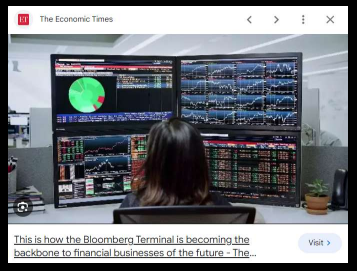
USA–5 QSRs/RESTAURANTS of the PHOENIX DMA!

Brand New Data as of JULY 31, 2025!

Complete Demographic & Media Use Profiles











DMA #12

P18+

BARRO'S PIZZA PHX

FILIBERTO'S MEXICAN FOOD PHX

Macayo's Mexican Food PHX

OREGANO'S PIZZA BISTRO PHX

PITA JUNGLE PHX

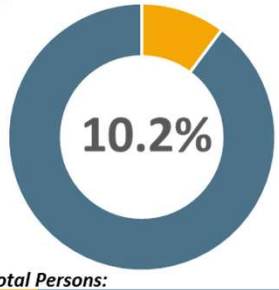
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

HUBBARD BROADCASTING INC. HB INC.

Quick service restaurants used past 30 days: Barro's Pizza *Quick service restaurants used past 30 days: Filiberto's Mexican* *Sit-down restaurants used past 30 days: Macayo's* *Sit-down restaurants used past 30 days: Oregano's Pizza Bistro* *Sit-down restaurants used past 30 days: Pita Jungle*

10.2% or 486,028 of PHOENIX DMA Adults 18 or older used BARRO'S PIZZA in the past 30 days.
Typical Adults 18 or older who used BARRO'S PIZZA in the past 30 days are 41.7 years old (14.3% younger than average) and have a $121,226 (15.1% higher than average) annual household income.

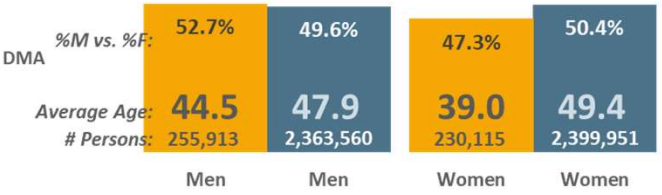
Percent of Market: Adults 18 or older



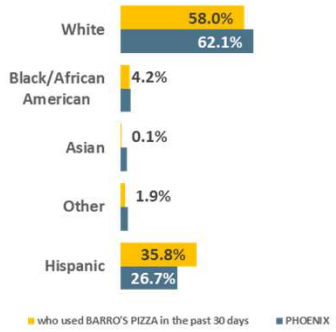
Total Persons:



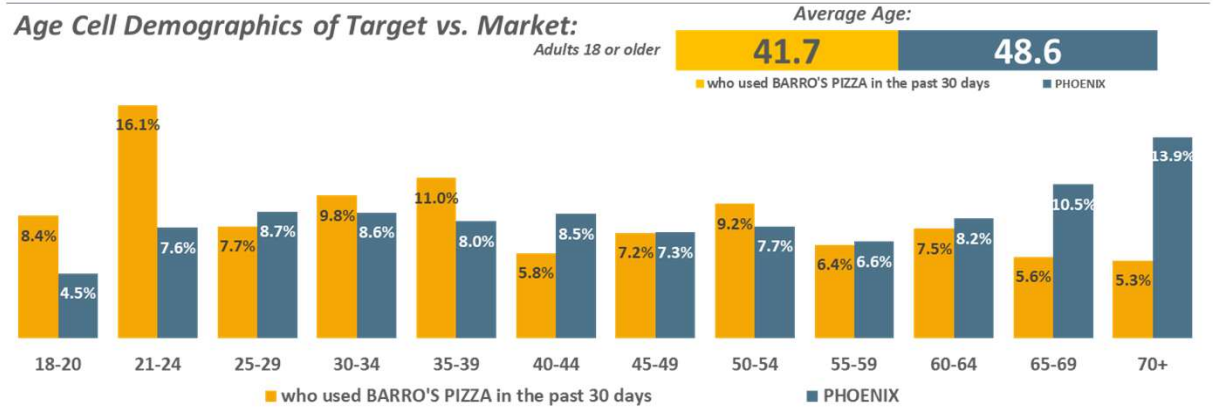
Gender of Target vs. Market: Adults 18 or older



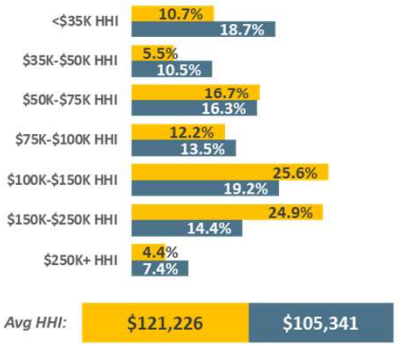
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $121,226 | $105,341

PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 251

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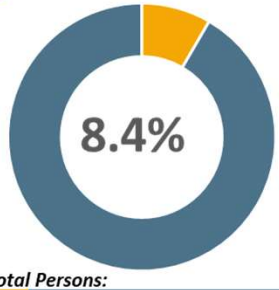
Quick service restaurants used past 30 days: Barro's Pizza

PHX

8.4% or 399,841 of PHOENIX DMA Adults 18 or older used FILIBERTO'S MEXICAN FOOD in the past 30 days. Typical Adults 18 or older who used FILIBERTO'S MEXICAN FOOD in the past 30 days are 41.1 years old (15.5% younger than average) and have a $98,182 (6.8% lower than average) annual household income.

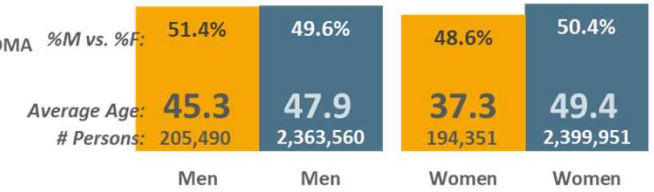
Percent of Market: Adults 18 or older



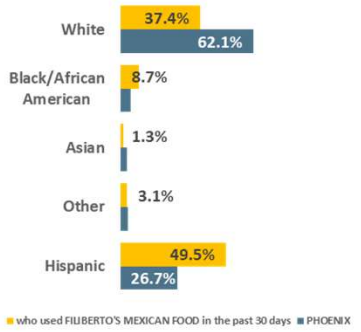
Total Persons:



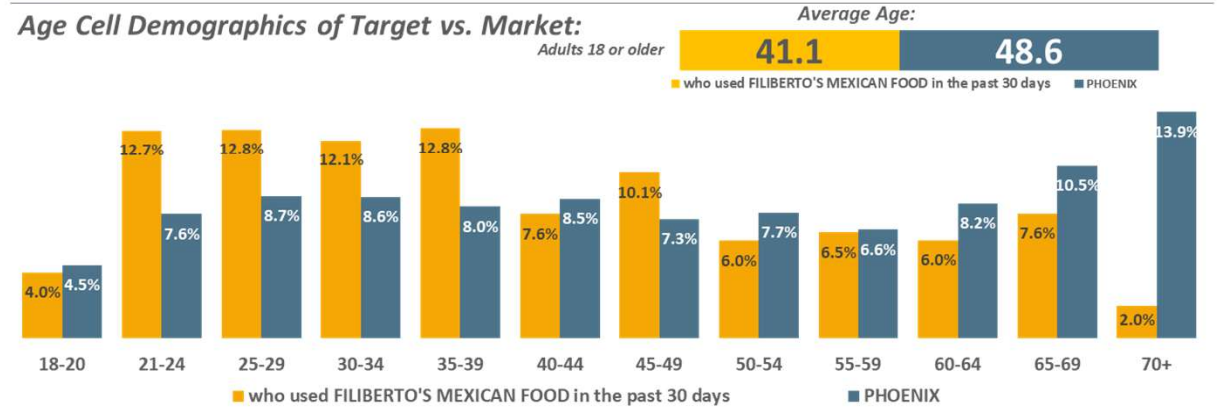
Gender of Target vs. Market: Adults 18 or older



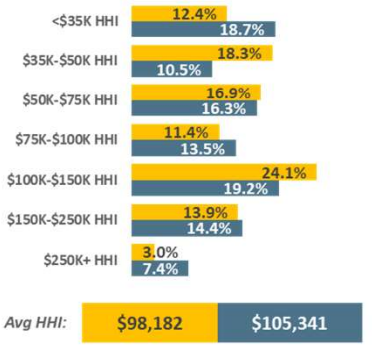
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 166

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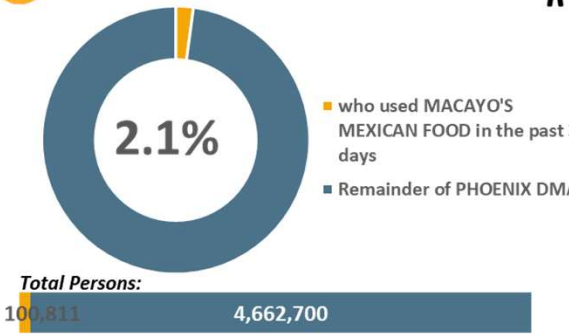
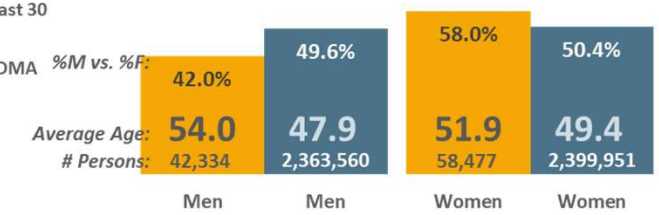
2.1% or 100,811 of PHOENIX DMA Adults 18 or older used MACAYO'S MEXICAN FOOD in the past 30 days. Typical Adults 18 or older who used MACAYO'S MEXICAN FOOD in the past 30 days are 52.9 years old (8.8% older than average) and have a $117,911 (11.9% higher than average) annual household income.

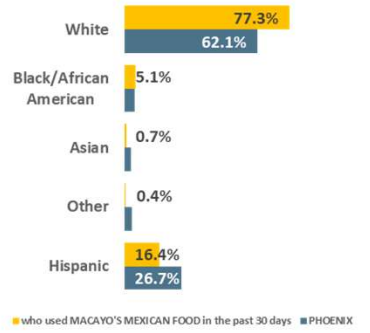
Percent of Market: Adults 18 or older



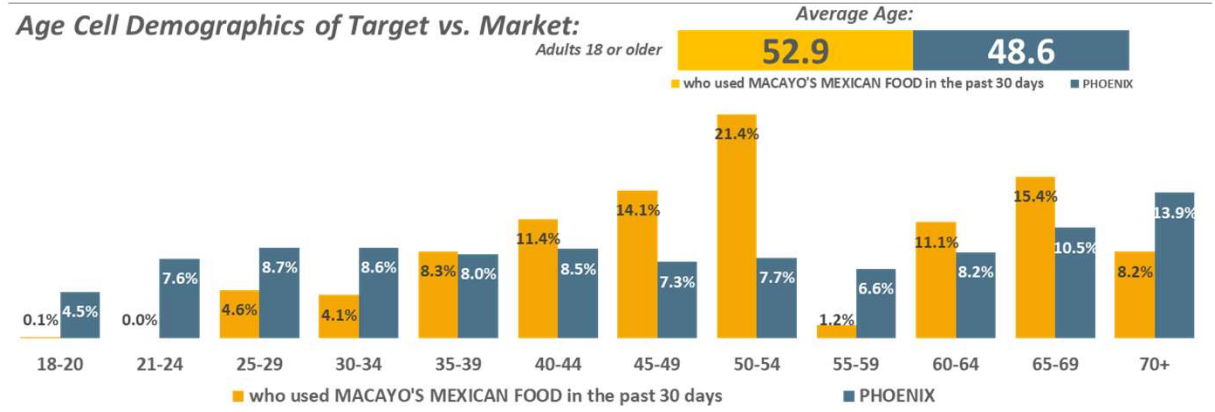
Gender of Target vs. Market: Adults 18 or older



Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



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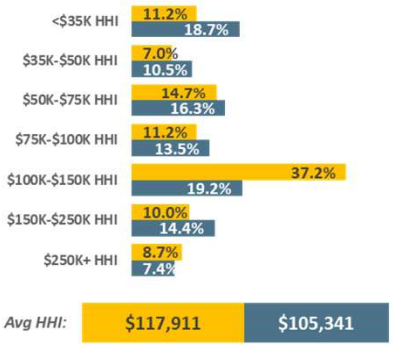

PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 60

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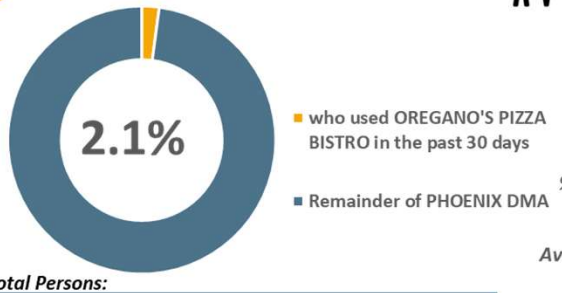
PHX

2.1% or 99,495 of PHOENIX DMA Adults 18 or older used OREGANO'S PIZZA BISTRO in the past 30 days. Typical Adults 18 or older who used OREGANO'S PIZZA BISTRO in the past 30 days are 52.3 years old (7.5% older than average) and have a $129,601 (23.% higher than average) annual household income.

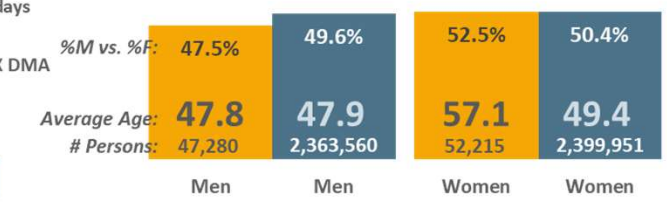
Percent of Market: Adults 18 or older



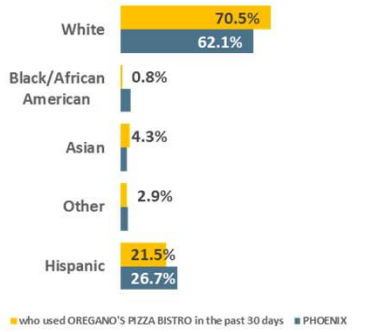
Total Persons:

99,495	4,664,016

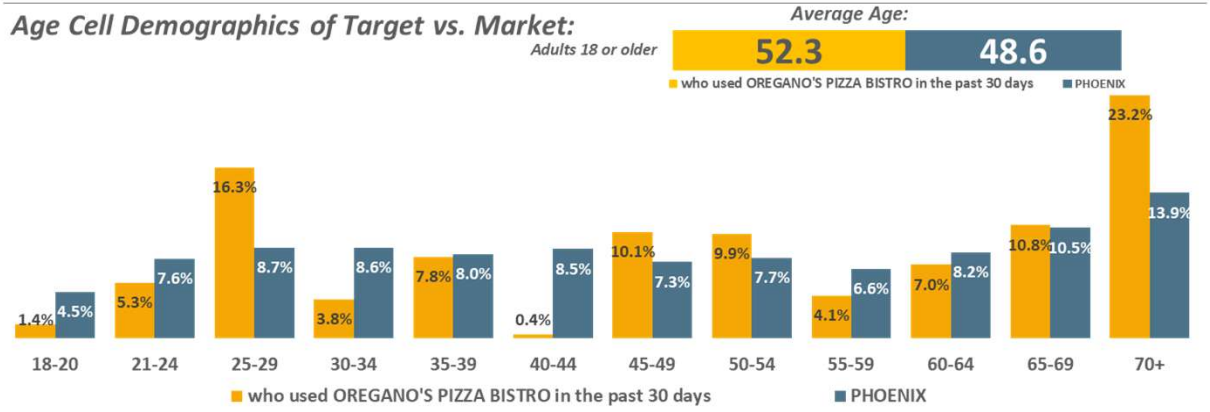
Gender of Target vs. Market: Adults 18 or older



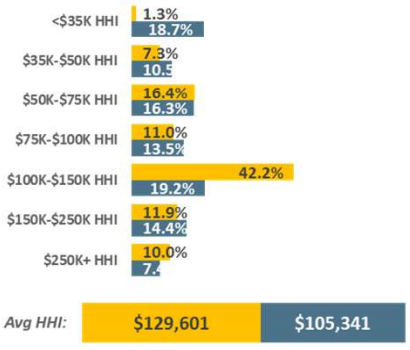
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 70

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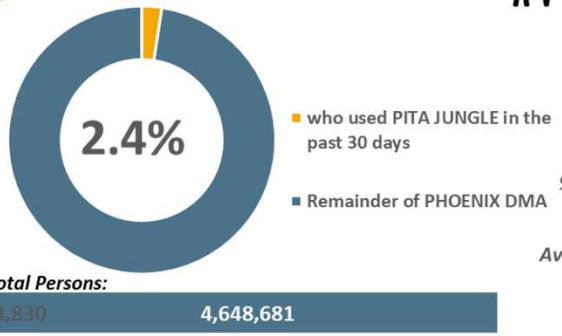
PITA JUNGLE

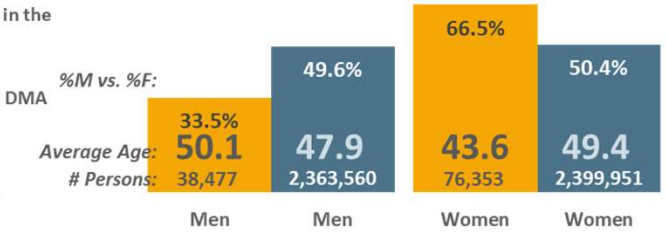
PHX

2.4% or 114,830 of PHOENIX DMA Adults 18 or older used PITA JUNGLE in the past 30 days.
Typical Adults 18 or older who used PITA JUNGLE in the past 30 days are 46.7 years old (3.9% younger than average) and have a $135,154 (28.3% higher than average) annual household income.

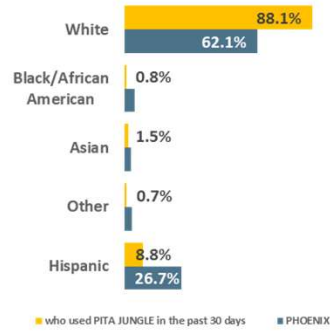
Percent of Market: Adults 18 or older



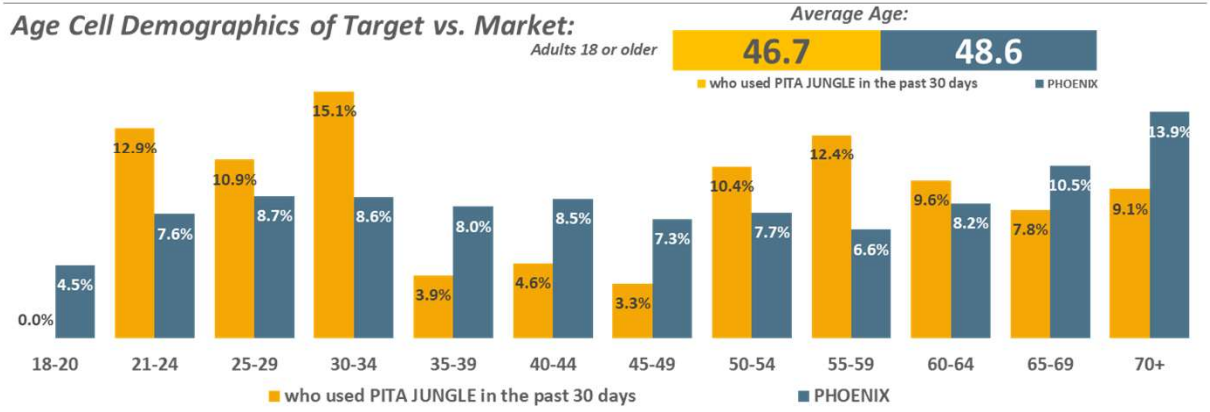
Gender of Target vs. Market: Adults 18 or older



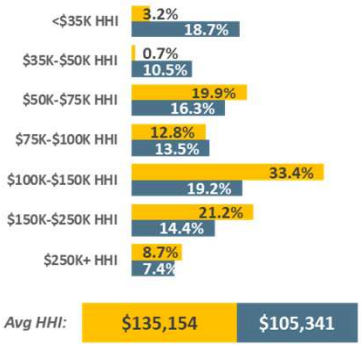
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 71

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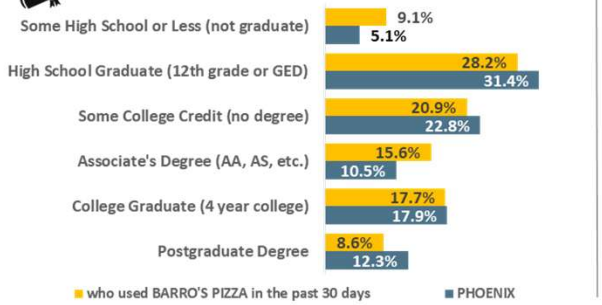
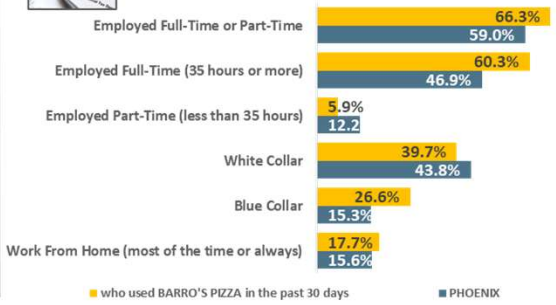
10.2% or 486,028 of PHOENIX DMA Adults 18 or older used BARRO'S PIZZA in the past 30 days.
Adults 18 or older who used BARRO'S PIZZA in the past 30 days are 13.% less likely to be a college graduate, 28.7% more likely to work full-time, 3.8% more likely to be married, 46.7% more likely to be a parent of 1 or more children under 18.

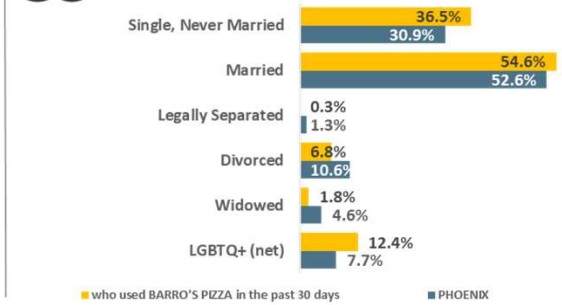
Education Levels: Adults 18 or older



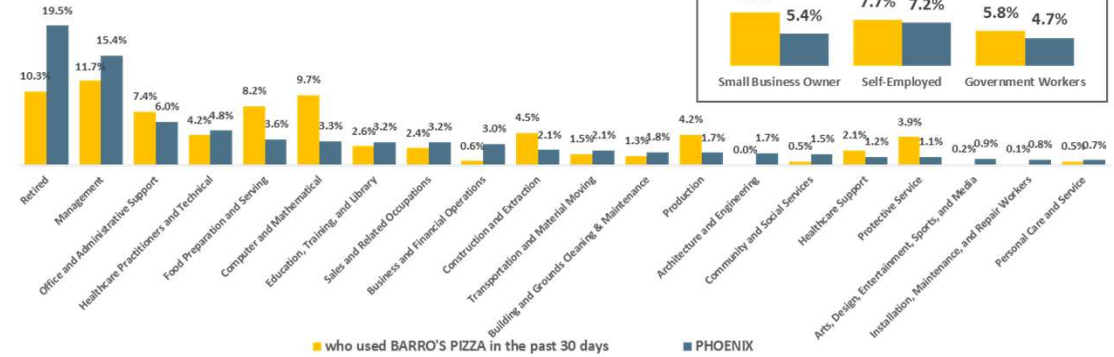
Employment: Adults 18 or older



Marital Status: Adults 18 or older

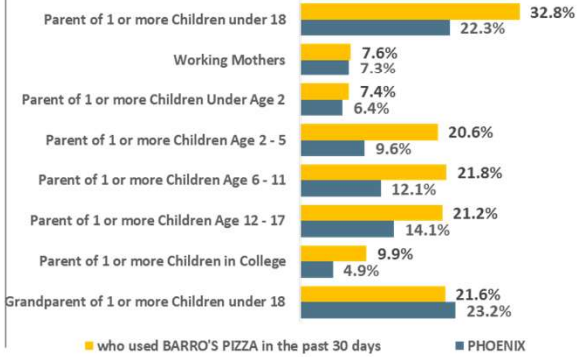


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 251

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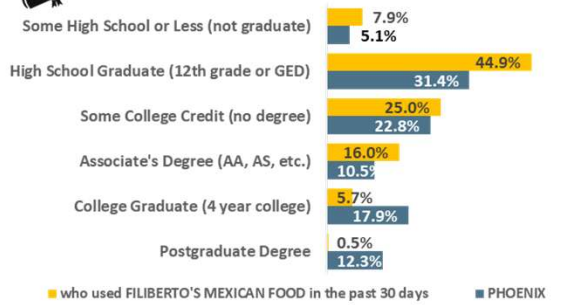
Quick service restaurants used past 30 days: Barro's Pizza

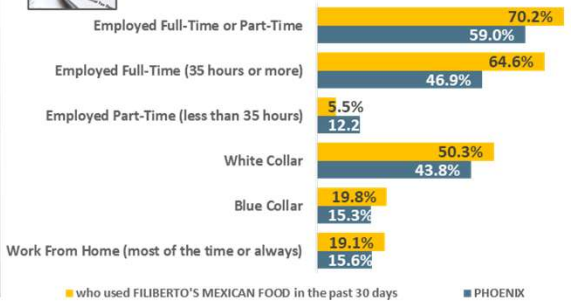
PHX

8.4% or 399,841 of PHOENIX DMA Adults 18 or older used FILIBERTO'S MEXICAN FOOD in the past 30 days. Adults 18 or older who used FILIBERTO'S MEXICAN FOOD in the past 30 days are 79.3% less likely to be a college graduate, 37.9% more likely to work full-time, 12.5% less likely to be married, 12.8% more likely to be a parent of 1 or more children under 18.

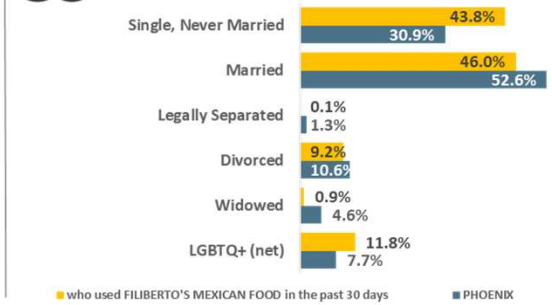
Education Levels: Adults 18 or older



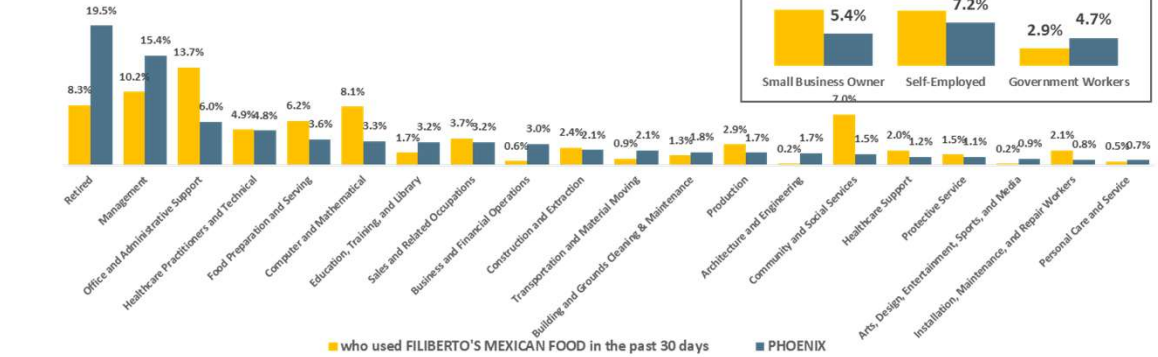
Employment: Adults 18 or older



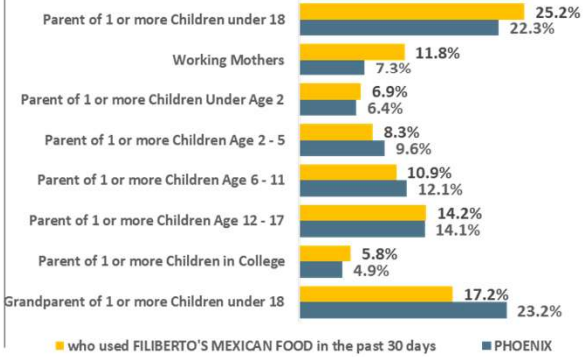
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 166

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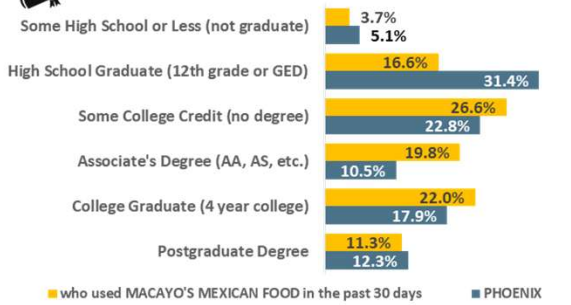
Macayo's Mexican Food

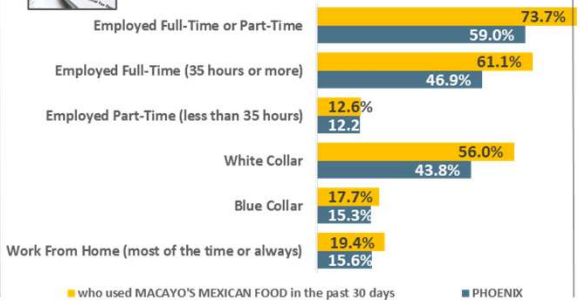
PHX

2.1% or 100,811 of PHOENIX DMA Adults 18 or older used MACAYO'S MEXICAN FOOD in the past 30 days. Adults 18 or older who used MACAYO'S MEXICAN FOOD in the past 30 days are 10.4% more likely to be a college graduate, 30.4% more likely to work full-time, 7.1% more likely to be married, 69.% more likely to be a parent of 1 or more children under 18.

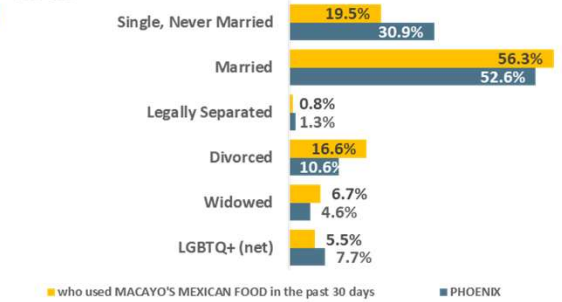
Education Levels: Adults 18 or older



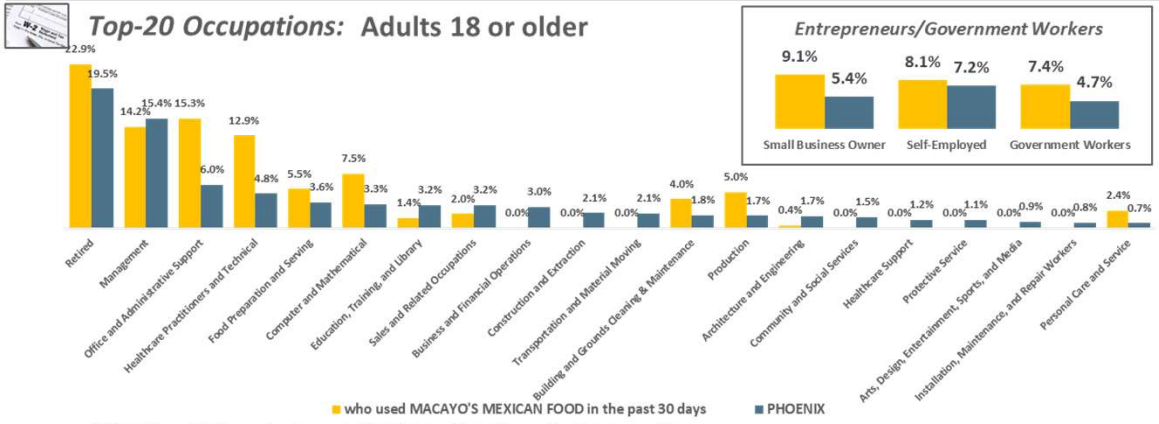
Employment: Adults 18 or older



Marital Status: Adults 18 or older

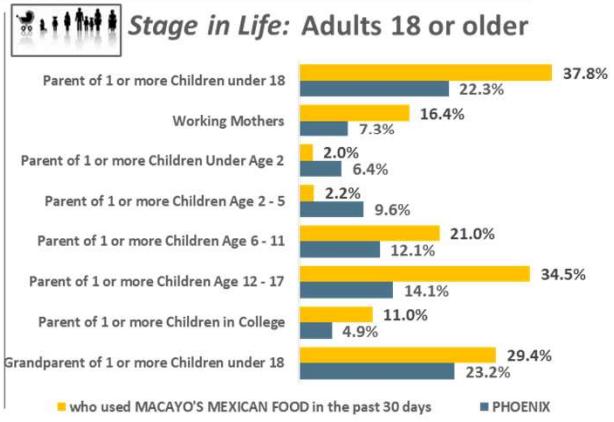


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 60

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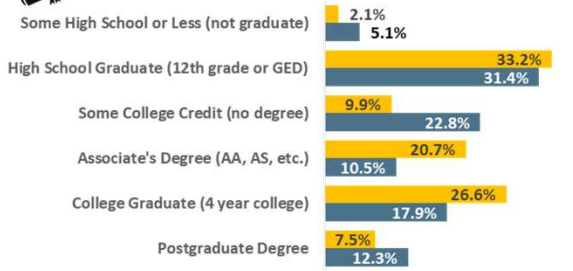
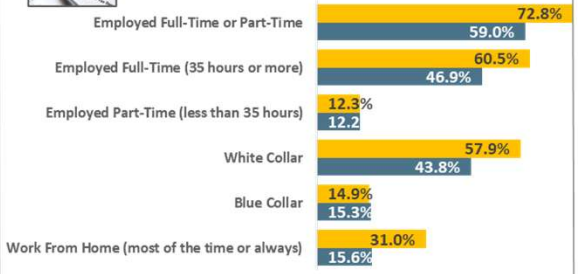
Sit-down restaurants used past 30 days: Macayo's

2.1% or 99,495 of PHOENIX DMA Adults 18 or older used OREGANO'S PIZZA BISTRO in the past 30 days. Adults 18 or older who used OREGANO'S PIZZA BISTRO in the past 30 days are 12.9% more likely to be a college graduate, 29.1% more likely to work full-time, 20.2% less likely to be married, 49.8% less likely to be a parent of 1 or more children under 18.

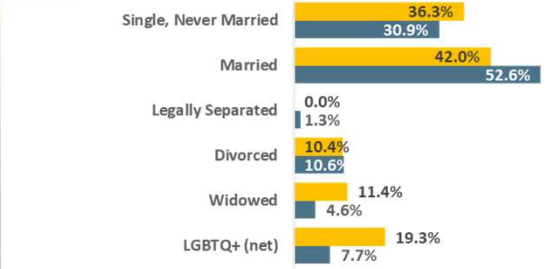
Education Levels: Adults 18 or older



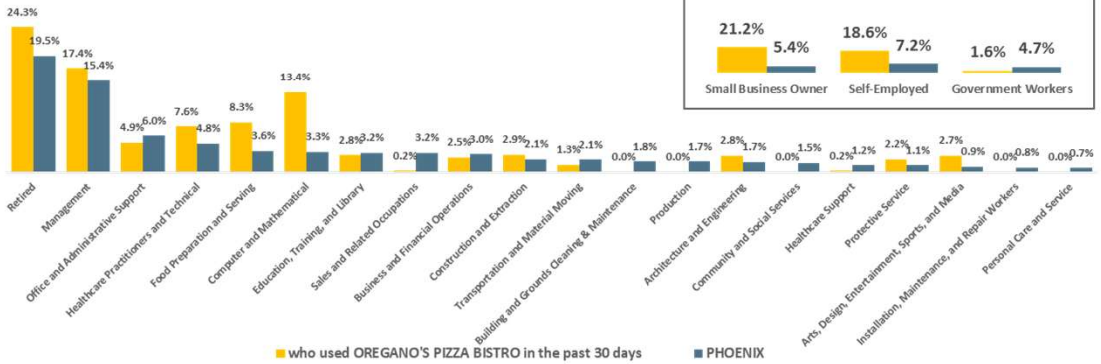
Employment: Adults 18 or older



Marital Status: Adults 18 or older

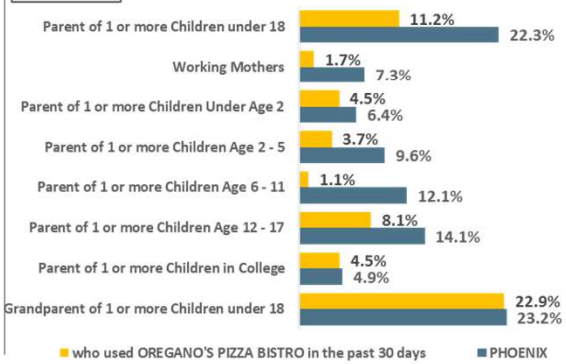


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 70

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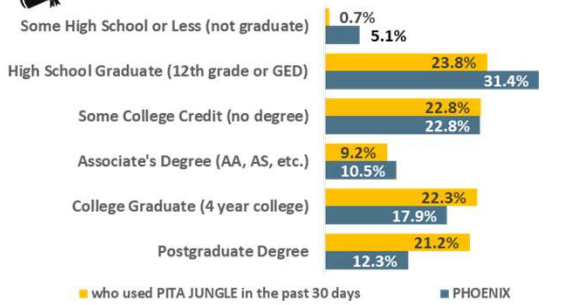
Sit-down restaurants used past 30 days: Oregano's Pizza Bistro

PITA JUNGLE

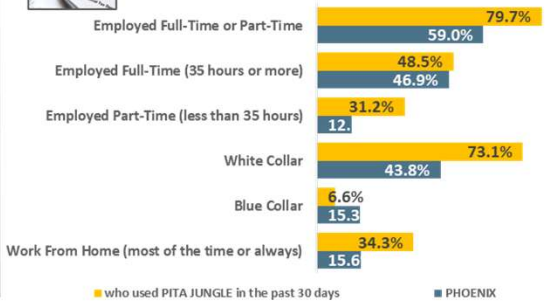
PHX

2.4% or 114,830 of PHOENIX DMA Adults 18 or older used PITA JUNGLE in the past 30 days.
Adults 18 or older who used PITA JUNGLE in the past 30 days are 44.2% more likely to be a college graduate, 3.4% more likely to work full-time, 13.% less likely to be married, 28.3% less likely to be a parent of 1 or more children under 18.

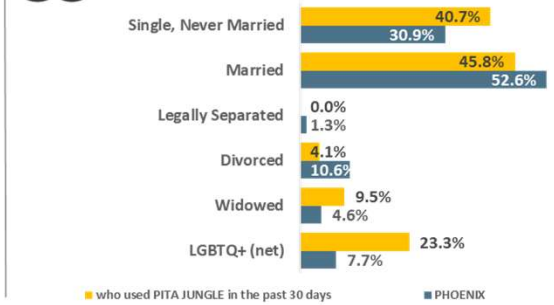
Education Levels: Adults 18 or older



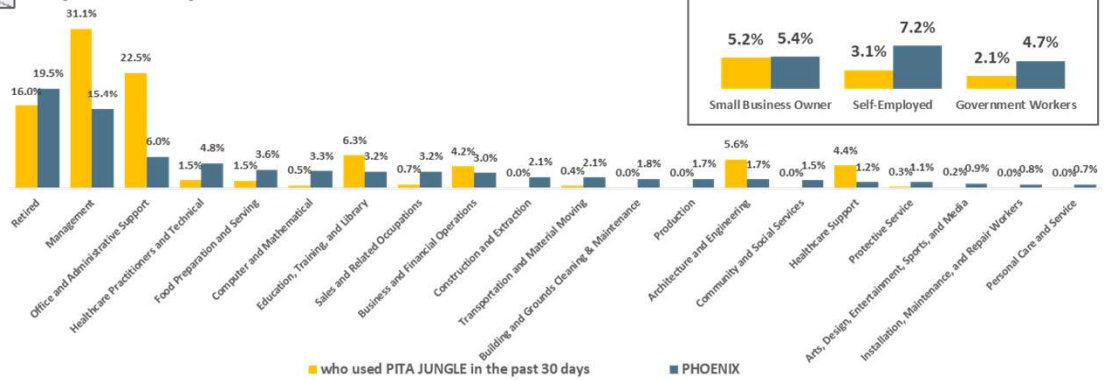
Employment: Adults 18 or older



Marital Status: Adults 18 or older

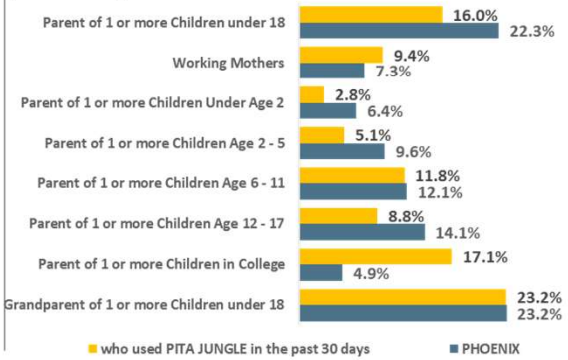


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



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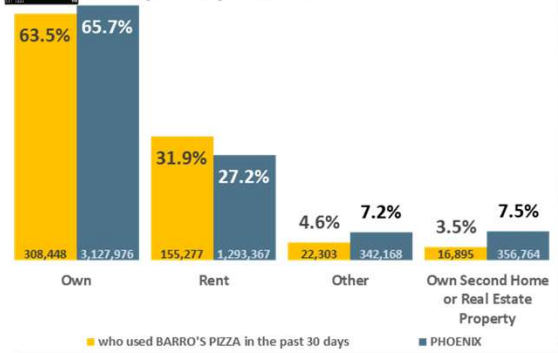
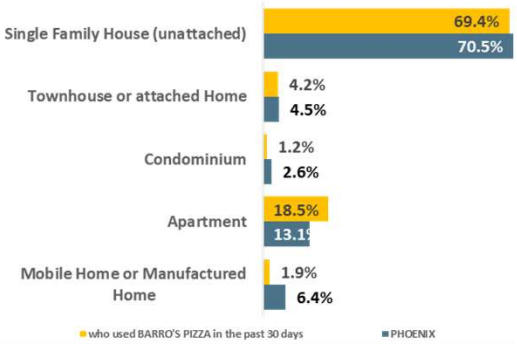
Sit-down restaurants used past 30 days: Pita Jungle

10.2% or 486,028 of PHOENIX DMA Adults 18 or older used BARRO'S PIZZA in the past 30 days.
Adults 18 or older who used BARRO'S PIZZA in the past 30 days are 3.4% less likely to own their home, .% more likely to own a lower valued home, 1.5% less likely to have a single-family home, 37.7% more likely to have a dog.

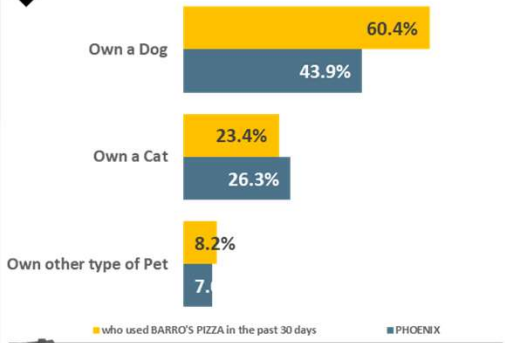
Own/Rent/Other: Adults 18 or older



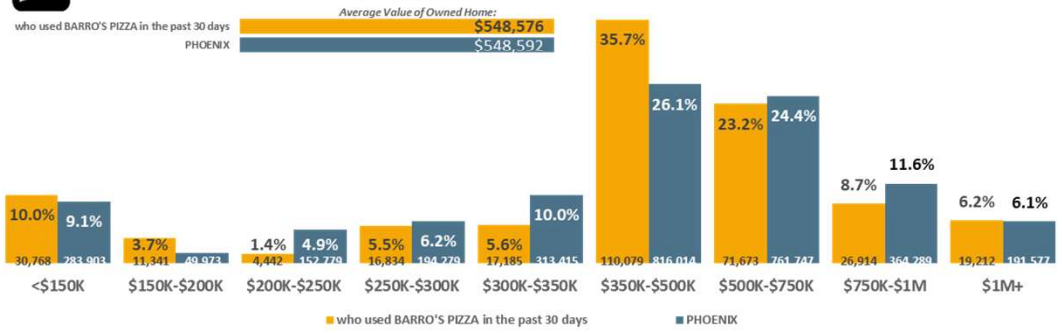
Type of Home: Adults 18 or older



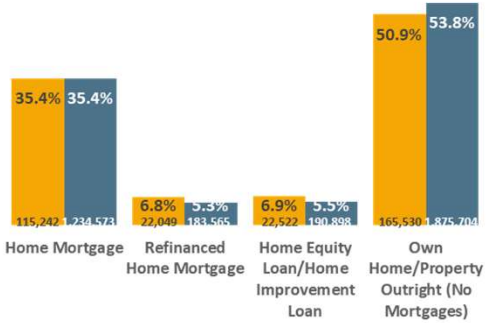
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 251

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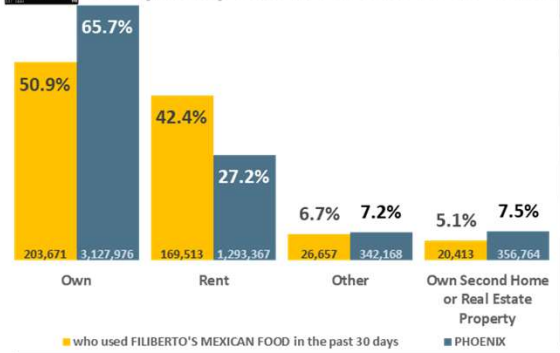
Quick service restaurants used past 30 days: Barro's Pizza

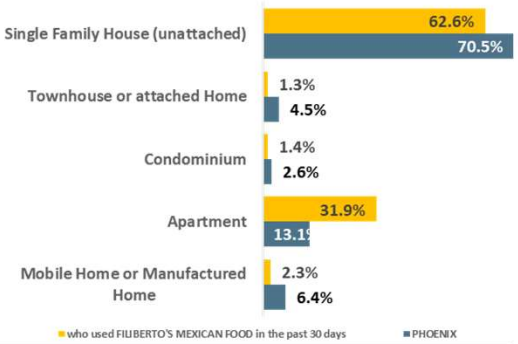
PHX

8.4% or 399,841 of PHOENIX DMA Adults 18 or older used FILIBERTO'S MEXICAN FOOD in the past 30 days. Adults 18 or older who used FILIBERTO'S MEXICAN FOOD in the past 30 days are 22.4% less likely to own their home, 9.5% more likely to own a lower valued home, 11.2% less likely to have a single-family home, 39.3% more likely to have a dog.

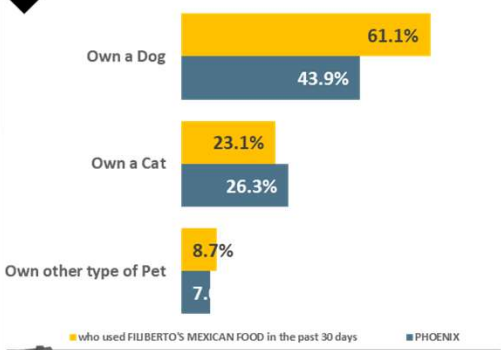
Own/Rent/Other: Adults 18 or older



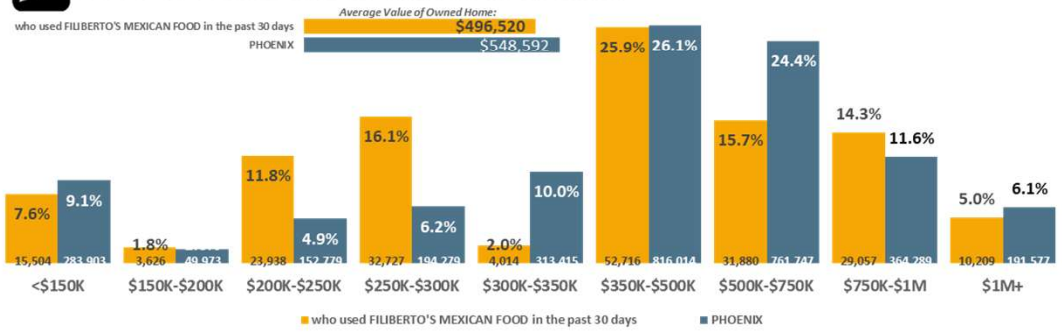
Type of Home: Adults 18 or older



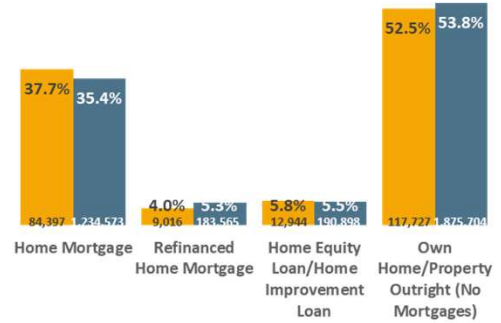
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 166

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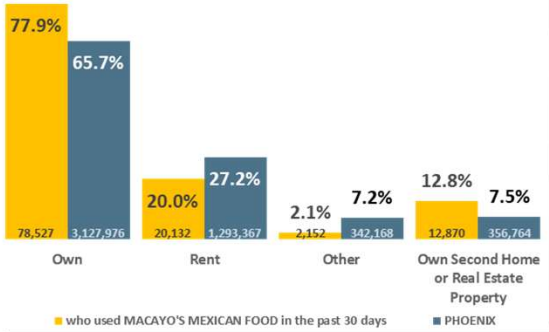
Quick service restaurants used past 30 days: Filiberto's Mexican

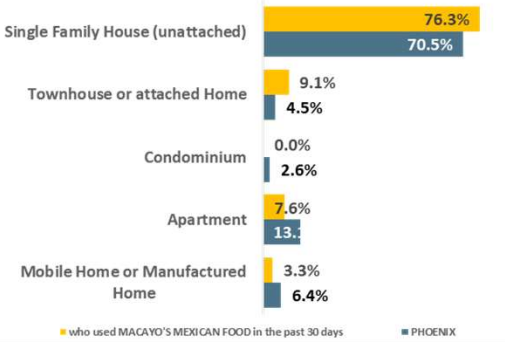
Macayo's Mexican Food PHX

2.1% or 100,811 of PHOENIX DMA Adults 18 or older used MACAYO'S MEXICAN FOOD in the past 30 days. Adults 18 or older who used MACAYO'S MEXICAN FOOD in the past 30 days are 18.6% more likely to own their home, 18.% more likely to own a lower valued home, 8.3% more likely to have a single-family home, 35.7% more likely to have a dog.

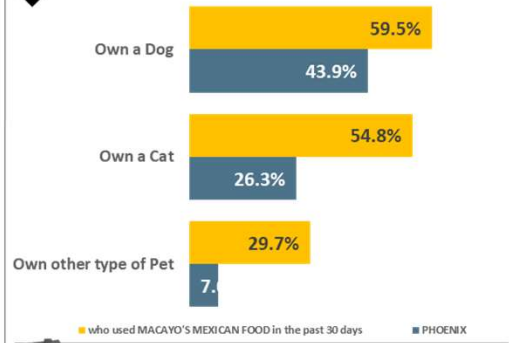
Own/Rent/Other: Adults 18 or older



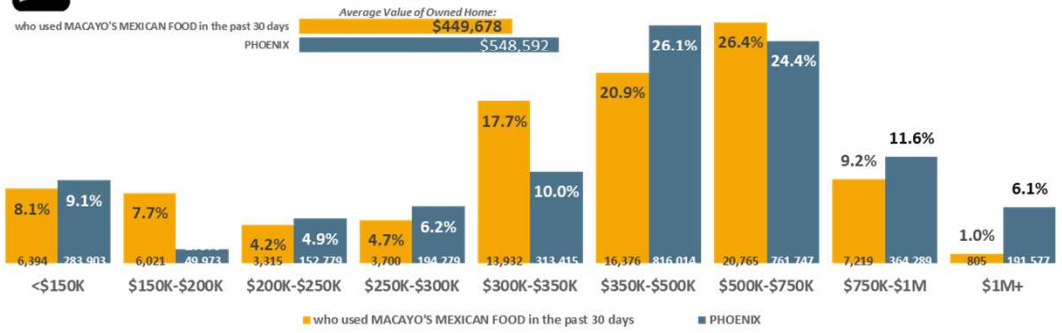
Type of Home: Adults 18 or older



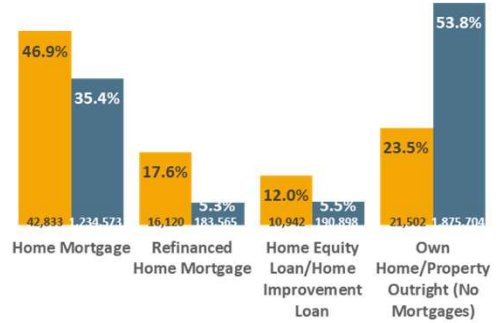
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 60

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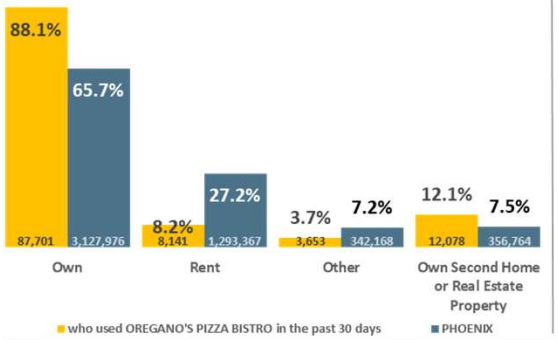
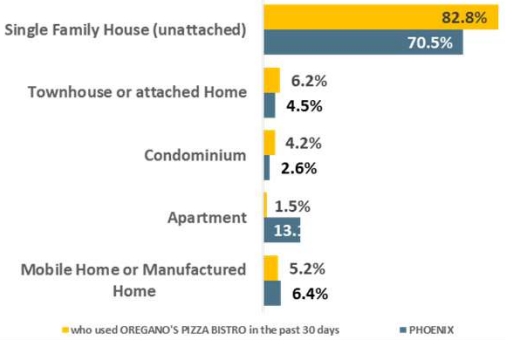
Sit-down restaurants used past 30 days: Macayo's

2.1% or 99,495 of PHOENIX DMA Adults 18 or older used OREGANO'S PIZZA BISTRO in the past 30 days. Adults 18 or older who used OREGANO'S PIZZA BISTRO in the past 30 days are 34.2% more likely to own their home, 5.6% more likely to own a lower valued home, 17.5% more likely to have a single-family home, 12.9% more likely to have a dog.

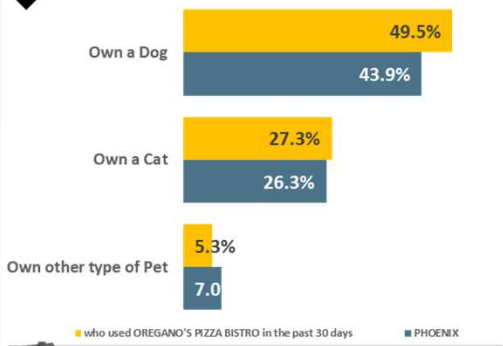
Own/Rent/Other: Adults 18 or older



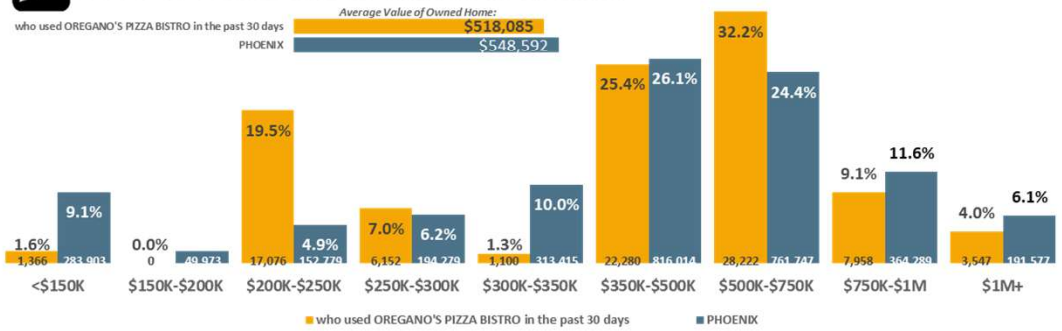
Type of Home: Adults 18 or older



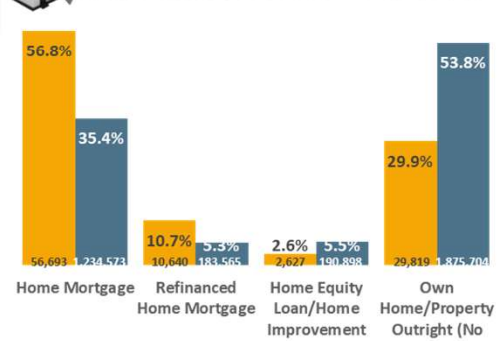
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 70

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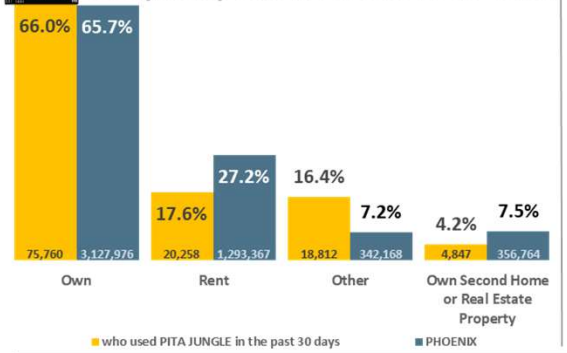
Sit-down restaurants used past 30 days: Oregano's Pizza Bistro

PITA JUNGLE

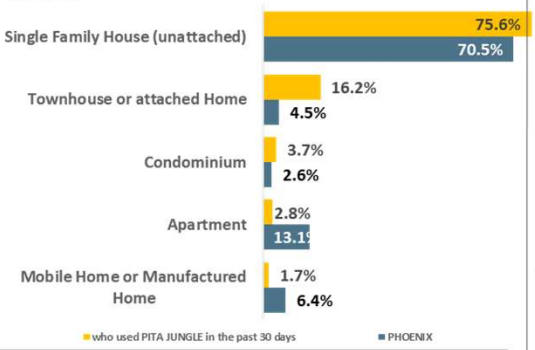
PHX

2.4% or 114,830 of PHOENIX DMA Adults 18 or older used PITA JUNGLE in the past 30 days.
Adults 18 or older who used PITA JUNGLE in the past 30 days are .5% more likely to own their home, 18.% more likely to own a higher valued home, 7.3% more likely to have a single-family home, 4.8% more likely to have a dog.

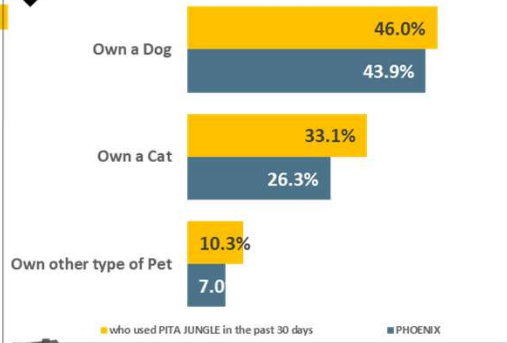
Own/Rent/Other: Adults 18 or older



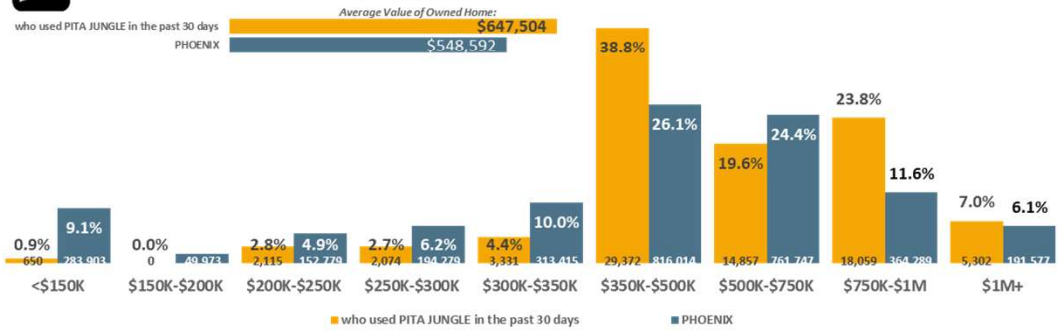
Type of Home: Adults 18 or older



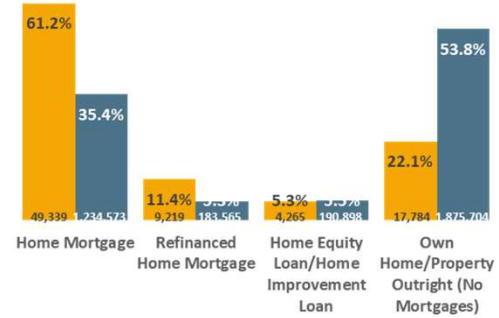
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 71

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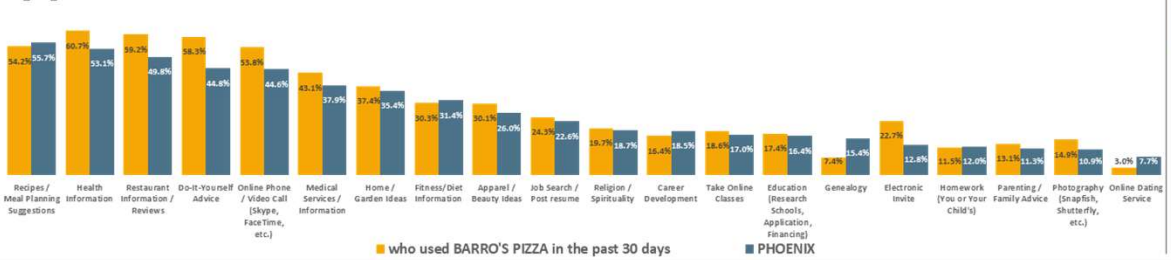
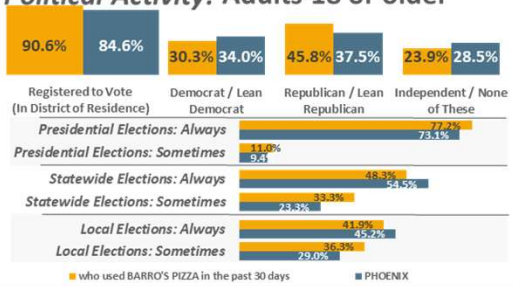
Sit-down restaurants used past 30 days: Pita Jungle

10.2% or 486,028 of PHOENIX DMA Adults 18 or older used BARRO'S PIZZA in the past 30 days.
Adults 18 or older who used BARRO'S PIZZA in the past 30 days are 29.9% more likely to look up D-I-Y advice online, 7.3% less likely to always vote in local elections, 19.2% more likely to belong to a gym, 8.2% more likely to fly domestic past yr.

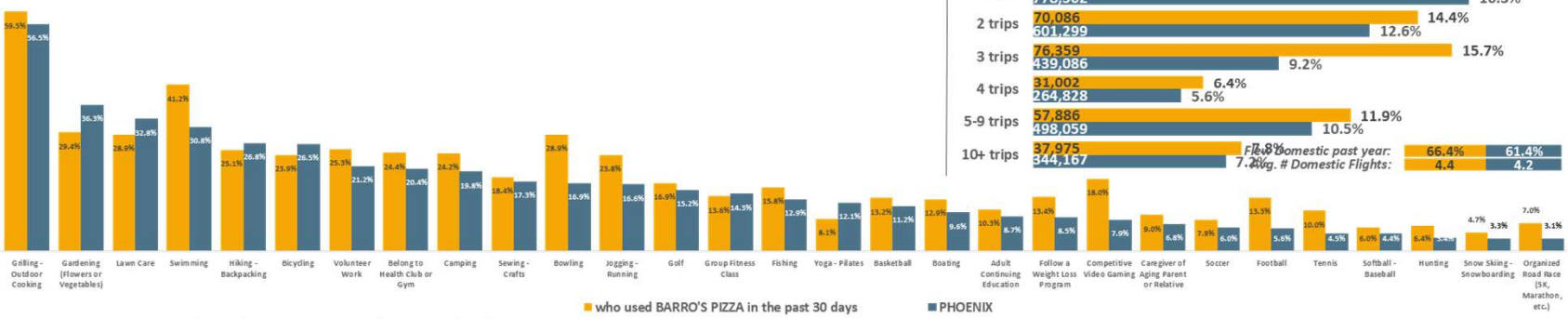
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 251

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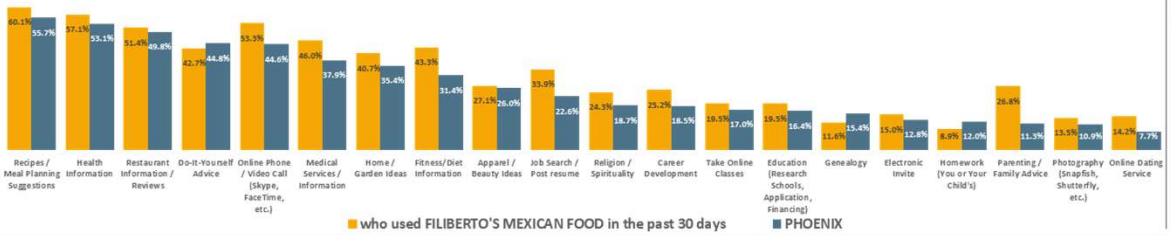
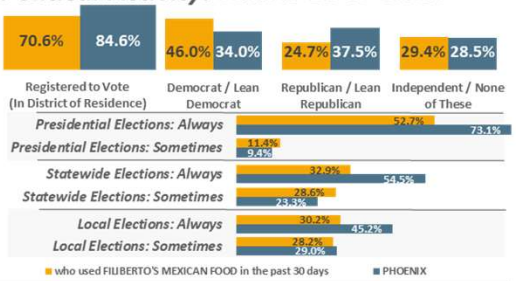
Quick service restaurants used past 30 days: Barro's Pizza

8.4% or 399,841 of PHOENIX DMA Adults 18 or older used FILIBERTO'S MEXICAN FOOD in the past 30 days. Adults 18 or older who used FILIBERTO'S MEXICAN FOOD in the past 30 days are 4.7% less likely to look up D-I-Y advice online, 33.3% less likely to always vote in local elections, 21.7% less likely to belong to a gym, 38.5% less likely to fly domestic past

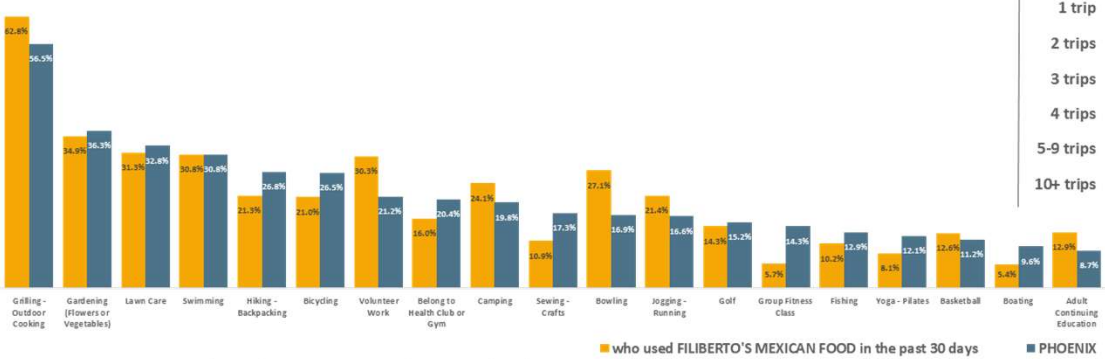
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



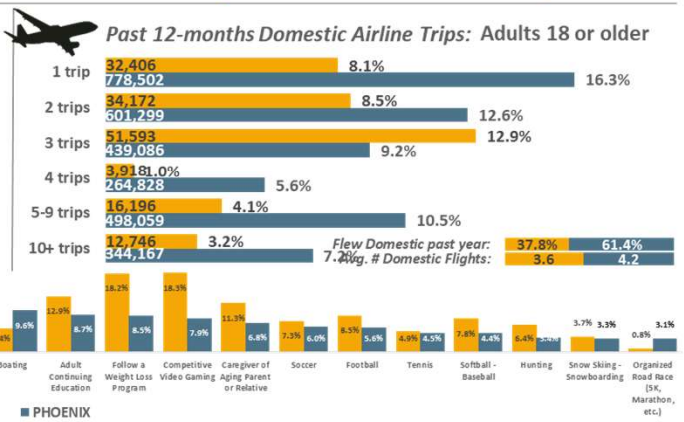
Political Activity: Adults 18 or older



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



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



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 166

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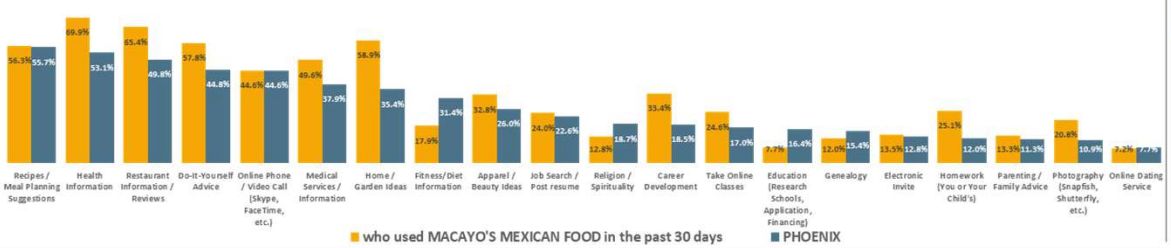
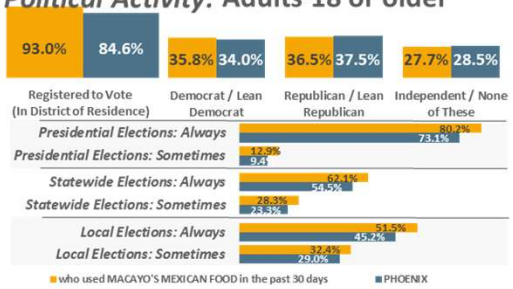
Quick service restaurants used past 30 days: Filiberto's Mexican

2.1% or 100,811 of PHOENIX DMA Adults 18 or older used MACAYO'S MEXICAN FOOD in the past 30 days. Adults 18 or older who used MACAYO'S MEXICAN FOOD in the past 30 days are 28.8% more likely to look up D-I-Y advice online, 13.8% more likely to always vote in local elections, 19.1% more likely to belong to a gym, 12.6% more likely to fly domestic past y

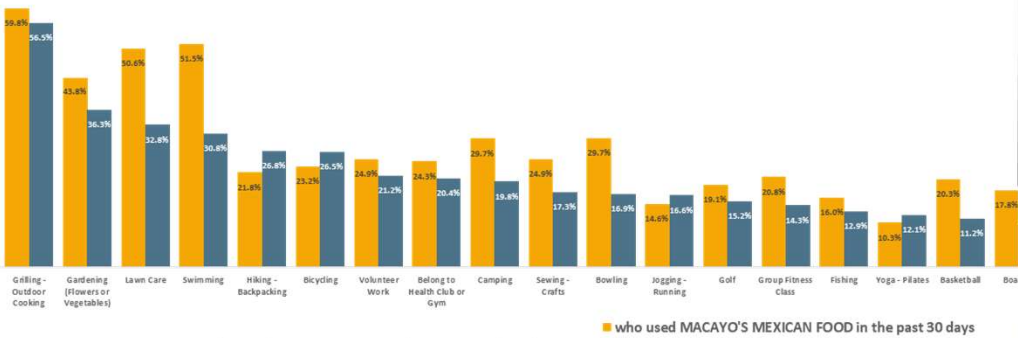
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



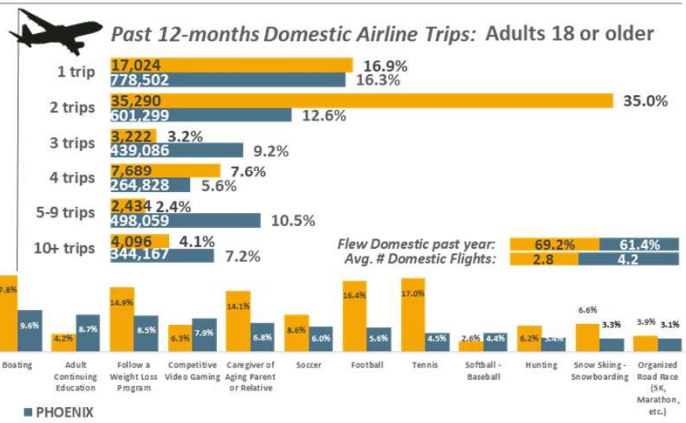
Political Activity: Adults 18 or older



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



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



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 60

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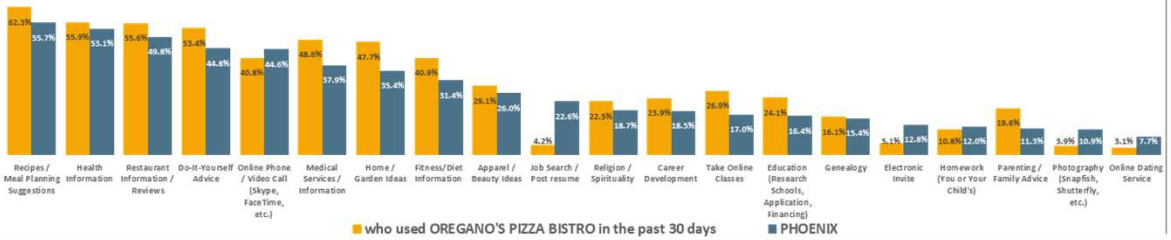
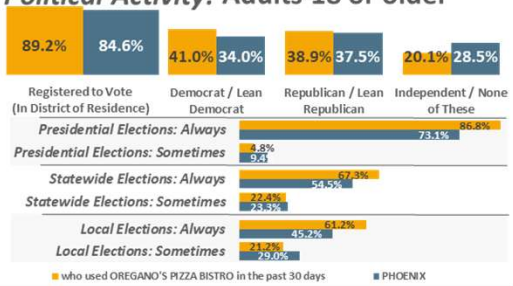
Sit-down restaurants used past 30 days: Macayo's

2.1% or 99,495 of PHOENIX DMA Adults 18 or older used OREGANO'S PIZZA BISTRO in the past 30 days. Adults 18 or older who used OREGANO'S PIZZA BISTRO in the past 30 days are 19.% more likely to look up D-I-Y advice online, 35.4% more likely to always vote in local elections, 94.2% more likely to belong to a gym, .8% more likely to fly domestic past yr.

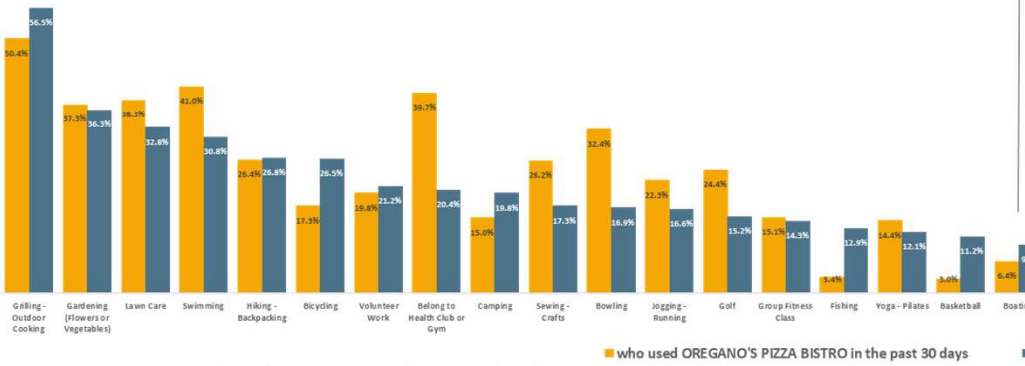
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



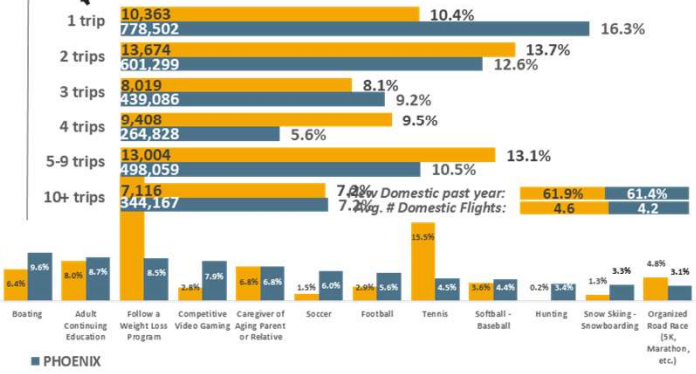
Political Activity: Adults 18 or older



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



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



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 70

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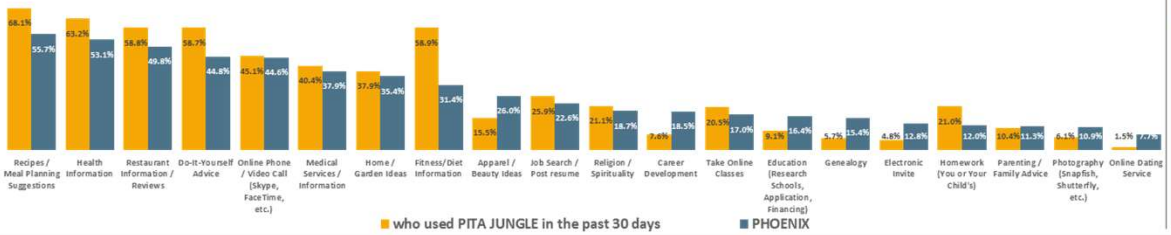
Sit-down restaurants used past 30 days: Oregano's Pizza Bistro

PITA JUNGLE

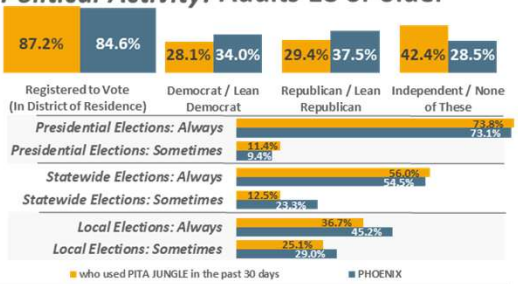
PHX

2.4% or 114,830 of PHOENIX DMA Adults 18 or older used PITA JUNGLE in the past 30 days.
Adults 18 or older who used PITA JUNGLE in the past 30 days are 30.9% more likely to look up D-I-Y advice online, 18.8% less likely to always vote in local elections, 117.6% more likely to belong to a gym, 34.2% more likely to fly domestic past yr.

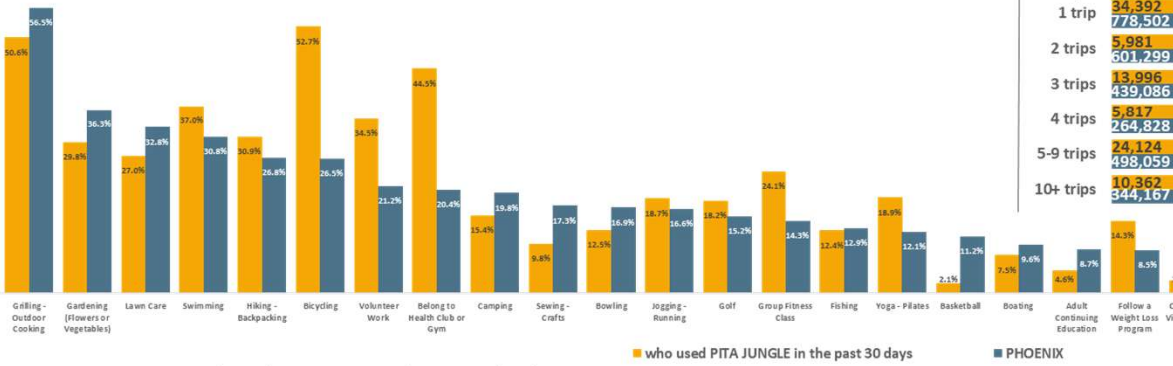
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



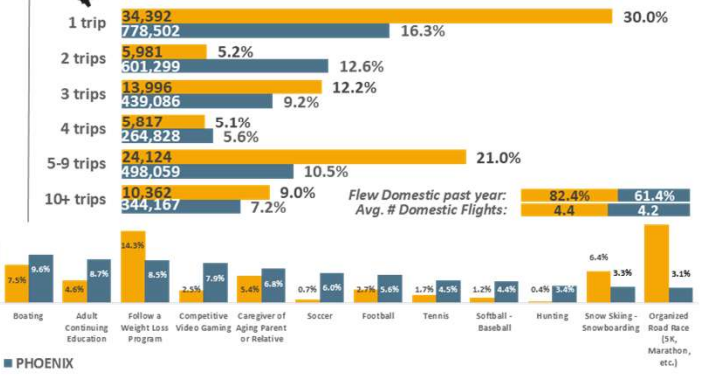
Political Activity: Adults 18 or older



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



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



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 71

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Sit-down restaurants used past 30 days: Pita Jungle

10.2% or 486,028 of PHOENIX DMA Adults 18 or older used BARRO'S PIZZA in the past 30 days.
Adults 18 or older who used BARRO'S PIZZA in the past 30 days are 19.8% more likely to use QSRs past mo., 23.4% more likely to use Sit-Down Restaurants past mo., 2.9% more likely to use Casinos past yr., 14.4% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 100.0% 486,028 | 83.5% 3,975,699

Avg. Monthly QSR Meals: 9.0 | 6.3

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



Total Monthly Sit-Down Restaurant Users: 87.4% 424,665 | 70.8% 3,373,909

Avg. Monthly Sit-Down Restaurant Meals: 4.0 | 3.7

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 BARRO'S PIZZA in the past 30 days 139,610 28.7%

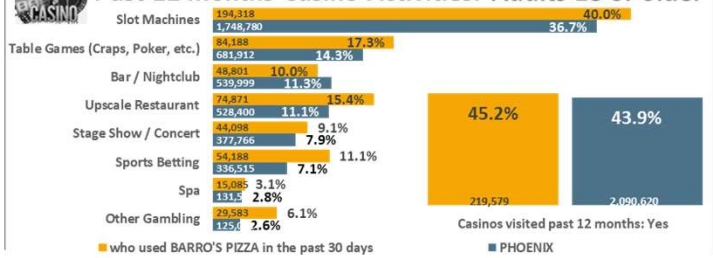
PHOENIX 785,235 16.5%

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



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 251

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

8.4% or 399,841 of PHOENIX DMA Adults 18 or older used FILIBERTO'S MEXICAN FOOD in the past 30 days. Adults 18 or older who used FILIBERTO'S MEXICAN FOOD in the past 30 days are 19.8% more likely to use QSRs past mo., 16.4% more likely to use Sit-Down Restaurants past mo., 21.9% more likely to use Casinos past yr., 29.2% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 100.0% 399,841 | 83.5% 3,975,699

Avg. Monthly QSR Meals: 9.8

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



Total Monthly Sit-Down Restaurant Users: 82.5% 329,712 | 70.8% 3,373,909

Avg. Monthly Sit-Down Restaurant Meals: 3.9 | 3.7

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 FILIBERTO'S MEXICAN FOOD in the past 30... 166,346 41.6%

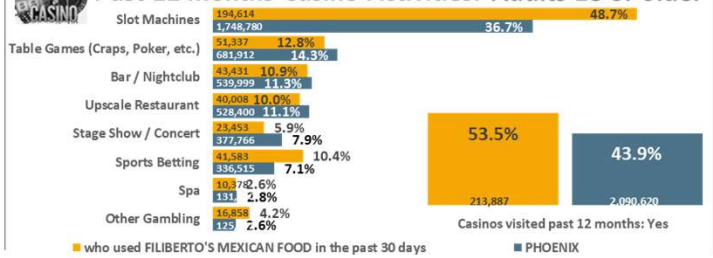
PHOENIX 785,235 16.5%

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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Macayo's Mexican Food PHX

2.1% or 100,811 of PHOENIX DMA Adults 18 or older used MACAYO'S MEXICAN FOOD in the past 30 days. Adults 18 or older who used MACAYO'S MEXICAN FOOD in the past 30 days are 16.4% more likely to use QSRs past mo., 41.2% more likely to use Sit-Down Restaurants past mo., 70.% more likely to use Casinos past yr., 200.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 97.1% 97,905 | 83.5% 3,975,699

Avg. Monthly QSR Meals: 8.0 | 6.3

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



Total Monthly Sit-Down Restaurant Users: 100.0% 100,811 | 70.8% 3,373,909

Avg. Monthly Sit-Down Restaurant Meals: 5.8 | 3.7

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 MACAYO'S MEXICAN FOOD in the past 30 days 39,416 39.1%

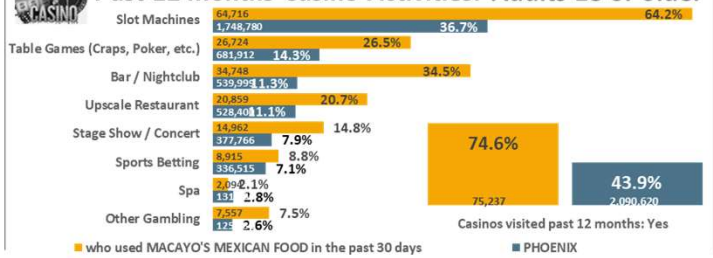
PHOENIX 785,235 16.5%

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: Macayo's

OREGANO'S PIZZA BISTRO
Your Neighborhood Pizza Joint

PHX

2.1% or 99,495 of PHOENIX DMA Adults 18 or older used OREGANO'S PIZZA BISTRO in the past 30 days. Adults 18 or older who used OREGANO'S PIZZA BISTRO in the past 30 days are 11.1% more likely to use QSRs past mo., 41.2% more likely to use Sit-Down Restaurants past mo., 37.5% more likely to use Casinos past yr., 55.8% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



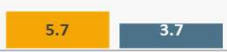
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

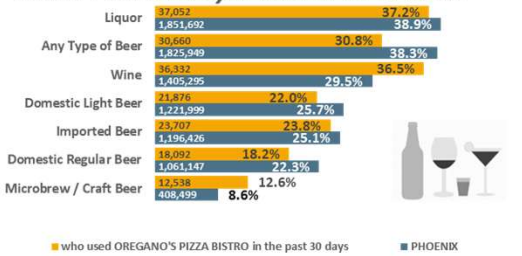
(Sit-Down Restaurants Used Past 30-days)



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

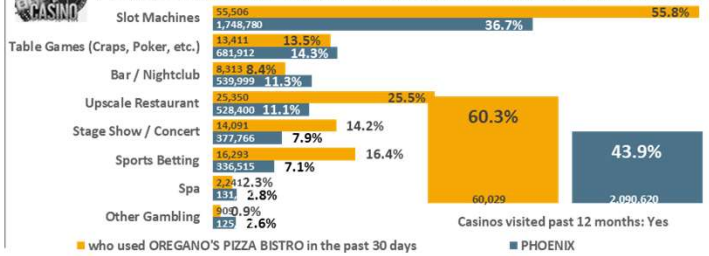


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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

PITA JUNGLE

PHX

2.4% or 114,830 of PHOENIX DMA Adults 18 or older used PITA JUNGLE in the past 30 days.
Adults 18 or older who used PITA JUNGLE in the past 30 days are 12.9% more likely to use QSRs past mo., 41.2% more likely to use Sit-Down Restaurants past mo., 26.7% less likely to use Casinos past yr., 1.3% 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:

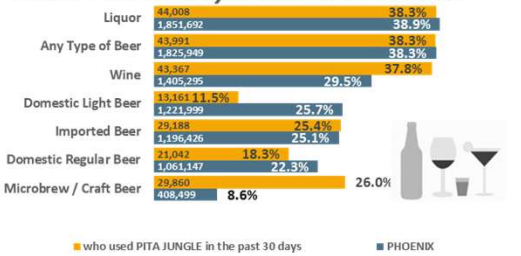
Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



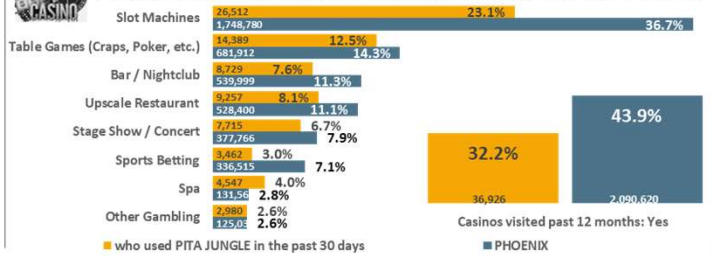
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

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



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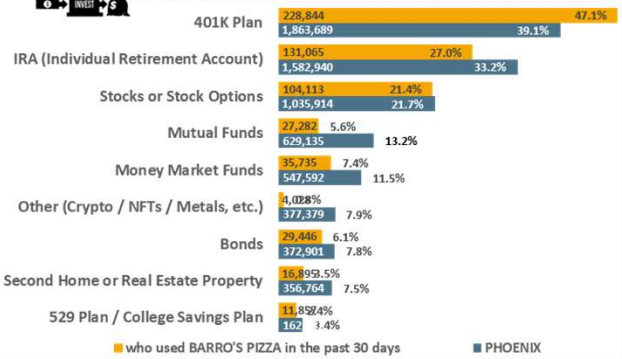
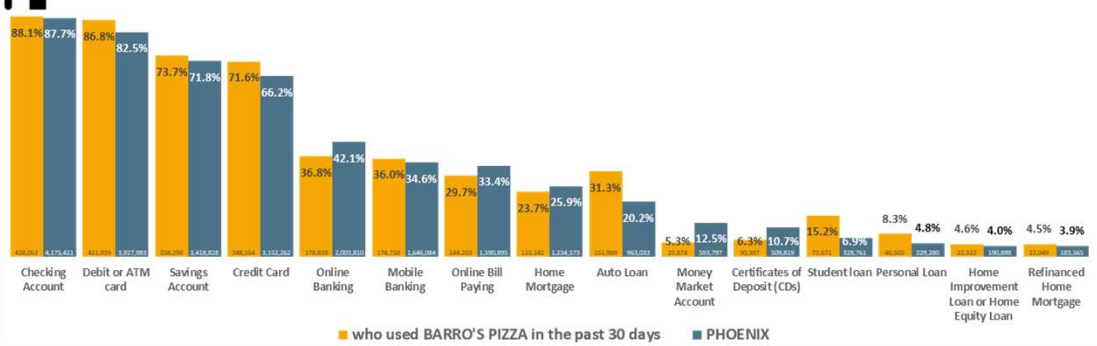
Sit-down restaurants used past 30 days: Pita Jungle

10.2% or 486,028 of PHOENIX DMA Adults 18 or older used BARRO'S PIZZA in the past 30 days.
Adults 18 or older who used BARRO'S PIZZA in the past 30 days are 20.3% more likely to have a 401K, 54.7% more likely to have an Auto Loan, 22.3% more likely to Invest/Trade Stocks Online, 17.8% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



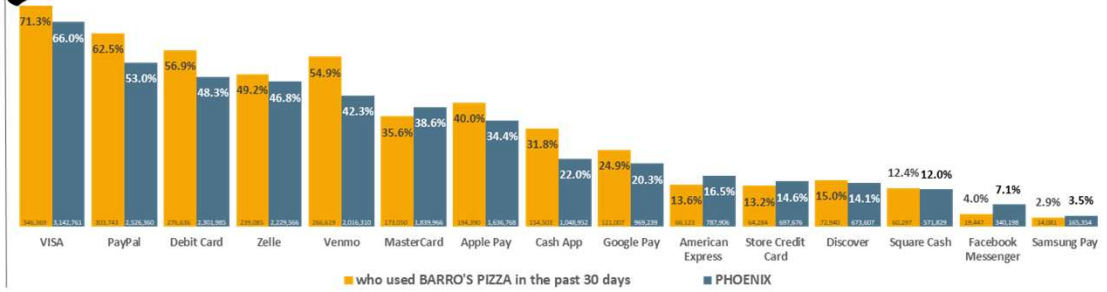
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 251

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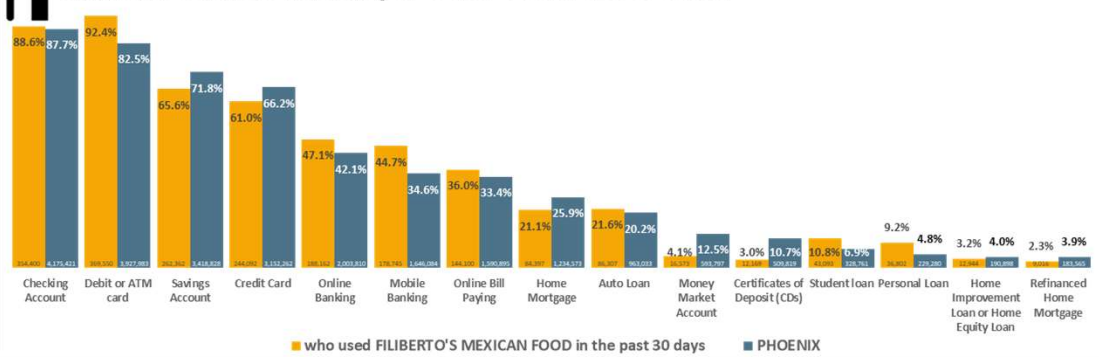
Quick service restaurants used past 30 days: Barro's Pizza

8.4% or 399,841 of PHOENIX DMA Adults 18 or older used FILIBERTO'S MEXICAN FOOD in the past 30 days. Adults 18 or older who used FILIBERTO'S MEXICAN FOOD in the past 30 days are 21.3% more likely to have a 401K, 6.8% more likely to have an Auto Loan, 6.5% less likely to Invest/Trade Stocks Online, 44.3% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



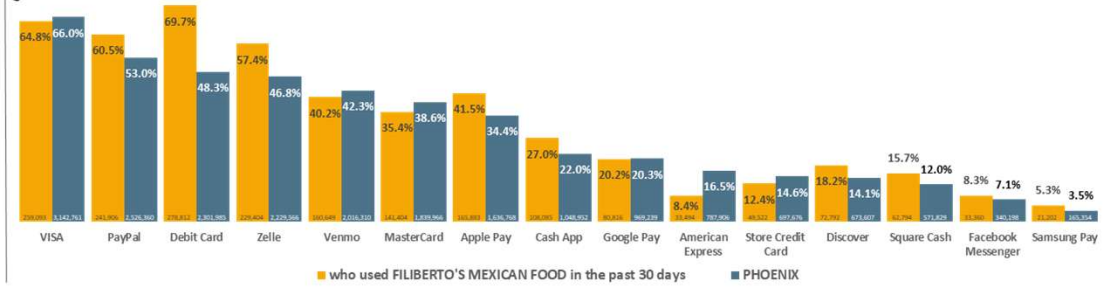
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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Quick service restaurants used past 30 days: Filiberto's Mexican

Macayo's Mexican Food

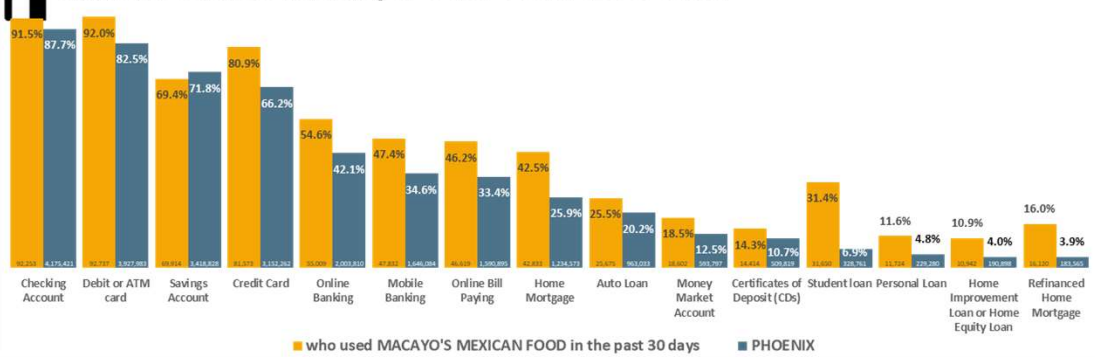
PHX

2.1% or 100,811 of PHOENIX DMA Adults 18 or older used MACAYO'S MEXICAN FOOD in the past 30 days. Adults 18 or older who used MACAYO'S MEXICAN FOOD in the past 30 days are 11.1% more likely to have a 401K, 26.6% more likely to have an Auto Loan, 6.5% less likely to Invest/Trade Stocks Online, 20.6% more likely to pay with their Debit Card.

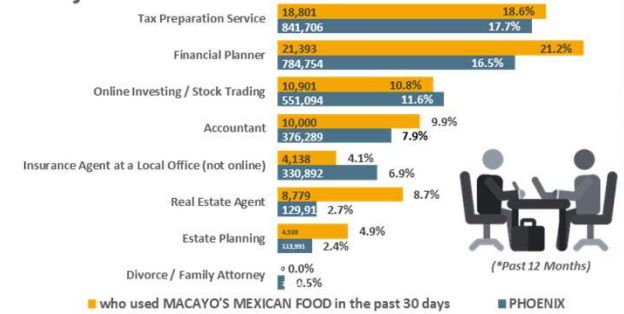
Investments Owned: Adults 18 or older



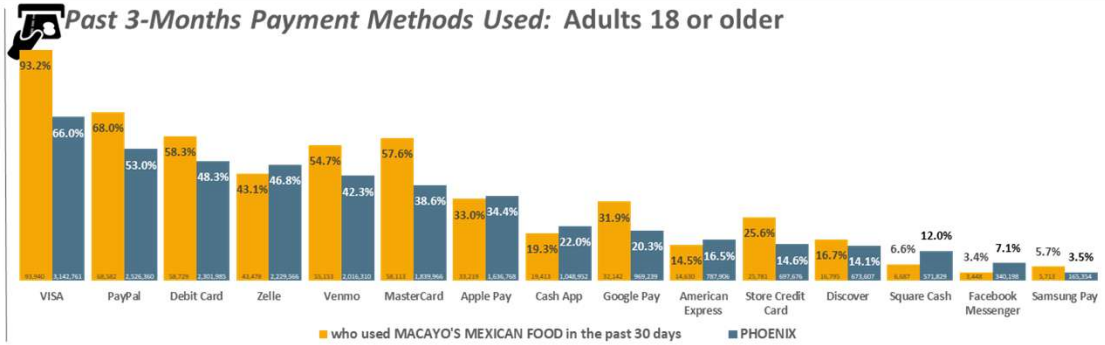
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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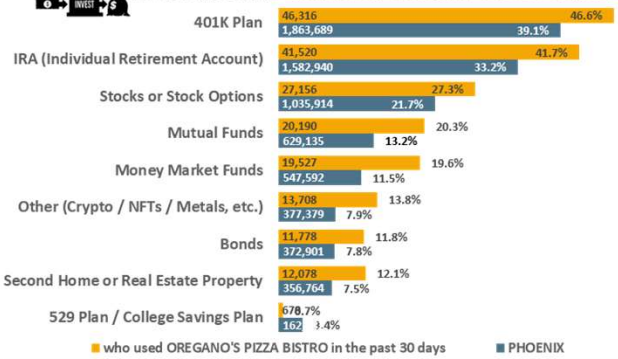
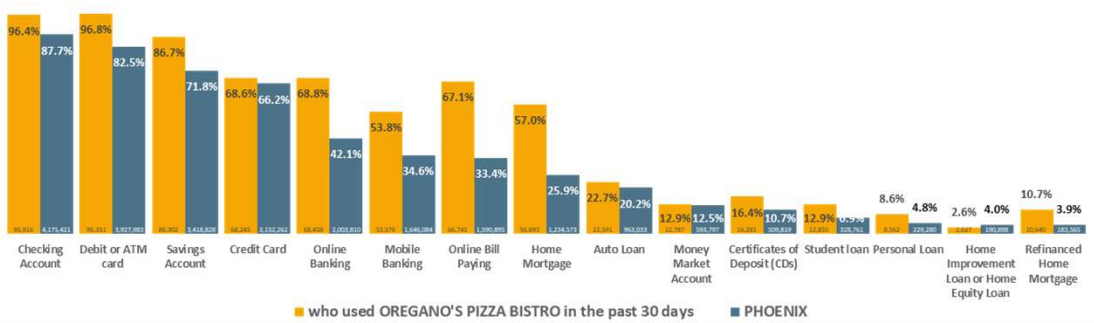
Sit-down restaurants used past 30 days: Macayo's

2.1% or 99,495 of PHOENIX DMA Adults 18 or older used OREGANO'S PIZZA BISTRO in the past 30 days. Adults 18 or older who used OREGANO'S PIZZA BISTRO in the past 30 days are 19.% more likely to have a 401K, 12.3% more likely to have an Auto Loan, 34.6% more likely to Invest/Trade Stocks Online, 22.6% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



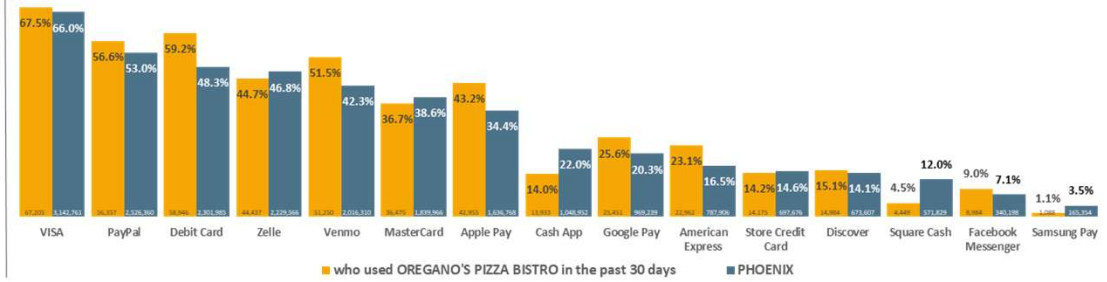
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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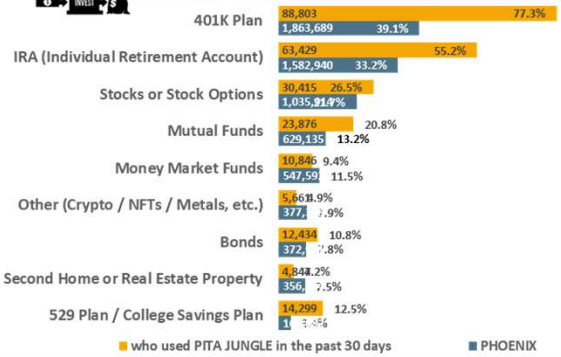
Sit-down restaurants used past 30 days: Oregano's Pizza Bistro

PITA JUNGLE

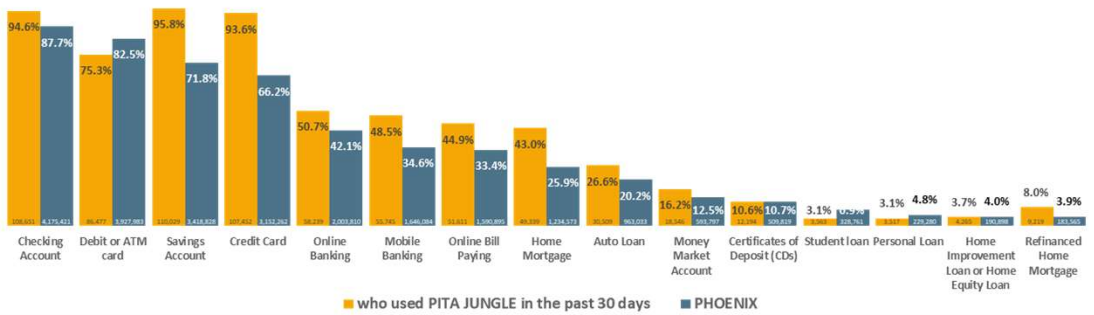
PHX

2.4% or 114,830 of PHOENIX DMA Adults 18 or older used PITA JUNGLE in the past 30 days.
Adults 18 or older who used PITA JUNGLE in the past 30 days are 97.7% more likely to have a 401K, 31.4% more likely to have an Auto Loan, 36.9% more likely to Invest/Trade Stocks Online, 43.% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

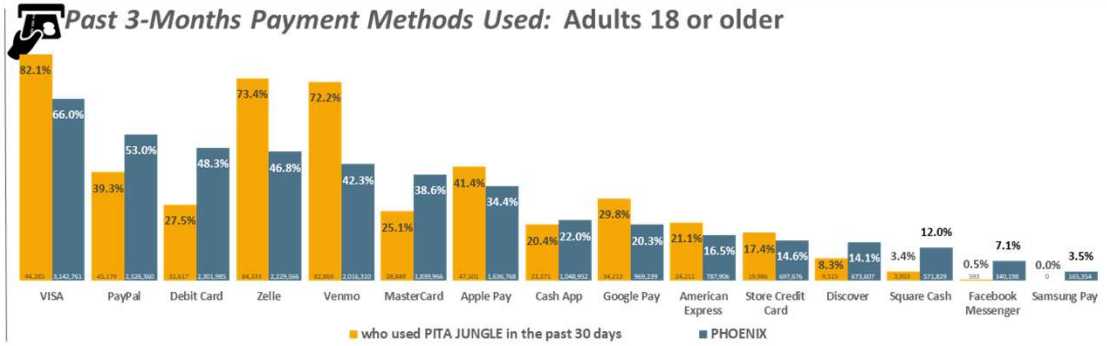


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



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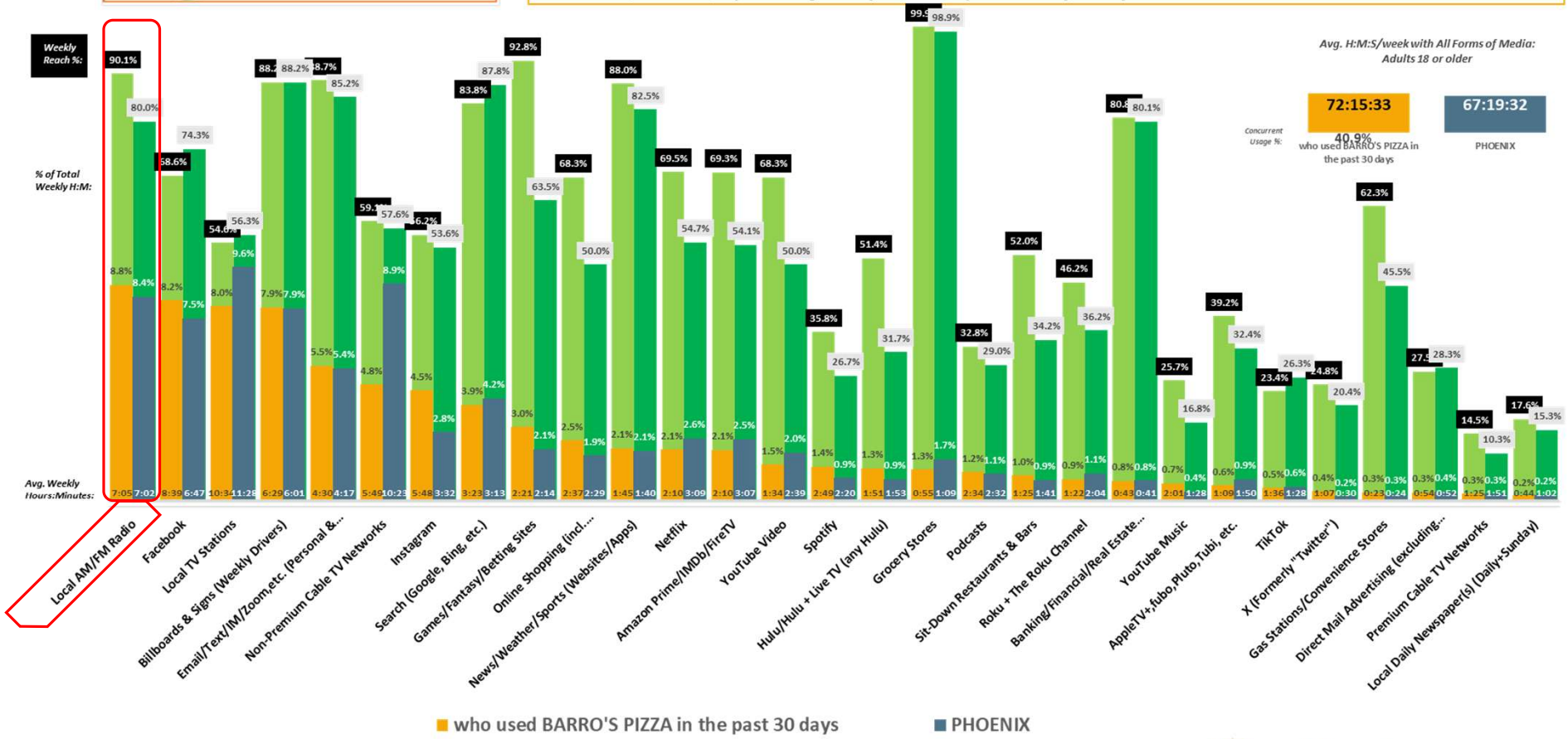
Sit-down restaurants used past 30 days: Pita Jungle

Adults 18 or older who used BARRO'S PIZZA in the past 30 days spend an average of 3 days, 0 hours, 15 minutes and 33 seconds each week with All Forms of Media.

90.1% of Adults 18 or older who used BARRO'S PIZZA in the past 30 days spend an avg. of 7 hours and 5 minutes each week listening to All Local AM/FM Radio, representing 8.8% of total time spent with all forms of Media.



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 251 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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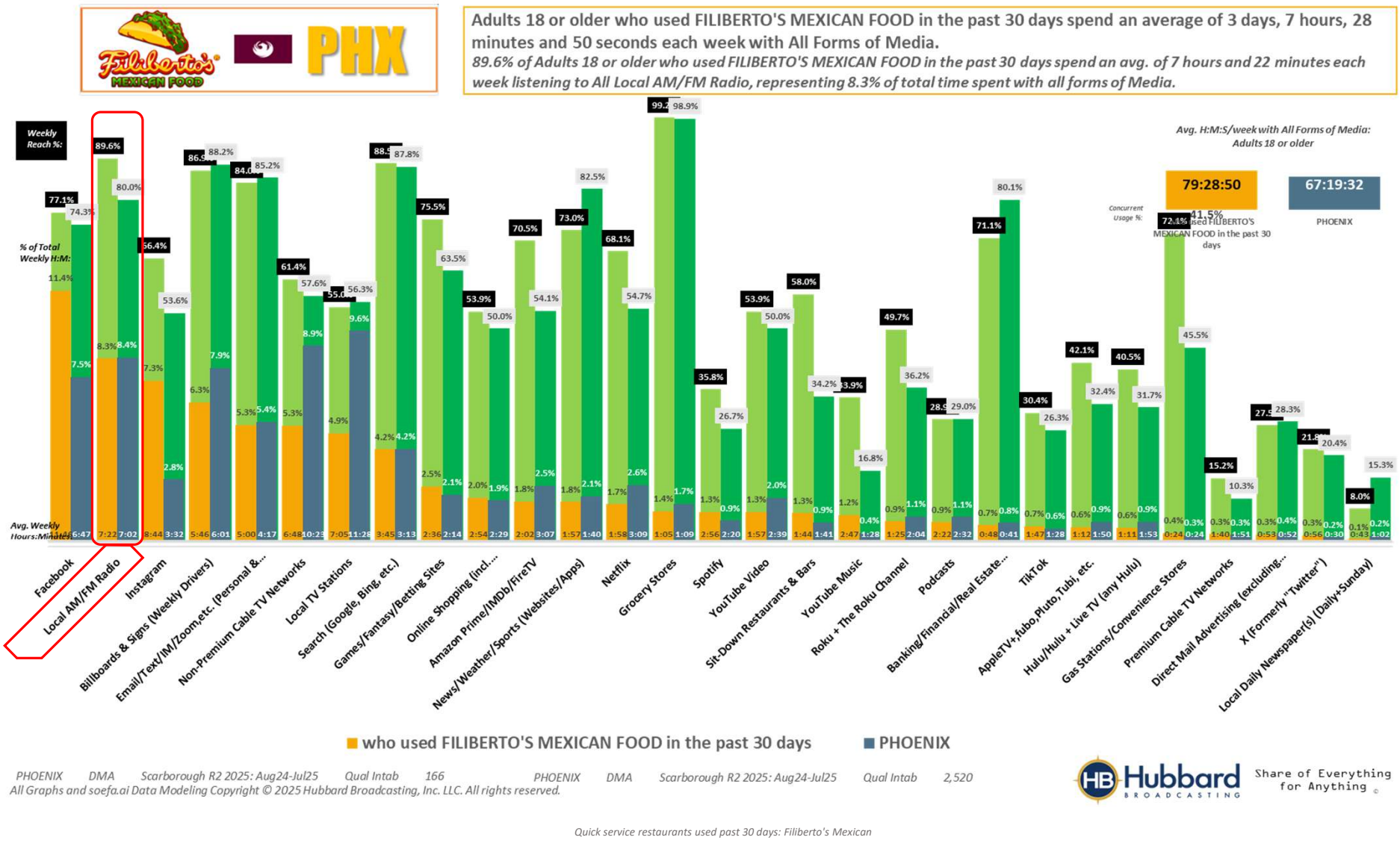
Quick service restaurants used past 30 days: Barro's Pizza



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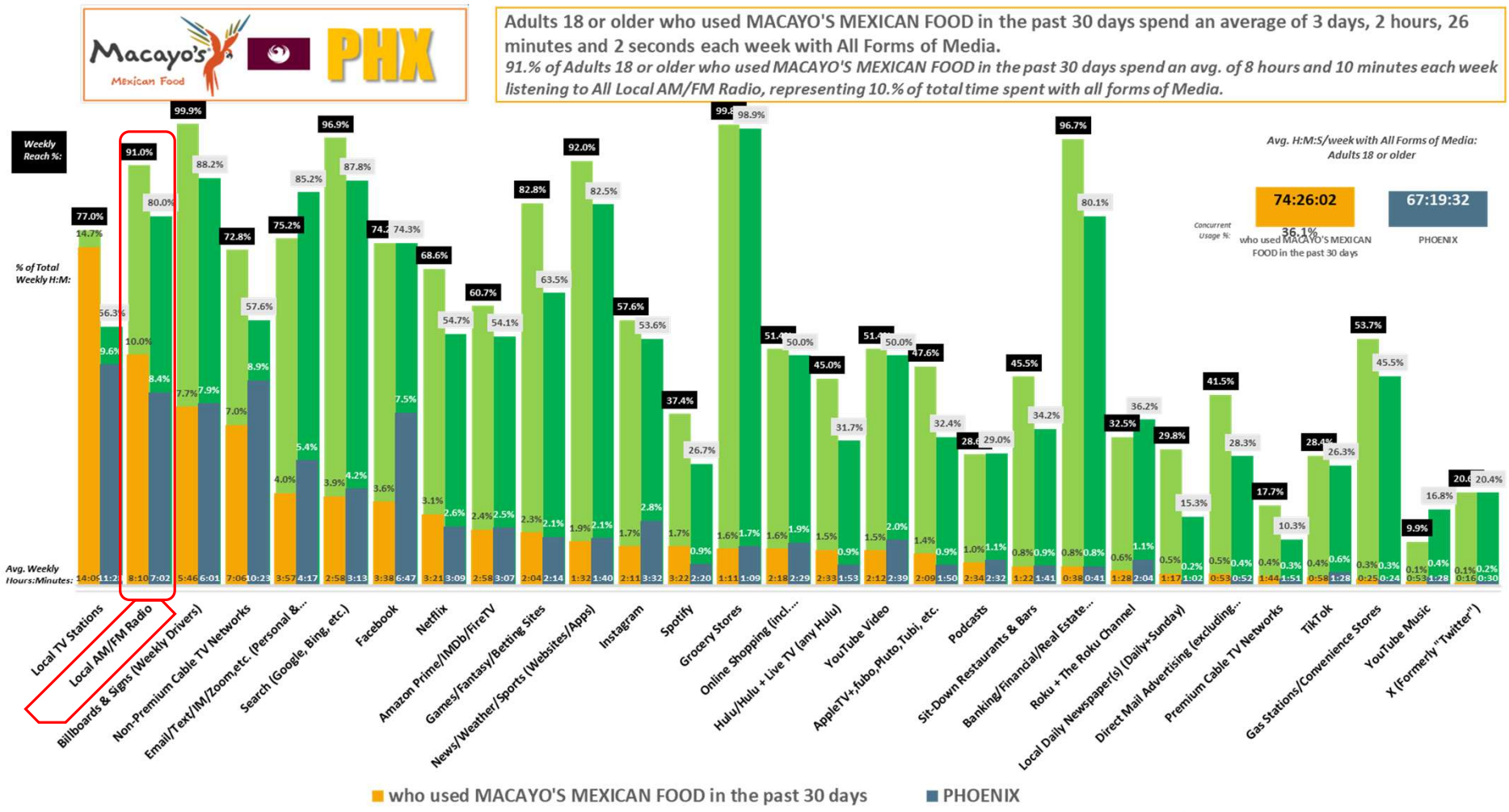
Quick service restaurants used past 30 days: Filiberto's Mexican



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 60 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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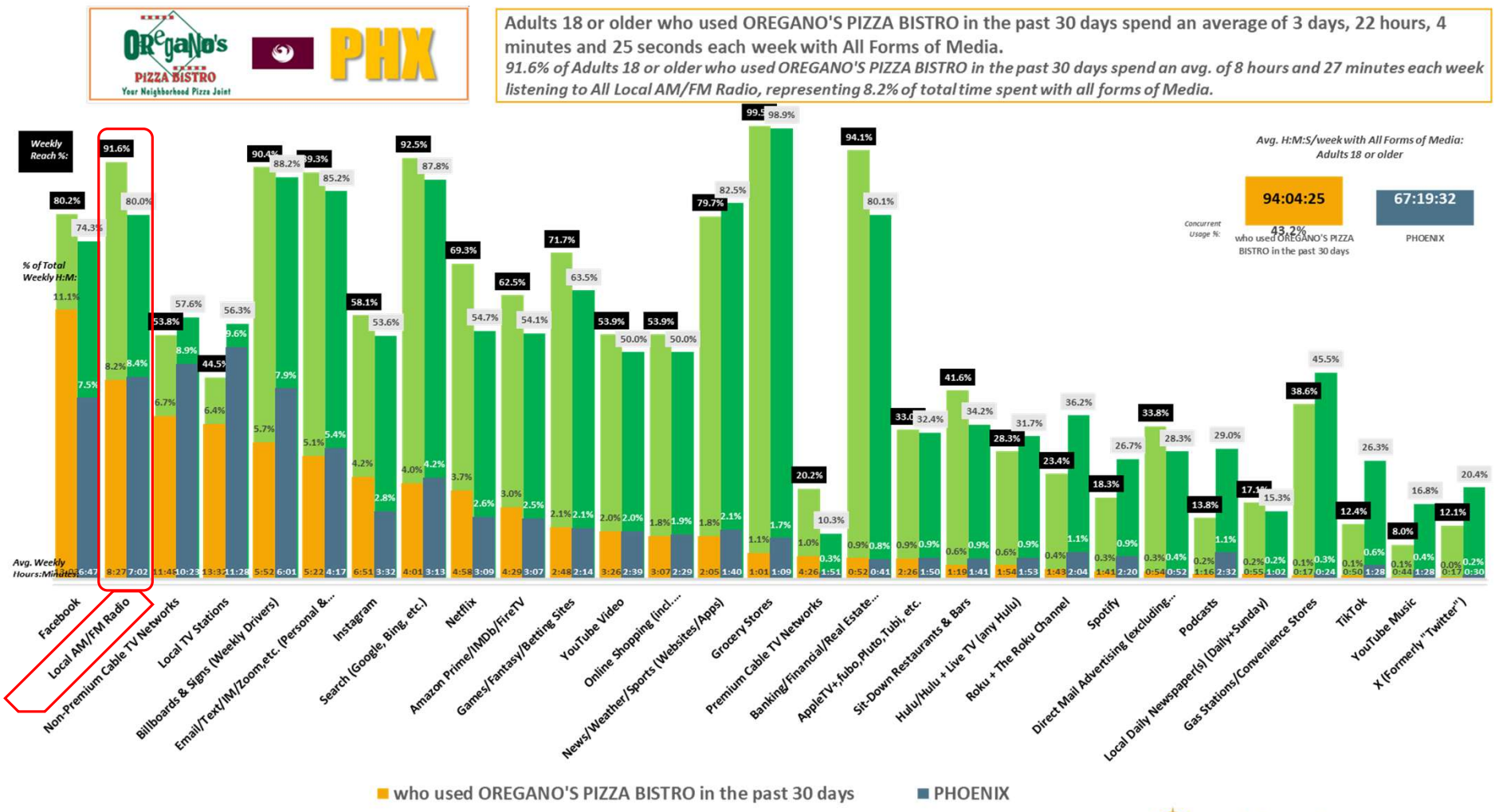
Sit-down restaurants used past 30 days: Macayo's



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 70 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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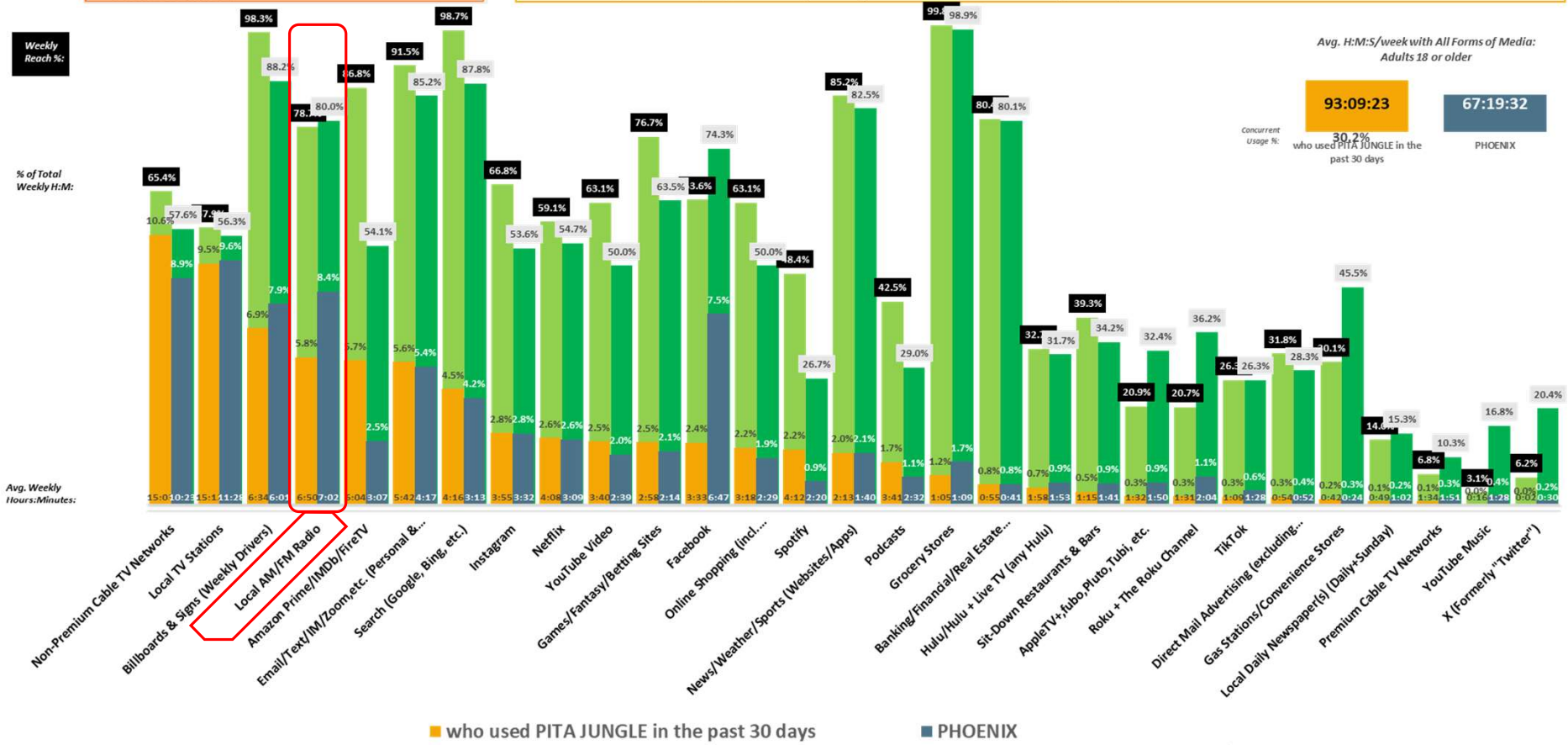
Sit-down restaurants used past 30 days: Oregano's Pizza Bistro

PITA JUNGLE

PHX

Adults 18 or older who used PITA JUNGLE in the past 30 days spend an average of 3 days, 21 hours, 9 minutes and 23 seconds each week with All Forms of Media.

78.7% of Adults 18 or older who used PITA JUNGLE in the past 30 days spend an avg. of 6 hours and 50 minutes each week listening to All Local AM/FM Radio, representing 5.8% of total time spent with all forms of Media.



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 71 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520
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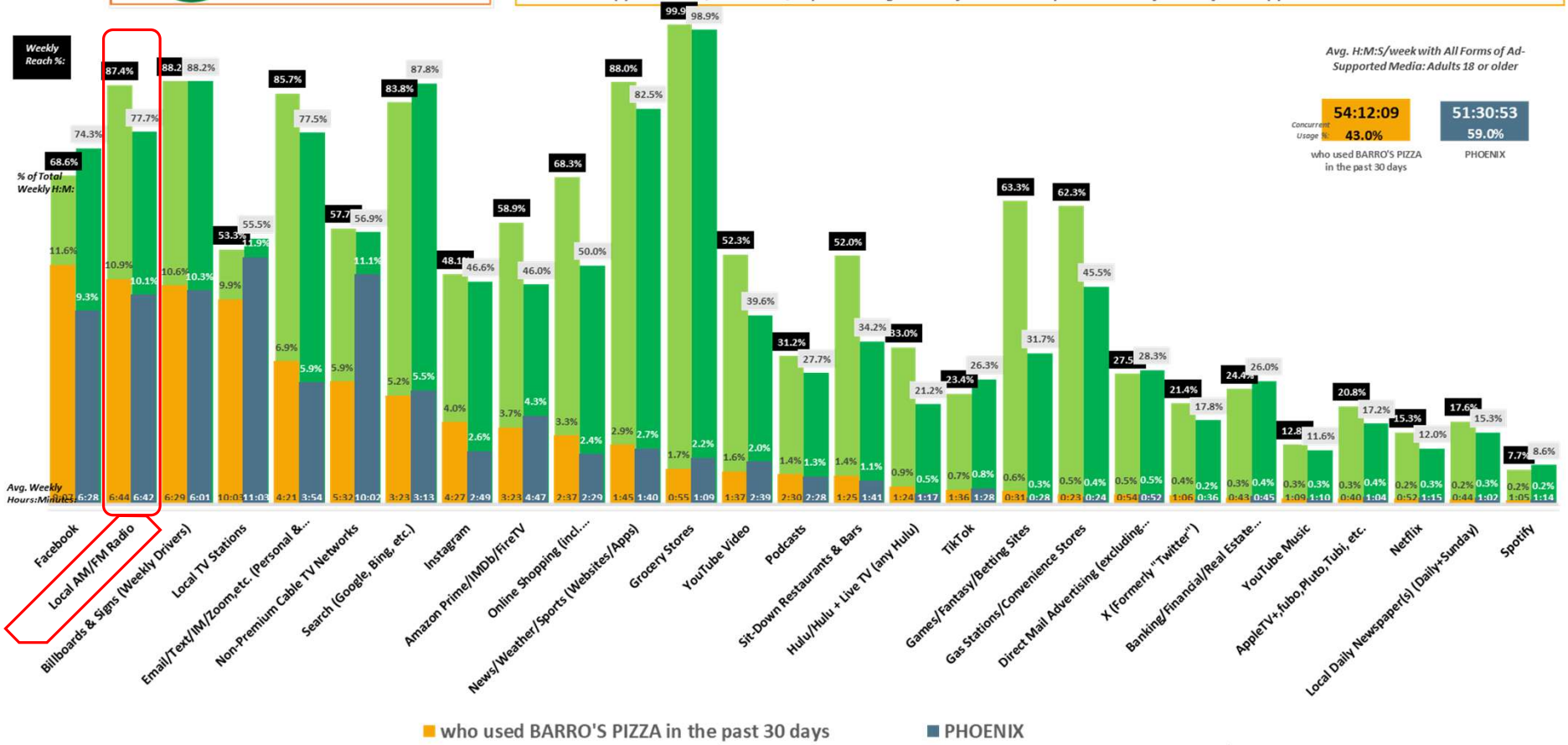
Sit-down restaurants used past 30 days: Pita Jungle

Adults 18 or older who used BARRO'S PIZZA in the past 30 days spend an average of 2 days, 6 hours, 12 minutes and 9 seconds each week with All Forms of Ad-Supported Media.

87.4% of Adults 18 or older who used BARRO'S PIZZA in the past 30 days spend an avg. of 6 hours and 44 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.9% of total time spent with all forms of Ad-Supported Media.



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 251 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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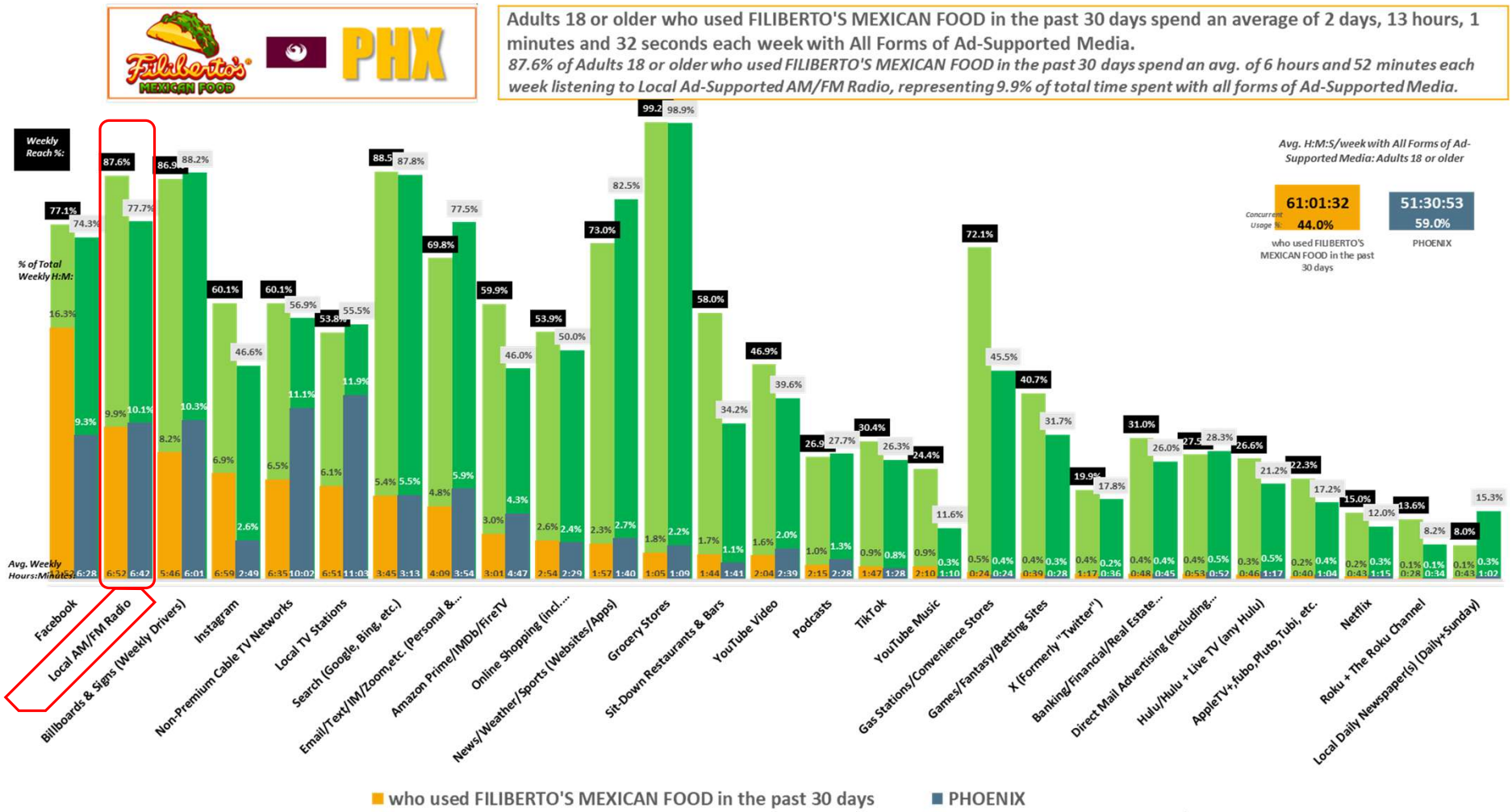
Quick service restaurants used past 30 days: Barro's Pizza



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 166 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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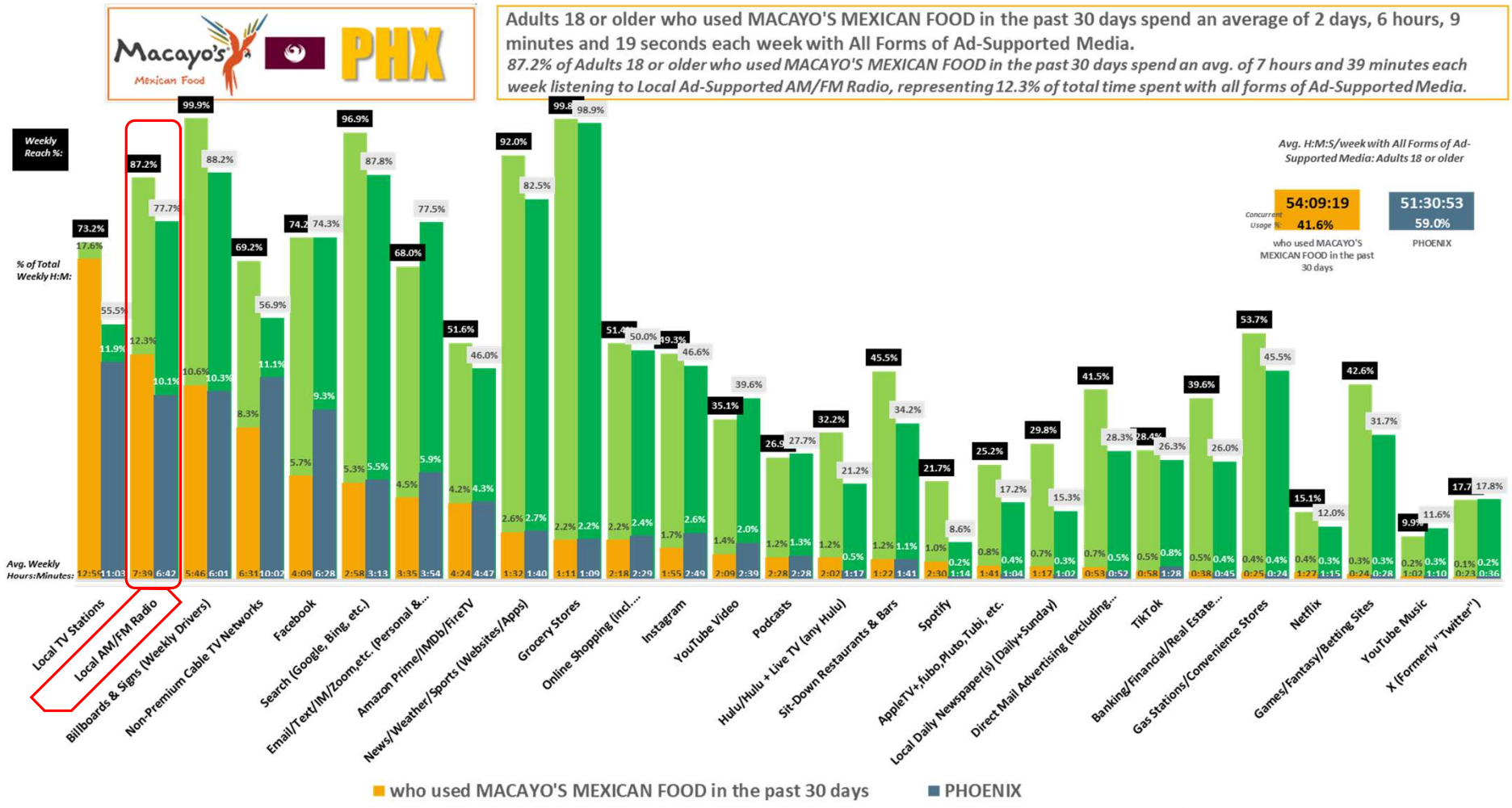
Quick service restaurants used past 30 days: Filiberto's Mexican



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 60 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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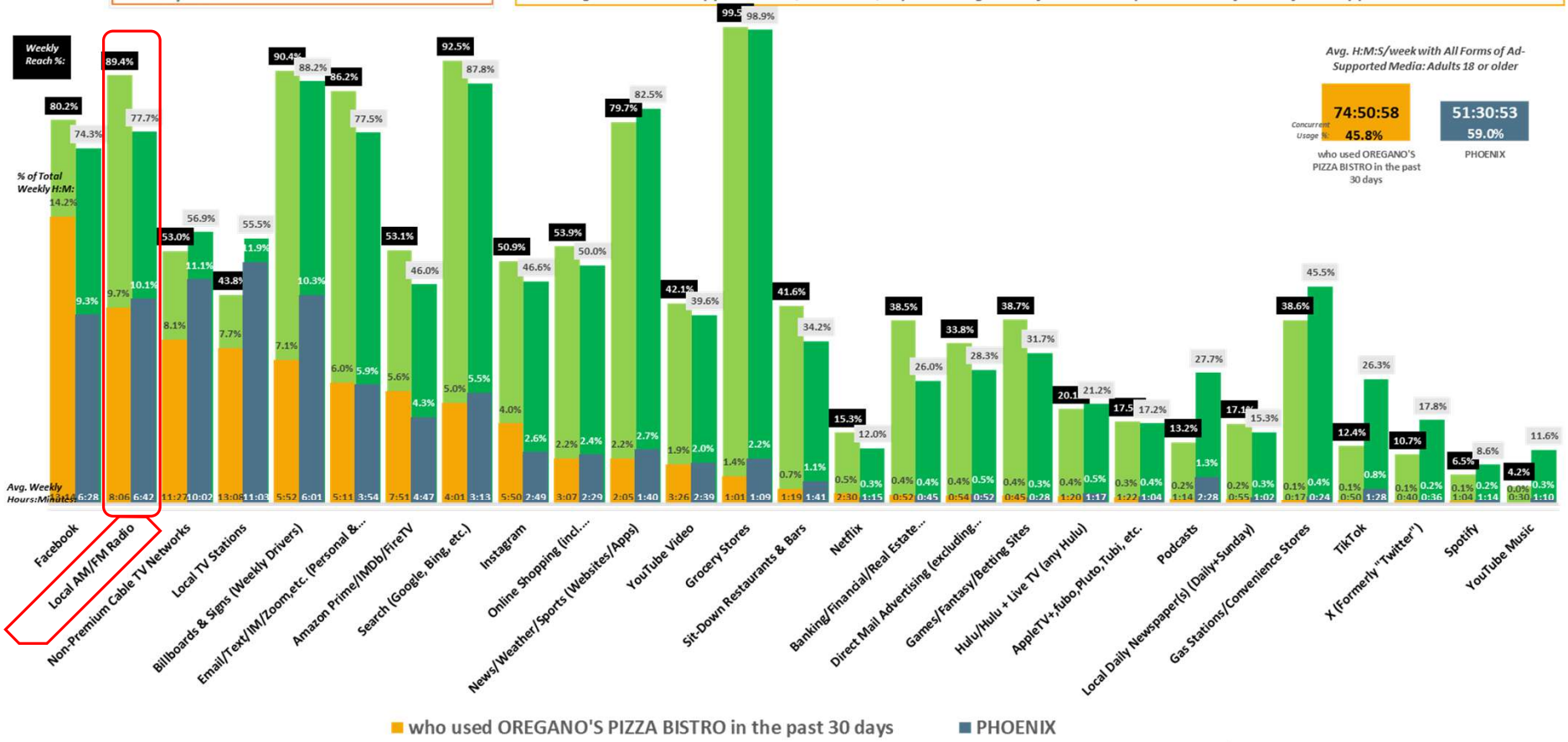
Sit-down restaurants used past 30 days: Macayo's

Adults 18 or older who used OREGANO'S PIZZA BISTRO in the past 30 days spend an average of 3 days, 2 hours, 50 minutes and 58 seconds each week with All Forms of Ad-Supported Media.

89.4% of Adults 18 or older who used OREGANO'S PIZZA BISTRO in the past 30 days spend an avg. of 8 hours and 6 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.7% of total time spent with all forms of Ad-Supported Media.



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 70 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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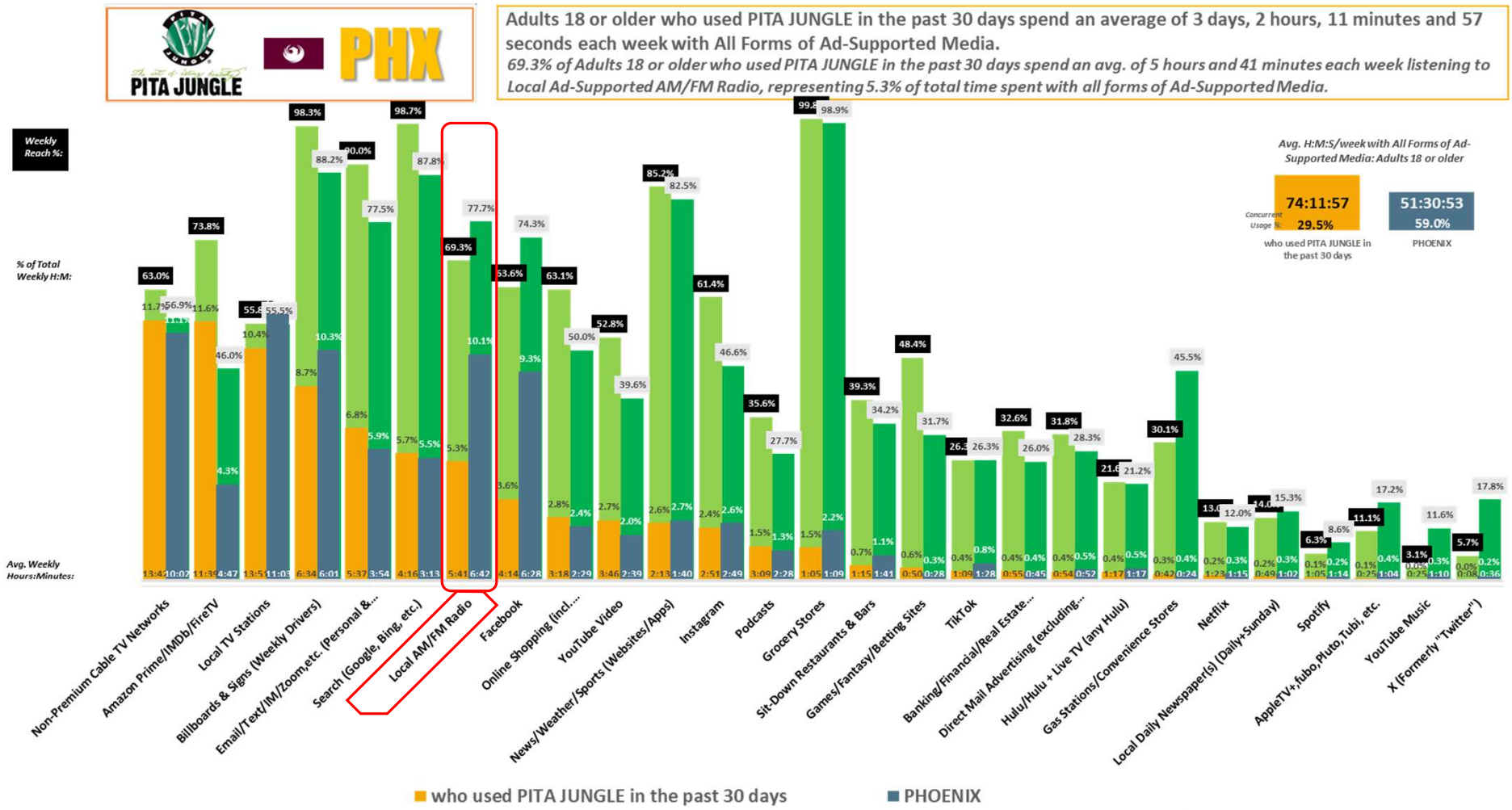
Sit-down restaurants used past 30 days: Oregano's Pizza Bistro



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 71 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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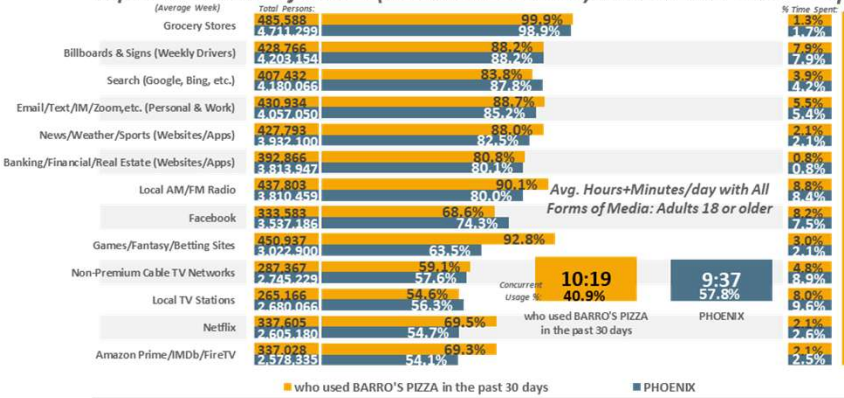
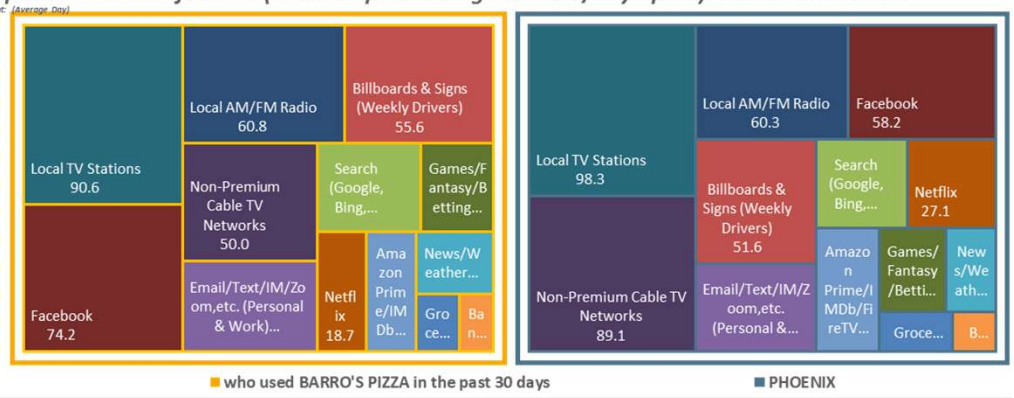
Sit-down restaurants used past 30 days: Pita Jungle

Adults 18 or older who used BARRO'S PIZZA in the past 30 days spend an average of 7 hours and 44 minutes each day with All Forms of Ad-Supported Media. 87.4% listen to Local AM/FM Radio for an avg. of 57.8 minutes/day. *(Local Radio delivers 10.9% of Time with Ad-Supported Media.)*

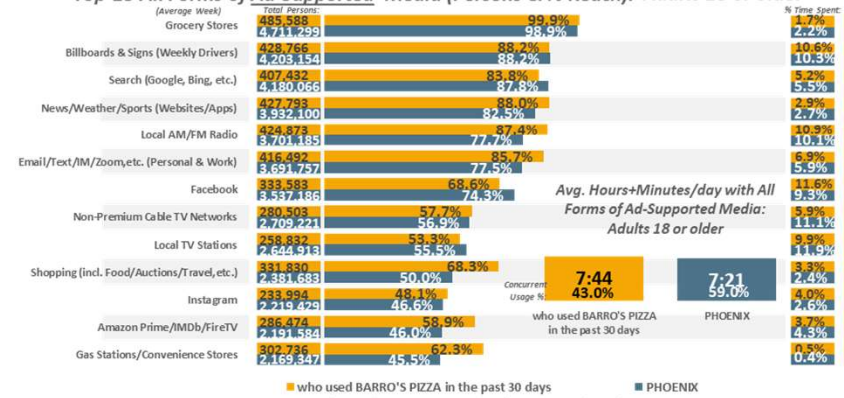
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



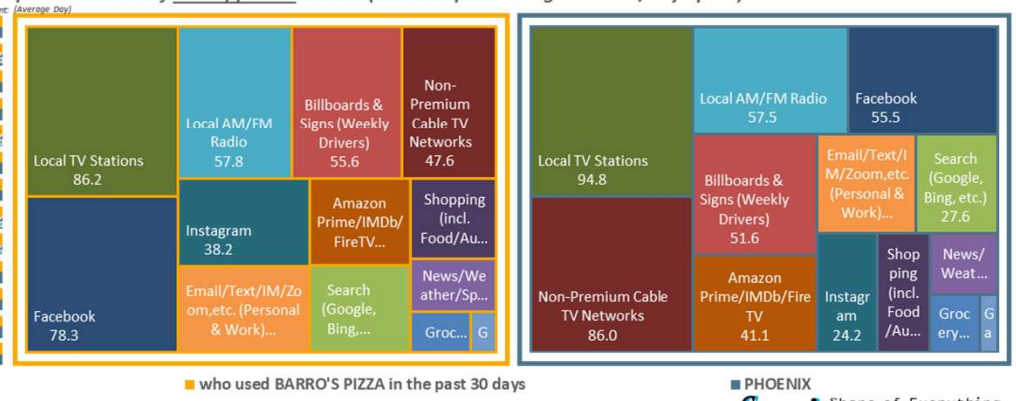
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 251

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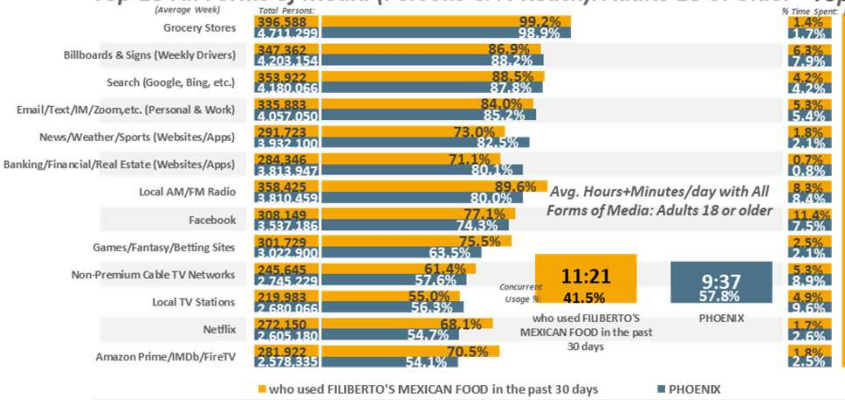
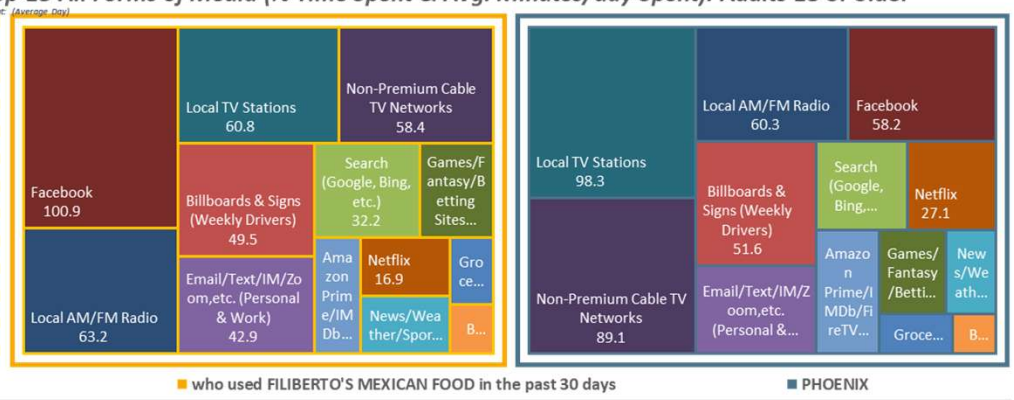
Quick service restaurants used past 30 days: Barro's Pizza

Adults 18 or older who used FILIBERTO'S MEXICAN FOOD in the past 30 days spend an average of 8 hours and 43 minutes each day with All Forms of Ad-Supported Media. 87.6% listen to Local AM/FM Radio for an avg. of 58.9 minutes/day. *(Local Radio delivers 9.9% of Time with Ad-Supported Media.)*

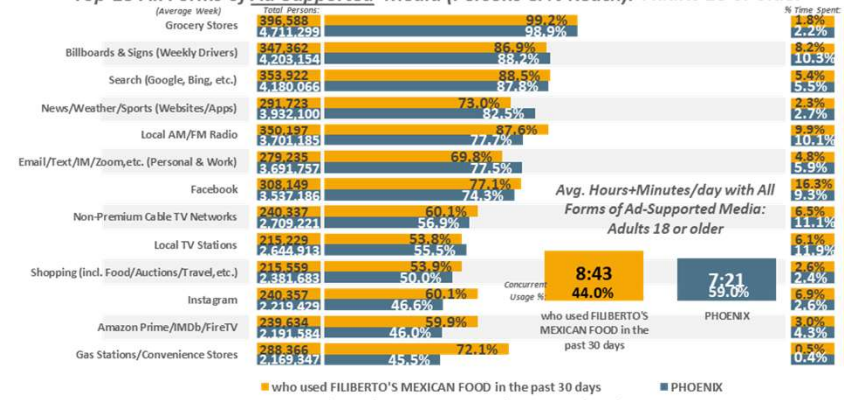
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



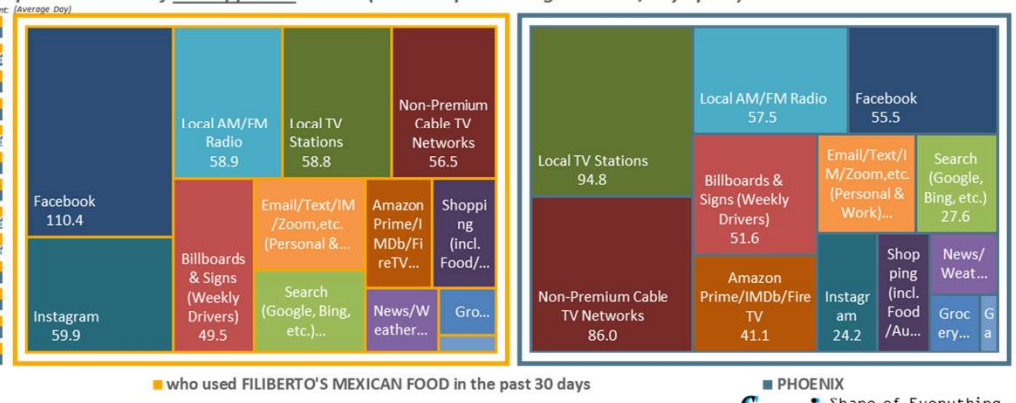
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 166

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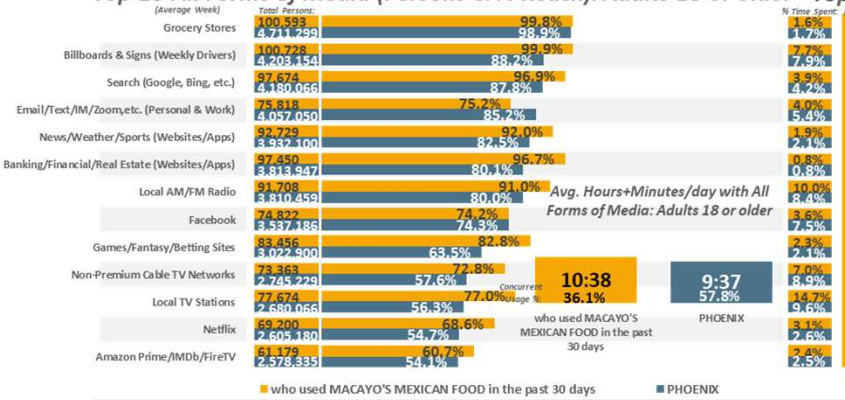
Quick service restaurants used past 30 days: Filiberto's Mexican

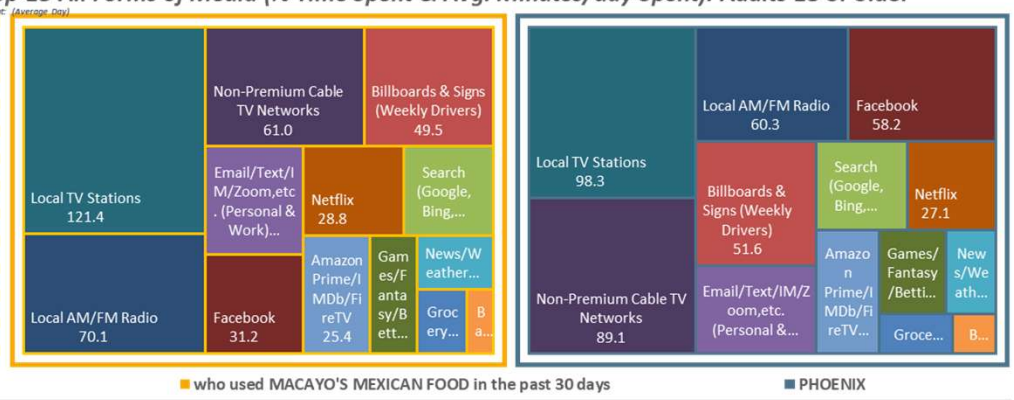
Macayo's Mexican Food PHX

Adults 18 or older who used MACAYO'S MEXICAN FOOD in the past 30 days spend an average of 7 hours and 44 minutes each day with All Forms of Ad-Supported Media. 87.2% listen to Local AM/FM Radio for an avg. of 65.7 minutes/day. *(Local Radio delivers 12.3% of Time with Ad-Supported Media.)*

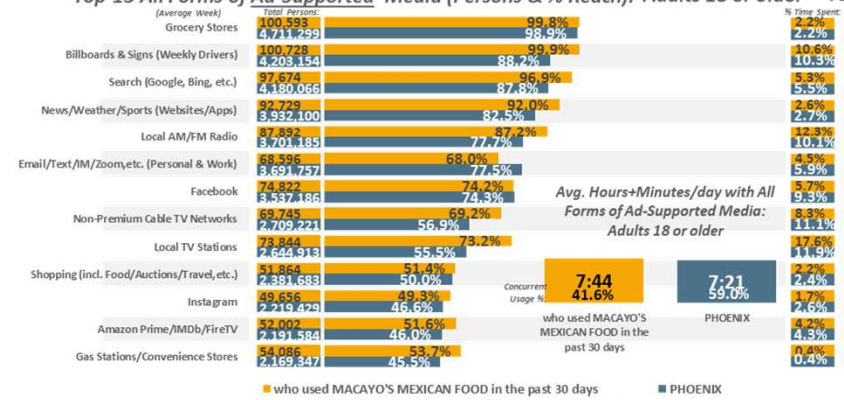
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



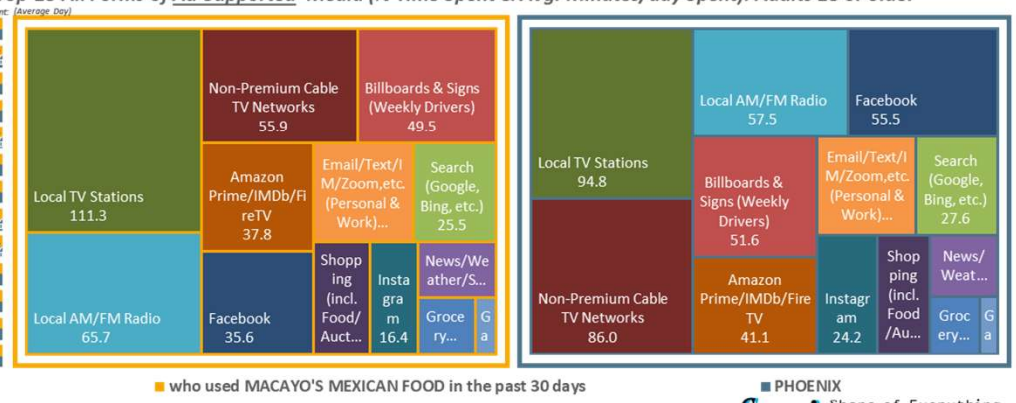
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 60

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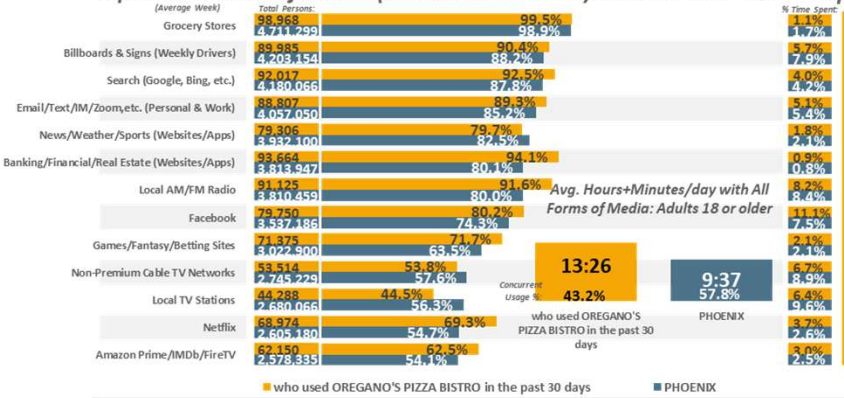
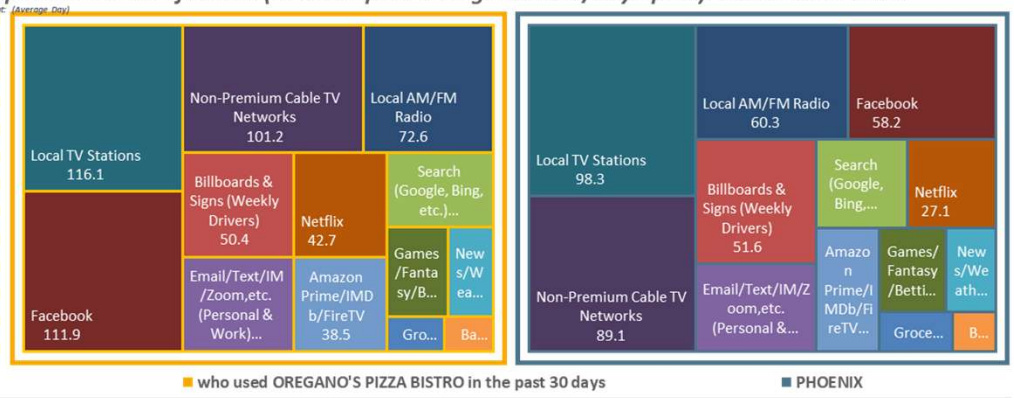
Sit-down restaurants used past 30 days: Macayo's

Adults 18 or older who used OREGANO'S PIZZA BISTRO in the past 30 days spend an average of 10 hours and 41 minutes each day with All Forms of Ad-Supported Media. 89.4% listen to Local AM/FM Radio for an avg. of 69.5 minutes/day. *(Local Radio delivers 9.7% of Time with Ad-Supported Media.)*

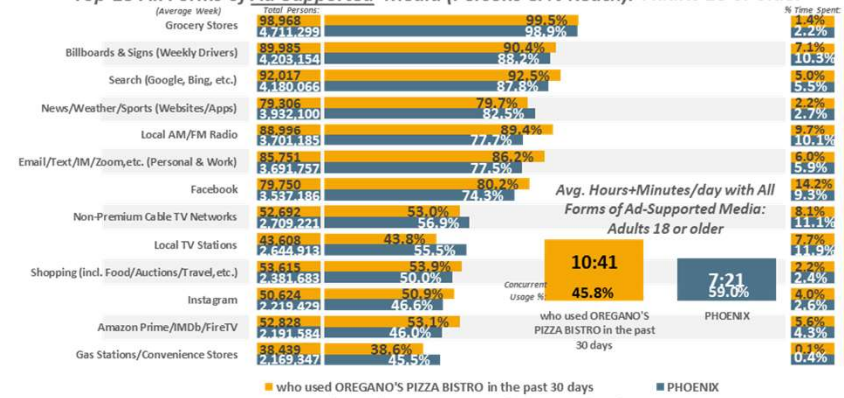
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



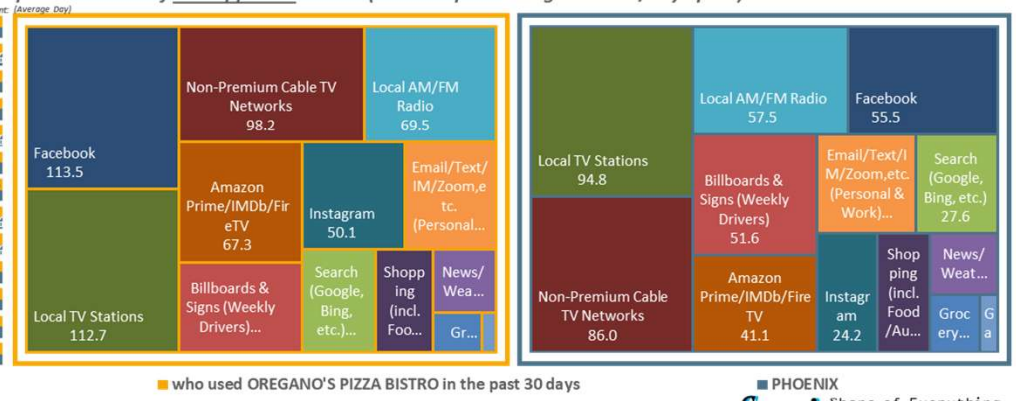
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 70

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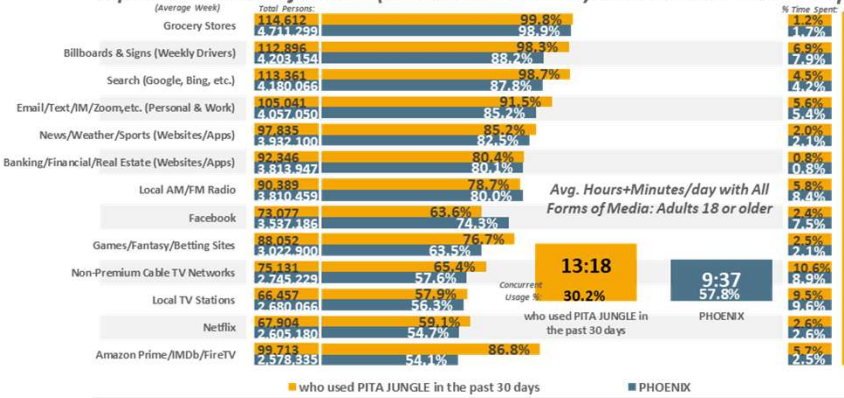
Sit-down restaurants used past 30 days: Oregano's Pizza Bistro

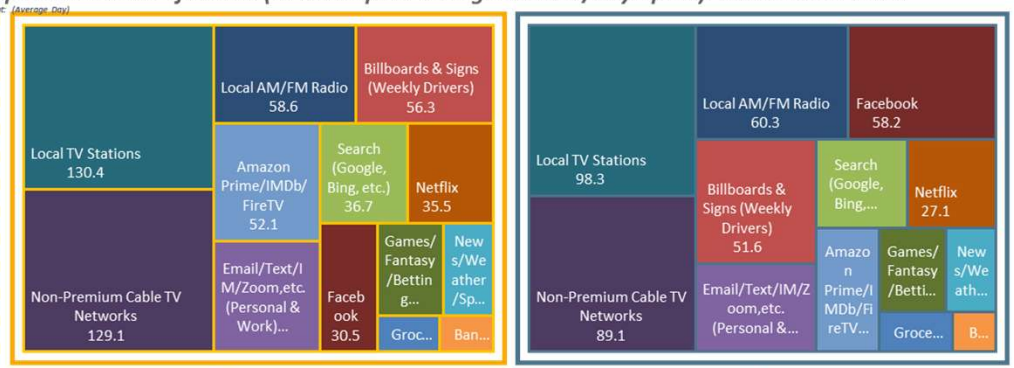
PITA JUNGLE PHX

Adults 18 or older who used PITA JUNGLE in the past 30 days spend an average of 10 hours and 36 minutes each day with All Forms of Ad-Supported Media. 69.3% listen to Local AM/FM Radio for an avg. of 48.8 minutes/day. *(Local Radio delivers 5.3% of Time with Ad-Supported Media.)*

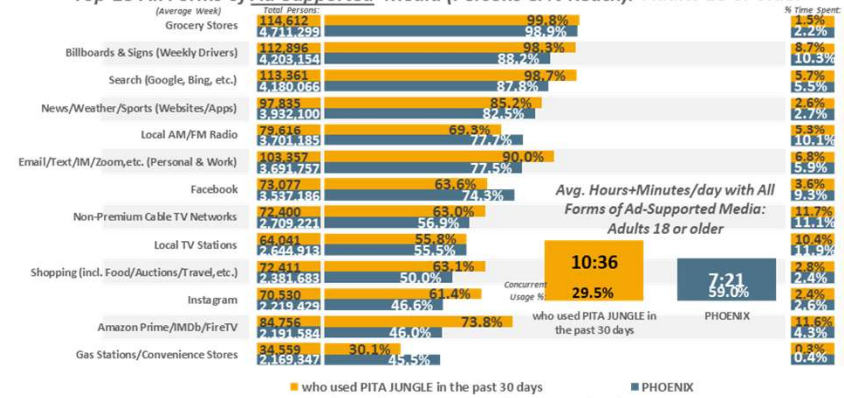
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



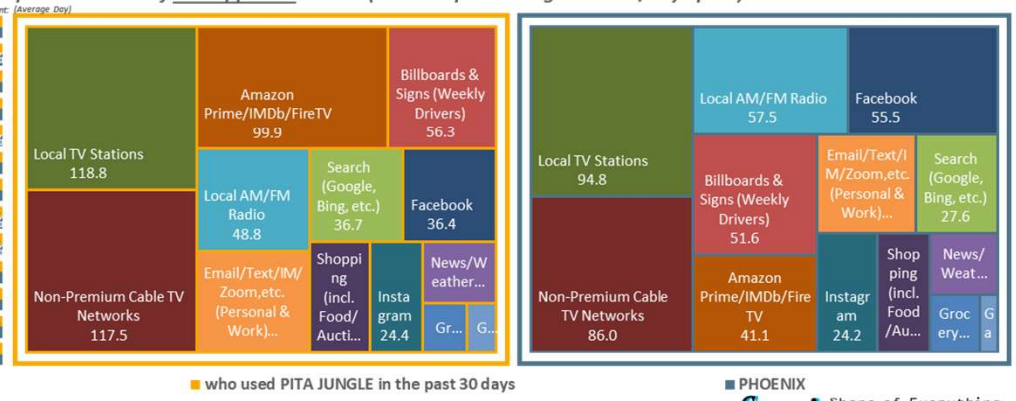
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 71

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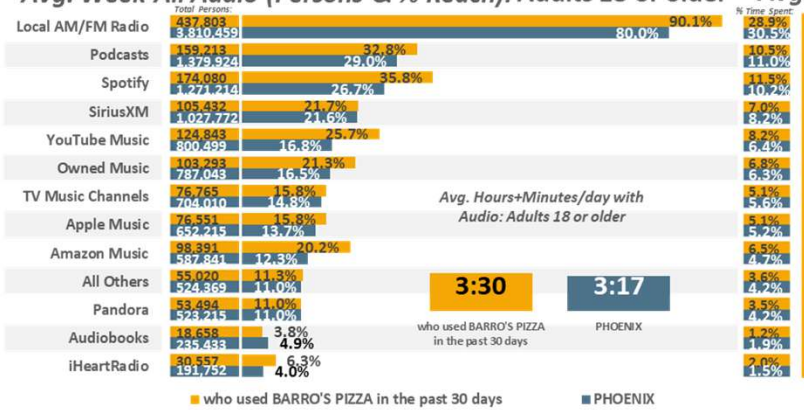
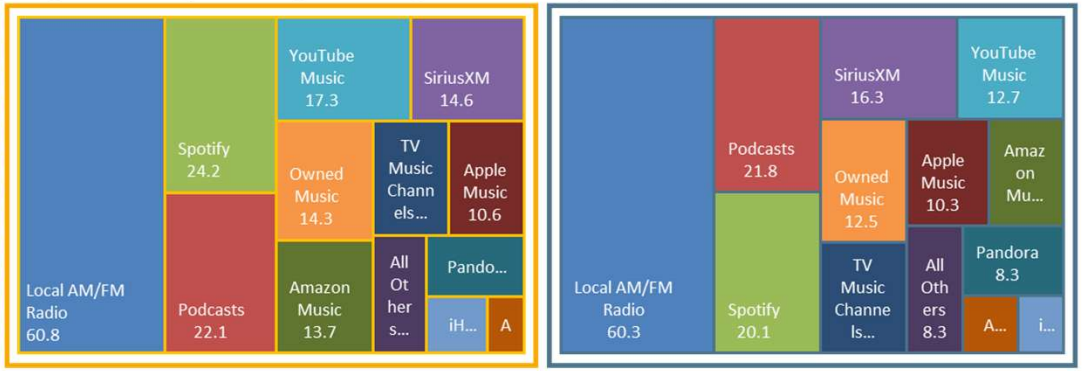
Sit-down restaurants used past 30 days: Pita Jungle

424,873 or 87.4% of Adults 18 or older who used BARRO'S PIZZA in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 57.8 minutes every day representing 43.1% of all time spent daily with Ad-Supported Audio.

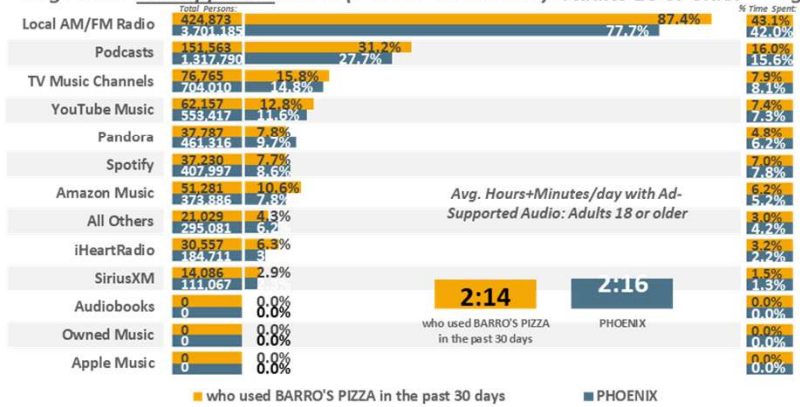
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



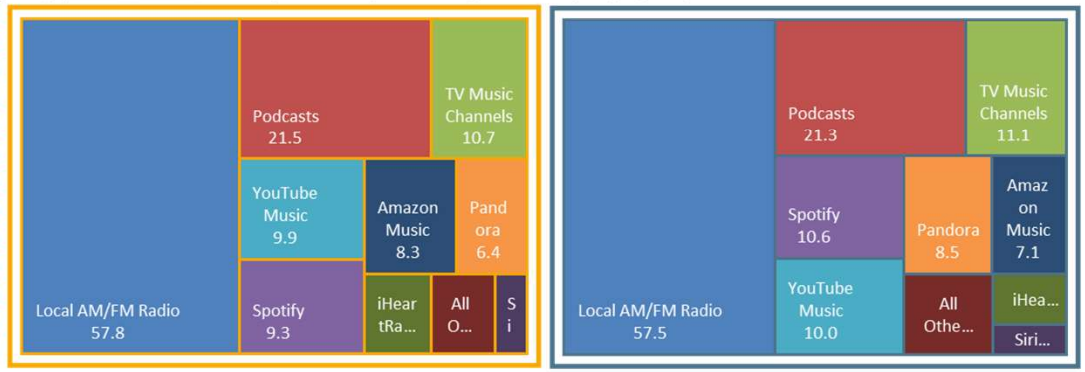
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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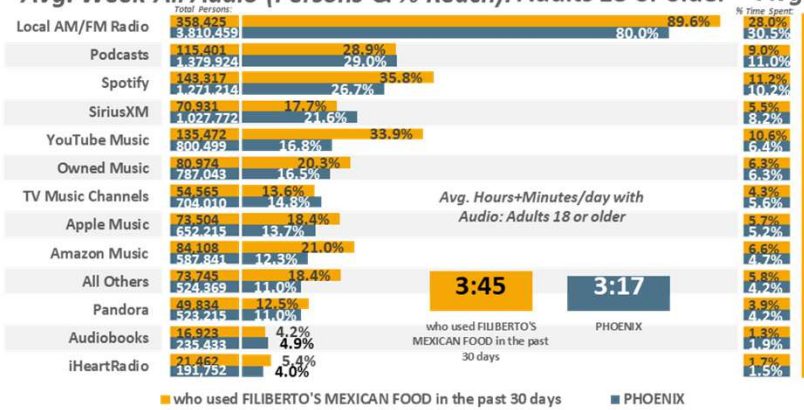
Quick service restaurants used past 30 days: Barro's Pizza

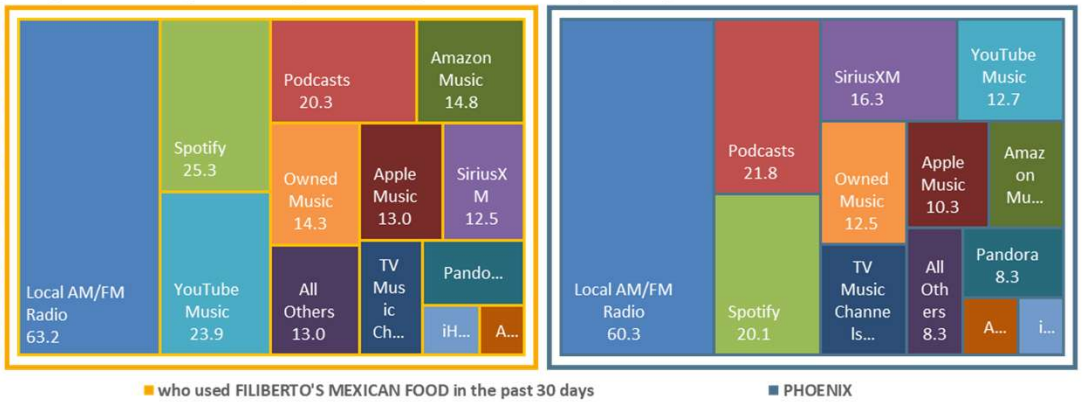
PHX

350,197 or 87.6% of Adults 18 or older who used FILIBERTO'S MEXICAN FOOD in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 58.9 minutes every day representing 38.8% of all time spent daily with Ad-Supported Audio.

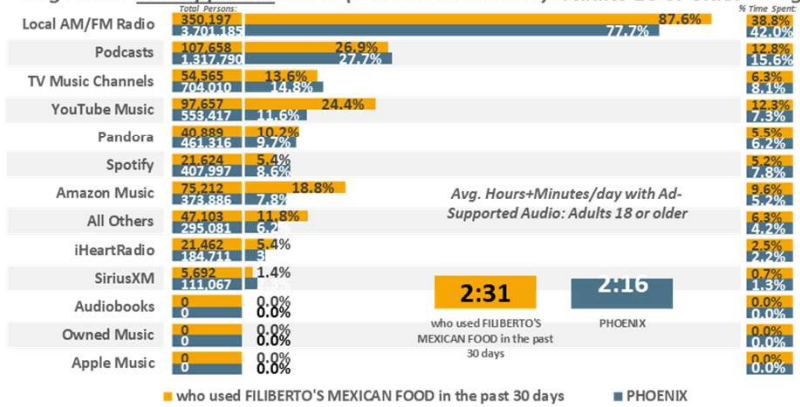
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



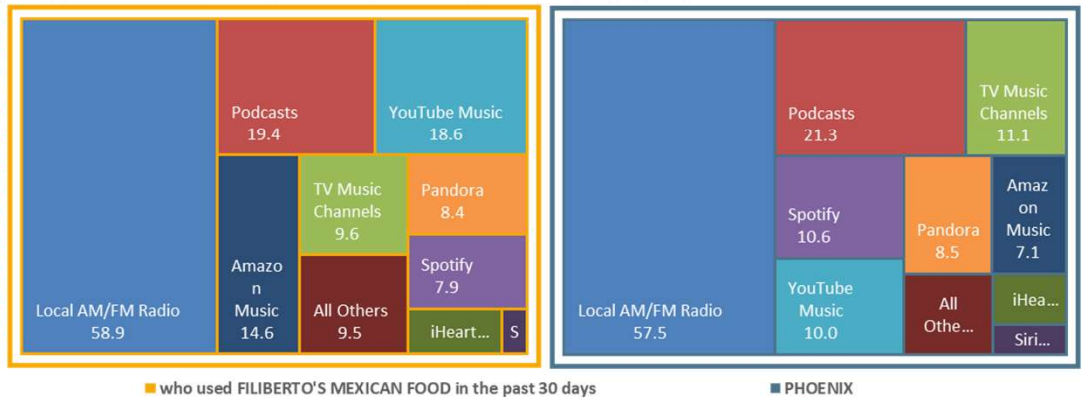
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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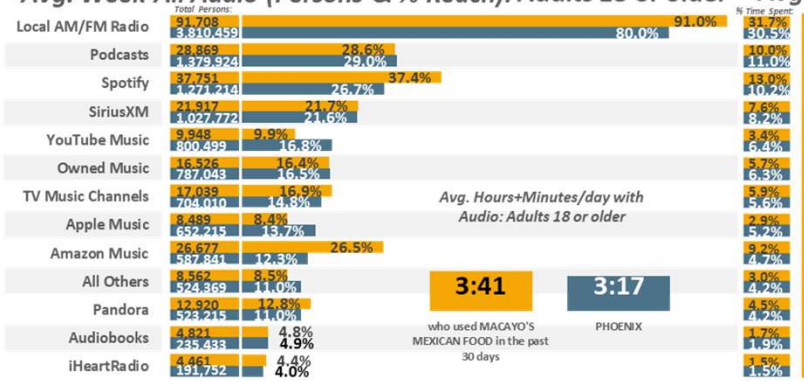
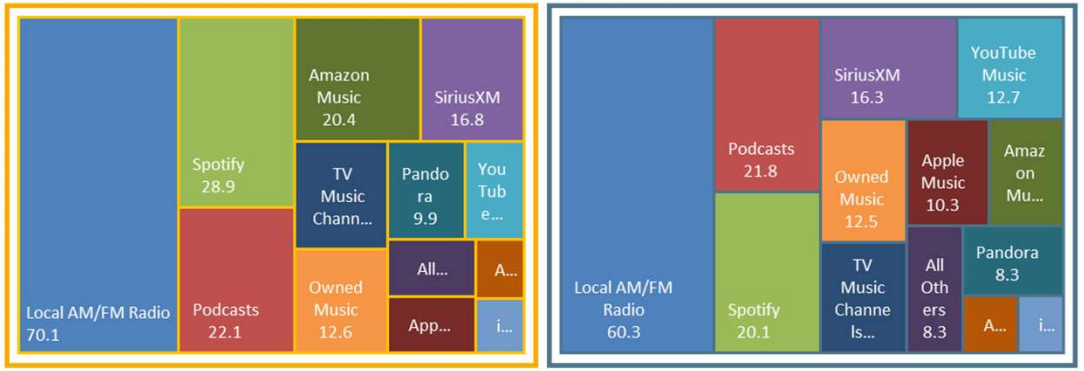
Quick service restaurants used past 30 days: Filiberto's Mexican

87,892 or 87.2% of Adults 18 or older who used MACAYO'S MEXICAN FOOD in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 65.7 minutes every day representing 40.9% of all time spent daily with Ad-Supported Audio.

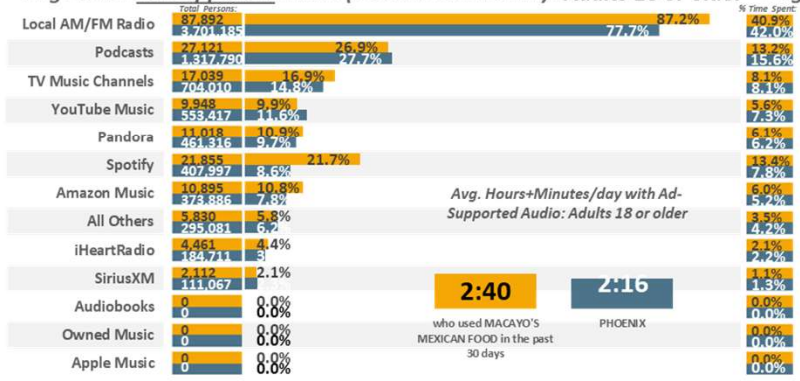
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



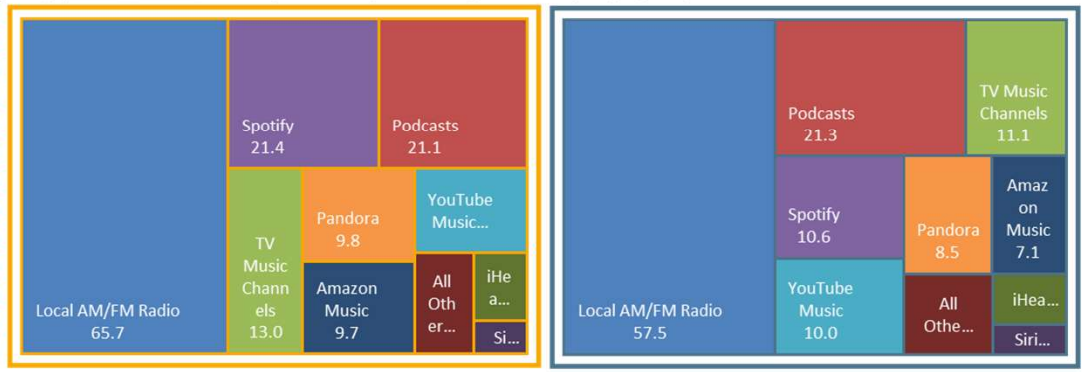
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 60

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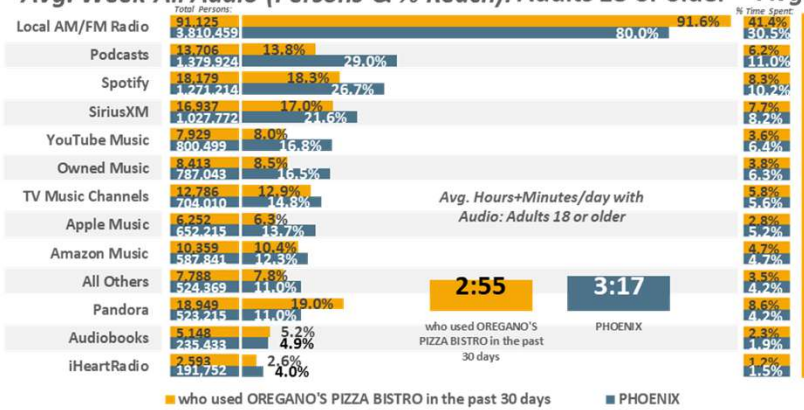
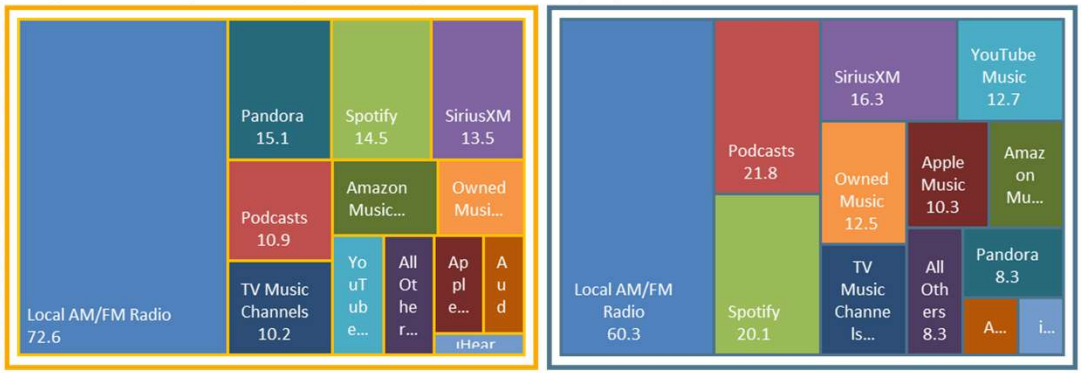
Sit-down restaurants used past 30 days: Macayo's

88,996 or 89.4% of Adults 18 or older who used OREGANO'S PIZZA BISTRO in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 69.5 minutes every day representing 51.9% of all time spent daily with Ad-Supported Audio.

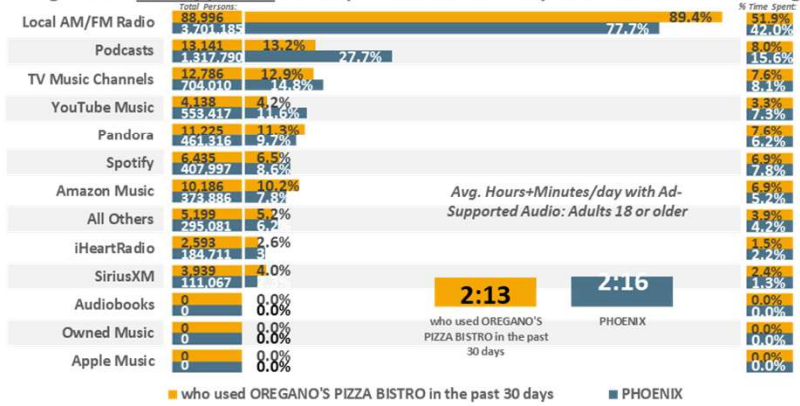
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 70

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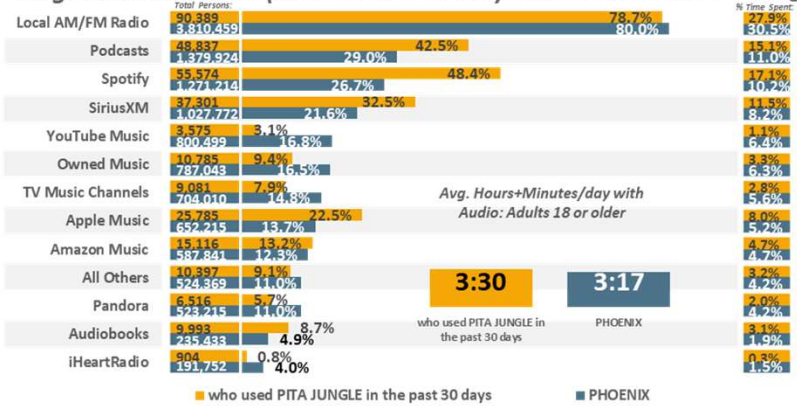
Sit-down restaurants used past 30 days: Oregano's Pizza Bistro

PITA JUNGLE

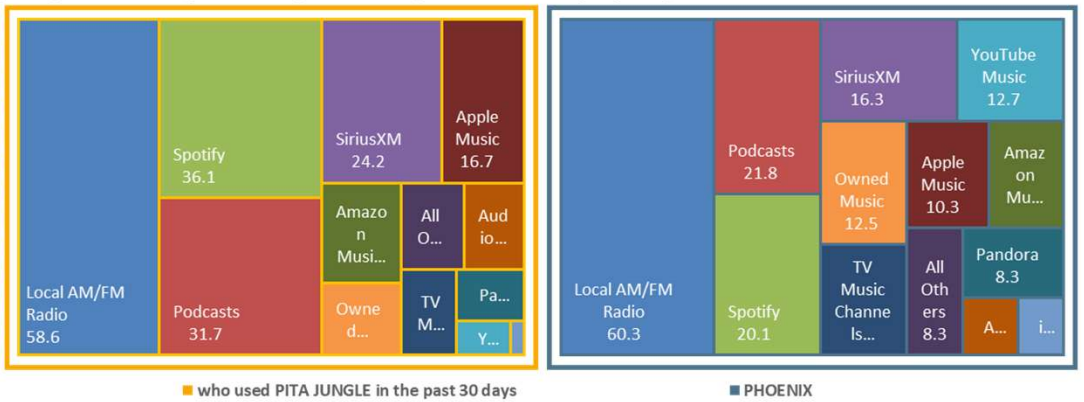
PHX

79,616 or 69.3% of Adults 18 or older who used PITA JUNGLE in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 48.8 minutes every day representing 44.% of all time spent daily with Ad-Supported Audio.

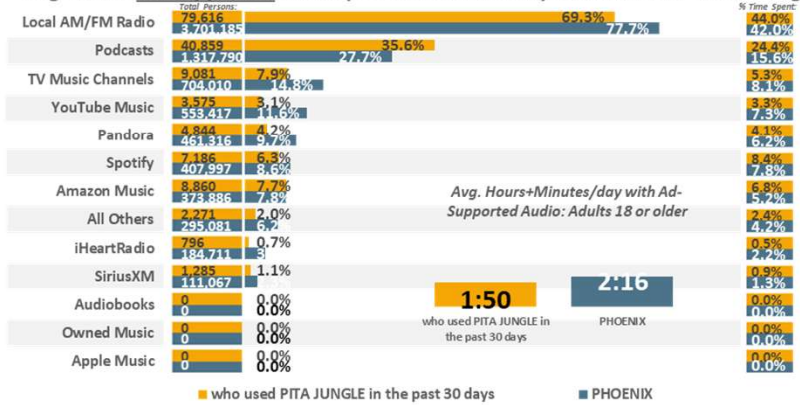
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



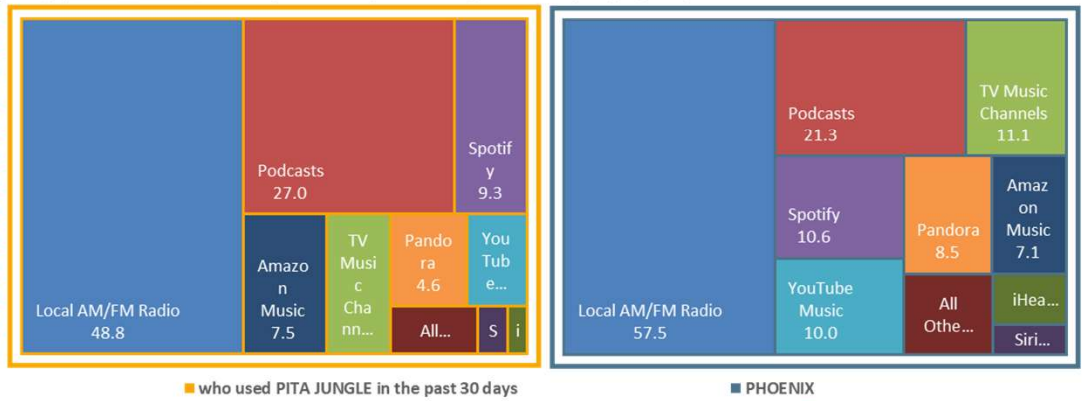
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 71

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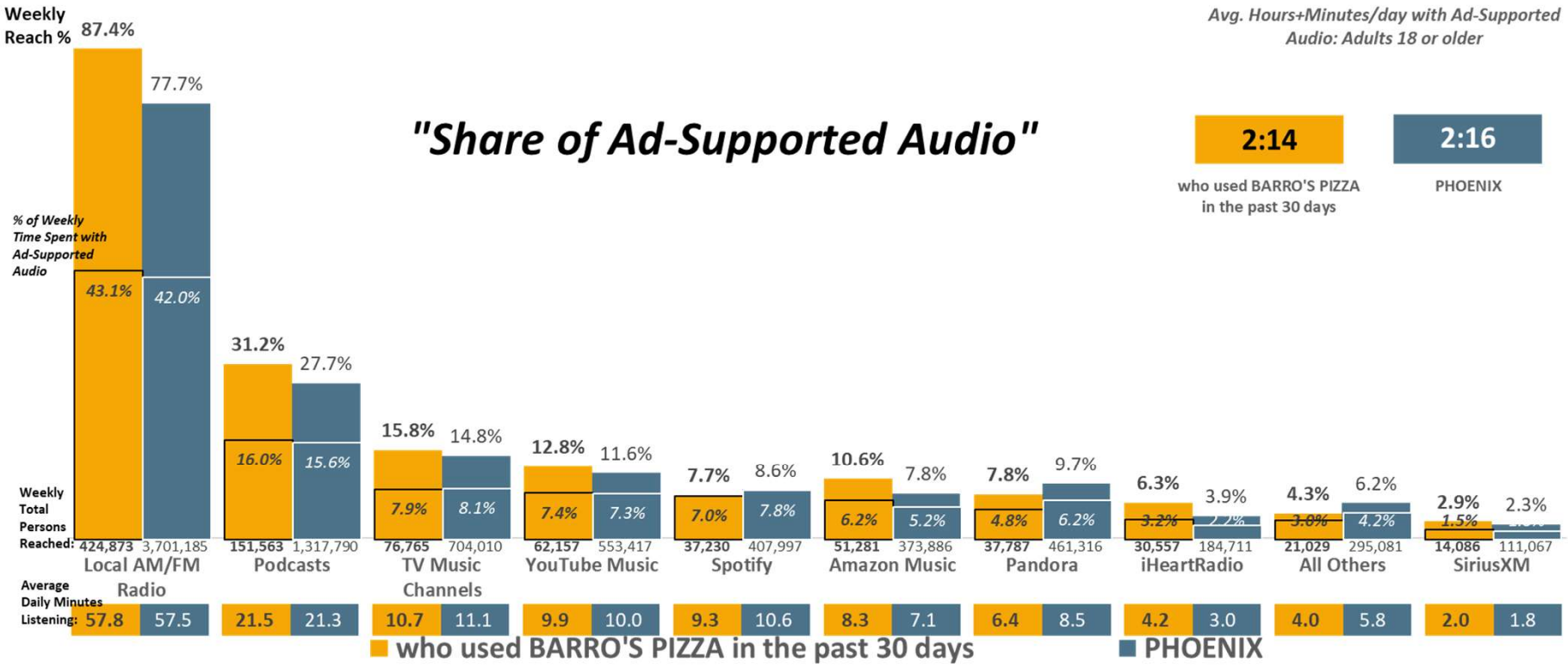
Sit-down restaurants used past 30 days: Pita Jungle

424,873 or 87.4% of Adults 18 or older who used BARRO'S PIZZA in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 57.8 minutes every day representing 43.1% of all time spent daily with Ad-Supported Audio.



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 251 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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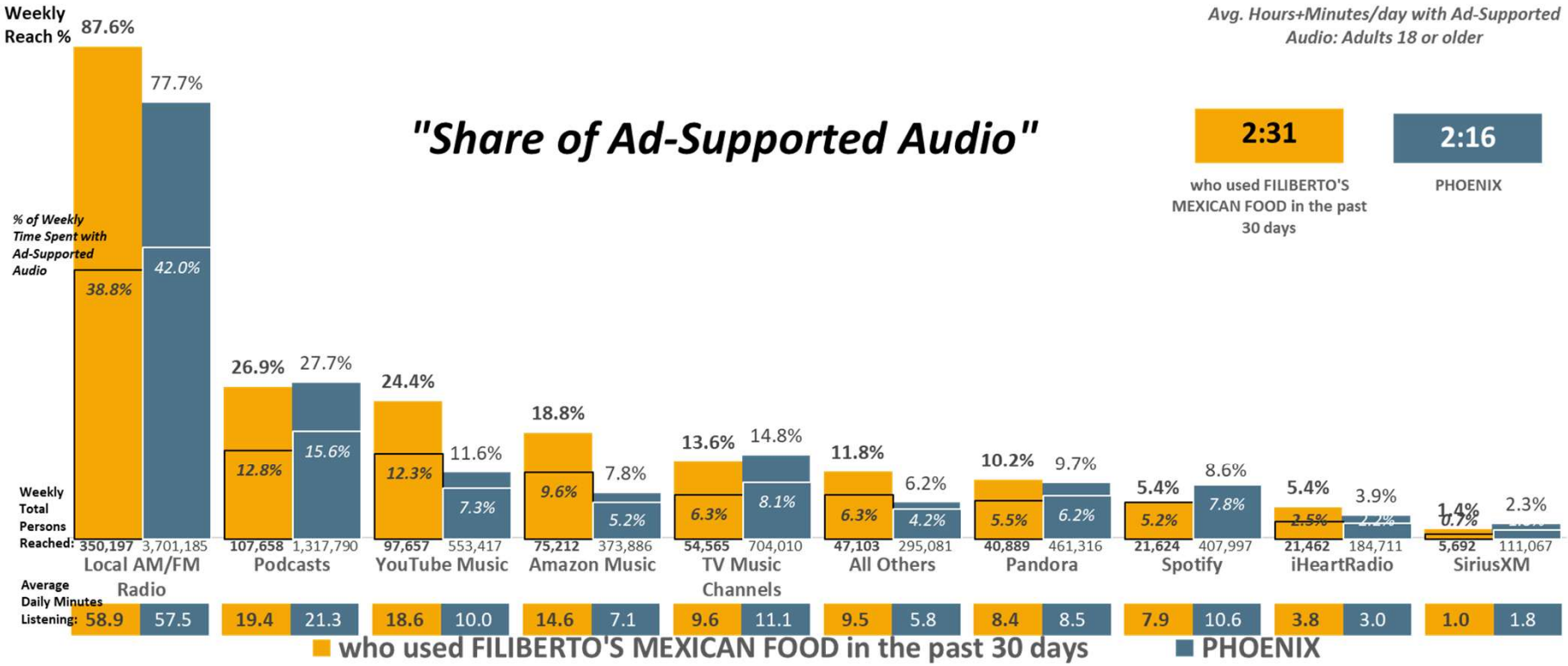
Quick service restaurants used past 30 days: Barro's Pizza

PHX

350,197 or 87.6% of Adults 18 or older who used FILIBERTO'S MEXICAN FOOD in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 58.9 minutes every day representing 38.8% of all time spent daily with Ad-Supported Audio.



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 166 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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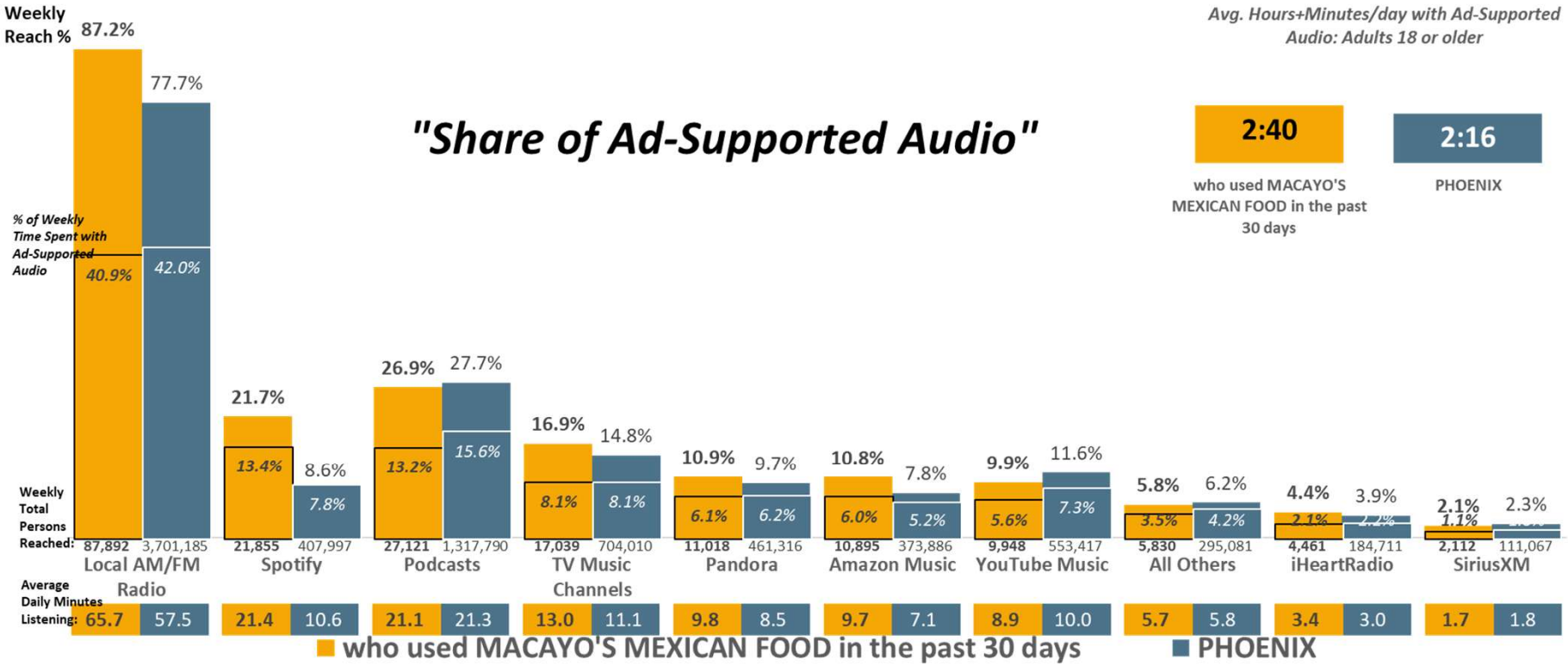
Quick service restaurants used past 30 days: Filiberto's Mexican

87,892 or 87.2% of Adults 18 or older who used MACAYO'S MEXICAN FOOD in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 65.7 minutes every day representing 40.9% of all time spent daily with Ad-Supported Audio.



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 60 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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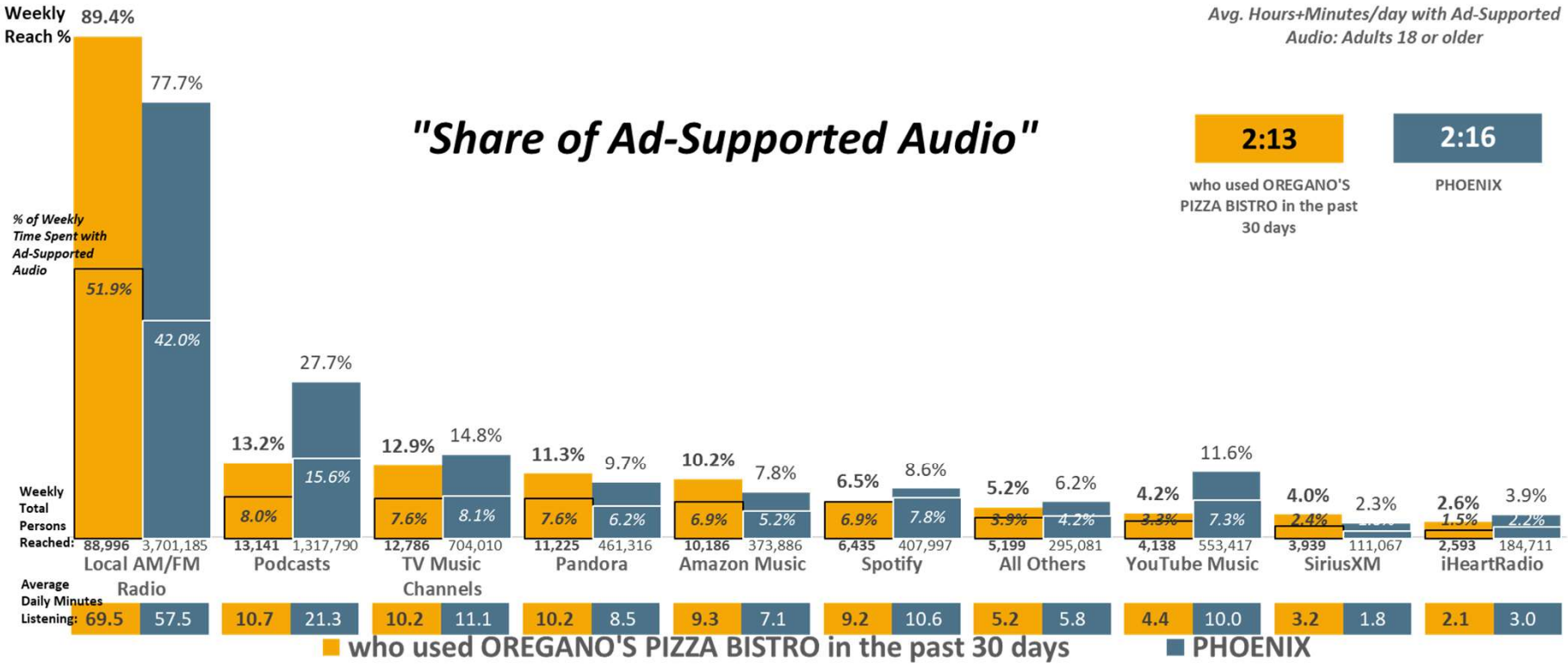
Sit-down restaurants used past 30 days: Macayo's

88,996 or 89.4% of Adults 18 or older who used OREGANO'S PIZZA BISTRO in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 69.5 minutes every day representing 51.9% of all time spent daily with Ad-Supported Audio.



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 70 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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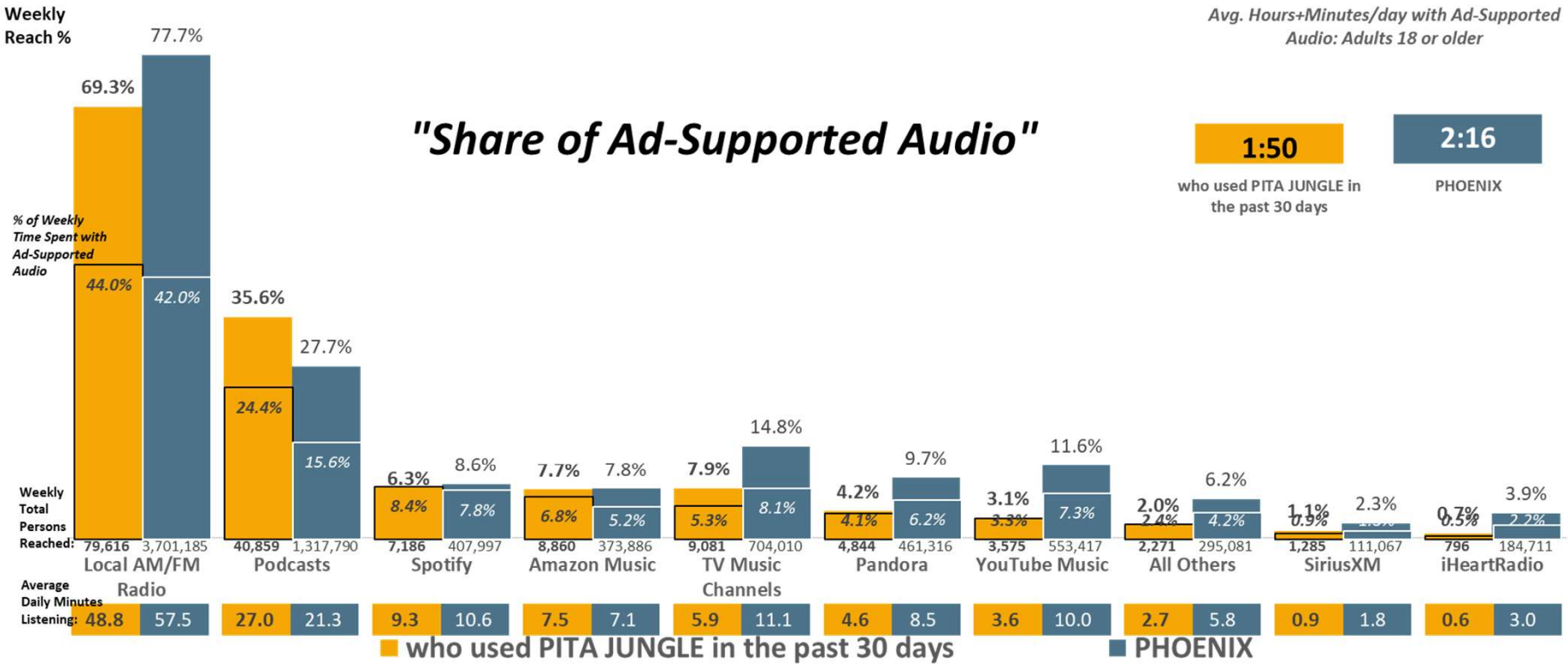
Sit-down restaurants used past 30 days: Oregano's Pizza Bistro

PITA JUNGLE PHX

79,616 or 69.3% of Adults 18 or older who used PITA JUNGLE in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 48.8 minutes every day representing 44.% of all time spent daily with Ad-Supported Audio.



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 71 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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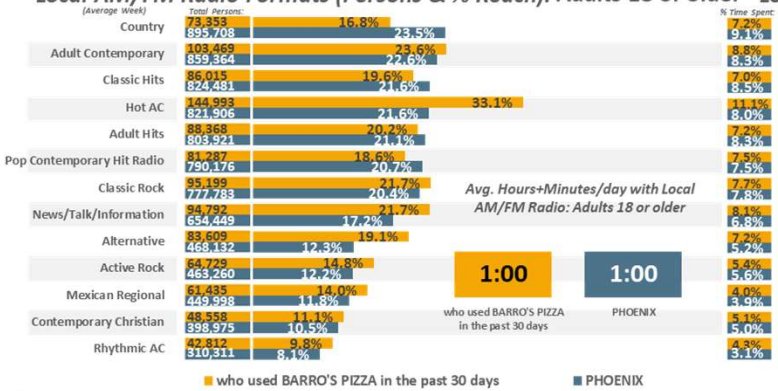
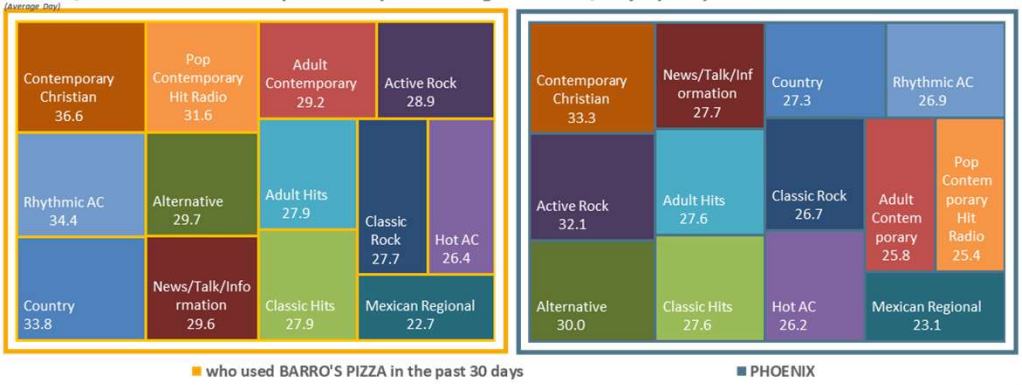
Sit-down restaurants used past 30 days: Pita Jungle

424,873 or 87.4% of Adults 18 or older who used BARRO'S PIZZA in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Adult Contemporary, Classic Rock, Adult Hits, and Classic Hits.

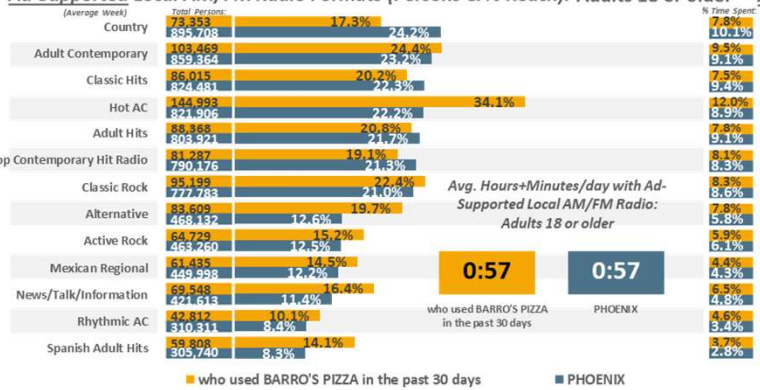
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



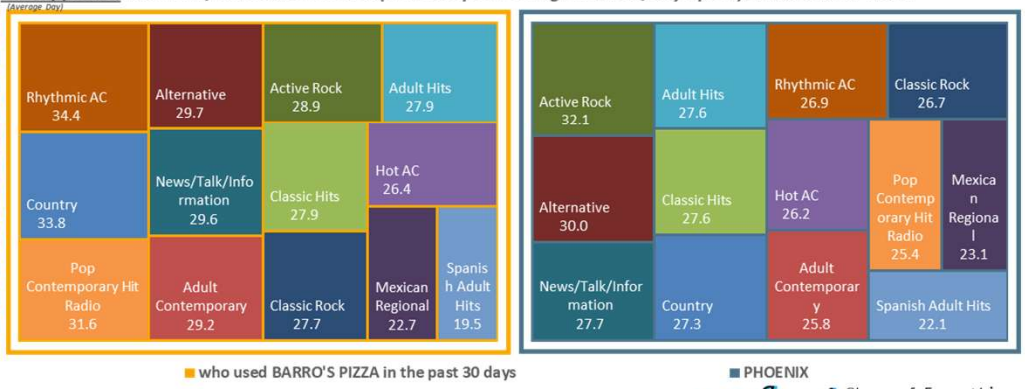
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 251

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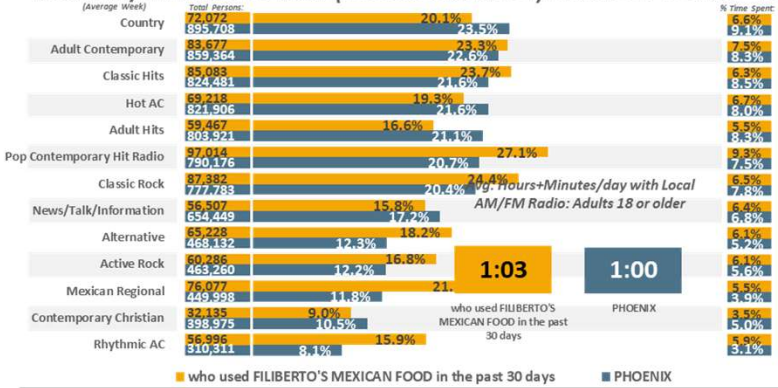
Quick service restaurants used past 30 days: Barro's Pizza

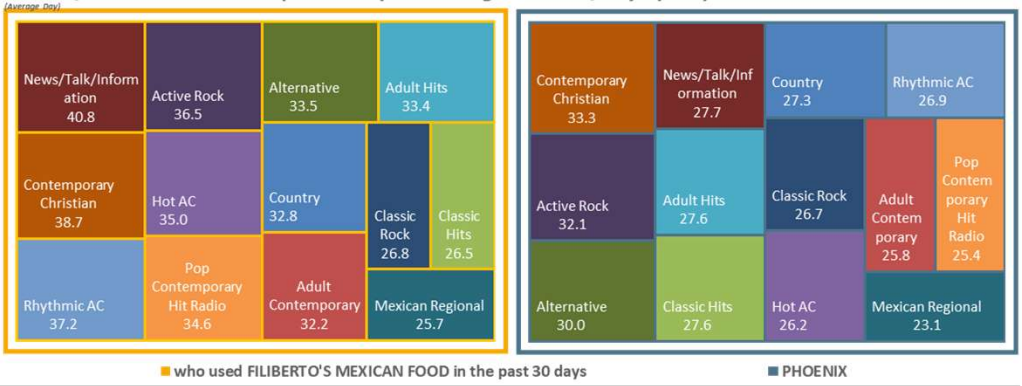
PHX

350,197 or 87.6% of Adults 18 or older who used FILIBERTO'S MEXICAN FOOD in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Classic Rock, Classic Hits, Adult Contemporary, and Mexican Regional.

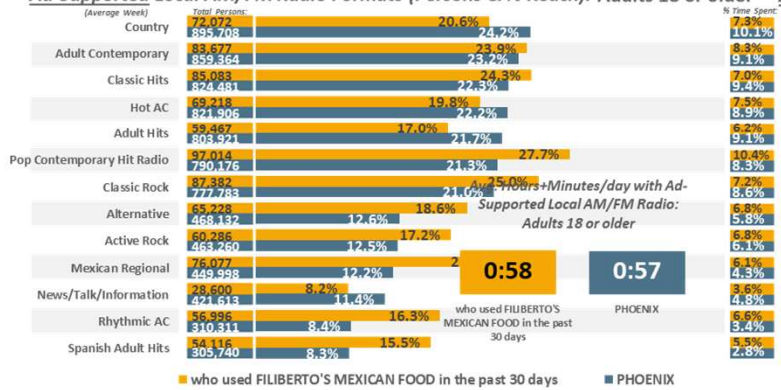
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



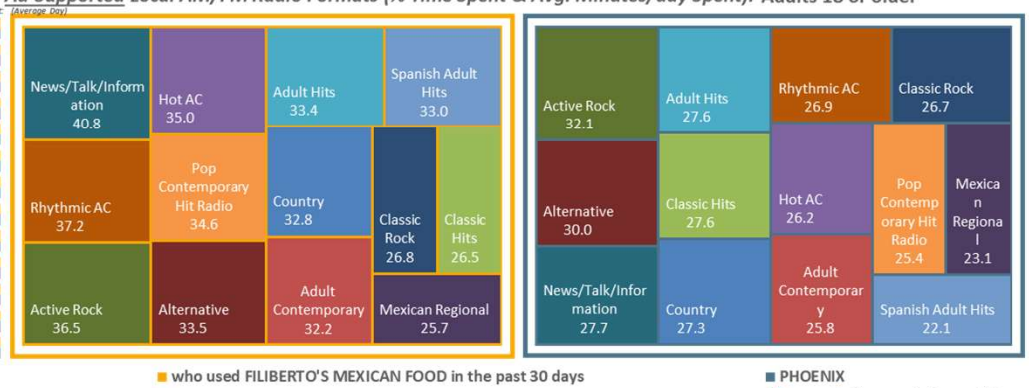
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 166

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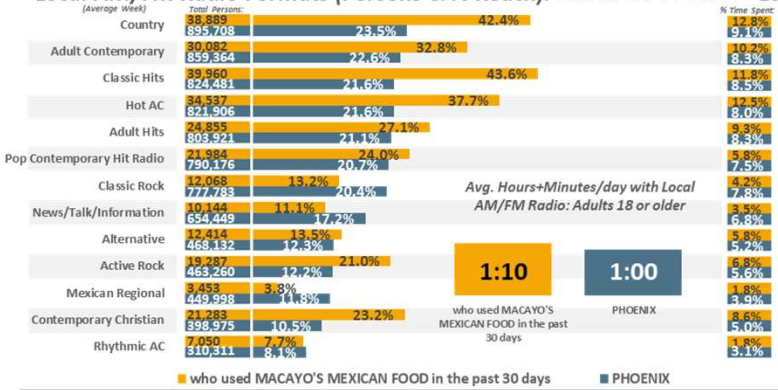
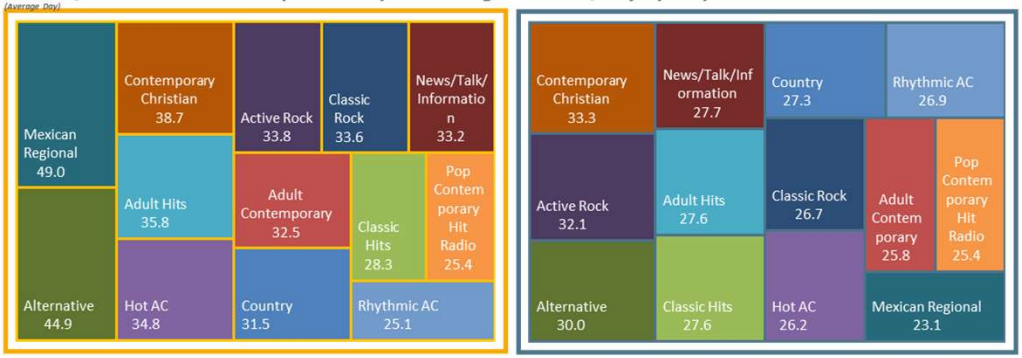
Quick service restaurants used past 30 days: Filiberto's Mexican

87,892 or 87.2% of Adults 18 or older who used MACAYO'S MEXICAN FOOD in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Country, Hot AC, Adult Contemporary, and Adult Hits.

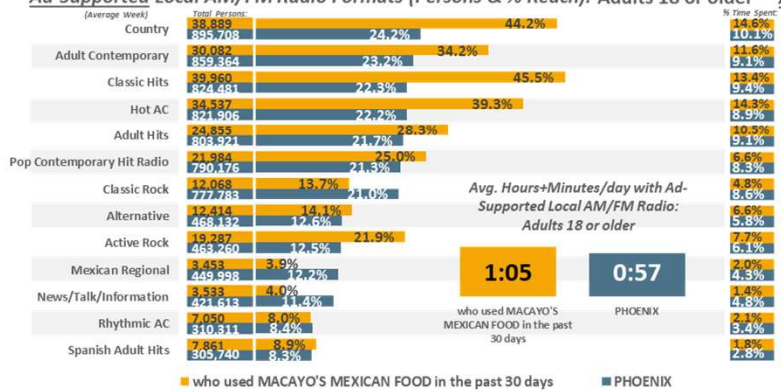
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



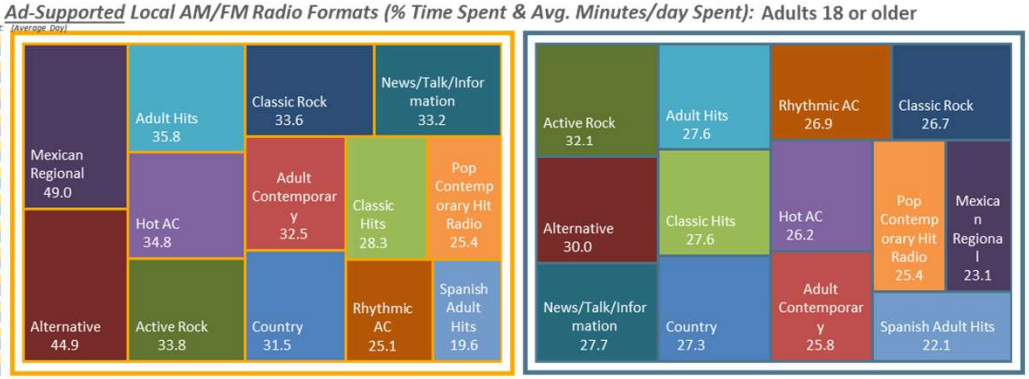
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 60

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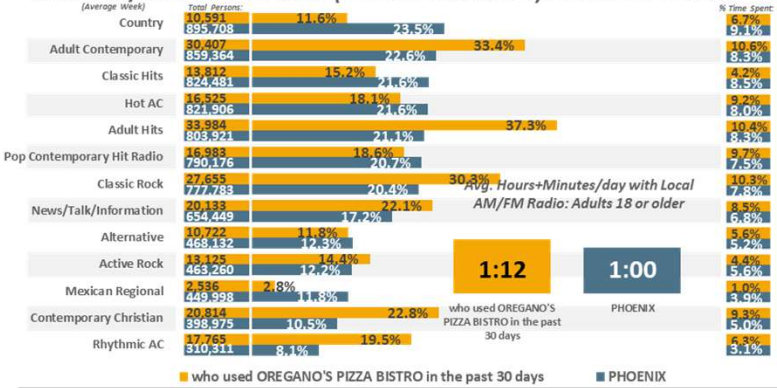
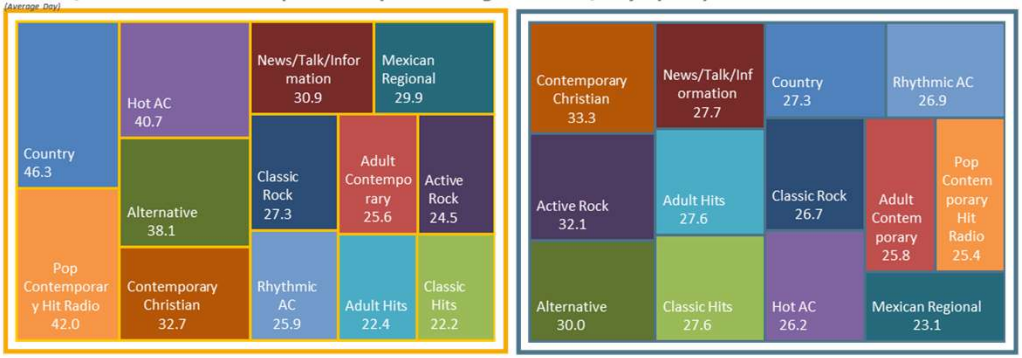
Sit-down restaurants used past 30 days: Macayo's

88,996 or 89.4% of Adults 18 or older who used OREGANO'S PIZZA BISTRO in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Hits, Adult Contemporary, Classic Rock, Rhythmic AC, and Pop Contemporary Hit Radio.

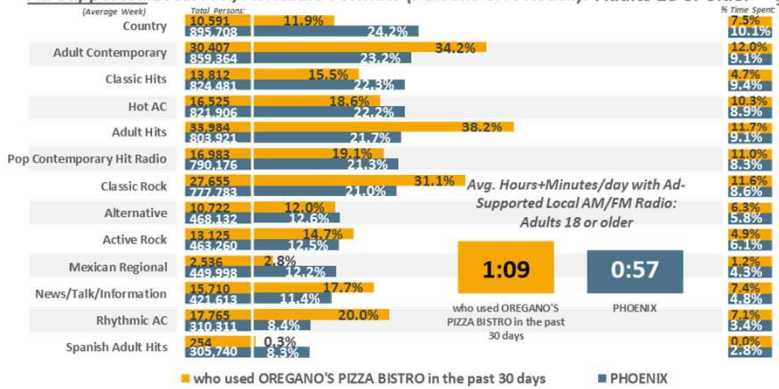
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



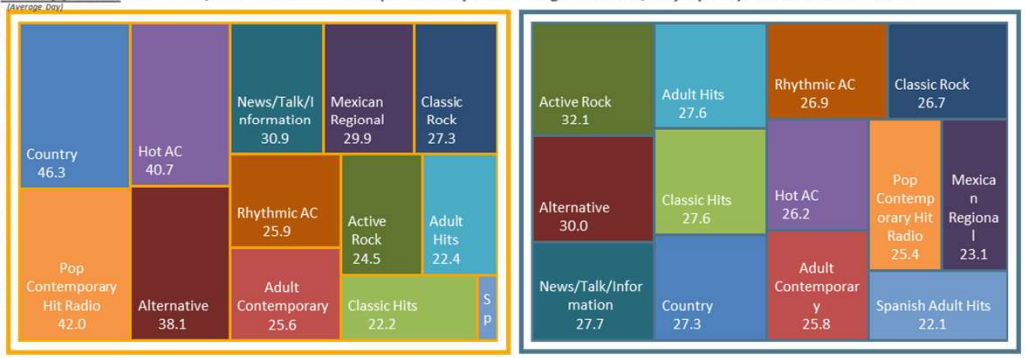
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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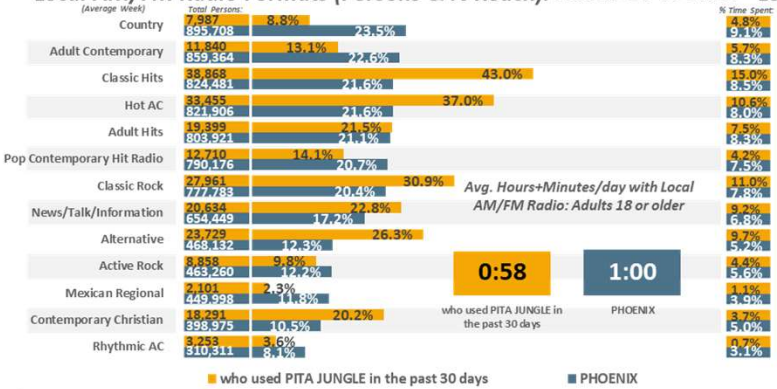
Sit-down restaurants used past 30 days: Oregano's Pizza Bistro

PITA JUNGLE PHX

79,616 or 69.3% of Adults 18 or older who used PITA JUNGLE in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Hot AC, Classic Rock, Alternative, and Adult Hits.

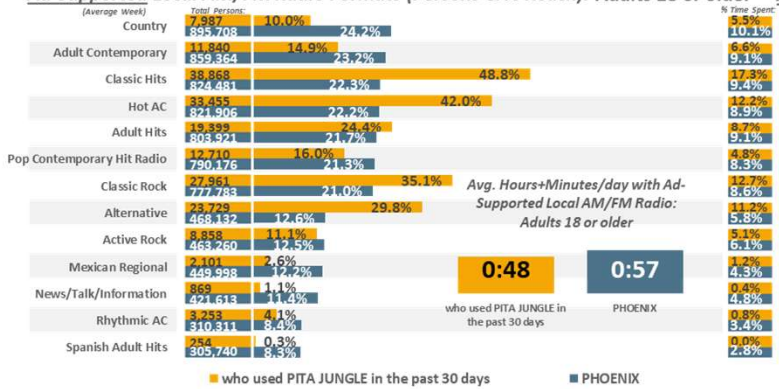
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



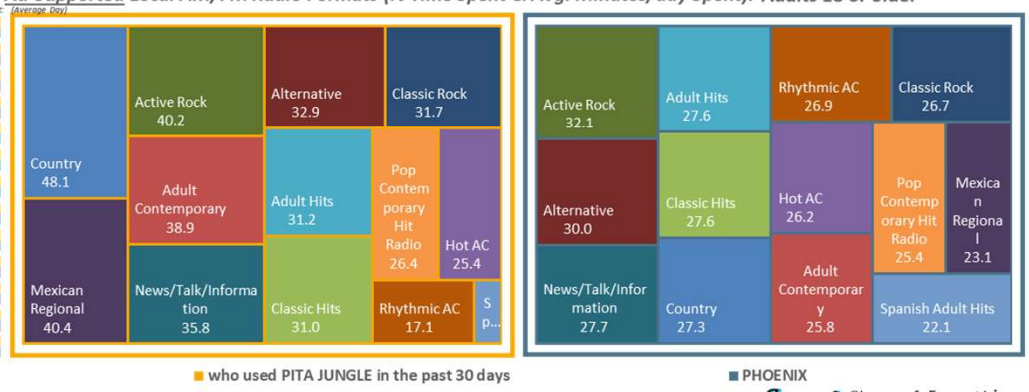
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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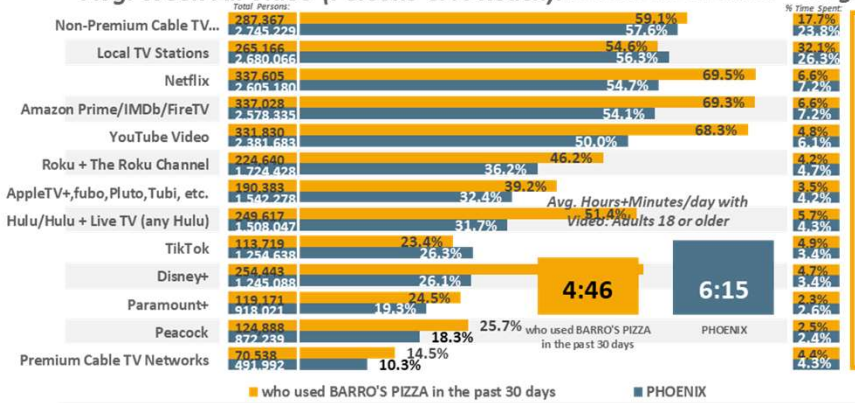
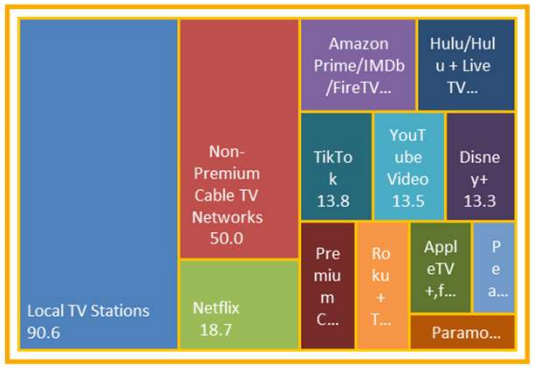
Sit-down restaurants used past 30 days: Pita Jungle

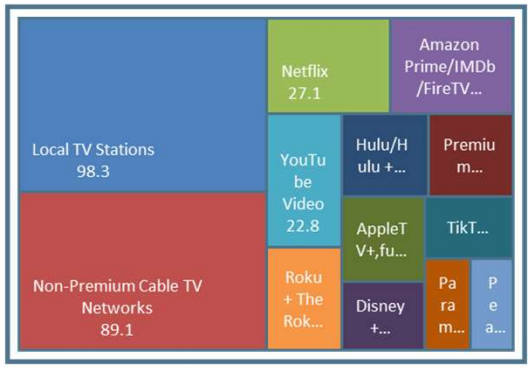
258,832 or 53.3% of Adults 18 or older who used BARRO'S PIZZA in the past 30 days watch Ad-Supported Local TV Stations for an average of 86.2 minutes every day representing 37.% of all time spent daily with Ad-Supported Video.

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

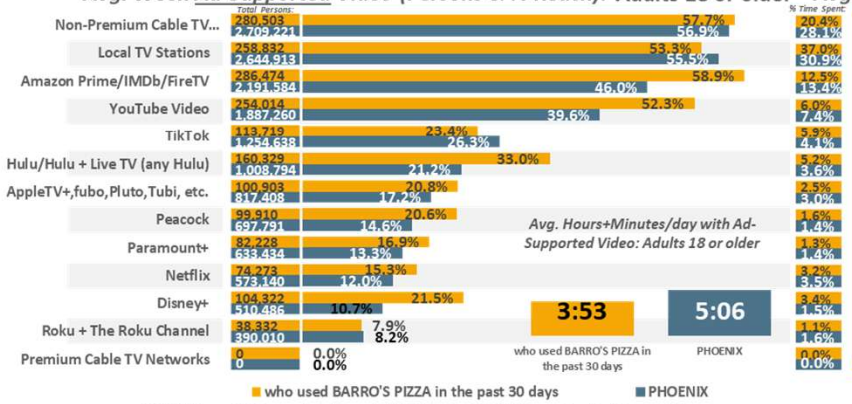


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

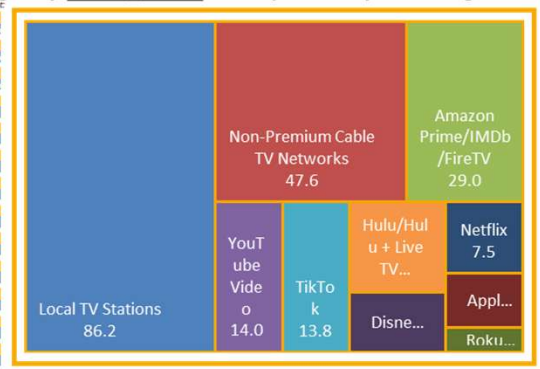


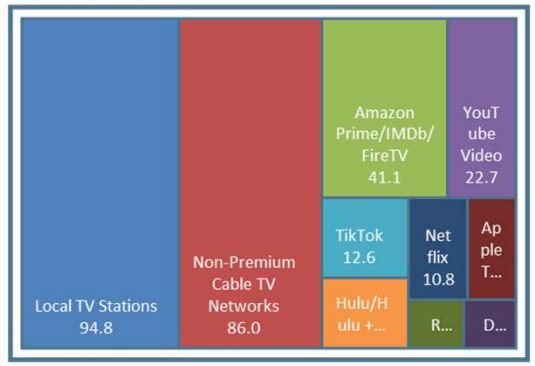


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





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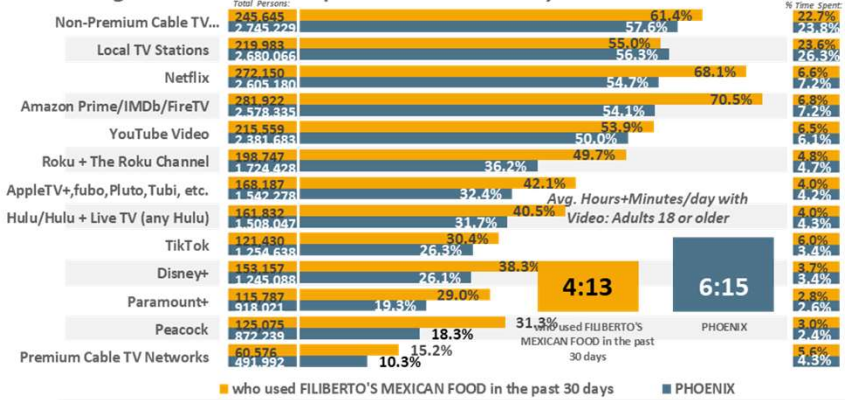
Quick service restaurants used past 30 days: Barro's Pizza

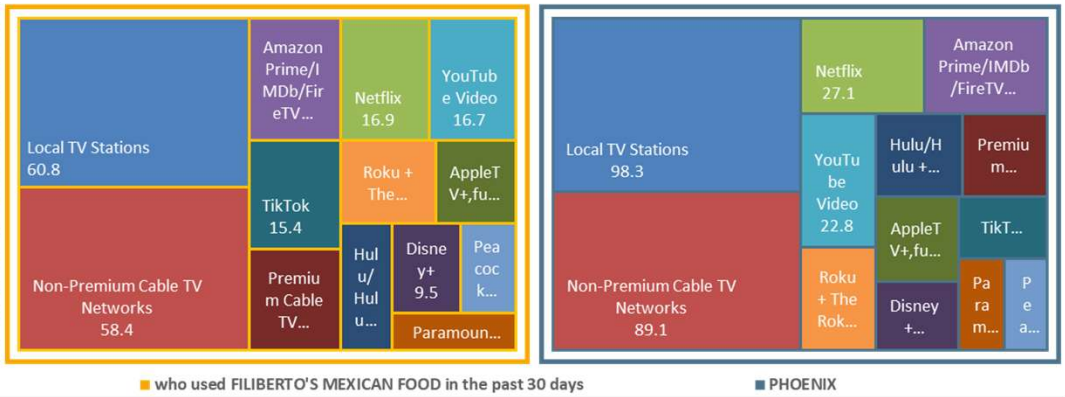
PHX

215,229 or 53.8% of Adults 18 or older who used FILIBERTO'S MEXICAN FOOD in the past 30 days watch Ad-Supported Local TV Stations for an average of 58.8 minutes every day representing 28.1% of all time spent daily with Ad-Supported Video.

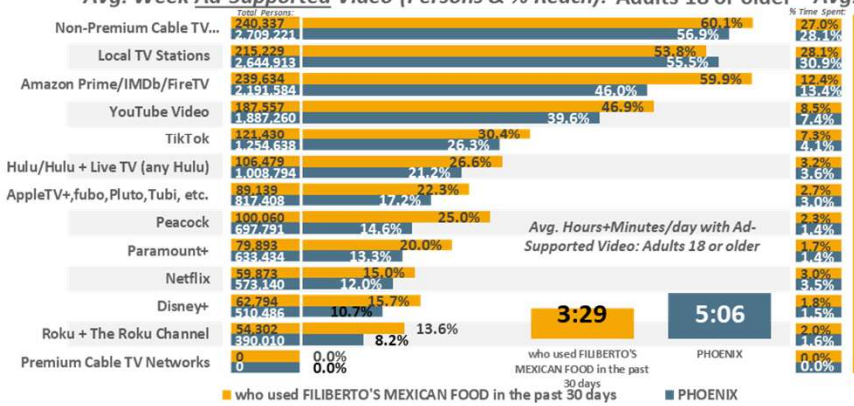
Avg. Week All Video (Persons & % Reach): Adults 18 or older



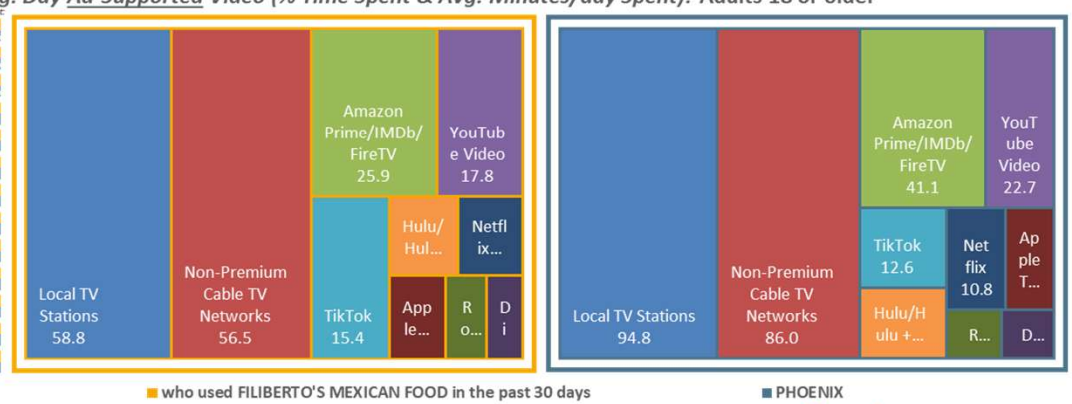
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 166

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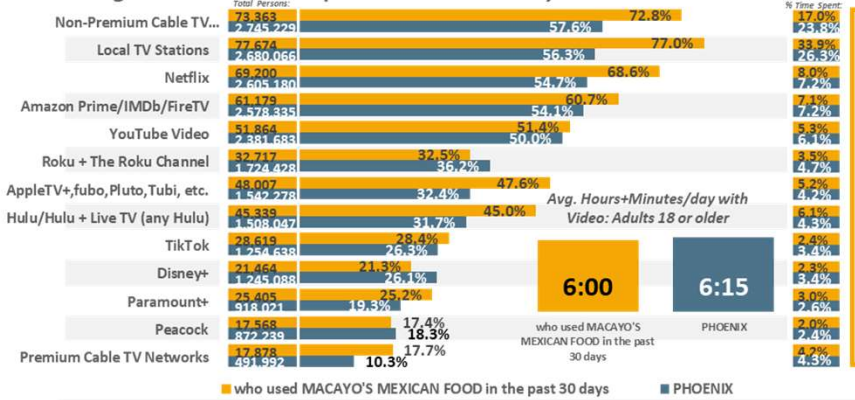
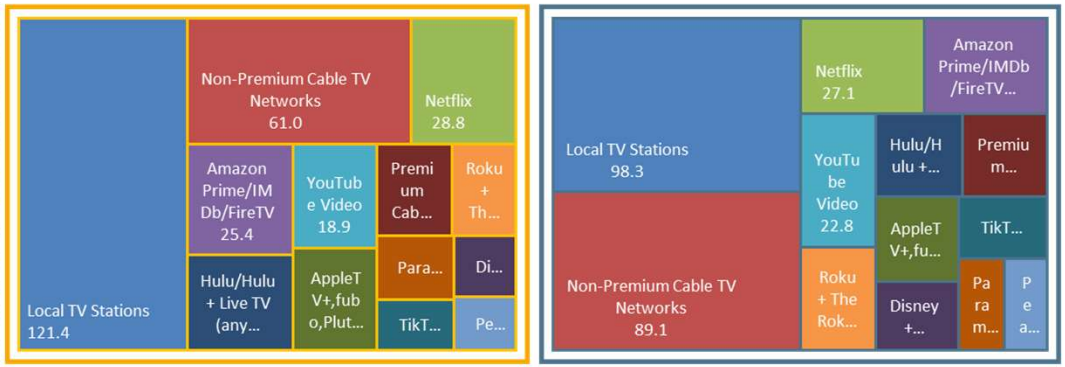
Quick service restaurants used past 30 days: Filiberto's Mexican

73,844 or 73.2% of Adults 18 or older who used MACAYO'S MEXICAN FOOD in the past 30 days watch Ad-Supported Local TV Stations for an average of 111.3 minutes every day representing 38.2% of all time spent daily with Ad-Supported Video.

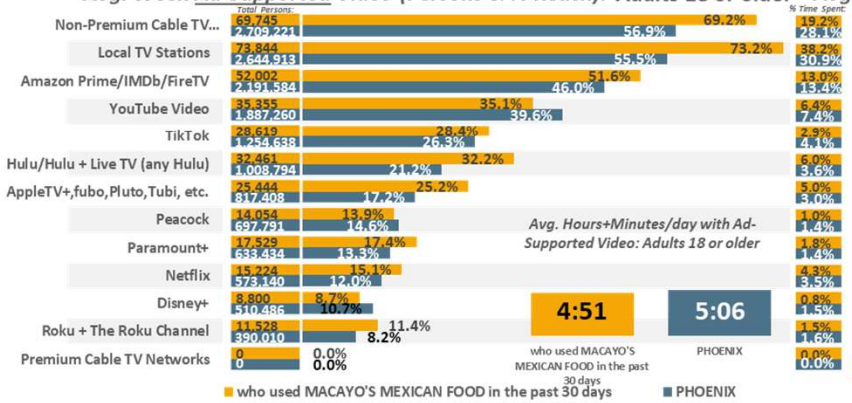
Avg. Week All Video (Persons & % Reach): Adults 18 or older



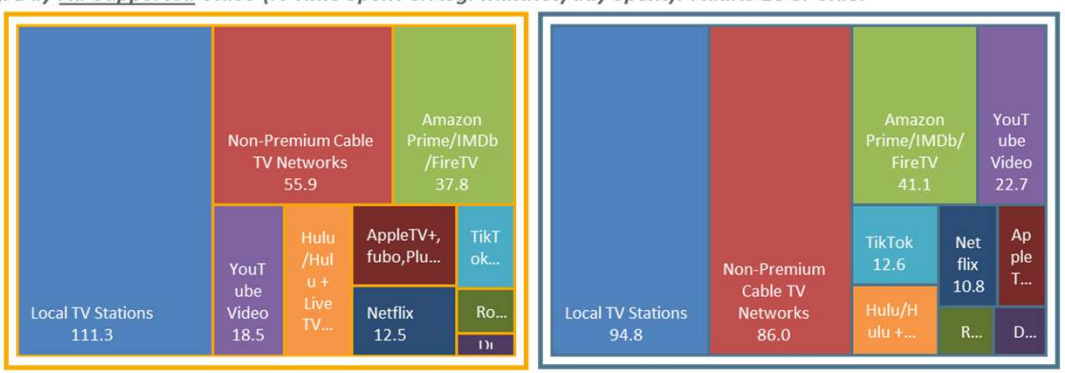
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 60

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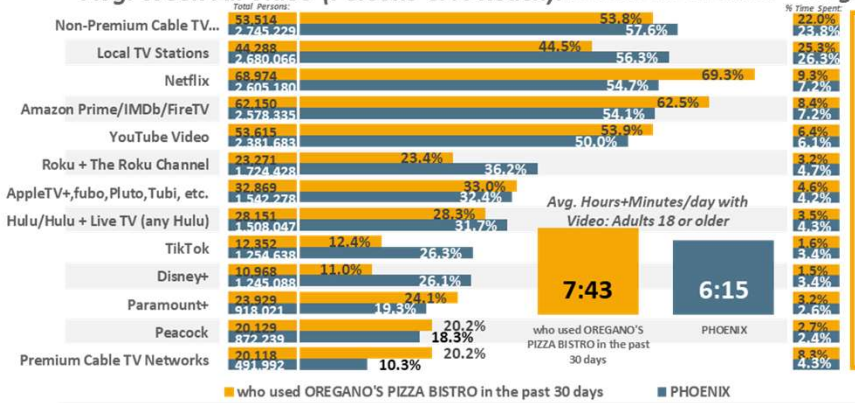
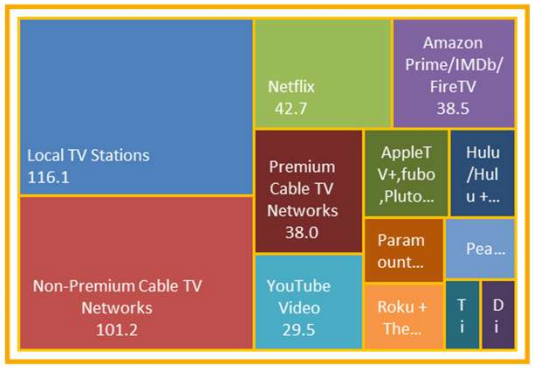
Sit-down restaurants used past 30 days: Macayo's

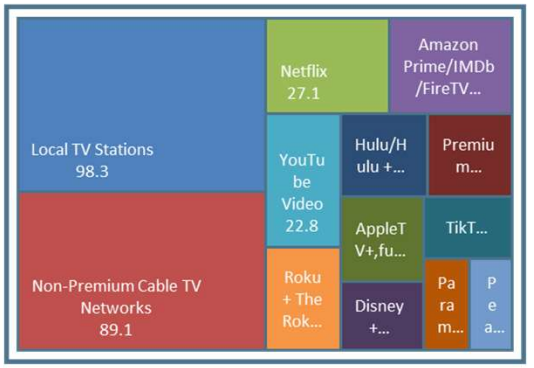
43,608 or 43.8% of Adults 18 or older who used OREGANO'S PIZZA BISTRO in the past 30 days watch Ad-Supported Local TV Stations for an average of 112.7 minutes every day representing 29.9% of all time spent daily with Ad-Supported Video.

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



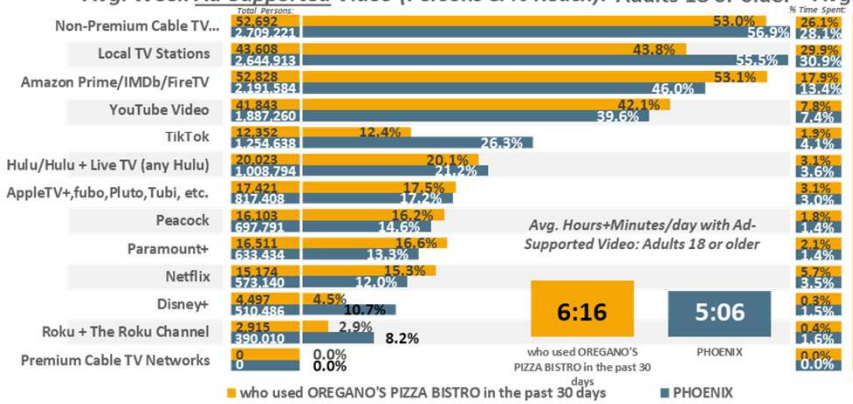
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





who used OREGANO'S PIZZA BISTRO in the past 30 days ■ PHOENIX

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



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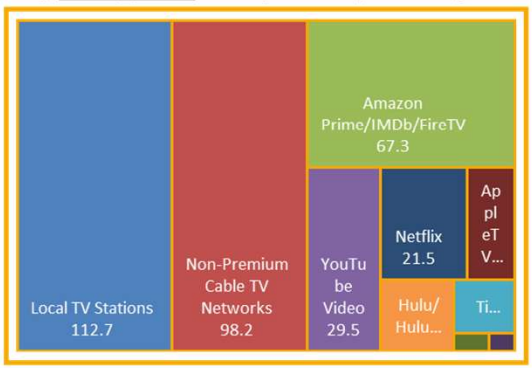

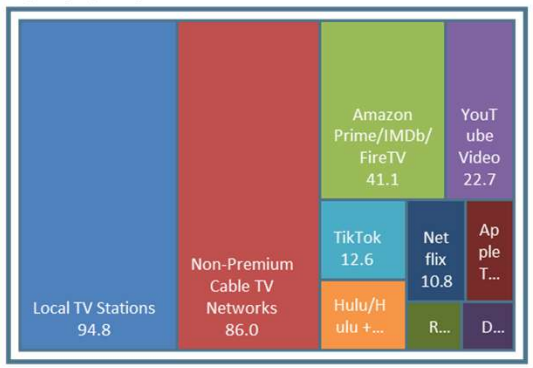

who used OREGANO'S PIZZA BISTRO in the past 30 days ■ PHOENIX

PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 70

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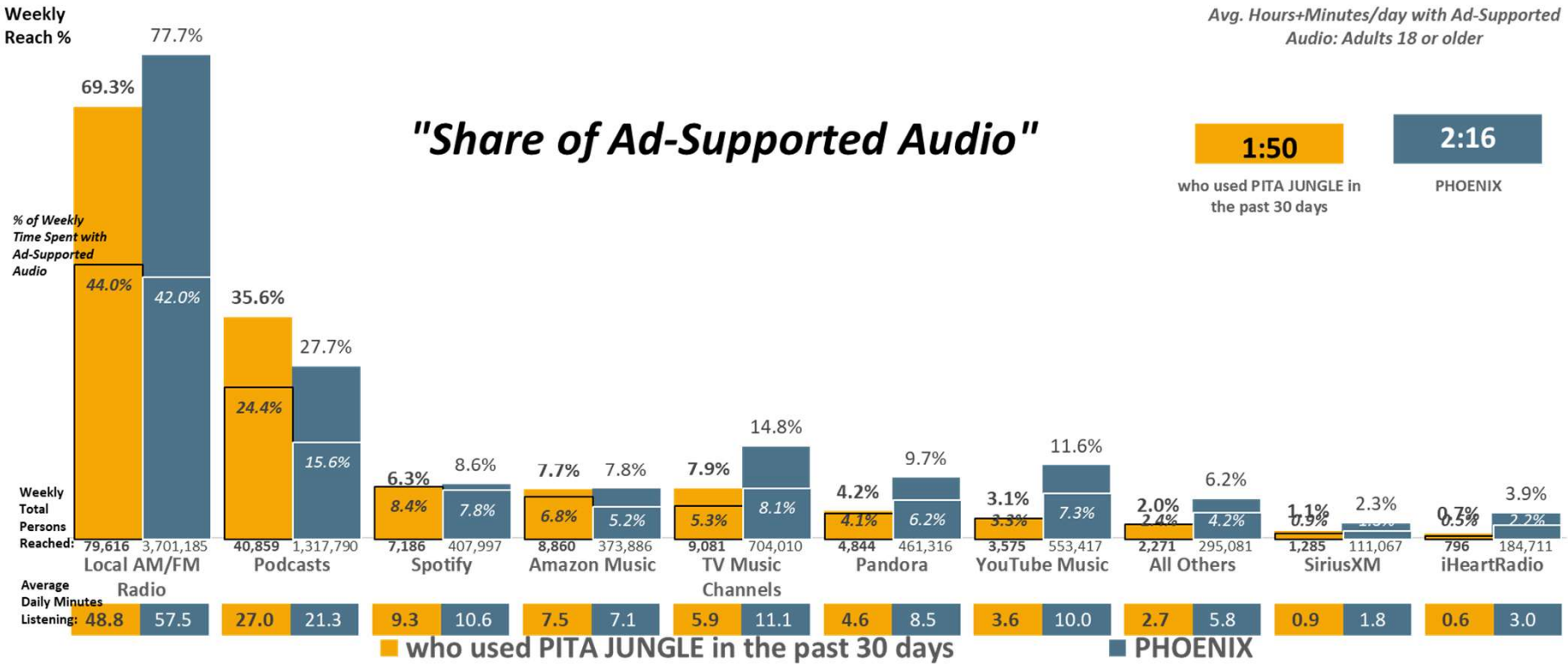
Sit-down restaurants used past 30 days: Oregano's Pizza Bistro

PITA JUNGLE PHX

79,616 or 69.3% of Adults 18 or older who used PITA JUNGLE in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 48.8 minutes every day representing 44.% of all time spent daily with Ad-Supported Audio.



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 71 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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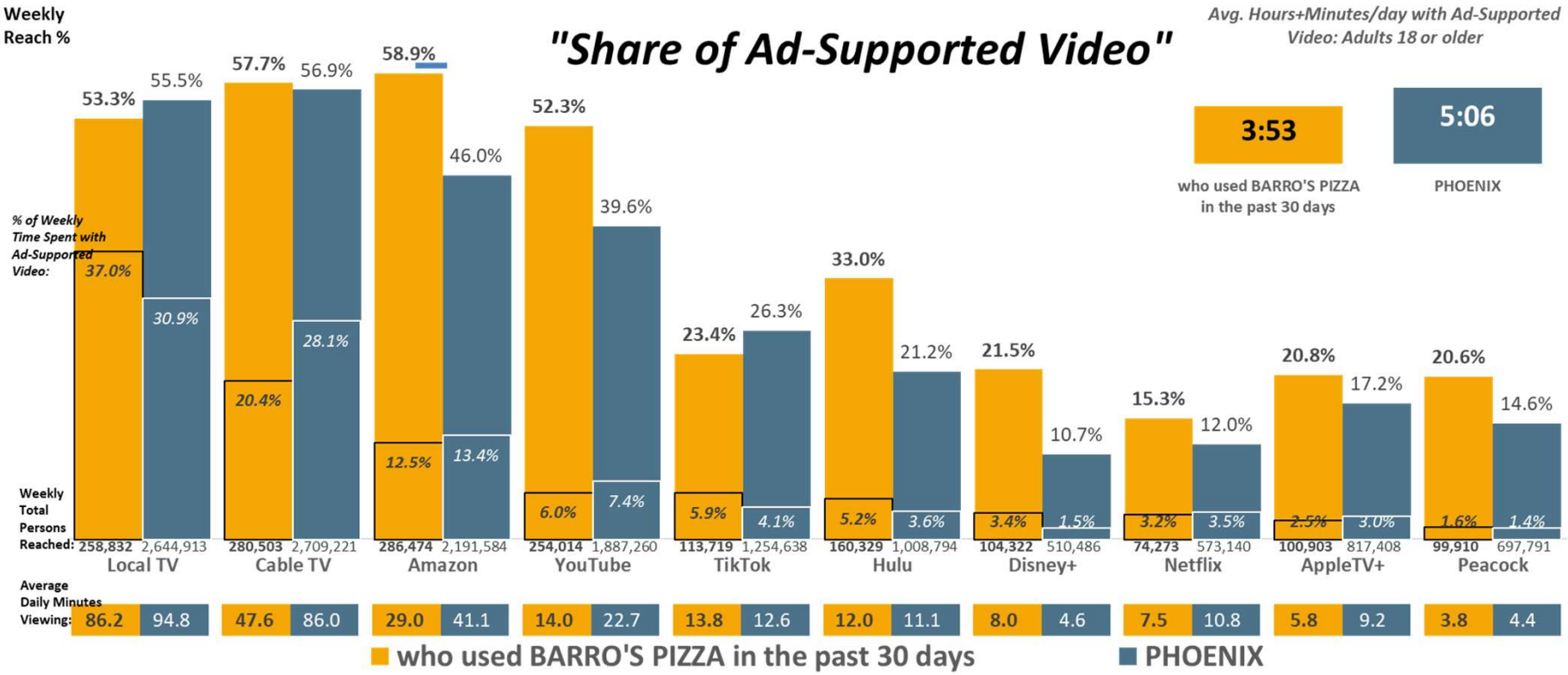
Sit-down restaurants used past 30 days: Pita Jungle

258,832 or 53.3% of Adults 18 or older who used BARRO'S PIZZA in the past 30 days watch Ad-Supported Local TV Stations for an average of 86.2 minutes every day representing 37.% of all time spent daily with Ad-Supported Video.



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 251 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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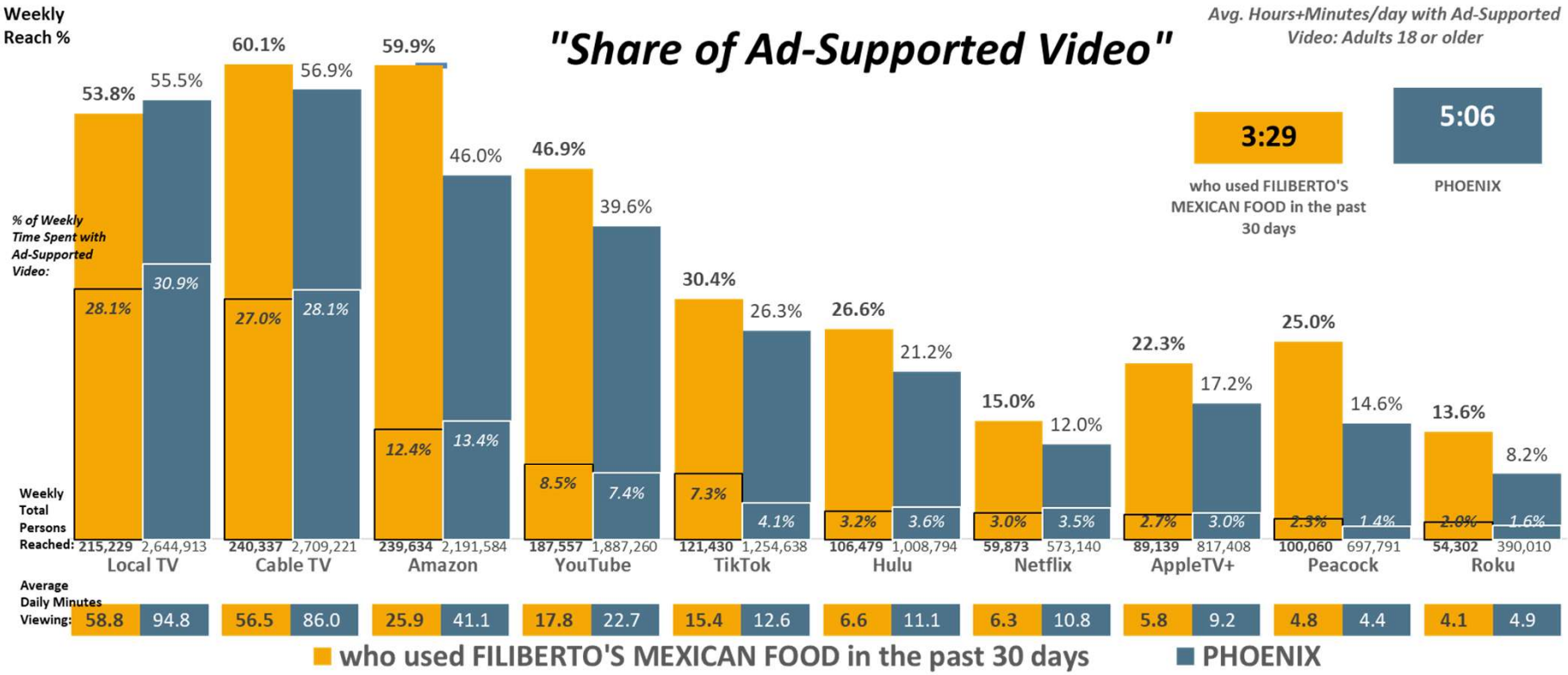
Quick service restaurants used past 30 days: Barro's Pizza

PHX

215,229 or 53.8% of Adults 18 or older who used FILIBERTO'S MEXICAN FOOD in the past 30 days watch Ad-Supported Local TV Stations for an average of 58.8 minutes every day representing 28.1% of all time spent daily with Ad-Supported Video.



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 166 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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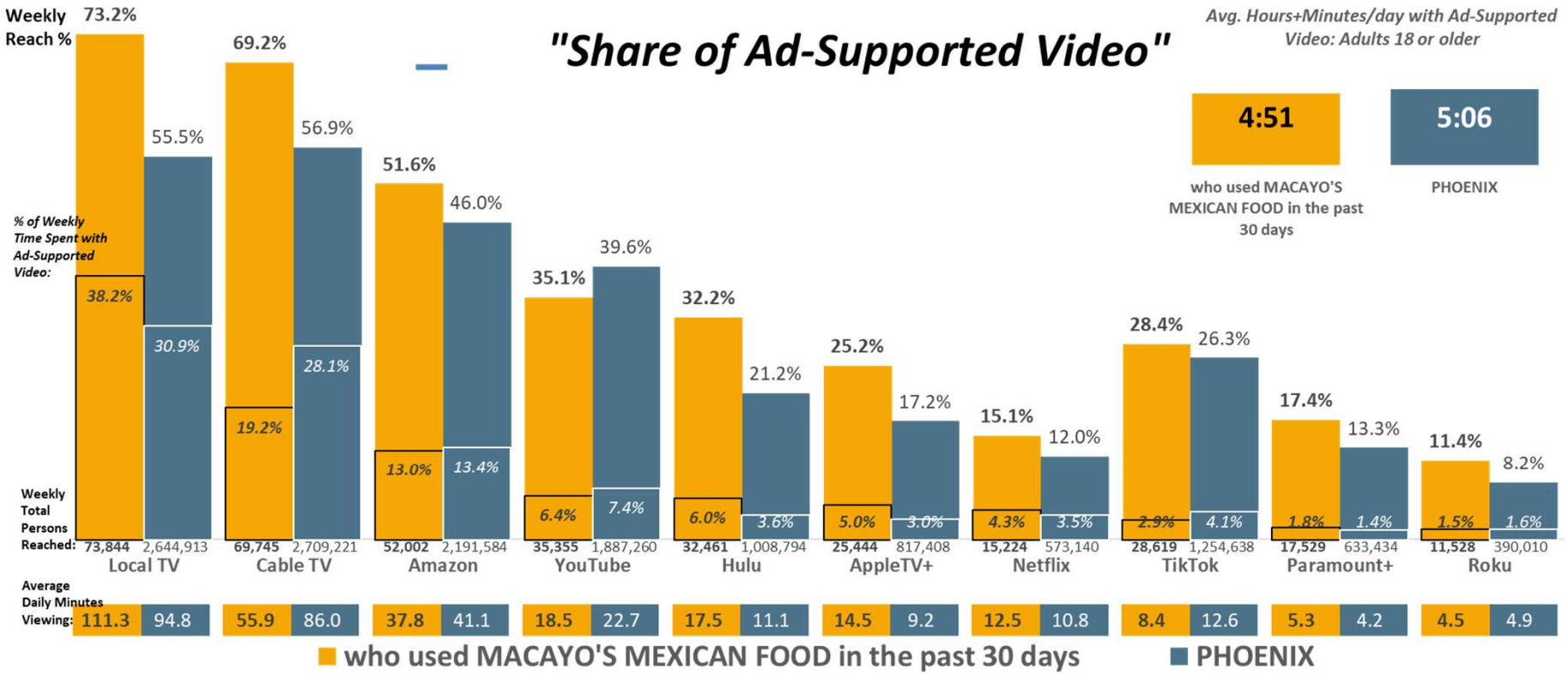
Quick service restaurants used past 30 days: Filiberto's Mexican

73,844 or 73.2% of Adults 18 or older who used MACAYO'S MEXICAN FOOD in the past 30 days watch Ad-Supported Local TV Stations for an average of 111.3 minutes every day representing 38.2% of all time spent daily with Ad-Supported Video.



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 60 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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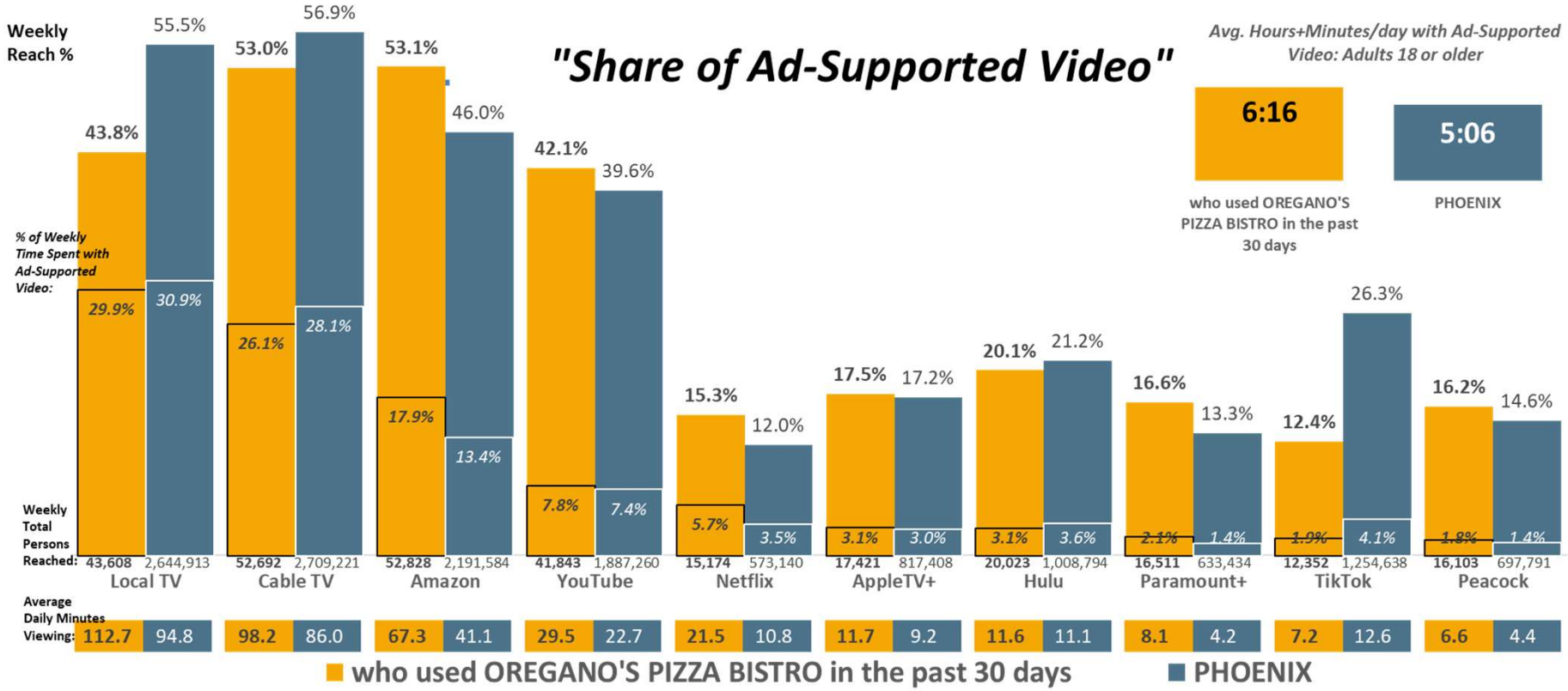
Sit-down restaurants used past 30 days: Macayo's

43,608 or 43.8% of Adults 18 or older who used OREGANO'S PIZZA BISTRO in the past 30 days watch Ad-Supported Local TV Stations for an average of 112.7 minutes every day representing 29.9% of all time spent daily with Ad-Supported Video.



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 70 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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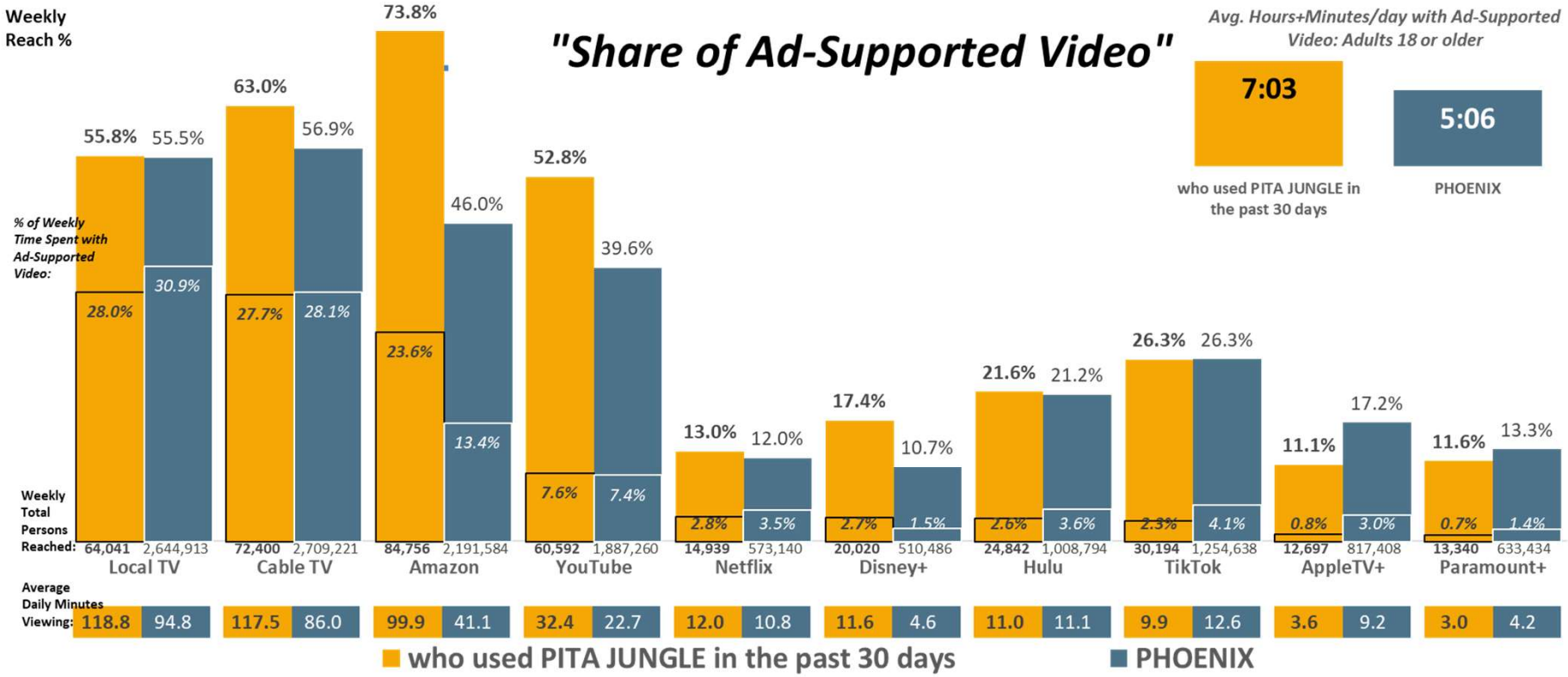
Sit-down restaurants used past 30 days: Oregano's Pizza Bistro

PITA JUNGLE PHX

64,041 or 55.8% of Adults 18 or older who used PITA JUNGLE in the past 30 days watch Ad-Supported Local TV Stations for an average of 118.8 minutes every day representing 28.% of all time spent daily with Ad-Supported Video.



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 71 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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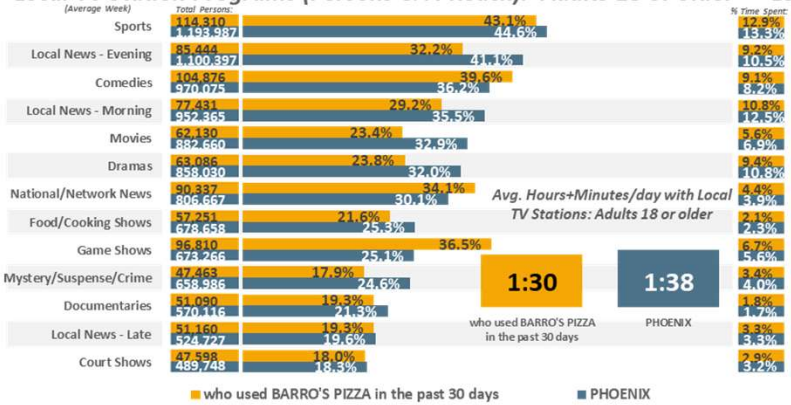
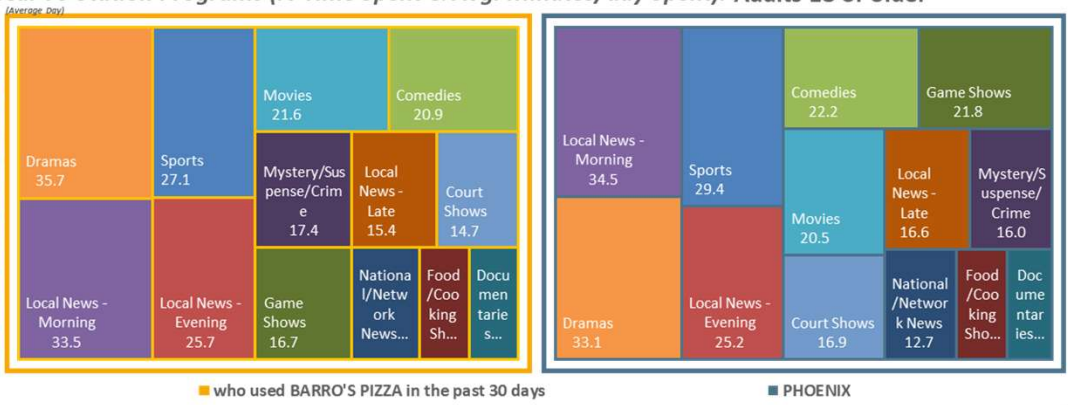
Sit-down restaurants used past 30 days: Pita Jungle

258,832 or 53.3% of Adults 18 or older who used BARRO'S PIZZA in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Game Shows, Local News - Evening, National/Network News, and Local News - Morning.

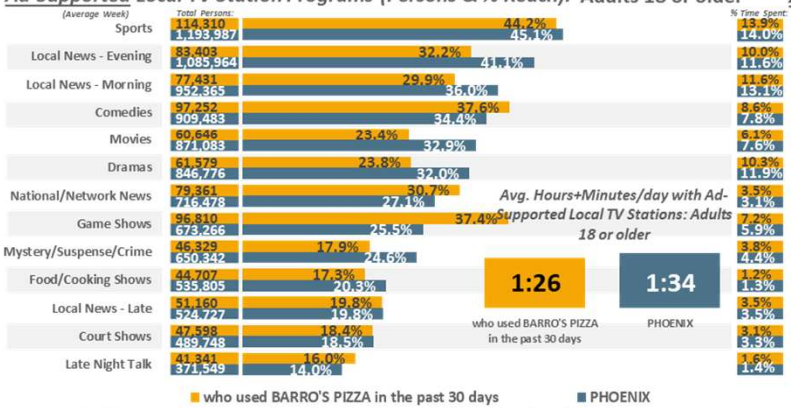
Local TV Station Programs (Persons & % Reach): Adults 18 or older



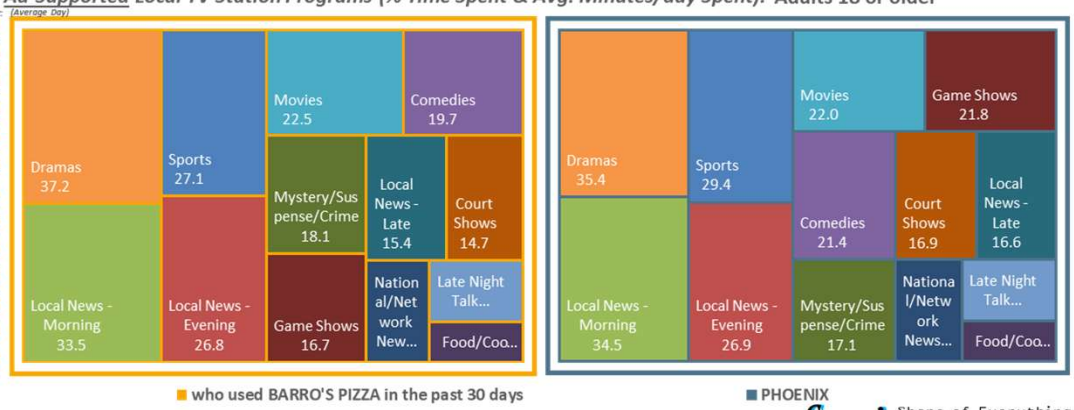
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 251

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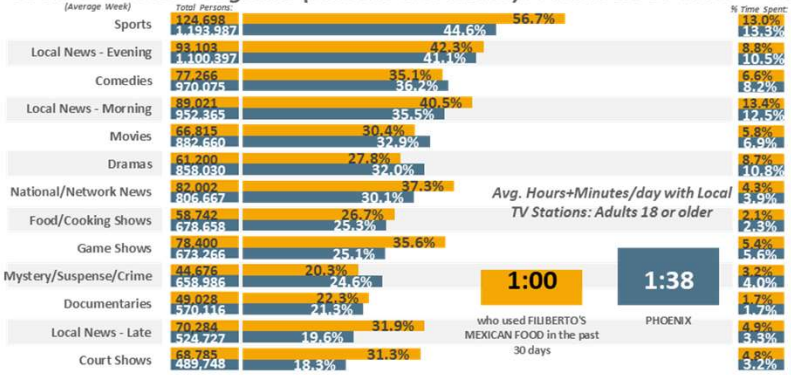
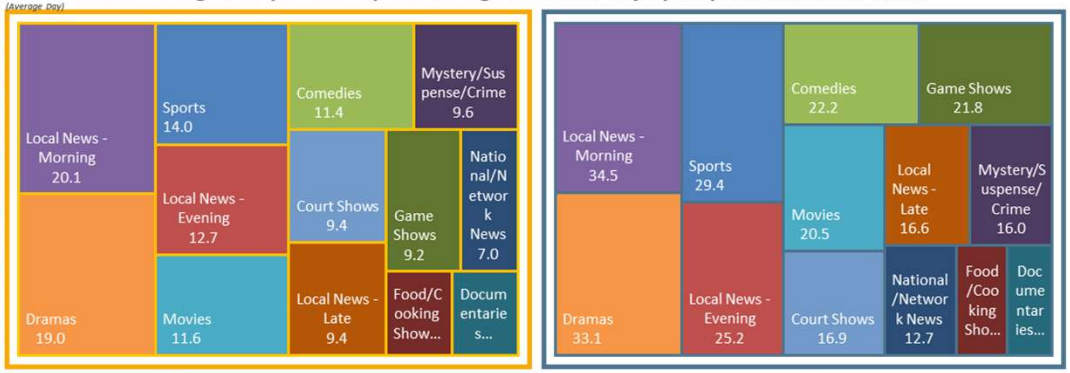
Quick service restaurants used past 30 days: Barro's Pizza

215,229 or 53.8% of Adults 18 or older who used FILIBERTO'S MEXICAN FOOD in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Game Shows, National/Network News, and Comedies.

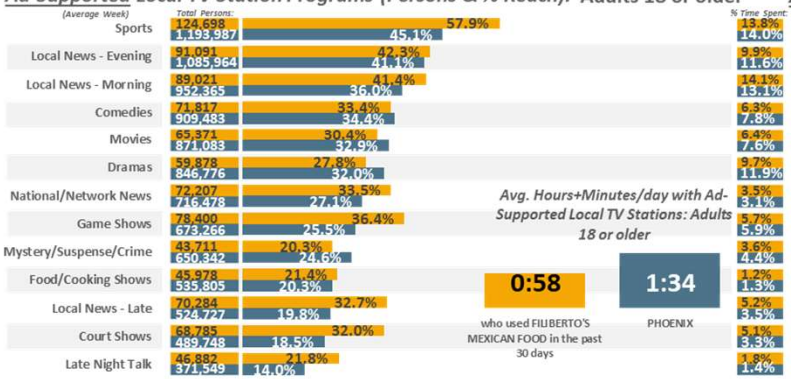
Local TV Station Programs (Persons & % Reach): Adults 18 or older



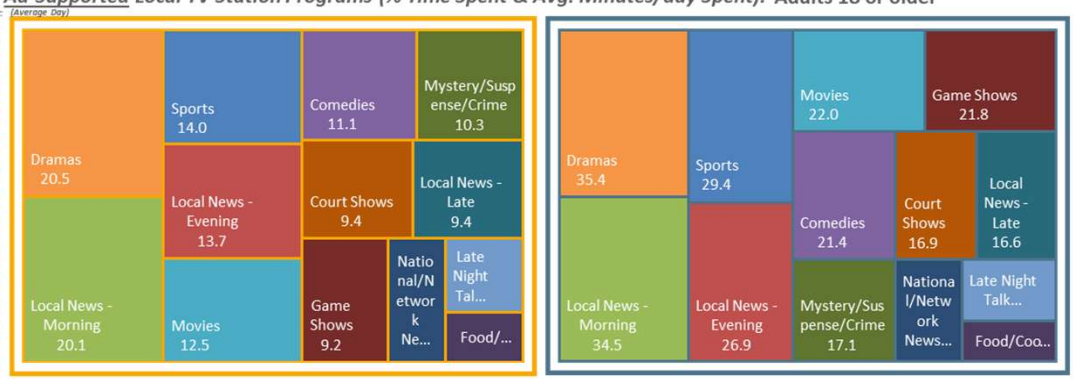
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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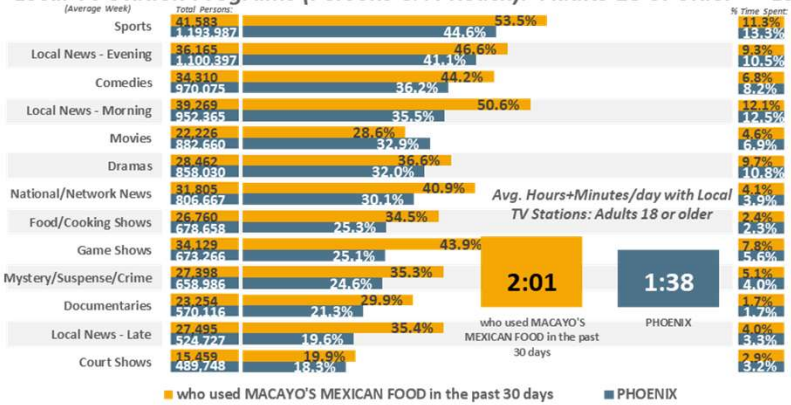
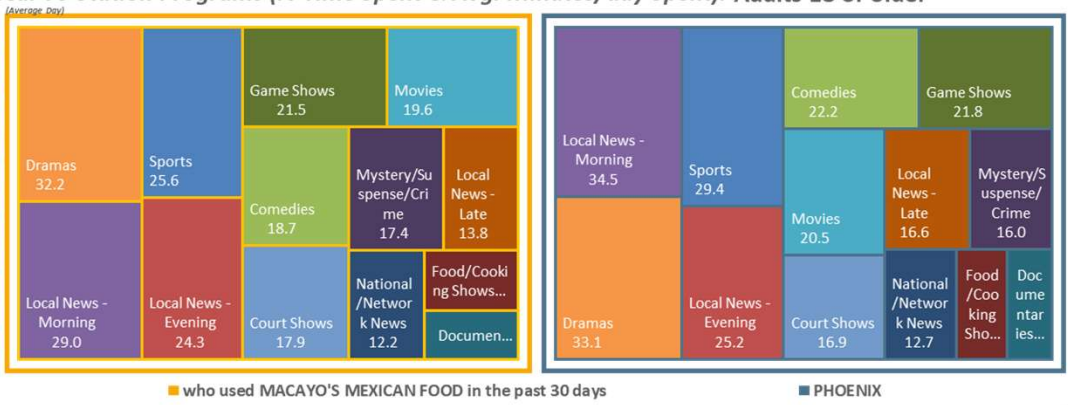
Quick service restaurants used past 30 days: Filiberto's Mexican

73,844 or 73.2% of Adults 18 or older who used MACAYO'S MEXICAN FOOD in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Game Shows, Comedies, and Local News - Late.

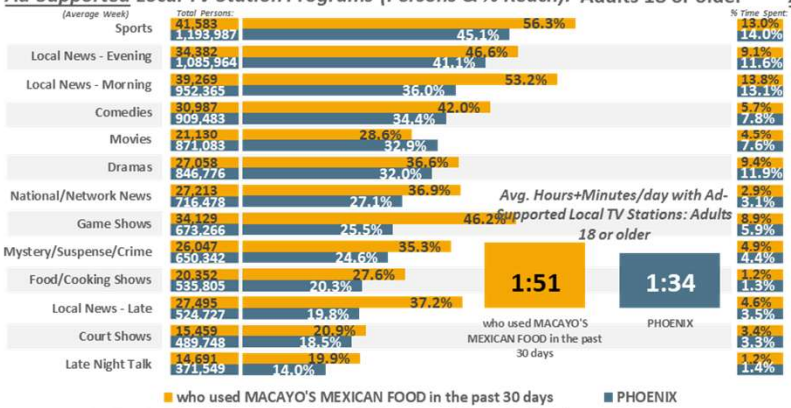
Local TV Station Programs (Persons & % Reach): Adults 18 or older



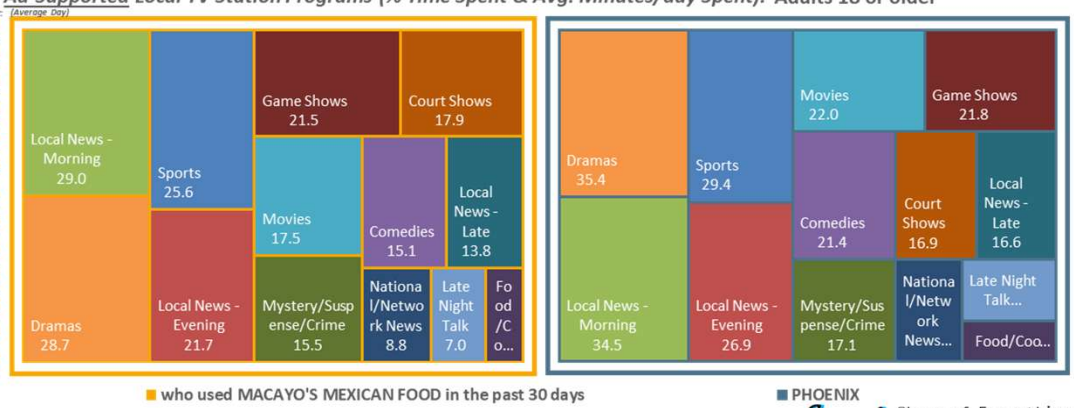
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 60

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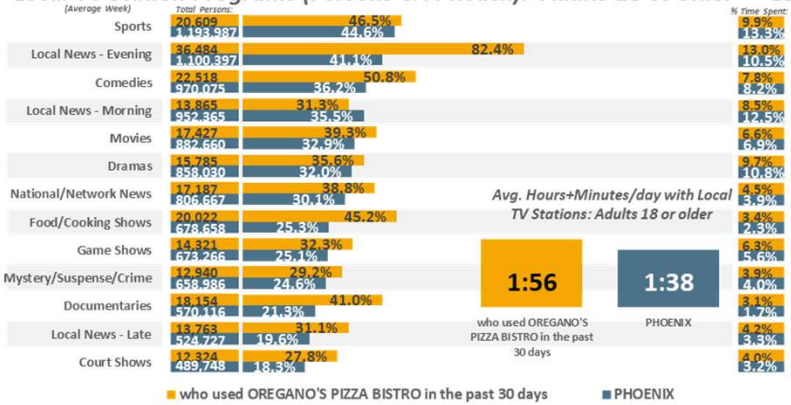
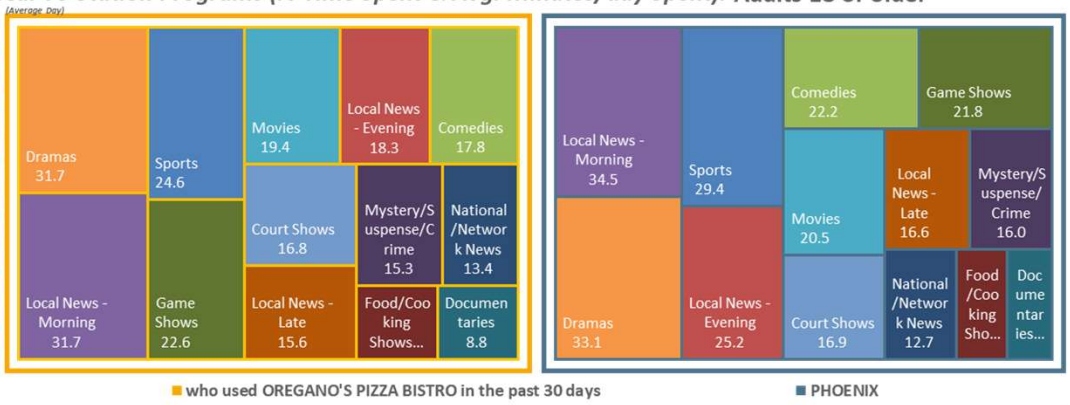
Sit-down restaurants used past 30 days: Macayo's

43,608 or 43.8% of Adults 18 or older who used OREGANO'S PIZZA BISTRO in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Sports, Movies, Food/Cooking Shows, and Dramas.

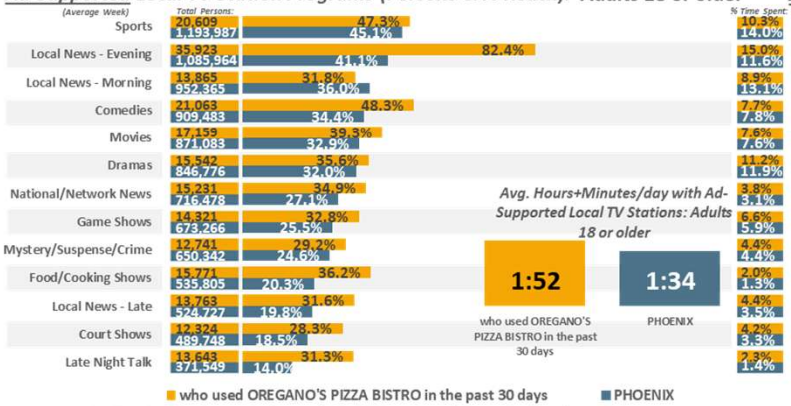
Local TV Station Programs (Persons & % Reach): Adults 18 or older



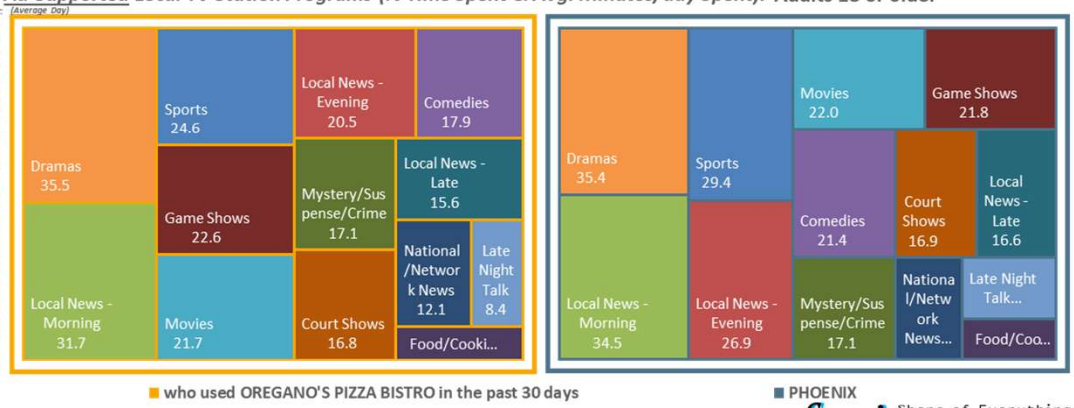
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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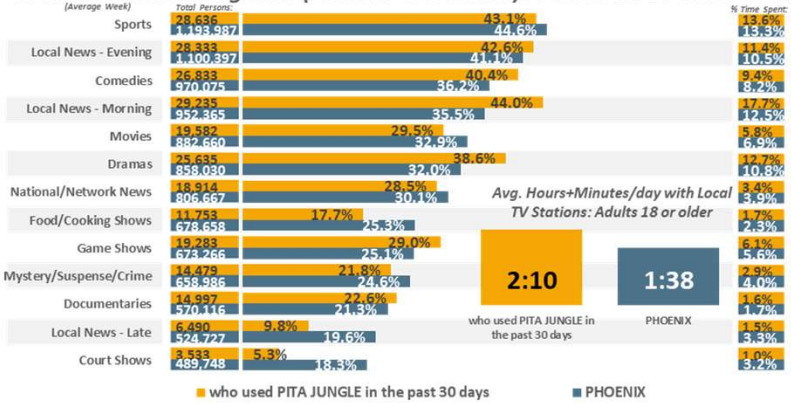
Sit-down restaurants used past 30 days: Oregano's Pizza Bistro

PITA JUNGLE

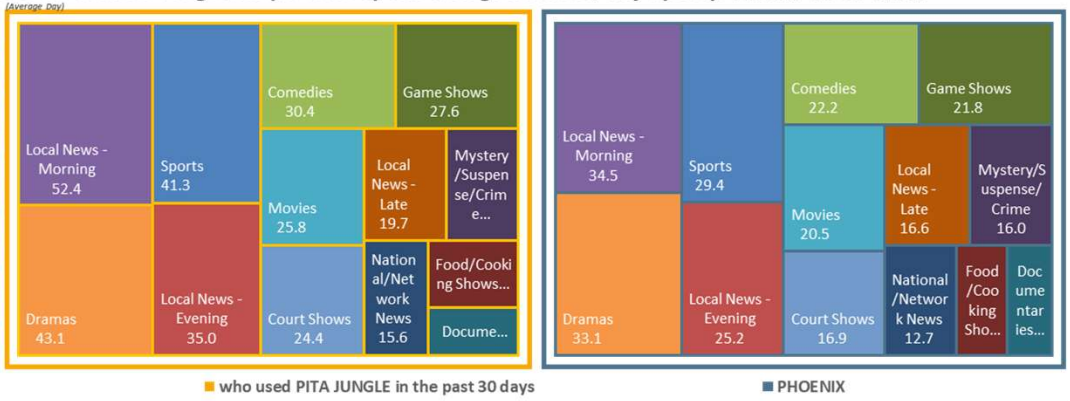
PHX

64,041 or 55.8% of Adults 18 or older who used PITA JUNGLE in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Sports, Local News - Evening, Dramas, Comedies, and Game Shows.

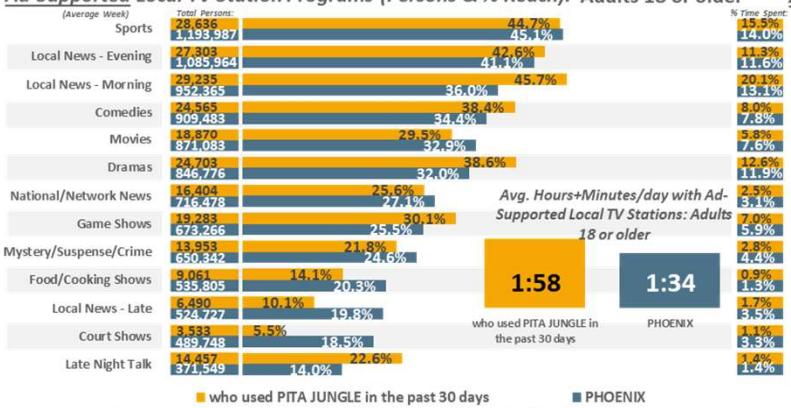
Local TV Station Programs (Persons & % Reach): Adults 18 or older



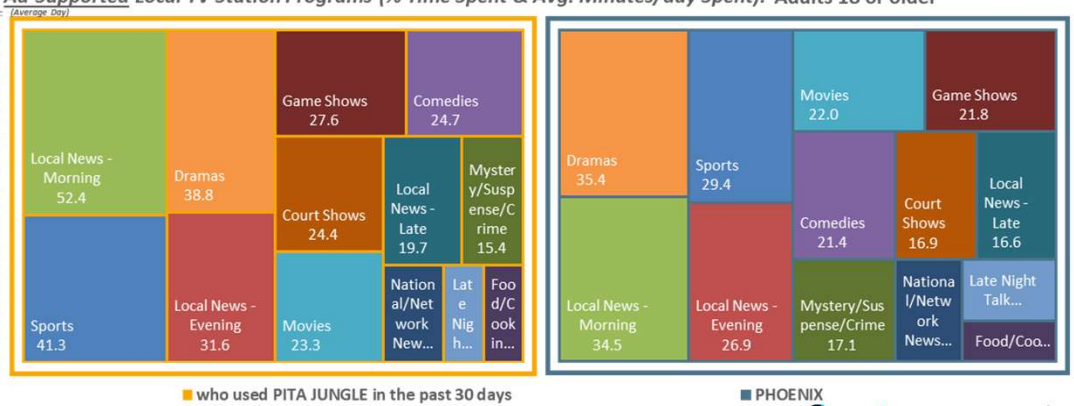
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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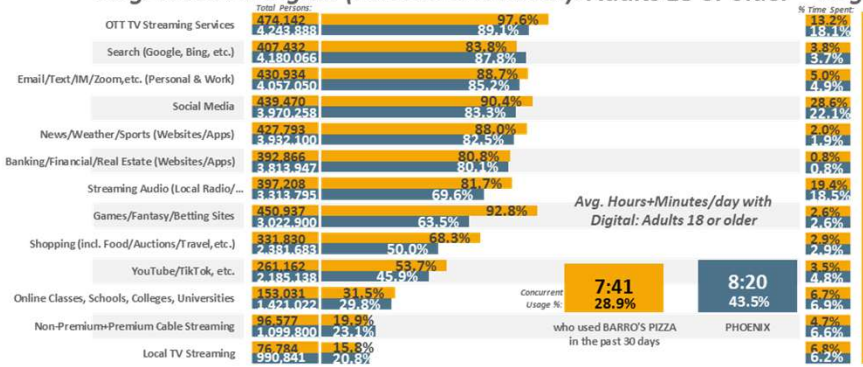
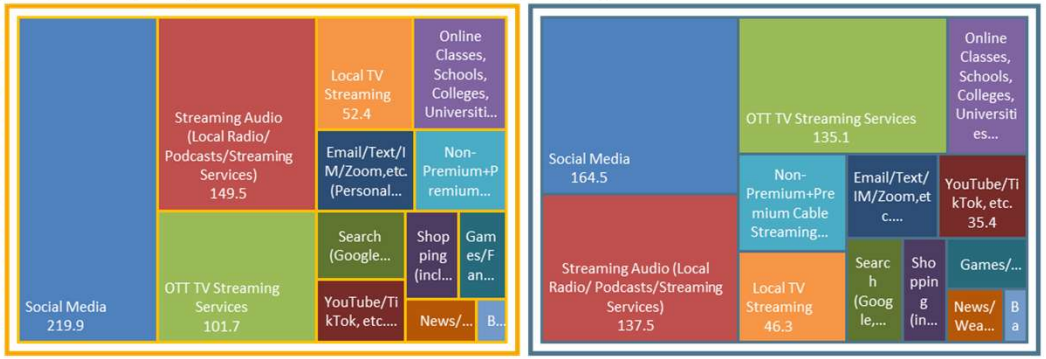
Sit-down restaurants used past 30 days: Pita Jungle

392,278 or 80.7% of Adults 18 or older who used BARRO'S PIZZA in the past 30 days use Ad-Supported Social Media for an average of 196.3 minutes every day representing 34.8% of all time spent daily with Ad-Supported Digital Media.

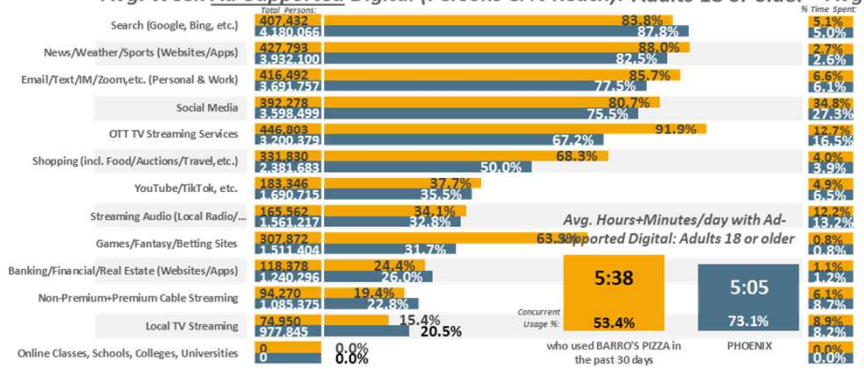
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



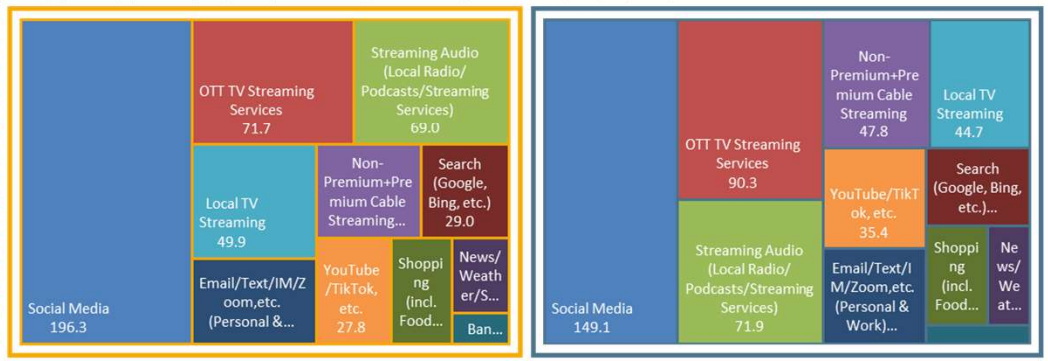
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 251

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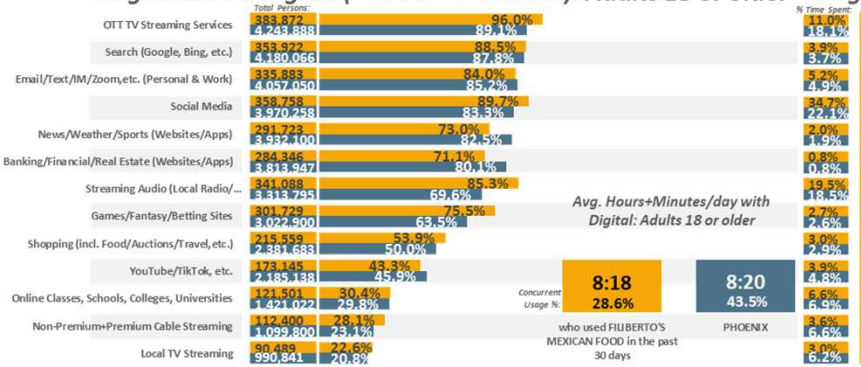
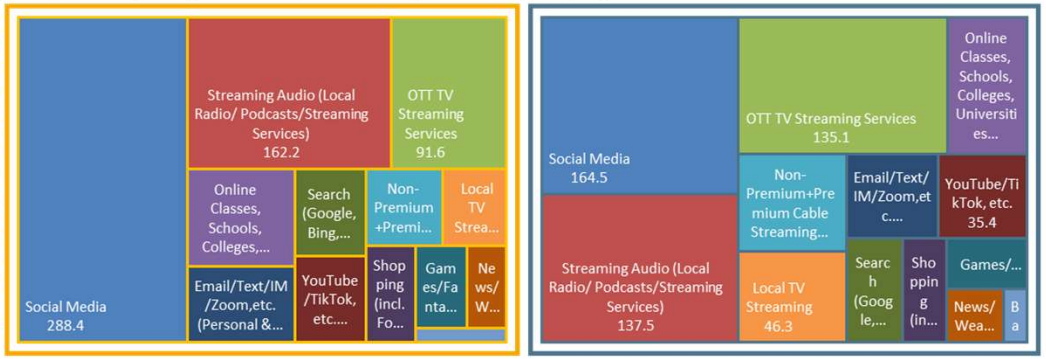
Quick service restaurants used past 30 days: Barro's Pizza

338,462 or 84.6% of Adults 18 or older who used FILIBERTO'S MEXICAN FOOD in the past 30 days use Ad-Supported Social Media for an average of 272.1 minutes every day representing 43.4% of all time spent daily with Ad-Supported Digital Media.

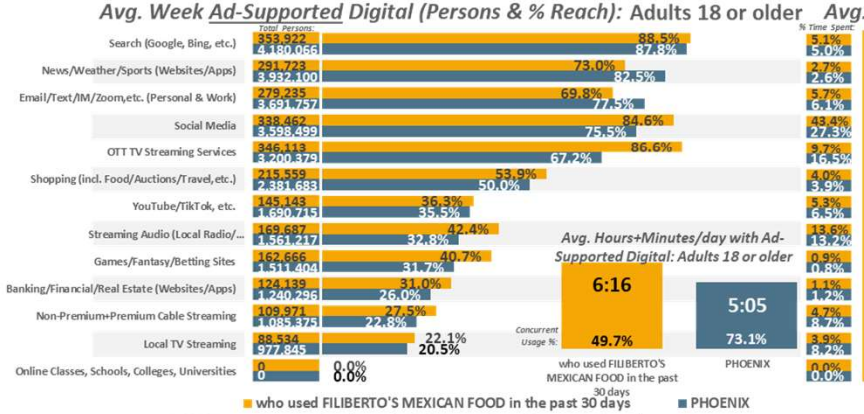
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



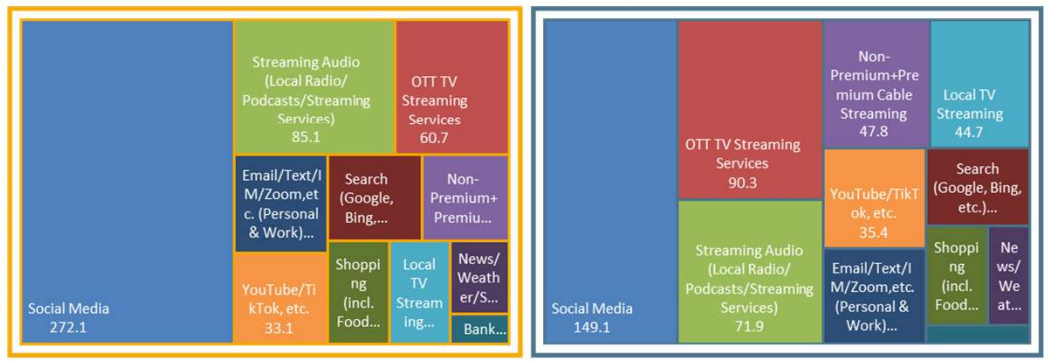
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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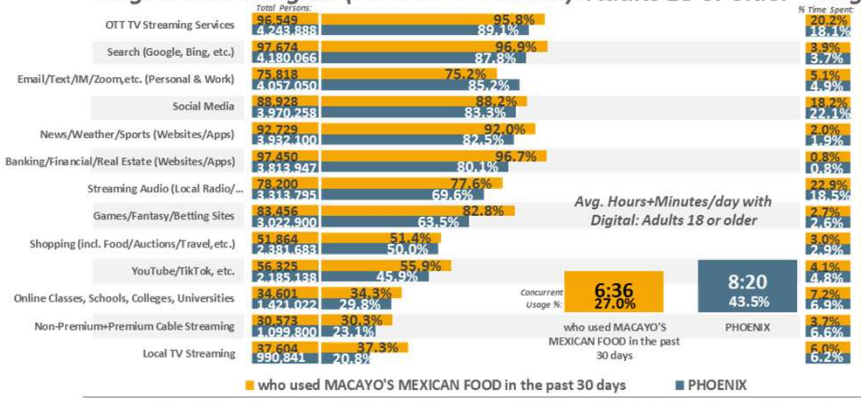
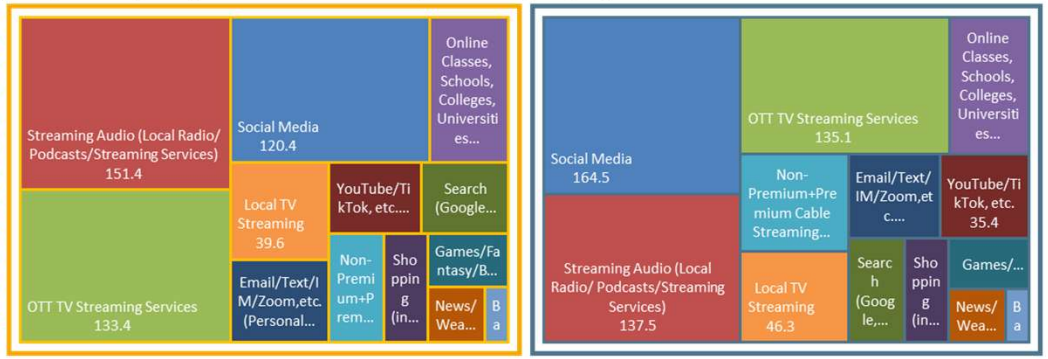
Quick service restaurants used past 30 days: Filiberto's Mexican

79,254 or 78.6% of Adults 18 or older who used MACAYO'S MEXICAN FOOD in the past 30 days use Ad-Supported Social Media for an average of 107.3 minutes every day representing 22.5% of all time spent daily with Ad-Supported Digital Media.

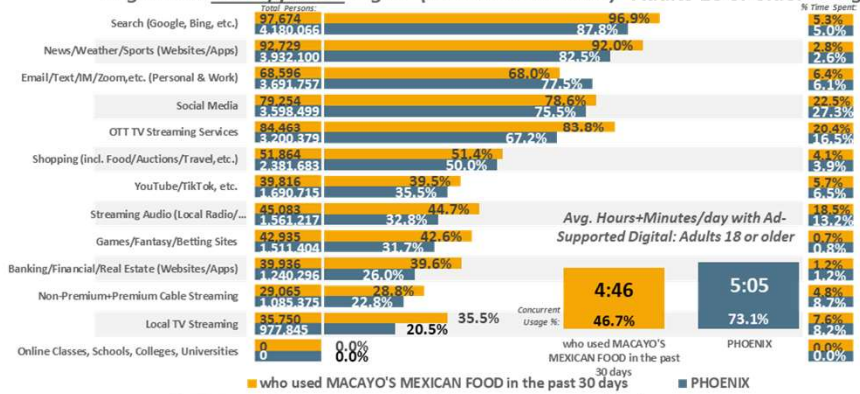
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



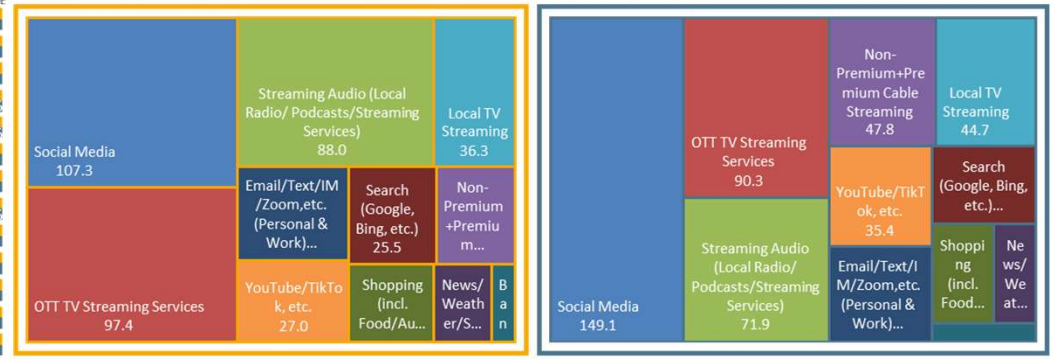
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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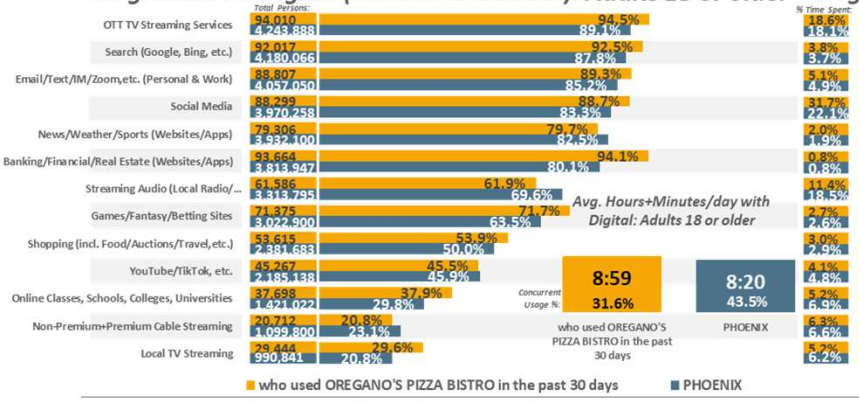
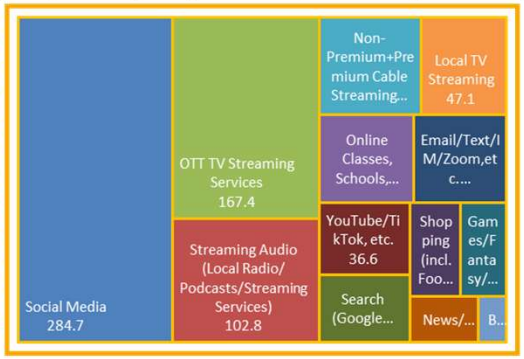
Sit-down restaurants used past 30 days: Macayo's

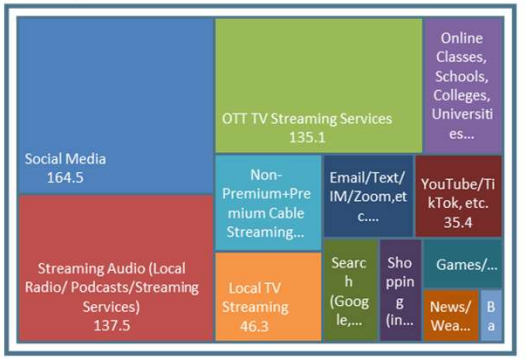
80,662 or 81.1% of Adults 18 or older who used OREGANO'S PIZZA BISTRO in the past 30 days use Ad-Supported Social Media for an average of 260.1 minutes every day representing 36.1% of all time spent daily with Ad-Supported Digital Media.

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

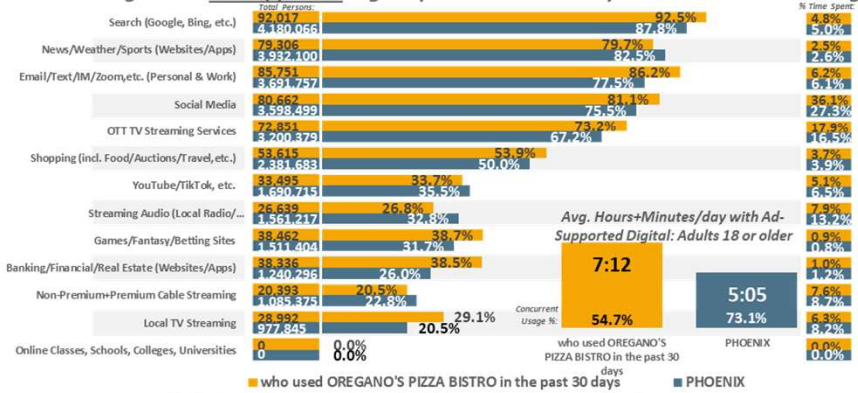


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

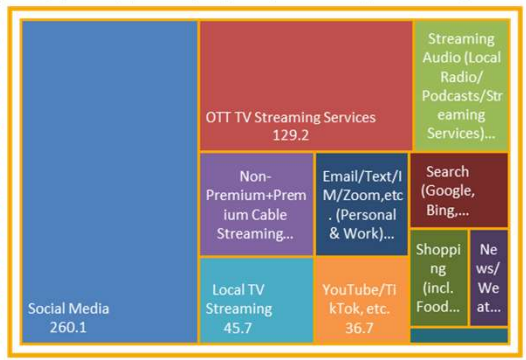


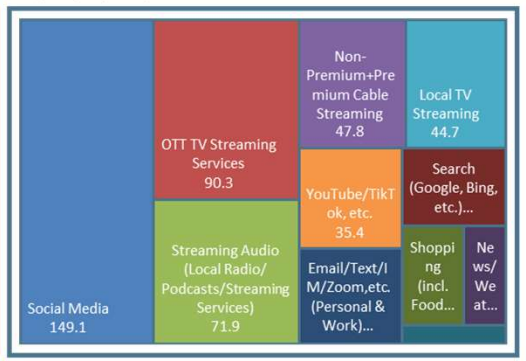


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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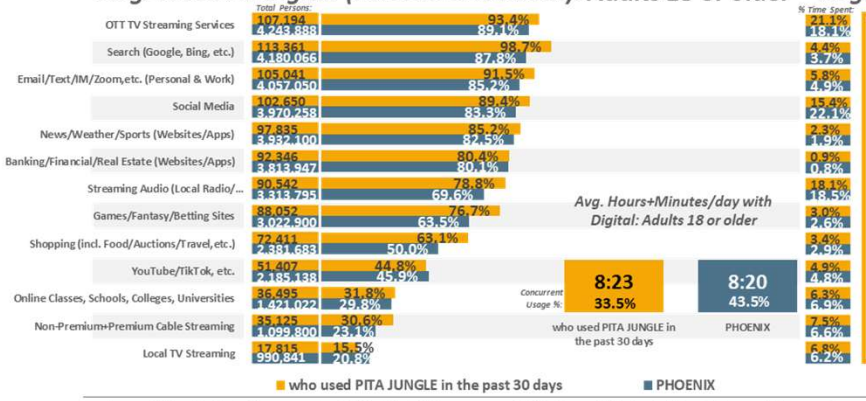
Sit-down restaurants used past 30 days: Oregano's Pizza Bistro

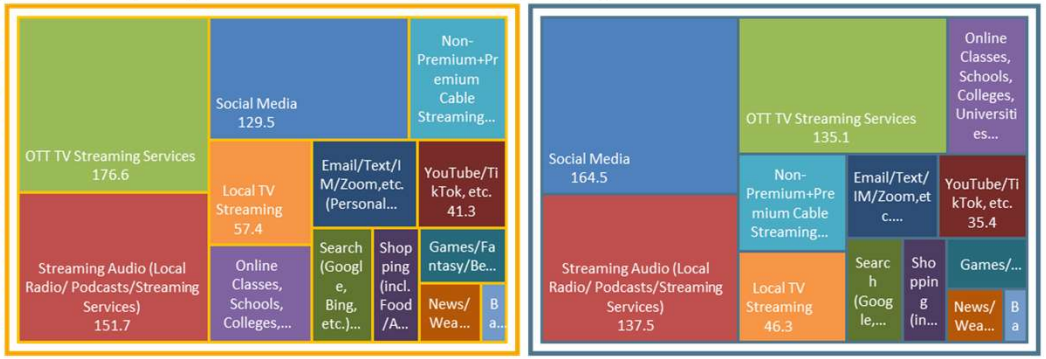
PITA JUNGLE — PHX

98,329 or 85.6% of Adults 18 or older who used PITA JUNGLE in the past 30 days use Ad-Supported Social Media for an average of 124.1 minutes every day representing 19.8% of all time spent daily with Ad-Supported Digital Media.

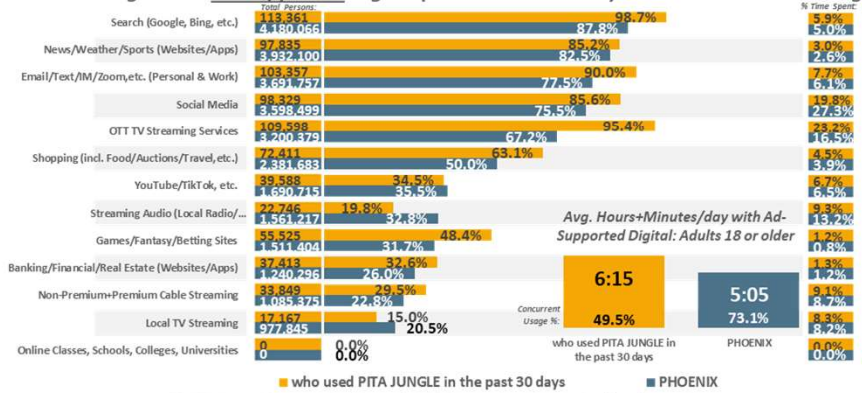
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



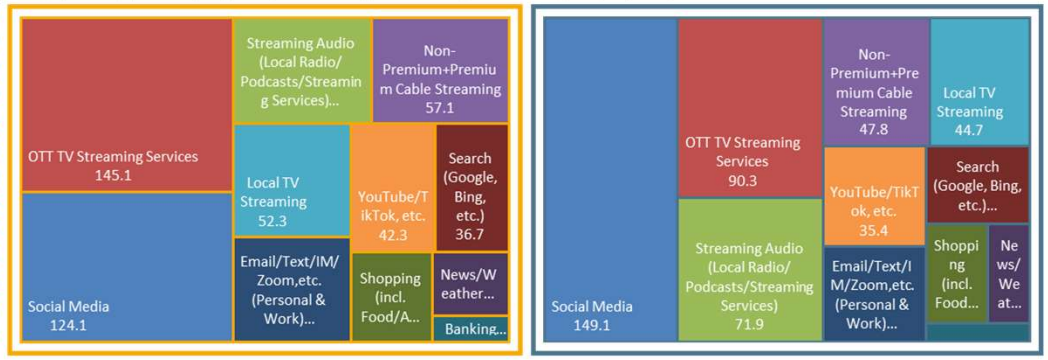
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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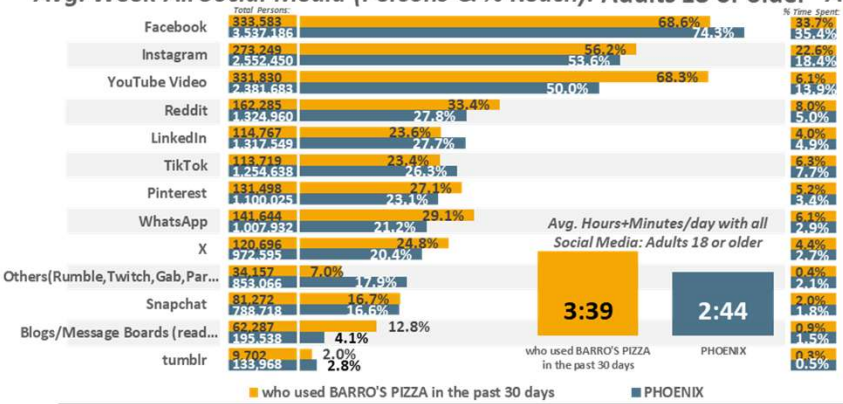
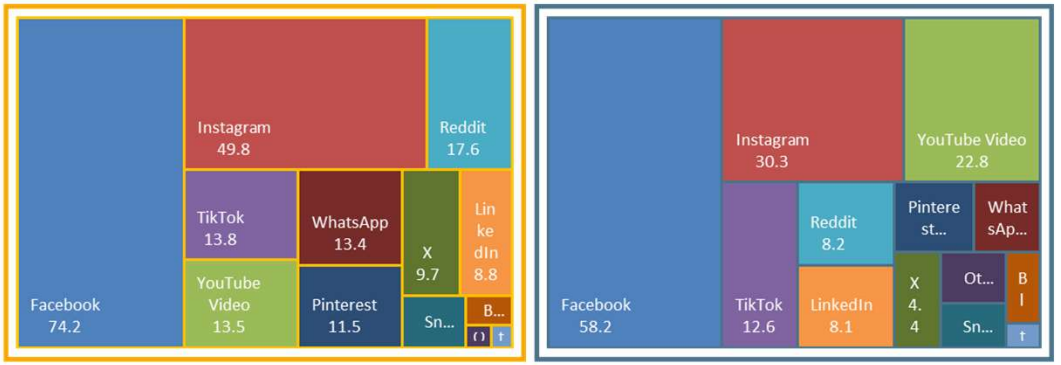
Sit-down restaurants used past 30 days: Pita Jungle

333,583 or 68.6% of Adults 18 or older who used BARRO'S PIZZA in the past 30 days use Ad-Supported Facebook for an average of 78.3 minutes every day representing 39.9% of all time spent daily with Ad-Supported Social Media.

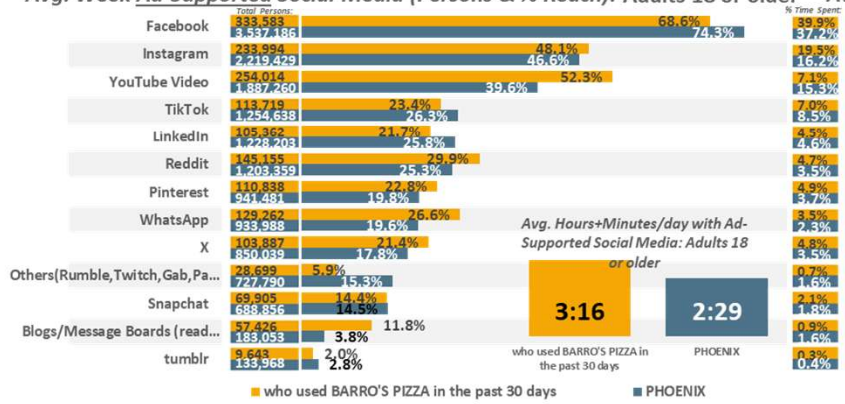
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



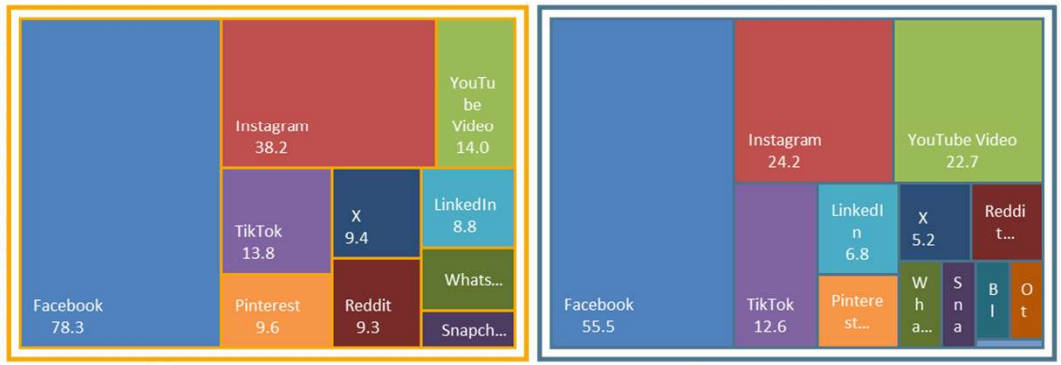
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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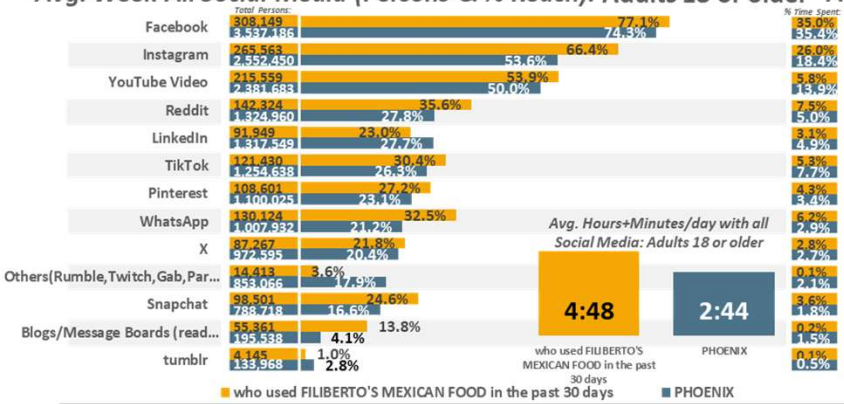
Quick service restaurants used past 30 days: Barro's Pizza

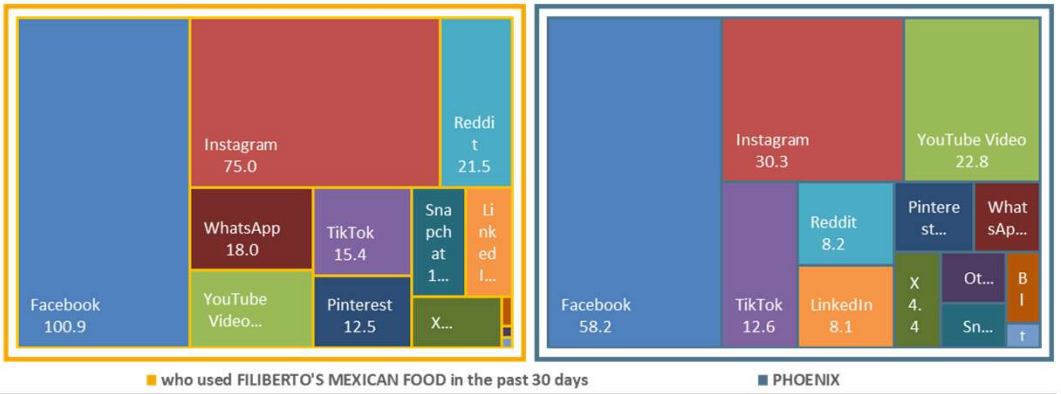
PHX

308,149 or 77.1% of Adults 18 or older who used FILIBERTO'S MEXICAN FOOD in the past 30 days use Ad-Supported Facebook for an average of 110.4 minutes every day representing 40.6% of all time spent daily with Ad-Supported Social Media.

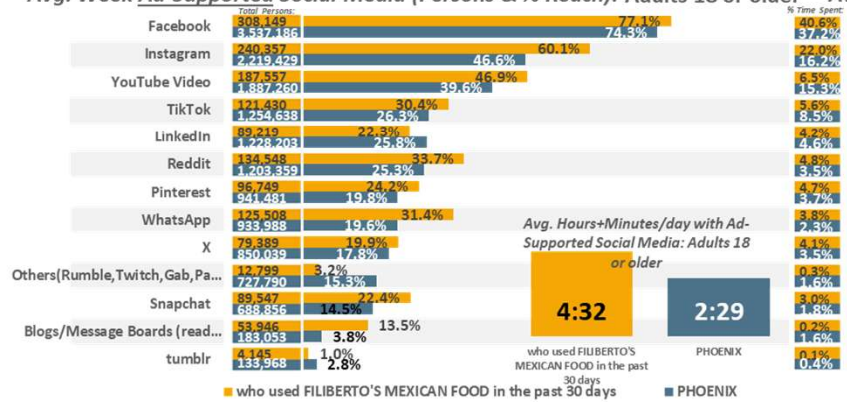
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



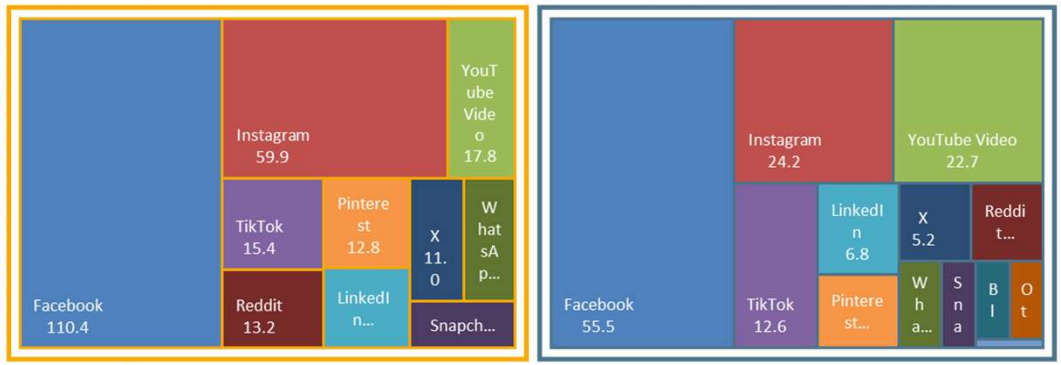
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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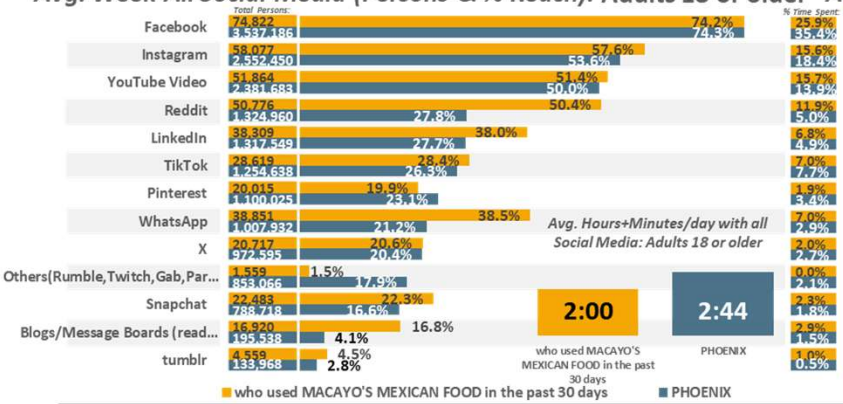
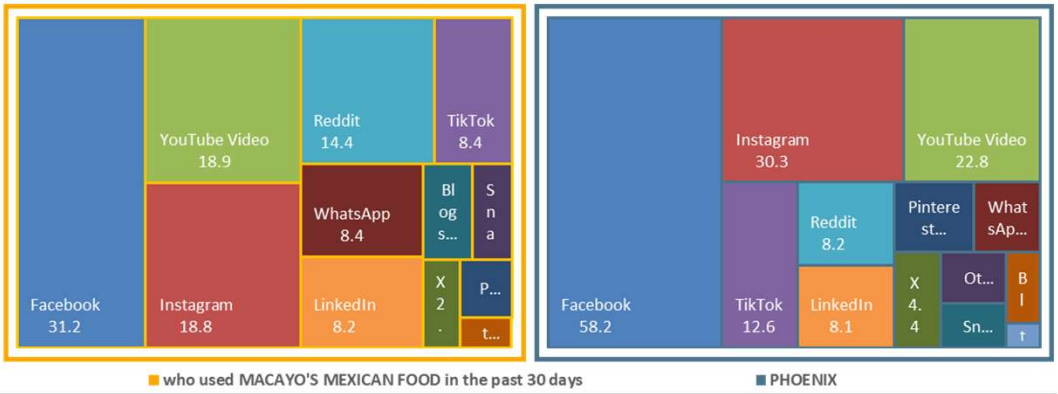
74,822 or 74.2% of Adults 18 or older who used MACAYO'S MEXICAN FOOD in the past 30 days use Ad-Supported Facebook for an average of 35.6 minutes every day representing 33.2% of all time spent daily with Ad-Supported Social Media.

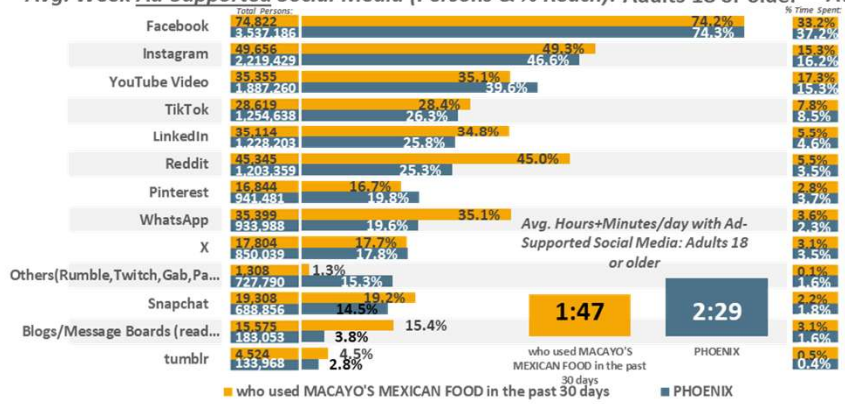
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



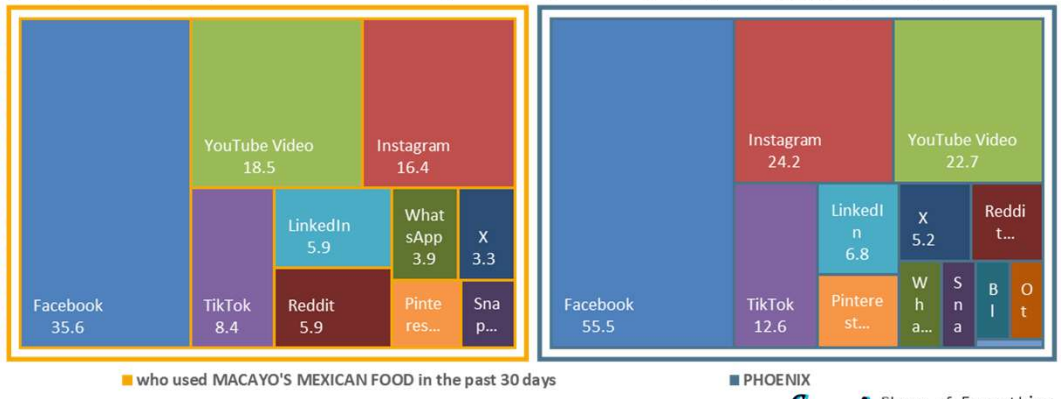
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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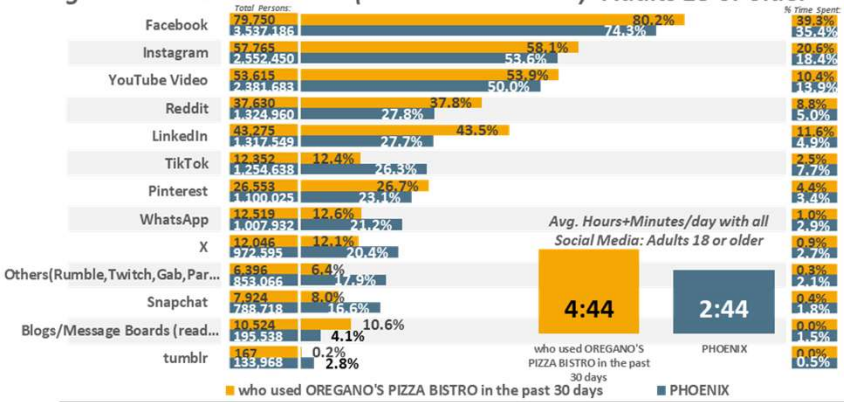
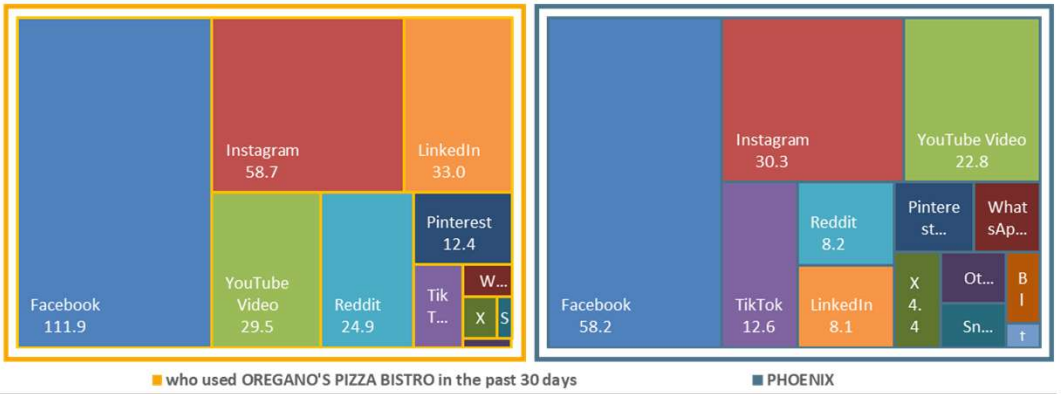
Sit-down restaurants used past 30 days: Macayo's

79,750 or 80.2% of Adults 18 or older who used OREGANO'S PIZZA BISTRO in the past 30 days use Ad-Supported Facebook for an average of 113.5 minutes every day representing 43.6% of all time spent daily with Ad-Supported Social Media.

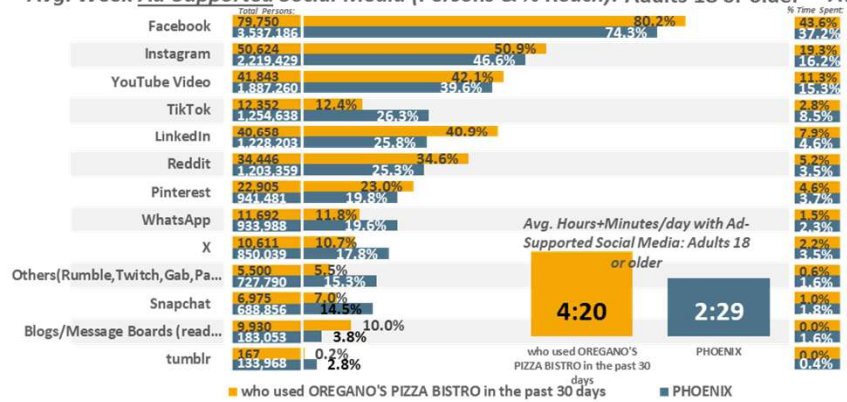
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



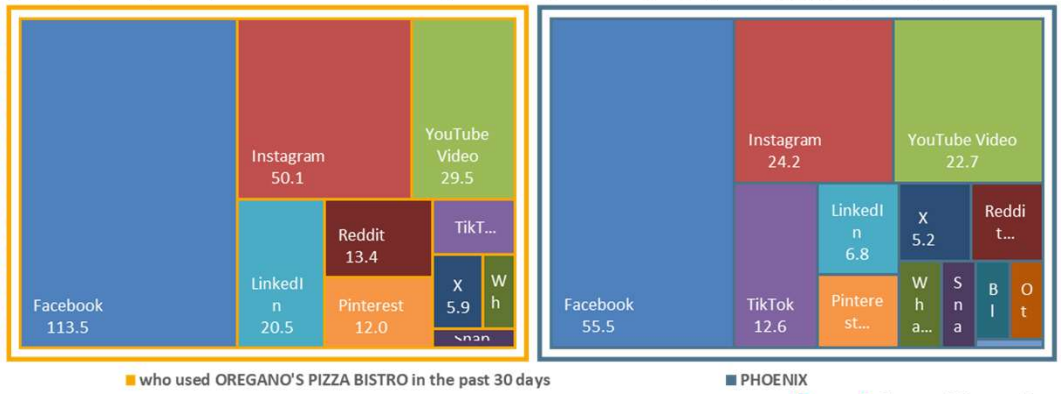
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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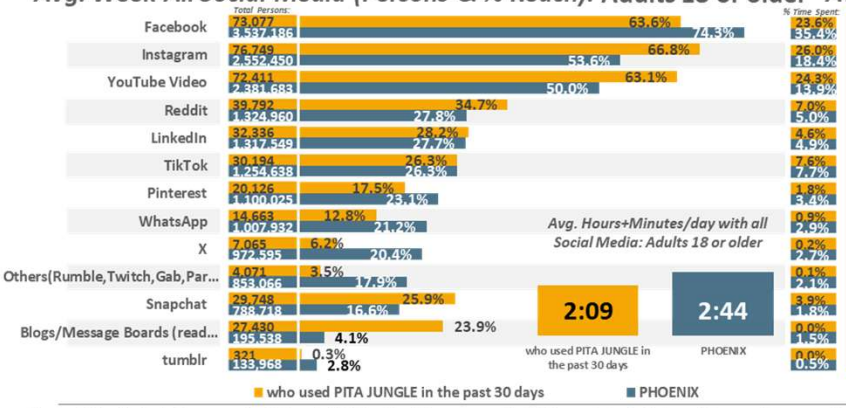
Sit-down restaurants used past 30 days: Oregano's Pizza Bistro

PITA JUNGLE

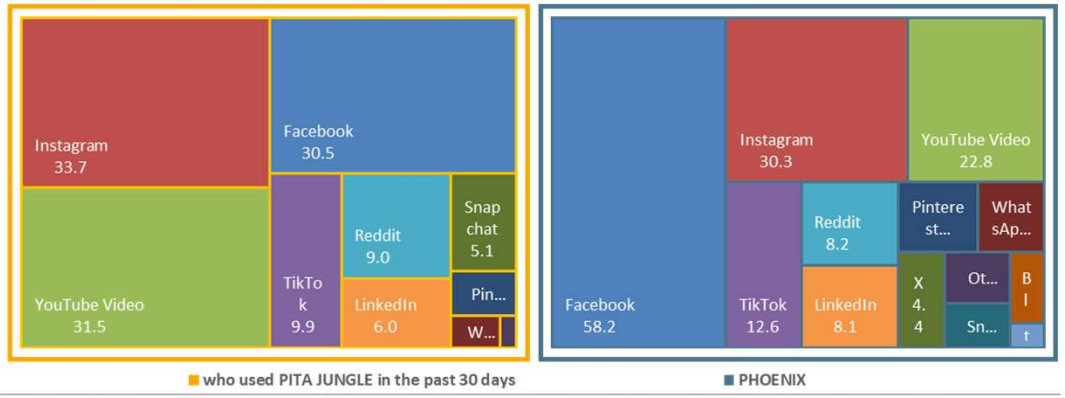
PHX

73,077 or 63.6% of Adults 18 or older who used PITA JUNGLE in the past 30 days use Ad-Supported Facebook for an average of 36.4 minutes every day representing 29.3% of all time spent daily with Ad-Supported Social Media.

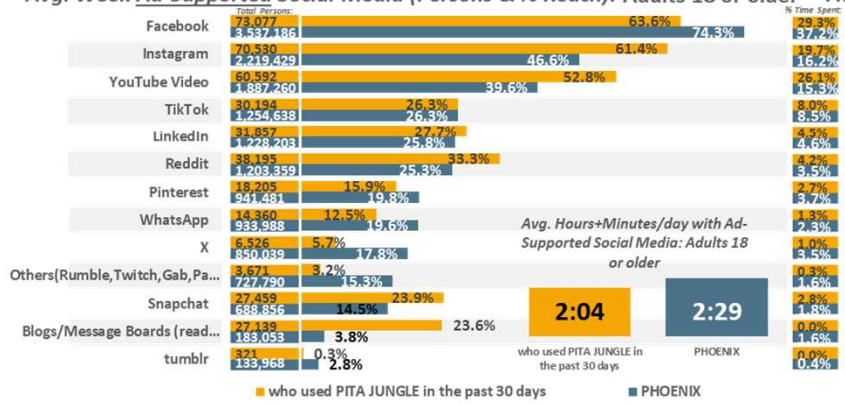
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



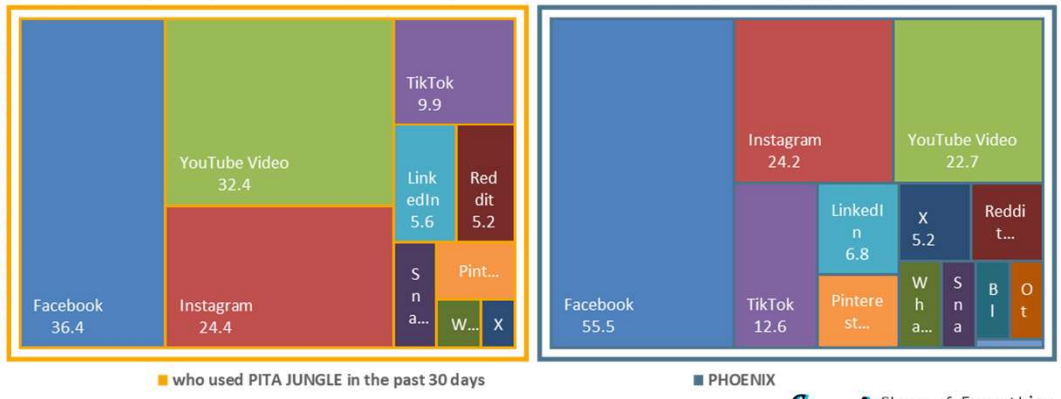
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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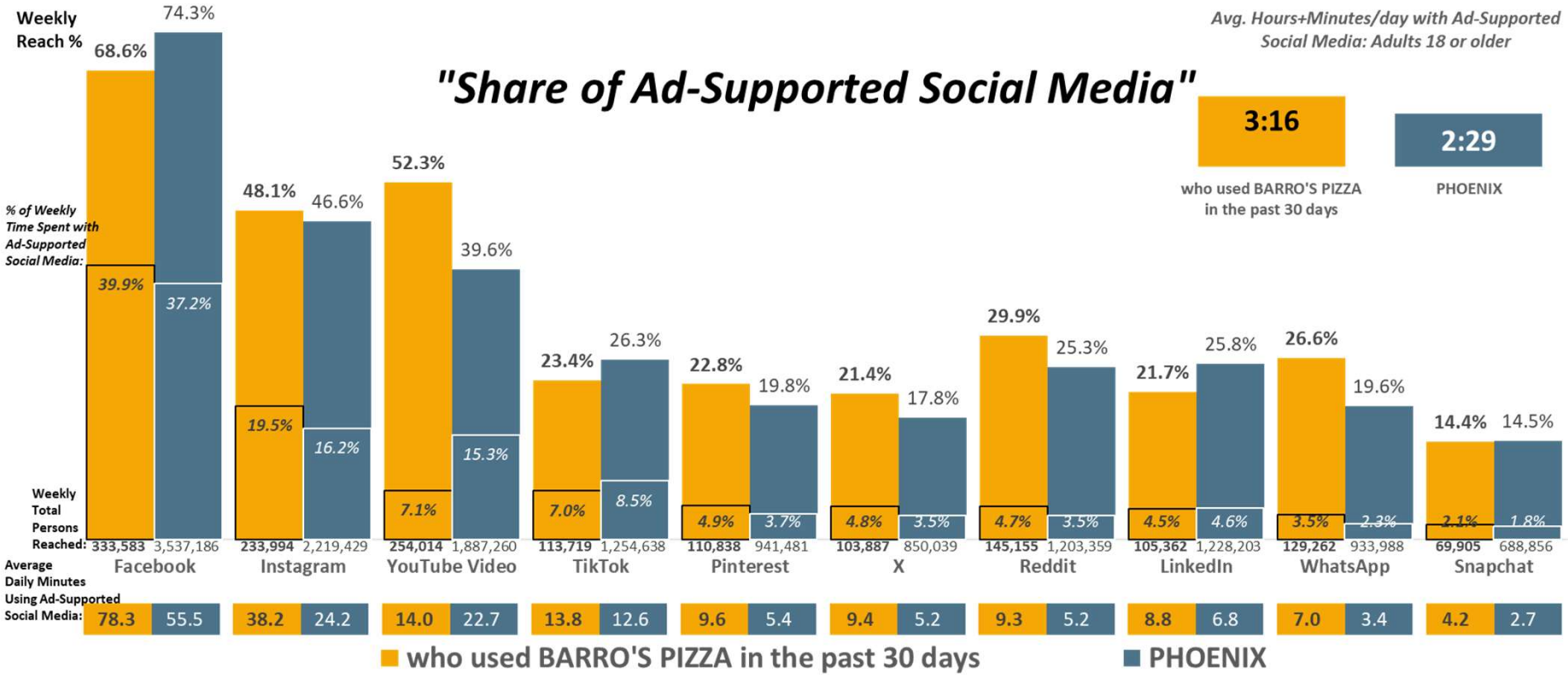
333,583 or 68.6% of Adults 18 or older who used BARRO'S PIZZA in the past 30 days use Ad-Supported Facebook for an average of 78.3 minutes every day representing 39.9% of all time spent daily with Ad-Supported Social Media.



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 251 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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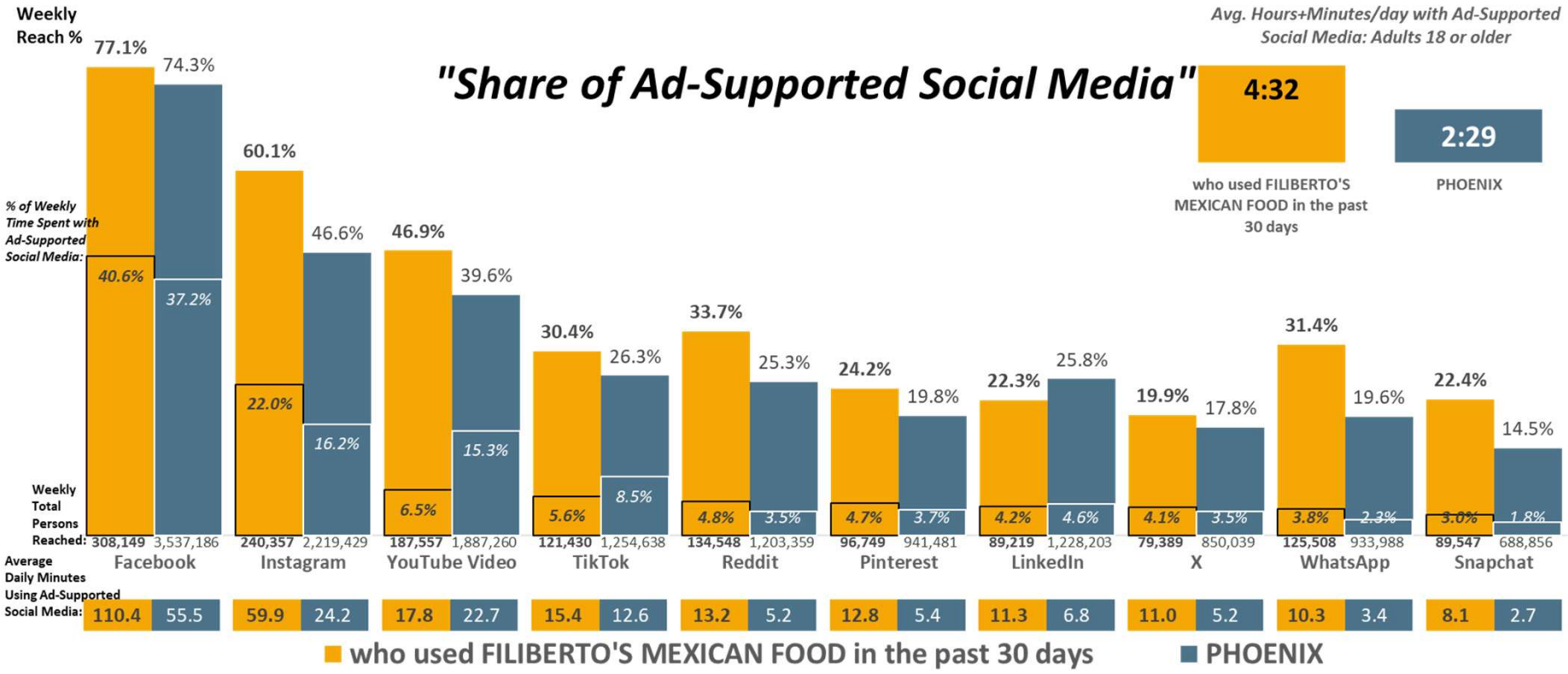
Quick service restaurants used past 30 days: Barro's Pizza

PHX

308,149 or 77.1% of Adults 18 or older who used FILIBERTO'S MEXICAN FOOD in the past 30 days use Ad-Supported Facebook for an average of 110.4 minutes every day representing 40.6% of all time spent daily with Ad-Supported Social Media.



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 166 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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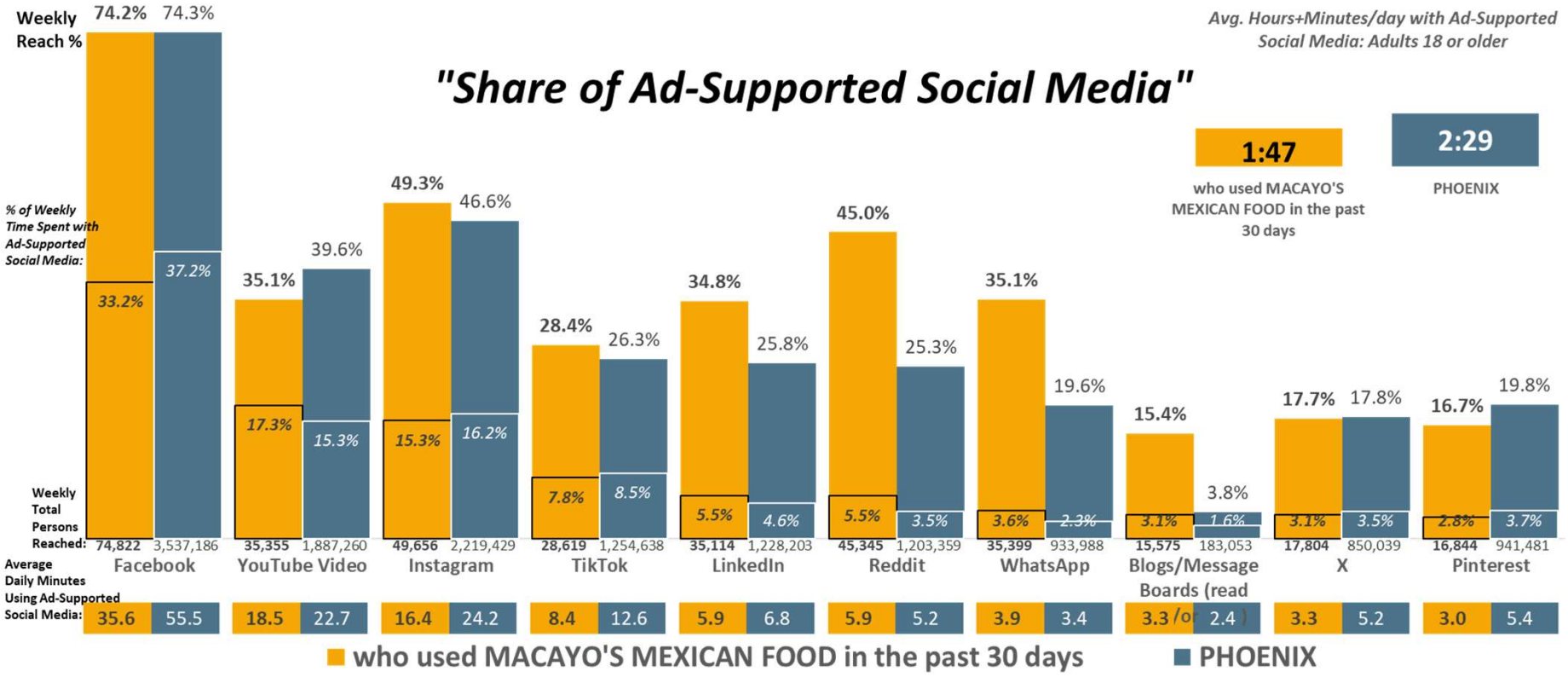
Quick service restaurants used past 30 days: Filiberto's Mexican

74,822 or 74.2% of Adults 18 or older who used MACAYO'S MEXICAN FOOD in the past 30 days use Ad-Supported Facebook for an average of 35.6 minutes every day representing 33.2% of all time spent daily with Ad-Supported Social Media.



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 60 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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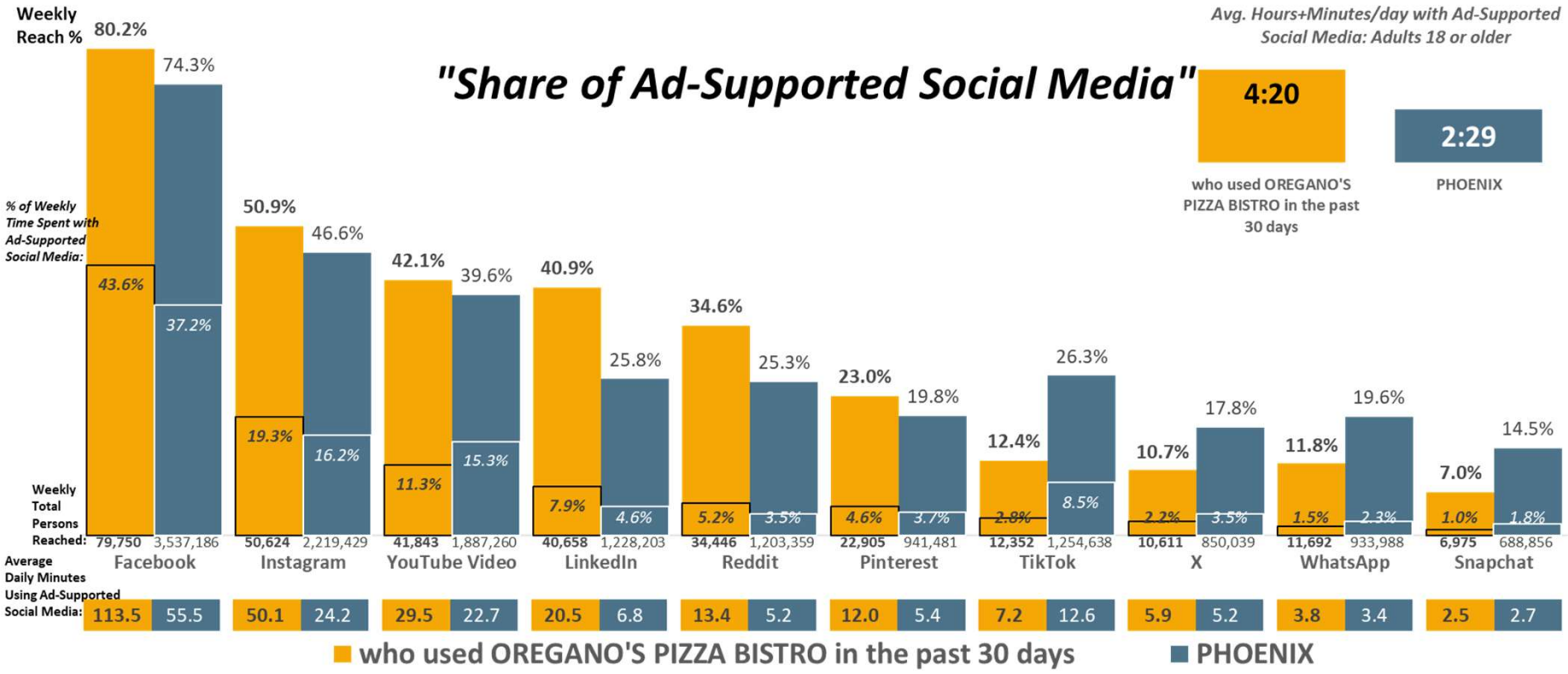
Sit-down restaurants used past 30 days: Macayo's

79,750 or 80.2% of Adults 18 or older who used OREGANO'S PIZZA BISTRO in the past 30 days use Ad-Supported Facebook for an average of 113.5 minutes every day representing 43.6% of all time spent daily with Ad-Supported Social Media.



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 70 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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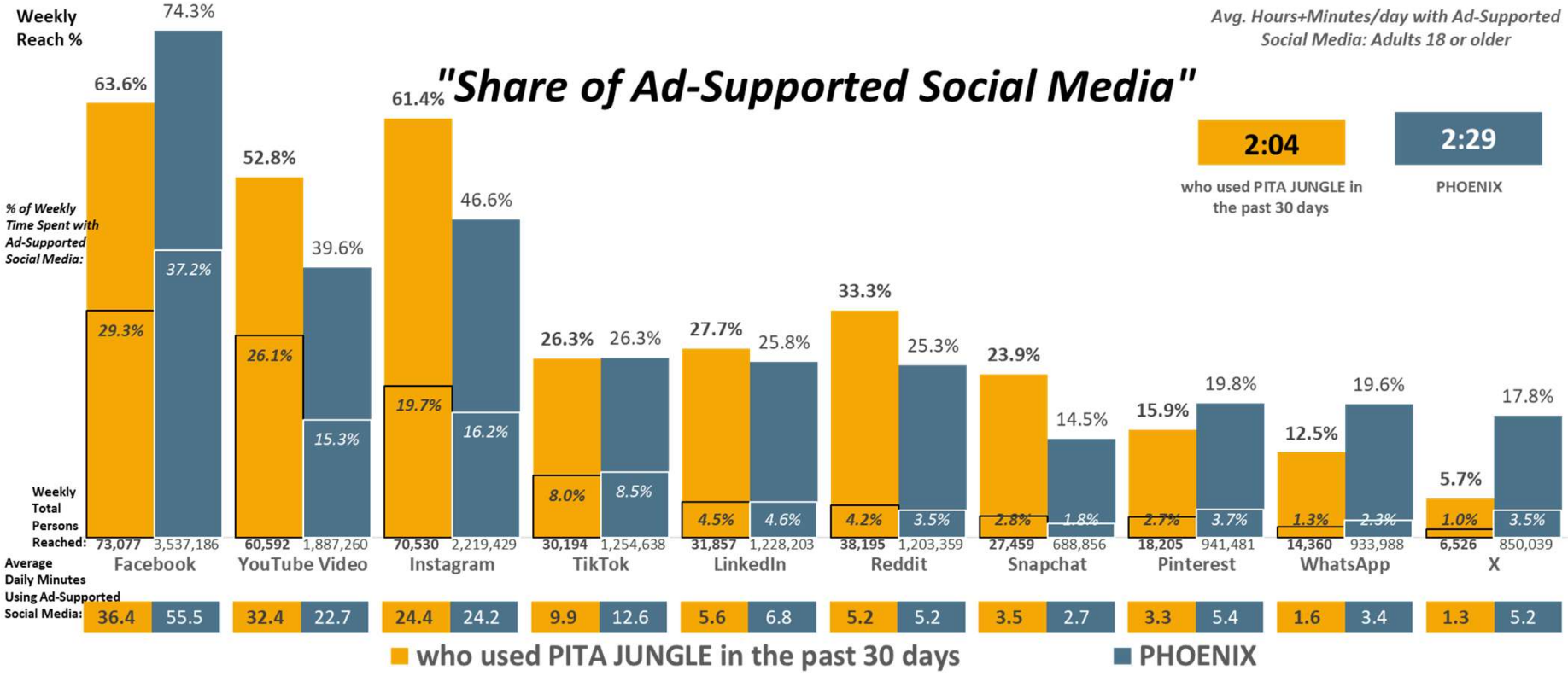
Sit-down restaurants used past 30 days: Oregano's Pizza Bistro

PITA JUNGLE PHX

73,077 or 63.6% of Adults 18 or older who used PITA JUNGLE in the past 30 days use Ad-Supported Facebook for an average of 36.4 minutes every day representing 29.3% of all time spent daily with Ad-Supported Social Media.



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 71 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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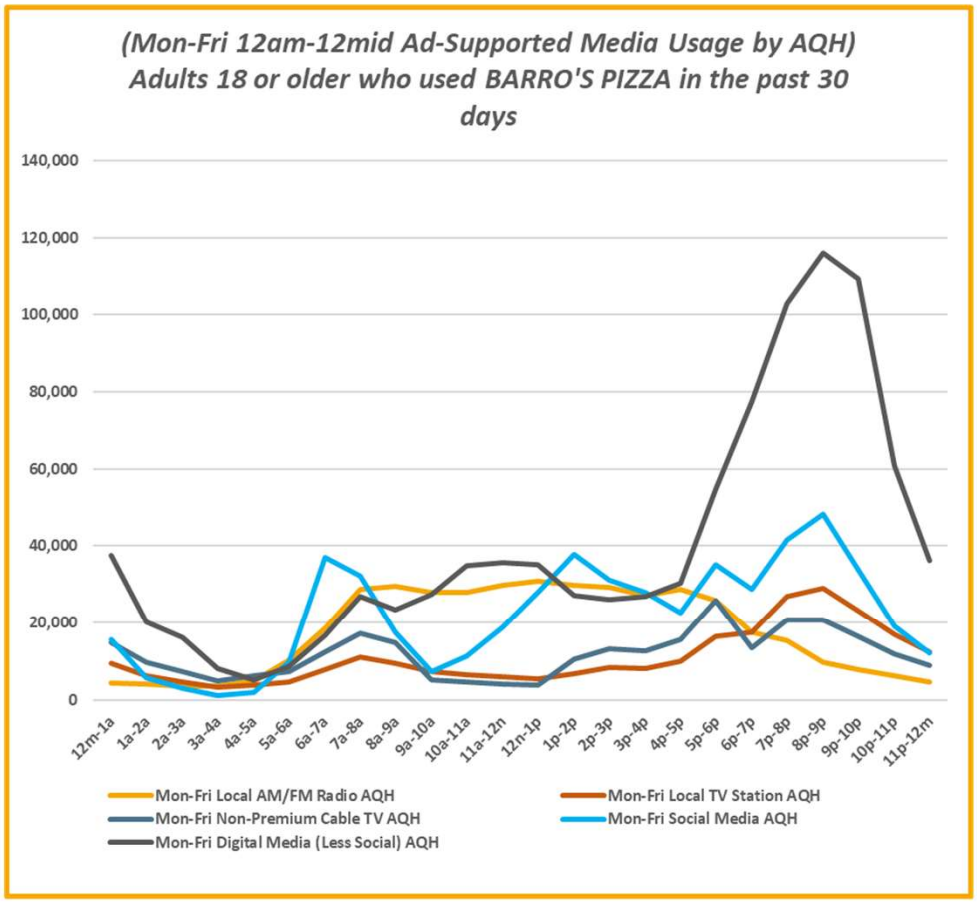
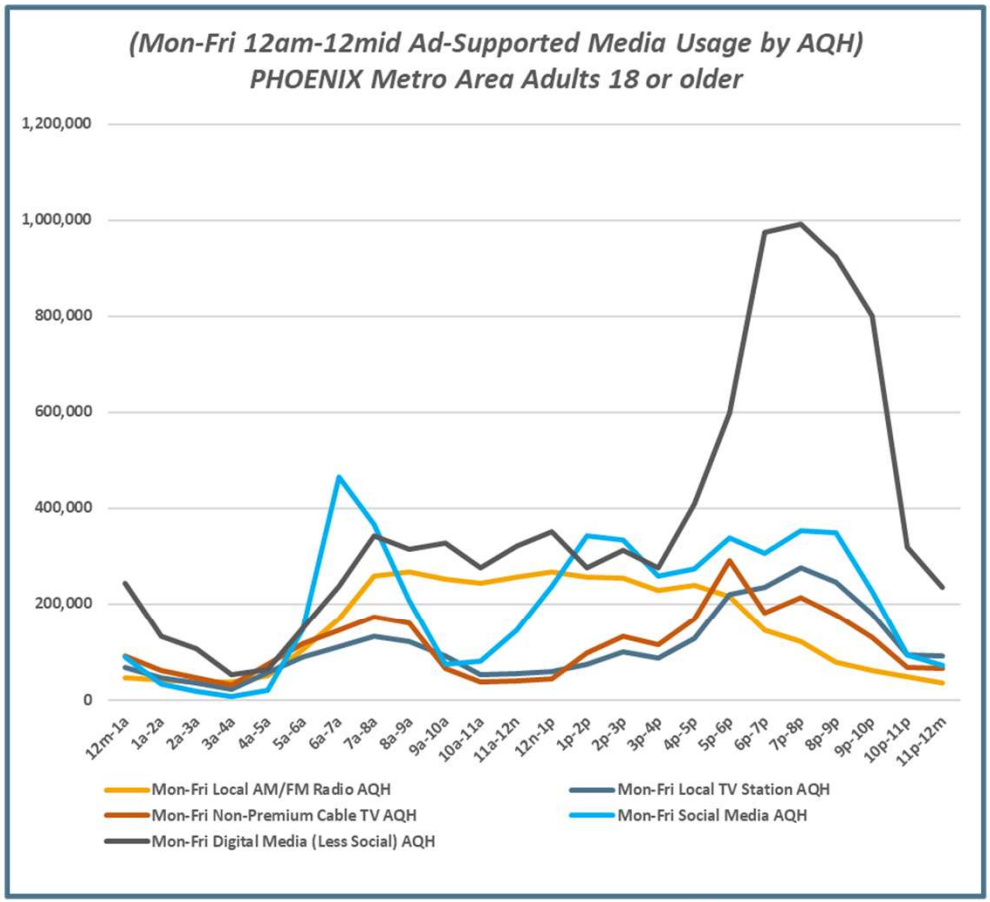
Sit-down restaurants used past 30 days: Pita Jungle

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 33,958; Local Radio: 27,019; Social Media: 25,723; Non-Prem. Cable: 11,714; Local TV: 9,157 reaching Adults 18 or older who used BARRO'S PIZZA in the past 30 days.





PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 251

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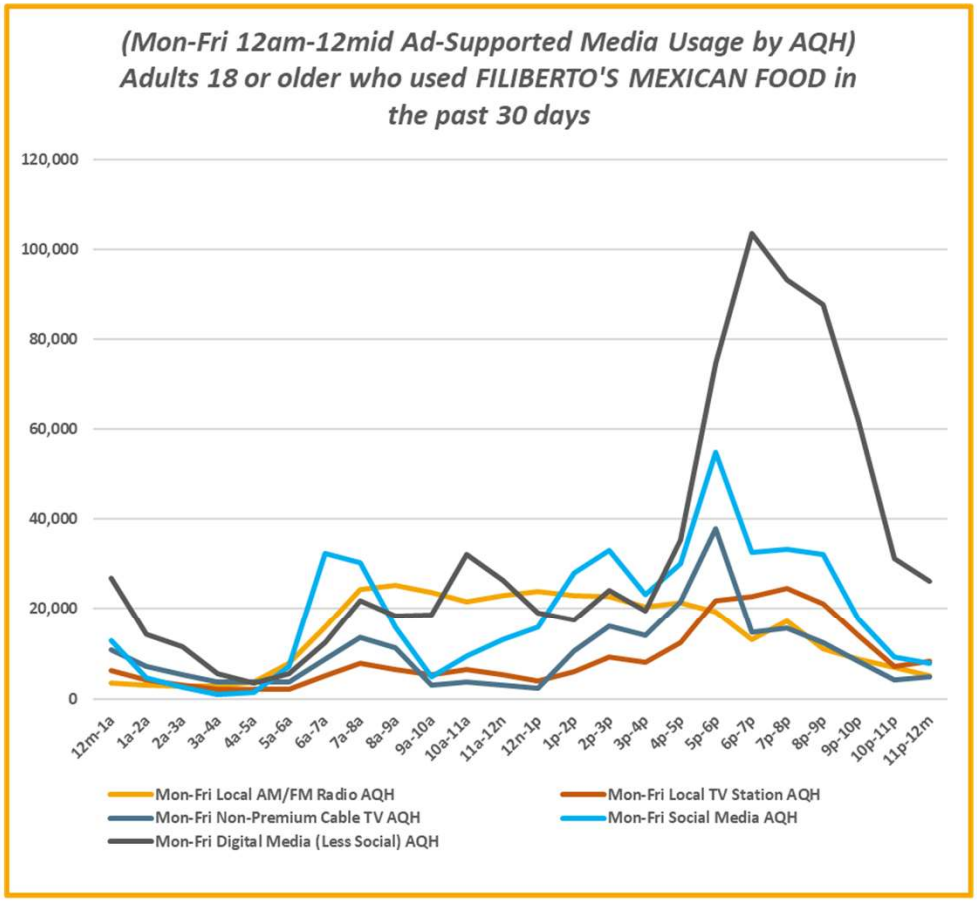
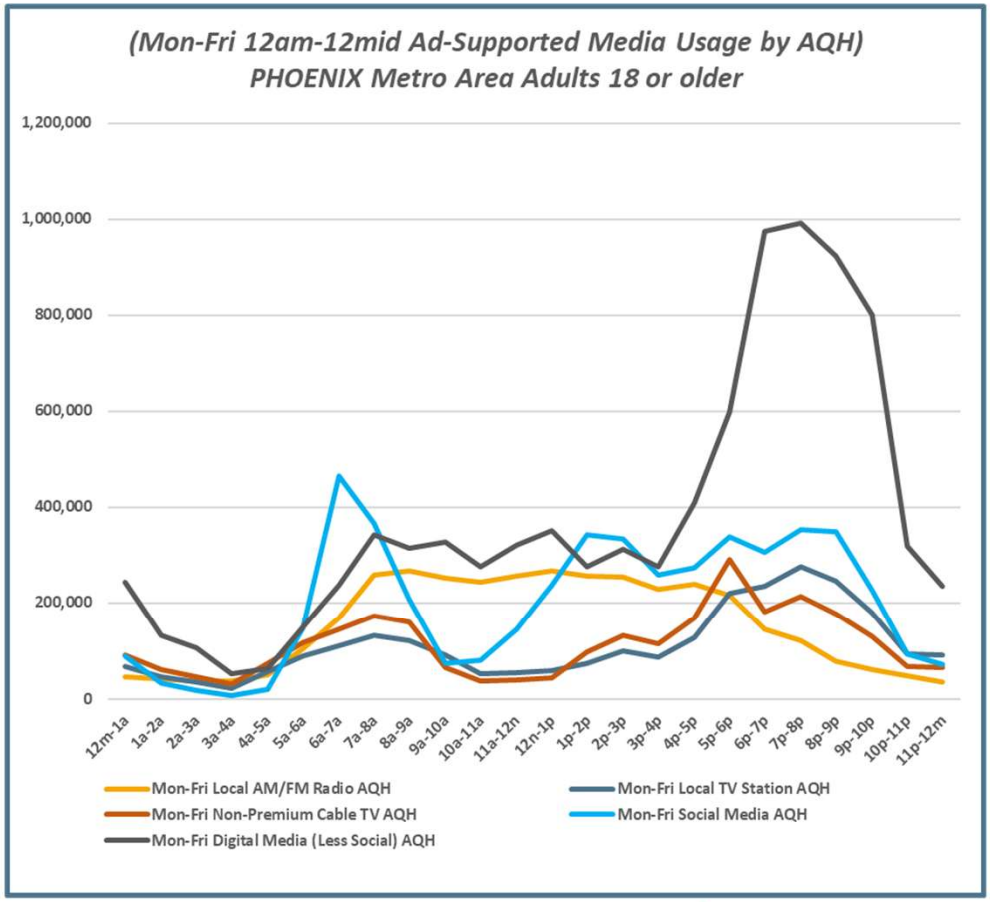
Quick service restaurants used past 30 days: Barro's Pizza

PHX

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 32,620; Social Media: 24,915; Local Radio: 21,352; Non-Prem. Cable: 12,356; Local TV: 9,268 reaching Adults 18 or older who used FILIBERTO'S MEXICAN FOOD in the past 30 d





PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 166

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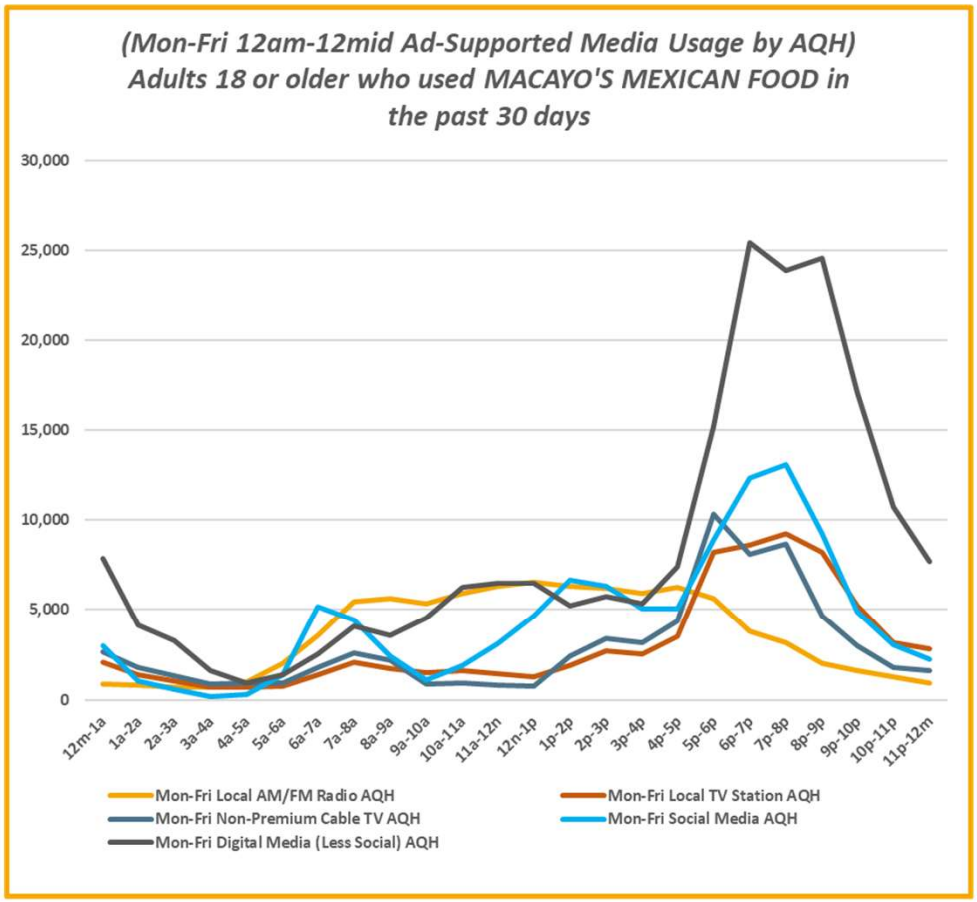
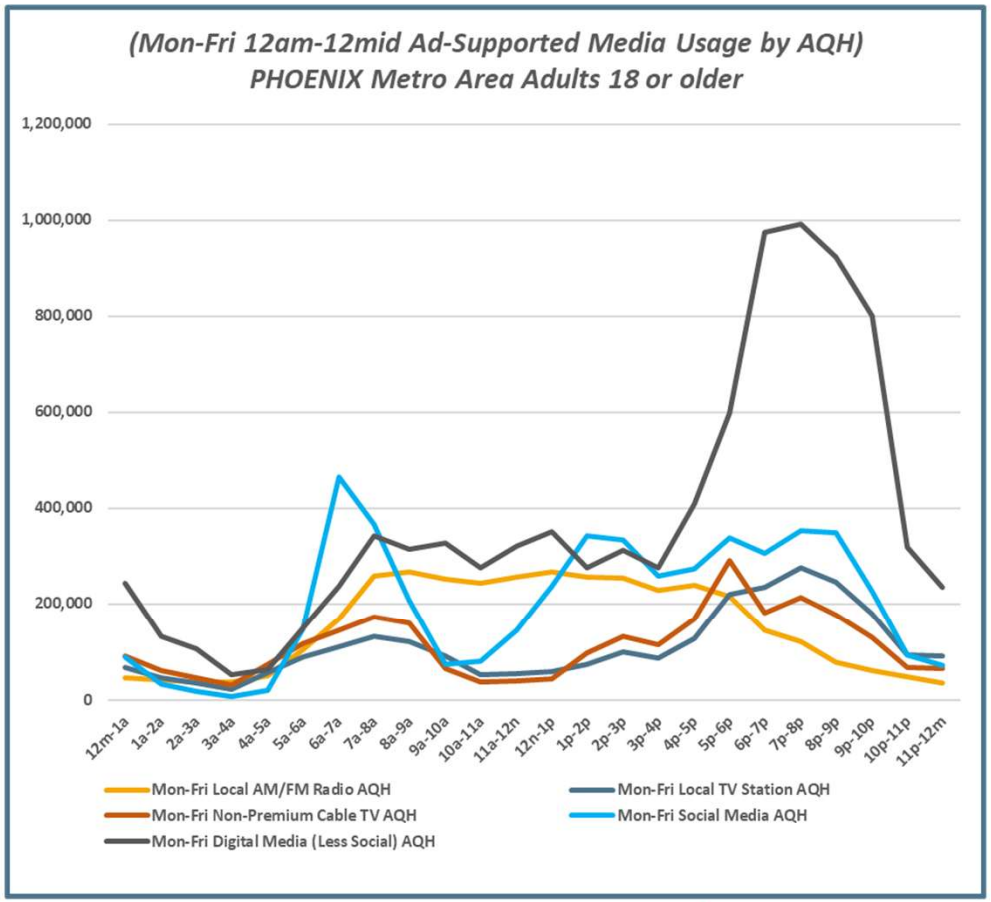
Quick service restaurants used past 30 days: Filiberto's Mexican

Macayo's Mexican Food PHX

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,567; Local Radio: 5,607; Social Media: 5,163; Non-Prem. Cable: 3,204; Local TV: 2,962 reaching Adults 18 or older who used MACAYO'S MEXICAN FOOD in the past 30 days.





PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 60

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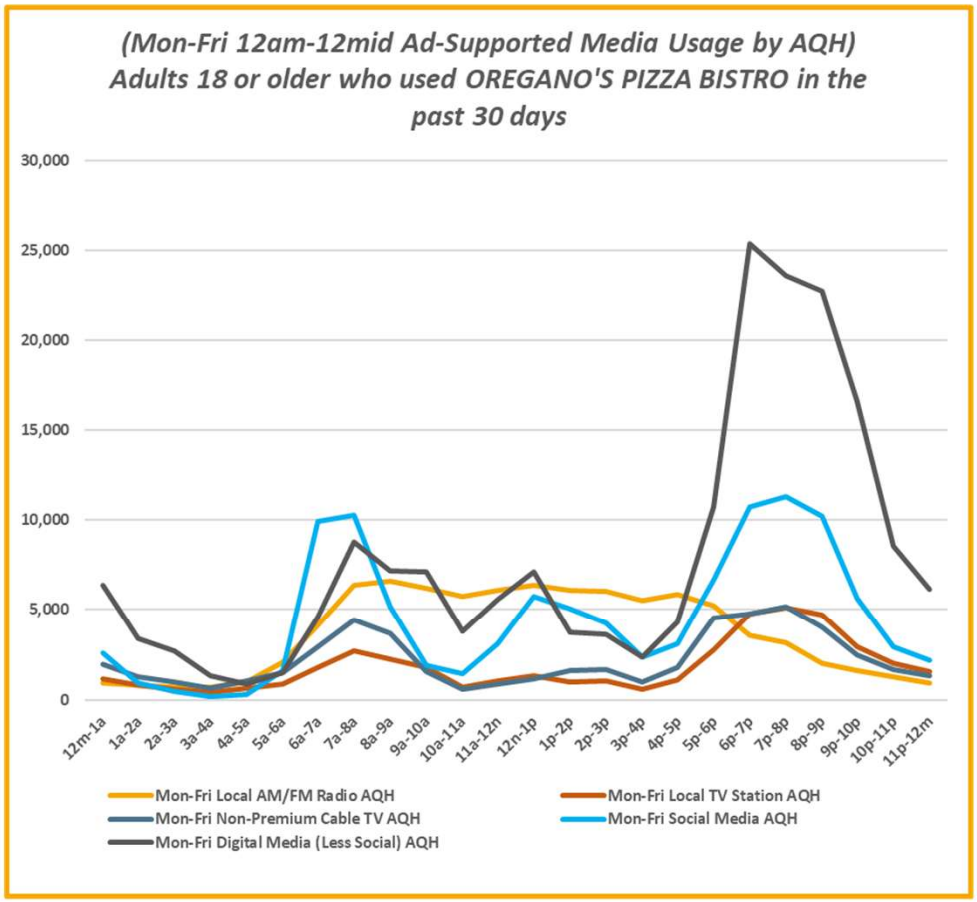
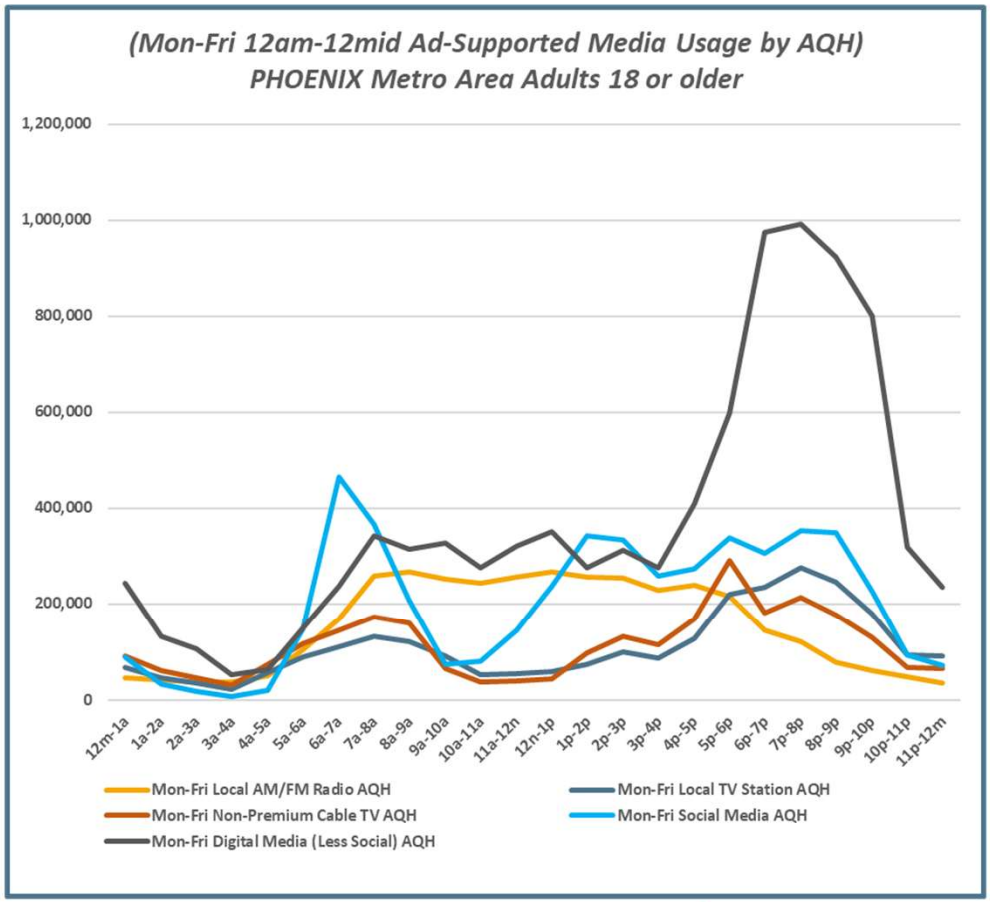
Sit-down restaurants used past 30 days: Macayo's

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,252; Local Radio: 5,684; Social Media: 5,367; Non-Prem. Cable: 2,358; Local TV: 1,754 reaching Adults 18 or older who used OREGANO'S PIZZA BISTRO in the past 30 days.





PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 70

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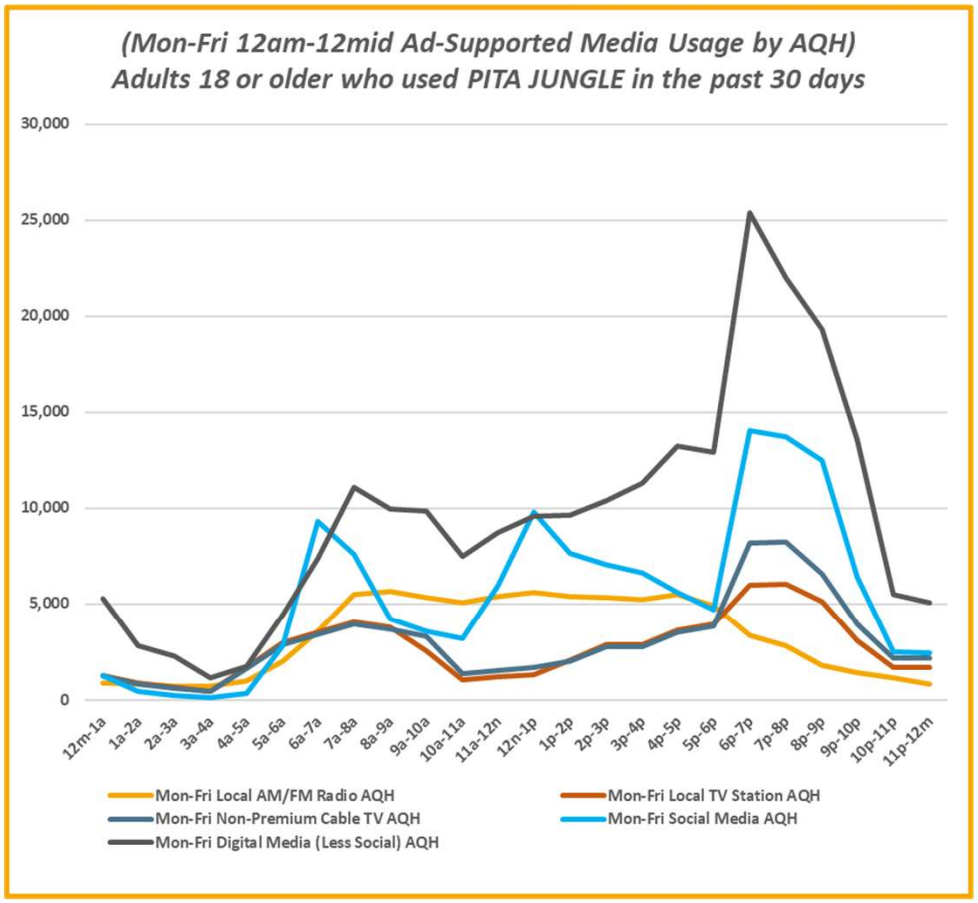
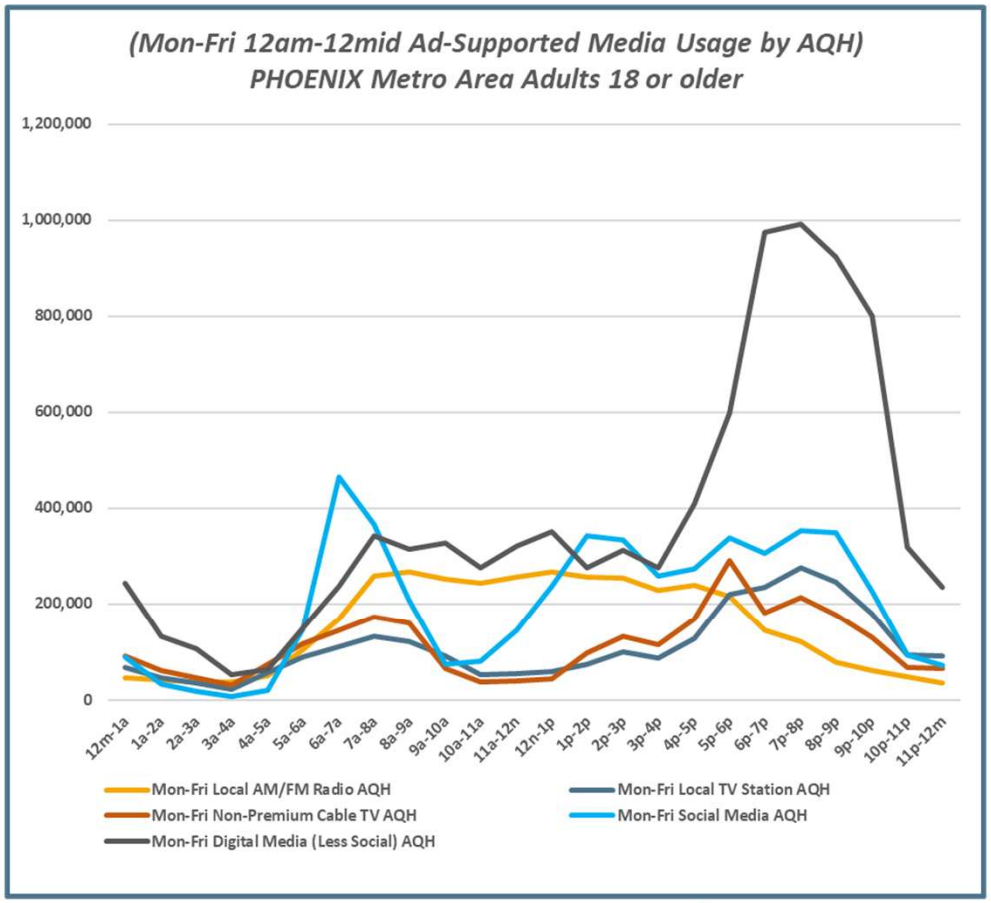
Sit-down restaurants used past 30 days: Oregano's Pizza Bistro

PITA JUNGLE PHX

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 11,289; Social Media: 6,855; Local Radio: 5,050; Non-Prem. Cable: 3,212; Local TV: 2,974 reaching Adults 18 or older who used PITA JUNGLE in the past 30 days.





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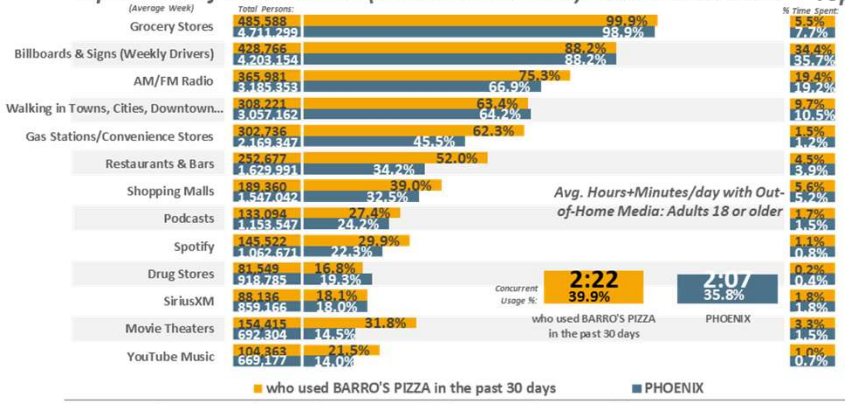
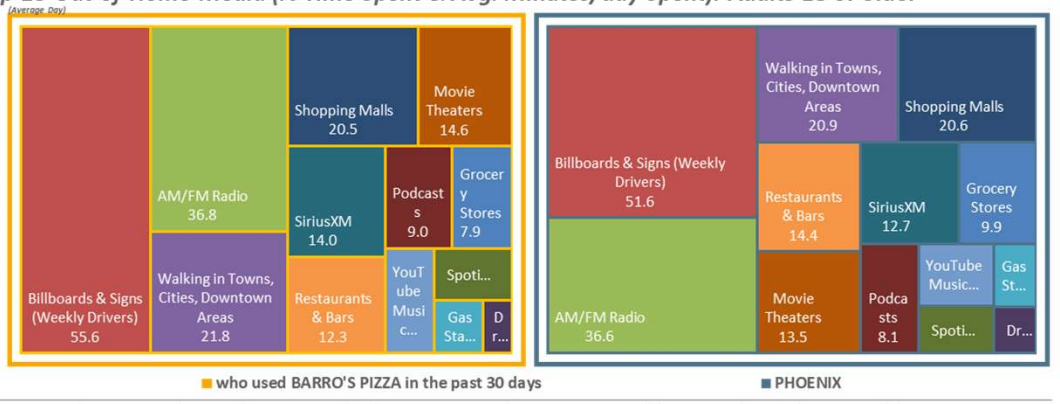
Sit-down restaurants used past 30 days: Pita Jungle

428,766 or 88.2% of Adults 18 or older who used BARRO'S PIZZA in the past 30 days spend an average of 55.6 minutes per day driving, seeing Billboards and Signs. 73.1% Listen to Local Radio Stations Out-of-Home for an average of 35. minutes/day.

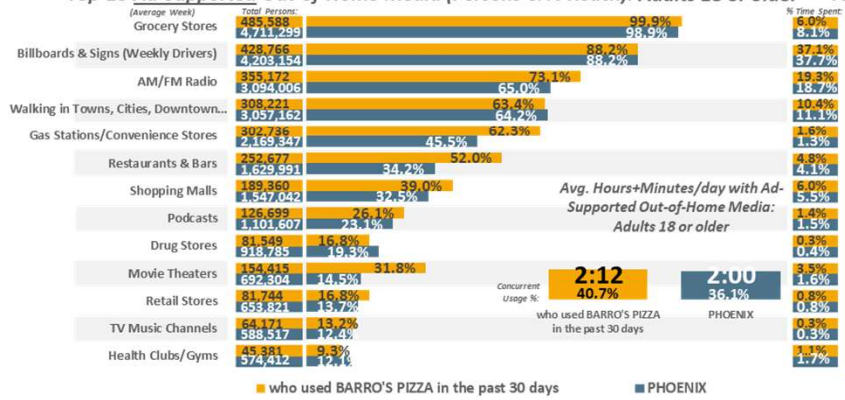
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



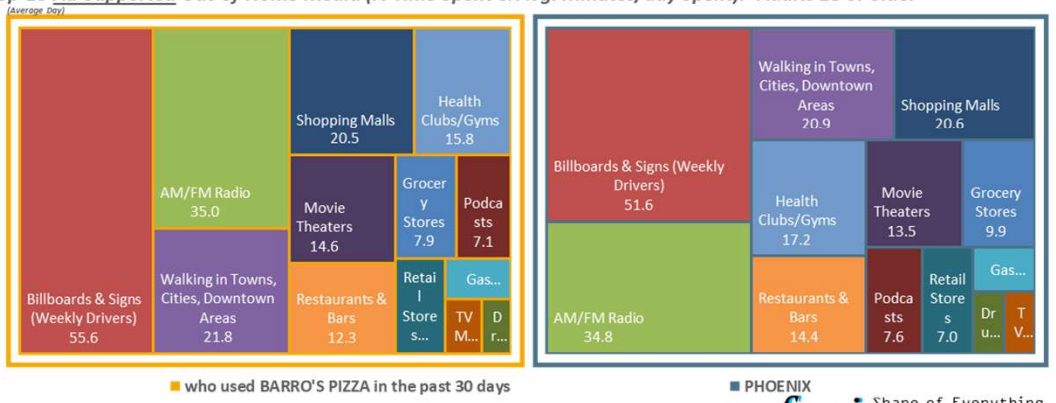
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 251

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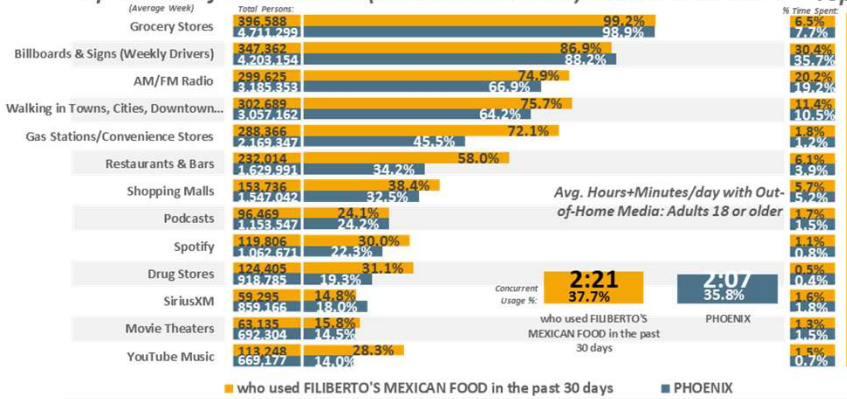
Quick service restaurants used past 30 days: Barro's Pizza

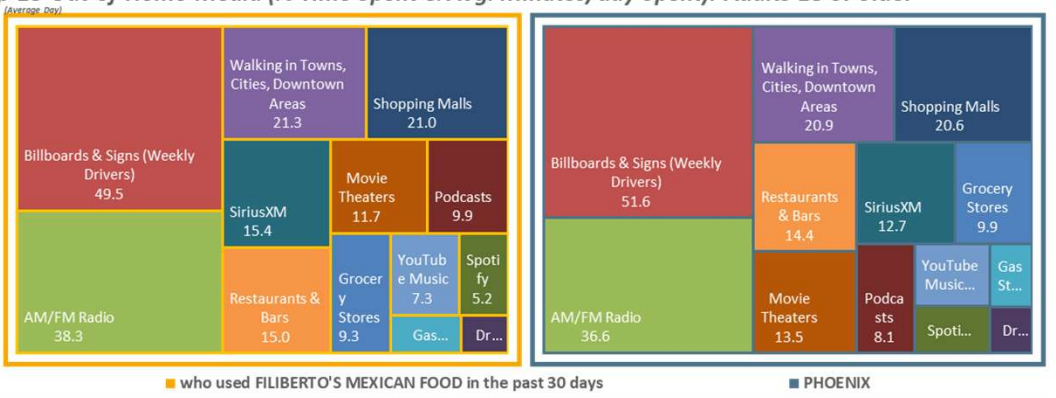
PHX

347,362 or 86.9% of Adults 18 or older who used FILIBERTO'S MEXICAN FOOD in the past 30 days spend an average of 49.5 minutes per day driving, seeing Billboards and Signs. 73.2% Listen to Local Radio Stations Out-of-Home for an average of 35.7 minutes/day

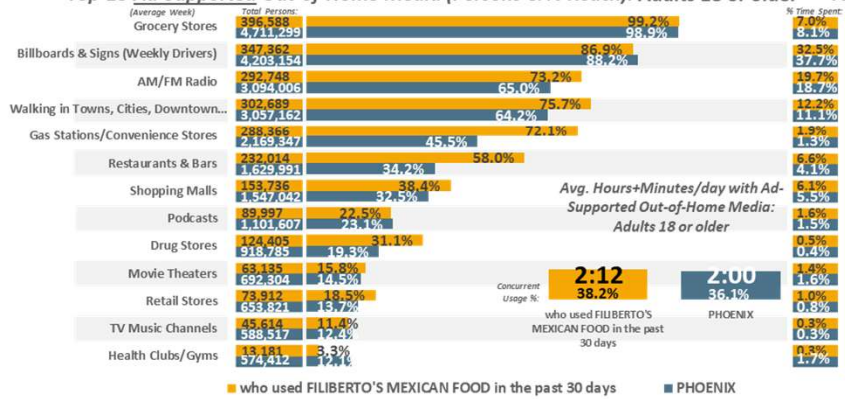
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



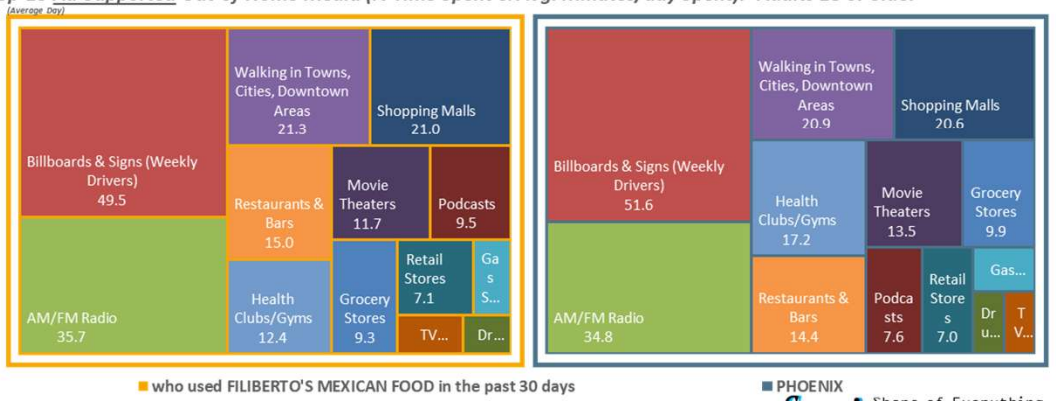
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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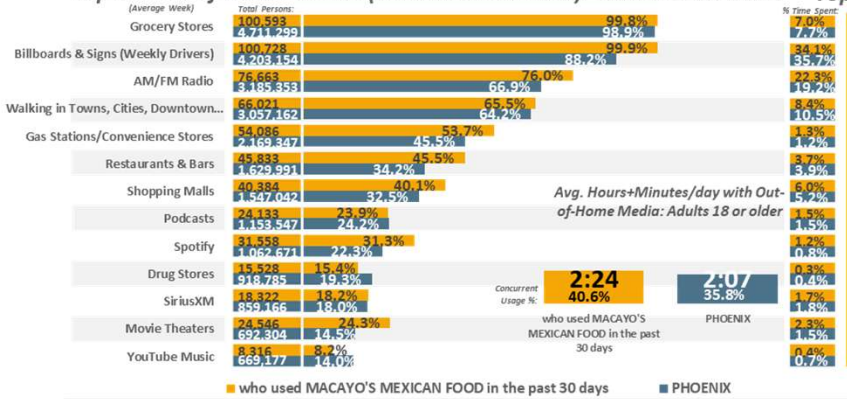
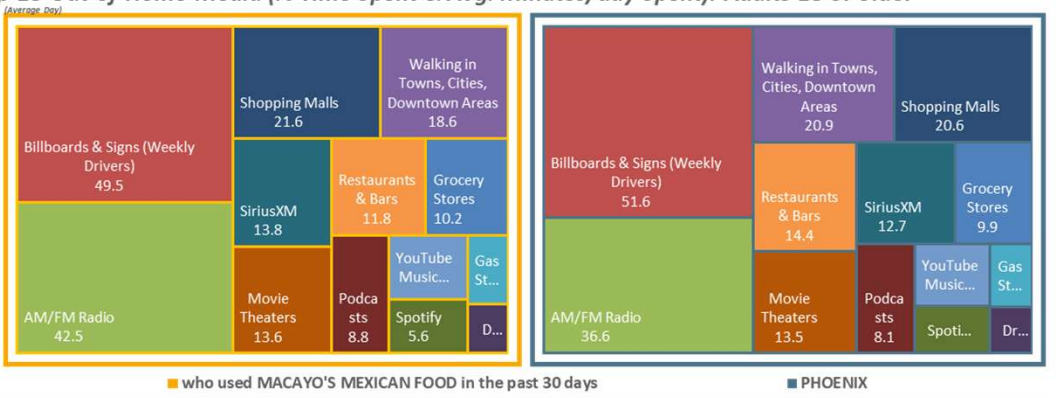
Quick service restaurants used past 30 days: Filiberto's Mexican

100,728 or 99.9% of Adults 18 or older who used MACAYO'S MEXICAN FOOD in the past 30 days spend an average of 49.5 minutes per day driving, seeing Billboards and Signs. 72.9% Listen to Local Radio Stations Out-of-Home for an average of 39.8 minutes/day.

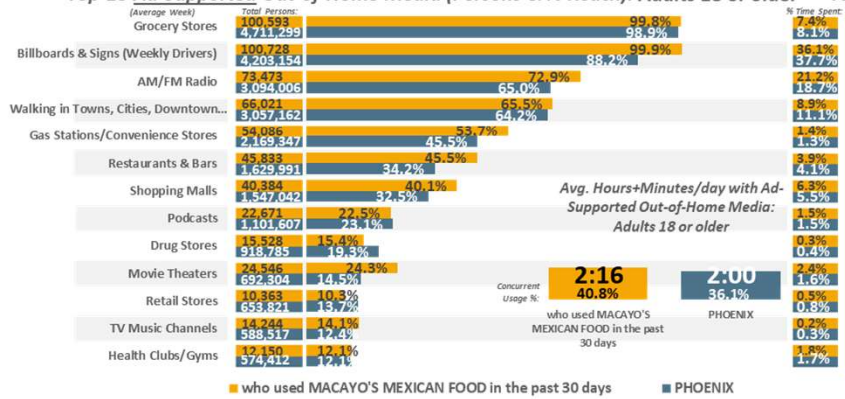
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



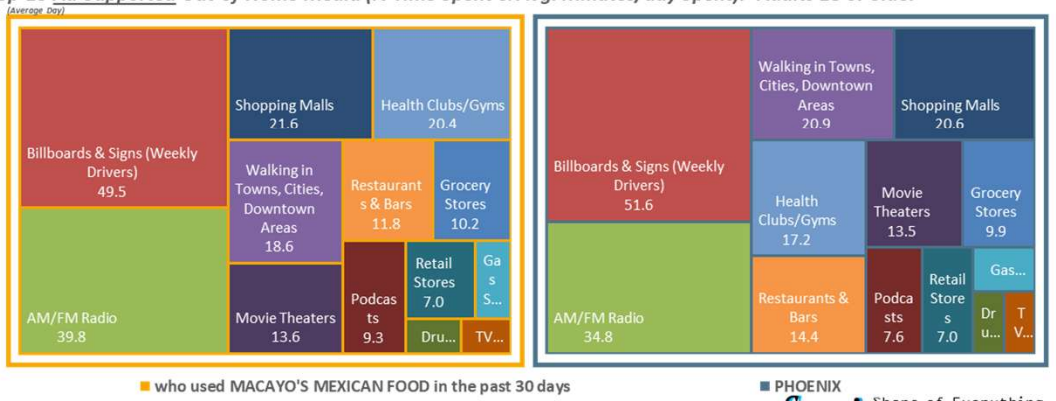
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 60

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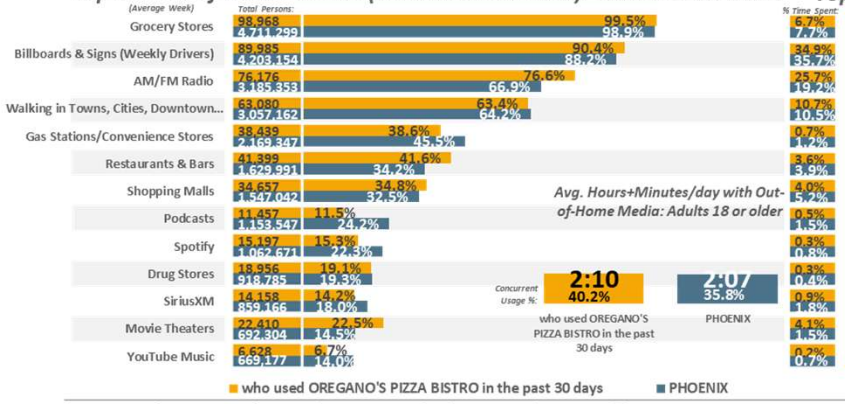
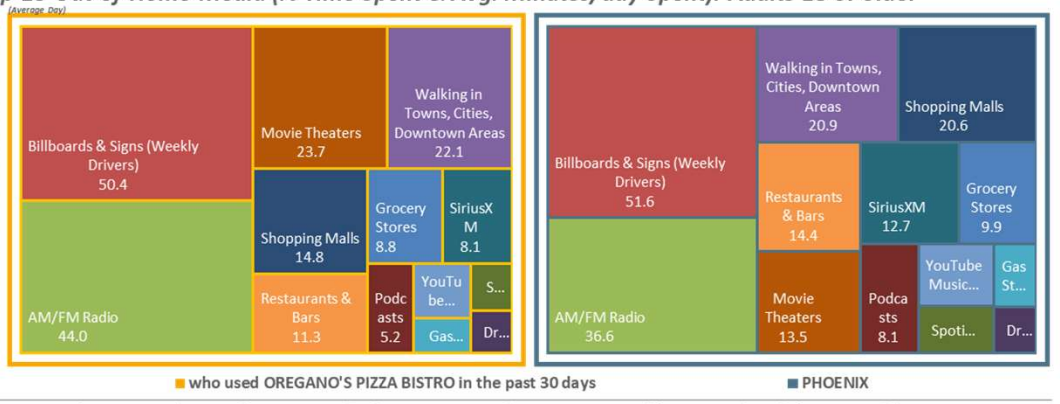
Sit-down restaurants used past 30 days: Macayo's

89,985 or 90.4% of Adults 18 or older who used OREGANO'S PIZZA BISTRO in the past 30 days spend an average of 50.4 minutes per day driving, seeing Billboards and Signs. 74.8% Listen to Local Radio Stations Out-of-Home for an average of 42.1 minutes/day.

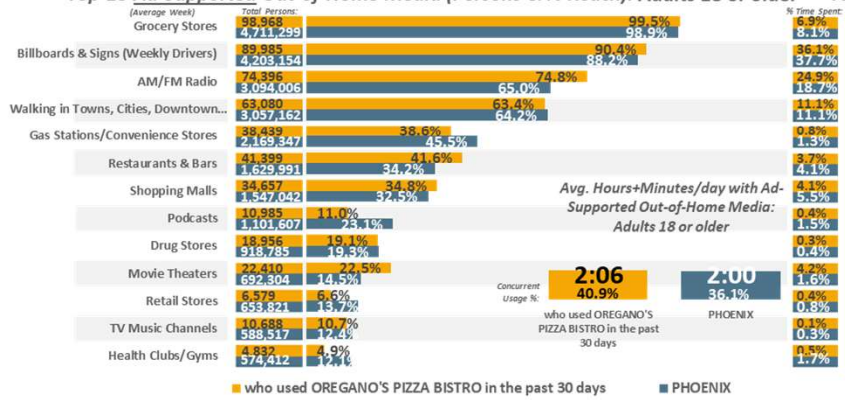
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



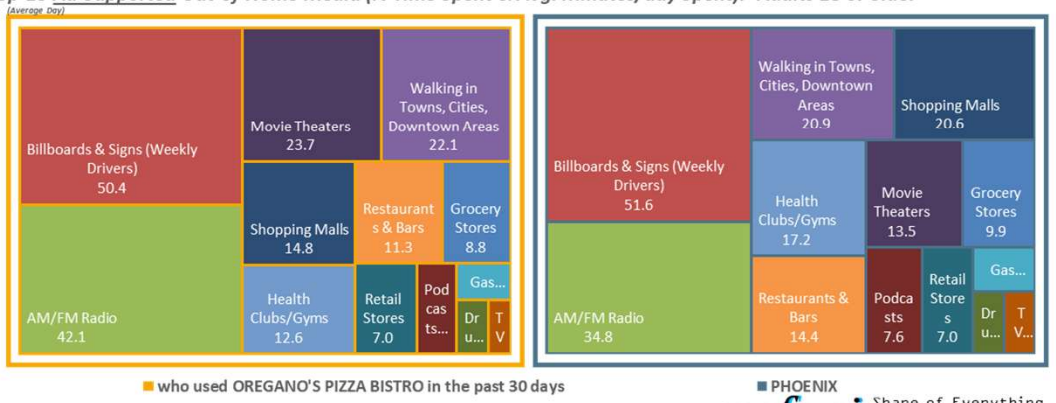
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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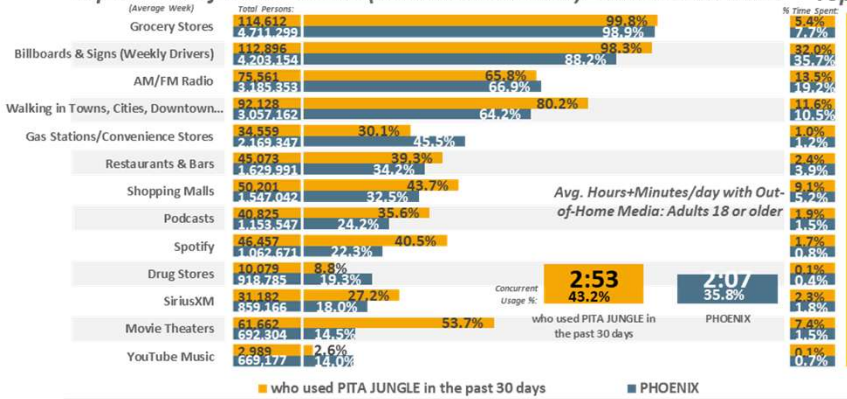
Sit-down restaurants used past 30 days: Oregano's Pizza Bistro

PITA JUNGLE

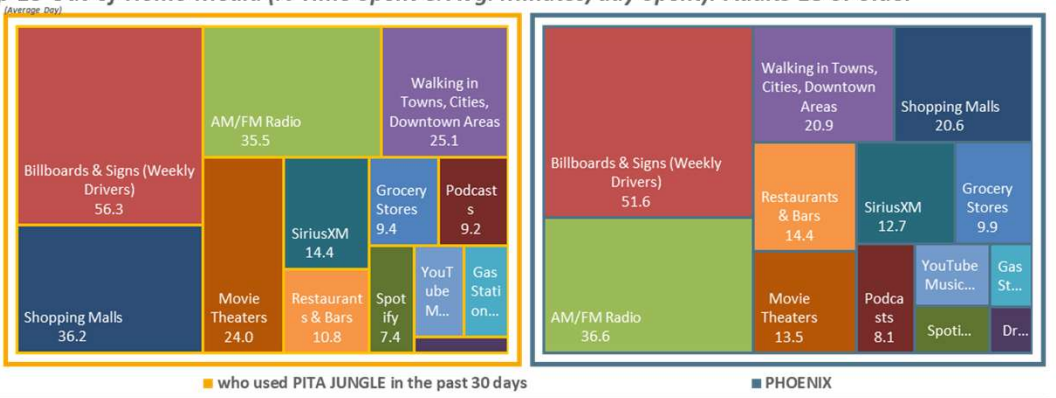
PHX

112,896 or 98.3% of Adults 18 or older who used PITA JUNGLE in the past 30 days spend an average of 56.3 minutes per day driving, seeing Billboards and Signs. 58.% Listen to Local Radio Stations Out-of-Home for an average of 29.6 minutes/day.

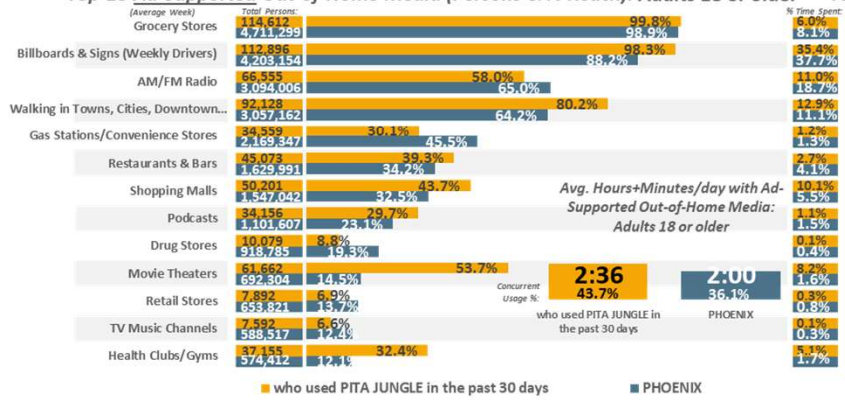
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



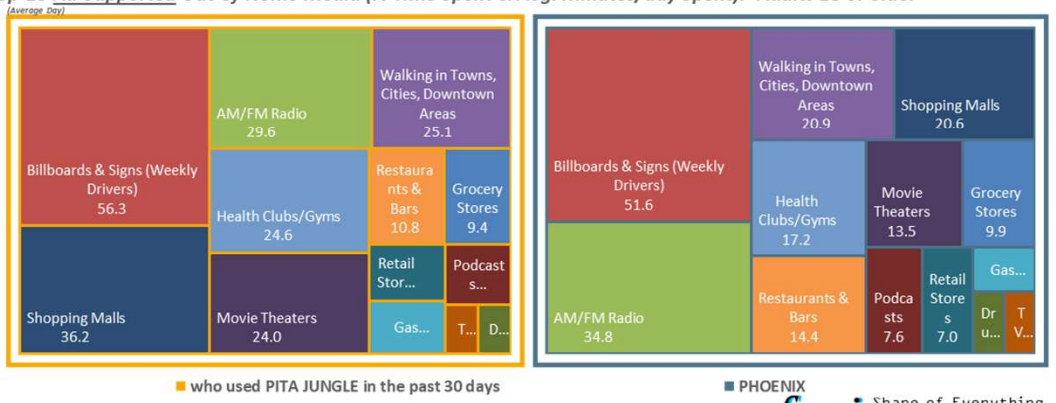
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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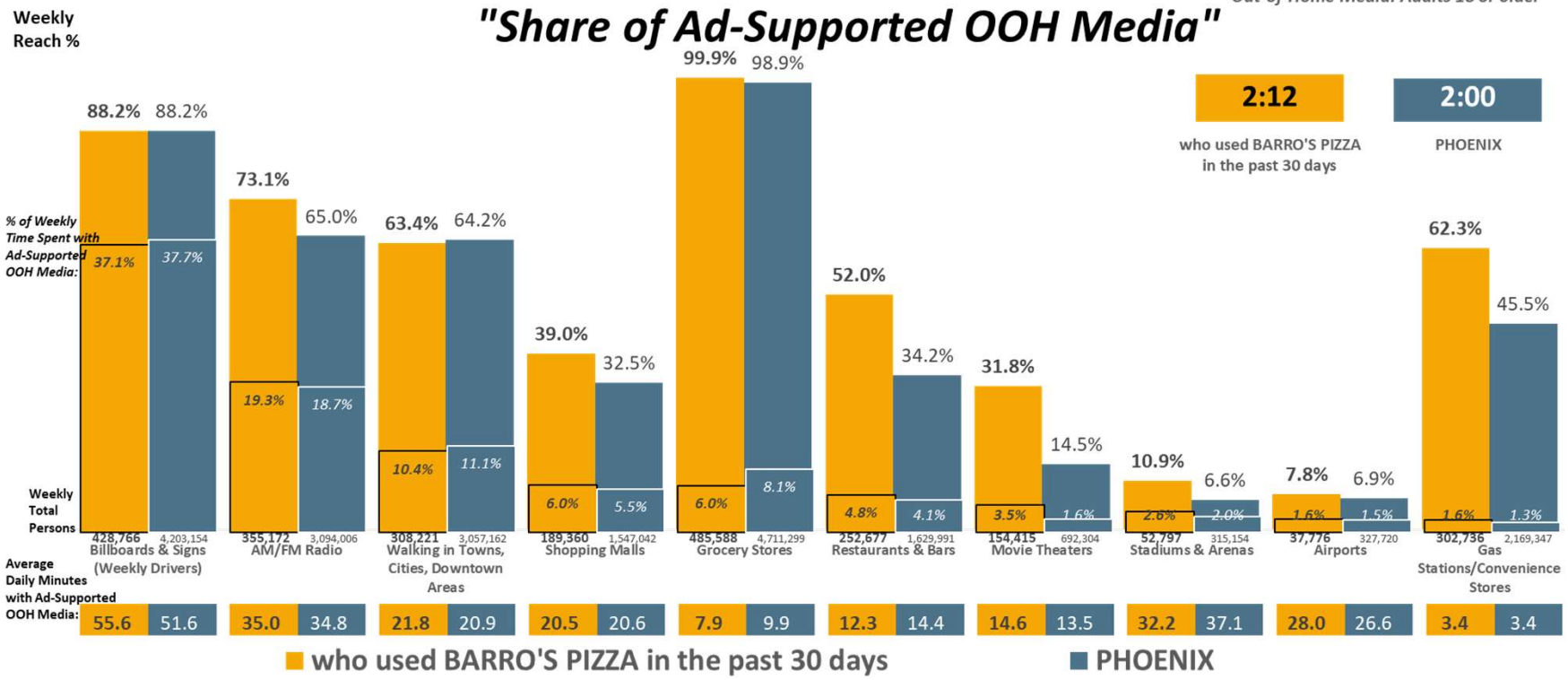
Sit-down restaurants used past 30 days: Pita Jungle

428,766 or 88.2% of Adults 18 or older who used BARRO'S PIZZA in the past 30 days spend an average of 55.6 minutes per day driving, seeing Billboards and Signs representing 37.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 251 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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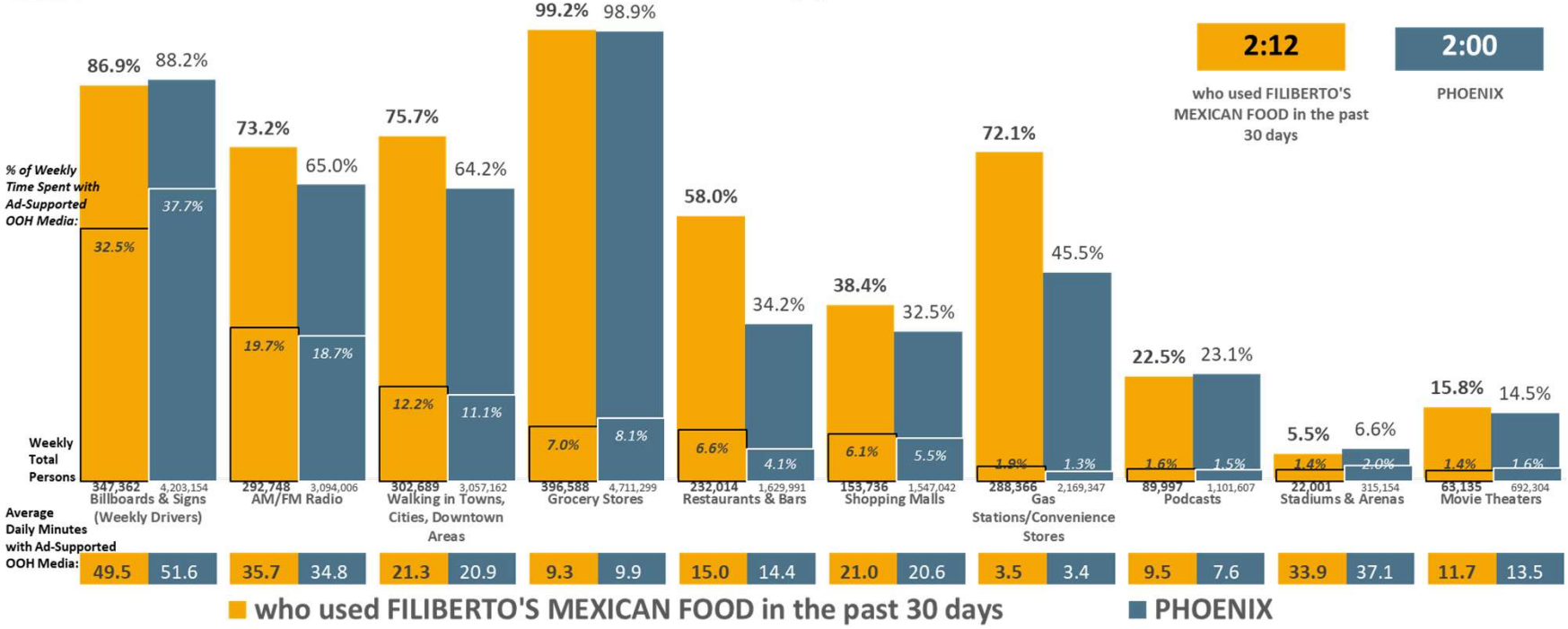
Quick service restaurants used past 30 days: Barro's Pizza

347,362 or 86.9% of Adults 18 or older who used FILIBERTO'S MEXICAN FOOD in the past 30 days spend an average of 49.5 minutes per day driving, seeing Billboards and Signs representing 32.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 166 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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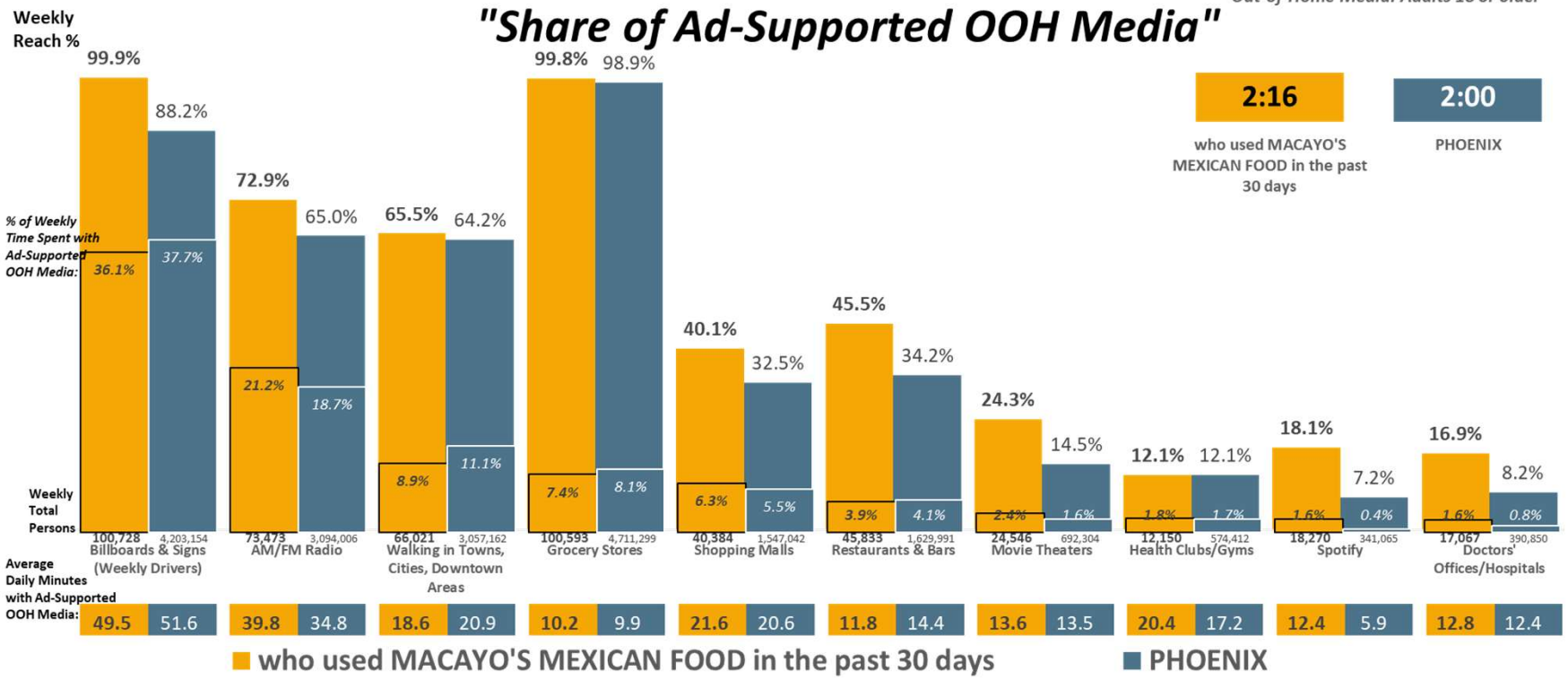
Quick service restaurants used past 30 days: Filiberto's Mexican

100,728 or 99.9% of Adults 18 or older who used MACAYO'S MEXICAN FOOD in the past 30 days spend an average of 49.5 minutes per day driving, seeing Billboards and Signs representing 36.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 60 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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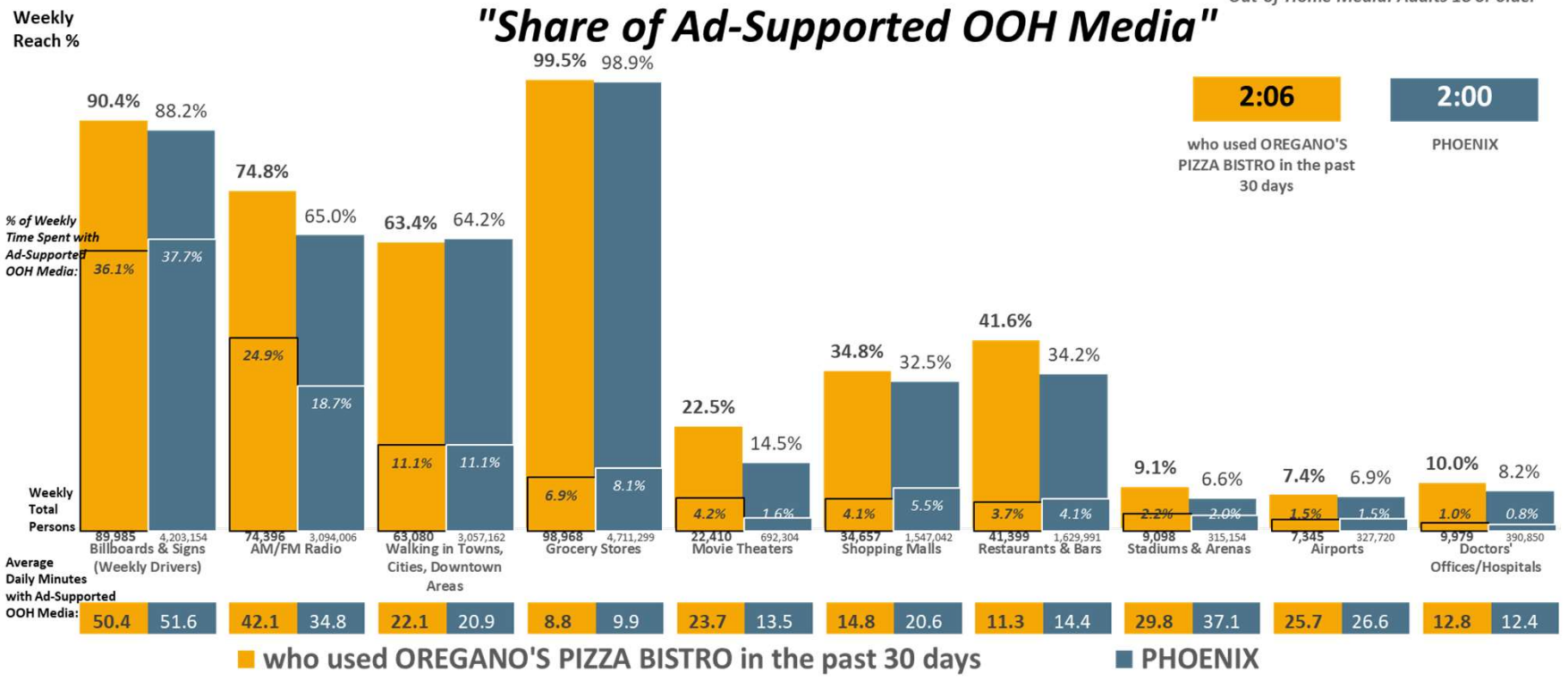
Sit-down restaurants used past 30 days: Macayo's

89,985 or 90.4% of Adults 18 or older who used OREGANO'S PIZZA BISTRO in the past 30 days spend an average of 50.4 minutes per day driving, seeing Billboards and Signs representing 36.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 70 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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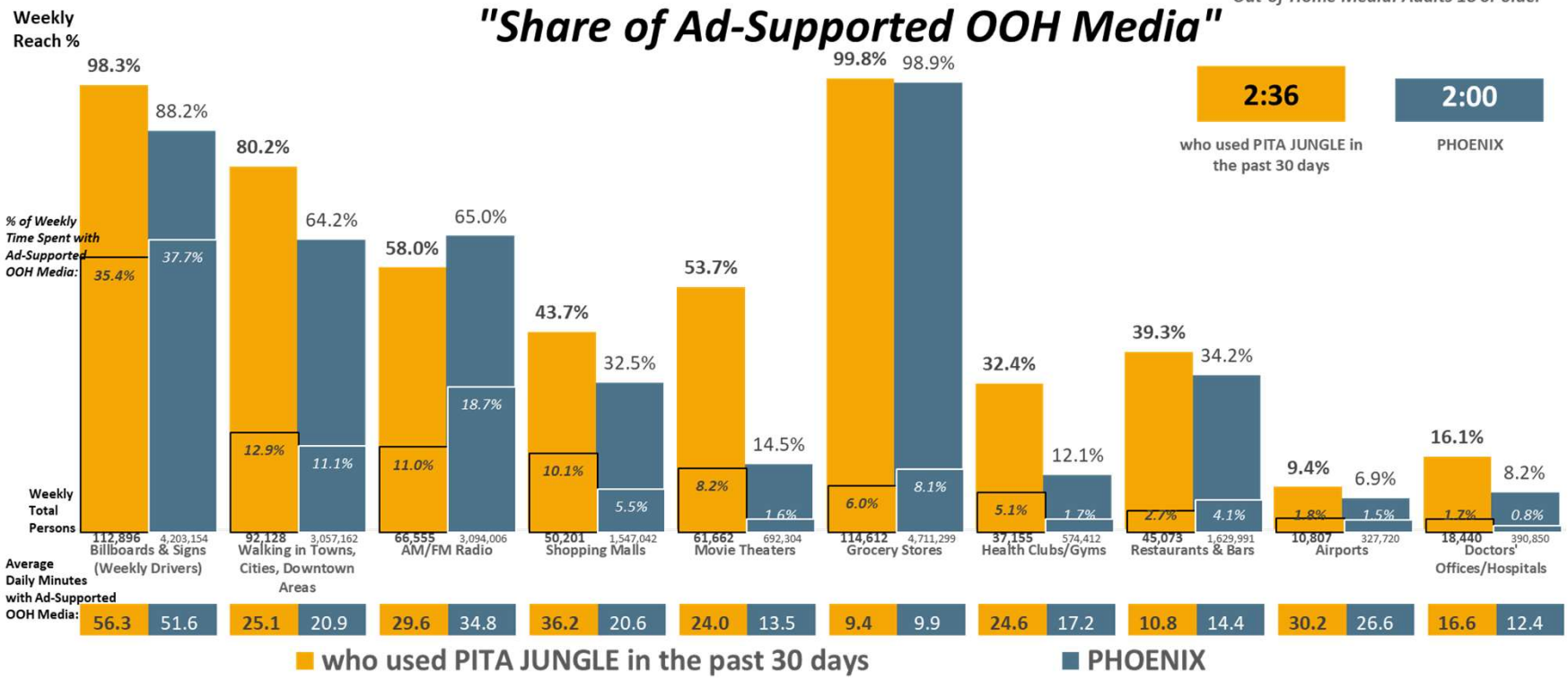
Sit-down restaurants used past 30 days: Oregano's Pizza Bistro

PITA JUNGLE PHX

112,896 or 98.3% of Adults 18 or older who used PITA JUNGLE in the past 30 days spend an average of 56.3 minutes per day driving, seeing Billboards and Signs representing 35.4% 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"



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 71 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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Sit-down restaurants used past 30 days: Pita Jungle

428,766 or 88.2% of Adults 18 or older who used BARRO'S PIZZA in the past 30 days spend an average of 55.6 minutes per day driving an average of 32.4 miles each day and are 105.5% more likely to use Cave Creek Road than the Metro average.

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

	who used BARRO'S PIZZA in the past 30 days		PHOENIX	
I-10	294,360	60.6%	2,298,289	48.2%
I-17	176,694	36.4%	1,439,697	30.2%
Bell Road	151,599	31.2%	1,023,361	21.5%
Indian School Road	148,928	30.6%	972,773	20.4%
McDowell Road	142,763	29.4%	903,008	19.0%
Thomas Road	118,561	24.4%	722,138	15.2%
Santan Freeway (SE Loop 202)	105,935	21.8%	921,140	19.3%
Agua Fria Freeway (NW Loop 101)	101,828	21.0%	857,277	18.0%
Pima Freeway (NE Loop 101)	101,274	20.8%	702,728	14.8%
Superstition Freeway (E Hwy 60)	100,537	20.7%	845,868	17.8%
7th Avenue	97,606	20.1%	544,919	11.4%
7th Street	93,768	19.3%	670,431	14.1%
Highway 51	90,998	18.7%	901,440	18.9%
Chandler Blvd	86,856	17.9%	592,518	12.4%
Camelback Road	83,036	17.1%	809,038	17.0%
Red Mountain Freeway (NE Loop 202)	82,809	17.0%	952,540	20.0%
32nd Street	82,119	16.9%	442,946	9.3%
Cave Creek Road	70,372	14.5%	335,697	7.0%
Deer Valley Road	66,319	13.6%	387,233	8.1%
Scottsdale Road	64,563	13.3%	629,247	13.2%
44th Street	61,913	12.7%	371,119	7.8%
Price Freeway (SE Loop 101)	58,734	12.1%	650,785	13.7%
Central Avenue	57,375	11.8%	365,297	7.7%
Grand Avenue (W Hwy 60)	50,937	10.5%	523,425	11.0%
Arizona Avenue/Country Club	36,986	7.6%	398,746	8.4%
North Hayden Road	34,221	7.0%	234,1	4.9%

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

Avg. Miles/Day Driving: 32.4

0:55 who used BARRO'S PIZZA in the past 30 days

0:51 PHOENIX

Top-26 Residential Zip Codes: Adults 18 or older

85019	30,539	6.28%	49,950	1.05%
85208	24,662	5.07%	54,301	1.14%
85210	21,181	4.36%	50,443	1.06%
85035	19,222	3.95%	34,59	0.73%
85340	19,185	3.95%	39,247	0.82%
85225	17,987	3.70%	50,061	1.05%
85122	17,921	3.69%	50,197	1.05%
85204	15,377	3.16%	91,071	1.91%
85041	15,177	3.12%	62,419	1.31%
85224	14,686	3.02%	83,788	1.76%
86042	13,970	2.87%	1	0.29%
85379	13,413	2.76%	44,752	0.94%
85086	12,467	2.57%	44,493	0.93%
85353	11,520	2.37%	41,581	0.87%
85032	9,107	1.87%	75,331	1.58%
85142	8,911	1.83%	49,596	1.04%
85326	8,114	1.67%	66,067	1.39%
85296	8,074	1.66%	54,159	1.14%
86401	7,763	1.60%	44,206	0.93%
85008	7,733	1.59%	66,585	1.40%
85345	7,686	1.58%	41,153	0.86%
85935	7,563	1.56%	7	0.16%
85387	7,165	1.47%	41,116	0.86%
85383	7,039	1.45%	105,512	2.22%
85087	6,208	1.28%	9	0.19%
85143	5,819	1.20%	36,502	0.77%

Top-26 Employment Zip Codes: Adults 18 or older

85035	19,222	3.95%	21,61	0.45%
85340	19,185	3.95%	24,879	0.52%
85042	17,753	3.65%	38,202	0.80%
85210	15,113	3.11%	50,707	1.06%
85224	13,810	2.84%	39,967	0.84%
85379	9,484	1.95%	27,544	0.58%
85203	9,274	1.91%	20,87	0.44%
85027	7,940	1.63%	27,716	0.58%
86401	7,763	1.60%	14	0.31%
85260	7,610	1.57%	25,720	0.54%
85901	7,563	1.56%	16	0.35%
85086	7,142	1.47%	25,243	0.53%
85258	6,098	1.25%	10	0.22%
85044	6,054	1.25%	17,0	0.36%
85208	6,040	1.24%	17,6	0.37%
85308	5,857	1.21%	17,2	0.36%
85301	5,572	1.15%	15	0.32%
85122	5,071	1.04%	17,0	0.36%
85009	4,574	0.94%	67,574	1.42%
85387	4,495	0.92%	28,236	0.59%
85250	4,463	0.92%	14	0.30%
85043	4,396	0.90%	53,487	1.12%
85215	4,228	0.87%	28,688	0.60%
85085	4,100	0.84%	10	0.22%
85037	4,009	0.82%	9	0.21%
85296	3,961	0.81%	24,252	0.51%

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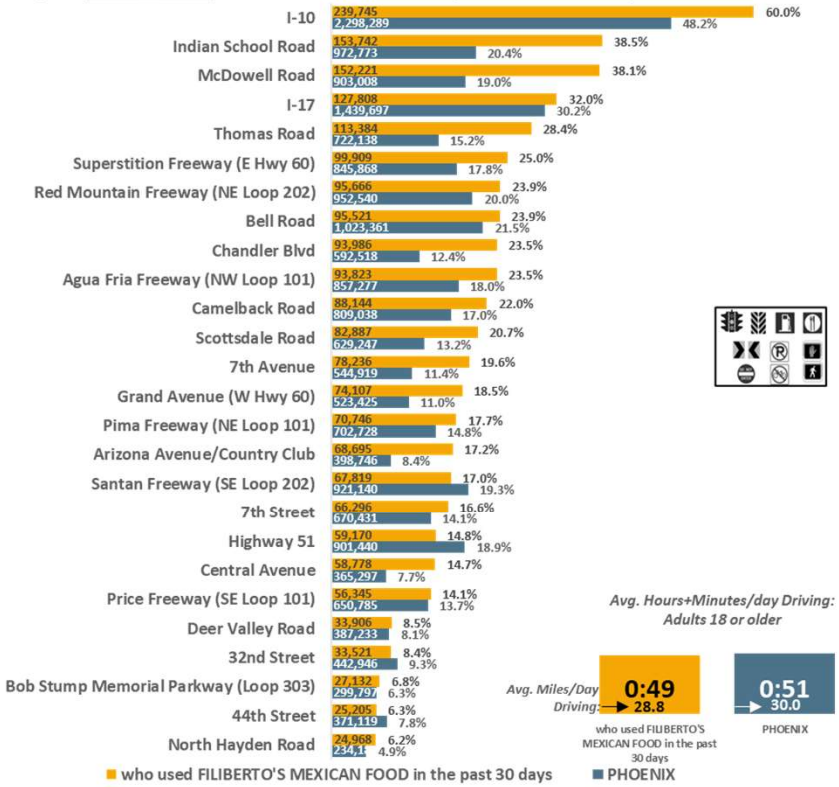
Quick service restaurants used past 30 days: Barro's Pizza



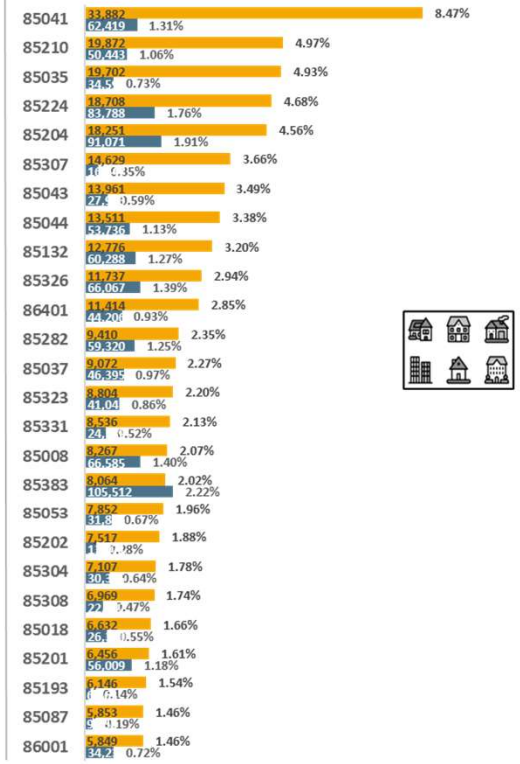
347,362 or 86.9% of Adults 18 or older who used FILIBERTO'S MEXICAN FOOD in the past 30 days spend an average of 49.5 minutes per day driving an average of 28.8 miles each day and are 105.2% more likely to use Arizona Avenue/Country Club than the Metro av

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

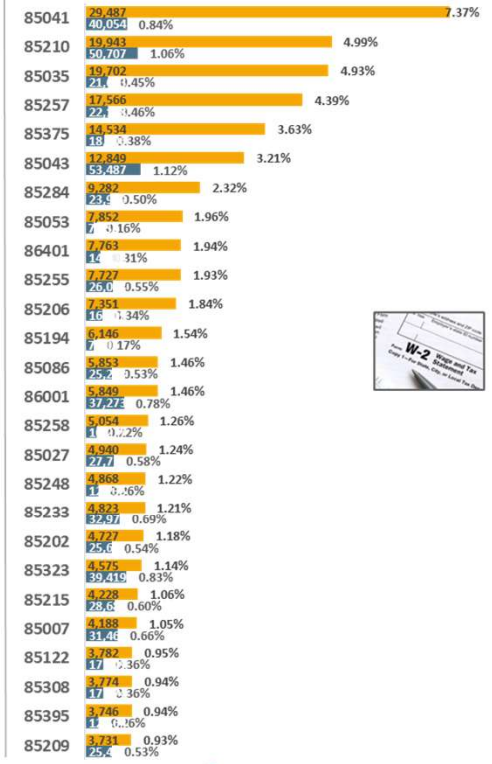


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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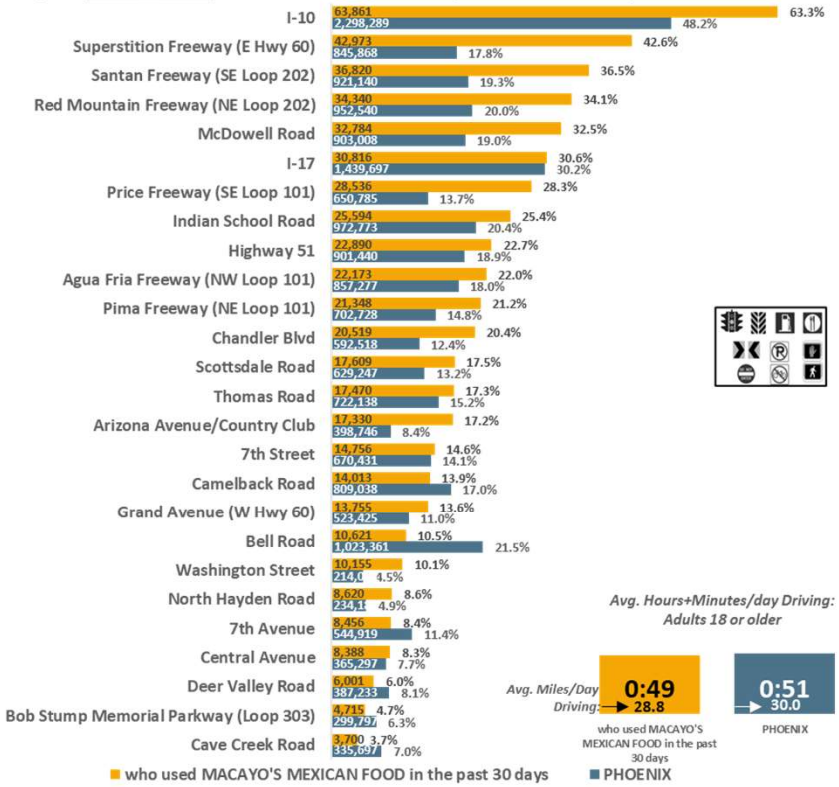
Quick service restaurants used past 30 days: Filiberto's Mexican



100,728 or 99.9% of Adults 18 or older who used MACAYO'S MEXICAN FOOD in the past 30 days spend an average of 49.5 minutes per day driving an average of 28.8 miles each day and are 140.1% more likely to use Superstition Freeway (E Hwy 60) than the Metro a

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



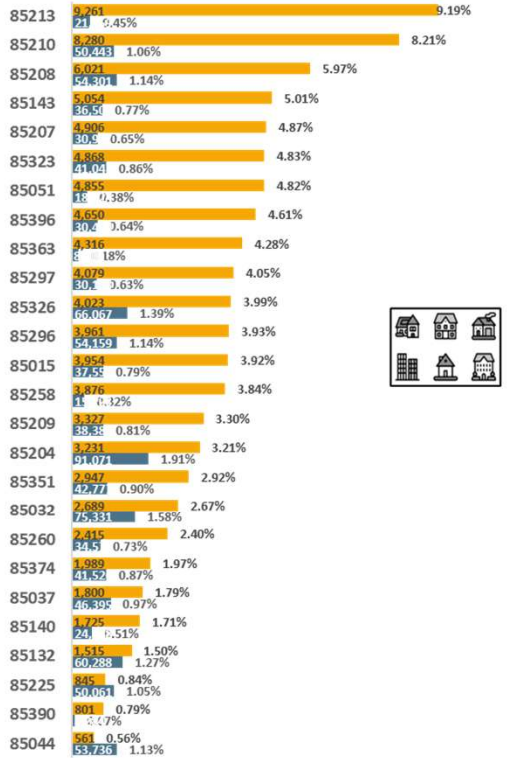
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: → 28.8

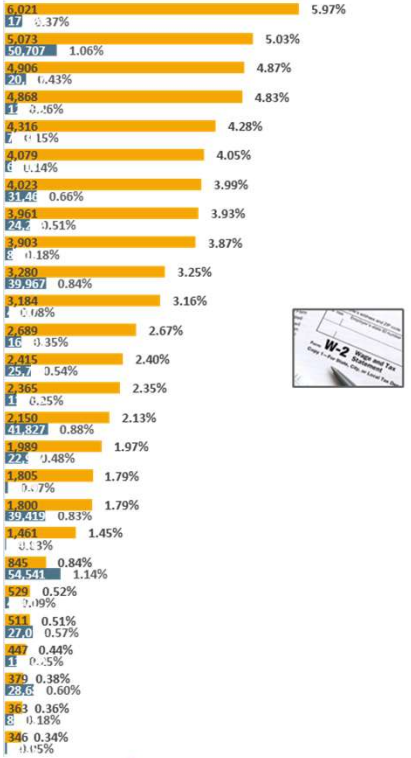
0:49 who used MACAYO'S MEXICAN FOOD in the past 30 days

0:51 → 30.0 PHOENIX

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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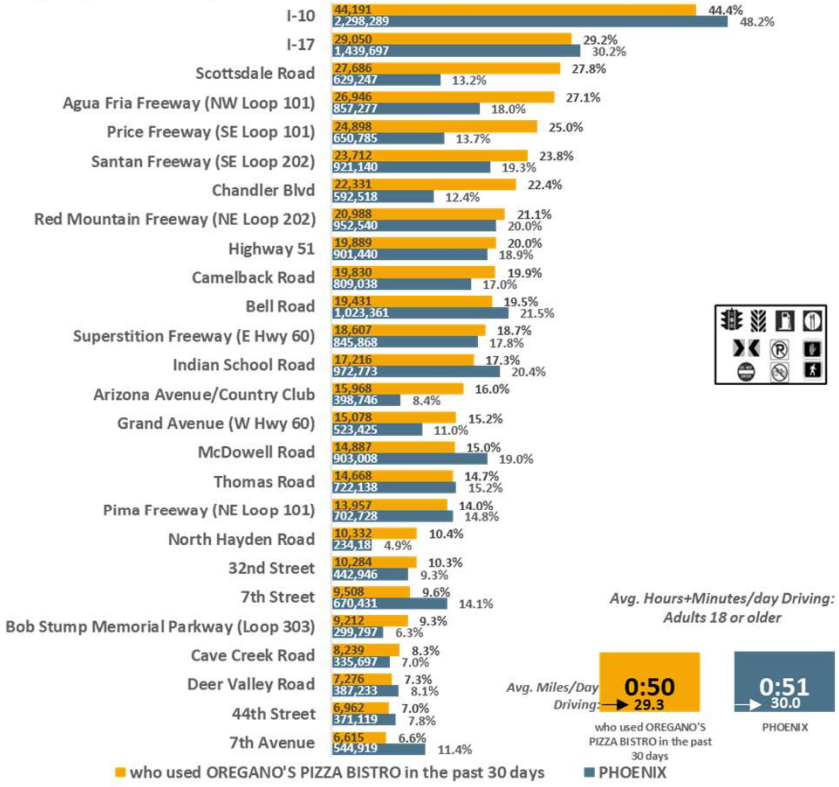
Sit-down restaurants used past 30 days: Macayo's

OREGANO'S PIZZA BISTRO
Your Neighborhood Pizza Joint

PHX

89,985 or 90.4% of Adults 18 or older who used OREGANO'S PIZZA BISTRO in the past 30 days spend an average of 50.4 minutes per day driving an average of 29.3 miles each day and are 111.2% more likely to use North Hayden Road than the Metro average.

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



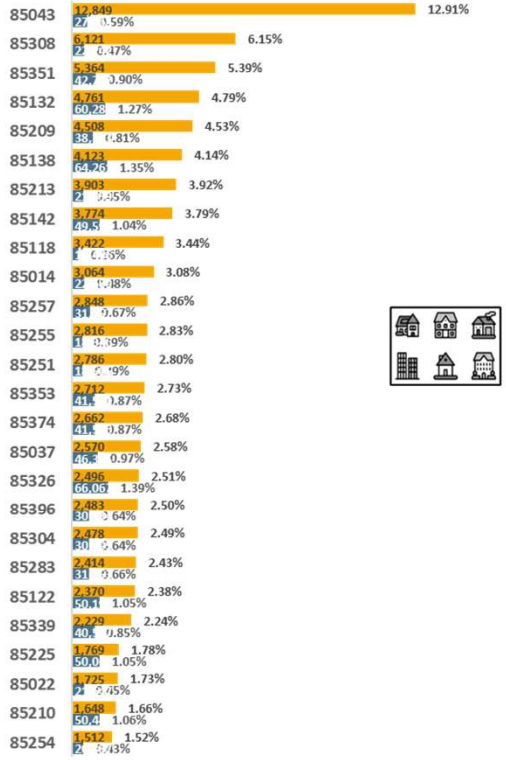
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 29.3

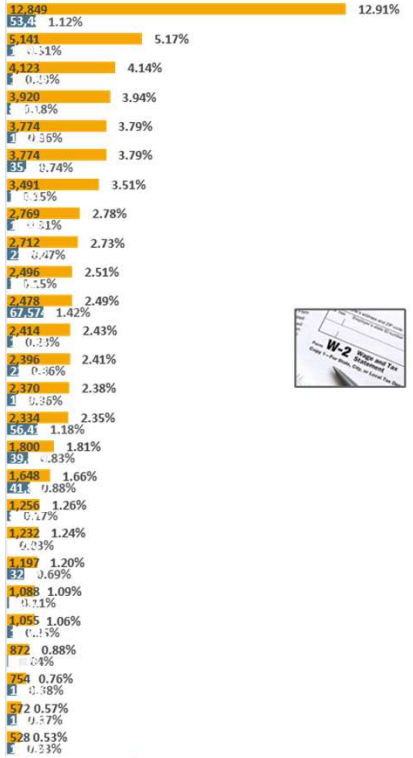
0:50 who used OREGANO'S PIZZA BISTRO in the past 30 days

0:51 (30.0) PHOENIX

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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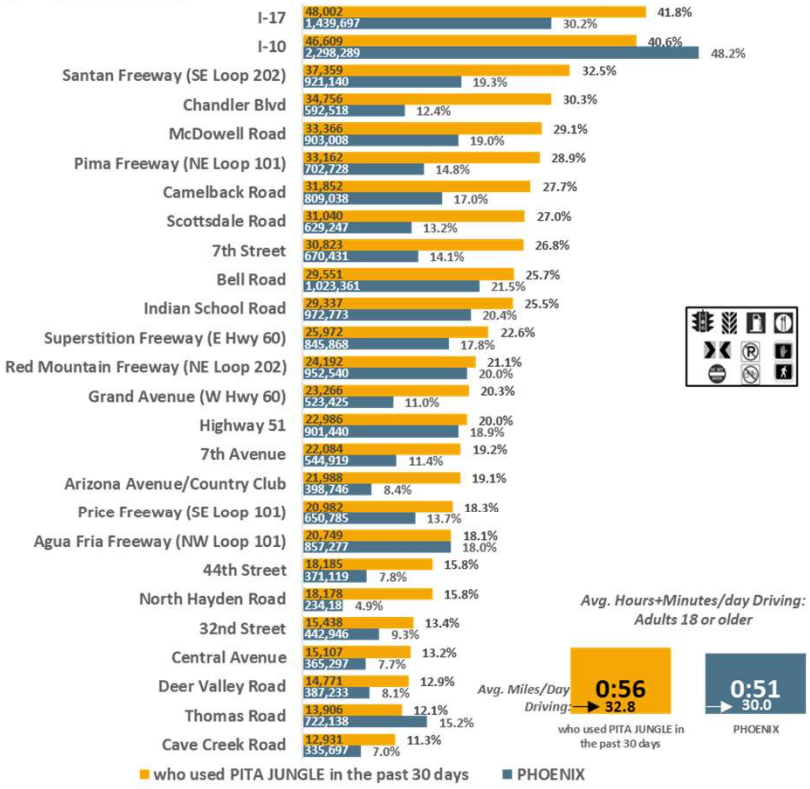
Sit-down restaurants used past 30 days: Oregano's Pizza Bistro

PITA JUNGLE — PHX

112,896 or 98.3% of Adults 18 or older who used PITA JUNGLE in the past 30 days spend an average of 56.3 minutes per day driving an average of 32.8 miles each day and are 143.3% more likely to use Chandler Blvd than the Metro average.

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



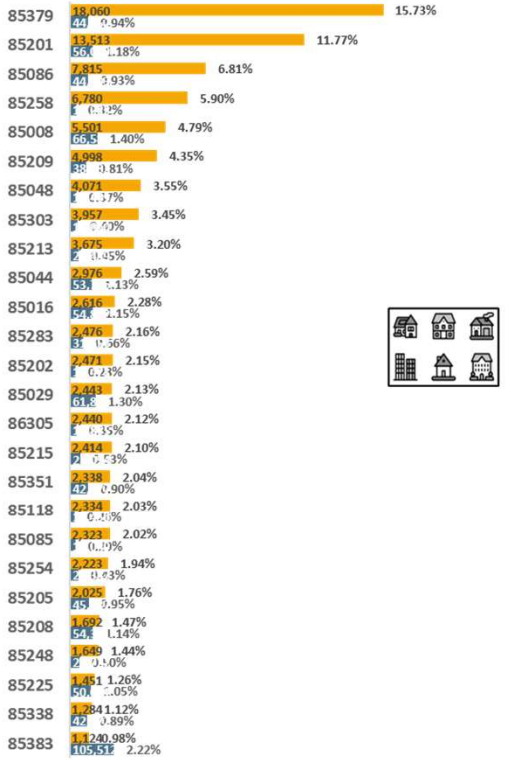
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: → 32.8

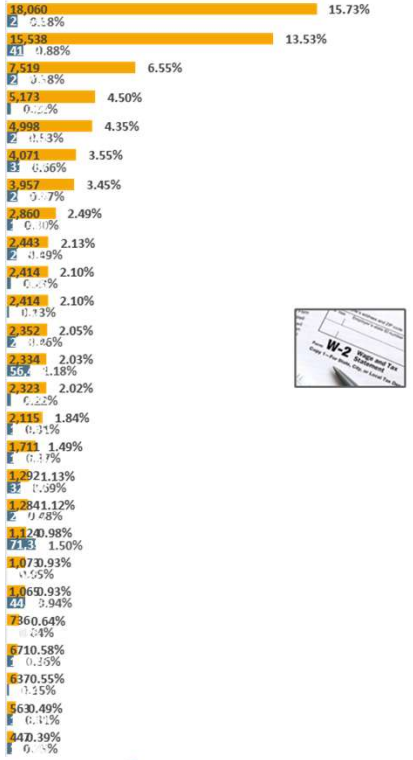
0:56 who used PITA JUNGLE in the past 30 days

0:51 → 30.0 PHOENIX

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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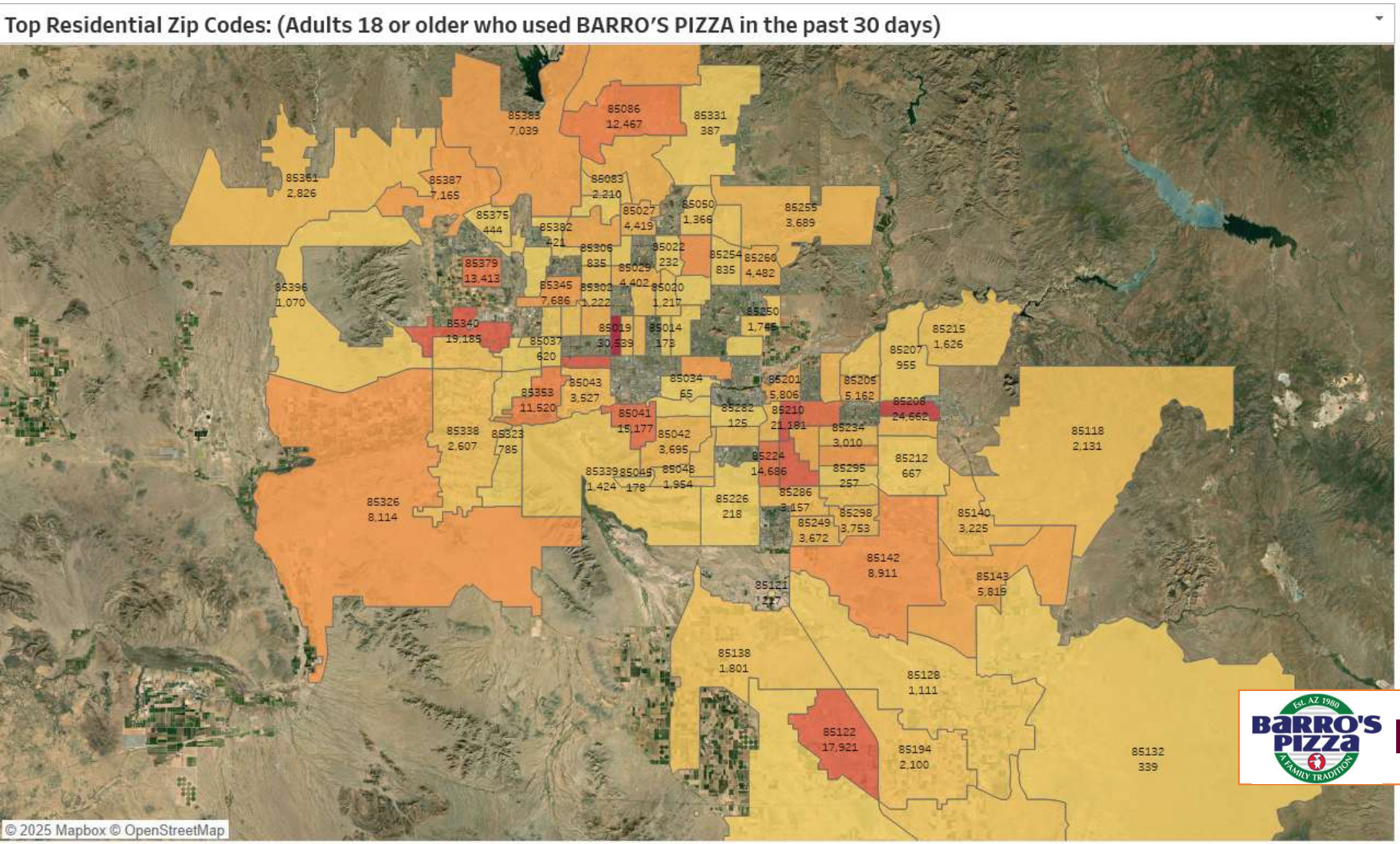
Sit-down restaurants used past 30 days: Pita Jungle

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



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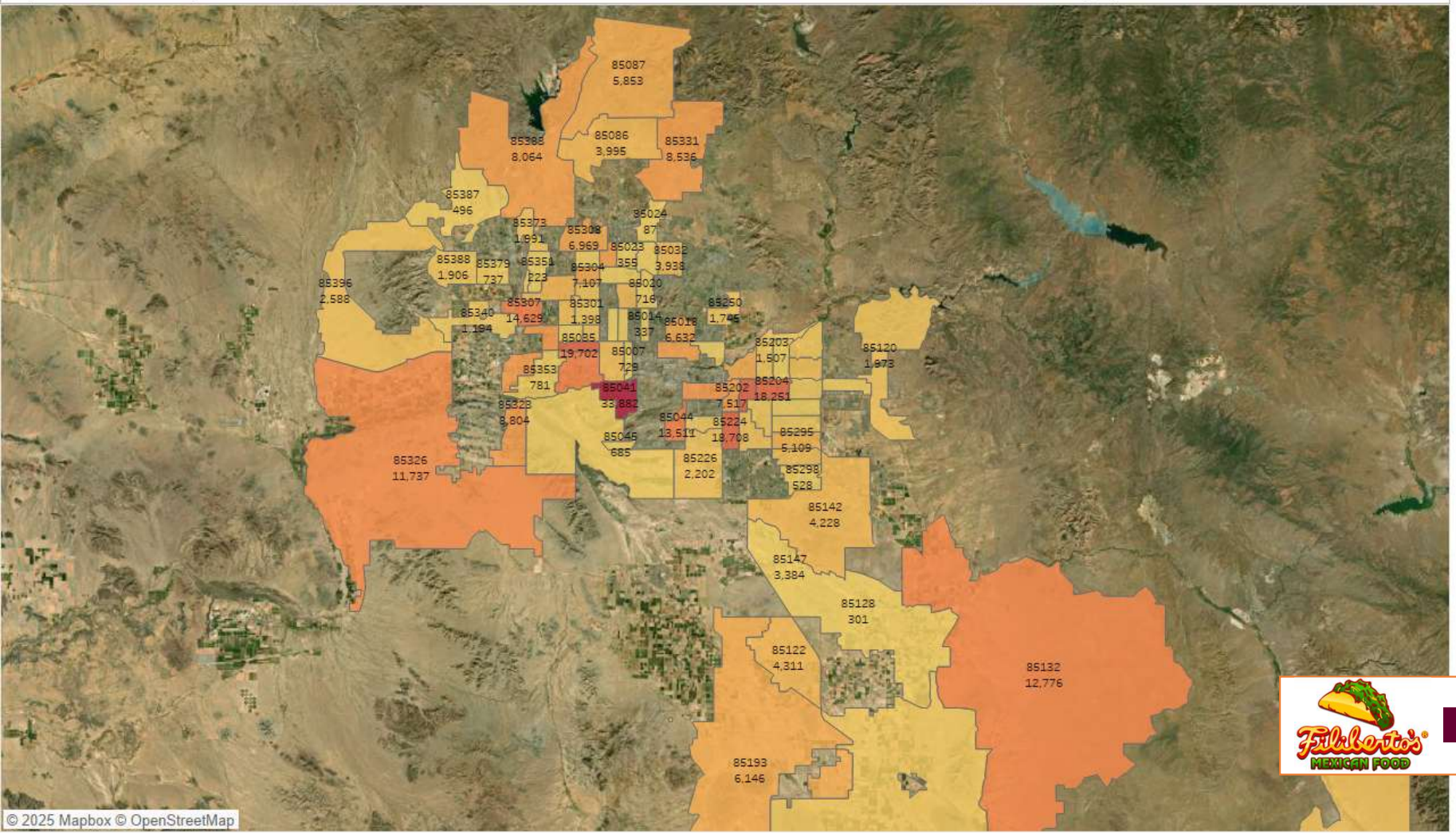
Quick service restaurants used past 30 days: Barro's Pizza

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



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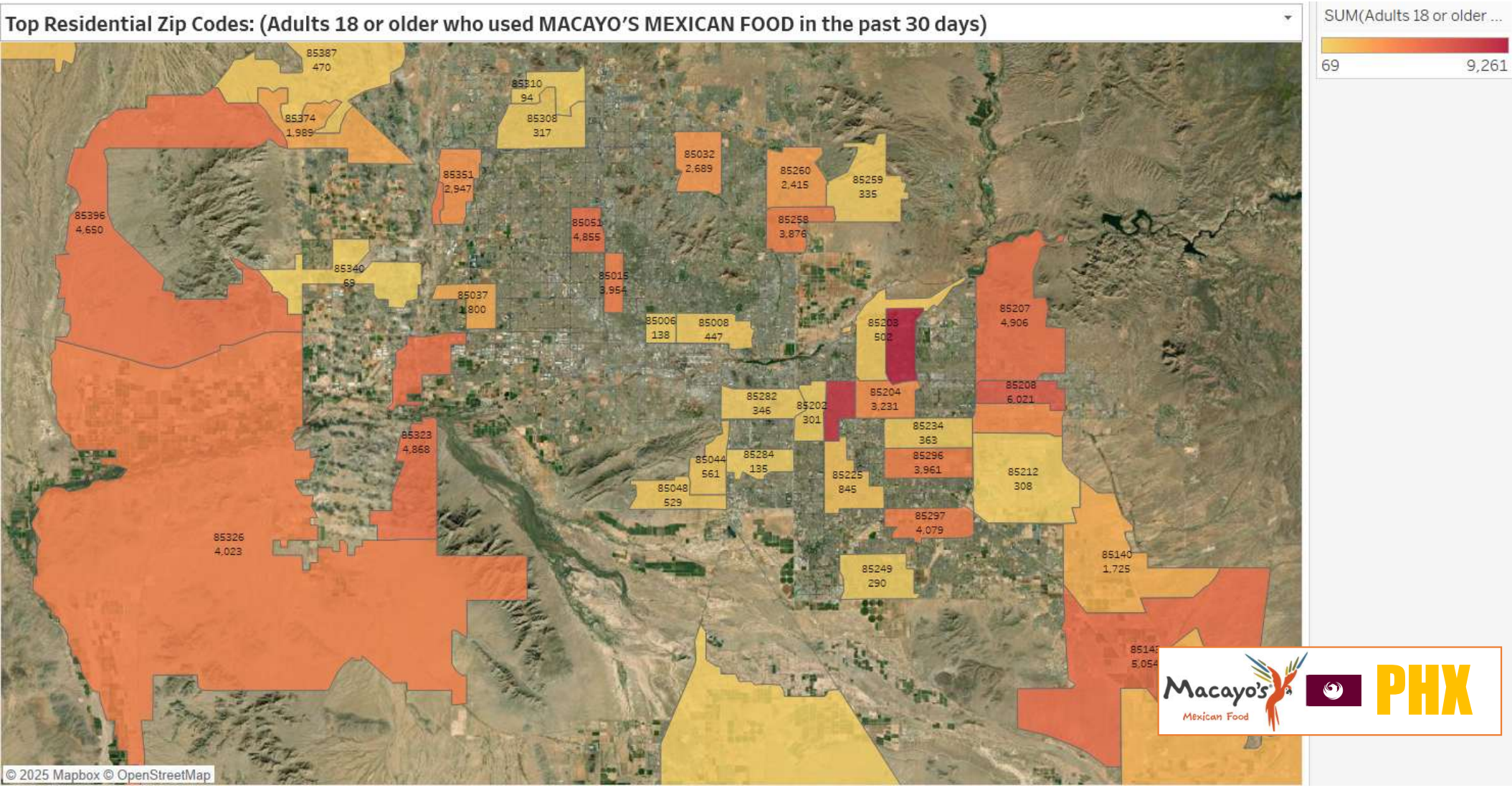
Quick service restaurants used past 30 days: Filiberto's Mexican

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



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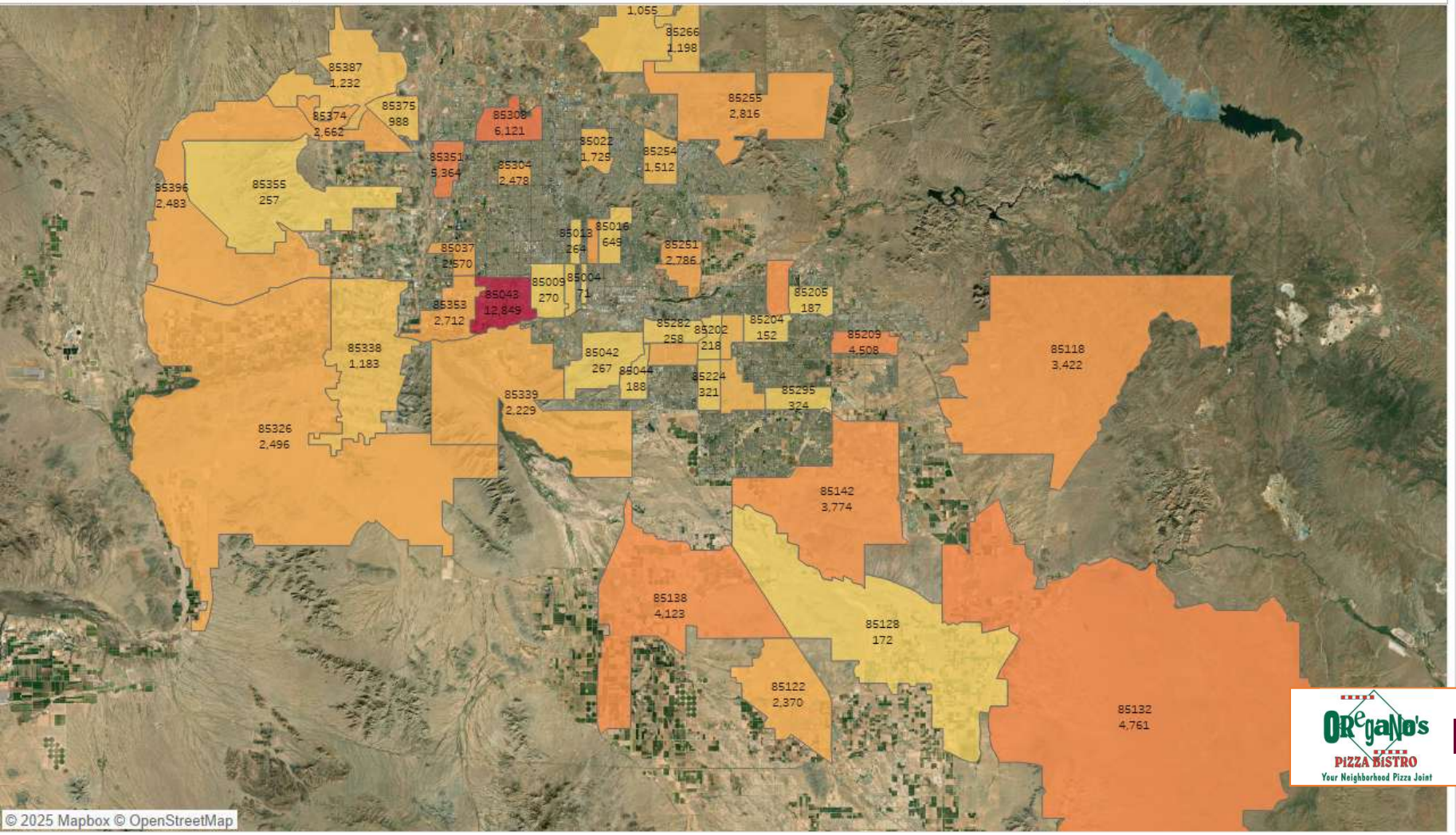
Sit-down restaurants used past 30 days: Macayo's

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



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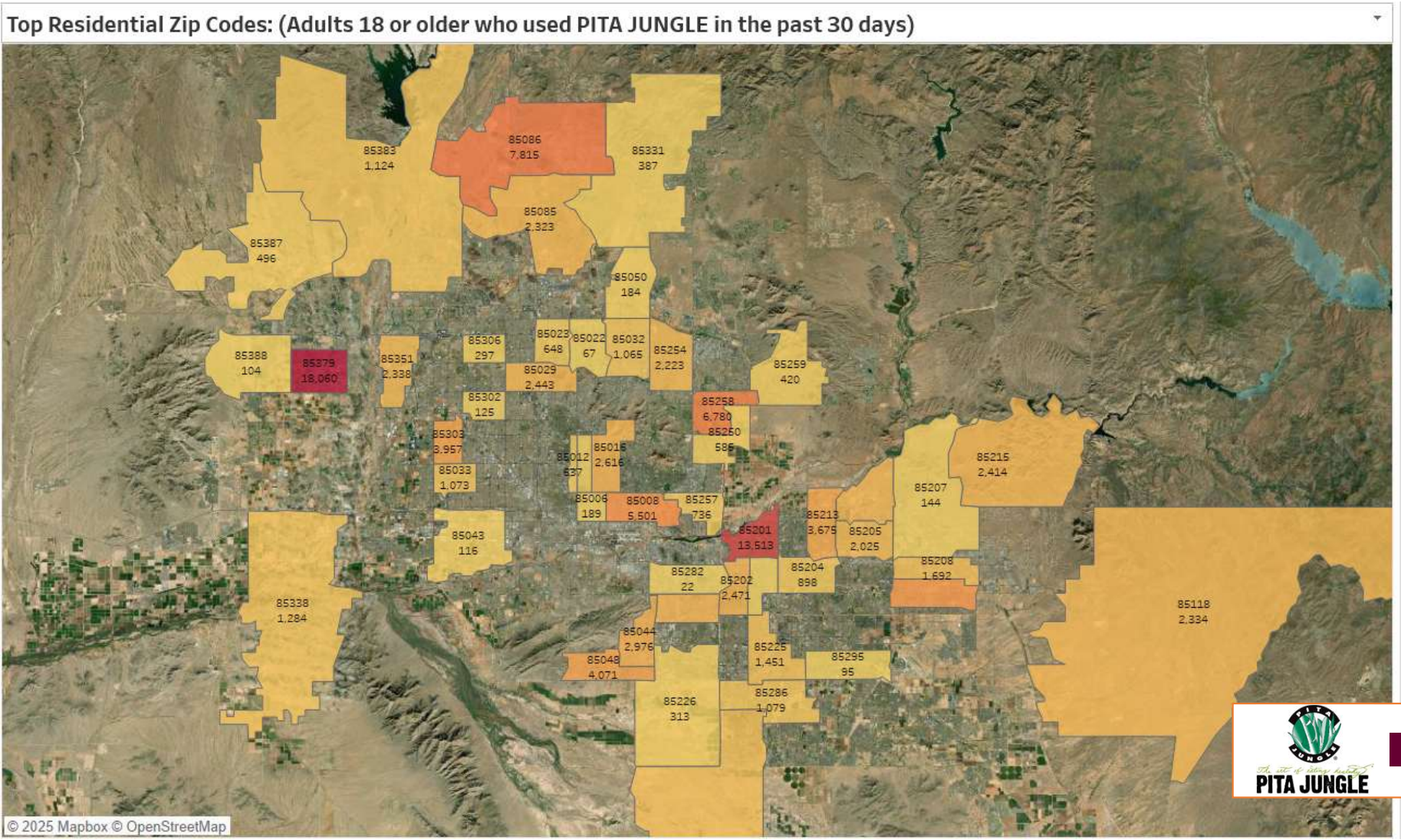
Sit-down restaurants used past 30 days: Oregano's Pizza Bistro

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



PITA JUNGLE

PHX

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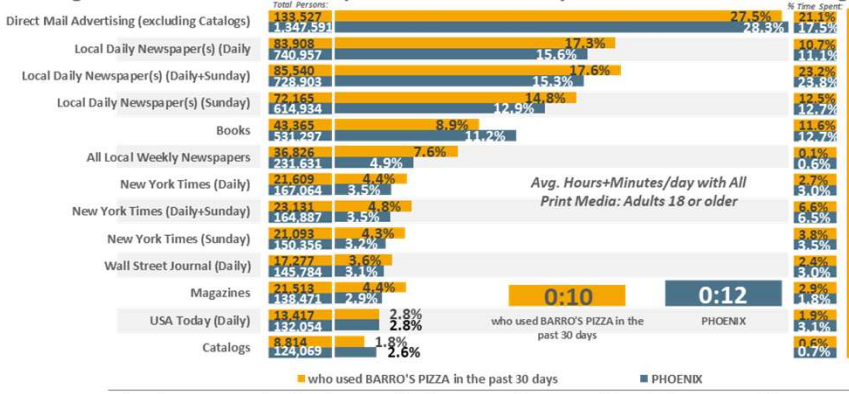
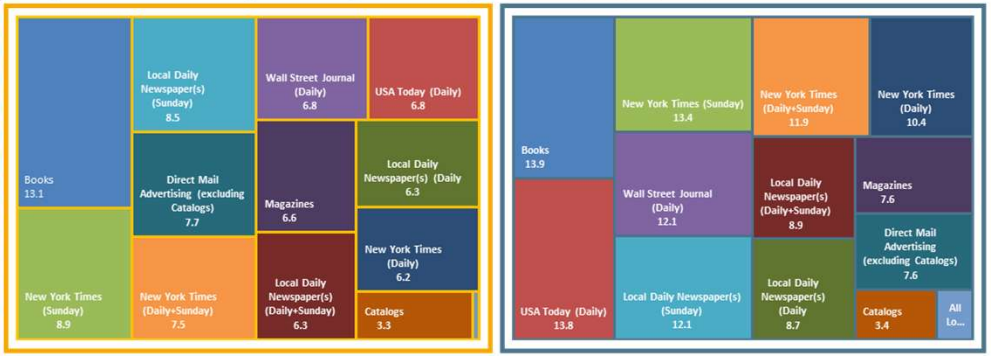
Sit-down restaurants used past 30 days: Pita Jungle

85,540 or 17.6% of Adults 18 or older who used BARRO'S PIZZA in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.3 minutes every day representing 26.2% of all time spent daily with All forms of Print Media.

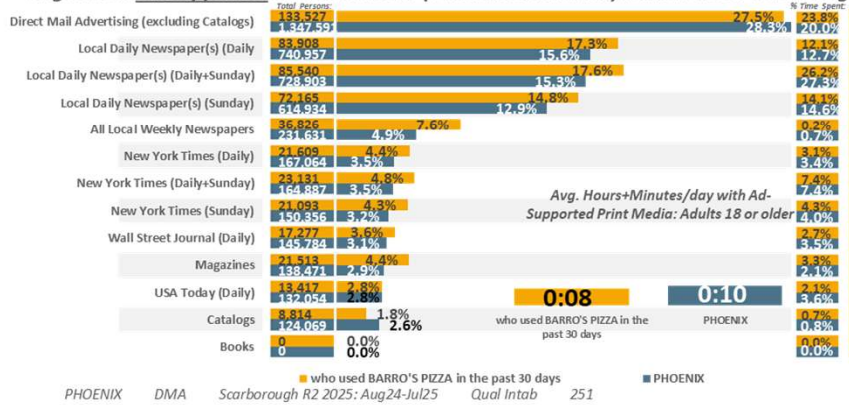
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



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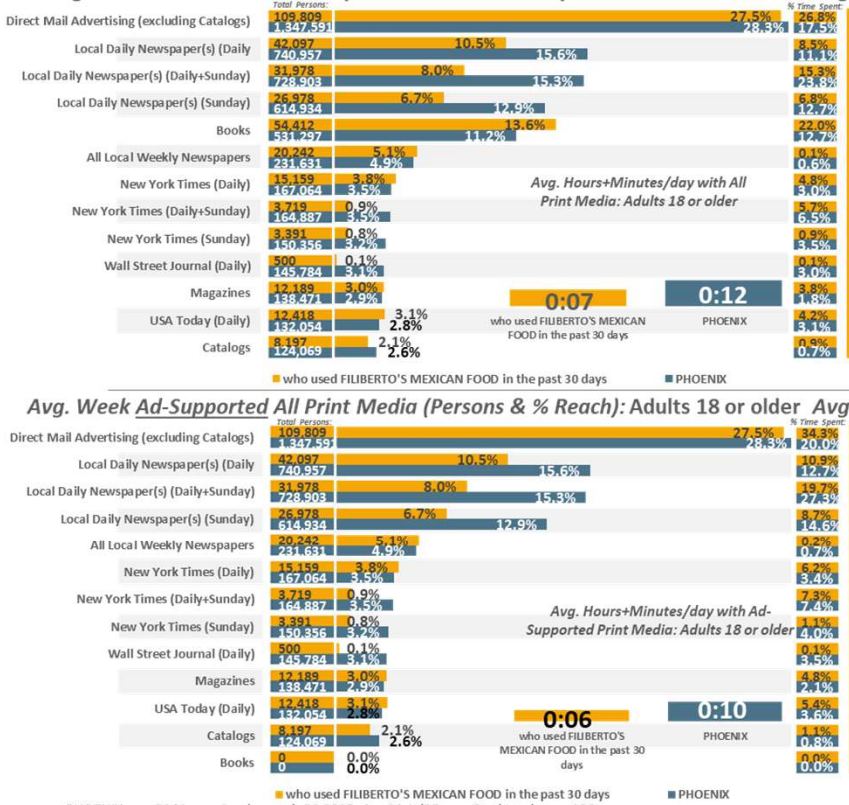
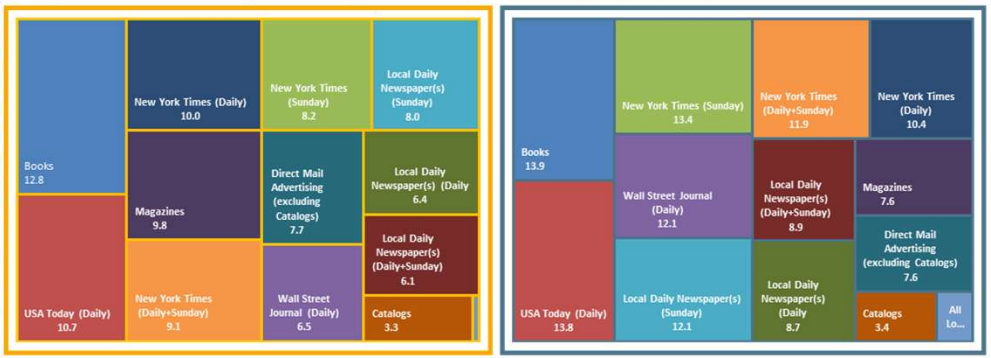
Quick service restaurants used past 30 days: Barro's Pizza

109,809 or 27.5% of Adults 18 or older who used FILIBERTO'S MEXICAN FOOD in the past 30 days read Direct Mail Advertising (excluding Catalogs) for an average of 7.7 minutes every day representing 34.3% of all time spent daily with All forms of Print Medi

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

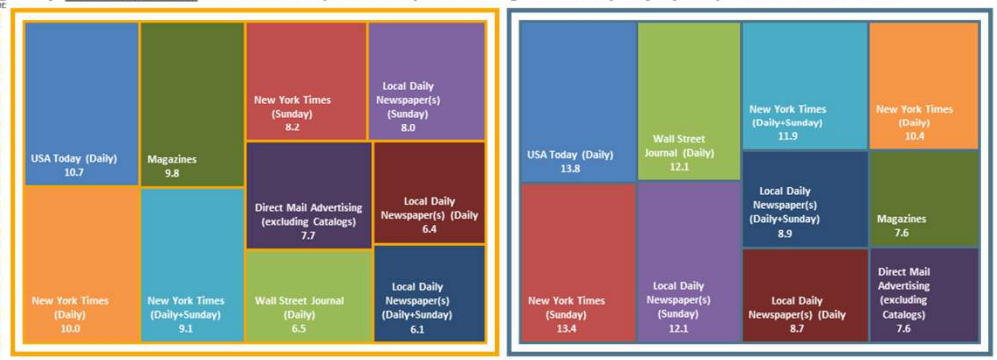


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 166

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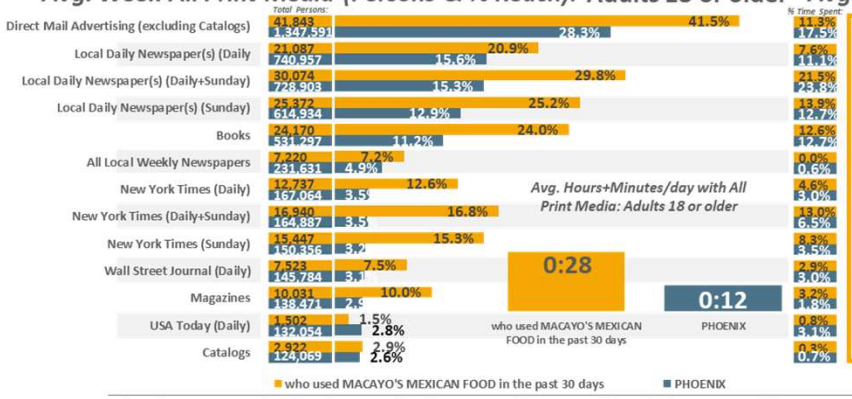
Quick service restaurants used past 30 days: Filiberto's Mexican

30,074 or 29.8% of Adults 18 or older who used MACAYO'S MEXICAN FOOD in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.1 minutes every day representing 24.6% of all time spent daily with All forms of Print Media.

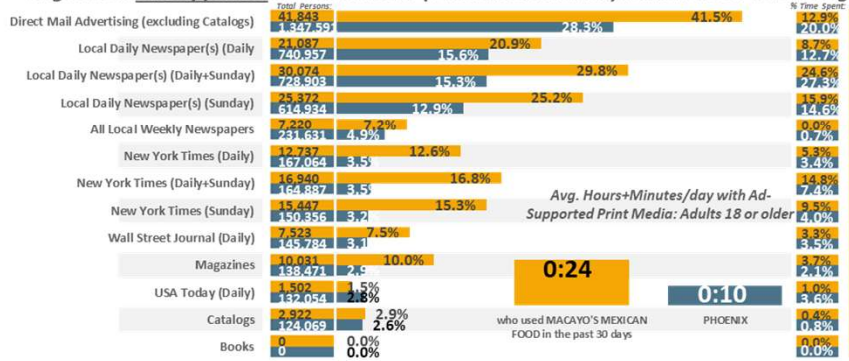
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



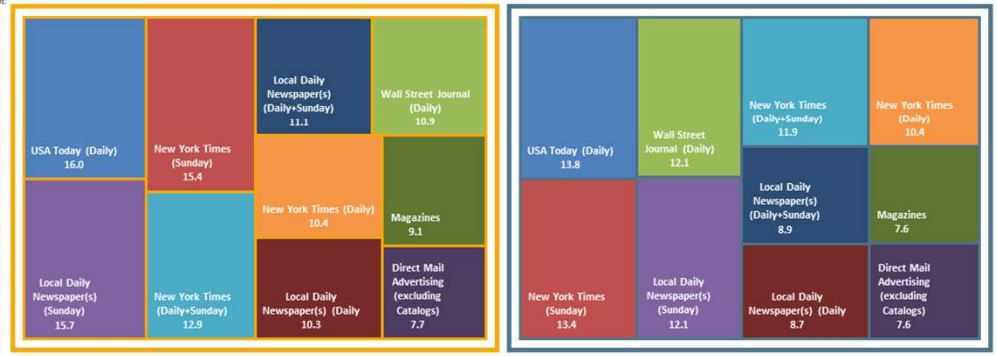
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 60

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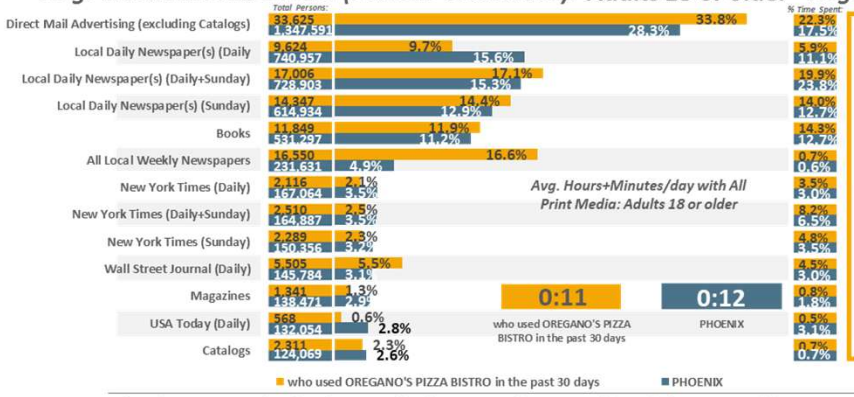
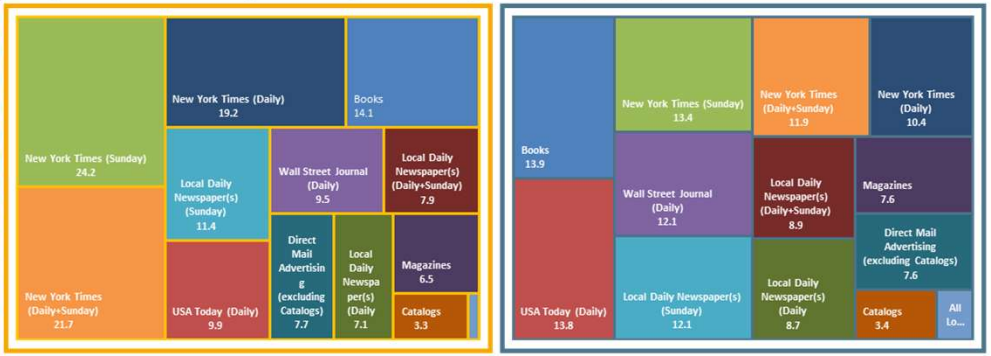
Sit-down restaurants used past 30 days: Macayo's

33,625 or 33.8% of Adults 18 or older who used OREGANO'S PIZZA BISTRO in the past 30 days read Direct Mail Advertising (excluding Catalogs) for an average of 7.7 minutes every day representing 26.% of all time spent daily with All forms of Print Media.

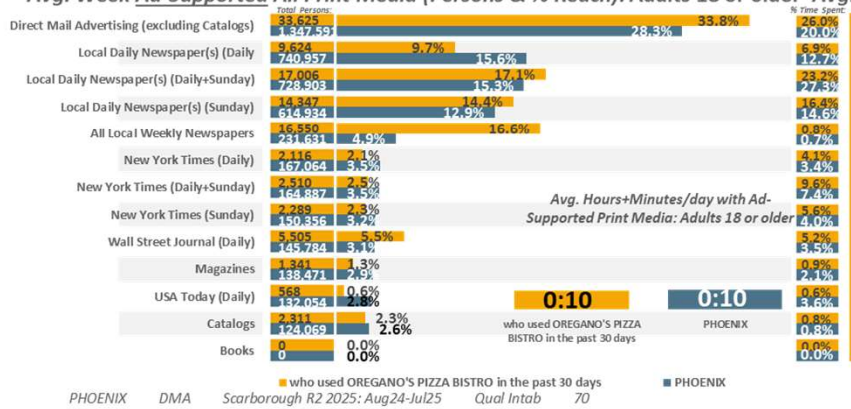
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 70

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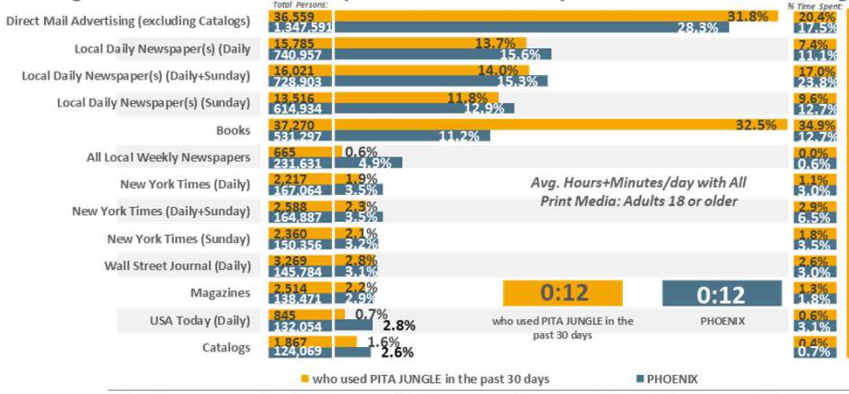
Sit-down restaurants used past 30 days: Oregano's Pizza Bistro

PITA JUNGLE

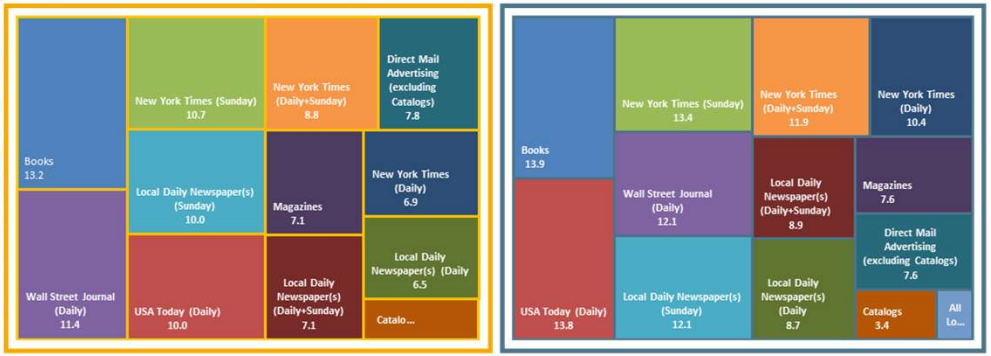
PHX

36,559 or 31.8% of Adults 18 or older who used PITA JUNGLE in the past 30 days read Direct Mail Advertising (excluding Catalogs) for an average of 7.8 minutes every day representing 31.4% of all time spent daily with All forms of Print Media.

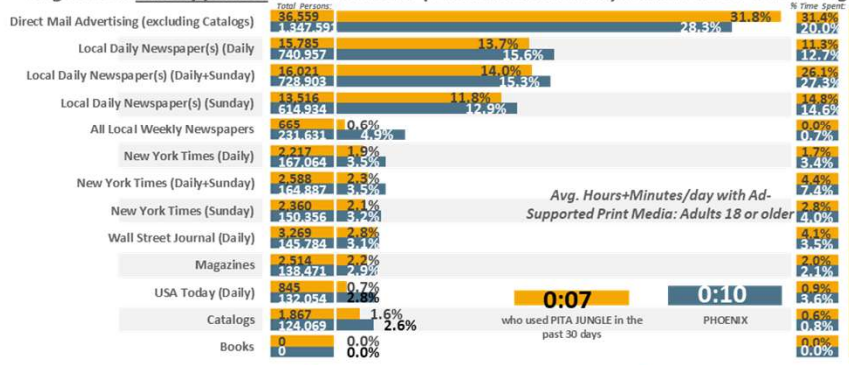
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 71

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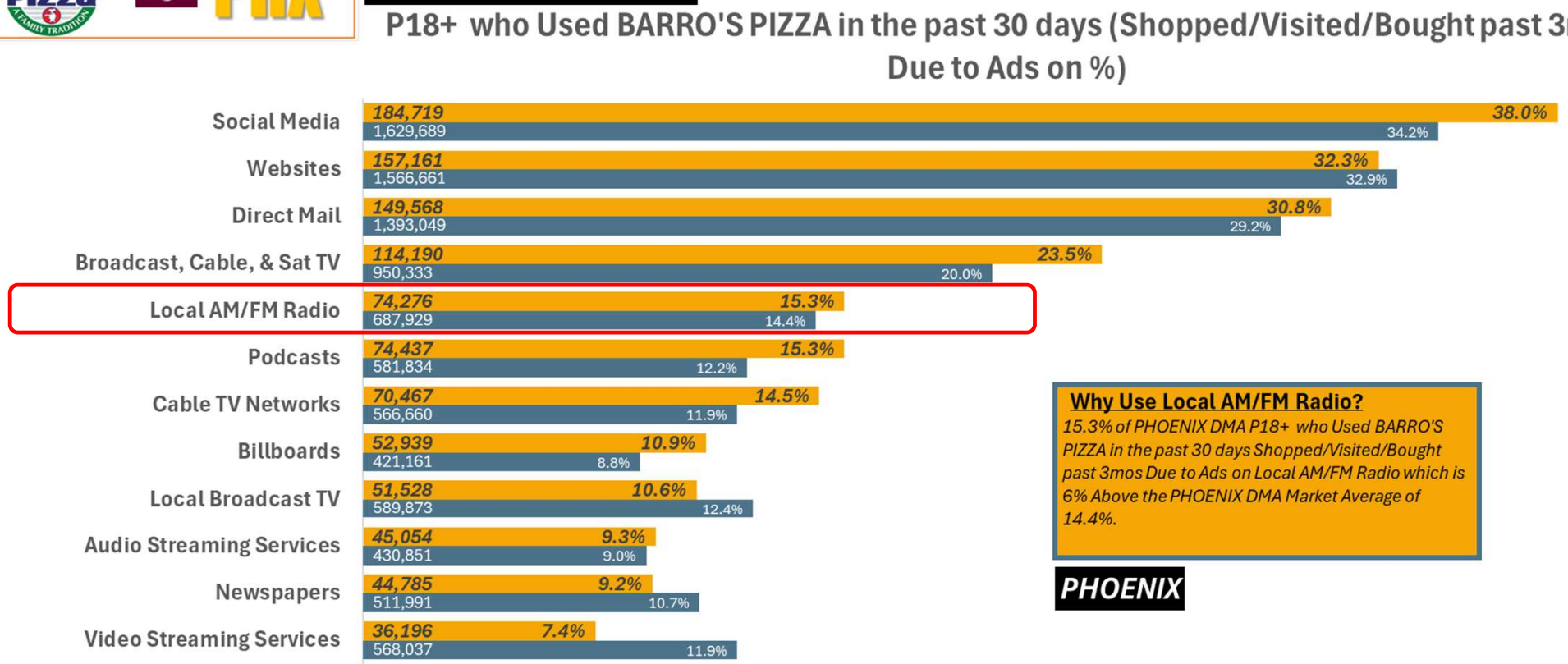
Sit-down restaurants used past 30 days: Pita Jungle

PHX

"Advertising Actions"



Why Use Local AM/FM Radio?

15.3% of PHOENIX DMA P18+ who Used BARRO'S PIZZA in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 6% Above the PHOENIX DMA Market Average of 14.4%.

PHOENIX

PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 251

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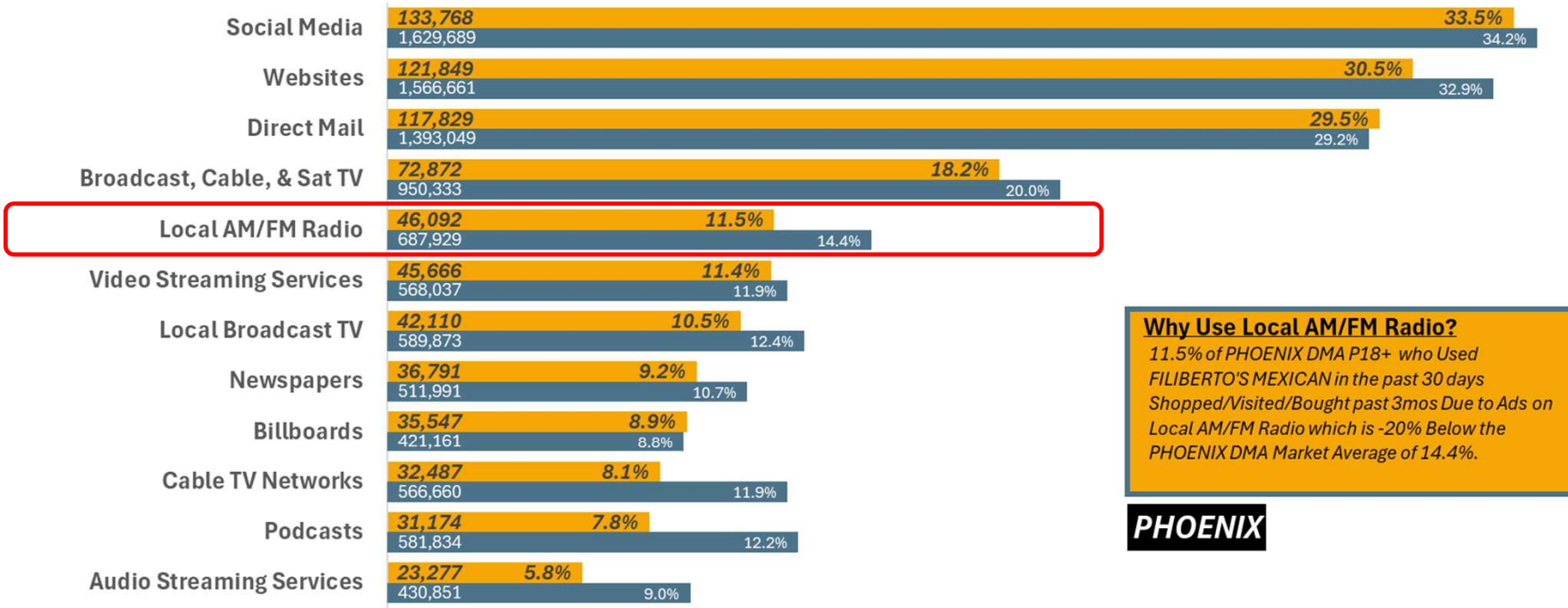
Quick service restaurants used past 30 days: Barro's Pizza

PHX

"Advertising Actions"

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



Why Use Local AM/FM Radio?

11.5% of PHOENIX DMA P18+ who Used FILIBERTO'S MEXICAN in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -20% Below the PHOENIX DMA Market Average of 14.4%.

PHOENIX

PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 166

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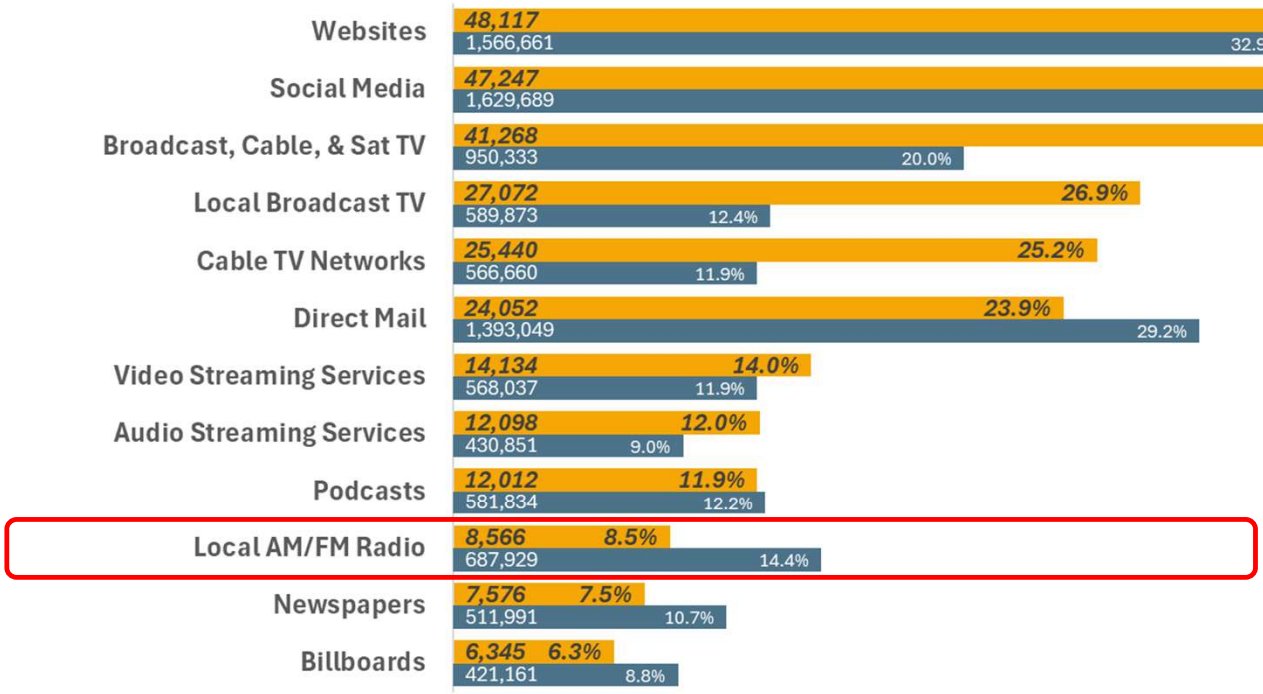
Quick service restaurants used past 30 days: Filiberto's Mexican

Macayo's Mexican Food PHX

"Advertising Actions"

P18+ who Used MACAYO'S MEXICAN FOOD in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

8.5% of PHOENIX DMA P18+ who Used MACAYO'S MEXICAN FOOD in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -41% Below the PHOENIX DMA Market Average of 14.4%.

PHOENIX

PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 60

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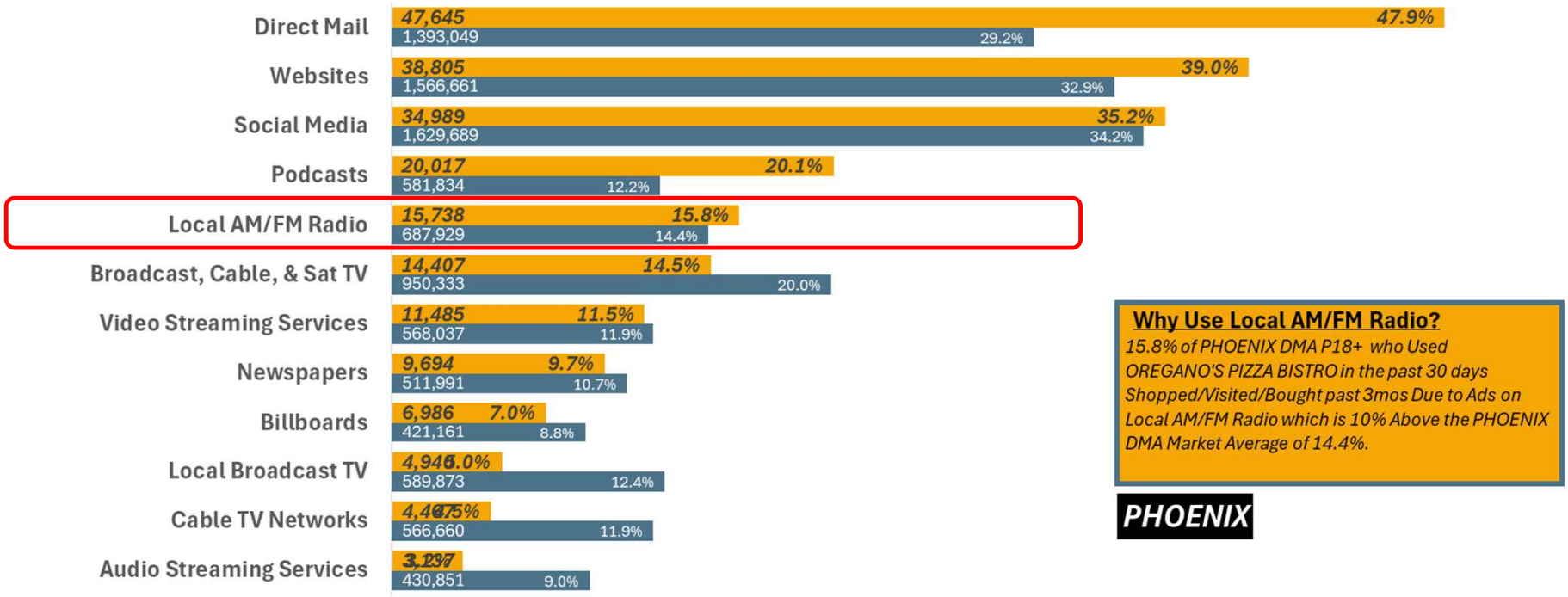
Sit-down restaurants used past 30 days: Macayo's

OREGANO'S PIZZA BISTRO
Your Neighborhood Pizza Joint

PHX

"Advertising Actions"

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



Why Use Local AM/FM Radio?

15.8% of PHOENIX DMA P18+ who Used OREGANO'S PIZZA BISTRO in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 10% Above the PHOENIX DMA Market Average of 14.4%.

PHOENIX

PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 70

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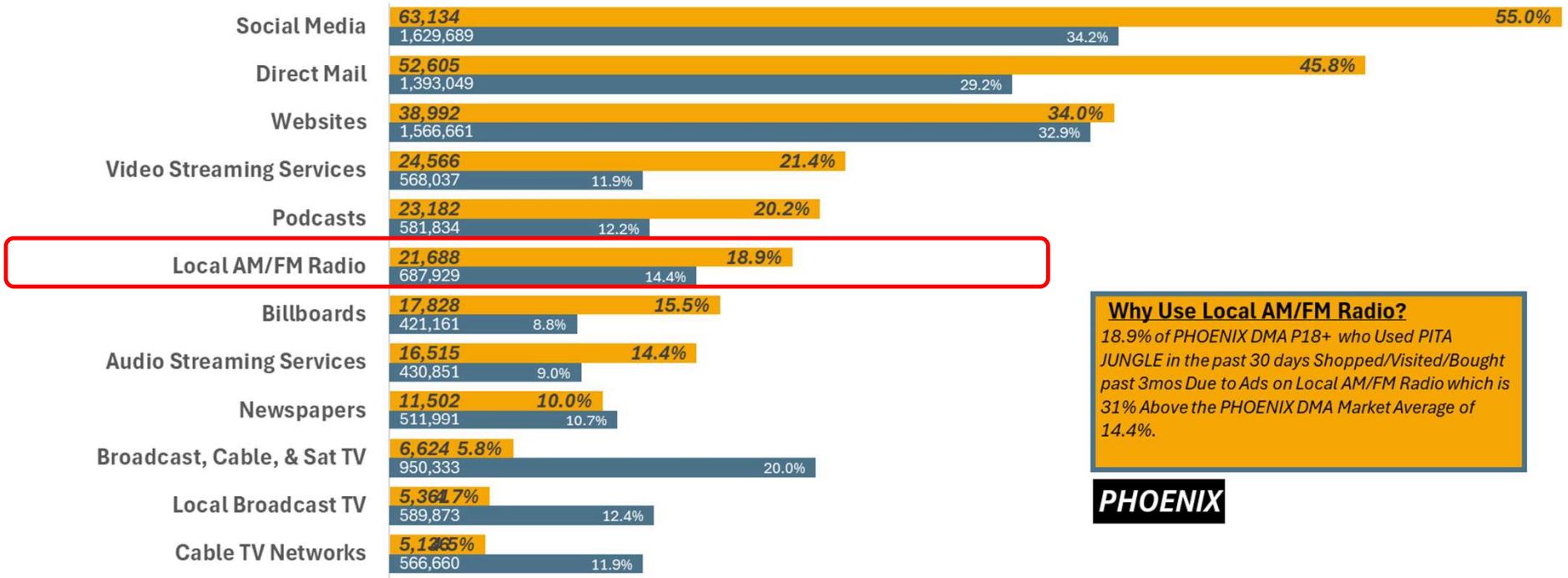
Sit-down restaurants used past 30 days: Oregano's Pizza Bistro

PITA JUNGLE PHX

"Advertising Actions"

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



Why Use Local AM/FM Radio?

18.9% of PHOENIX DMA P18+ who Used PITA JUNGLE in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 31% Above the PHOENIX DMA Market Average of 14.4%.

PHOENIX

PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 71

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Sit-down restaurants used past 30 days: Pita Jungle

Barro's Pizza — A Family Tradition	PHX	PHOENIX, AZ DMA #12 — P18+
Filiberto's Mexican Food	PHX	PHOENIX, AZ DMA #12 — P25-54
Macayo's Mexican Food	PHX	PHOENIX, AZ DMA #12 — W25-54
Oregano's Pizza Bistro — Your Neighborhood Pizza Joint	PHX	PHOENIX, AZ DMA #12 — M25-54
Pita Jungle	PHX	PHOENIX, AZ DMA #12 — P35-64