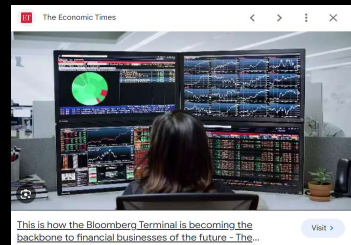


USA—5 Restaurants and QSRs of the Seattle-Tacoma, WA DMA...

Brand New Data as of March 31, 2026!

Complete Demographic & Media Use Profiles



**DMA
#13**

P18+

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

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

Quick service restaurants used past 30 days: Dick's

Quick service restaurants used past 30 days: Ivar's Seafood Bar

Sit-down restaurants used past 30 days: MOD Pizza

Quick service restaurants used past 30 days: Taco Time





2.7% or 124,376 of SEATTLE-TACOMA DMA Adults 18 or older Used ANTHONY'S RESTAURANTS in the past 30 days. Typical Adults 18 or older who Used ANTHONY'S RESTAURANTS in the past 30 days are 54.9 years old (13.8% older than average) and have a \$158,440 (23.1% higher than average) annual household income.

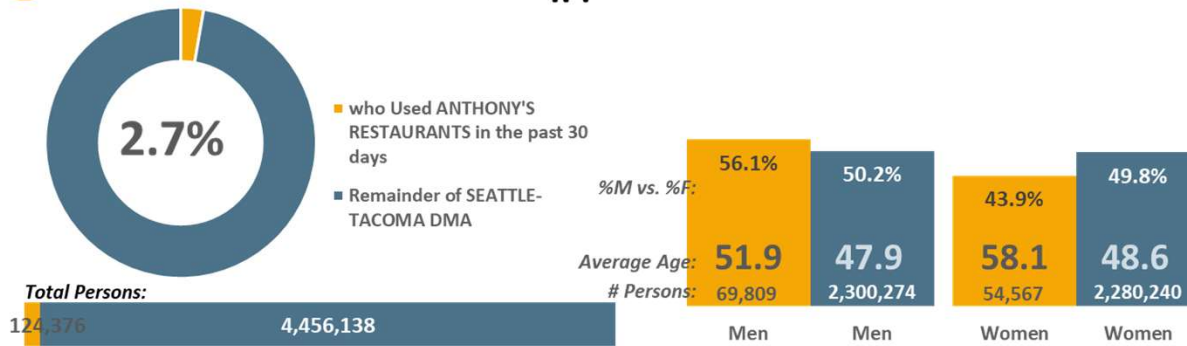


Percent of Market: Adults 18 or older



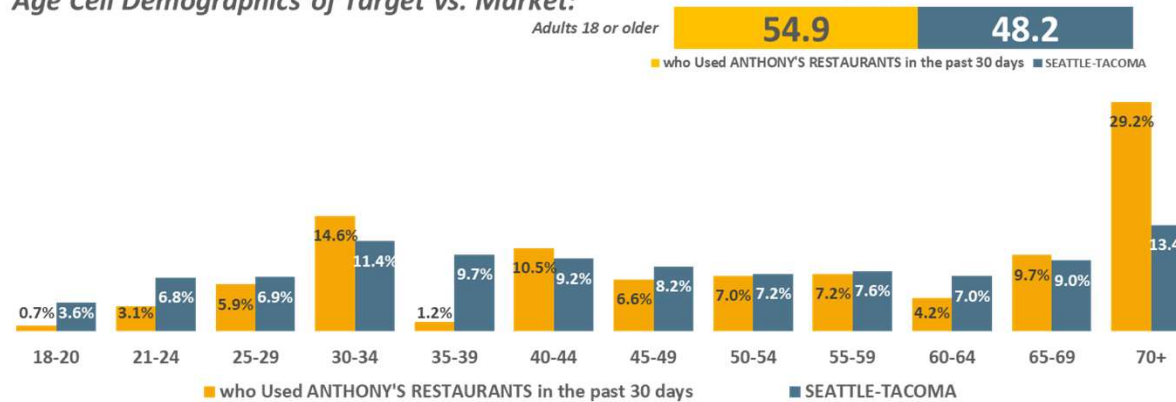
Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:

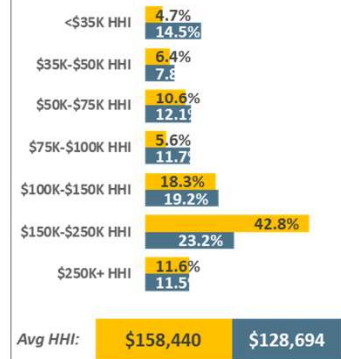


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:





6.4% or 292,678 of SEATTLE-TACOMA DMA Adults 18 or older Used DICK'S DRIVE-IN in the past 30 days. Typical Adults 18 or older who Used DICK'S DRIVE-IN in the past 30 days are 43.6 years old (9.5% younger than average) and have a \$145,571 (13.1% higher than average) annual household income.

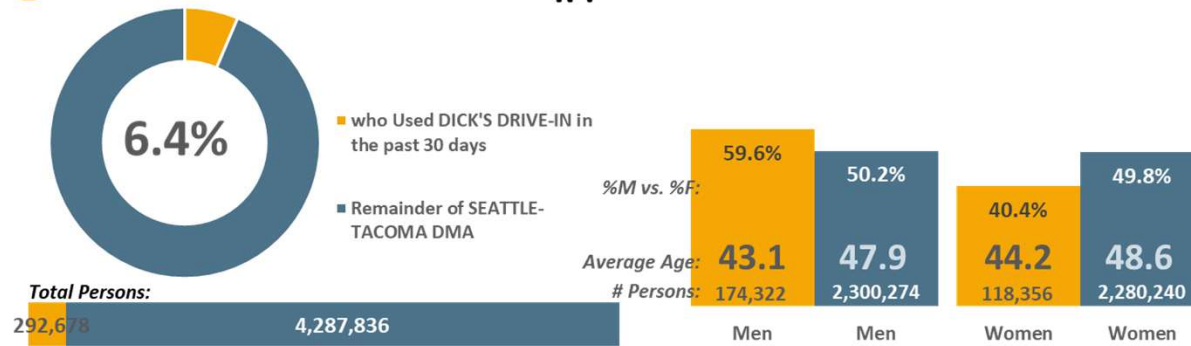


Percent of Market: Adults 18 or older

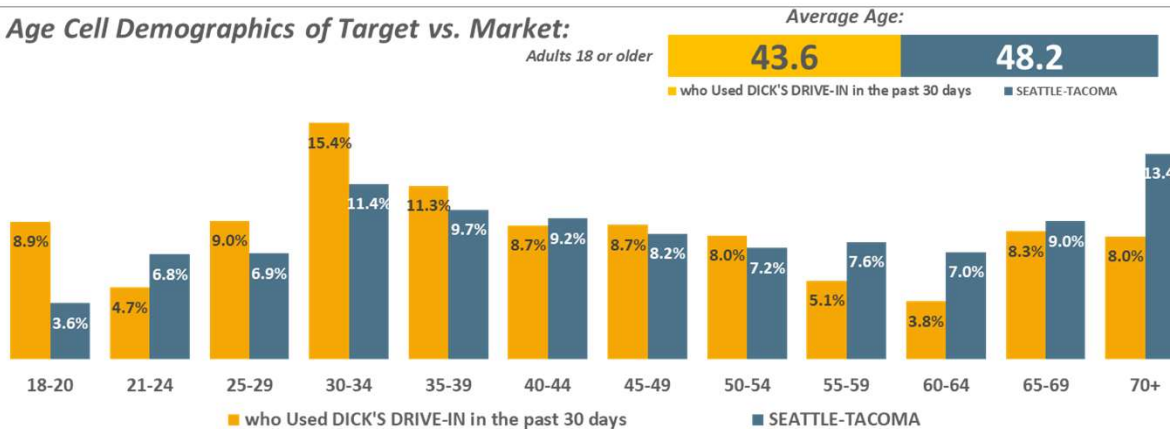


Gender of Target vs. Market: Adults 18 or older

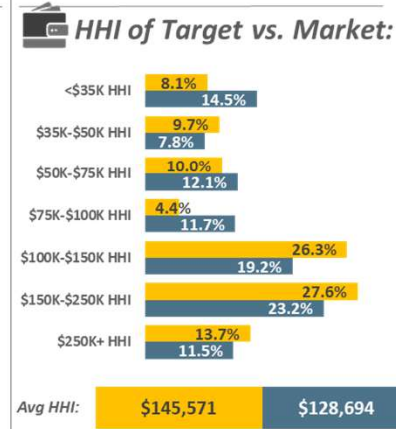
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





3.2% or 145,038 of SEATTLE-TACOMA DMA Adults 18 or older Used IVAR'S SEAFOOD BAR in the past 30 days. Typical Adults 18 or older who Used IVAR'S SEAFOOD BAR in the past 30 days are 51.3 years old (6.4% older than average) and have a \$153,622 (19.4% higher than average) annual household income.

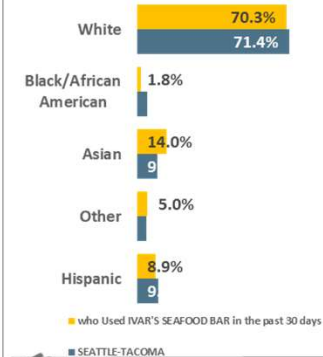
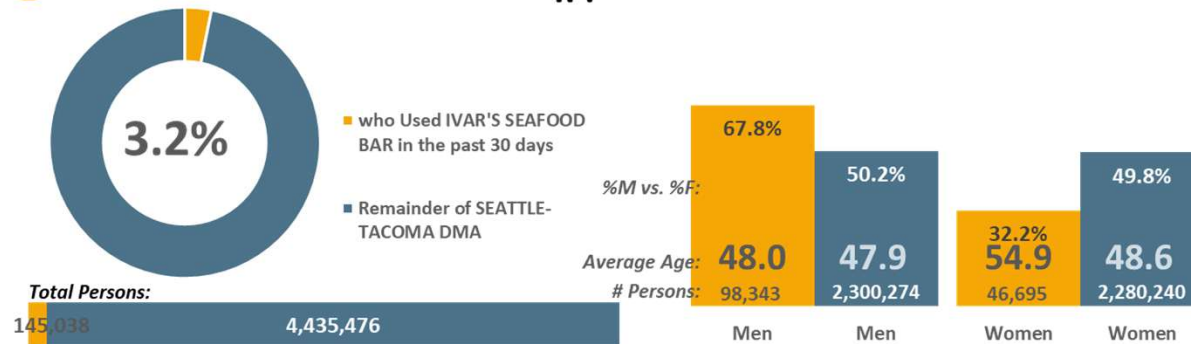


Percent of Market: Adults 18 or older

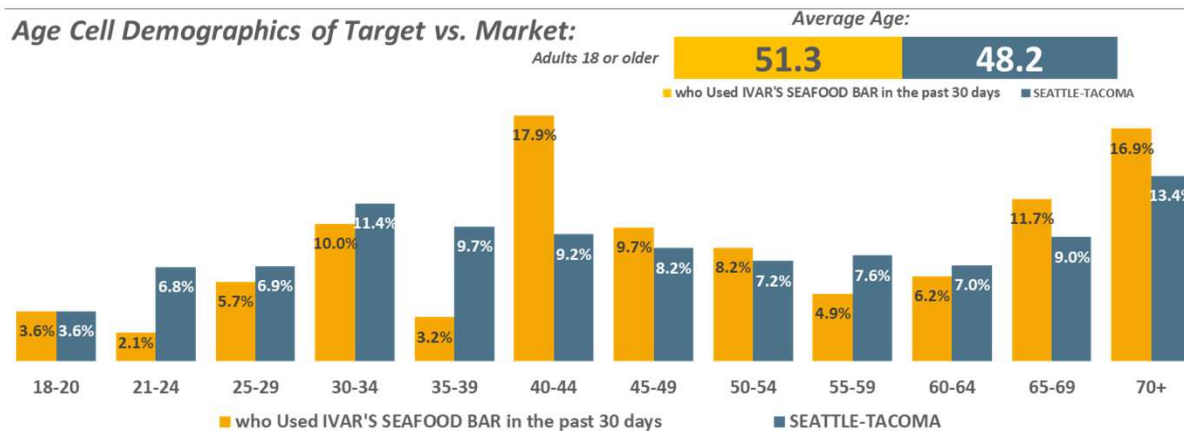


Gender of Target vs. Market: Adults 18 or older

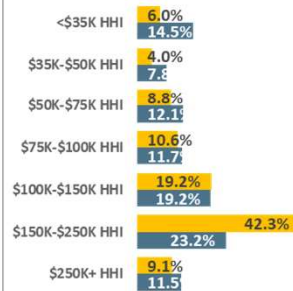
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: \$153,622 (Target) vs \$128,694 (Market)



3.7% or 169,056 of SEATTLE-TACOMA DMA Adults 18 or older Used MOD PIZZA in the past 30 days.
 Typical Adults 18 or older who Used MOD PIZZA in the past 30 days are 41.7 years old (13.5% younger than average) and have a \$136,299 (5.9% higher than average) annual household income.

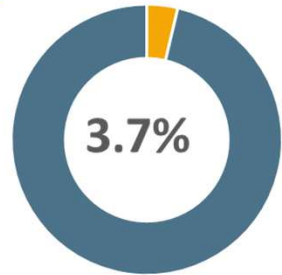


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



■ who Used MOD PIZZA in the past 30 days
 ■ Remainder of SEATTLE-TACOMA DMA

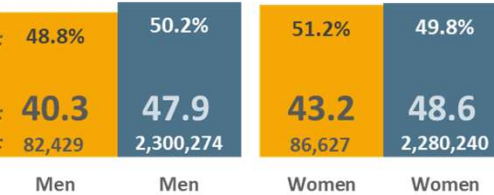
Total Persons:



%M vs. %F:

Average Age:

Persons:



Age Cell Demographics of Target vs. Market:

Average Age:

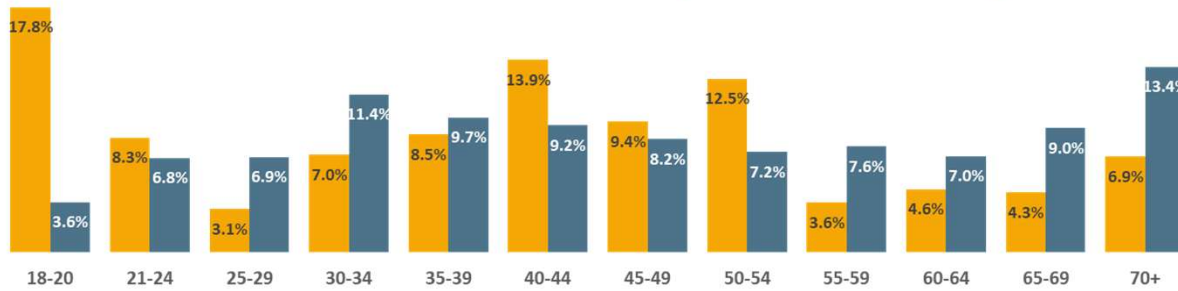
Adults 18 or older

■ who Used MOD PIZZA in the past 30 days

41.7

■ SEATTLE-TACOMA

48.2

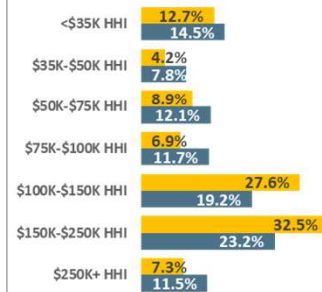


■ who Used MOD PIZZA in the past 30 days

■ SEATTLE-TACOMA

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 160
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HHI of Target vs. Market:



Avg HHI:

\$136,299

\$128,694



9.6% or 440,110 of SEATTLE-TACOMA DMA Adults 18 or older Used TACO TIME in the past 30 days.
Typical Adults 18 or older who Used TACO TIME in the past 30 days are 50.5 years old (4.8% older than average) and have a \$126,745 (1.5% lower than average) annual household income.

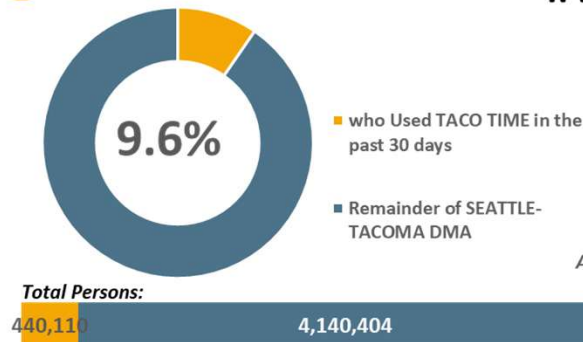


Percent of Market: Adults 18 or older

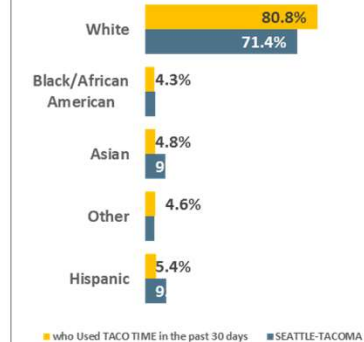


Gender of Target vs. Market: Adults 18 or older

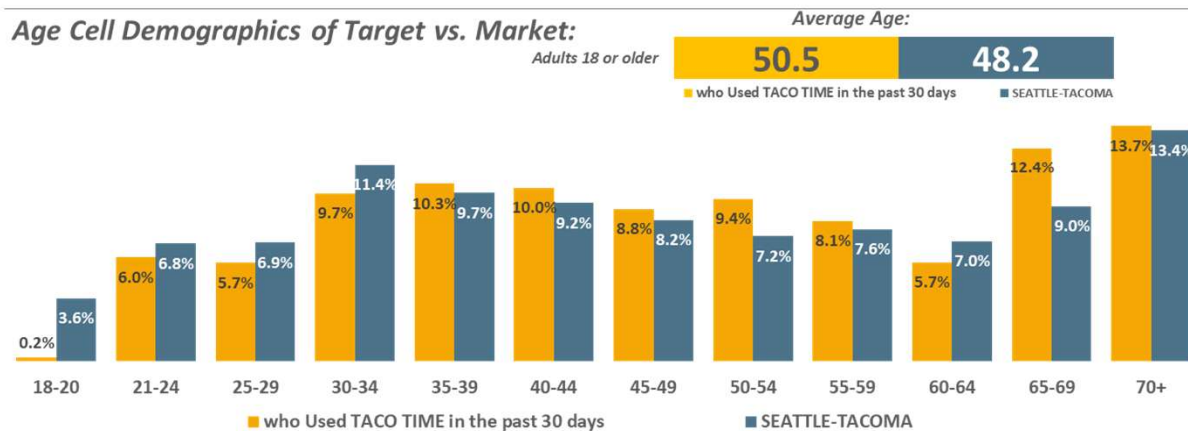
Ethnicity of Target vs. Market:



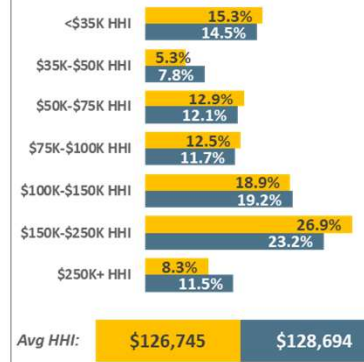
	%M vs. %F:	Average Age:	# Persons:
Men	47.1%	49.0	207,242
Men	50.2%	47.9	2,300,274
Women	52.9%	52.1	232,868
Women	49.8%	48.6	2,280,240



Age Cell Demographics of Target vs. Market:



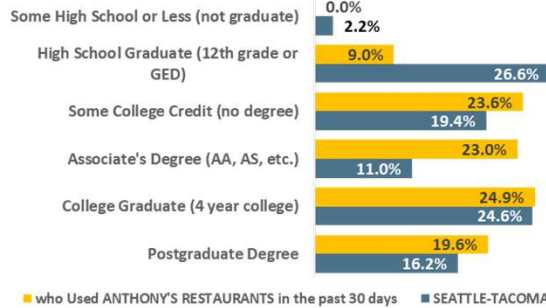
HHI of Target vs. Market:



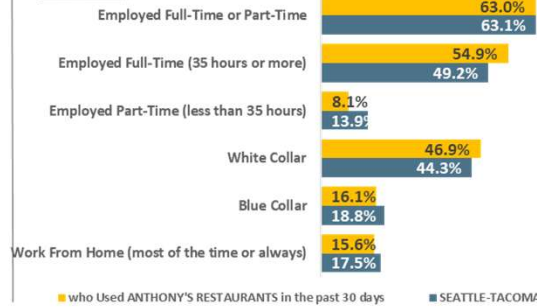


2.7% or 124,376 of SEATTLE-TACOMA DMA Adults 18 or older Used ANTHONY'S RESTAURANTS in the past 30...
 Adults 18 or older who Used ANTHONY'S RESTAURANTS in the past 30 days are 8.9% more likely to be a college graduate, 11.6% more likely to work full-time, 43.% more likely to be married, 22.5% more likely to be a parent of 1 or more children under 18.

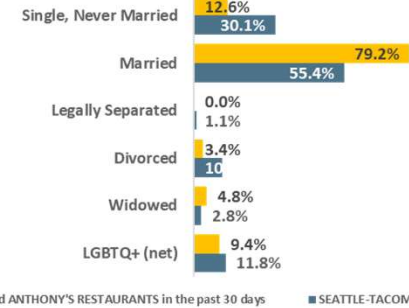
Education Levels: Adults 18 or older



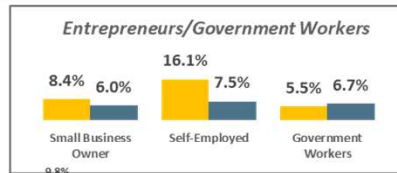
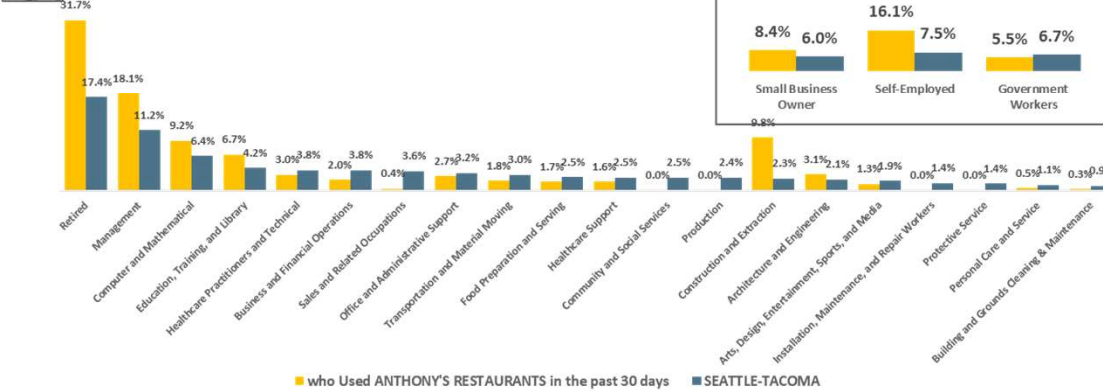
Employment: Adults 18 or older



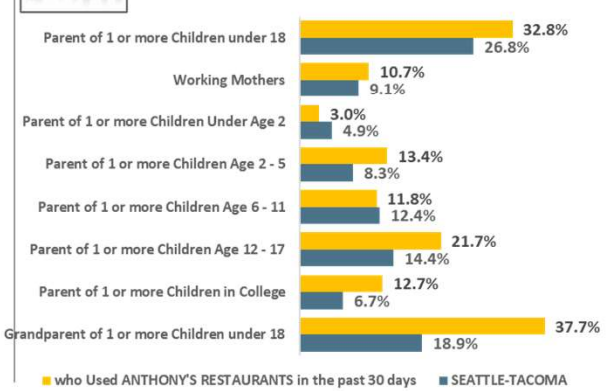
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

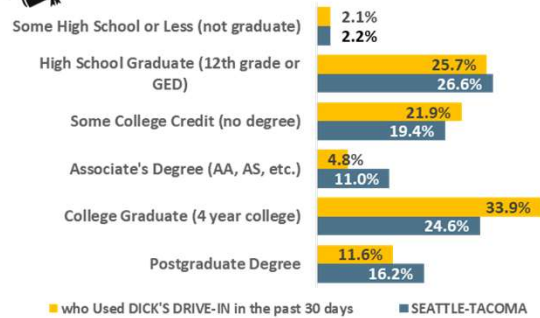




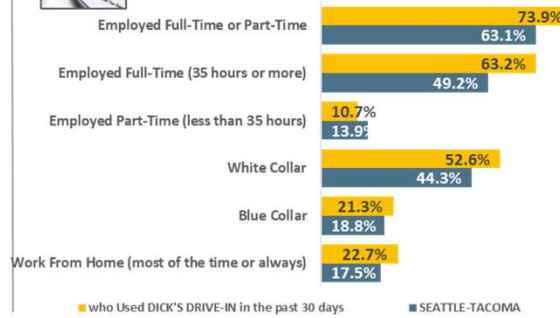
6.4% or 292,678 of SEATTLE-TACOMA DMA Adults 18 or older Used DICK'S DRIVE-IN in the past 30 days. Adults 18 or older who Used DICK'S DRIVE-IN in the past 30 days are 11.4% more likely to be a college graduate, 28.4% more likely to work full-time, 17.5% less likely to be married, 18.9% more likely to be a parent of 1 or more children under 18.



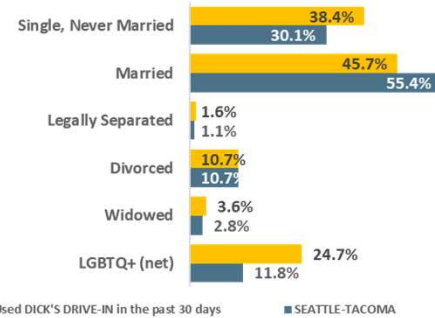
Education Levels: Adults 18 or older



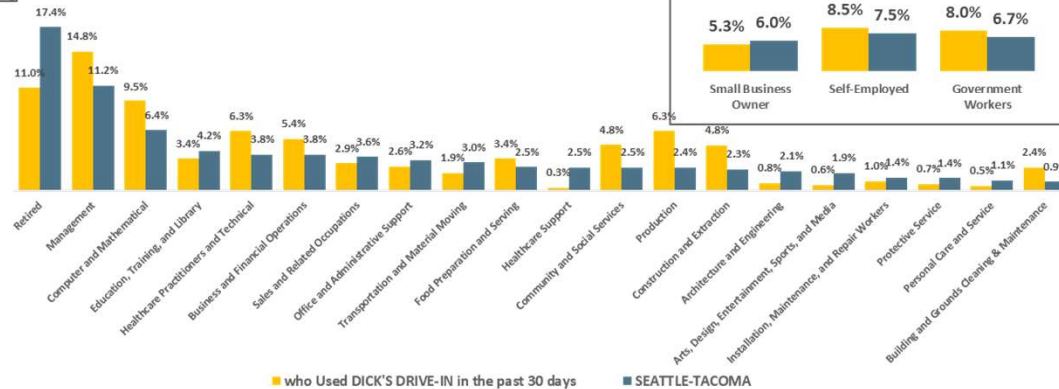
Employment: Adults 18 or older



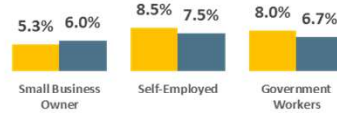
Marital Status: Adults 18 or older



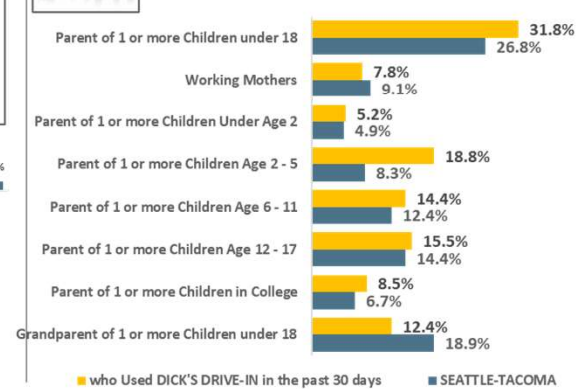
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

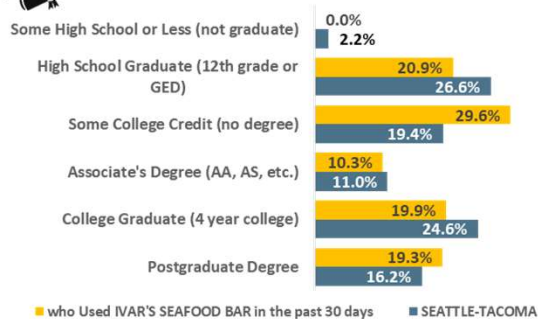




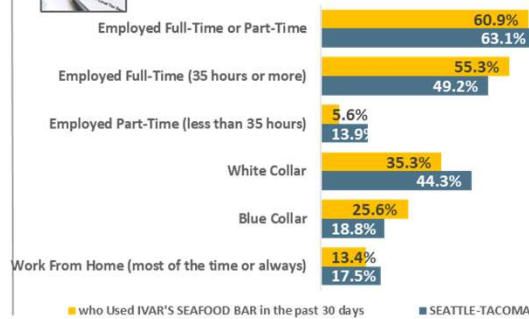
3.2% or 145,038 of SEATTLE-TACOMA DMA Adults 18 or older Used IVAR'S SEAFOOD BAR in the past 30 days. Adults 18 or older who Used IVAR'S SEAFOOD BAR in the past 30 days are 4.% less likely to be a college graduate, 12.5% more likely to work full-time, 17.2% more likely to be married, 53.6% more likely to be a parent of 1 or more children under 18.



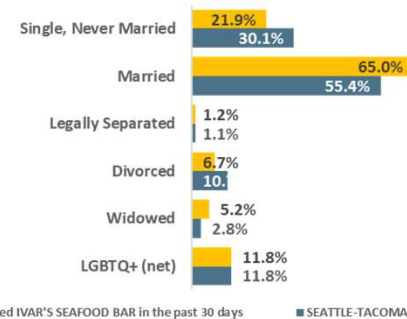
Education Levels: Adults 18 or older



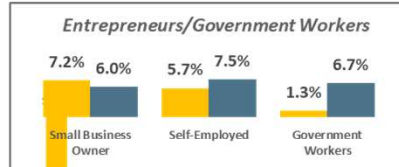
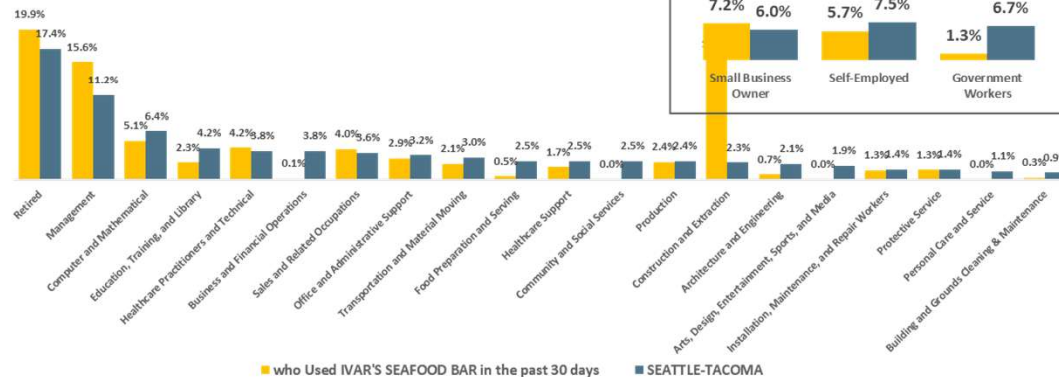
Employment: Adults 18 or older



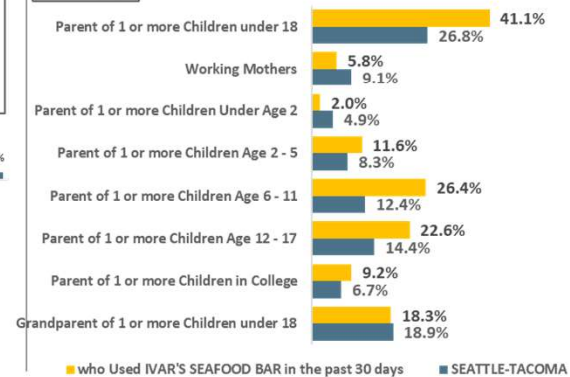
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

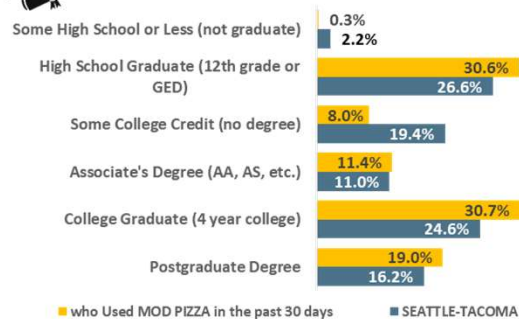




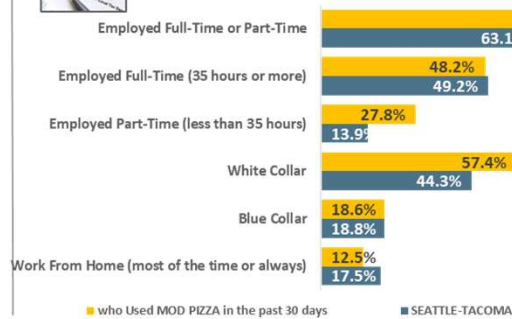
3.7% or 169,056 of SEATTLE-TACOMA DMA Adults 18 or older Used MOD PIZZA in the past 30 days. Adults 18 or older who Used MOD PIZZA in the past 30 days are 21.7% more likely to be a college graduate, 1.9% less likely to work full-time, 8.6% less likely to be married, 21.4% less likely to be a parent of 1 or more children under 18.



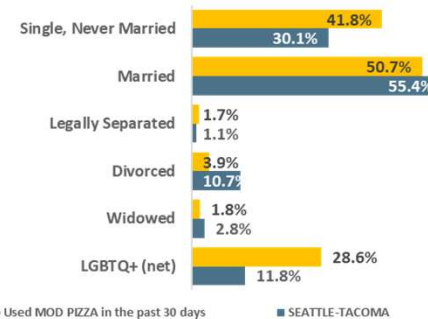
Education Levels: Adults 18 or older



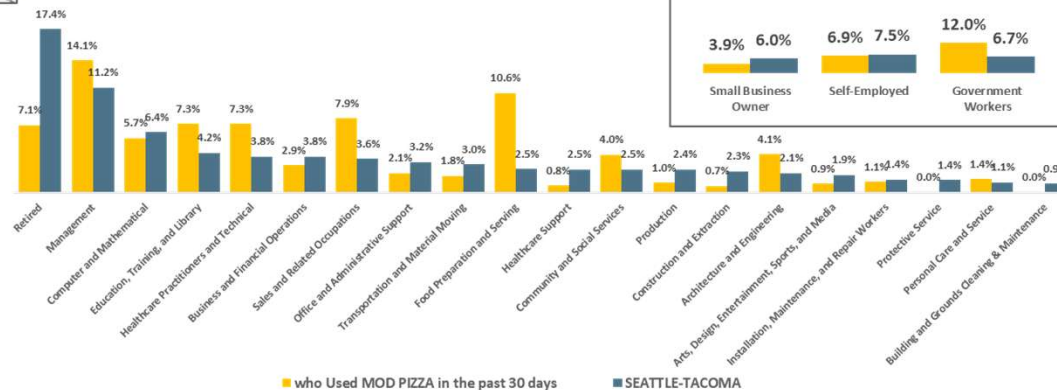
Employment: Adults 18 or older



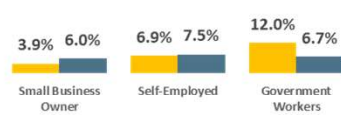
Marital Status: Adults 18 or older



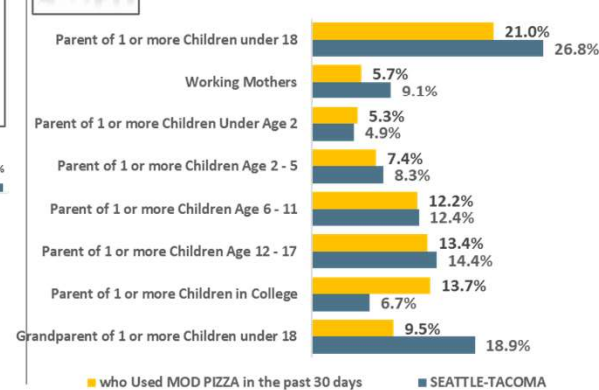
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

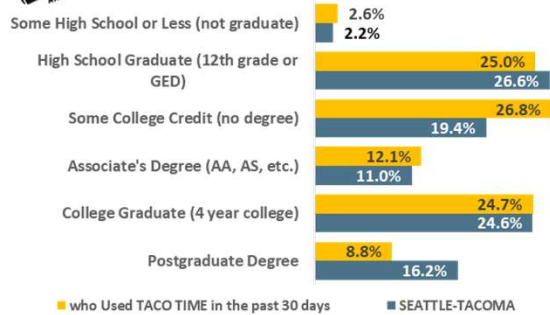




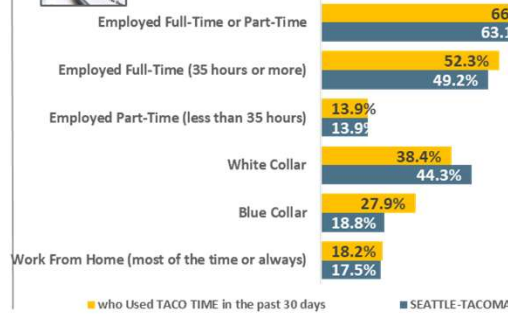
9.6% or 440,110 of SEATTLE-TACOMA DMA Adults 18 or older Used TACO TIME in the past 30 days. Adults 18 or older who Used TACO TIME in the past 30 days are 18.1% less likely to be a college graduate, 6.4% more likely to work full-time, 3% more likely to be married, 3.7% less likely to be a parent of 1 or more children under 18.



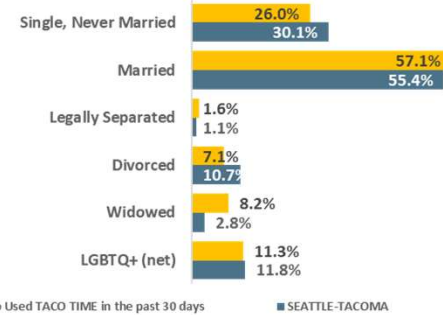
Education Levels: Adults 18 or older



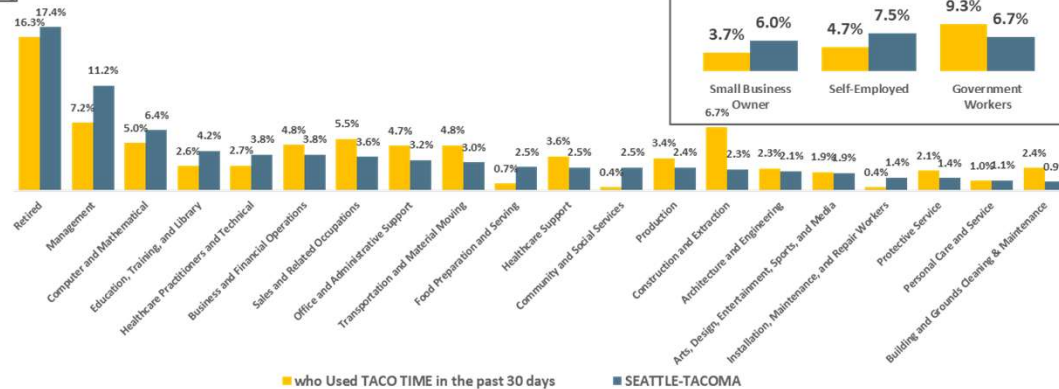
Employment: Adults 18 or older



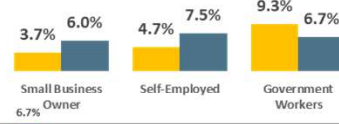
Marital Status: Adults 18 or older



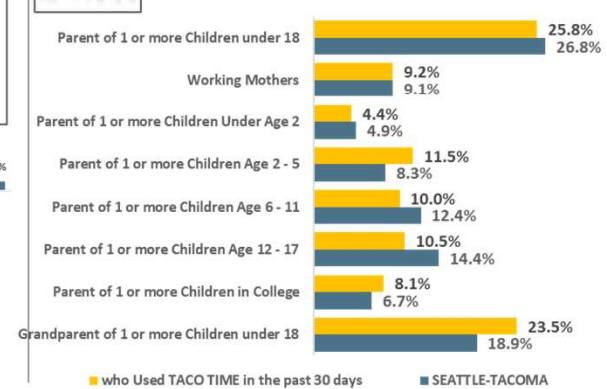
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

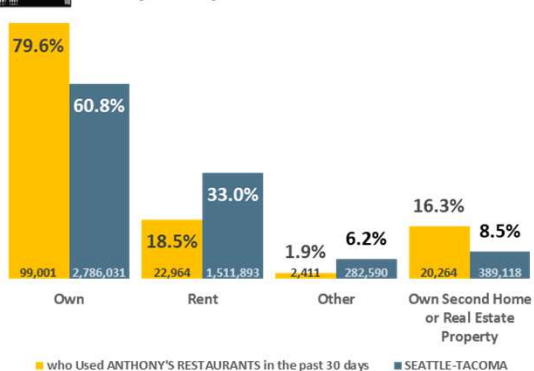




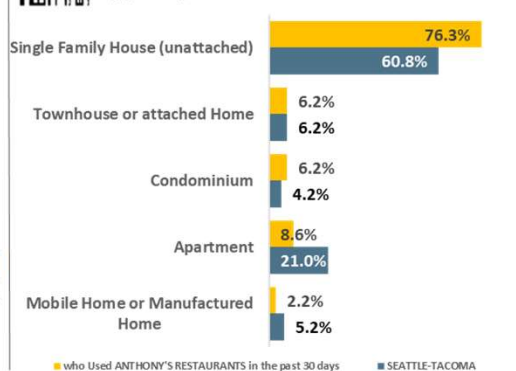
2.7% or 124,376 of SEATTLE-TACOMA DMA Adults 18 or older Used ANTHONY'S RESTAURANTS in the past 30...
 Adults 18 or older who Used ANTHONY'S RESTAURANTS in the past 30 days are 30.9% more likely to own their home, 2.2% more likely to own a lower valued home, 25.4% more likely to have a single-family home, 17.2% less likely to have a dog.



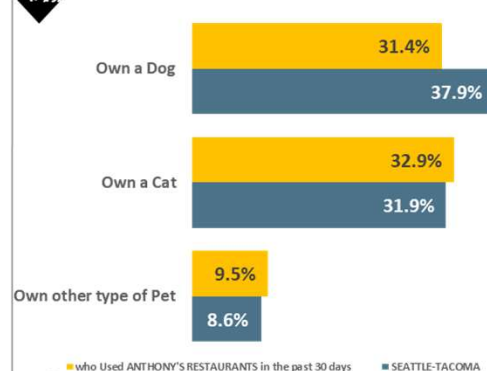
Own/Rent/Other: Adults 18 or older



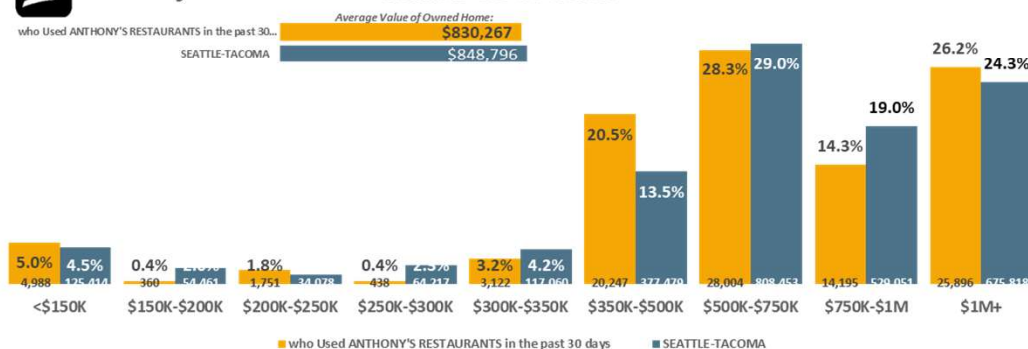
Type of Home: Adults 18 or older



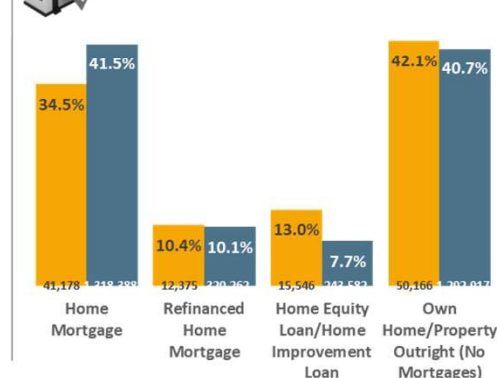
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

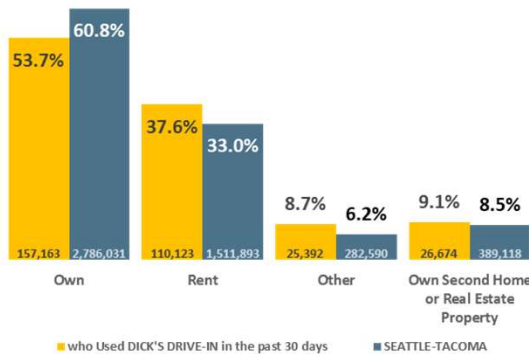




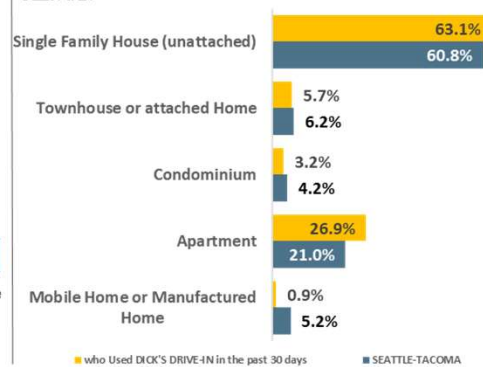
6.4% or 292,678 of SEATTLE-TACOMA DMA Adults 18 or older Used DICK'S DRIVE-IN in the past 30 days. Adults 18 or older who Used DICK'S DRIVE-IN in the past 30 days are 11.7% less likely to own their home, 1.9% more likely to own a higher valued home, 3.9% more likely to have a single-family home, 14.2% less likely to have a dog.



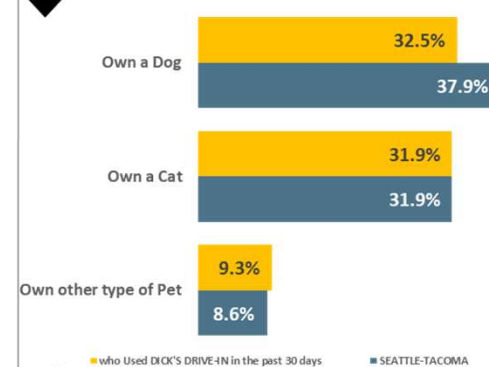
Own/Rent/Other: Adults 18 or older



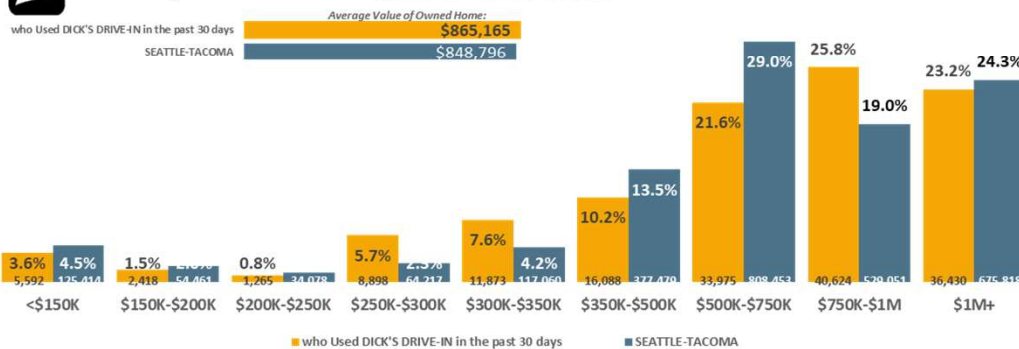
Type of Home: Adults 18 or older



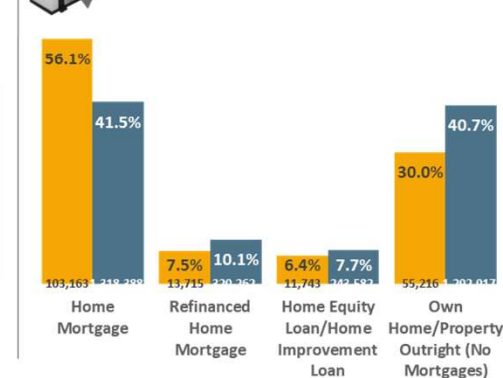
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

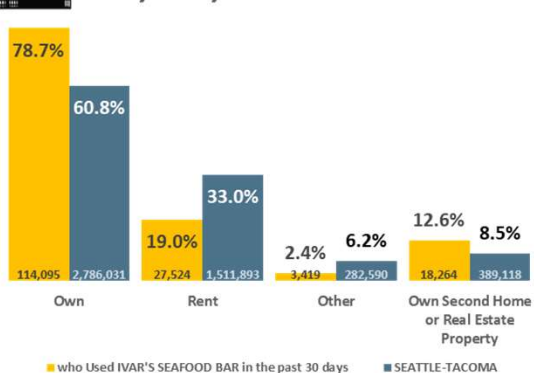




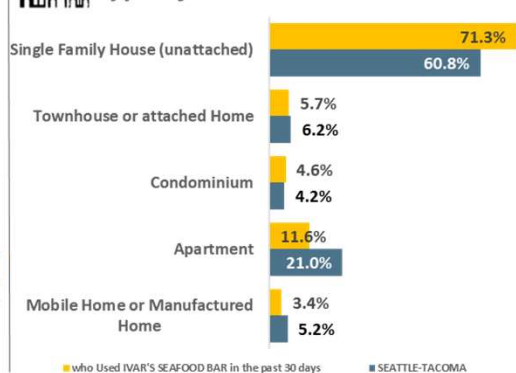
3.2% or 145,038 of SEATTLE-TACOMA DMA Adults 18 or older Used IVAR'S SEAFOOD BAR in the past 30 days. Adults 18 or older who Used IVAR'S SEAFOOD BAR in the past 30 days are 29.3% more likely to own their home, 6.2% more likely to own a lower valued home, 17.3% more likely to have a single-family home, 3.4% less likely to have a dog.



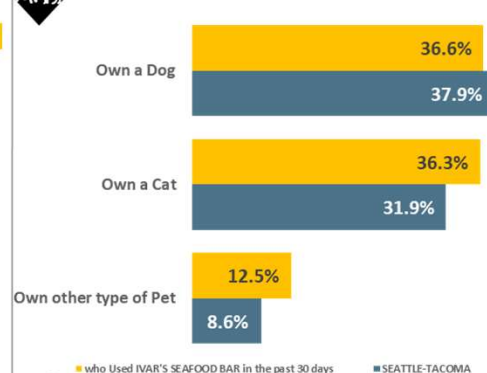
Own/Rent/Other: Adults 18 or older



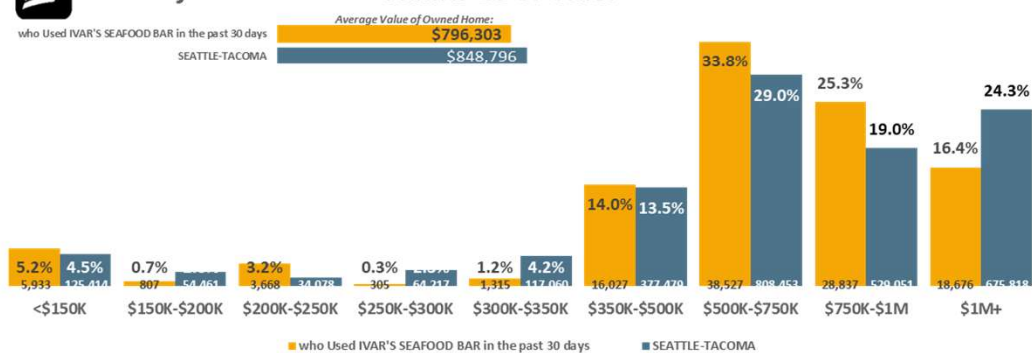
Type of Home: Adults 18 or older



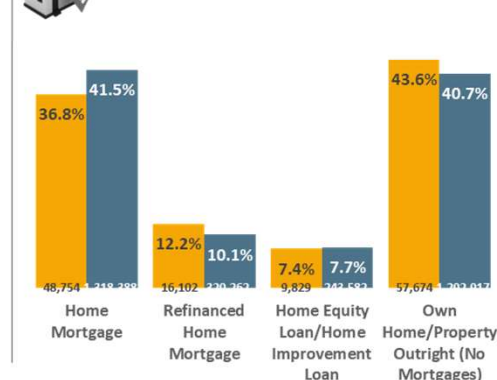
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

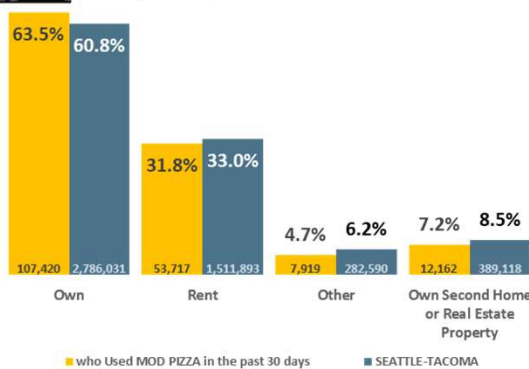




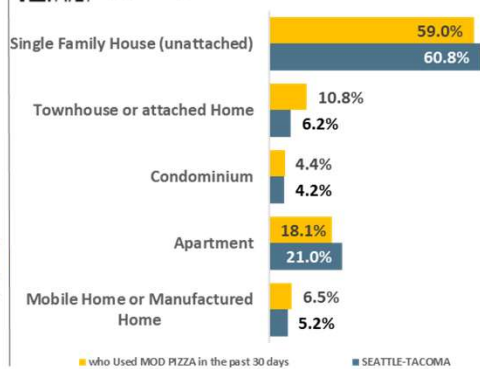
3.7% or 169,056 of SEATTLE-TACOMA DMA Adults 18 or older Used MOD PIZZA in the past 30 days. Adults 18 or older who Used MOD PIZZA in the past 30 days are 4.5% more likely to own their home, 6.8% more likely to own a lower valued home, 3% less likely to have a single-family home, 29.7% less likely to have a dog.



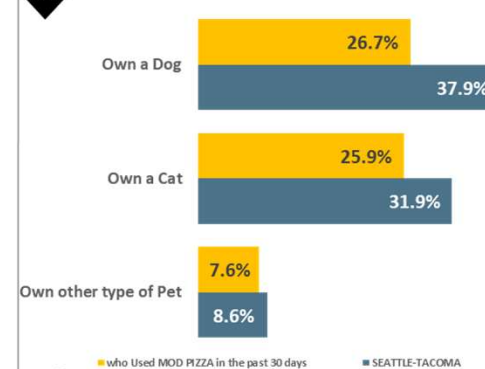
Own/Rent/Other: Adults 18 or older



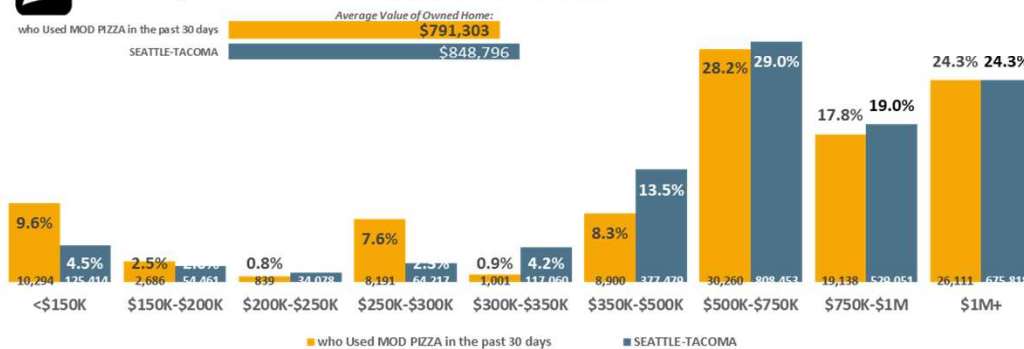
Type of Home: Adults 18 or older



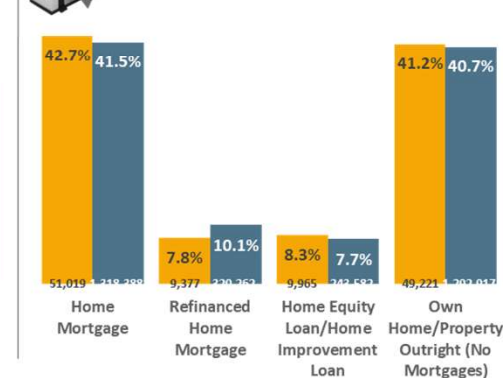
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

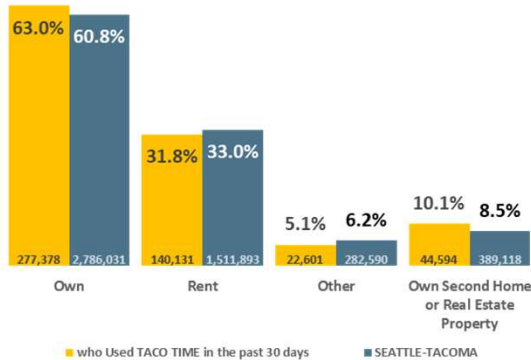




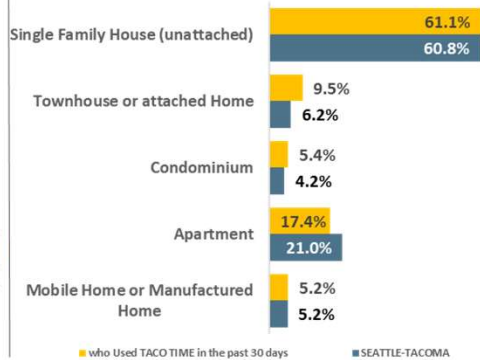
9.6% or 440,110 of SEATTLE-TACOMA DMA Adults 18 or older Used TACO TIME in the past 30 days. Adults 18 or older who Used TACO TIME in the past 30 days are 3.6% more likely to own their home, 14.3% more likely to own a lower valued home, .5% more likely to have a single-family home, 7.5% more likely to have a dog.



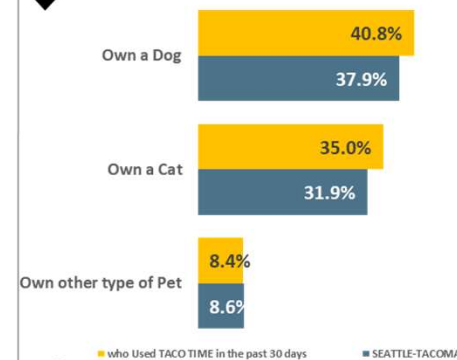
Own/Rent/Other: Adults 18 or older



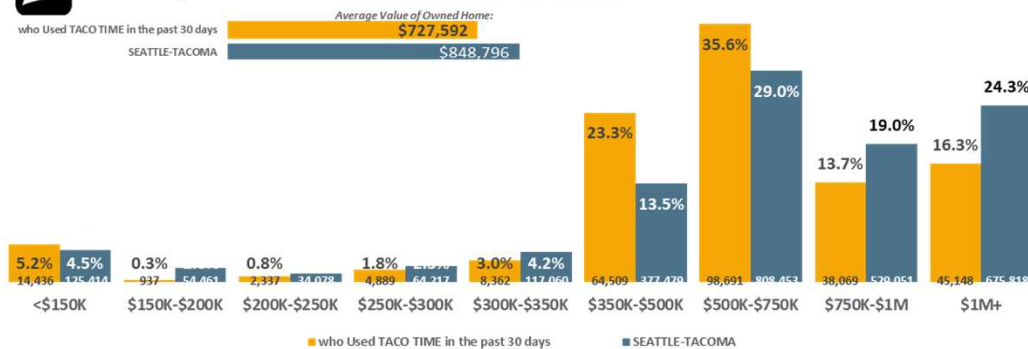
Type of Home: Adults 18 or older



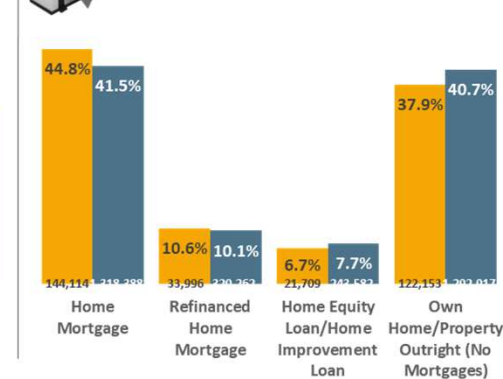
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

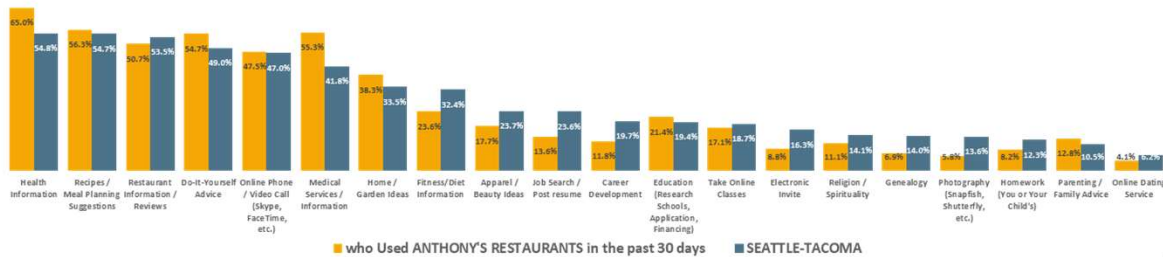




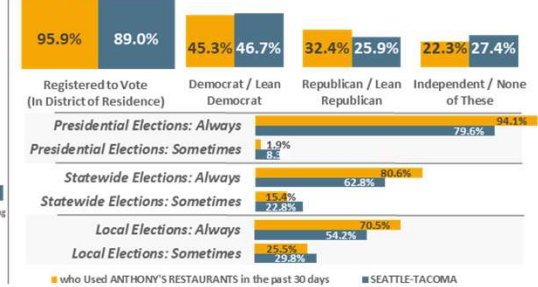
2.7% or 124,376 of SEATTLE-TACOMA DMA Adults 18 or older Used ANTHONY'S RESTAURANTS in the past 30... Adults 18 or older who Used ANTHONY'S RESTAURANTS in the past 30 days are 11.7% more likely to look up D-I-Y advice online, 30.2% more likely to always vote in local elections, 25.4% more likely to belong to a gym, 28.8% more likely to fly domestic past y



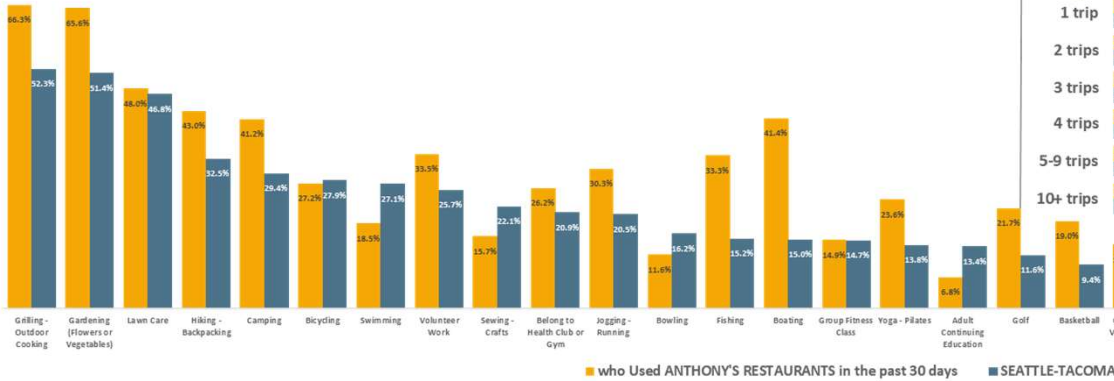
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



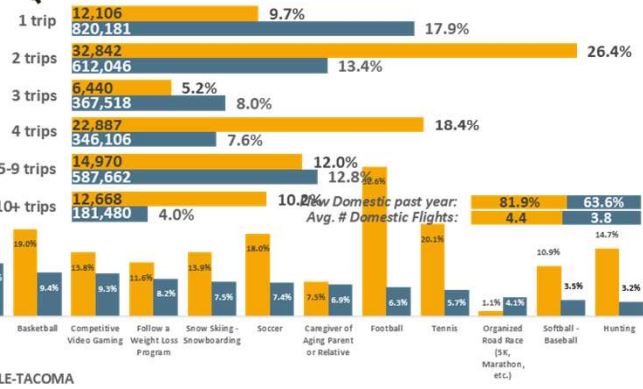
Political Activity: Adults 18 or older



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



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

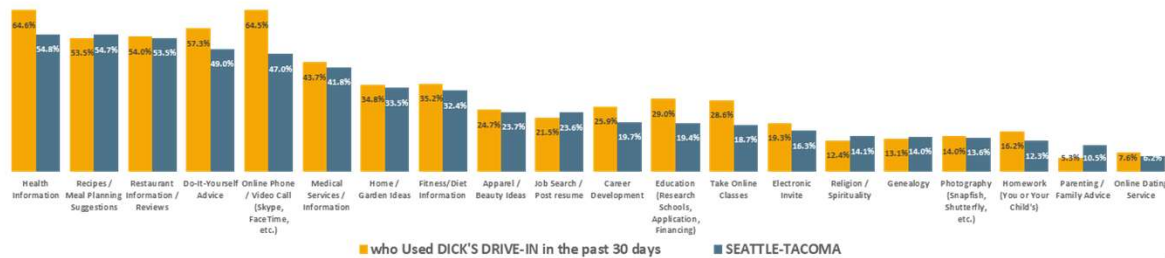




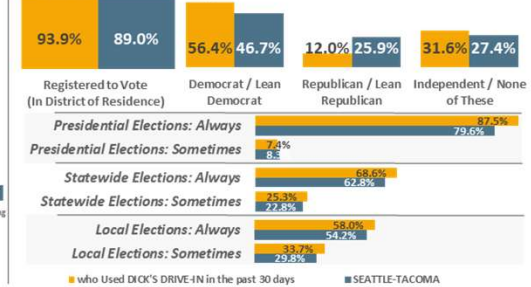
6.4% or 292,678 of SEATTLE-TACOMA DMA Adults 18 or older Used DICK'S DRIVE-IN in the past 30 days. Adults 18 or older who Used DICK'S DRIVE-IN in the past 30 days are 16.9% more likely to look up D-I-Y advice online, 7.% more likely to always vote in local elections, 24.6% more likely to belong to a gym, 23.6% more likely to fly domestic past yr.



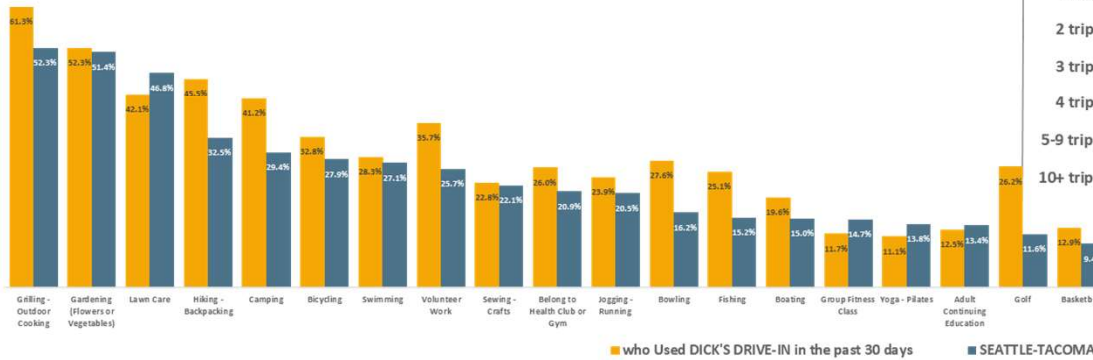
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



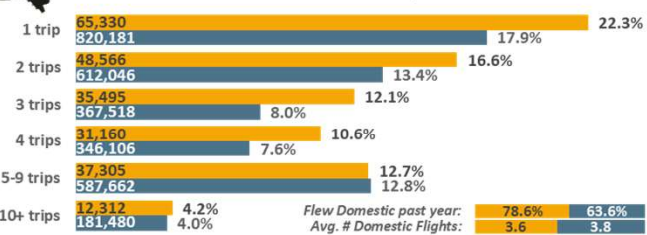
Political Activity: Adults 18 or older



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



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

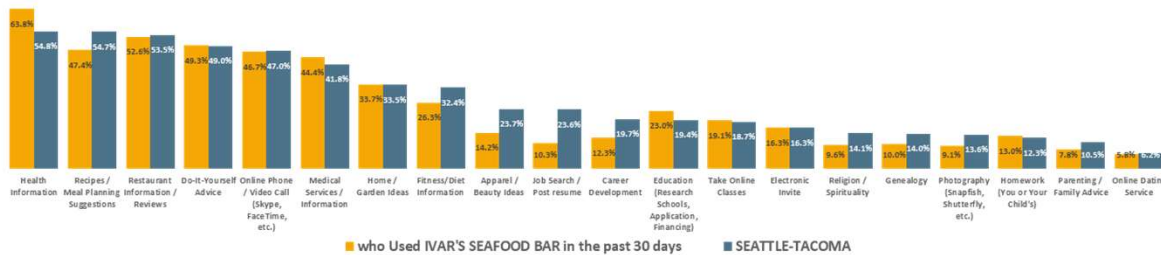




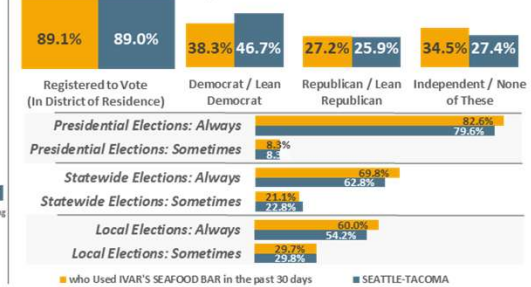
3.2% or 145,038 of SEATTLE-TACOMA DMA Adults 18 or older Used IVAR'S SEAFOOD BAR in the past 30 days. Adults 18 or older who Used IVAR'S SEAFOOD BAR in the past 30 days are .5% more likely to look up D-I-Y advice online, 10.7% more likely to always vote in local elections, 30.% less likely to belong to a gym, 23.3% more likely to fly domestic past yr.



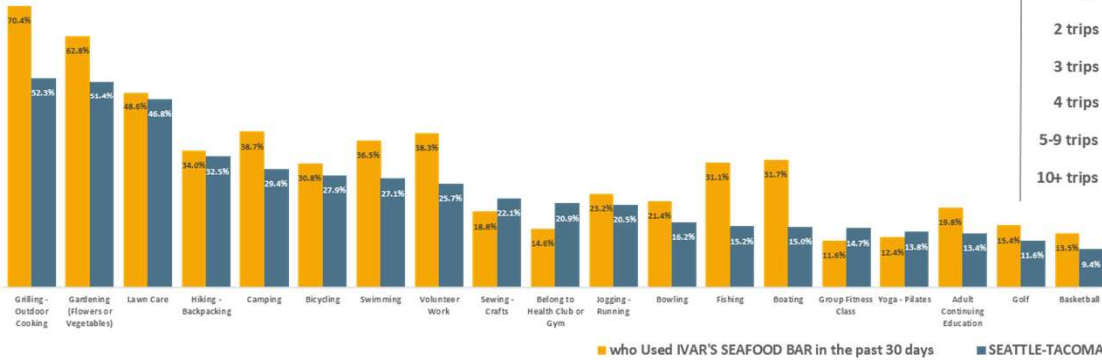
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



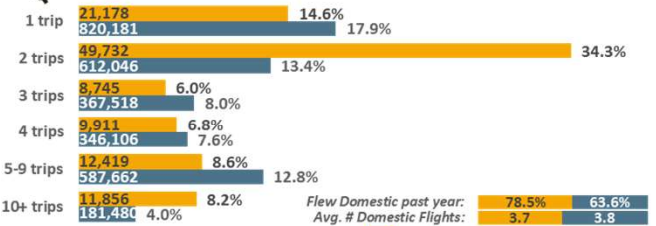
Political Activity: Adults 18 or older



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



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



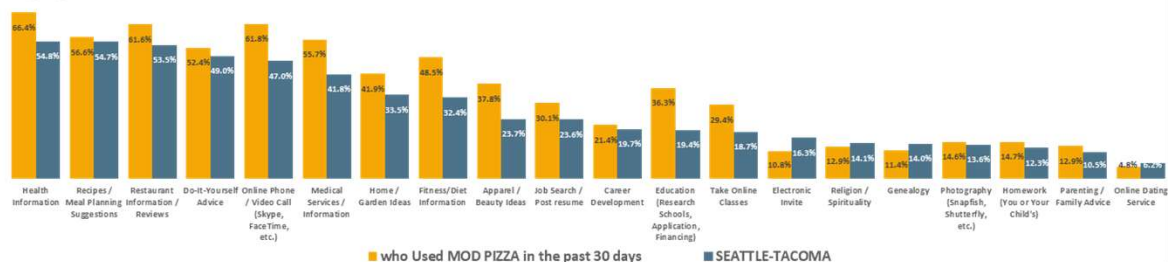
Flew Domestic past year: 78.5% vs 63.6%
Avg. # Domestic Flights: 3.7 vs 3.8



3.7% or 169,056 of SEATTLE-TACOMA DMA Adults 18 or older Used MOD PIZZA in the past 30 days. Adults 18 or older who Used MOD PIZZA in the past 30 days are 6.9% more likely to look up D-I-Y advice online, 14.7% less likely to always vote in local elections, 36.4% more likely to belong to a gym, 33.4% more likely to fly domestic past yr.

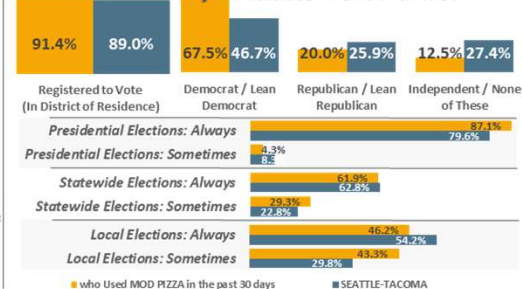


Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



■ who Used MOD PIZZA in the past 30 days ■ SEATTLE-TACOMA

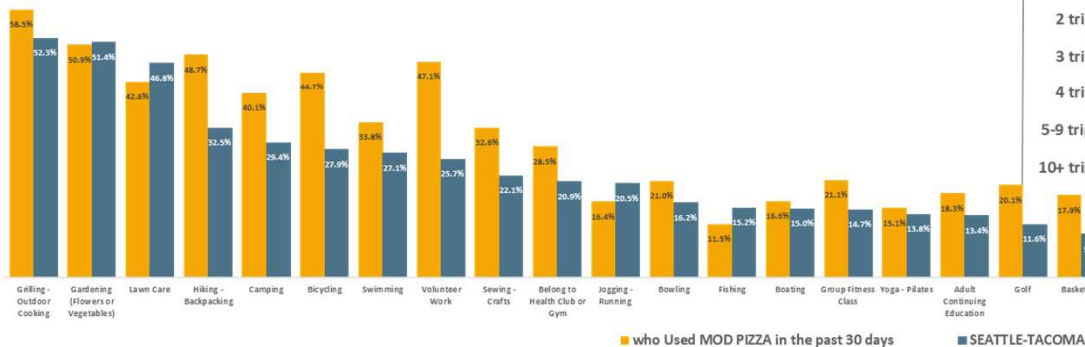
Political Activity: Adults 18 or older



■ who Used MOD PIZZA in the past 30 days ■ SEATTLE-TACOMA



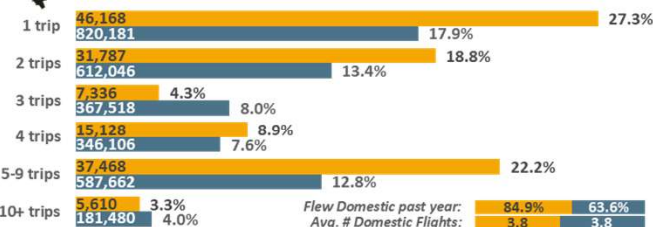
Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



■ who Used MOD PIZZA in the past 30 days ■ SEATTLE-TACOMA



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



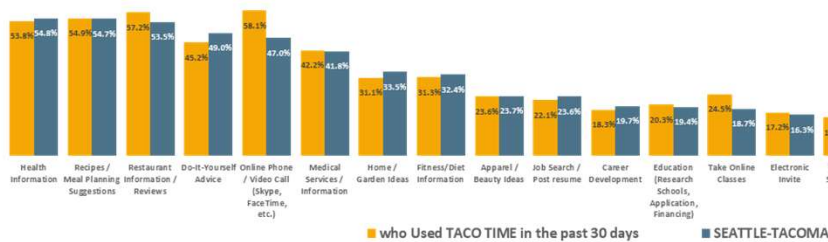
Flew Domestic past year: 84.9%
Avg. # Domestic Flights: 3.8



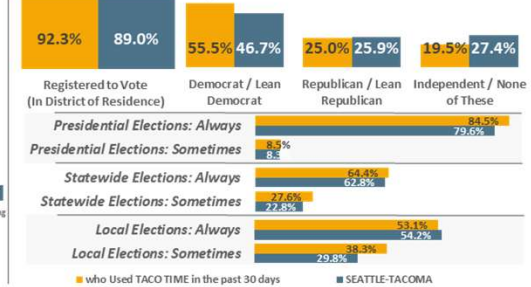
9.6% or 440,110 of SEATTLE-TACOMA DMA Adults 18 or older Used TACO TIME in the past 30 days. Adults 18 or older who Used TACO TIME in the past 30 days are 7.8% less likely to look up D-I-Y advice online, 1.9% less likely to always vote in local elections, 6.7% less likely to belong to a gym, .3% more likely to fly domestic past yr.



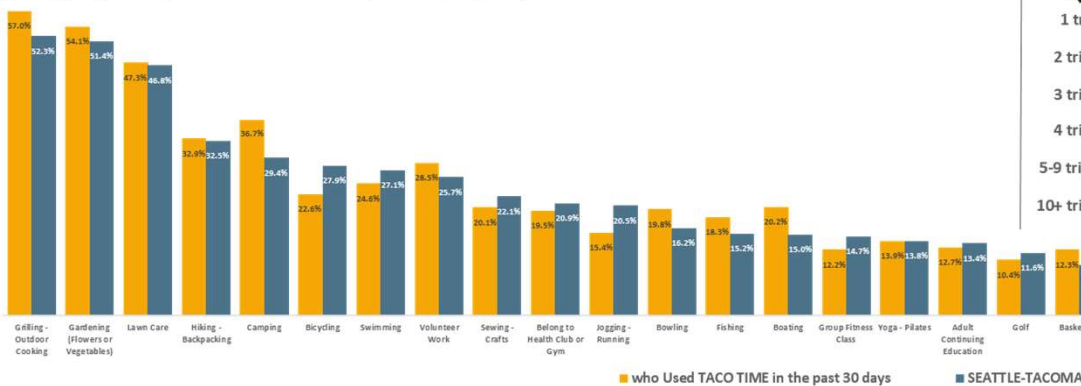
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



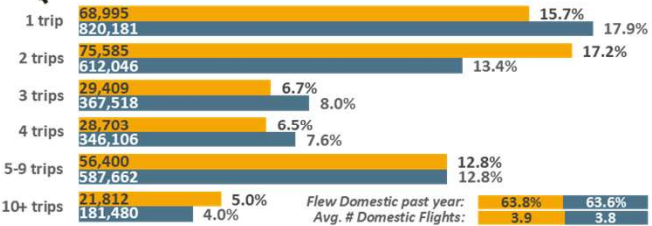
Political Activity: Adults 18 or older



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



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

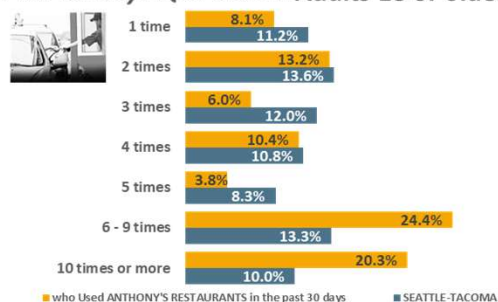


Flew Domestic past year: 63.8%
Avg. # Domestic Flights: 3.9

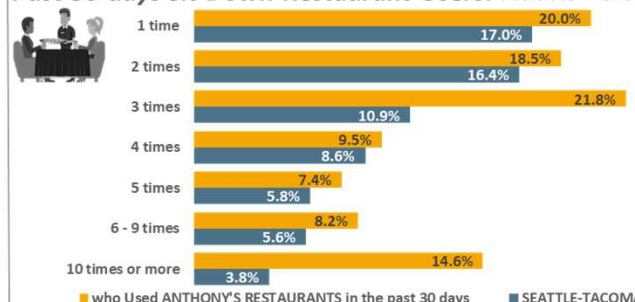


2.7% or 124,376 of SEATTLE-TACOMA DMA Adults 18 or older Used ANTHONY'S RESTAURANTS in the past 30 days. Adults 18 or older who Used ANTHONY'S RESTAURANTS in the past 30 days are 8.9% more likely to use QSRs past mo., 46.8% more likely to use Sit-Down Restaurants past mo., 57.7% more likely to use Casinos past yr., 32.1% more likely to smoke cigarettes.

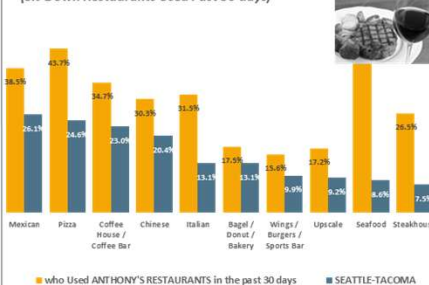
Past 30-days QSR Users: Adults 18 or older



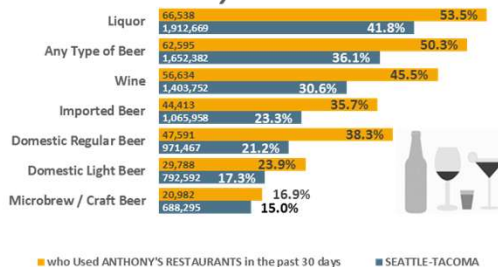
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



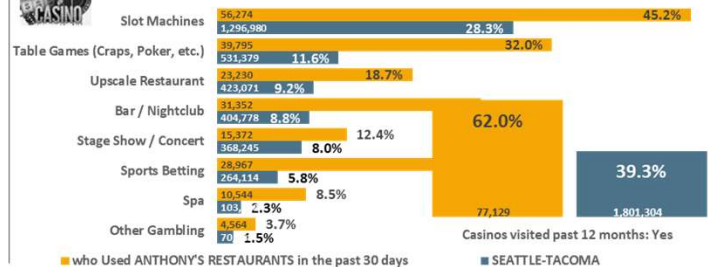
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



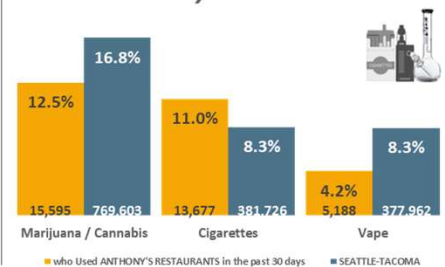
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



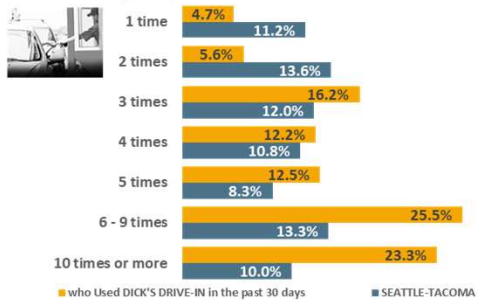
Used Past 30-days: Adults 18 or older



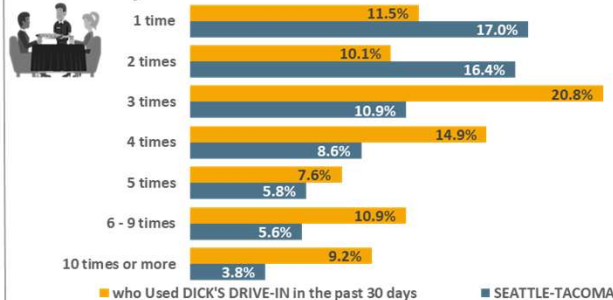


6.4% or 292,678 of SEATTLE-TACOMA DMA Adults 18 or older Used DICK'S DRIVE-IN in the past 30 days. Adults 18 or older who Used DICK'S DRIVE-IN in the past 30 days are 26.3% more likely to use QSRs past mo., 24.8% more likely to use Sit-Down Restaurants past mo., 22.2% more likely to use Casinos past yr., 48.2% more likely to smoke cigarettes.

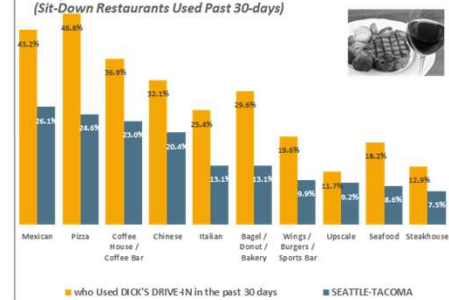
Past 30-days QSR Users: Adults 18 or older



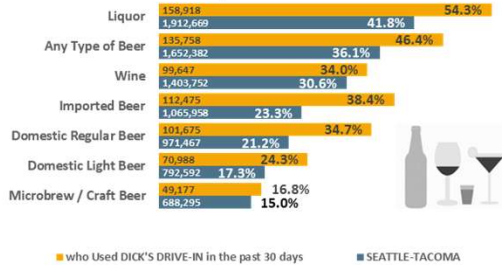
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



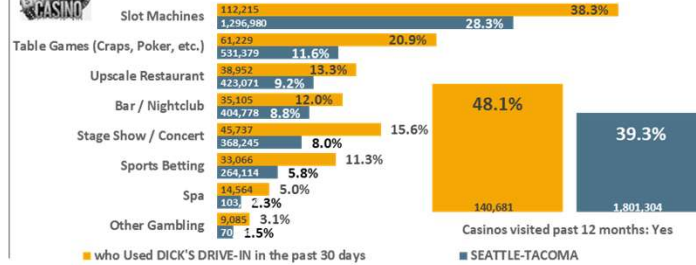
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



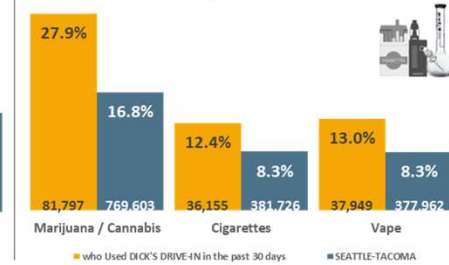
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



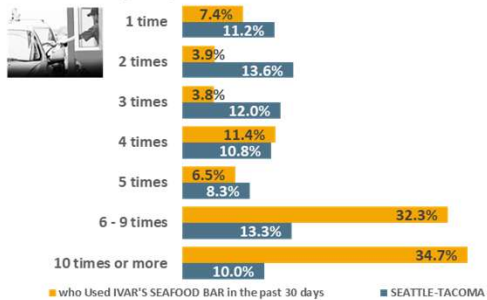
Used Past 30-days: Adults 18 or older



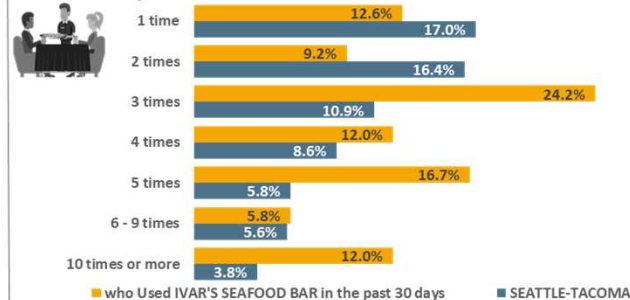


3.2% or 145,038 of SEATTLE-TACOMA DMA Adults 18 or older Used IVAR'S SEAFOOD BAR in the past 30 days. Adults 18 or older who Used IVAR'S SEAFOOD BAR in the past 30 days are 26.3% more likely to use QSRs past mo., 35.9% more likely to use Sit-Down Restaurants past mo., 45.4% more likely to use Casinos past yr., 48.9% more likely to smoke cigarettes.

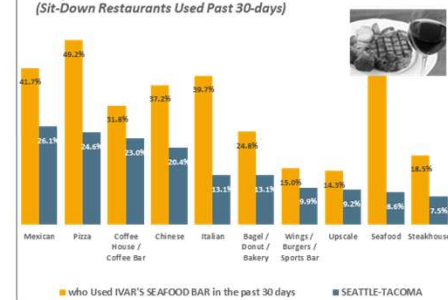
Past 30-days QSR Users: Adults 18 or older



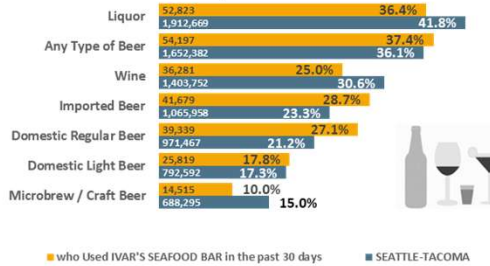
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



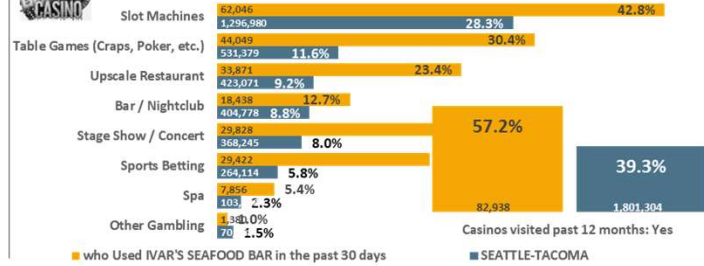
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



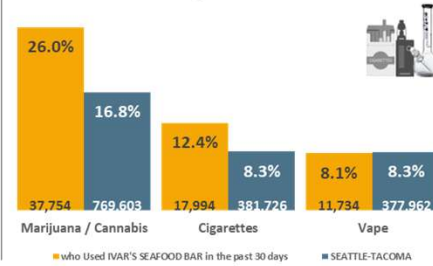
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



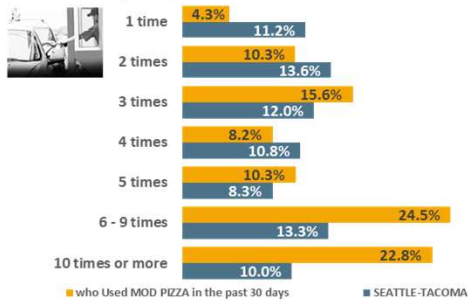
Used Past 30-days: Adults 18 or older



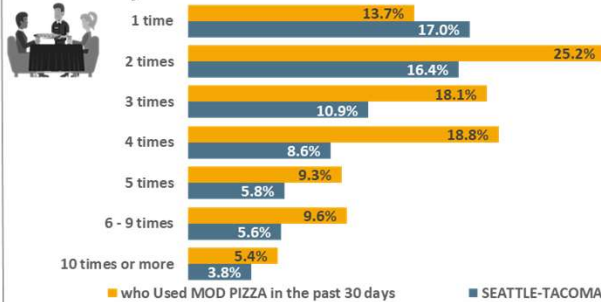


3.7% or 169,056 of SEATTLE-TACOMA DMA Adults 18 or older Used MOD PIZZA in the past 30 days. Adults 18 or older who Used MOD PIZZA in the past 30 days are 21.3% more likely to use QSRs past mo., 46.8% more likely to use Sit-Down Restaurants past mo., .8% less likely to use Casinos past yr., 4.2% less likely to smoke cigarettes.

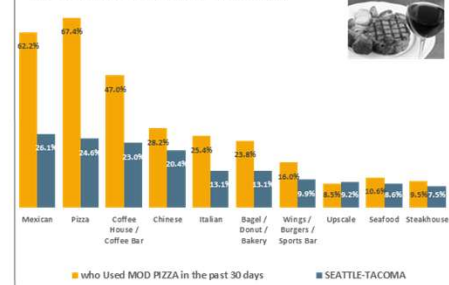
Past 30-days QSR Users: Adults 18 or older



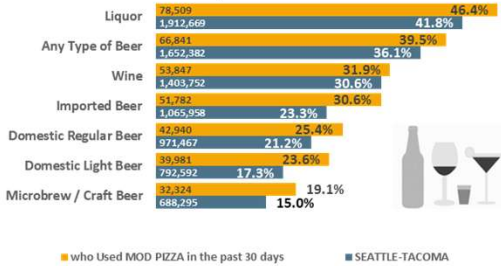
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



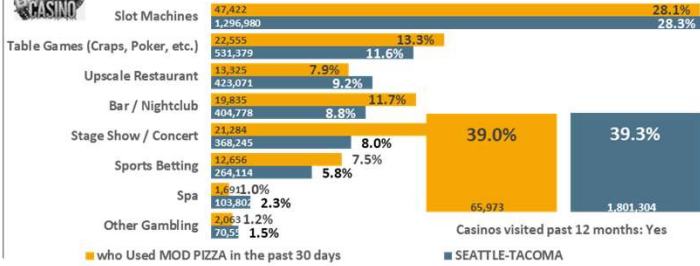
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



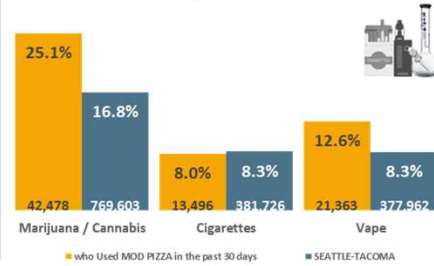
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



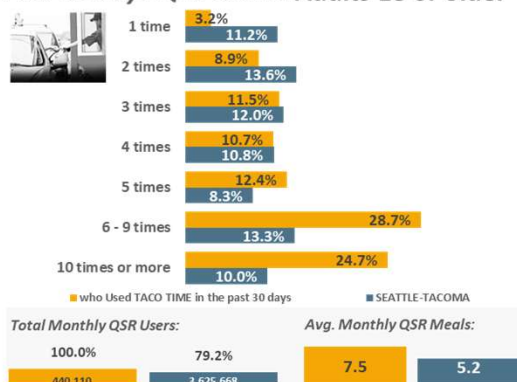
Used Past 30-days: Adults 18 or older



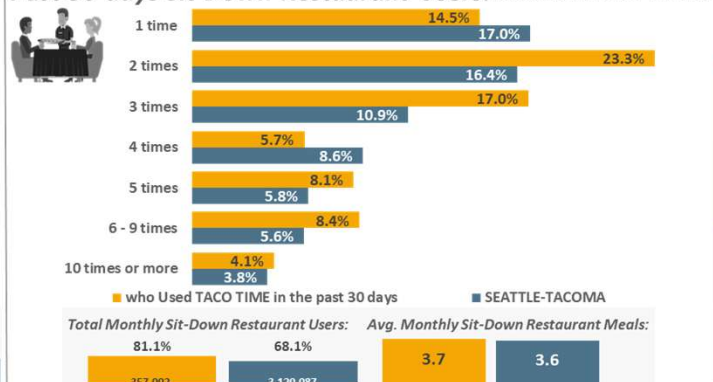


9.6% or 440,110 of SEATTLE-TACOMA DMA Adults 18 or older Used TACO TIME in the past 30 days. Adults 18 or older who Used TACO TIME in the past 30 days are 26.3% more likely to use QSRs past mo., 19.1% more likely to use Sit-Down Restaurants past mo., 13.7% more likely to use Casinos past yr, 24.2% more likely to smoke cigarettes.

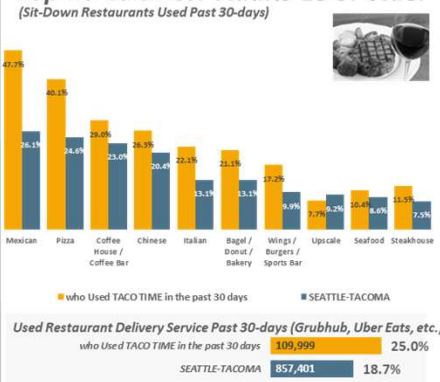
Past 30-days QSR Users: Adults 18 or older



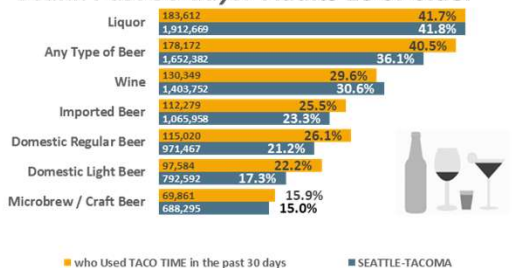
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



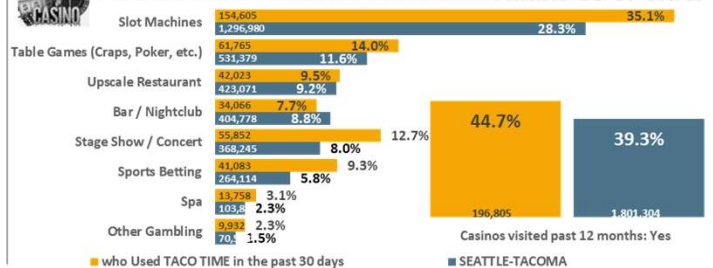
Top-10 Cuisines: Adults 18 or older



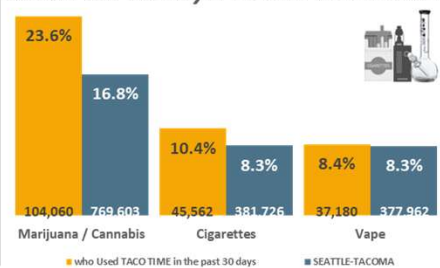
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

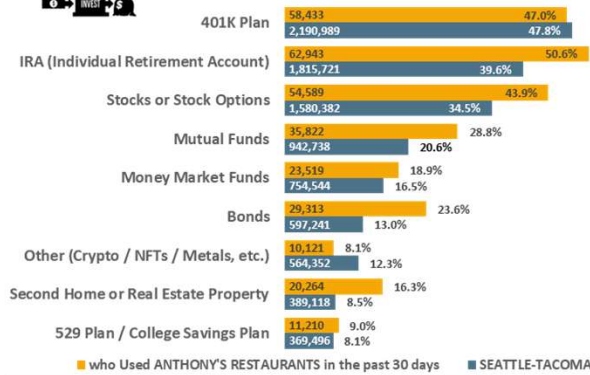




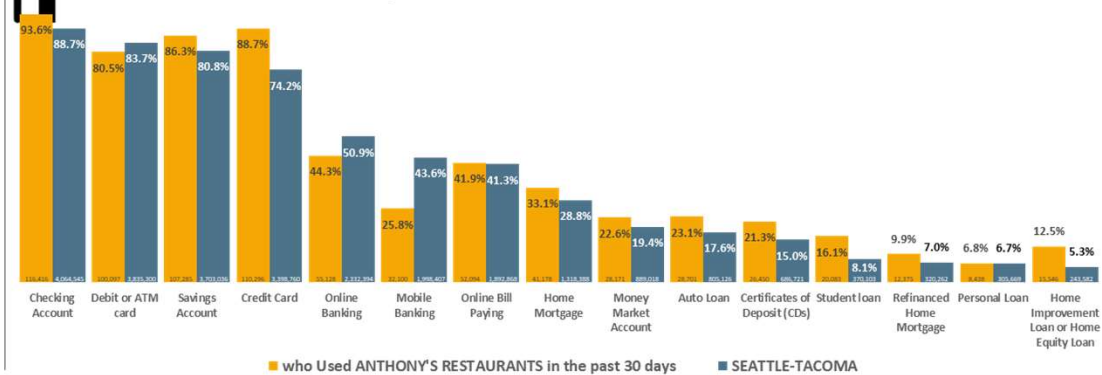
2.7% or 124,376 of SEATTLE-TACOMA DMA Adults 18 or older Used ANTHONY'S RESTAURANTS in the past 30... Adults 18 or older who Used ANTHONY'S RESTAURANTS in the past 30 days are 1.8% less likely to have a 401K, 31.3% more likely to have an Auto Loan, 14.4% more likely to Invest/Trade Stocks Online, 33.5% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



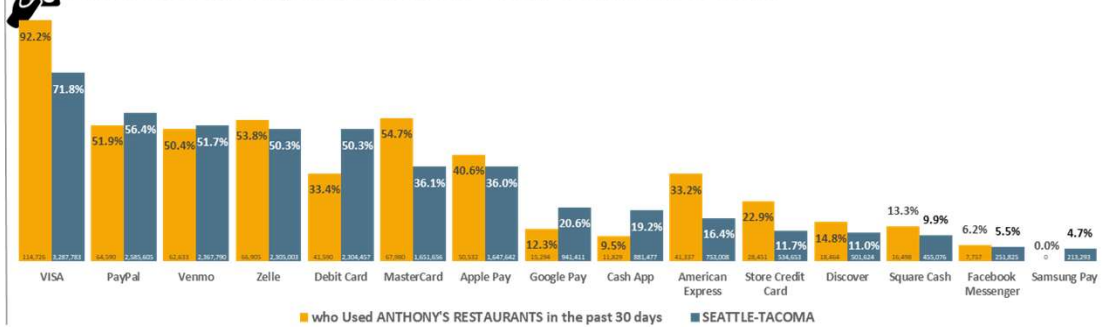
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

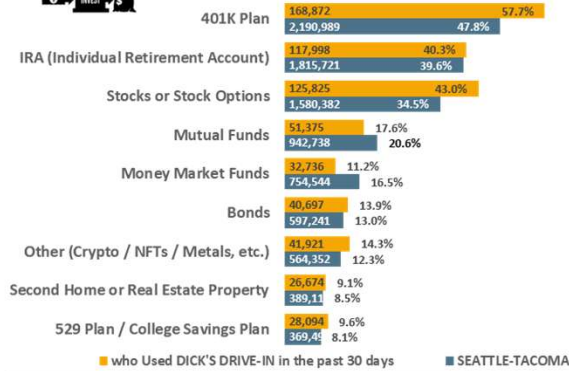




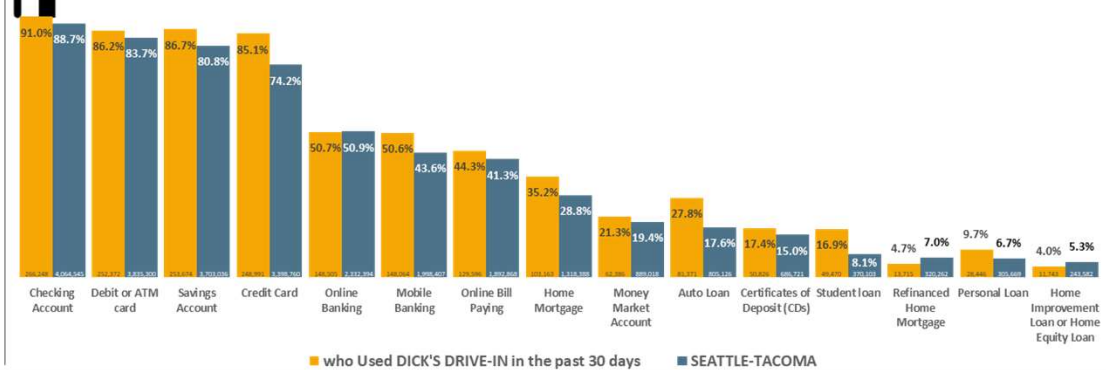
6.4% or 292,678 of SEATTLE-TACOMA DMA Adults 18 or older Used DICK'S DRIVE-IN in the past 30 days. Adults 18 or older who Used DICK'S DRIVE-IN in the past 30 days are 20.6% more likely to have a 401K, 58.2% more likely to have an Auto Loan, 8.6% more likely to Invest/Trade Stocks Online, 11.6% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



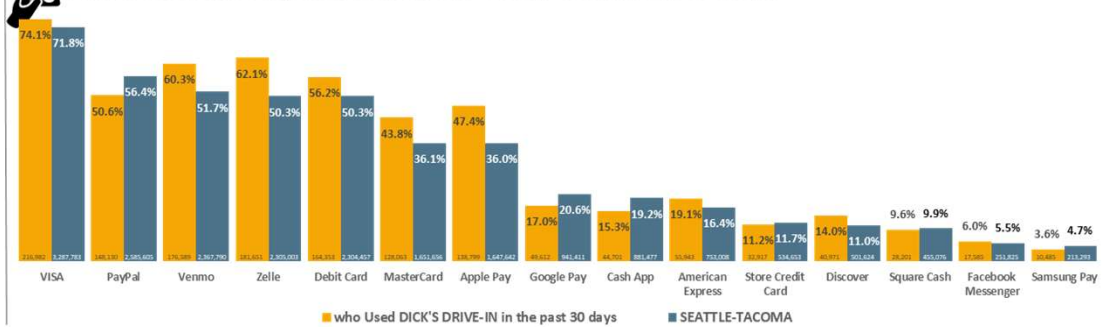
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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



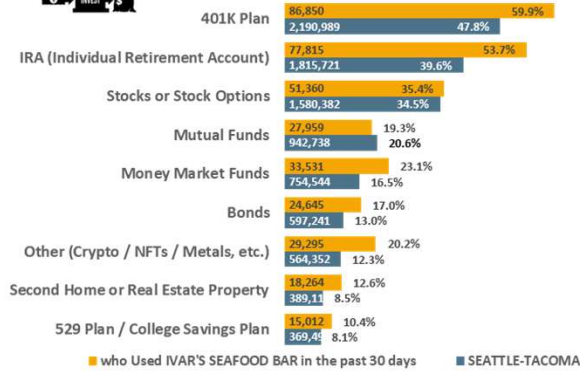
(*Past 12 Months)



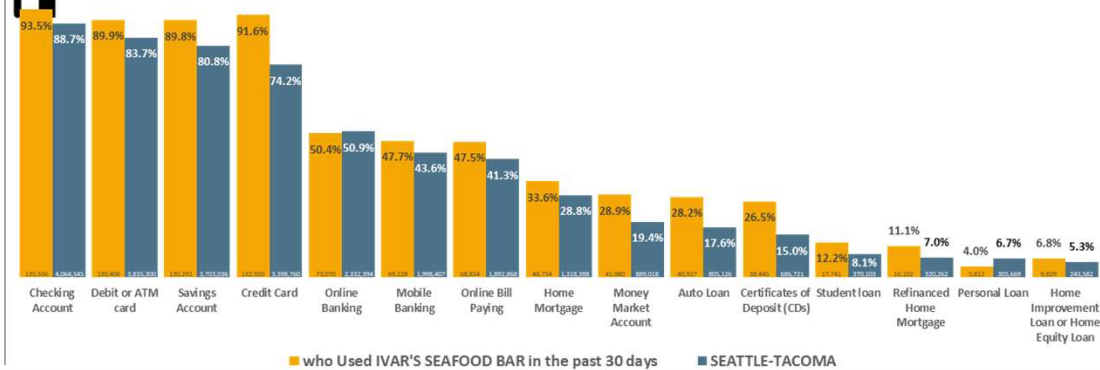
3.2% or 145,038 of SEATTLE-TACOMA DMA Adults 18 or older Used IVAR'S SEAFOOD BAR in the past 30 days. Adults 18 or older who Used IVAR'S SEAFOOD BAR in the past 30 days are 25.2% more likely to have a 401K, 60.5% more likely to have an Auto Loan, 6.5% more likely to Invest/Trade Stocks Online, 14.% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



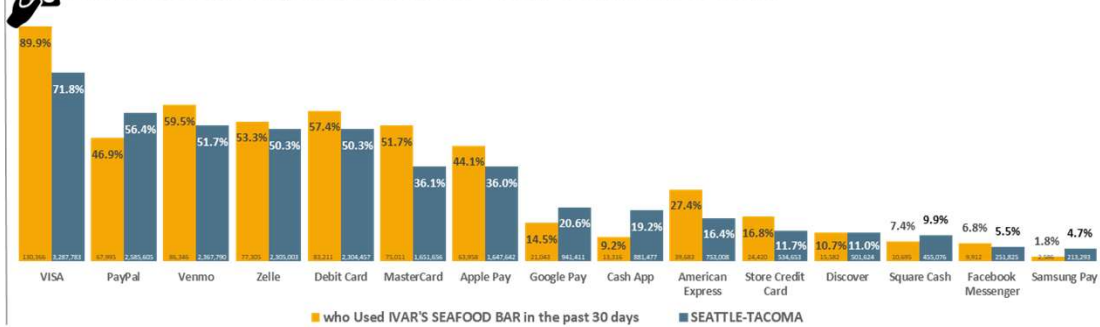
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





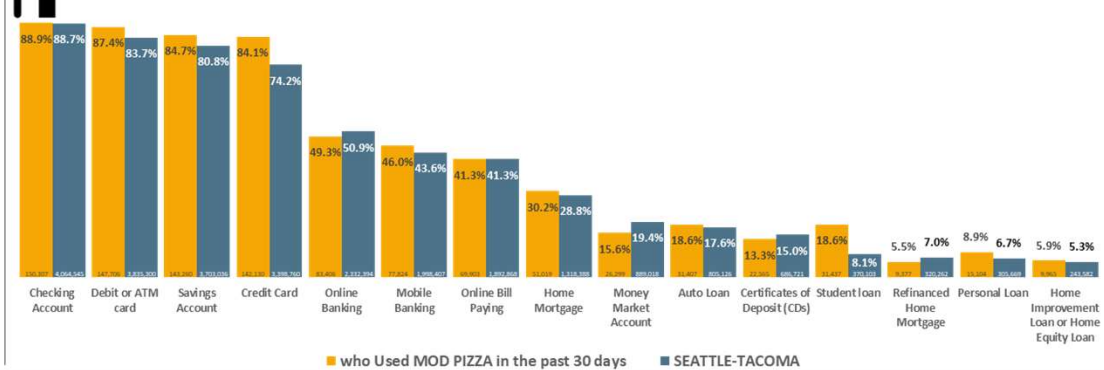
3.7% or 169,056 of SEATTLE-TACOMA DMA Adults 18 or older Used MOD PIZZA in the past 30 days.
Adults 18 or older who Used MOD PIZZA in the past 30 days are 17.3% more likely to have a 401K, 5.7% more likely to have an Auto Loan, 4.4% less likely to Invest/Trade Stocks Online, 9.8% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



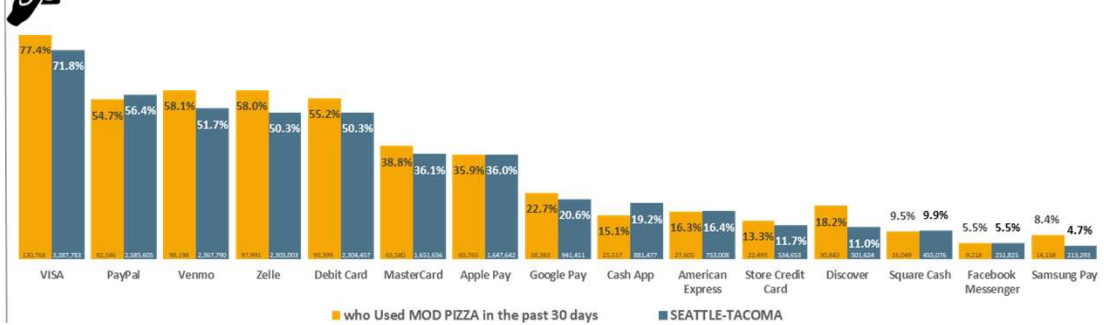
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

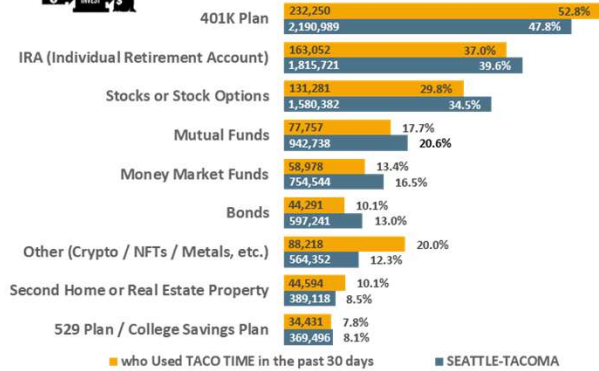




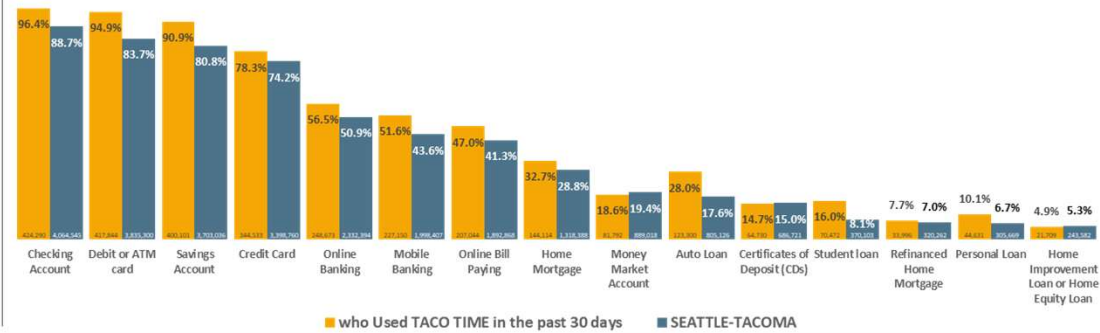
9.6% or 440,110 of SEATTLE-TACOMA DMA Adults 18 or older Used TACO TIME in the past 30 days. Adults 18 or older who Used TACO TIME in the past 30 days are 10.3% more likely to have a 401K, 59.4% more likely to have an Auto Loan, 11.9% less likely to Invest/Trade Stocks Online, 15.3% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



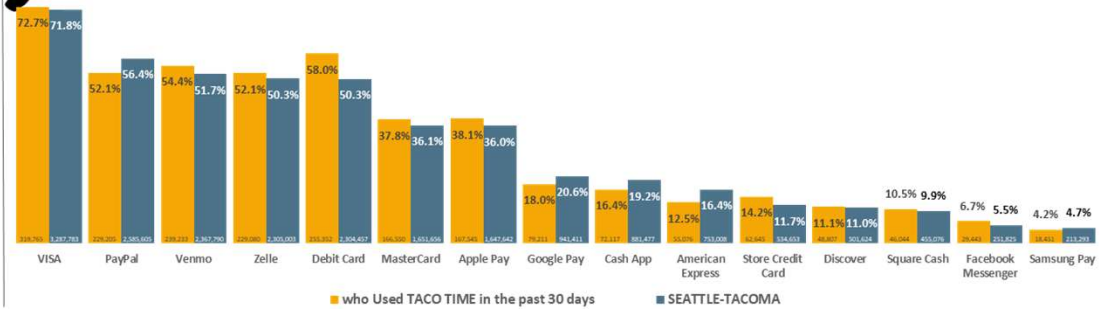
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

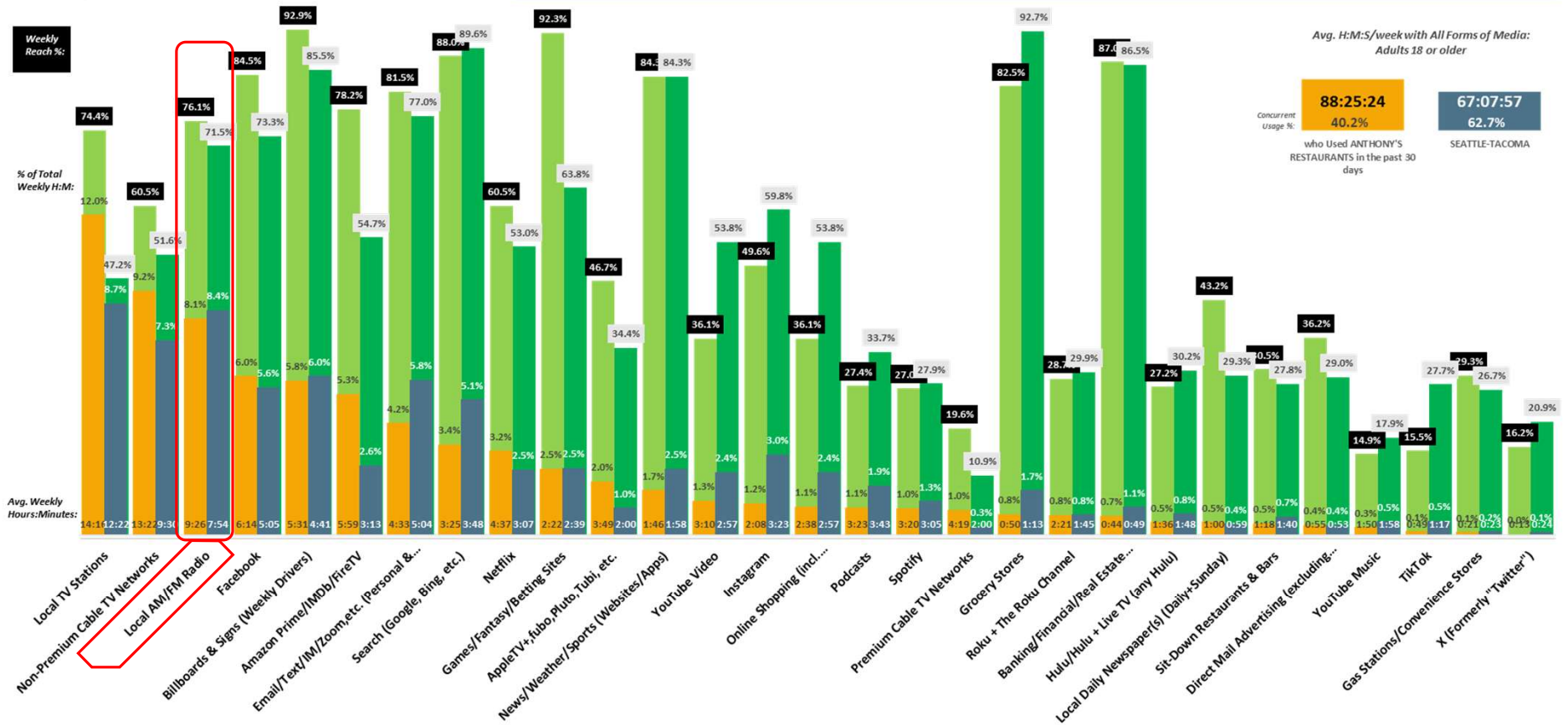


Past 3-Months Payment Methods Used: Adults 18 or older





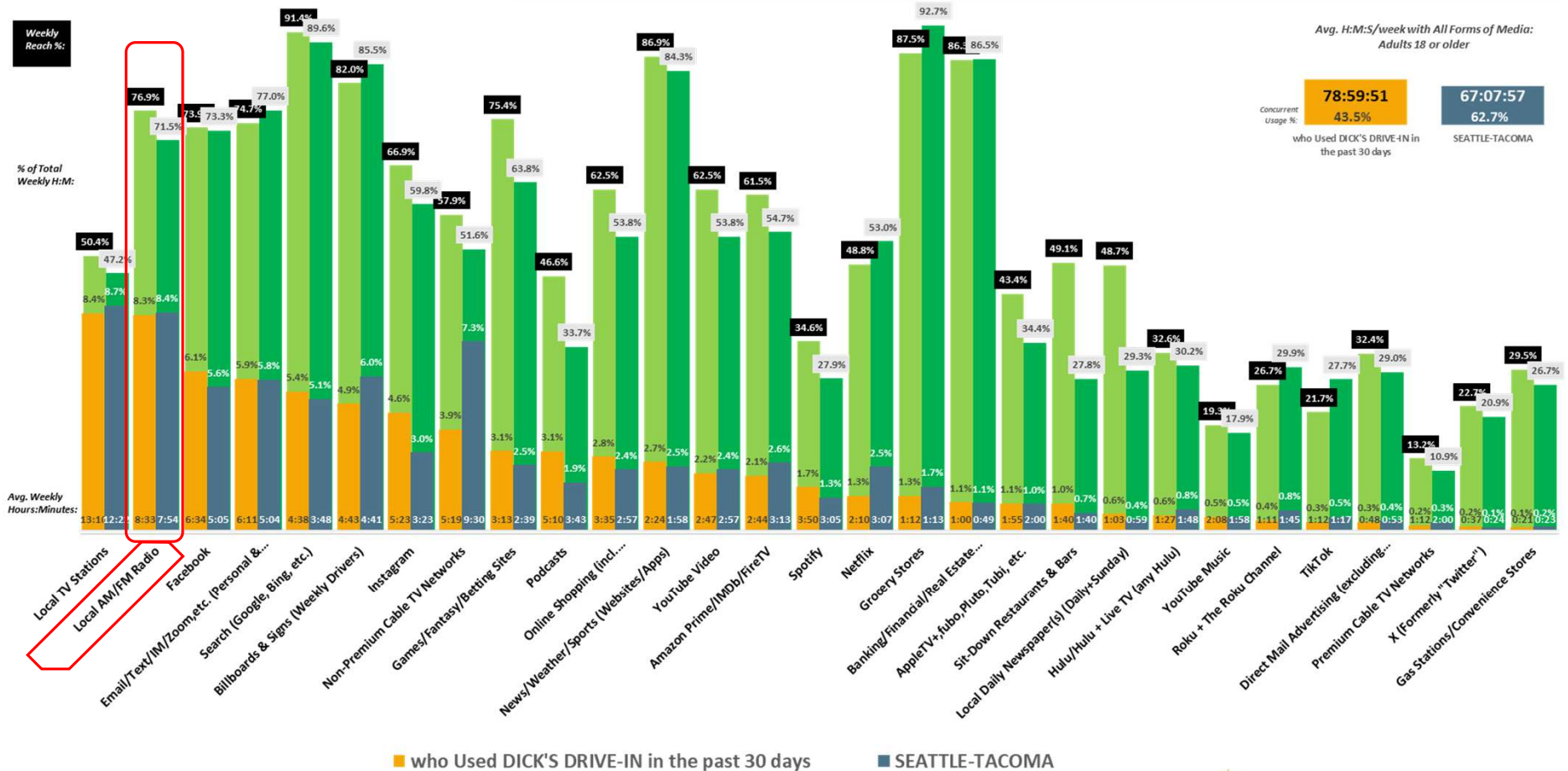
Adults 18 or older who Used ANTHONY'S RESTAURANTS in the past 30 days spend an average of 3 days, 16 hours, 25 minutes and 24 seconds each week with All Forms of Media.
 76.1% of Adults 18 or older who Used ANTHONY'S RESTAURANTS in the past 30 days spend an avg. of 9 hours and 26 minutes each week listening to All Local AM/FM Radio, representing 8.1% of total time spent with all forms of Media.



who Used ANTHONY'S RESTAURANTS in the past 30 days SEATTLE-TACOMA

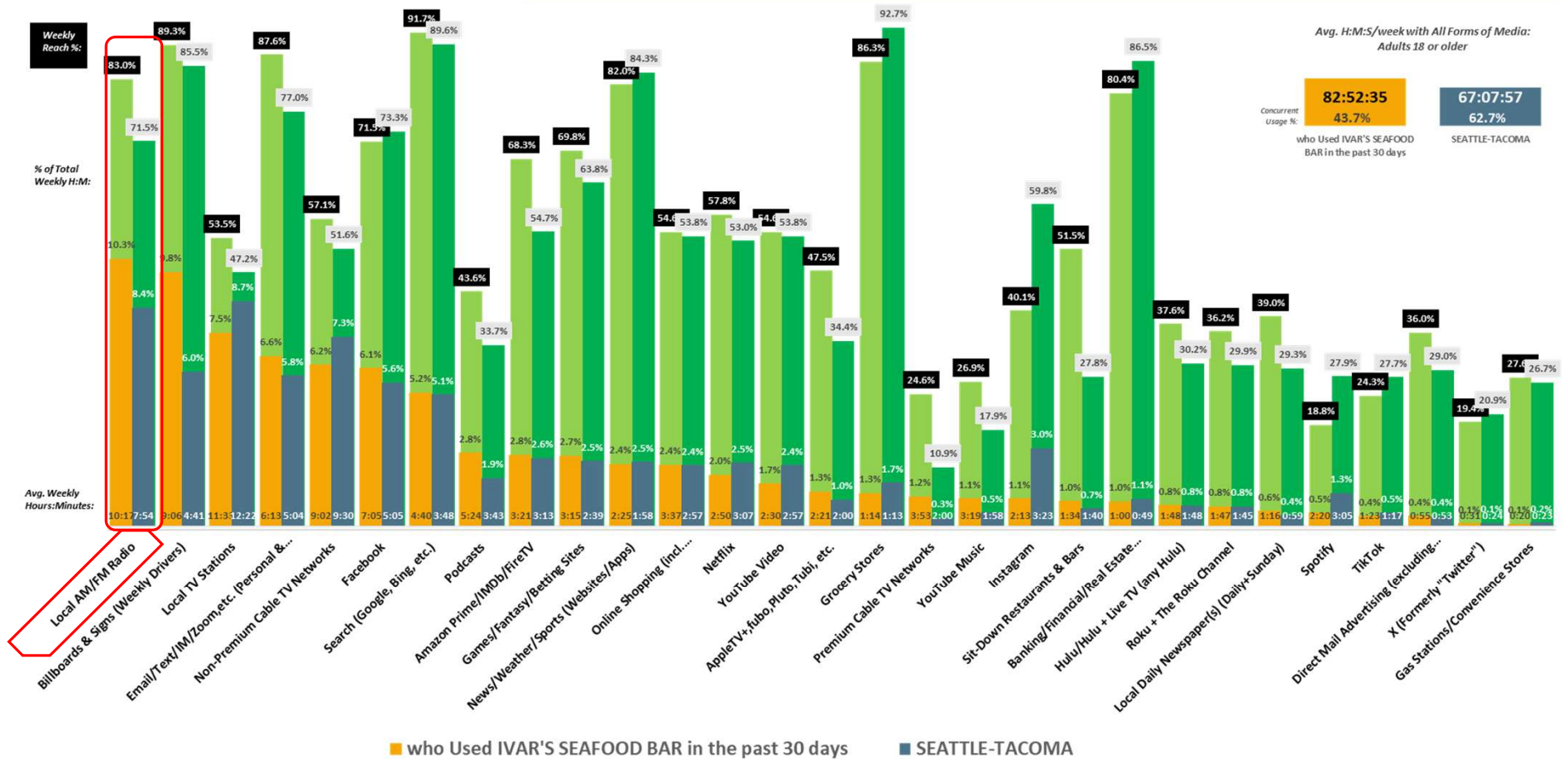


Adults 18 or older who Used DICK'S DRIVE-IN in the past 30 days spend an average of 3 days, 6 hours, 59 minutes and 51 seconds each week with All Forms of Media.
 76.9% of Adults 18 or older who Used DICK'S DRIVE-IN in the past 30 days spend an avg. of 8 hours and 33 minutes each week listening to All Local AM/FM Radio, representing 8.3% of total time spent with all forms of Media.



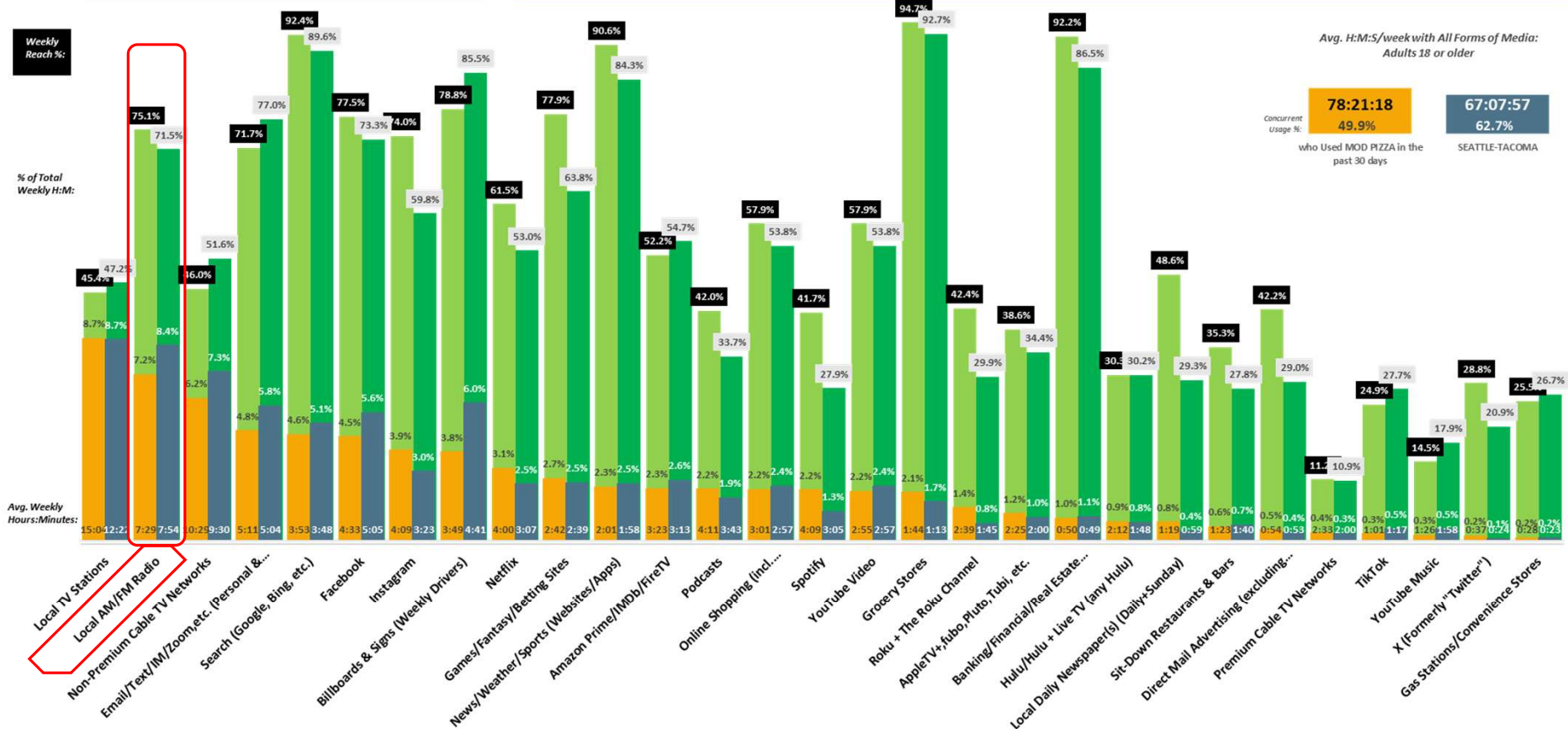


Adults 18 or older who Used IVAR'S SEAFOOD BAR in the past 30 days spend an average of 3 days, 10 hours, 52 minutes and 35 seconds each week with All Forms of Media.
 83.% of Adults 18 or older who Used IVAR'S SEAFOOD BAR in the past 30 days spend an avg. of 10 hours and 17 minutes each week listening to All Local AM/FM Radio, representing 10.3% of total time spent with all forms of Media.



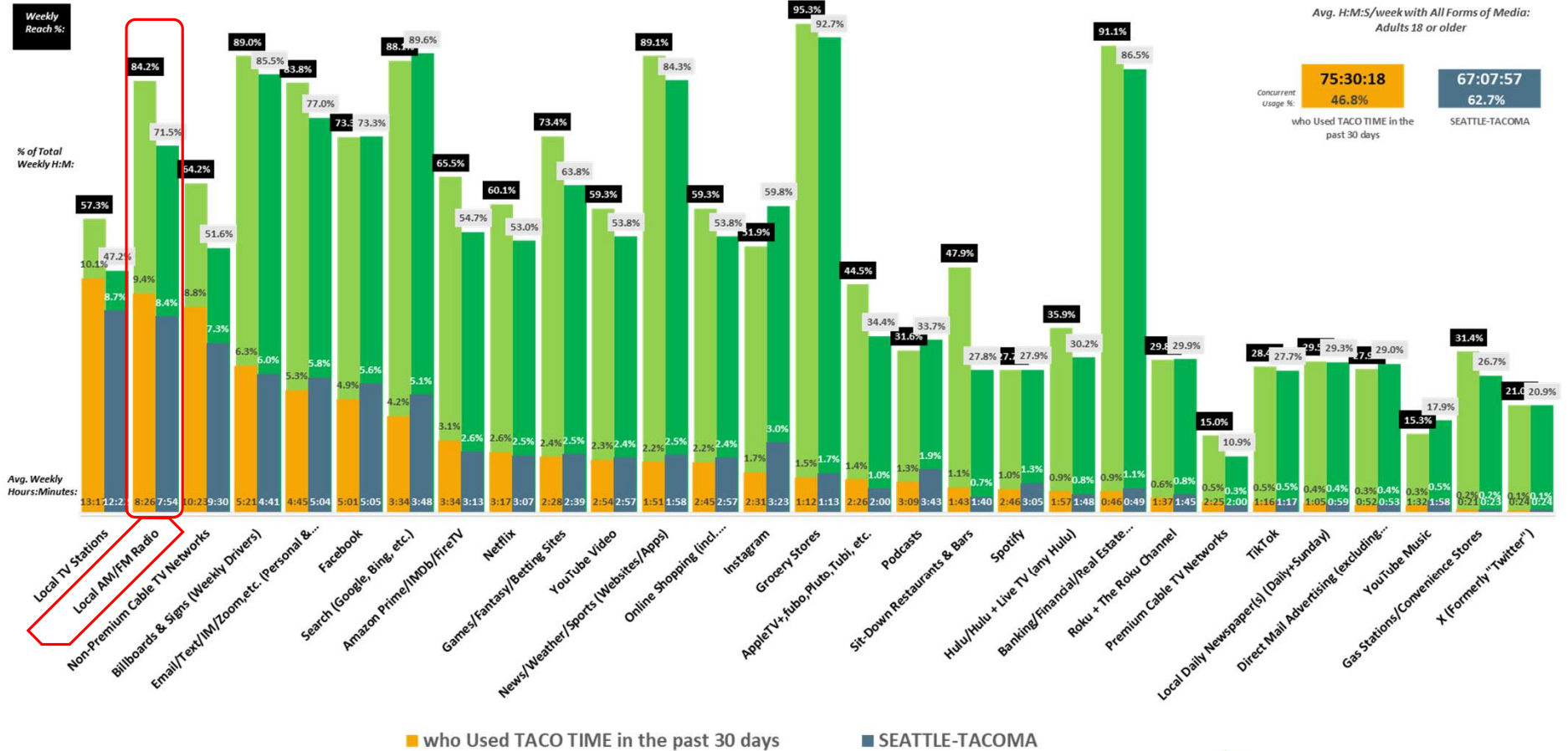


Adults 18 or older who Used MOD PIZZA in the past 30 days spend an average of 3 days, 6 hours, 21 minutes and 18 seconds each week with All Forms of Media.
 75.1% of Adults 18 or older who Used MOD PIZZA in the past 30 days spend an avg. of 7 hours and 29 minutes each week listening to all Local AM/FM Radio, representing 7.2% of total time spent with all forms of Media.





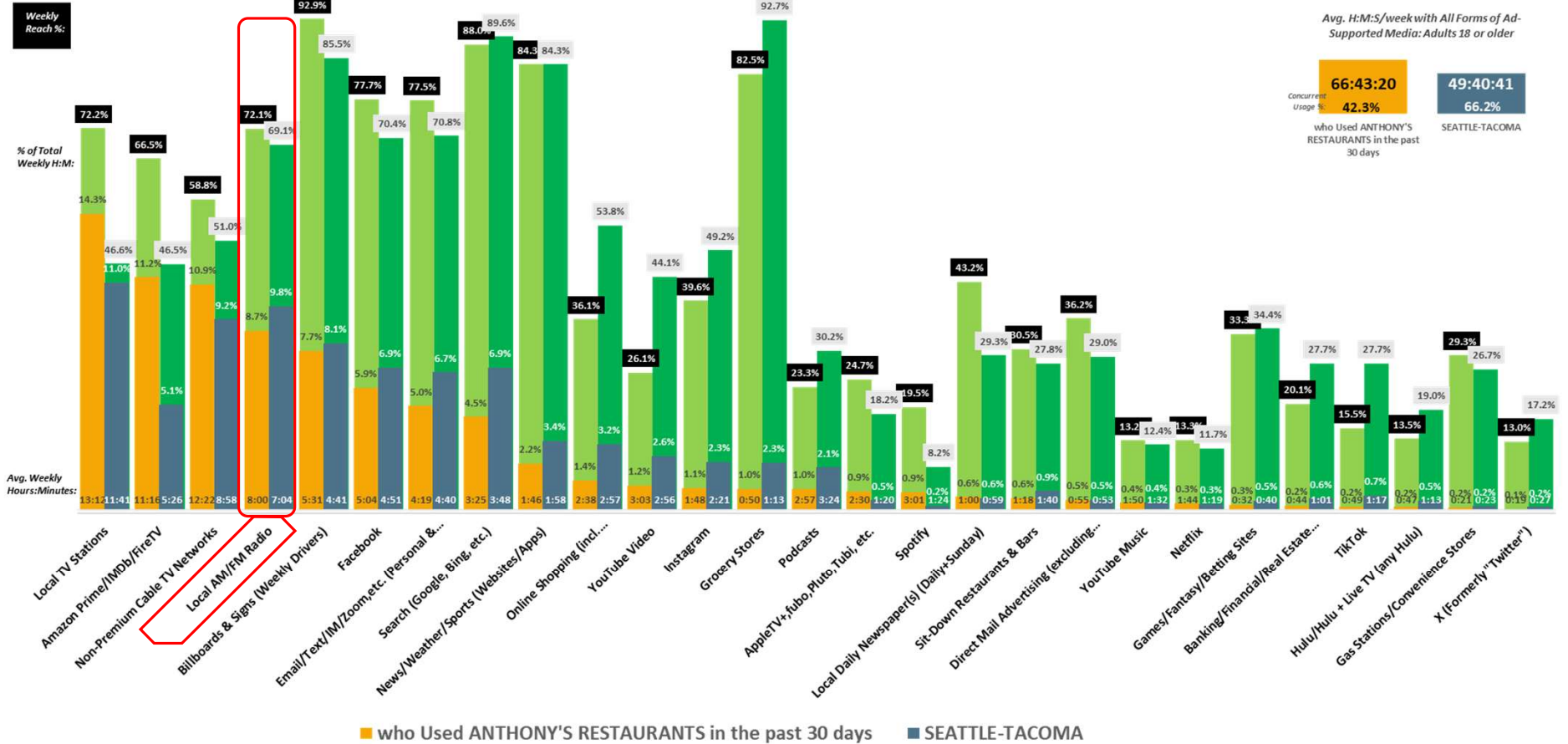
Adults 18 or older who Used TACO TIME in the past 30 days spend an average of 3 days, 3 hours, 30 minutes and 18 seconds each week with All Forms of Media.
 84.2% of Adults 18 or older who Used TACO TIME in the past 30 days spend an avg. of 8 hours and 26 minutes each week listening to All Local AM/FM Radio, representing 9.4% of total time spent with all forms of Media.





Adults 18 or older who Used ANTHONY'S RESTAURANTS in the past 30 days spend an average of 2 days, 18 hours, 43 minutes and 20 seconds each week with All Forms of Ad-Supported Media.

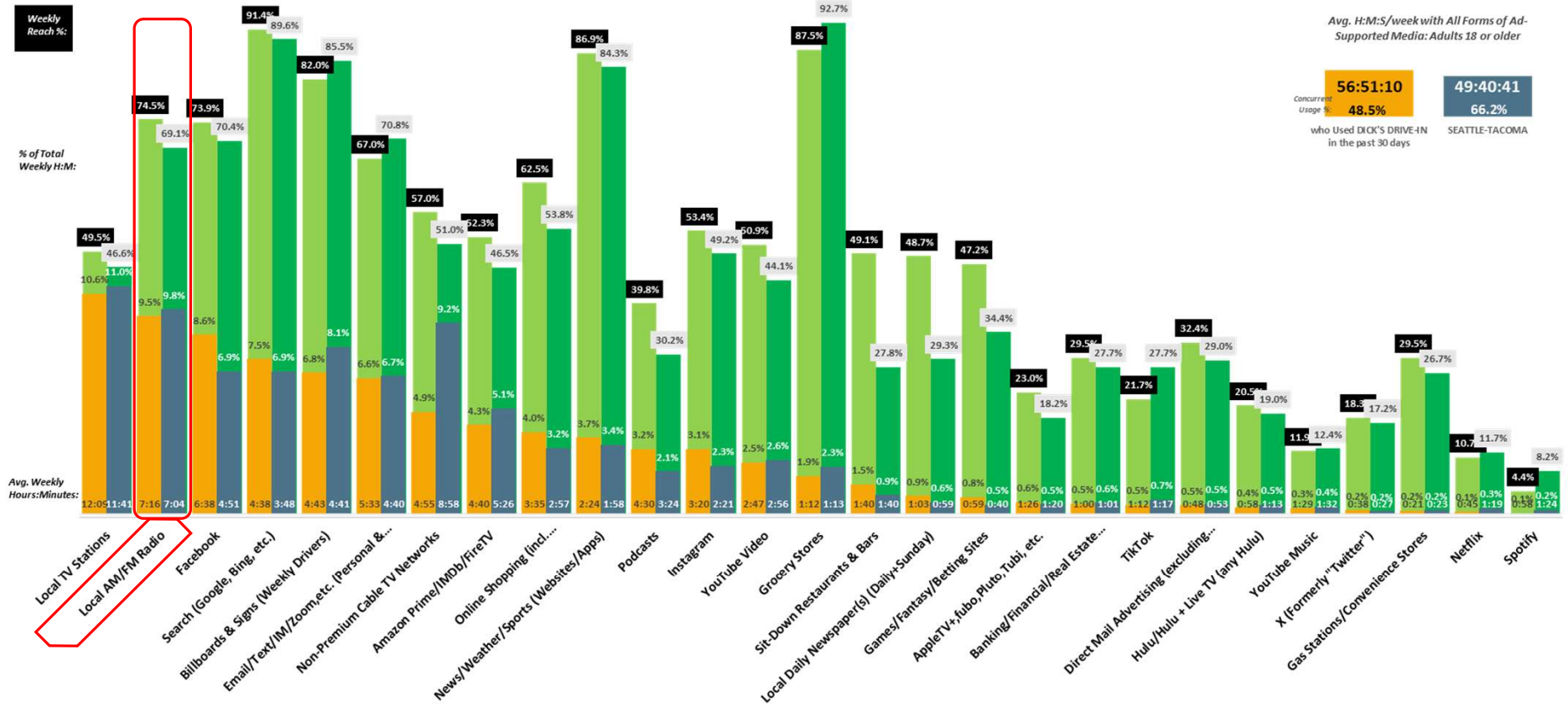
72.1% of Adults 18 or older who Used ANTHONY'S RESTAURANTS in the past 30 days spend an avg. of 8 hours and 0 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.7% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Used DICK'S DRIVE-IN in the past 30 days spend an average of 2 days, 8 hours, 51 minutes and 10 seconds each week with All Forms of Ad-Supported Media.

74.5% of Adults 18 or older who Used DICK'S DRIVE-IN in the past 30 days spend an avg. of 7 hours and 16 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.5% of total time spent with all forms of Ad-Supported Media.



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

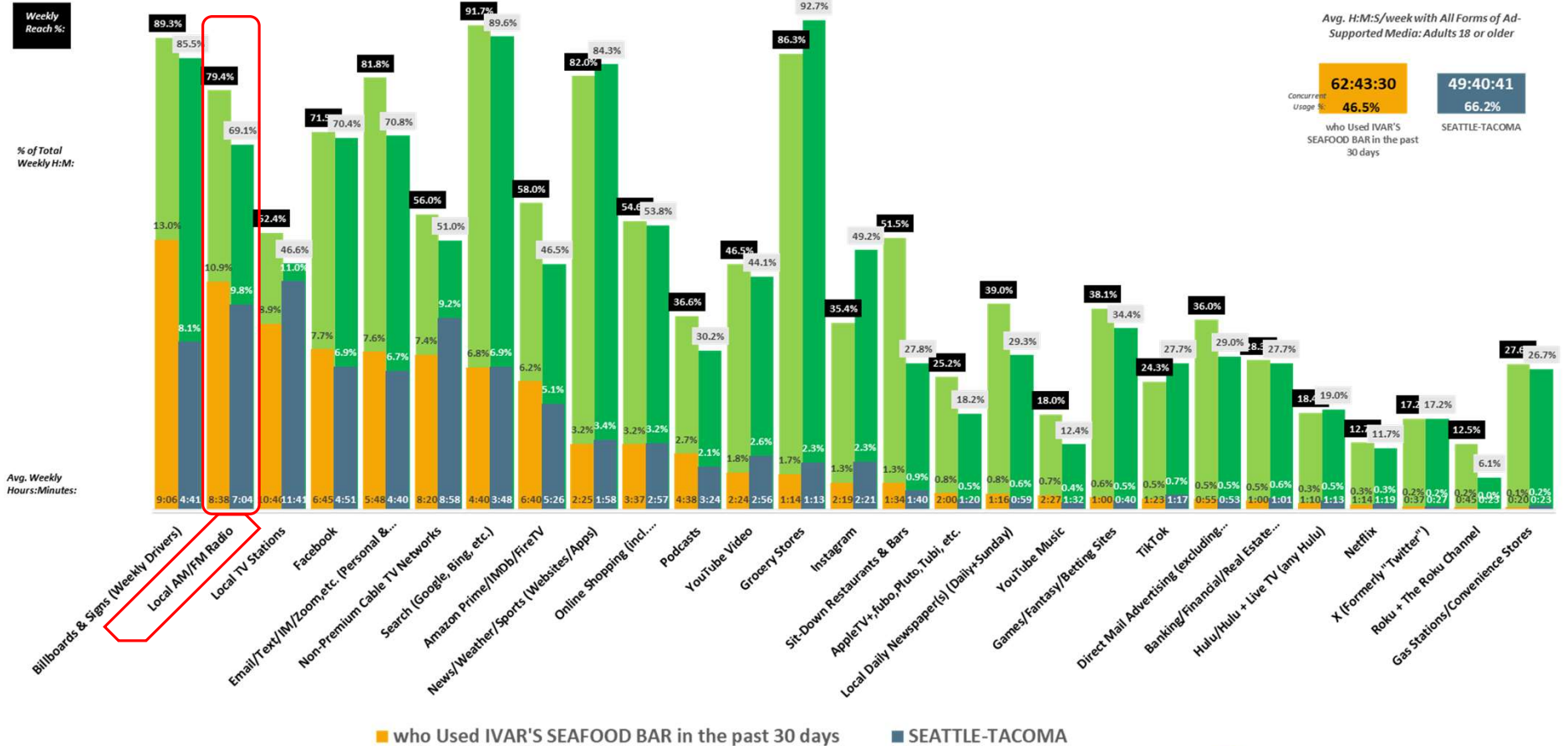
56:51:10
Concurrent Usage %
48.5%
who Used DICK'S DRIVE-IN in the past 30 days

49:40:41
66.2%
SEATTLE-TACOMA



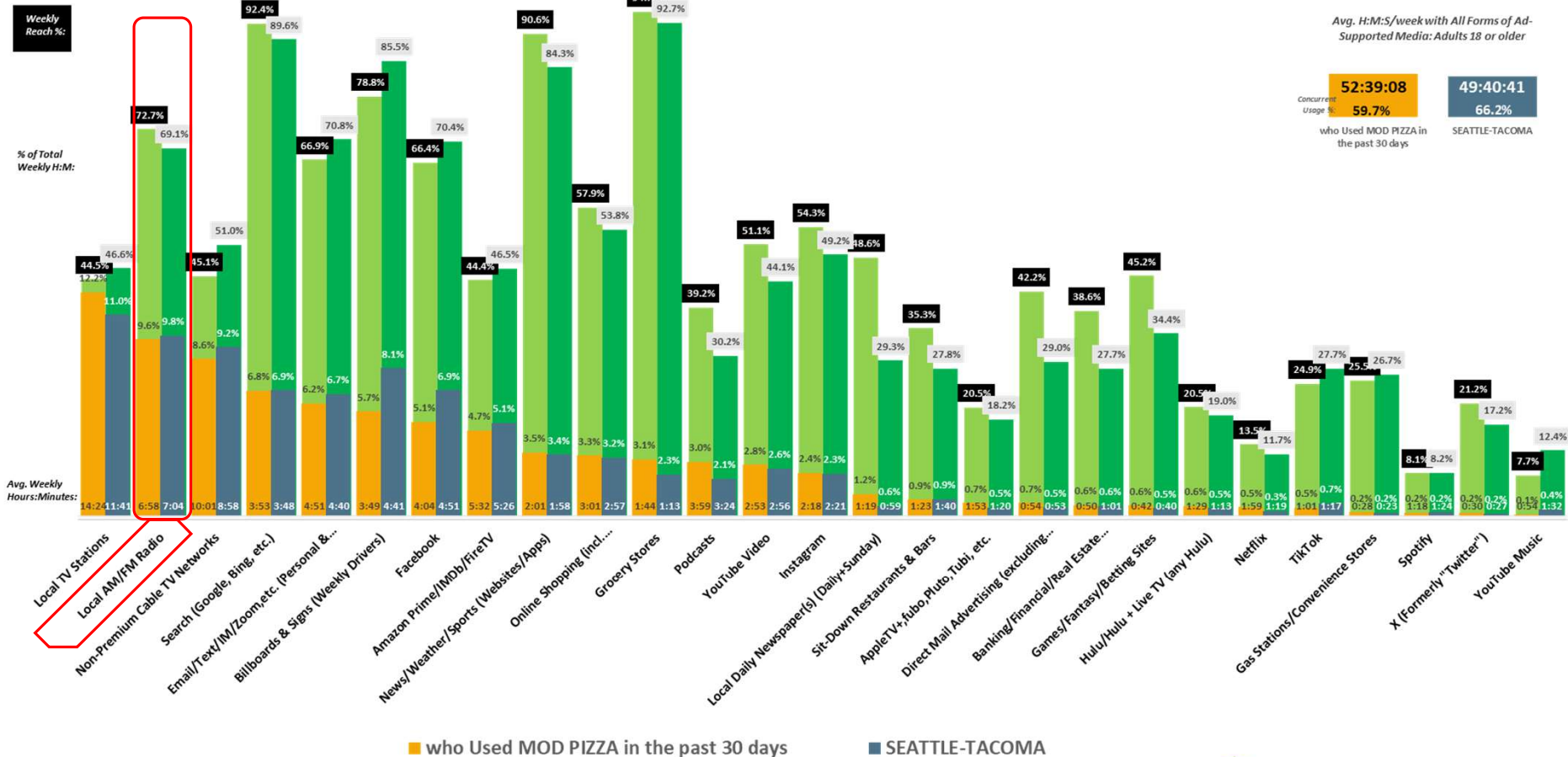
Adults 18 or older who Used IVAR'S SEAFOOD BAR in the past 30 days spend an average of 2 days, 14 hours, 43 minutes and 30 seconds each week with All Forms of Ad-Supported Media.

79.4% of Adults 18 or older who Used IVAR'S SEAFOOD BAR in the past 30 days spend an avg. of 8 hours and 38 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.9% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Used MOD PIZZA in the past 30 days spend an average of 2 days, 4 hours, 39 minutes and 8 seconds each week with All Forms of Ad-Supported Media.
 72.7% of Adults 18 or older who Used MOD PIZZA in the past 30 days spend an avg. of 6 hours and 58 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.6% of total time spent with all forms of Ad-Supported Media.

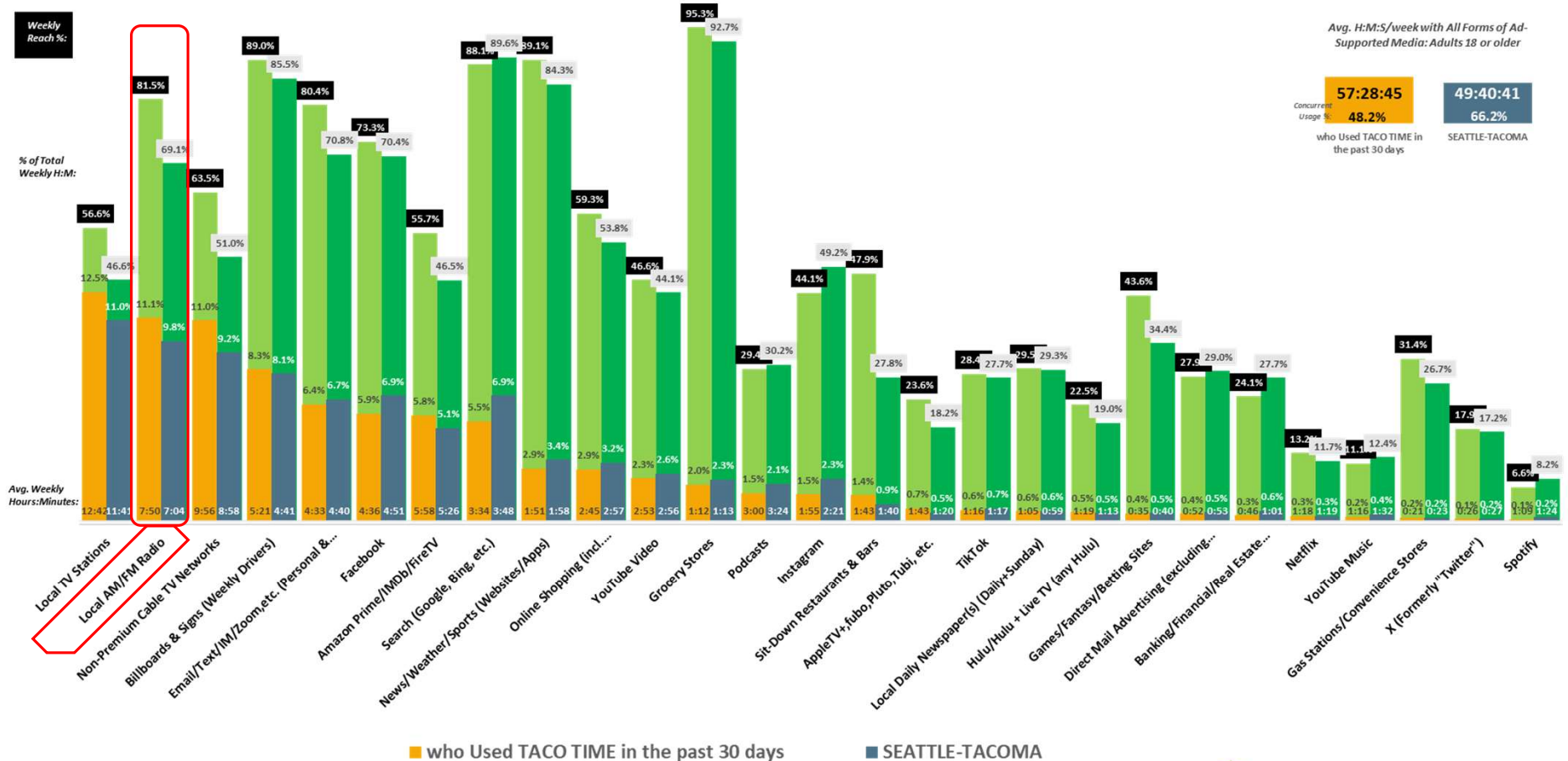


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

Concurrent Usage	52:39:08	49:40:41
who Used MOD PIZZA in the past 30 days	59.7%	66.2%



Adults 18 or older who Used TACO TIME in the past 30 days spend an average of 2 days, 9 hours, 28 minutes and 45 seconds each week with All Forms of Ad-Supported Media.
 81.5% of Adults 18 or older who Used TACO TIME in the past 30 days spend an avg. of 7 hours and 50 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.1% of total time spent with all forms of Ad-Supported Media.

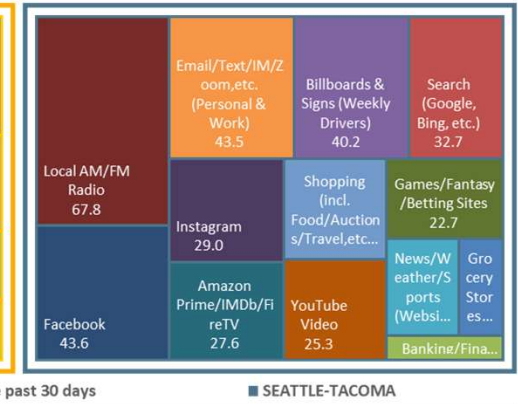
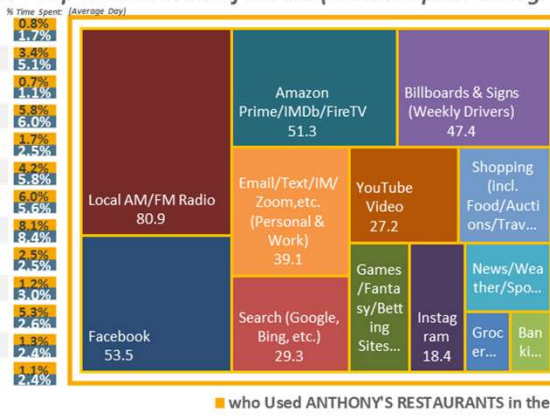
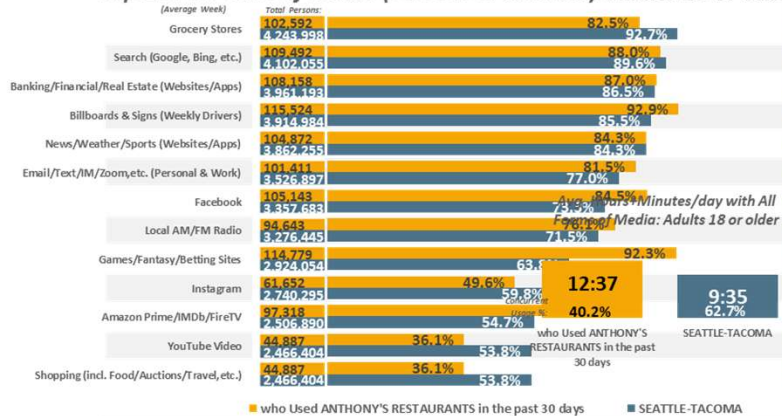




Adults 18 or older who Used ANTHONY'S RESTAURANTS in the past 30 days spend an average of 9 hours and 31 minutes each day with All Forms of Ad-Supported Media. 72.1% listen to Local AM/FM Radio for an avg. of 68.7 minutes/day. (Local Radio delivers 8.7% of Time with Ad-Supported Media.)

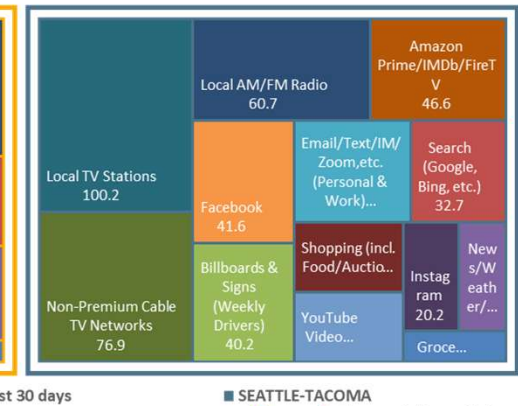
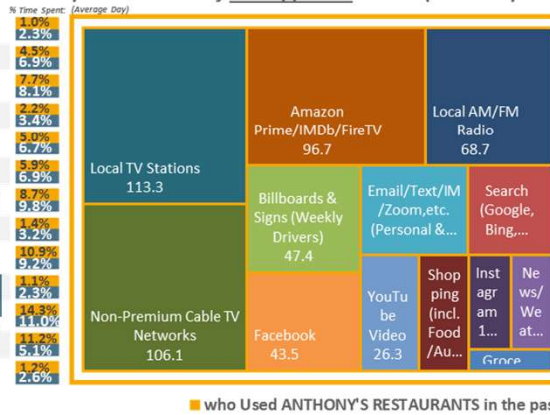
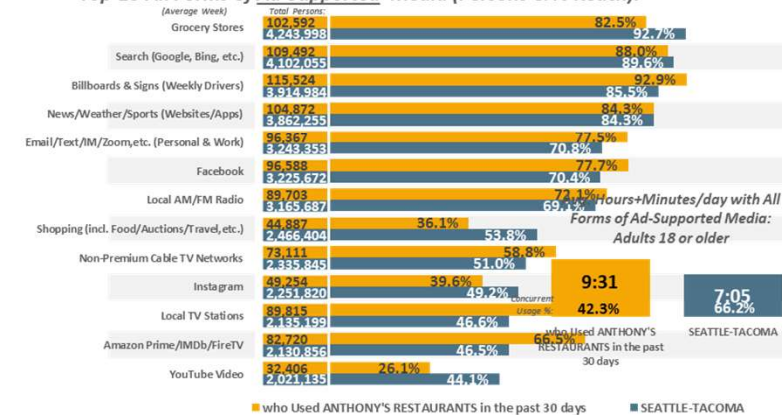
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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

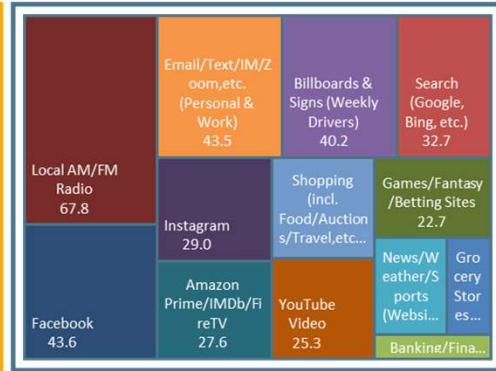
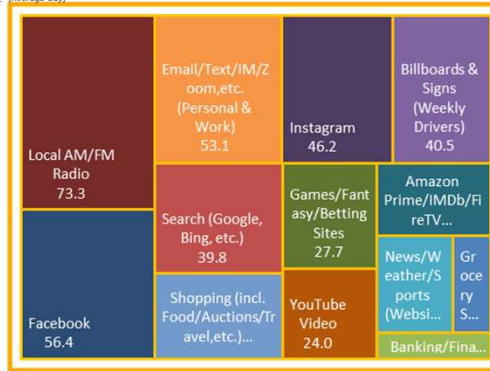
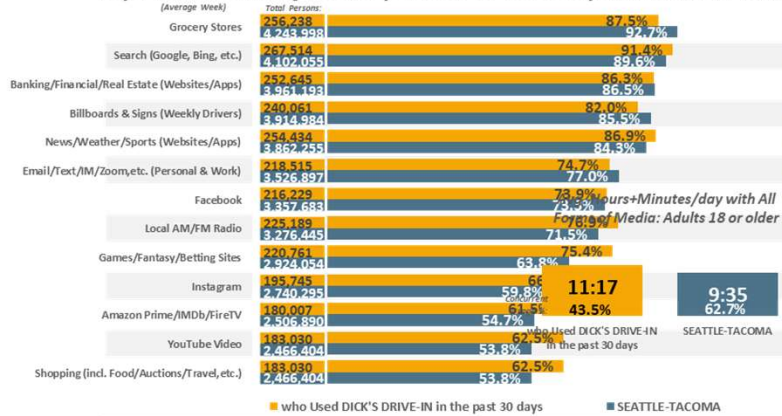




Adults 18 or older who Used DICK'S DRIVE-IN in the past 30 days spend an average of 8 hours and 7 minutes each day with All Forms of Ad-Supported Media. 74.5% listen to Local AM/FM Radio for an avg. of 62.4 minutes/day. (Local Radio delivers 9.5% of Time with Ad-Supported Media.)

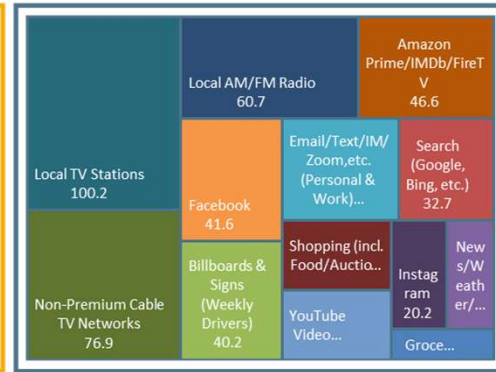
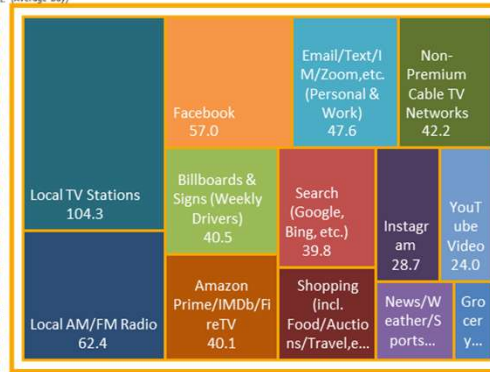
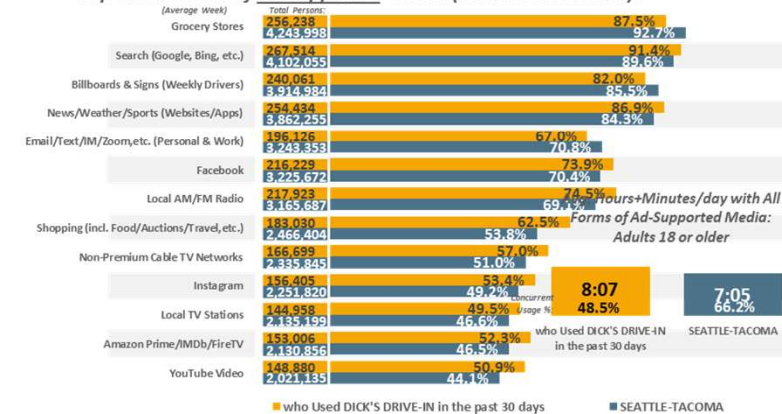
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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

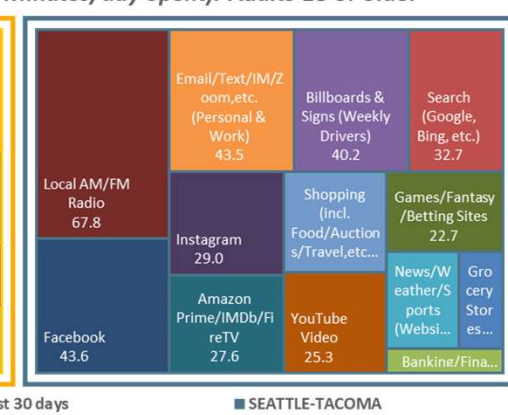
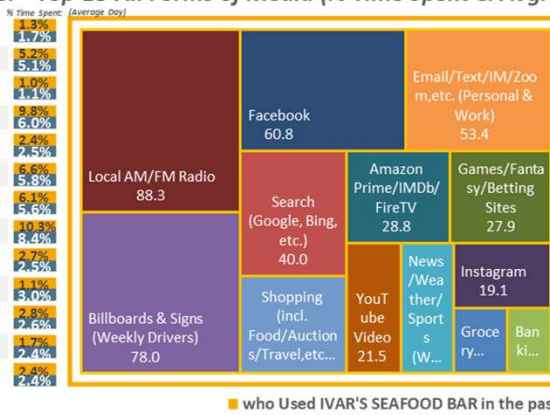
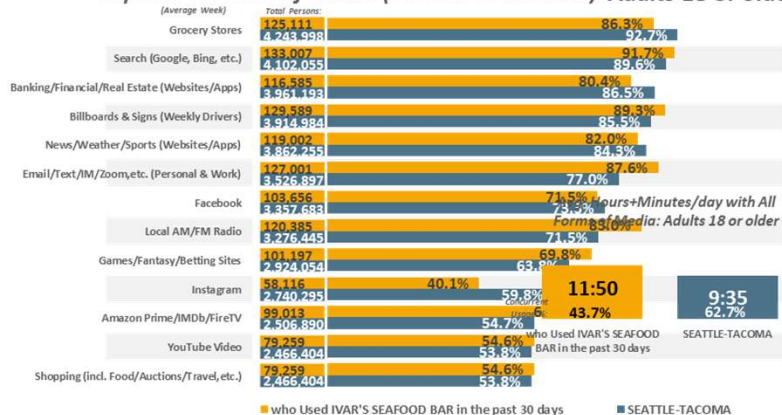
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



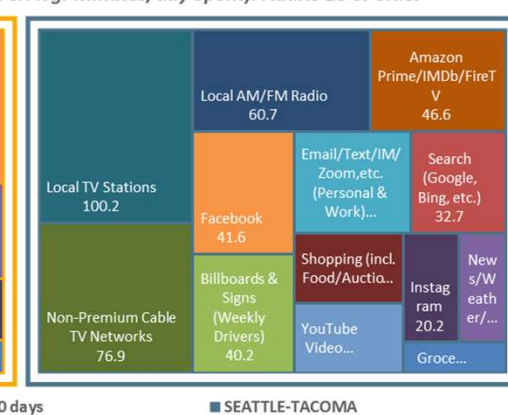
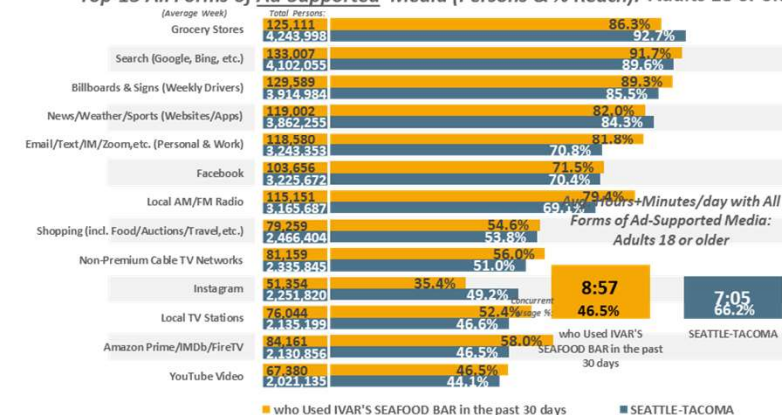


Adults 18 or older who Used IVAR'S SEAFOOD BAR in the past 30 days spend an average of 8 hours and 57 minutes each day with All Forms of Ad-Supported Media. 79.4% listen to Local AM/FM Radio for an avg. of 74. minutes/day. (Local Radio delivers 10.9% of Time with Ad-Supported Media.)

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



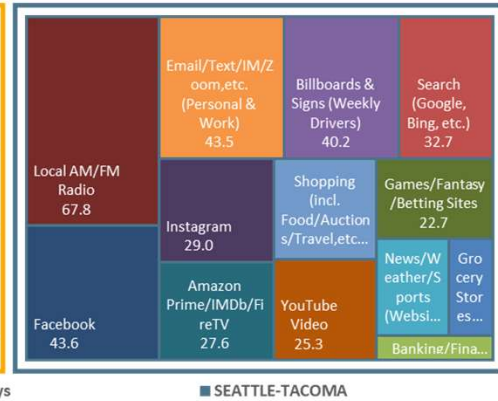
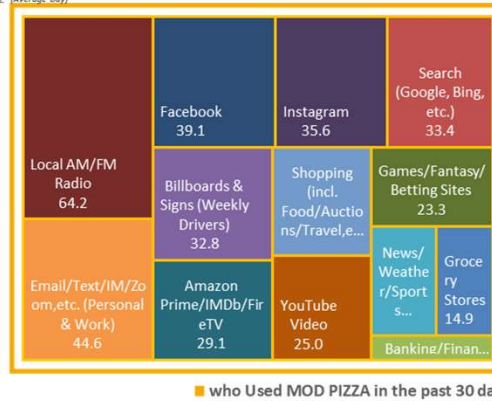
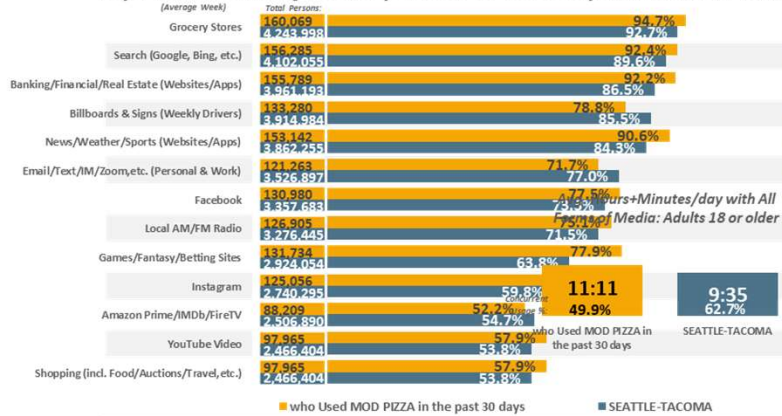
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



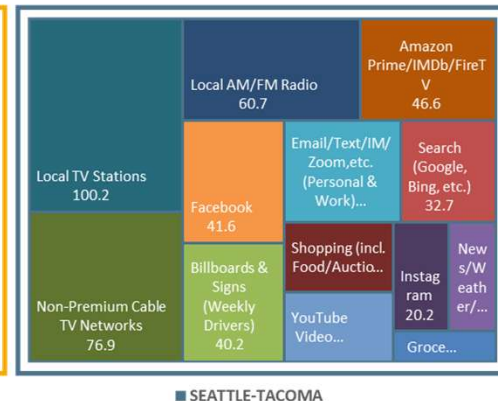
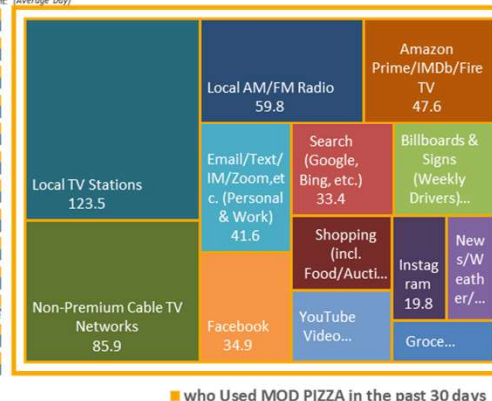
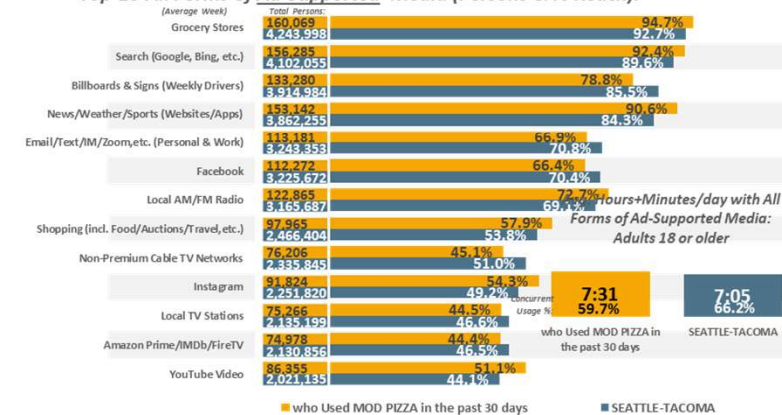


Adults 18 or older who Used MOD PIZZA in the past 30 days spend an average of 7 hours and 31 minutes each day with All Forms of Ad-Supported Media. 72.7% listen to Local AM/FM Radio for an avg. of 59.8 minutes/day. (Local Radio delivers 9.6% of Time with Ad-Supported Media.)

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



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



SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 160
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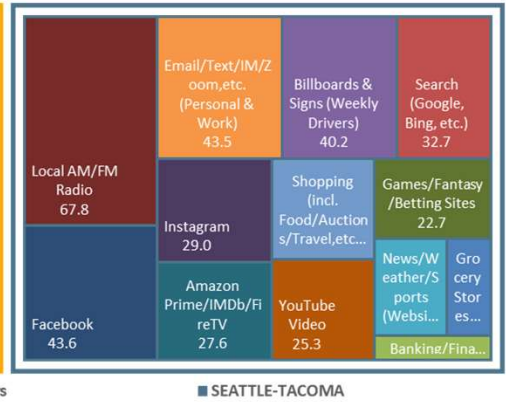
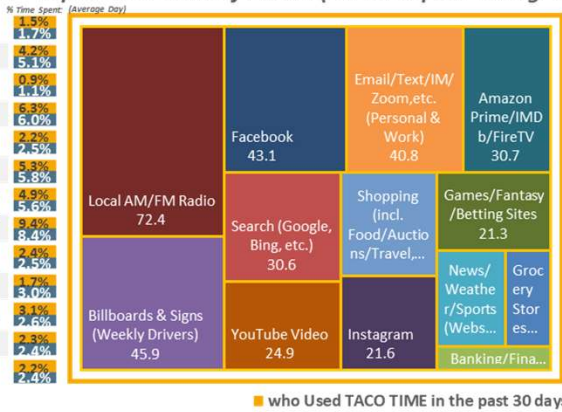
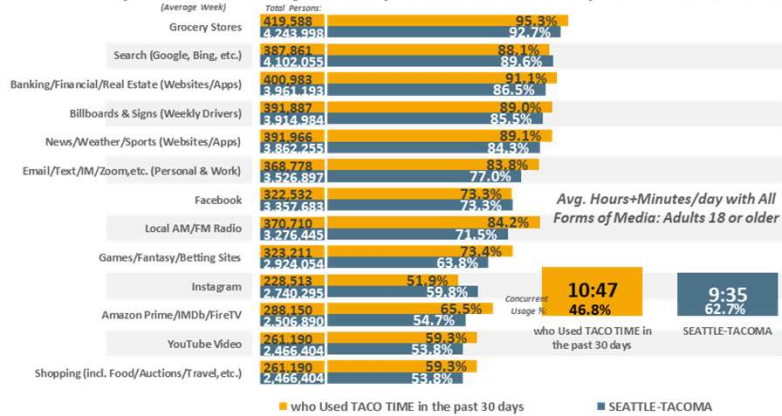
soefa.ai Share of Everything for Anything

Sit-down restaurants used past 30 days: MOD Pizza

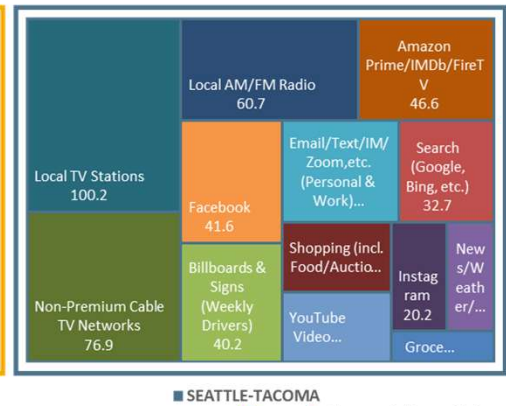
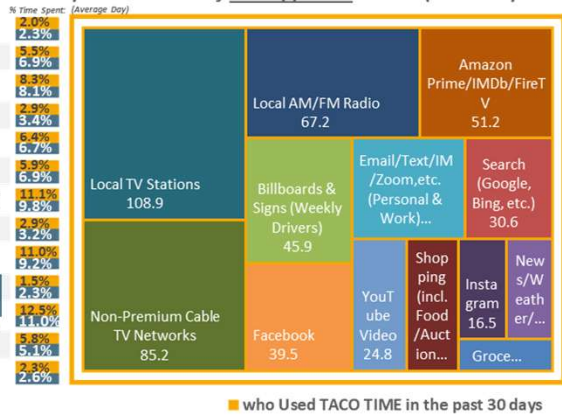
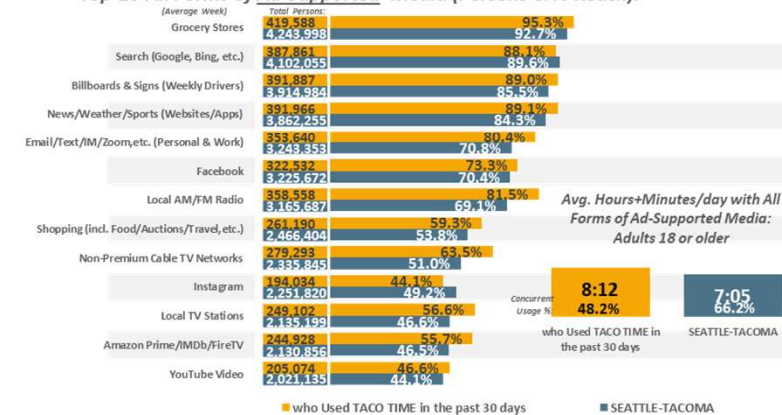


Adults 18 or older who Used TACO TIME in the past 30 days spend an average of 8 hours and 12 minutes each day with All Forms of Ad-Supported Media. 81.5% listen to Local AM/FM Radio for an avg. of 67.2 minutes/day. *(Local Radio delivers 11.1% of Time with Ad-Supported Media.)*

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**



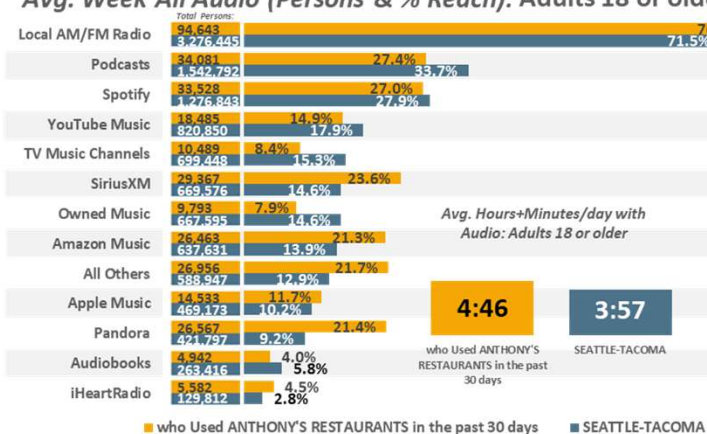
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



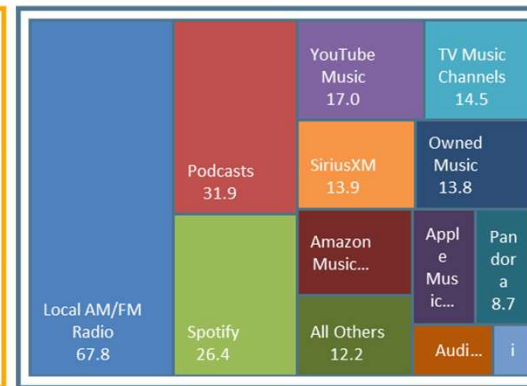
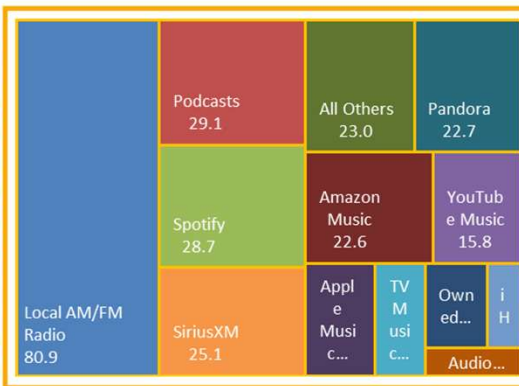


89,703 or 72.1% of Adults 18 or older who Used ANTHONY'S RESTAURANTS in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 68.7 minutes every day representing 31.3% of all time spent daily with Ad-Supported Audio.

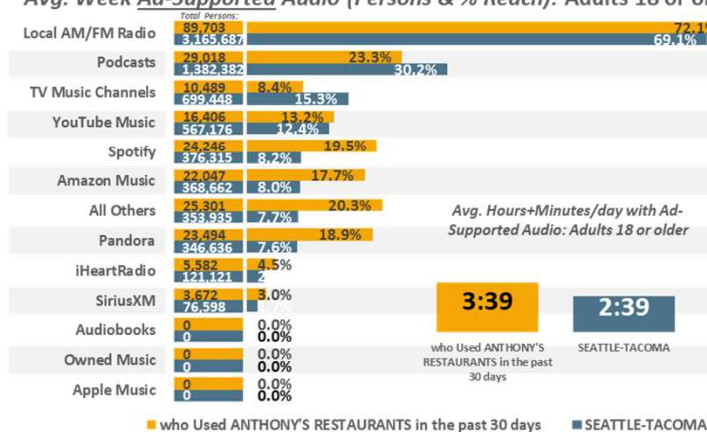
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



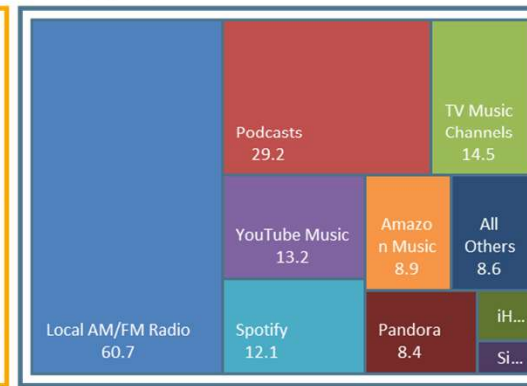
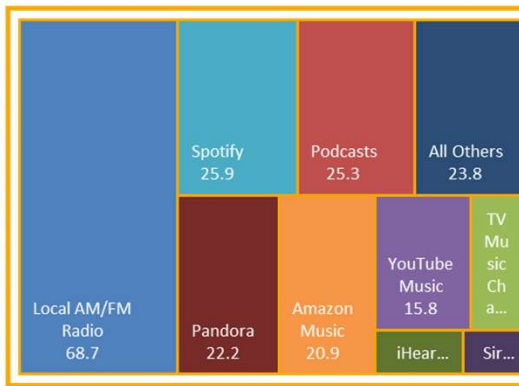
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



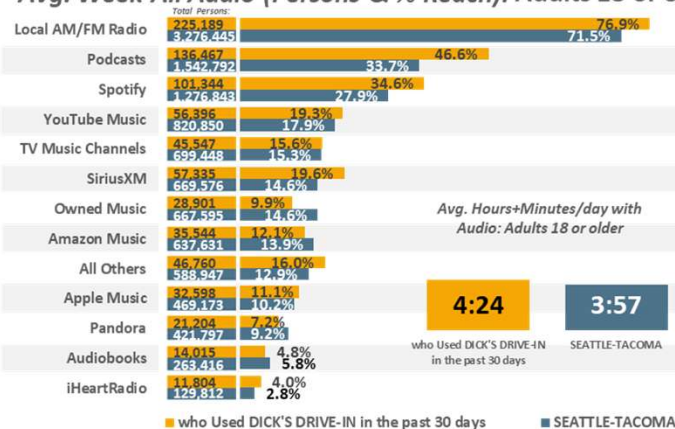
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



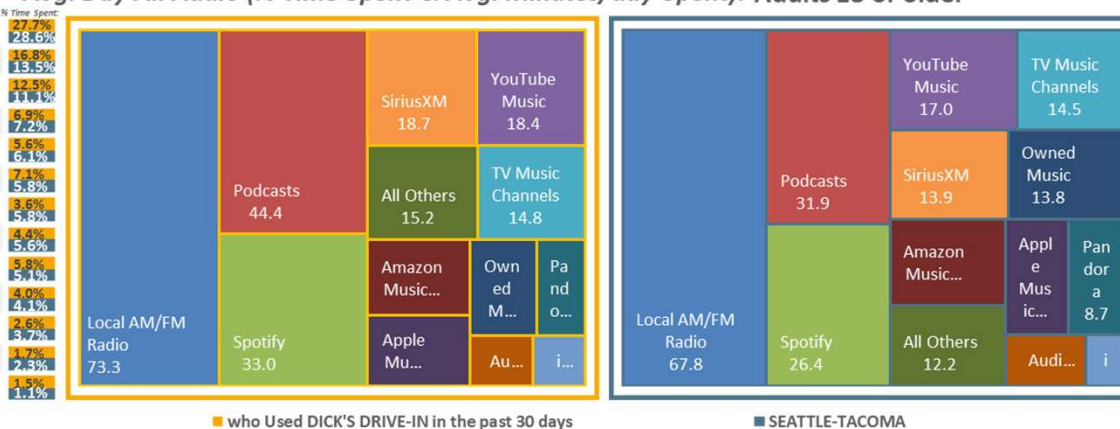


217,923 or 74.5% of Adults 18 or older who Used DICK'S DRIVE-IN in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 62.4 minutes every day representing 37.3% of all time spent daily with Ad-Supported Audio.

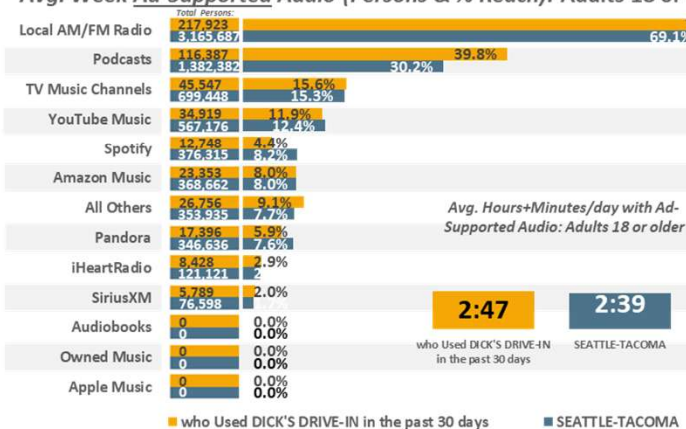
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



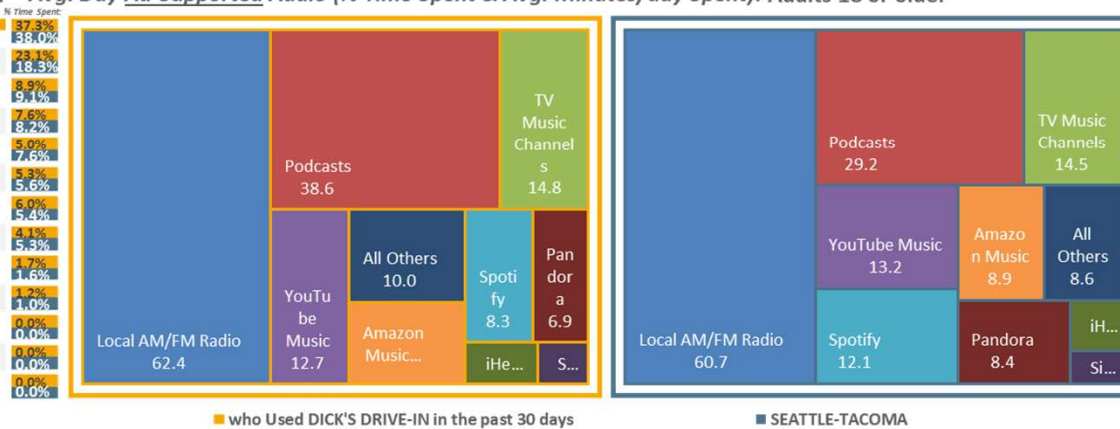
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



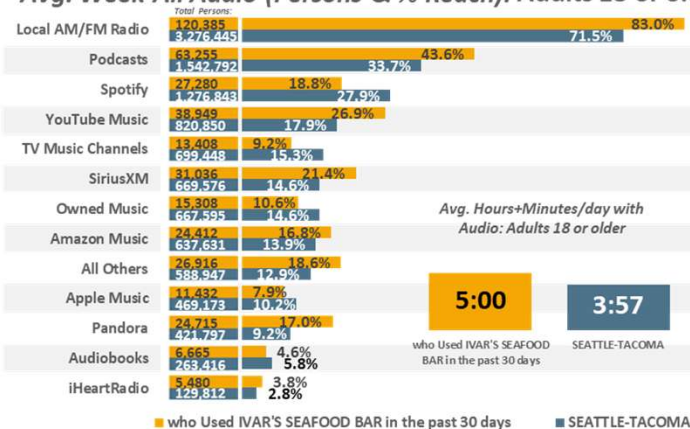
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



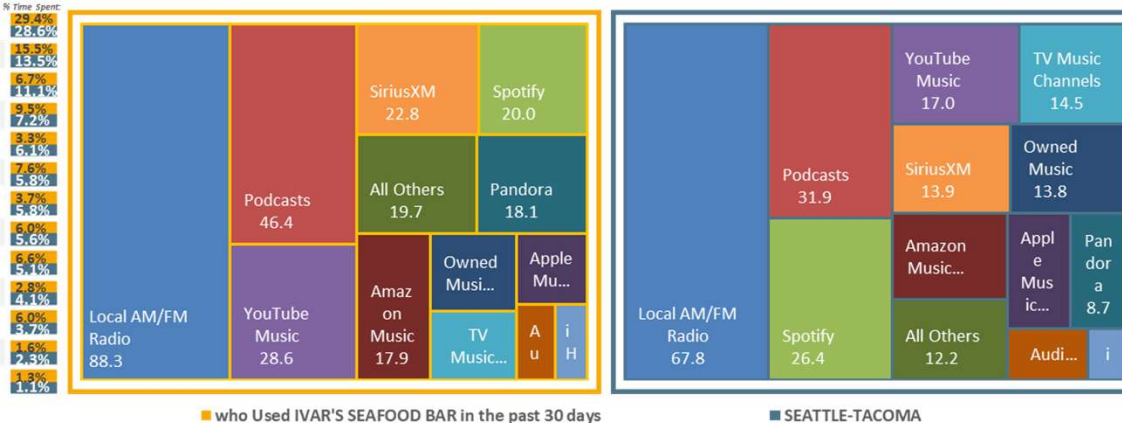


115,151 or 79.4% of Adults 18 or older who Used IVAR'S SEAFOOD BAR in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 74. minutes every day representing 35.9% of all time spent daily with Ad-Supported Audio.

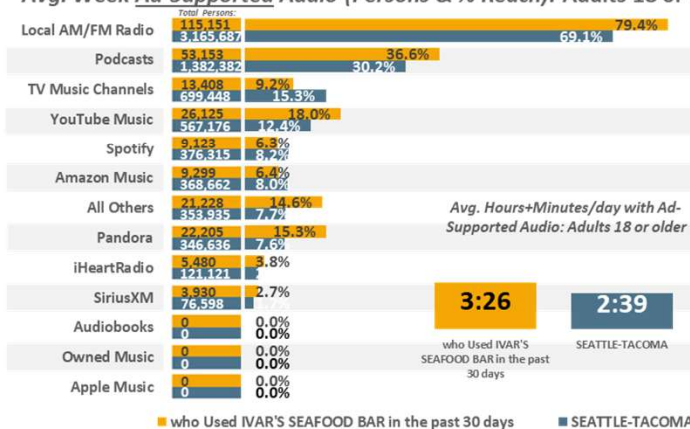
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



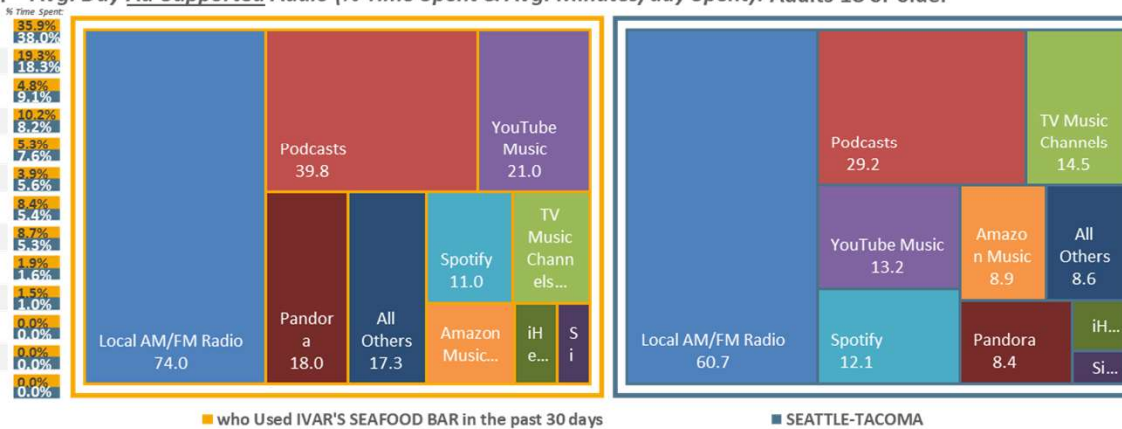
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



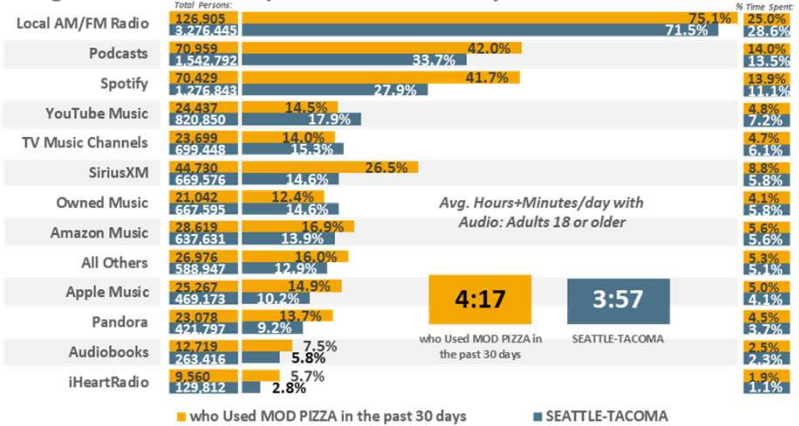
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



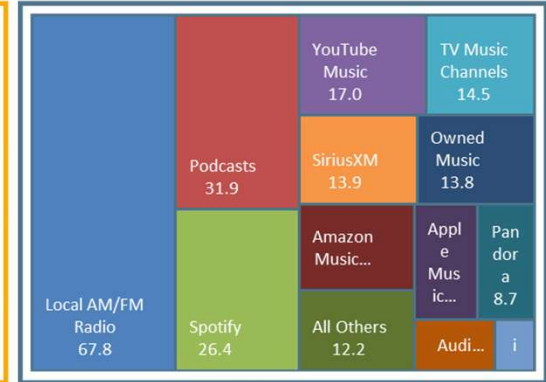
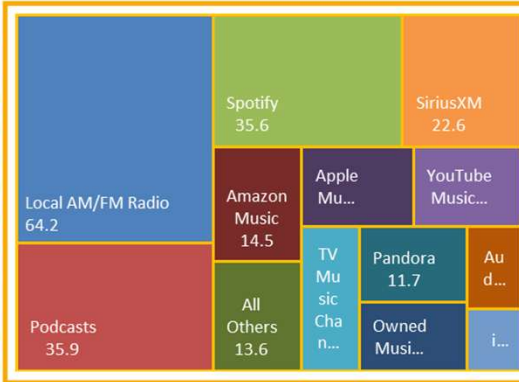


122,865 or 72.7% of Adults 18 or older who Used MOD PIZZA in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 59.8 minutes every day representing 36.8% of all time spent daily with Ad-Supported Audio.

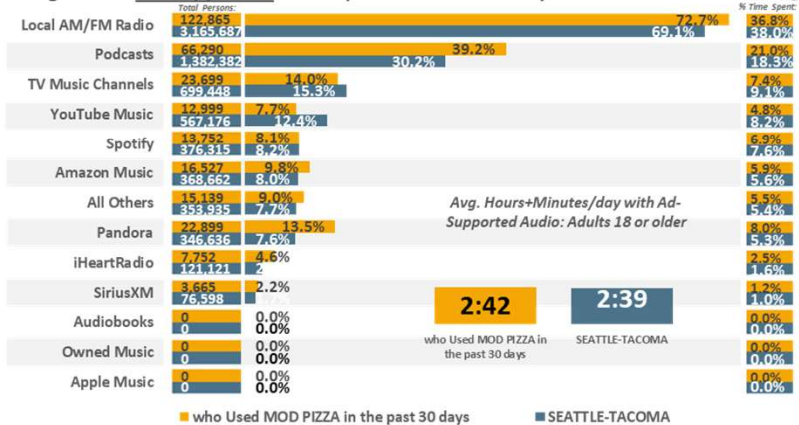
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



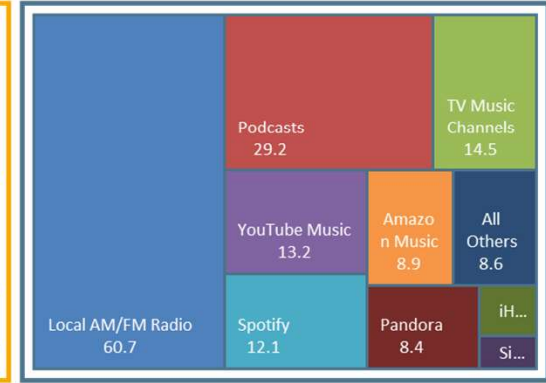
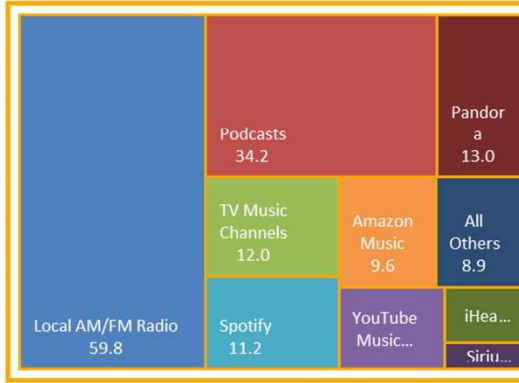
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



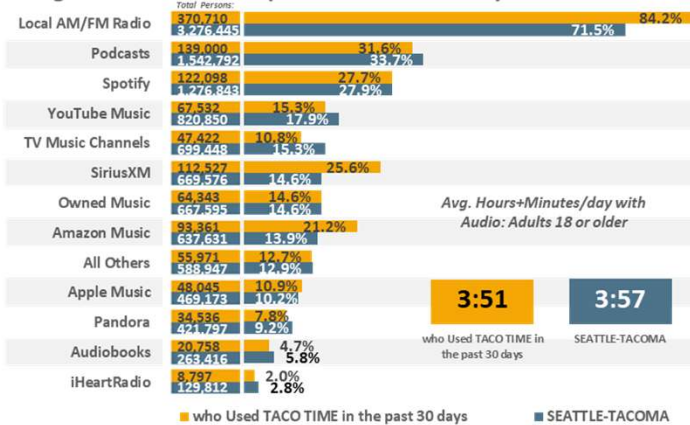
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



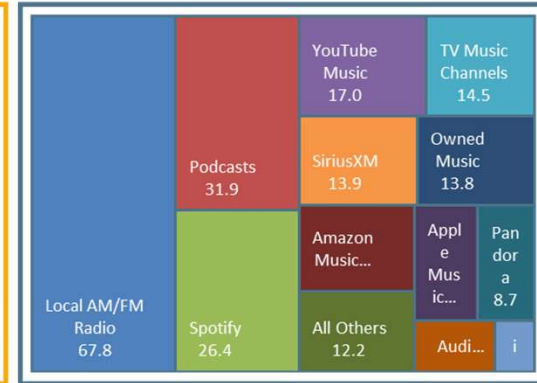
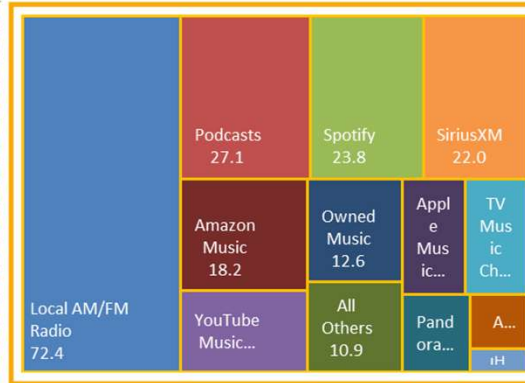


358,558 or 81.5% of Adults 18 or older who Used TACO TIME in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 67.2 minutes every day representing 43.8% of all time spent daily with Ad-Supported Audio.

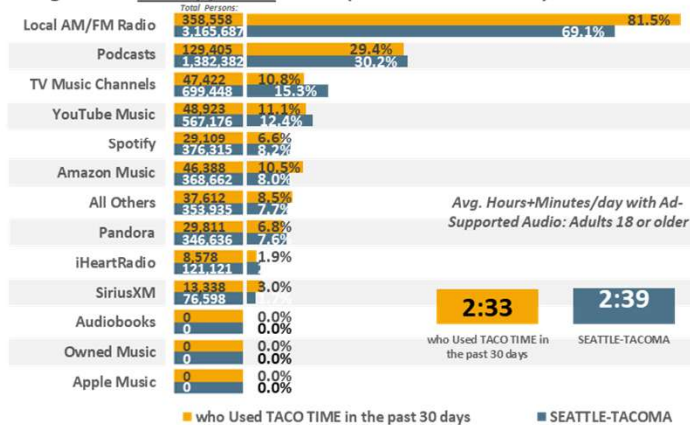
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



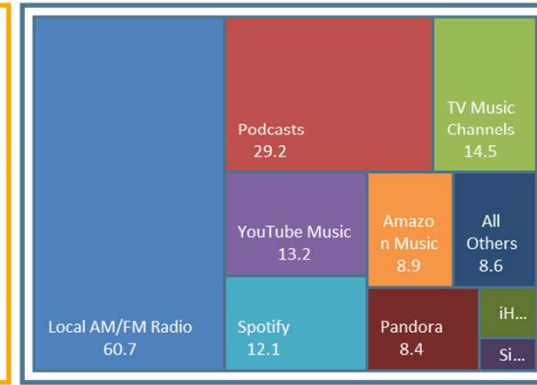
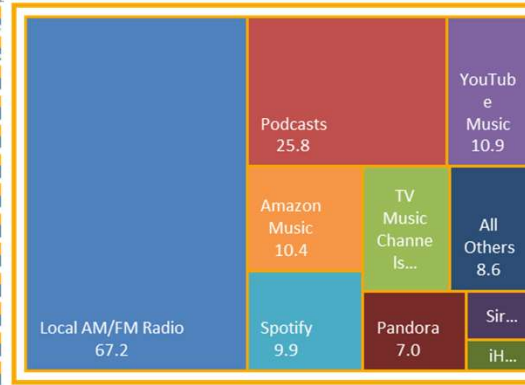
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



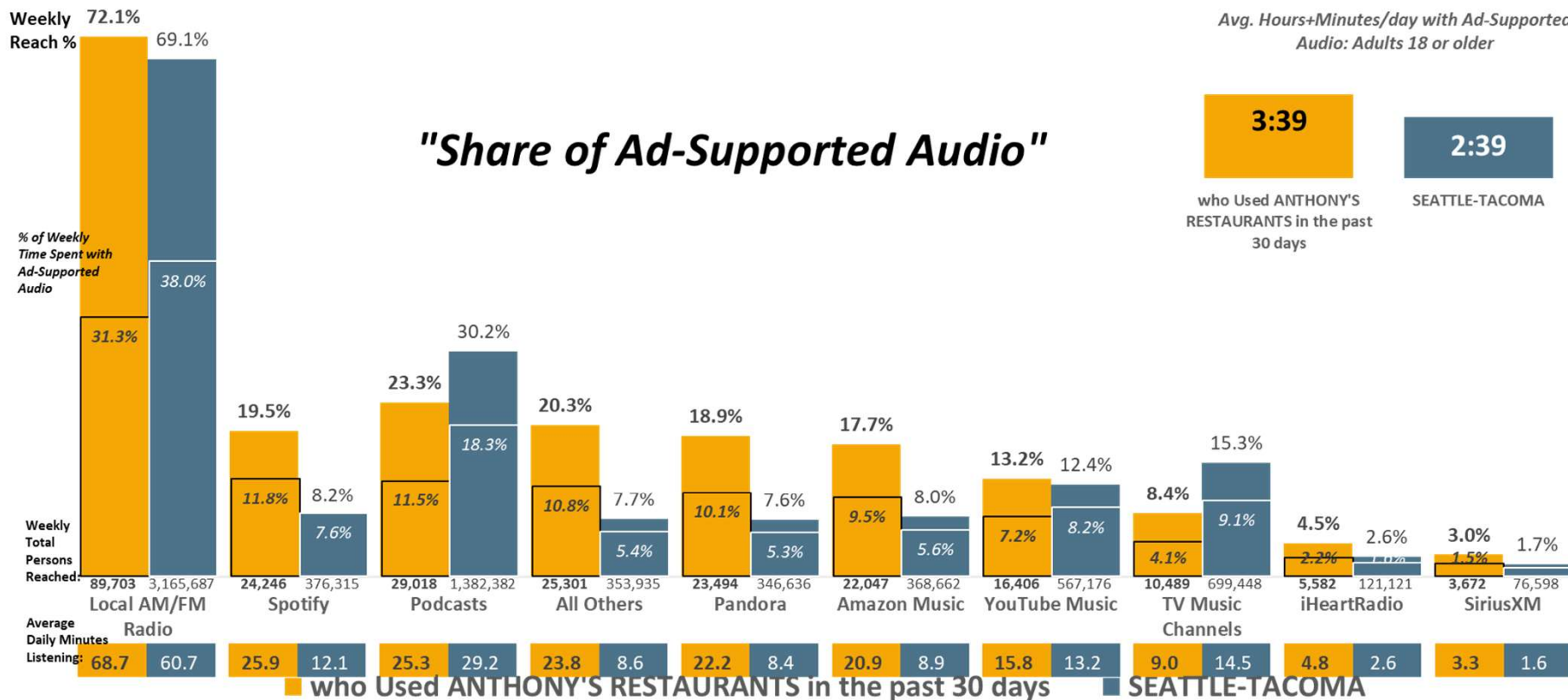
SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 380
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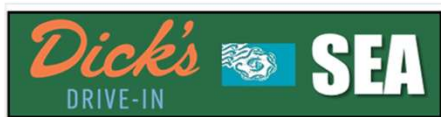
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Quick service restaurants used past 30 days: Taco Time

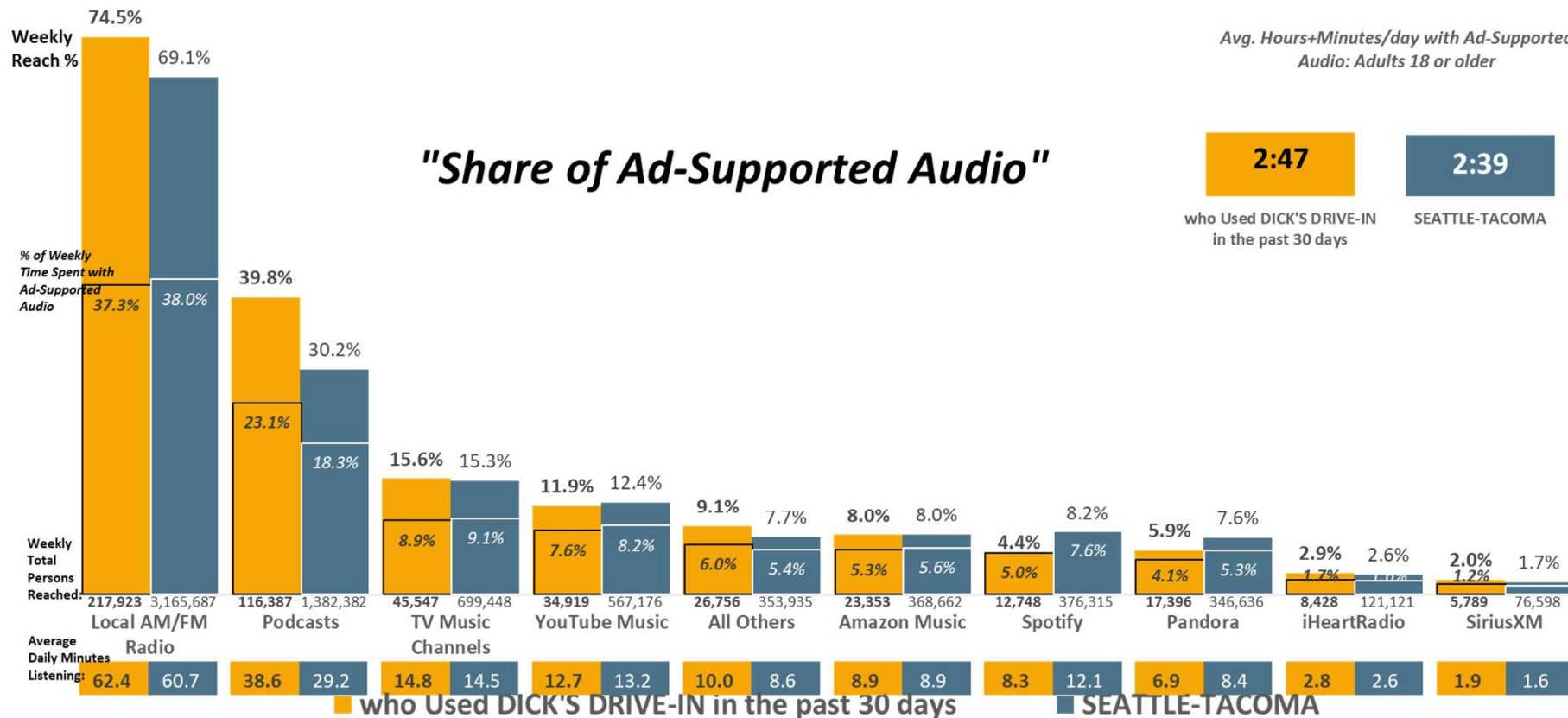


89,703 or 72.1% of Adults 18 or older who Used ANTHONY'S RESTAURANTS in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 68.7 minutes every day representing 31.3% of all time spent daily with Ad-Supported Audio.



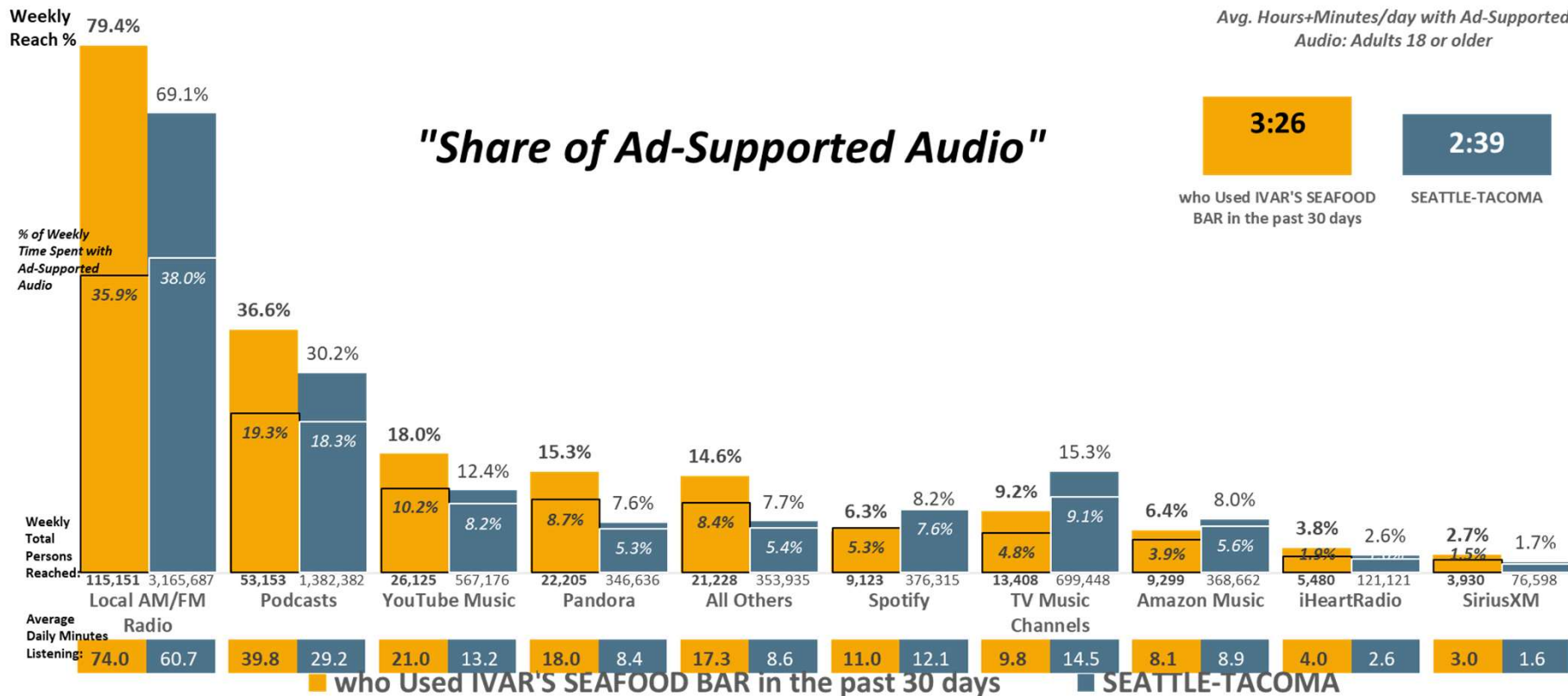


217,923 or 74.5% of Adults 18 or older who Used DICK'S DRIVE-IN in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 62.4 minutes every day representing 37.3% of all time spent daily with Ad-Supported Audio.



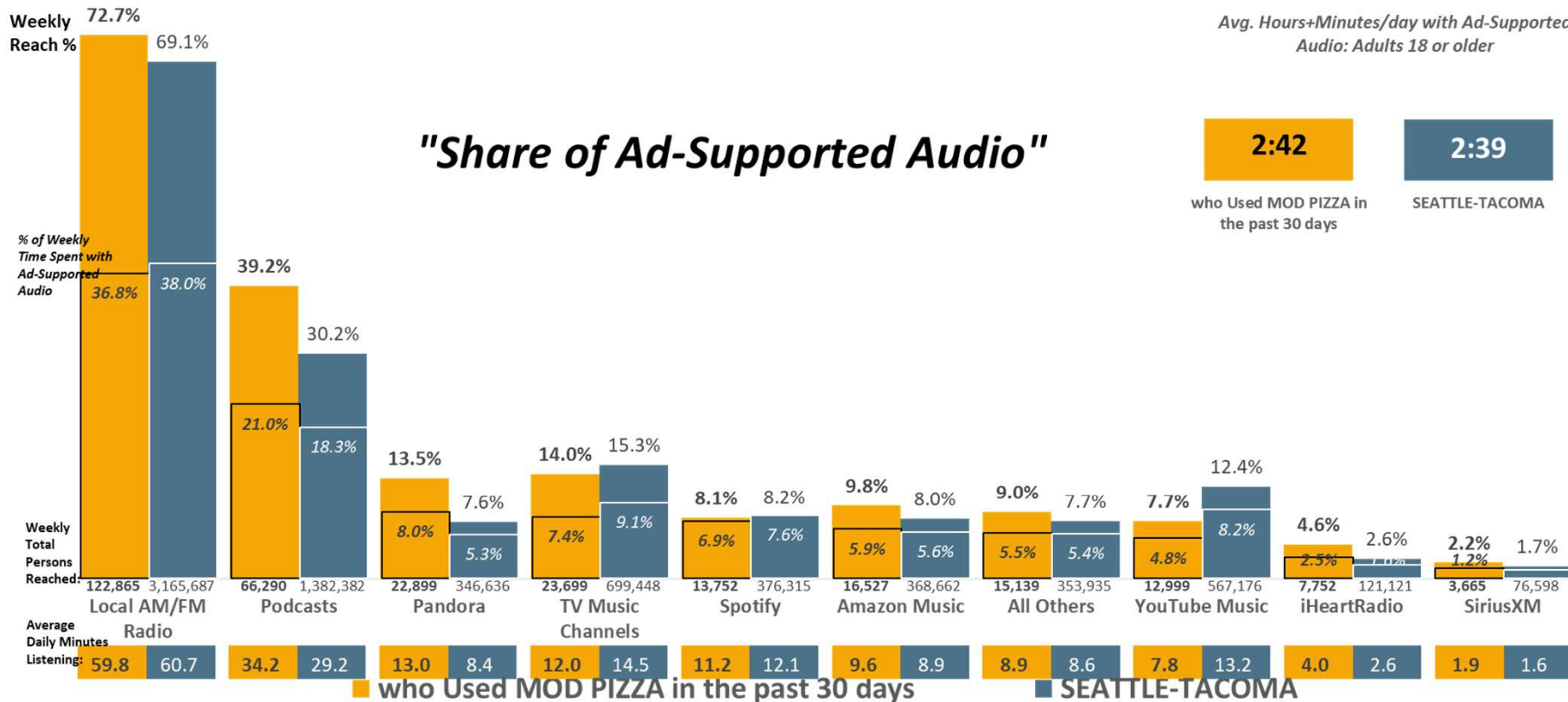


115,151 or 79.4% of Adults 18 or older who Used IVAR'S SEAFOOD BAR in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 74. minutes every day representing 35.9% of all time spent daily with Ad-Supported Audio.



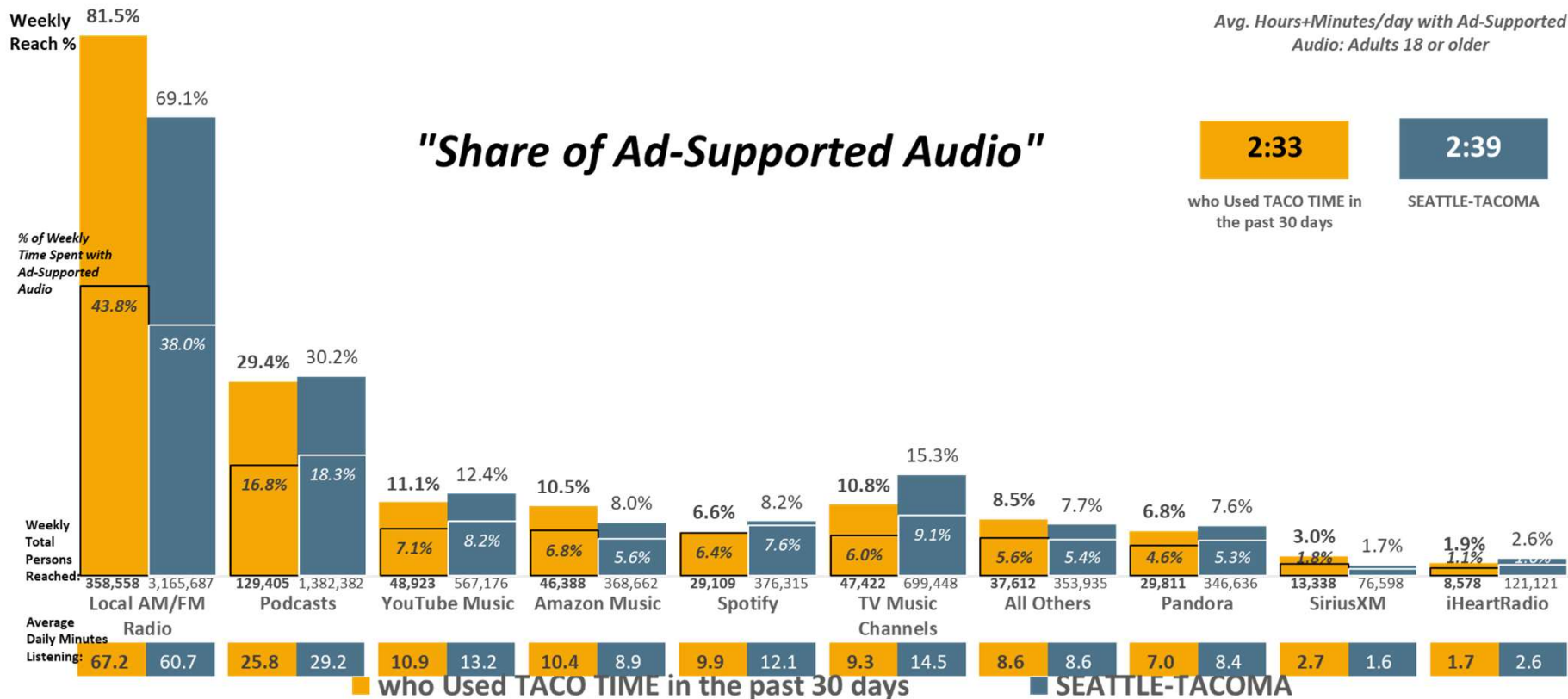


122,865 or 72.7% of Adults 18 or older who Used MOD PIZZA in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 59.8 minutes every day representing 36.8% of all time spent daily with Ad-Supported Audio.





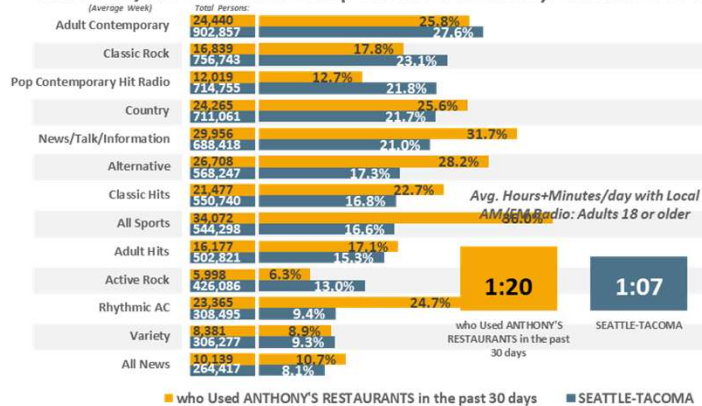
358,558 or 81.5% of Adults 18 or older who Used TACO TIME in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 67.2 minutes every day representing 43.8% of all time spent daily with Ad-Supported Audio.



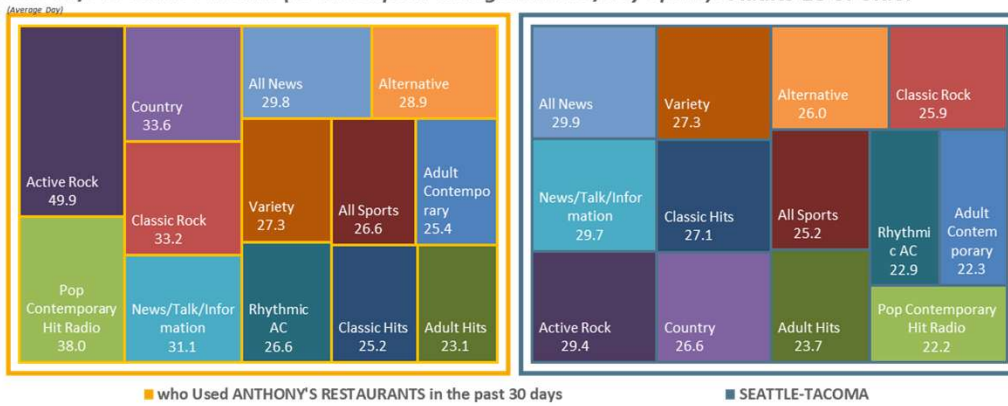


89,703 or 72.1% of Adults 18 or older who Used ANTHONY'S RESTAURANTS in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All Sports, Alternative, Adult Contemporary, Country, and Rhythmic AC.

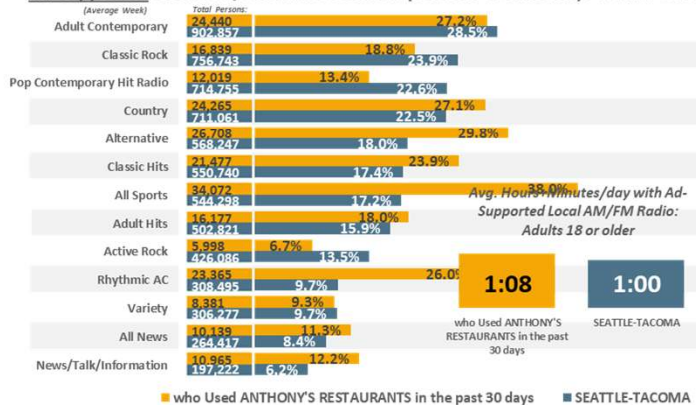
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



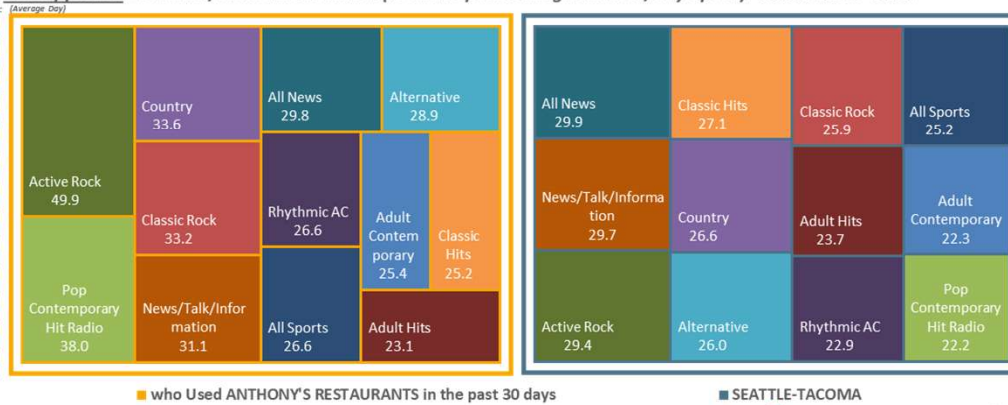
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



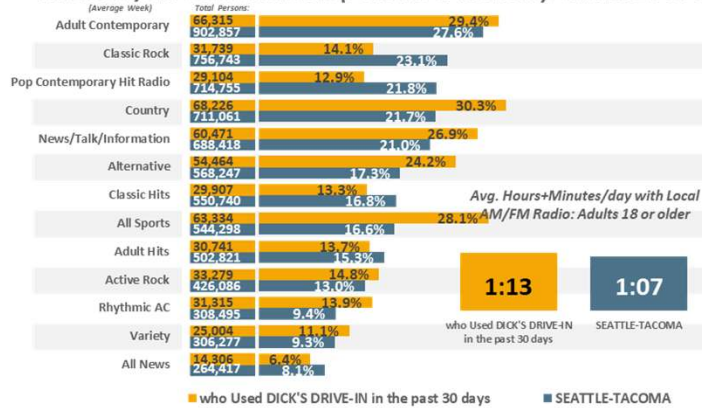
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



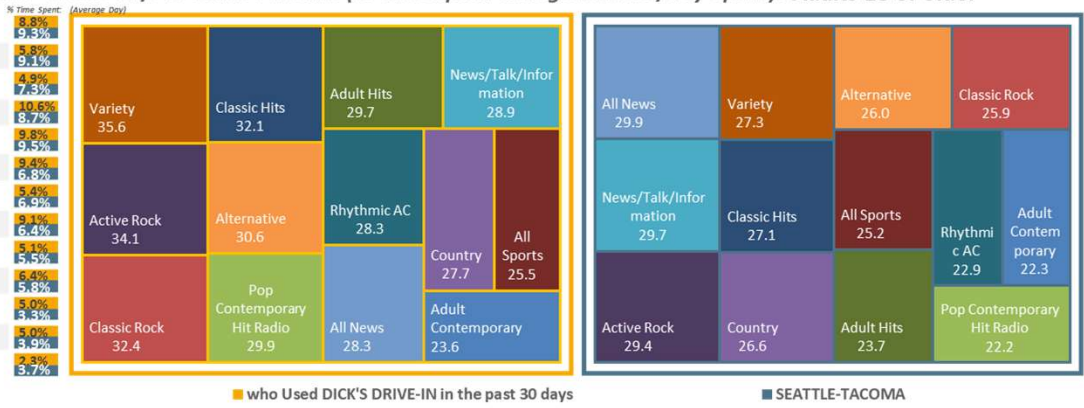


217,923 or 74.5% of Adults 18 or older who Used DICK'S DRIVE-IN in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, All Sports, Alternative, and Active Rock.

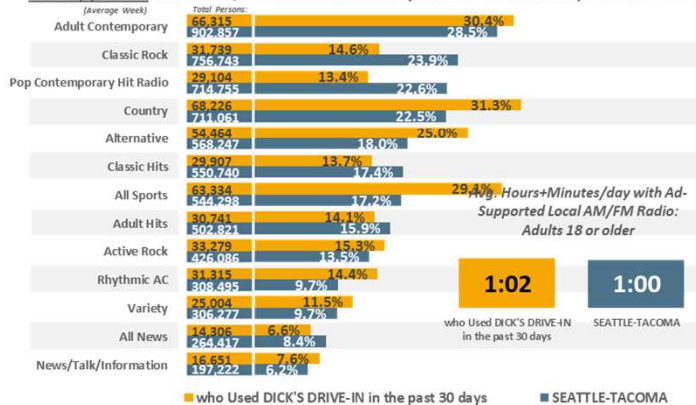
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



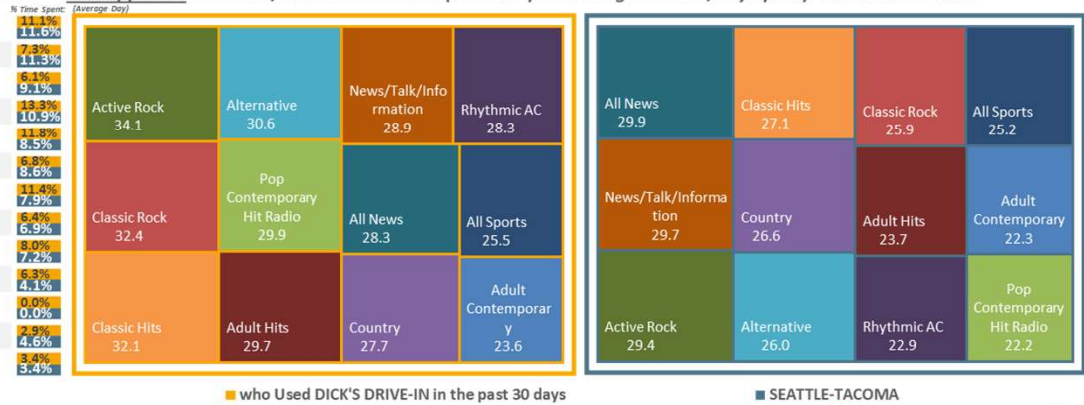
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



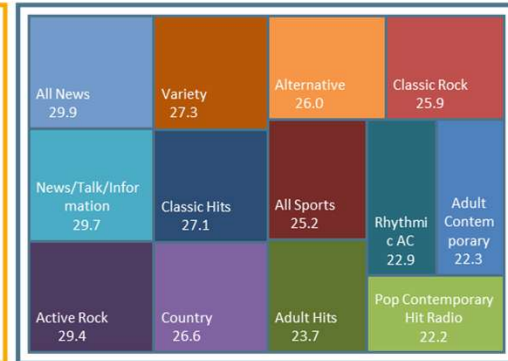
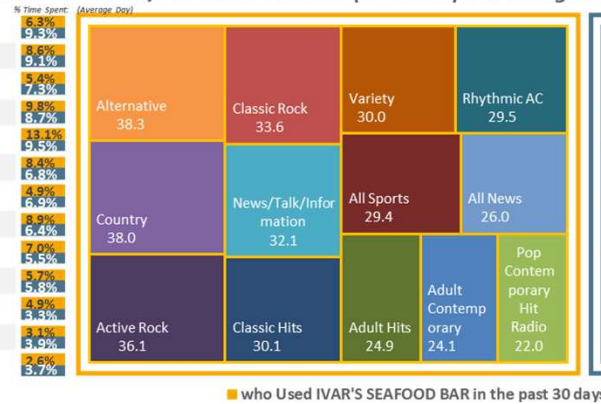
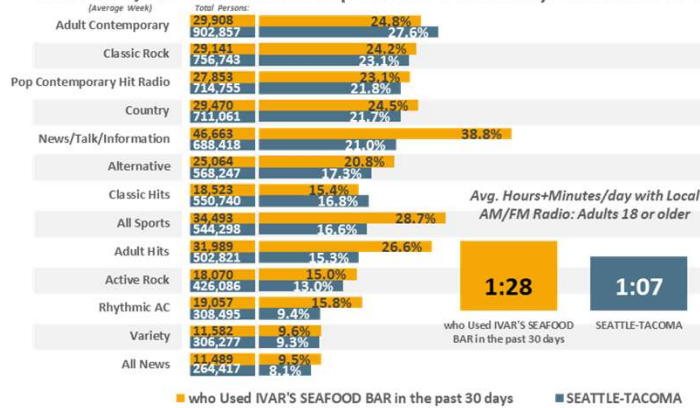
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



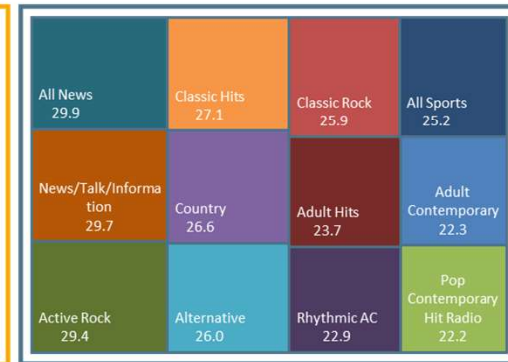
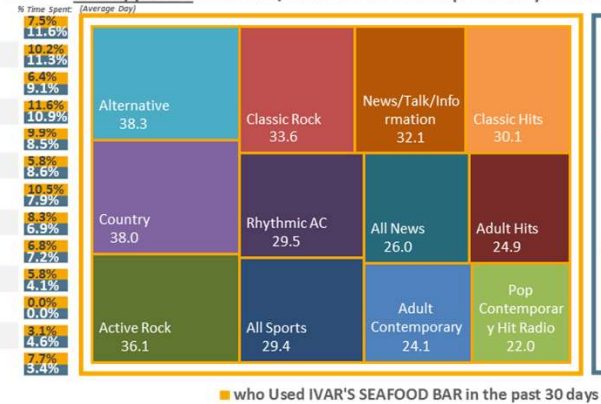
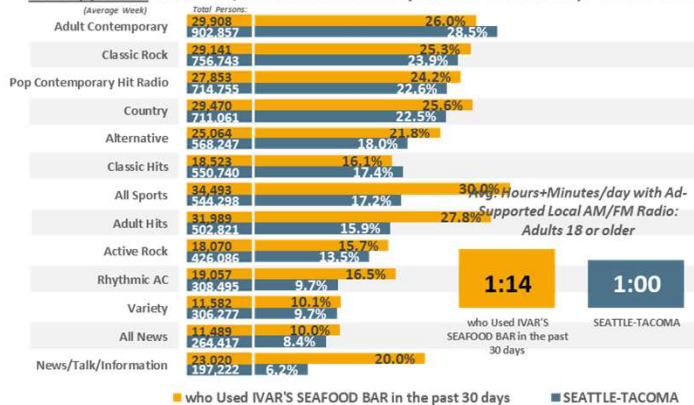


115,151 or 79.4% of Adults 18 or older who Used IVAR'S SEAFOOD BAR in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All Sports, Adult Hits, Adult Contemporary, Country, and Classic Rock.

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



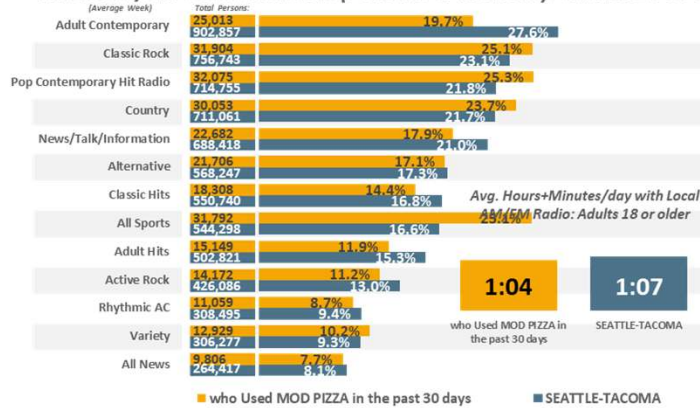
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



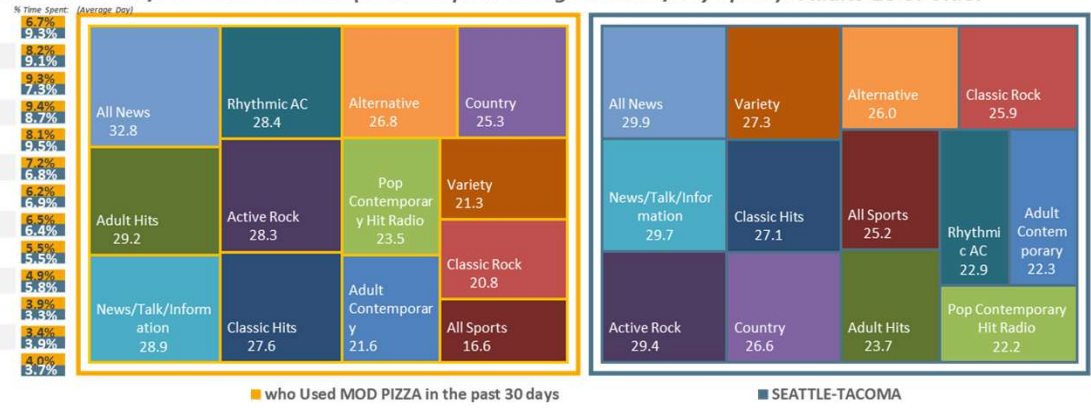


122,865 or 72.7% of Adults 18 or older who Used MOD PIZZA in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Classic Rock, All Sports, Country, and Adult Contemporary.

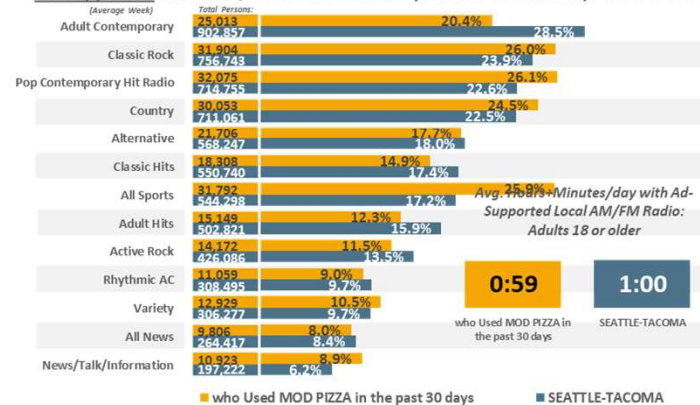
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



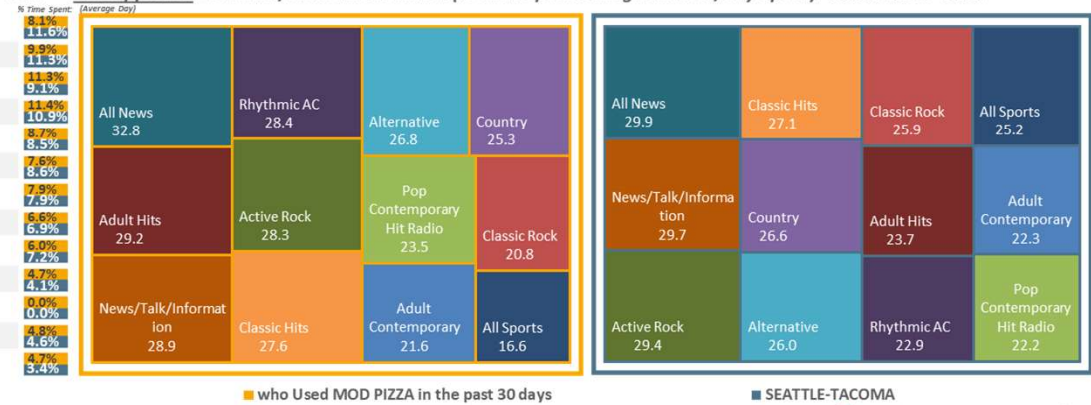
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



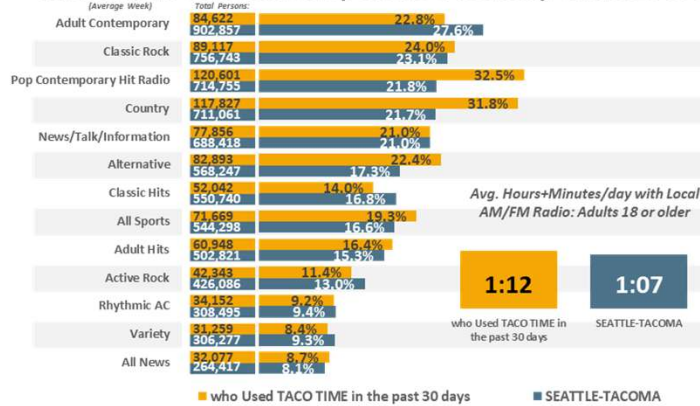
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



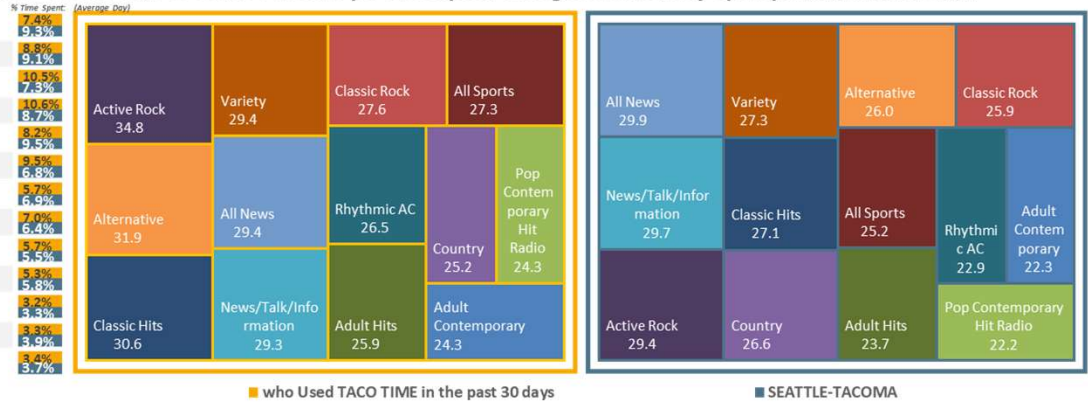


358,558 or 81.5% of Adults 18 or older who Used TACO TIME in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Country, Classic Rock, Adult Contemporary, and Alternative.

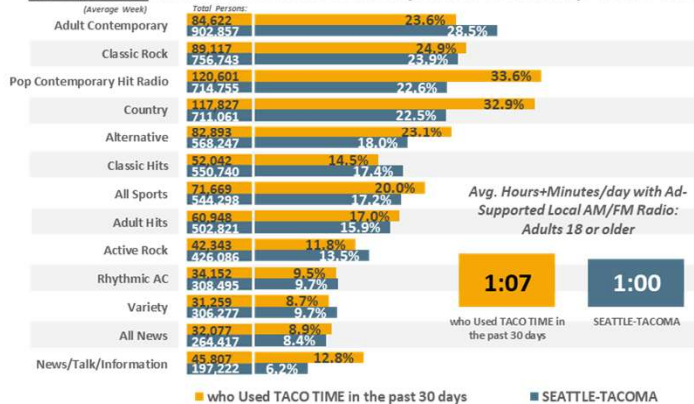
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



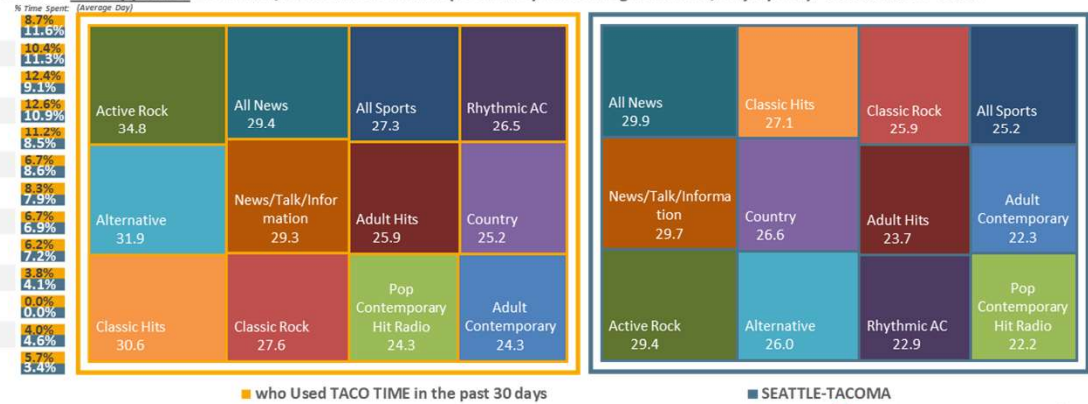
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

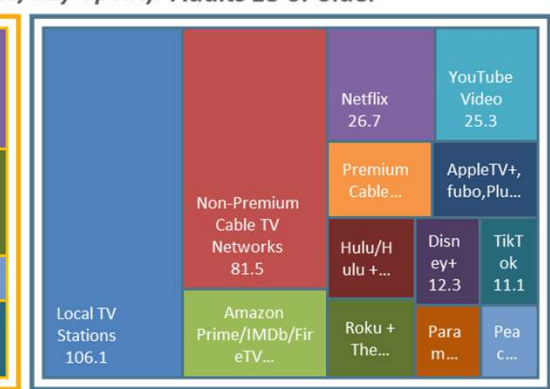
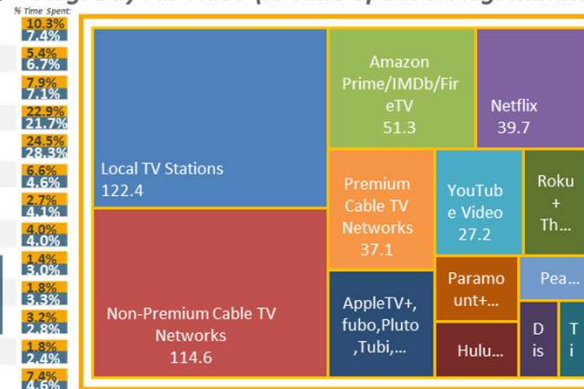
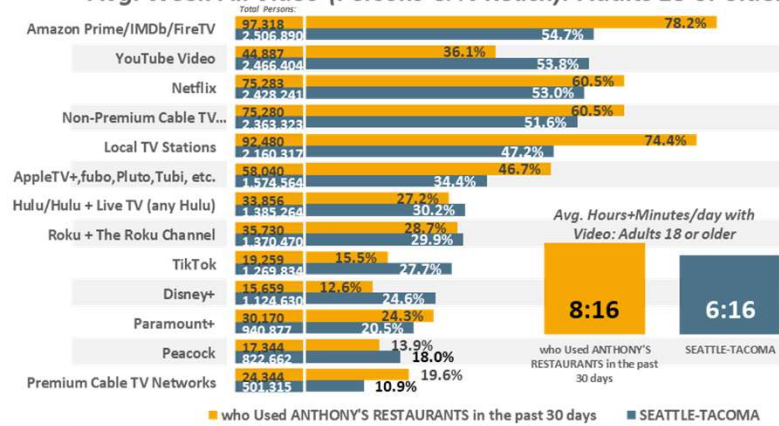




89,815 or 72.2% of Adults 18 or older who Used ANTHONY'S RESTAURANTS in the past 30 days watch Ad-Supported Local TV Stations for an average of 113.3 minutes every day representing 27.7% of all time spent daily with Ad-Supported Video.

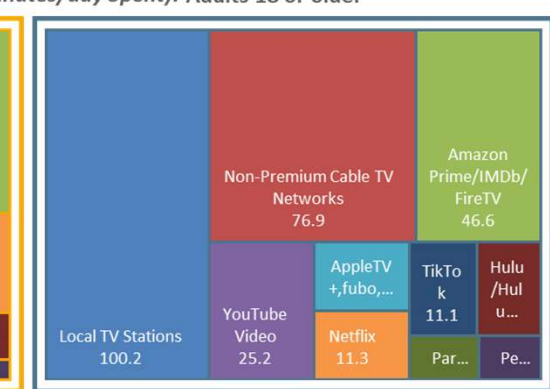
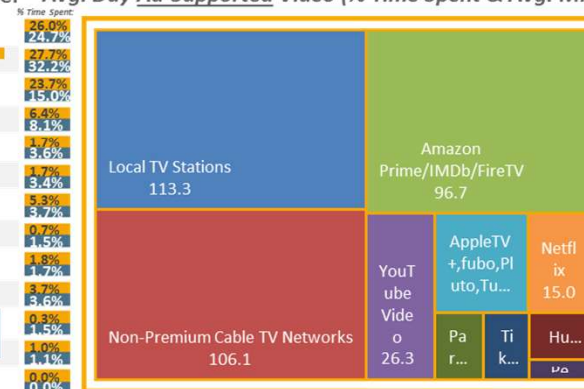
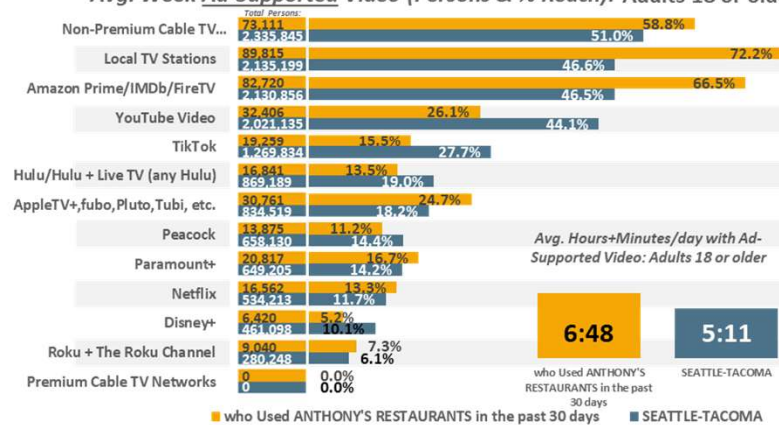
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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

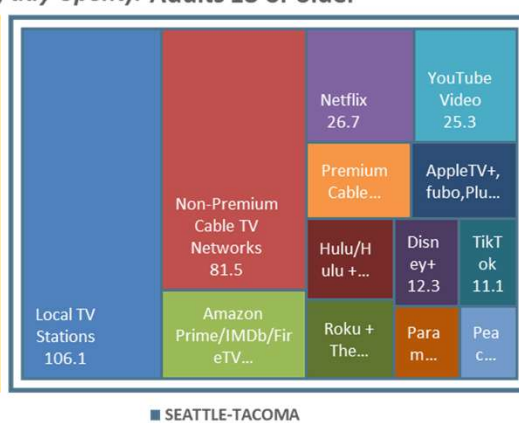
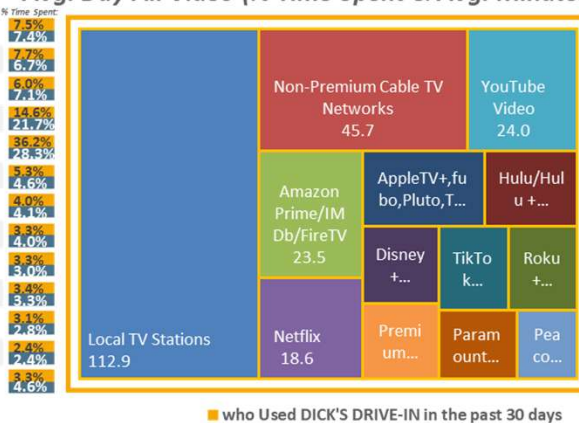
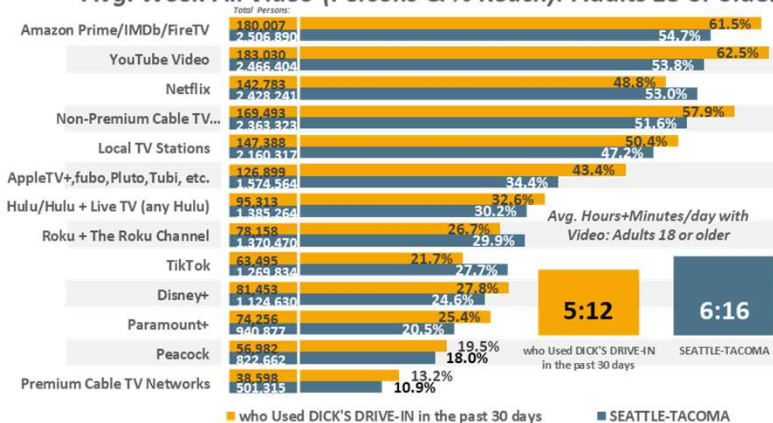
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144,958 or 49.5% of Adults 18 or older who Used DICK'S DRIVE-IN in the past 30 days watch Ad-Supported Local TV Stations for an average of 104.3 minutes every day representing 39.7% of all time spent daily with Ad-Supported Video.

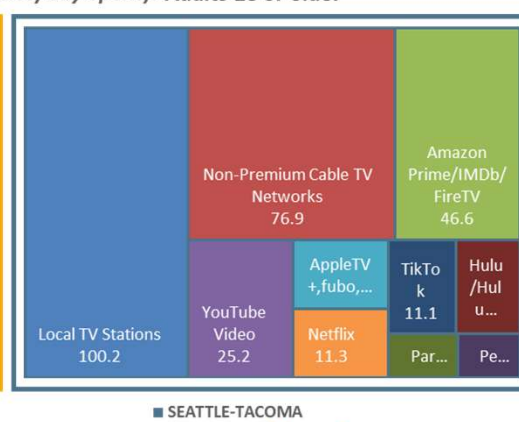
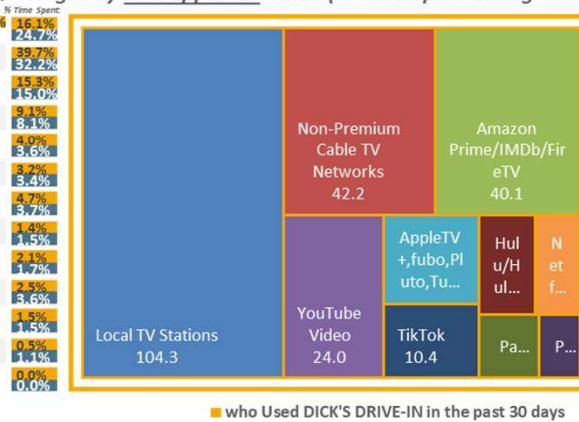
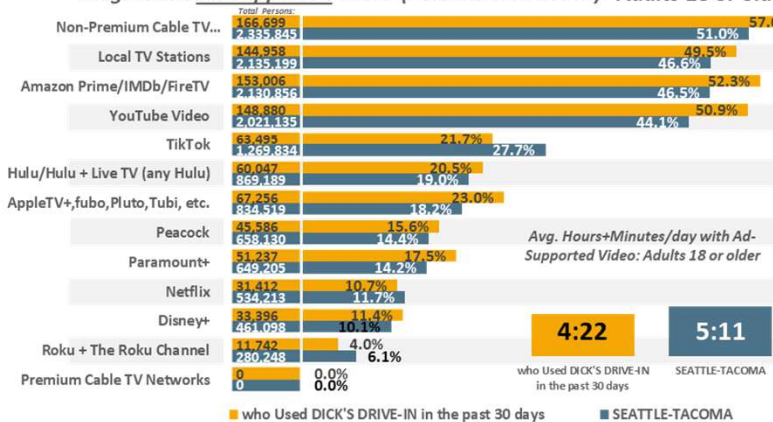
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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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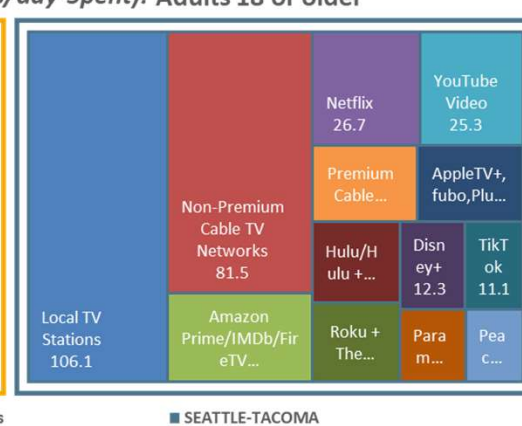
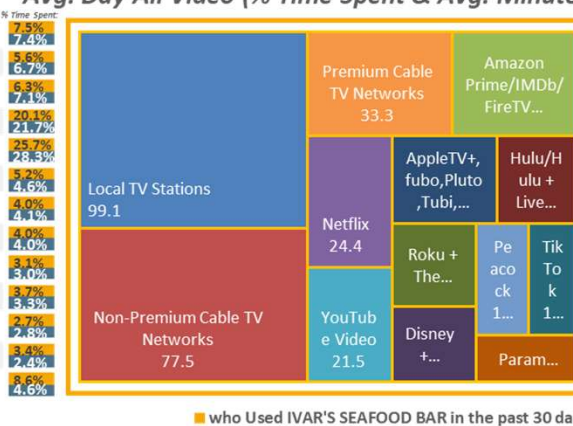
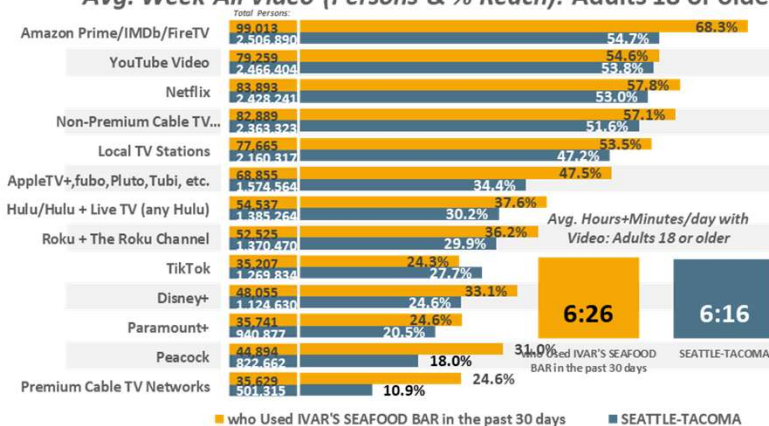
Quick service restaurants used past 30 days: Dick's



76,044 or 52.4% of Adults 18 or older who Used IVAR'S SEAFOOD BAR in the past 30 days watch Ad-Supported Local TV Stations for an average of 91.6 minutes every day representing 28.5% of all time spent daily with Ad-Supported Video.

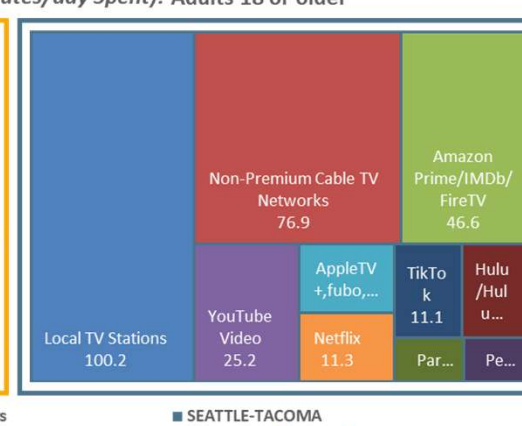
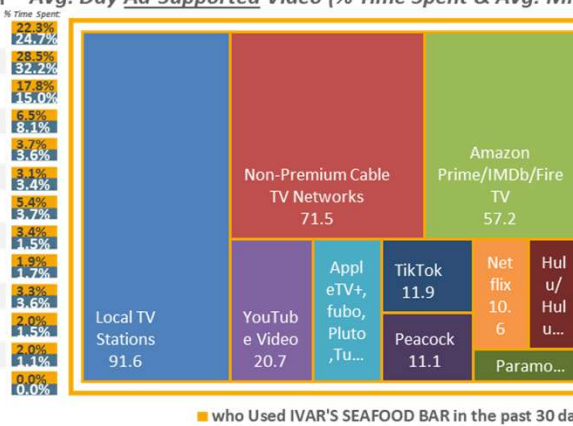
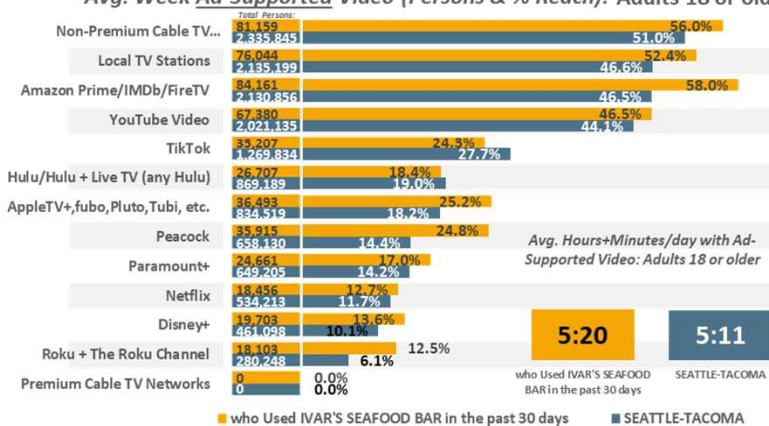
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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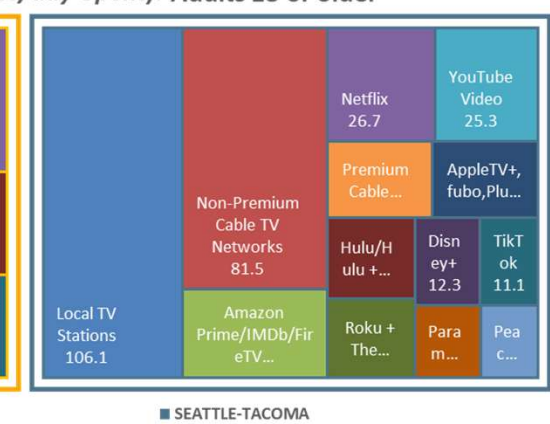
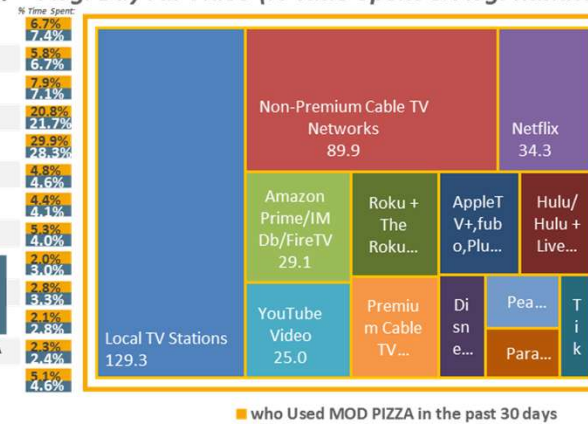
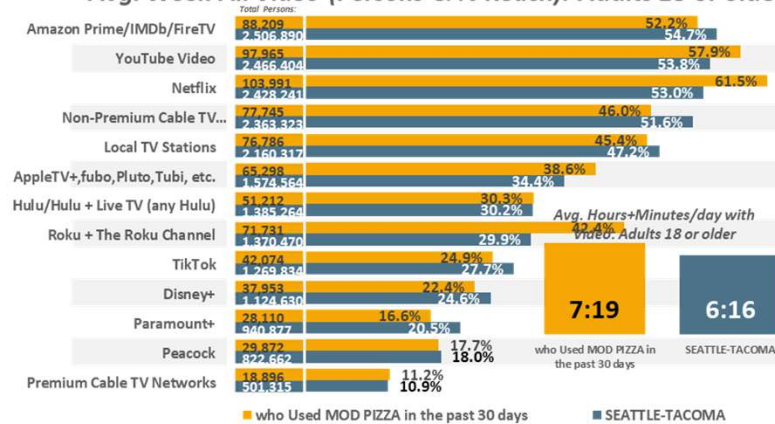
Quick service restaurants used past 30 days: Ivar's Seafood Bar



75,266 or 44.5% of Adults 18 or older who Used MOD PIZZA in the past 30 days watch Ad-Supported Local TV Stations for an average of 123.5 minutes every day representing 34.8% of all time spent daily with Ad-Supported Video.

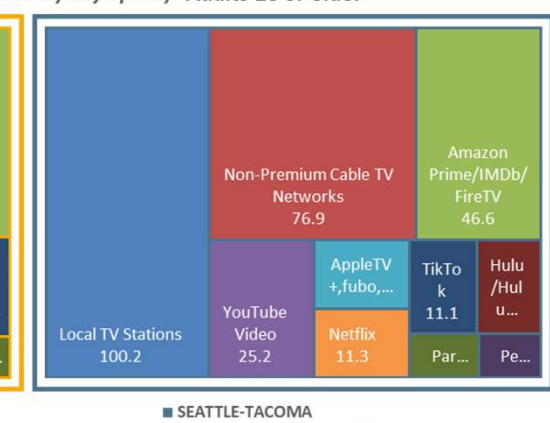
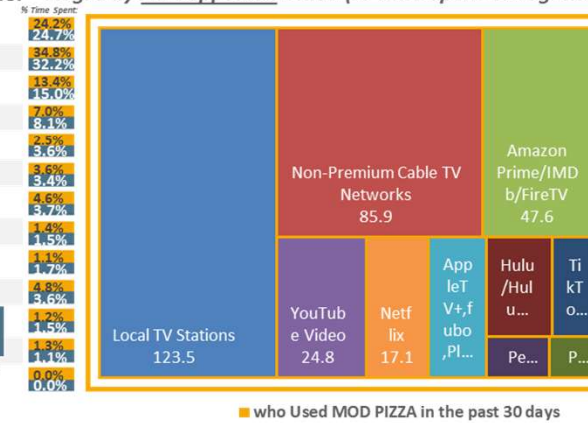
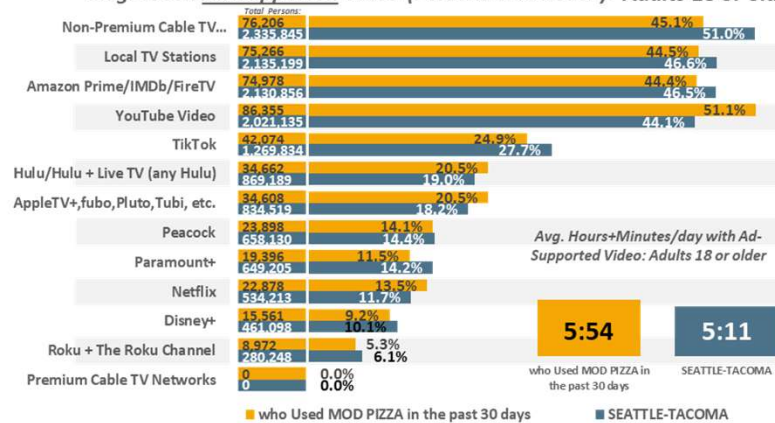
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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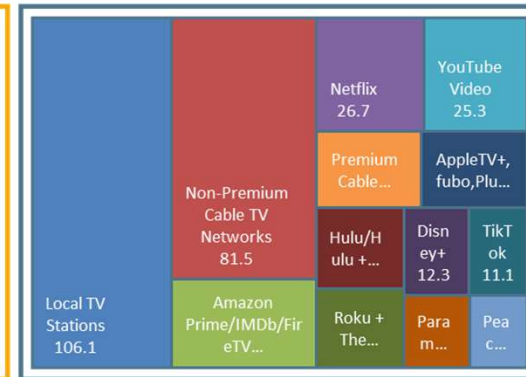
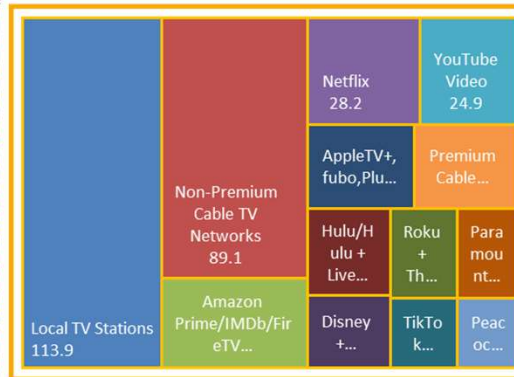
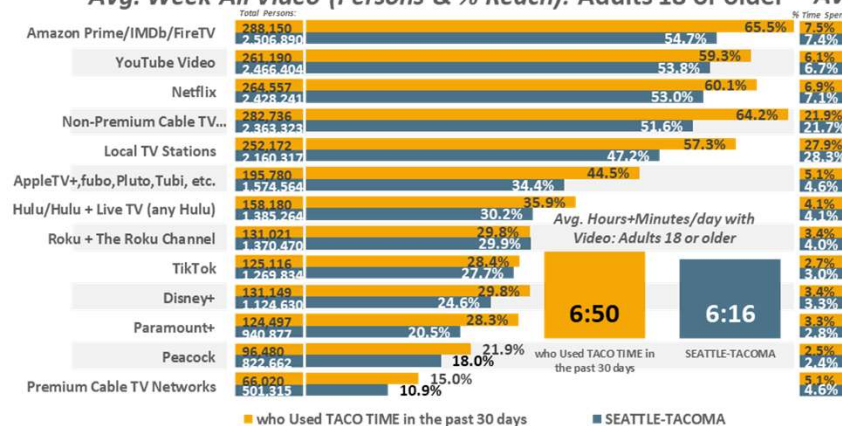
Sit-down restaurants used past 30 days: MOD Pizza



249,102 or 56.6% of Adults 18 or older who Used TACO TIME in the past 30 days watch Ad-Supported Local TV Stations for an average of 108.9 minutes every day representing 32.1% of all time spent daily with Ad-Supported Video.

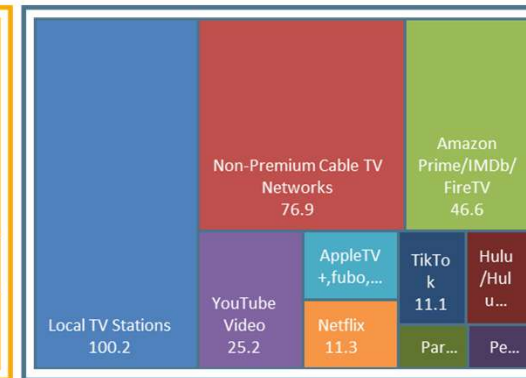
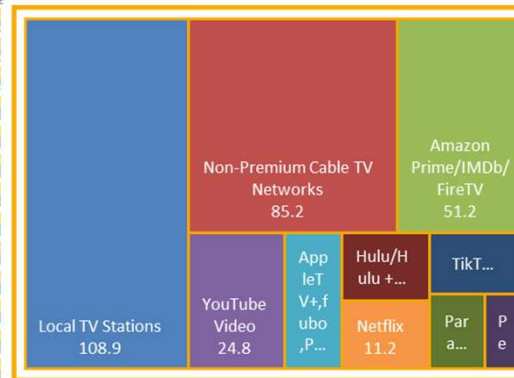
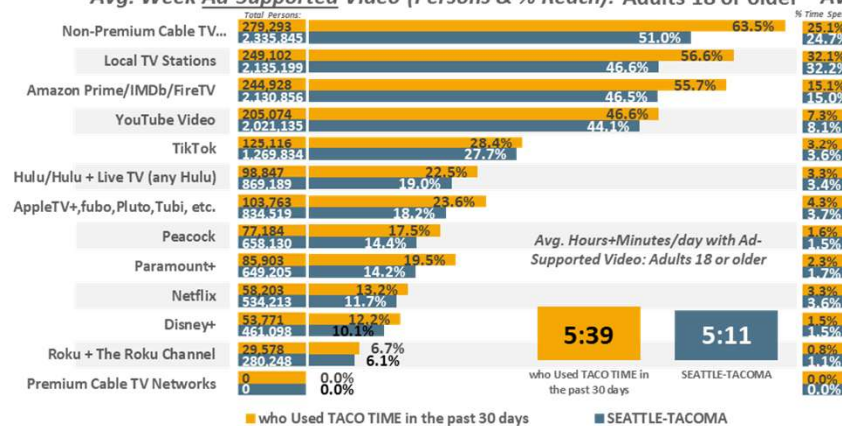
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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



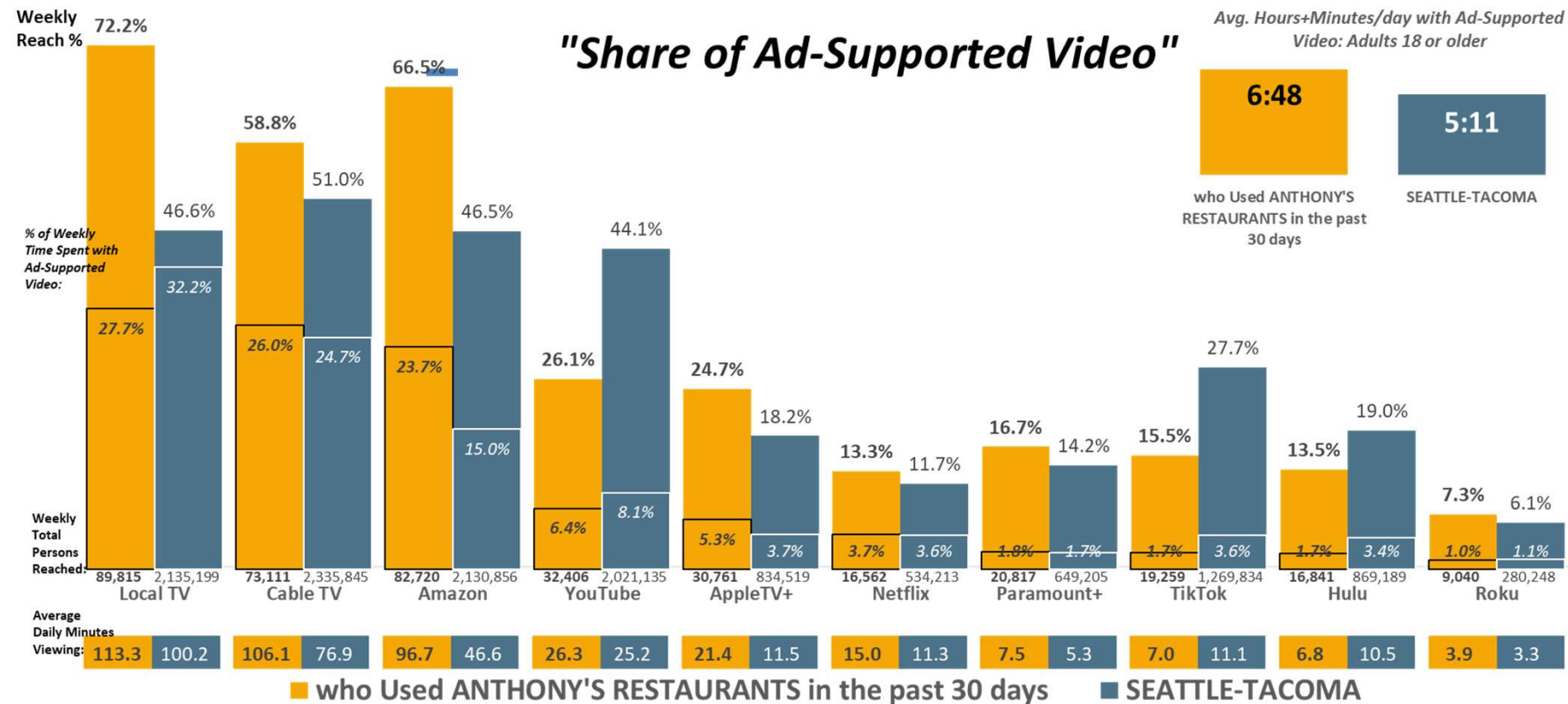
SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 380
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Quick service restaurants used past 30 days: Taco Time

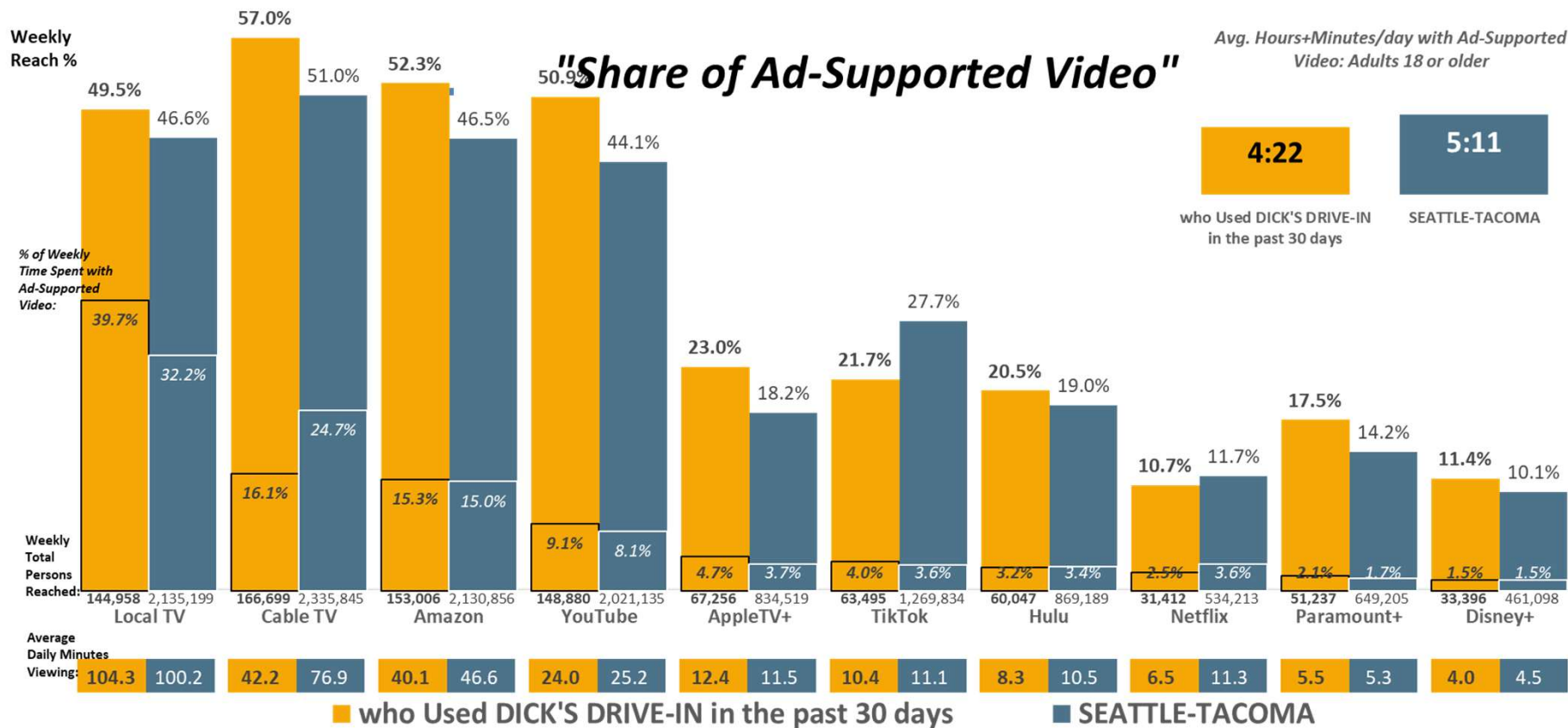


89,815 or 72.2% of Adults 18 or older who Used ANTHONY'S RESTAURANTS in the past 30 days watch Ad-Supported Local TV Stations for an average of 113.3 minutes every day representing 27.7% of all time spent daily with Ad-Supported Video.





144,958 or 49.5% of Adults 18 or older who Used DICK'S DRIVE-IN in the past 30 days watch Ad-Supported Local TV Stations for an average of 104.3 minutes every day representing 39.7% of all time spent daily with Ad-Supported Video.



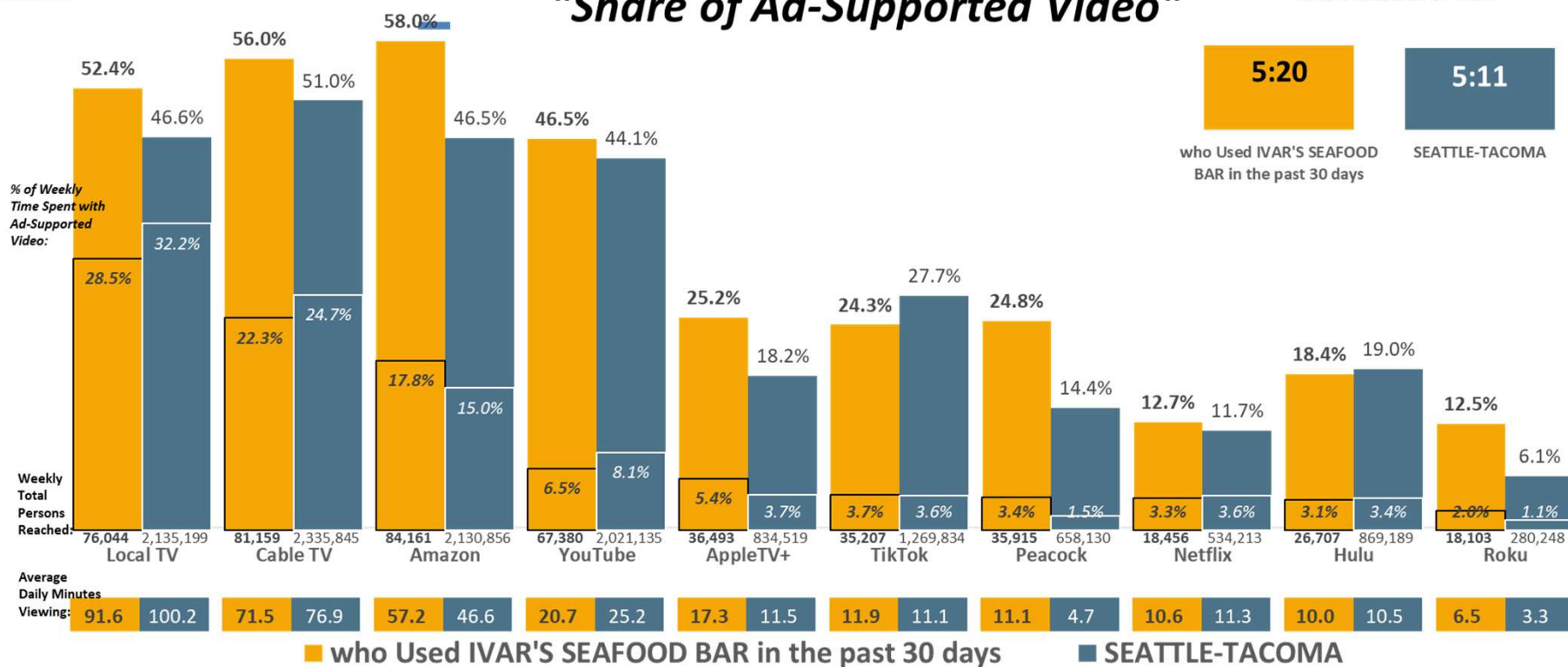


76,044 or 52.4% of Adults 18 or older who Used IVAR'S SEAFOOD BAR in the past 30 days watch Ad-Supported Local TV Stations for an average of 91.6 minutes every day representing 28.5% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

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



SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 135
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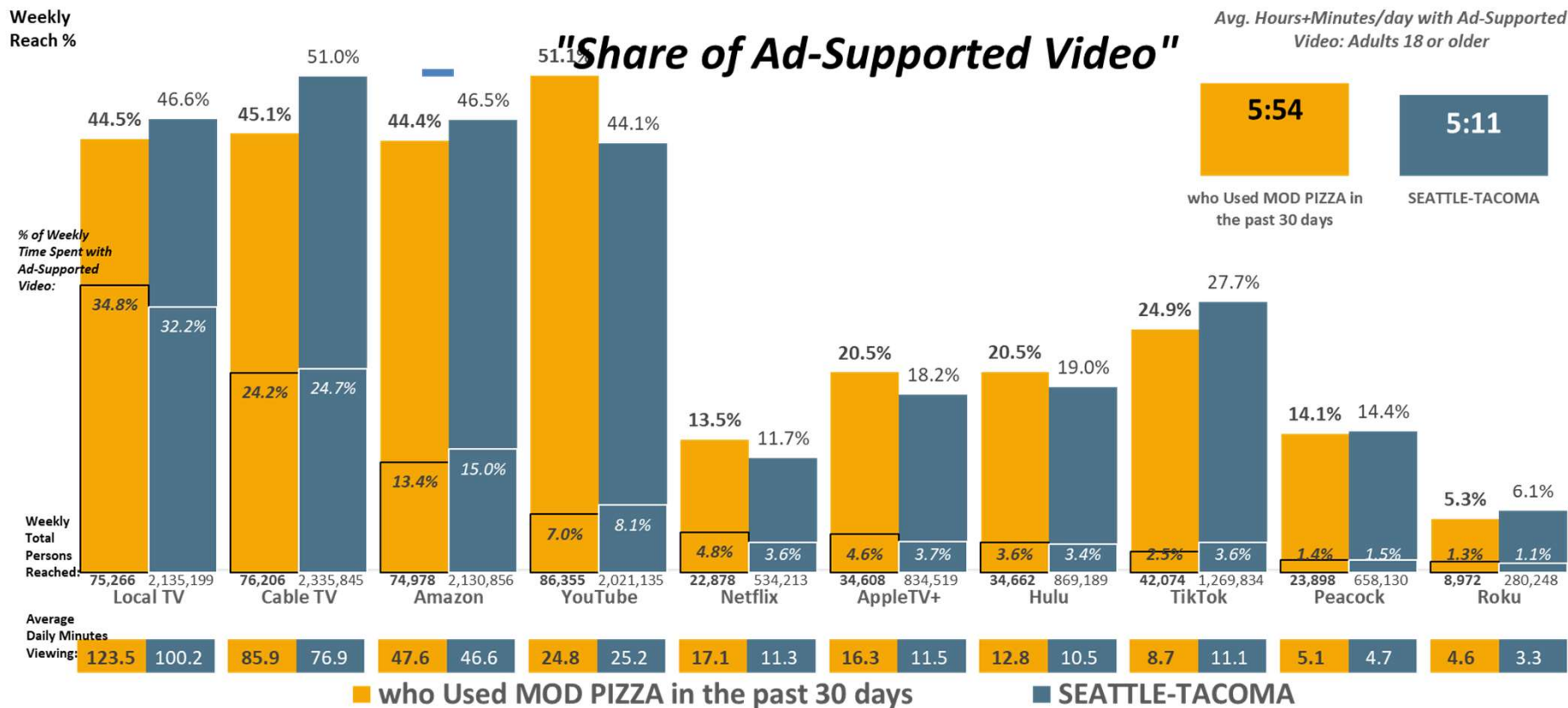
SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887

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for Anything

Quick service restaurants used past 30 days: Ivar's Seafood Bar

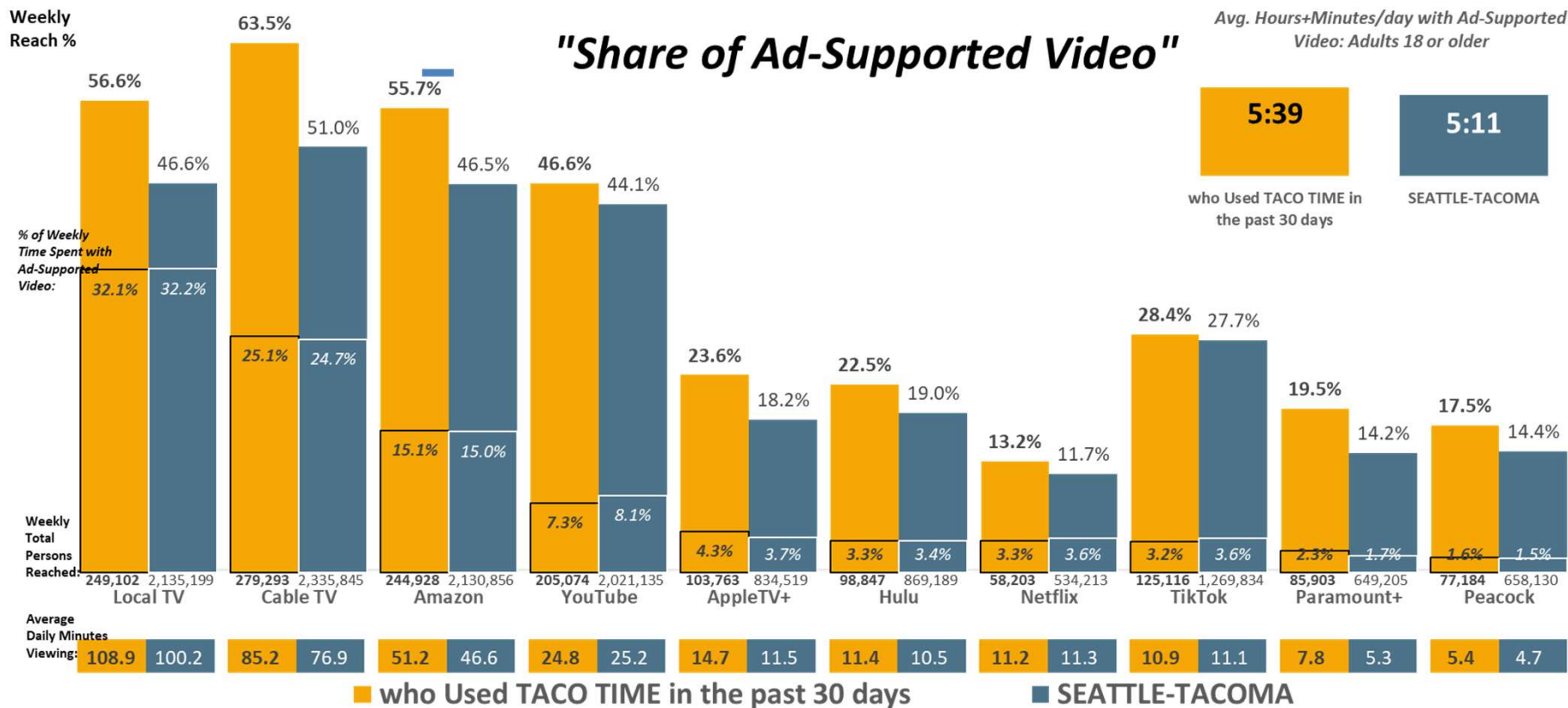


75,266 or 44.5% of Adults 18 or older who Used MOD PIZZA in the past 30 days watch Ad-Supported Local TV Stations for an average of 123.5 minutes every day representing 34.8% of all time spent daily with Ad-Supported Video.





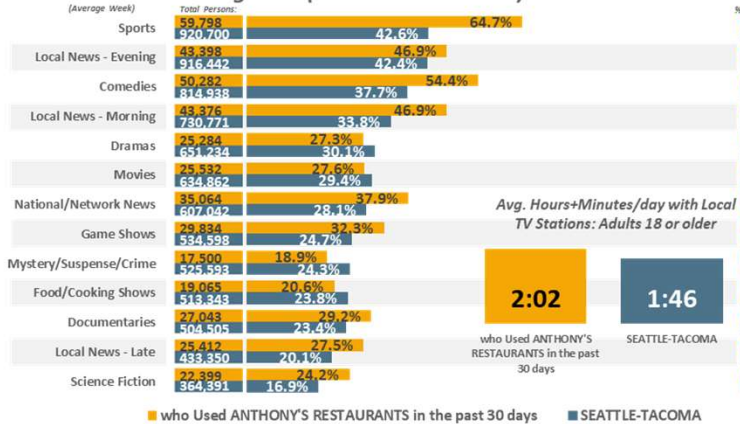
249,102 or 56.6% of Adults 18 or older who Used TACO TIME in the past 30 days watch Ad-Supported Local TV Stations for an average of 108.9 minutes every day representing 32.1% of all time spent daily with Ad-Supported Video.



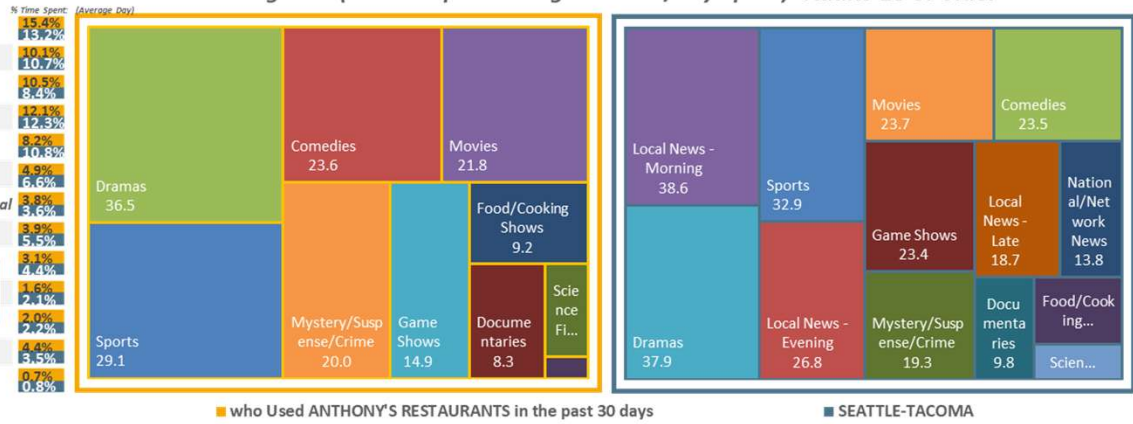


89,815 or 72.2% of Adults 18 or older who Used ANTHONY'S RESTAURANTS in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Morning, Local News - Evening, National/Network News, and Game Shows.

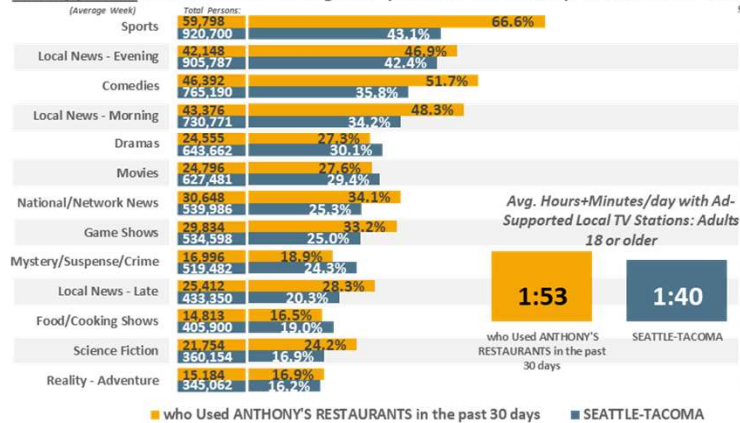
Local TV Station Programs (Persons & % Reach): Adults 18 or older



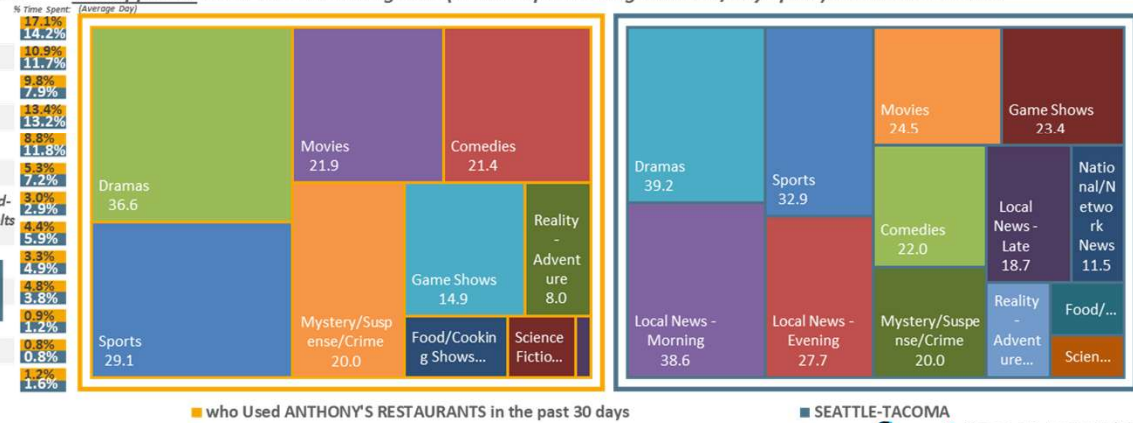
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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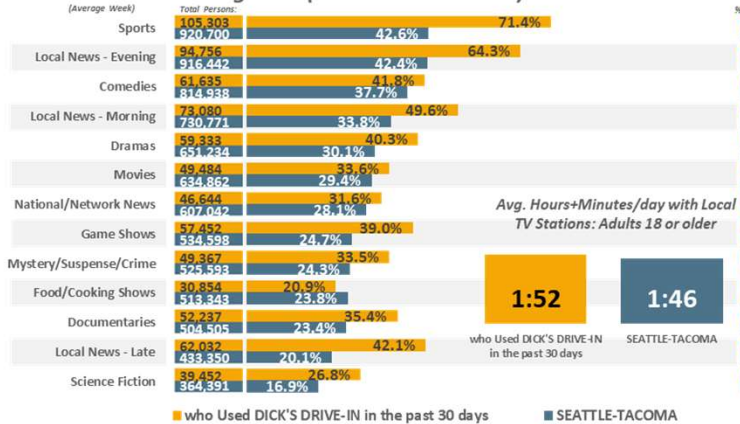
SEATTLE-TACOMA
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Sit-down restaurants used past 30 days: Anthony's

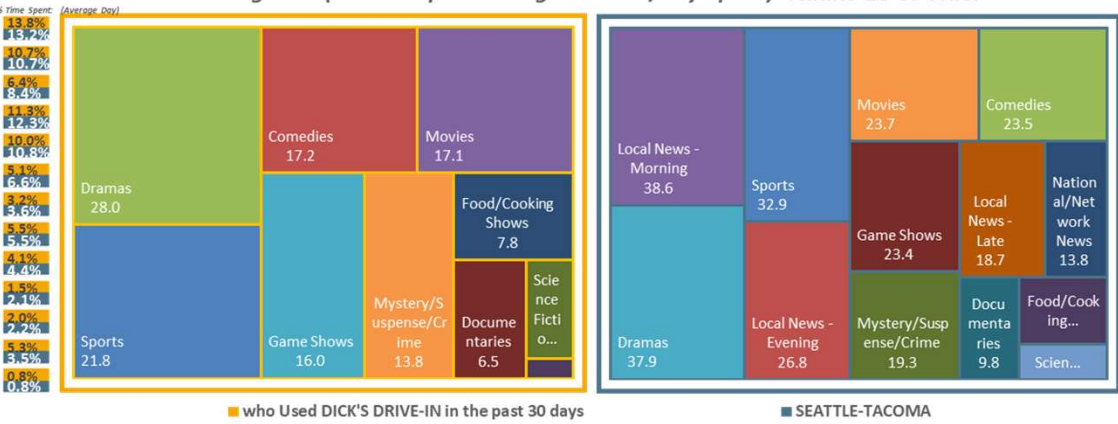


144,958 or 49.5% of Adults 18 or older who Used DICK'S DRIVE-IN in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Local News - Late, Dramas, and Comedies.

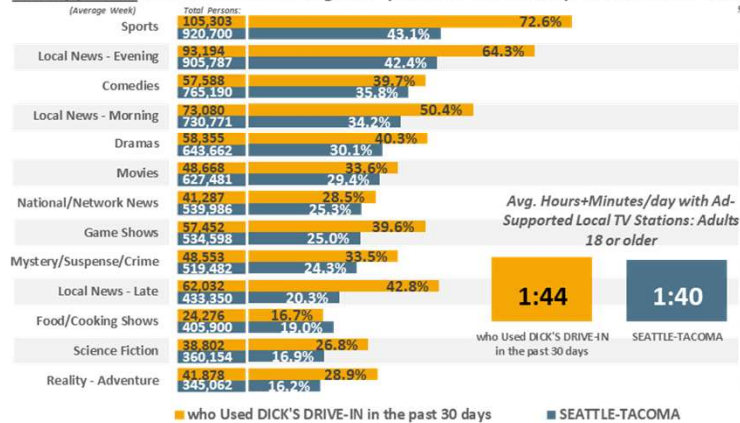
Local TV Station Programs (Persons & % Reach): Adults 18 or older



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



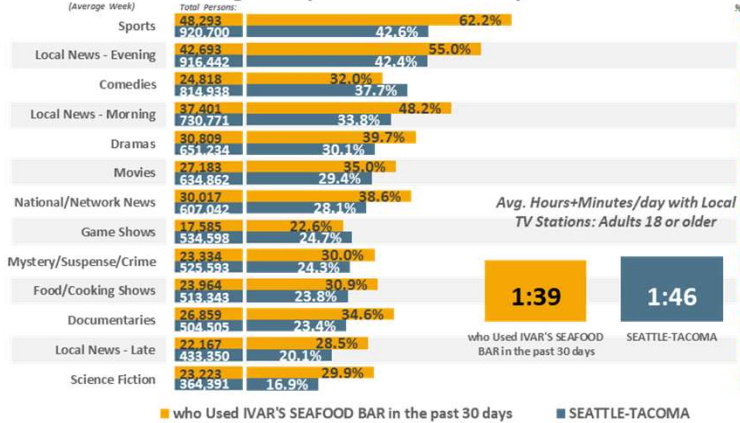
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



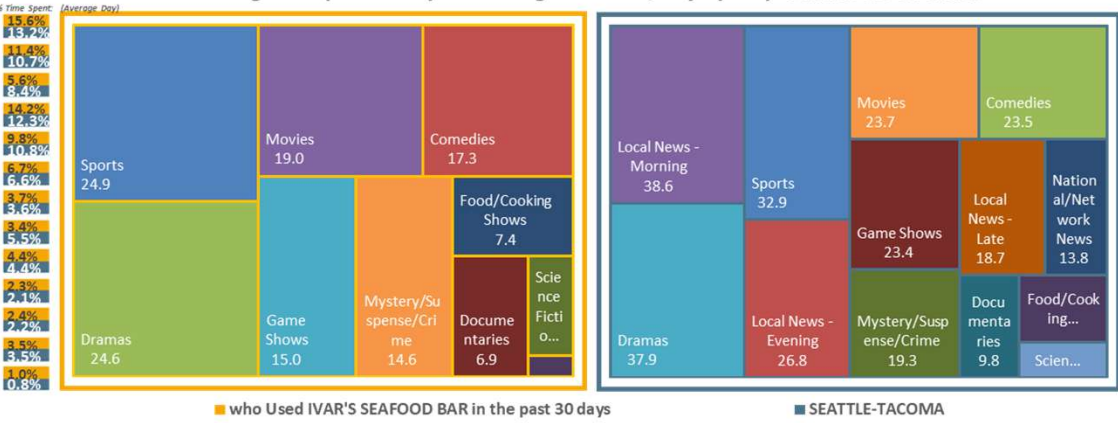


76,044 or 52.4% of Adults 18 or older who Used IVAR'S SEAFOOD BAR in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Dramas, Movies, and National/Network News.

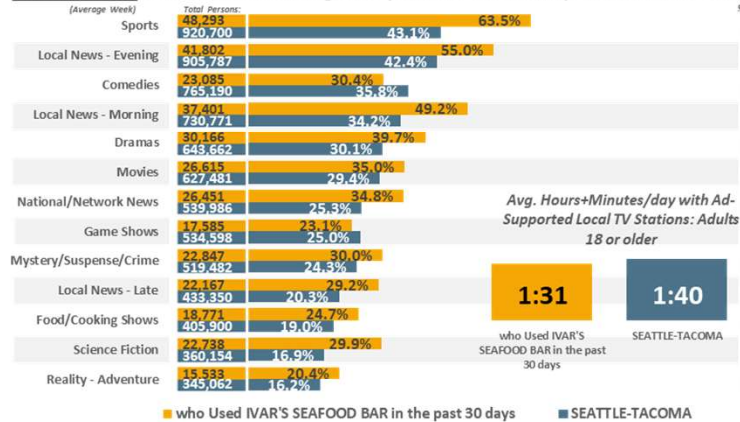
Local TV Station Programs (Persons & % Reach): Adults 18 or older



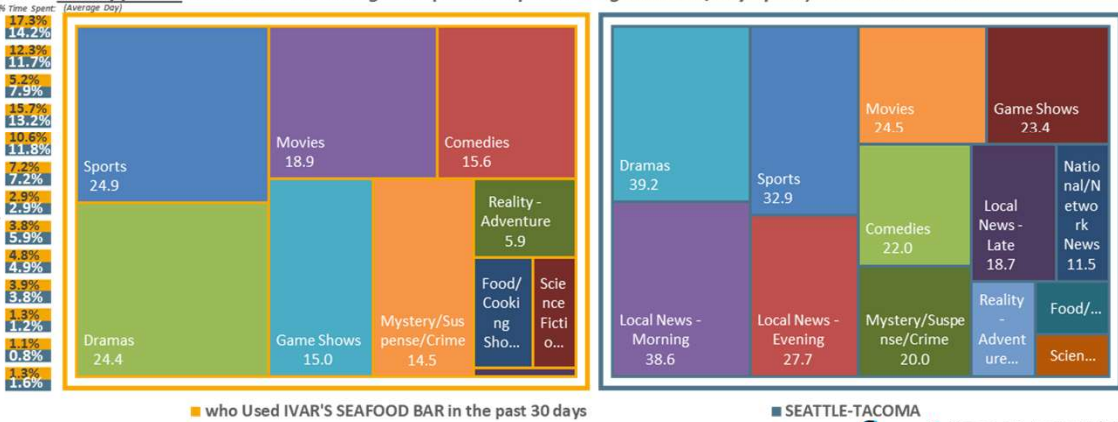
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



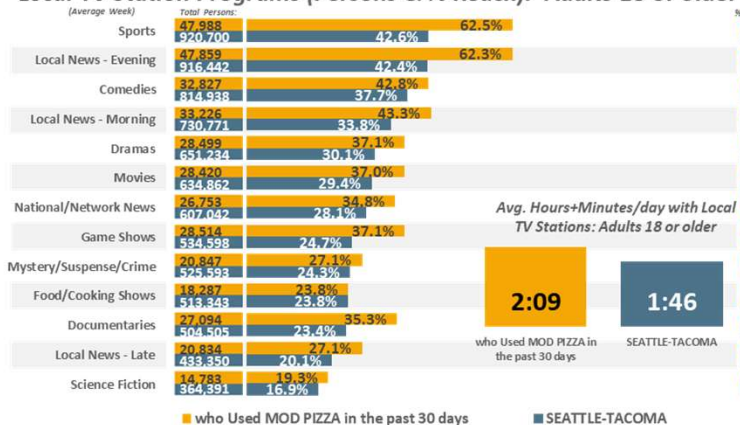
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



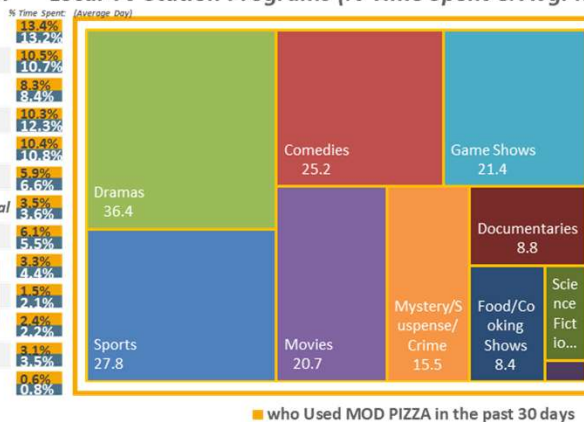


75,266 or 44.5% of Adults 18 or older who Used MOD PIZZA in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and Dramas.

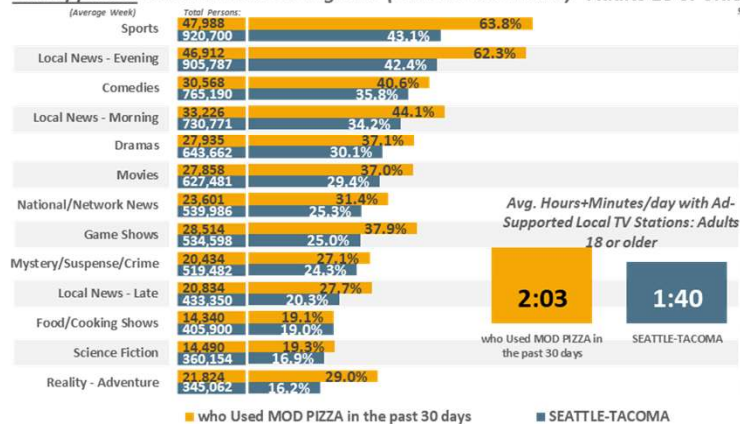
Local TV Station Programs (Persons & % Reach): Adults 18 or older



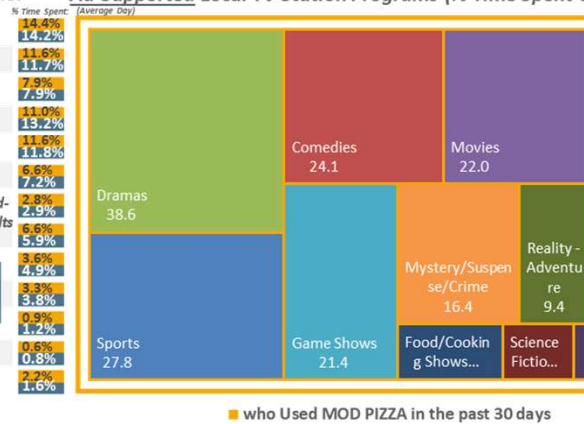
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



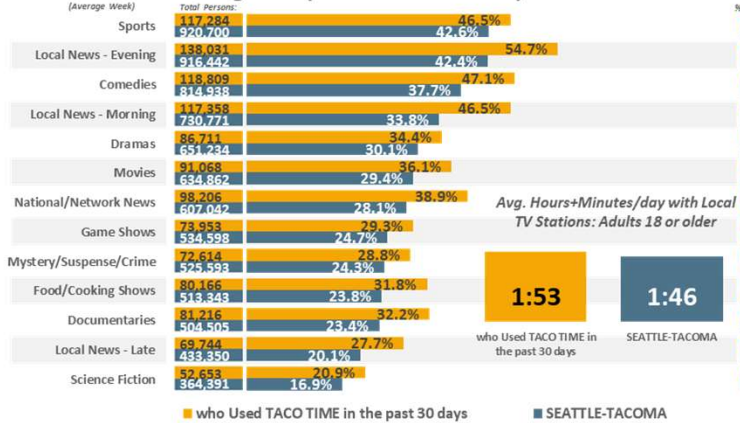
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



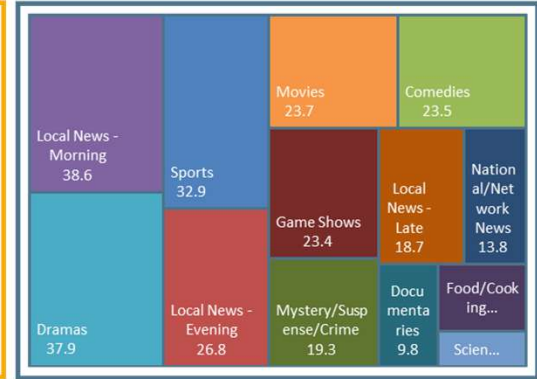
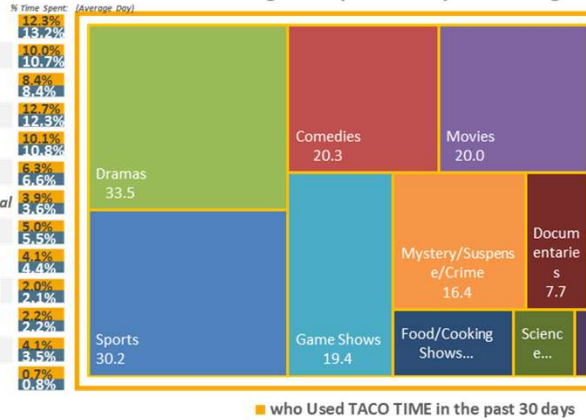


249,102 or 56.6% of Adults 18 or older who Used TACO TIME in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Comedies, Movies, and National/Network News.

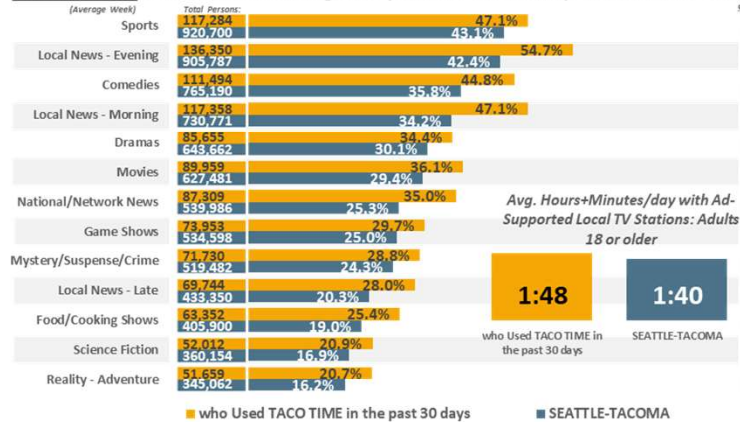
Local TV Station Programs (Persons & % Reach): Adults 18 or older



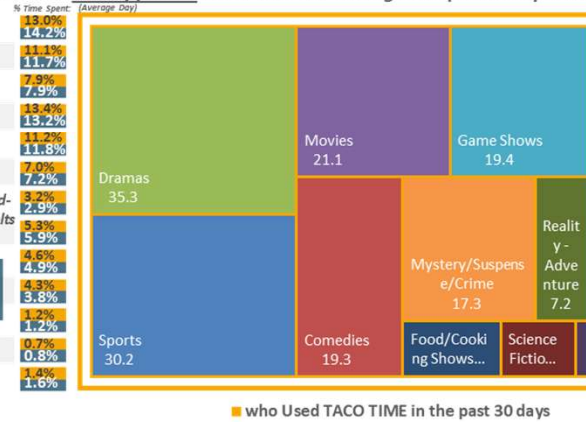
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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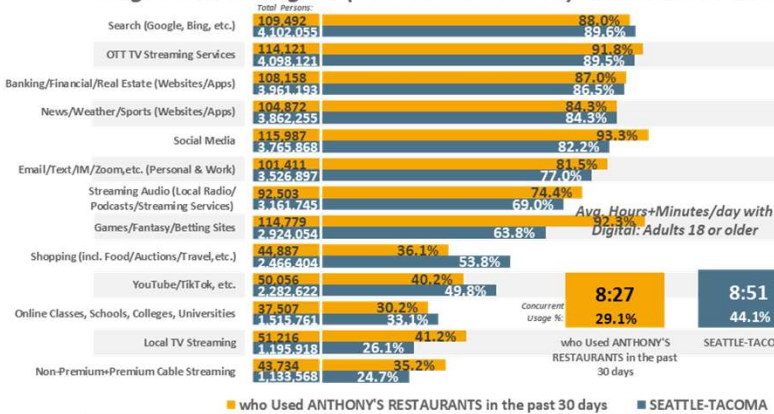
SEAATTLE-TACOMA
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Quick service restaurants used past 30 days: Taco Time

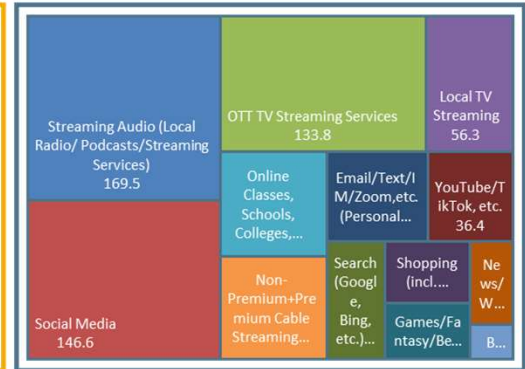


96,588 or 77.7% of Adults 18 or older who Used ANTHONY'S RESTAURANTS in the past 30 days use Ad-Supported Social Media for an average of 120.7 minutes every day representing 18.6% of all time spent daily with Ad-Supported Digital Media.

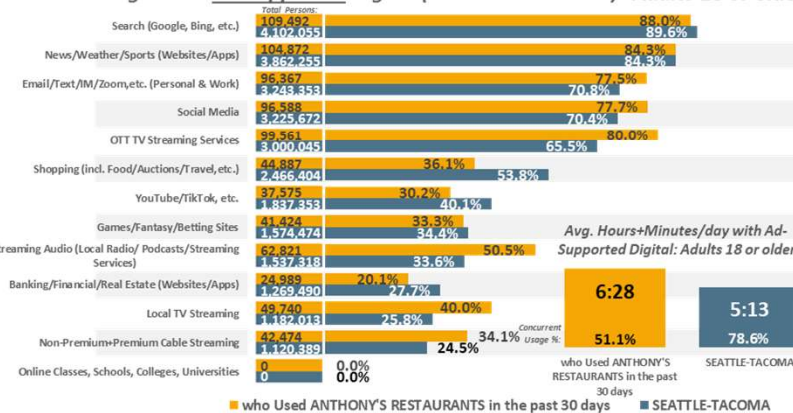
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



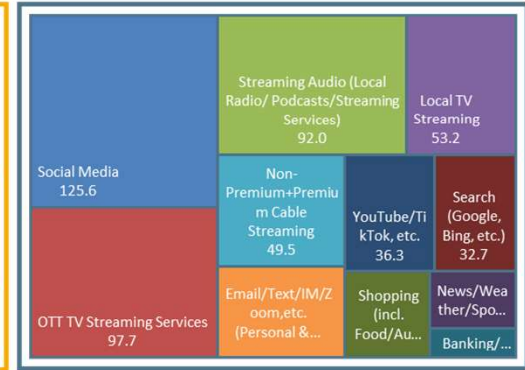
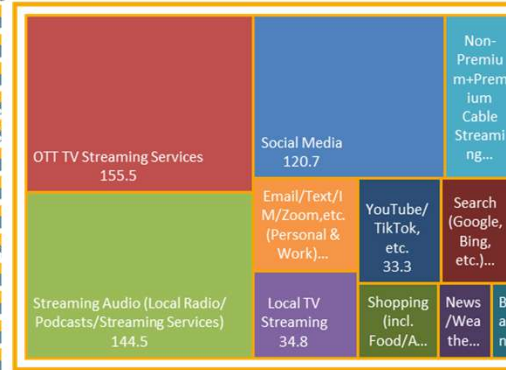
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



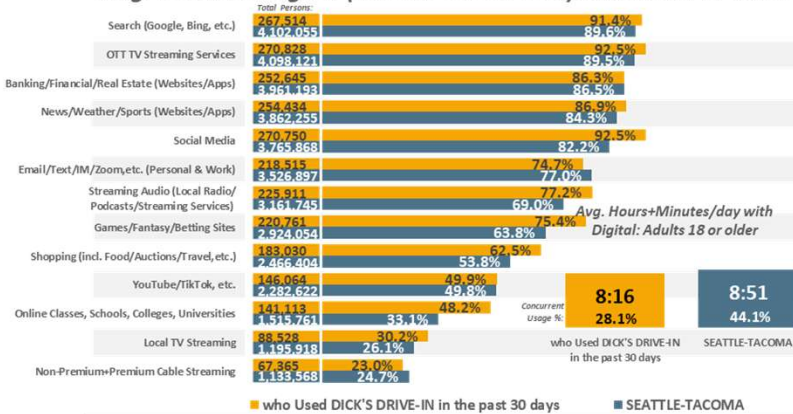
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



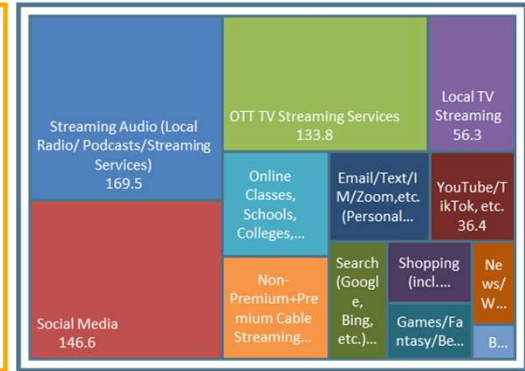
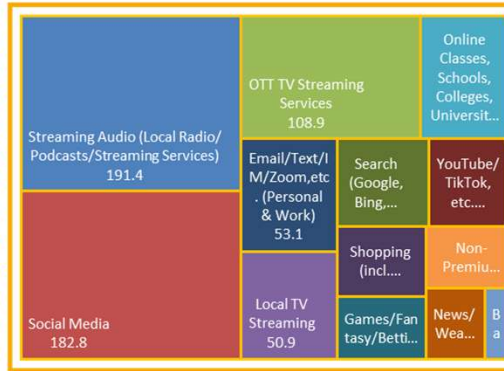


225,501 or 77.% of Adults 18 or older who Used DICK'S DRIVE-IN in the past 30 days use Ad-Supported Social Media for an average of 152.2 minutes every day representing 25.7% of all time spent daily with Ad-Supported Digital Media.

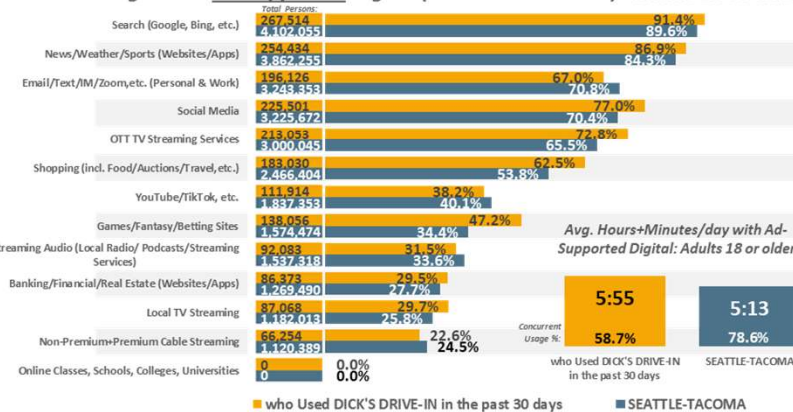
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



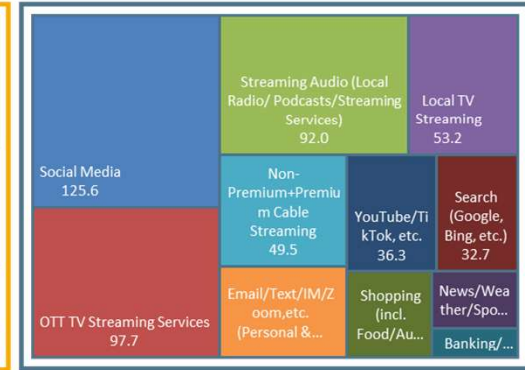
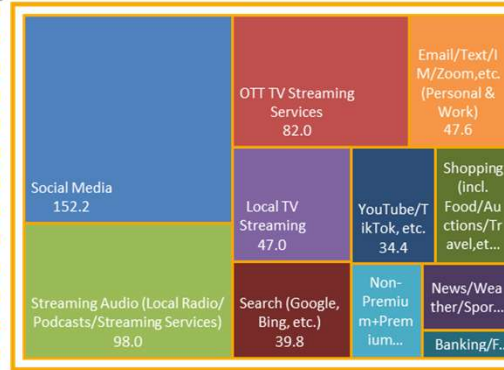
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

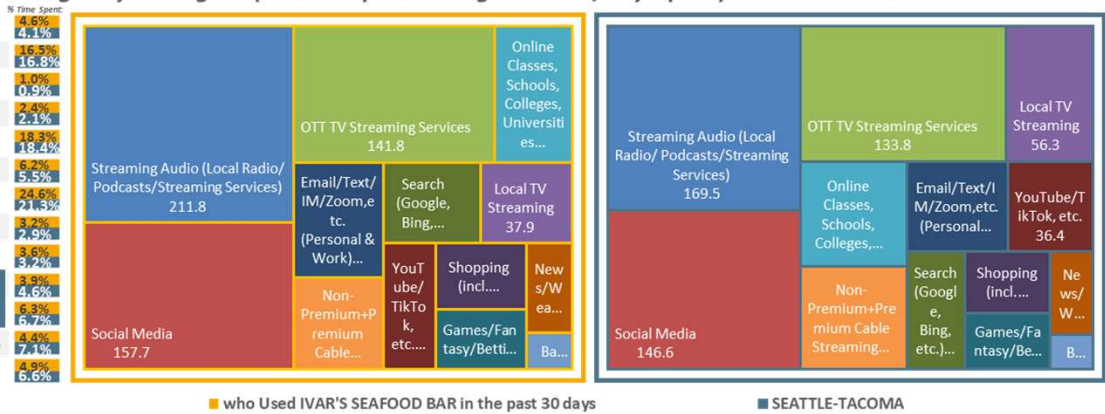
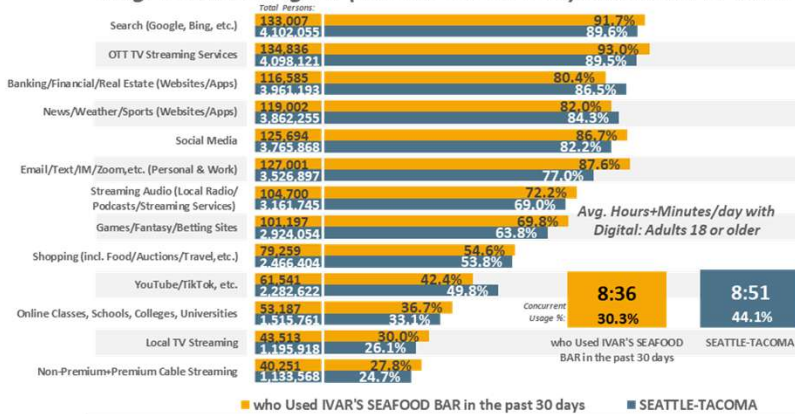




115,775 or 79.8% of Adults 18 or older who Used IVAR'S SEAFOOD BAR in the past 30 days use Ad-Supported Social Media for an average of 145.3 minutes every day representing 22.% of all time spent daily with Ad-Supported Digital Media.

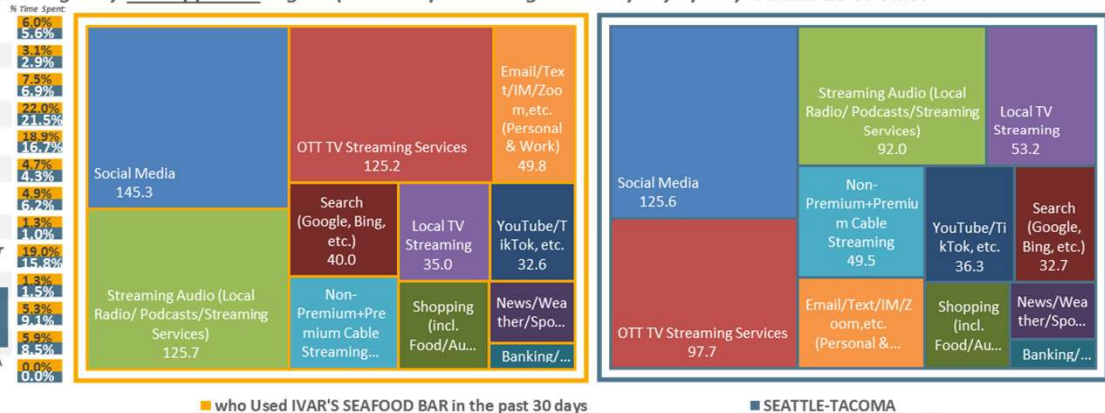
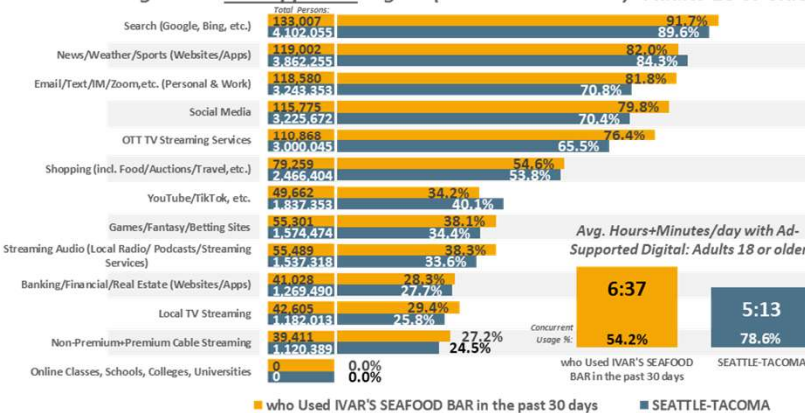
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

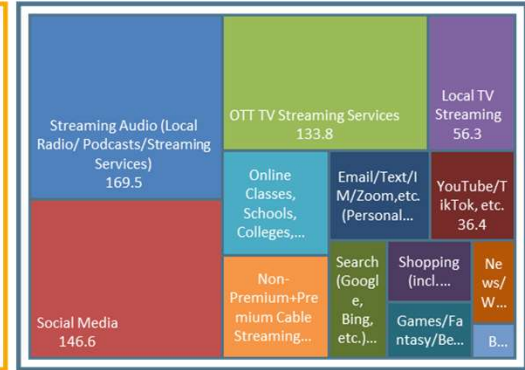
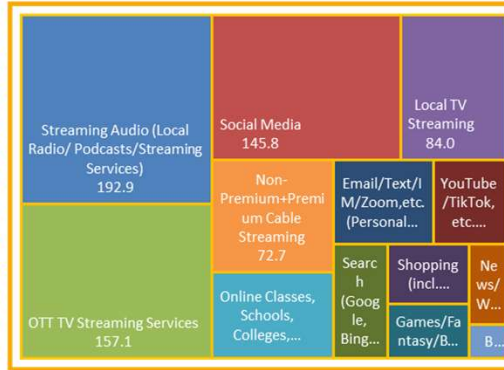
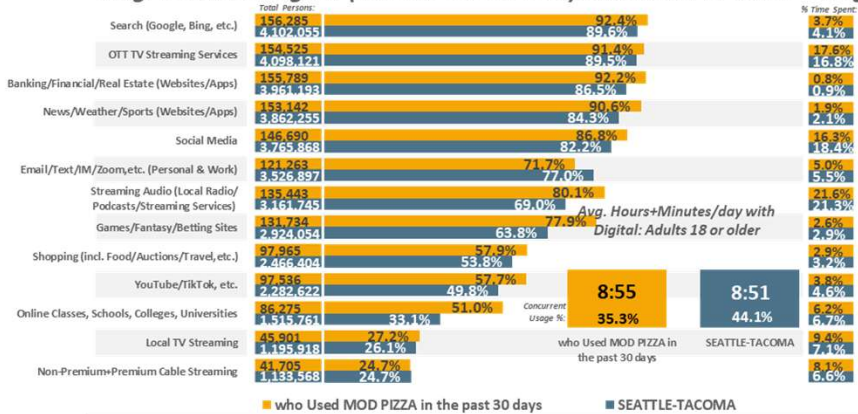




112,272 or 66.4% of Adults 18 or older who Used MOD PIZZA in the past 30 days use Ad-Supported Social Media for an average of 111.6 minutes every day representing 17.6% of all time spent daily with Ad-Supported Digital Media.

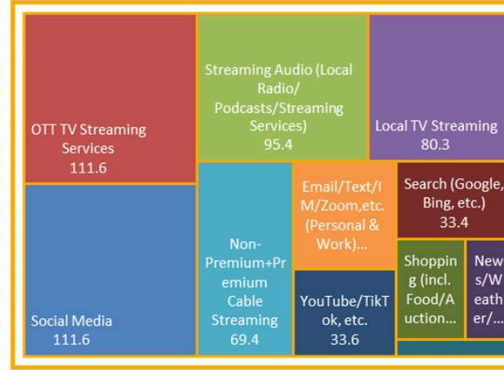
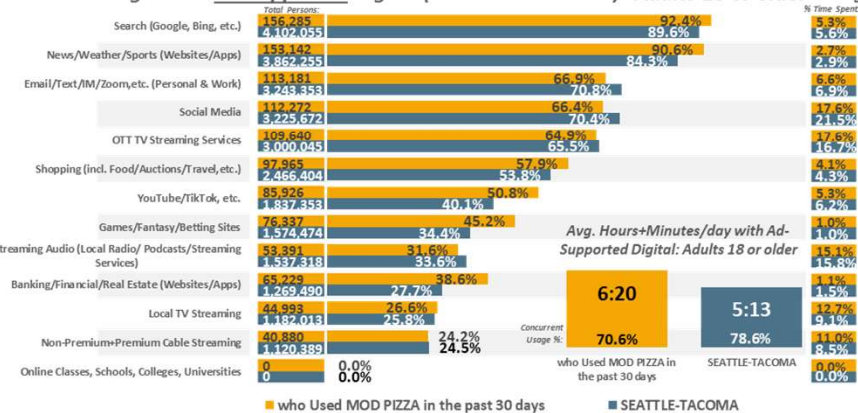
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

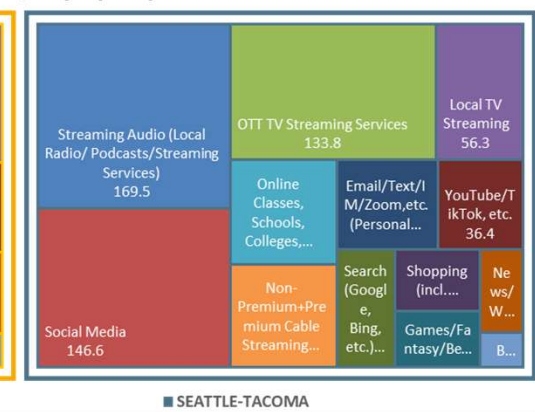
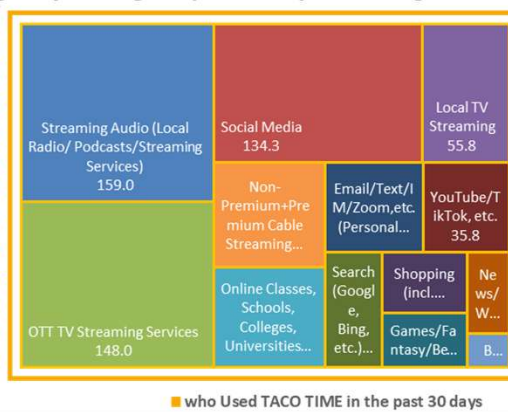
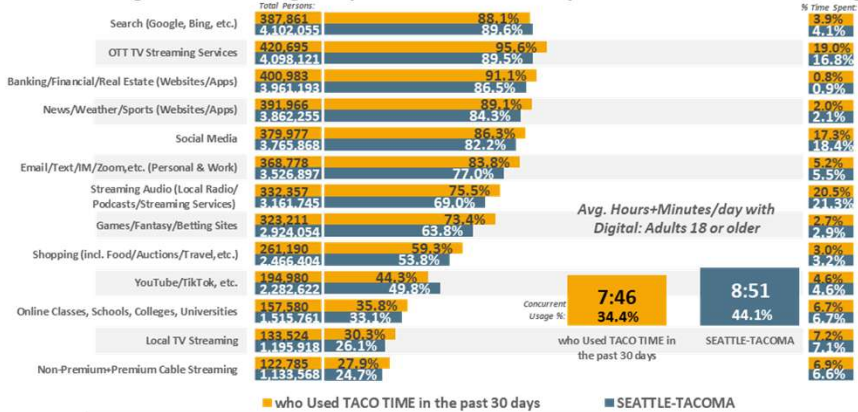




336,312 or 76.4% of Adults 18 or older who Used TACO TIME in the past 30 days use Ad-Supported Social Media for an average of 118.8 minutes every day representing 20.9% of all time spent daily with Ad-Supported Digital Media.

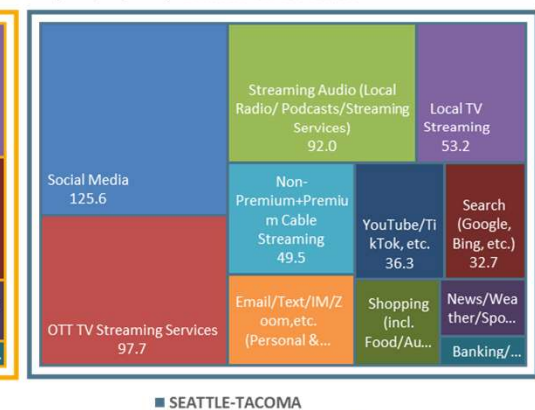
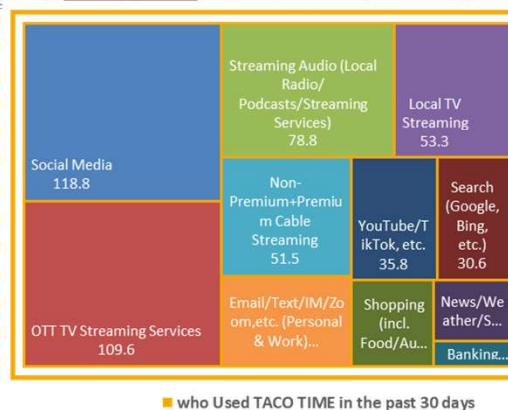
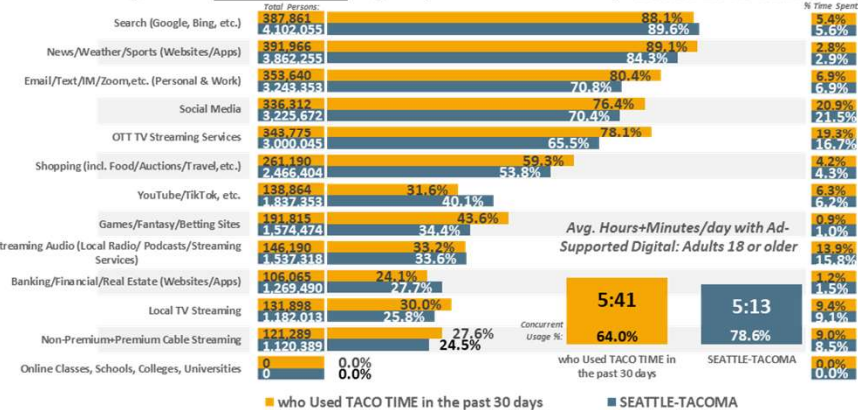
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



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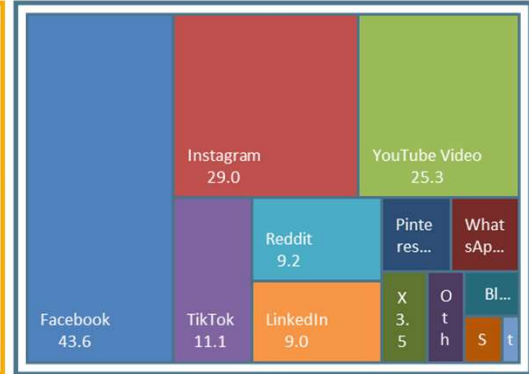
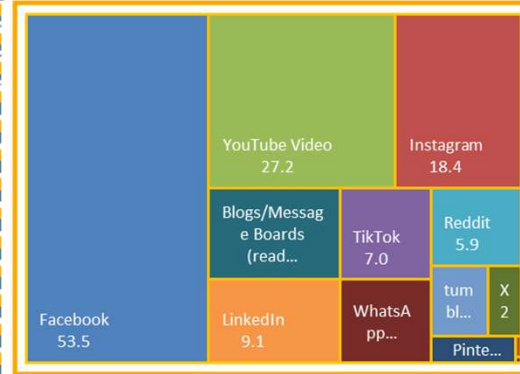
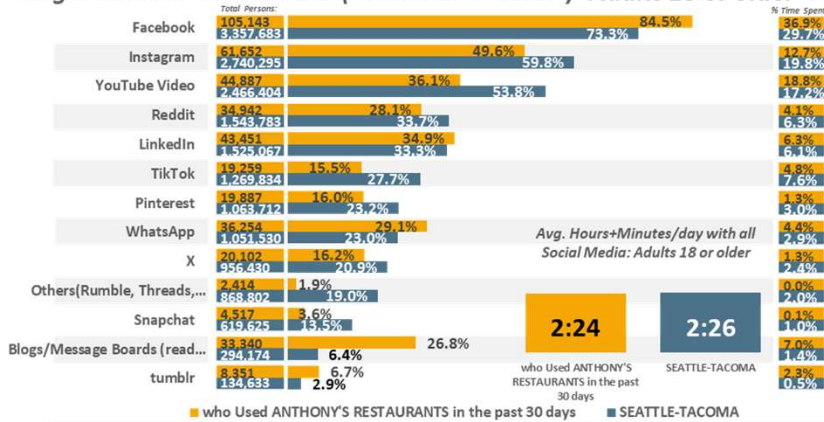
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Quick service restaurants used past 30 days: Taco Time

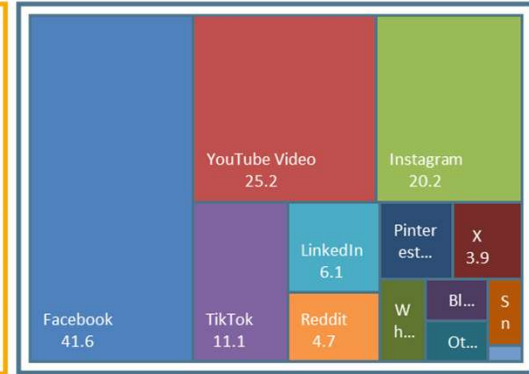
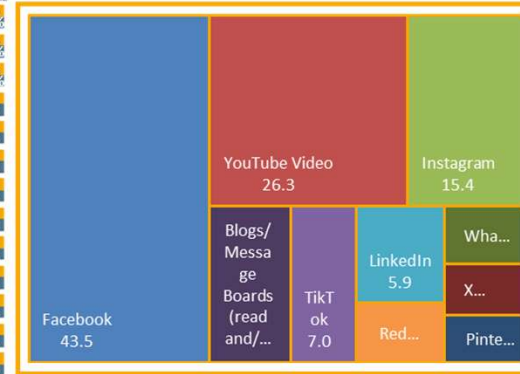
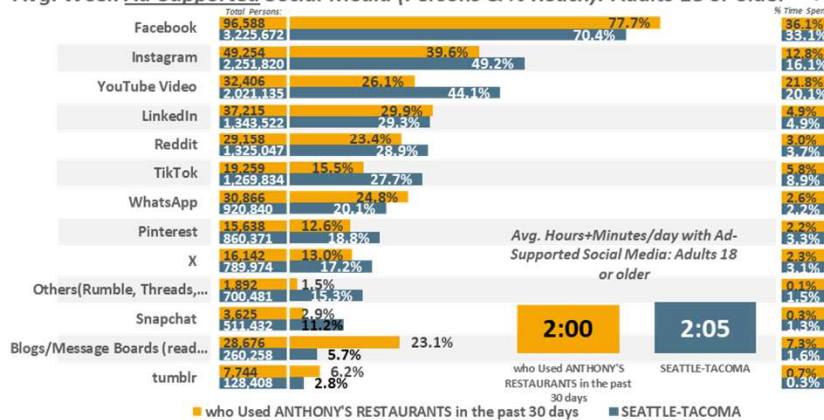


96,588 or 77.7% of Adults 18 or older who Used ANTHONY'S RESTAURANTS in the past 30 days use Ad-Supported Facebook for an average of 43.5 minutes every day representing 36.1% of all time spent daily with Ad-Supported Social Media.

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**



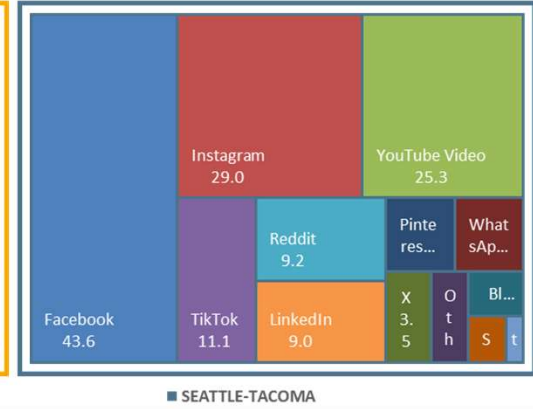
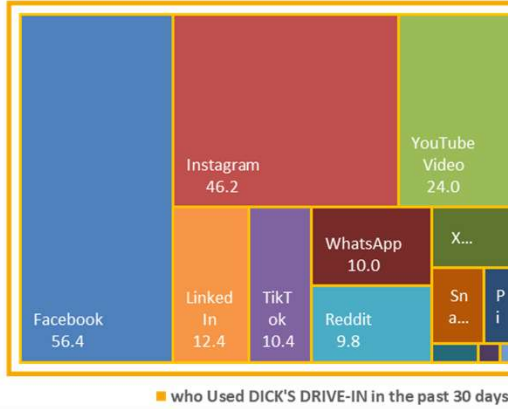
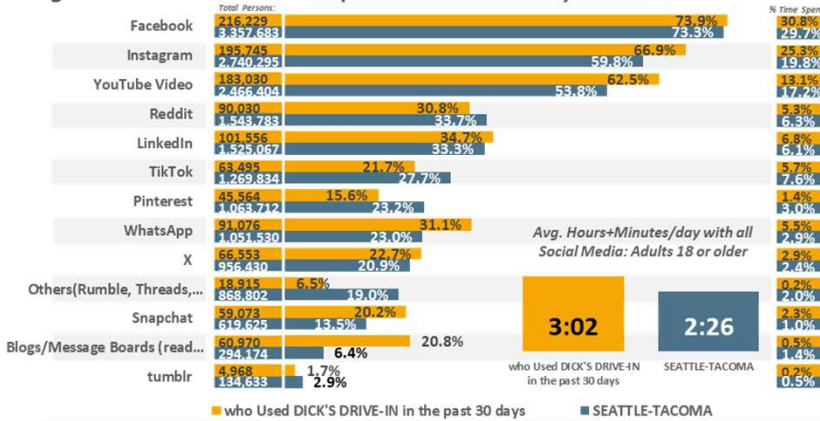
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



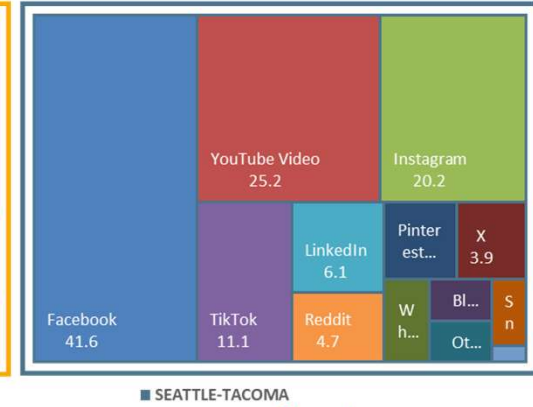
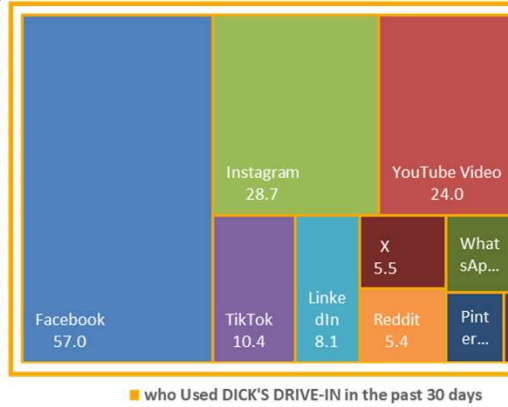
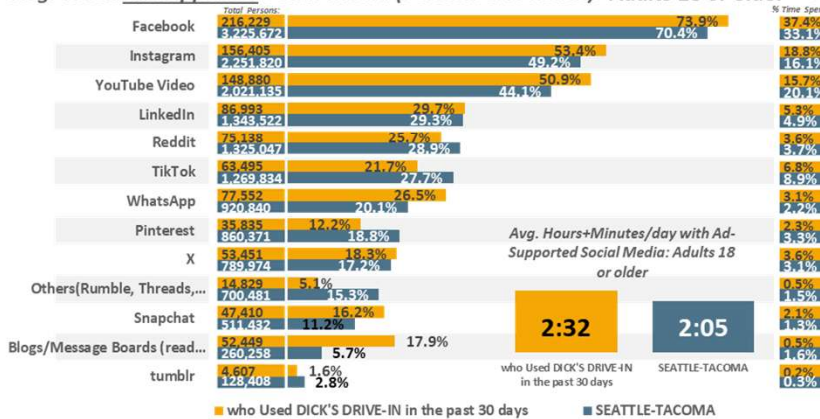


216,229 or 73.9% of Adults 18 or older who Used DICK'S DRIVE-IN in the past 30 days use Ad-Supported Facebook for an average of 57. minutes every day representing 37.4% of all time spent daily with Ad-Supported Social Media.

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



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



SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 237
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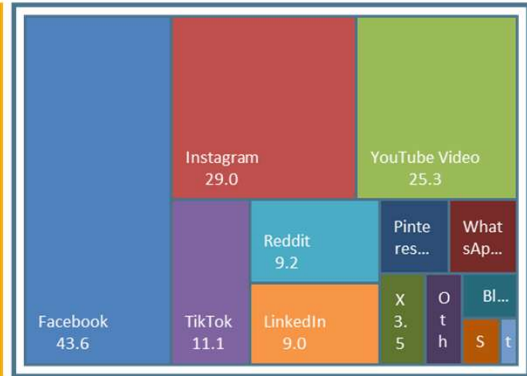
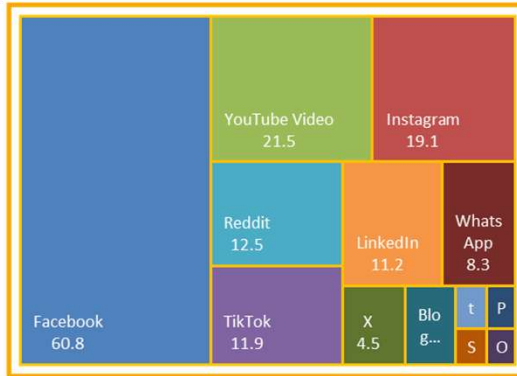
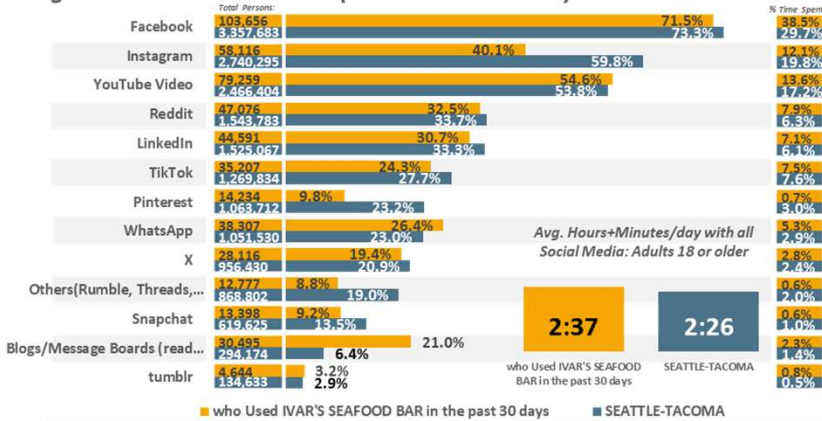
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Dick's

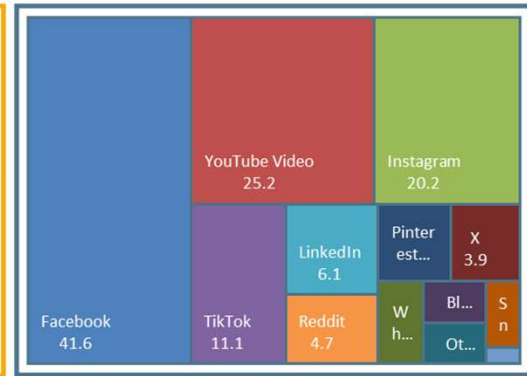
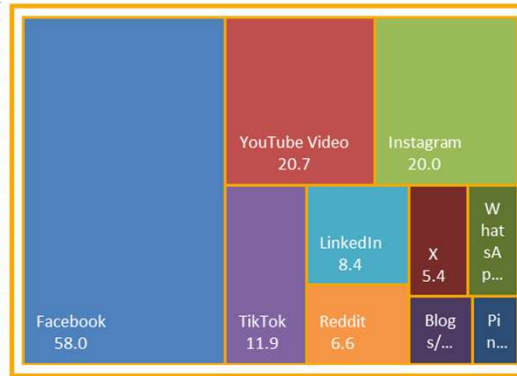
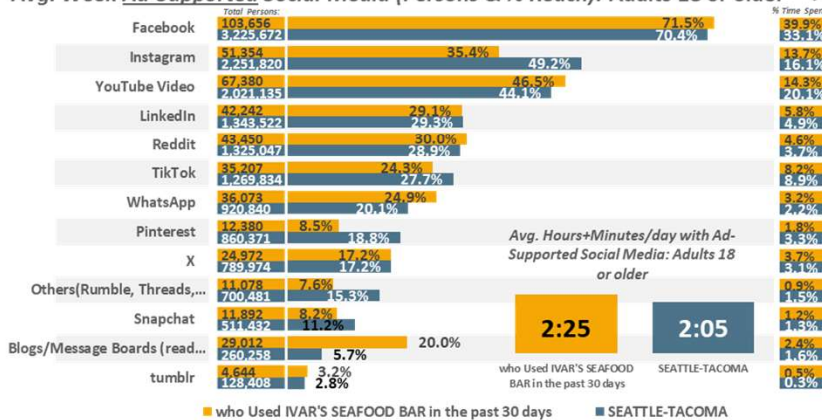


103,656 or 71.5% of Adults 18 or older who Used IVAR'S SEAFOOD BAR in the past 30 days use Ad-Supported Facebook for an average of 58. minutes every day representing 39.9% of all time spent daily with Ad-Supported Social Media.

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



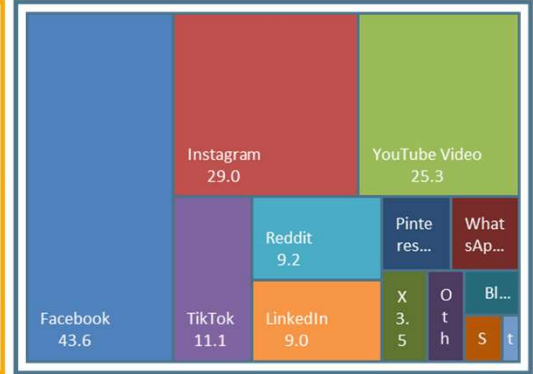
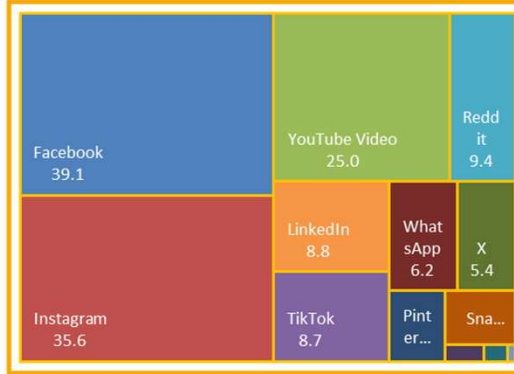
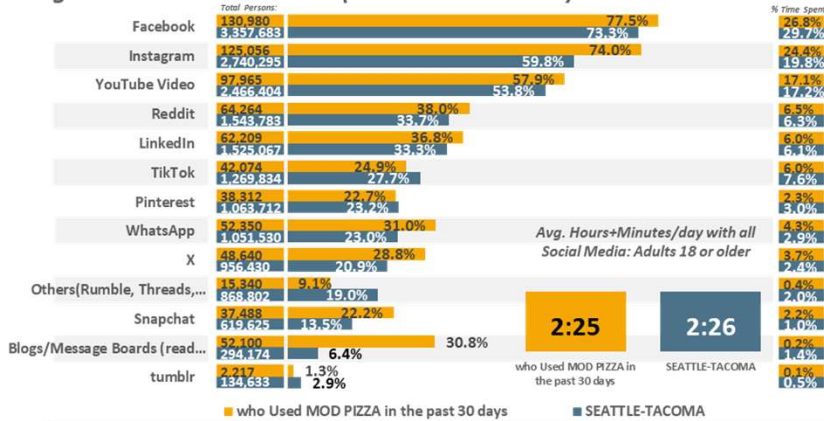
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



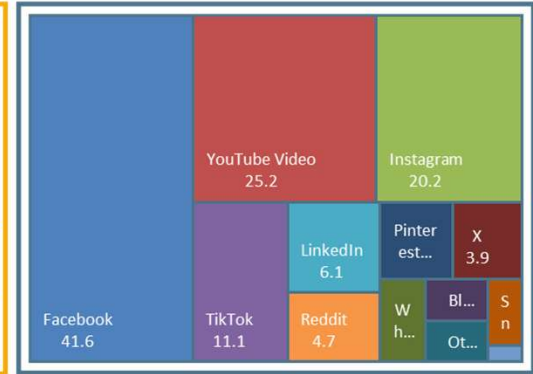
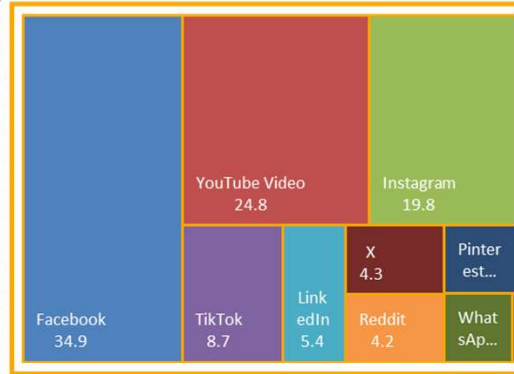
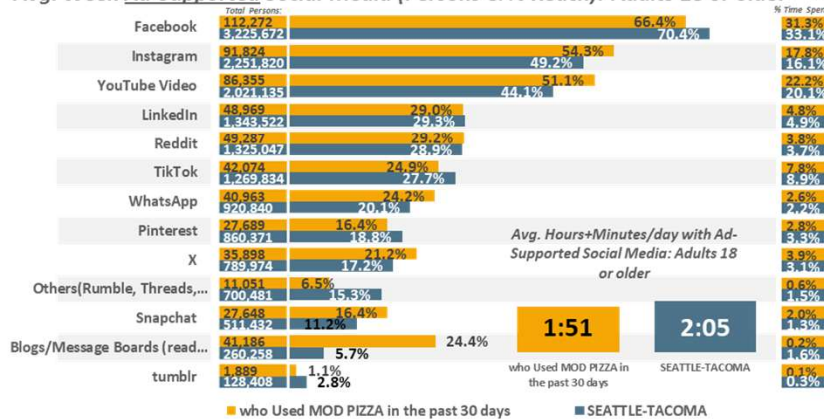


112,272 or 66.4% of Adults 18 or older who Used MOD PIZZA in the past 30 days use Ad-Supported Facebook for an average of 34.9 minutes every day representing 31.3% of all time spent daily with Ad-Supported Social Media.

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



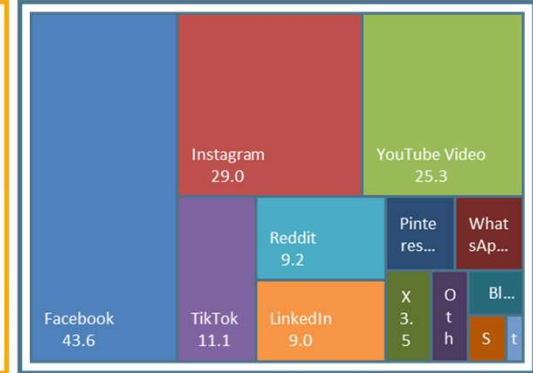
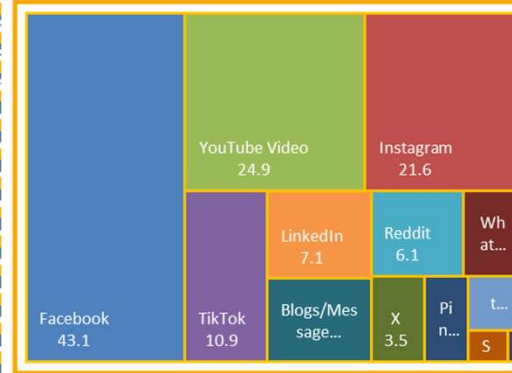
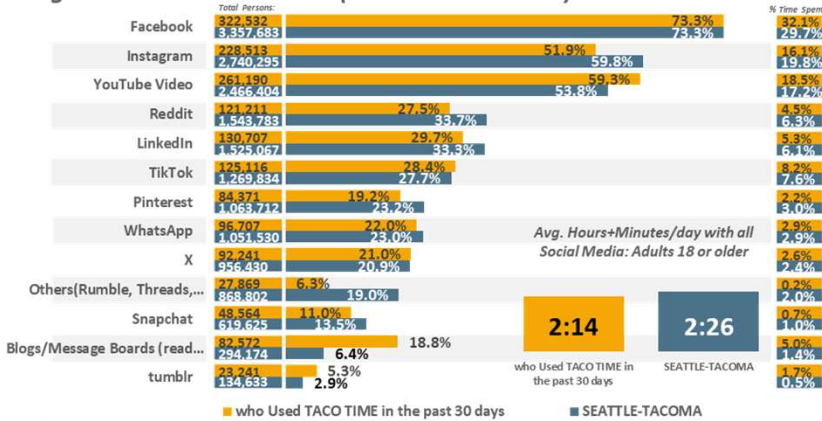
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



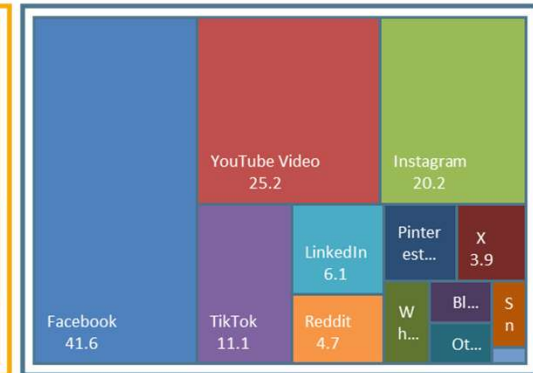
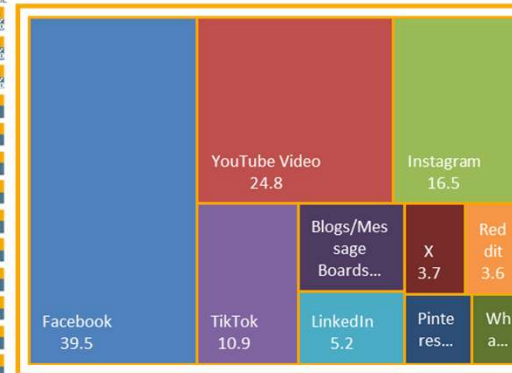
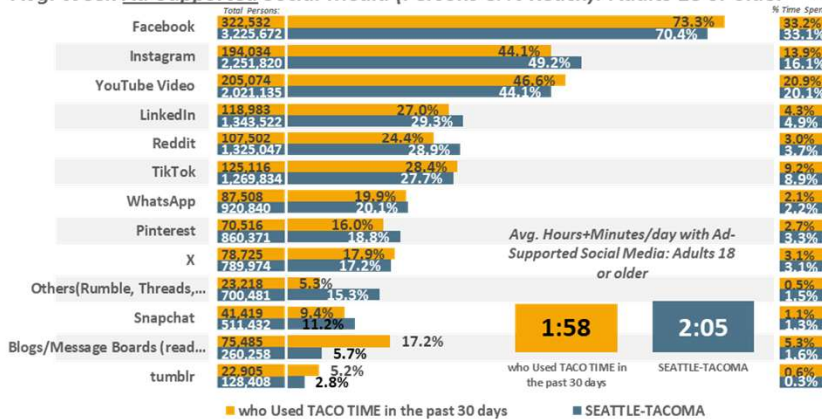


322,532 or 73.3% of Adults 18 or older who Used TACO TIME in the past 30 days use Ad-Supported Facebook for an average of 39.5 minutes every day representing 33.2% of all time spent daily with Ad-Supported Social Media.

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



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



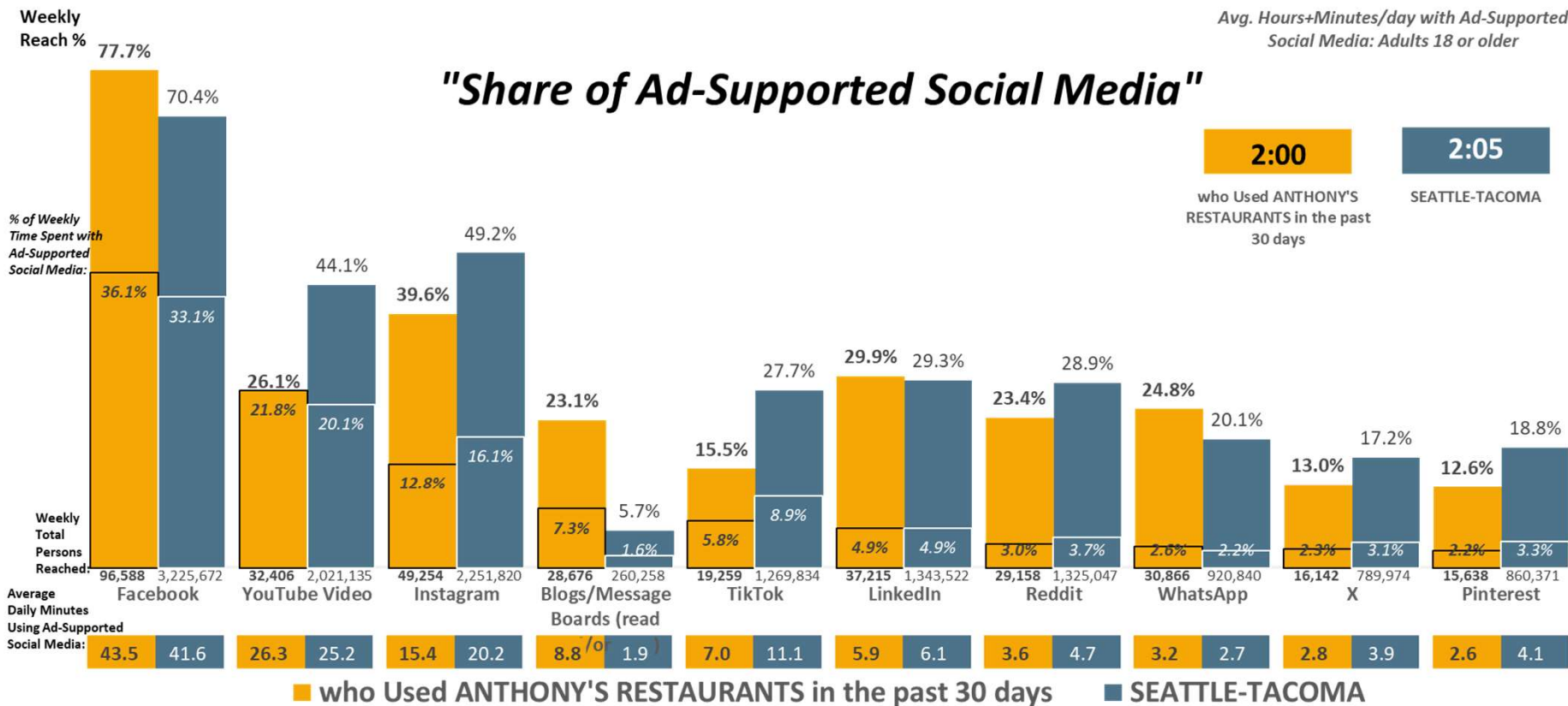
SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 380
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Quick service restaurants used past 30 days: Taco Time



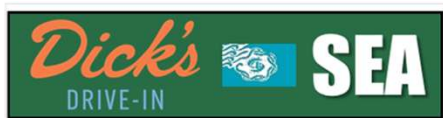
96,588 or 77.7% of Adults 18 or older who Used ANTHONY'S RESTAURANTS in the past 30 days use Ad-Supported Facebook for an average of 43.5 minutes every day representing 36.1% of all time spent daily with Ad-Supported Social Media.



SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 120 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887
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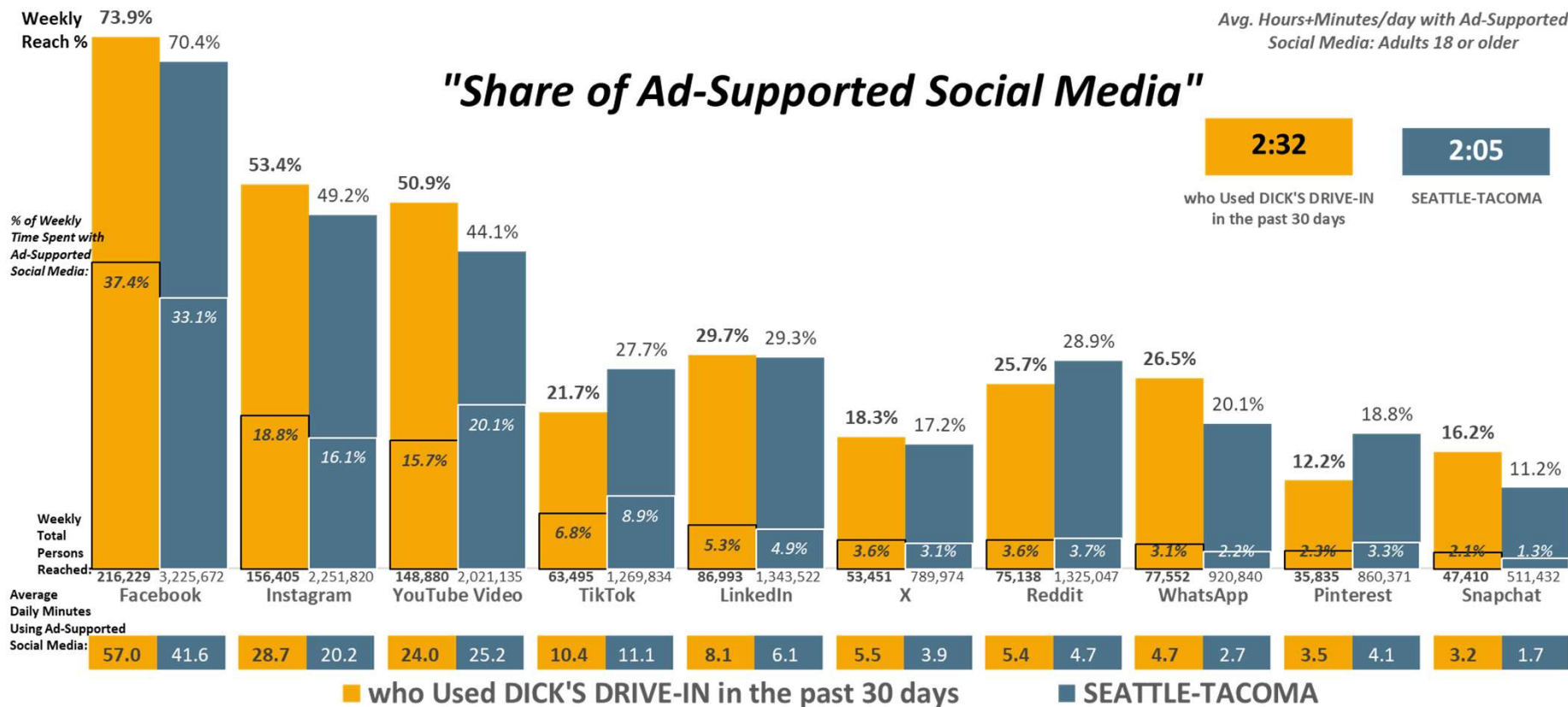
soefa.ai Share of Everything for Anything

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



216,229 or 73.9% of Adults 18 or older who Used DICK'S DRIVE-IN in the past 30 days use Ad-Supported Facebook for an average of 57. minutes every day representing 37.4% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 237 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887
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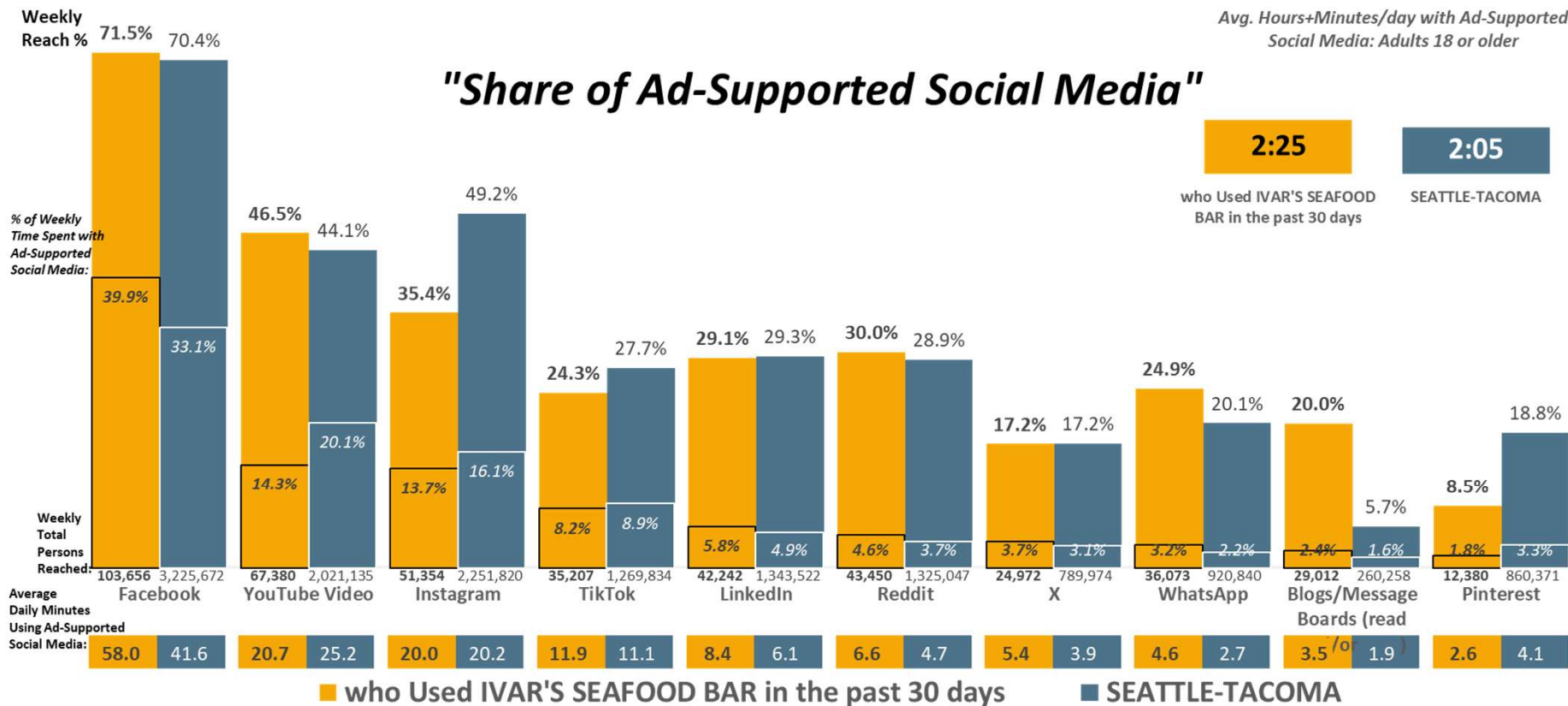
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Dick's



103,656 or 71.5% of Adults 18 or older who Used IVAR'S SEAFOOD BAR in the past 30 days use Ad-Supported Facebook for an average of 58. minutes every day representing 39.9% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 135 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887
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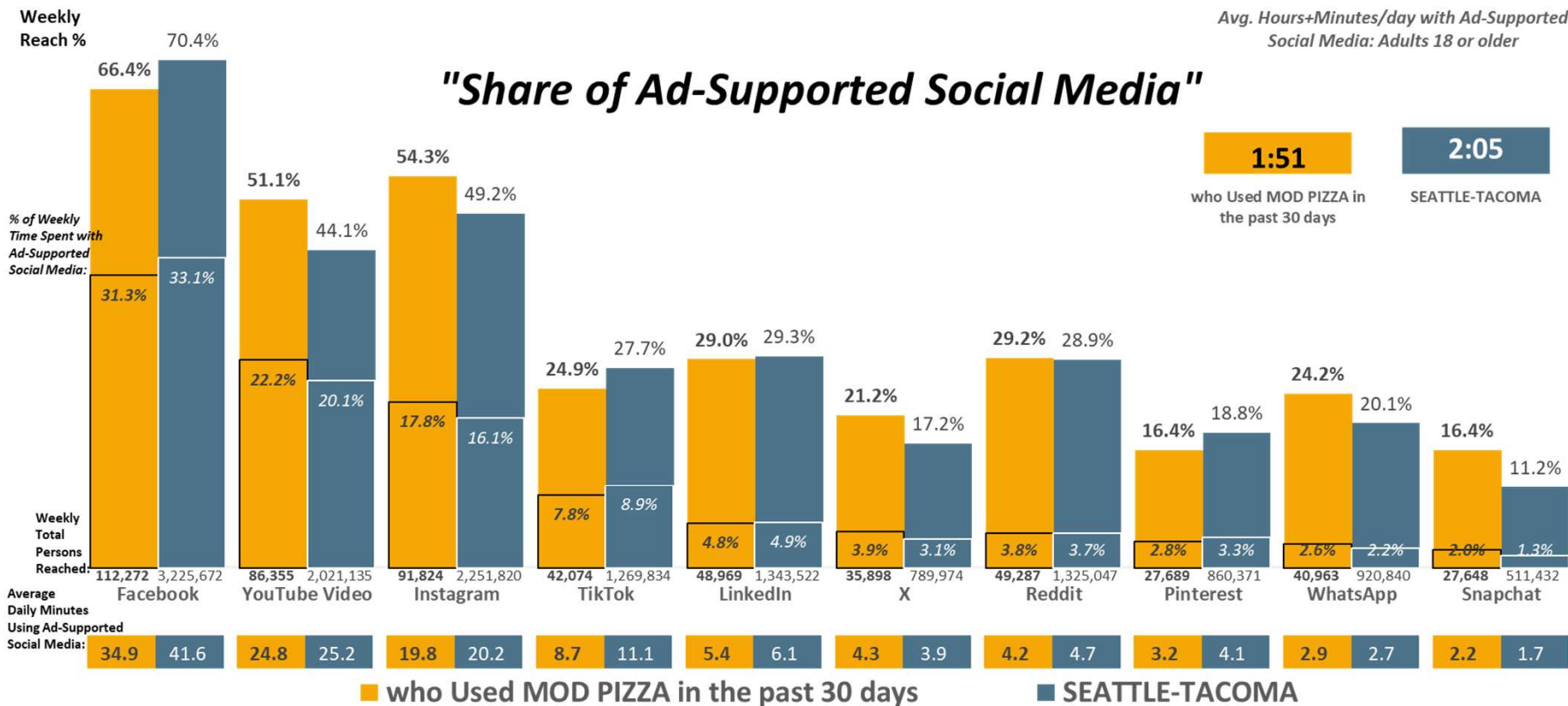
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Ivar's Seafood Bar



112,272 or 66.4% of Adults 18 or older who Used MOD PIZZA in the past 30 days use Ad-Supported Facebook for an average of 34.9 minutes every day representing 31.3% of all time spent daily with Ad-Supported Social Media.

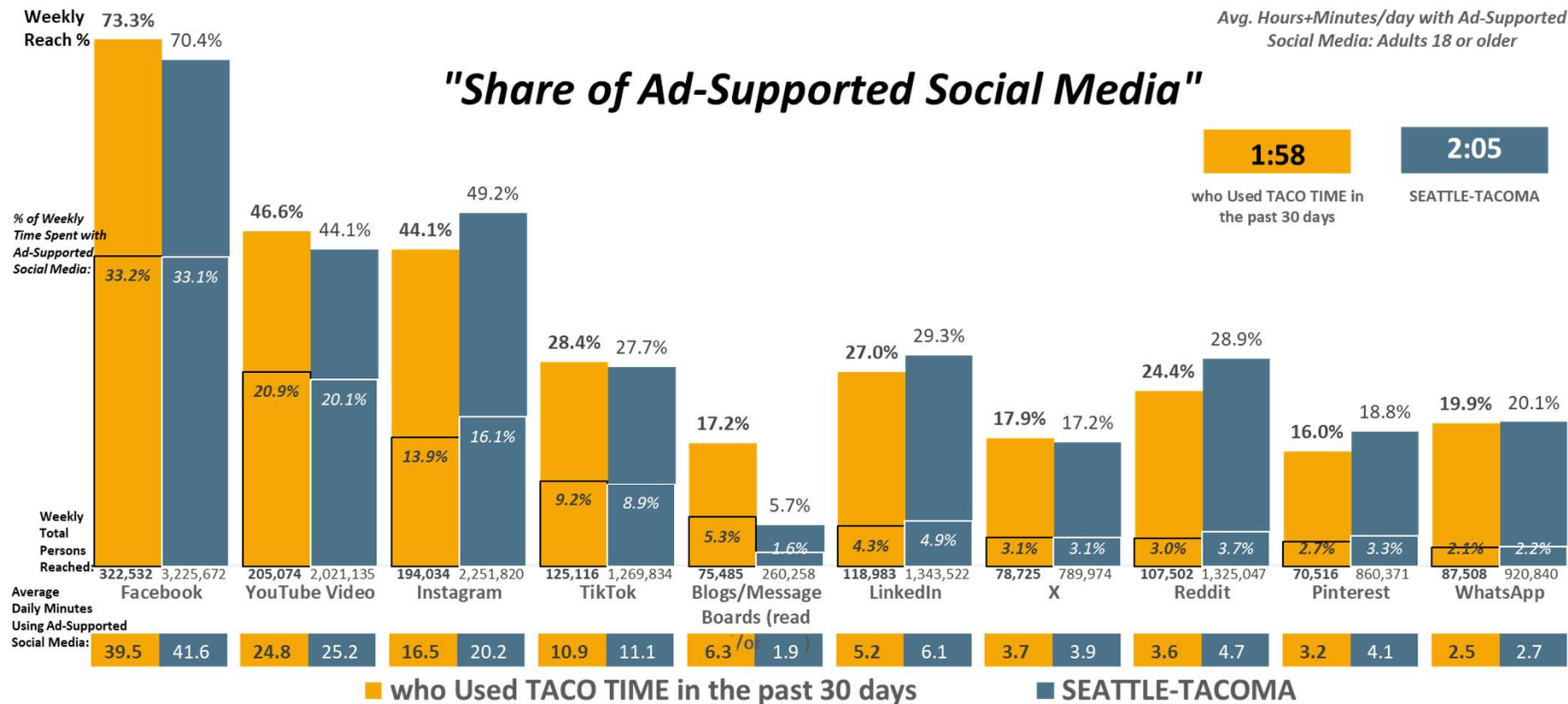
"Share of Ad-Supported Social Media"





322,532 or 73.3% of Adults 18 or older who Used TACO TIME in the past 30 days use Ad-Supported Facebook for an average of 39.5 minutes every day representing 33.2% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 380 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887
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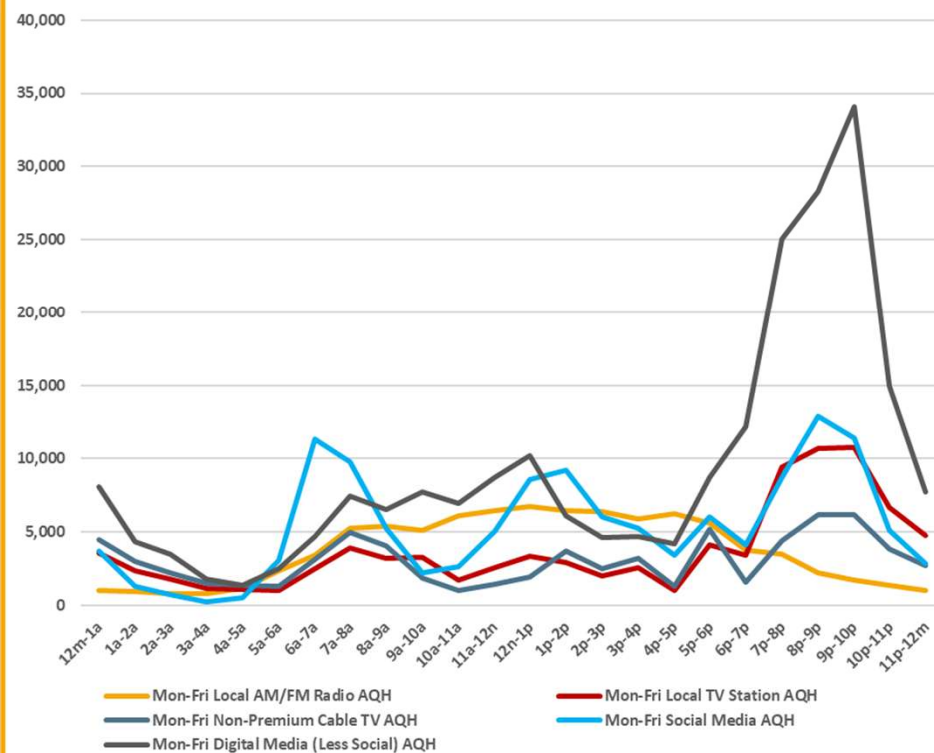
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Taco Time

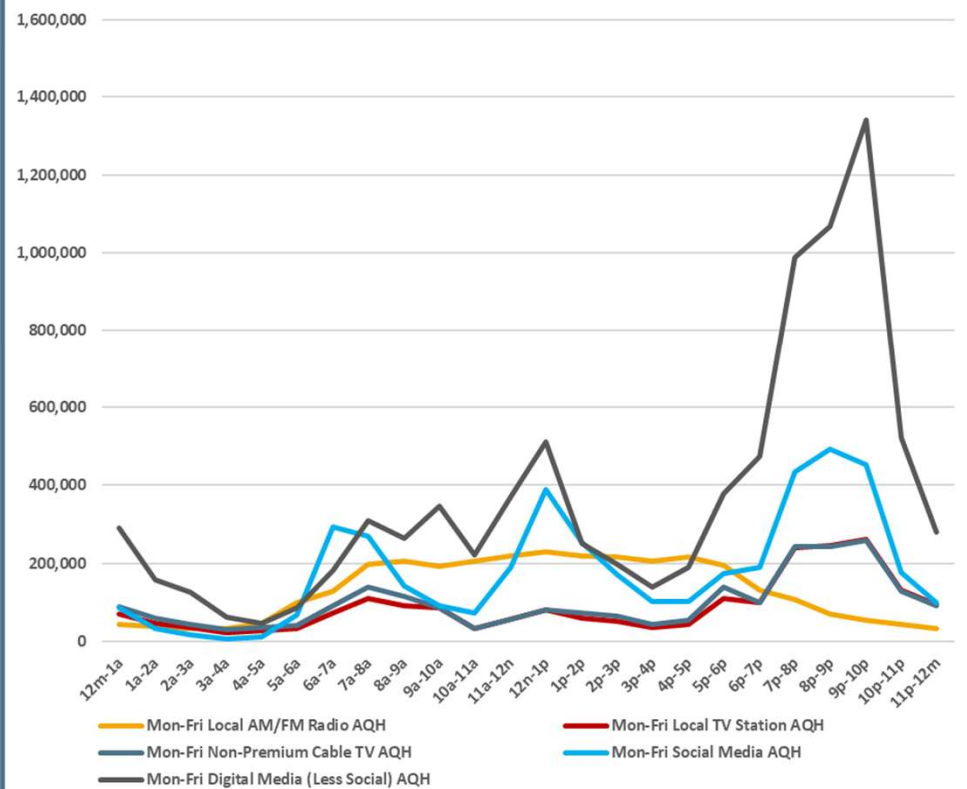


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,126;
Social Media: 6,073; Local Radio: 5,606; Local TV: 2,807; Non-Prem. Cable: 2,760 reaching
Adults 18 or older who Used ANTHONY'S RESTAURANTS in the past 30 days.

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



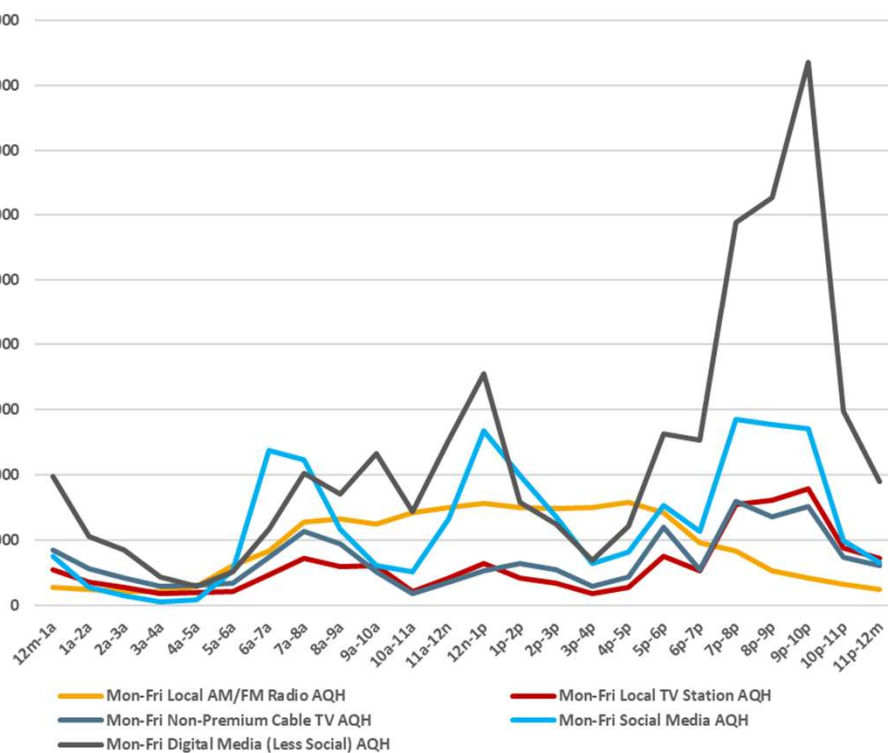
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEATTLE-TACOMA Metro Area Adults 18 or older



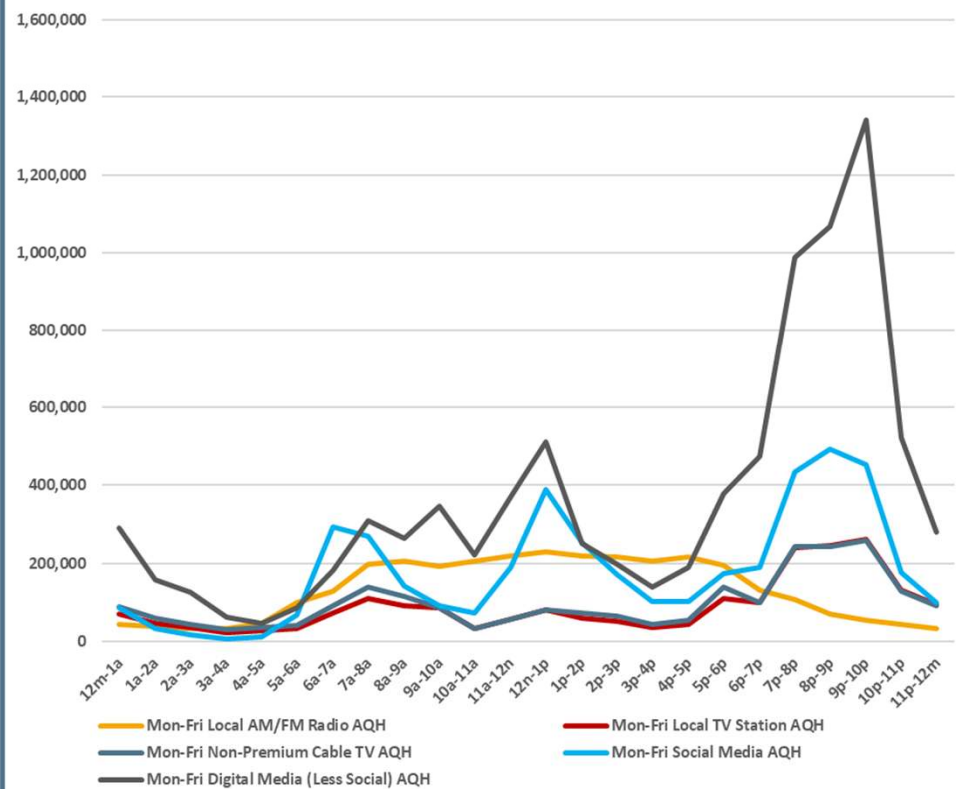


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 18,954; Social Media: 14,140; Local Radio: 13,548; Non-Prem. Cable: 6,206; Local TV: 4,755 reaching Adults 18 or older who Used DICK'S DRIVE-IN in the past 30 days.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Used DICK'S DRIVE-IN in the past 30 days**



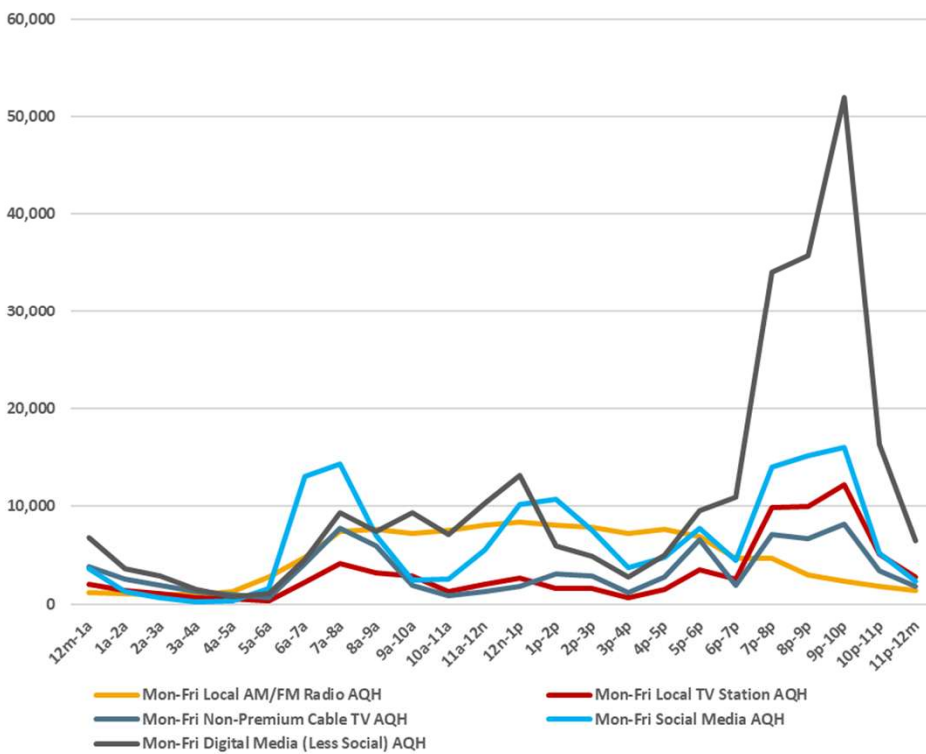
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEATTLE-TACOMA Metro Area Adults 18 or older**



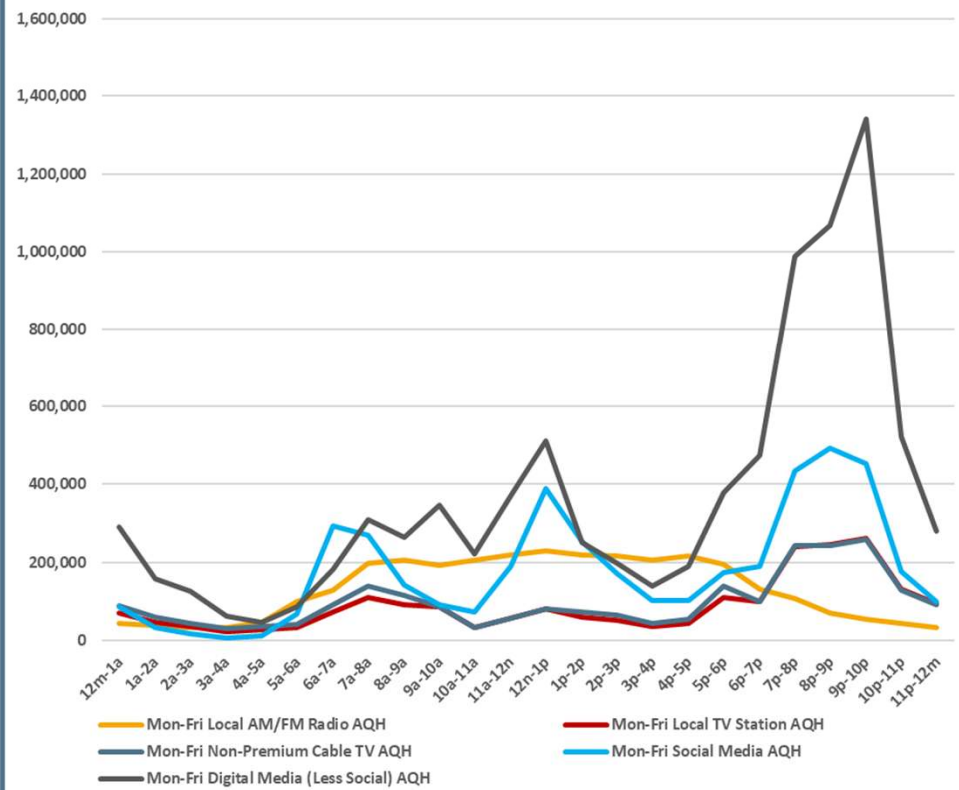


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,737;
Social Media: 7,263; Local Radio: 7,198; Non-Prem. Cable: 3,268; Local TV: 2,312 reaching
Adults 18 or older who Used IVAR'S SEAFOOD BAR in the past 30 days.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Used IVAR'S SEAFOOD BAR in the
past 30 days



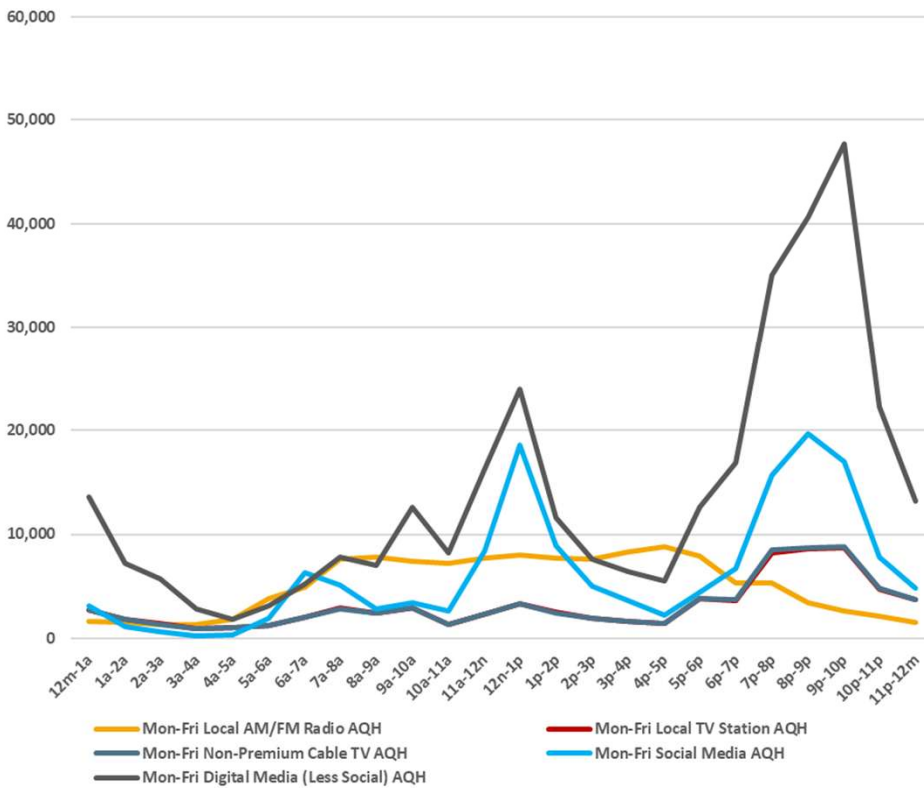
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEATTLE-TACOMA Metro Area Adults 18 or older



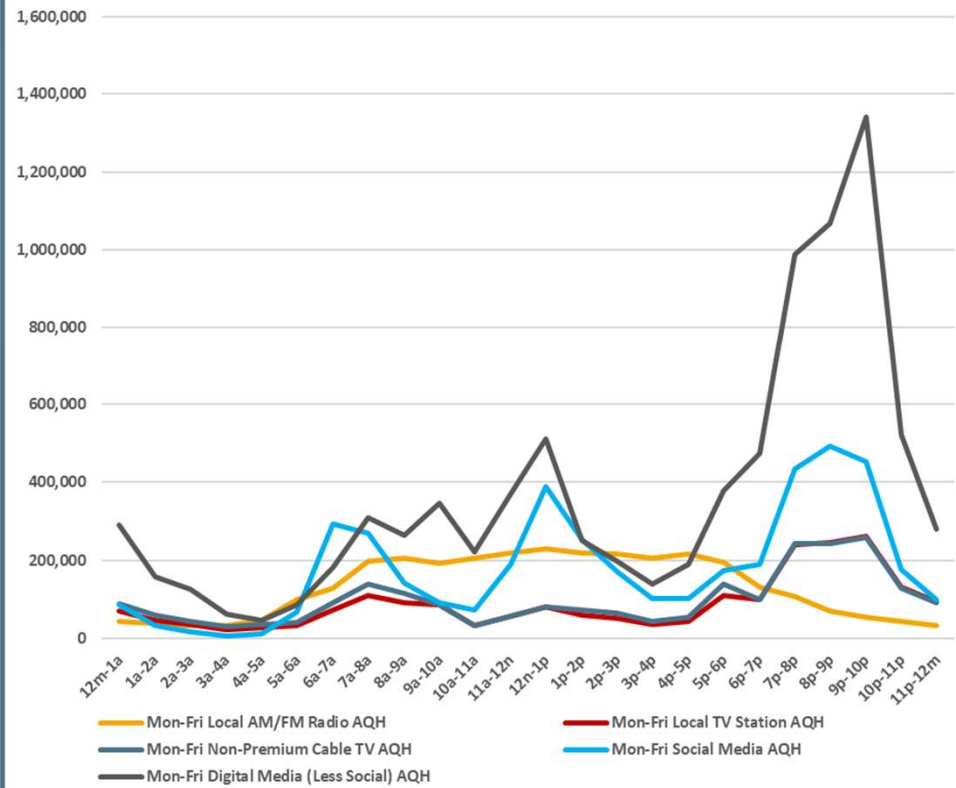


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 10,897;
Local Radio: 7,422; Social Media: 6,021; Non-Prem. Cable: 2,501; Local TV: 2,484 reaching
Adults 18 or older who Used MOD PIZZA in the past 30 days.

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



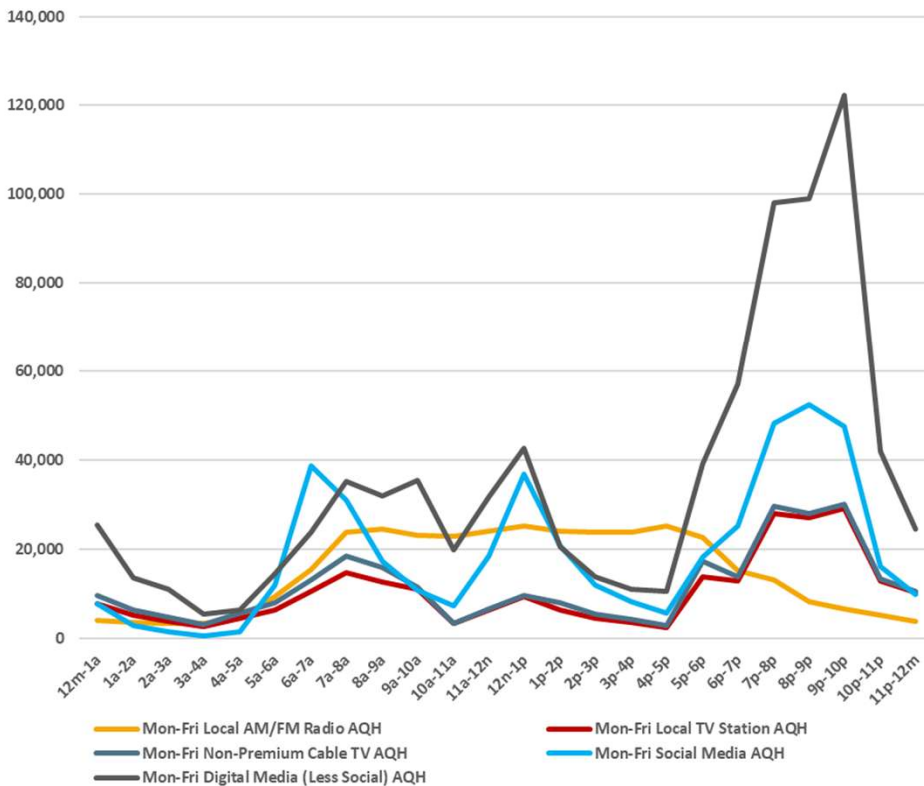
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEATTLE-TACOMA Metro Area Adults 18 or older



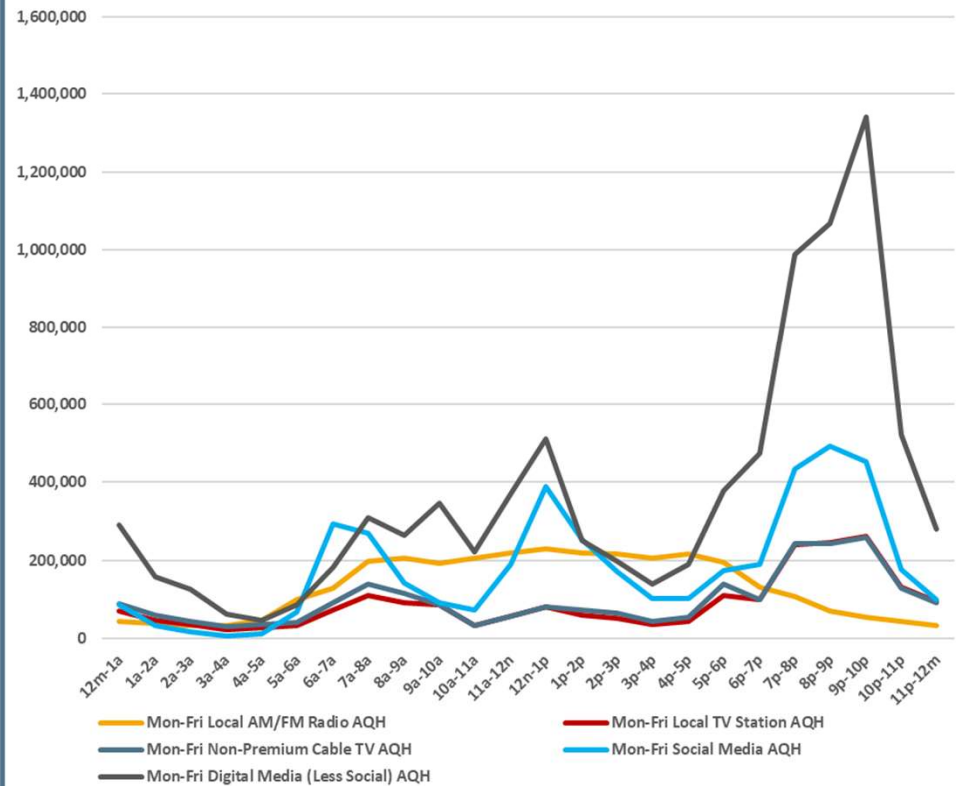


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 28,684; Local Radio: 22,587; Social Media: 19,268; Non-Prem. Cable: 10,008; Local TV: 8,585 reaching Adults 18 or older who Used TACO TIME in the past 30 days.

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



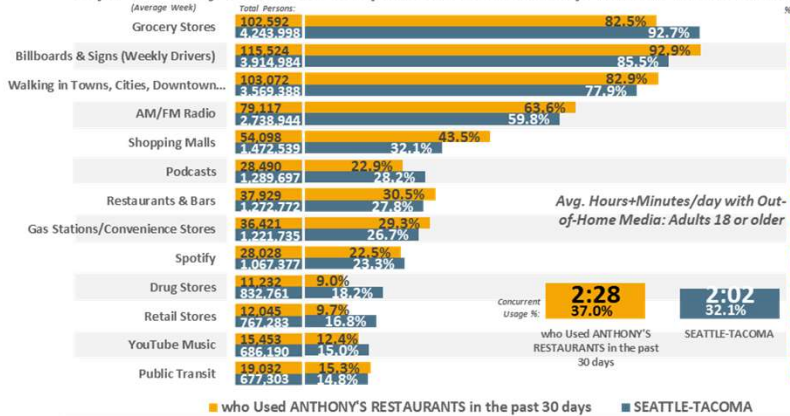
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEATTLE-TACOMA Metro Area Adults 18 or older



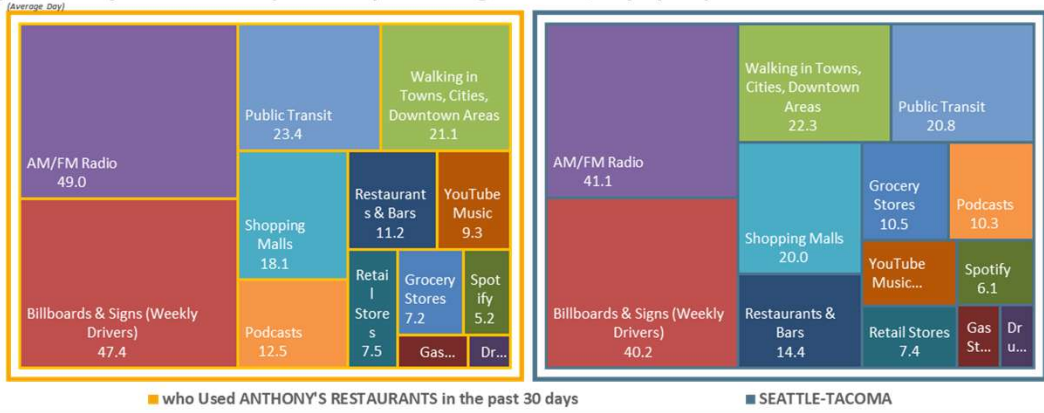


115,524 or 92.9% of Adults 18 or older who Used ANTHONY'S RESTAURANTS in the past 30 days spend an average of 47.4 minutes per day driving, seeing Billboards and Signs. 60.3% Listen to Local Radio Stations Out-of-Home for an average of 41.6 minutes/day.

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



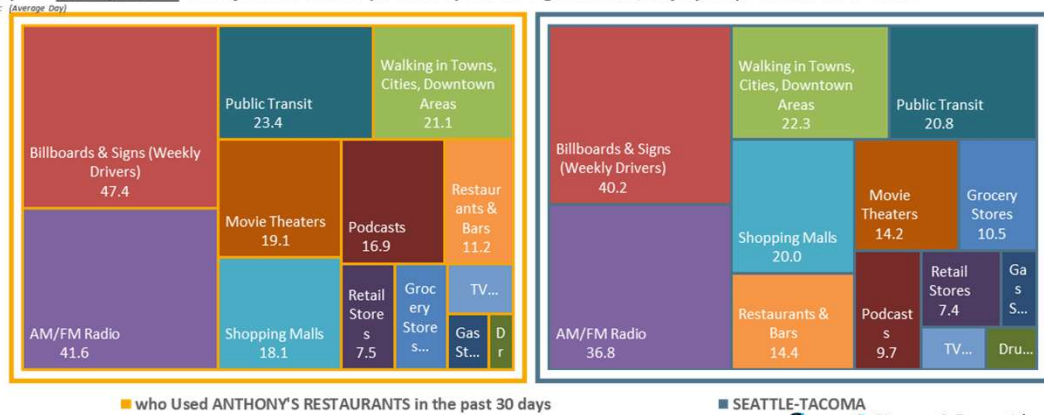
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 120
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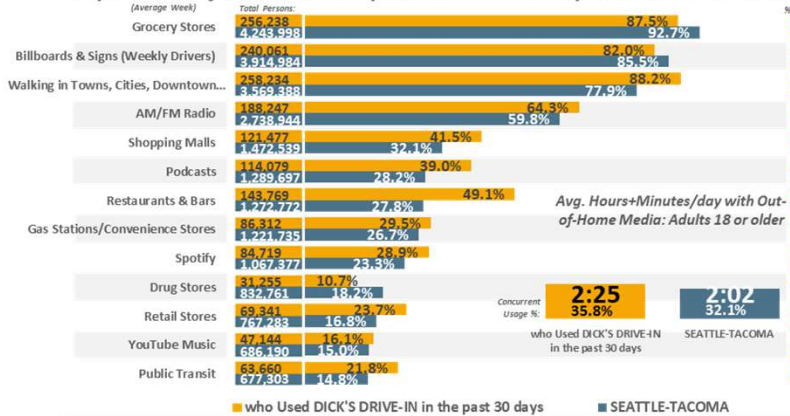
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Sit-down restaurants used past 30 days: Anthony's

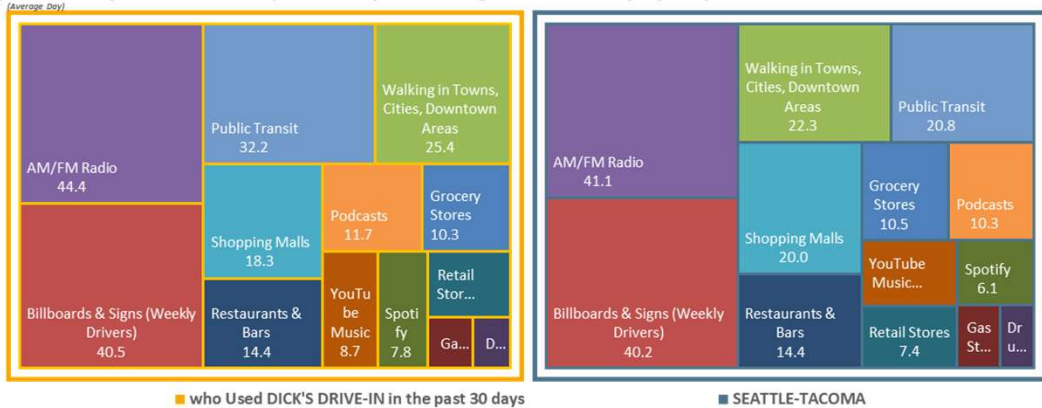


240,061 or 82.% of Adults 18 or older who Used DICK'S DRIVE-IN in the past 30 days spend an average of 40.5 minutes per day driving, seeing Billboards and Signs. 62.2% Listen to Local Radio Stations Out-of-Home for an average of 37.8 minutes/day.

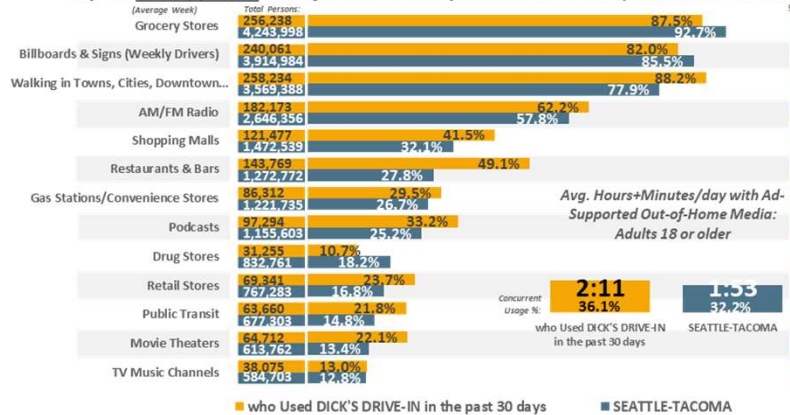
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



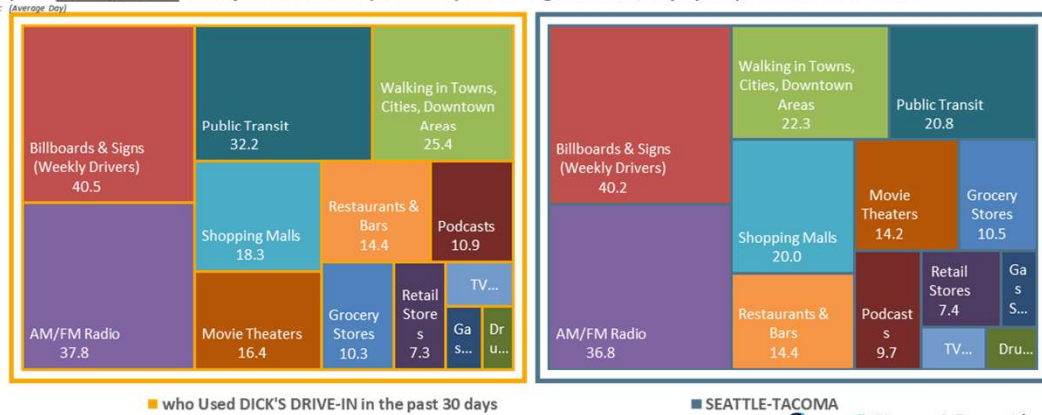
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



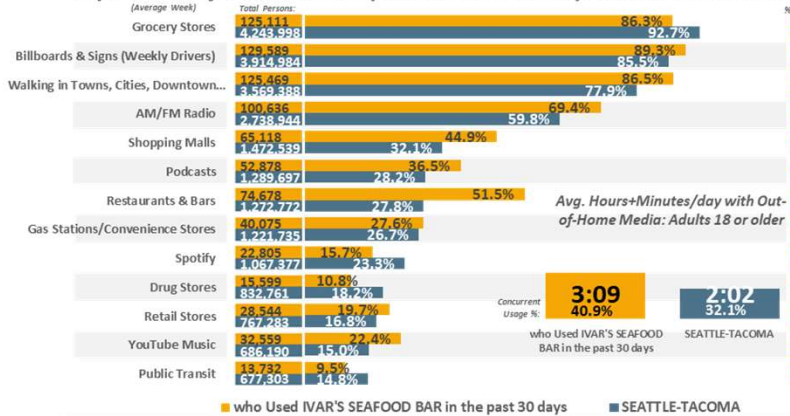
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



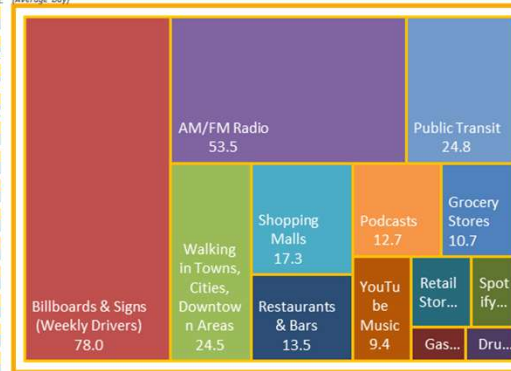


129,589 or 89.3% of Adults 18 or older who Used IVAR'S SEAFOOD BAR in the past 30 days spend an average of 78. minutes per day driving, seeing Billboards and Signs. 66.4% Listen to Local Radio Stations Out-of-Home for an average of 44.9 minutes/day.

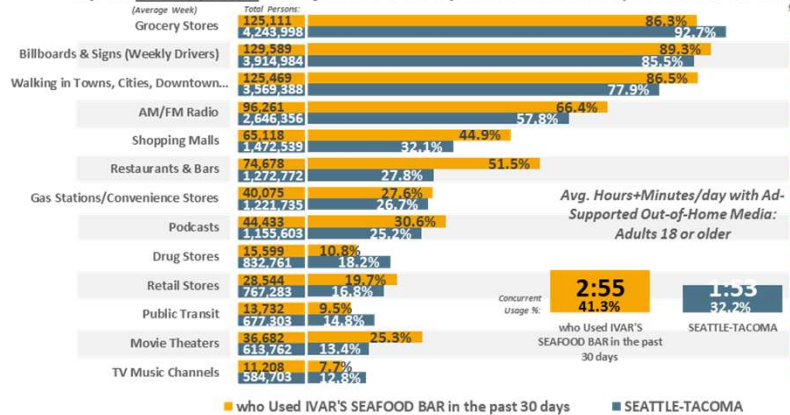
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



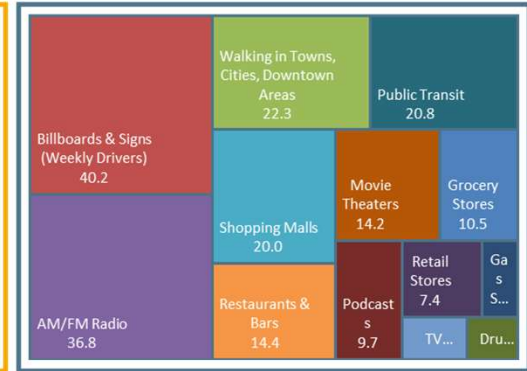
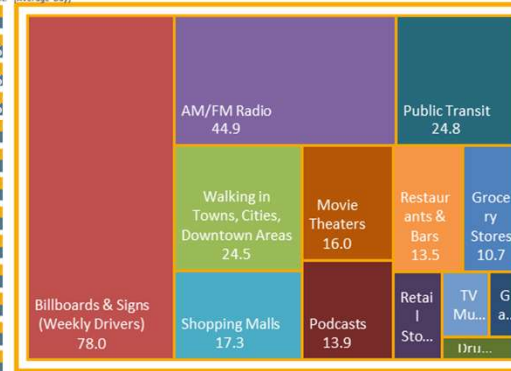
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



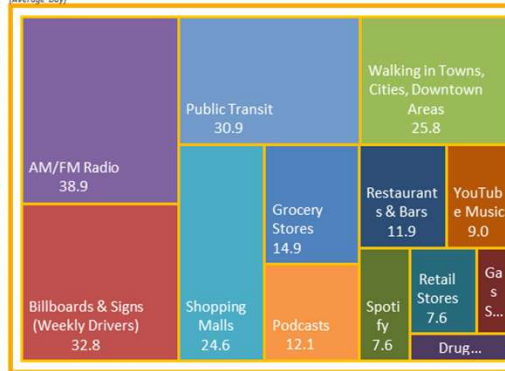


133,280 or 78.8% of Adults 18 or older who Used MOD PIZZA in the past 30 days spend an average of 32.8 minutes per day driving, seeing Billboards and Signs. 60.8% Listen to Local Radio Stations Out-of-Home for an average of 36.2 minutes/day.

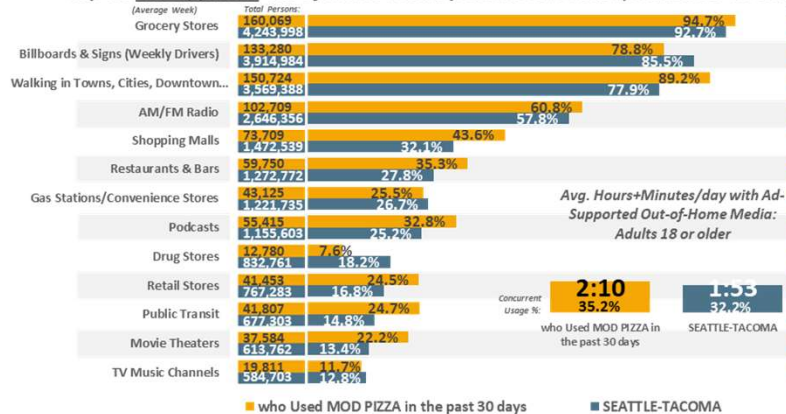
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



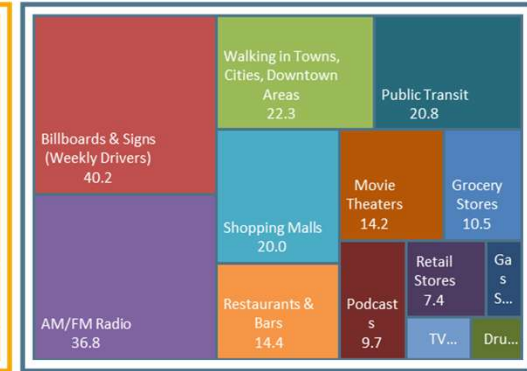
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



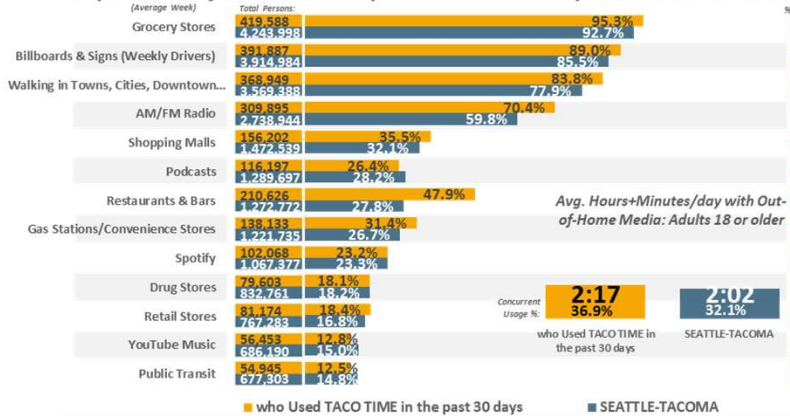
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



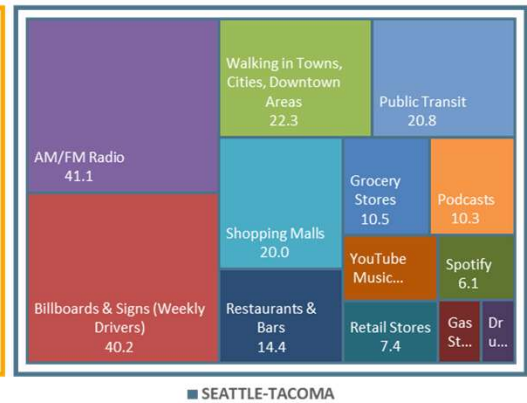
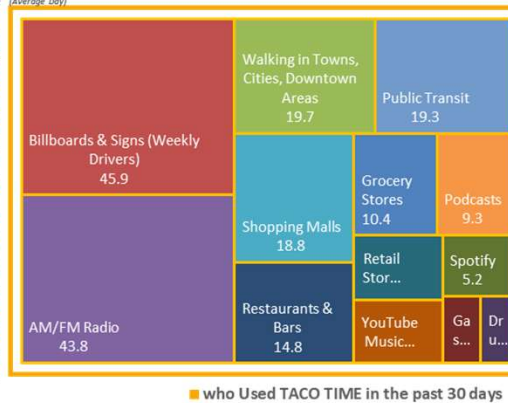


391,887 or 89.% of Adults 18 or older who Used TACO TIME in the past 30 days spend an average of 45.9 minutes per day driving, seeing Billboards and Signs. 68.1% Listen to Local Radio Stations Out-of-Home for an average of 40.7 minutes/day.

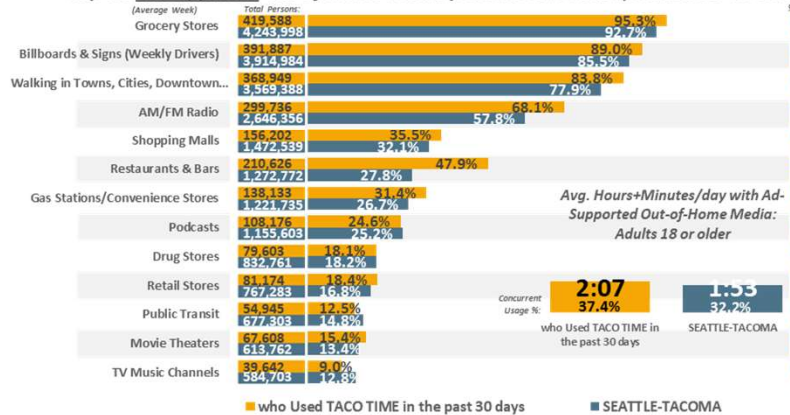
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



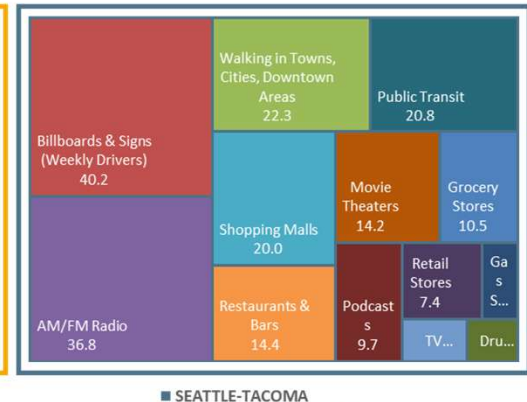
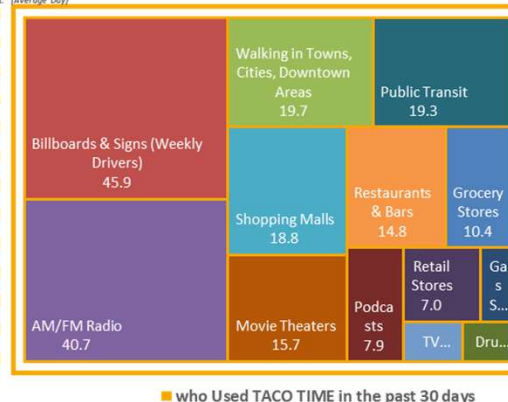
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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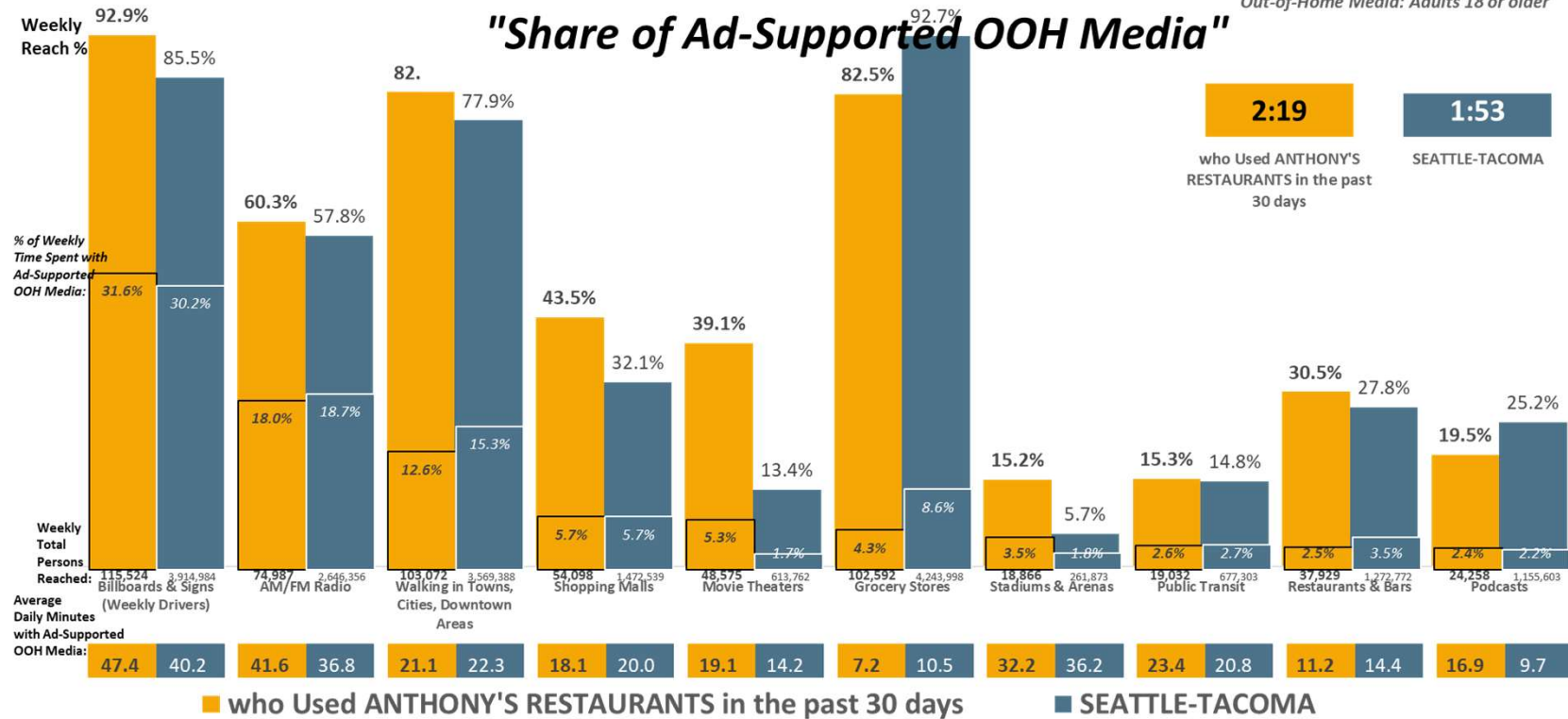
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Quick service restaurants used past 30 days: Taco Time



115,524 or 92.9% of Adults 18 or older who Used ANTHONY'S RESTAURANTS in the past 30 days spend an average of 47.4 minutes per day driving, seeing Billboards and Signs representing 31.6% 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



SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 120 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887
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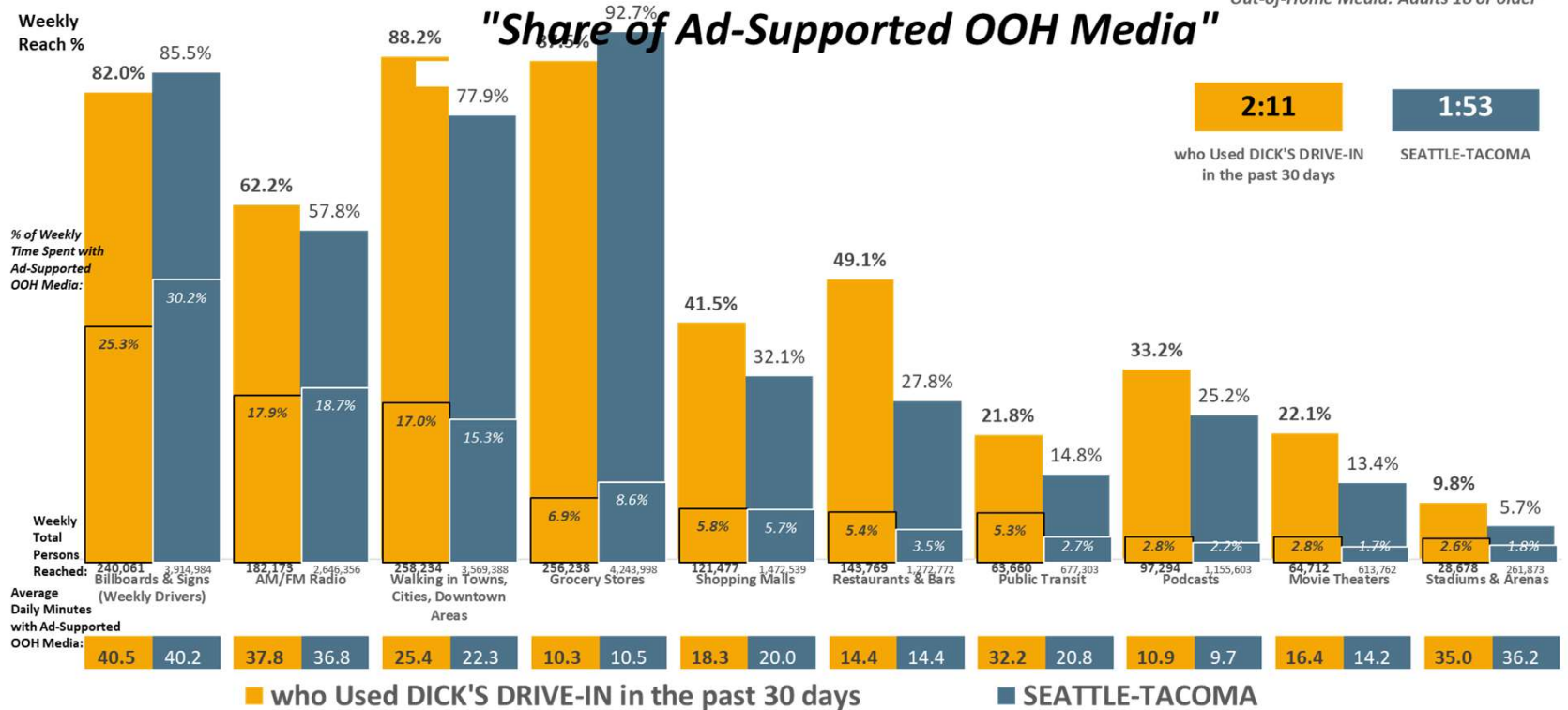
soefa.ai Share of Everything for Anything

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



240,061 or 82.% of Adults 18 or older who Used DICK'S DRIVE-IN in the past 30 days spend an average of 40.5 minutes per day driving, seeing Billboards and Signs representing 25.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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



SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 237 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887

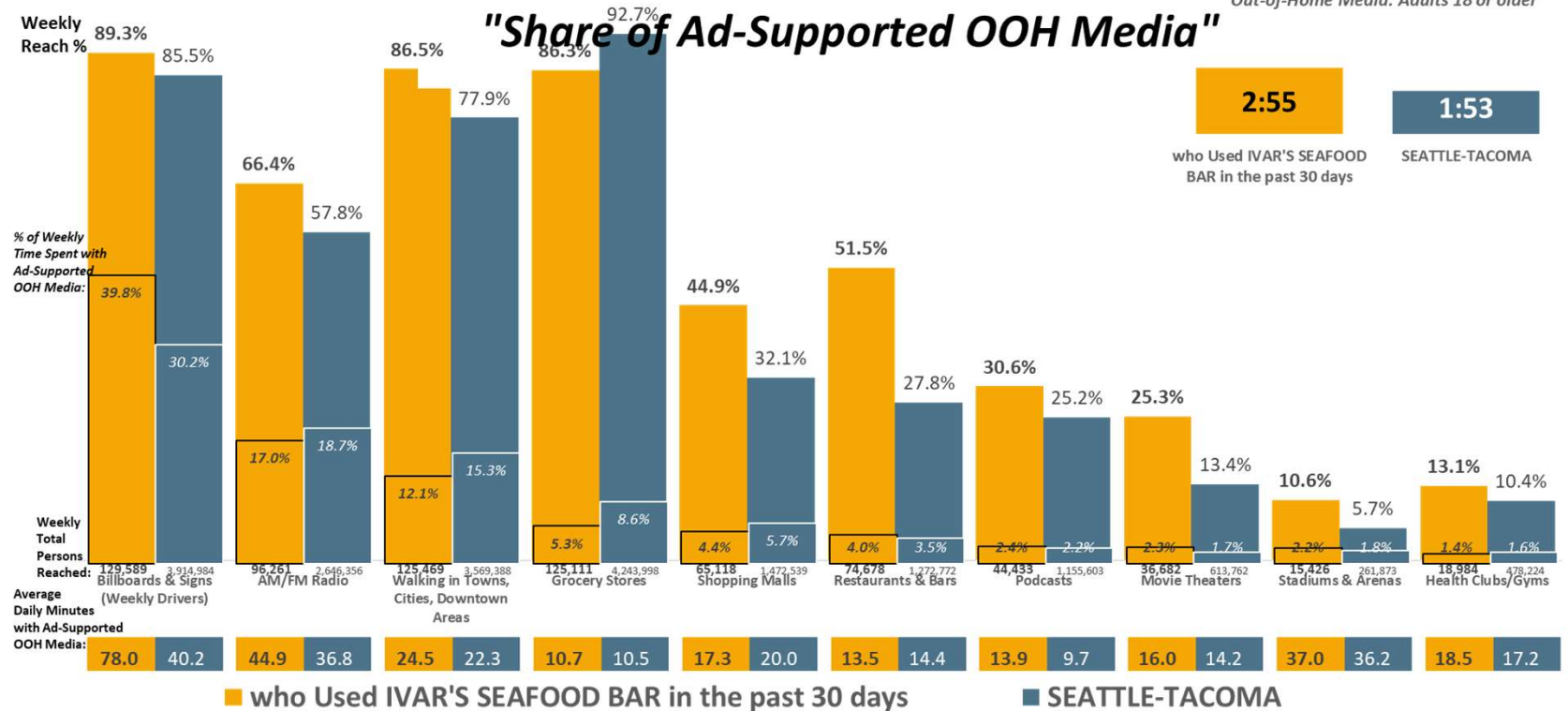
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Dick's



129,589 or 89.3% of Adults 18 or older who Used IVAR'S SEAFOOD BAR in the past 30 days spend an average of 78. minutes per day driving, seeing Billboards and Signs representing 39.8% 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



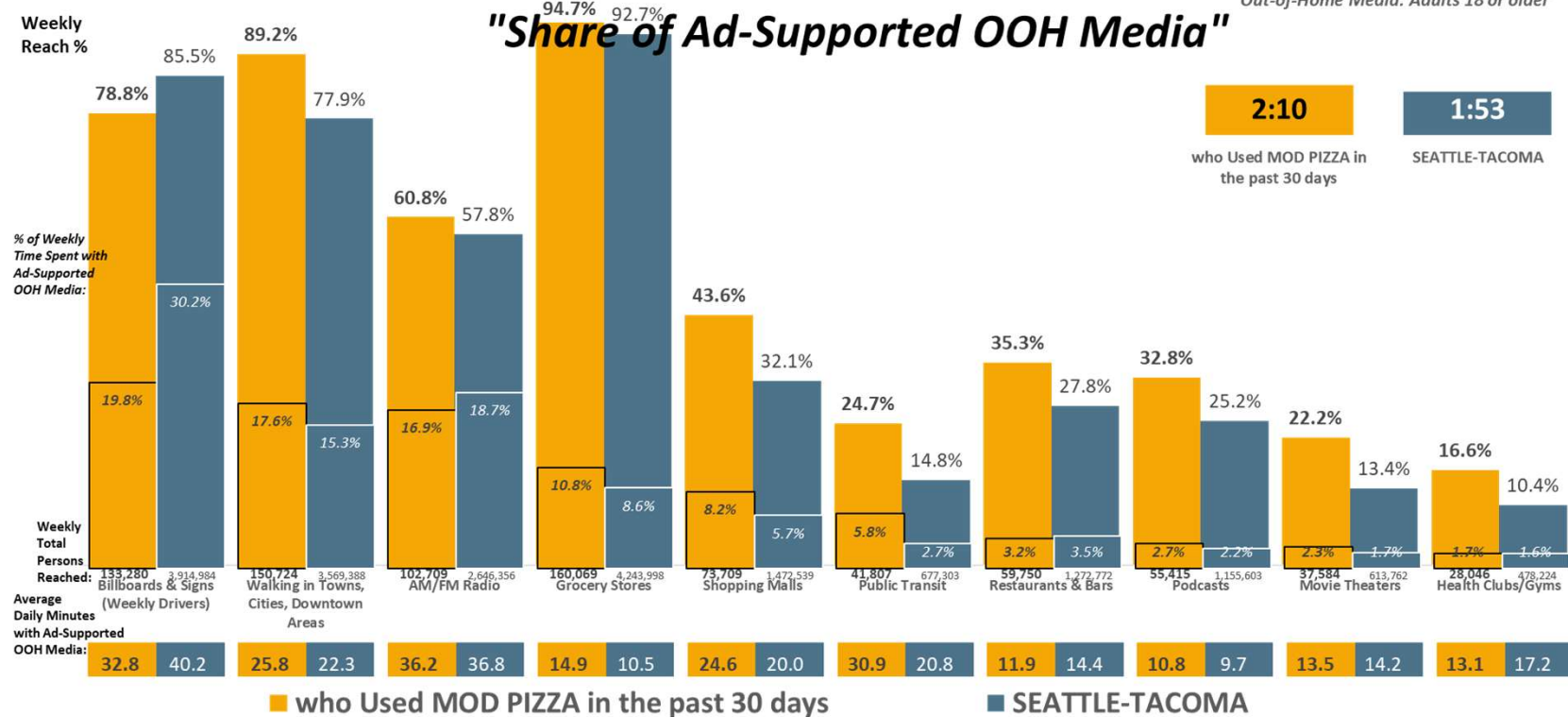
2:55
who Used IVAR'S SEAFOOD BAR in the past 30 days

1:53
SEATTLE-TACOMA



133,280 or 78.8% of Adults 18 or older who Used MOD PIZZA in the past 30 days spend an average of 32.8 minutes per day driving, seeing Billboards and Signs representing 19.8% 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



SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 160 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887

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Sit-down restaurants used past 30 days: MOD Pizza

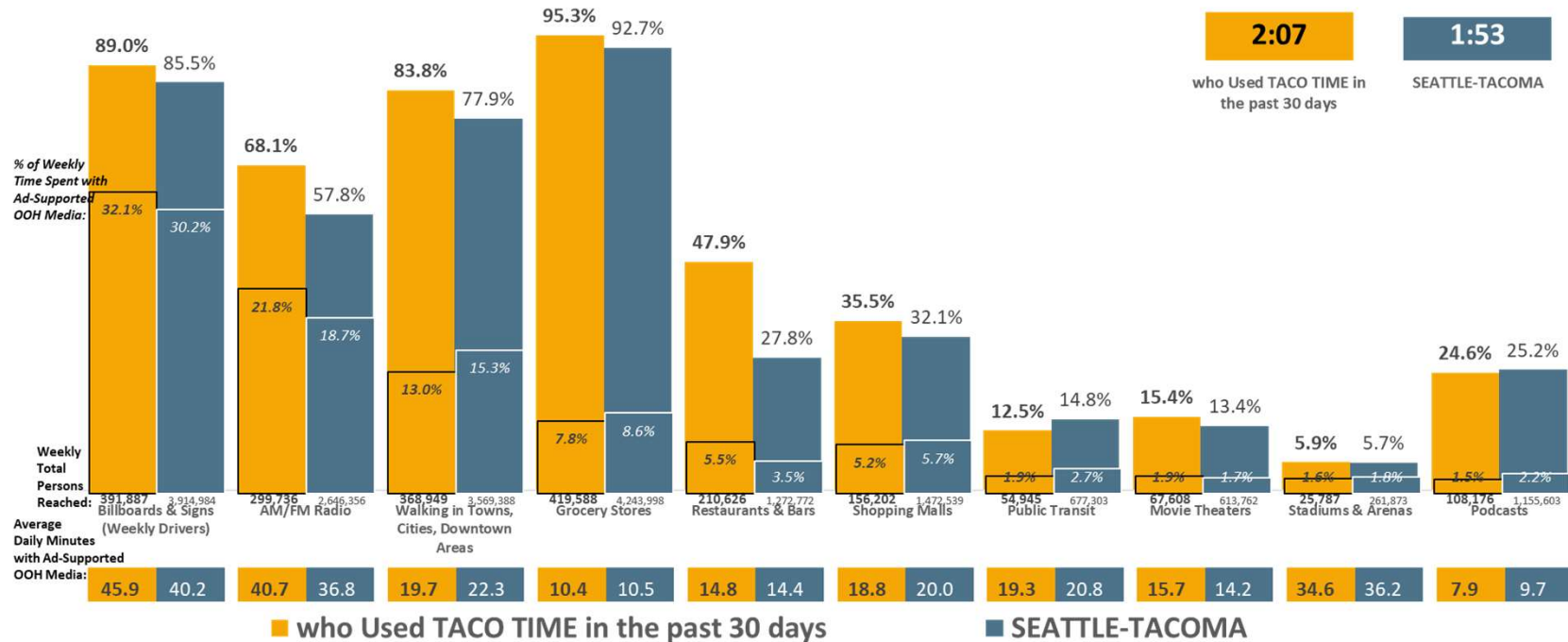


391,887 or 89.% of Adults 18 or older who Used TACO TIME in the past 30 days spend an average of 45.9 minutes per day driving, seeing Billboards and Signs representing 32.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 380 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887
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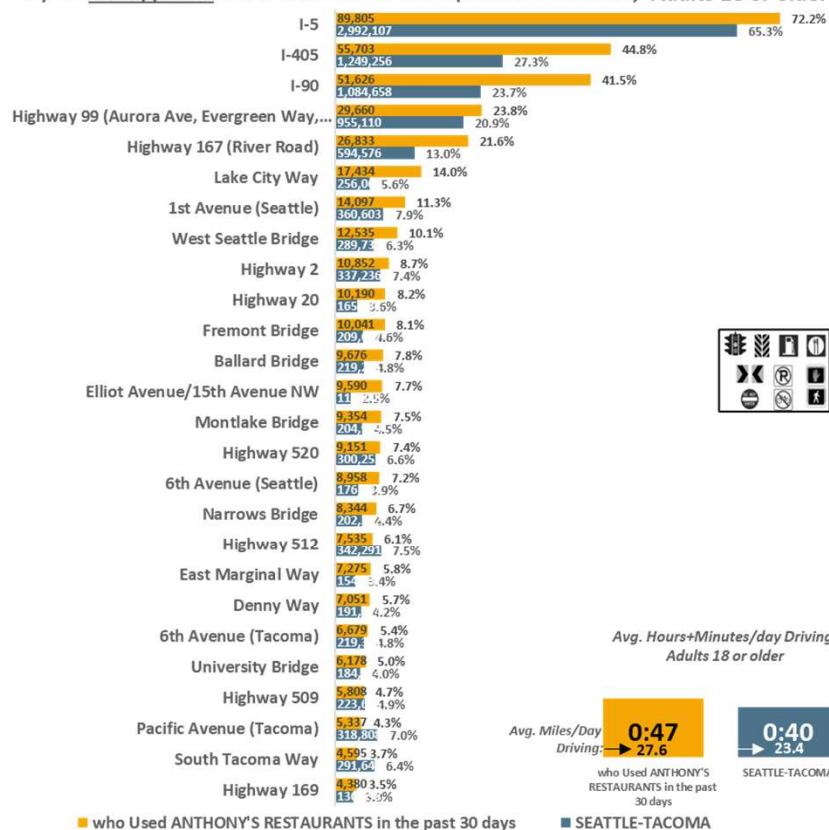
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Quick service restaurants used past 30 days: Taco Time

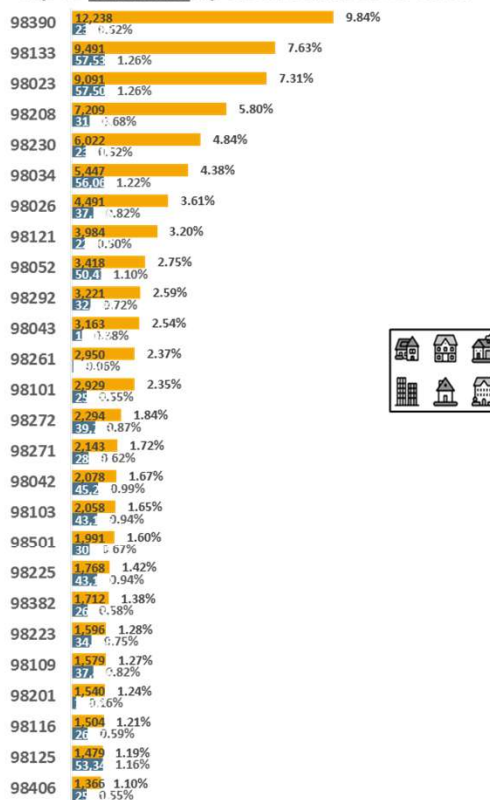


115,524 or 92.9% of Adults 18 or older who Used ANTHONY'S RESTAURANTS in the past 30 days spend an average of 47.4 minutes per day driving an average of 27.6 miles each day and are 213.% more likely to use Elliot Avenue/15th Avenue NW than the Metro avera

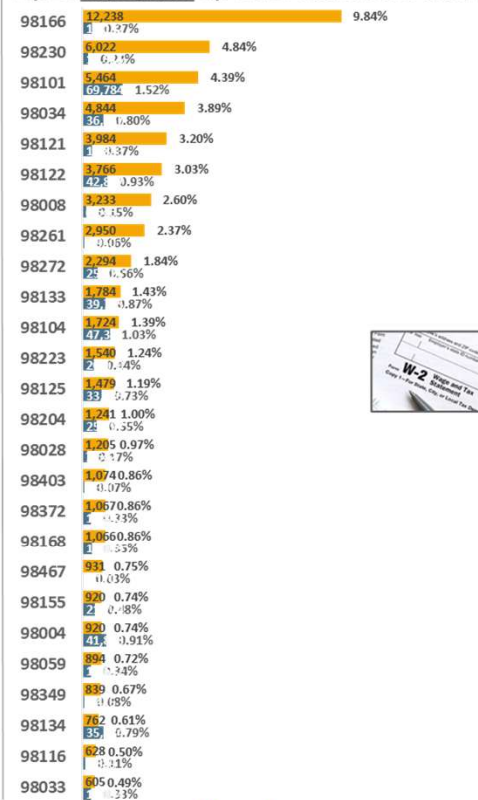
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



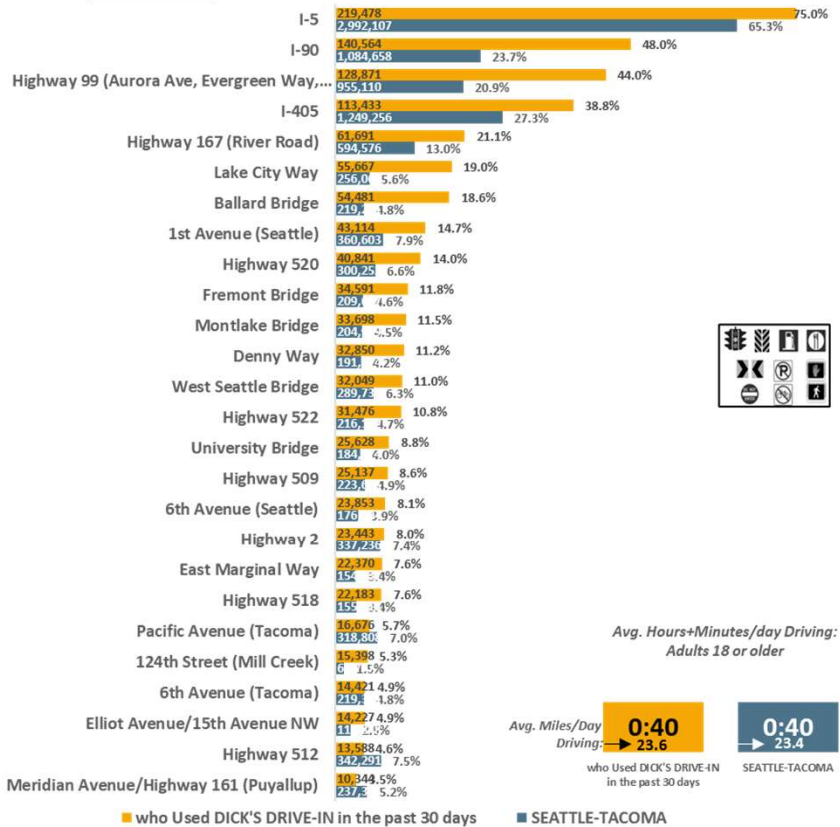
Top-26 Employment Zip Codes: Adults 18 or older



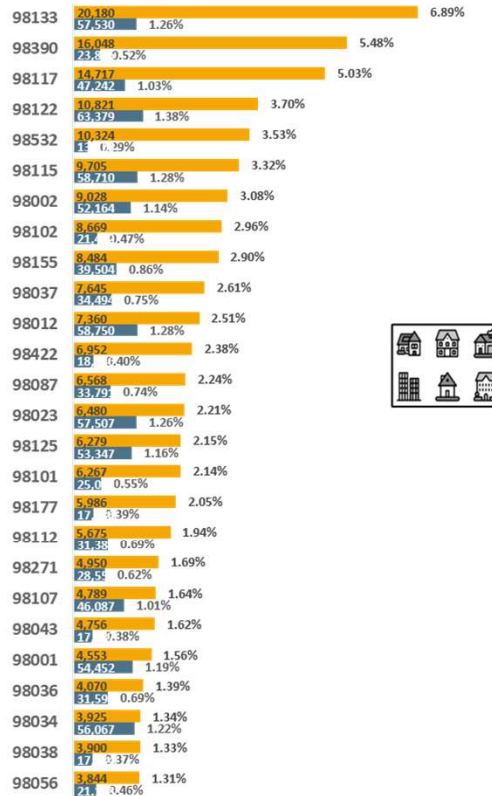


240,061 or 82.% of Adults 18 or older who Used DICK'S DRIVE-IN in the past 30 days spend an average of 40.5 minutes per day driving an average of 23.6 miles each day and are 288.9% more likely to use Ballard Bridge than the Metro average.

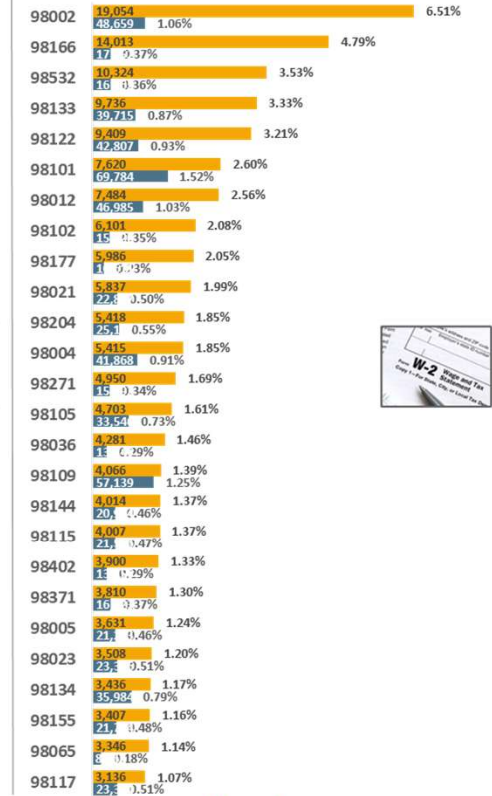
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



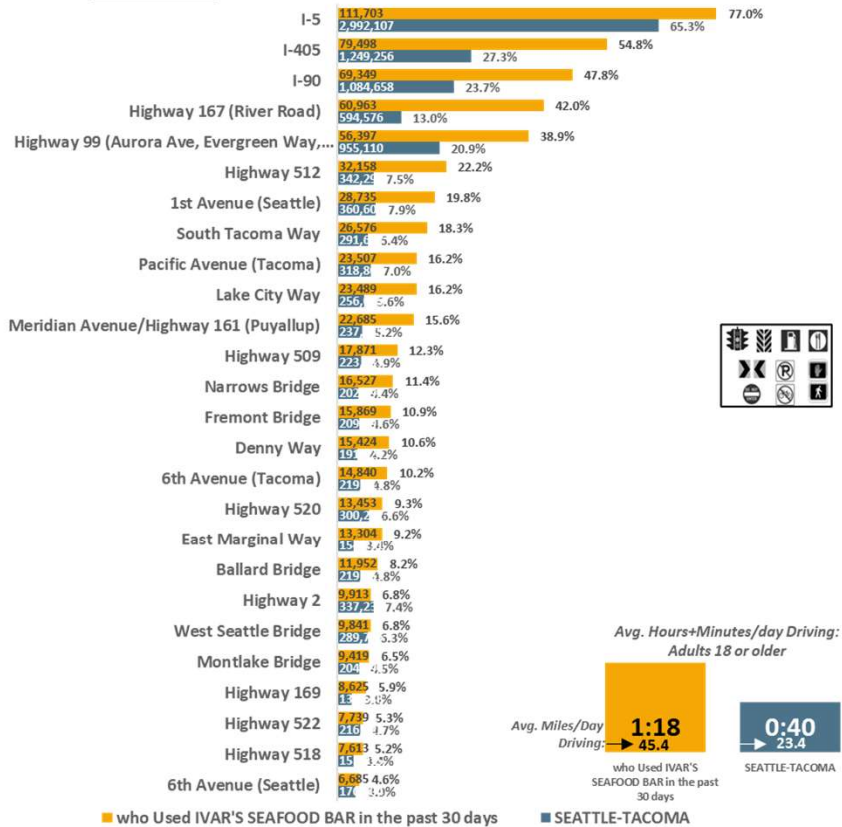
Top-26 Employment Zip Codes: Adults 18 or older



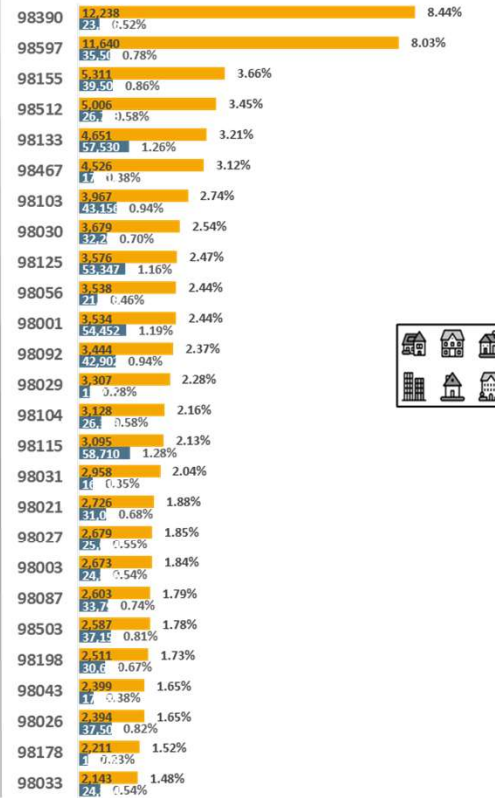


129,589 or 89.3% of Adults 18 or older who Used IVAR'S SEAFOOD BAR in the past 30 days spend an average of 78. minutes per day driving an average of 45.4 miles each day and are 223.8% more likely to use Highway 167 (River Road) than the Metro average.

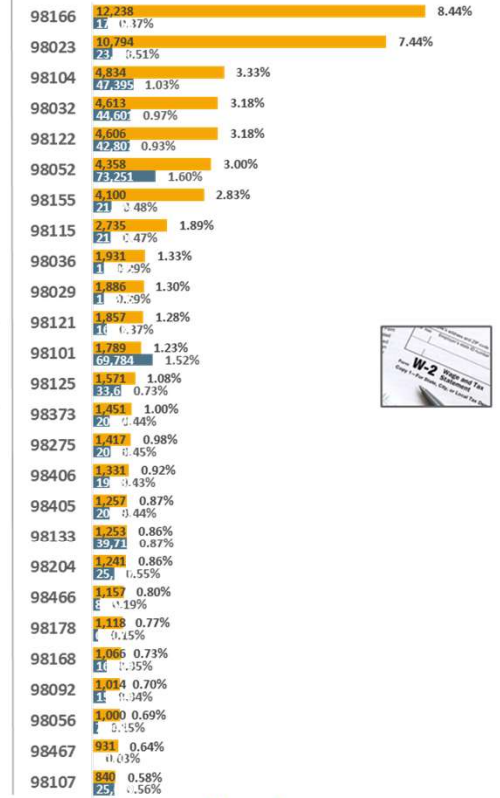
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



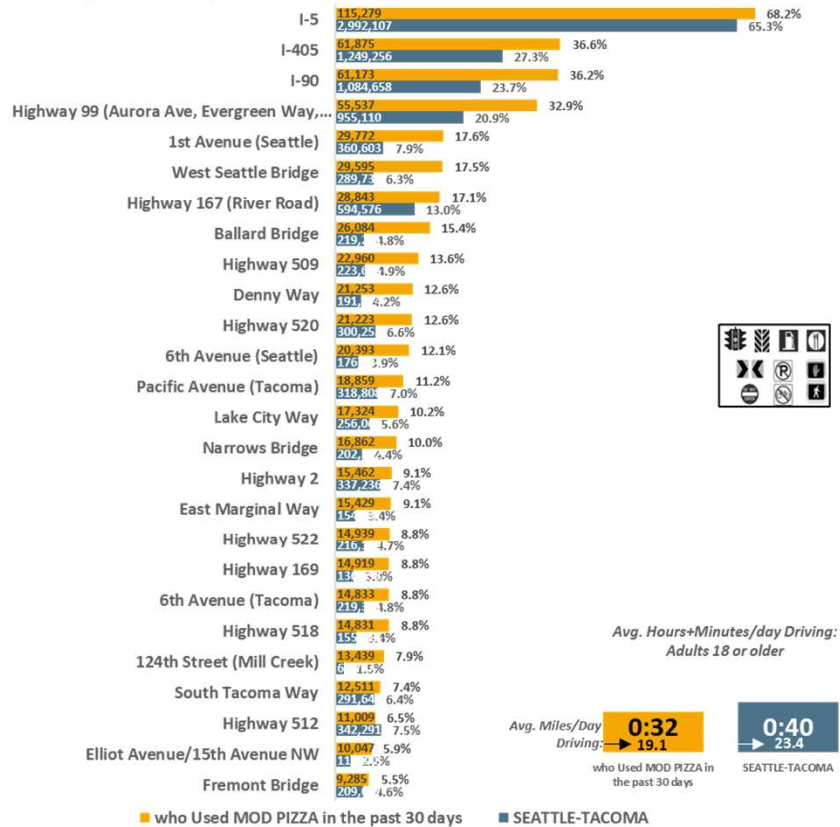
Top-26 Employment Zip Codes: Adults 18 or older



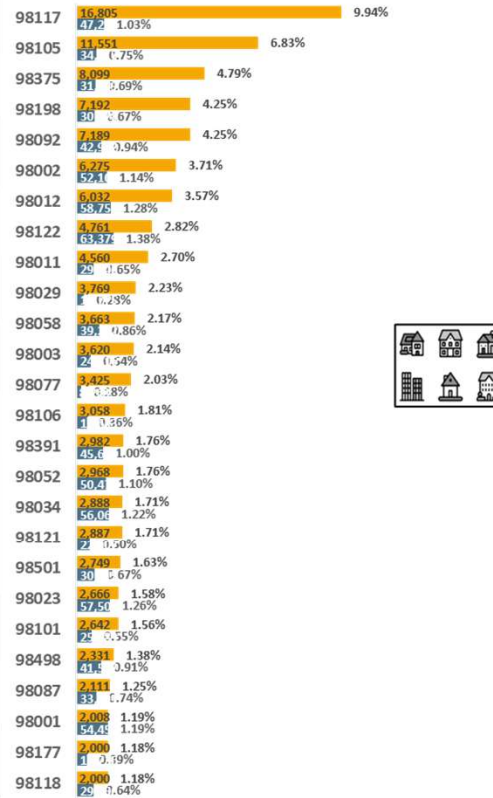


133,280 or 78.8% of Adults 18 or older who Used MOD PIZZA in the past 30 days spend an average of 32.8 minutes per day driving an average of 19.1 miles each day and are 222.3% more likely to use Ballard Bridge than the Metro average.

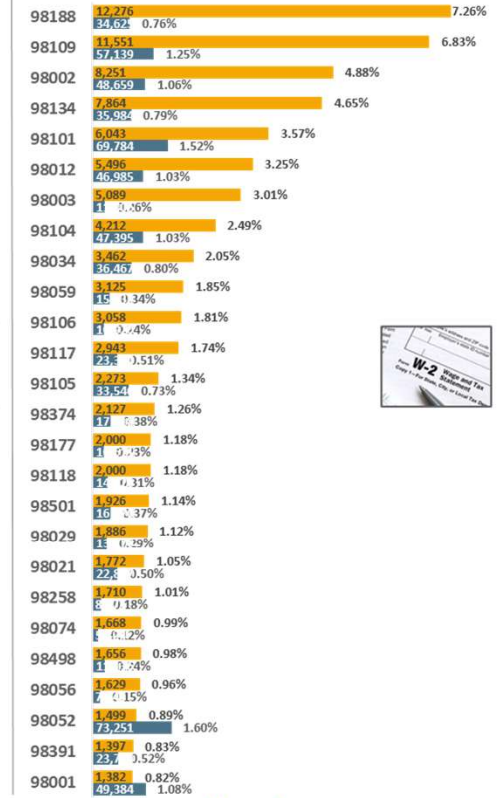
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



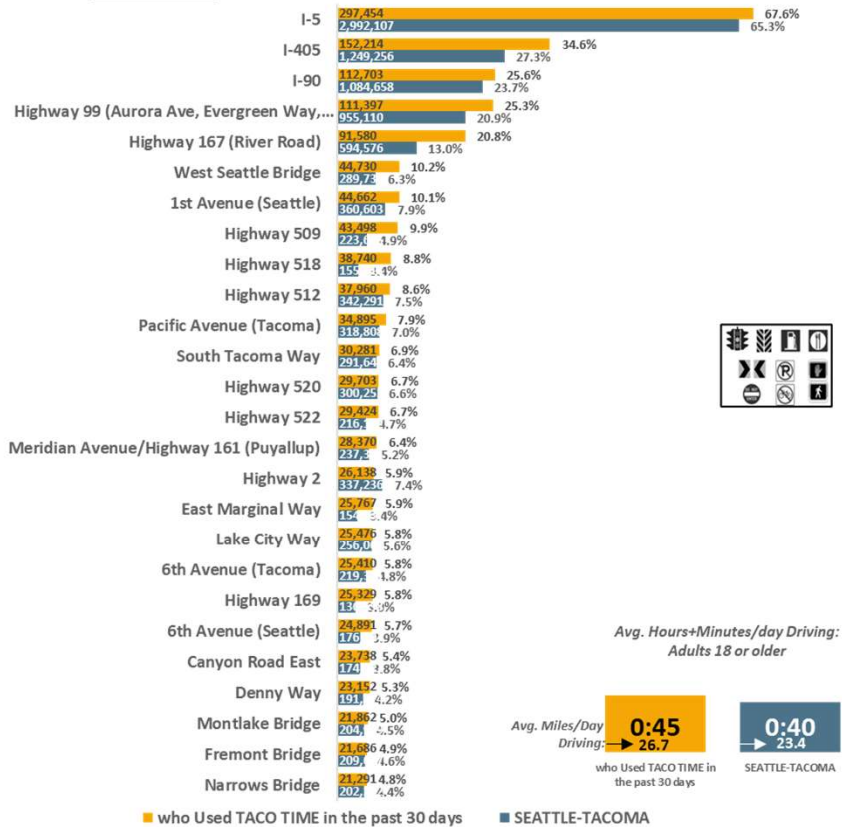
Top-26 Employment Zip Codes: Adults 18 or older





391,887 or 89.% of Adults 18 or older who Used TACO TIME in the past 30 days spend an average of 45.9 minutes per day driving an average of 26.7 miles each day and are 158.6% more likely to use Highway 518 than the Metro average.

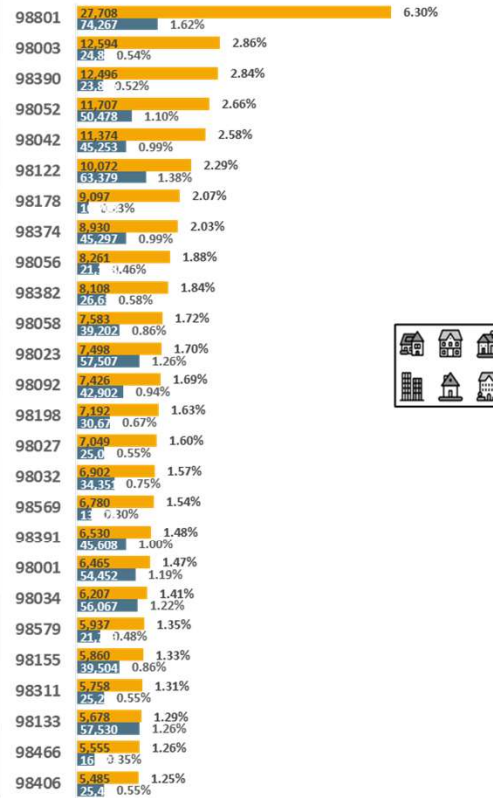
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



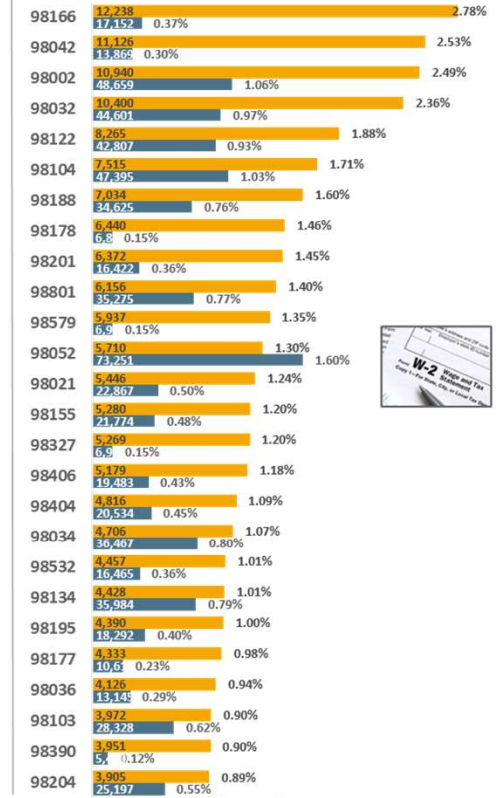
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older

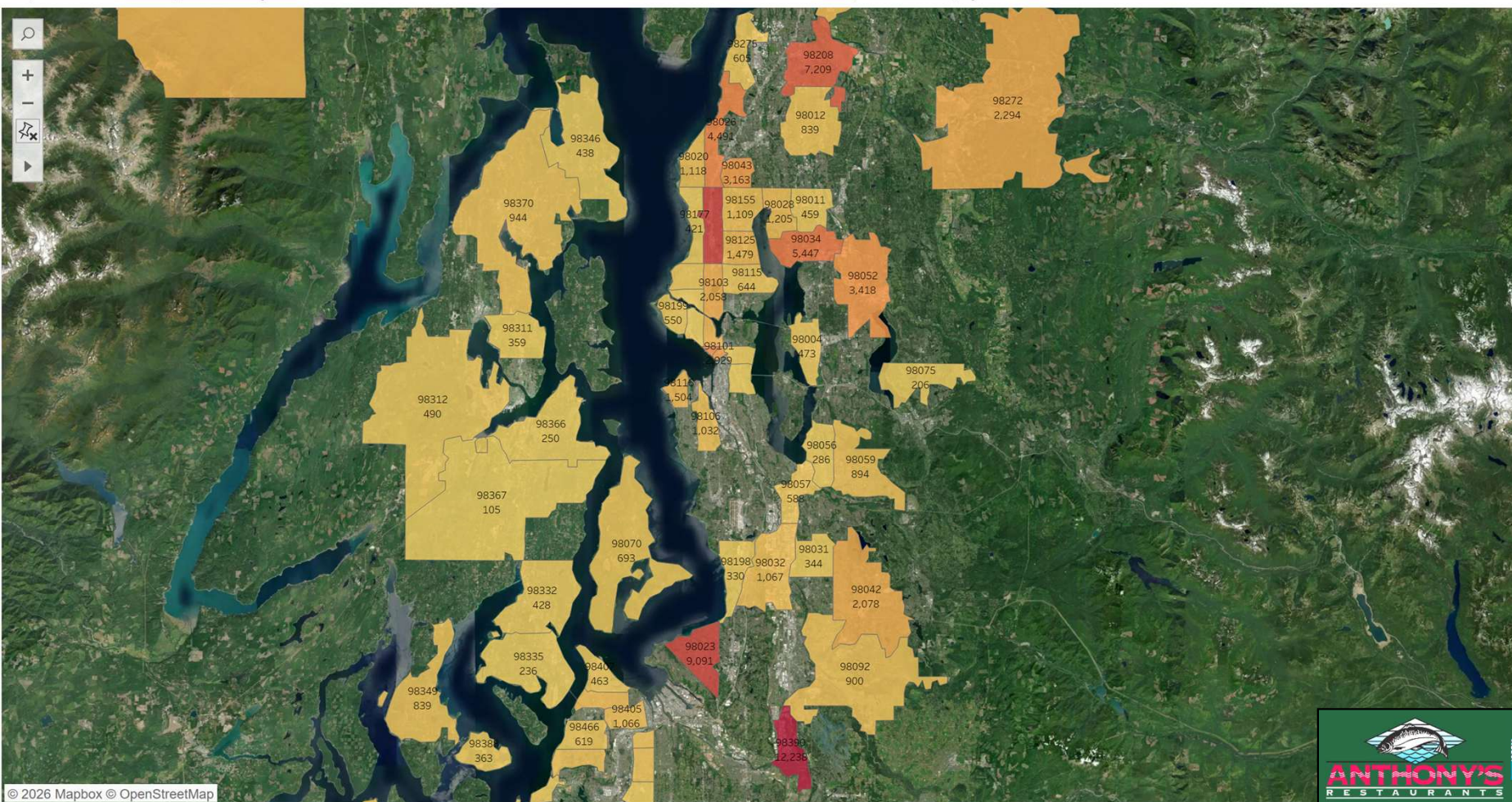


Top-26 Employment Zip Codes: Adults 18 or older

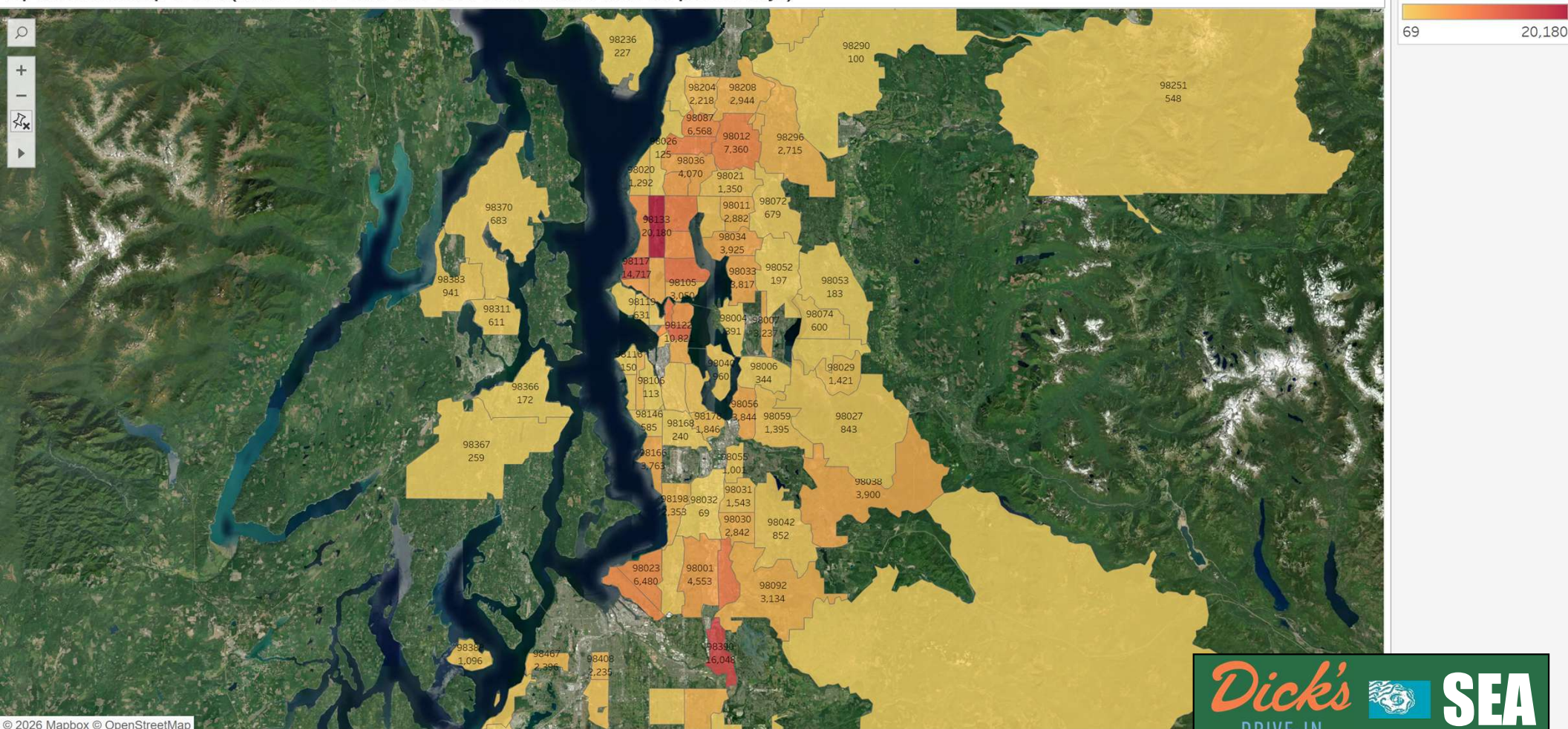


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Top Residential Zip Codes: (Adults 18 or older who Used ANTHONY'S RESTAURANTS in the past 30 days)



Top Residential Zip Codes: (Adults 18 or older who Used DICK'S DRIVE-IN in the past 30 days)



This aerial map displays land parcels in the Lake Superior region, with numerical labels indicating specific data points. The map includes a search bar, zoom controls, and a legend in the bottom right corner. The legend indicates 'Since 1938' and 'Ivar's'.

Key numerical labels visible on the map include:

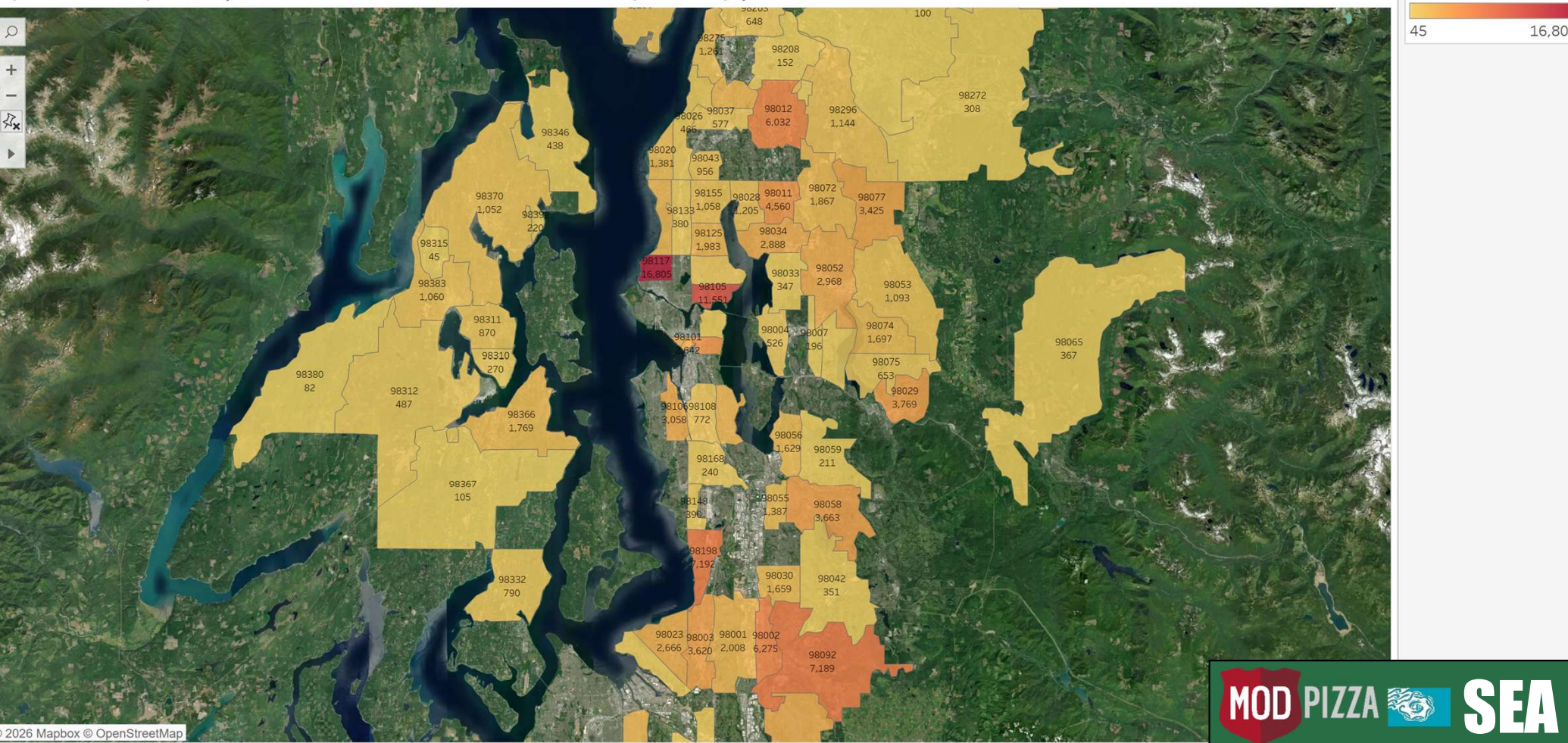
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Quick service restaurants used past 30 days: Ivar's Seafood Bar

Top Residential Zip Codes: (Adults 18 or older who Used MOD PIZZA in the past 30 days)



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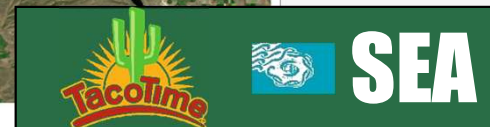
SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 160
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Sit-down restaurants used past 30 days: MOD Pizza

22 27,708



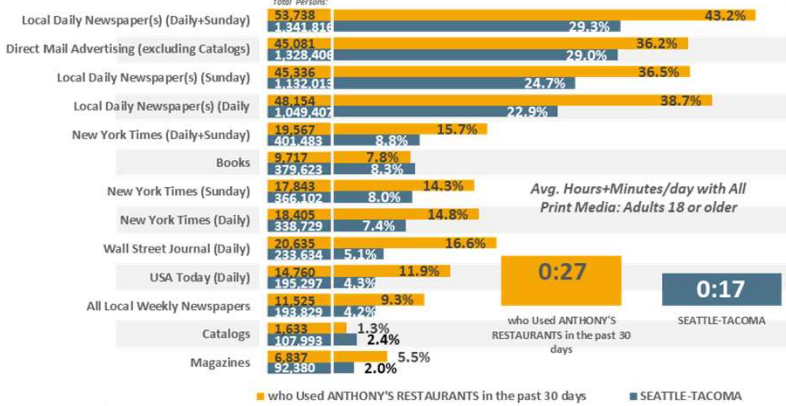
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for Anything ®

Quick service restaurants used past 30 days: Taco Time



53,738 or 43.2% of Adults 18 or older who Used ANTHONY'S RESTAURANTS in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 28.8% of all time spent daily with All forms of Print Media.

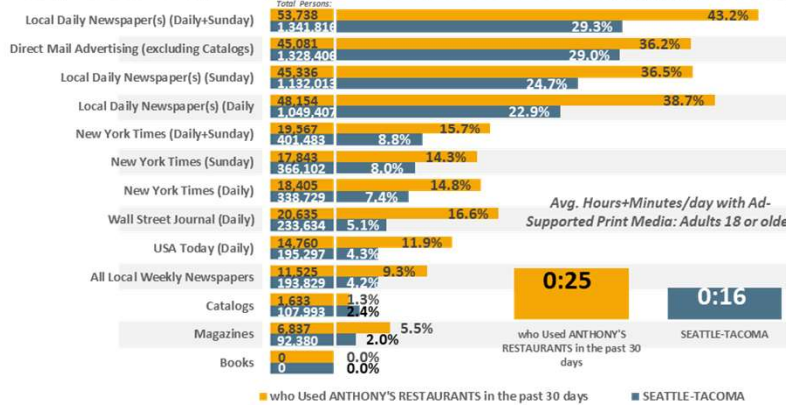
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



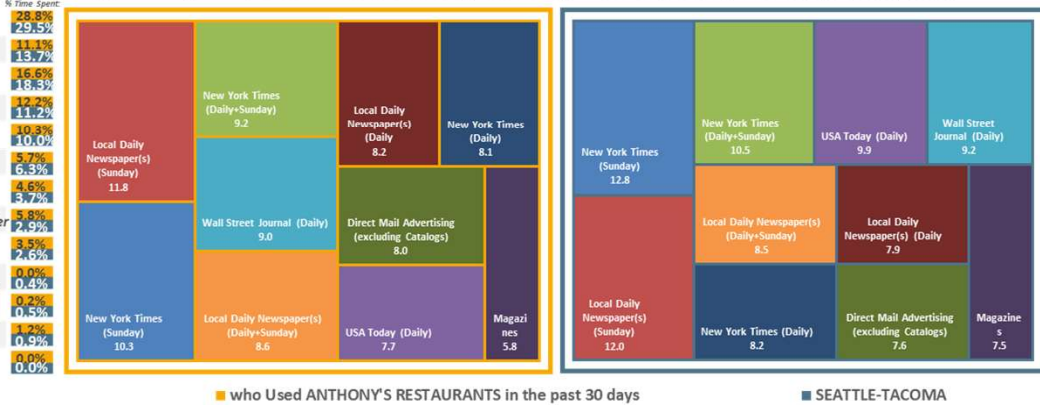
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



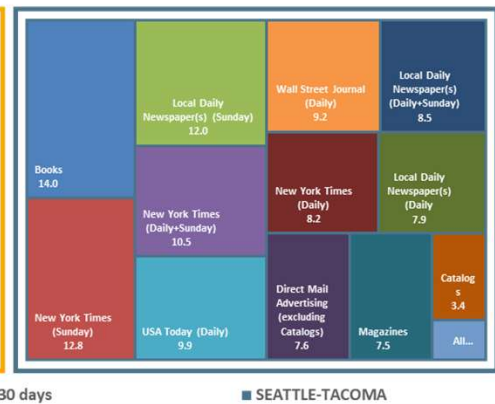
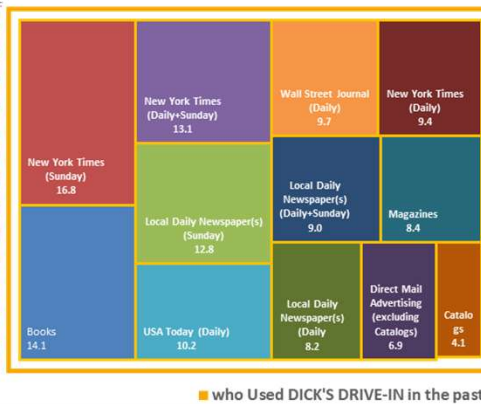
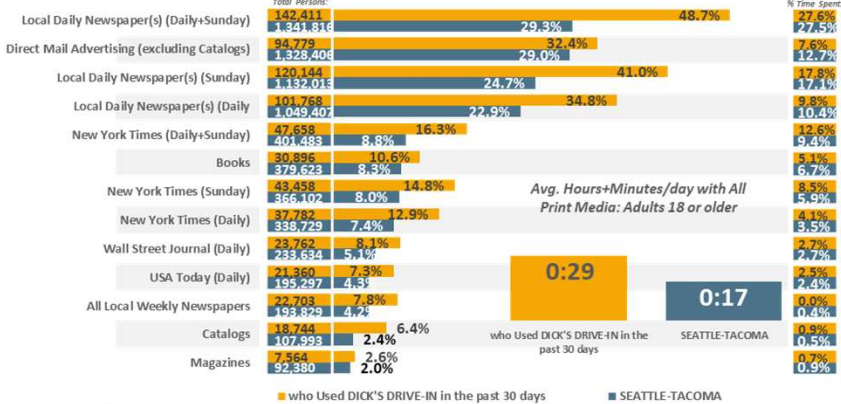
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



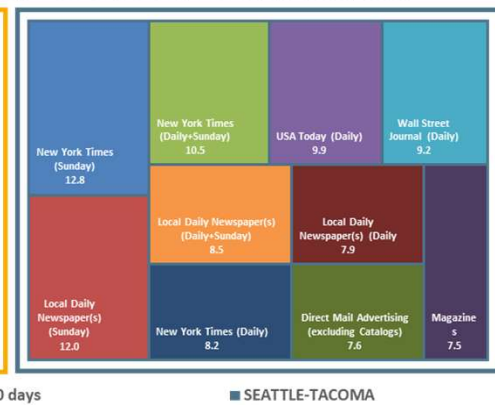
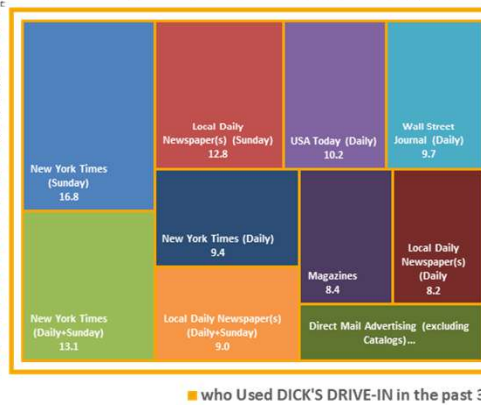
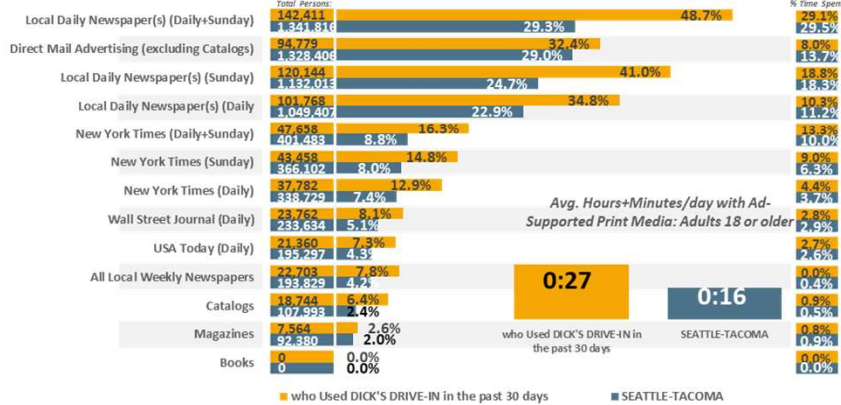


142,411 or 48.7% of Adults 18 or older who Used DICK'S DRIVE-IN in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9. minutes every day representing 29.1% of all time spent daily with All forms of Print Media.

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



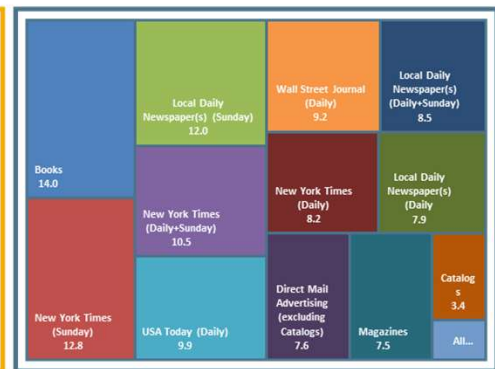
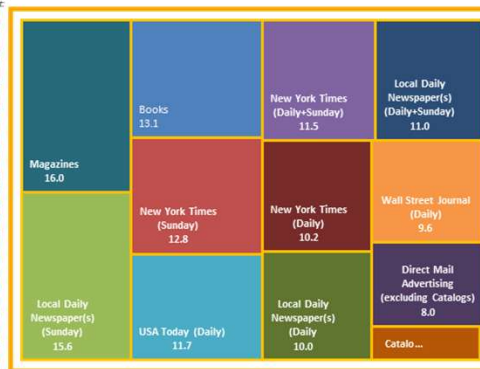
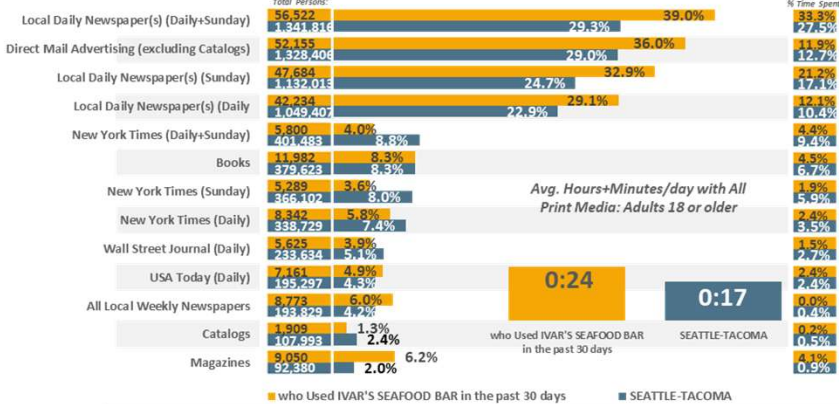
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



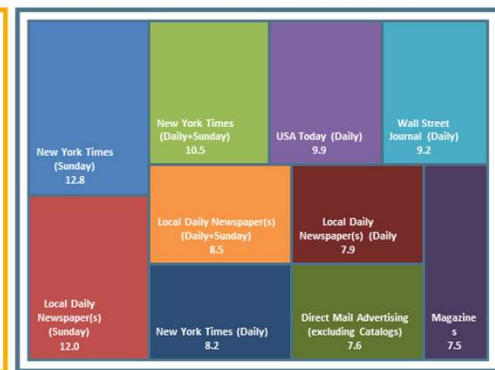
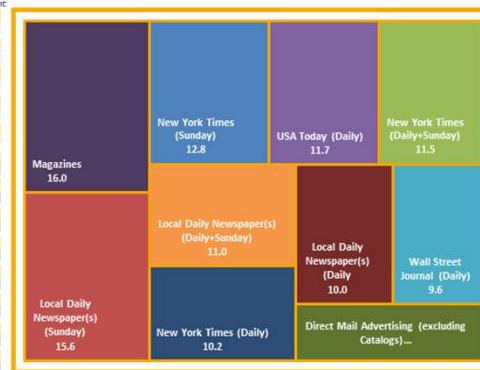
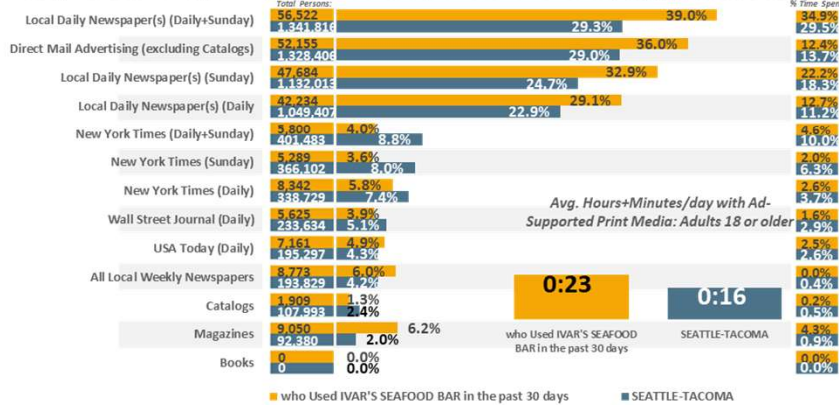


56,522 or 39.% of Adults 18 or older who Used IVAR'S SEAFOOD BAR in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11. minutes every day representing 34.9% of all time spent daily with All forms of Print Media.

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



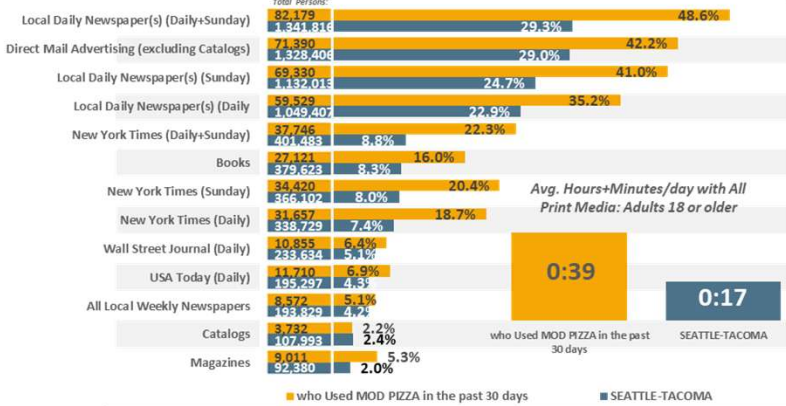
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



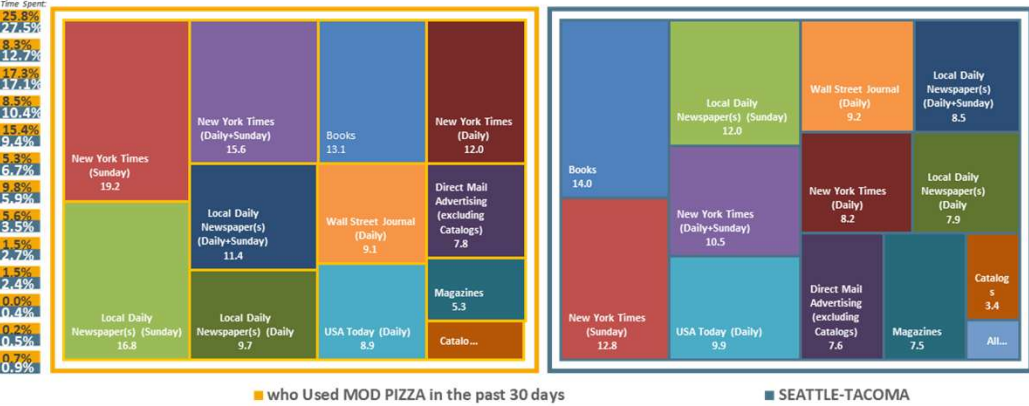


82,179 or 48.6% of Adults 18 or older who Used MOD PIZZA in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.4 minutes every day representing 27.3% of all time spent daily with All forms of Print Media.

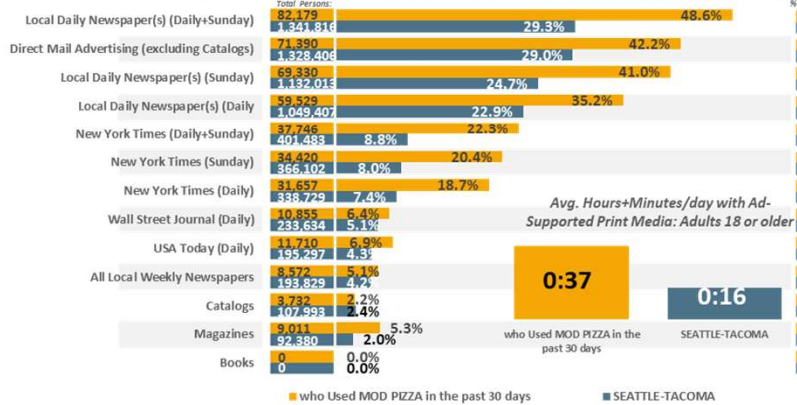
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



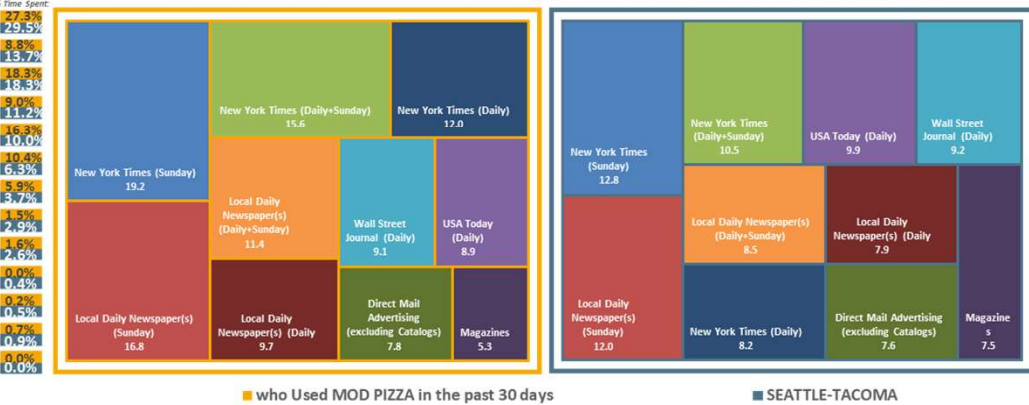
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



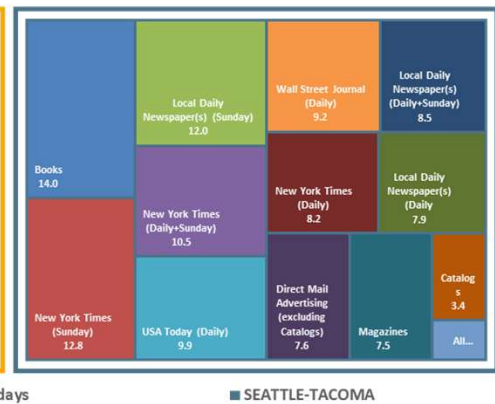
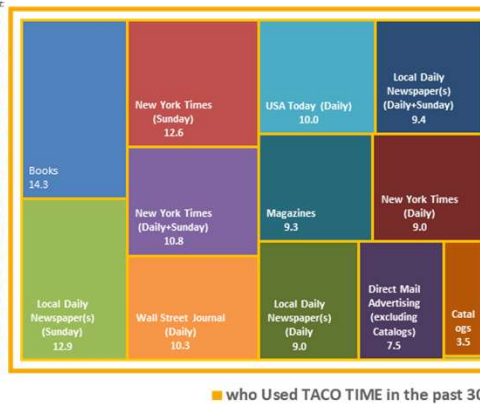
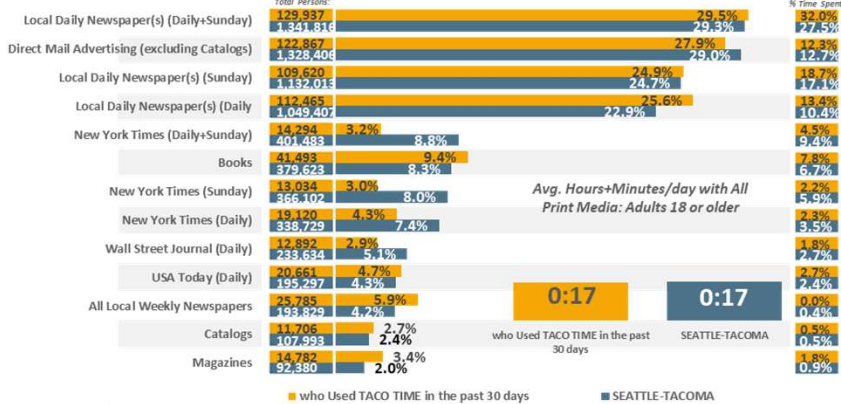
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



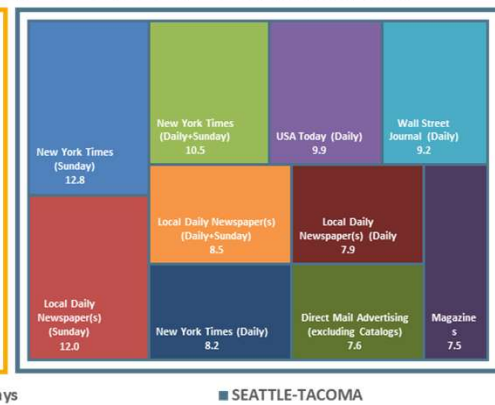
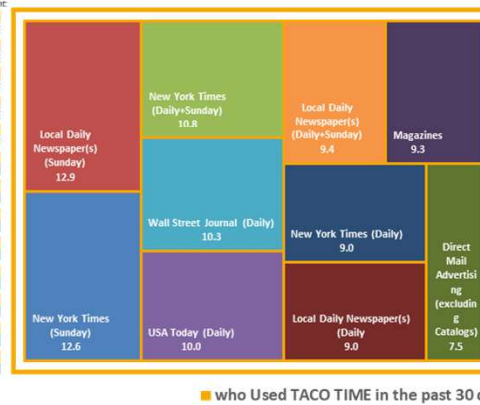
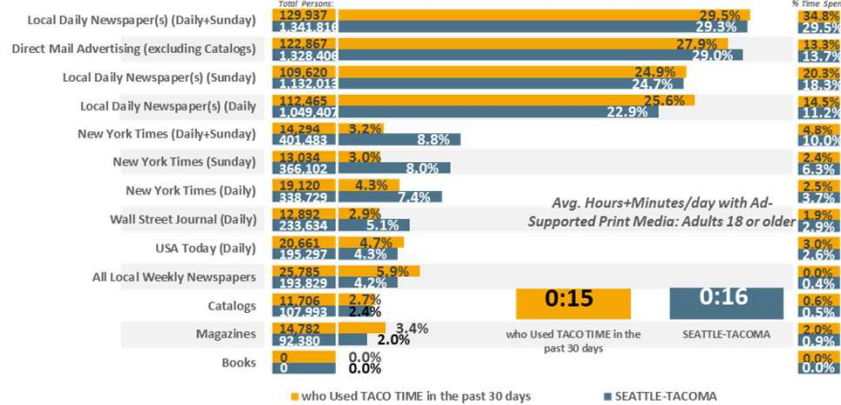


129,937 or 29.5% of Adults 18 or older who Used TACO TIME in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 34.8% of all time spent daily with All forms of Print Media.

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



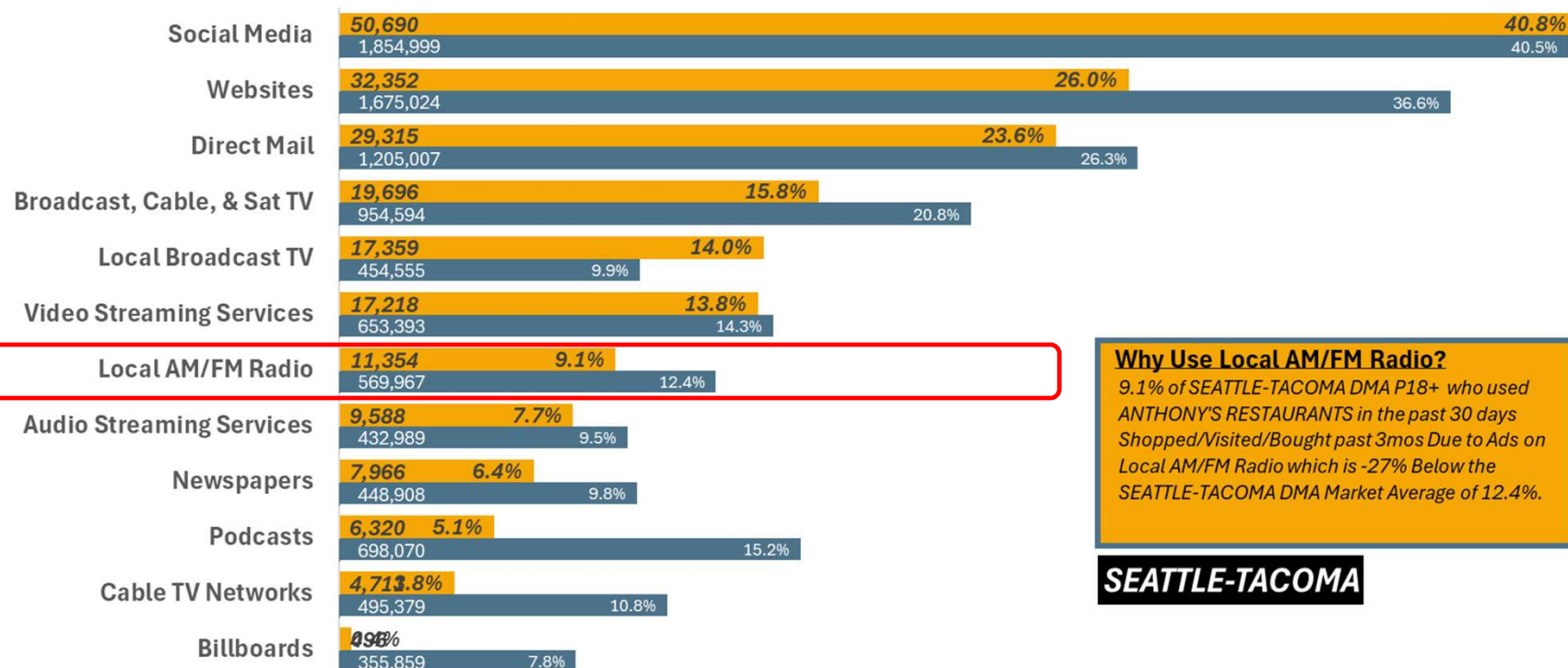
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"Advertising Actions"

P18+ who used ANTHONY'S RESTAURANTS in the past 30 days
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

9.1% of SEATTLE-TACOMA DMA P18+ who used ANTHONY'S RESTAURANTS in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -27% Below the SEATTLE-TACOMA DMA Market Average of 12.4%.

SEATTLE-TACOMA

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

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

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 120
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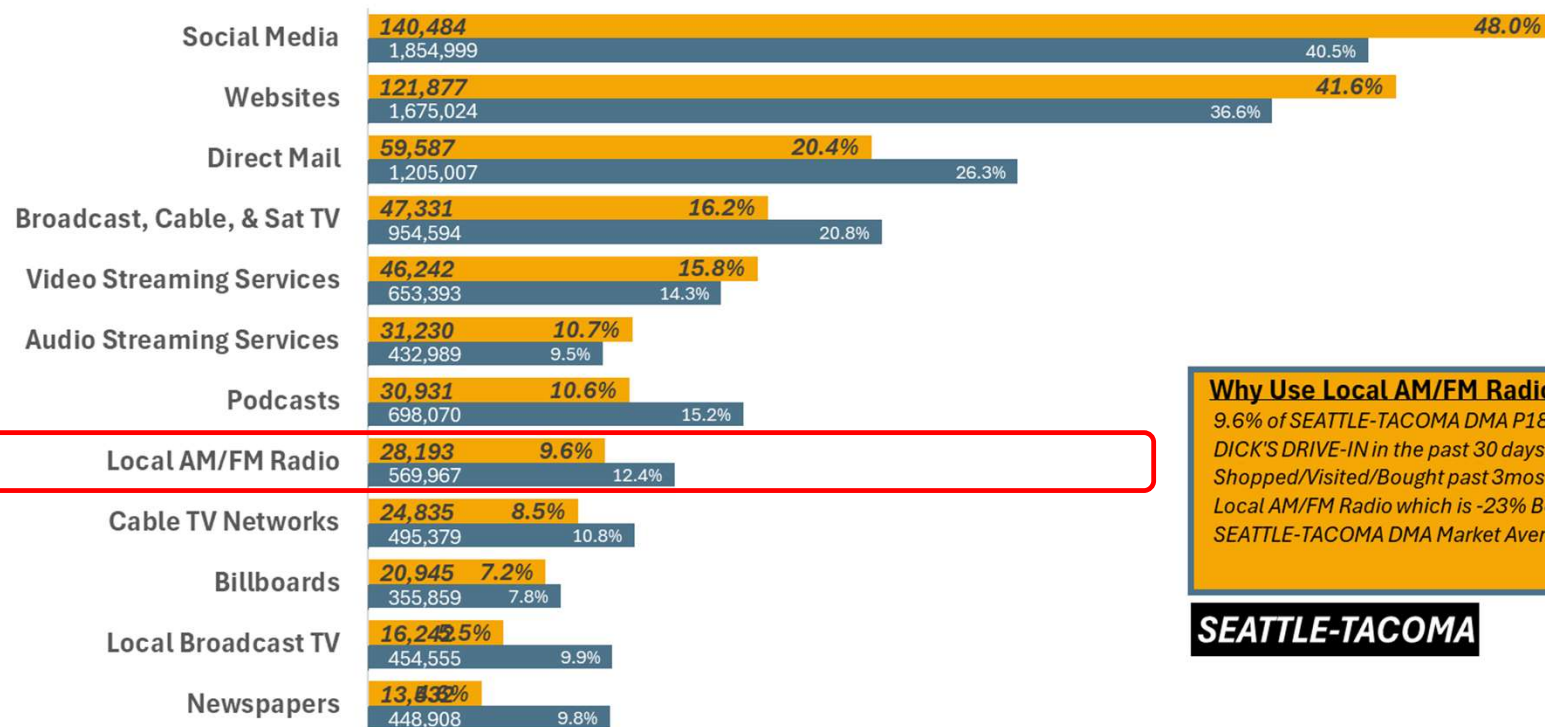
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Sit-down restaurants used past 30 days: Anthony's



"Advertising Actions"

P18+ who used DICK'S DRIVE-IN in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

9.6% of SEATTLE-TACOMA DMA P18+ who used DICK'S DRIVE-IN in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -23% Below the SEATTLE-TACOMA DMA Market Average of 12.4%.

SEATTLE-TACOMA

■ P18+ who used DICK'S DRIVE-IN in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 237
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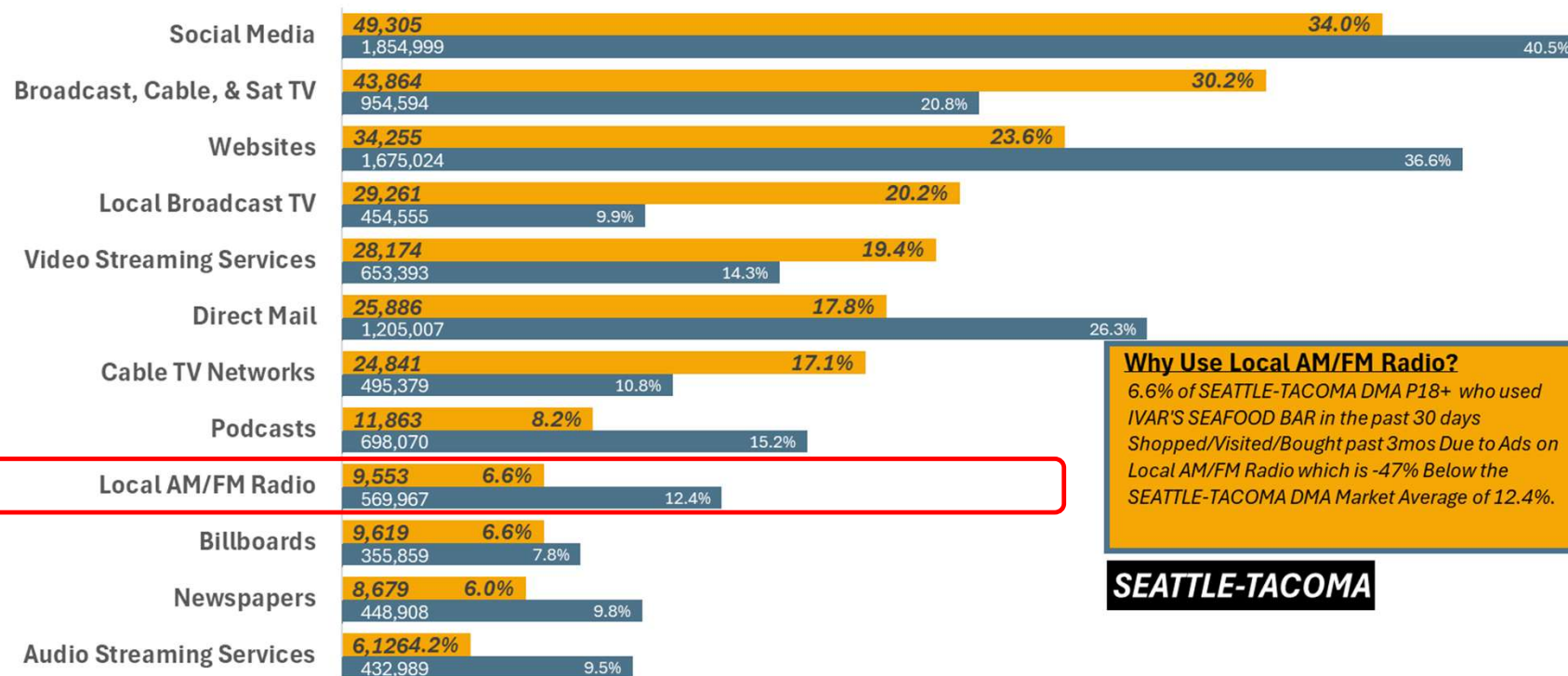
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Quick service restaurants used past 30 days: Dick's



"Advertising Actions"

P18+ who used IVAR'S SEAFOOD BAR in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

6.6% of SEATTLE-TACOMA DMA P18+ who used IVAR'S SEAFOOD BAR in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -47% Below the SEATTLE-TACOMA DMA Market Average of 12.4%.

SEATTLE-TACOMA

■ P18+ who used IVAR'S SEAFOOD BAR in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 135
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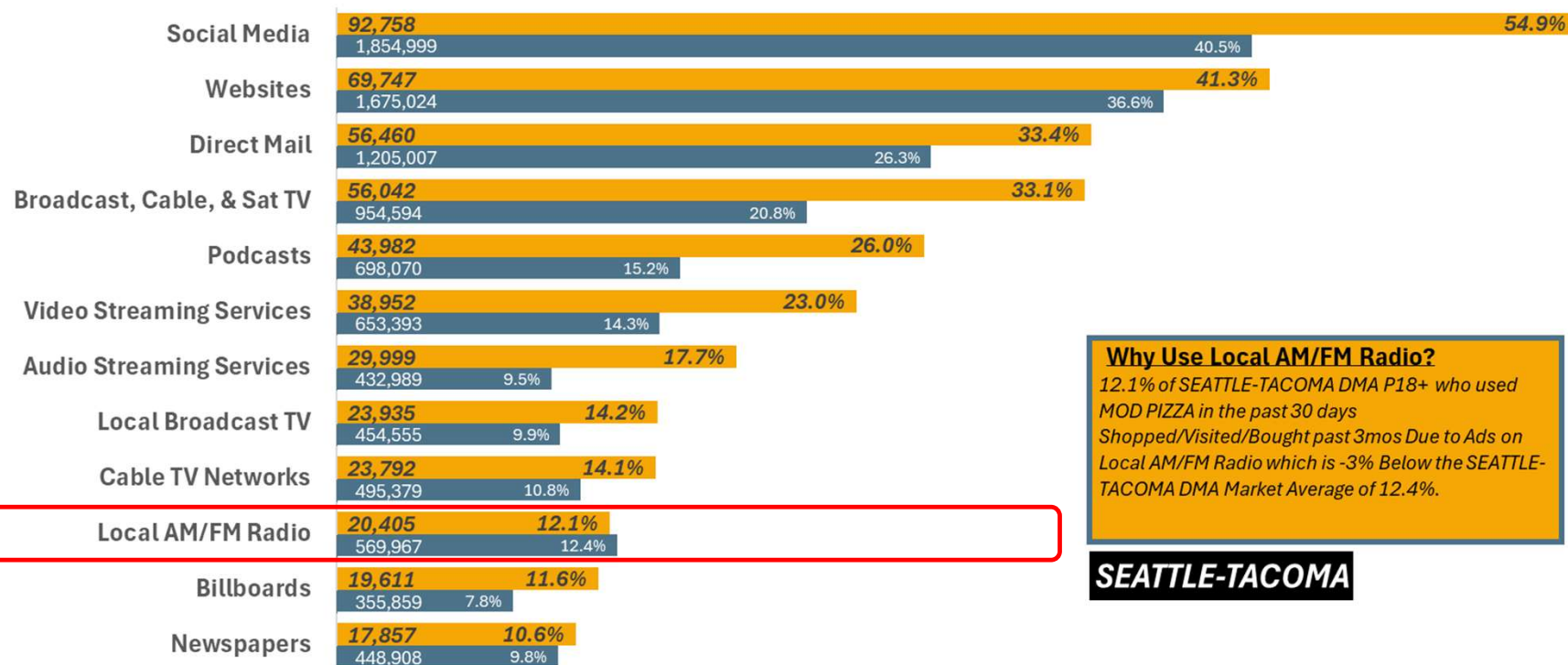
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Quick service restaurants used past 30 days: Ivar's Seafood Bar



"Advertising Actions"

P18+ who used MOD PIZZA in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

12.1% of SEATTLE-TACOMA DMA P18+ who used MOD PIZZA in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -3% Below the SEATTLE-TACOMA DMA Market Average of 12.4%.

SEATTLE-TACOMA

■ P18+ who used MOD PIZZA in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 160
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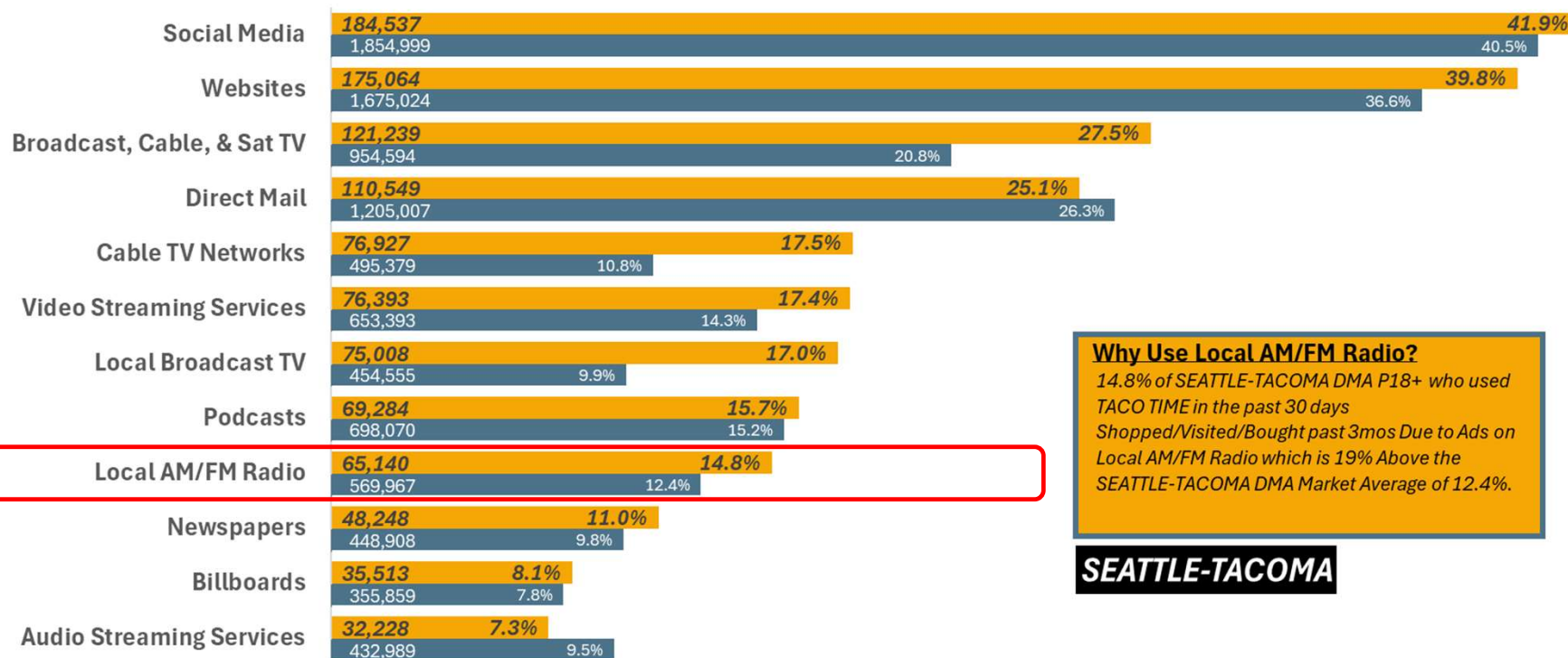
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Sit-down restaurants used past 30 days: MOD Pizza



"Advertising Actions"

P18+ who used TACO TIME in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

14.8% of SEATTLE-TACOMA DMA P18+ who used TACO TIME in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 19% Above the SEATTLE-TACOMA DMA Market Average of 12.4%.

SEATTLE-TACOMA

■ P18+ who used TACO TIME in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 380
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Quick service restaurants used past 30 days: Taco Time