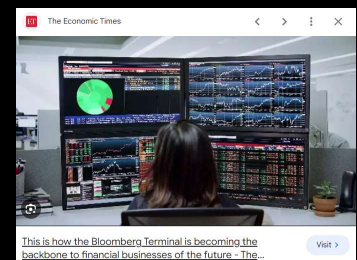


USA—5 QSRs/RESTAURANTS of the PHOENIX DMA!

Brand New Data as of February 28, 2026!

Complete Demographic & Media Use Profiles



**DMA
#12**

P18+



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

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

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

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

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

Sit-down restaurants used past 30 days: Pita Jungle



8.6% or 412,484 of PHOENIX DMA Adults 18 or older used BARRO'S PIZZA in the past 30 days. Typical Adults 18 or older who used BARRO'S PIZZA in the past 30 days are 43.9 years old (10.3% younger than average) and have a \$112,474 (5.1% higher than average) annual household income.

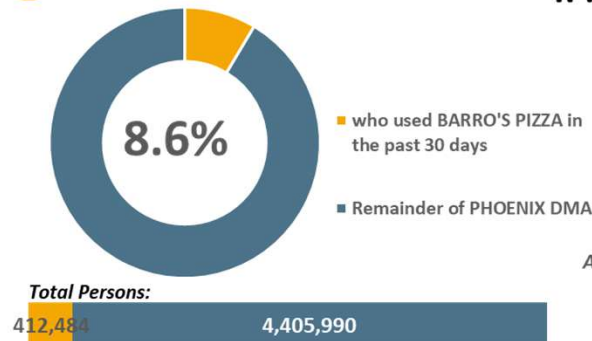


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

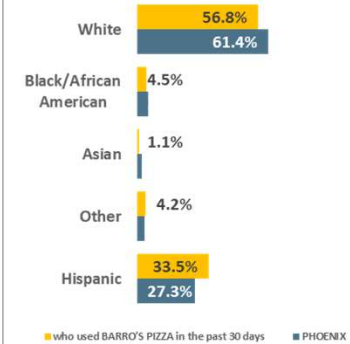
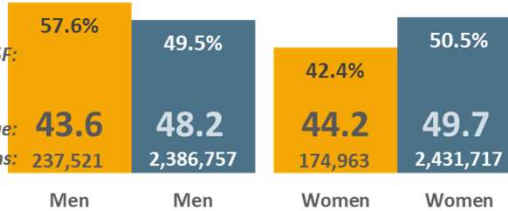
Ethnicity of Target vs. Market:



%M vs. %F:

Average Age:

Persons:



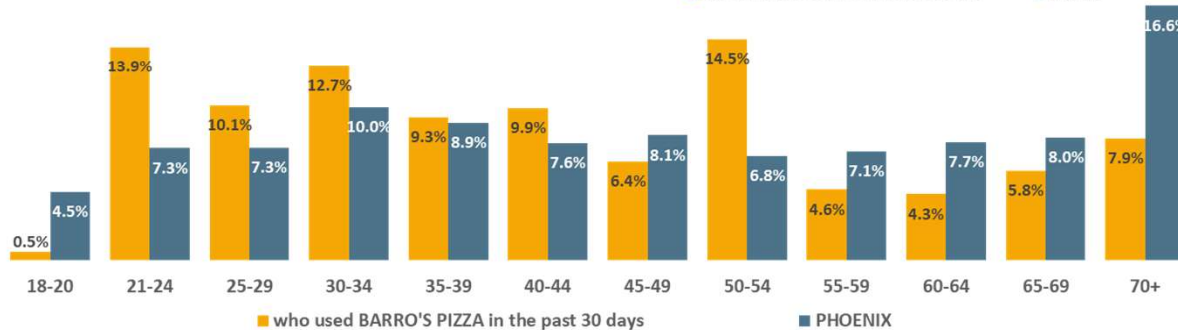
Age Cell Demographics of Target vs. Market:

Average Age:

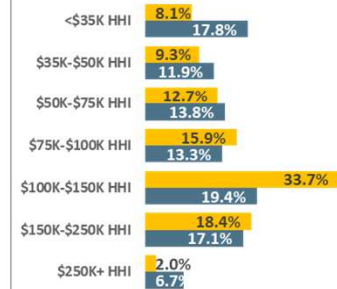
Adults 18 or older

who used BARRO'S PIZZA in the past 30 days

PHOENIX



HHI of Target vs. Market:



Avg HHI: \$112,474 (Target) vs \$107,066 (Market)



6.9% or 330,495 of PHOENIX DMA Adults 18 or older used FILIBERTO'S MEXICAN FOOD in the past 30 days. Typical Adults 18 or older who used FILIBERTO'S MEXICAN FOOD in the past 30 days are 40.9 years old (16.6% younger than average) and have a \$93,153 (13.1% lower than average) annual household income.

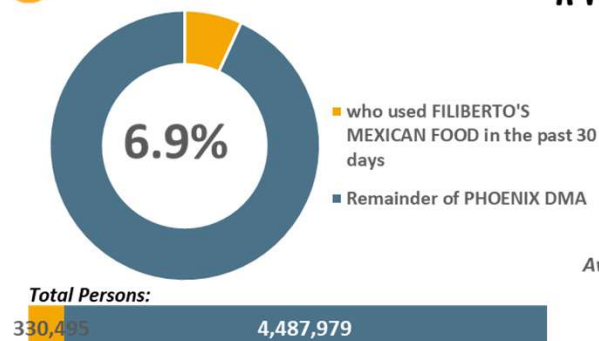


Percent of Market: Adults 18 or older

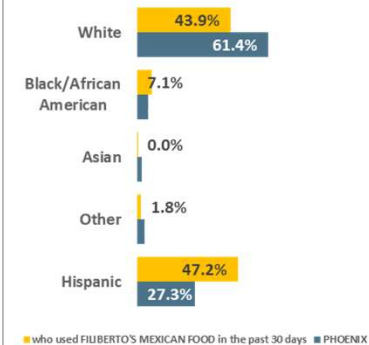


Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:

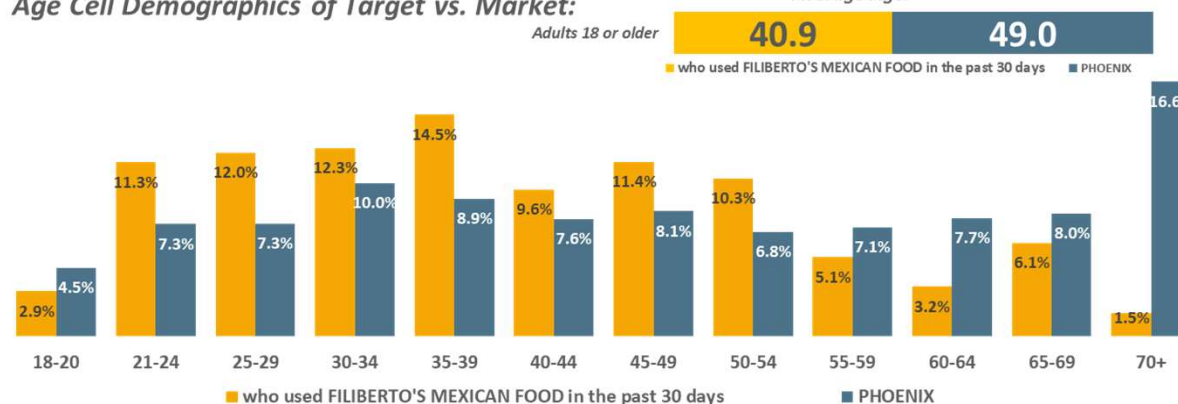


	Men	Men	Women	Women
%M vs. %F	42.8%	49.5%	57.2%	50.5%
Average Age	44.2	48.2	37.8	49.7
# Persons	141,559	2,386,757	188,936	2,431,717

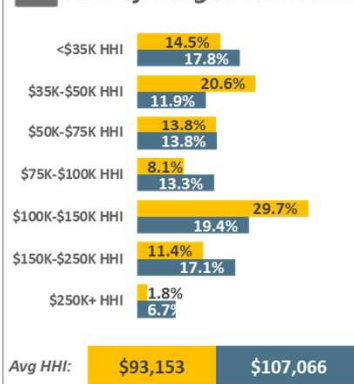


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:





1.2% or 59,751 of PHOENIX DMA Adults 18 or older used MACAYO'S MEXICAN FOOD in the past 30 days. Typical Adults 18 or older who used MACAYO'S MEXICAN FOOD in the past 30 days are 54.6 years old (11.5% older than average) and have a \$113,695 (6.2% higher than average) annual household income.

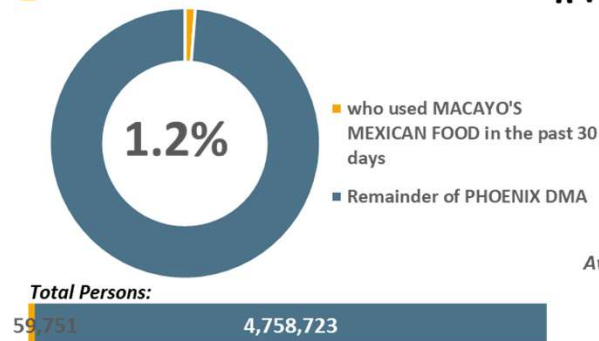


Percent of Market: Adults 18 or older

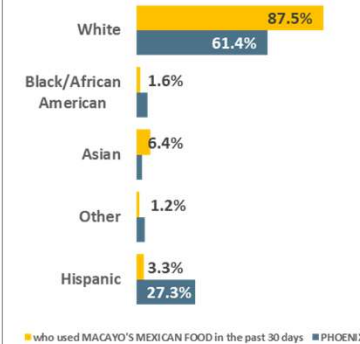


Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:

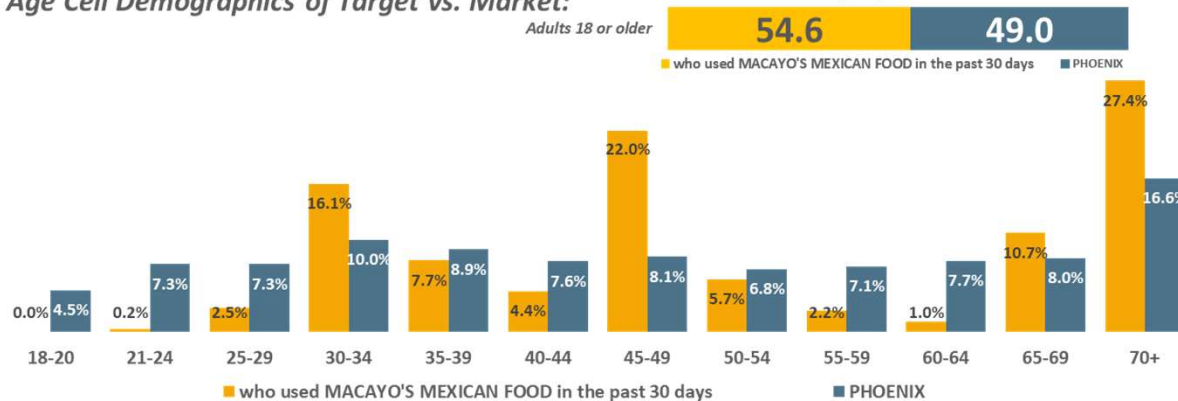


	Men	Men	Women	Women
%M vs. %F:	44.3%	49.5%	55.7%	50.5%
Average Age:	59.7	48.2	49.9	49.7
# Persons:	26,489	2,386,757	33,262	2,431,717

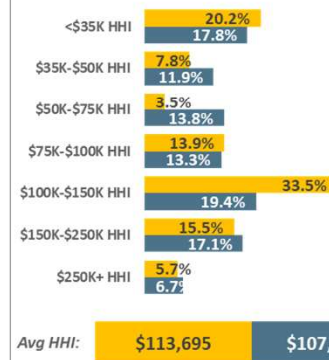


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:





1.5% or 73,089 of PHOENIX DMA Adults 18 or older used OREGANO'S PIZZA BISTRO in the past 30 days. Typical Adults 18 or older who used OREGANO'S PIZZA BISTRO in the past 30 days are 42.6 years old (13% younger than average) and have a \$116,217 (8.5% higher than average) annual household income.

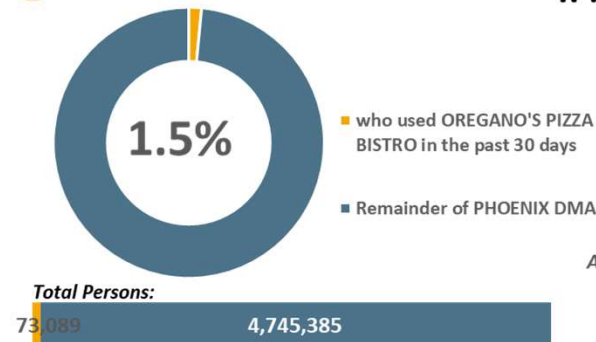


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

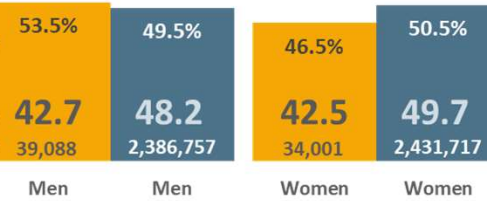
Ethnicity of Target vs. Market:



%M vs. %F:

Average Age:

Persons:



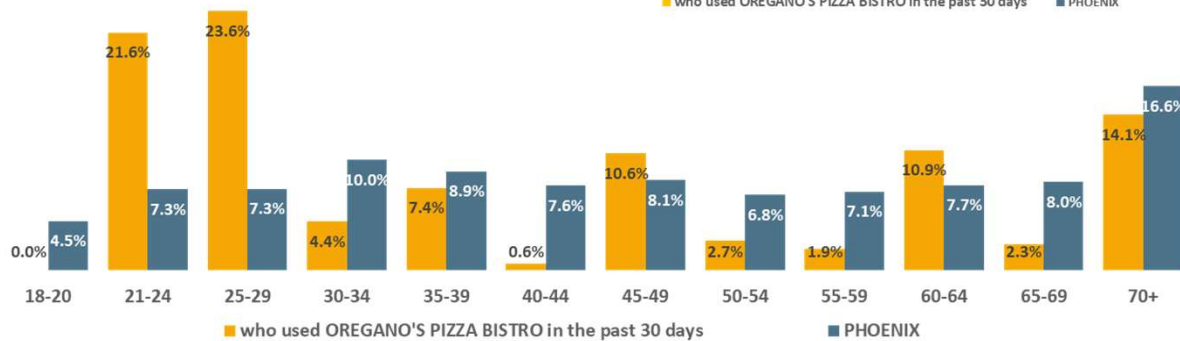
Age Cell Demographics of Target vs. Market:

Average Age:

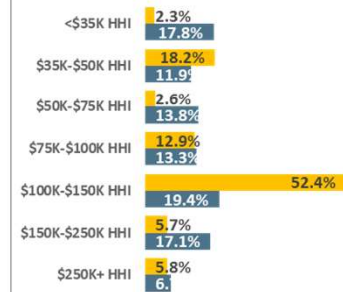
Adults 18 or older

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

PHOENIX



HHI of Target vs. Market:



Avg HHI:

\$116,217

\$107,066



2.6% or 127,520 of PHOENIX DMA Adults 18 or older used PITA JUNGLE in the past 30 days.
 Typical Adults 18 or older who used PITA JUNGLE in the past 30 days are 46.6 years old (4.8% younger than average) and have a \$139,607 (30.4% higher than average) annual household income.

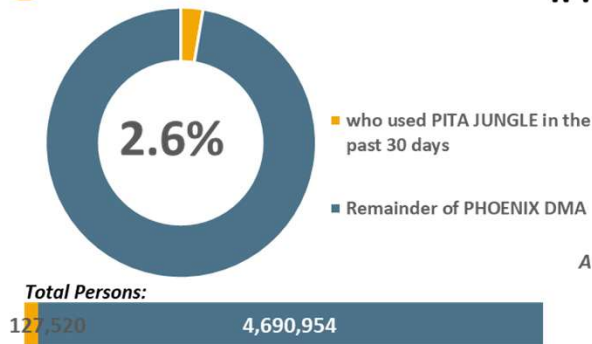


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

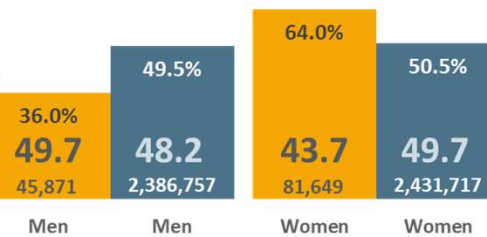
Ethnicity of Target vs. Market:



%M vs. %F:

Average Age:

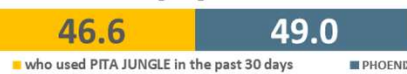
Persons:



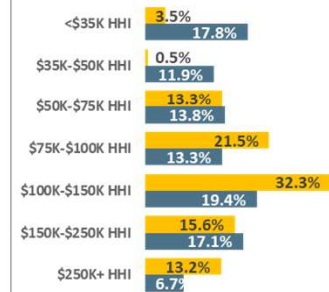
Age Cell Demographics of Target vs. Market:

Adults 18 or older

Average Age:



HHI of Target vs. Market:



Avg HHI: \$139,607 (who used PITA JUNGLE in the past 30 days) vs. \$107,066 (PHOENIX)

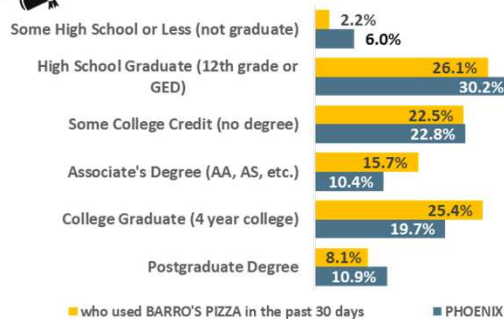


PHX

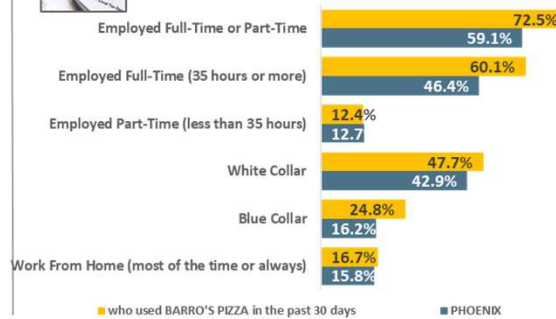
8.6% or 412,484 of PHOENIX DMA Adults 18 or older used BARRO'S PIZZA in the past 30 days. Adults 18 or older who used BARRO'S PIZZA in the past 30 days are 9.3% more likely to be a college graduate, 29.4% more likely to work full-time, 22.% more likely to be married, 51.8% more likely to be a parent of 1 or more children under 18.



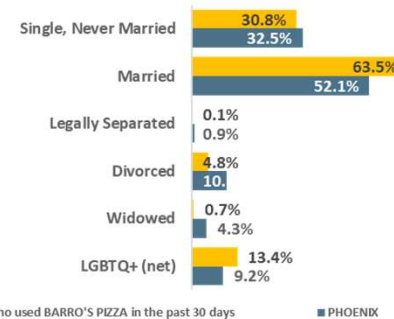
Education Levels: Adults 18 or older



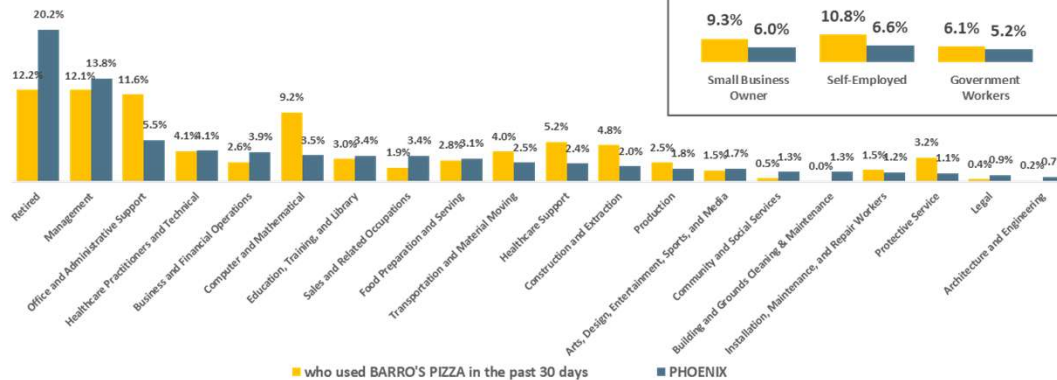
Employment: Adults 18 or older



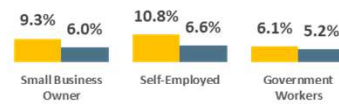
Marital Status: Adults 18 or older



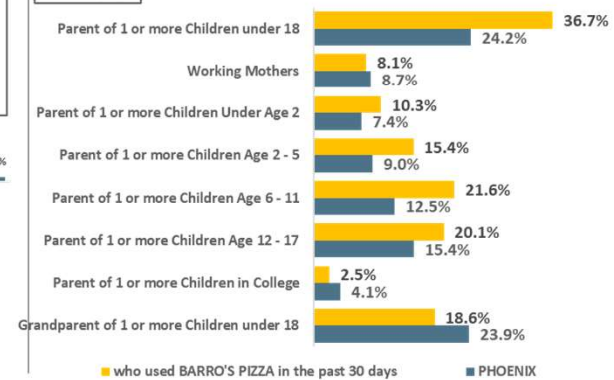
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

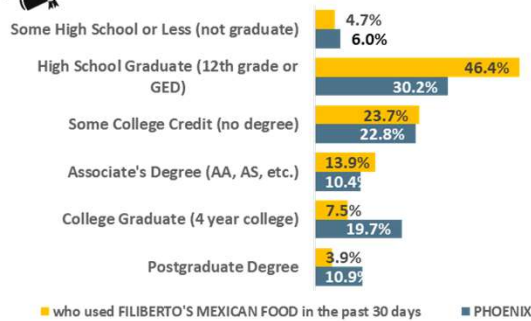




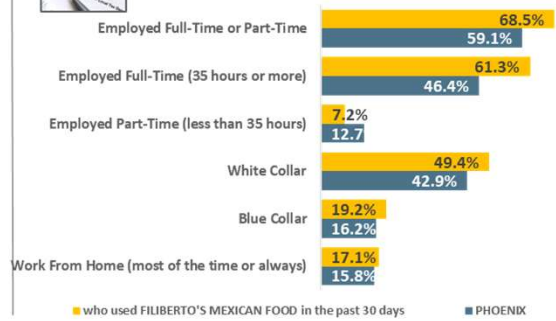
6.9% or 330,495 of PHOENIX DMA Adults 18 or older used FILIBERTO'S MEXICAN FOOD in the past 30 days. Adults 18 or older who used FILIBERTO'S MEXICAN FOOD in the past 30 days are 62.8% less likely to be a college graduate, 32.1% more likely to work full-time, 2.2% less likely to be married, 31.% more likely to be a parent of 1 or more children under 18.



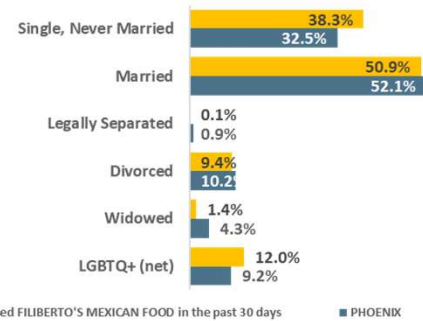
Education Levels: Adults 18 or older



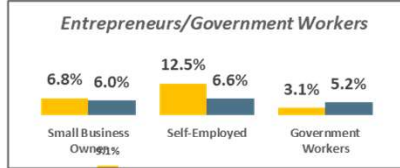
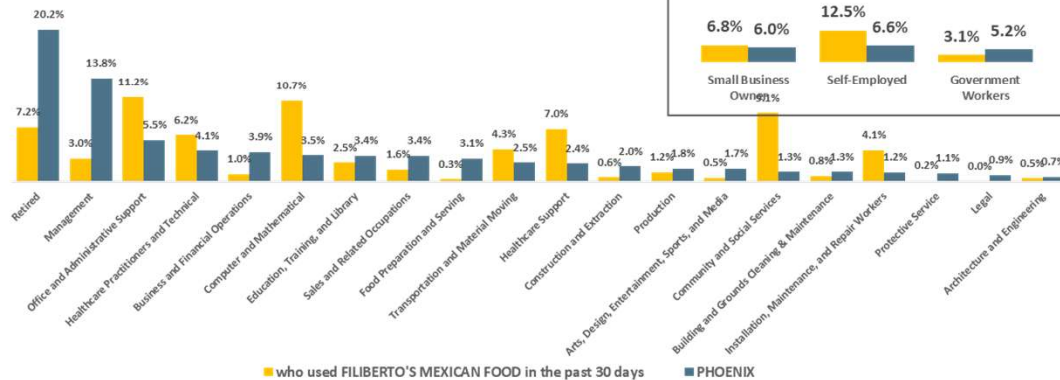
Employment: Adults 18 or older



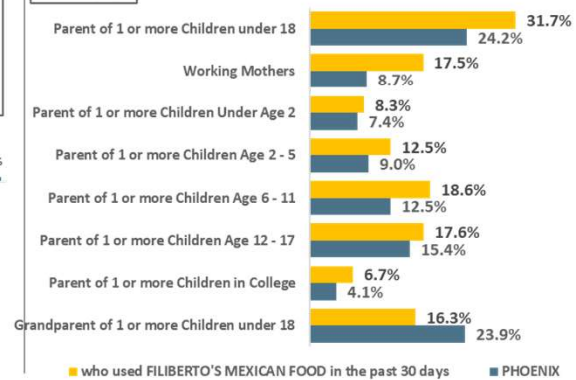
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

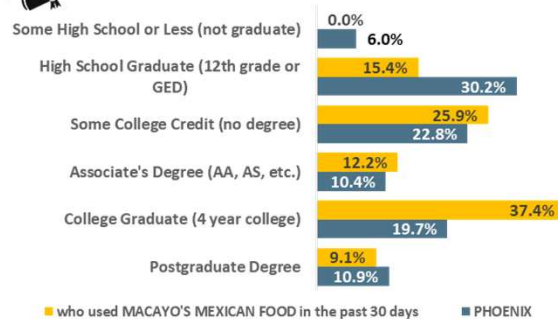




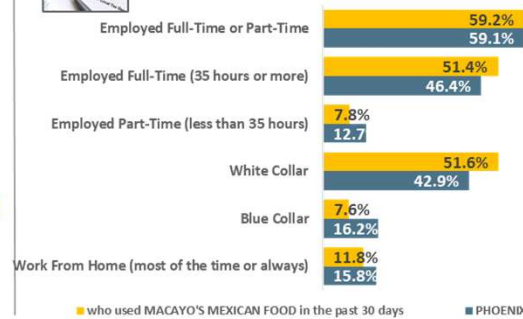
1.2% or 59,751 of PHOENIX DMA Adults 18 or older used MACAYO'S MEXICAN FOOD in the past 30 days. Adults 18 or older who used MACAYO'S MEXICAN FOOD in the past 30 days are 51.9% more likely to be a college graduate, 10.7% more likely to work full-time, 17.% more likely to be married, 58.1% more likely to be a parent of 1 or more children under 18.



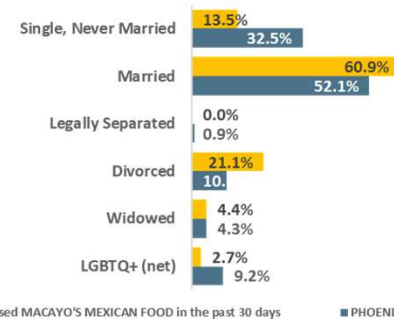
Education Levels: Adults 18 or older



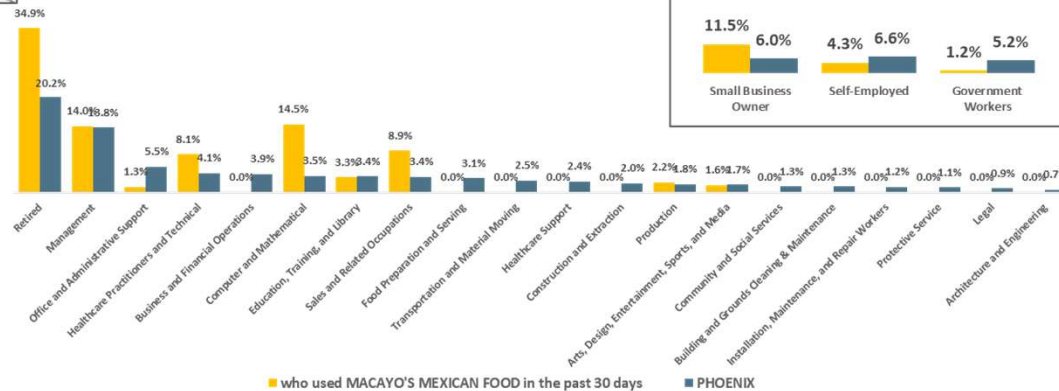
Employment: Adults 18 or older



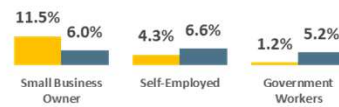
Marital Status: Adults 18 or older



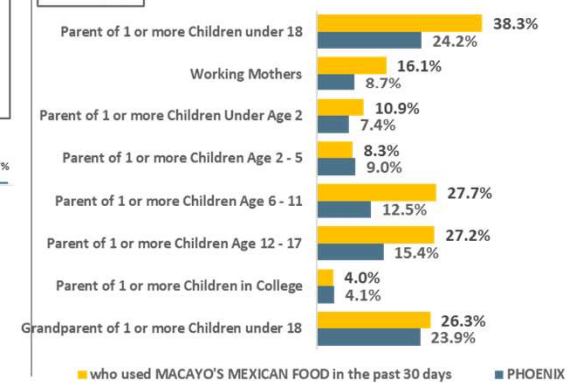
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

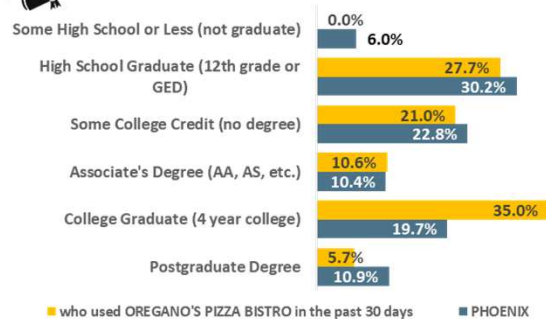




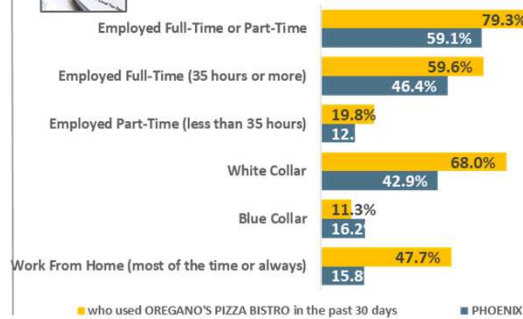
1.5% or 73,089 of PHOENIX DMA Adults 18 or older used OREGANO'S PIZZA BISTRO in the past 30 days. Adults 18 or older who used OREGANO'S PIZZA BISTRO in the past 30 days are 32.9% more likely to be a college graduate, 28.2% more likely to work full-time, 7.7% less likely to be married, 72.7% less likely to be a parent of 1 or more children under 18.



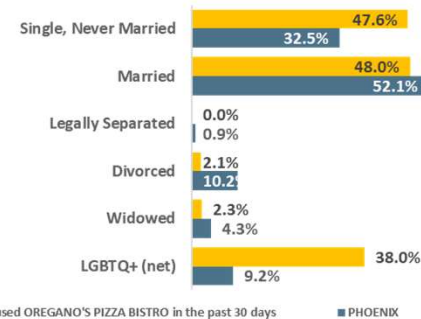
Education Levels: Adults 18 or older



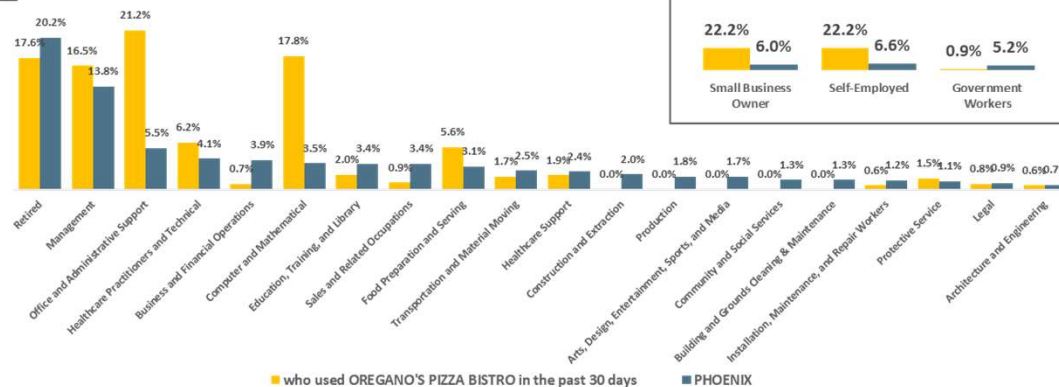
Employment: Adults 18 or older



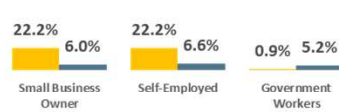
Marital Status: Adults 18 or older



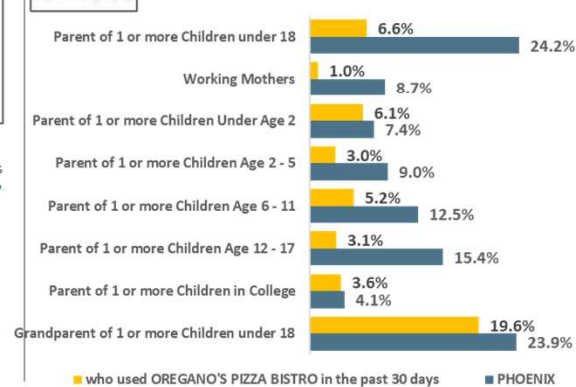
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



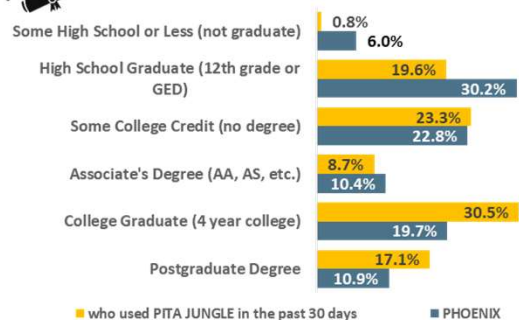
Stage in Life: Adults 18 or older



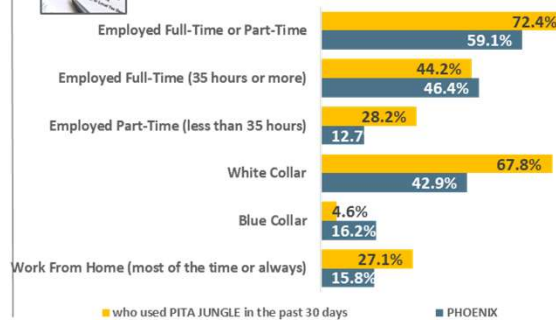


2.6% or 127,520 of PHOENIX DMA Adults 18 or older used PITA JUNGLE in the past 30 days. Adults 18 or older who used PITA JUNGLE in the past 30 days are 55.6% more likely to be a college graduate, 4.7% less likely to work full-time, 11.7% less likely to be married, 3.7% more likely to be a parent of 1 or more children under 18.

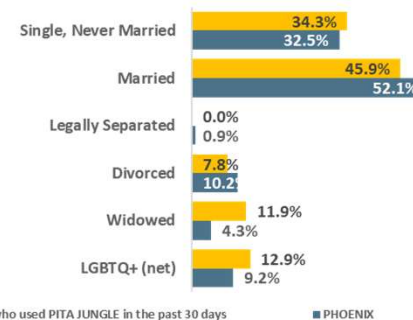
Education Levels: Adults 18 or older



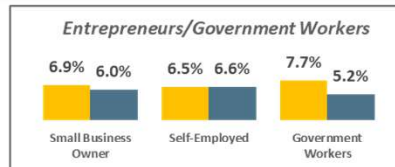
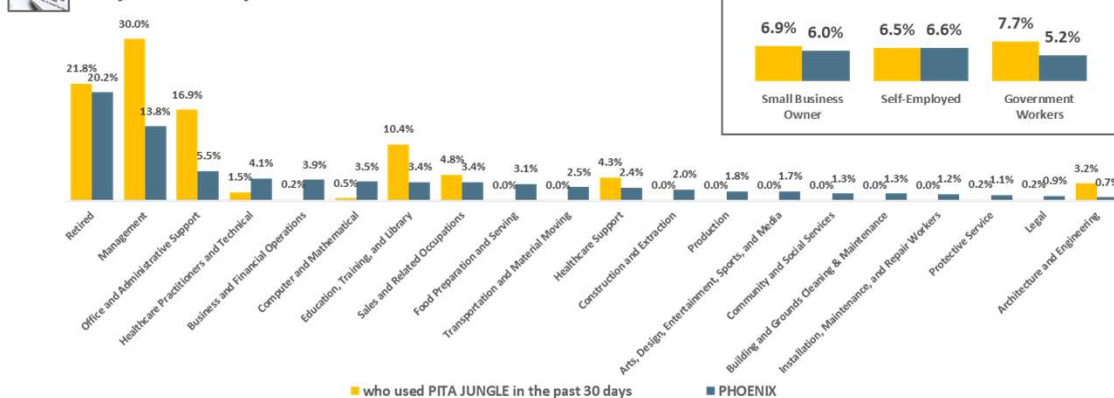
Employment: Adults 18 or older



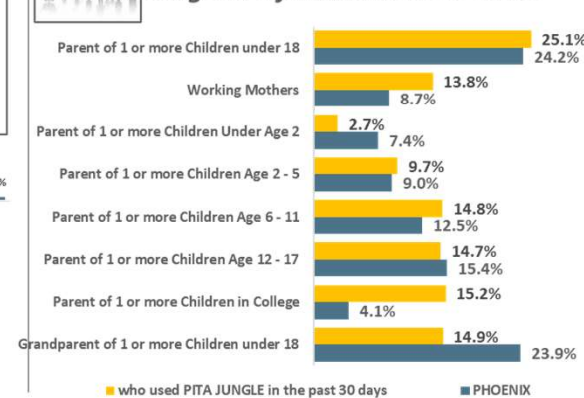
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older



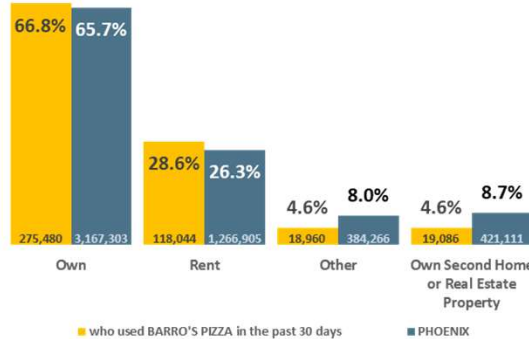


PHX

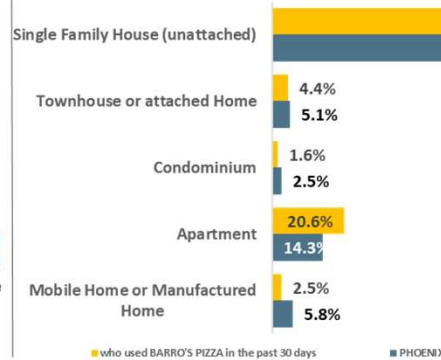
8.6% or 412,484 of PHOENIX DMA Adults 18 or older used BARRO'S PIZZA in the past 30 days. Adults 18 or older who used BARRO'S PIZZA in the past 30 days are 1.6% more likely to own their home, 6.6% more likely to own a higher valued home, 1.7% less likely to have a single-family home, 19.2% more likely to have a dog.



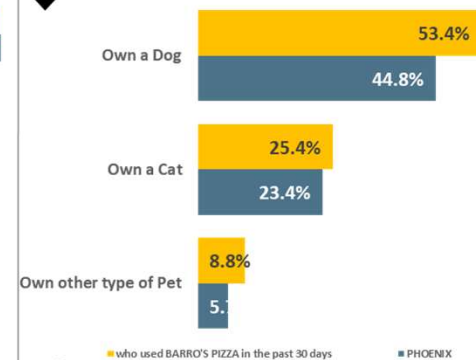
Own/Rent/Other: Adults 18 or older



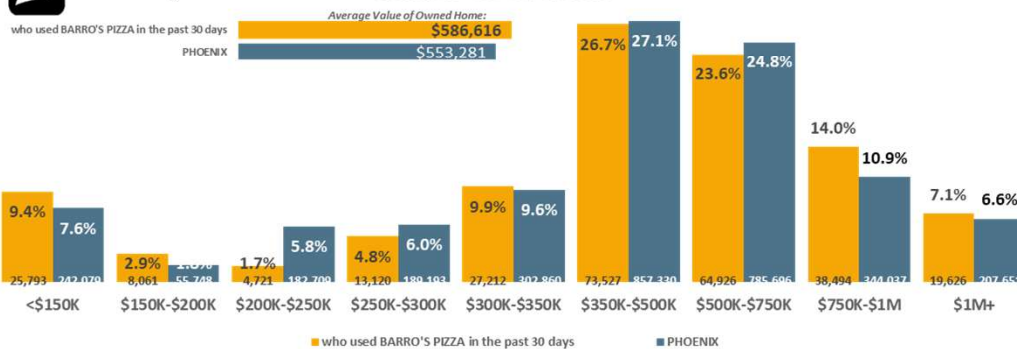
Type of Home: Adults 18 or older



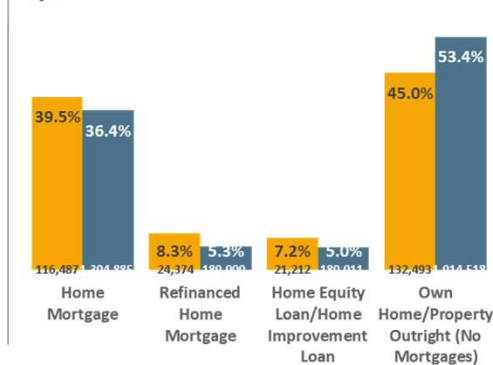
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



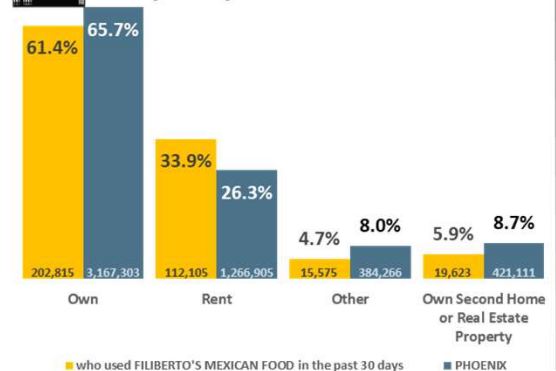
Home Loans: Adults 18 or older



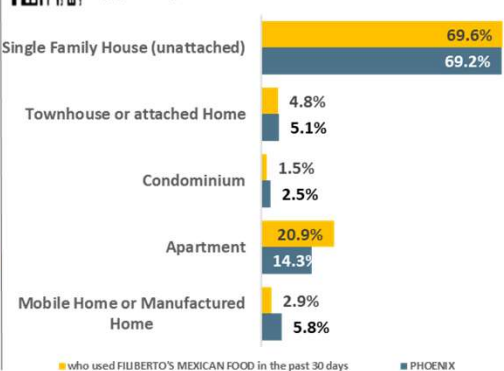


6.9% or 330,495 of PHOENIX DMA Adults 18 or older used FILIBERTO'S MEXICAN FOOD in the past 30 days. Adults 18 or older who used FILIBERTO'S MEXICAN FOOD in the past 30 days are 6.6% less likely to own their home, 6.7% more likely to own a lower valued home, .5% more likely to have a single-family home, 44.8% more likely to have a dog.

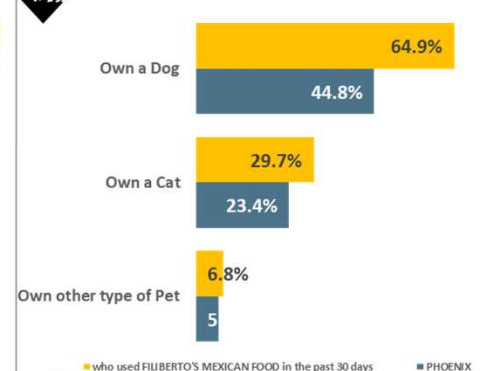
Own/Rent/Other: Adults 18 or older



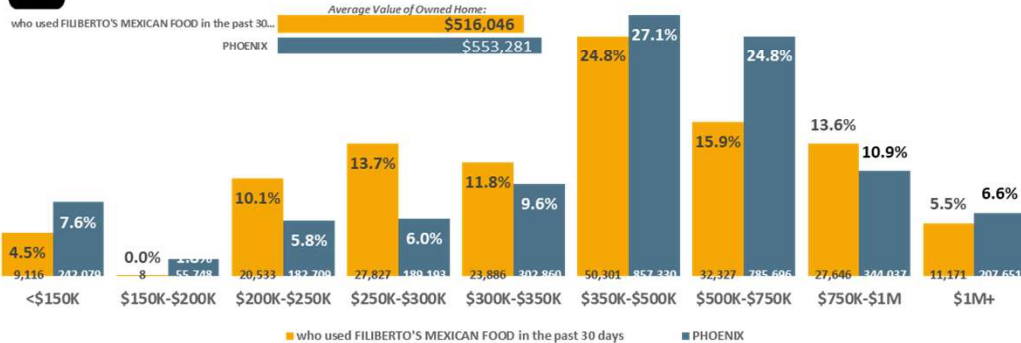
Type of Home: Adults 18 or older



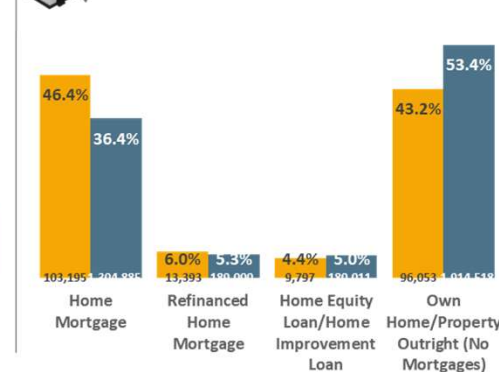
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



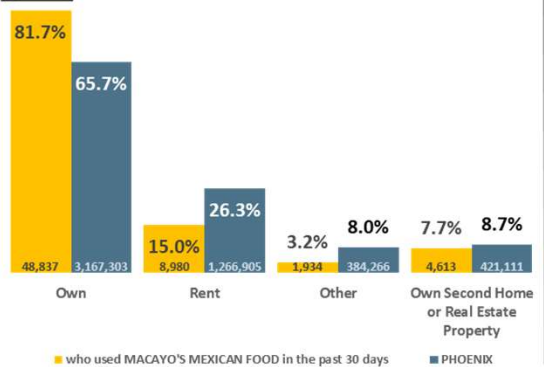
Home Loans: Adults 18 or older



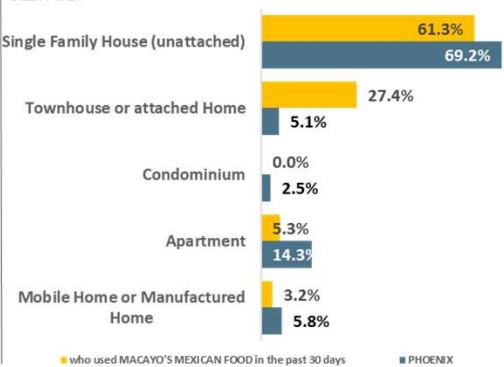


1.2% or 59,751 of PHOENIX DMA Adults 18 or older used MACAYO'S MEXICAN FOOD in the past 30 days. Adults 18 or older who used MACAYO'S MEXICAN FOOD in the past 30 days are 24.3% more likely to own their home, 22.8% more likely to own a lower valued home, 11.4% less likely to have a single-family home, 25.6% less likely to have a dog.

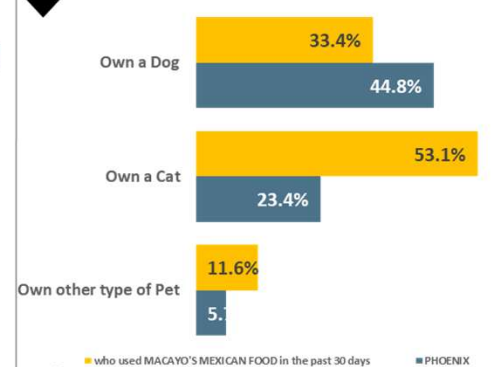
Own/Rent/Other: Adults 18 or older



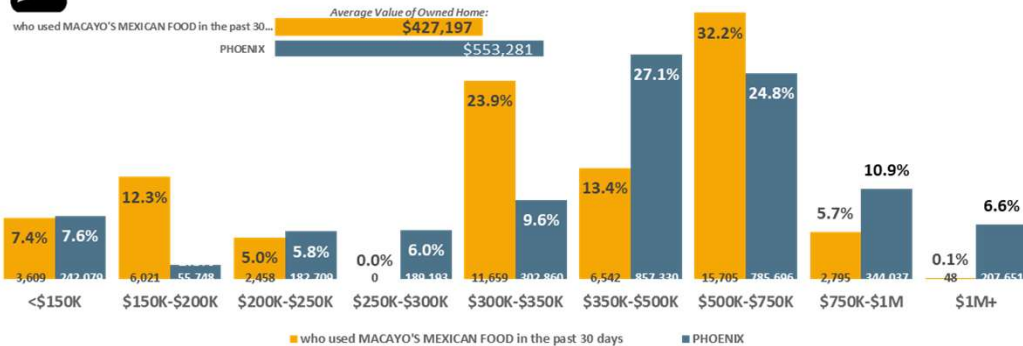
Type of Home: Adults 18 or older



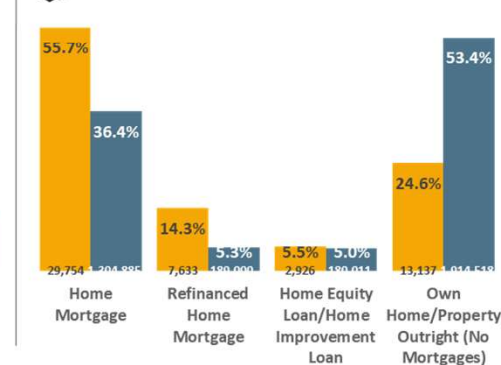
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



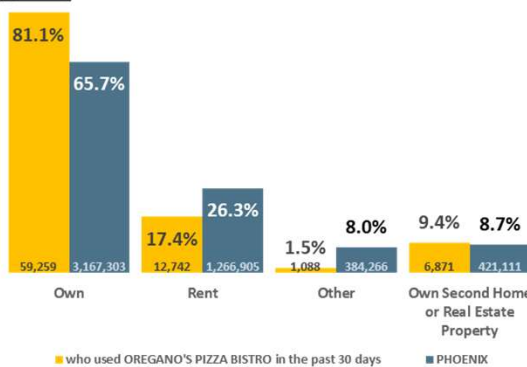
Home Loans: Adults 18 or older



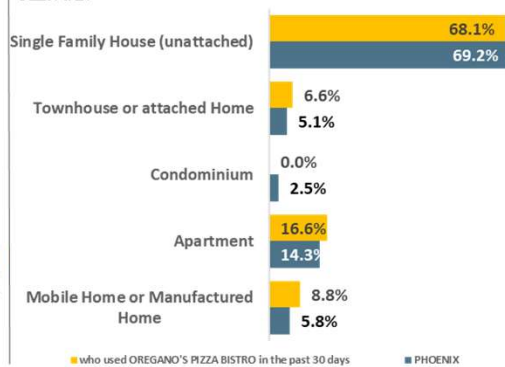
1.5% or 73,089 of PHOENIX DMA Adults 18 or older used OREGANO'S PIZZA BISTRO in the past 30 days. Adults 18 or older who used OREGANO'S PIZZA BISTRO in the past 30 days are 23.3% more likely to own their home, 15.2% more likely to own a lower valued home, 1.7% less likely to have a single-family home, 9.4% more likely to have a dog.



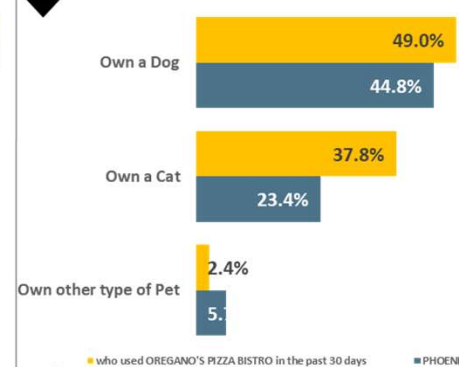
Own/Rent/Other: Adults 18 or older



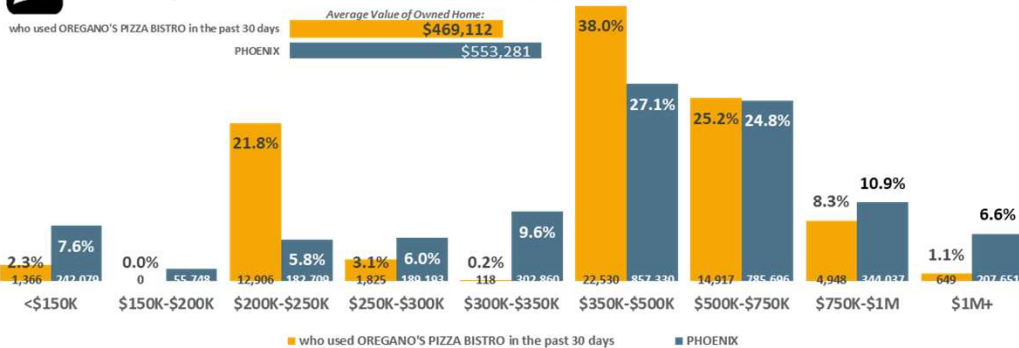
Type of Home: Adults 18 or older



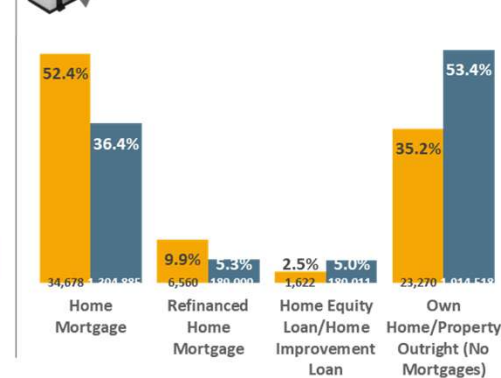
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



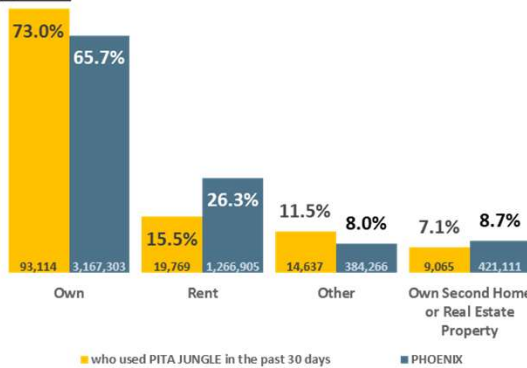


PHX

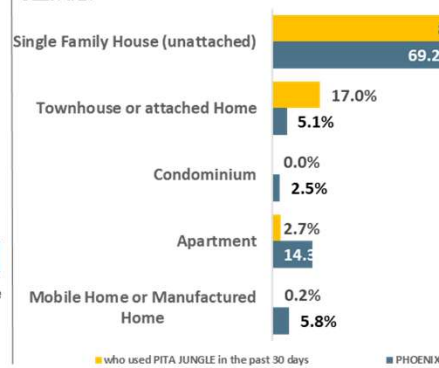
2.6% or 127,520 of PHOENIX DMA Adults 18 or older used PITA JUNGLE in the past 30 days. Adults 18 or older who used PITA JUNGLE in the past 30 days are 11.1% more likely to own their home, 8.8% more likely to own a higher valued home, 15.6% more likely to have a single-family home, 33.7% less likely to have a dog.



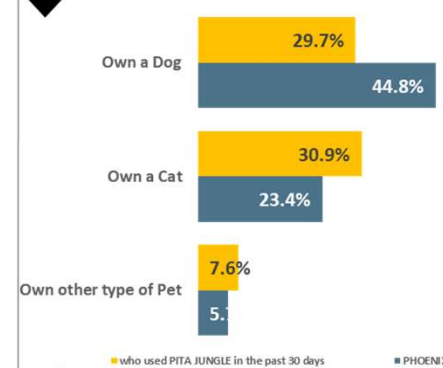
Own/Rent/Other: Adults 18 or older



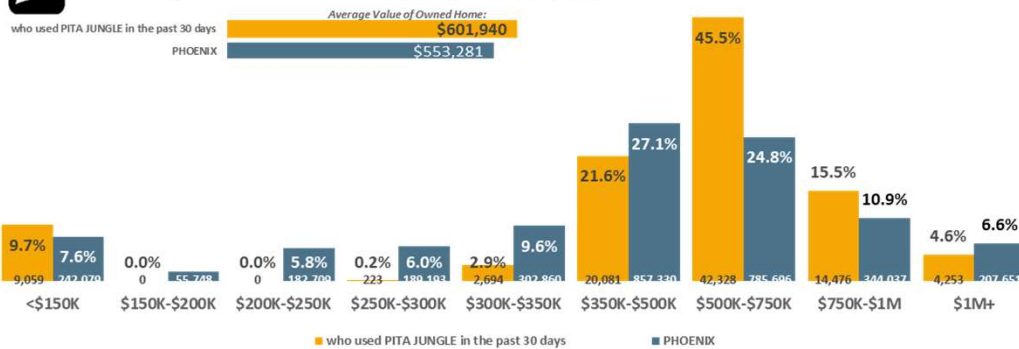
Type of Home: Adults 18 or older



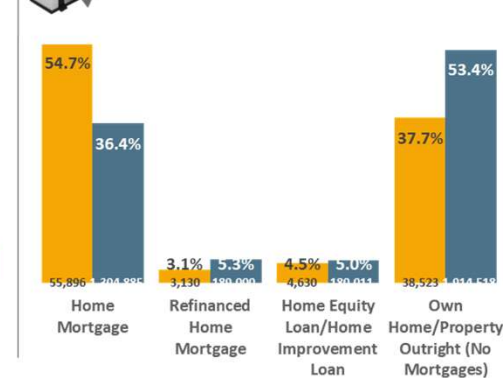
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

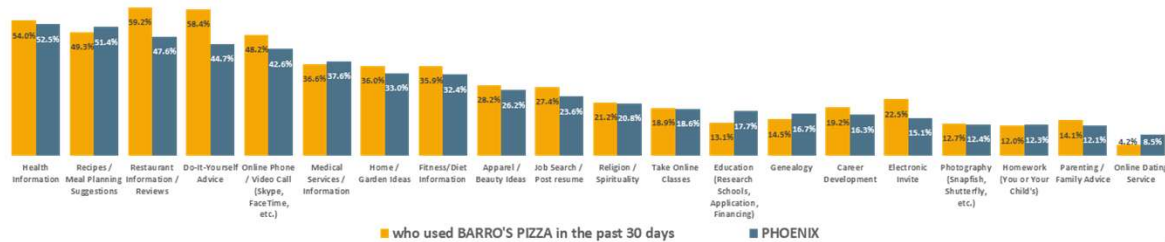




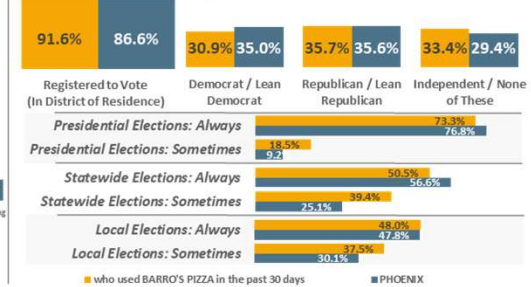
8.6% or 412,484 of PHOENIX DMA Adults 18 or older used BARRO'S PIZZA in the past 30 days. Adults 18 or older who used BARRO'S PIZZA in the past 30 days are 30.8% more likely to look up D-I-Y advice online, .4% more likely to always vote in local elections, 35.4% more likely to belong to a gym, 4% more likely to fly domestic past yr.



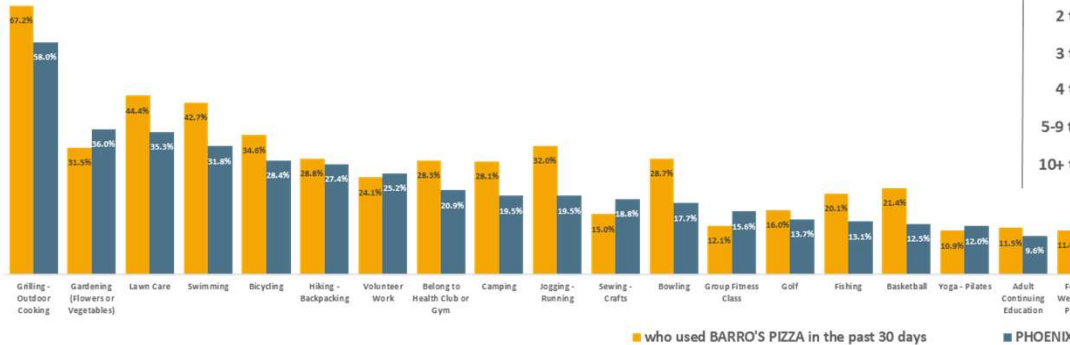
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



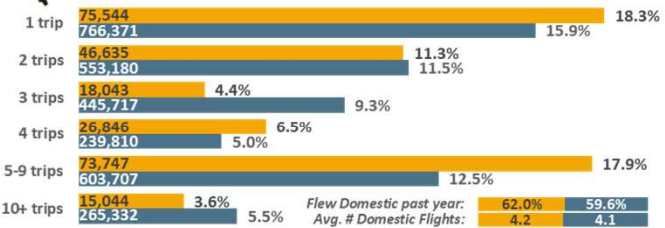
Political Activity: Adults 18 or older



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



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



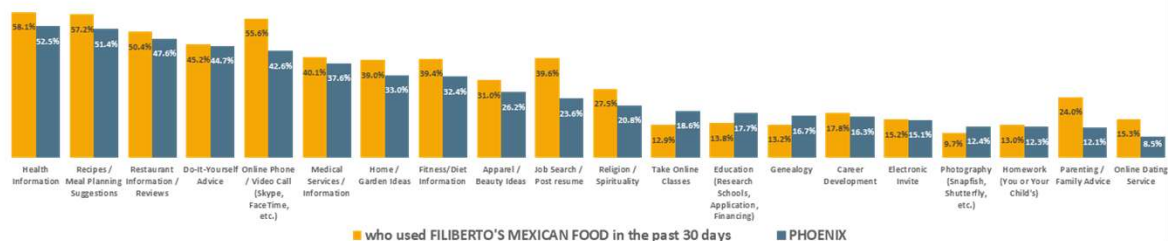
Flew Domestic past year: 62.0%
Avg. # Domestic Flights: 4.2



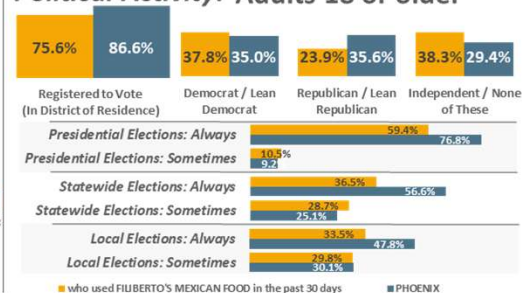
6.9% or 330,495 of PHOENIX DMA Adults 18 or older used FILIBERTO'S MEXICAN FOOD in the past 30 days. Adults 18 or older who used FILIBERTO'S MEXICAN FOOD in the past 30 days are 1.3% more likely to look up D-I-Y advice online, 30.% less likely to always vote in local elections, 8.% more likely to belong to a gym, 36.1% less likely to fly domestic past yr



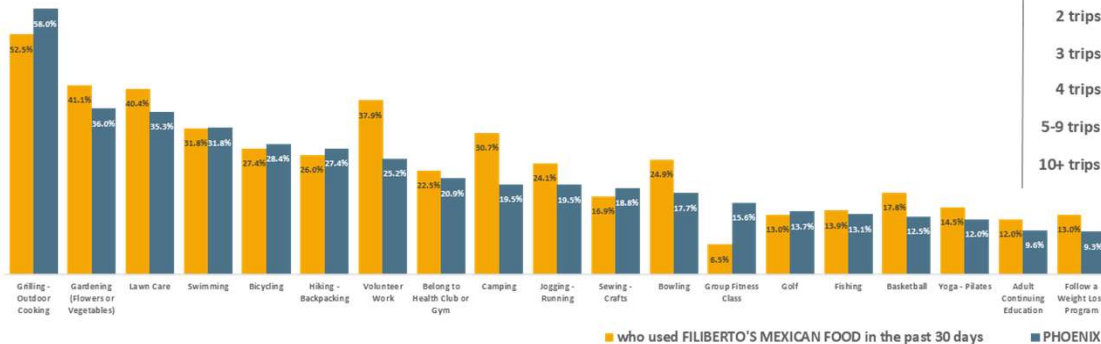
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



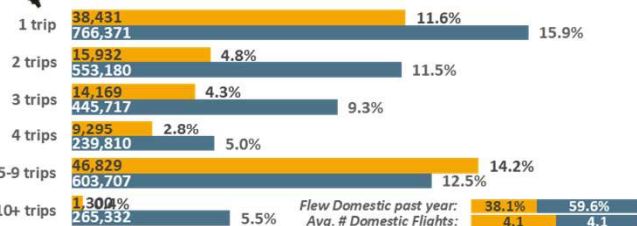
Political Activity: Adults 18 or older



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



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

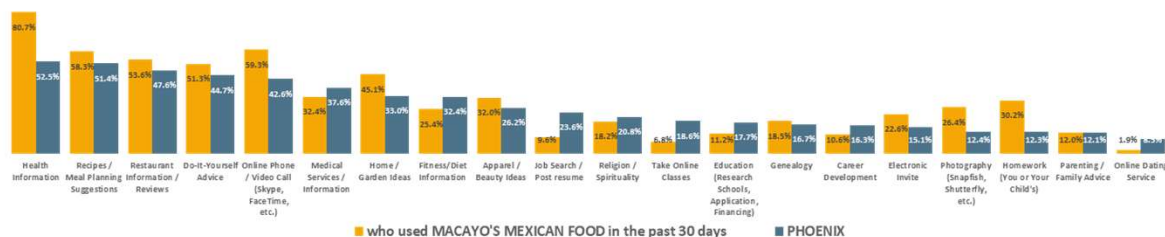




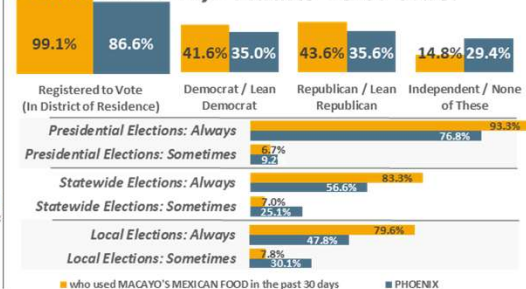
1.2% or 59,751 of PHOENIX DMA Adults 18 or older used MACAYO'S MEXICAN FOOD in the past 30 days. Adults 18 or older who used MACAYO'S MEXICAN FOOD in the past 30 days are 14.9% more likely to look up D-I-Y advice online, 66.6% more likely to always vote in local elections, 133.6% more likely to belong to a gym, 11.7% more likely to fly domestic past



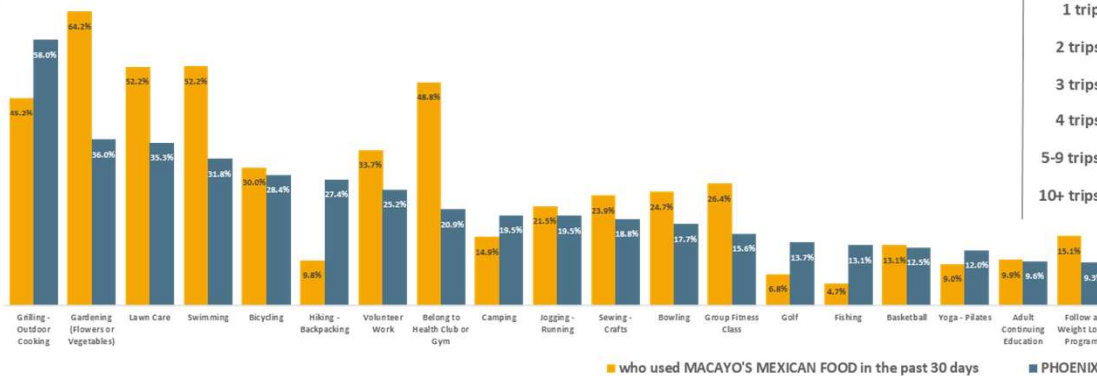
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



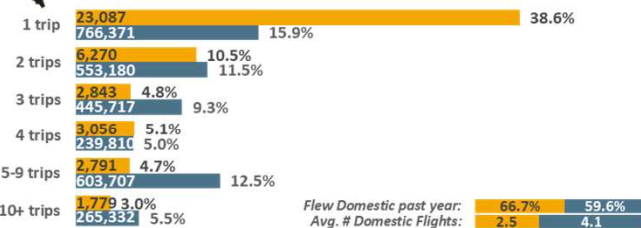
Political Activity: Adults 18 or older



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



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



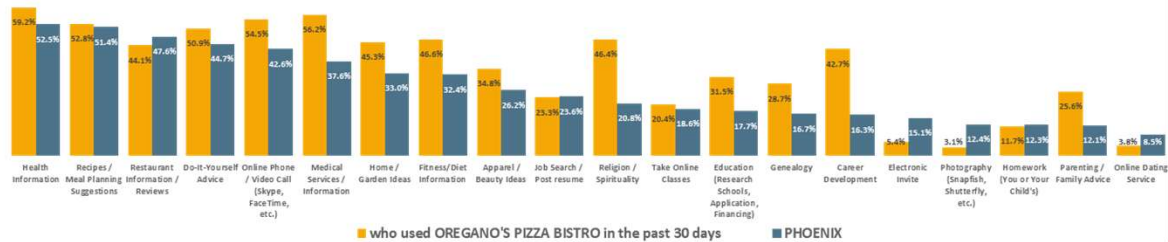
Flew Domestic past year: 66.7%
Avg. # Domestic Flights: 2.5



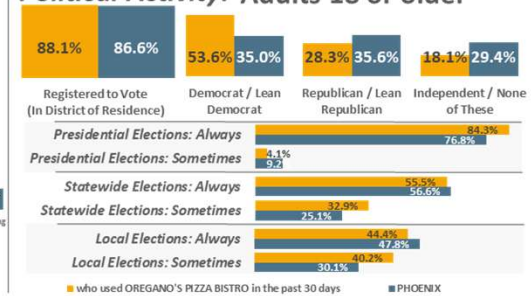
1.5% or 73,089 of PHOENIX DMA Adults 18 or older used OREGANO'S PIZZA BISTRO in the past 30 days. Adults 18 or older who used OREGANO'S PIZZA BISTRO in the past 30 days are 14.1% more likely to look up D-I-Y advice online, 7.1% less likely to always vote in local elections, 28.3% more likely to belong to a gym, 15.7% more likely to fly domestic past y



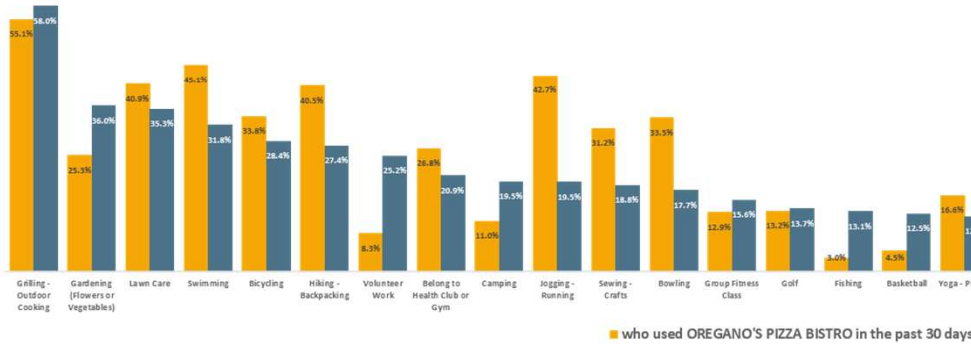
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



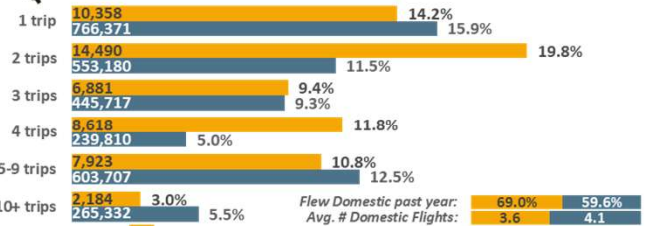
Political Activity: Adults 18 or older



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



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

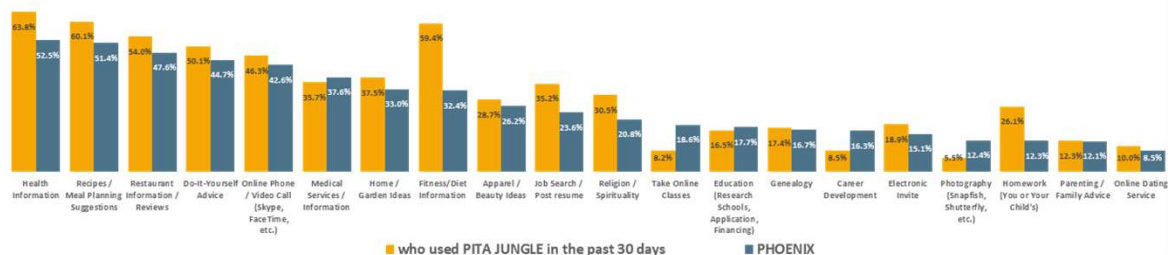




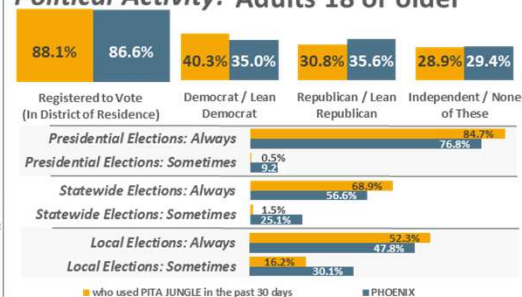
2.6% or 127,520 of PHOENIX DMA Adults 18 or older used PITA JUNGLE in the past 30 days. Adults 18 or older who used PITA JUNGLE in the past 30 days are 12.1% more likely to look up D-I-Y advice online, 9.4% more likely to always vote in local elections, 62.6% more likely to belong to a gym, 27.1% more likely to fly domestic past yr.



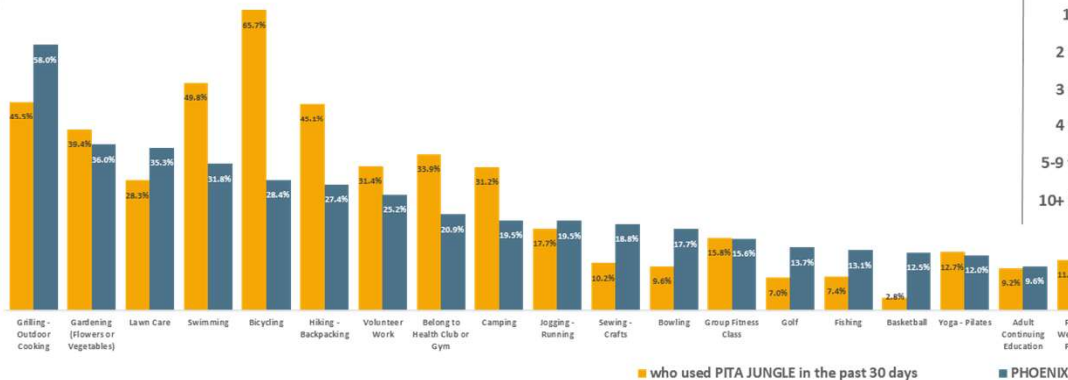
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



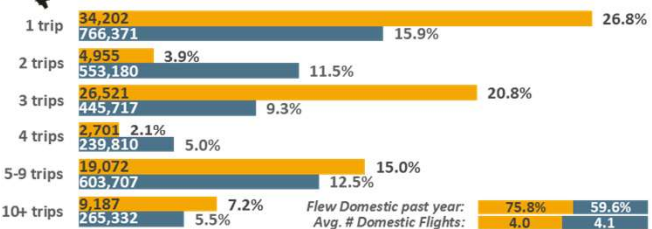
Political Activity: Adults 18 or older



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



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

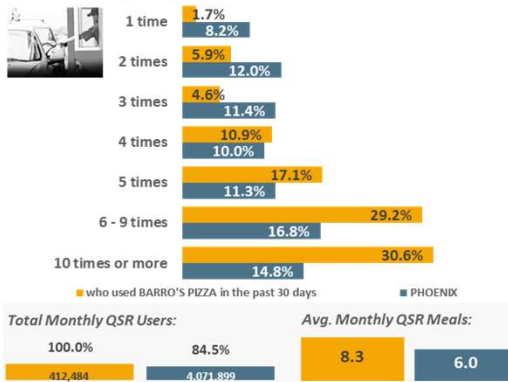




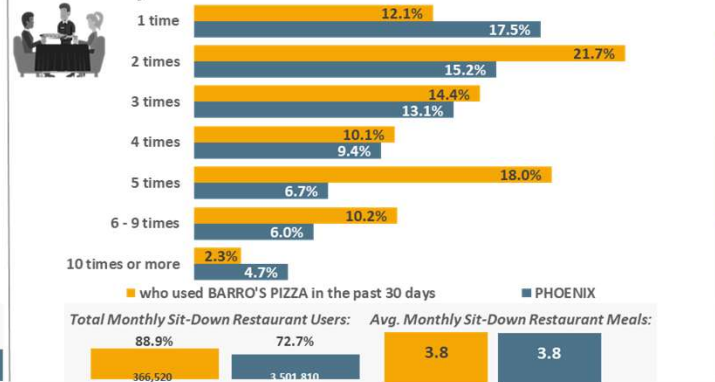
PHX

8.6% or 412,484 of PHOENIX DMA Adults 18 or older used BARRO'S PIZZA in the past 30 days. Adults 18 or older who used BARRO'S PIZZA in the past 30 days are 18.3% more likely to use QSRs past mo., 22.3% more likely to use Sit-Down Restaurants past mo., 17.4% more likely to use Casinos past yr, 11.9% more likely to smoke cigarettes.

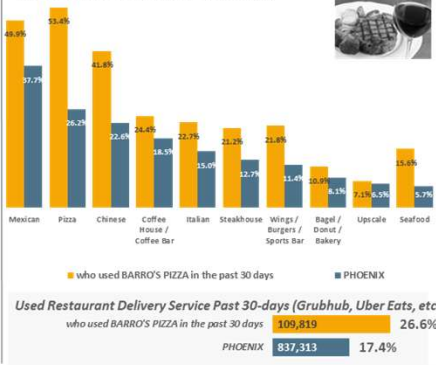
Past 30-days QSR Users: Adults 18 or older



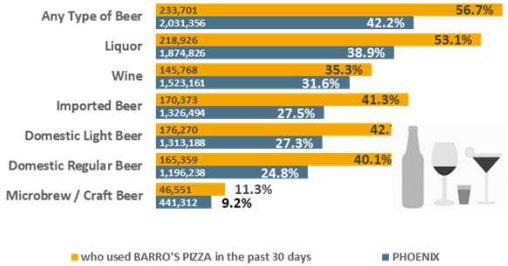
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



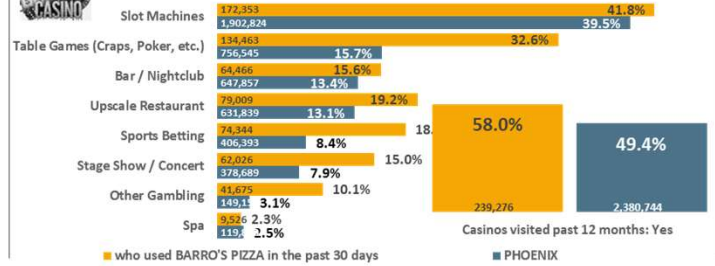
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



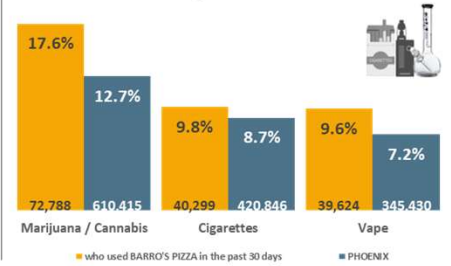
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

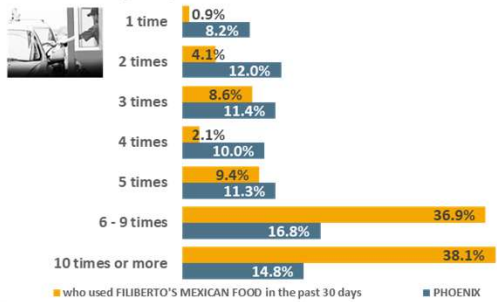




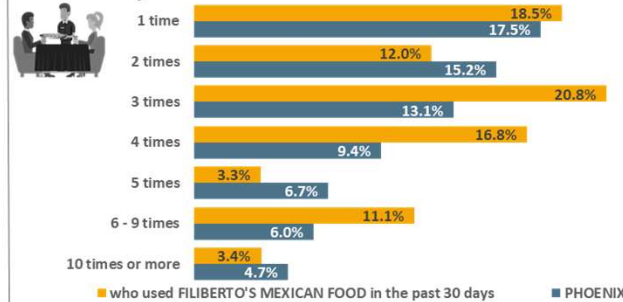
PHX

6.9% or 330,495 of PHOENIX DMA Adults 18 or older used FILIBERTO'S MEXICAN FOOD in the past 30 days. Adults 18 or older who used FILIBERTO'S MEXICAN FOOD in the past 30 days are 18.3% more likely to use QSRs past mo., 18.1% more likely to use Sit-Down Restaurants past mo., 20.2% more likely to use Casinos past yr., 86.9% more likely to smoke cigarettes.

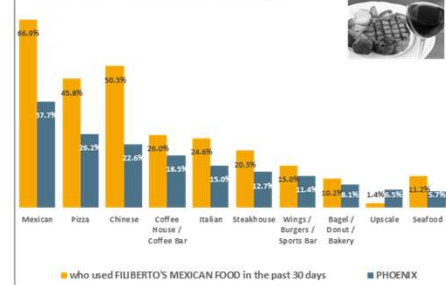
Past 30-days QSR Users: Adults 18 or older



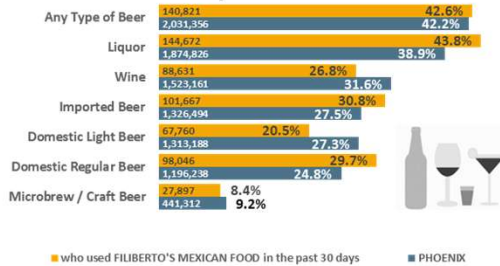
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



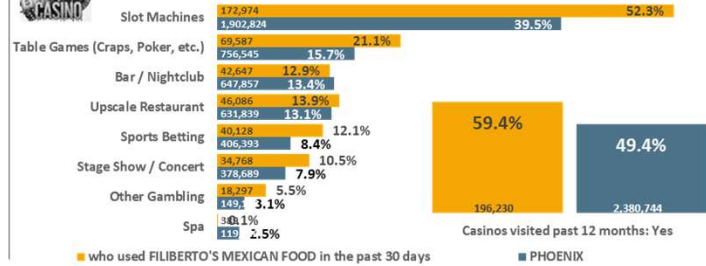
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



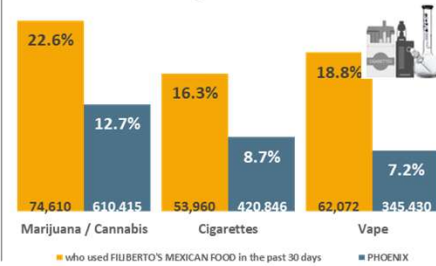
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



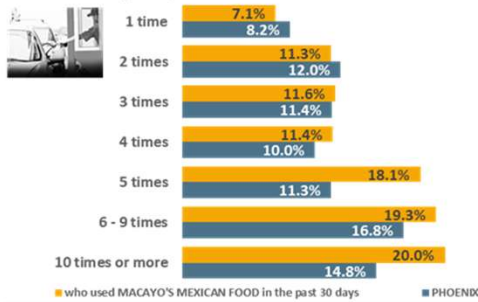
Used Past 30-days: Adults 18 or older



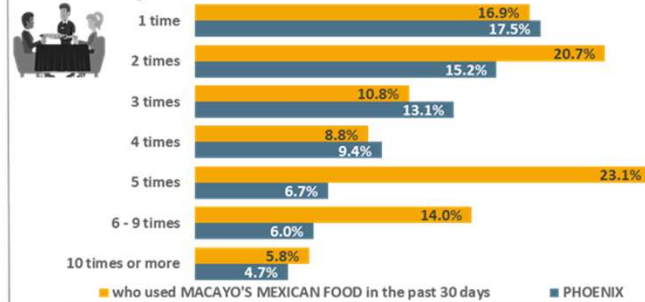


1.2% or 59,751 of PHOENIX DMA Adults 18 or older used MACAYO'S MEXICAN FOOD in the past 30 days. Adults 18 or older who used MACAYO'S MEXICAN FOOD in the past 30 days are 16.8% more likely to use QSRs past mo., 37.6% more likely to use Sit-Down Restaurants past mo., 66.5% more likely to use Casinos past yr., 188.8% more likely to smoke cigarettes.

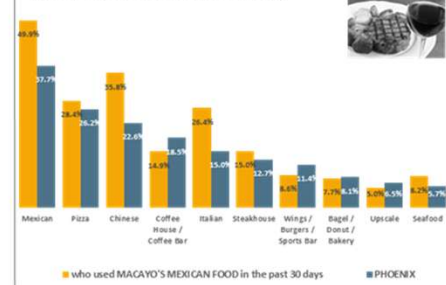
Past 30-days QSR Users: Adults 18 or older



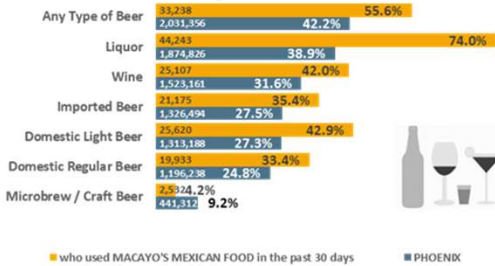
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



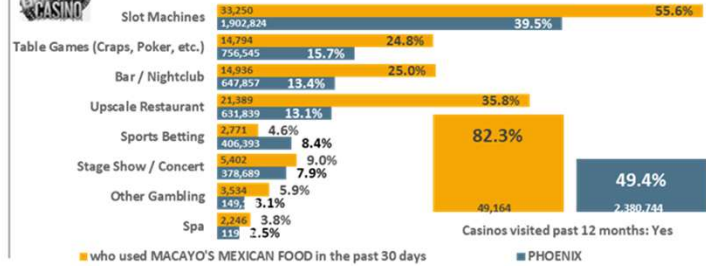
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



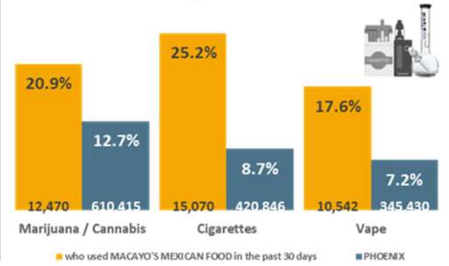
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



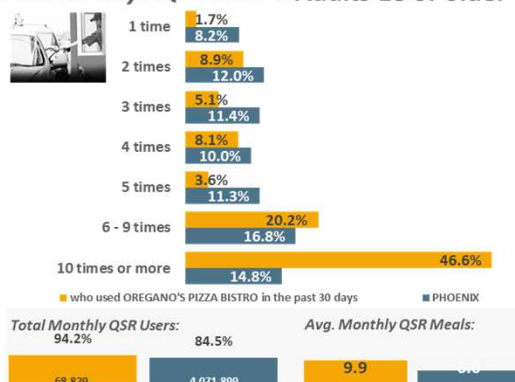
Used Past 30-days: Adults 18 or older



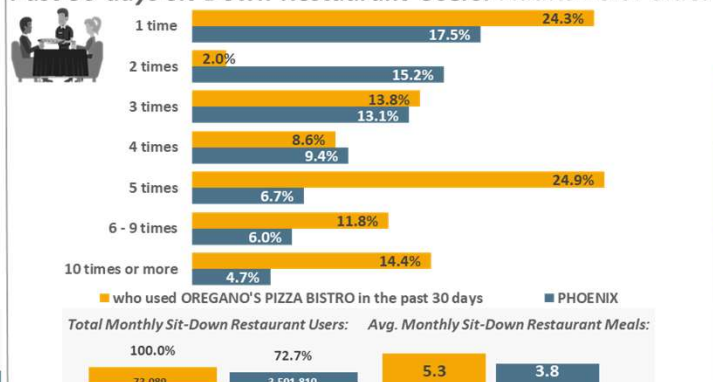


1.5% or 73,089 of PHOENIX DMA Adults 18 or older used OREGANO'S PIZZA BISTRO in the past 30 days. Adults 18 or older who used OREGANO'S PIZZA BISTRO in the past 30 days are 11.4% more likely to use QSRs past mo., 37.6% more likely to use Sit-Down Restaurants past mo., 36.5% more likely to use Casinos past yr., 80.9% less likely to smoke cigarettes.

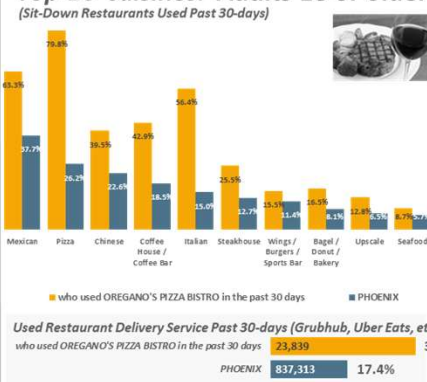
Past 30-days QSR Users: Adults 18 or older



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



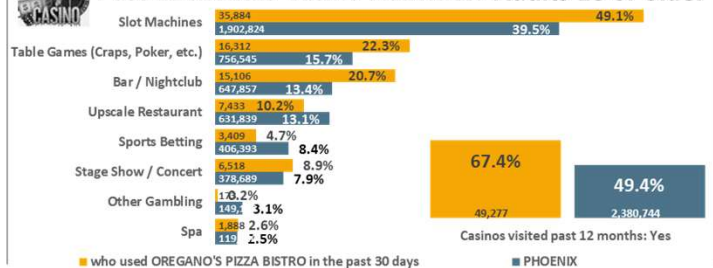
Top-10 Cuisines: Adults 18 or older



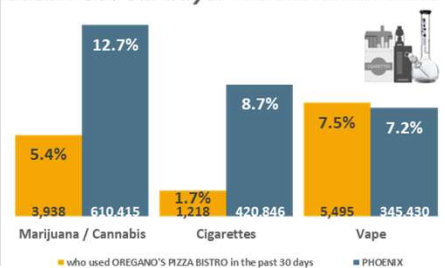
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



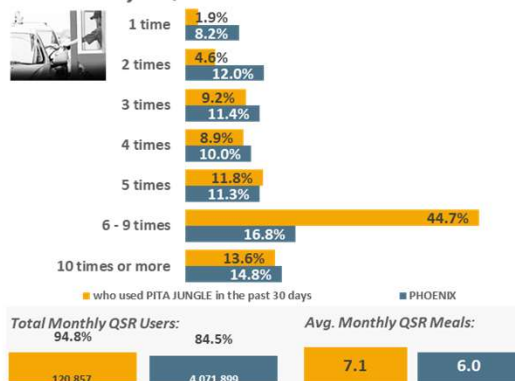
Used Past 30-days: Adults 18 or older



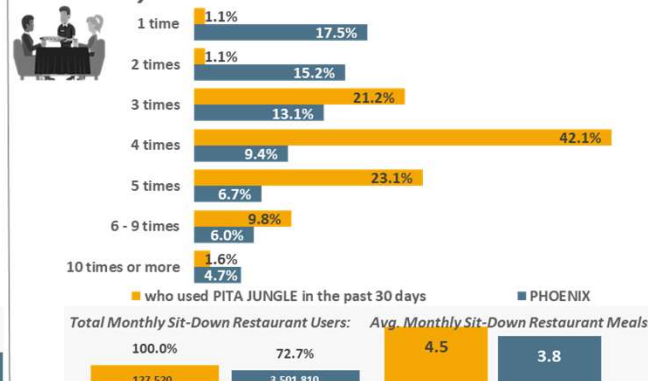


2.6% or 127,520 of PHOENIX DMA Adults 18 or older used PITA JUNGLE in the past 30 days. Adults 18 or older who used PITA JUNGLE in the past 30 days are 12.2% more likely to use QSRs past mo., 37.6% more likely to use Sit-Down Restaurants past mo., 27.2% less likely to use Casinos past yr, 44.1% more likely to smoke cigarettes.

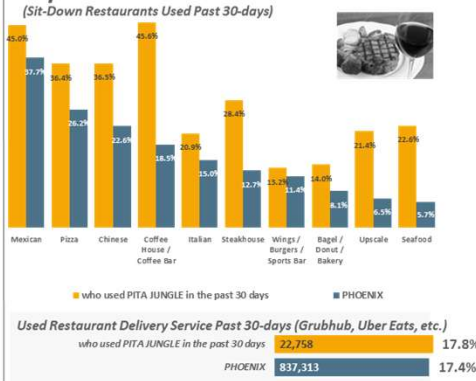
Past 30-days QSR Users: Adults 18 or older



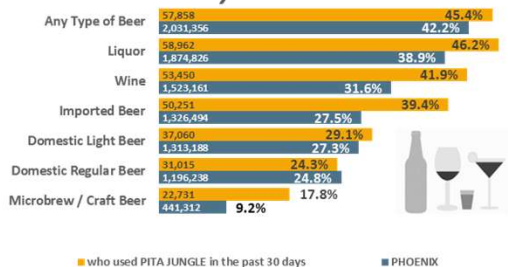
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



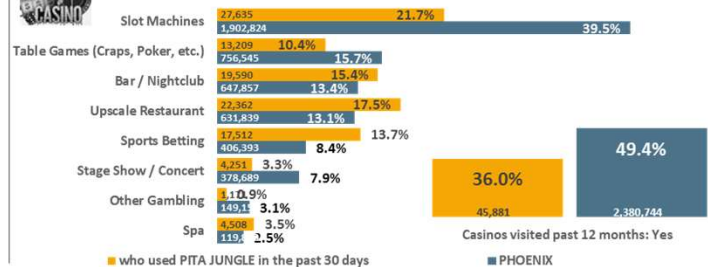
Top-10 Cuisines: Adults 18 or older



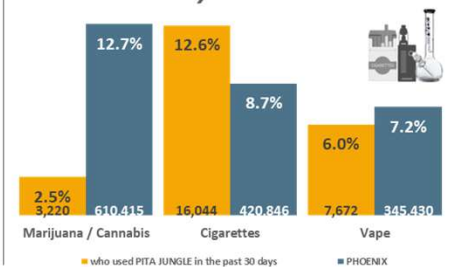
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older



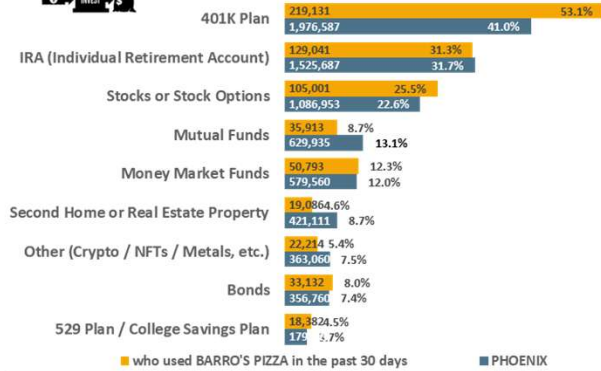


PHX

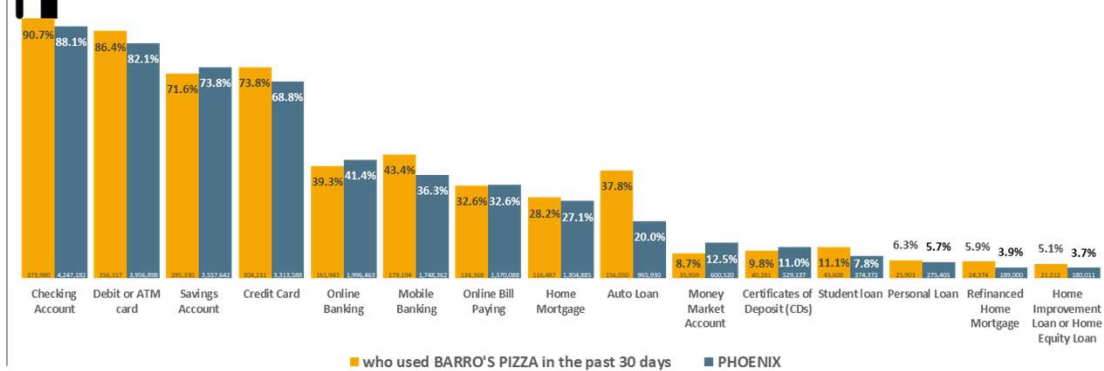
8.6% or 412,484 of PHOENIX DMA Adults 18 or older used BARRO'S PIZZA in the past 30 days. Adults 18 or older who used BARRO'S PIZZA in the past 30 days are 29.5% more likely to have a 401K, 88.7% more likely to have an Auto Loan, 40.3% more likely to Invest/Trade Stocks Online, 16.3% more likely to pay with their Debit Card.



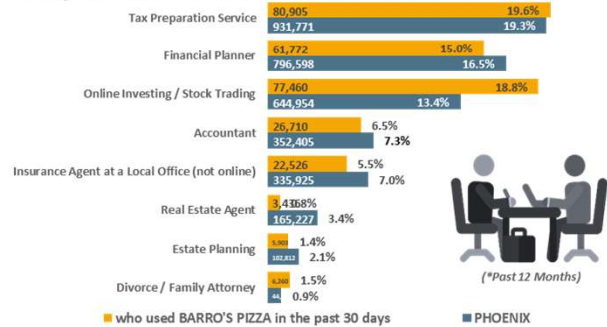
Investments Owned: Adults 18 or older



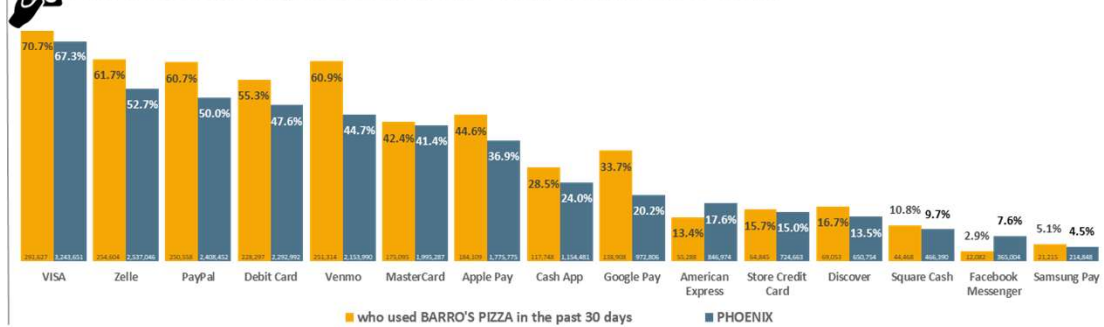
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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



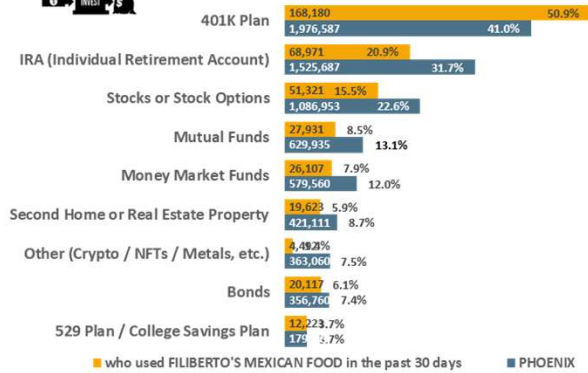


PHX

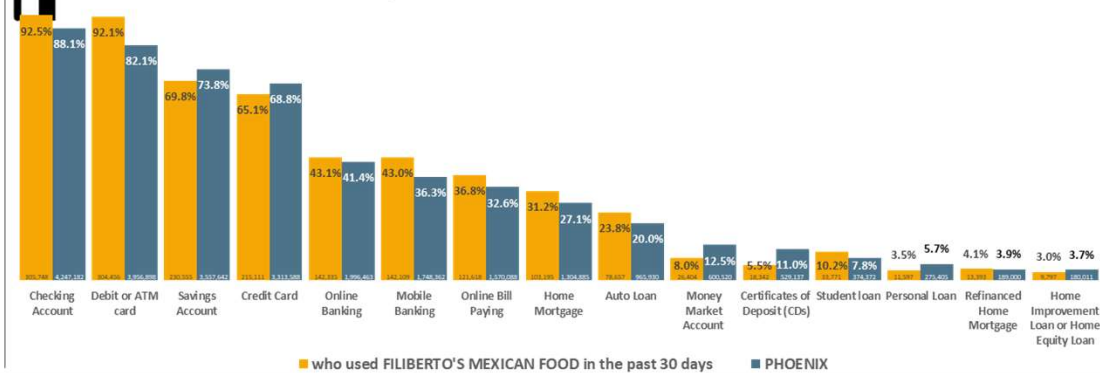
6.9% or 330,495 of PHOENIX DMA Adults 18 or older used FILIBERTO'S MEXICAN FOOD in the past 30 days. Adults 18 or older who used FILIBERTO'S MEXICAN FOOD in the past 30 days are 24.1% more likely to have a 401K, 18.7% more likely to have an Auto Loan, 11.2% more likely to Invest/Trade Stocks Online, 47.8% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



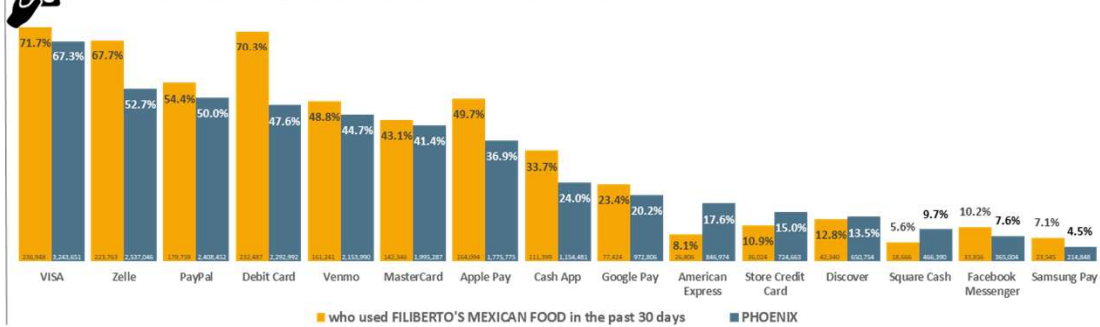
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

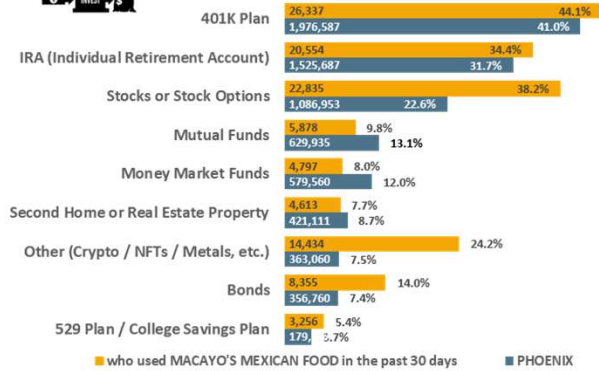




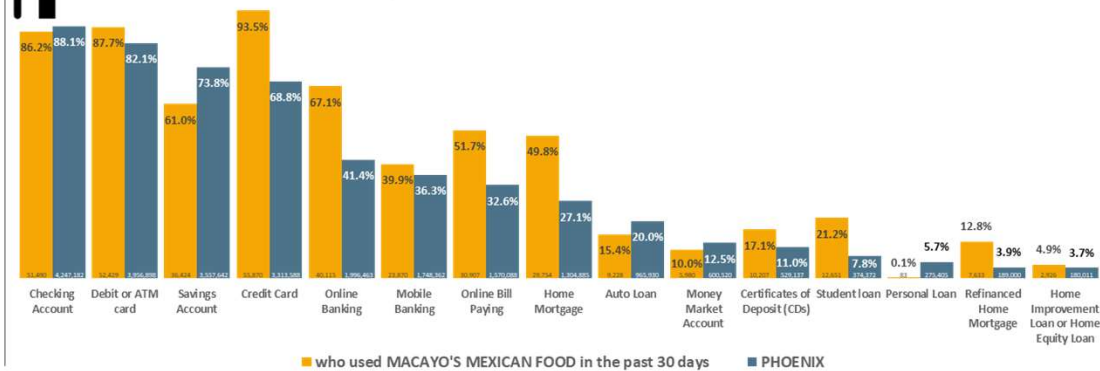
1.2% or 59,751 of PHOENIX DMA Adults 18 or older used MACAYO'S MEXICAN FOOD in the past 30 days. Adults 18 or older who used MACAYO'S MEXICAN FOOD in the past 30 days are 7.5% more likely to have a 401K, 23.% less likely to have an Auto Loan, 60.3% more likely to Invest/Trade Stocks Online, 16.2% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



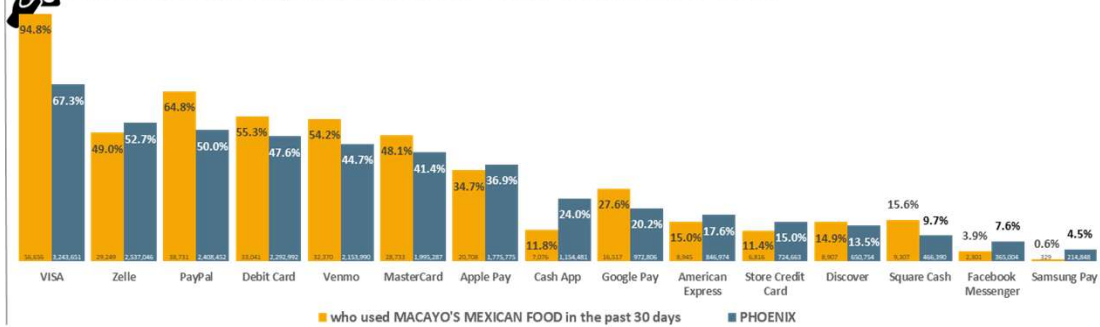
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

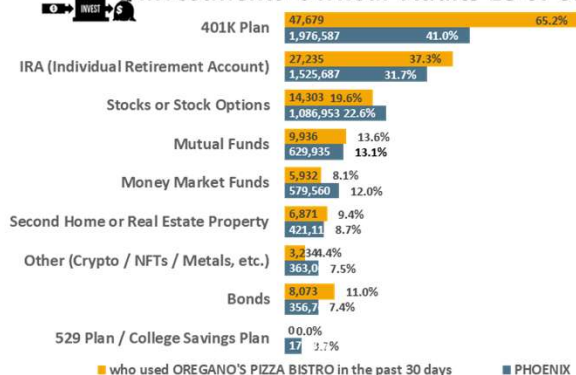




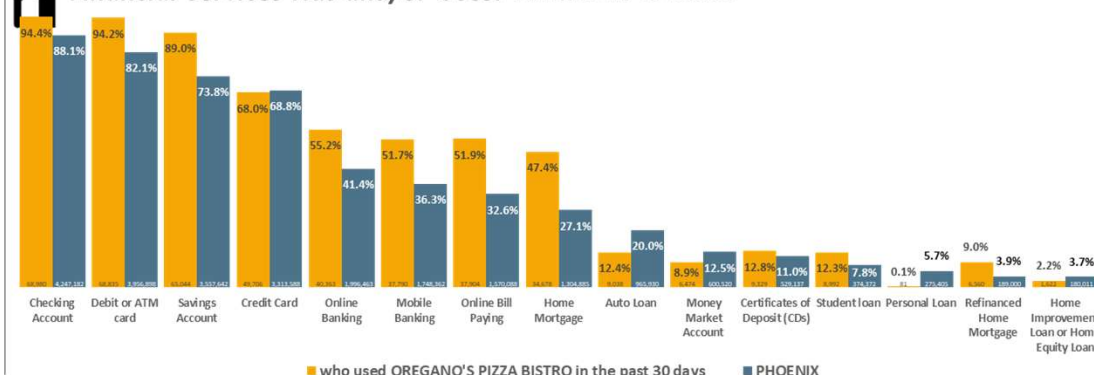
1.5% or 73,089 of PHOENIX DMA Adults 18 or older used OREGANO'S PIZZA BISTRO in the past 30 days. Adults 18 or older who used OREGANO'S PIZZA BISTRO in the past 30 days are 59.9% more likely to have a 401K, 38.3% less likely to have an Auto Loan, 55.7% less likely to Invest/Trade Stocks Online, 31.4% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



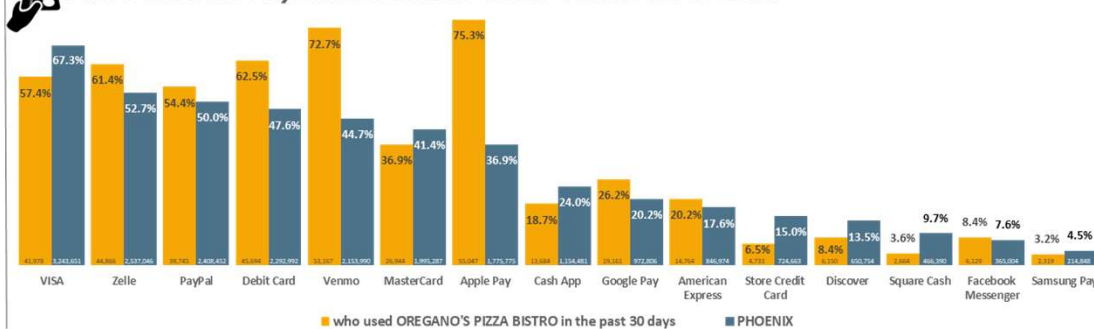
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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



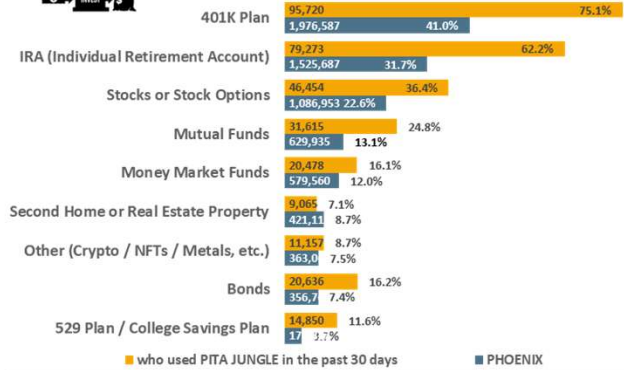


PHX

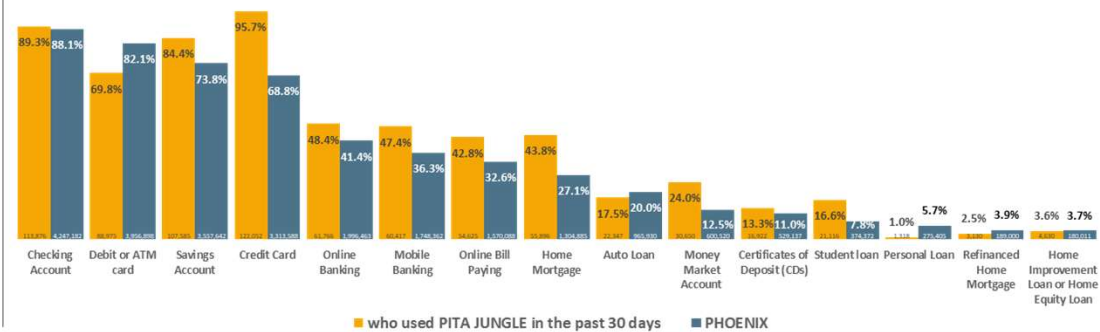
2.6% or 127,520 of PHOENIX DMA Adults 18 or older used PITA JUNGLE in the past 30 days. Adults 18 or older who used PITA JUNGLE in the past 30 days are 83.% more likely to have a 401K, 12.6% less likely to have an Auto Loan, 62.6% more likely to Invest/Trade Stocks Online, 34.4% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



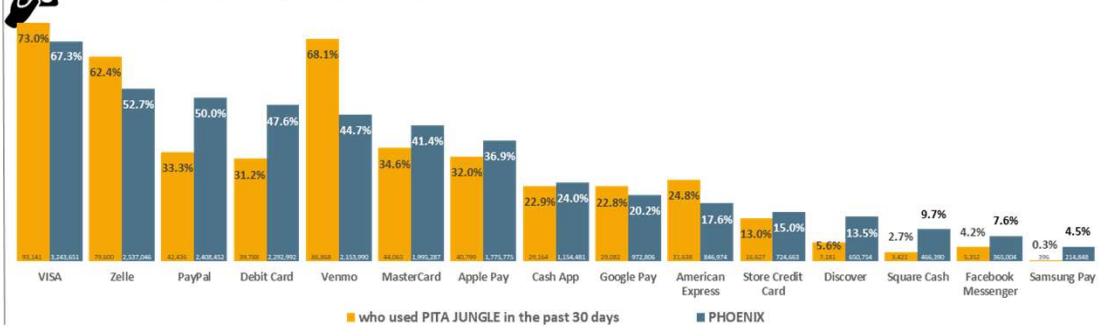
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



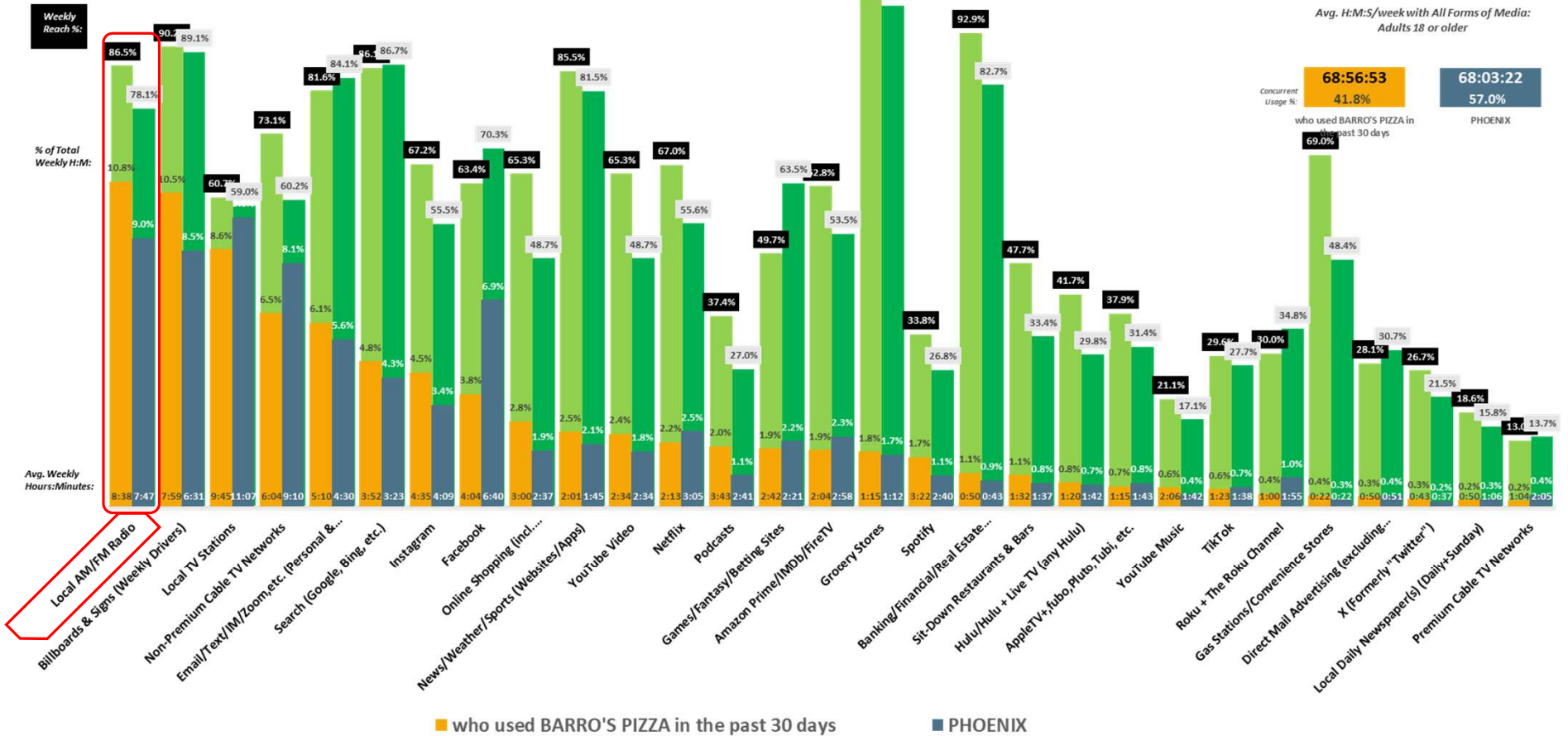
Past 3-Months Payment Methods Used: Adults 18 or older





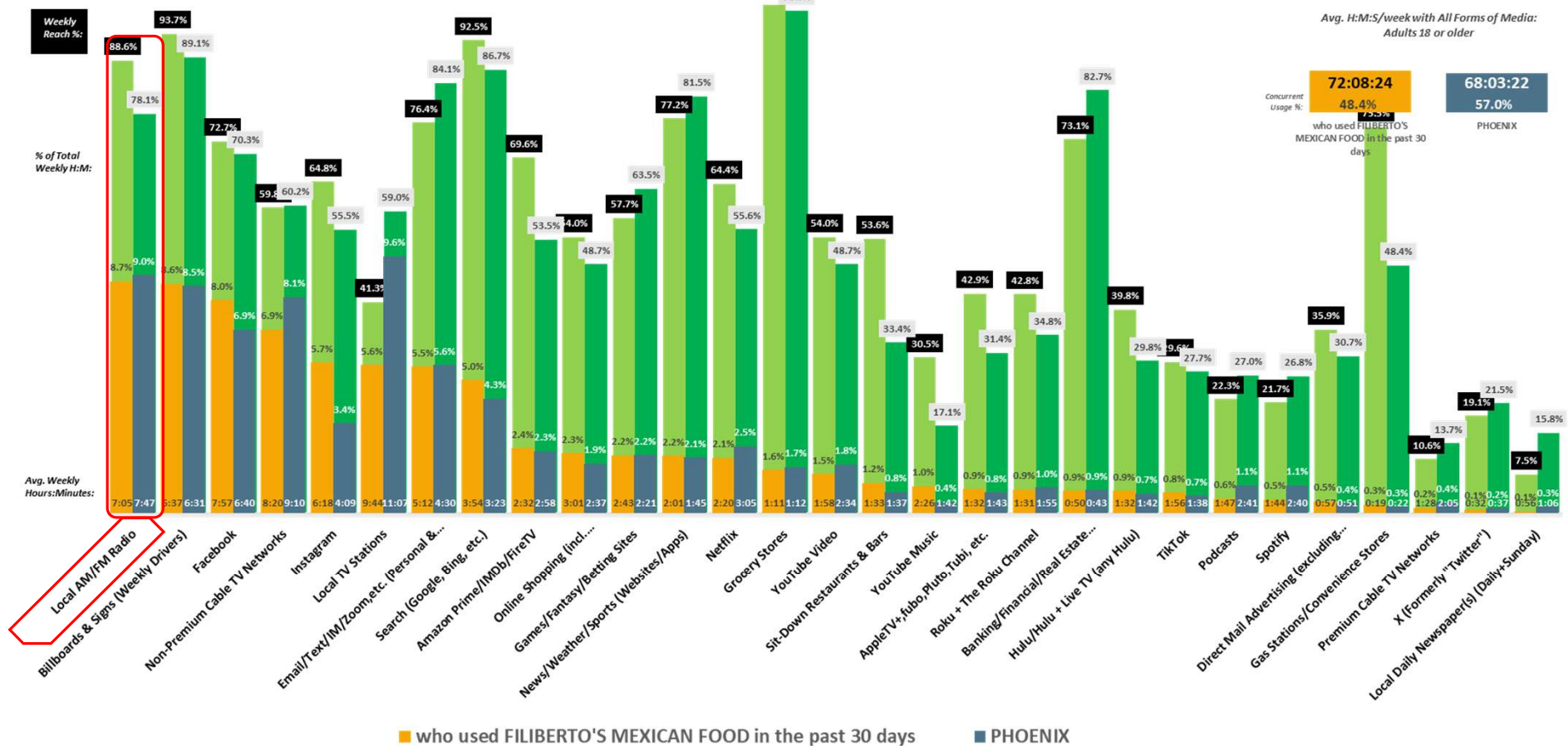
Adults 18 or older who used BARRO'S PIZZA in the past 30 days spend an average of 2 days, 20 hours, 56 minutes and 53 seconds each week with All Forms of Media.

86.5% of Adults 18 or older who used BARRO'S PIZZA in the past 30 days spend an avg. of 8 hours and 38 minutes each week listening to All Local AM/FM Radio, representing 10.8% of total time spent with all forms of Media.





Adults 18 or older who used FILIBERTO'S MEXICAN FOOD in the past 30 days spend an average of 3 days, 0 hours, 8 minutes and 24 seconds each week with All Forms of Media.
 88.6% of Adults 18 or older who used FILIBERTO'S MEXICAN FOOD in the past 30 days spend an avg. of 7 hours and 5 minutes each week listening to All Local AM/FM Radio, representing 8.7% of total time spent with all forms of Media.



Avg. H:M:S/week with All Forms of Media:
 Adults 18 or older

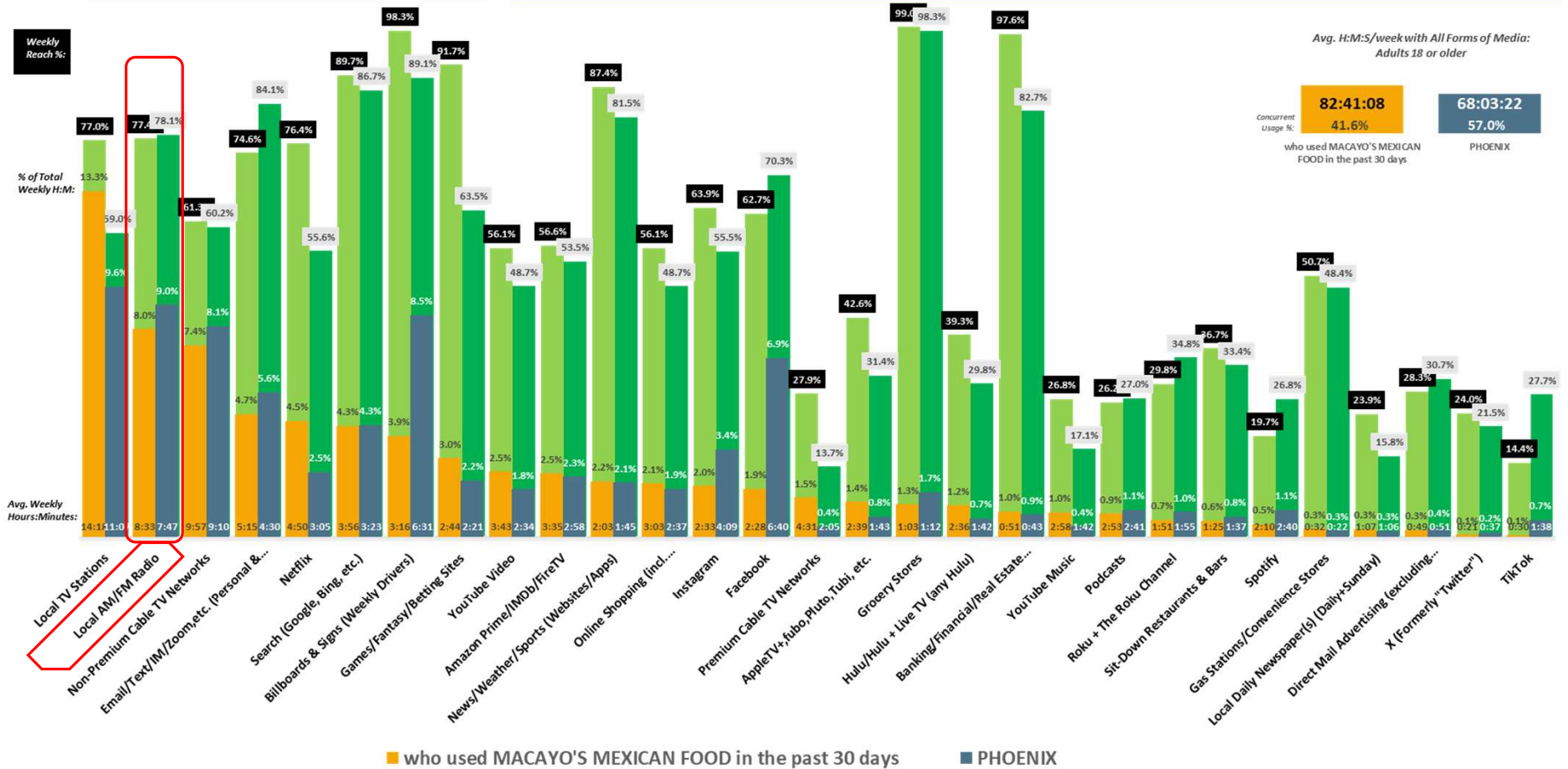
72:08:24
 48.4%
 who used FILIBERTO'S MEXICAN FOOD in the past 30 days
 68:03:22
 57.0%
 PHOENIX

who used FILIBERTO'S MEXICAN FOOD in the past 30 days PHOENIX





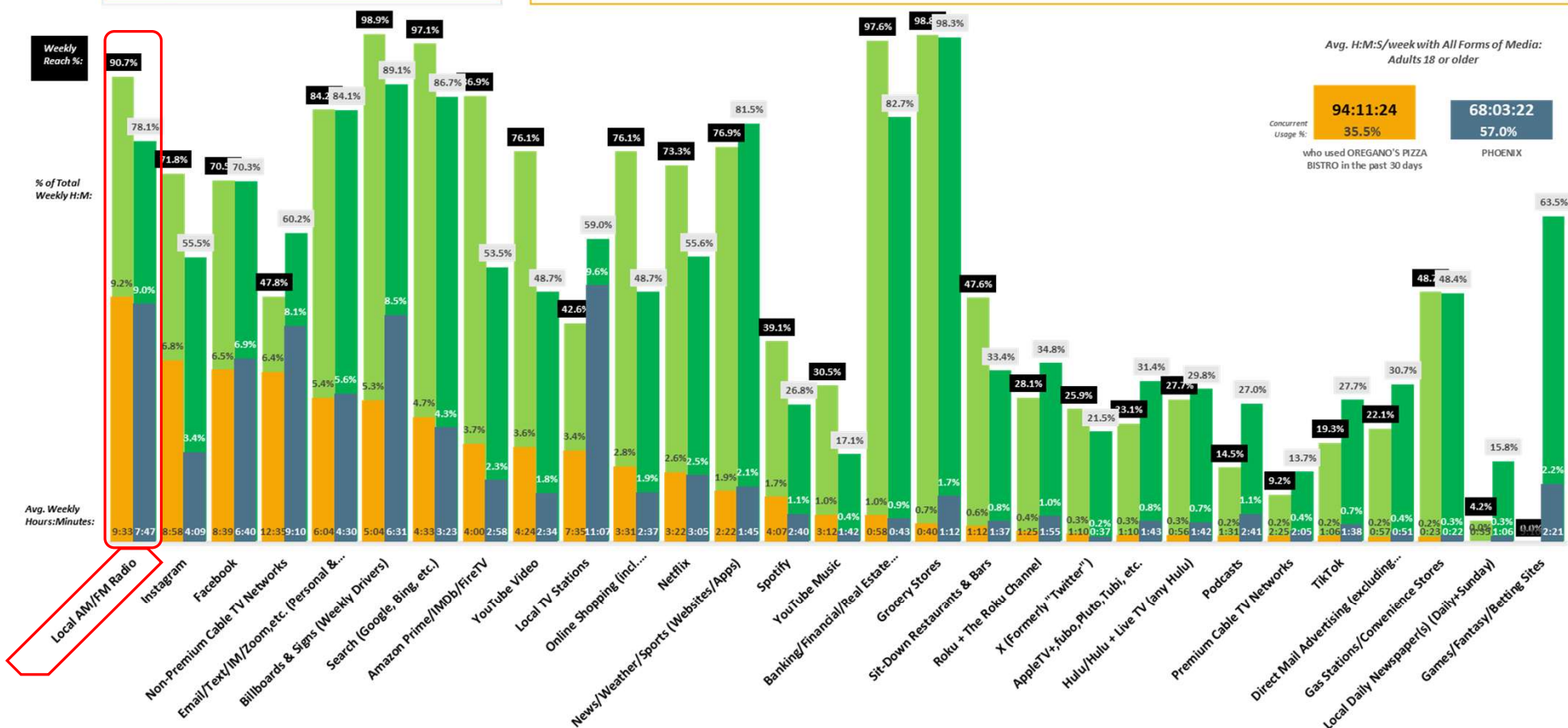
Adults 18 or older who used MACAYO'S MEXICAN FOOD in the past 30 days spend an average of 3 days, 10 hours, 41 minutes and 8 seconds each week with All Forms of Media.
 77.4% of Adults 18 or older who used MACAYO'S MEXICAN FOOD in the past 30 days spend an avg. of 8 hours and 33 minutes each week listening to All Local AM/FM Radio, representing 8.% of total time spent with all forms of Media.





PHX

Adults 18 or older who used OREGANO'S PIZZA BISTRO in the past 30 days spend an average of 3 days, 22 hours, 11 minutes and 24 seconds each week with All Forms of Media.
90.7% of Adults 18 or older who used OREGANO'S PIZZA BISTRO in the past 30 days spend an avg. of 9 hours and 33 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.

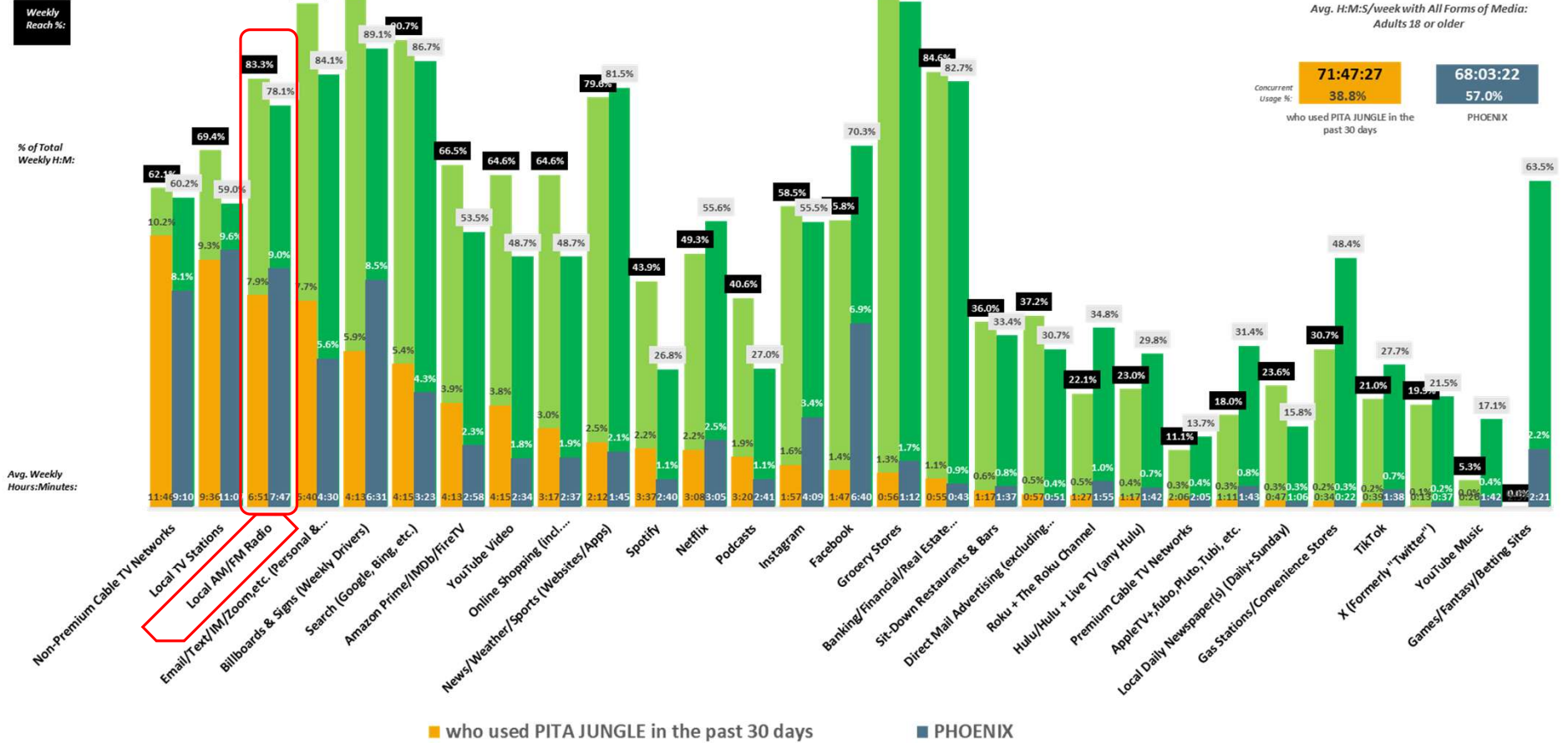


who used OREGANO'S PIZZA BISTRO in the past 30 days

PHOENIX



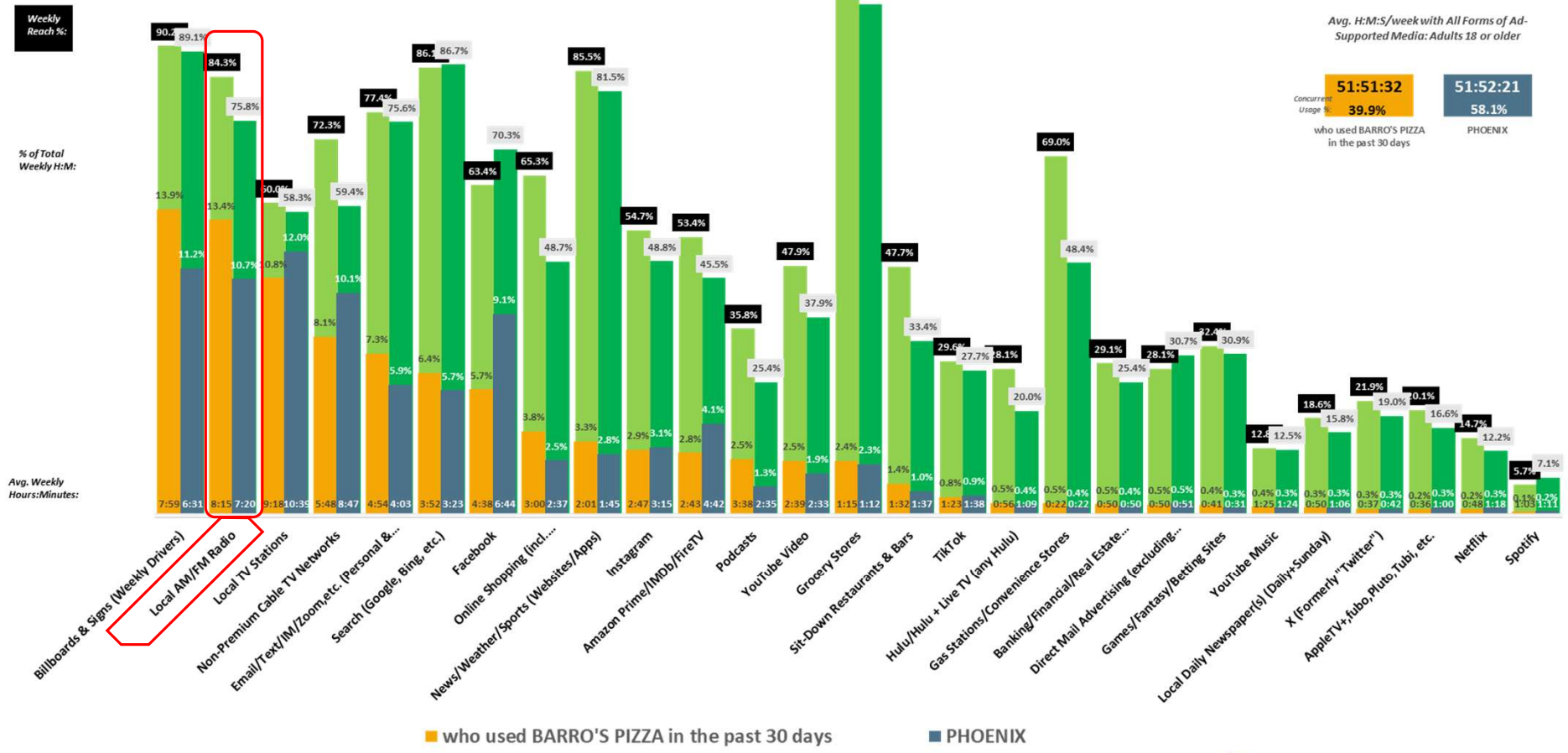
Adults 18 or older who used PITA JUNGLE in the past 30 days spend an average of 2 days, 23 hours, 47 minutes and 27 seconds each week with All Forms of Media.
 83.3% of Adults 18 or older who used PITA JUNGLE in the past 30 days spend an avg. of 6 hours and 51 minutes each week listening to All Local AM/FM Radio, representing 7.9% of total time spent with all forms of Media.





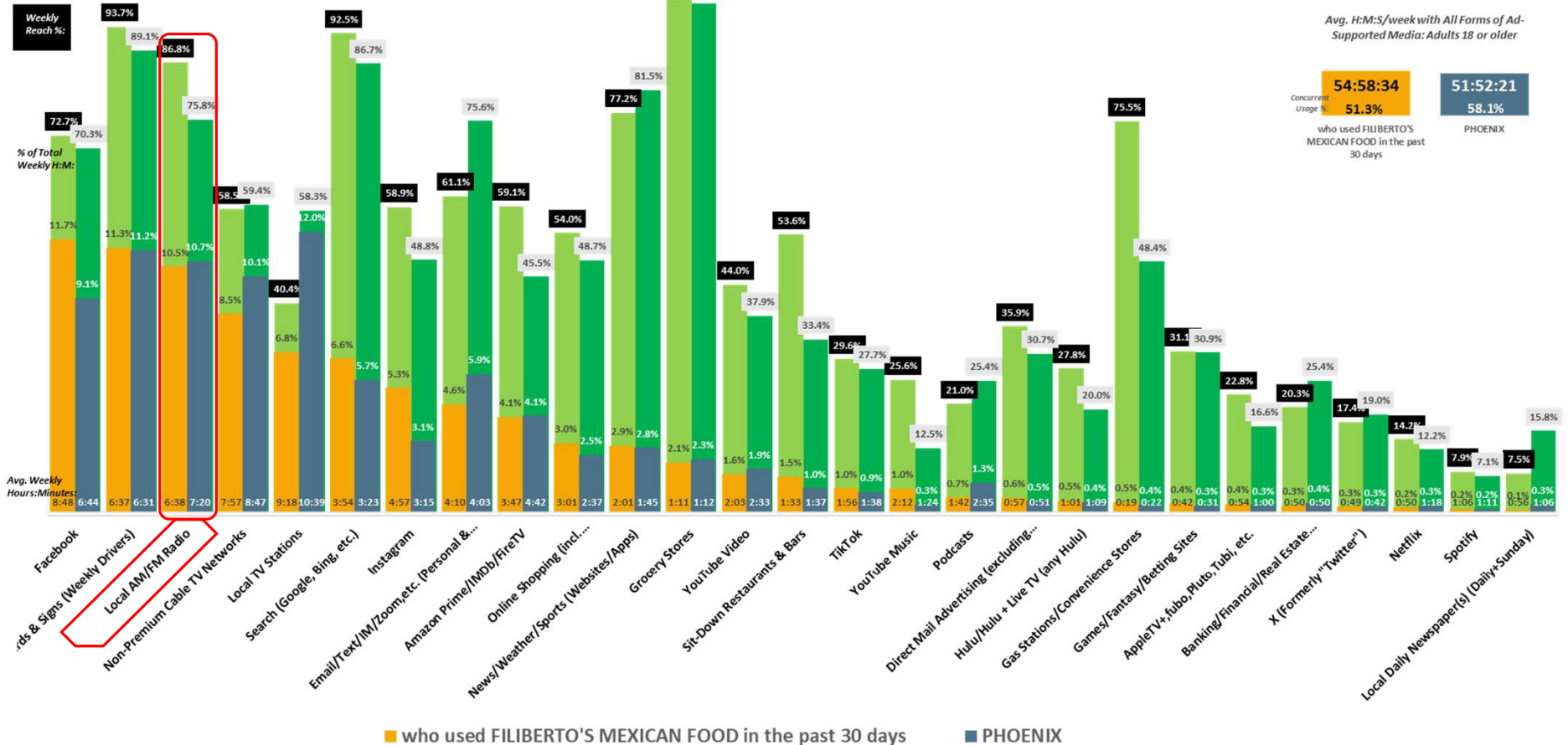
Adults 18 or older who used BARRO'S PIZZA in the past 30 days spend an average of 2 days, 3 hours, 51 minutes and 32 seconds each week with All Forms of Ad-Supported Media.

84.3% of Adults 18 or older who used BARRO'S PIZZA in the past 30 days spend an avg. of 8 hours and 15 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.4% of total time spent with all forms of Ad-Supported Media.



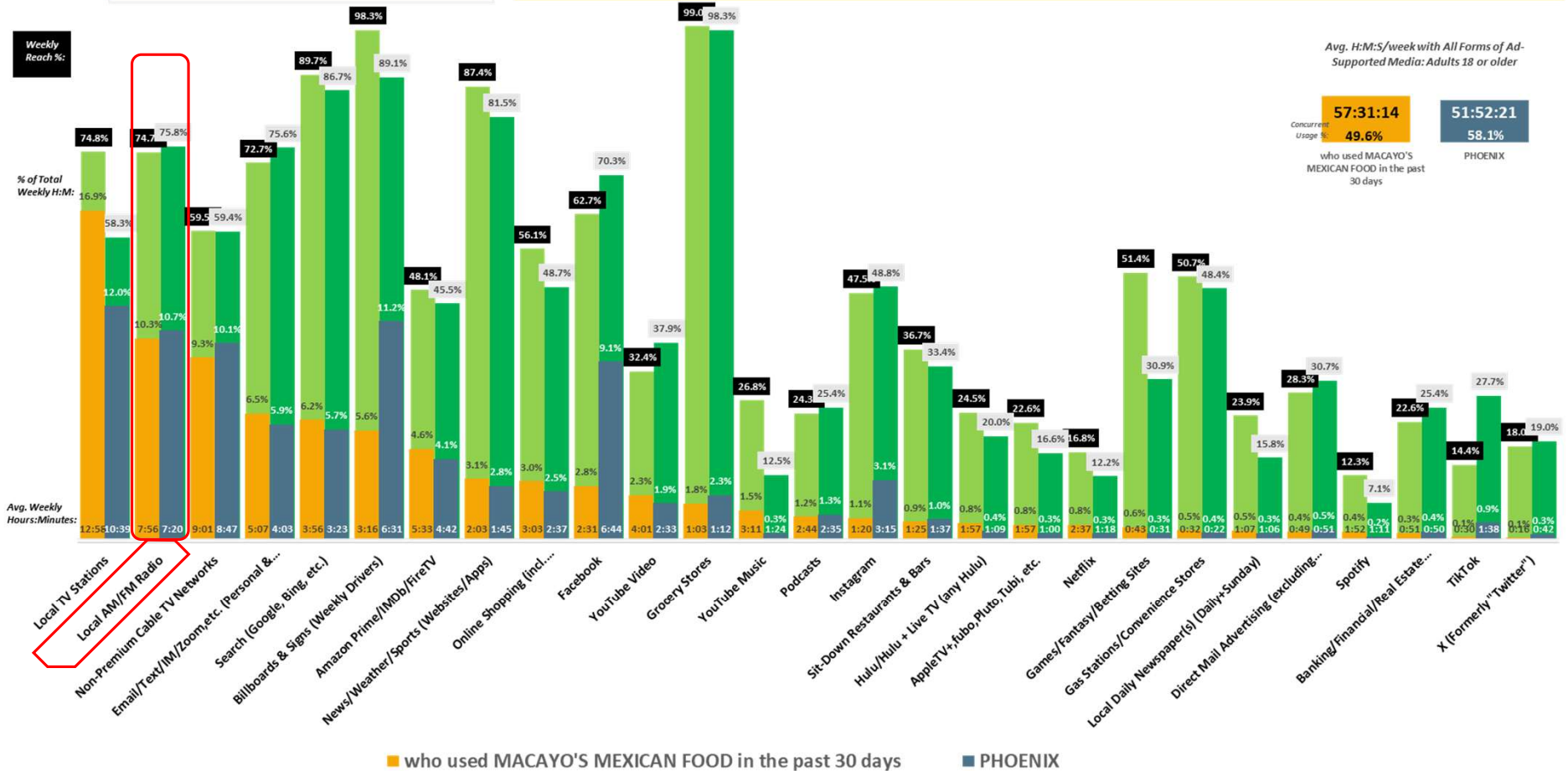


Adults 18 or older who used FILIBERTO'S MEXICAN FOOD in the past 30 days spend an average of 2 days, 6 hours, 58 minutes and 34 seconds each week with All Forms of Ad-Supported Media.
86.8% of Adults 18 or older who used FILIBERTO'S MEXICAN FOOD in the past 30 days spend an avg. of 6 hours and 38 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.5% of total time spent with all forms of Ad-Supported Media.





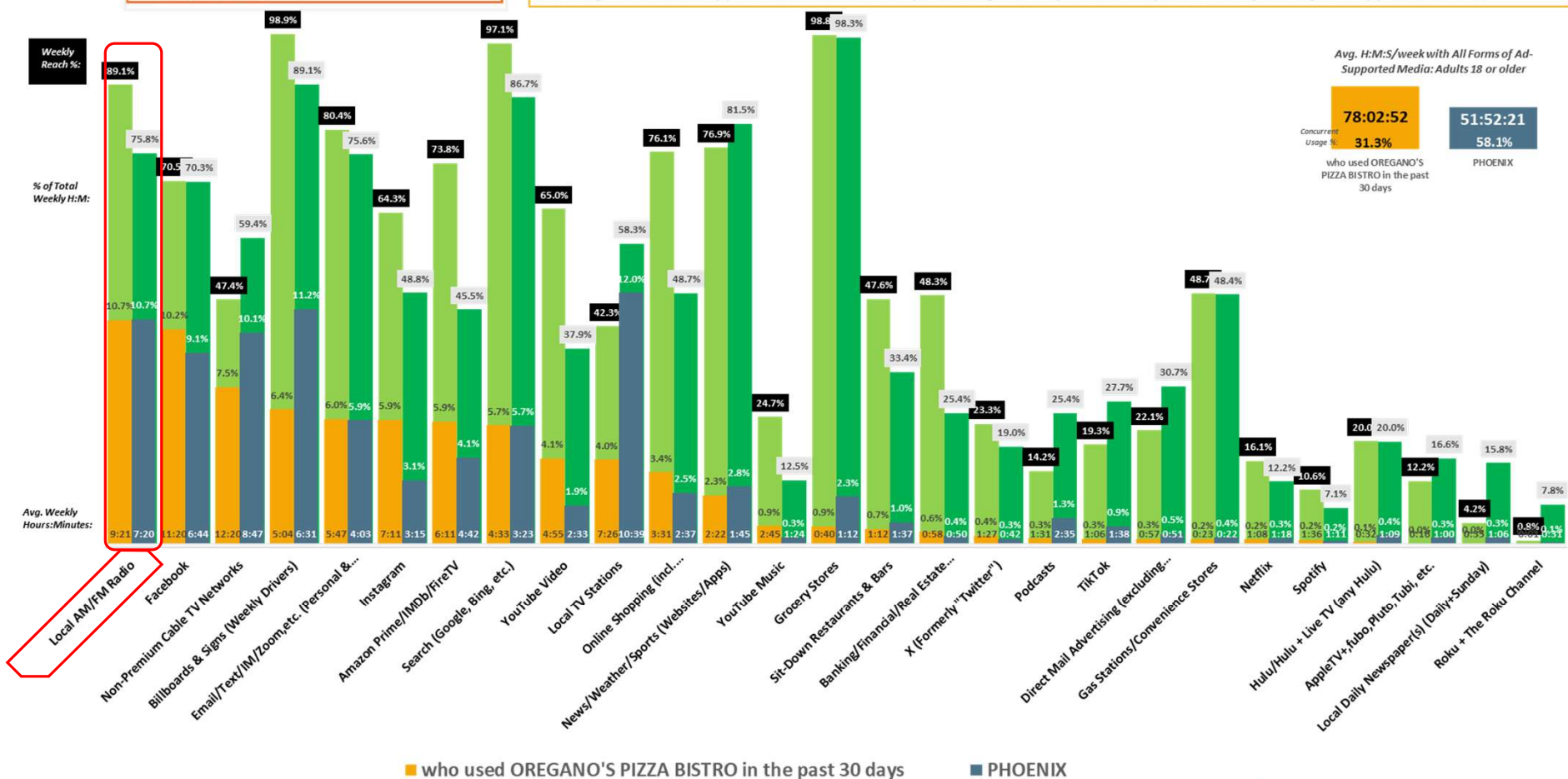
Adults 18 or older who used MACAYO'S MEXICAN FOOD in the past 30 days spend an average of 2 days, 9 hours, 31 minutes and 14 seconds each week with All Forms of Ad-Supported Media.
 74.7% of Adults 18 or older who used MACAYO'S MEXICAN FOOD in the past 30 days spend an avg. of 7 hours and 56 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.3% of total time spent with all forms of Ad-Supported Media.





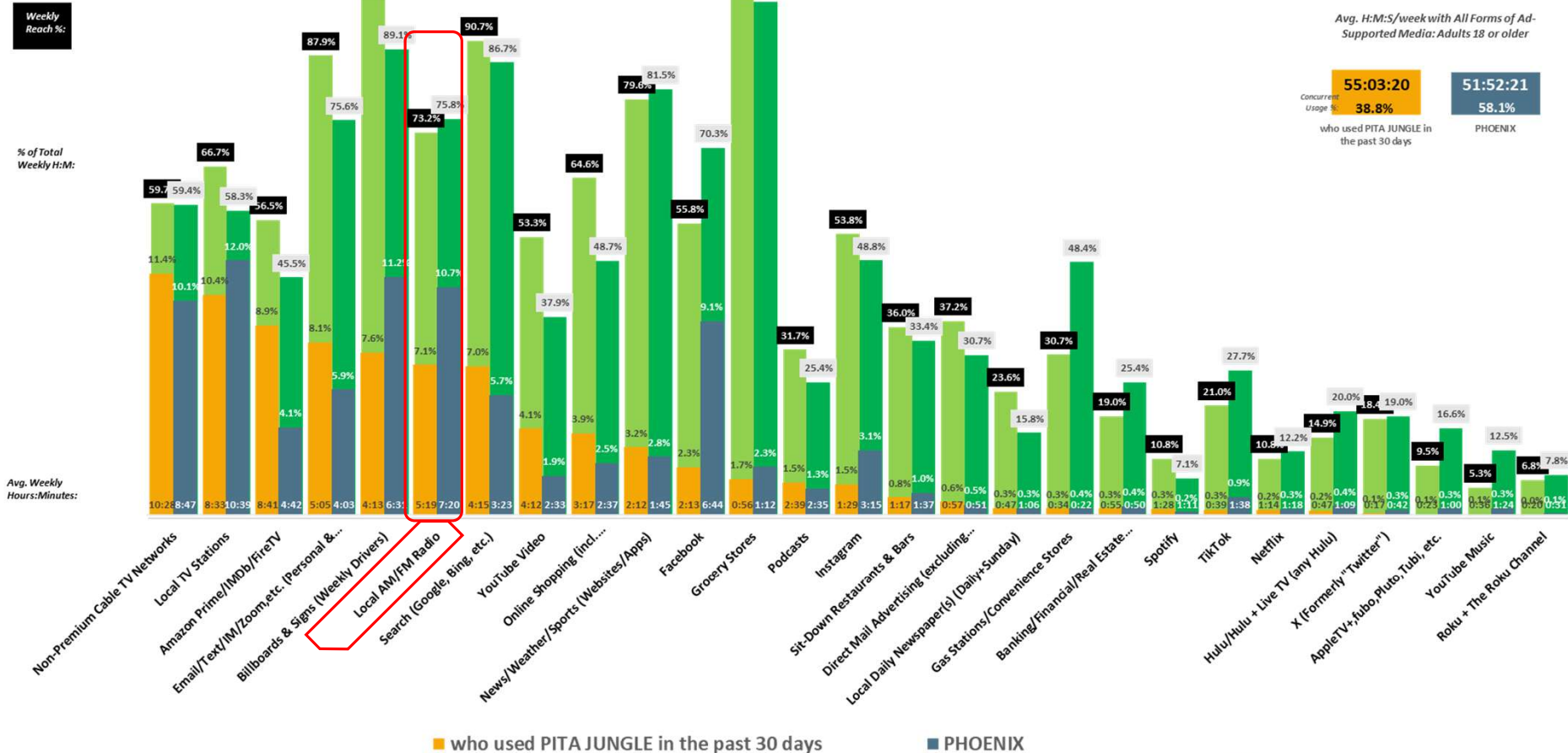
Adults 18 or older who used OREGANO'S PIZZA BISTRO in the past 30 days spend an average of 3 days, 6 hours, 2 minutes and 52 seconds each week with All Forms of Ad-Supported Media.

89.1% of Adults 18 or older who used OREGANO'S PIZZA BISTRO in the past 30 days spend an avg. of 9 hours and 21 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.7% of total time spent with all forms of Ad-Supported Media.





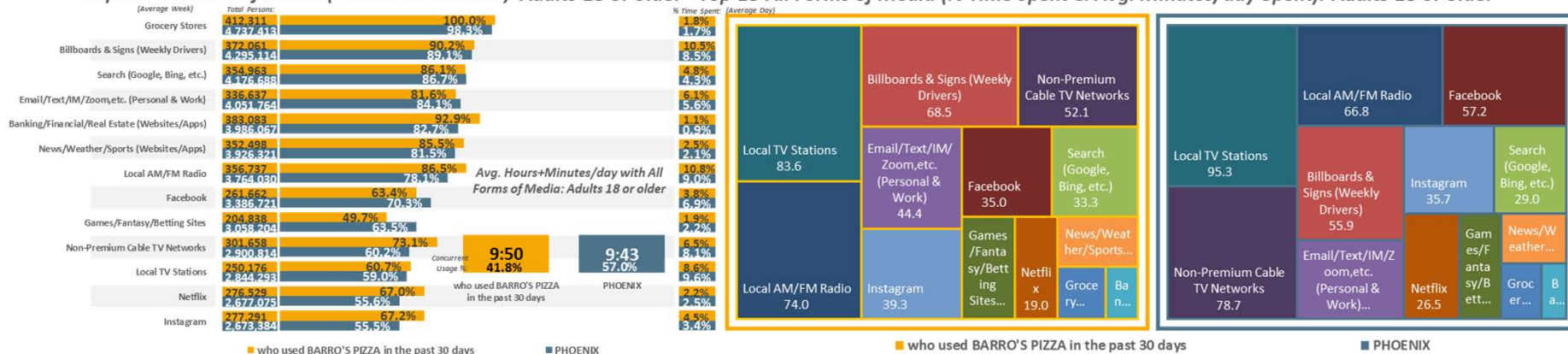
Adults 18 or older who used PITA JUNGLE in the past 30 days spend an average of 2 days, 7 hours, 3 minutes and 20 seconds each week with All Forms of Ad-Supported Media.
 73.2% of Adults 18 or older who used PITA JUNGLE in the past 30 days spend an avg. of 5 hours and 19 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 7.1% of total time spent with all forms of Ad-Supported Media.



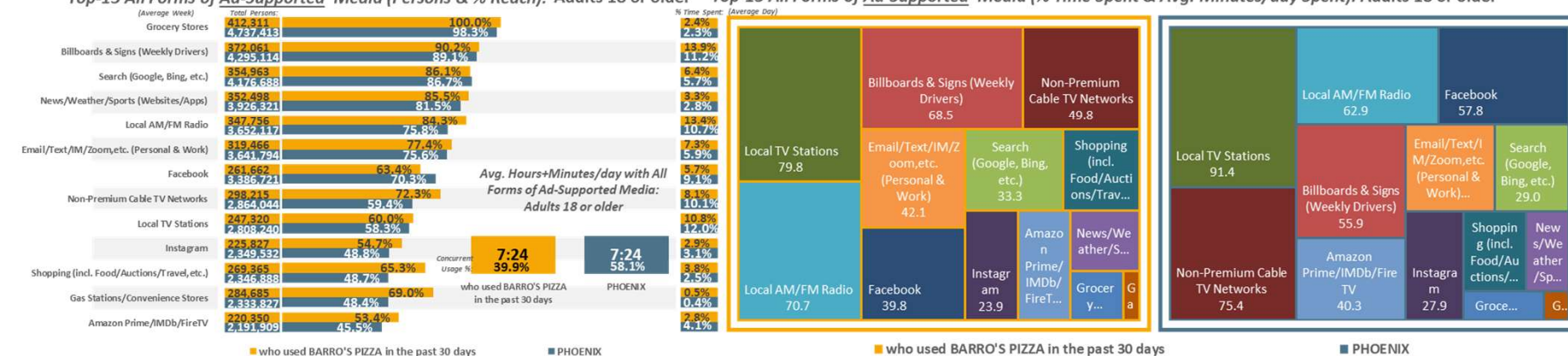


Adults 18 or older who used BARRO'S PIZZA in the past 30 days spend an average of 7 hours and 24 minutes each day with All Forms of Ad-Supported Media. 84.3% listen to Local AM/FM Radio for an avg. of 70.7 minutes/day.
(Local Radio delivers 13.4% of Time with Ad-Supported Media.)

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



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



PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 233
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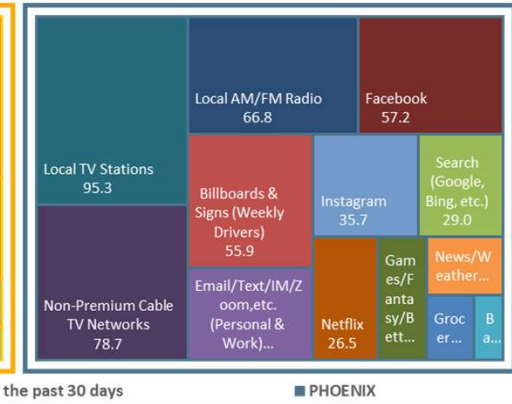
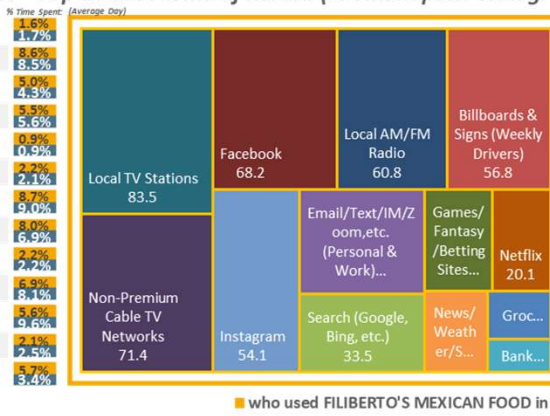
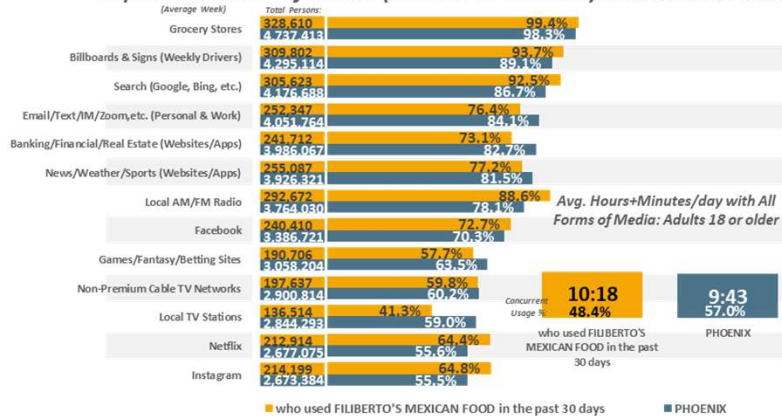
soefa.ai Share of Everything for Anything

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

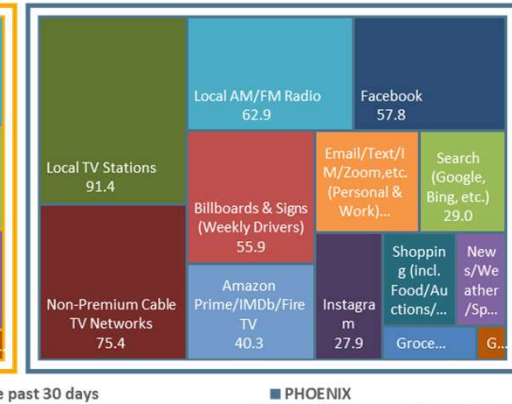
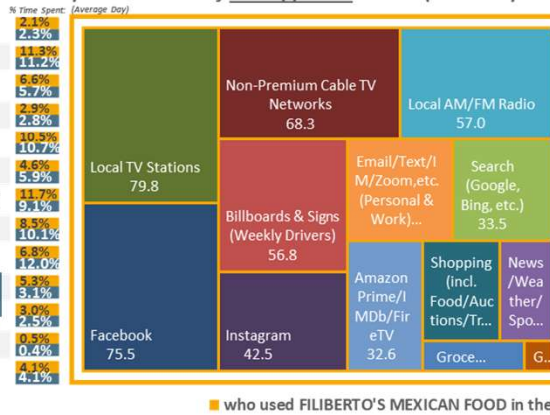
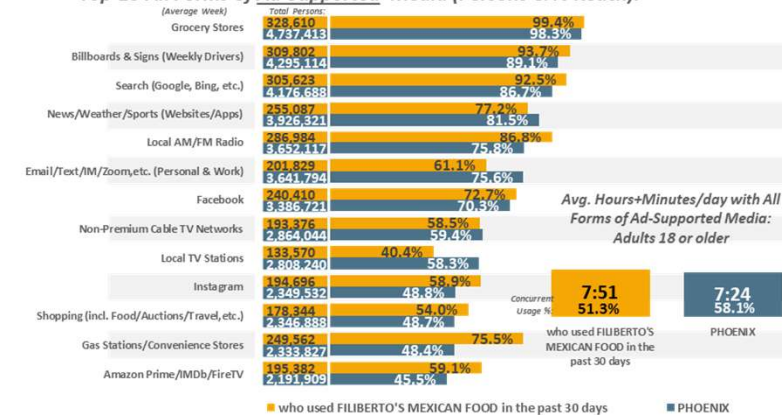


Adults 18 or older who used FILIBERTO'S MEXICAN FOOD in the past 30 days spend an average of 7 hours and 51 minutes each day with All Forms of Ad-Supported Media. 86.8% listen to Local AM/FM Radio for an avg. of 57. minutes/day. (Local Radio delivers 10.5% of Time with Ad-Supported Media.)

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**



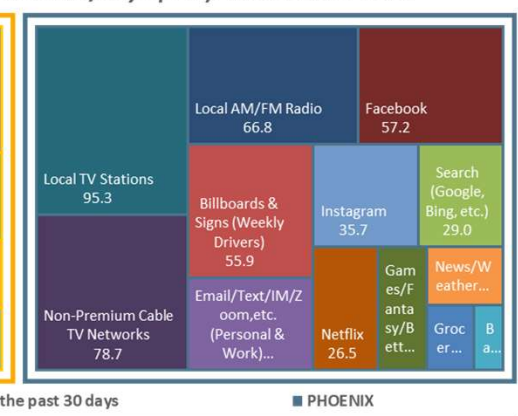
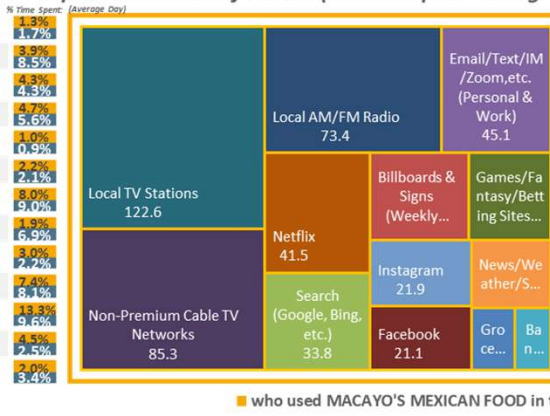
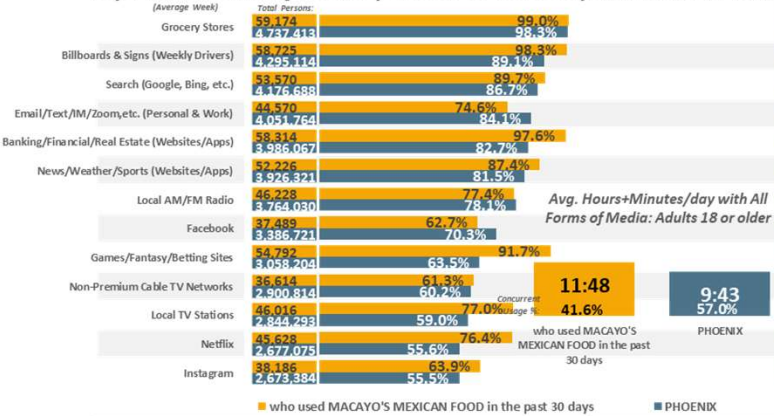
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



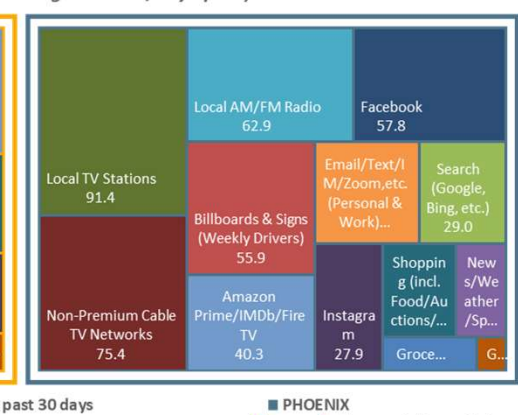
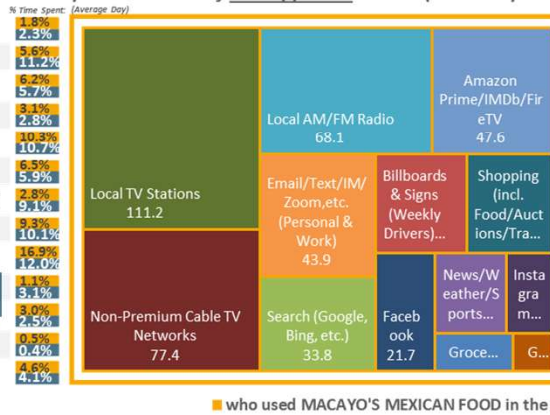
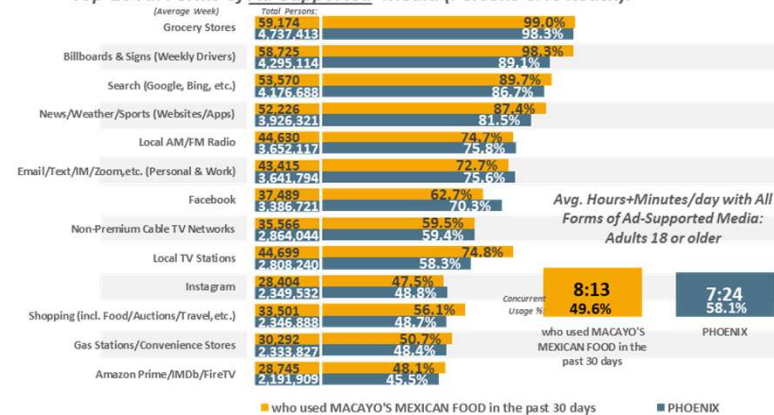


Adults 18 or older who used MACAYO'S MEXICAN FOOD in the past 30 days spend an average of 8 hours and 13 minutes each day with All Forms of Ad-Supported Media. 74.7% listen to Local AM/FM Radio for an avg. of 68.1 minutes/day. (Local Radio delivers 10.3% of Time with Ad-Supported Media.)

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**



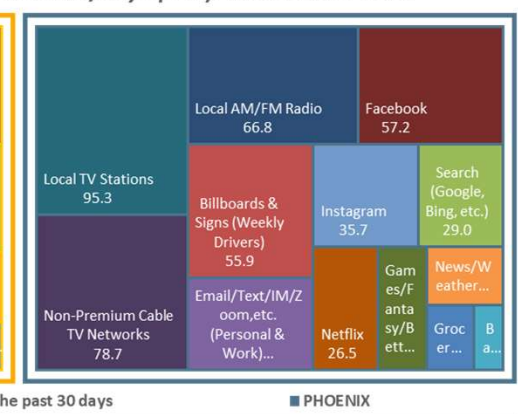
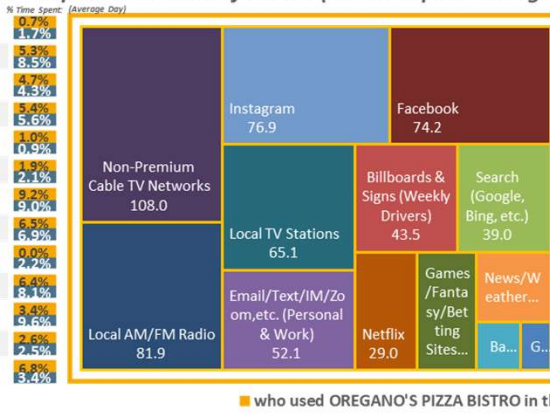
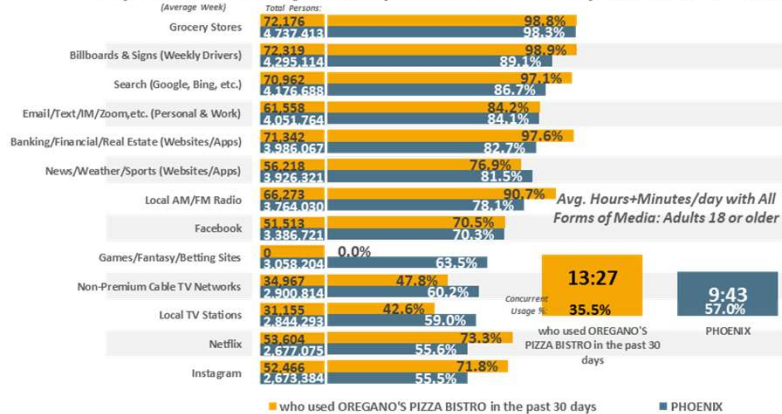
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



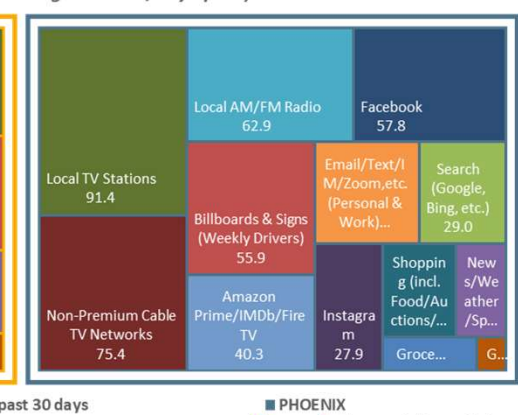
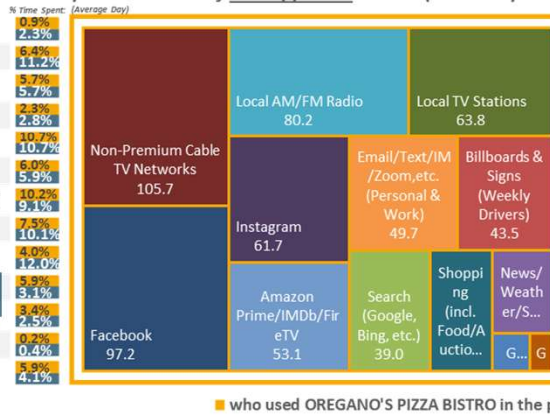
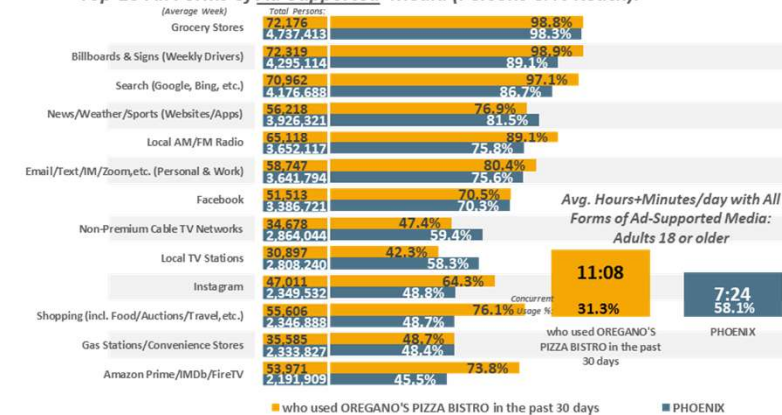


Adults 18 or older who used OREGANO'S PIZZA BISTRO in the past 30 days spend an average of 11 hours and 8 minutes each day with All Forms of Ad-Supported Media. 89.1% listen to Local AM/FM Radio for an avg. of 80.2 minutes/day. (Local Radio delivers 10.7% of Time with Ad-Supported Media.)

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



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

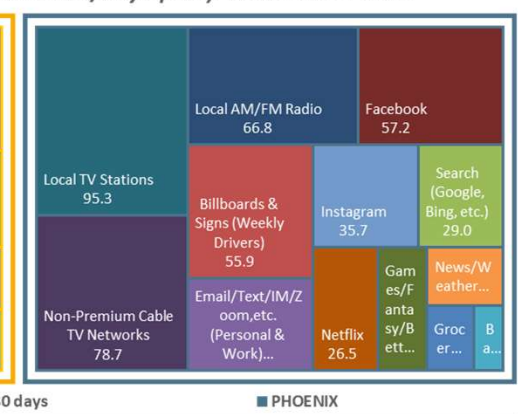
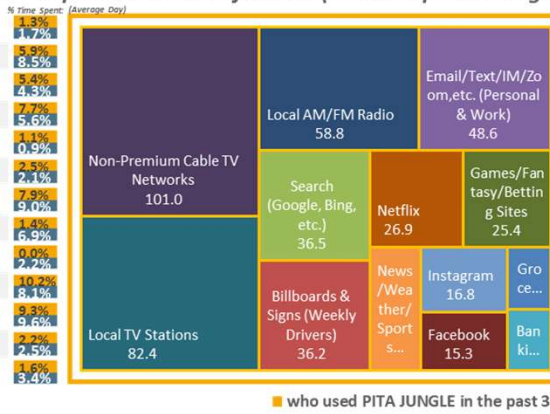
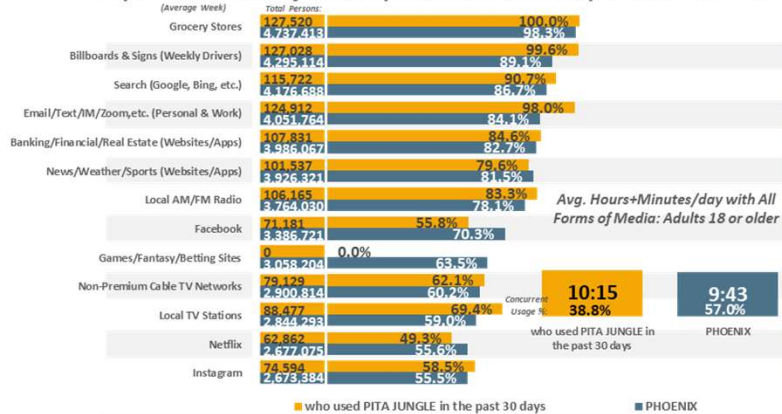




Adults 18 or older who used PITA JUNGLE in the past 30 days spend an average of 7 hours and 51 minutes each day with All Forms of Ad-Supported Media. 73.2% listen to Local AM/FM Radio for an avg. of 45.6 minutes/day.
(Local Radio delivers 7.1% of Time with Ad-Supported Media.)

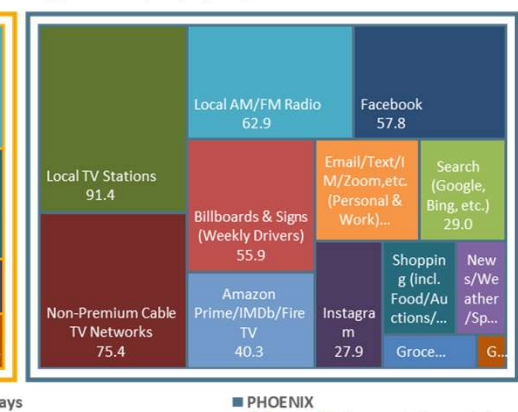
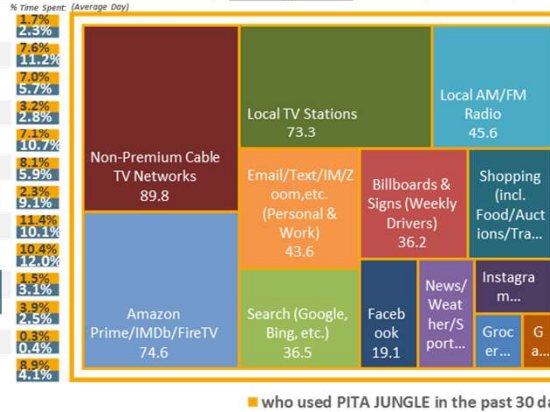
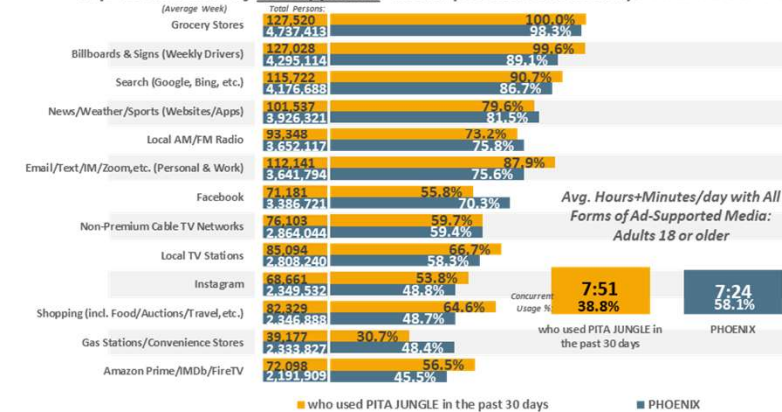
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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

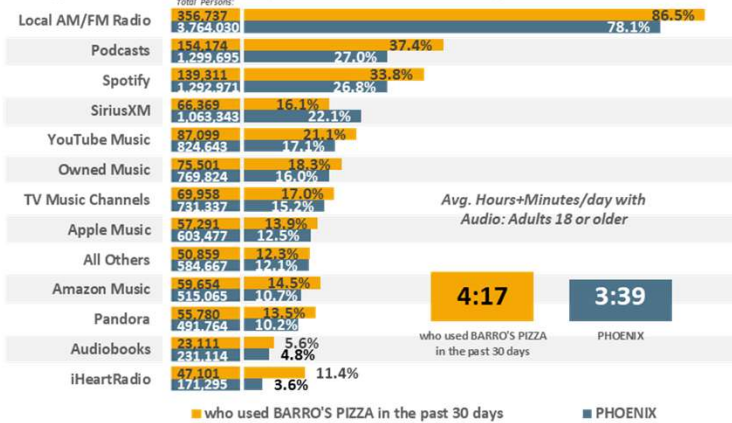
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



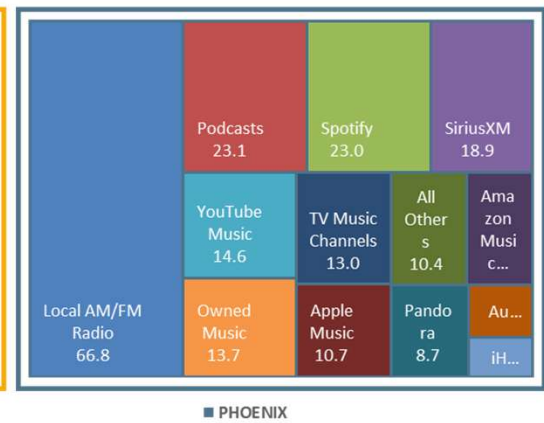
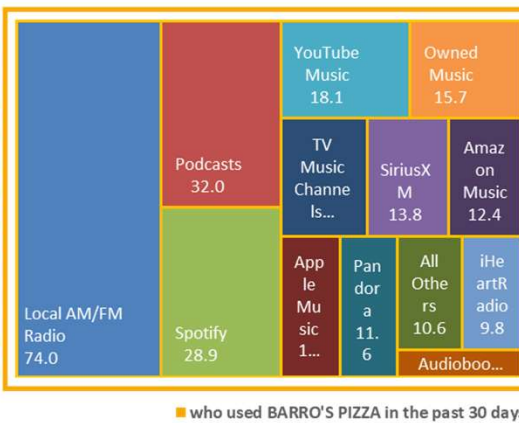


347,756 or 84.3% of Adults 18 or older who used BARRO'S PIZZA in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 70.7 minutes every day representing 41.6% of all time spent daily with Ad-Supported Audio.

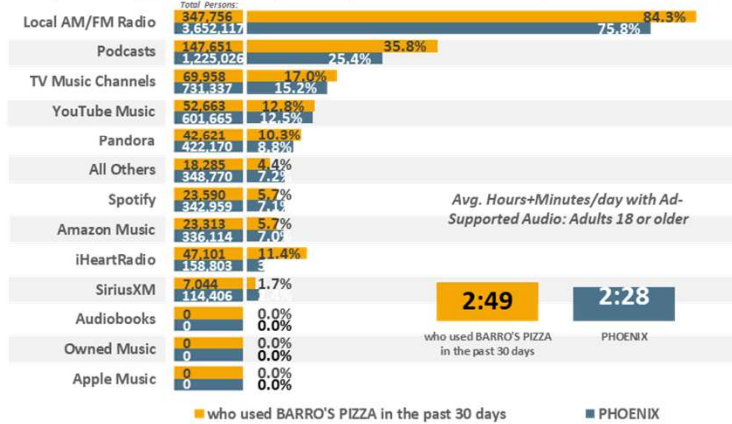
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



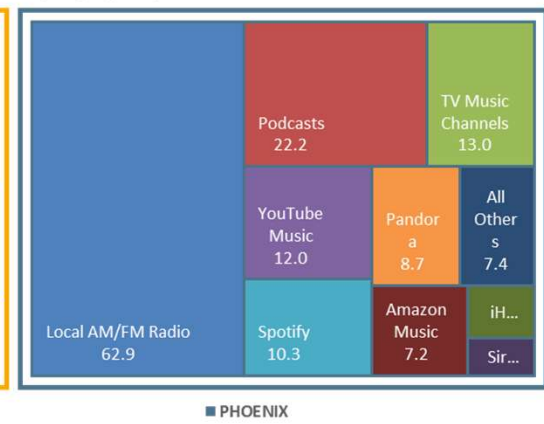
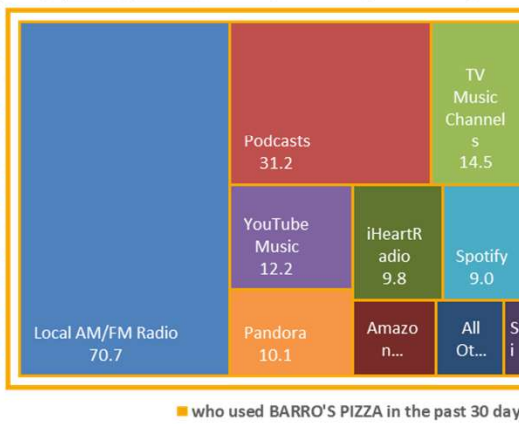
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



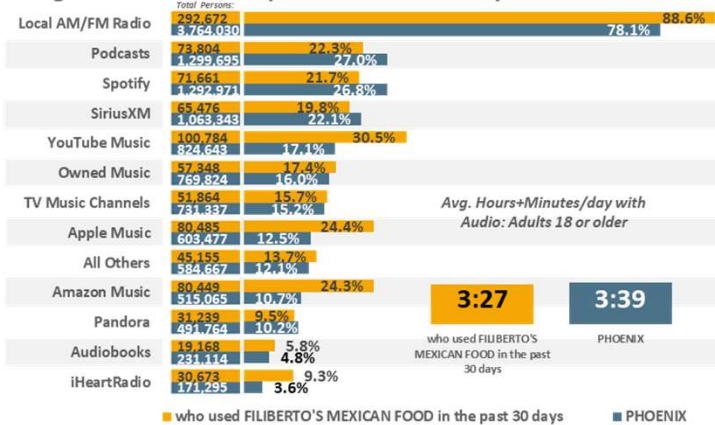
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



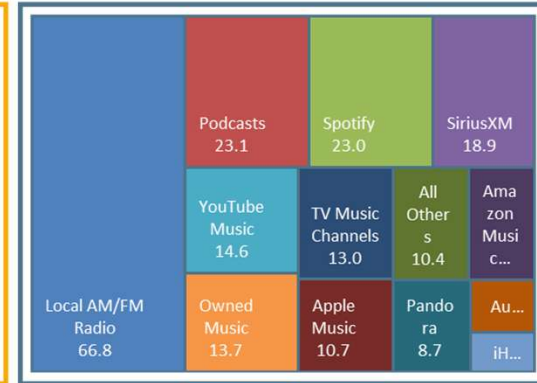
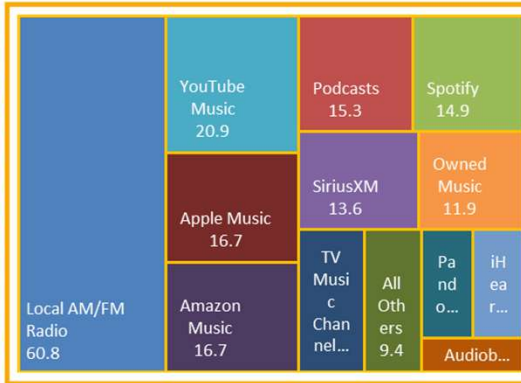


286,984 or 86.8% of Adults 18 or older who used FILIBERTO'S MEXICAN FOOD in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 57. minutes every day representing 38.9% of all time spent daily with Ad-Supported Audio.

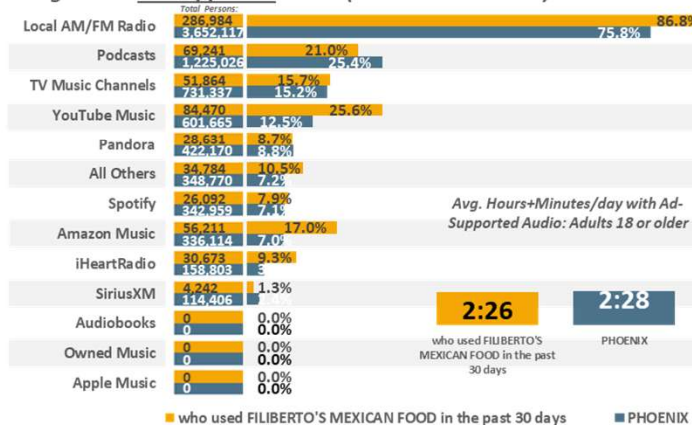
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



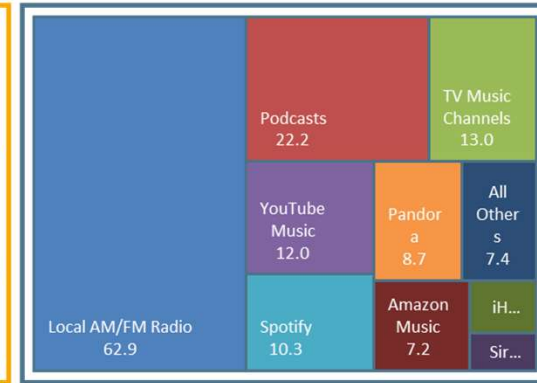
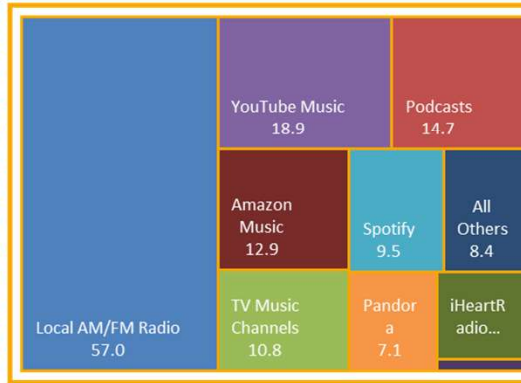
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



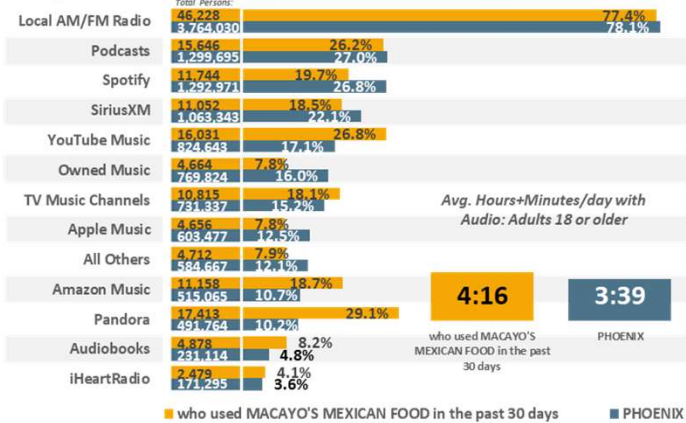
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



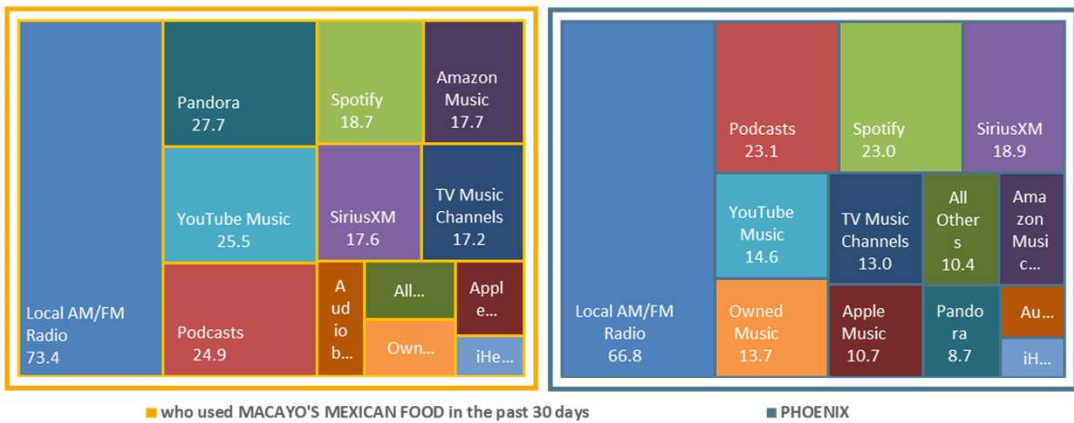


44,630 or 74.7% of Adults 18 or older who used MACAYO'S MEXICAN FOOD in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 68.1 minutes every day representing 32.9% of all time spent daily with Ad-Supported Audio.

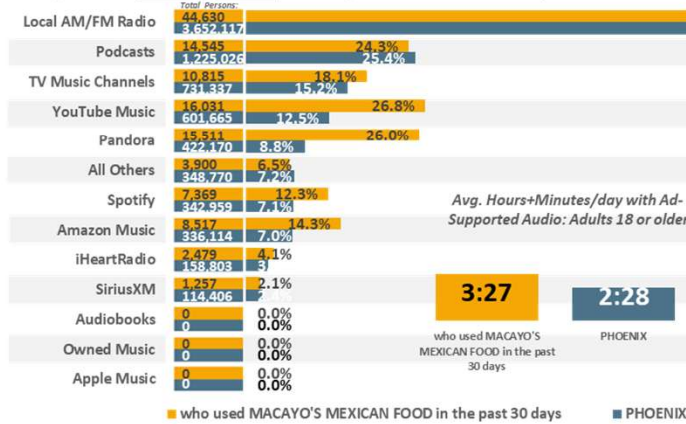
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



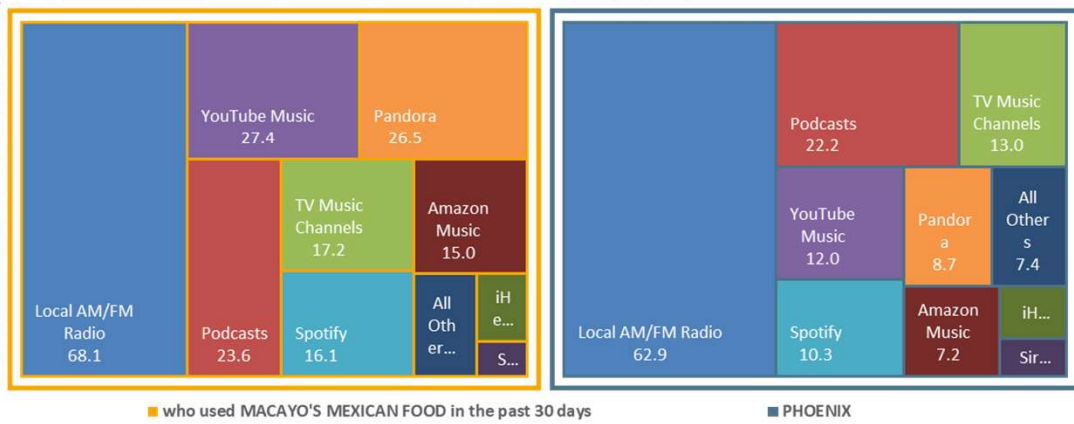
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

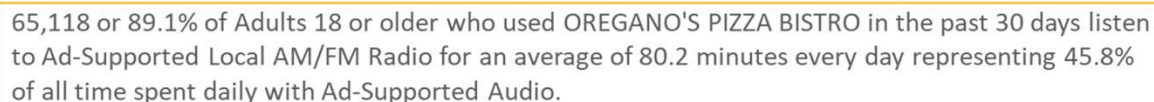


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older

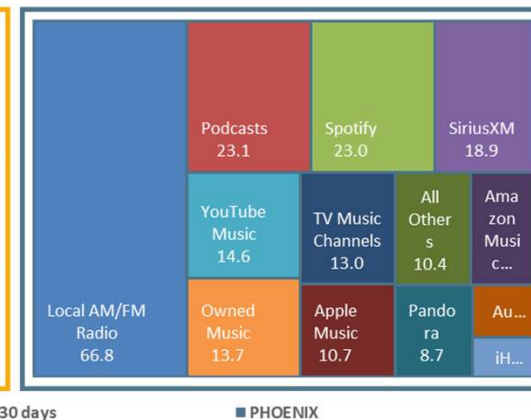
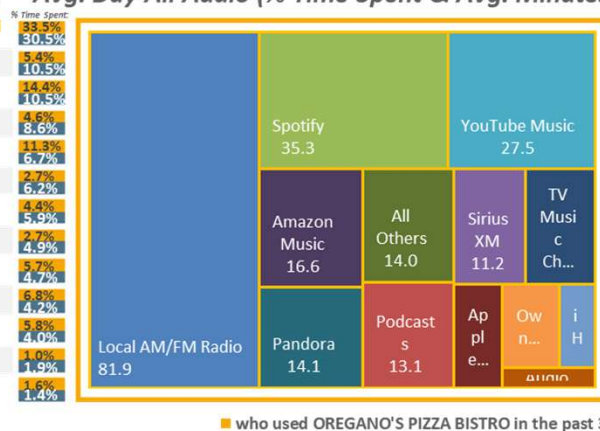


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

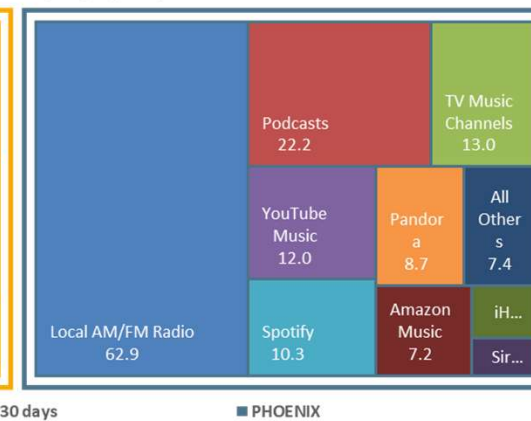
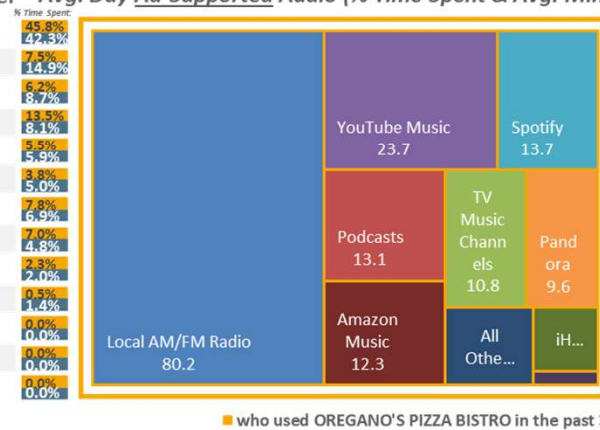




Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



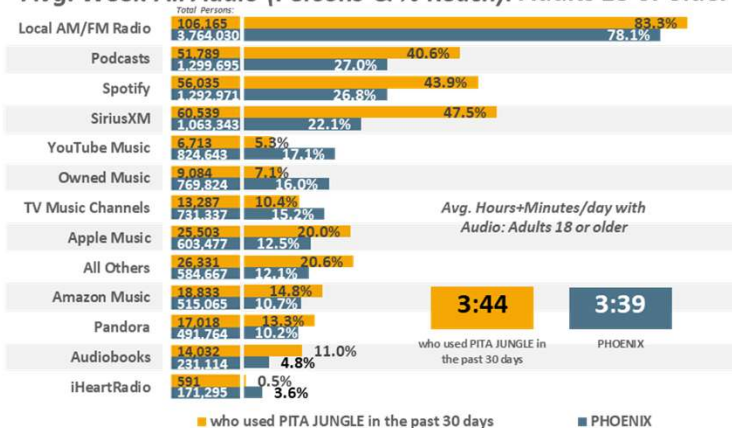
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



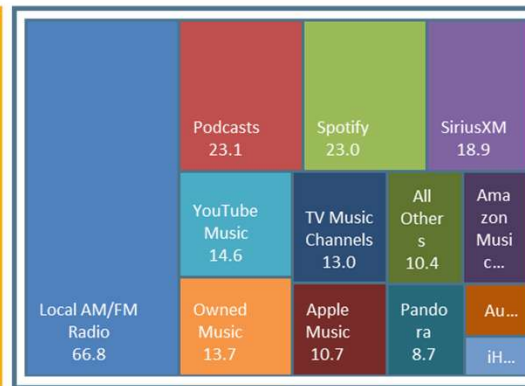
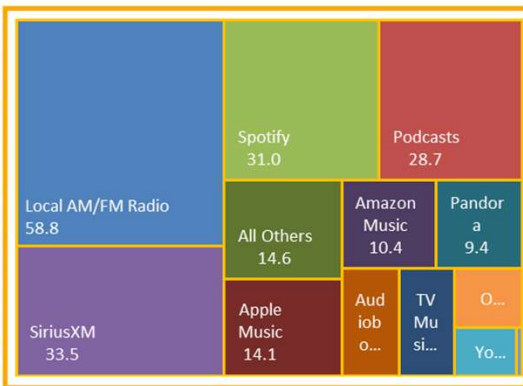


93,348 or 73.2% of Adults 18 or older who used PITA JUNGLE in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 45.6 minutes every day representing 36.2% of all time spent daily with Ad-Supported Audio.

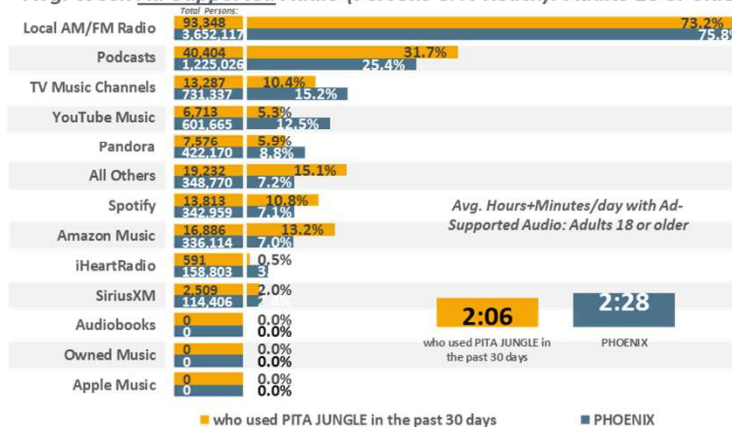
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



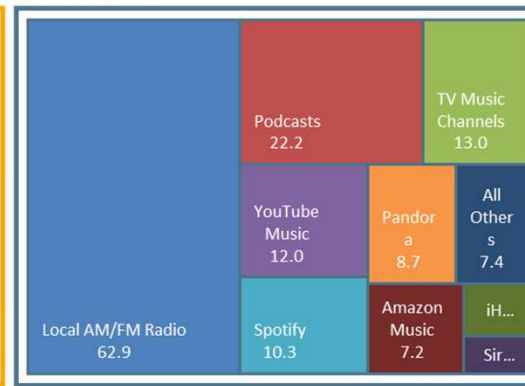
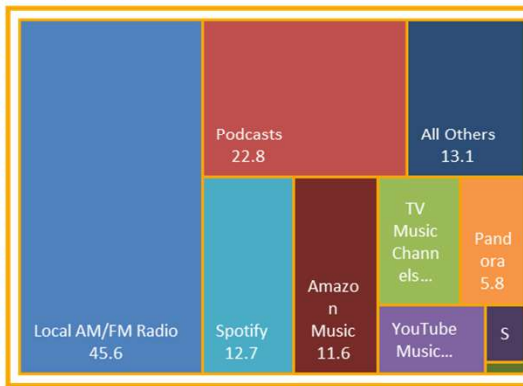
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

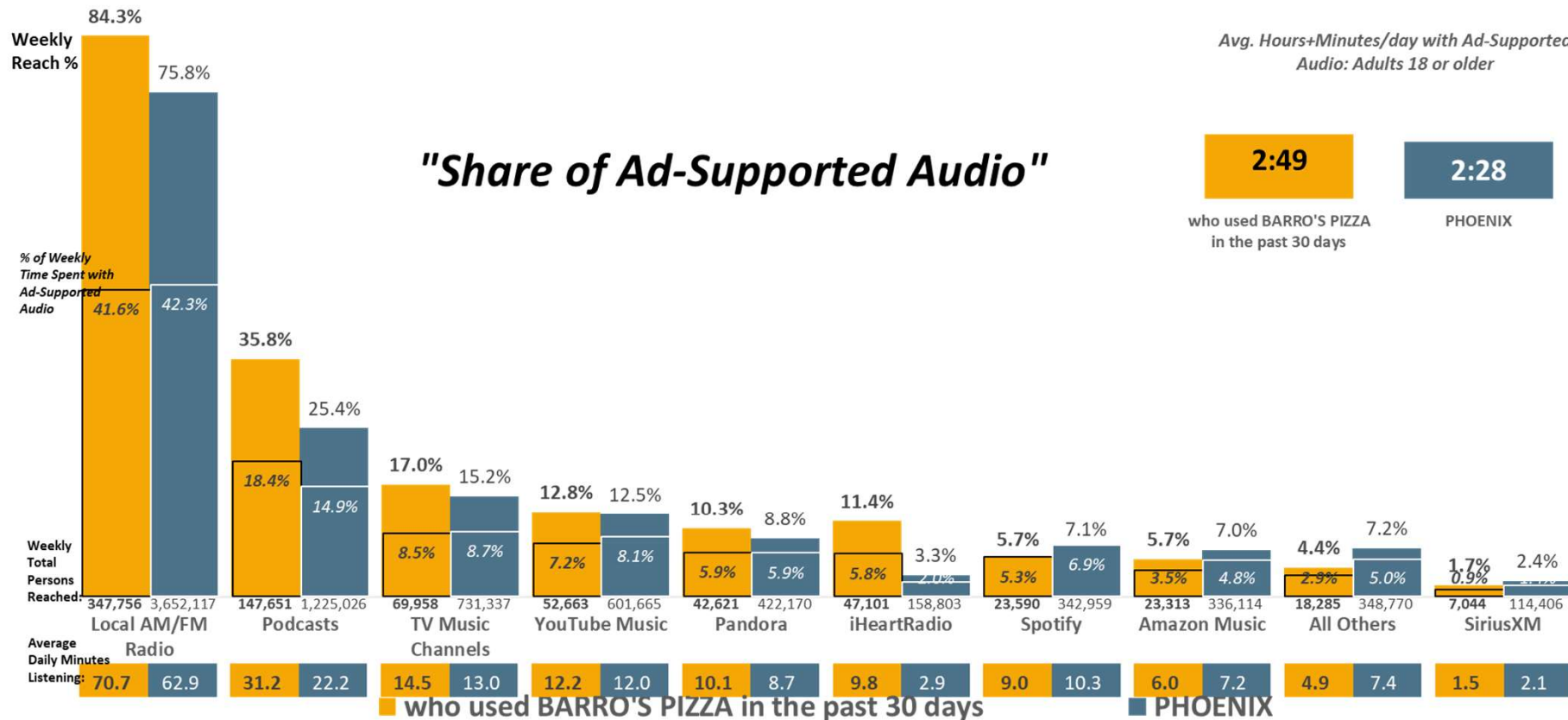


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





347,756 or 84.3% of Adults 18 or older who used BARRO'S PIZZA in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 70.7 minutes every day representing 41.6% of all time spent daily with Ad-Supported Audio.





286,984 or 86.8% of Adults 18 or older who used FILIBERTO'S MEXICAN FOOD in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 57. minutes every day representing 38.9% of all time spent daily with Ad-Supported Audio.

Weekly Reach % 86.8%

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

"Share of Ad-Supported Audio"

2:26

2:28

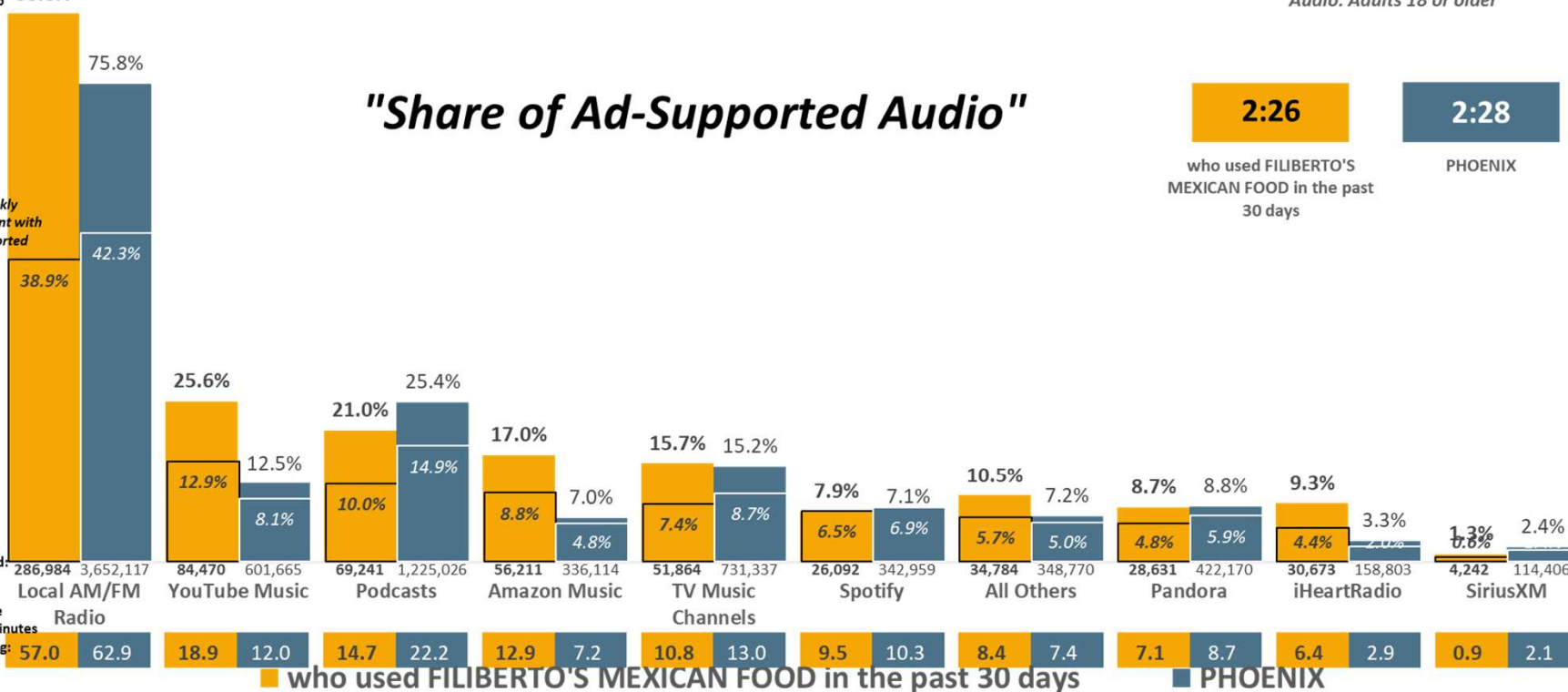
who used FILIBERTO'S MEXICAN FOOD in the past 30 days

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% of Weekly Time Spent with Ad-Supported Audio

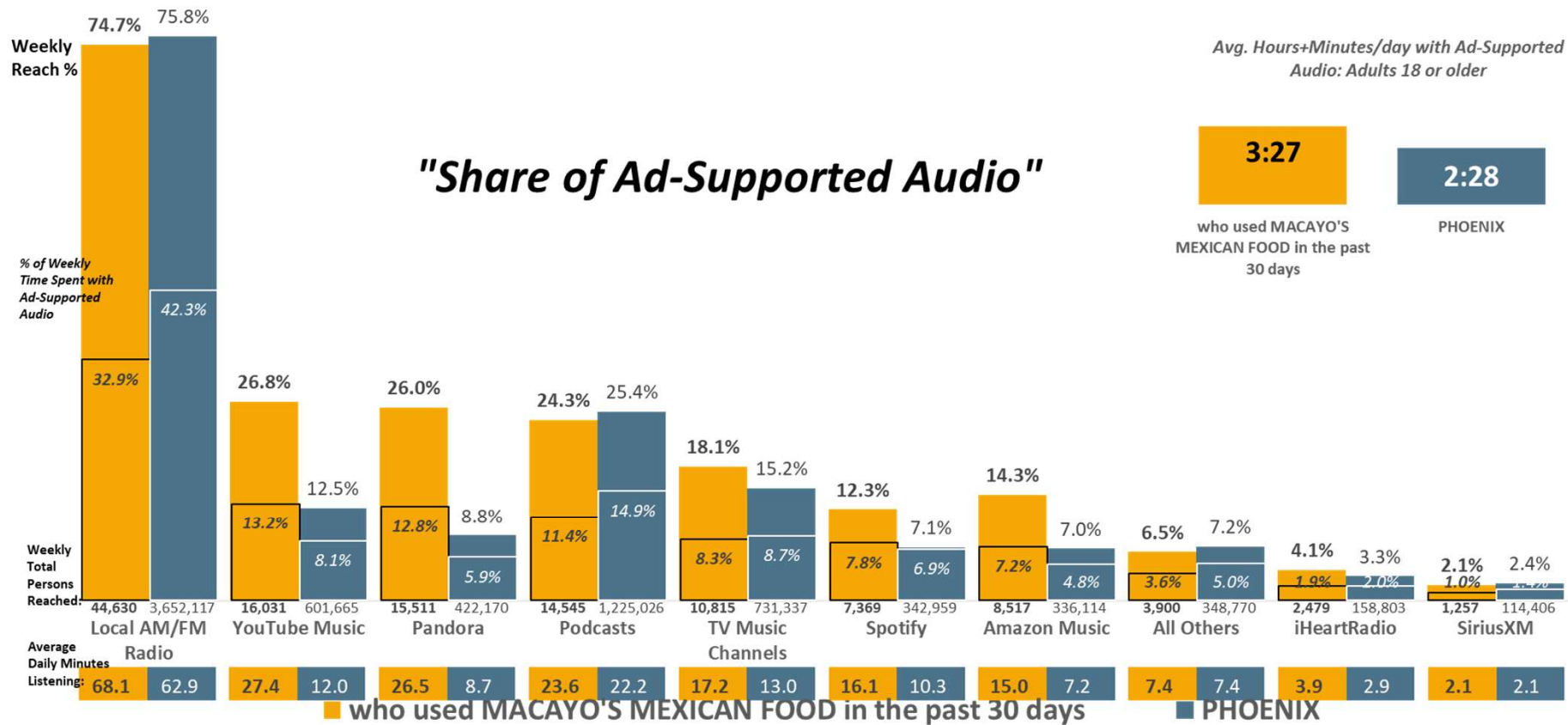
Weekly Total Persons Reached

Average Daily Minutes Listening



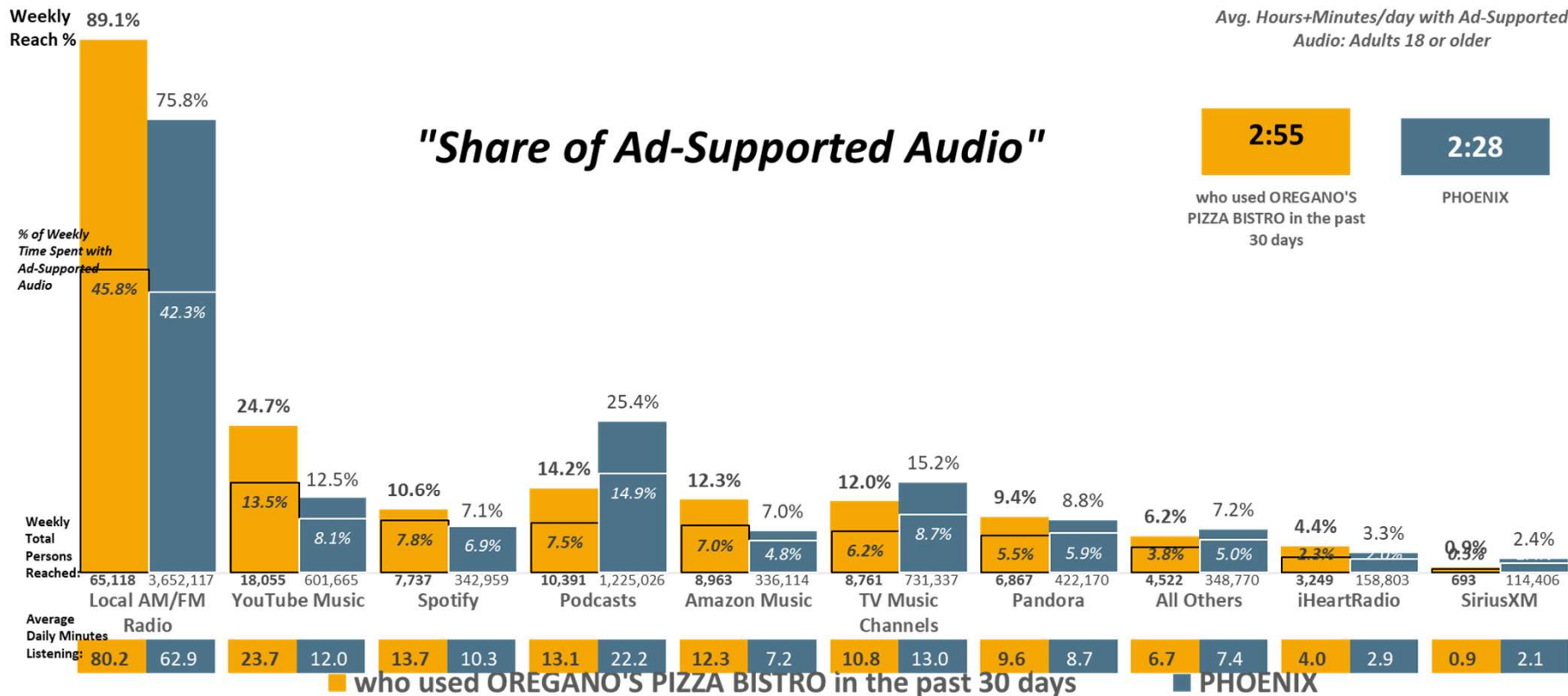


44,630 or 74.7% of Adults 18 or older who used MACAYO'S MEXICAN FOOD in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 68.1 minutes every day representing 32.9% of all time spent daily with Ad-Supported Audio.



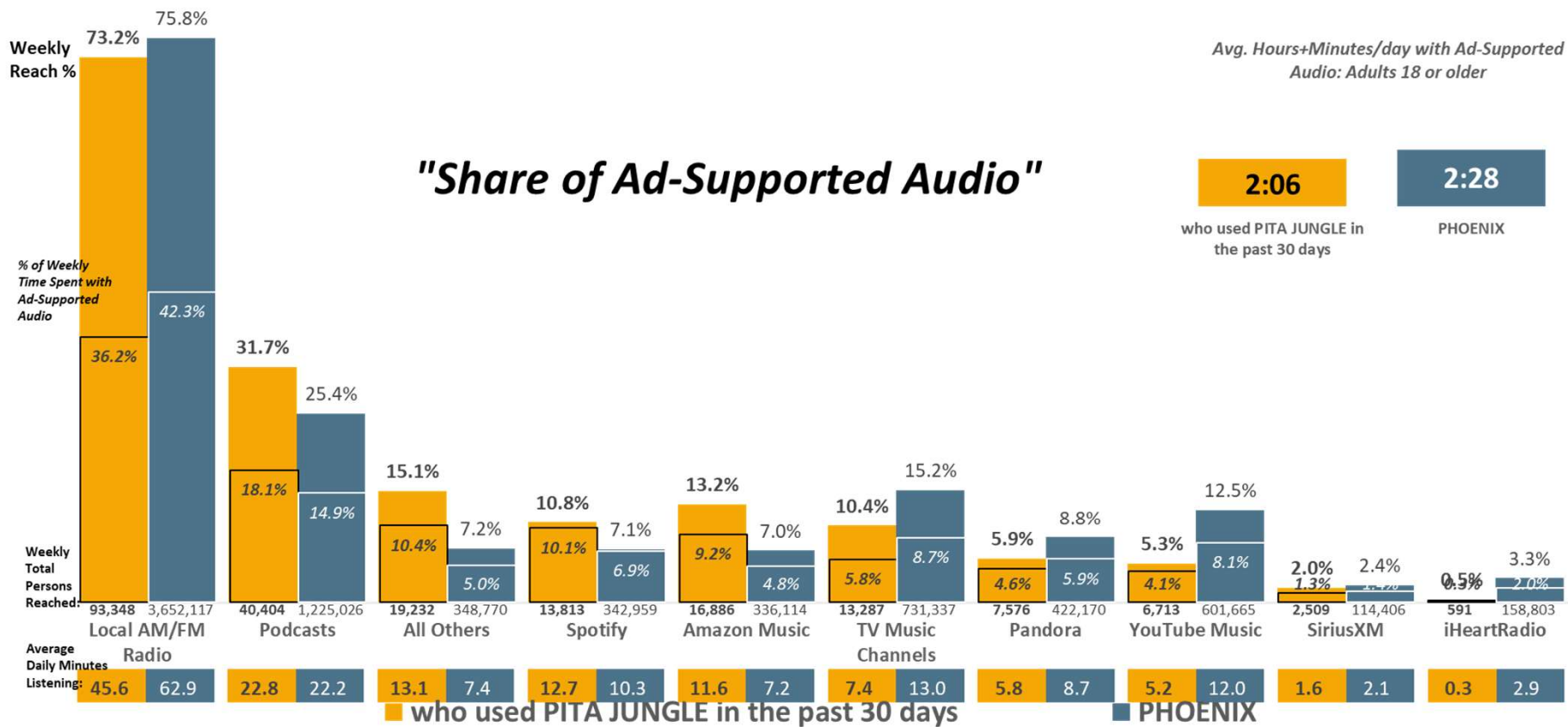


65,118 or 89.1% of Adults 18 or older who used OREGANO'S PIZZA BISTRO in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 80.2 minutes every day representing 45.8% of all time spent daily with Ad-Supported Audio.





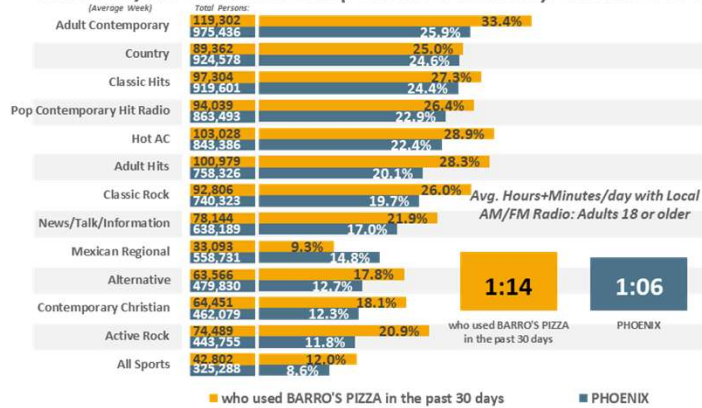
93,348 or 73.2% of Adults 18 or older who used PITA JUNGLE in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 45.6 minutes every day representing 36.2% of all time spent daily with Ad-Supported Audio.



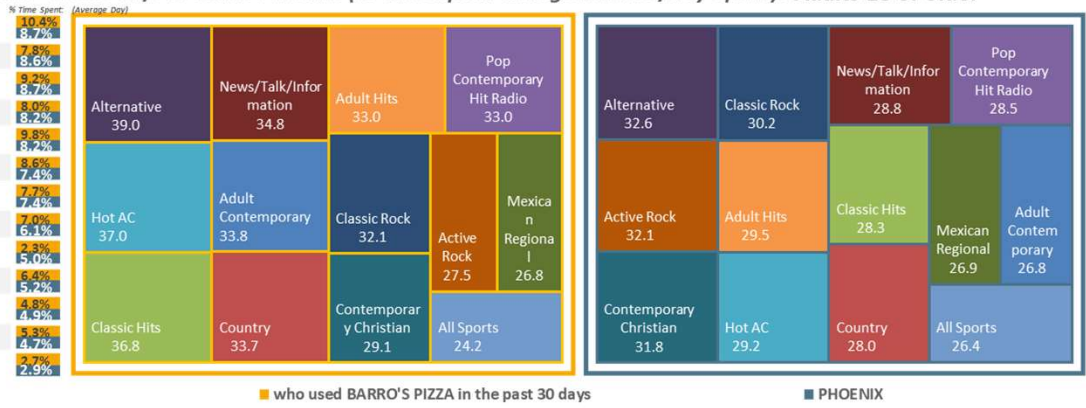


347,756 or 84.3% of Adults 18 or older who used BARRO'S PIZZA in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Hot AC, Adult Hits, Classic Hits, and Pop Contemporary Hit Radio.

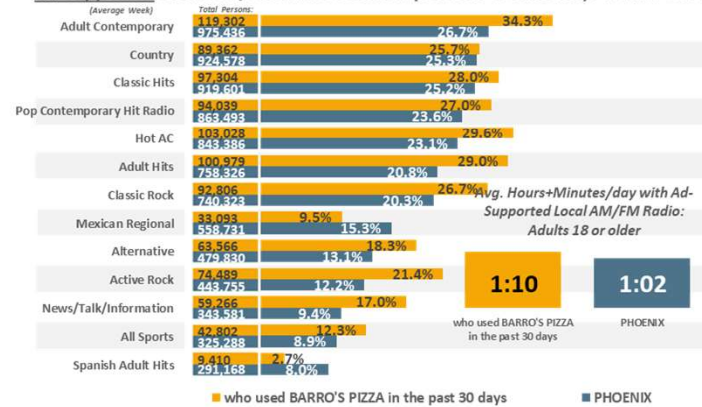
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



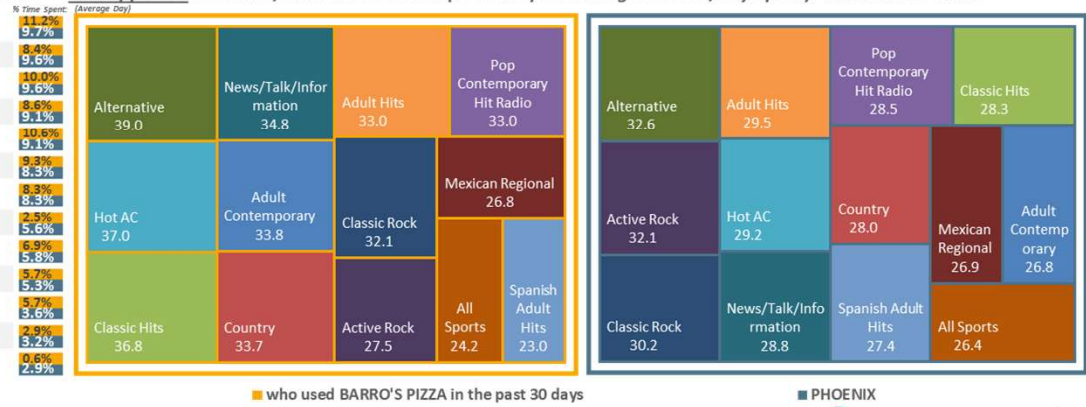
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



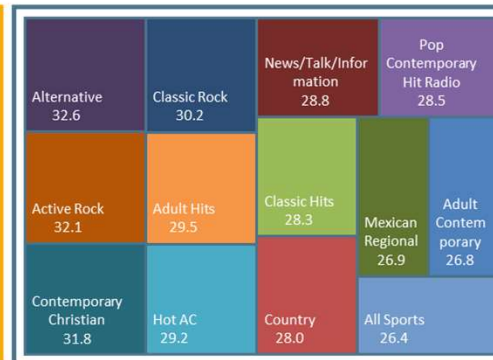
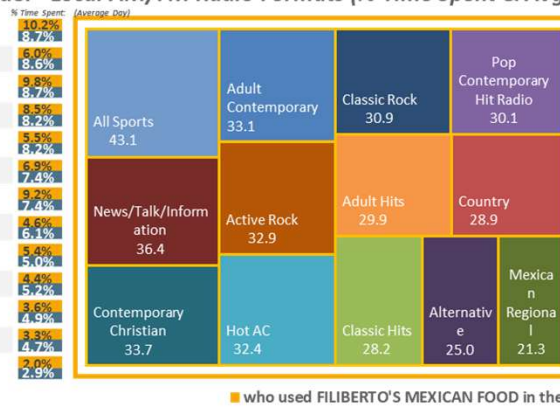
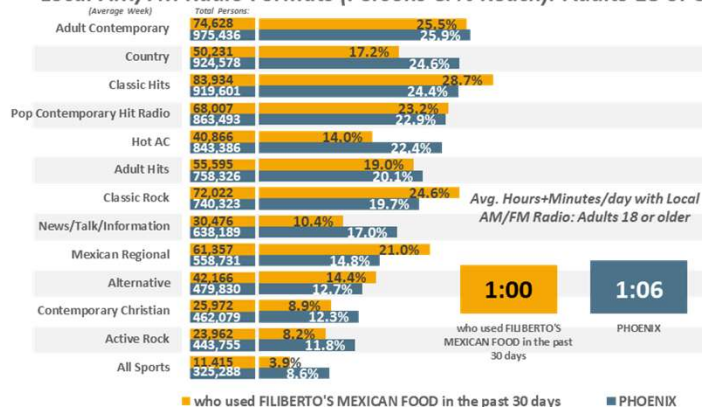
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



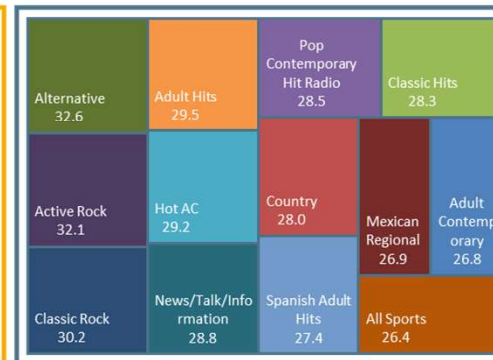
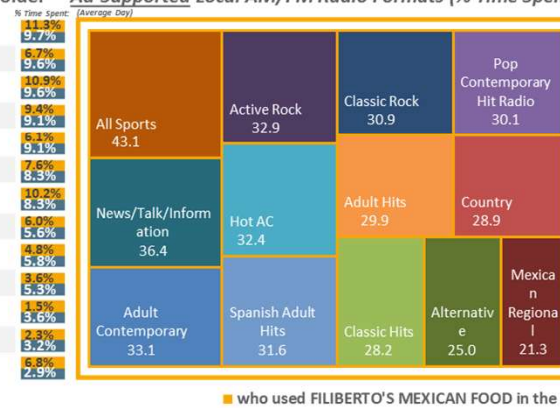
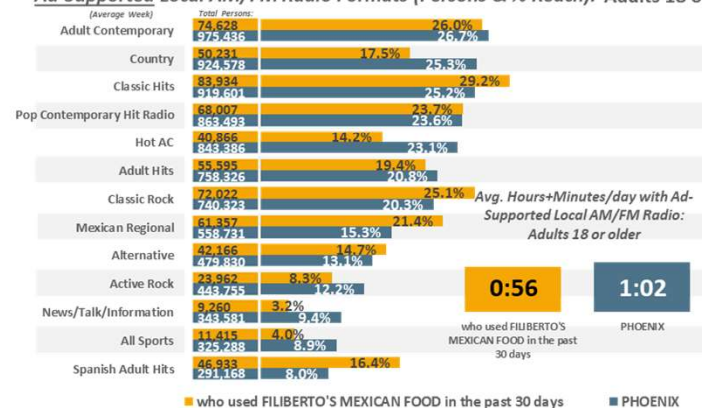


286,984 or 86.8% of Adults 18 or older who used FILIBERTO'S MEXICAN FOOD in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Classic Rock, Pop Contemporary Hit Radio, and Mexican Regional.

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**



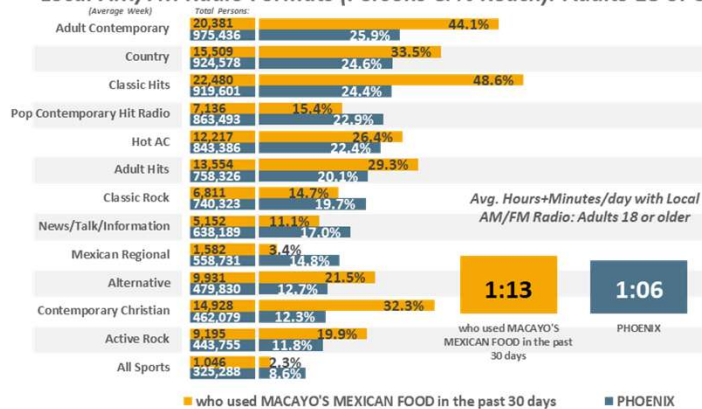
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





44,630 or 74.7% of Adults 18 or older who used MACAYO'S MEXICAN FOOD in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Country, Adult Hits, and Hot AC.

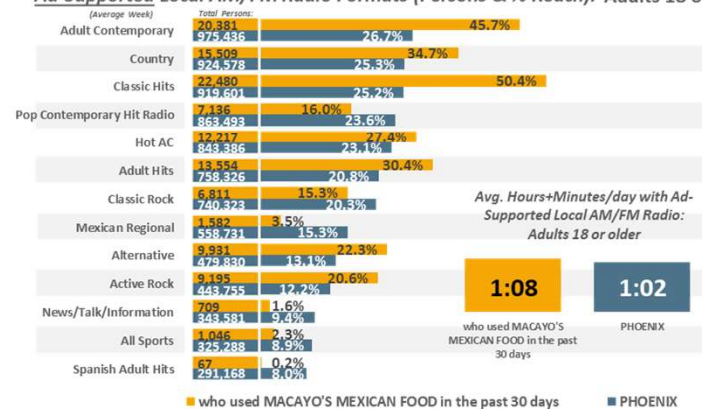
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



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



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



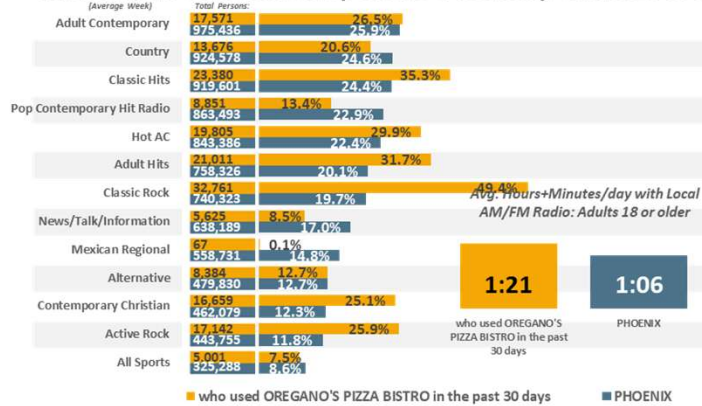
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



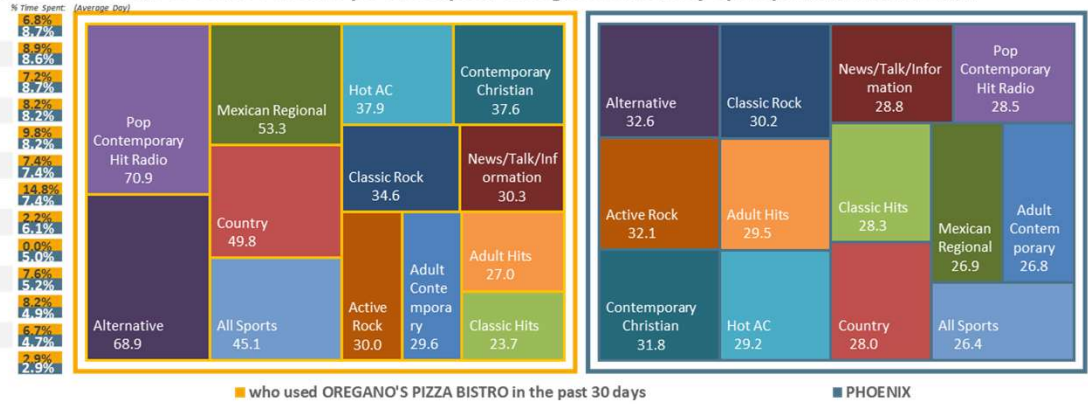


65,118 or 89.1% of Adults 18 or older who used OREGANO'S PIZZA BISTRO in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Classic Hits, Adult Hits, Hot AC, and Adult Contemporary.

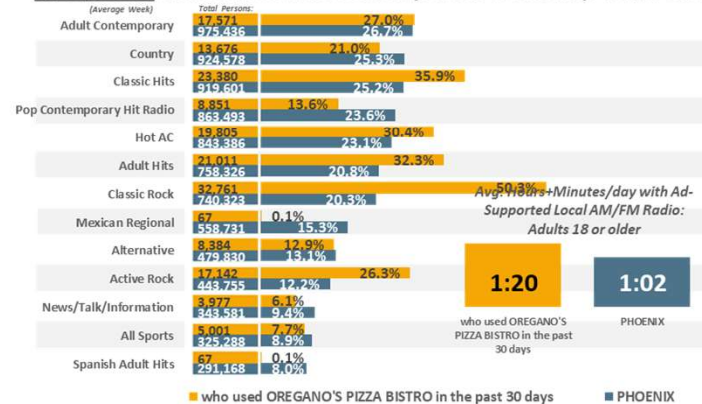
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



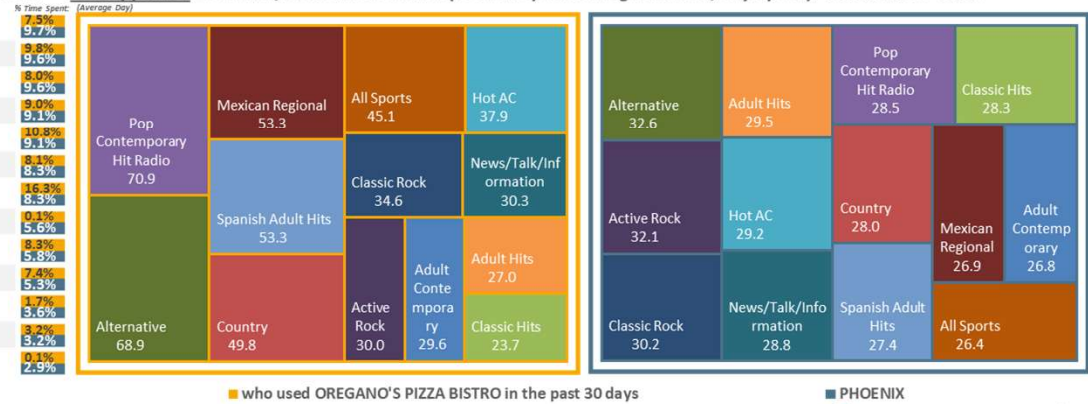
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



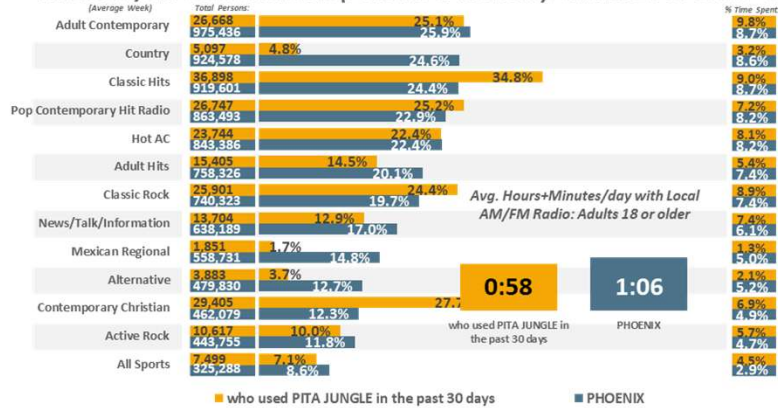
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



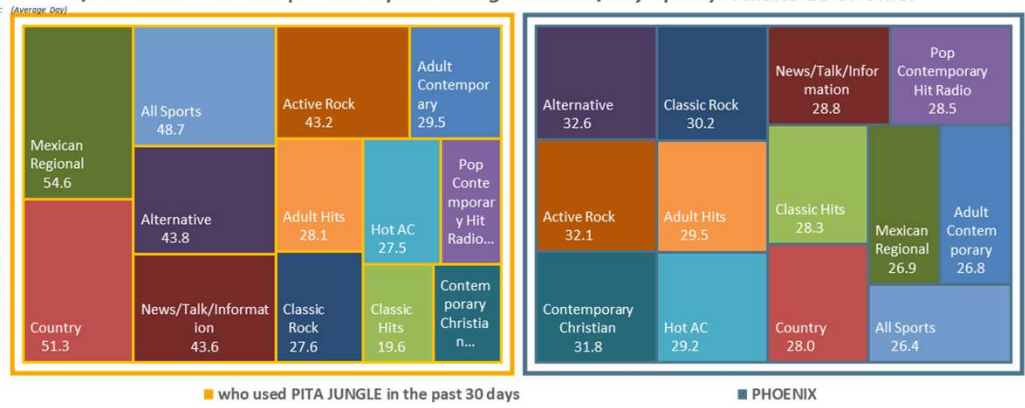


93,348 or 73.2% of Adults 18 or older who used PITA JUNGLE in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Pop Contemporary Hit Radio, Adult Contemporary, Classic Rock, and Hot AC.

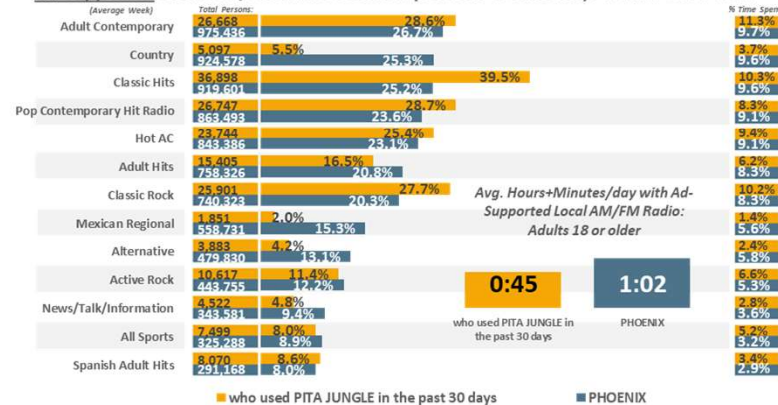
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



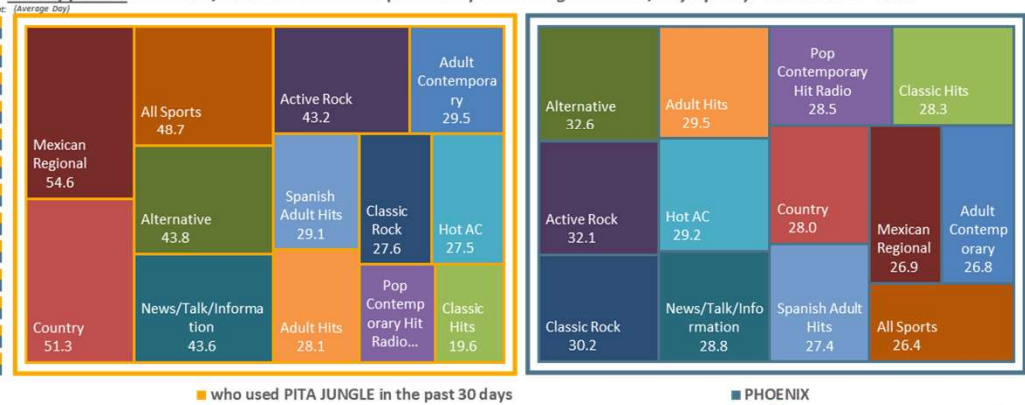
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

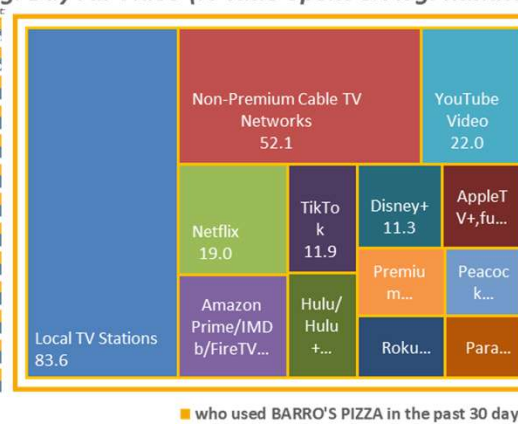
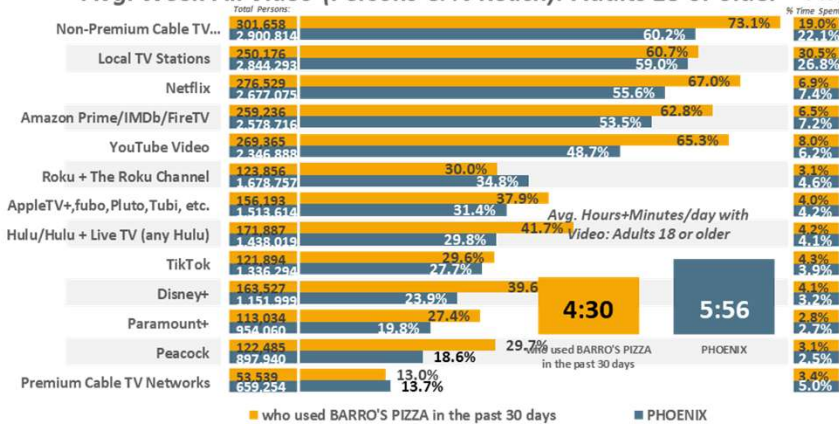




247,320 or 60.% of Adults 18 or older who used BARRO'S PIZZA in the past 30 days watch Ad-Supported Local TV Stations for an average of 79.8 minutes every day representing 35.9% of all time spent daily with Ad-Supported Video.

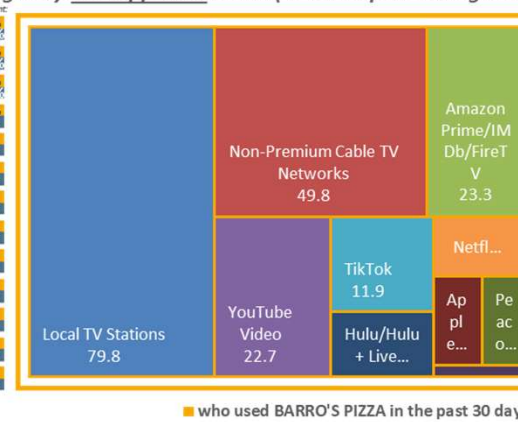
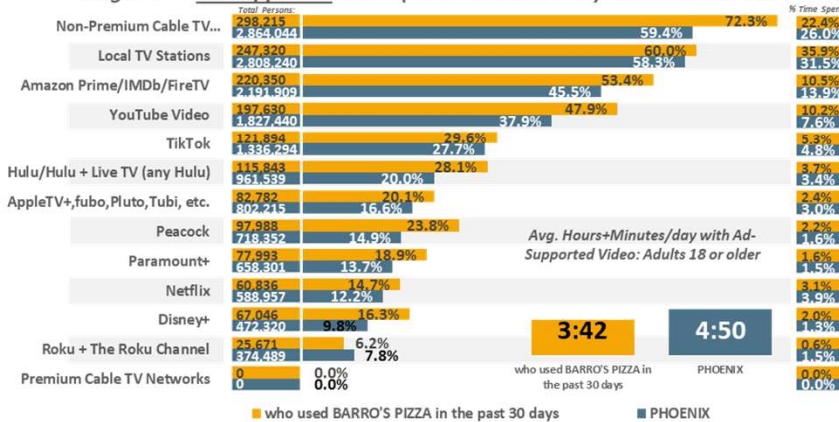
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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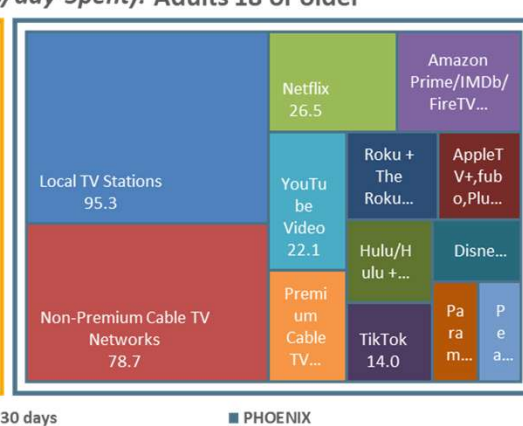
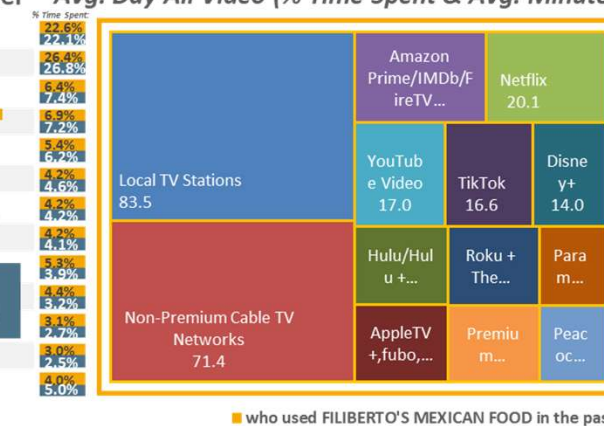
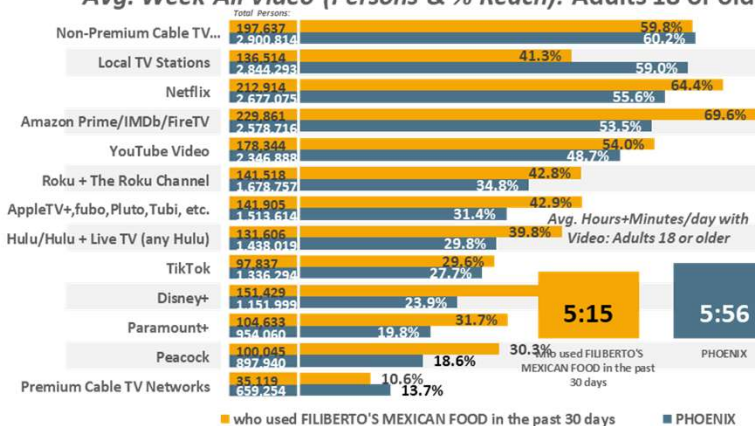
Quick service restaurants used past 30 days: Barro's Pizza



133,570 or 40.4% of Adults 18 or older who used FILIBERTO'S MEXICAN FOOD in the past 30 days watch Ad-Supported Local TV Stations for an average of 79.8 minutes every day representing 30.7% of all time spent daily with Ad-Supported Video.

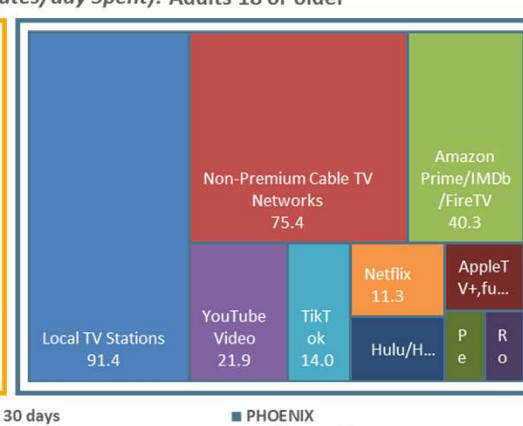
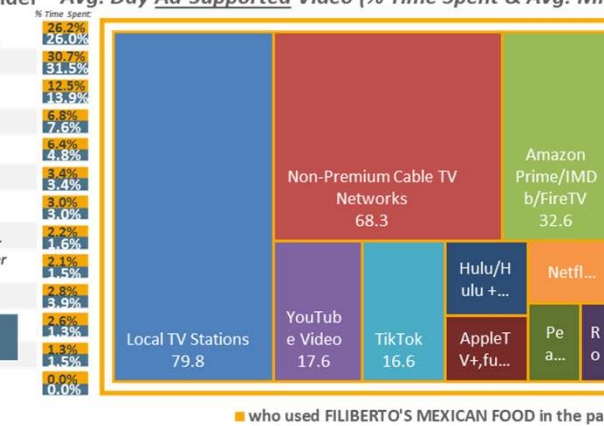
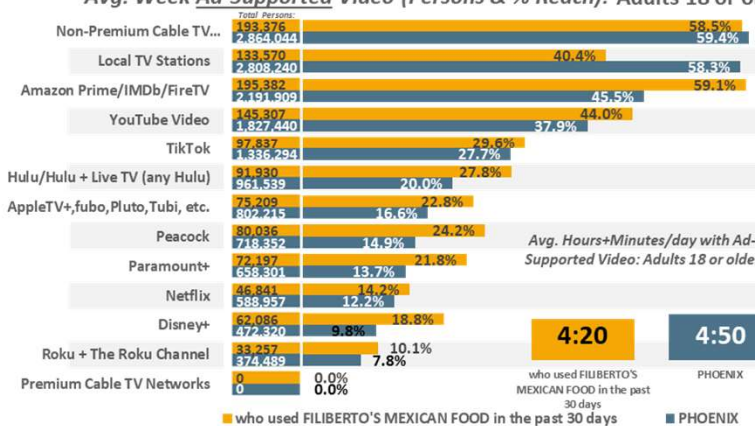
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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who used FILIBERTO'S MEXICAN FOOD in the past 30 days

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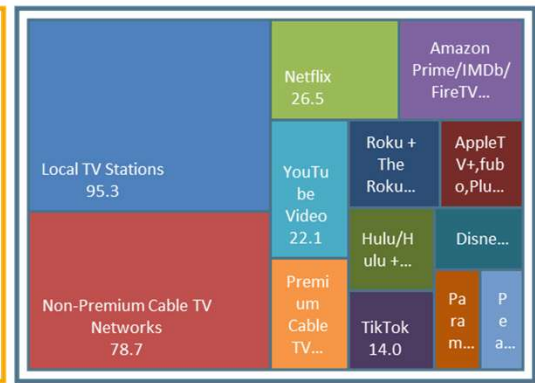
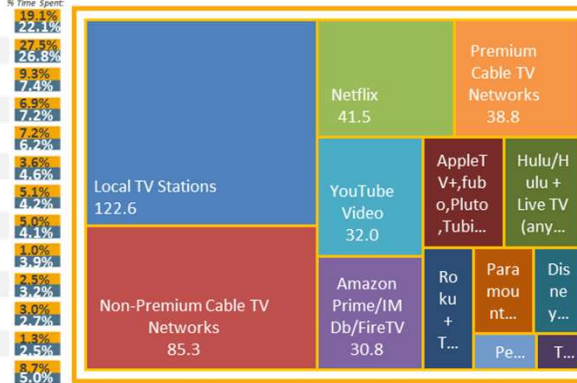
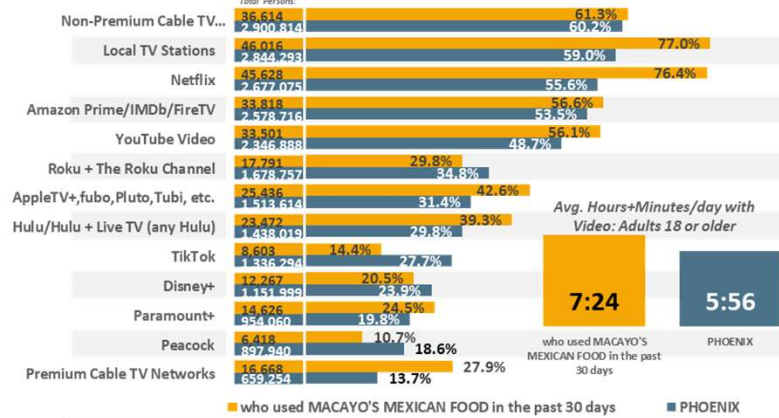
Quick service restaurants used past 30 days: Filiberto's Mexican



44,699 or 74.8% of Adults 18 or older who used MACAYO'S MEXICAN FOOD in the past 30 days watch Ad-Supported Local TV Stations for an average of 111.2 minutes every day representing 32.2% of all time spent daily with Ad-Supported Video.

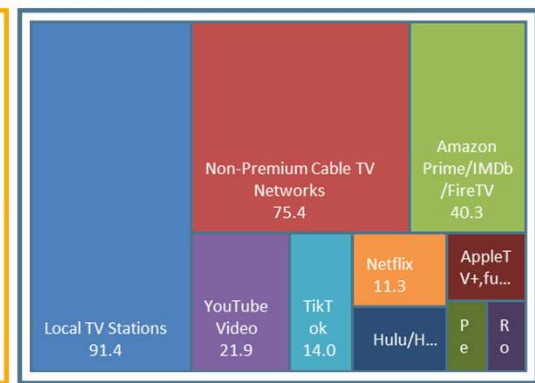
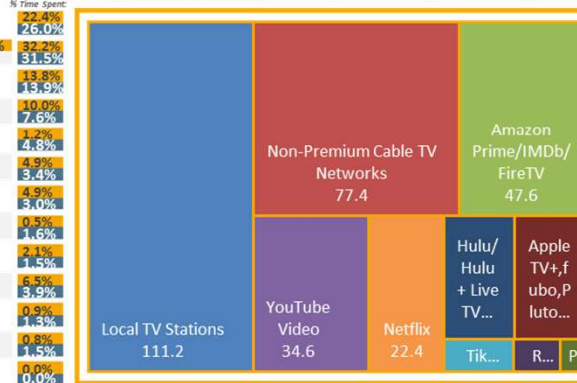
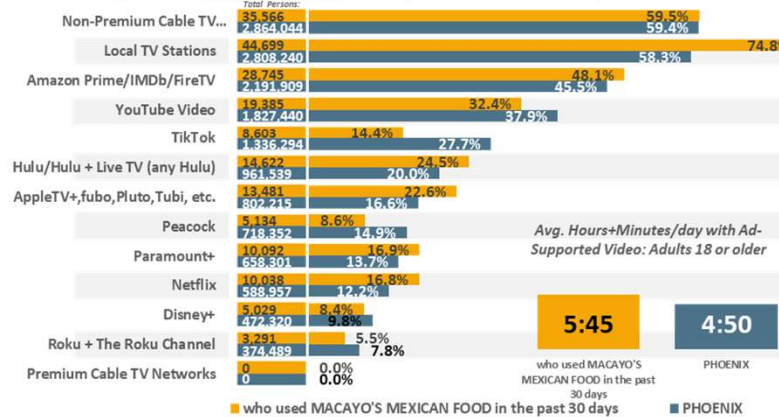
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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

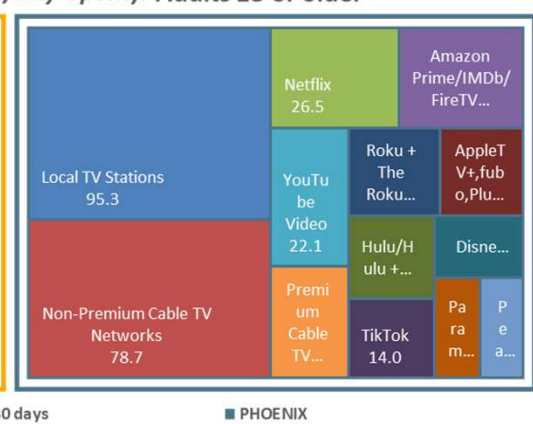
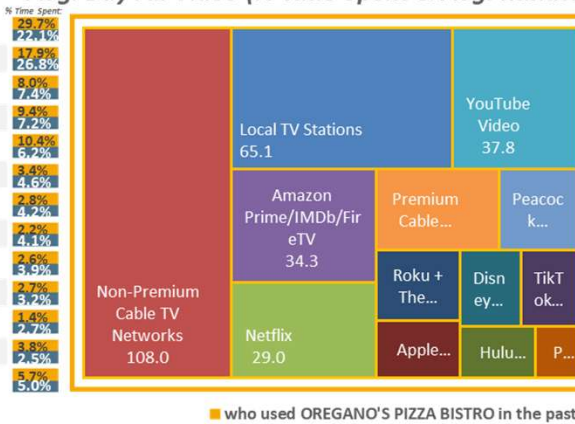
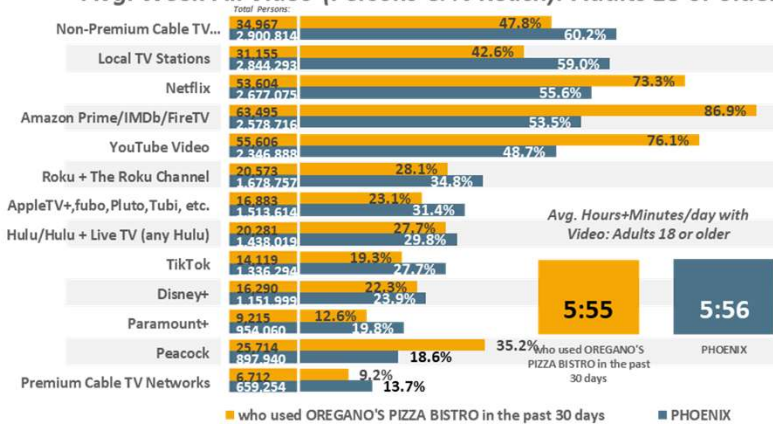




30,897 or 42.3% of Adults 18 or older who used OREGANO'S PIZZA BISTRO in the past 30 days watch Ad-Supported Local TV Stations for an average of 63.8 minutes every day representing 21.1% of all time spent daily with Ad-Supported Video.

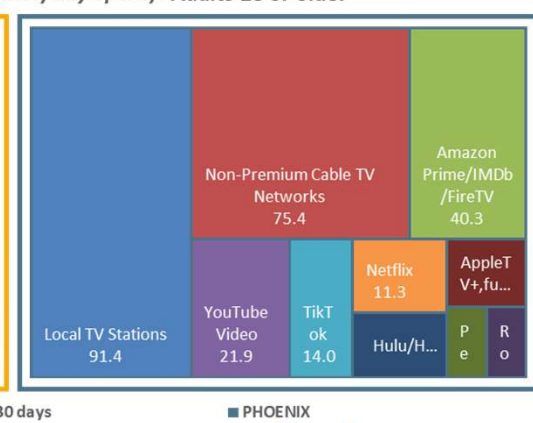
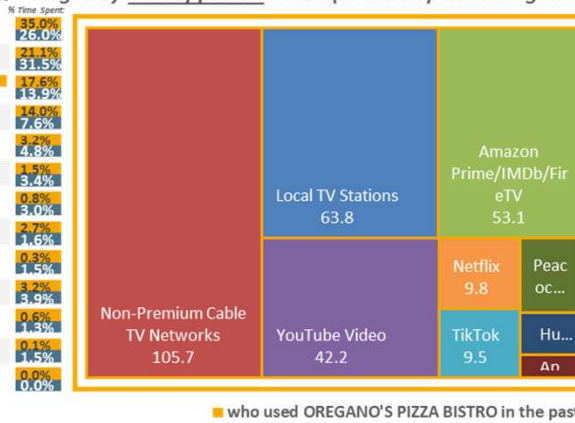
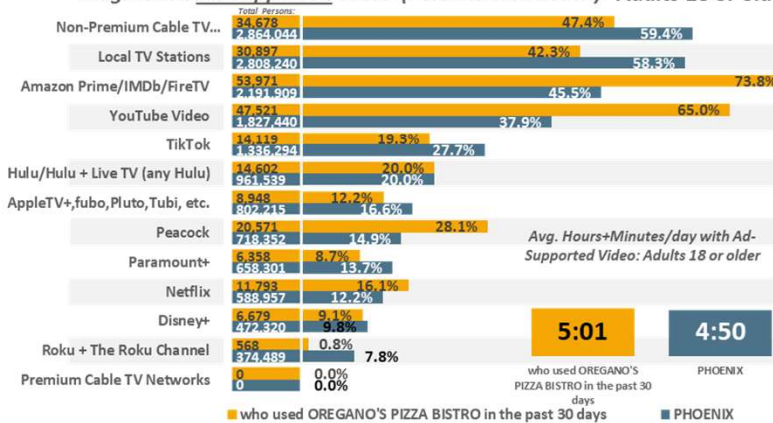
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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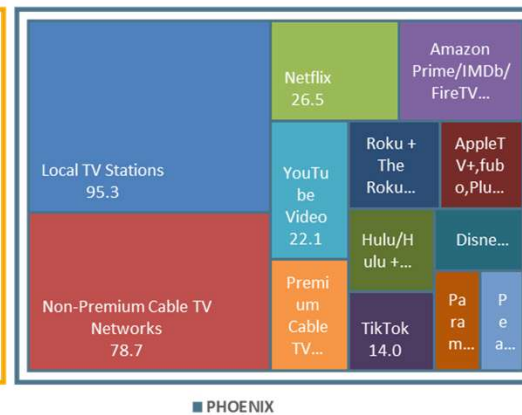
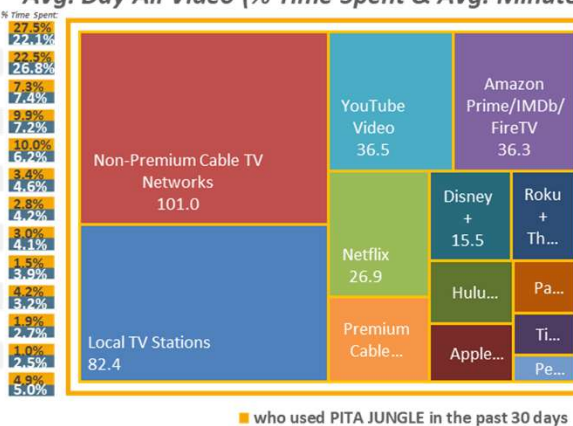
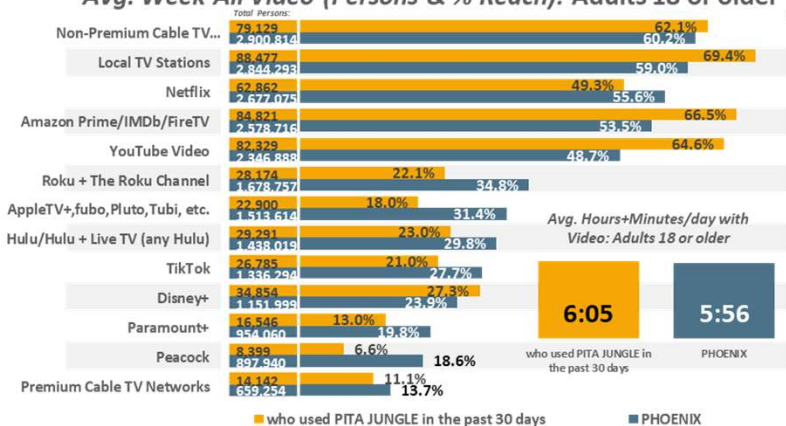
Sit-down restaurants used past 30 days: Oregano's Pizza Bistro



85,094 or 66.7% of Adults 18 or older who used PITA JUNGLE in the past 30 days watch Ad-Supported Local TV Stations for an average of 73.3 minutes every day representing 23.5% of all time spent daily with Ad-Supported Video.

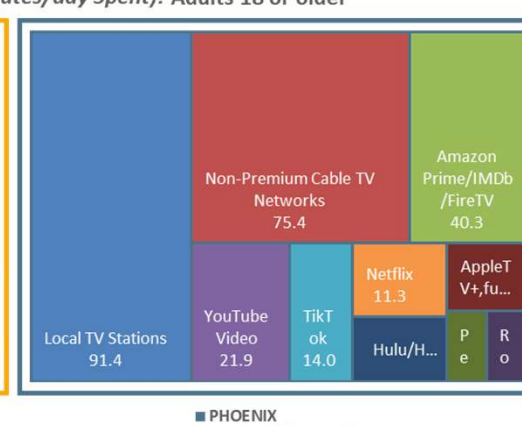
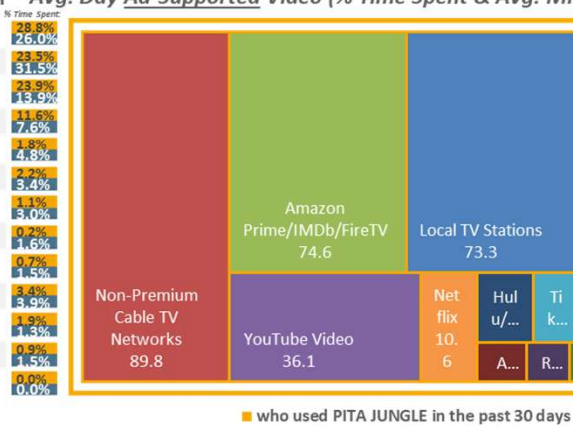
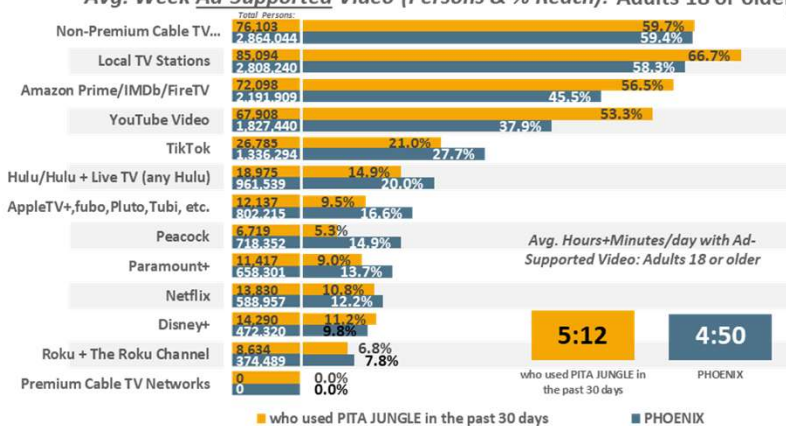
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

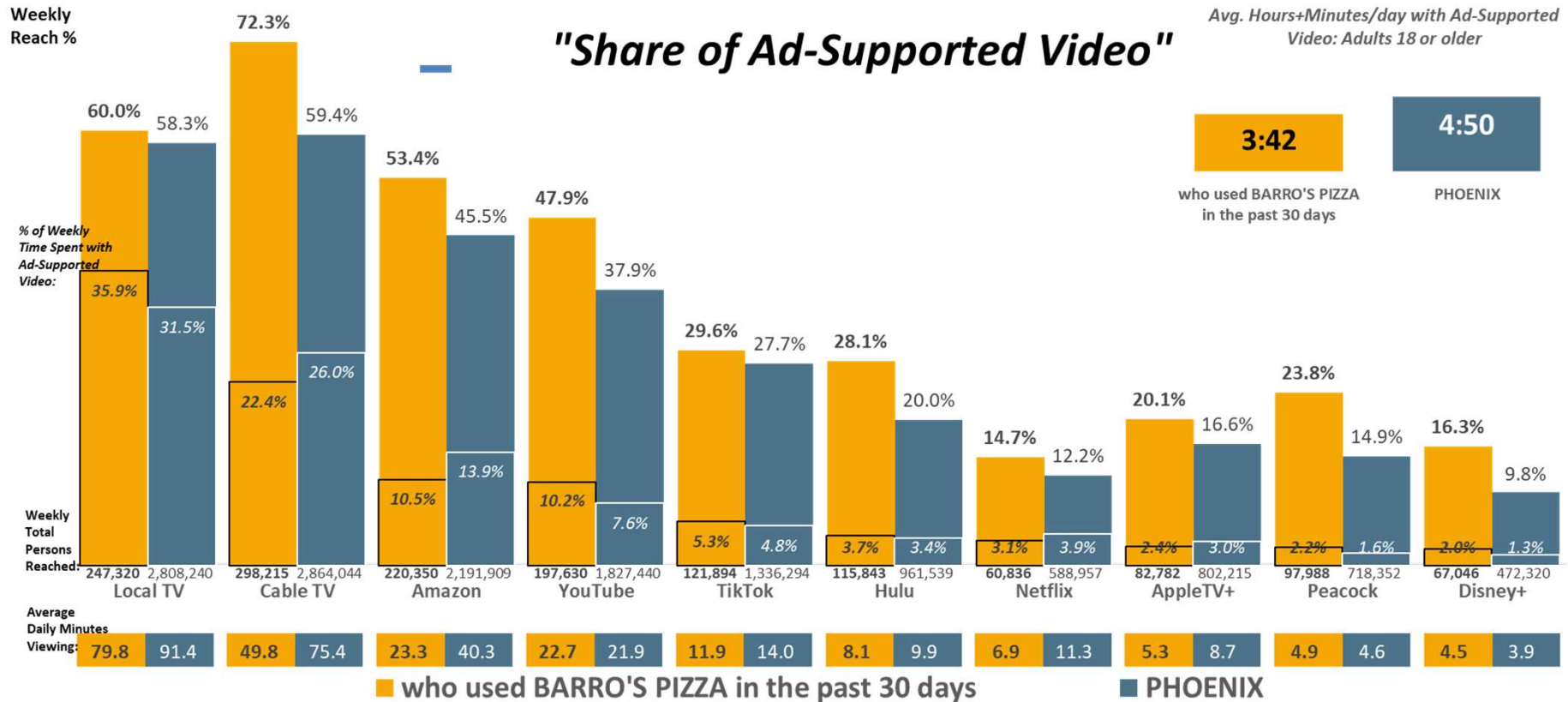
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





247,320 or 60.0% of Adults 18 or older who used BARRO'S PIZZA in the past 30 days watch Ad-Supported Local TV Stations for an average of 79.8 minutes every day representing 35.9% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



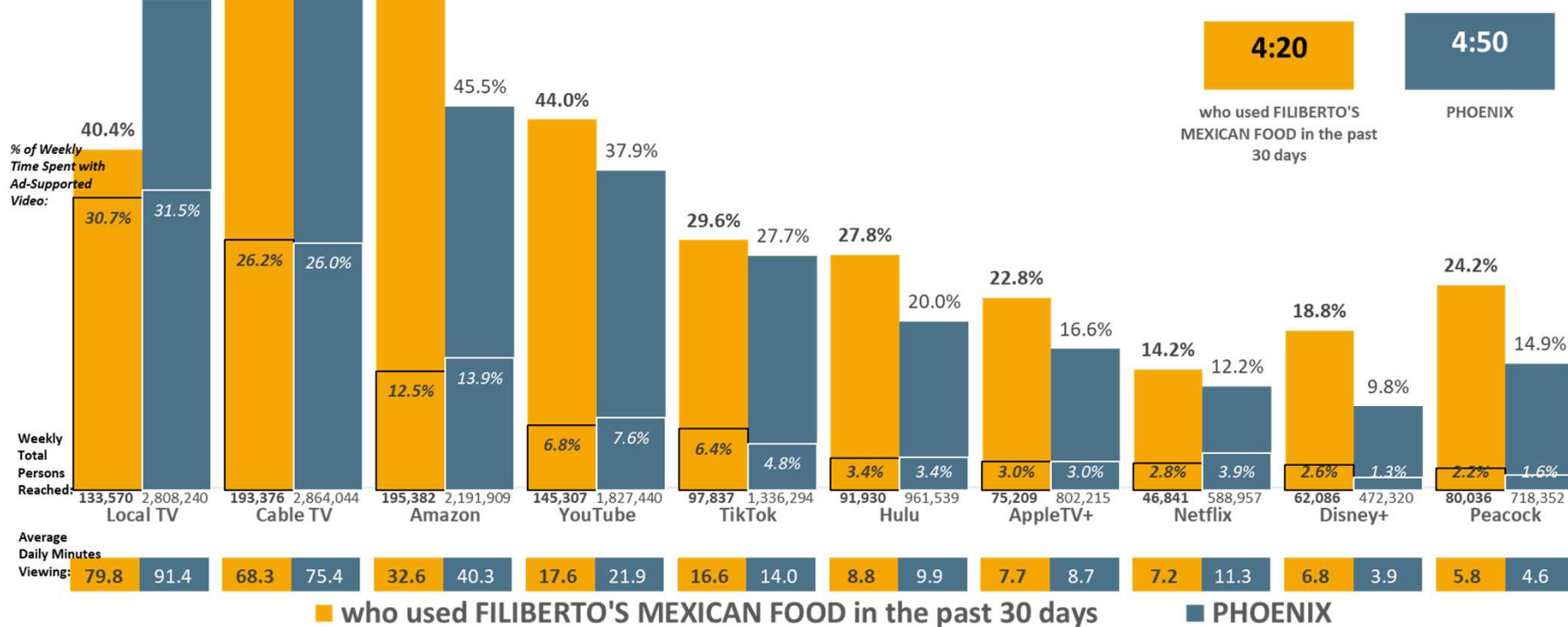


133,570 or 40.4% of Adults 18 or older who used FILIBERTO'S MEXICAN FOOD in the past 30 days watch Ad-Supported Local TV Stations for an average of 79.8 minutes every day representing 30.7% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

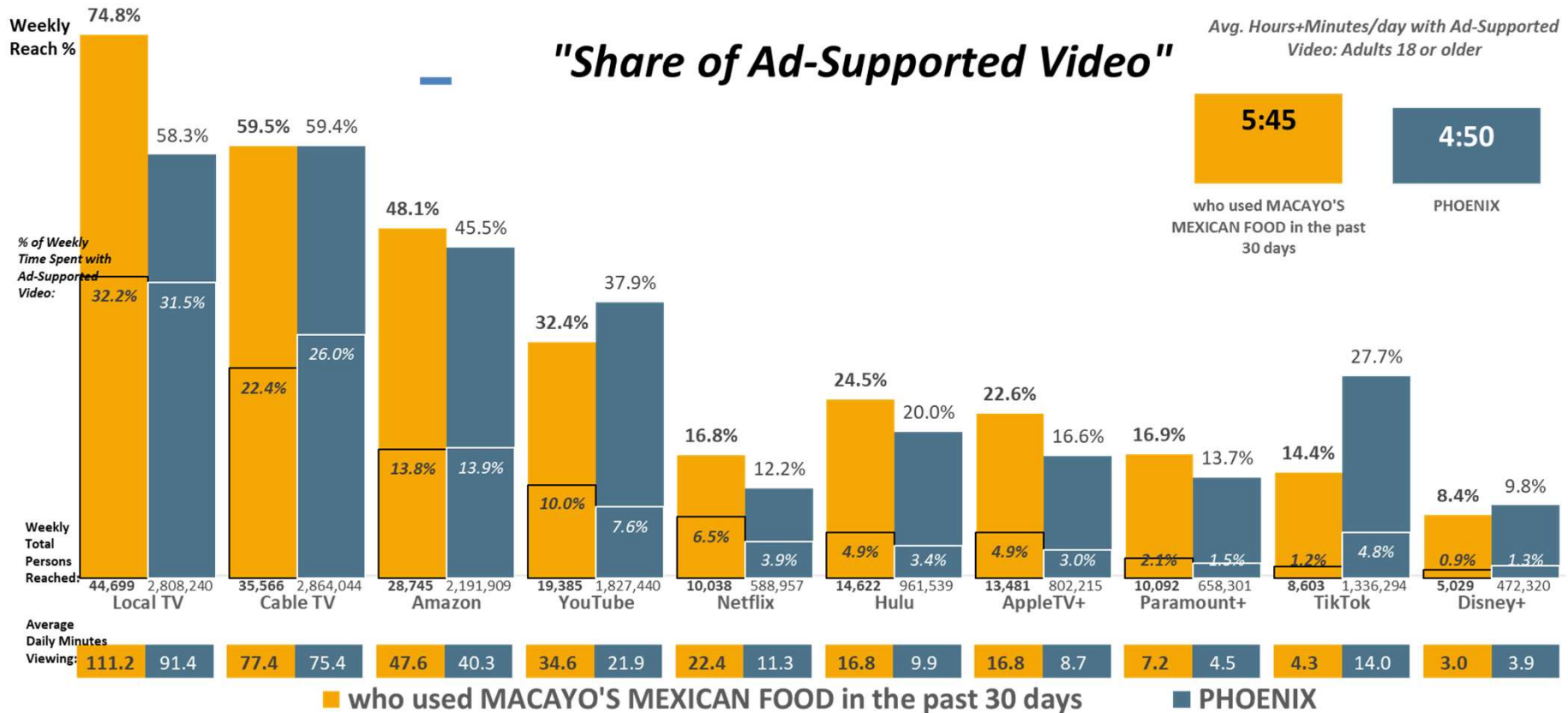
Avg. Hours+Minutes/day with Ad-Supported
Video: Adults 18 or older





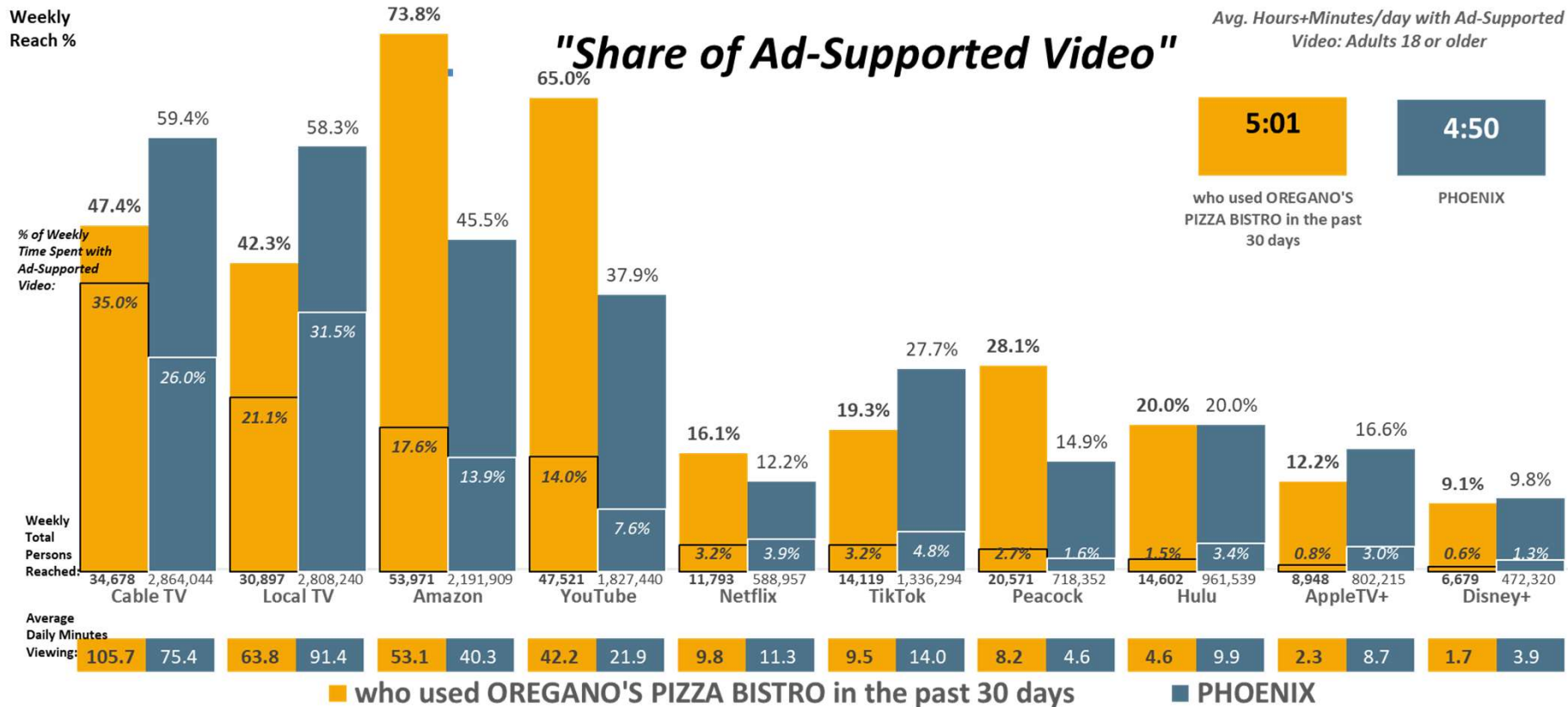
44,699 or 74.8% of Adults 18 or older who used MACAYO'S MEXICAN FOOD in the past 30 days watch Ad-Supported Local TV Stations for an average of 111.2 minutes every day representing 32.2% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"





30,897 or 42.3% of Adults 18 or older who used OREGANO'S PIZZA BISTRO in the past 30 days watch Ad-Supported Local TV Stations for an average of 63.8 minutes every day representing 21.1% of all time spent daily with Ad-Supported Video.



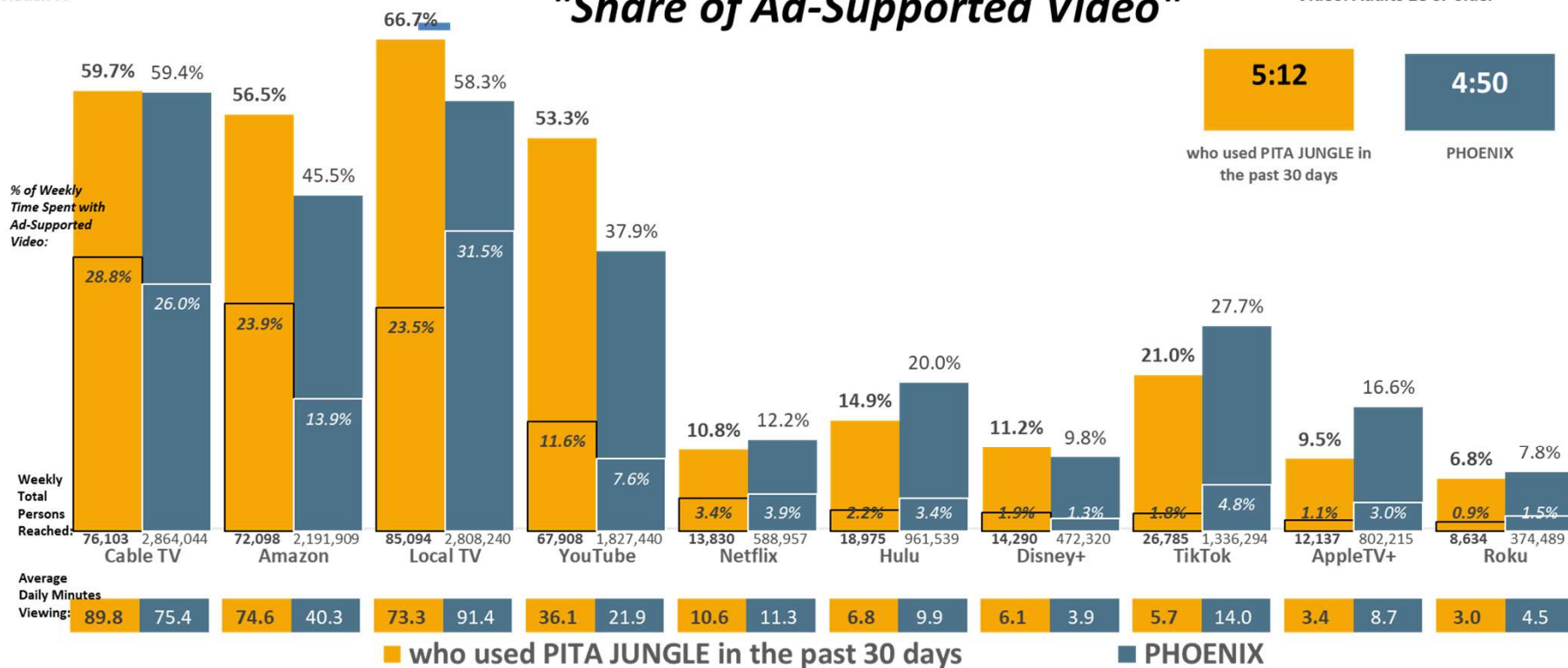


85,094 or 66.7% of Adults 18 or older who used PITA JUNGLE in the past 30 days watch Ad-Supported Local TV Stations for an average of 73.3 minutes every day representing 23.5% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

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



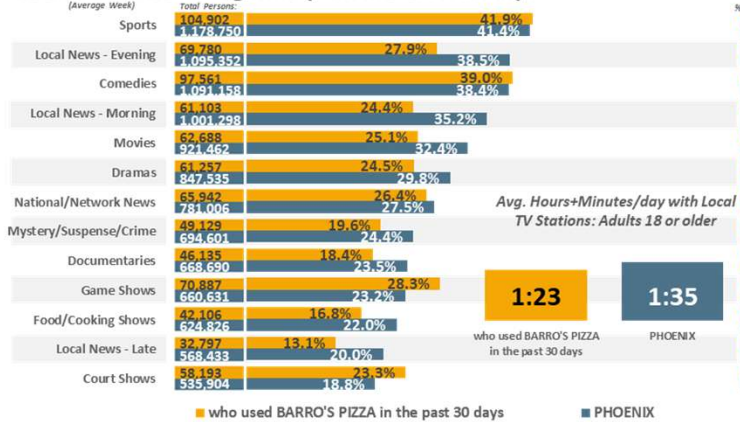
5:12
who used PITA JUNGLE in the past 30 days

4:50
PHOENIX

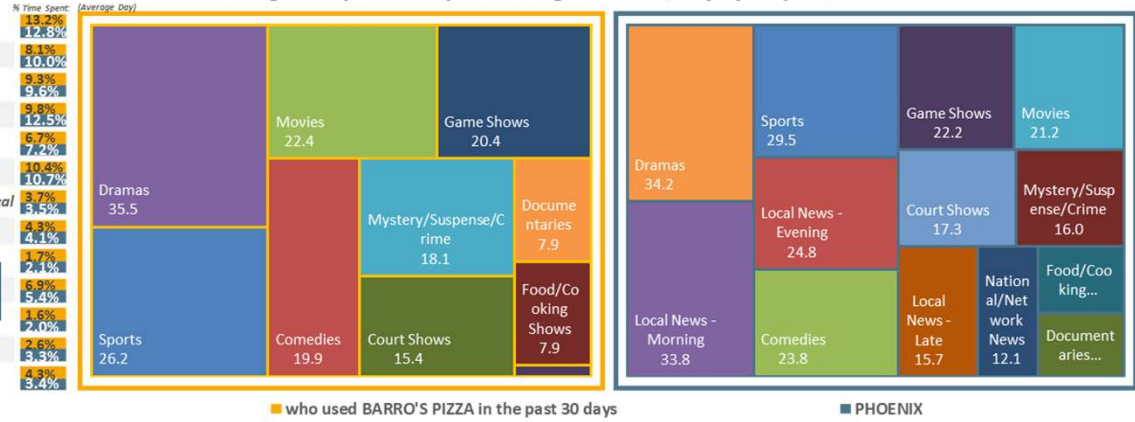


247,320 or 60.% of Adults 18 or older who used BARRO'S PIZZA in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Game Shows, Local News - Evening, Movies, and Local News - Morning.

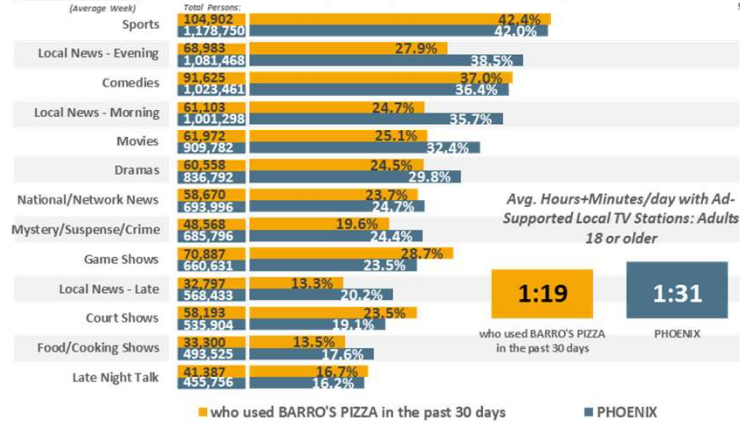
Local TV Station Programs (Persons & % Reach): Adults 18 or older



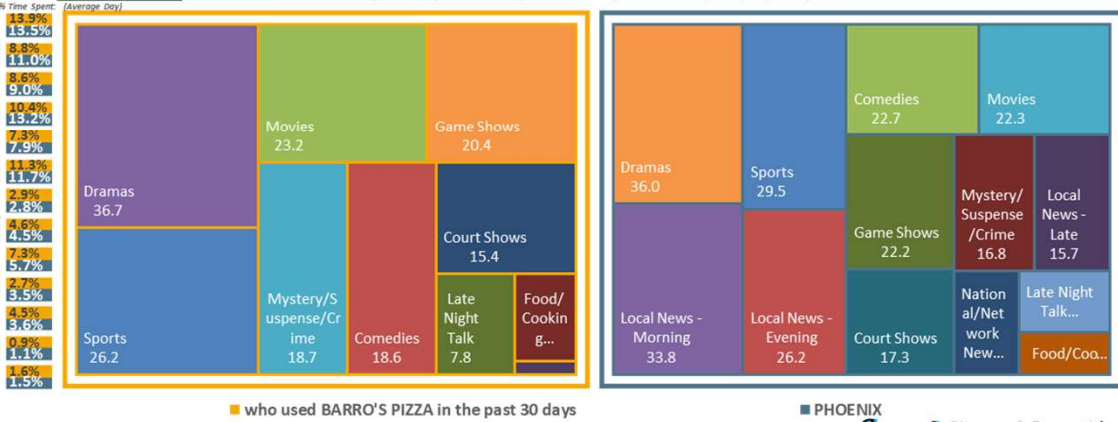
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



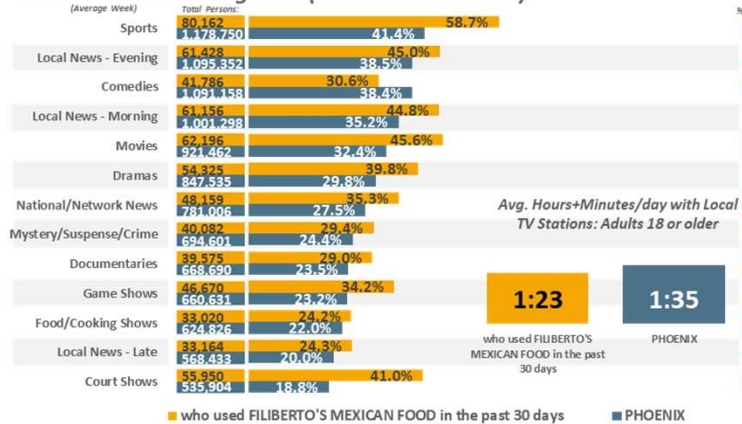
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



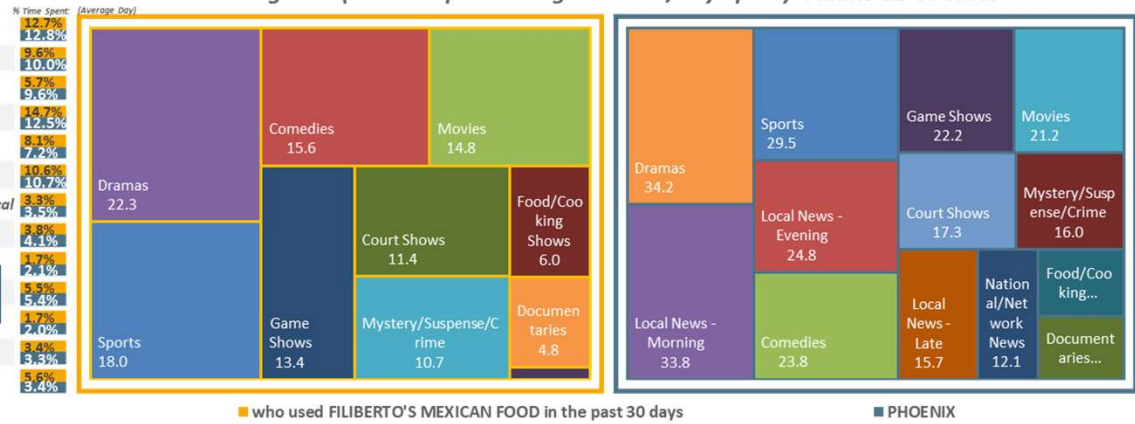


133,570 or 40.4% of Adults 18 or older who used FILIBERTO'S MEXICAN FOOD in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Movies, Local News - Evening, Court Shows, and Dramas.

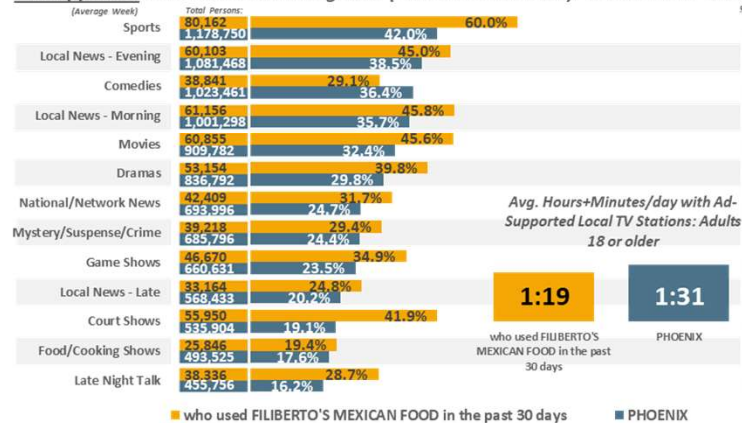
Local TV Station Programs (Persons & % Reach): Adults 18 or older



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



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



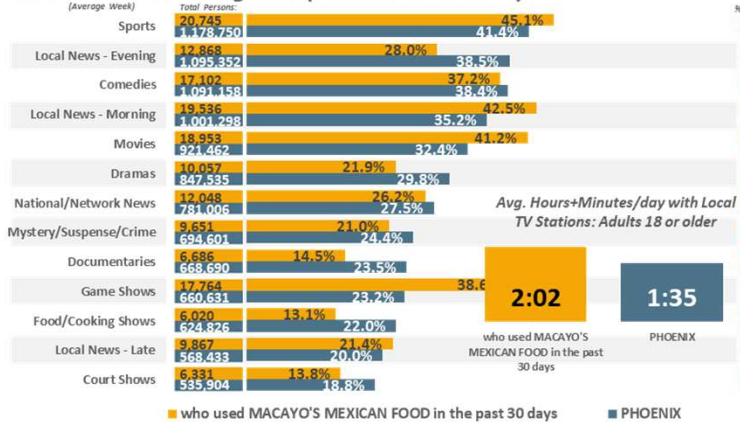
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



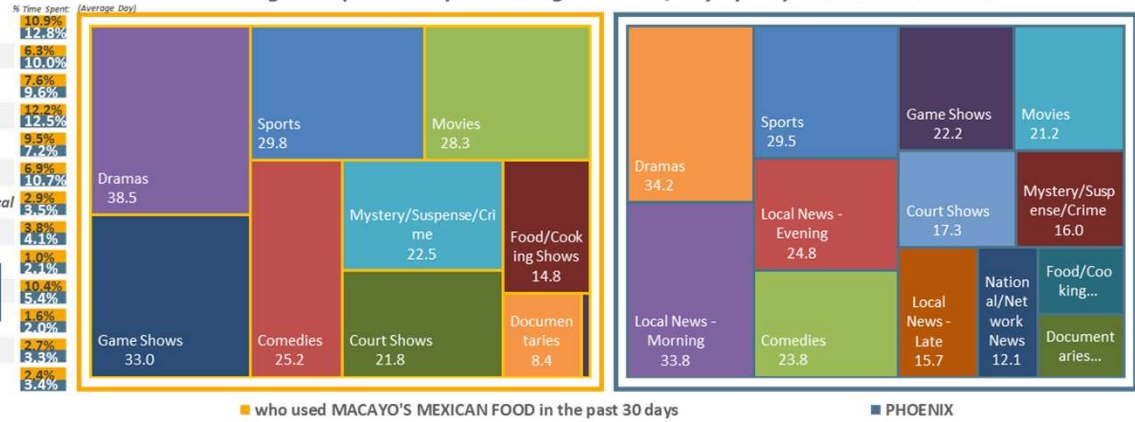


44,699 or 74.8% of Adults 18 or older who used MACAYO'S MEXICAN FOOD in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Movies, Game Shows, Comedies, and Late Night Talk.

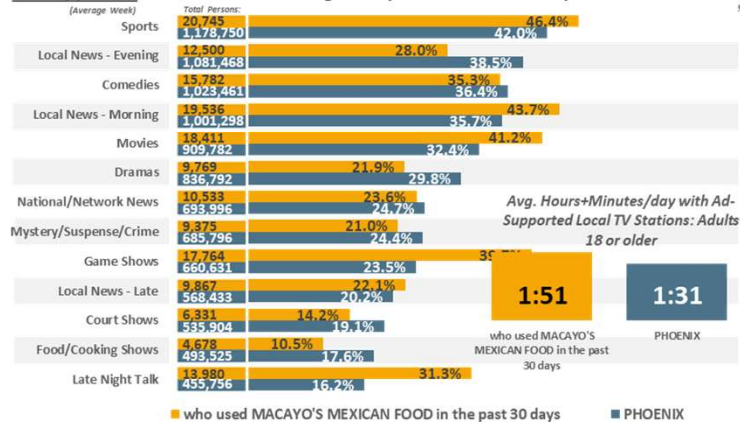
Local TV Station Programs (Persons & % Reach): Adults 18 or older



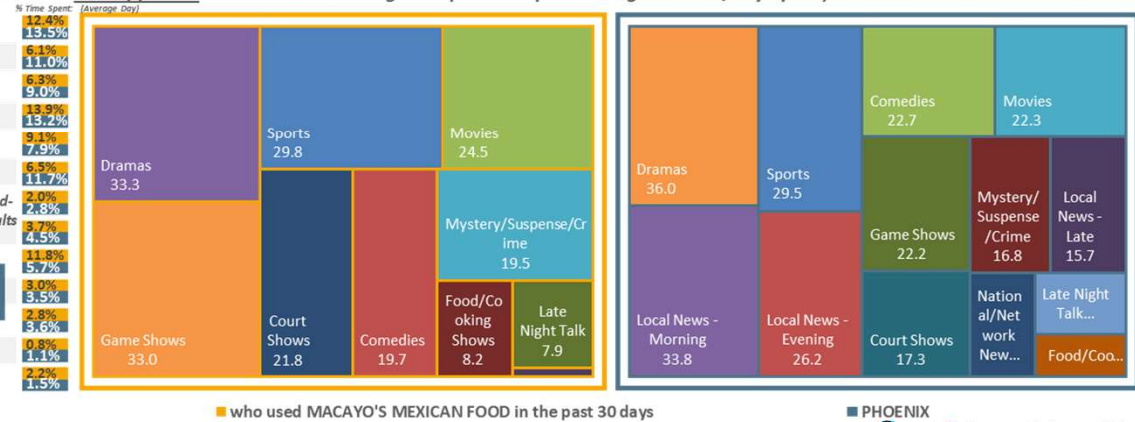
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



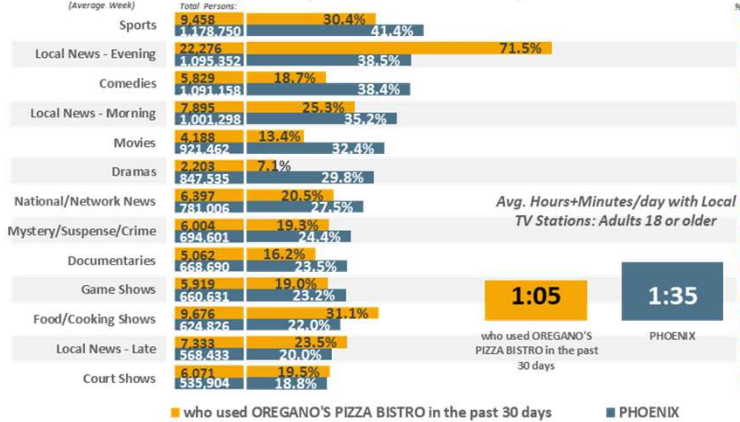
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



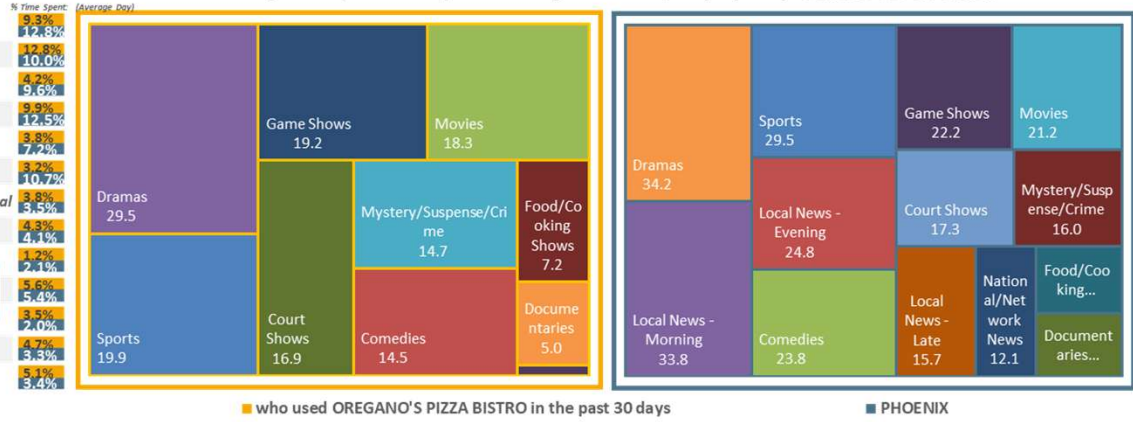


30,897 or 42.3% of Adults 18 or older who used OREGANO'S PIZZA BISTRO in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Late Night Talk, Local News - Morning, Food/Cooking Shows, and Local News

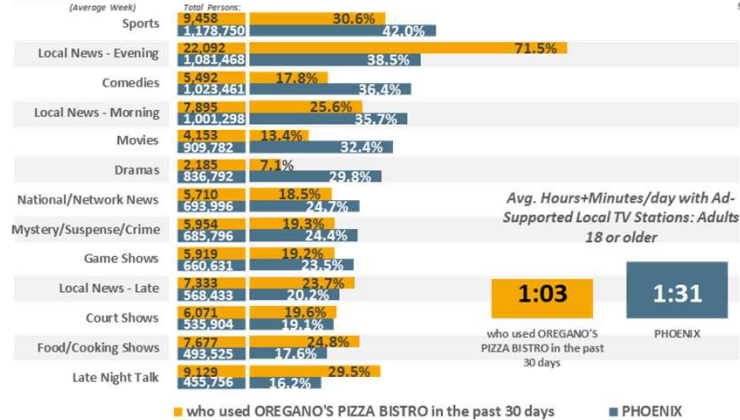
Local TV Station Programs (Persons & % Reach): Adults 18 or older



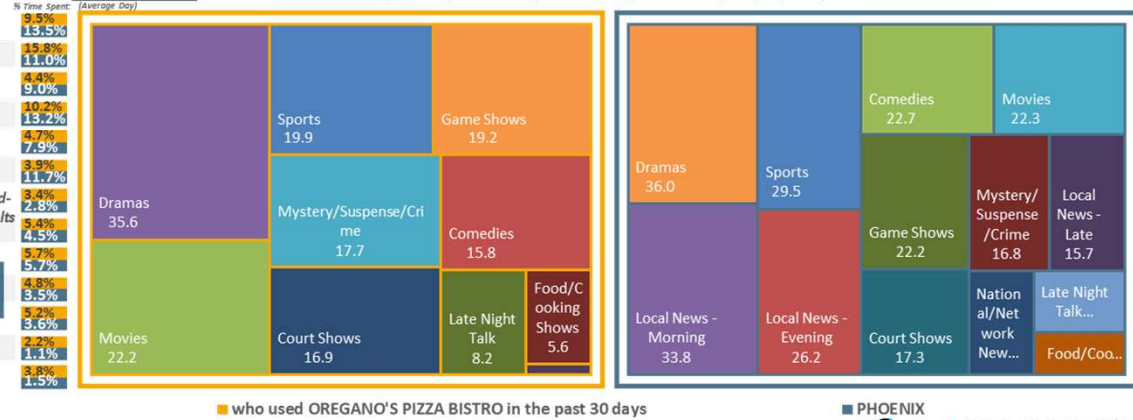
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



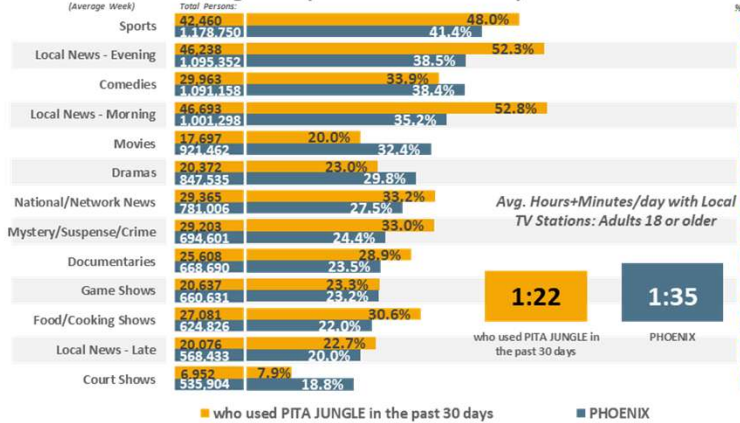
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



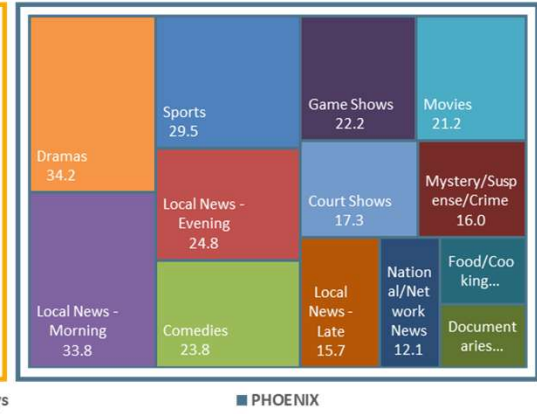
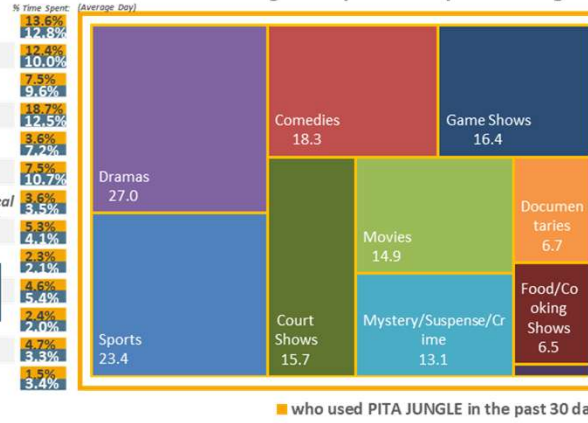


85,094 or 66.7% of Adults 18 or older who used PITA JUNGLE in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Local News - Evening, Sports, Late Night Talk, Mystery/Suspense/Crime, and Comedies.

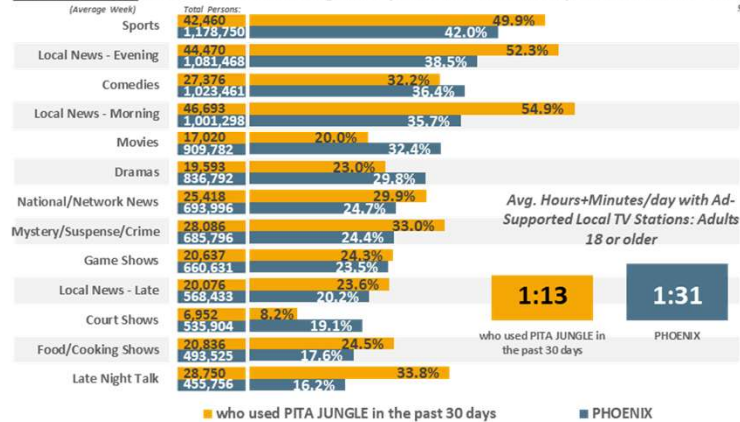
Local TV Station Programs (Persons & % Reach): Adults 18 or older



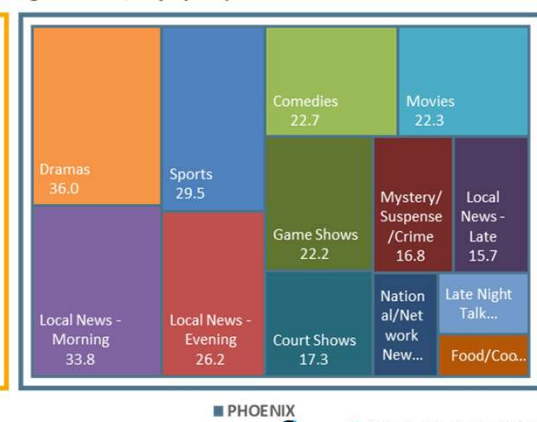
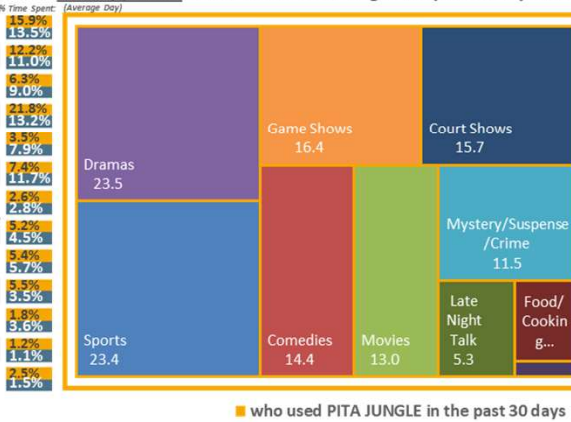
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

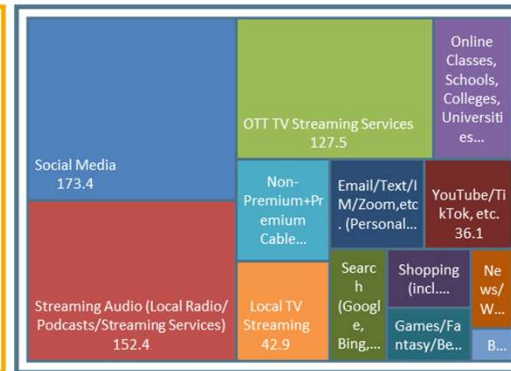
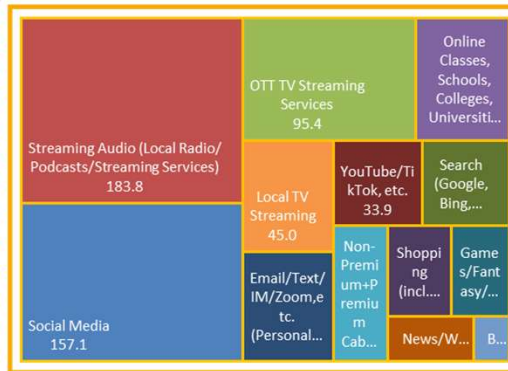
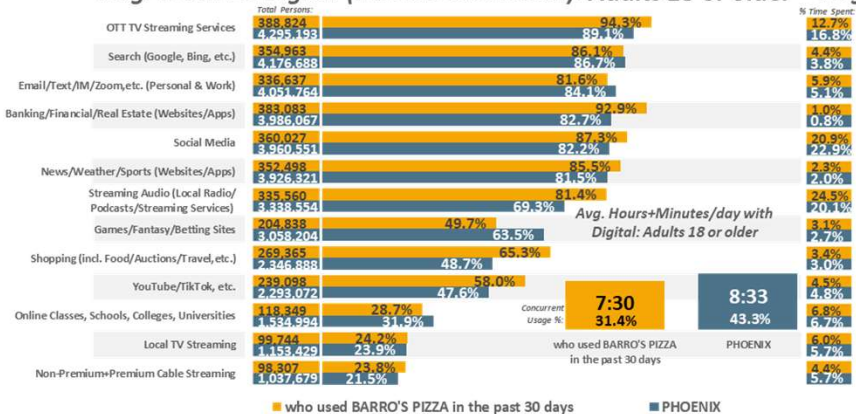




305,629 or 74.1% of Adults 18 or older who used BARRO'S PIZZA in the past 30 days use Ad-Supported Social Media for an average of 133.3 minutes every day representing 25.4% of all time spent daily with Ad-Supported Digital Media.

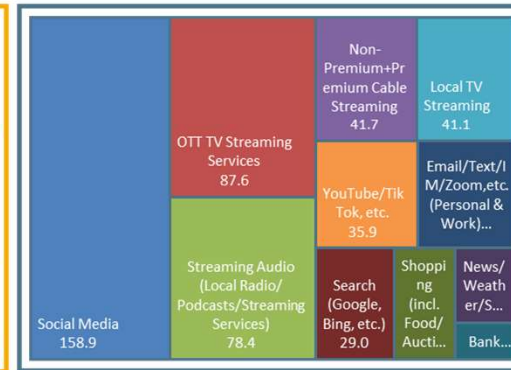
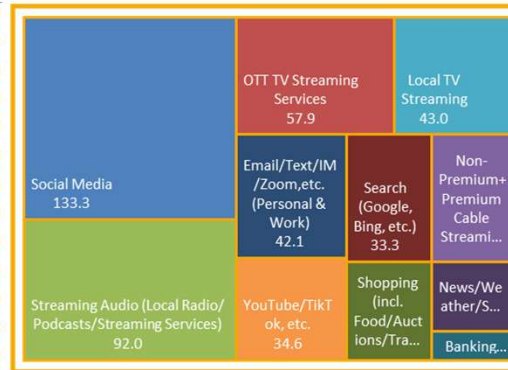
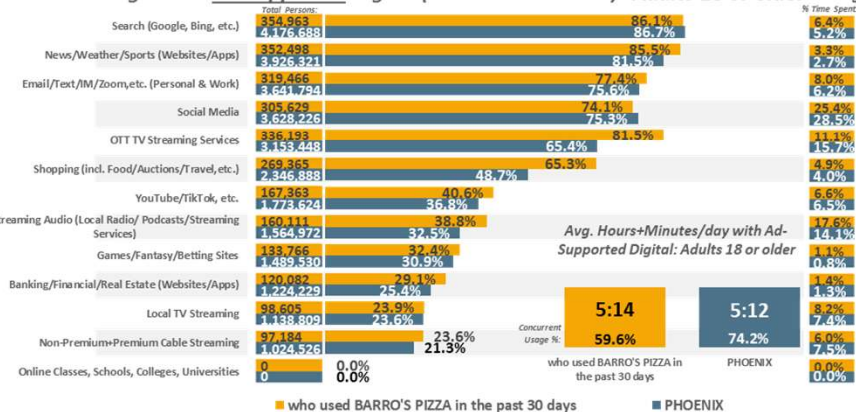
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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

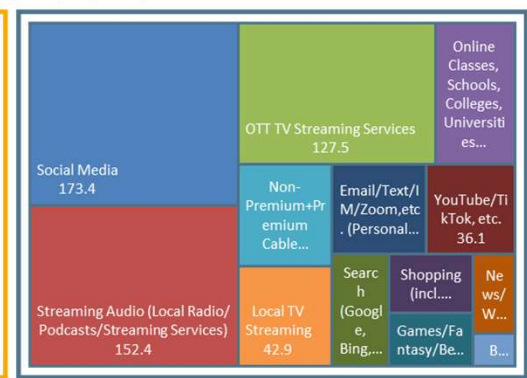
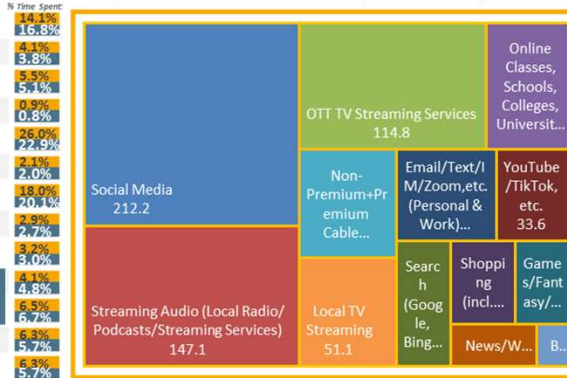
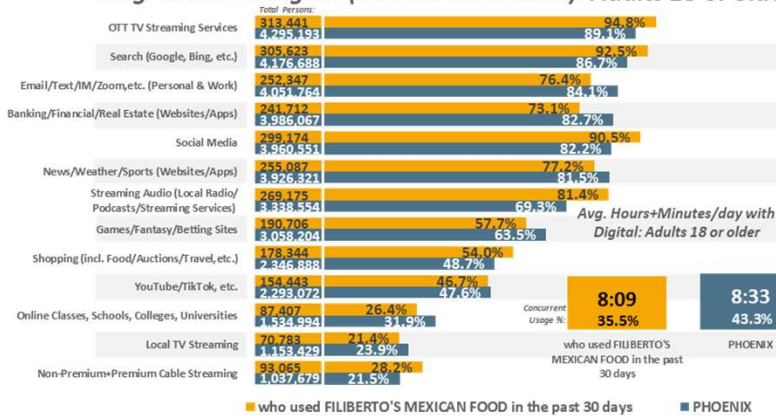




283,454 or 85.8% of Adults 18 or older who used FILIBERTO'S MEXICAN FOOD in the past 30 days use Ad-Supported Social Media for an average of 201. minutes every day representing 32.5% of all time spent daily with Ad-Supported Digital Media.

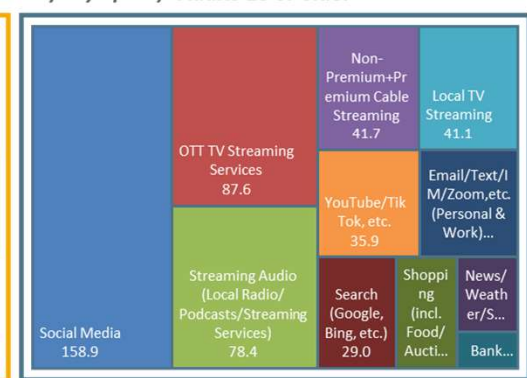
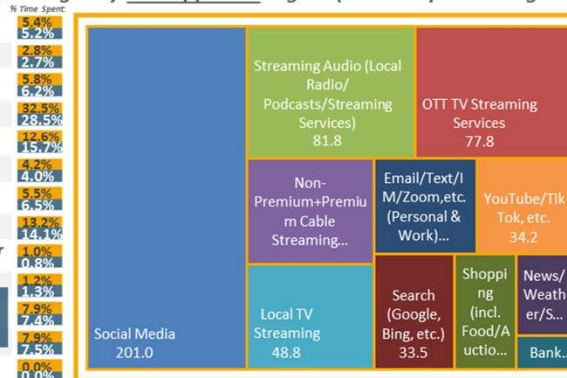
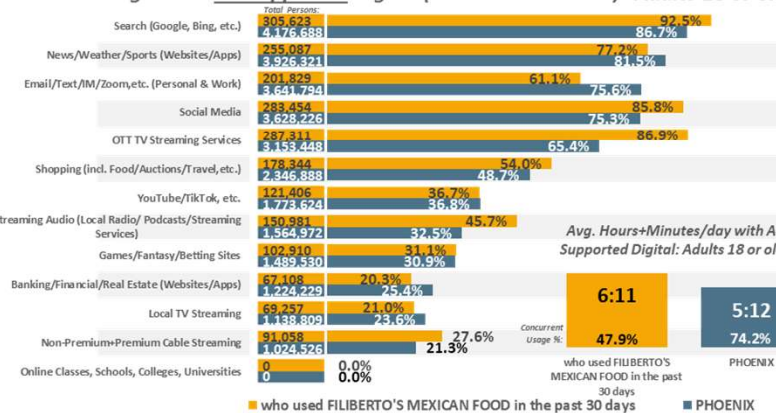
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 158
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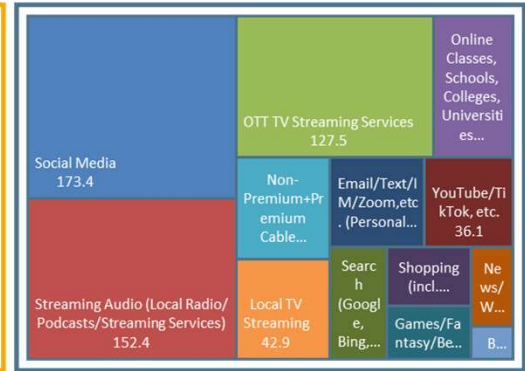
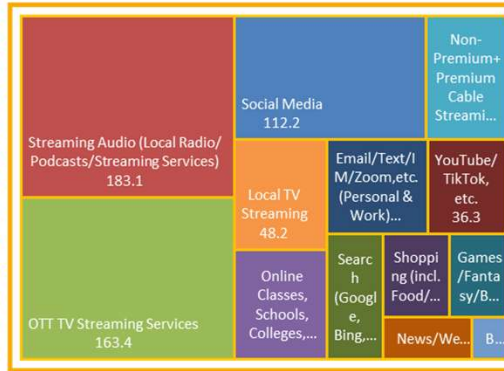
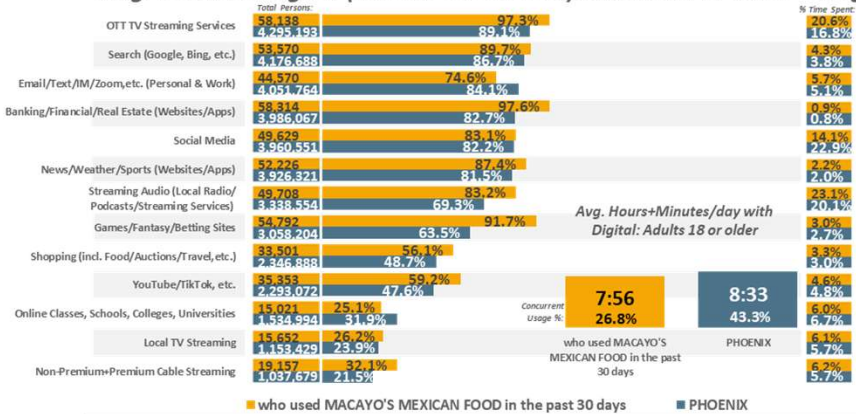
Quick service restaurants used past 30 days: Filiberto's Mexican



38,480 or 64.4% of Adults 18 or older who used MACAYO'S MEXICAN FOOD in the past 30 days use Ad-Supported Social Media for an average of 87. minutes every day representing 14.5% of all time spent daily with Ad-Supported Digital Media.

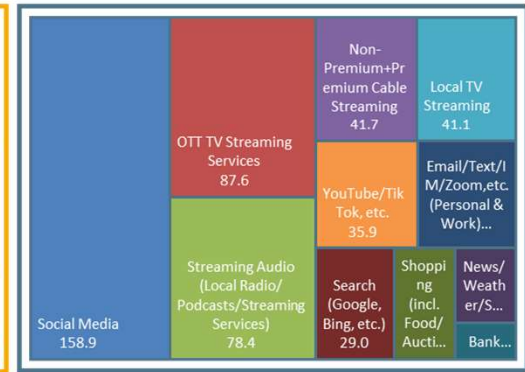
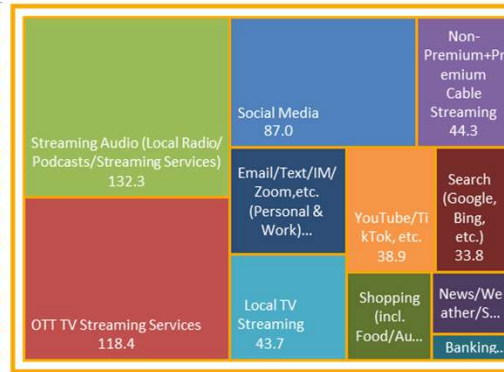
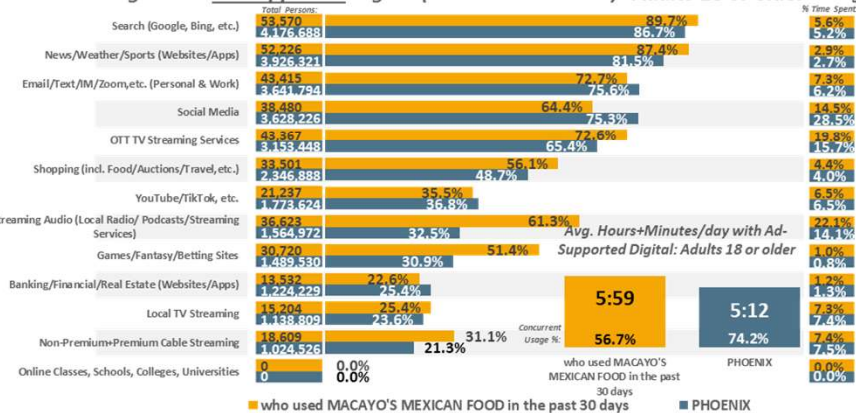
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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

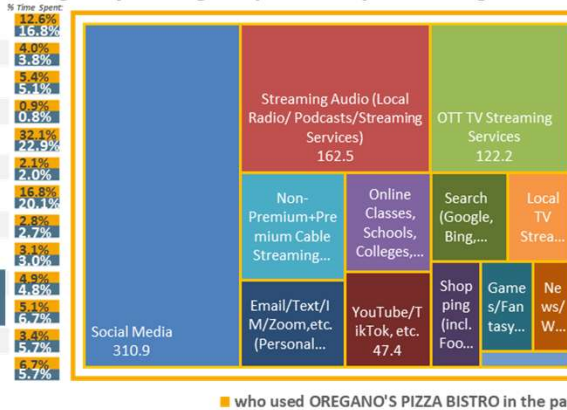
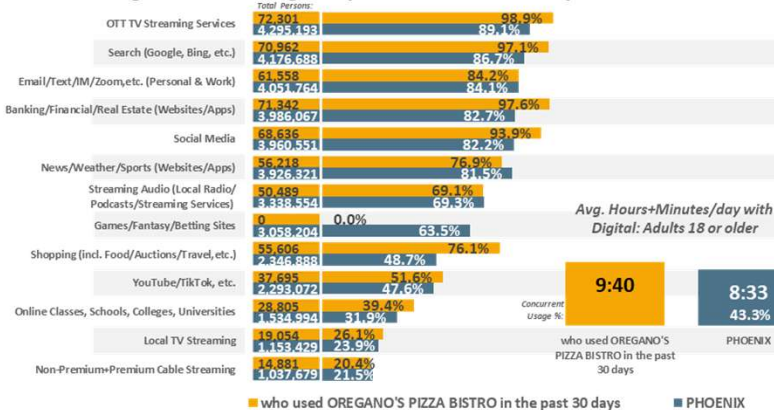




64,105 or 87.7% of Adults 18 or older who used OREGANO'S PIZZA BISTRO in the past 30 days use Ad-Supported Social Media for an average of 290.4 minutes every day representing 38.2% of all time spent daily with Ad-Supported Digital Media.

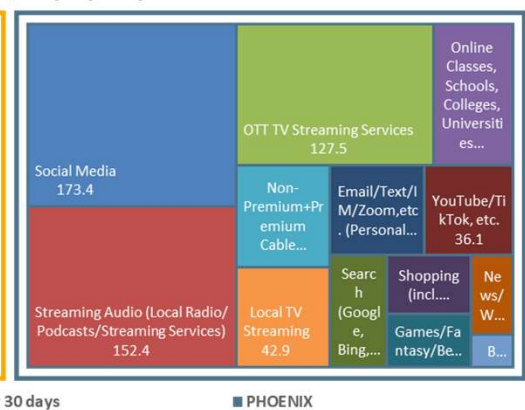
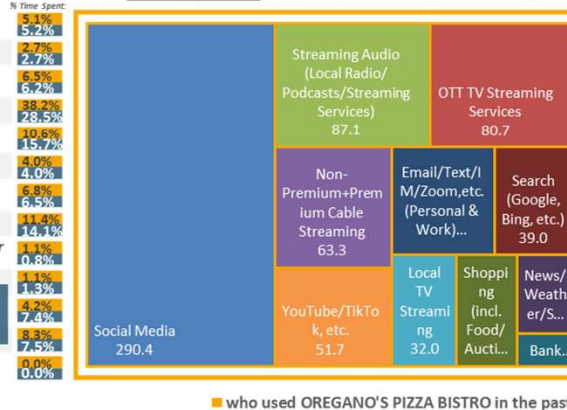
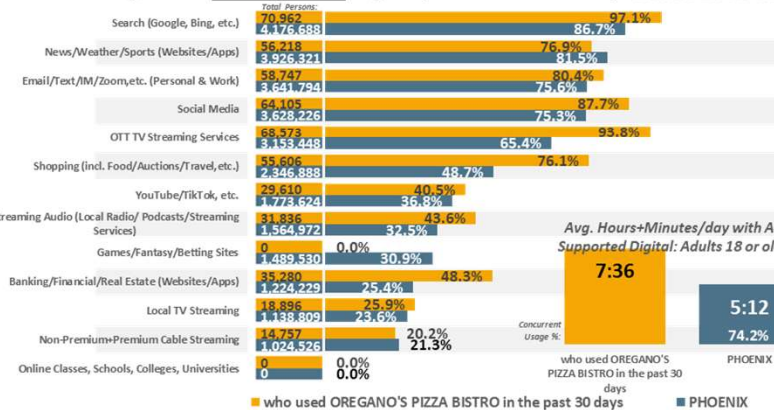
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

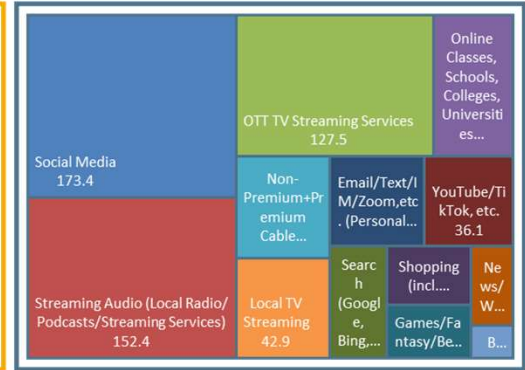
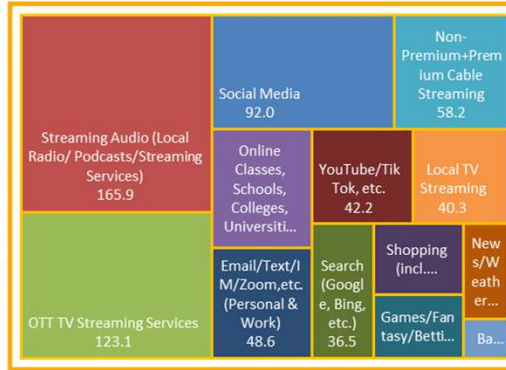




112,180 or 88.0% of Adults 18 or older who used PITA JUNGLE in the past 30 days use Ad-Supported Social Media for an average of 88.3 minutes every day representing 16.2% of all time spent daily with Ad-Supported Digital Media.

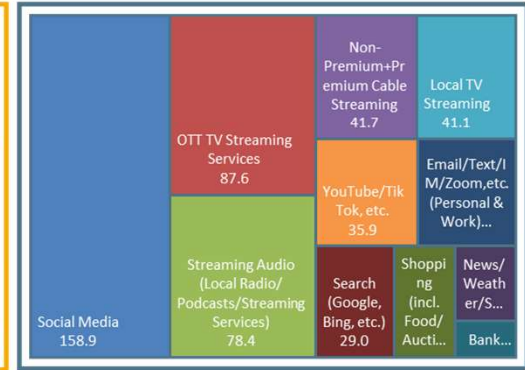
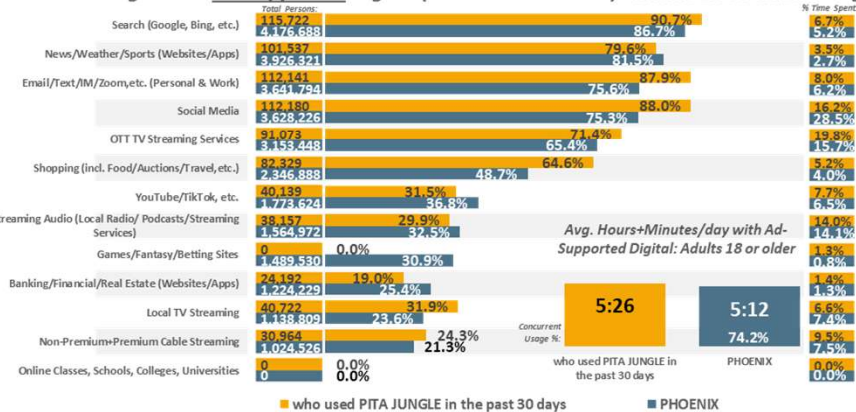
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

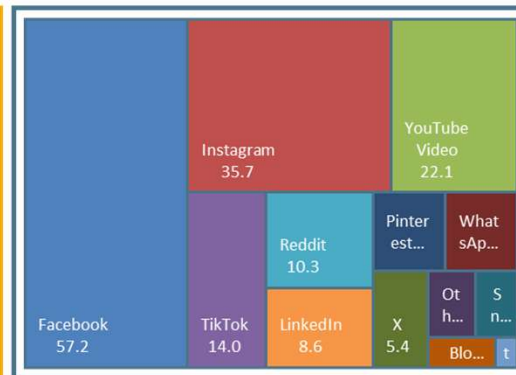
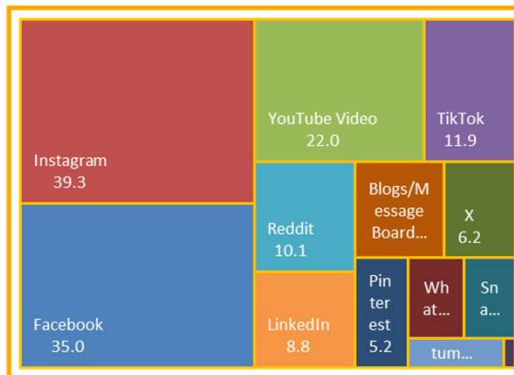
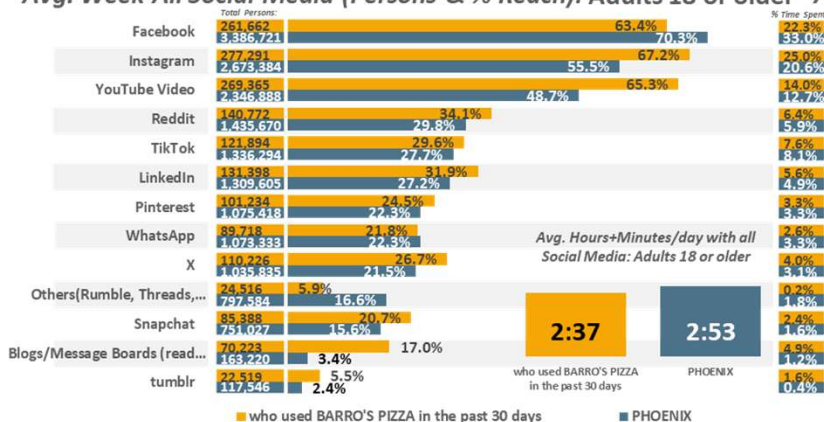
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



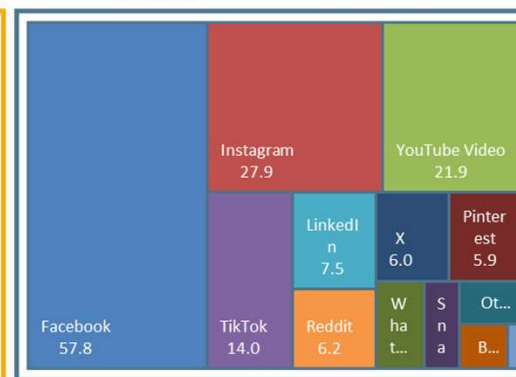
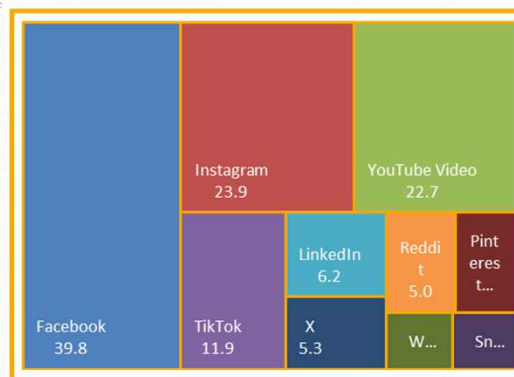
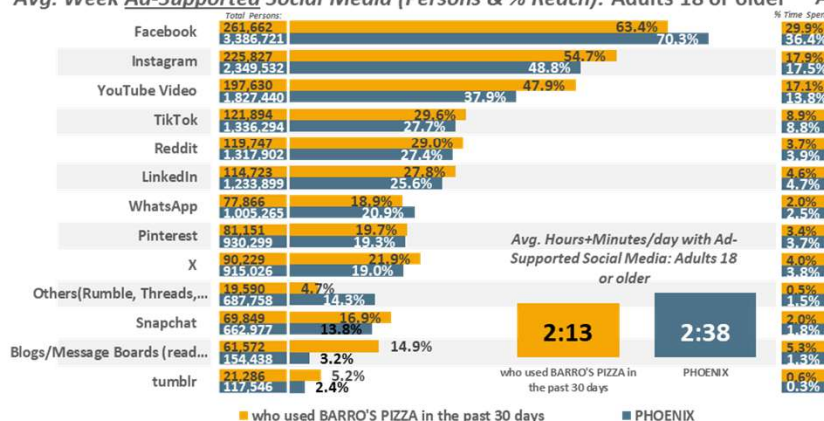


261,662 or 63.4% of Adults 18 or older who used BARRO'S PIZZA in the past 30 days use Ad-Supported Facebook for an average of 39.8 minutes every day representing 29.9% of all time spent daily with Ad-Supported Social Media.

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**



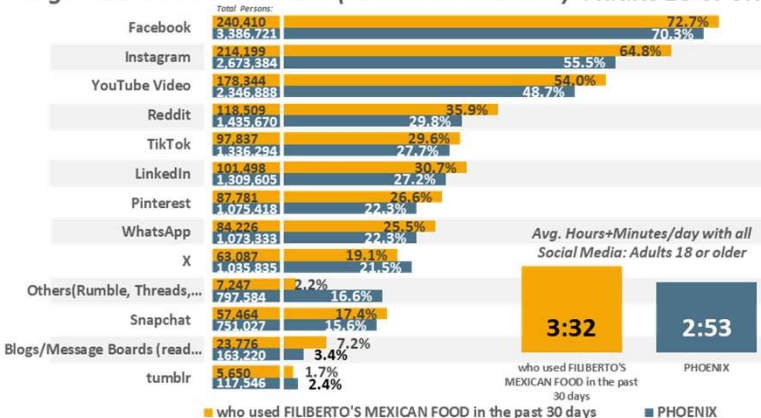
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



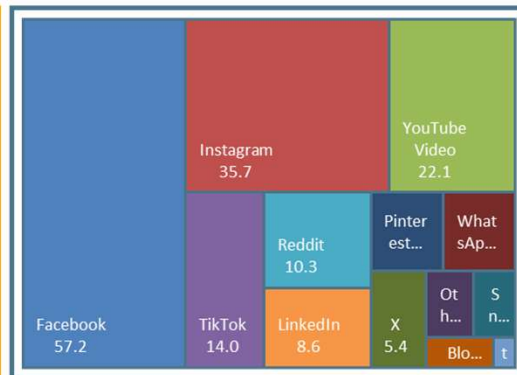
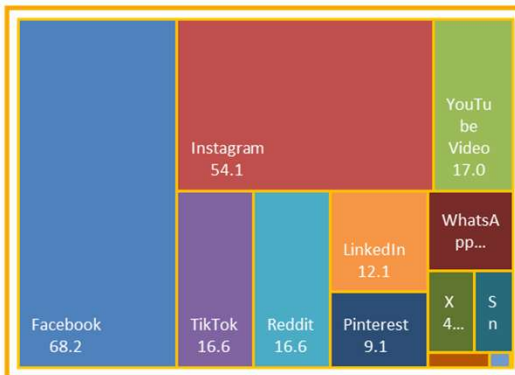


240,410 or 72.7% of Adults 18 or older who used FILIBERTO'S MEXICAN FOOD in the past 30 days use Ad-Supported Facebook for an average of 75.5 minutes every day representing 37.5% of all time spent daily with Ad-Supported Social Media.

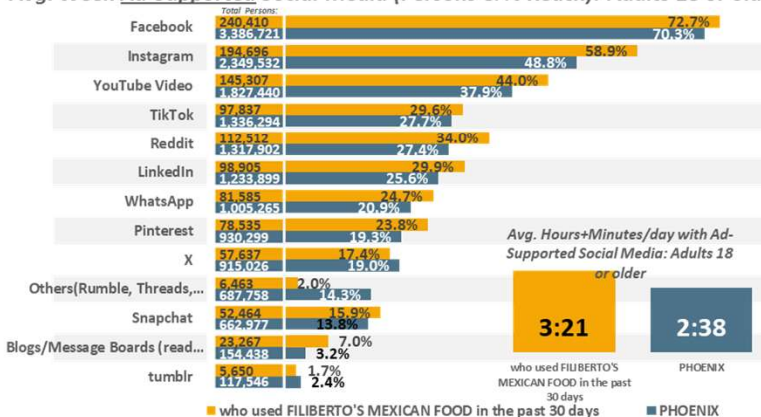
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



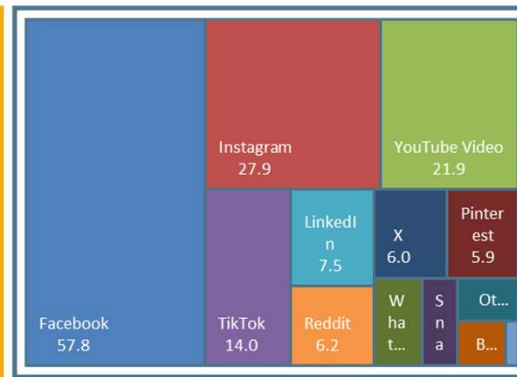
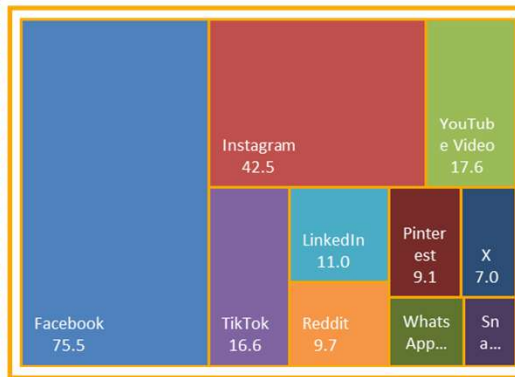
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



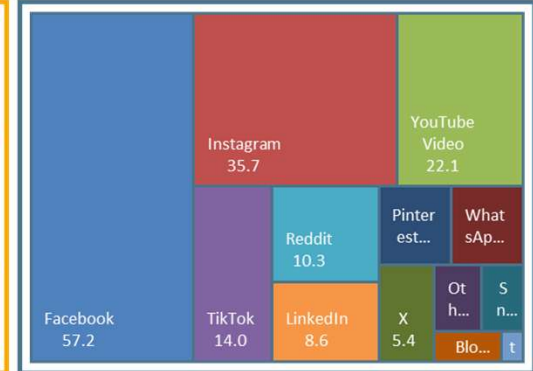
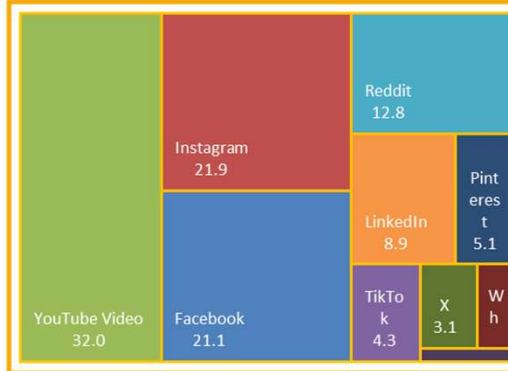
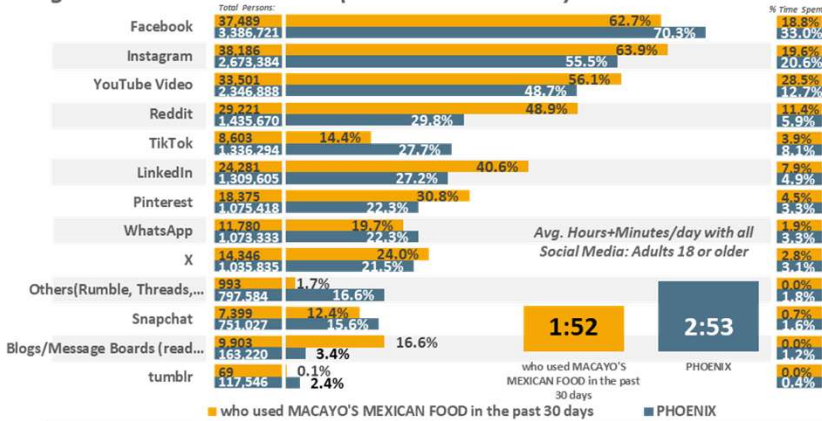
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



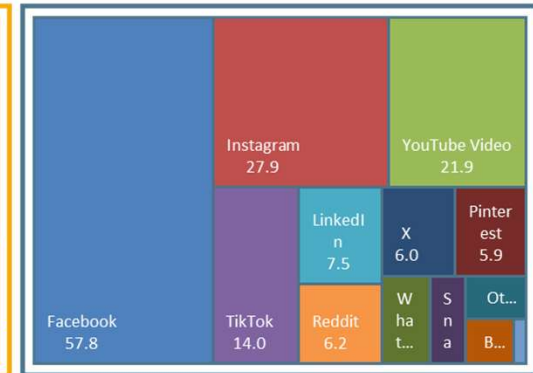
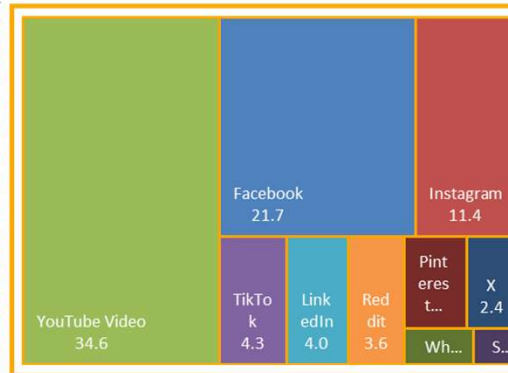
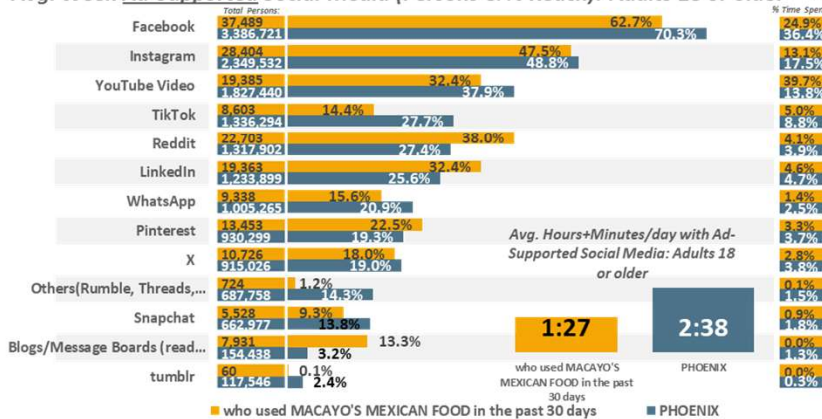


19,385 or 32.4% of Adults 18 or older who used MACAYO'S MEXICAN FOOD in the past 30 days use Ad-Supported YouTube Video for an average of 34.6 minutes every day representing 39.7% of all time spent daily with Ad-Supported Social Media.

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**



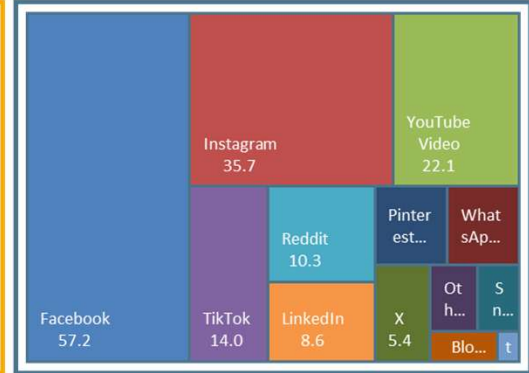
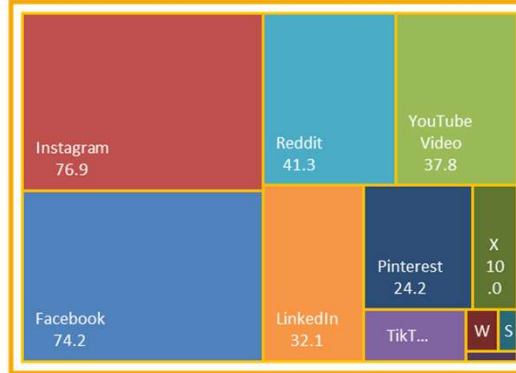
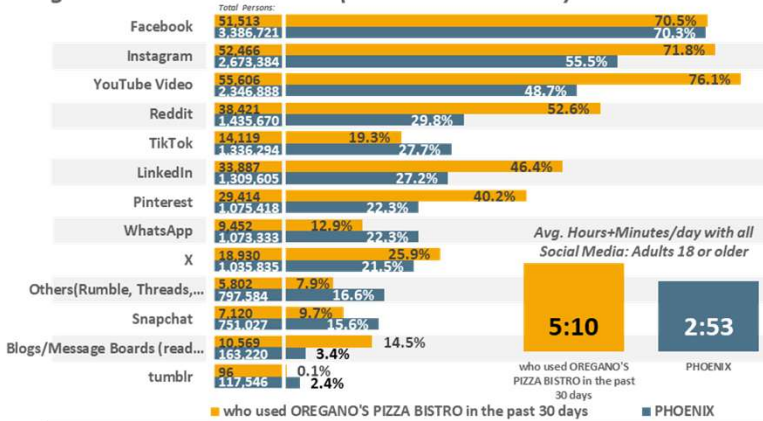
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



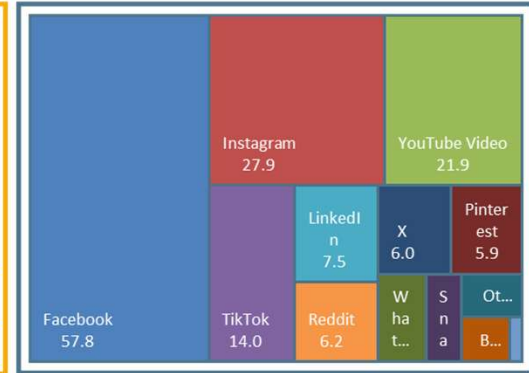
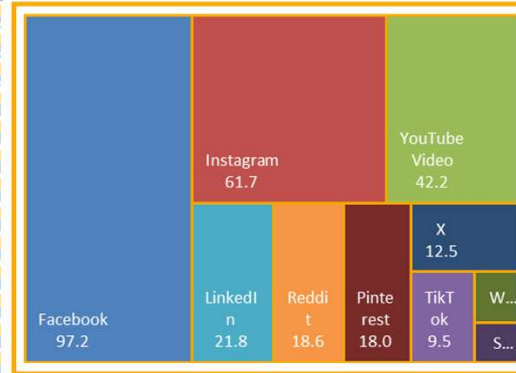
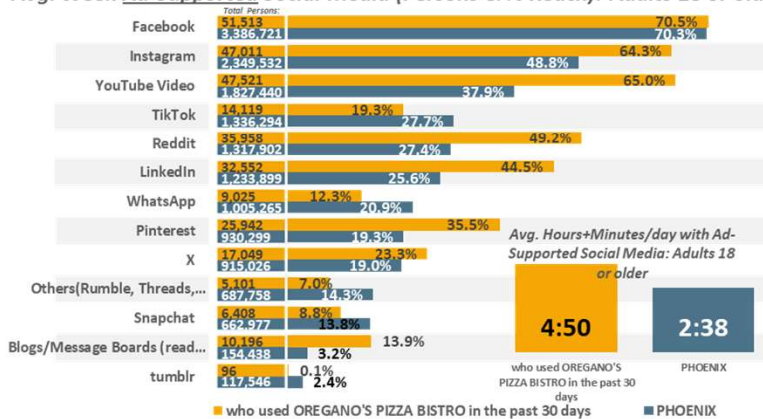


51,513 or 70.5% of Adults 18 or older who used OREGANO'S PIZZA BISTRO in the past 30 days use Ad-Supported Facebook for an average of 97.2 minutes every day representing 33.5% of all time spent daily with Ad-Supported Social Media.

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**



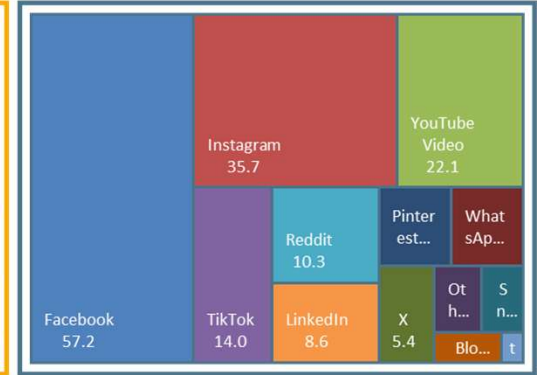
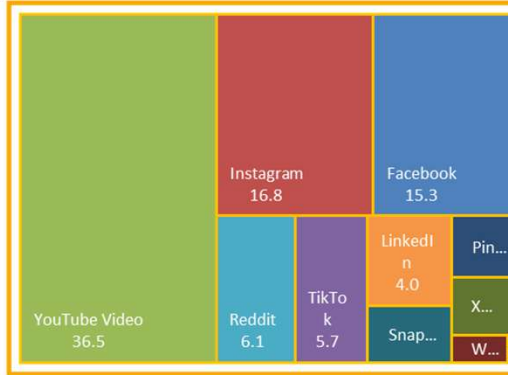
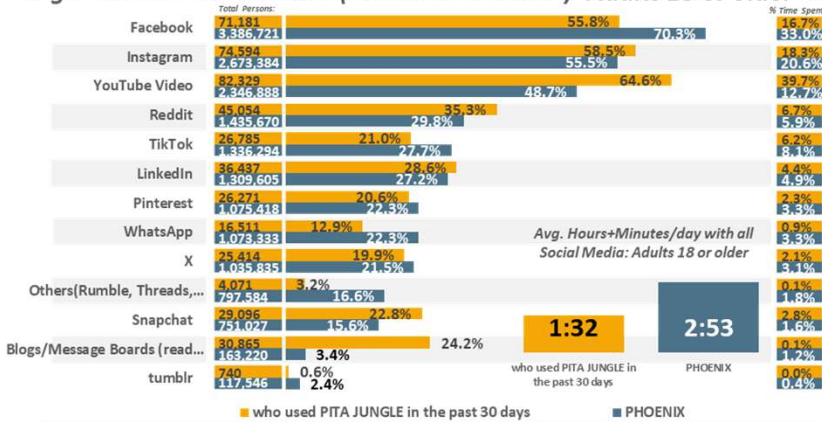
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



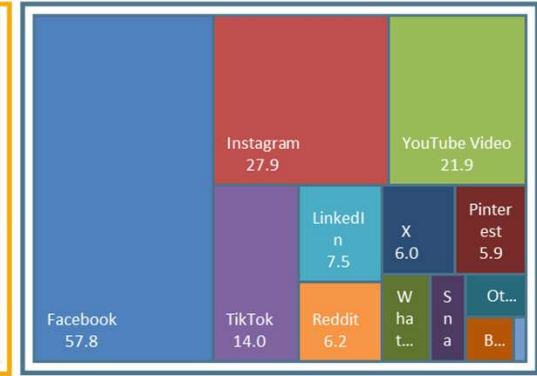
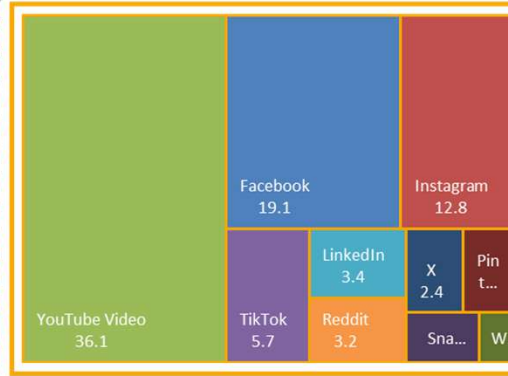
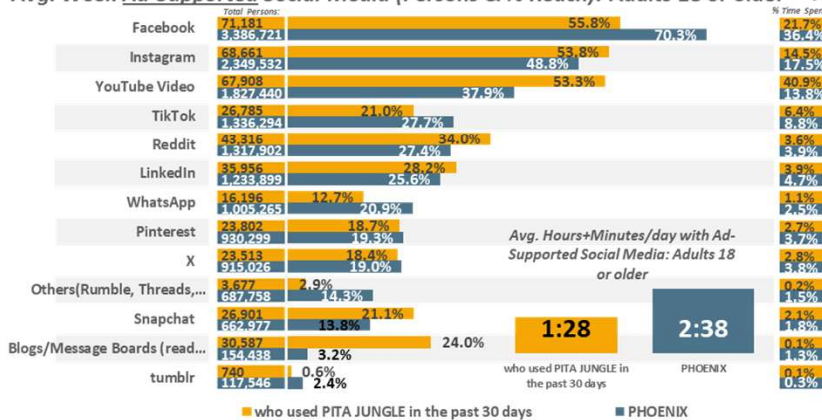


67,908 or 53.3% of Adults 18 or older who used PITA JUNGLE in the past 30 days use Ad-Supported YouTube Video for an average of 36.1 minutes every day representing 40.9% of all time spent daily with Ad-Supported Social Media.

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**

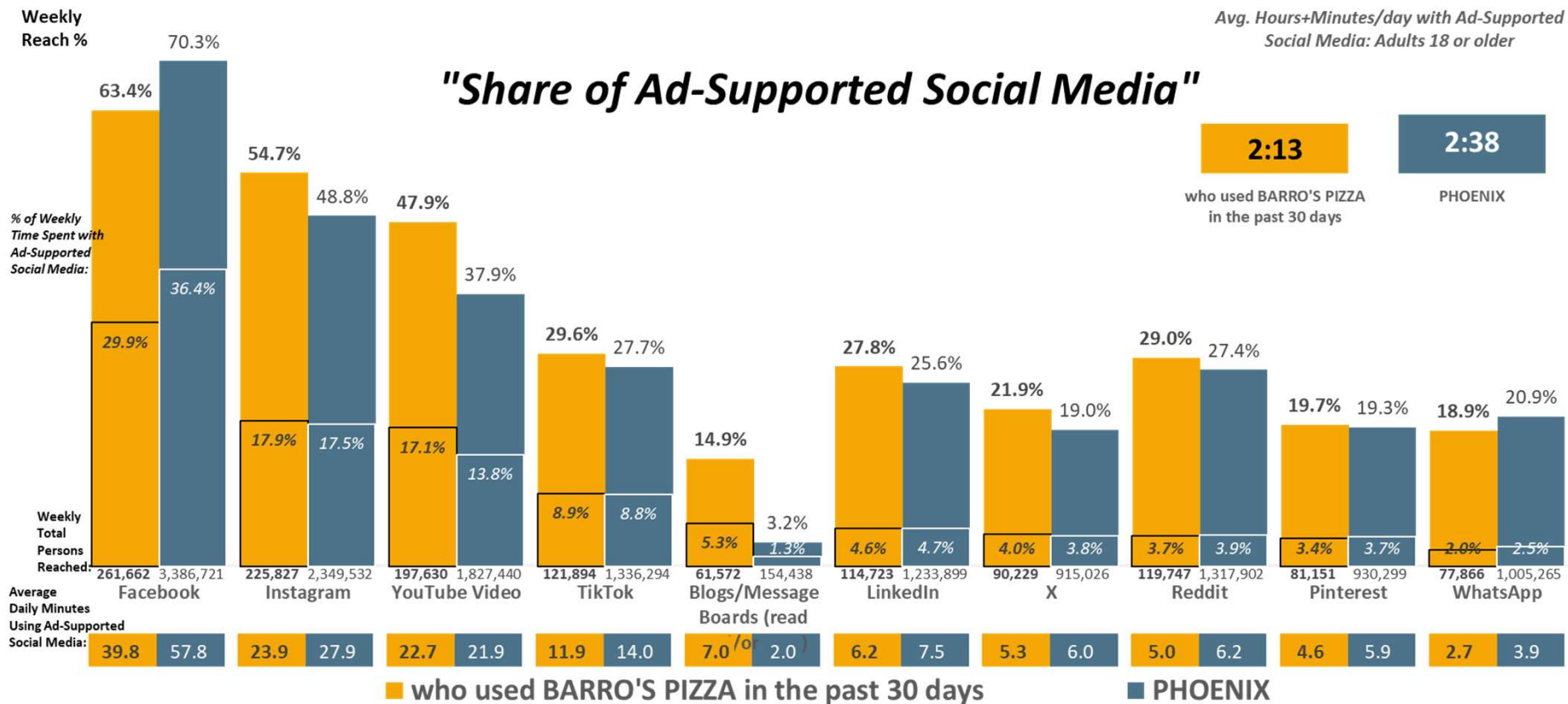


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





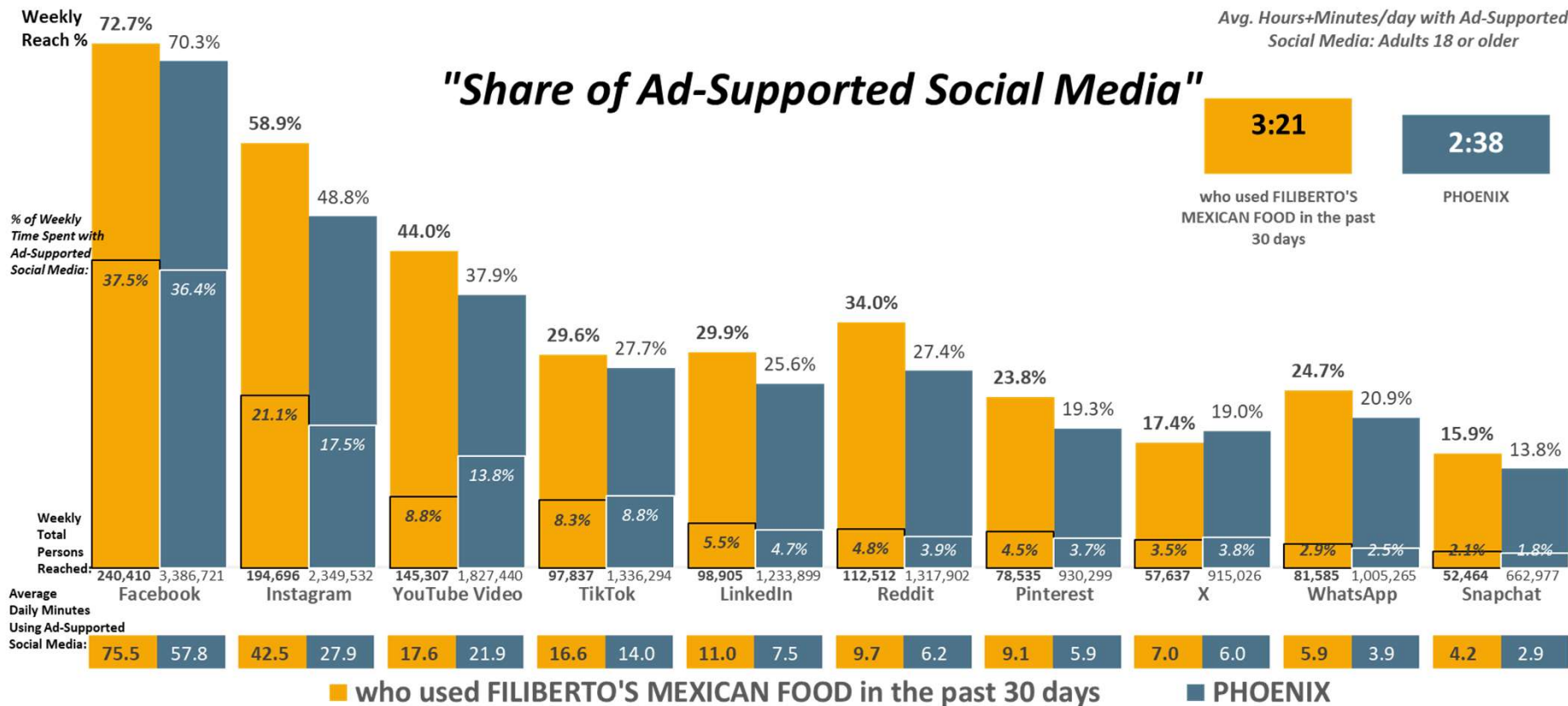
261,662 or 63.4% of Adults 18 or older who used BARRO'S PIZZA in the past 30 days use Ad-Supported Facebook for an average of 39.8 minutes every day representing 29.9% of all time spent daily with Ad-Supported Social Media.





240,410 or 72.7% of Adults 18 or older who used FILIBERTO'S MEXICAN FOOD in the past 30 days use Ad-Supported Facebook for an average of 75.5 minutes every day representing 37.5% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



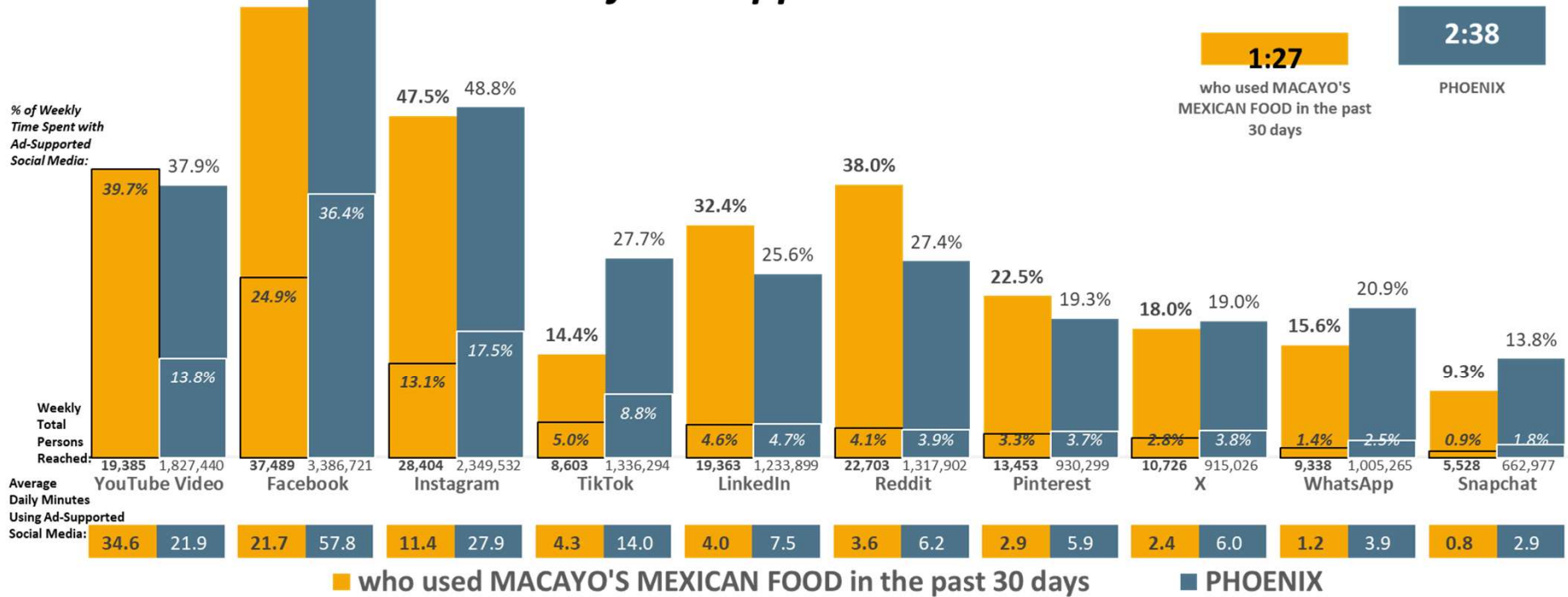


19,385 or 32.4% of Adults 18 or older who used MACAYO'S MEXICAN FOOD in the past 30 days use Ad-Supported YouTube Video for an average of 34.6 minutes every day representing 39.7% of all time spent daily with Ad-Supported Social Media.

Weekly
Reach %

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

"Share of Ad-Supported Social Media"

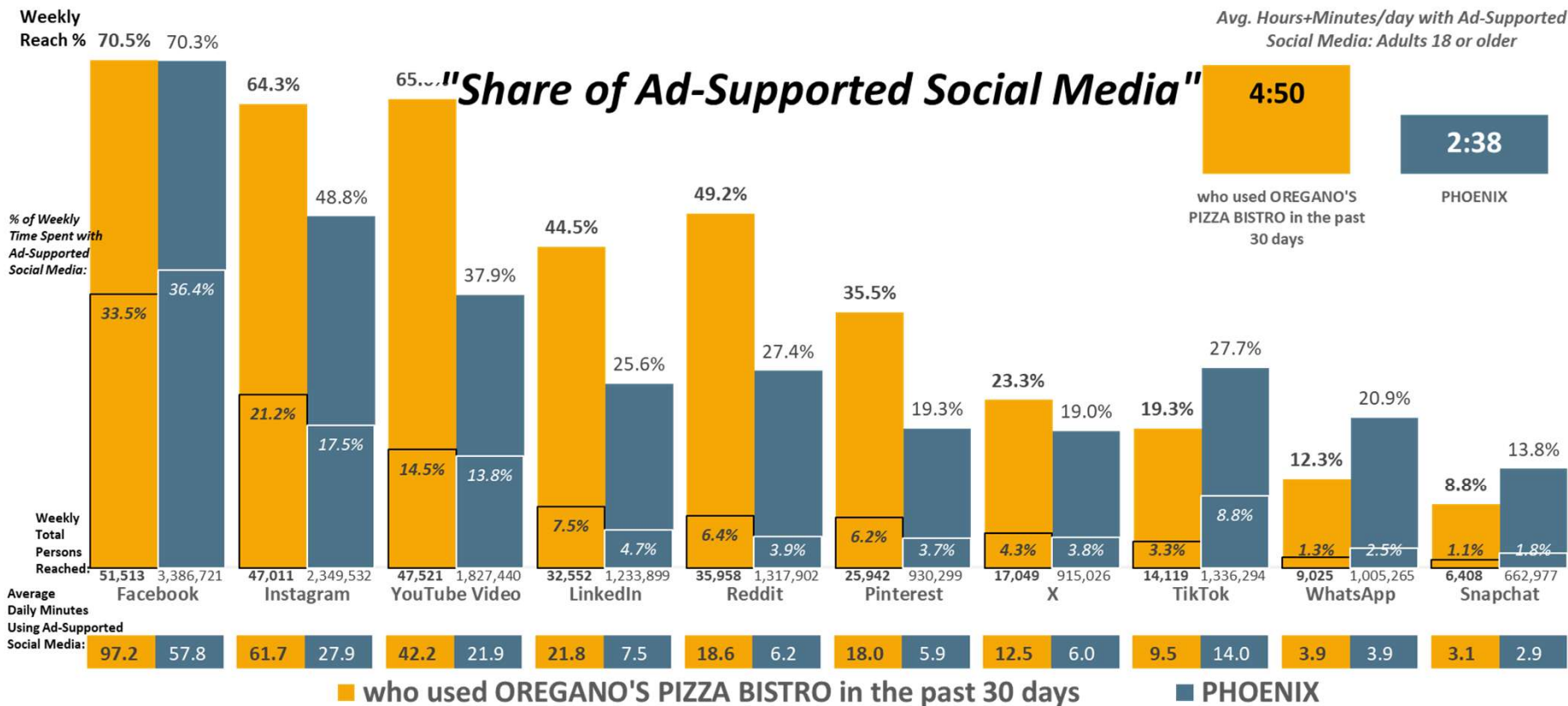


■ who used MACAYO'S MEXICAN FOOD in the past 30 days

■ PHOENIX



51,513 or 70.5% of Adults 18 or older who used OREGANO'S PIZZA BISTRO in the past 30 days use Ad-Supported Facebook for an average of 97.2 minutes every day representing 33.5% of all time spent daily with Ad-Supported Social Media.



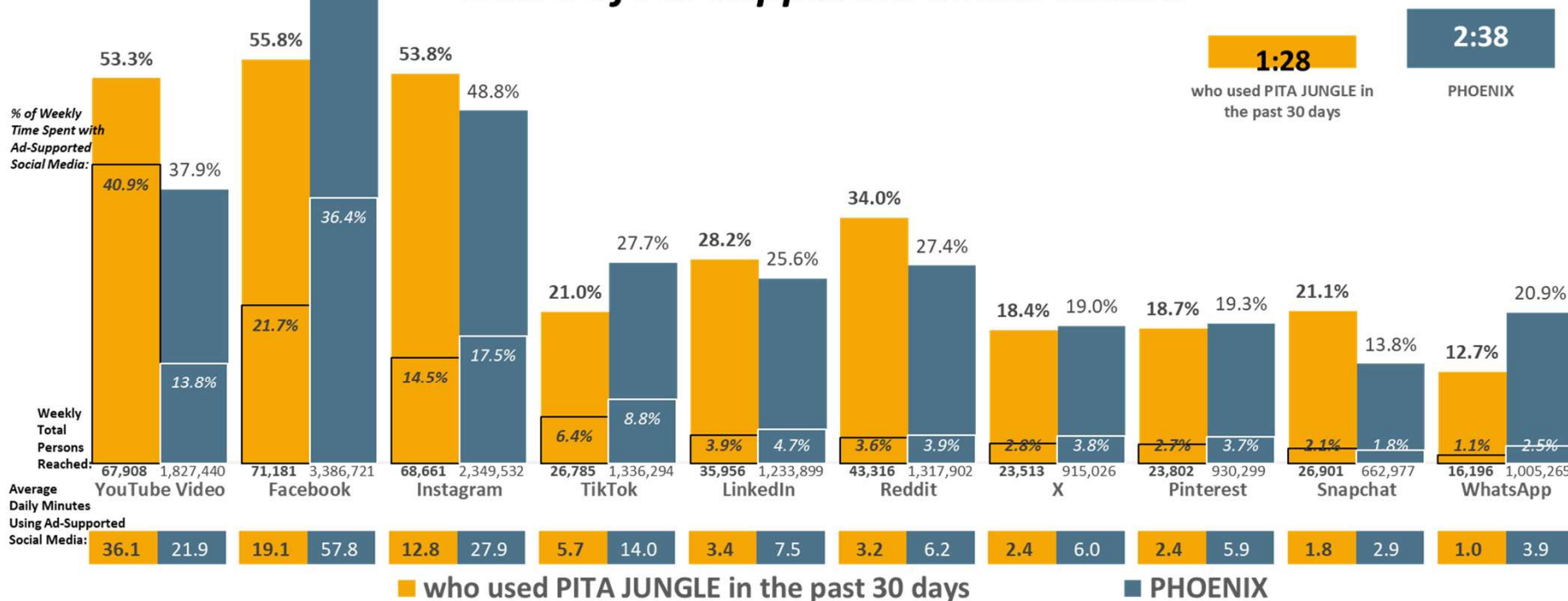


67,908 or 53.3% of Adults 18 or older who used PITA JUNGLE in the past 30 days use Ad-Supported YouTube Video for an average of 36.1 minutes every day representing 40.9% of all time spent daily with Ad-Supported Social Media.

Weekly
Reach %

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

"Share of Ad-Supported Social Media"



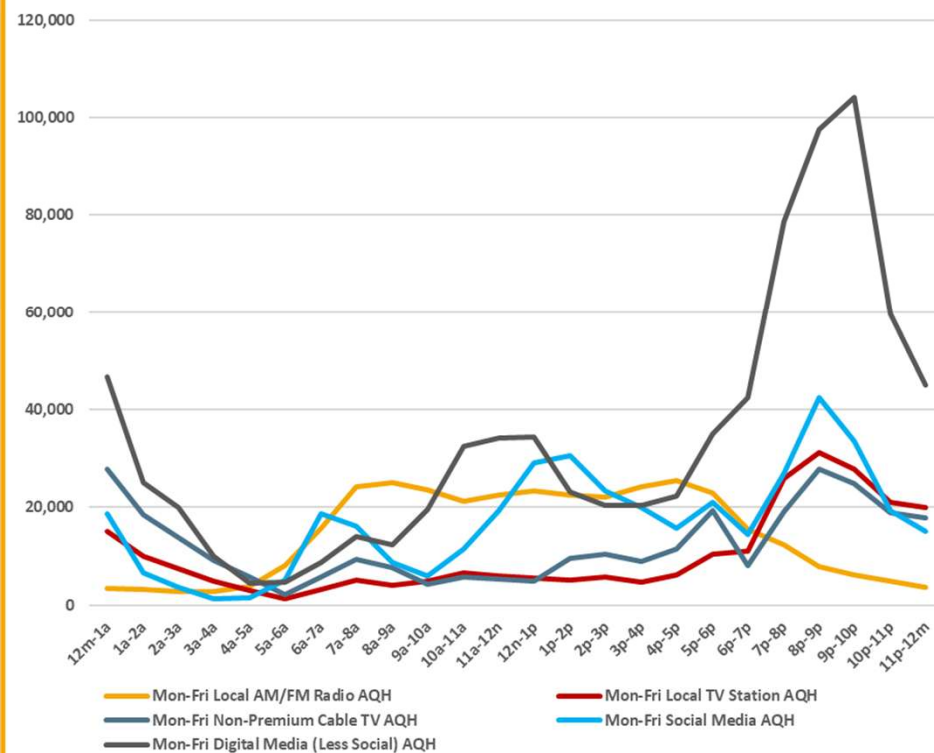
1:28
who used PITA JUNGLE in
the past 30 days

2:38
PHOENIX

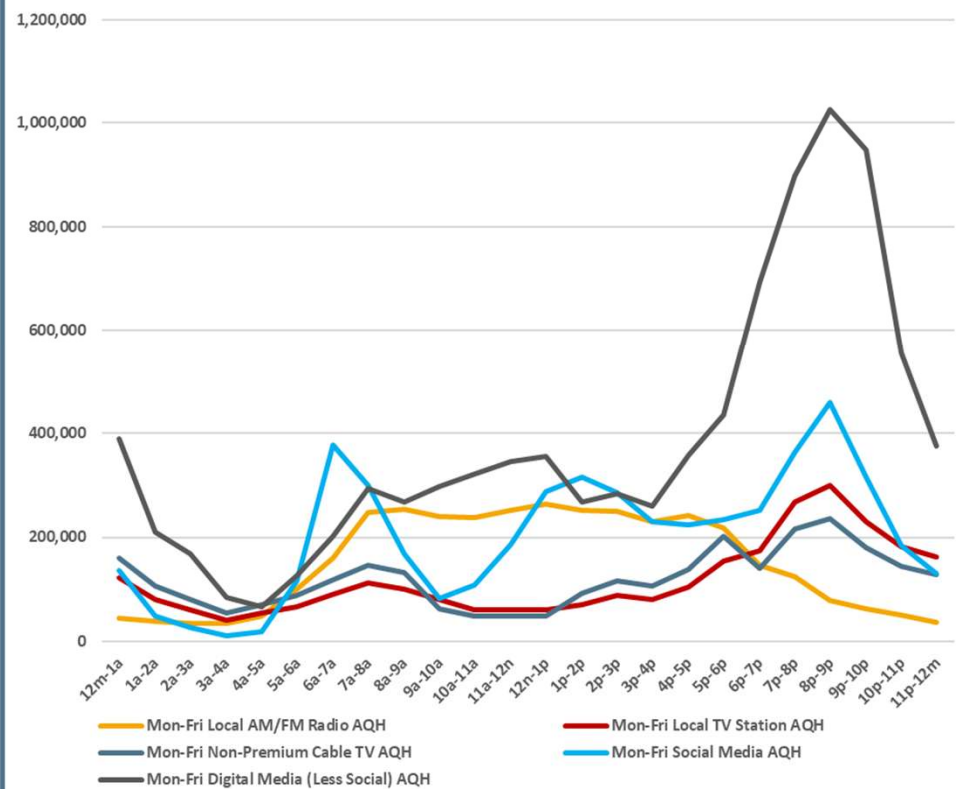


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 24,599; Local Radio: 22,185; Social Media: 18,094; Non-Prem. Cable: 8,600; Local TV: 6,088 reaching Adults 18 or older who used BARRO'S PIZZA in the past 30 days.

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



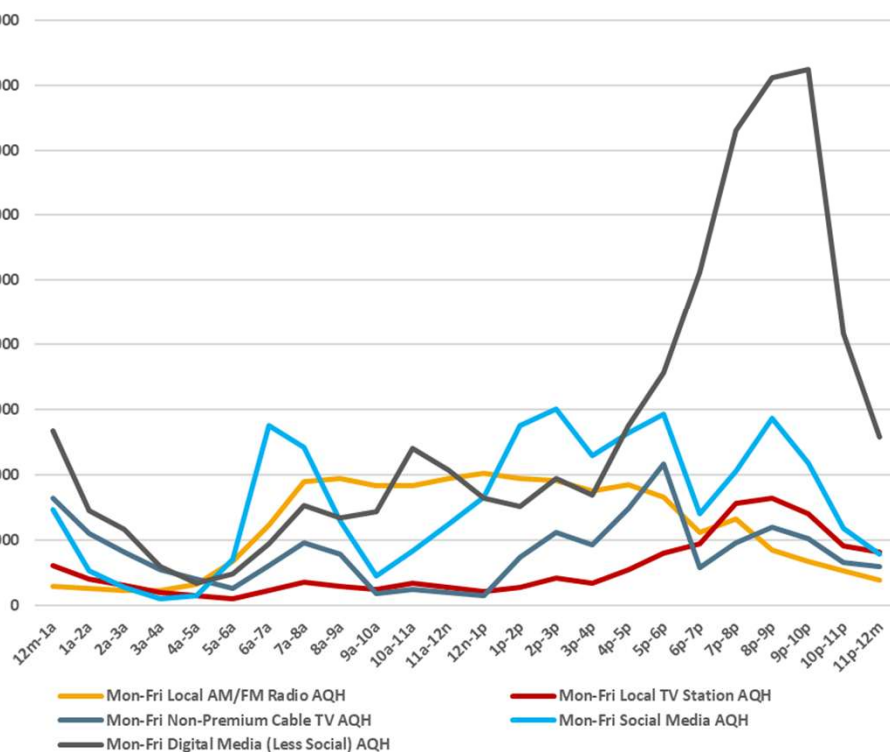
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHOENIX Metro Area Adults 18 or older



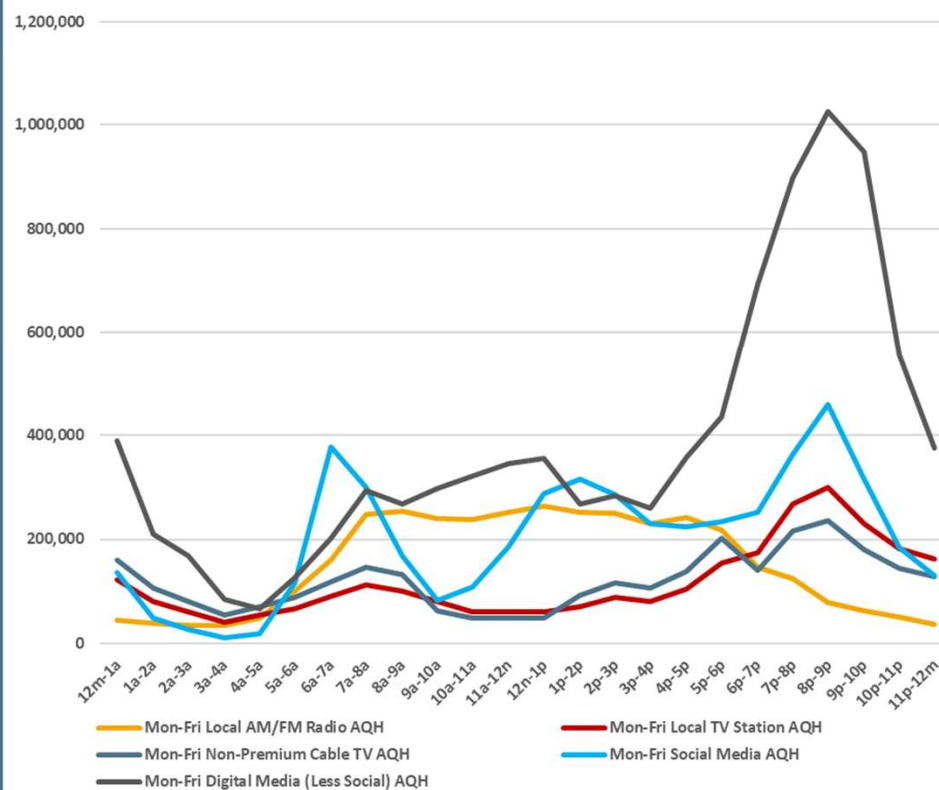


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 21,512;
Social Media: 19,744; Local Radio: 17,628; Non-Prem. Cable: 7,794; Local TV: 4,041
reaching Adults 18 or older who used FILIBERTO'S MEXICAN FOOD in the past 30 da

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who used FILIBERTO'S MEXICAN FOOD in
the past 30 days



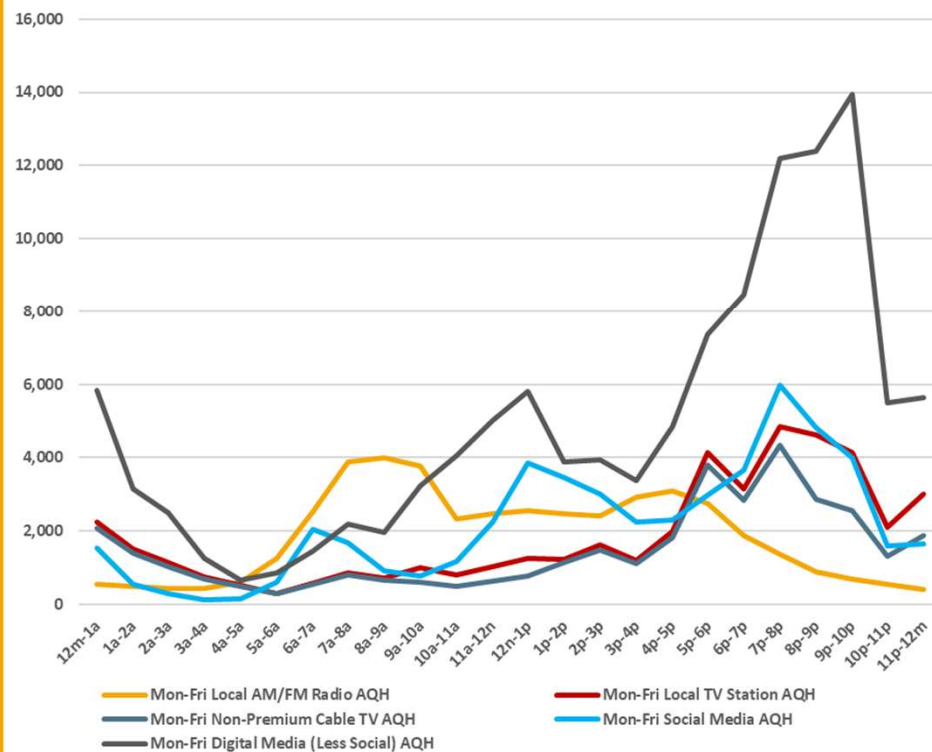
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHOENIX Metro Area Adults 18 or older



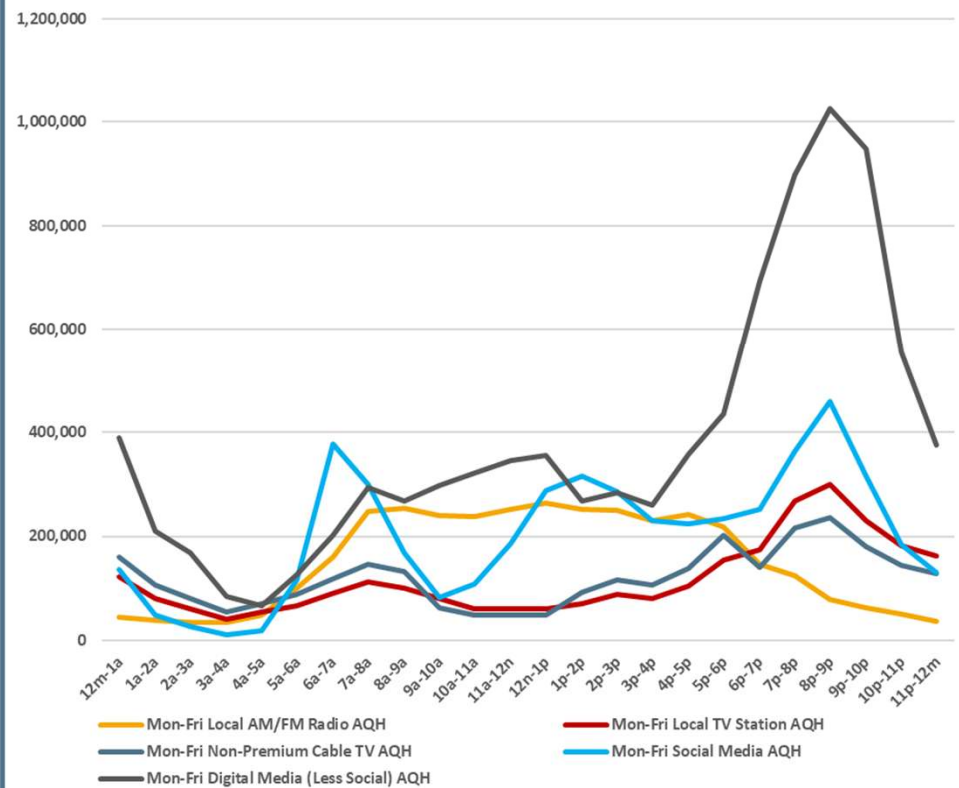


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,274; Local Radio: 2,848; Social Media: 2,329; Local TV: 1,502; Non-Prem. Cable: 1,281 reaching Adults 18 or older who used MACAYO'S MEXICAN FOOD in the past 30 days.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who used MACAYO'S MEXICAN FOOD in
the past 30 days



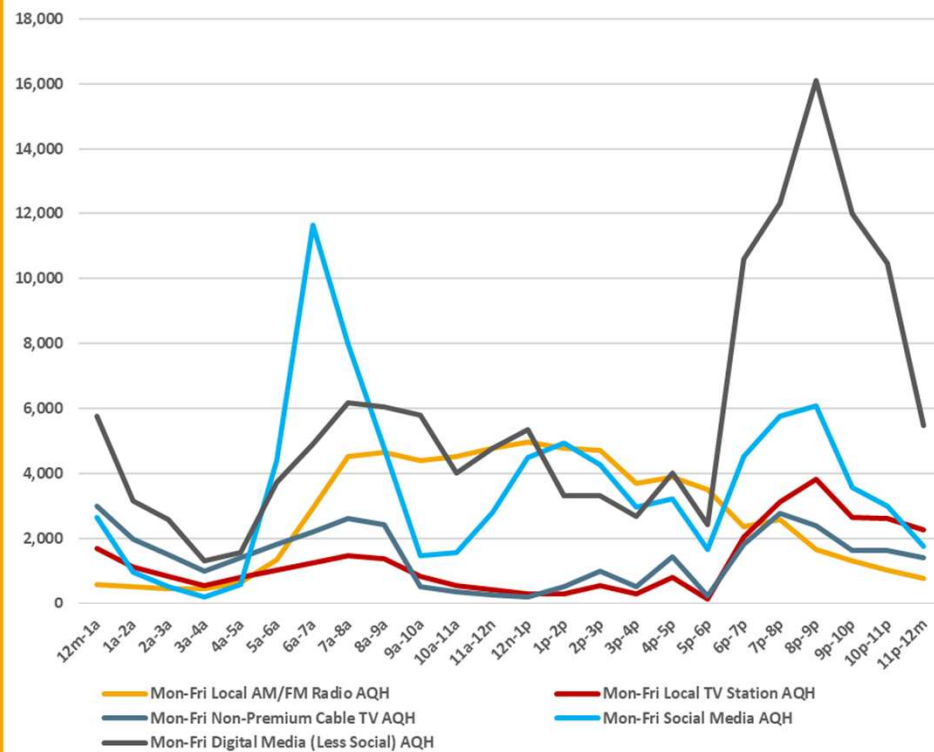
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHOENIX Metro Area Adults 18 or older



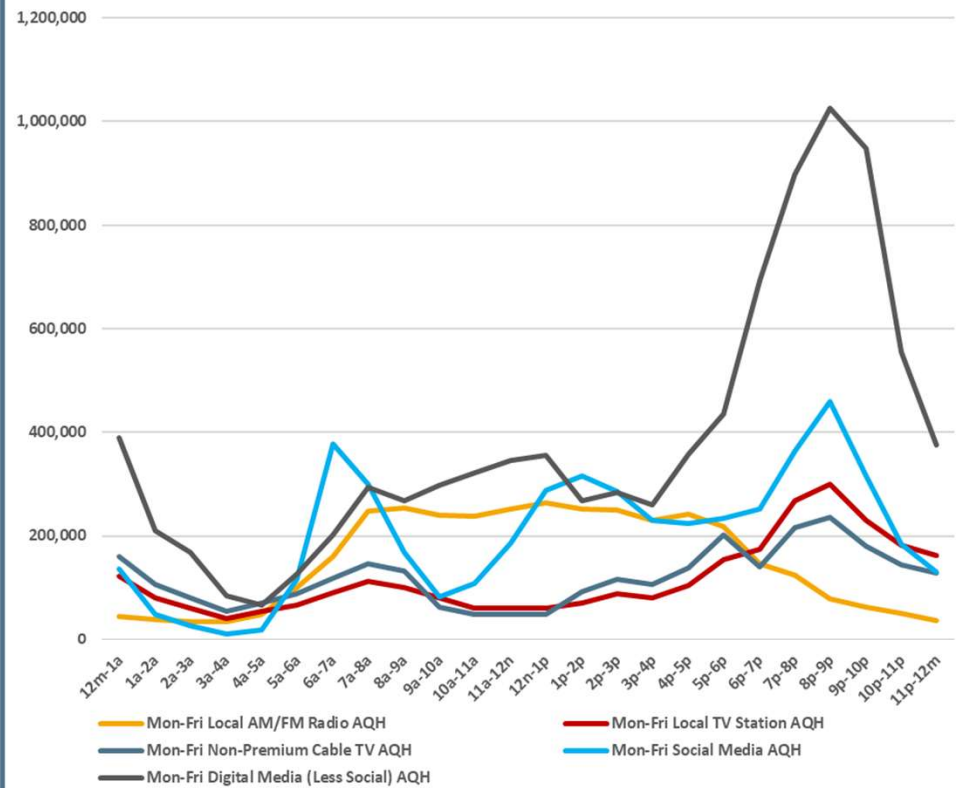


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,879;
Social Media: 4,337; Local Radio: 4,135; Non-Prem. Cable: 1,085; Local TV: 798 reaching
Adults 18 or older who used OREGANO'S PIZZA BISTRO in the past 30 days.

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



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

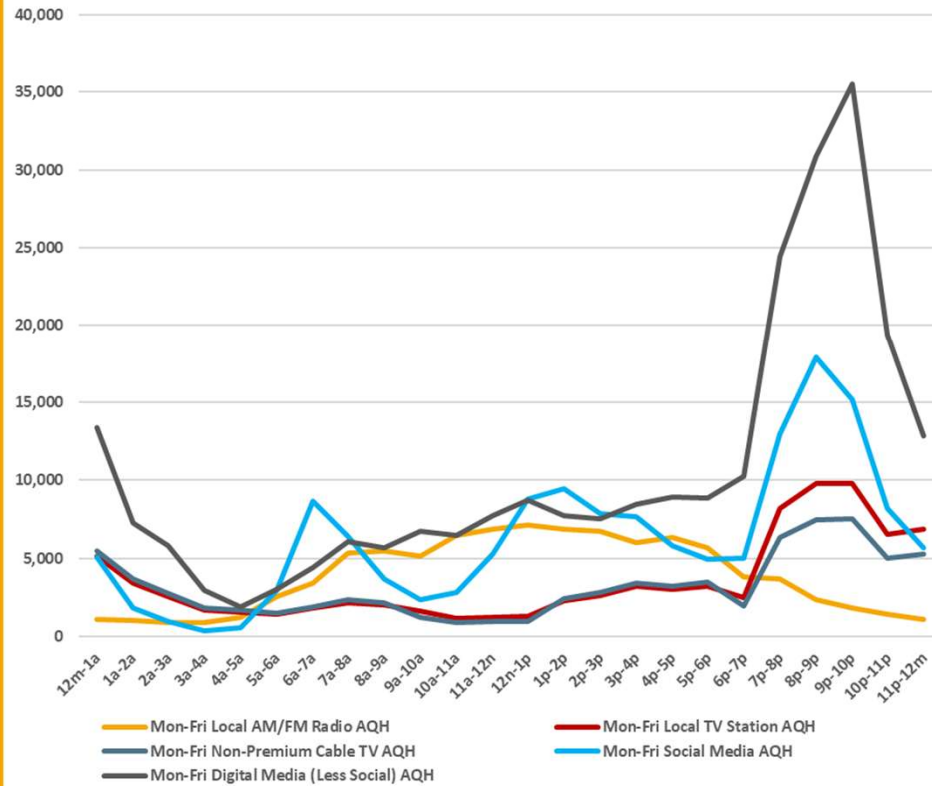




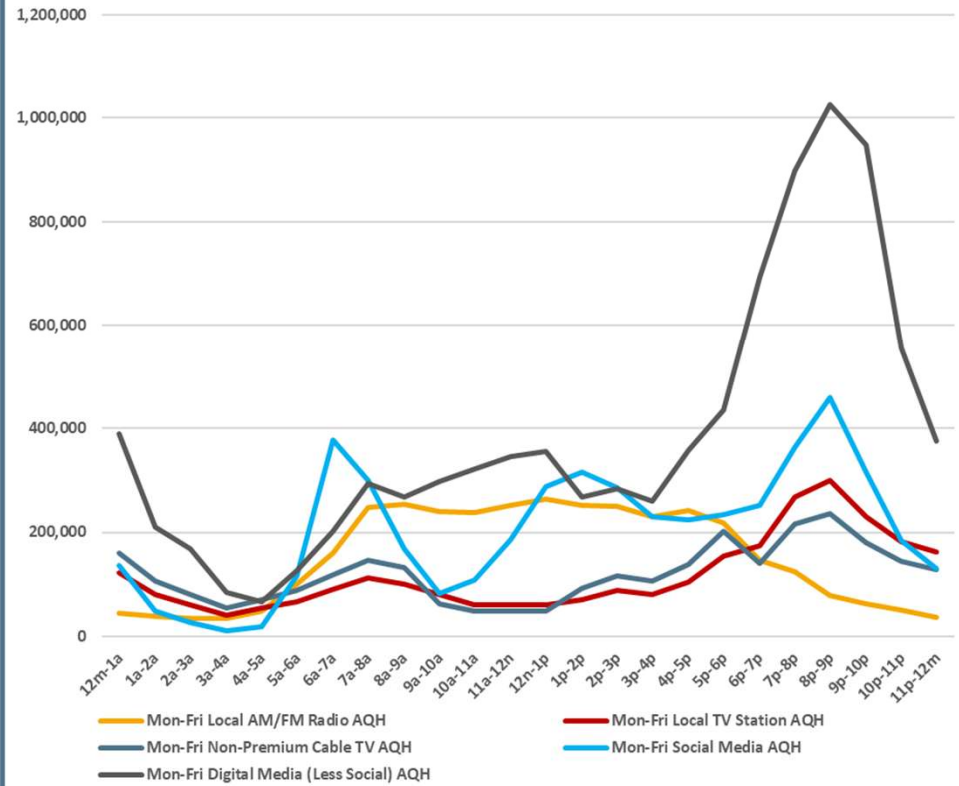
PHX

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,514;
Social Media: 6,053; Local Radio: 5,797; Local TV: 2,161; Non-Prem. Cable: 2,126 reaching
Adults 18 or older who used PITA JUNGLE in the past 30 days.

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



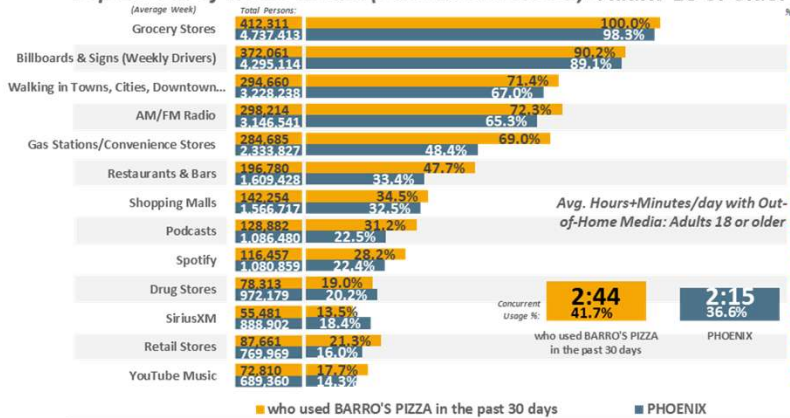
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHOENIX Metro Area Adults 18 or older



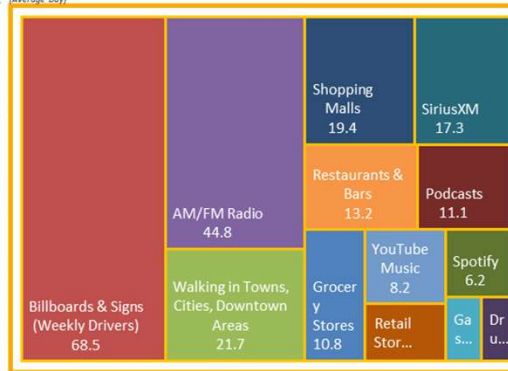


372,061 or 90.2% of Adults 18 or older who used BARRO'S PIZZA in the past 30 days spend an average of 68.5 minutes per day driving, seeing Billboards and Signs. 70.5% Listen to Local Radio Stations Out-of-Home for an average of 42.9 minutes/day.

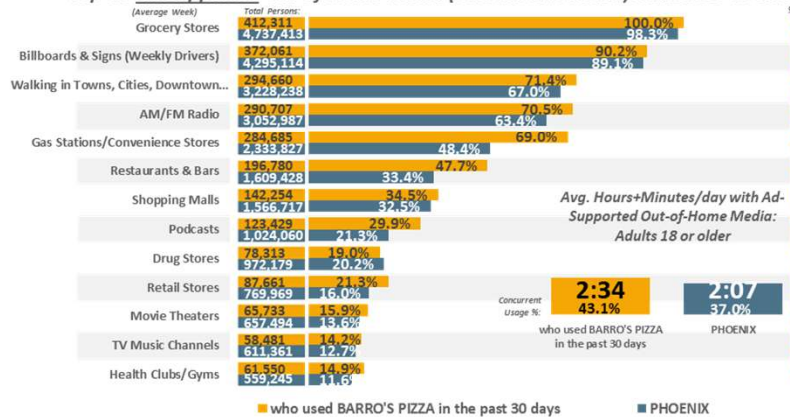
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



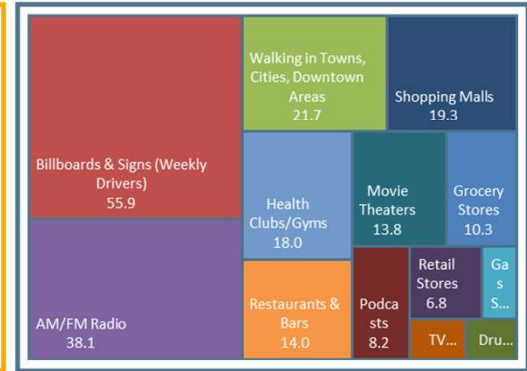
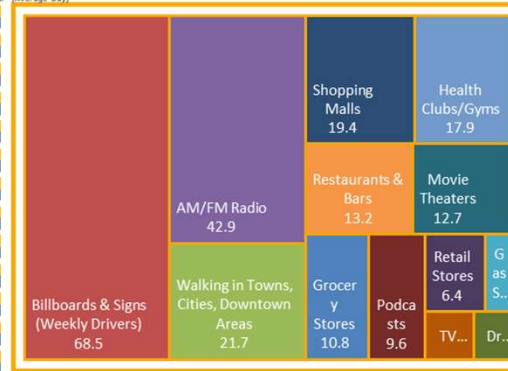
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



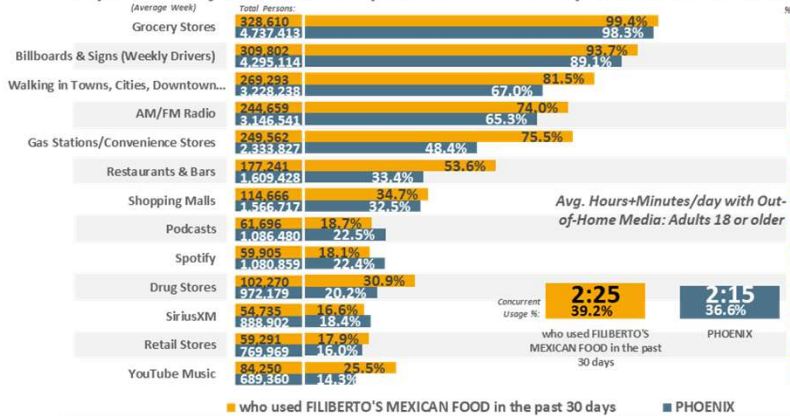
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



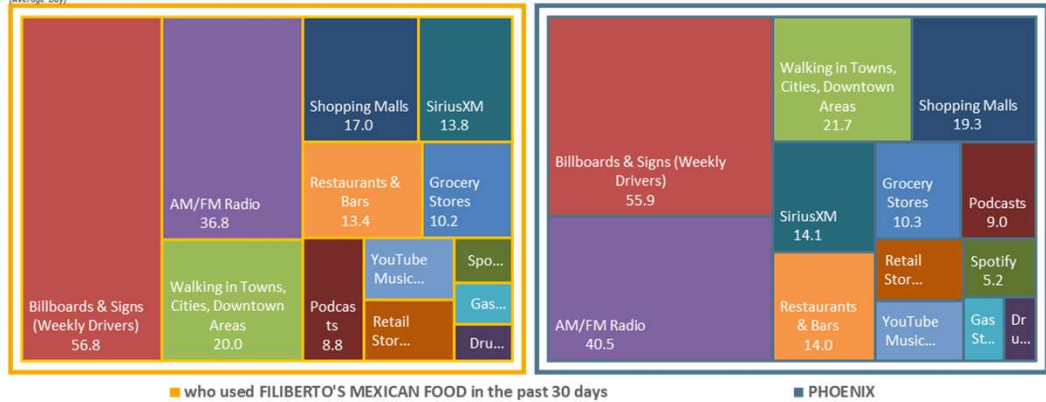


309,802 or 93.7% of Adults 18 or older who used FILIBERTO'S MEXICAN FOOD in the past 30 days spend an average of 56.8 minutes per day driving, seeing Billboards and Signs. 72.6% Listen to Local Radio Stations Out-of-Home for an average of 34.5 minutes/day

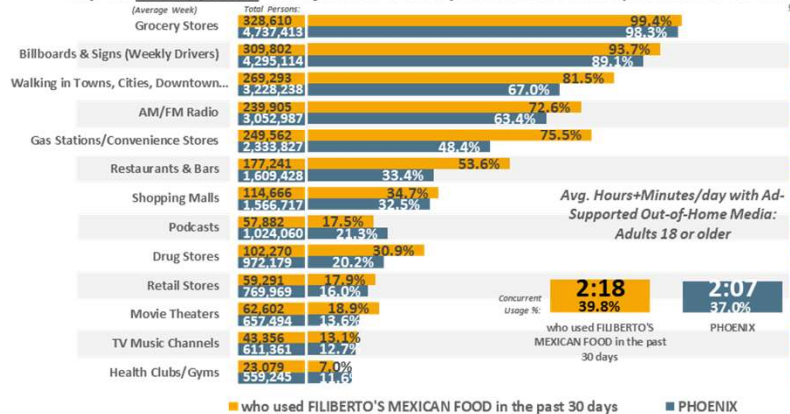
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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



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



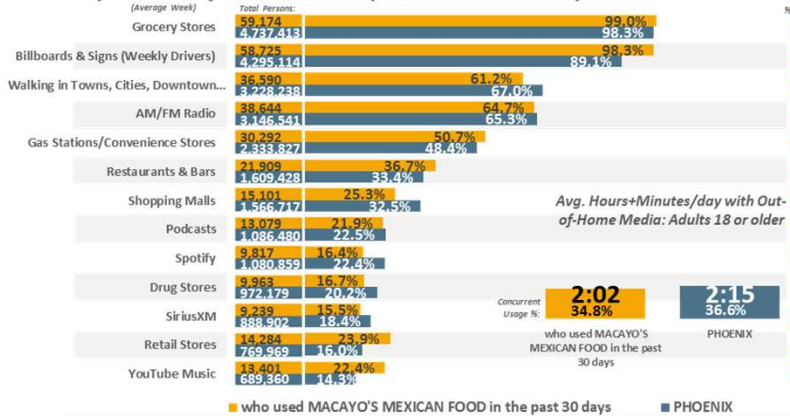
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



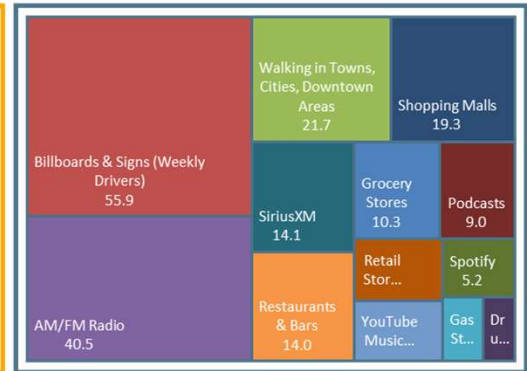


58,725 or 98.3% of Adults 18 or older who used MACAYO'S MEXICAN FOOD in the past 30 days spend an average of 28.1 minutes per day driving, seeing Billboards and Signs. 62.4% Listen to Local Radio Stations Out-of-Home for an average of 41.3 minutes/day.

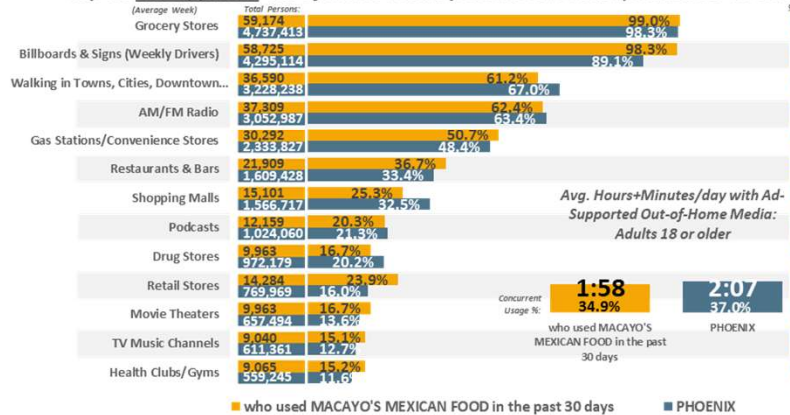
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



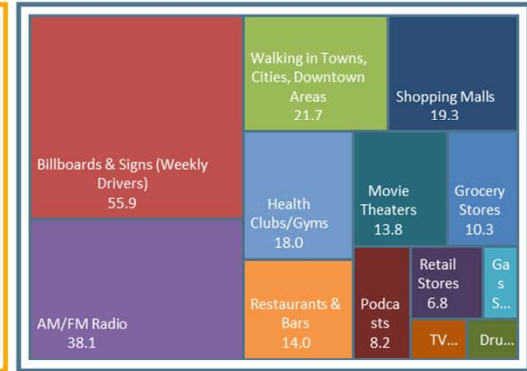
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



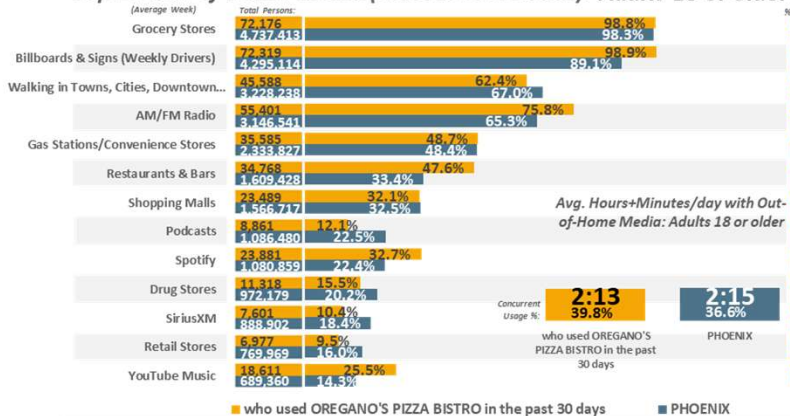
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



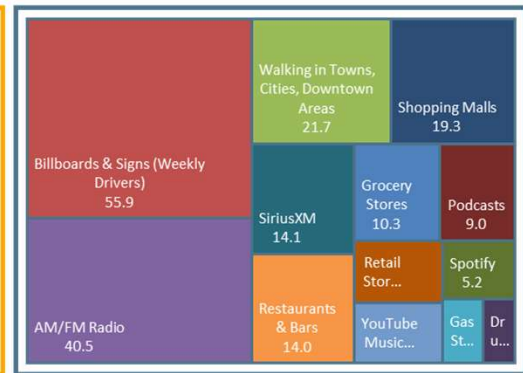
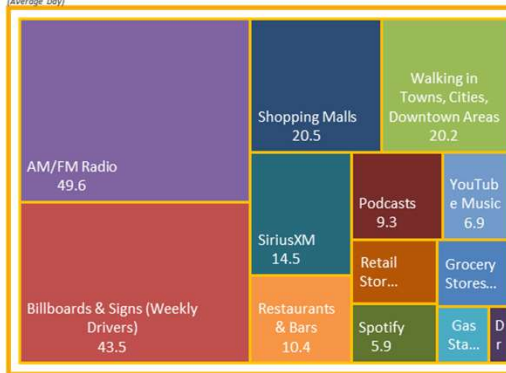


72,319 or 98.9% of Adults 18 or older who used OREGANO'S PIZZA BISTRO in the past 30 days spend an average of 43.5 minutes per day driving, seeing Billboards and Signs. 74.5% Listen to Local Radio Stations Out-of-Home for an average of 48.6 minutes/day.

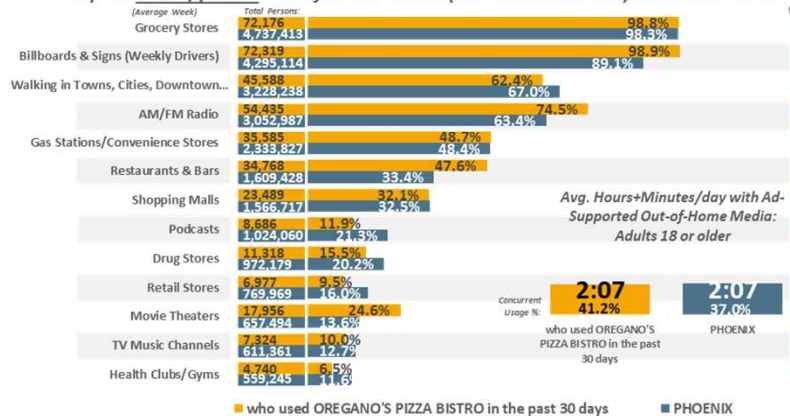
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



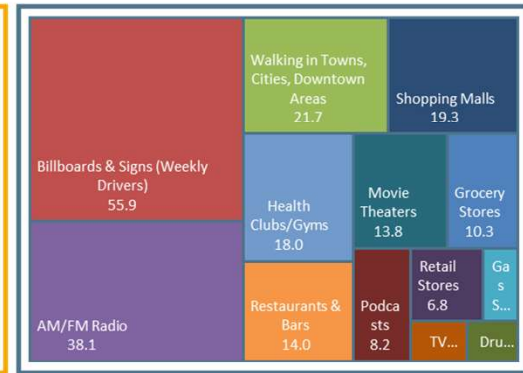
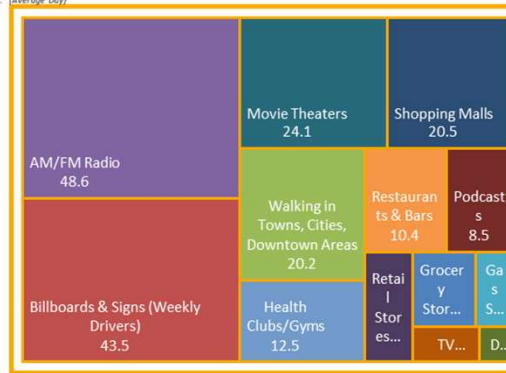
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



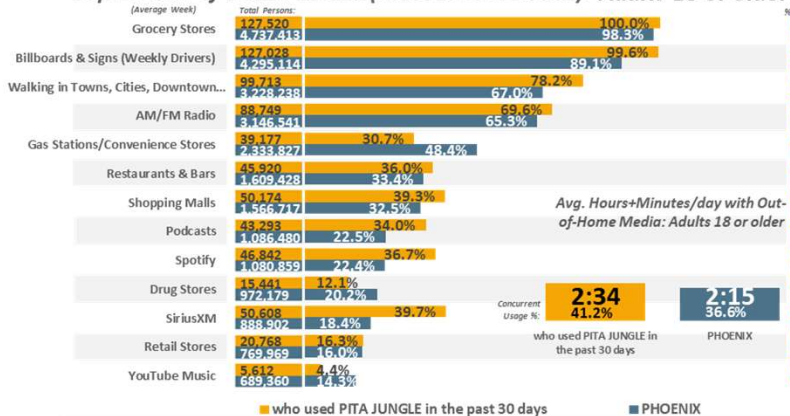
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





127,028 or 99.6% of Adults 18 or older who used PITA JUNGLE in the past 30 days spend an average of 36.2 minutes per day driving, seeing Billboards and Signs. 61.2% Listen to Local Radio Stations Out-of-Home for an average of 27.6 minutes/day.

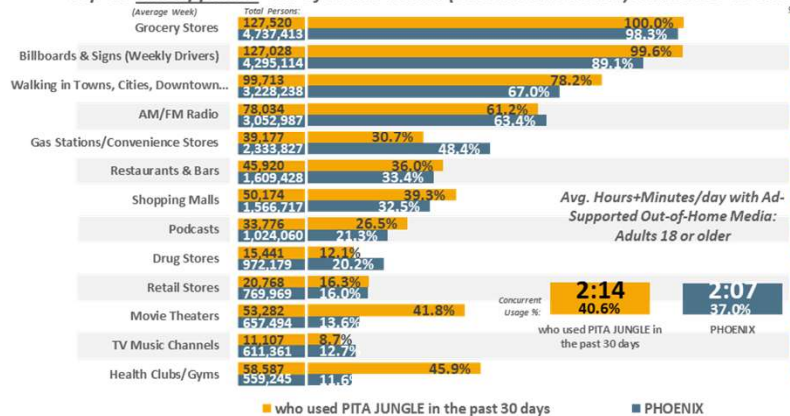
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



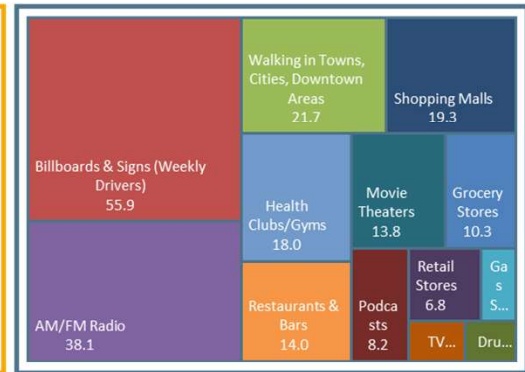
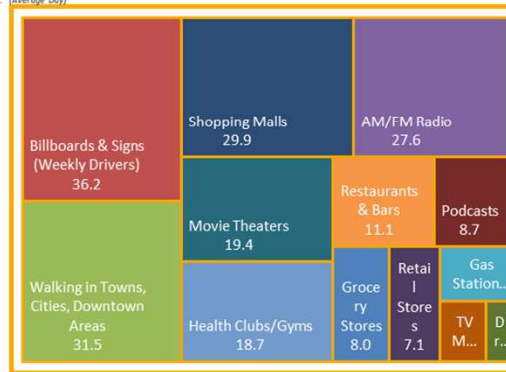
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



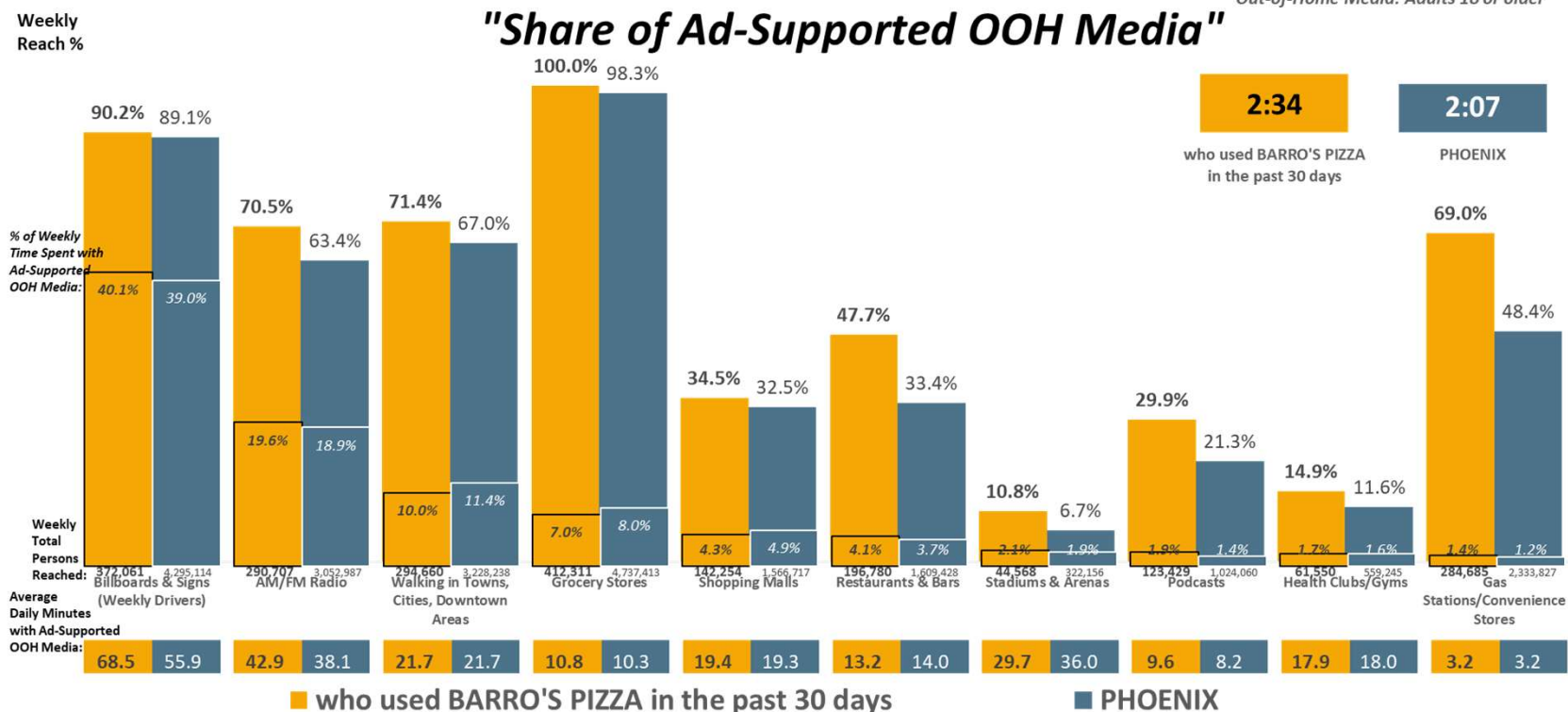
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





372,061 or 90.2% of Adults 18 or older who used BARRO'S PIZZA in the past 30 days spend an average of 68.5 minutes per day driving, seeing Billboards and Signs representing 40.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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



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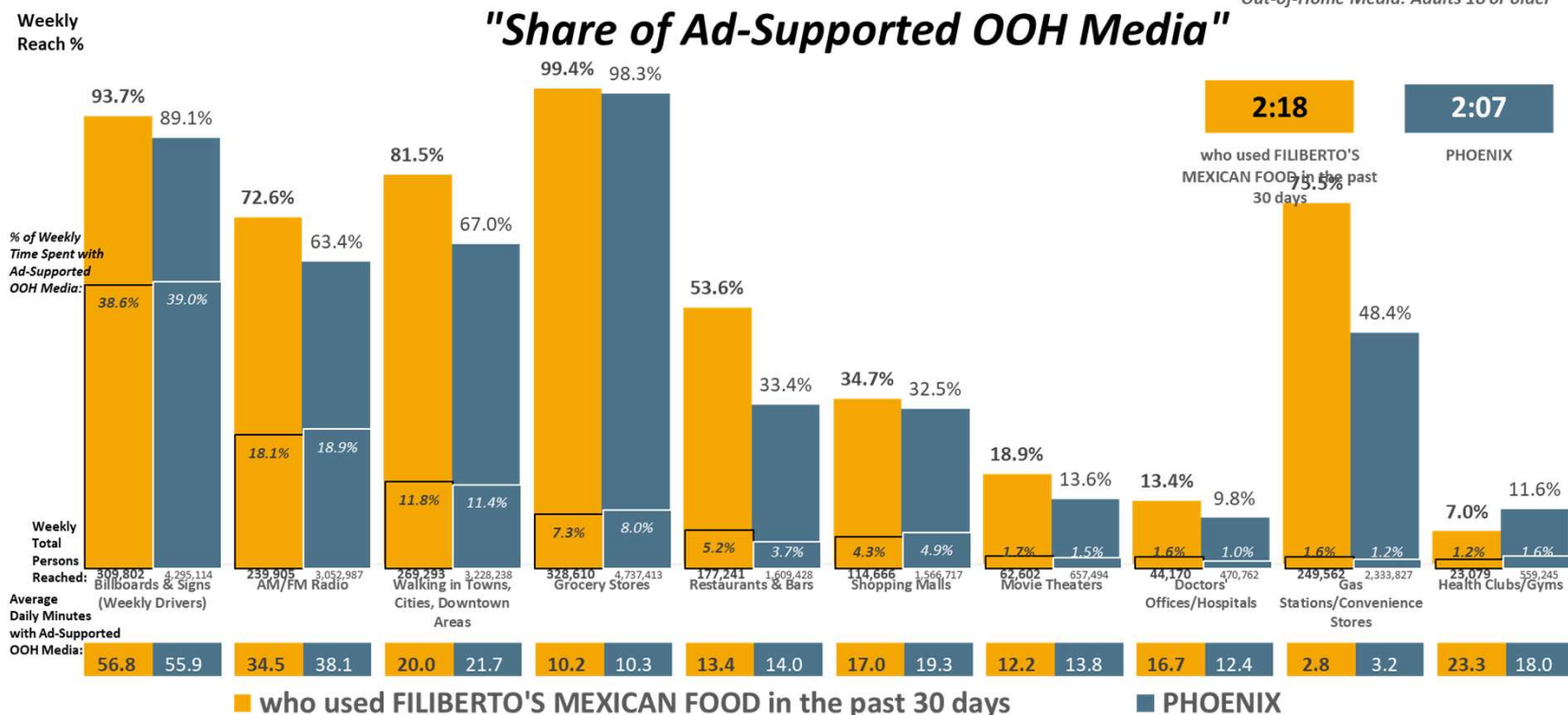
soefa.ai Share of Everything for Anything

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



309,802 or 93.7% of Adults 18 or older who used FILIBERTO'S MEXICAN FOOD in the past 30 days spend an average of 56.8 minutes per day driving, seeing Billboards and Signs representing 38.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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



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PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

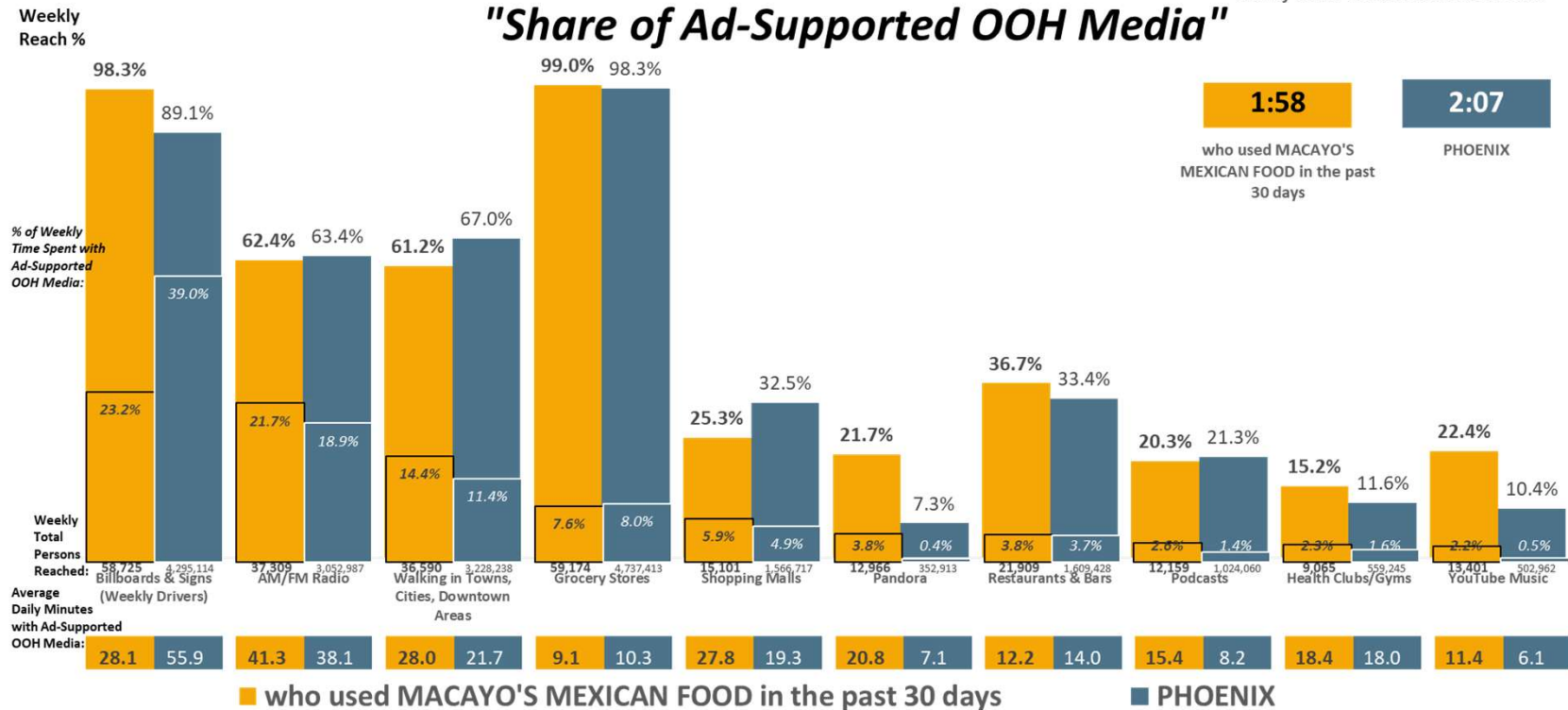
soefa.ai Share of Everything for Anything

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



58,725 or 98.3% of Adults 18 or older who used MACAYO'S MEXICAN FOOD in the past 30 days spend an average of 28.1 minutes per day driving, seeing Billboards and Signs representing 23.2% of all Time Spent with Ad-Supported Out-of-Home Media.

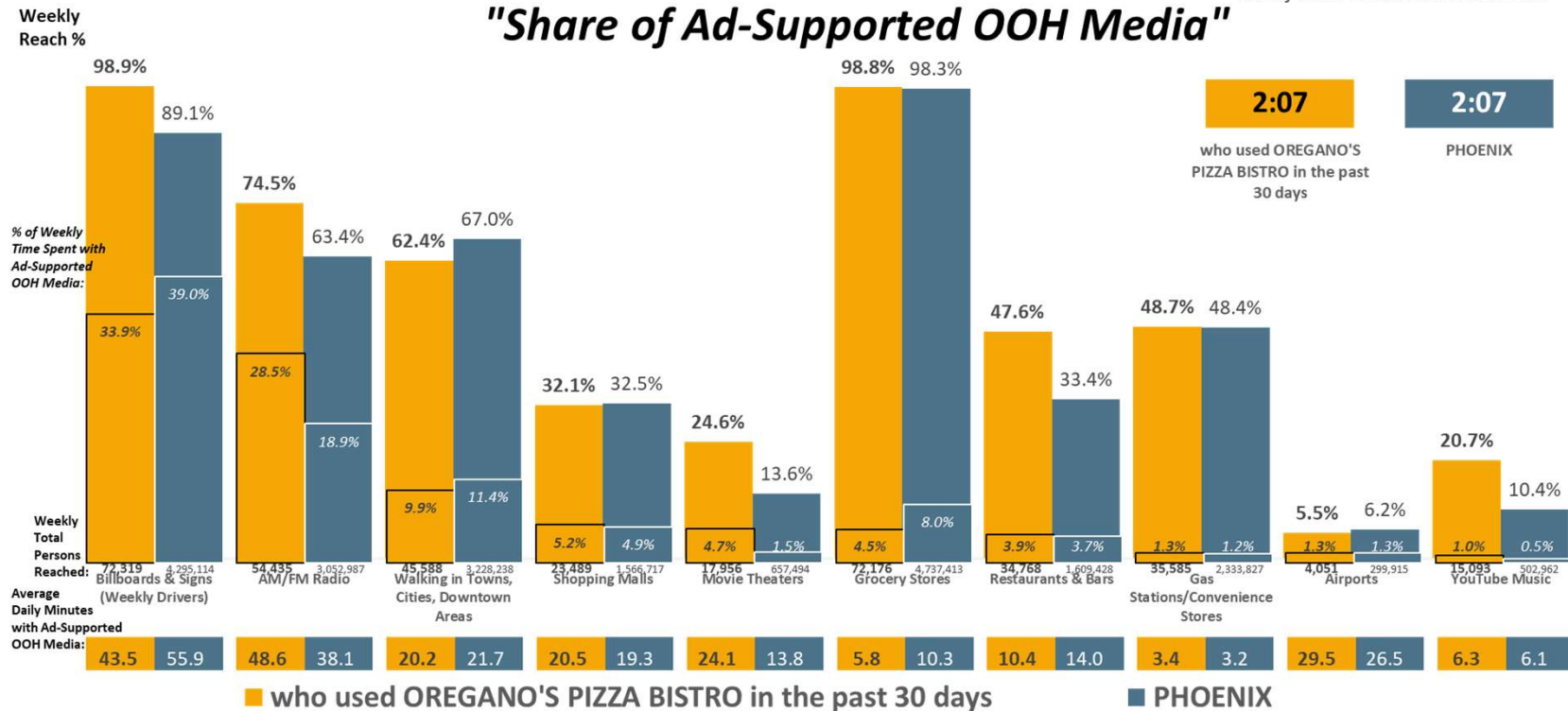
Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older





72,319 or 98.9% of Adults 18 or older who used OREGANO'S PIZZA BISTRO in the past 30 days spend an average of 43.5 minutes per day driving, seeing Billboards and Signs representing 33.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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



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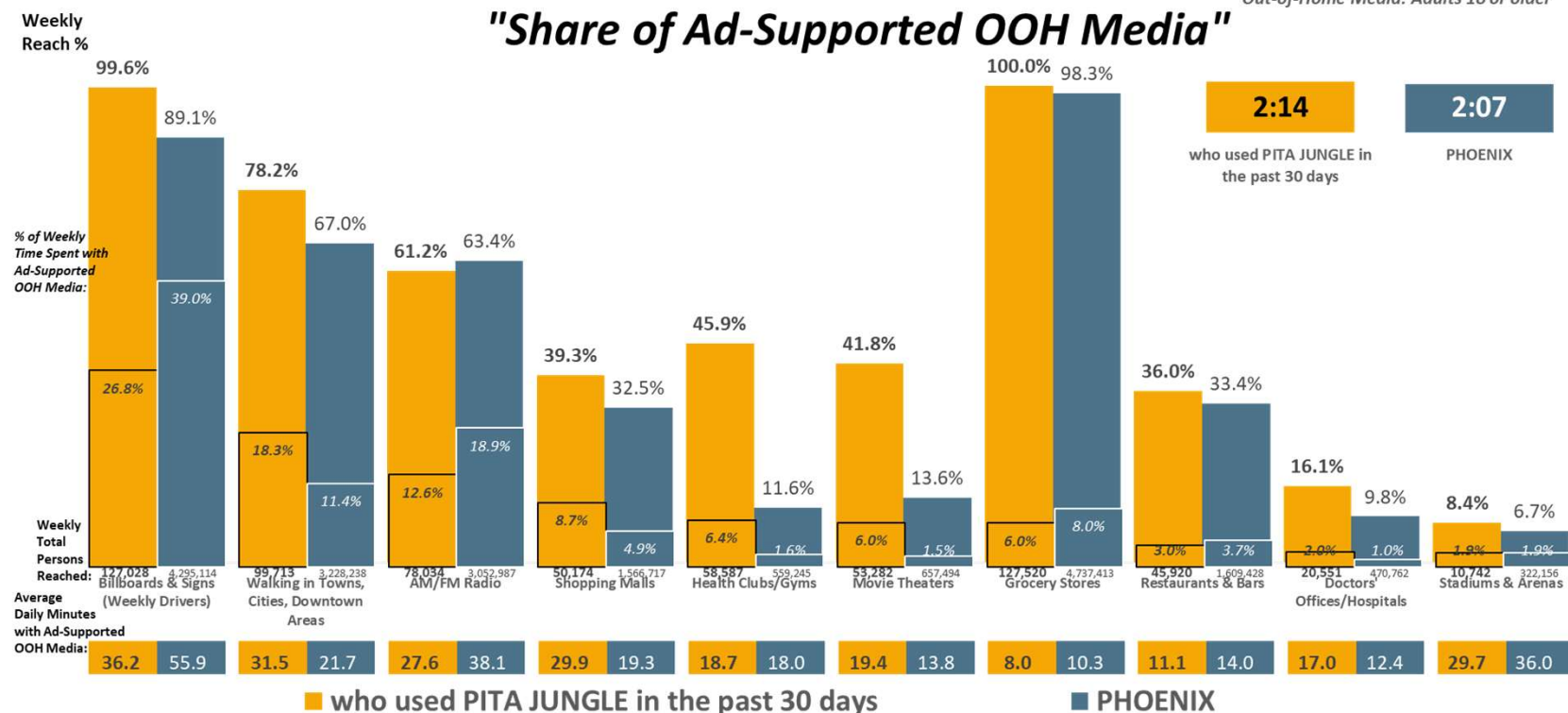
soefa.ai Share of Everything for Anything

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



127,028 or 99.6% of Adults 18 or older who used PITA JUNGLE in the past 30 days spend an average of 36.2 minutes per day driving, seeing Billboards and Signs representing 26.8% of all Time Spent with Ad-Supported Out-of-Home Media.

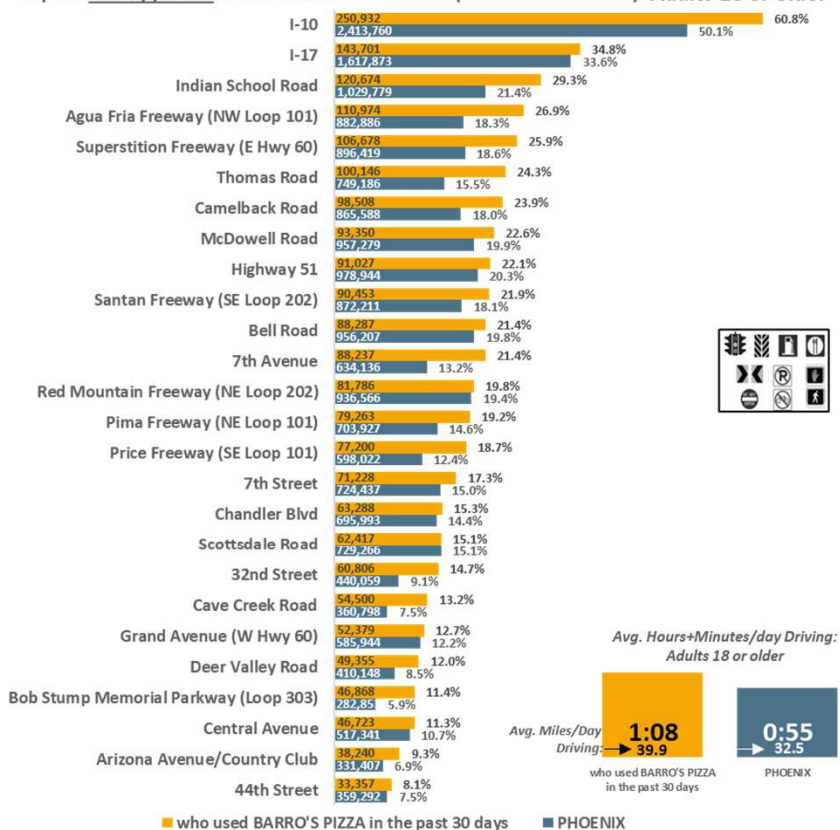
Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older



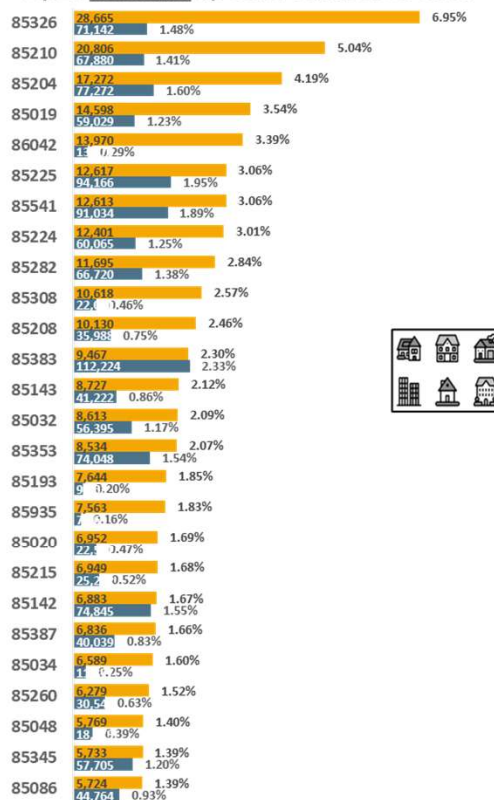


372,061 or 90.2% of Adults 18 or older who used BARRO'S PIZZA in the past 30 days spend an average of 68.5 minutes per day driving an average of 39.9 miles each day and are 62.5% more likely to use 7th Avenue than the Metro average.

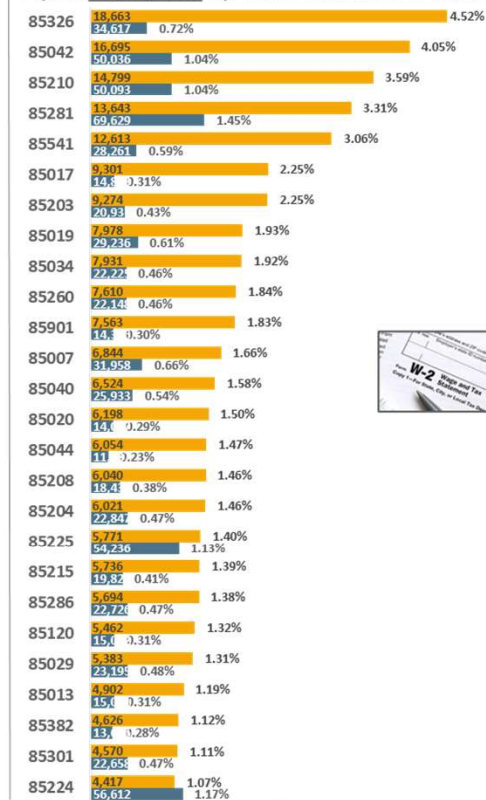
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



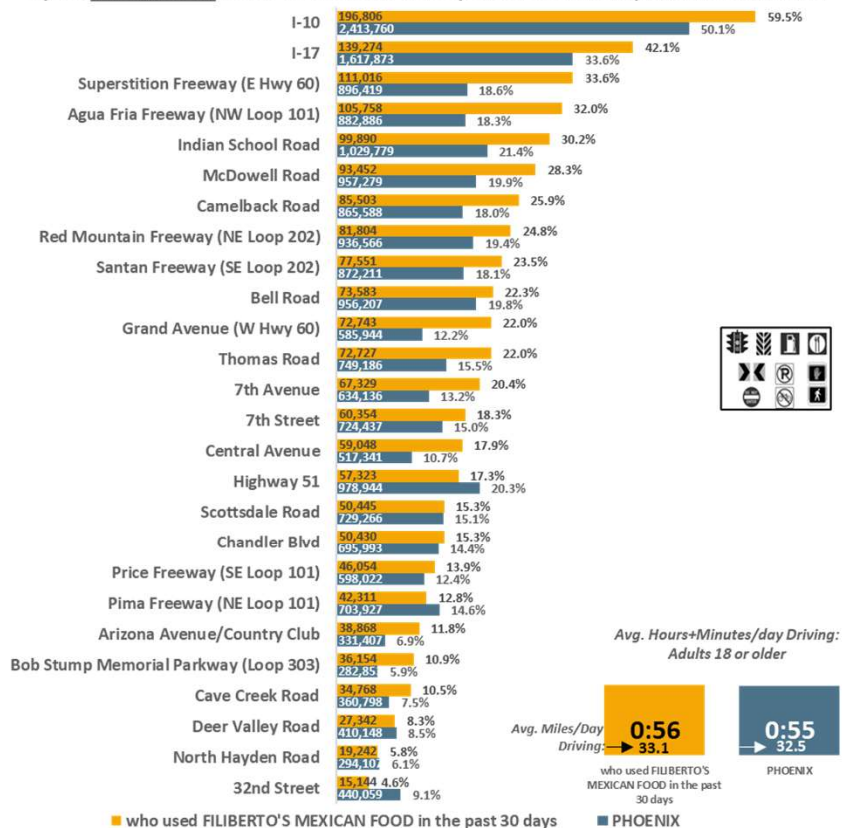
Top-26 Employment Zip Codes: Adults 18 or older



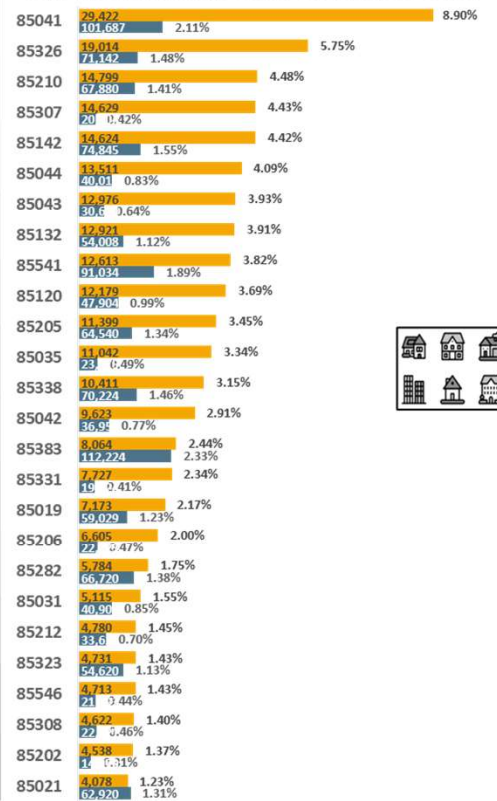


309,802 or 93.7% of Adults 18 or older who used FILIBERTO'S MEXICAN FOOD in the past 30 days spend an average of 56.8 minutes per day driving an average of 33.1 miles each day and are 81.1% more likely to use Grand Avenue (W Hwy 60) than the Metro average.

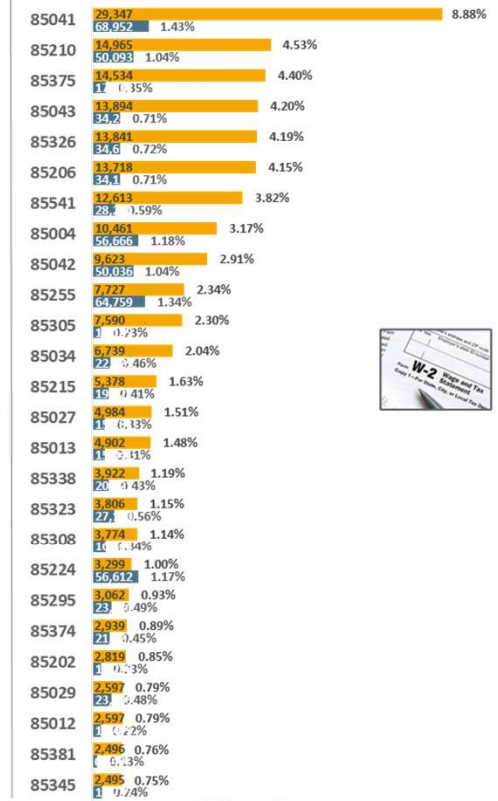
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



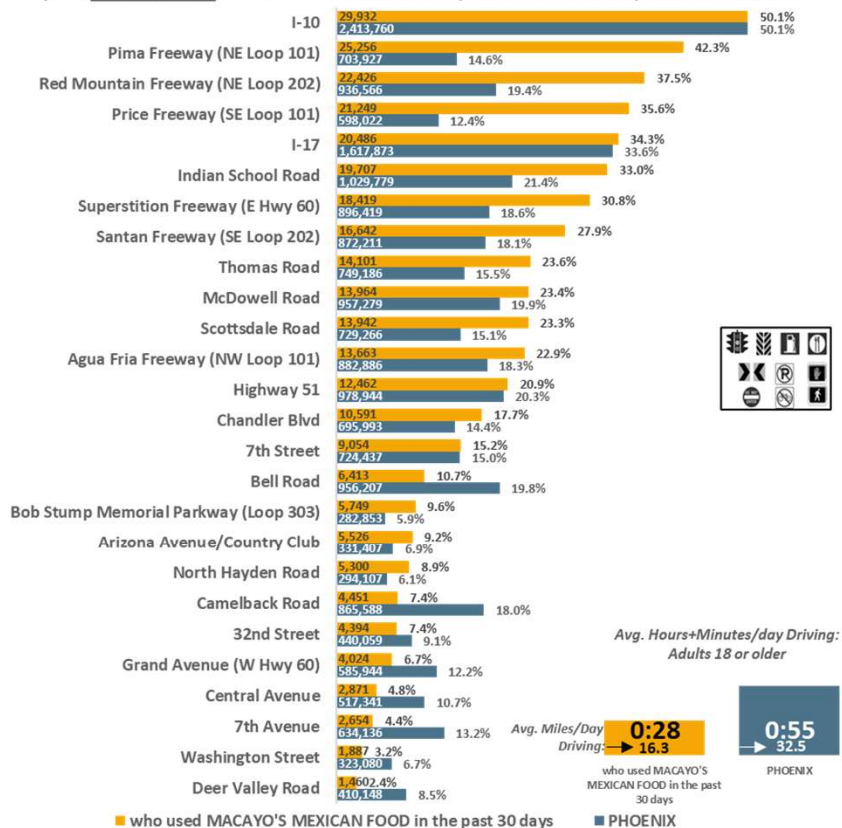
Top-26 Employment Zip Codes: Adults 18 or older



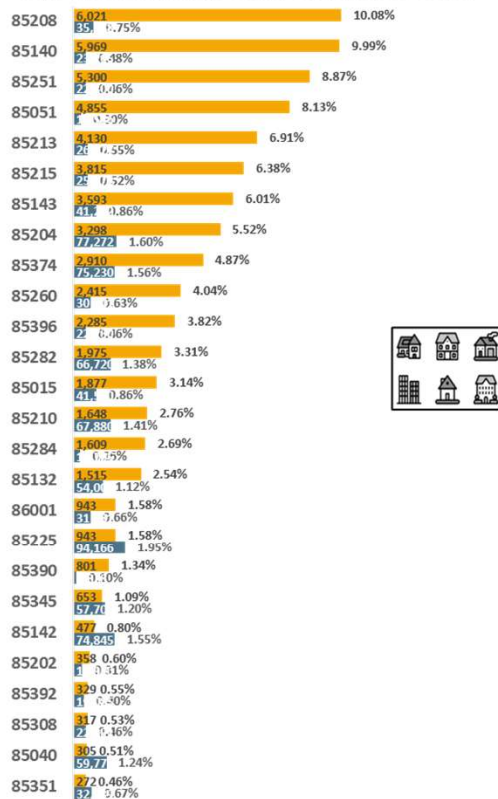


58,725 or 98.3% of Adults 18 or older who used MACAYO'S MEXICAN FOOD in the past 30 days spend an average of 28.1 minutes per day driving an average of 16.3 miles each day and are 189.3% more likely to use Pima Freeway (NE Loop 101) than the Metro average

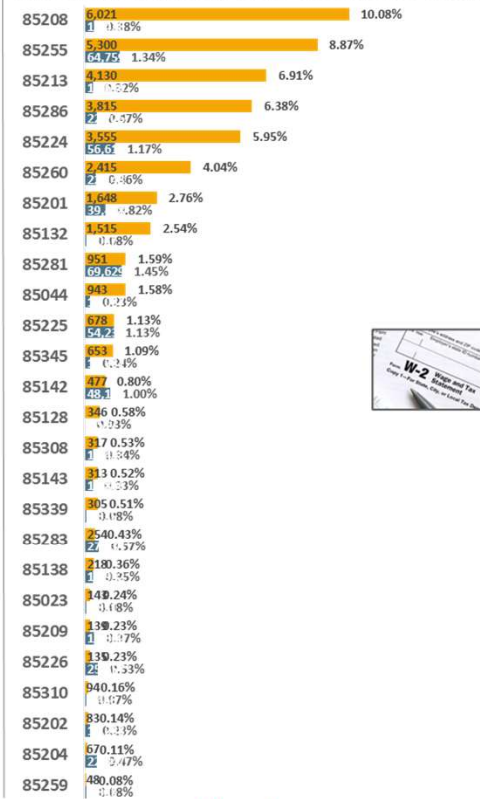
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older

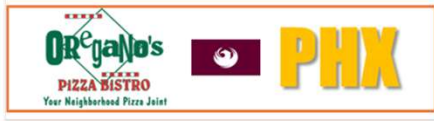


Top-26 Residential Zip Codes: Adults 18 or older



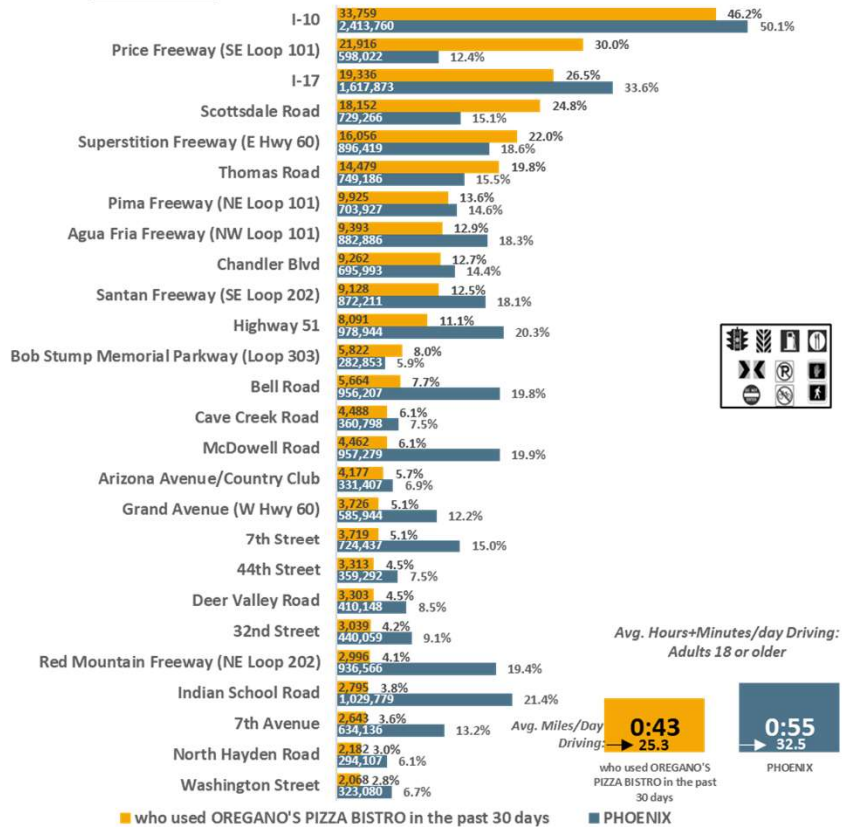
Top-26 Employment Zip Codes: Adults 18 or older



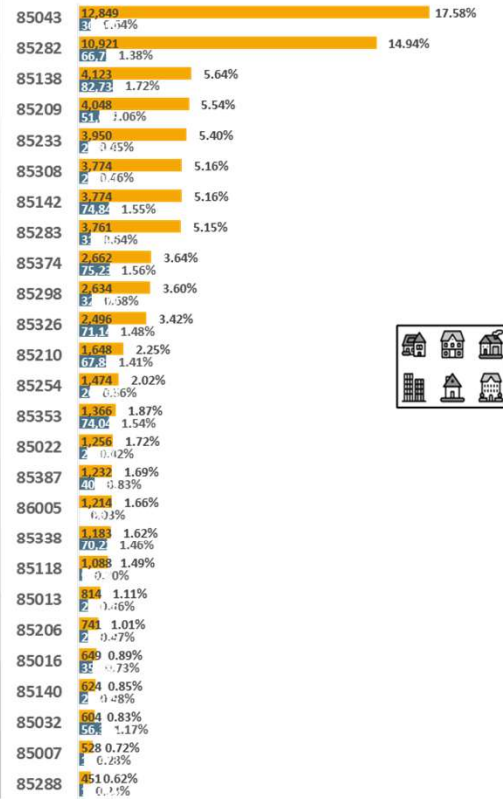


72,319 or 98.9% of Adults 18 or older who used OREGANO'S PIZZA BISTRO in the past 30 days spend an average of 43.5 minutes per day driving an average of 25.3 miles each day and are 141.6% more likely to use Price Freeway (SE Loop 101) than the Metro average

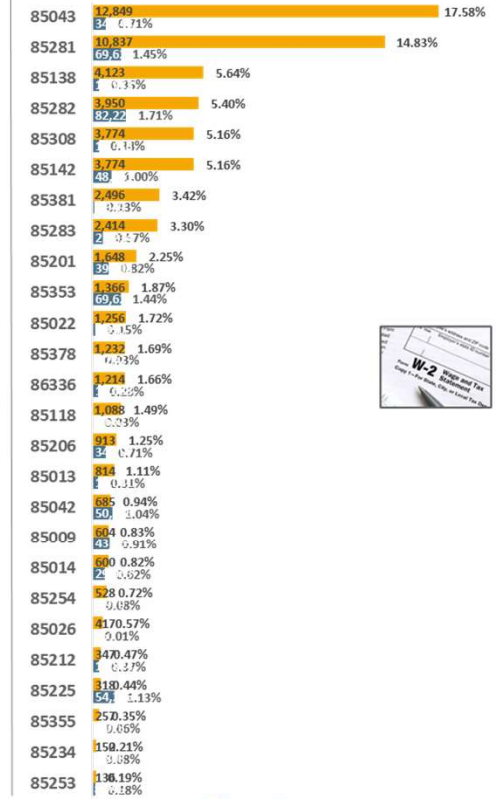
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



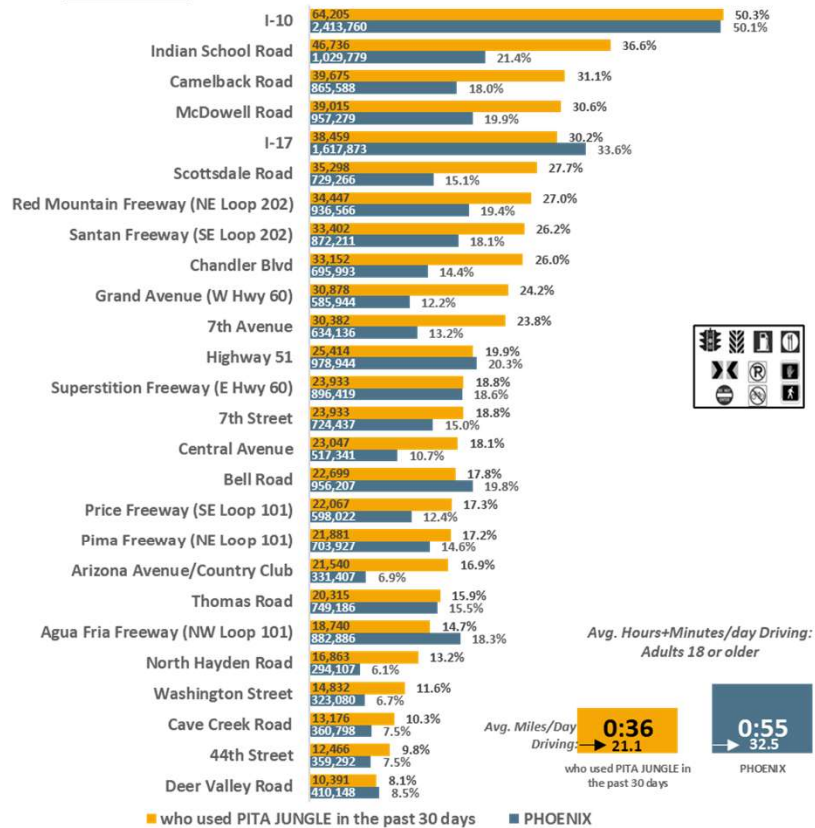
Top-26 Employment Zip Codes: Adults 18 or older



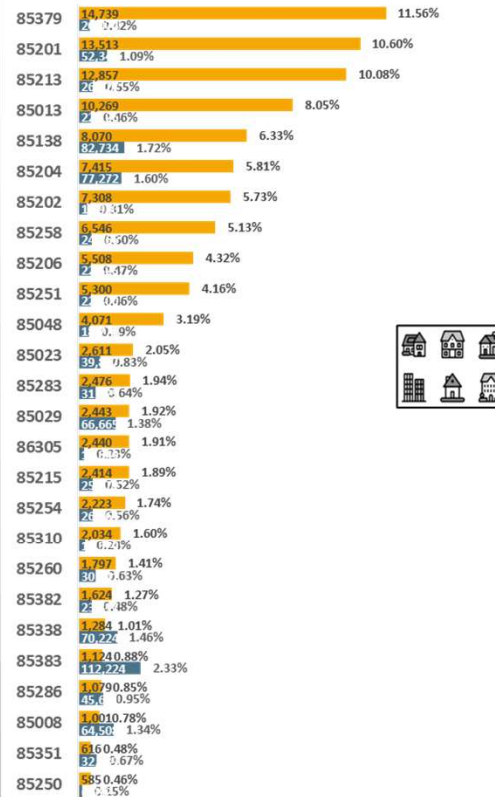


127,028 or 99.6% of Adults 18 or older who used PITA JUNGLE in the past 30 days spend an average of 36.2 minutes per day driving an average of 21.1 miles each day and are 145.6% more likely to use Arizona Avenue/Country Club than the Metro average.

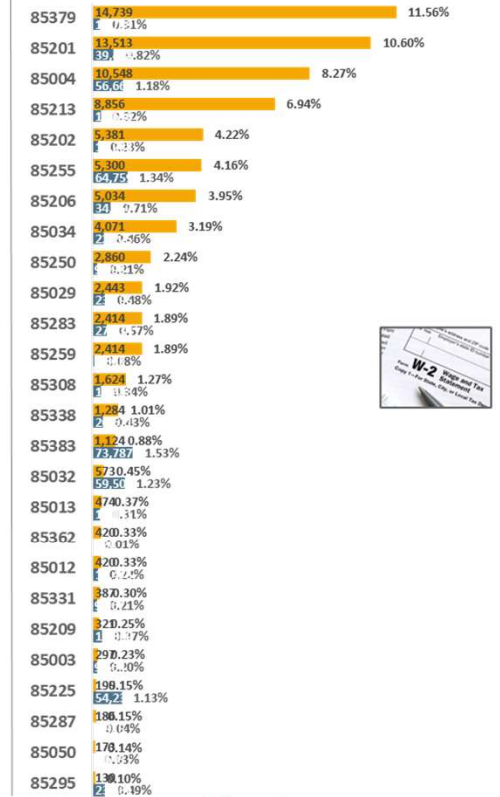
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



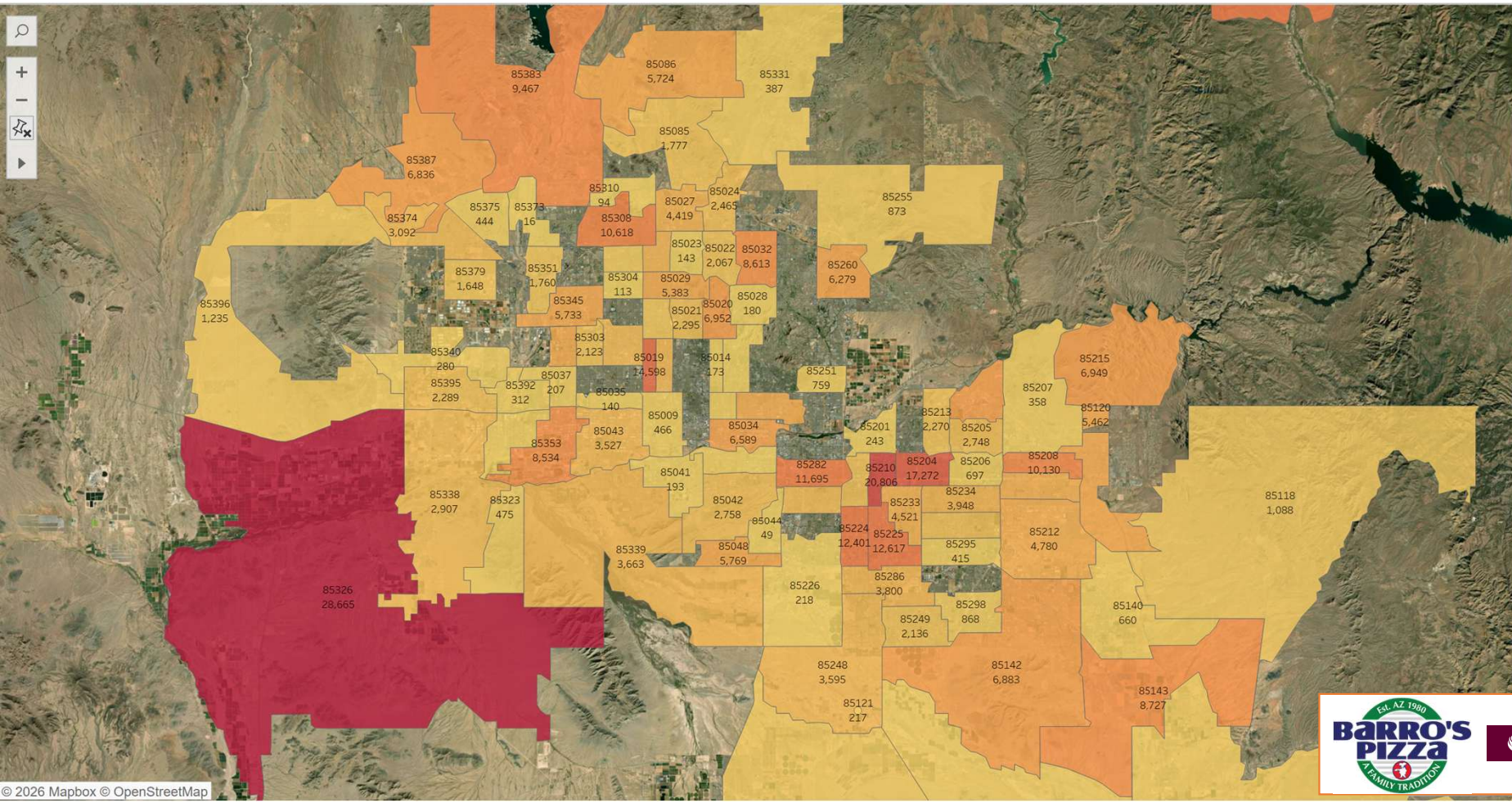
Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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



SUM(Adults 18 or older...)

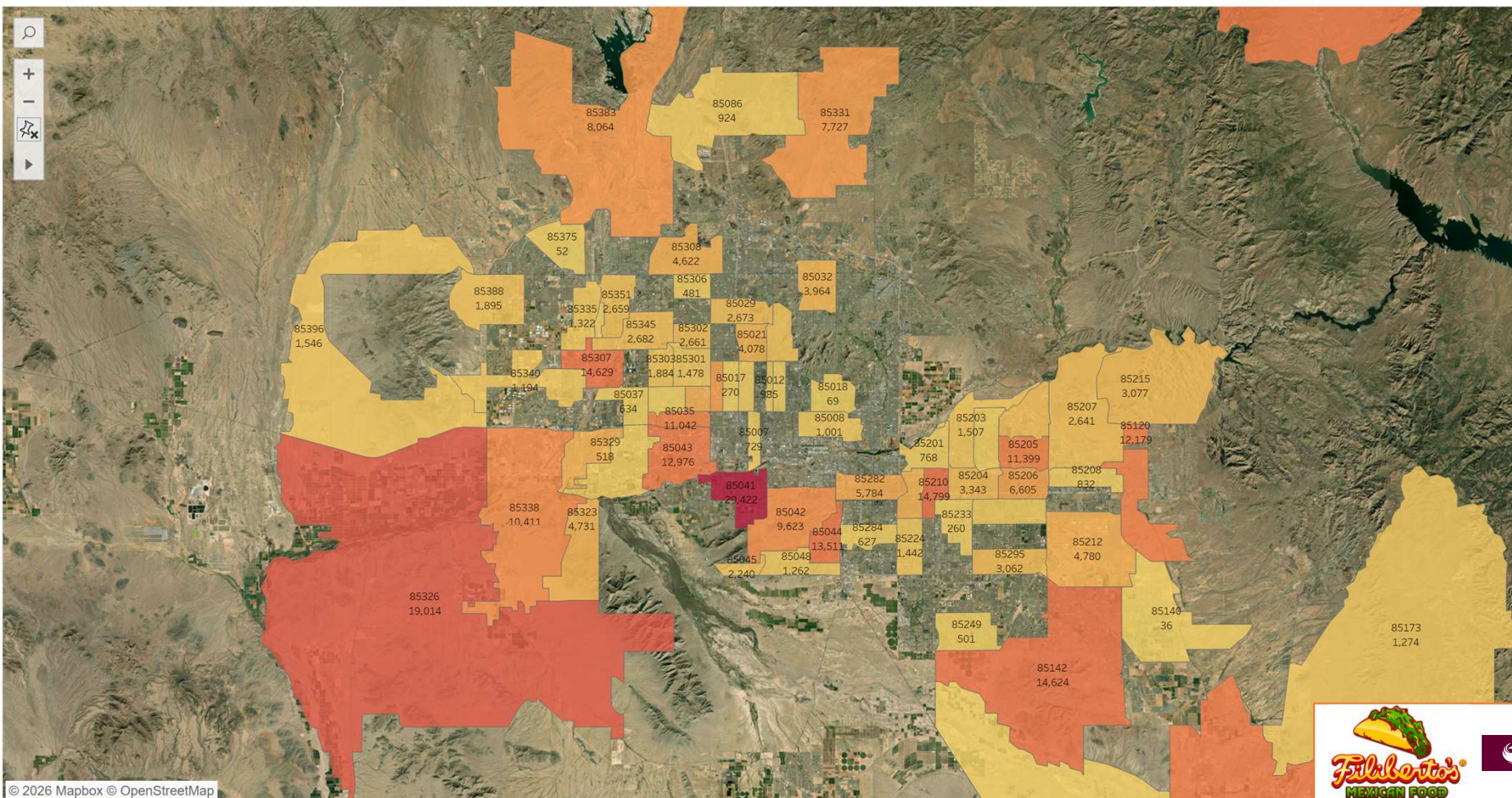
16 28,665



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

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



SUM(Adults 18 or older...

31 29,422



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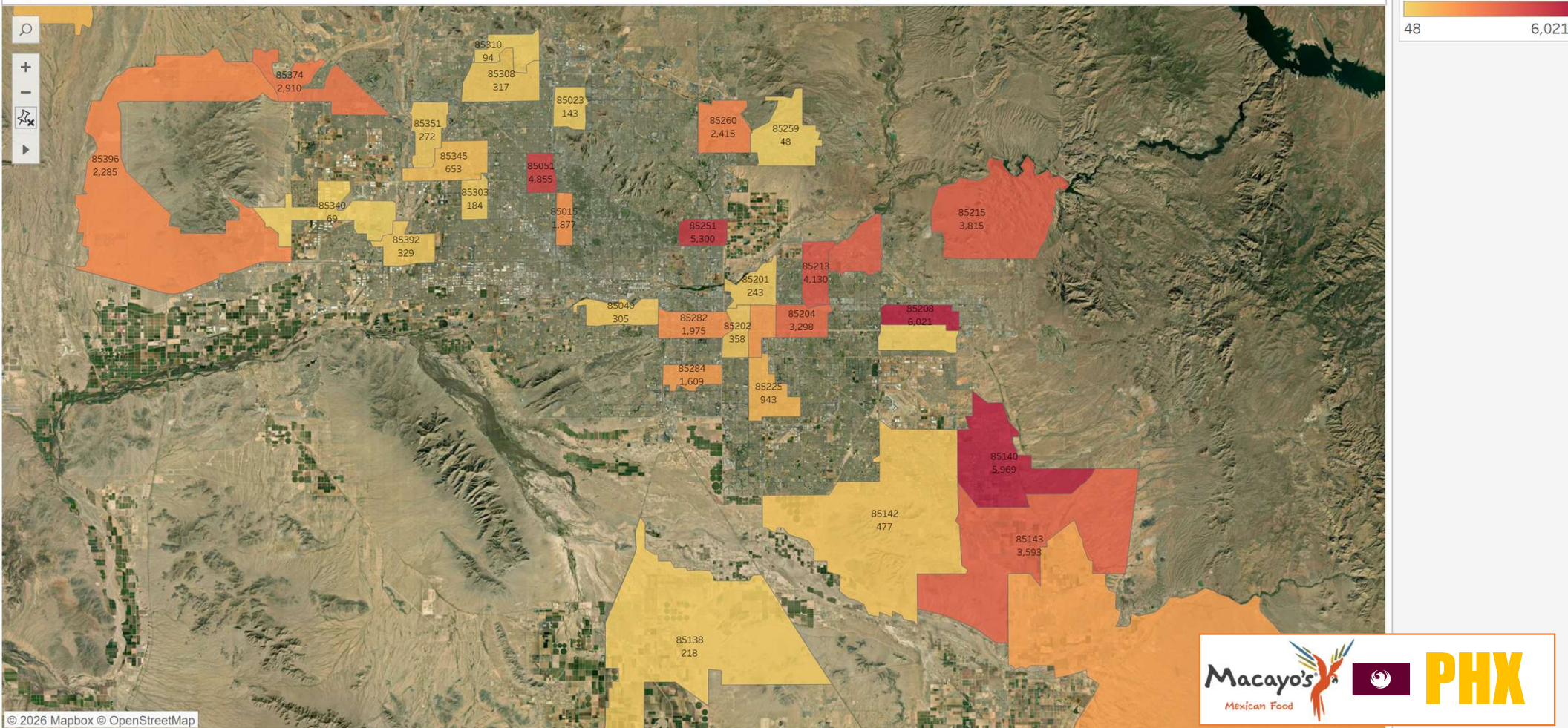
PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 158

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

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



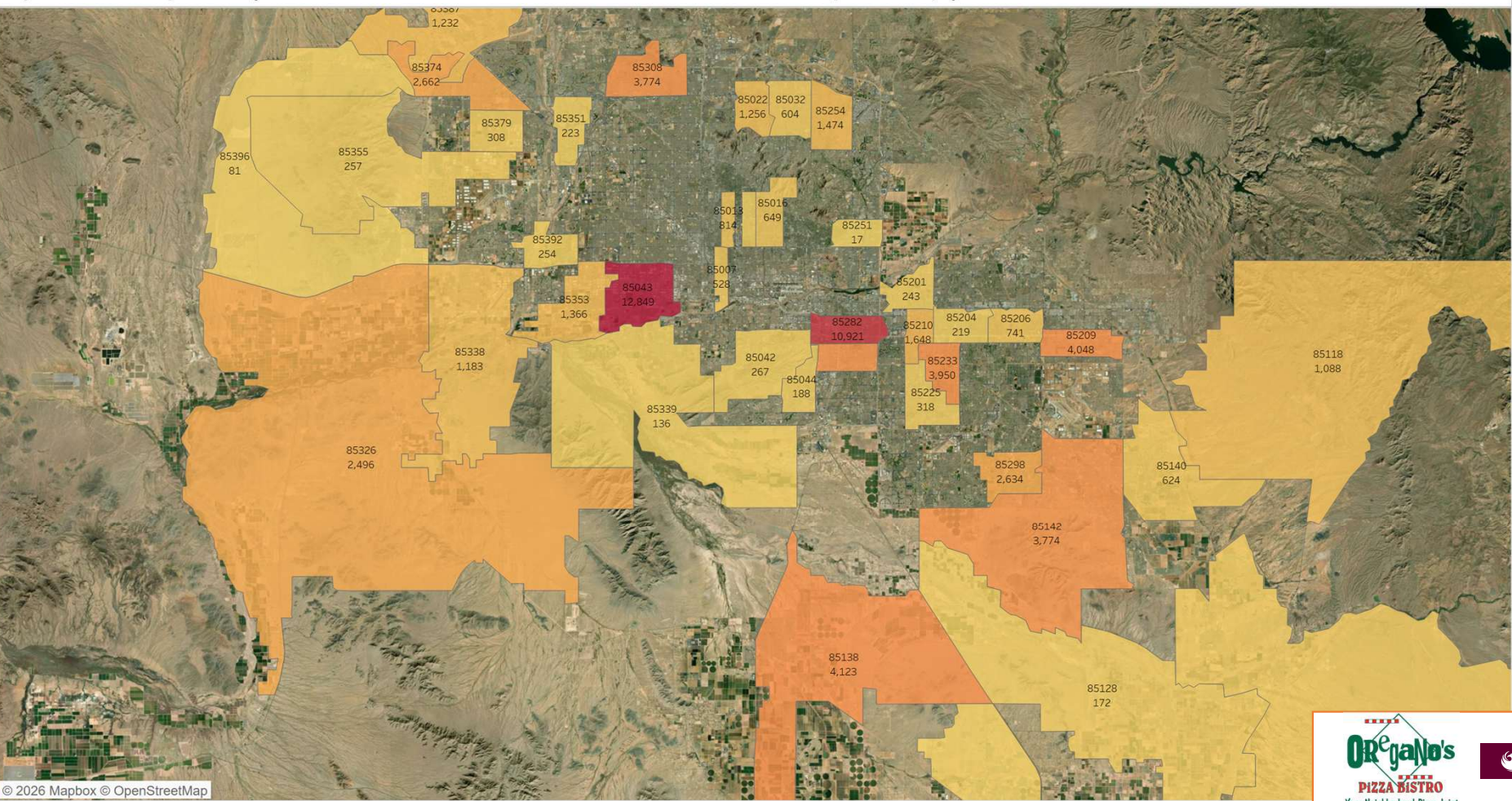
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Sit-down restaurants used past 30 days: Macayo's

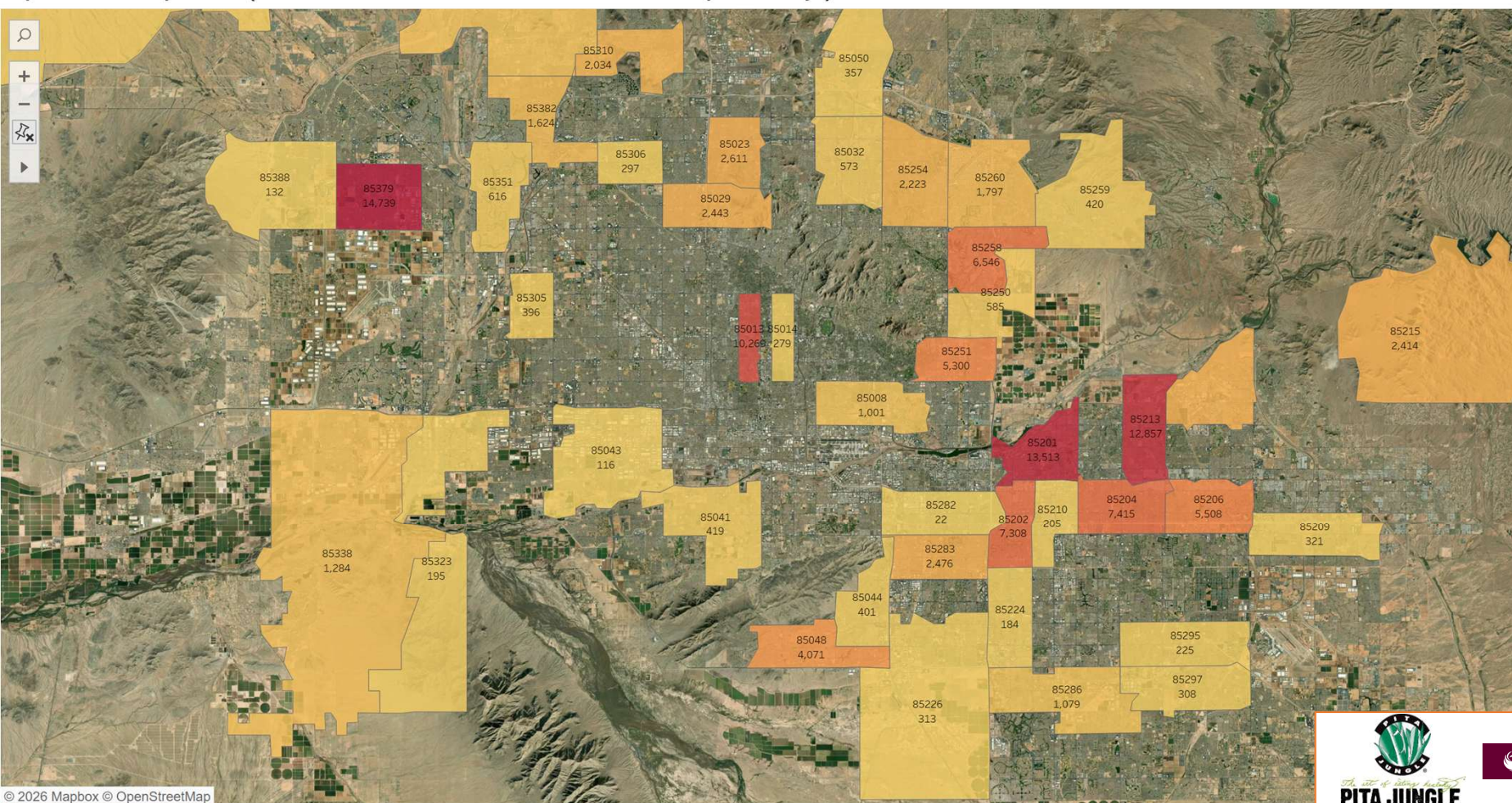
Top Residential Zip Codes: (Adults 18 or older who used OREGANO'S PIZZA BISTRO in the past 30 days)



SUM(Adults 18 or older...



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



SUM(Adults 18 or older...



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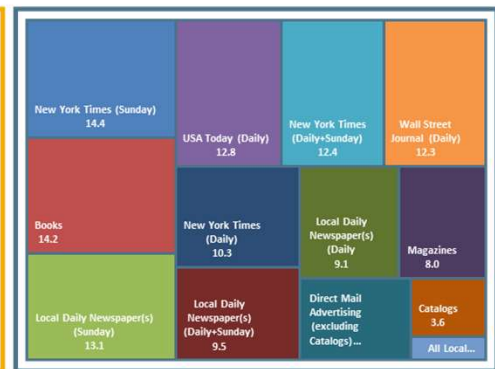
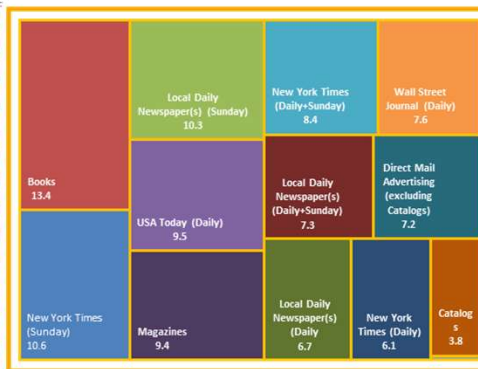
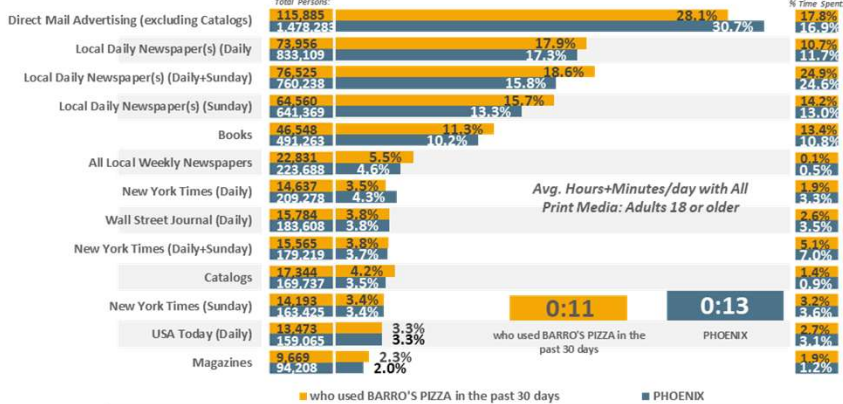
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Sit-down restaurants used past 30 days: Pita Jungle

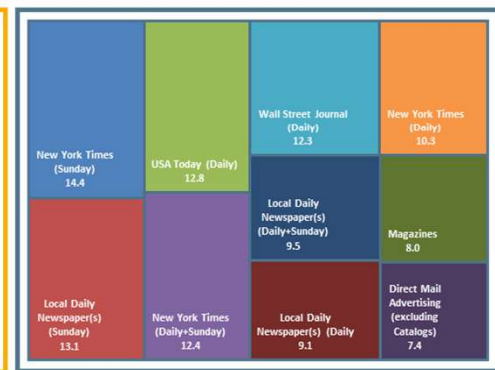
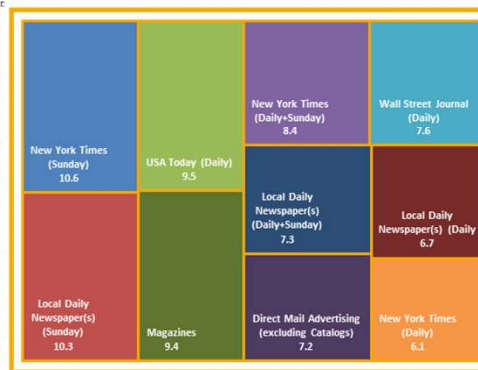
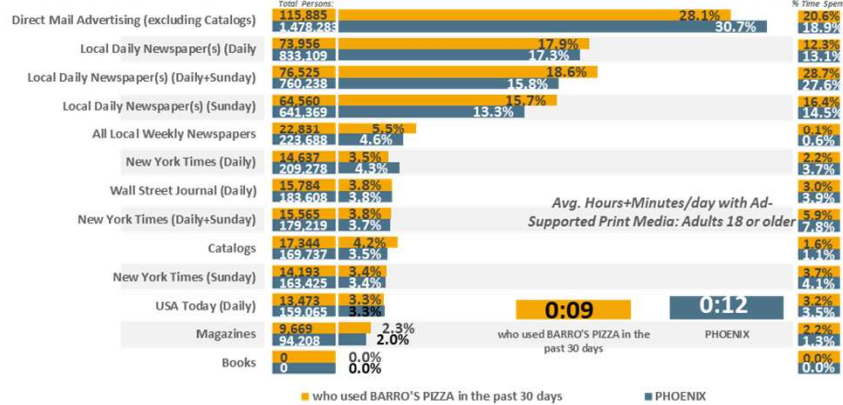


76,525 or 18.6% of Adults 18 or older who used BARRO'S PIZZA in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.3 minutes every day representing 28.7% of all time spent daily with All forms of Print Media.

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



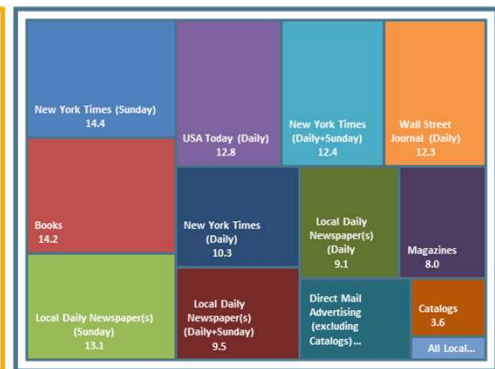
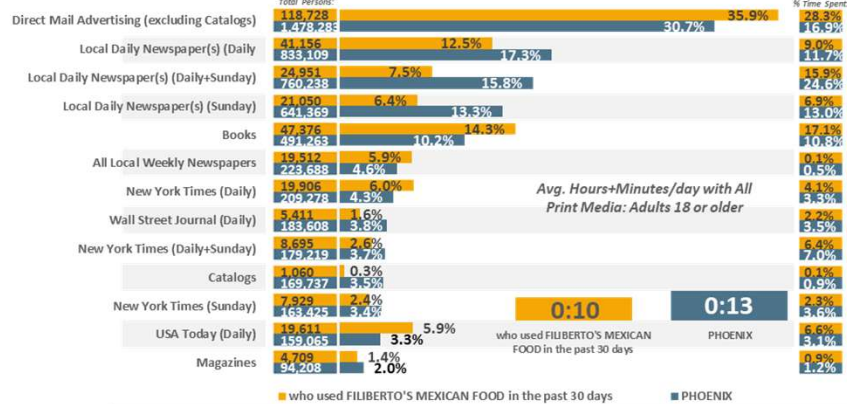
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



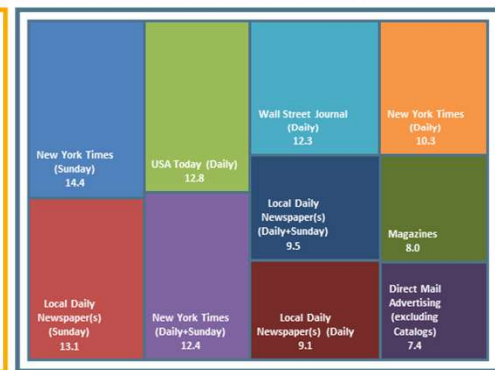
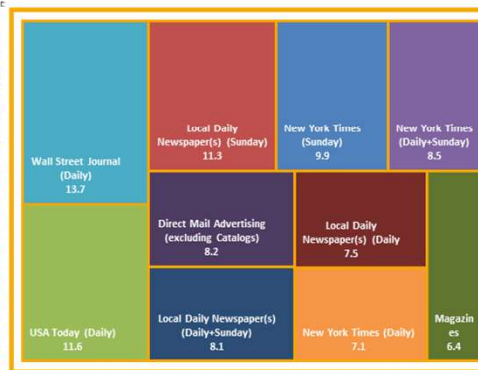
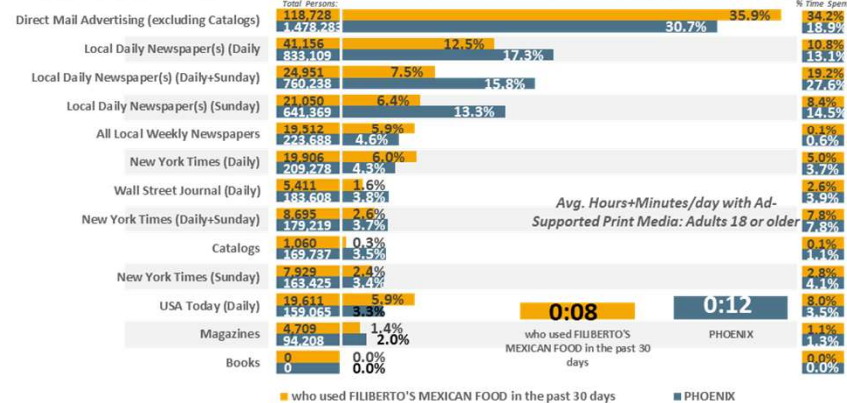


118,728 or 35.9% of Adults 18 or older who used FILIBERTO'S MEXICAN FOOD in the past 30 days read Direct Mail Advertising (excluding Catalogs) for an average of 8.2 minutes every day representing 34.2% of all time spent daily with All forms of Print Medi

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



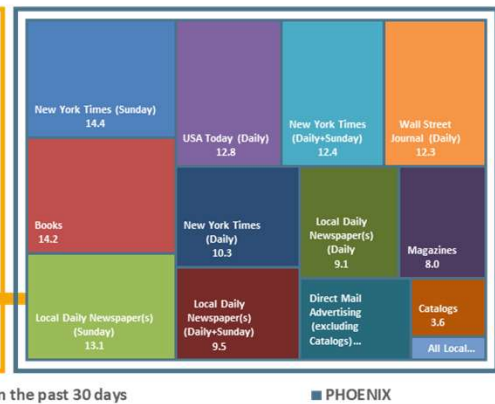
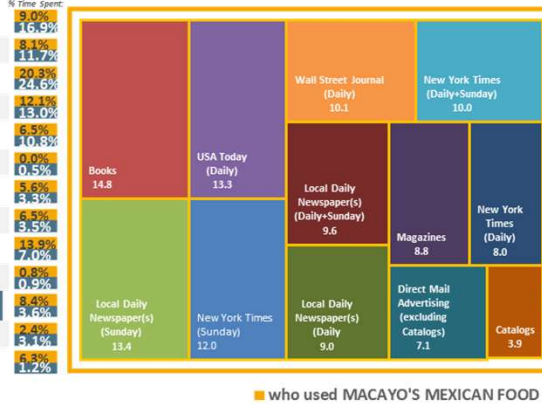
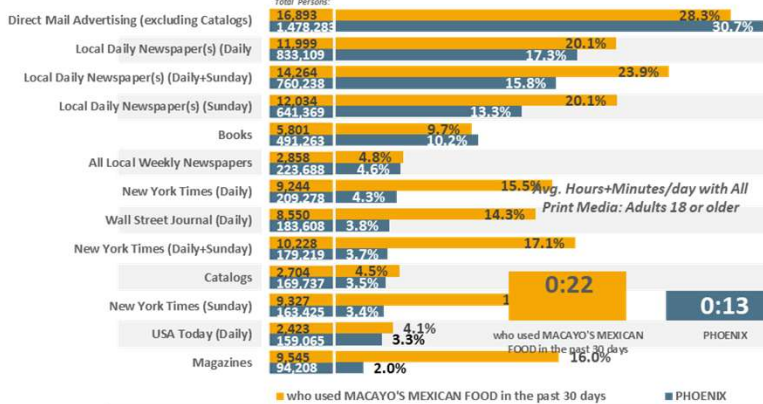
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



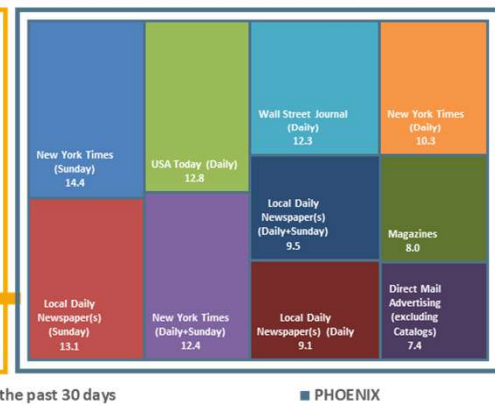
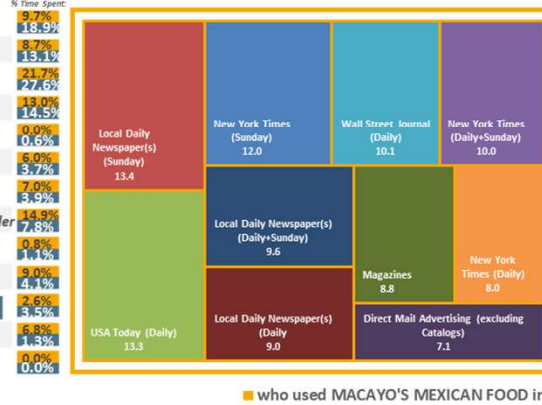
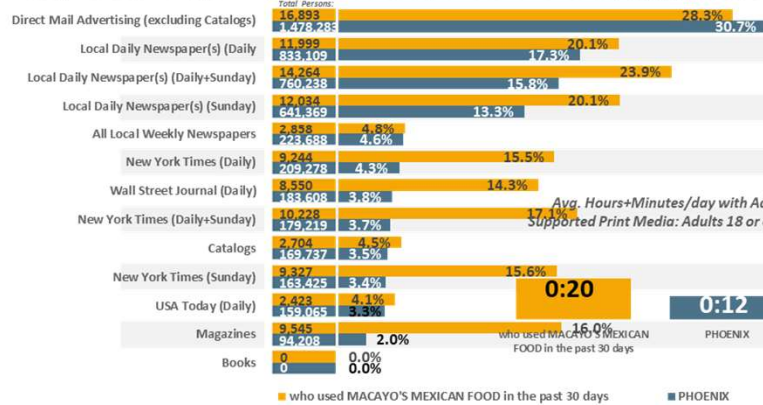


14,264 or 23.9% of Adults 18 or older who used MACAYO'S MEXICAN FOOD in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.6 minutes every day representing 21.7% of all time spent daily with All forms of Print Media.

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



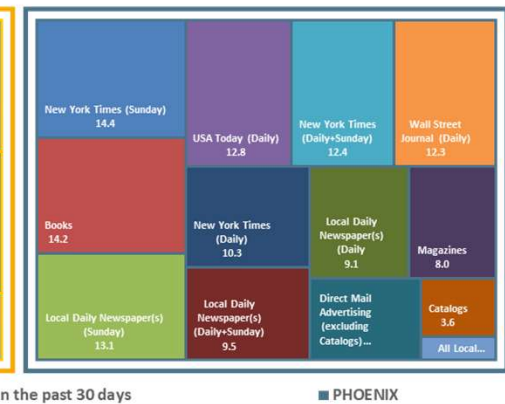
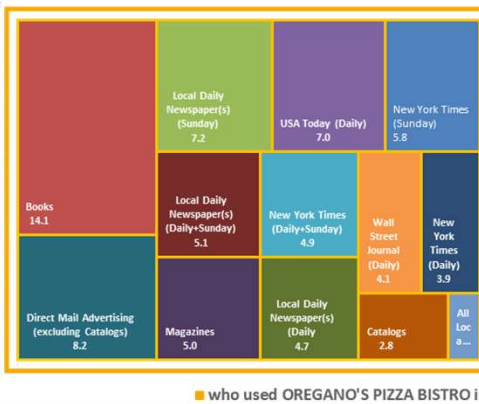
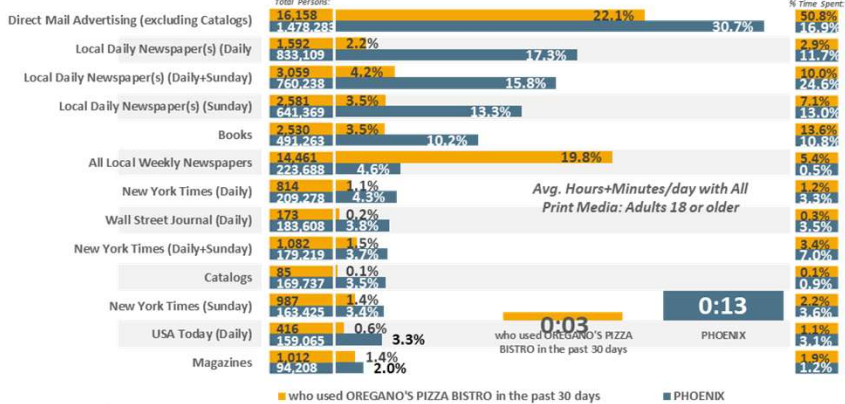
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



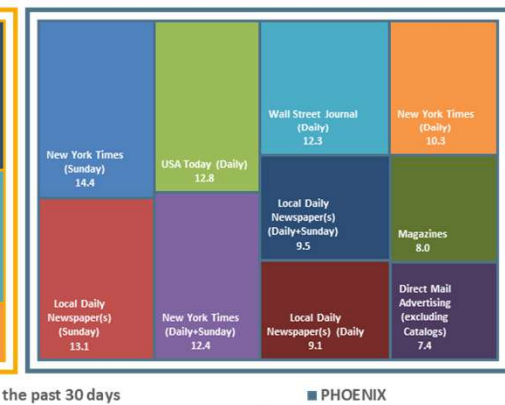
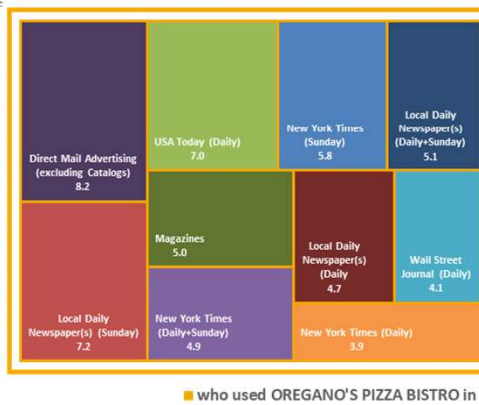
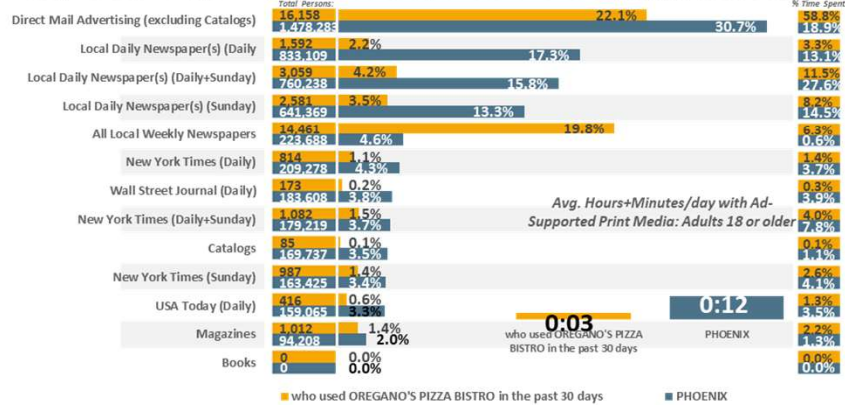


16,158 or 22.1% of Adults 18 or older who used OREGANO'S PIZZA BISTRO in the past 30 days read Direct Mail Advertising (excluding Catalogs) for an average of 8.2 minutes every day representing 58.8% of all time spent daily with All forms of Print Media.

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**



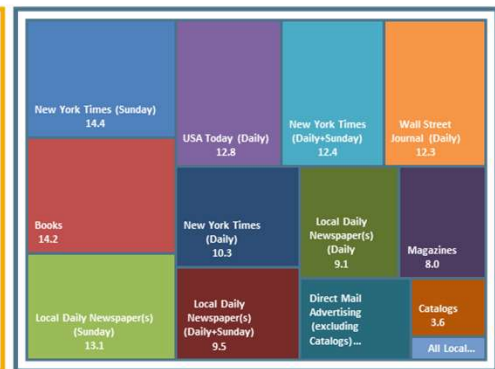
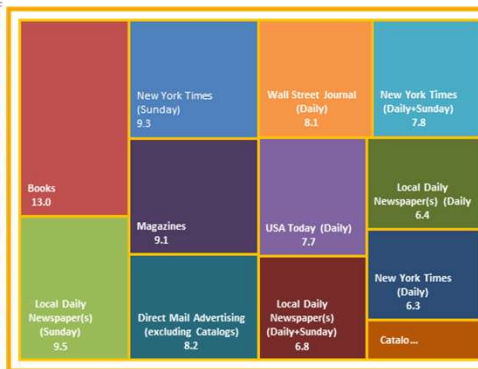
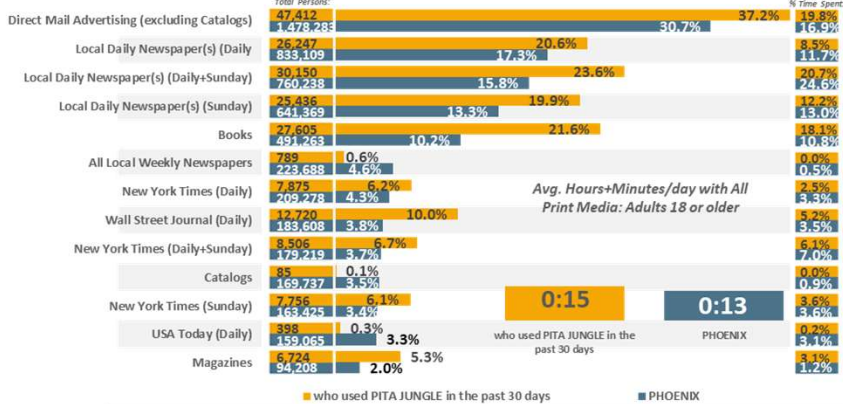
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



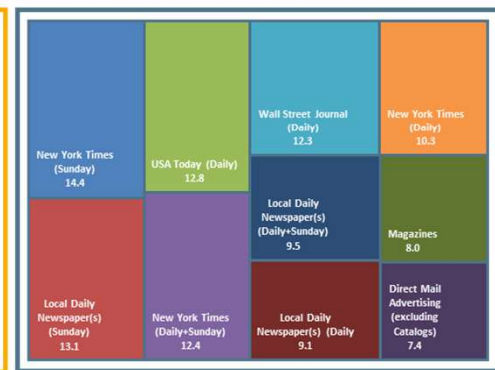
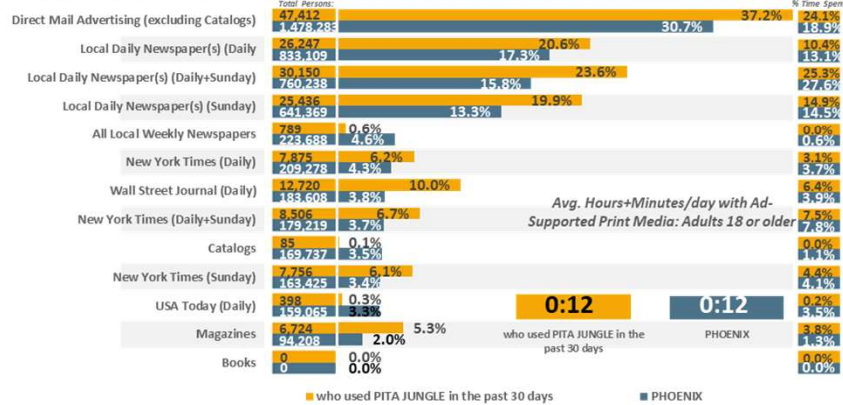


30,150 or 23.6% of Adults 18 or older who used PITA JUNGLE in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.8 minutes every day representing 25.3% of all time spent daily with All forms of Print Media.

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



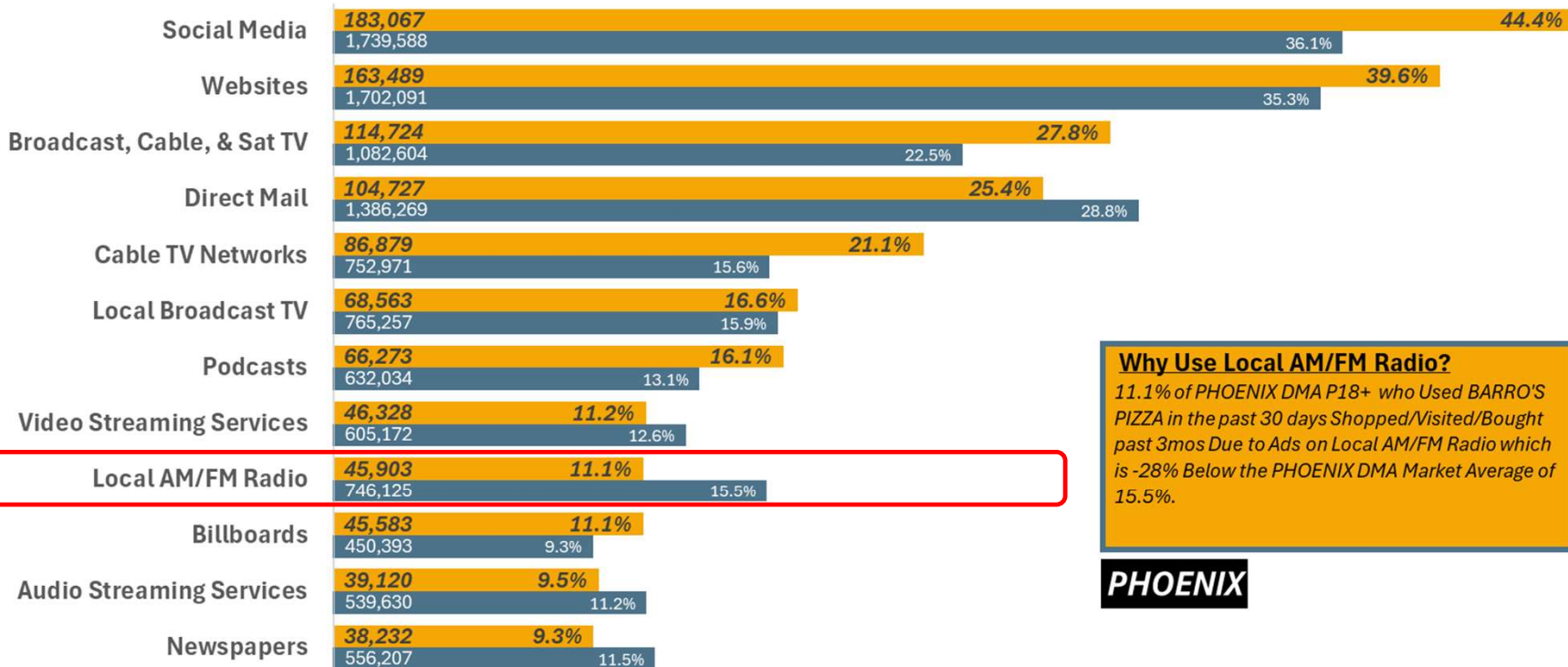
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"Advertising Actions"

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



Why Use Local AM/FM Radio?

11.1% of PHOENIX DMA P18+ who Used BARRO'S PIZZA in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -28% Below the PHOENIX DMA Market Average of 15.5%.

PHOENIX

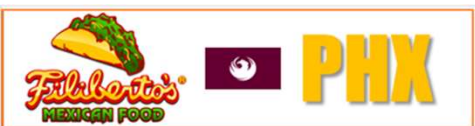
■ P18+ who Used BARRO'S PIZZA in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 233
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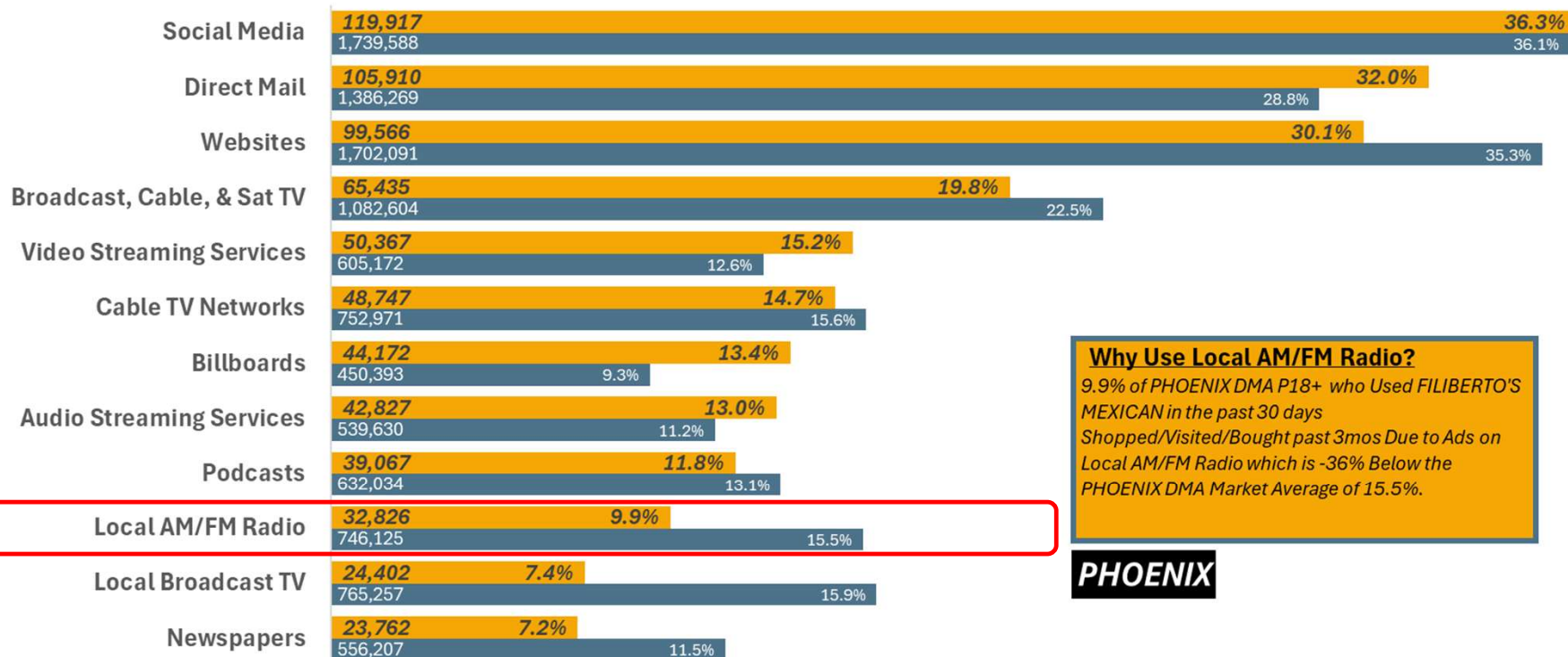
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Quick service restaurants used past 30 days: Barro's Pizza



"Advertising Actions"

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



Why Use Local AM/FM Radio?

9.9% of PHOENIX DMA P18+ who Used FILIBERTO'S MEXICAN in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -36% Below the PHOENIX DMA Market Average of 15.5%.

PHOENIX

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

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

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 158
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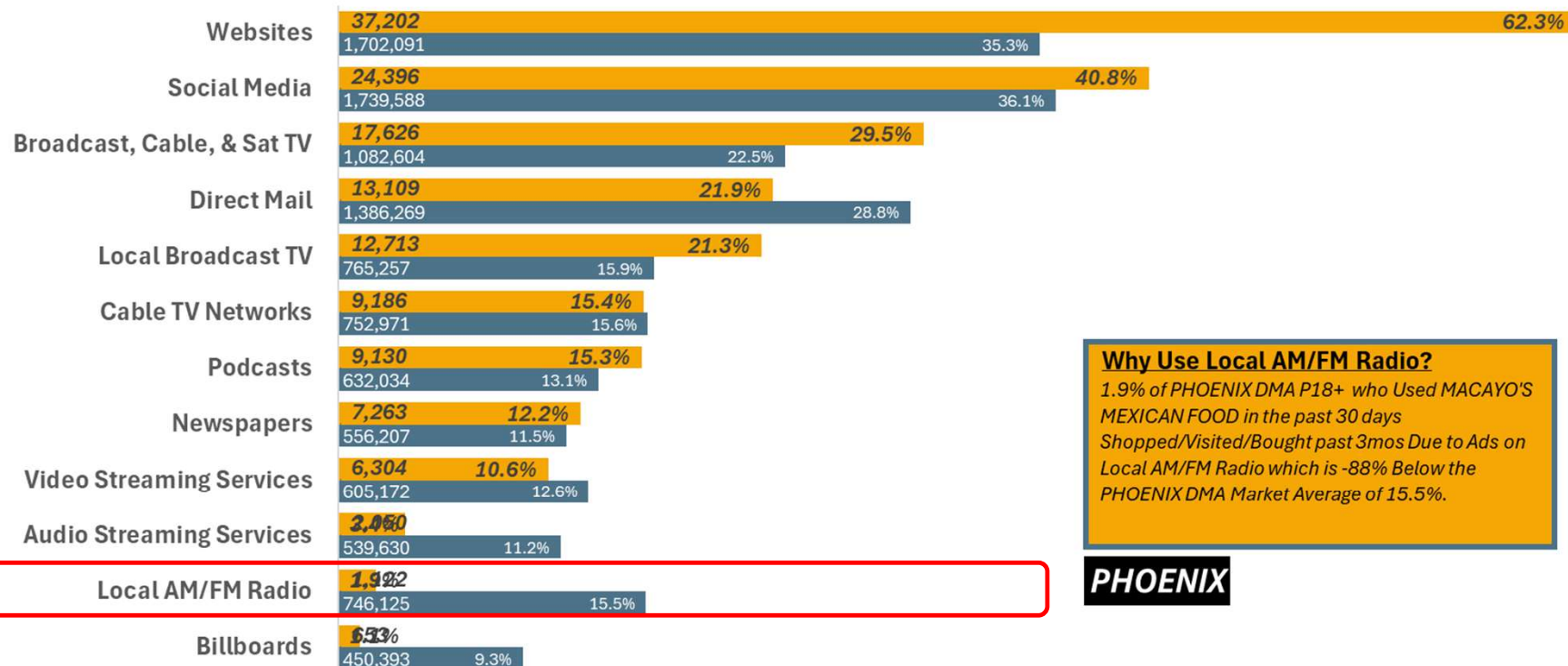
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Quick service restaurants used past 30 days: Filiberto's Mexican



"Advertising Actions"

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



Why Use Local AM/FM Radio?

1.9% of PHOENIX DMA P18+ who Used MACAYO'S MEXICAN FOOD in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -88% Below the PHOENIX DMA Market Average of 15.5%.

PHOENIX

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

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

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 44
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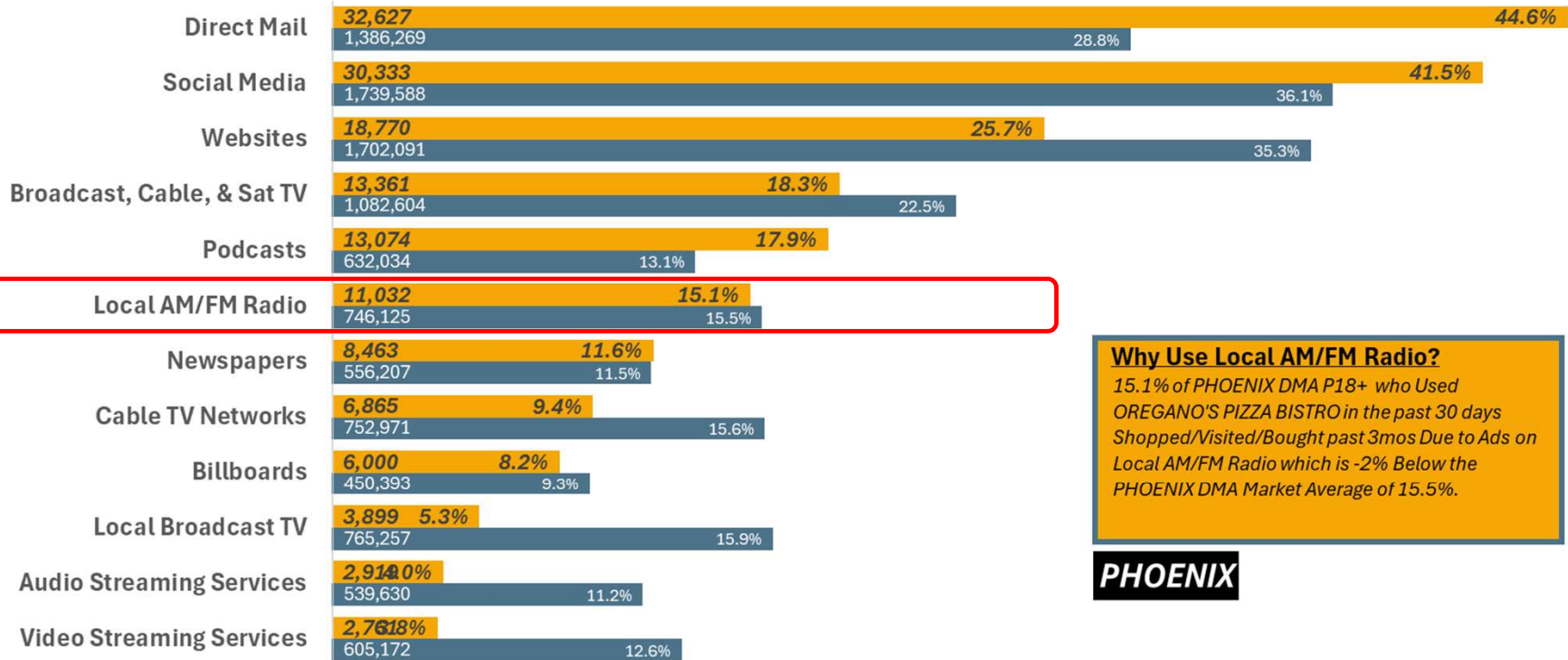
Sit-down restaurants used past 30 days: Macayo's



PHX

"Advertising Actions"

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



Why Use Local AM/FM Radio?

15.1% of PHOENIX DMA P18+ who Used OREGANO'S PIZZA BISTRO in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -2% Below the PHOENIX DMA Market Average of 15.5%.

PHOENIX

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

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

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 51
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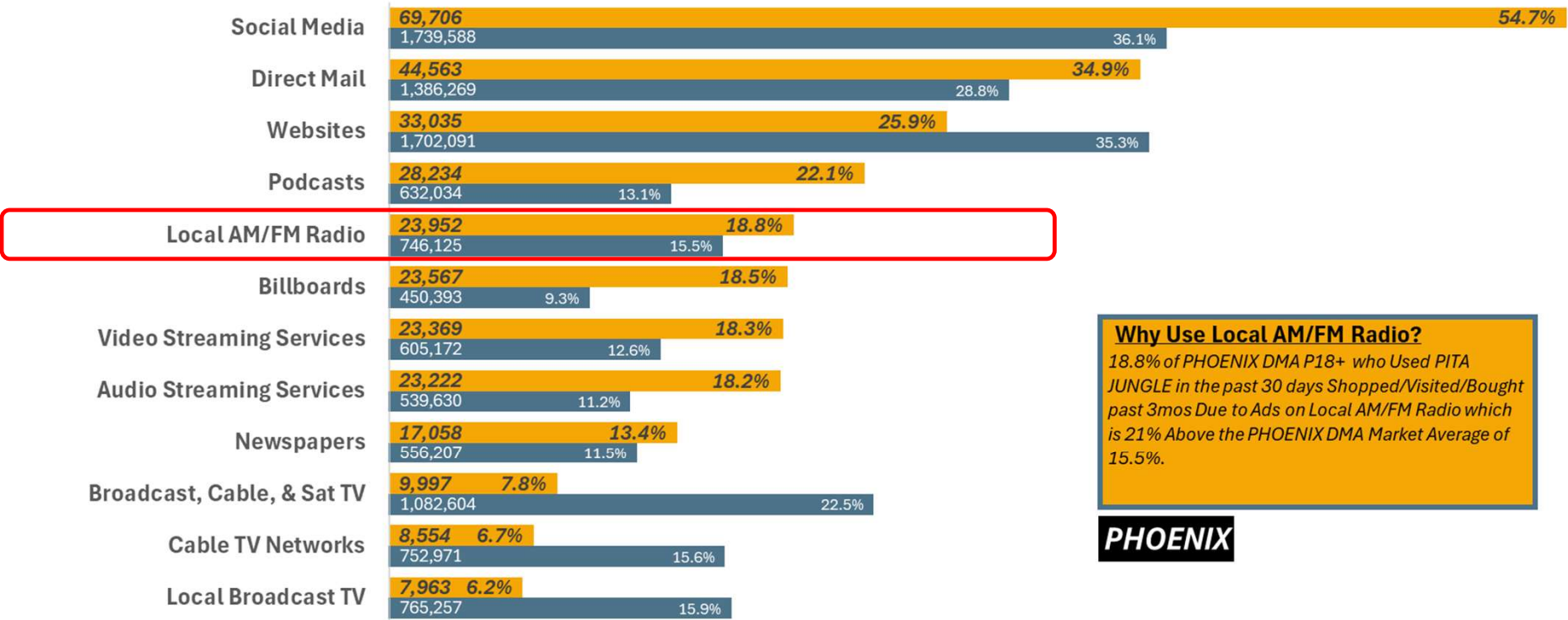
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Sit-down restaurants used past 30 days: Oregon's Pizza Bistro



"Advertising Actions"

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



Why Use Local AM/FM Radio?
18.8% of PHOENIX DMA P18+ who Used PITA JUNGLE in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 21% Above the PHOENIX DMA Market Average of 15.5%.



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

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

**PHX**

**PHX**

**PHX**

**PHX**

**PHX**



PHOENIX, AZ
DMA
#12

P18+



PHOENIX, AZ
DMA
#12

P25-54



PHOENIX, AZ
DMA
#12

W25-54



PHOENIX, AZ
DMA
#12

M25-54



PHOENIX, AZ
DMA
#12

P35-64