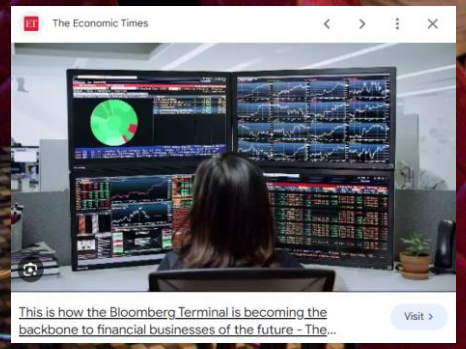
USA – FIVE of AMERICA'S Top CASUAL DINING RESTAURANTS in 2023

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of the P21+ past 30 days users of FIVE of the USA's Top CASUAL SIT-DOWN DINING RESTAURANTS.



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

Sit-down restaurants used past 30 days: Buffalo Wild Wings

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

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

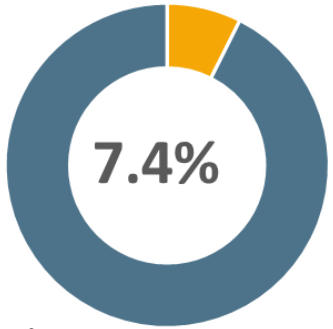
Sit-down restaurants used past 30 days: Applebee's

Sit-down restaurants used past 30 days: TGI Fridays

HUBBARD BROADCASTING INC. HB INC.

7.4% or 18,402,839 of USA Adults 21 or older used APPLEBEE'S in the past 30 days.
Typical Adults 21 or older who used APPLEBEE'S in the past 30 days are 50.2 years old (.6% older than average) and have a $79,109 (12.4% lower than average) annual household income.

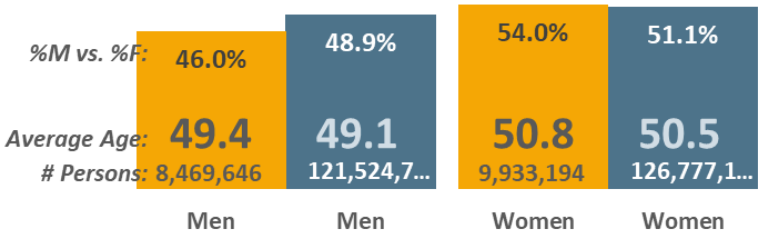
Percent of Market: Adults 21 or older



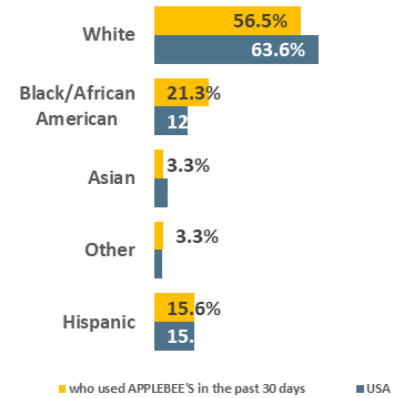
Total Persons:



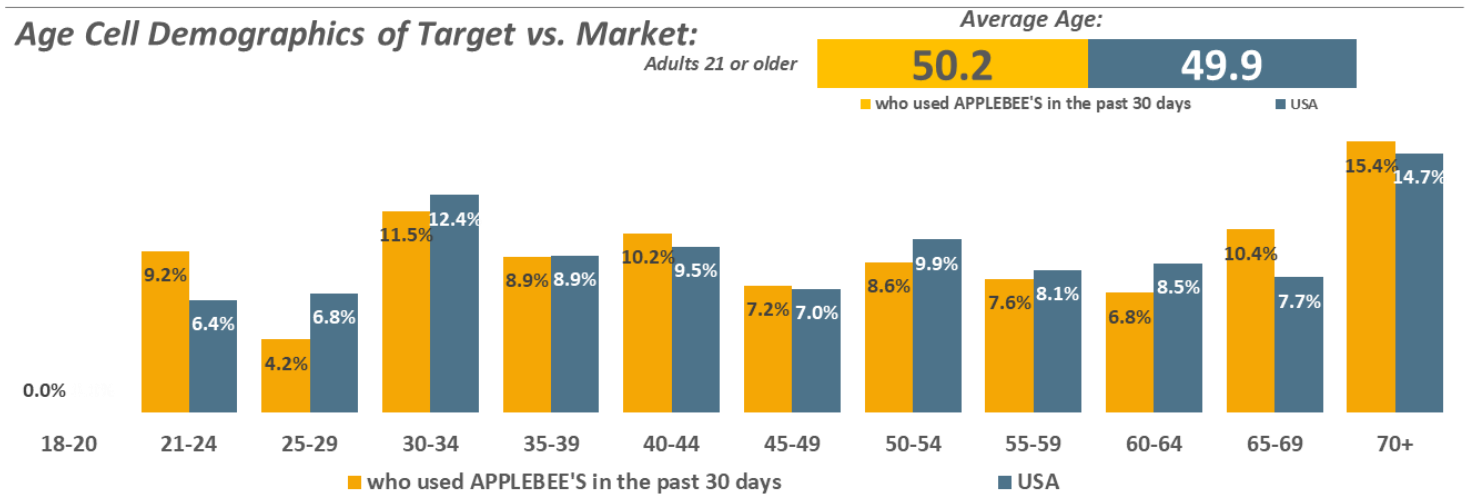
Gender of Target vs. Market: Adults 21 or older



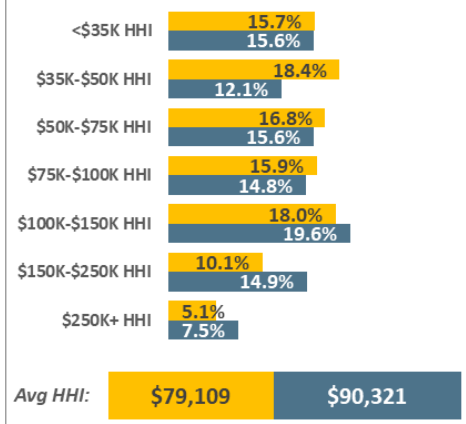
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



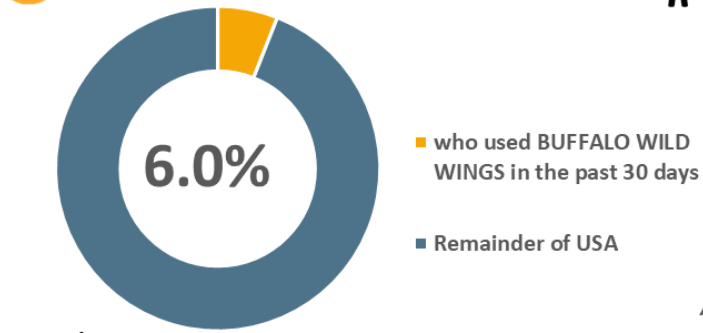
USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 669

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,384

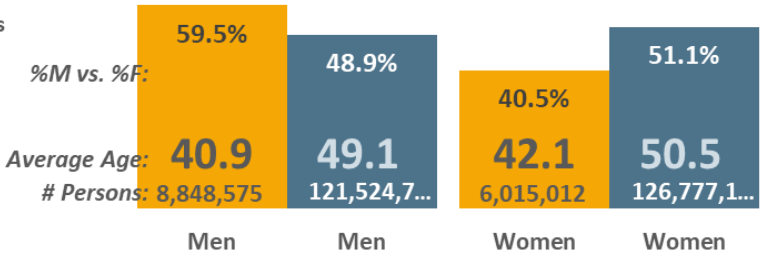
6.% or 14,863,587 of USA Adults 21 or older used BUFFALO WILD WINGS in the past 30 days.
Typical Adults 21 or older who used BUFFALO WILD WINGS in the past 30 days are 41.3 years old (17.1% younger than average) and have a $92,713 (2.6% higher than average) annual household income.

Percent of Market: Adults 21 or older

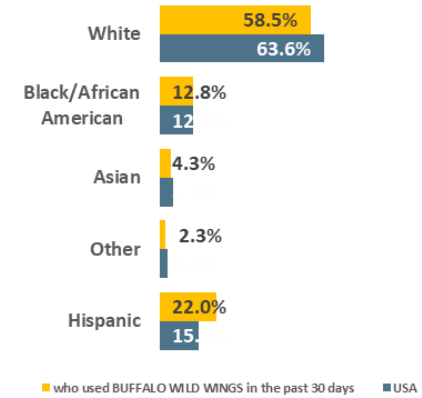




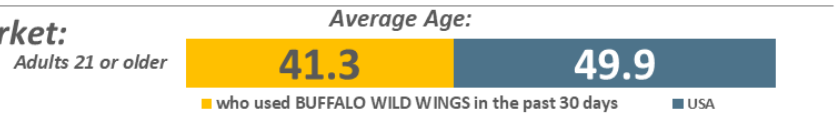
Gender of Target vs. Market: Adults 21 or older

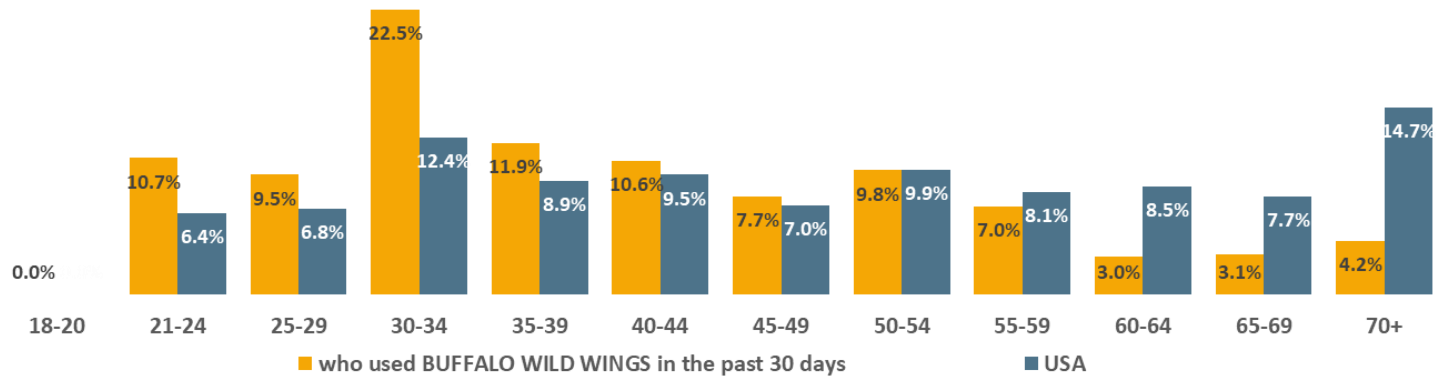


Ethnicity of Target vs. Market:

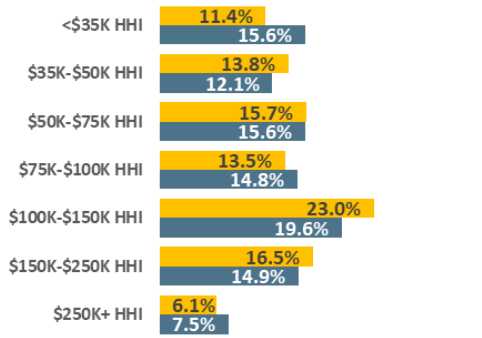


Age Cell Demographics of Target vs. Market:





HHI of Target vs. Market:





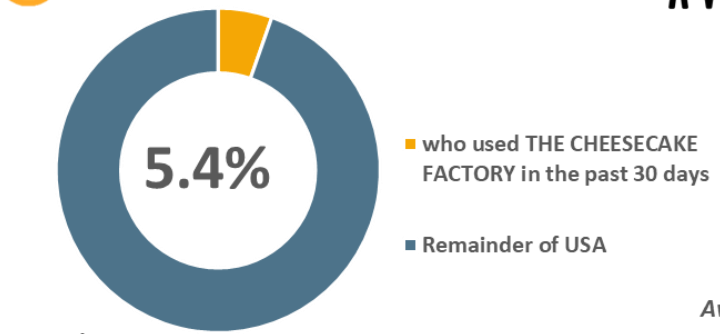
USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 429

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,384

5.4% or 13,343,364 of USA Adults 21 or older used THE CHEESECAKE FACTORY in the past 30 days. Typical Adults 21 or older who used THE CHEESECAKE FACTORY in the past 30 days are 47.9 years old (3.9% younger than average) and have a $103,839 (15.% higher than average) annual household income.

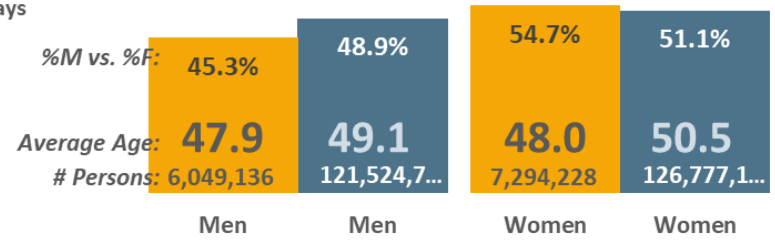
Percent of Market: Adults 21 or older



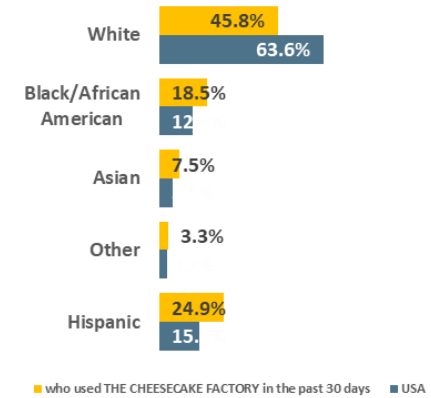
Total Persons:



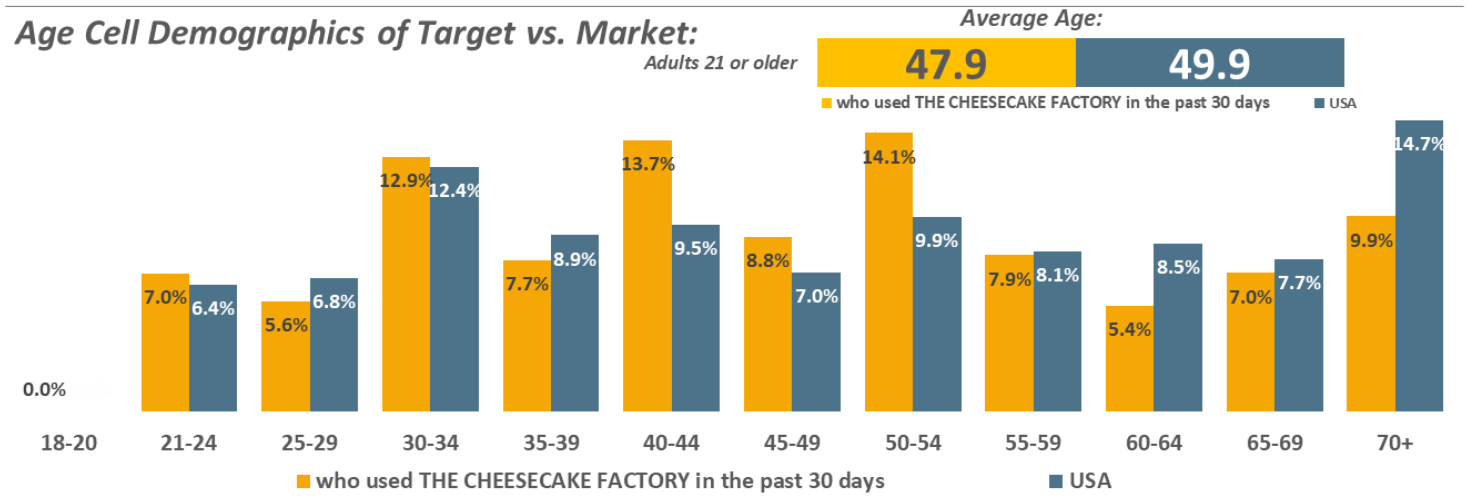
Gender of Target vs. Market: Adults 21 or older



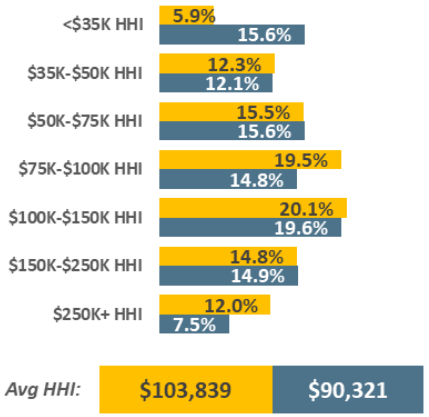
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $103,839 | $90,321

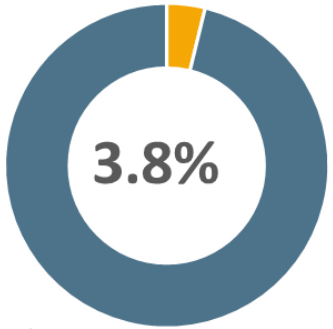
USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 470

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,384

3.8% or 9,471,111 of USA Adults 21 or older used CHILI'S in the past 30 days.
Typical Adults 21 or older who used CHILI'S in the past 30 days are 47. years old (5.7% younger than average) and have a $77,716 (14.% lower than average) annual household income.

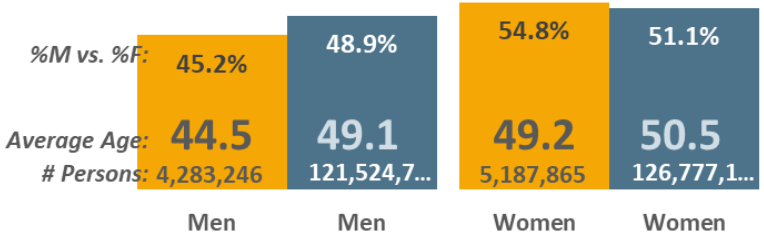
Percent of Market: Adults 21 or older



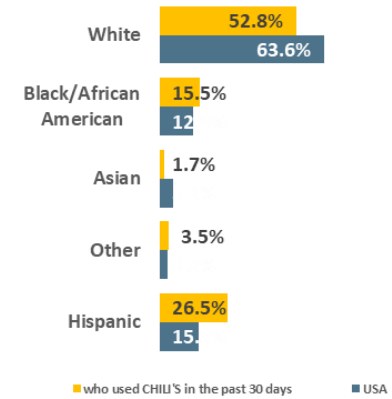
Total Persons:



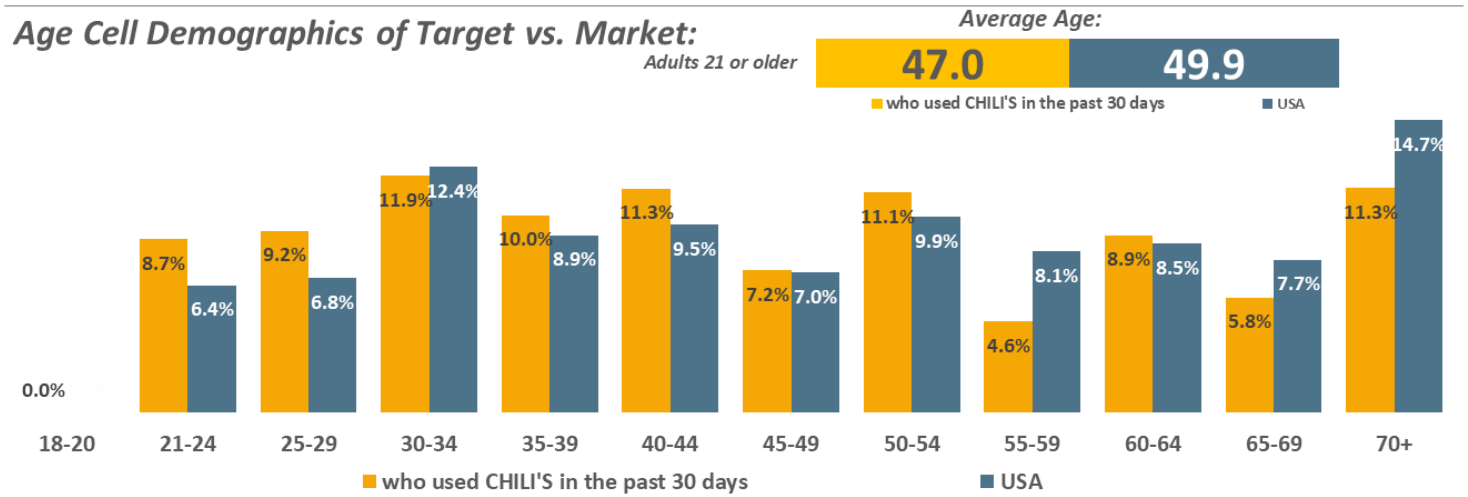
Gender of Target vs. Market: Adults 21 or older



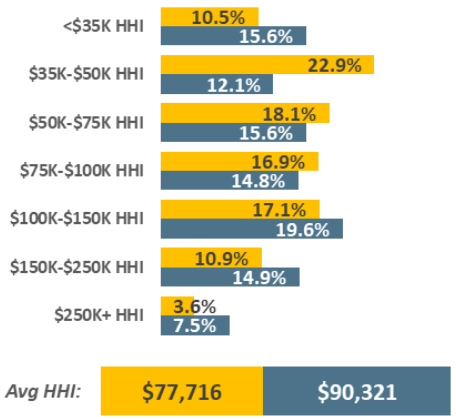
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $77,716 | $90,321

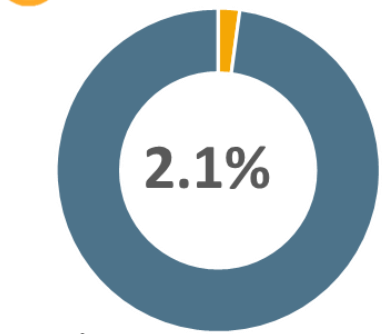
USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 302

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,384

2.1% or 5,322,051 of USA Adults 21 or older used TGI FRIDAYS in the past 30 days.
Typical Adults 21 or older who used TGI FRIDAYS in the past 30 days are 47.6 years old (4.6% younger than average) and have a $72,716 (19.5% lower than average) annual household income.

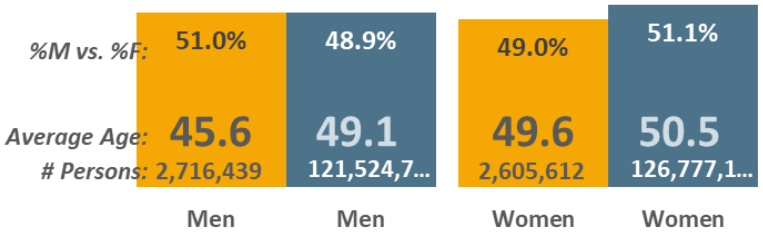
Percent of Market: Adults 21 or older



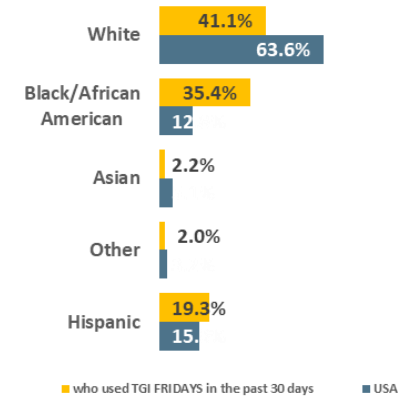
Total Persons:



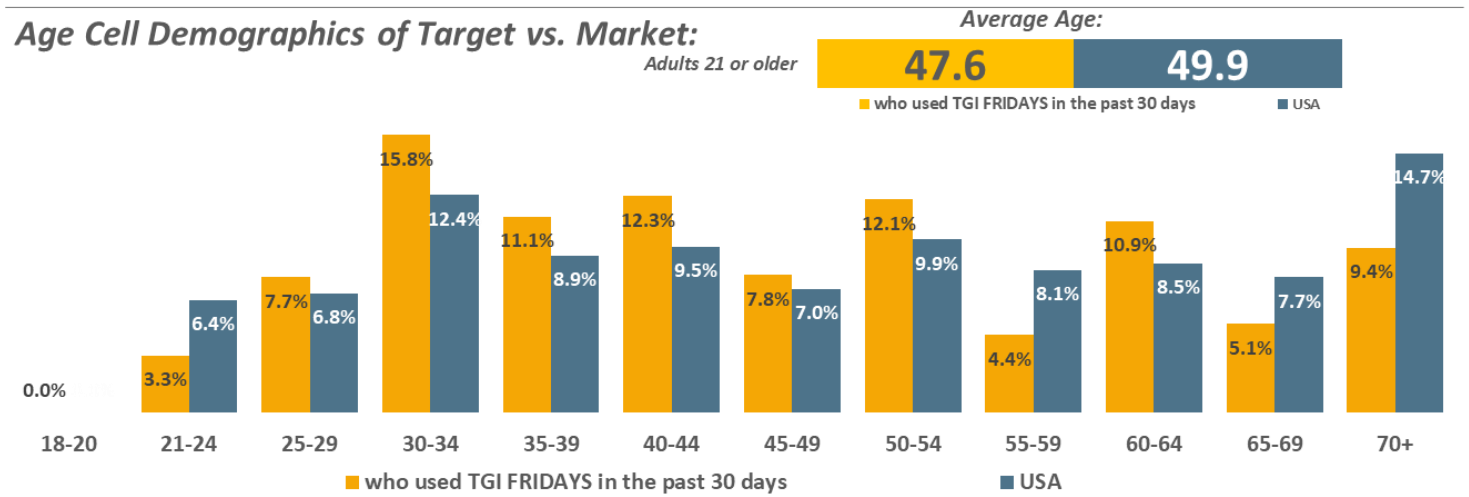
Gender of Target vs. Market: Adults 21 or older



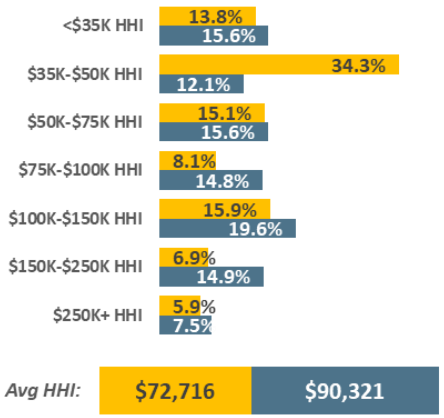
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $72,716 | $90,321

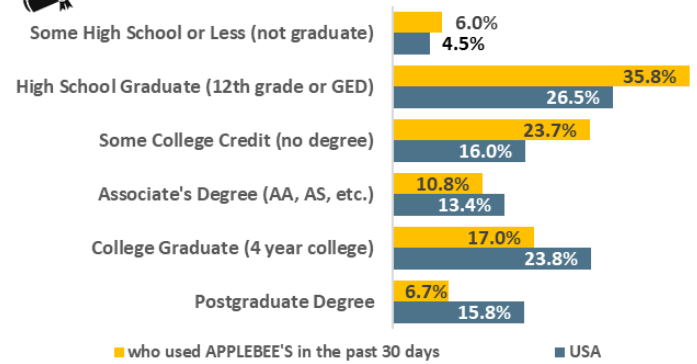
USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 177

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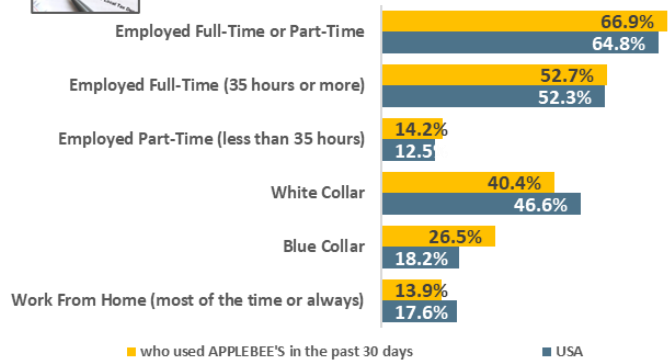
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,384

7.4% or 18,402,839 of USA Adults 21 or older used APPLEBEE'S in the past 30 days.
Adults 21 or older who used APPLEBEE'S in the past 30 days are 40.3% less likely to be a college graduate, .8% more likely to work full-time, 13.2% less likely to be married, 2.1% more likely to be a parent of 1 or more children under 18.

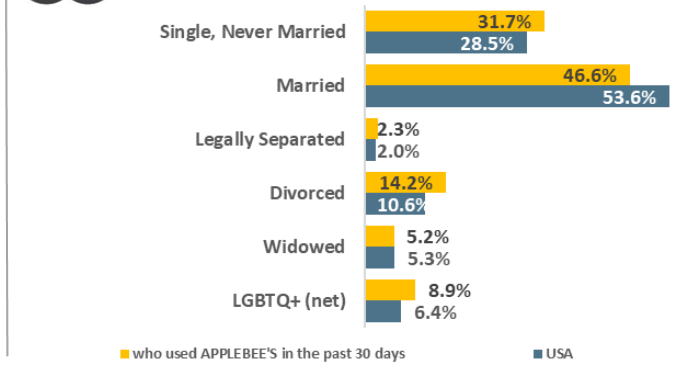
Education Levels: Adults 21 or older



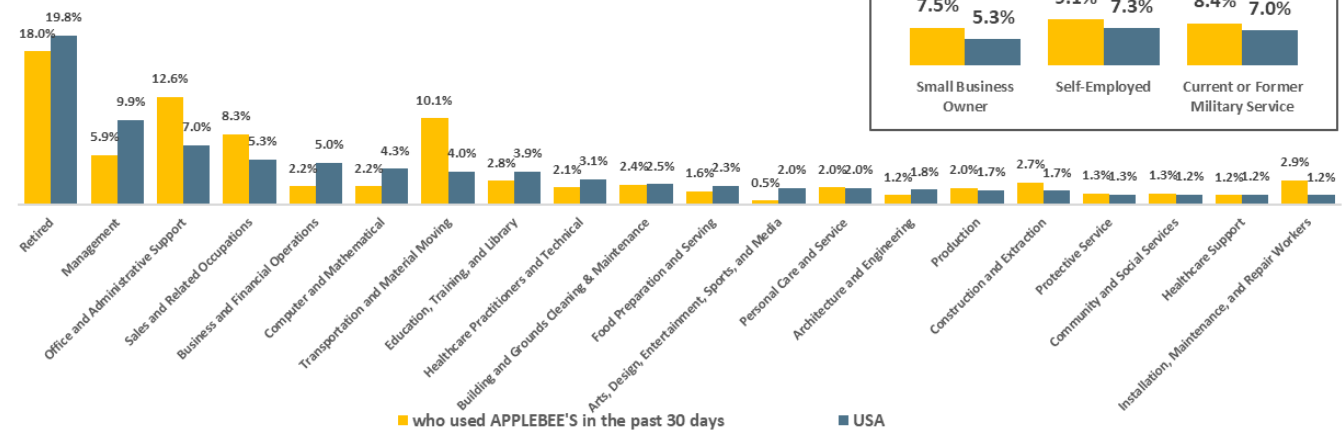
Employment: Adults 21 or older



Marital Status: Adults 21 or older

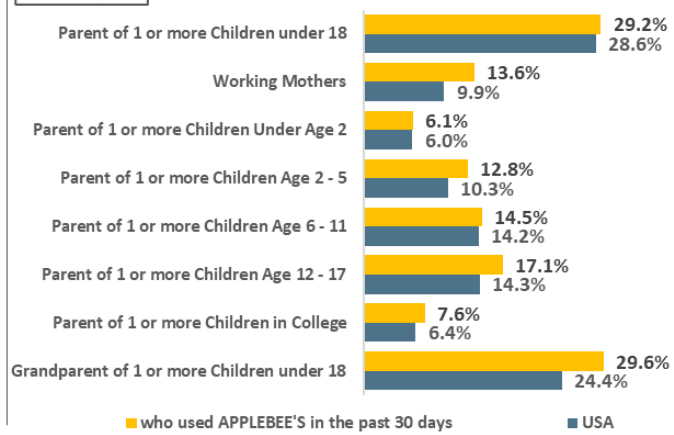


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 669

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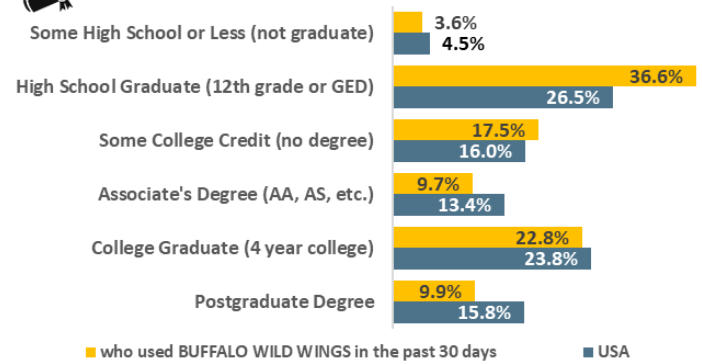
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,384

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

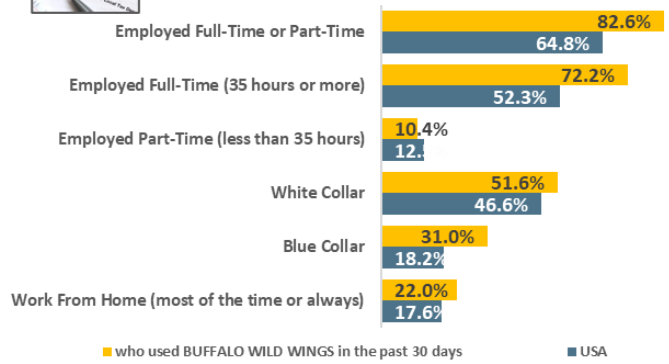
BUFFALO WILD WINGS

6.% or 14,863,587 of USA Adults 21 or older used BUFFALO WILD WINGS in the past 30 days.
Adults 21 or older who used BUFFALO WILD WINGS in the past 30 days are 17.6% less likely to be a college graduate, 38.% more likely to work full-time, 2.7% less likely to be married, 54.8% more likely to be a parent of 1 or more children under 18.

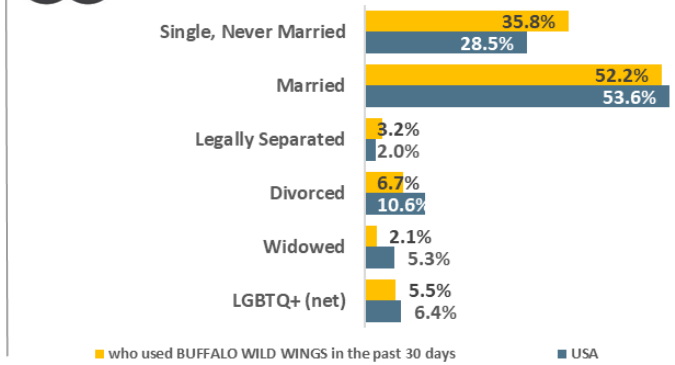
Education Levels: Adults 21 or older



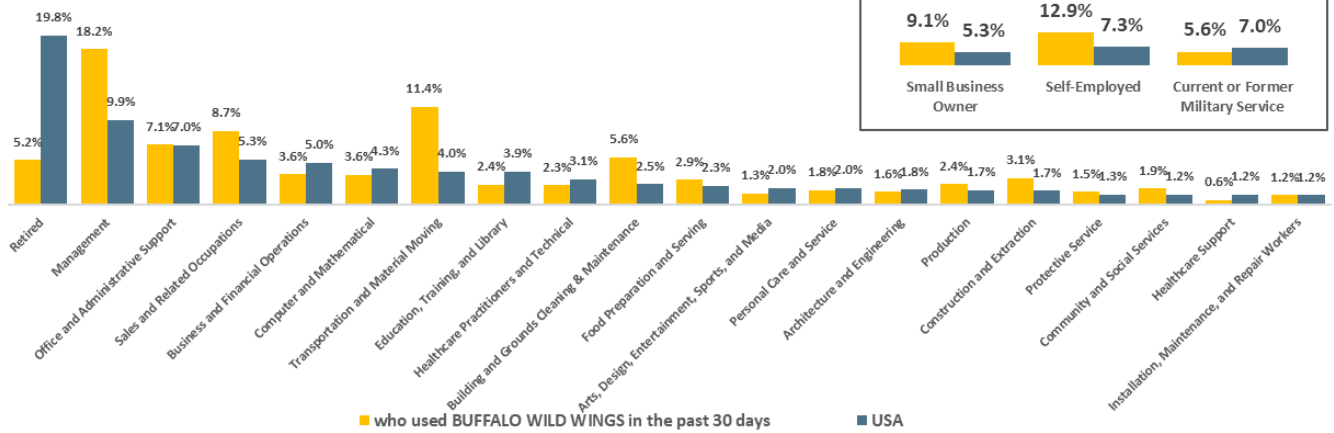
Employment: Adults 21 or older



Marital Status: Adults 21 or older

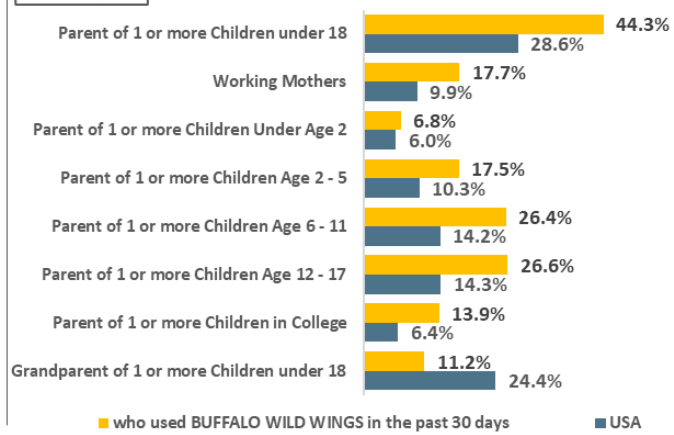


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 429

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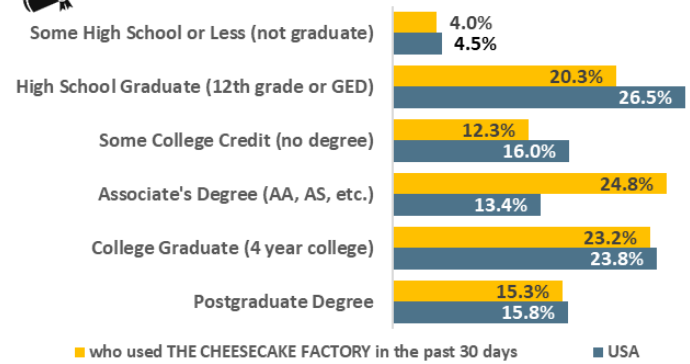
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,384

©

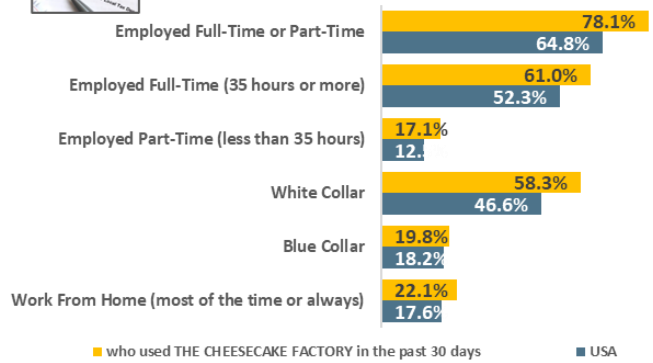
Sit-down restaurants used past 30 days: Buffalo Wild Wings

5.4% or 13,343,364 of USA Adults 21 or older used THE CHEESECAKE FACTORY in the past 30 days.
Adults 21 or older who used THE CHEESECAKE FACTORY in the past 30 days are 2.8% less likely to be a college graduate, 16.6% more likely to work full-time, 2.5% more likely to be married, 2.2% more likely to be a parent of 1 or more children under 18.

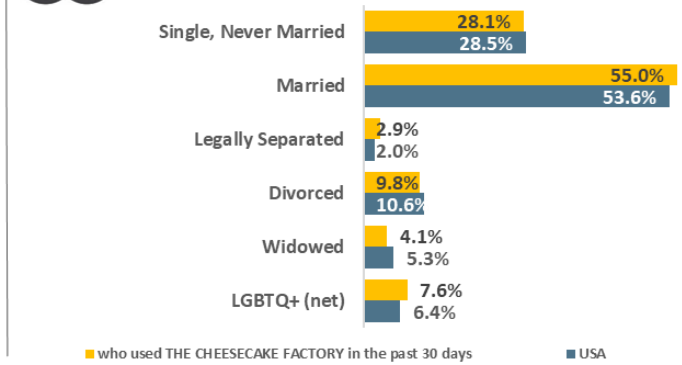
Education Levels: Adults 21 or older



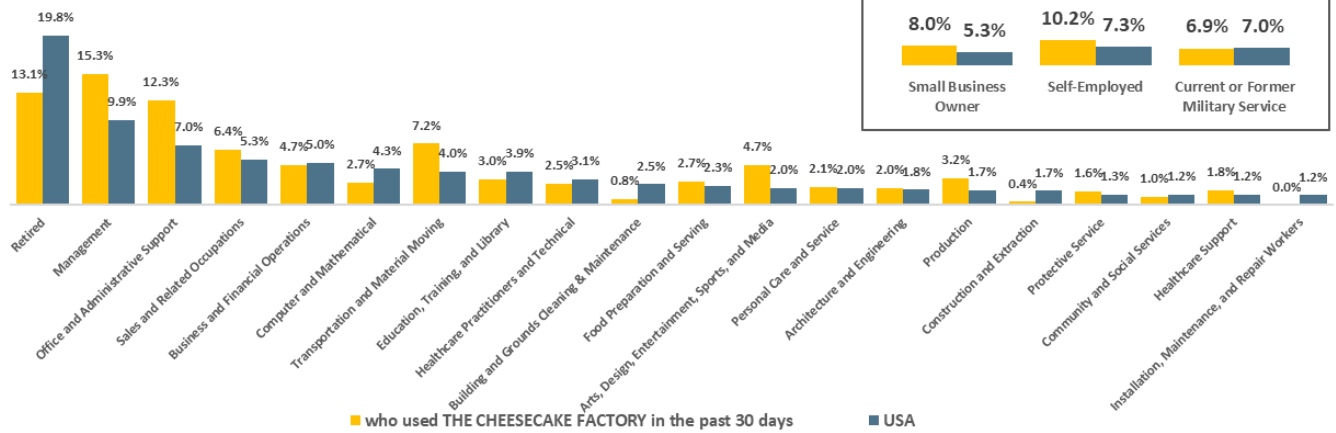
Employment: Adults 21 or older



Marital Status: Adults 21 or older

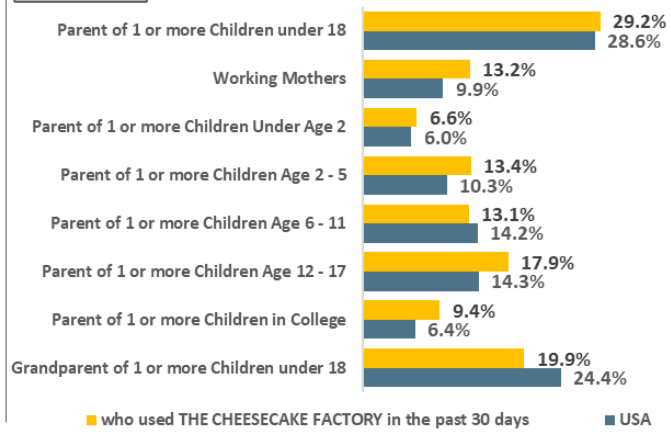


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



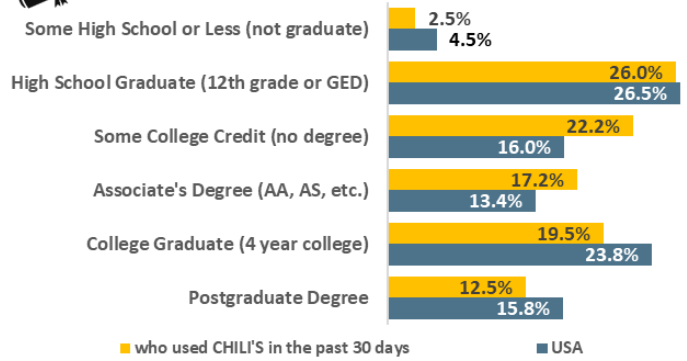
USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 470

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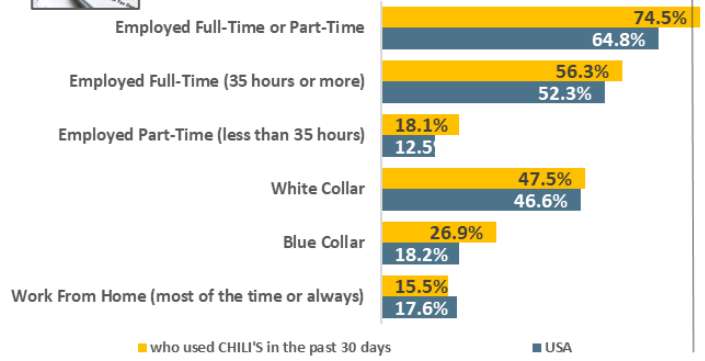
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,384

3.8% or 9,471,111 of USA Adults 21 or older used CHILI'S in the past 30 days.
Adults 21 or older who used CHILI'S in the past 30 days are 19.2% less likely to be a college graduate, 7.7% more likely to work full-time, 14.% less likely to be married, 15.9% more likely to be a parent of 1 or more children under 18.

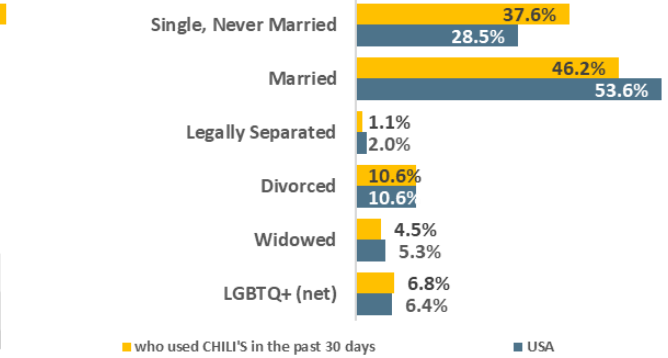
Education Levels: Adults 21 or older



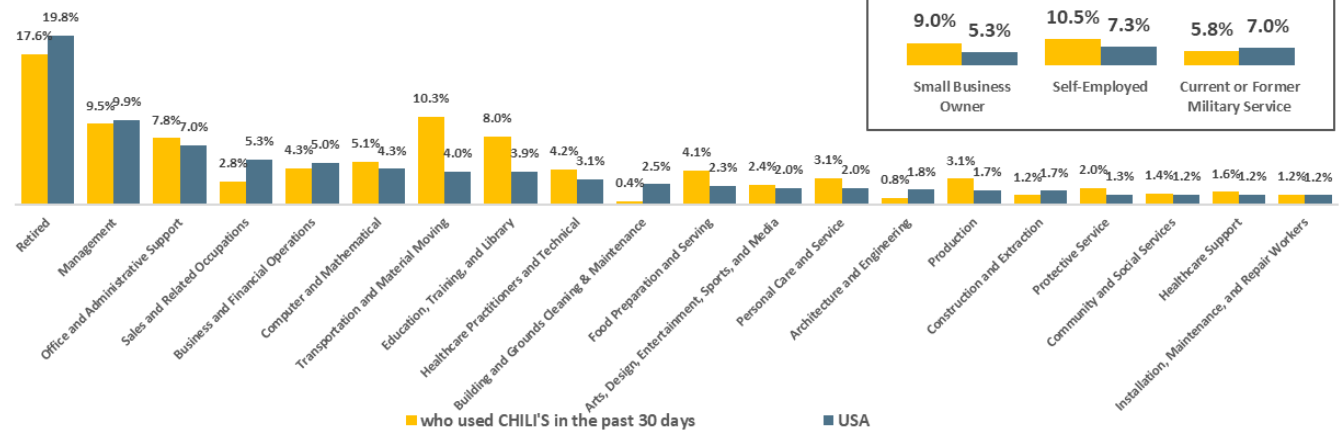
Employment: Adults 21 or older



Marital Status: Adults 21 or older

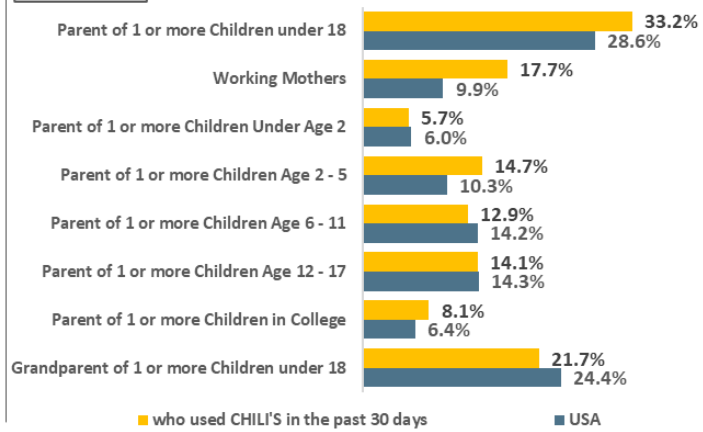


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 302

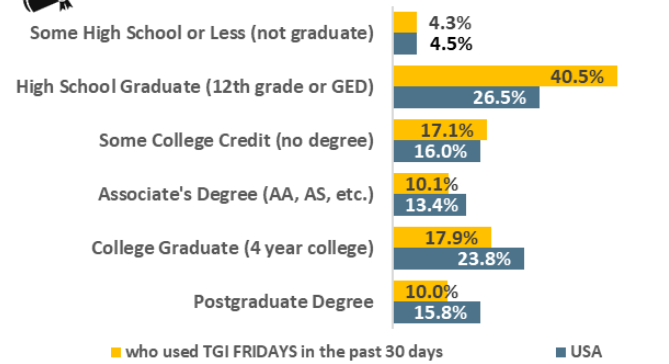
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,384

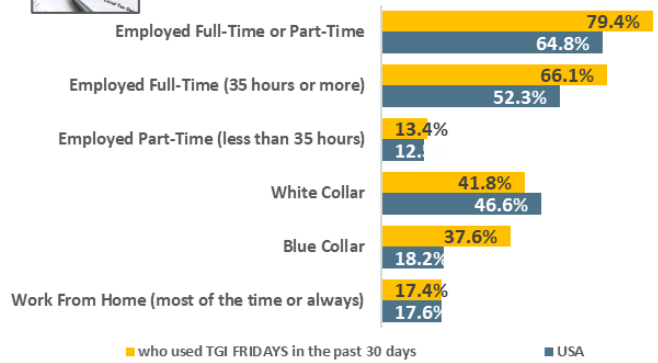
Sit-down restaurants used past 30 days: Chili's

2.1% or 5,322,051 of USA Adults 21 or older used TGI FRIDAYS in the past 30 days.
Adults 21 or older who used TGI FRIDAYS in the past 30 days are 29.7% less likely to be a college graduate, 26.4% more likely to work full-time, 24.1% less likely to be married, 31.7% more likely to be a parent of 1 or more children under 18.

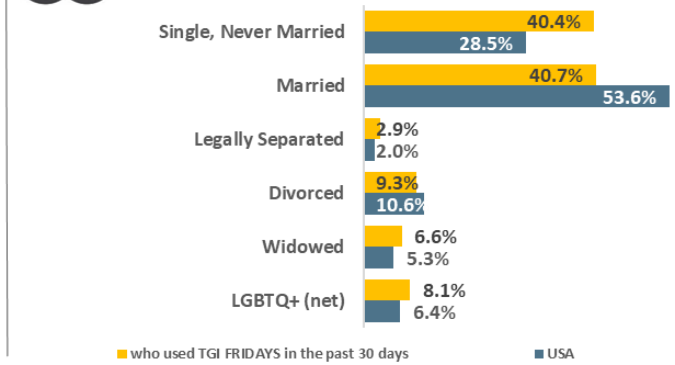
Education Levels: Adults 21 or older



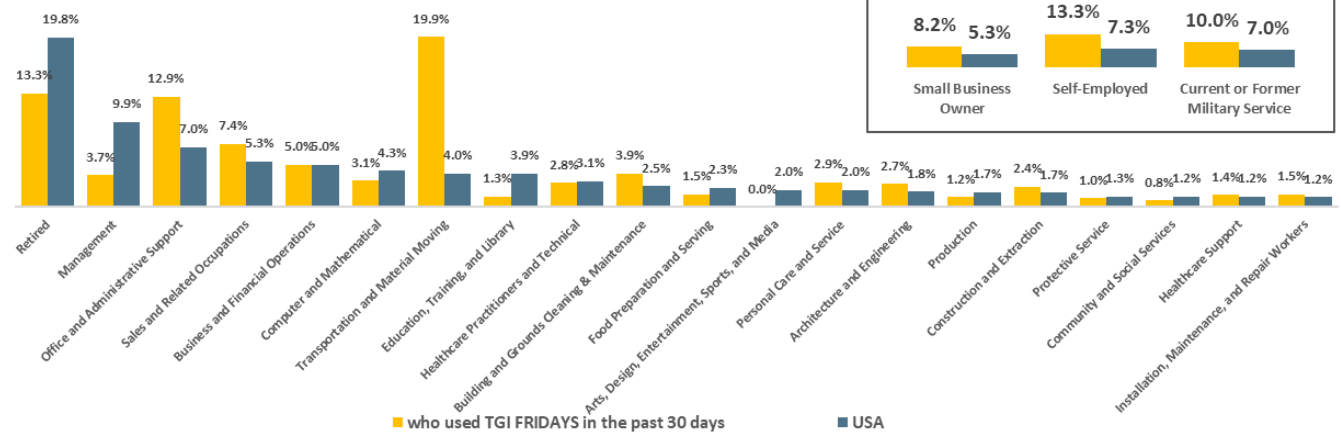
Employment: Adults 21 or older



Marital Status: Adults 21 or older

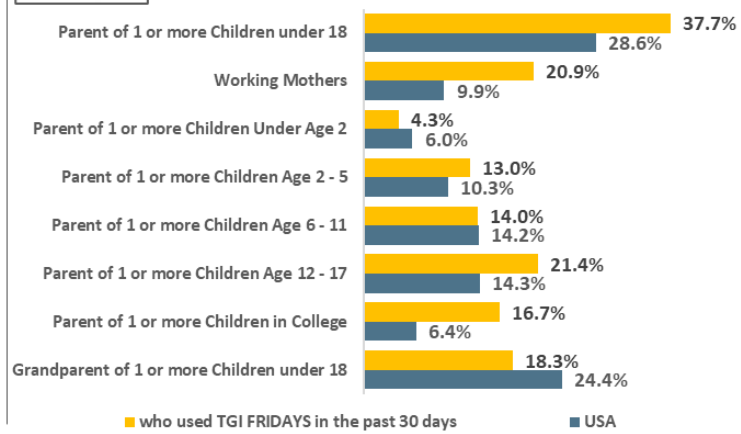


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



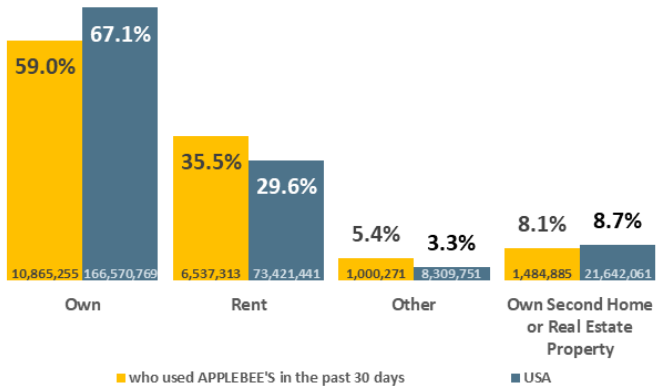
USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 177

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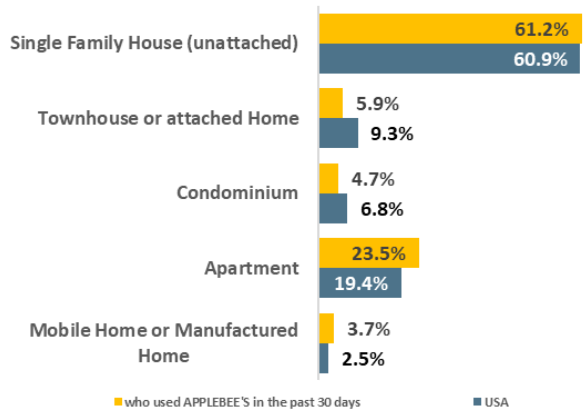
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,384

7.4% or 18,402,839 of USA Adults 21 or older used APPLEBEE'S in the past 30 days.
Adults 21 or older who used APPLEBEE'S in the past 30 days are 12.% less likely to own their home, 14.7% more likely to own a lower valued home, .6% more likely to have a single-family home, 1.5% less likely to have a dog.

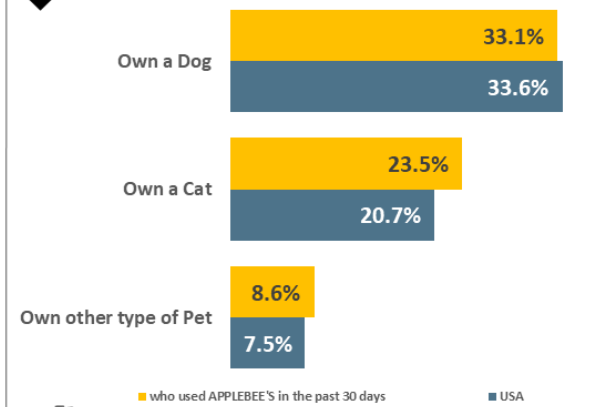
Own/Rent/Other: Adults 21 or older



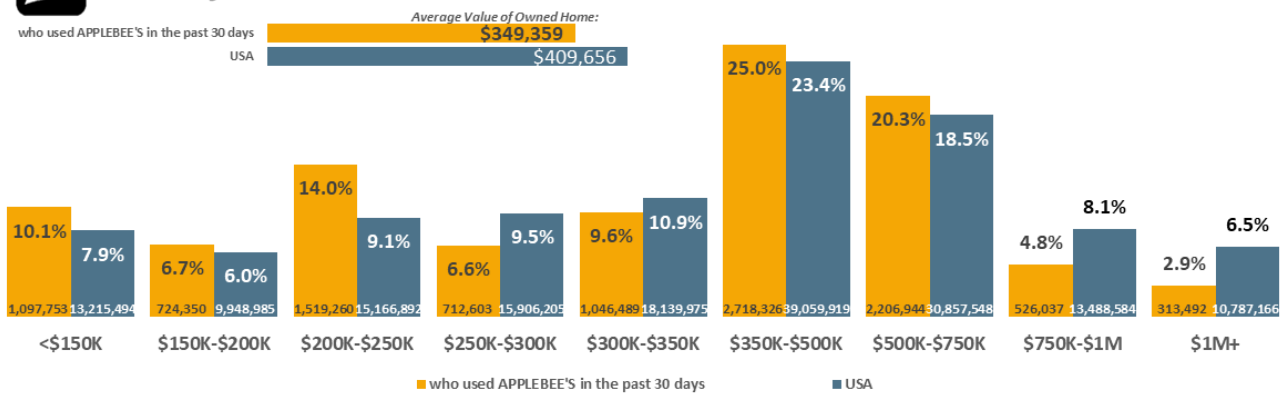
Type of Home: Adults 21 or older



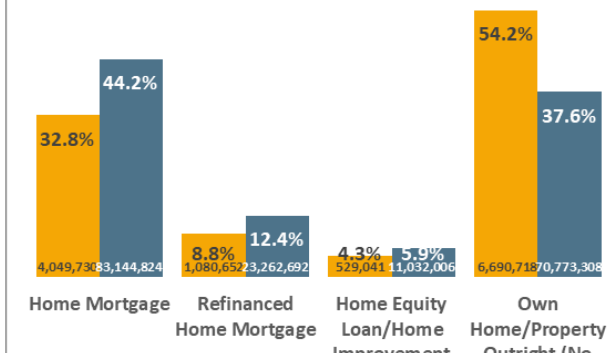
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *669*

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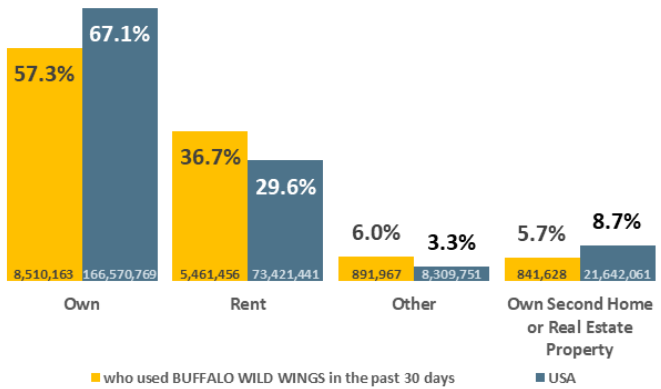
USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,384*

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

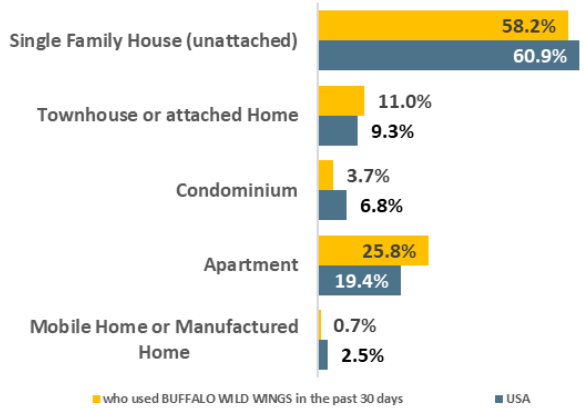
BUFFALO WILD WINGS

6.% or 14,863,587 of USA Adults 21 or older used BUFFALO WILD WINGS in the past 30 days.
Adults 21 or older who used BUFFALO WILD WINGS in the past 30 days are 14.7% less likely to own their home, 19.8% more likely to own a lower valued home, 4.4% less likely to have a single-family home, 10.1% more likely to have a dog.

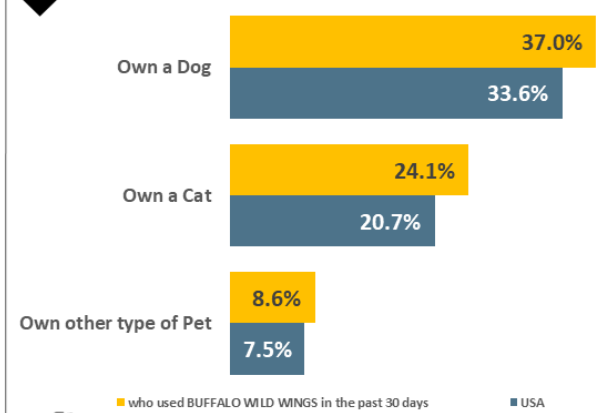
Own/Rent/Other: Adults 21 or older



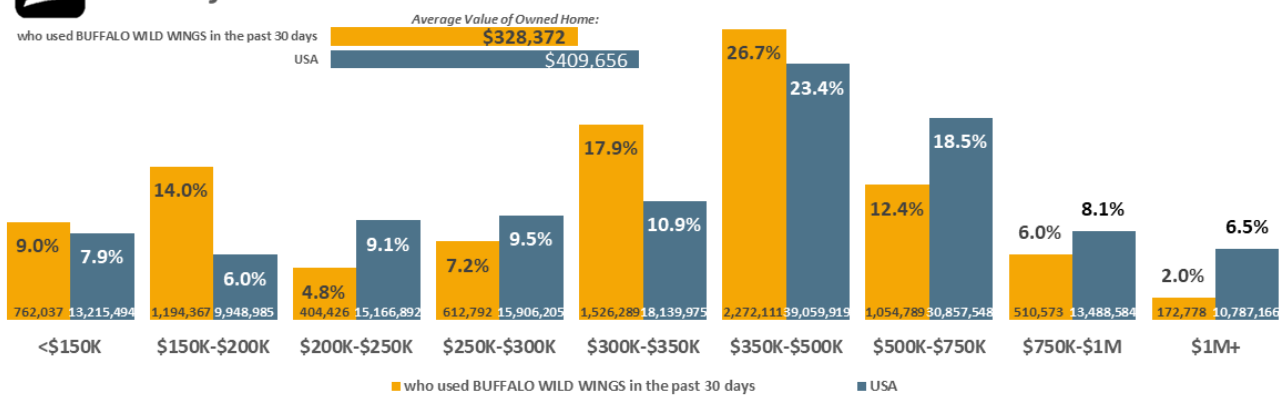
Type of Home: Adults 21 or older



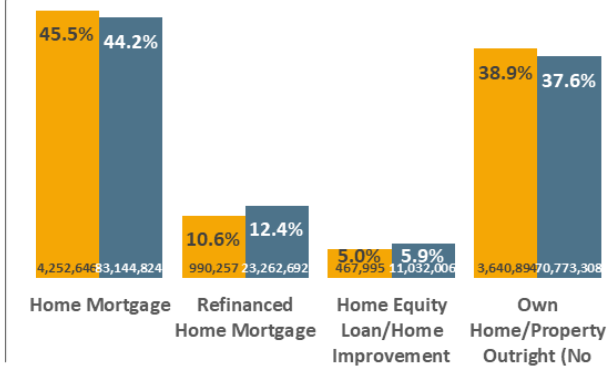
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *429*

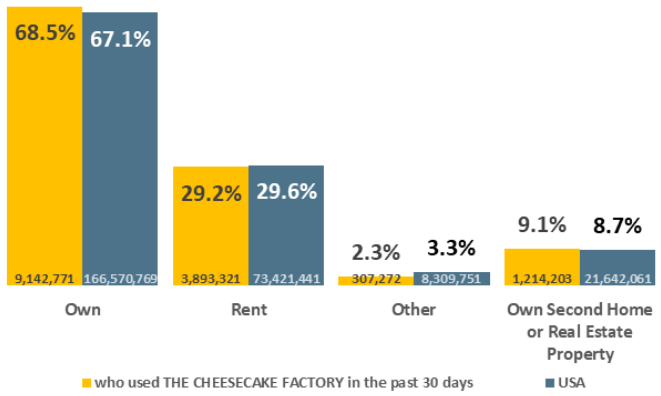
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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,384*

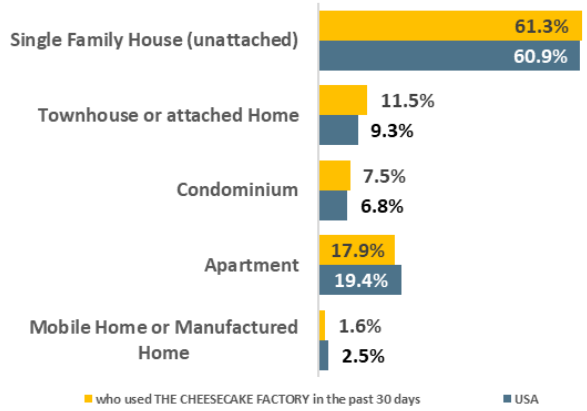
Sit-down restaurants used past 30 days: Buffalo Wild Wings

5.4% or 13,343,364 of USA Adults 21 or older used THE CHEESECAKE FACTORY in the past 30 days.
Adults 21 or older who used THE CHEESECAKE FACTORY in the past 30 days are 2.1% more likely to own their home, 1.9% more likely to own a lower valued home, .6% more likely to have a single-family home, 1.4% more likely to have a dog.

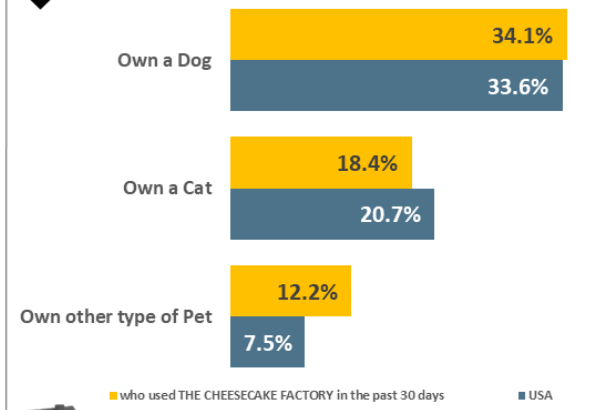
Own/Rent/Other: Adults 21 or older



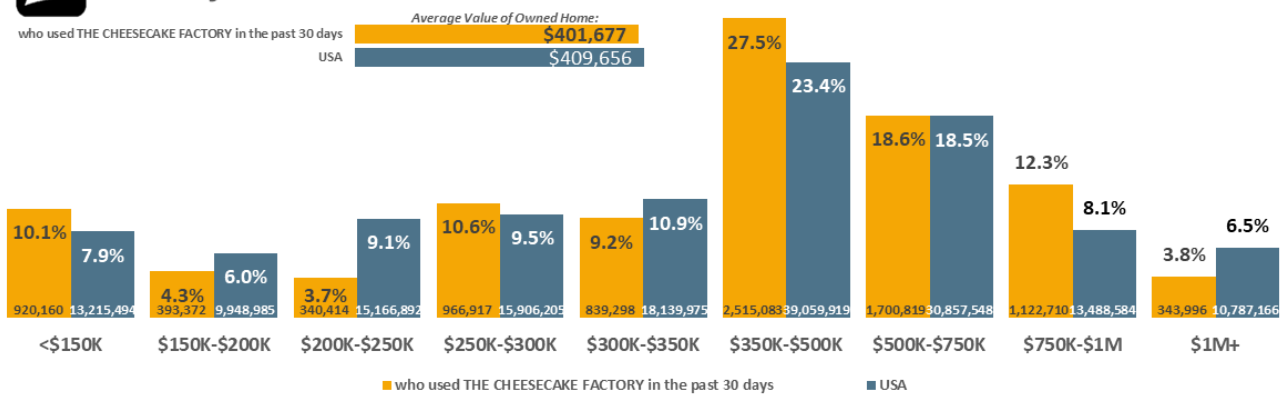
Type of Home: Adults 21 or older



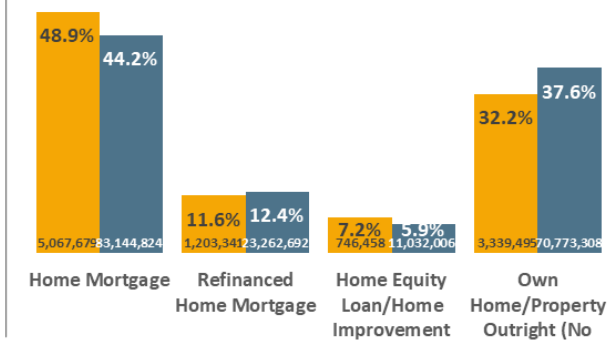
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



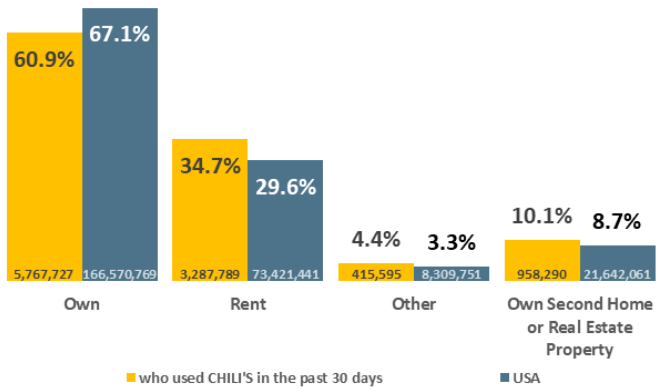
USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *470*

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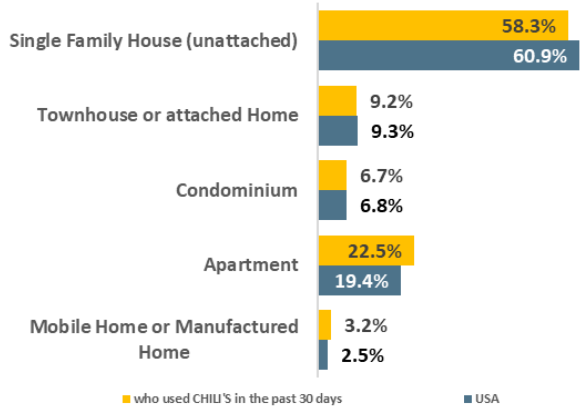
USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,384*

3.8% or 9,471,111 of USA Adults 21 or older used CHILI'S in the past 30 days.
Adults 21 or older who used CHILI'S in the past 30 days are 9.2% less likely to own their home, 18.6% more likely to own a lower valued home, 4.2% less likely to have a single-family home, 5.2% less likely to have a dog.

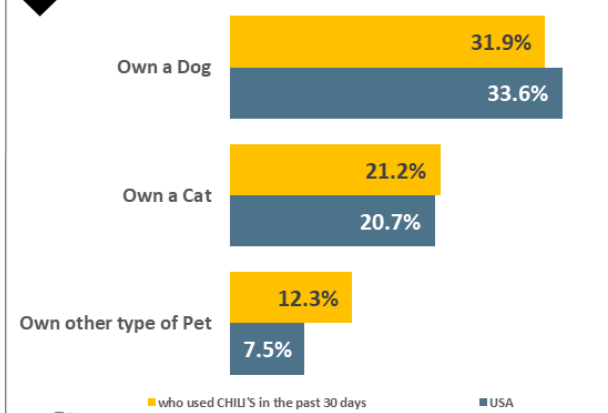
Own/Rent/Other: Adults 21 or older



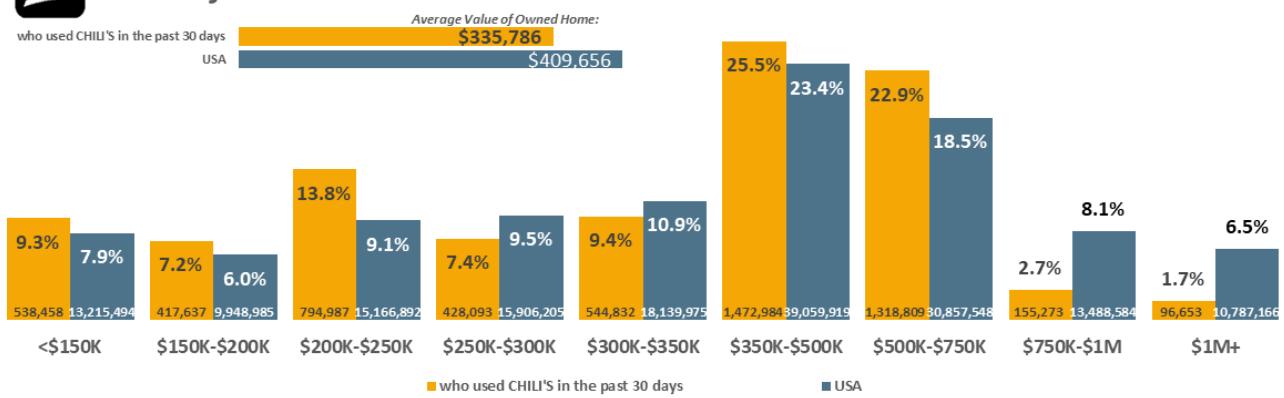
Type of Home: Adults 21 or older



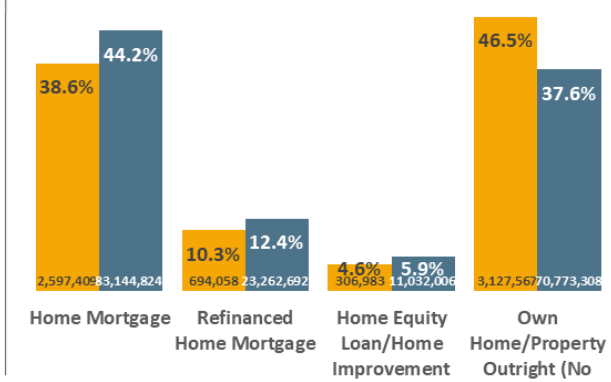
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *302*

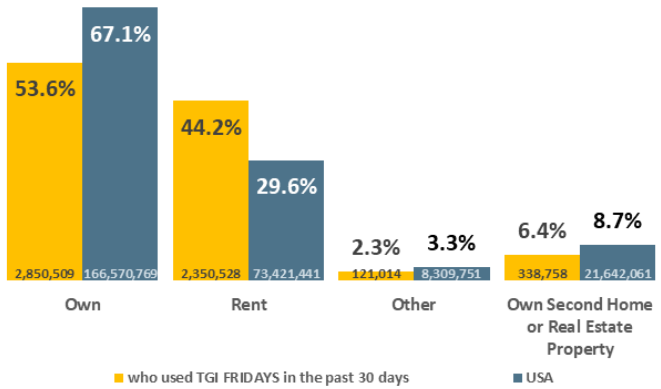
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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,384*

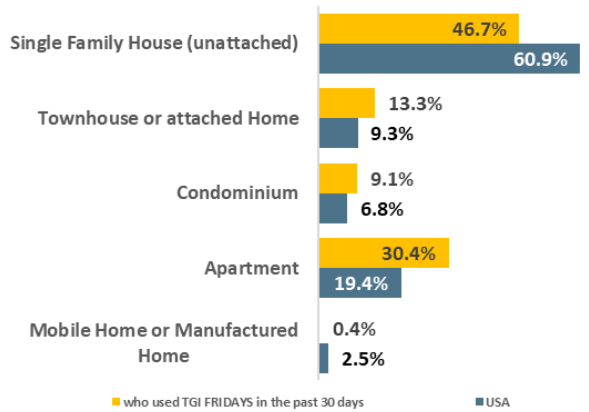
Sit-down restaurants used past 30 days: Chili's

2.1% or 5,322,051 of USA Adults 21 or older used TGI FRIDAYS in the past 30 days.
Adults 21 or older who used TGI FRIDAYS in the past 30 days are 20.2% less likely to own their home, 21.% more likely to own a lower valued home, 23.3% less likely to have a single-family home, 15.9% less likely to have a dog.

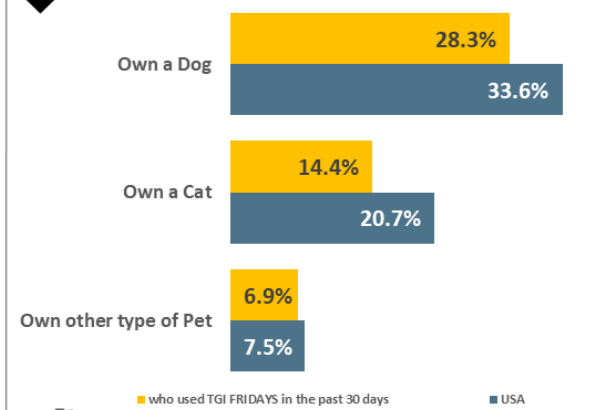
Own/Rent/Other: Adults 21 or older



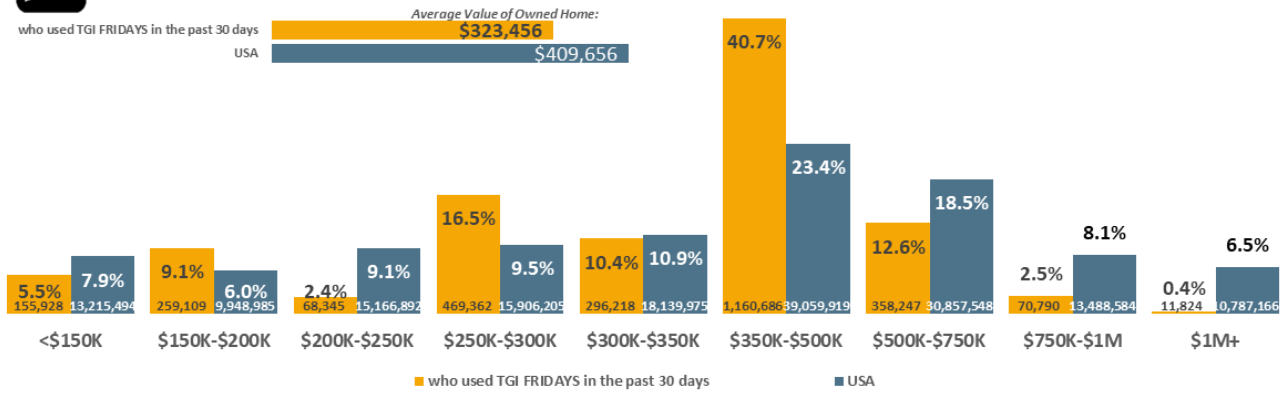
Type of Home: Adults 21 or older



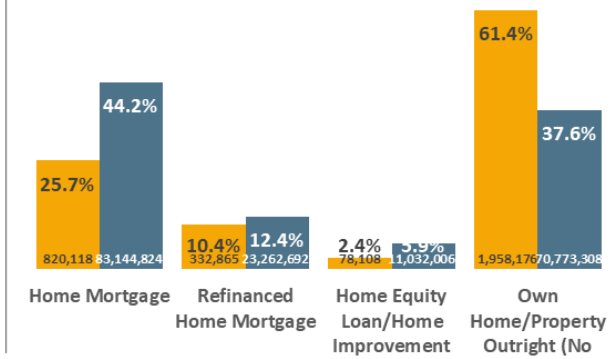
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *177*

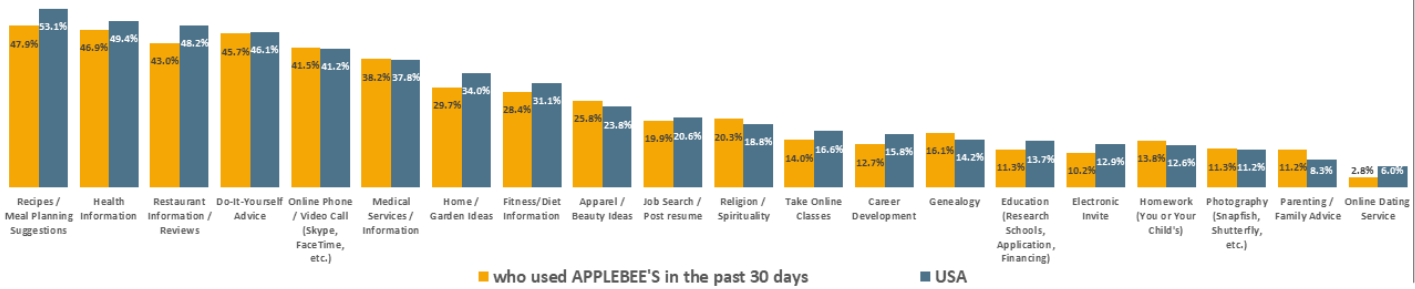
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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,384*

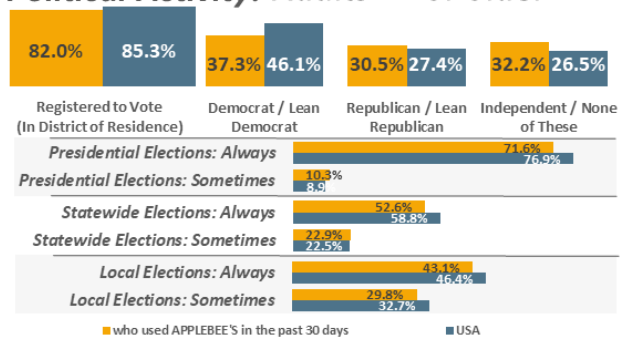
Sit-down restaurants used past 30 days: TGI Fridays

7.4% or 18,402,839 of USA Adults 21 or older used APPLEBEE'S in the past 30 days.
Adults 21 or older who used APPLEBEE'S in the past 30 days are .8% less likely to look up D-I-Y advice online, 7.2% less likely to always vote in local elections, 21.9% more likely to belong to a gym, .7% more likely to fly domestic past yr.

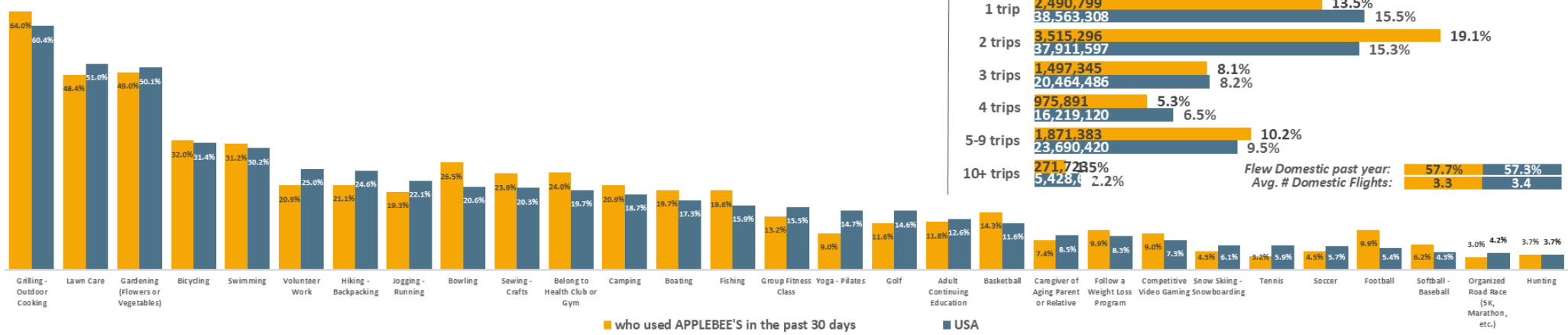
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



Political Activity: Adults 21 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 21 or older



Past 12-months Domestic Airline Trips: Adults 21 or older

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 669

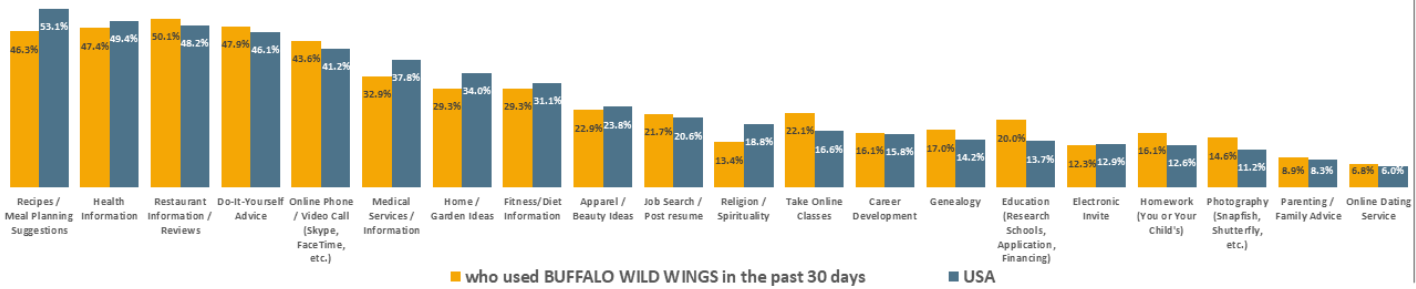
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,384

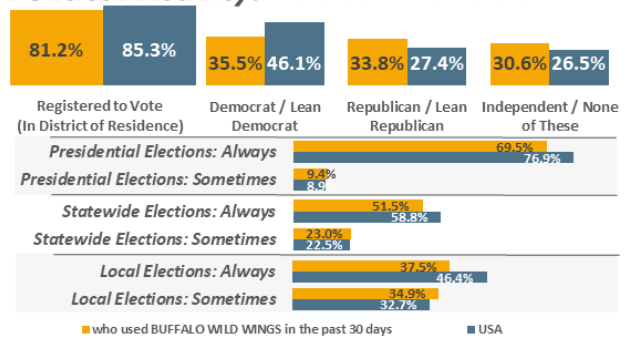
Sit-down restaurants used past 30 days: Applebee's

6.% or 14,863,587 of USA Adults 21 or older used BUFFALO WILD WINGS in the past 30 days.
Adults 21 or older who used BUFFALO WILD WINGS in the past 30 days are 3.9% more likely to look up D-I-Y advice online, 19.1% less likely to always vote in local elections, 16.3% more likely to belong to a gym, 7.7% more likely to fly domestic past yr.

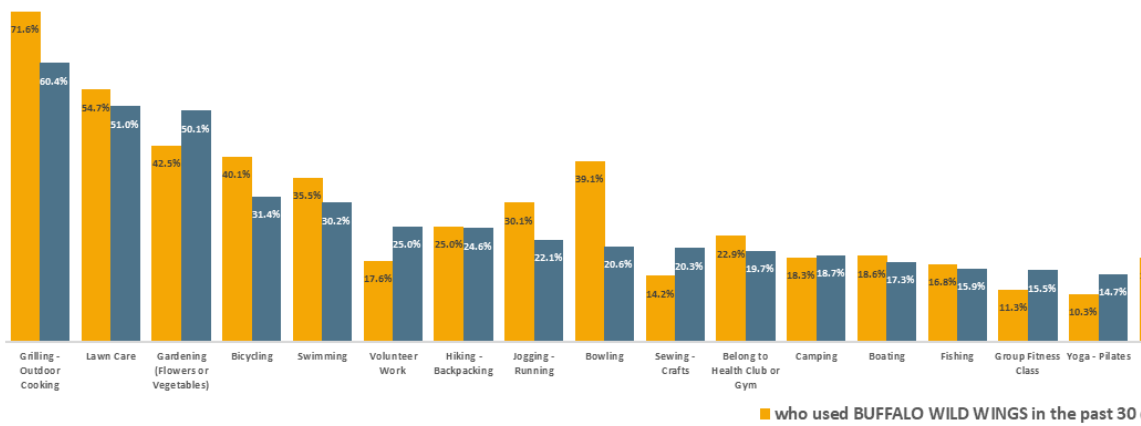
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



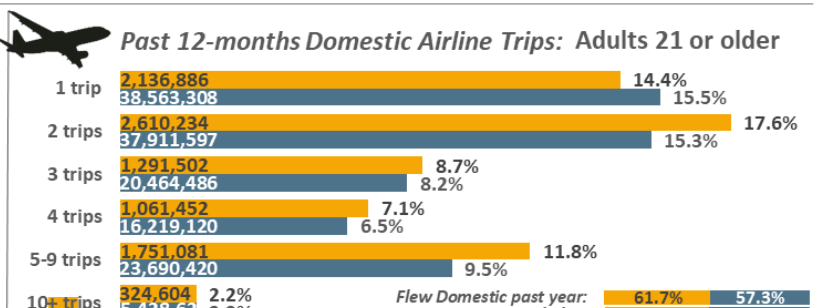
Political Activity: Adults 21 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 21 or older



Past 12-months Domestic Airline Trips: Adults 21 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 429

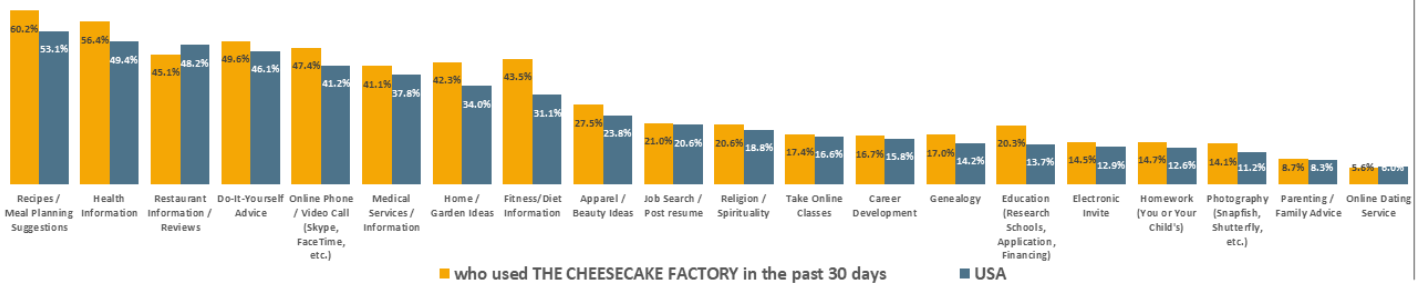
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,384

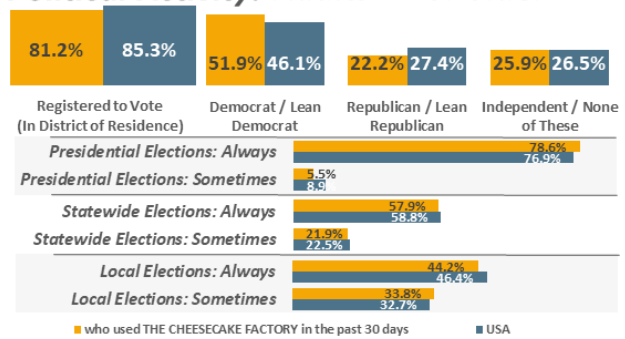
Sit-down restaurants used past 30 days: Buffalo Wild Wings

5.4% or 13,343,364 of USA Adults 21 or older used THE CHEESECAKE FACTORY in the past 30 days.
Adults 21 or older who used THE CHEESECAKE FACTORY in the past 30 days are 7.6% more likely to look up D-I-Y advice online, 4.7% less likely to always vote in local elections, 39.9% more likely to belong to a gym, 41.2% more likely to fly domestic past yr

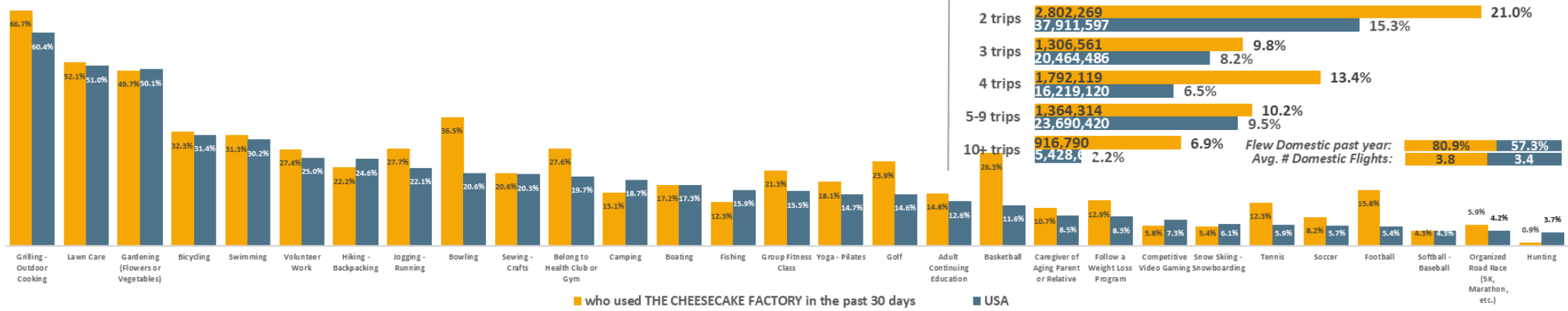
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



Political Activity: Adults 21 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 21 or older



Past 12-months Domestic Airline Trips: Adults 21 or older

USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *470*

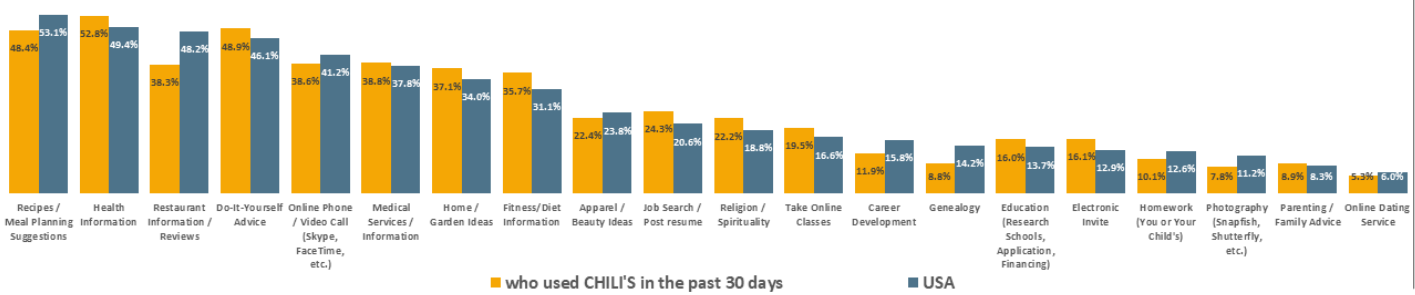
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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,384*

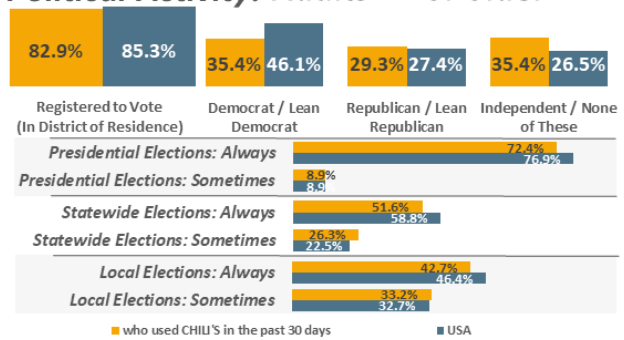
Sit-down restaurants used past 30 days: The Cheesecake Factory

3.8% or 9,471,111 of USA Adults 21 or older used CHILI'S in the past 30 days.
Adults 21 or older who used CHILI'S in the past 30 days are 6.1% more likely to look up D-I-Y advice online, 8.% less likely to always vote in local elections, 26.9% more likely to belong to a gym, 24.9% more likely to fly domestic past yr.

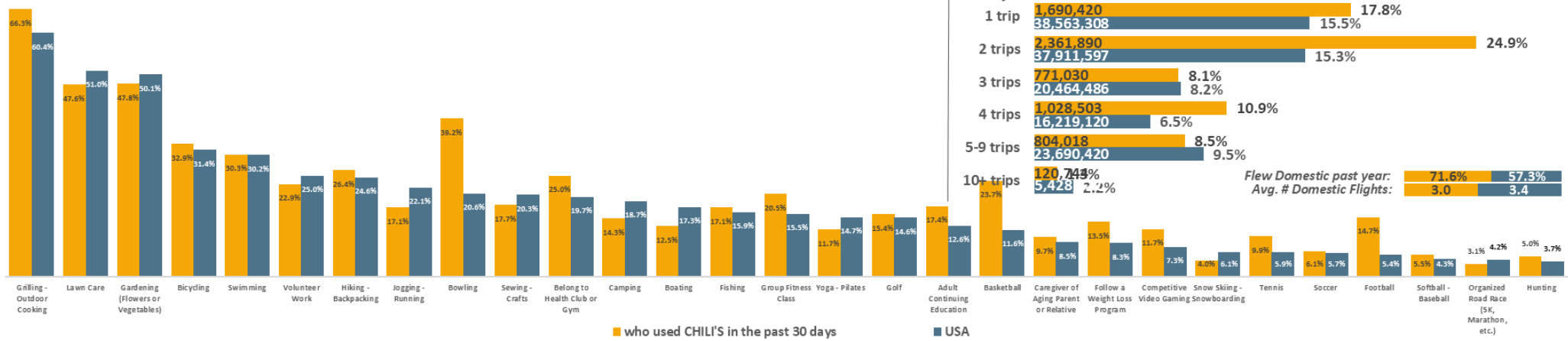
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



Political Activity: Adults 21 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 21 or older



Past 12-months Domestic Airline Trips: Adults 21 or older

USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *302*

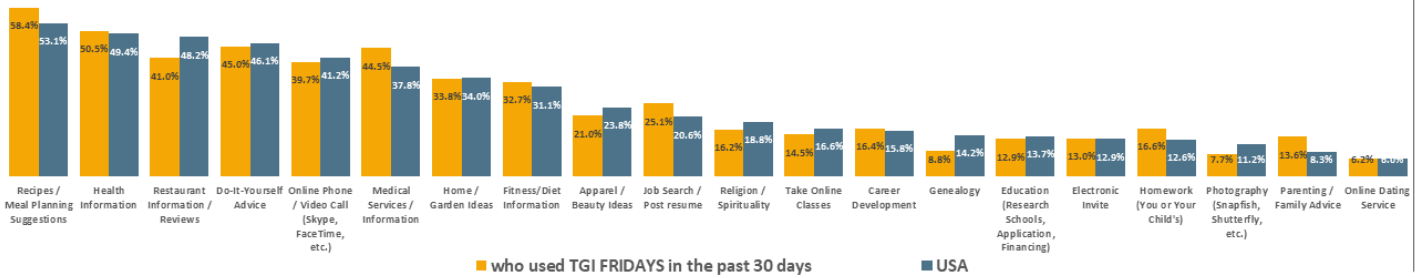
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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,384*

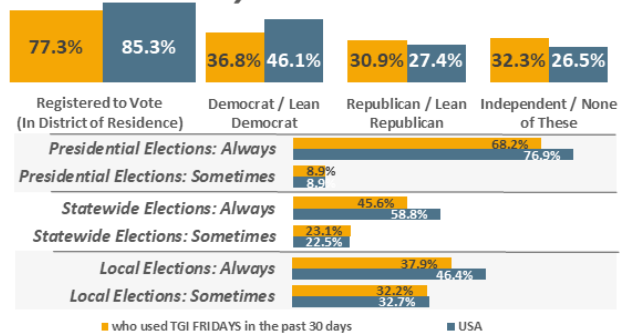
Sit-down restaurants used past 30 days: Chili's

2.1% or 5,322,051 of USA Adults 21 or older used TGI FRIDAYS in the past 30 days.
Adults 21 or older who used TGI FRIDAYS in the past 30 days are 2.3% less likely to look up D-I-Y advice online, 18.2% less likely to always vote in local elections, 15.7% more likely to belong to a gym, 20.% more likely to fly domestic past yr.

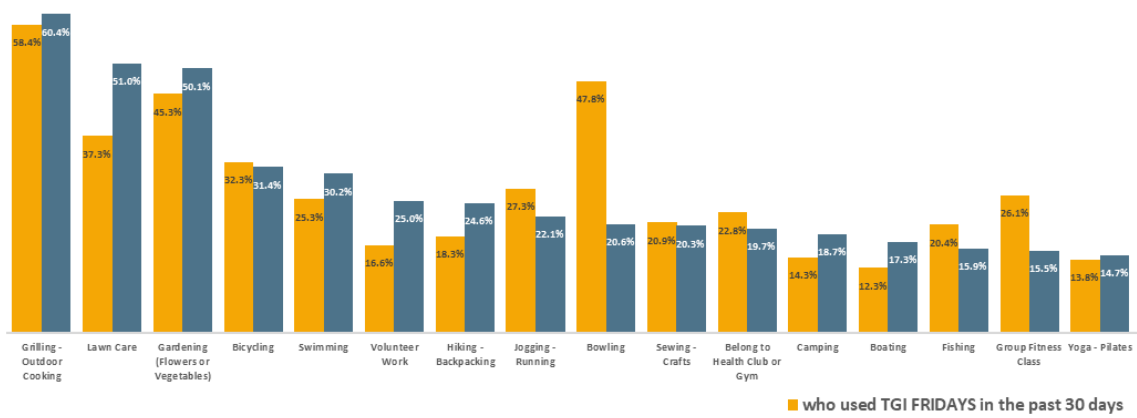
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



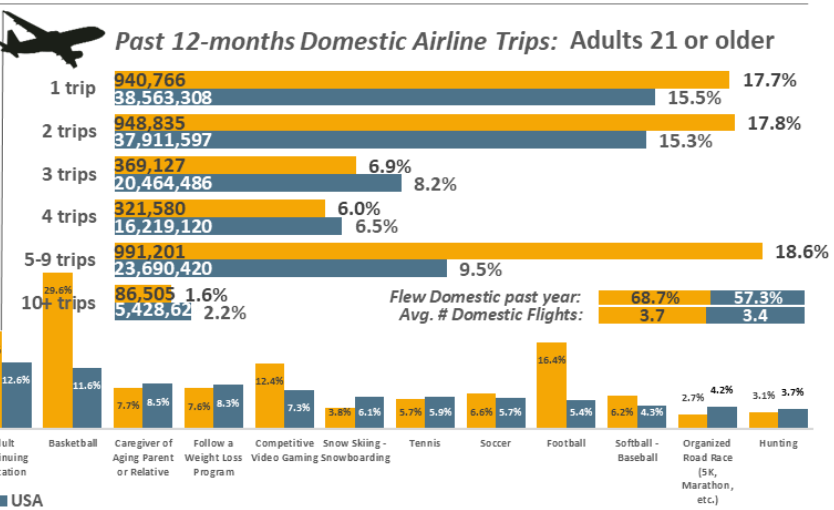
Political Activity: Adults 21 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 21 or older



Past 12-months Domestic Airline Trips: Adults 21 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 177

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,384

Sit-down restaurants used past 30 days: TGI Fridays

7.4% or 18,402,839 of USA Adults 21 or older used APPLEBEE'S in the past 30 days.
Adults 21 or older who used APPLEBEE'S in the past 30 days are 9.6% more likely to use QSRs past mo., 30.% more likely to use Sit-Down Restaurants past mo., 79.% more likely to use Casinos past yr., 13.5% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users:
97.0% 17,848,475
88.5% 219,745,968

Avg. Monthly QSR Meals:
9.3
6.6

Past 30-days Sit-Down Restaurant Users: Adults 21 or older



Total Monthly Sit-Down Restaurant Users:
100.0% 18,402,839
76.9% 191,023,150

Avg. Monthly Sit-Down Restaurant Meals:
6.3
4.1

Top-10 Cuisines: Adults 21 or older

(Sit-Down Restaurants Used Past 30-days)



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

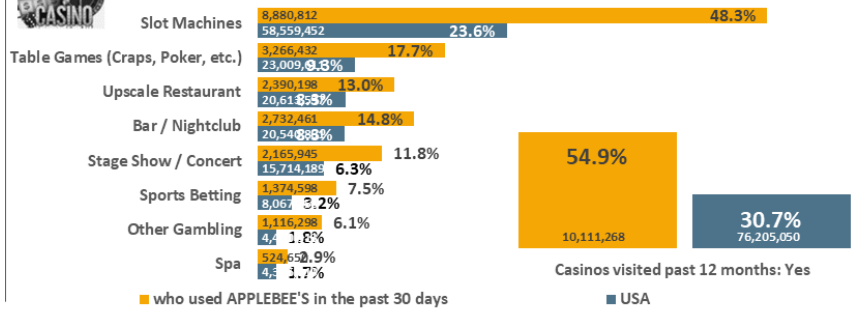
who used APPLEBEE'S in the past 30 days	5,014,760	27.2%
USA	48,166,544	19.4%

Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *669*

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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,384*

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

6.% or 14,863,587 of USA Adults 21 or older used BUFFALO WILD WINGS in the past 30 days.
Adults 21 or older who used BUFFALO WILD WINGS in the past 30 days are 12.% more likely to use QSRs past mo., 30.% more likely to use Sit-Down Restaurants past mo., 56.8% more likely to use Casinos past yr., 34.4% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users:

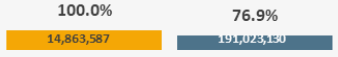


Avg. Monthly QSR Meals:

Past 30-days Sit-Down Restaurant Users: Adults 21 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 21 or older

(Sit-Down Restaurants Used Past 30-days)



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

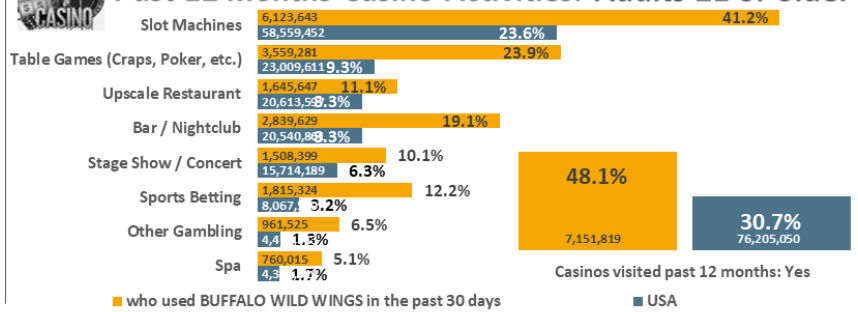


Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *429*

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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,384*

Sit-down restaurants used past 30 days: Buffalo Wild Wings

5.4% or 13,343,364 of USA Adults 21 or older used THE CHEESECAKE FACTORY in the past 30 days. Adults 21 or older who used THE CHEESECAKE FACTORY in the past 30 days are 10.9% more likely to use QSRs past mo., 30.% more likely to use Sit-Down Restaurants past mo., 49.1% more likely to use Casinos past yr., 63.9% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users: 98.2% 13,101,837 | 88.5% 219,745,968

Avg. Monthly QSR Meals: 9.8 | 8.6

Past 30-days Sit-Down Restaurant Users: Adults 21 or older



Total Monthly Sit-Down Restaurant Users: 100.0% 13,343,364 | 76.9% 191,023,150

Avg. Monthly Sit-Down Restaurant Meals: 6.4 | 4.1

Top-10 Cuisines: Adults 21 or older

(Sit-Down Restaurants Used Past 30-days)



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

who used THE CHEESECAKE FACTORY in the past 30 days 5,798,885 43.5%

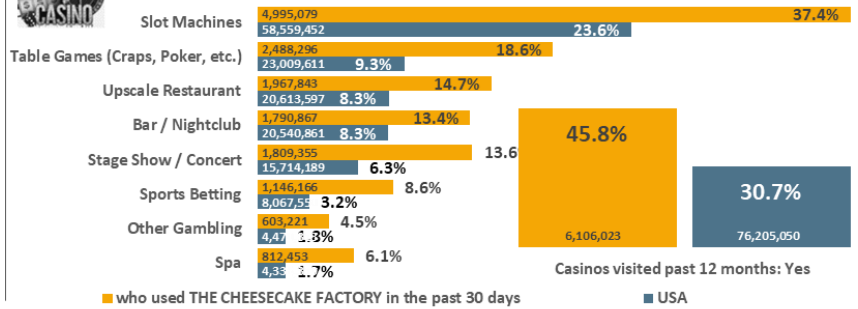
USA 48,166,544 19.4%

Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *470*

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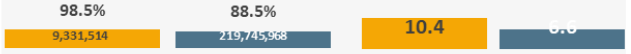
USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,384*

3.8% or 9,471,111 of USA Adults 21 or older used CHILI'S in the past 30 days.
Adults 21 or older who used CHILI'S in the past 30 days are 11.3% more likely to use QSRs past mo., 30.% more likely to use Sit-Down Restaurants past mo., 50.7% more likely to use Casinos past yr., 11.3% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users:

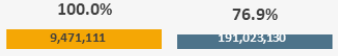


Avg. Monthly QSR Meals:

Past 30-days Sit-Down Restaurant Users: Adults 21 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 21 or older

(Sit-Down Restaurants Used Past 30-days)



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

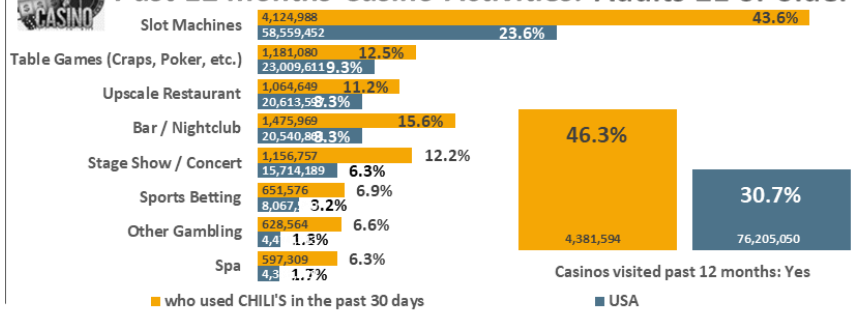


Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 302

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,384

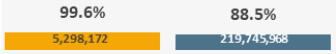
Sit-down restaurants used past 30 days: Chili's

2.1% or 5,322,051 of USA Adults 21 or older used TGI FRIDAYS in the past 30 days.
Adults 21 or older who used TGI FRIDAYS in the past 30 days are 12.5% more likely to use QSRs past mo., 30.% more likely to use Sit-Down Restaurants past mo., 76.5% more likely to use Casinos past yr., 19.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users:

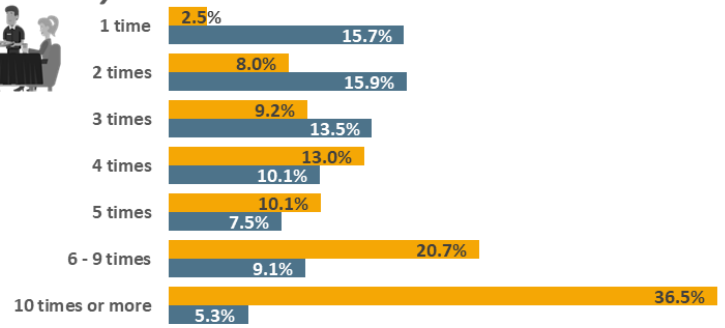


Avg. Monthly QSR Meals:

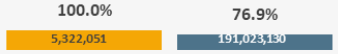


Past 30-days Sit-Down Restaurant Users: Adults 21 or older

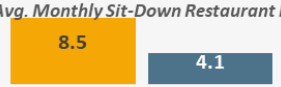




Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 21 or older

(Sit-Down Restaurants Used Past 30-days)



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

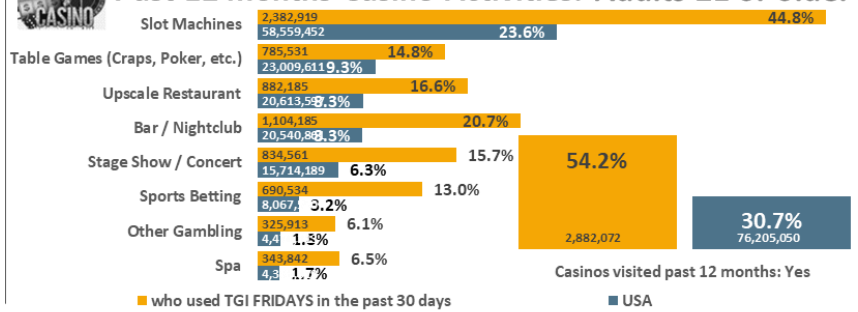


Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older



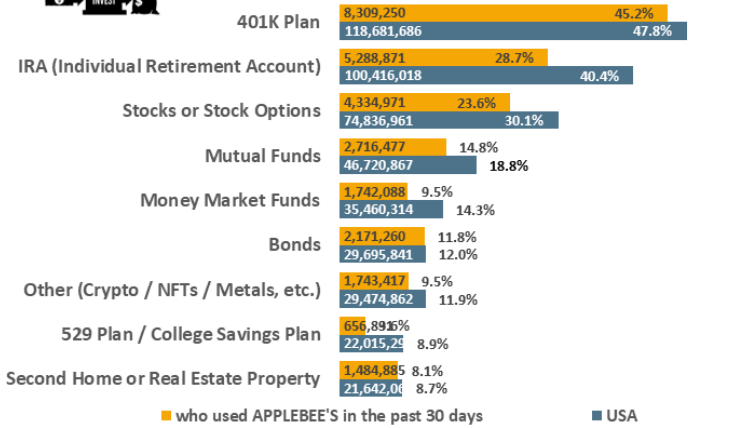
USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 177

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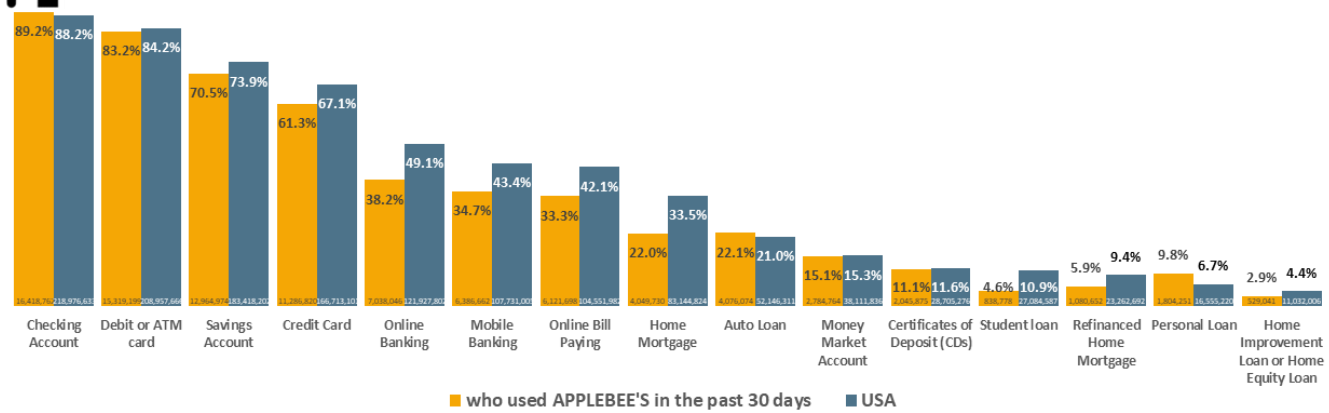
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,384

7.4% or 18,402,839 of USA Adults 21 or older used APPLEBEE'S in the past 30 days.
Adults 21 or older who used APPLEBEE'S in the past 30 days are 5.5% less likely to have a 401K, 5.5% more likely to have an Auto Loan, 42.5% less likely to Invest/Trade Stocks Online, 5.4% more likely to pay with their Debit Card.

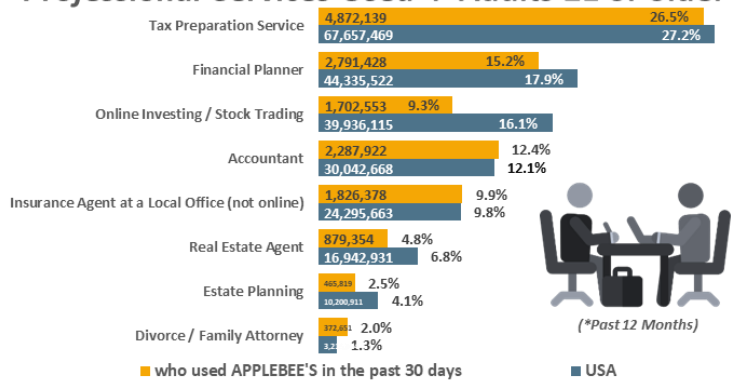
Investments Owned: Adults 21 or older



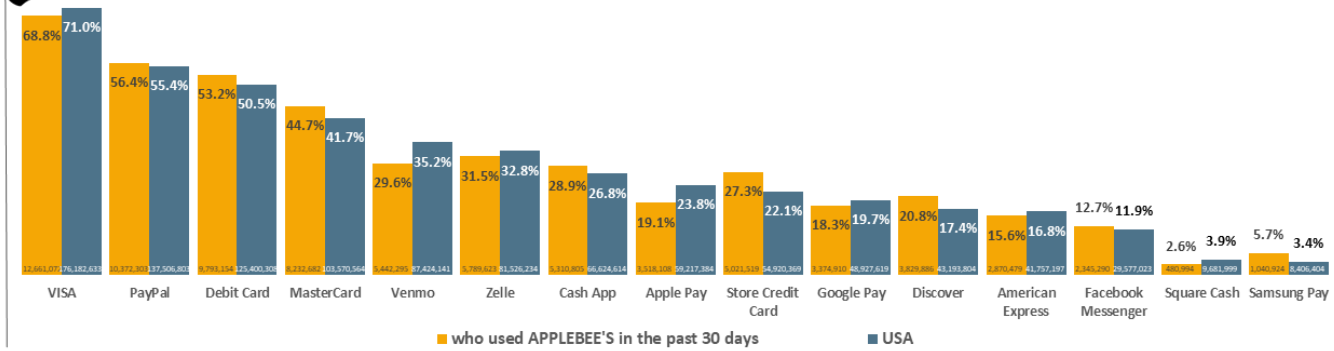
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used:* Adults 21 or older



Past 3-Months Payment Methods Used: Adults 21 or older



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *669*

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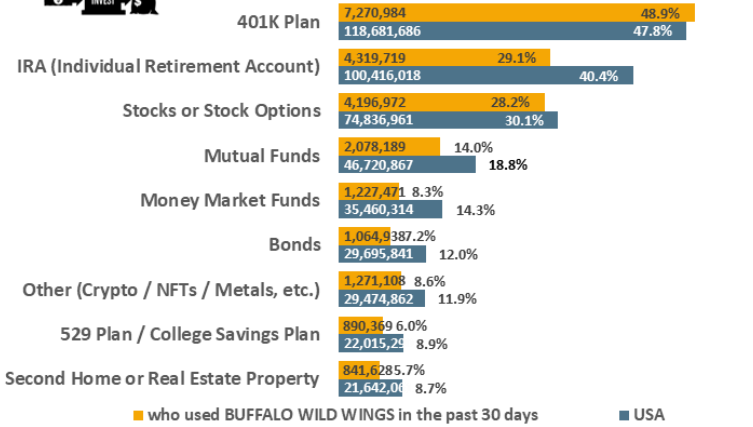
USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,384*

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

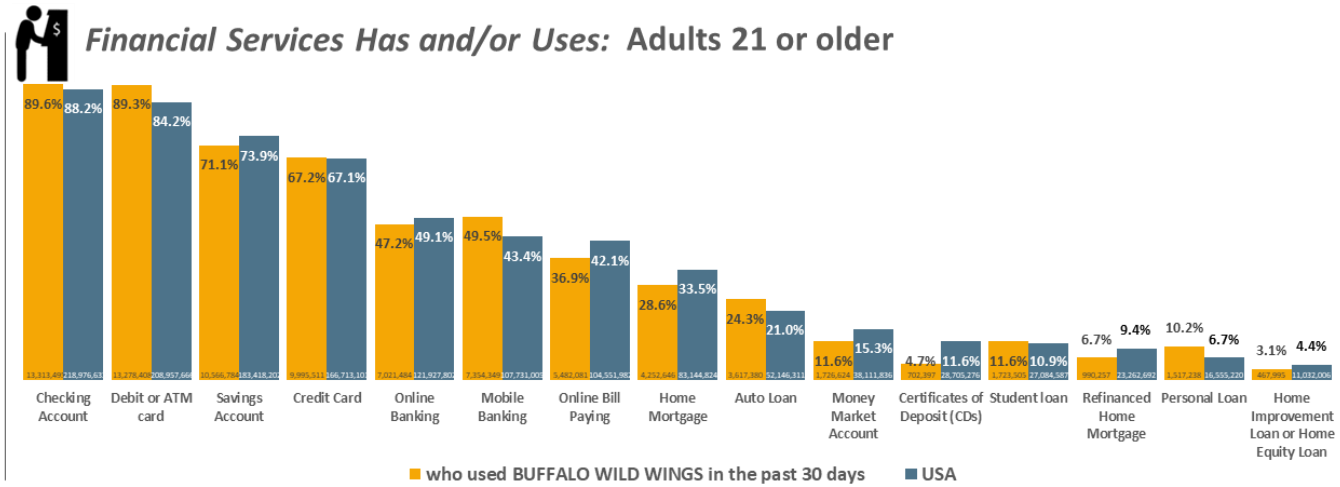
BUFFALO WILD WINGS

6.% or 14,863,587 of USA Adults 21 or older used BUFFALO WILD WINGS in the past 30 days.
Adults 21 or older who used BUFFALO WILD WINGS in the past 30 days are 2.3% more likely to have a 401K, 15.9% more likely to have an Auto Loan, 13.7% more likely to Invest/Trade Stocks Online, 14.1% more likely to pay with their Debit Card.

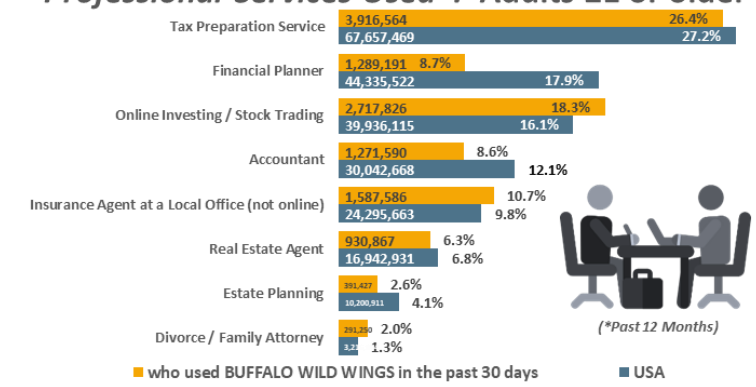
Investments Owned: Adults 21 or older



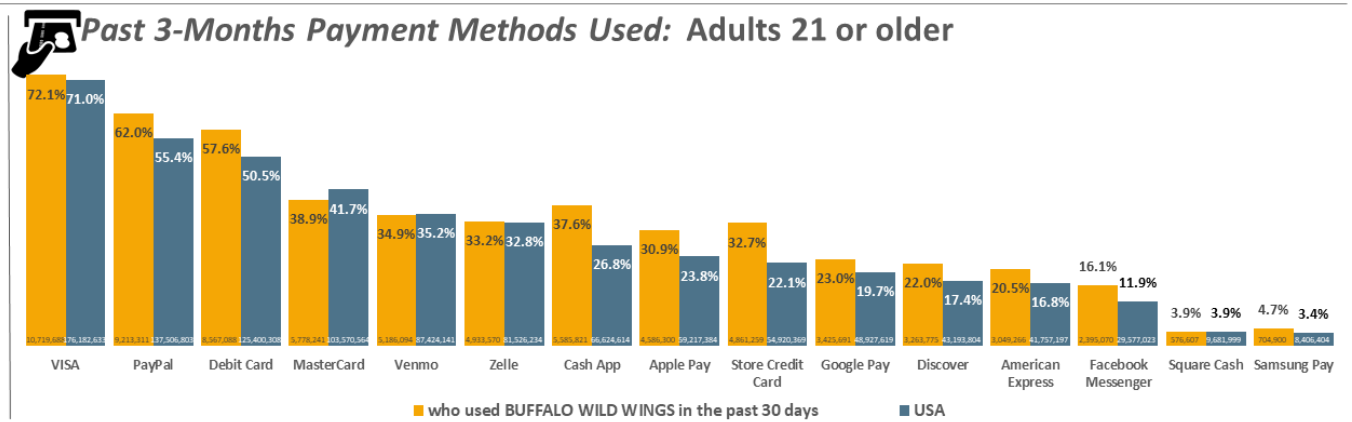
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used:* Adults 21 or older



Past 3-Months Payment Methods Used: Adults 21 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 429

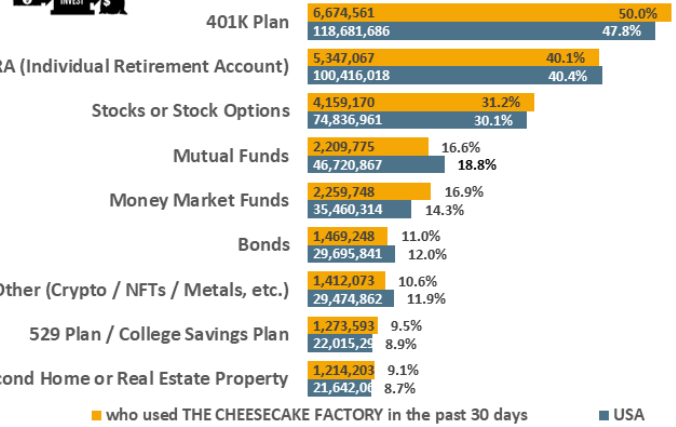
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,384

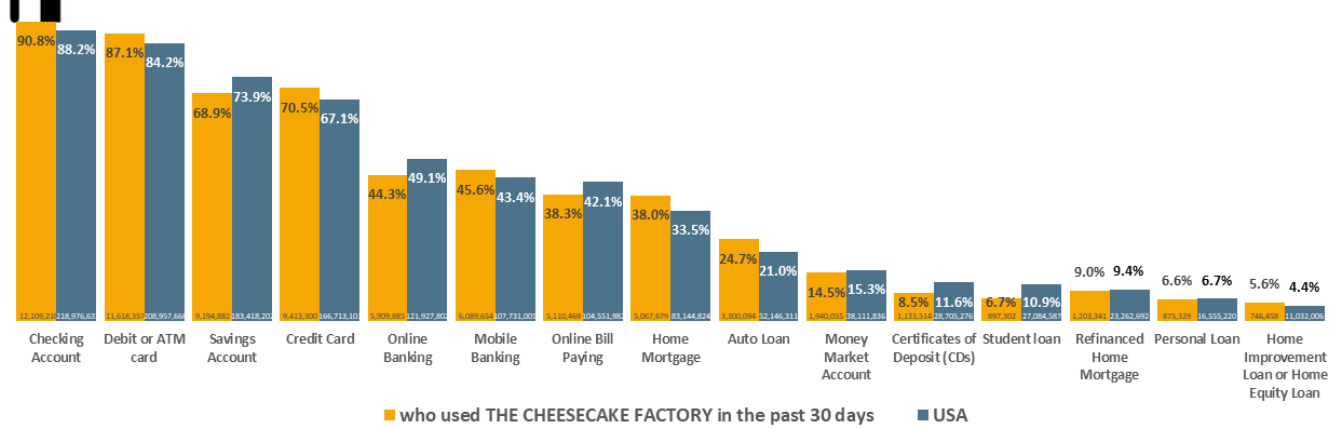
Sit-down restaurants used past 30 days: Buffalo Wild Wings

5.4% or 13,343,364 of USA Adults 21 or older used THE CHEESECAKE FACTORY in the past 30 days. Adults 21 or older who used THE CHEESECAKE FACTORY in the past 30 days are 4.7% more likely to have a 401K, 17.8% more likely to have an Auto Loan, 3.5% more likely to Invest/Trade Stocks Online, 3.6% more likely to pay with their Debit Card.

Investments Owned: Adults 21 or older



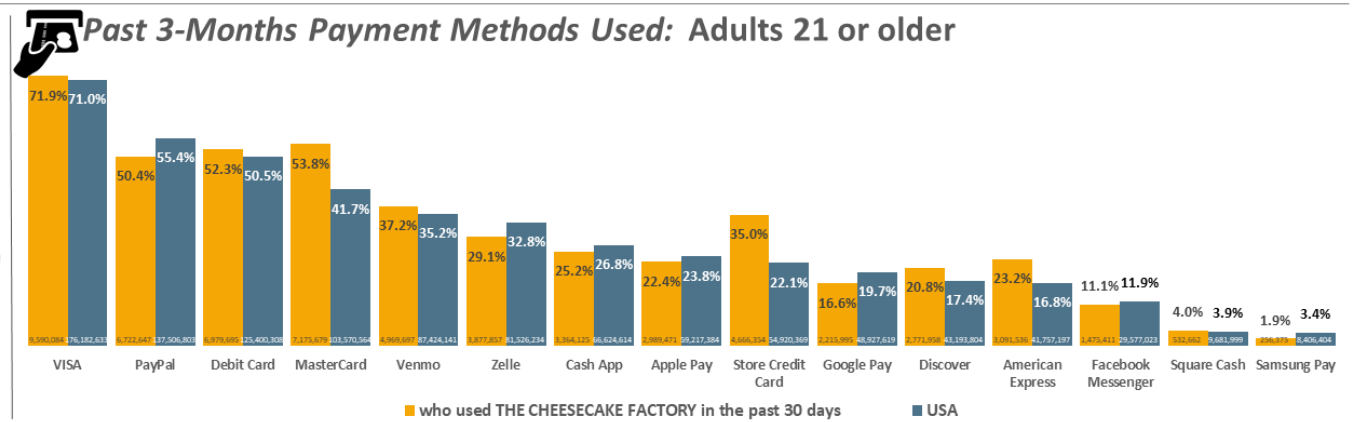
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used:* Adults 21 or older



Past 3-Months Payment Methods Used: Adults 21 or older



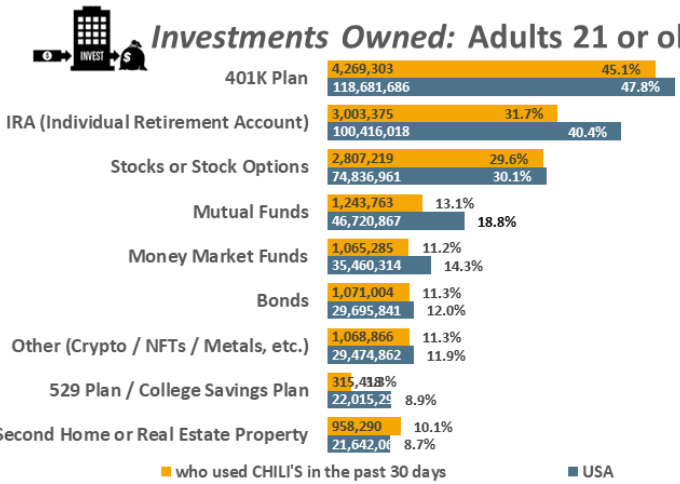
USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 470

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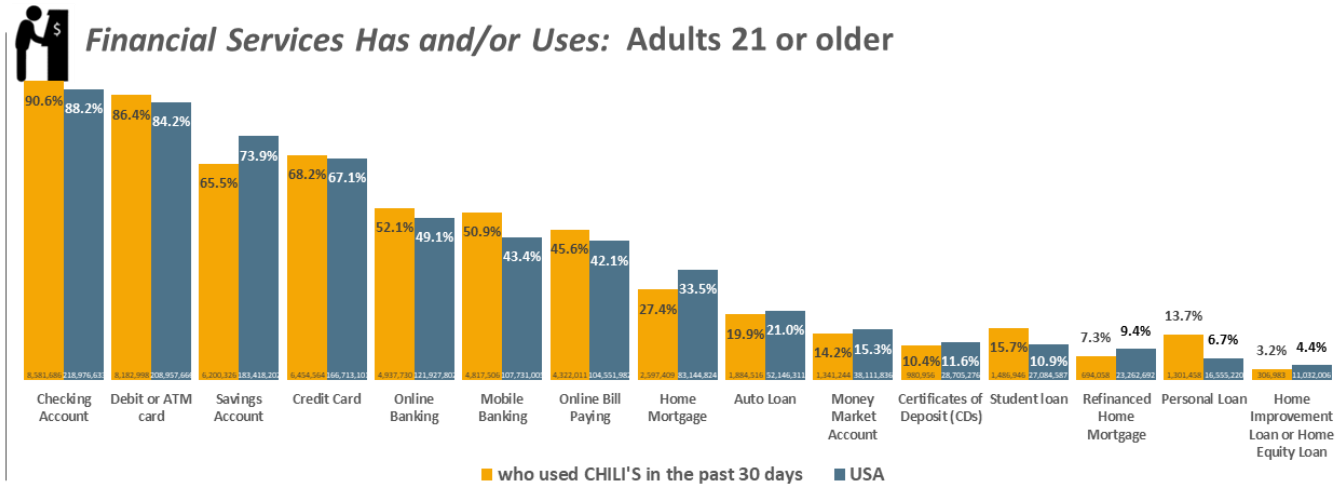
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,384

3.8% or 9,471,111 of USA Adults 21 or older used CHILI'S in the past 30 days.
Adults 21 or older who used CHILI'S in the past 30 days are 5.7% less likely to have a 401K, 5.3% less likely to have an Auto Loan, 9.5% less likely to Invest/Trade Stocks Online, 6.8% more likely to pay with their Debit Card.

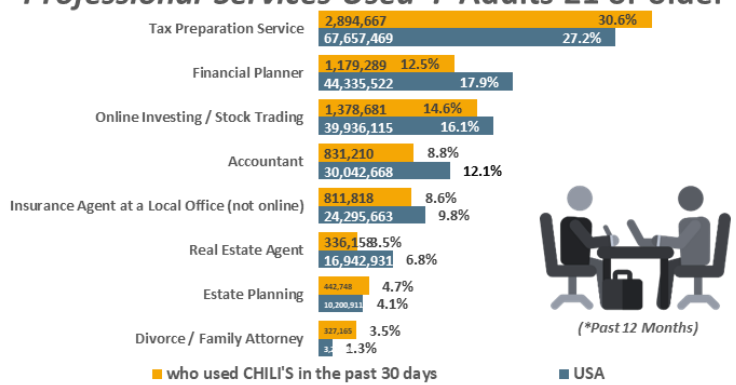
Investments Owned: Adults 21 or older



Financial Services Has and/or Uses: Adults 21 or older

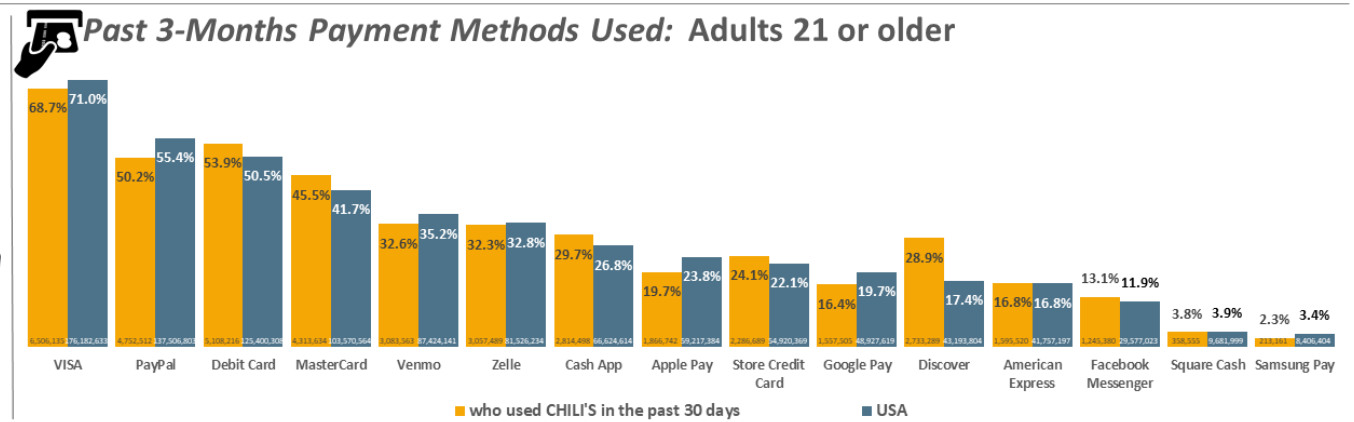


Professional Services Used:* Adults 21 or older



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 21 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 302

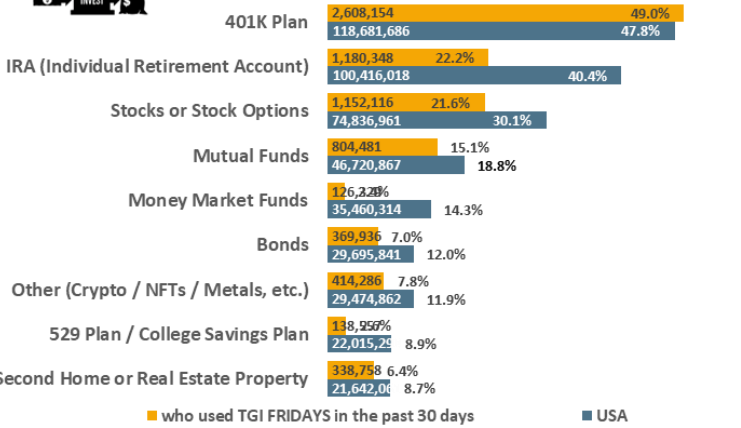
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,384

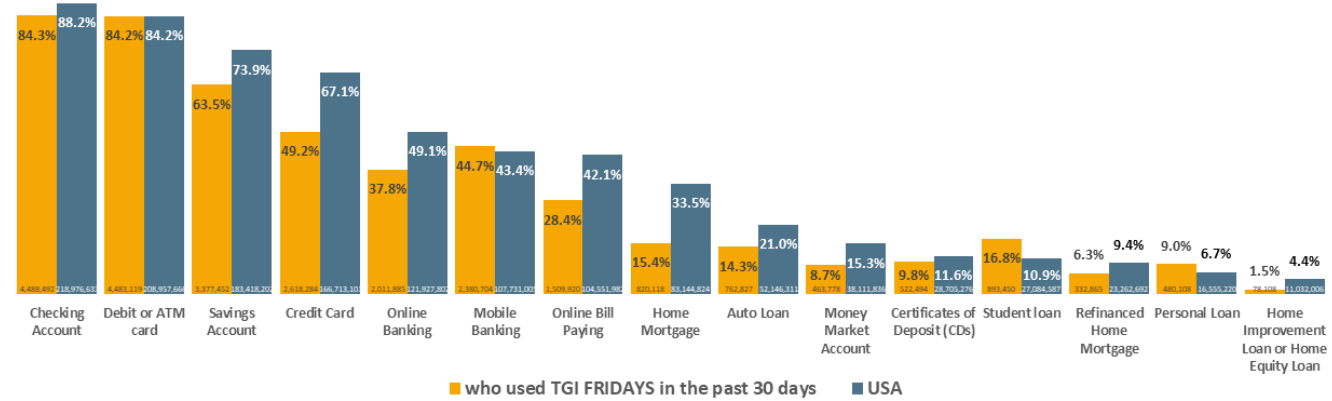
Sit-down restaurants used past 30 days: Chili's

2.1% or 5,322,051 of USA Adults 21 or older used TGI FRIDAYS in the past 30 days.
Adults 21 or older who used TGI FRIDAYS in the past 30 days are 2.5% more likely to have a 401K, 31.7% less likely to have an Auto Loan, 16.7% more likely to Invest/Trade Stocks Online, 14.7% less likely to pay with their Debit Card.

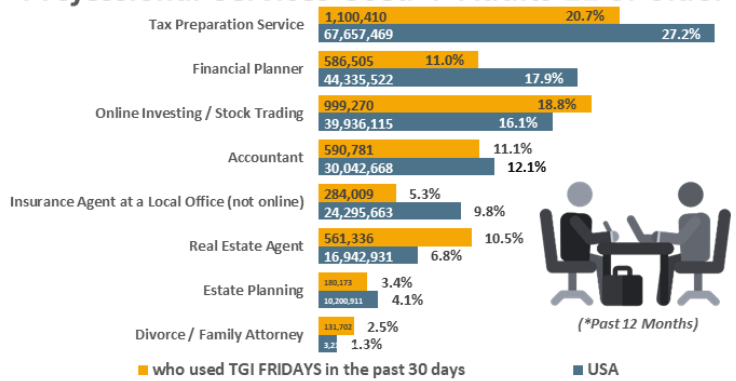
Investments Owned: Adults 21 or older



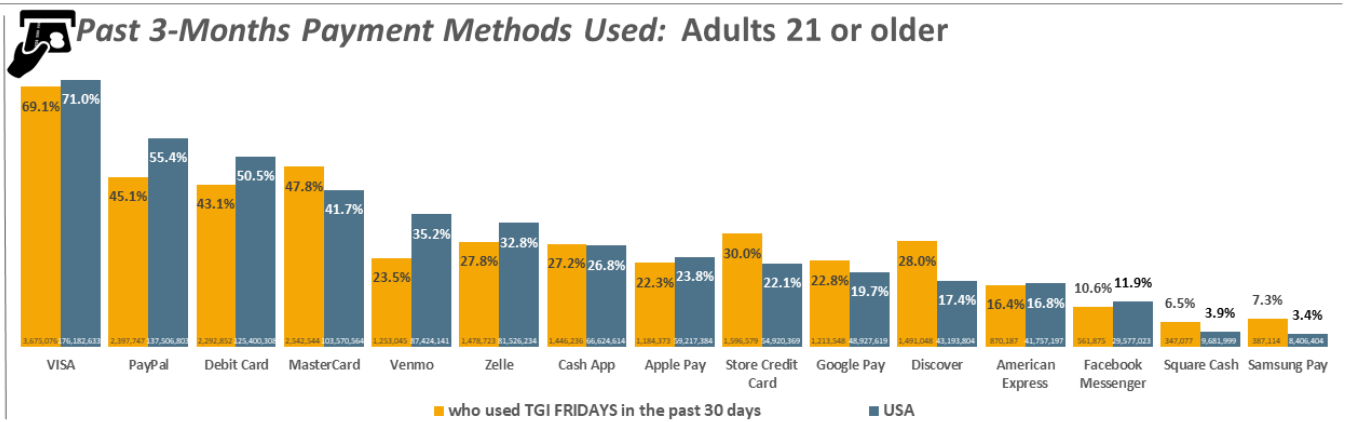
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used:* Adults 21 or older



Past 3-Months Payment Methods Used: Adults 21 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 177

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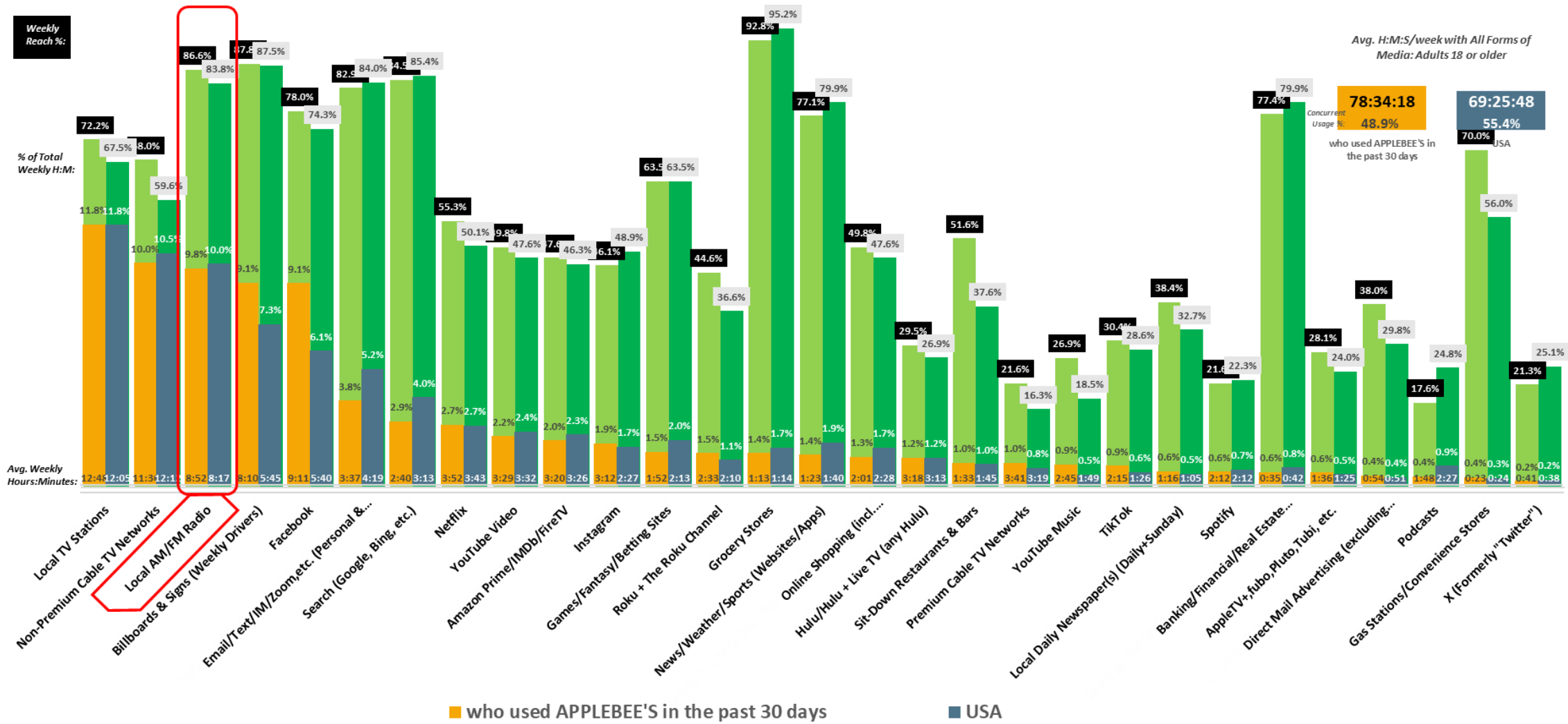
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,384

Sit-down restaurants used past 30 days: TGI Fridays

Applebee's GRILL + BAR

Adults 21 or older who used APPLEBEE'S in the past 30 days spend an average of 3 days, 6 hours, 34 minutes and 18 seconds each week with All Forms of Media.

86.6% of Adults 21 or older who used APPLEBEE'S in the past 30 days spend an avg. of 8 hours and 52 minutes each week listening to All Local AM/FM Radio, representing 9.8% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 669 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,384

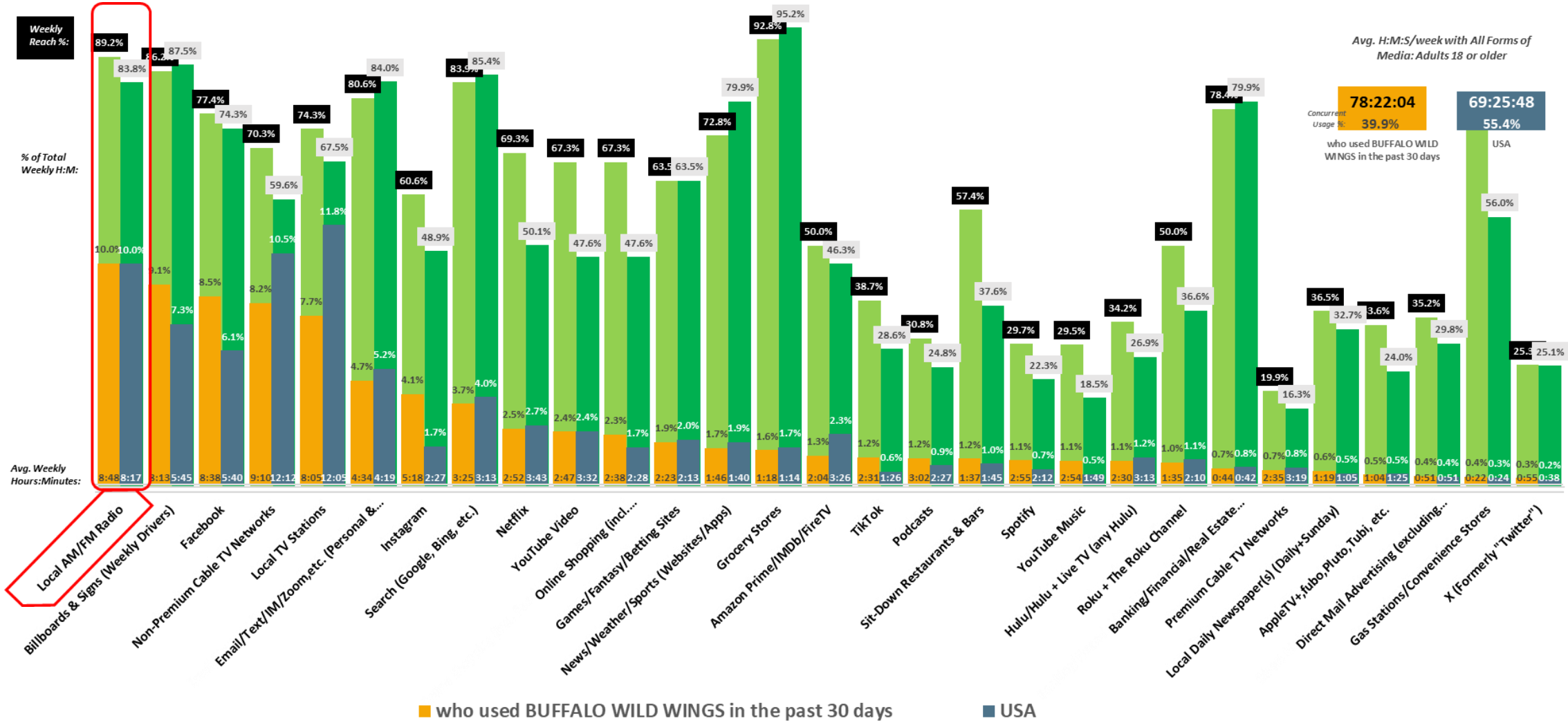
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Sit-down restaurants used past 30 days: Applebee's

Adults 21 or older who used BUFFALO WILD WINGS in the past 30 days spend an average of 3 days, 6 hours, 22 minutes and 4 seconds each week with All Forms of Media.

89.2% of Adults 21 or older who used BUFFALO WILD WINGS in the past 30 days spend an avg. of 8 hours and 48 minutes each week listening to All Local AM/FM Radio, representing 10.% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 429 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,384

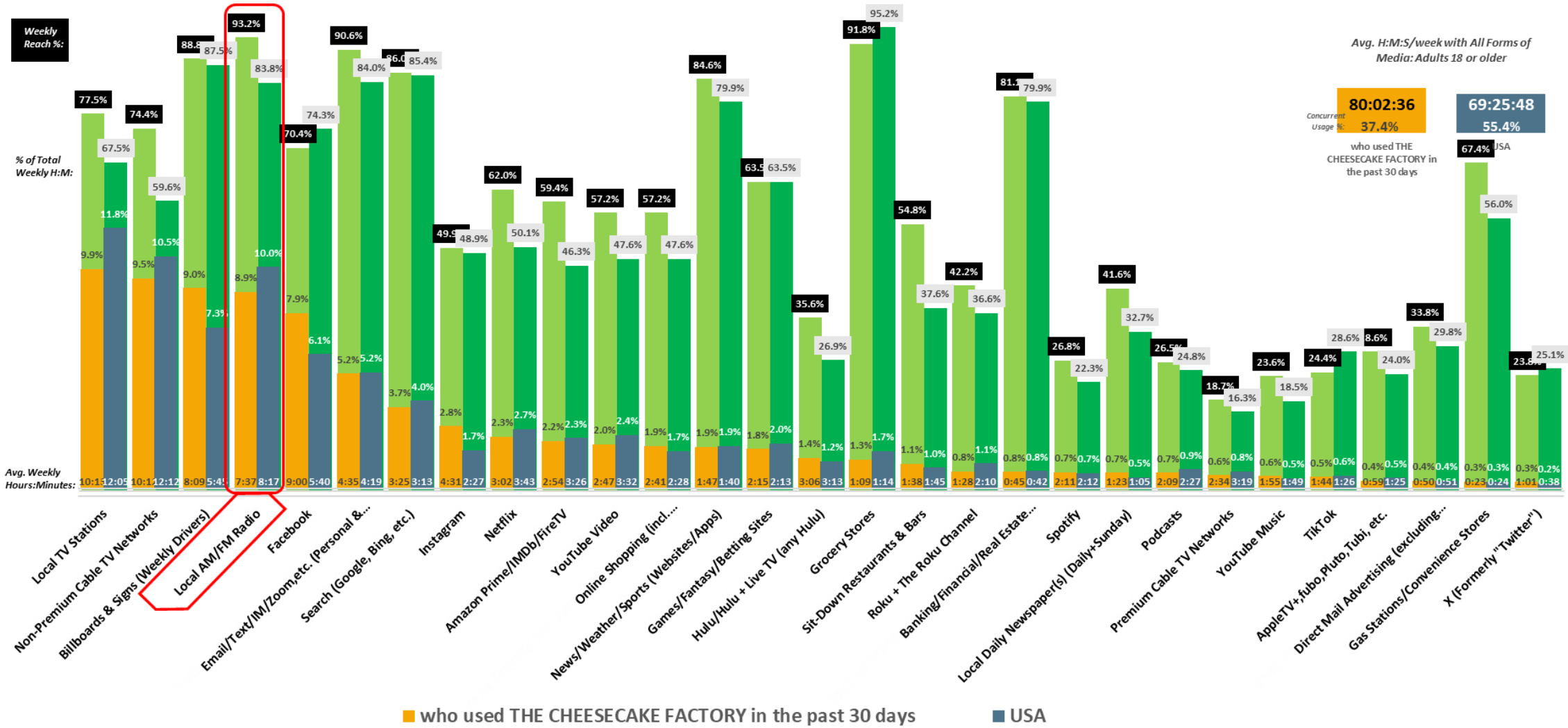
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Sit-down restaurants used past 30 days: Buffalo Wild Wings

Adults 21 or older who used THE CHEESECAKE FACTORY in the past 30 days spend an average of 3 days, 8 hours, 2 minutes and 36 seconds each week with All Forms of Media.

93.2% of Adults 21 or older who used THE CHEESECAKE FACTORY in the past 30 days spend an avg. of 7 hours and 37 minutes each week listening to All Local AM/FM Radio, representing 8.9% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 470 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,384

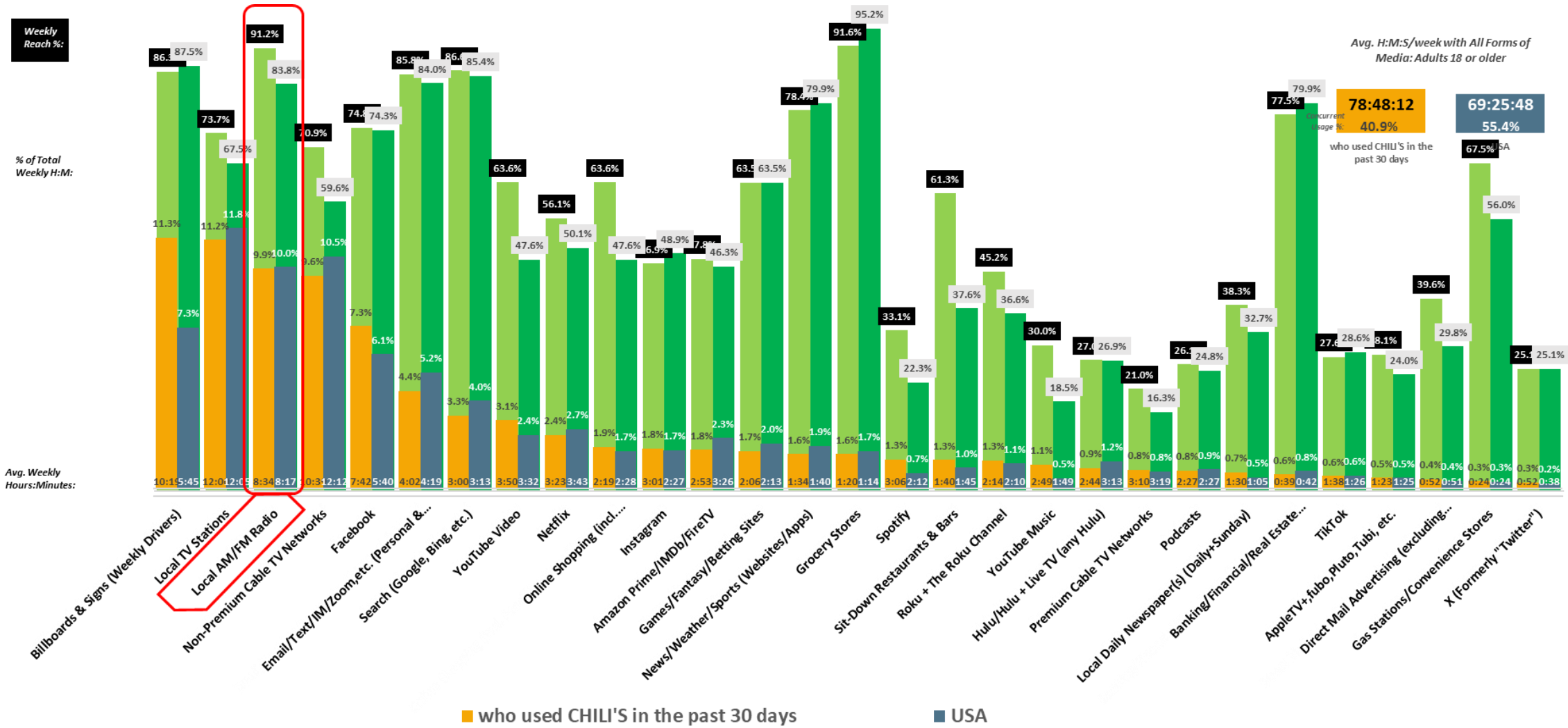
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Sit-down restaurants used past 30 days: The Cheesecake Factory

Adults 21 or older who used CHILI'S in the past 30 days spend an average of 3 days, 6 hours, 48 minutes and 12 seconds each week with All Forms of Media.

91.2% of Adults 21 or older who used CHILI'S in the past 30 days spend an avg. of 8 hours and 34 minutes each week listening to All Local AM/FM Radio, representing 9.9% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 302 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,384

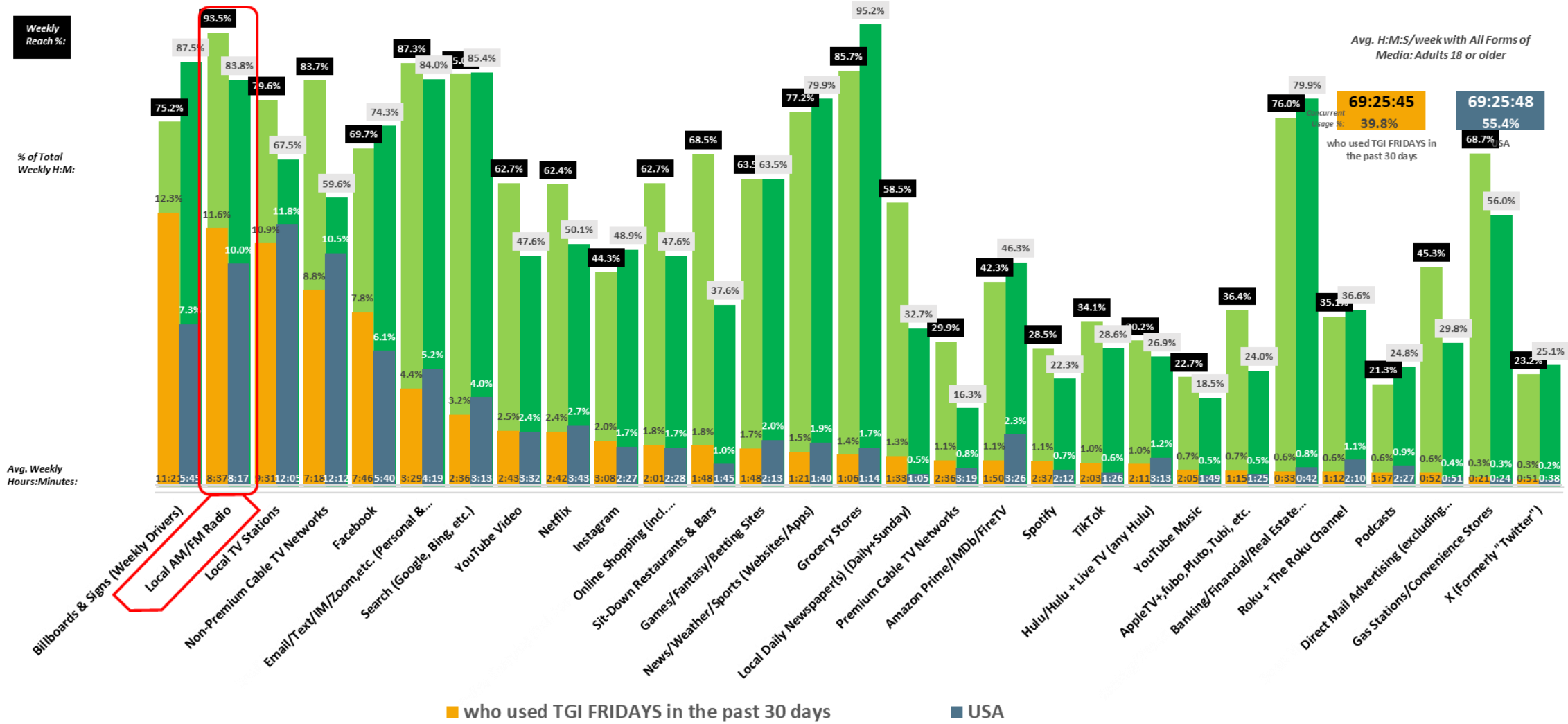
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Sit-down restaurants used past 30 days: Chili's

Adults 21 or older who used TGI FRIDAYS in the past 30 days spend an average of 2 days, 21 hours, 25 minutes and 45 seconds each week with All Forms of Media.

93.5% of Adults 21 or older who used TGI FRIDAYS in the past 30 days spend an avg. of 8 hours and 37 minutes each week listening to All Local AM/FM Radio, representing 11.6% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 177 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,384

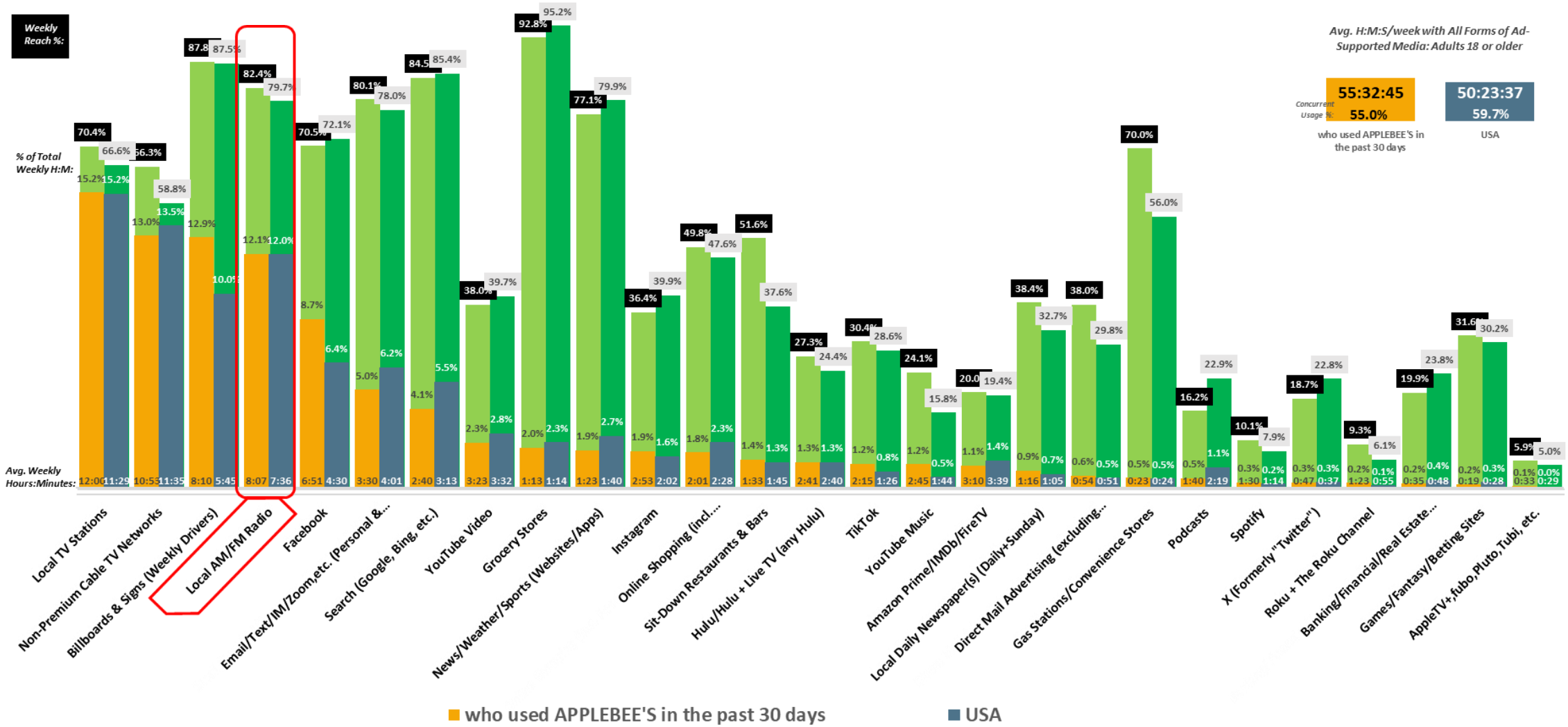
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Sit-down restaurants used past 30 days: TGI Fridays

Adults 21 or older who used APPLEBEE'S in the past 30 days spend an average of 2 days, 7 hours, 32 minutes and 45 seconds each week with All Forms of Ad-Supported Media.

82.4% of Adults 21 or older who used APPLEBEE'S in the past 30 days spend an avg. of 8 hours and 7 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.1% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 669 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,384

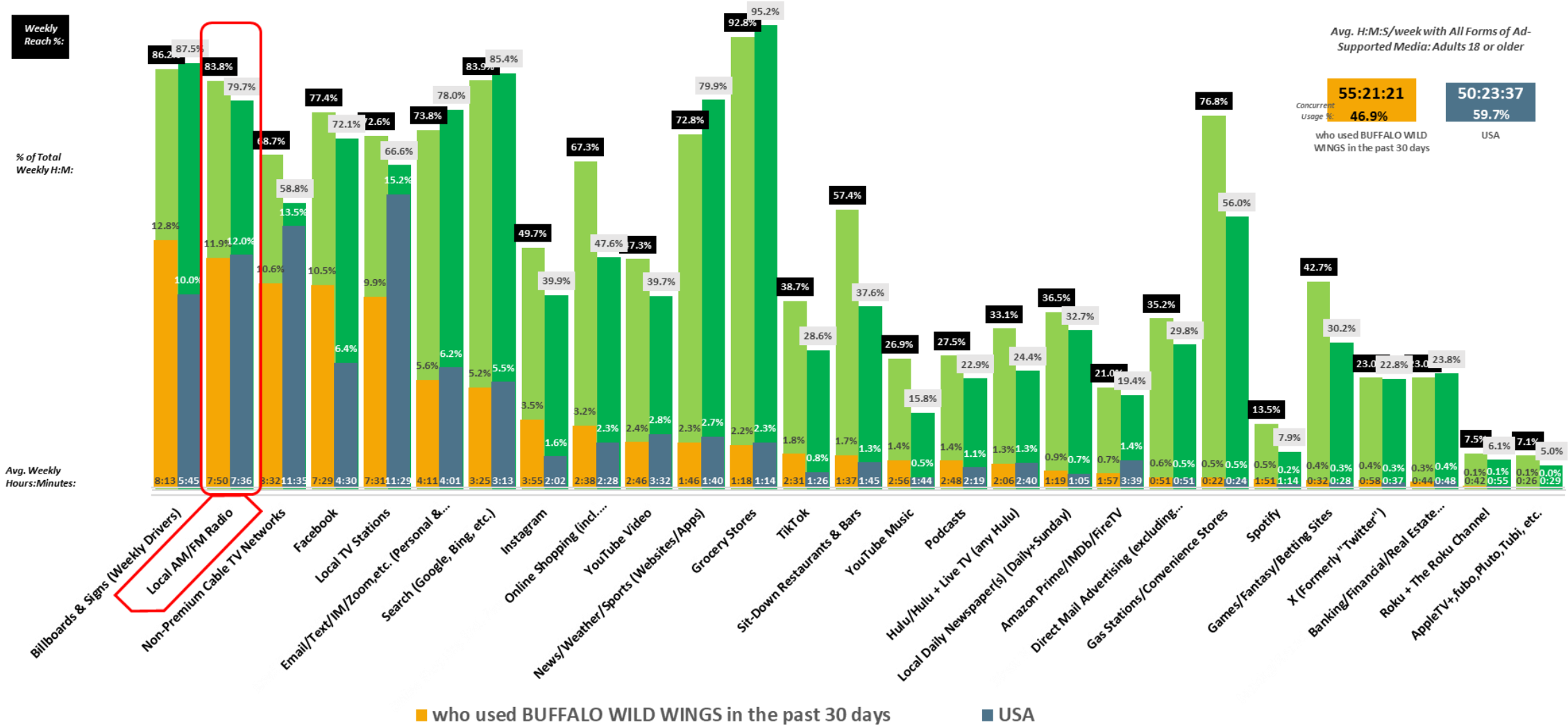
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Sit-down restaurants used past 30 days: Applebee's

Adults 21 or older who used BUFFALO WILD WINGS in the past 30 days spend an average of 2 days, 7 hours, 21 minutes and 21 seconds each week with All Forms of Ad-Supported Media.

83.8% of Adults 21 or older who used BUFFALO WILD WINGS in the past 30 days spend an avg. of 7 hours and 50 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.9% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 429 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,384

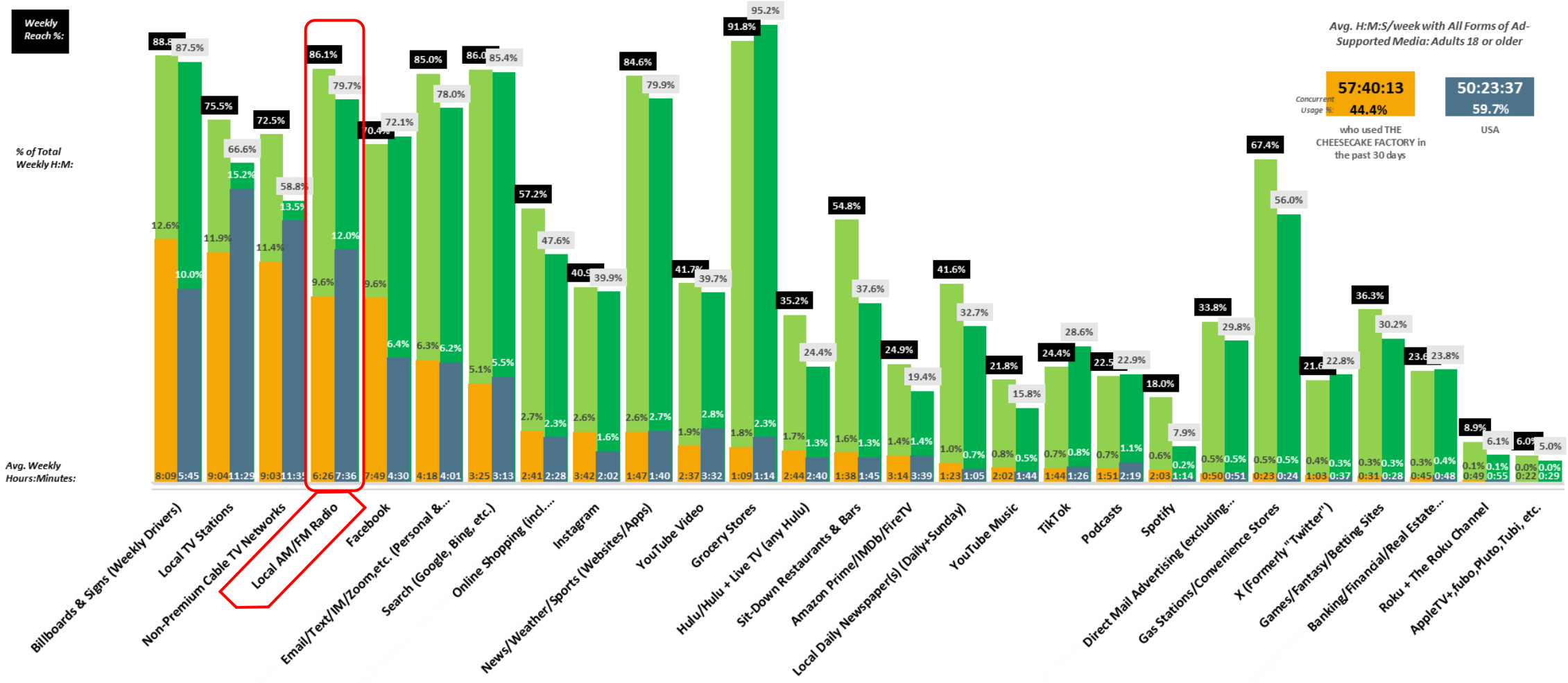
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Sit-down restaurants used past 30 days: Buffalo Wild Wings

Adults 21 or older who used THE CHEESECAKE FACTORY in the past 30 days spend an average of 2 days, 9 hours, 40 minutes and 13 seconds each week with All Forms of Ad-Supported Media.

86.1% of Adults 21 or older who used THE CHEESECAKE FACTORY in the past 30 days spend an avg. of 6 hours and 26 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.6% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 470 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,384

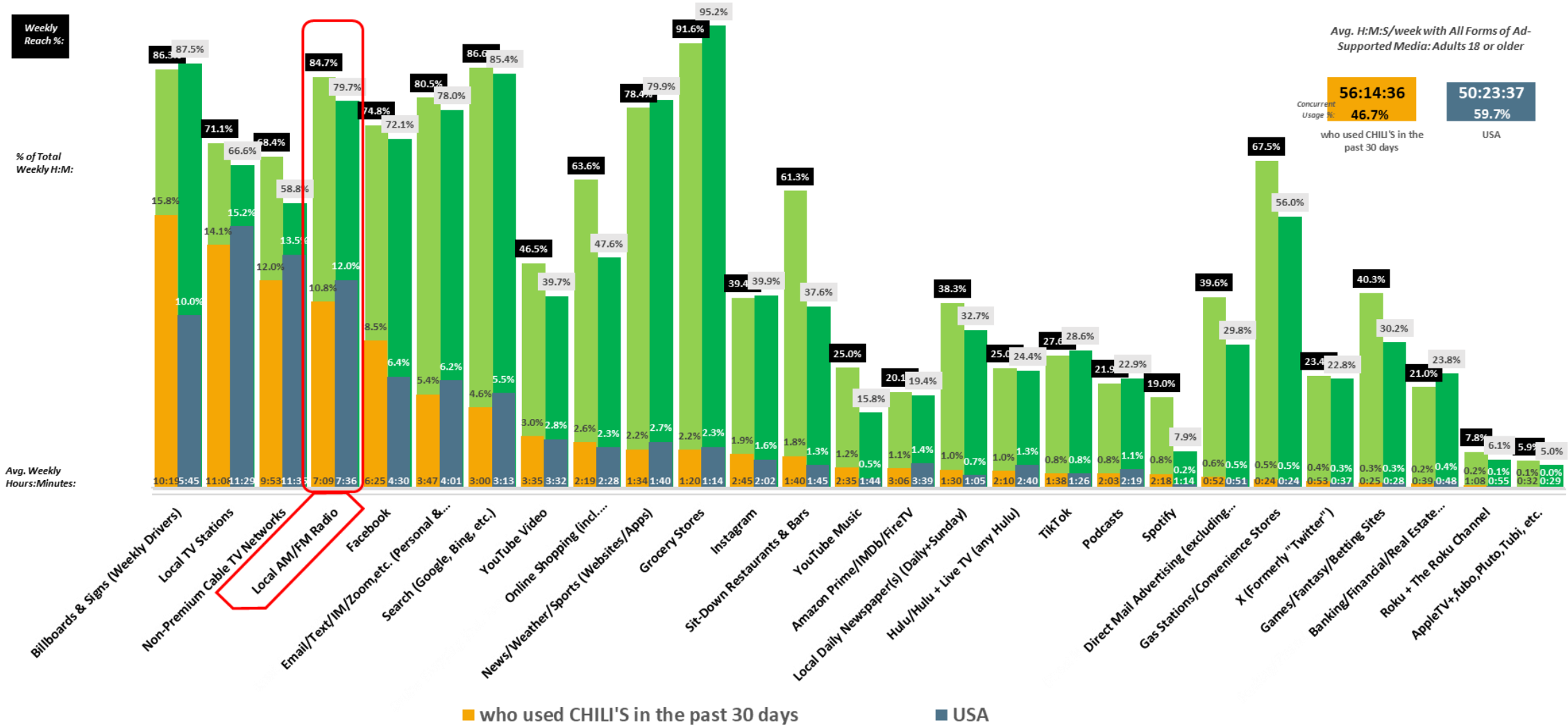
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Sit-down restaurants used past 30 days: The Cheesecake Factory

Adults 21 or older who used CHILI'S in the past 30 days spend an average of 2 days, 8 hours, 14 minutes and 36 seconds each week with All Forms of Ad-Supported Media.

84.7% of Adults 21 or older who used CHILI'S in the past 30 days spend an avg. of 7 hours and 9 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.8% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 302 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,384

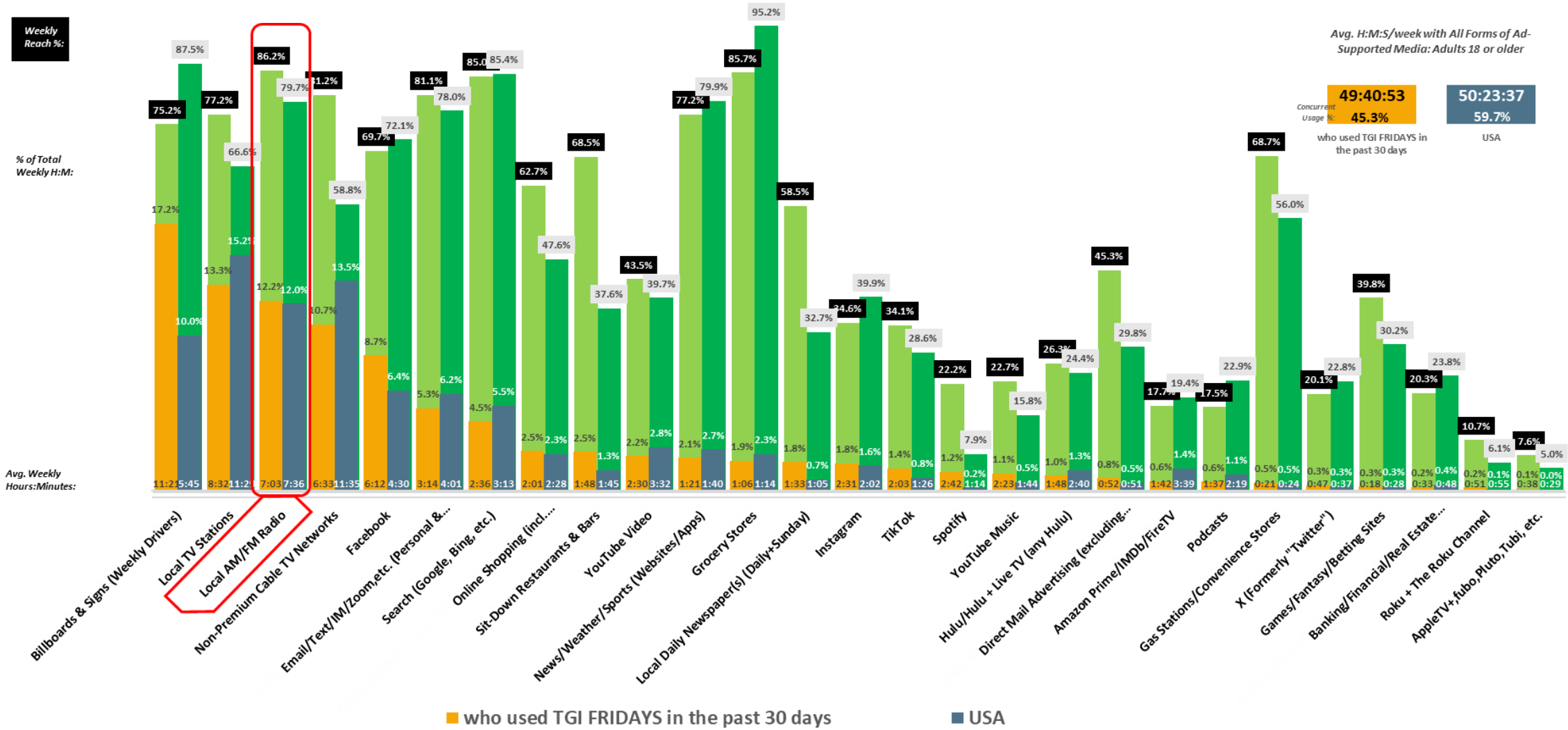
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Sit-down restaurants used past 30 days: Chili's

Adults 21 or older who used TGI FRIDAYS in the past 30 days spend an average of 2 days, 1 hours, 40 minutes and 53 seconds each week with All Forms of Ad-Supported Media.

86.2% of Adults 21 or older who used TGI FRIDAYS in the past 30 days spend an avg. of 7 hours and 3 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.2% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 177 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,384

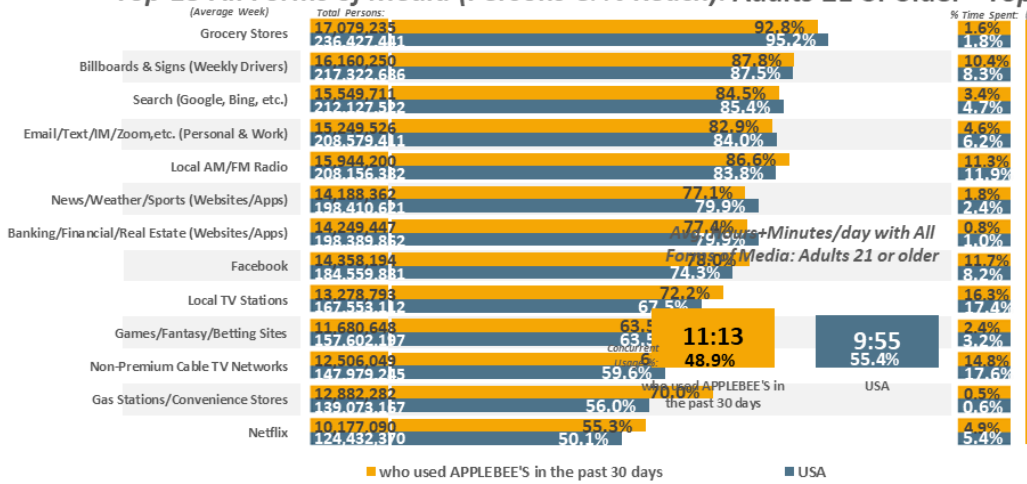
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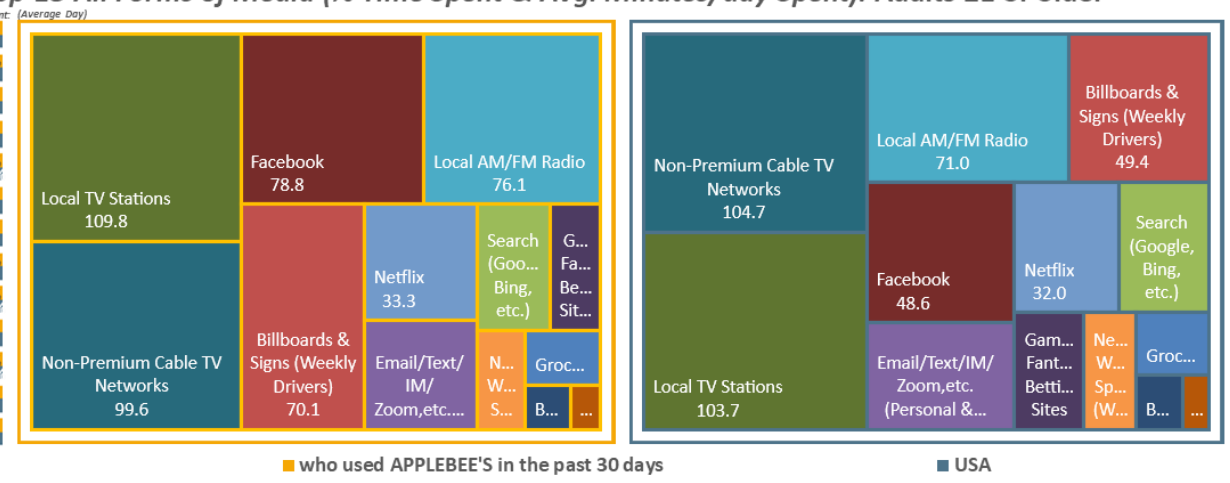
Sit-down restaurants used past 30 days: TGI Fridays

Adults 21 or older who used APPLEBEE'S in the past 30 days spend an average of 7 hours and 56 minutes each day with All Forms of Ad-Supported Media. 82.4% listen to Local AM/FM Radio for an avg. of 69.7 minutes/day. *(Local Radio delivers 12.1% of Time with Ad-Supported Media.)*

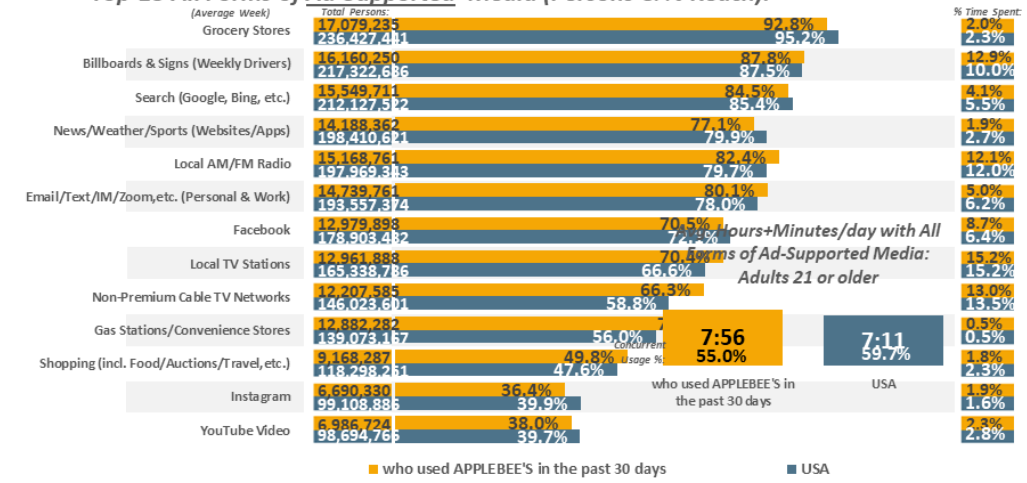
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



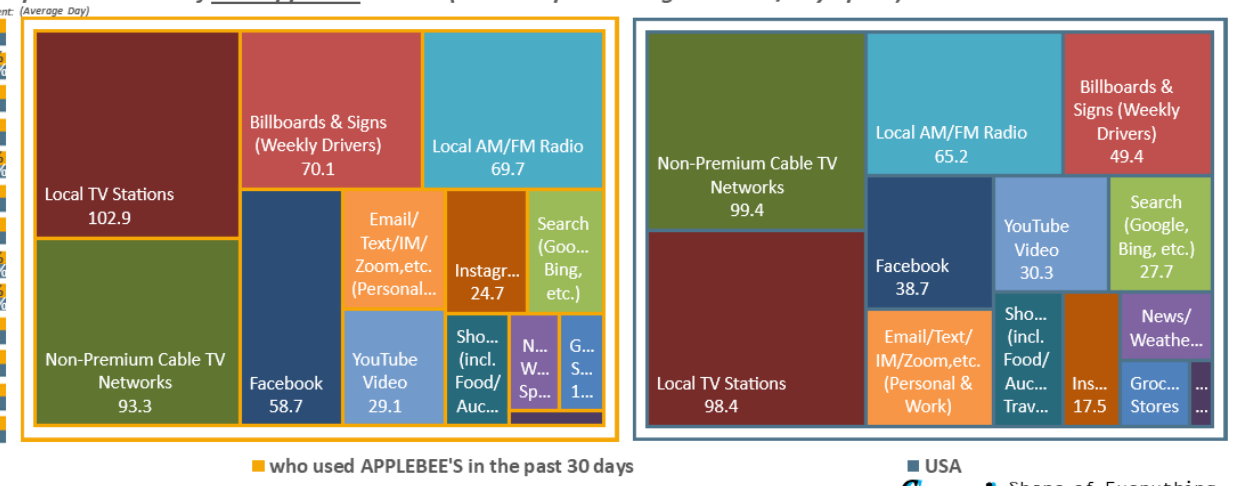
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 669

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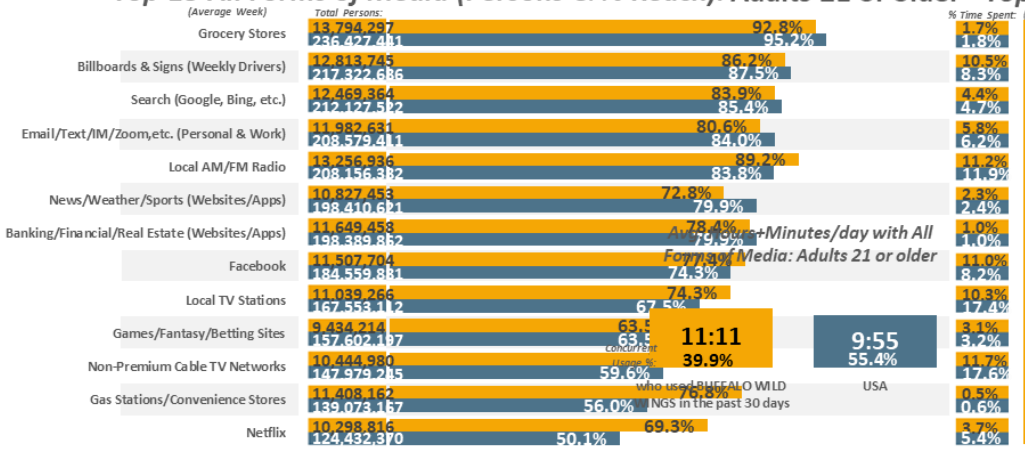
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,384

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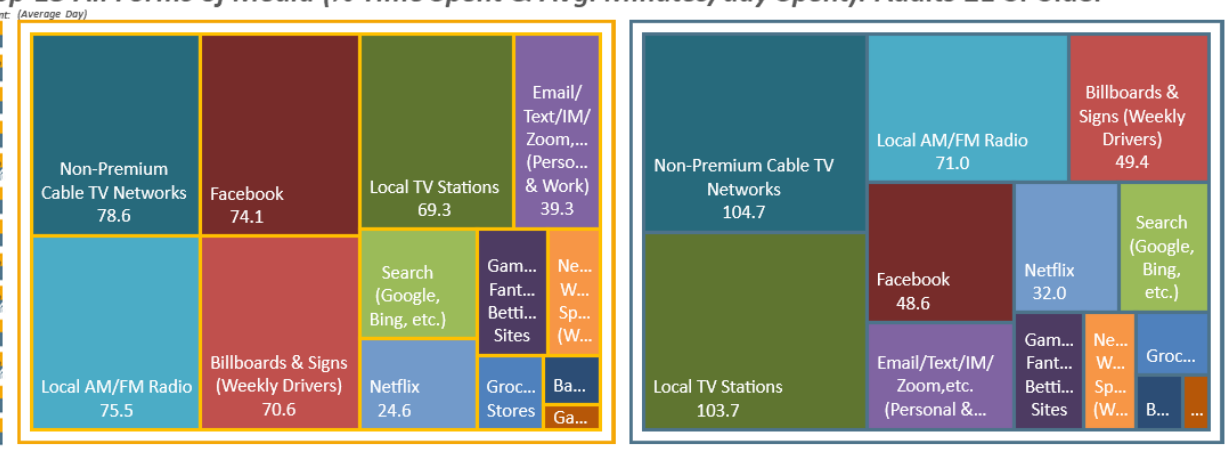
Sit-down restaurants used past 30 days: Applebee's

Adults 21 or older who used BUFFALO WILD WINGS in the past 30 days spend an average of 7 hours and 54 minutes each day with All Forms of Ad-Supported Media. 83.8% listen to Local AM/FM Radio for an avg. of 67.2 minutes/day. *(Local Radio delivers 11.9% of Time with Ad-Supported Media.)*

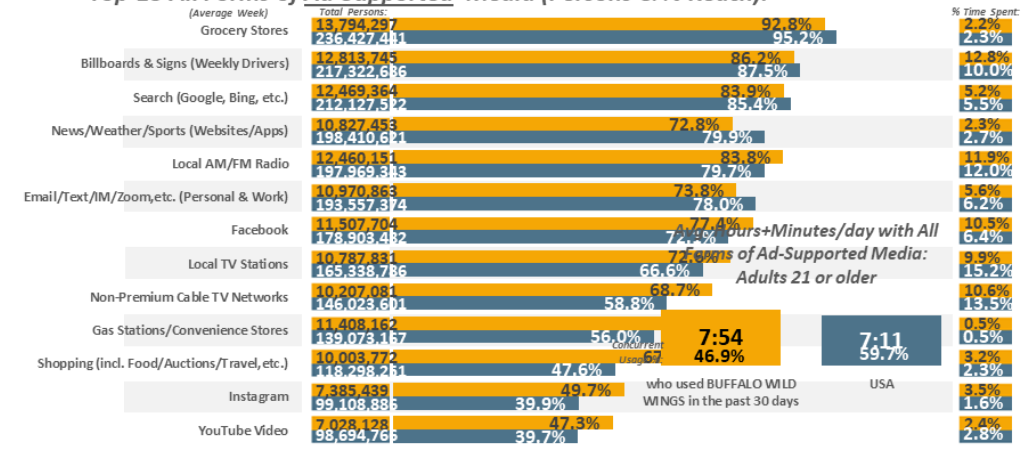
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



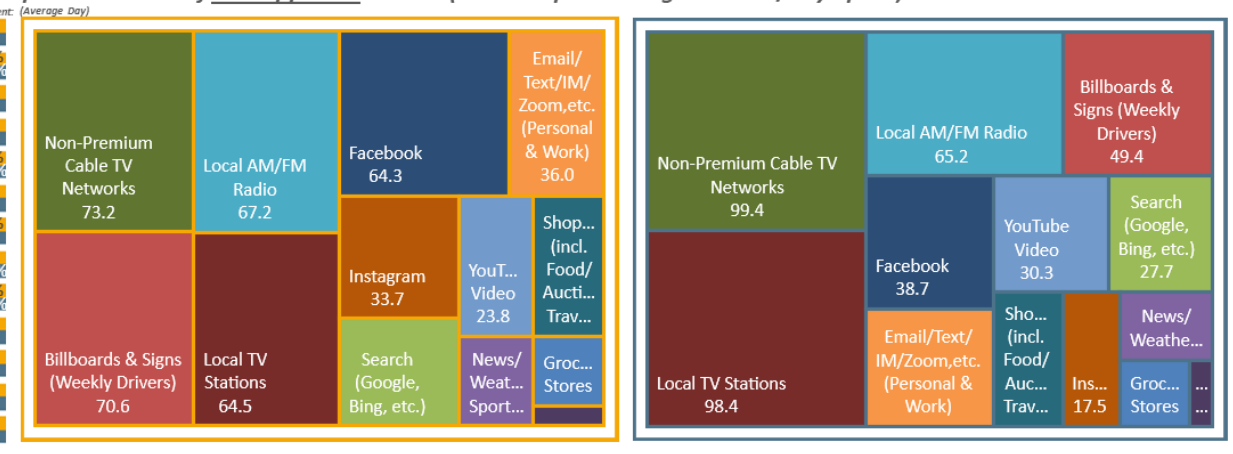
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 429

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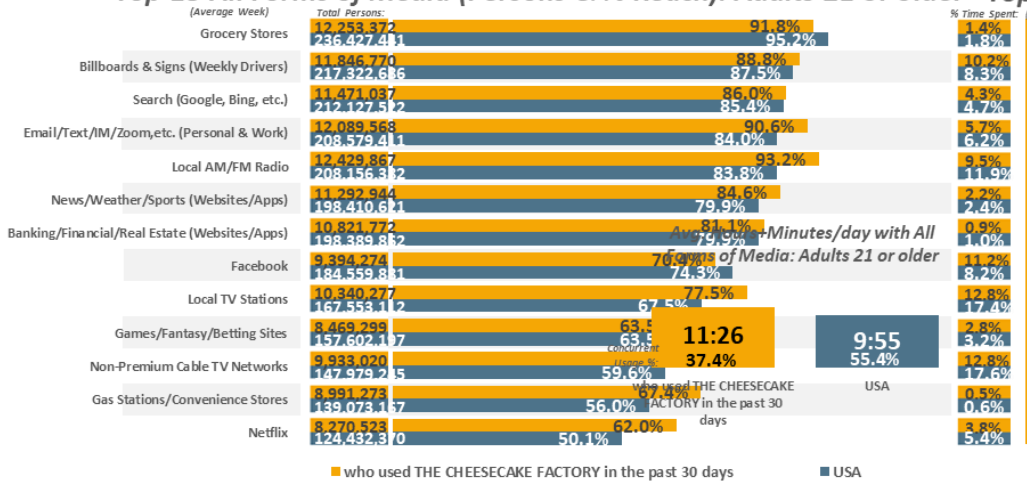
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,384

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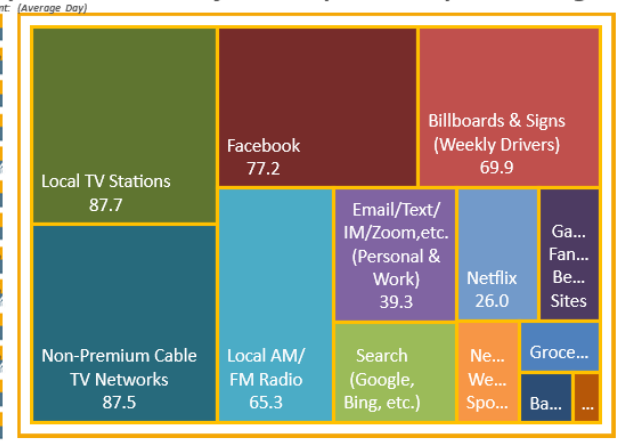
Sit-down restaurants used past 30 days: Buffalo Wild Wings

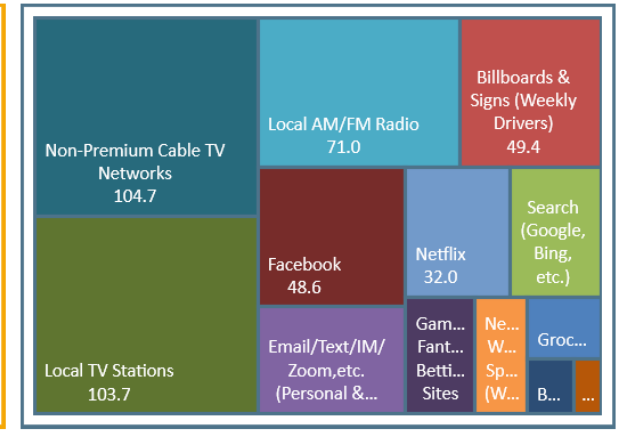
Adults 21 or older who used THE CHEESECAKE FACTORY in the past 30 days spend an average of 8 hours and 14 minutes each day with All Forms of Ad-Supported Media. 86.1% listen to Local AM/FM Radio for an avg. of 55.2 minutes/day. *(Local Radio delivers 9.6% of Time with Ad-Supported Media.)*

Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older

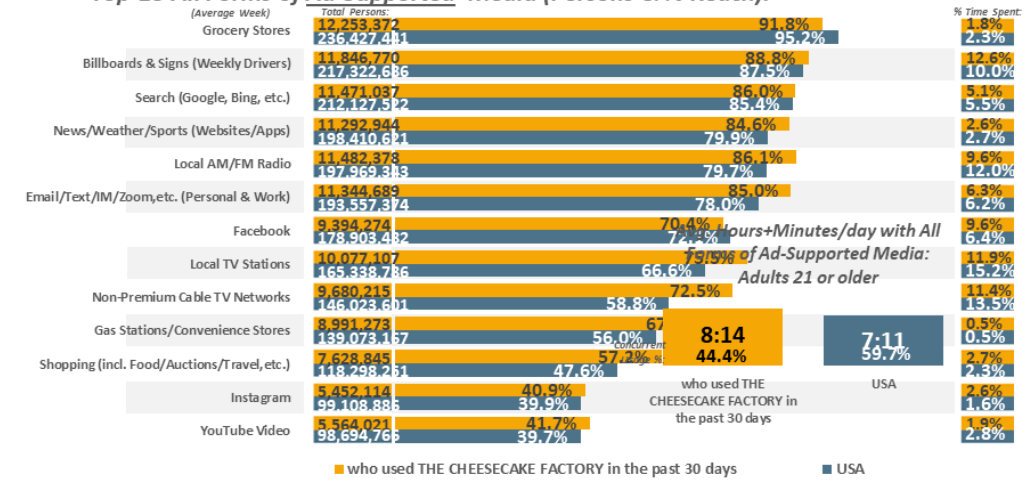


Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

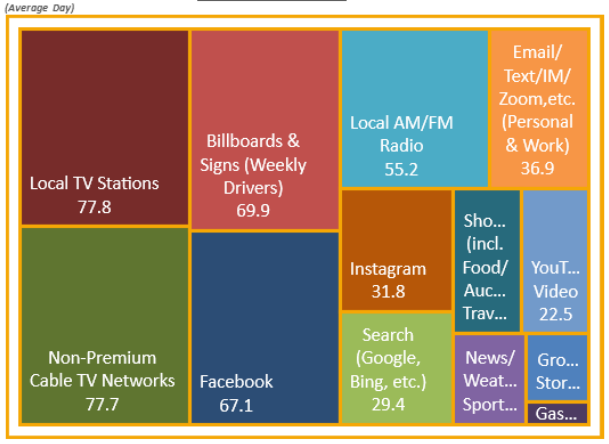


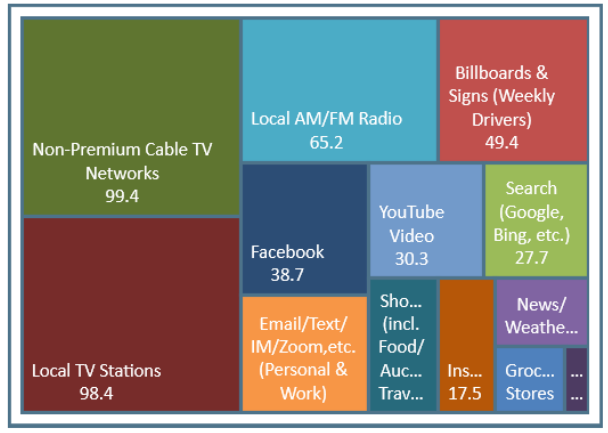


Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 470

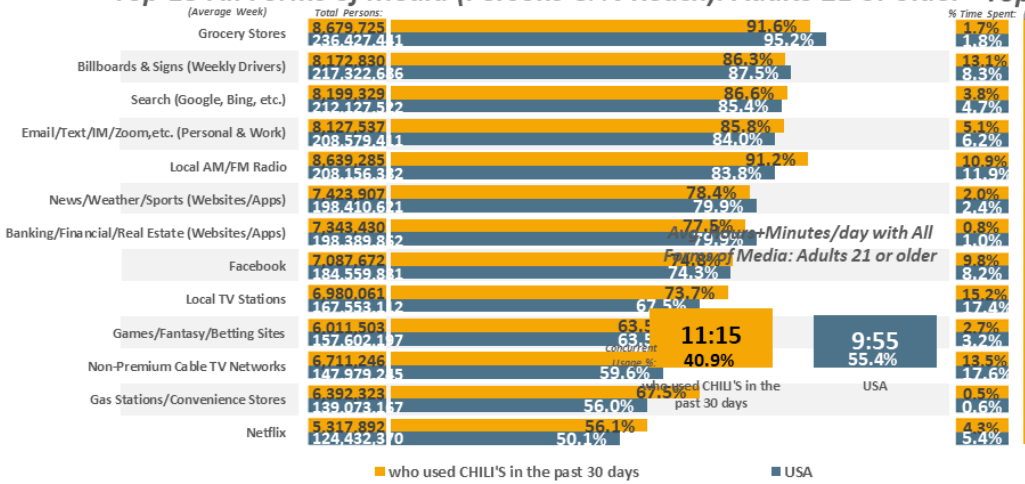
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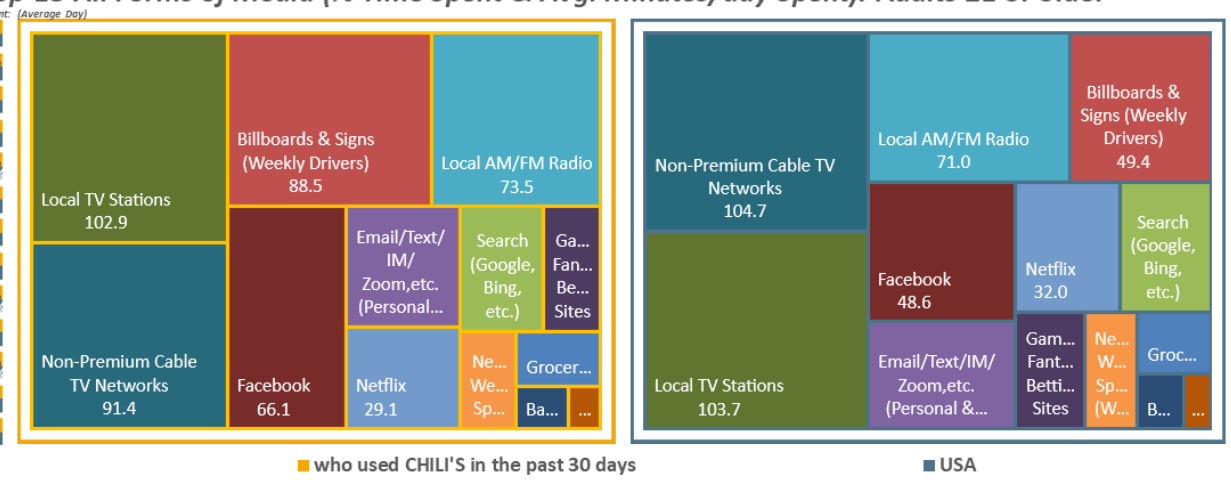
Sit-down restaurants used past 30 days: The Cheesecake Factory

Adults 21 or older who used CHILI'S in the past 30 days spend an average of 8 hours and 2 minutes each day with All Forms of Ad-Supported Media. 84.7% listen to Local AM/FM Radio for an avg. of 61.4 minutes/day. *(Local Radio delivers 10.8% of Time with Ad-Supported Media.)*

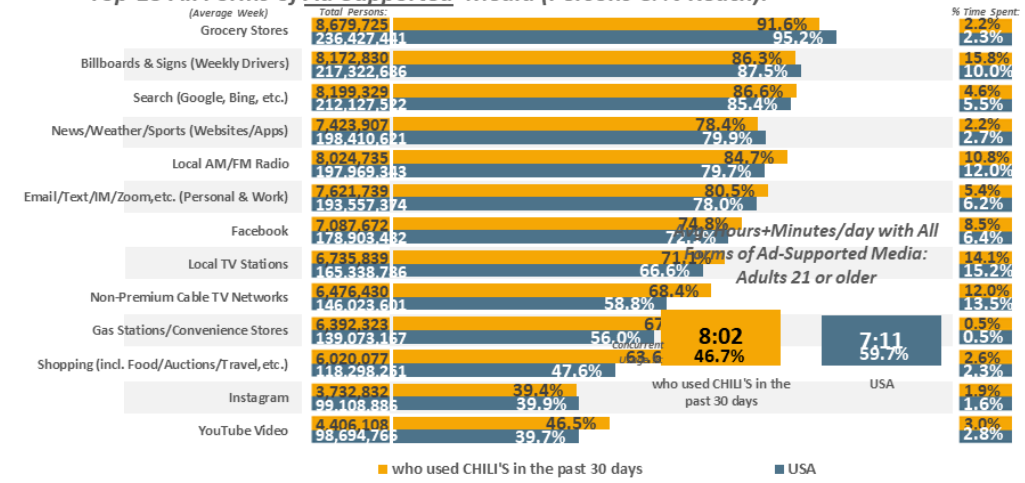
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



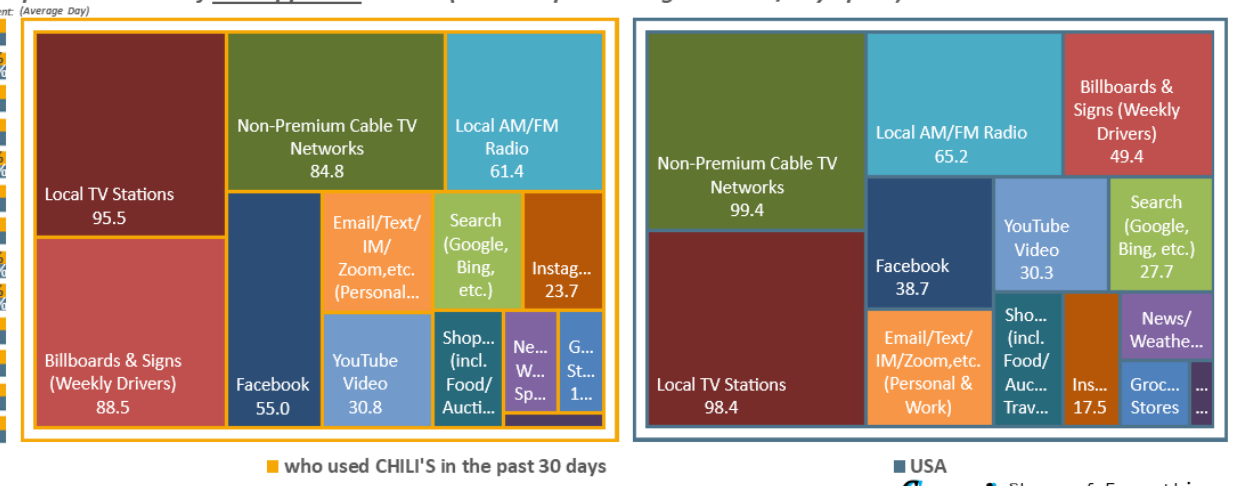
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 302

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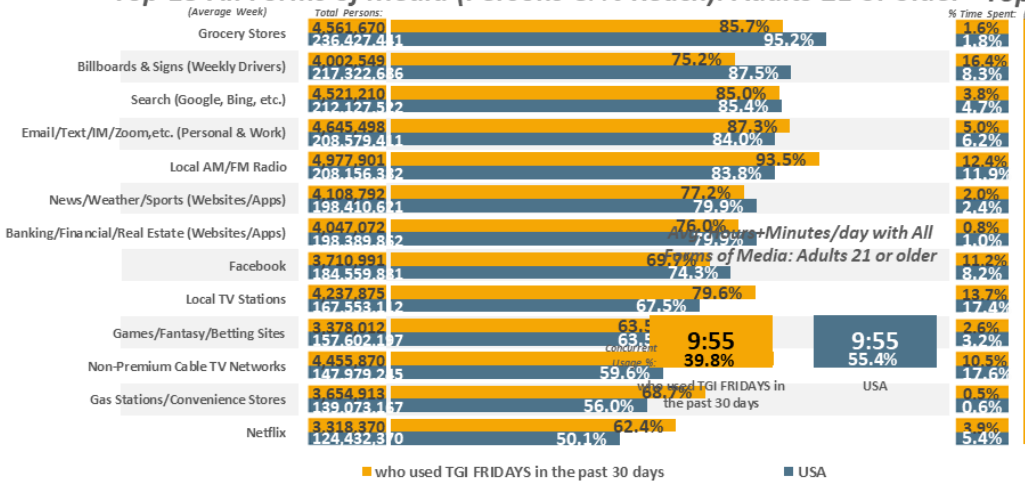
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,384

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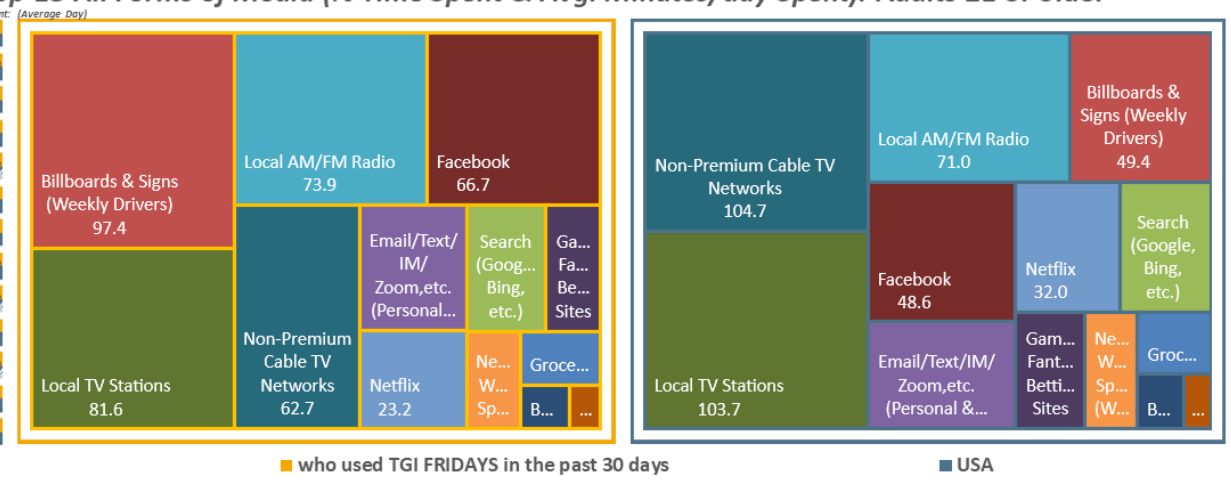
Sit-down restaurants used past 30 days: Chili's

Adults 21 or older who used TGI FRIDAYS in the past 30 days spend an average of 7 hours and 5 minutes each day with All Forms of Ad-Supported Media. 86.2% listen to Local AM/FM Radio for an avg. of 60.5 minutes/day. *(Local Radio delivers 12.2% of Time with Ad-Supported Media.)*

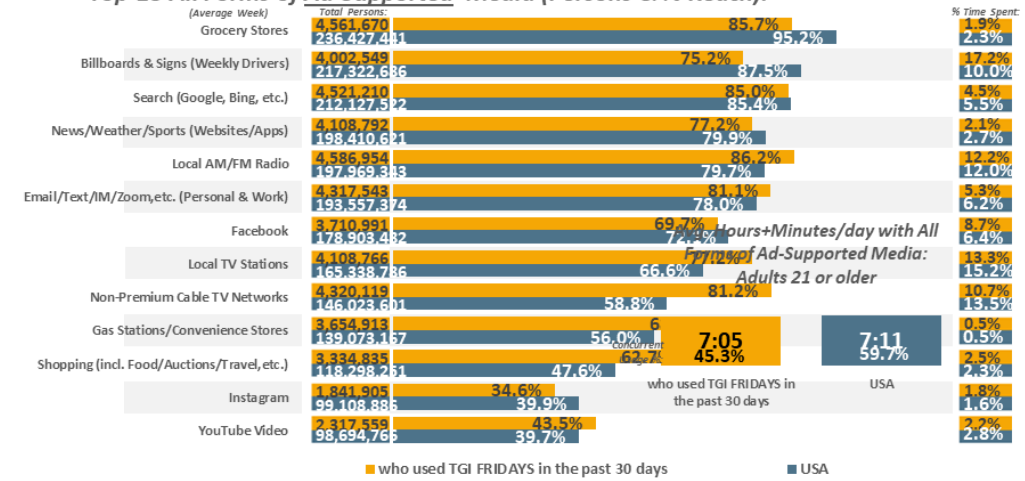
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



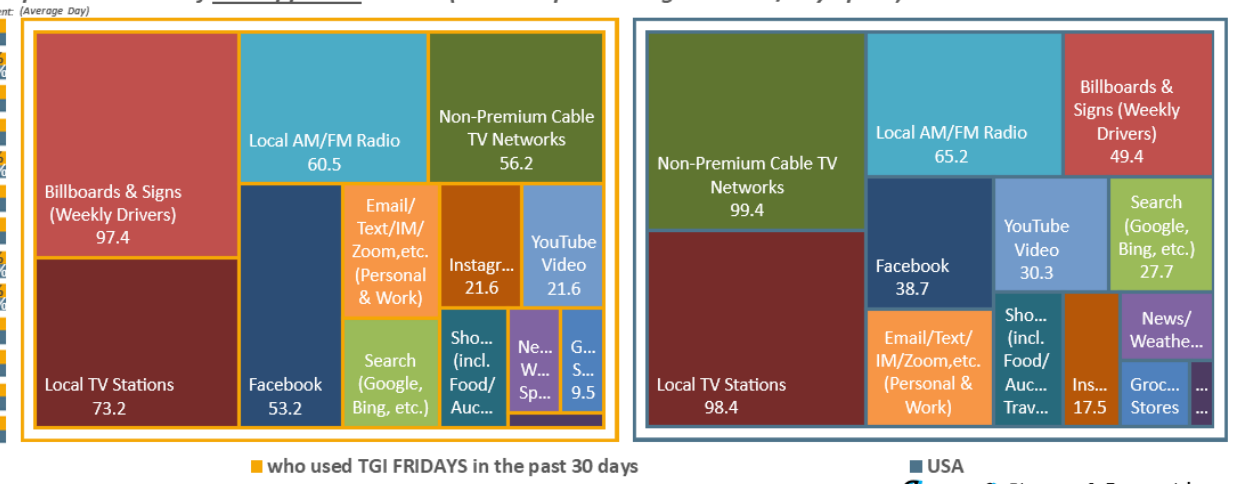
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 177

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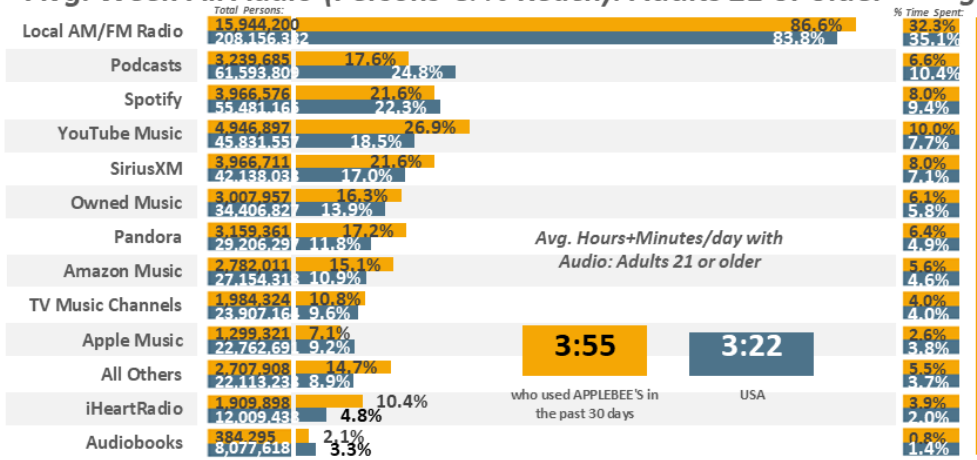
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,384

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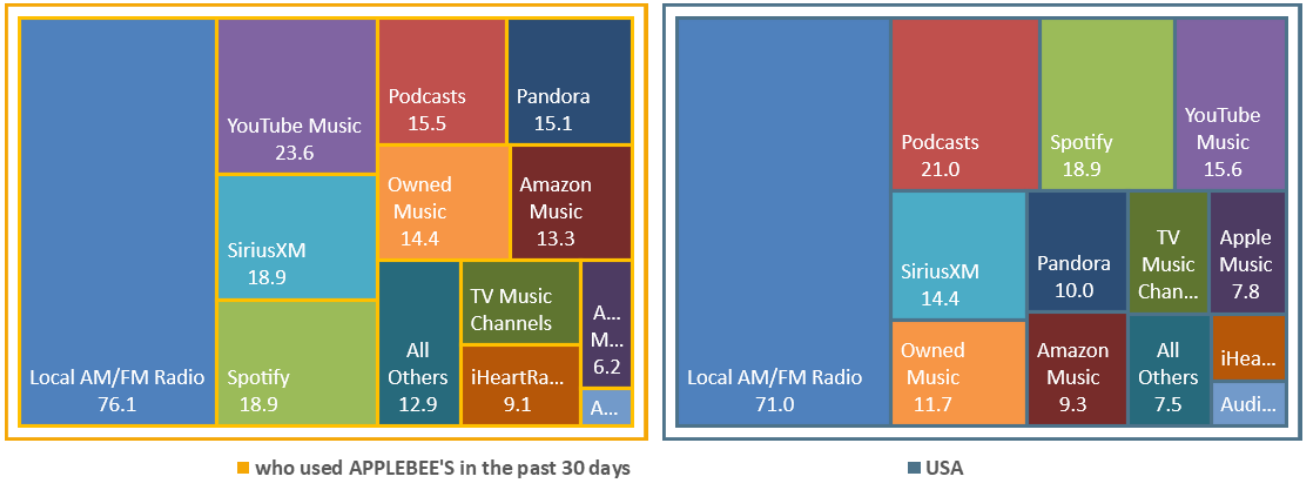
Sit-down restaurants used past 30 days: TGI Fridays

15,168,761 or 82.4% of Adults 21 or older who used APPLEBEE'S in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 69.7 minutes every day representing 36.9% of all time spent daily with Ad-Supported Audio.

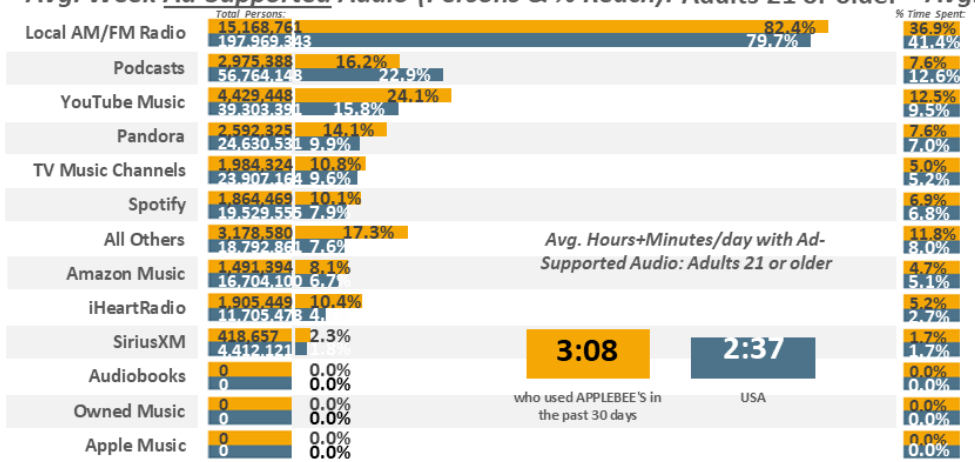
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



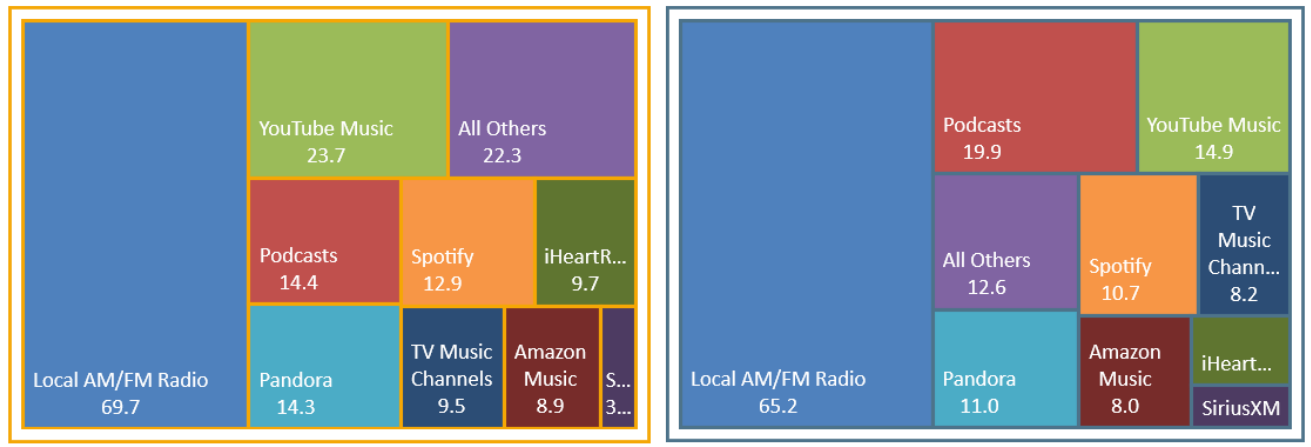
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 669

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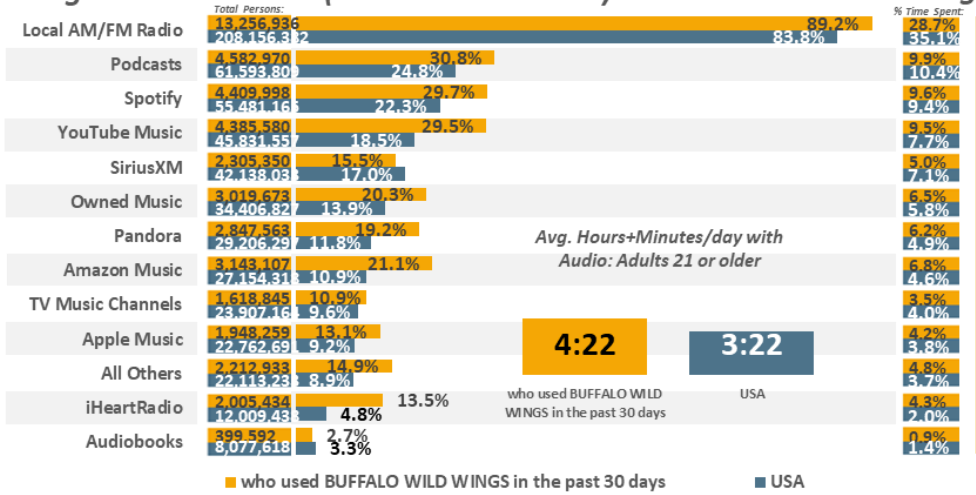
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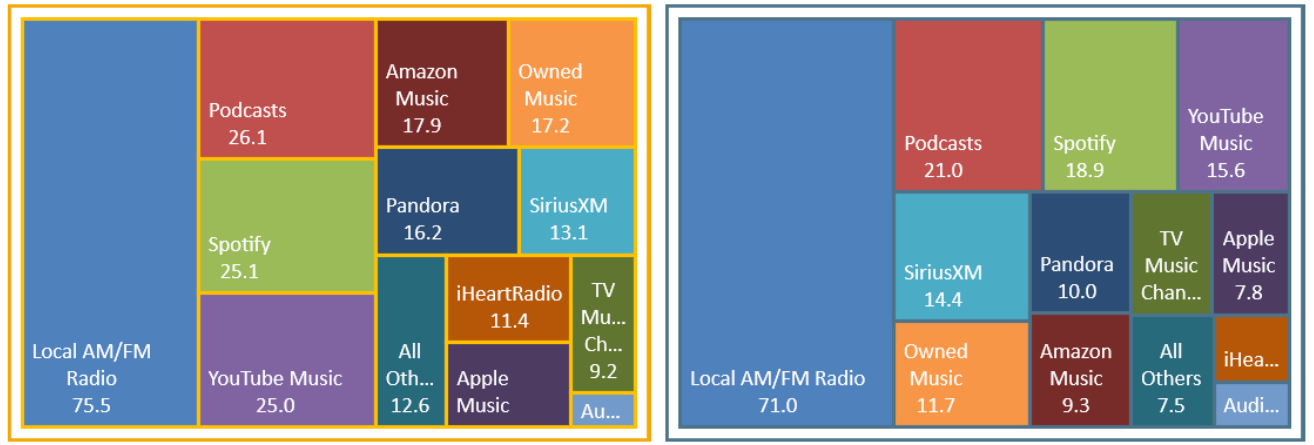
Sit-down restaurants used past 30 days: Applebee's

12,460,151 or 83.8% of Adults 21 or older who used BUFFALO WILD WINGS in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 67.2 minutes every day representing 32.6% of all time spent daily with Ad-Supported Audio.

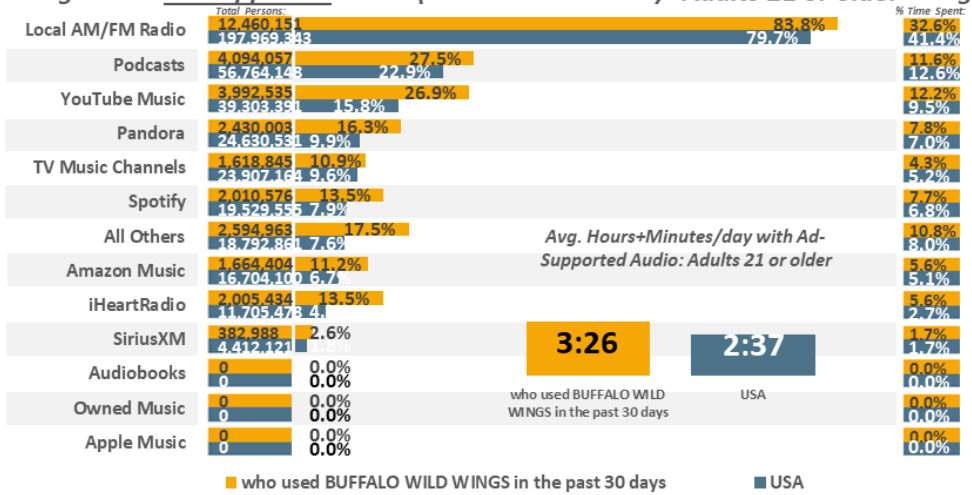
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



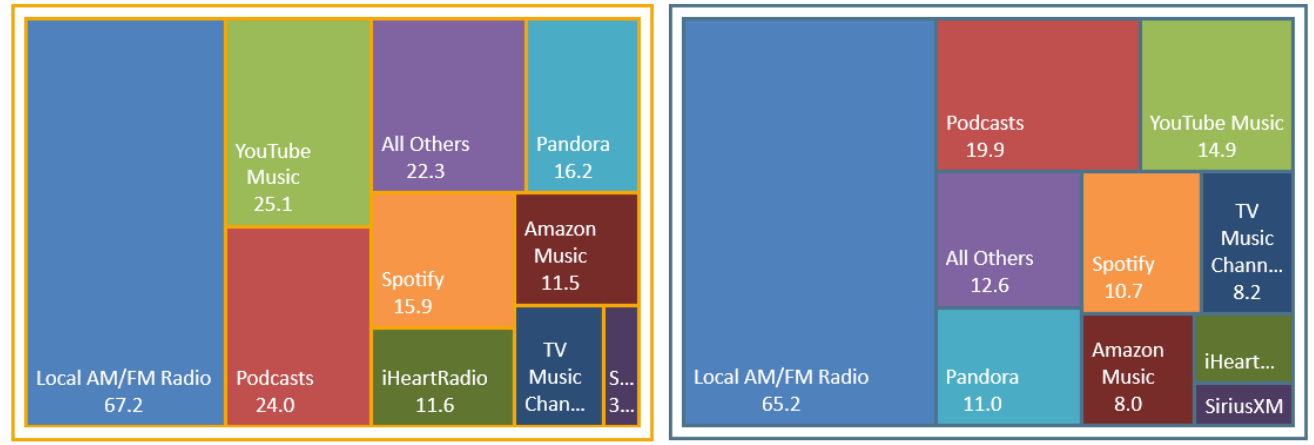
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 429

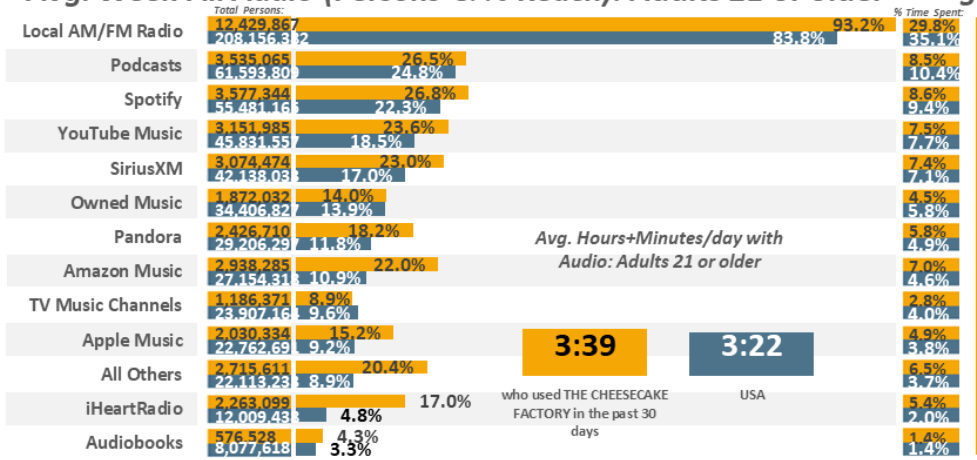
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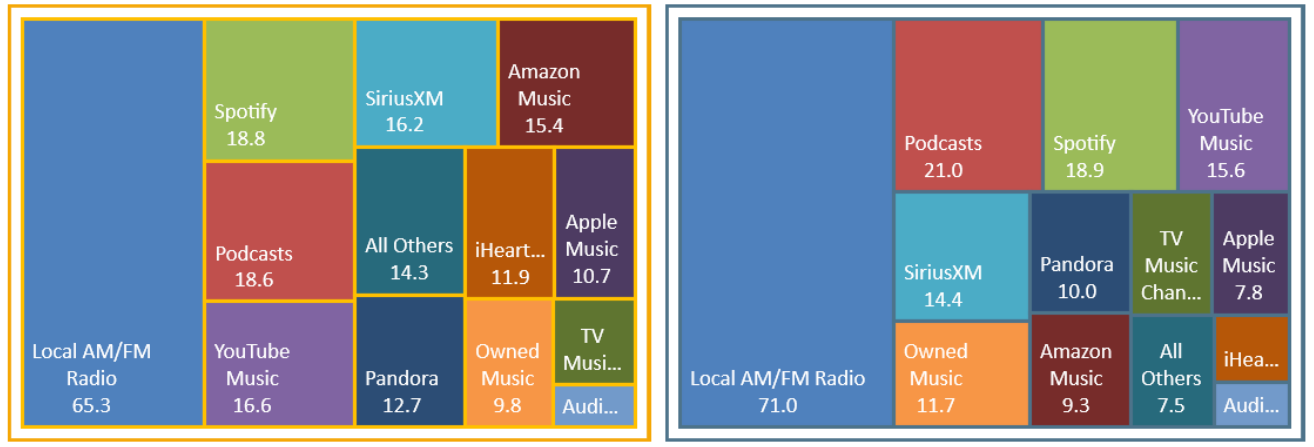
Sit-down restaurants used past 30 days: Buffalo Wild Wings

11,482,378 or 86.1% of Adults 21 or older who used THE CHEESECAKE FACTORY in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 55.2 minutes every day representing 31.8% of all time spent daily with Ad-Supported Audio.

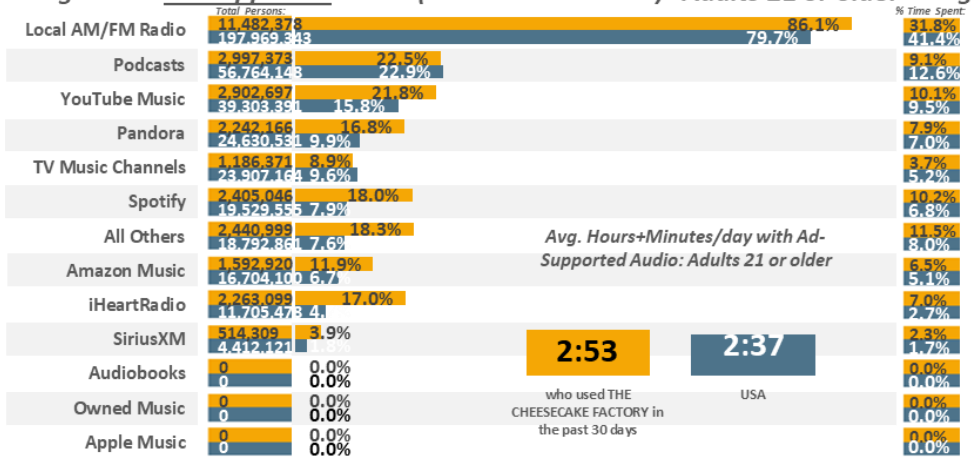
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



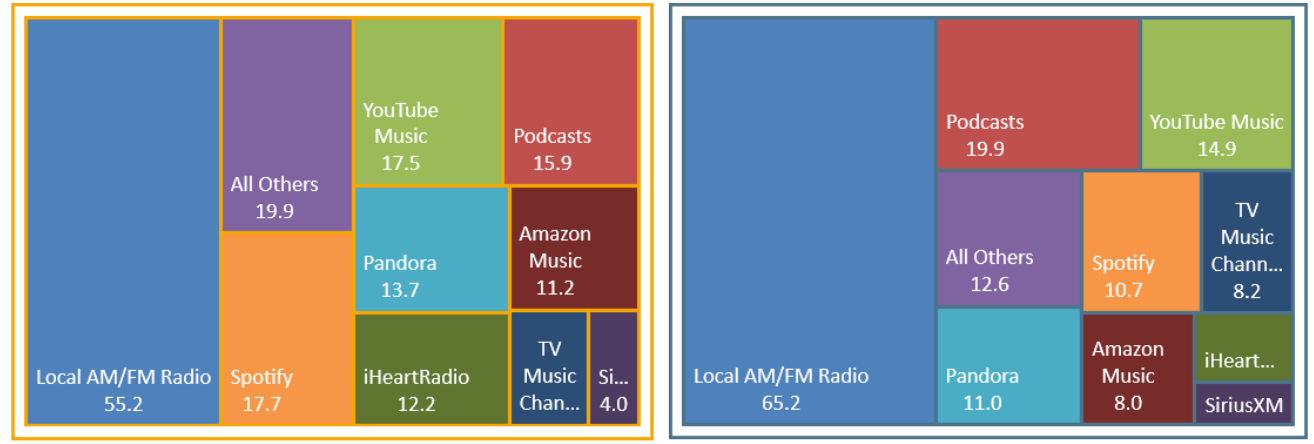
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 470

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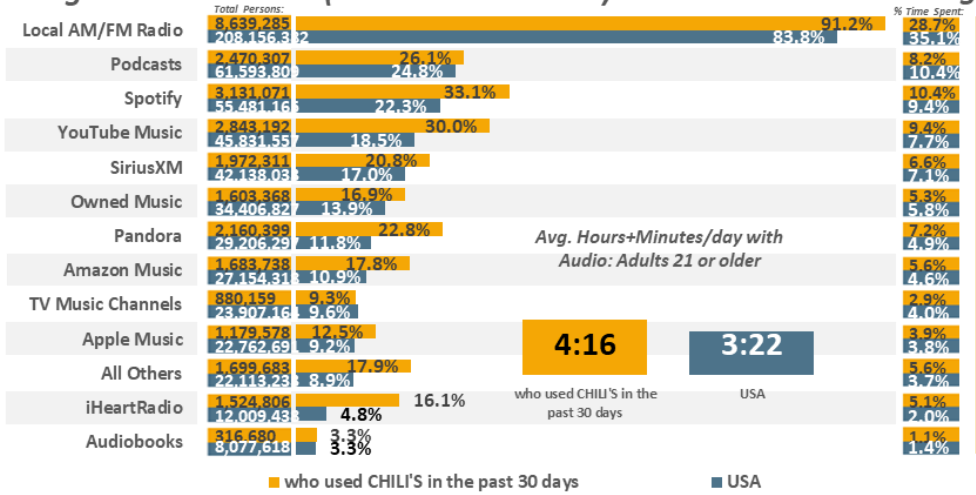
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,384

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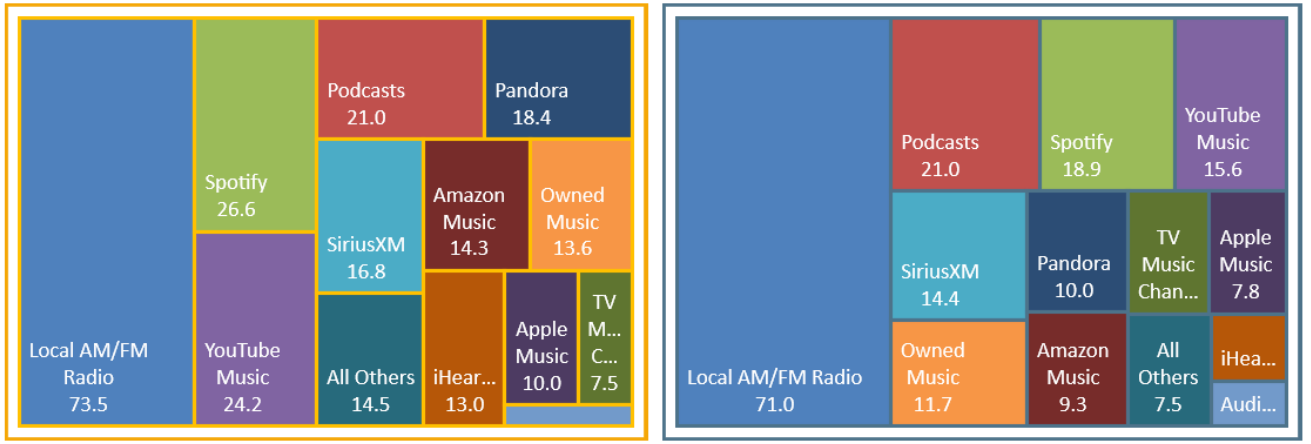
Sit-down restaurants used past 30 days: The Cheesecake Factory

8,024,735 or 84.7% of Adults 21 or older who used CHILI'S in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 61.4 minutes every day representing 30.4% of all time spent daily with Ad-Supported Audio.

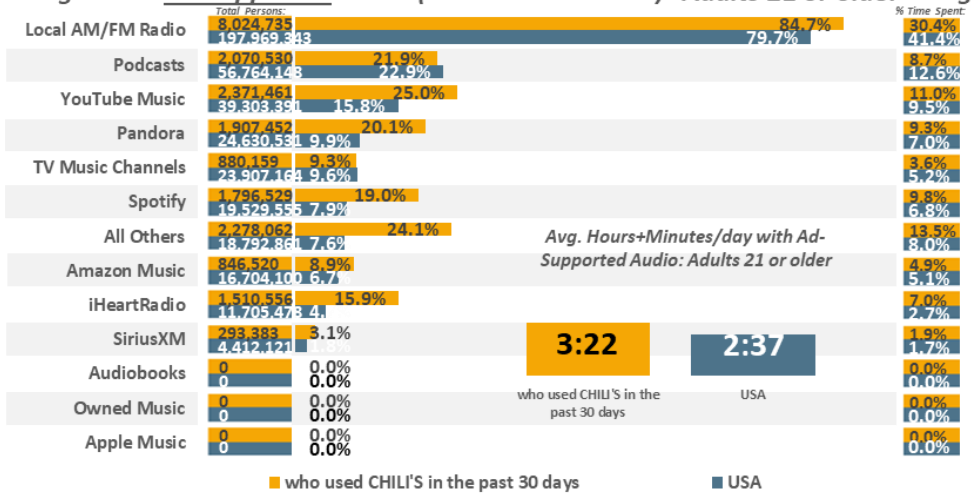
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



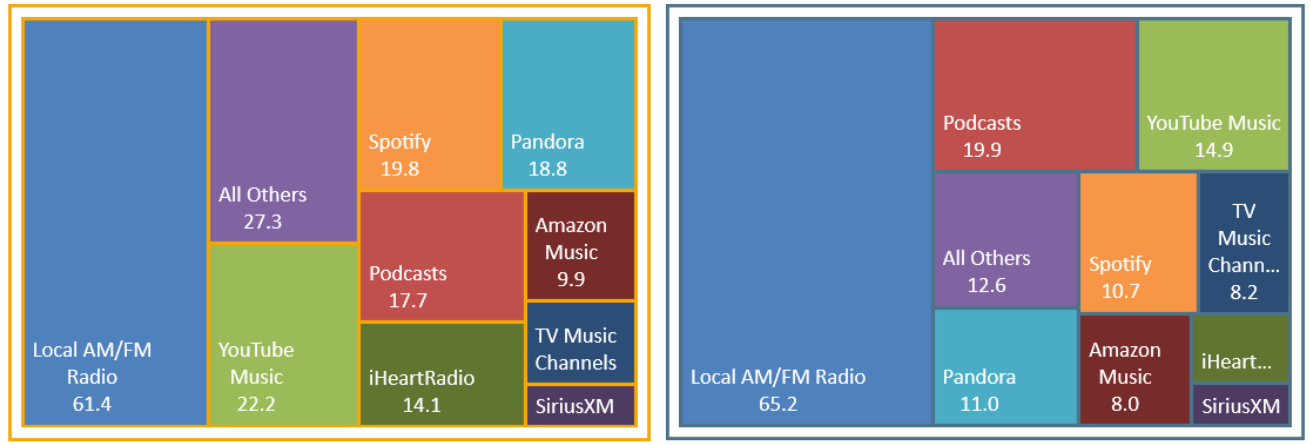
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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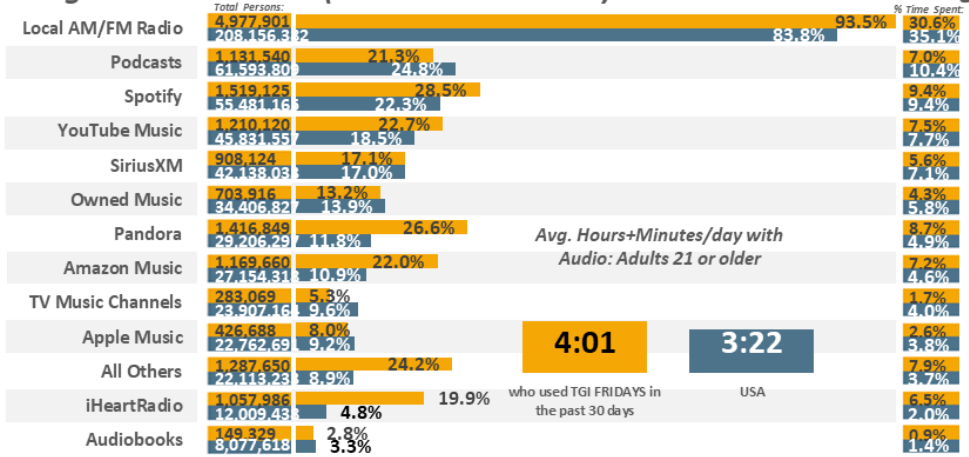
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,384

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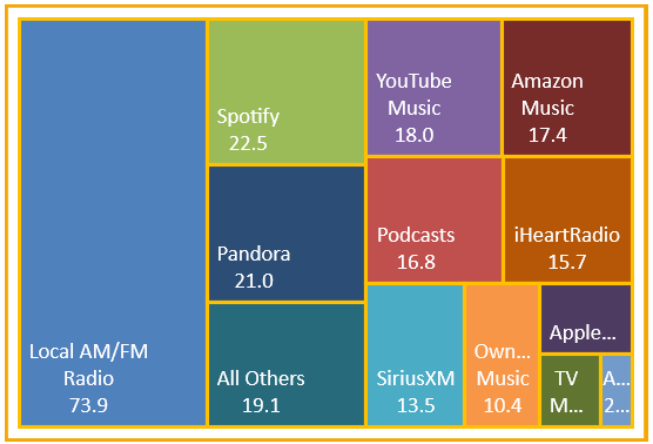
Sit-down restaurants used past 30 days: Chili's

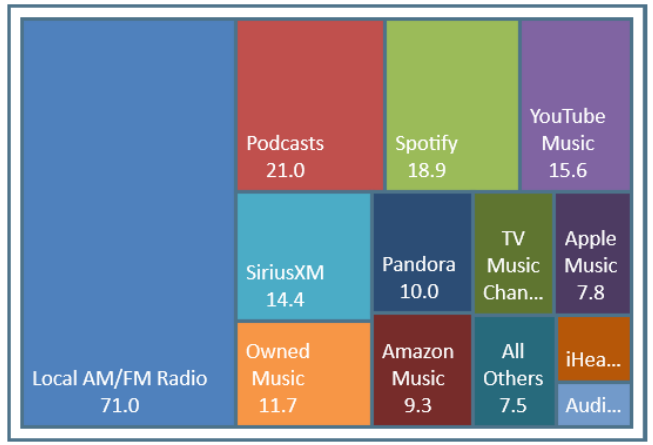
4,586,954 or 86.2% of Adults 21 or older who used TGI FRIDAYS in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 60.5 minutes every day representing 28.7% of all time spent daily with Ad-Supported Audio.

Avg. Week All Audio (Persons & % Reach): Adults 21 or older

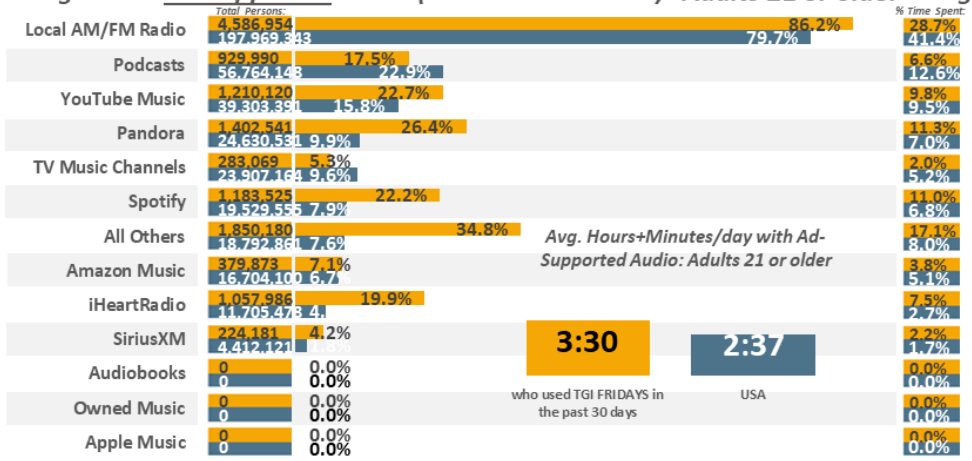


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

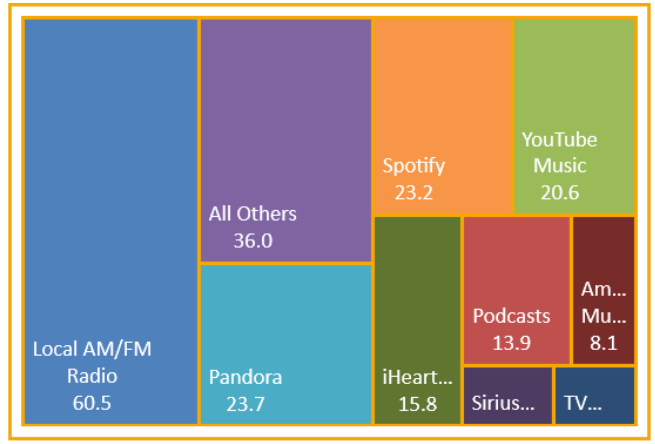


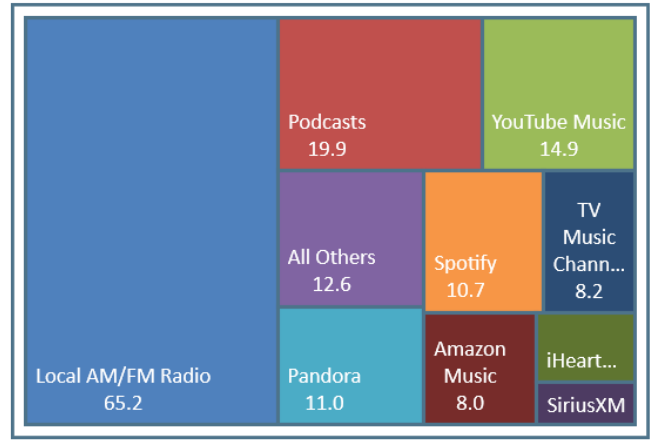


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 177

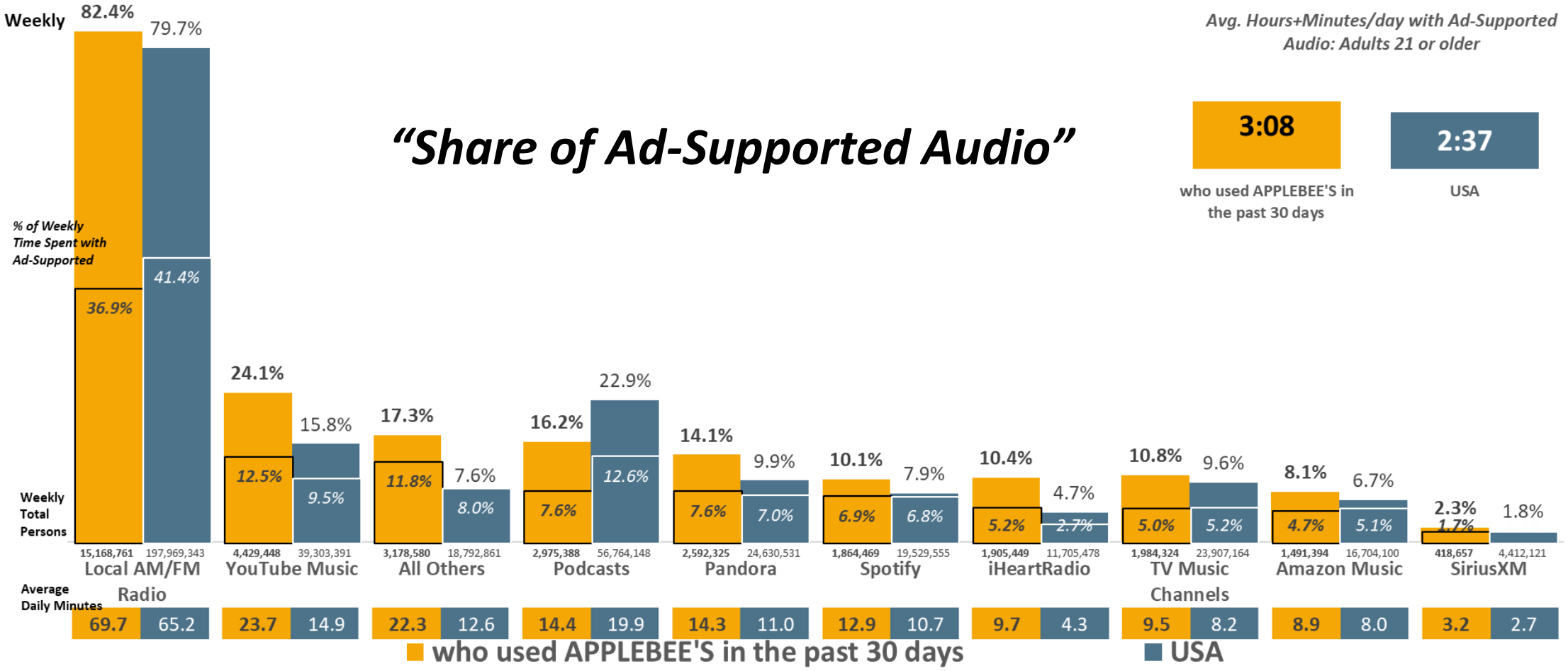
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Sit-down restaurants used past 30 days: TGI Fridays

15,168,761 or 82.4% of Adults 21 or older who used APPLEBEE'S in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 69.7 minutes every day representing 36.9% of all time spent daily with Ad-Supported Audio.

"Share of Ad-Supported Audio"



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 669

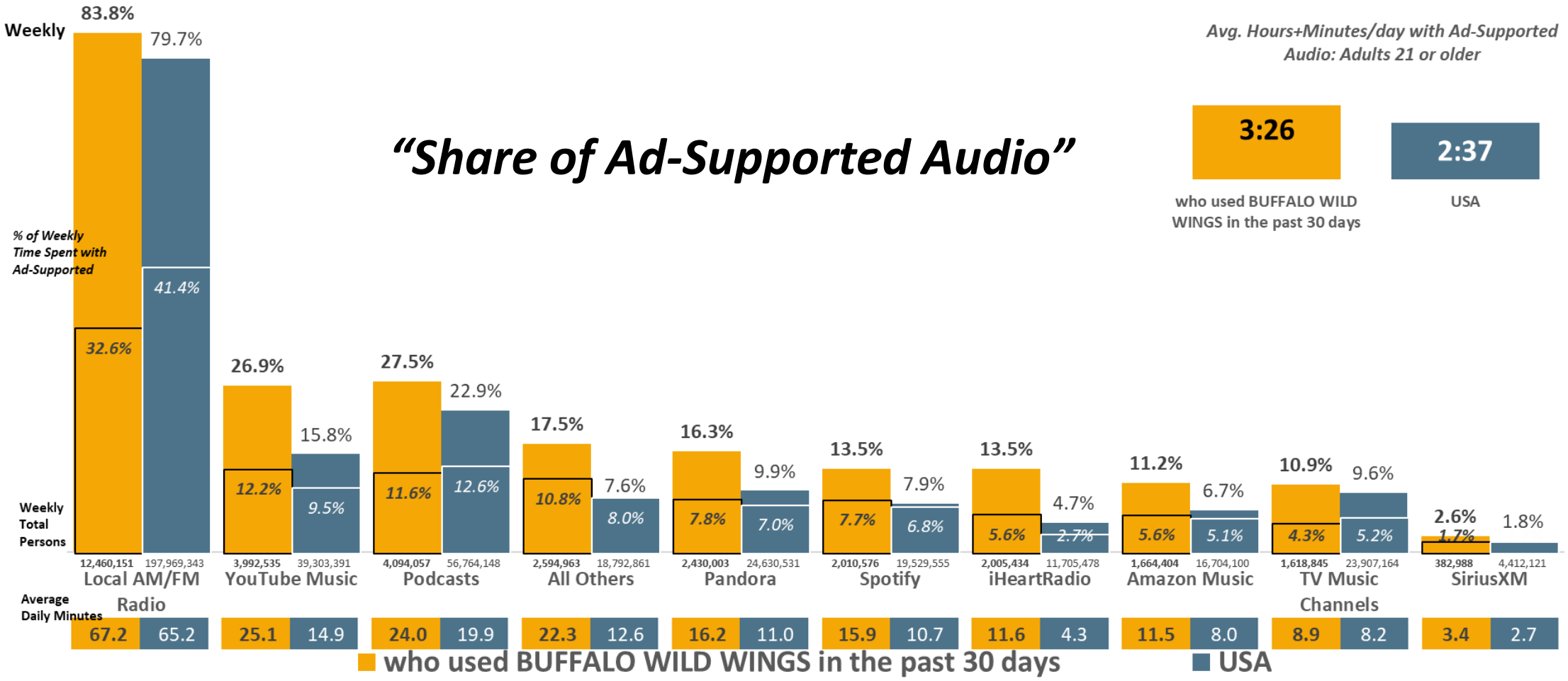
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Sit-down restaurants used past 30 days: Applebee's

12,460,151 or 83.8% of Adults 21 or older who used BUFFALO WILD WINGS in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 67.2 minutes every day representing 32.6% of all time spent daily with Ad-Supported Audio.

"Share of Ad-Supported Audio"



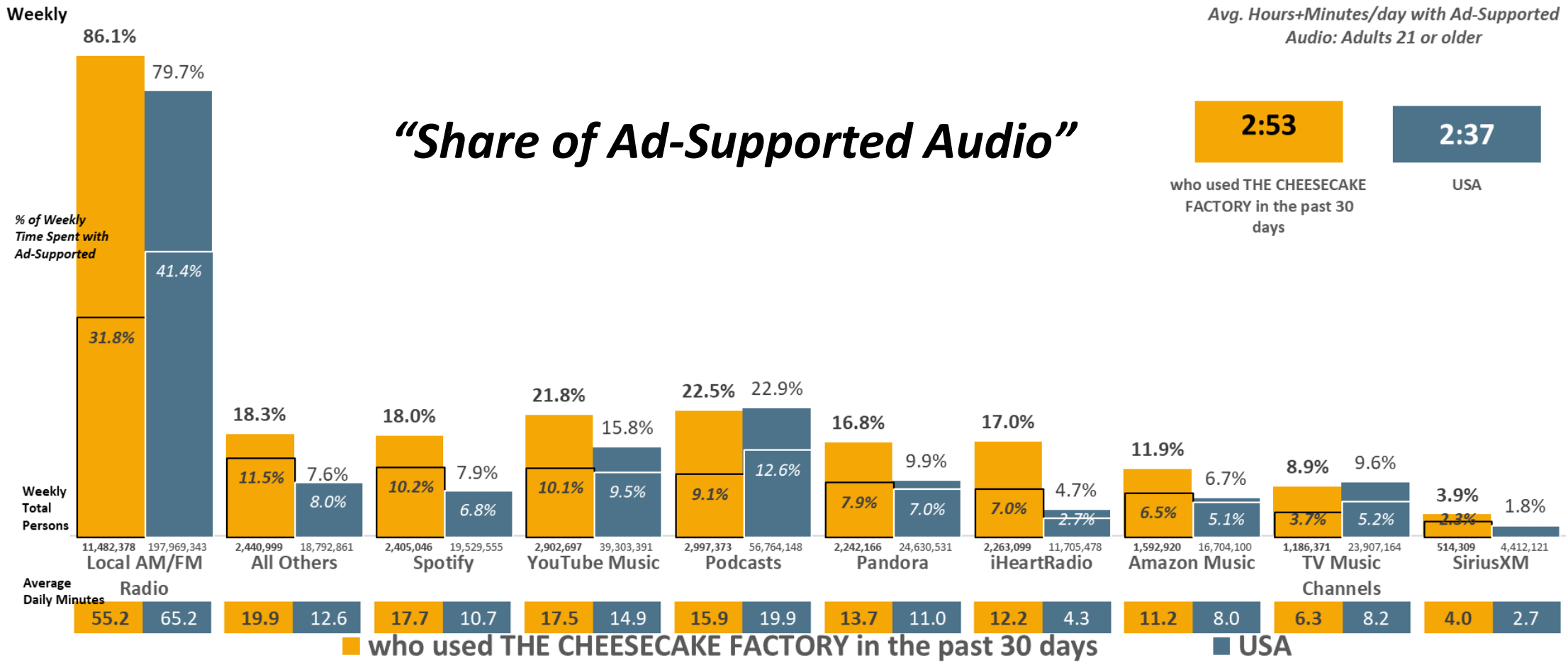
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Sit-down restaurants used past 30 days: Buffalo Wild Wings

11,482,378 or 86.1% of Adults 21 or older who used THE CHEESECAKE FACTORY in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 55.2 minutes every day representing 31.8% of all time spent daily with Ad-Supported Audio.



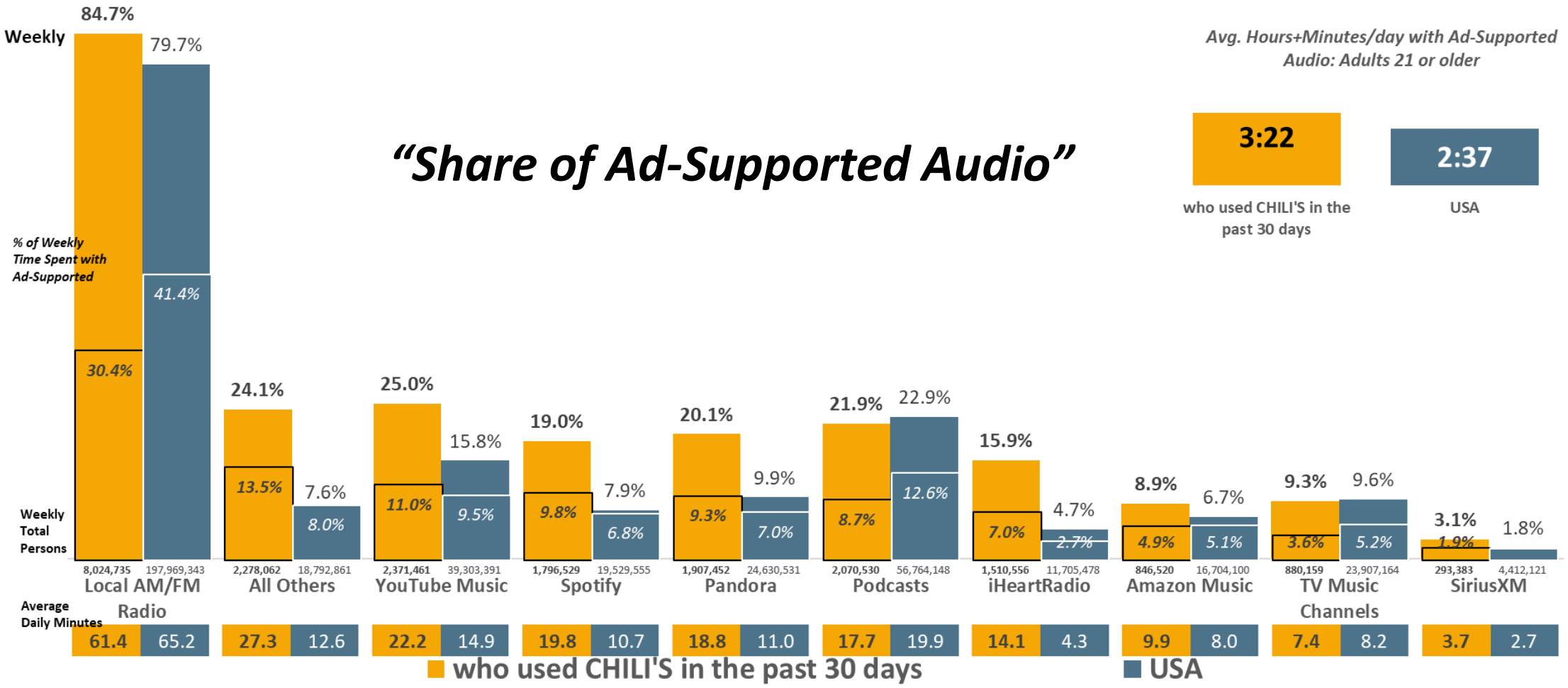
USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 470

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"Share of Ad-Supported Audio"



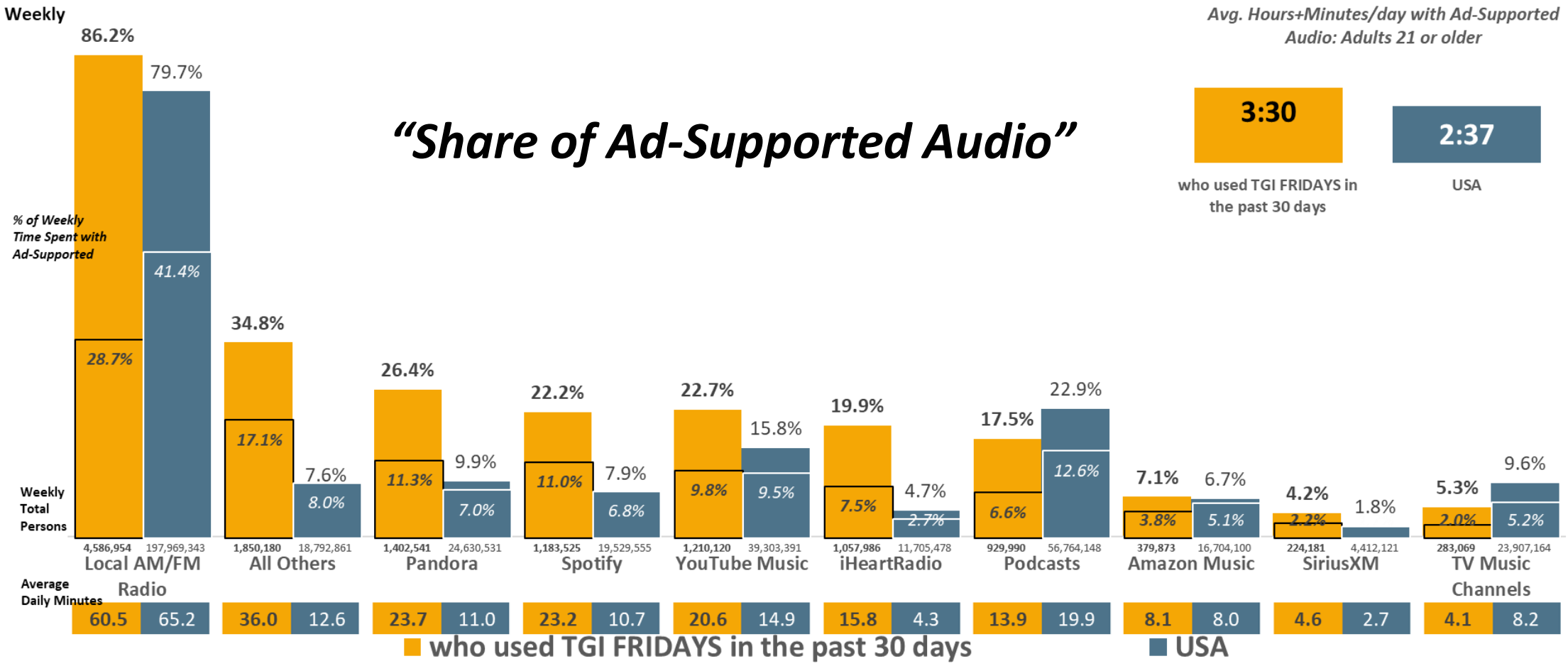
USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 302

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

4,586,954 or 86.2% of Adults 21 or older who used TGI FRIDAYS in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 60.5 minutes every day representing 28.7% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 177

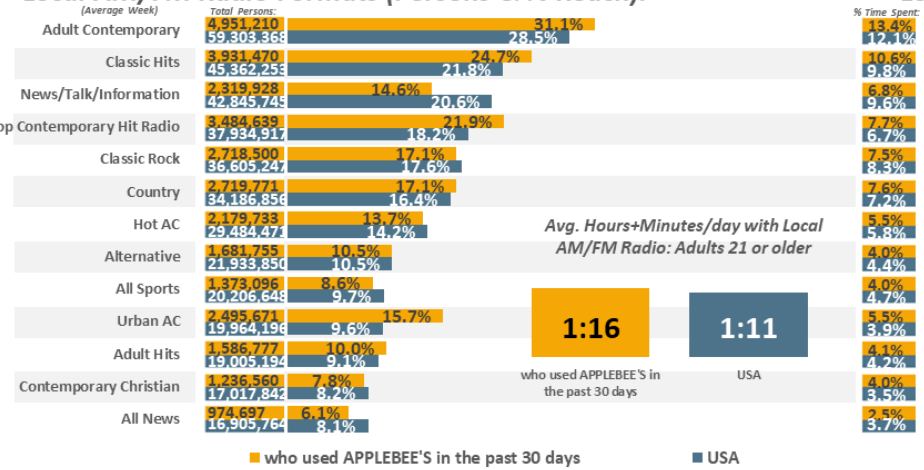
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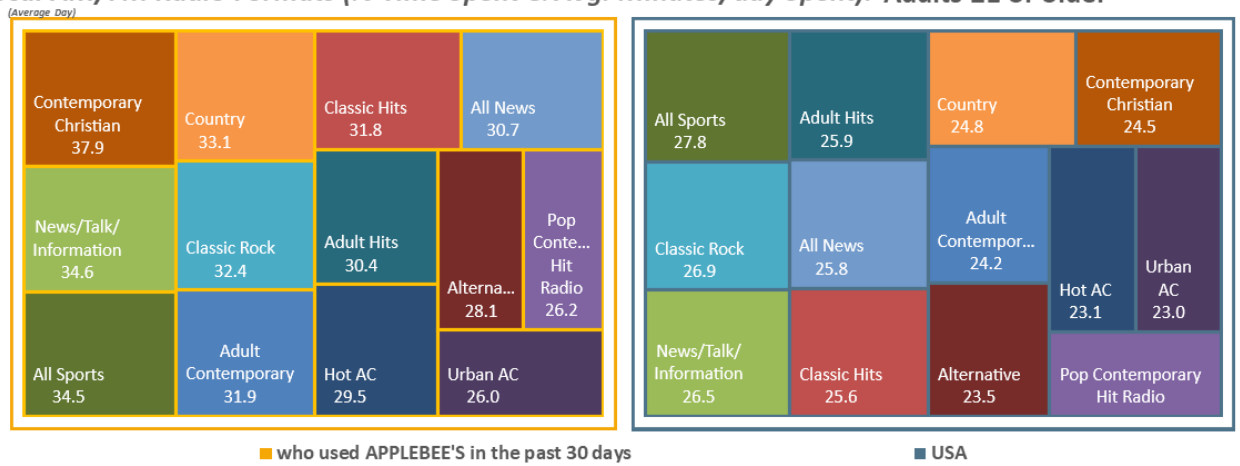
Sit-down restaurants used past 30 days: TGI Fridays

15,168,761 or 82.4% of Adults 21 or older who used APPLEBEE'S in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Country, and Classic Rock.

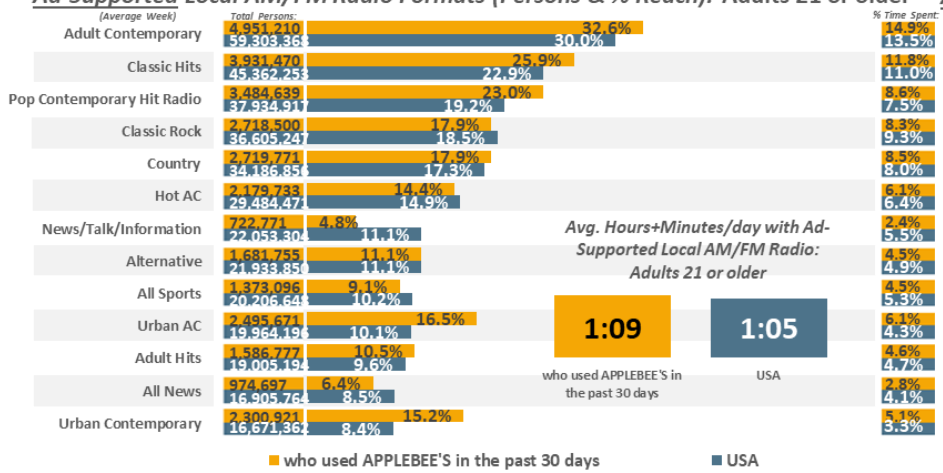
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



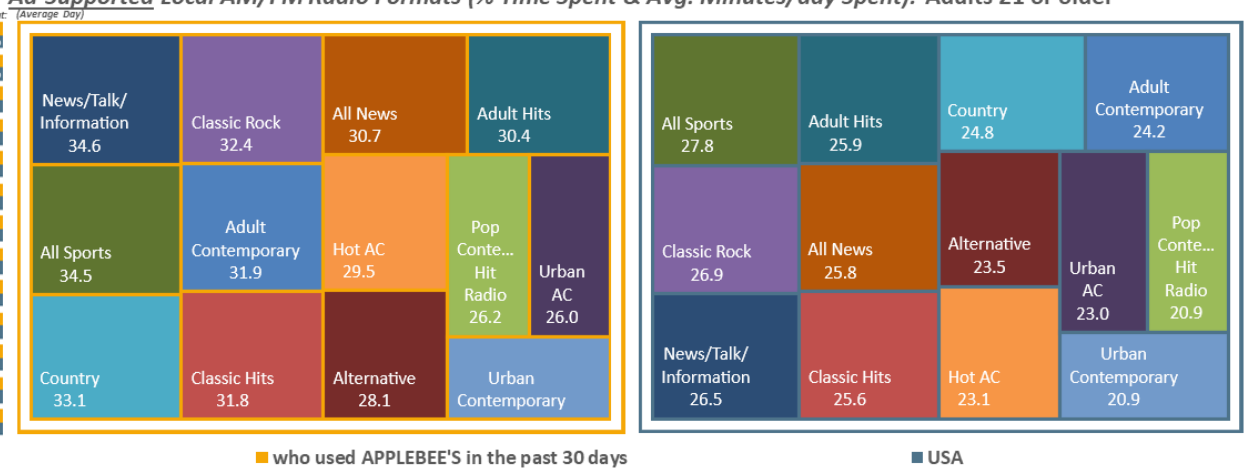
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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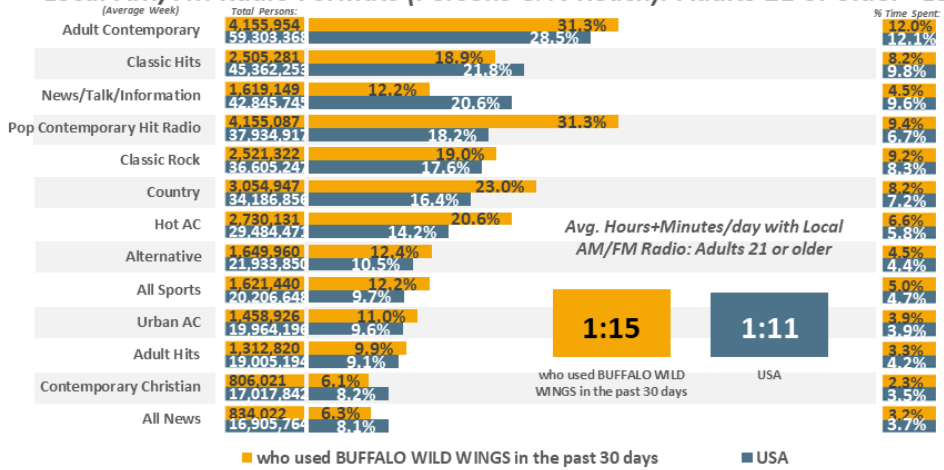
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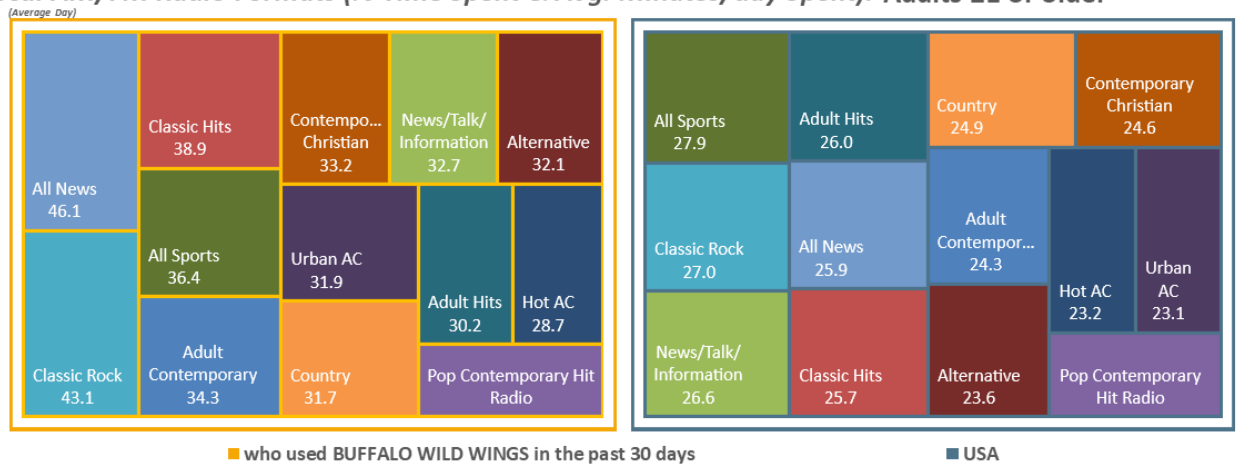
Sit-down restaurants used past 30 days: Applebee's

12,460,151 or 83.8% of Adults 21 or older who used BUFFALO WILD WINGS in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Hot AC, and Classic Rock.

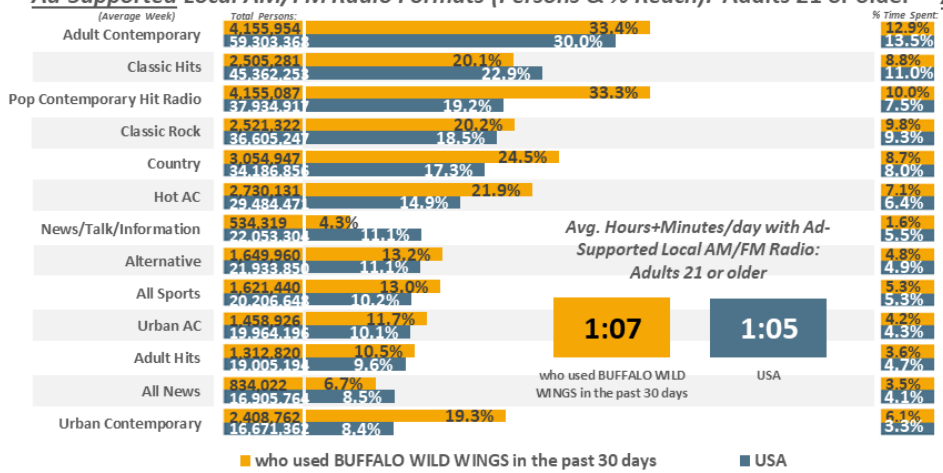
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



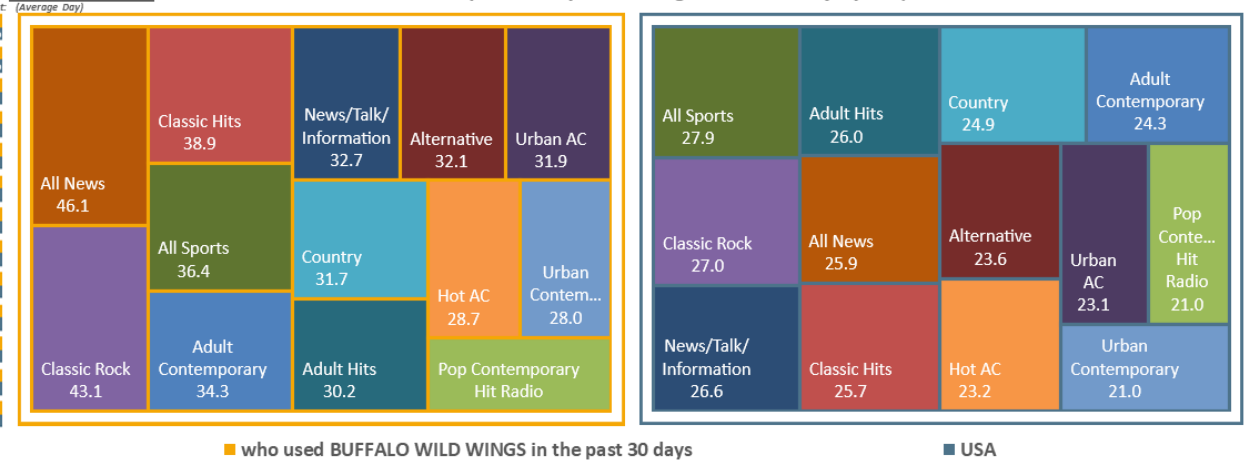
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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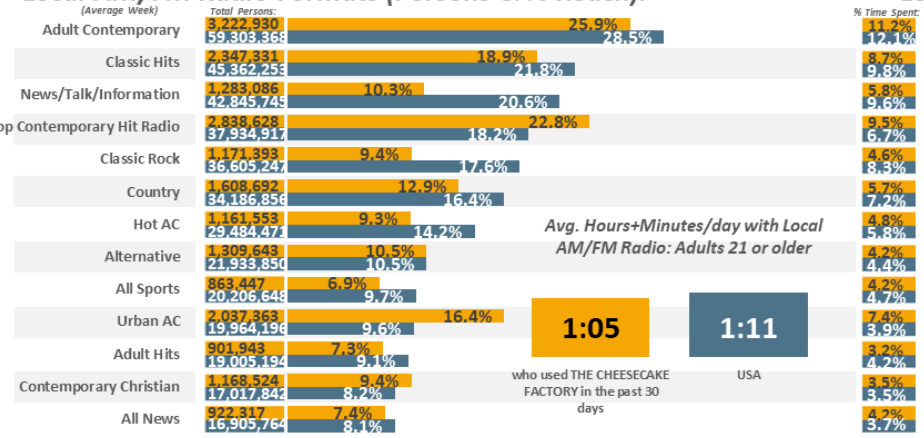
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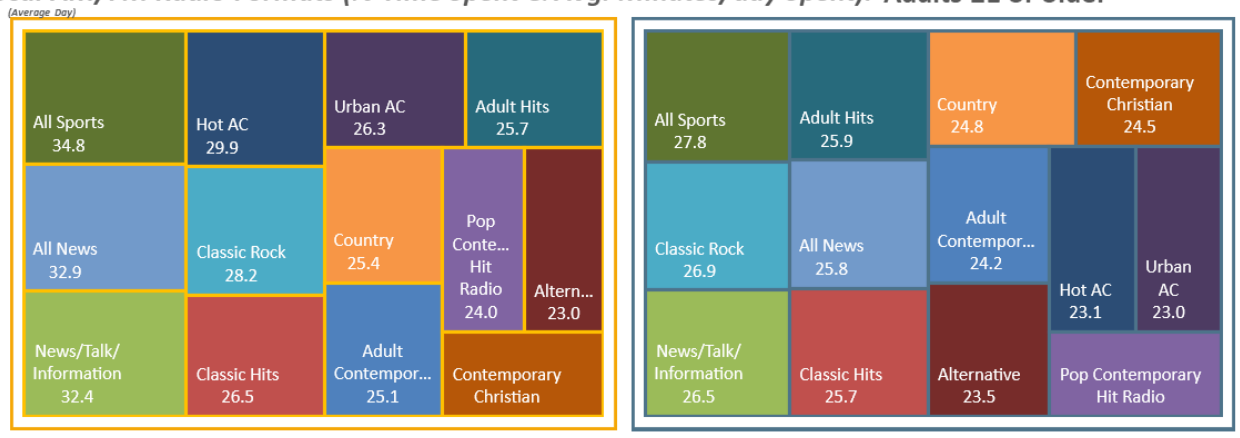
Sit-down restaurants used past 30 days: Buffalo Wild Wings

11,482,378 or 86.1% of Adults 21 or older who used THE CHEESECAKE FACTORY in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Urban AC, and Urban Contemporary.

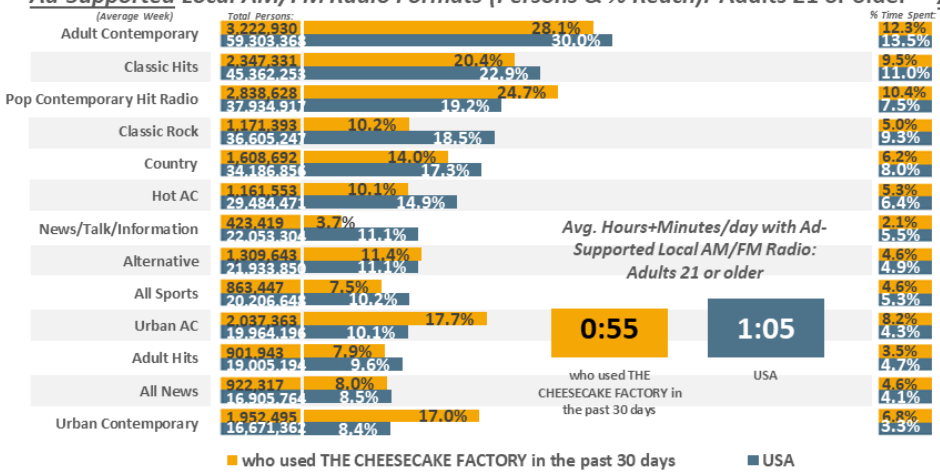
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



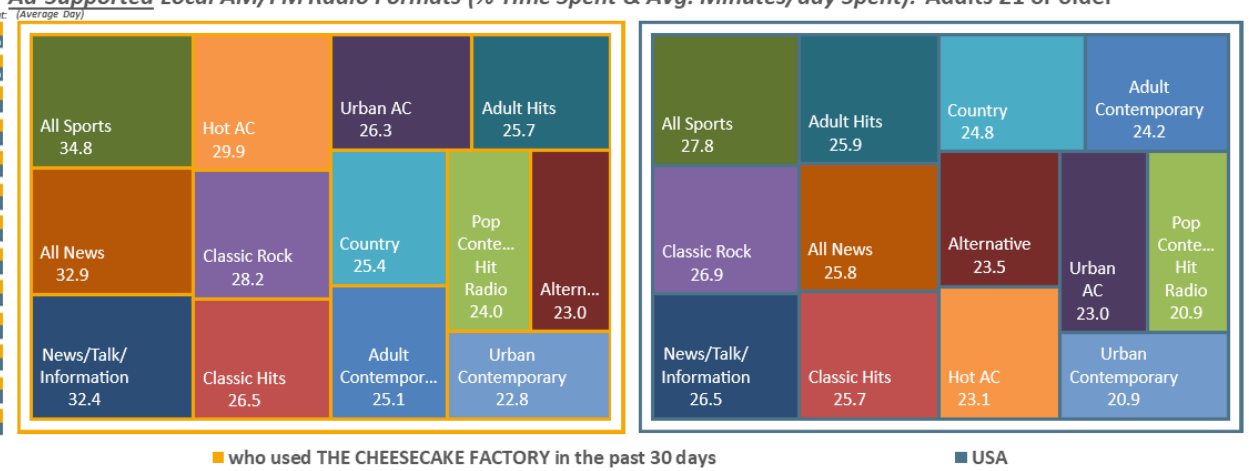
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 470

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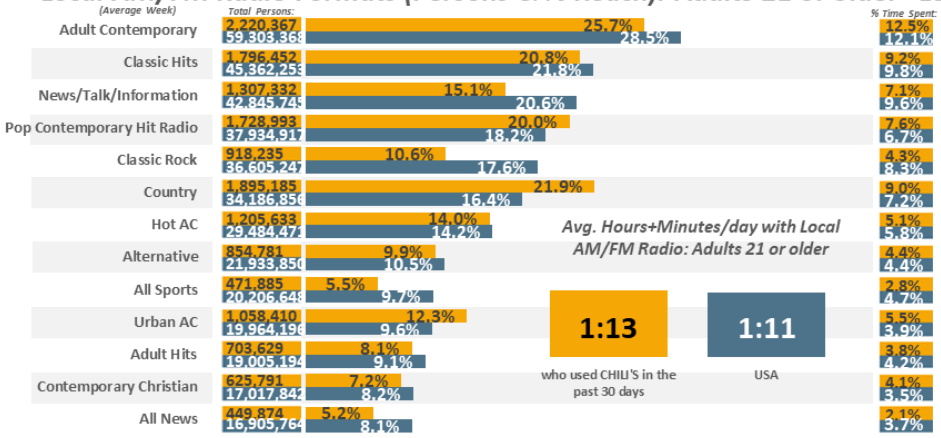
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,384

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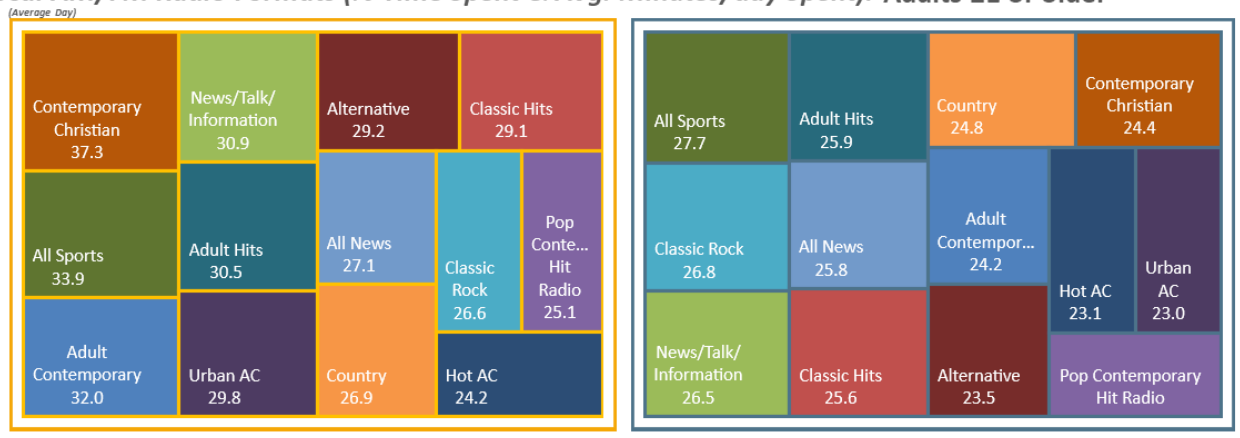
Sit-down restaurants used past 30 days: The Cheesecake Factory

8,024,735 or 84.7% of Adults 21 or older who used CHILI'S in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Hits, Pop Contemporary Hit Radio, and Urban Contemporary.

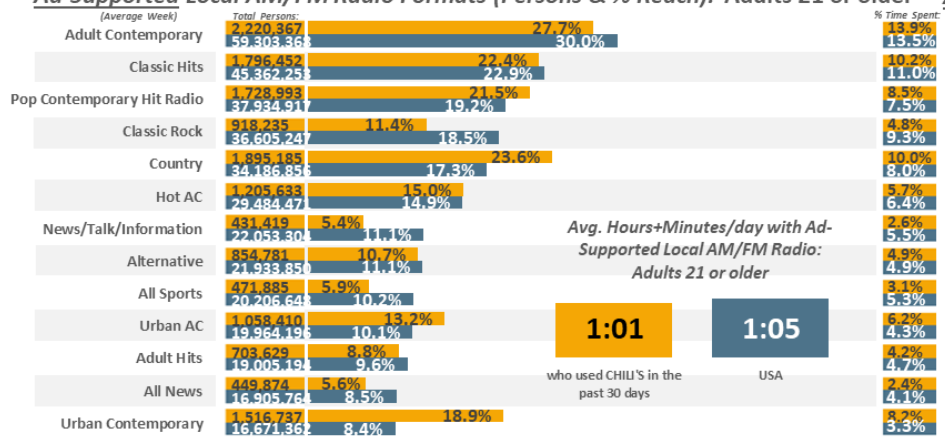
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



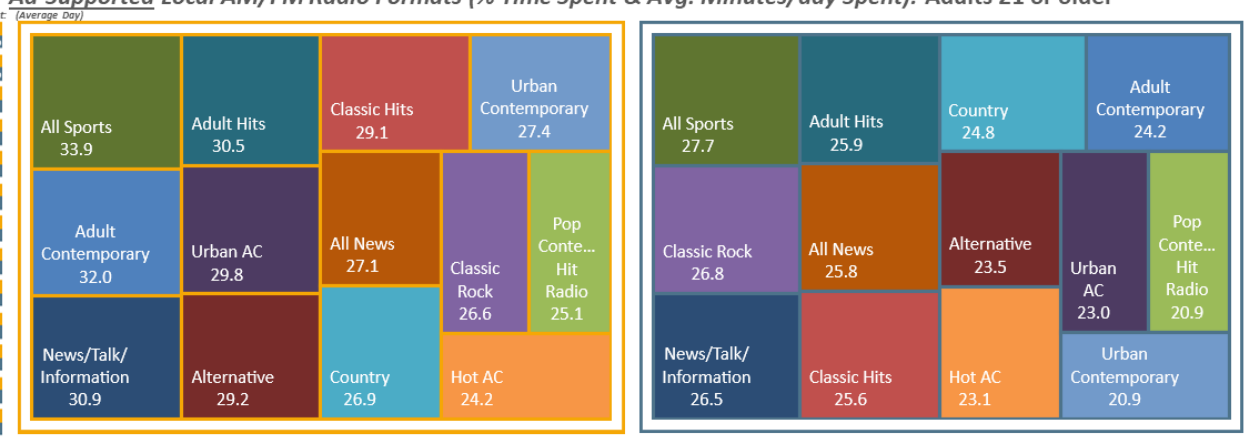
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 302

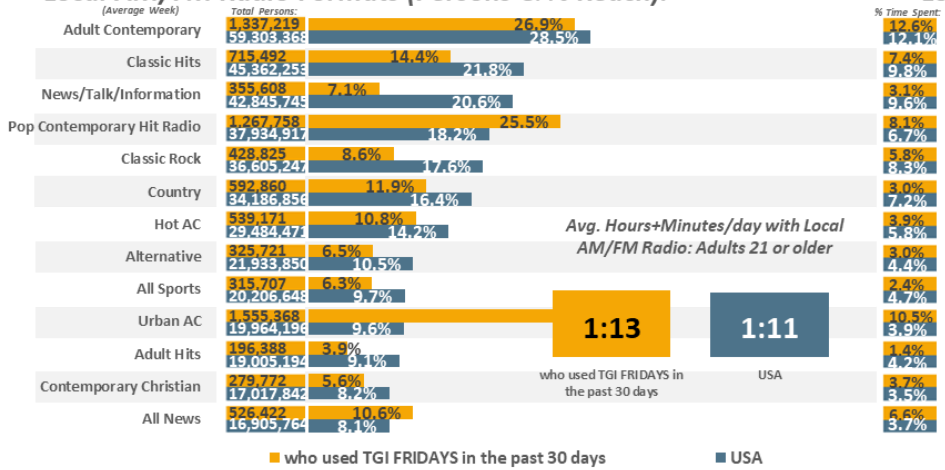
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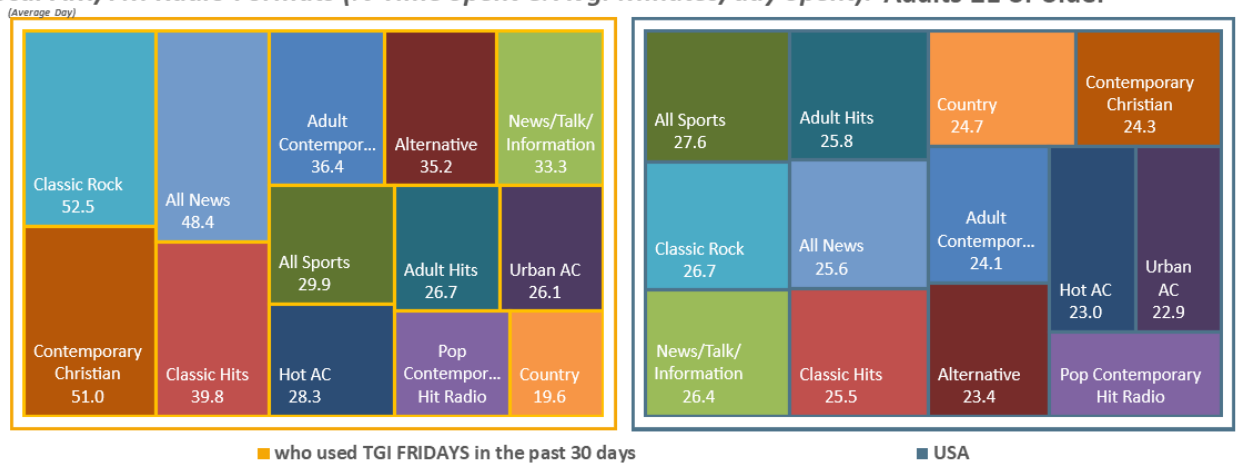
Sit-down restaurants used past 30 days: Chili's

4,586,954 or 86.2% of Adults 21 or older who used TGI FRIDAYS in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Urban Contemporary, Urban AC, Adult Contemporary, Pop Contemporary Hit Radio, and Spanish Contemporary.

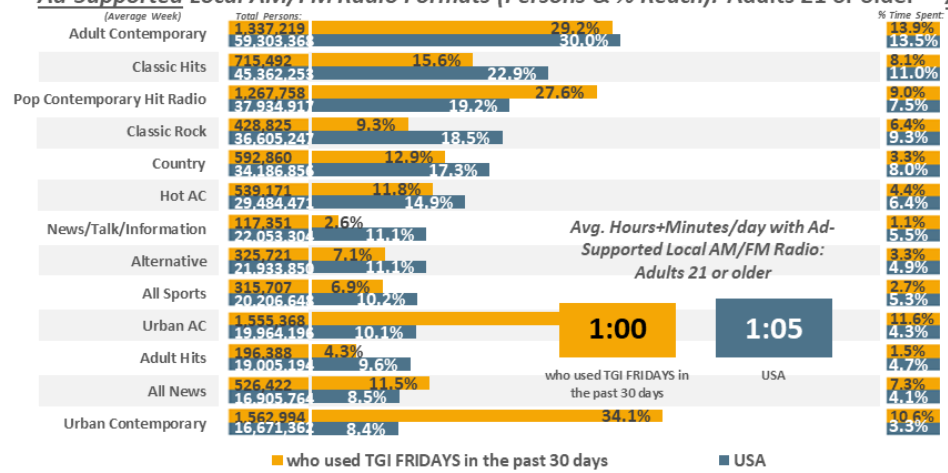
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



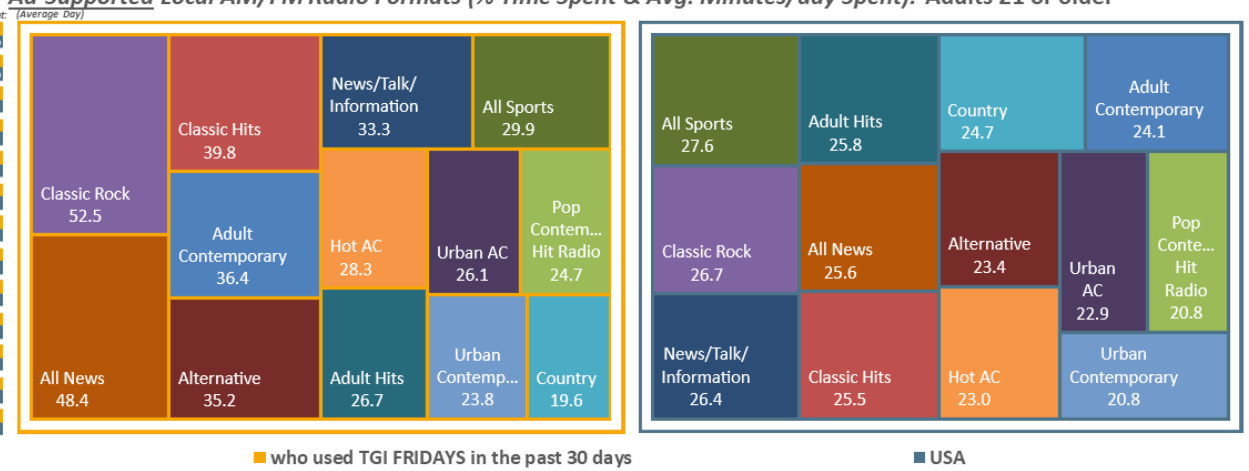
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 177

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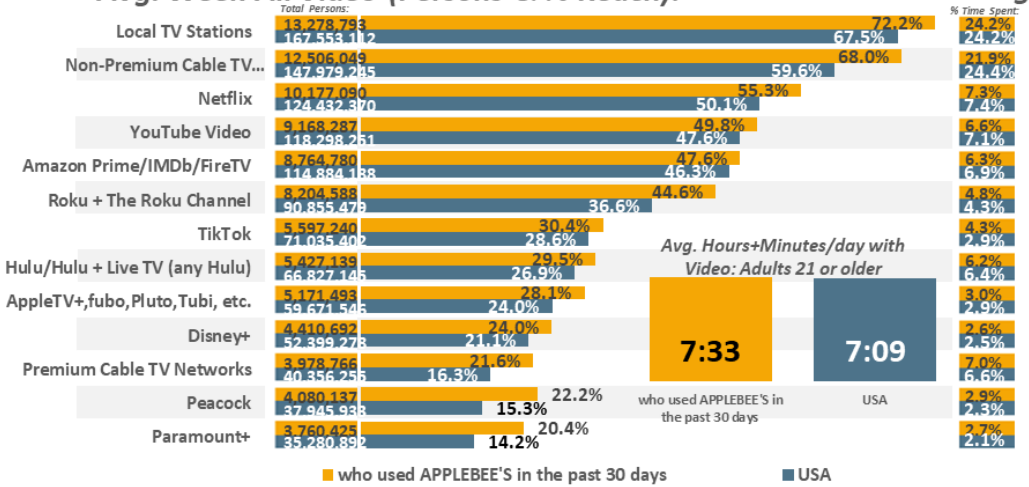
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,384

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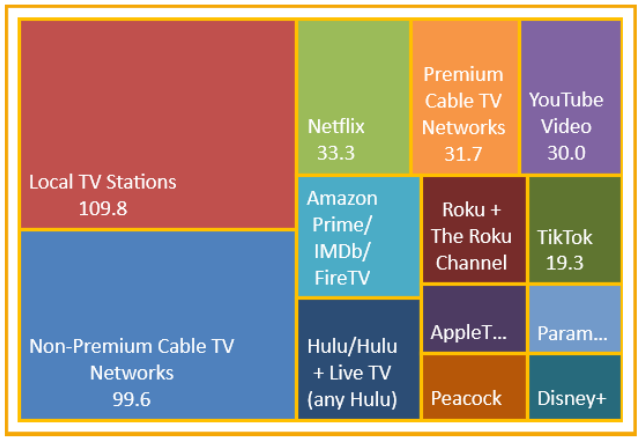
Sit-down restaurants used past 30 days: TGI Fridays

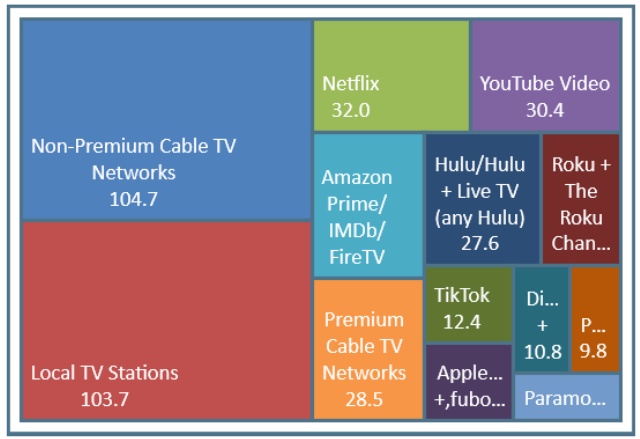
12,961,888 or 70.4% of Adults 21 or older who used APPLEBEE'S in the past 30 days watch Ad-Supported Local TV Stations for an average of 102.9 minutes every day representing 30.6% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 21 or older

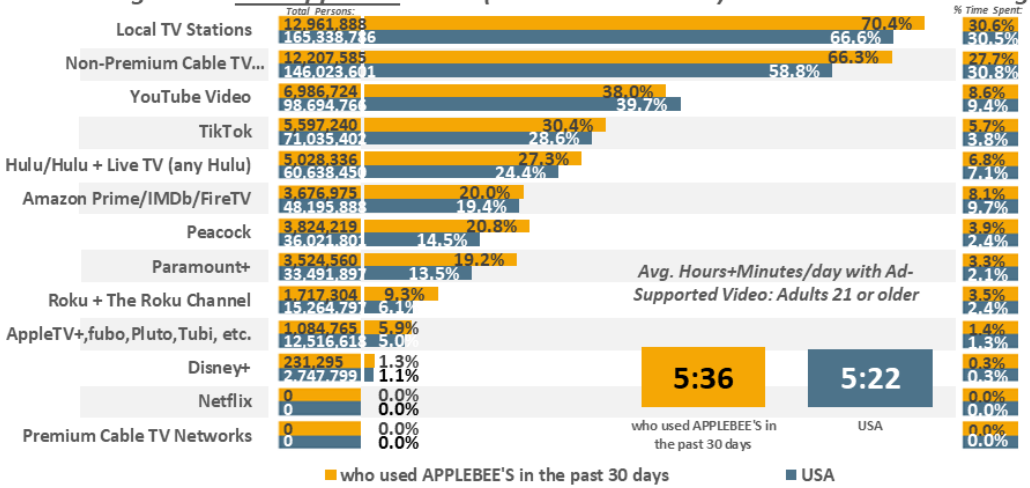


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

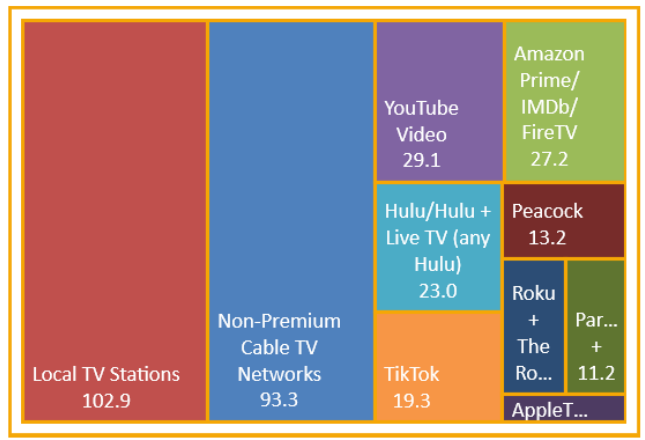


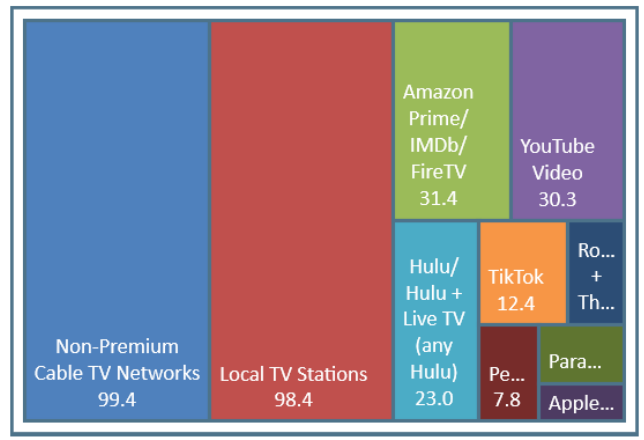


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 669

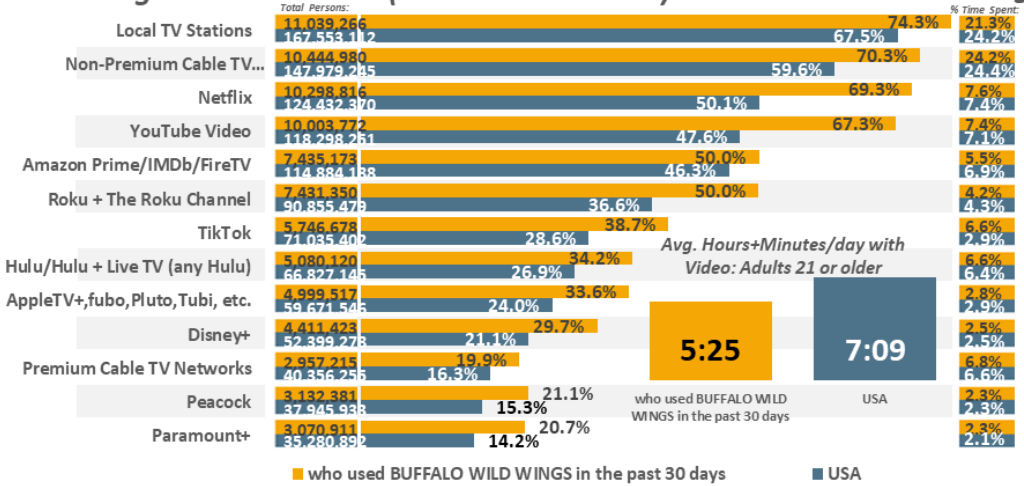
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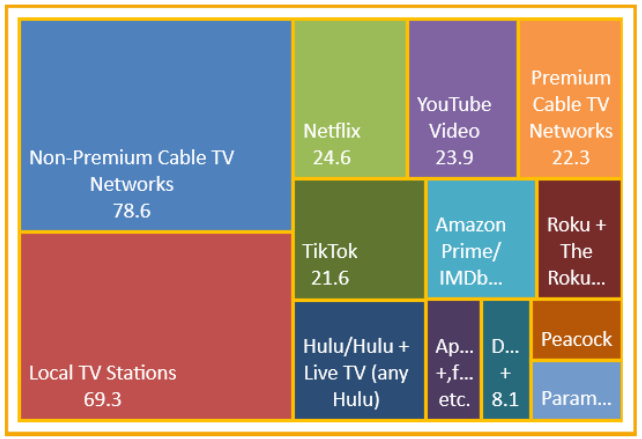
Sit-down restaurants used past 30 days: Applebee's

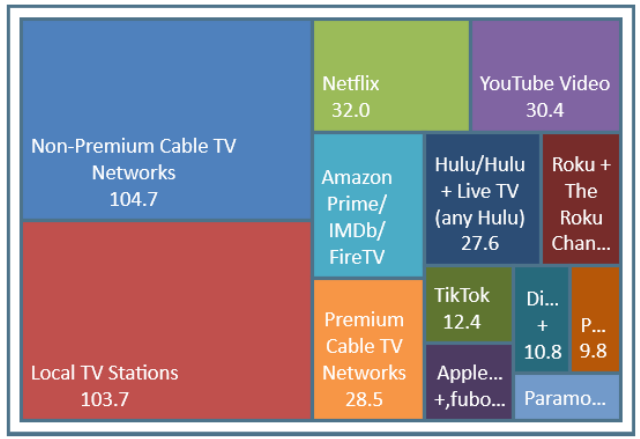
10,787,831 or 72.6% of Adults 21 or older who used BUFFALO WILD WINGS in the past 30 days watch Ad-Supported Local TV Stations for an average of 64.5 minutes every day representing 26.7% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 21 or older

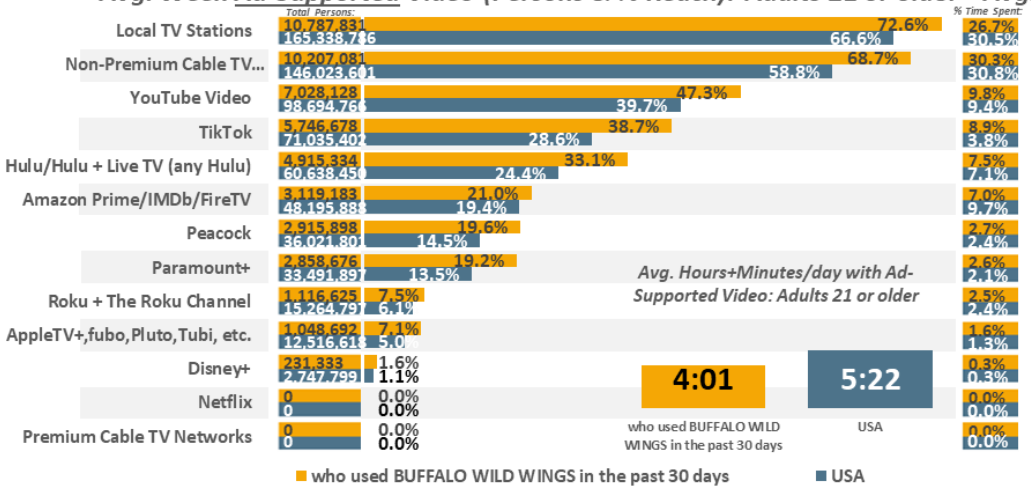


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

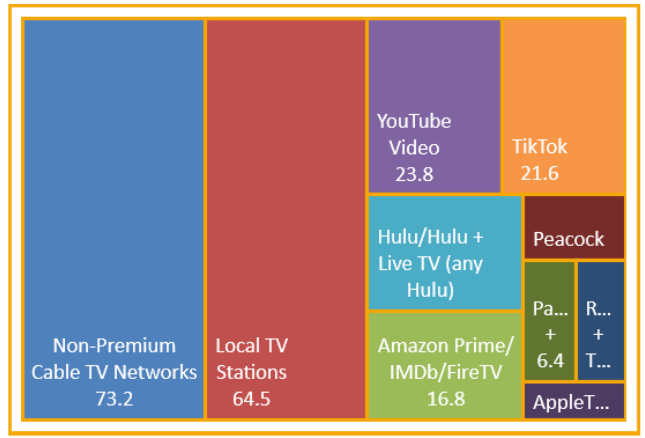


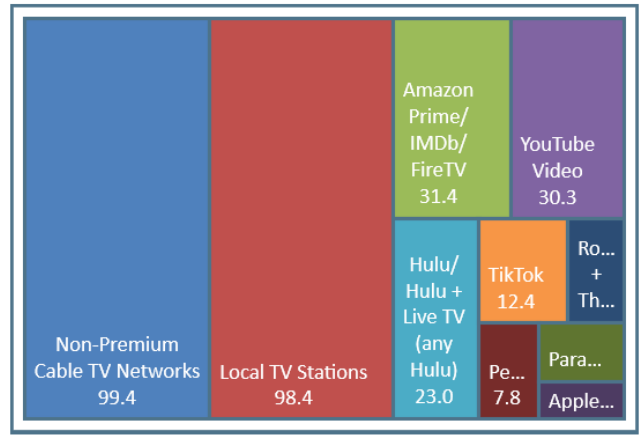


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 429

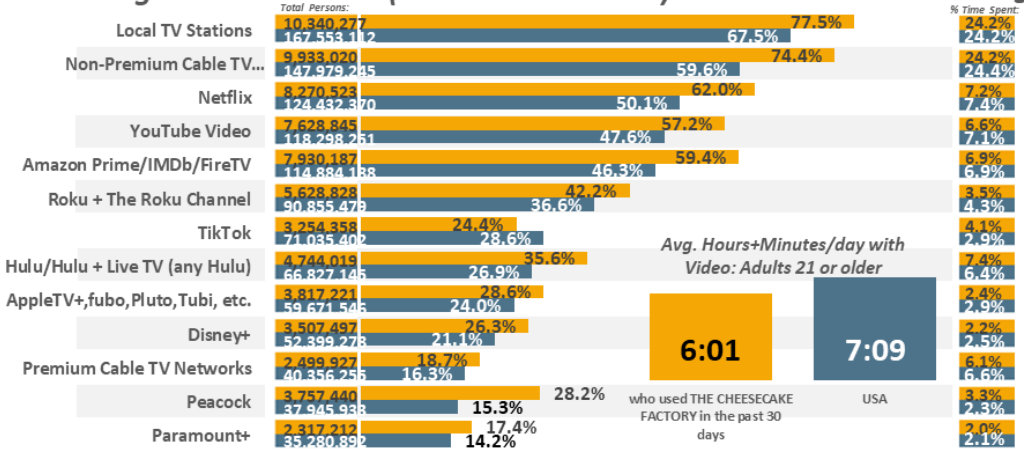
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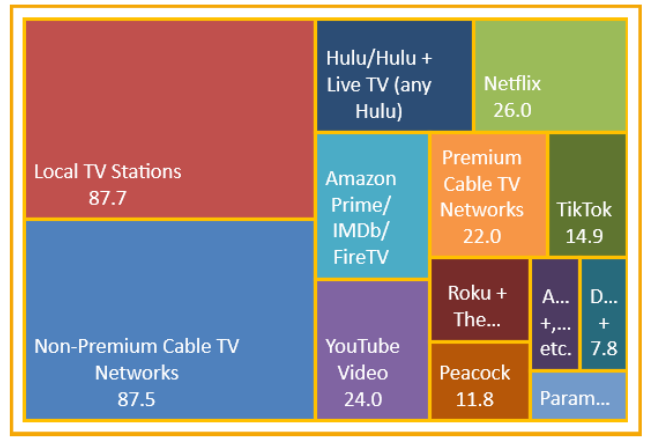
Sit-down restaurants used past 30 days: Buffalo Wild Wings

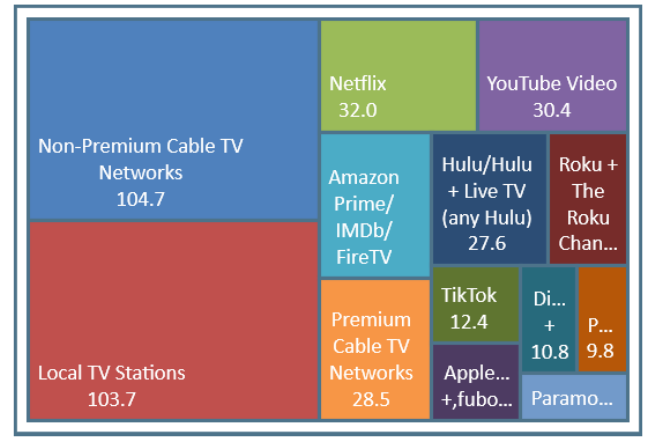
10,077,107 or 75.5% of Adults 21 or older who used THE CHEESECAKE FACTORY in the past 30 days watch Ad-Supported Local TV Stations for an average of 77.8 minutes every day representing 28.5% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 21 or older

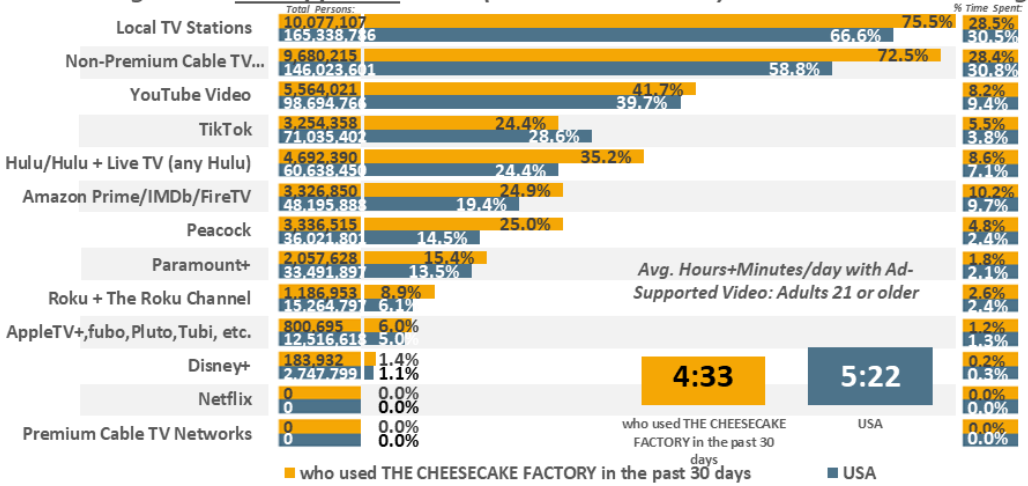


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

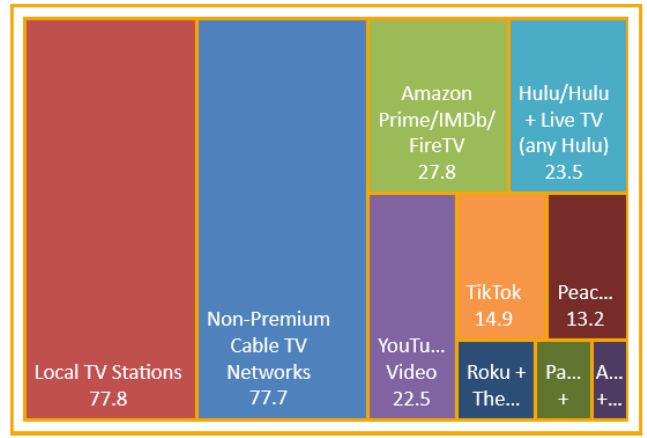


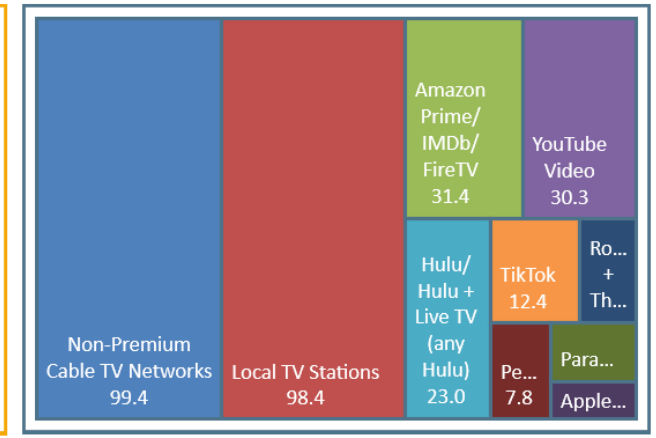


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 470

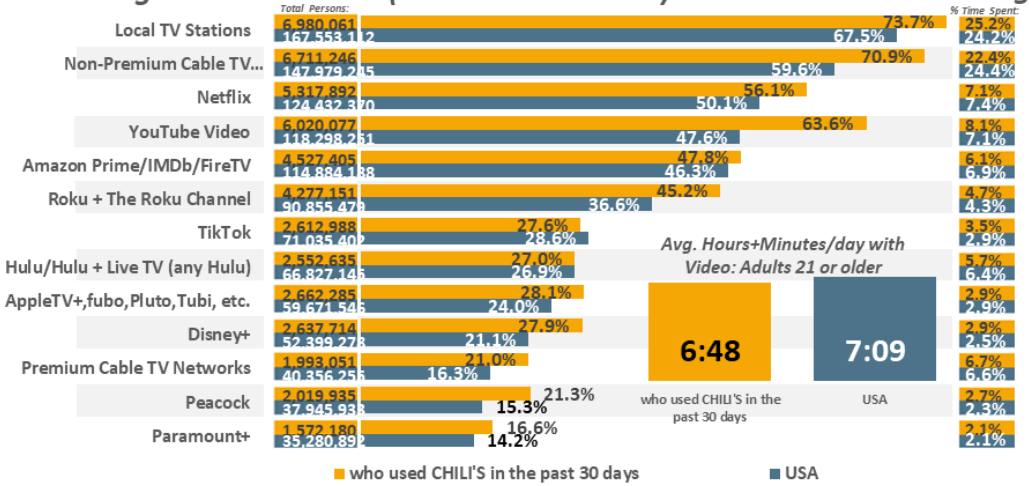
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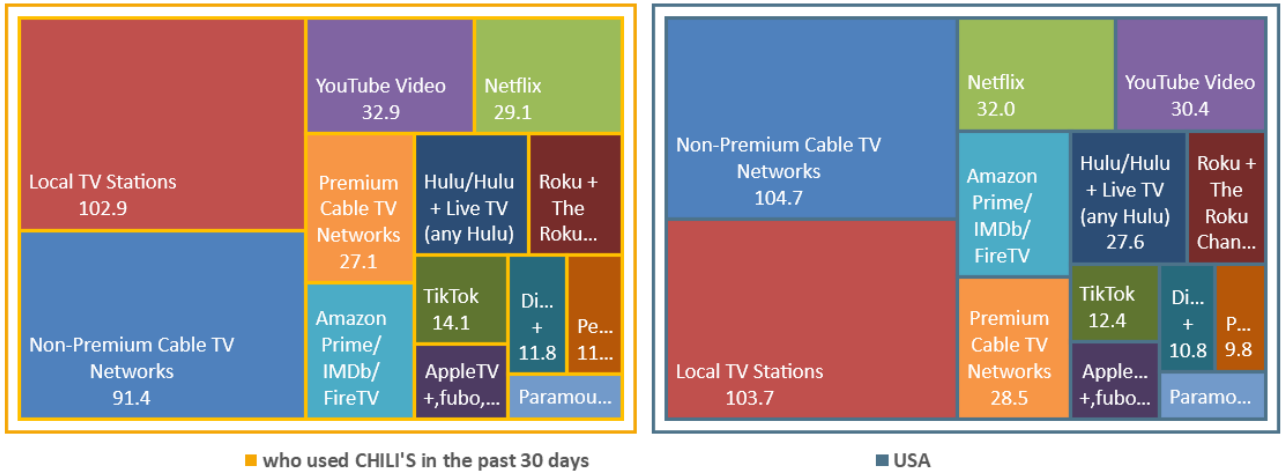
Sit-down restaurants used past 30 days: The Cheesecake Factory

6,735,839 or 71.1% of Adults 21 or older who used CHILI'S in the past 30 days watch Ad-Supported Local TV Stations for an average of 95.5 minutes every day representing 31.3% of all time spent daily with Ad-Supported Video.

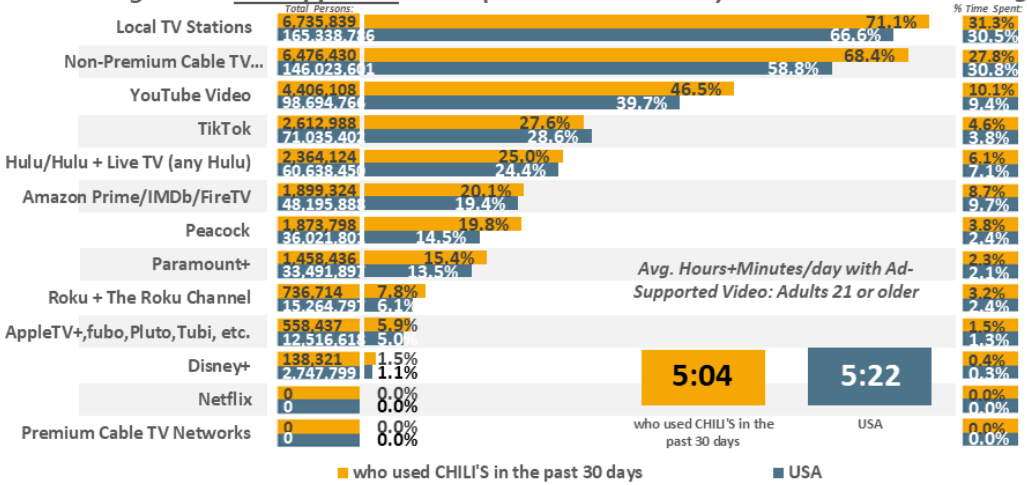
Avg. Week All Video (Persons & % Reach): Adults 21 or older



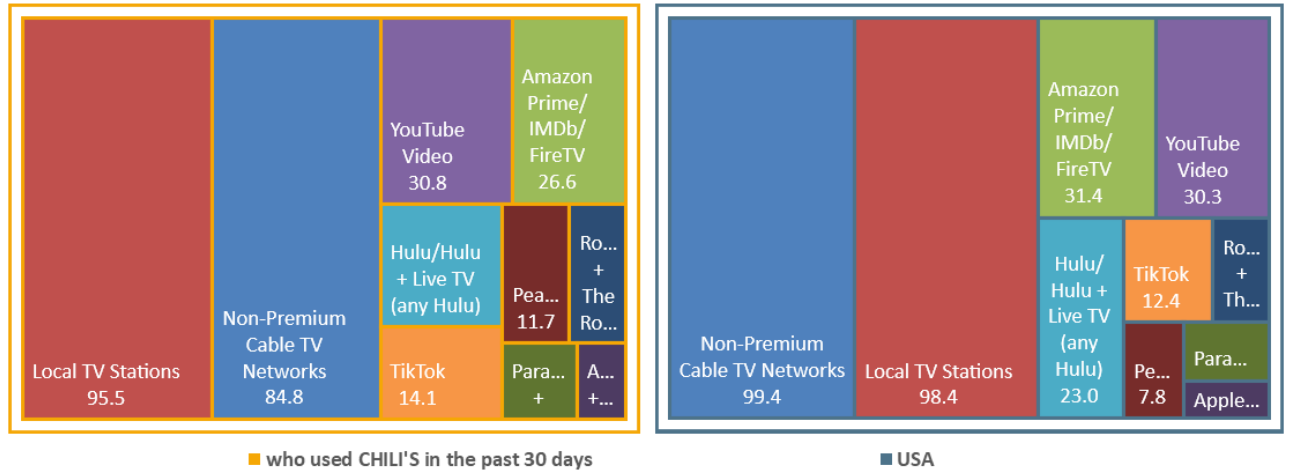
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 302

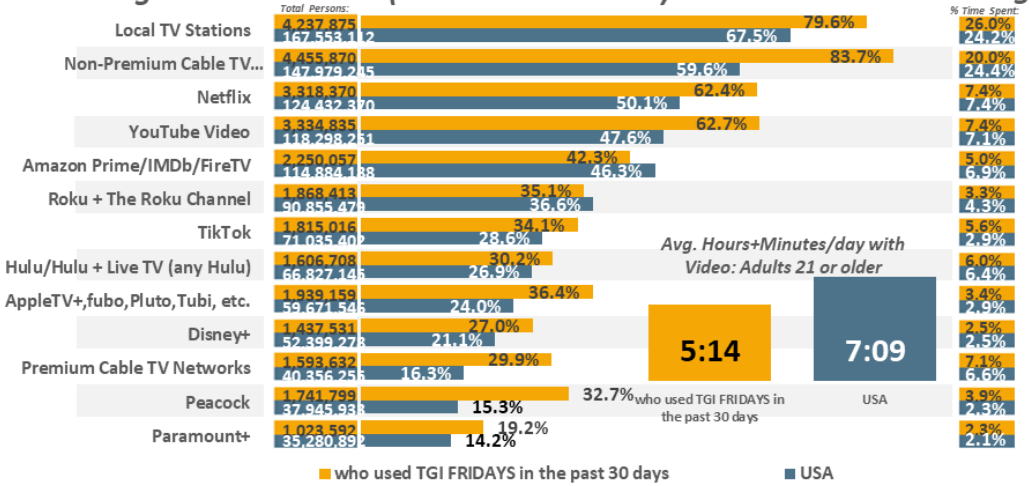
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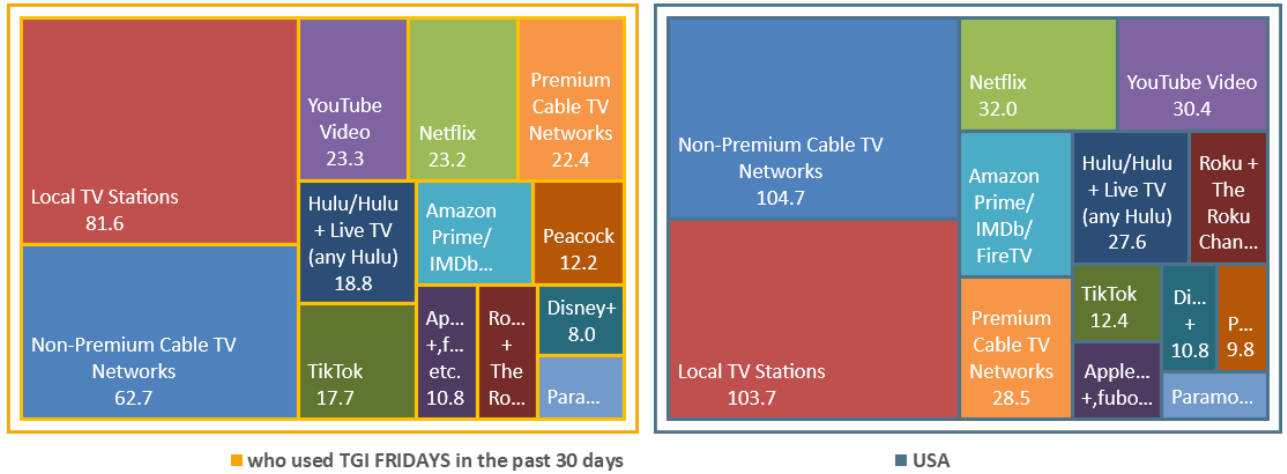
Sit-down restaurants used past 30 days: Chili's

4,108,766 or 77.2% of Adults 21 or older who used TGI FRIDAYS in the past 30 days watch Ad-Supported Local TV Stations for an average of 73.2 minutes every day representing 30.8% of all time spent daily with Ad-Supported Video.

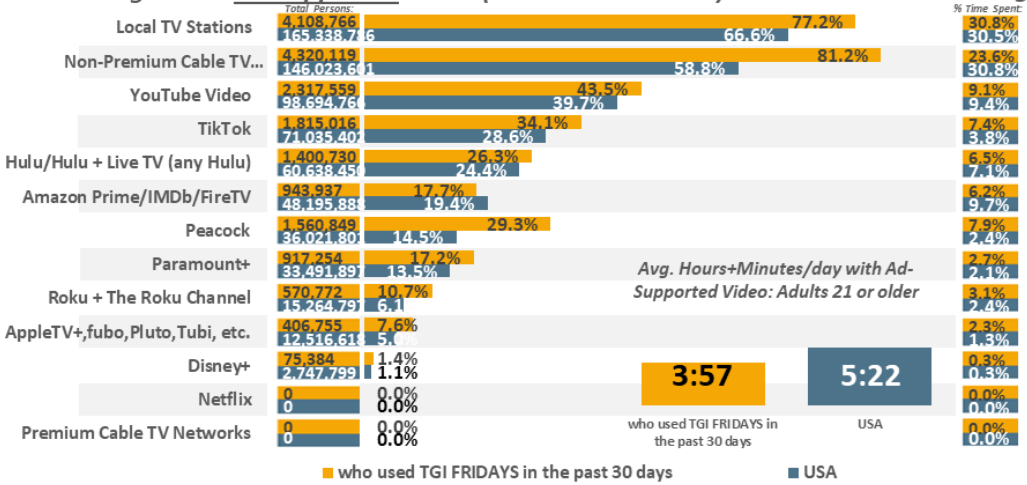
Avg. Week All Video (Persons & % Reach): Adults 21 or older



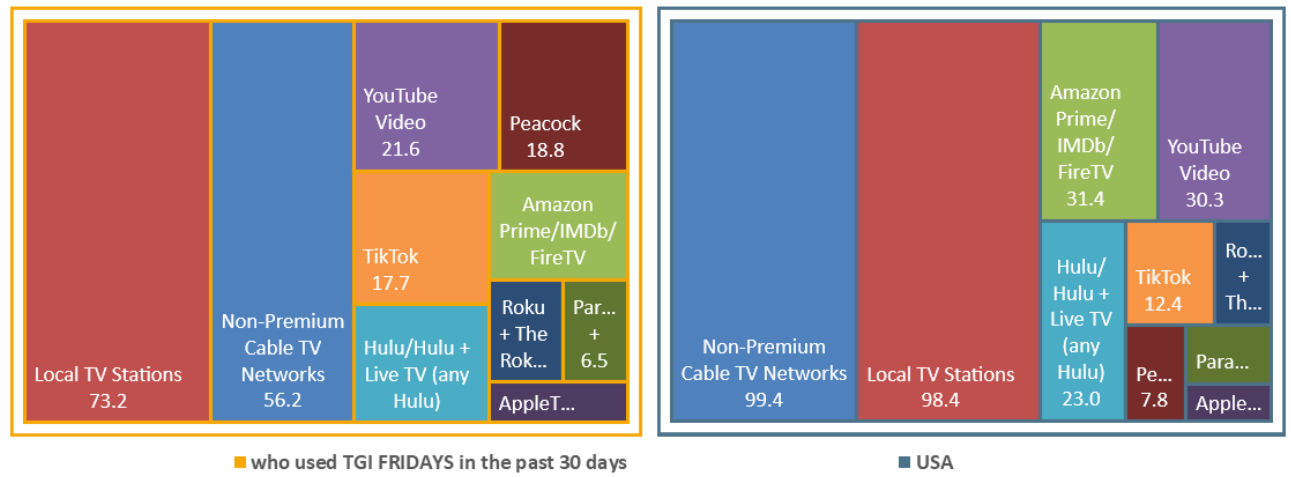
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 177

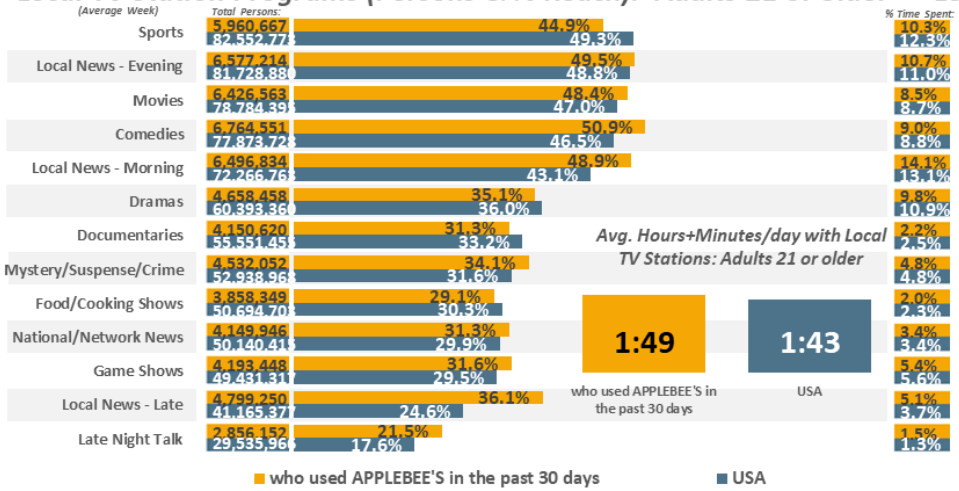
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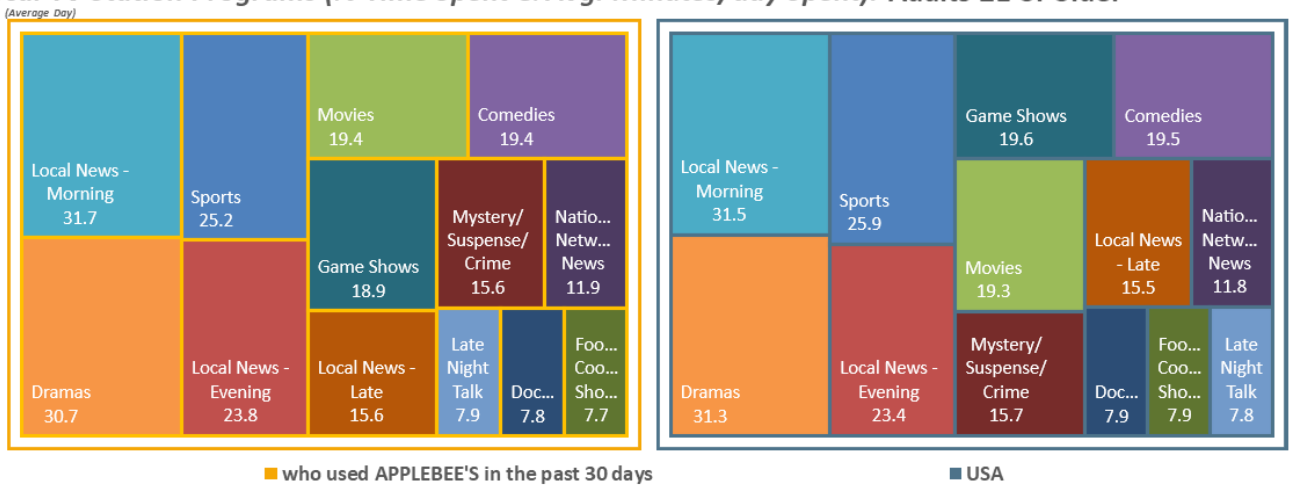
Sit-down restaurants used past 30 days: TGI Fridays

12,961,888 or 70.4% of Adults 21 or older who used APPLEBEE'S in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Local News - Evening, Movies, Comedies, Sports, and Local News - Late.

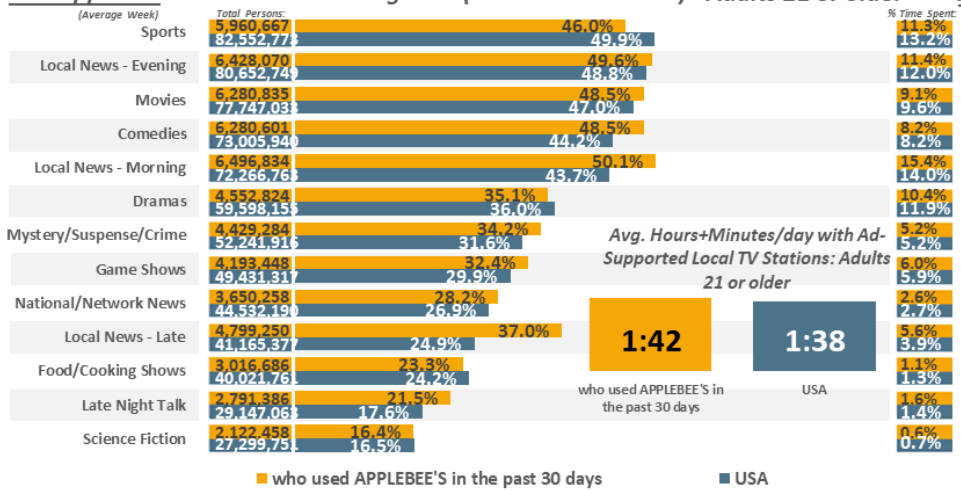
Local TV Station Programs (Persons & % Reach): Adults 21 or older



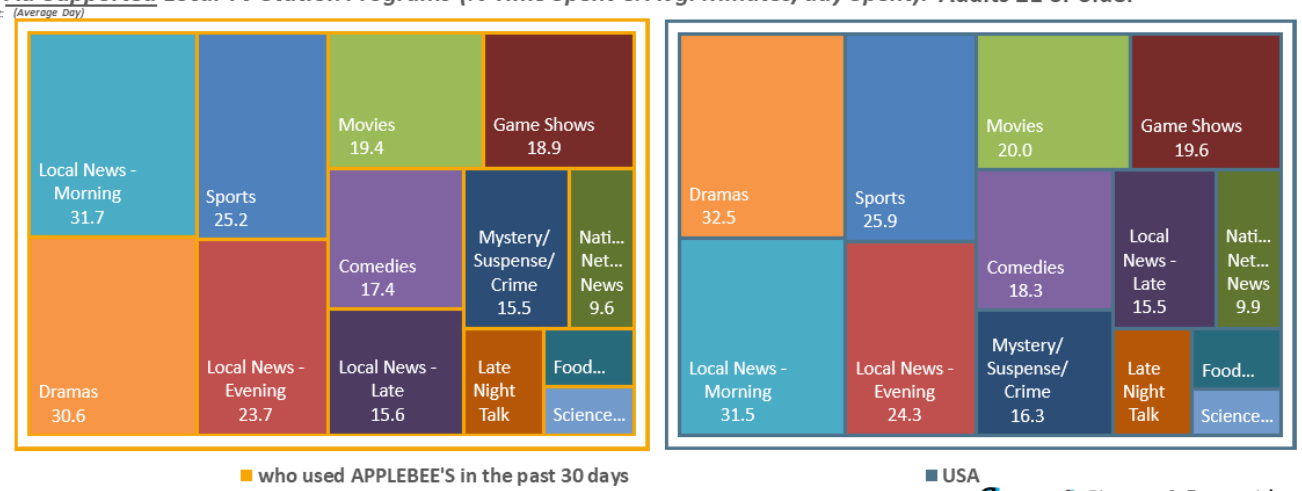
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 21 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 669

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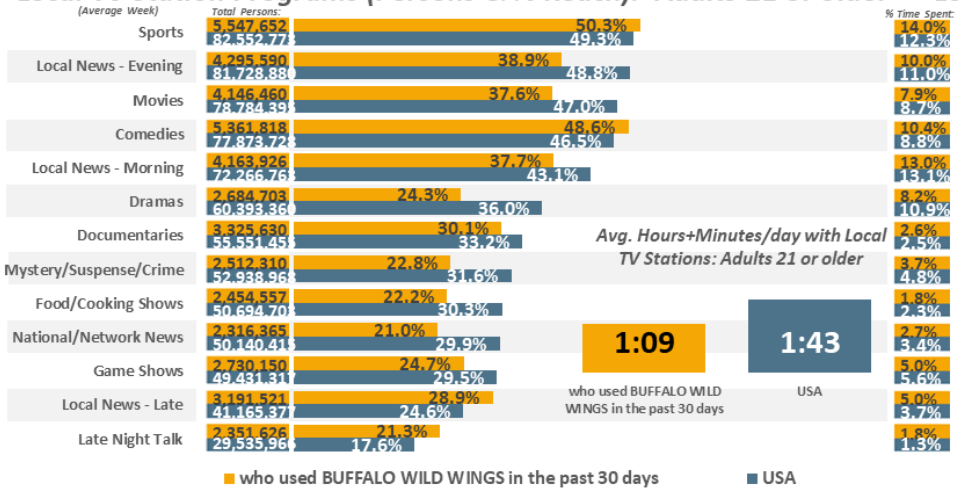
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,384

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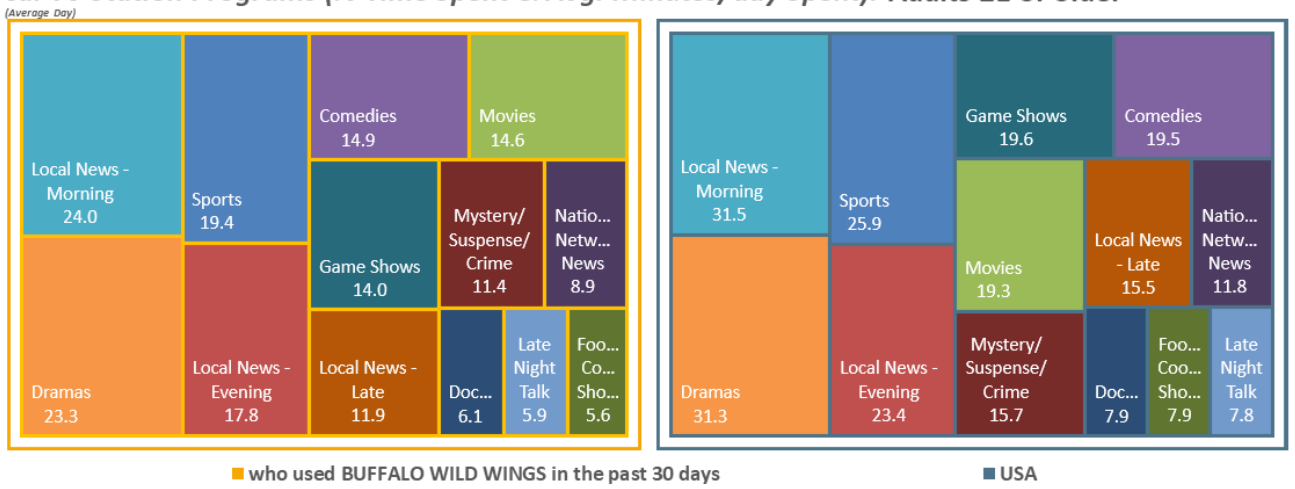
Sit-down restaurants used past 30 days: Applebee's

10,787,831 or 72.6% of Adults 21 or older who used BUFFALO WILD WINGS in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Movies, and Local News - Late.

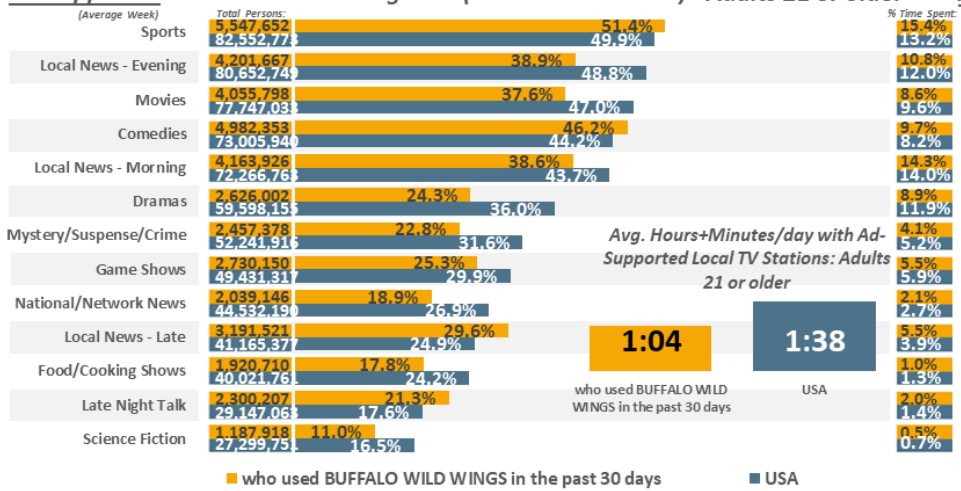
Local TV Station Programs (Persons & % Reach): Adults 21 or older



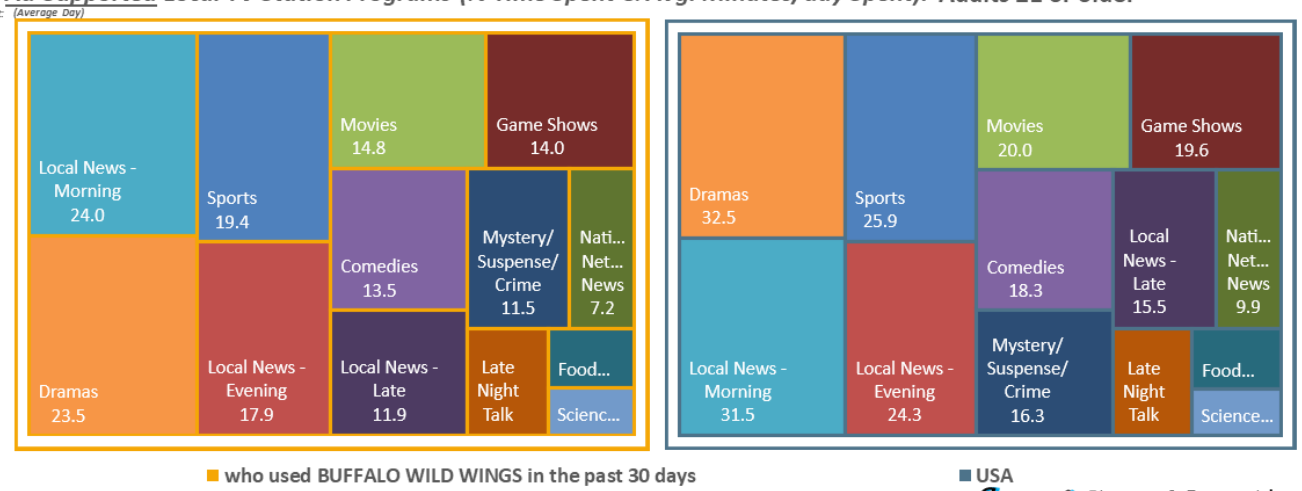
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 21 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 429

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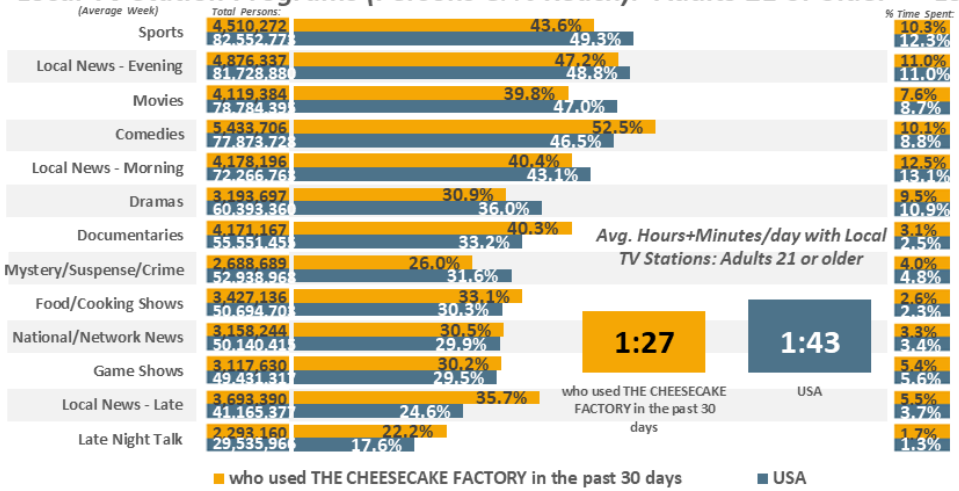
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,384

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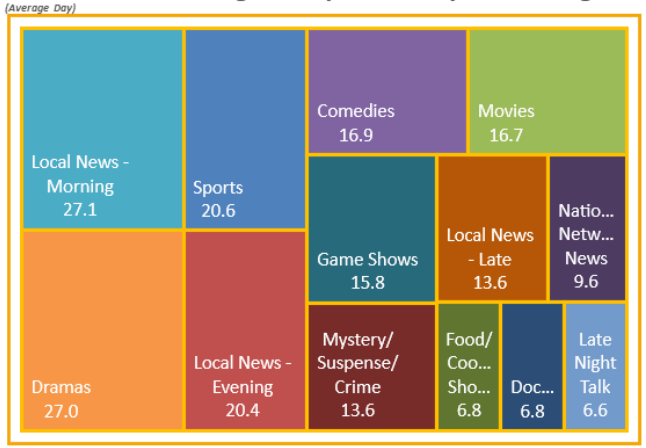
Sit-down restaurants used past 30 days: Buffalo Wild Wings

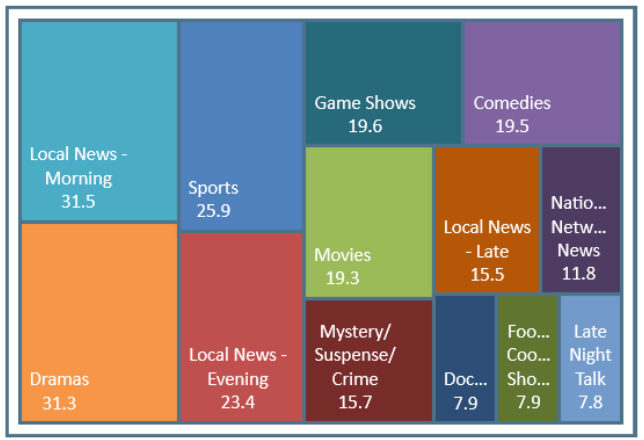
10,077,107 or 75.5% of Adults 21 or older who used THE CHEESECAKE FACTORY in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Evening, Sports, Local News - Morning, Movies, and Local News - Late.

Local TV Station Programs (Persons & % Reach): Adults 21 or older

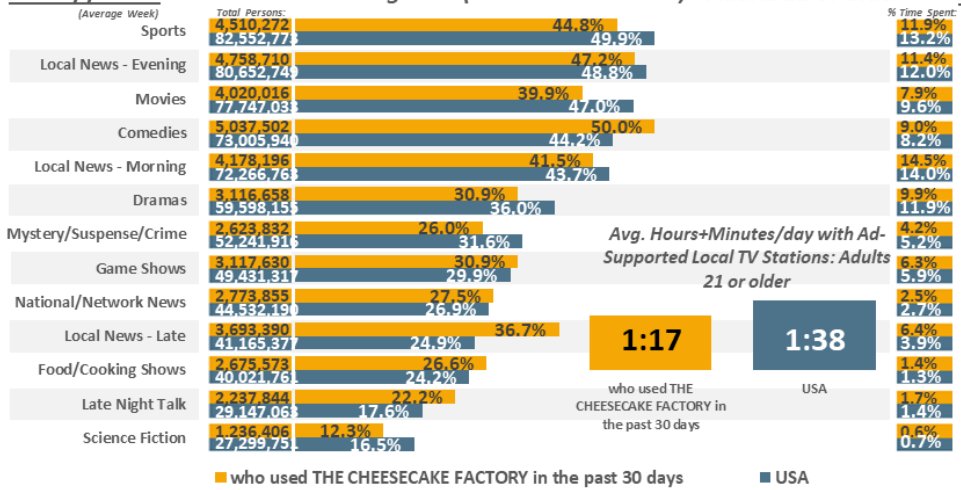


Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

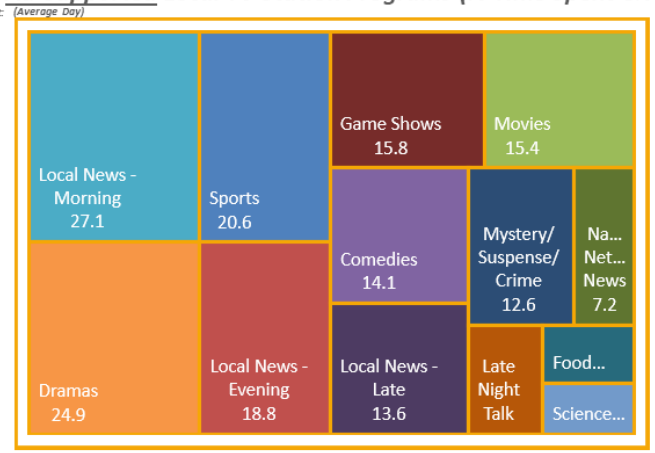


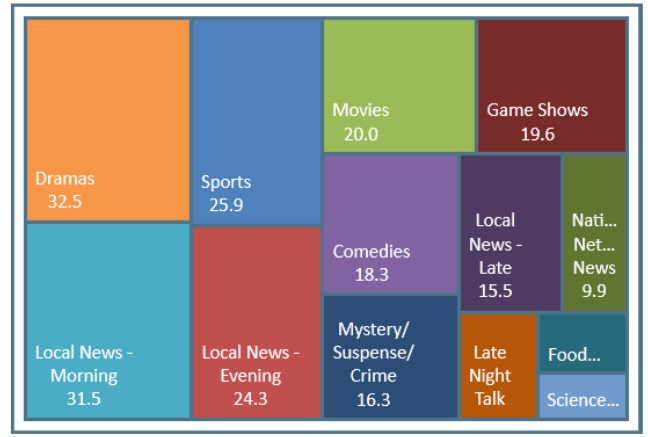


Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 21 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 470

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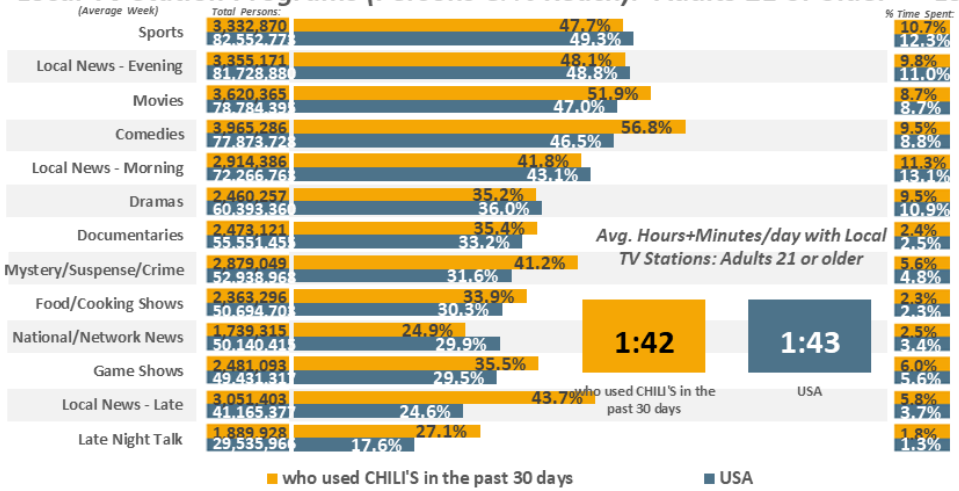
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,384

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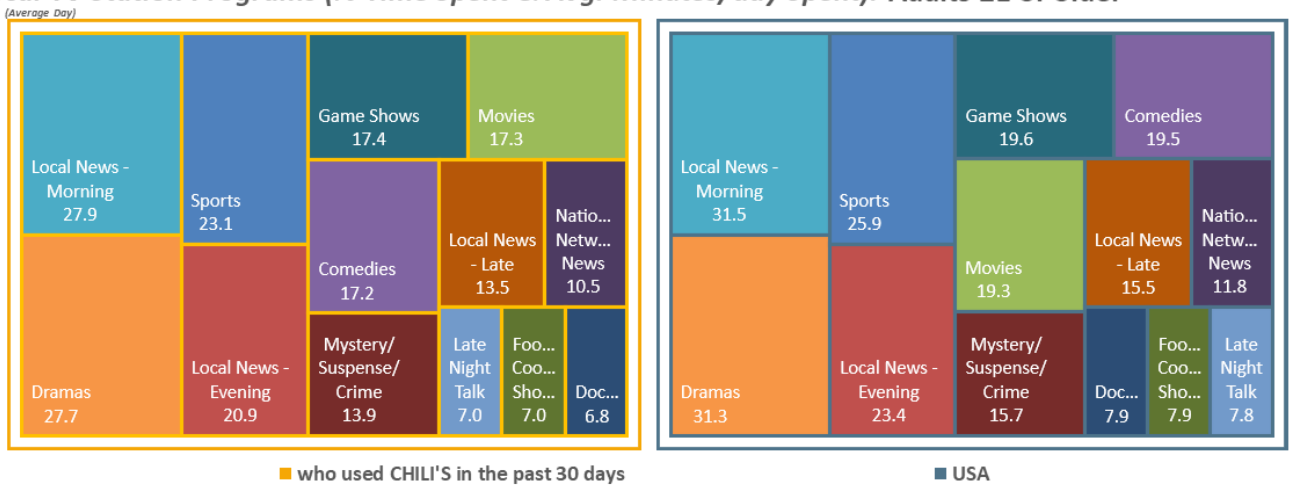
Sit-down restaurants used past 30 days: The Cheesecake Factory

6,735,839 or 71.1% of Adults 21 or older who used CHILI'S in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Movies, Sports, Local News - Evening, Local News - Late, and Local News - Morning.

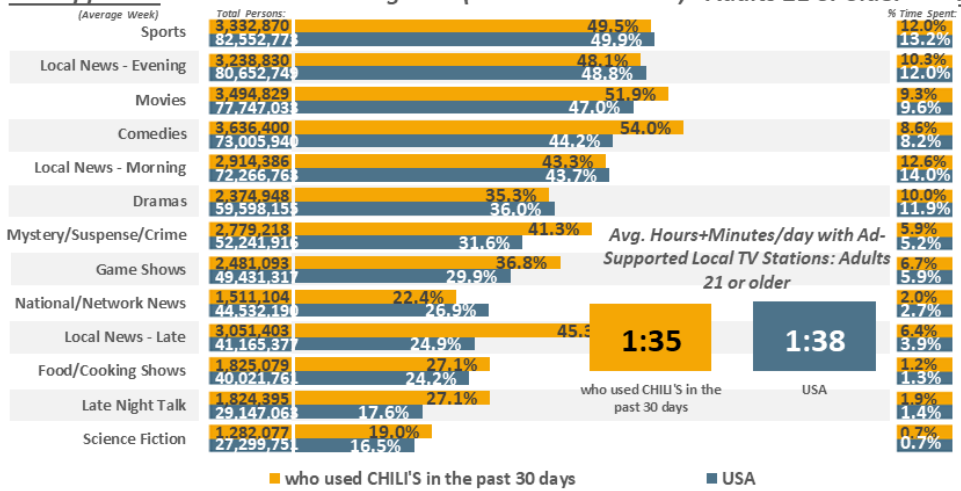
Local TV Station Programs (Persons & % Reach): Adults 21 or older



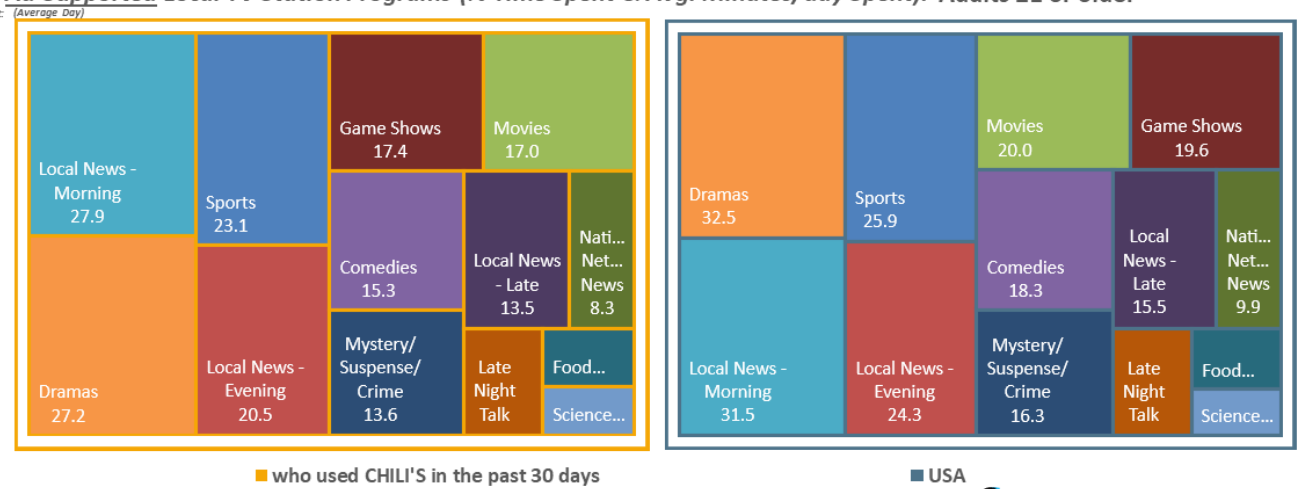
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 21 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 302

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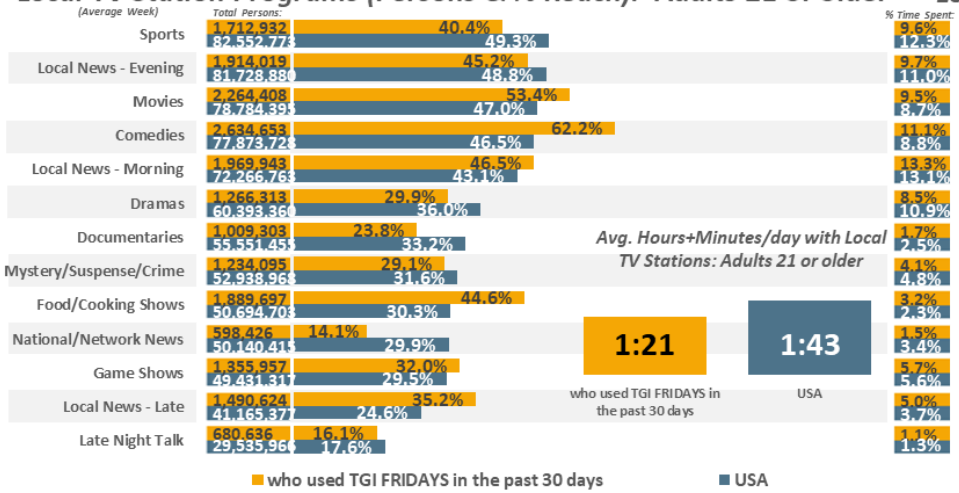
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,384

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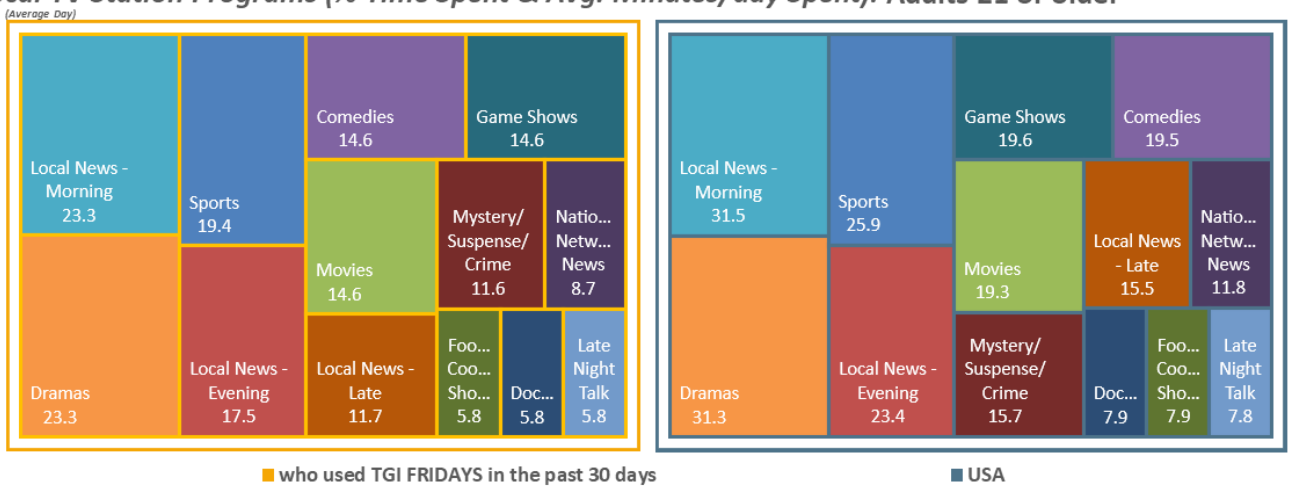
Sit-down restaurants used past 30 days: Chili's

4,108,766 or 77.2% of Adults 21 or older who used TGI FRIDAYS in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Movies, Local News - Morning, Local News - Evening, Sports, and Local News - Late.

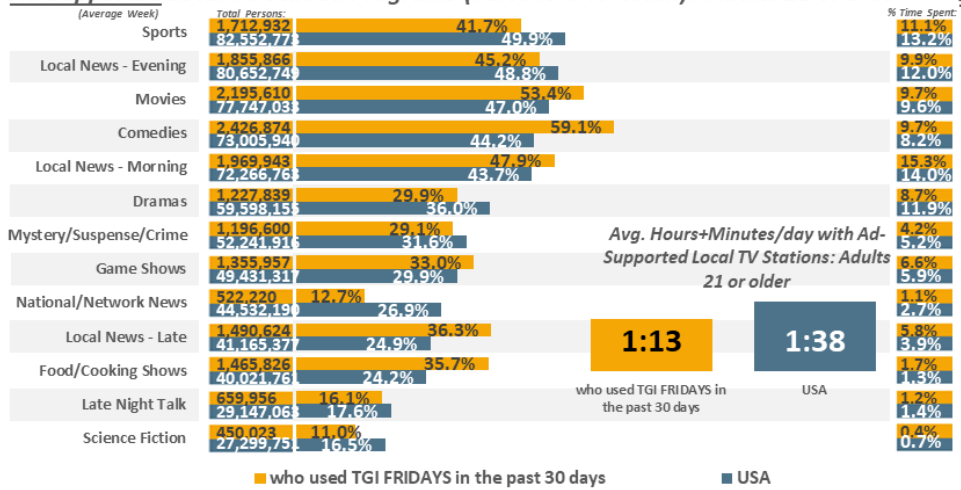
Local TV Station Programs (Persons & % Reach): Adults 21 or older



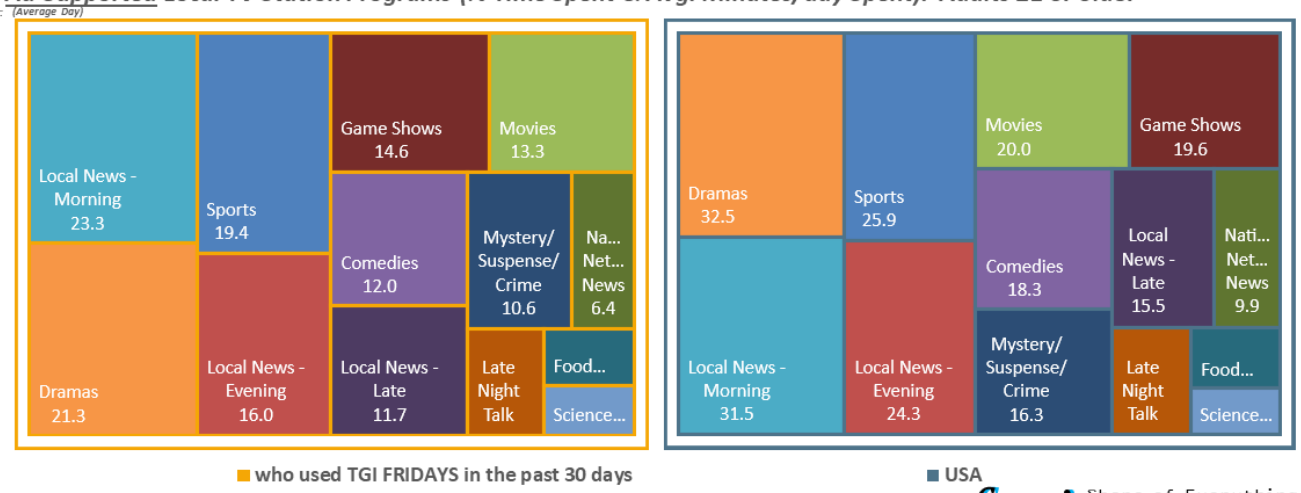
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 21 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 177

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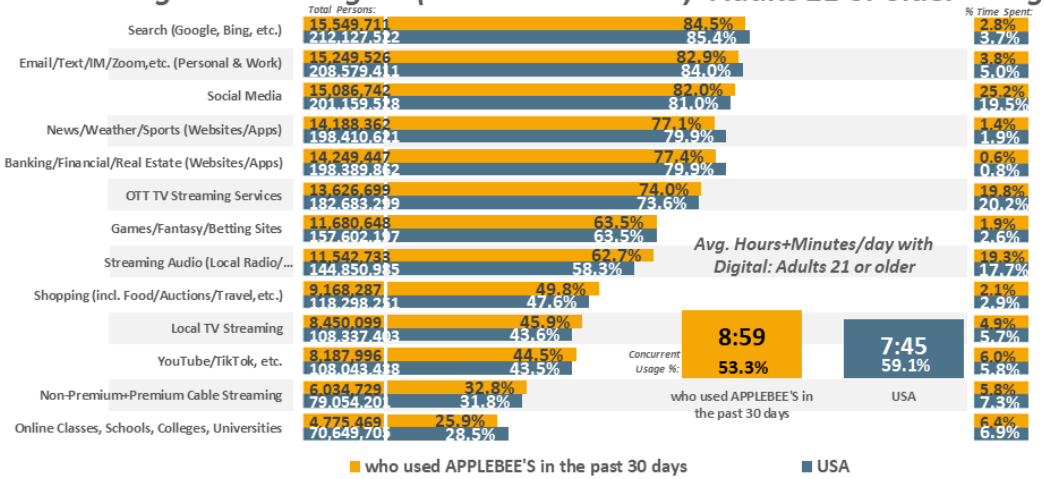
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,384

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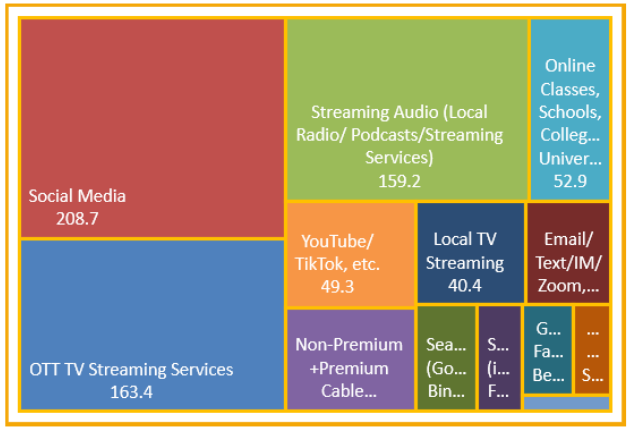
Sit-down restaurants used past 30 days: TGI Fridays

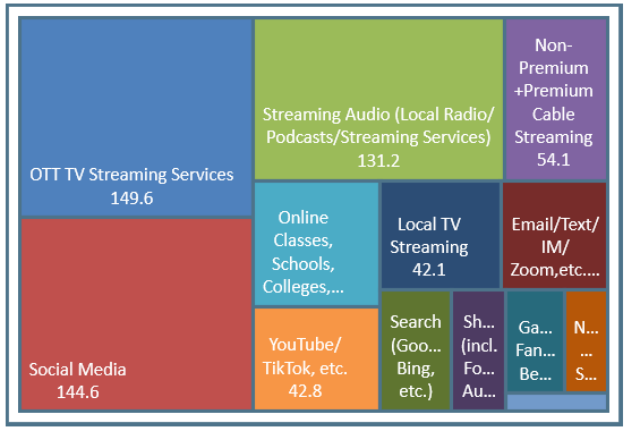
12,979,898 or 70.5% of Adults 21 or older who used APPLEBEE'S in the past 30 days use Ad-Supported Social Media for an average of 192. minutes every day representing 31.5% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 21 or older

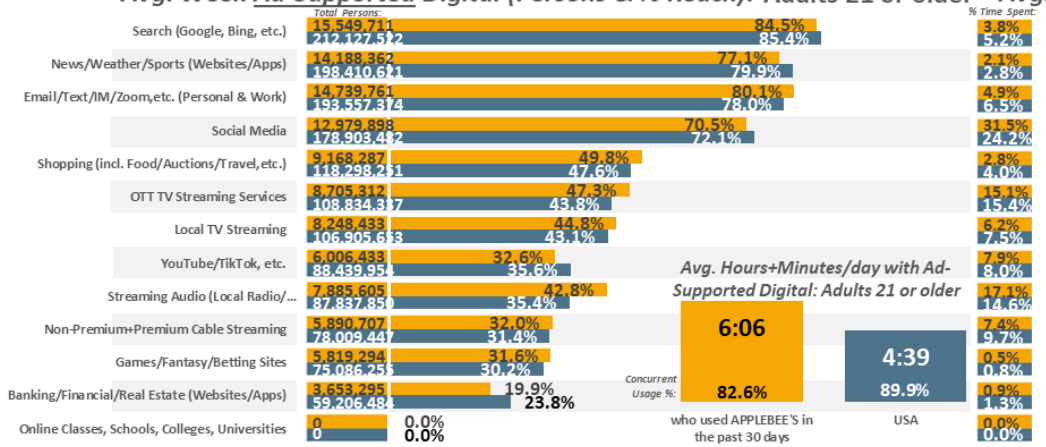


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

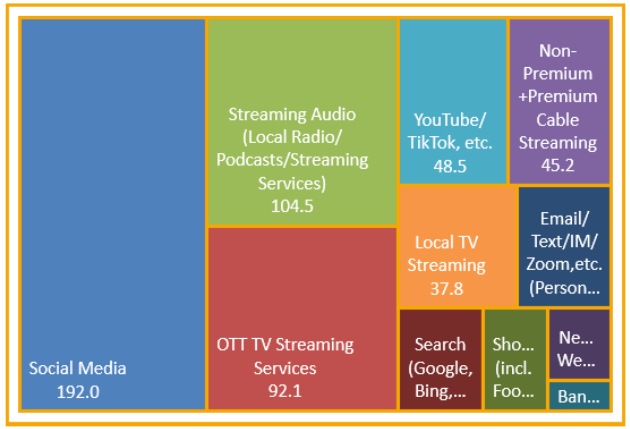


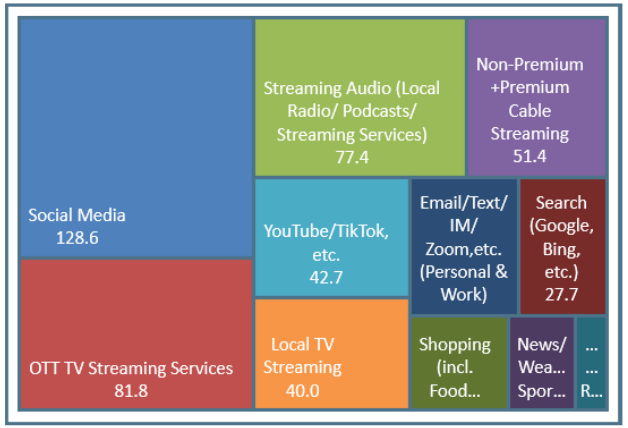


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 669

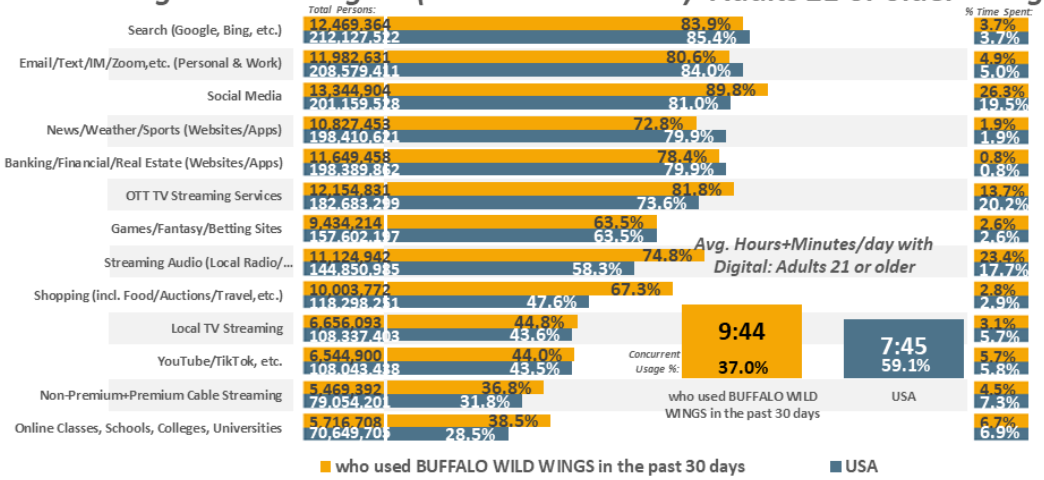
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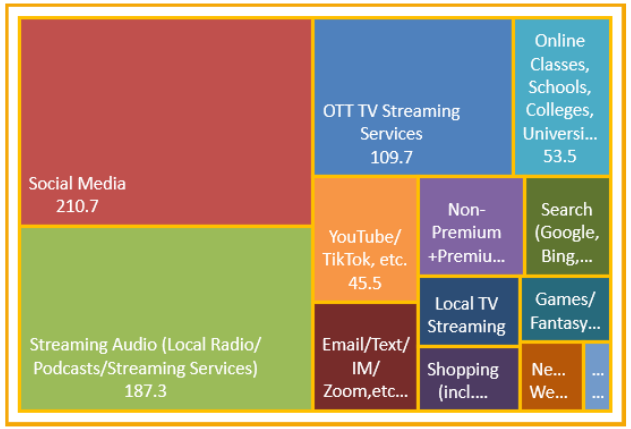
Sit-down restaurants used past 30 days: Applebee's

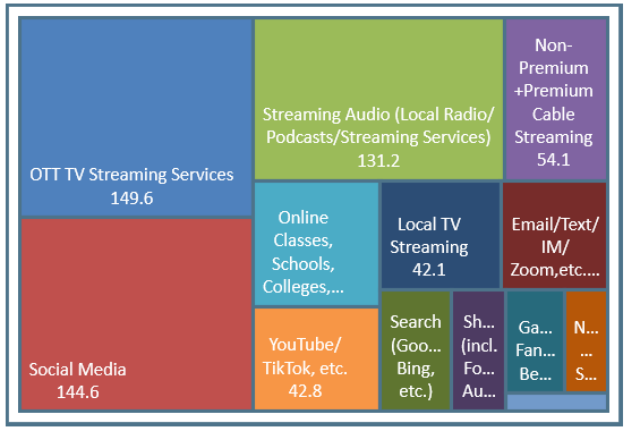
11,919,197 or 80.2% of Adults 21 or older who used BUFFALO WILD WINGS in the past 30 days use Ad-Supported Social Media for an average of 193.8 minutes every day representing 32.6% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 21 or older

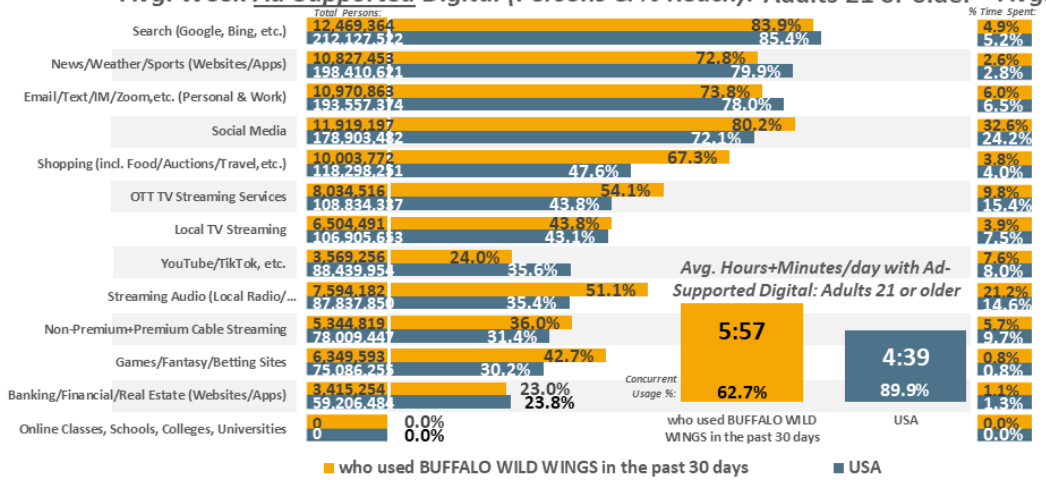


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

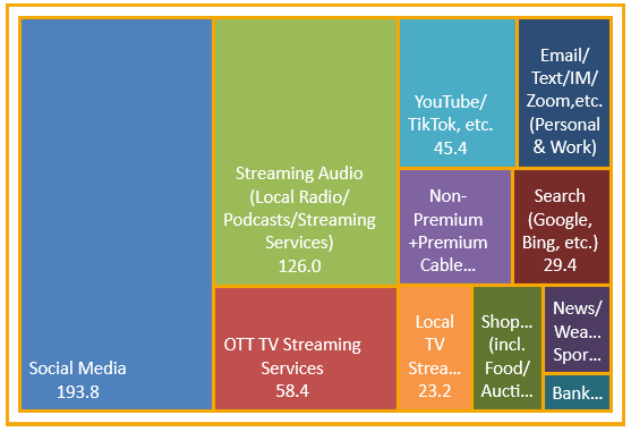


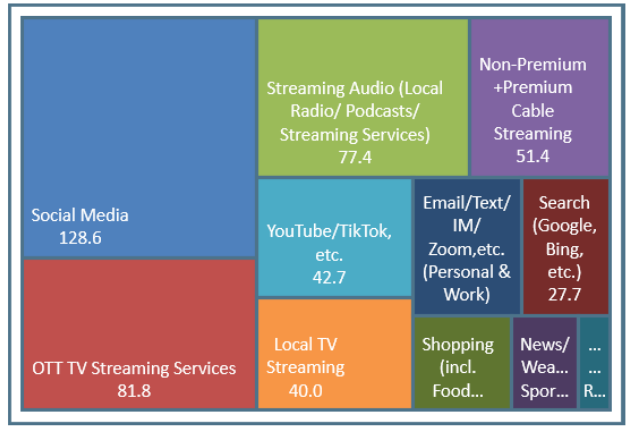


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 429

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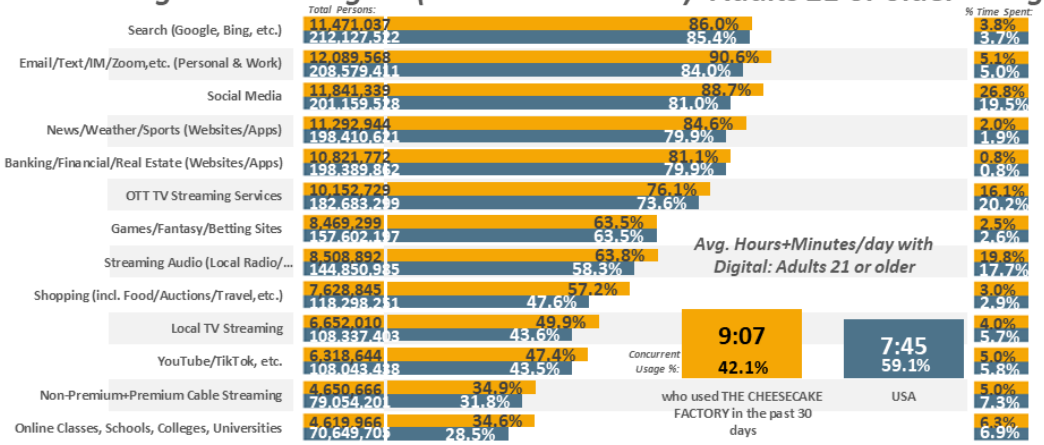
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,384

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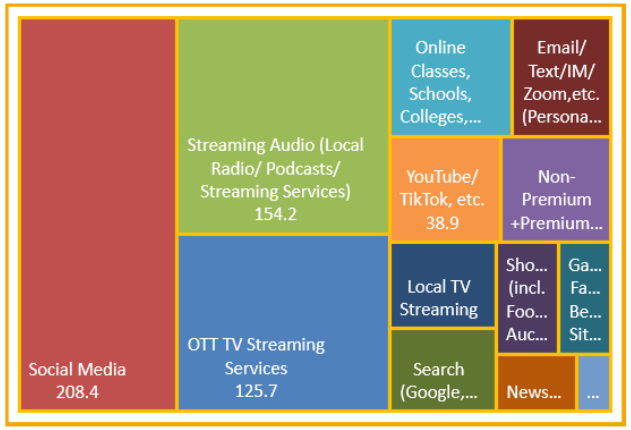
Sit-down restaurants used past 30 days: Buffalo Wild Wings

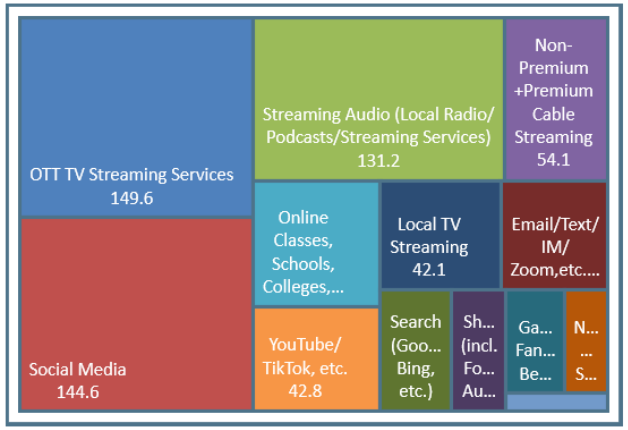
10,562,643 or 79.2% of Adults 21 or older who used THE CHEESECAKE FACTORY in the past 30 days use Ad-Supported Social Media for an average of 191.7 minutes every day representing 32.4% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 21 or older

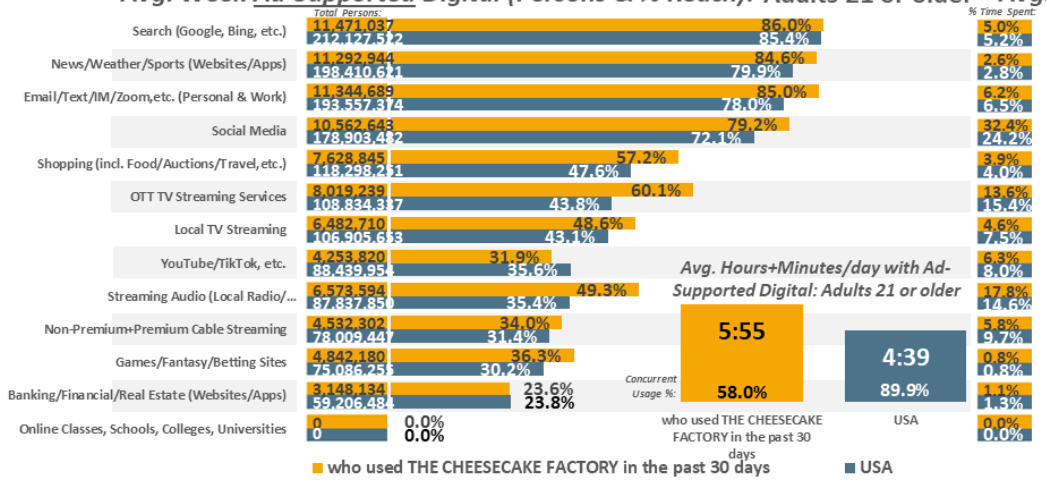


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

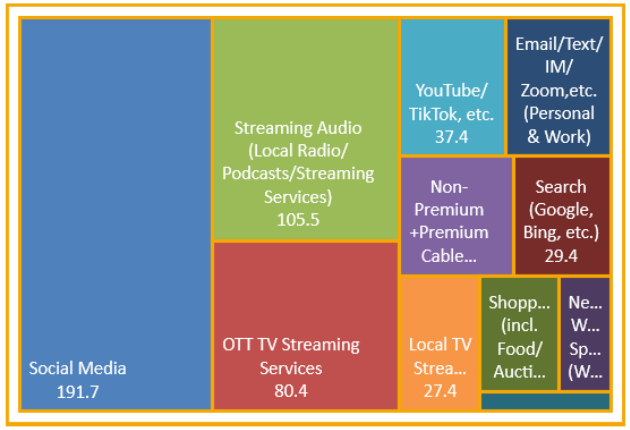


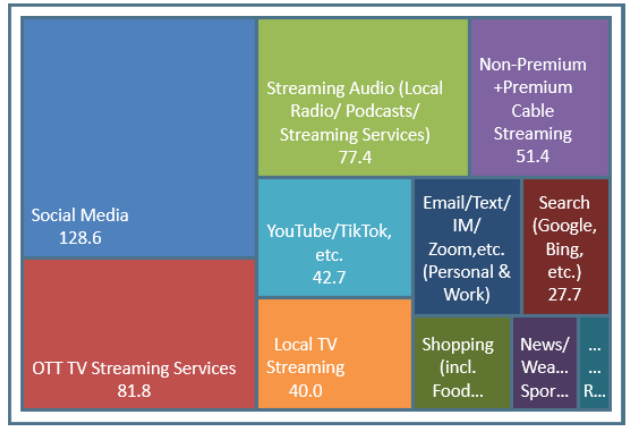


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 470

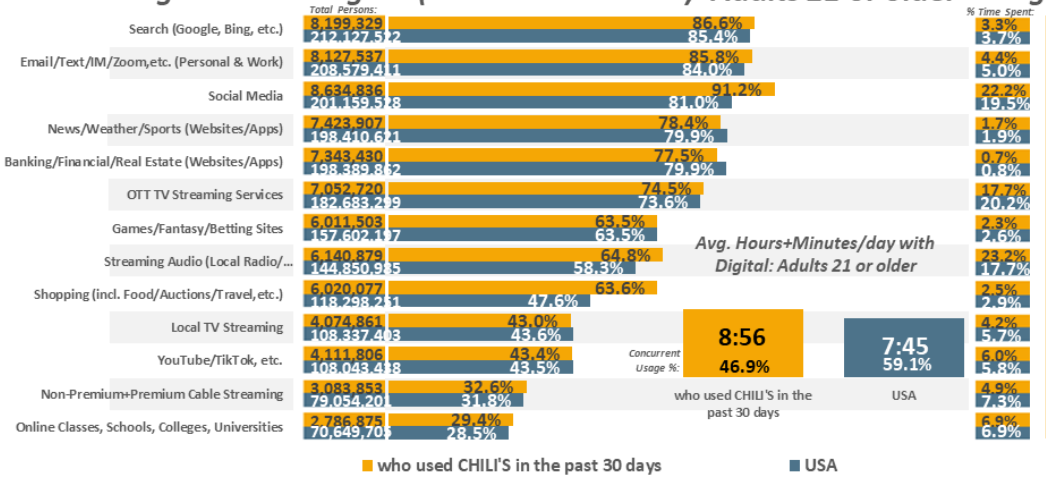
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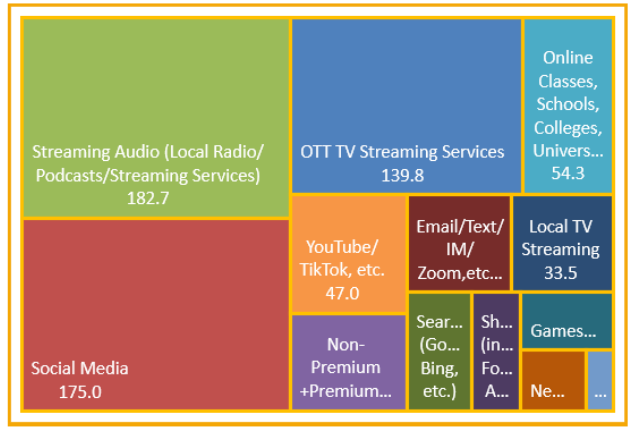
Sit-down restaurants used past 30 days: The Cheesecake Factory

7,913,702 or 83.6% of Adults 21 or older who used CHILI'S in the past 30 days use Ad-Supported Social Media for an average of 161. minutes every day representing 27.7% of all time spent daily with Ad-Supported Digital Media.

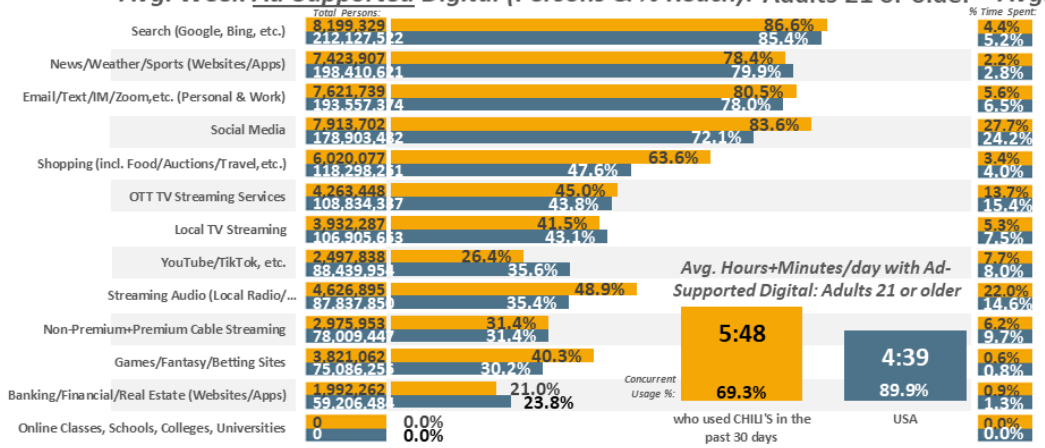
Avg. Week All Digital (Persons & % Reach): Adults 21 or older



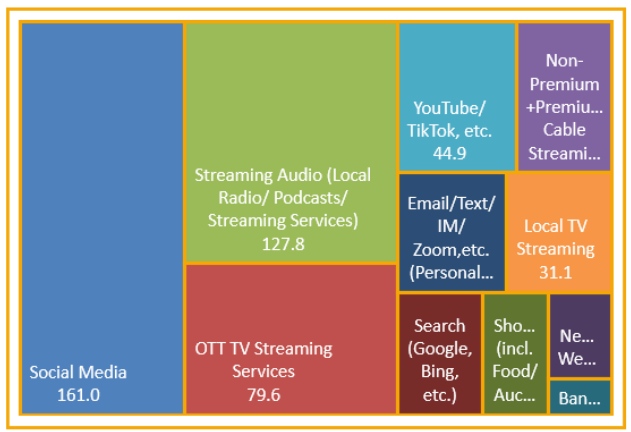
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 302

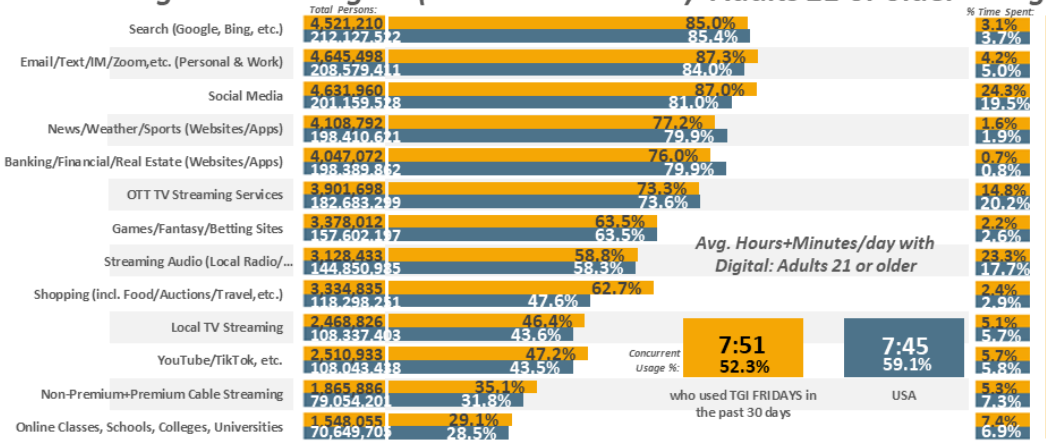
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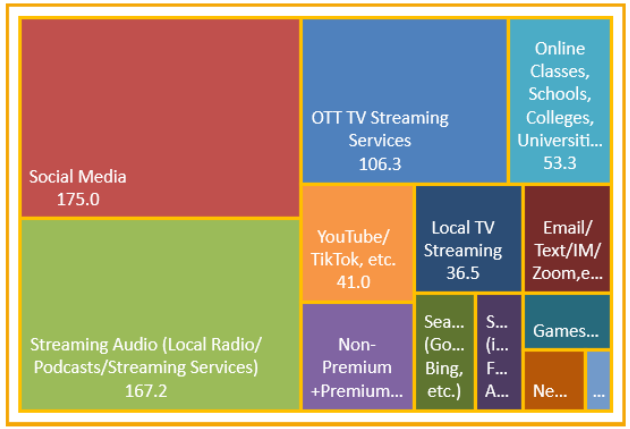
Sit-down restaurants used past 30 days: Chili's

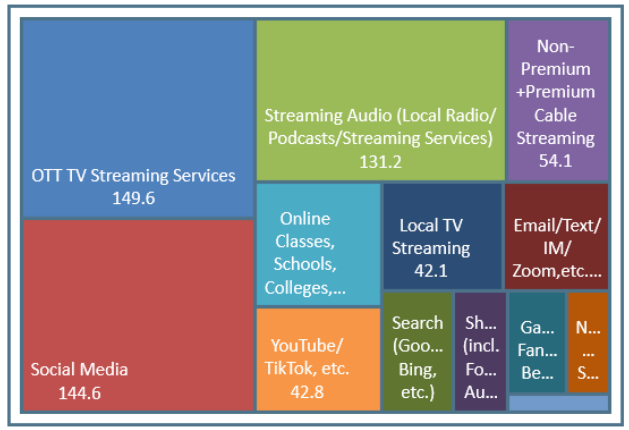
3,943,101 or 74.1% of Adults 21 or older who used TGI FRIDAYS in the past 30 days use Ad-Supported Social Media for an average of 161. minutes every day representing 28.8% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 21 or older

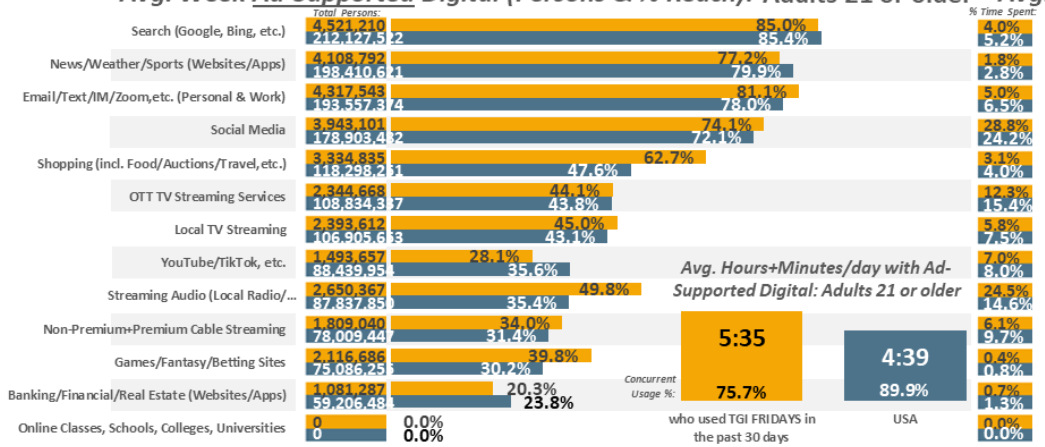


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

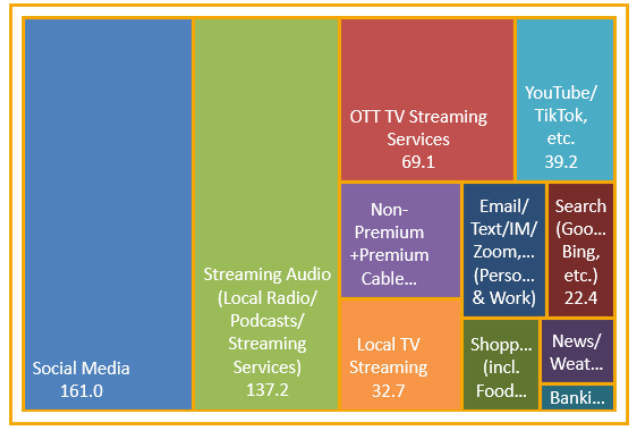


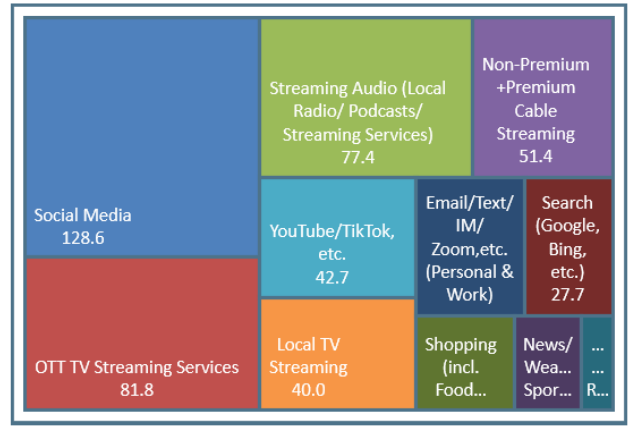


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 177

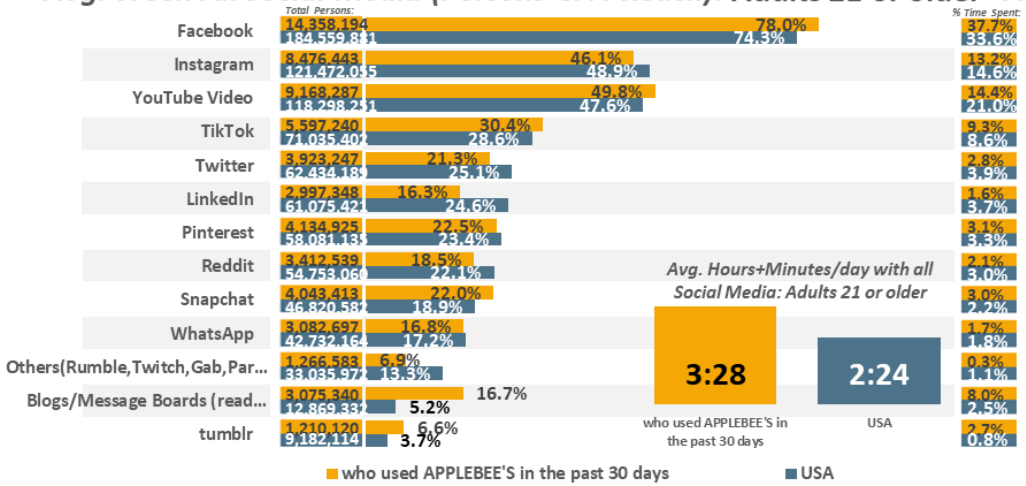
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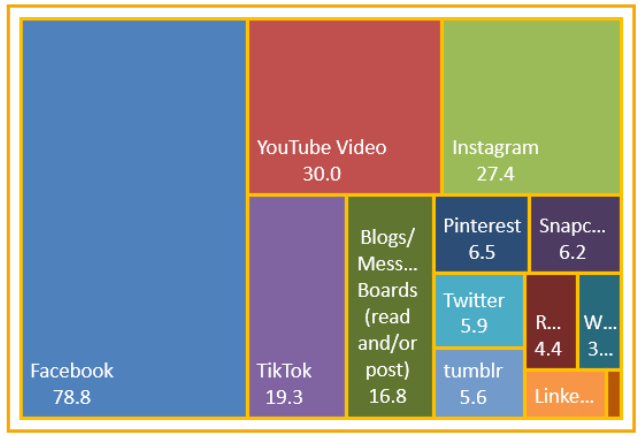
Sit-down restaurants used past 30 days: TGI Fridays

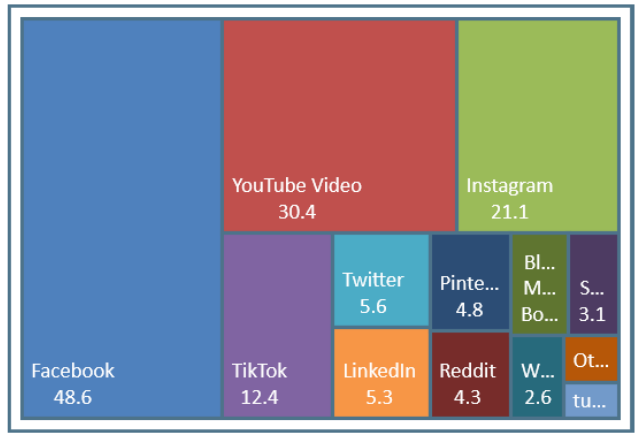
12,979,898 or 70.5% of Adults 21 or older who used APPLEBEE'S in the past 30 days use Ad-Supported Facebook for an average of 58.7 minutes every day representing 32.7% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 21 or older

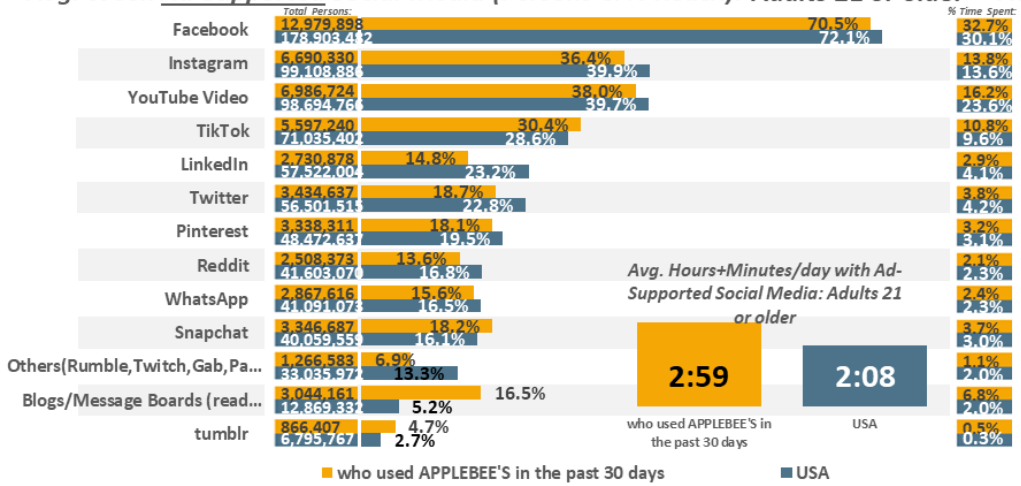


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

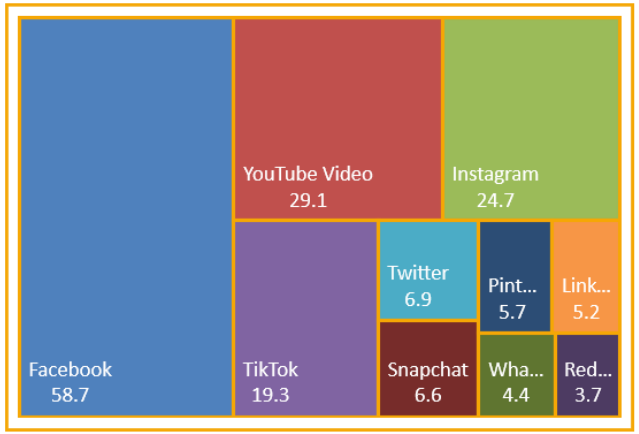


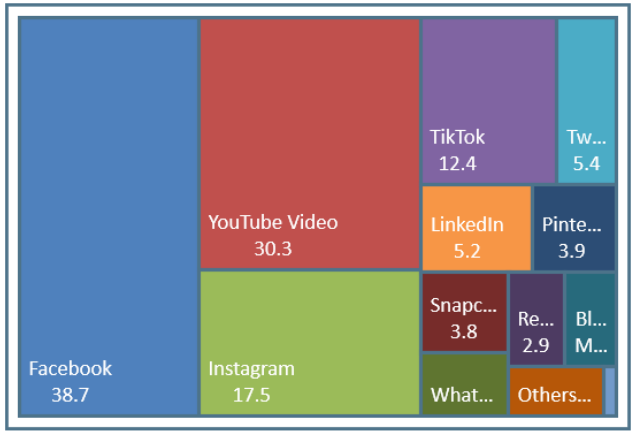


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 669

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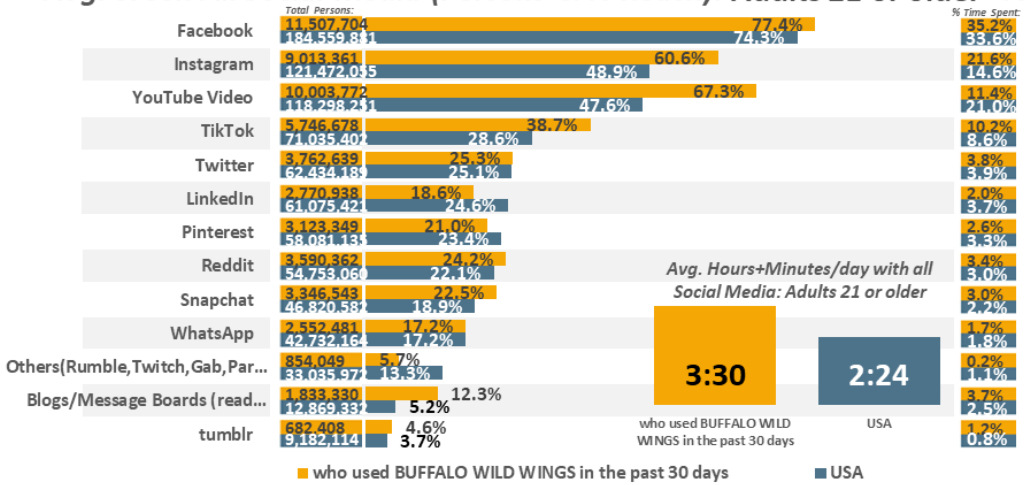
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,384

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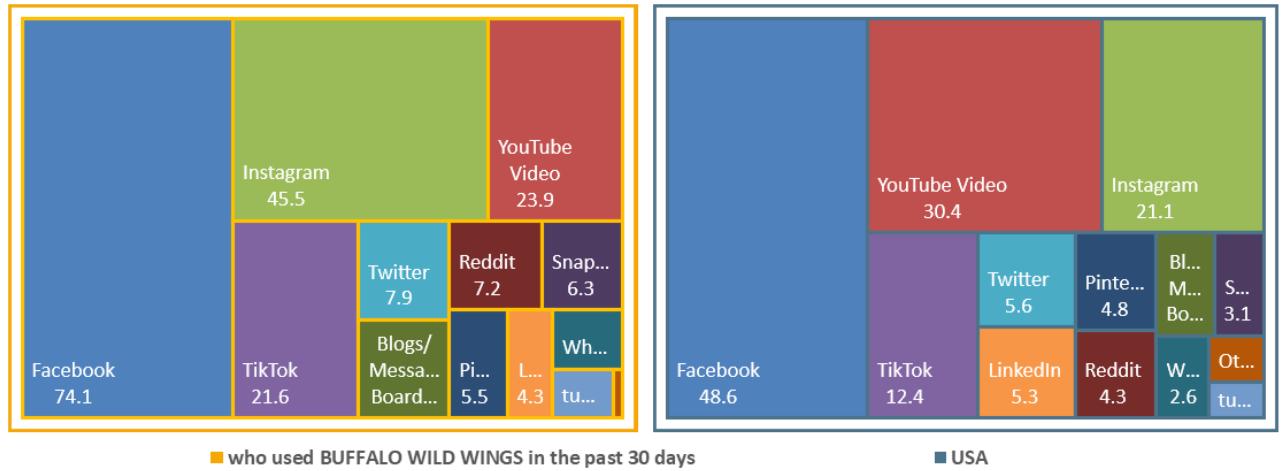
Sit-down restaurants used past 30 days: Applebee's

11,507,704 or 77.4% of Adults 21 or older who used BUFFALO WILD WINGS in the past 30 days use Ad-Supported Facebook for an average of 64.3 minutes every day representing 34.1% of all time spent daily with Ad-Supported Social Media.

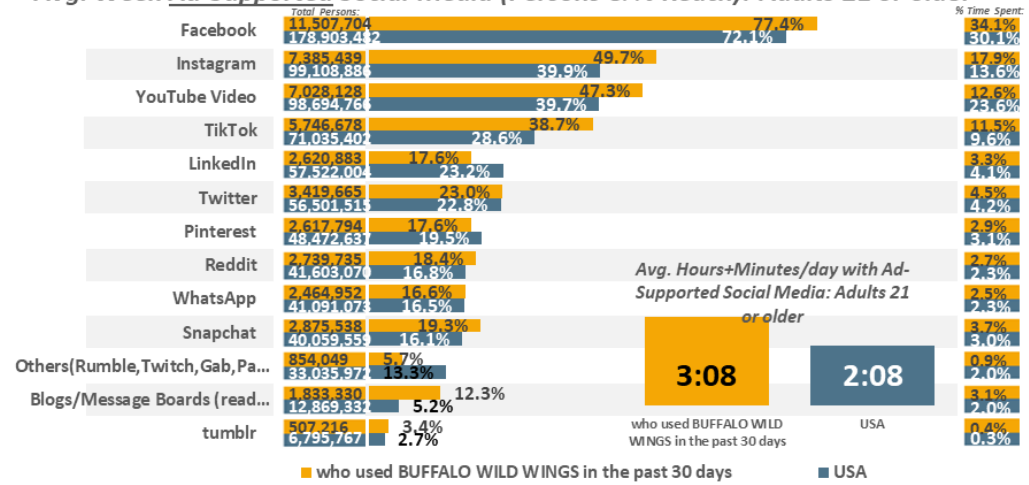
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



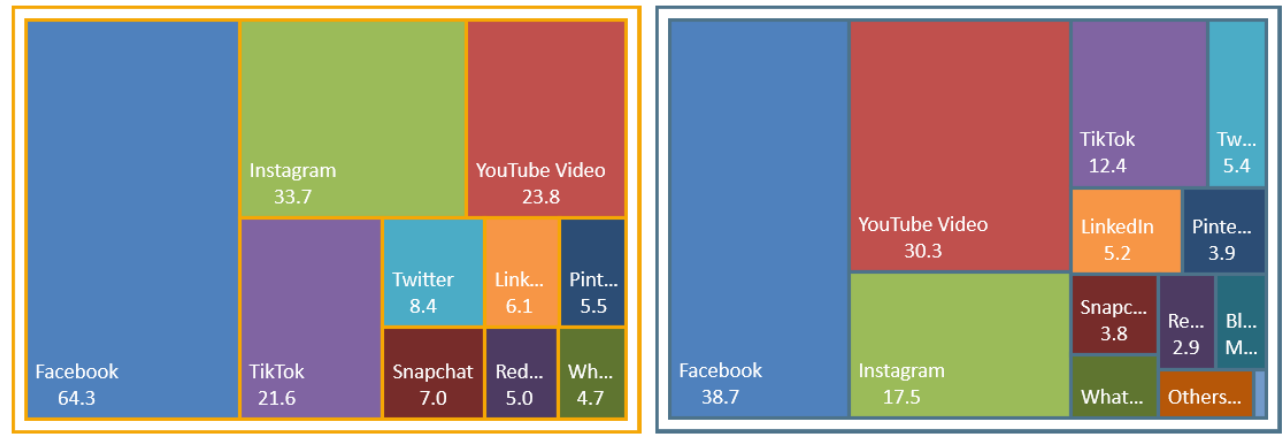
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 429

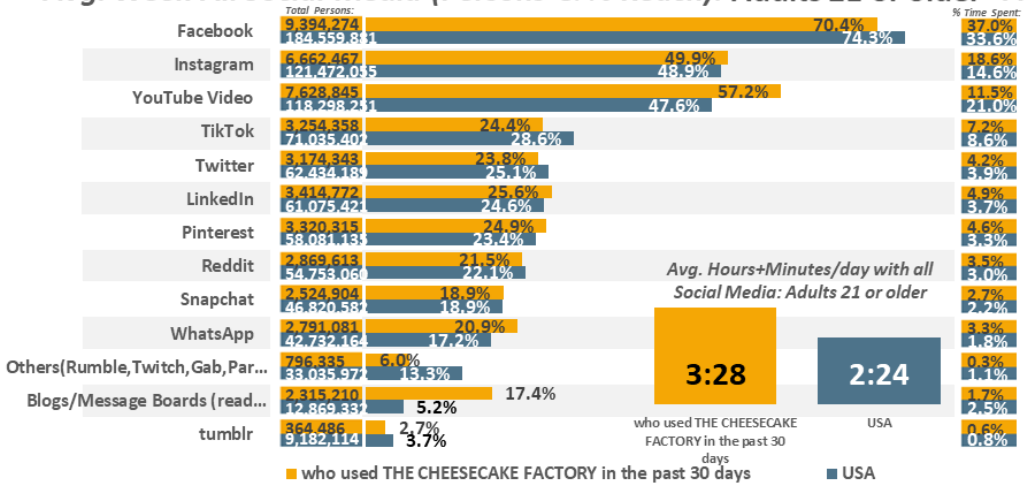
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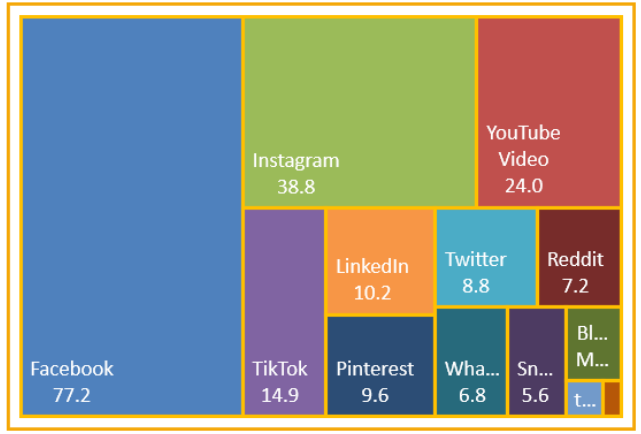
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,384

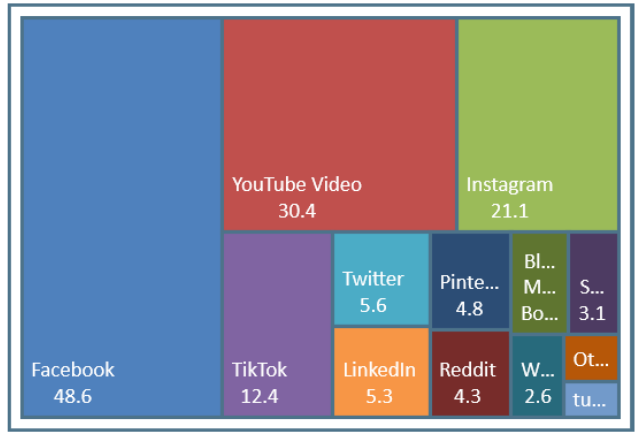
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9,394,274 or 70.4% of Adults 21 or older who used THE CHEESECAKE FACTORY in the past 30 days use Ad-Supported Facebook for an average of 67.1 minutes every day representing 36.1% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 21 or older

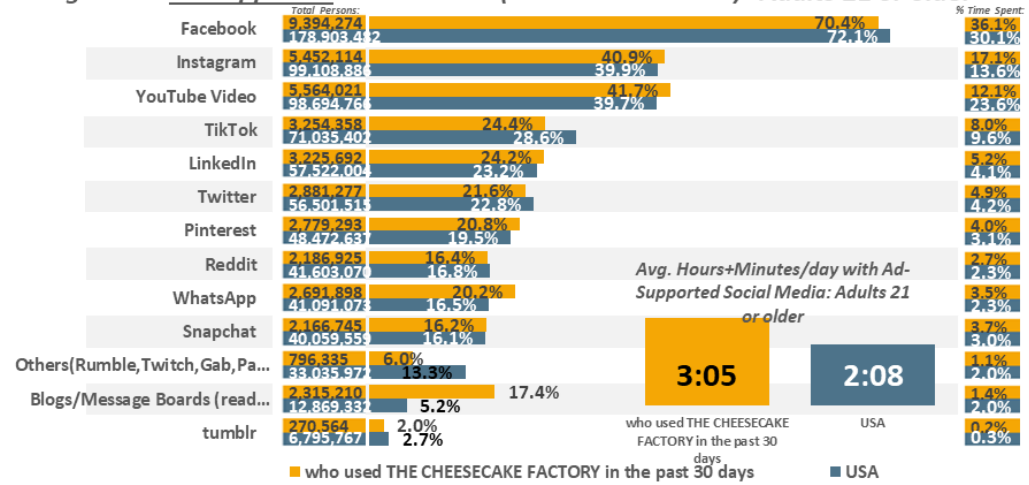


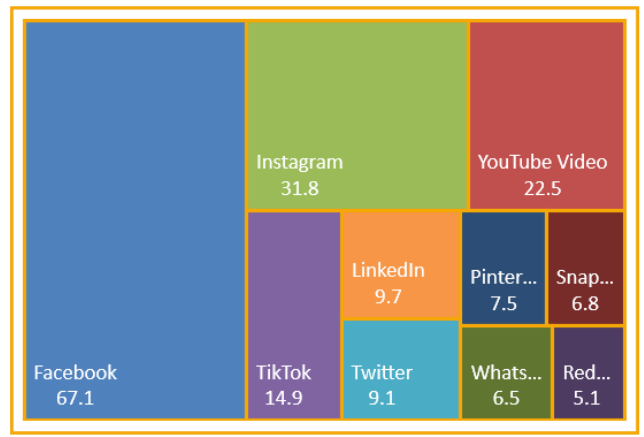


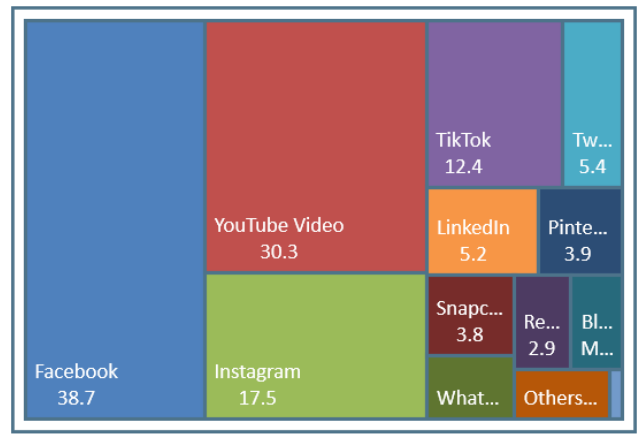


who used THE CHEESECAKE FACTORY in the past 30 days USA

Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older







who used THE CHEESECAKE FACTORY in the past 30 days USA

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 470

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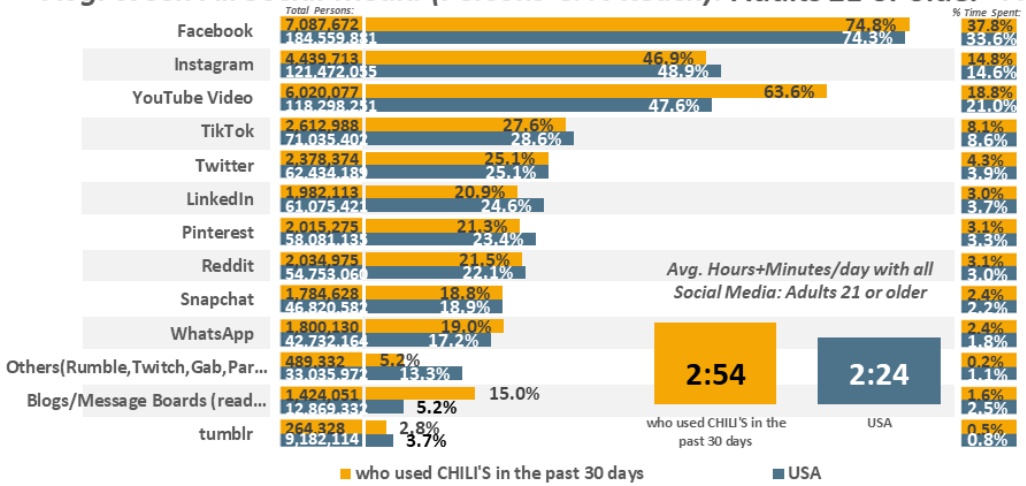
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,384

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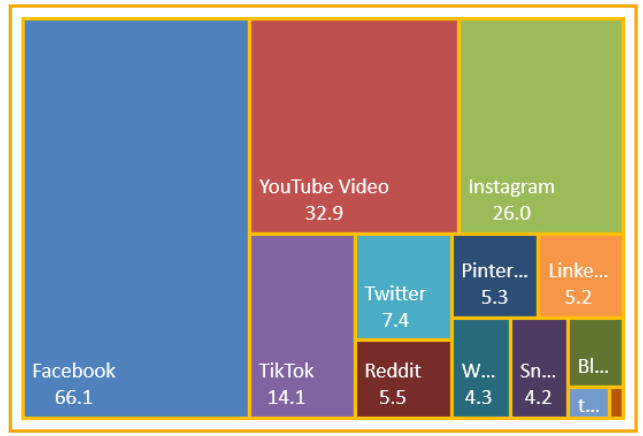
Sit-down restaurants used past 30 days: The Cheesecake Factory

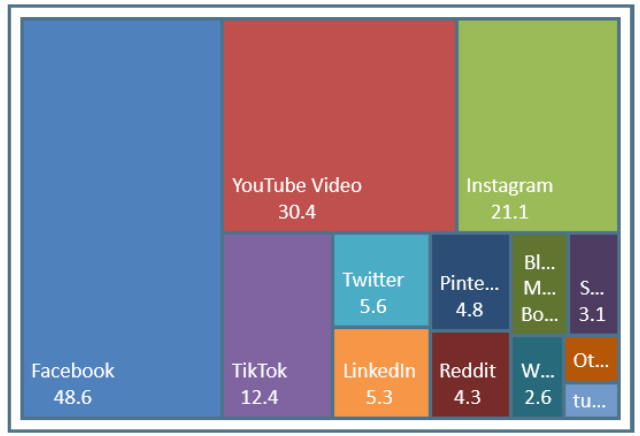
7,087,672 or 74.8% of Adults 21 or older who used CHILI'S in the past 30 days use Ad-Supported Facebook for an average of 55. minutes every day representing 34.3% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 21 or older

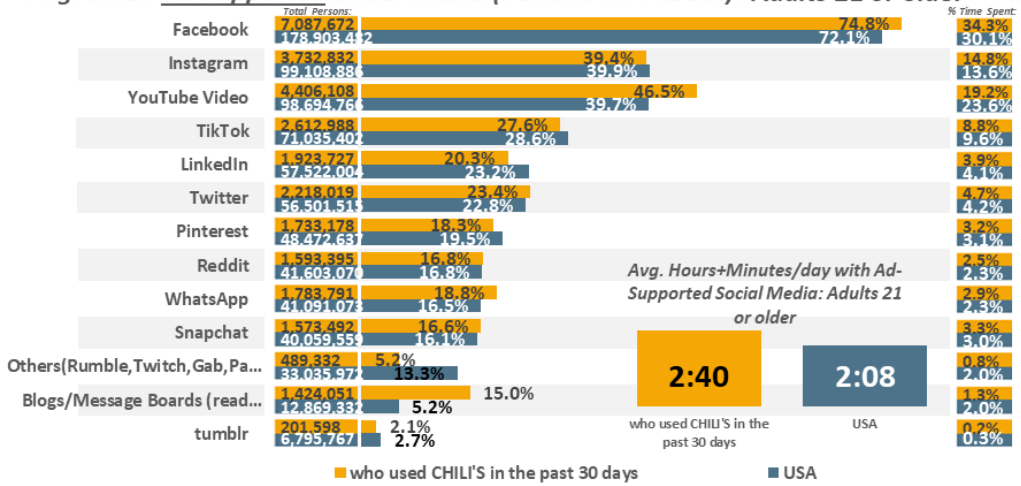


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

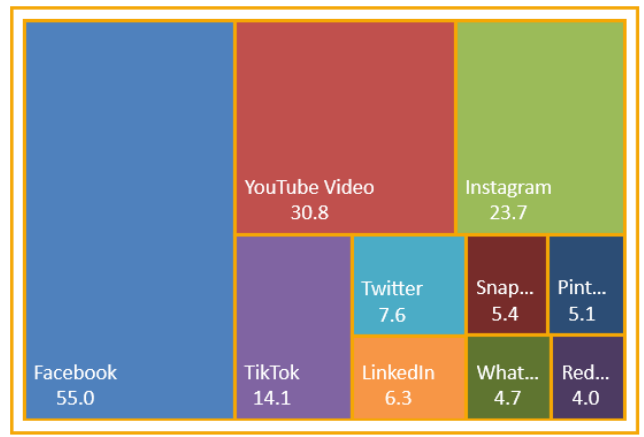


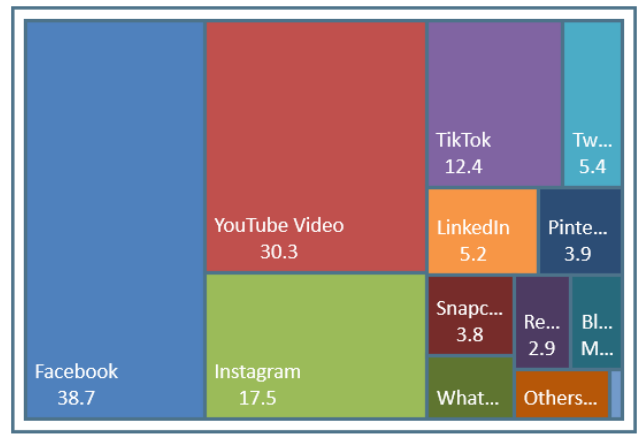


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 302

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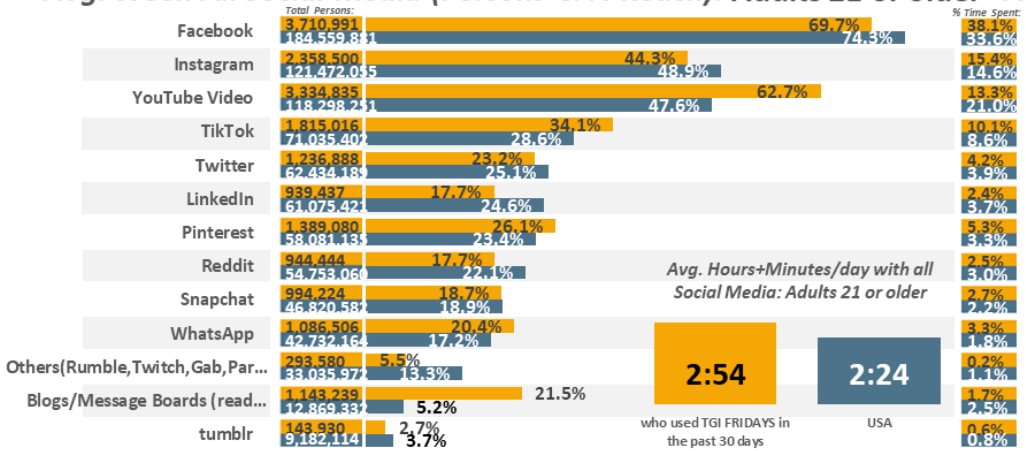
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,384

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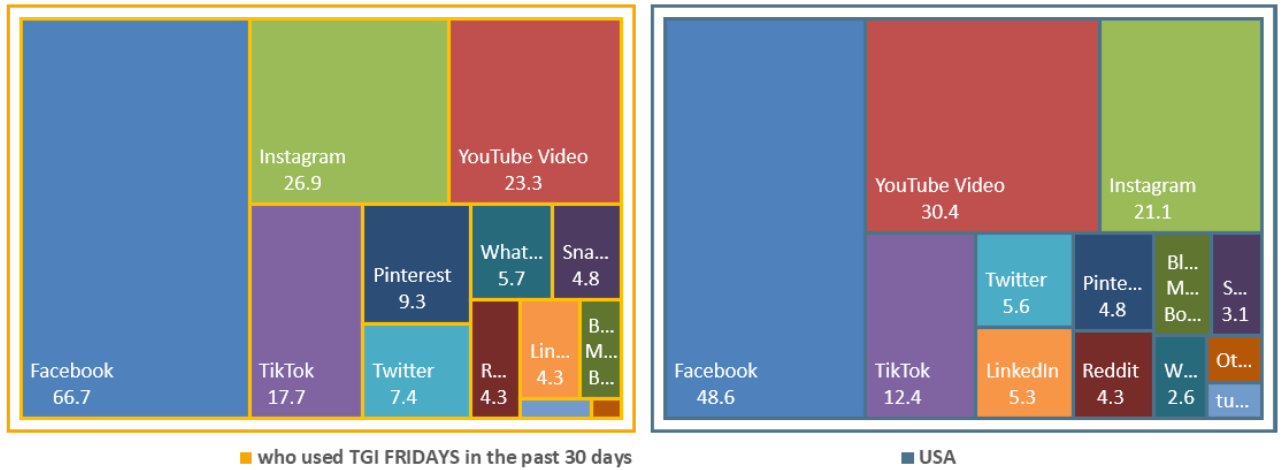
Sit-down restaurants used past 30 days: Chili's

3,710,991 or 69.7% of Adults 21 or older who used TGI FRIDAYS in the past 30 days use Ad-Supported Facebook for an average of 53.2 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.

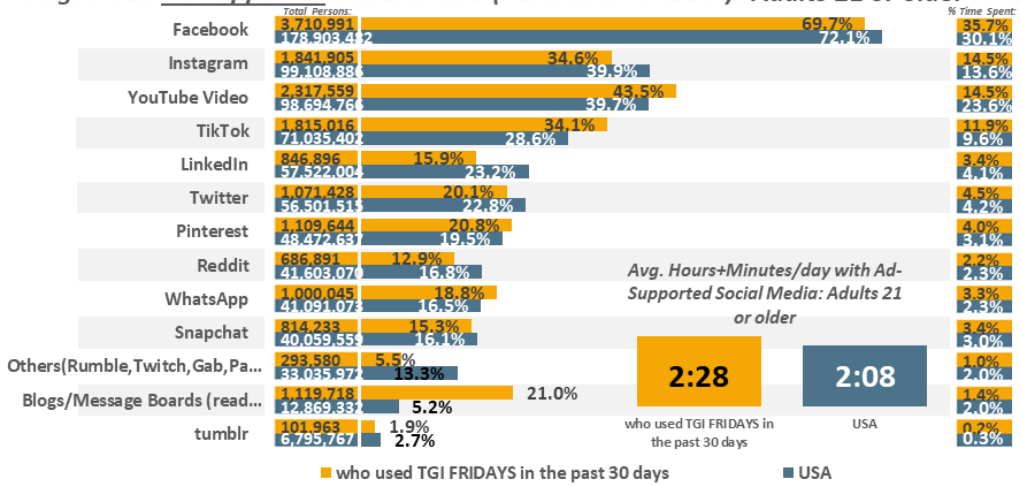
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



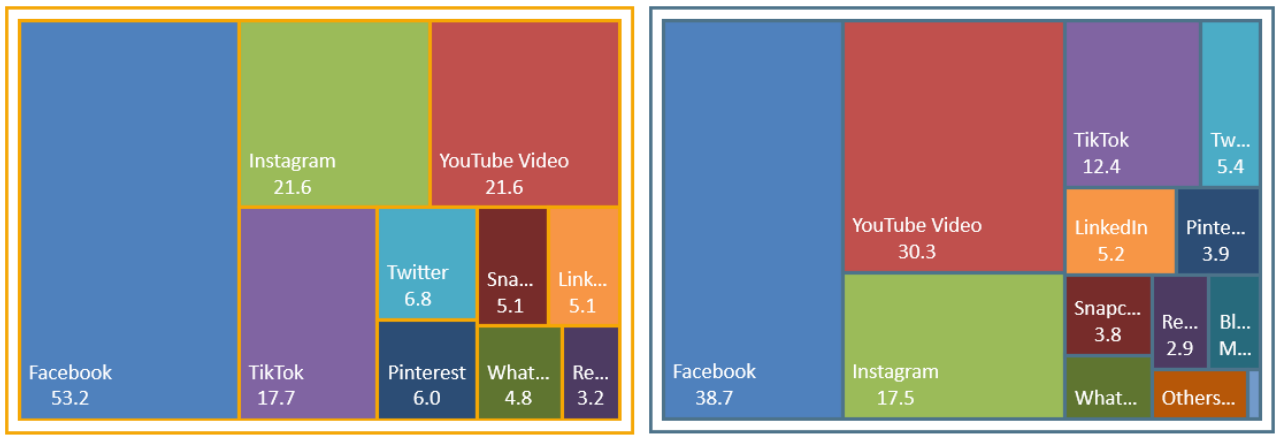
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 177

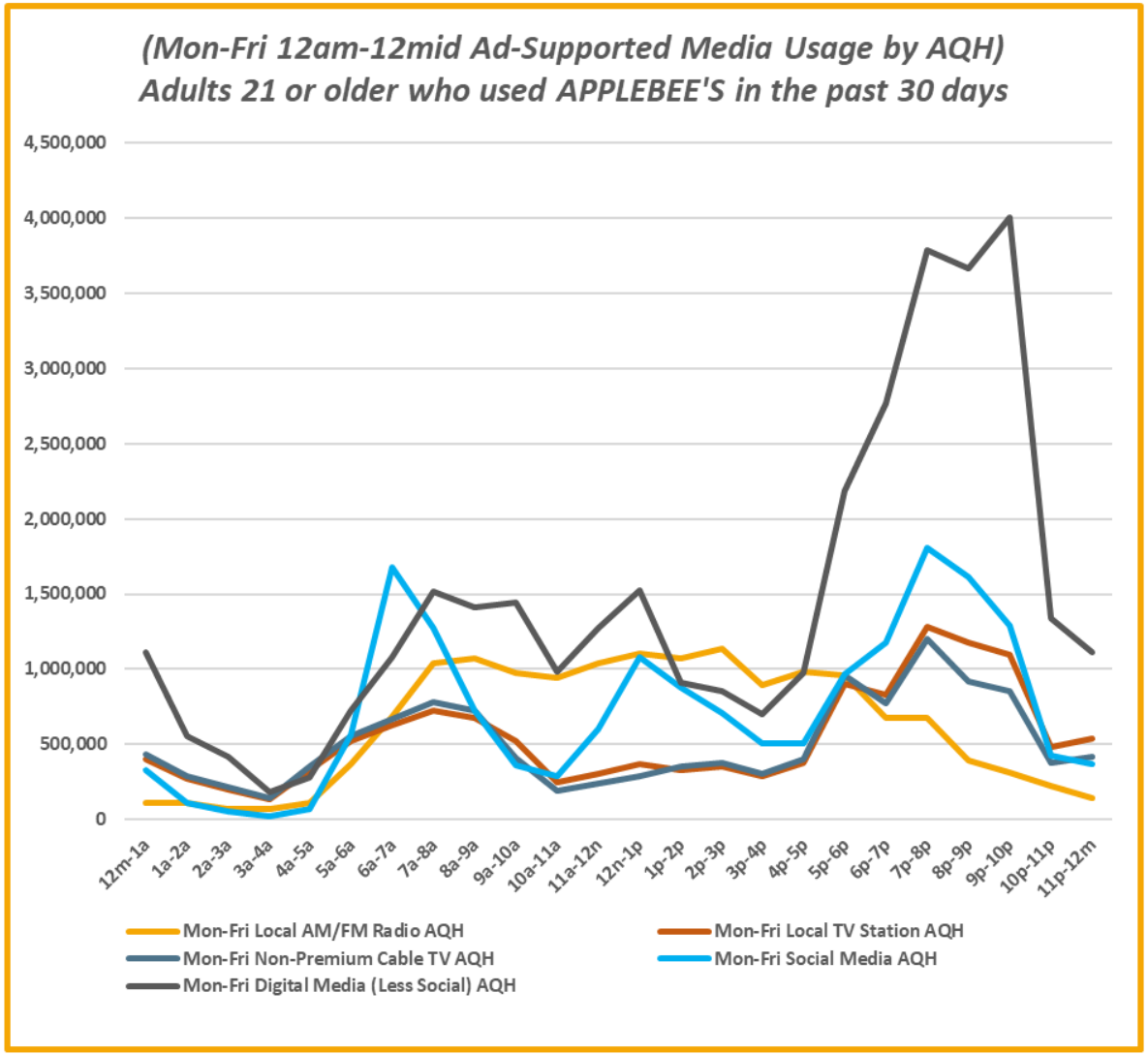
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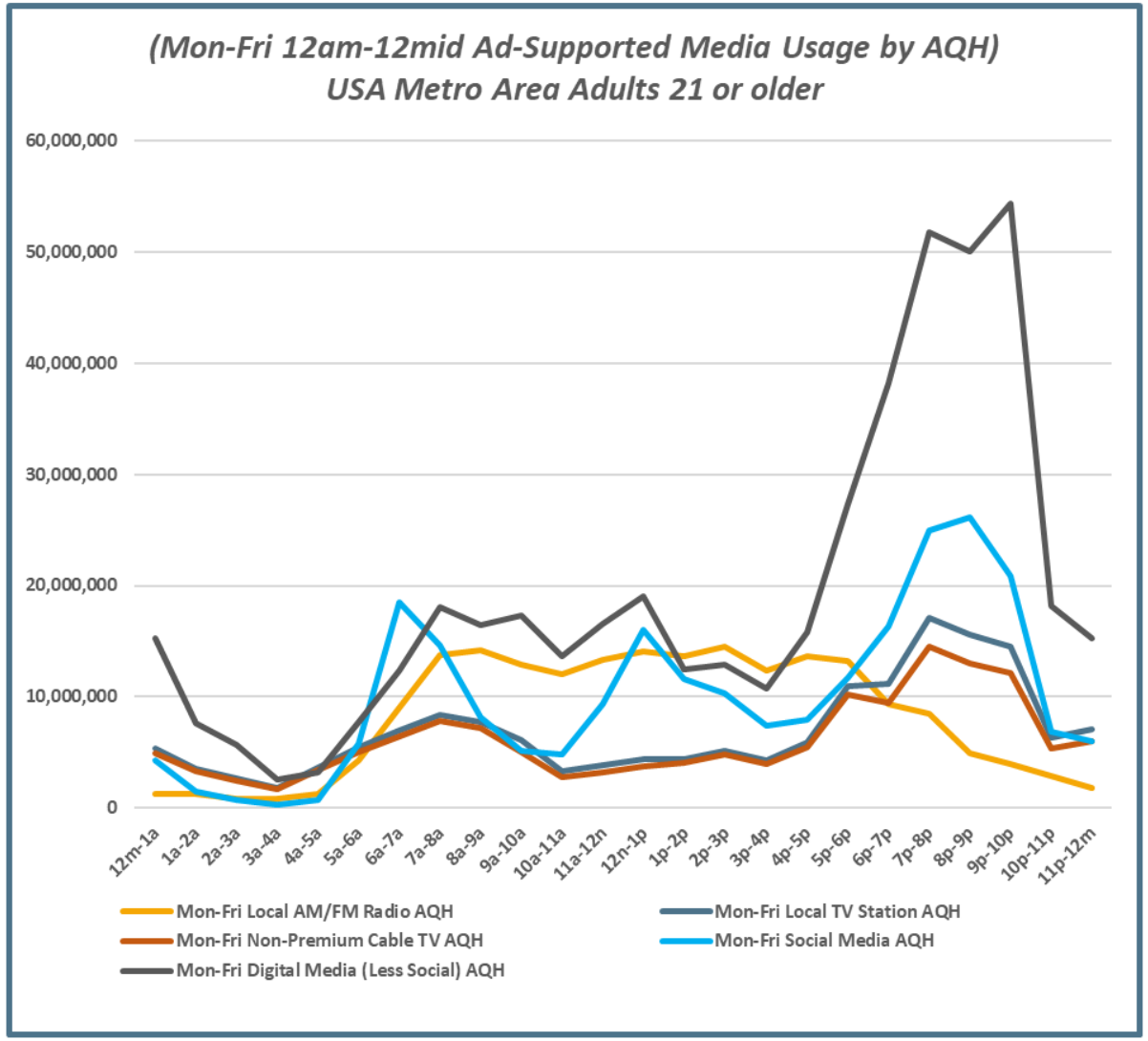
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,384

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Sit-down restaurants used past 30 days: TGI Fridays

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,355,946; Local Radio: 967,216; Social Media: 826,907; Local TV: 502,934; Non-Prem. Cable: 497,200 reaching Adults 21 or older who used APPLEBEE'S in the past 30 days.





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 669

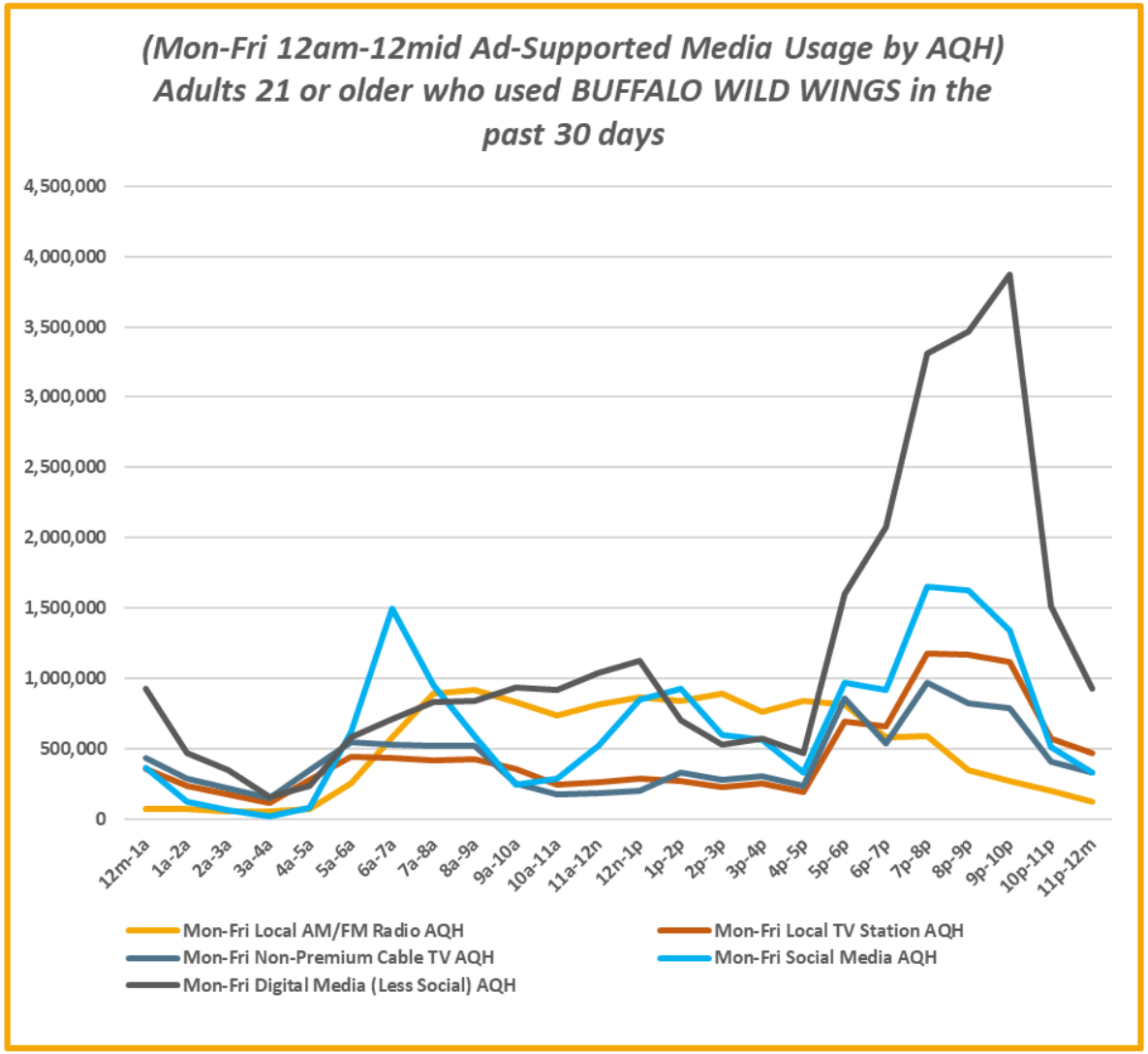
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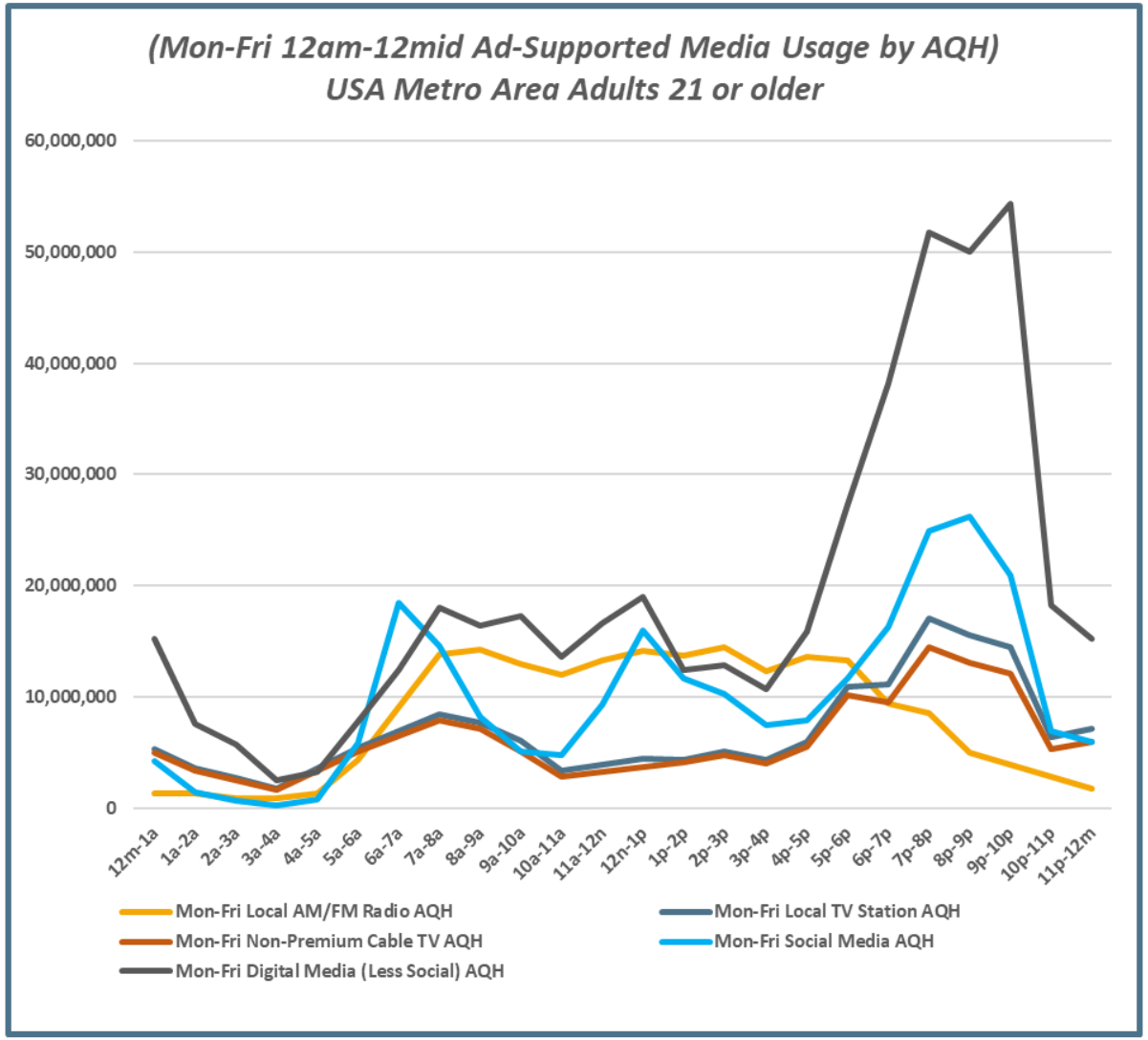
USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,384

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

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 949,295; Local Radio: 797,557; Social Media: 711,425; Non-Prem. Cable: 378,128; Local TV: 360,604 reaching Adults 21 or older who used BUFFALO WILD WINGS in the past 30 d





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 429

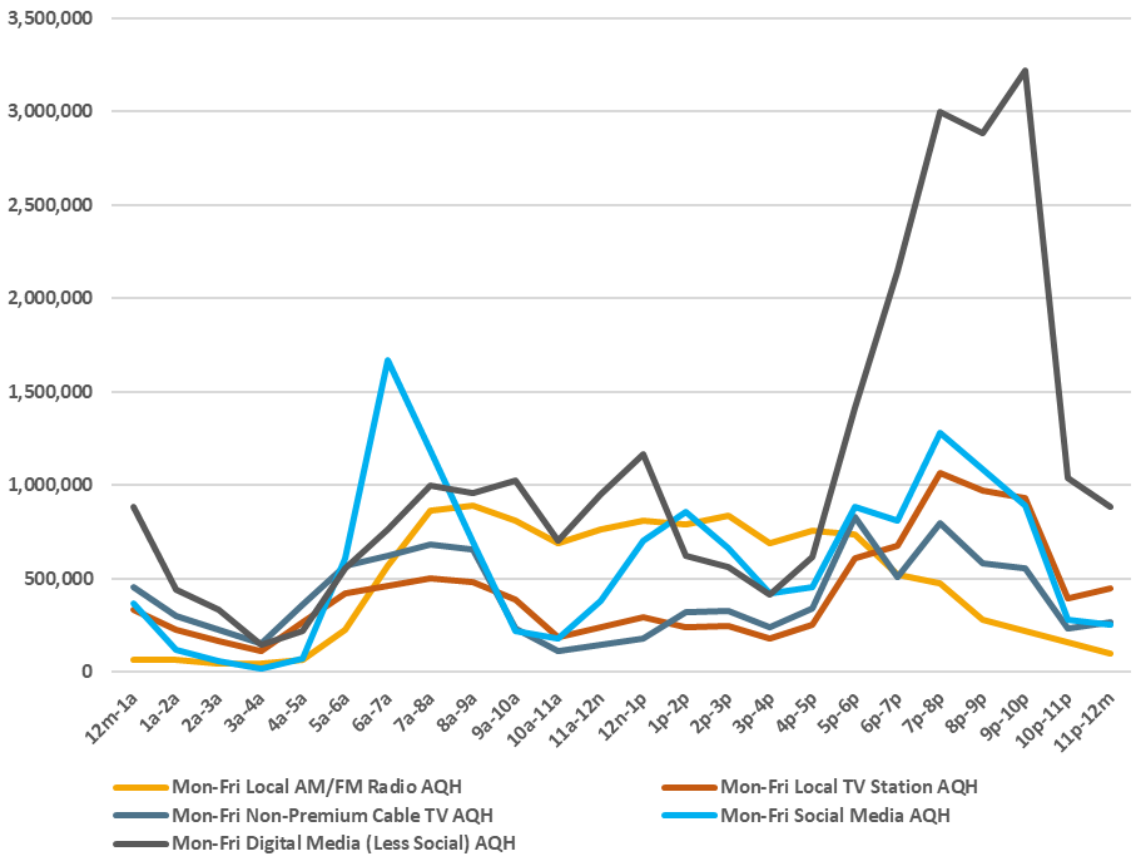
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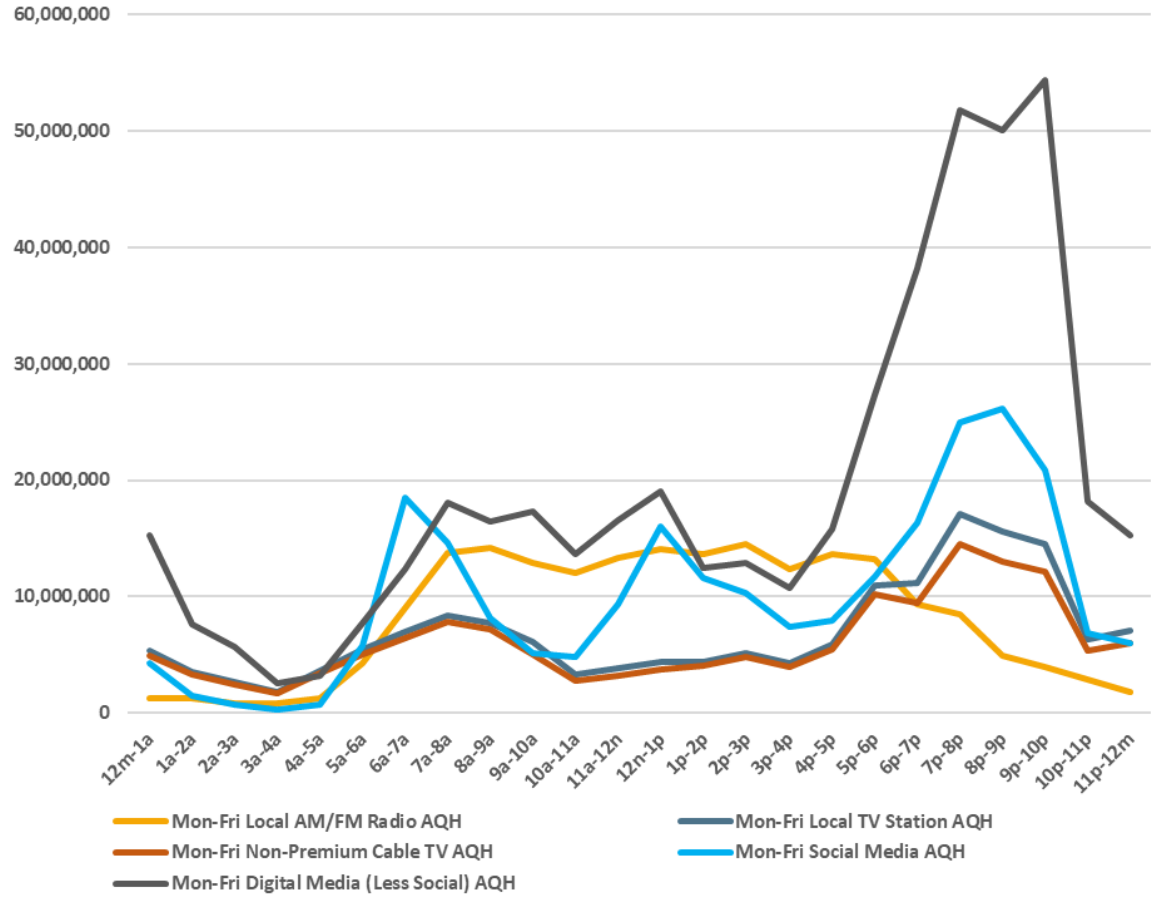
Sit-down restaurants used past 30 days: Buffalo Wild Wings

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 948,252; Local Radio: 748,974; Social Media: 701,155; Non-Prem. Cable: 398,597; Local TV: 365,147 reaching Adults 21 or older who used THE CHEESECAKE FACTORY in the past

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 21 or older who used THE CHEESECAKE FACTORY in the past 30 days



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Adults 21 or older



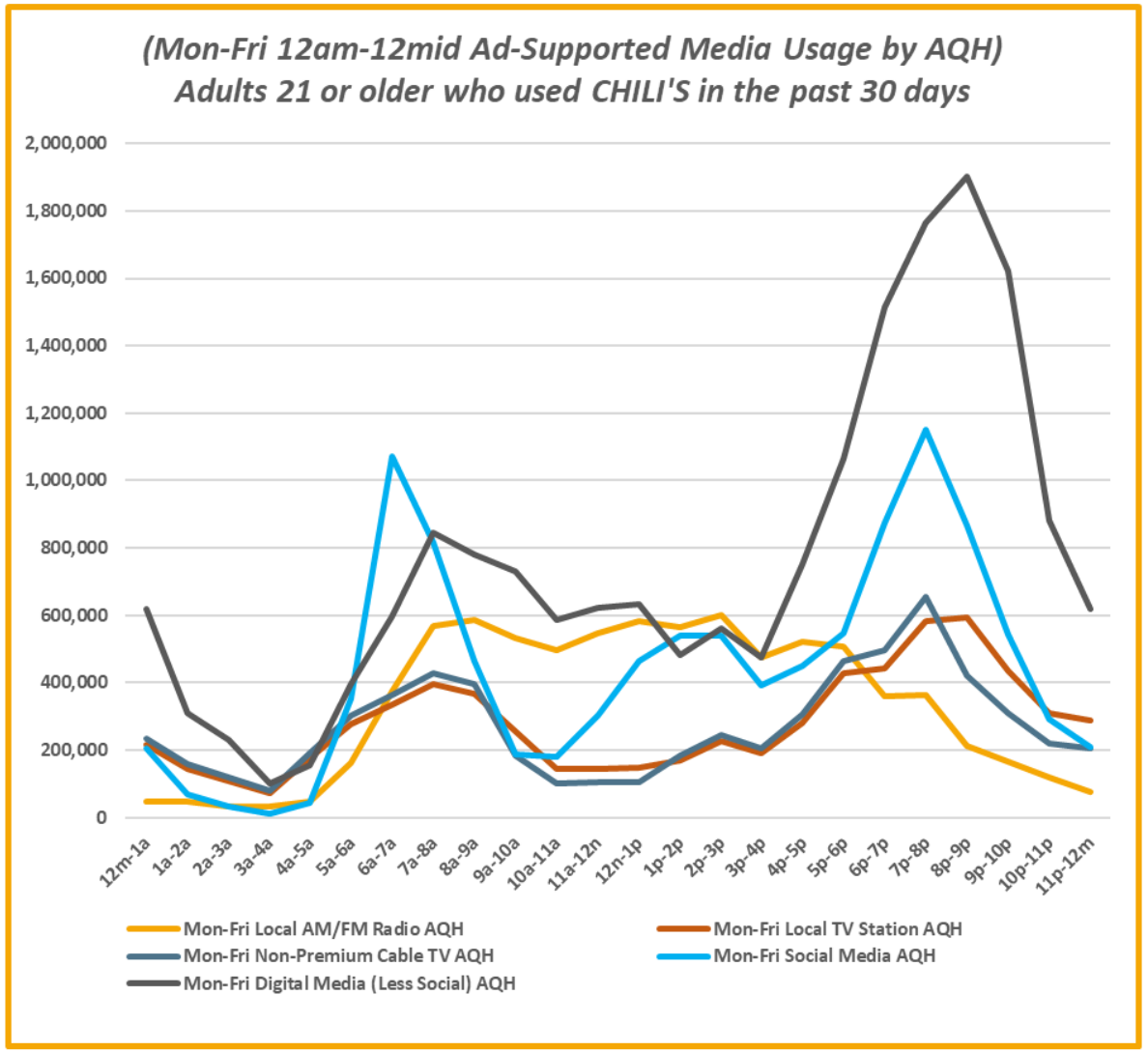
USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 470

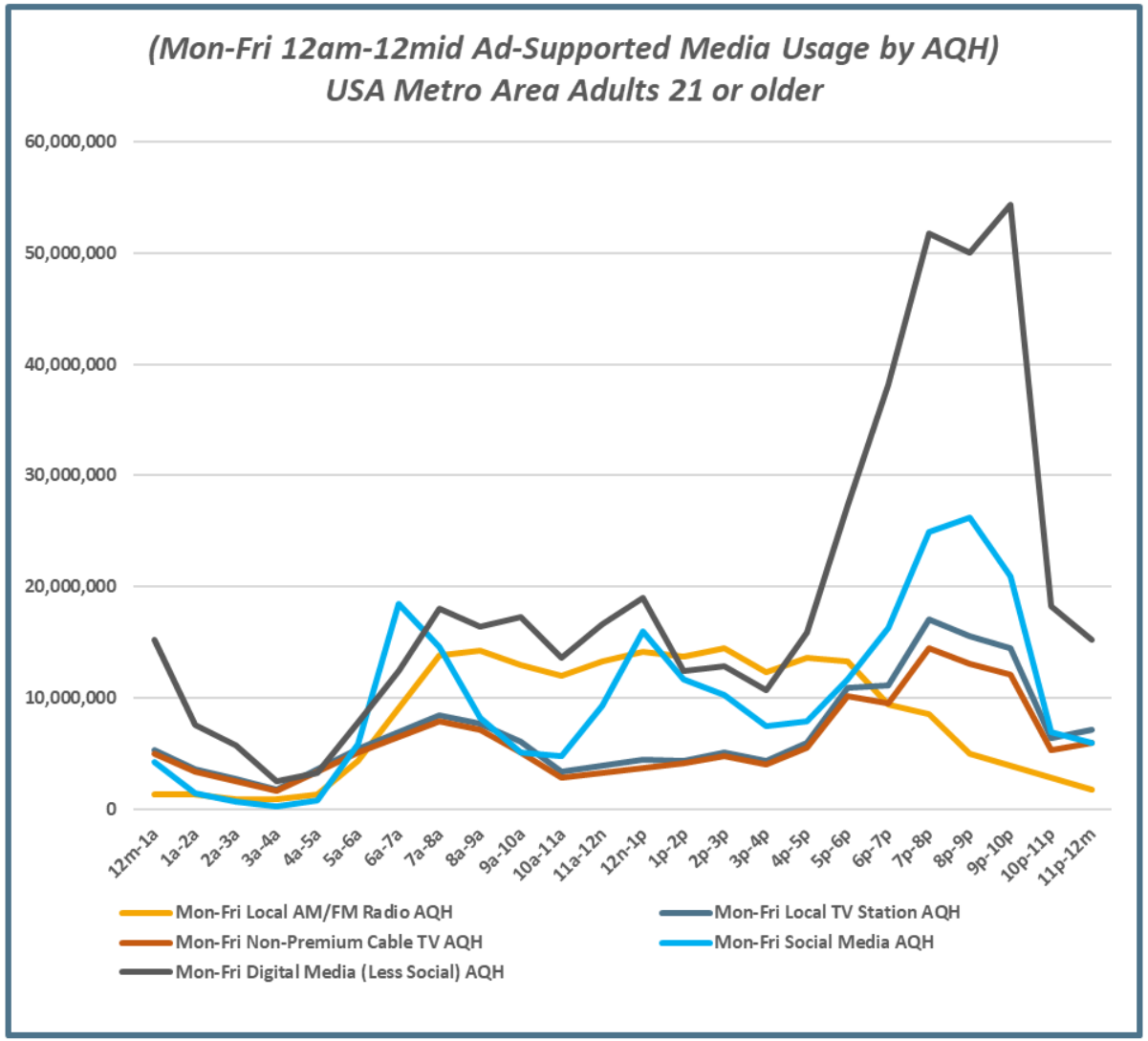
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Sit-down restaurants used past 30 days: The Cheesecake Factory

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 742,282; Social Media: 525,187; Local Radio: 516,709; Non-Prem. Cable: 275,993; Local TV: 271,611 reaching Adults 21 or older who used CHILI'S in the past 30 days.





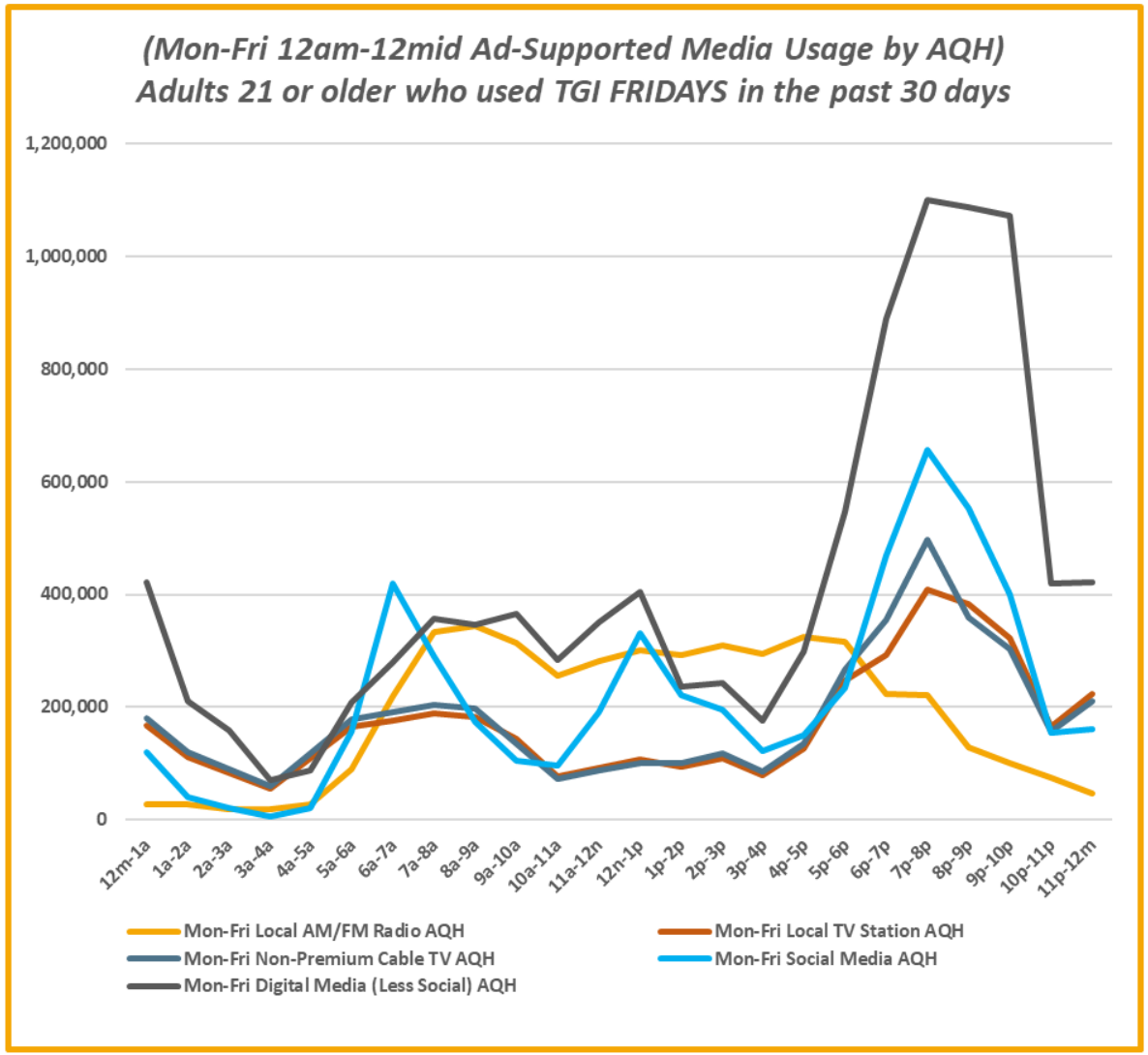
USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 302

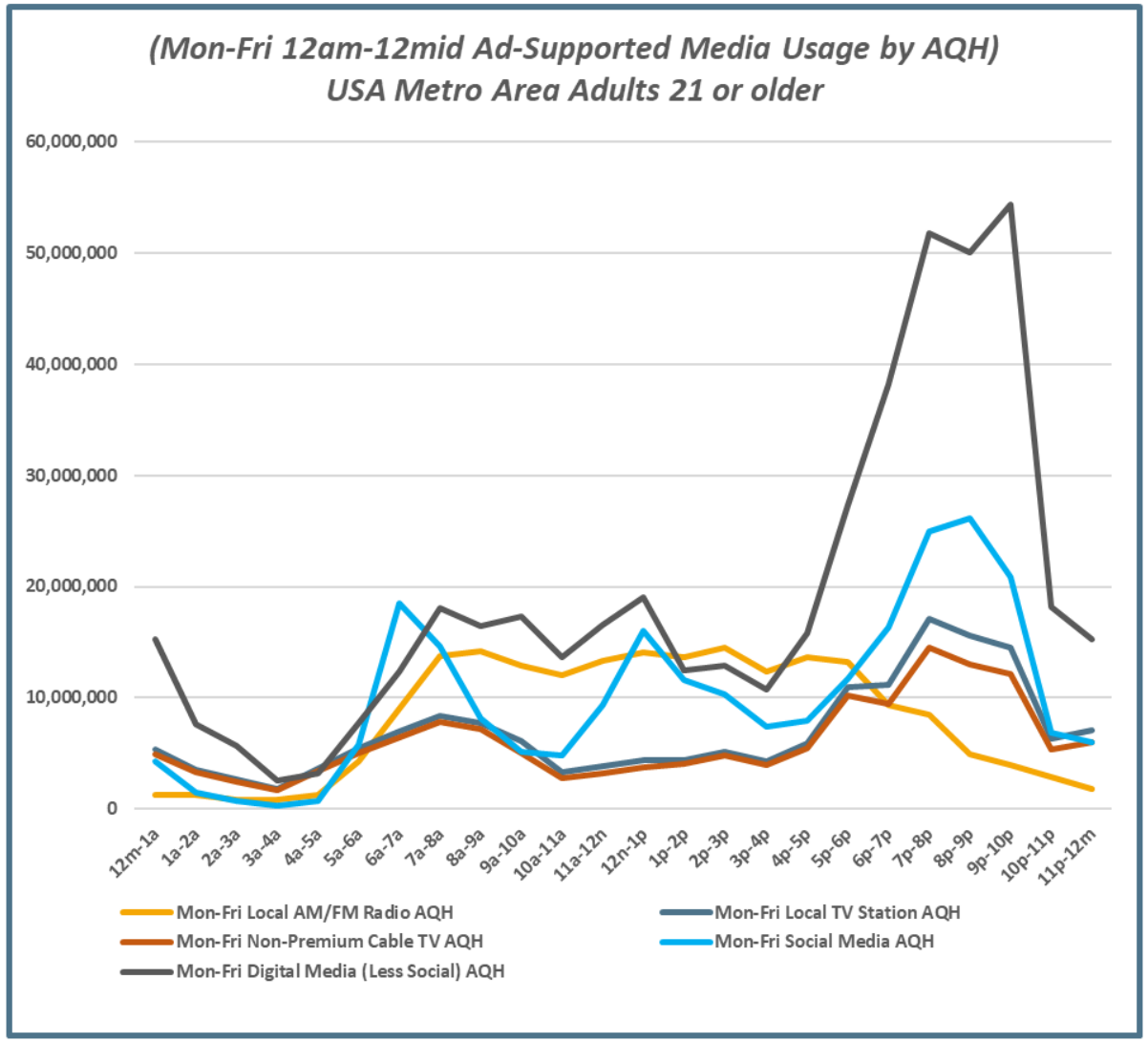
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Sit-down restaurants used past 30 days: Chili's

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 367,146; Local Radio: 292,885; Social Media: 230,514; Non-Prem. Cable: 157,560; Local TV: 147,314 reaching Adults 21 or older who used TGI FRIDAYS in the past 30 days.





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 177

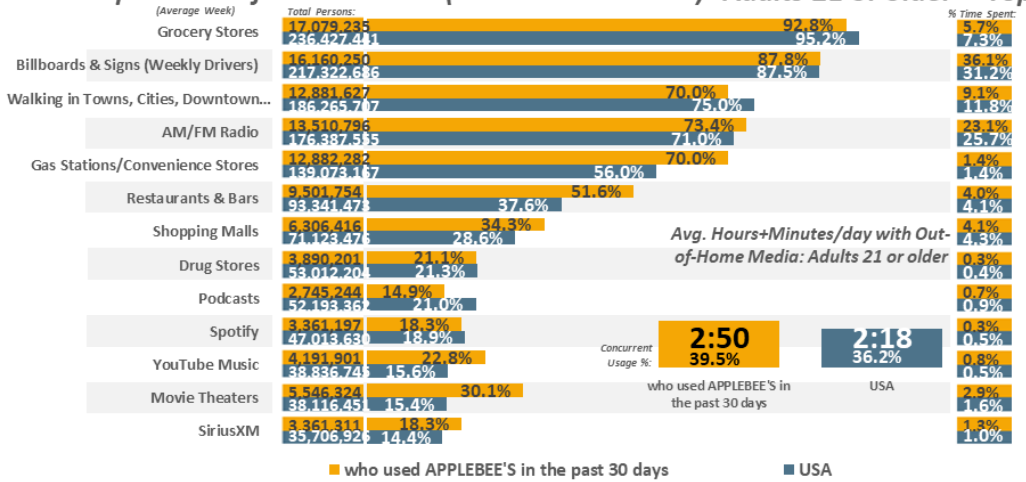
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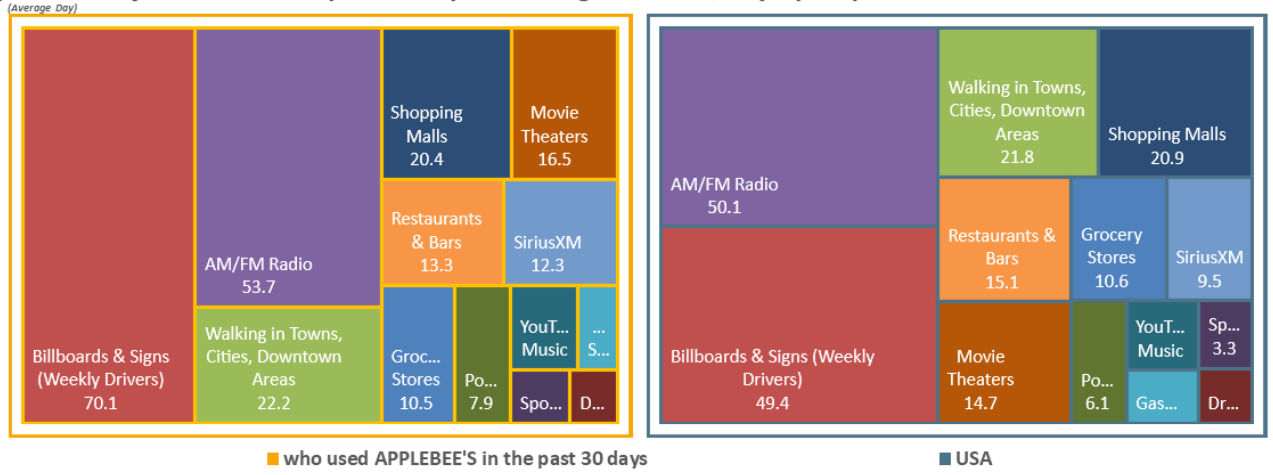
Sit-down restaurants used past 30 days: TGI Fridays

16,160,250 or 87.8% of Adults 21 or older who used APPLEBEE'S in the past 30 days spend an average of 70.1 minutes per day driving, seeing Billboards and Signs. 69.8% Listen to Local Radio Stations Out-of-Home for an average of 49.2 minutes/day.

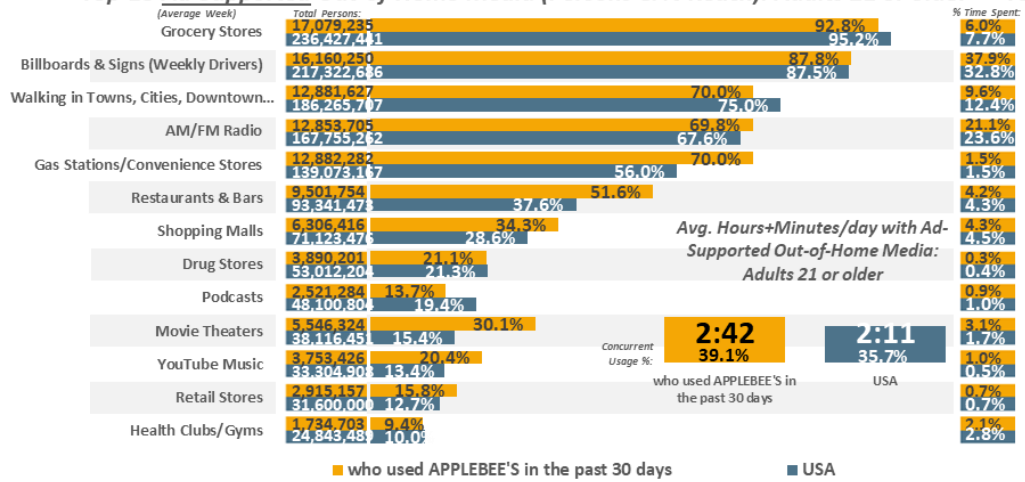
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



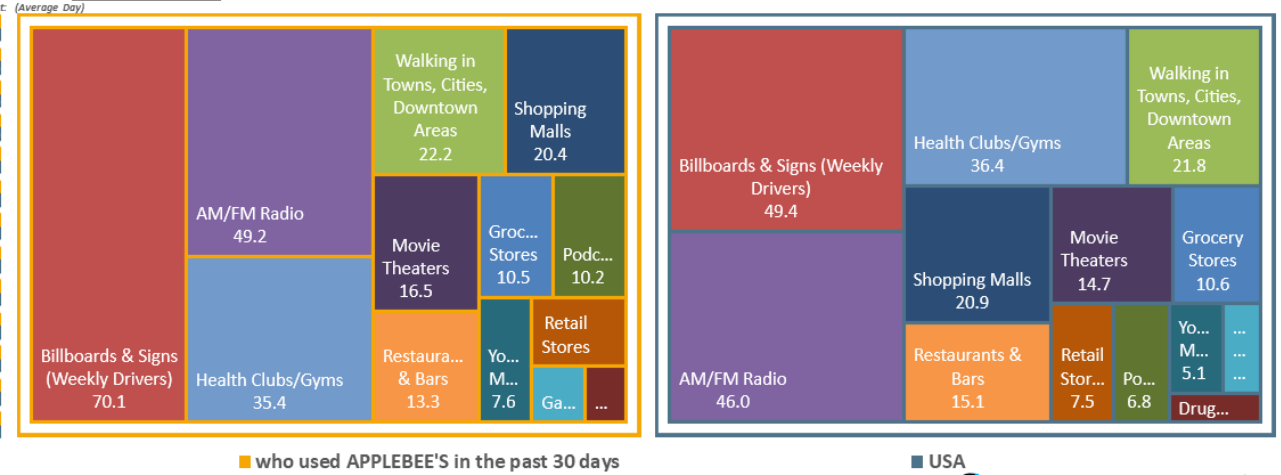
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 669

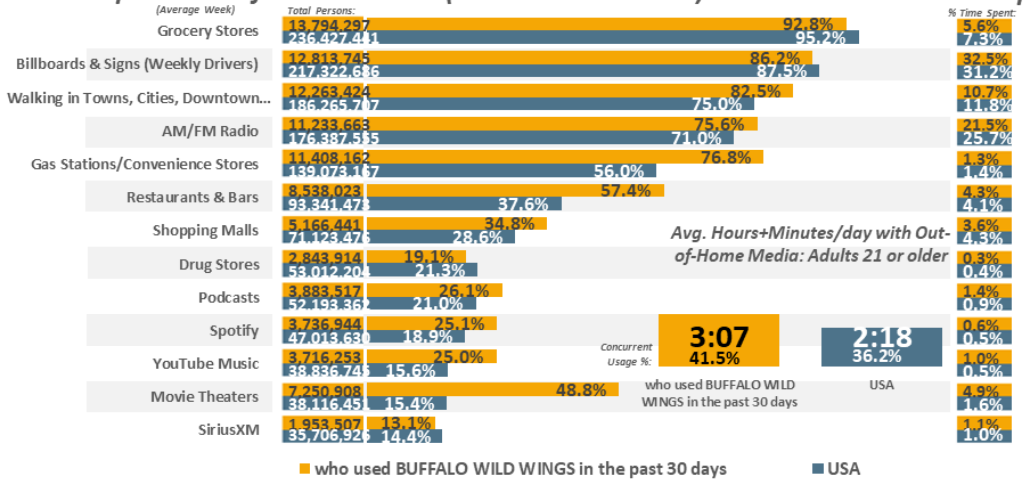
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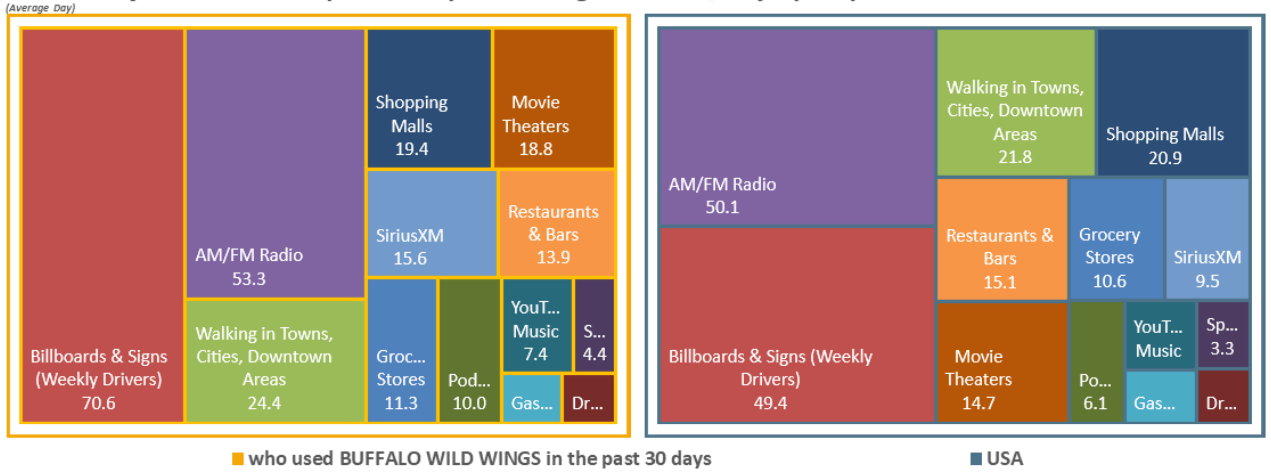
Sit-down restaurants used past 30 days: Applebee's

12,813,745 or 86.2% of Adults 21 or older who used BUFFALO WILD WINGS in the past 30 days spend an average of 70.6 minutes per day driving, seeing Billboards and Signs. 71.5% Listen to Local Radio Stations Out-of-Home for an average of 47.4 minutes/day.

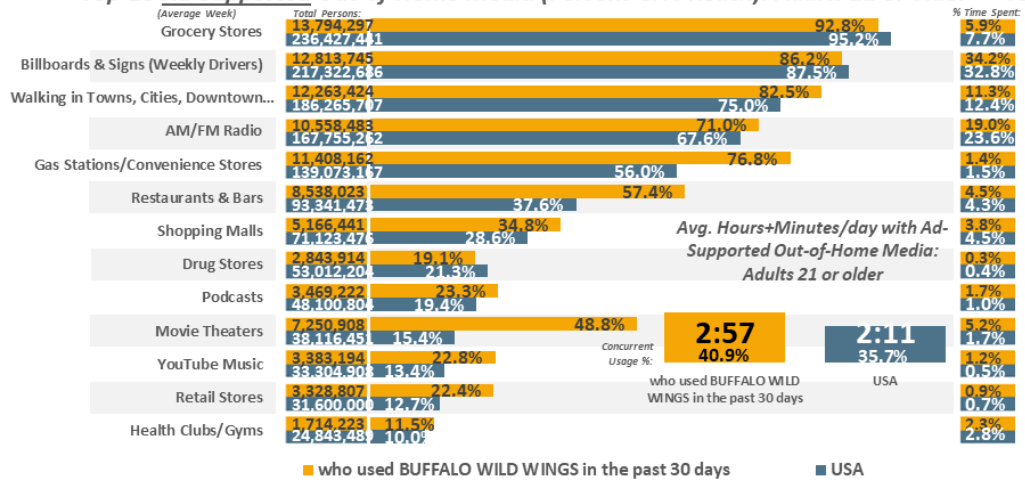
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



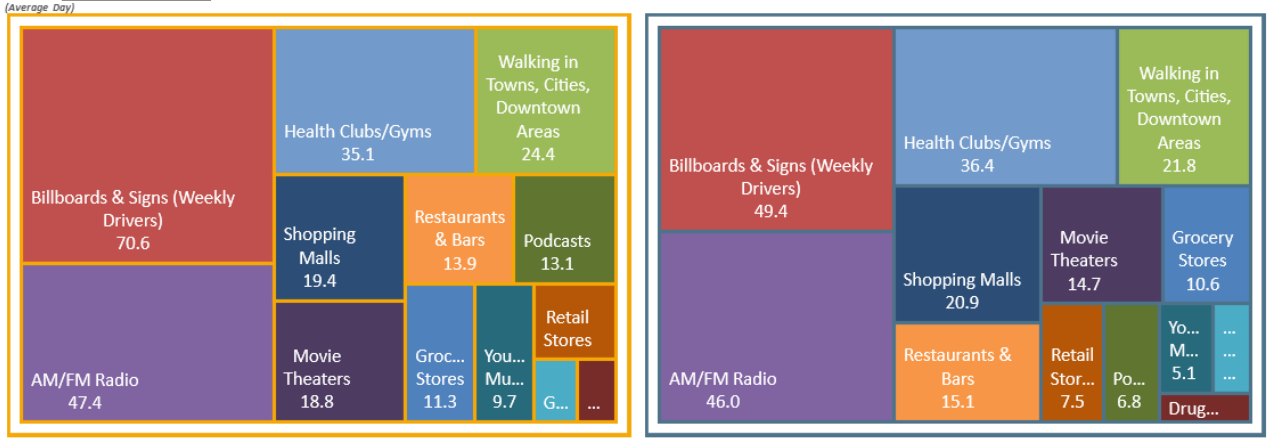
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 429

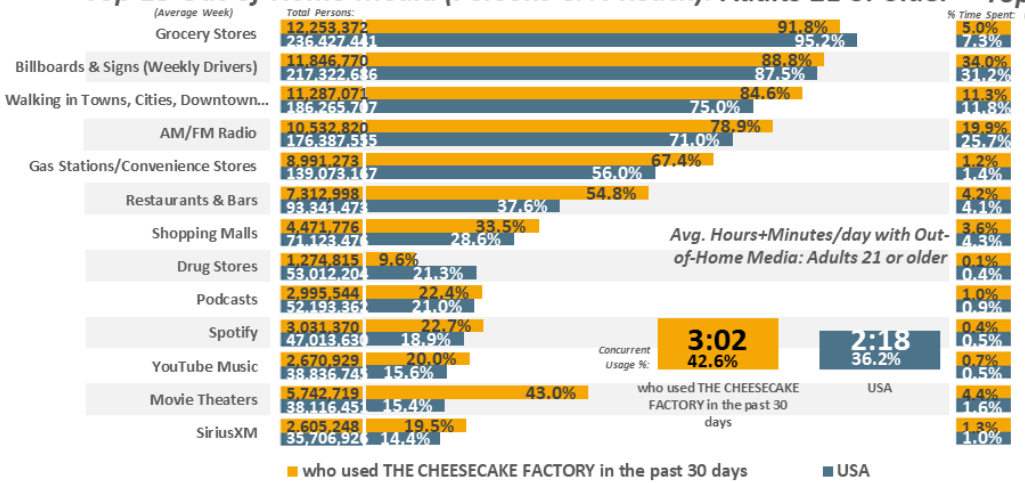
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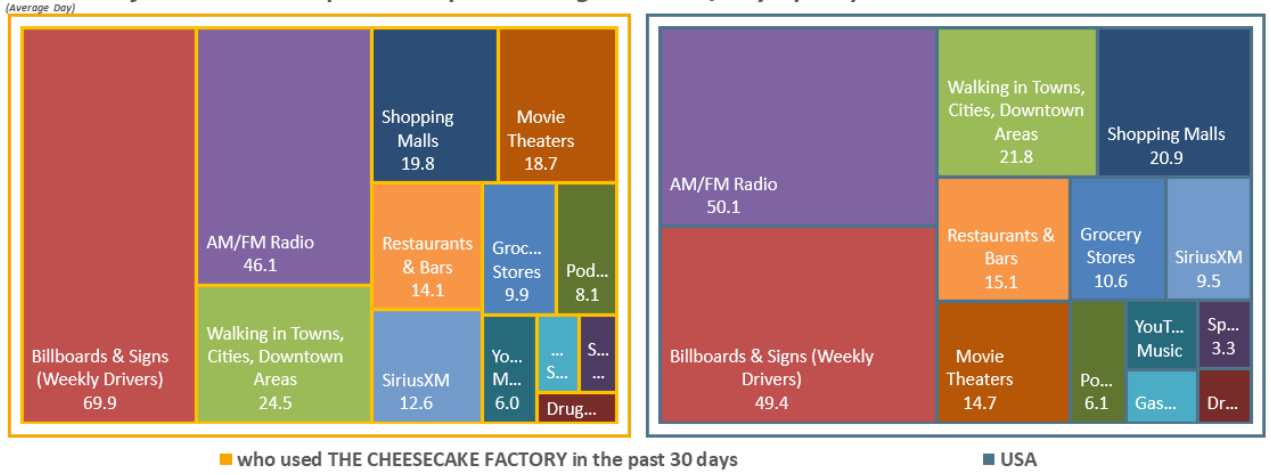
Sit-down restaurants used past 30 days: Buffalo Wild Wings

11,846,770 or 88.8% of Adults 21 or older who used THE CHEESECAKE FACTORY in the past 30 days spend an average of 69.9 minutes per day driving, seeing Billboards and Signs. 72.9% Listen to Local Radio Stations Out-of-Home for an average of 38.9 minutes/da

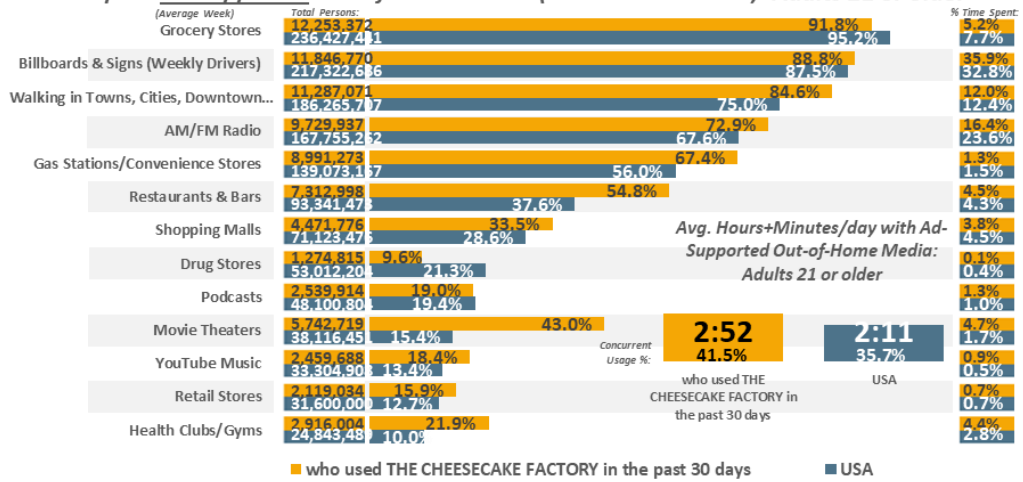
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



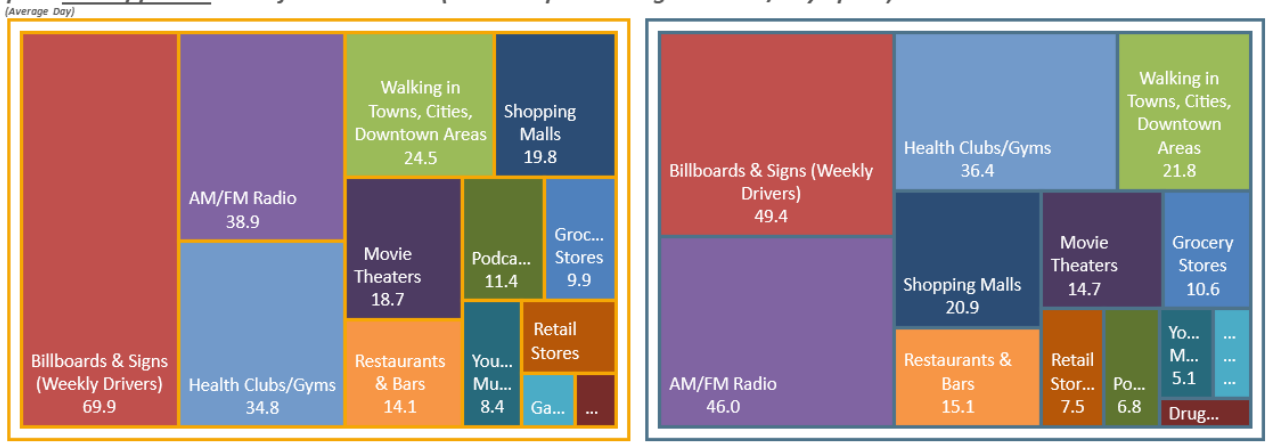
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 470

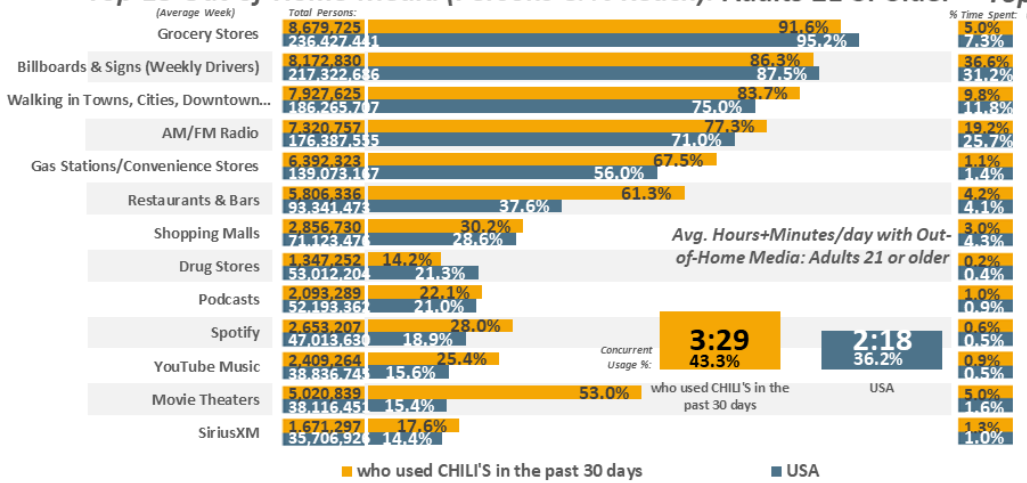
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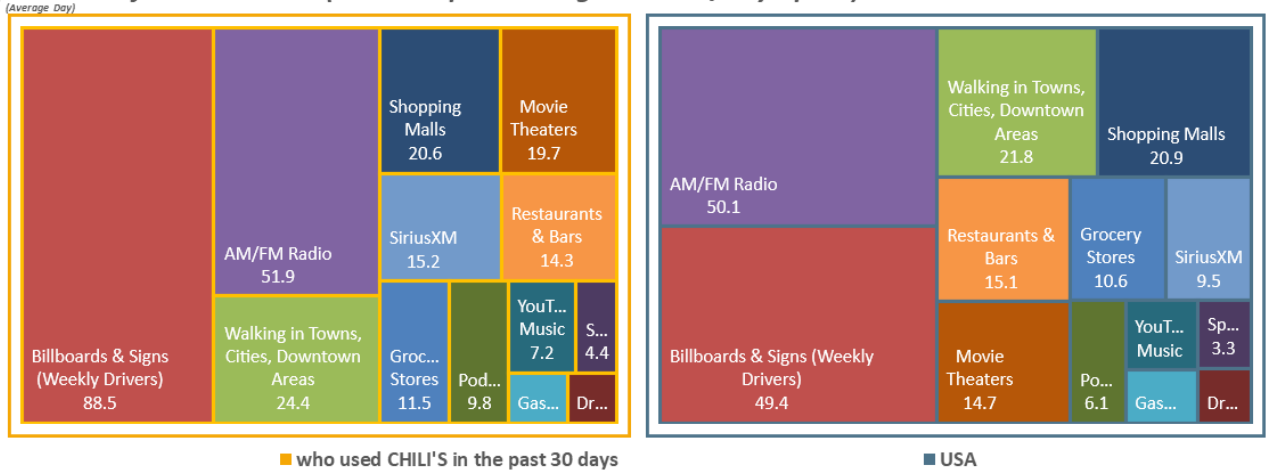
Sit-down restaurants used past 30 days: The Cheesecake Factory

8,172,830 or 86.3% of Adults 21 or older who used CHILI'S in the past 30 days spend an average of 88.5 minutes per day driving, seeing Billboards and Signs. 71.8% Listen to Local Radio Stations Out-of-Home for an average of 43.3 minutes/day.

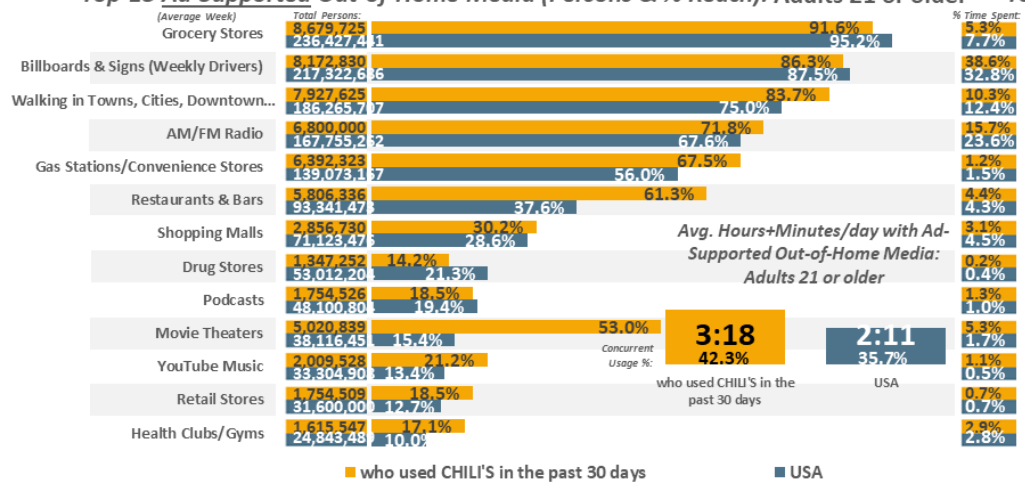
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



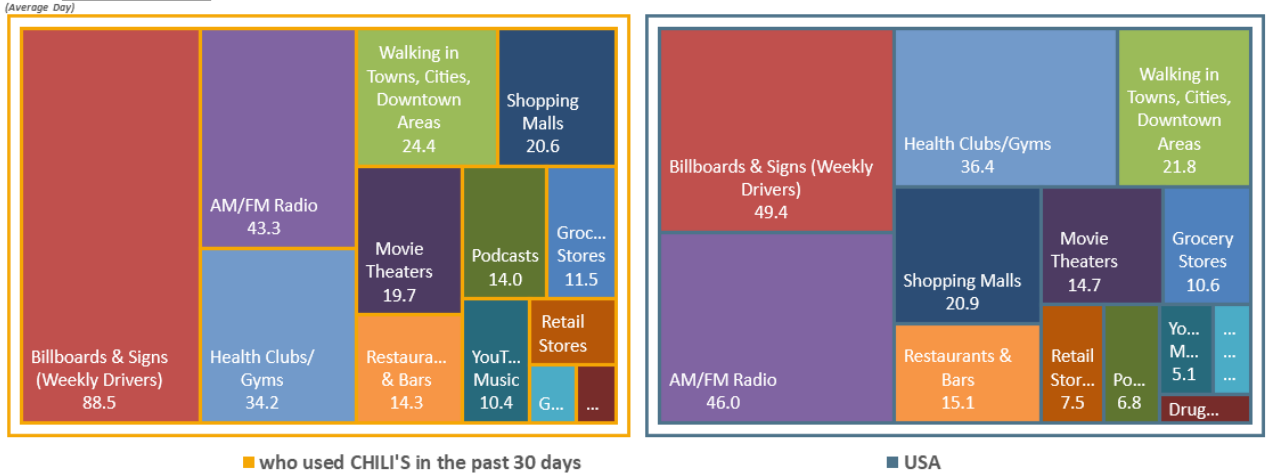
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 302

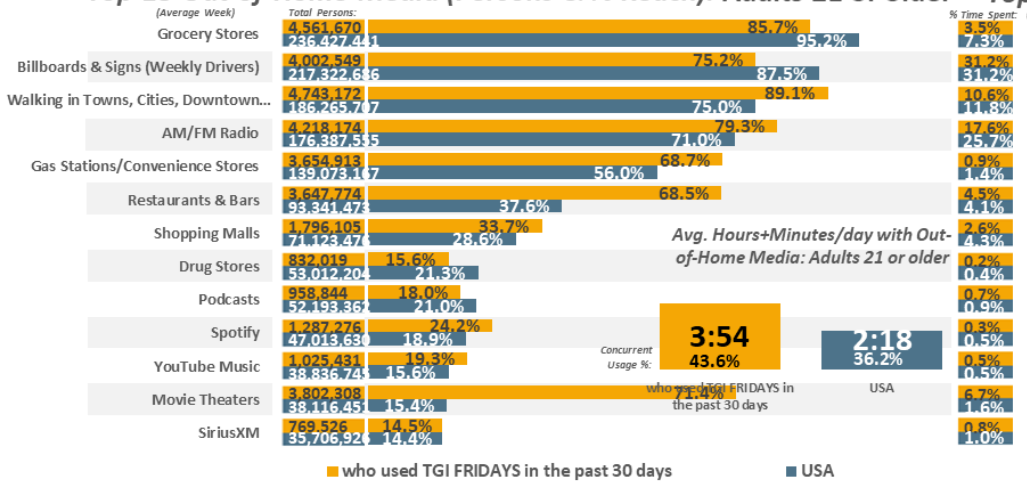
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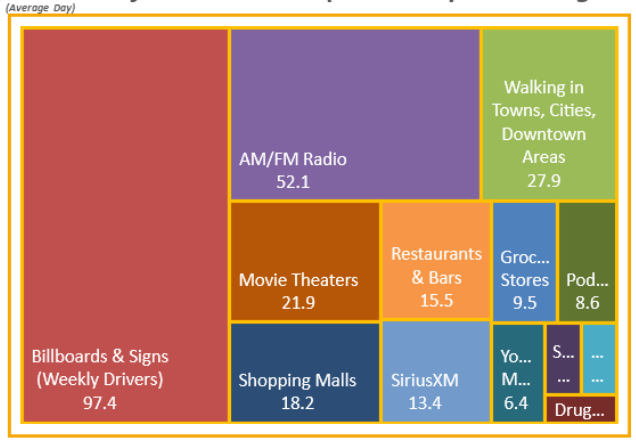
Sit-down restaurants used past 30 days: Chili's

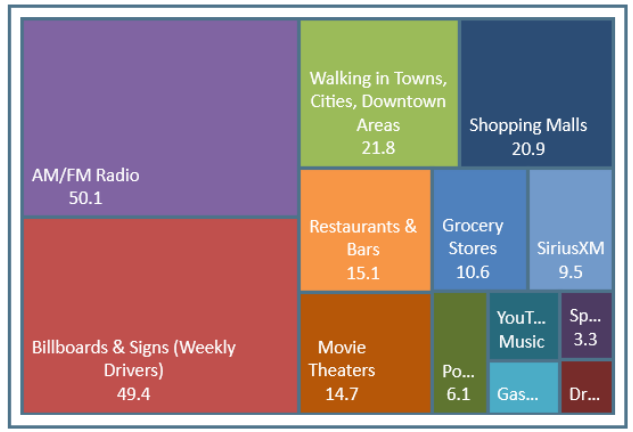
4,002,549 or 75.2% of Adults 21 or older who used TGI FRIDAYS in the past 30 days spend an average of 97.4 minutes per day driving, seeing Billboards and Signs. 73.% Listen to Local Radio Stations Out-of-Home for an average of 42.7 minutes/day.

Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older

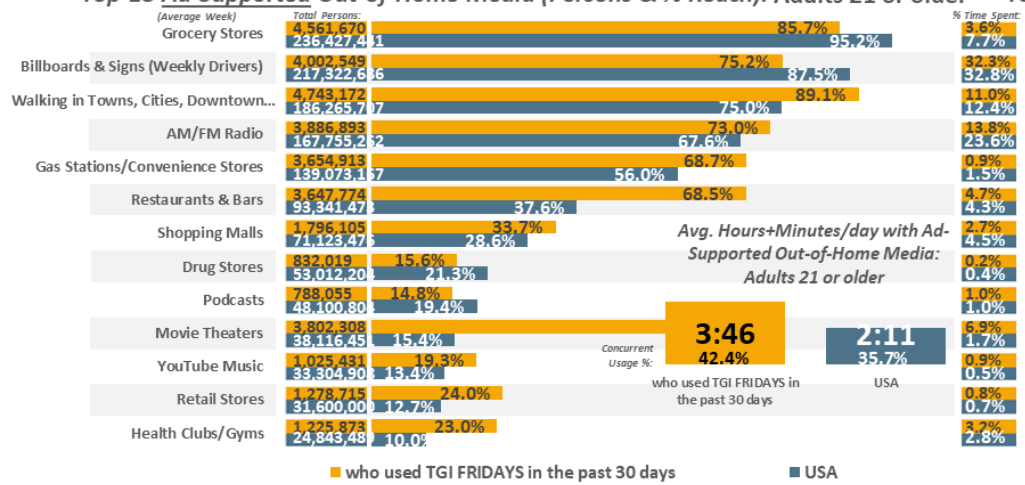


Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

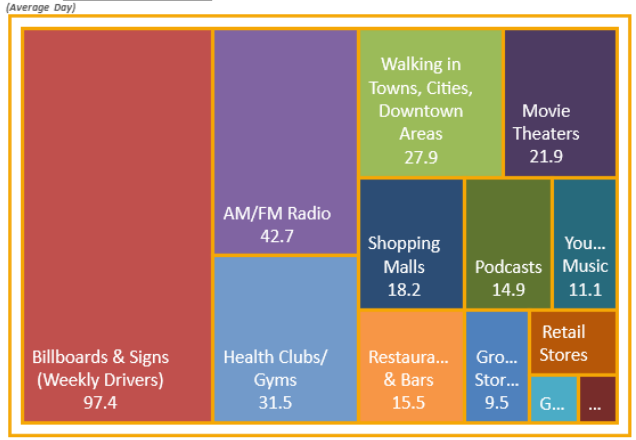


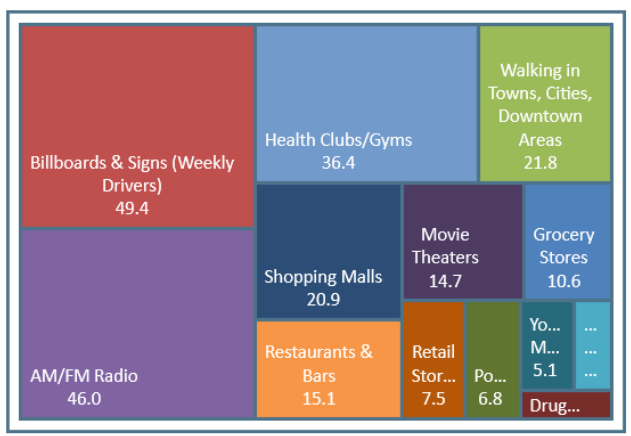


Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 177

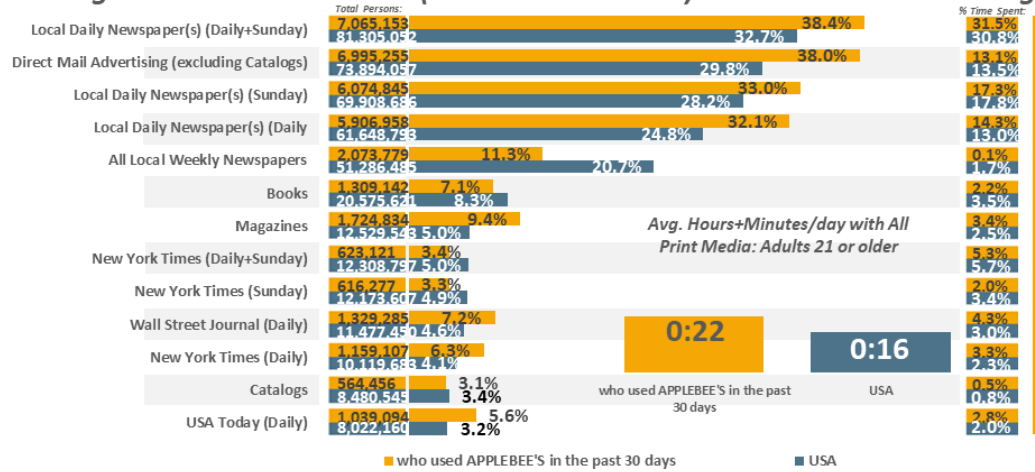
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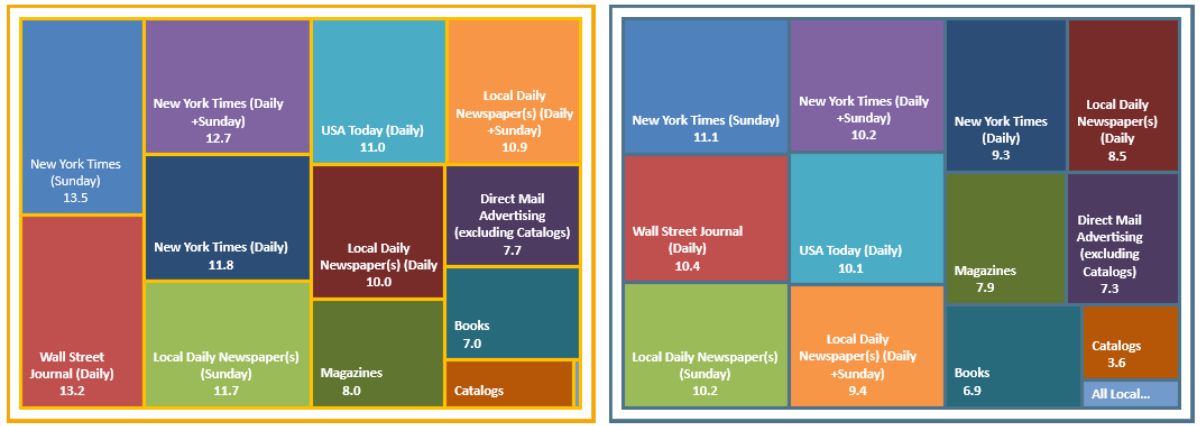
Sit-down restaurants used past 30 days: TGI Fridays

7,065,153 or 38.4% of Adults 21 or older who used APPLEBEE'S in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.9 minutes every day representing 32.3% of all time spent daily with All forms of Print Media.

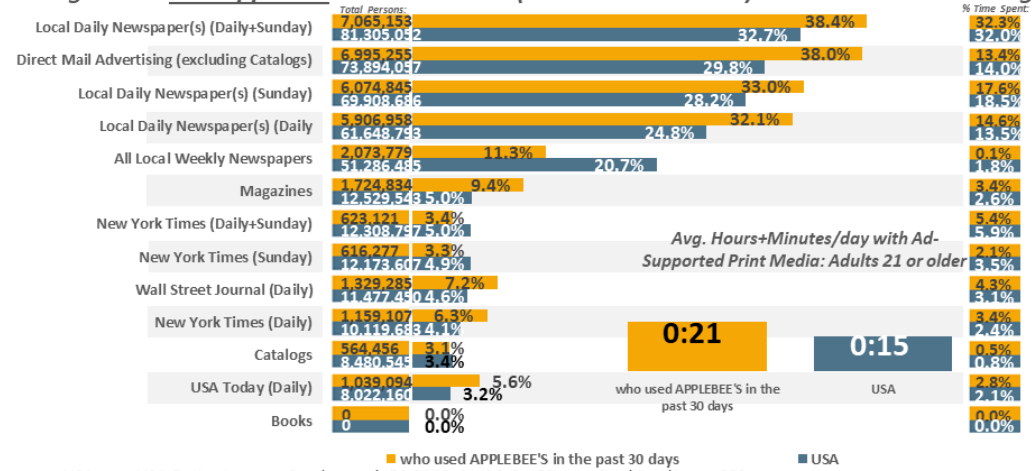
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



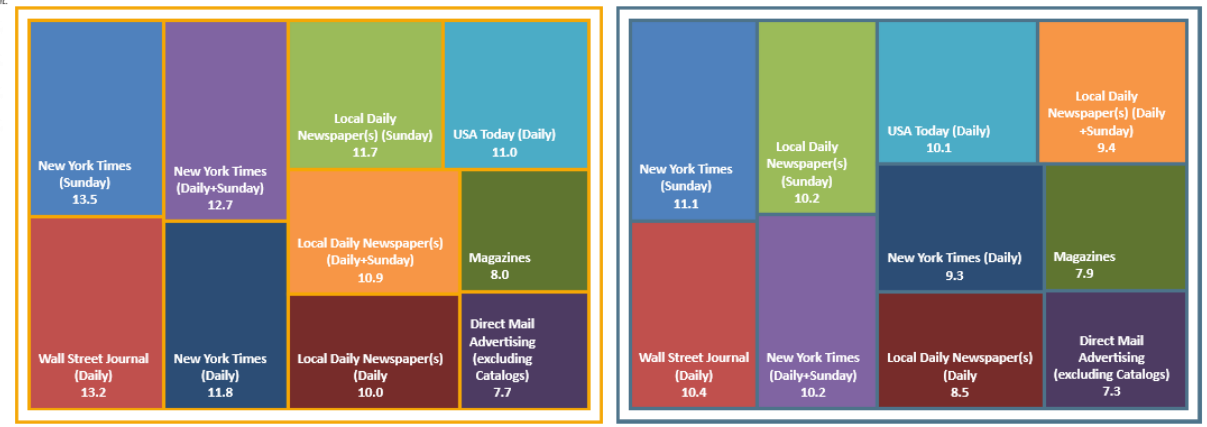
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 669

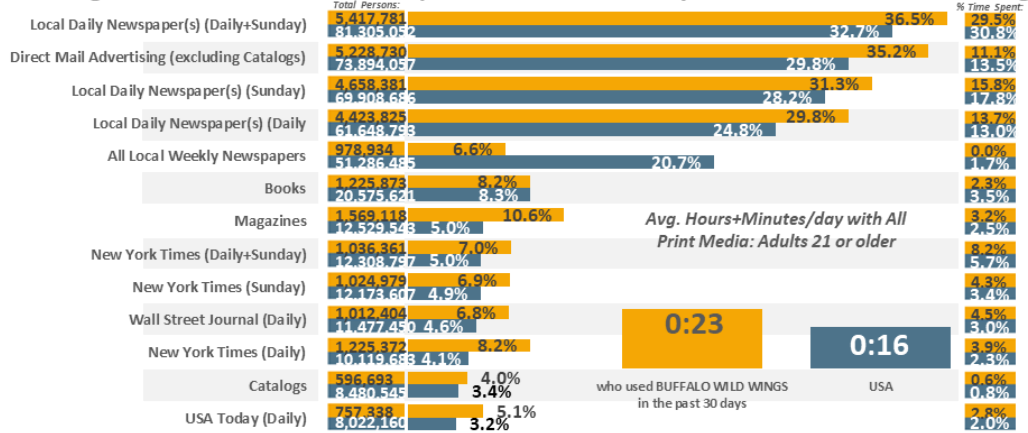
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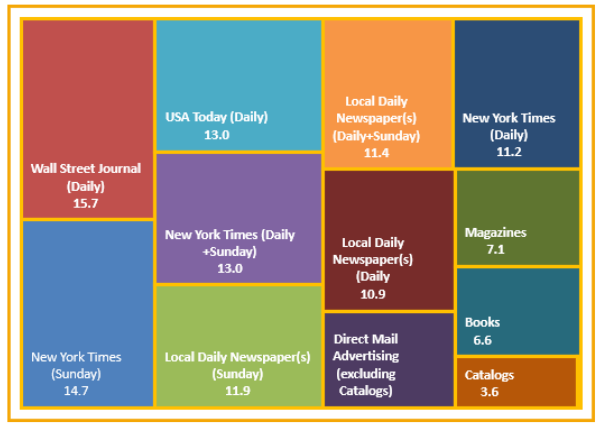
Sit-down restaurants used past 30 days: Applebee's

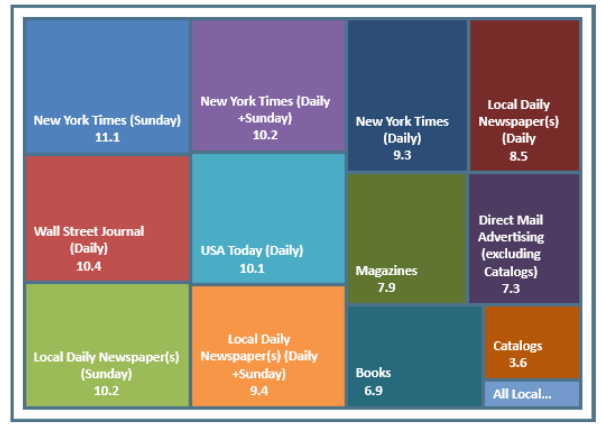
5,417,781 or 36.5% of Adults 21 or older who used BUFFALO WILD WINGS in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.4 minutes every day representing 30.2% of all time spent daily with All forms of Print Media.

Avg. Week All Print Media (Persons & % Reach): Adults 21 or older

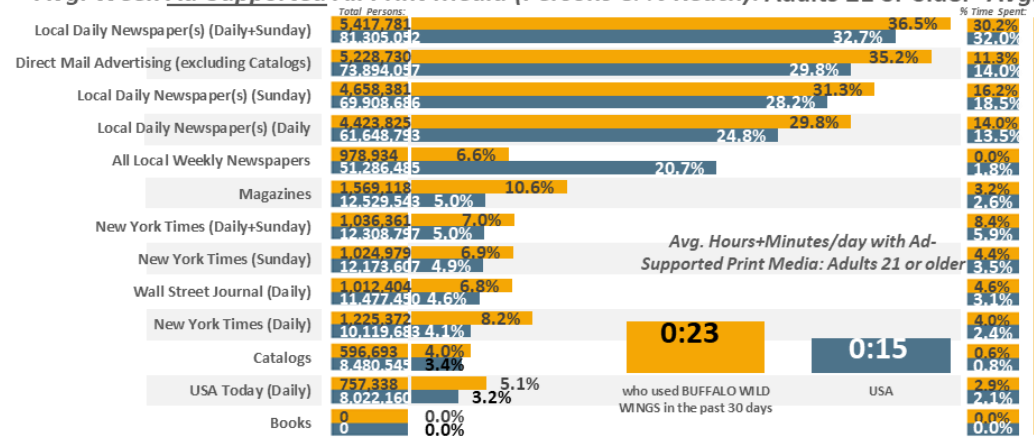


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

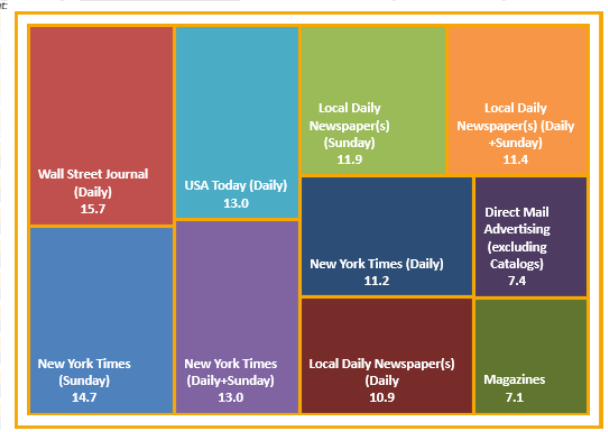


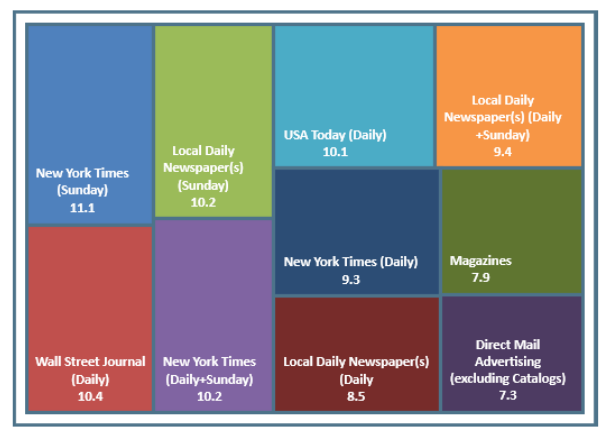


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 429

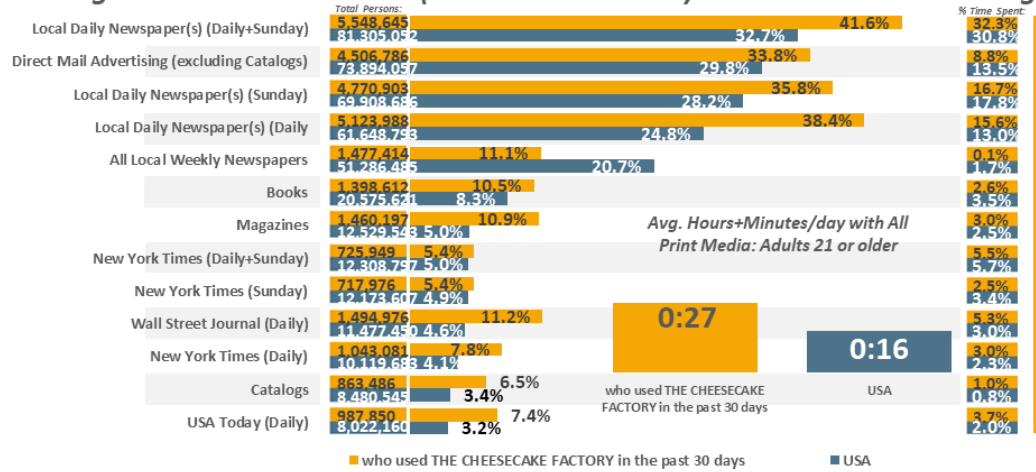
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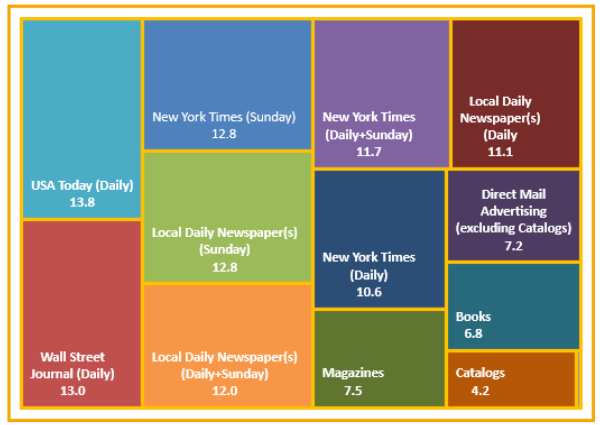
Sit-down restaurants used past 30 days: Buffalo Wild Wings

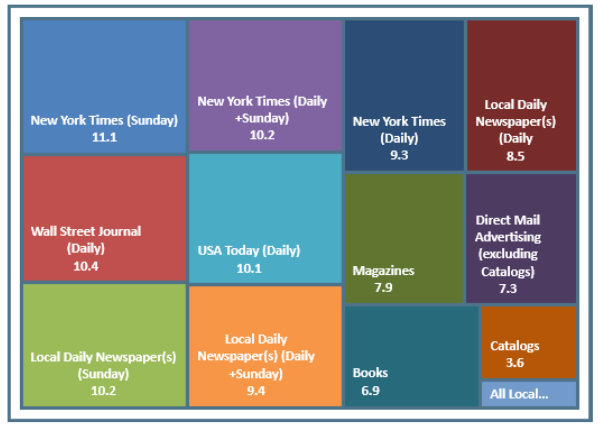
5,548,645 or 41.6% of Adults 21 or older who used THE CHEESECAKE FACTORY in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12. minutes every day representing 33.1% of all time spent daily with All forms of Print Media.

Avg. Week All Print Media (Persons & % Reach): Adults 21 or older

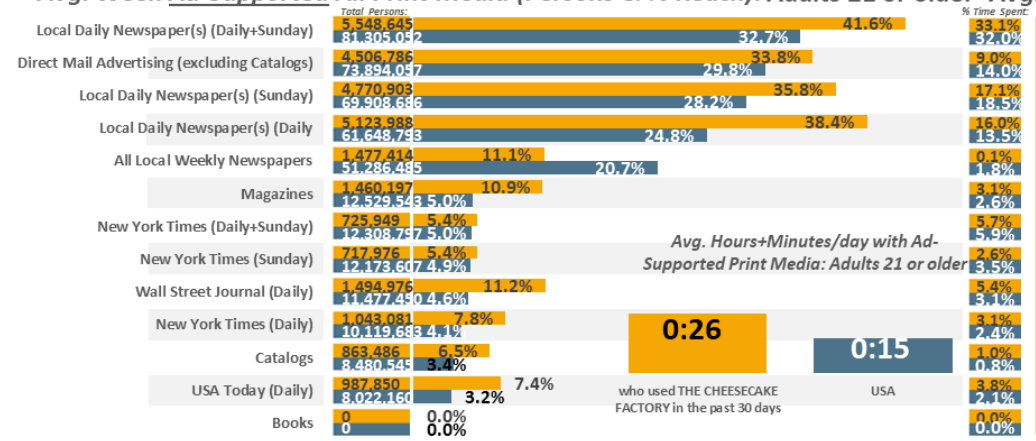


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

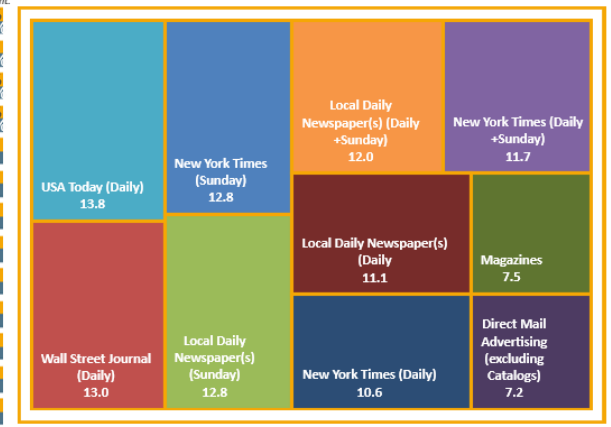


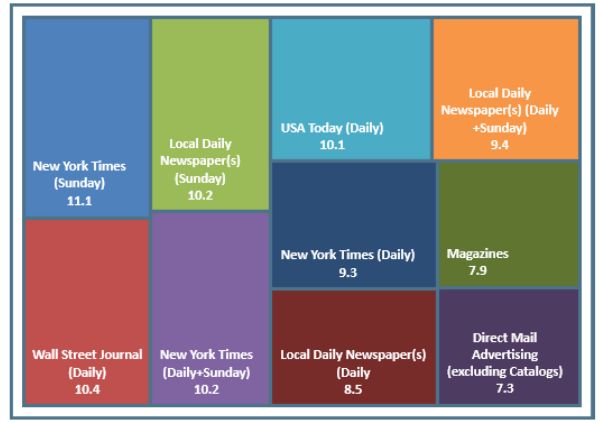


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 470

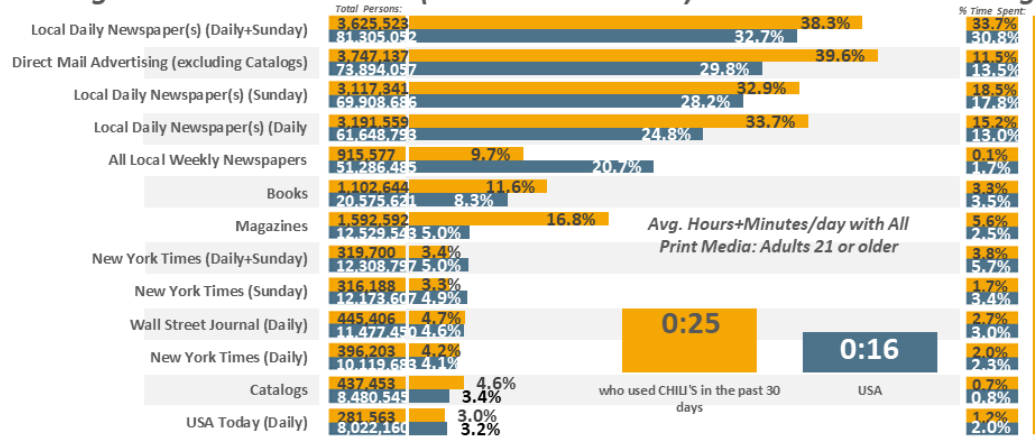
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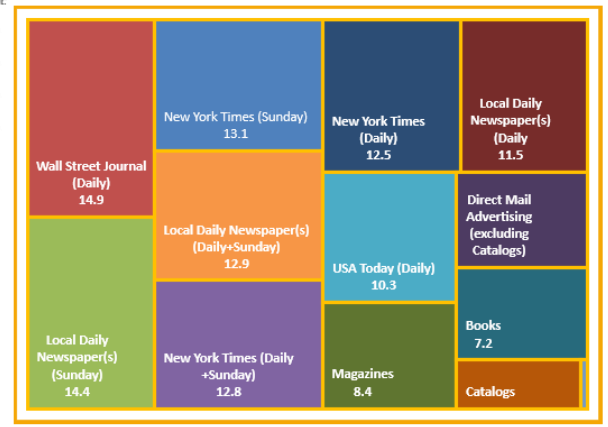
Sit-down restaurants used past 30 days: The Cheesecake Factory

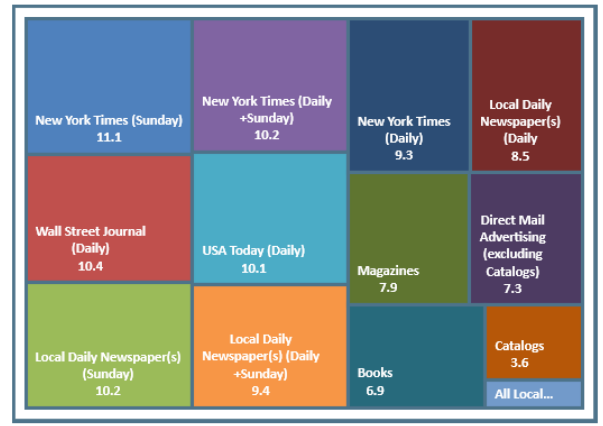
3,625,523 or 38.3% of Adults 21 or older who used CHILI'S in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.9 minutes every day representing 34.8% of all time spent daily with All forms of Print Media.

Avg. Week All Print Media (Persons & % Reach): Adults 21 or older

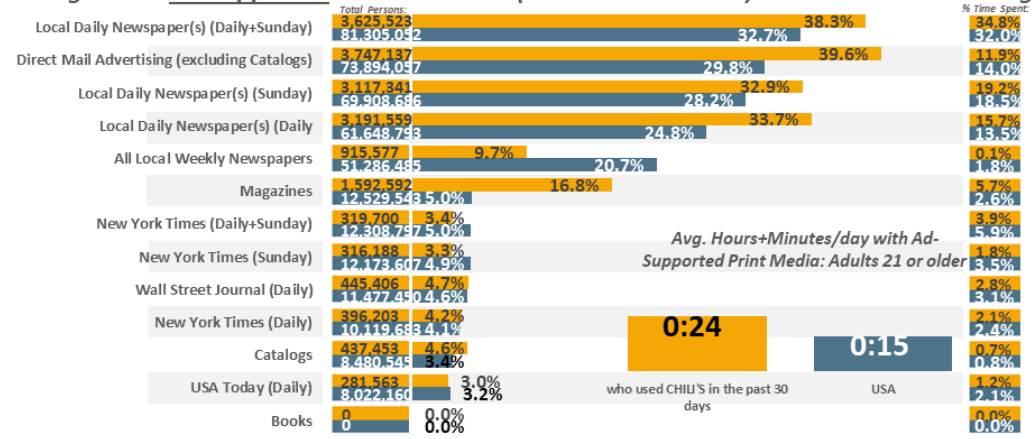


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

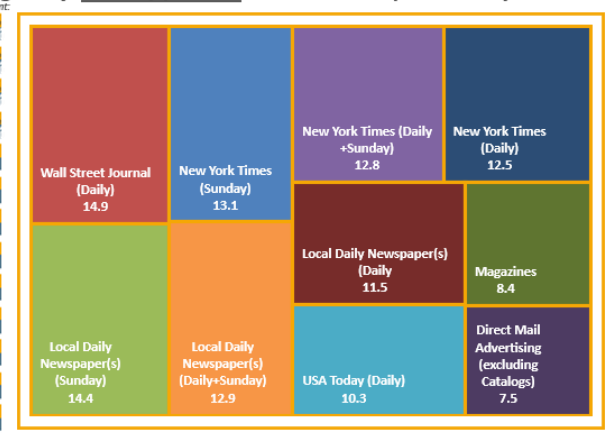


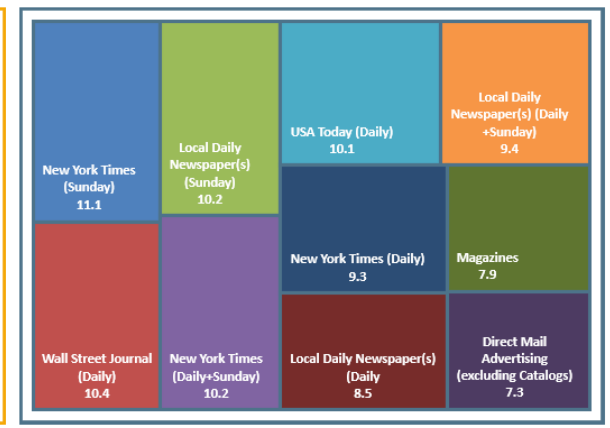


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 302

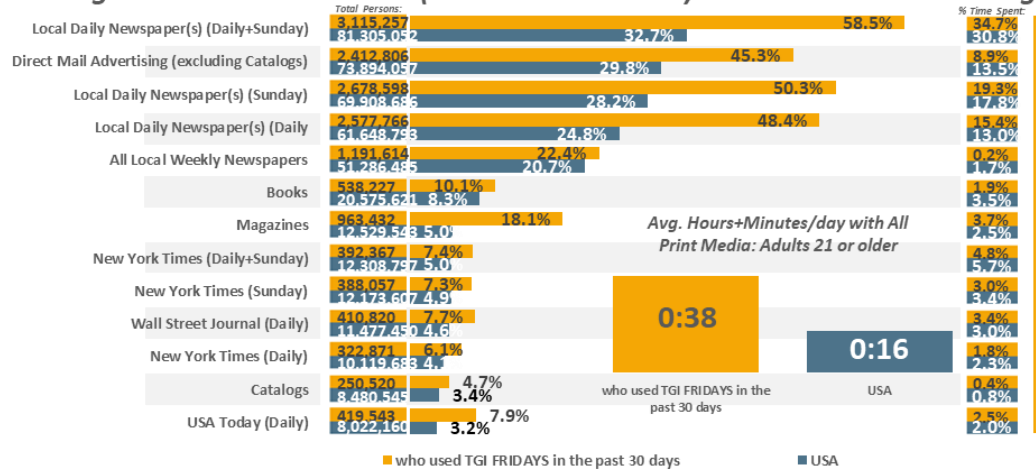
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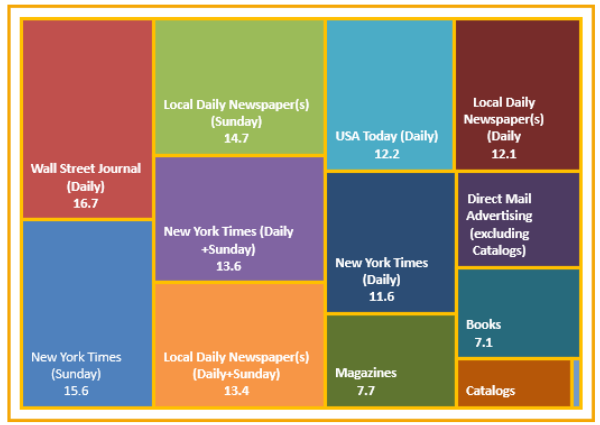
Sit-down restaurants used past 30 days: Chili's

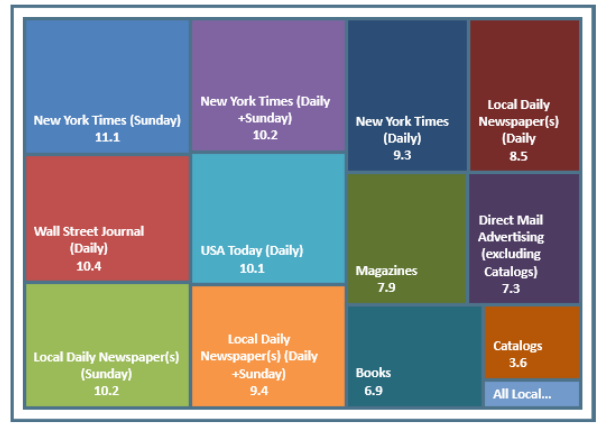
3,115,257 or 58.5% of Adults 21 or older who used TGI FRIDAYS in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 13.4 minutes every day representing 35.4% of all time spent daily with All forms of Print Media.

Avg. Week All Print Media (Persons & % Reach): Adults 21 or older

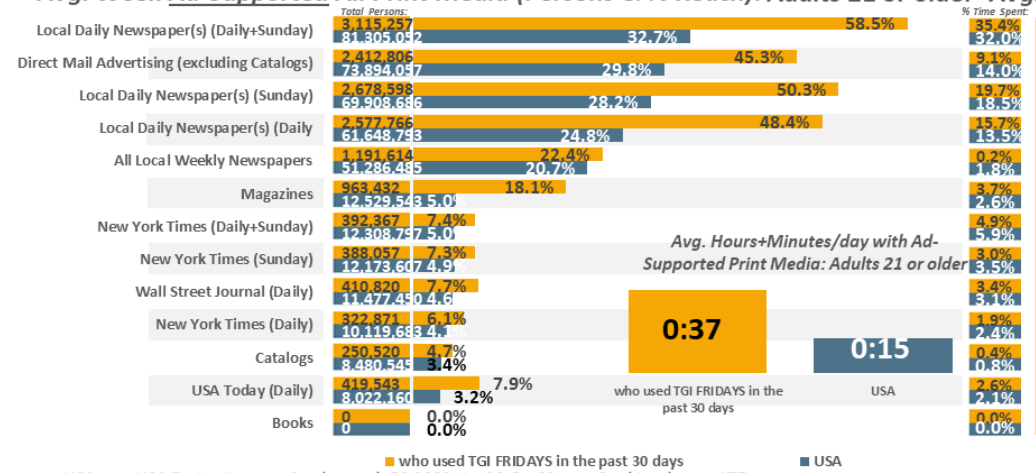


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

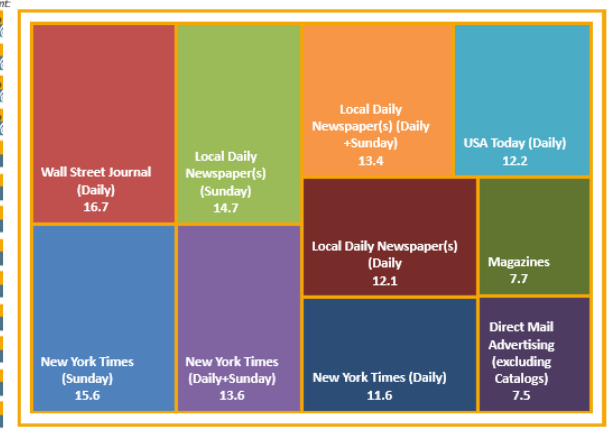


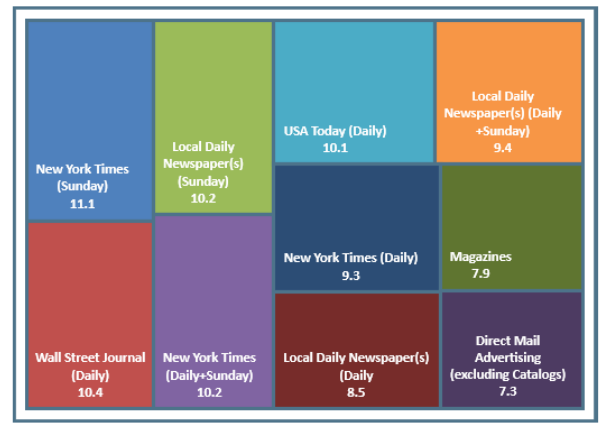


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 177

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Sit-down restaurants used past 30 days: TGI Fridays