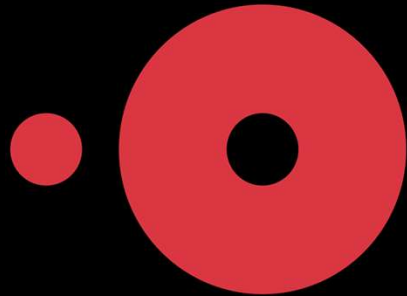
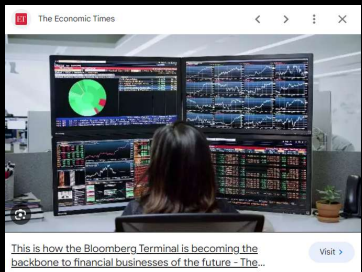


**USA+4 DMAs – P25-64 who used OpenTable to make Restaurant Reservations in the past 30 days!**

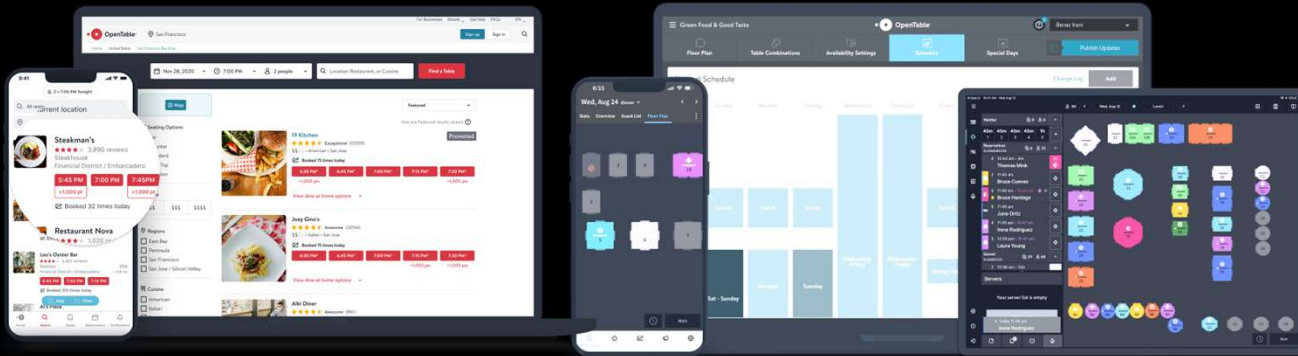
# Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P25-64** who used OpenTable to make Restaurant Reservations in the past 30 days as of February 28, 2026.



**OpenTable®**  
part of Booking.com



**P25-64**

**Vanguard® BlackRock®**

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

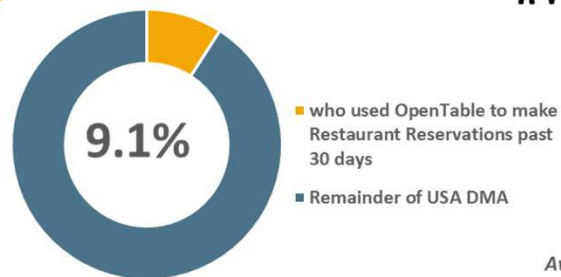
[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]





9.1% or 15,511,329 of USA DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Typical Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 44.6 years old (.4% younger than average) and have a \$172,356 (41.% higher than average) annual household income.

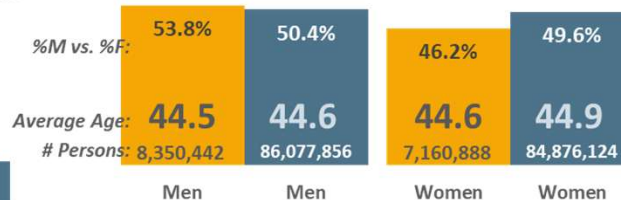
## Percent of Market: Adults 25 - 64



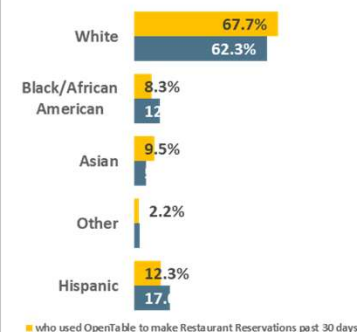
Total Persons:  
15,511,329 155,442,651



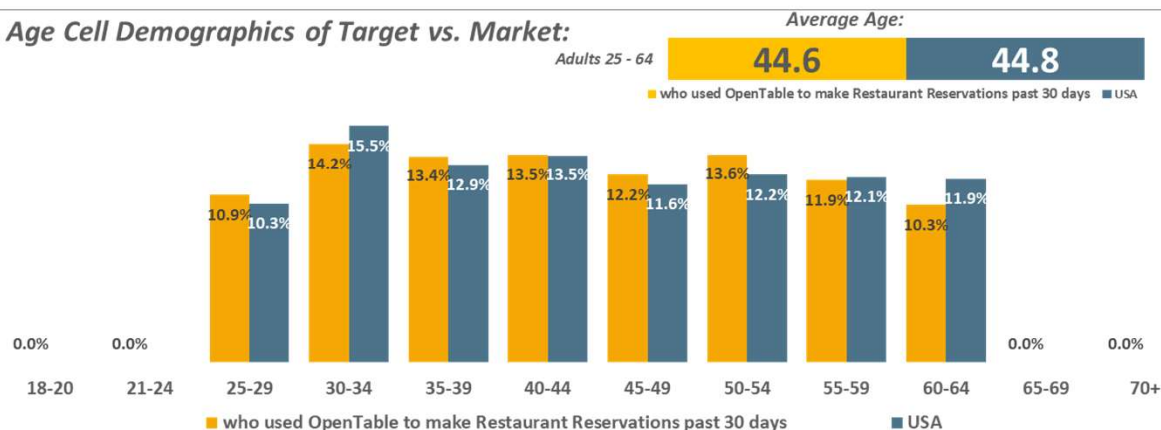
## Gender of Target vs. Market: Adults 25 - 64



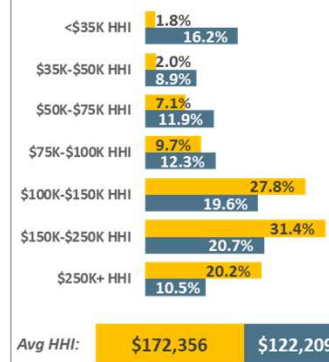
## Ethnicity of Target vs. Market:



## Age Cell Demographics of Target vs. Market:



## HHI of Target vs. Market:



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,283  
All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

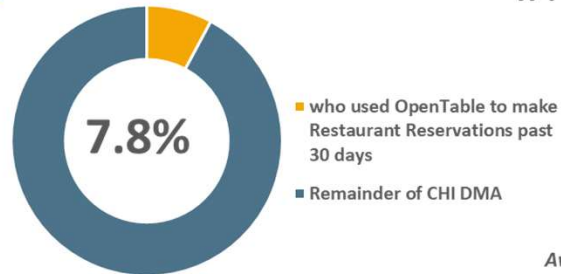
[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]





7.8% or 391,491 of CHI DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Typical Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 45.6 years old (1.7% older than average) and have a \$165,670 (44.8% higher than average) annual household income.

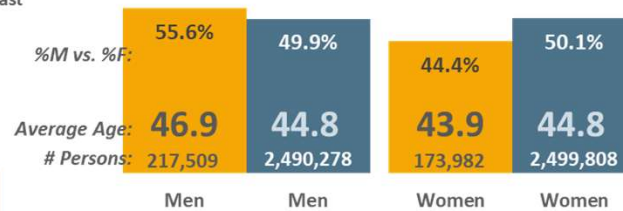
## Percent of Market: Adults 25 - 64



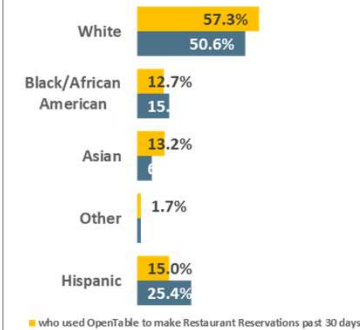
Total Persons: 391,491 4,598,595



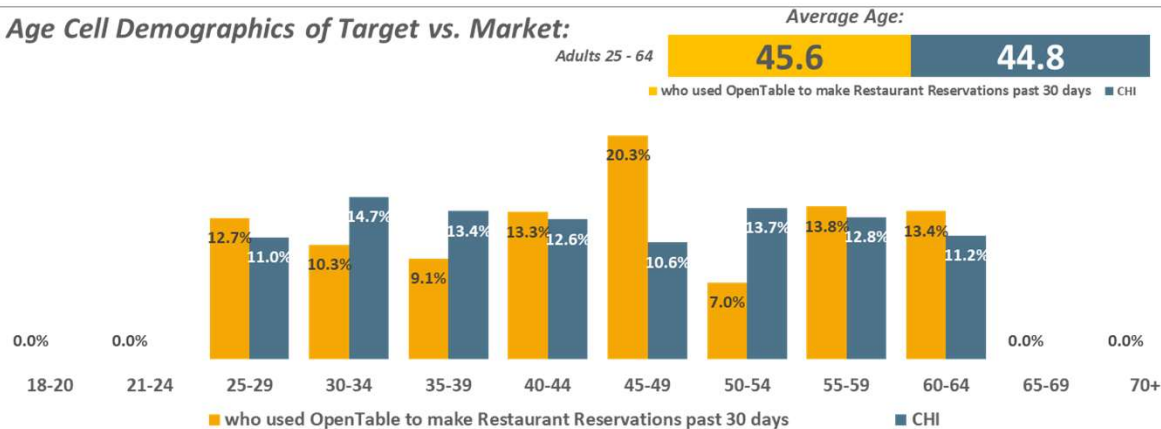
## Gender of Target vs. Market: Adults 25 - 64



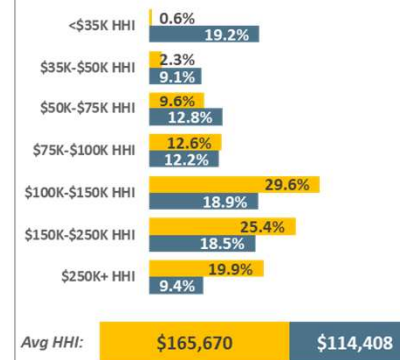
## Ethnicity of Target vs. Market:



## Age Cell Demographics of Target vs. Market:



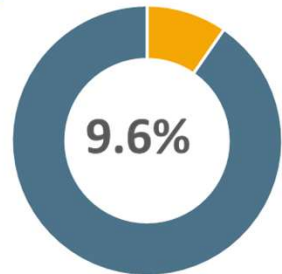
## HHI of Target vs. Market:





9.6% or 374,111 of WDC DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Typical Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 43.6 years old (2.5% younger than average) and have a \$198,025 (37.3% higher than average) annual household income.

## Percent of Market: Adults 25 - 64



Total Persons:

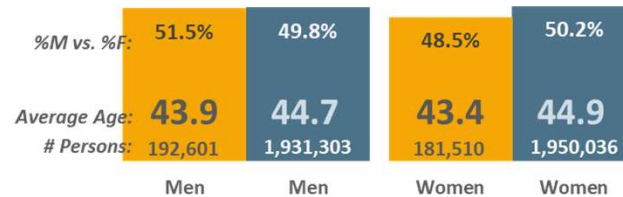


## Gender of Target vs. Market: Adults 25 - 64

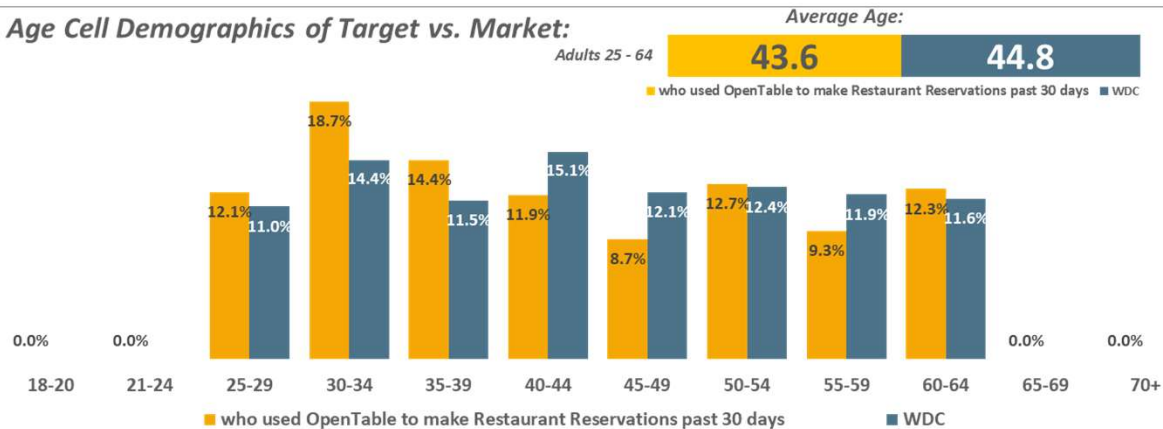
%M vs. %F:

Average Age:

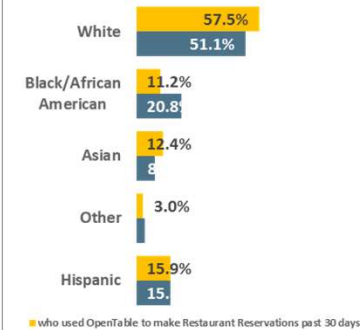
# Persons:



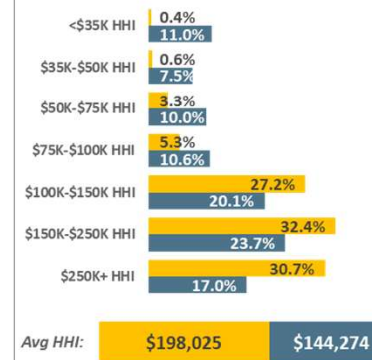
## Age Cell Demographics of Target vs. Market:



## Ethnicity of Target vs. Market:



## HHI of Target vs. Market:

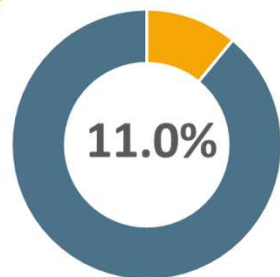




11.1% or 333,480 of SEA DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Typical Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 42.9 years old (2.8% younger than average) and have a \$190,679 (44.8% higher than average) annual household income.



## Percent of Market: Adults 25 - 64



who used OpenTable to make Restaurant Reservations past 30 days

Remainder of SEA DMA

Total Persons:

333,480 2,709,602

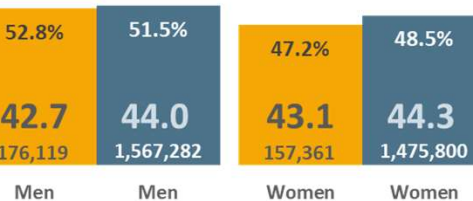


## Gender of Target vs. Market: Adults 25 - 64

%M vs. %F:

Average Age:

# Persons:



176,119

1,567,282

157,361

1,475,800

## Age Cell Demographics of Target vs. Market:

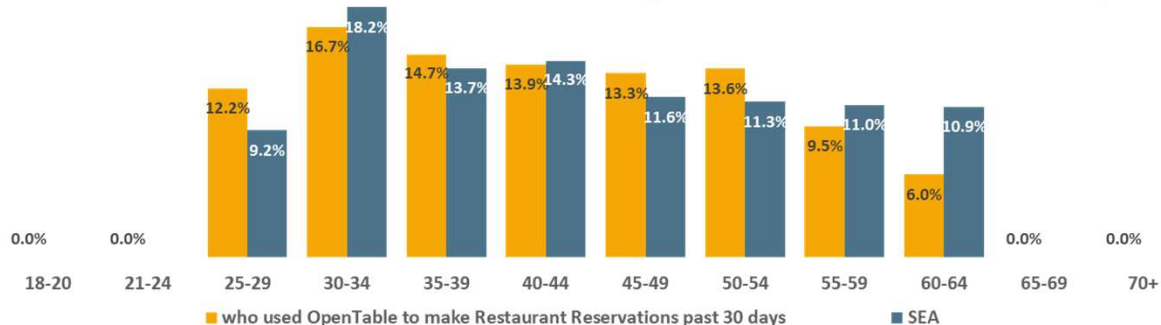
Average Age:

Adults 25 - 64

42.9

44.2

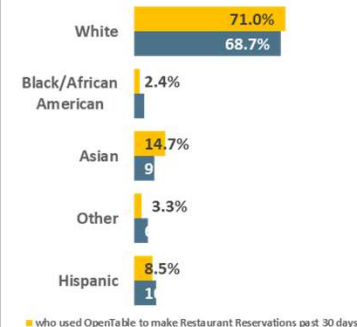
who used OpenTable to make Restaurant Reservations past 30 days SEA



who used OpenTable to make Restaurant Reservations past 30 days

SEA

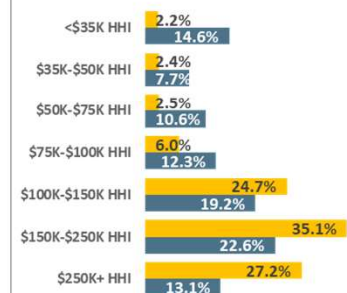
## Ethnicity of Target vs. Market:



SEA



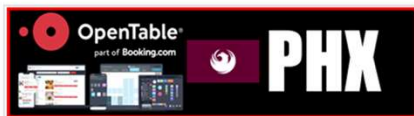
## HHI of Target vs. Market:



Avg HHI:

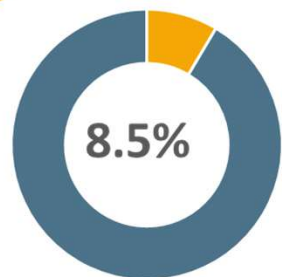
\$190,679

\$131,723



8.5% or 261,532 of PHX DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Typical Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 45.5 years old (2.7% older than average) and have a \$145,380 (26.9% higher than average) annual household income.

## Percent of Market: Adults 25 - 64



who used OpenTable to make Restaurant Reservations past 30 days

Remainder of PHX DMA

Total Persons:

261,532 2,803,280

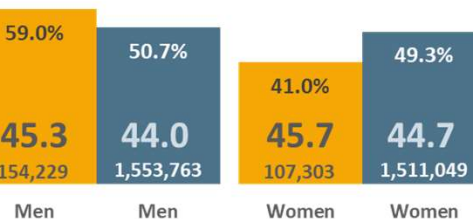


## Gender of Target vs. Market: Adults 25 - 64

%M vs. %F:

Average Age:

# Persons:



## Age Cell Demographics of Target vs. Market:

Average Age:

Adults 25 - 64

45.5 44.3

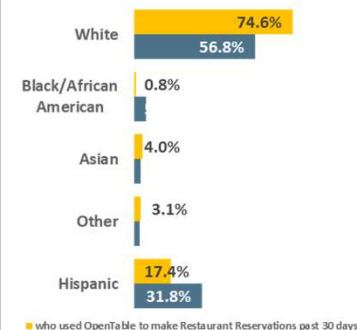
who used OpenTable to make Restaurant Reservations past 30 days PHX



who used OpenTable to make Restaurant Reservations past 30 days

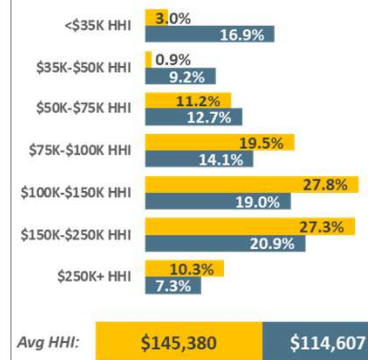
PHX

## Ethnicity of Target vs. Market:



PHX

## HHI of Target vs. Market:



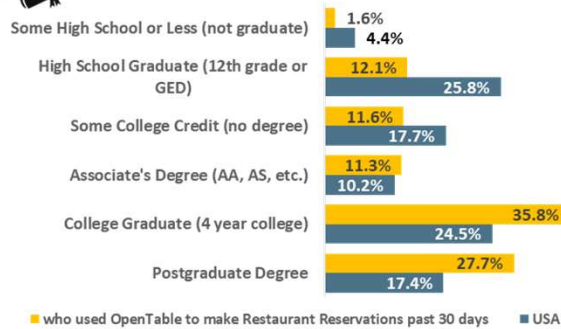




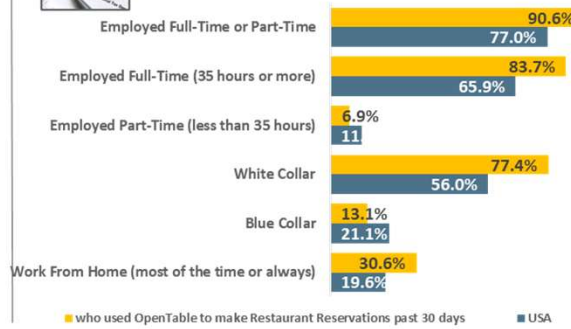
9.1% or 15,511,329 of USA DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 51.7% more likely to be a college graduate, 27.1% more likely to work full-time, 15.8% more likely to be married, 10.6% less likely to be a parent of 1 or more children und



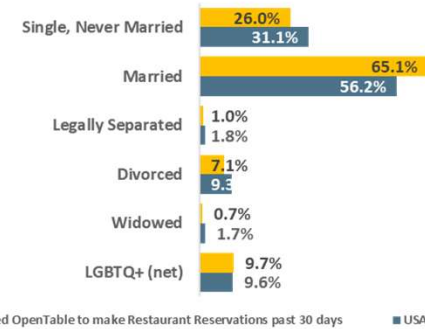
### Education Levels: Adults 25 - 64



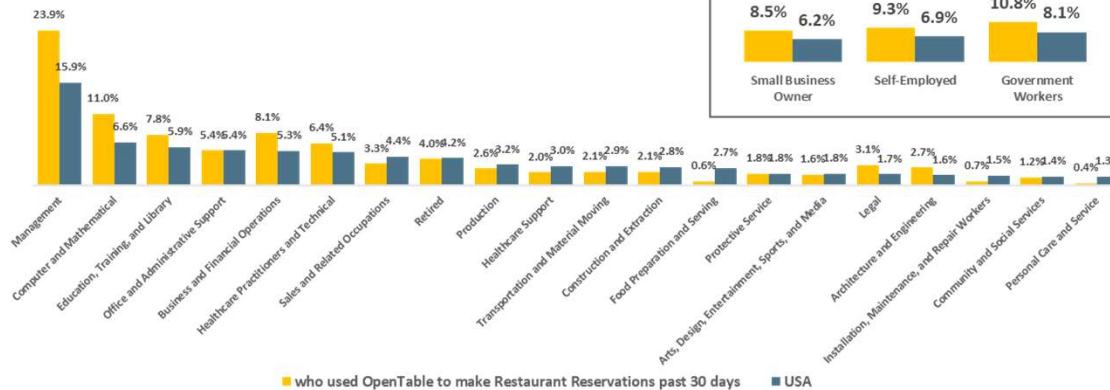
### Employment: Adults 25 - 64



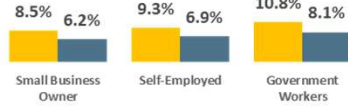
### Marital Status: Adults 25 - 64



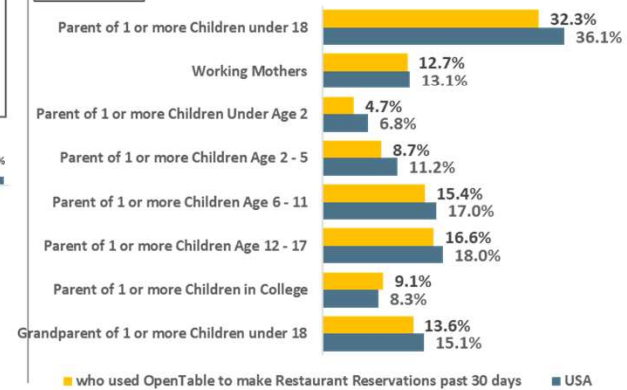
### Top-20 Occupations: Adults 25 - 64



### Entrepreneurs/Government Workers



### Stage in Life: Adults 25 - 64



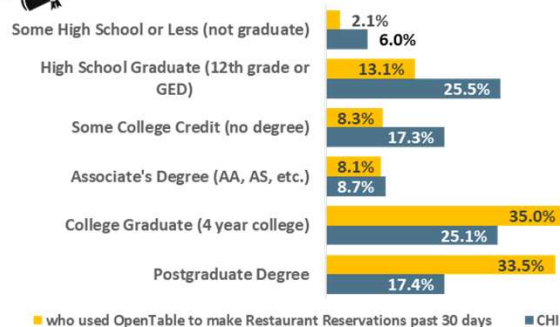
USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,283  
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]

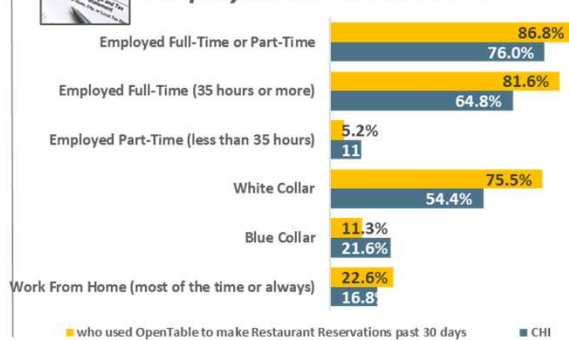


7.8% or 391,491 of CHI DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 61.3% more likely to be a college graduate, 25.9% more likely to work full-time, 35.2% more likely to be married, 12.6% more likely to be a parent of 1 or more children und

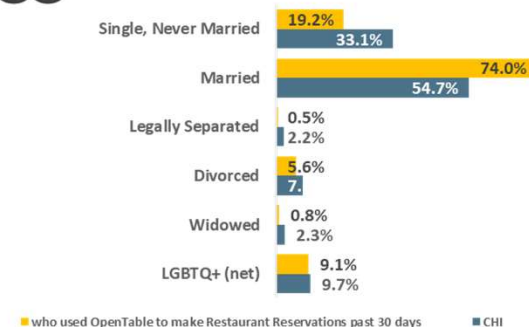
## Education Levels: Adults 25 - 64



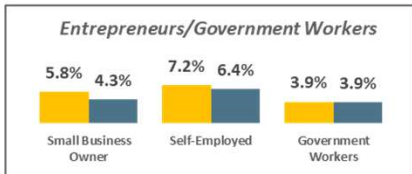
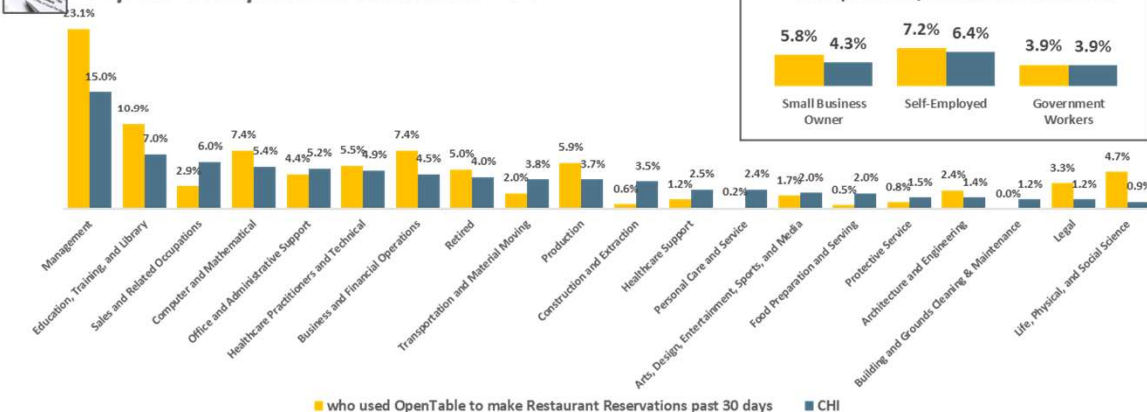
## Employment: Adults 25 - 64



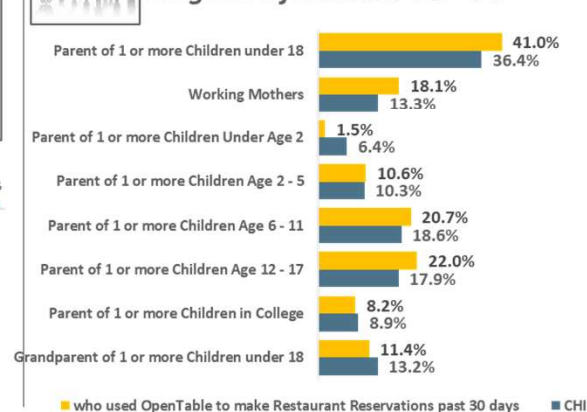
## Marital Status: Adults 25 - 64



## Top-20 Occupations: Adults 25 - 64



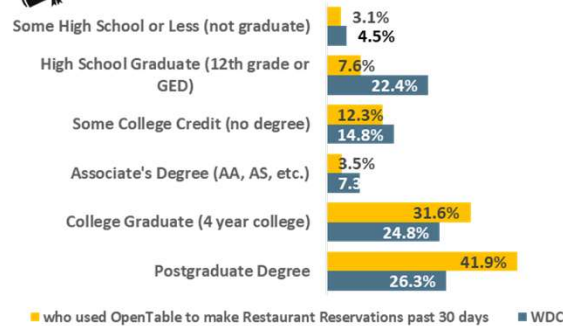
## Stage in Life: Adults 25 - 64



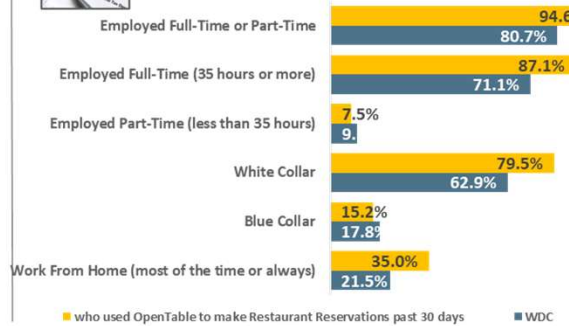


9.6% or 374,111 of WDC DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 43.8% more likely to be a college graduate, 22.5% more likely to work full-time, .4% less likely to be married, 25.% less likely to be a parent of 1 or more children under

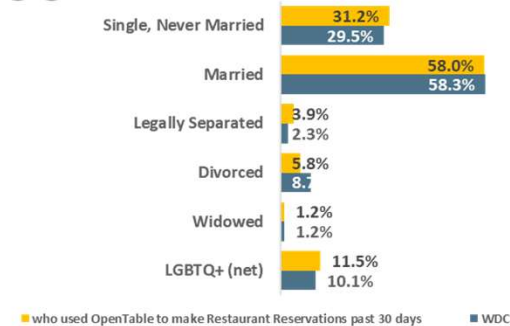
## Education Levels: Adults 25 - 64



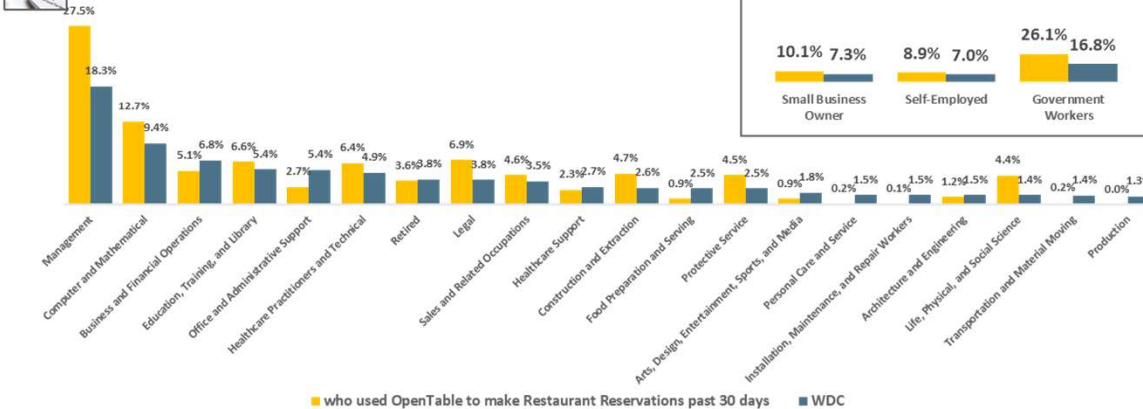
## Employment: Adults 25 - 64



## Marital Status: Adults 25 - 64



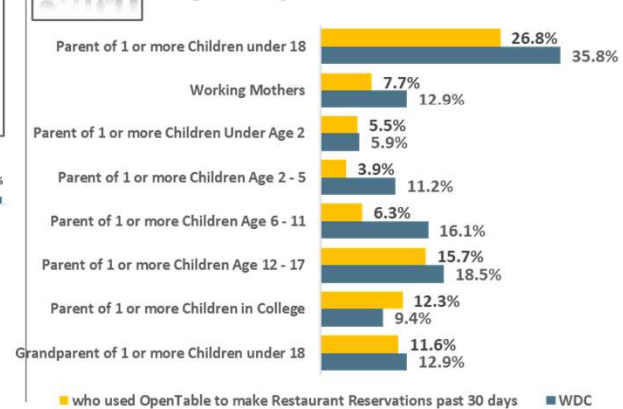
## Top-20 Occupations: Adults 25 - 64



## Entrepreneurs/Government Workers



## Stage in Life: Adults 25 - 64



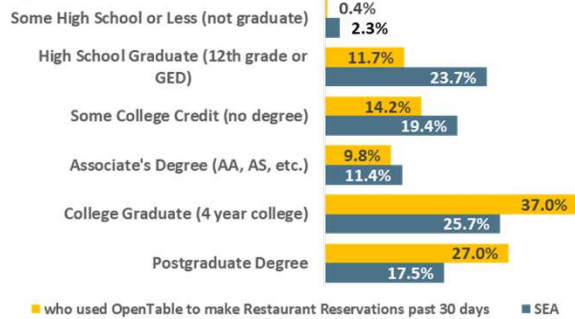




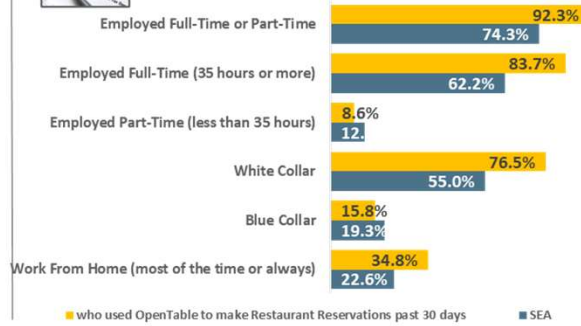
11.1% or 333,480 of SEA DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 48.% more likely to be a college graduate, 34.7% more likely to work full-time, 11.2% more likely to be married, 19.6% less likely to be a parent of 1 or more children unde



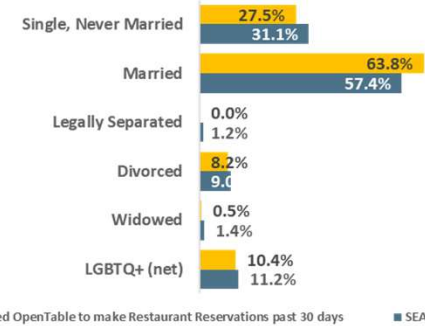
### Education Levels: Adults 25 - 64



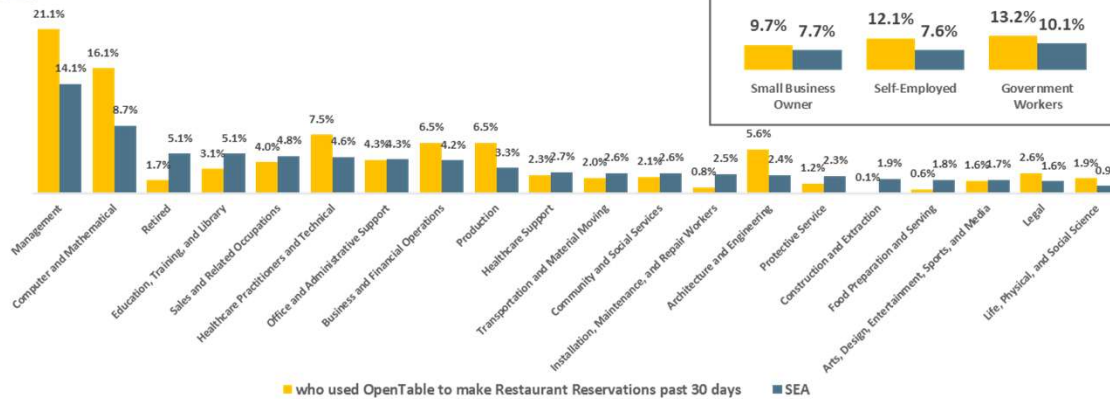
### Employment: Adults 25 - 64



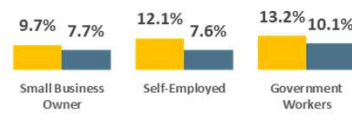
### Marital Status: Adults 25 - 64



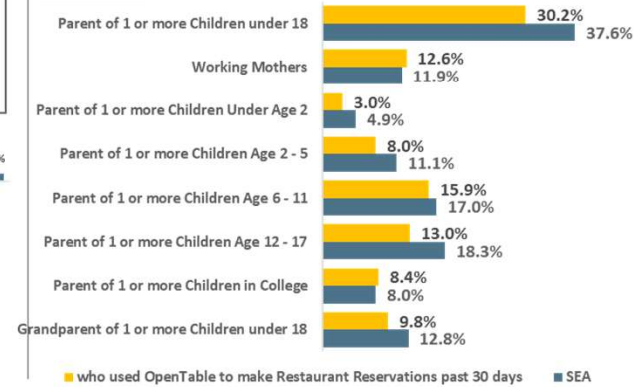
### Top-20 Occupations: Adults 25 - 64



### Entrepreneurs/Government Workers



### Stage in Life: Adults 25 - 64

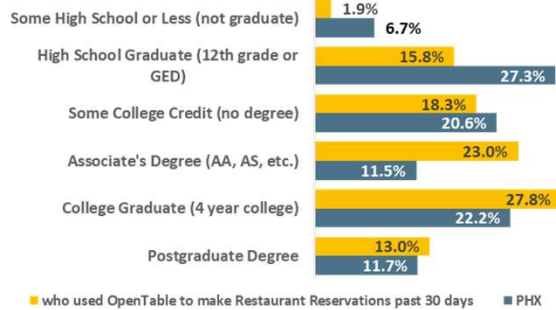




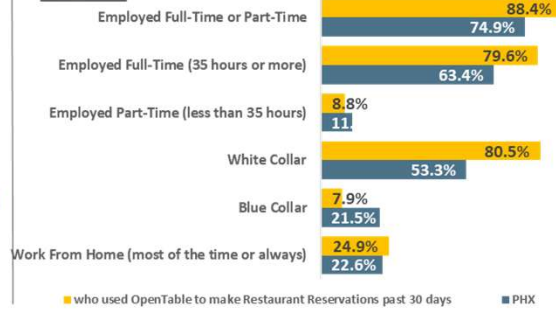


8.5% or 261,532 of PHX DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 20.8% more likely to be a college graduate, 25.5% more likely to work full-time, 9% more likely to be married, 15.3% less likely to be a parent of 1 or more children under

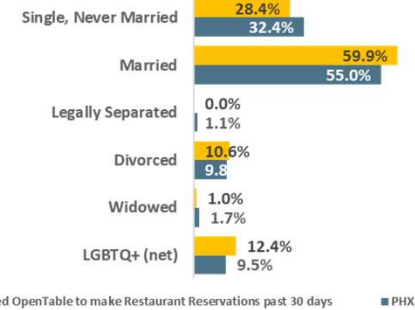
## Education Levels: Adults 25 - 64



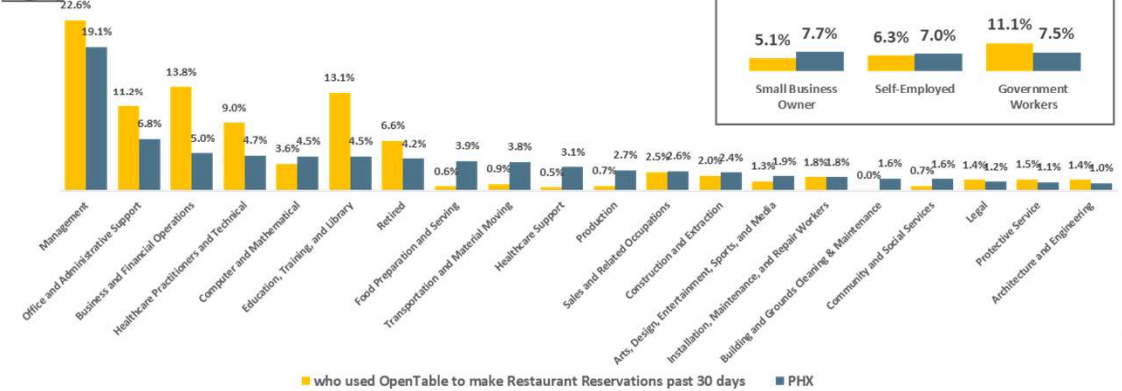
## Employment: Adults 25 - 64



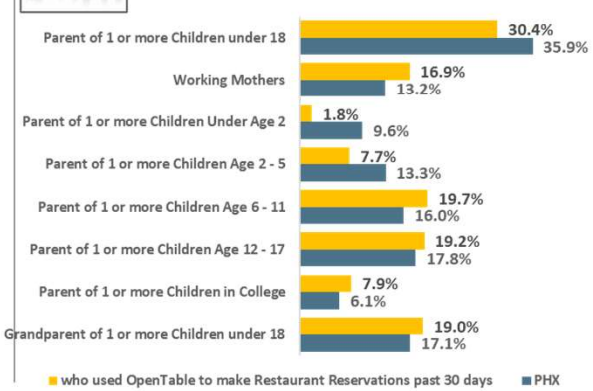
## Marital Status: Adults 25 - 64



## Top-20 Occupations: Adults 25 - 64



## Stage in Life: Adults 25 - 64

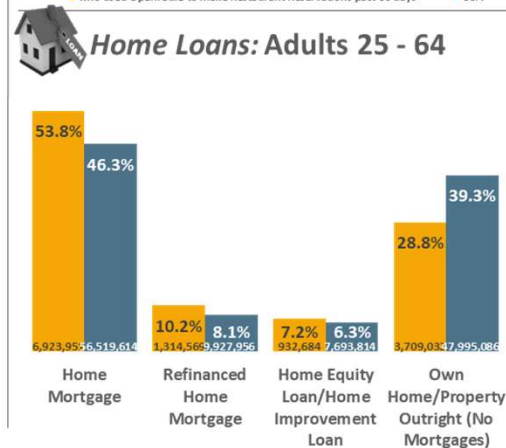
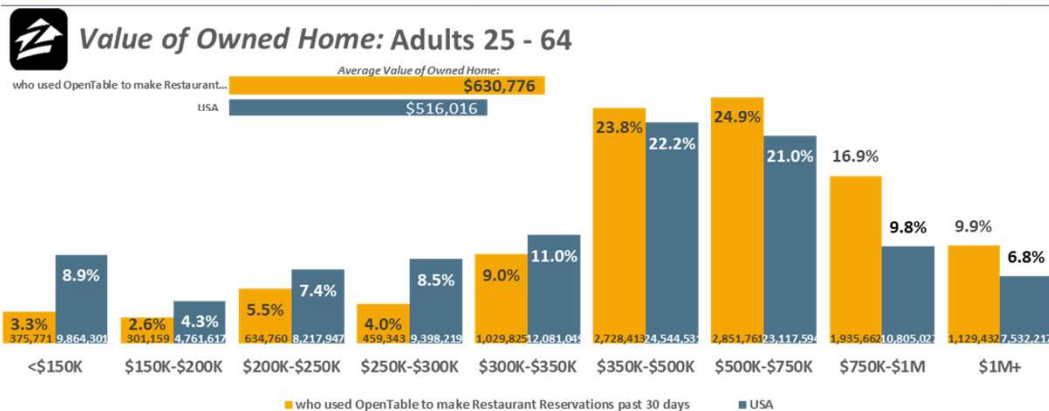
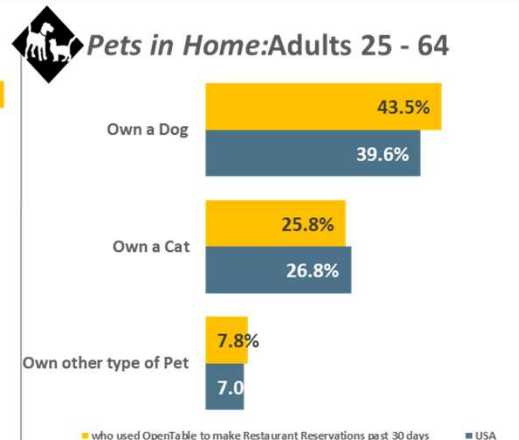
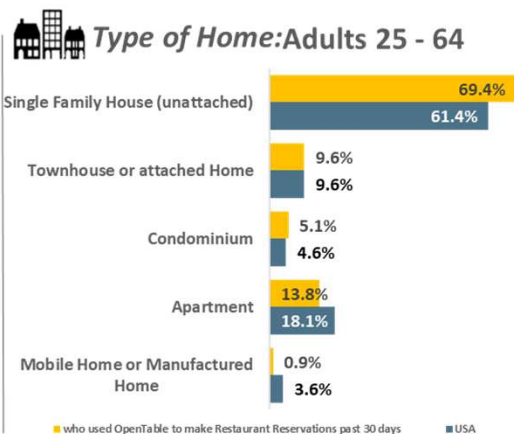
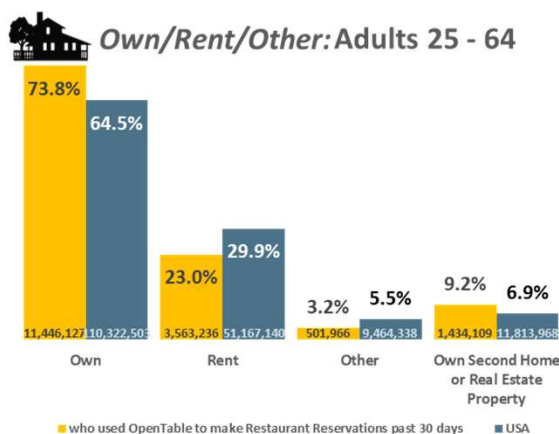


PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 220  
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]



9.1% or 15,511,329 of USA DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 14.3% more likely to own their home, 22.2% more likely to own a higher valued home, 12.9% more likely to have a single-family home, 9.7% more likely to have a dog.



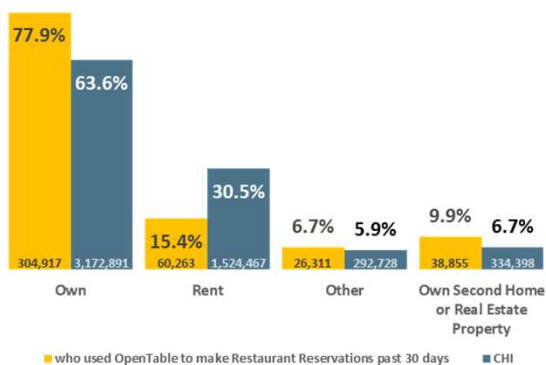
USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,283  
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]

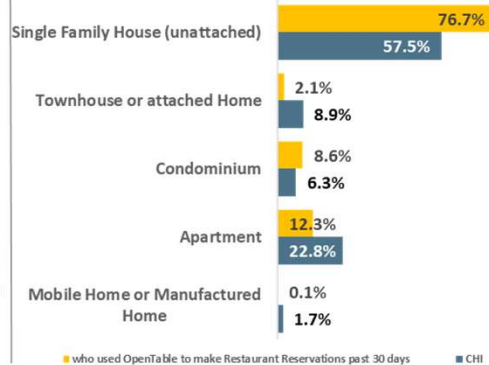


7.8% or 391,491 of CHI DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 22.5% more likely to own their home, 15.5% more likely to own a higher valued home, 33.4% more likely to have a single-family home, 18.9% more likely to have a dog.

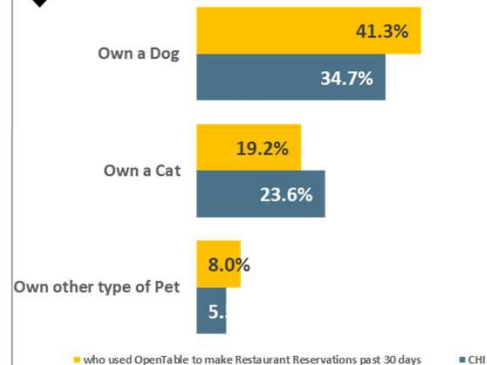
### Own/Rent/Other: Adults 25 - 64



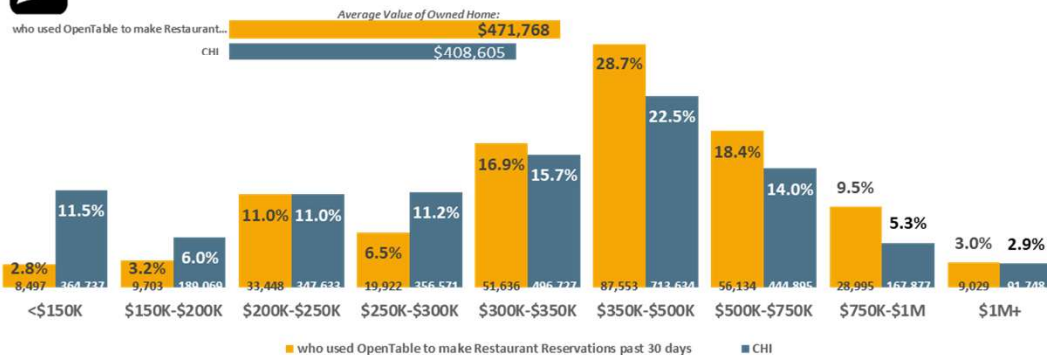
### Type of Home: Adults 25 - 64



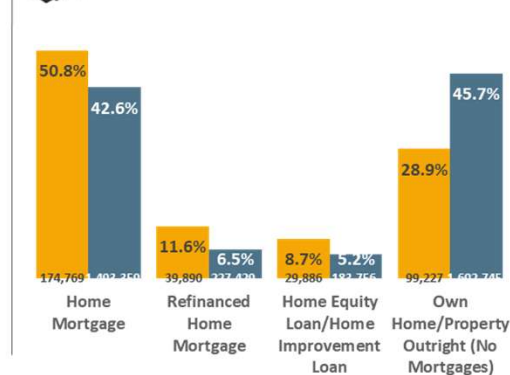
### Pets in Home: Adults 25 - 64



### Value of Owned Home: Adults 25 - 64



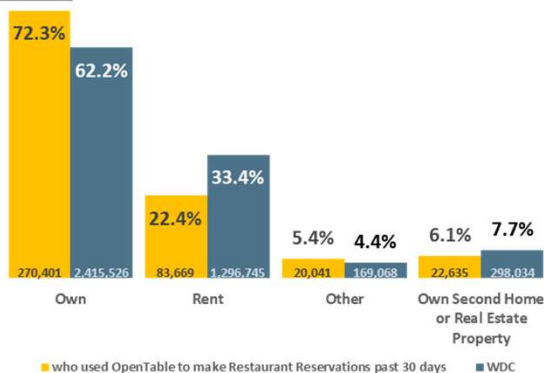
### Home Loans: Adults 25 - 64



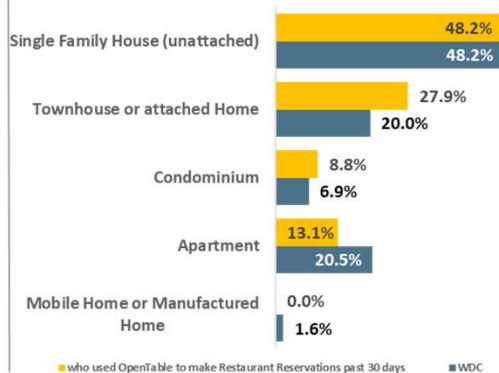


9.6% or 374,111 of WDC DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 16.1% more likely to own their home, 6.2% more likely to own a higher valued home, .2% less likely to have a single-family home, 29.7% more likely to have a dog.

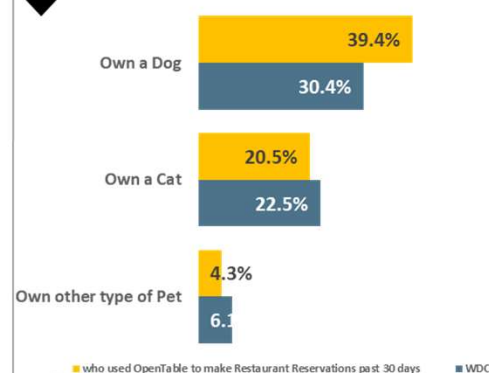
### Own/Rent/Other: Adults 25 - 64



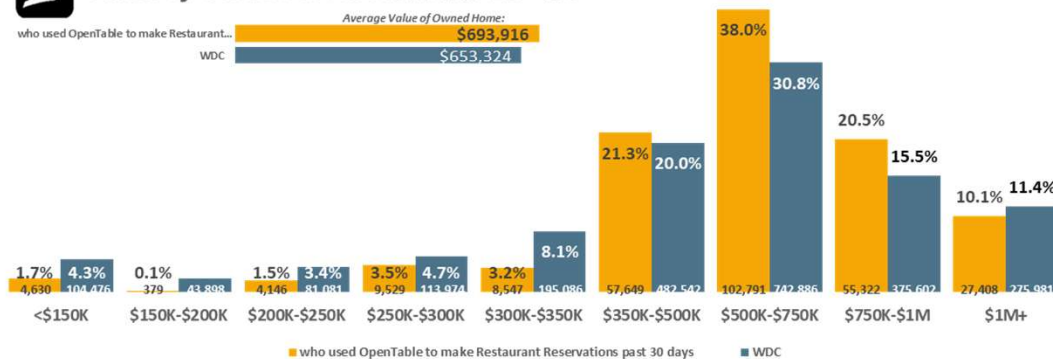
### Type of Home: Adults 25 - 64



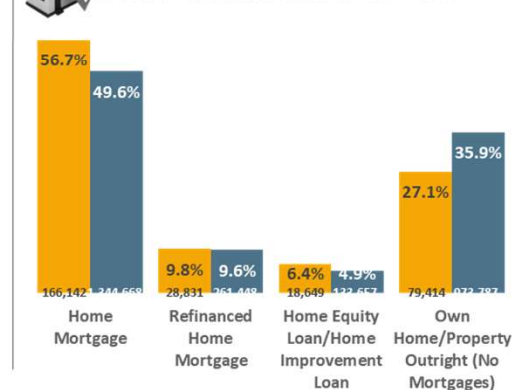
### Pets in Home: Adults 25 - 64



### Value of Owned Home: Adults 25 - 64



### Home Loans: Adults 25 - 64

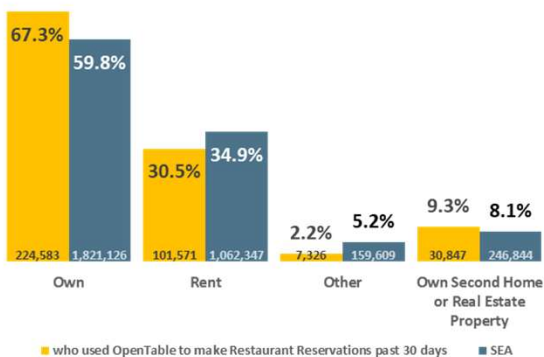




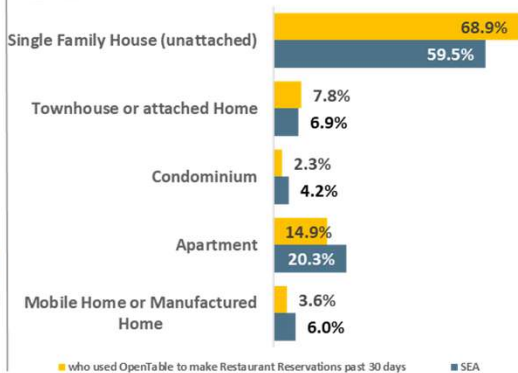


11.1% or 333,480 of SEA DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 12.5% more likely to own their home, 18.9% more likely to own a higher valued home, 15.9% more likely to have a single-family home, 10.8% less likely to have a dog.

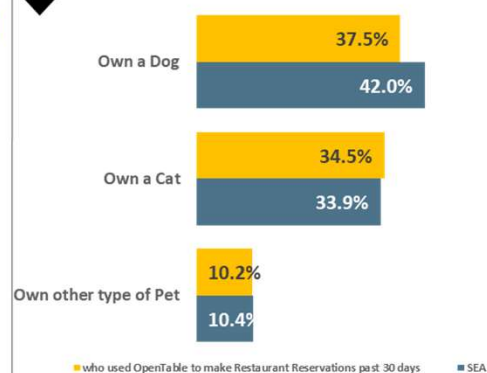
### Own/Rent/Other: Adults 25 - 64



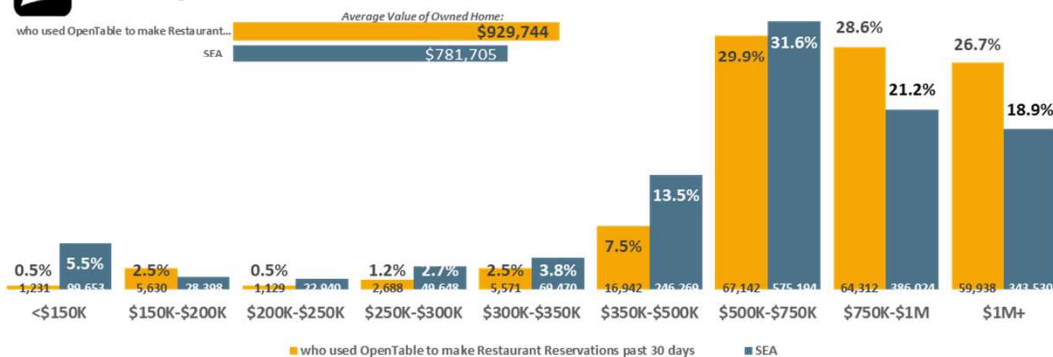
### Type of Home: Adults 25 - 64



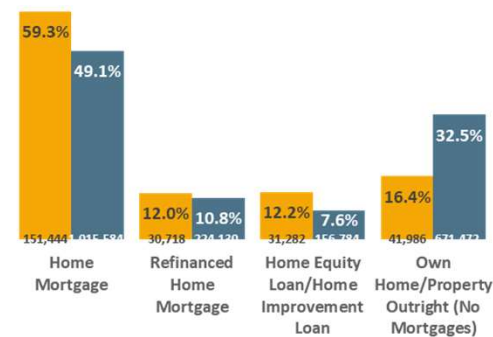
### Pets in Home: Adults 25 - 64

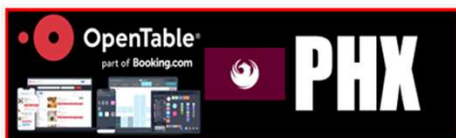


### Value of Owned Home: Adults 25 - 64



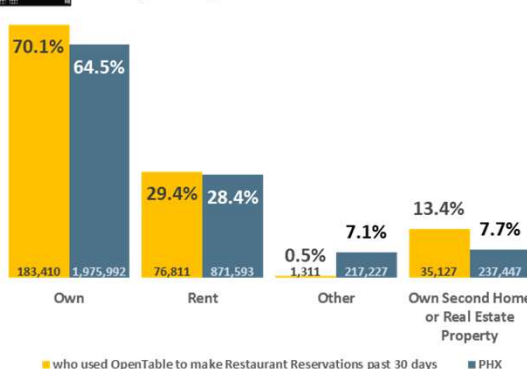
### Home Loans: Adults 25 - 64



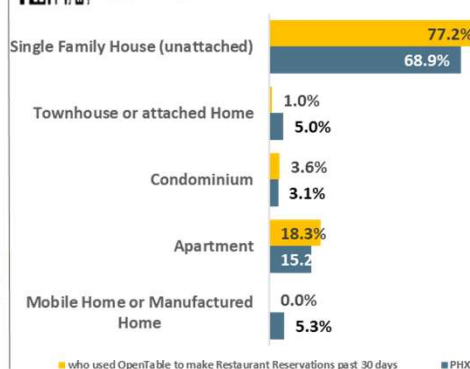


8.5% or 261,532 of PHX DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 8.8% more likely to own their home, 30.9% more likely to own a higher valued home, 12.1% more likely to have a single-family home, 11.5% less likely to have a dog.

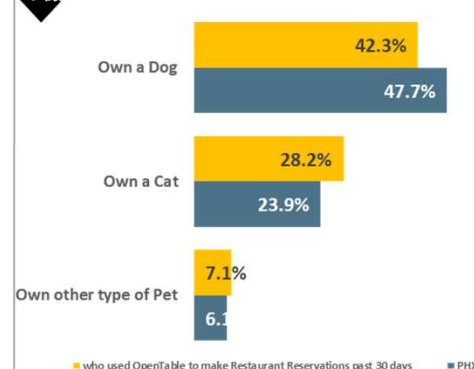
### Own/Rent/Other: Adults 25 - 64



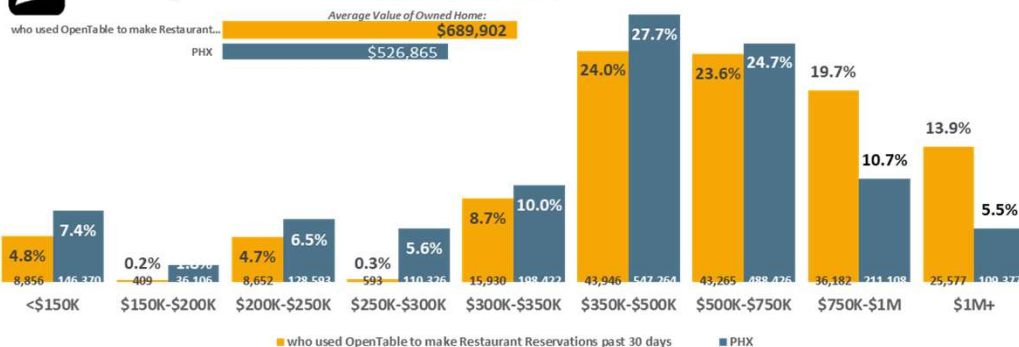
### Type of Home: Adults 25 - 64



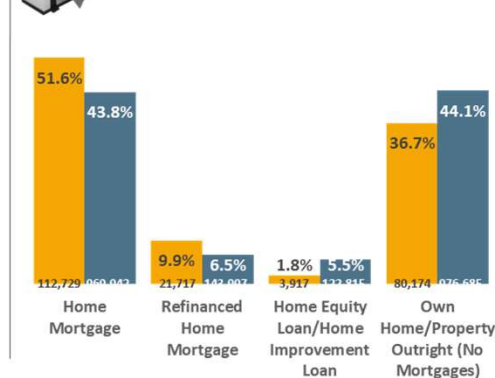
### Pets in Home: Adults 25 - 64



### Value of Owned Home: Adults 25 - 64



### Home Loans: Adults 25 - 64

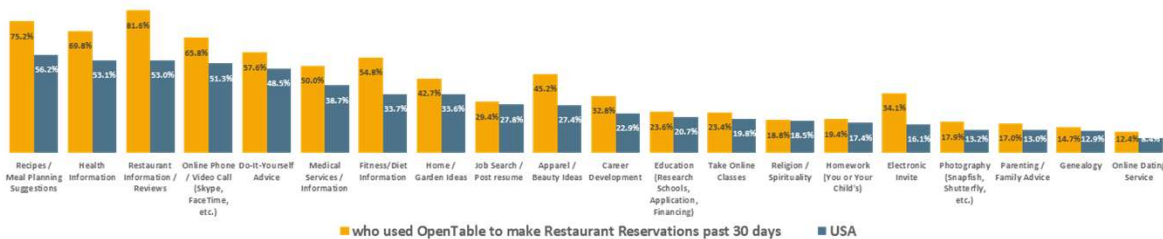




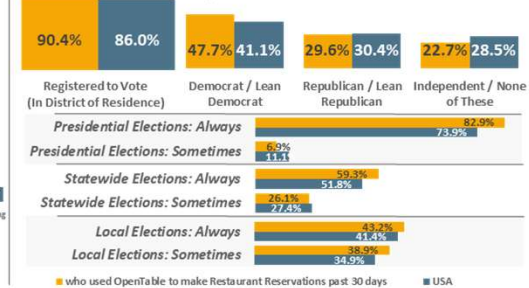
9.1% or 15,511,329 of USA DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 18.7% more likely to look up D-I-Y advice online, 4.4% more likely to always vote in local elections, 36.7% more likely to belong to a gym, 30.4% more likely to fly domestic



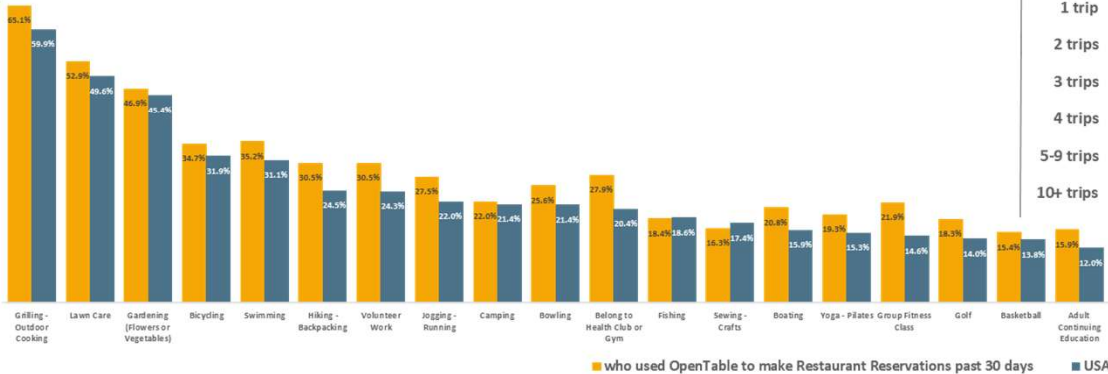
### Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 64



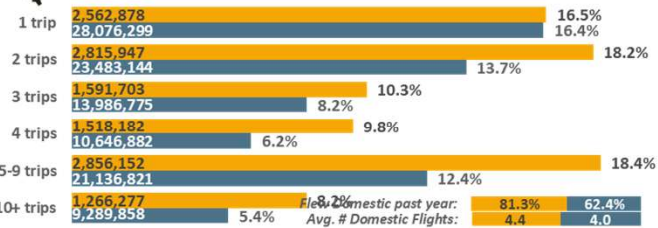
### Political Activity: Adults 25 - 64



### Top-30 past 12-months Active Lifestyle Activities: Adults 25 - 64



### Past 12-months Domestic Airline Trips: Adults 25 - 64



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,283  
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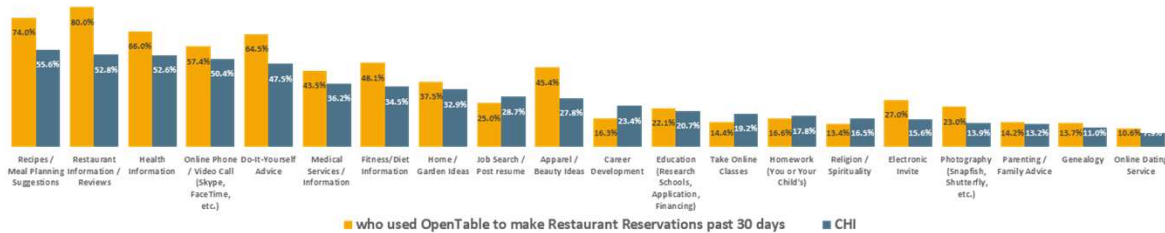
[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]



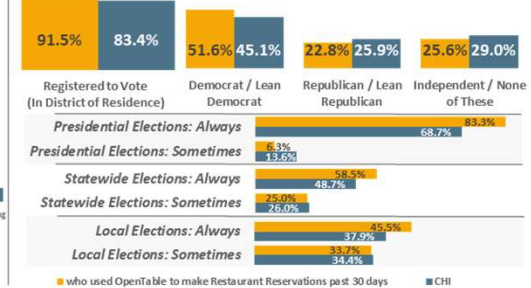
7.8% or 391,491 of CHI DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 35.8% more likely to look up D-I-Y advice online, 20.1% more likely to always vote in local elections, 60.7% more likely to belong to a gym, 20.2% more likely to fly domest



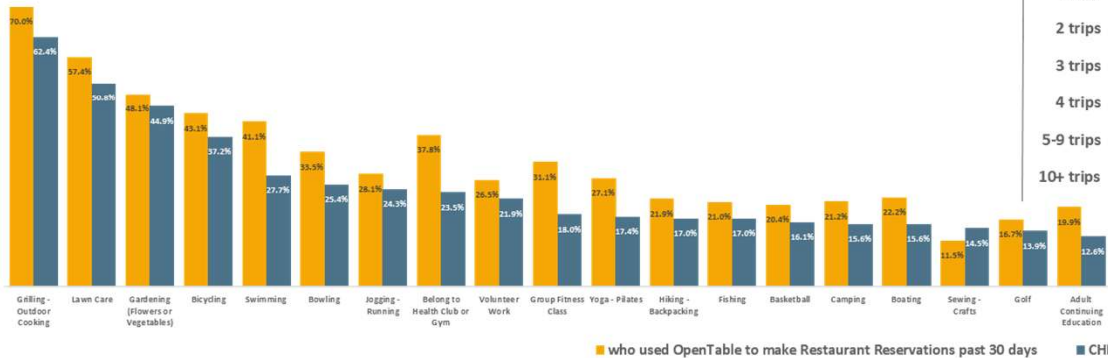
### Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 64



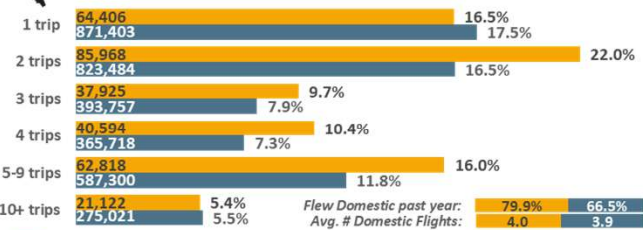
### Political Activity: Adults 25 - 64



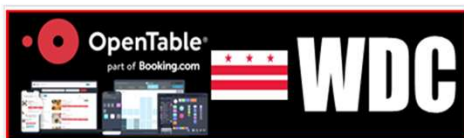
### Top-30 past 12-months Active Lifestyle Activities: Adults 25 - 64



### Past 12-months Domestic Airline Trips: Adults 25 - 64



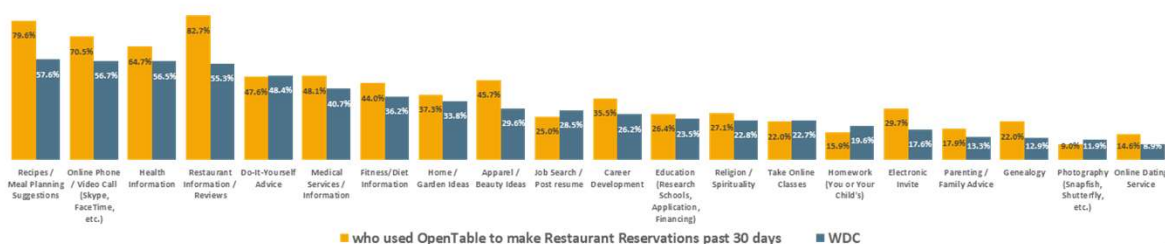




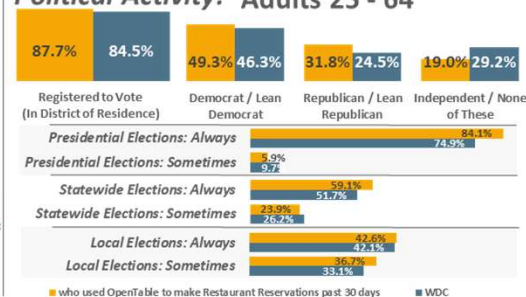
9.6% or 374,111 of WDC DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 1.8% less likely to look up D-I-Y advice online, 1.2% more likely to always vote in local elections, 40.9% more likely to belong to a gym, 29.9% more likely to fly domestic



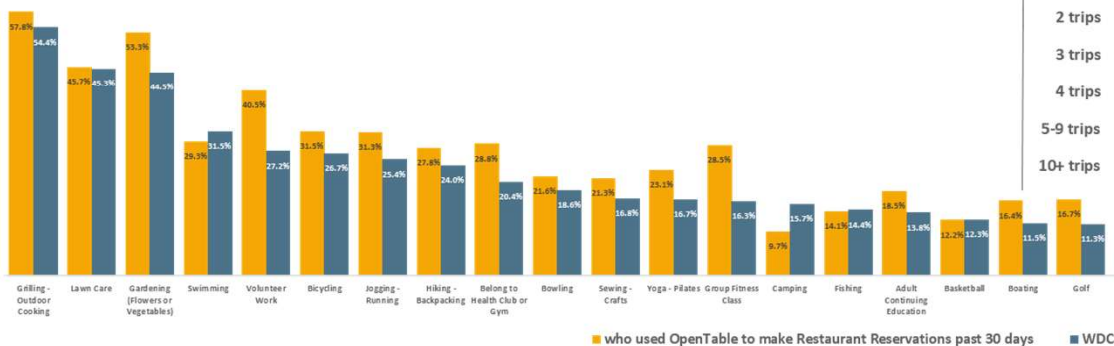
### Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 64



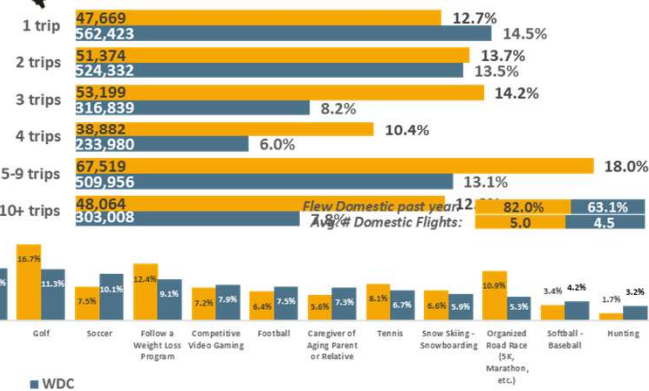
### Political Activity: Adults 25 - 64



### Top-30 past 12-months Active Lifestyle Activities: Adults 25 - 64



### Past 12-months Domestic Airline Trips: Adults 25 - 64

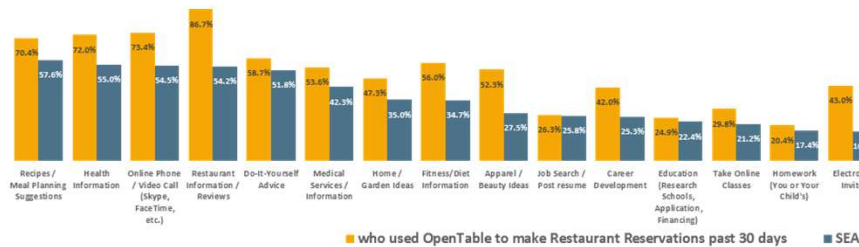




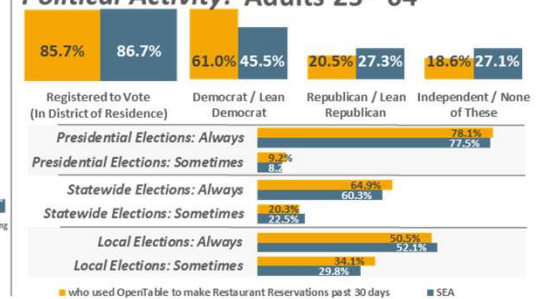
11.% or 333,480 of SEA DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 13.3% more likely to look up D-I-Y advice online, 3.2% less likely to always vote in local elections, 37.5% more likely to belong to a gym, 30.1% more likely to fly domestic



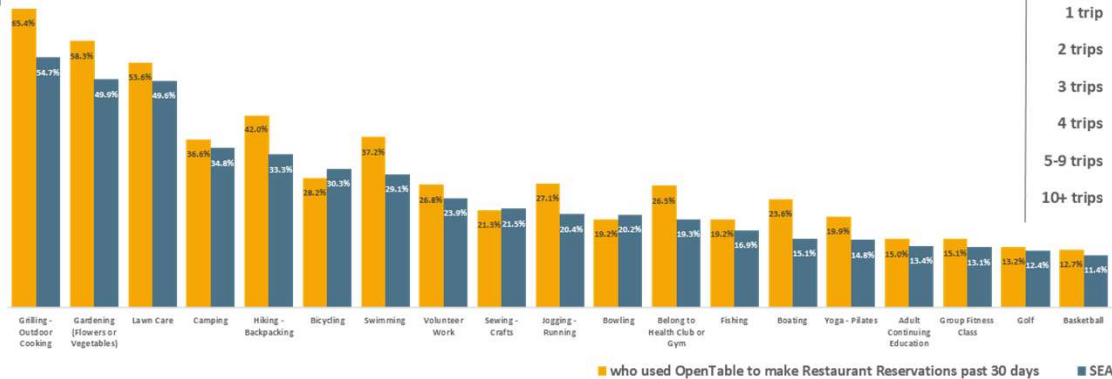
### Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 64



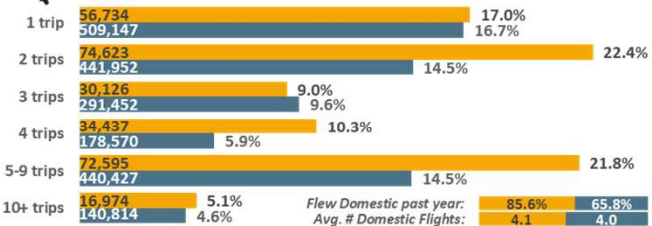
### Political Activity: Adults 25 - 64

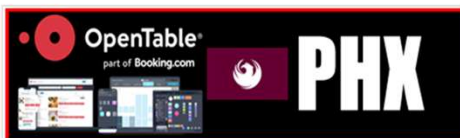


### Top-30 past 12-months Active Lifestyle Activities: Adults 25 - 64



### Past 12-months Domestic Airline Trips: Adults 25 - 64

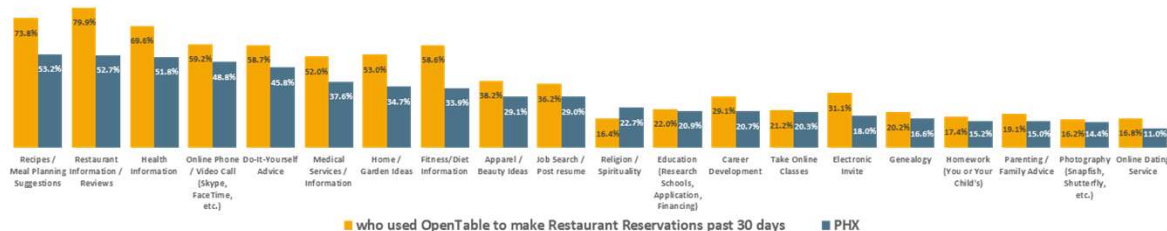




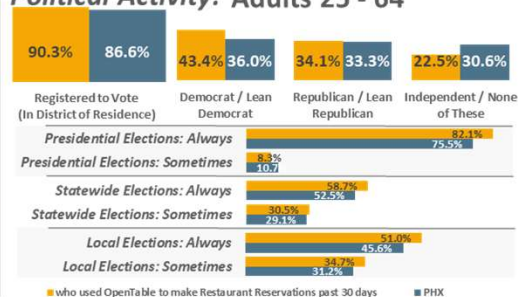
8.5% or 261,532 of PHX DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 28.3% more likely to look up D-I-Y advice online, 11.8% more likely to always vote in local elections, 11.8% more likely to belong to a gym, 24.% more likely to fly domestic



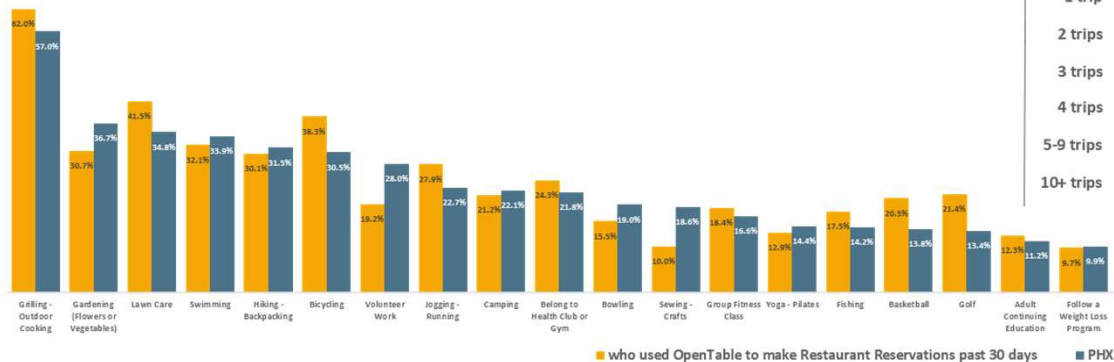
### Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 64



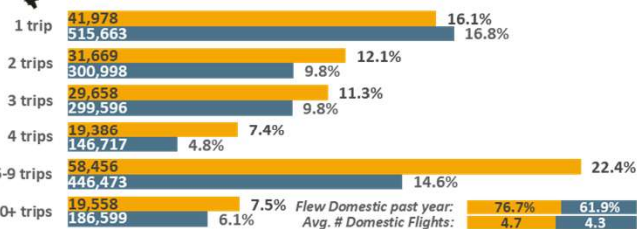
### Political Activity: Adults 25 - 64



### Top-30 past 12-months Active Lifestyle Activities: Adults 25 - 64



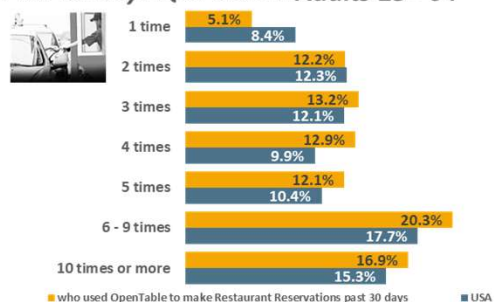
### Past 12-months Domestic Airline Trips: Adults 25 - 64



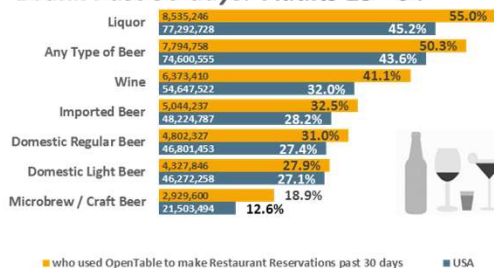


9.1% or 15,511,329 of USA DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 7.9% more likely to use QSRs past mo., 37.9% more likely to use Sit-Down Restaurants past mo., 4.3% more likely to use Casinos past yr., 57.1% less likely to smoke cigarett

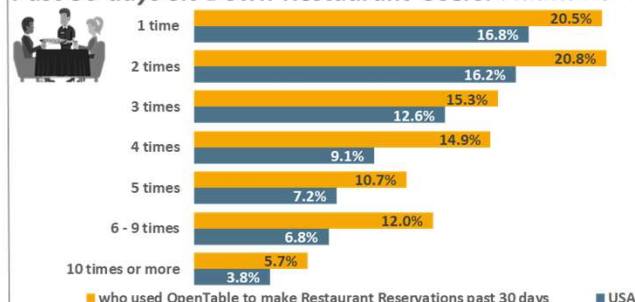
### Past 30-days QSR Users: Adults 25 - 64



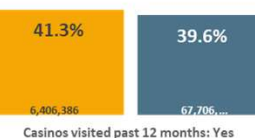
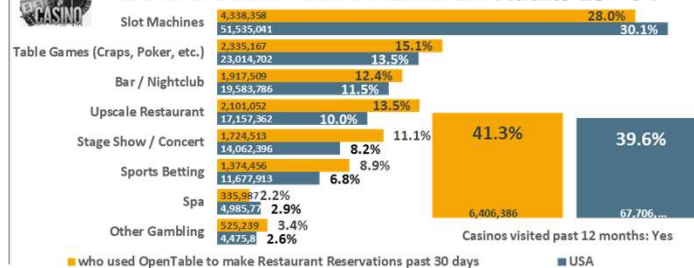
### Drank Past 30-days: Adults 25 - 64



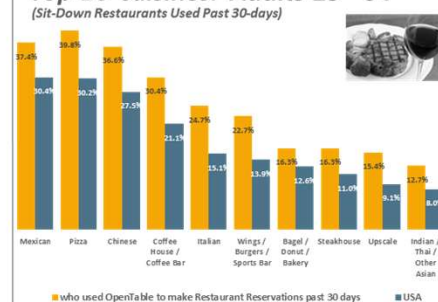
### Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



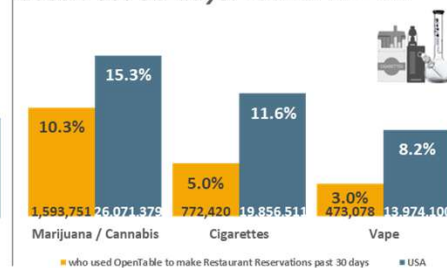
### Past 12 months Casino Activities: Adults 25 - 64



### Top-10 Cuisines: Adults 25 - 64 (Sit-Down Restaurants Used Past 30-days)



### Used Past 30-days: Adults 25 - 64

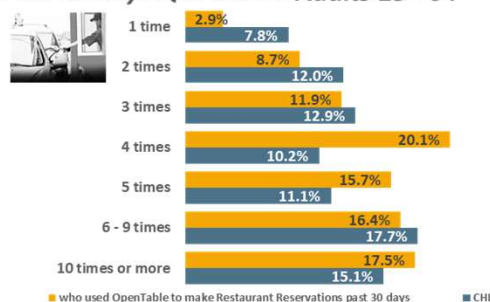




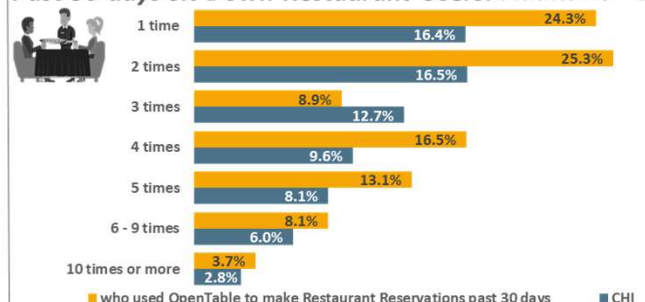


7.8% or 391,491 of CHI DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 7.3% more likely to use QSRs past mo., 38.6% more likely to use Sit-Down Restaurants past mo., 3.6% less likely to use Casinos past yr., 71.5% less likely to smoke cigarett

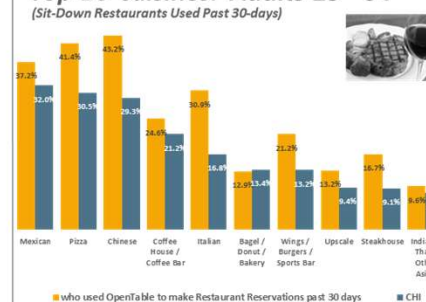
### Past 30-days QSR Users: Adults 25 - 64



### Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



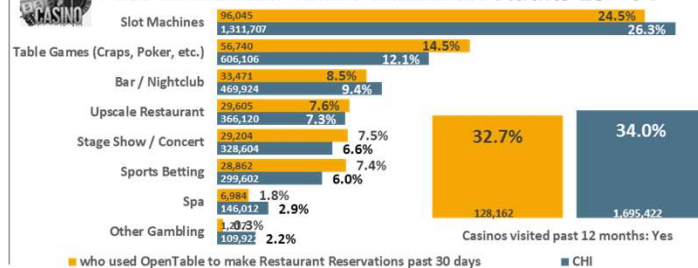
### Top-10 Cuisines: Adults 25 - 64 (Sit-Down Restaurants Used Past 30-days)



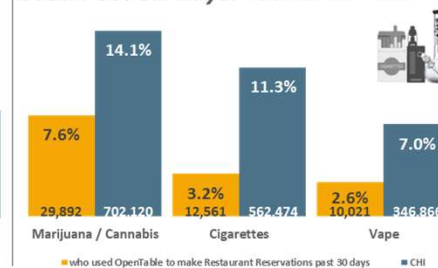
### Drank Past 30-days: Adults 25 - 64



### Past 12 months Casino Activities: Adults 25 - 64



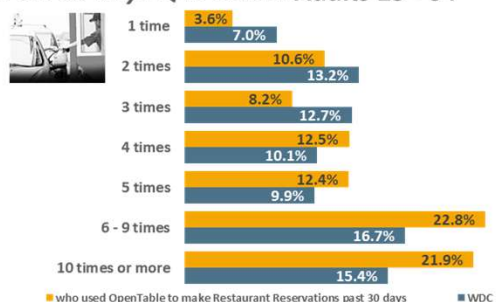
### Used Past 30-days: Adults 25 - 64



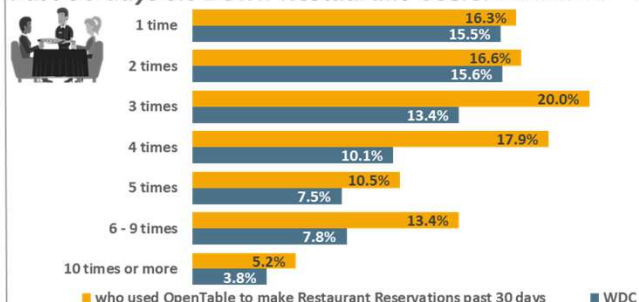


9.6% or 374,111 of WDC DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 8.4% more likely to use QSRs past mo., 35.5% more likely to use Sit-Down Restaurants past mo., 7.2% more likely to use Casinos past yr., 37.9% less likely to smoke cigarett

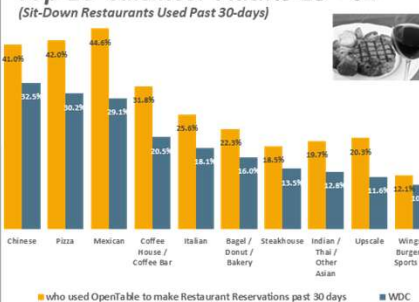
### Past 30-days QSR Users: Adults 25 - 64



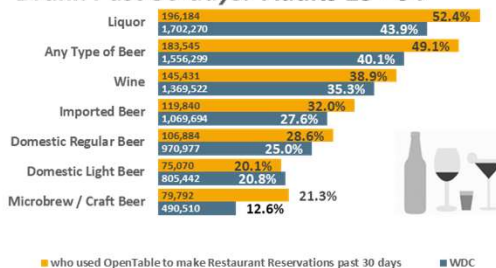
### Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



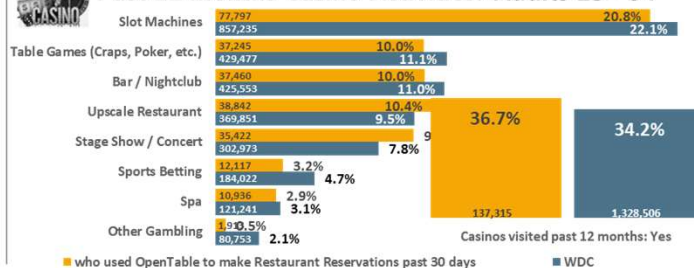
### Top-10 Cuisines: Adults 25 - 64



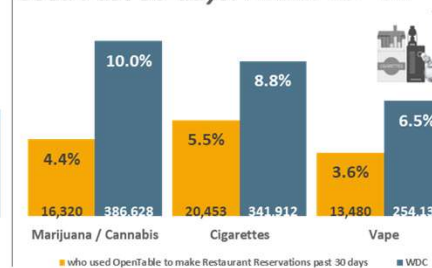
### Drank Past 30-days: Adults 25 - 64



### Past 12 months Casino Activities: Adults 25 - 64



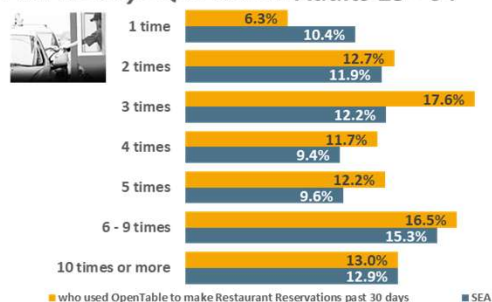
### Used Past 30-days: Adults 25 - 64



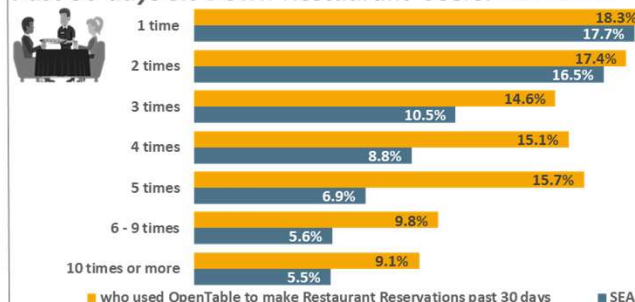


11.1% or 333,480 of SEA DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 10.0% more likely to use QSRs past mo., 39.7% more likely to use Sit-Down Restaurants past mo., 9.1% less likely to use Casinos past yr., 65.7% less likely to smoke cigarette

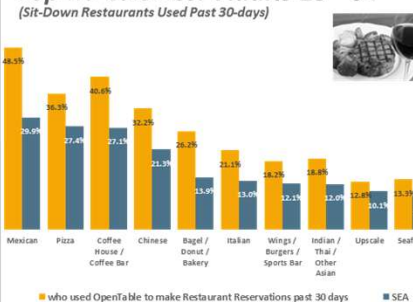
### Past 30-days QSR Users: Adults 25 - 64



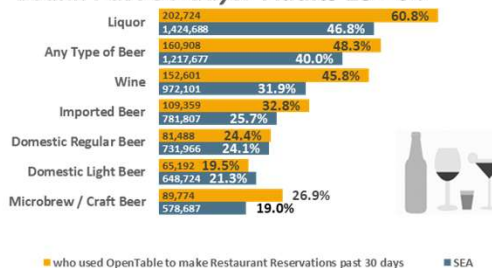
### Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



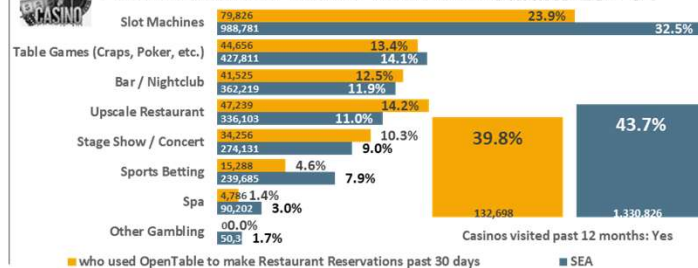
### Top-10 Cuisines: Adults 25 - 64



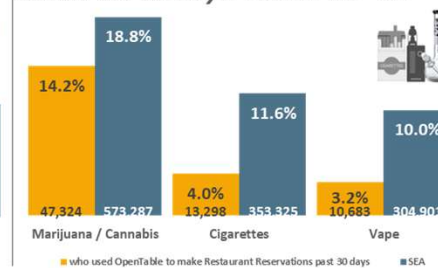
### Drank Past 30-days: Adults 25 - 64

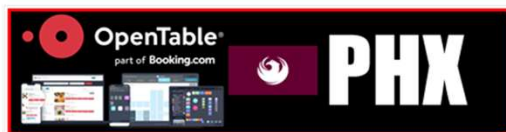


### Past 12 months Casino Activities: Adults 25 - 64



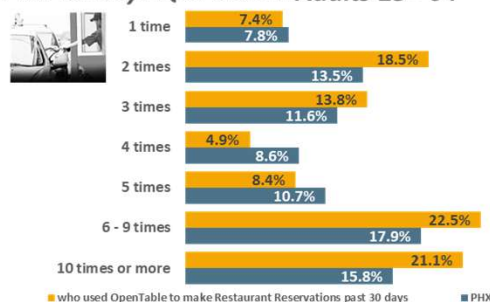
### Used Past 30-days: Adults 25 - 64





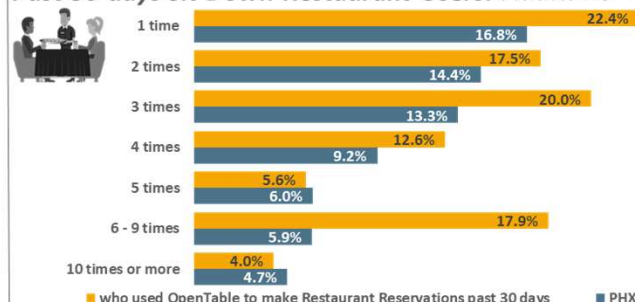
8.5% or 261,532 of PHX DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 12.5% more likely to use QSRs past mo., 42.4% more likely to use Sit-Down Restaurants past mo., 13.3% more likely to use Casinos past yr., 35.6% less likely to smoke cigare

### Past 30-days QSR Users: Adults 25 - 64



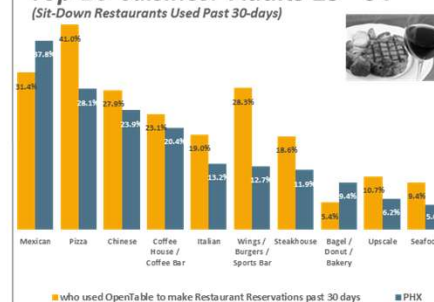
Total Monthly QSR Users:		Avg. Monthly QSR Meals:	
96.7%	86.0%	6.5	6.2
252,971	2,635,974		

### Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



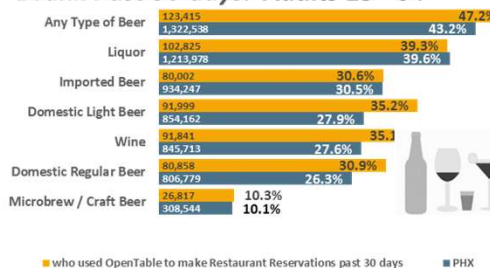
Total Monthly Sit-Down Restaurant Users:		Avg. Monthly Sit-Down Restaurant Meals:	
100.0%	70.2%	3.9	3.8
261,532	2,152,910		

### Top-10 Cuisines: Adults 25 - 64 (Sit-Down Restaurants Used Past 30-days)

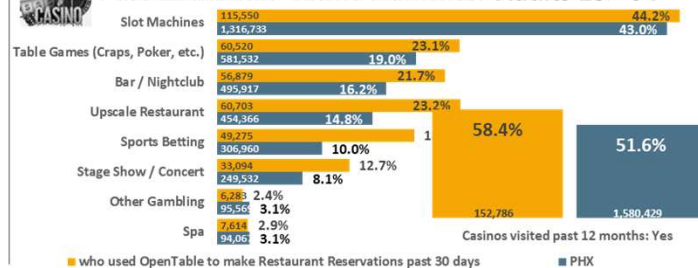


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)	
who used OpenTable to make Restaurant Reservations...	24.0%
PHX	20.2%
62,729	620,417

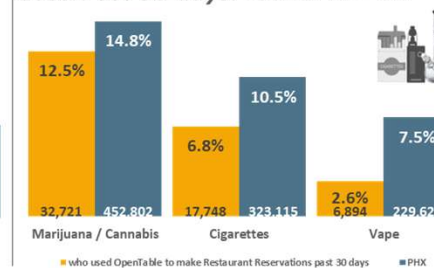
### Drank Past 30-days: Adults 25 - 64



### Past 12 months Casino Activities: Adults 25 - 64



### Used Past 30-days: Adults 25 - 64



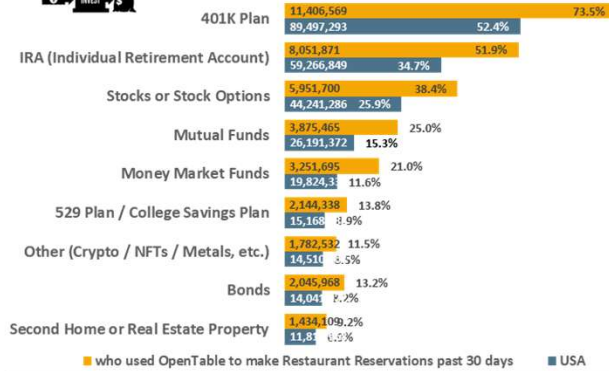




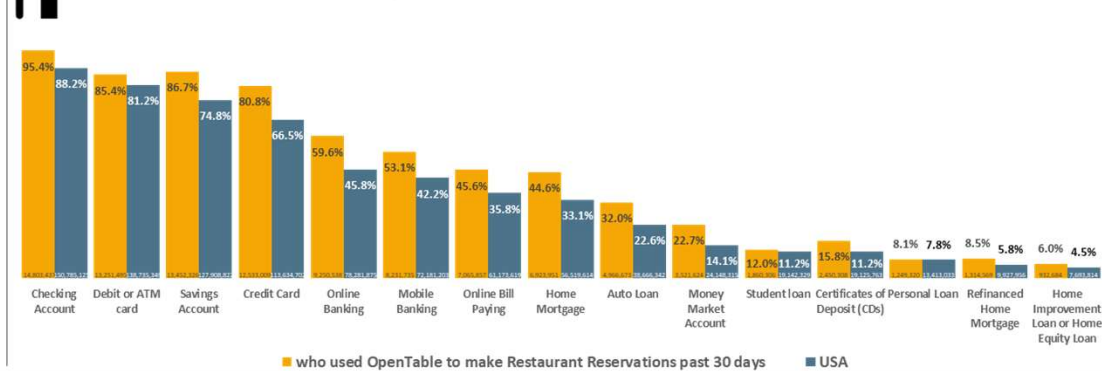
9.1% or 15,511,329 of USA DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 40.5% more likely to have a 401K, 41.6% more likely to have an Auto Loan, 54.4% more likely to Invest/Trade Stocks Online, 12.4% less likely to pay with their Debit Card.



### Investments Owned: Adults 25 - 64



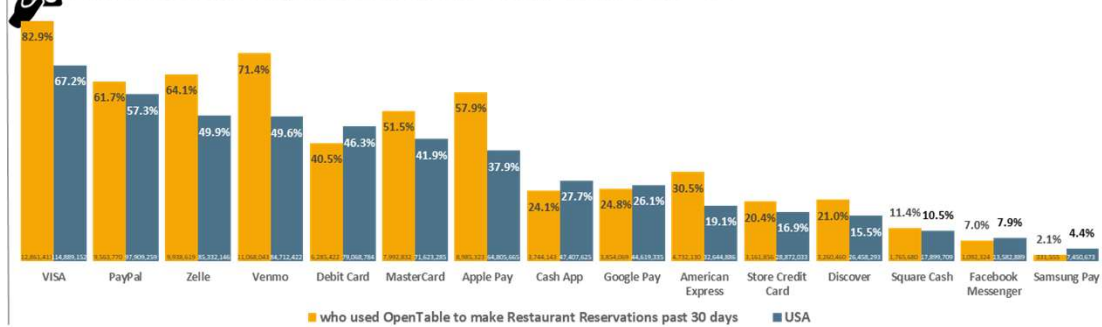
### Financial Services Has and/or Uses: Adults 25 - 64



### Professional Services Used\*: Adults 25 - 64



### Past 3-Months Payment Methods Used: Adults 25 - 64



USA USA Projection Scarborough R1 2026: Sep-24-Feb-26 Qual Intab 2,283  
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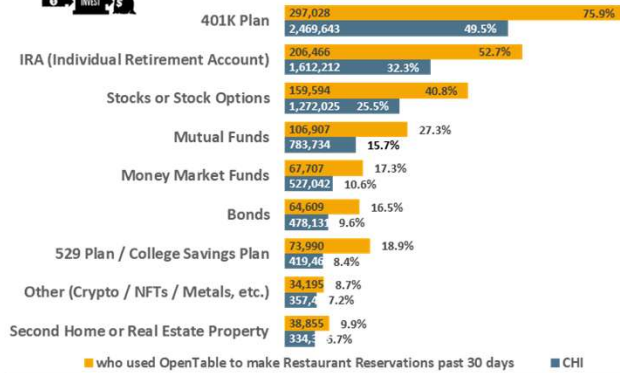
[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]



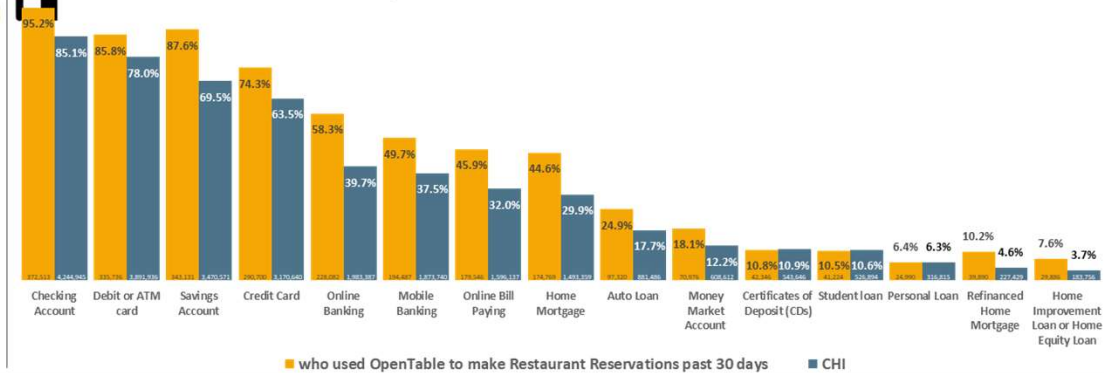
7.8% or 391,491 of CHI DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 53.3% more likely to have a 401K, 40.7% more likely to have an Auto Loan, 85.9% more likely to Invest/Trade Stocks Online, 15.6% less likely to pay with their Debit Card.



### Investments Owned: Adults 25 - 64



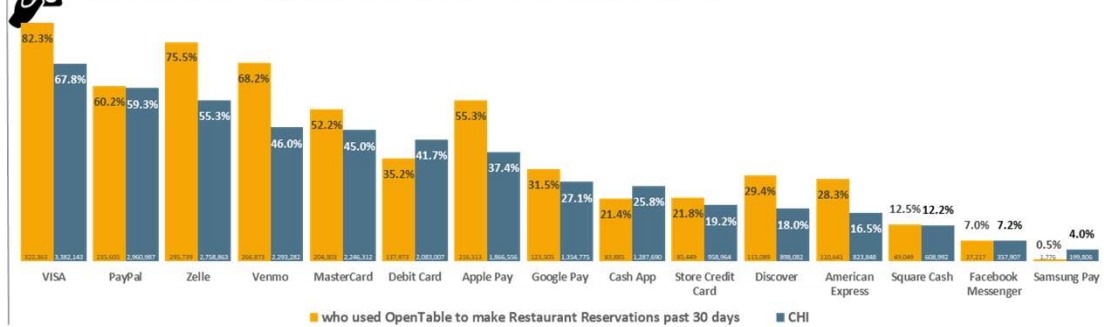
### Financial Services Has and/or Uses: Adults 25 - 64



### Professional Services Used\*: Adults 25 - 64



### Past 3-Months Payment Methods Used: Adults 25 - 64

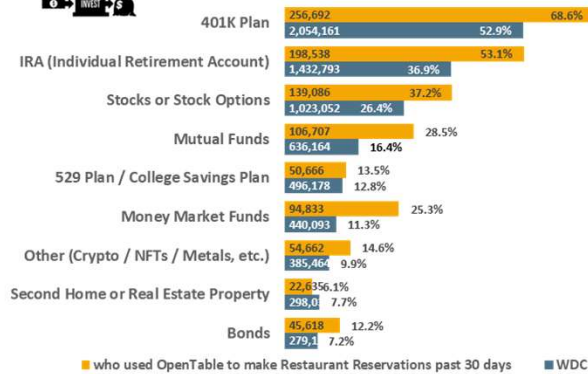




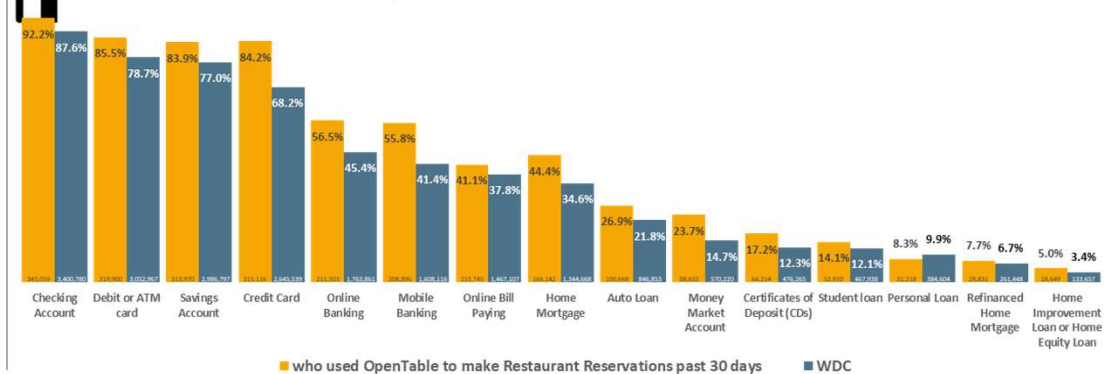
9.6% or 374,111 of WDC DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 29.6% more likely to have a 401K, 23.3% more likely to have an Auto Loan, 56.5% more likely to Invest/Trade Stocks Online, 12.2% less likely to pay with their Debit Card.



### Investments Owned: Adults 25 - 64



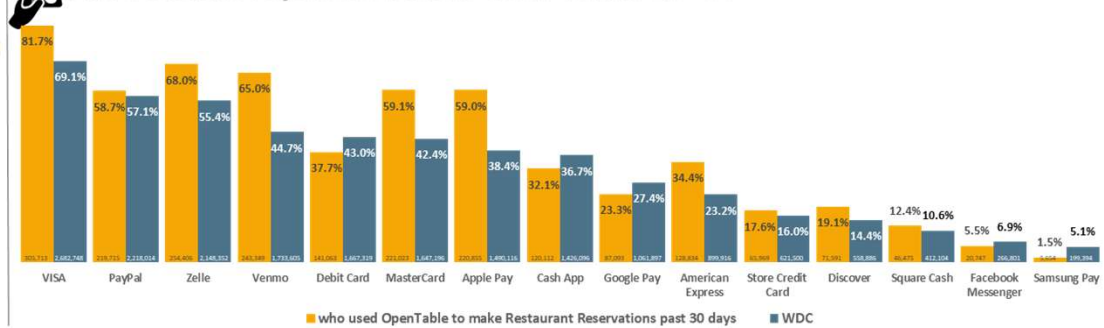
### Financial Services Has and/or Uses: Adults 25 - 64



### Professional Services Used\*: Adults 25 - 64



### Past 3-Months Payment Methods Used: Adults 25 - 64

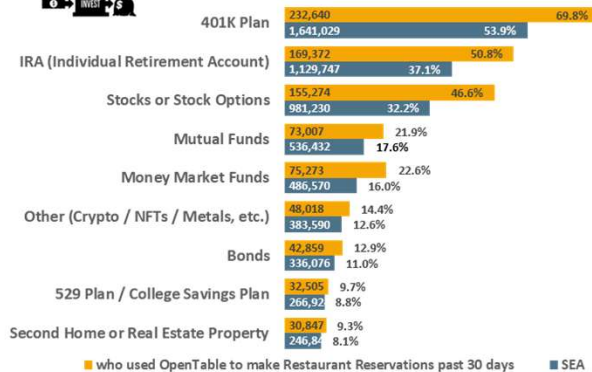




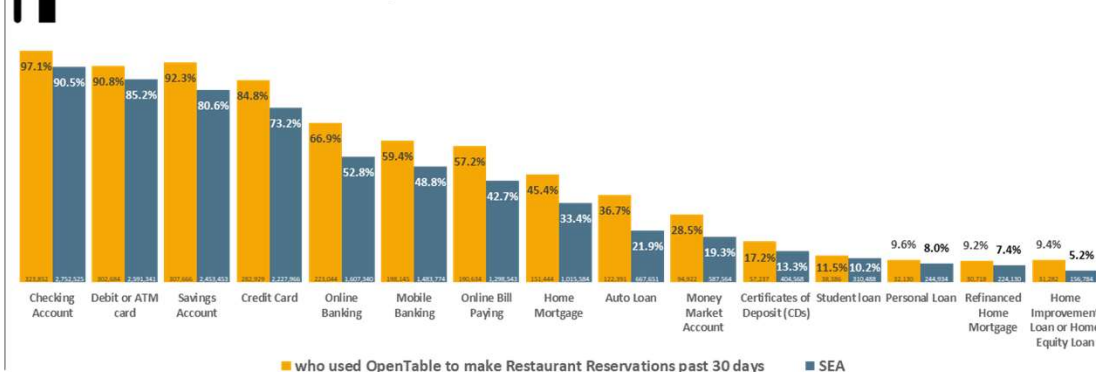
11.1% or 333,480 of SEA DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 29.4% more likely to have a 401K, 67.3% more likely to have an Auto Loan, 54.1% more likely to Invest/Trade Stocks Online, 12.9% less likely to pay with their Debit Card.



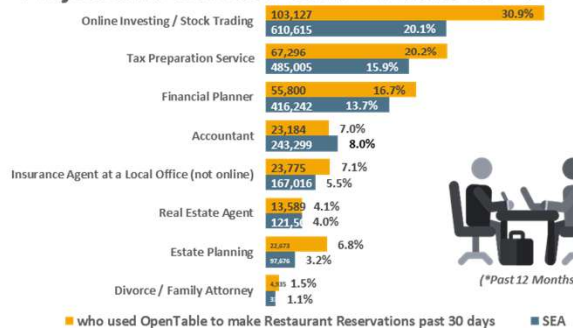
### Investments Owned: Adults 25 - 64



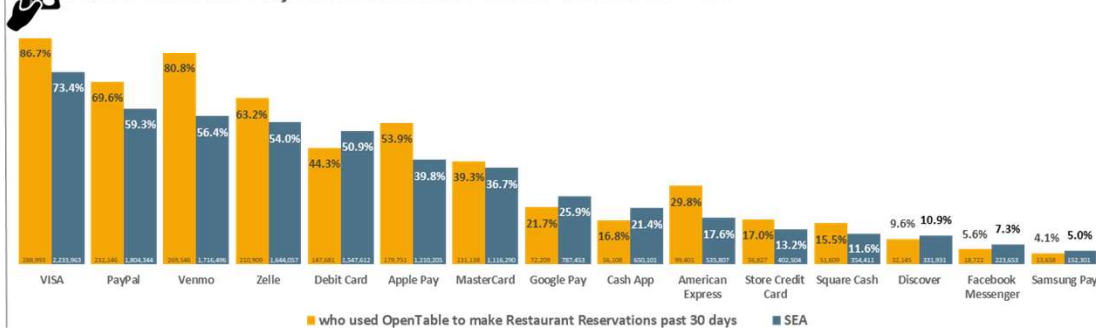
### Financial Services Has and/or Uses: Adults 25 - 64



### Professional Services Used\*: Adults 25 - 64



### Past 3-Months Payment Methods Used: Adults 25 - 64



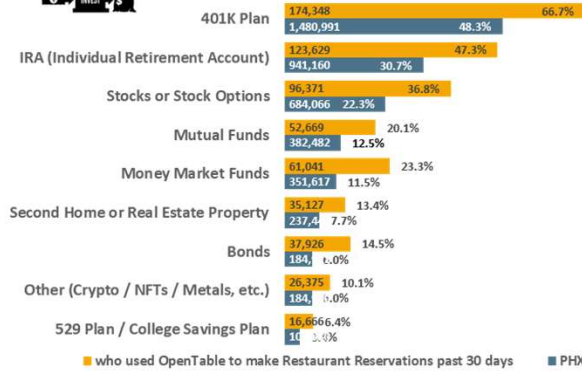




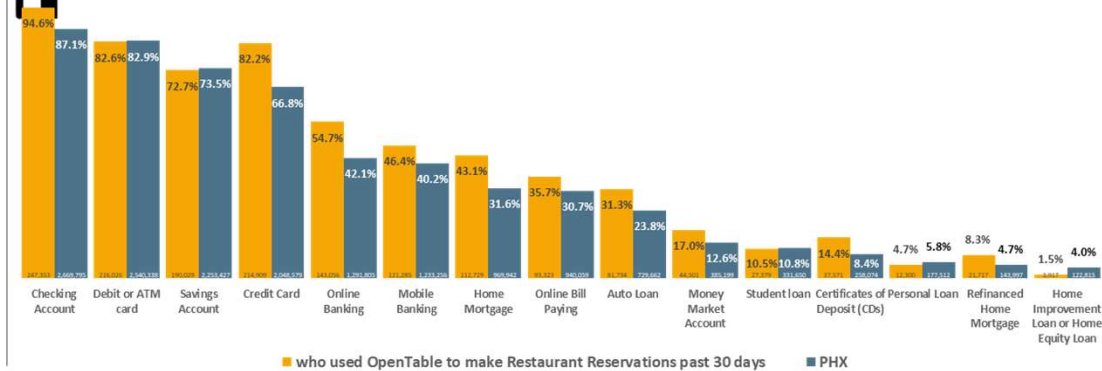
8.5% or 261,532 of PHX DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 38.% more likely to have a 401K, 31.3% more likely to have an Auto Loan, 37.2% more likely to Invest/Trade Stocks Online, 3.8% less likely to pay with their Debit Card.



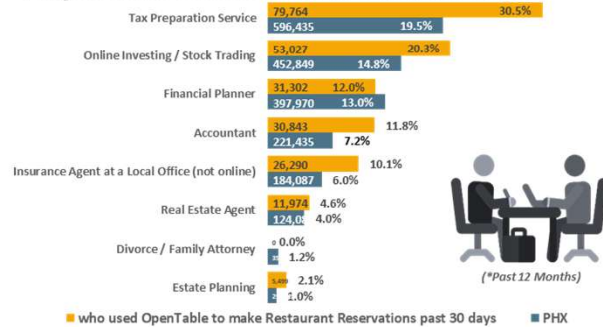
### Investments Owned: Adults 25 - 64



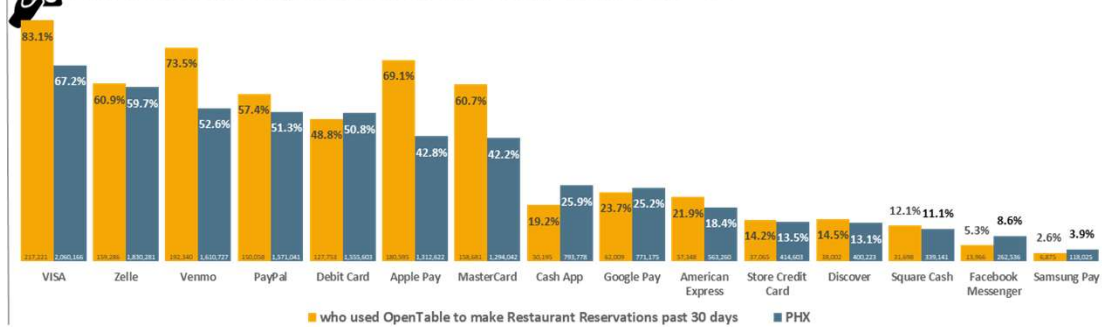
### Financial Services Has and/or Uses: Adults 25 - 64



### Professional Services Used\*: Adults 25 - 64



### Past 3-Months Payment Methods Used: Adults 25 - 64

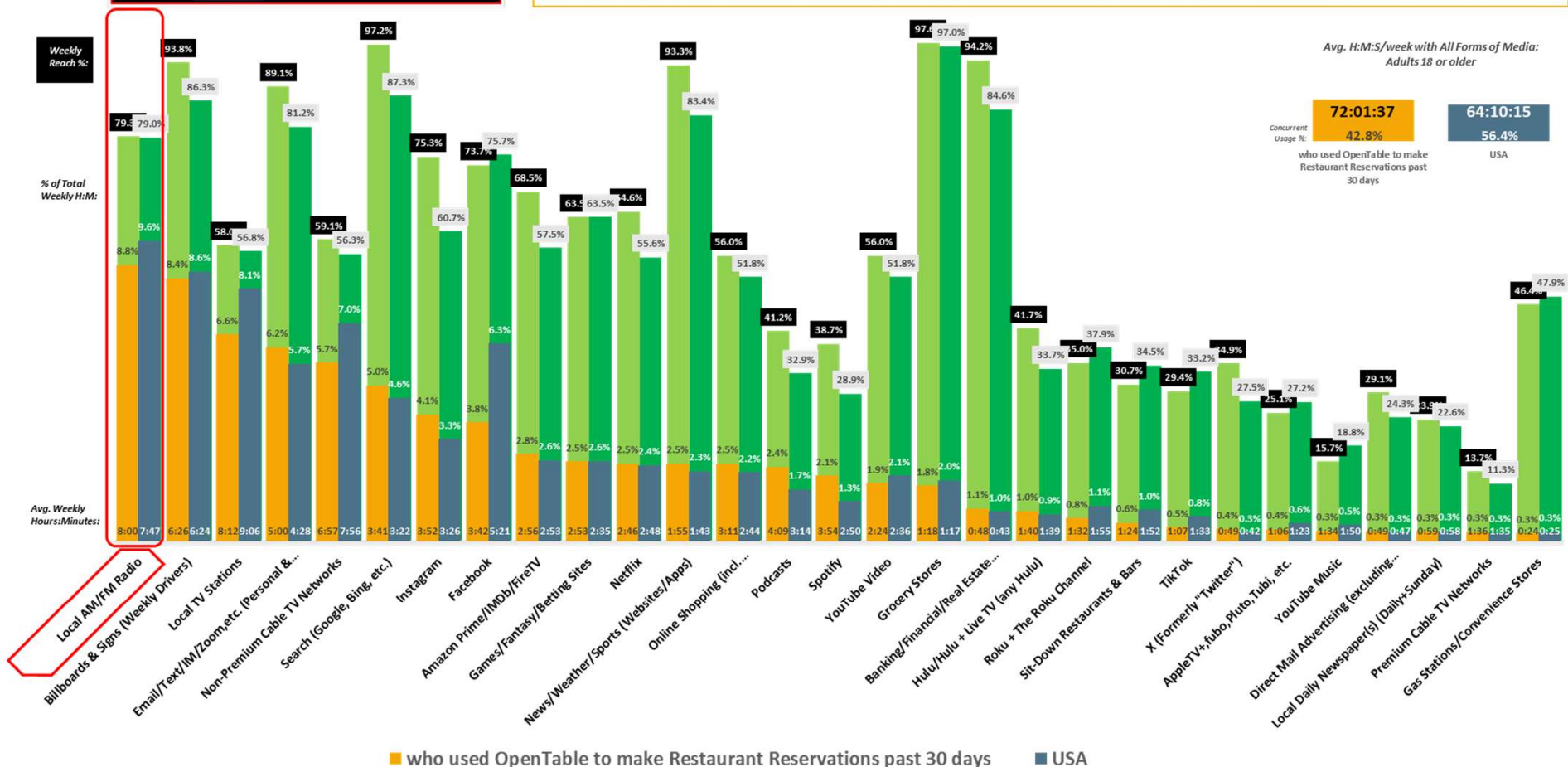


PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 220  
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]

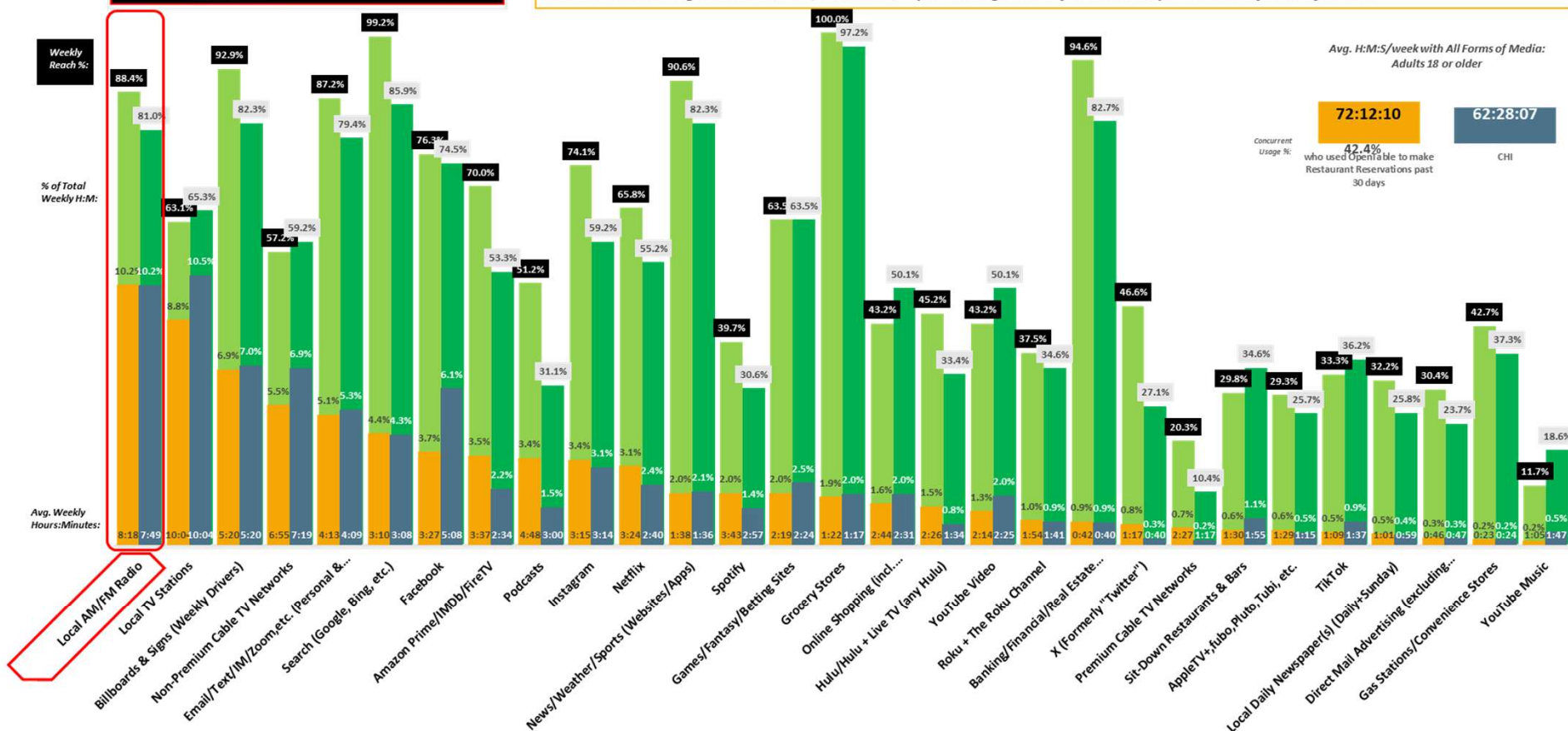


Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an average of 3 days, 0 hours, 1 minutes and 37 seconds each week with All Forms of Media.  
 79.3% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an avg. of 8 hours and 0 minutes each week listening to All Local AM/FM Radio, representing 8.8% of total time spent with all forms of Media.



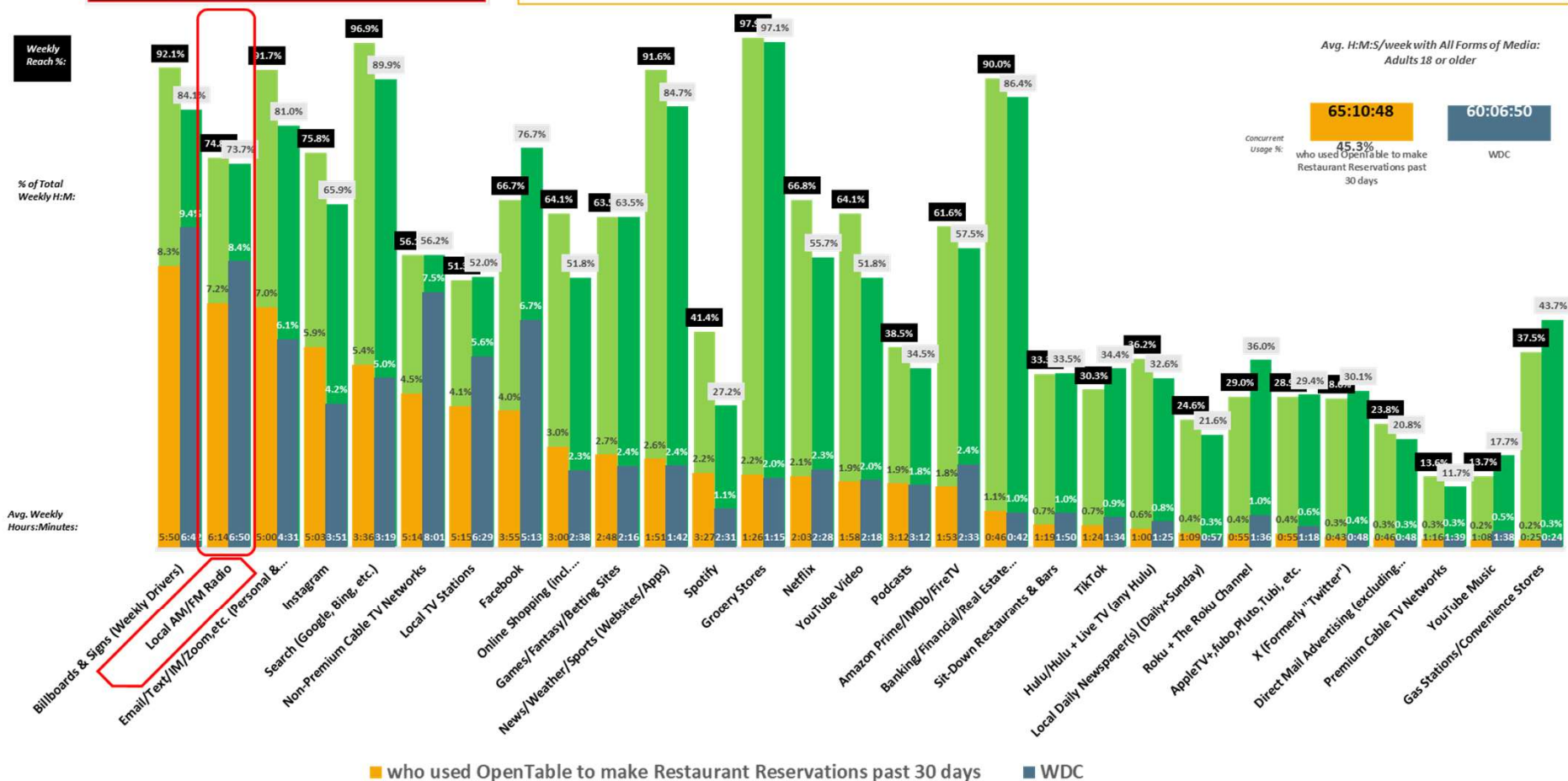


Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an average of 3 days, 0 hours, 12 minutes and 10 seconds each week with All Forms of Media.  
88.4% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an avg. of 8 hours and 18 minutes each week listening to All Local AM/FM Radio, representing 10.2% of total time spent with all forms of Media.





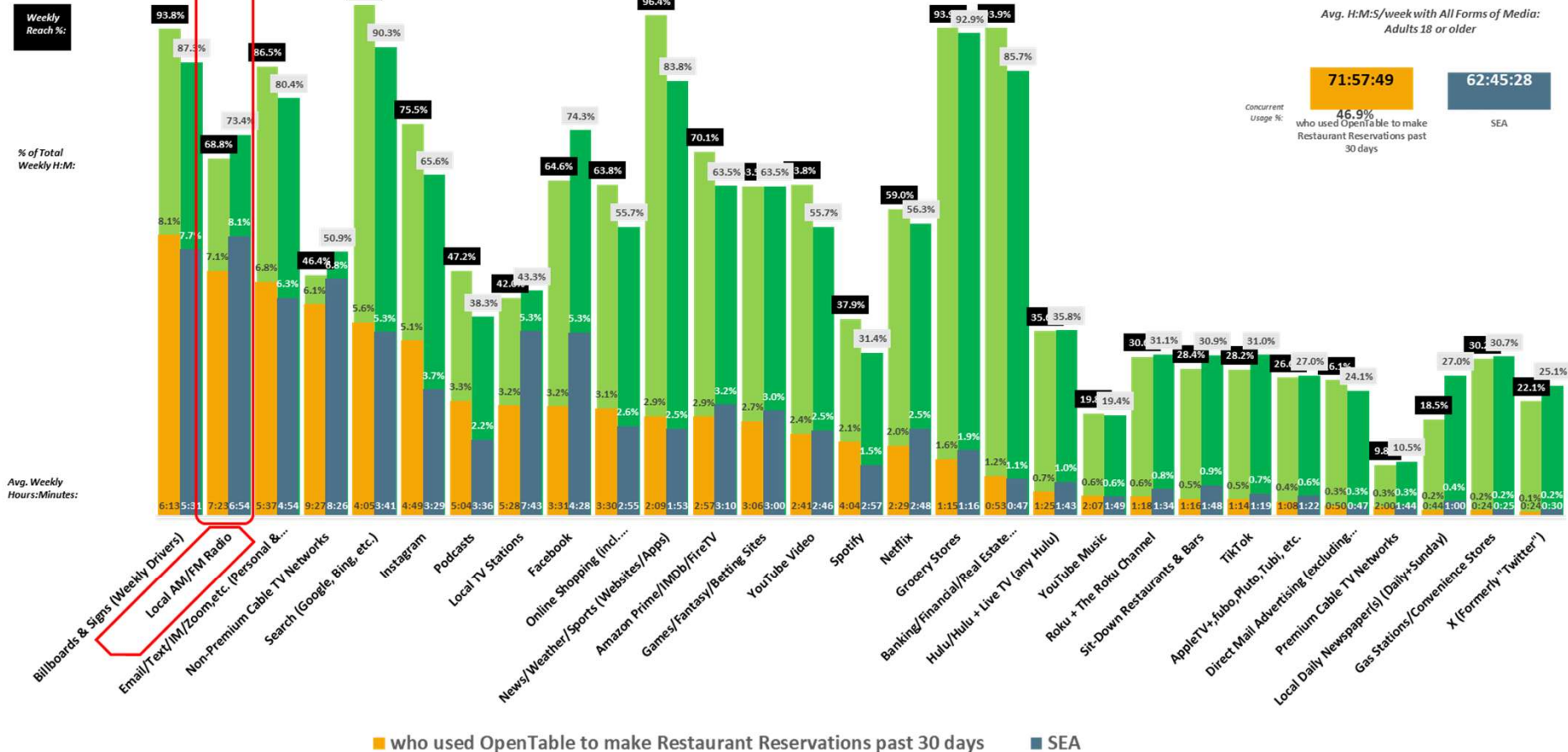
Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an average of 2 days, 17 hours, 10 minutes and 48 seconds each week with All Forms of Media.  
 74.8% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an avg. of 6 hours and 14 minutes each week listening to All Local AM/FM Radio, representing 7.2% of total time spent with all forms of Media.







Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an average of 2 days, 23 hours, 57 minutes and 49 seconds each week with All Forms of Media.  
68.8% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an avg. of 7 hours and 23 minutes each week listening to All Local AM/FM Radio, representing 7.1% of total time spent with all forms of Media.

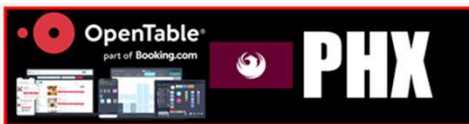


SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 388  
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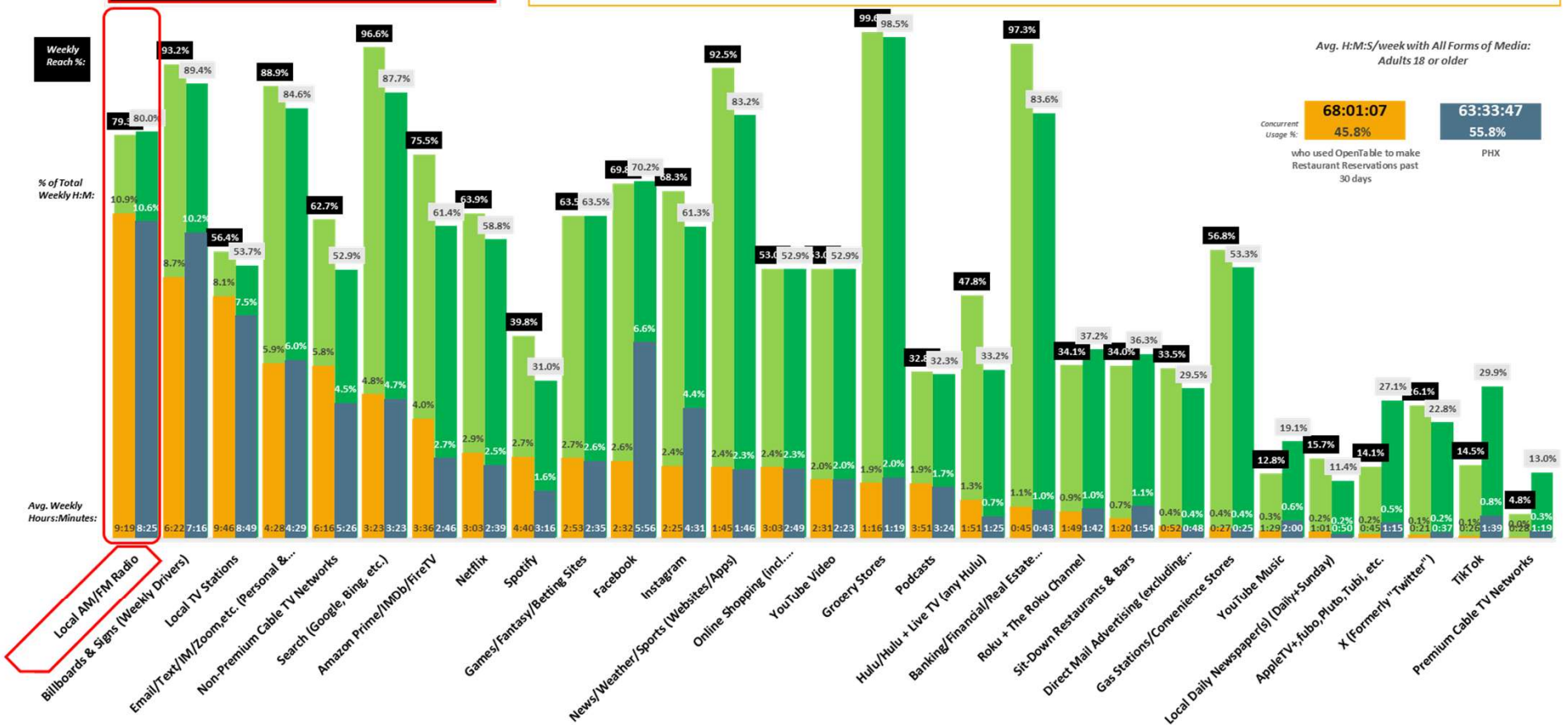
[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]



Share of Everything for Anything.

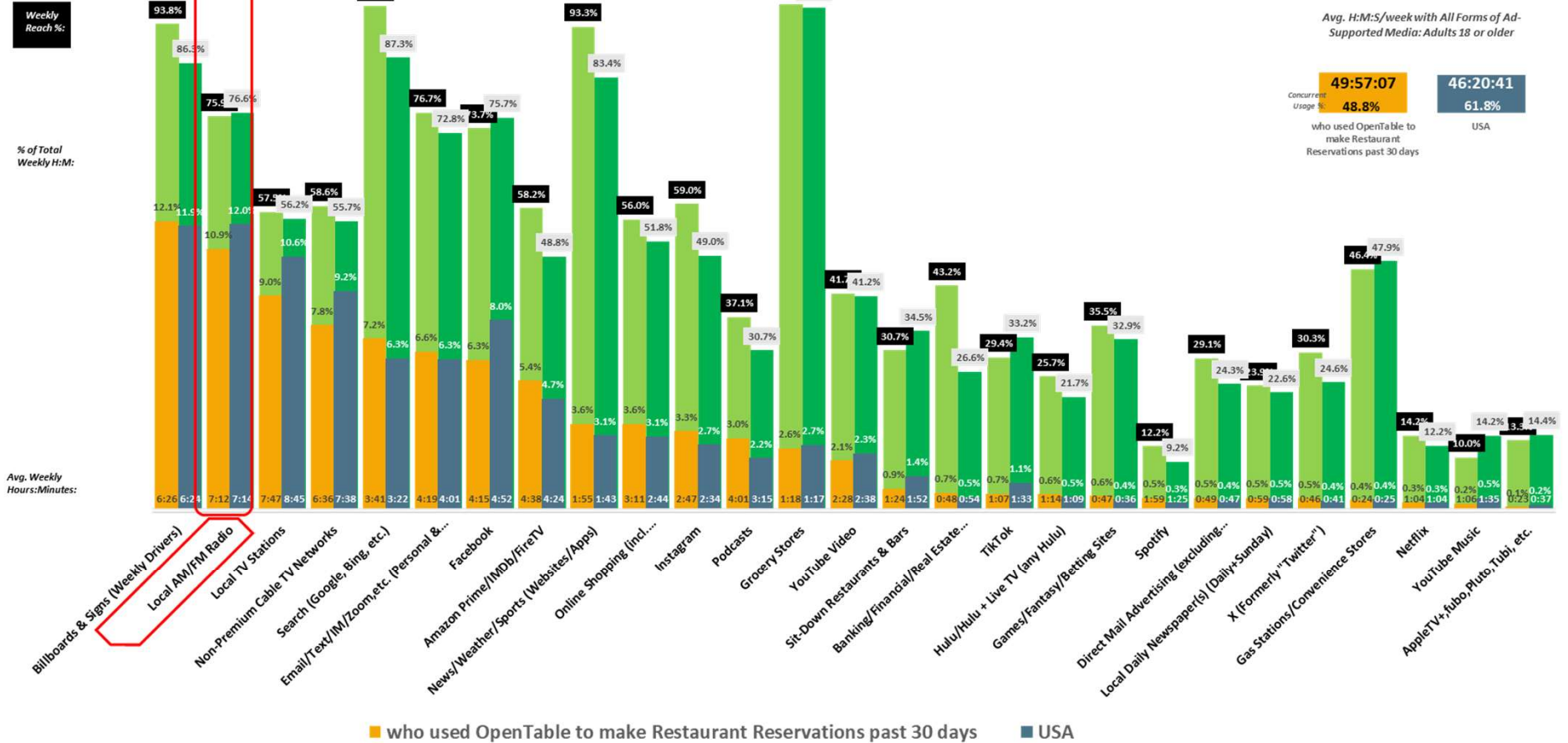


Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an average of 2 days, 20 hours, 1 minutes and 7 seconds each week with All Forms of Media.  
 79.3% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an avg. of 9 hours and 19 minutes each week listening to All Local AM/FM Radio, representing 10.9% of total time spent with all forms of Media.



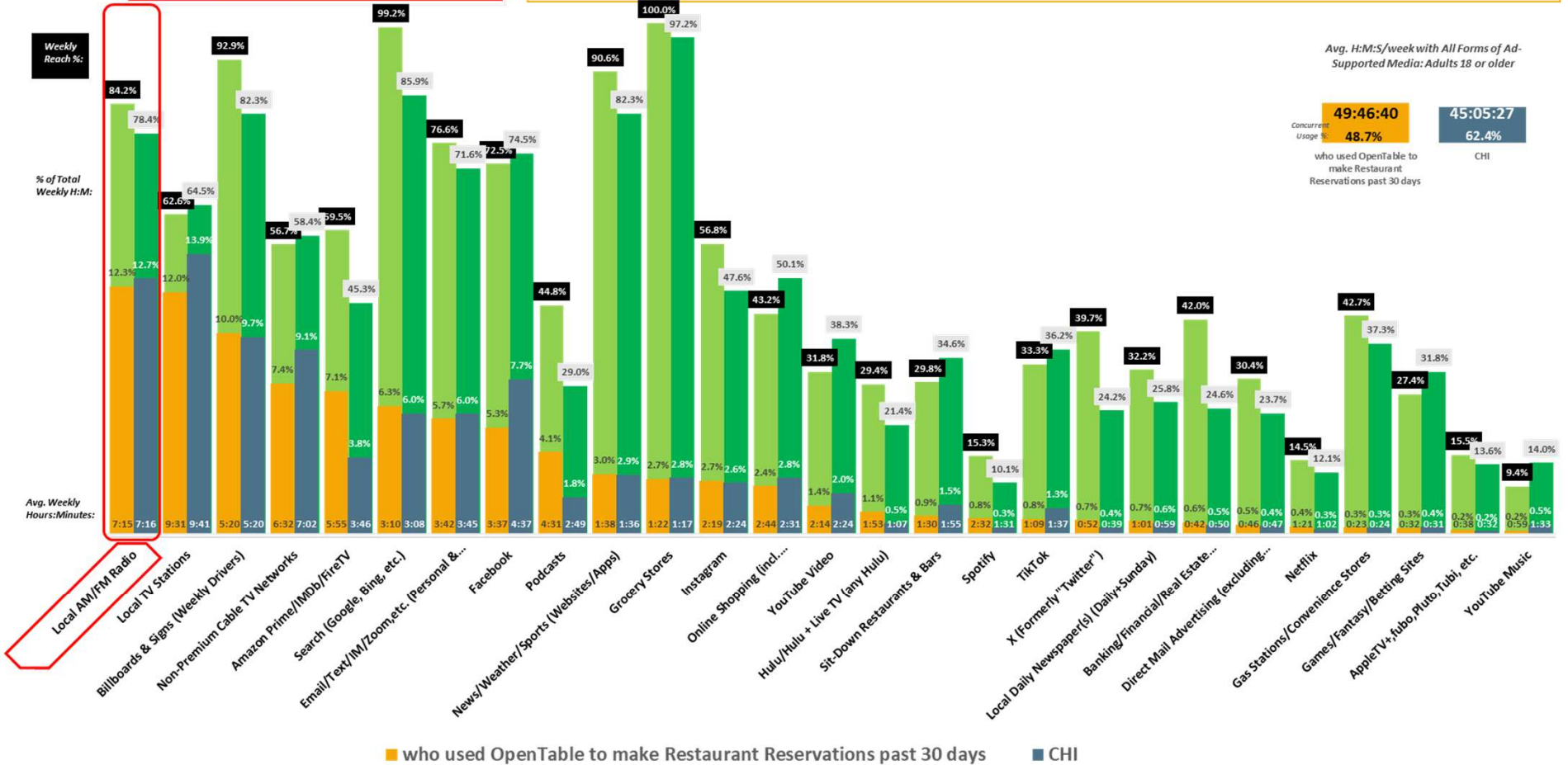


Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an average of 2 days, 1 hours, 57 minutes and 7 seconds each week with All Forms of Ad-Supported Media.  
75.9% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an avg. of 7 hours and 12 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.9% of total time spent with all forms of Ad-Supported Me





Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an average of 2 days, 1 hours, 46 minutes and 40 seconds each week with All Forms of Ad-Supported Media.  
84.2% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an avg. of 7 hours and 15 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.3% of total time spent with all forms of Ad-Supported Me



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

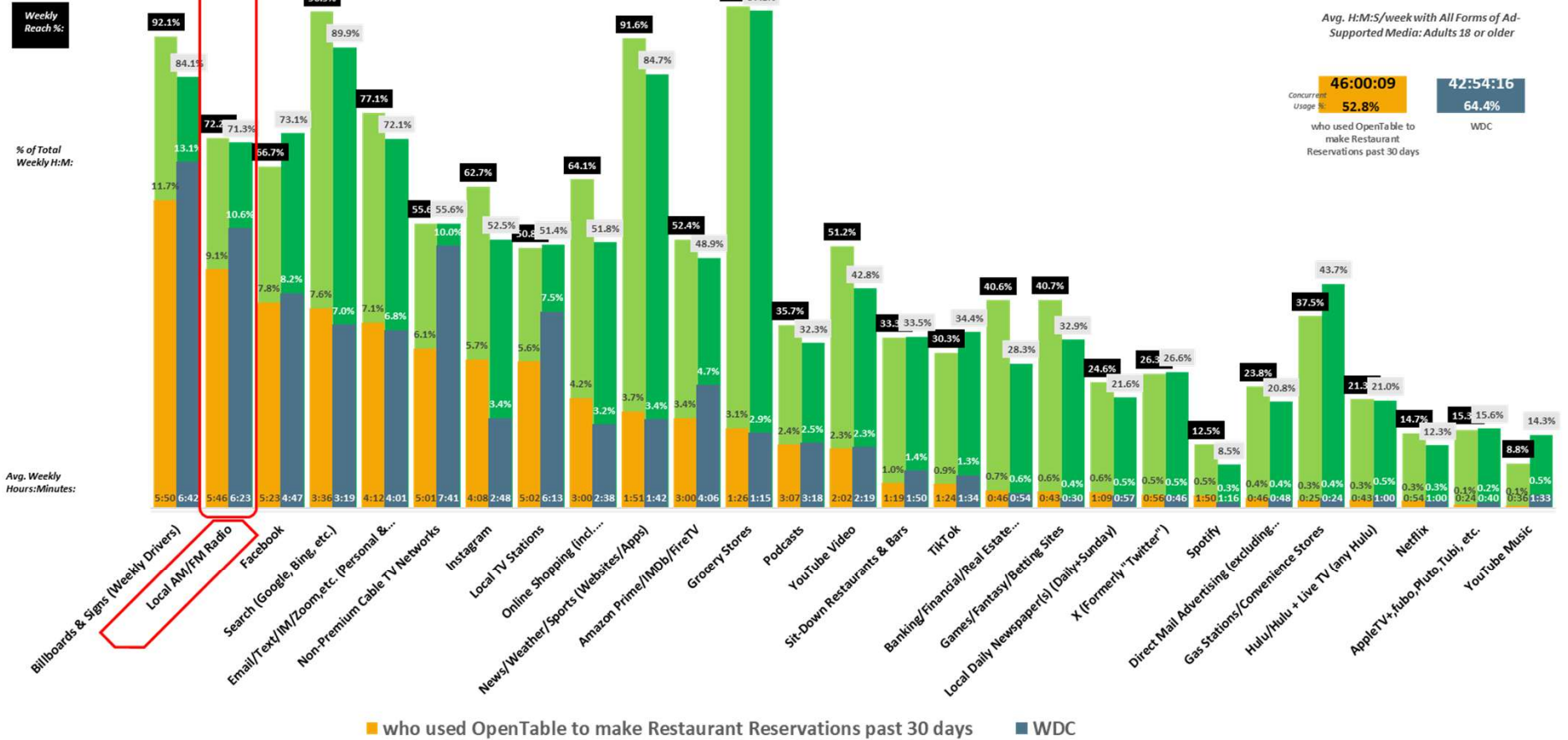
Concurrent Usage % 49:46:40 48.7% 45:05:27 62.4%

who used OpenTable to make Restaurant Reservations past 30 days CHI



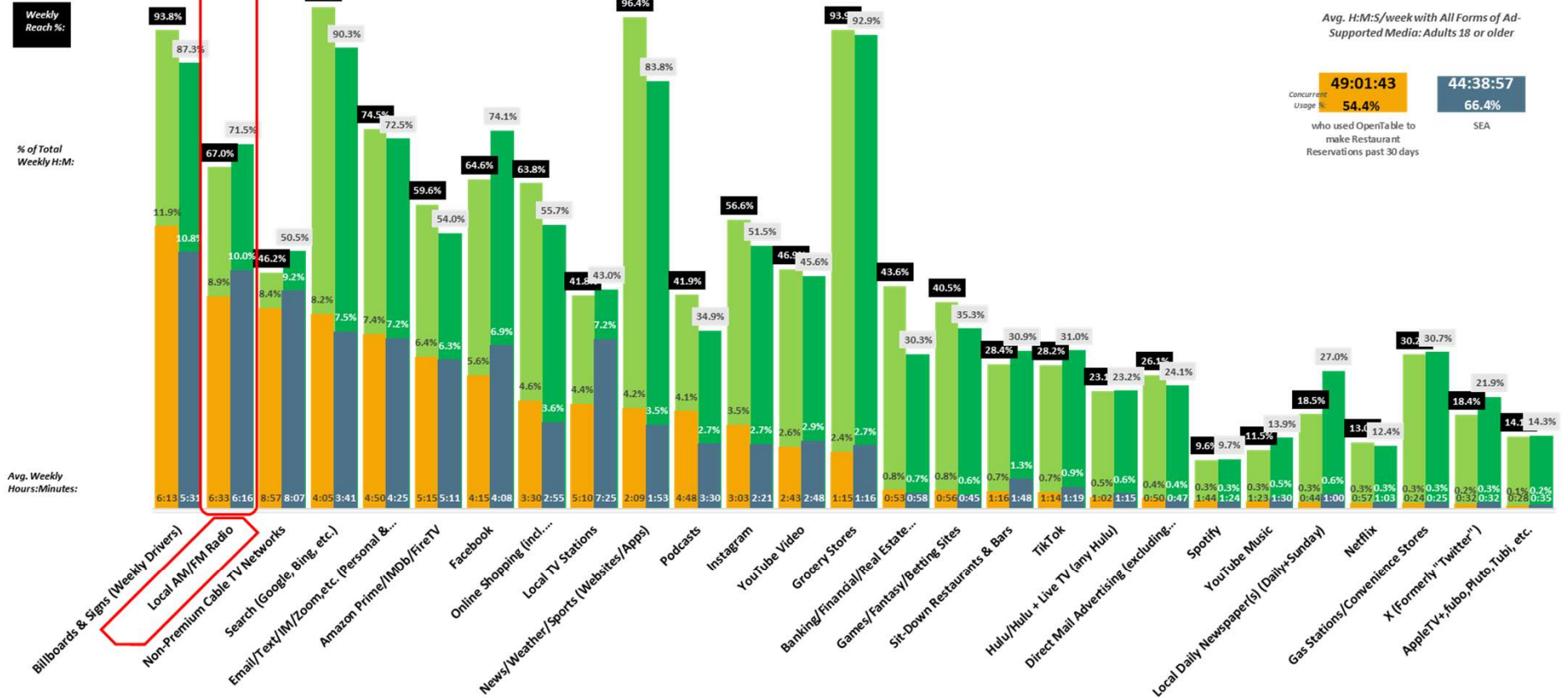


Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an average of 1 days, 22 hours, 0 minutes and 9 seconds each week with All Forms of Ad-Supported Media.  
 72.2% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an avg. of 5 hours and 46 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.1% of total time spent with all forms of Ad-Supported Med





Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an average of 2 days, 1 hours, 1 minutes and 43 seconds each week with All Forms of Ad-Supported Media.  
67.7% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an avg. of 6 hours and 33 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.9% of total time spent with all forms of Ad-Supported Medi



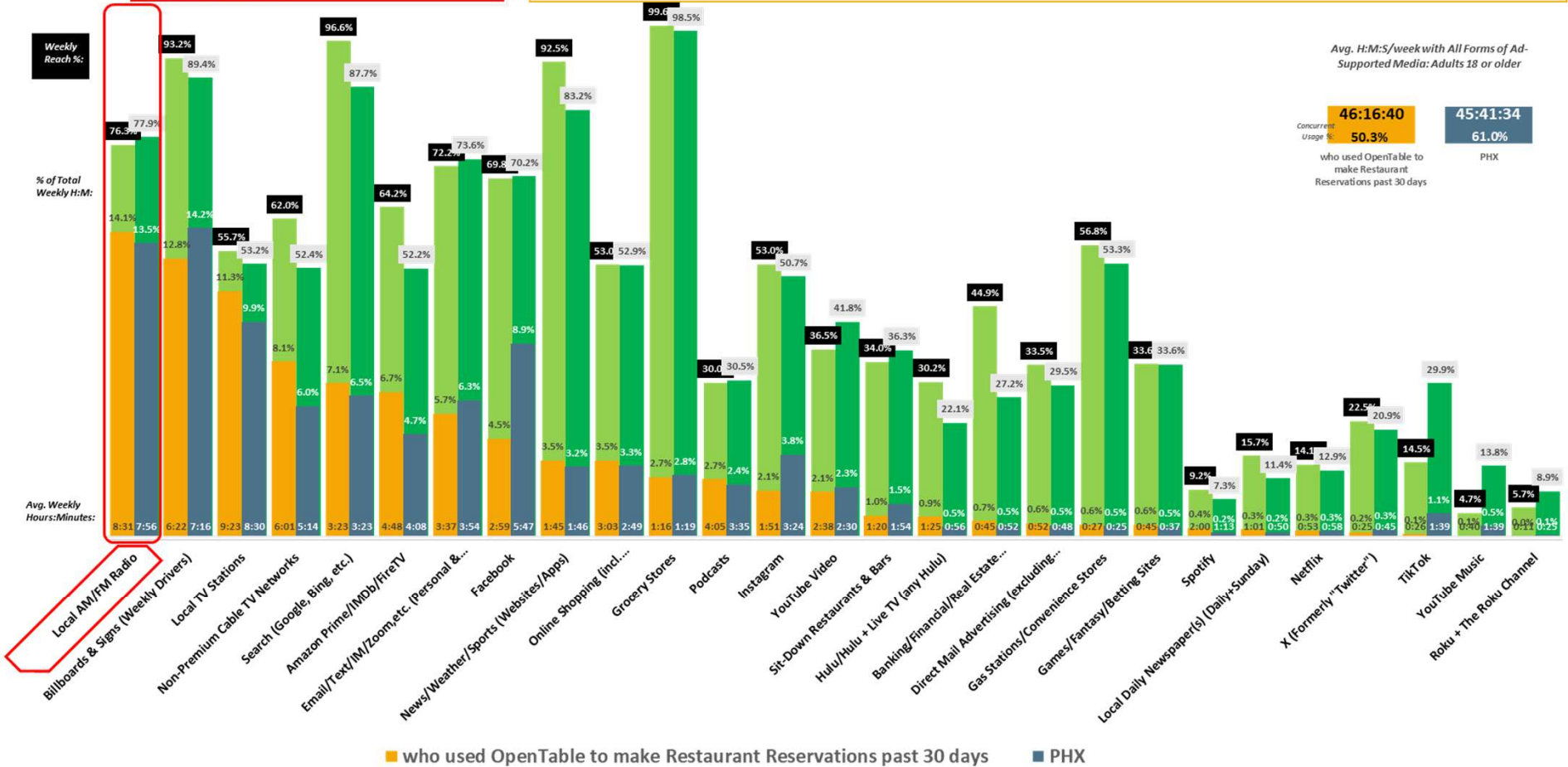
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

49:01:43	44:38:57
Concurrent Usage %	66.4%
who used OpenTable to make Restaurant Reservations past 30 days	SEA

■ who used OpenTable to make Restaurant Reservations past 30 days ■ SEA



Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an average of 1 days, 22 hours, 16 minutes and 40 seconds each week with All Forms of Ad-Supported Media.  
 76.3% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an avg. of 8 hours and 31 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.1% 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

46:16:40  
 Concurrent Usage % 50.3%  
 who used OpenTable to make Restaurant Reservations past 30 days

45:41:34  
 PHX

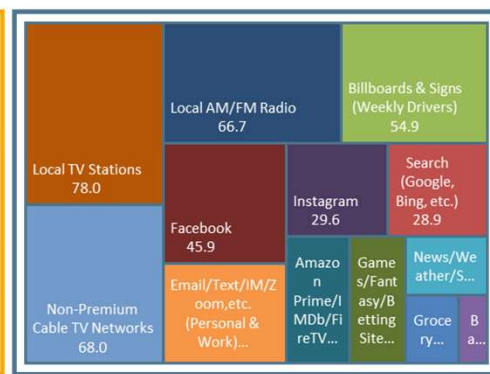
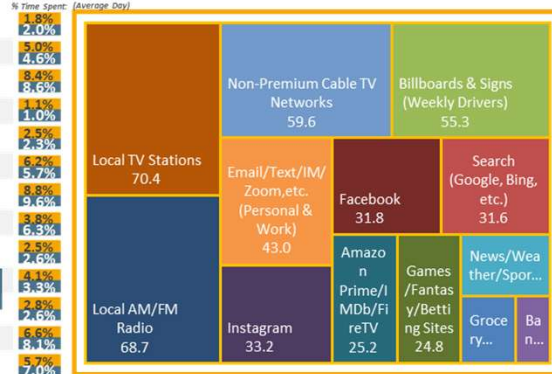
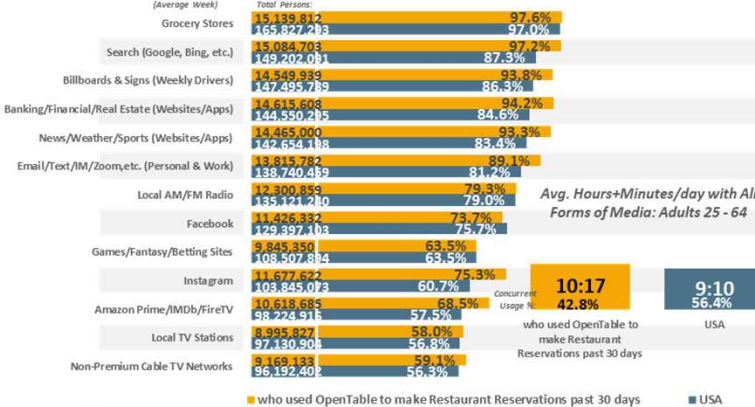




Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an average of 7 hours and 8 minutes each day with All Forms of Ad-Supported Media. 75.9% listen to Local AM/FM Radio for an avg. of 61.8 minutes/day. (Local Radio delivers 10.9% of Time with Ad-Supported Media.)

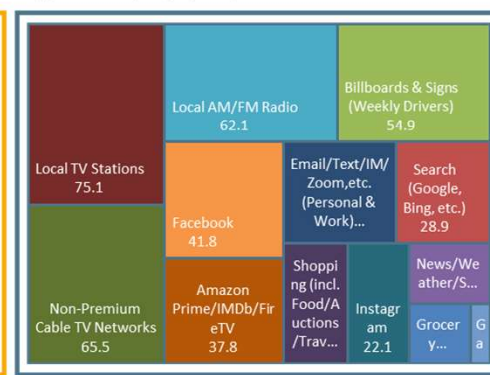
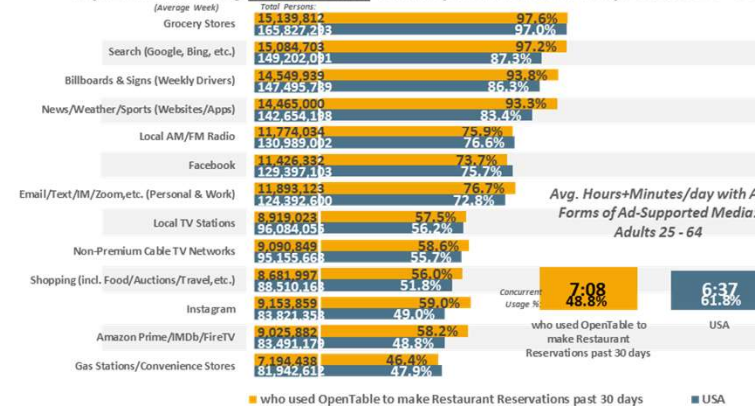
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64

Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,283  
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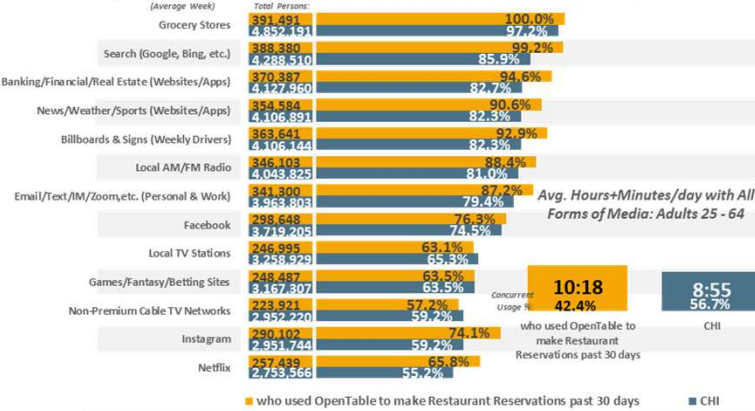
[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]



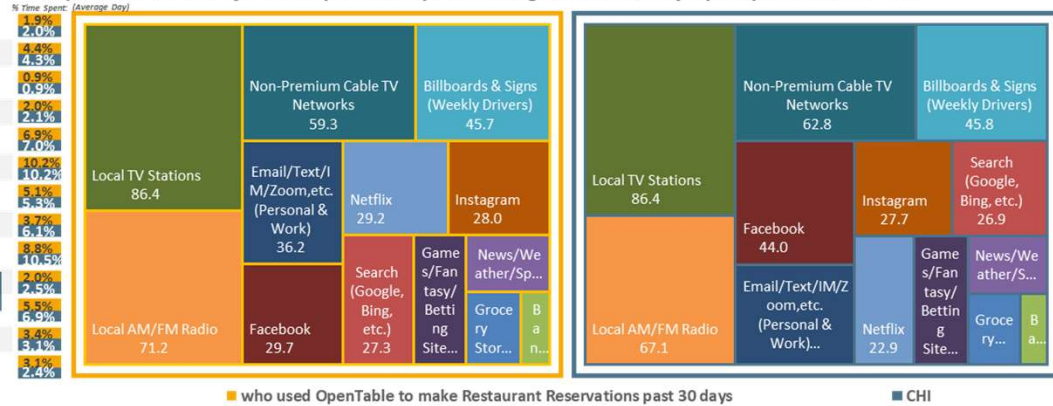


Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an average of 7 hours and 6 minutes each day with All Forms of Ad-Supported Media. 84.2% listen to Local AM/FM Radio for an avg. of 62.1 minutes/day. (Local Radio delivers 12.3% of Time with Ad-Supported Media.)

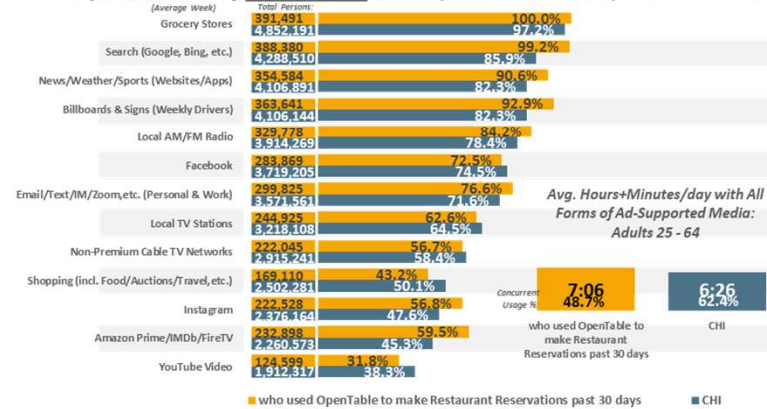
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



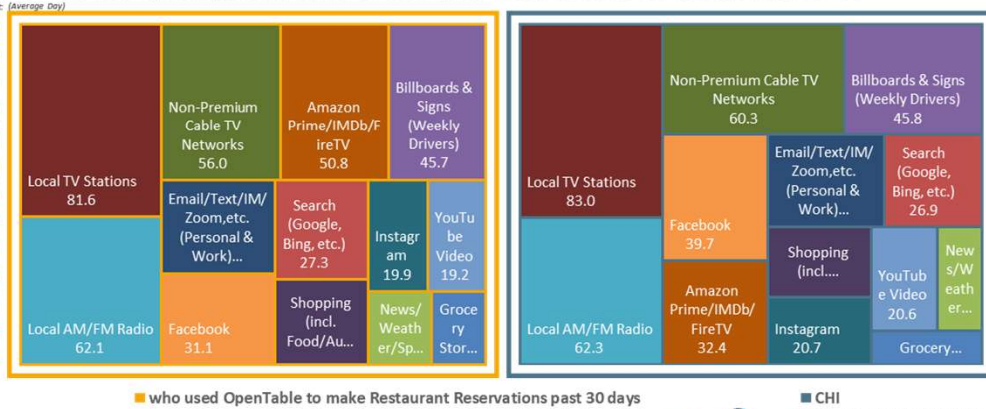
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 352  
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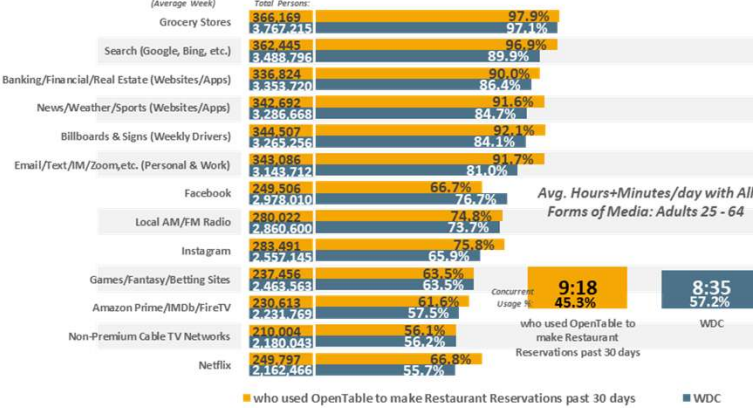
soefa.ai CHI  
Share of Everything  
for Anything

[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]

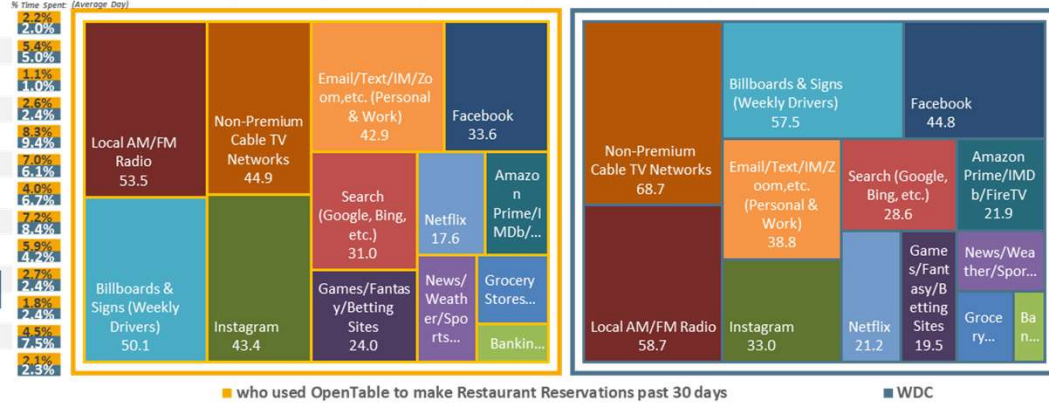


Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an average of 6 hours and 34 minutes each day with All Forms of Ad-Supported Media. 72.2% listen to Local AM/FM Radio for an avg. of 49.6 minutes/day. (Local Radio delivers 9.1% of Time with Ad-Supported Media.)

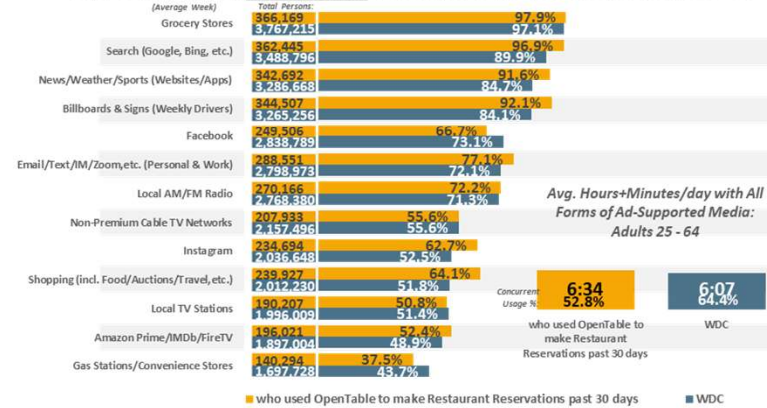
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



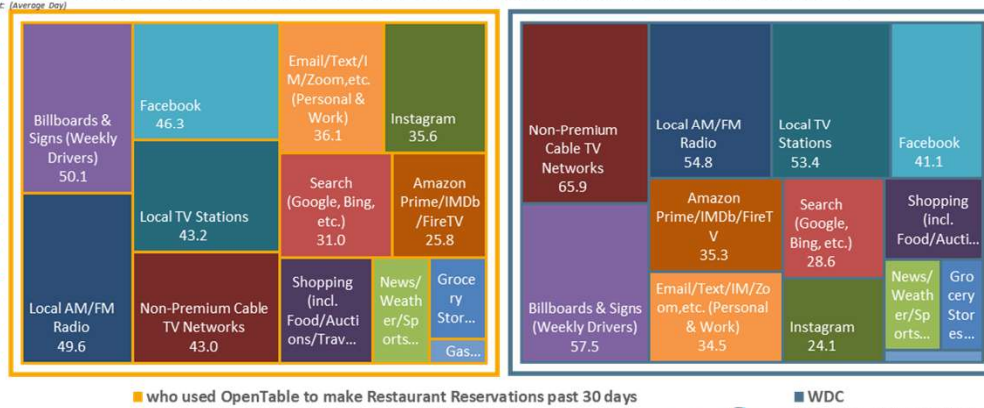
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

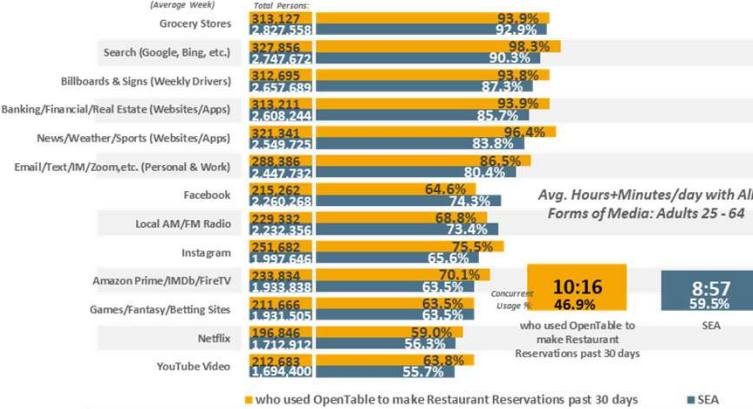




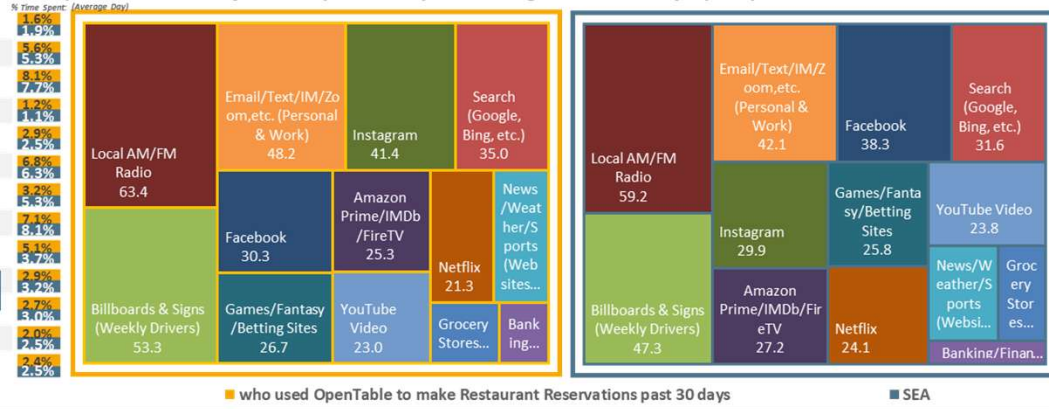


Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an average of 7 hours and 0 minutes each day with All Forms of Ad-Supported Media. 67.% listen to Local AM/FM Radio for an avg. of 56.2 minutes/day. (Local Radio delivers 8.9% of Time with Ad-Supported Media.)

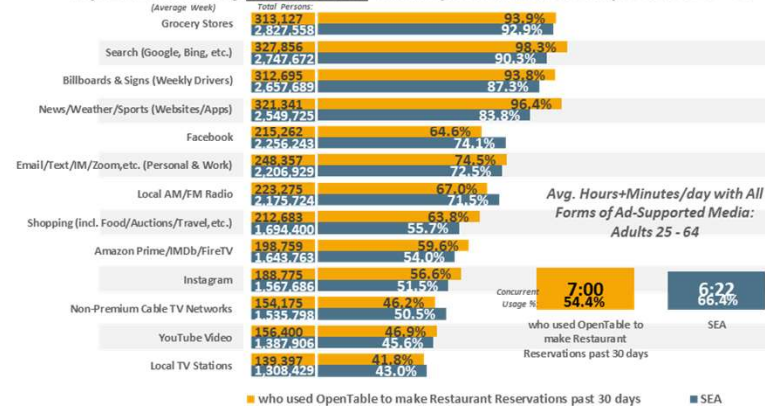
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



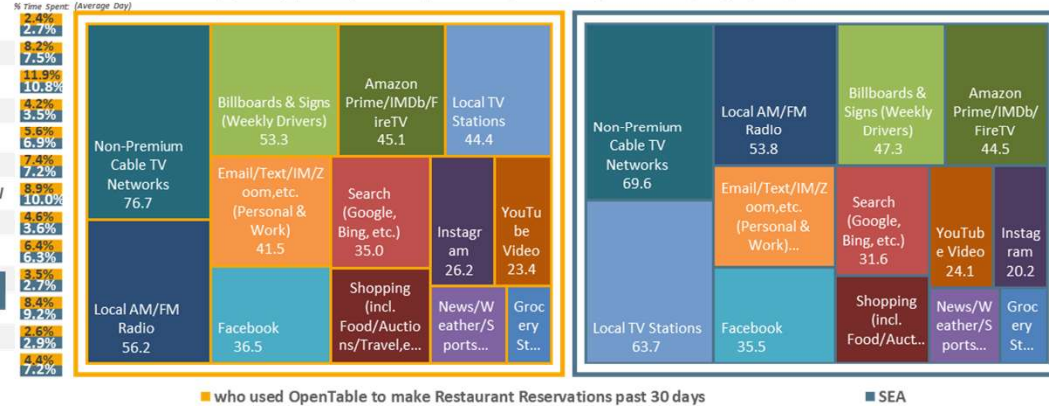
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 388  
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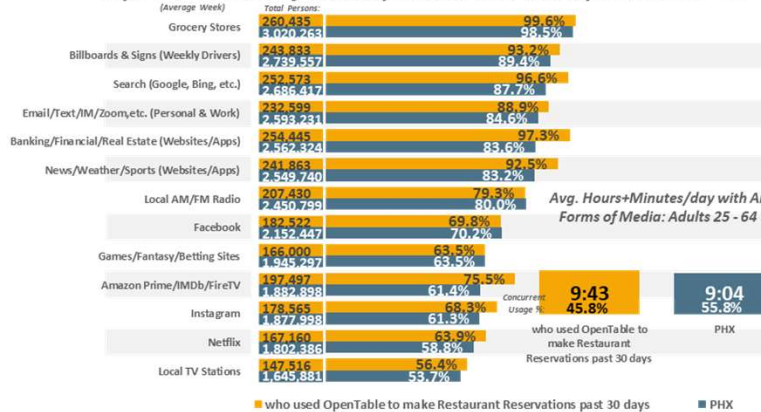
soefa.ai Share of Everything for Anything

[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]

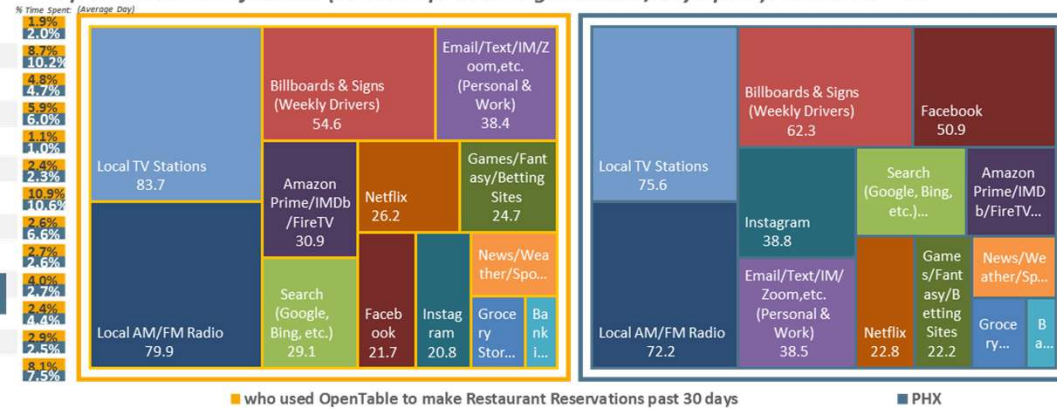


Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an average of 6 hours and 36 minutes each day with All Forms of Ad-Supported Media. 76.3% listen to Local AM/FM Radio for an avg. of 73. minutes/day. (Local Radio delivers 14.1% of Time with Ad-Supported Media.)

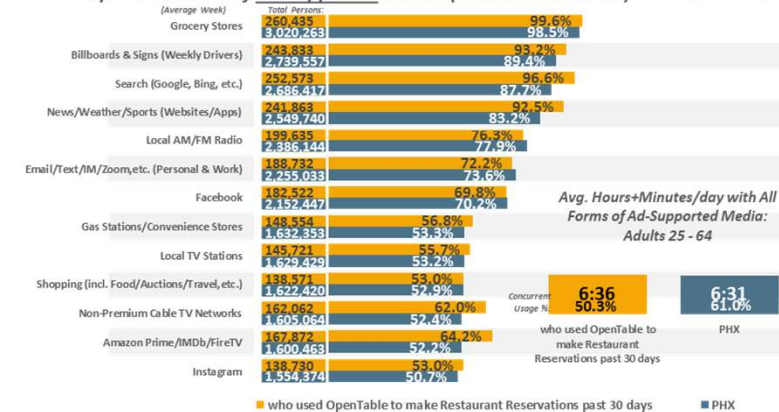
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



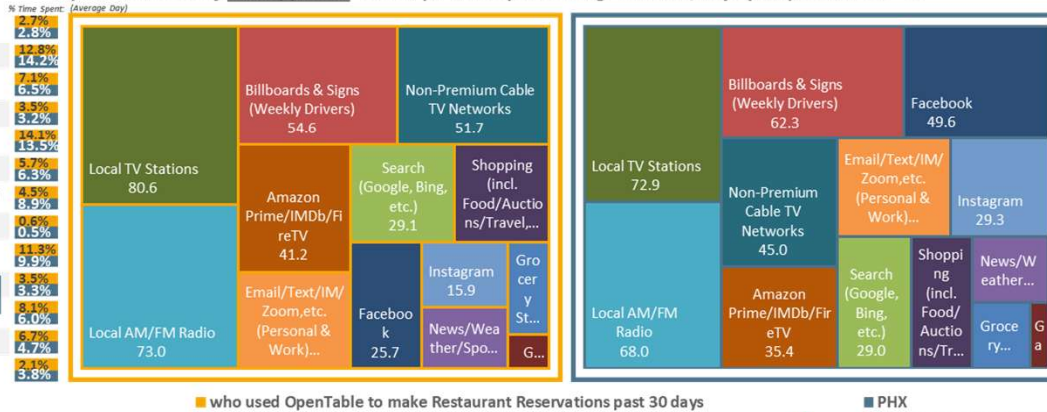
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 220  
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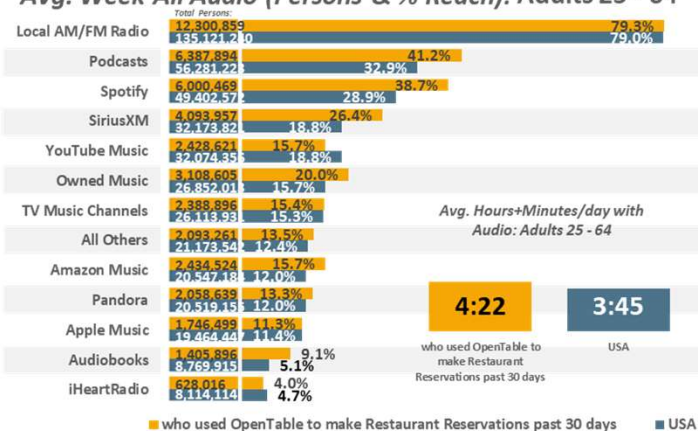
[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]



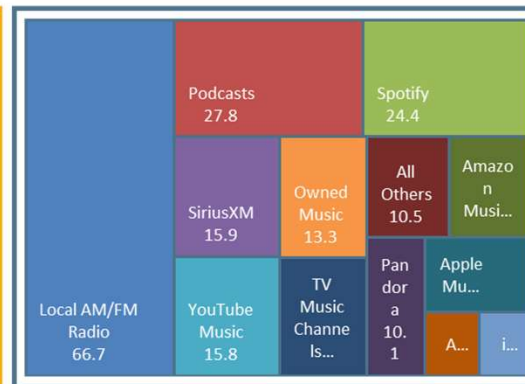
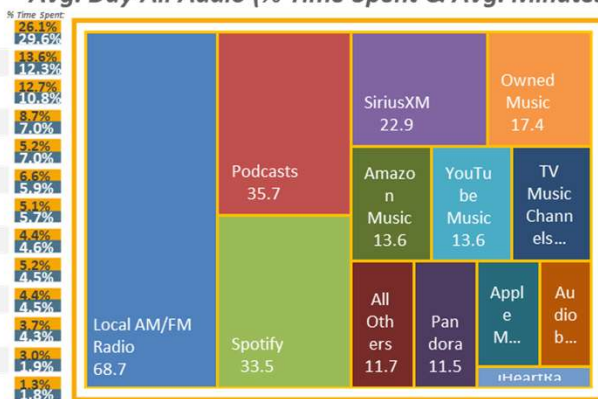


11,774,034 or 75.9% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 61.8 minutes every day representing 35.7% of all time spent daily with Ad-Supported Audio.

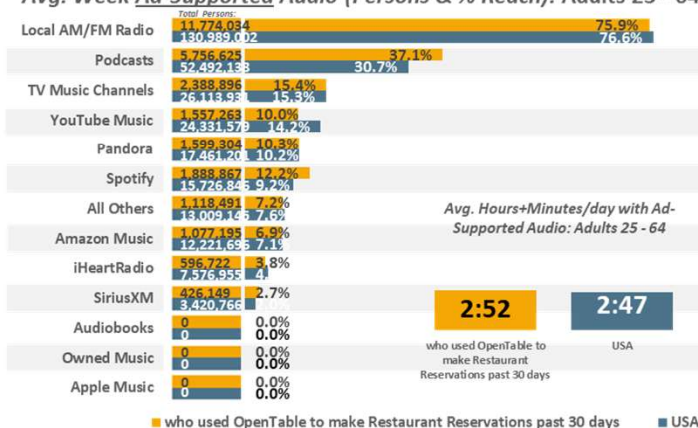
### Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



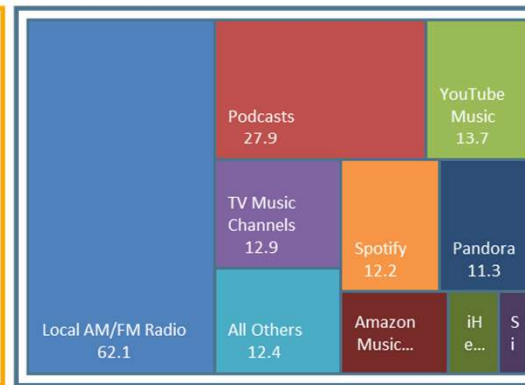
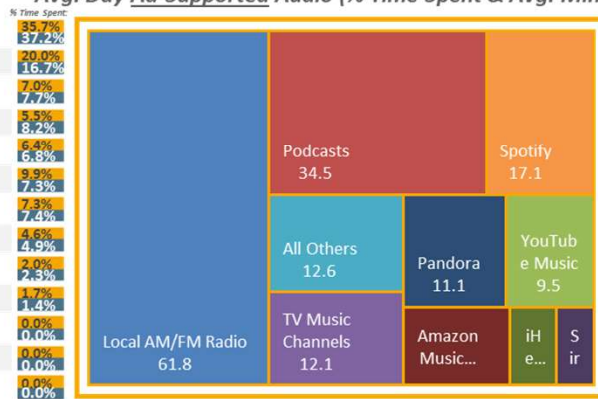
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

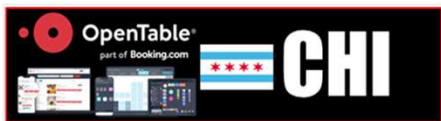


### Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



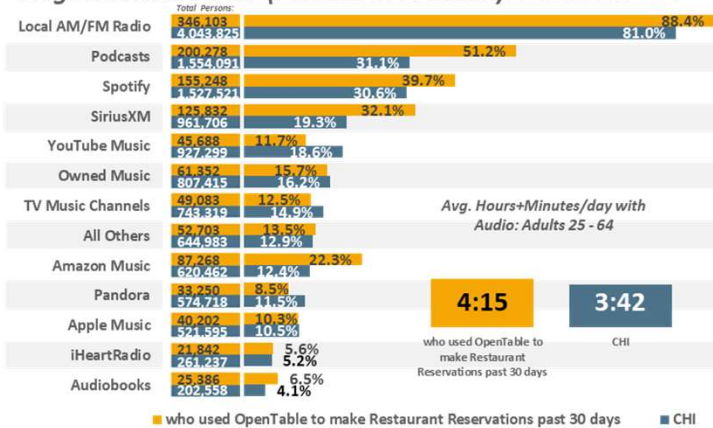
### Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



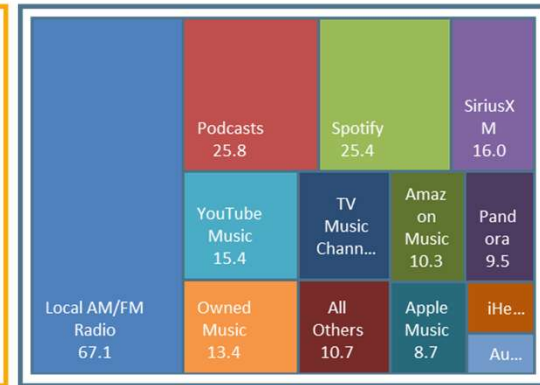
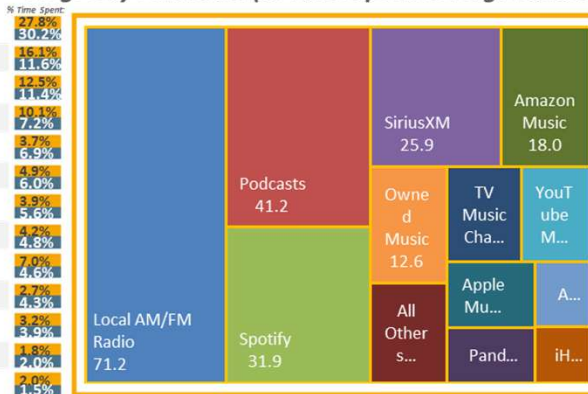


329,778 or 84.2% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 62.1 minutes every day representing 35.8% of all time spent daily with Ad-Supported Audio.

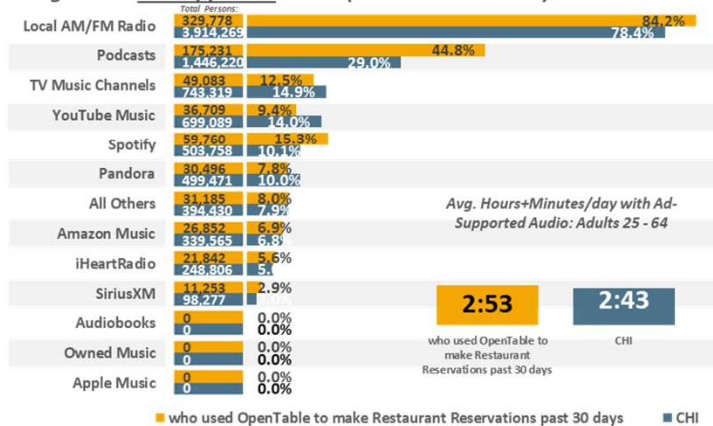
### Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



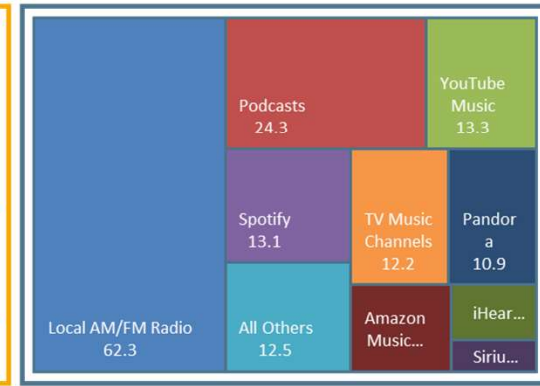
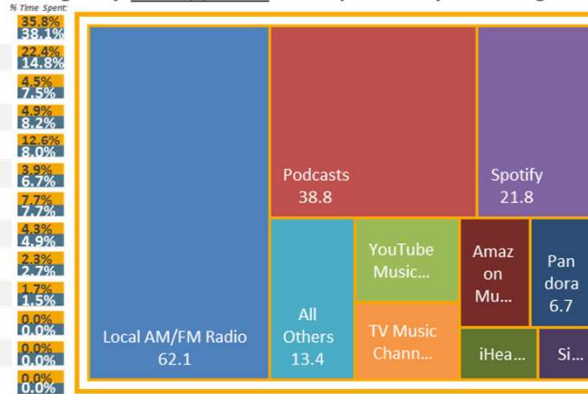
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



### Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



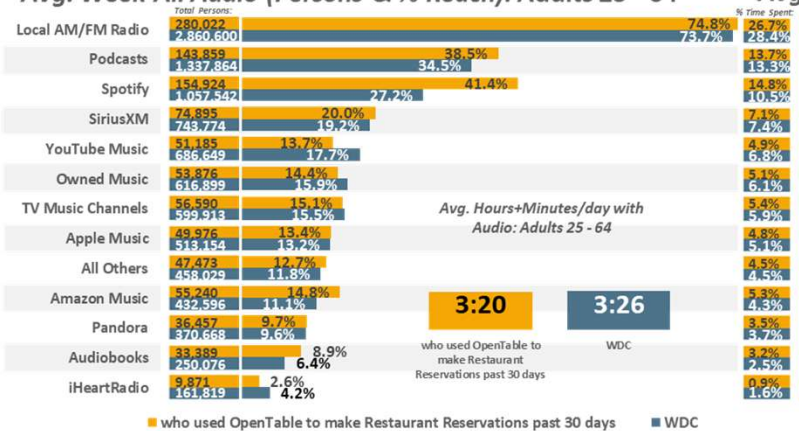
### Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



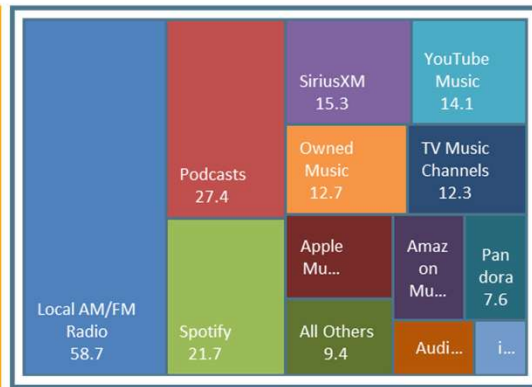
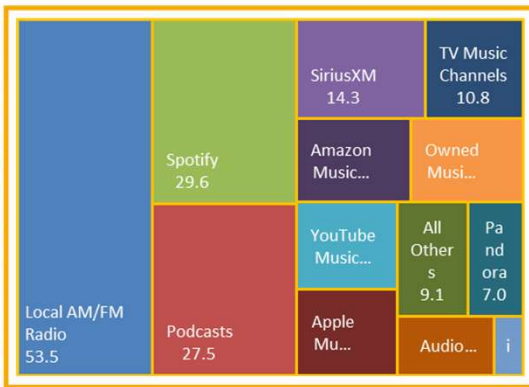


270,166 or 72.2% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 49.6 minutes every day representing 35.8% of all time spent daily with Ad-Supported Audio.

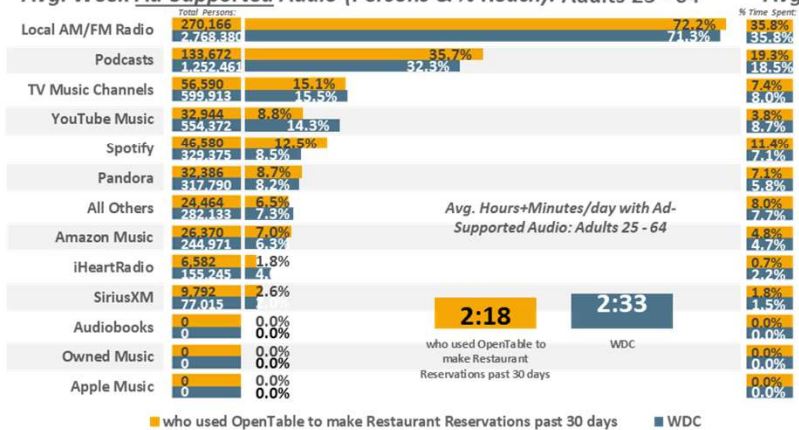
**Avg. Week All Audio (Persons & % Reach): Adults 25 - 64**



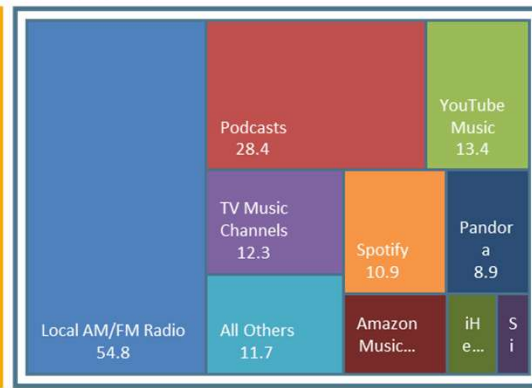
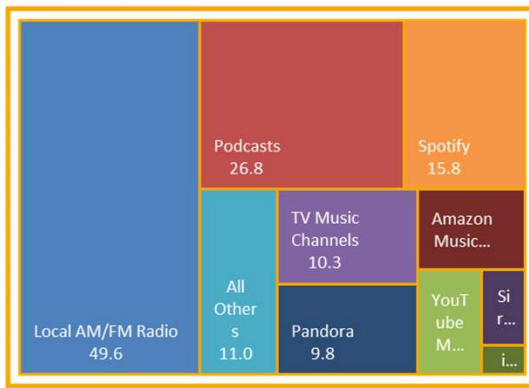
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**



**Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64**



**Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**

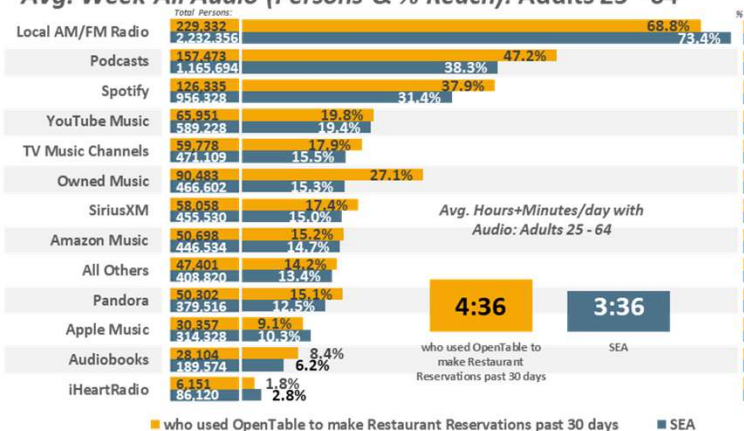




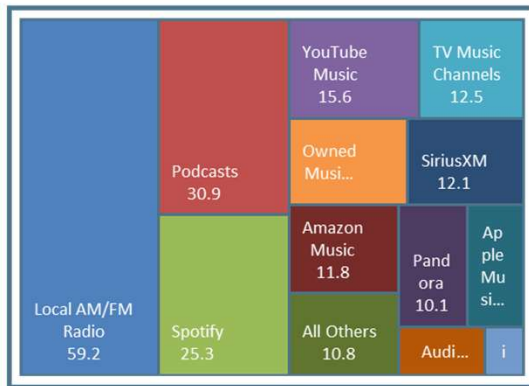
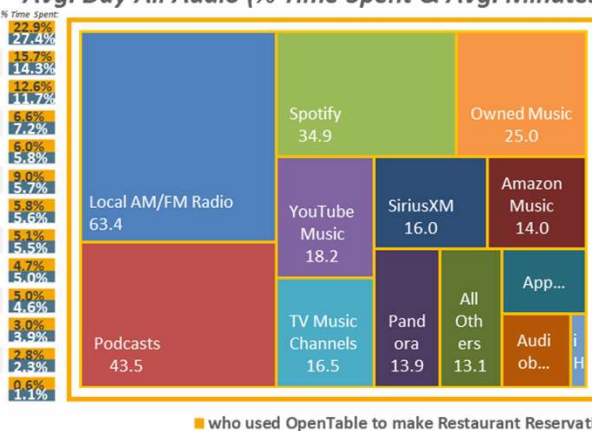


223,275 or 67.% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 56.2 minutes every day representing 31.6% of all time spent daily with Ad-Supported Audio.

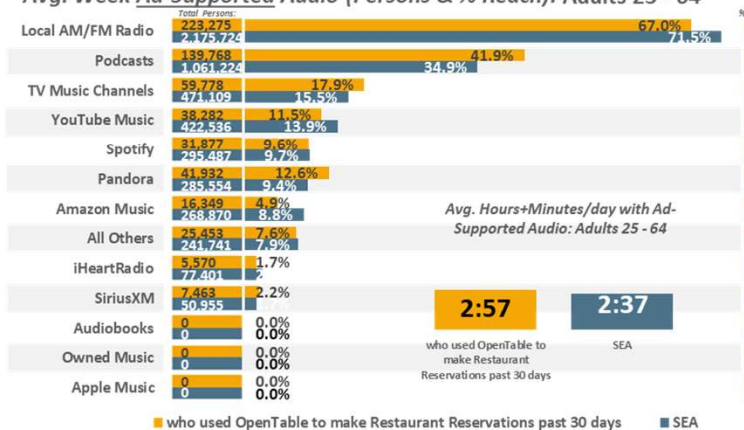
### Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



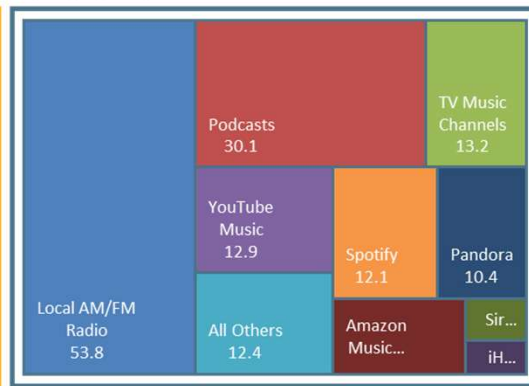
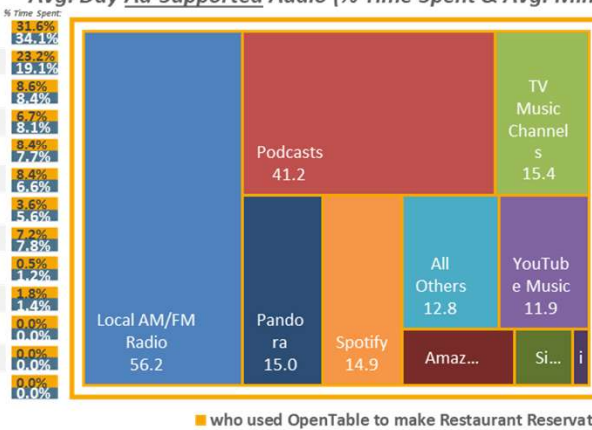
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



### Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



### Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

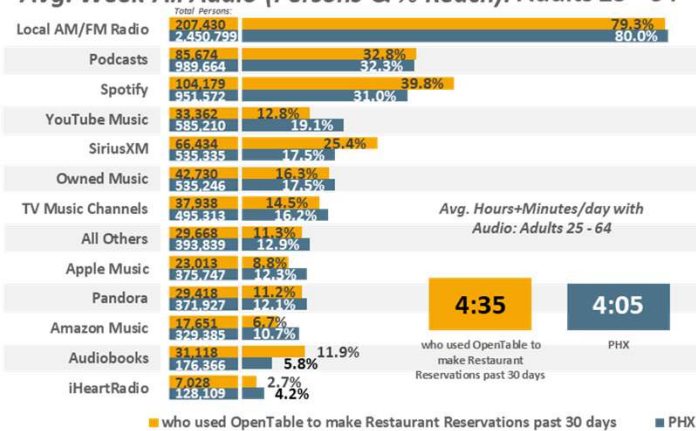




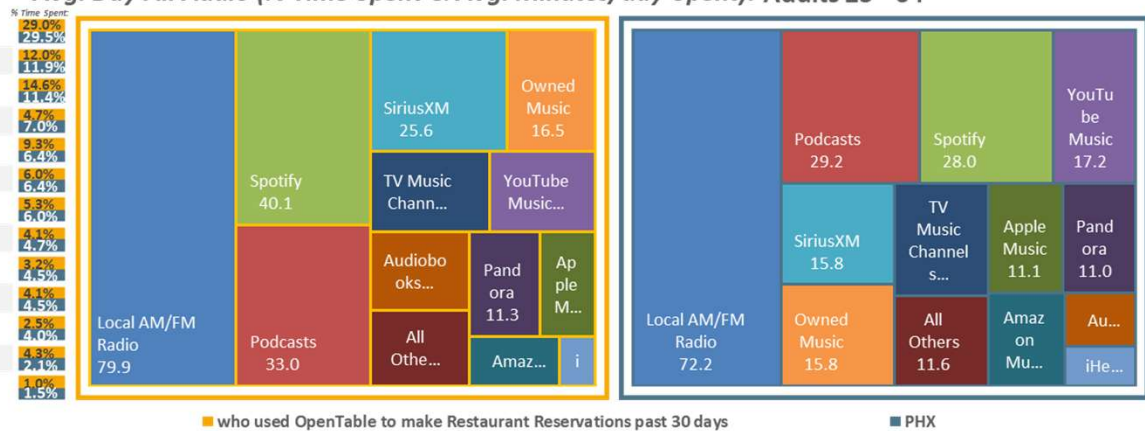


199,635 or 76.3% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 73. minutes every day representing 43.6% of all time spent daily with Ad-Supported Audio.

### Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



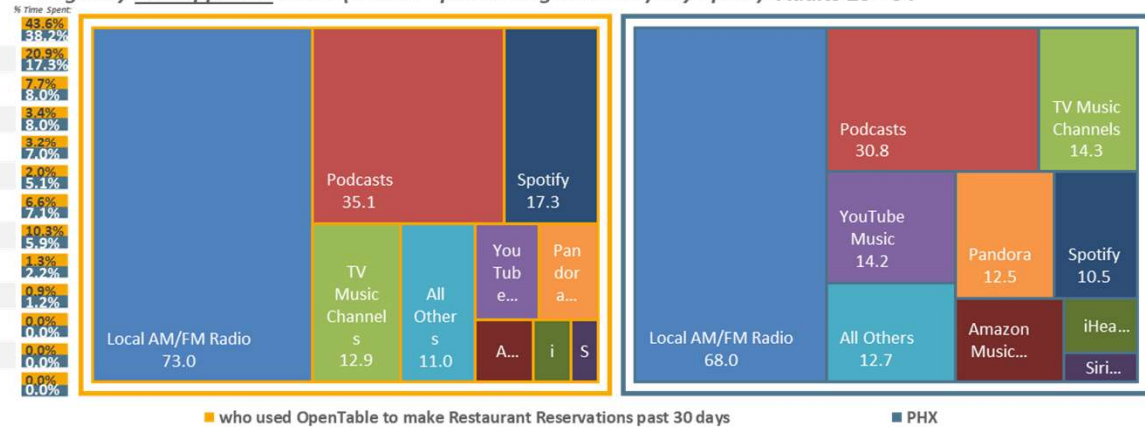
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



### Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



### Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



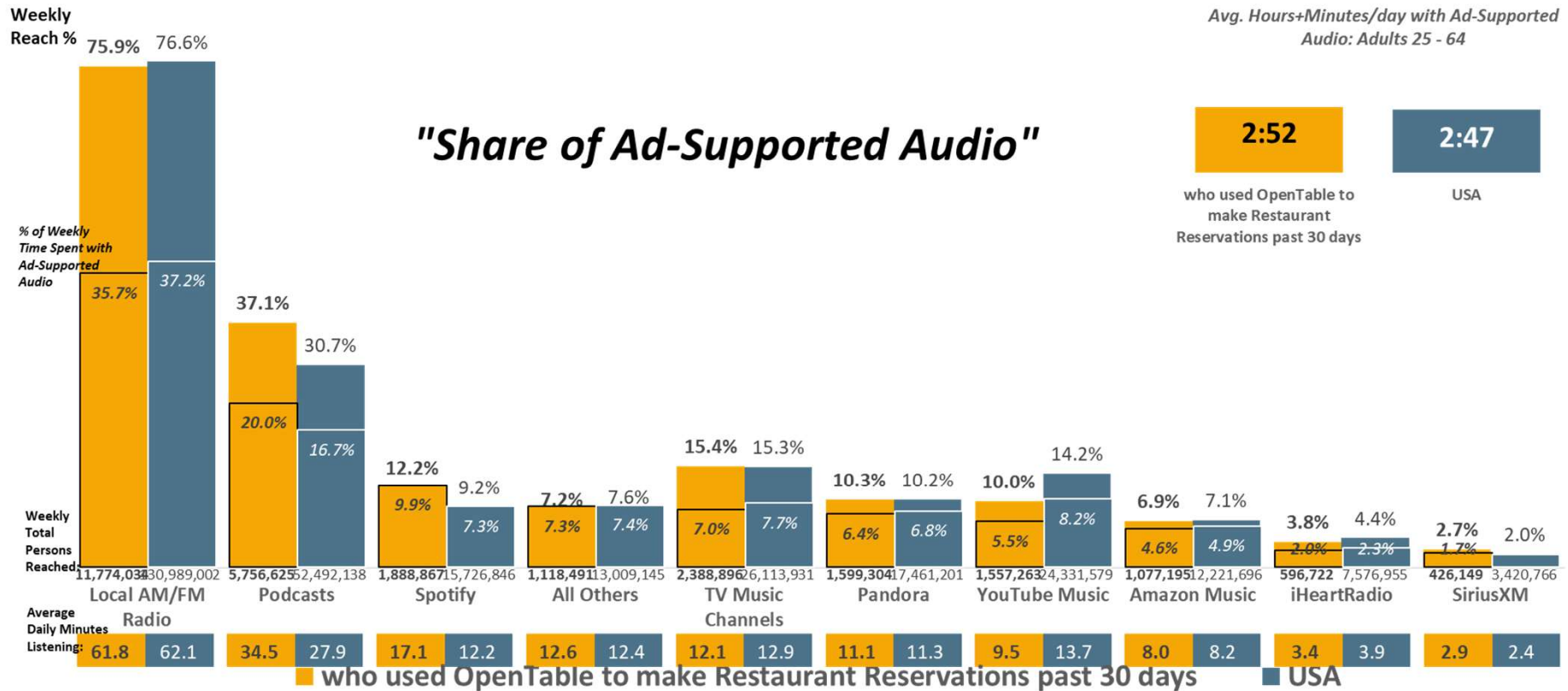
PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 220  
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]

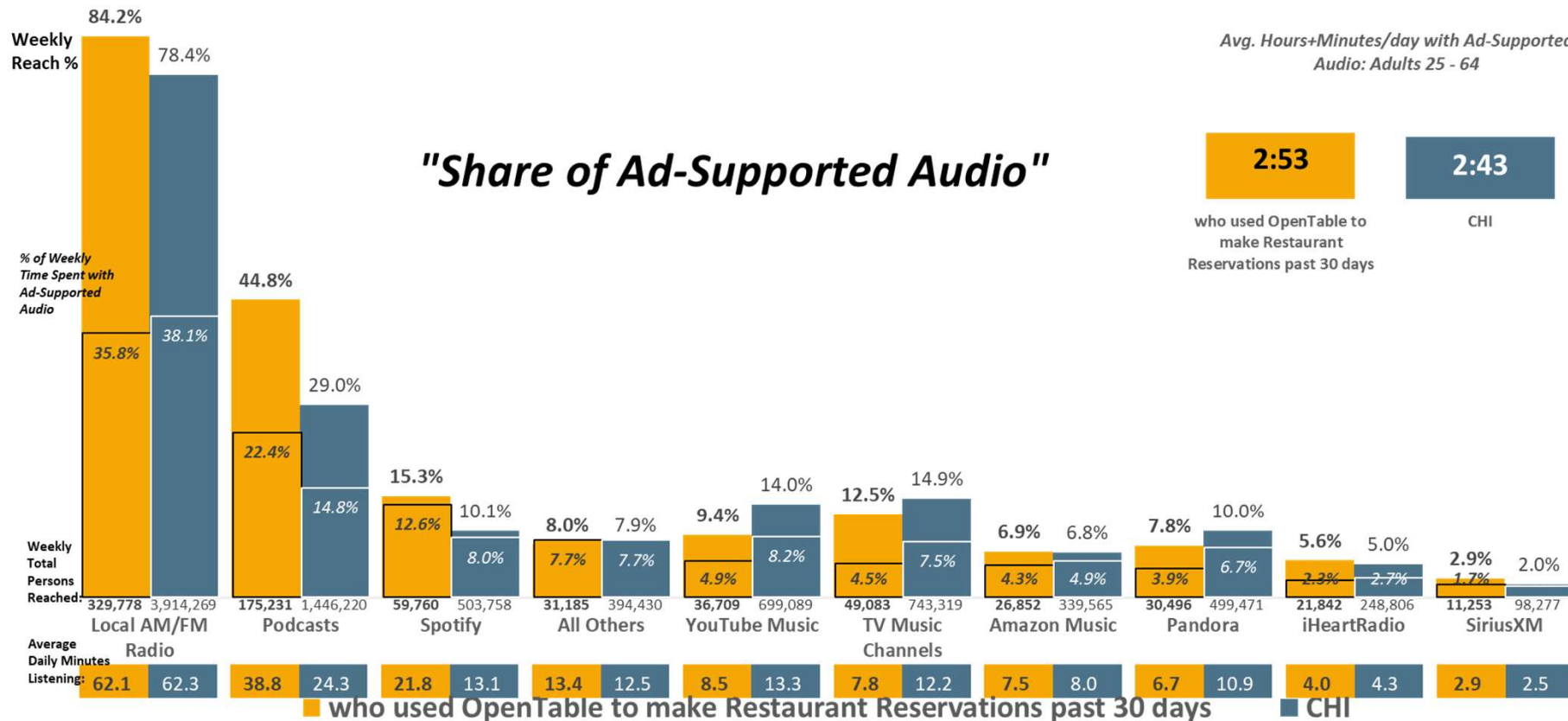


11,774,034 or 75.9% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 61.8 minutes every day representing 35.7% of all time spent daily with Ad-Supported Audio.





329,778 or 84.2% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 62.1 minutes every day representing 35.8% of all time spent daily with Ad-Supported Audio.





270,166 or 72.2% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 49.6 minutes every day representing 35.8% of all time spent daily with Ad-Supported Audio.

Weekly Reach %

72.2% 71.3%

% of Weekly Time Spent with Ad-Supported Audio

35.8% 35.8%

Weekly Total Persons Reached

270,166 2,768,380

Average Daily Minutes Listening

49.6 54.8

## "Share of Ad-Supported Audio"

Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 25 - 64

2:18

2:33

who used OpenTable to make Restaurant Reservations past 30 days

WDC

who used OpenTable to make Restaurant Reservations past 30 days WDC

WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 617 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919  
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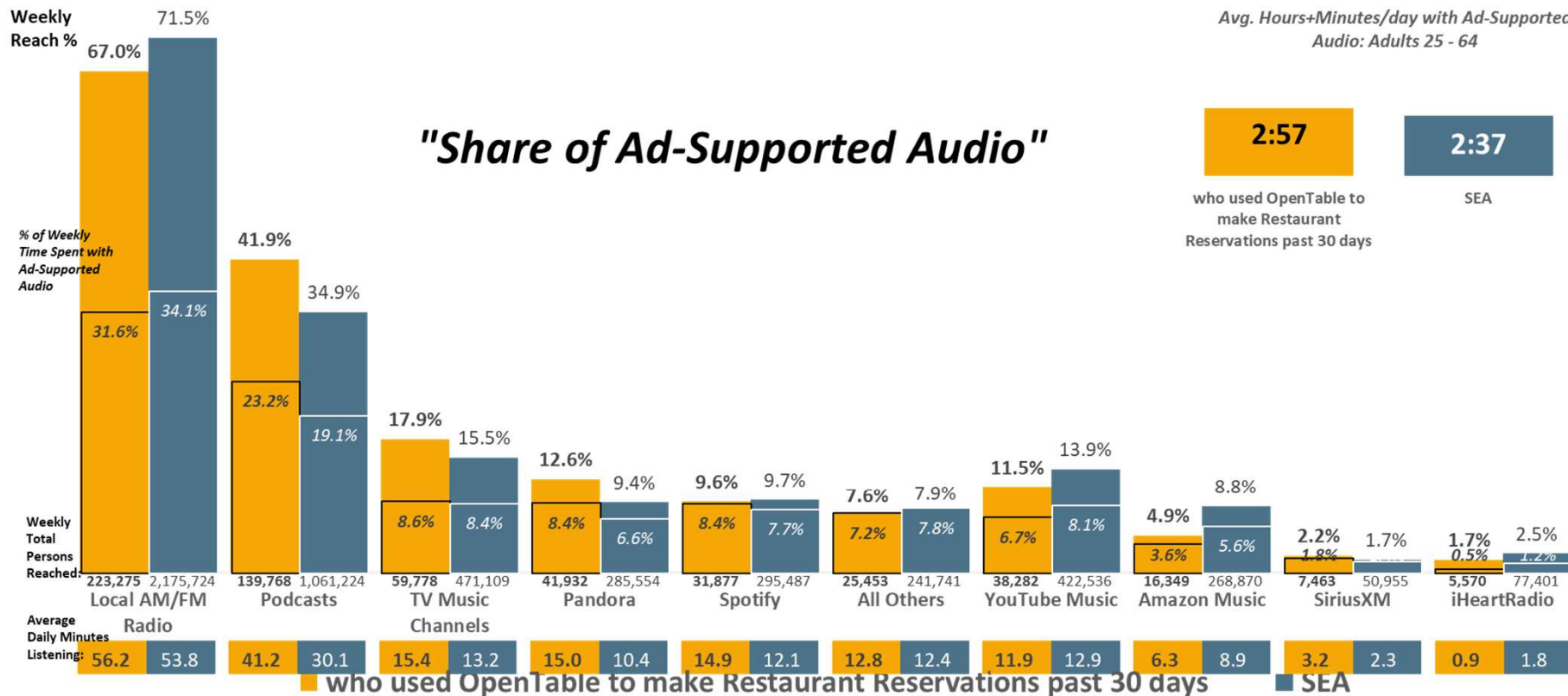
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]





223,275 or 67.0% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 56.2 minutes every day representing 31.6% of all time spent daily with Ad-Supported Audio.





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Weekly  
Reach % 76.3% 77.9%

% of Weekly  
Time Spent with  
Ad-Supported  
Audio

Weekly  
Total  
Persons  
Reached

Average  
Daily Minutes  
Listening

## "Share of Ad-Supported Audio"

Avg. Hours+Minutes/day with Ad-Supported  
Audio: Adults 25 - 64

2:47

2:58

who used OpenTable to  
make Restaurant  
Reservations past 30 days

PHX

■ who used OpenTable to make Restaurant Reservations past 30 days ■ PHX

PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 220  
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PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

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for Anything

[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]



11,774,034 or 75.9% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Classic Rock, and Country.

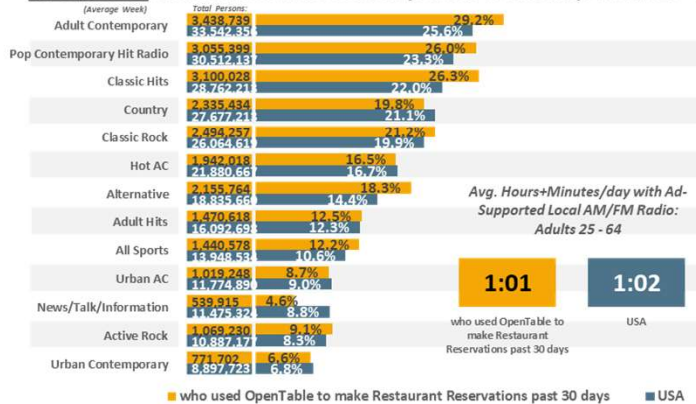
### Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



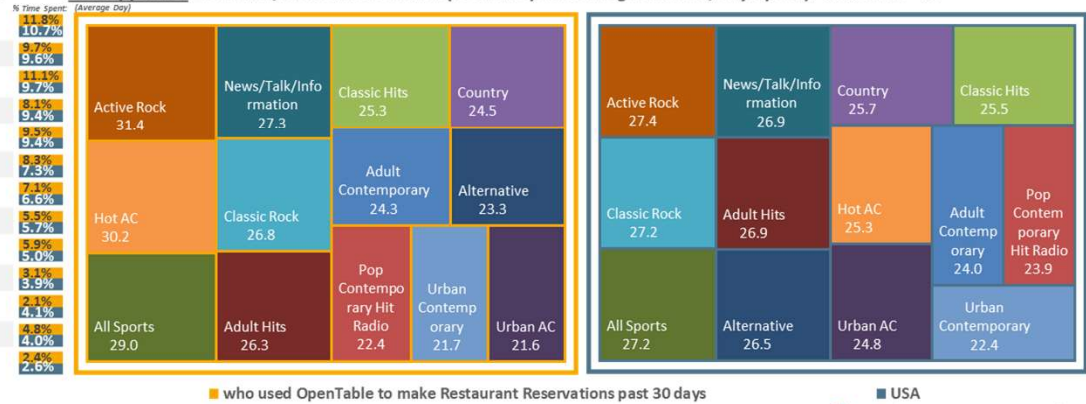
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



### Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



### Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,283  
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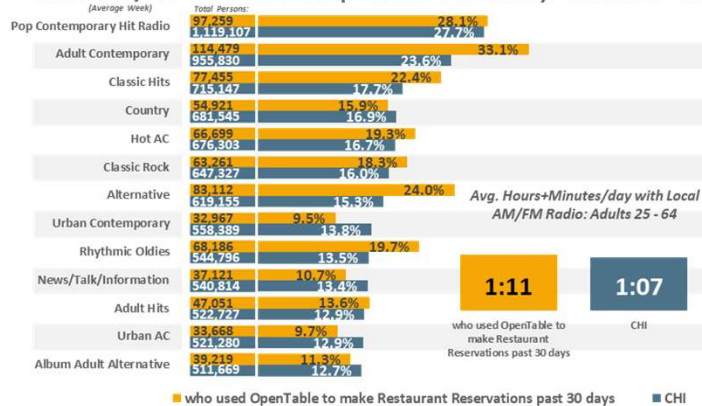
[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]





329,778 or 84.2% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Alternative, Classic Hits, and Rhythmic Oldi

### Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



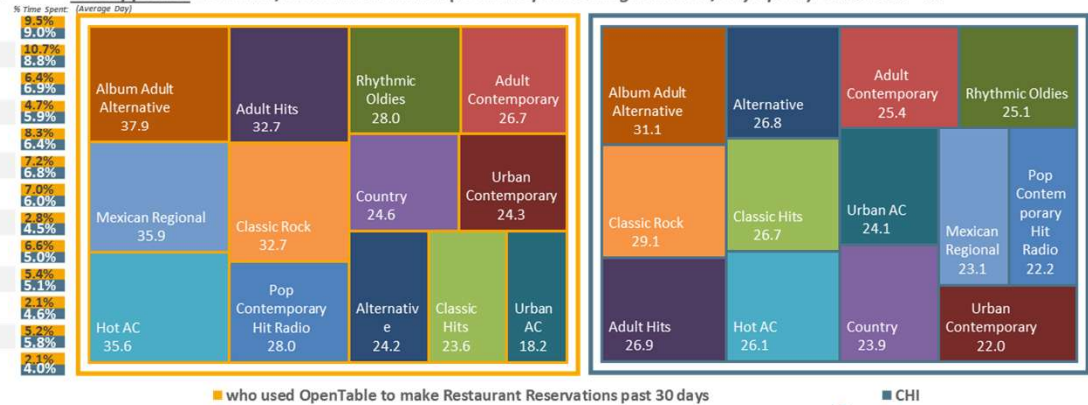
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



### Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



### Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

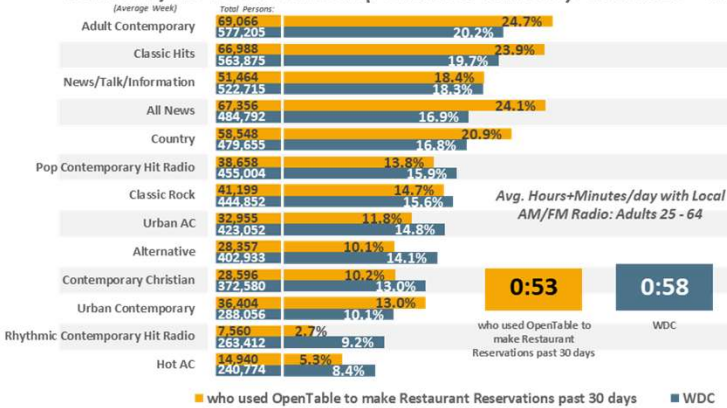






270,166 or 72.2% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, All News, Classic Hits, Country, and Classic Rock.

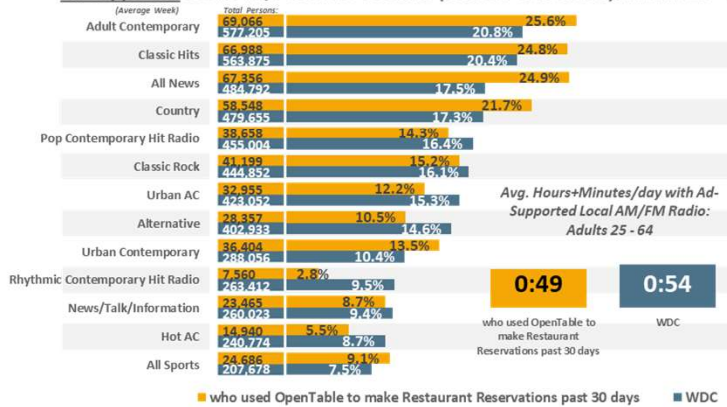
#### Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



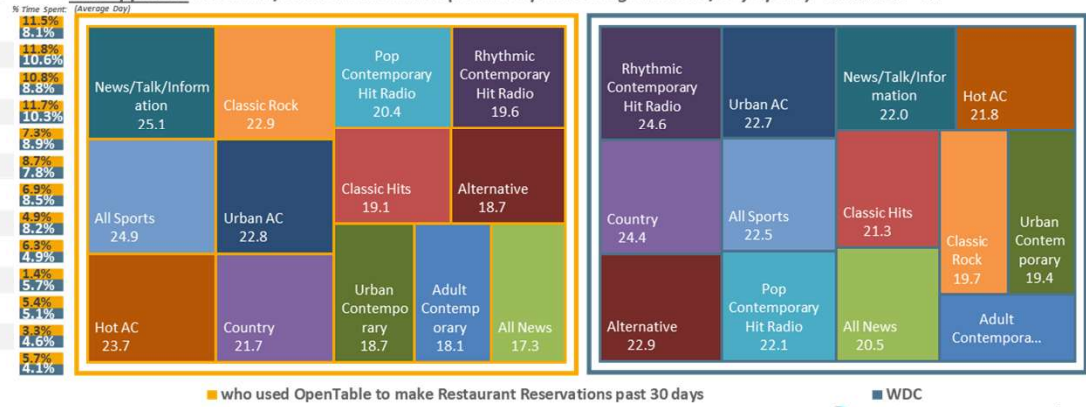
#### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



#### Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



#### Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 617  
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]



223,275 or 67.% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Alternative, Country, and Adult Hits.

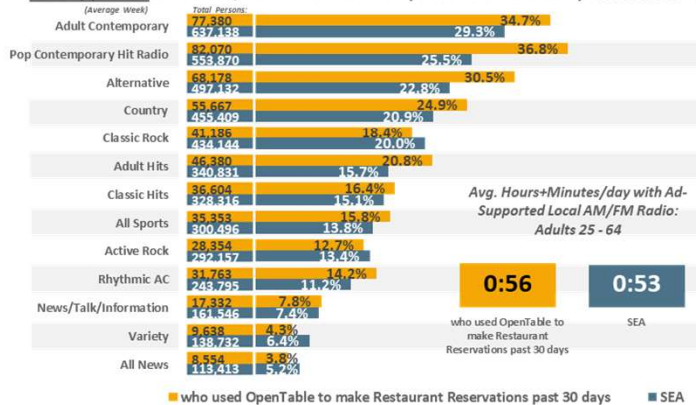
#### Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



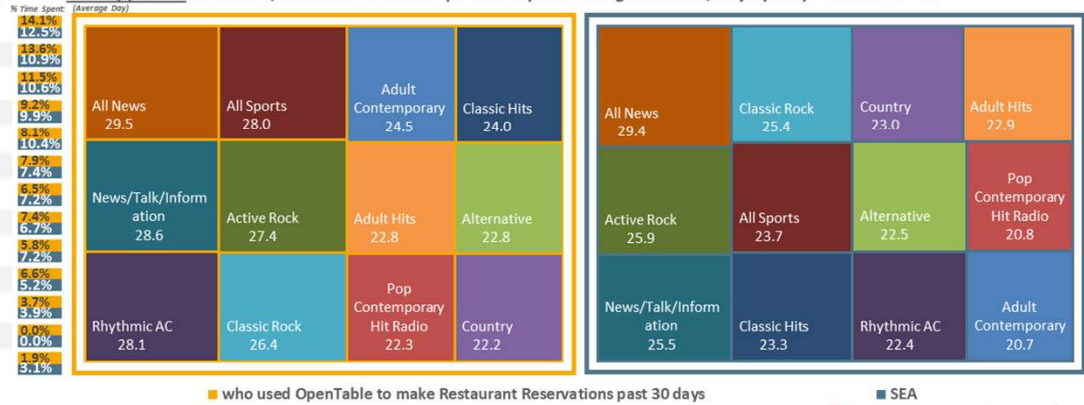
#### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



#### Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



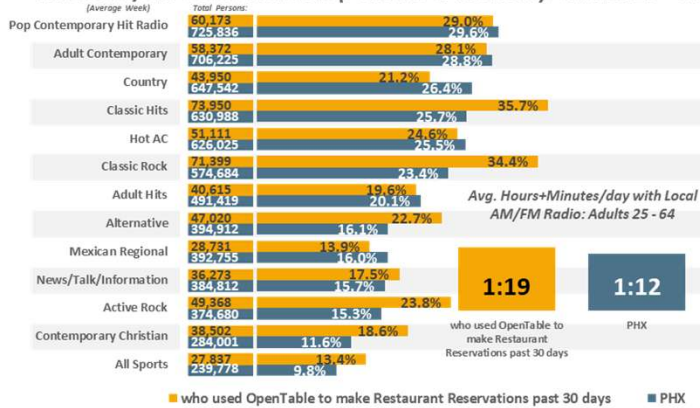
#### Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



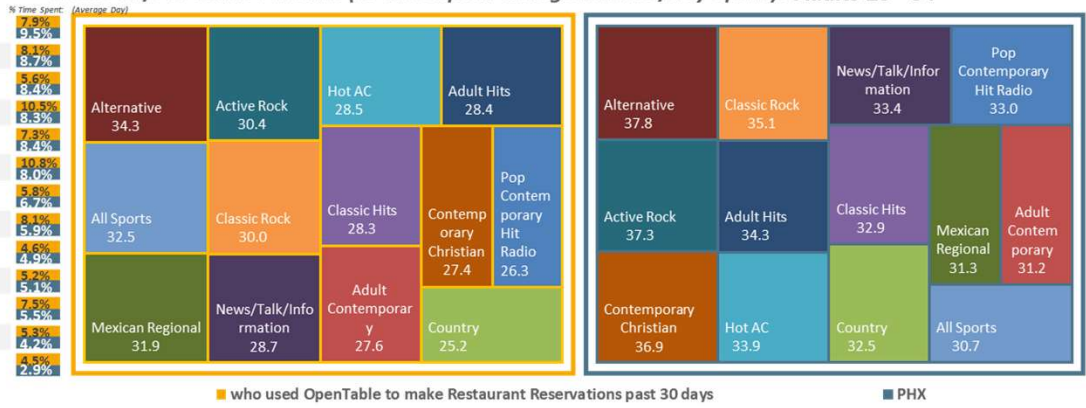


199,635 or 76.3% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Classic Rock, Pop Contemporary Hit Radio, Adult Contemporary, and Hot AC.

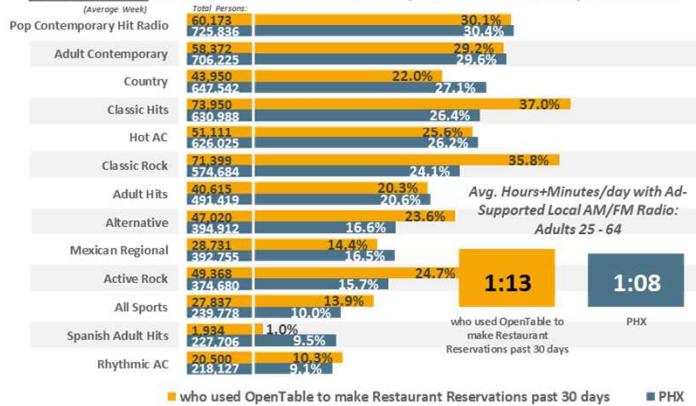
#### Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



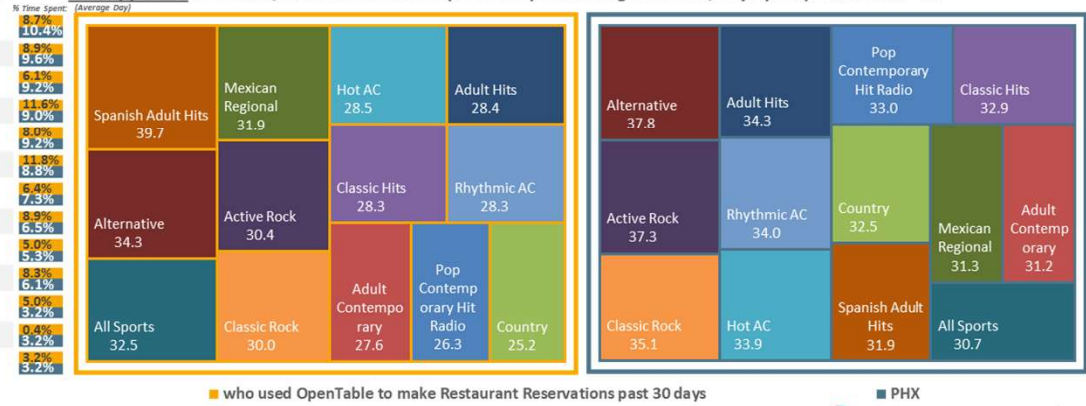
#### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



#### Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



#### Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 220  
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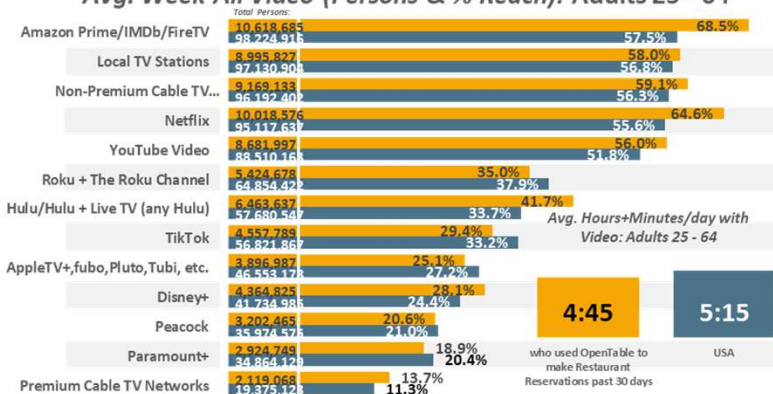
[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]



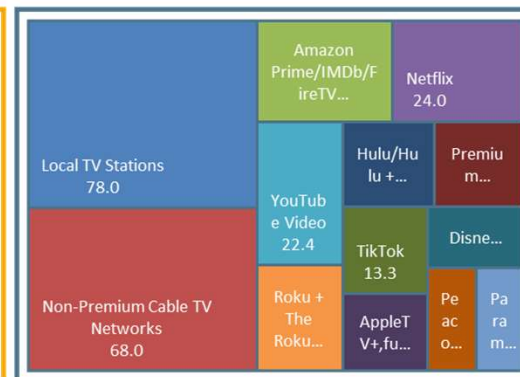
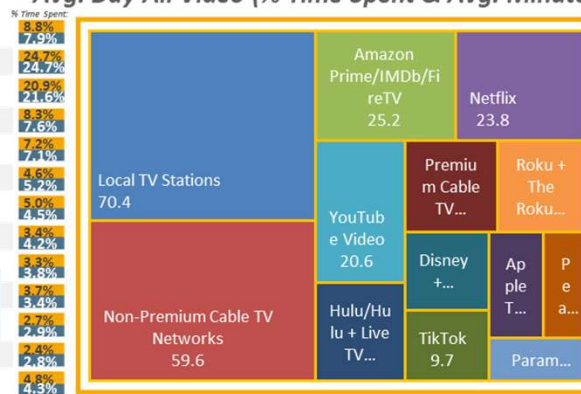


8,919,023 or 57.5% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days watch Ad-Supported Local TV Stations for an average of 66.8 minutes every day representing 29.3% of all time spent daily with Ad-Supported Video.

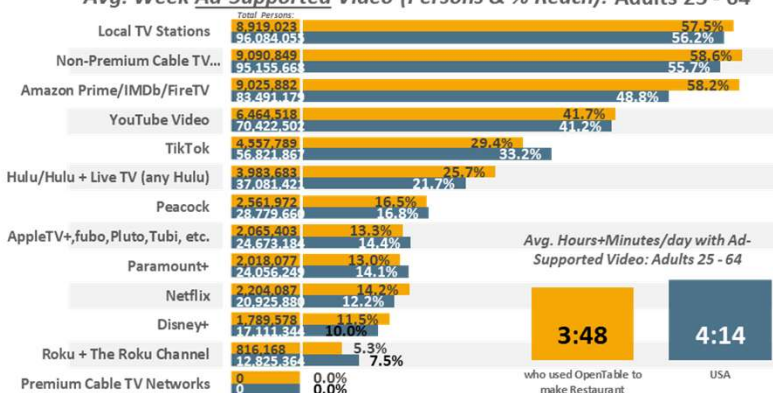
### Avg. Week All Video (Persons & % Reach): Adults 25 - 64



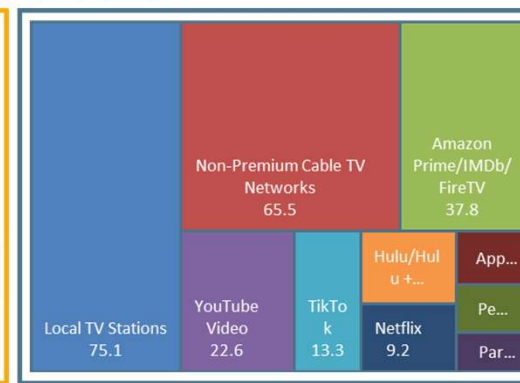
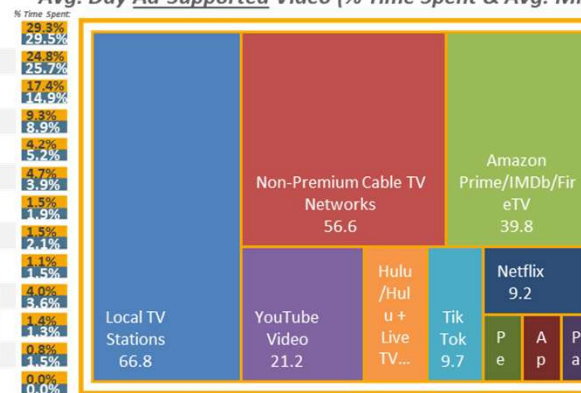
### Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



### Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64



### Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,283  
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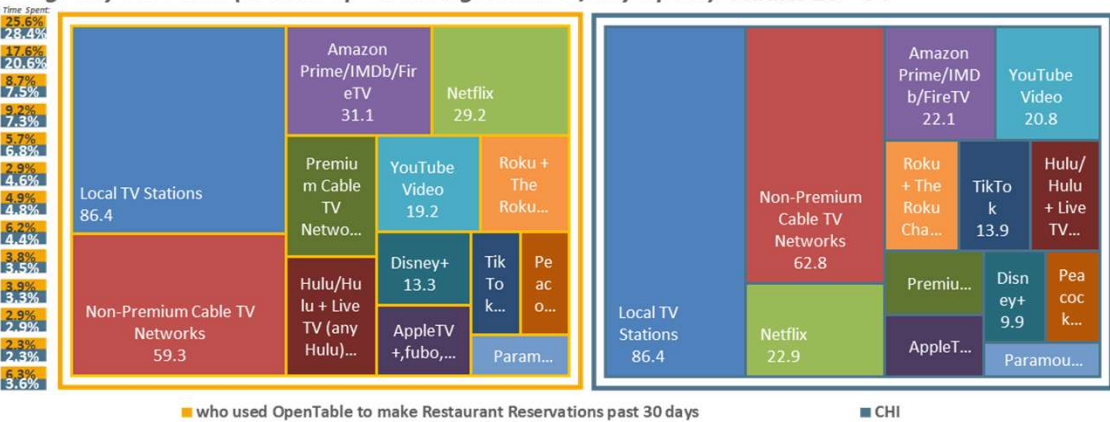
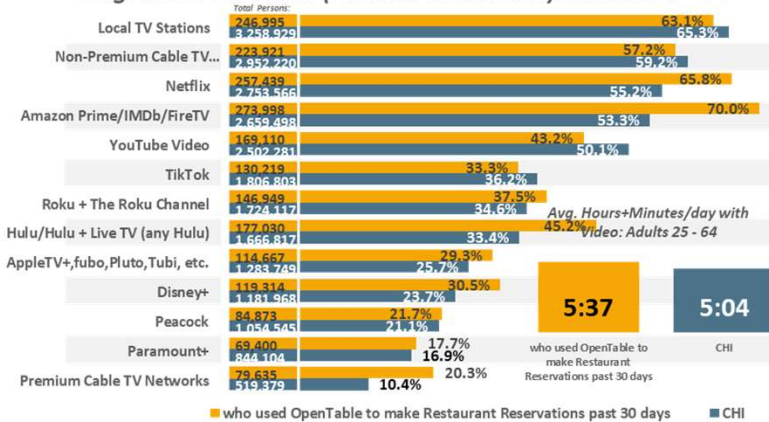
[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]



244,925 or 62.6% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days watch Ad-Supported Local TV Stations for an average of 81.6 minutes every day representing 30.8% of all time spent daily with Ad-Supported Video.

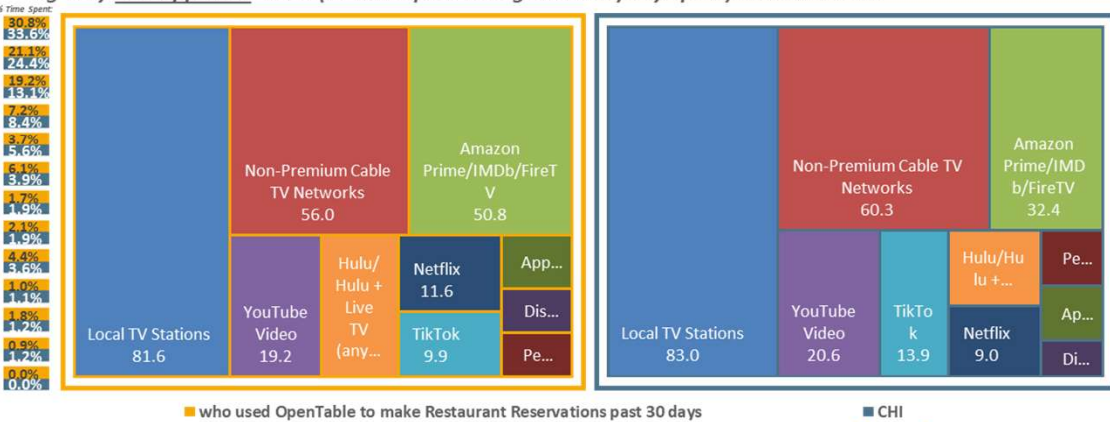
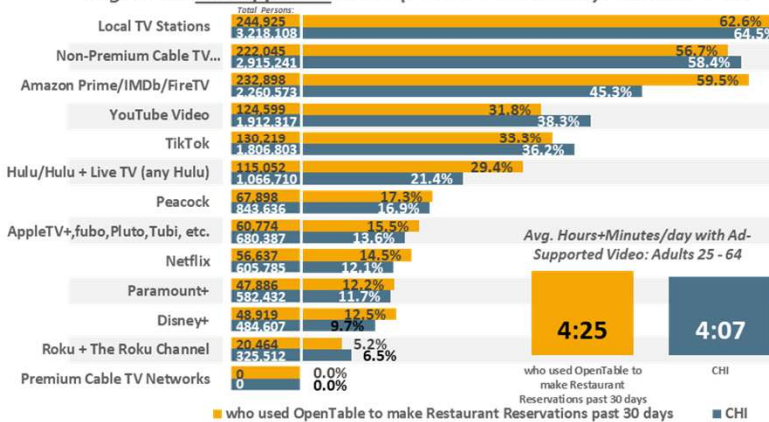
**Avg. Week All Video (Persons & % Reach): Adults 25 - 64**

**Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**



**Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64**

**Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 352  
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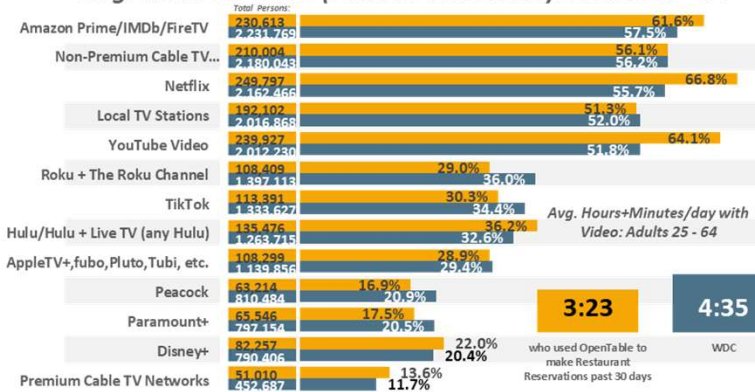
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]

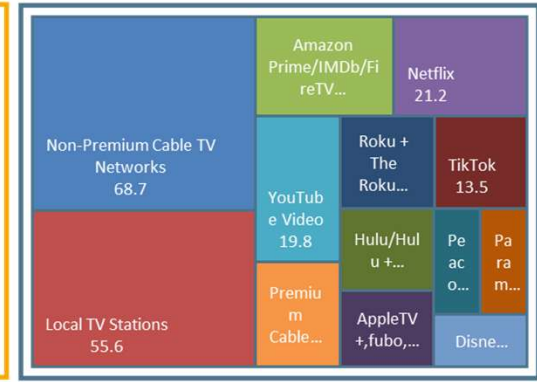
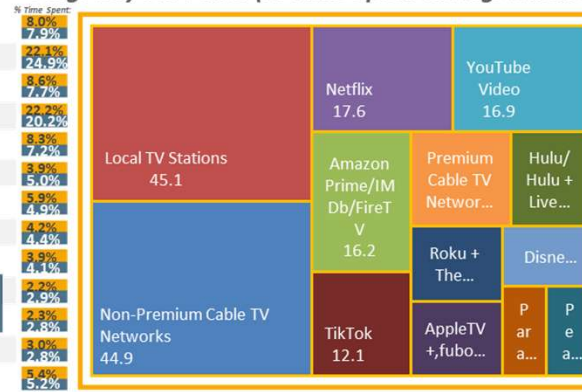


190,207 or 50.8% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days watch Ad-Supported Local TV Stations for an average of 43.2 minutes every day representing 26.2% of all time spent daily with Ad-Supported Video.

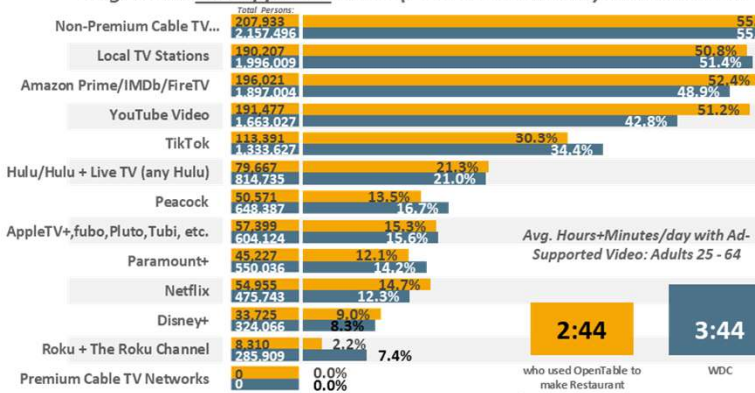
### Avg. Week All Video (Persons & % Reach): Adults 25 - 64



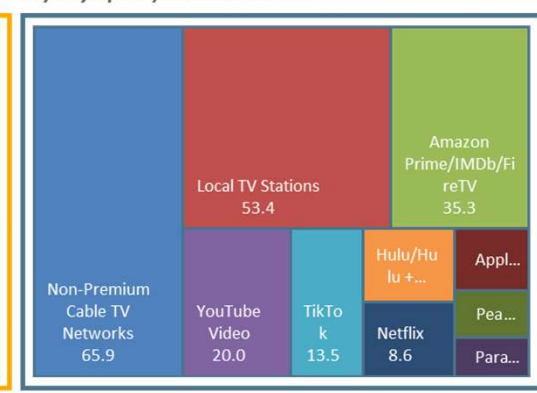
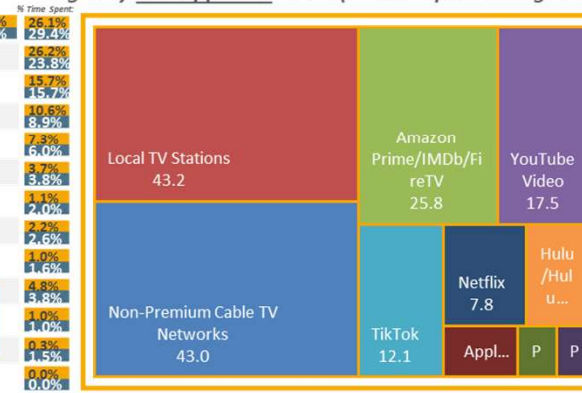
### Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



### Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64



### Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 617  
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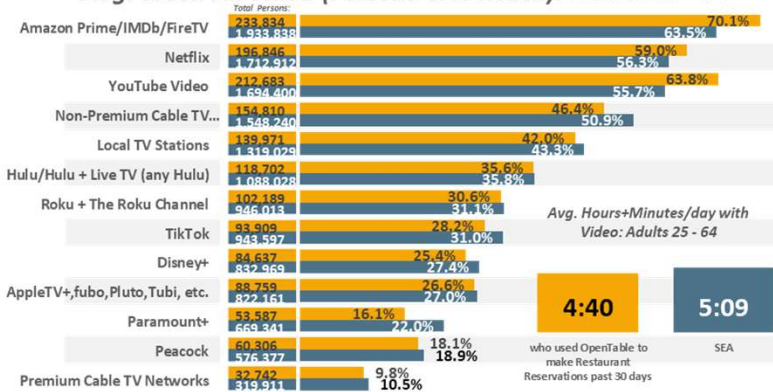
[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]



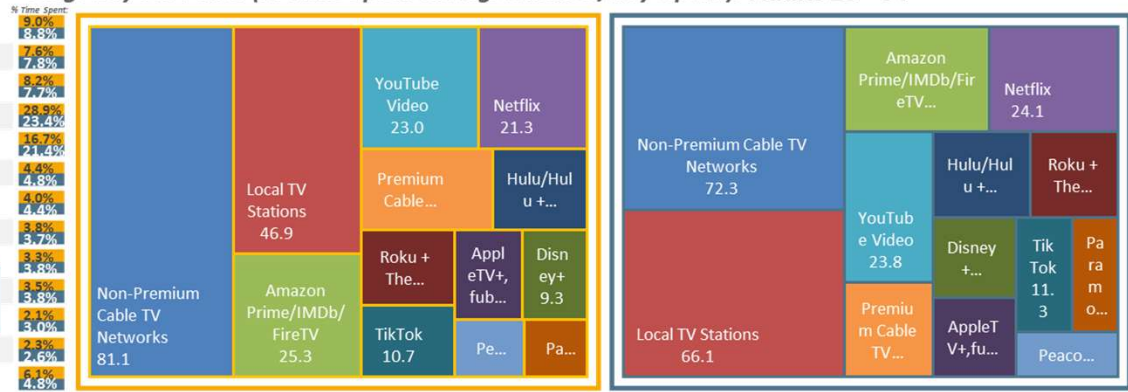


139,397 or 41.8% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days watch Ad-Supported Local TV Stations for an average of 44.4 minutes every day representing 19.2% of all time spent daily with Ad-Supported Video.

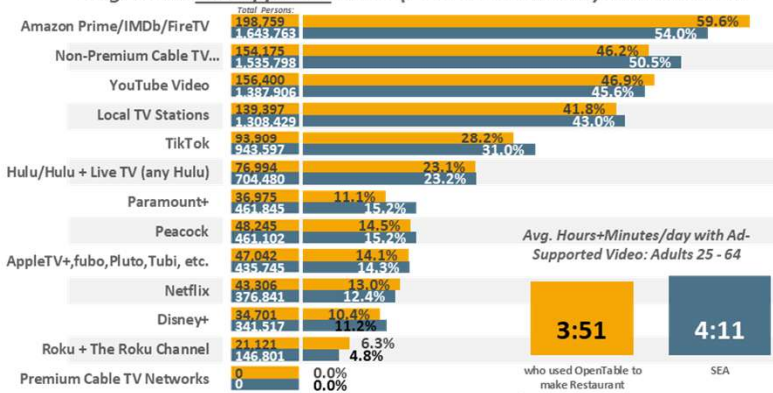
**Avg. Week All Video (Persons & % Reach): Adults 25 - 64**



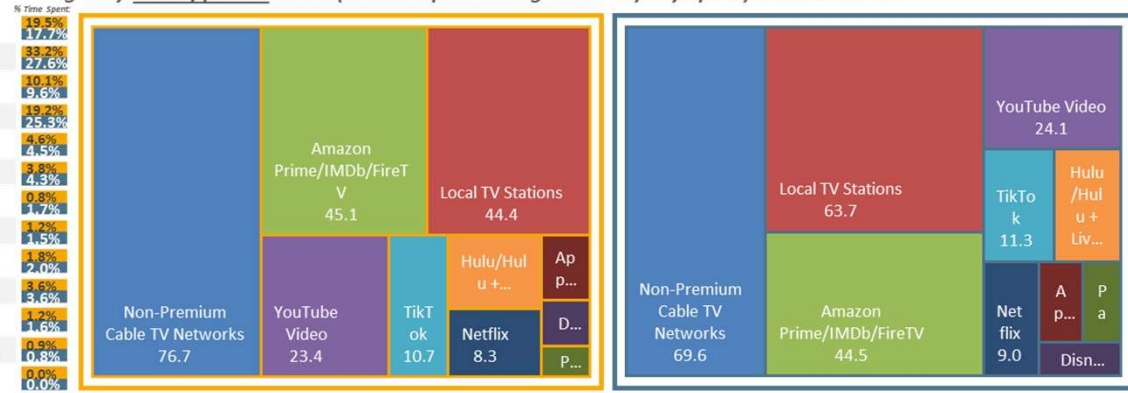
**Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**



**Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64**



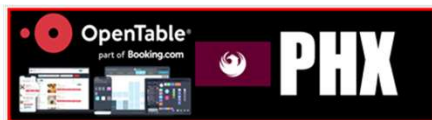
**Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 388  
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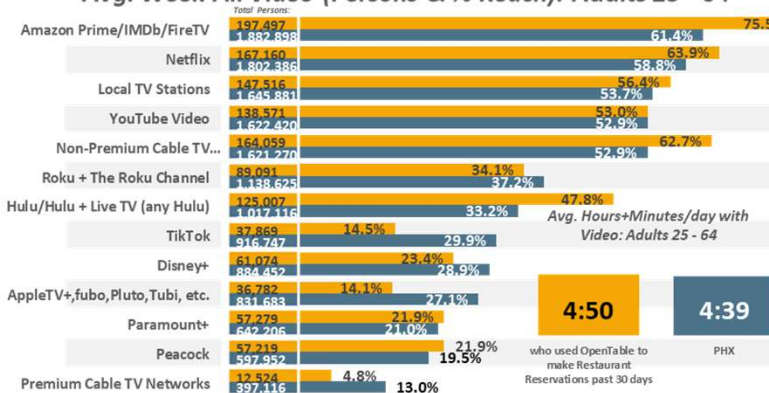
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]

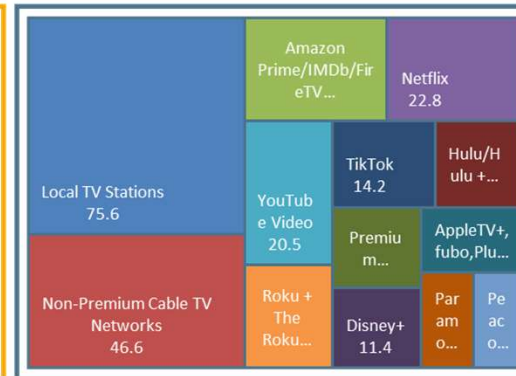
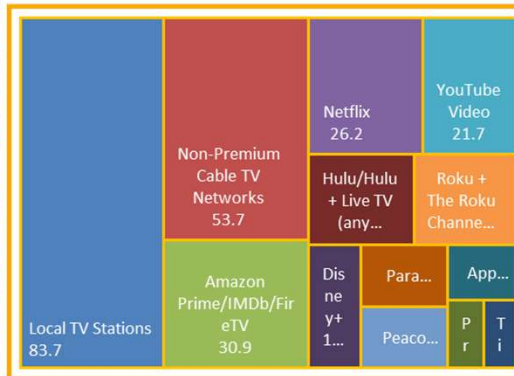


145,721 or 55.7% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days watch Ad-Supported Local TV Stations for an average of 80.6 minutes every day representing 35.0% of all time spent daily with Ad-Supported Video.

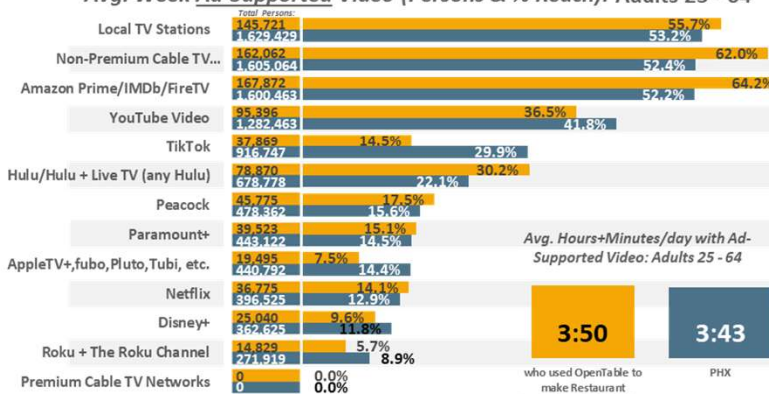
**Avg. Week All Video (Persons & % Reach): Adults 25 - 64**



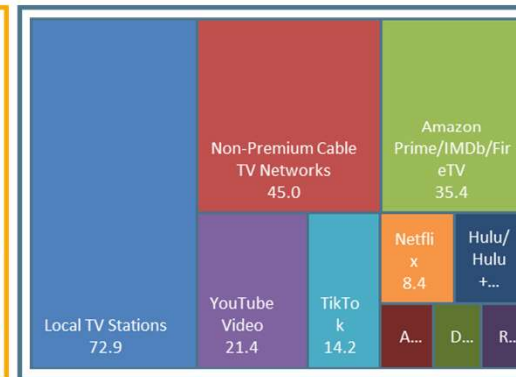
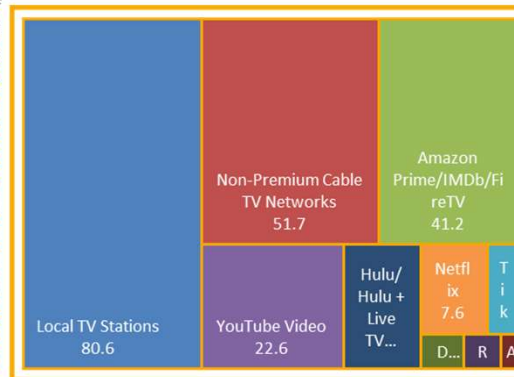
**Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**



**Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64**



**Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**



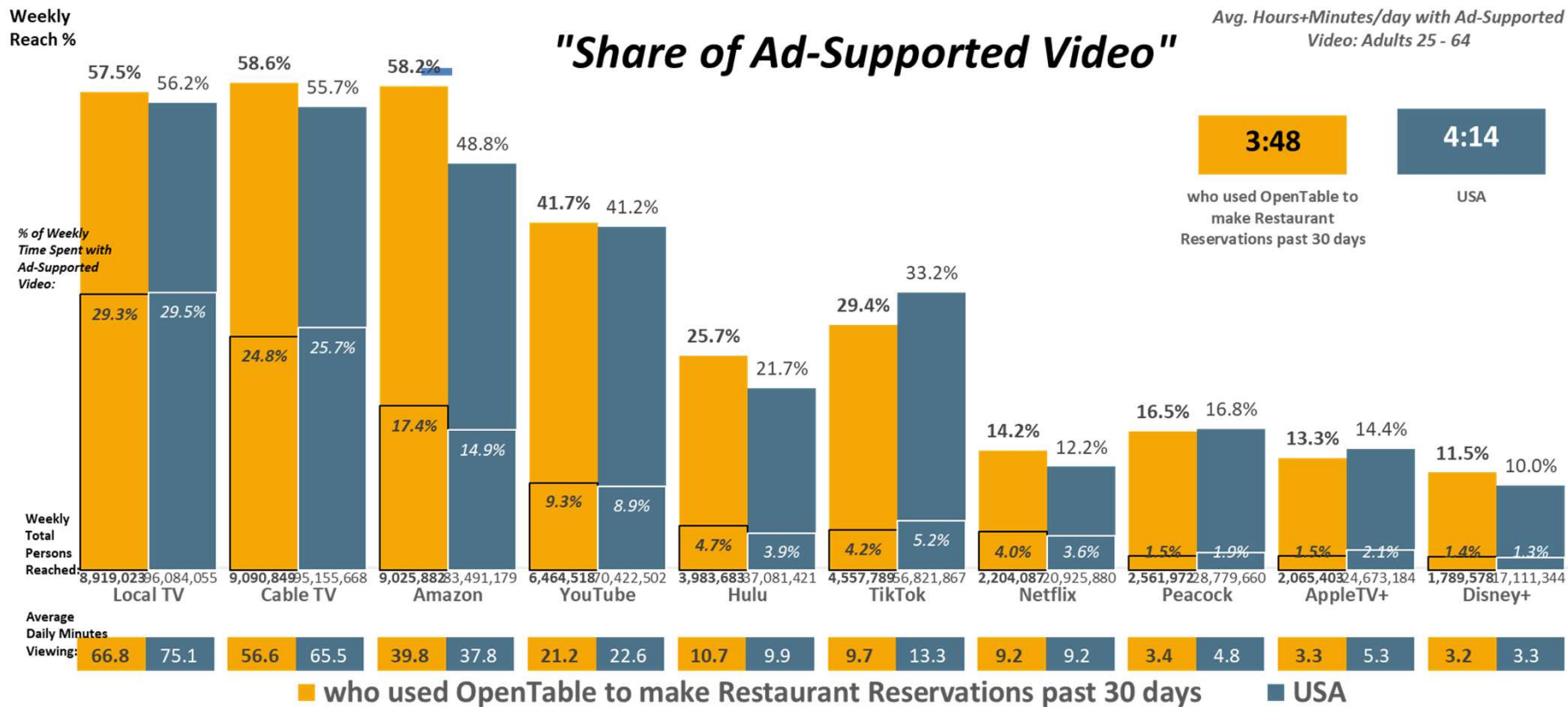
PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 220  
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]



8,919,023 or 57.5% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days watch Ad-Supported Local TV Stations for an average of 66.8 minutes every day representing 29.3% of all time spent daily with Ad-Supported Video.

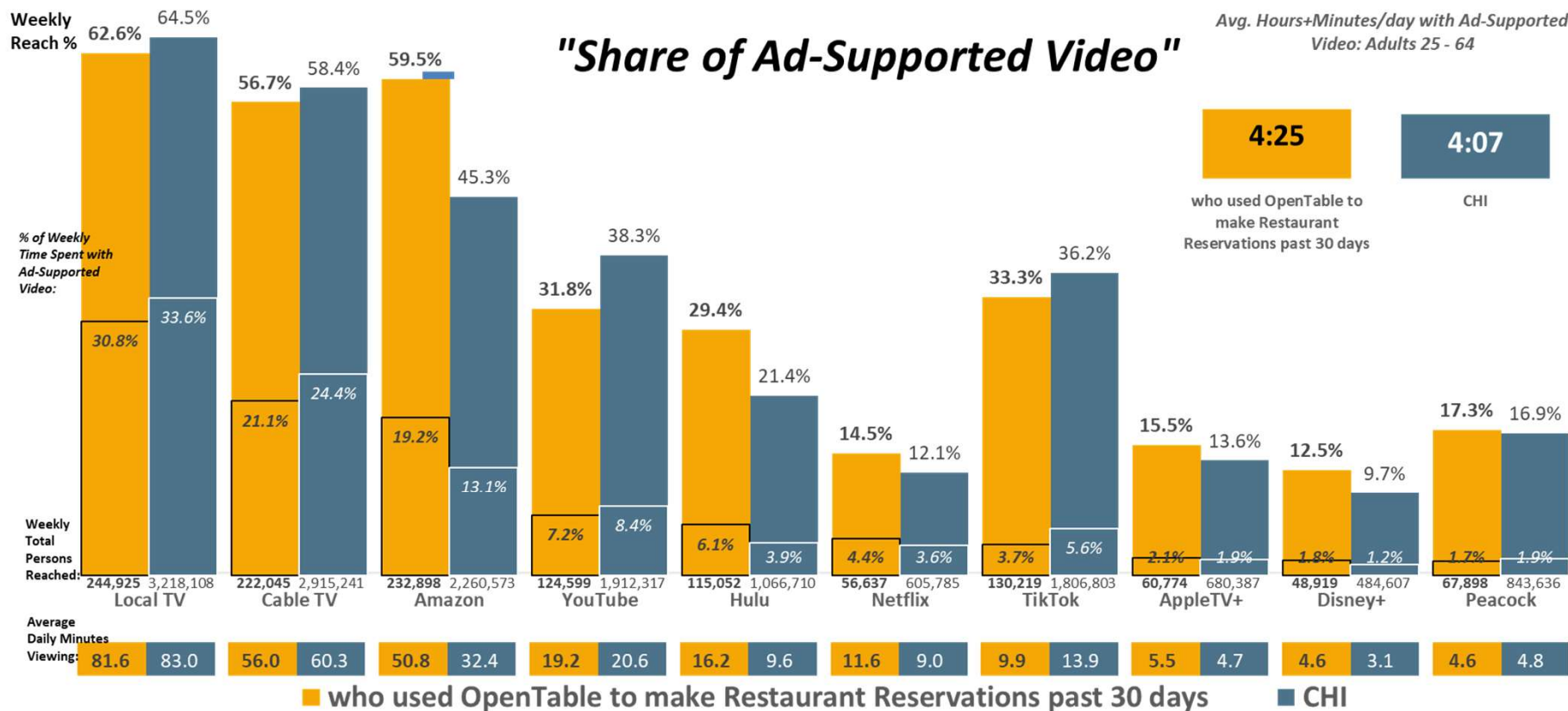






244,925 or 62.6% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days watch Ad-Supported Local TV Stations for an average of 81.6 minutes every day representing 30.8% of all time spent daily with Ad-Supported Video.

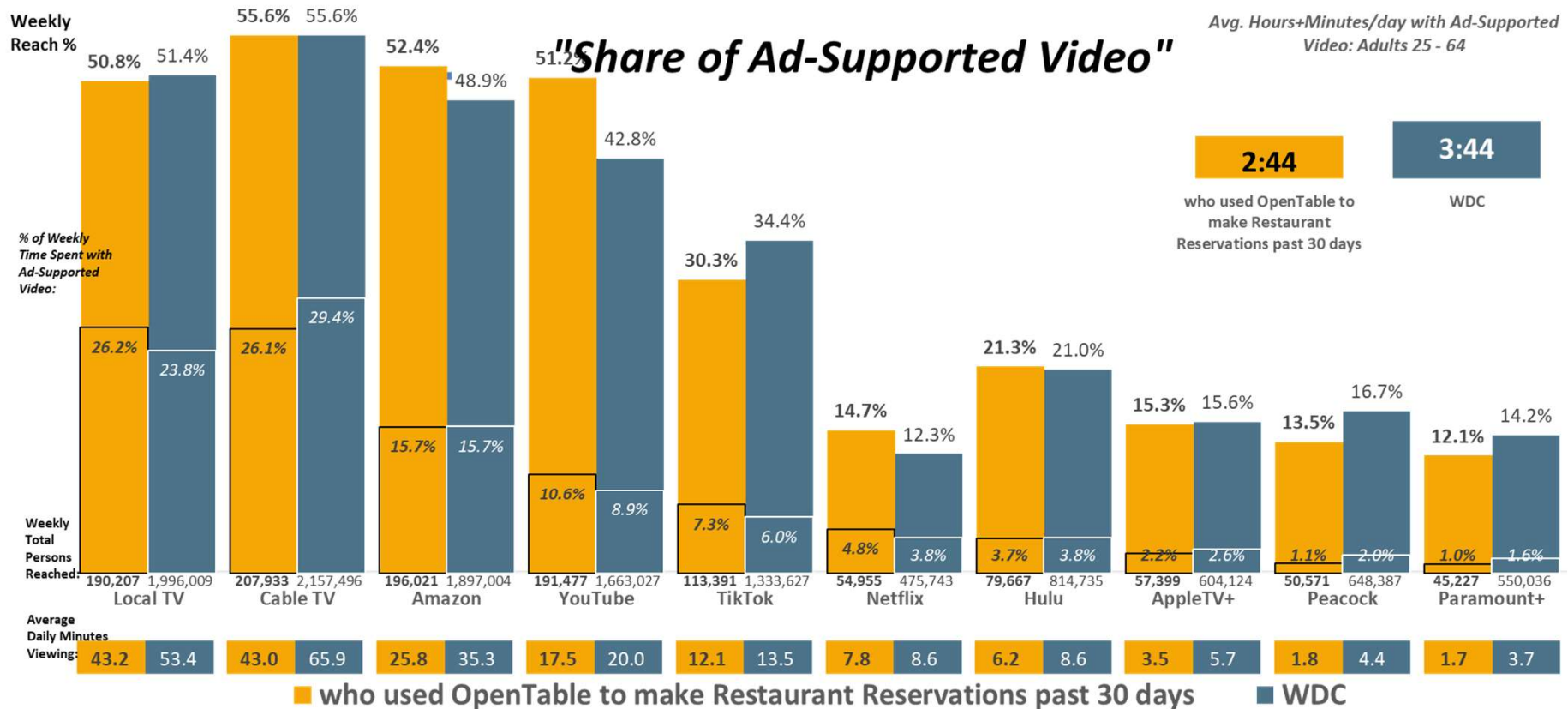
## "Share of Ad-Supported Video"





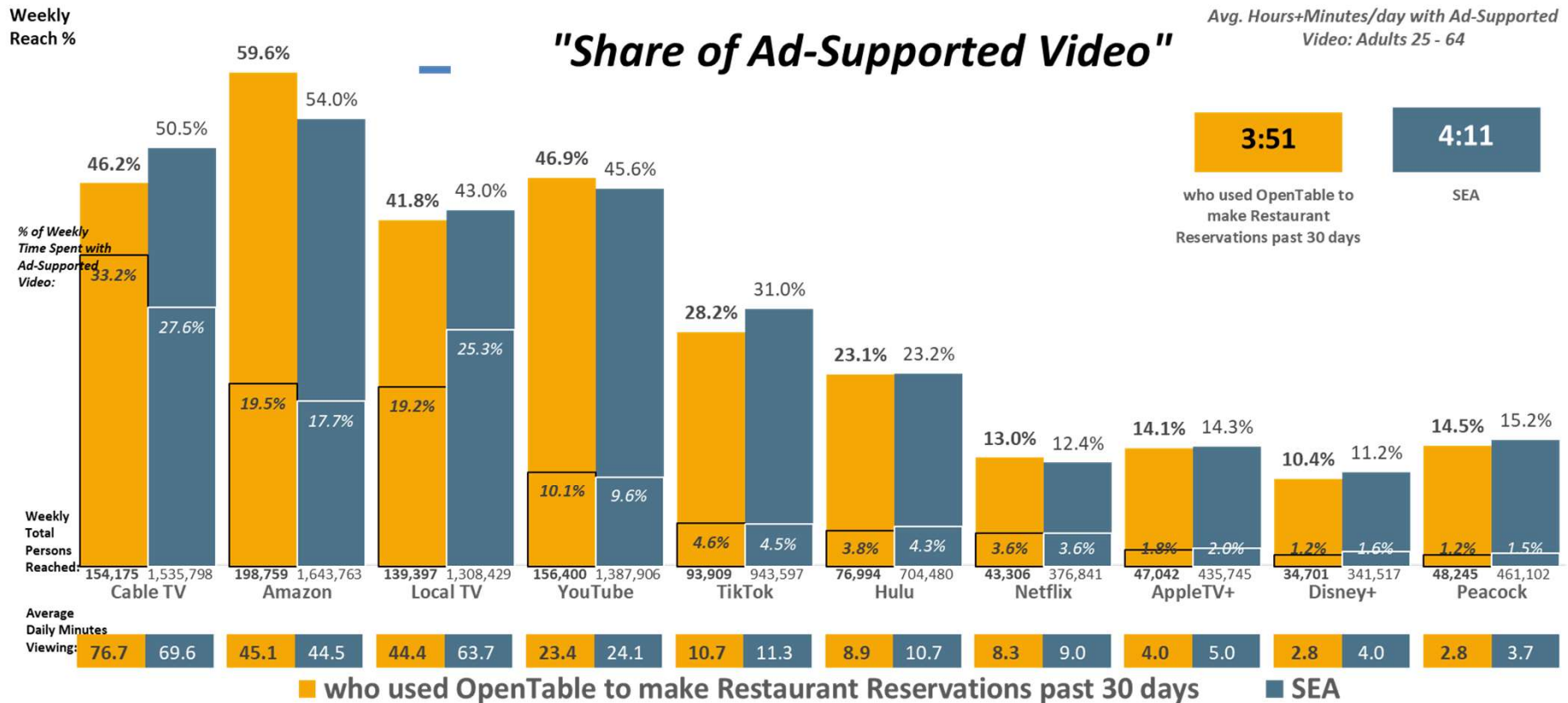


190,207 or 50.8% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days watch Ad-Supported Local TV Stations for an average of 43.2 minutes every day representing 26.2% of all time spent daily with Ad-Supported Video.





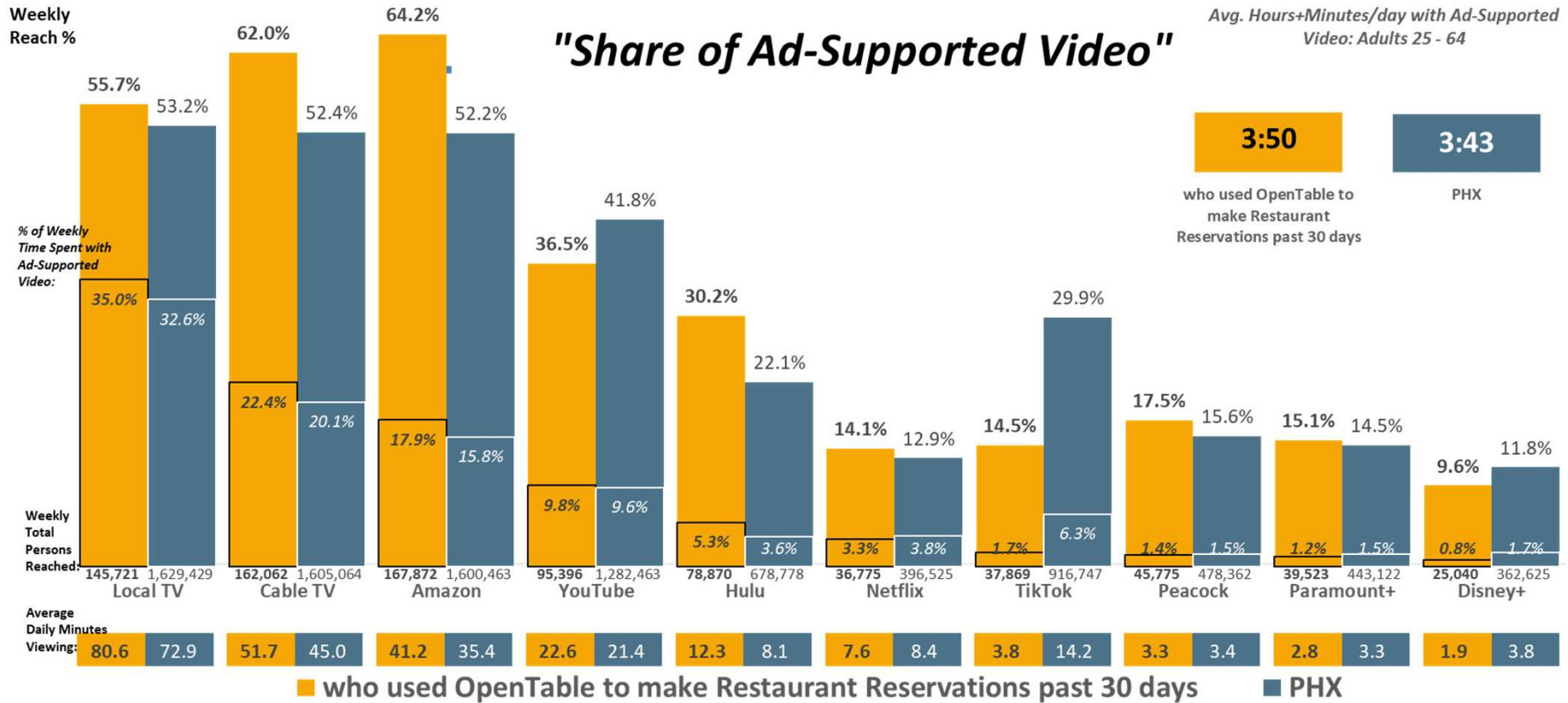
139,397 or 41.8% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days watch Ad-Supported Local TV Stations for an average of 44.4 minutes every day representing 19.2% of all time spent daily with Ad-Supported Video.





145,721 or 55.7% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days watch Ad-Supported Local TV Stations for an average of 80.6 minutes every day representing 35.0% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"





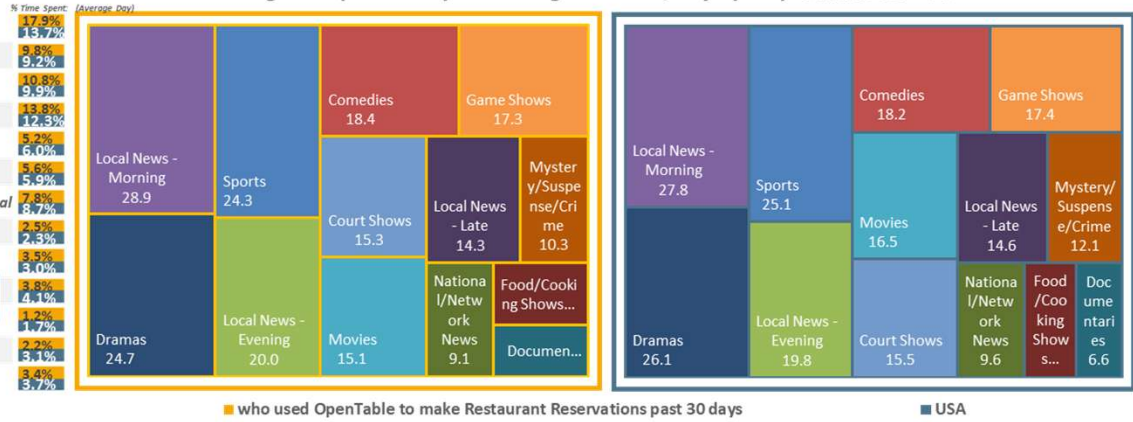


8,919,023 or 57.5% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, National/Network News, and Movies

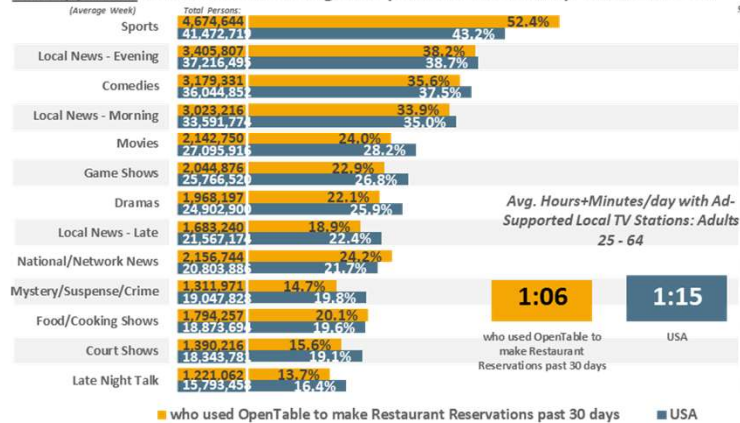
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



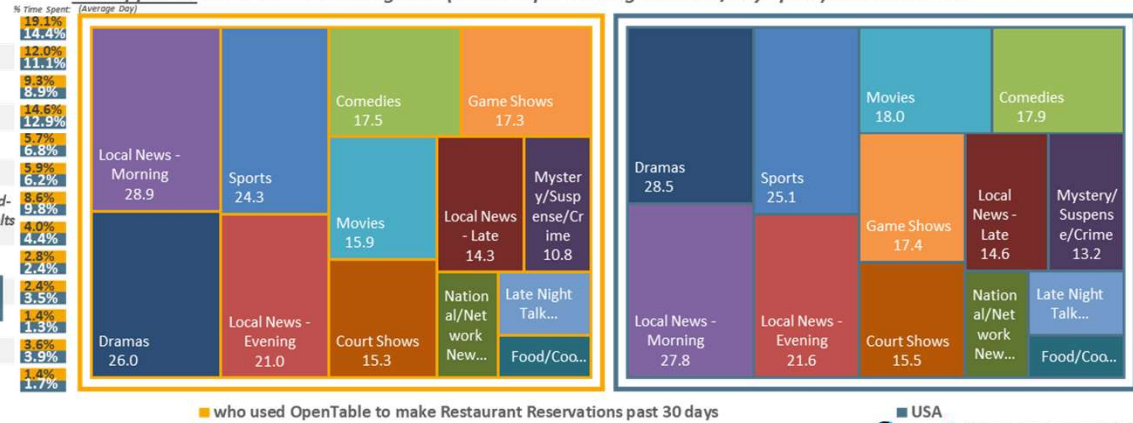
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,283  
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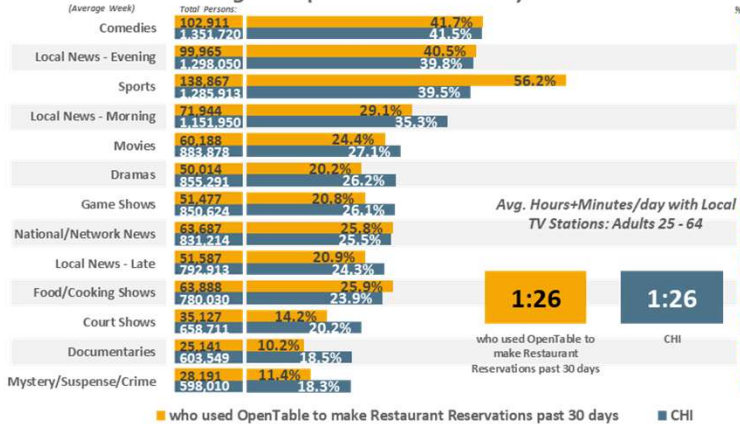
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]



244,925 or 62.6% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and National/Network News

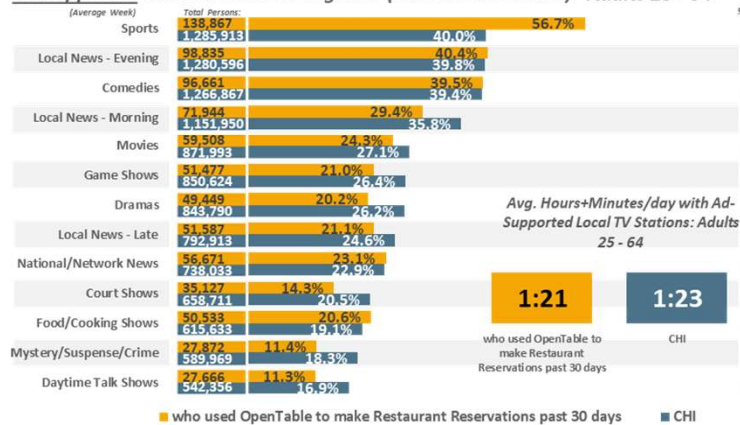
**Local TV Station Programs (Persons & % Reach): Adults 25 - 64**



**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**



**Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64**



**Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**

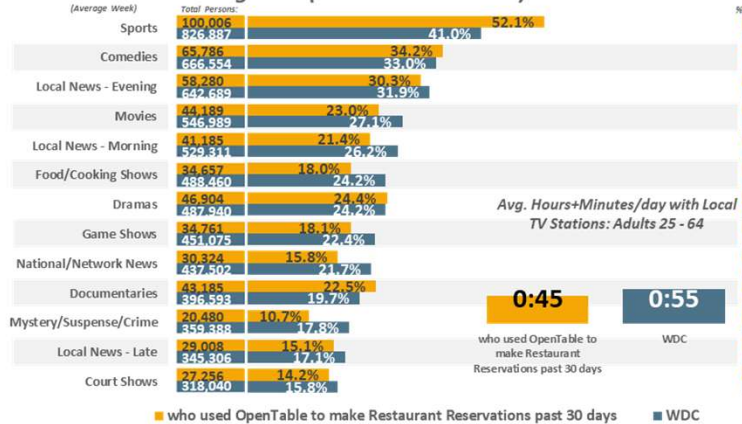






190,207 or 50.8% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Dramas, Movies, and Local News - Morning.

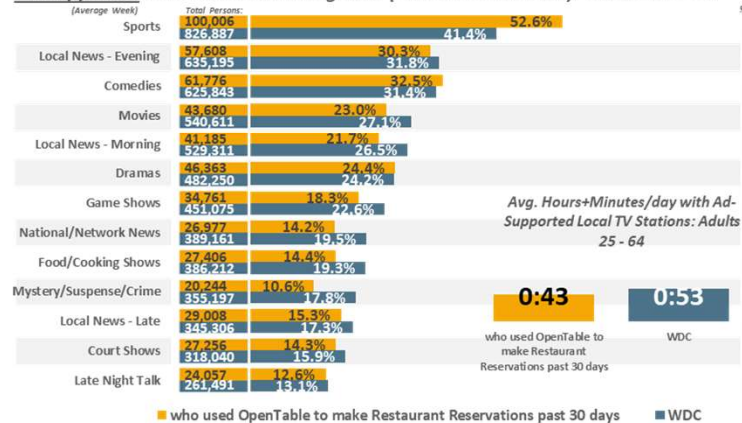
### Local TV Station Programs (Persons & % Reach): Adults 25 - 64



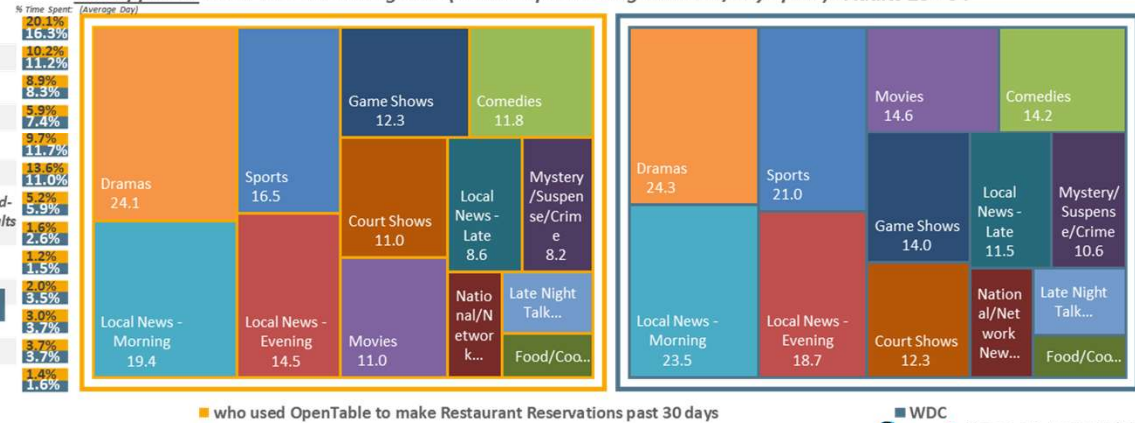
### Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



### Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



### Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

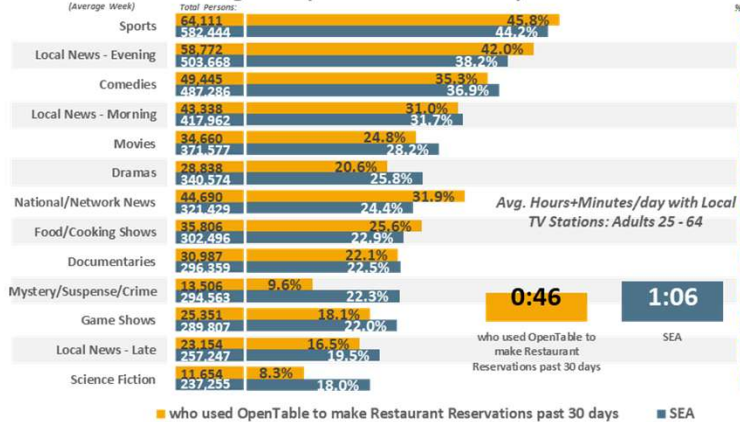




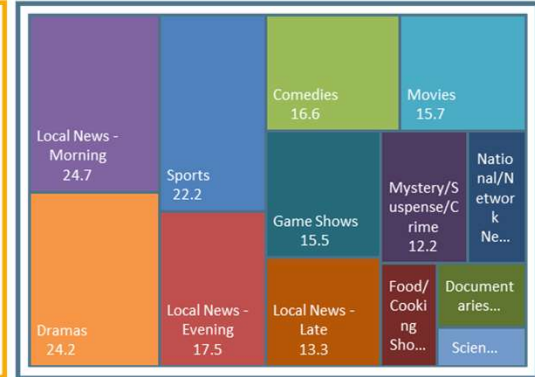
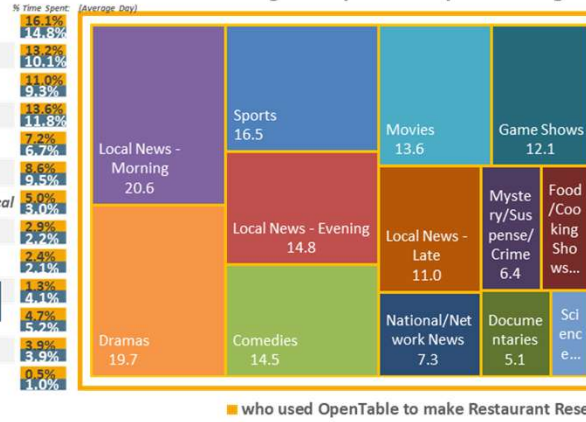


139,397 or 41.8% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, National/Network News, and Movies

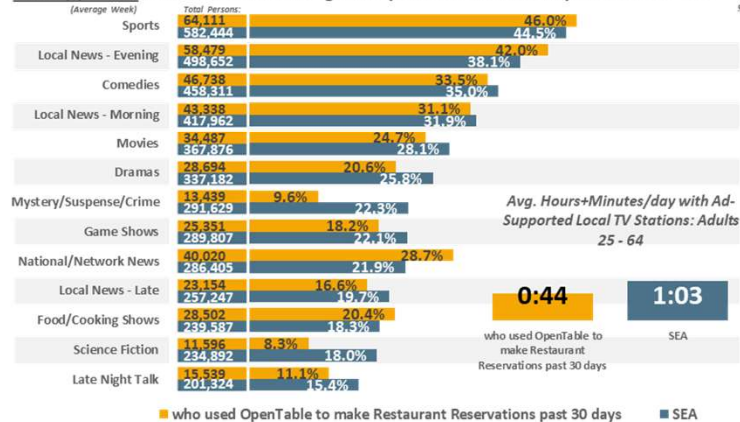
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



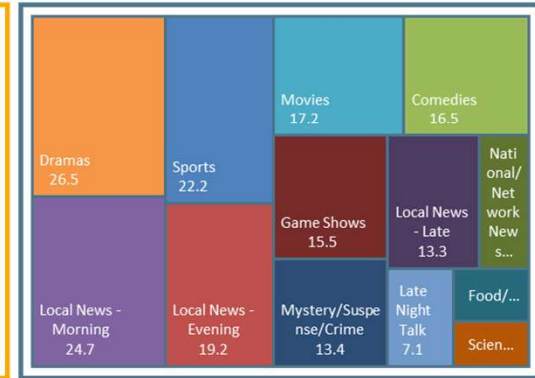
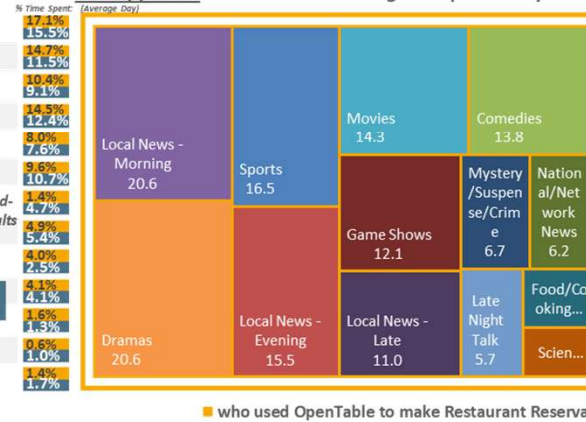
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



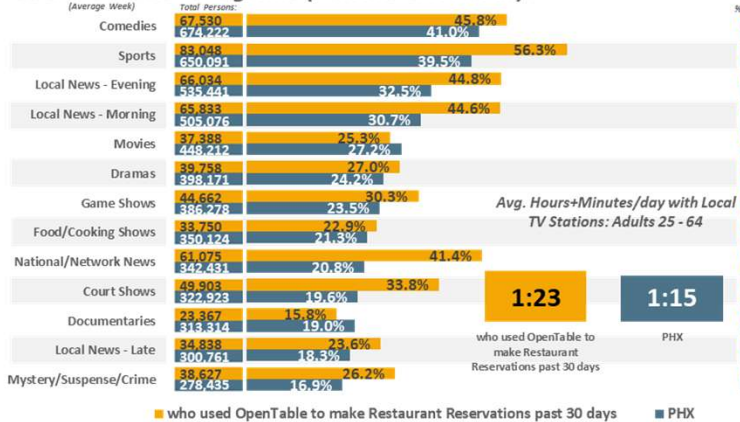
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



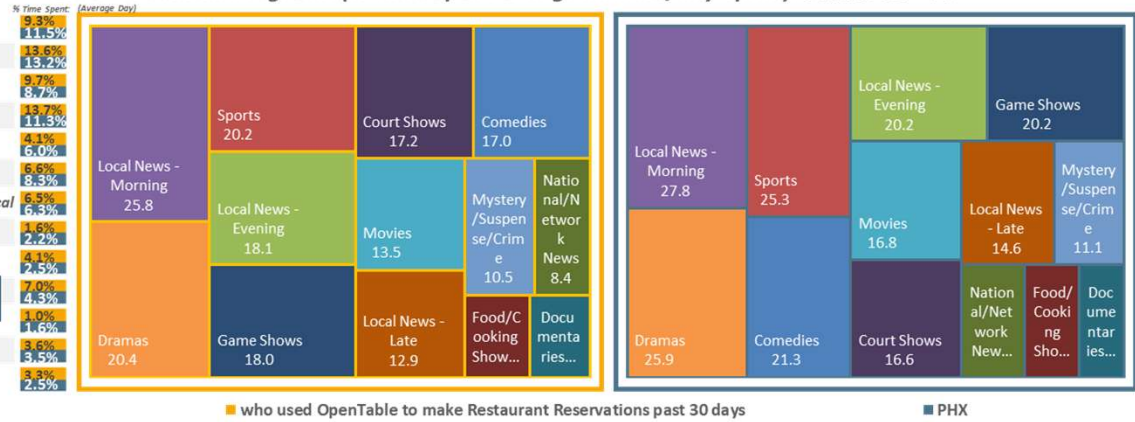


145,721 or 55.7% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Comedies, National/Network News, and Court

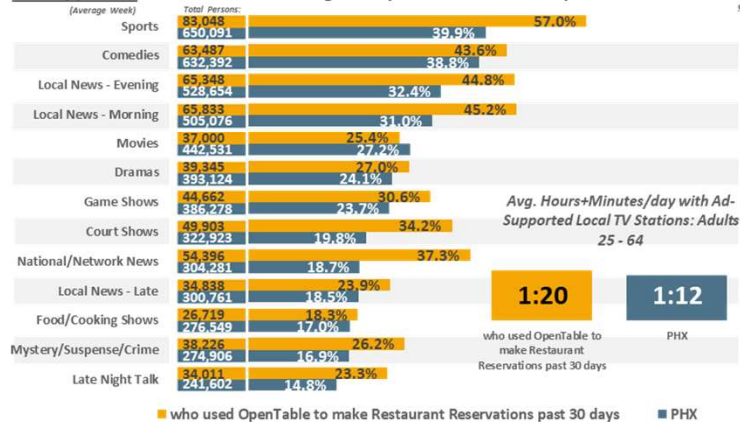
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



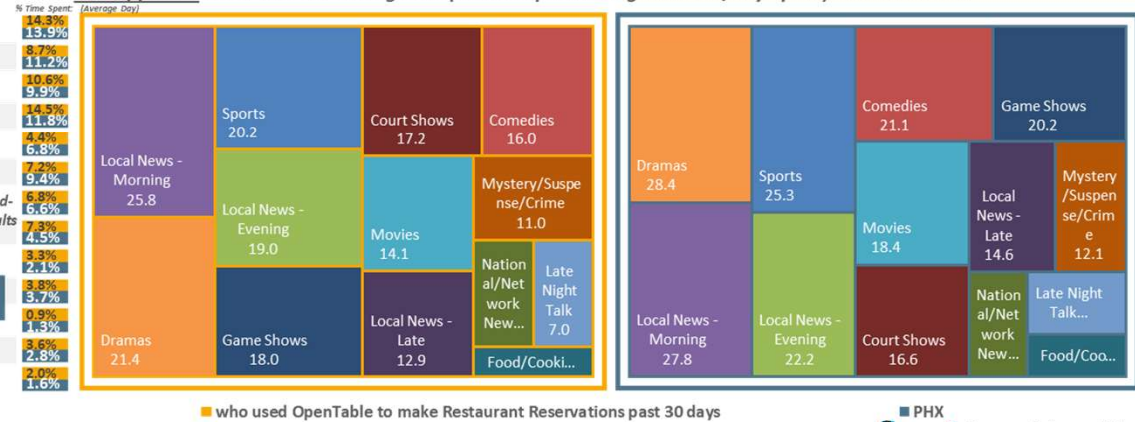
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

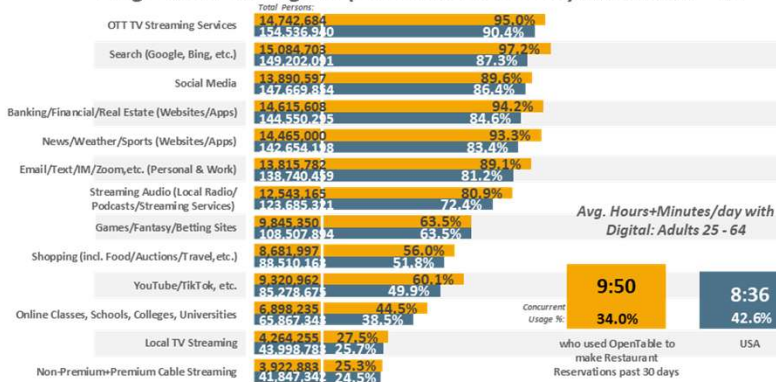






11,868,961 or 76.5% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days use Ad-Supported Social Media for an average of 139.6 minutes every day representing 25.2% of all time spent daily with Ad-Supported Digital Media.

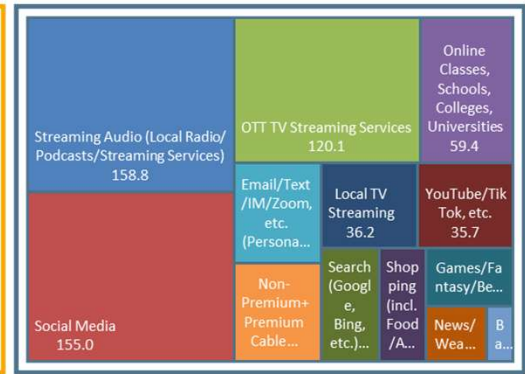
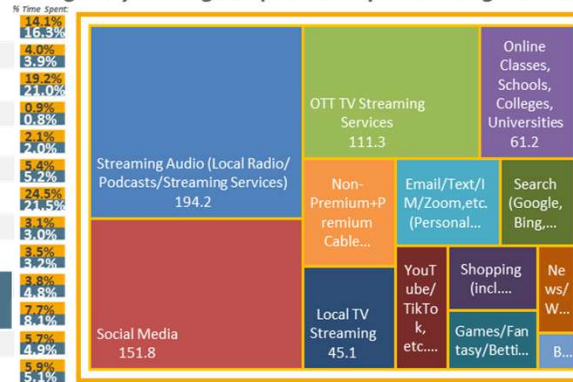
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



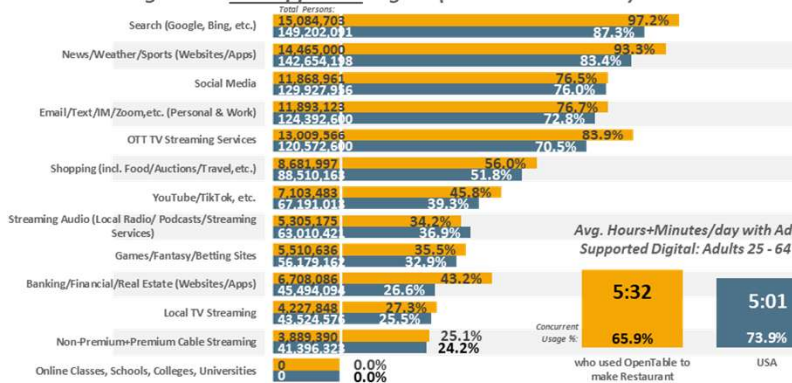
Avg. Hours+Minutes/day with Digital: Adults 25 - 64



Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



Avg. Hours+Minutes/day with Ad-Supported Digital: Adults 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,283  
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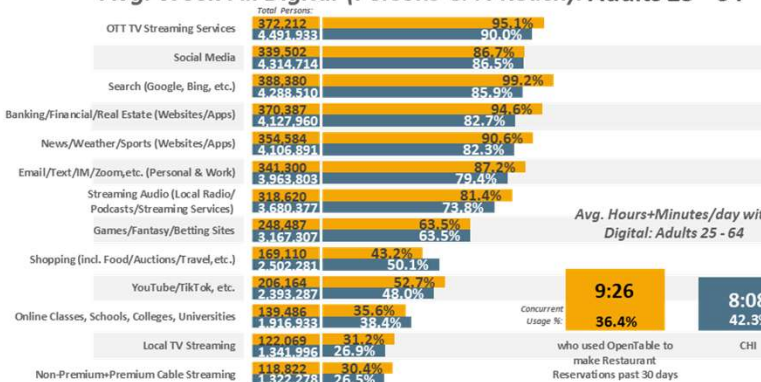
[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]



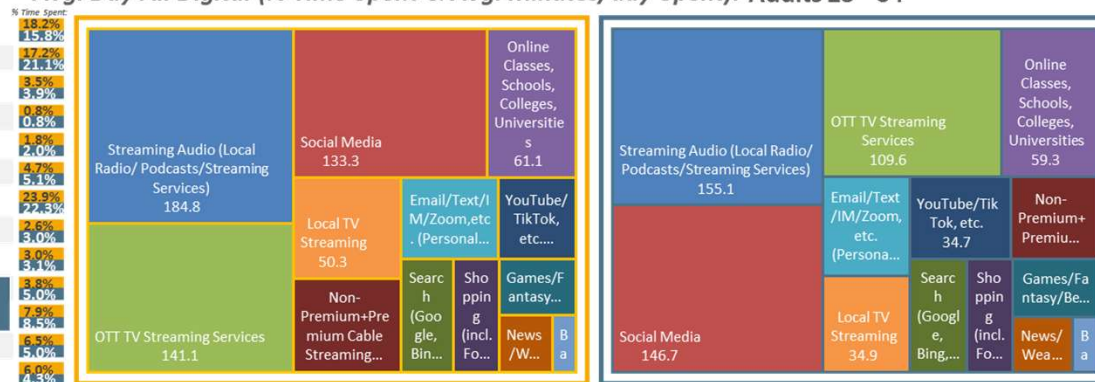


283,869 or 72.5% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days use Ad-Supported Social Media for an average of 122.6 minutes every day representing 22.5% of all time spent daily with Ad-Supported Digital Media.

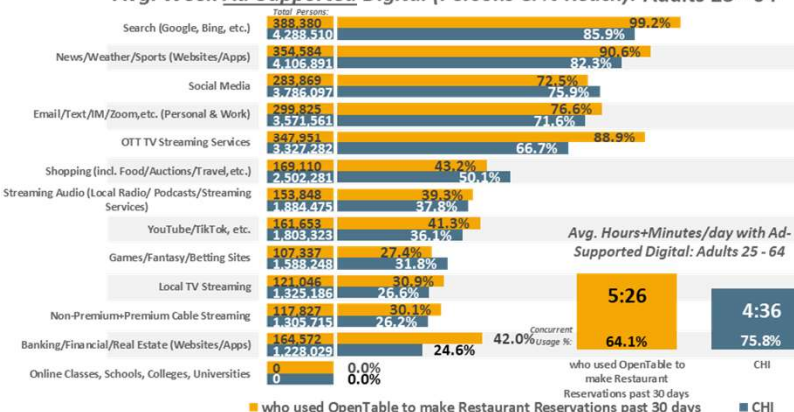
### Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



### Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



### Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



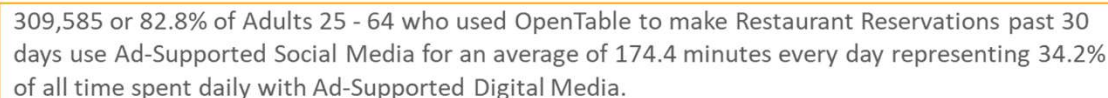
### Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



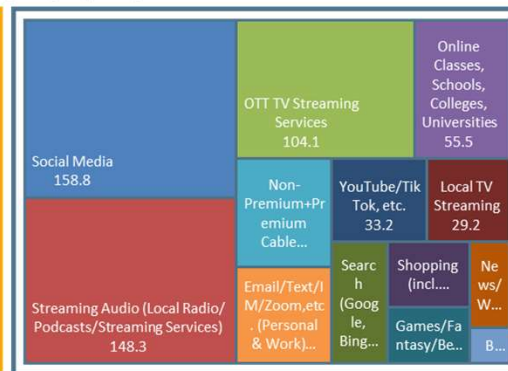
CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 352  
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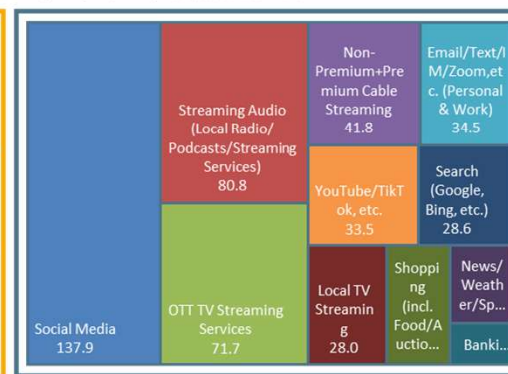
[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]



**Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**



*Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64*



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*(Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days)*

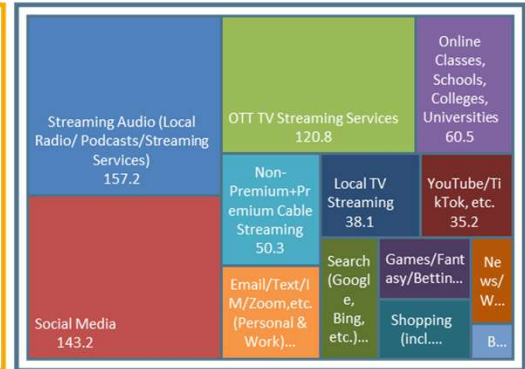
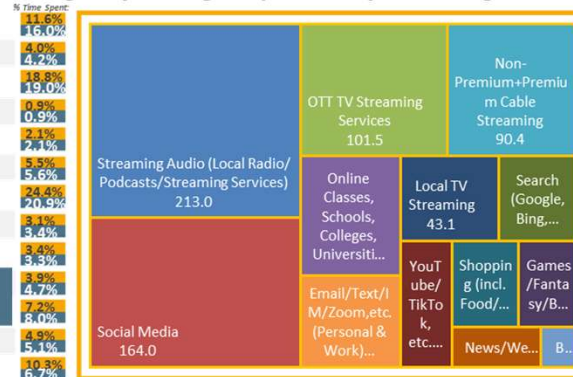
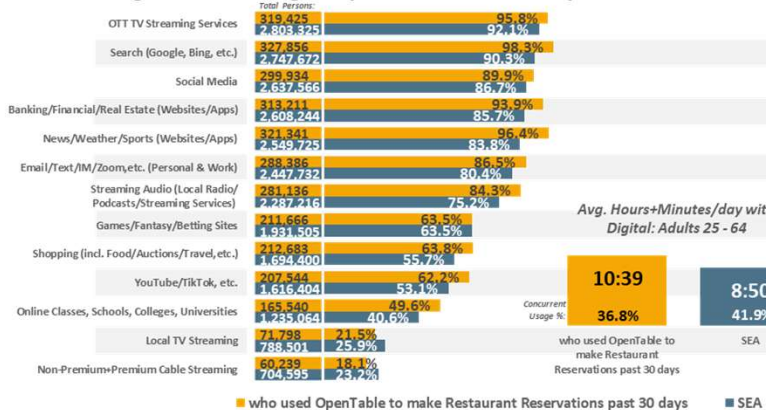




245,222 or 73.5% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days use Ad-Supported Social Media for an average of 150.9 minutes every day representing 23.9% of all time spent daily with Ad-Supported Digital Media.

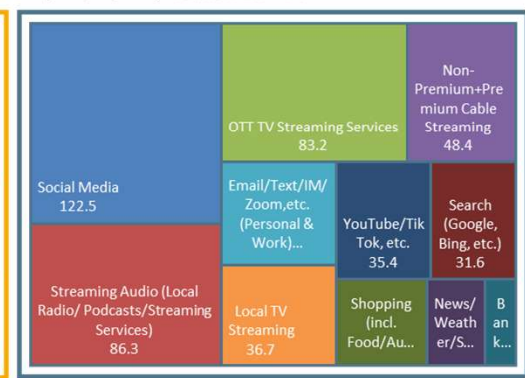
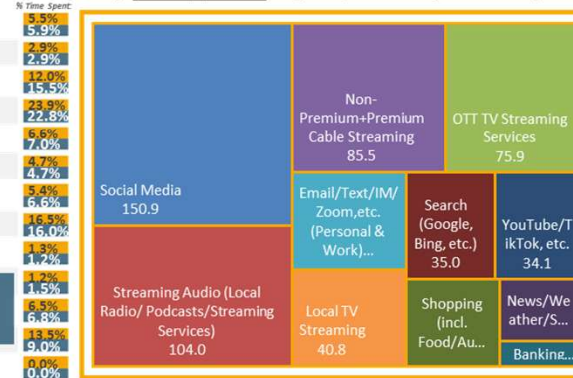
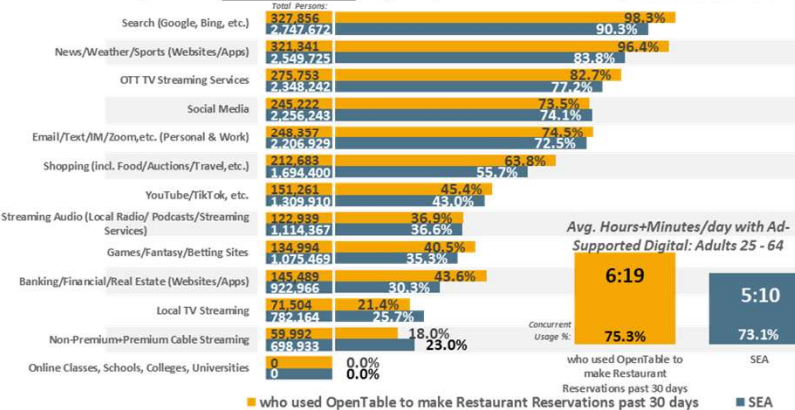
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64

Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64

Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 388  
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]

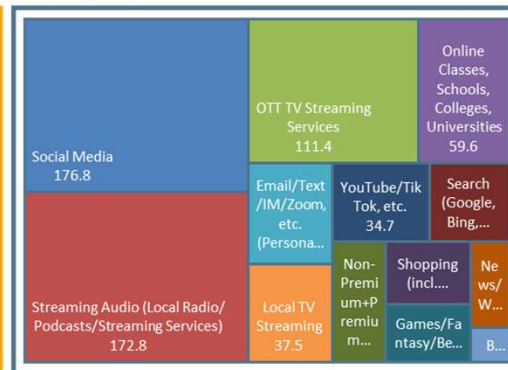
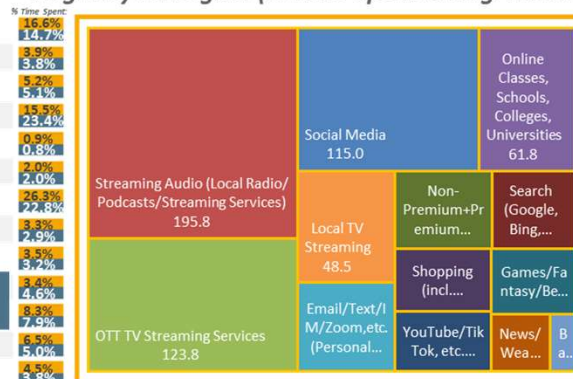
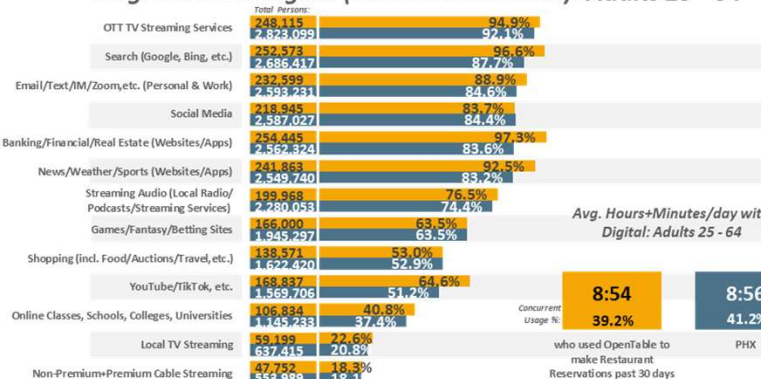




185,418 or 70.9% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days use Ad-Supported Social Media for an average of 105.8 minutes every day representing 22.3% of all time spent daily with Ad-Supported Digital Media.

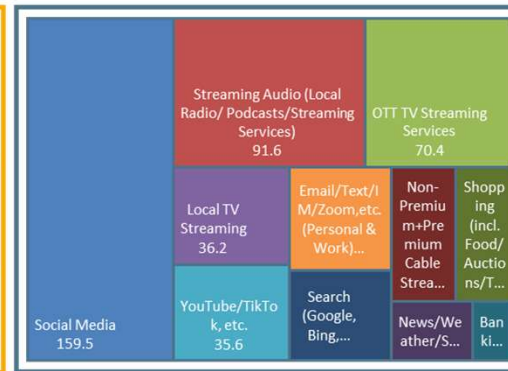
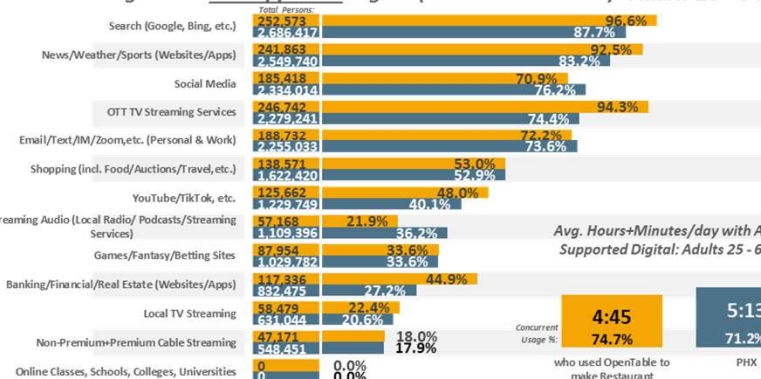
**Avg. Week All Digital (Persons & % Reach): Adults 25 - 64**

**Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**



**Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64**

**Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 220  
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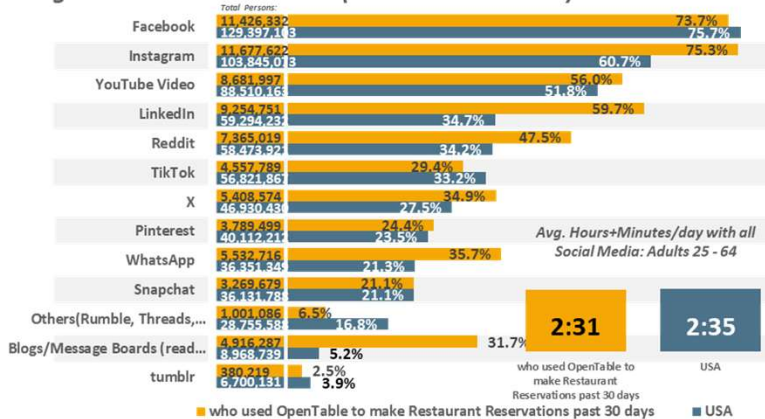
soefa.ai Share of Everything for Anything

[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]

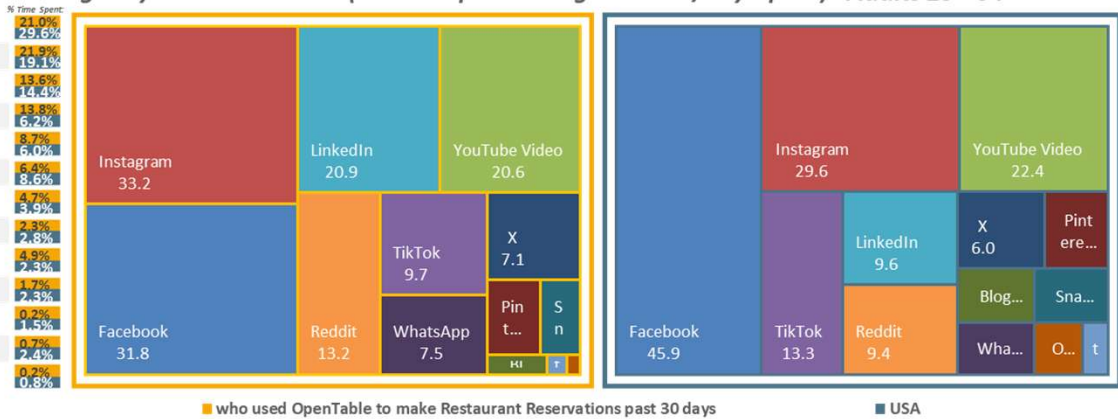


11,426,332 or 73.7% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days use Ad-Supported Facebook for an average of 36.5 minutes every day representing 28.1% of all time spent daily with Ad-Supported Social Media.

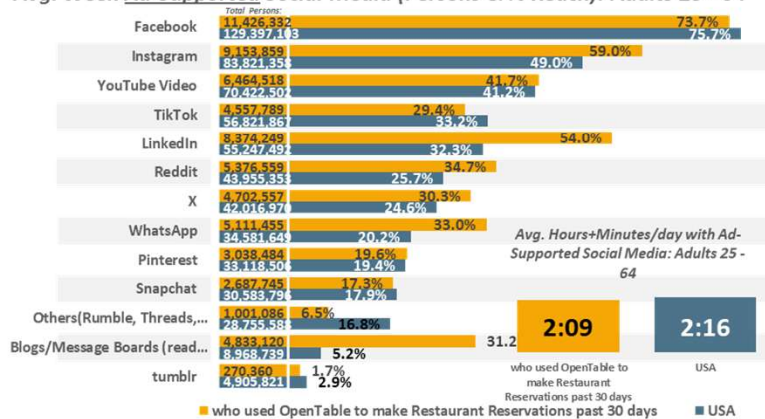
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



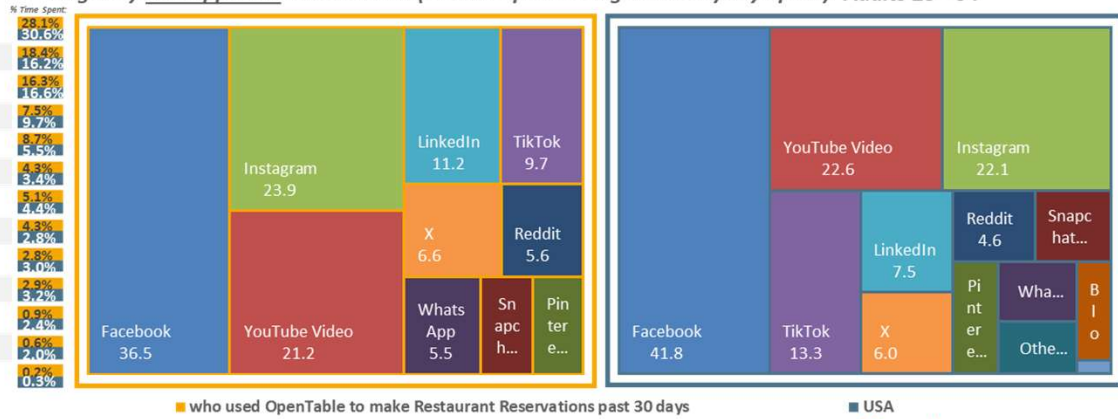
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,283  
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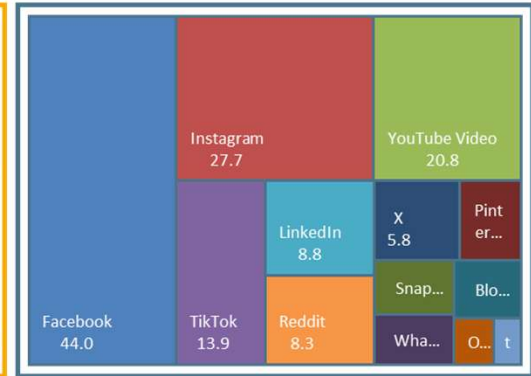
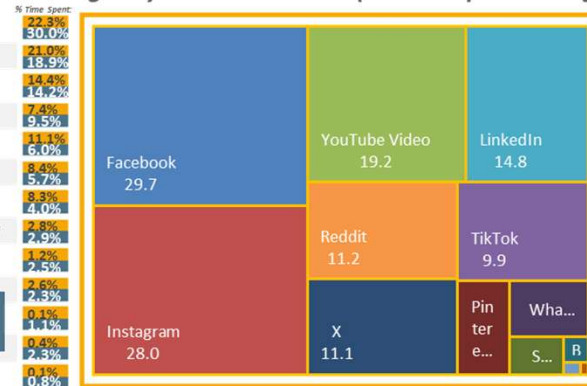
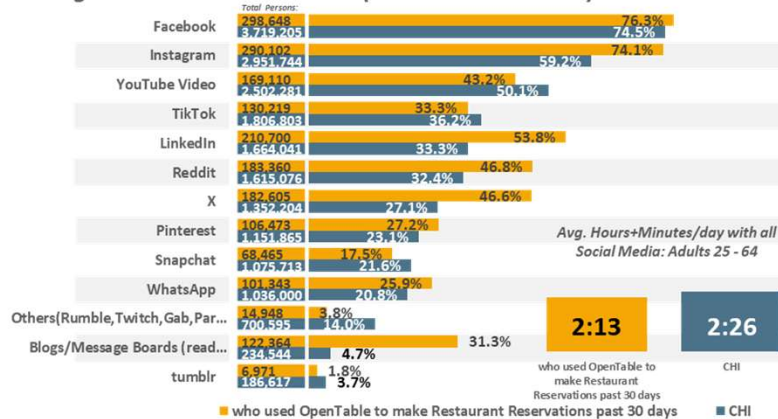
[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]



283,869 or 72.5% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days use Ad-Supported Facebook for an average of 31.1 minutes every day representing 27.9% of all time spent daily with Ad-Supported Social Media.

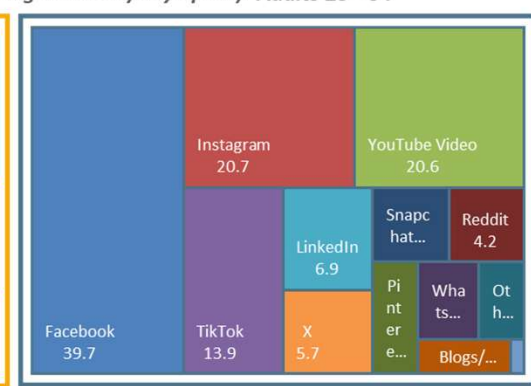
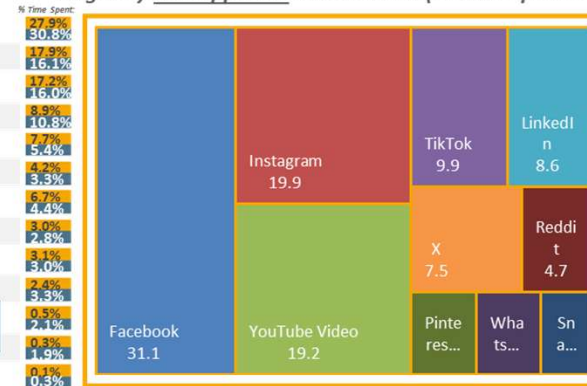
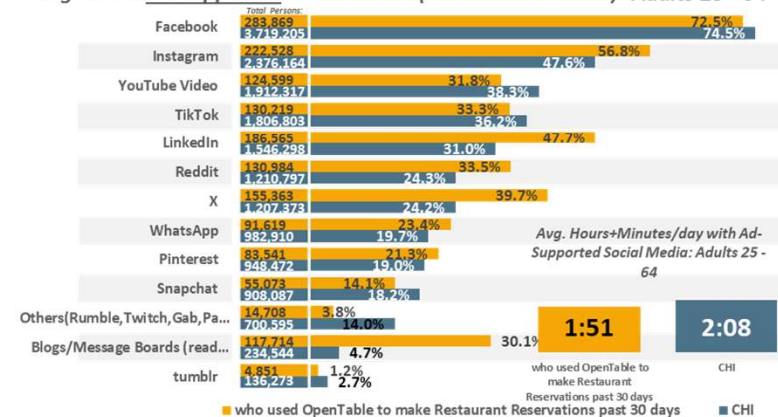
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64

Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64

Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



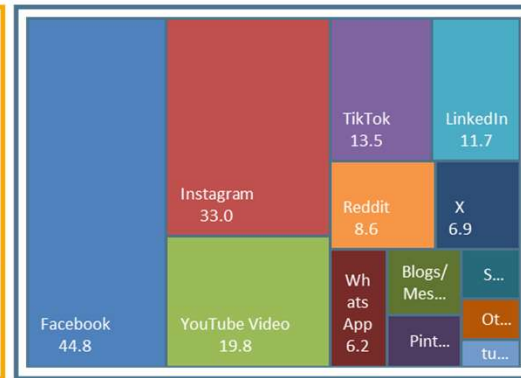
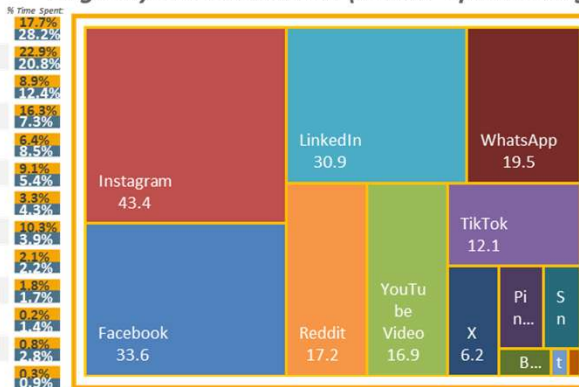
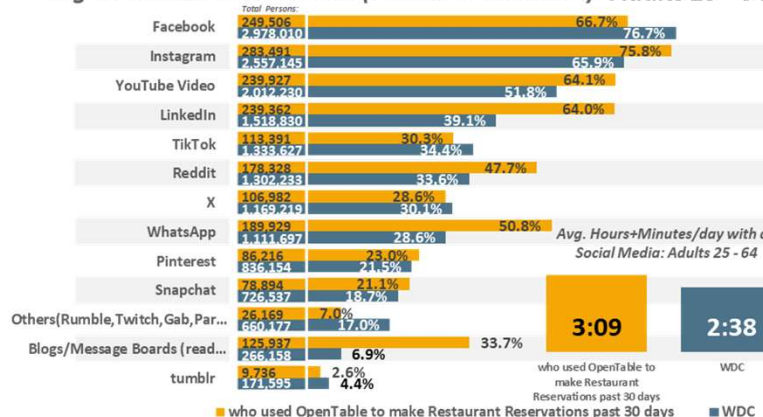




249,506 or 66.7% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days use Ad-Supported Facebook for an average of 46.3 minutes every day representing 27.1% of all time spent daily with Ad-Supported Social Media.

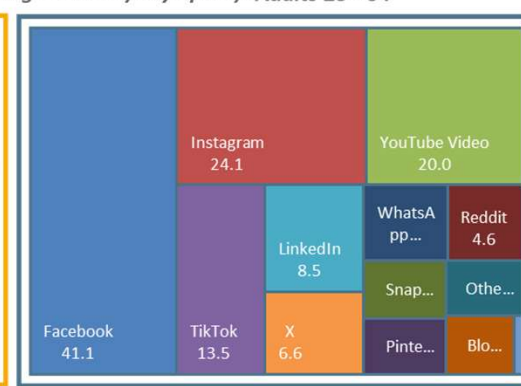
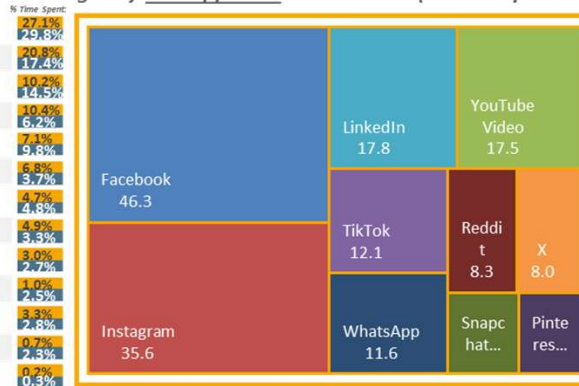
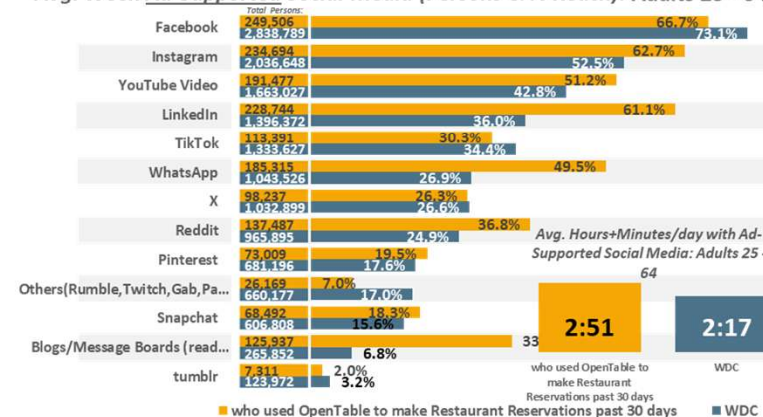
**Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64**

**Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**



**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64**

**Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 617  
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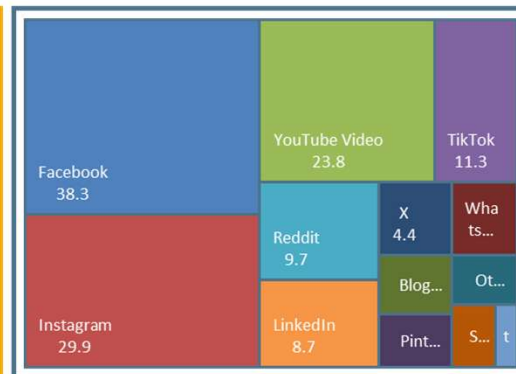
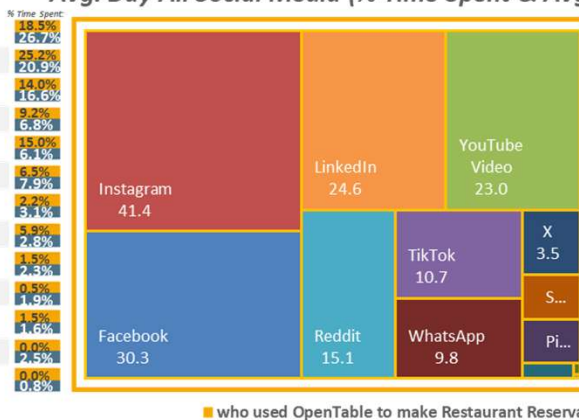
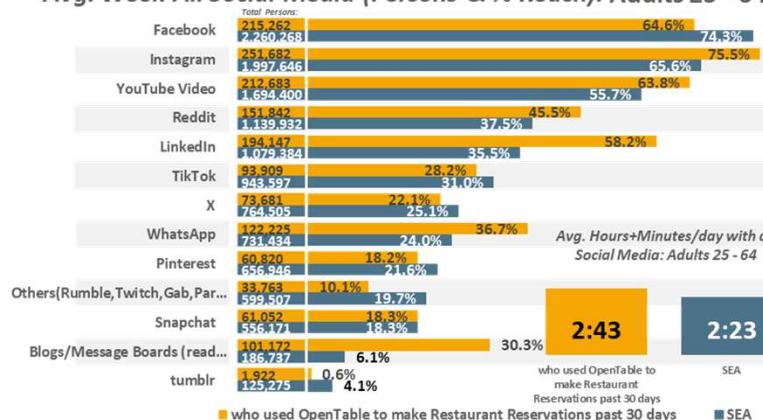
[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]



215,262 or 64.6% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days use Ad-Supported Facebook for an average of 36.5 minutes every day representing 27.3% of all time spent daily with Ad-Supported Social Media.

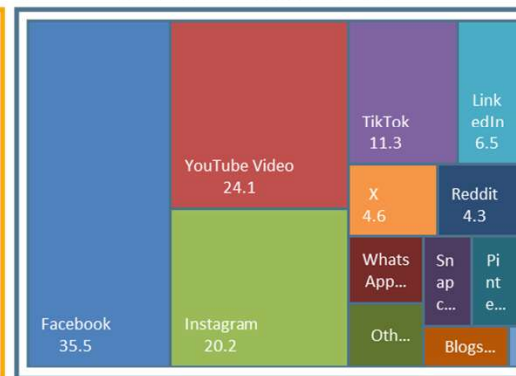
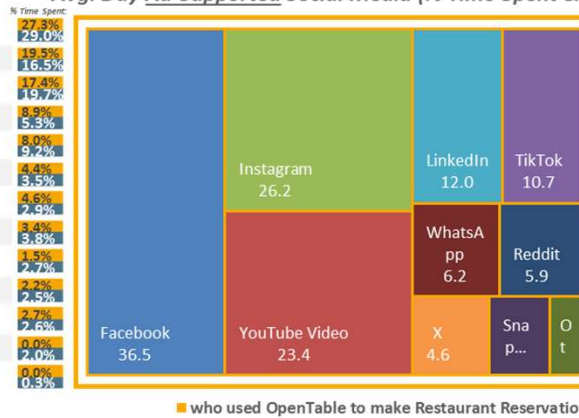
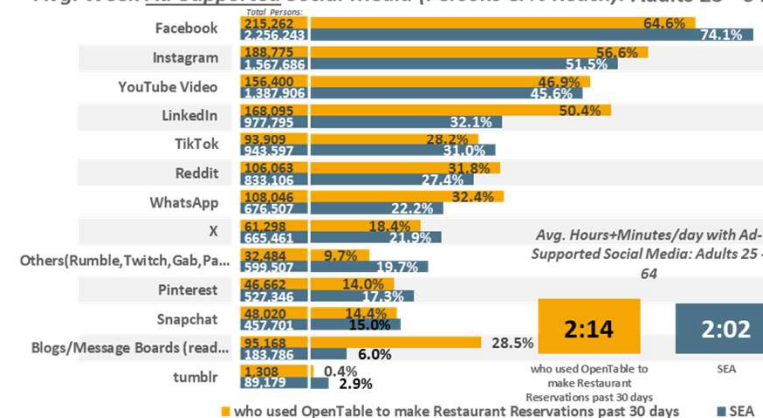
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64

Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64

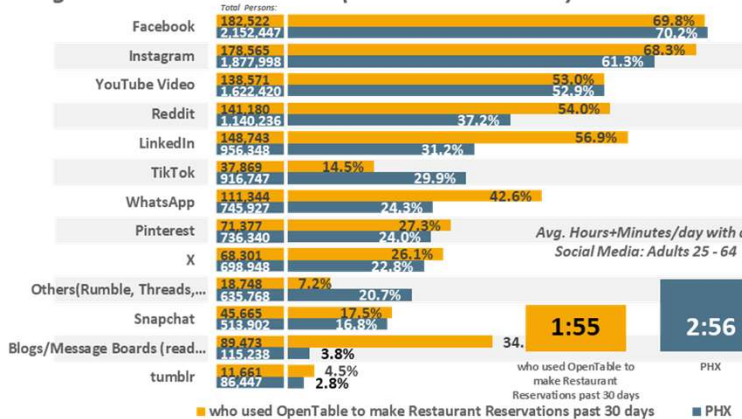
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



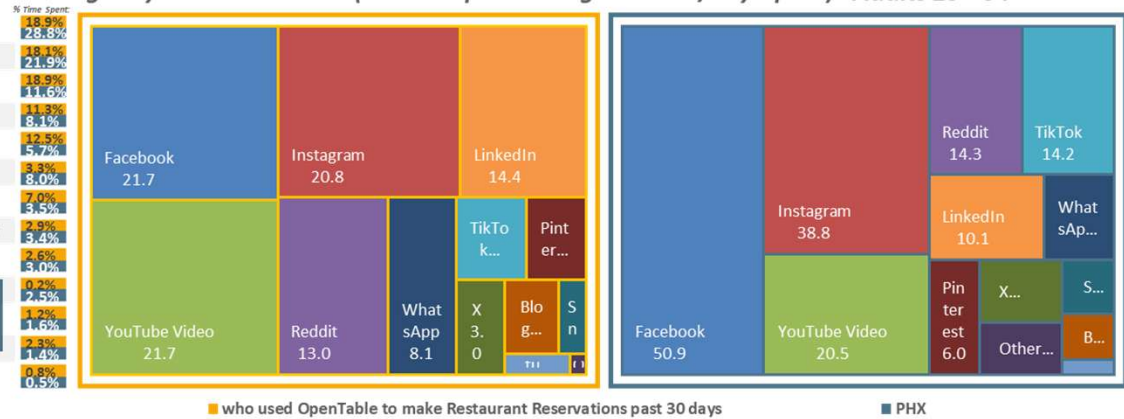


182,522 or 69.8% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days use Ad-Supported Facebook for an average of 25.7 minutes every day representing 26.4% of all time spent daily with Ad-Supported Social Media.

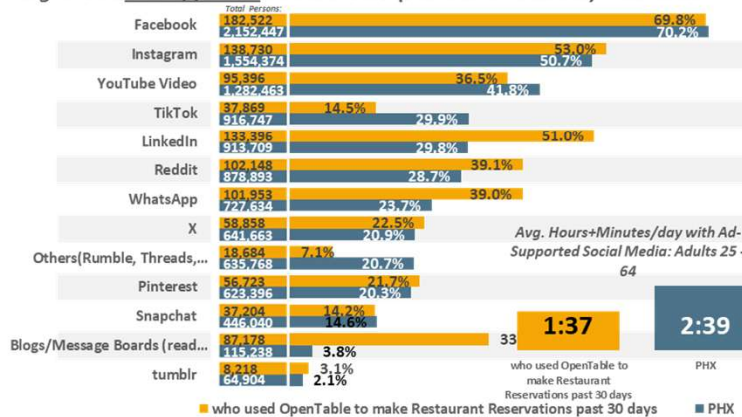
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



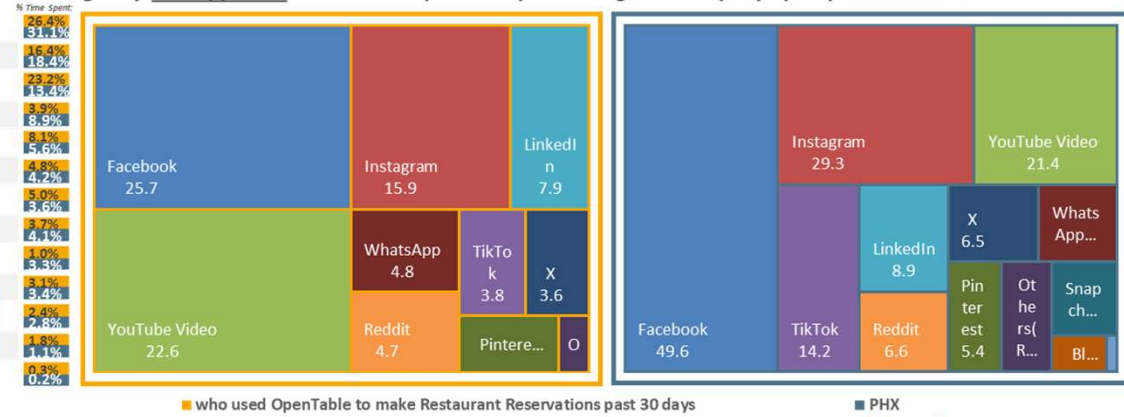
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 220  
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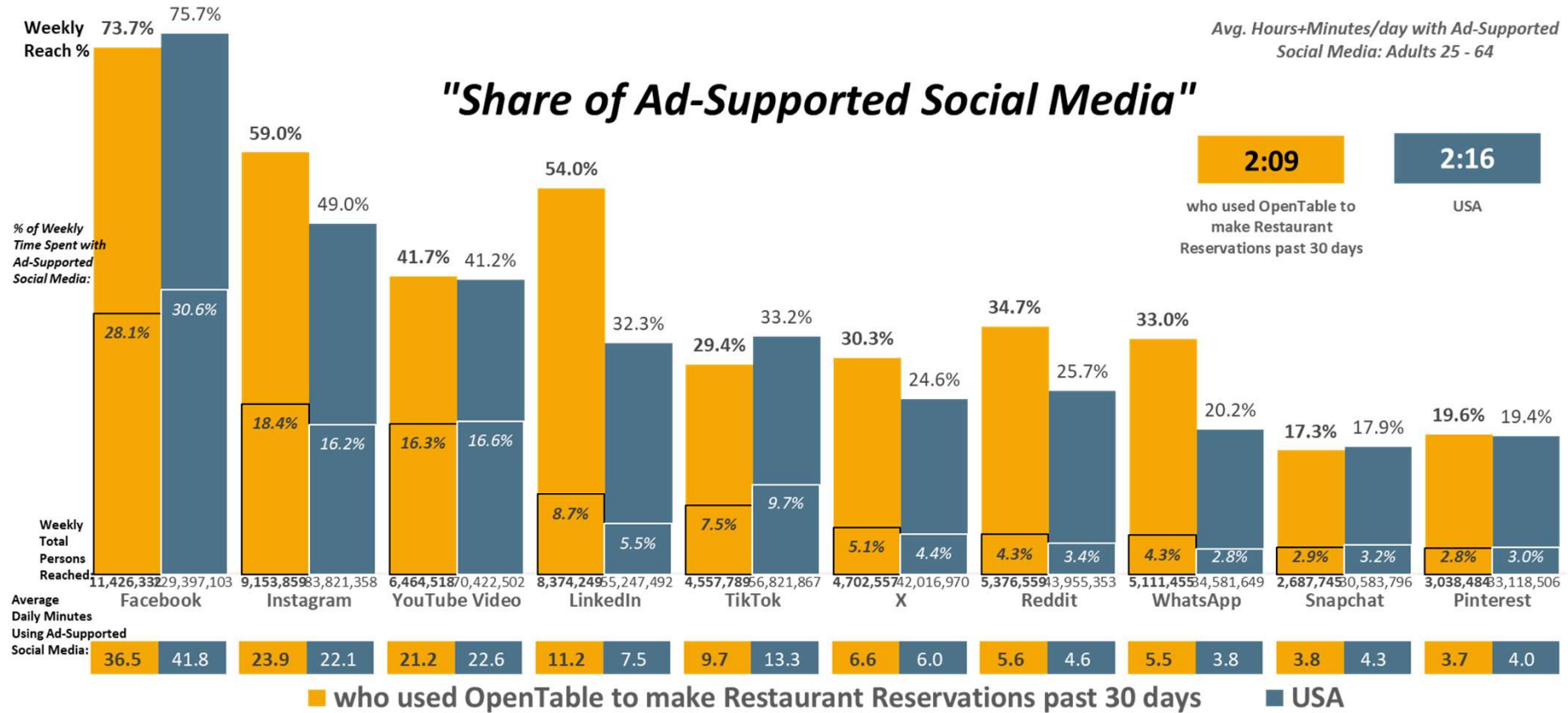
[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]





11,426,332 or 73.7% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days use Ad-Supported Facebook for an average of 36.5 minutes every day representing 28.1% of all time spent daily with Ad-Supported Social Media.

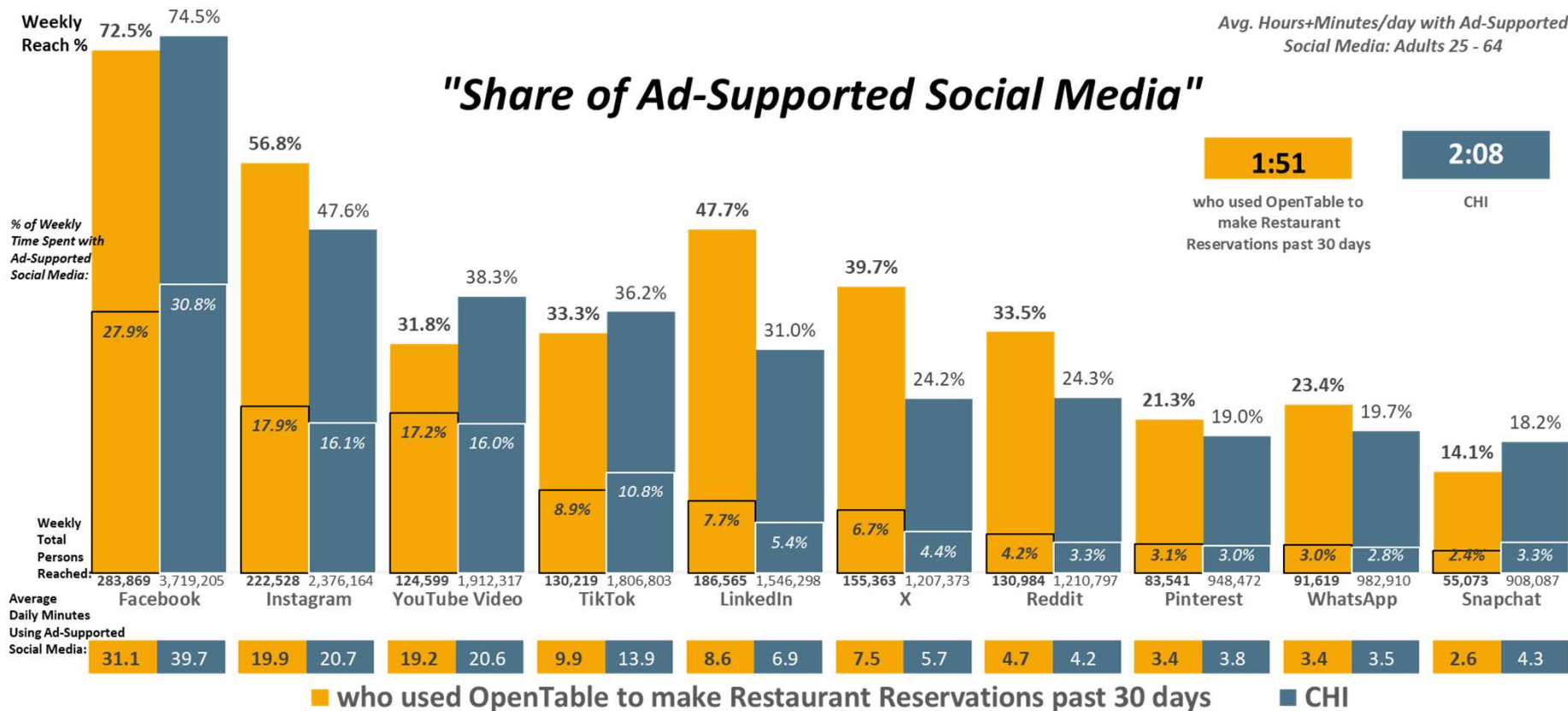
## "Share of Ad-Supported Social Media"





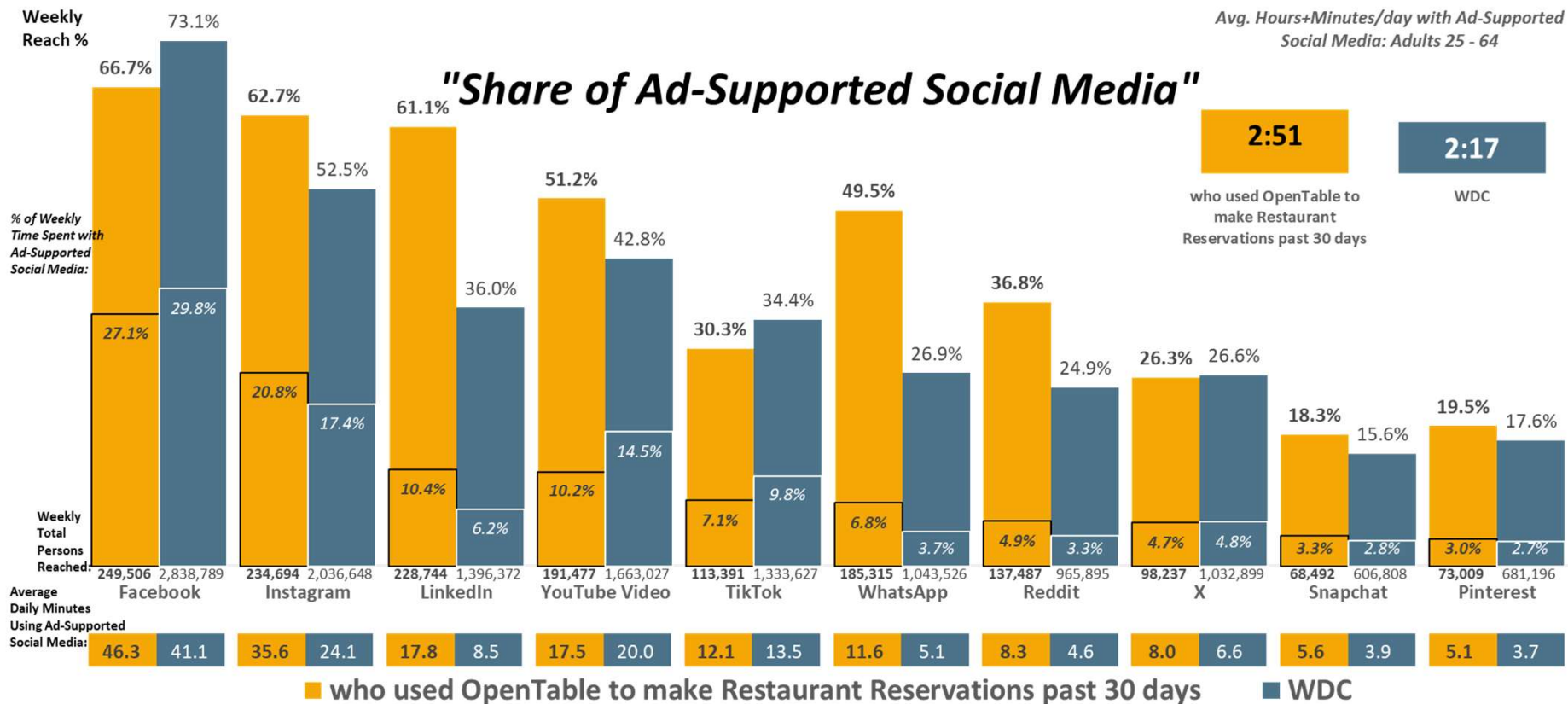
283,869 or 72.5% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days use Ad-Supported Facebook for an average of 31.1 minutes every day representing 27.9% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"





249,506 or 66.7% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days use Ad-Supported Facebook for an average of 46.3 minutes every day representing 27.1% of all time spent daily with Ad-Supported Social Media.



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 617 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919  
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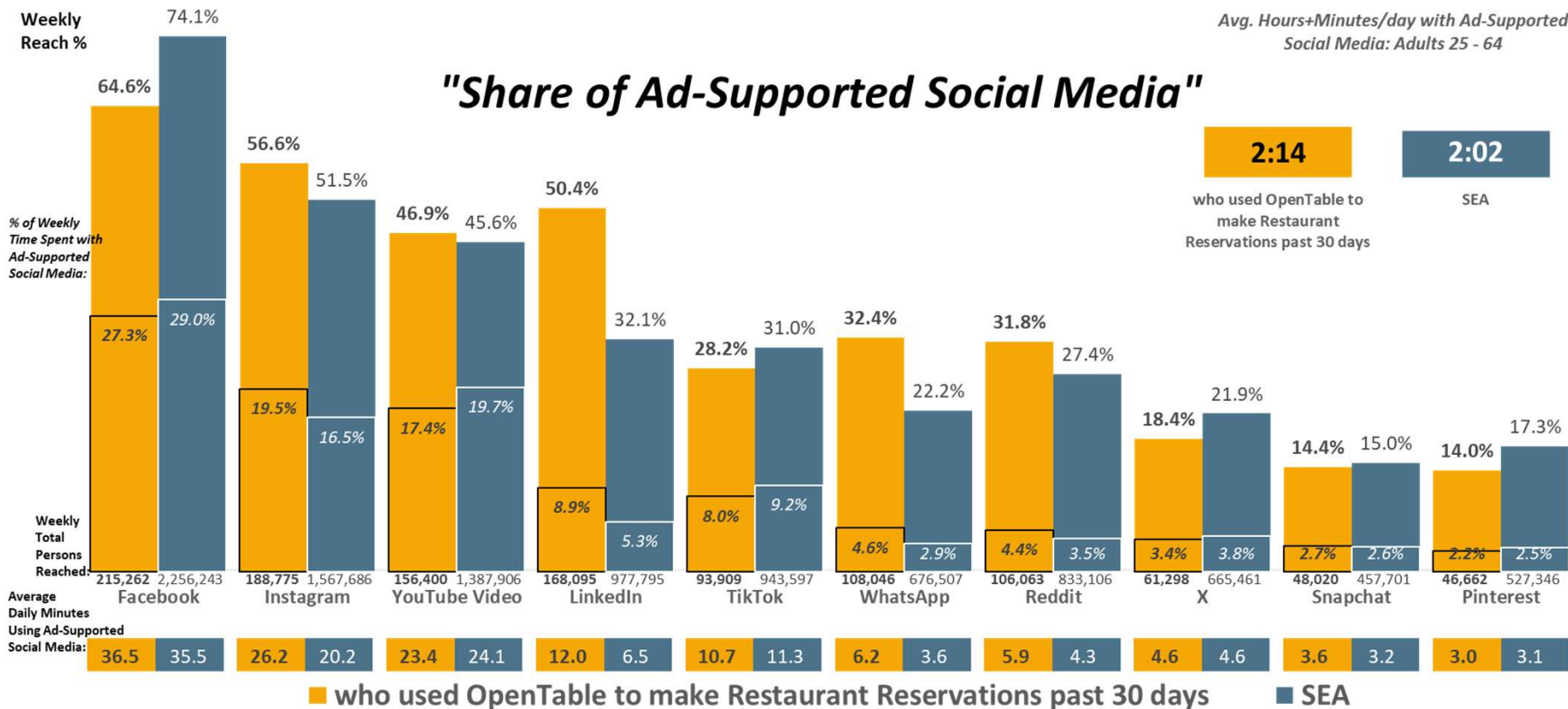
[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]





215,262 or 64.6% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days use Ad-Supported Facebook for an average of 36.5 minutes every day representing 27.3% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"



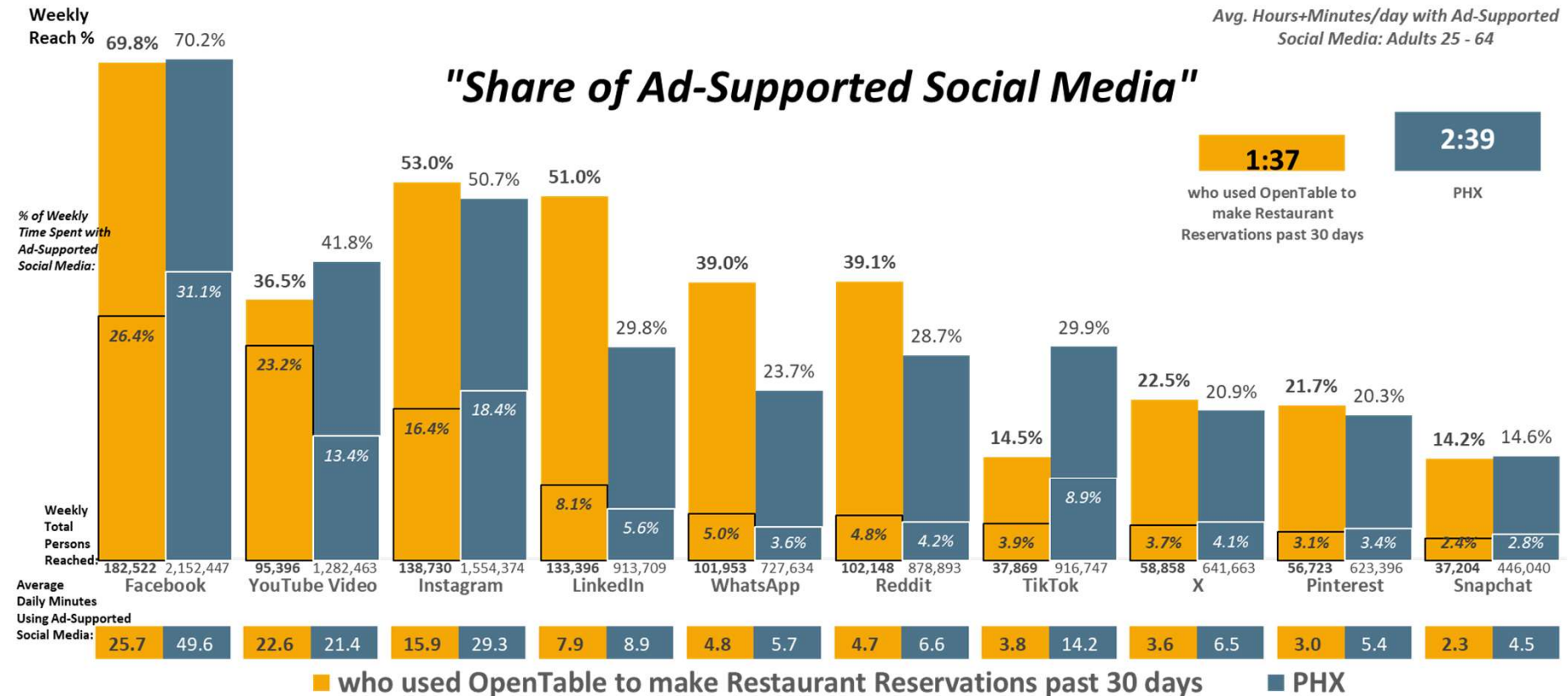
SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 388 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986  
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]



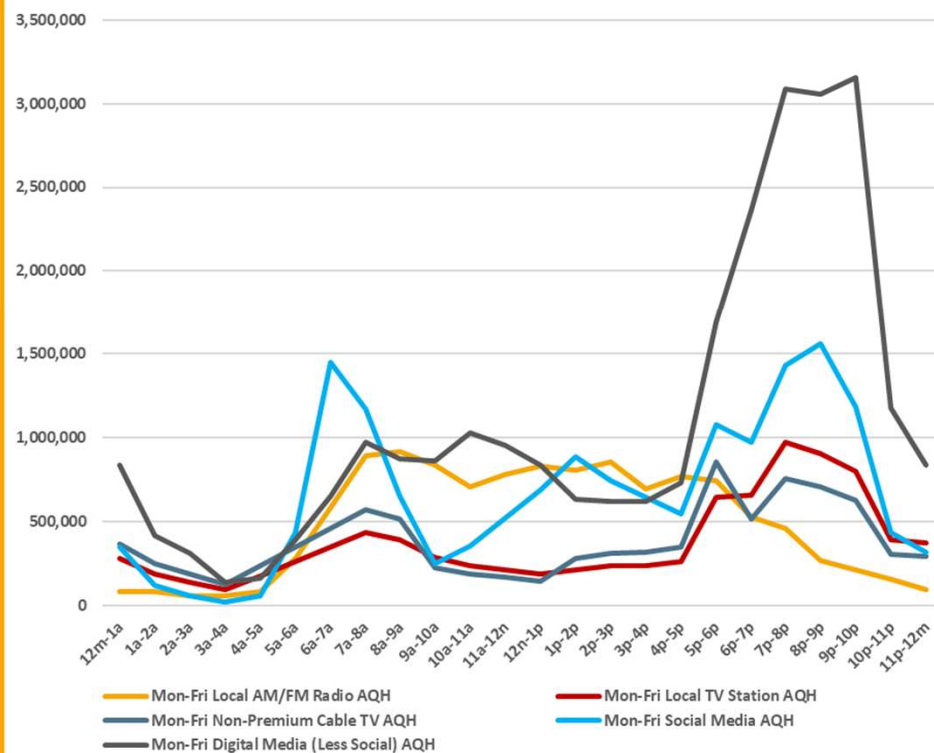
182,522 or 69.8% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days use Ad-Supported Facebook for an average of 25.7 minutes every day representing 26.4% of all time spent daily with Ad-Supported Social Media.



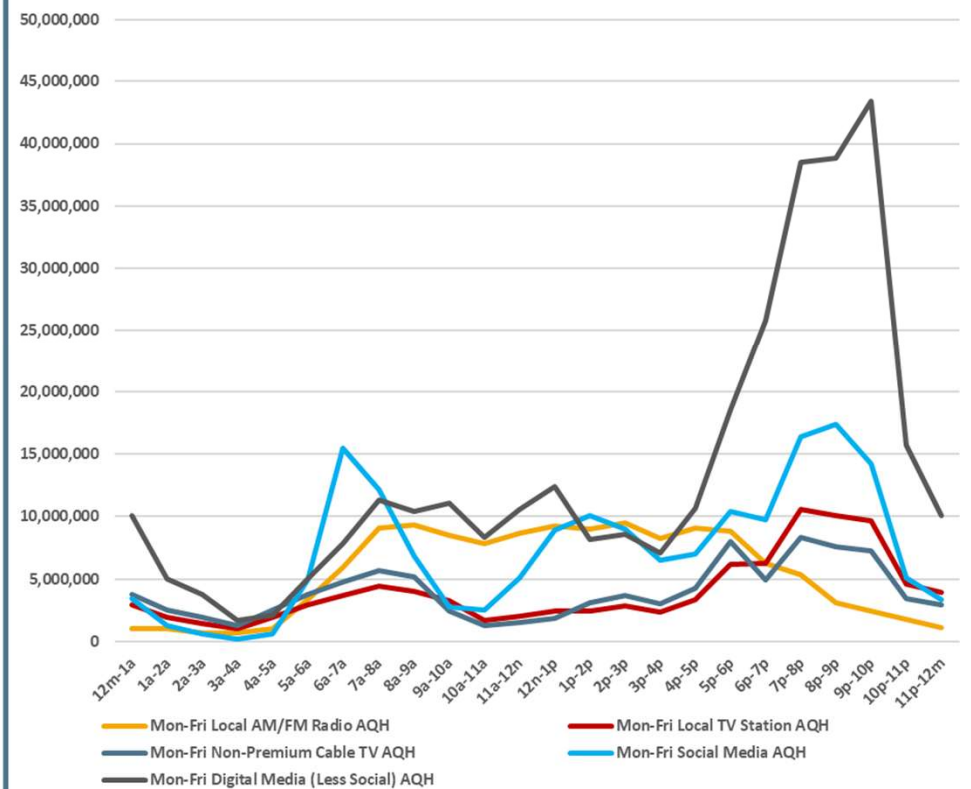


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 987,959;  
Social Media: 764,995; Local Radio: 764,961; Non-Prem. Cable: 376,835; Local TV: 334,049  
reaching Adults 25 - 64 who used OpenTable to make Restaurant Reservatio

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 25 - 64 who used OpenTable to make Restaurant  
Reservations past 30 days*



*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
USA Metro Area Adults 25 - 64*



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,283  
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]

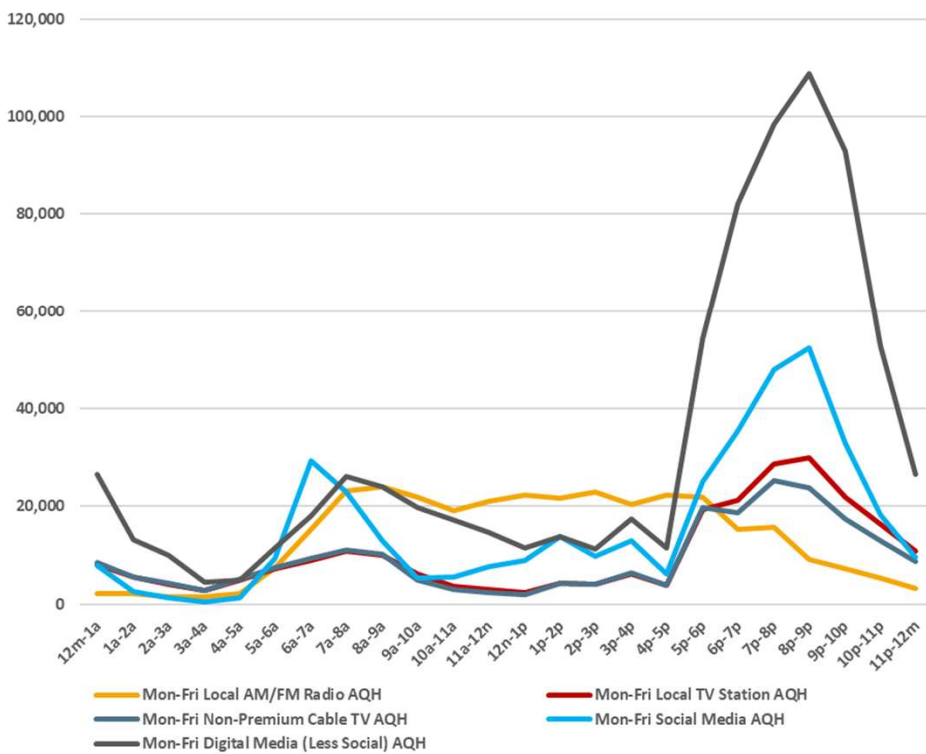
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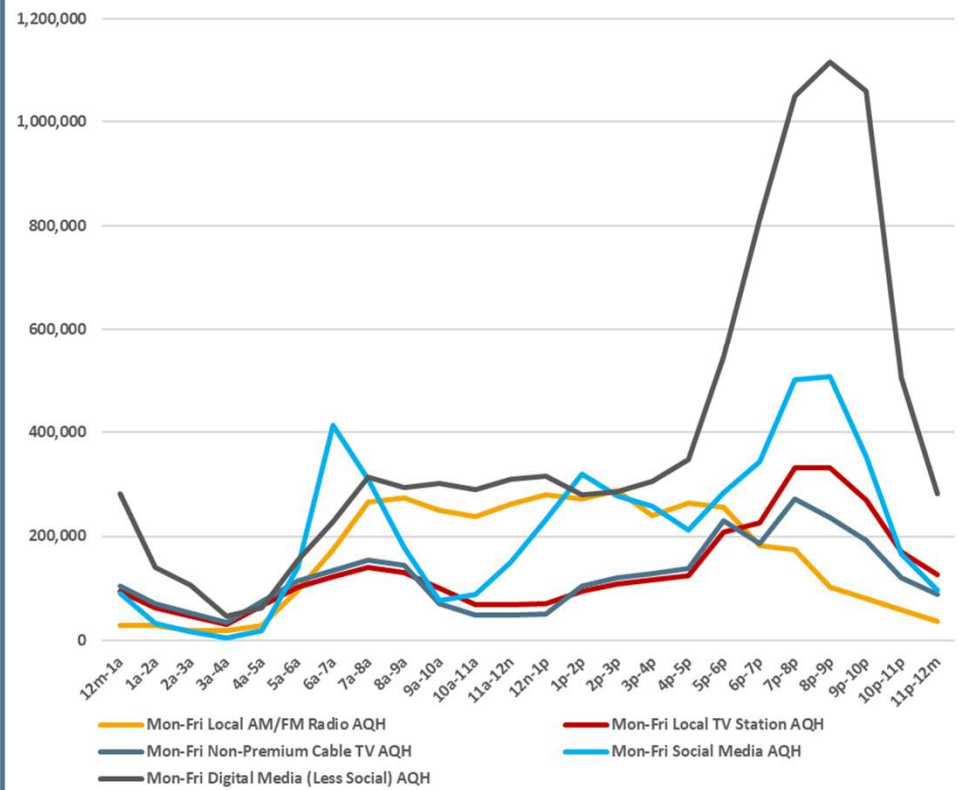


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 24,773;  
Local Radio: 20,909; Social Media: 15,084; Local TV: 7,999; Non-Prem. Cable: 7,711  
reaching Adults 25 - 64 who used OpenTable to make Restaurant Reservations past

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 25 - 64 who used OpenTable to make Restaurant  
Reservations past 30 days



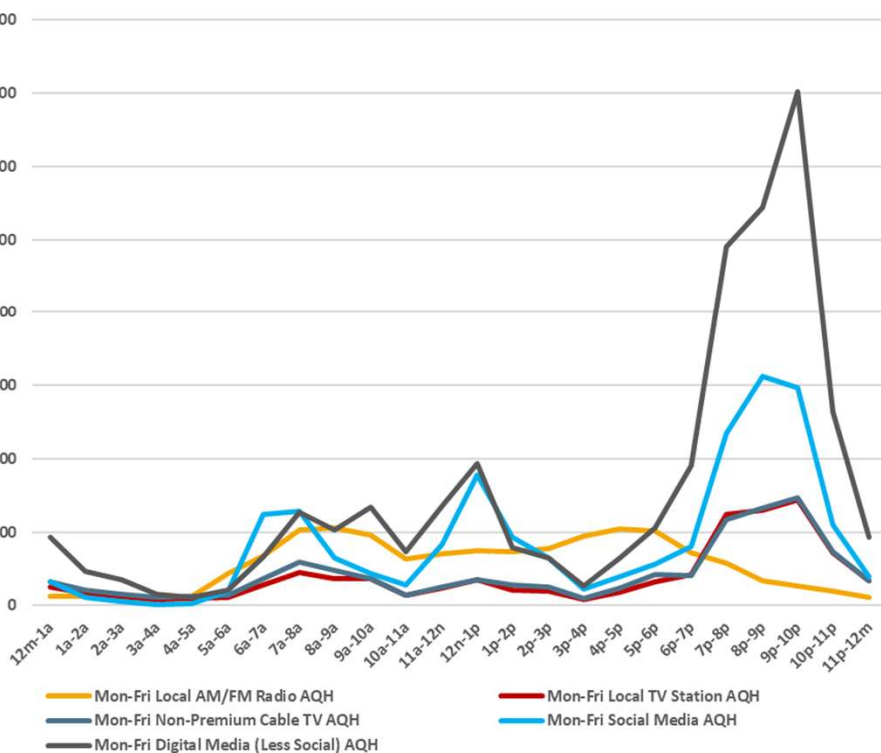
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
CHI Metro Area Adults 25 - 64



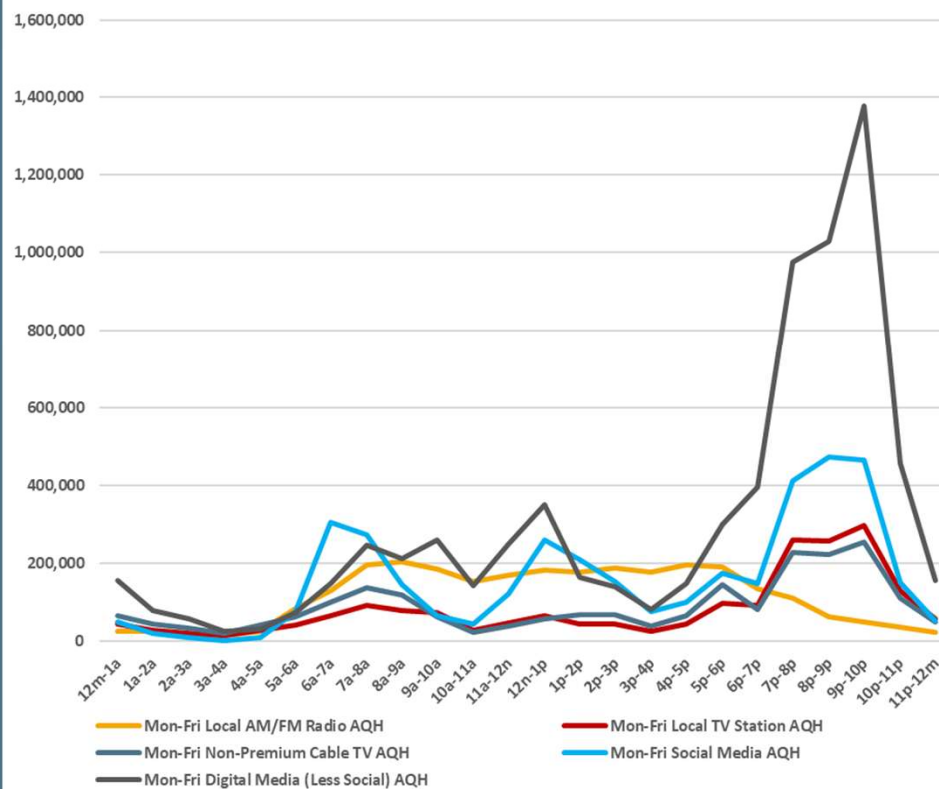


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 21,012;  
Local Radio: 16,966; Social Media: 15,511; Non-Prem. Cable: 6,560; Local TV: 5,600  
reaching Adults 25 - 64 who used OpenTable to make Restaurant Reservations past

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days**



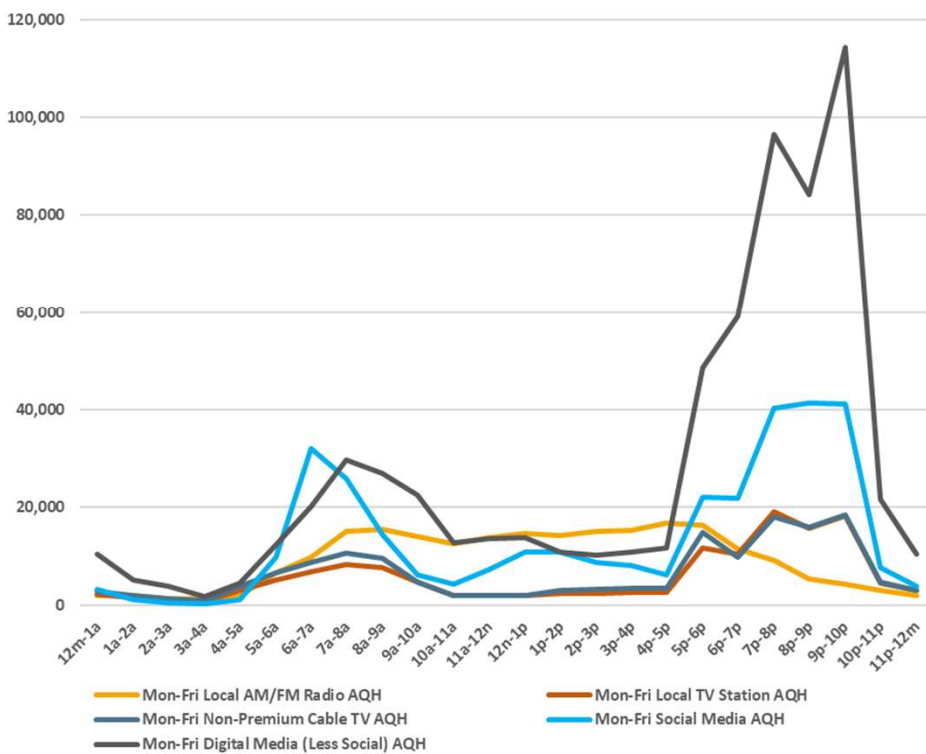
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**WDC DMA Adults 25 - 64**



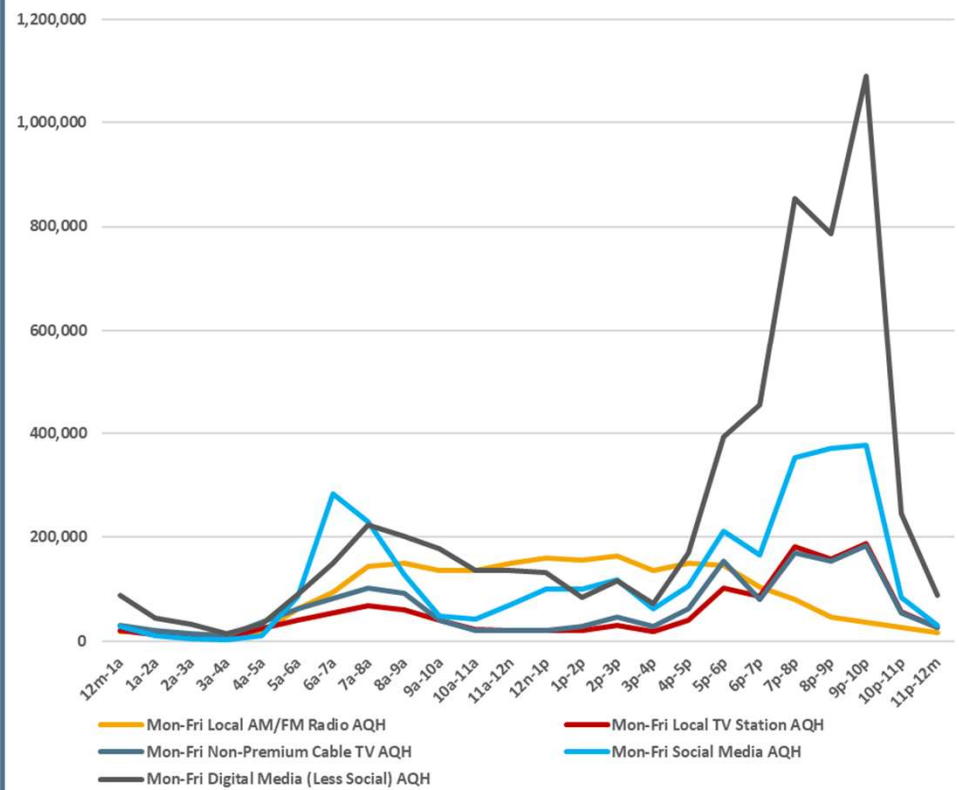


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 22,382;  
Local Radio: 14,204; Social Media: 13,742; Non-Prem. Cable: 5,918; Local TV: 5,012  
reaching Adults 25 - 64 who used OpenTable to make Restaurant Reservations past

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**Adults 25 - 64 who used OpenTable to make Restaurant**  
**Reservations past 30 days**



**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**SEA Metro Area Adults 25 - 64**

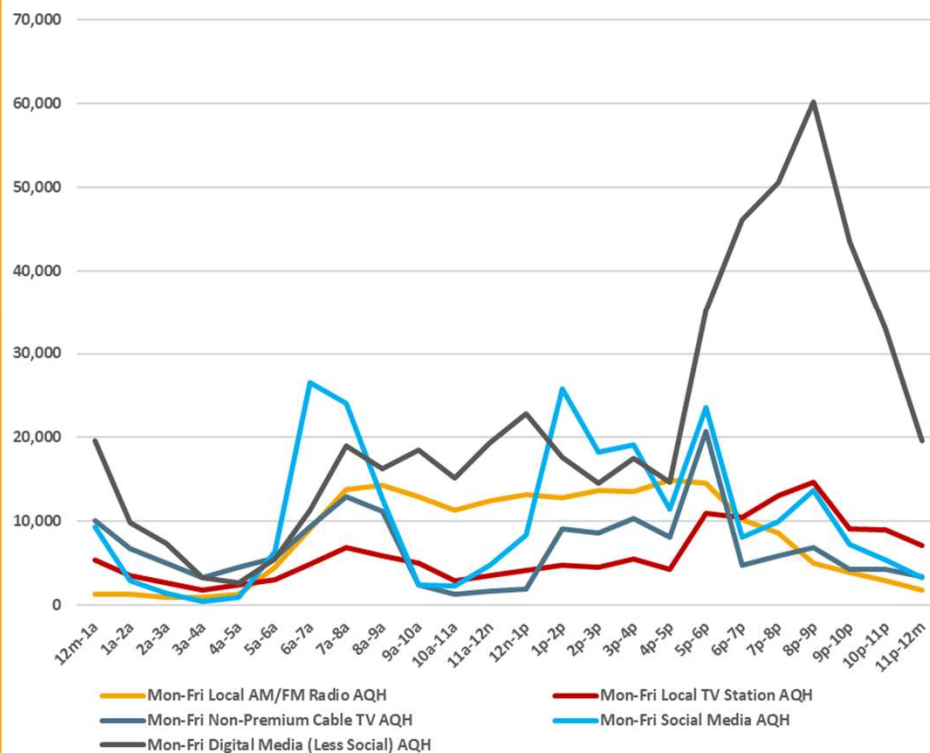




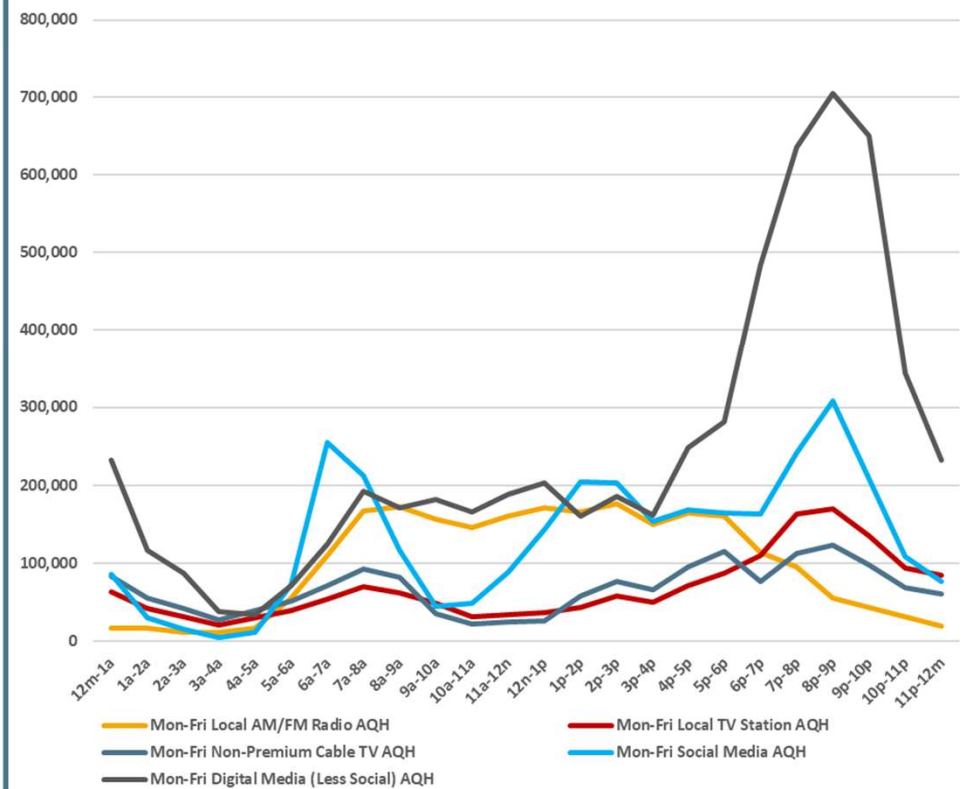


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 20,640;  
Social Media: 14,402; Local Radio: 12,844; Non-Prem. Cable: 7,862; Local TV: 5,703  
reaching Adults 25 - 64 who used OpenTable to make Restaurant Reservations past

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 25 - 64 who used OpenTable to make Restaurant  
Reservations past 30 days*



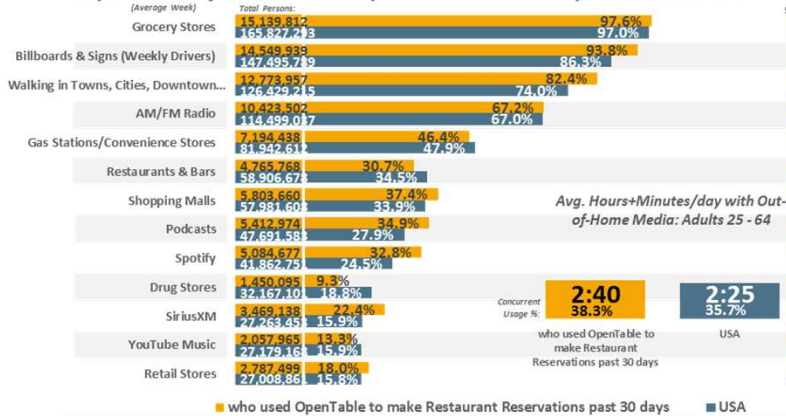
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
PHX Metro Area Adults 25 - 64*



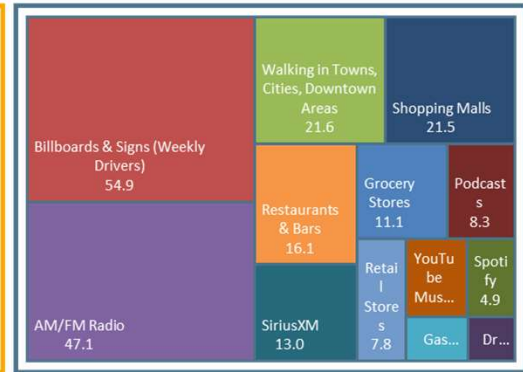
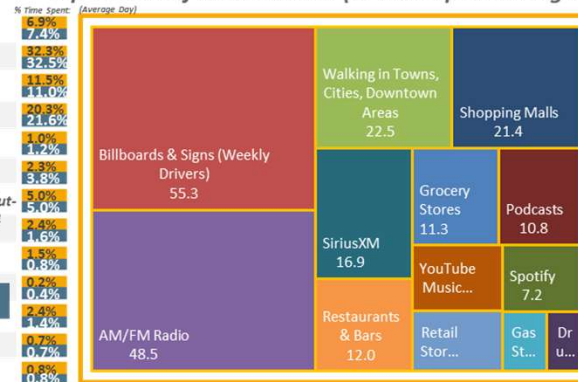


14,549,939 or 93.8% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an average of 55.3 minutes per day driving, seeing Billboards and Signs. 64.3% Listen to Local Radio Stations Out-of-Home for an average of 43.6 mi

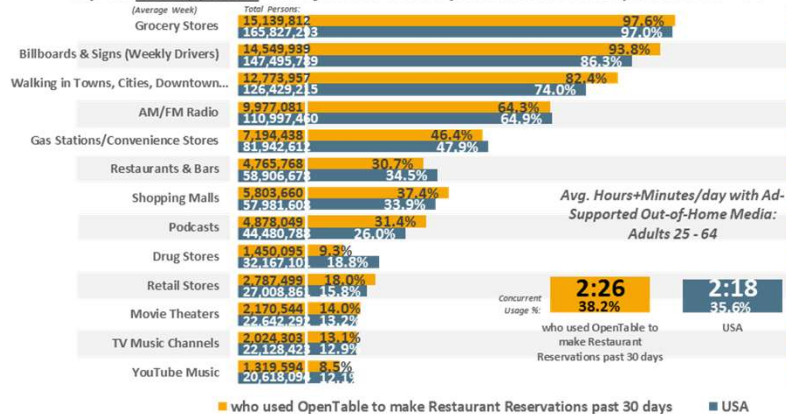
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



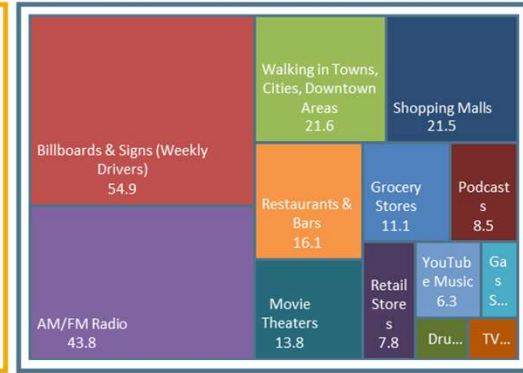
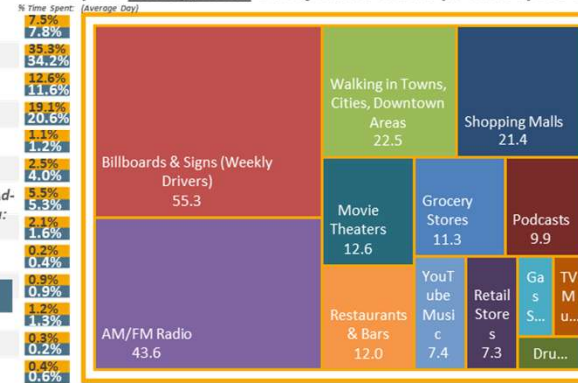
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



### Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



### Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,283  
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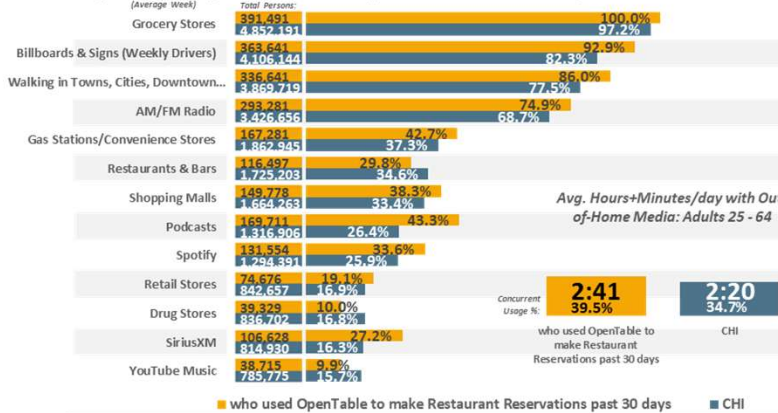
soeefa.ai Share of Everything for Anything

[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]

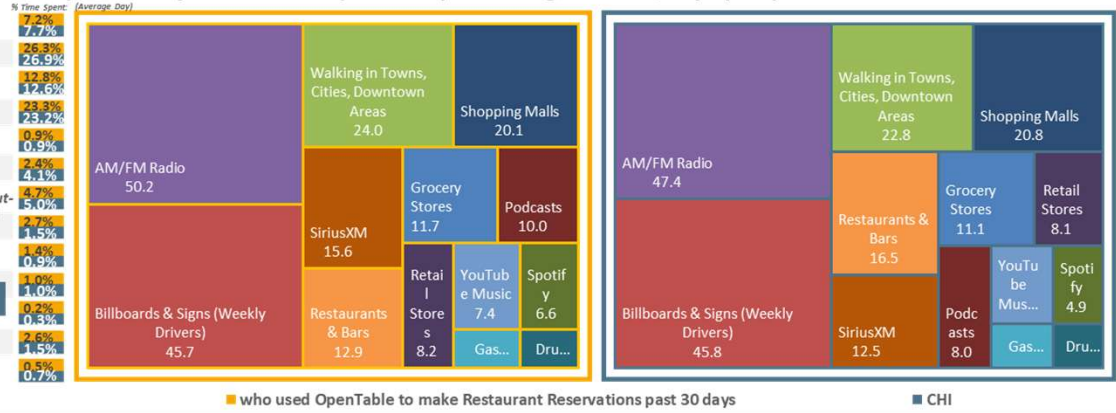


363,641 or 92.9% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an average of 45.7 minutes per day driving, seeing Billboards and Signs. 71.4% Listen to Local Radio Stations Out-of-Home for an average of 43.9 minutes

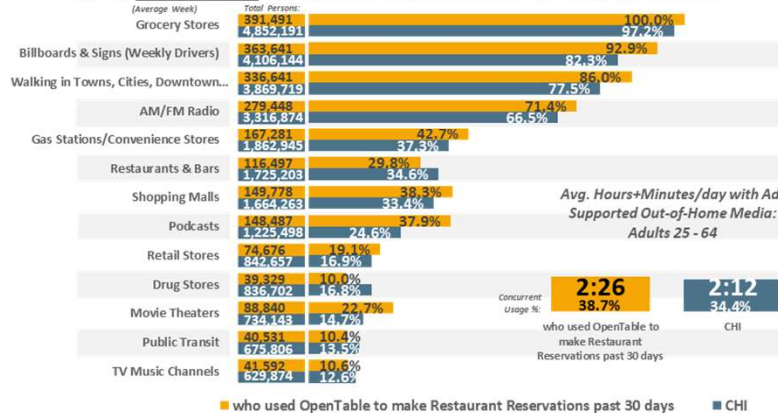
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



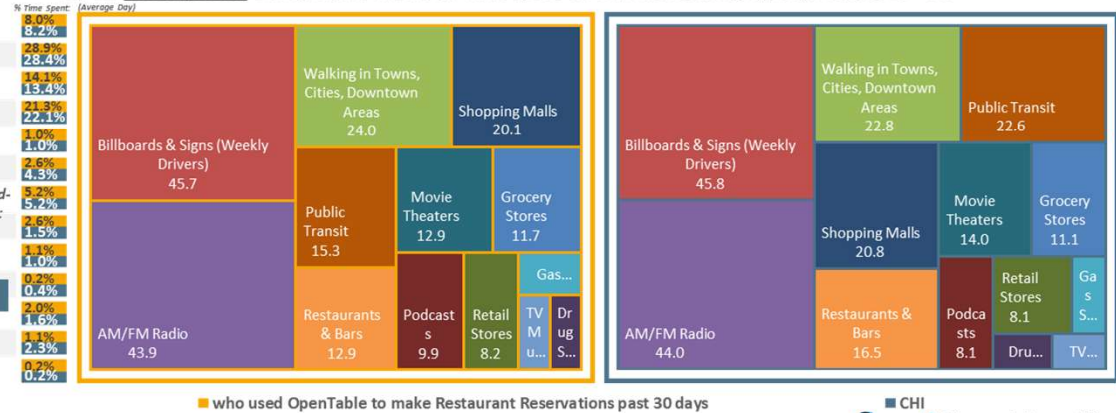
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



### Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



### Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 352  
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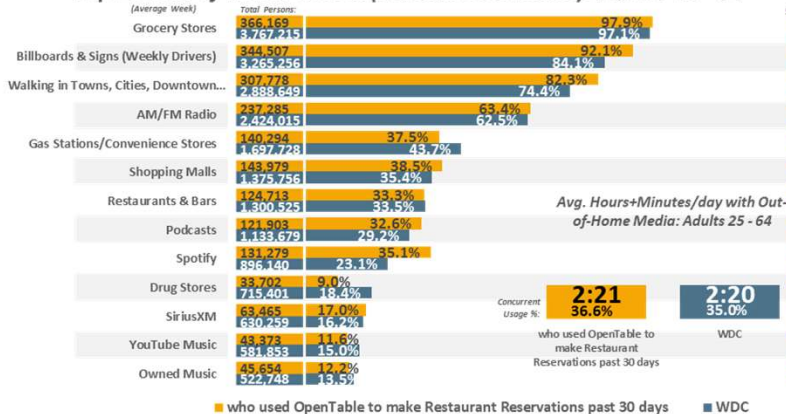
[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]



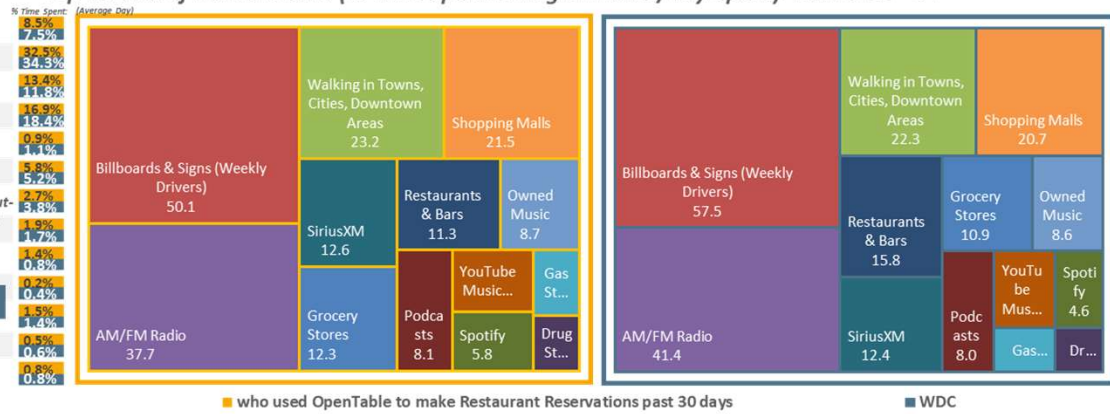


344,507 or 92.1% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an average of 50.1 minutes per day driving, seeing Billboards and Signs. 61.2% Listen to Local Radio Stations Out-of-Home for an average of 35. minute

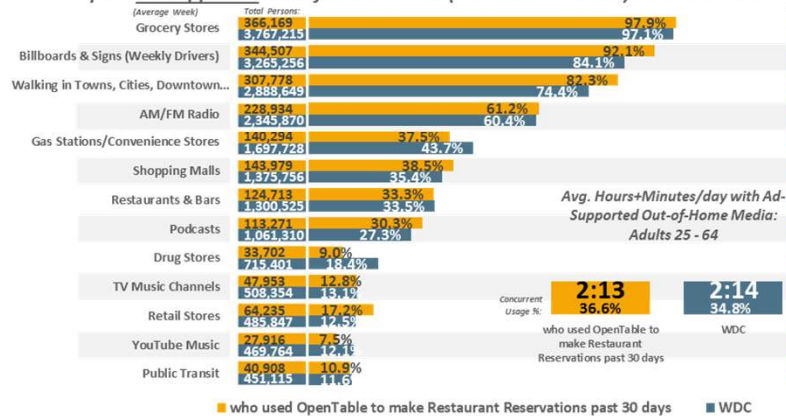
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



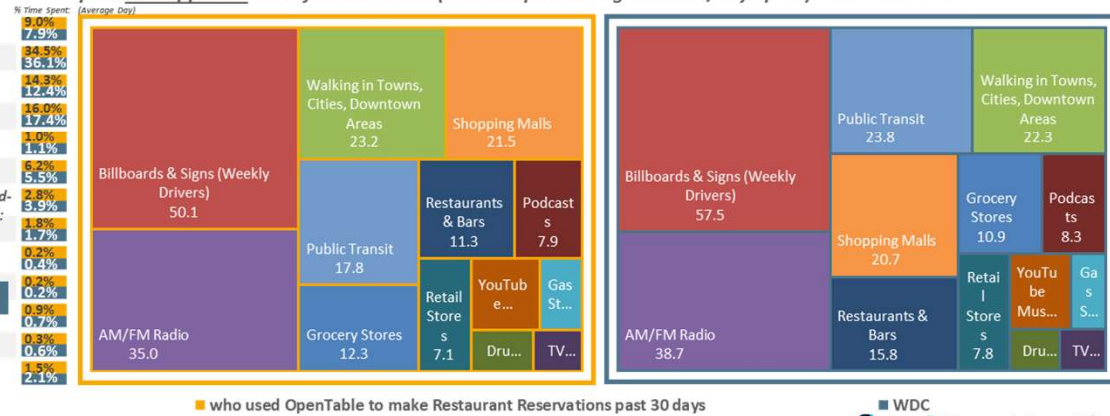
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



### Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



### Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 617  
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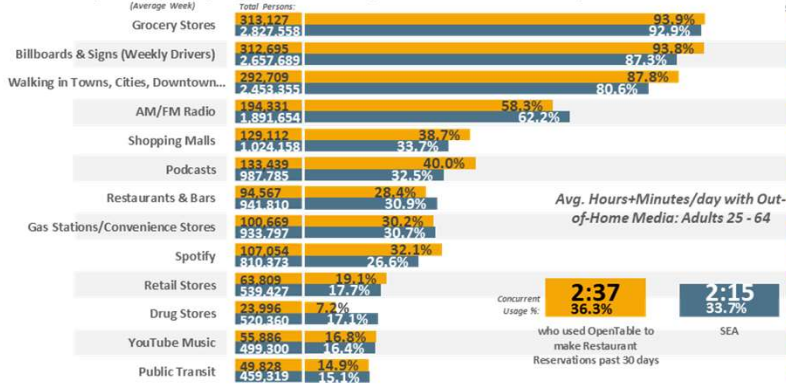
soefa.ai Share of Everything for Anything

[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]

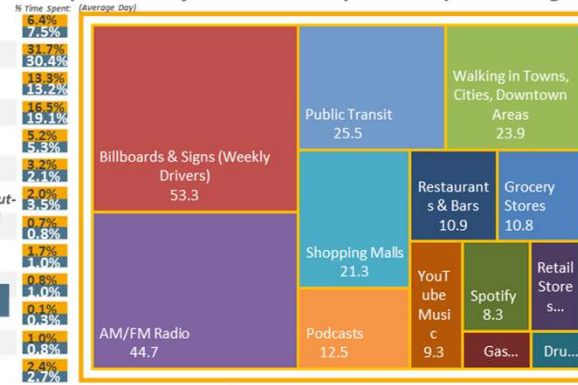


312,695 or 93.8% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an average of 53.3 minutes per day driving, seeing Billboards and Signs. 56.7% Listen to Local Radio Stations Out-of-Home for an average of 39.6 minutes

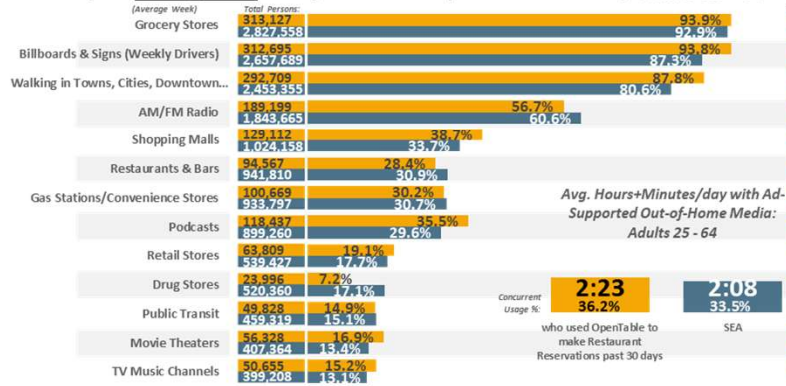
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



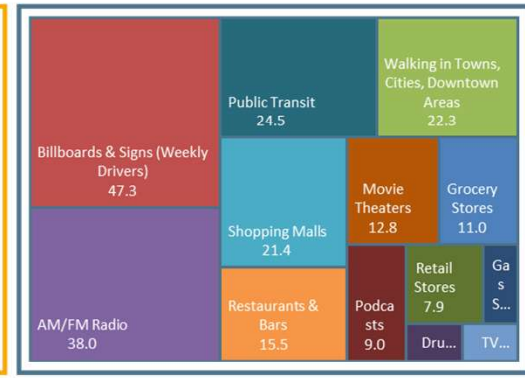
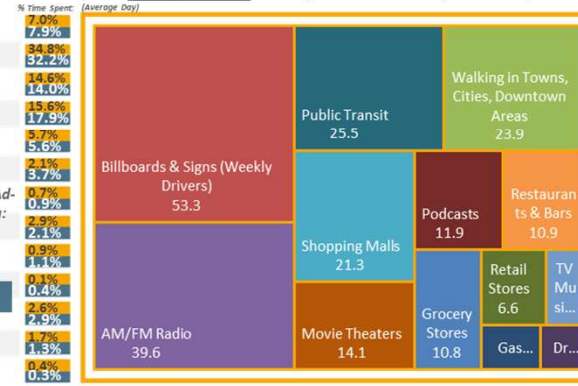
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



### Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



### Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

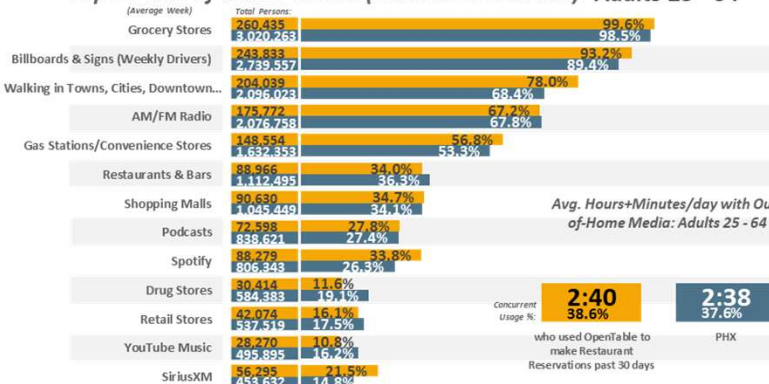




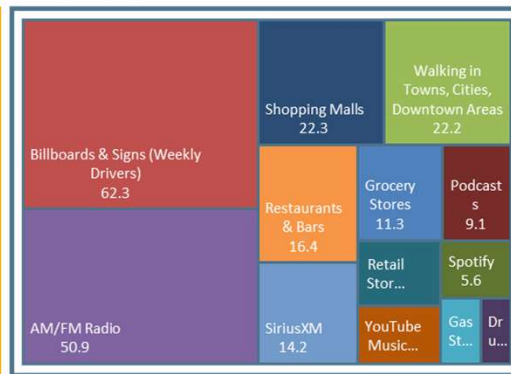
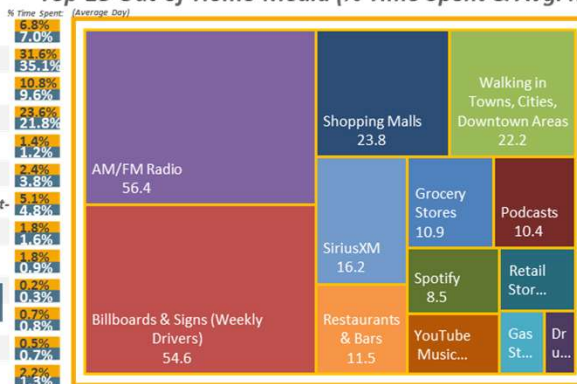


243,833 or 93.2% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an average of 54.6 minutes per day driving, seeing Billboards and Signs. 64.7% Listen to Local Radio Stations Out-of-Home for an average of 51.5 minutes

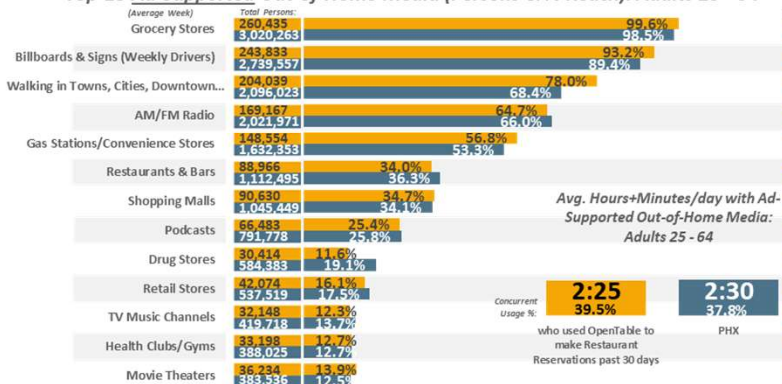
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



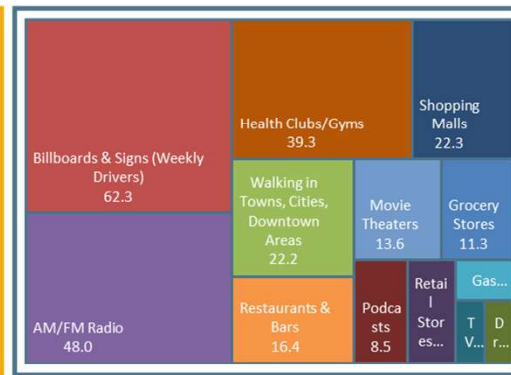
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



### Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



### Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 220  
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]



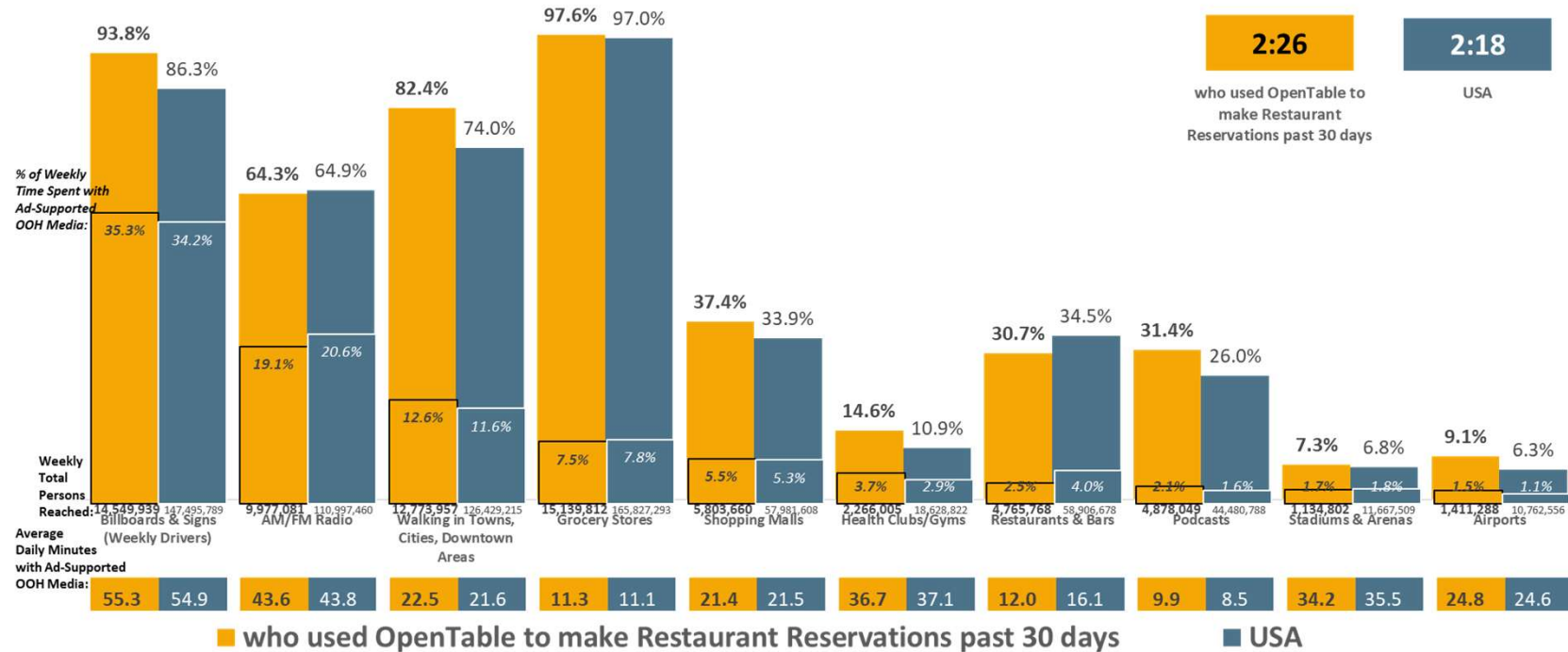


14,549,939 or 93.8% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an average of 55.3 minutes per day driving, seeing Billboards and Signs representing 35.3% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 64

Weekly Reach %

## "Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,283 Scarborough R1 2026: Sep24-Feb26 USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 25,257

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[(Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days)]

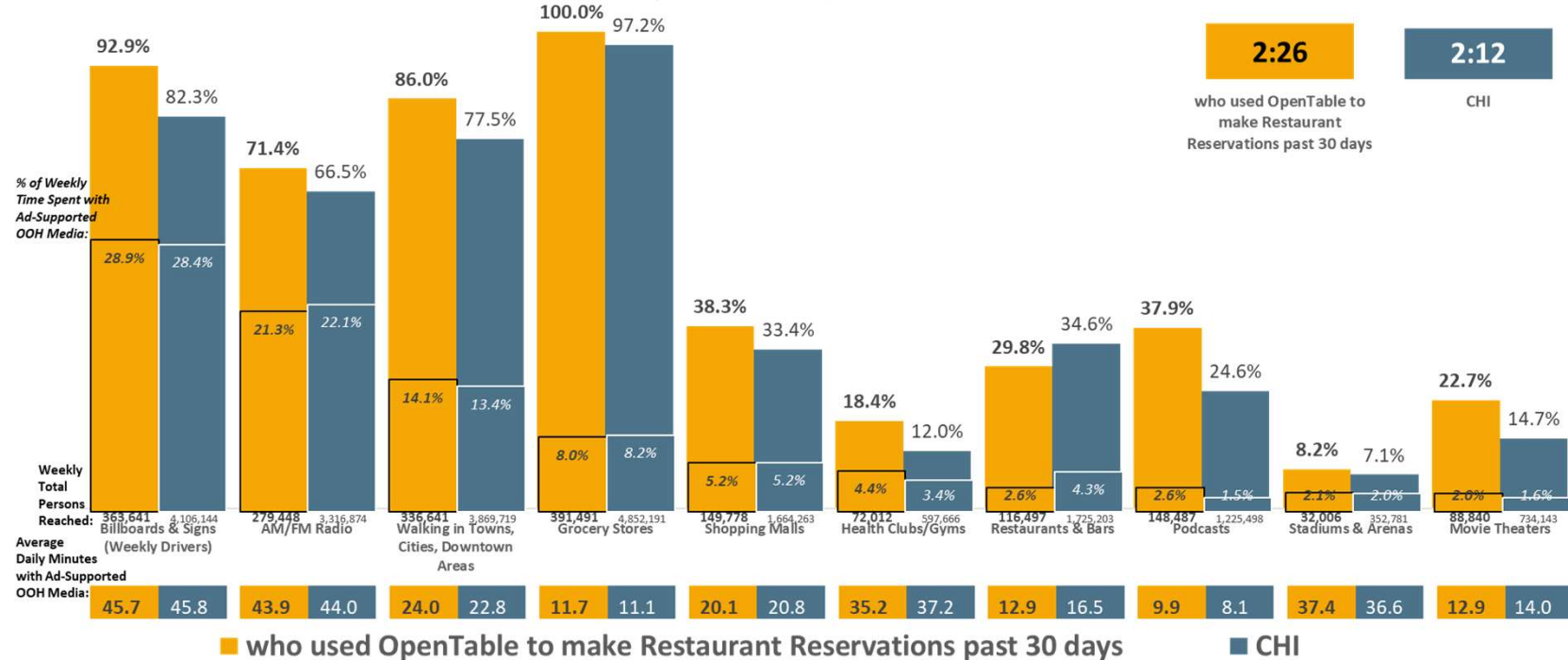


363,641 or 92.9% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an average of 45.7 minutes per day driving, seeing Billboards and Signs representing 28.9% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported  
Out-of-Home Media: Adults 25 - 64

Weekly  
Reach %

## "Share of Ad-Supported OOH Media"



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 352  
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[(Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days)]

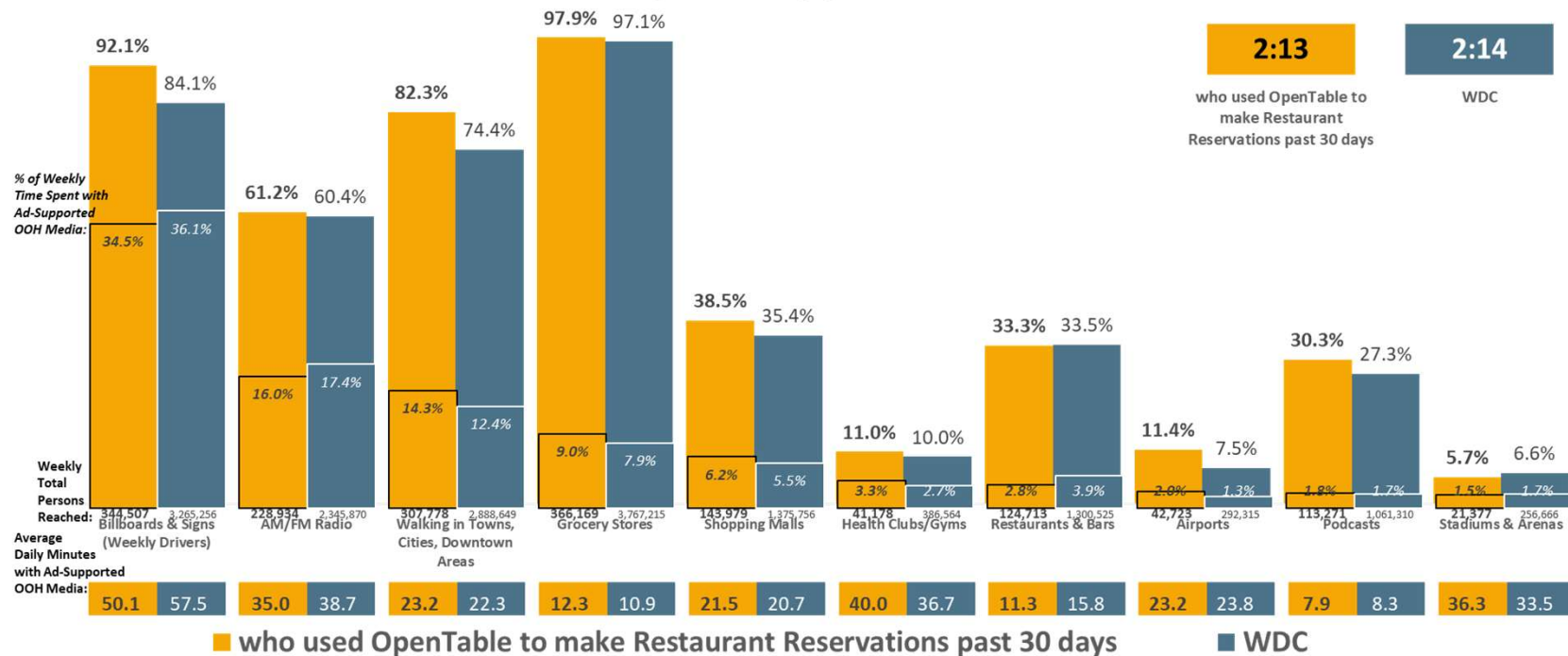


344,507 or 92.1% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an average of 50.1 minutes per day driving, seeing Billboards and Signs representing 34.5% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported  
Out-of-Home Media: Adults 25 - 64

Weekly  
Reach %

## "Share of Ad-Supported OOH Media"



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 617 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919  
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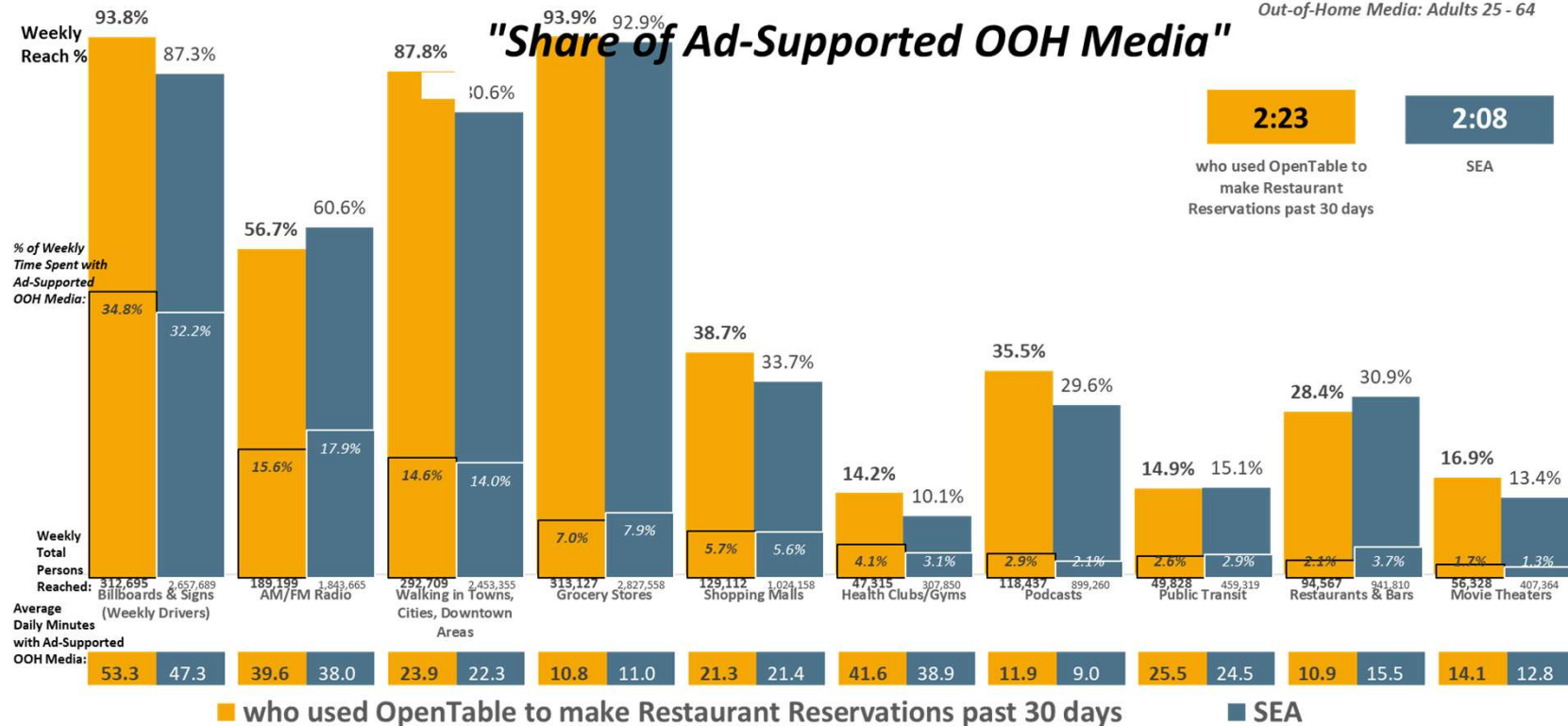
[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]





312,695 or 93.8% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an average of 53.3 minutes per day driving, seeing Billboards and Signs representing 34.8% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 64



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 388 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986  
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]

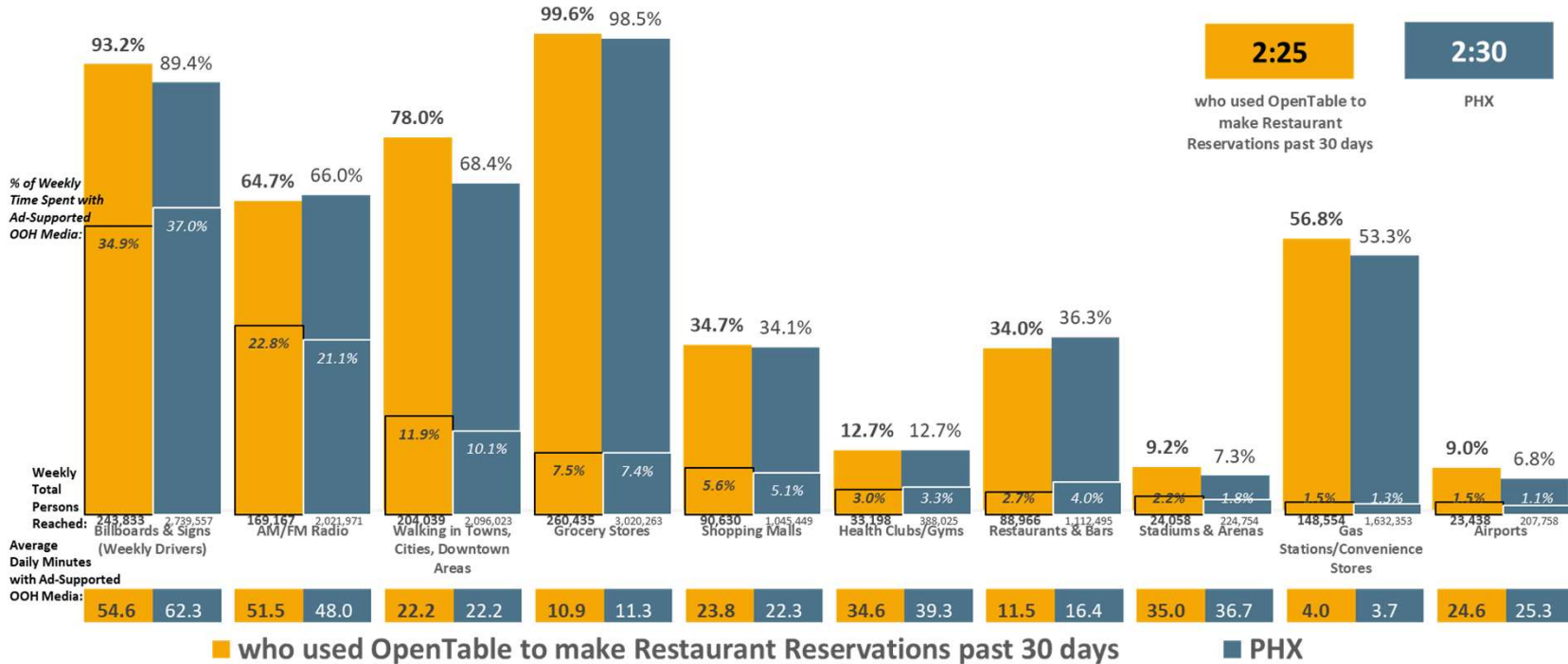


243,833 or 93.2% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an average of 54.6 minutes per day driving, seeing Billboards and Signs representing 34.9% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 64

Weekly Reach %

## "Share of Ad-Supported OOH Media"



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 220  
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PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

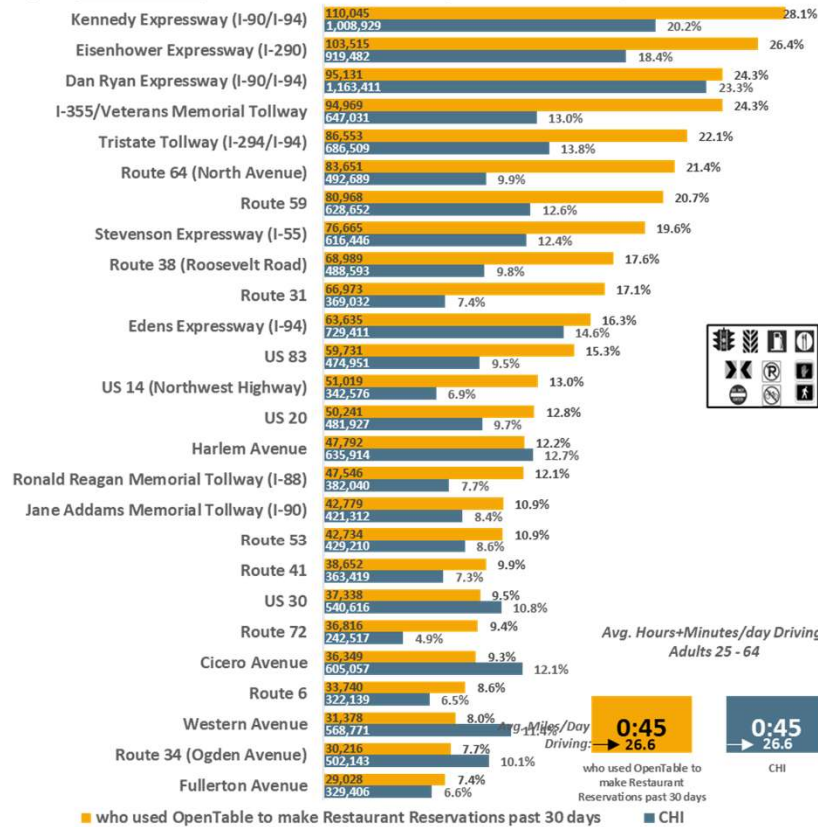
soefa.ai Share of Everything for Anything

[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]

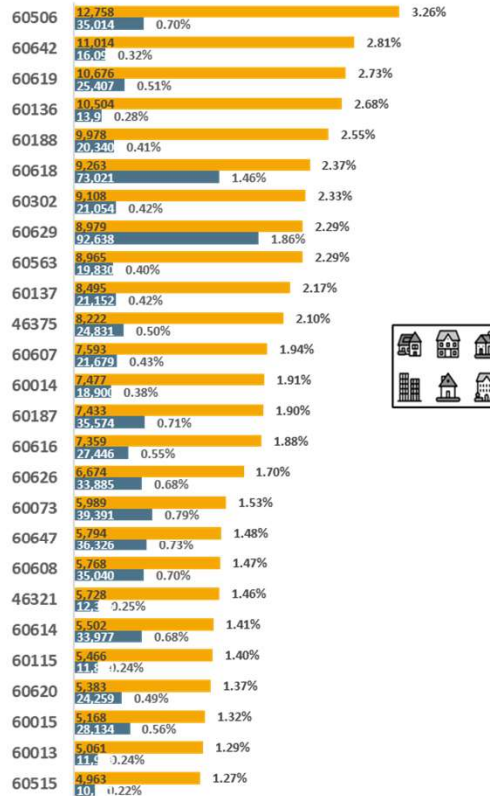


363,641 or 92.9% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an average of 45.7 minutes per day driving an average of 26.6 miles each day and are 131.3% more likely to use Route 31 than the Metro average.

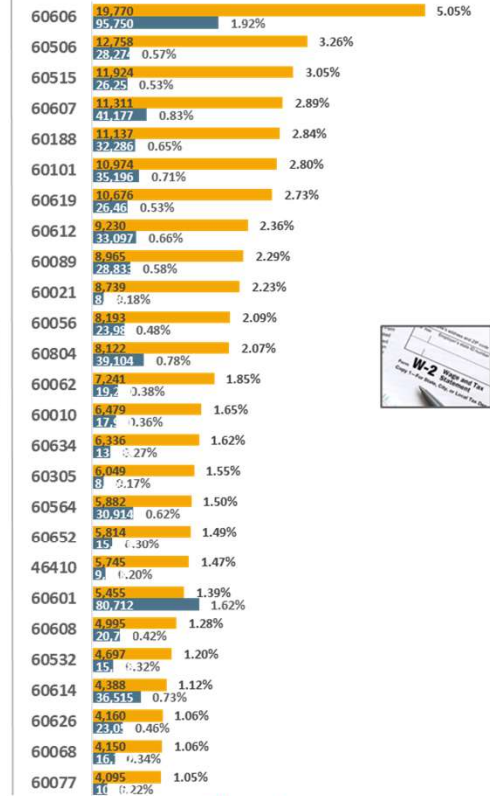
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64



#### Top-26 Residential Zip Codes: Adults 25 - 64



#### Top-26 Employment Zip Codes: Adults 25 - 64

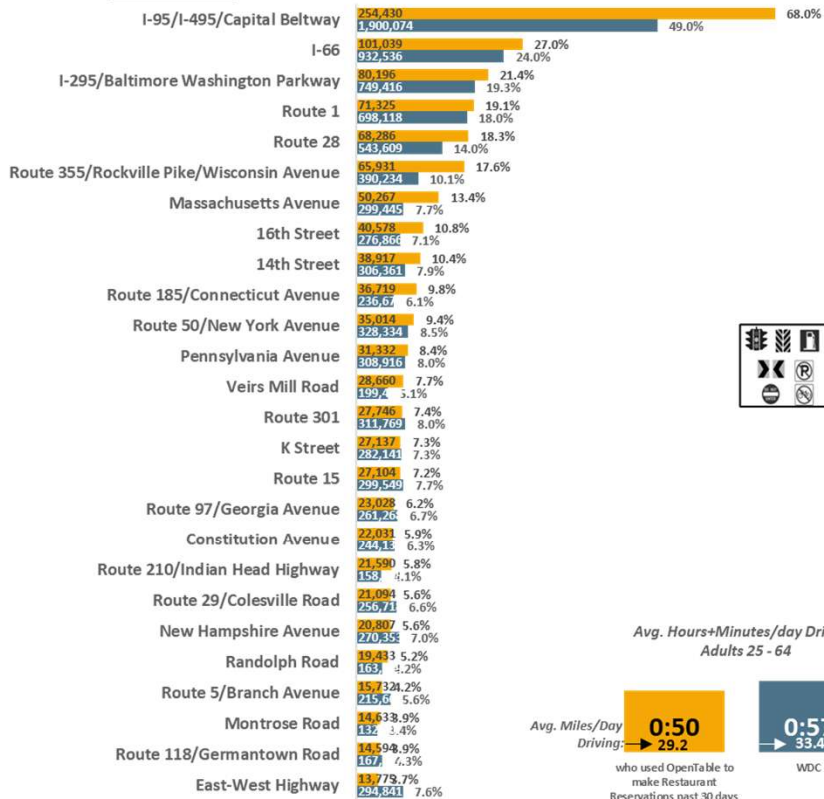






344,507 or 92.1% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an average of 50.1 minutes per day driving an average of 29.2 miles each day and are 75.3% more likely to use Route 355/Rockville Pike/Wisconsin Avenue

#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64

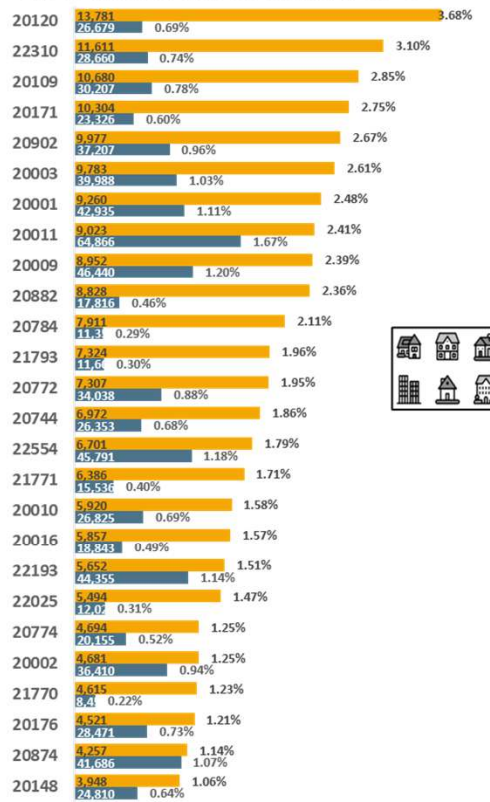


Avg. Hours+Minutes/day Driving:  
Adults 25 - 64

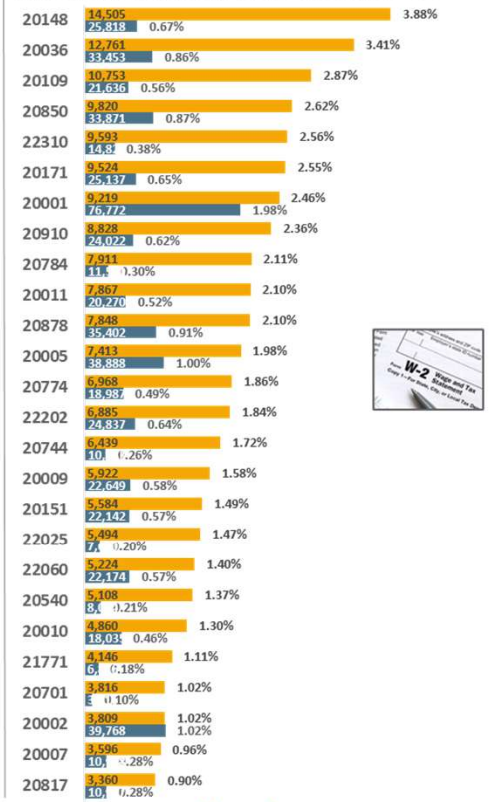


■ who used OpenTable to make Restaurant Reservations past 30 days ■ WDC

#### Top-26 Residential Zip Codes: Adults 25 - 64



#### Top-26 Employment Zip Codes: Adults 25 - 64

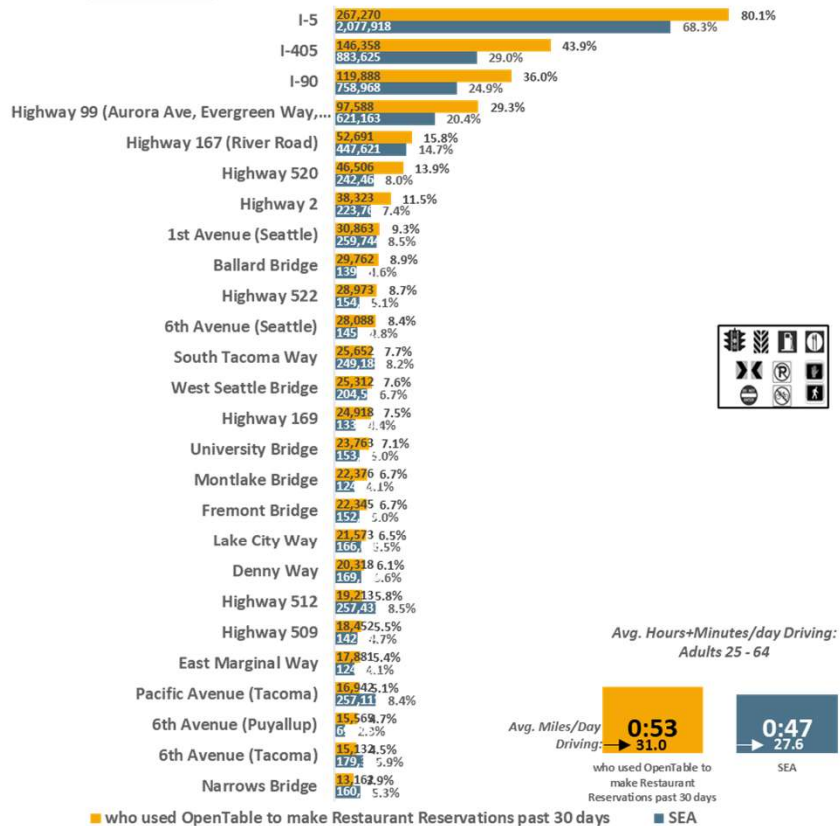


soefa.ai Share of Everything for Anything

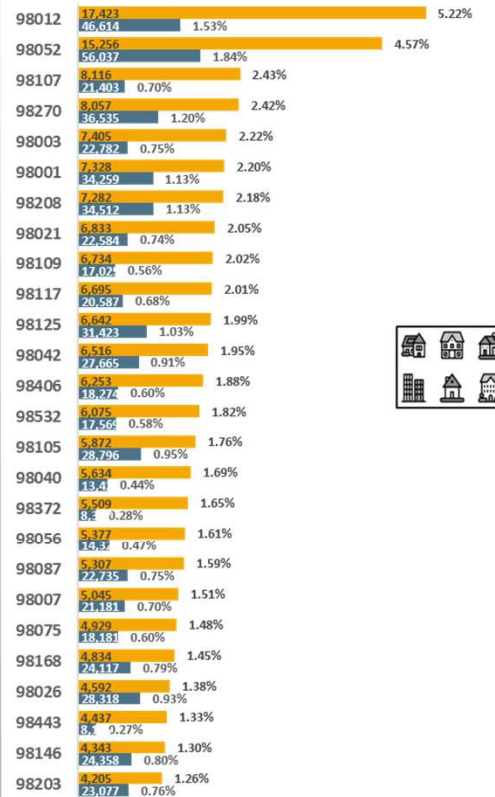


312,695 or 93.8% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an average of 53.3 minutes per day driving an average of 31. miles each day and are 94.4% more likely to use Ballard Bridge than the Metro average.

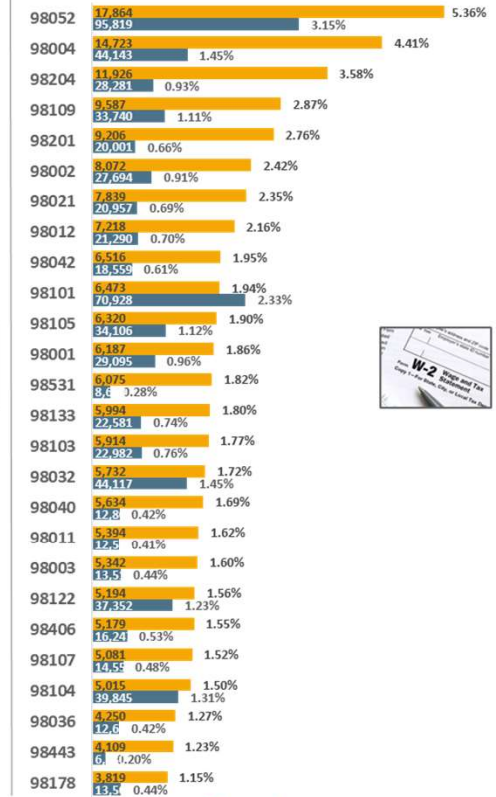
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64



Top-26 Residential Zip Codes: Adults 25 - 64



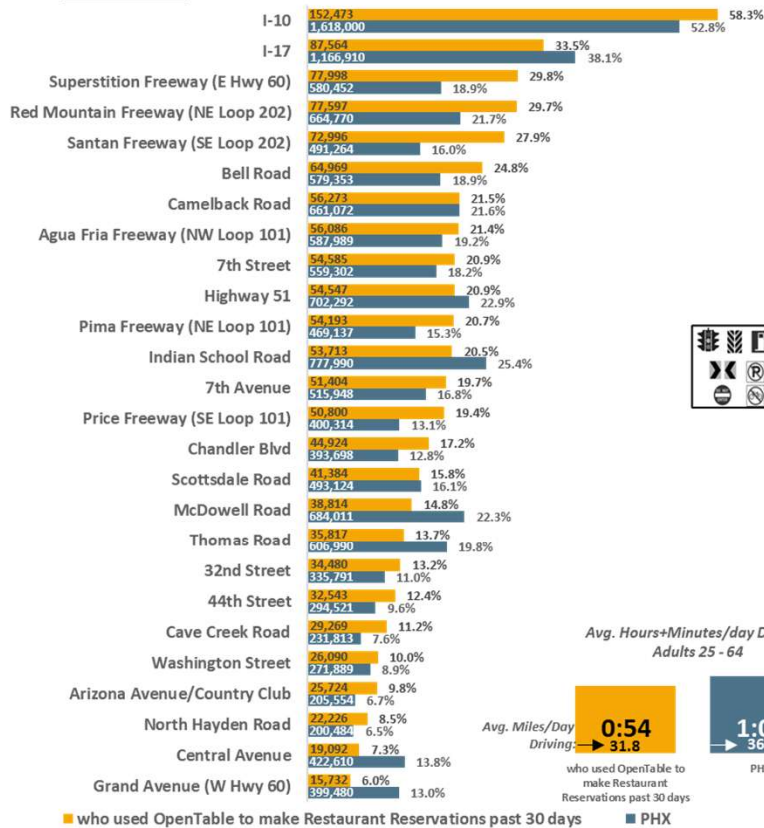
Top-26 Employment Zip Codes: Adults 25 - 64



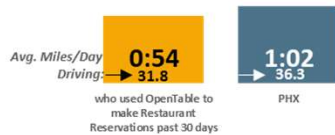


243,833 or 93.2% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an average of 54.6 minutes per day driving an average of 31.8 miles each day and are 74.1% more likely to use Santan Freeway (SE Loop 202) than the Me

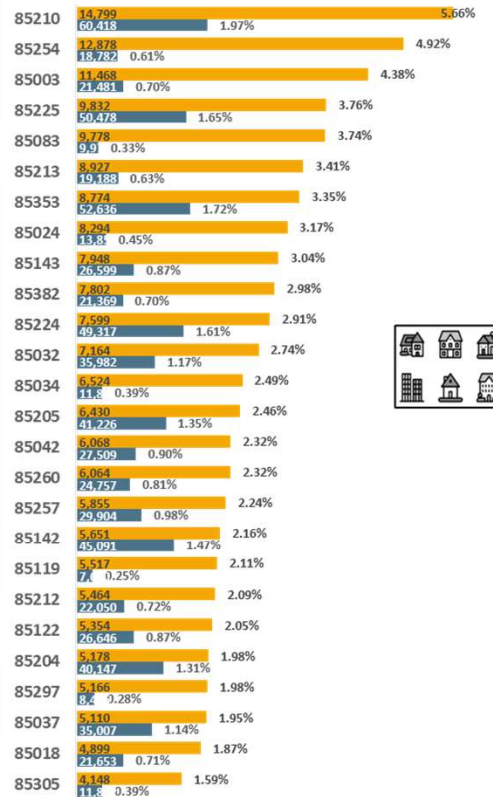
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64



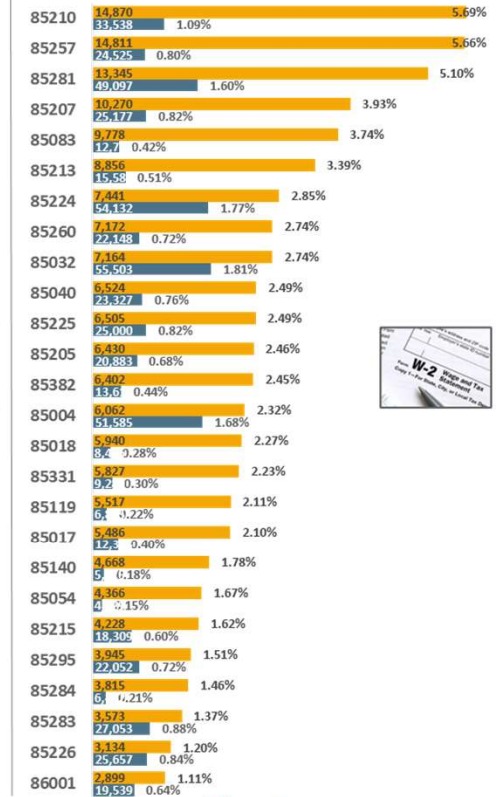
Avg. Hours+Minutes/day Driving:  
Adults 25 - 64



#### Top-26 Residential Zip Codes: Adults 25 - 64

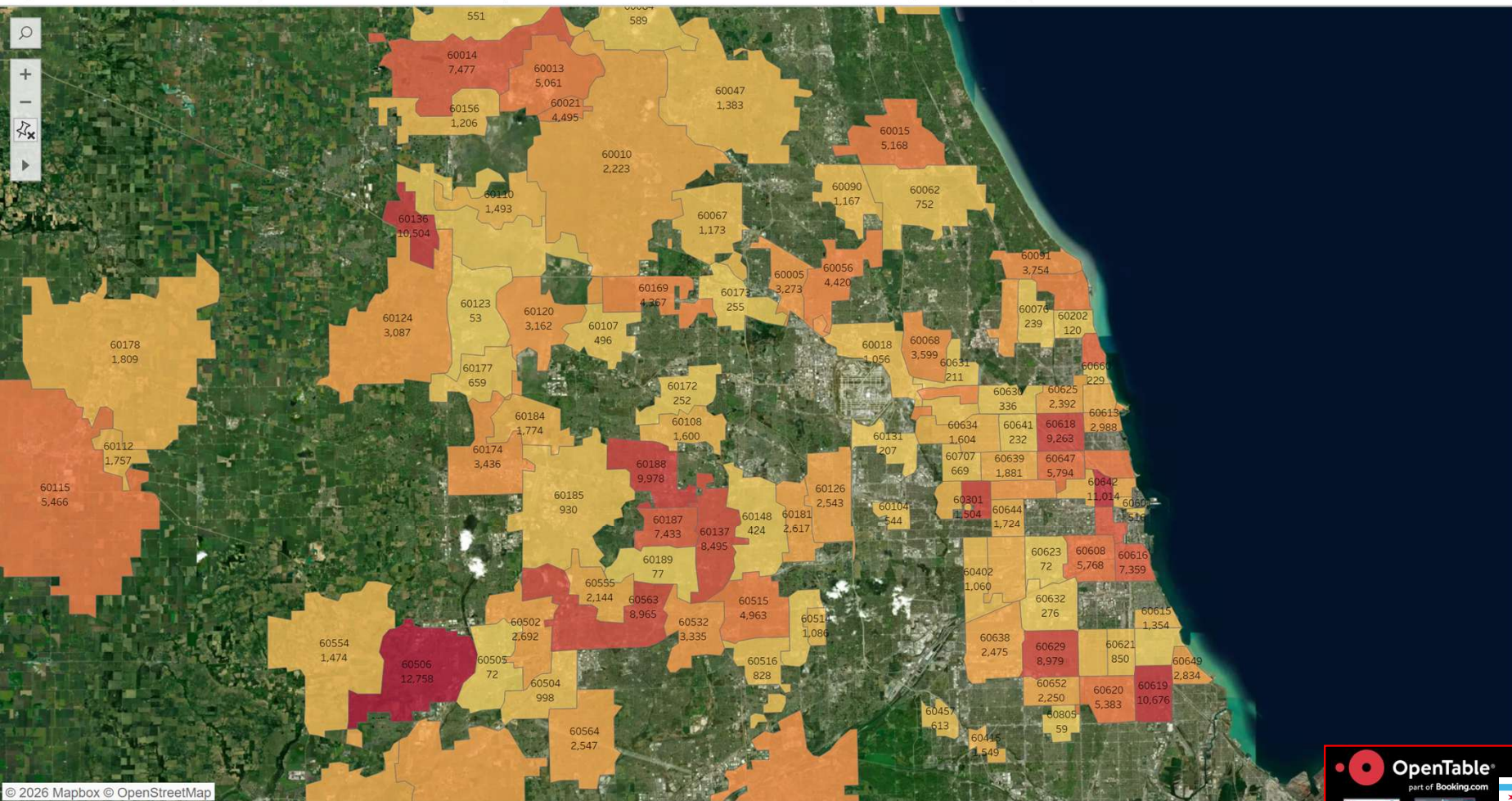


#### Top-26 Employment Zip Codes: Adults 25 - 64





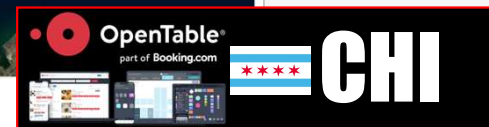
# Top Residential Zip Codes: (Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days)



SUM(Adults 25 - 64 wh...



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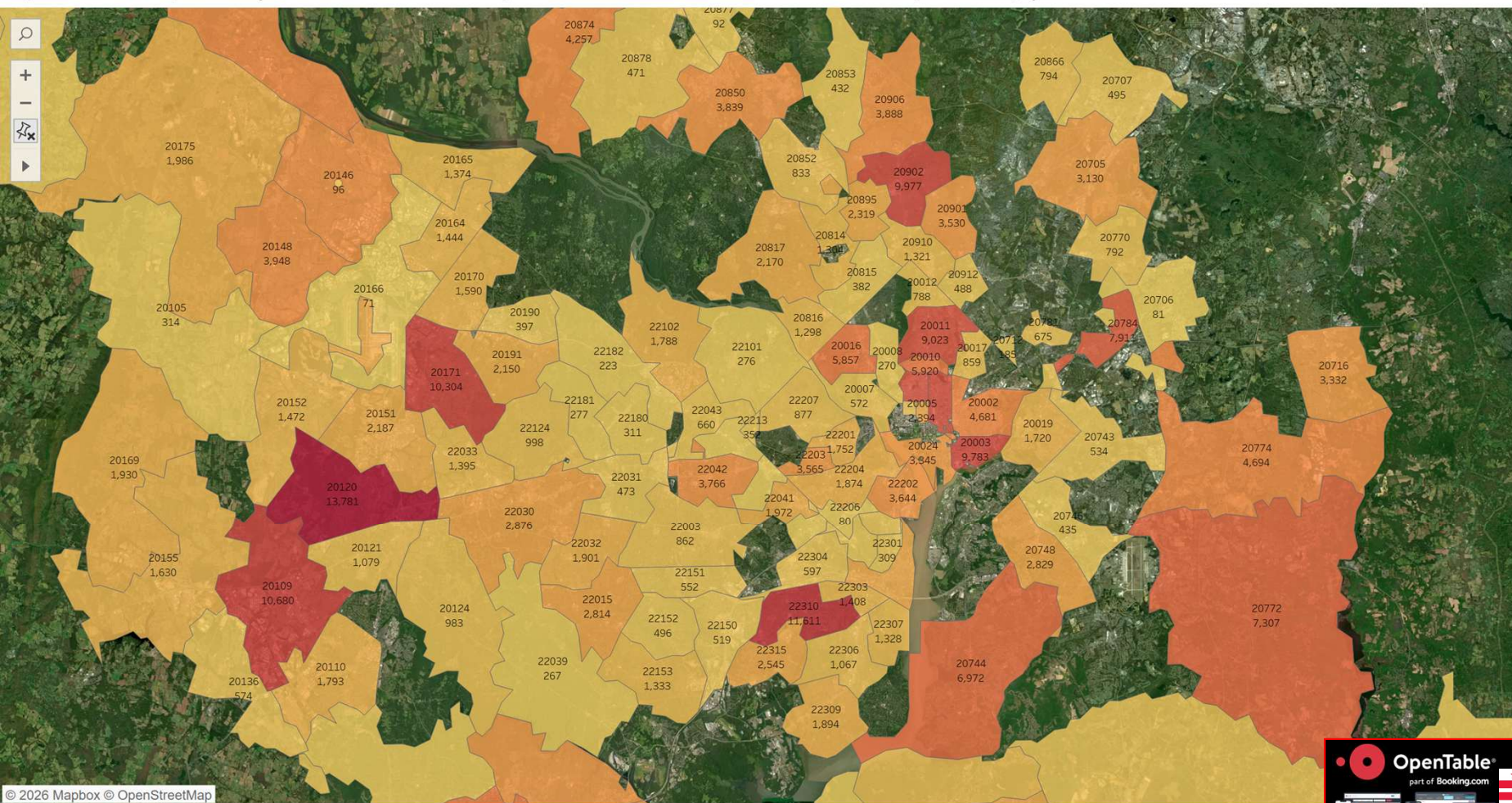
CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 352

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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]



# Top Residential Zip Codes: (Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days)



SUM(Adults 25 - 64 wh...  
19 13,781

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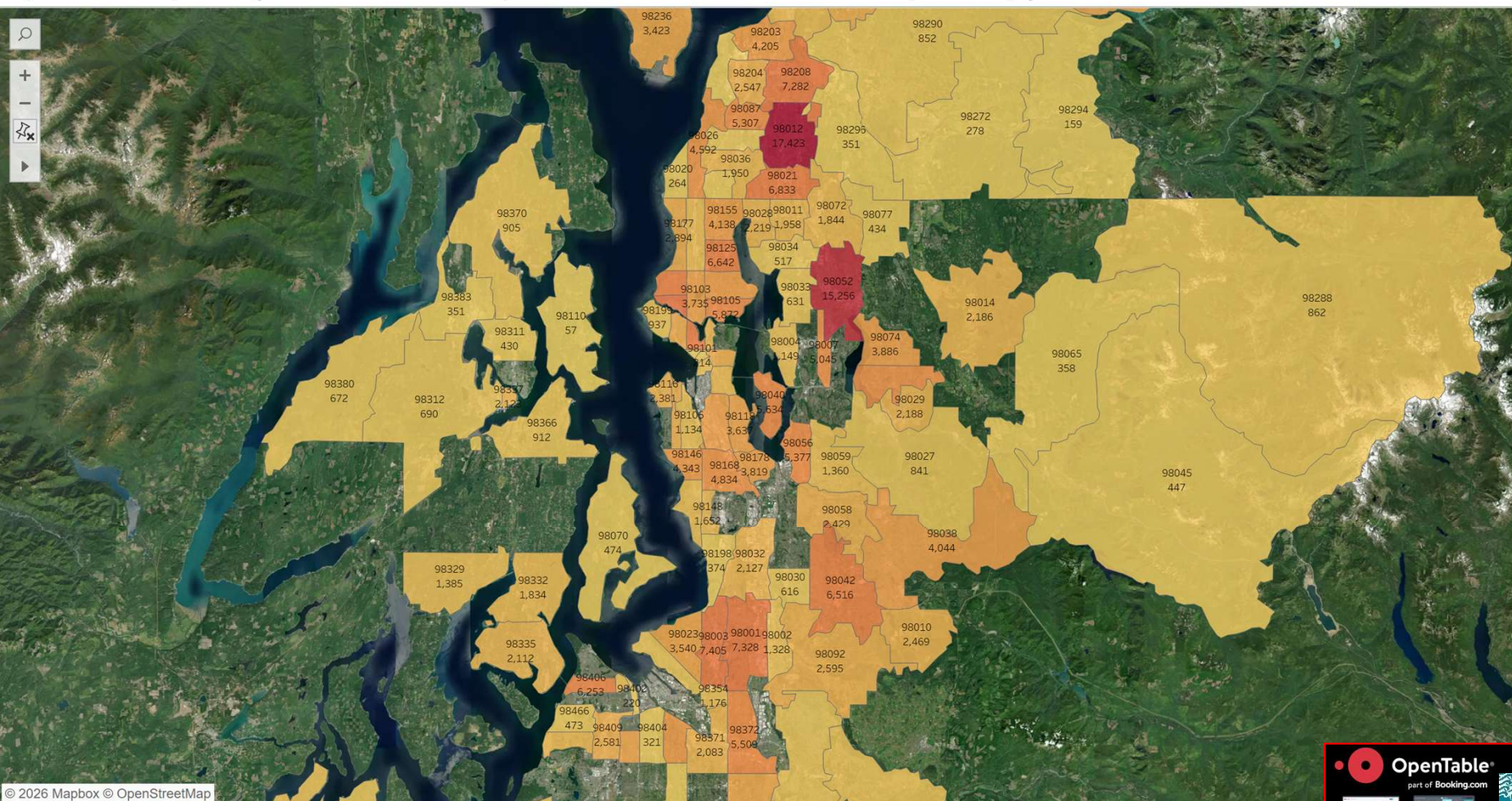
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 617  
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]

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# Top Residential Zip Codes: (Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days)



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part of Booking.com

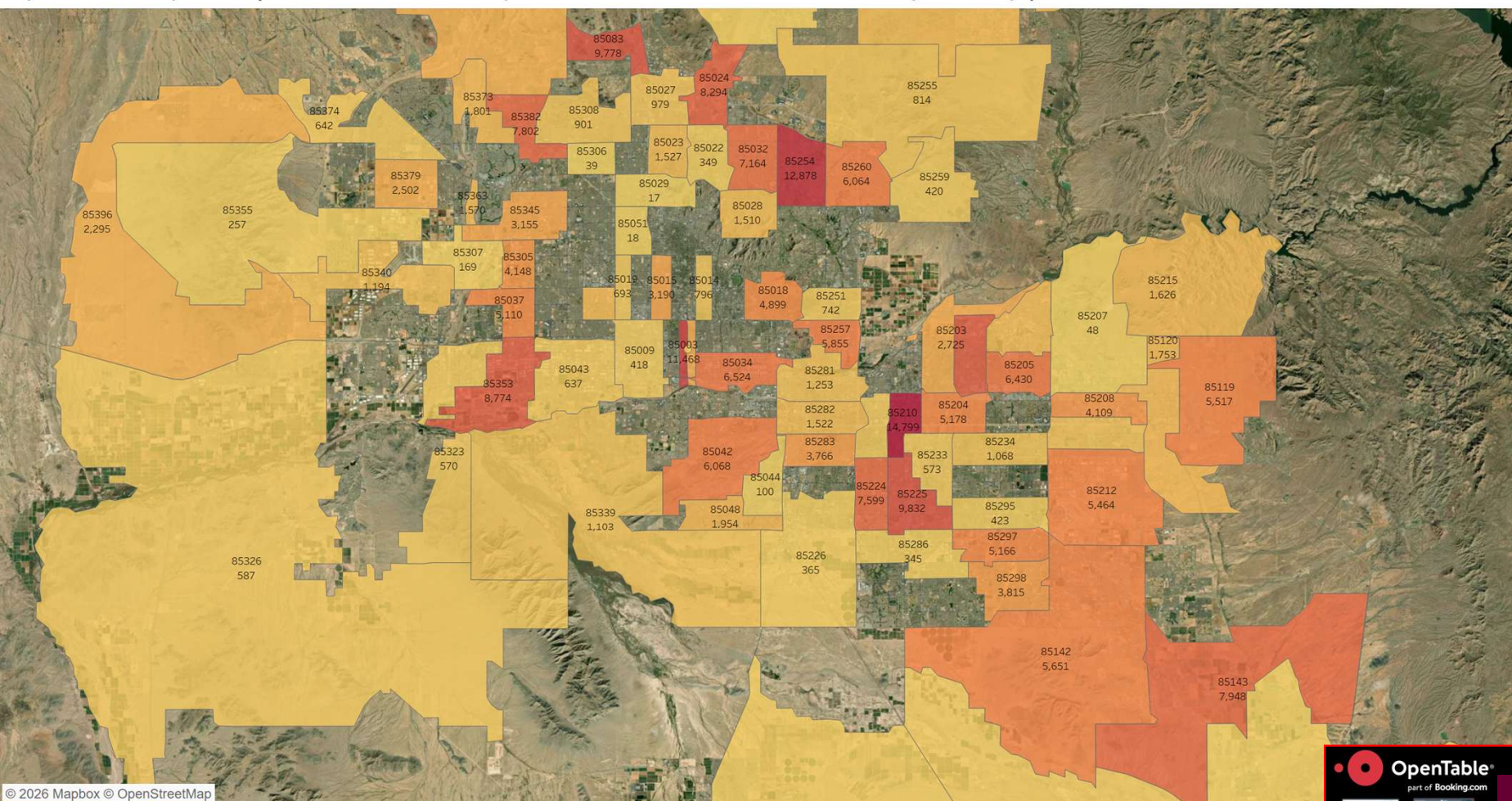
SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 388  
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]

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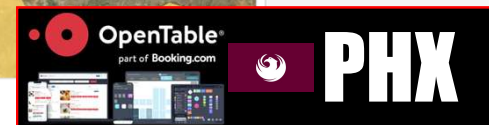


# Top Residential Zip Codes: (Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days)



SUM(Adults 25 - 64 wh...  
17 14,799

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PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 220

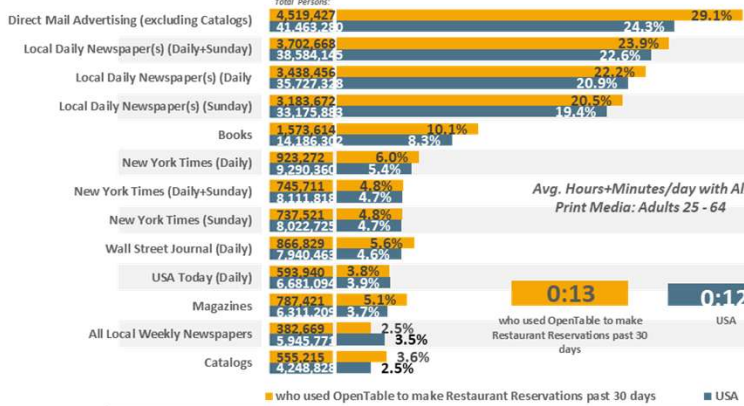
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]



3,702,668 or 23.9% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 28.% of all time spent daily with All forms of Print Me

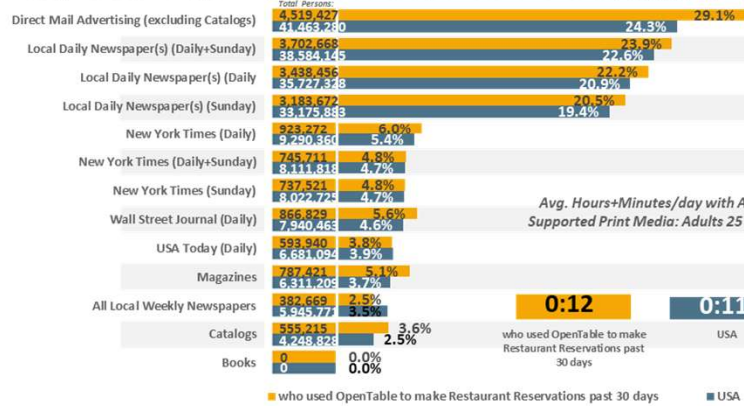
### Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



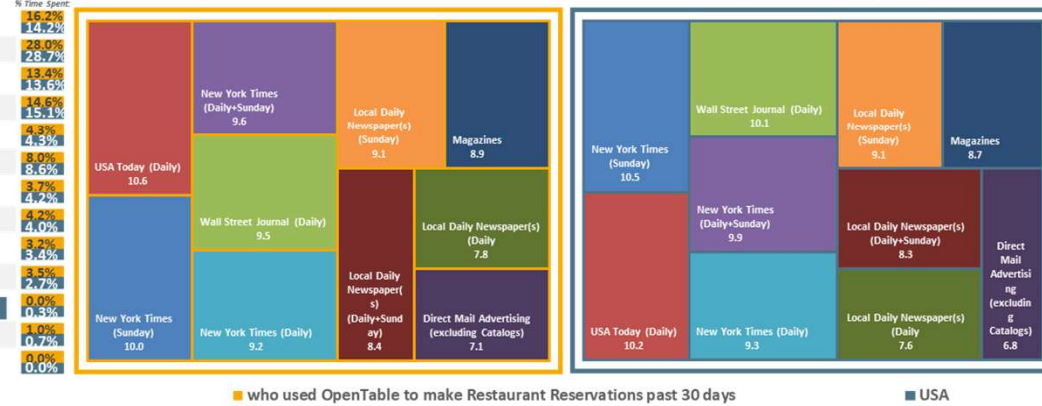
### Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



### Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



### Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

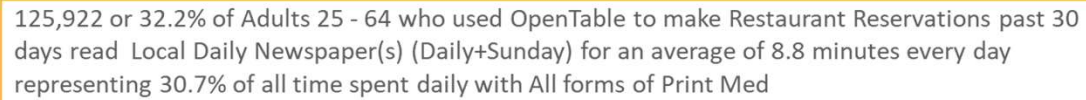


USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,283  
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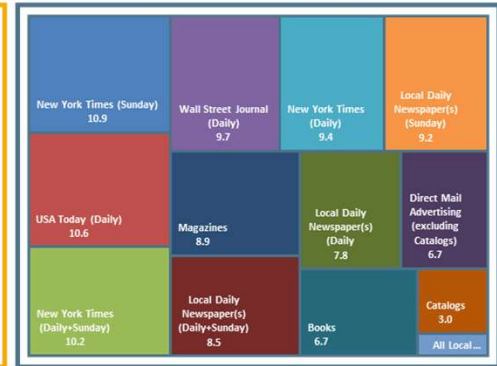
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]

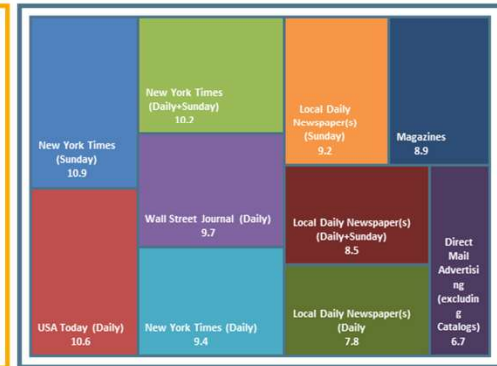




**Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**



**Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent):** Adults 25 - 64



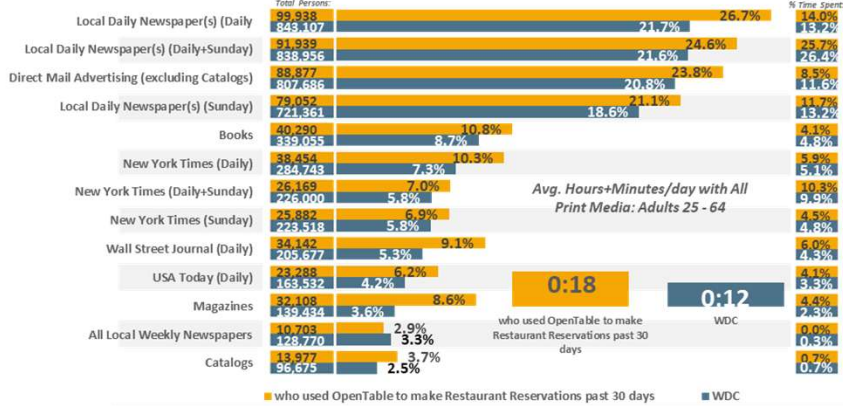
[(Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days)]





91,939 or 24.6% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.9 minutes every day representing 26.8% of all time spent daily with All forms of Print Medi

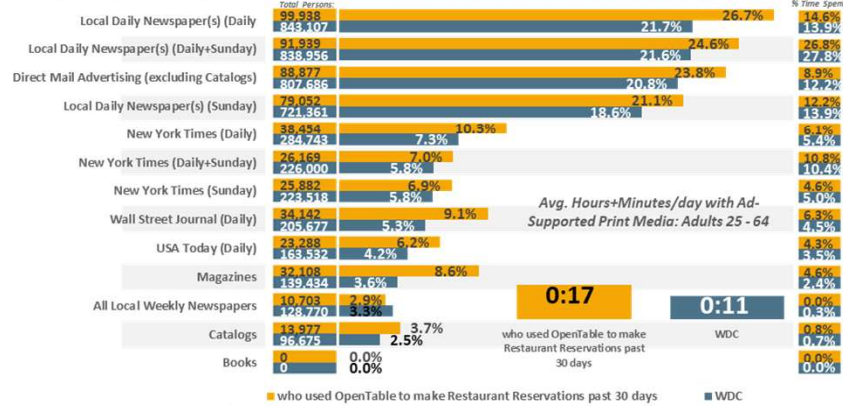
### Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



### Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



### Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



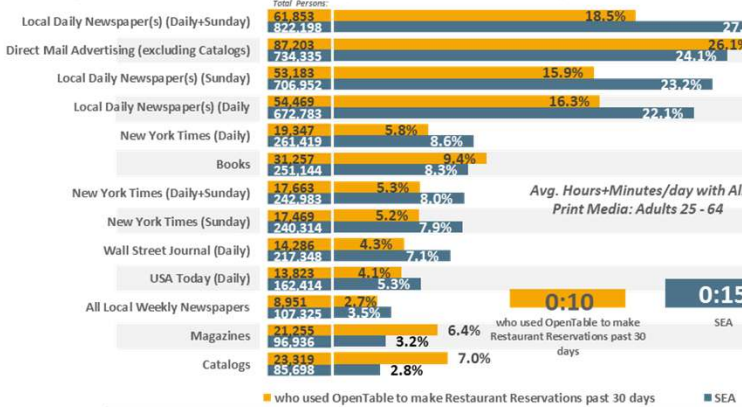
### Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





61,853 or 18.5% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.4 minutes every day representing 22.1% of all time spent daily with All forms of Print Medi

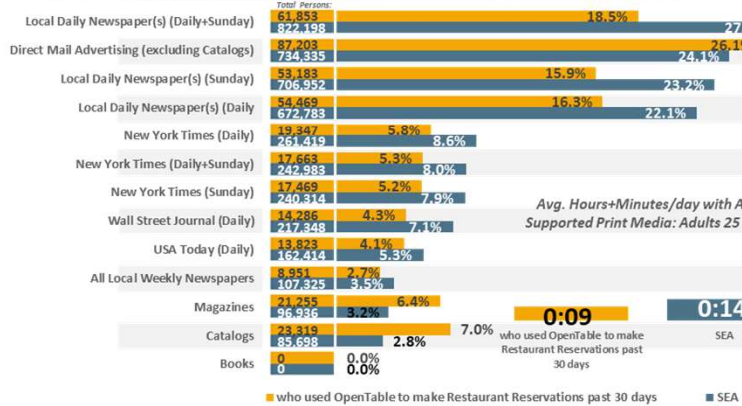
### Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



### Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

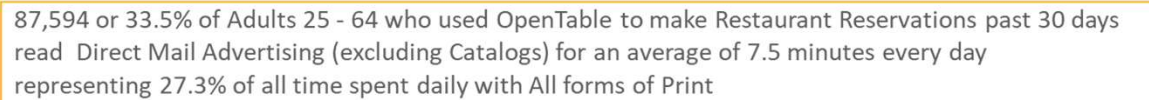


### Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64

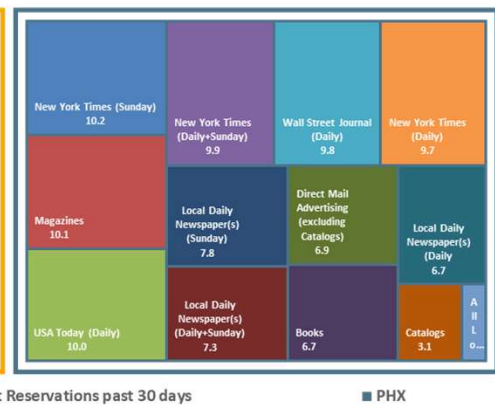
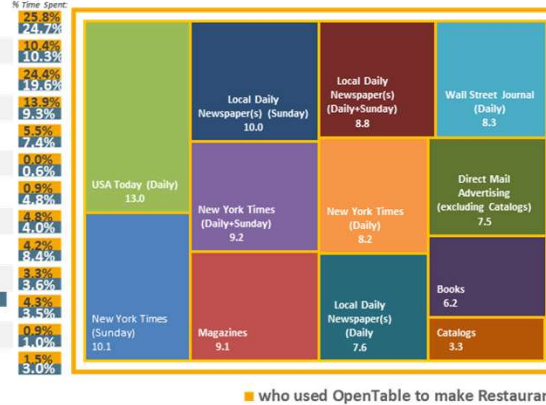


### Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

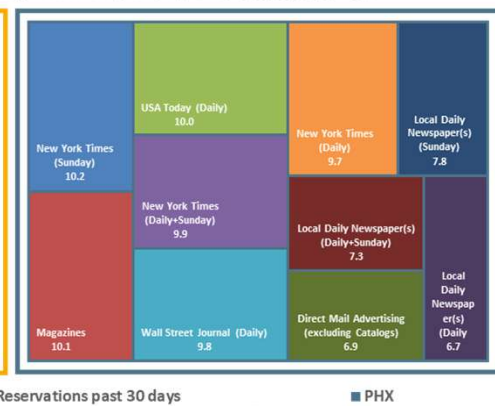
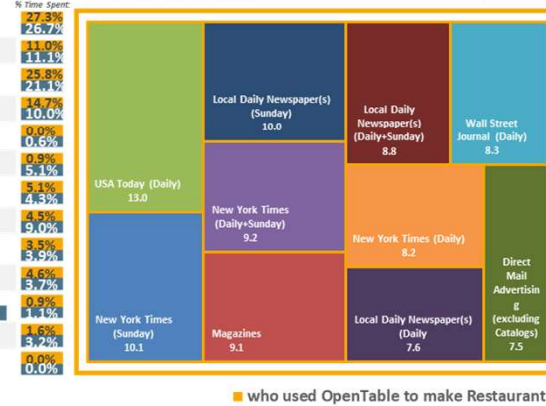




**Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**



**Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent):** Adults 25 - 64



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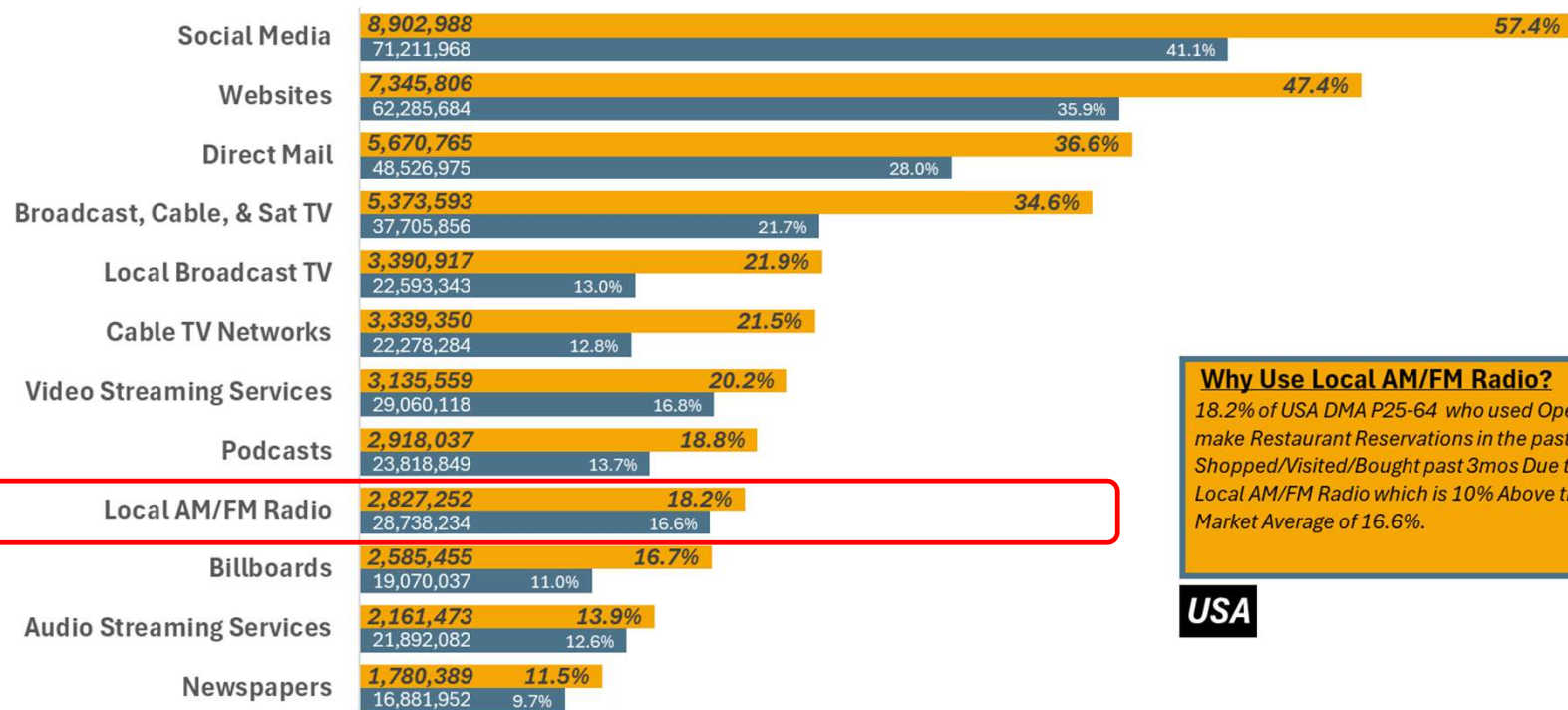
[(Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days)]





## "Advertising Actions"

P25-64 who used OpenTable to make Restaurant Reservations in the past 30 days  
(Shopped/Visited/Bought past 3mos Due to Ads on %)



### Why Use Local AM/FM Radio?

18.2% of USA DMA P25-64 who used OpenTable to make Restaurant Reservations in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 10% Above the USA DMA Market Average of 16.6%.

USA

■ P25-64 who used OpenTable to make Restaurant Reservations in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P25-64 USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA ScarboroughR1 2026: Sep24-Feb26 Qual Intab: 1586  
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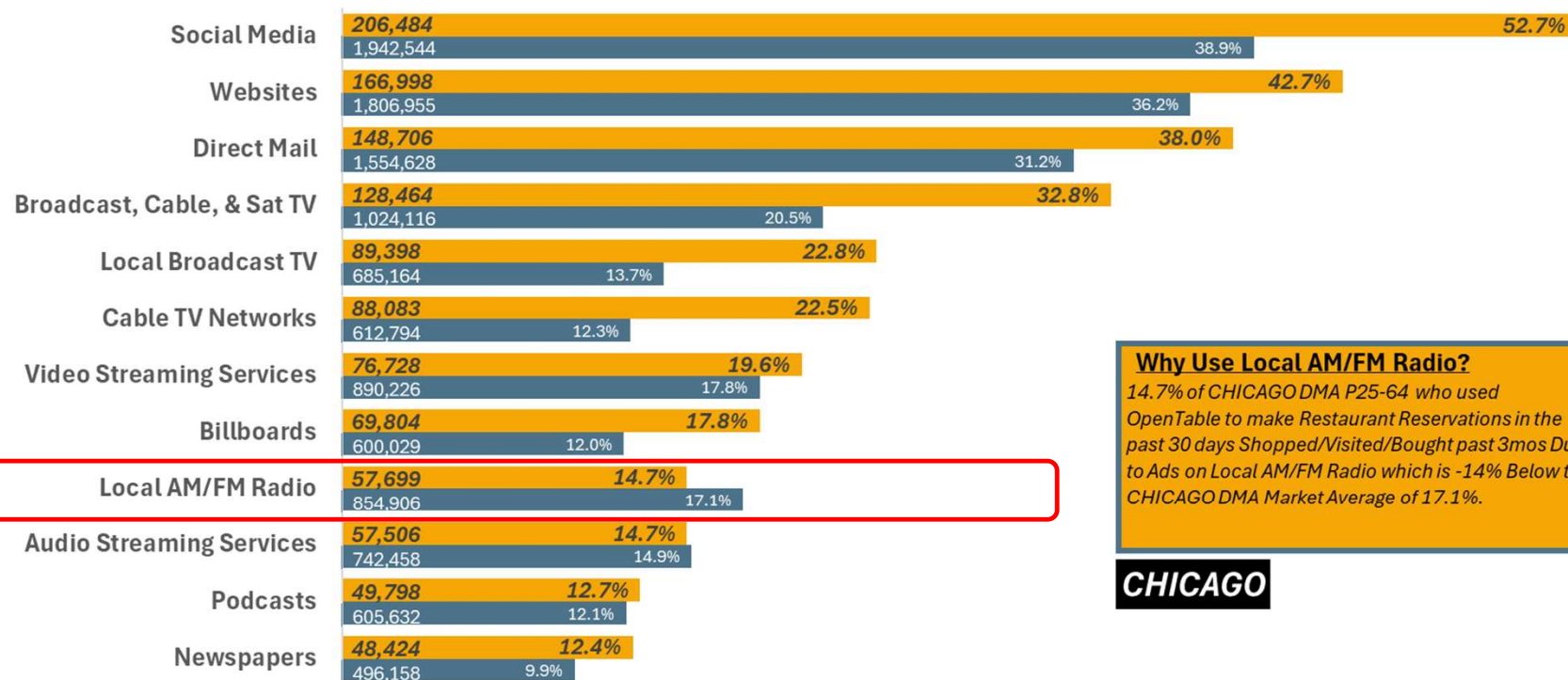
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]



## "Advertising Actions"

P25-64 who used OpenTable to make Restaurant Reservations in the past 30 days  
(Shopped/Visited/Bought past 3mos Due to Ads on %)



### Why Use Local AM/FM Radio?

14.7% of CHICAGO DMA P25-64 who used OpenTable to make Restaurant Reservations in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -14% Below the CHICAGO DMA Market Average of 17.1%.

**CHICAGO**

■ P25-64 who used OpenTable to make Restaurant Reservations in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P25-64 CHICAGO AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 229

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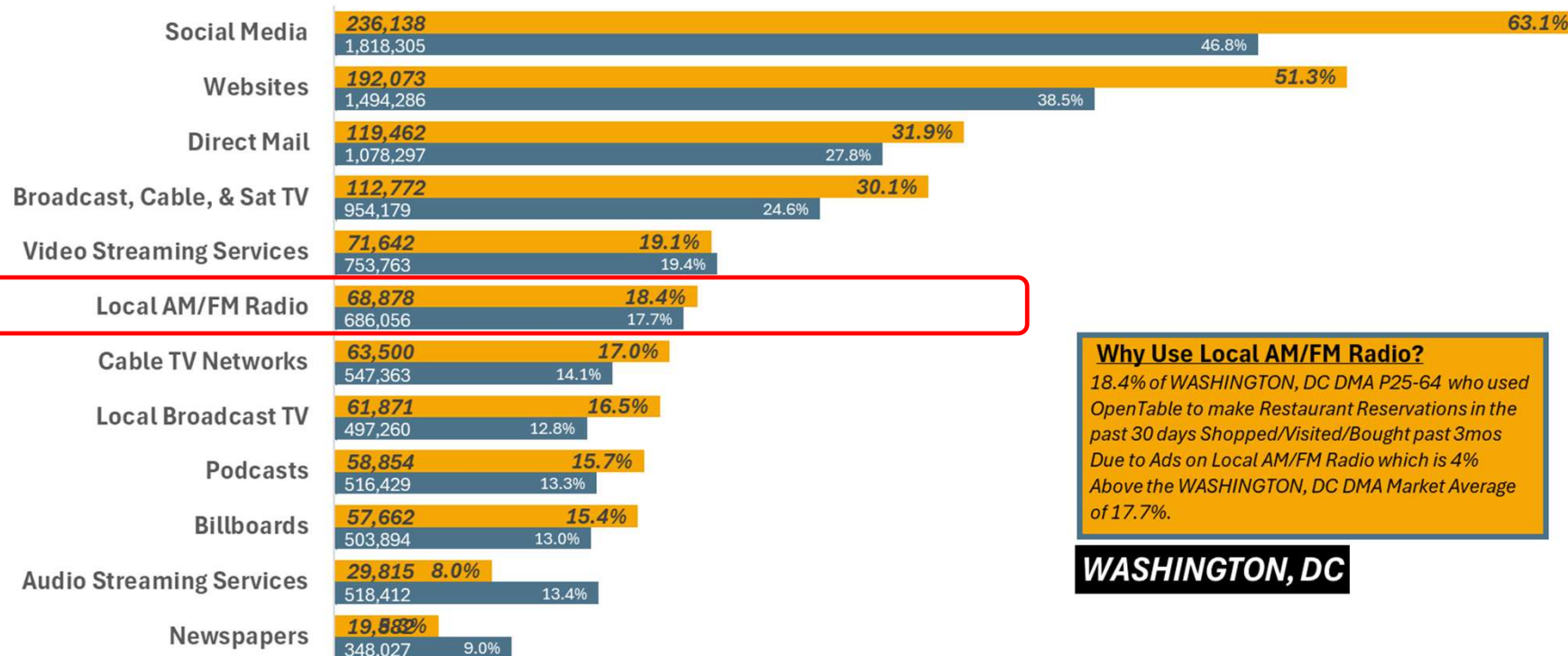
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## "Advertising Actions"

P25-64 who used OpenTable to make Restaurant Reservations in the past 30 days  
(Shopped/Visited/Bought past 3mos Due to Ads on %)



### Why Use Local AM/FM Radio?

18.4% of WASHINGTON, DC DMA P25-64 who used OpenTable to make Restaurant Reservations in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 4% Above the WASHINGTON, DC DMA Market Average of 17.7%.

**WASHINGTON, DC**

■ P25-64 who used OpenTable to make Restaurant Reservations in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P25-64 WASHINGTON, DC AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab: 469

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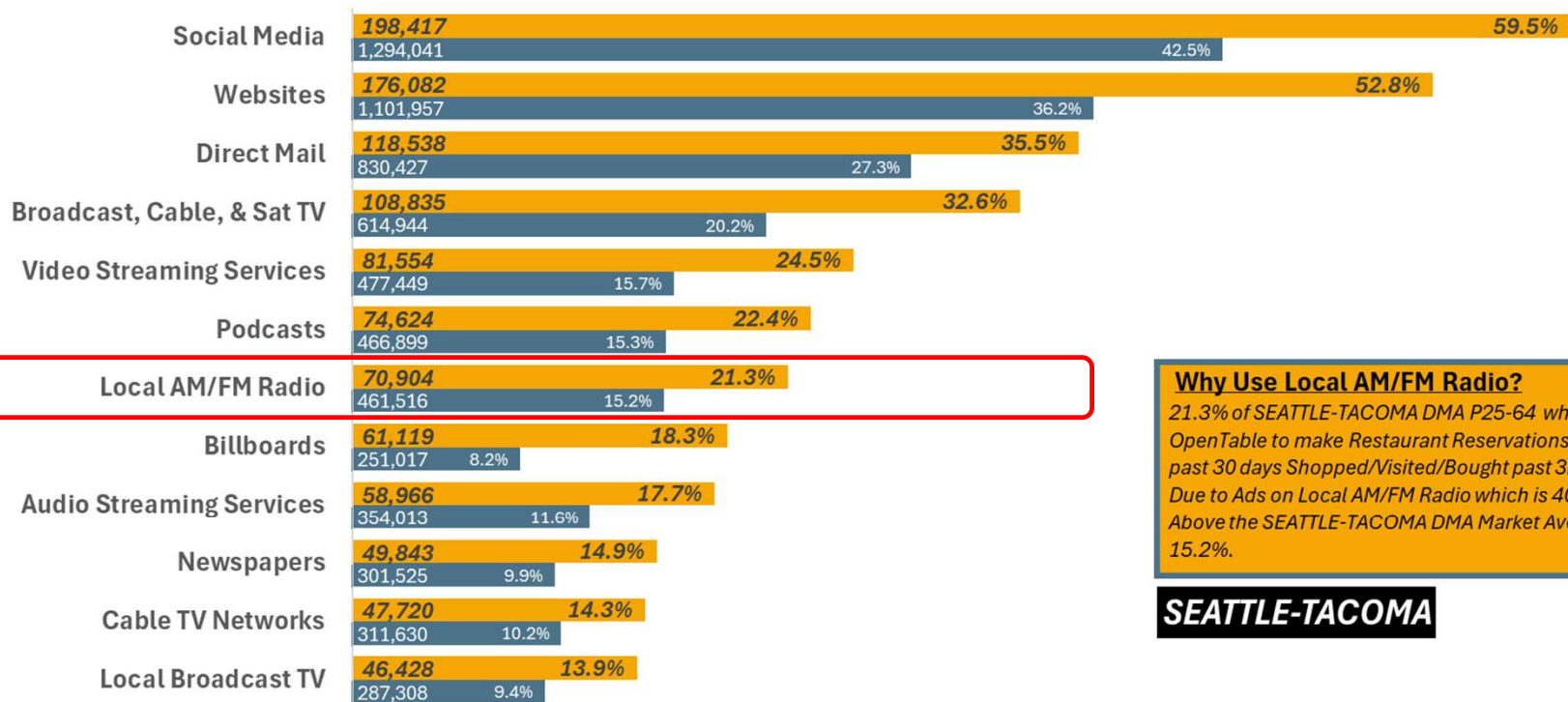
[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]





## "Advertising Actions"

P25-64 who used OpenTable to make Restaurant Reservations in the past 30 days  
(Shopped/Visited/Bought past 3mos Due to Ads on %)



### Why Use Local AM/FM Radio?

21.3% of SEATTLE-TACOMA DMA P25-64 who used OpenTable to make Restaurant Reservations in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 40% Above the SEATTLE-TACOMA DMA Market Average of 15.2%.

**SEATTLE-TACOMA**

■ P25-64 who used OpenTable to make Restaurant Reservations in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

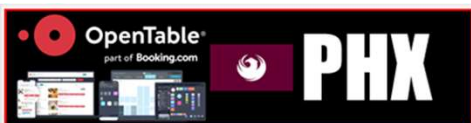
■ P25-64 SEATTLE-TACOMA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 289

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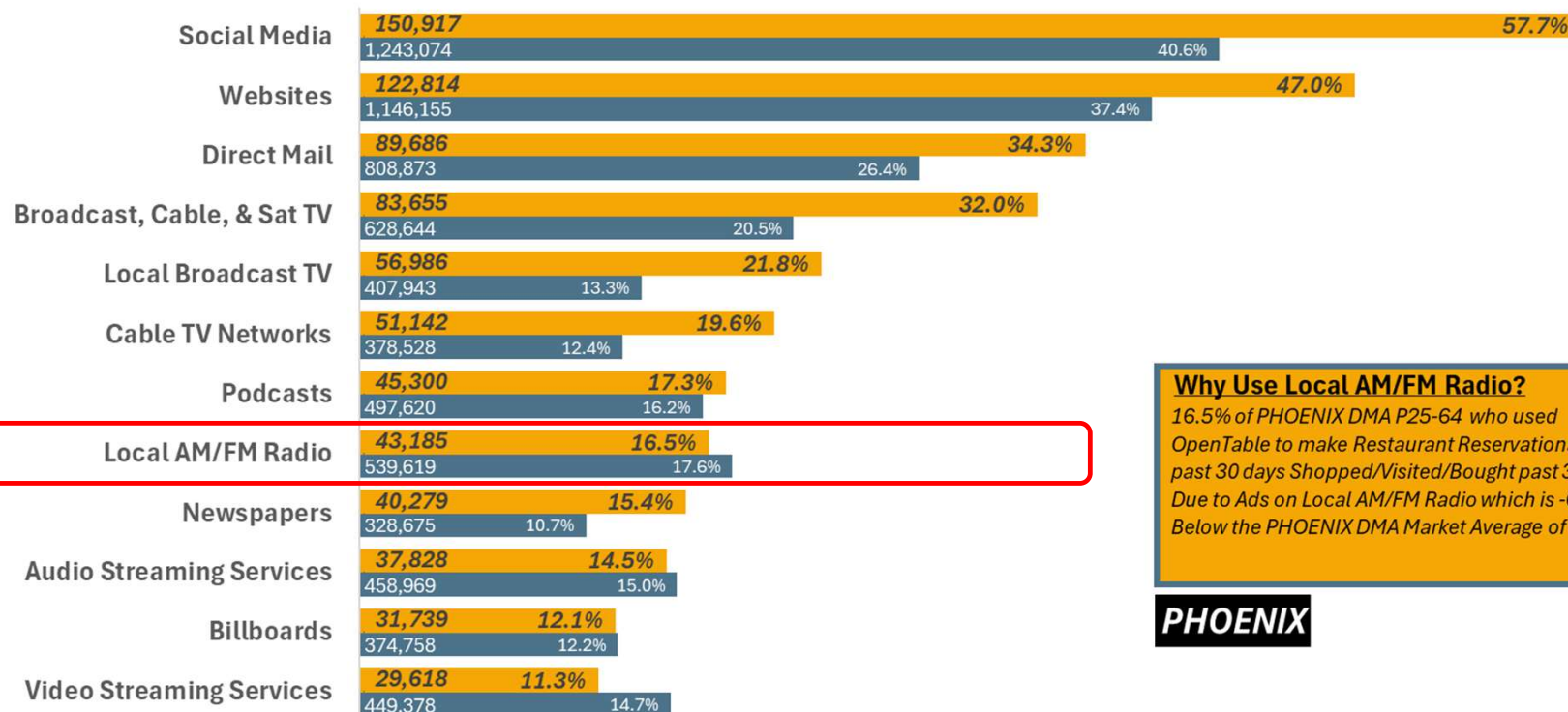
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## "Advertising Actions"

**P25-64 who used OpenTable to make Restaurant Reservations in the past 30 days  
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio?

16.5% of PHOENIX DMA P25-64 who used OpenTable to make Restaurant Reservations in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -6% Below the PHOENIX DMA Market Average of 17.6%.

**PHOENIX**

■ P25-64 who used OpenTable to make Restaurant Reservations in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P25-64 PHOENIX AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 142

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