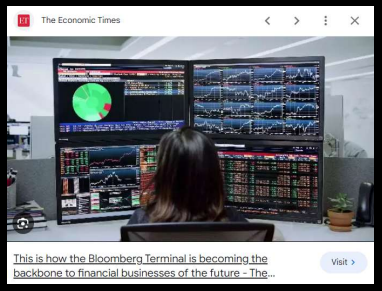
USA –P18+ past 30 days Users of 5 Different MAJOR LOCAL MARKET QSRs!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of P18+ past 30 days users of DUNKIN', PANERA BREAD CO., STARBUCKS, CARIBOU COFFEE, and DUTCH BROS. COFFEE as of April 2024!



Dick's DRIVE-IN

SEATTLE-TACOMA

Filiberto's® MEXICAN FOOD

PHOENIX

Le So Pizza NOW SERVING

WASHINGTON, DC

Portillo's®

HOT DOGS · BEEF · BURGERS · SALADS

CHICAGO

Bud's® CHICKEN & SEAFOOD

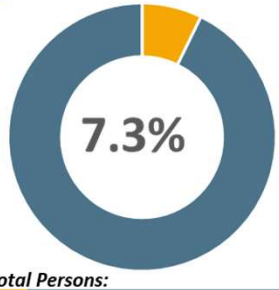
WEST PALM BEACH – BOCA RATON

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

HUBBARD BROADCASTING INC. HB INC.

7.3% or 325,472 of SEATTLE-TACOMA DMA Adults 18 or older are past 30 days users of DICK'S DRIVE-IN QSRs. Typical Adults 18 or older past 30 days users of DICK'S DRIVE-IN QSRs are 47.3 years old (1.9% younger than average) and have a $118,270 (.2% lower than average) annual household income.

Percent of Market: Adults 18 or older

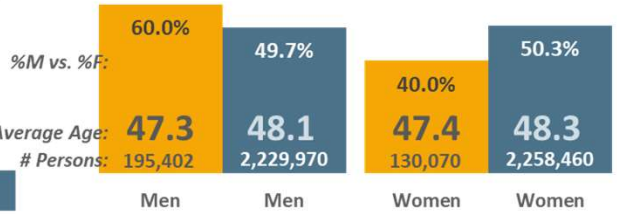


- past 30 days users of DICK'S DRIVE-IN QSRs
- Remainder of SEATTLE-TACOMA DMA

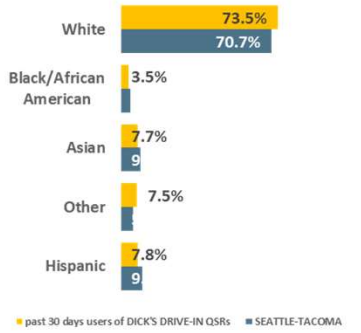
Total Persons:



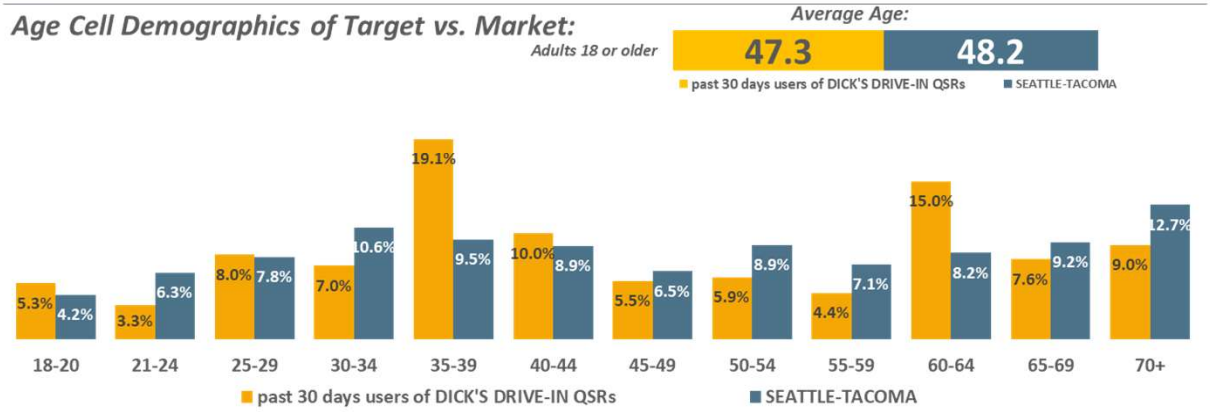
Gender of Target vs. Market: Adults 18 or older



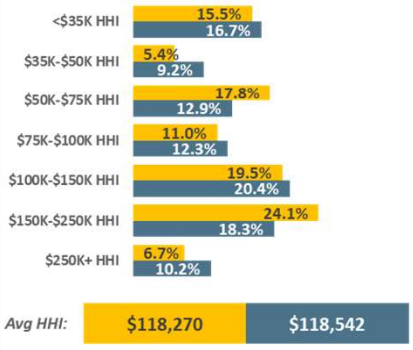
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 252

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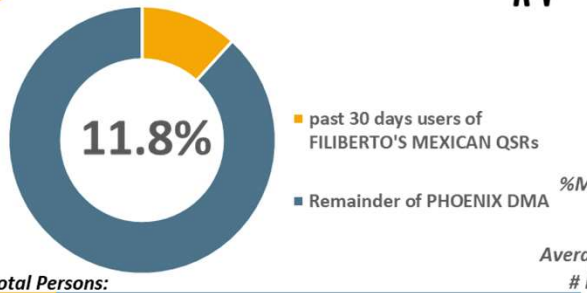
Quick service restaurants used past 30 days: Dick's

11.8% or 543,069 of PHOENIX DMA Adults 18 or older are past 30 days users of FILIBERTO'S MEXICAN QSRs. Typical Adults 18 or older past 30 days users of FILIBERTO'S MEXICAN QSRs are 47.2 years old (3.8% younger than average) and have a $81,596 (12.3% lower than average) annual household income.

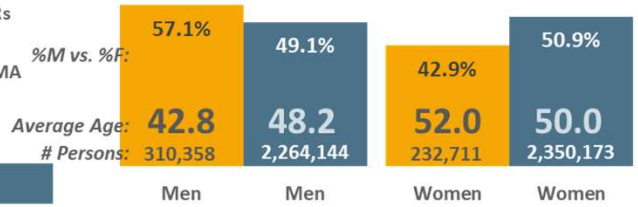
Percent of Market: Adults 18 or older



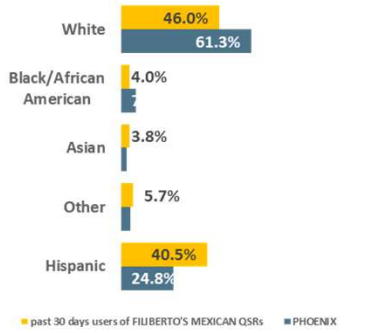
Total Persons:



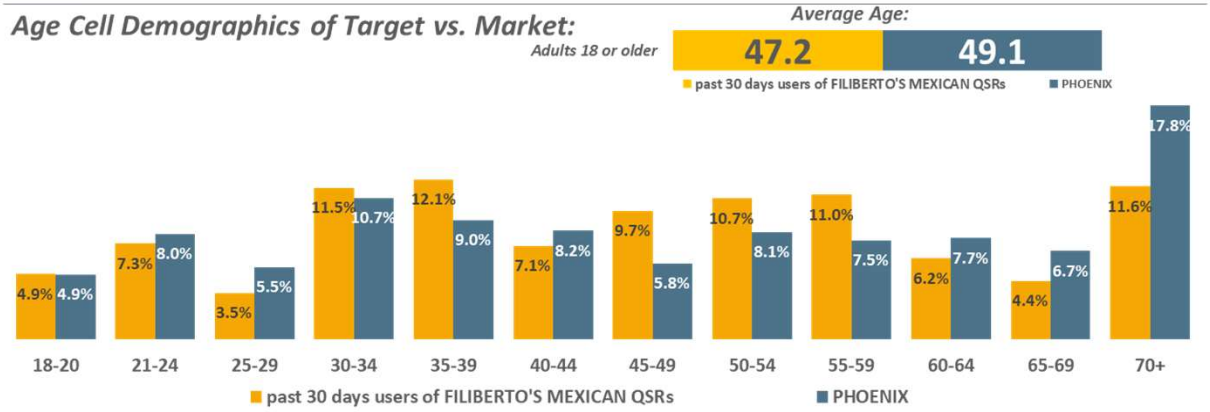
Gender of Target vs. Market: Adults 18 or older



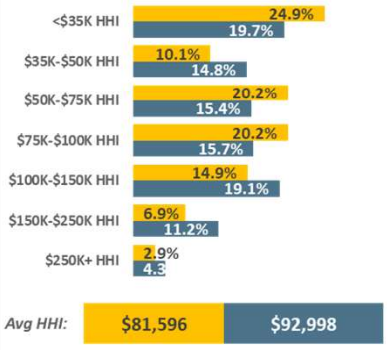
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 259

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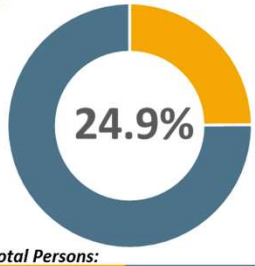
Quick service restaurants used past 30 days: Filiberto's Mexican

24.9% or 1,881,012 of CHICAGO DMA Adults 18 or older are past 30 days users of PORTILLO'S QSRs. Typical Adults 18 or older past 30 days users of PORTILLO'S QSRs are 49.8 years old (2.8% older than average) and have a $113,450 (10.7% higher than average) annual household income.

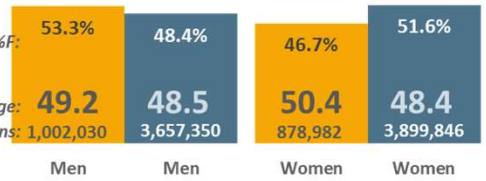
Percent of Market: Adults 18 or older



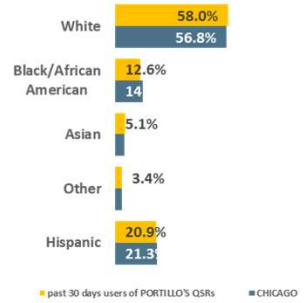
Total Persons:

1,881,012	5,676,184

Gender of Target vs. Market: Adults 18 or older



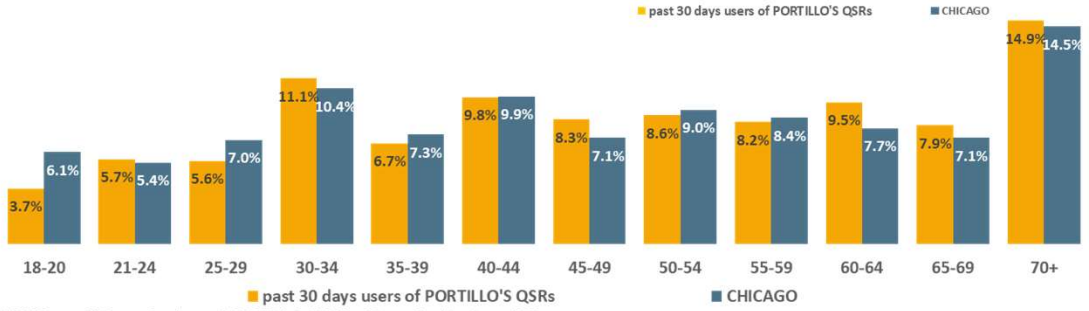
Ethnicity of Target vs. Market:



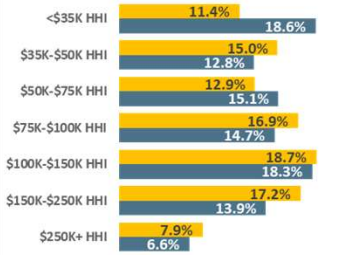
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older	49.8	48.4



HHI of Target vs. Market:



Avg HHI:	$113,450	$102,448

CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 829

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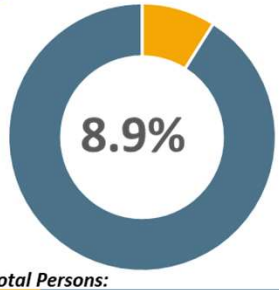
Quick service restaurants used past 30 days: Portillo's

8.9% or 505,039 of WASHINGTON, DC DMA Adults 18 or older are past 30 days users of LEDO PIZZA QSRs. Typical Adults 18 or older past 30 days users of LEDO PIZZA QSRs are 48.9 years old (2.1% older than average) and have a $123,087 (4.1% lower than average) annual household income.

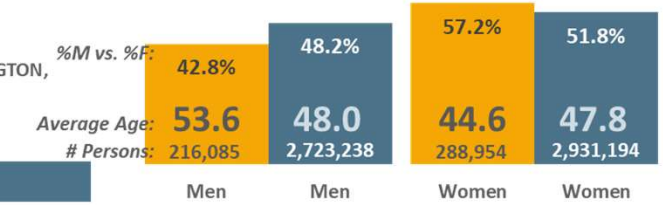
Percent of Market: Adults 18 or older



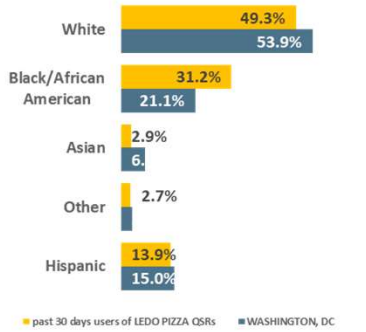
Total Persons:



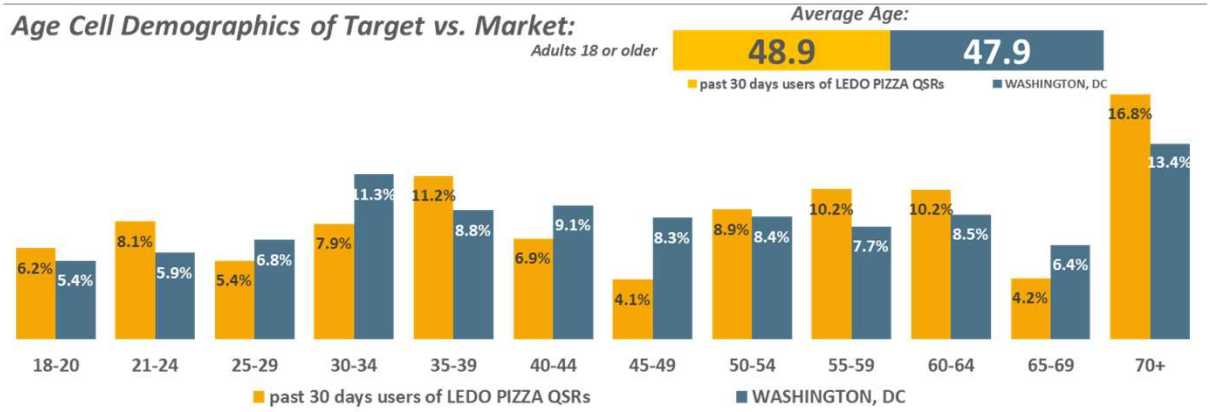
Gender of Target vs. Market: Adults 18 or older



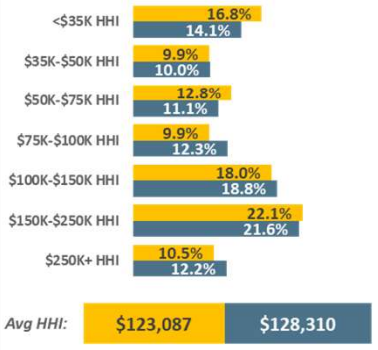
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 428

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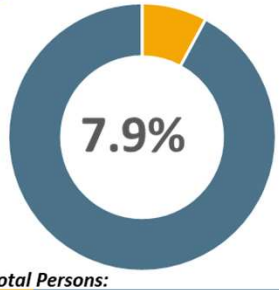
Quick service restaurants used past 30 days: Ledo Pizza

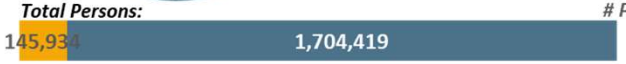
7.9% or 145,934 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older are past 30 days users of BUD'S... Typical Adults 18 or older past 30 days users of BUD'S CHICKEN & SEAFOOD QSRs are 52.3 years old (2.2% younger than average) and have a $80,497 (16.5% lower than average) annual household income.

Percent of Market: Adults 18 or older

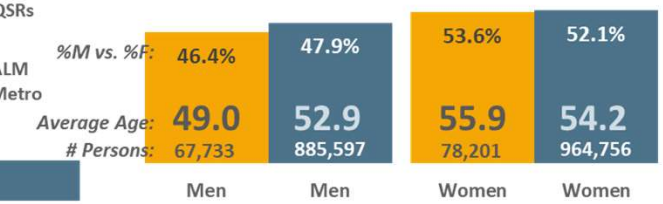


- past 30 days users of BUD'S CHICKEN & SEAFOOD QSRs
- Remainder of WEST PALM BEACH-BOCA RATON Metro

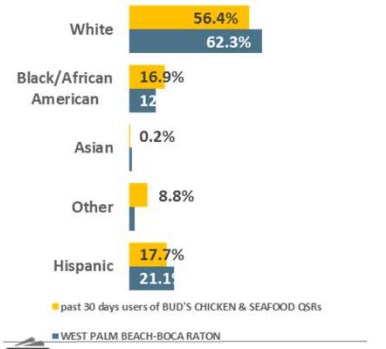
Total Persons:



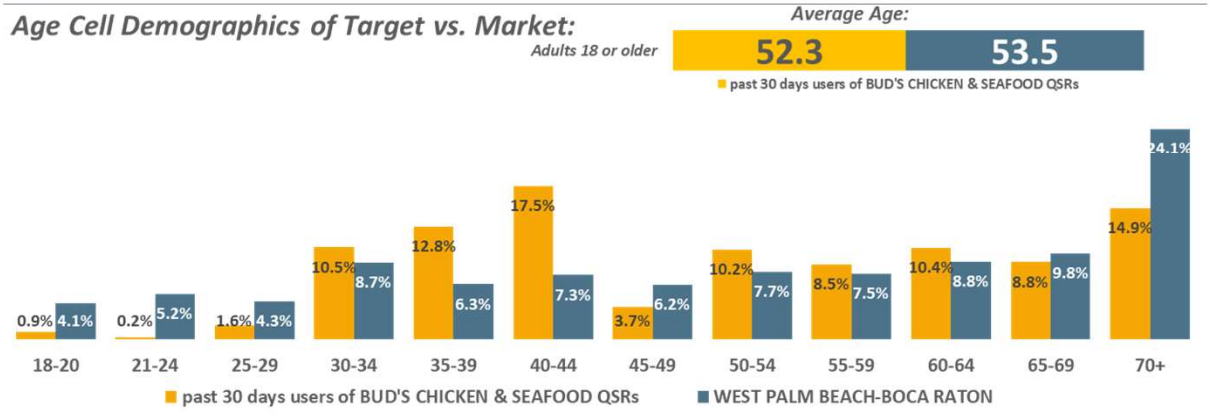
Gender of Target vs. Market: Adults 18 or older



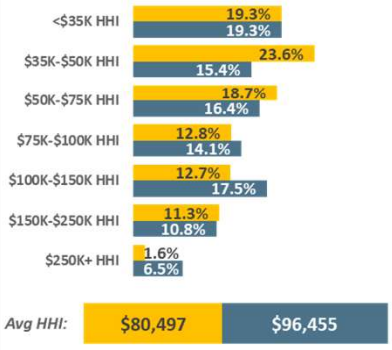
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 164

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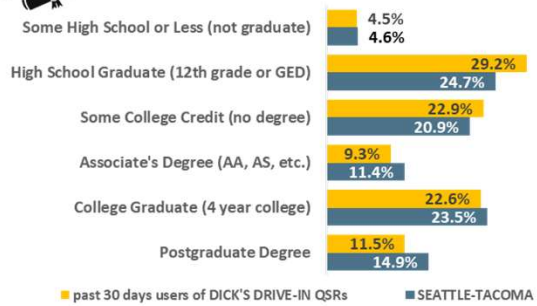
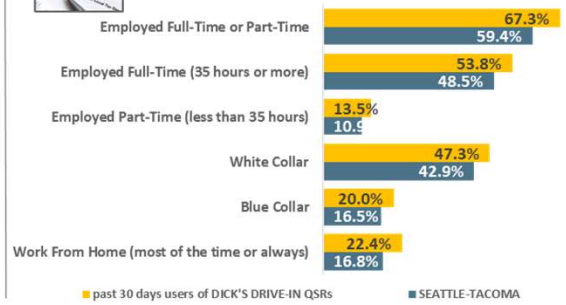
Quick service restaurants used past 30 days: Bud's Chicken & Seafood

7.3% or 325,472 of SEATTLE-TACOMA DMA Adults 18 or older are past 30 days users of DICK'S DRIVE-IN QSRs. Adults 18 or older past 30 days users of DICK'S DRIVE-IN QSRs are 11.3% less likely to be a college graduate, 10.9% more likely to work full-time, 11.9% less likely to be married, 10.8% more likely to be a parent of 1 or more children under 18.

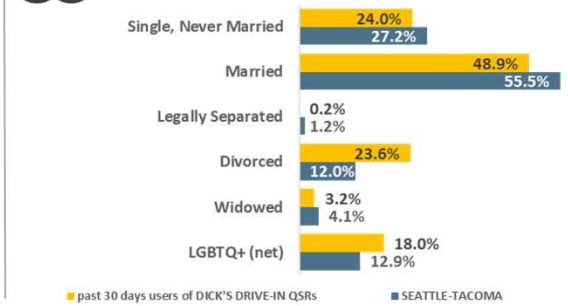
Education Levels: Adults 18 or older



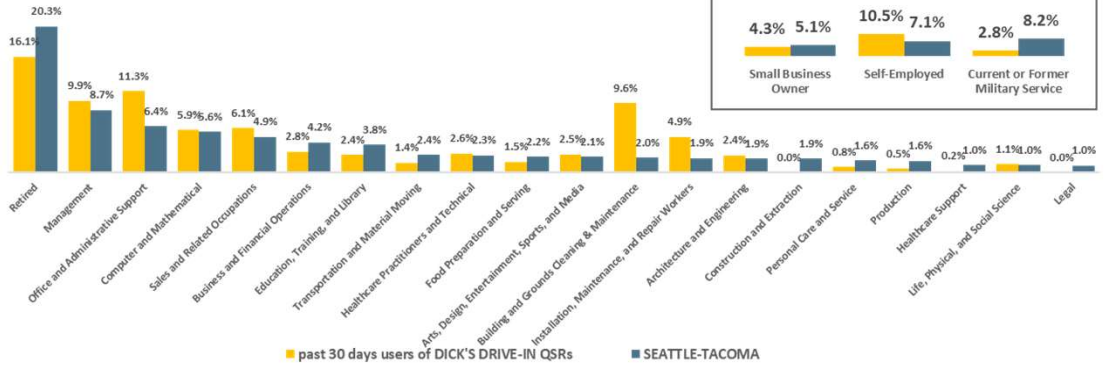
Employment: Adults 18 or older



Marital Status: Adults 18 or older

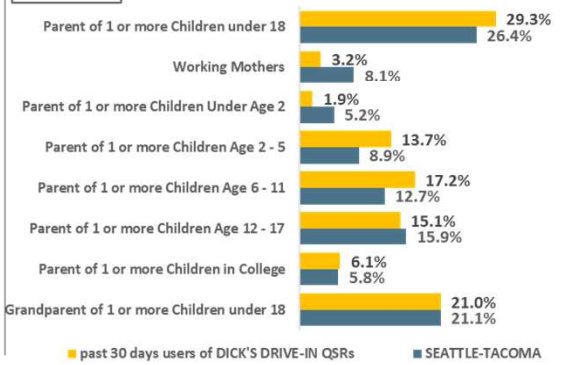


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 252

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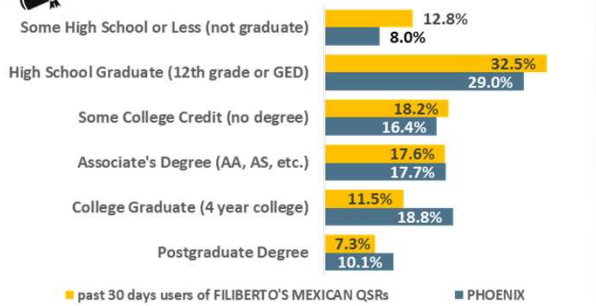
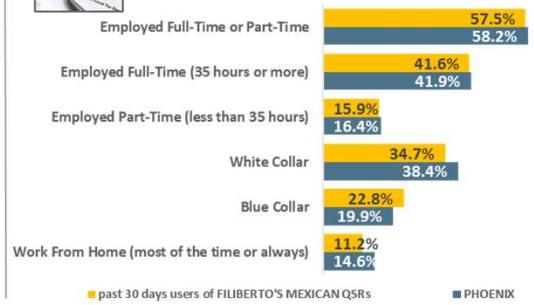
Quick service restaurants used past 30 days: Dick's

11.8% or 543,069 of PHOENIX DMA Adults 18 or older are past 30 days users of FILIBERTO'S MEXICAN QSRs. Adults 18 or older past 30 days users of FILIBERTO'S MEXICAN QSRs are 34.5% less likely to be a college graduate, .7% less likely to work full-time, 5.2% less likely to be married, 22.2% more likely to be a parent of 1 or more children under 18.

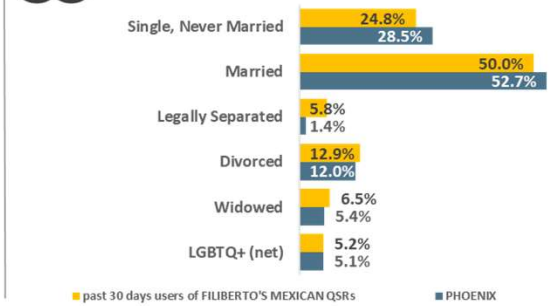
Education Levels: Adults 18 or older



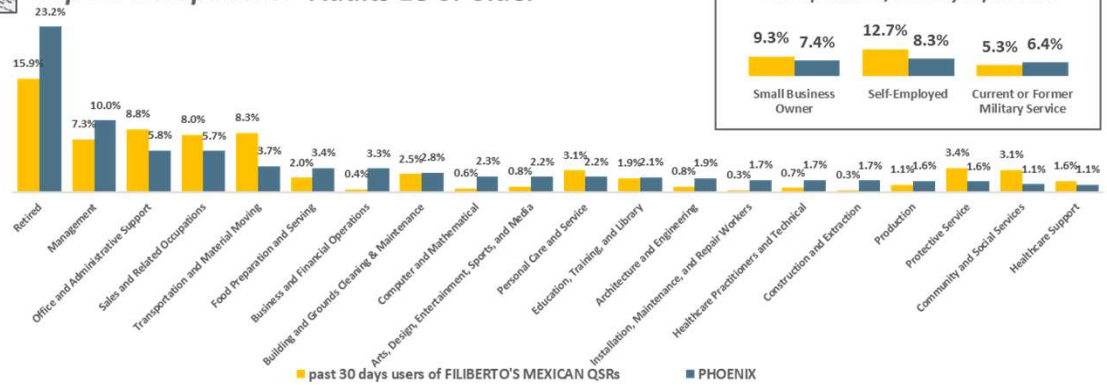
Employment: Adults 18 or older



Marital Status: Adults 18 or older

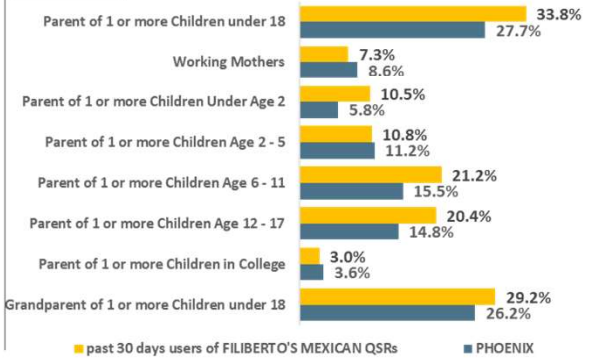


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 259

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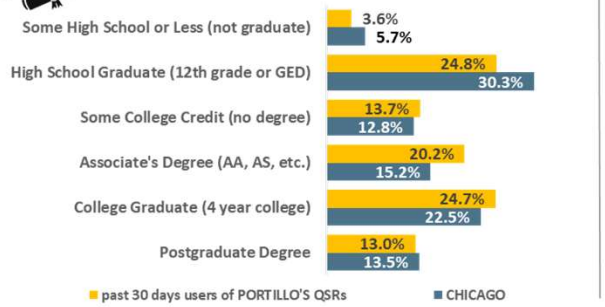
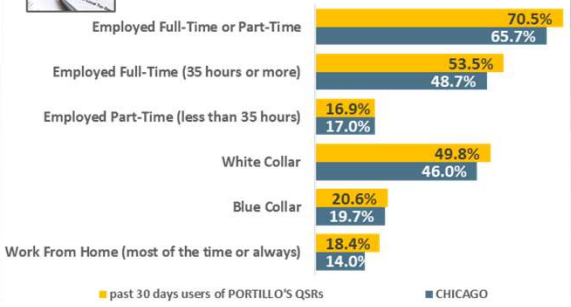
Quick service restaurants used past 30 days: Filiberto's Mexican

24.9% or 1,881,012 of CHICAGO DMA Adults 18 or older are past 30 days users of PORTILLO'S QSRs. Adults 18 or older past 30 days users of PORTILLO'S QSRs are 4.6% more likely to be a college graduate, 9.9% more likely to work full-time, 16.3% more likely to be married, 6.9% more likely to be a parent of 1 or more children under 18.

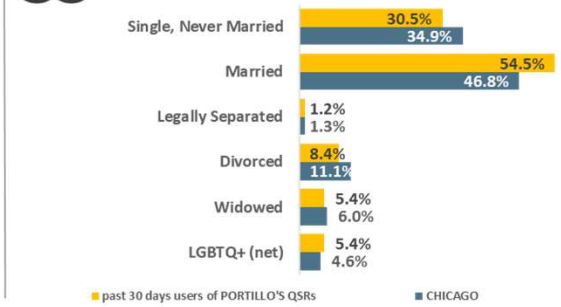
Education Levels: Adults 18 or older



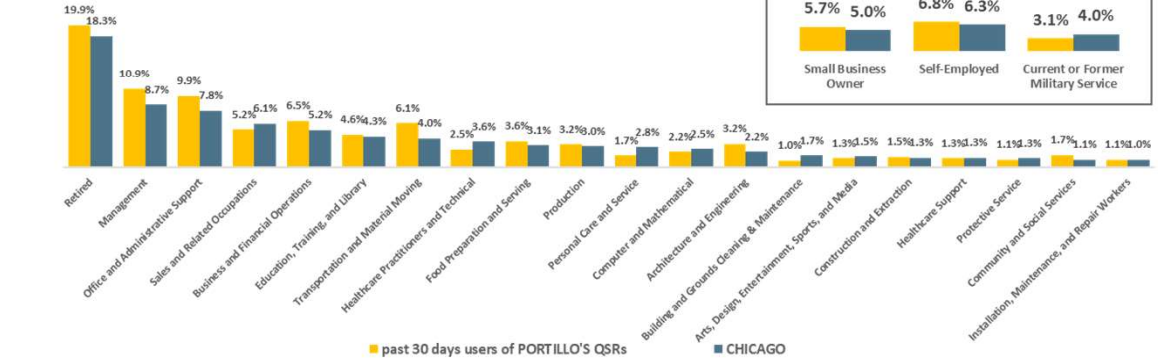
Employment: Adults 18 or older



Marital Status: Adults 18 or older

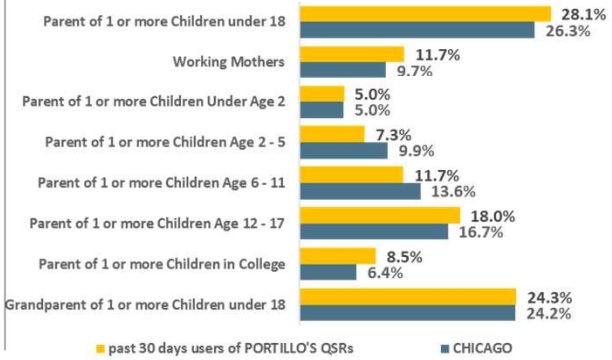


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 829

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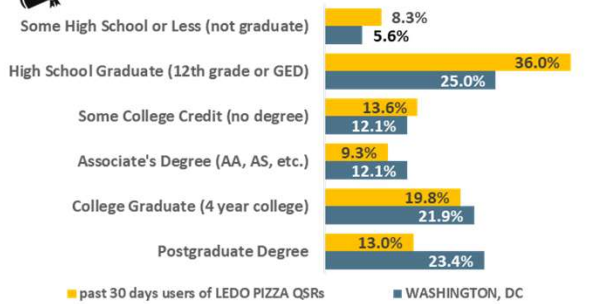
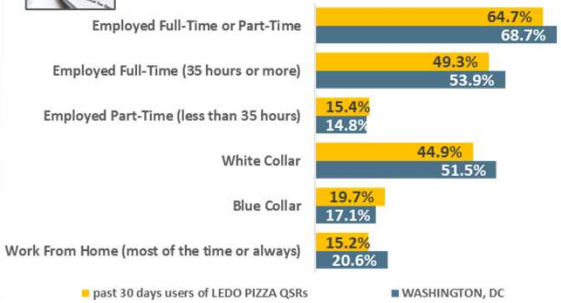
Quick service restaurants used past 30 days: Portillo's

8.9% or 505,039 of WASHINGTON, DC DMA Adults 18 or older are past 30 days users of LEDO PIZZA QSRs. Adults 18 or older past 30 days users of LEDO PIZZA QSRs are 27.4% less likely to be a college graduate, 8.5% less likely to work full-time, 14.2% less likely to be married, 8.3% less likely to be a parent of 1 or more children under 18.

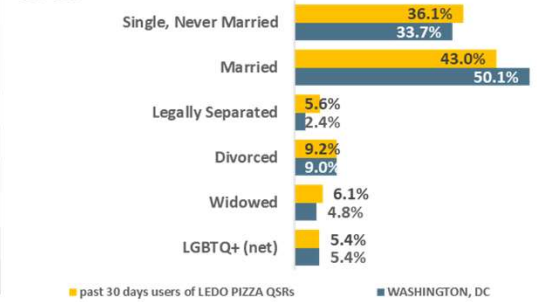
Education Levels: Adults 18 or older



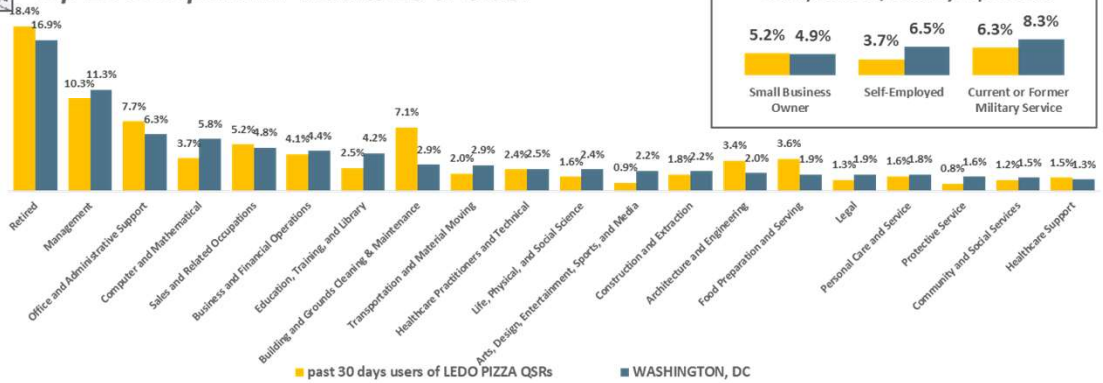
Employment: Adults 18 or older



Marital Status: Adults 18 or older

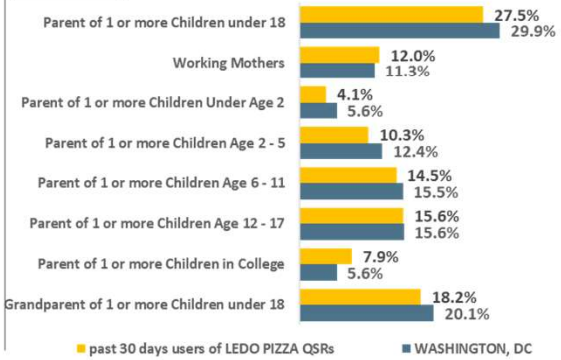


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 428

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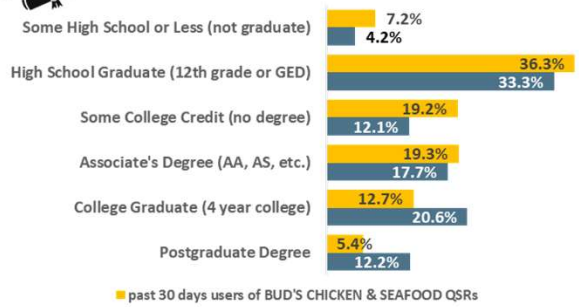
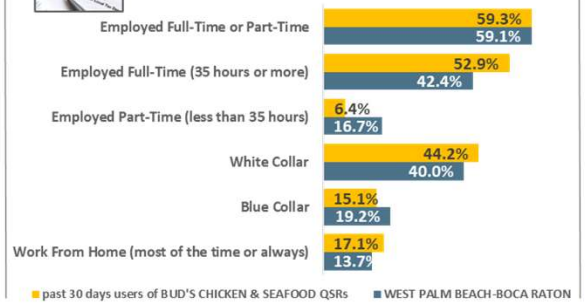
Quick service restaurants used past 30 days: Ledo Pizza

7.9% or 145,934 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older are past 30 days users of BUD'S... Adults 18 or older past 30 days users of BUD'S CHICKEN & SEAFOOD QSRs are 44.6% less likely to be a college graduate, 24.8% more likely to work full-time, 9.2% less likely to be married, 44.9% more likely to be a parent of 1 or more children under 18.

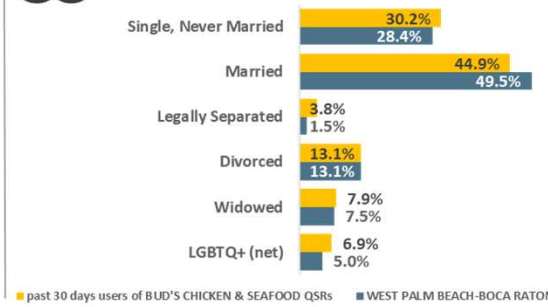
Education Levels: Adults 18 or older



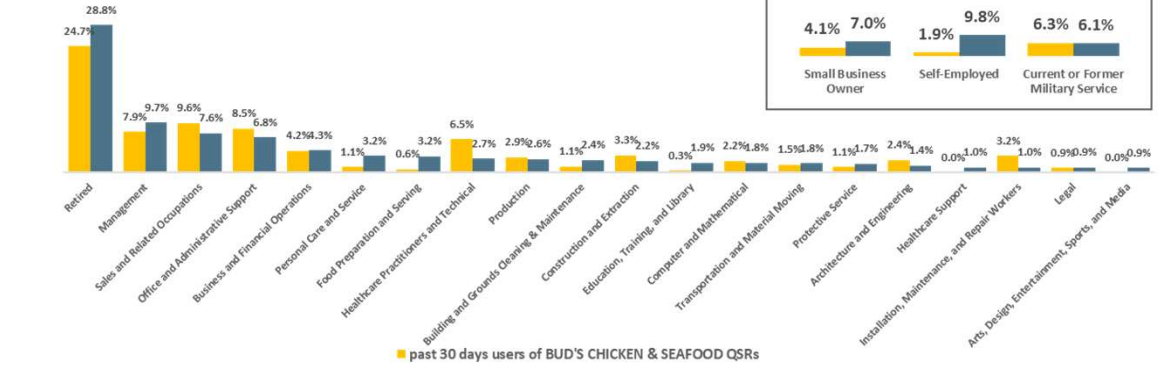
Employment: Adults 18 or older



Marital Status: Adults 18 or older

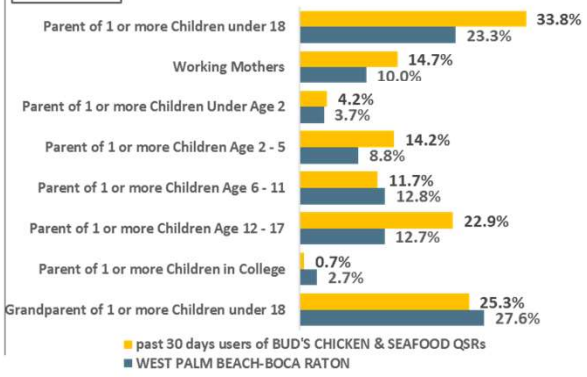


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 164

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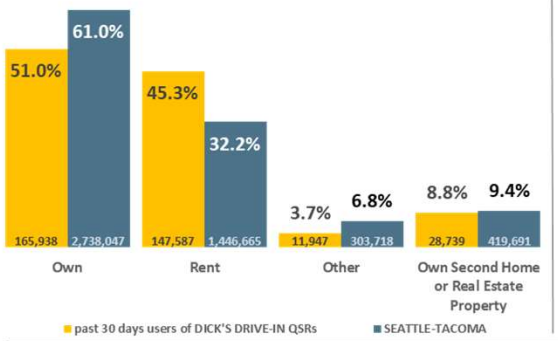
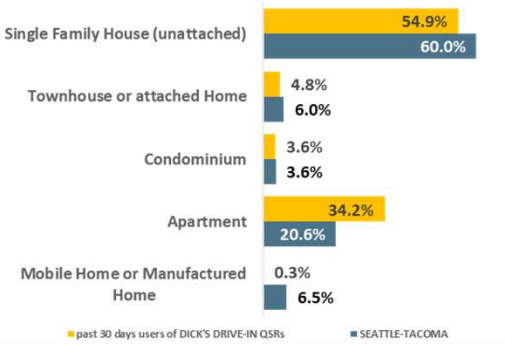
Quick service restaurants used past 30 days: Bud's Chicken & Seafood

7.3% or 325,472 of SEATTLE-TACOMA DMA Adults 18 or older are past 30 days users of DICK'S DRIVE-IN QSRs. Adults 18 or older past 30 days users of DICK'S DRIVE-IN QSRs are 16.4% less likely to own their home, 17.3% more likely to own a higher valued home, 8.5% less likely to have a single-family home, 12.4% less likely to have a dog.

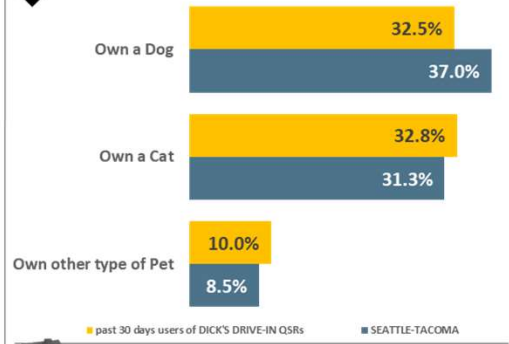
Own/Rent/Other: Adults 18 or older



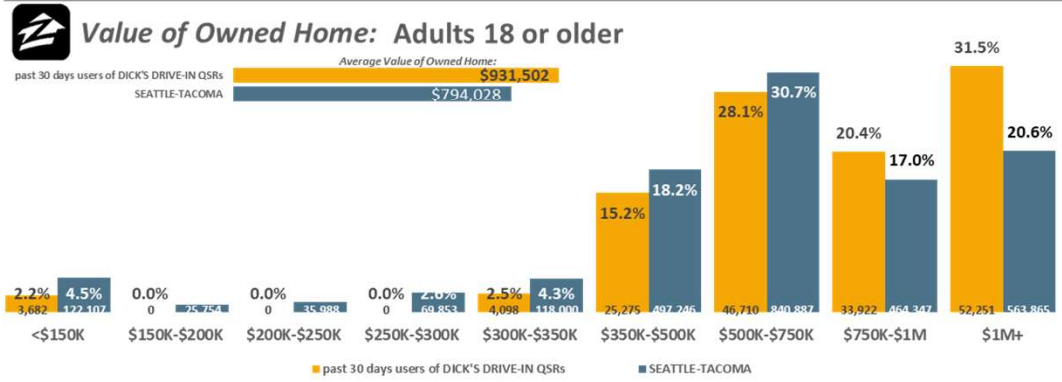
Type of Home: Adults 18 or older



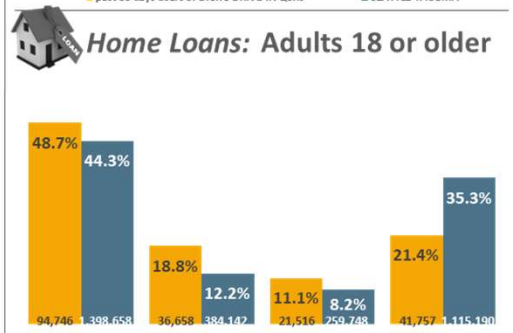
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 252

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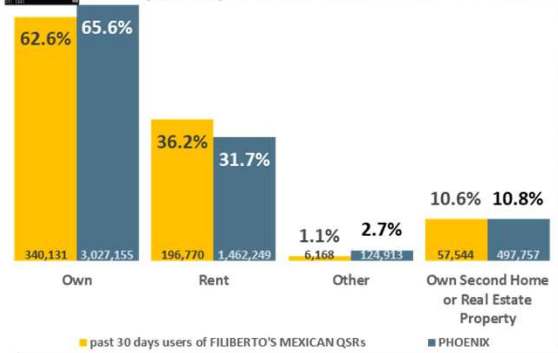
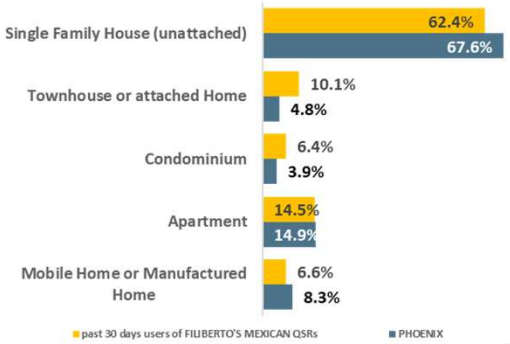
Quick service restaurants used past 30 days: Dick's

11.8% or 543,069 of PHOENIX DMA Adults 18 or older are past 30 days users of FILIBERTO'S MEXICAN QSRs. Adults 18 or older past 30 days users of FILIBERTO'S MEXICAN QSRs are 4.5% less likely to own their home, 7.4% more likely to own a lower valued home, 7.7% less likely to have a single-family home, 36.7% more likely to have a dog.

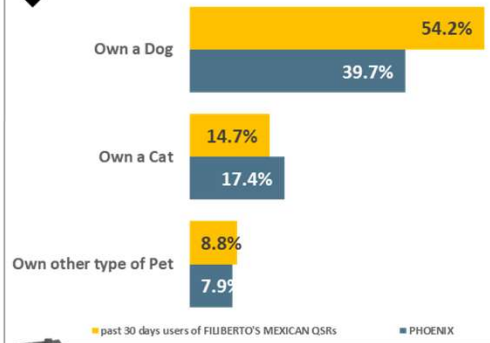
Own/Rent/Other: Adults 18 or older



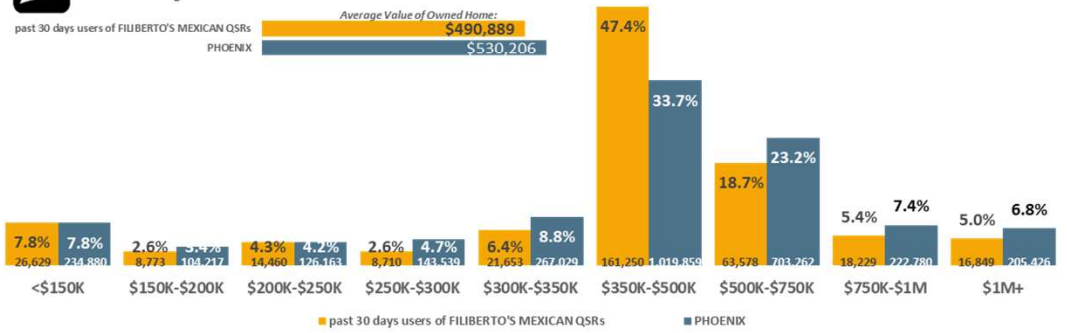
Type of Home: Adults 18 or older



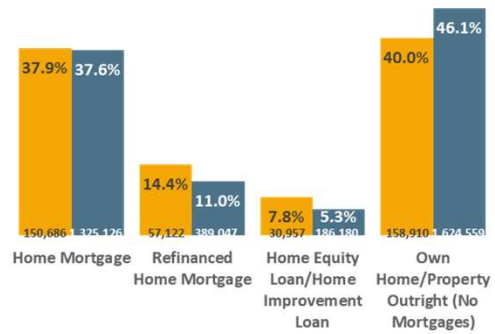
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 259

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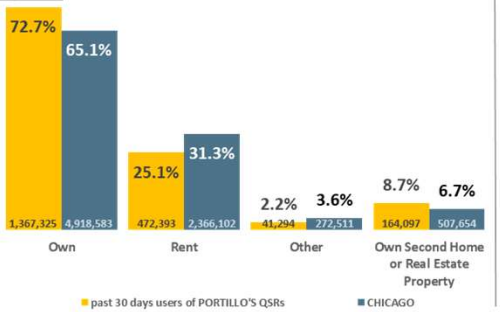
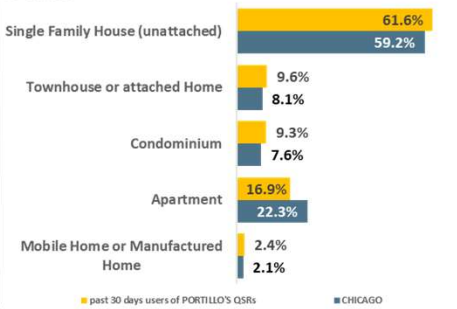
Quick service restaurants used past 30 days: Filiberto's Mexican

24.9% or 1,881,012 of CHICAGO DMA Adults 18 or older are past 30 days users of PORTILLO'S QSRs. Adults 18 or older past 30 days users of PORTILLO'S QSRs are 11.7% more likely to own their home, 6.5% more likely to own a higher valued home, 4.1% more likely to have a single-family home, 12.3% more likely to have a dog.

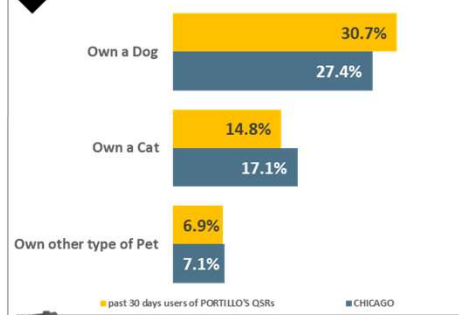
Own/Rent/Other: Adults 18 or older



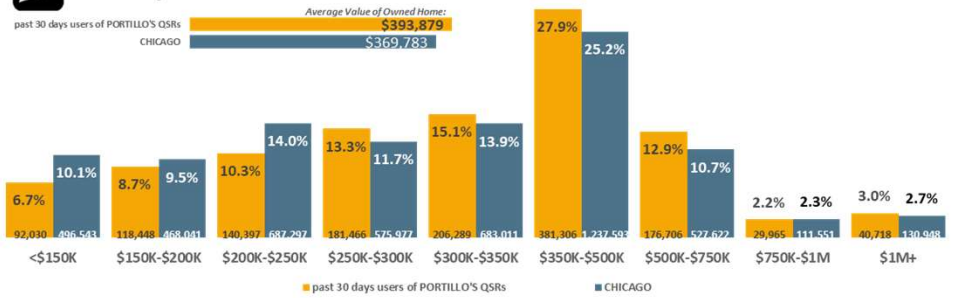
Type of Home: Adults 18 or older



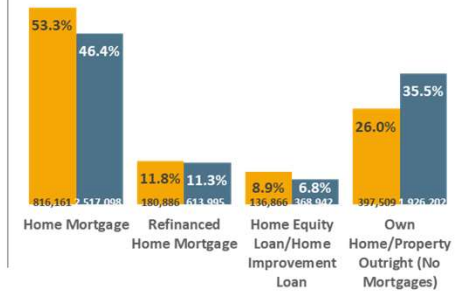
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 829

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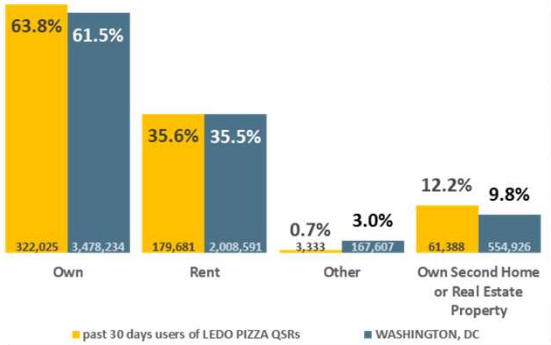
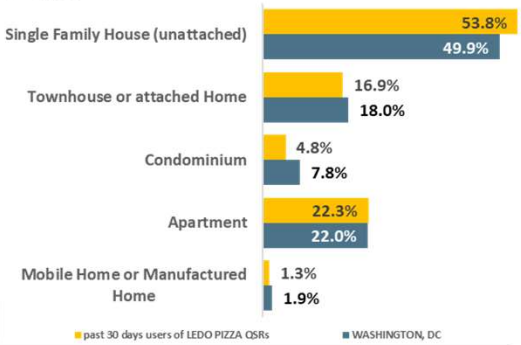
Quick service restaurants used past 30 days: Portillo's

8.9% or 505,039 of WASHINGTON, DC DMA Adults 18 or older are past 30 days users of LEDO PIZZA QSRs. Adults 18 or older past 30 days users of LEDO PIZZA QSRs are 3.7% more likely to own their home, 14.7% more likely to own a lower valued home, 7.8% more likely to have a single-family home, 15.4% more likely to have a dog.

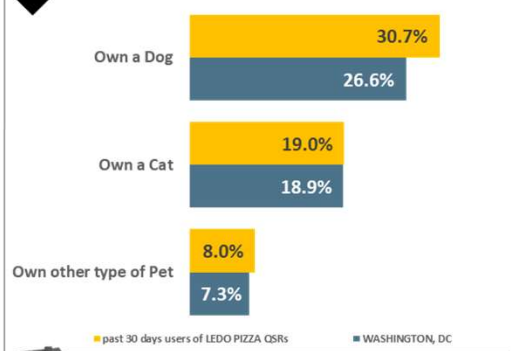
Own/Rent/Other: Adults 18 or older



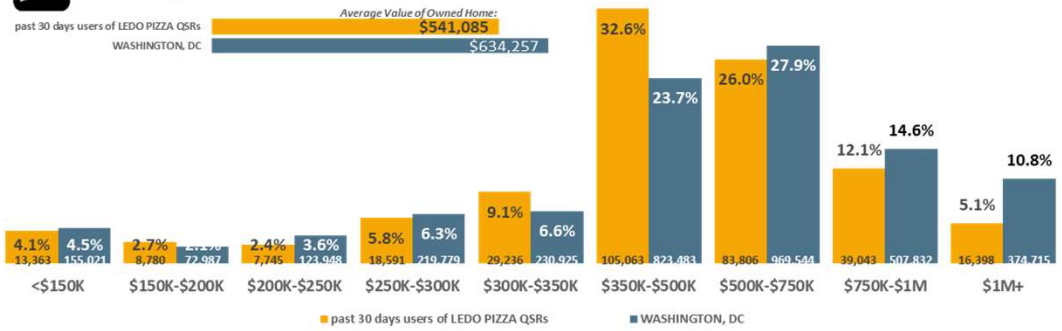
Type of Home: Adults 18 or older



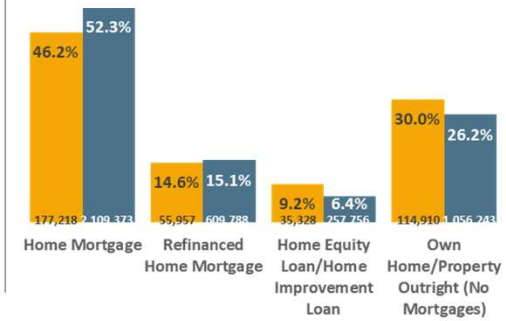
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 428

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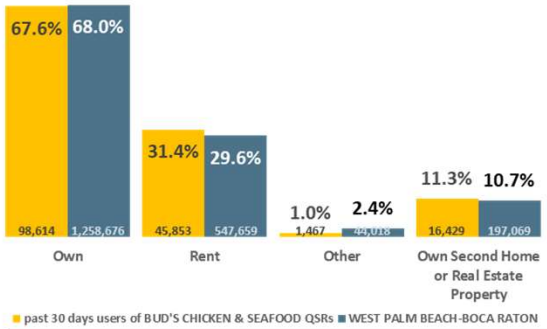
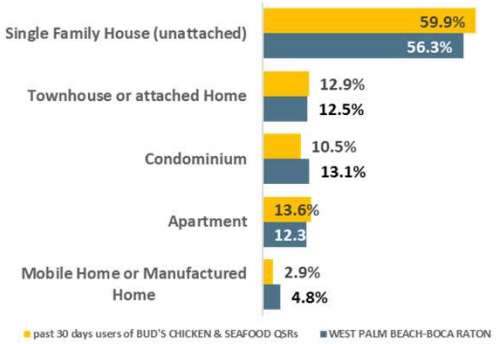
Quick service restaurants used past 30 days: Ledo Pizza

7.9% or 145,934 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older are past 30 days users of BUD'S... Adults 18 or older past 30 days users of BUD'S CHICKEN & SEAFOOD QSRs are .7% less likely to own their home, 28.9% more likely to own a lower valued home, 6.5% more likely to have a single-family home, 36.5% more likely to have a dog.

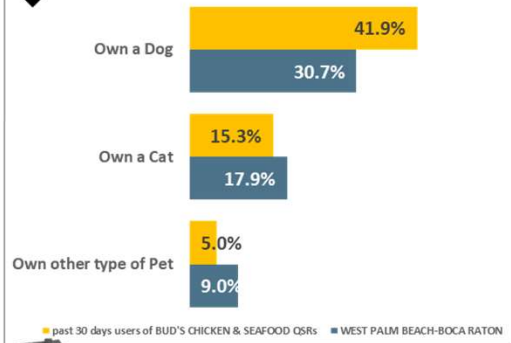
Own/Rent/Other: Adults 18 or older



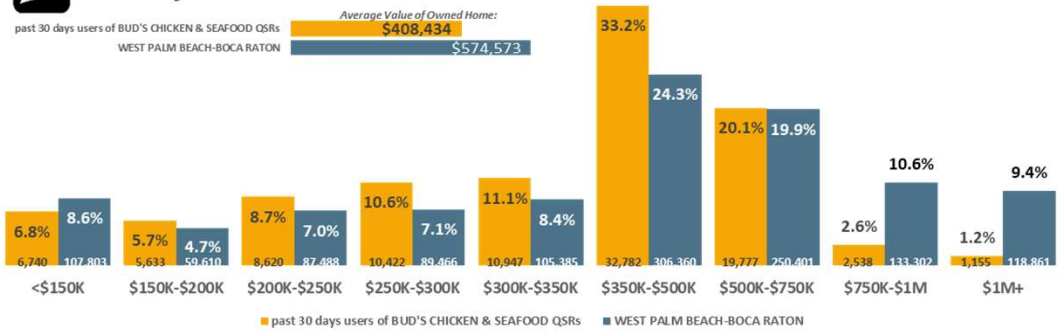
Type of Home: Adults 18 or older



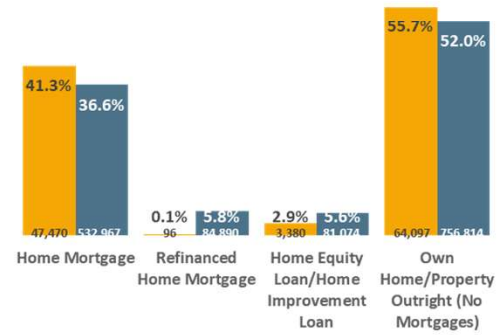
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 164

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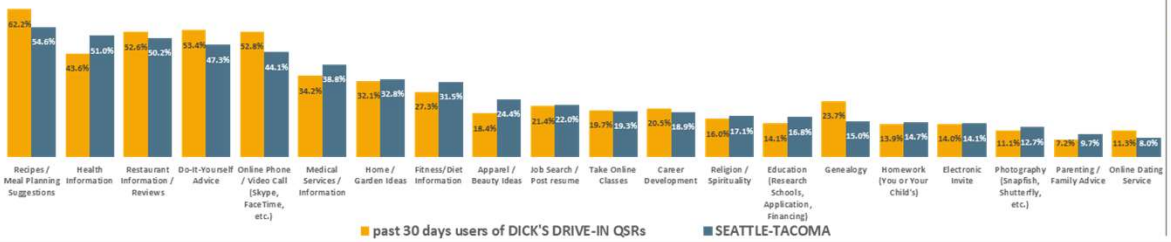
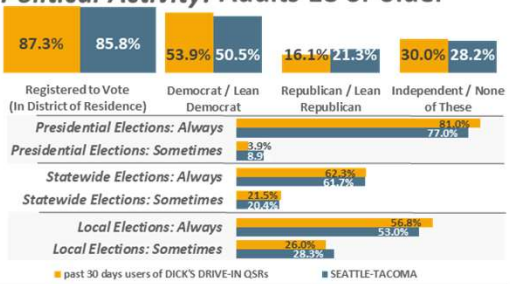
Quick service restaurants used past 30 days: Bud's Chicken & Seafood

7.3% or 325,472 of SEATTLE-TACOMA DMA Adults 18 or older are past 30 days users of DICK'S DRIVE-IN QSRs. Adults 18 or older past 30 days users of DICK'S DRIVE-IN QSRs are 12.9% more likely to look up D-I-Y advice online, 7.3% more likely to always vote in local elections, 3.5% less likely to belong to a gym, 5.2% more likely to fly domestic past yr.

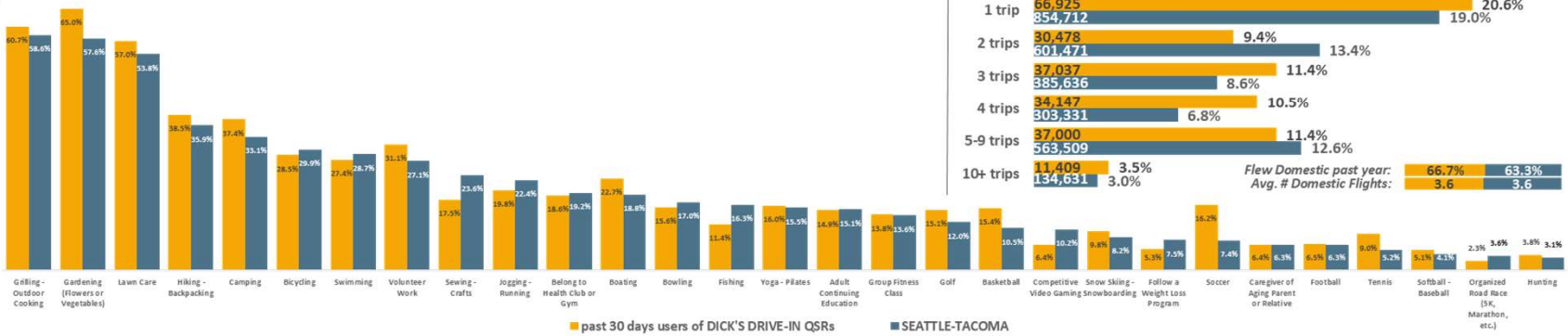
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 252

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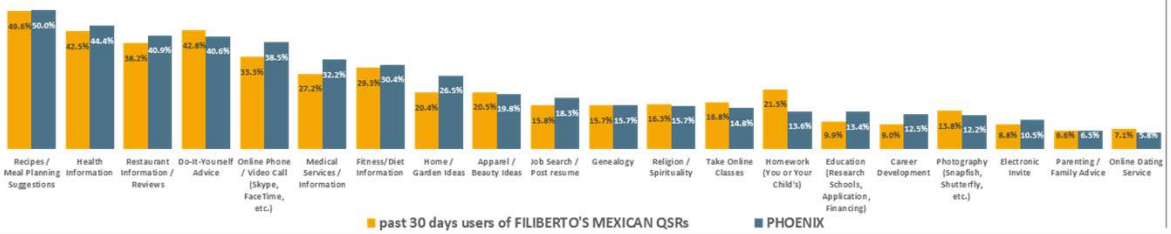
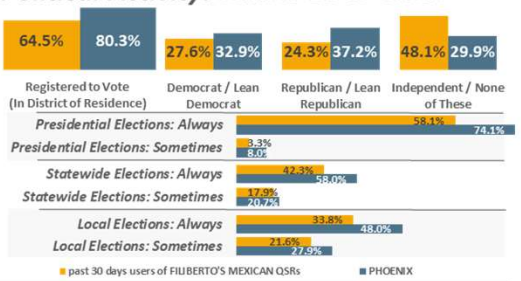
Quick service restaurants used past 30 days: Dick's

11.8% or 543,069 of PHOENIX DMA Adults 18 or older are past 30 days users of FILIBERTO'S MEXICAN QSRs. Adults 18 or older past 30 days users of FILIBERTO'S MEXICAN QSRs are 5.5% more likely to look up D-I-Y advice online, 29.6% less likely to always vote in local elections, 53.8% more likely to belong to a gym, .9% less likely to fly domestic past yr.

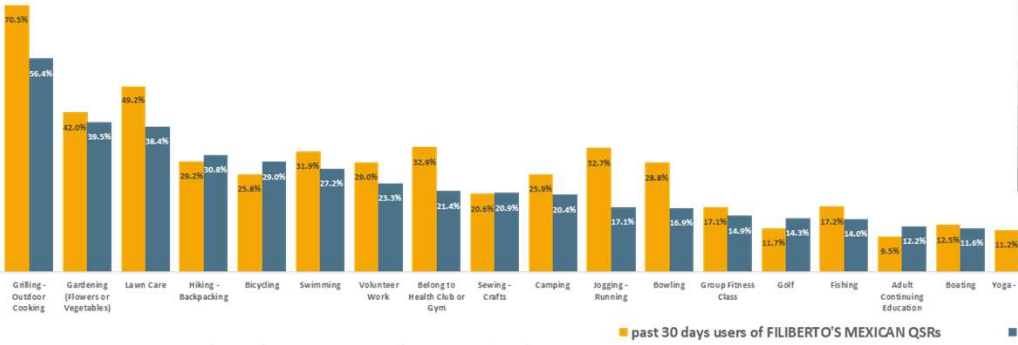
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



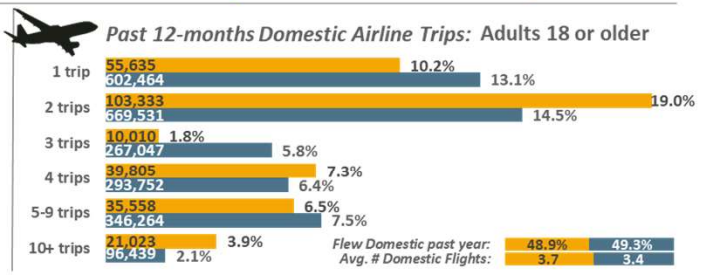
Political Activity: Adults 18 or older



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



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 259

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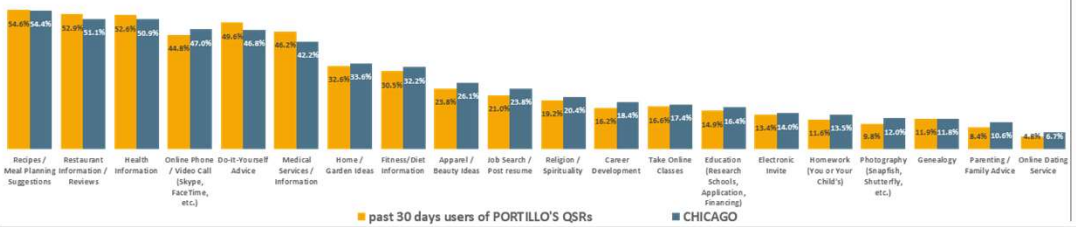
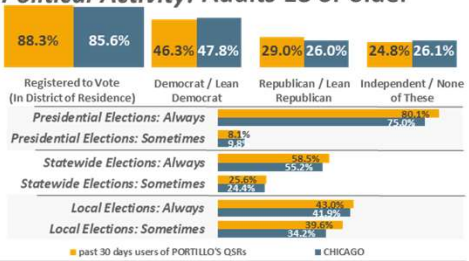
Quick service restaurants used past 30 days: Filiberto's Mexican

24.9% or 1,881,012 of CHICAGO DMA Adults 18 or older are past 30 days users of PORTILLO'S QSRs. Adults 18 or older past 30 days users of PORTILLO'S QSRs are 6.% more likely to look up D-I-Y advice online, 2.5% more likely to always vote in local elections, 22.6% more likely to belong to a gym, 21.8% more likely to fly domestic past yr.

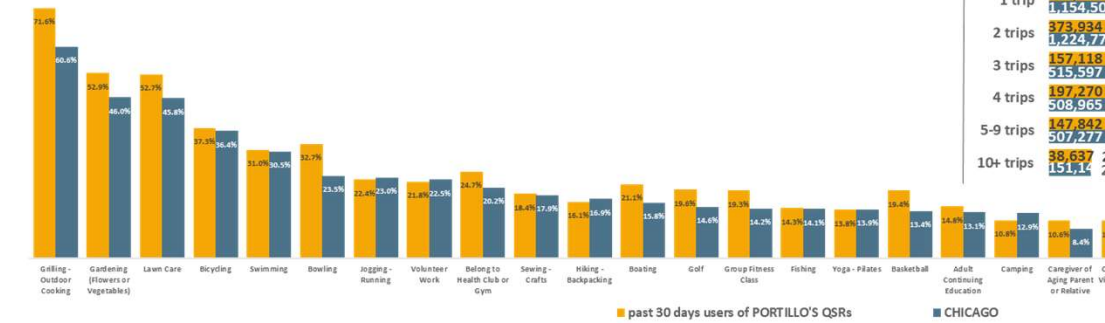
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



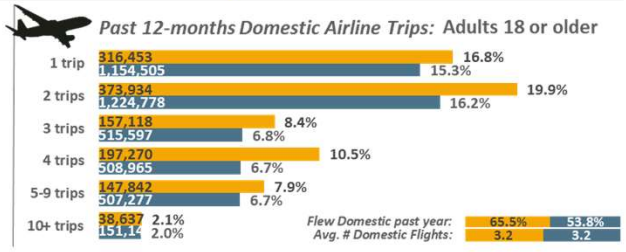
Political Activity: Adults 18 or older



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



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 829

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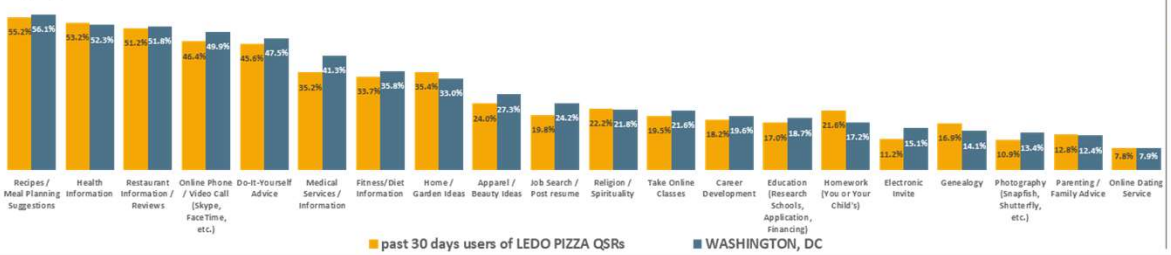
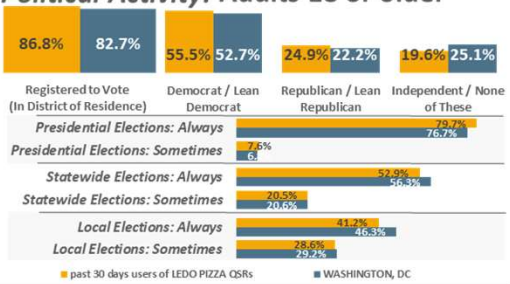
Quick service restaurants used past 30 days: Portillo's

8.9% or 505,039 of WASHINGTON, DC DMA Adults 18 or older are past 30 days users of LEDO PIZZA QSRs. Adults 18 or older past 30 days users of LEDO PIZZA QSRs are 4.1% less likely to look up D-I-Y advice online, 11.1% less likely to always vote in local elections, 3.5% more likely to belong to a gym, 4.6% more likely to fly domestic past yr.

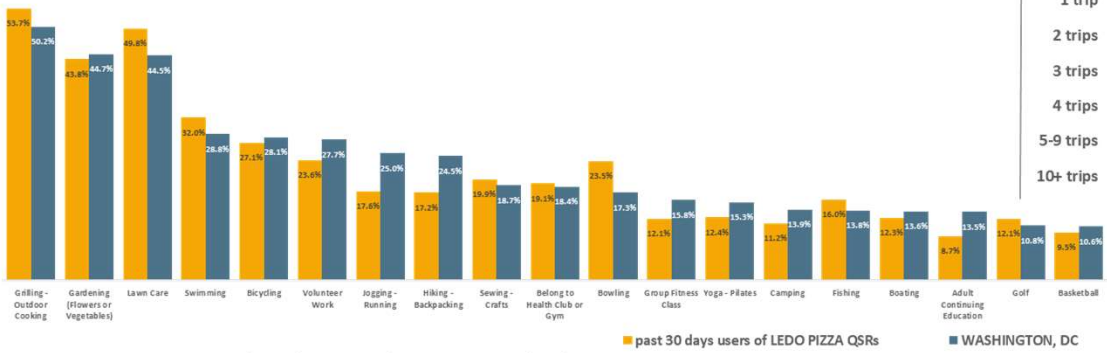
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



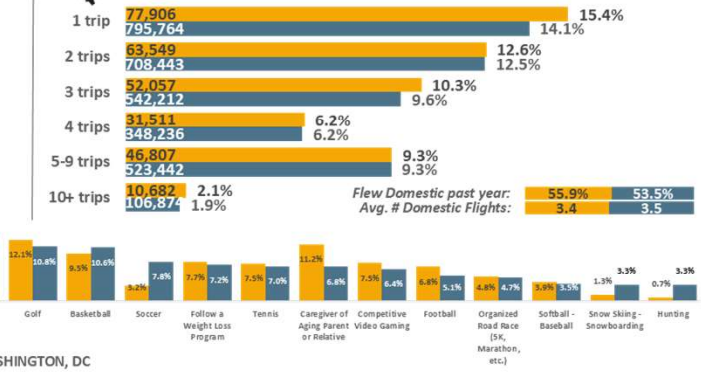
Political Activity: Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 428

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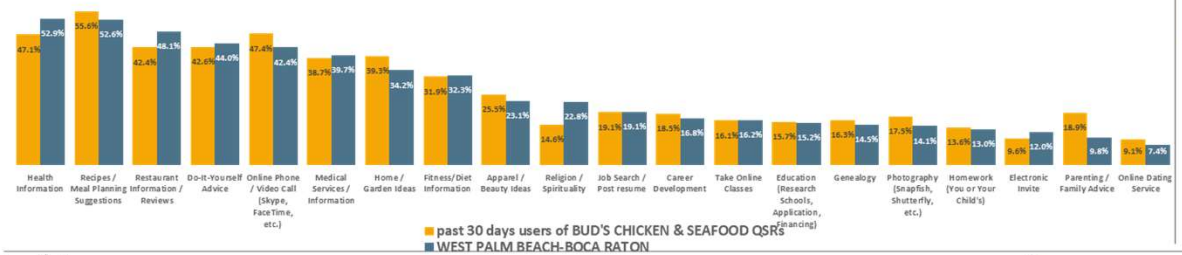
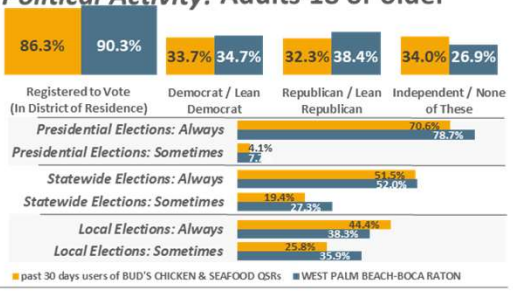
Quick service restaurants used past 30 days: Ledo Pizza

7.9% or 145,934 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older are past 30 days users of BUD'S...
Adults 18 or older past 30 days users of BUD'S CHICKEN & SEAFOOD QSRs are 3.2% less likely to look up D-I-Y advice online, 16.% more likely to always vote in local elections, 9.1% less likely to belong to a gym, 14.7% less likely to fly domestic past yr.

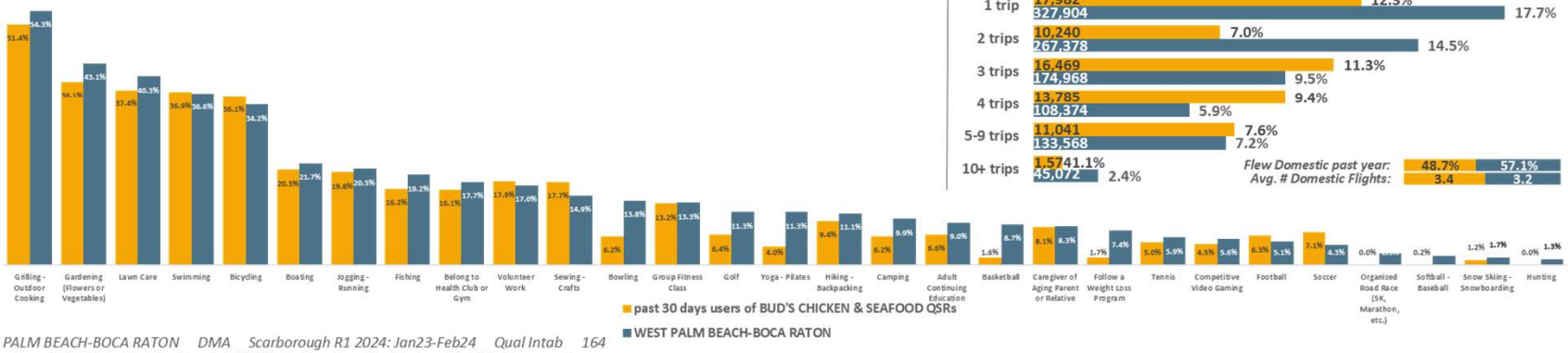
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

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Quick service restaurants used past 30 days: Bud's Chicken & Seafood

7.3% or 325,472 of SEATTLE-TACOMA DMA Adults 18 or older are past 30 days users of DICK'S DRIVE-IN QSRs. Adults 18 or older past 30 days users of DICK'S DRIVE-IN QSRs are 18.6% more likely to use QSRs past mo., 10.5% more likely to use Sit-Down Restaurants past mo., 11.9% more likely to use Casinos past yr., 27.7% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 100.0% 325,472 | 84.3% 3,785,799

Avg. Monthly QSR Meals: 8.0 | 5.2

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



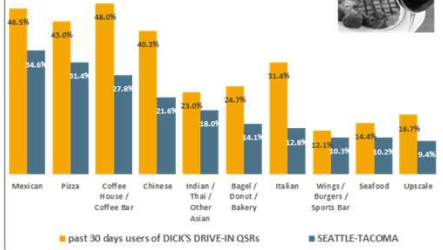
Total Monthly Sit-Down Restaurant Users: 81.3% 264,559 | 73.6% 3,303,020

Avg. Monthly Sit-Down Restaurant Meals: 3.7 | 3.5

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)





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

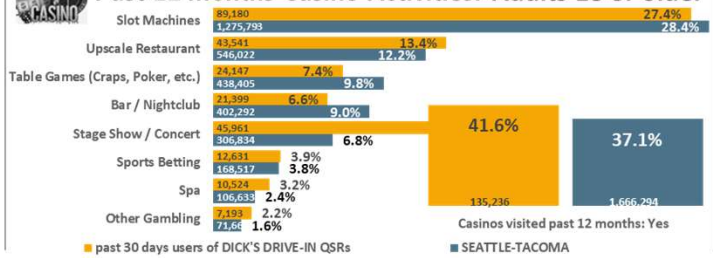
past 30 days users of DICK'S DRIVE-IN QSRs	57,470	17.7%
SEATTLE-TACOMA	699,800	15.6%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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Quick service restaurants used past 30 days: Dick's

11.8% or 543,069 of PHOENIX DMA Adults 18 or older are past 30 days users of FILIBERTO'S MEXICAN QSRs. Adults 18 or older past 30 days users of FILIBERTO'S MEXICAN QSRs are 10.3% more likely to use QSRs past mo., .9% more likely to use Sit-Down Restaurants past mo., 31.3% more likely to use Casinos past yr., 34.% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 100.0% 543,069 | 90.7% 4,184,809

Avg. Monthly QSR Meals: 10.0 | 7.1

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



Total Monthly Sit-Down Restaurant Users: 77.9% 422,866 | 77.2% 3,561,786

Avg. Monthly Sit-Down Restaurant Meals: 5.2 | 4.2

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

past 30 days users of FILIBERTO'S MEXICAN QSRs 159,528 29.4%

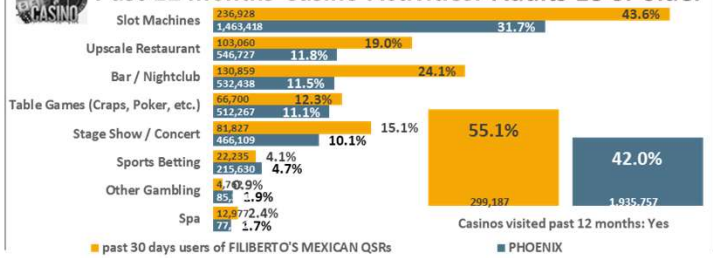
PHOENIX 674,399 14.6%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 259

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

24.9% or 1,881,012 of CHICAGO DMA Adults 18 or older are past 30 days users of PORTILLO'S QSRs. Adults 18 or older past 30 days users of PORTILLO'S QSRs are 10.1% more likely to use QSRs past mo., 17.7% more likely to use Sit-Down Restaurants past mo., 29.7% more likely to use Casinos past yr., 26.4% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 100.0% 1,881,012 | 90.9% 6,865,933

Avg. Monthly QSR Meals: 9.9 | 7.0

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



Total Monthly Sit-Down Restaurant Users: 89.1% 1,676,884 | 75.7% 5,724,044

Avg. Monthly Sit-Down Restaurant Meals: 5.1 | 4.1

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

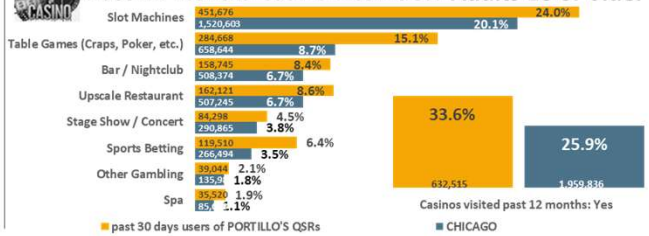
past 30 days users of PORTILLO'S QSRs	521,999	27.8%
CHICAGO	1,511,418	20.0%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 829

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Quick service restaurants used past 30 days: Portillo's

8.9% or 505,039 of WASHINGTON, DC DMA Adults 18 or older are past 30 days users of LEDO PIZZA QSRs. Adults 18 or older past 30 days users of LEDO PIZZA QSRs are 11.8% more likely to use QSRs past mo., 17.9% more likely to use Sit-Down Restaurants past mo., 47.4% more likely to use Casinos past yr., 23.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



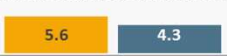
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

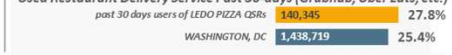


Top-10 Cuisines: Adults 18 or older

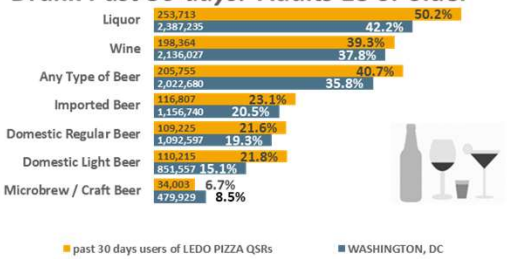
(Sit-Down Restaurants Used Past 30-days)



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

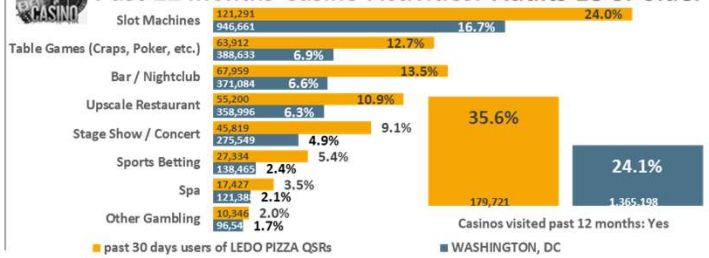


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 428

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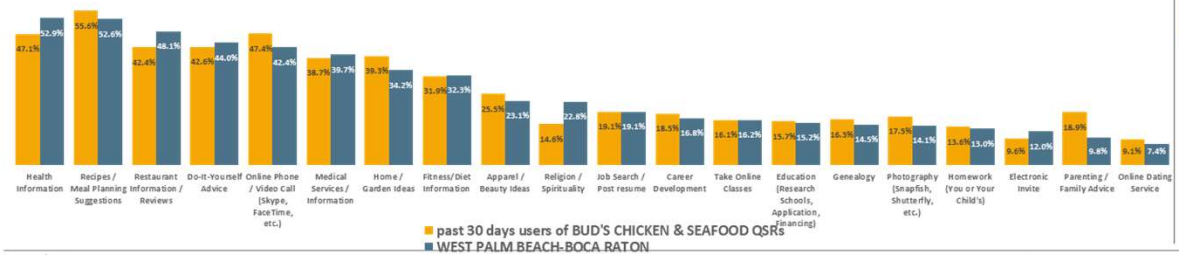
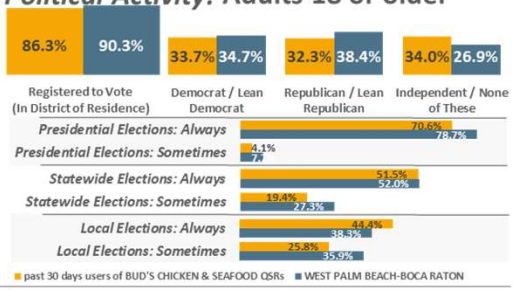
Quick service restaurants used past 30 days: Ledo Pizza

7.9% or 145,934 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older are past 30 days users of BUD'S...
Adults 18 or older past 30 days users of BUD'S CHICKEN & SEAFOOD QSRs are 3.2% less likely to look up D-I-Y advice online, 16.% more likely to always vote in local elections, 9.1% less likely to belong to a gym, 14.7% less likely to fly domestic past yr.

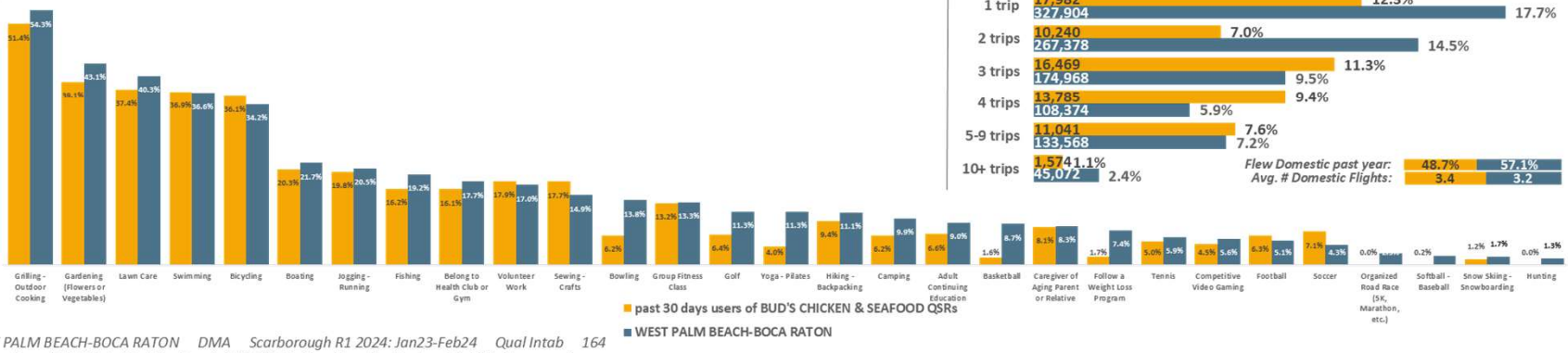
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

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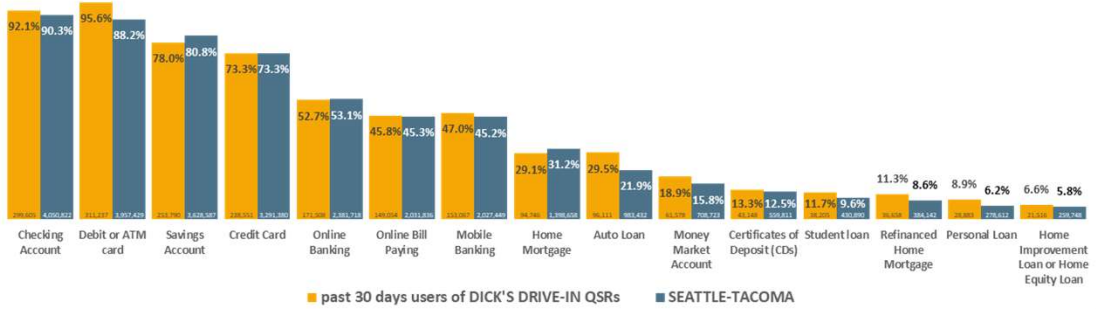
Quick service restaurants used past 30 days: Bud's Chicken & Seafood

7.3% or 325,472 of SEATTLE-TACOMA DMA Adults 18 or older are past 30 days users of DICK'S DRIVE-IN QSRs. Adults 18 or older past 30 days users of DICK'S DRIVE-IN QSRs are 2.7% less likely to have a 401K, 34.8% more likely to have an Auto Loan, 31.2% more likely to Invest/Trade Stocks Online, 15.2% more likely to pay with their Debit Card.

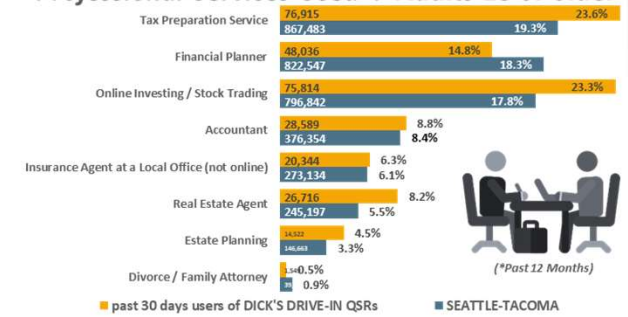
Investments Owned: Adults 18 or older



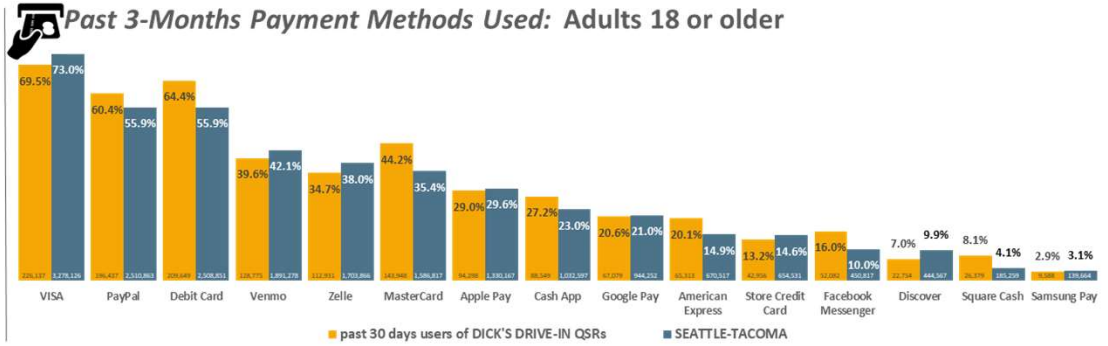
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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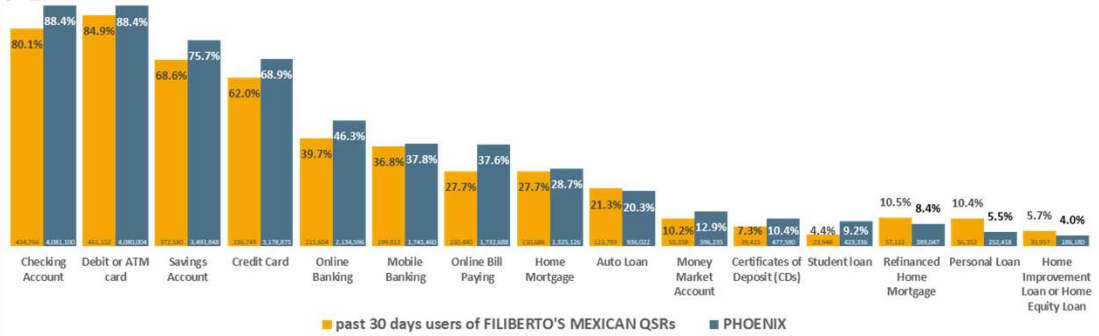
Quick service restaurants used past 30 days: Dick's

11.8% or 543,069 of PHOENIX DMA Adults 18 or older are past 30 days users of FILIBERTO'S MEXICAN QSRs. Adults 18 or older past 30 days users of FILIBERTO'S MEXICAN QSRs are 7.4% less likely to have a 401K, 5.1% more likely to have an Auto Loan, 35.2% less likely to Invest/Trade Stocks Online, 13.7% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

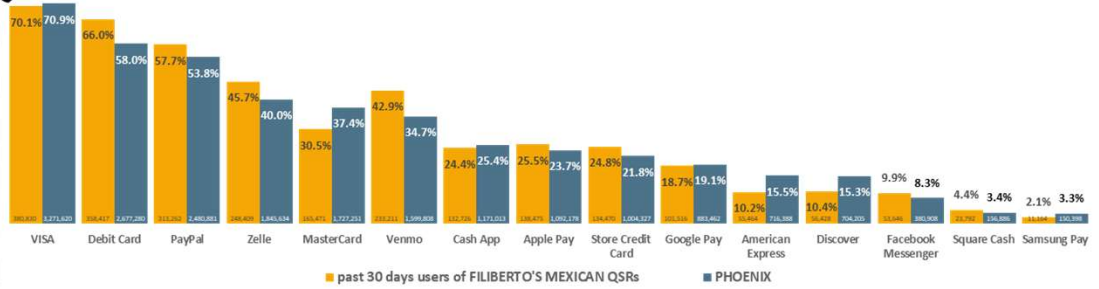


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 259

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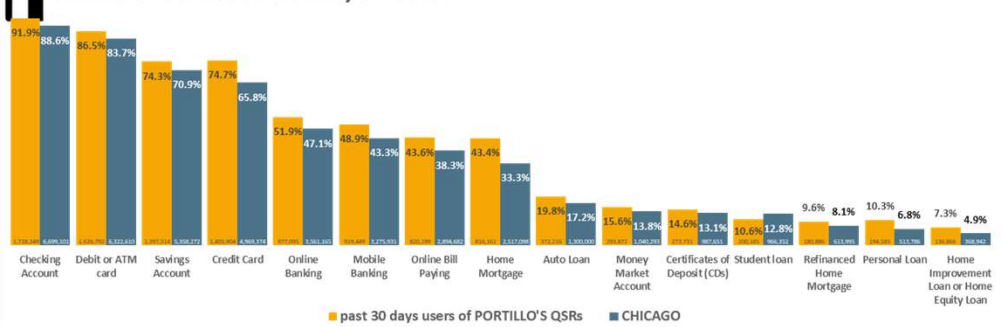
Portillo's
HOT DOGS · BEEF · BURGERS · SALADS

24.9% or 1,881,012 of CHICAGO DMA Adults 18 or older are past 30 days users of PORTILLO'S QSRs. Adults 18 or older past 30 days users of PORTILLO'S QSRs are 26.% more likely to have a 401K, 15.% more likely to have an Auto Loan, 43.4% more likely to Invest/Trade Stocks Online, 4.6% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



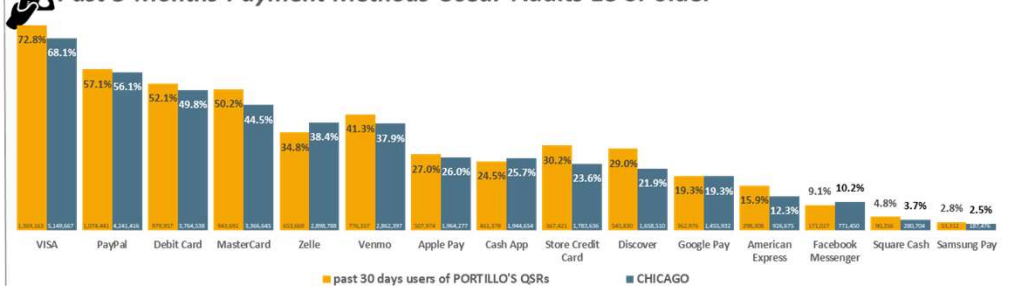
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 829

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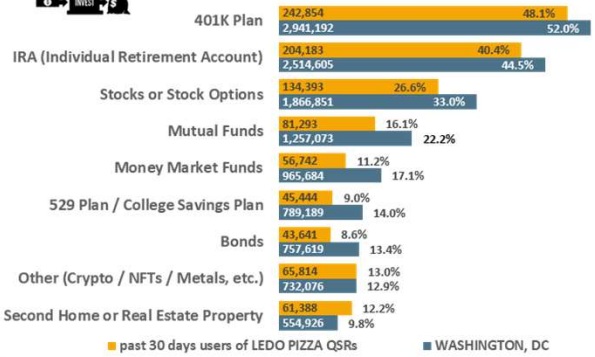
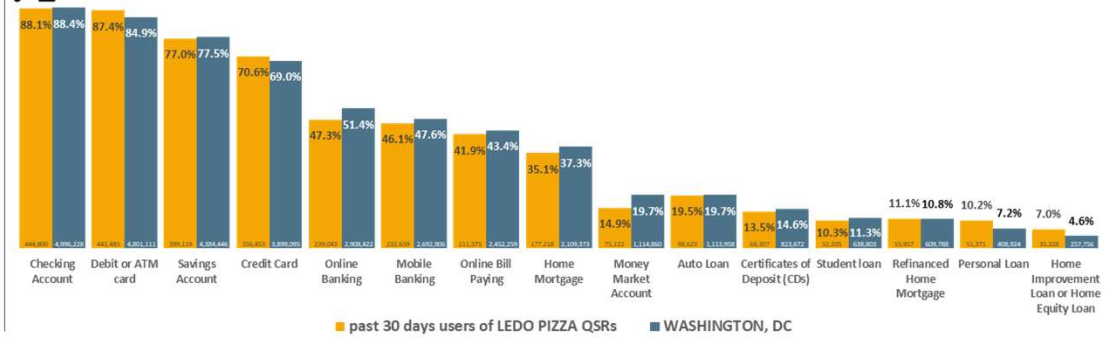
Quick service restaurants used past 30 days: Portillo's

8.9% or 505,039 of WASHINGTON, DC DMA Adults 18 or older are past 30 days users of LEDO PIZZA QSRs. Adults 18 or older past 30 days users of LEDO PIZZA QSRs are 7.6% less likely to have a 401K, .9% less likely to have an Auto Loan, .4% more likely to Invest/Trade Stocks Online, 13.1% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



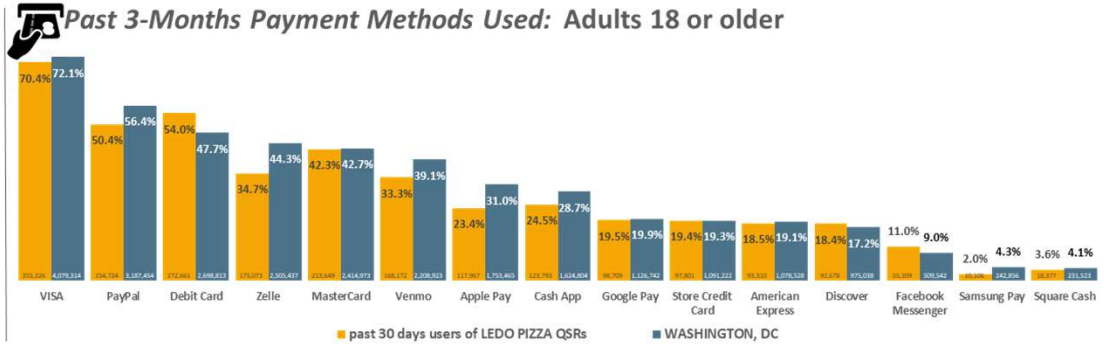
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 428

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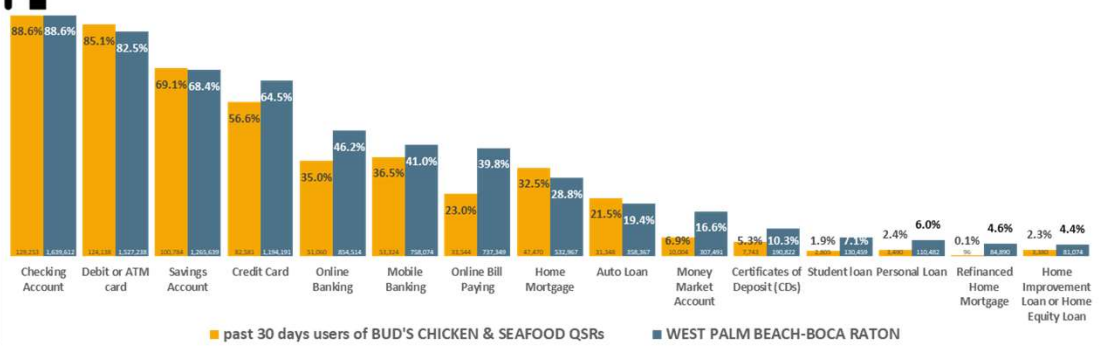
Quick service restaurants used past 30 days: Ledo Pizza

7.9% or 145,934 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older are past 30 days users of BUD'S... Adults 18 or older past 30 days users of BUD'S CHICKEN & SEAFOOD QSRs are .1% more likely to have a 401K, 10.9% more likely to have an Auto Loan, 10.9% more likely to Invest/Trade Stocks Online, 11.7% more likely to pay with their Debit Card.

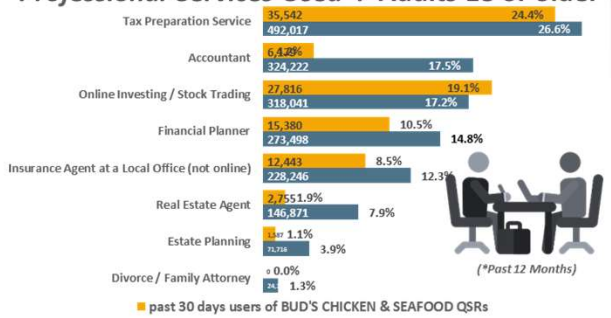
Investments Owned: Adults 18 or older



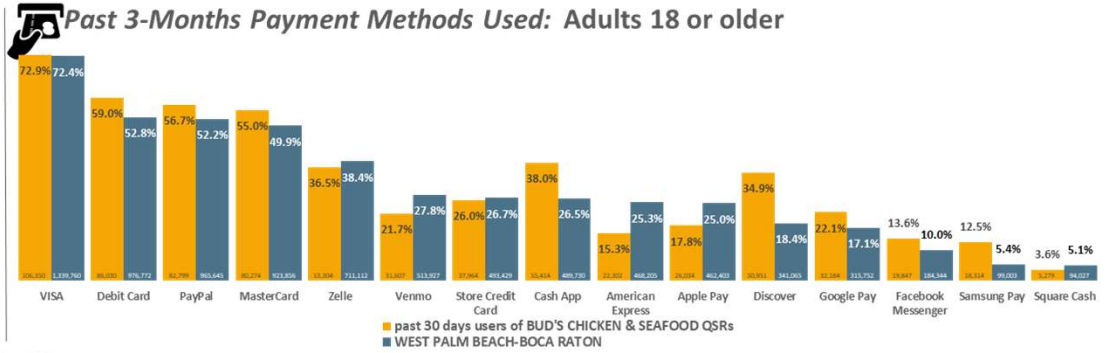
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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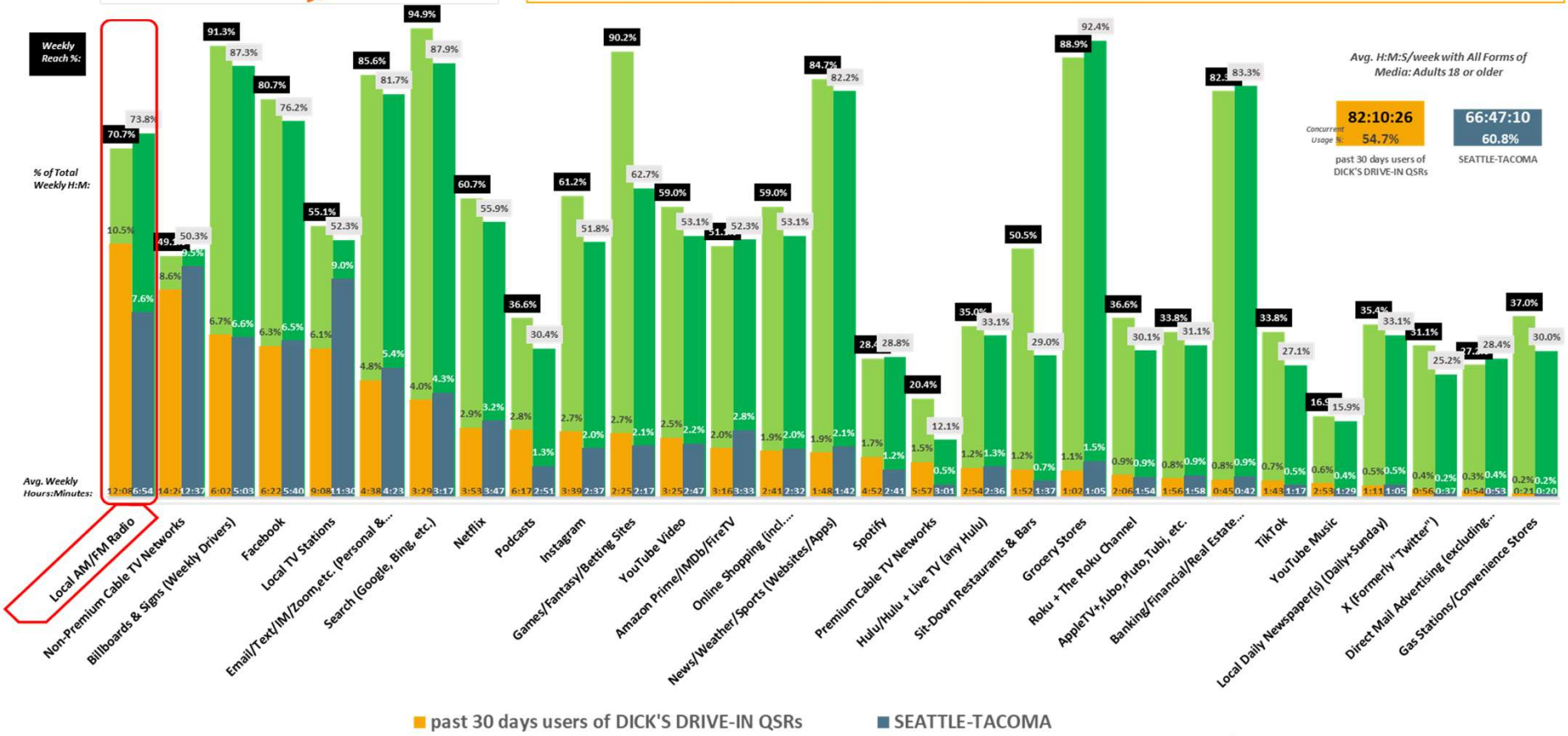
Quick service restaurants used past 30 days: Bud's Chicken & Seafood

Adults 18 or older past 30 days users of DICK'S DRIVE-IN QSRs spend an average of 3 days, 10 hours, 10 minutes and 26 seconds each week with All Forms of Media.

70.7% of Adults 18 or older past 30 days users of DICK'S DRIVE-IN QSRs spend an avg. of 12 hours and 8 minutes each week listening to All Local AM/FM Radio, representing 10.5% of total time spent with all forms of Media.



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 252 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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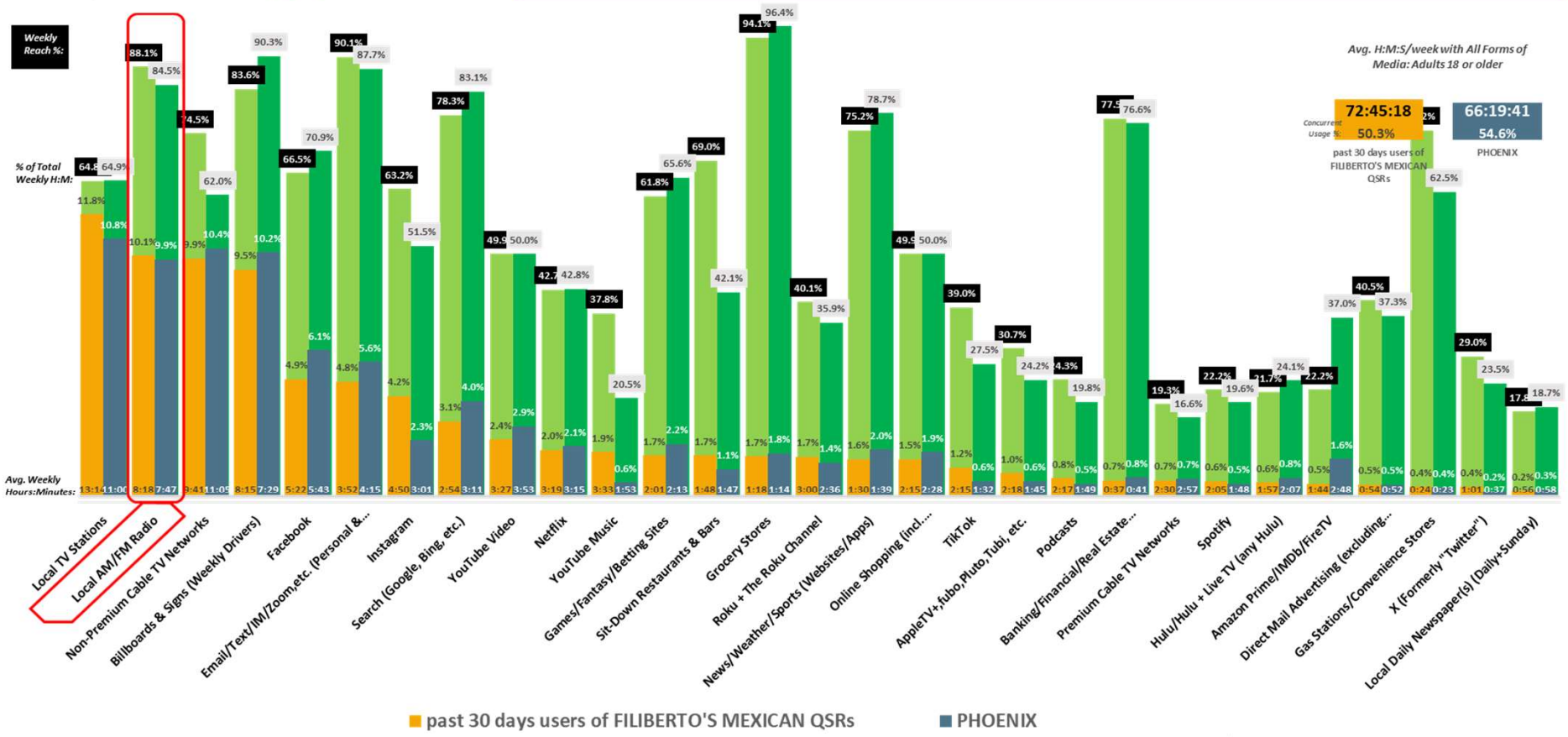
Quick service restaurants used past 30 days: Dick's

Adults 18 or older past 30 days users of FILIBERTO'S MEXICAN QSRs spend an average of 3 days, 0 hours, 45 minutes and 18 seconds each week with All Forms of Media.

88.1% of Adults 18 or older past 30 days users of FILIBERTO'S MEXICAN QSRs spend an avg. of 8 hours and 18 minutes each week listening to All Local AM/FM Radio, representing 10.1% of total time spent with all forms of Media.



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 259 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

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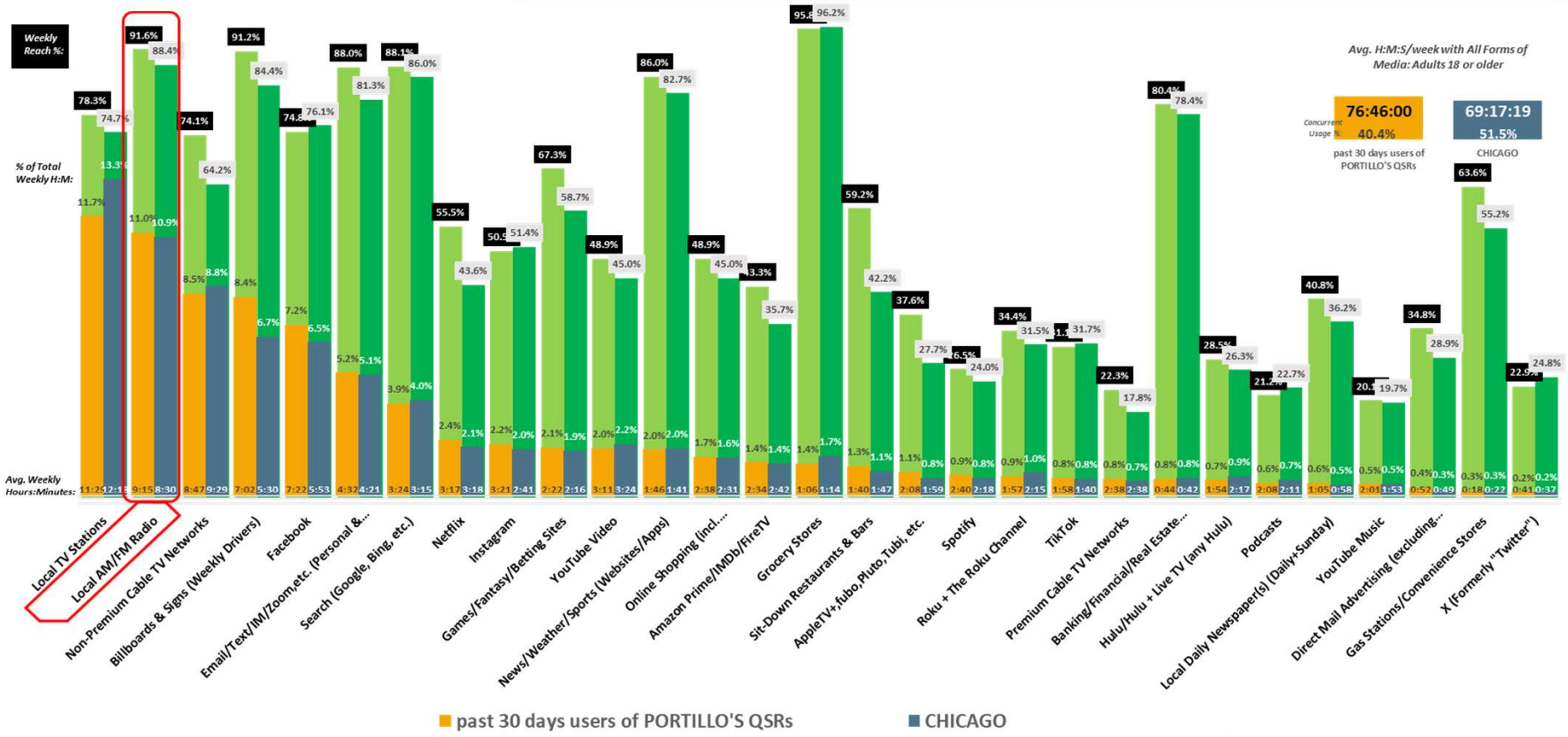
Quick service restaurants used past 30 days: Filiberto's Mexican

Portillo's
HOT DOGS · BEEF · BURGERS · SALADS

Adults 18 or older past 30 days users of PORTILLO'S QSRs spend an average of 3 days, 4 hours, 46 minutes and 0 seconds each week with All Forms of Media.

91.6% of Adults 18 or older past 30 days users of PORTILLO'S QSRs spend an avg. of 9 hours and 15 minutes each week listening to All Local AM/FM Radio, representing 11.% of total time spent with all forms of Media.



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 829 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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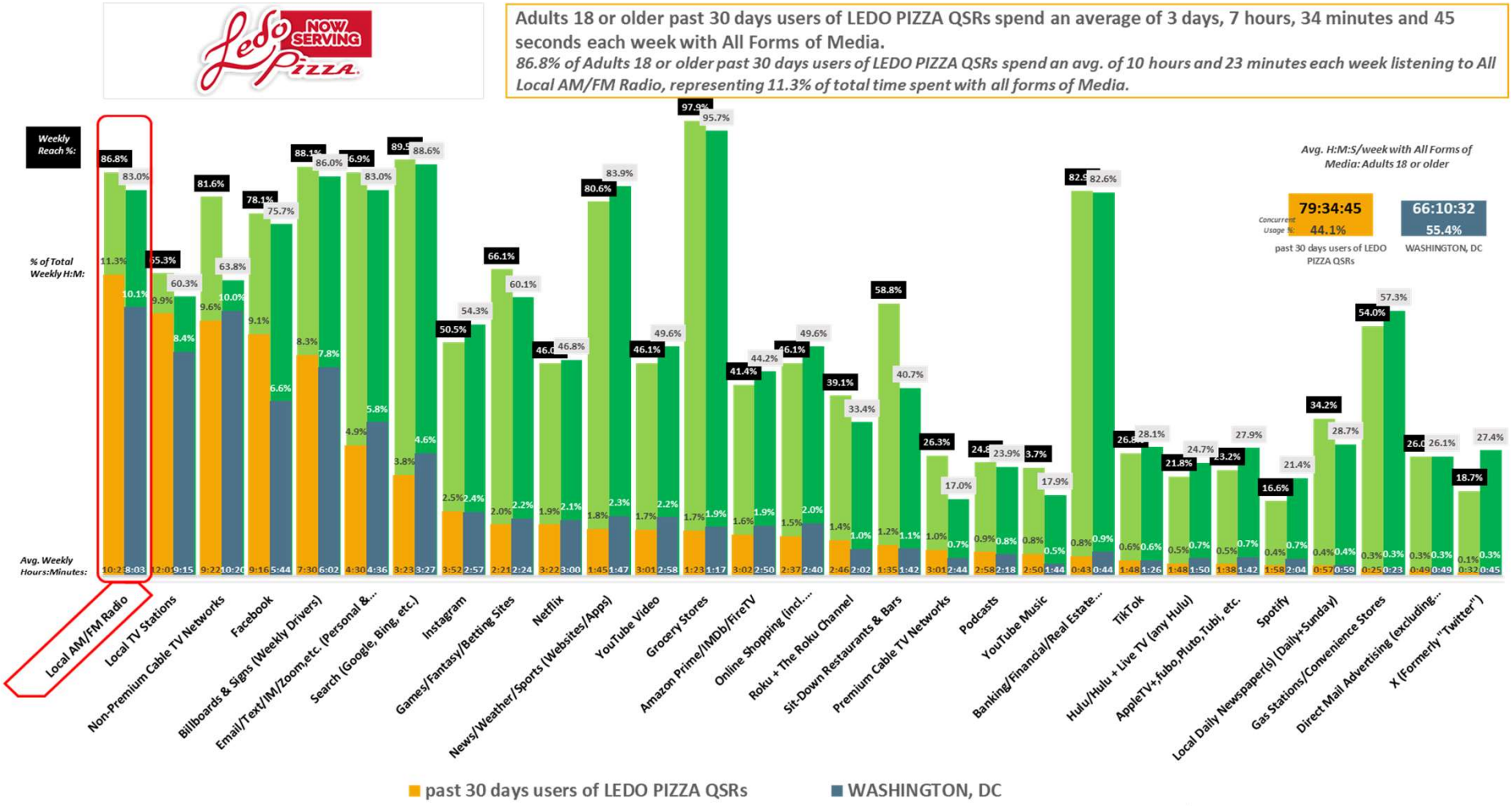
Quick service restaurants used past 30 days: Portillo's



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 428 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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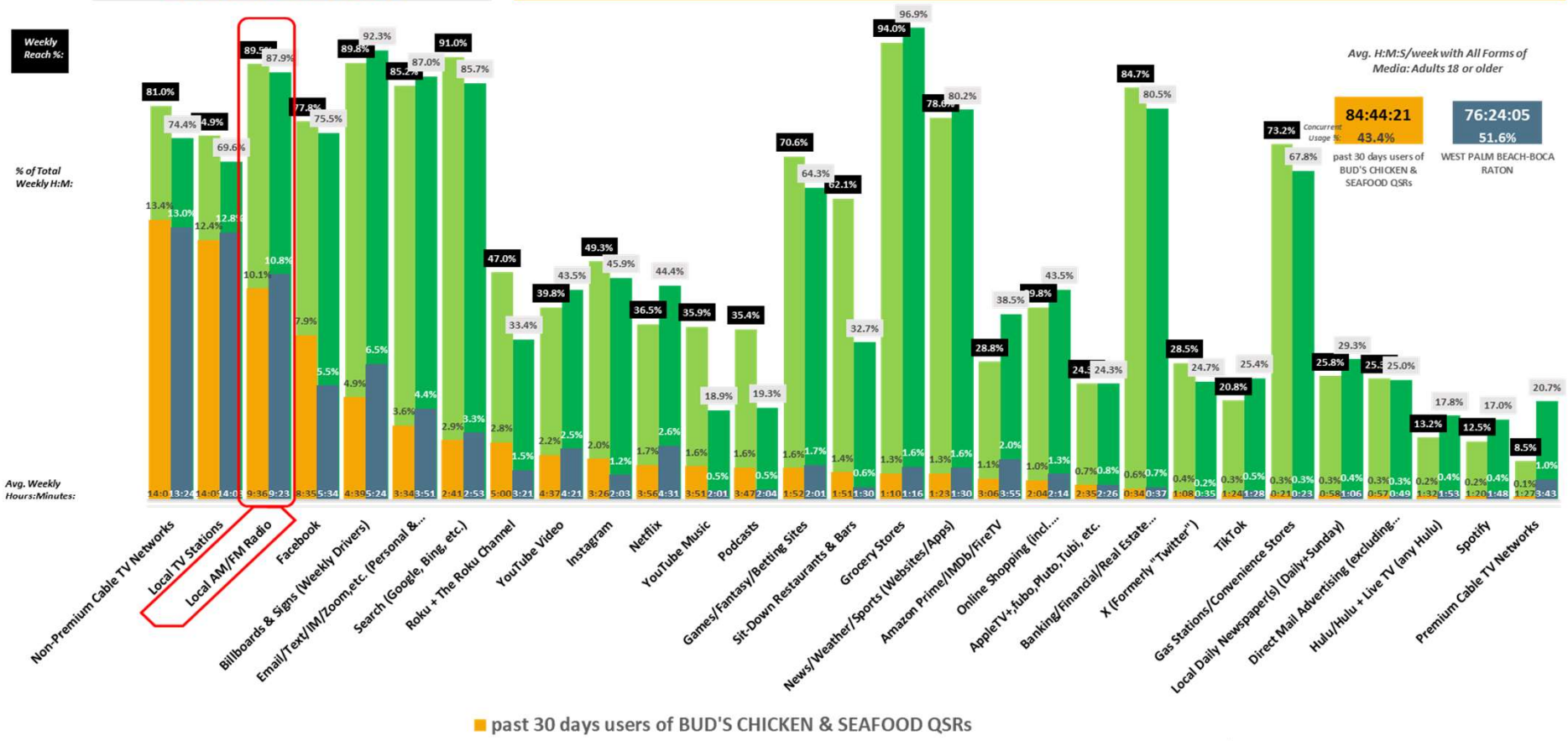
Quick service restaurants used past 30 days: Ledo Pizza

Adults 18 or older past 30 days users of BUD'S CHICKEN & SEAFOOD QSRs spend an average of 3 days, 12 hours, 44 minutes and 21 seconds each week with All Forms of Media.

89.5% of Adults 18 or older past 30 days users of BUD'S CHICKEN & SEAFOOD QSRs spend an avg. of 9 hours and 36 minutes each week listening to All Local AM/FM Radio, representing 10.1% of total time spent with all forms of Media.



WEST PALM BEACH-BOCA RATON DMA WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465

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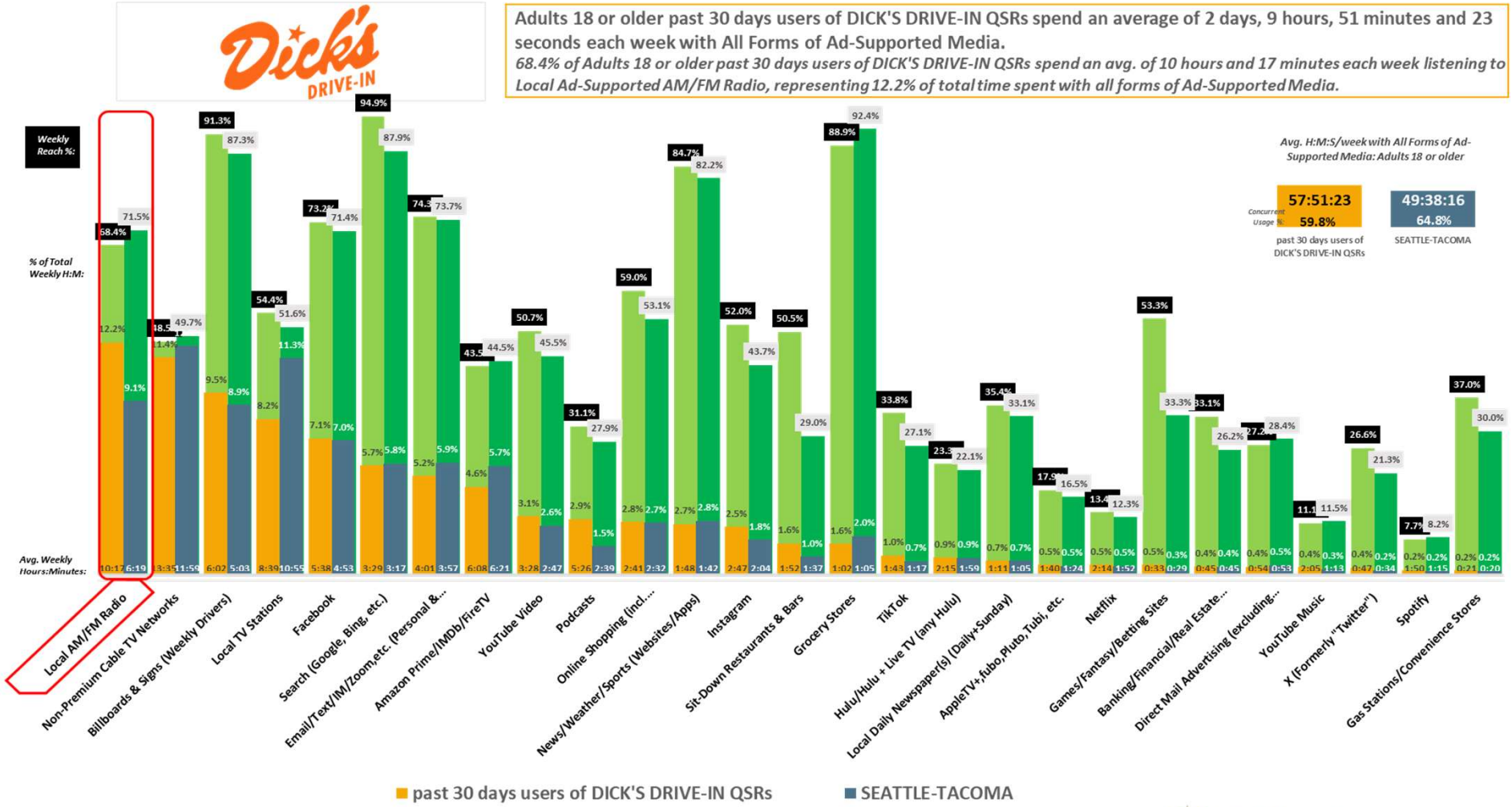
Quick service restaurants used past 30 days: Bud's Chicken & Seafood



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 252 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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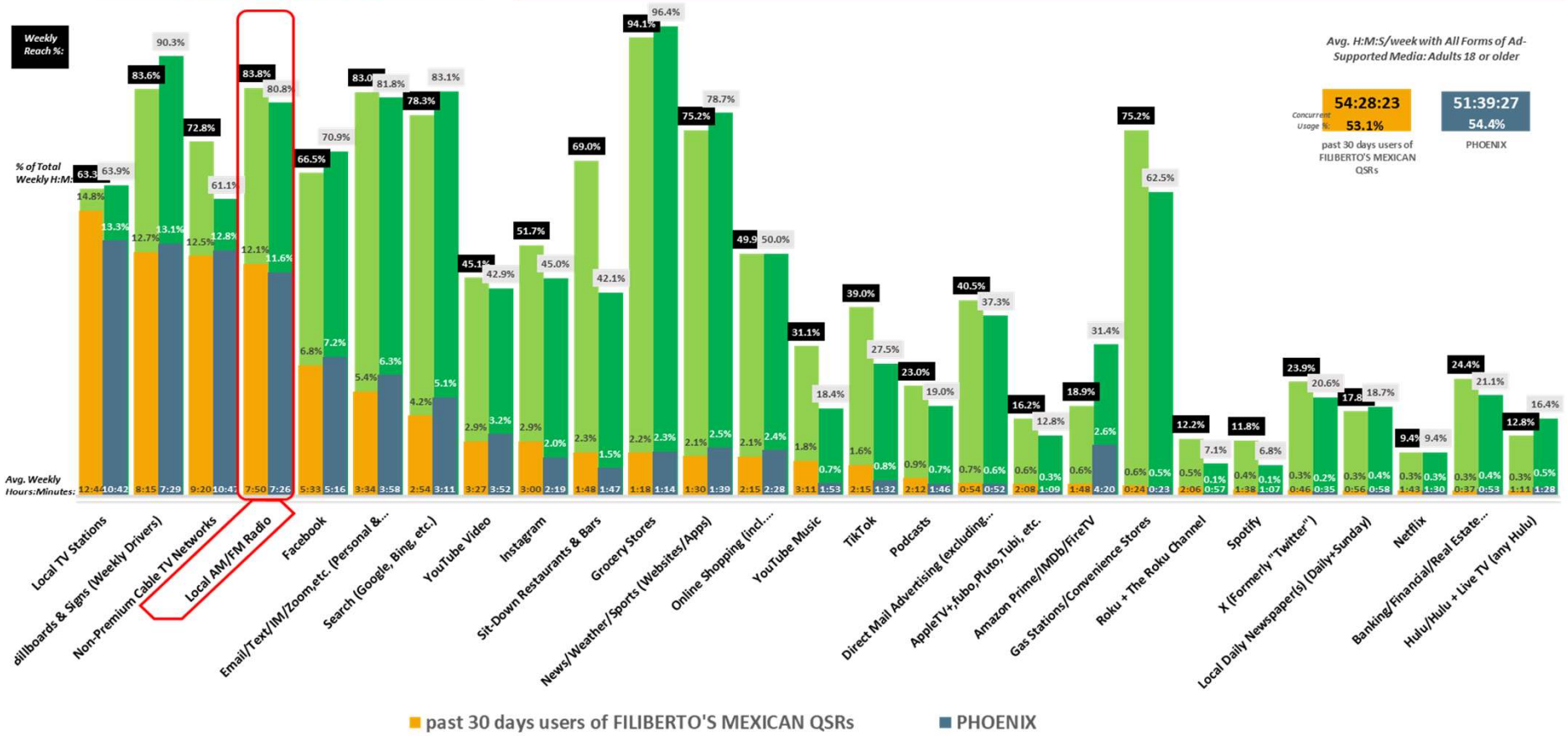
Quick service restaurants used past 30 days: Dick's

Adults 18 or older past 30 days users of FILIBERTO'S MEXICAN QSRs spend an average of 2 days, 6 hours, 28 minutes and 23 seconds each week with All Forms of Ad-Supported Media.

83.8% of Adults 18 or older past 30 days users of FILIBERTO'S MEXICAN QSRs spend an avg. of 7 hours and 50 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.



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 259 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265
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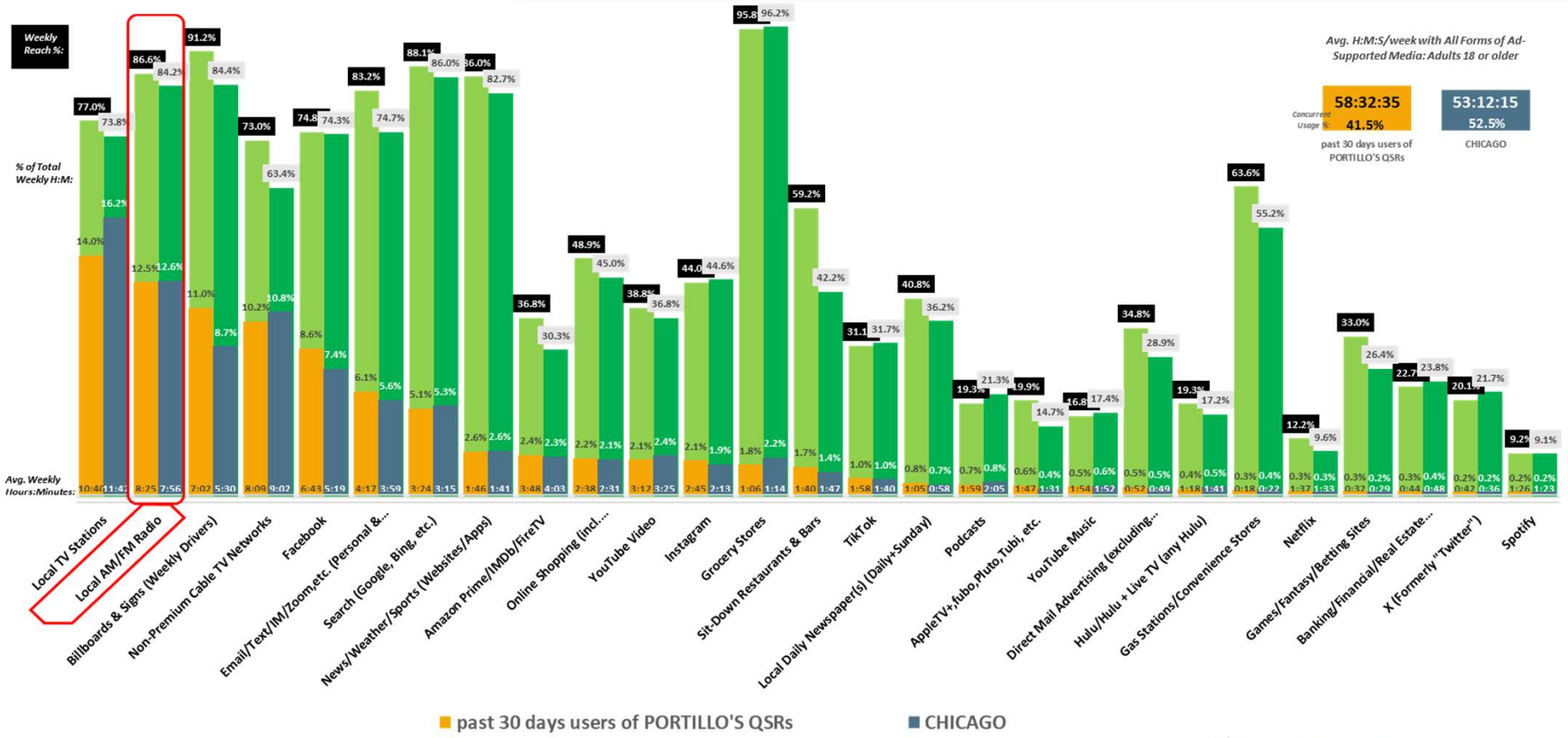
Quick service restaurants used past 30 days: Filiberto's Mexican

Portillo's
HOT DOGS · BEEF · BURGERS · SALADS

Adults 18 or older past 30 days users of PORTILLO'S QSRs spend an average of 2 days, 10 hours, 32 minutes and 35 seconds each week with All Forms of Ad-Supported Media.

86.6% of Adults 18 or older past 30 days users of PORTILLO'S QSRs spend an avg. of 8 hours and 25 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.5% of total time spent with all forms of Ad-Supported Media.



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 829 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488
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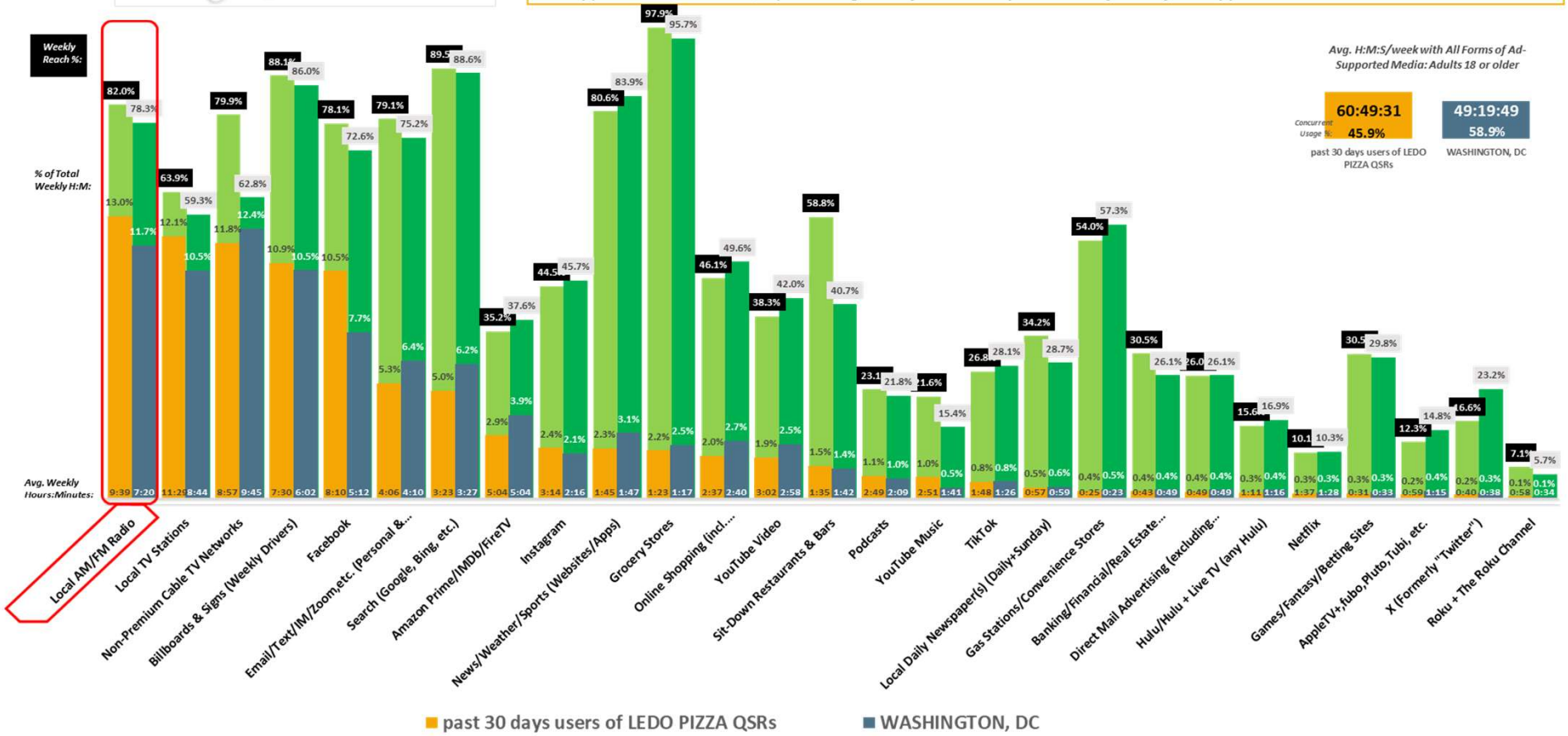
Quick service restaurants used past 30 days: Portillo's

Adults 18 or older past 30 days users of LEDO PIZZA QSRs spend an average of 2 days, 12 hours, 49 minutes and 31 seconds each week with All Forms of Ad-Supported Media.

82.% of Adults 18 or older past 30 days users of LEDO PIZZA QSRs spend an avg. of 9 hours and 39 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.% of total time spent with all forms of Ad-Supported Media.



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 428 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411
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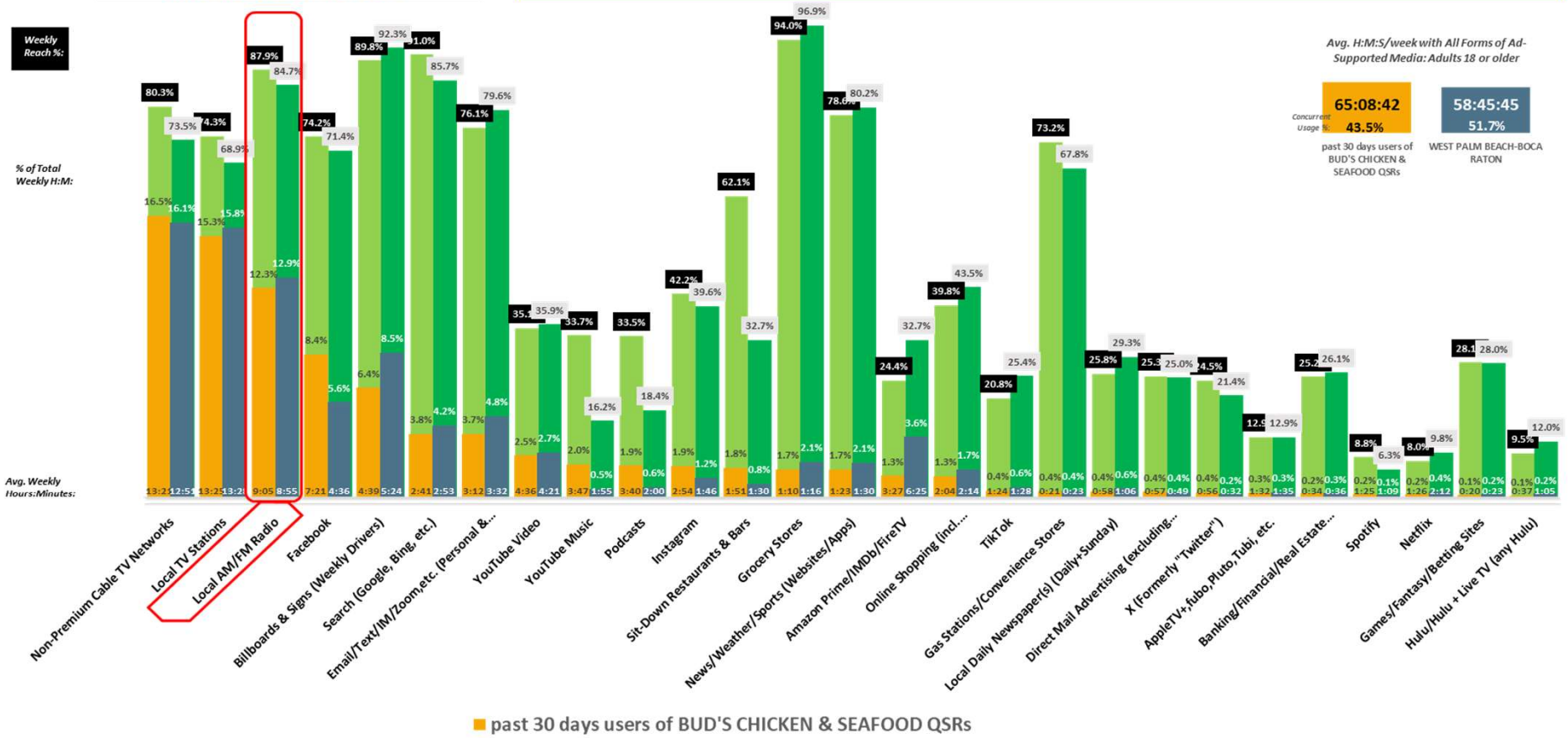
Quick service restaurants used past 30 days: Ledo Pizza

Adults 18 or older past 30 days users of BUD'S CHICKEN & SEAFOOD QSRs spend an average of 2 days, 17 hours, 8 minutes and 42 seconds each week with All Forms of Ad-Supported Media.

87.9% of Adults 18 or older past 30 days users of BUD'S CHICKEN & SEAFOOD QSRs spend an avg. of 9 hours and 5 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.3% of total time spent with all forms of Ad-Supported Media.



WEST PALM BEACH-BOCA RATON DMA | WEST PALM BEACH-BOCA RATON DMA | Scarborough R1 2024: Jan23-Feb24 | Qual Intab | 2,465

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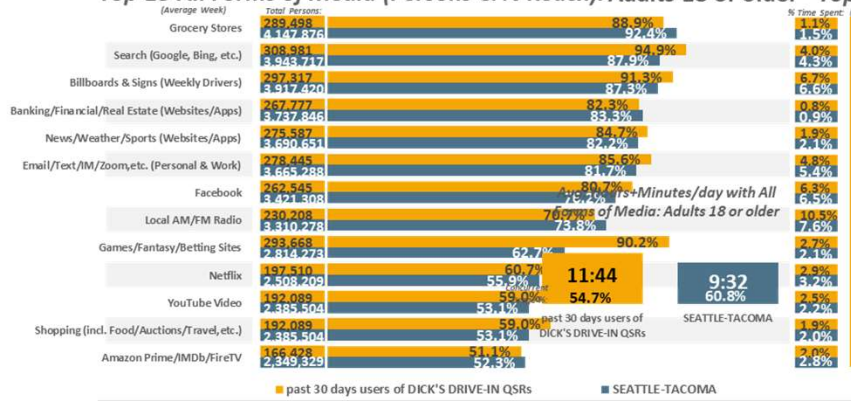
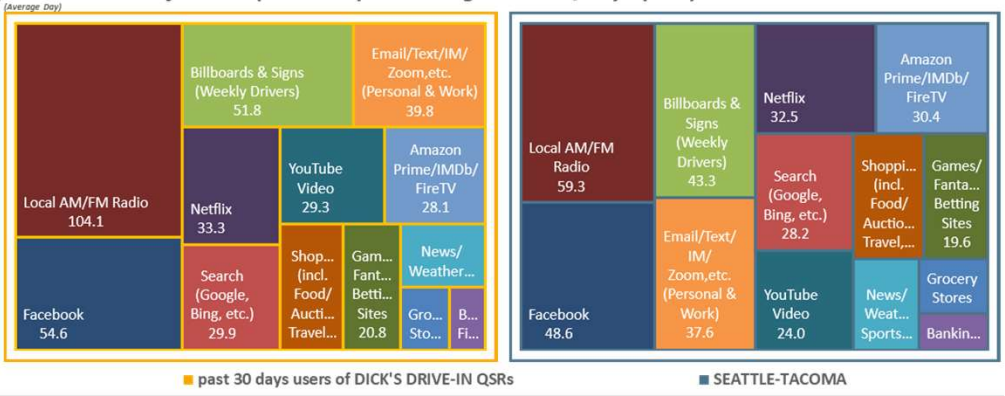
Quick service restaurants used past 30 days: Bud's Chicken & Seafood

Adults 18 or older past 30 days users of DICK'S DRIVE-IN QSRs spend an average of 8 hours and 15 minutes each day with All Forms of Ad-Supported Media. 68.4% listen to Local AM/FM Radio for an avg. of 88.2 minutes/day. *(Local Radio delivers 12.2% of Time with Ad-Supported Media.)*

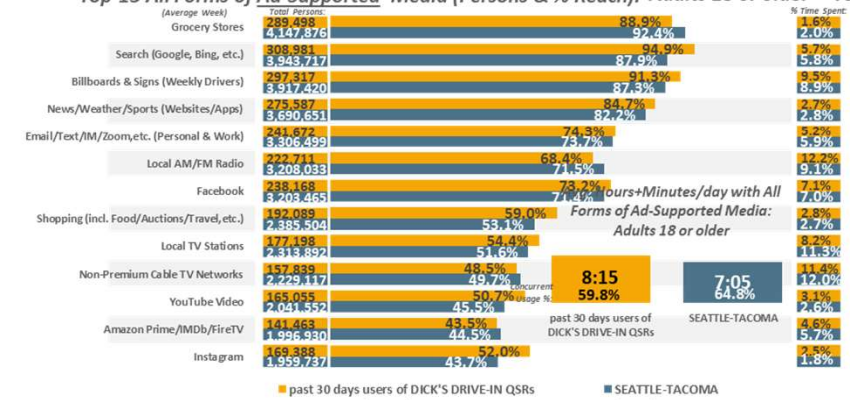
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



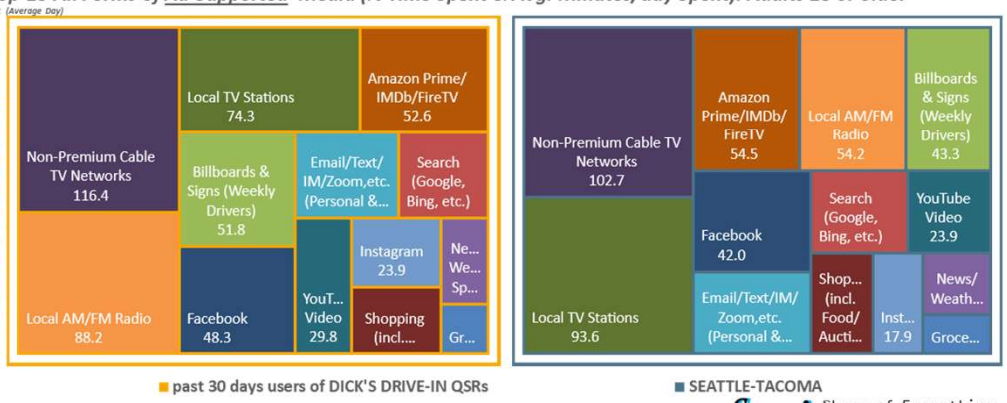
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 252

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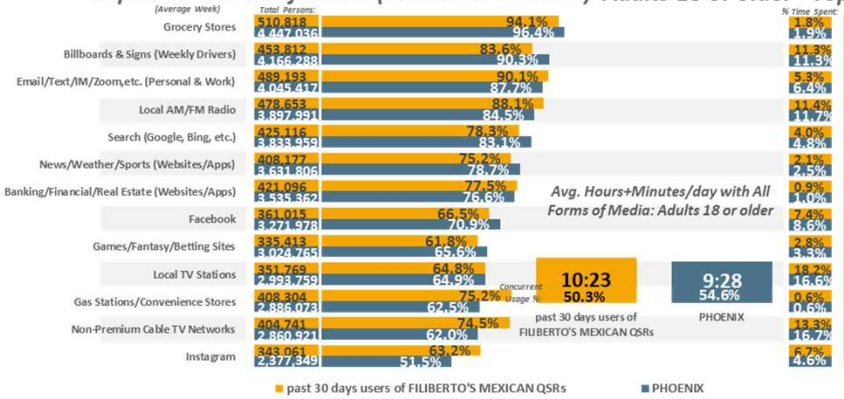
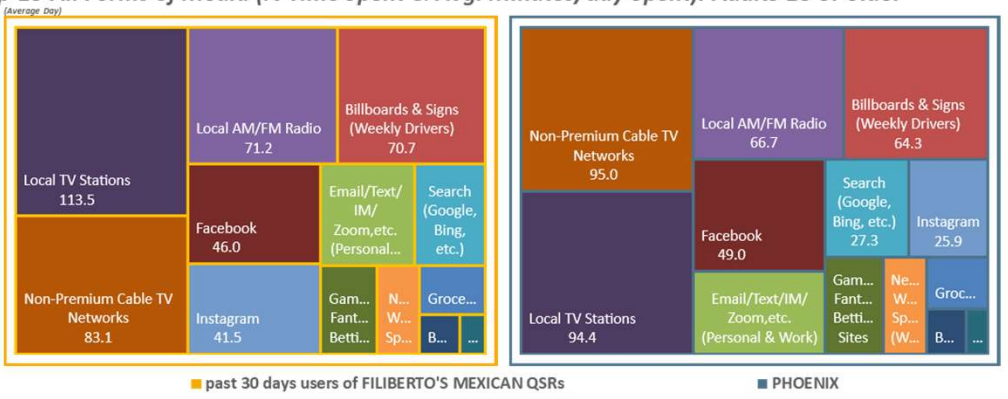
Quick service restaurants used past 30 days: Dick's

Adults 18 or older past 30 days users of FILIBERTO'S MEXICAN QSRs spend an average of 7 hours and 46 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 12.1% of Time with Ad-Supported Media.)*

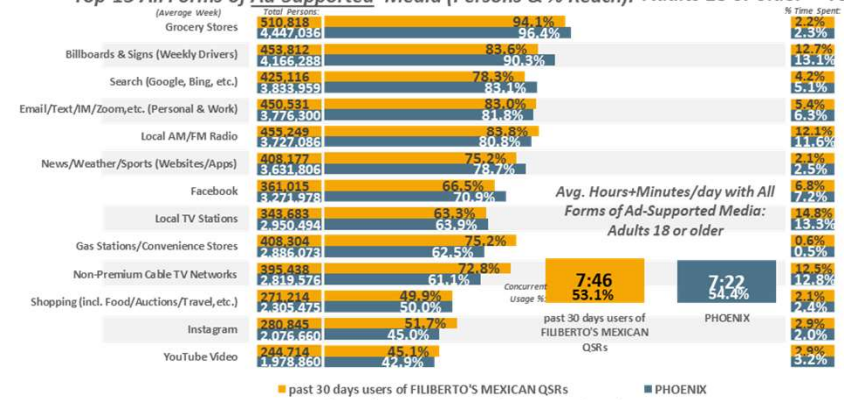
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



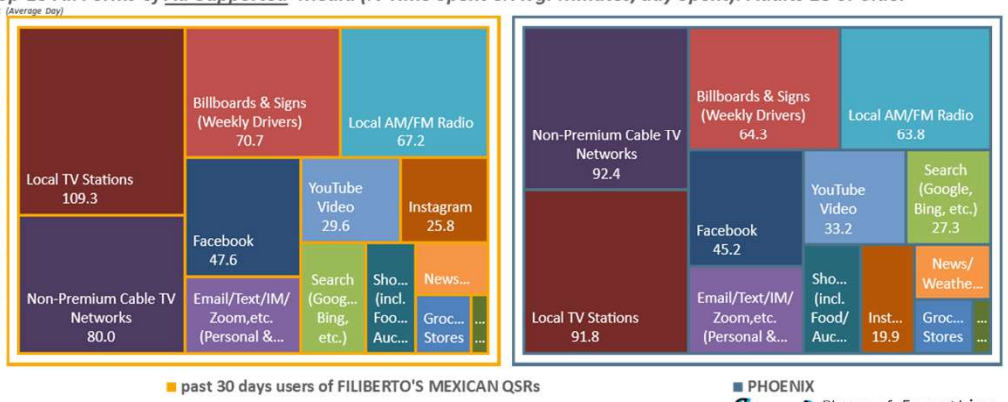
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 259

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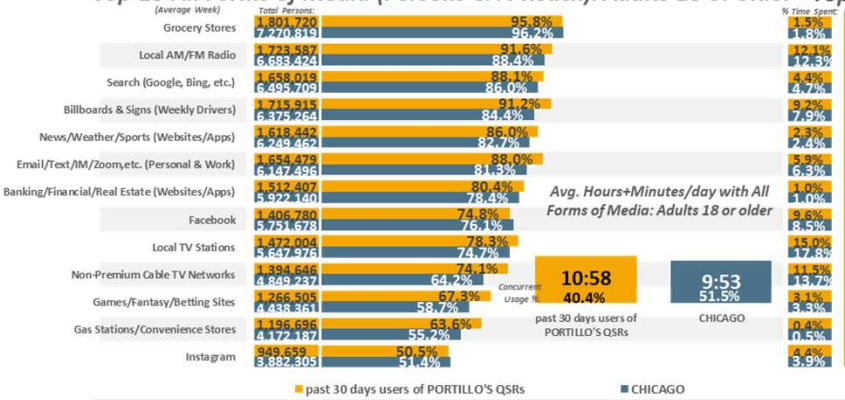
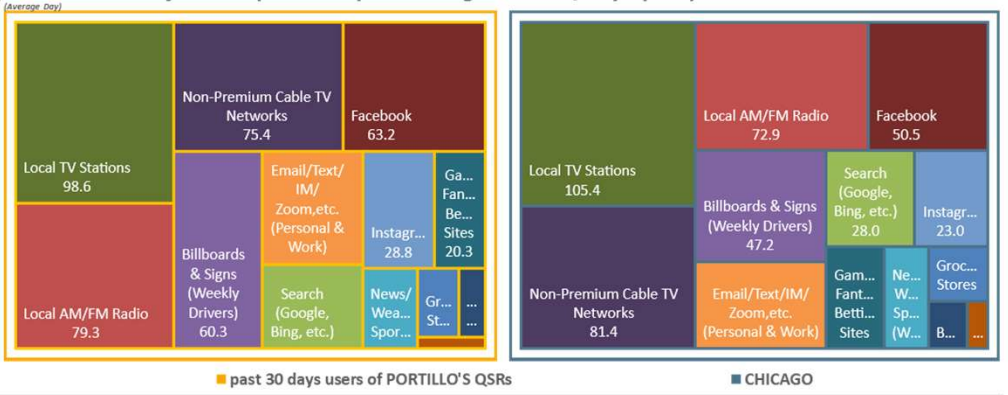
Quick service restaurants used past 30 days: Filiberto's Mexican

Adults 18 or older past 30 days users of PORTILLO'S QSRs spend an average of 8 hours and 21 minutes each day with All Forms of Ad-Supported Media. 86.6% listen to Local AM/FM Radio for an avg. of 72.3 minutes/day. *(Local Radio delivers 12.5% of Time with Ad-Supported Media.)*

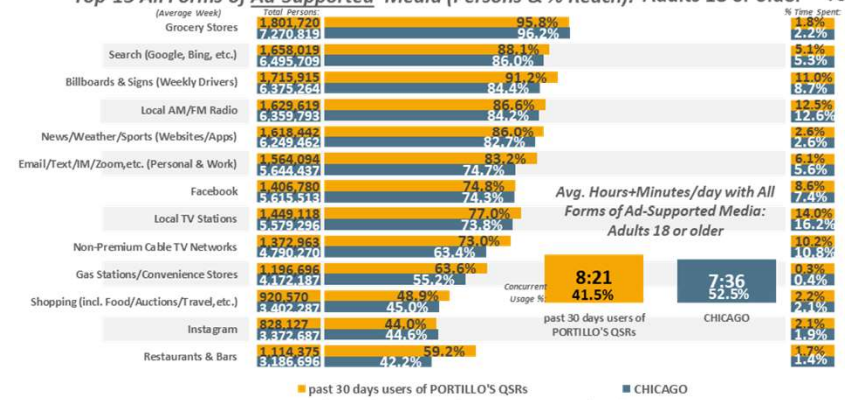
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



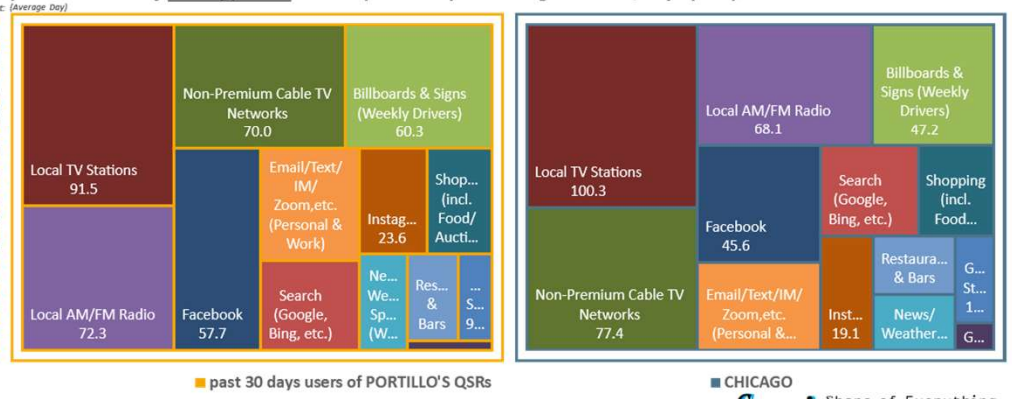
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 829

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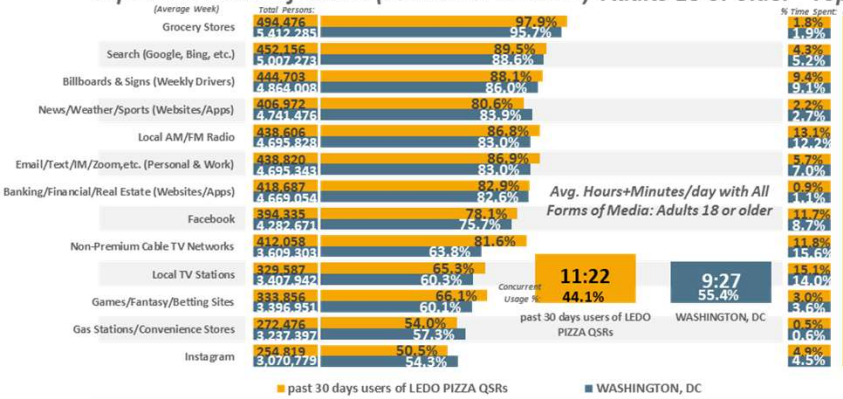
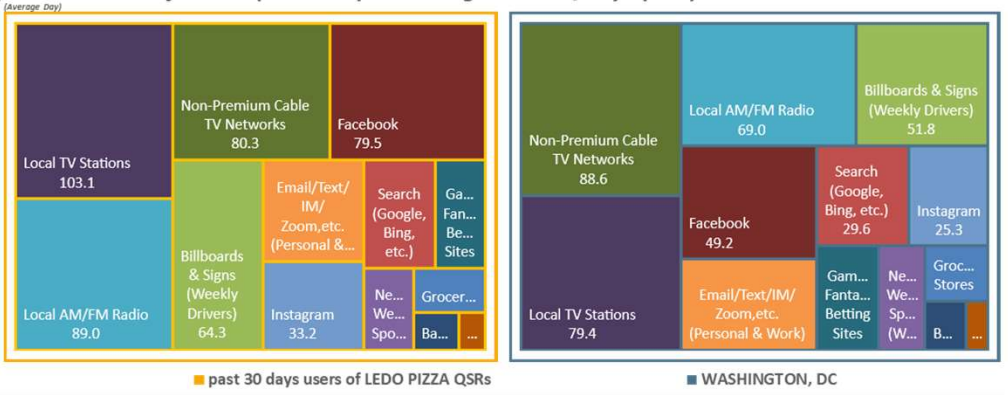
Quick service restaurants used past 30 days: Portillo's

Adults 18 or older past 30 days users of LEDO PIZZA QSRs spend an average of 8 hours and 41 minutes each day with All Forms of Ad-Supported Media. 82.% listen to Local AM/FM Radio for an avg. of 82.7 minutes/day. *(Local Radio delivers 13.% of Time with Ad-Supported Media.)*

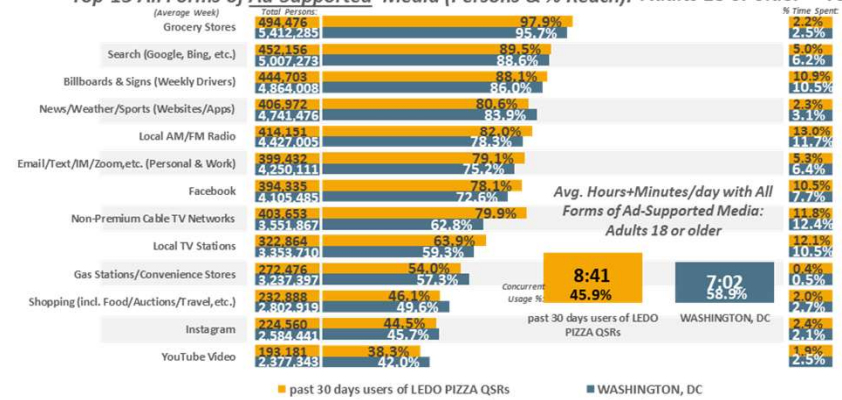
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



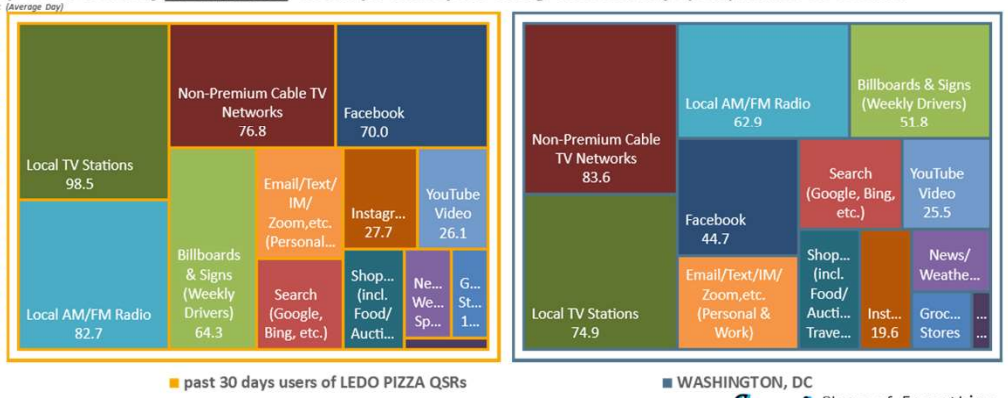
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 428

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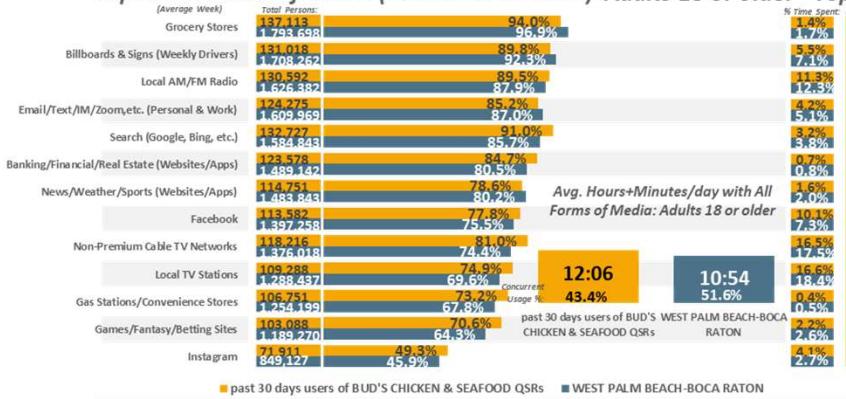
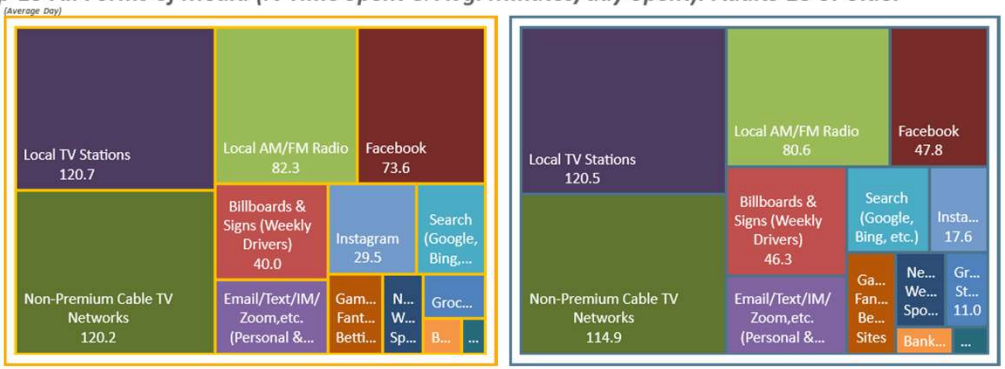
Quick service restaurants used past 30 days: Ledo Pizza

Adults 18 or older past 30 days users of BUD'S CHICKEN & SEAFOOD QSRs spend an average of 9 hours and 18 minutes each day with All Forms of Ad-Supported Media. 87.9% listen to Local AM/FM Radio for an avg. of 77.9 minutes/day. *(Local Radio delivers 12.3% of Time with Ad-Supported Media.)*

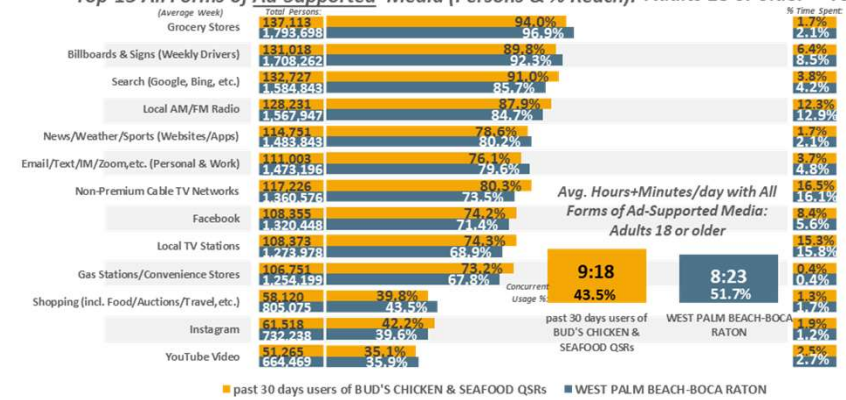
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



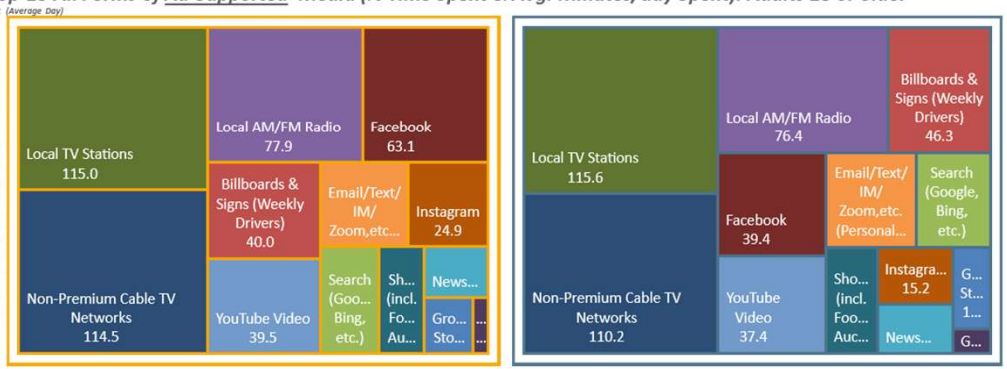
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH-BOCA RATON DMA

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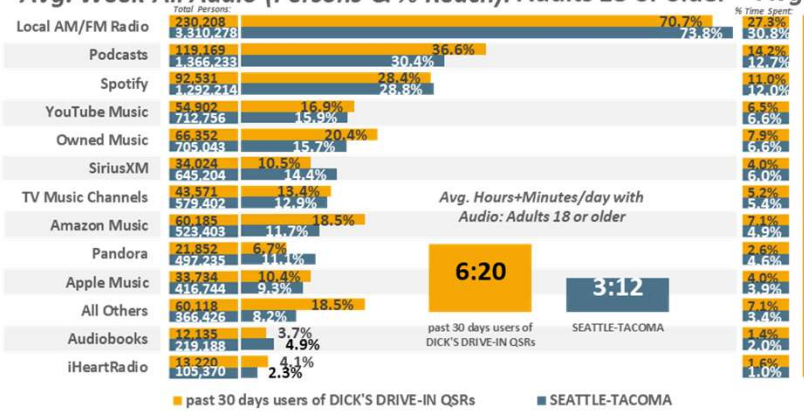
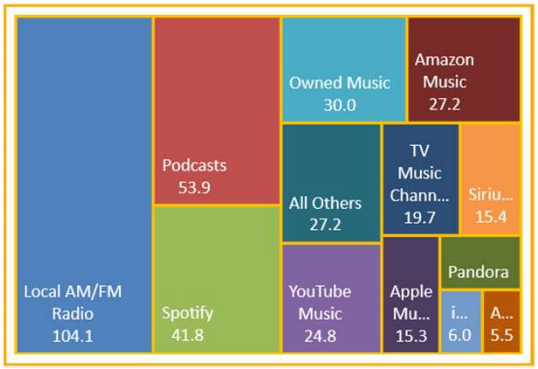
Quick service restaurants used past 30 days: Bud's Chicken & Seafood

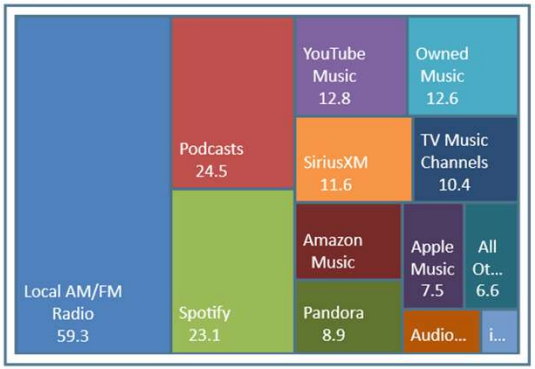
222,711 or 68.4% of Adults 18 or older past 30 days users of DICK'S DRIVE-IN QSRs listen to Ad-Supported Local AM/FM Radio for an average of 88.2 minutes every day representing 37.1% of all time spent daily with Ad-Supported Audio.

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

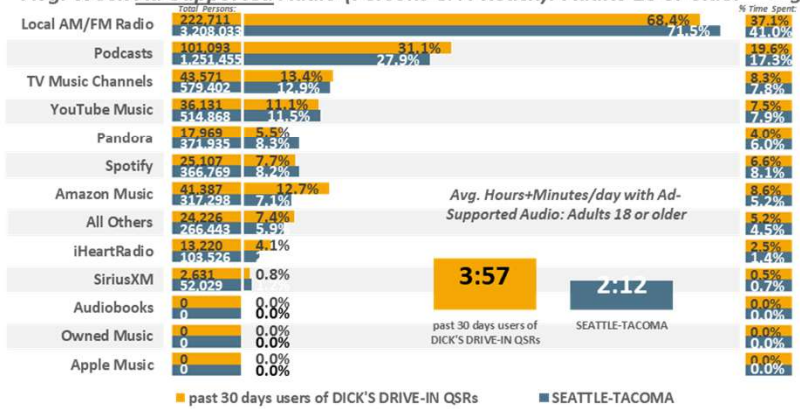


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

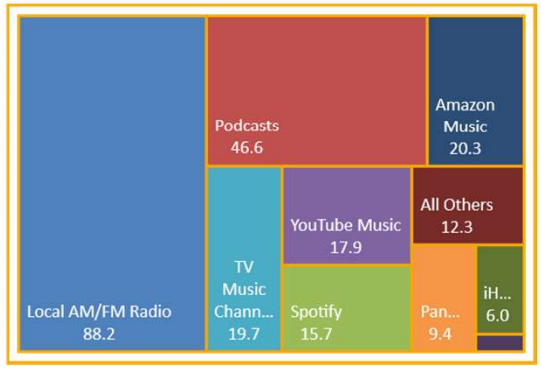


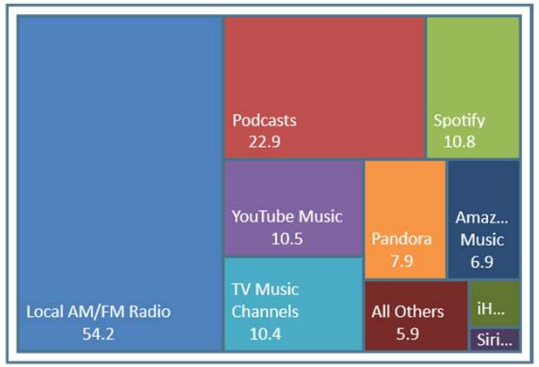


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 252

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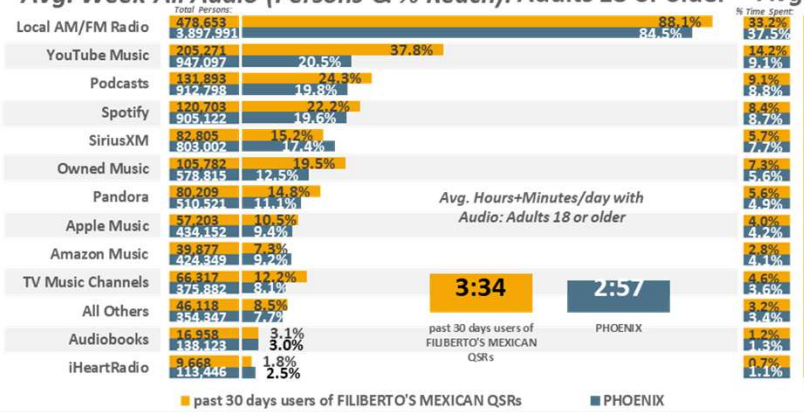
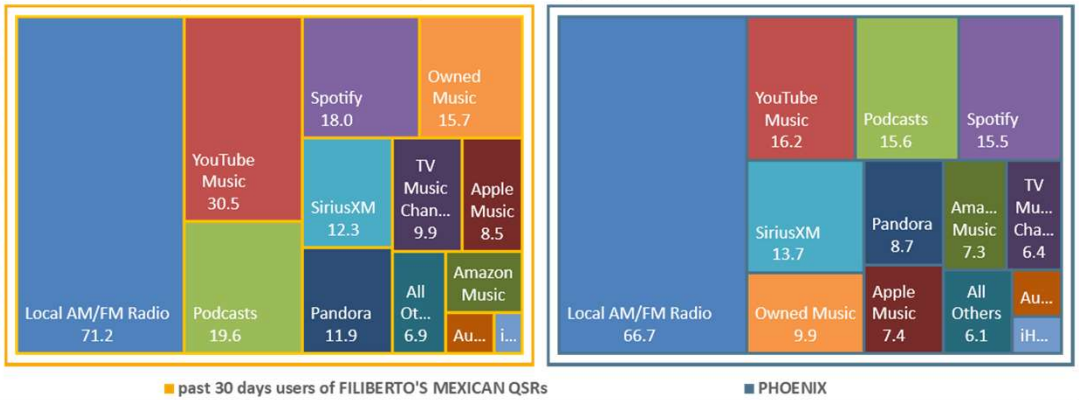
Quick service restaurants used past 30 days: Dick's

455,249 or 83.8% of Adults 18 or older past 30 days users of FILIBERTO'S MEXICAN QSRs listen to Ad-Supported Local AM/FM Radio for an average of 67.2 minutes every day representing 40.6% of all time spent daily with Ad-Supported Audio.

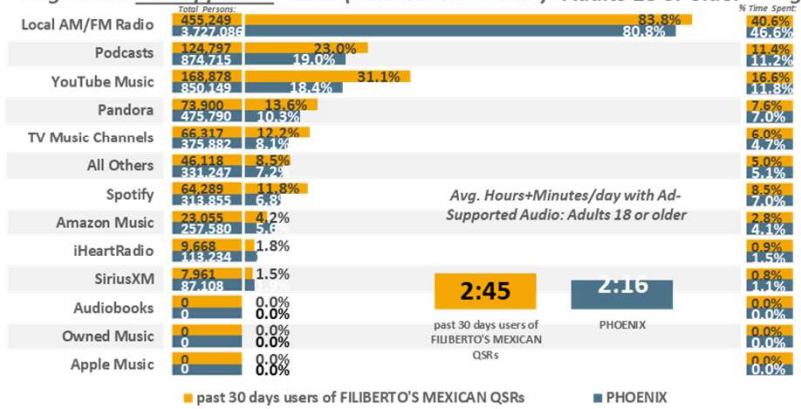
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



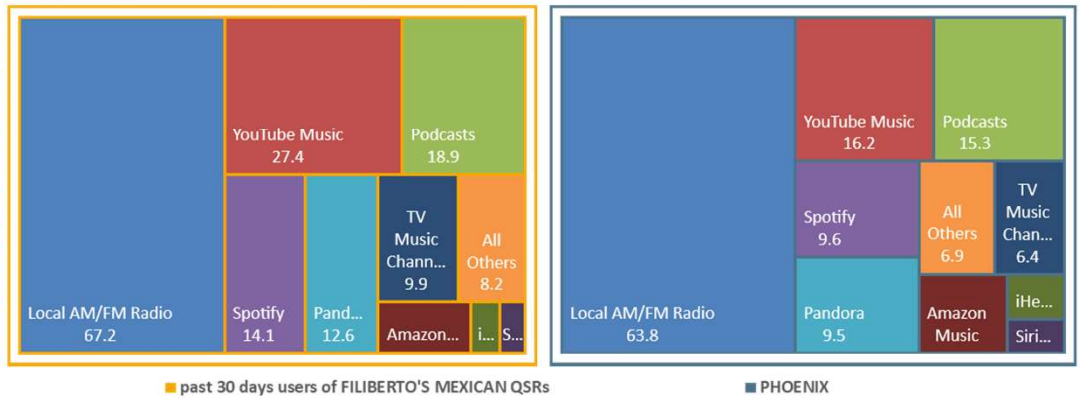
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 259

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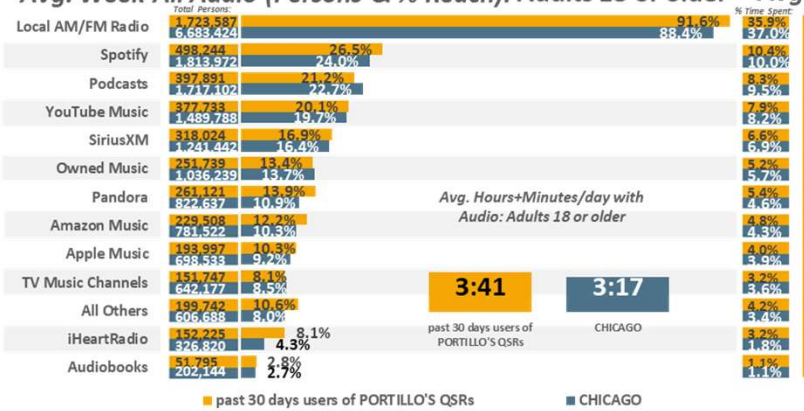
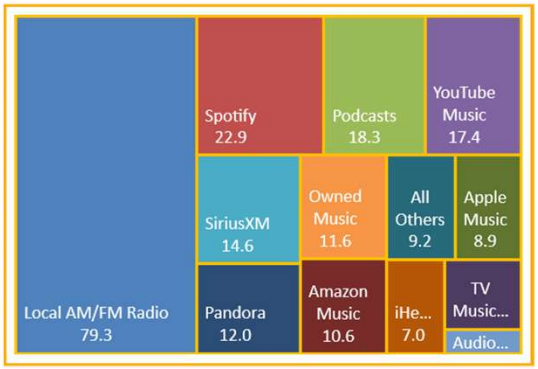
Quick service restaurants used past 30 days: Filiberto's Mexican

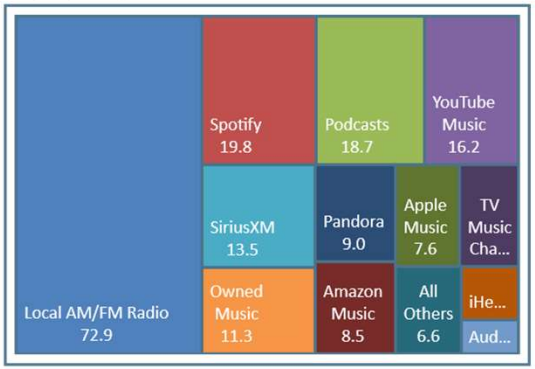
1,629,619 or 86.6% of Adults 18 or older past 30 days users of PORTILLO'S QSRs listen to Ad-Supported Local AM/FM Radio for an average of 72.3 minutes every day representing 44.1% of all time spent daily with Ad-Supported Audio.

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

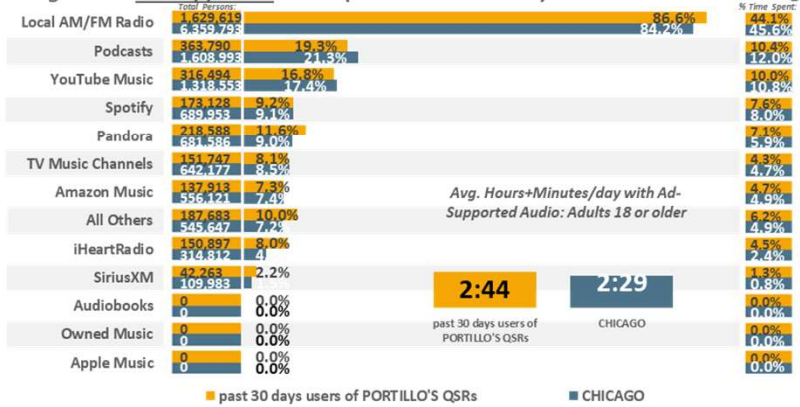


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

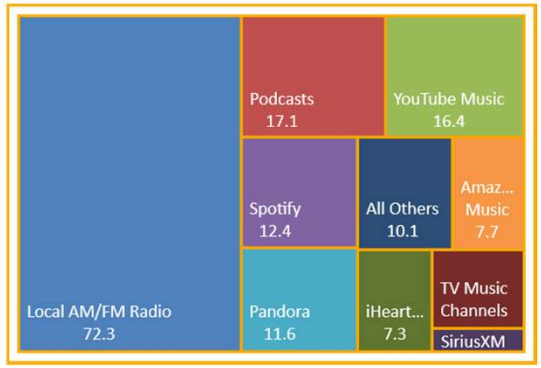


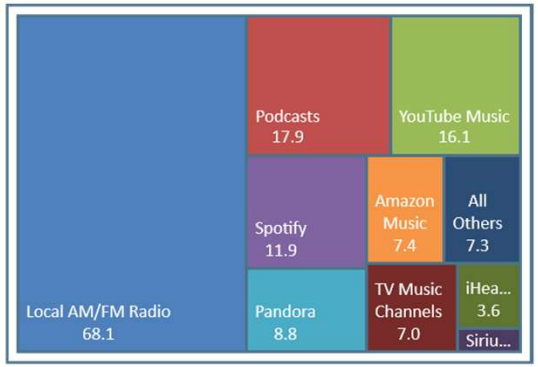


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 829

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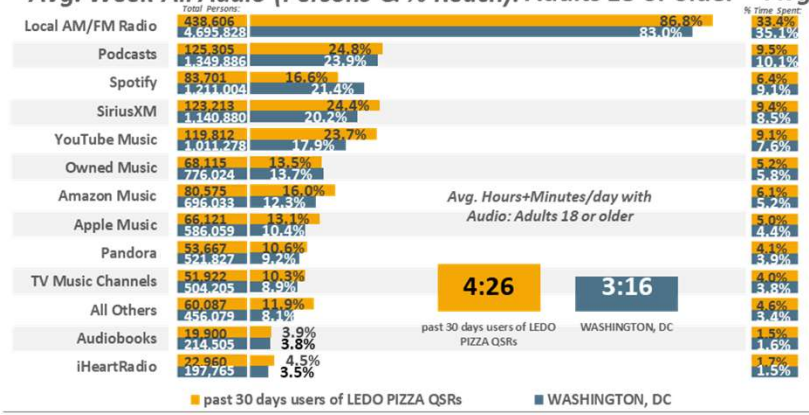
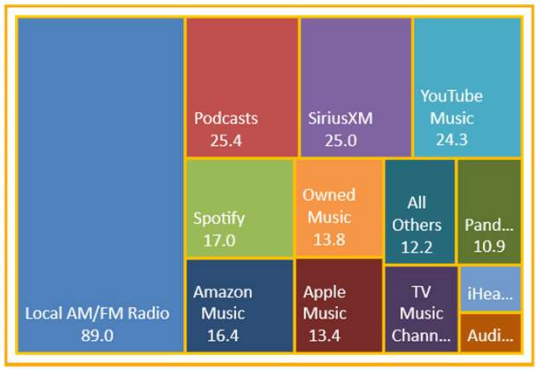
Quick service restaurants used past 30 days: Portillo's

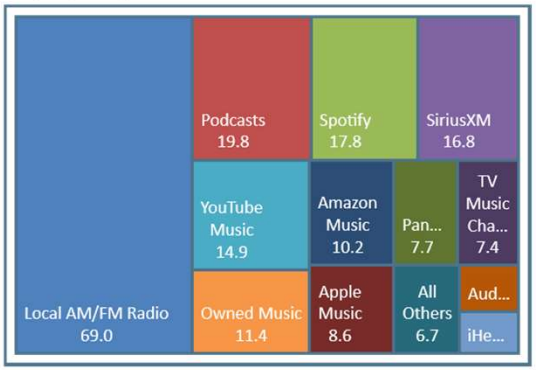
414,151 or 82.% of Adults 18 or older past 30 days users of LEDO PIZZA QSRs listen to Ad-Supported Local AM/FM Radio for an average of 82.7 minutes every day representing 42.2% of all time spent daily with Ad-Supported Audio.

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

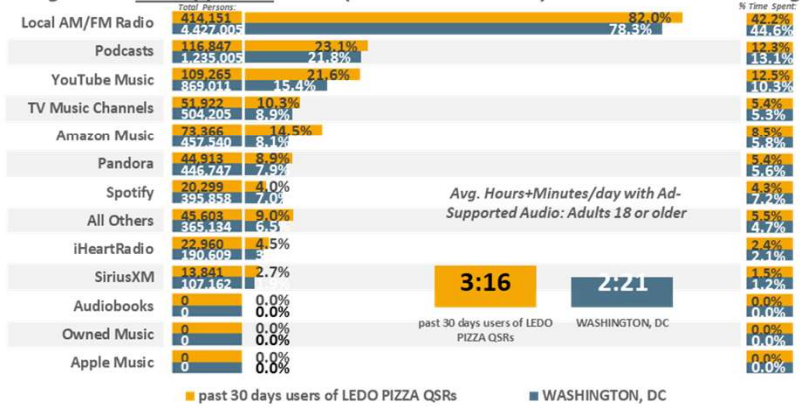


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

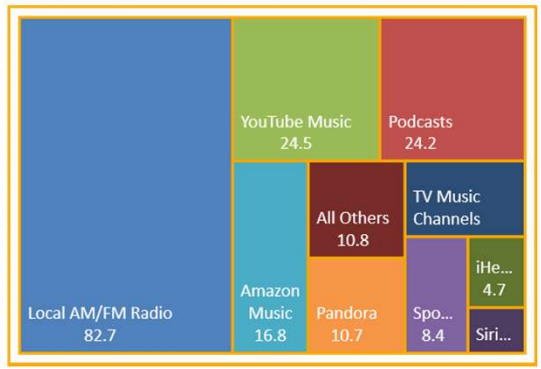


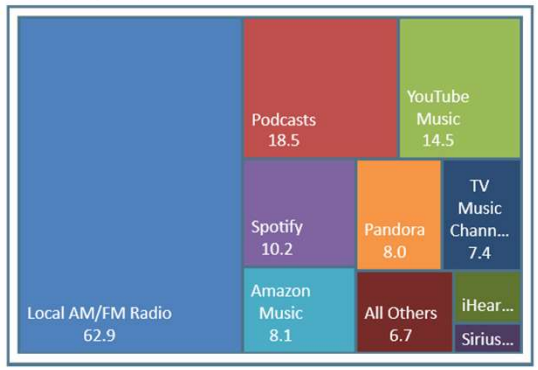


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 428

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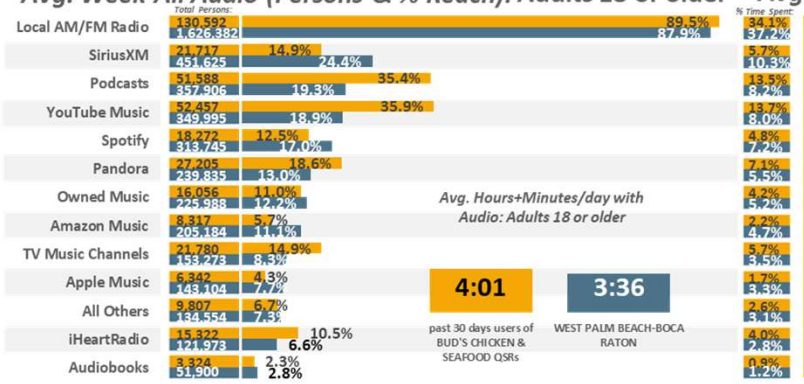
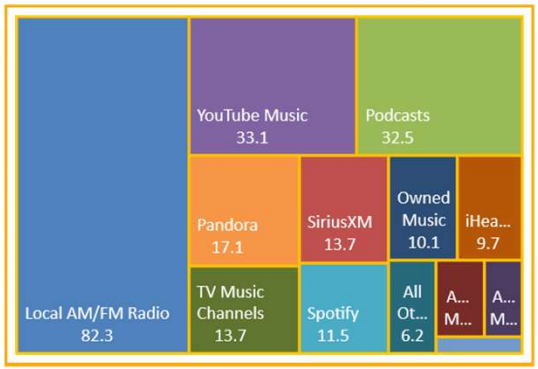
Quick service restaurants used past 30 days: Ledo Pizza

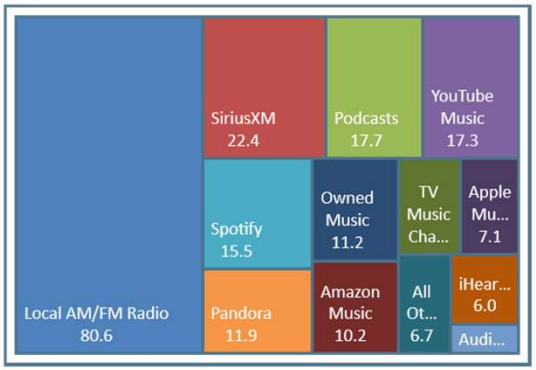
128,231 or 87.9% of Adults 18 or older past 30 days users of BUD'S CHICKEN & SEAFOOD QSRs listen to Ad-Supported Local AM/FM Radio for an average of 77.9 minutes every day representing 37.2% of all time spent daily with Ad-Supported Audio.

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

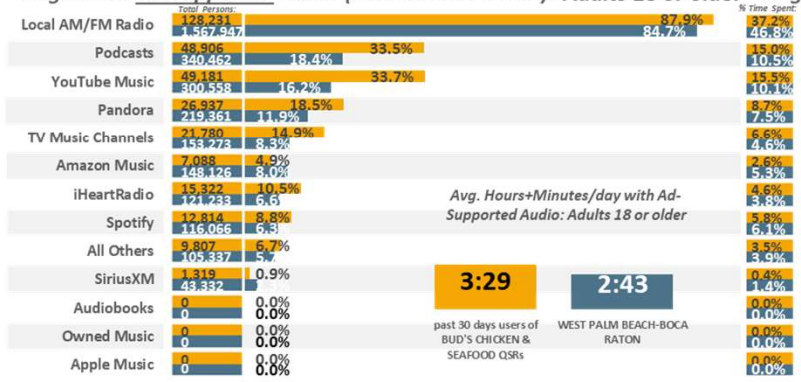


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

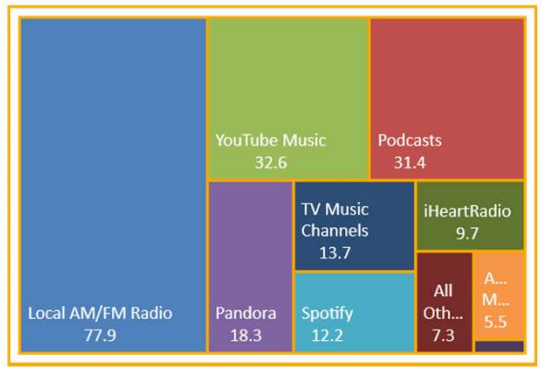


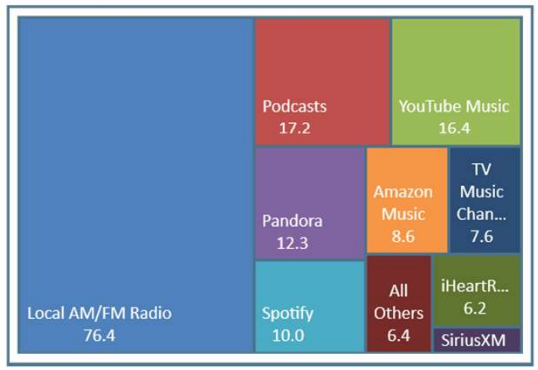


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 164

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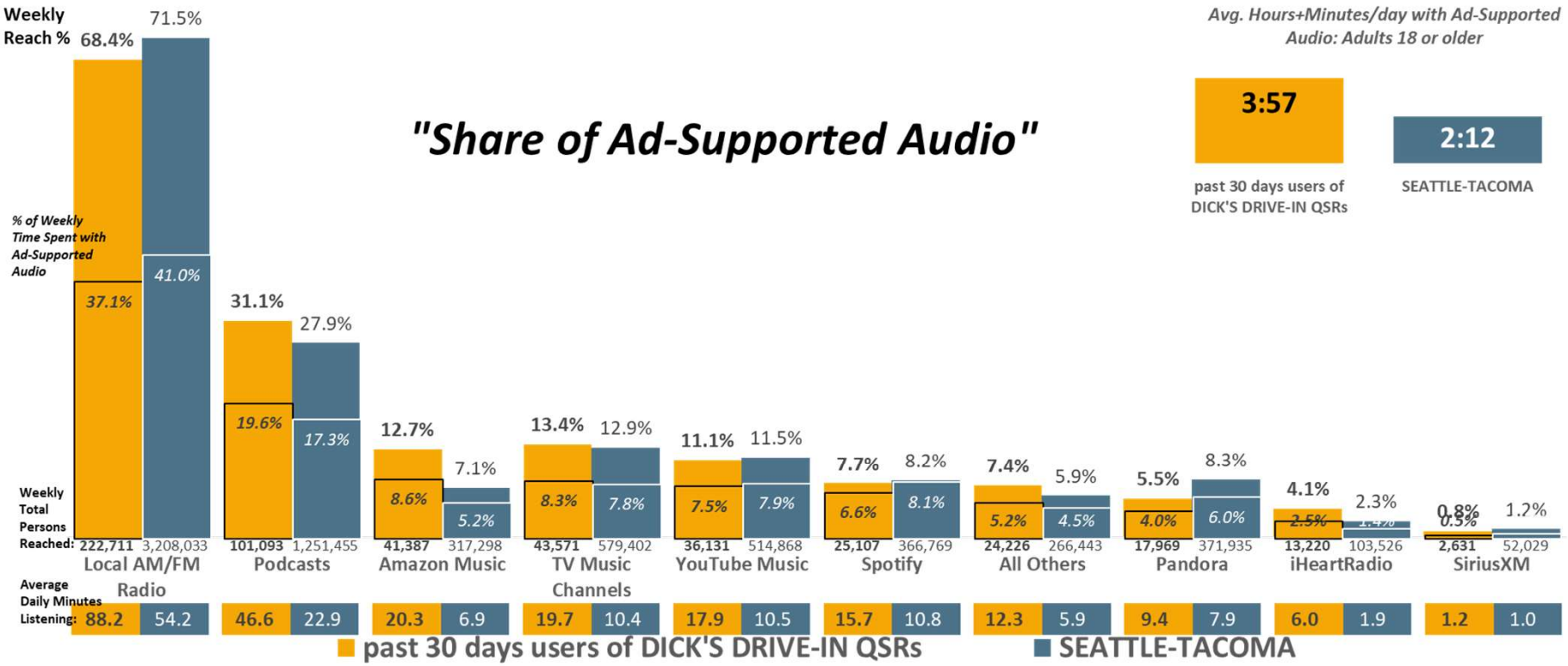
Quick service restaurants used past 30 days: Bud's Chicken & Seafood

222,711 or 68.4% of Adults 18 or older past 30 days users of DICK'S DRIVE-IN QSRs listen to Ad-Supported Local AM/FM Radio for an average of 88.2 minutes every day representing 37.1% of all time spent daily with Ad-Supported Audio.



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 252 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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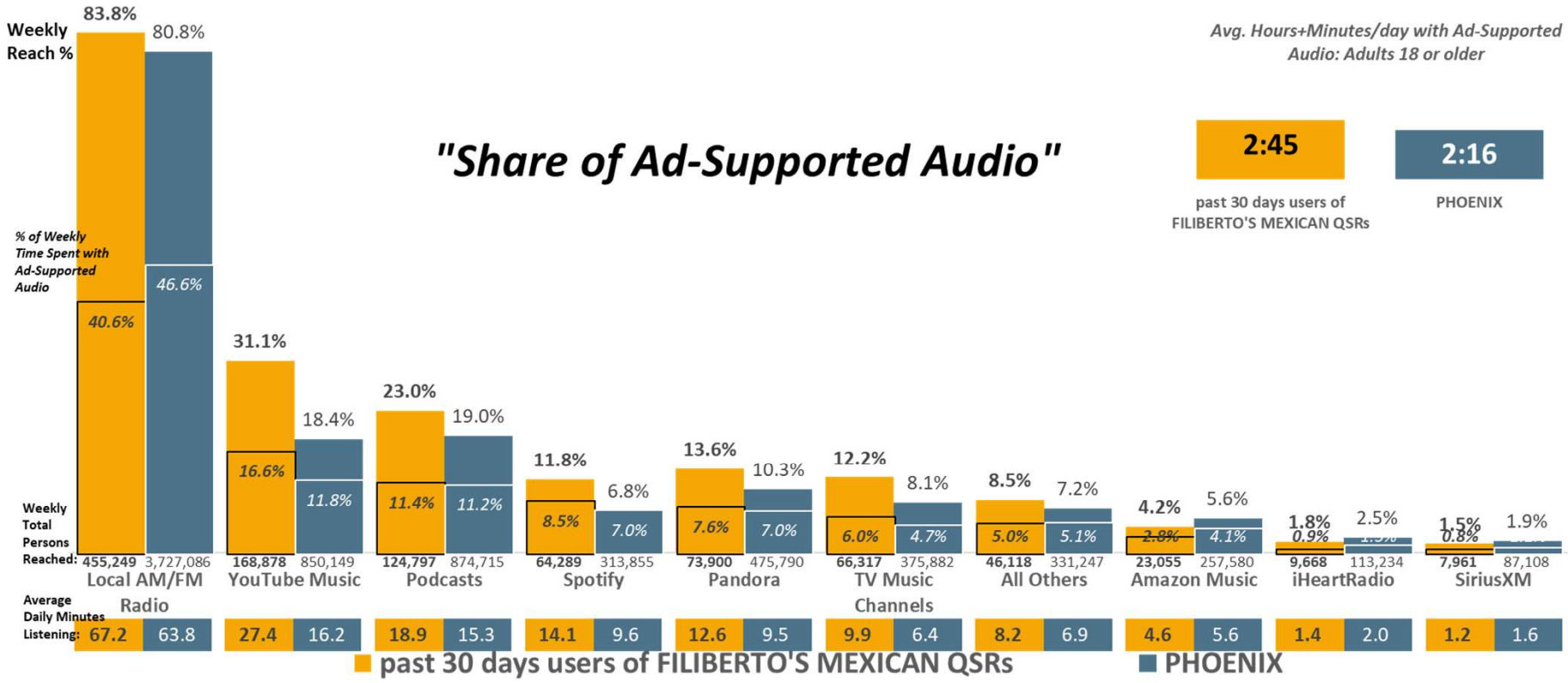
Quick service restaurants used past 30 days: Dick's

455,249 or 83.8% of Adults 18 or older past 30 days users of FILIBERTO'S MEXICAN QSRs listen to Ad-Supported Local AM/FM Radio for an average of 67.2 minutes every day representing 40.6% of all time spent daily with Ad-Supported Audio.



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 259

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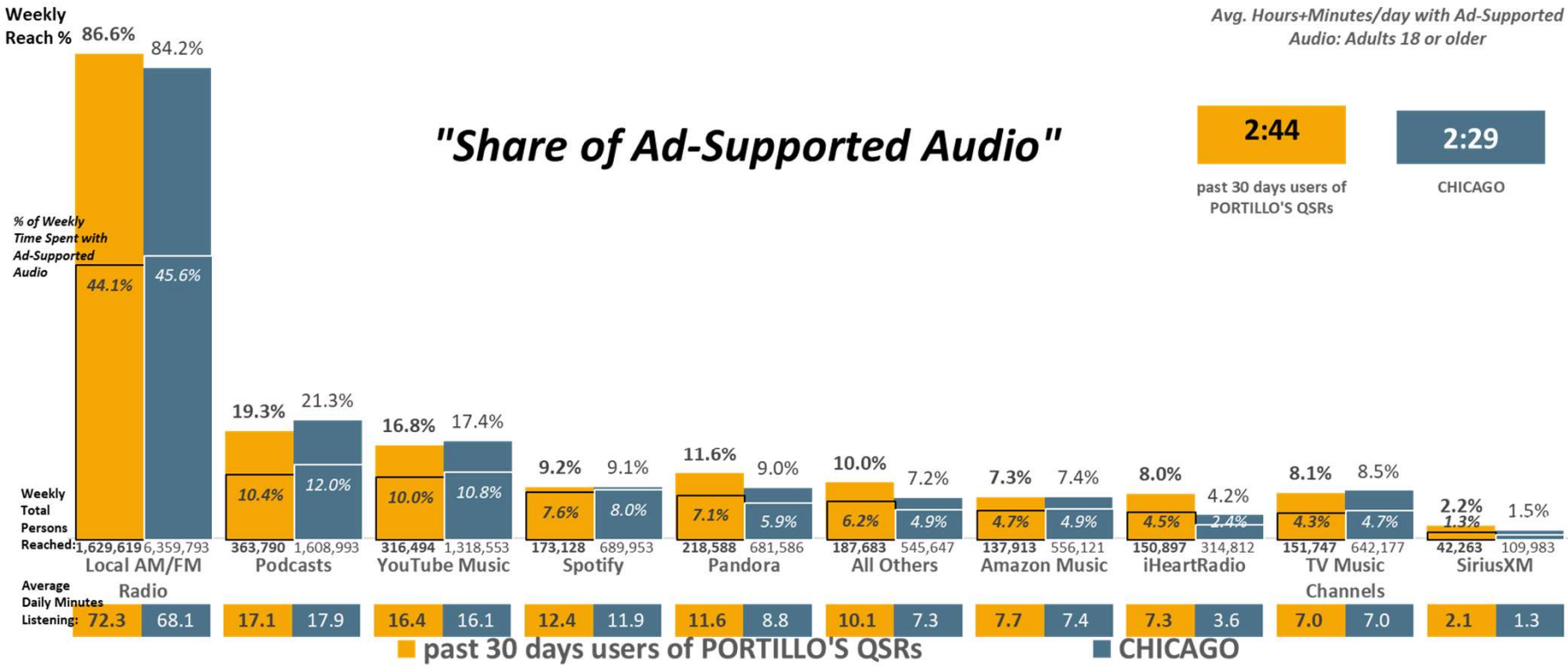
Quick service restaurants used past 30 days: Filiberto's Mexican

1,629,619 or 86.6% of Adults 18 or older past 30 days users of PORTILLO'S QSRs listen to Ad-Supported Local AM/FM Radio for an average of 72.3 minutes every day representing 44.1% of all time spent daily with Ad-Supported Audio.



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 829

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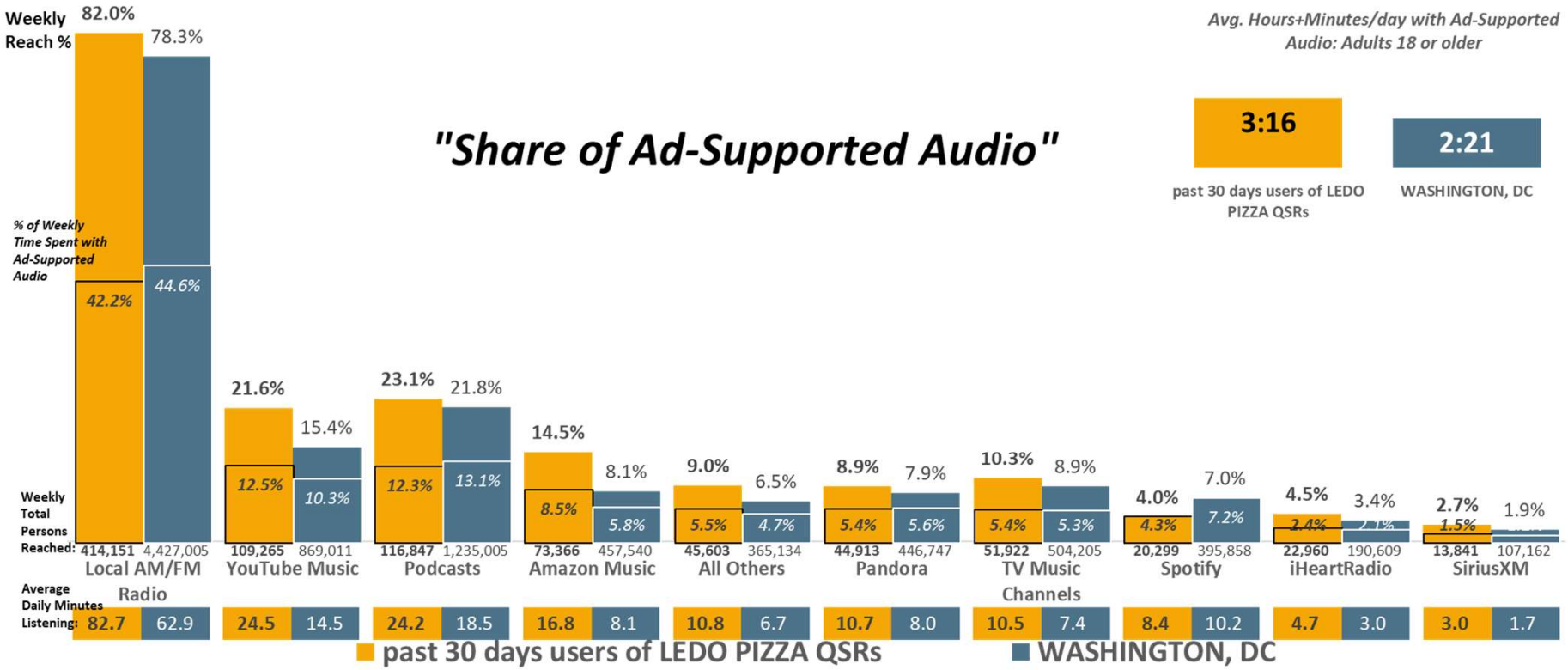
Quick service restaurants used past 30 days: Portillo's

414,151 or 82.% of Adults 18 or older past 30 days users of LEDO PIZZA QSRs listen to Ad-Supported Local AM/FM Radio for an average of 82.7 minutes every day representing 42.2% of all time spent daily with Ad-Supported Audio.



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 428

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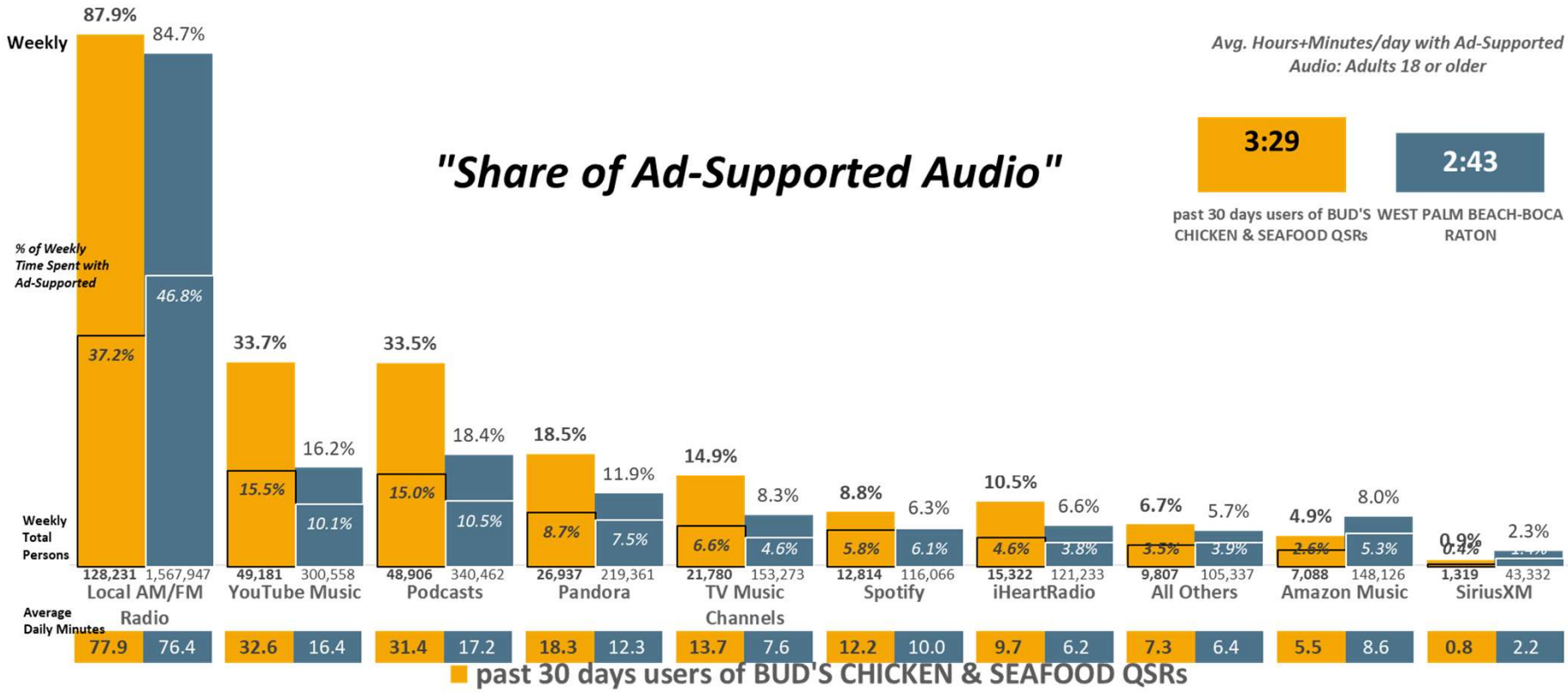
Quick service restaurants used past 30 days: Ledo Pizza

128,231 or 87.9% of Adults 18 or older past 30 days users of BUD'S CHICKEN & SEAFOOD QSRs listen to Ad-Supported Local AM/FM Radio for an average of 77.9 minutes every day representing 37.2% of all time spent daily with Ad-Supported Audio.



WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 164
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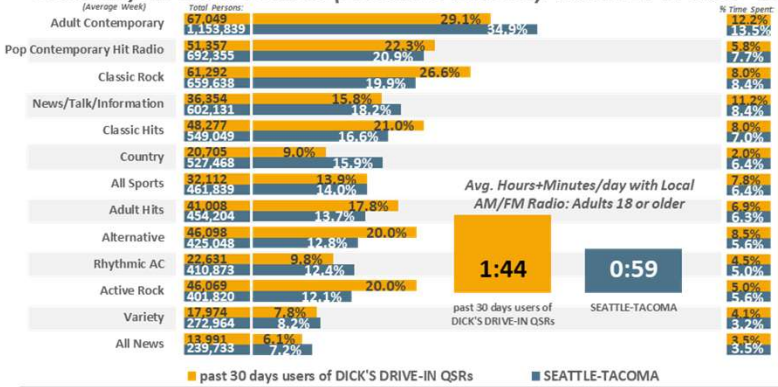
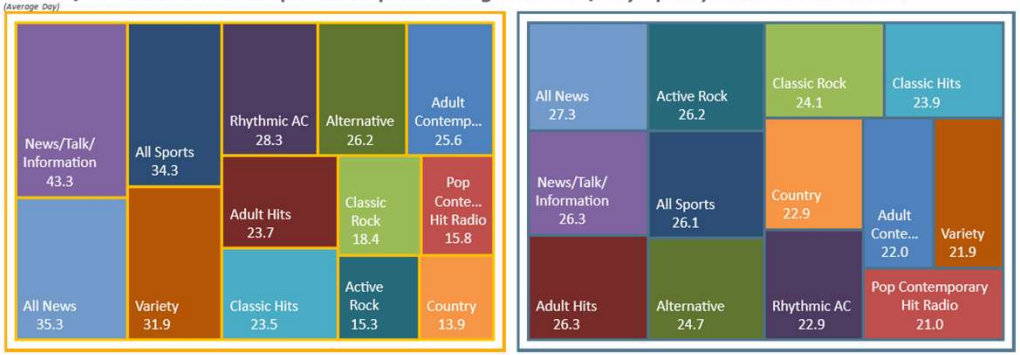
Quick service restaurants used past 30 days: Bud's Chicken & Seafood

222,711 or 68.4% of Adults 18 or older past 30 days users of DICK'S DRIVE-IN QSRs listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Pop Contemporary Hit Radio, Classic Hits, and Alternative.

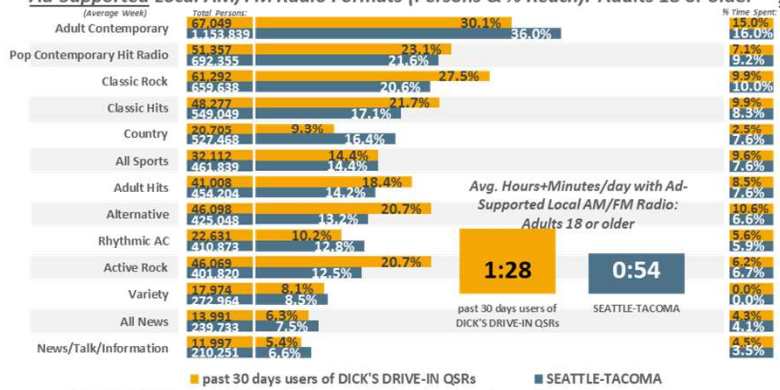
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



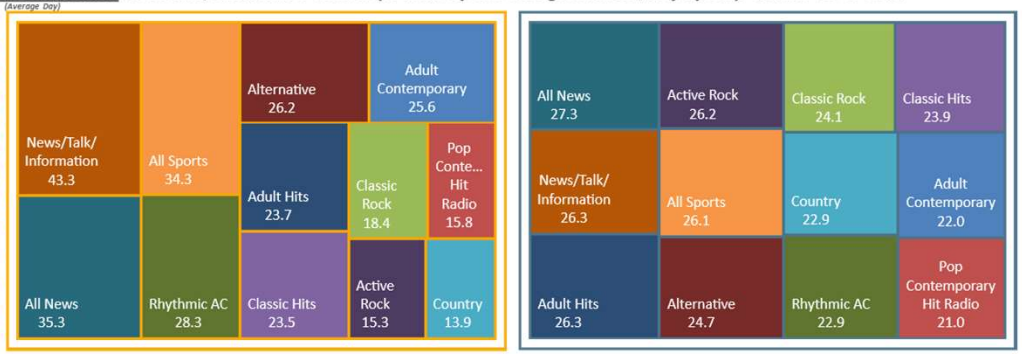
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 252

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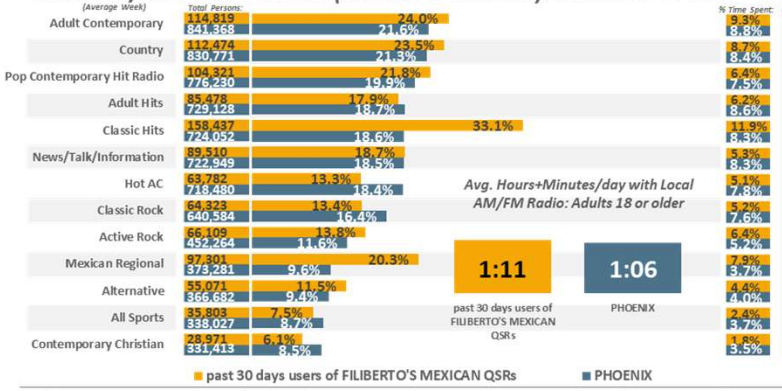
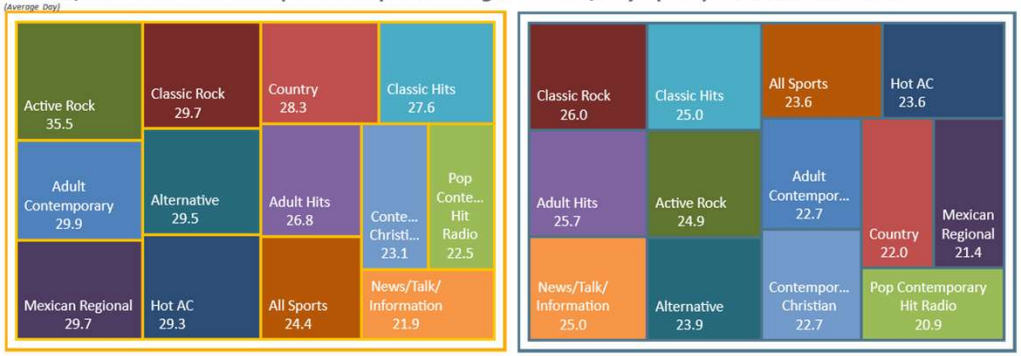
Quick service restaurants used past 30 days: Dick's

455,249 or 83.8% of Adults 18 or older past 30 days users of FILIBERTO'S MEXICAN QSRs listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Country, Pop Contemporary Hit Radio, and Mexican Regional.

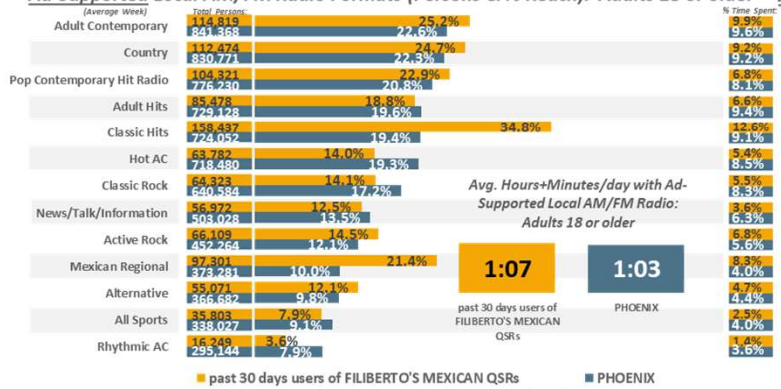
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



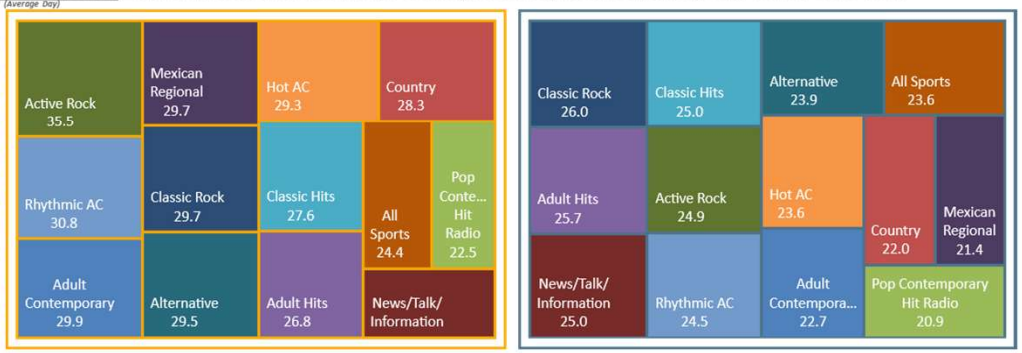
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 259

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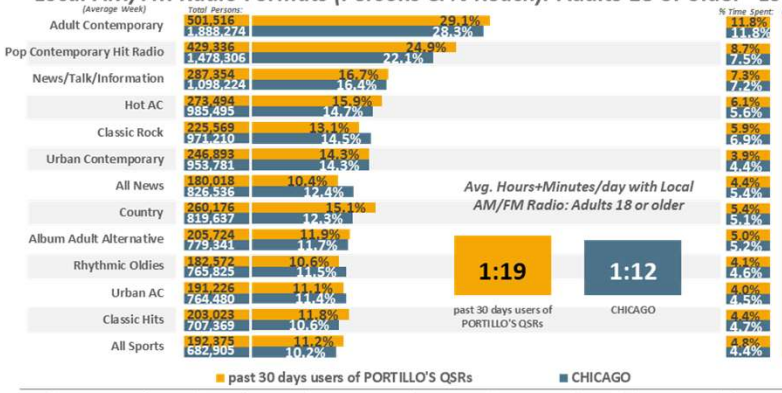
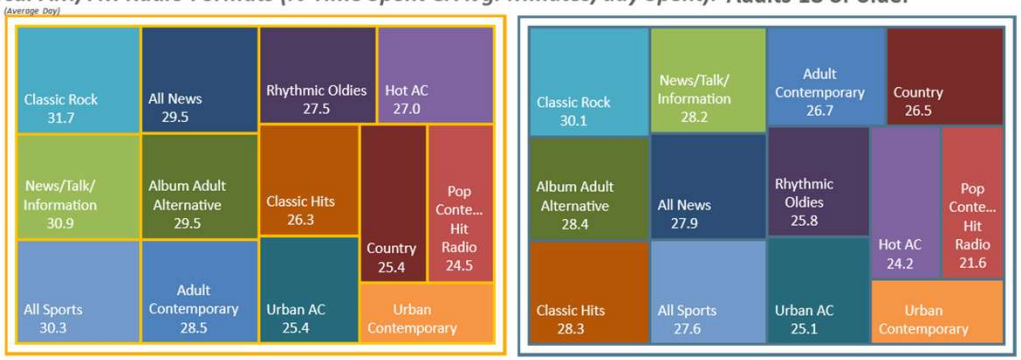
Quick service restaurants used past 30 days: Filiberto's Mexican

1,629,619 or 86.6% of Adults 18 or older past 30 days users of PORTILLO'S QSRs listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Hot AC, Country, and Urban Contemporary.

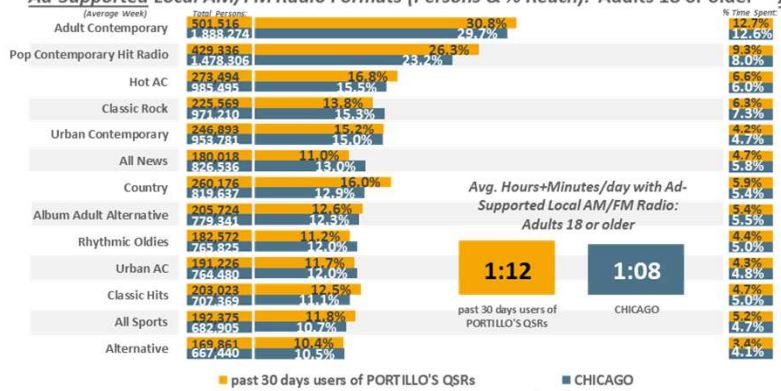
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



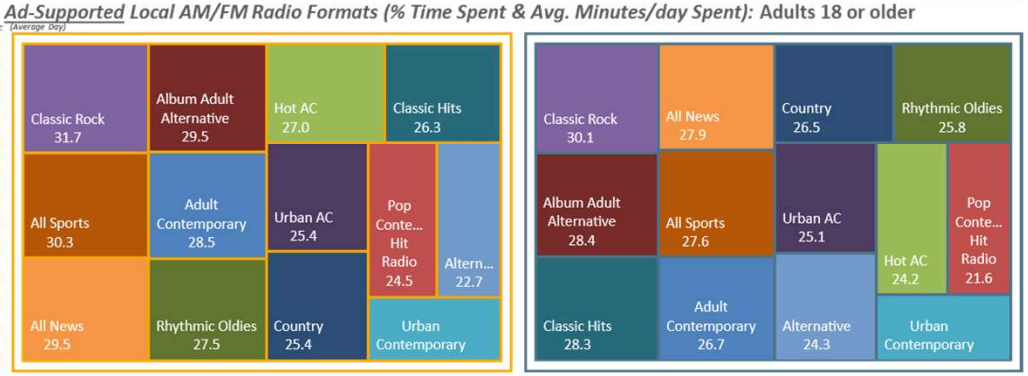
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 829

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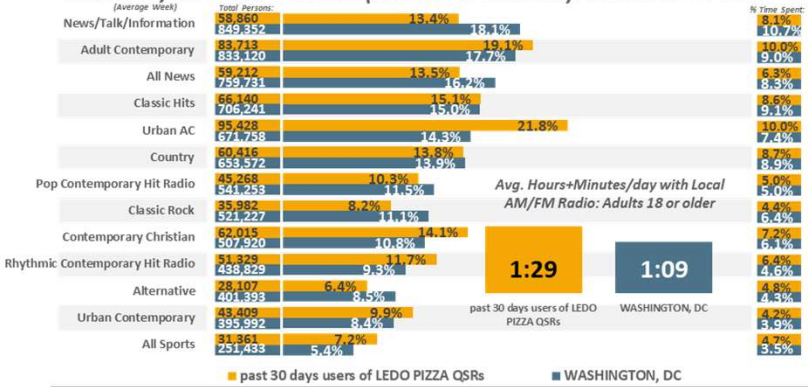
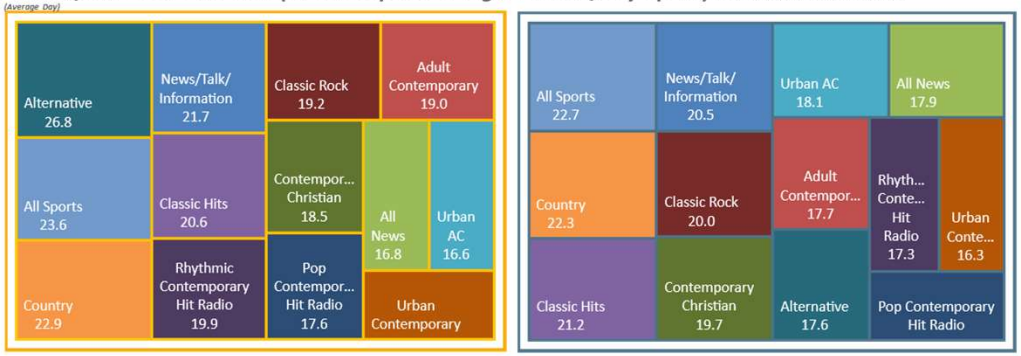
Quick service restaurants used past 30 days: Portillo's

414,151 or 82.% of Adults 18 or older past 30 days users of LEDO PIZZA QSRs listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Urban AC, Adult Contemporary, Classic Hits, Country, and All News.

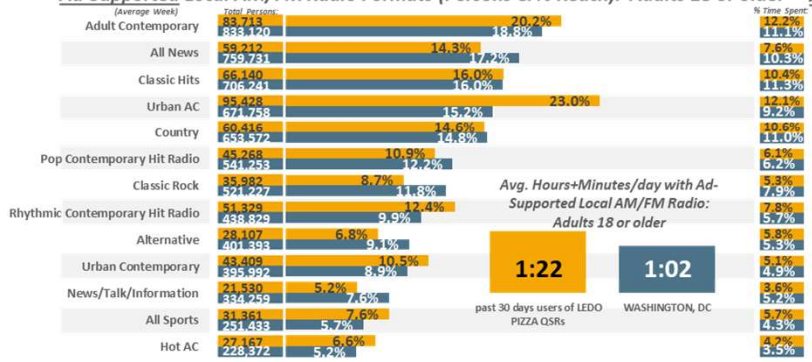
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



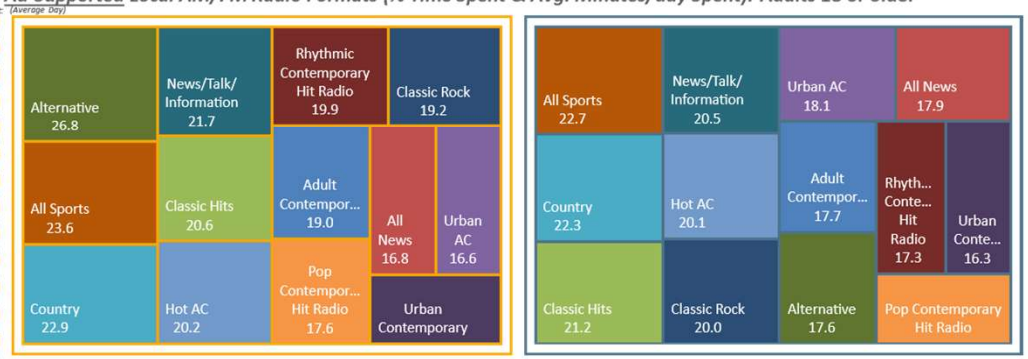
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 428

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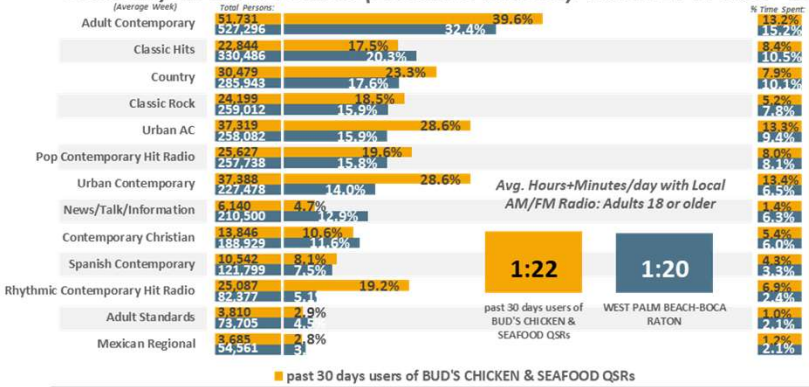
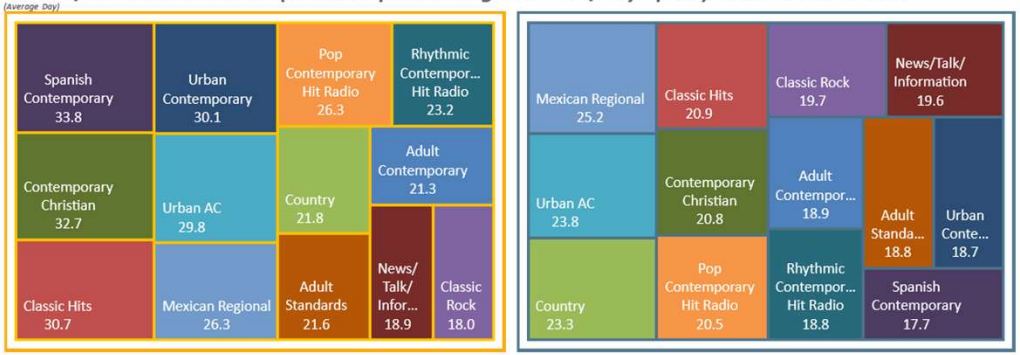
Quick service restaurants used past 30 days: Ledo Pizza

128,231 or 87.9% of Adults 18 or older past 30 days users of BUD'S CHICKEN & SEAFOOD QSRs listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Urban Contemporary, Urban AC, Country, and Pop Contemporary Hit Radio.

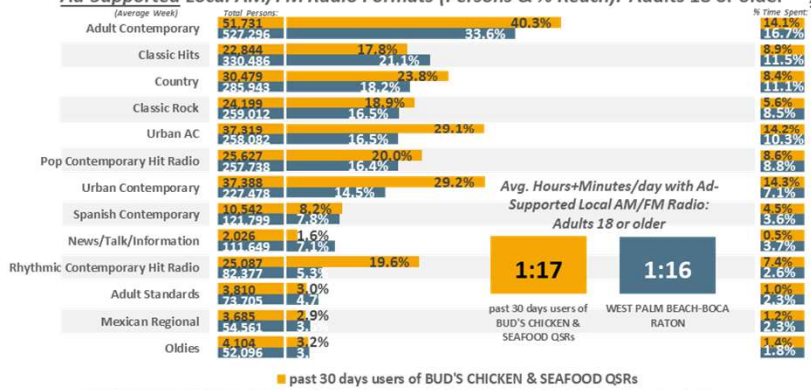
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



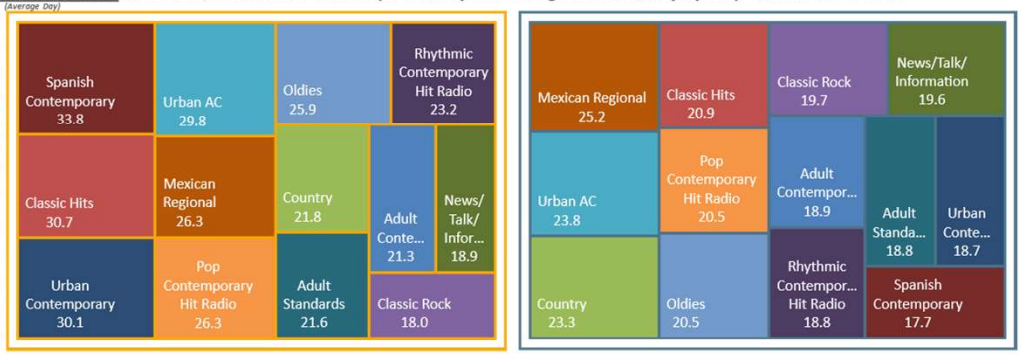
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 164

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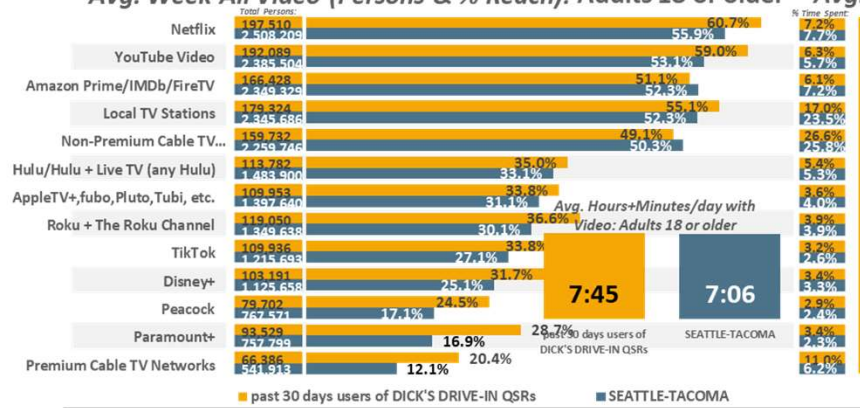
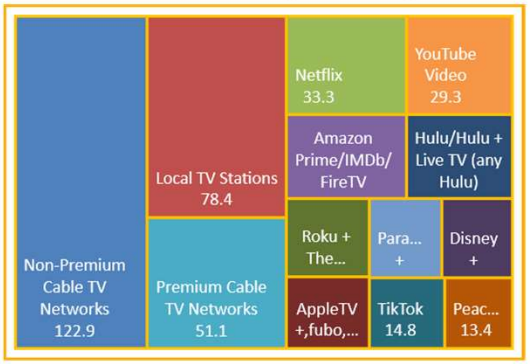
Quick service restaurants used past 30 days: Bud's Chicken & Seafood

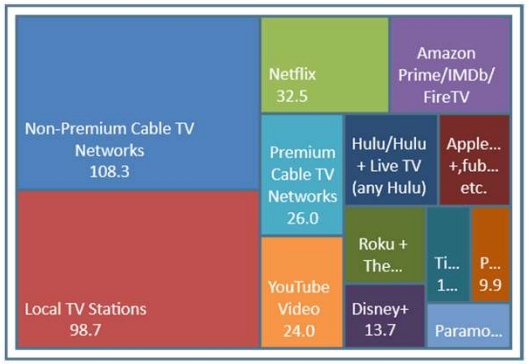
177,198 or 54.4% of Adults 18 or older past 30 days users of DICK'S DRIVE-IN QSRs watch Ad-Supported Local TV Stations for an average of 74.3 minutes every day representing 19.5% of all time spent daily with Ad-Supported Video.

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



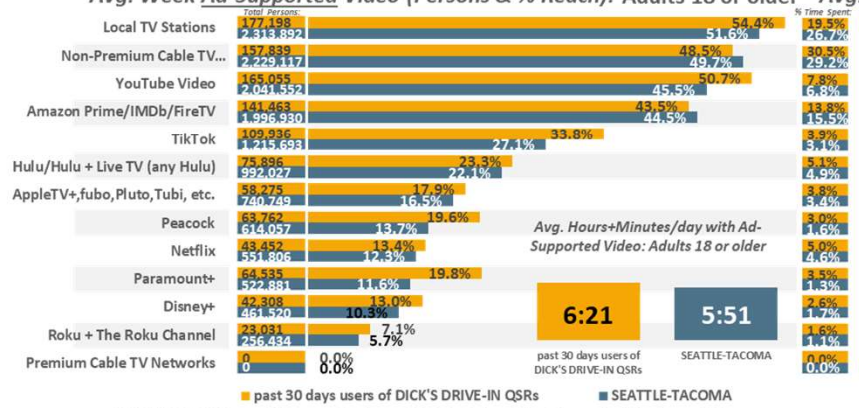
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



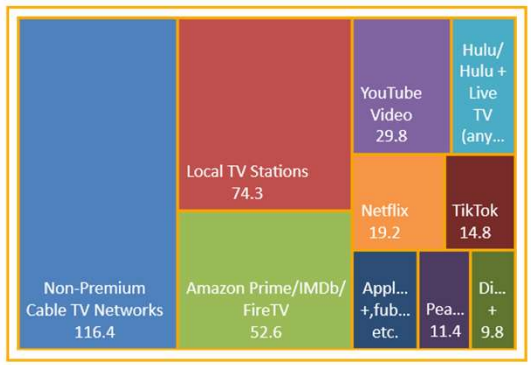


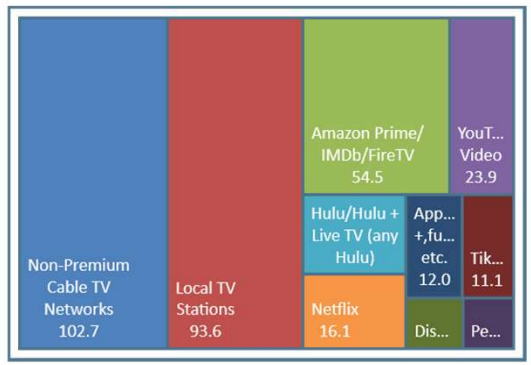
past 30 days users of DICK'S DRIVE-IN QSRs SEATTLE-TACOMA

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



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





past 30 days users of DICK'S DRIVE-IN QSRs SEATTLE-TACOMA

SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 252

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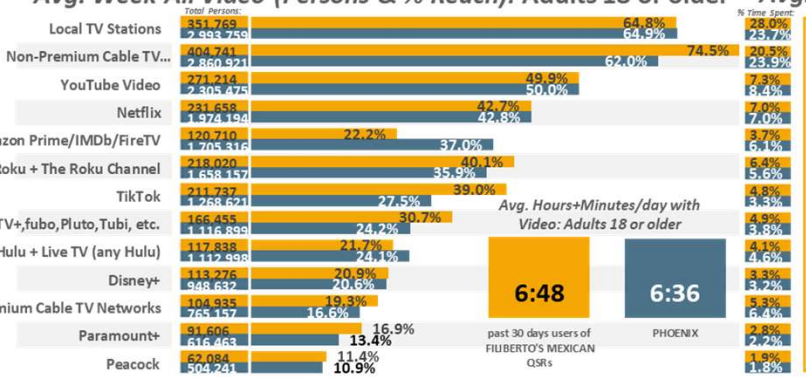
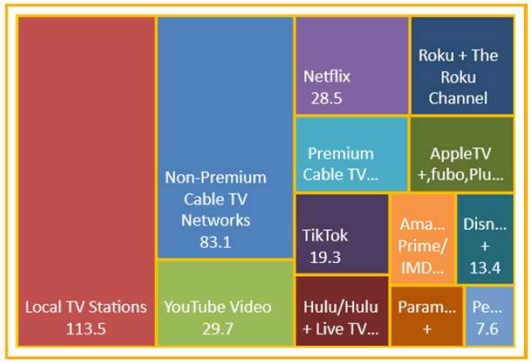
Quick service restaurants used past 30 days: Dick's

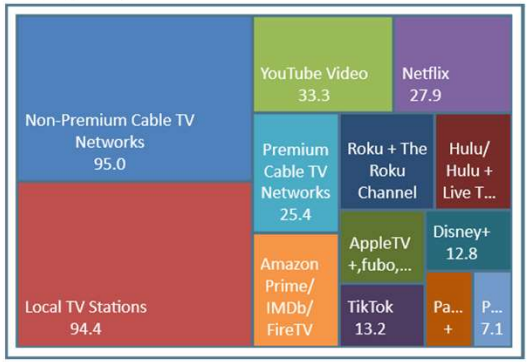
343,683 or 63.3% of Adults 18 or older past 30 days users of FILIBERTO'S MEXICAN QSRs watch Ad-Supported Local TV Stations for an average of 109.3 minutes every day representing 32.9% of all time spent daily with Ad-Supported Video.

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



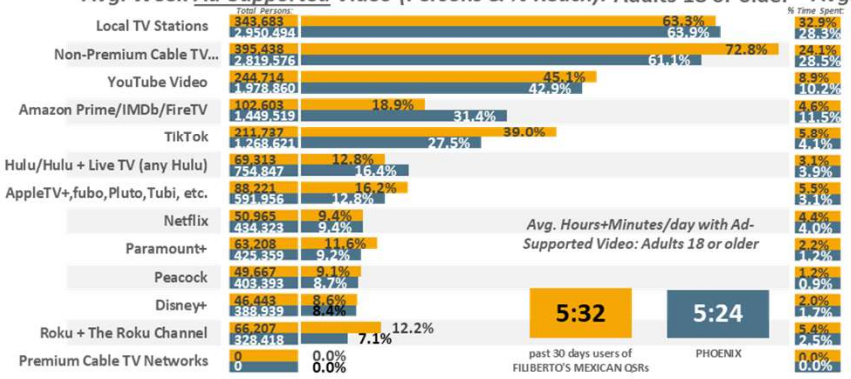
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



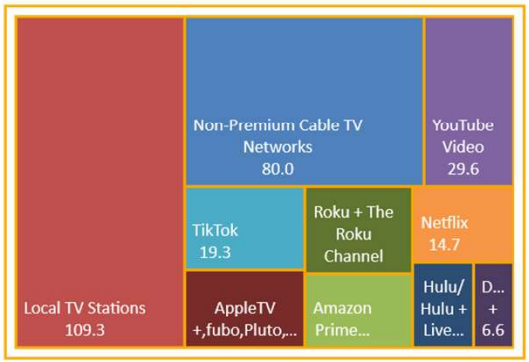


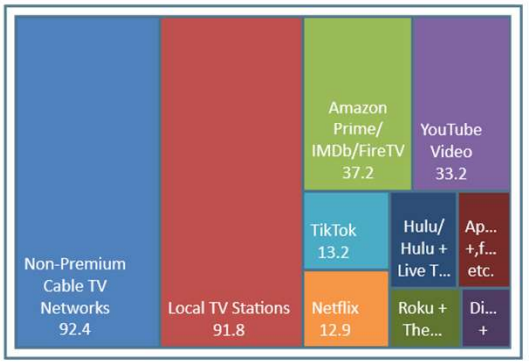
past 30 days users of FILIBERTO'S MEXICAN QSRs ■ PHOENIX

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



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





past 30 days users of FILIBERTO'S MEXICAN QSRs ■ PHOENIX

PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 259

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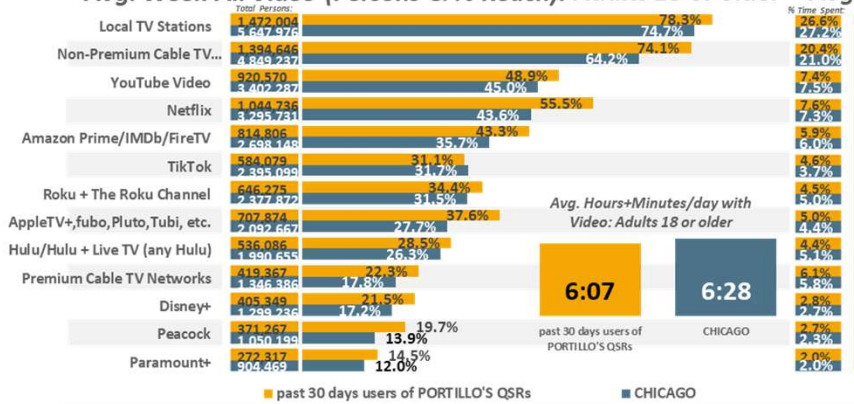
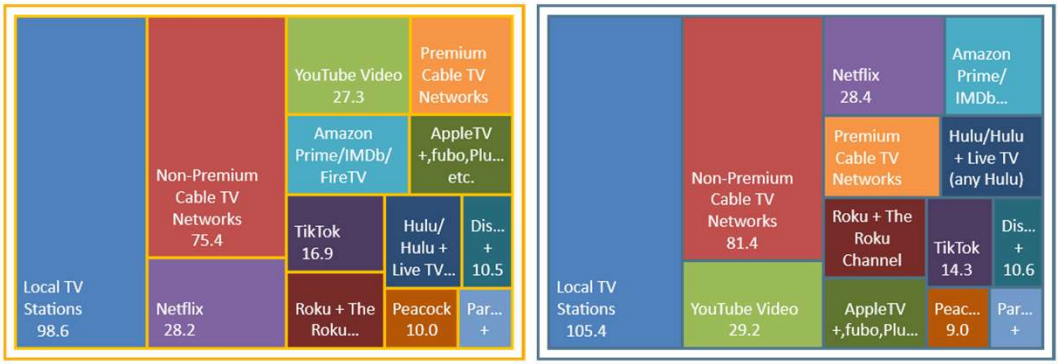
Quick service restaurants used past 30 days: Filiberto's Mexican

1,449,118 or 77.% of Adults 18 or older past 30 days users of PORTILLO'S QSRs watch Ad-Supported Local TV Stations for an average of 91.5 minutes every day representing 30.9% of all time spent daily with Ad-Supported Video.

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

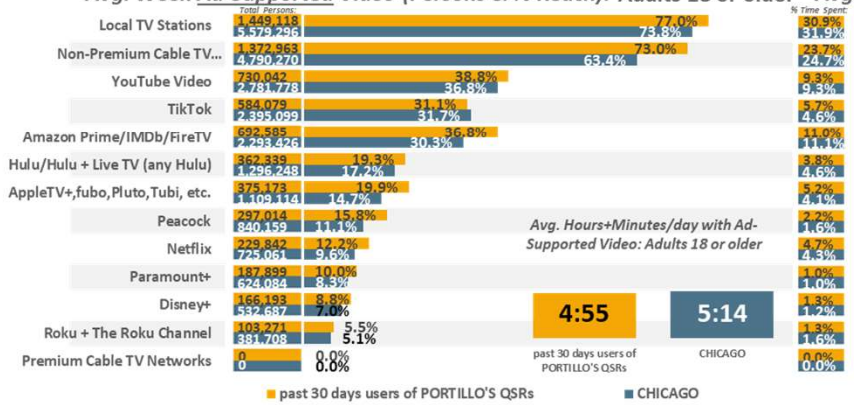


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

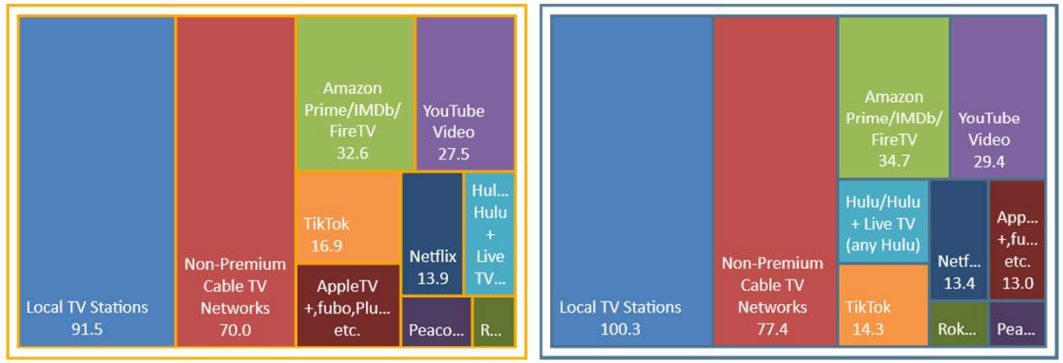


past 30 days users of PORTILLO'S QSRs ■ CHICAGO

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



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



past 30 days users of PORTILLO'S QSRs ■ CHICAGO

CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 829

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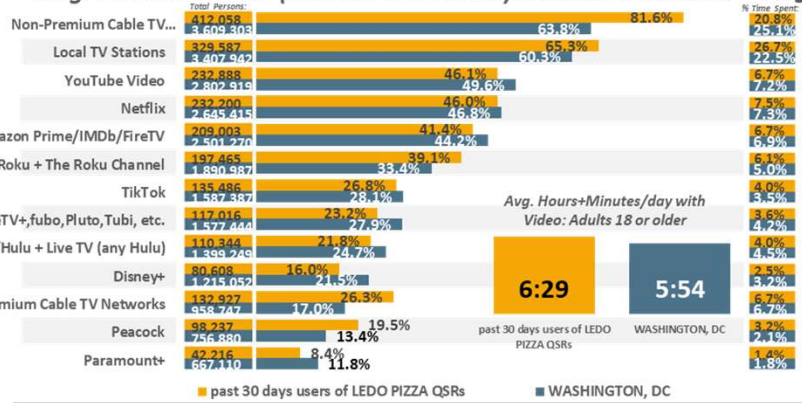
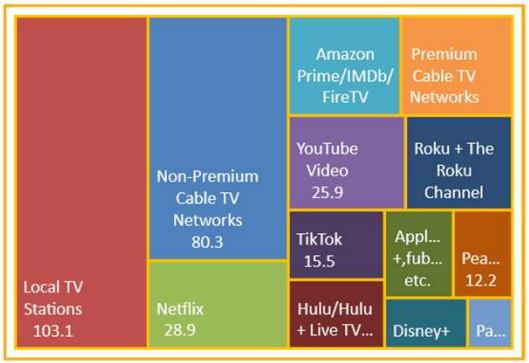
Quick service restaurants used past 30 days: Portillo's

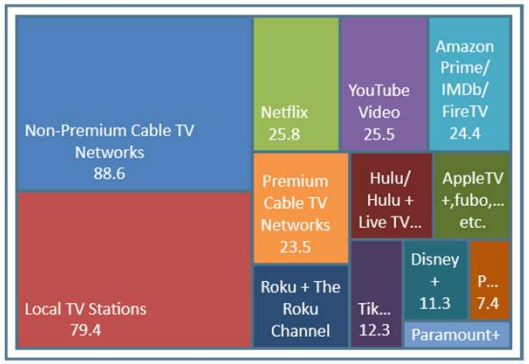
322,864 or 63.9% of Adults 18 or older past 30 days users of LEDO PIZZA QSRs watch Ad-Supported Local TV Stations for an average of 98.5 minutes every day representing 31.3% of all time spent daily with Ad-Supported Video.

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



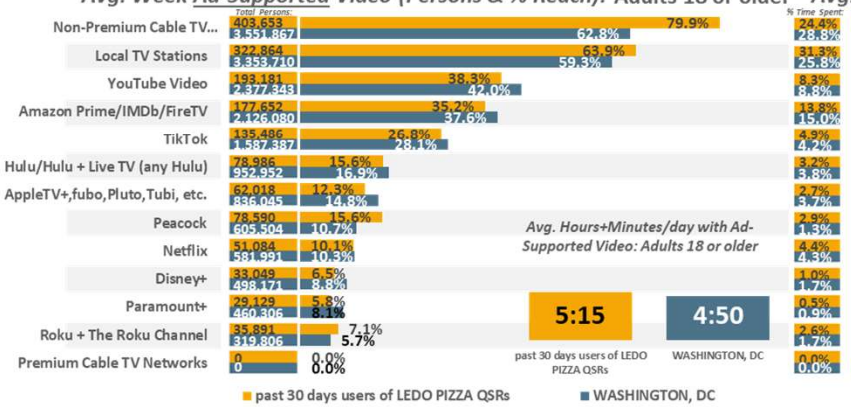
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



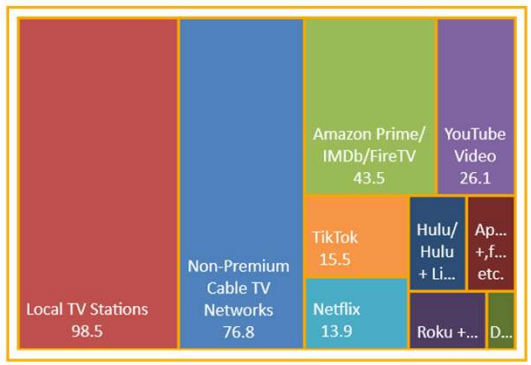


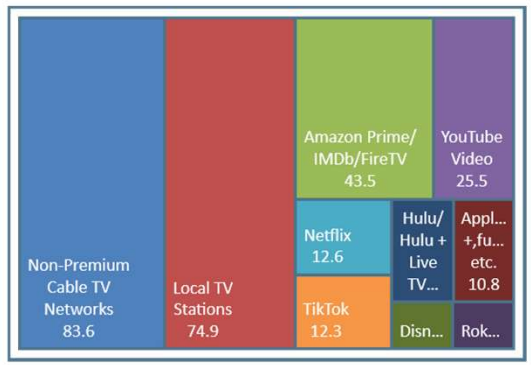
past 30 days users of LEDO PIZZA QSRs ■ WASHINGTON, DC

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



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





past 30 days users of LEDO PIZZA QSRs ■ WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 428

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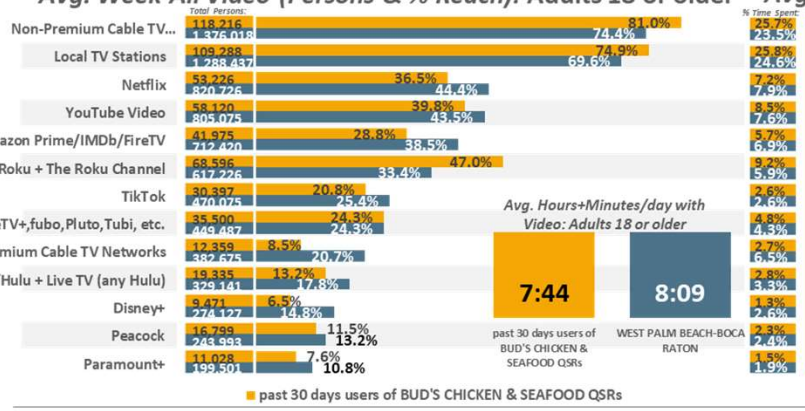
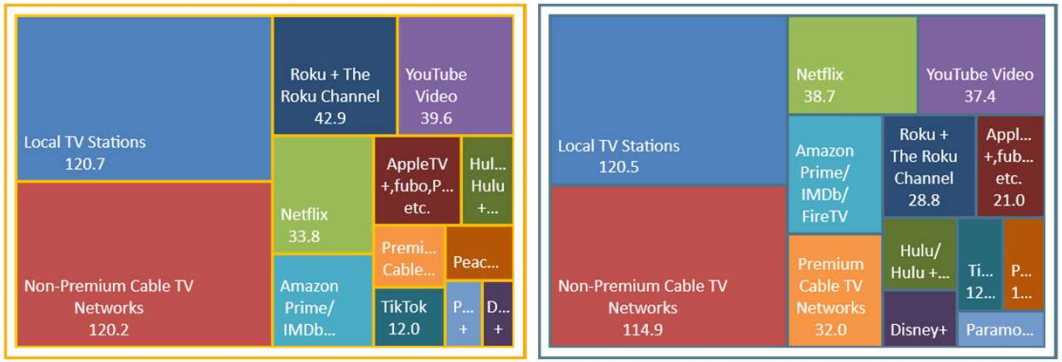
Quick service restaurants used past 30 days: Ledo Pizza

108,373 or 74.3% of Adults 18 or older past 30 days users of BUD'S CHICKEN & SEAFOOD QSRs watch Ad-Supported Local TV Stations for an average of 115. minutes every day representing 32.1% of all time spent daily with Ad-Supported Video.

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



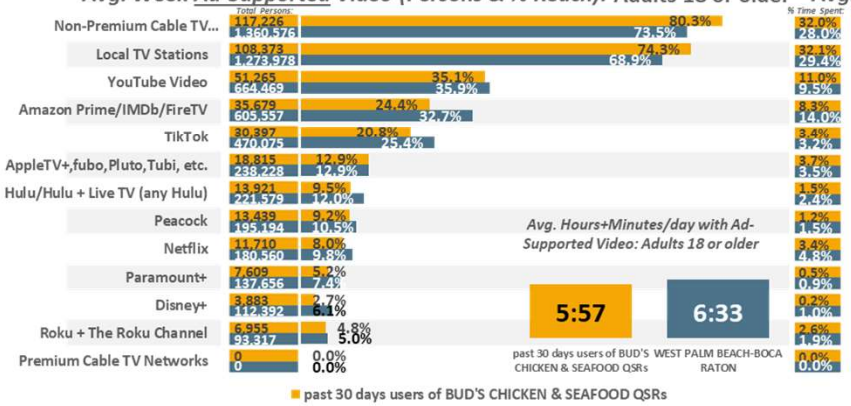
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



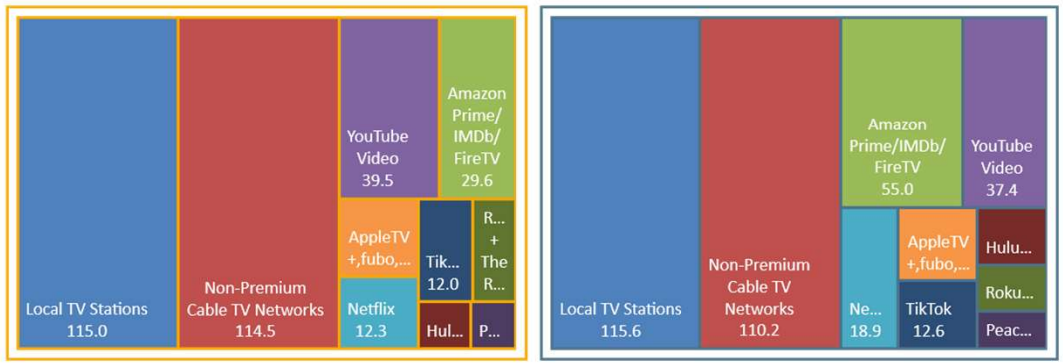
past 30 days users of BUD'S CHICKEN & SEAFOOD QSRs

WEST PALM BEACH-BOCA RATON

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



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



past 30 days users of BUD'S CHICKEN & SEAFOOD QSRs

WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 164

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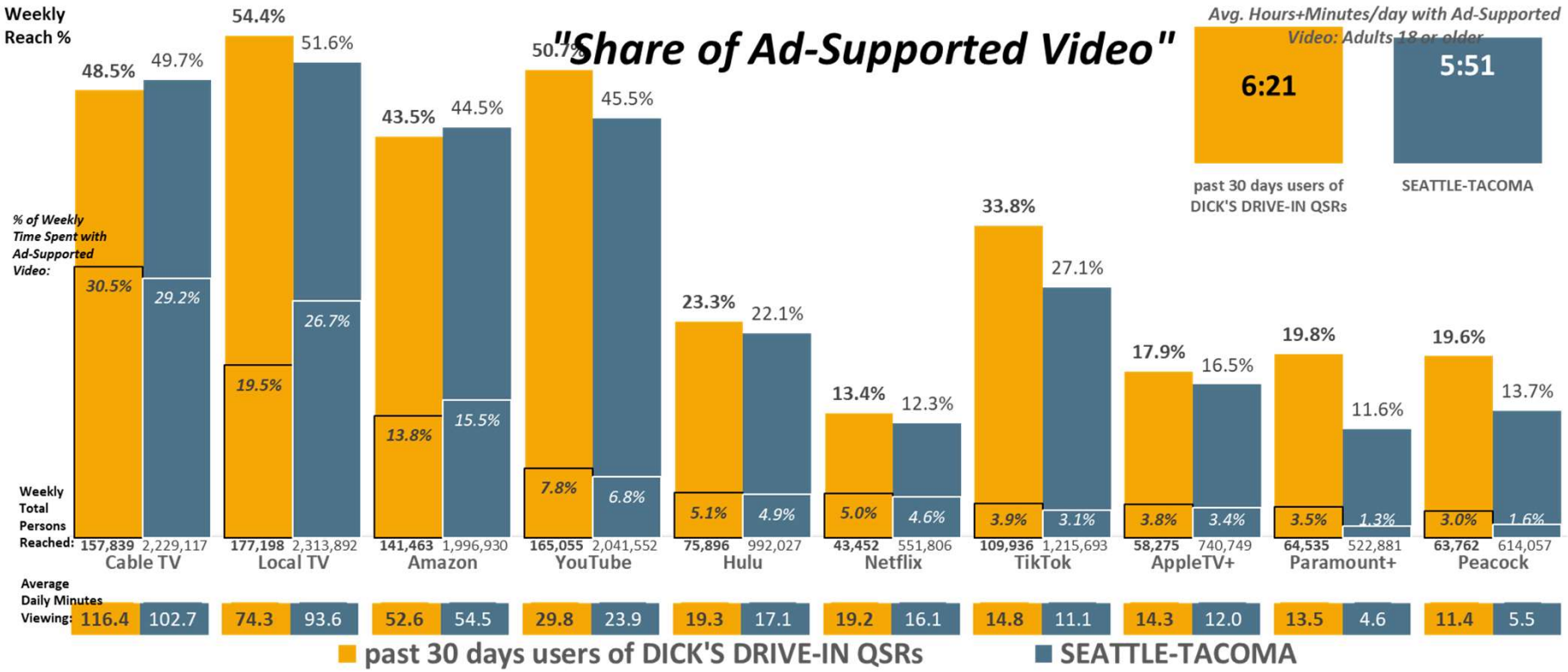
Quick service restaurants used past 30 days: Bud's Chicken & Seafood

177,198 or 54.4% of Adults 18 or older past 30 days users of DICK'S DRIVE-IN QSRs watch Ad-Supported Local TV Stations for an average of 74.3 minutes every day representing 19.5% of all time spent daily with Ad-Supported Video.



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 252 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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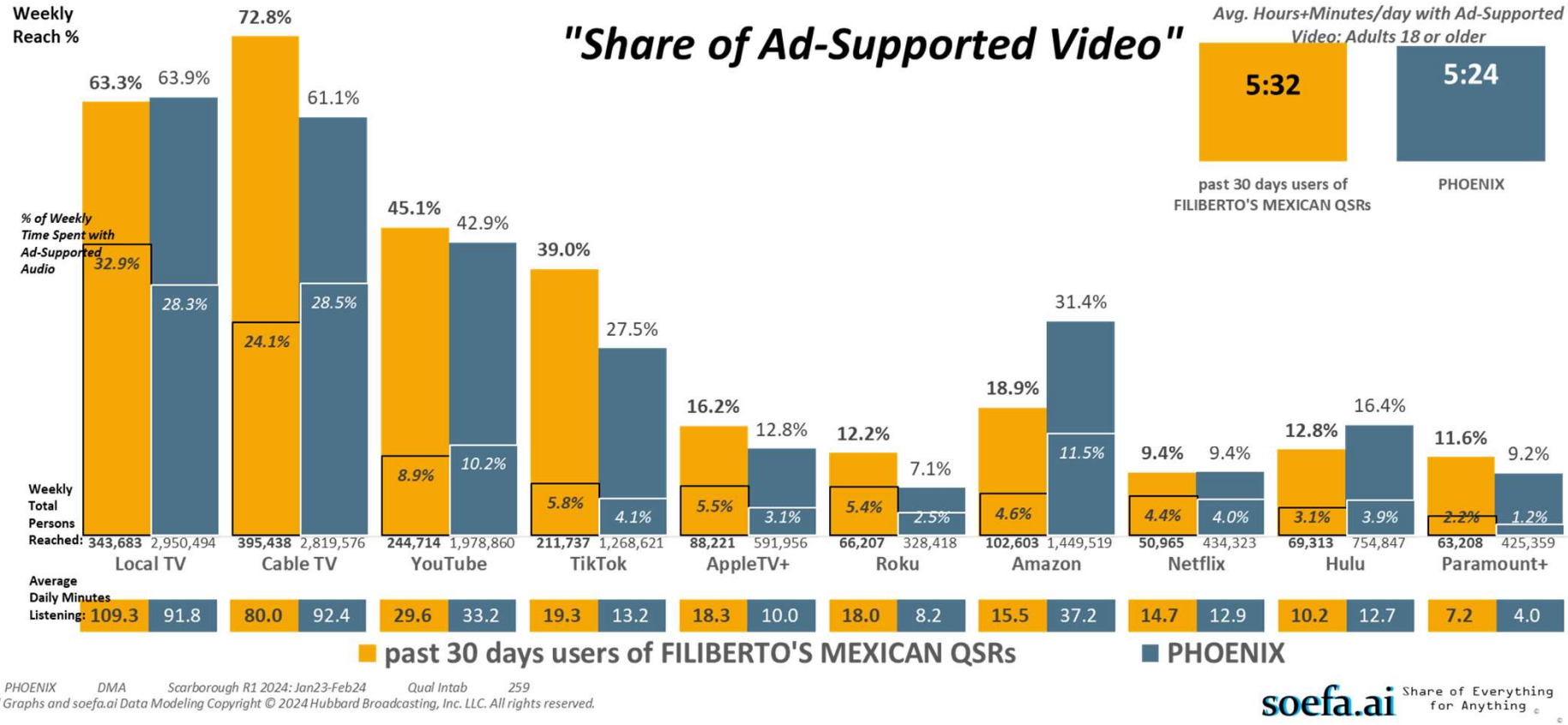
Quick service restaurants used past 30 days: Dick's

343,683 or 63.3% of Adults 18 or older past 30 days users of FILIBERTO'S MEXICAN QSRs watch Ad-Supported Local TV Stations for an average of 109.3 minutes every day representing 32.9% of all time spent daily with Ad-Supported Video.



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 259

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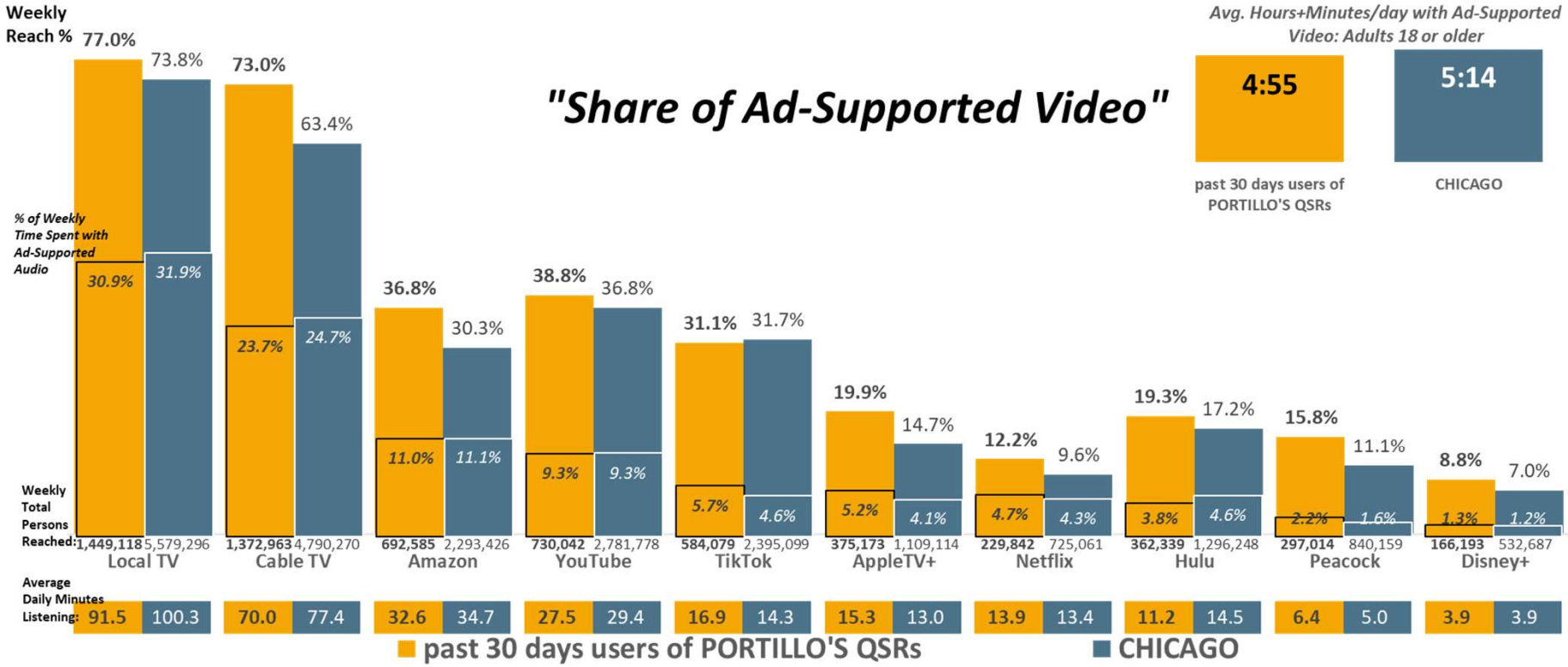
Quick service restaurants used past 30 days: Filiberto's Mexican

1,449,118 or 77.7% of Adults 18 or older past 30 days users of PORTILLO'S QSRs watch Ad-Supported Local TV Stations for an average of 91.5 minutes every day representing 30.9% of all time spent daily with Ad-Supported Video.



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 829

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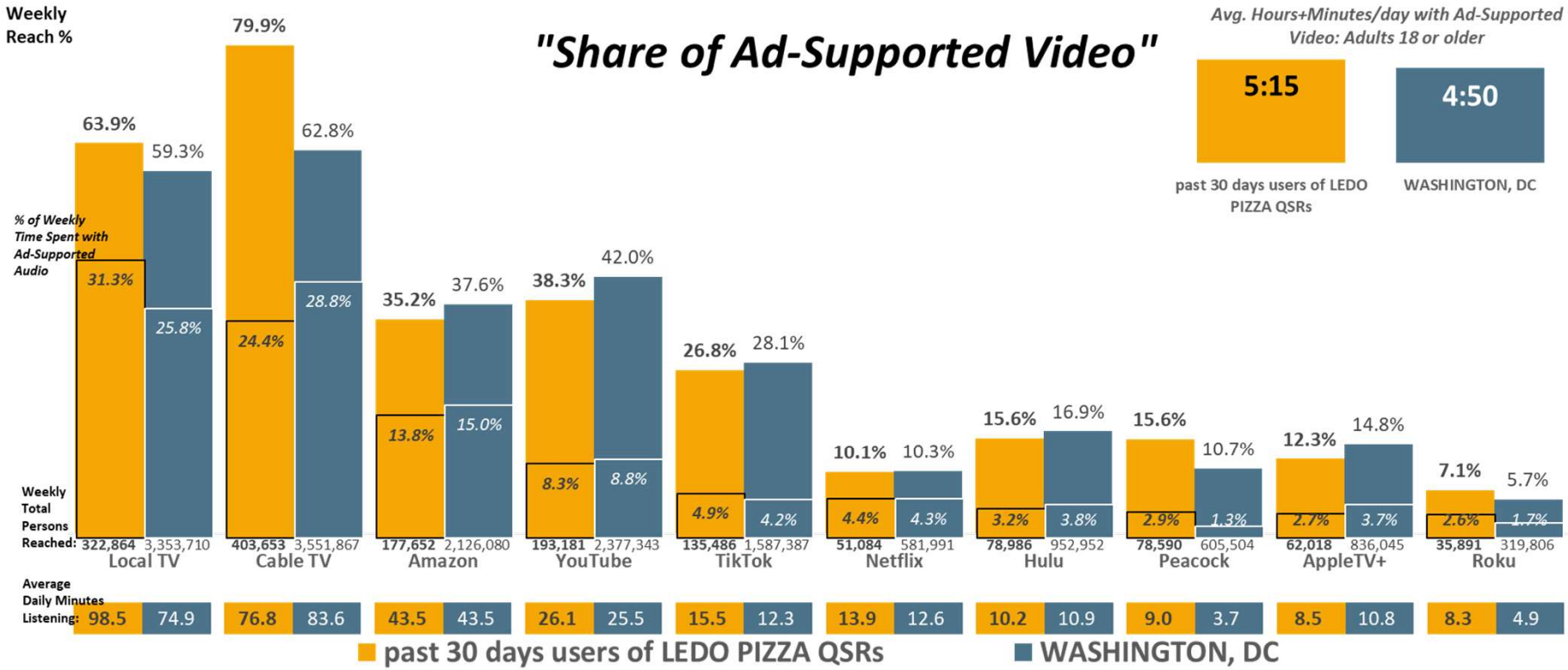
Quick service restaurants used past 30 days: Portillo's

322,864 or 63.9% of Adults 18 or older past 30 days users of LEDO PIZZA QSRs watch Ad-Supported Local TV Stations for an average of 98.5 minutes every day representing 31.3% of all time spent daily with Ad-Supported Video.



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 428

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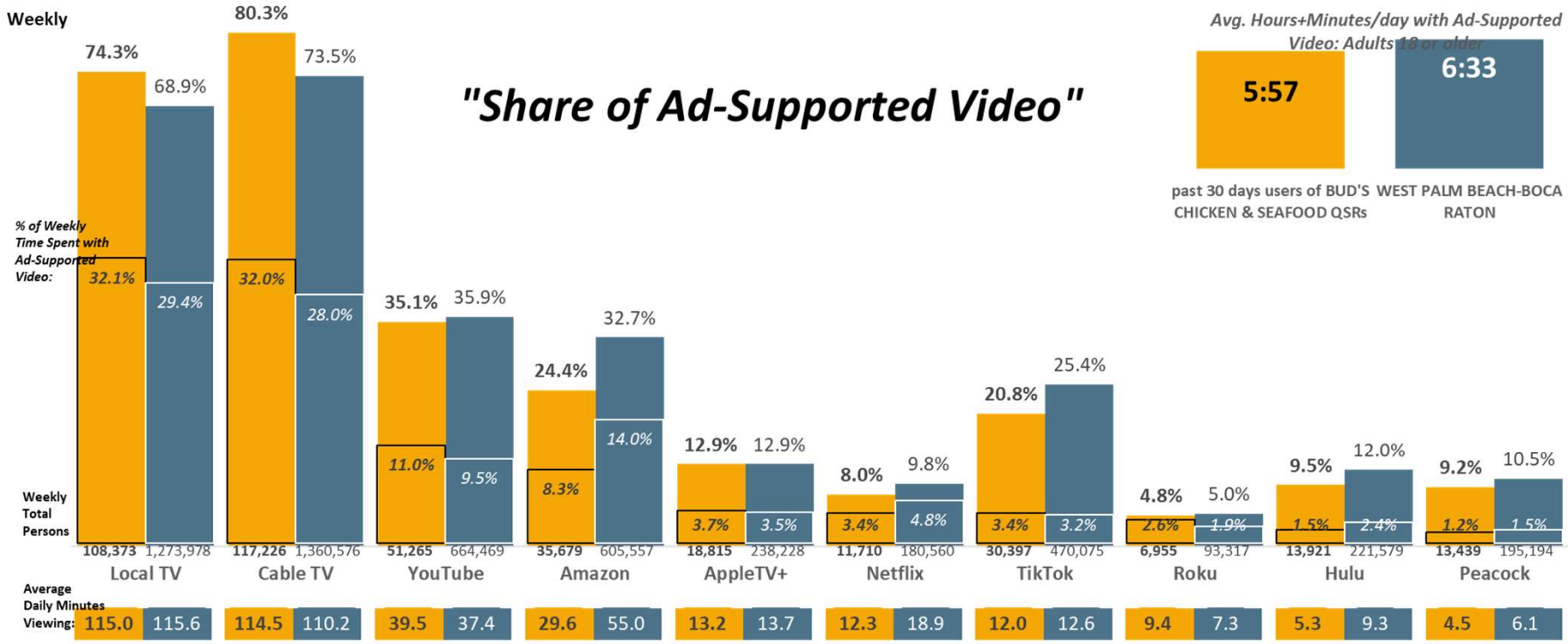
Quick service restaurants used past 30 days: Ledo Pizza

108,373 or 74.3% of Adults 18 or older past 30 days users of BUD'S CHICKEN & SEAFOOD QSRs watch Ad-Supported Local TV Stations for an average of 115. minutes every day representing 32.1% of all time spent daily with Ad-Supported Video.



WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 164

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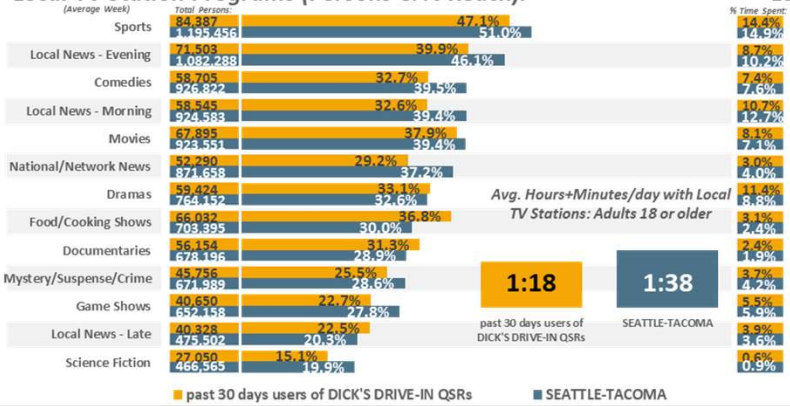
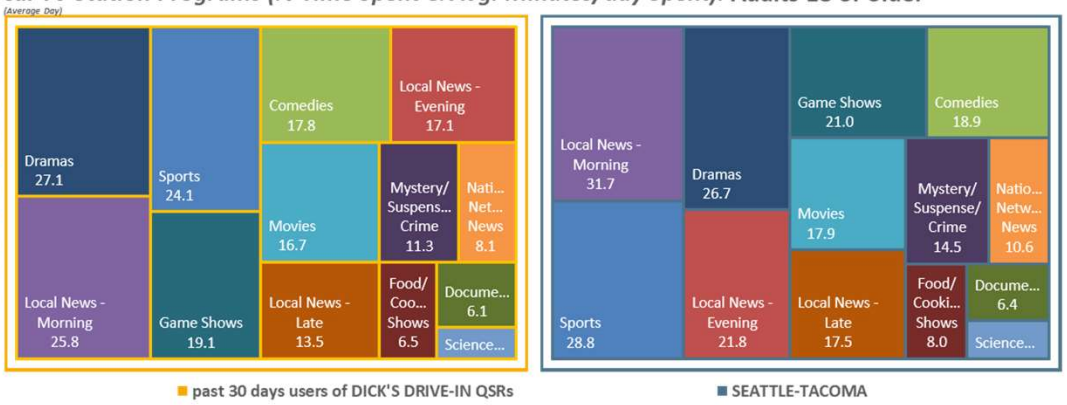
Quick service restaurants used past 30 days: Bud's Chicken & Seafood

177,198 or 54.4% of Adults 18 or older past 30 days users of DICK'S DRIVE-IN QSRs watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Dramas, Local News - Morning, and Comedies.

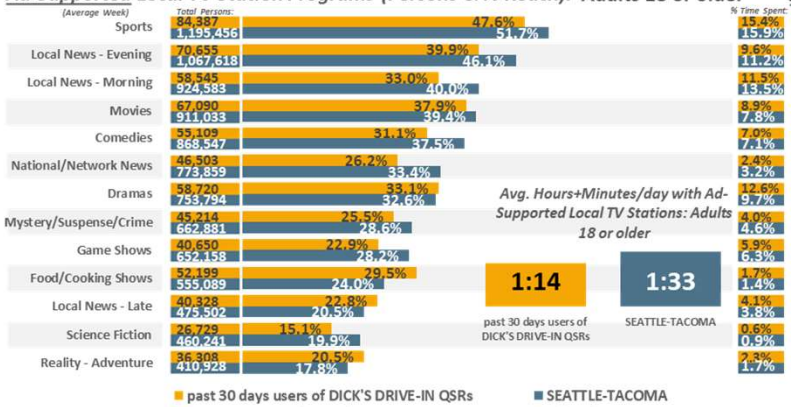
Local TV Station Programs (Persons & % Reach): Adults 18 or older



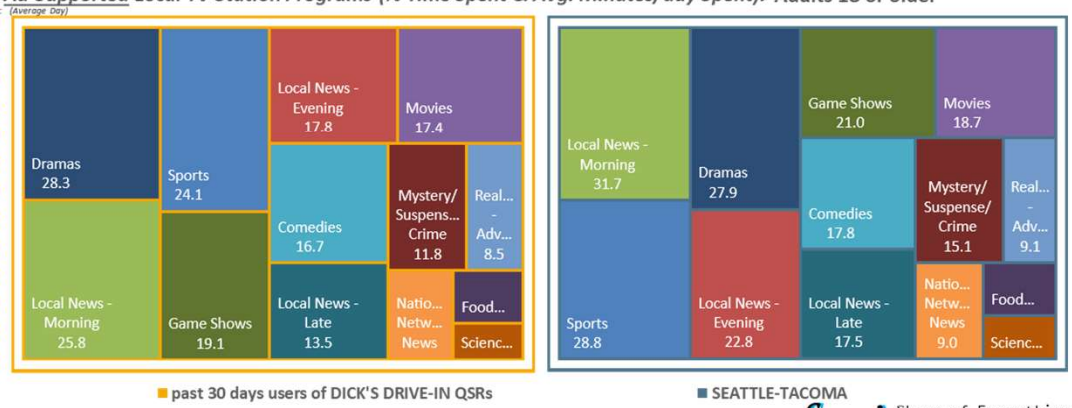
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 252

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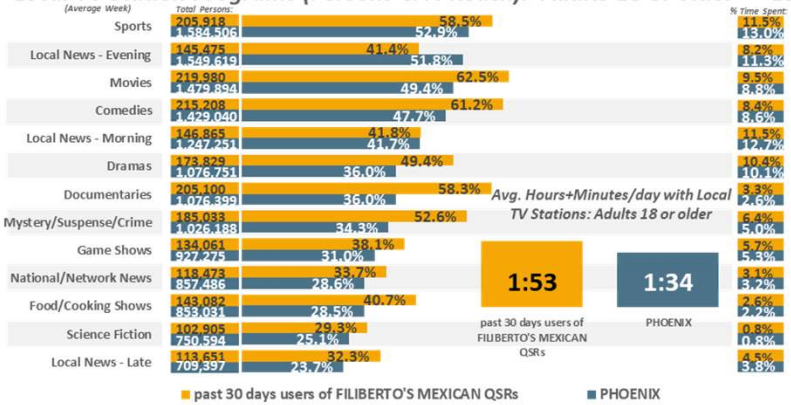
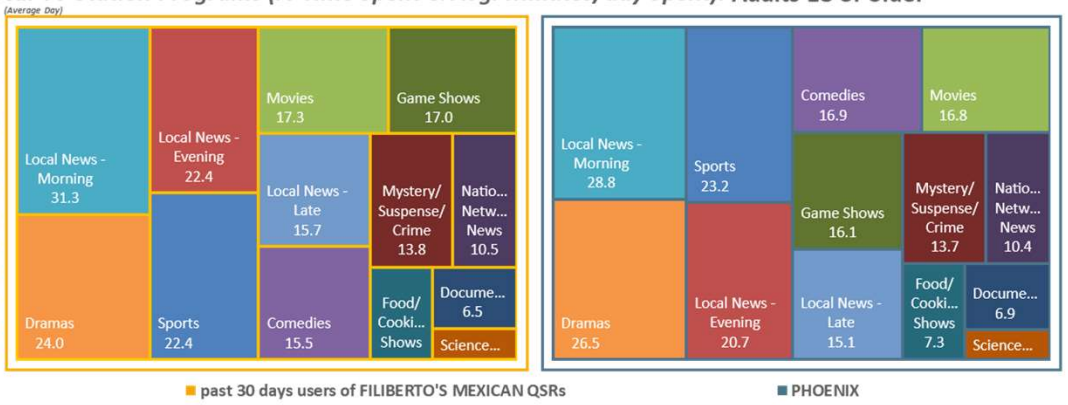
Quick service restaurants used past 30 days: Dick's

343,683 or 63.3% of Adults 18 or older past 30 days users of FILIBERTO'S MEXICAN QSRs watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Sports, Comedies, Mystery/Suspense/Crime, Dramas, and Local News - Morning.

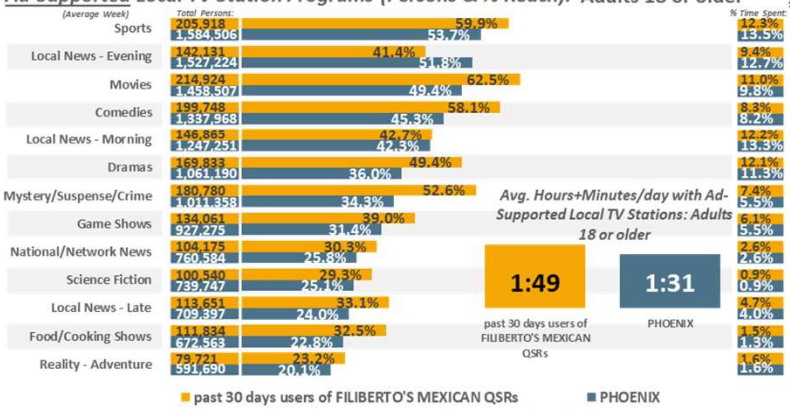
Local TV Station Programs (Persons & % Reach): Adults 18 or older



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



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



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 259

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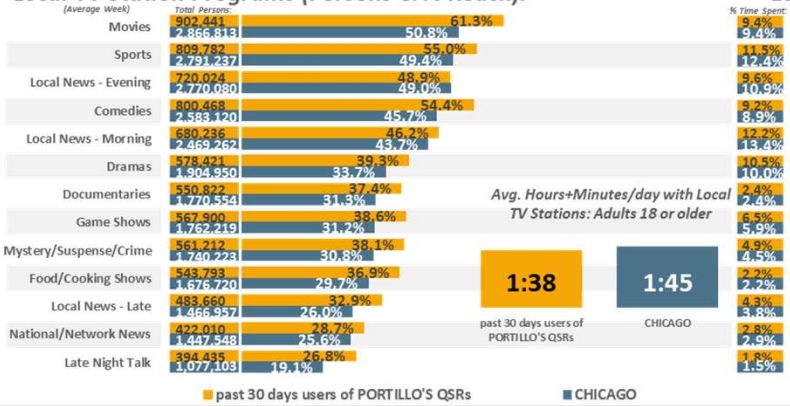
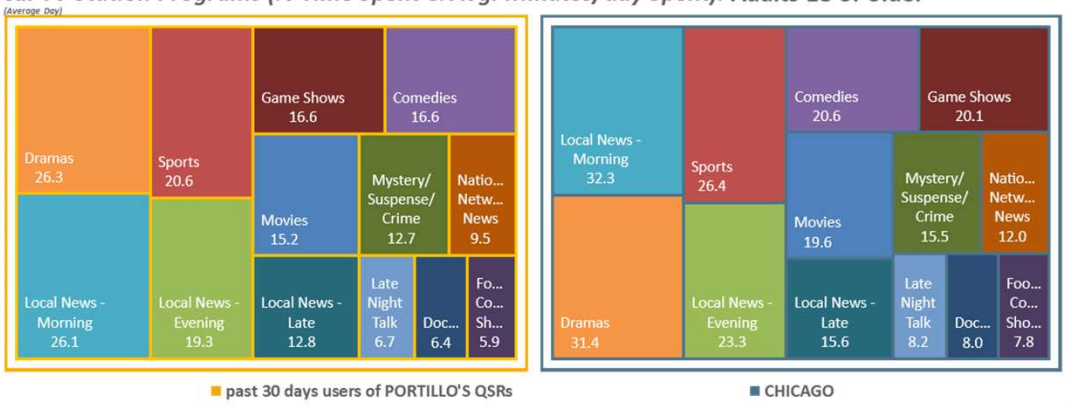
Quick service restaurants used past 30 days: Filiberto's Mexican

1,449,118 or 77.% of Adults 18 or older past 30 days users of PORTILLO'S QSRs watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Sports, Comedies, Local News - Evening, Local News - Morning, and Dramas.

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



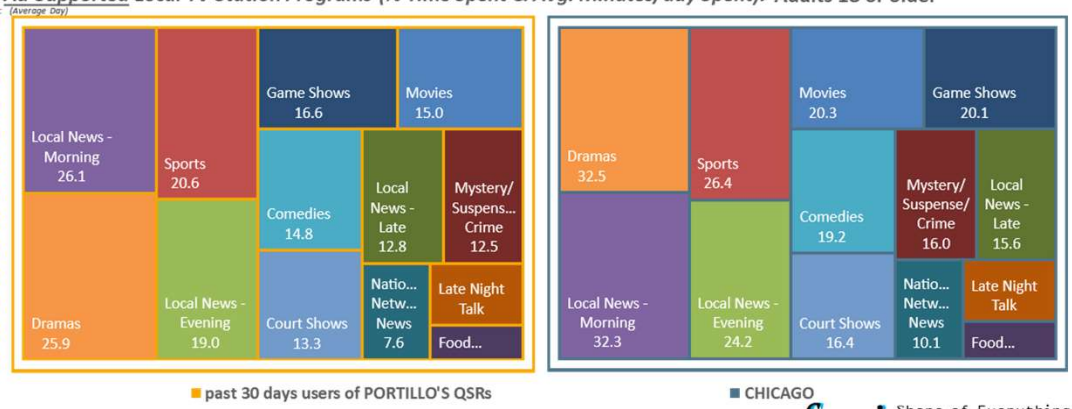
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 829

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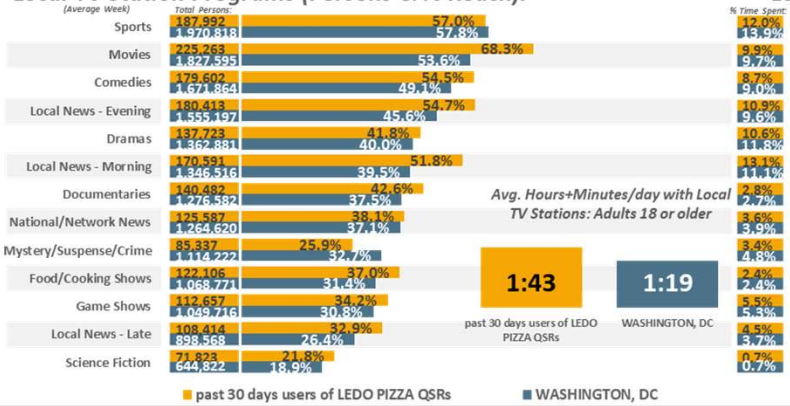
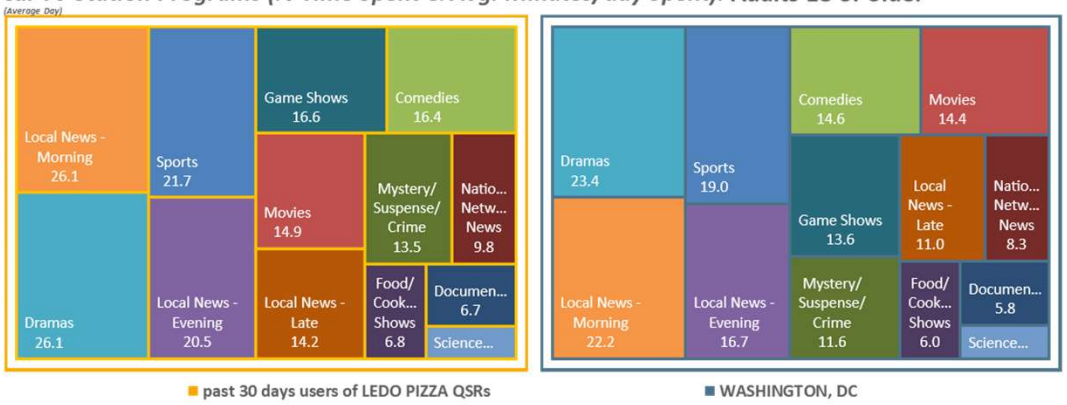
Quick service restaurants used past 30 days: Portillo's

322,864 or 63.9% of Adults 18 or older past 30 days users of LEDO PIZZA QSRs watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Sports, Local News - Evening, Local News - Morning, Comedies, and Dramas.

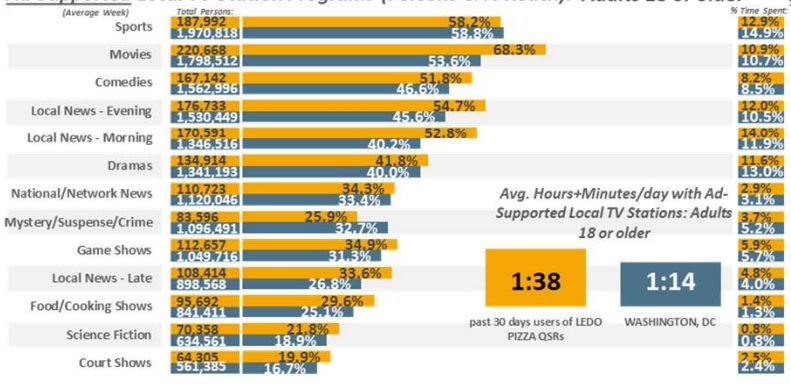
Local TV Station Programs (Persons & % Reach): Adults 18 or older



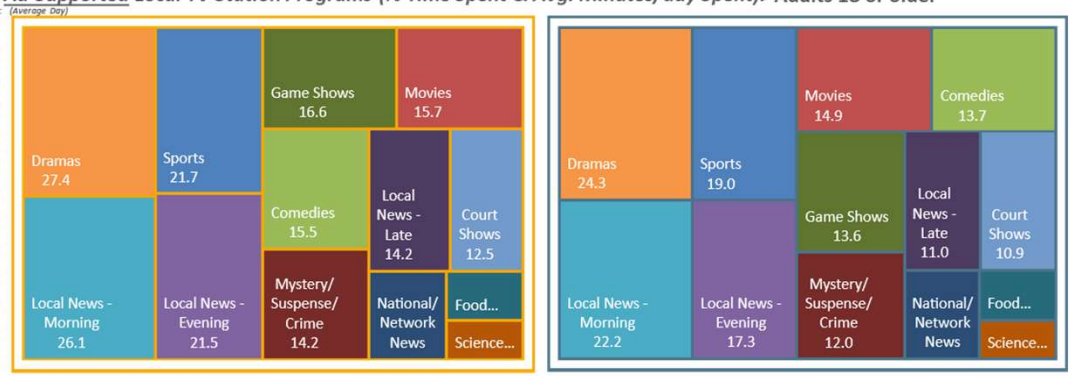
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 428

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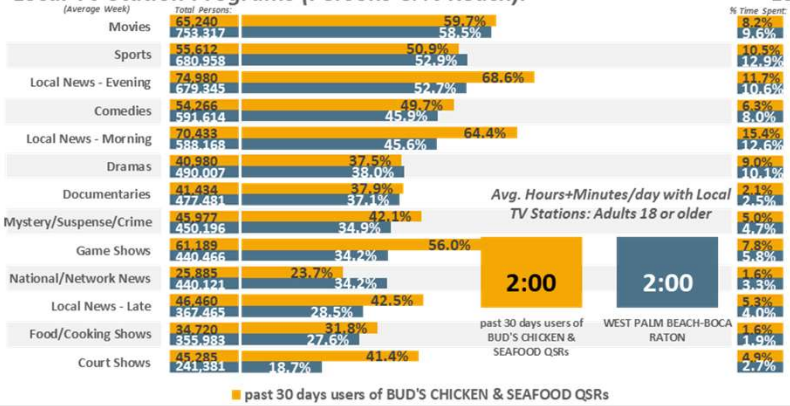
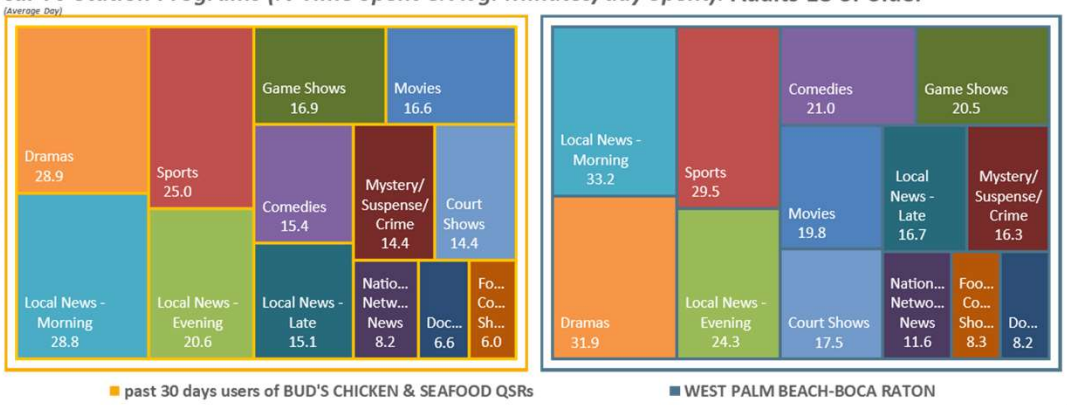
Quick service restaurants used past 30 days: Ledo Pizza

108,373 or 74.3% of Adults 18 or older past 30 days users of BUD'S CHICKEN & SEAFOOD QSRs watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Movies, Game Shows, Sports, and Comedies.

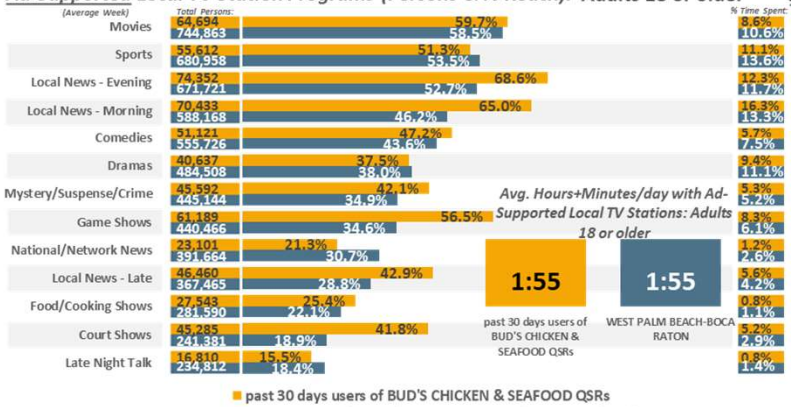
Local TV Station Programs (Persons & % Reach): Adults 18 or older



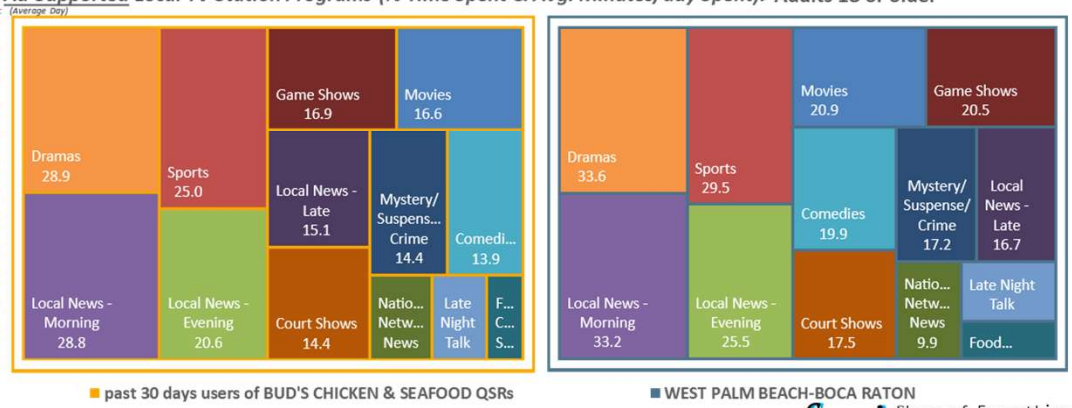
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 164

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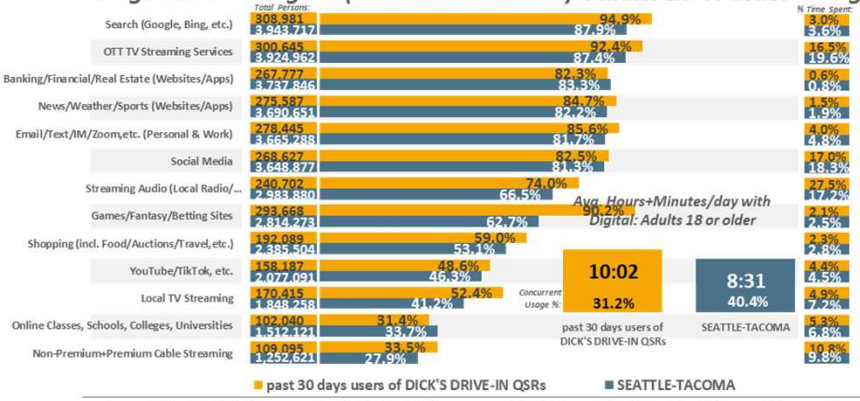
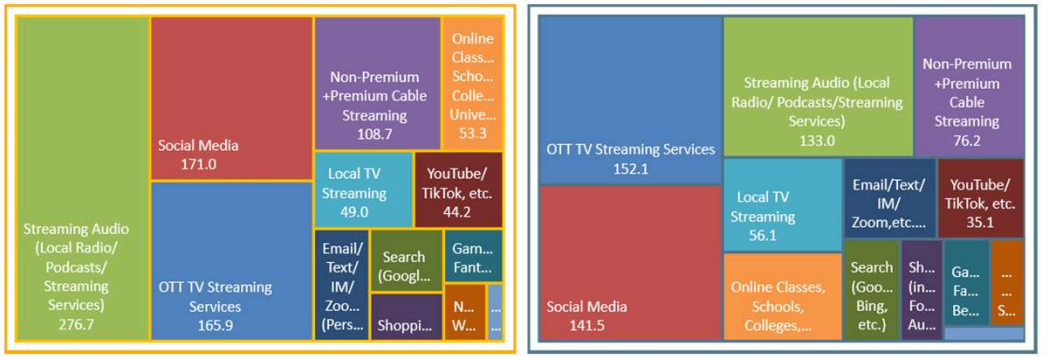
Quick service restaurants used past 30 days: Bud's Chicken & Seafood

238,168 or 73.2% of Adults 18 or older past 30 days users of DICK'S DRIVE-IN QSRs use Ad-Supported Social Media for an average of 151.6 minutes every day representing 20.2% of all time spent daily with Ad-Supported Digital Media.

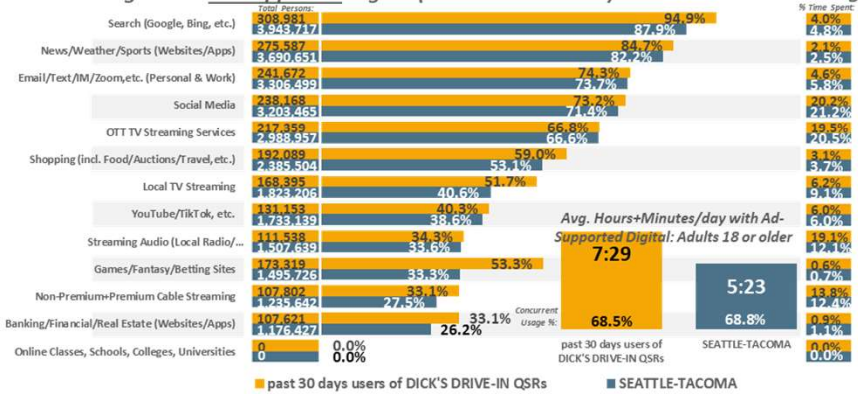
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



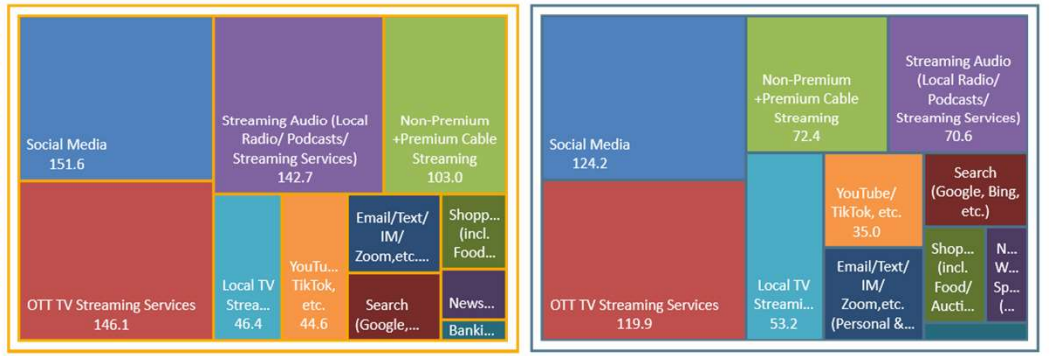
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 252

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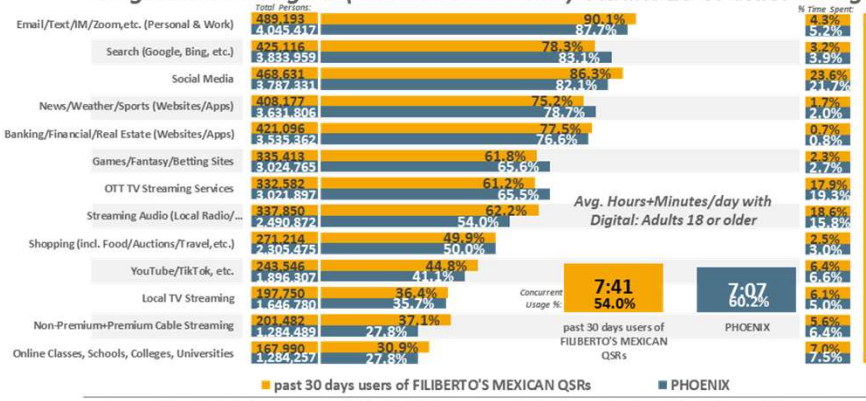
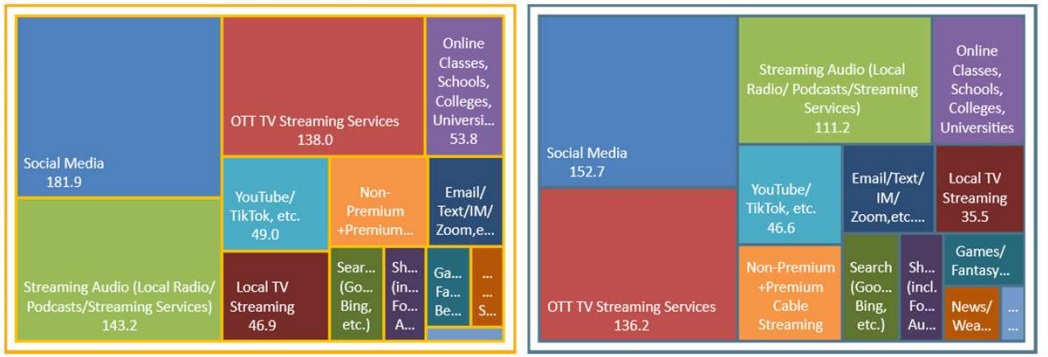
Quick service restaurants used past 30 days: Dick's

399,894 or 73.6% of Adults 18 or older past 30 days users of FILIBERTO'S MEXICAN QSRs use Ad-Supported Social Media for an average of 155.2 minutes every day representing 27.1% of all time spent daily with Ad-Supported Digital Media.

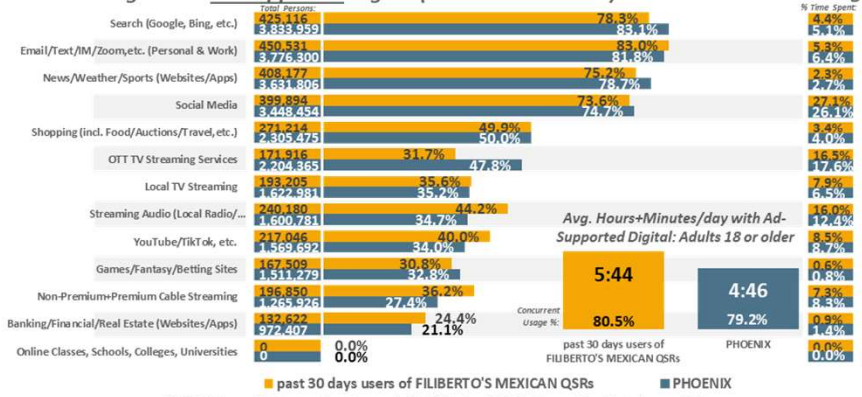
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



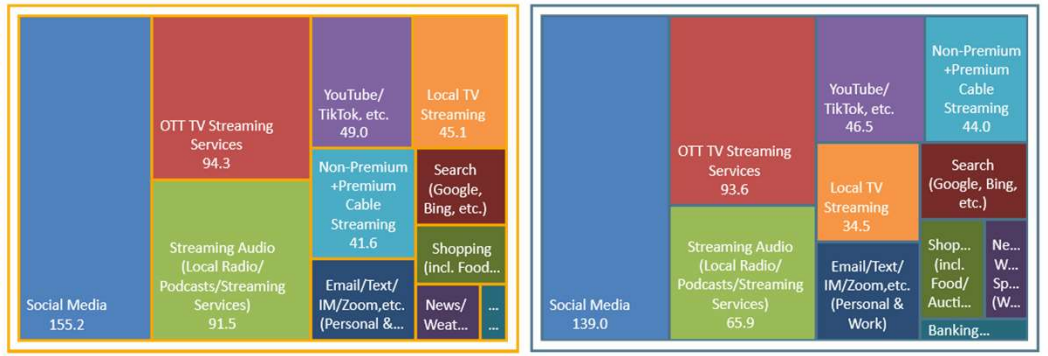
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 259

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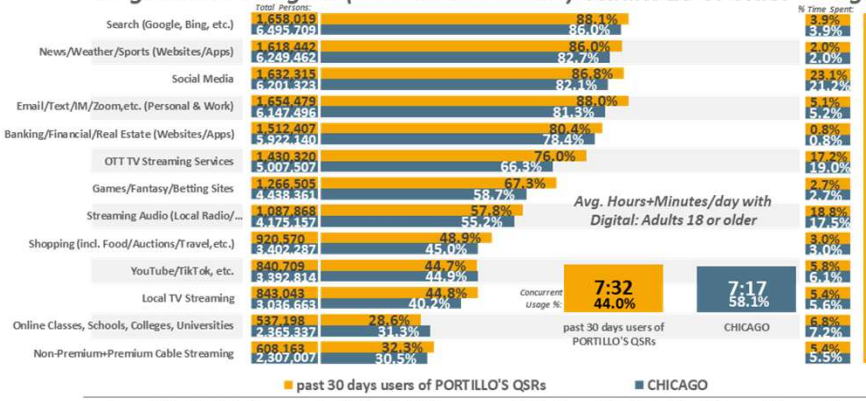
Quick service restaurants used past 30 days: Filiberto's Mexican

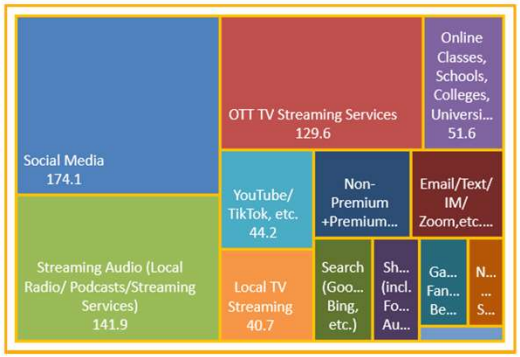
Portillo's
HOT DOGS · BEEF · BURGERS · SALADS

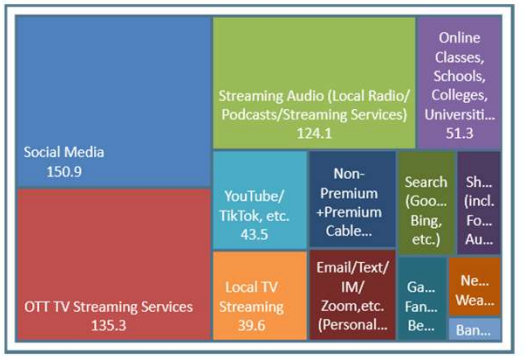
1,483,720 or 78.9% of Adults 18 or older past 30 days users of PORTILLO'S QSRs use Ad-Supported Social Media for an average of 158.2 minutes every day representing 27.9% of all time spent daily with Ad-Supported Digital Media.

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



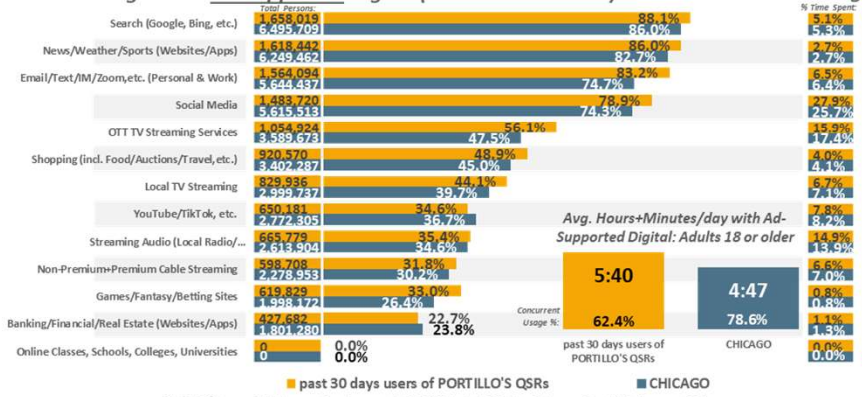
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



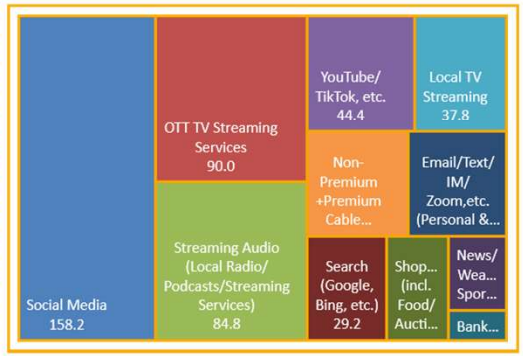


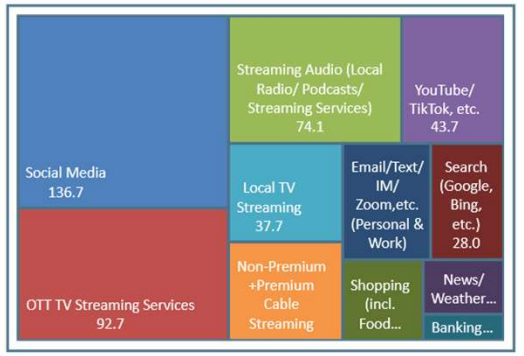
past 30 days users of PORTILLO'S QSRs ■ CHICAGO

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



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





past 30 days users of PORTILLO'S QSRs ■ CHICAGO

CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 829

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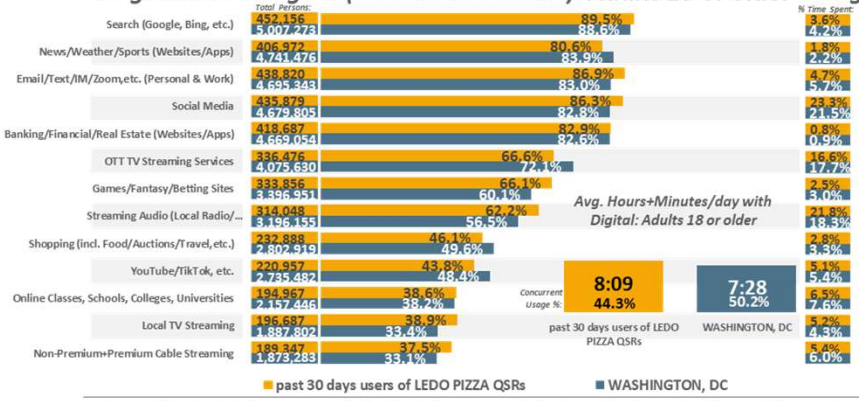
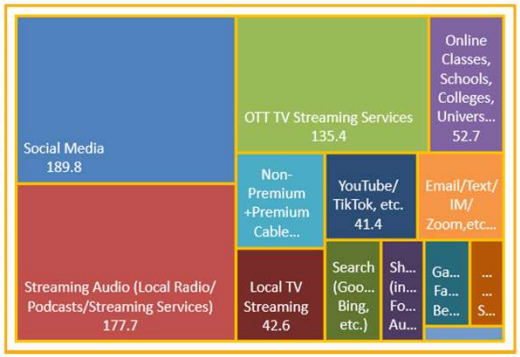
Quick service restaurants used past 30 days: Portillo's

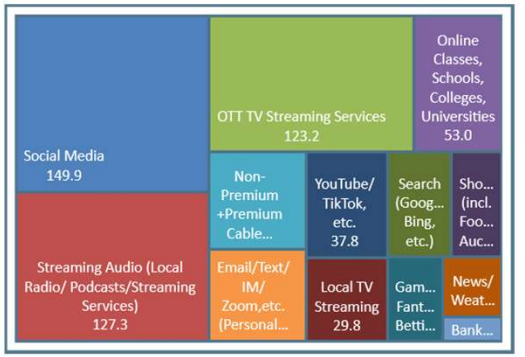
400,391 or 79.3% of Adults 18 or older past 30 days users of LEDO PIZZA QSRs use Ad-Supported Social Media for an average of 174.4 minutes every day representing 28.3% of all time spent daily with Ad-Supported Digital Media.

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

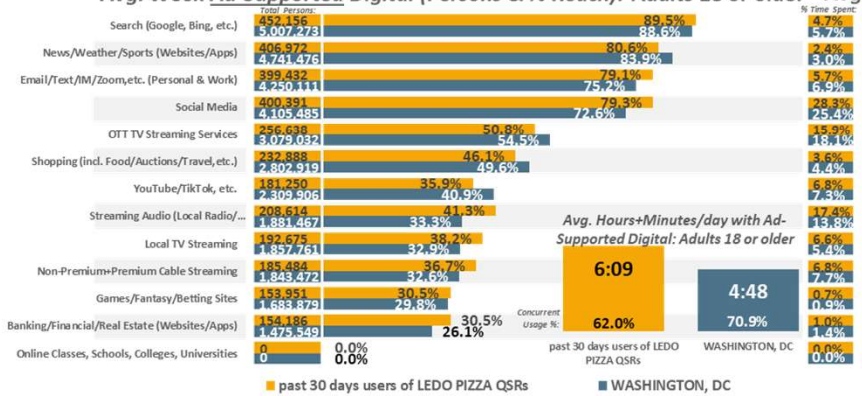


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

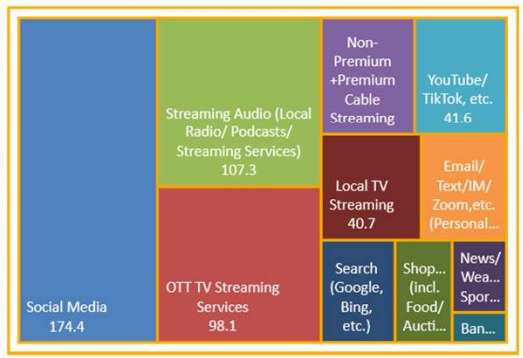


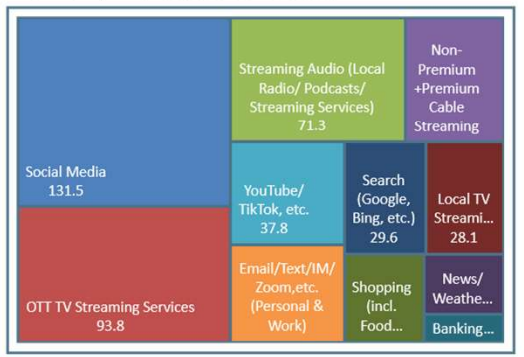


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 428

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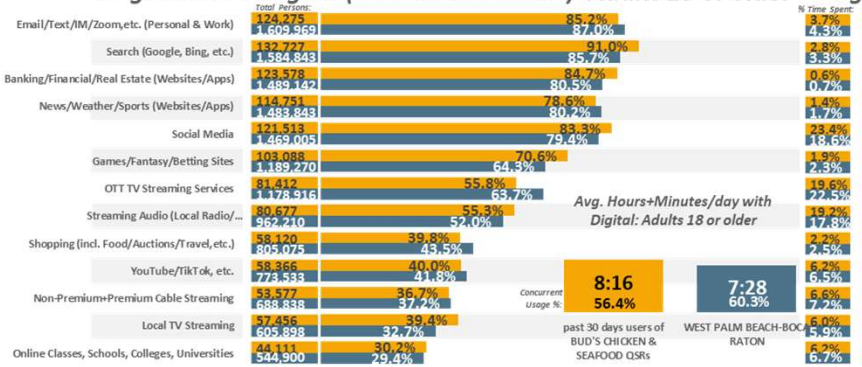
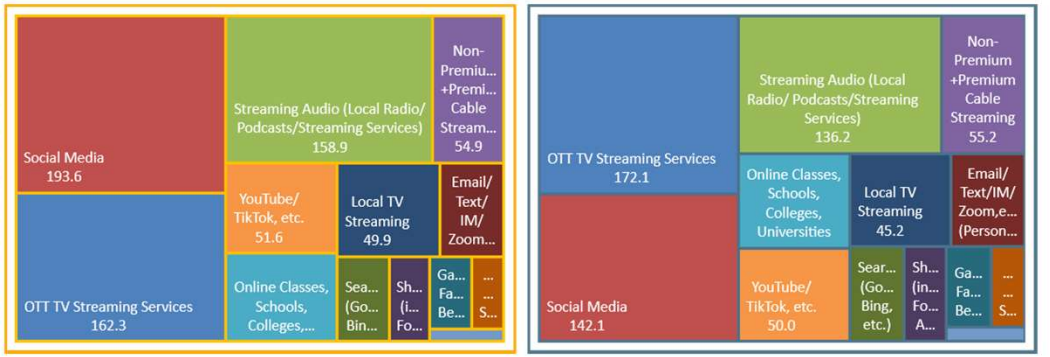
Quick service restaurants used past 30 days: Ledo Pizza

108,355 or 74.2% of Adults 18 or older past 30 days users of BUD'S CHICKEN & SEAFOOD QSRs use Ad-Supported Social Media for an average of 172.6 minutes every day representing 28.2% of all time spent daily with Ad-Supported Digital Media.

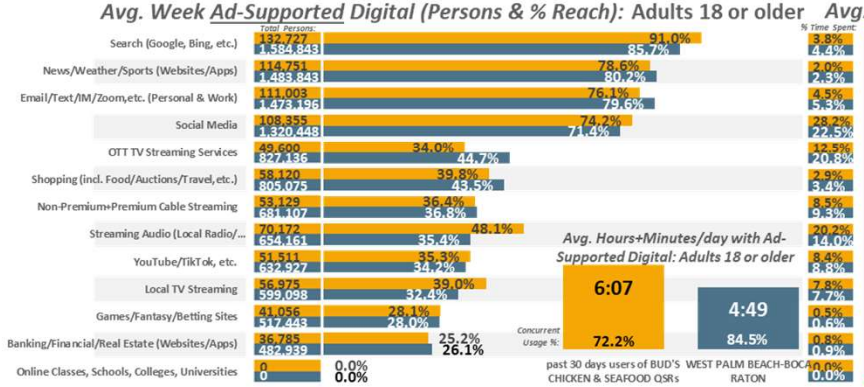
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



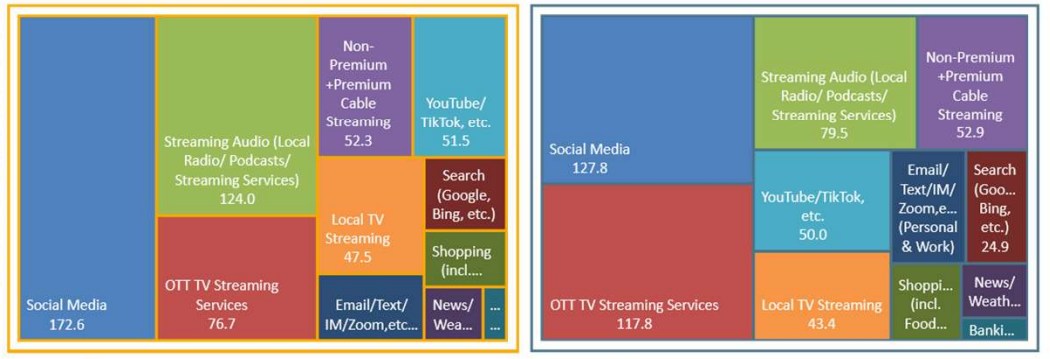
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 164

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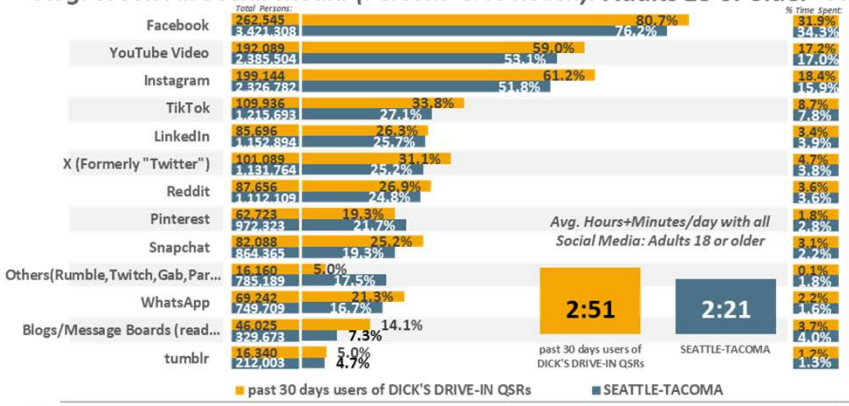
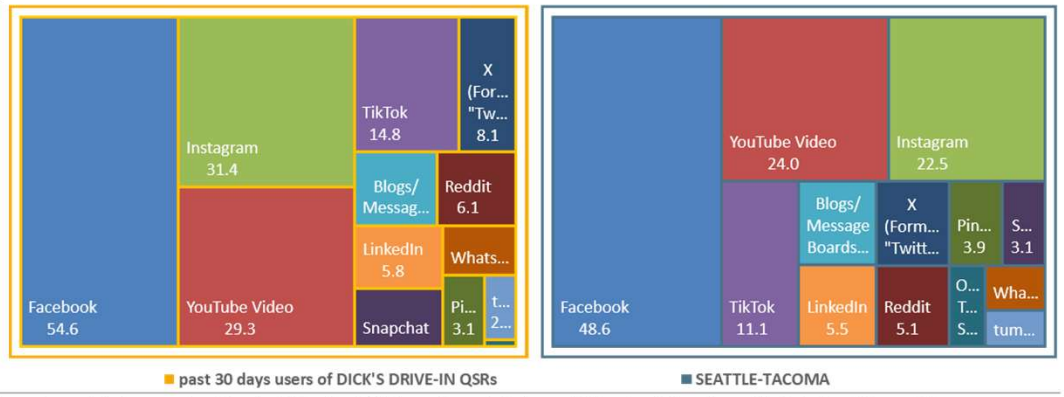
Quick service restaurants used past 30 days: Bud's Chicken & Seafood

238,168 or 73.2% of Adults 18 or older past 30 days users of DICK'S DRIVE-IN QSRs use Ad-Supported Facebook for an average of 48.3 minutes every day representing 31.9% of all time spent daily with Ad-Supported Social Media.

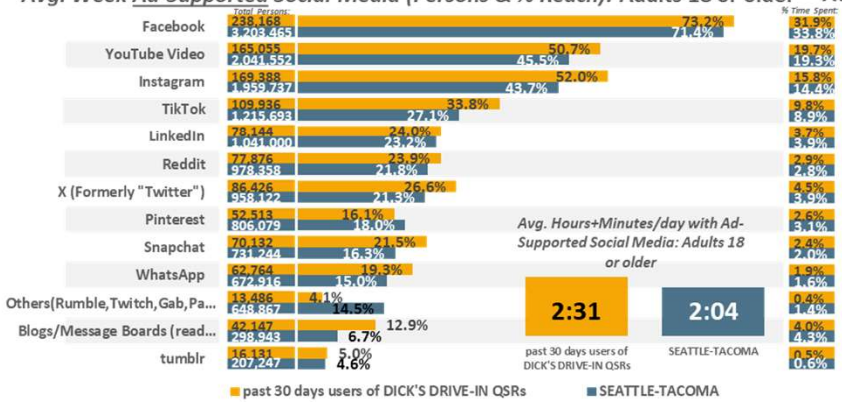
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



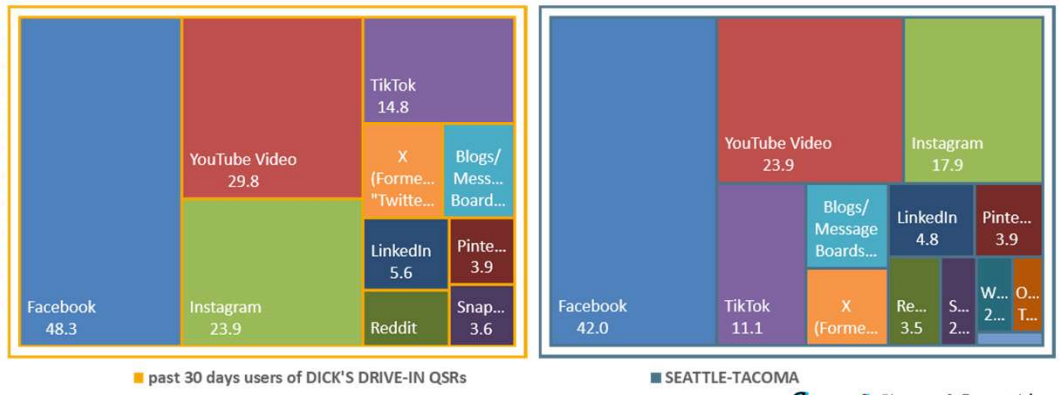
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 252

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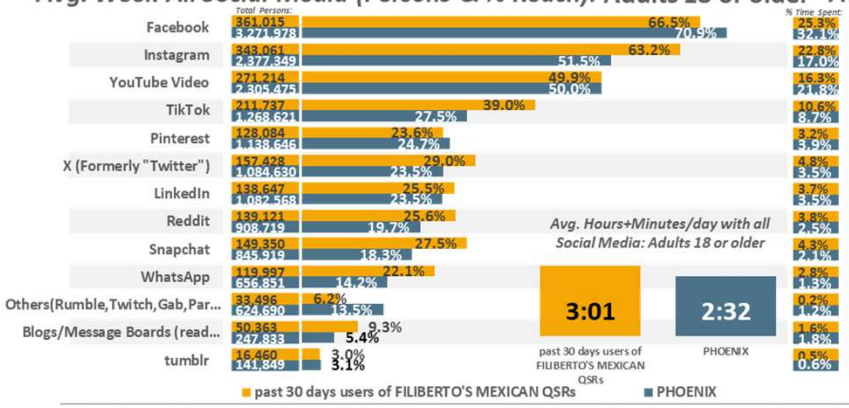
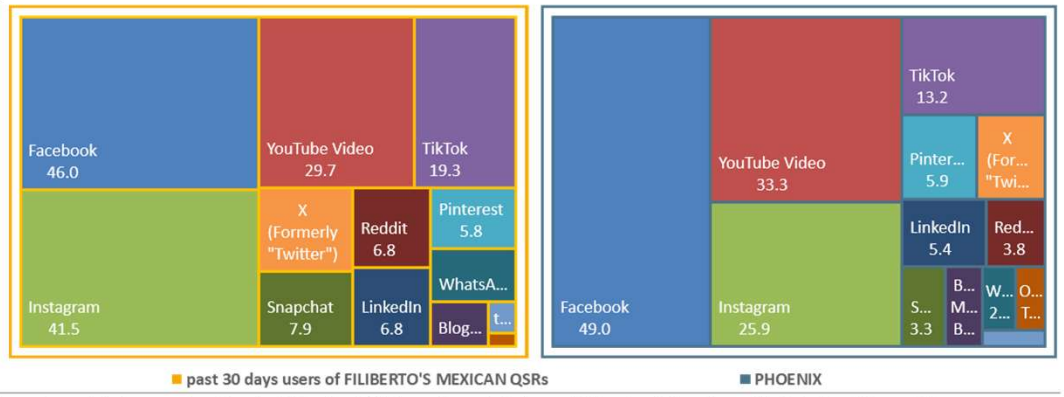
Quick service restaurants used past 30 days: Dick's

361,015 or 66.5% of Adults 18 or older past 30 days users of FILIBERTO'S MEXICAN QSRs use Ad-Supported Facebook for an average of 47.6 minutes every day representing 30.7% of all time spent daily with Ad-Supported Social Media.

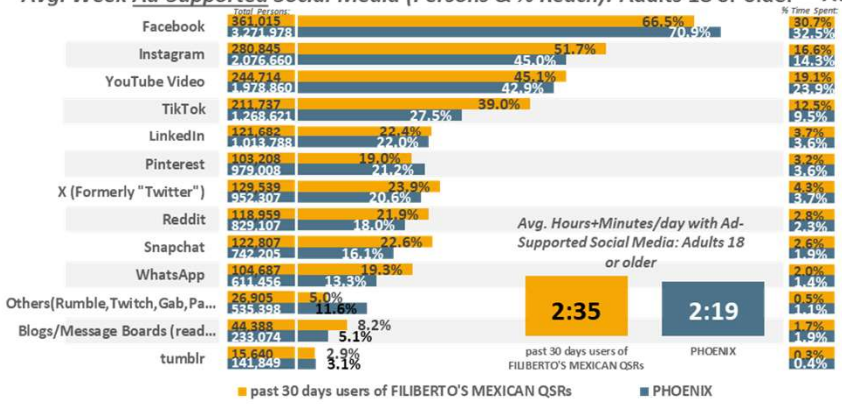
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



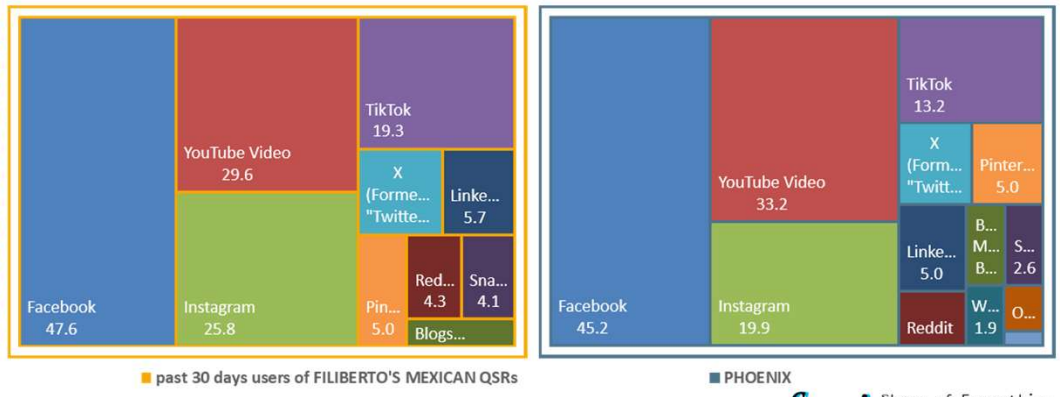
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 259

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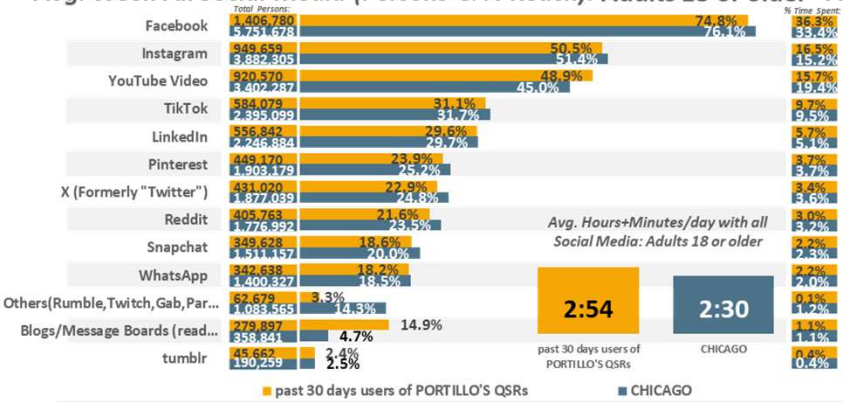
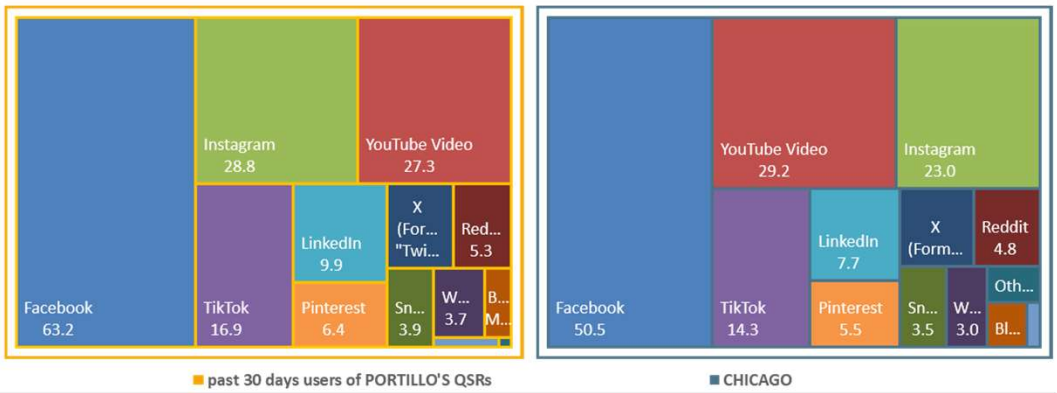
Quick service restaurants used past 30 days: Filiberto's Mexican

1,406,780 or 74.8% of Adults 18 or older past 30 days users of PORTILLO'S QSRs use Ad-Supported Facebook for an average of 57.7 minutes every day representing 36.5% of all time spent daily with Ad-Supported Social Media.

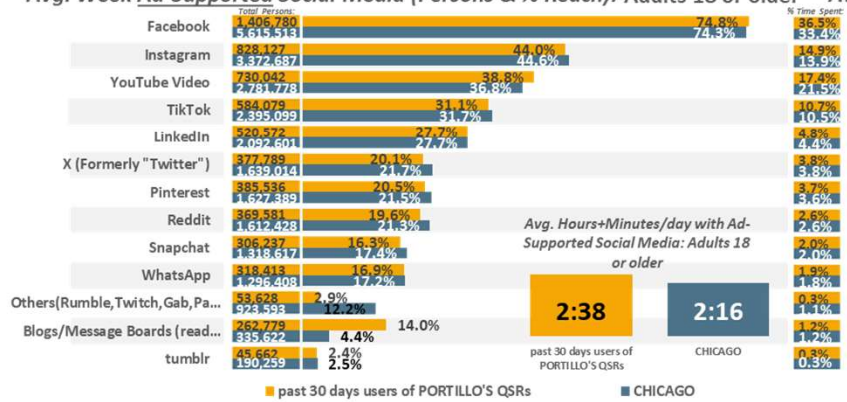
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



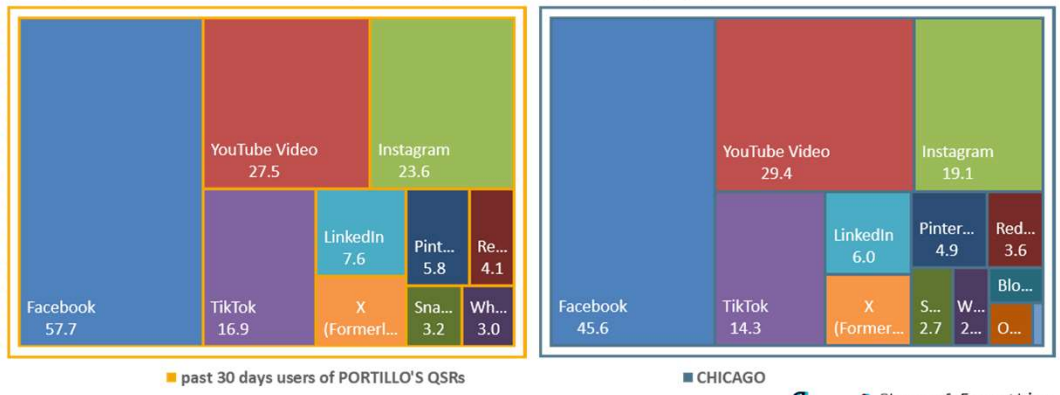
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 829

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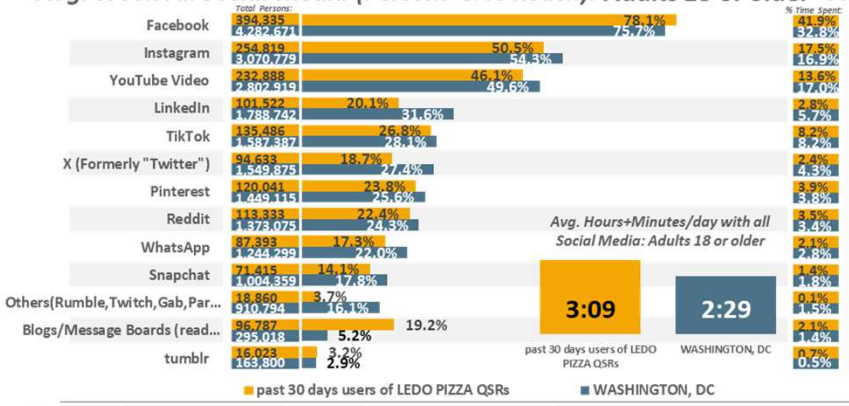
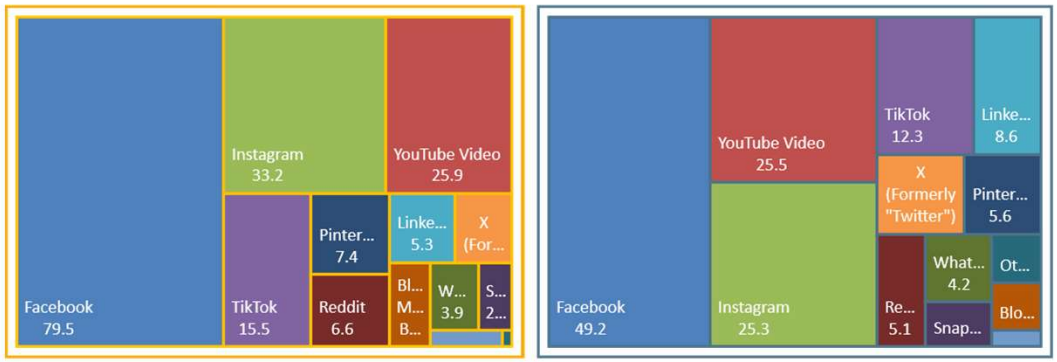
Quick service restaurants used past 30 days: Portillo's

394,335 or 78.1% of Adults 18 or older past 30 days users of LEDO PIZZA QSRs use Ad-Supported Facebook for an average of 70. minutes every day representing 40.2% of all time spent daily with Ad-Supported Social Media.

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

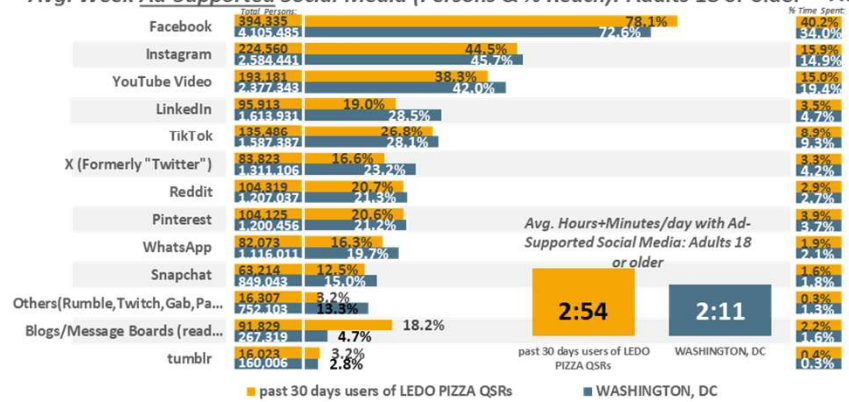


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

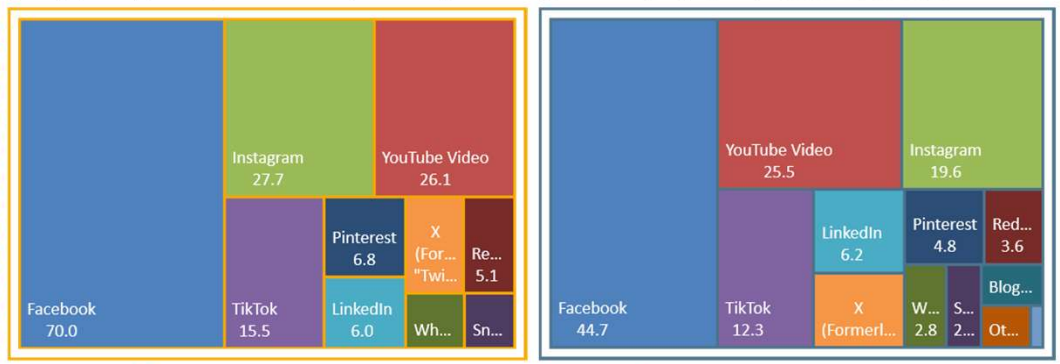


past 30 days users of LEDO PIZZA QSRs ■ WASHINGTON, DC

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



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



past 30 days users of LEDO PIZZA QSRs ■ WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 428

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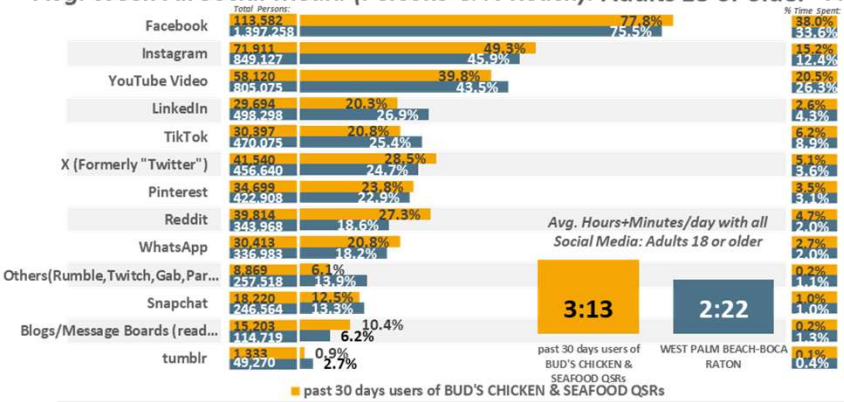
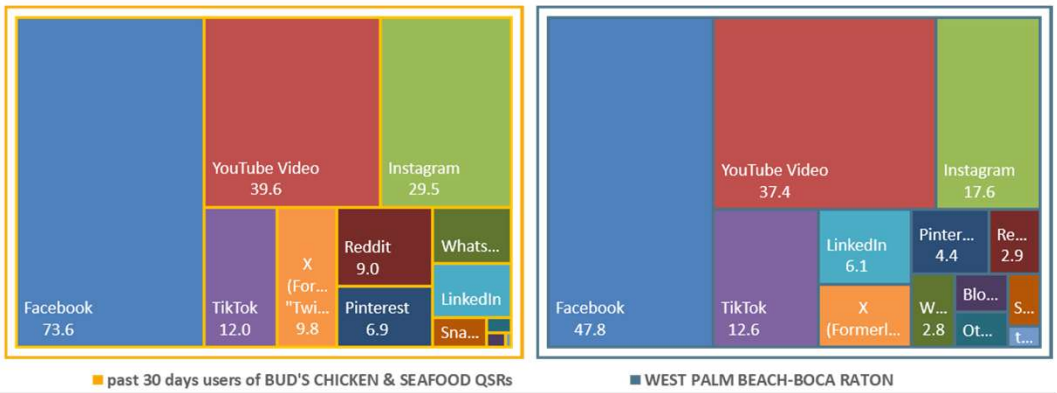
Quick service restaurants used past 30 days: Ledo Pizza

108,355 or 74.2% of Adults 18 or older past 30 days users of BUD'S CHICKEN & SEAFOOD QSRs use Ad-Supported Facebook for an average of 63.1 minutes every day representing 36.6% of all time spent daily with Ad-Supported Social Media.

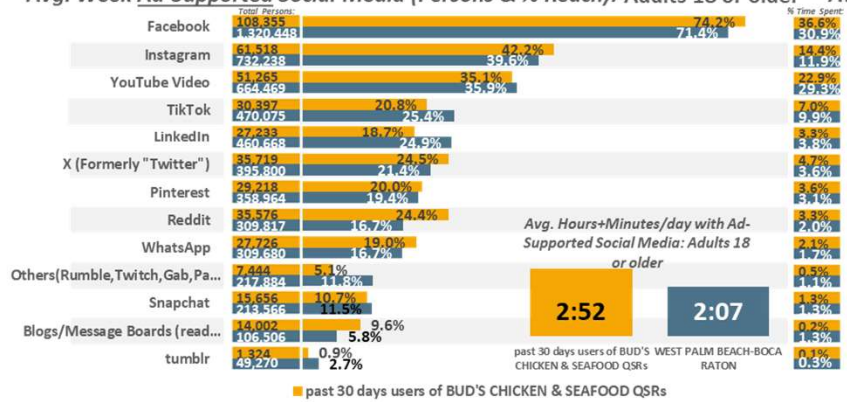
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



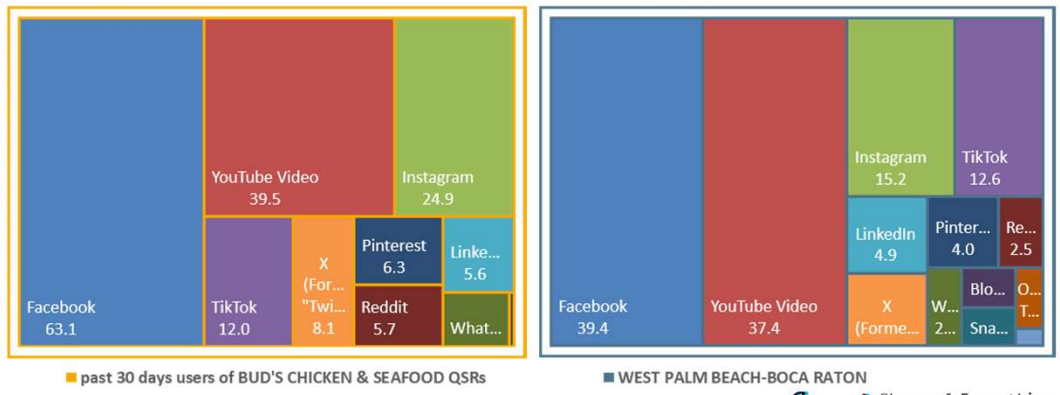
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 164

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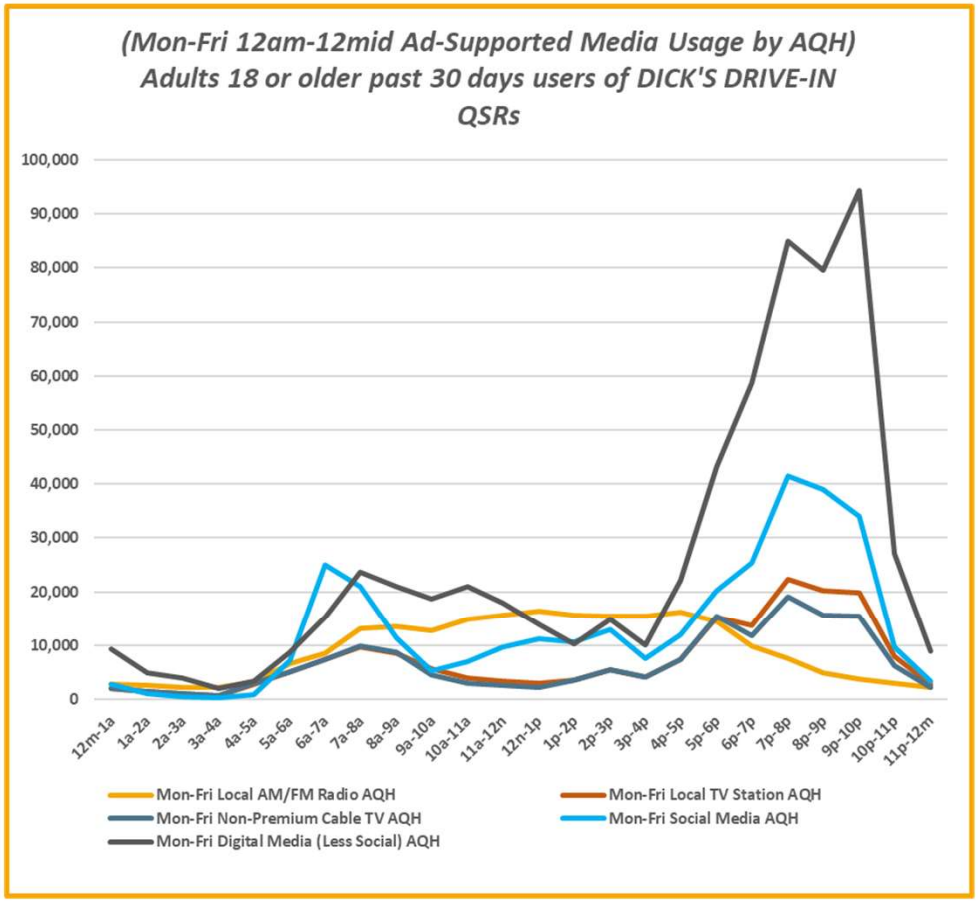
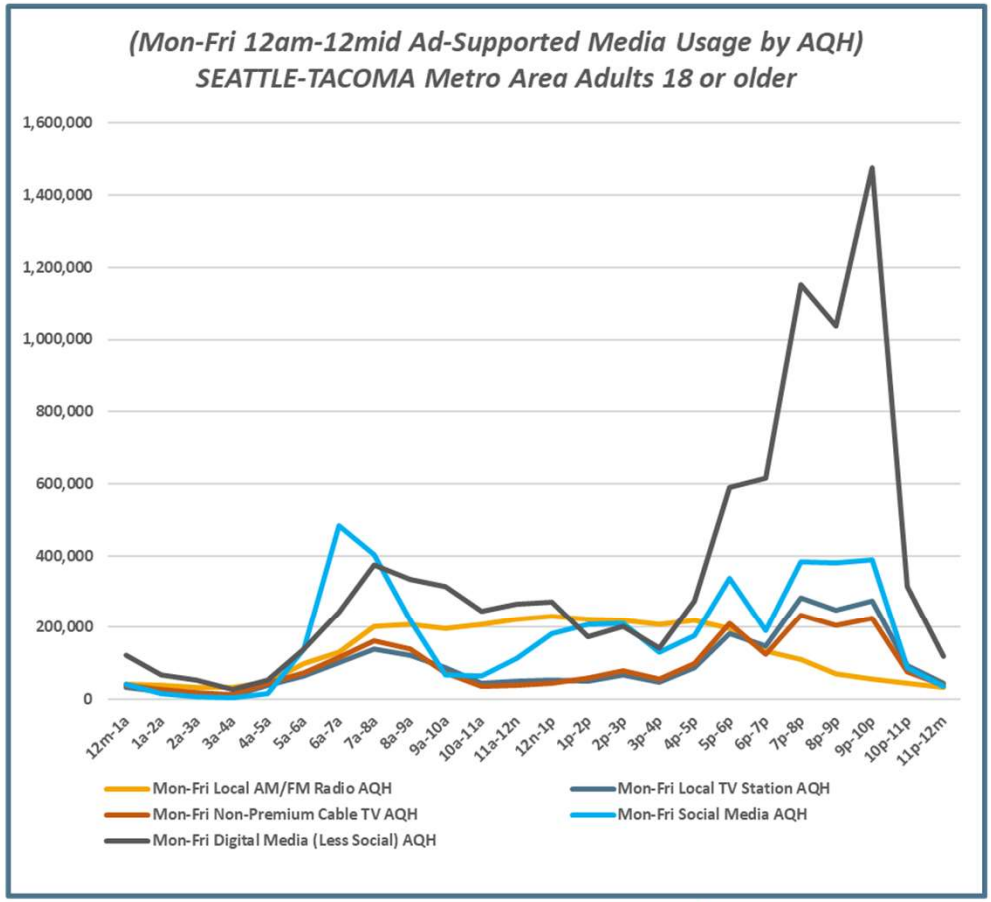
Quick service restaurants used past 30 days: Bud's Chicken & Seafood

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 22,344; Local Radio: 13,962; Social Media: 13,786; Local TV: 6,989; Non-Prem. Cable: 6,623 reaching Adults 18 or older past 30 days users of DICK'S DRIVE-IN QSRs.





SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 252

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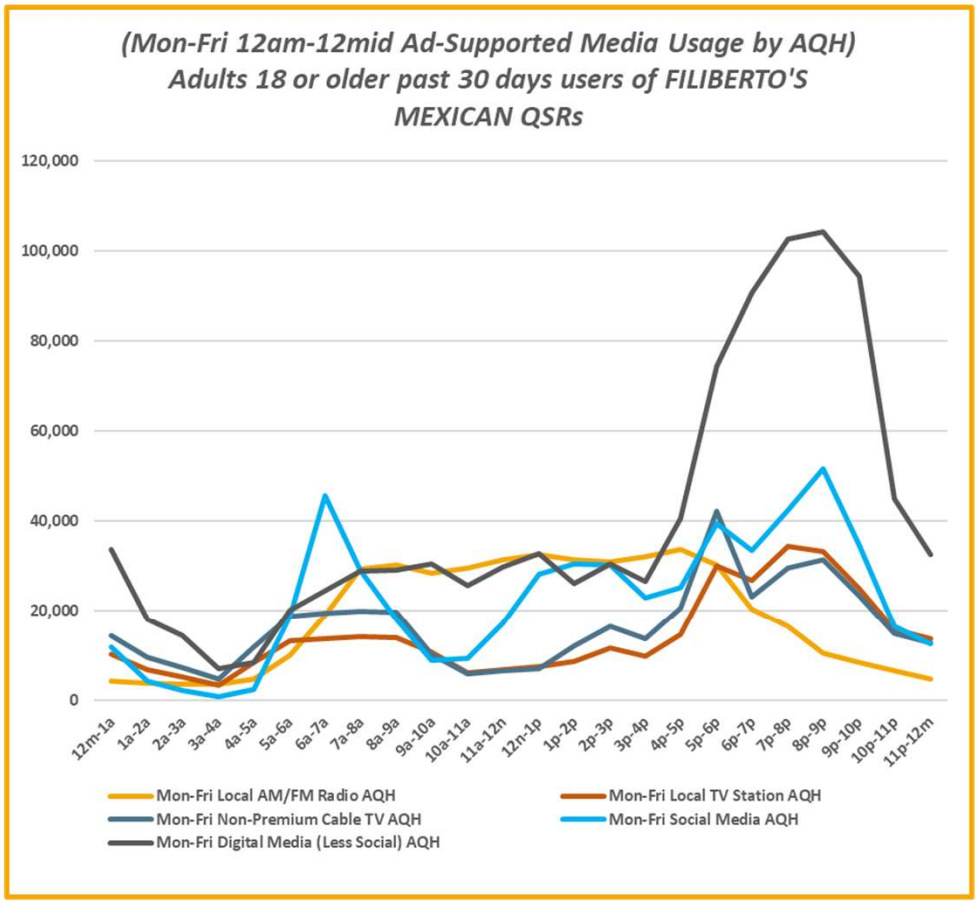
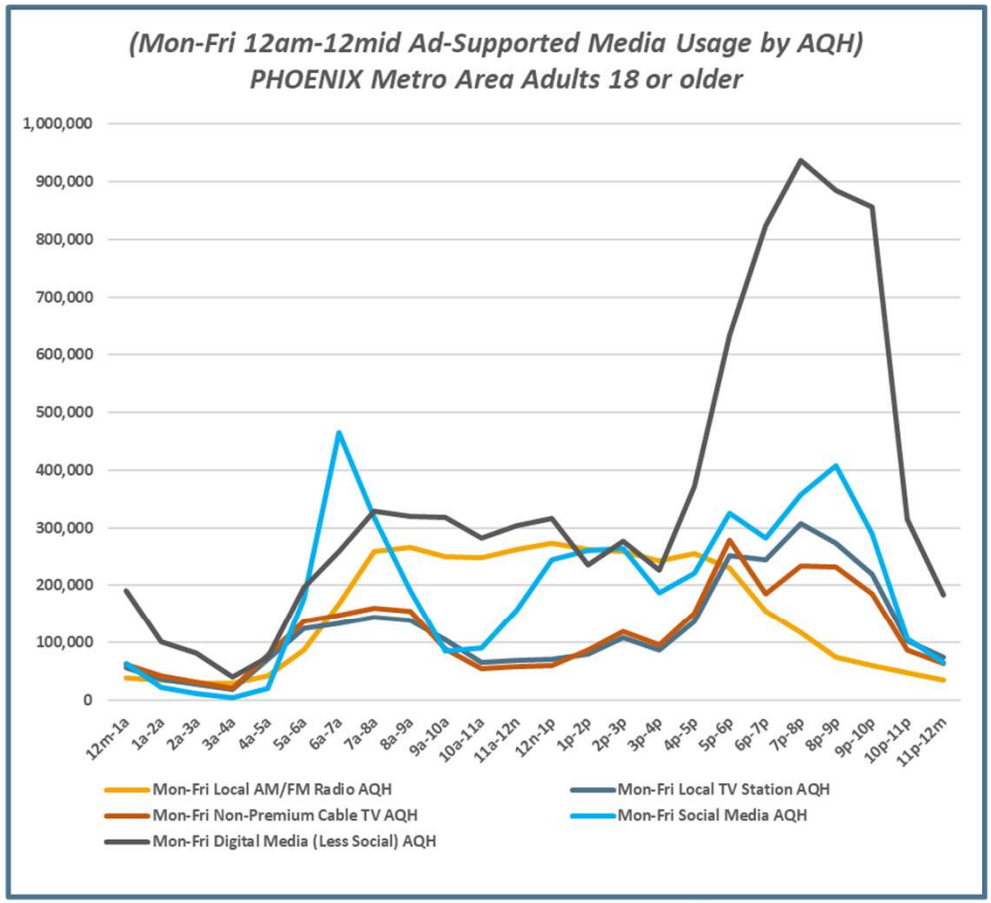
Quick service restaurants used past 30 days: Dick's

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 37,719; Local Radio: 29,142; Social Media: 26,012; Non-Prem. Cable: 16,665; Local TV: 13,420 reaching Adults 18 or older past 30 days users of FILIBERTO'S MEXICAN QSRs.





PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 259

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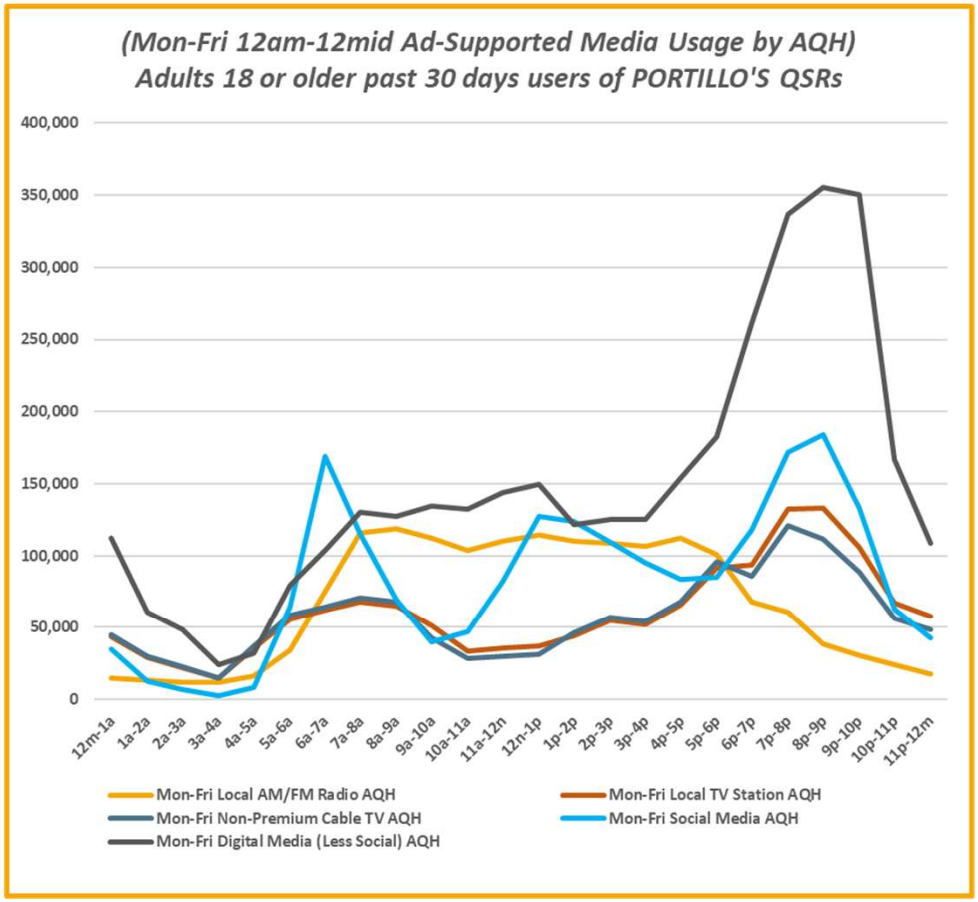
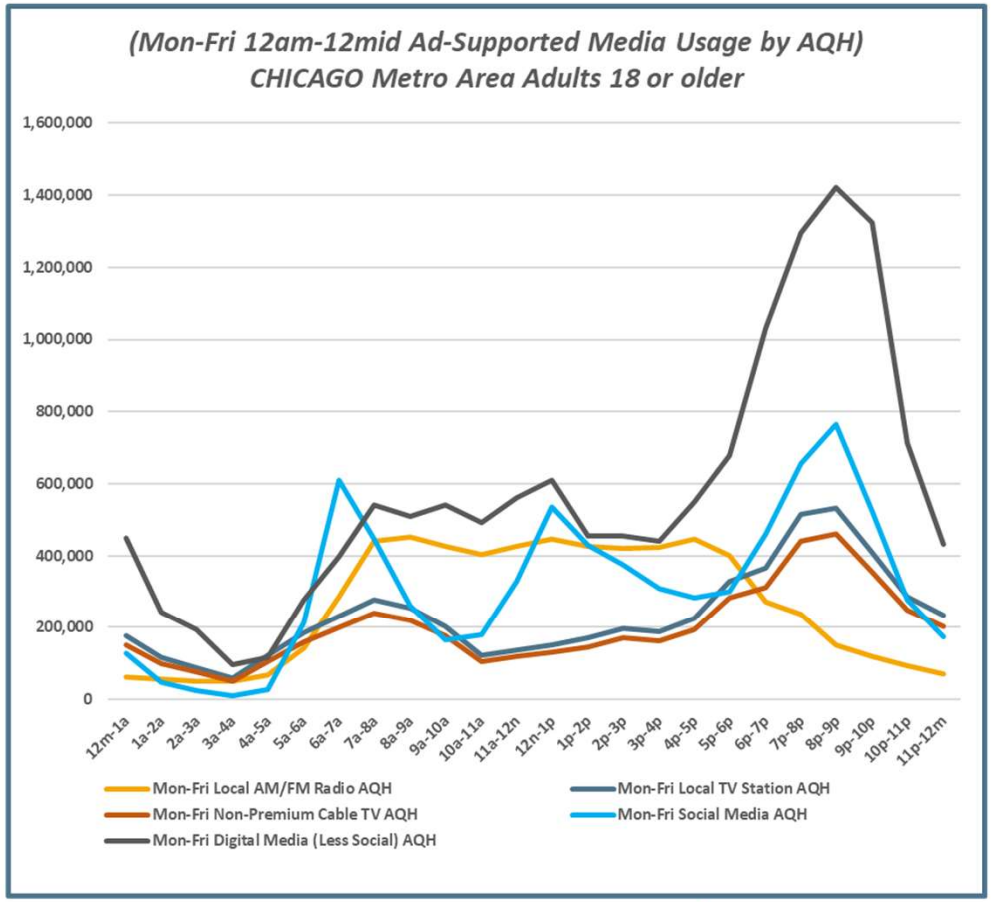
Quick service restaurants used past 30 days: Filiberto's Mexican

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 145,341; Local Radio: 104,286; Social Media: 97,309; Local TV: 57,975; Non-Prem. Cable: 56,961 reaching Adults 18 or older past 30 days users of PORTILLO'S QSRs.





CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 829

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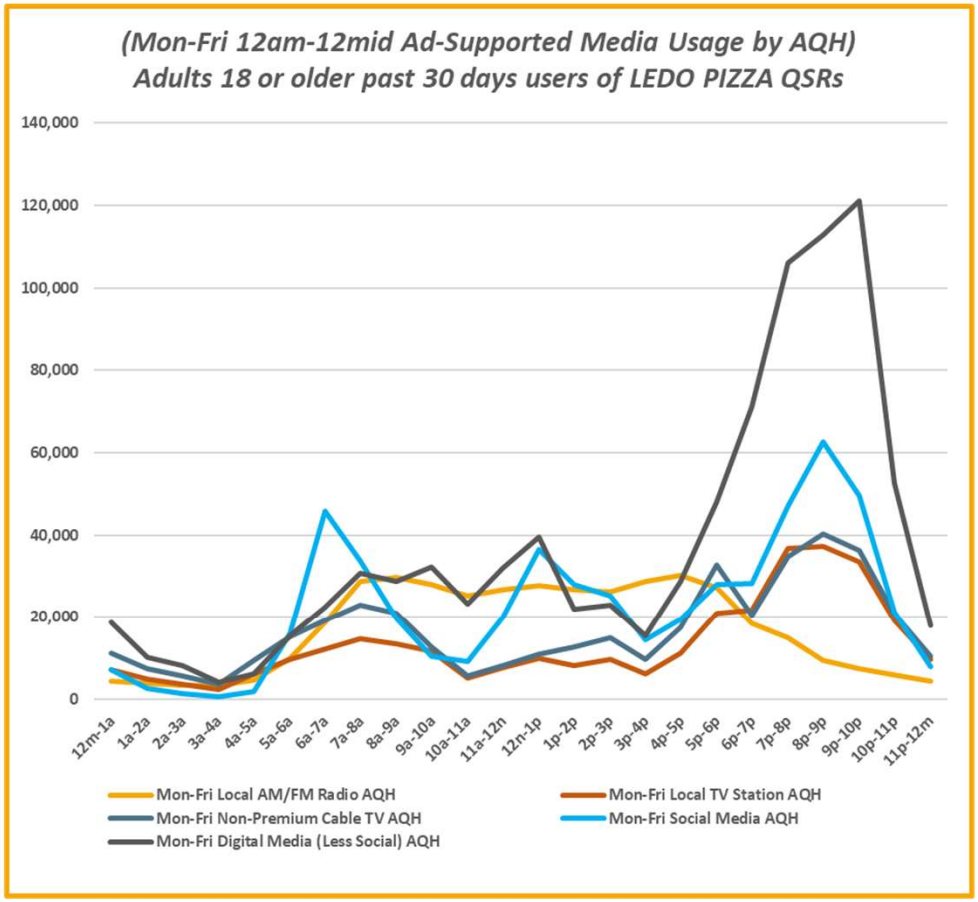
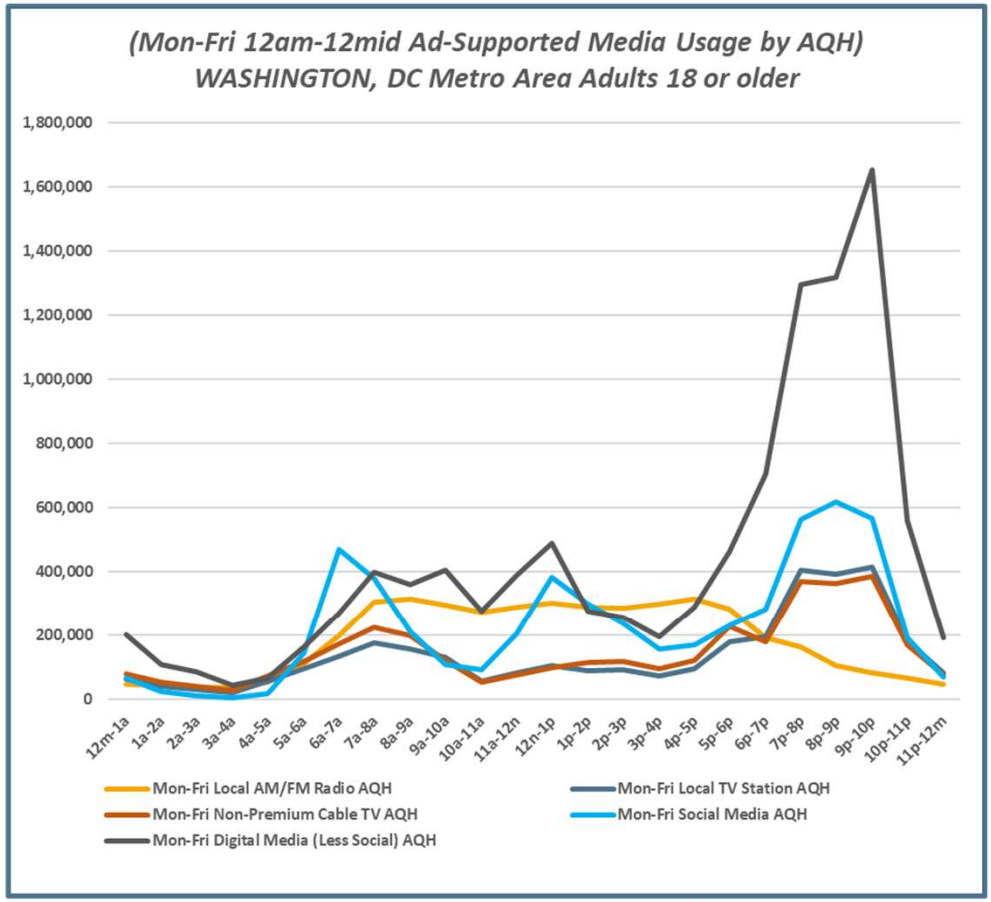
Quick service restaurants used past 30 days: Portillo's

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 32,126; Local Radio: 26,338; Social Media: 24,525; Non-Prem. Cable: 16,022; Local TV: 11,733 reaching Adults 18 or older past 30 days users of LEDO PIZZA QSRs.





WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 428

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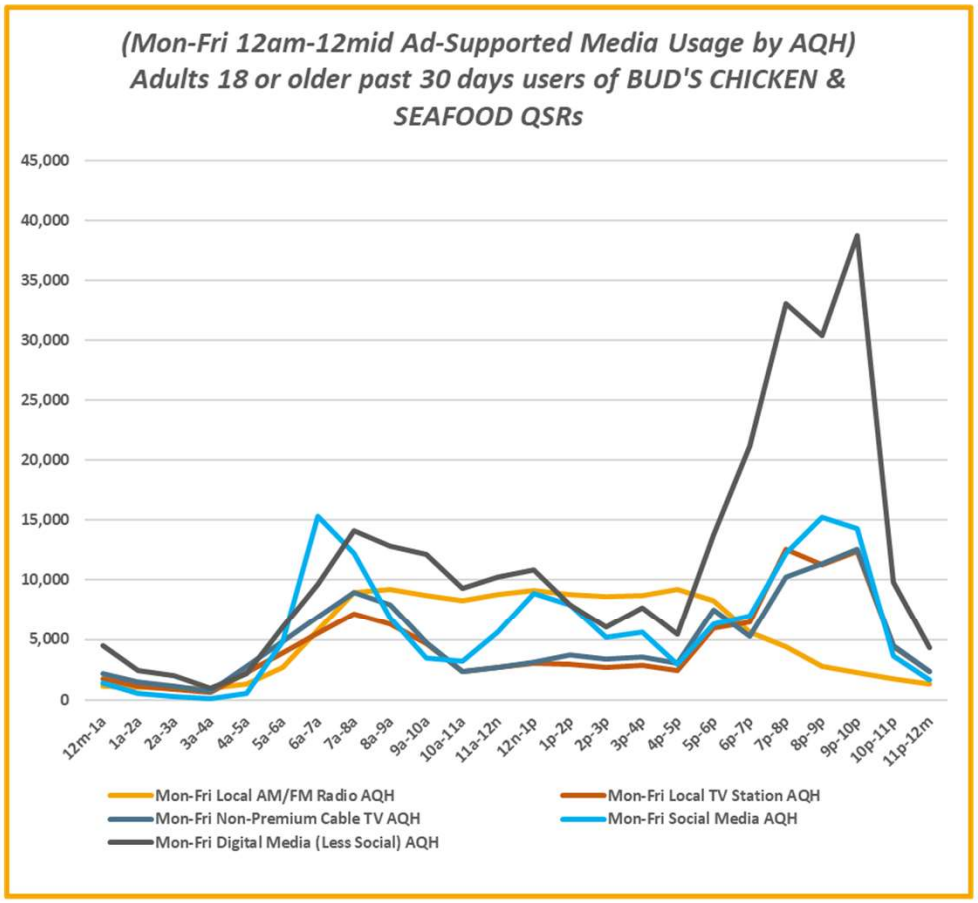
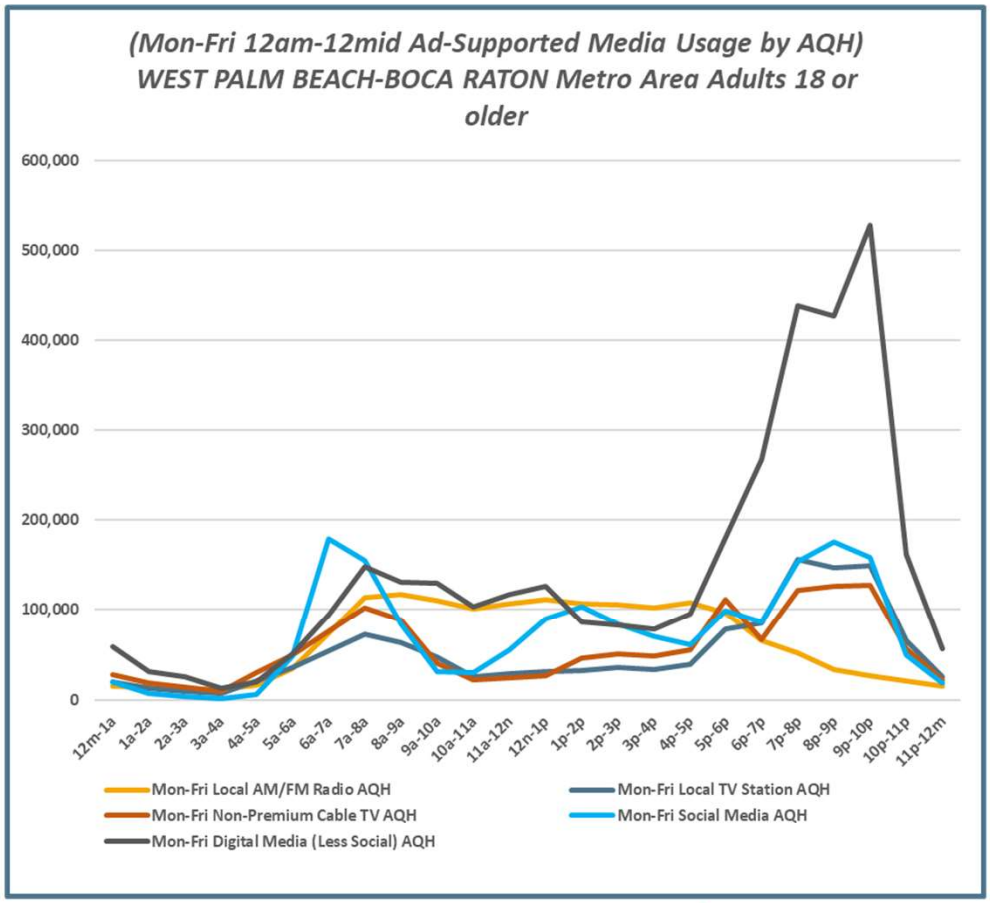
Quick service restaurants used past 30 days: Ledo Pizza

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 10,868; Local Radio: 8,300; Social Media: 6,964; Non-Prem. Cable: 4,855; Local TV: 4,229 reaching Adults 18 or older past 30 days users of BUD'S CHICKEN & SEAFOOD QSRs.





WEST PALM BEACH-BOCA RATON DMA

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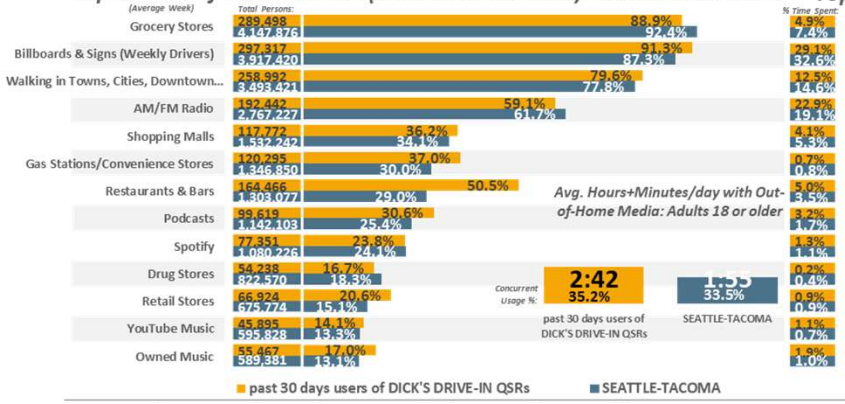
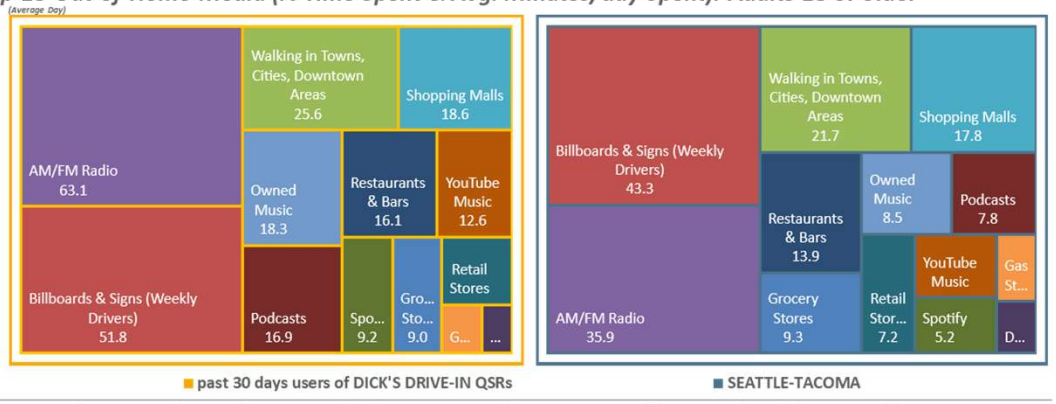
Quick service restaurants used past 30 days: Bud's Chicken & Seafood

297,317 or 91.3% of Adults 18 or older past 30 days users of DICK'S DRIVE-IN QSRs spend an average of 51.8 minutes per day driving, seeing Billboards and Signs. 57.2% Listen to Local Radio Stations Out-of-Home for an average of 53.4 minutes/day.

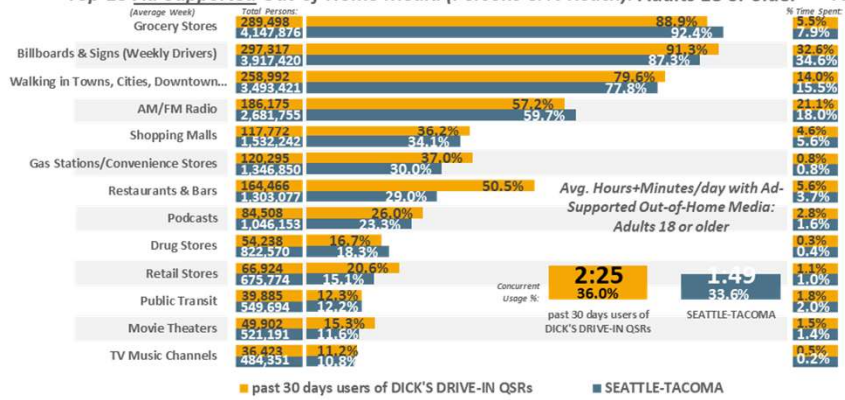
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



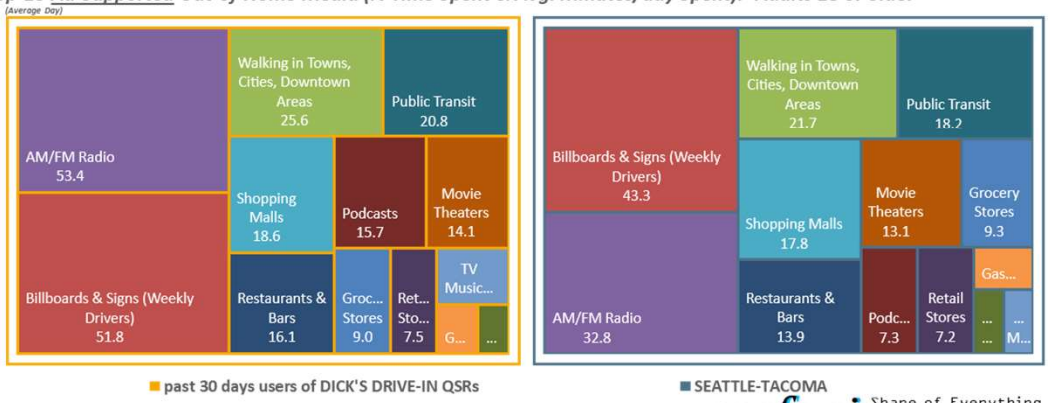
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 252

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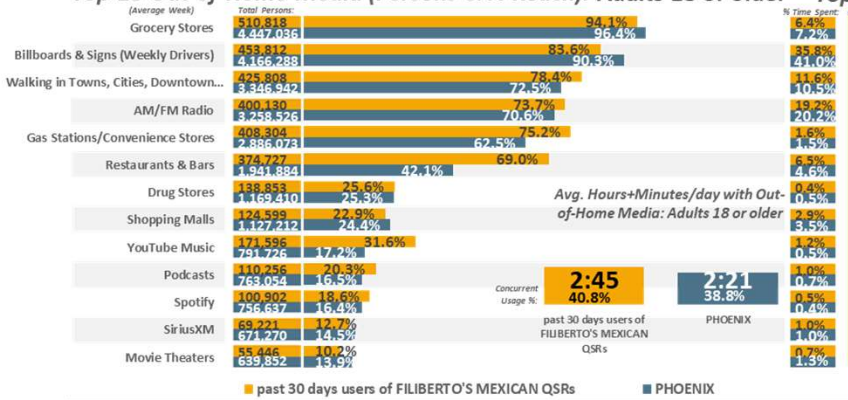
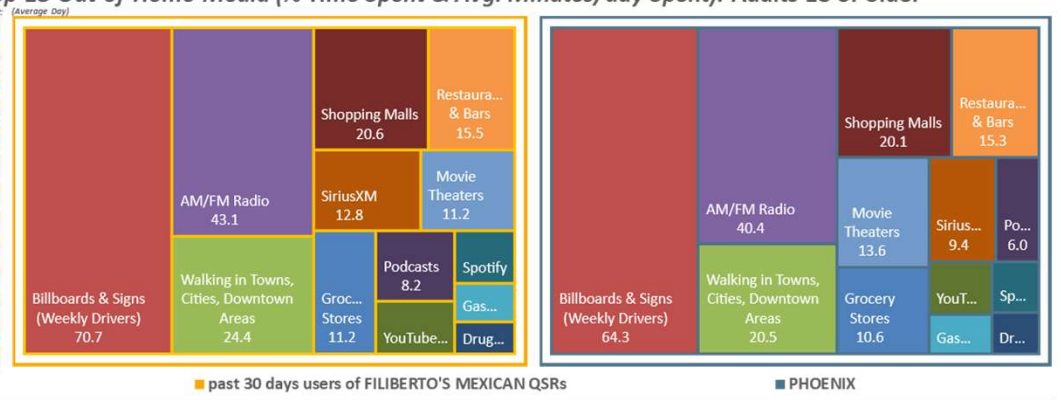
Quick service restaurants used past 30 days: Dick's

453,812 or 83.6% of Adults 18 or older past 30 days users of FILIBERTO'S MEXICAN QSRs spend an average of 70.7 minutes per day driving, seeing Billboards and Signs. 70.1% Listen to Local Radio Stations Out-of-Home for an average of 40.7 minutes/day.

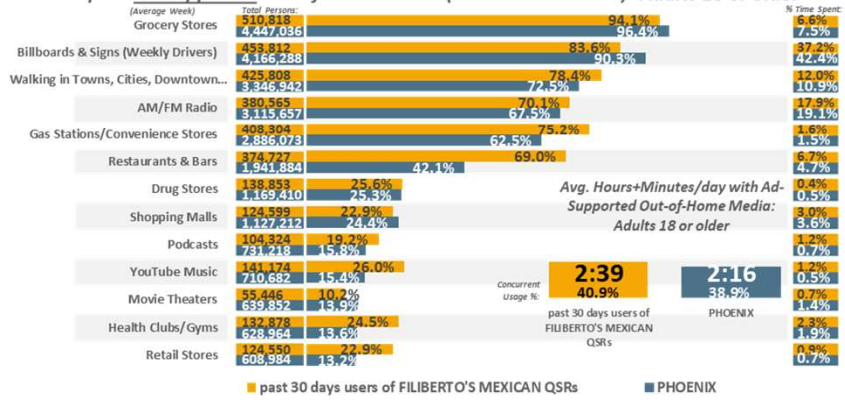
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



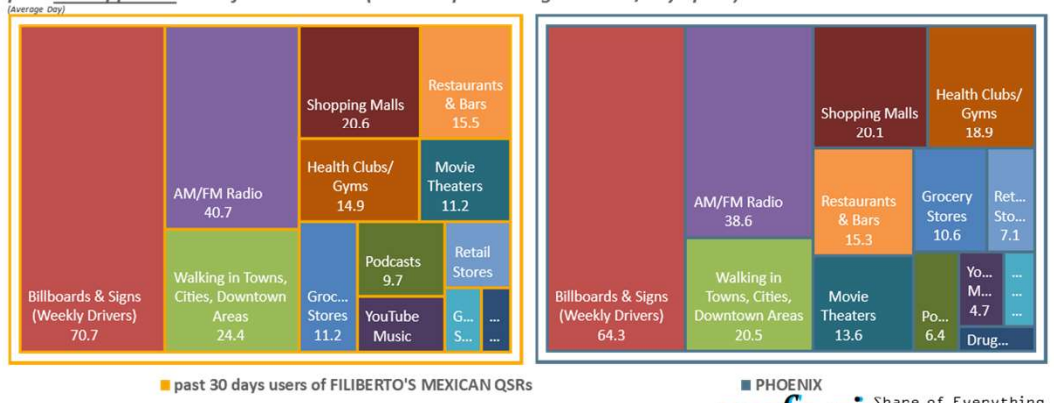
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 259

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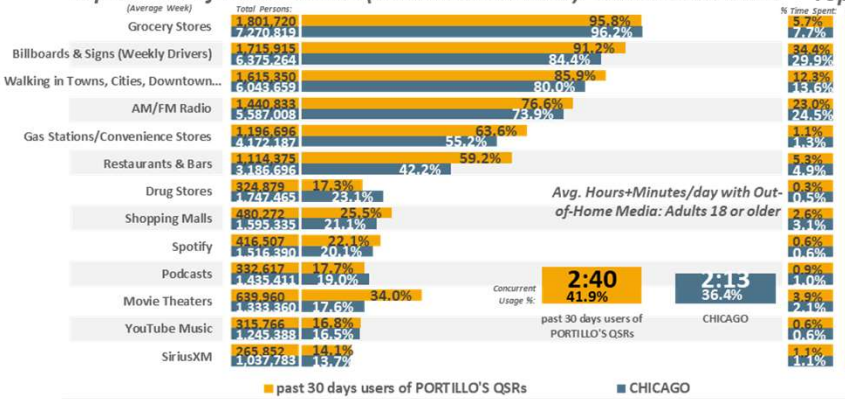
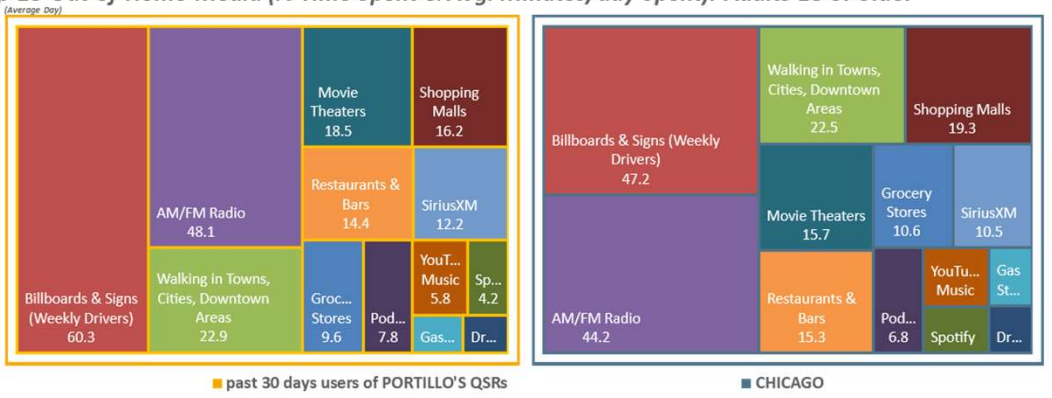
Quick service restaurants used past 30 days: Filiberto's Mexican

1,715,915 or 91.2% of Adults 18 or older past 30 days users of PORTILLO'S QSRs spend an average of 60.3 minutes per day driving, seeing Billboards and Signs. 72.4% Listen to Local Radio Stations Out-of-Home for an average of 43.8 minutes/day.

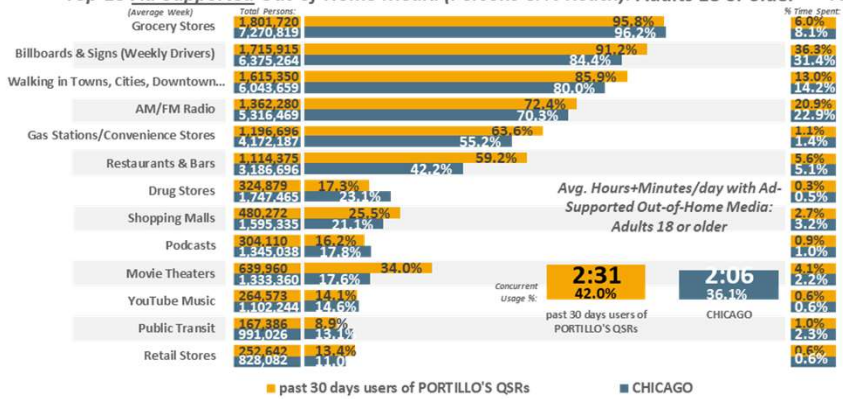
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



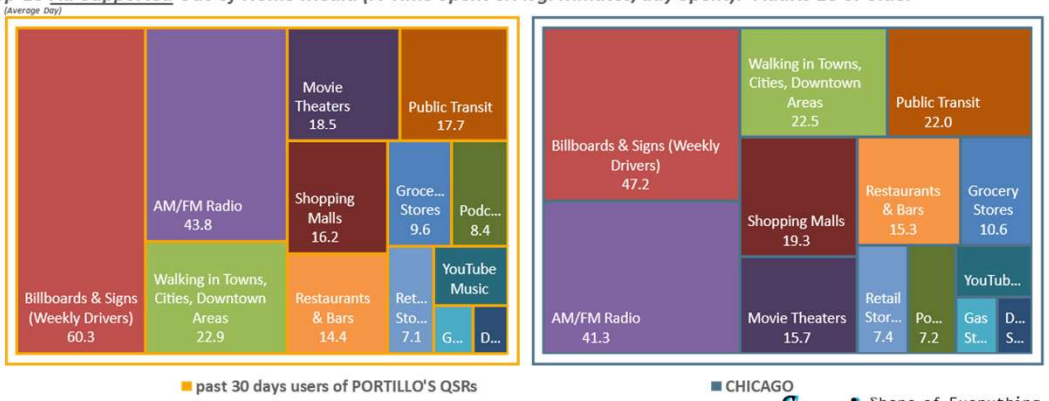
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 829

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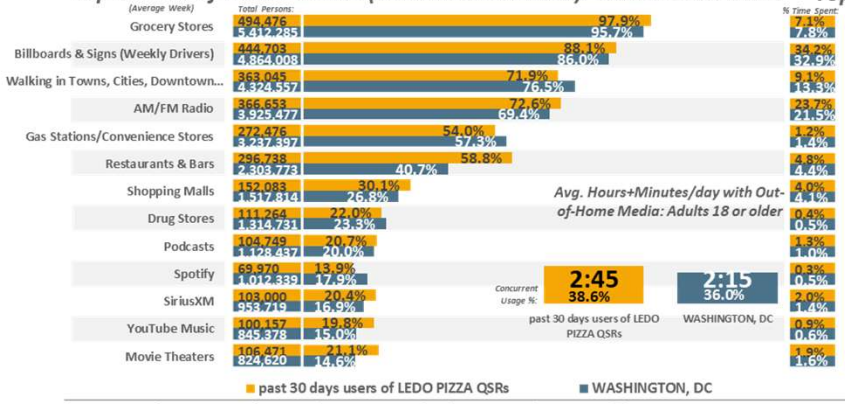
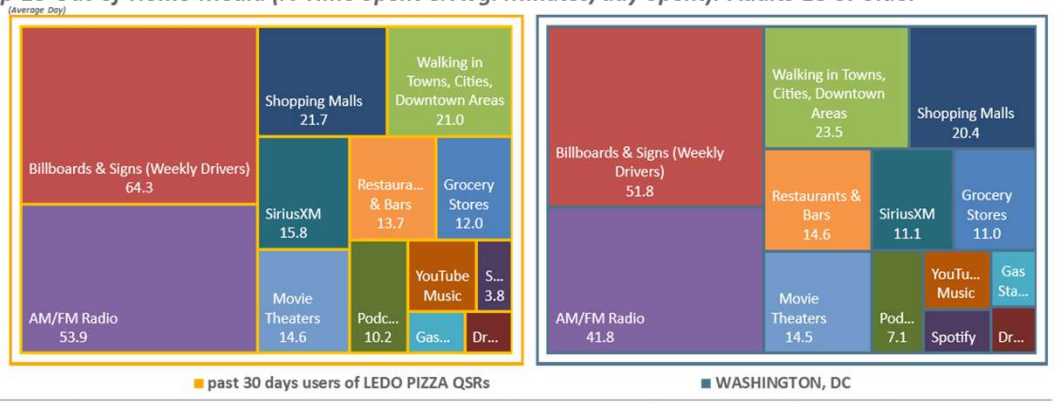
Quick service restaurants used past 30 days: Portillo's

444,703 or 88.1% of Adults 18 or older past 30 days users of LEDO PIZZA QSRs spend an average of 64.3 minutes per day driving, seeing Billboards and Signs. 68.6% Listen to Local Radio Stations Out-of-Home for an average of 50.1 minutes/day.

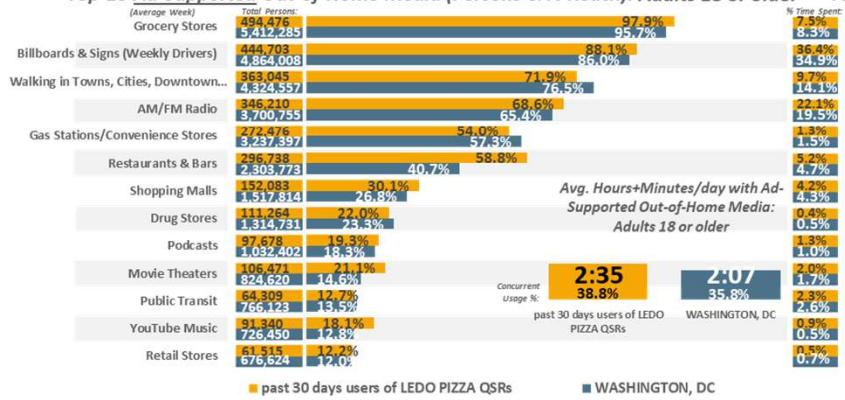
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



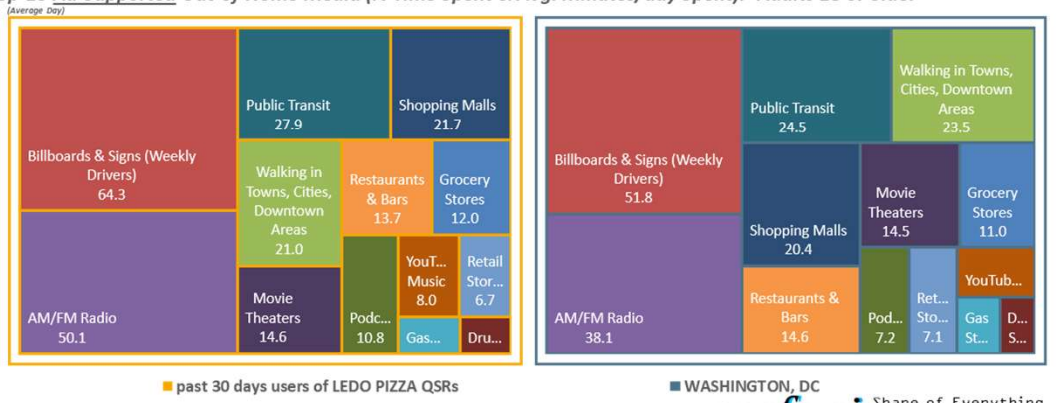
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 428

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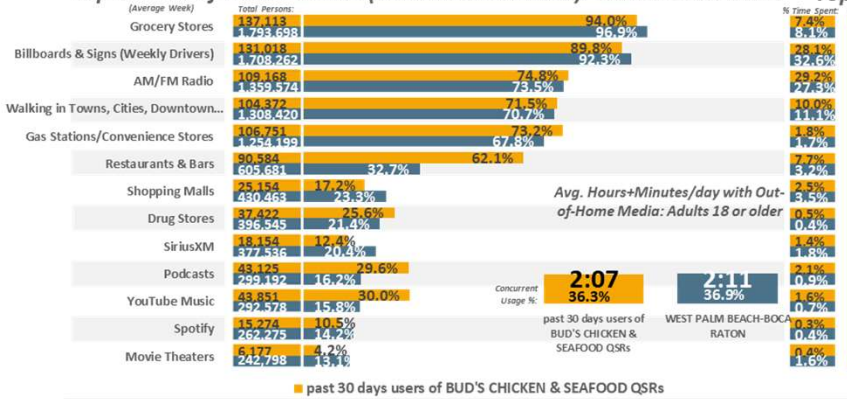
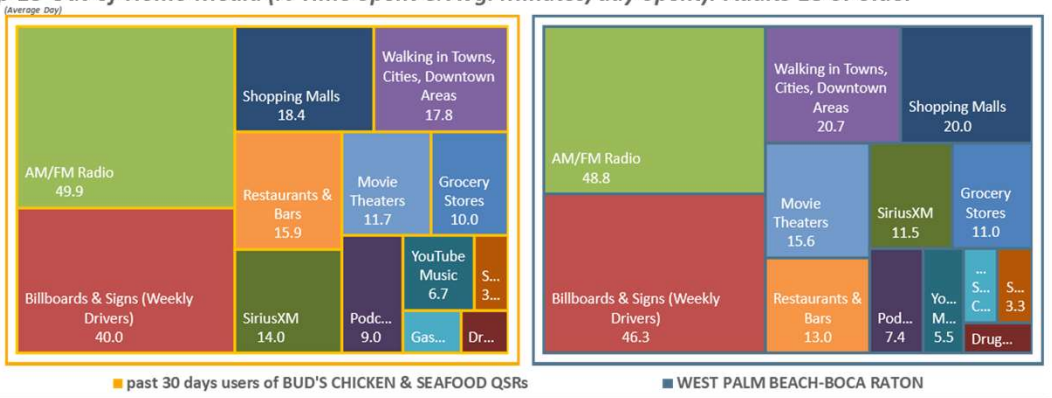
Quick service restaurants used past 30 days: Ledo Pizza

131,018 or 89.8% of Adults 18 or older past 30 days users of BUD'S CHICKEN & SEAFOOD QSRs spend an average of 40. minutes per day driving, seeing Billboards and Signs. 73.5% Listen to Local Radio Stations Out-of-Home for an average of 47.2 minutes/day.

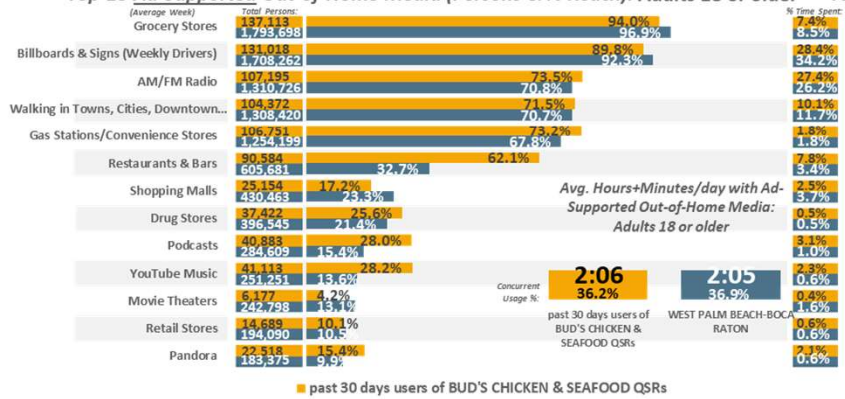
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



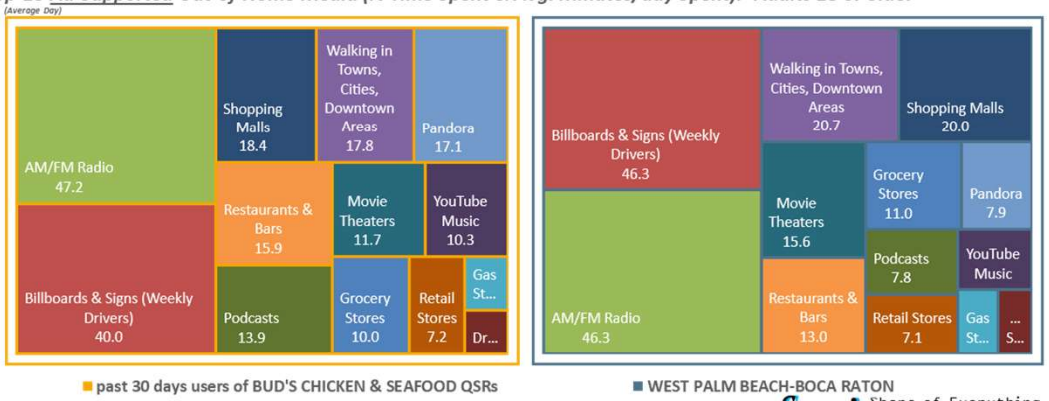
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 164

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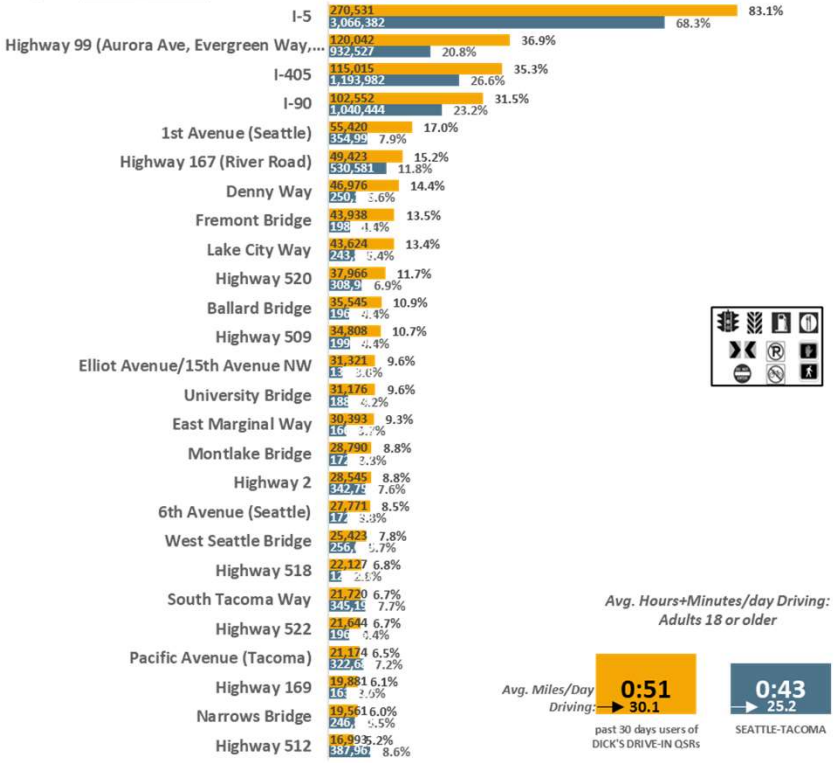
Quick service restaurants used past 30 days: Bud's Chicken & Seafood

297,317 or 91.3% of Adults 18 or older past 30 days users of DICK'S DRIVE-IN QSRs spend an average of 51.8 minutes per day driving an average of 30.1 miles each day and are 220.2% more likely to use Elliot Avenue/15th Avenue NW than the Metro average.

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



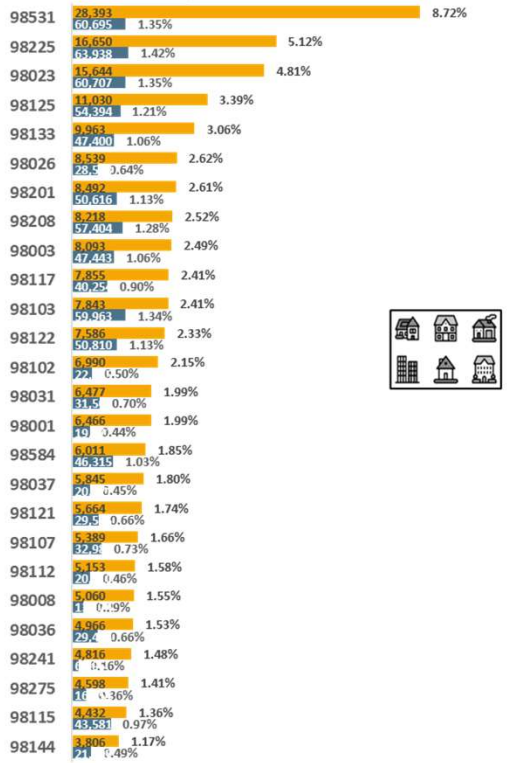
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 30.1

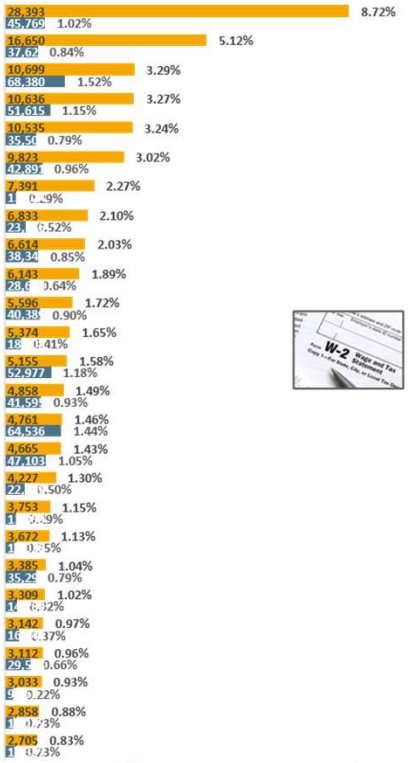
0:51 past 30 days users of DICK'S DRIVE-IN QSRs

0:43 → 25.2 SEATTLE-TACOMA

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 252

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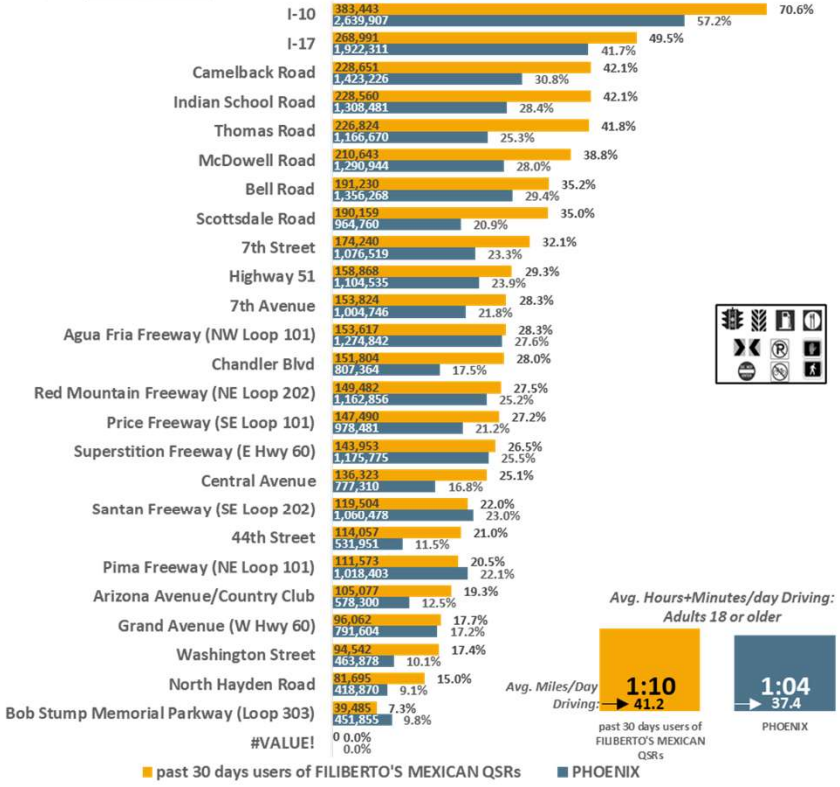
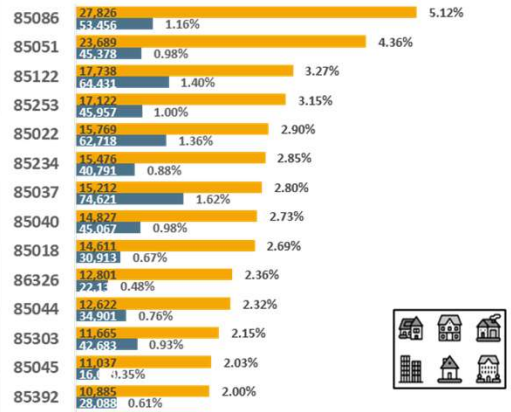
Quick service restaurants used past 30 days: Dick's

453,812 or 83.6% of Adults 18 or older past 30 days users of FILIBERTO'S MEXICAN QSRs spend an average of 70.7 minutes per day driving an average of 41.2 miles each day and are 82.2% more likely to use 44th Street than the Metro average.

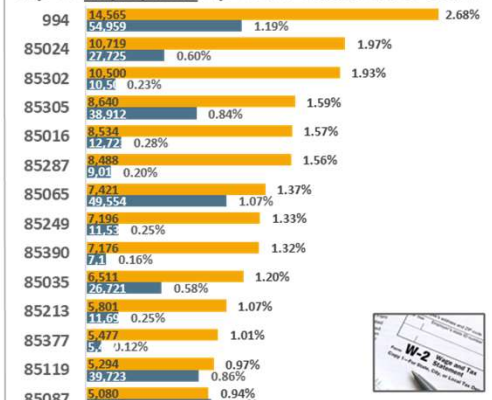
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 259
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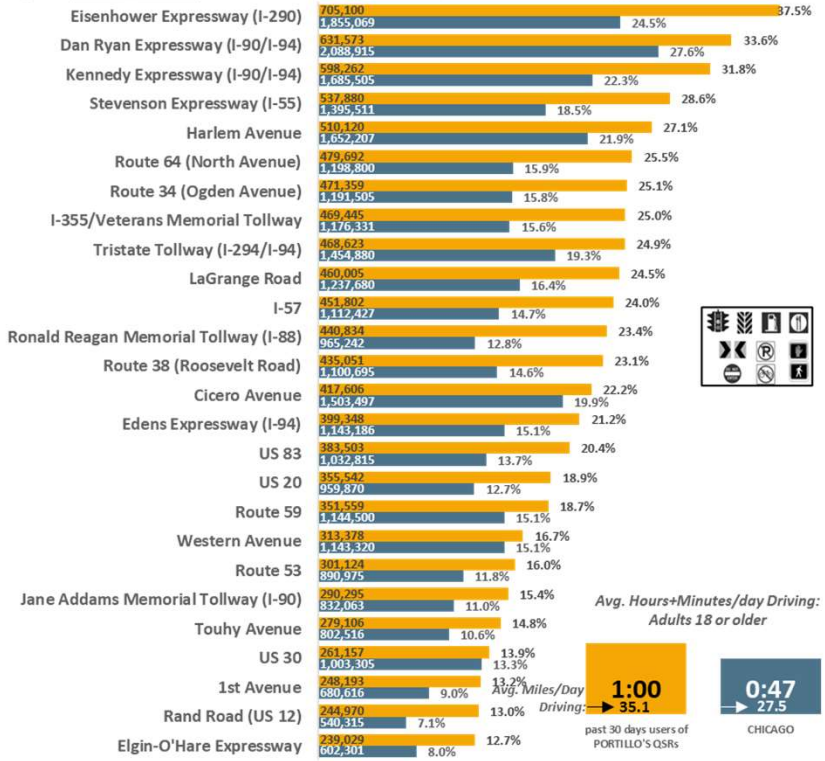
Quick service restaurants used past 30 days: Filiberto's Mexican

1,715,915 or 91.2% of Adults 18 or older past 30 days users of PORTILLO'S QSRs spend an average of 60.3 minutes per day driving an average of 35.1 miles each day and are 83.5% more likely to use Ronald Reagan Memorial Tollway (I-88) than the Metro average

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



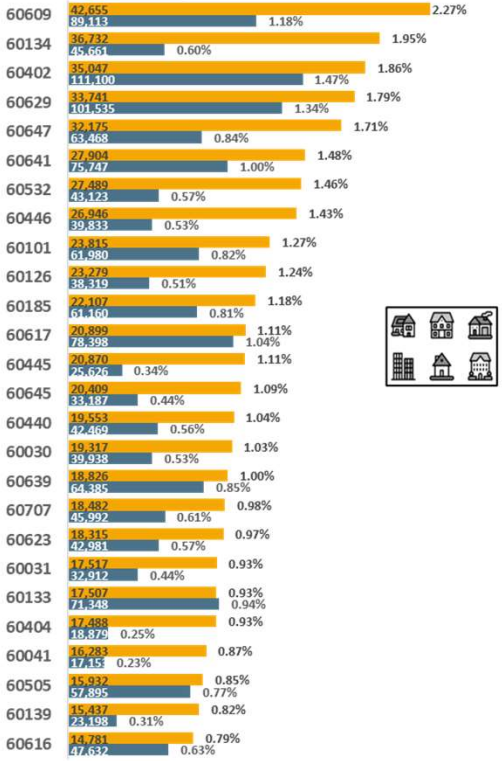
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 35.1

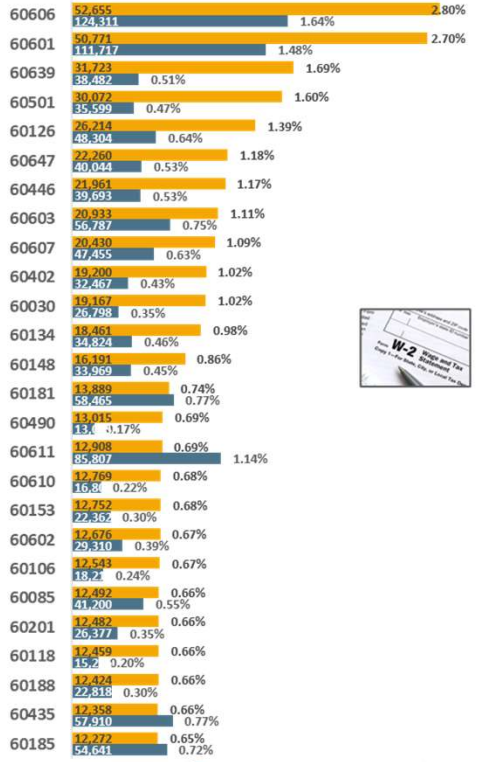
1:00 past 30 days users of PORTILLO'S QSRs

0:47 / 27.5 CHICAGO

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 829

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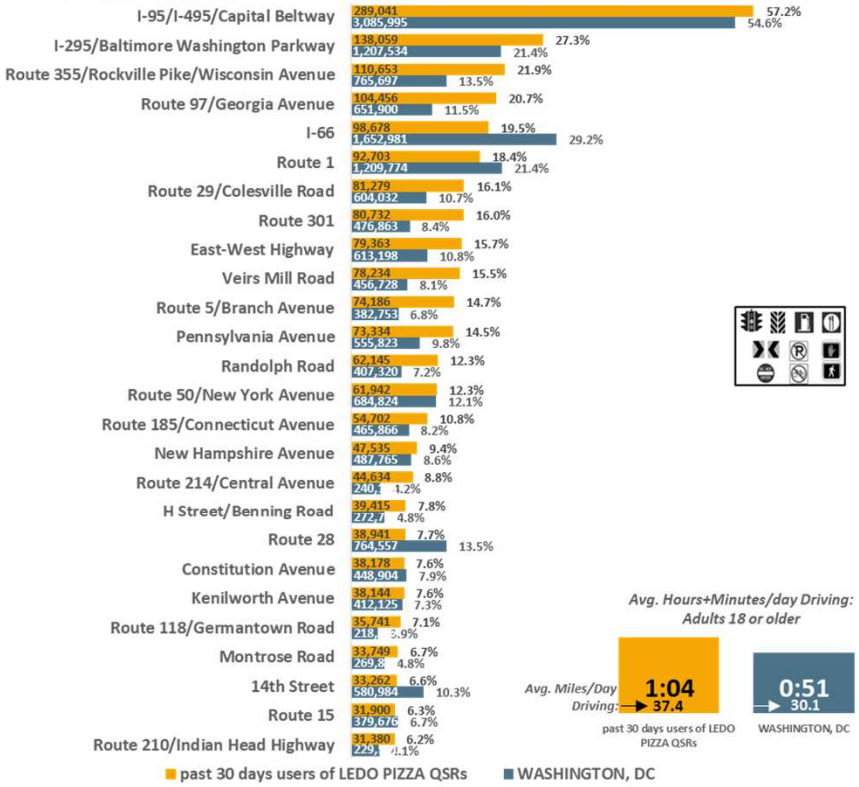
Quick service restaurants used past 30 days: Portillo's

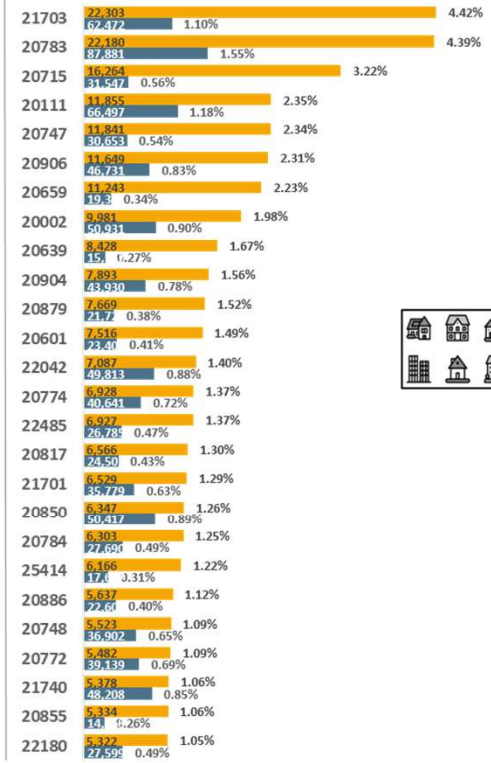
444,703 or 88.1% of Adults 18 or older past 30 days users of LEDO PIZZA QSRs spend an average of 64.3 minutes per day driving an average of 37.4 miles each day and are 117.% more likely to use Route 5/Branch Avenue than the Metro average.

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

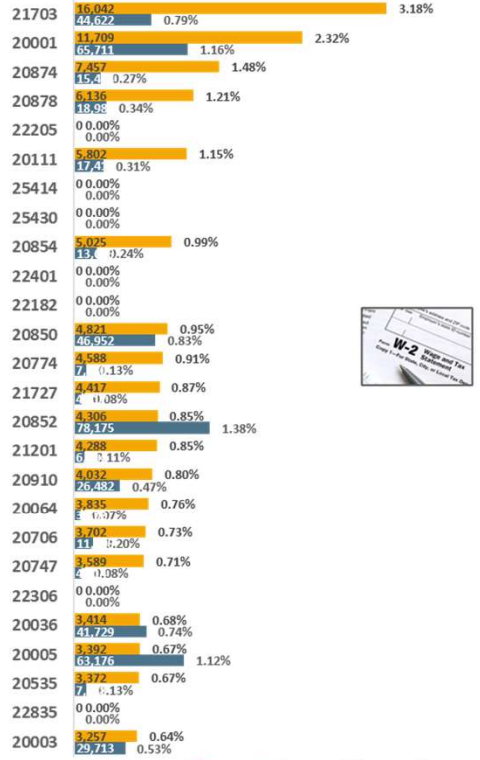


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 428

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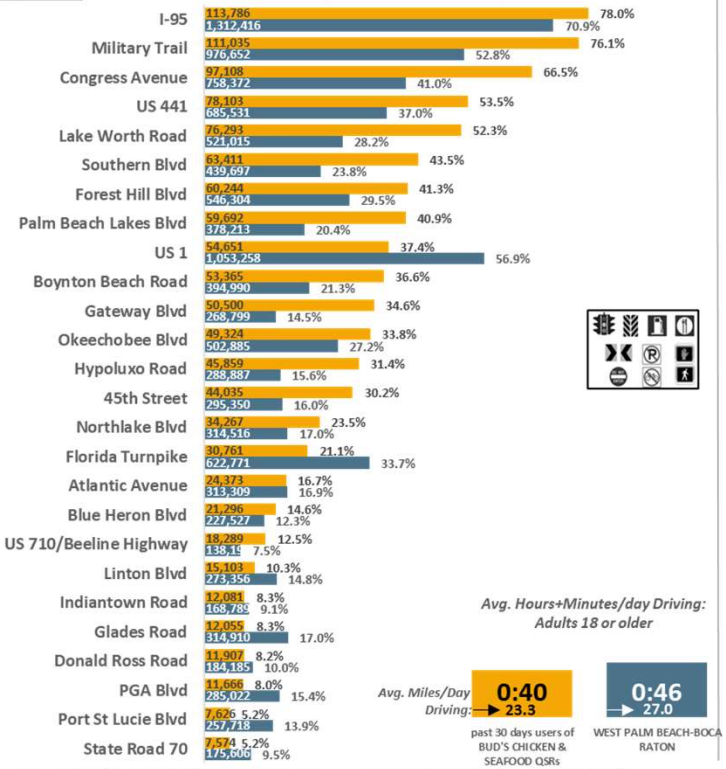
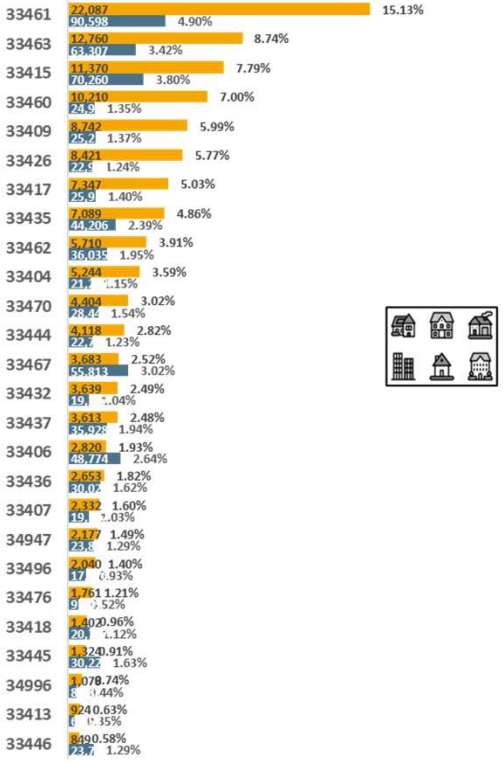
Quick service restaurants used past 30 days: Ledo Pizza

131,018 or 89.8% of Adults 18 or older past 30 days users of BUD'S CHICKEN & SEAFOOD QSRs spend an average of 40. minutes per day driving an average of 23.3 miles each day and are 138.2% more likely to use Gateway Blvd than the Metro average.

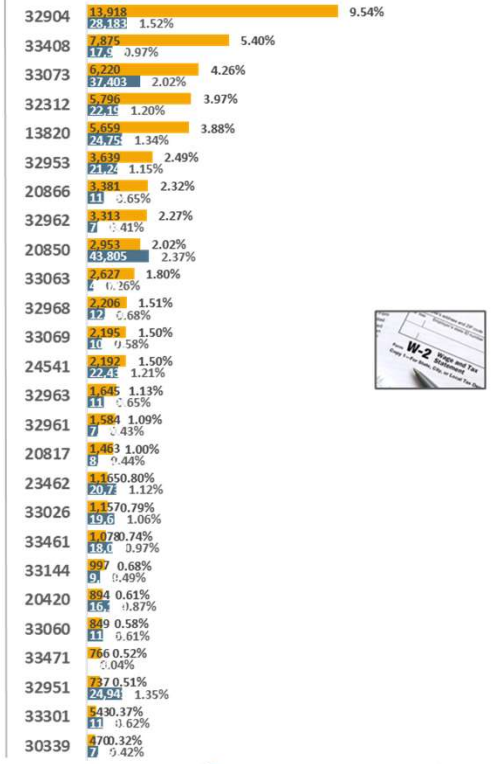
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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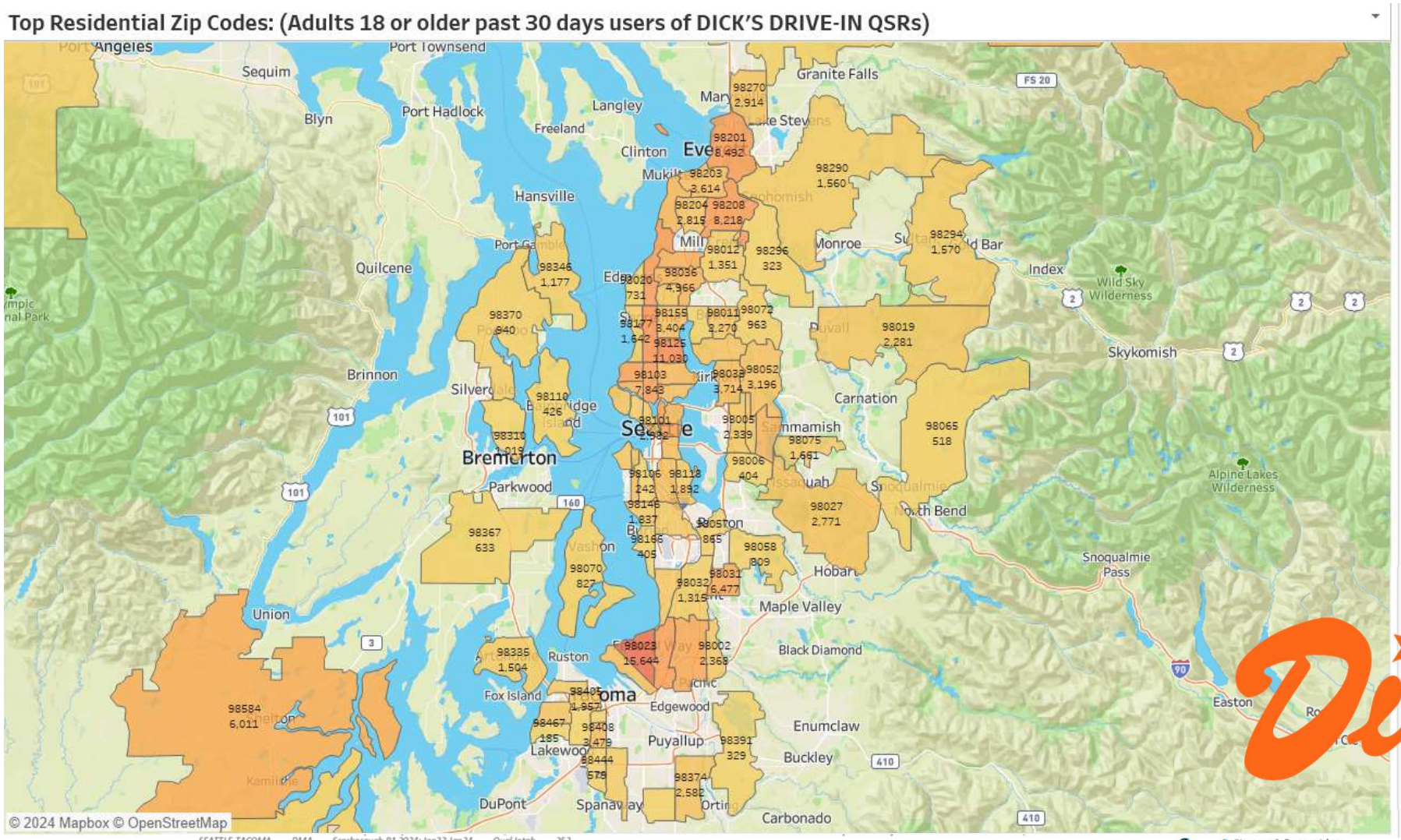
Quick service restaurants used past 30 days: Bud's Chicken & Seafood

Top Residential Zip Codes: (Adults 18 or older past 30 days users of DICK'S DRIVE-IN QSRs)



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 252

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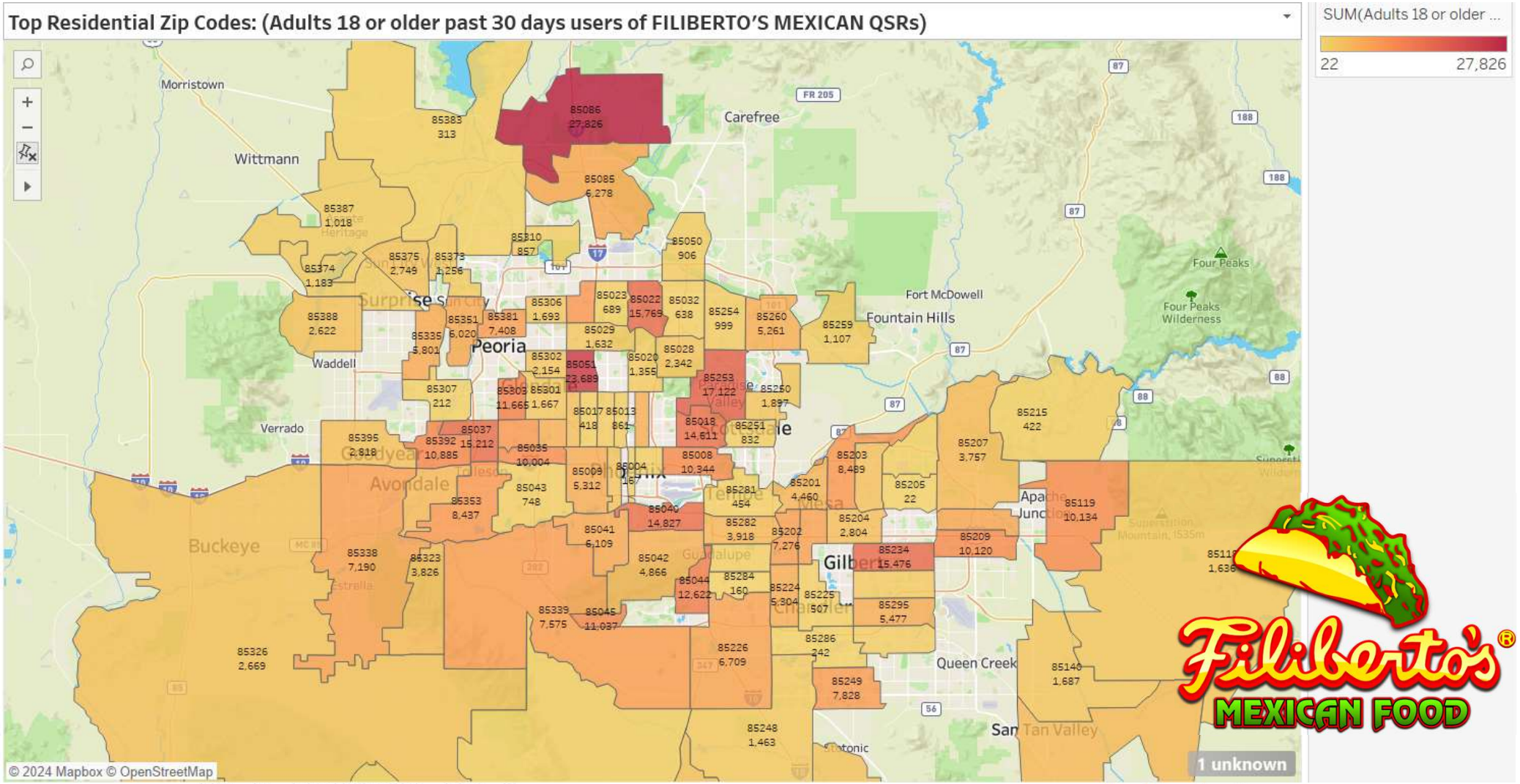
Quick service restaurants used past 30 days: Dick's

Top Residential Zip Codes: (Adults 18 or older past 30 days users of FILIBERTO'S MEXICAN QSRs)



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 259

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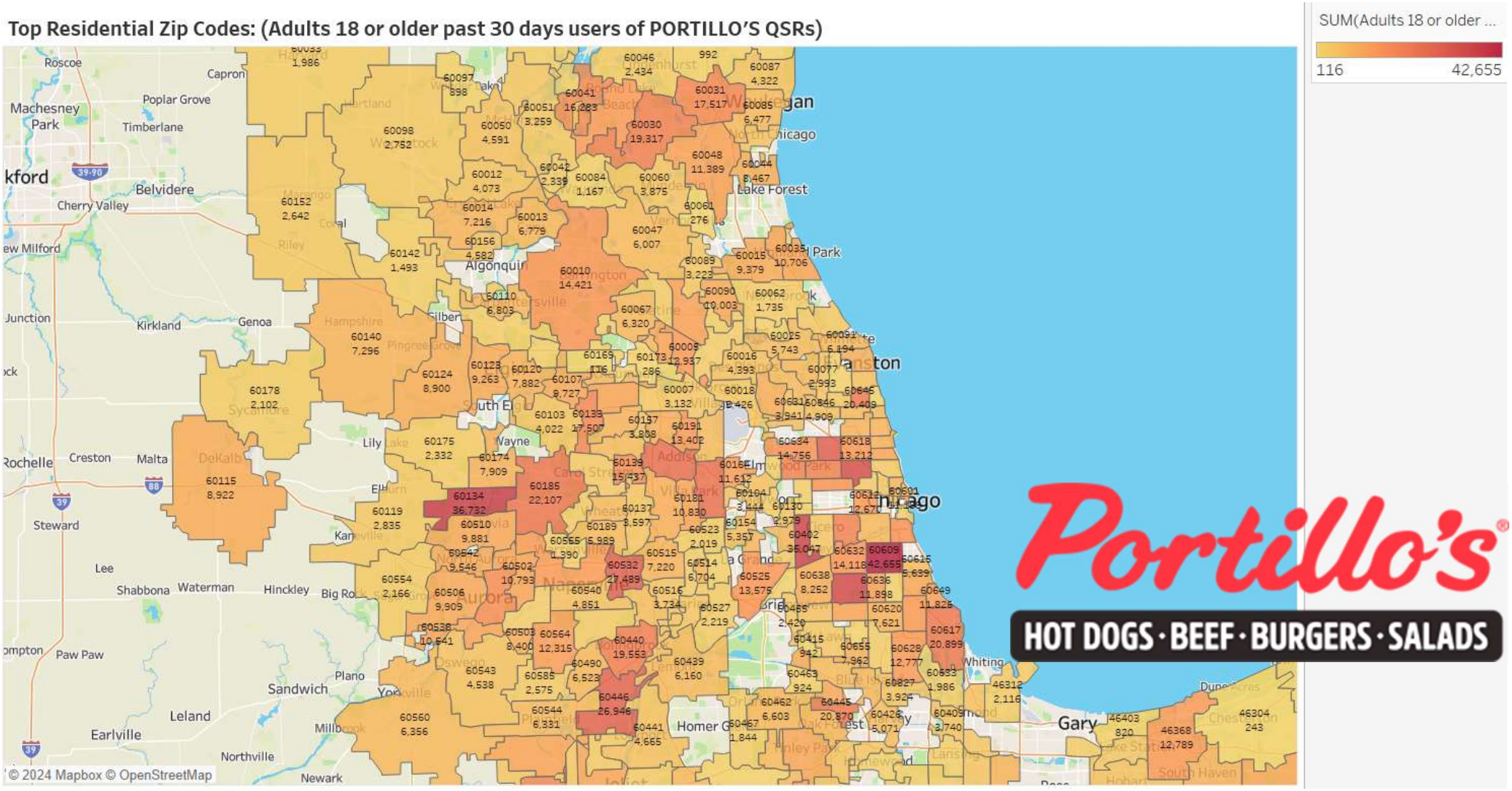
Quick service restaurants used past 30 days: Filiberto's Mexican

Top Residential Zip Codes: (Adults 18 or older past 30 days users of PORTILLO'S QSRs)



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 829

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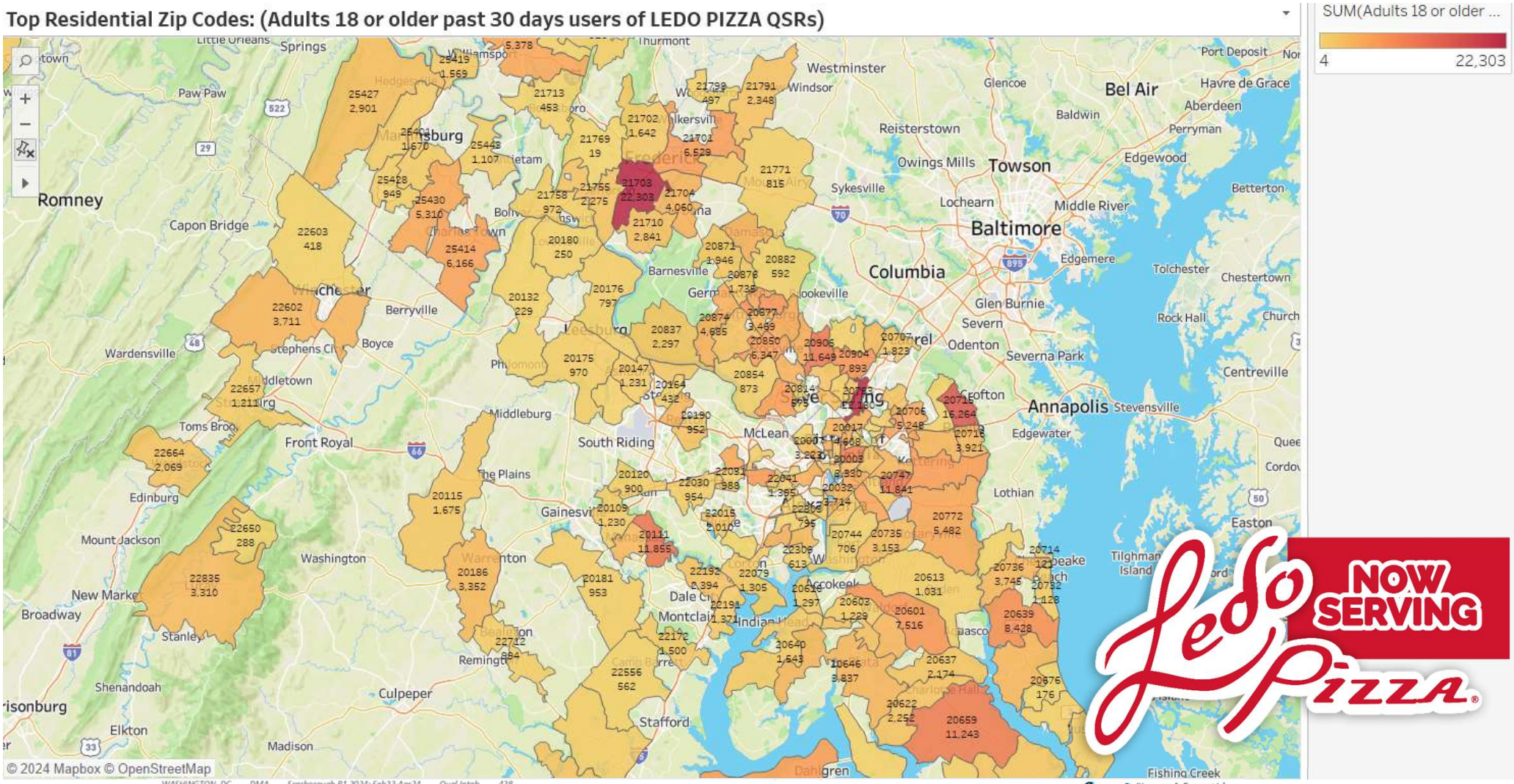
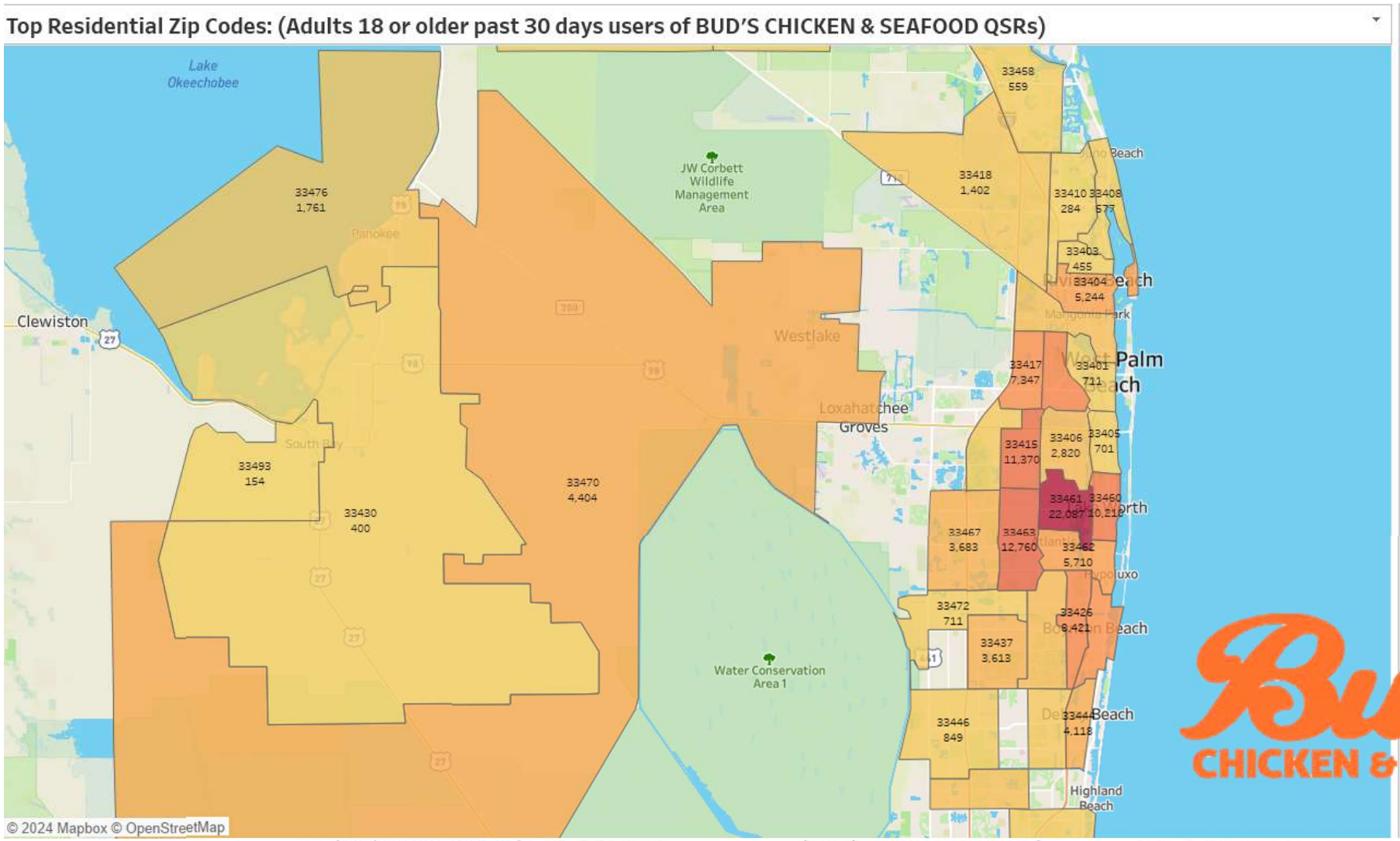
Quick service restaurants used past 30 days: Portillo's

Top Residential Zip Codes: (Adults 18 or older past 30 days users of LEDO PIZZA QSRs)



Quick service restaurants used past 30 days: Ledo Pizza

Top Residential Zip Codes: (Adults 18 or older past 30 days users of BUD'S CHICKEN & SEAFOOD QSRs)



WEST PALM BEACH-BOCA RATON DMA

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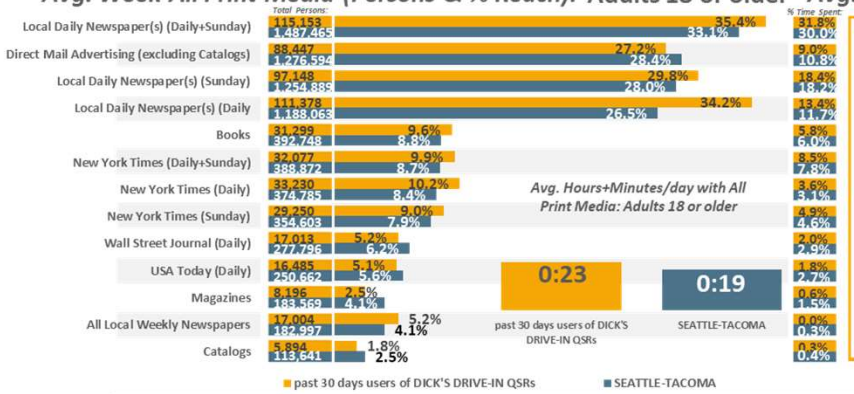
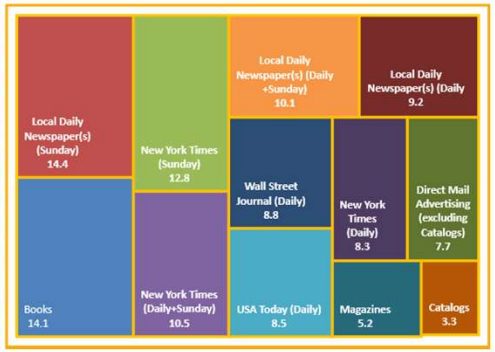
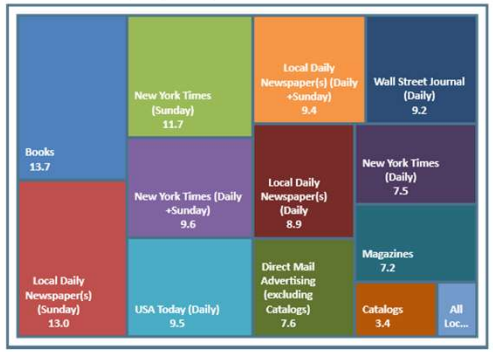
Quick service restaurants used past 30 days: Bud's Chicken & Seafood

115,153 or 35.4% of Adults 18 or older past 30 days users of DICK'S DRIVE-IN QSRs read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.1 minutes every day representing 33.8% of all time spent daily with All forms of Print Media.

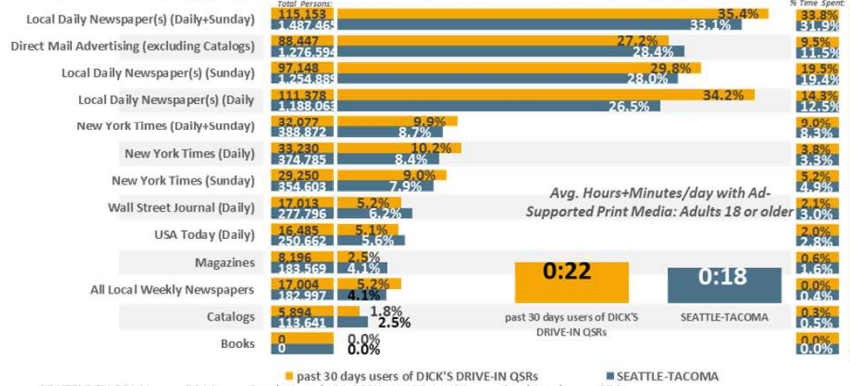
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

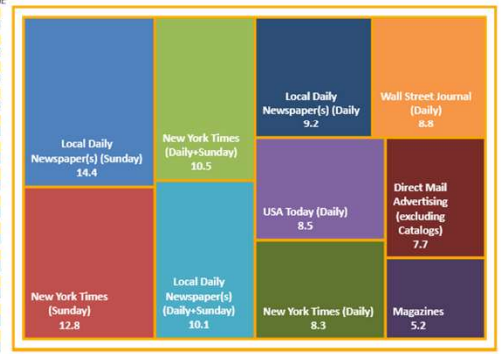


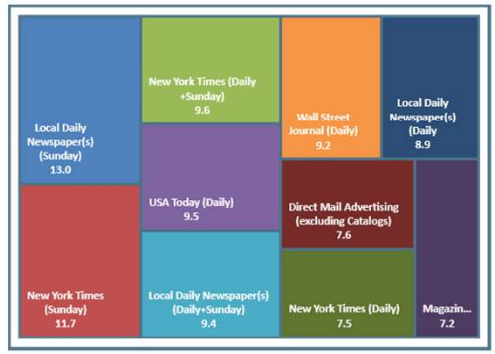




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 252

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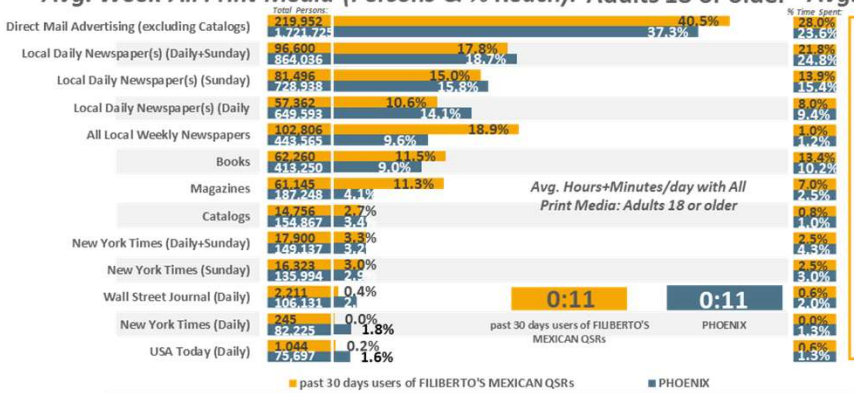
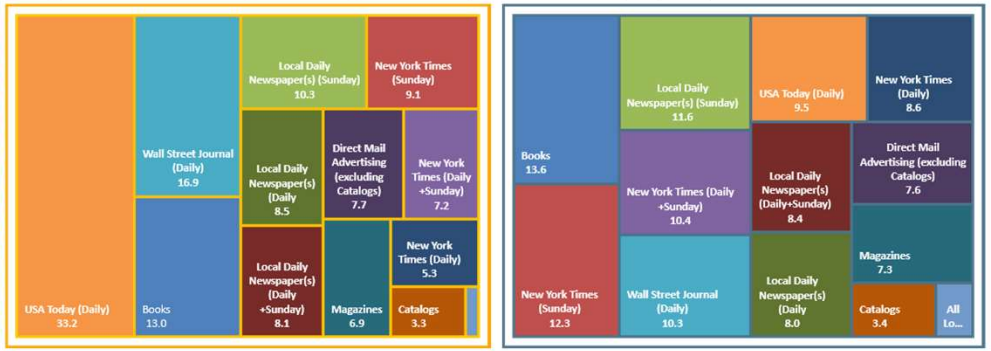
Quick service restaurants used past 30 days: Dick's

219,952 or 40.5% of Adults 18 or older past 30 days users of FILIBERTO'S MEXICAN QSRs read Direct Mail Advertising (excluding Catalogs) for an average of 7.7 minutes every day representing 32.4% of all time spent daily with All forms of Print Media.

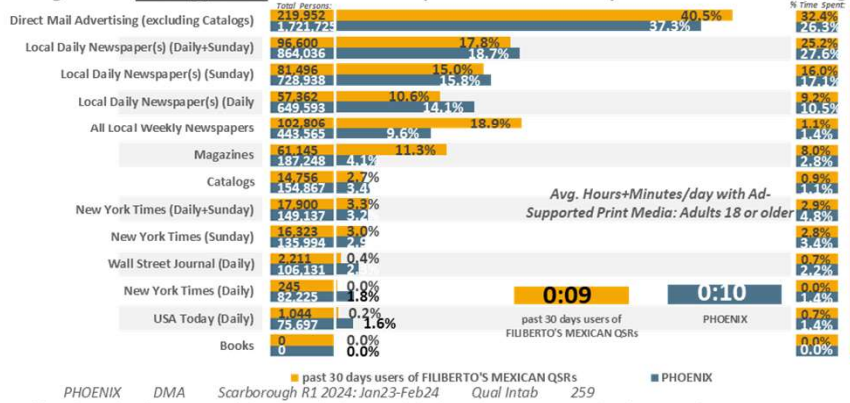
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 259

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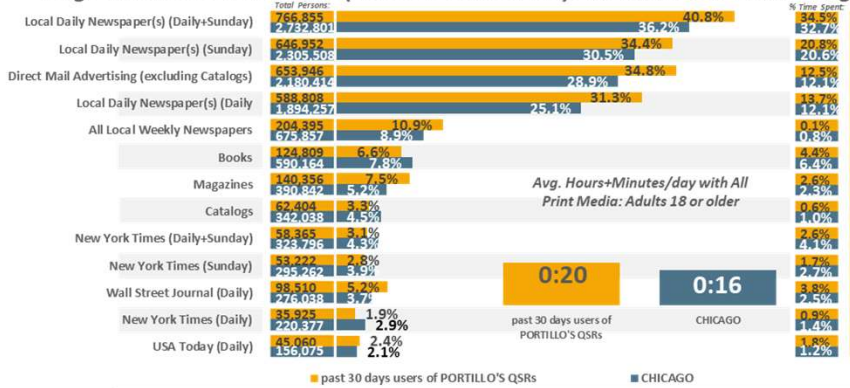
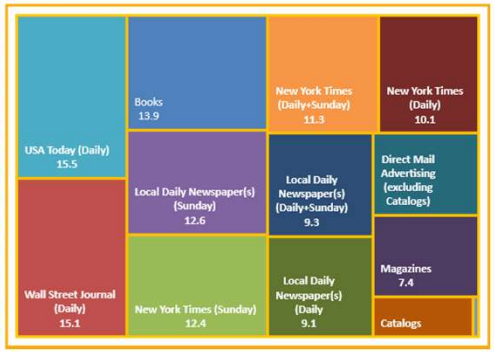
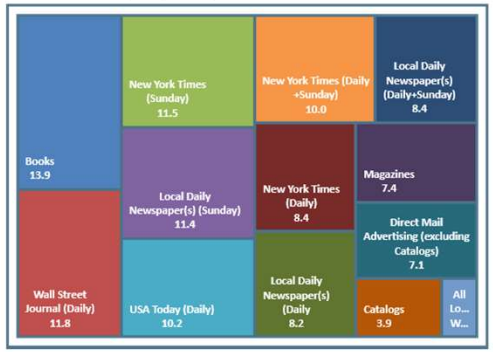
Quick service restaurants used past 30 days: Filiberto's Mexican

766,855 or 40.8% of Adults 18 or older past 30 days users of PORTILLO'S QSRs read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.3 minutes every day representing 36.1% of all time spent daily with All forms of Print Media.

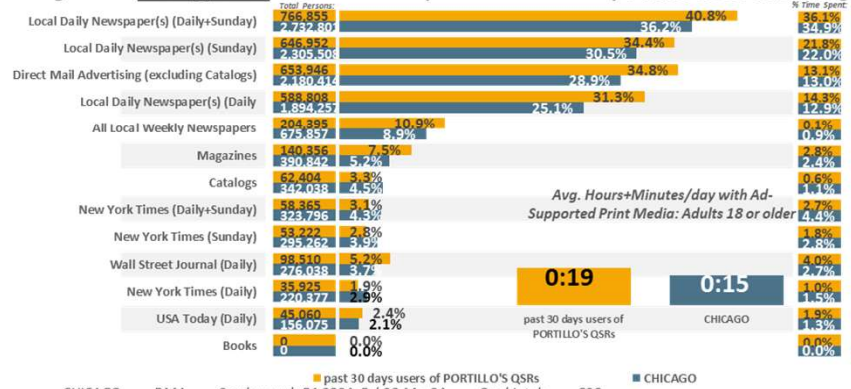
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

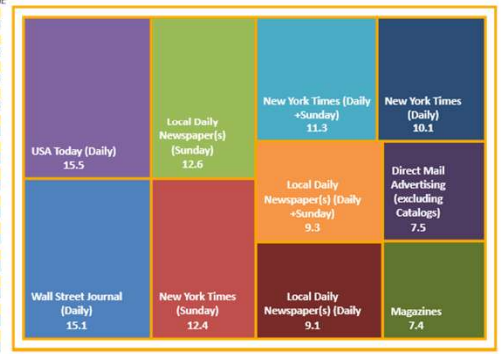


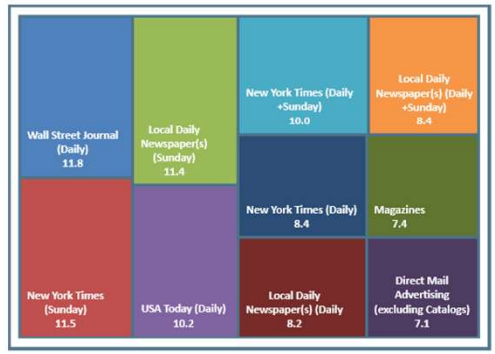




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 829

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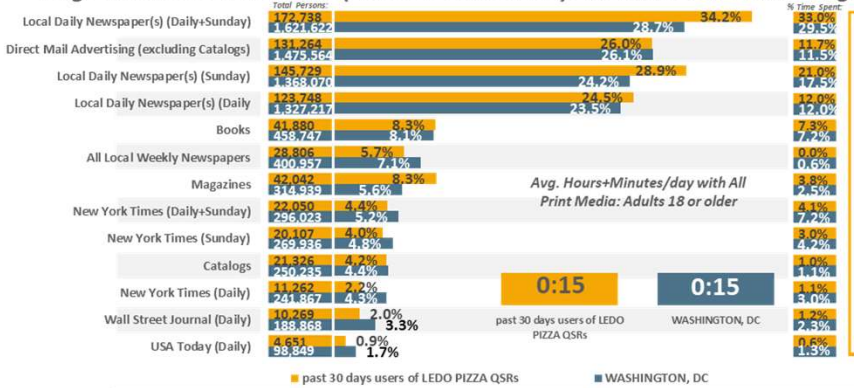
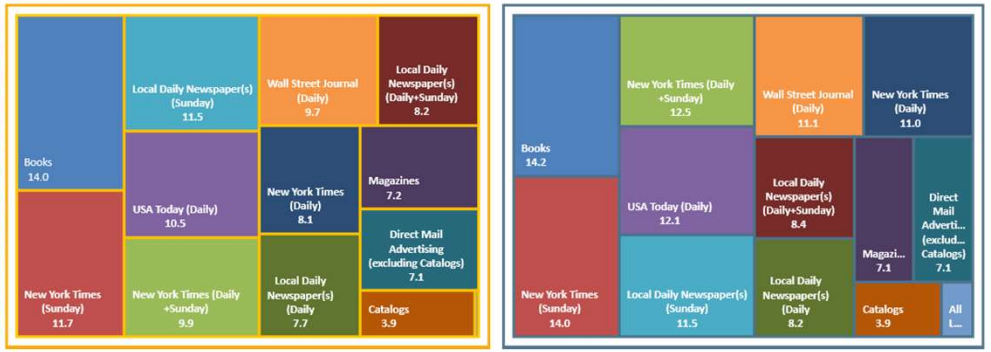
Quick service restaurants used past 30 days: Portillo's

172,738 or 34.2% of Adults 18 or older past 30 days users of LEDO PIZZA QSRs read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.2 minutes every day representing 35.6% of all time spent daily with All forms of Print Media.

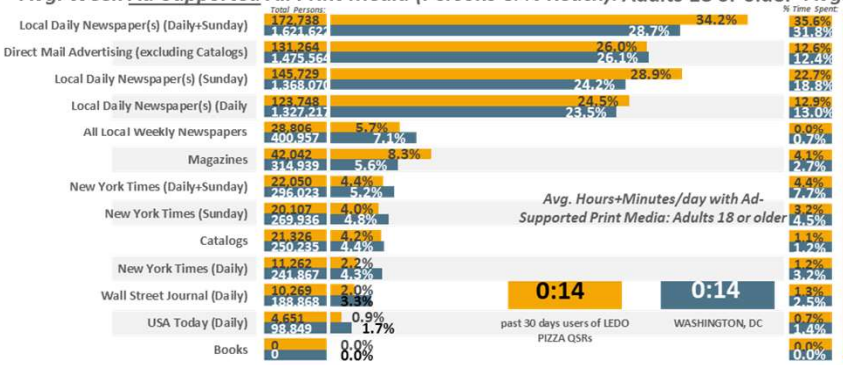
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



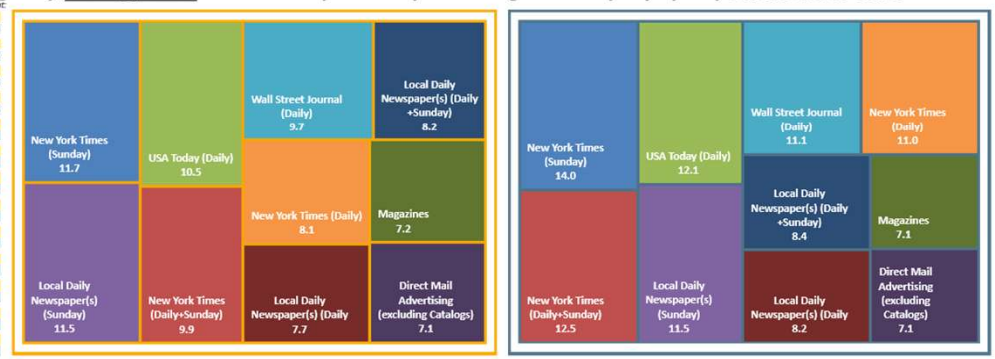
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 428

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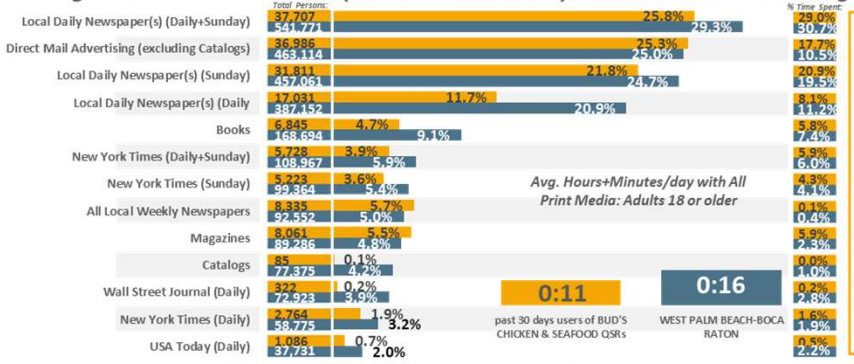
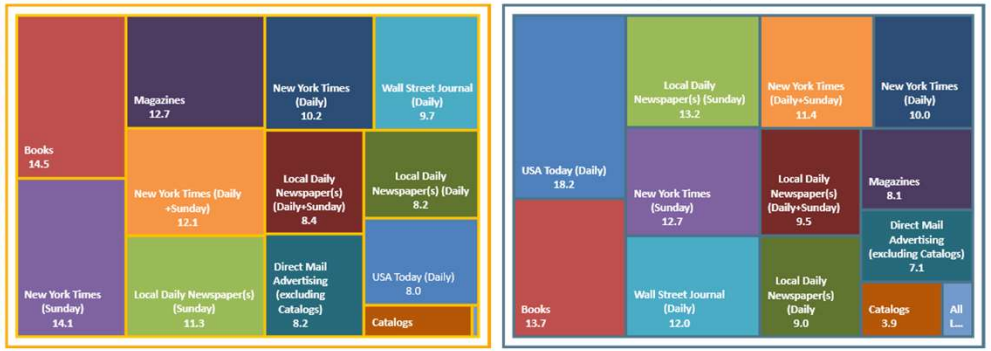
Quick service restaurants used past 30 days: Ledo Pizza

37,707 or 25.8% of Adults 18 or older past 30 days users of BUD'S CHICKEN & SEAFOOD QSRs read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 30.8% of all time spent daily with All forms of Print Media.

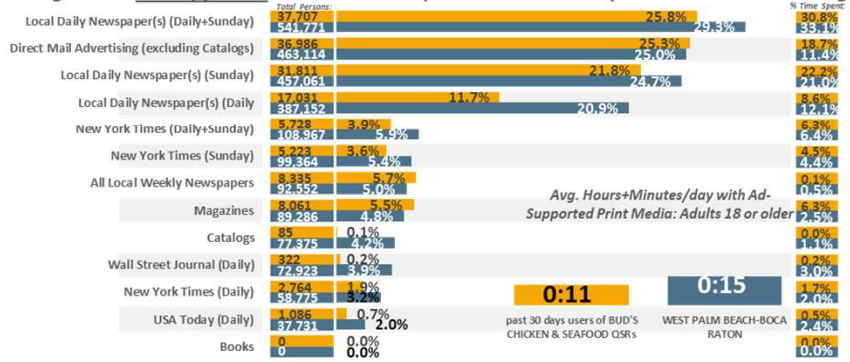
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



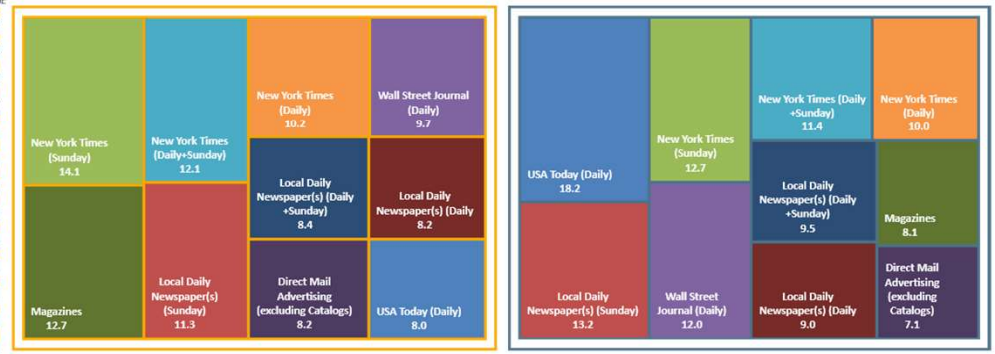
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH-BOCA RATON DMA

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Quick service restaurants used past 30 days: Bud's Chicken & Seafood