

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

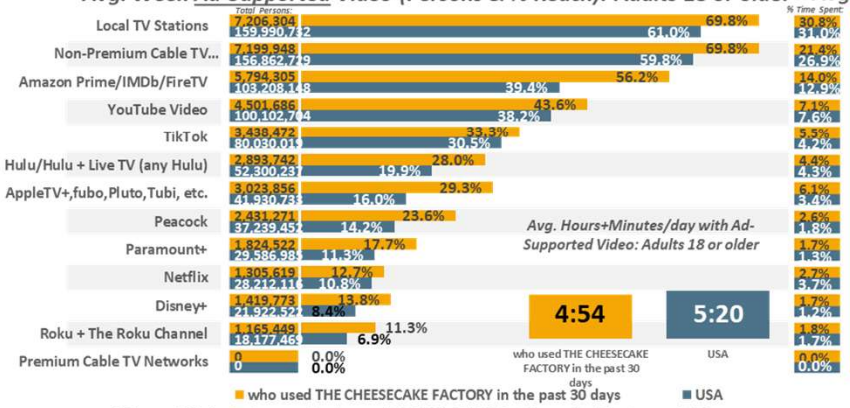



## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




who used THE CHEESECAKE FACTORY in the past 30 days ■ USA

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

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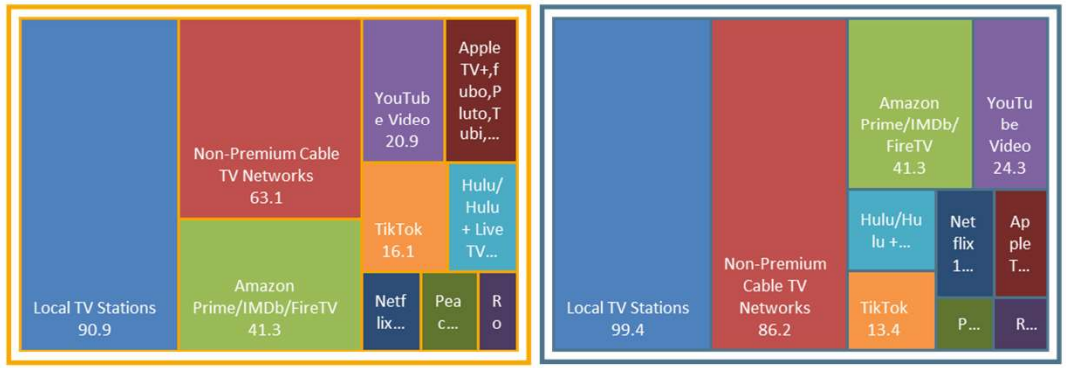


who used THE CHEESECAKE FACTORY in the past 30 days ■ USA

*USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 1,020*

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*USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947*

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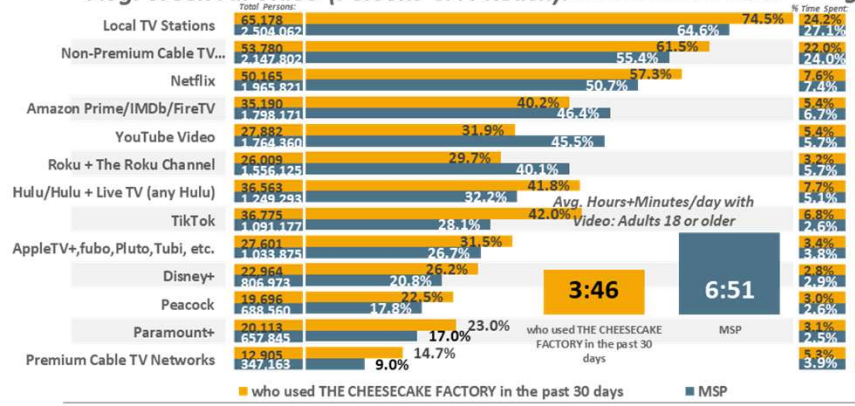
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

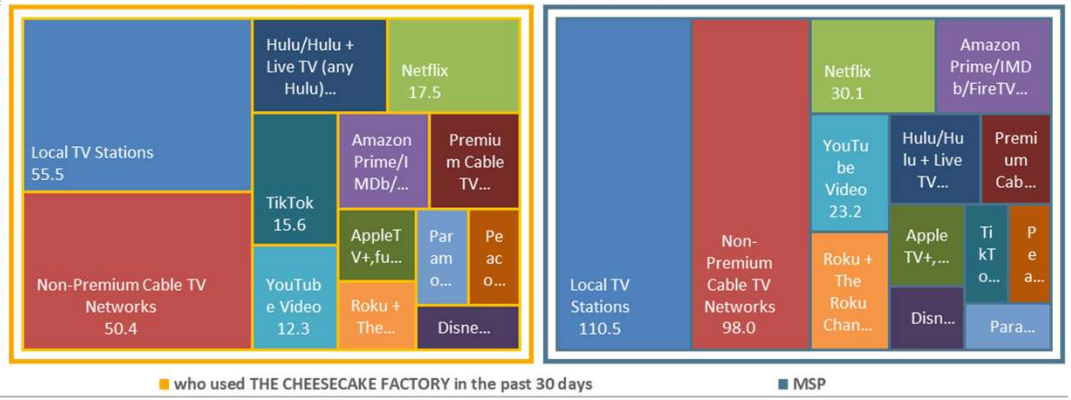
# The Cheesecake Factory — MSP

64,545 or 73.8% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days watch Ad-Supported Local TV Stations for an average of 48.8 minutes every day representing 26.6% of all time spent daily with Ad-Supported Video.

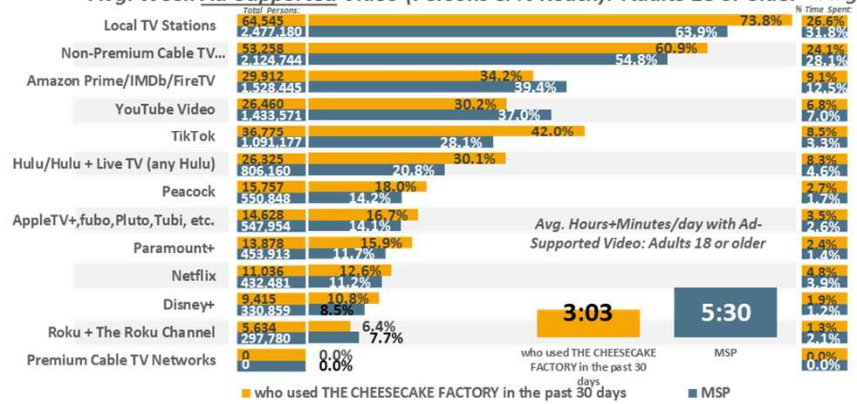
## Avg. Week All Video (Persons & % Reach): Adults 18 or older



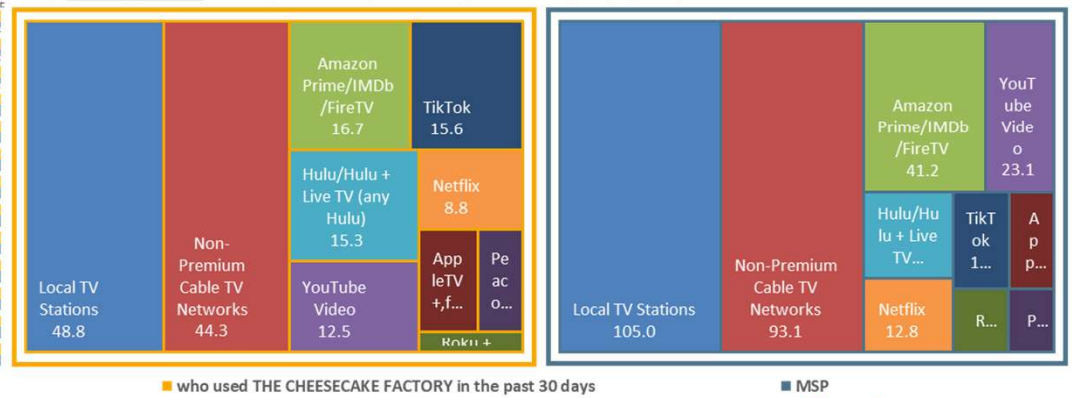

## Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older




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




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




MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 41

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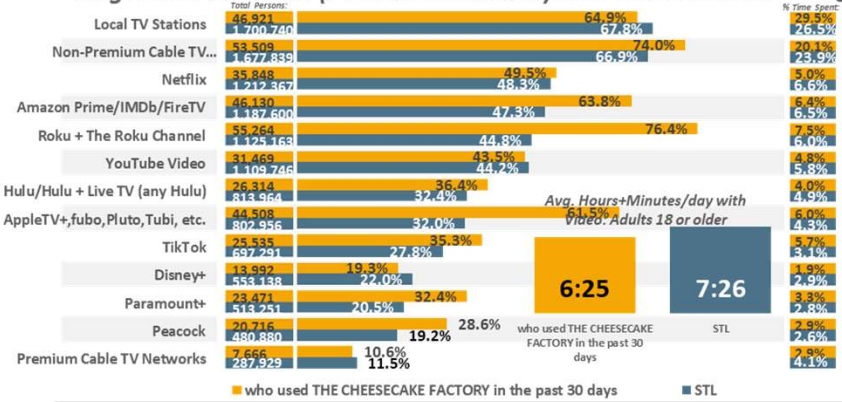
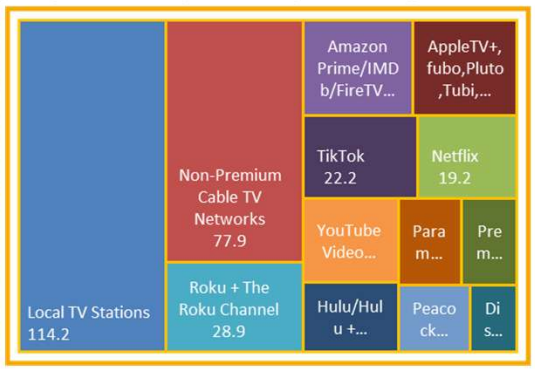
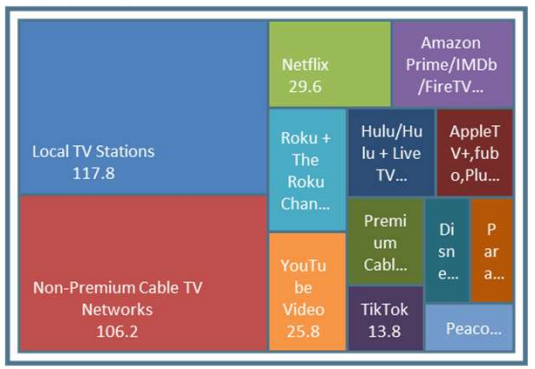
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

45,811 or 63.3% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days watch Ad-Supported Local TV Stations for an average of 97.3 minutes every day representing 31.1% of all time spent daily with Ad-Supported Video.

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

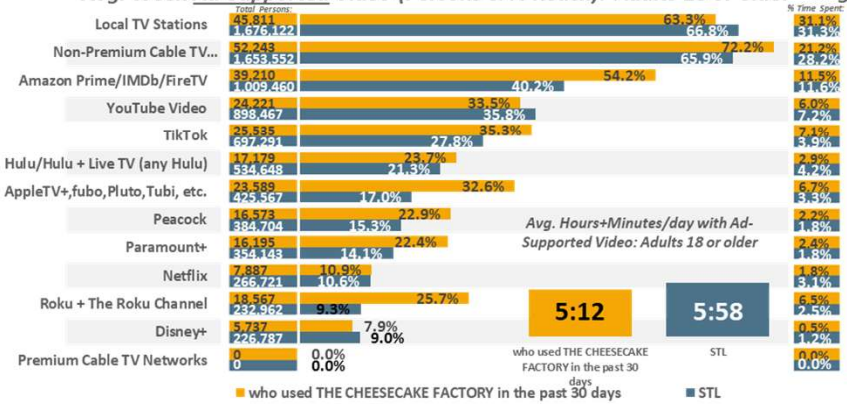


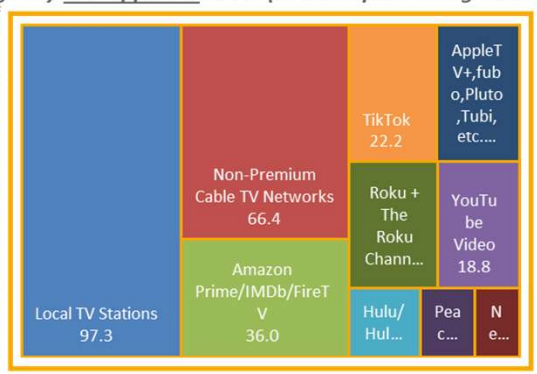



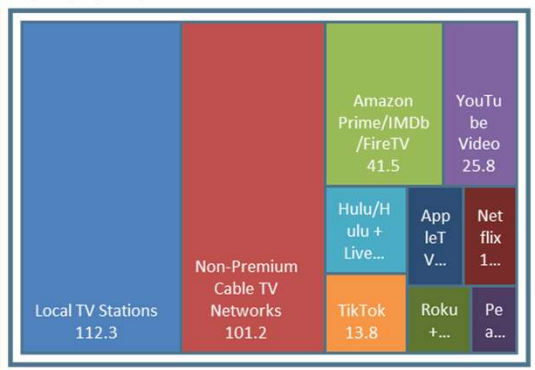




who used THE CHEESECAKE FACTORY in the past 30 days ■ STL

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




who used THE CHEESECAKE FACTORY in the past 30 days ■ STL

*STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 48*

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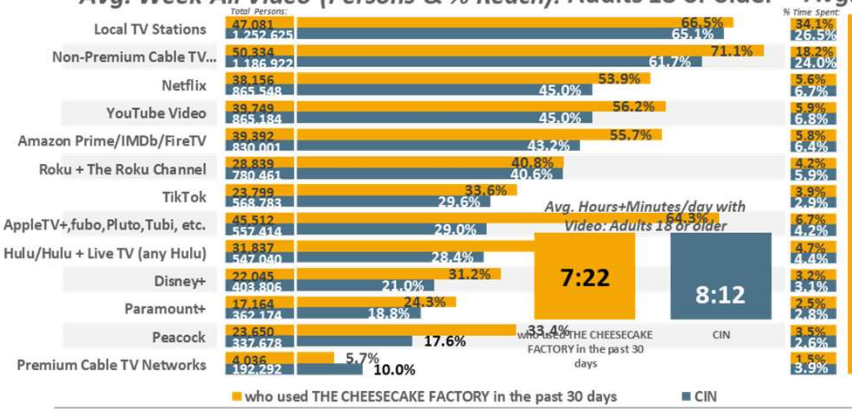
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

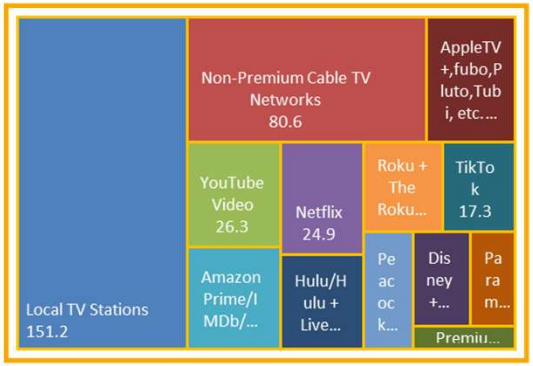


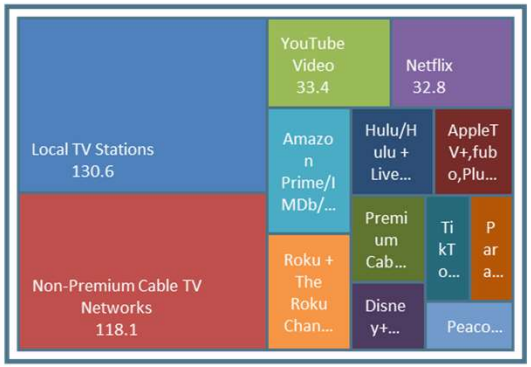

46,281 or 65.4% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days watch Ad-Supported Local TV Stations for an average of 150.4 minutes every day representing 41.1% of all time spent daily with Ad-Supported Video.

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

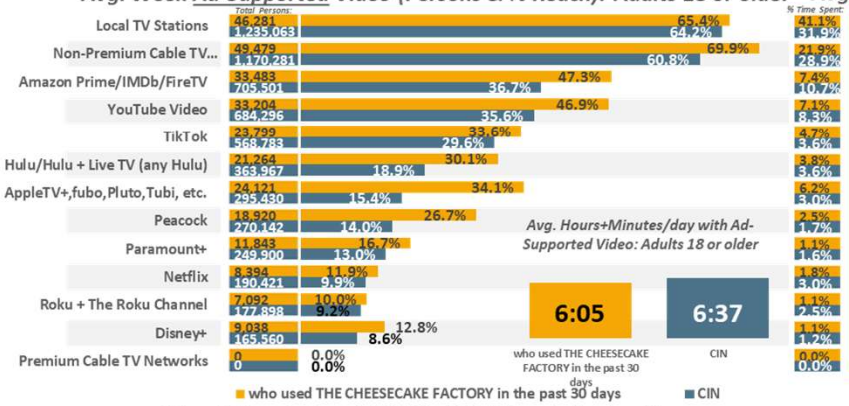



## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

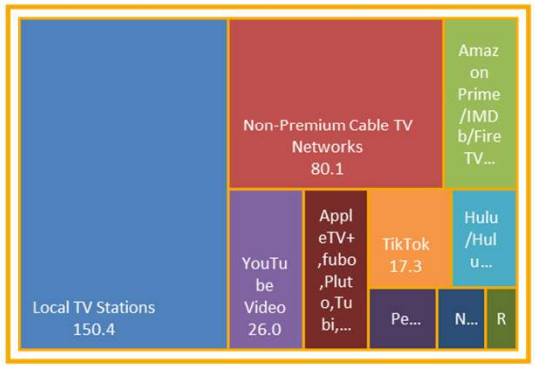


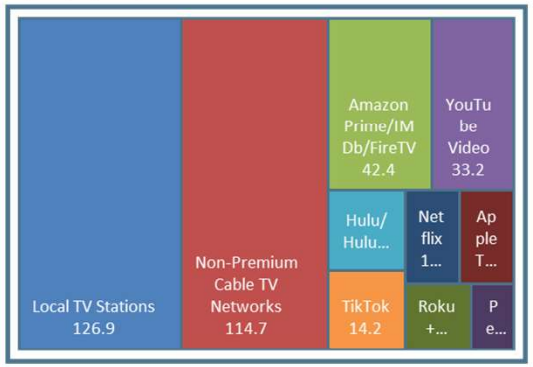




## *Avg. Week Ad-Supported Video (Persons & % Reach):* Adults 18 or older




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




CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 80

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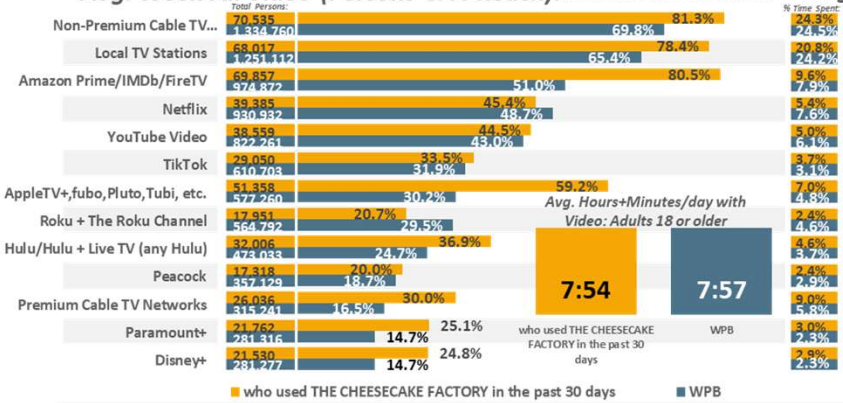
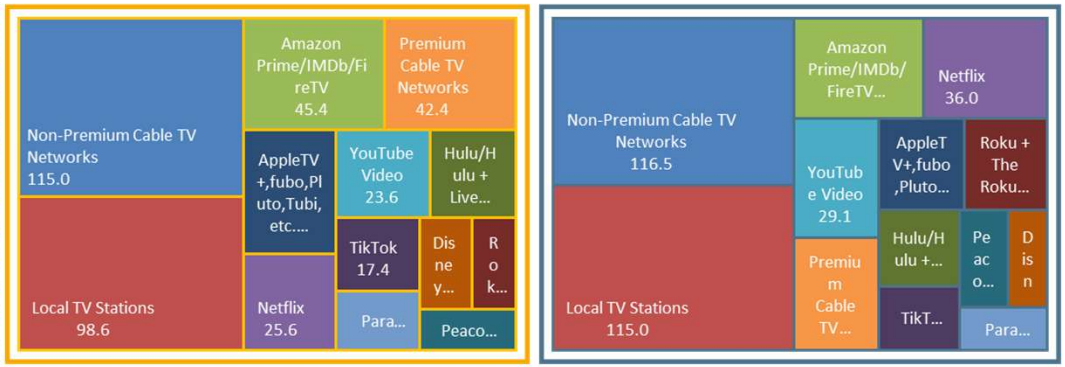
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

66,636 or 76.8% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days watch Ad-Supported Local TV Stations for an average of 92.4 minutes every day representing 22.8% of all time spent daily with Ad-Supported Video.

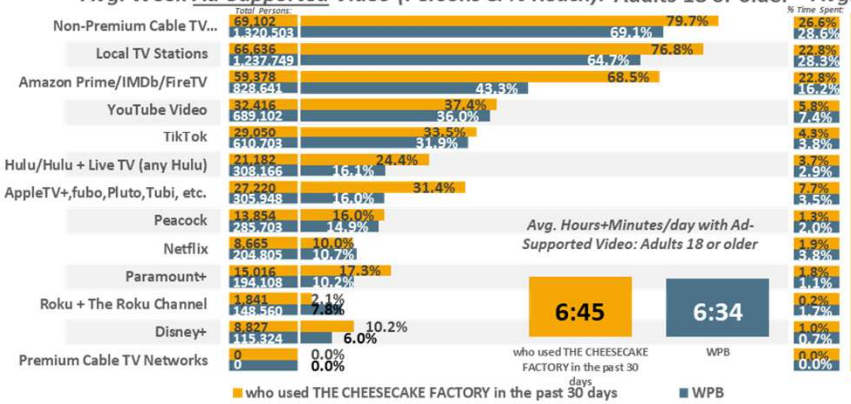
## Avg. Week All Video (Persons & % Reach): Adults 18 or older



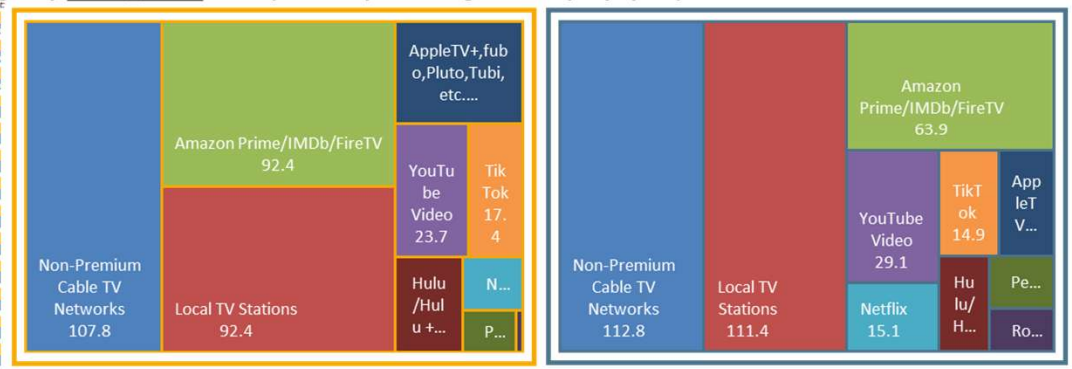

## Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older




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




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




WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 124

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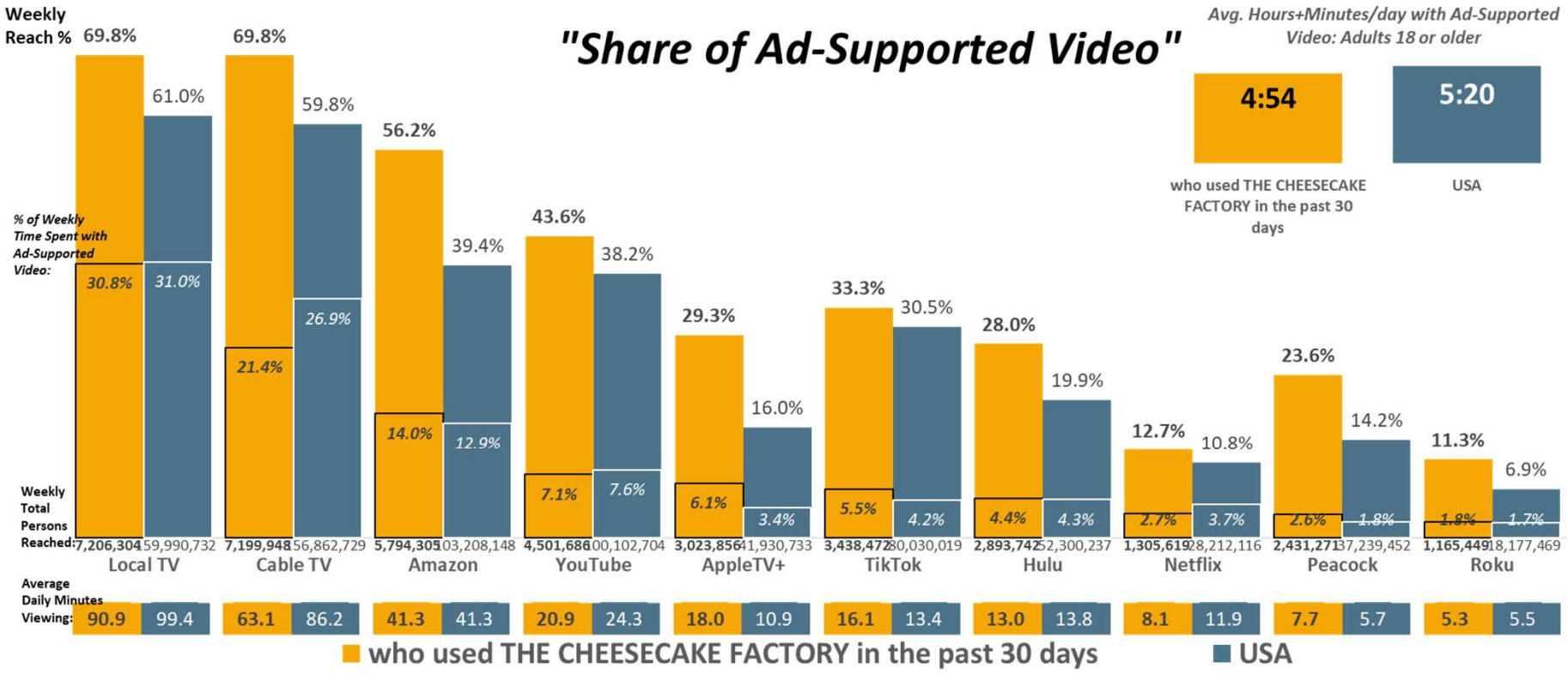
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

The Cheesecake Factory USA

7,206,304 or 69.8% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days watch Ad-Supported Local TV Stations for an average of 90.9 minutes every day representing 30.8% of all time spent daily with Ad-Supported Video.




USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 1,020

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

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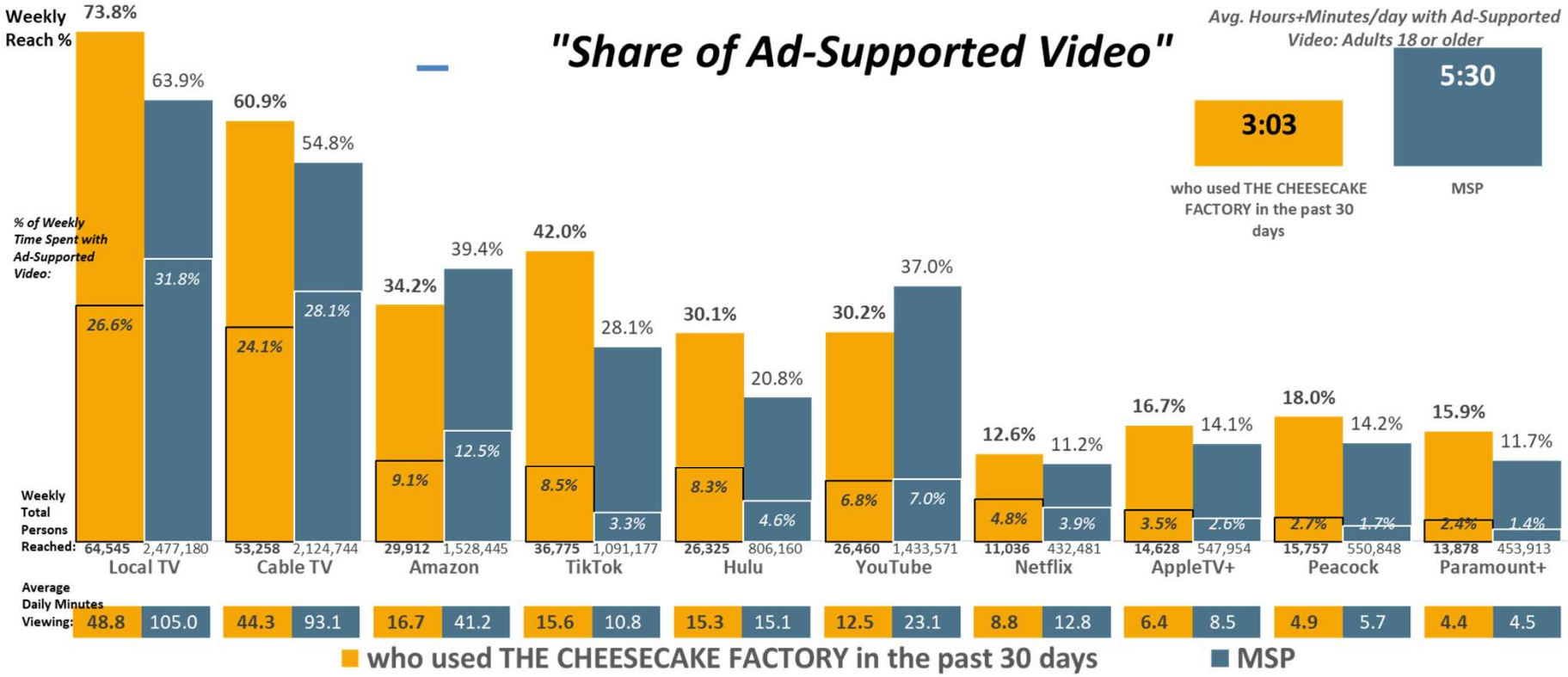
Sit-down restaurants used past 30 days: The Cheesecake Factory

64,545 or 73.8% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days watch Ad-Supported Local TV Stations for an average of 48.8 minutes every day representing 26.6% of all time spent daily with Ad-Supported Video.




MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 41 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

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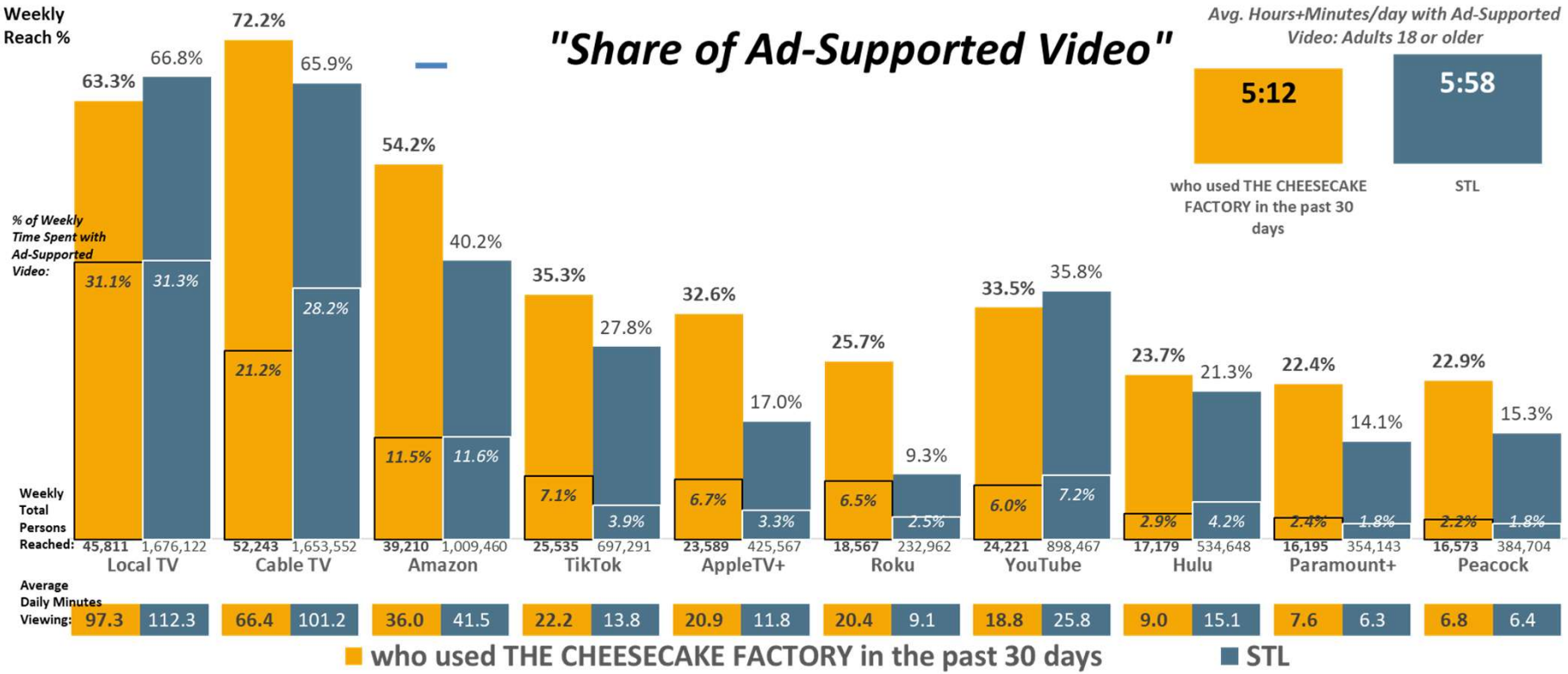
Sit-down restaurants used past 30 days: The Cheesecake Factory

45,811 or 63.3% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days watch Ad-Supported Local TV Stations for an average of 97.3 minutes every day representing 31.1% of all time spent daily with Ad-Supported Video.




STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 48 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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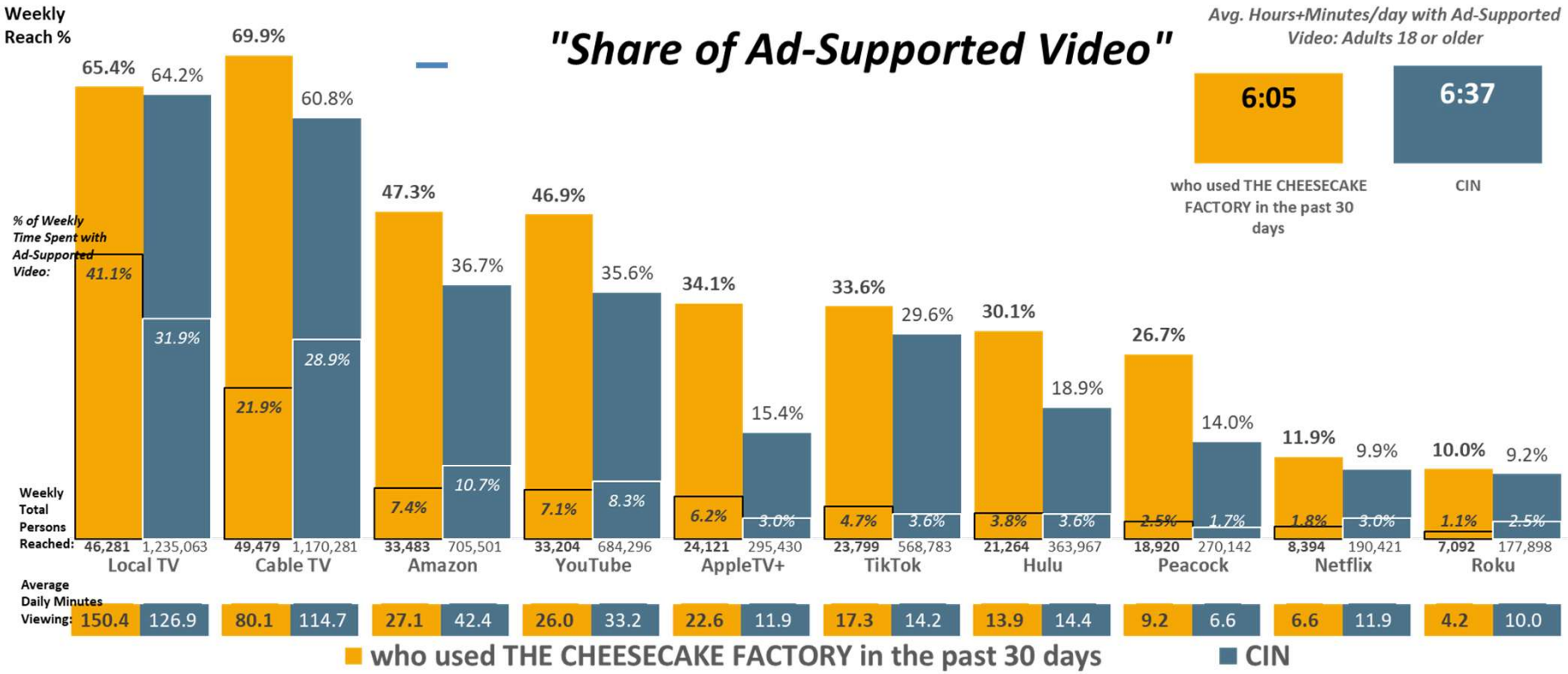
Sit-down restaurants used past 30 days: The Cheesecake Factory

The Cheesecake Factory — CIN

46,281 or 65.4% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days watch Ad-Supported Local TV Stations for an average of 150.4 minutes every day representing 41.1% of all time spent daily with Ad-Supported Video.




CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 80 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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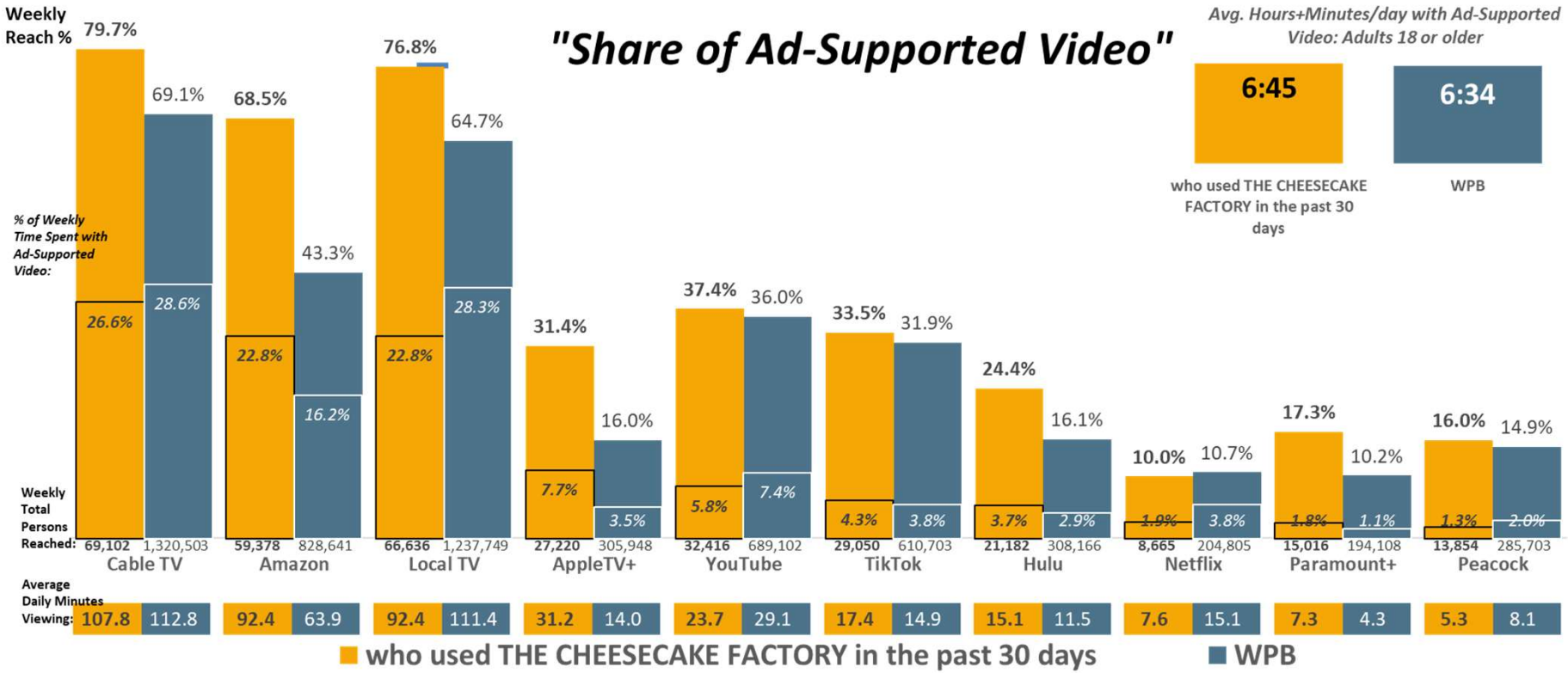
Sit-down restaurants used past 30 days: The Cheesecake Factory

66,636 or 76.8% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days watch Ad-Supported Local TV Stations for an average of 92.4 minutes every day representing 22.8% of all time spent daily with Ad-Supported Video.




WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 124 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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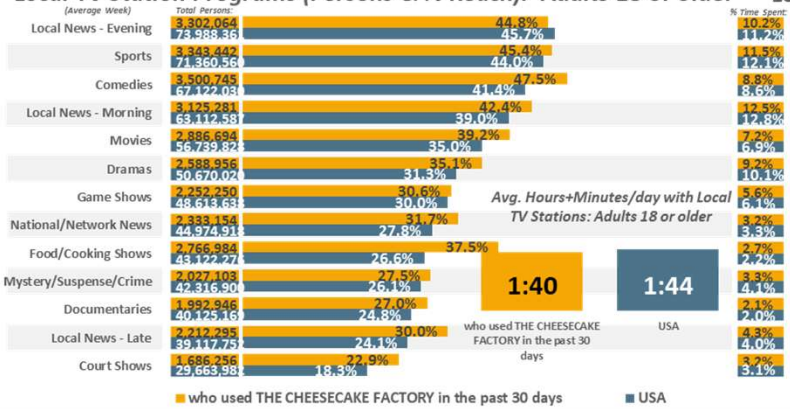
Sit-down restaurants used past 30 days: The Cheesecake Factory

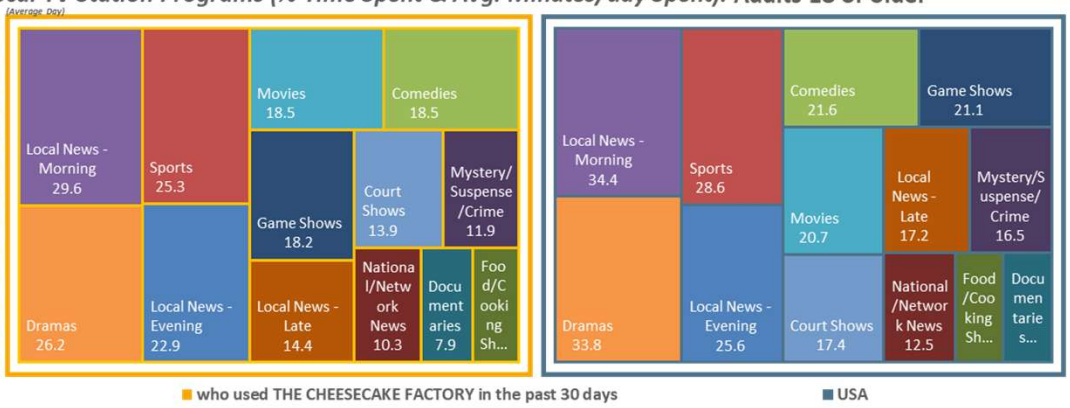
The Cheesecake Factory USA

7,206,304 or 69.8% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Movies, and Dramas.

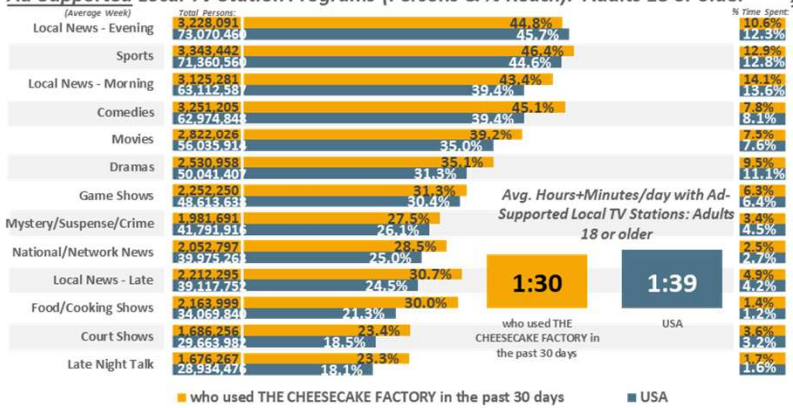
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



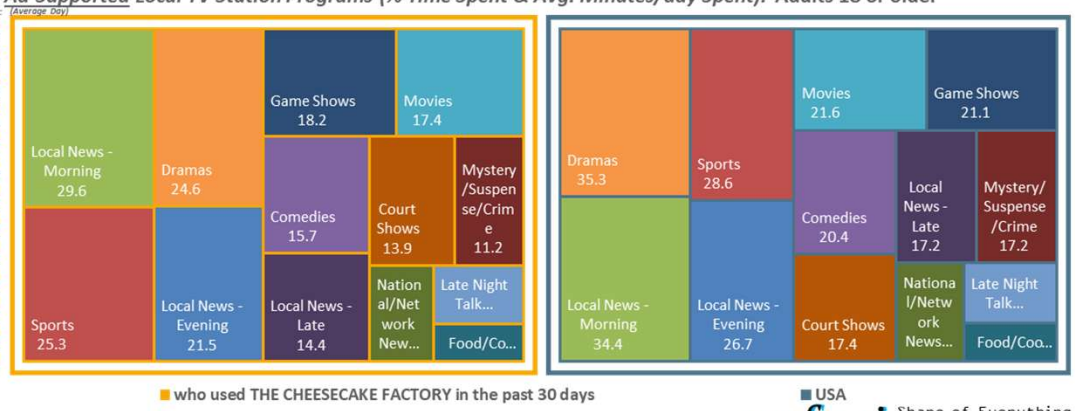

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*USA* *USA Projection* *Scarborough R2 2025: Feb24-Jun25* *Qual Intab* *1,020*

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*USA Projection* *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,947*

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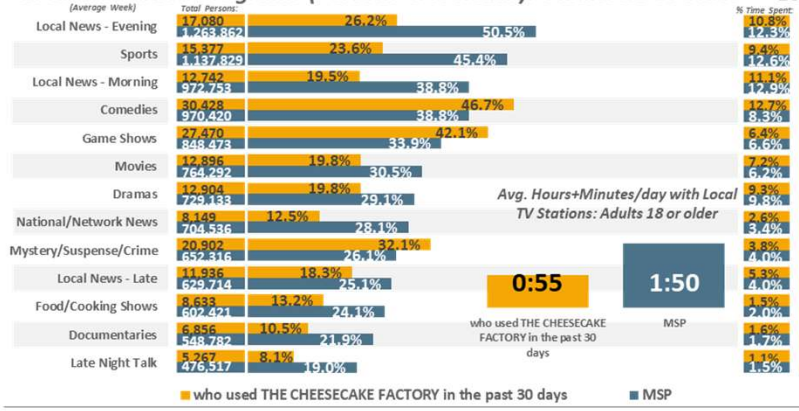
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

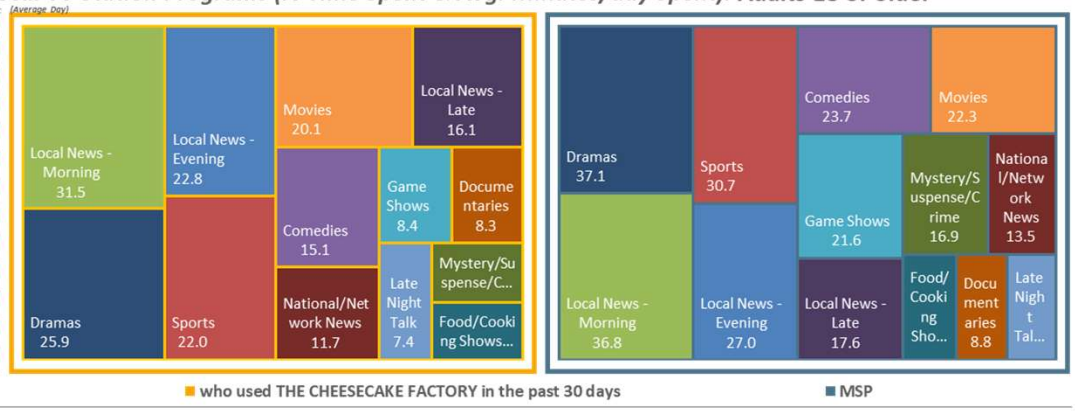



64,545 or 73.8% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Game Shows, Mystery/Suspense/Crime, Local News - Evening, Daytime Talk Shows, and Sports.

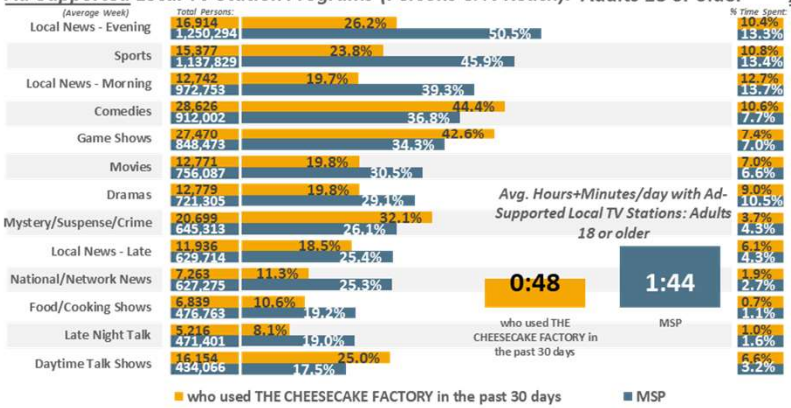
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



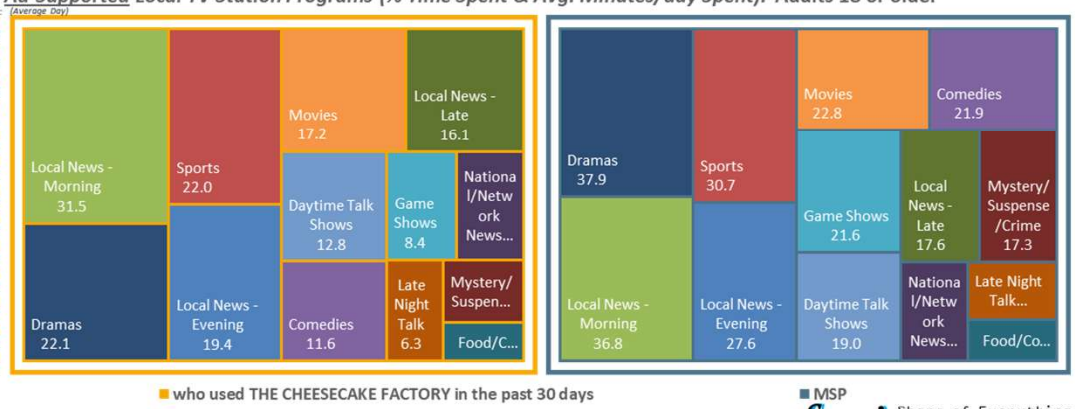

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 41*

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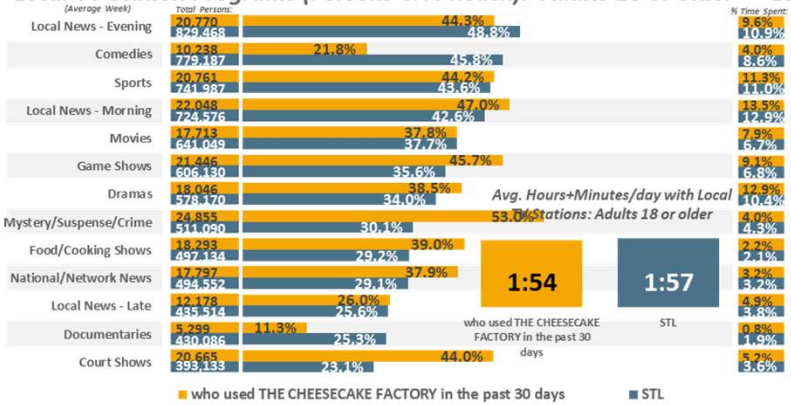
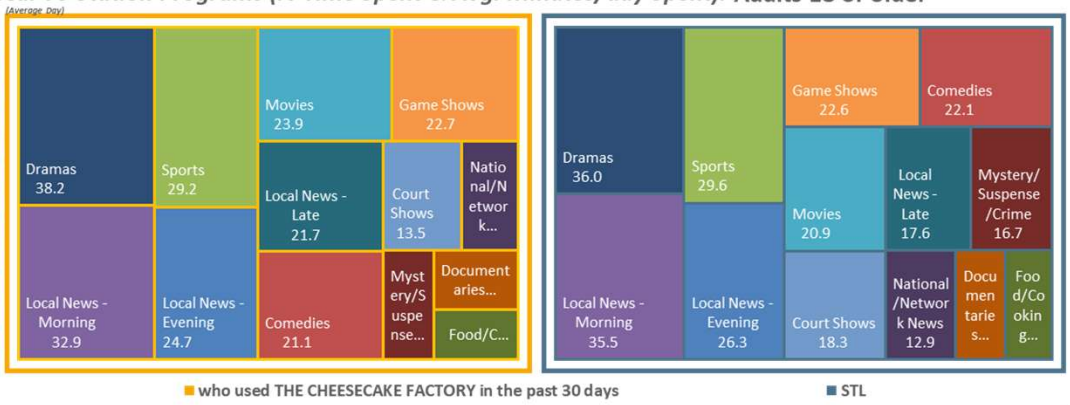
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

45,811 or 63.3% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Mystery/Suspense/Crime, Local News - Morning, Game Shows, Sports, Court Shows, and Local News - Evening.

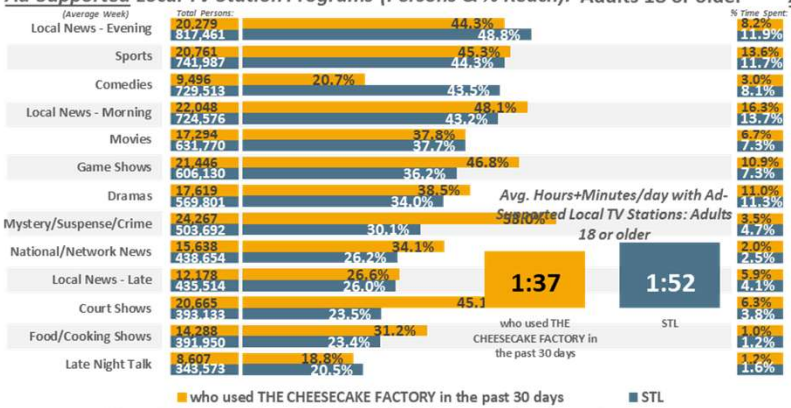
## Local TV Station Programs (Persons & % Reach): Adults 18 or older



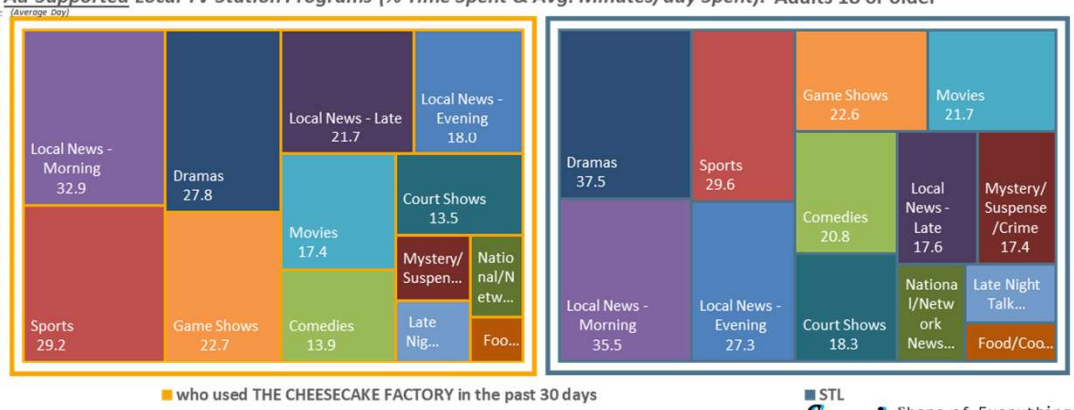

## Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older




## 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




STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 48

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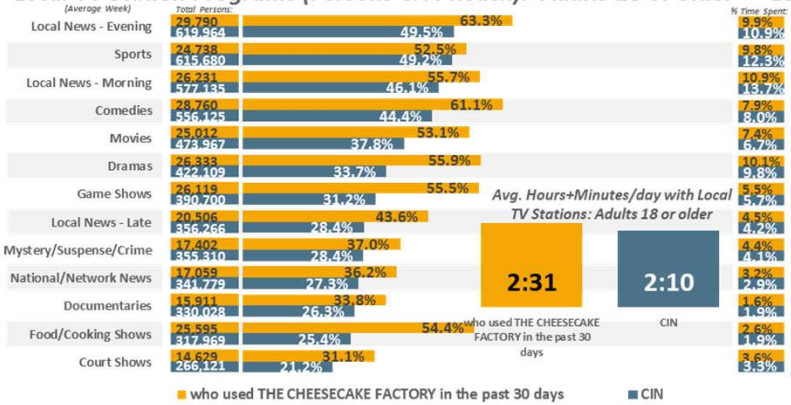
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

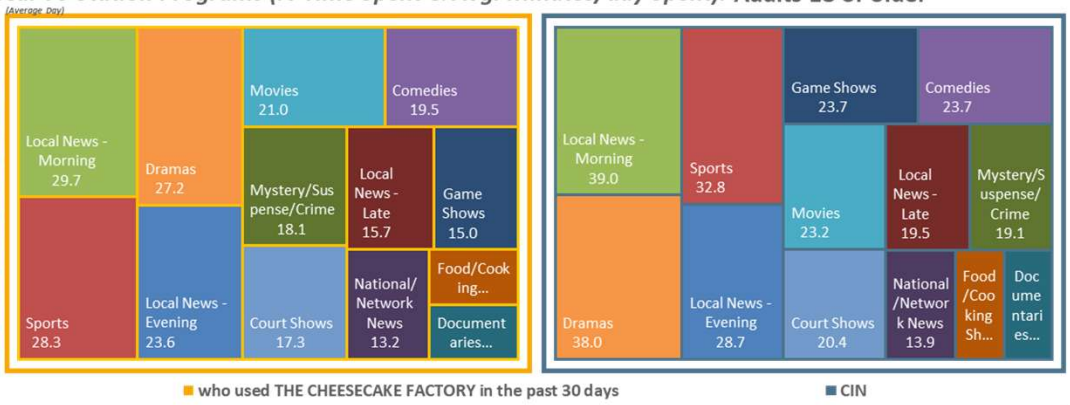
The Cheesecake Factory — CIN

46,281 or 65.4% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Local News - Morning, Game Shows, Dramas, and Sports.

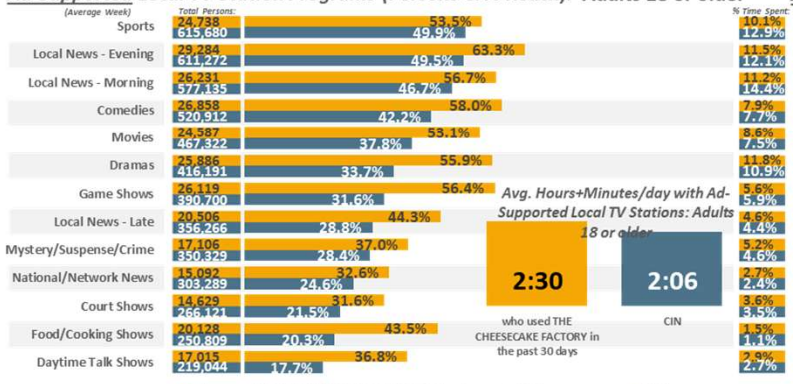
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



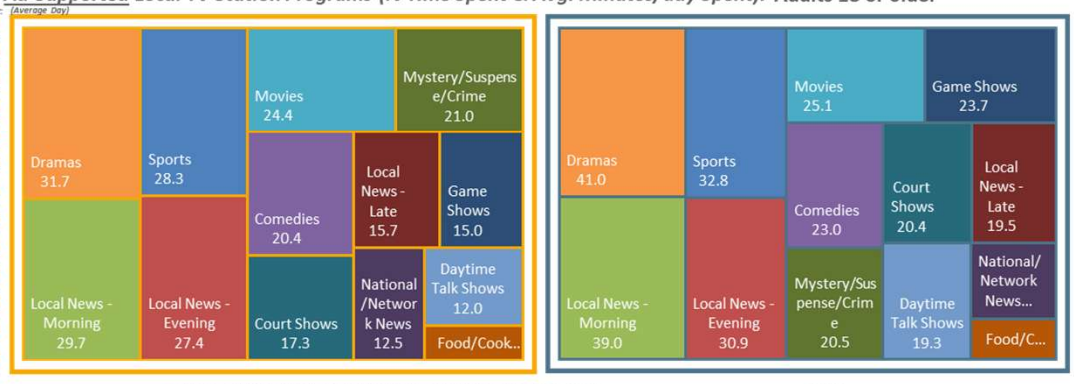

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 80

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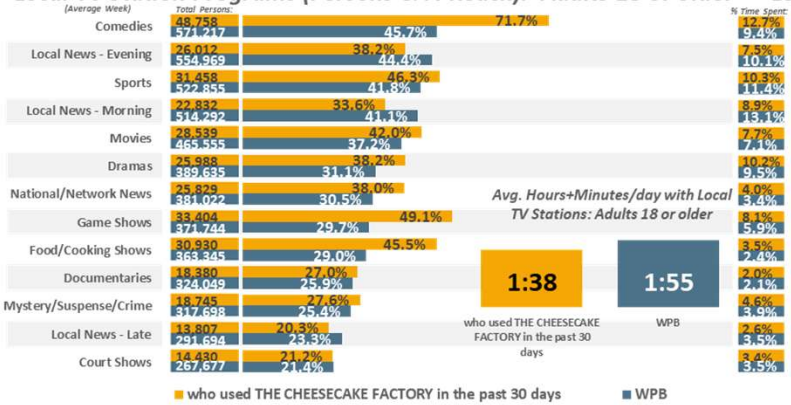
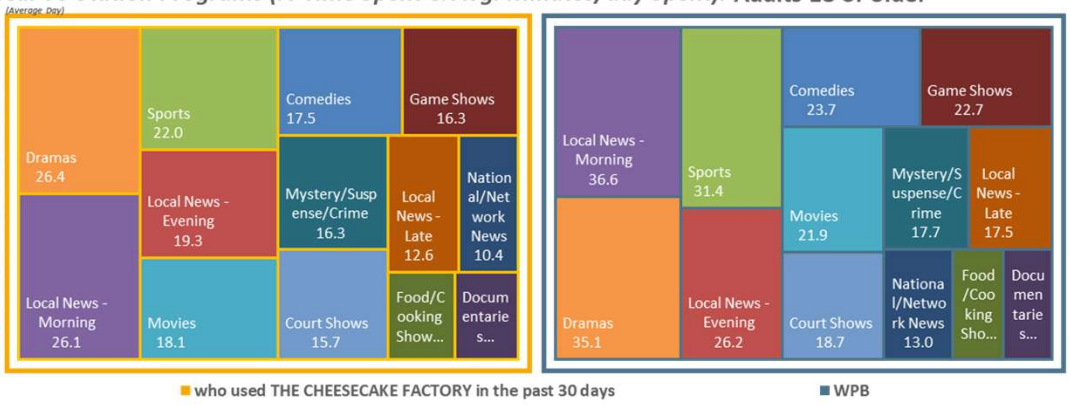
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

66,636 or 76.8% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Game Shows, Sports, Movies, Local News - Evening, and Dramas.

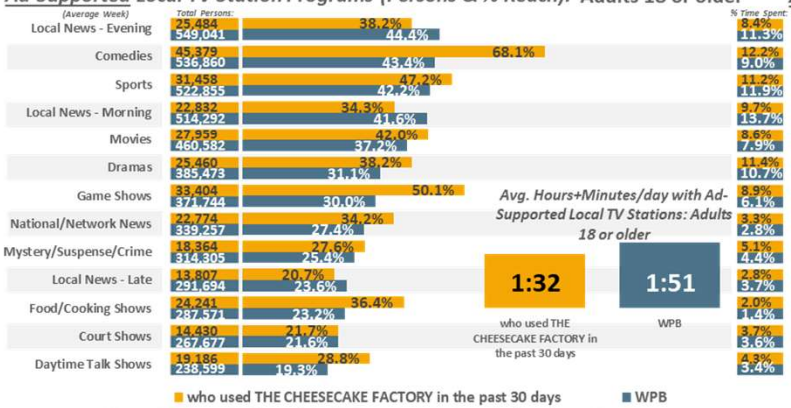
## Local TV Station Programs (Persons & % Reach): Adults 18 or older



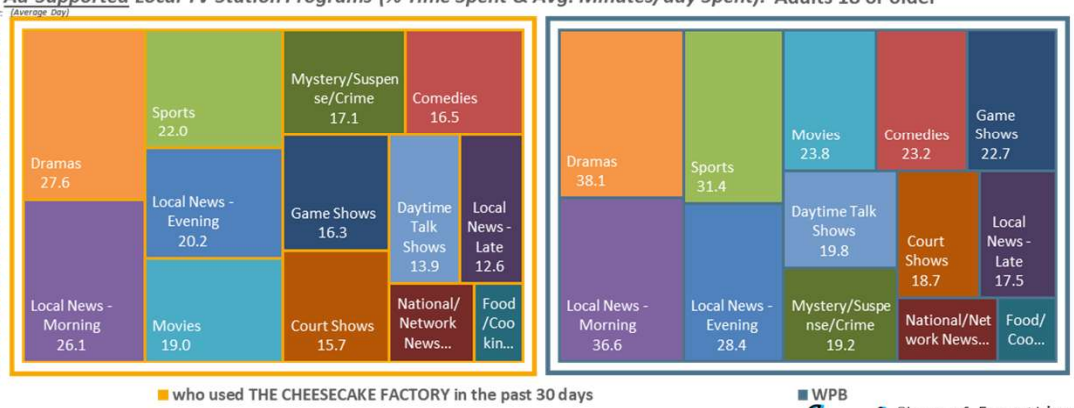

## Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older




## 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




WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 124

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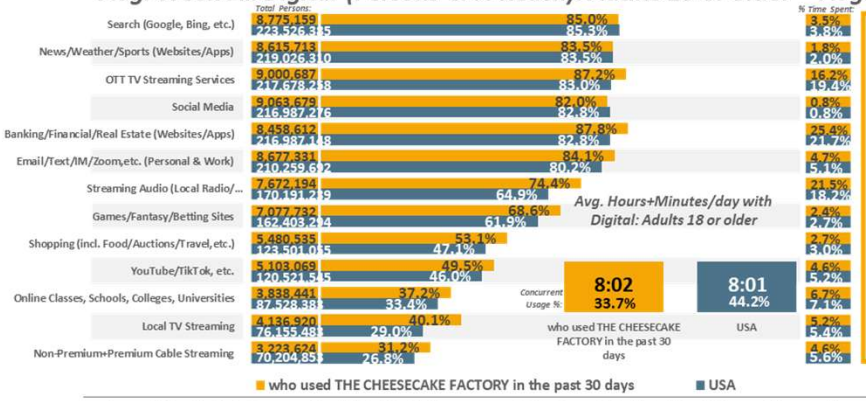
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

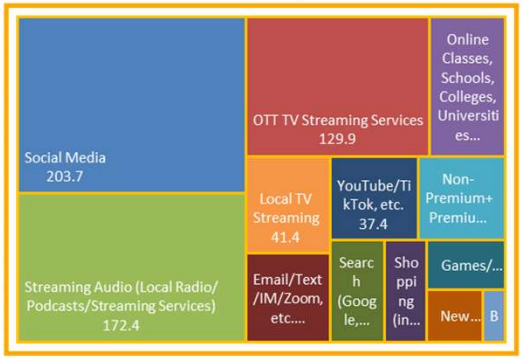


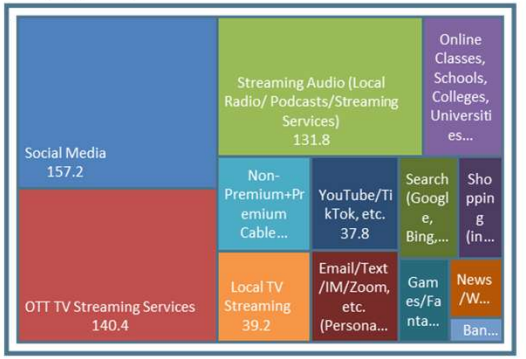

8,186,419 or 79.3% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days use Ad-Supported Social Media for an average of 184. minutes every day representing 30.3% of all time spent daily with Ad-Supported Digital Media.

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

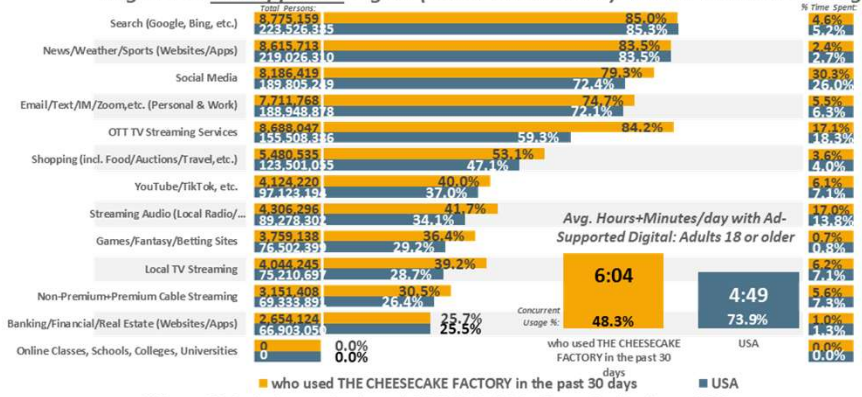



## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

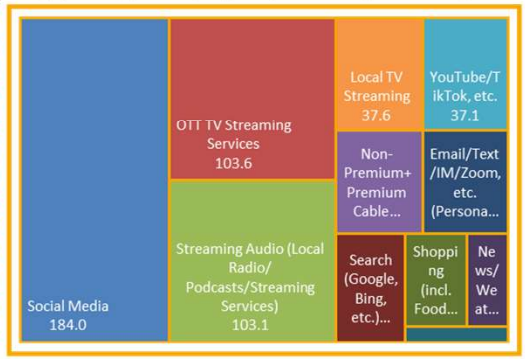


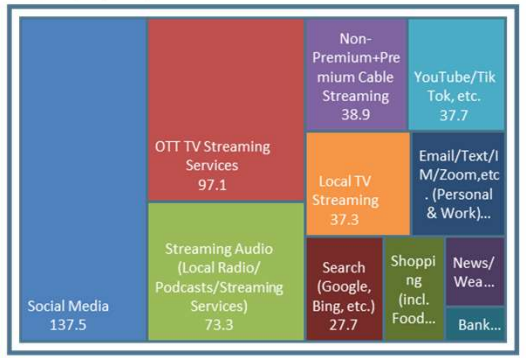




## *Avg. Week Ad-Supported Digital (Persons & % Reach):* Adults 18 or older




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




*USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 1,020*

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*USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947*

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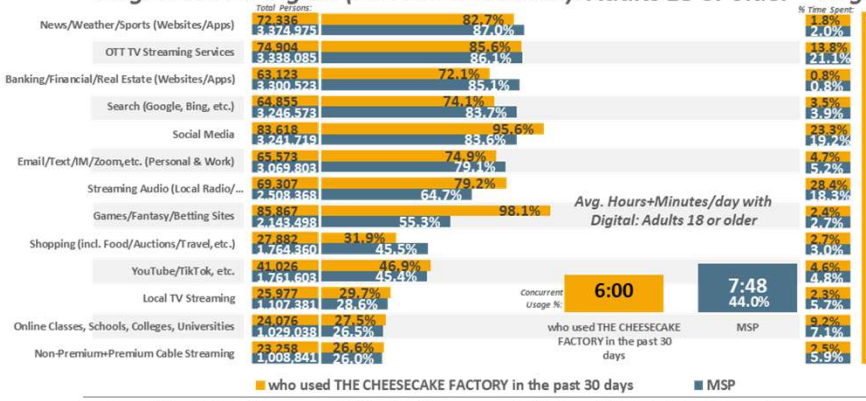
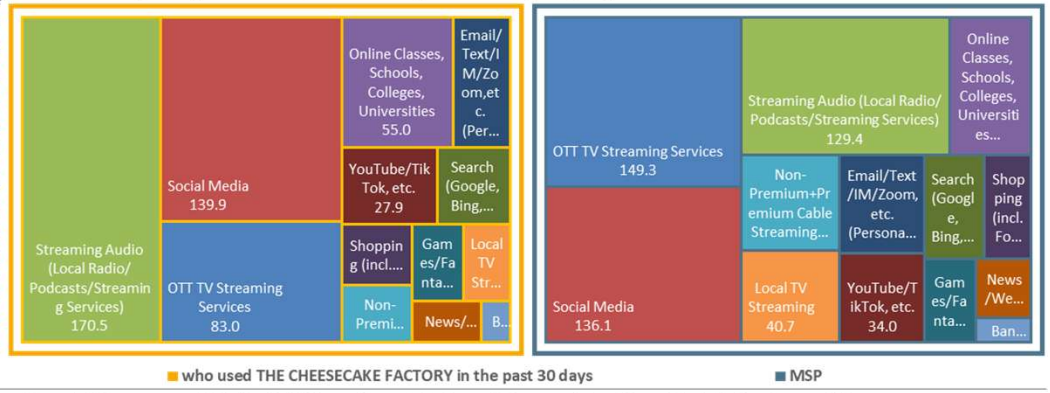
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

77,882 or 89.% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days use Ad-Supported Social Media for an average of 130.3 minutes every day representing 31.8% of all time spent daily with Ad-Supported Digital Media.

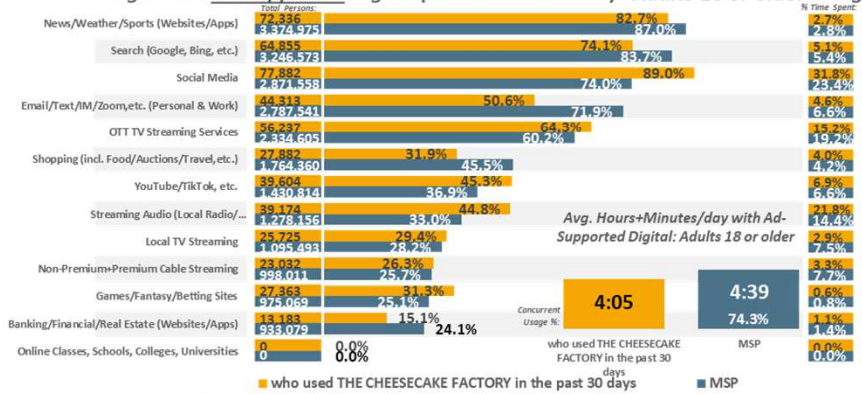
## *Avg. Week All Digital (Persons & % Reach):* Adults 18 or older



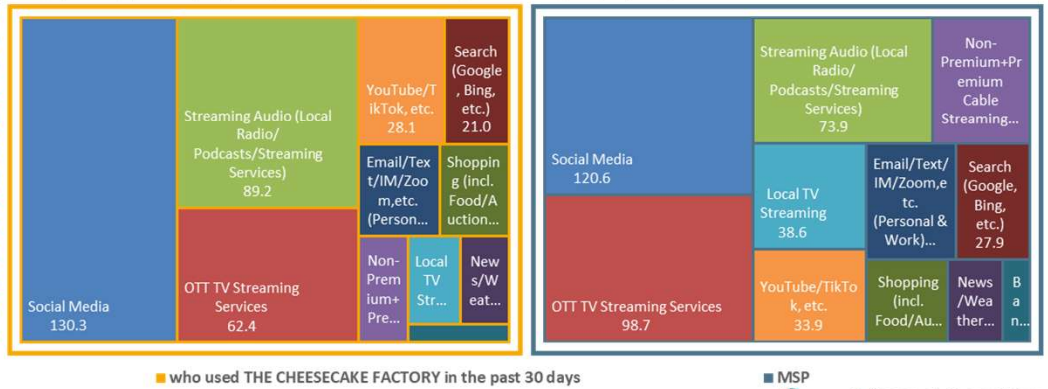

## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 41*

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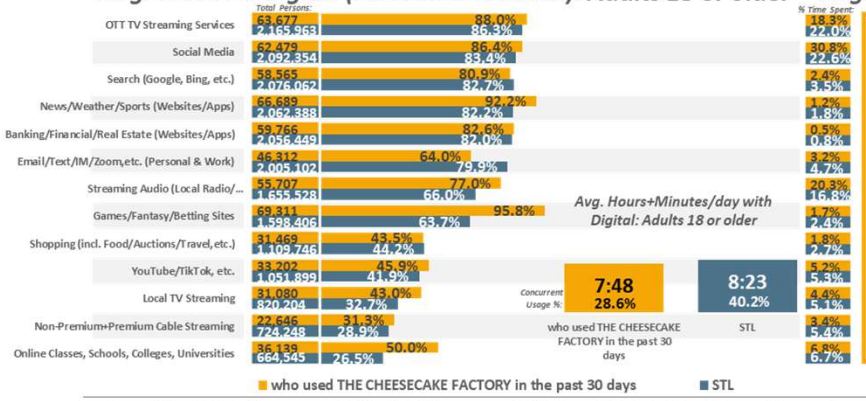
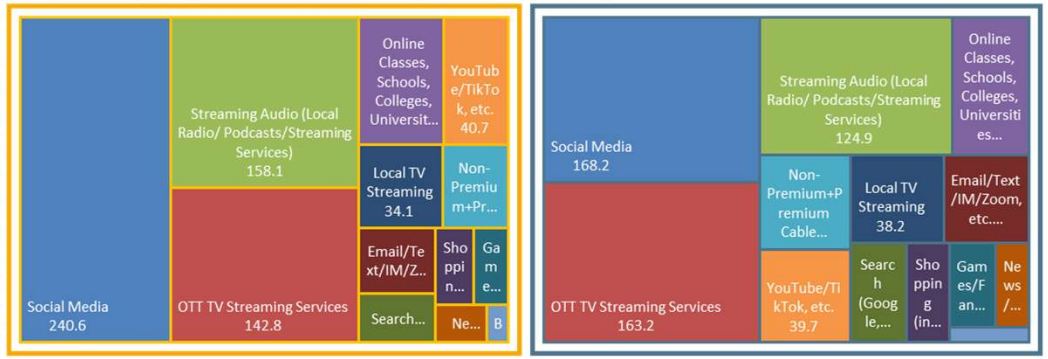
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

59,236 or 81.9% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days use Ad-Supported Social Media for an average of 228.1 minutes every day representing 39.2% of all time spent daily with Ad-Supported Digital Media.

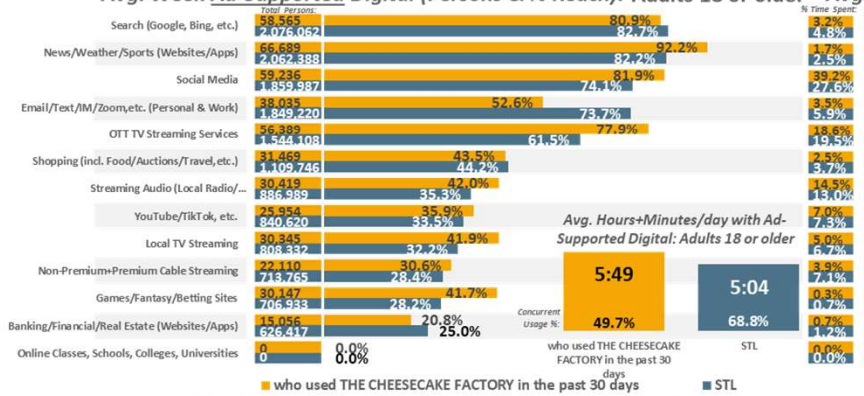
## Avg. Week All Digital (Persons & % Reach): Adults 18 or older



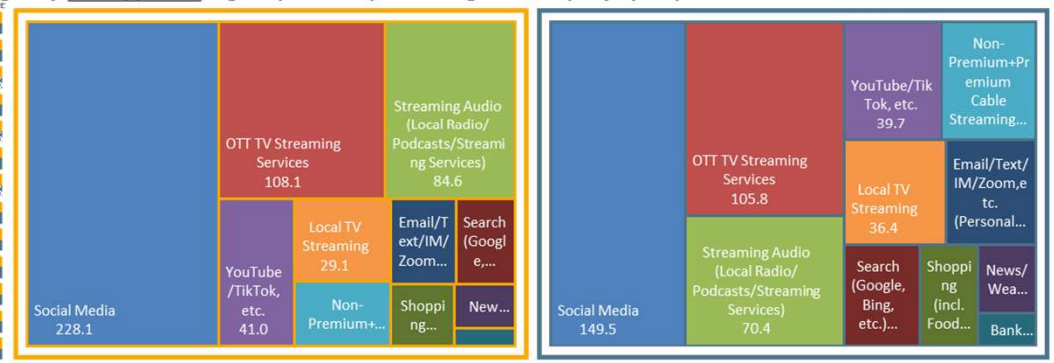

## Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older




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




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




STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 48

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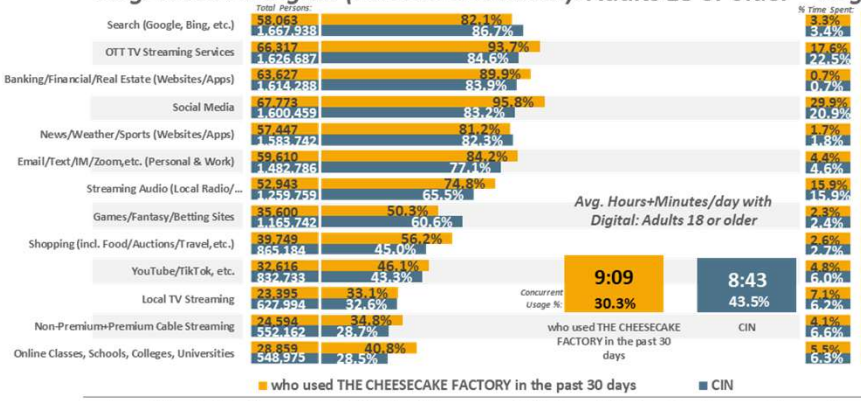
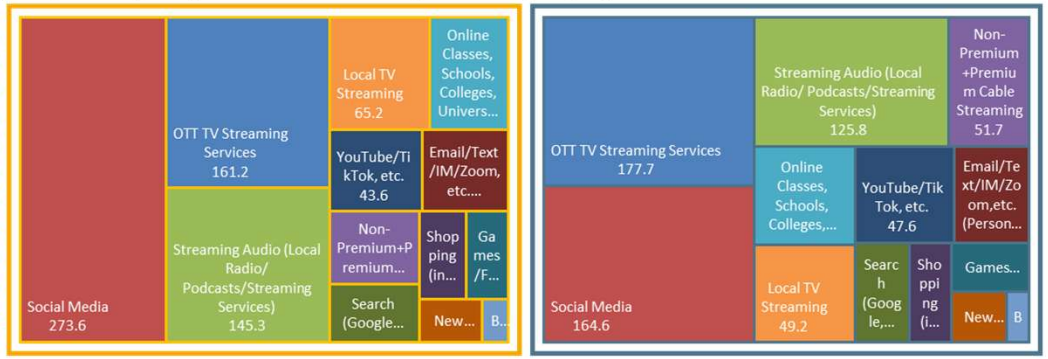
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

65,755 or 92.9% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days use Ad-Supported Social Media for an average of 265.5 minutes every day representing 37.7% of all time spent daily with Ad-Supported Digital Media.

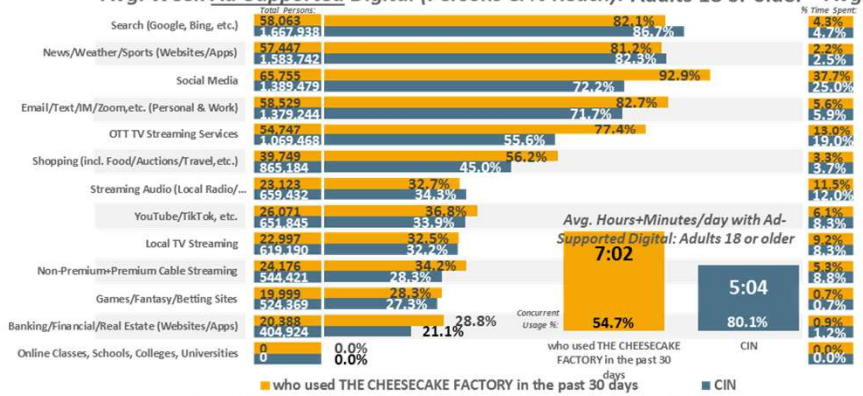
## Avg. Week All Digital (Persons & % Reach): Adults 18 or older



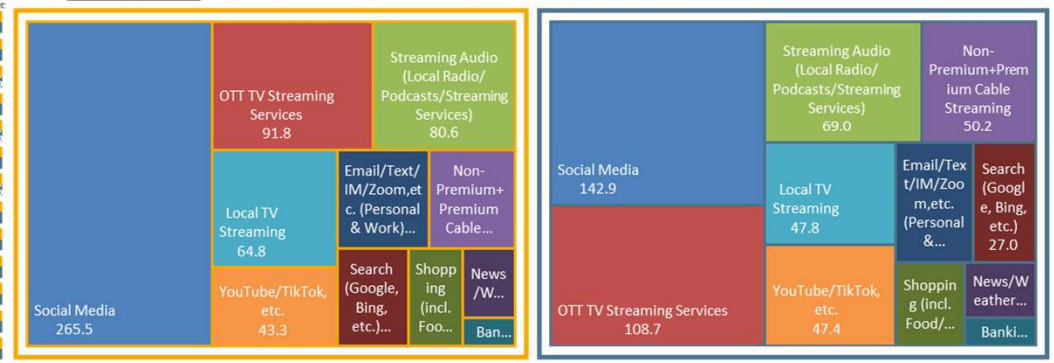

## Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older




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




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




CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 80

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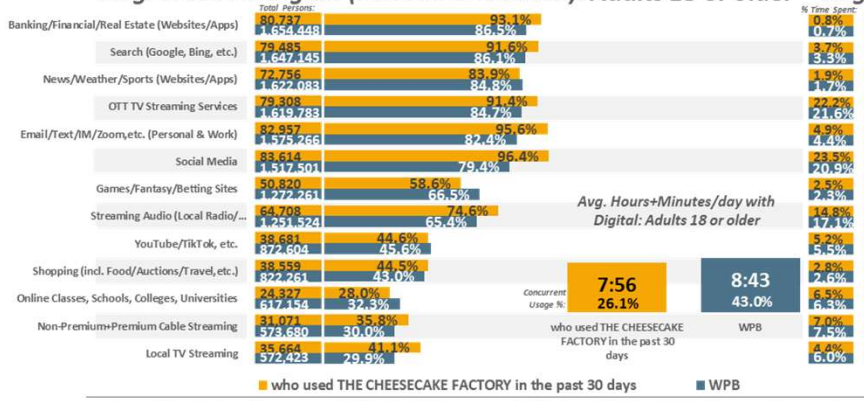
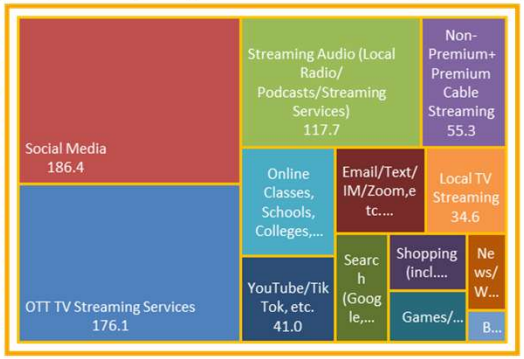
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

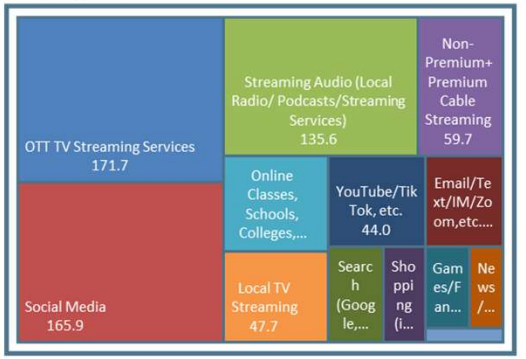
71,860 or 82.9% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days use Ad-Supported Social Media for an average of 160.2 minutes every day representing 25.5% of all time spent daily with Ad-Supported Digital Media.

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



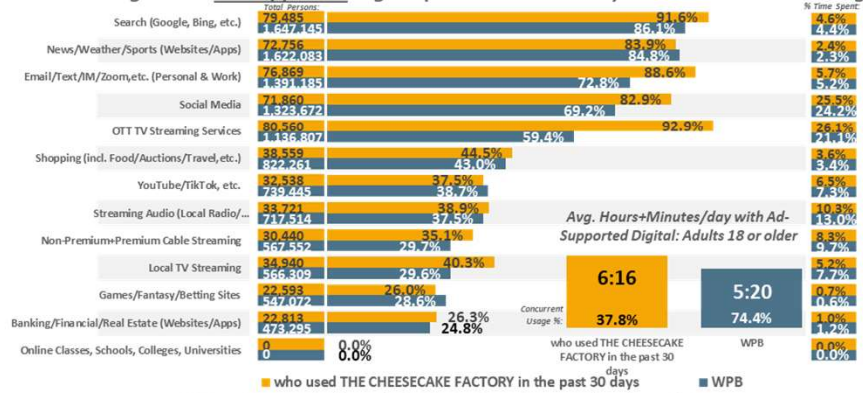

## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older



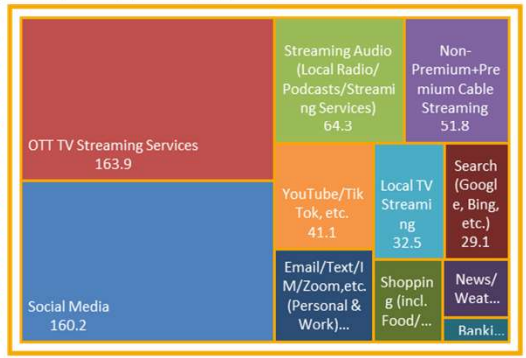



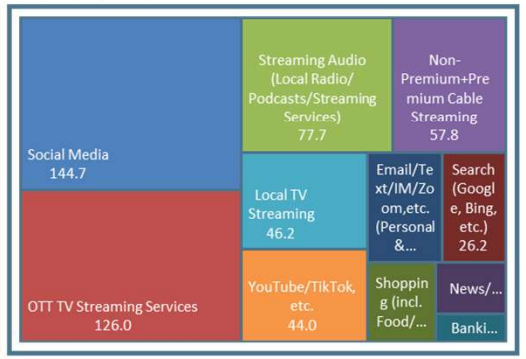

who used THE CHEESECAKE FACTORY in the past 30 days ■ WPB

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




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




who used THE CHEESECAKE FACTORY in the past 30 days ■ WPB

WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 124

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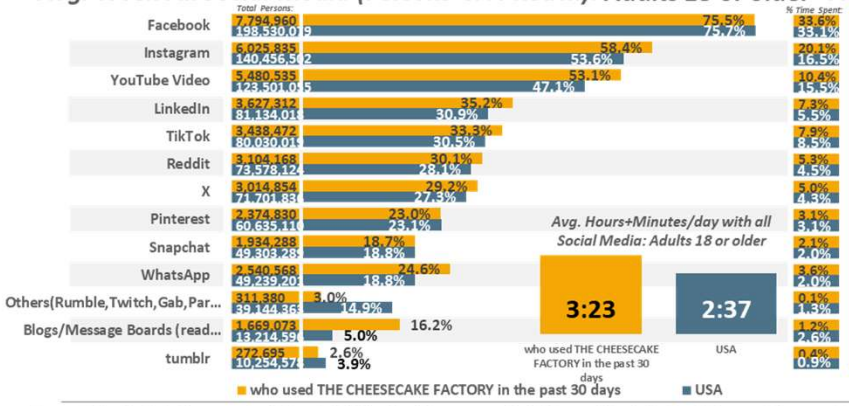
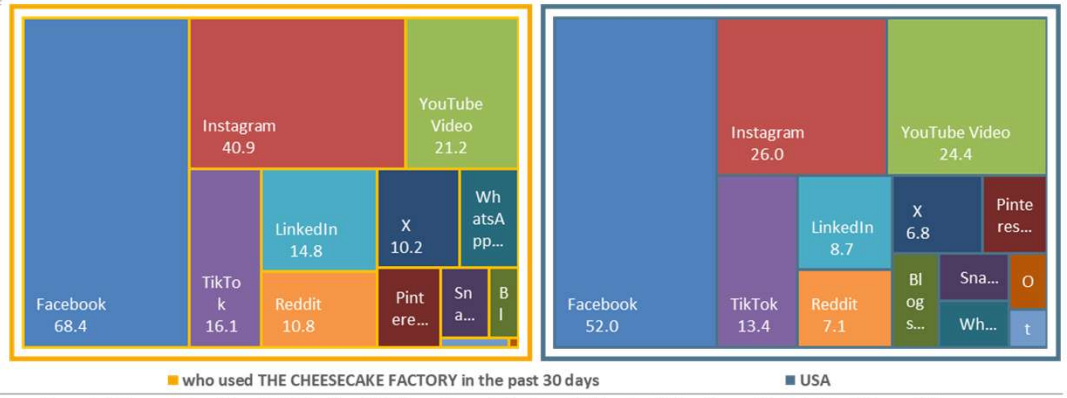
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

7,794,960 or 75.5% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days use Ad-Supported Facebook for an average of 69.3 minutes every day representing 37.7% of all time spent daily with Ad-Supported Social Media.

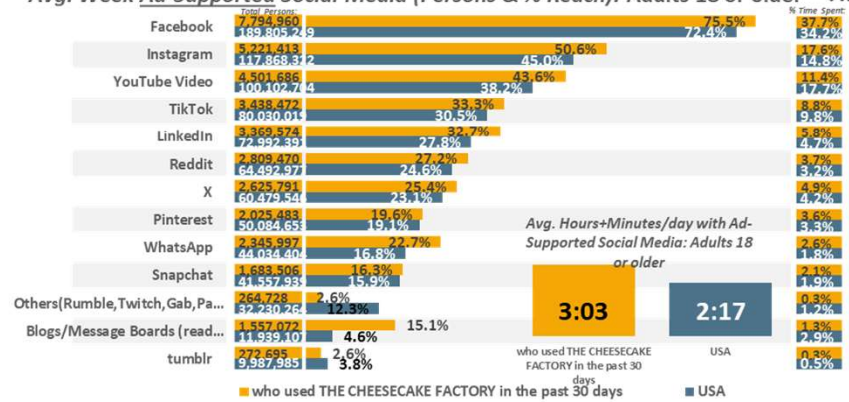
## Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



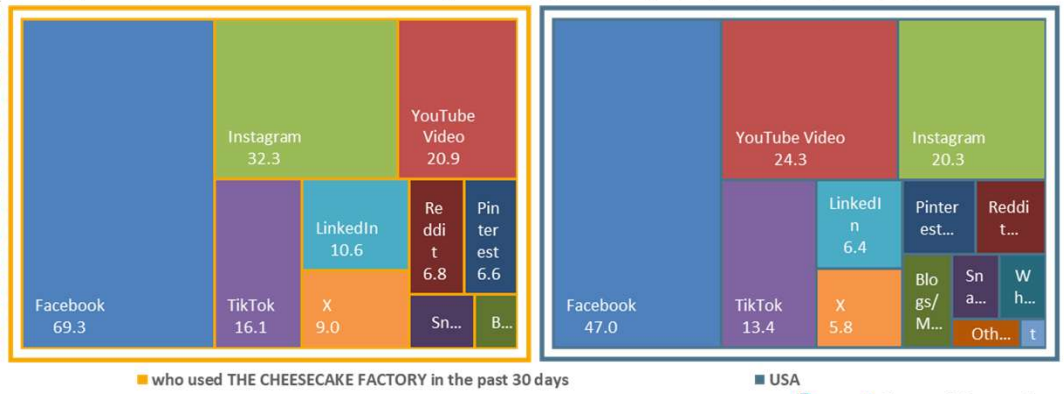

## Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older




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




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




who used THE CHEESECAKE FACTORY in the past 30 days ■ USA

USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 1,020

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

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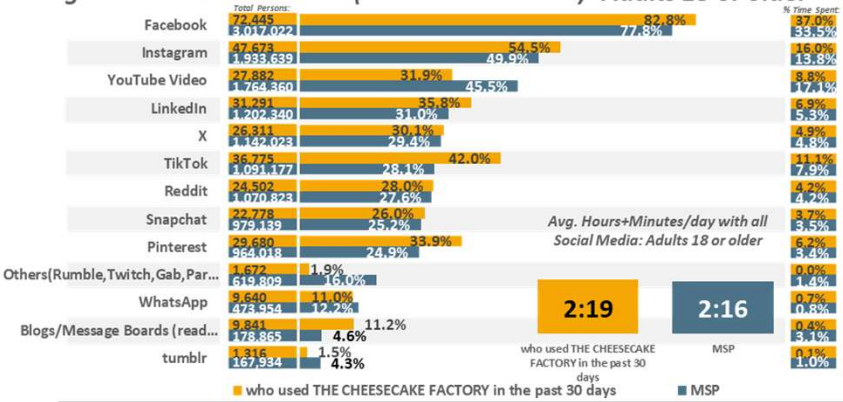
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

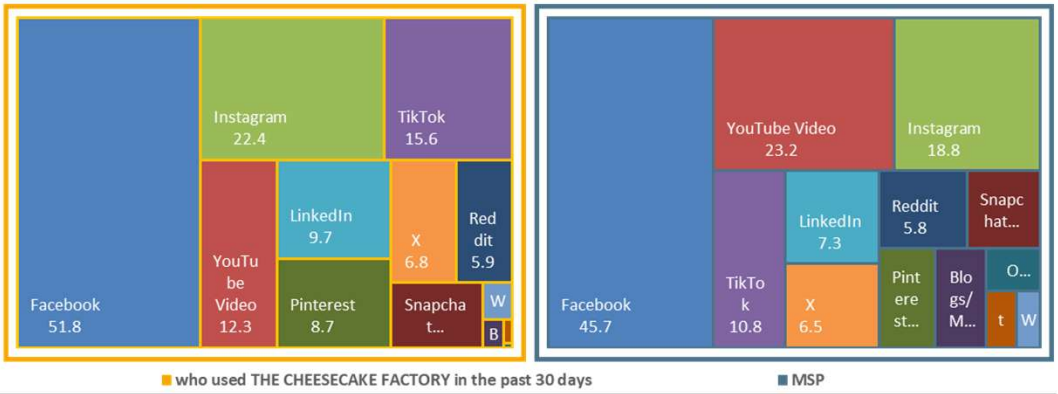



72,445 or 82.8% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days use Ad-Supported Facebook for an average of 50.6 minutes every day representing 38.8% of all time spent daily with Ad-Supported Social Media.

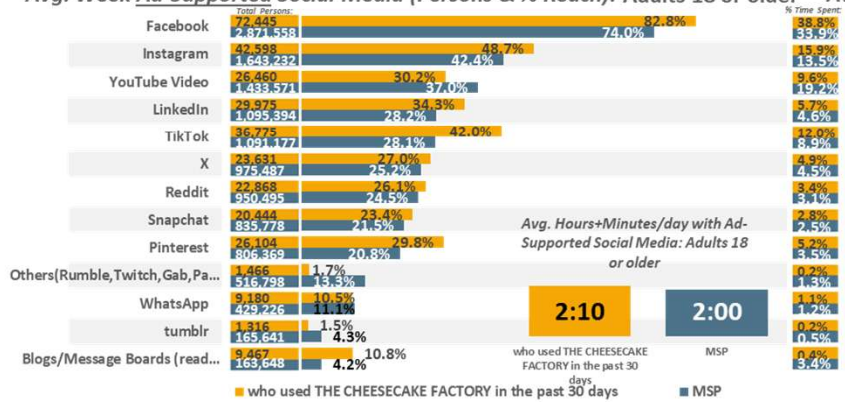
## *Avg. Week All Social Media (Persons & % Reach):* Adults 18 or older



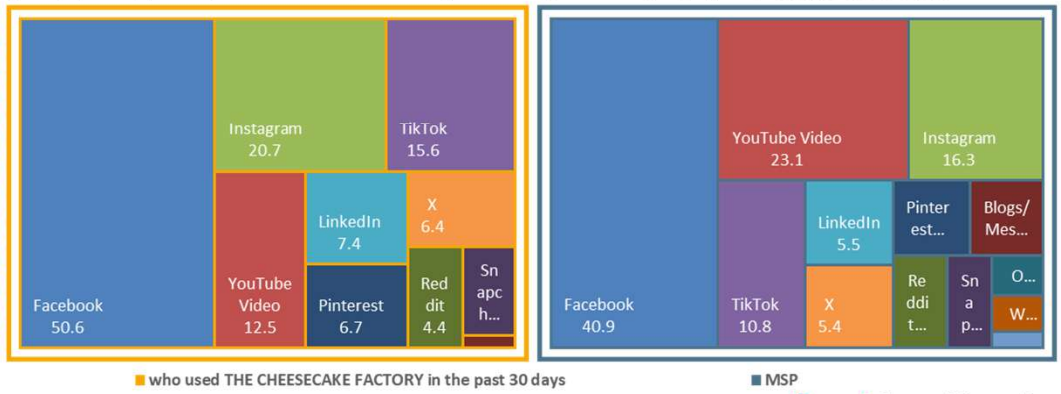

## *Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 41*

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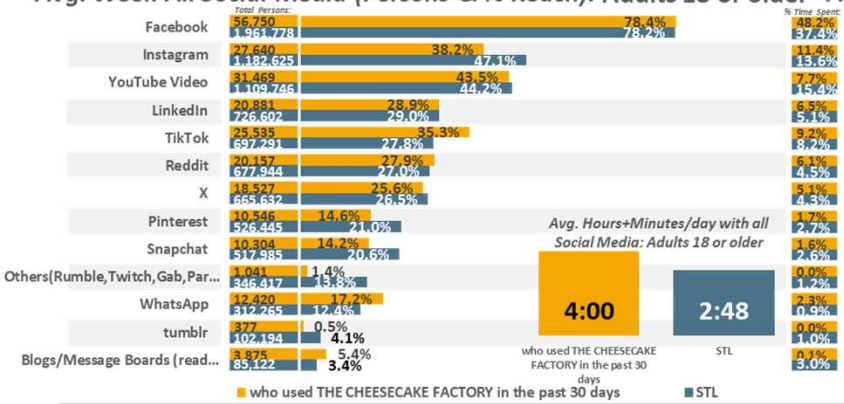
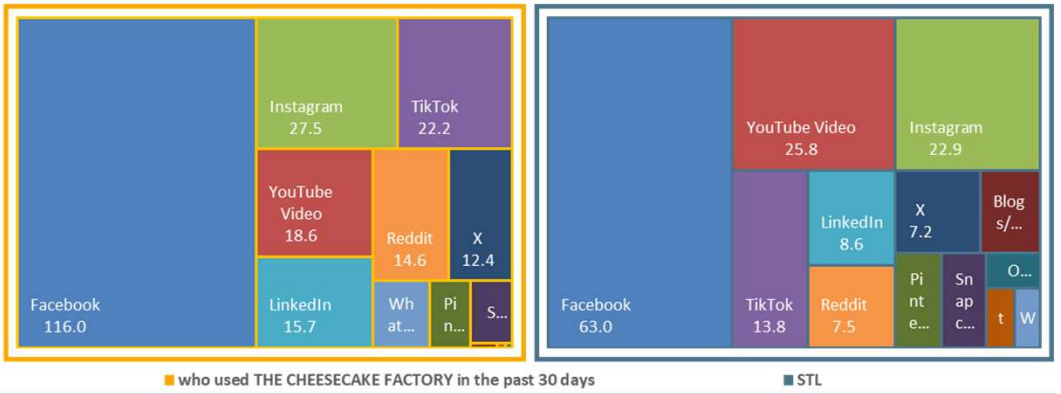
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

56,750 or 78.4% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days use Ad-Supported Facebook for an average of 103.9 minutes every day representing 45.5% of all time spent daily with Ad-Supported Social Media.

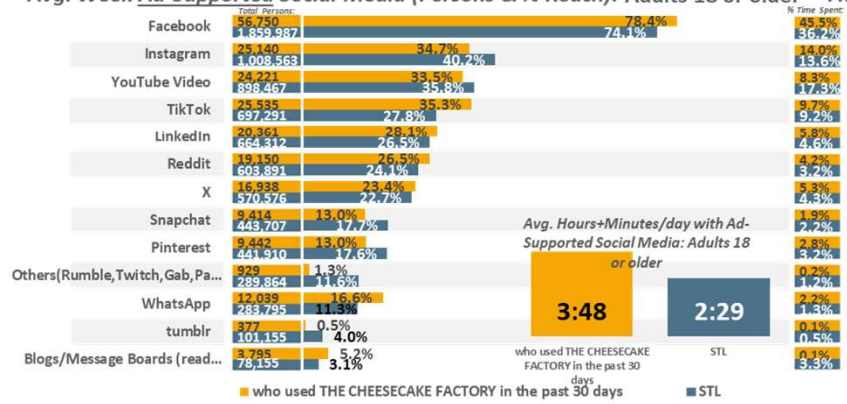
## Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



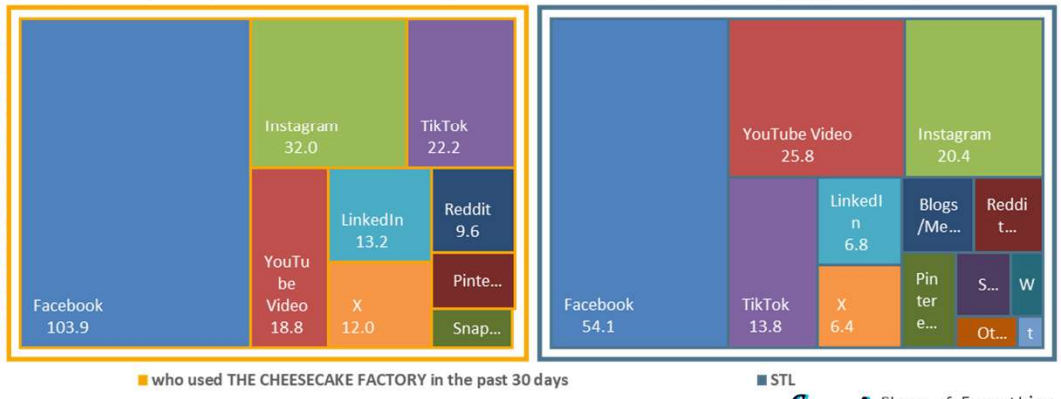

## Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older




## 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




STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 48

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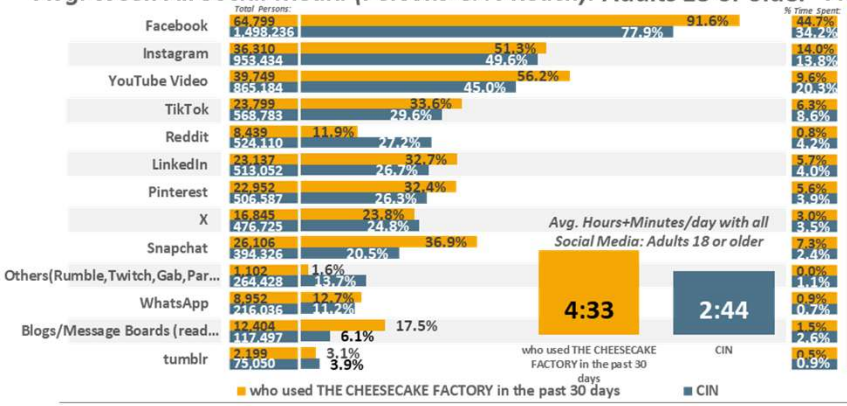
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

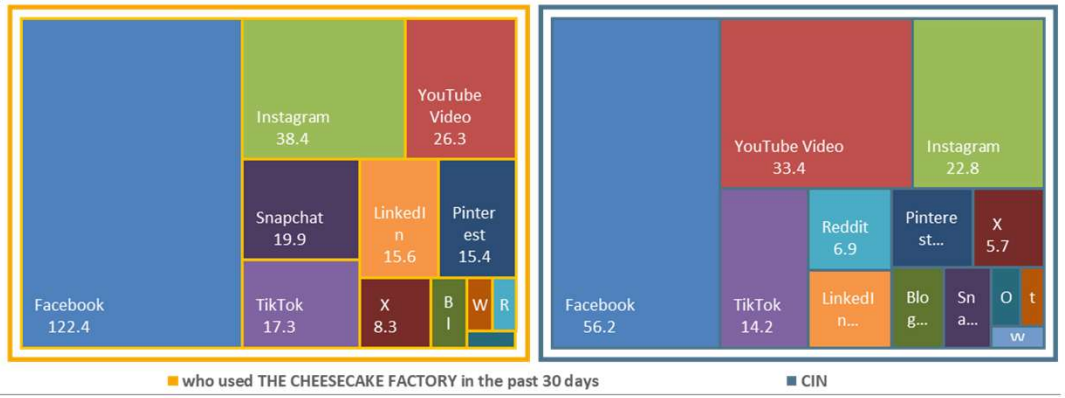



64,799 or 91.6% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days use Ad-Supported Facebook for an average of 116.2 minutes every day representing 43.8% of all time spent daily with Ad-Supported Social Media.

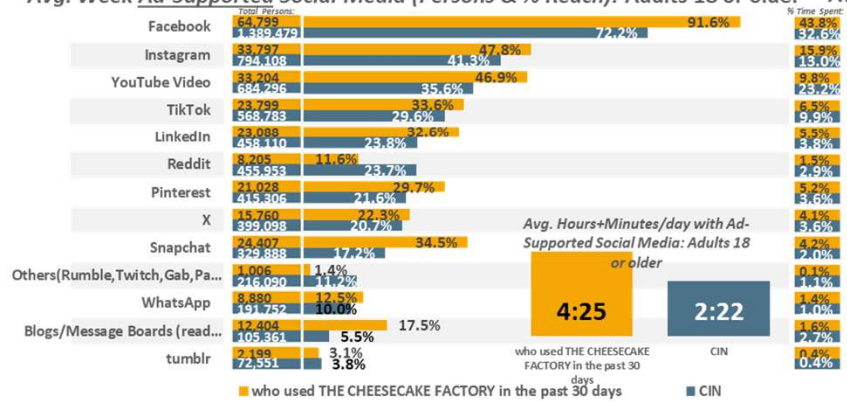
## *Avg. Week All Social Media (Persons & % Reach):* Adults 18 or older



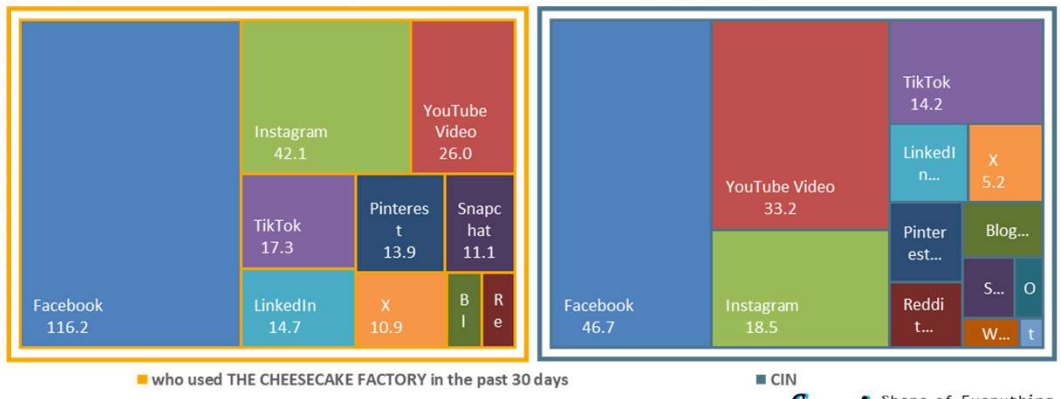

## *Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 80*

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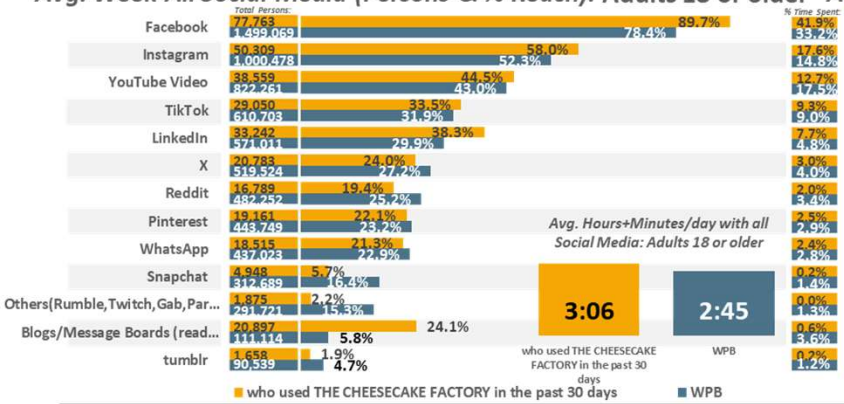
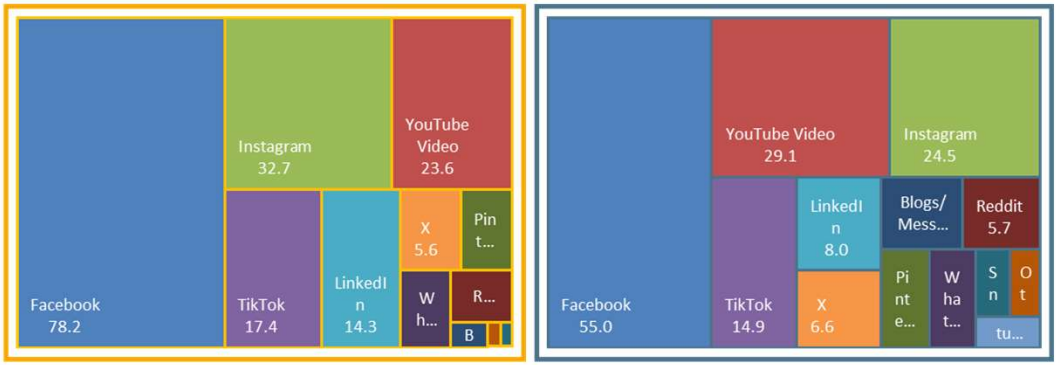
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

71,860 or 82.9% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days use Ad-Supported Facebook for an average of 63.9 minutes every day representing 39.9% of all time spent daily with Ad-Supported Social Media.

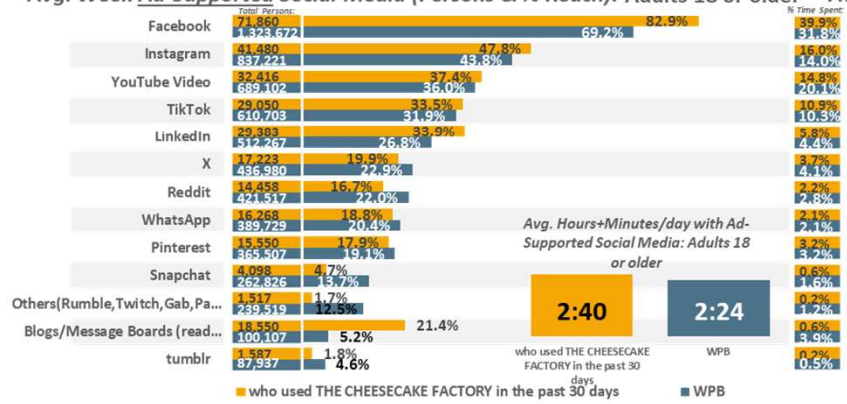
## Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



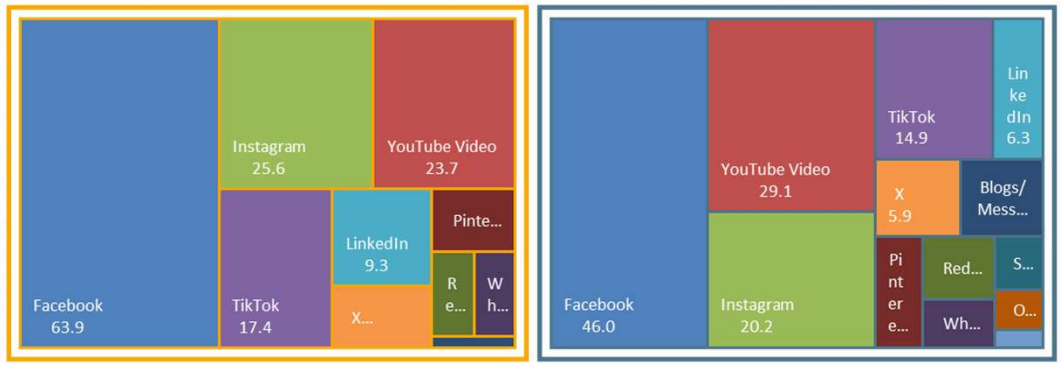

## Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older




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




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




WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 124

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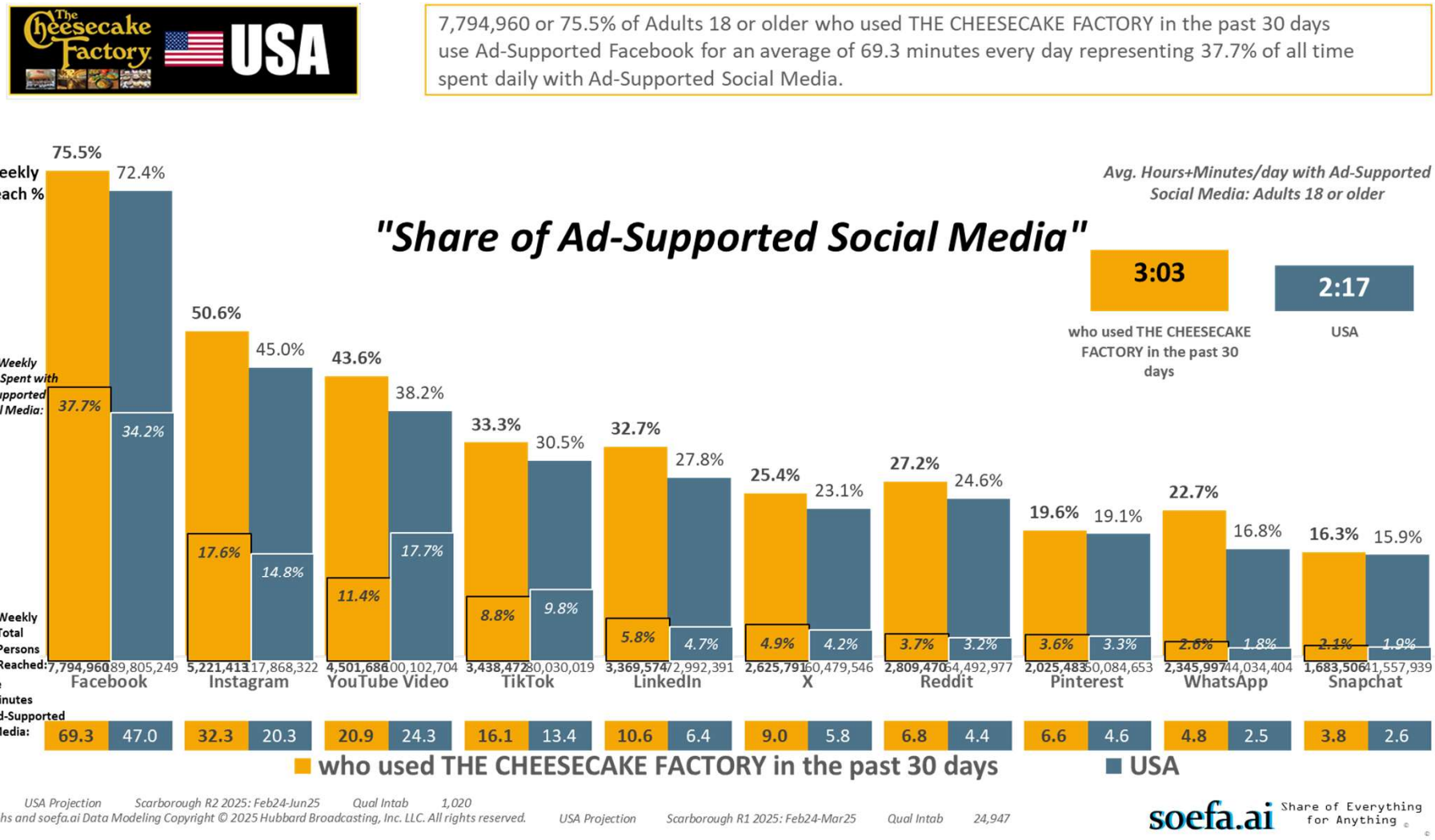
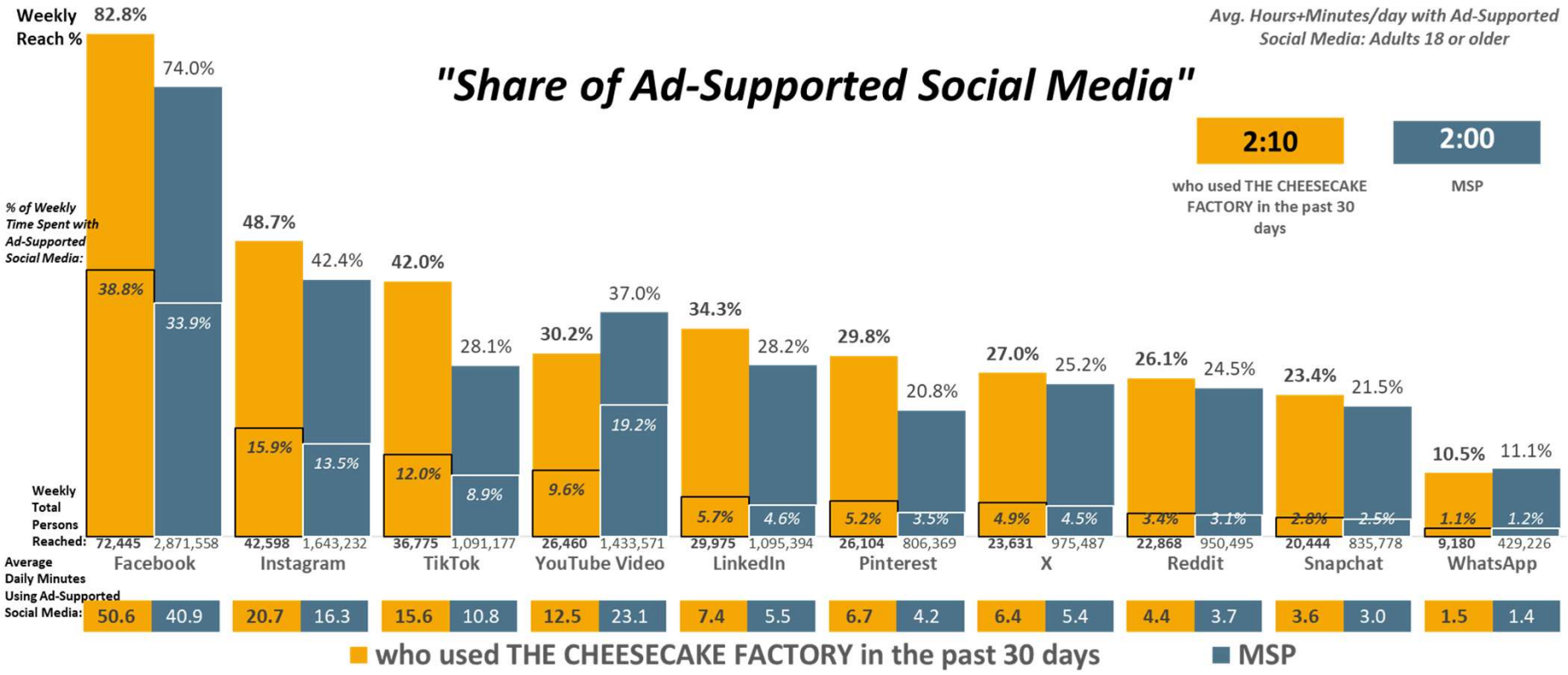
Sit-down restaurants used past 30 days: The Cheesecake Factory




*Sit-down restaurants used past 30 days: The Cheesecake Factory*

72,445 or 82.8% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days use Ad-Supported Facebook for an average of 50.6 minutes every day representing 38.8% of all time spent daily with Ad-Supported Social Media.




MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 41 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

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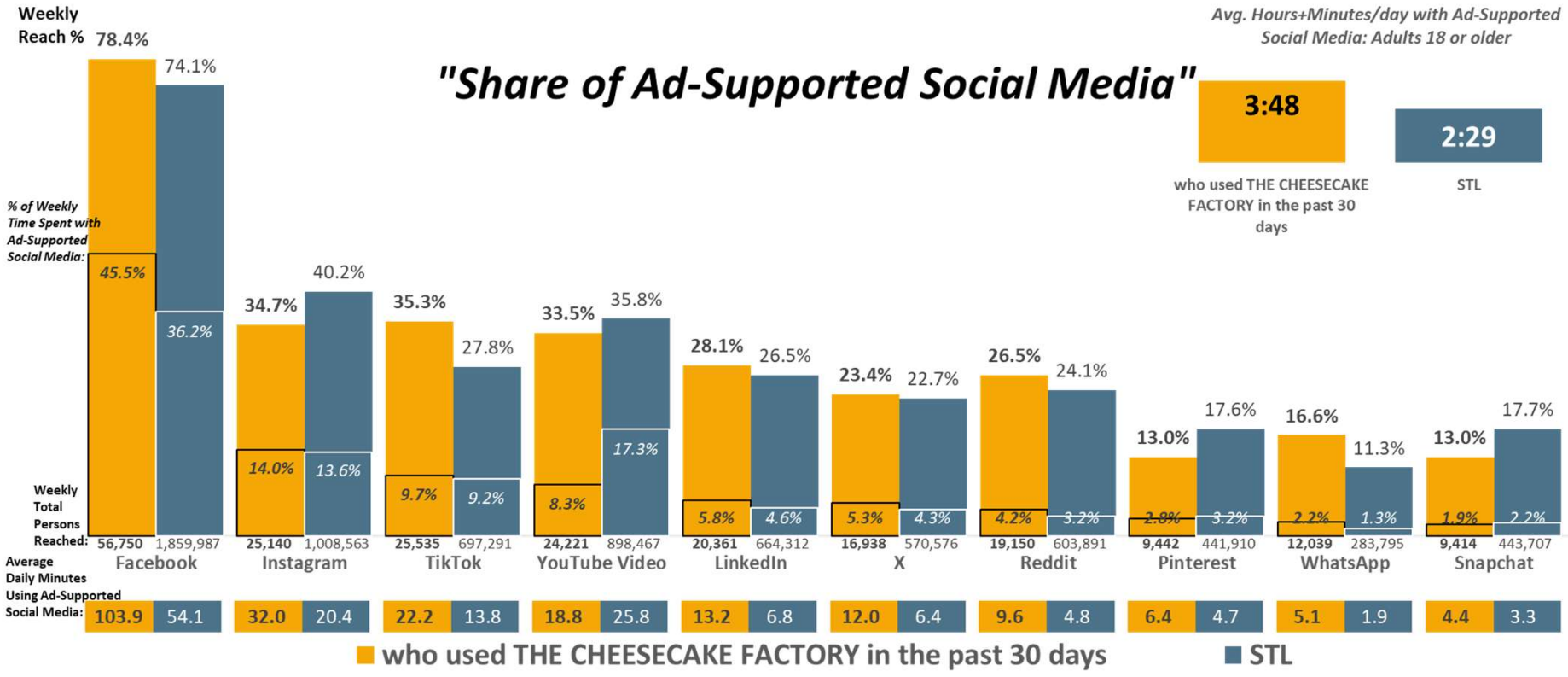
Sit-down restaurants used past 30 days: The Cheesecake Factory

56,750 or 78.4% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days use Ad-Supported Facebook for an average of 103.9 minutes every day representing 45.5% of all time spent daily with Ad-Supported Social Media.




STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 48 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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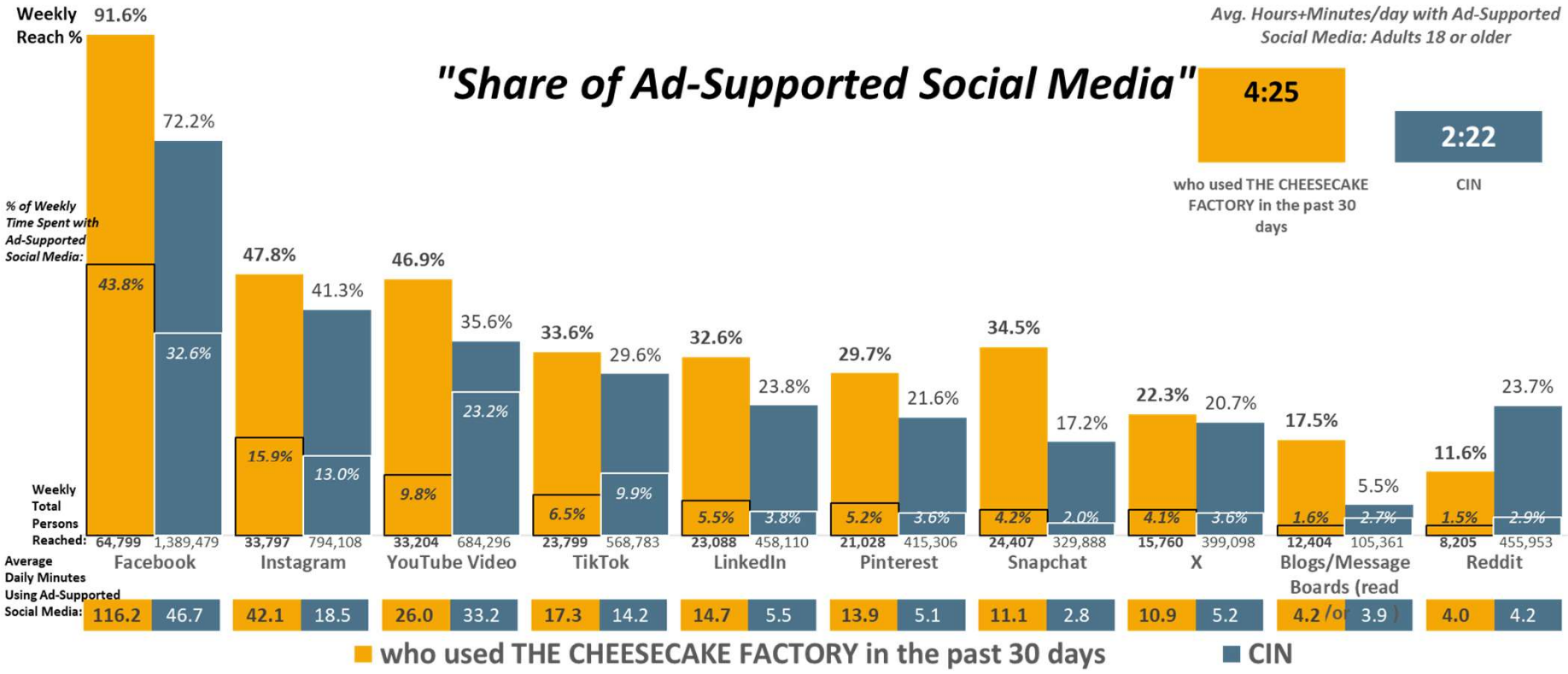
Sit-down restaurants used past 30 days: The Cheesecake Factory

64,799 or 91.6% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days use Ad-Supported Facebook for an average of 116.2 minutes every day representing 43.8% of all time spent daily with Ad-Supported Social Media.




CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 80 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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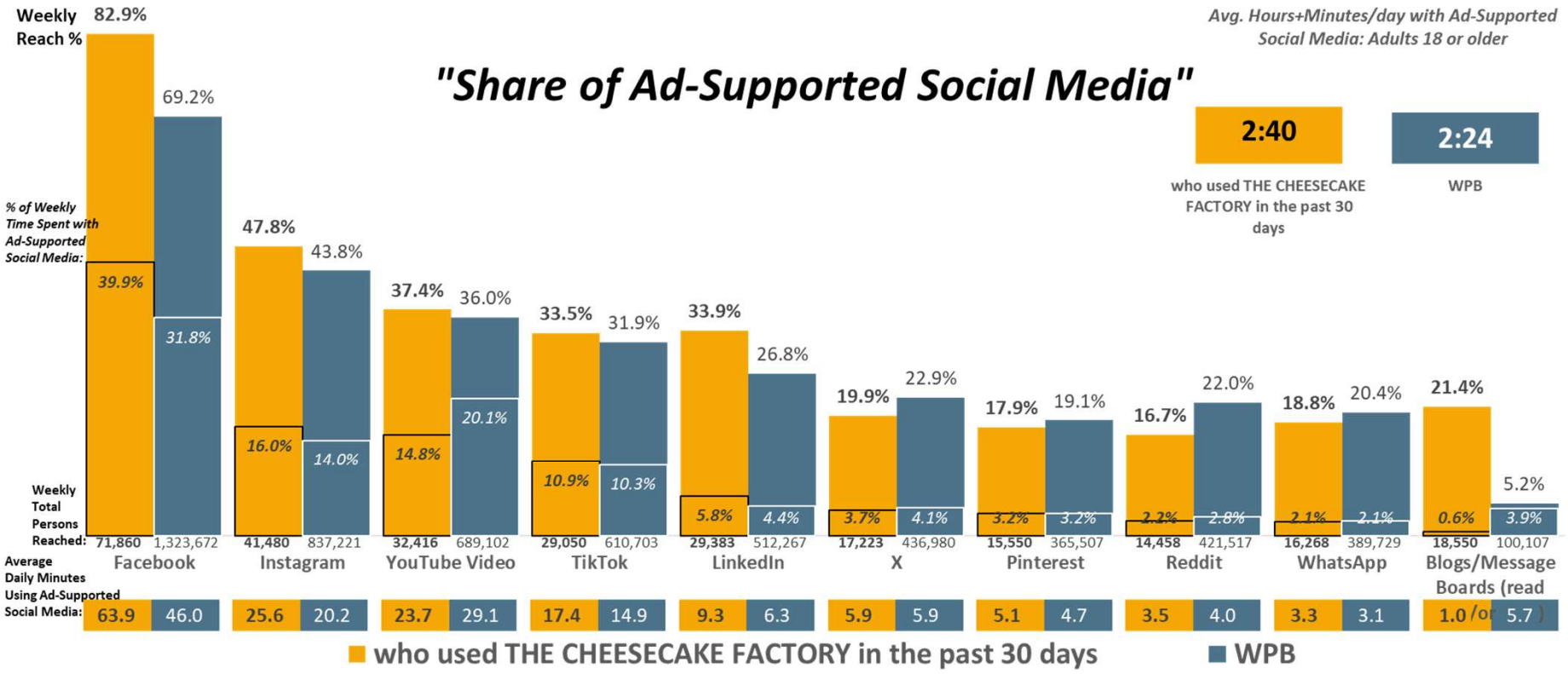
Sit-down restaurants used past 30 days: The Cheesecake Factory

71,860 or 82.9% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days use Ad-Supported Facebook for an average of 63.9 minutes every day representing 39.9% of all time spent daily with Ad-Supported Social Media.




WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 124 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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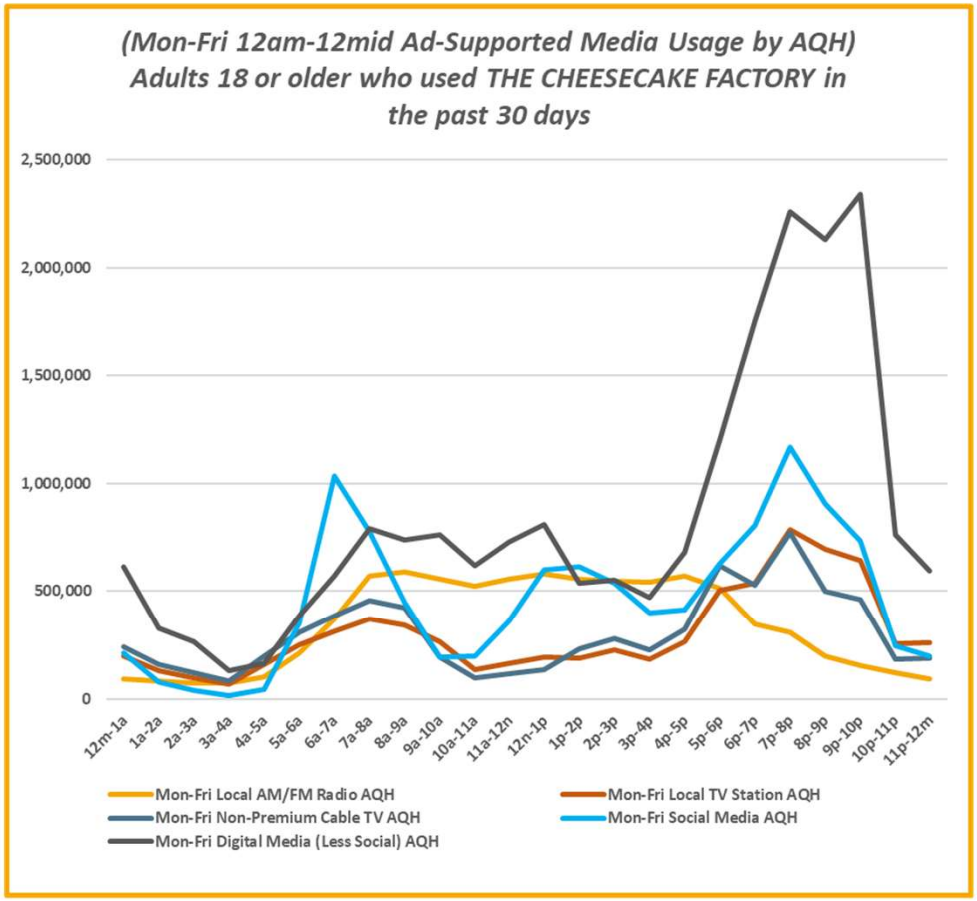
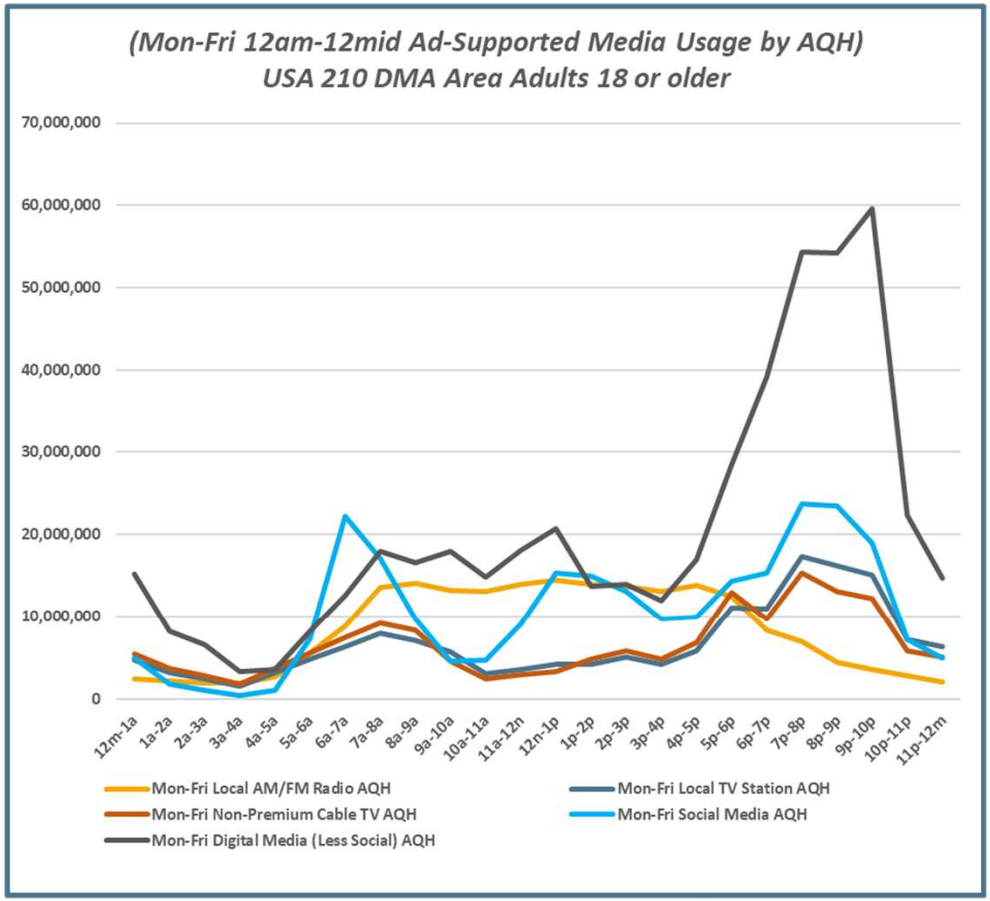
Sit-down restaurants used past 30 days: The Cheesecake Factory

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 784,233; Social Media: 537,208; Local Radio: 523,588; Non-Prem. Cable: 307,642; Local TV: 282,725 reaching Adults 18 or older who used THE CHEESECAKE FACTORY in the past




*USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 1,020*

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*USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947*

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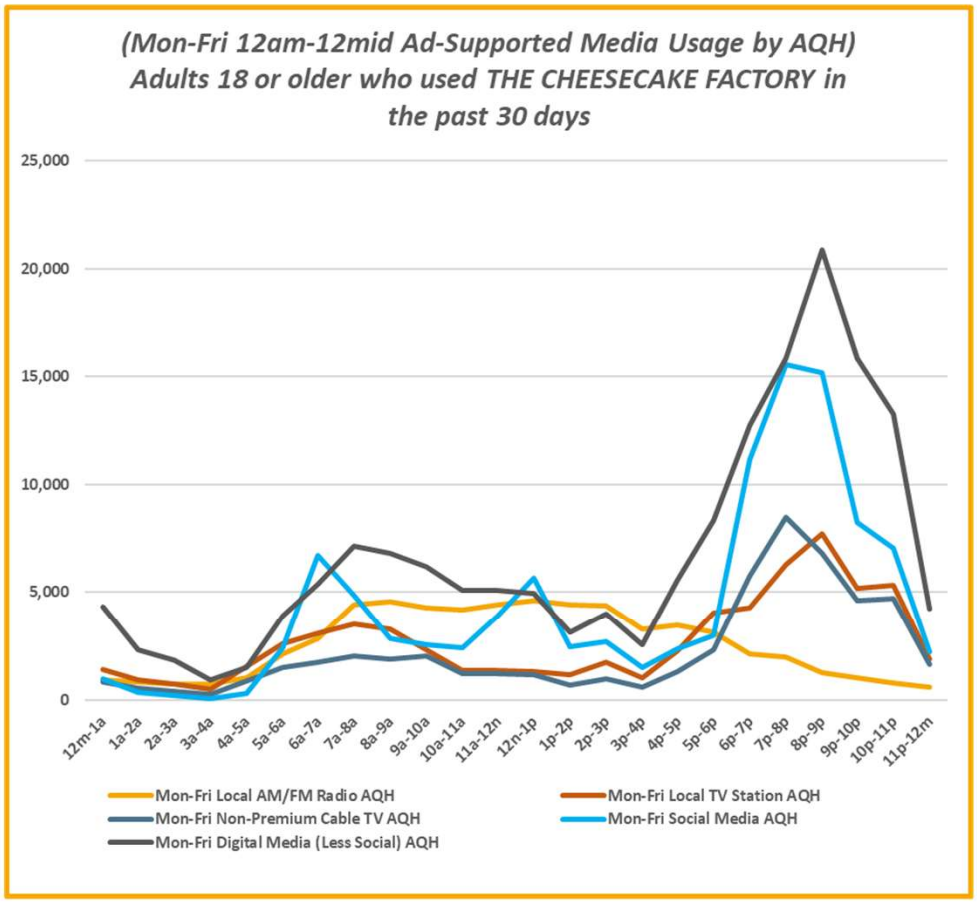
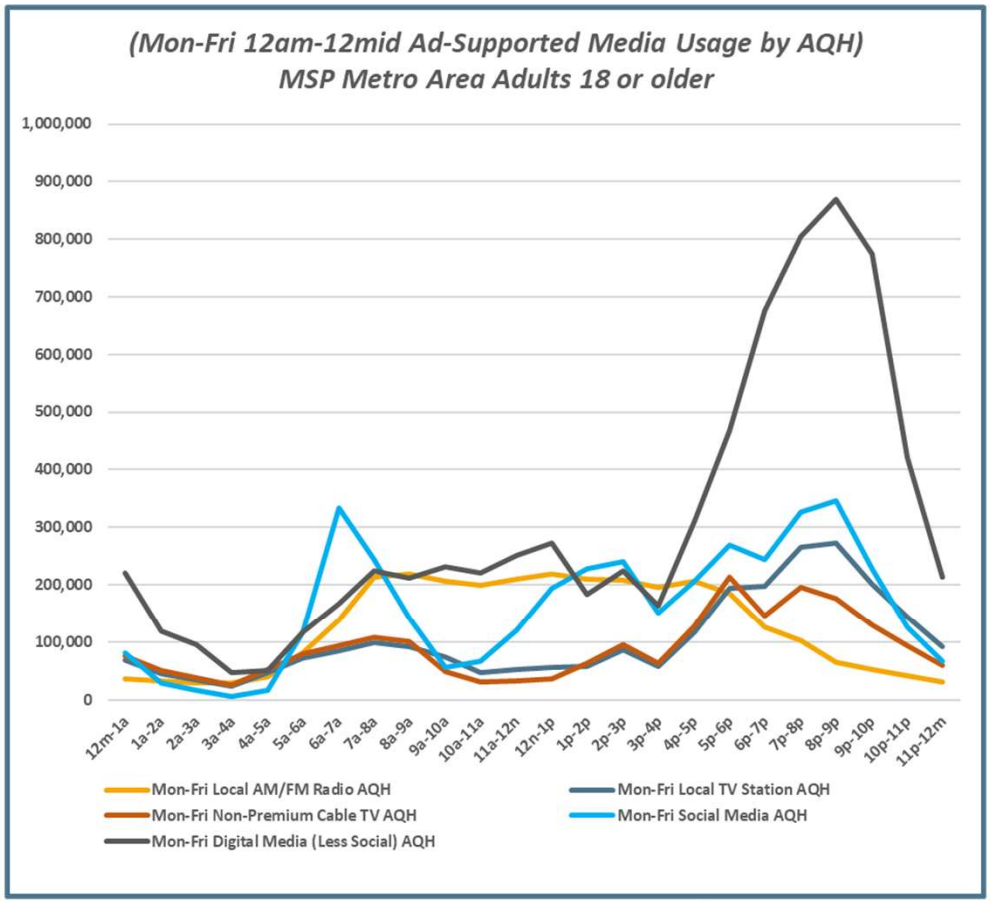
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,904; Social Media: 3,992; Local Radio: 3,836; Local TV: 2,352; Non-Prem. Cable: 1,749 reaching Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days.




*MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 41*

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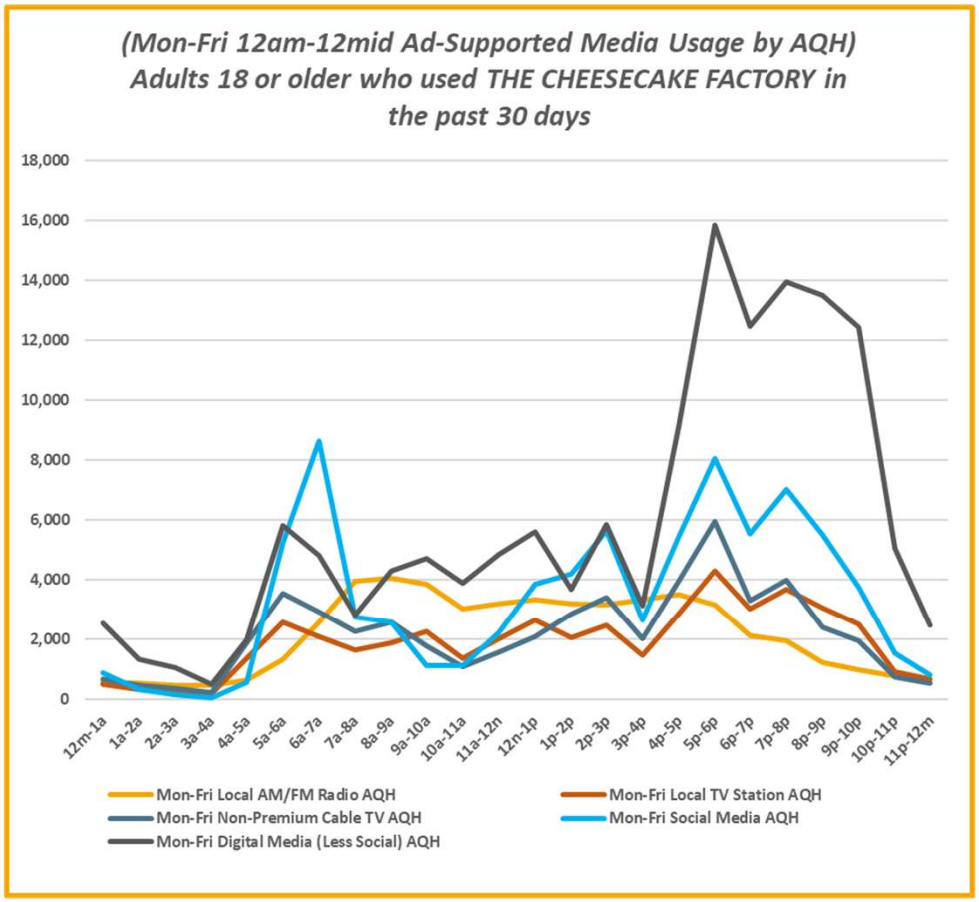
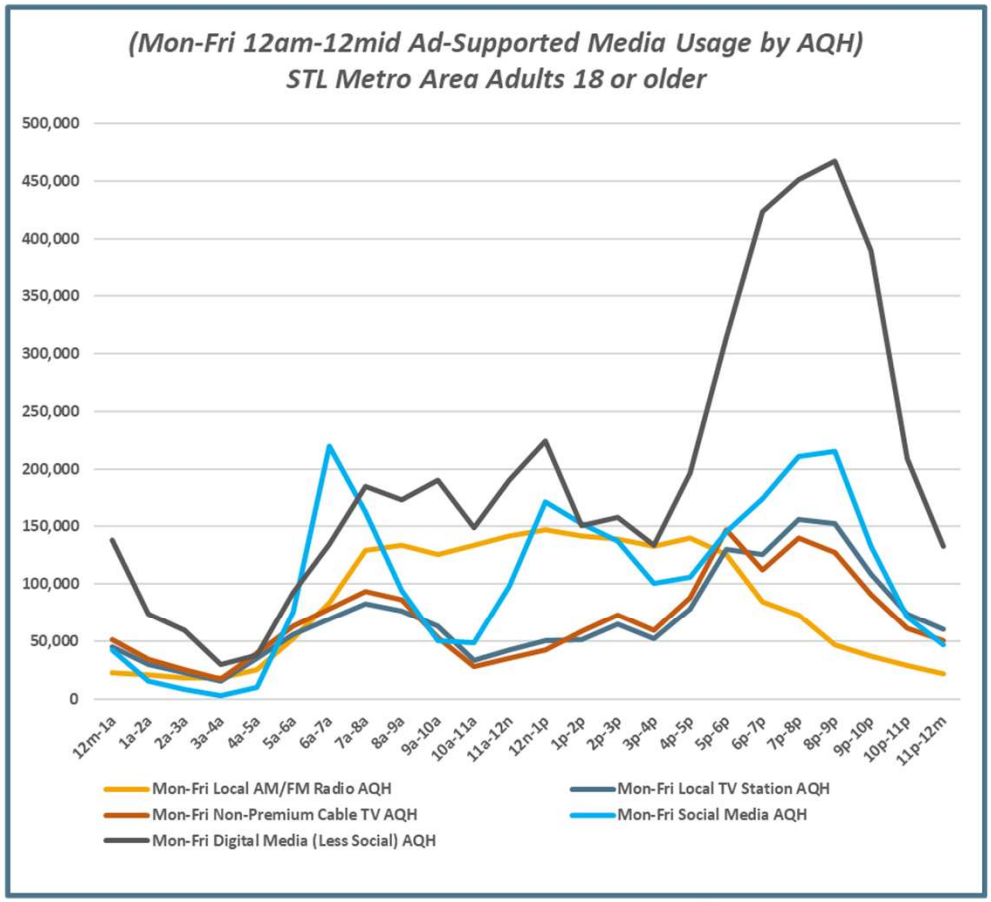
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,221; Social Media: 4,126; Local Radio: 3,257; Non-Prem. Cable: 2,739; Local TV: 2,303 reaching Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days.





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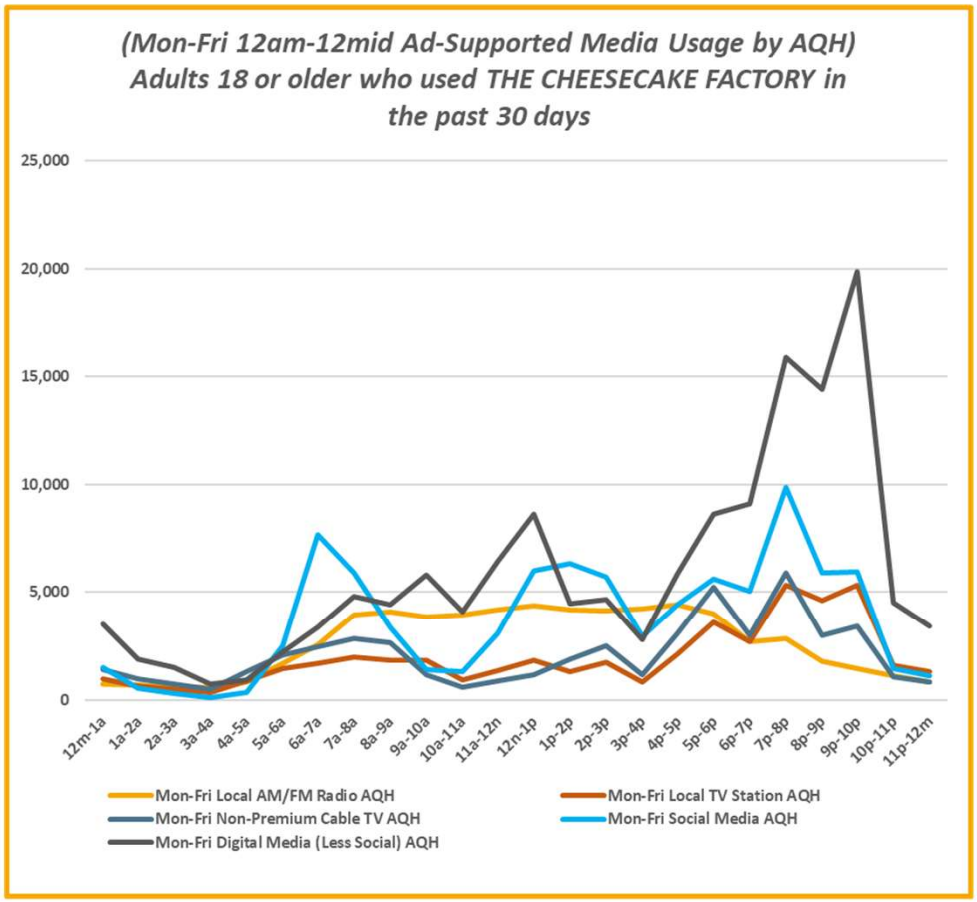
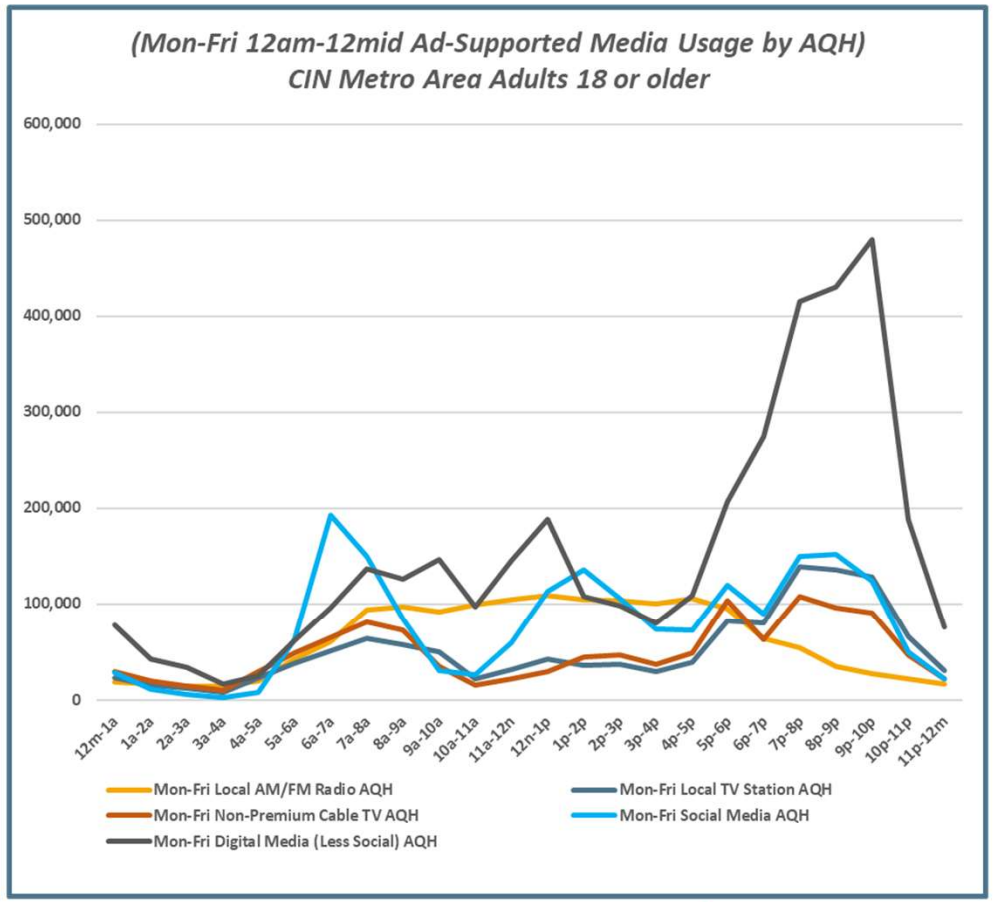
Sit-down restaurants used past 30 days: The Cheesecake Factory

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,599; Social Media: 4,508; Local Radio: 3,874; Non-Prem. Cable: 2,191; Local TV: 1,806 reaching Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days.




*CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 80*

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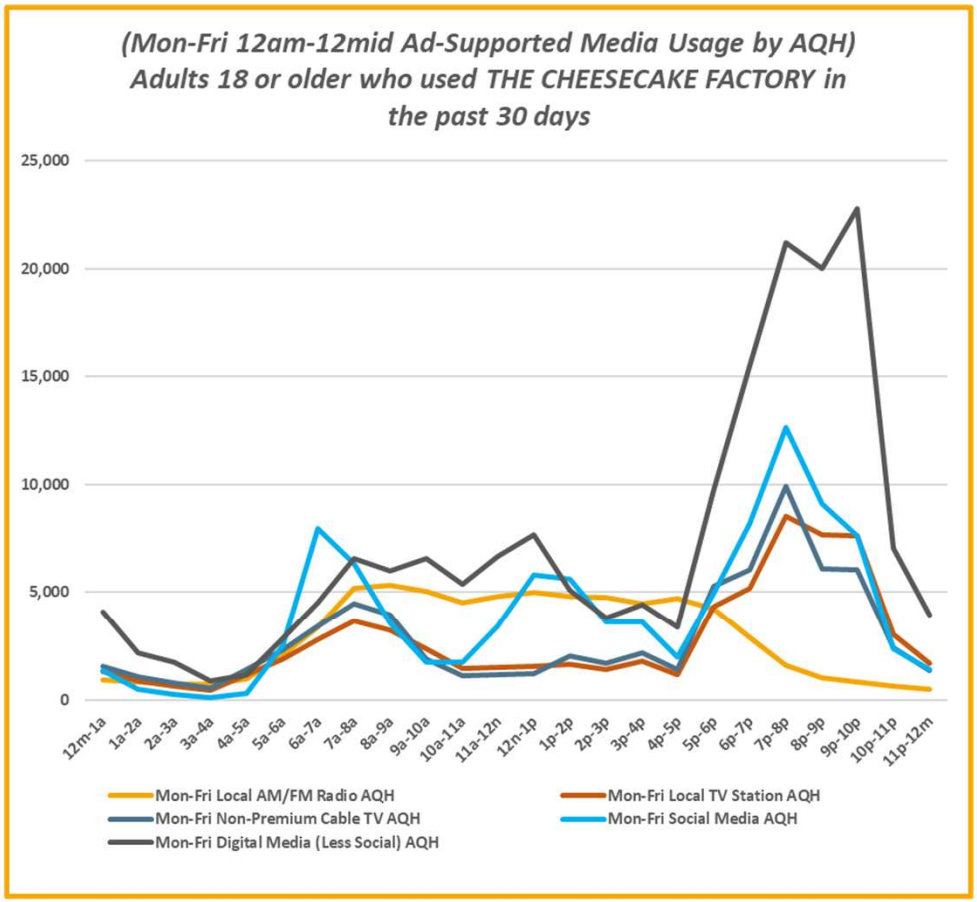
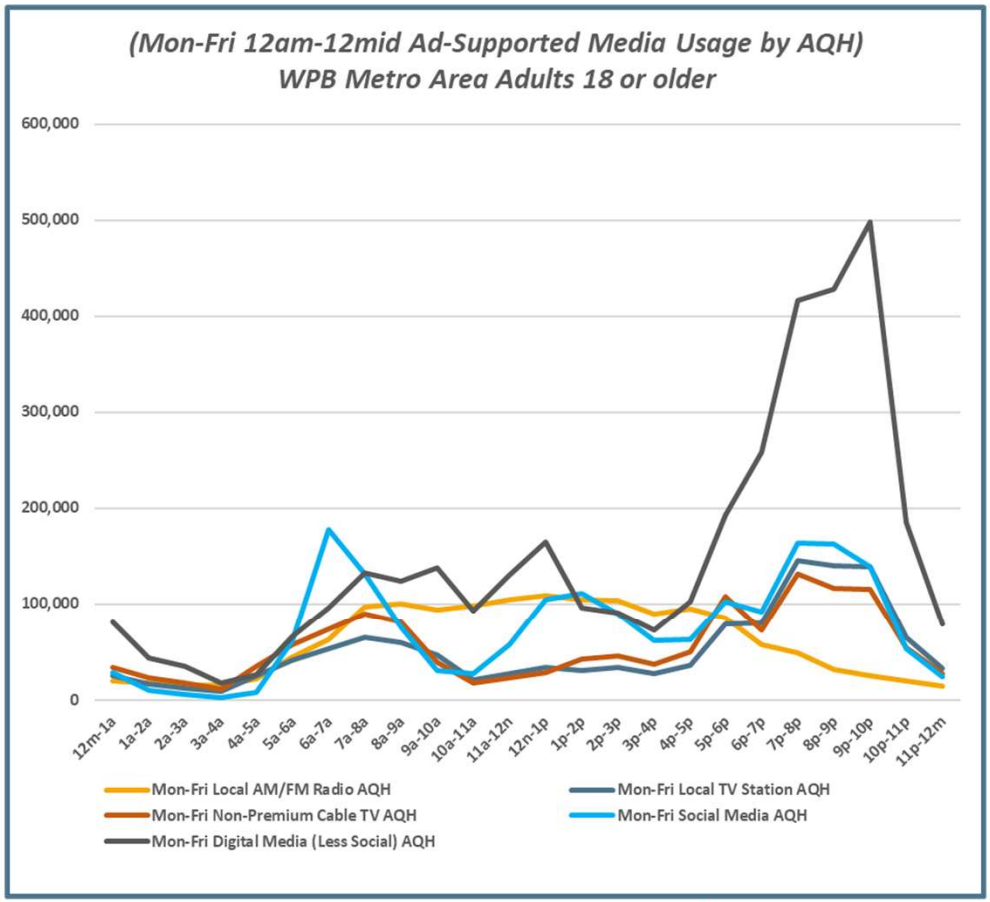
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,543; Local Radio: 4,535; Social Media: 4,481; Non-Prem. Cable: 2,747; Local TV: 2,451 reaching Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days.




*WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 124*

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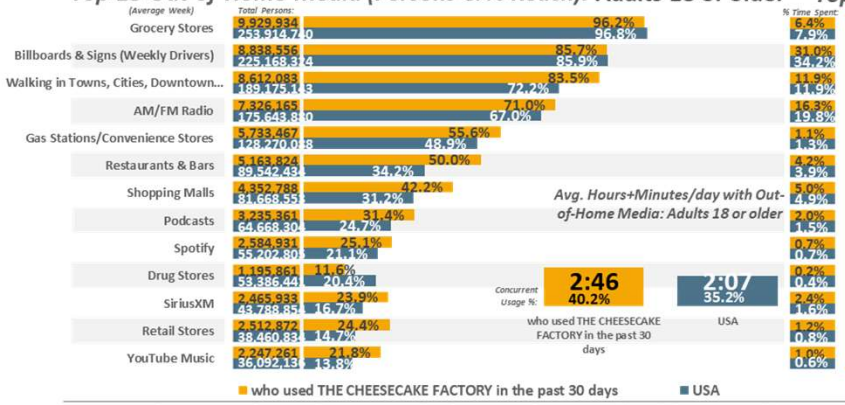
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

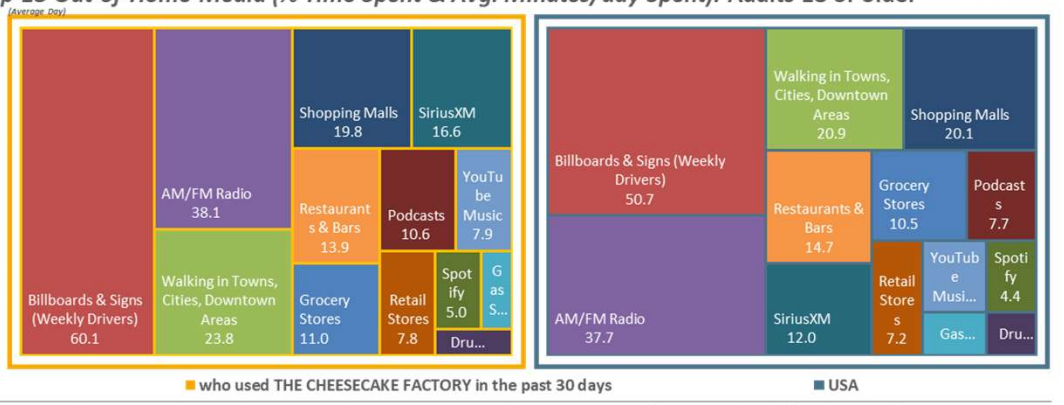



8,838,556 or 85.7% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days spend an average of 60.1 minutes per day driving, seeing Billboards and Signs. 67.3% Listen to Local Radio Stations Out-of-Home for an average of 33.6 minutes/day

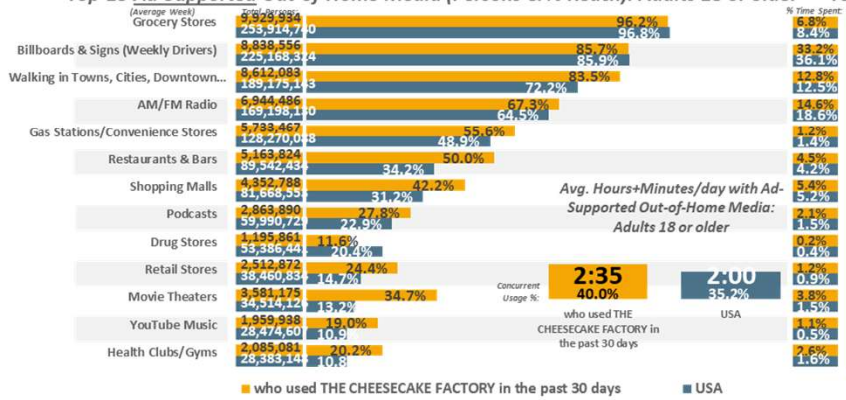
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older



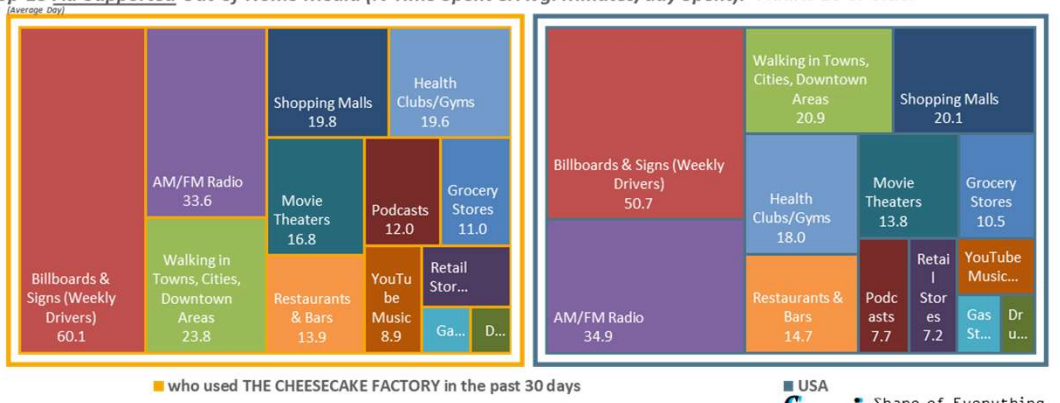

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 1,020*

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*USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947*

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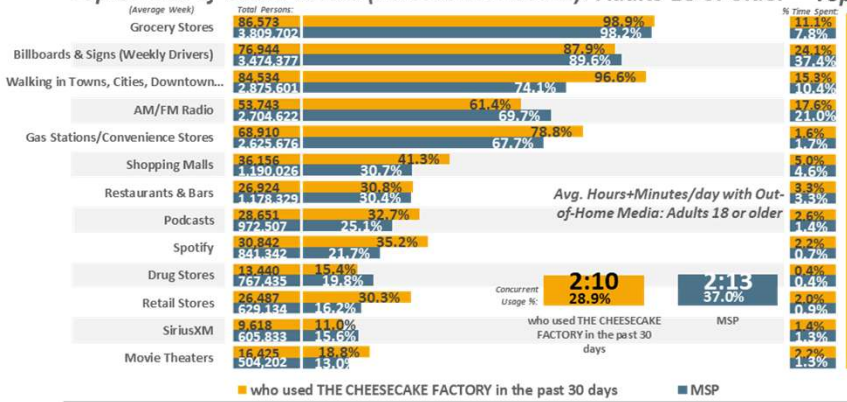
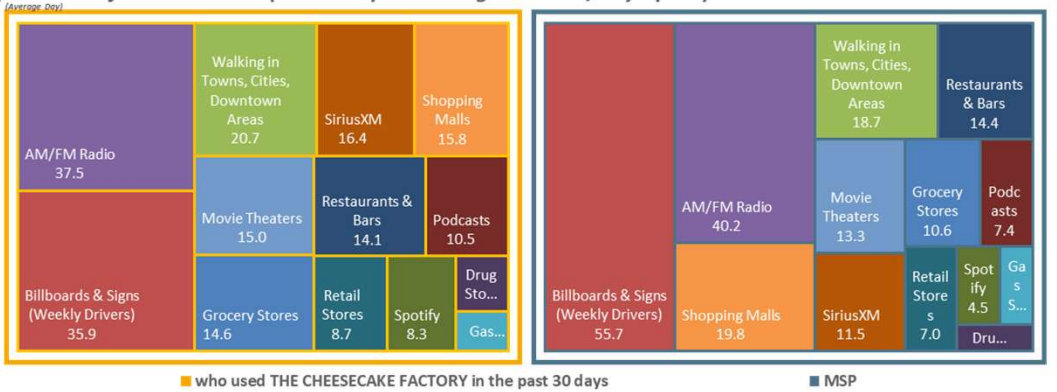
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

76,944 or 87.9% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days spend an average of 35.9 minutes per day driving, seeing Billboards and Signs. 59.1% Listen to Local Radio Stations Out-of-Home for an average of 31.2 minutes/day.

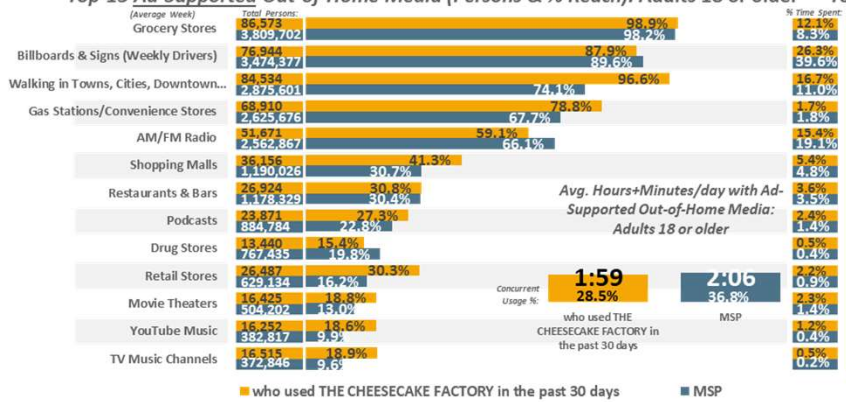
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older



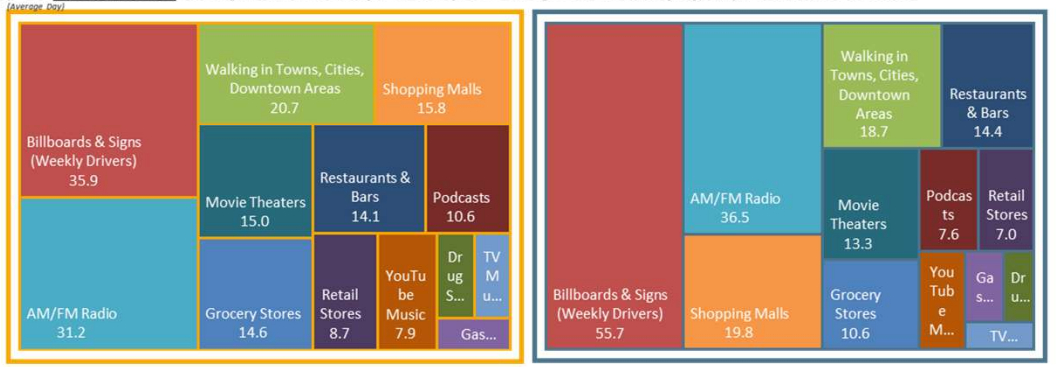

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 41*

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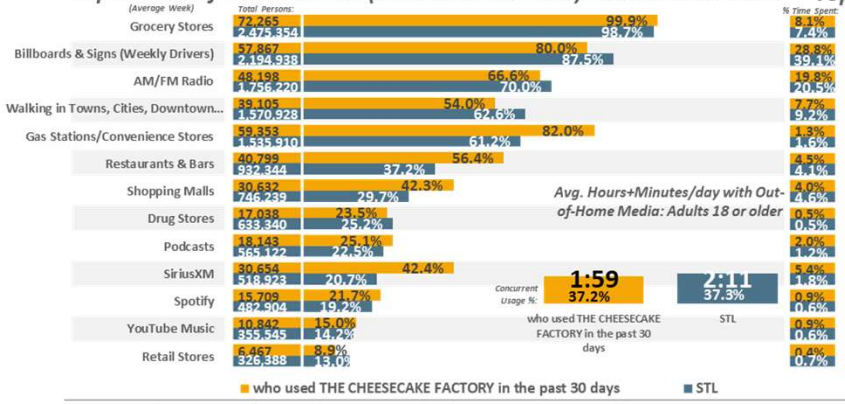
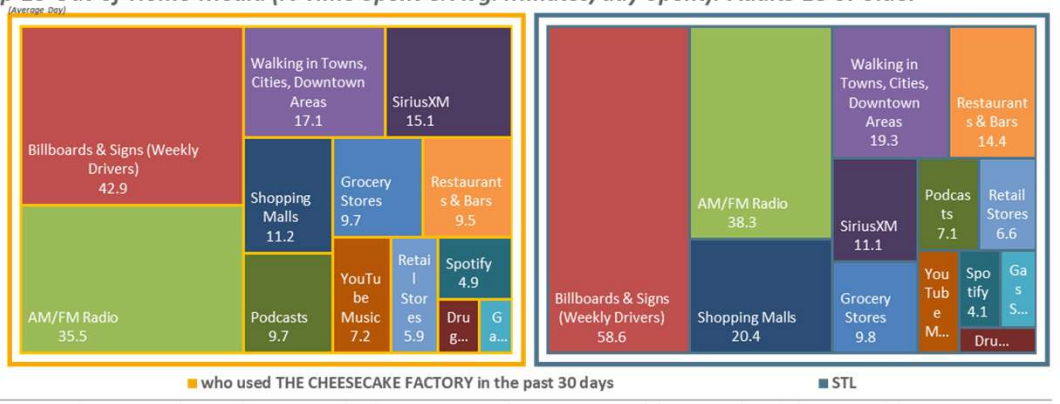
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

57,867 or 80.% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days spend an average of 42.9 minutes per day driving, seeing Billboards and Signs. 59.8% Listen to Local Radio Stations Out-of-Home for an average of 25.5 minutes/day.

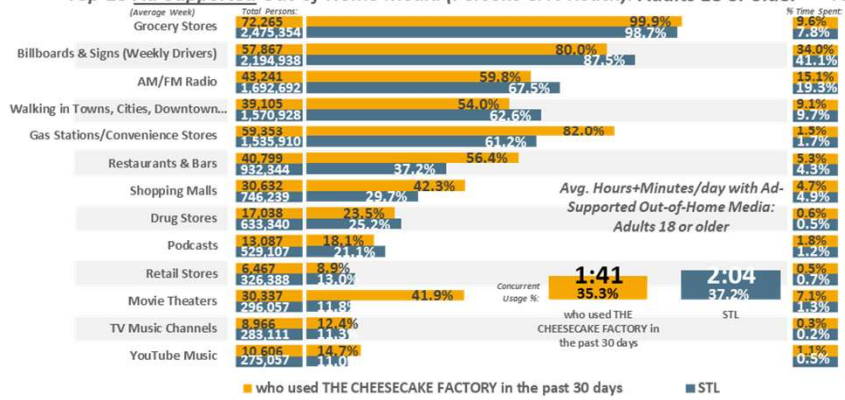
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older




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




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




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




*STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 48*

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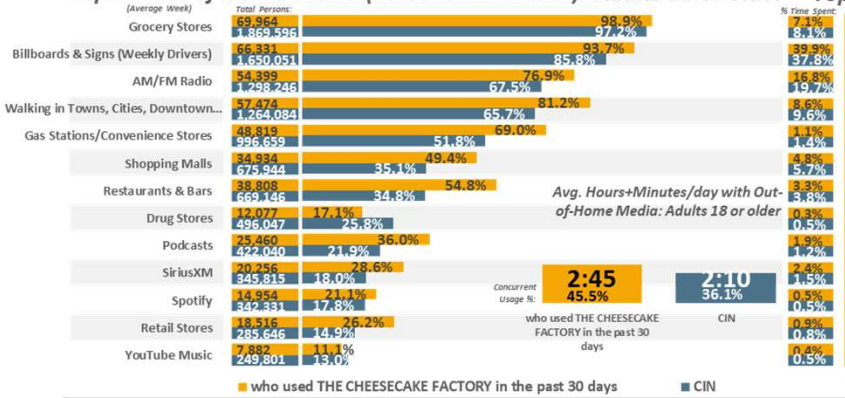
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

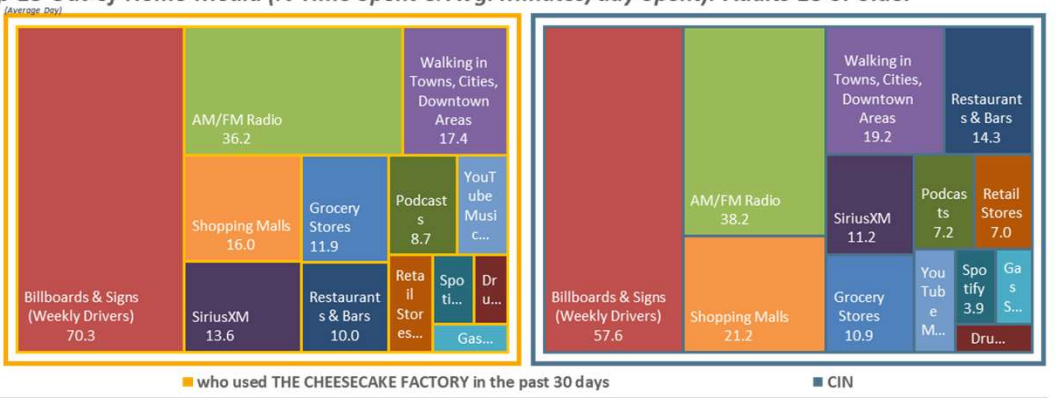



66,331 or 93.7% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days spend an average of 70.3 minutes per day driving, seeing Billboards and Signs. 74.9% Listen to Local Radio Stations Out-of-Home for an average of 35.3 minutes/day.

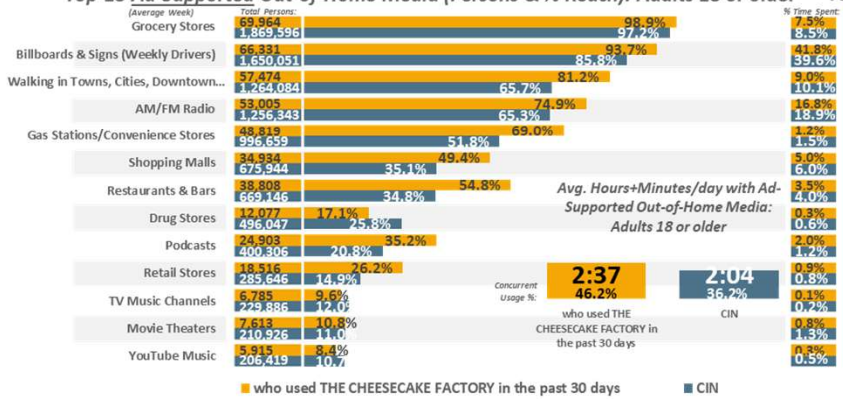
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older



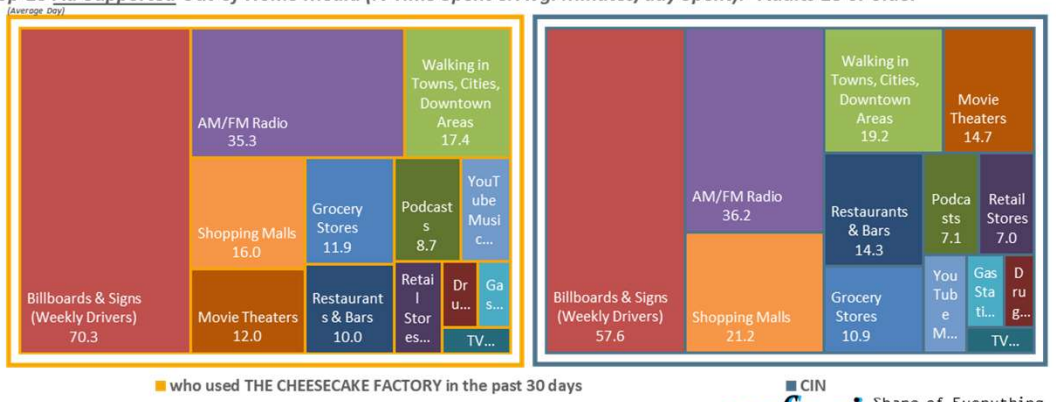

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 80*

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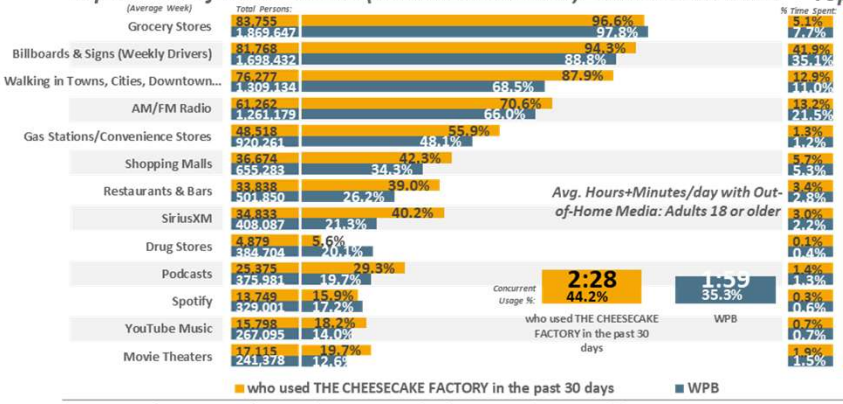
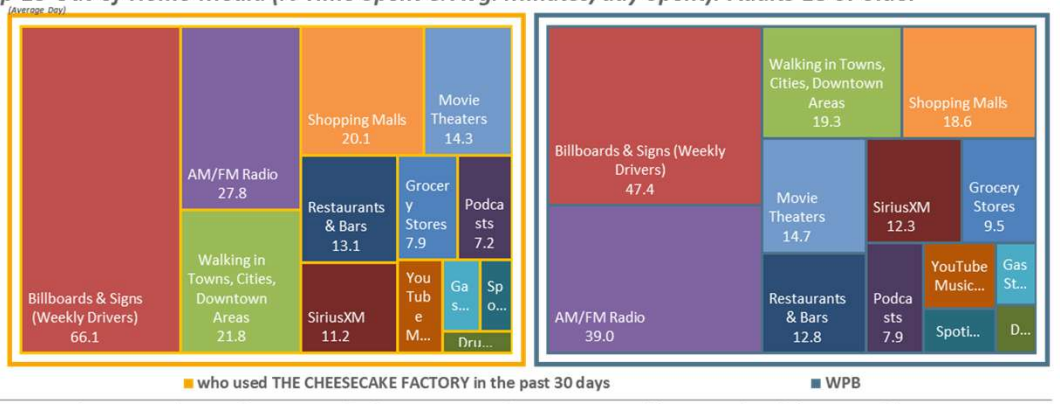
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

81,768 or 94.3% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days spend an average of 66.1 minutes per day driving, seeing Billboards and Signs. 67.1% Listen to Local Radio Stations Out-of-Home for an average of 24.8 minutes/day.

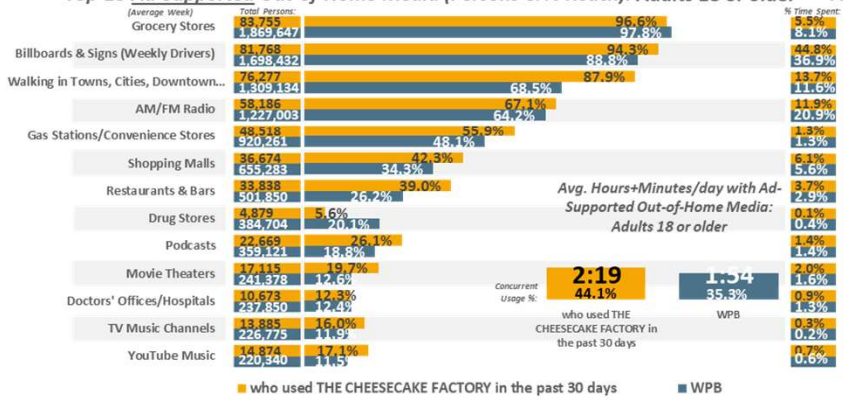
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older



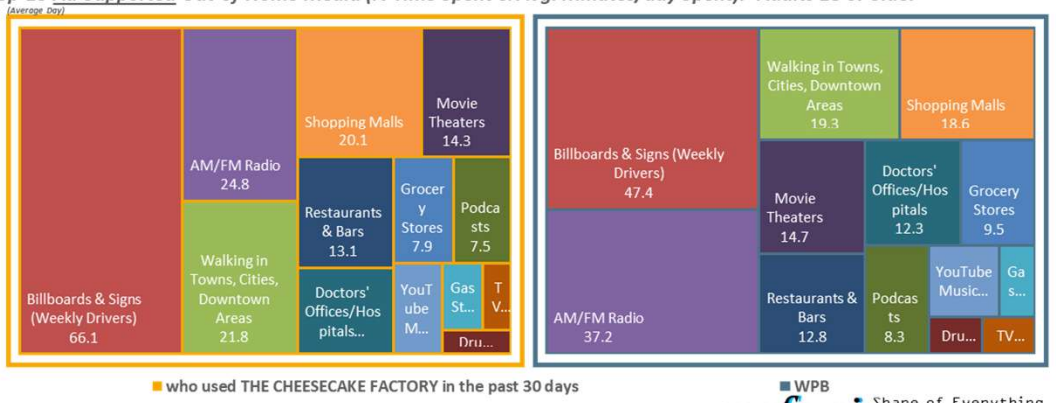

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 124*

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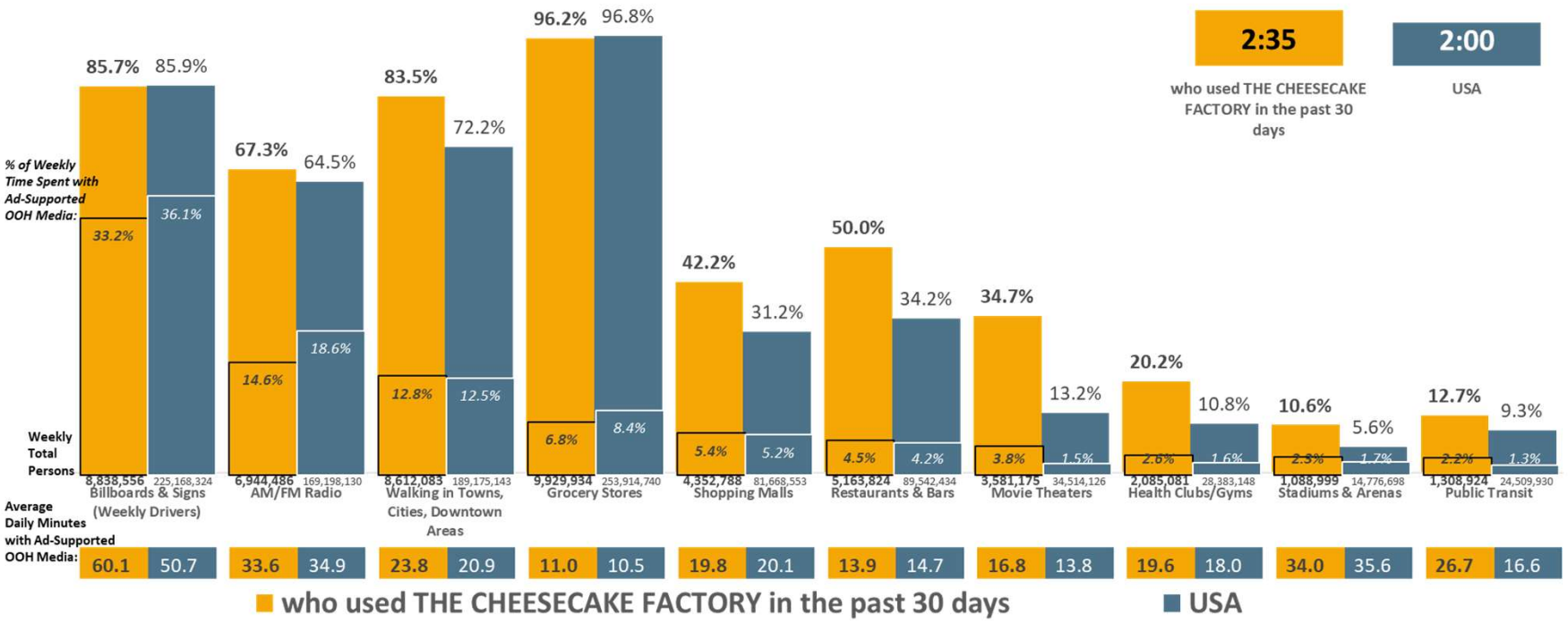
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

8,838,556 or 85.7% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days spend an average of 60.1 minutes per day driving, seeing Billboards and Signs representing 33.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

# "Share of Ad-Supported OOH Media"




*USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 1,020*

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*USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947*

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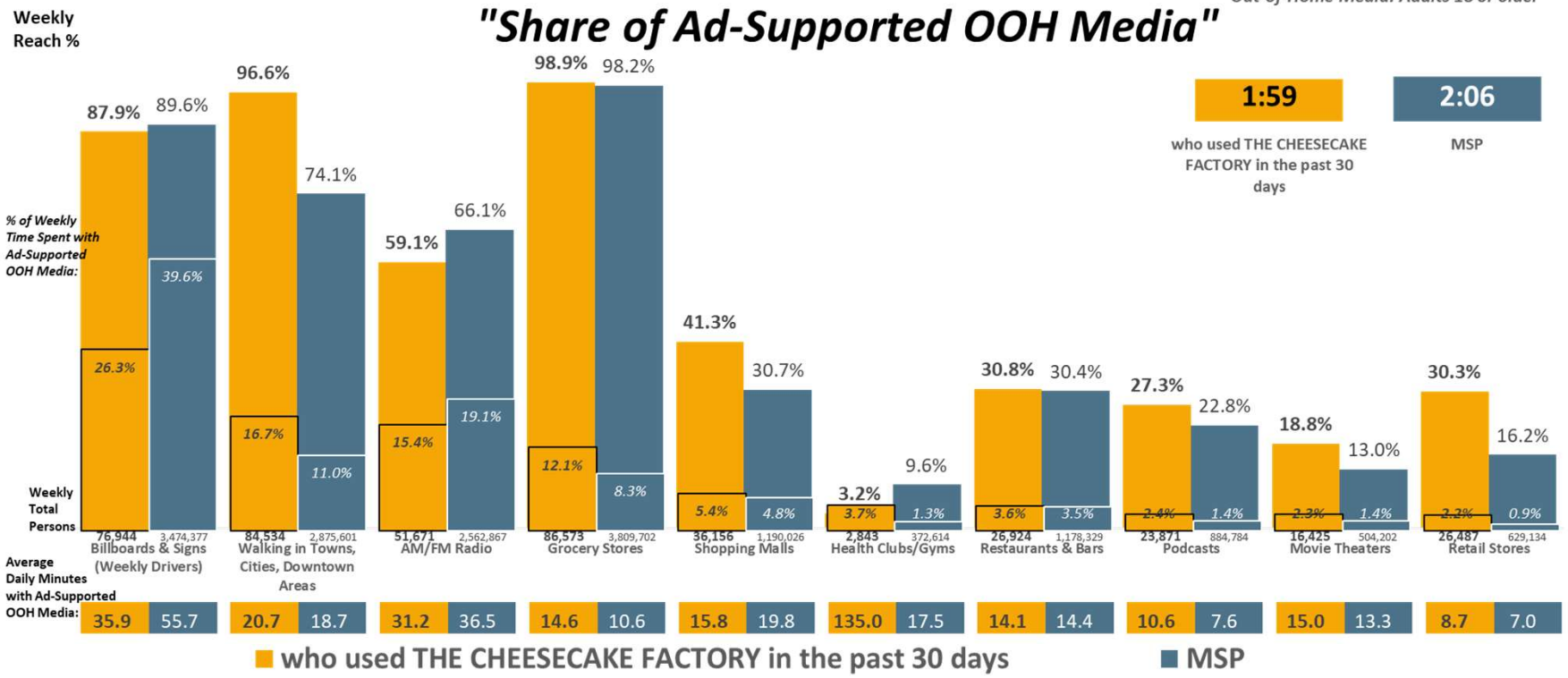
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

76,944 or 87.9% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days spend an average of 35.9 minutes per day driving, seeing Billboards and Signs representing 26.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

# "Share of Ad-Supported OOH Media"




MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 41 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

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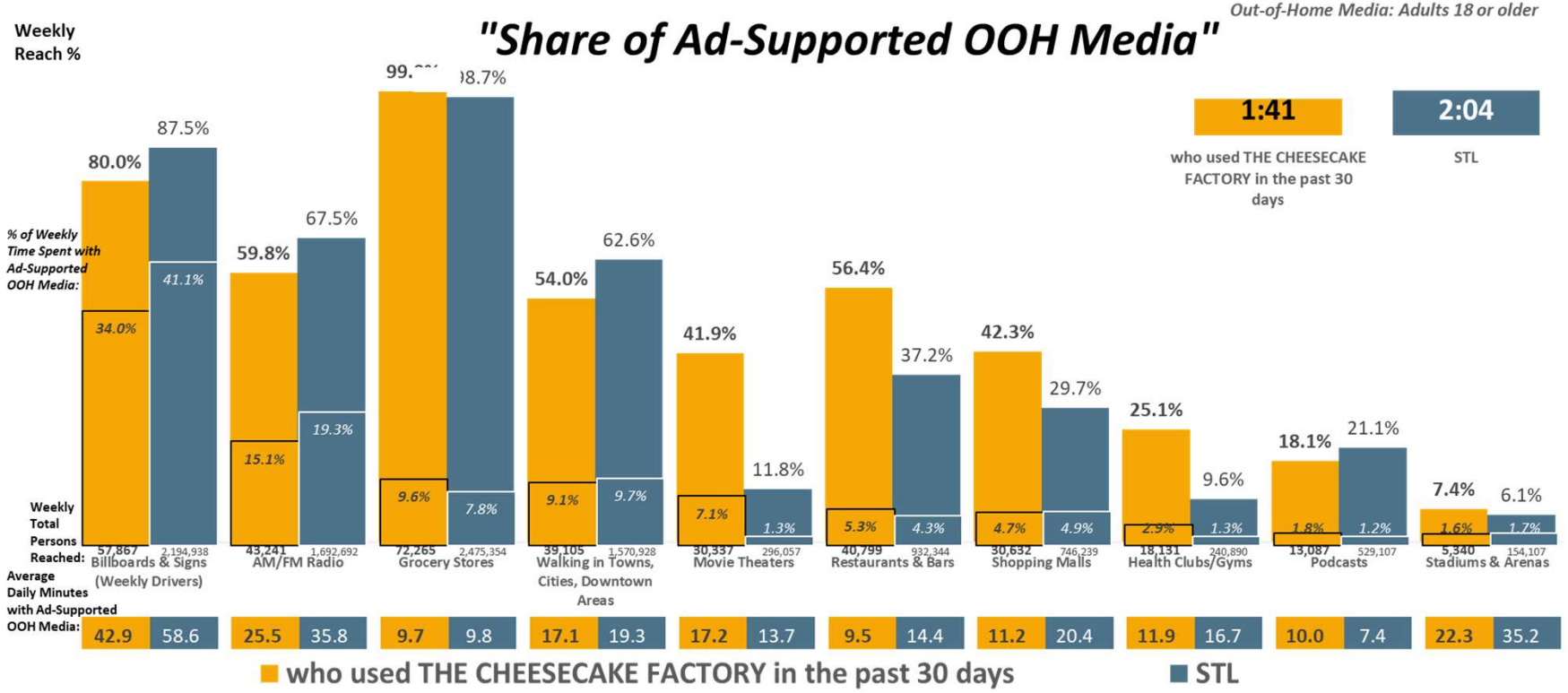
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

57,867 or 80.% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days spend an average of 42.9 minutes per day driving, seeing Billboards and Signs representing 34.% of all Time Spent with Ad-Supported Out-of-Home Media.

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

# "Share of Ad-Supported OOH Media"




STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 48 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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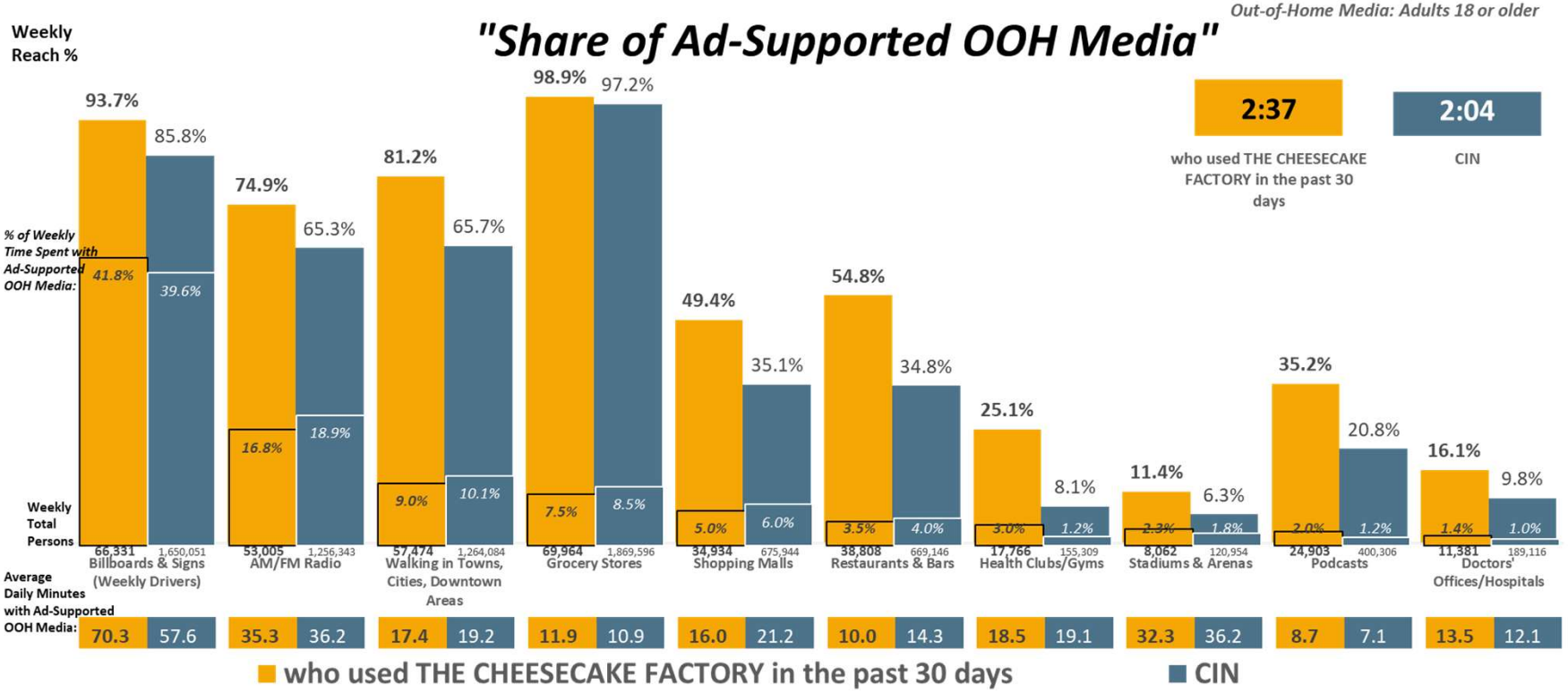
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

66,331 or 93.7% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days spend an average of 70.3 minutes per day driving, seeing Billboards and Signs representing 41.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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




*CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 80 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996*

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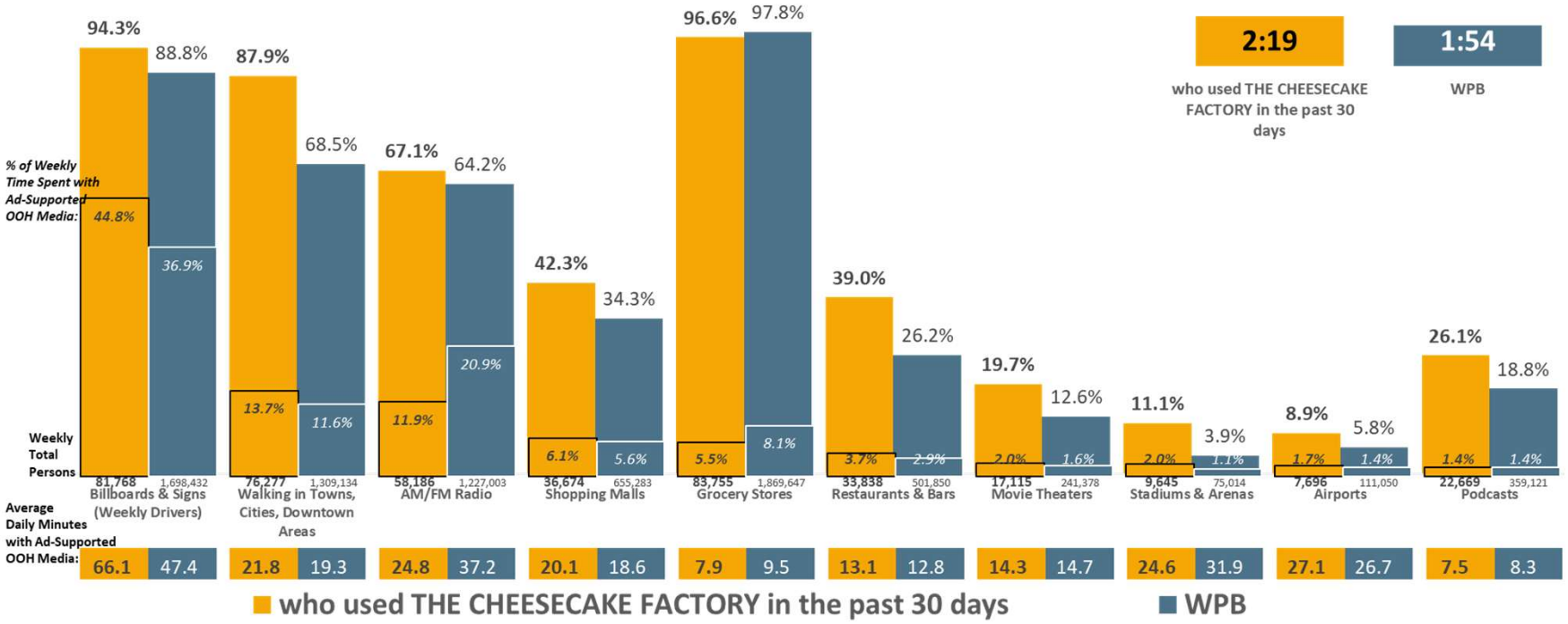
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

81,768 or 94.3% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days spend an average of 66.1 minutes per day driving, seeing Billboards and Signs representing 44.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

# "Share of Ad-Supported OOH Media"




*WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 124 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687*

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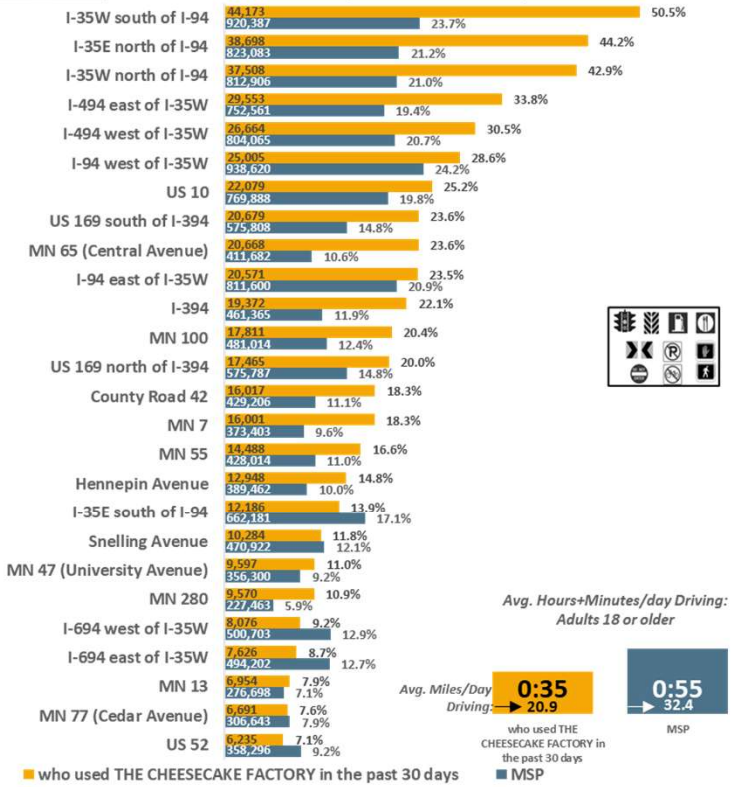
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

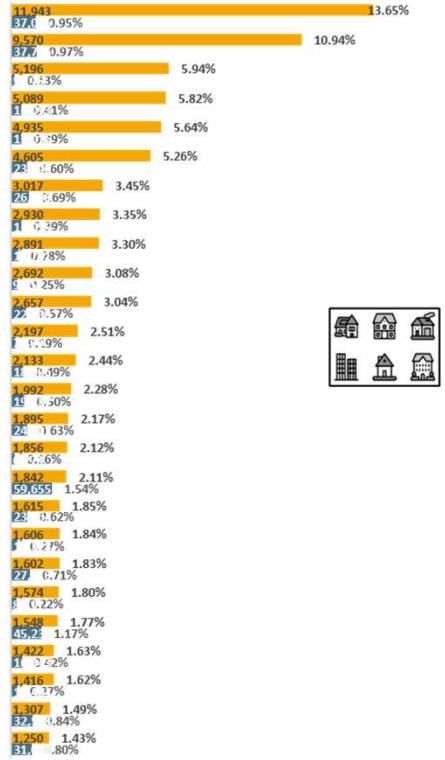



76,944 or 87.9% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days spend an average of 35.9 minutes per day driving an average of 20.9 miles each day and are 122.6% more likely to use MN 65 (Central Avenue) than the Metro average.

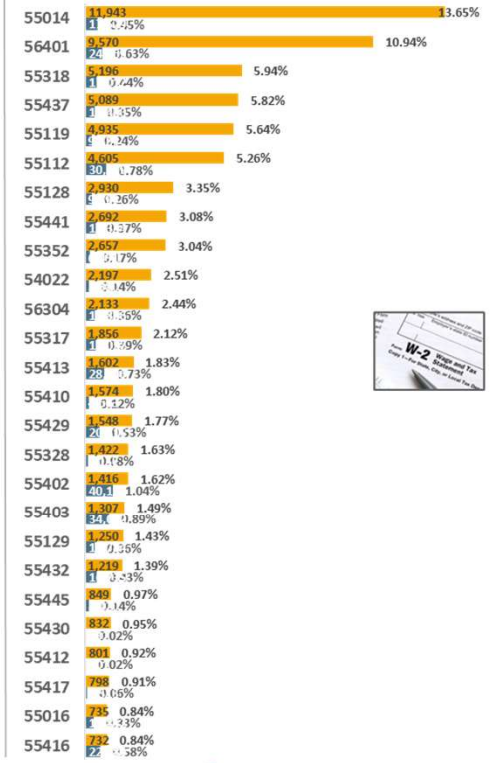
## *Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach):* Adults 18 or older




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




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

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MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 41

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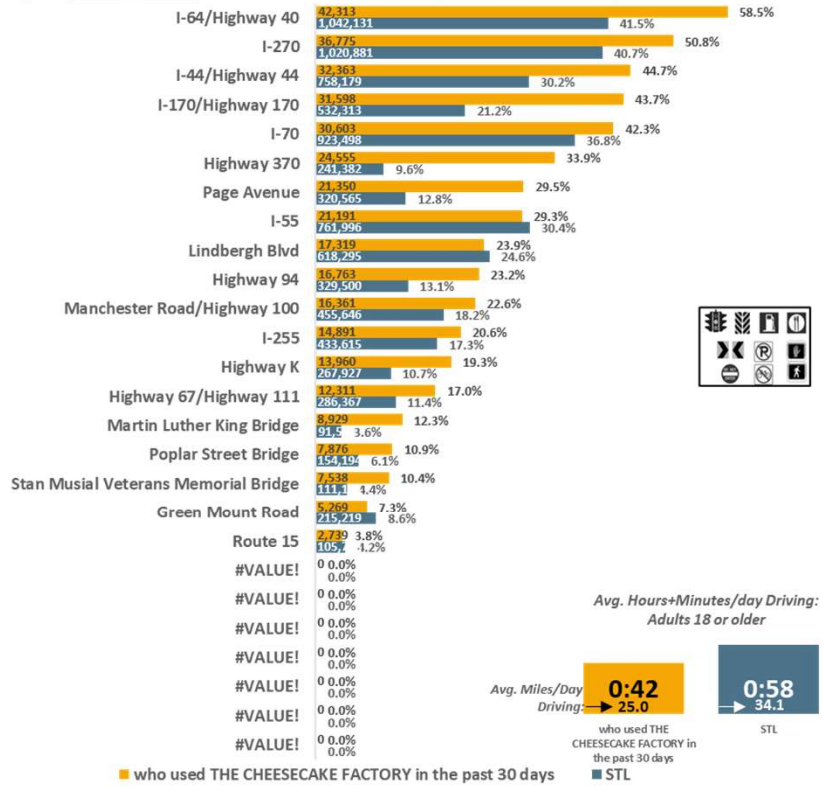
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

57,867 or 80.% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days spend an average of 42.9 minutes per day driving an average of 25. miles each day and are 252.8% more likely to use Highway 370 than the Metro average.

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



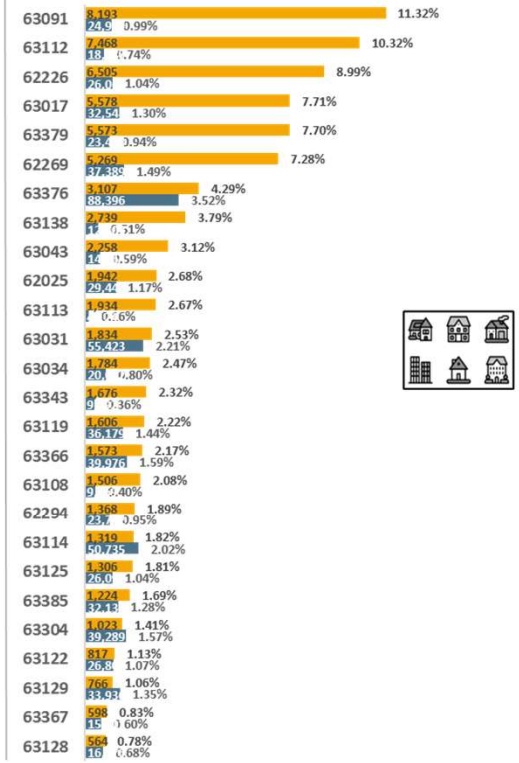

*Avg. Hours+Minutes/day Driving: Adults 18 or older*

*Avg. Miles/Day Driving:* → 25.0

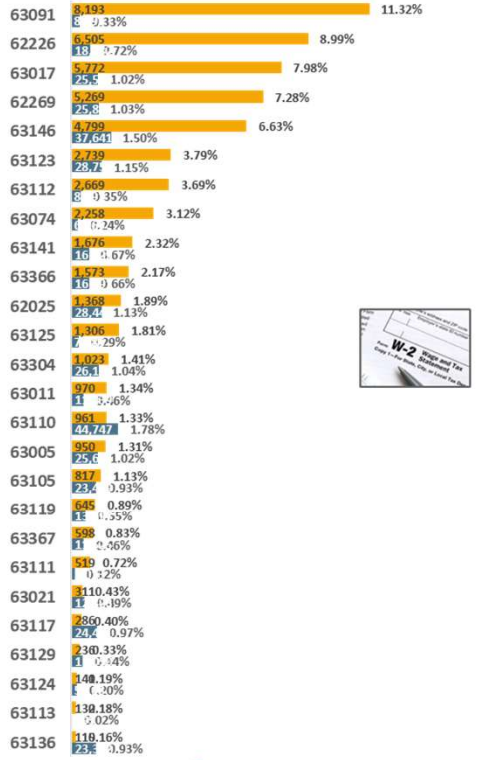
0:42 who used THE CHEESECAKE FACTORY in the past 30 days

0:58 → 34.1 STL

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




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

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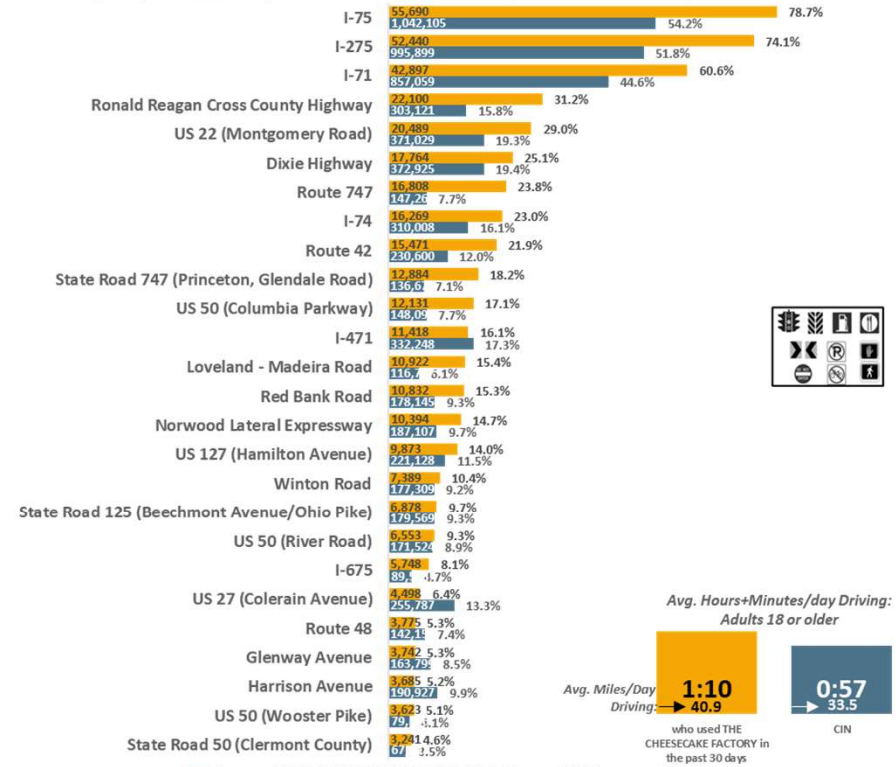
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

The Cheesecake Factory CIN

66,331 or 93.7% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days spend an average of 70.3 minutes per day driving an average of 40.9 miles each day and are 210.3% more likely to use Route 747 than the Metro average.

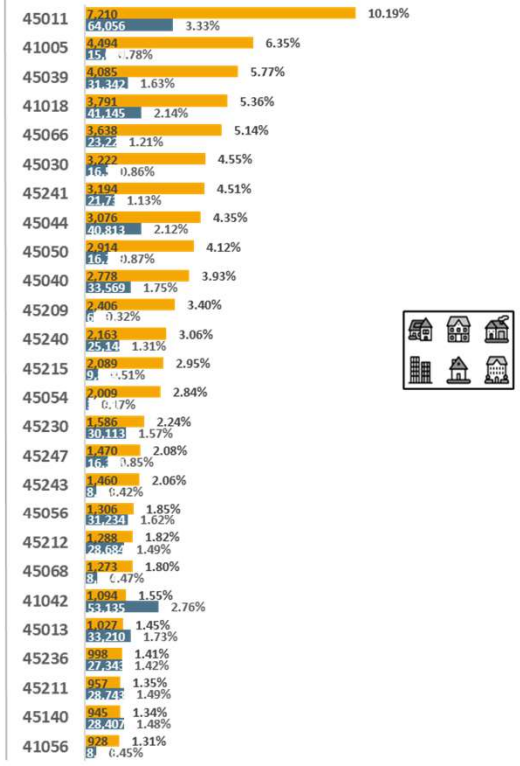
## *Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach):* Adults 18 or older



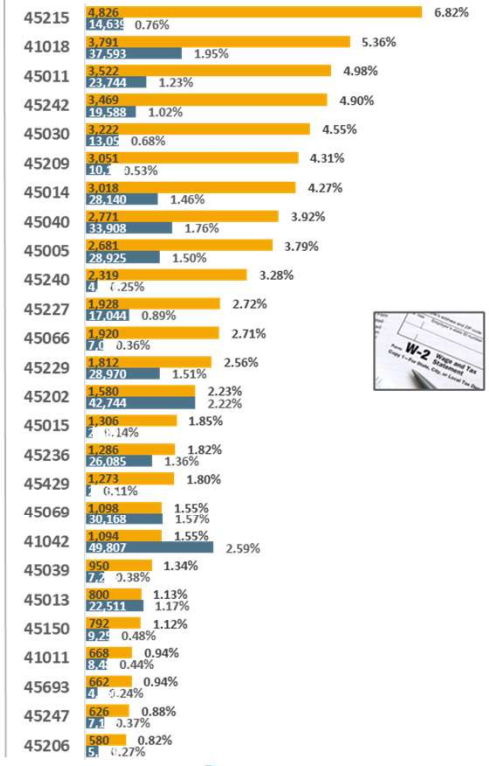

*Avg. Hours+Minutes/day Driving: Adults 18 or older*




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




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

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CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 80

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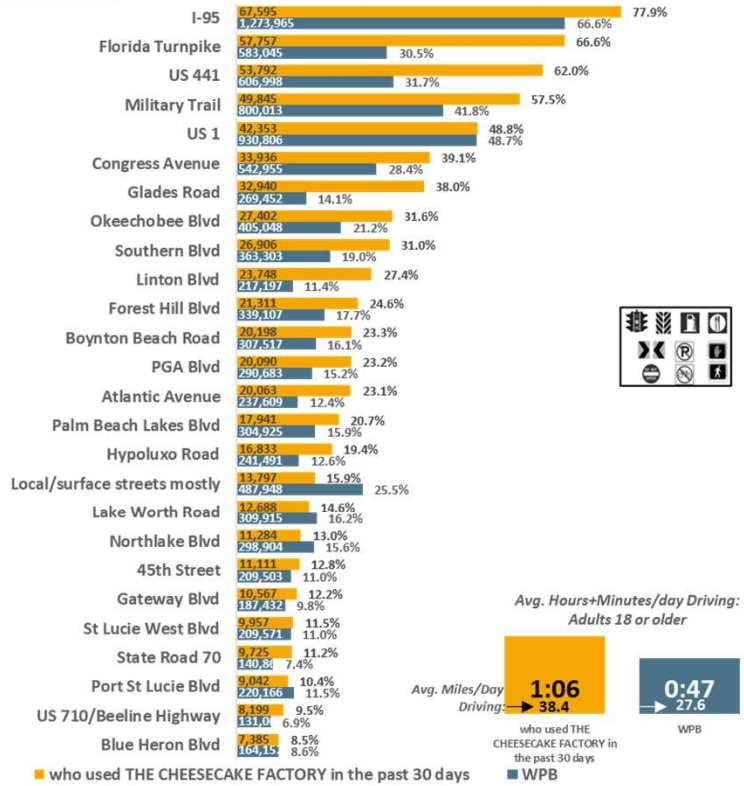
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

81,768 or 94.3% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days spend an average of 66.1 minutes per day driving an average of 38.4 miles each day and are 169.5% more likely to use Glades Road than the Metro average.

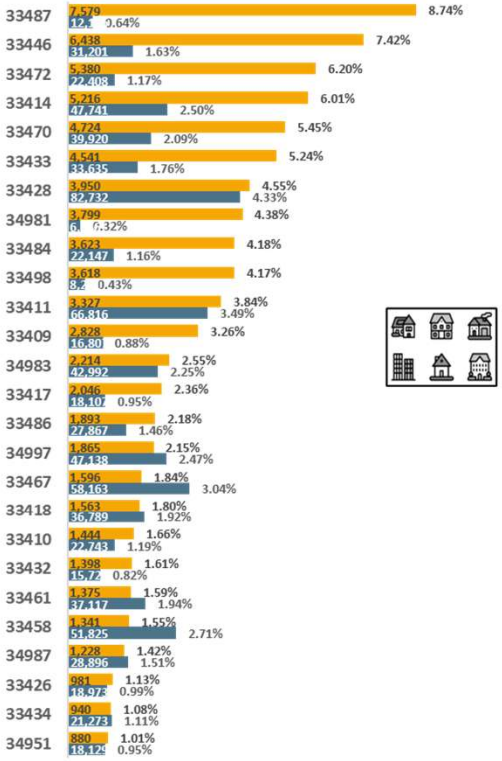
## *Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach):* Adults 18 or older



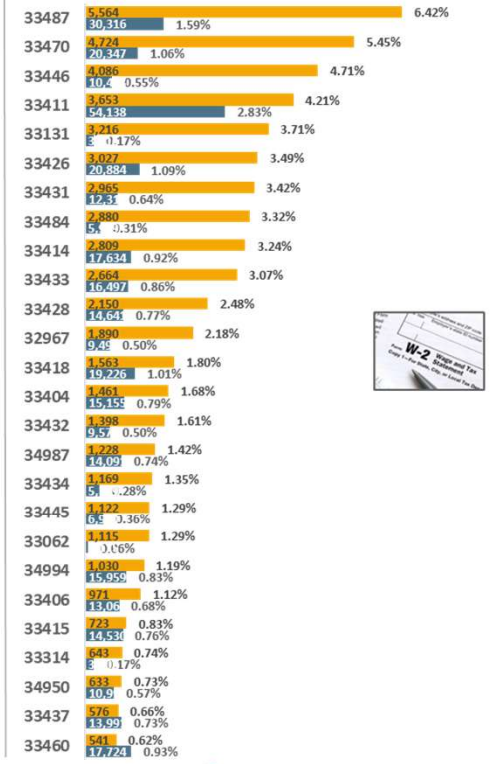

*Avg. Hours+Minutes/day Driving: Adults 18 or older*




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




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







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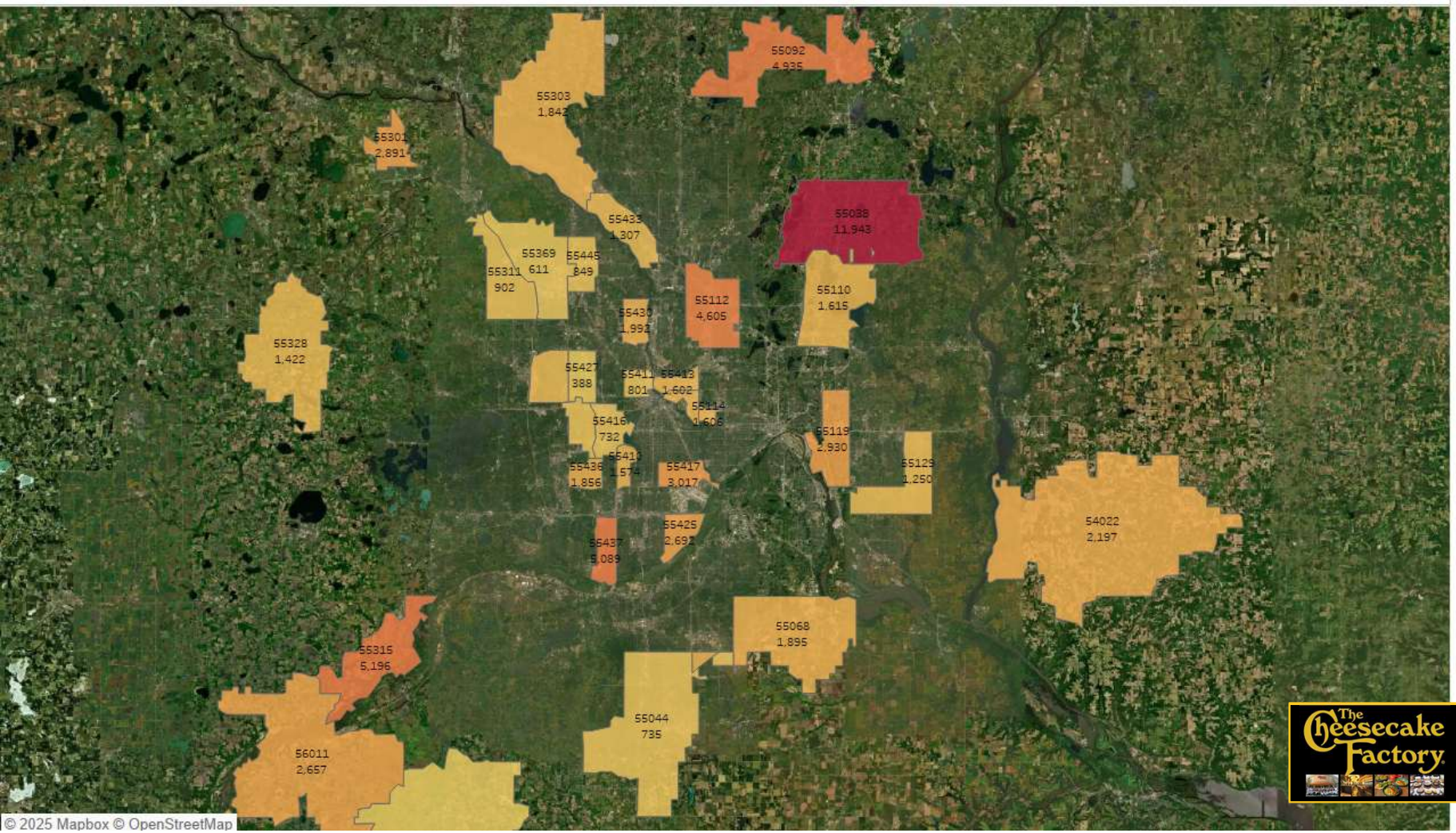
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

## Top Residential Zip Codes: (Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days)





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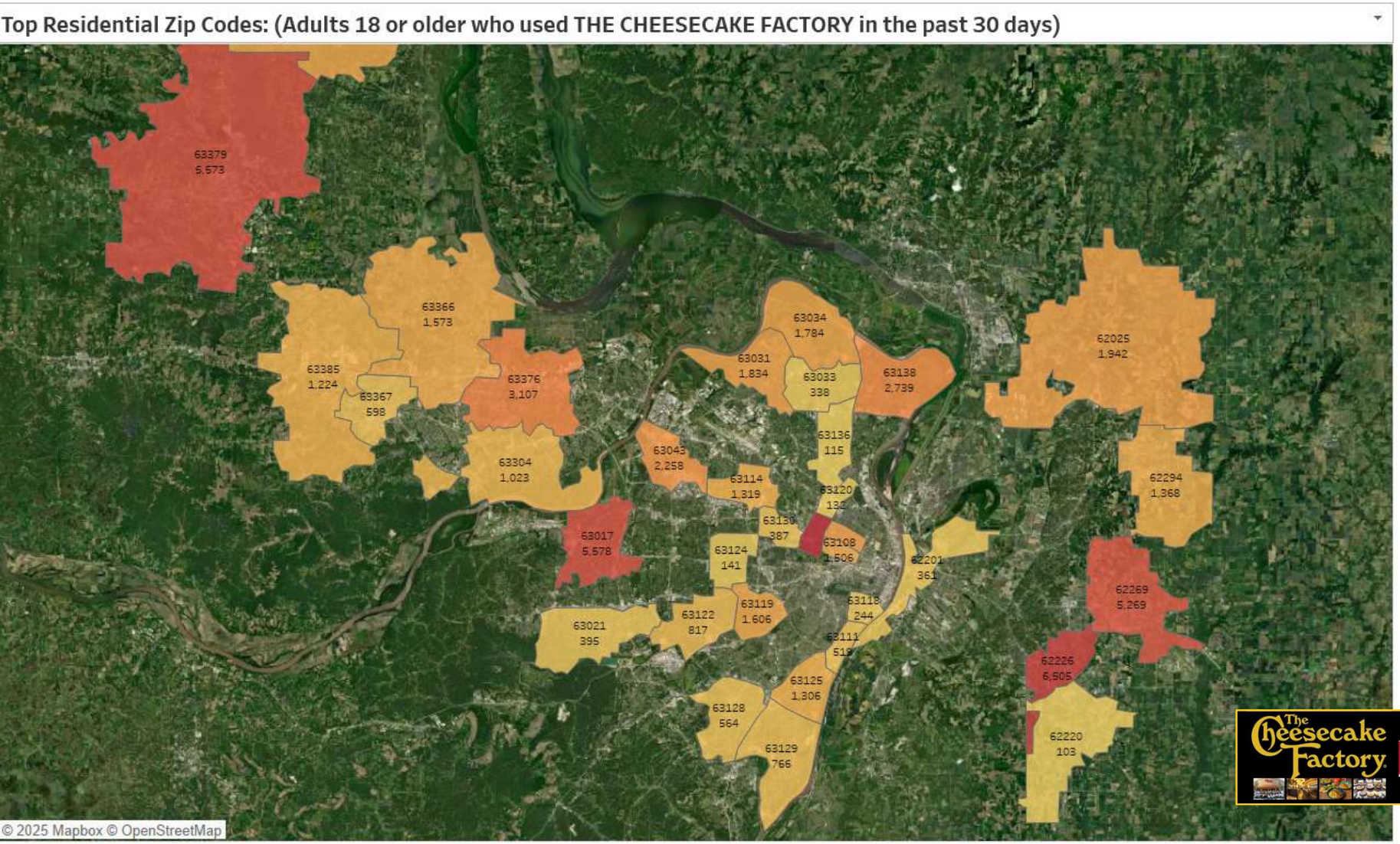
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

## Top Residential Zip Codes: (Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days)




STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 48

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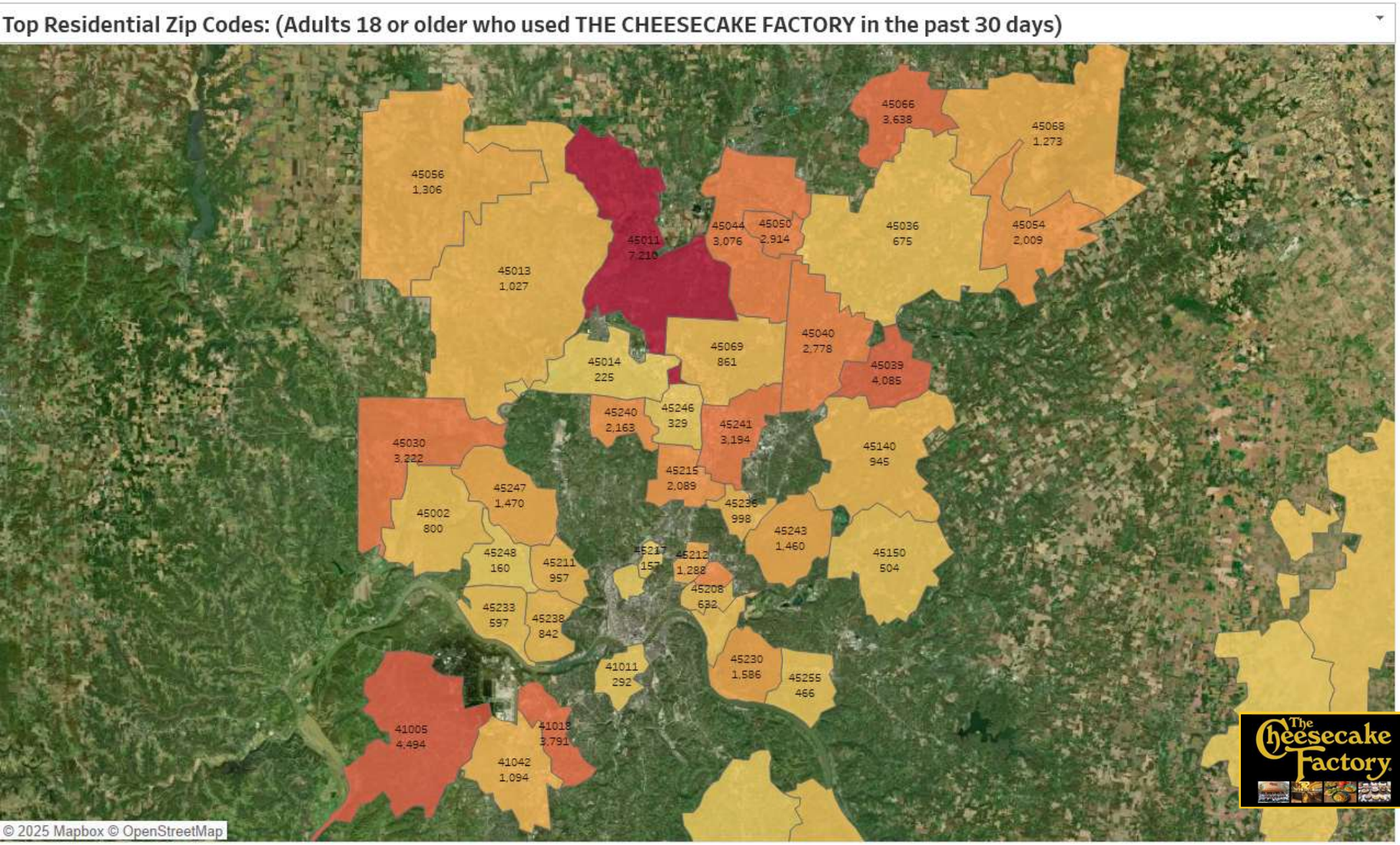
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

## Top Residential Zip Codes: (Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days)




The Cheesecake Factory CIN

*CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 80*

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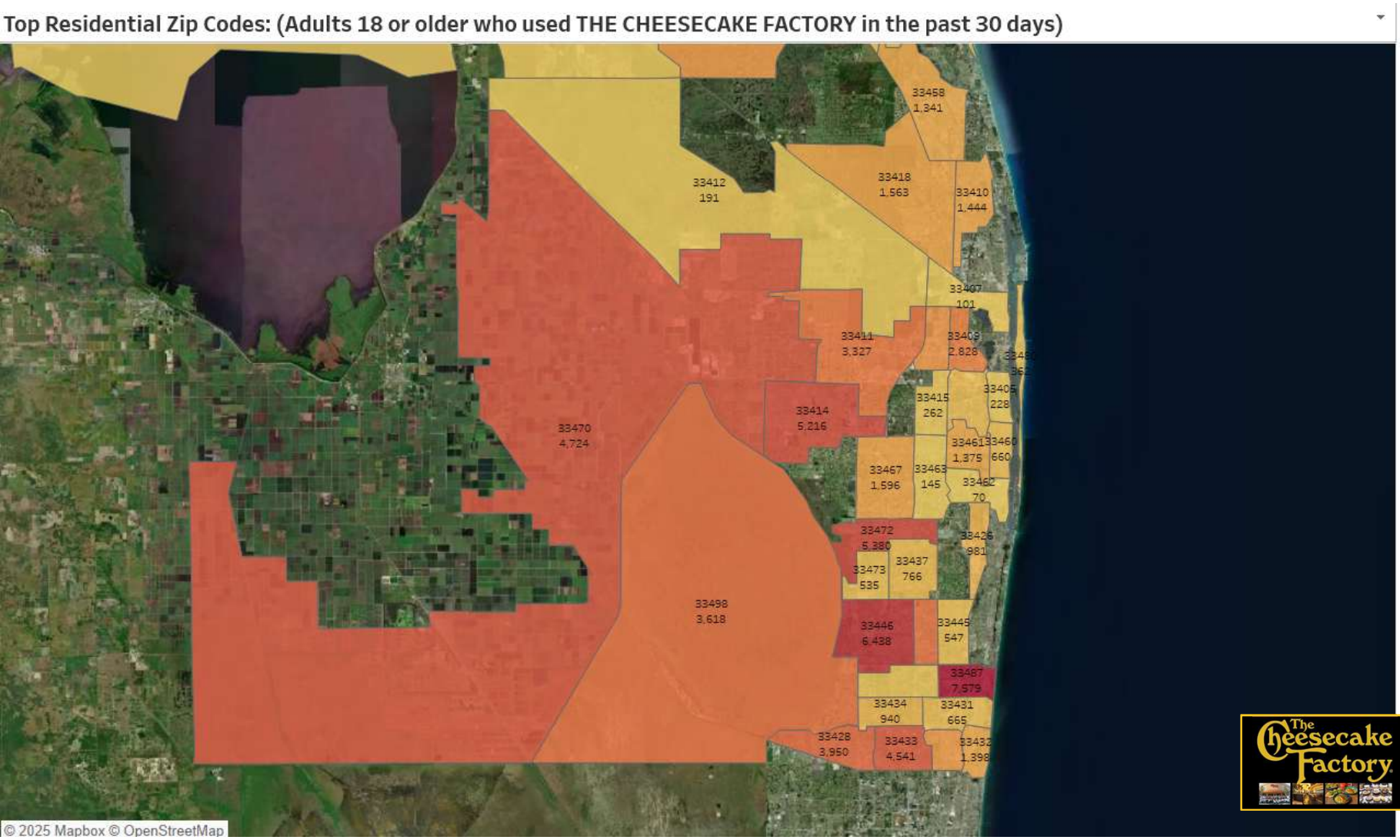
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

## Top Residential Zip Codes: (Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days)





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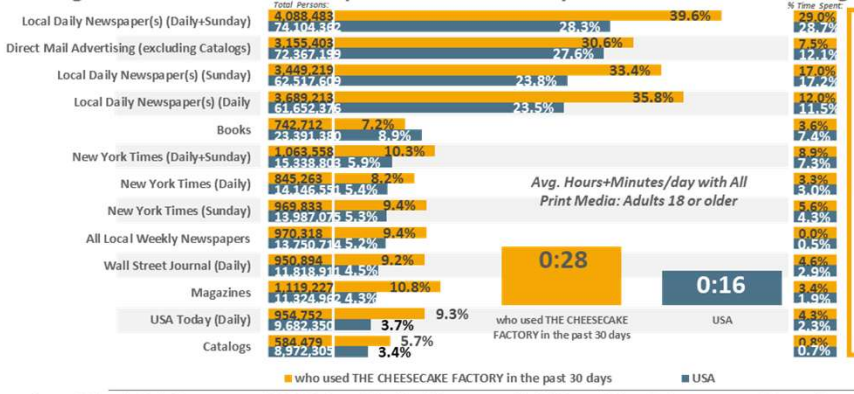
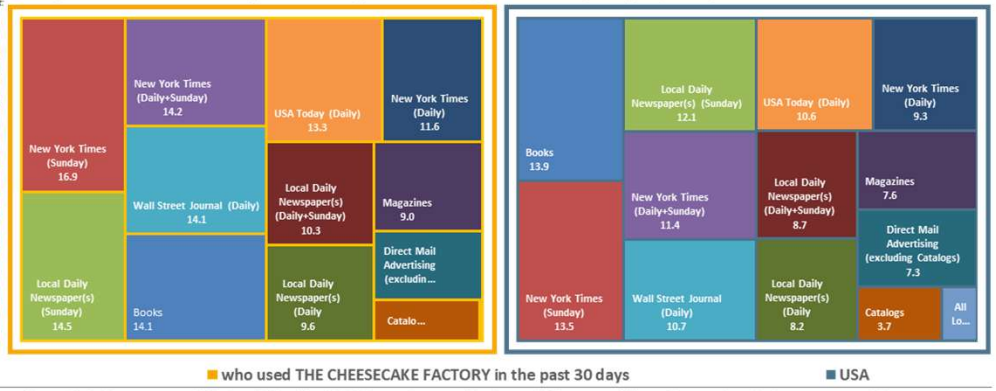
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

4,088,483 or 39.6% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.3 minutes every day representing 30.1% of all time spent daily with All forms of Print Media.

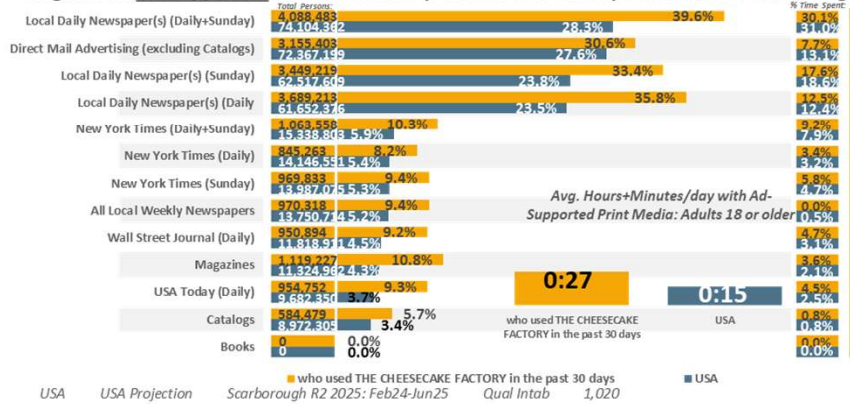
## *Avg. Week All Print Media (Persons & % Reach):* Adults 18 or older



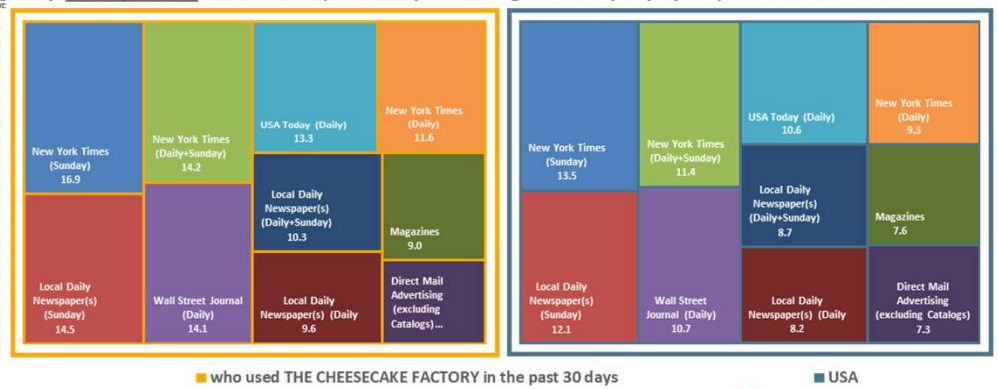

## *Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 1,020*

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*USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947*

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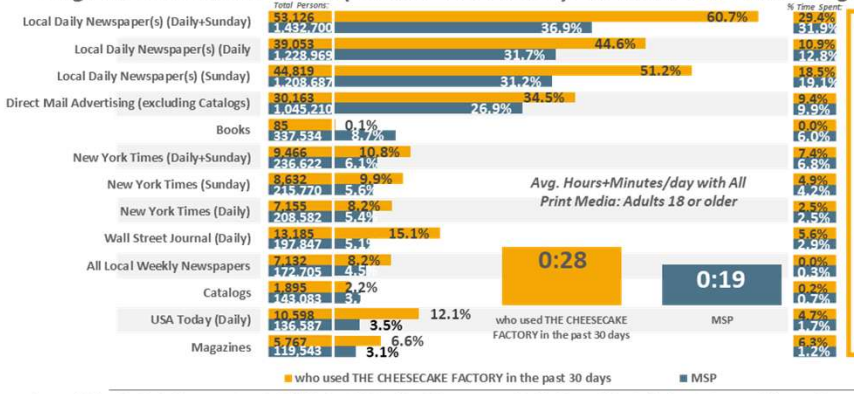
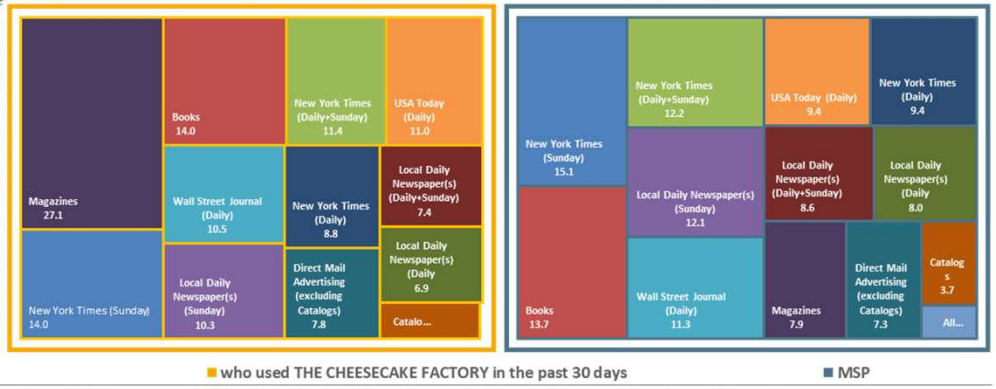
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

53,126 or 60.7% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.4 minutes every day representing 29.5% of all time spent daily with All forms of Print Media.

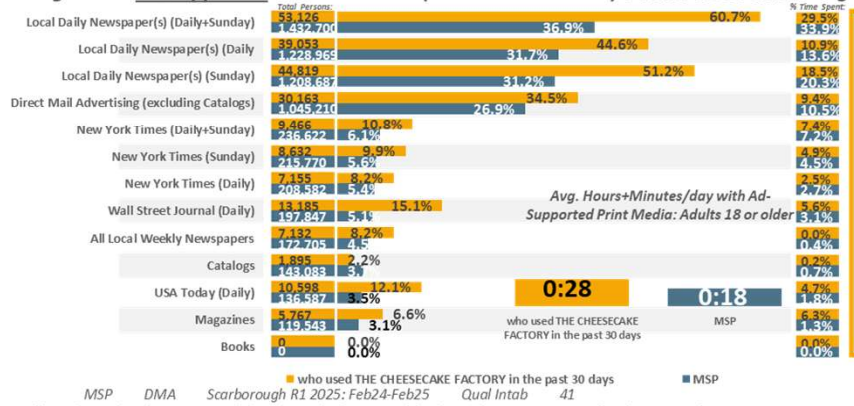
## *Avg. Week All Print Media (Persons & % Reach):* Adults 18 or older



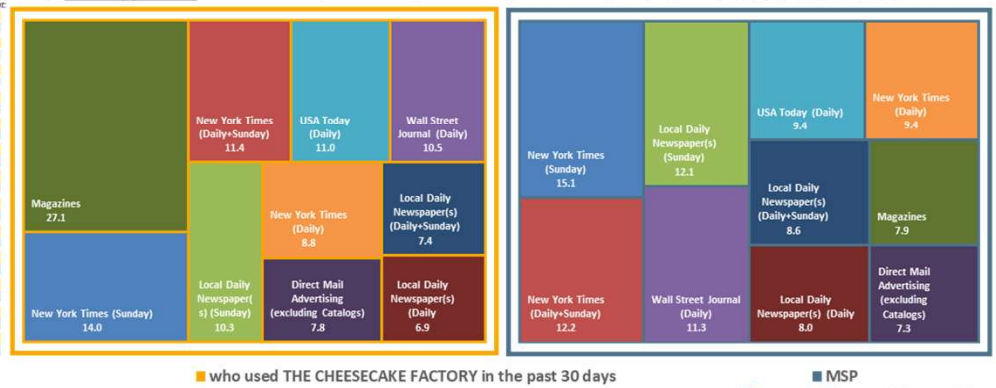

## *Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 41*

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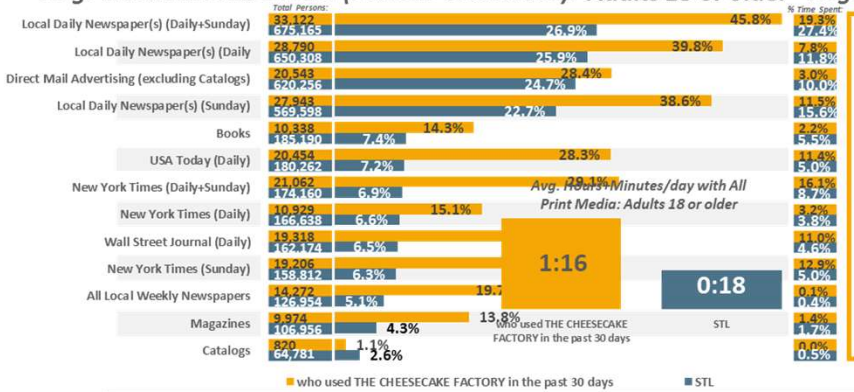
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

33,122 or 45.8% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 16.1 minutes every day representing 19.7% of all time spent daily with All forms of Print Media.

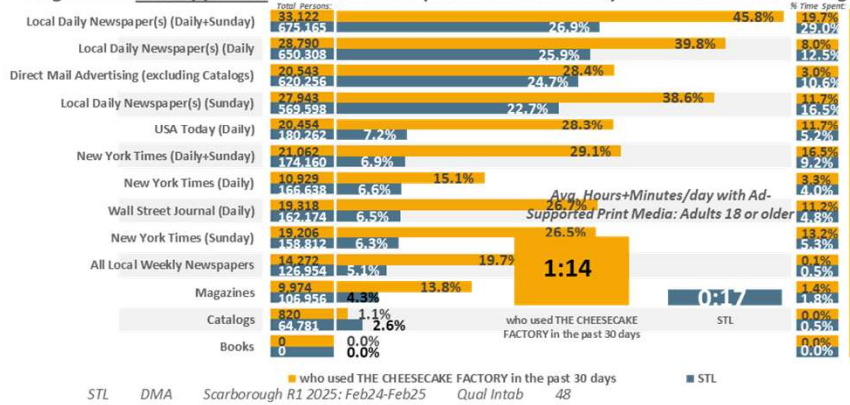
## *Avg. Week All Print Media (Persons & % Reach):* Adults 18 or older



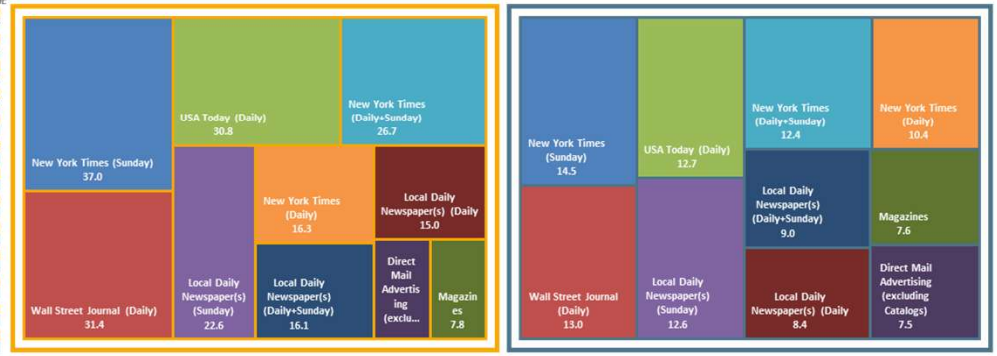

## *Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 48*

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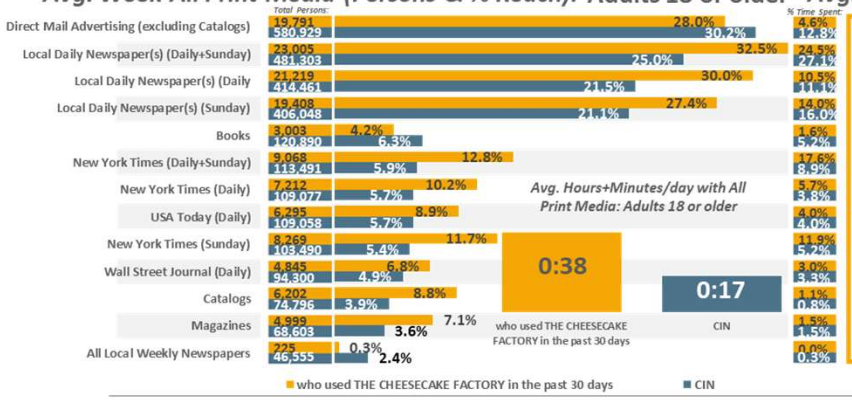
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

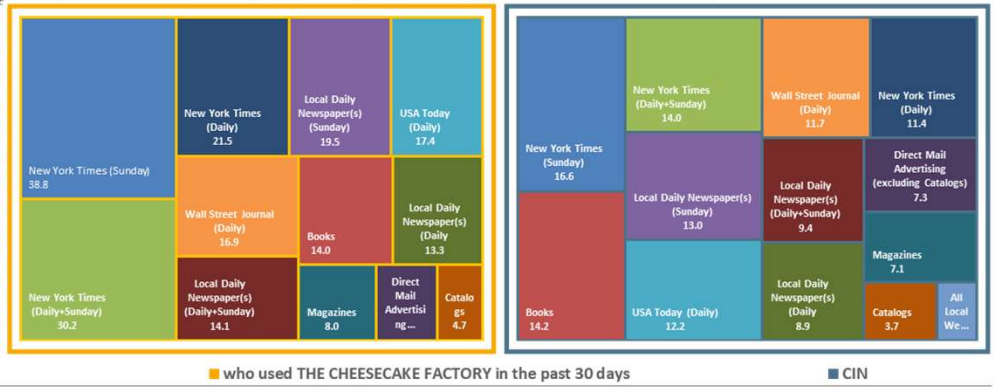



23,005 or 32.5% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 14.1 minutes every day representing 24.9% of all time spent daily with All forms of Print Media.

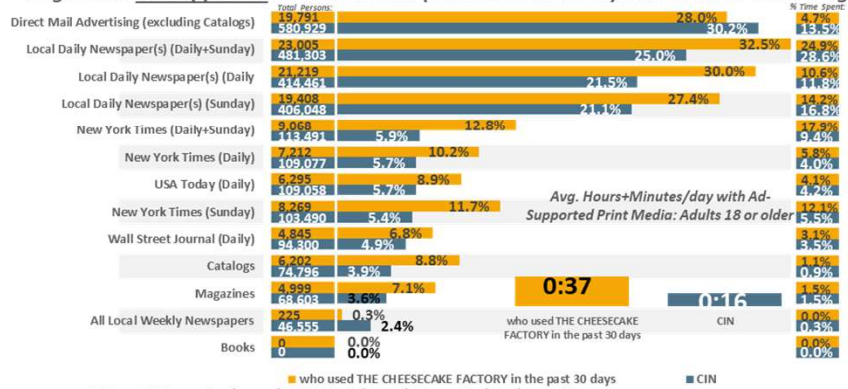
## *Avg. Week All Print Media (Persons & % Reach):* Adults 18 or older



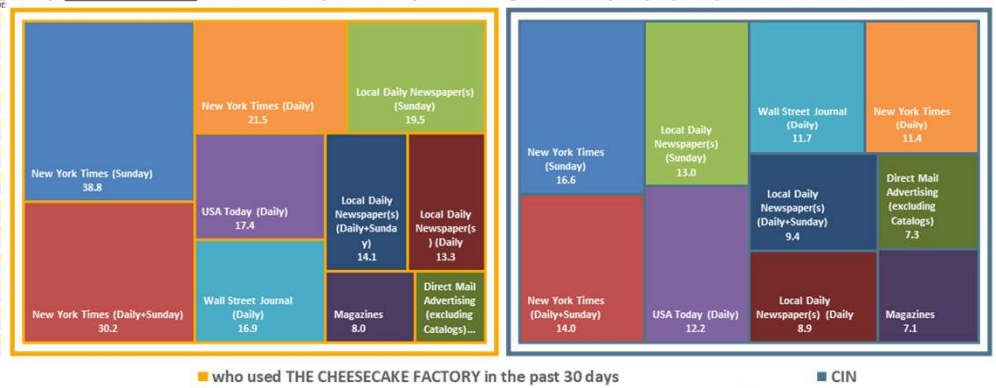

## *Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 80*

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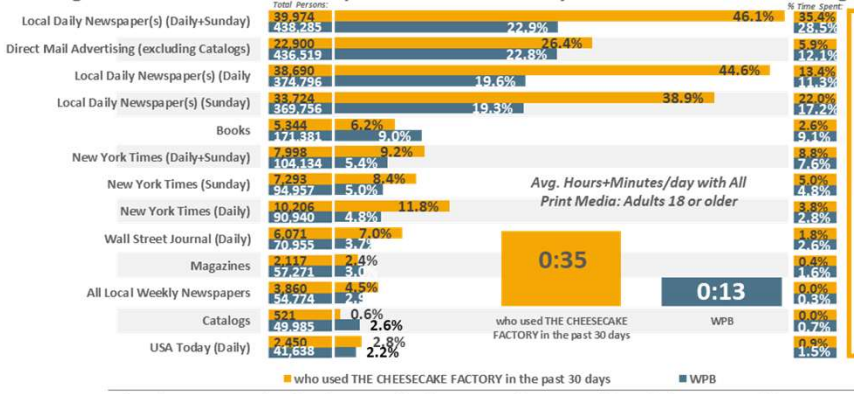
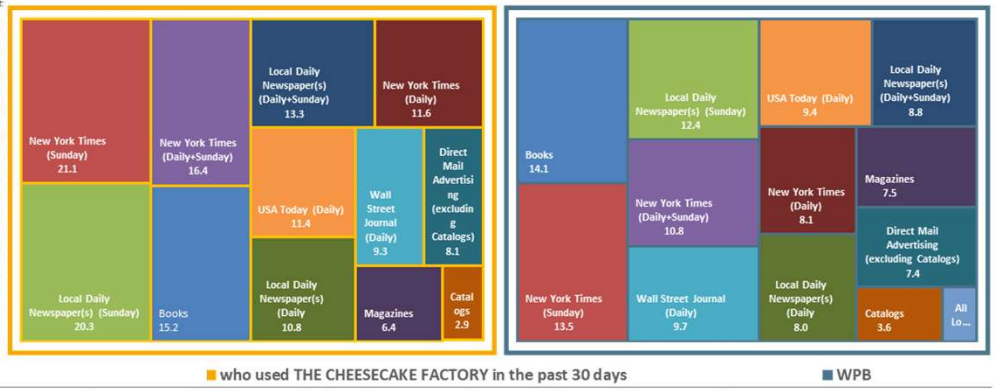
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

39,974 or 46.1% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 13.3 minutes every day representing 36.3% of all time spent daily with All forms of Print Media.

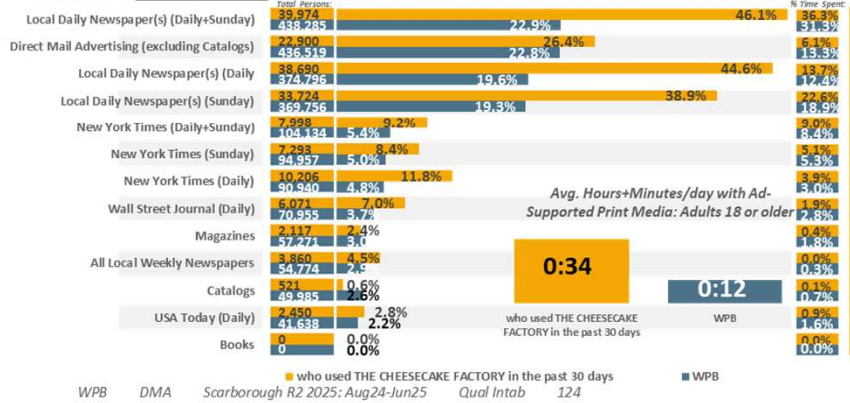
## *Avg. Week All Print Media (Persons & % Reach):* Adults 18 or older



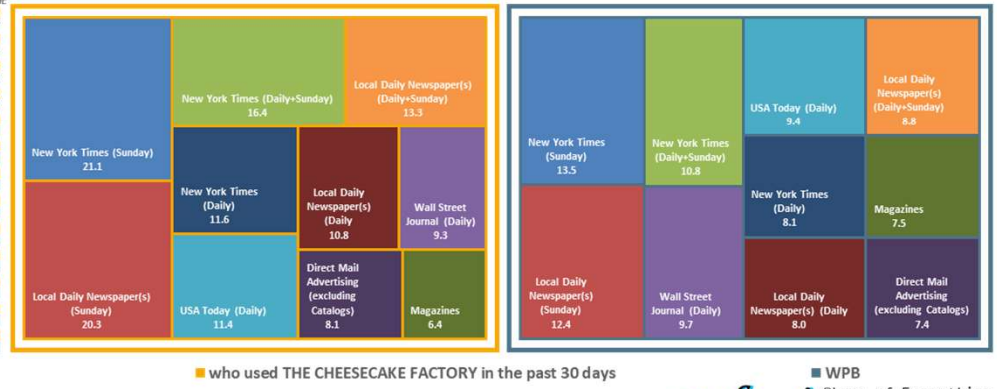

## *Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 124*

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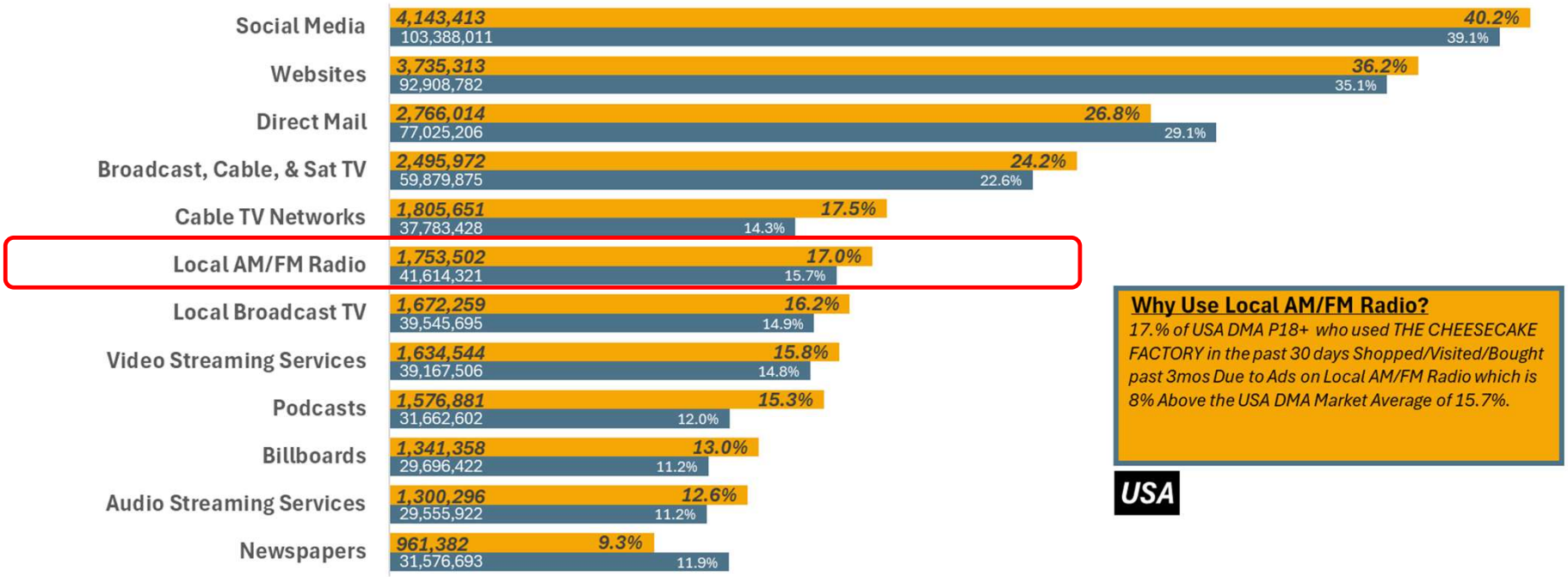
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

USA

"Advertising Actions"

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




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

*17.% of USA DMA P18+ who used THE CHEESECAKE FACTORY in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 8% Above the USA DMA Market Average of 15.7%.*

USA

*USA DMA Scarborough R2 2025: Feb24-Jun25 Qual Intab: 1020*

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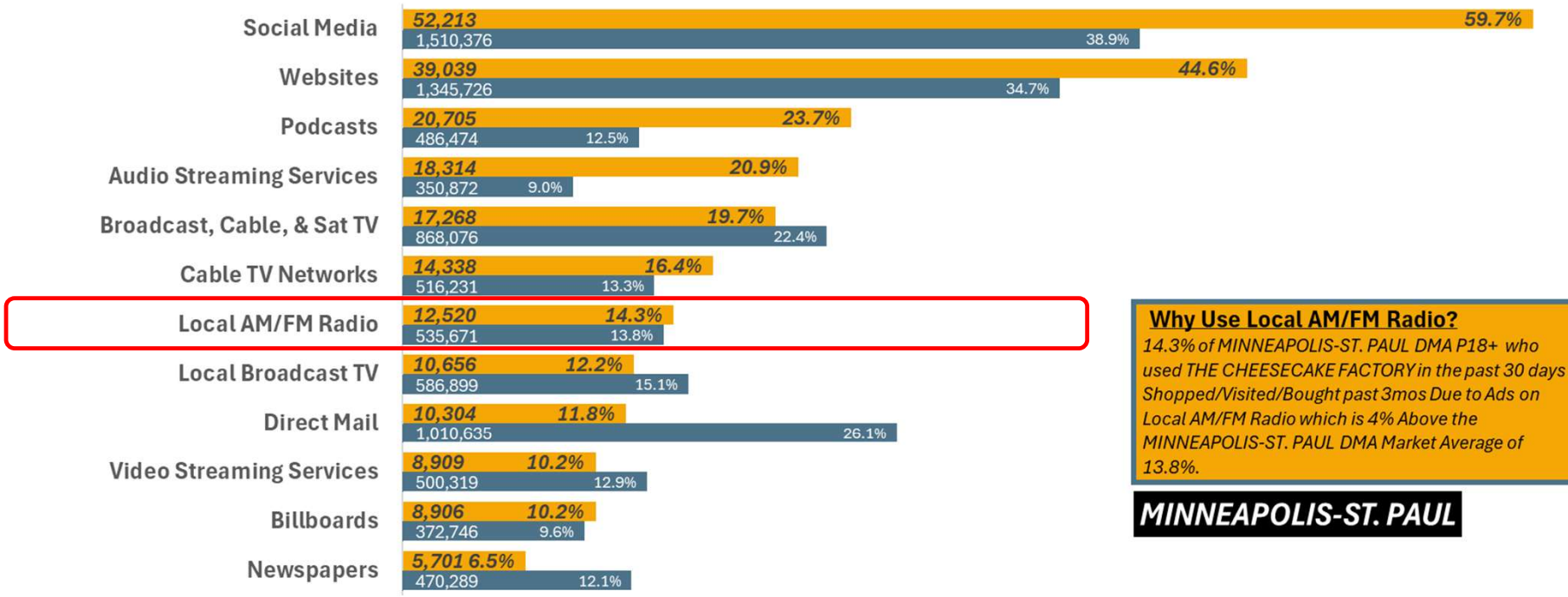
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

The Cheesecake Factory MSP

## "Advertising Actions"

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




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

*14.3% of MINNEAPOLIS-ST. PAUL DMA P18+ who used THE CHEESECAKE FACTORY in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 4% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 13.8%.*

**MINNEAPOLIS-ST. PAUL**

*MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 41*

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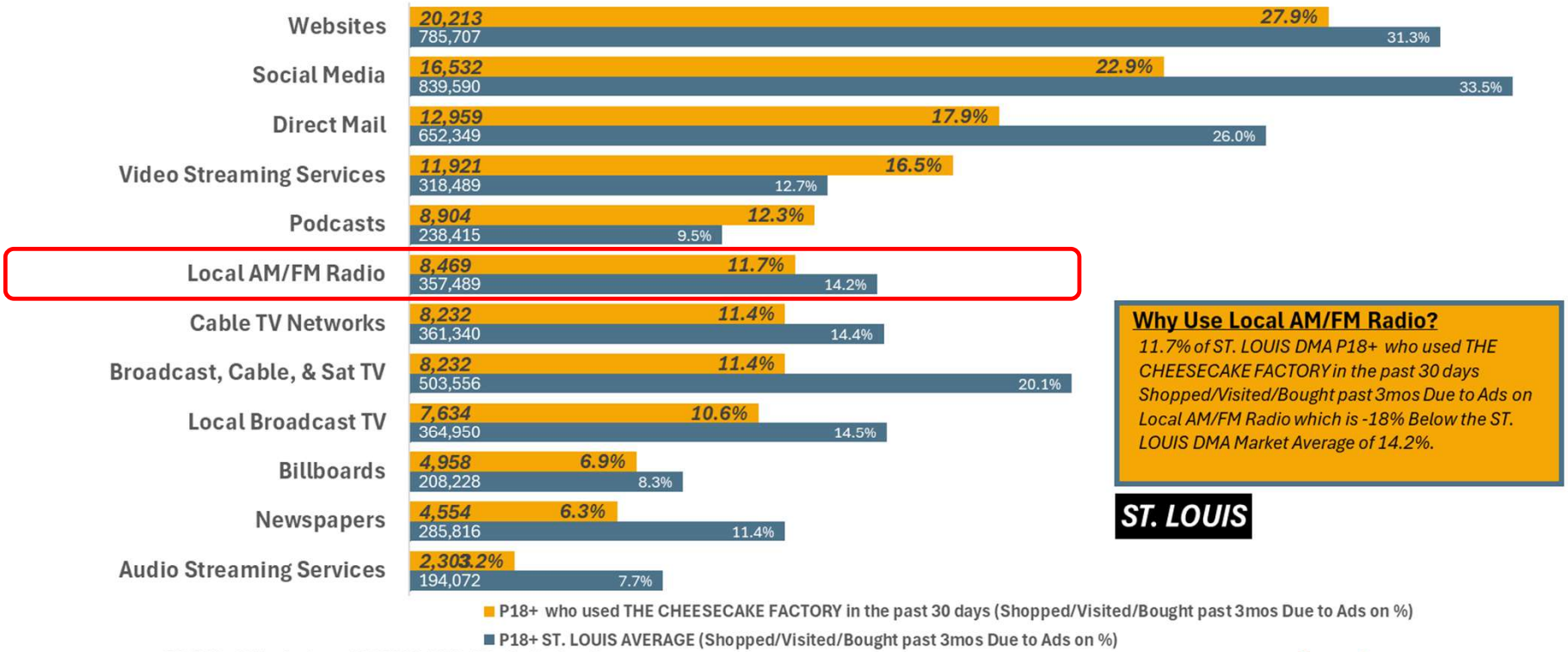
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

The Cheesecake Factory STL

## "Advertising Actions"

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




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

*11.7% of ST. LOUIS DMA P18+ who used THE CHEESECAKE FACTORY in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -18% Below the ST. LOUIS DMA Market Average of 14.2%.*

**ST. LOUIS**

*ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 48*

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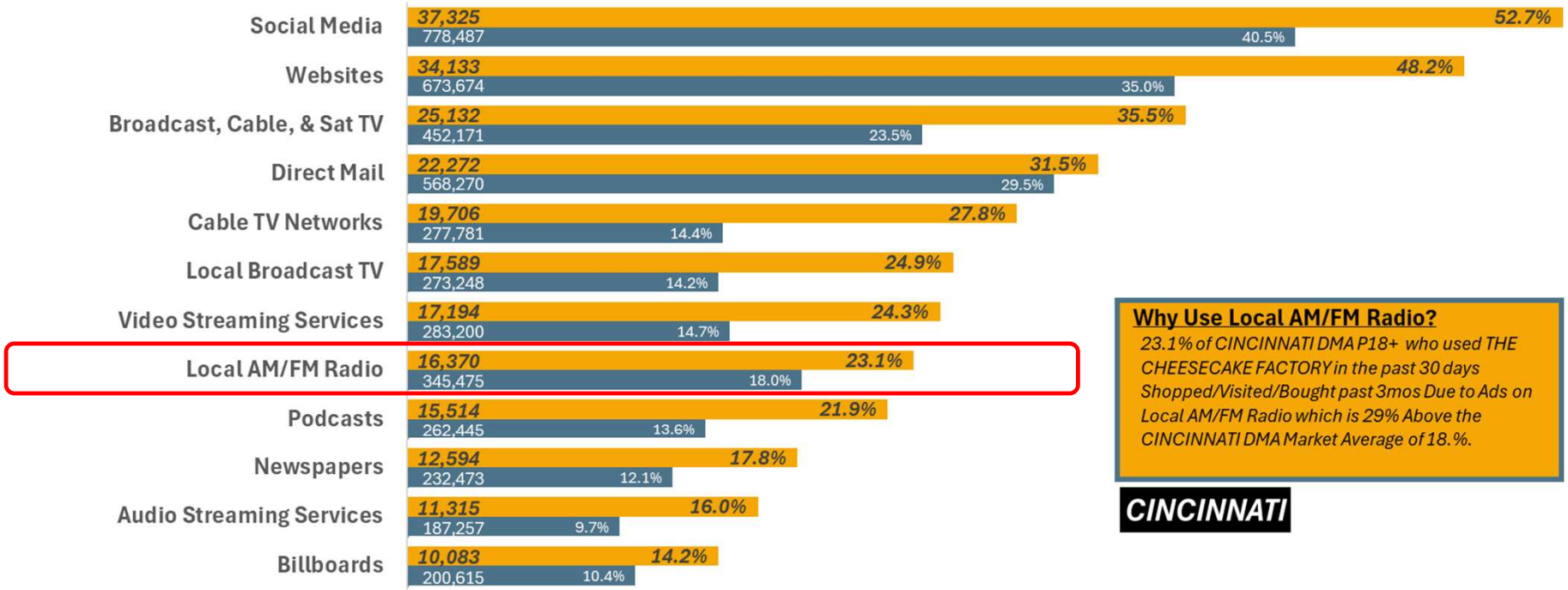
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

CIN

## "Advertising Actions"

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




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

*23.1% of CINCINNATI DMA P18+ who used THE CHEESECAKE FACTORY in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 29% Above the CINCINNATI DMA Market Average of 18.%.*

**CINCINNATI**

*CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 80*

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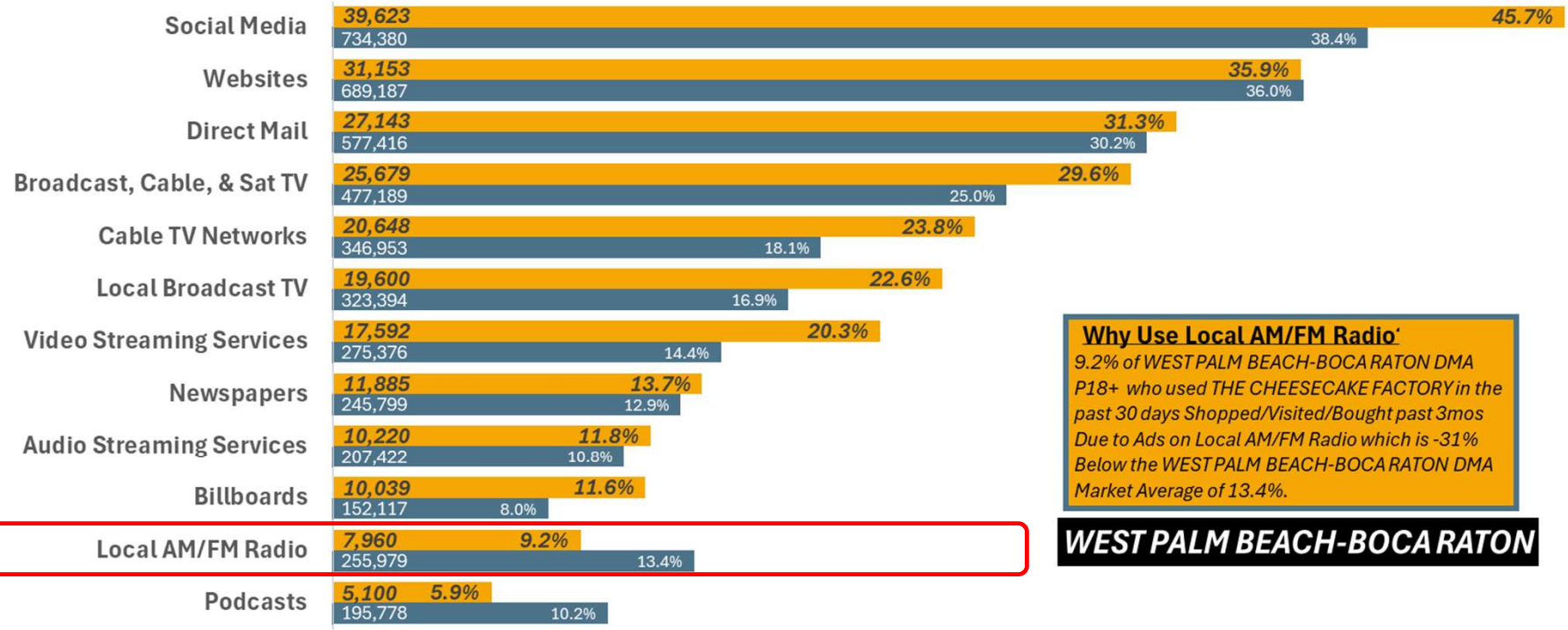
*Sit-down restaurants used past 30 days: The Cheesecake Factory*

WPB

## "Advertising Actions"

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




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

*9.2% of WEST PALM BEACH-BOCA RATON DMA P18+ who used THE CHEESECAKE FACTORY in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -31% Below the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.4%.*

**WEST PALM BEACH-BOCA RATON**

*WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab: 124*

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*Sit-down restaurants used past 30 days: The Cheesecake Factory*