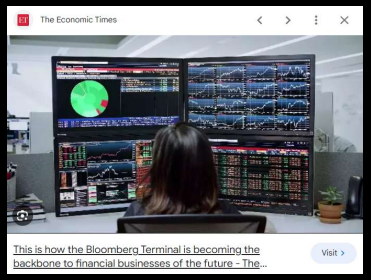
USA+4 DMAs – P18+ who used CHIPOTLE one or more times in the past 30 days!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P18+ who used CHIPOTLE one or more times in the past 30 days** as of July 31, 2025.



CHIPOTLE MEXICAN GRILL

Vanguard BlackRock

USA

CHI

WDC

SEA

PHX

P18+

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

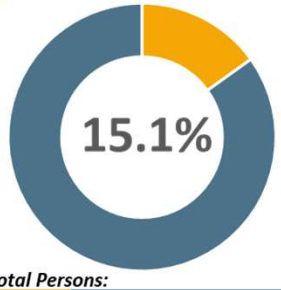
HUBBARD BROADCASTING INC. HB INC.

Quick service restaurants used past 30 days: Chipotle



15.1% or 39,639,658 of USA Adults 18 or older used CHIPOTLE one or more times in the past 30 days.
Typical Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 41.6 years old (14.7% younger than average) and have a $117,123 (24.1% higher than average) annual household income.

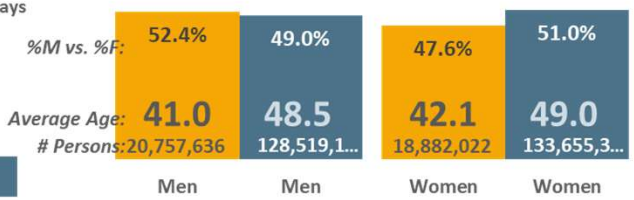
Percent of Market: Adults 18 or older



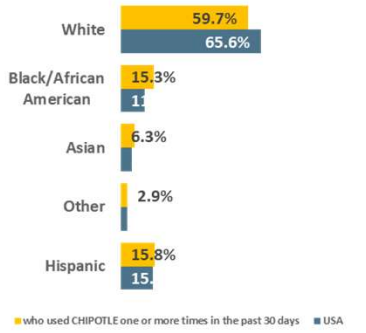
Total Persons:



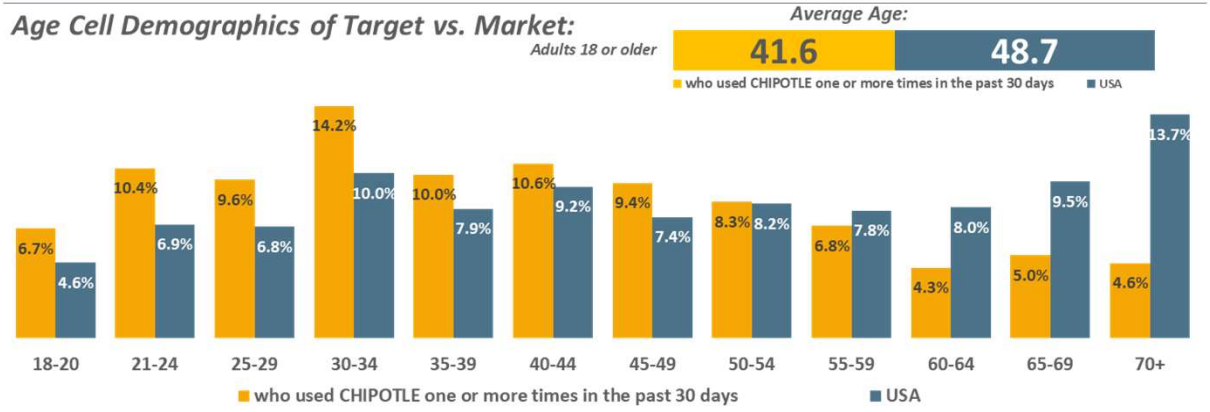
Gender of Target vs. Market: Adults 18 or older



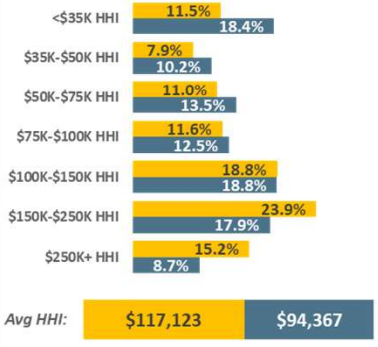
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 3,920

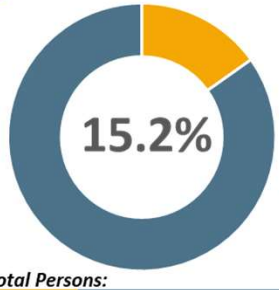
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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982



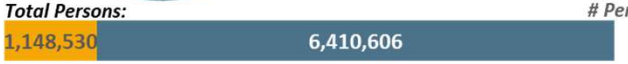
15.2% or 1,148,530 of CHI DMA Adults 18 or older used CHIPOTLE one or more times in the past 30 days. Typical Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 42.7 years old (11.8% younger than average) and have a $134,180 (26.4% higher than average) annual household income.

Percent of Market: Adults 18 or older

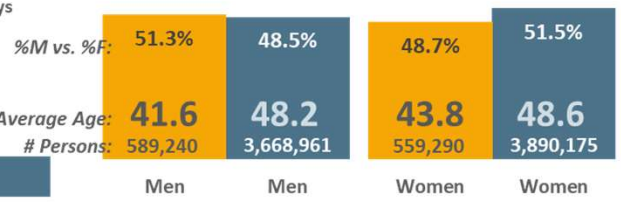


- who used CHIPOTLE one or more times in the past 30 days
- Remainder of CHI DMA

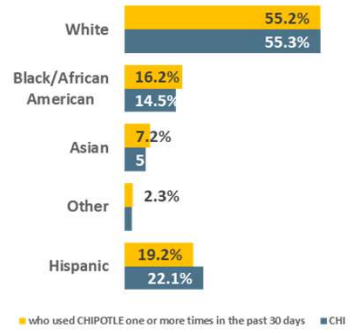
Total Persons:



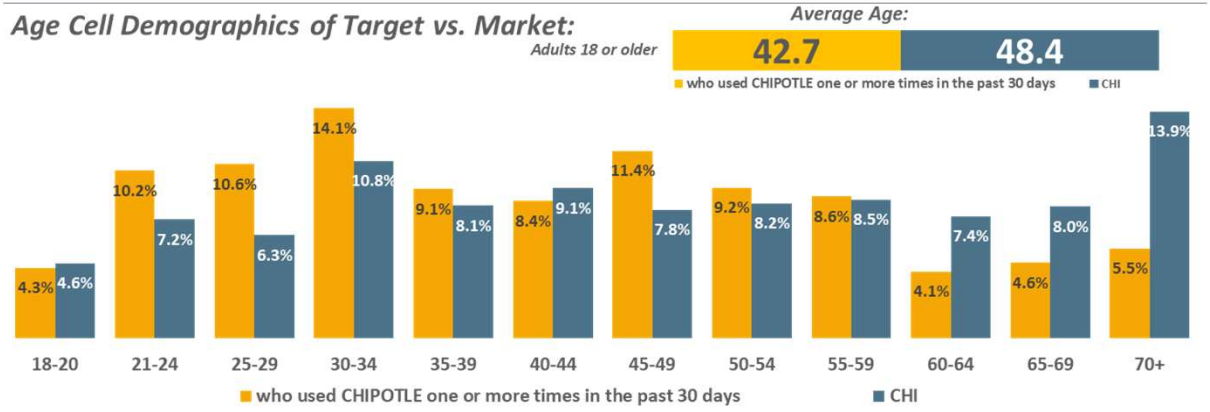
Gender of Target vs. Market: Adults 18 or older



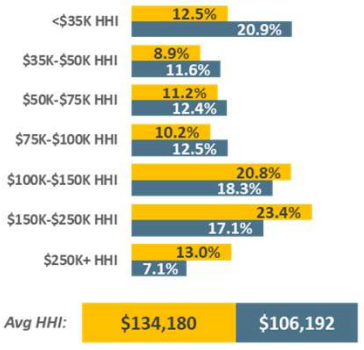
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



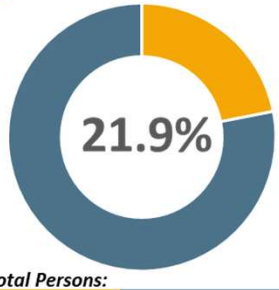
CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 610

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21.9% or 1,250,743 of WDC DMA Adults 18 or older used CHIPOTLE one or more times in the past 30 days. Typical Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 40.9 years old (14.2% younger than average) and have a $151,760 (12.3% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who used CHIPOTLE one or more times in the past 30 days
- Remainder of WDC DMA

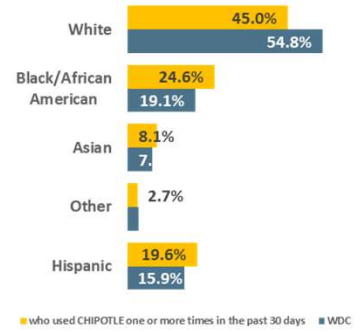
Total Persons:

1,250,743	4,452,294

Gender of Target vs. Market: Adults 18 or older

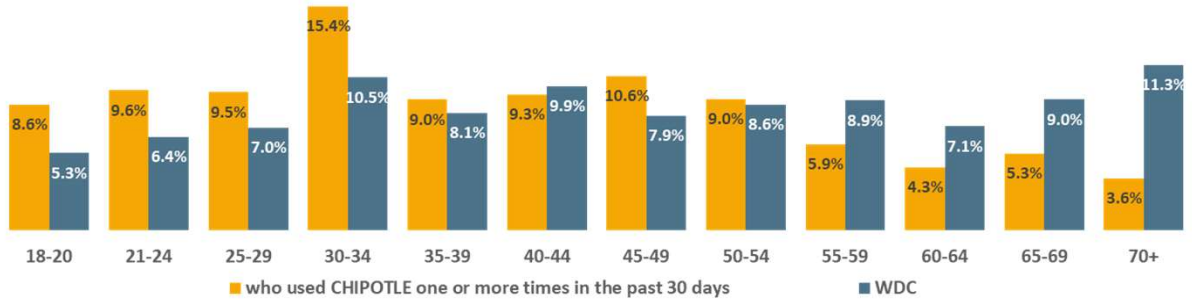
	Men	Men	Women	Women
%M vs. %F:	52.3%	48.3%	47.7%	51.7%
Average Age:	41.2	47.7	40.6	47.6
# Persons:	654,660	2,757,007	596,083	2,946,030

Ethnicity of Target vs. Market:

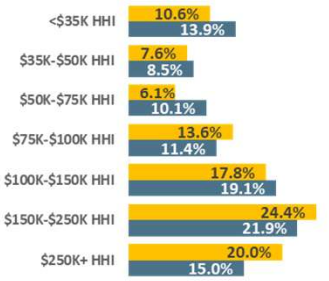


Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 18 or older	40.9	47.7



HHI of Target vs. Market:



Avg HHI:	$151,760	$135,159

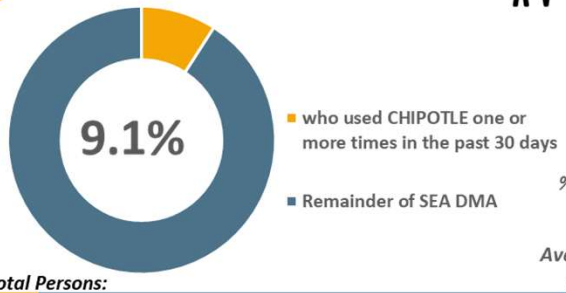
WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,331

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9.1% or 410,518 of SEA DMA Adults 18 or older used CHIPOTLE one or more times in the past 30 days. Typical Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 40.3 years old (16.9% younger than average) and have a $152,232 (23.2% higher than average) annual household income.

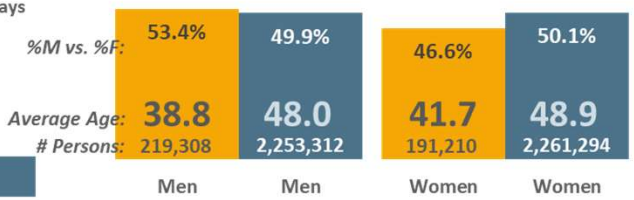
Percent of Market: Adults 18 or older



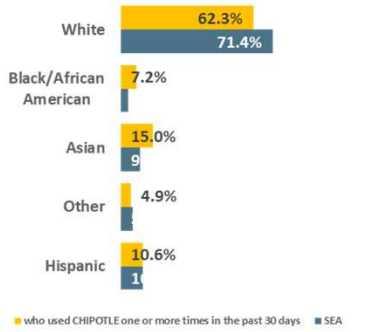
Total Persons:



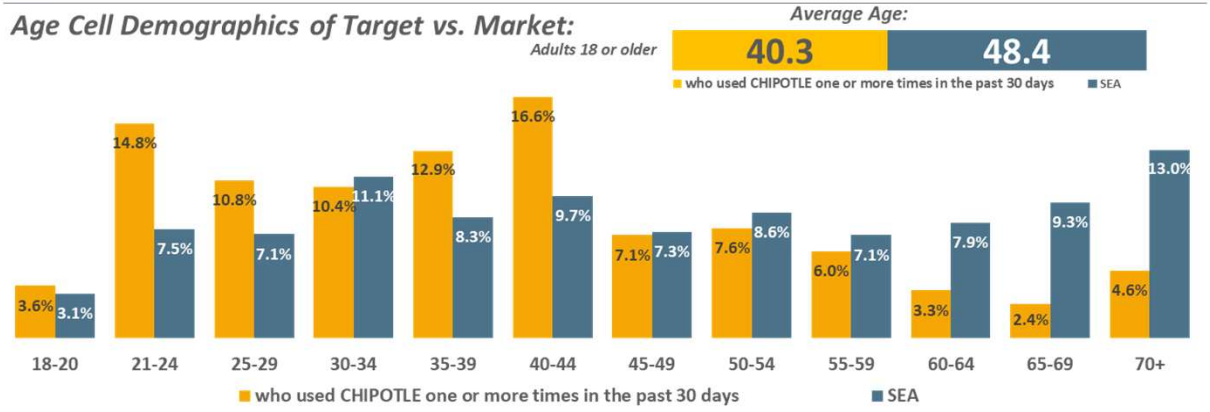
Gender of Target vs. Market: Adults 18 or older



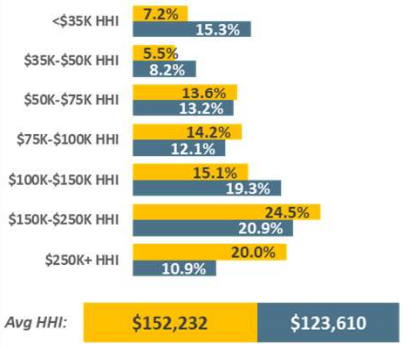
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $152,232 | $123,610

SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 360

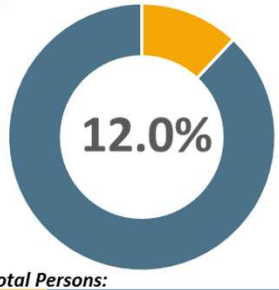
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Quick service restaurants used past 30 days: Chipotle



12.% or 572,150 of PHX DMA Adults 18 or older used CHIPOTLE one or more times in the past 30 days. Typical Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 41.5 years old (14.7% younger than average) and have a $145,203 (37.8% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who used CHIPOTLE one or more times in the past 30 days
- Remainder of PHX DMA

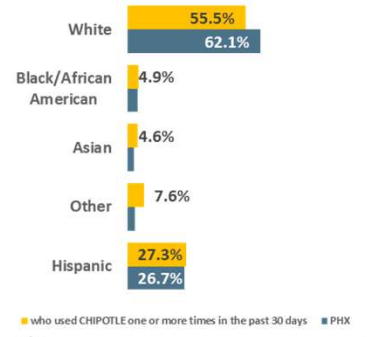
Total Persons:

who used CHIPOTLE one or more times in the past 30 days	Remainder of PHX DMA
572,150	4,191,361

Gender of Target vs. Market: Adults 18 or older

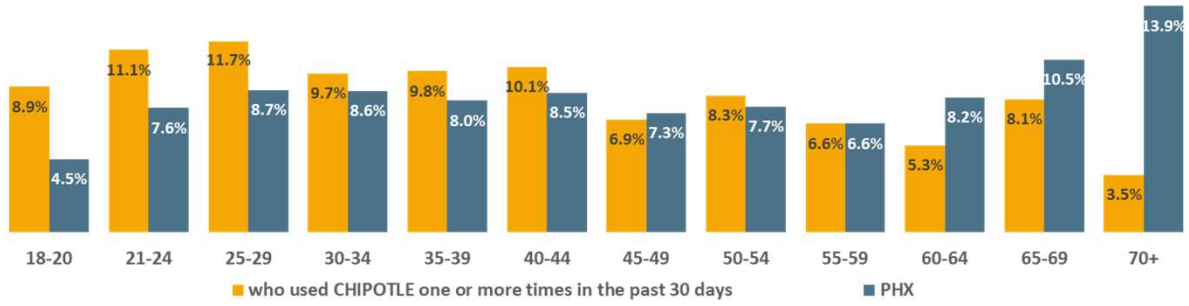
	Men	Men	Women	Women
%M vs. %F:	51.8%	49.6%	48.2%	50.4%
Average Age:	40.0	47.9	43.0	49.4
# Persons:	296,559	2,363,560	275,591	2,399,951

Ethnicity of Target vs. Market:

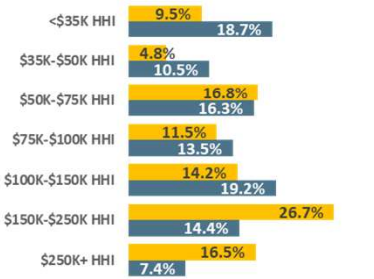


Age Cell Demographics of Target vs. Market:

Average Age:	who used CHIPOTLE one or more times in the past 30 days	PHX
Adults 18 or older	41.5	48.6



HHI of Target vs. Market:



Avg HHI:	$145,203	$105,341

PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 337

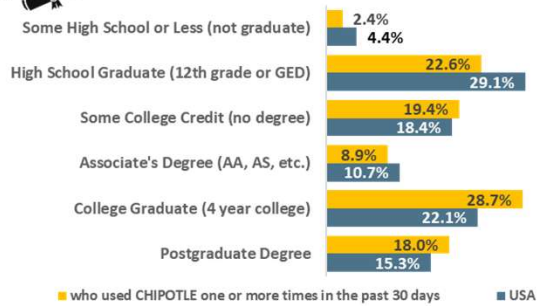
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Quick service restaurants used past 30 days: Chipotle

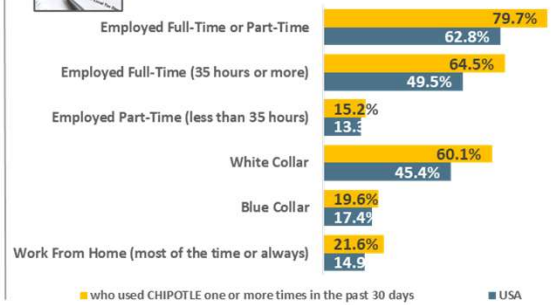


15.1% or 39,639,658 of USA Adults 18 or older used CHIPOTLE one or more times in the past 30 days. Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 24.8% more likely to be a college graduate, 30.3% more likely to work full-time, .5% less likely to be married, 36.1% more likely to be a parent of 1 or more children under 18.

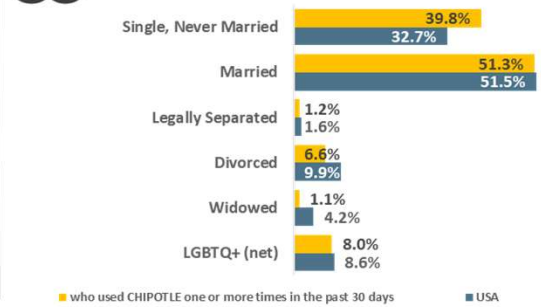
Education Levels: Adults 18 or older



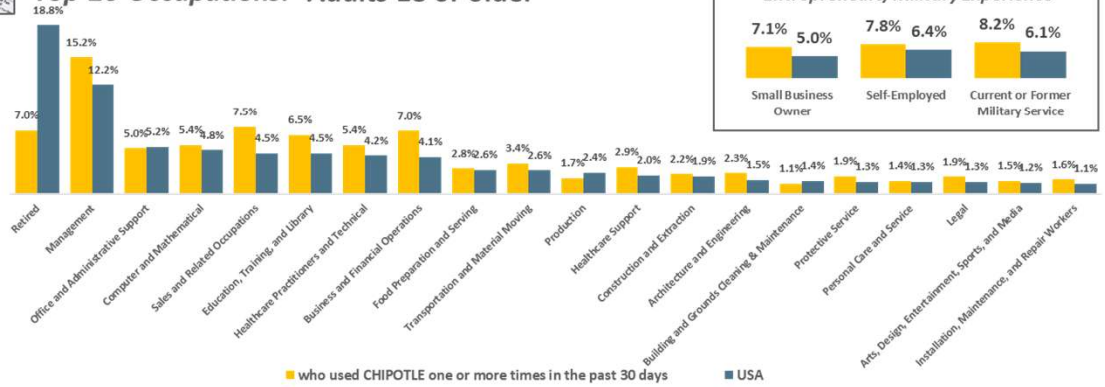
Employment: Adults 18 or older



Marital Status: Adults 18 or older

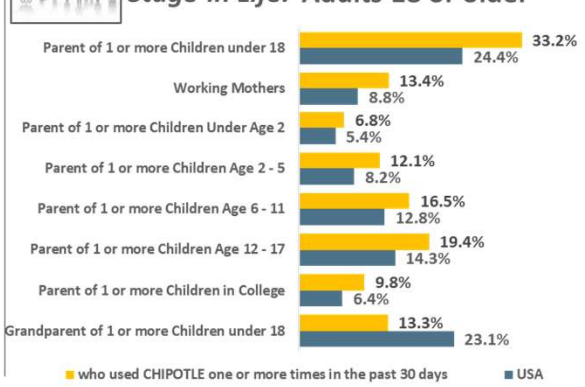


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 3,920

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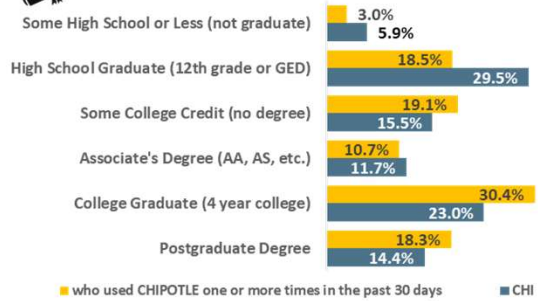
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982

Quick service restaurants used past 30 days: Chipotle

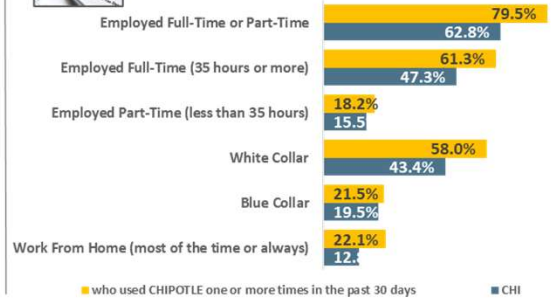


15.2% or 1,148,530 of CHI DMA Adults 18 or older used CHIPOTLE one or more times in the past 30 days. Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 30.4% more likely to be a college graduate, 29.4% more likely to work full-time, 1.2% more likely to be married, 20.3% more likely to be a parent of 1 or more children under 18

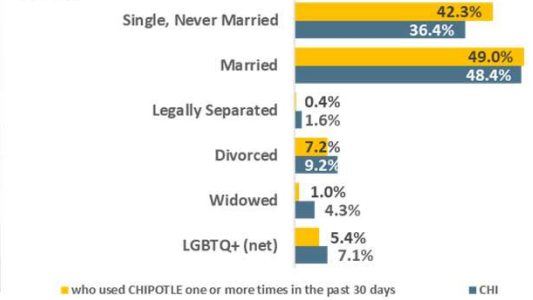
Education Levels: Adults 18 or older



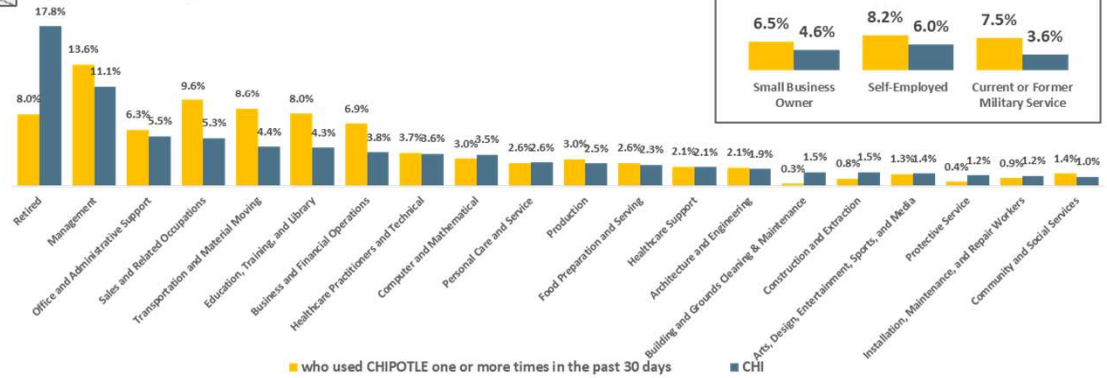
Employment: Adults 18 or older



Marital Status: Adults 18 or older

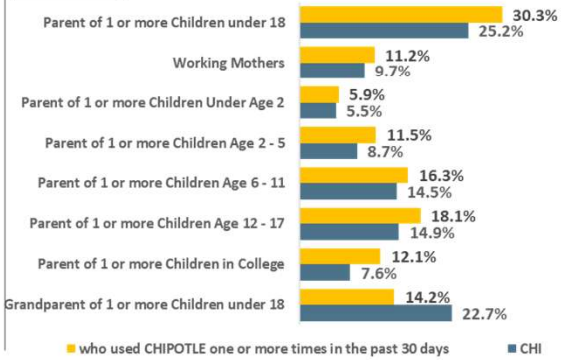


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 610

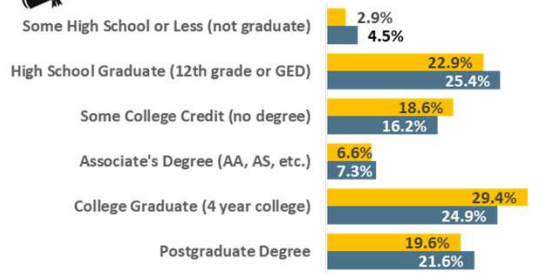
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Quick service restaurants used past 30 days: Chipotle

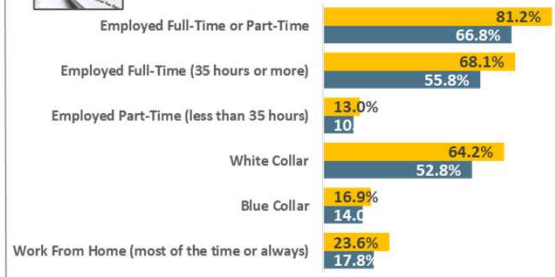


21.9% or 1,250,743 of WDC DMA Adults 18 or older used CHIPOTLE one or more times in the past 30 days. Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 5.2% more likely to be a college graduate, 22.% more likely to work full-time, 2.4% less likely to be married, 32.7% more likely to be a parent of 1 or more children under 18.

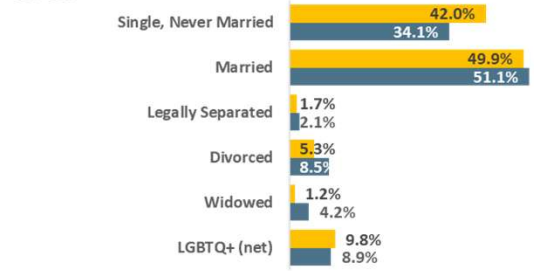
Education Levels: Adults 18 or older



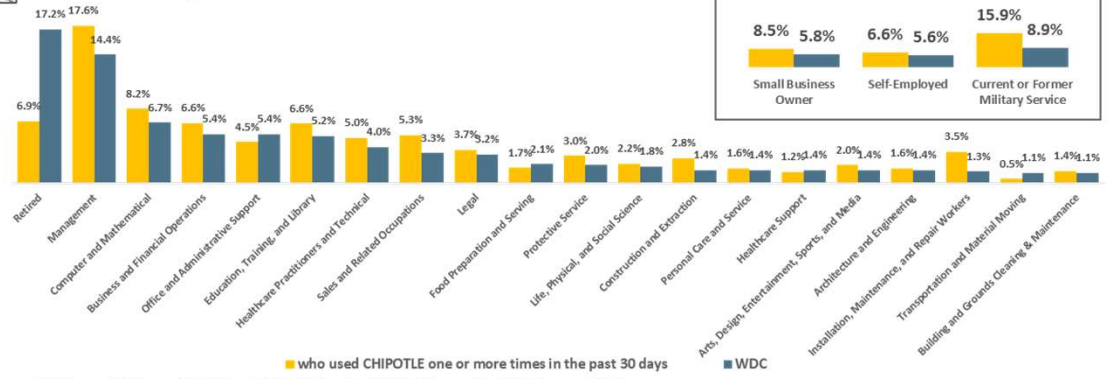
Employment: Adults 18 or older



Marital Status: Adults 18 or older

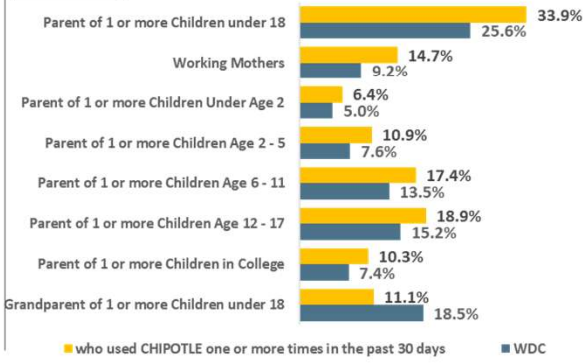


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,331

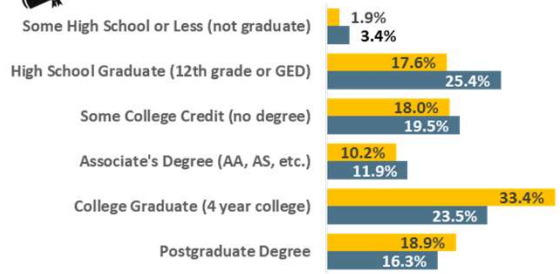
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Quick service restaurants used past 30 days: Chipotle

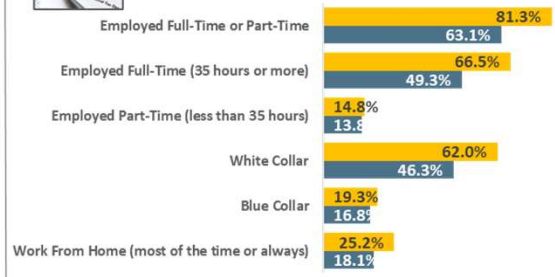
SEA

9.1% or 410,518 of SEA DMA Adults 18 or older used CHIPOTLE one or more times in the past 30 days. Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 31.4% more likely to be a college graduate, 34.7% more likely to work full-time, 7.3% less likely to be married, 37.% more likely to be a parent of 1 or more children under 18.

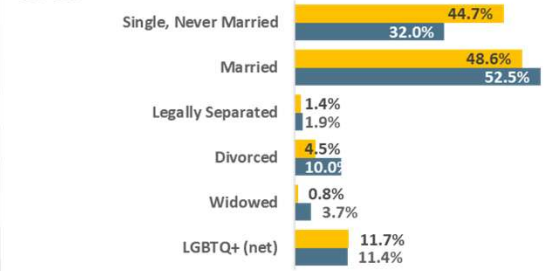
Education Levels: Adults 18 or older



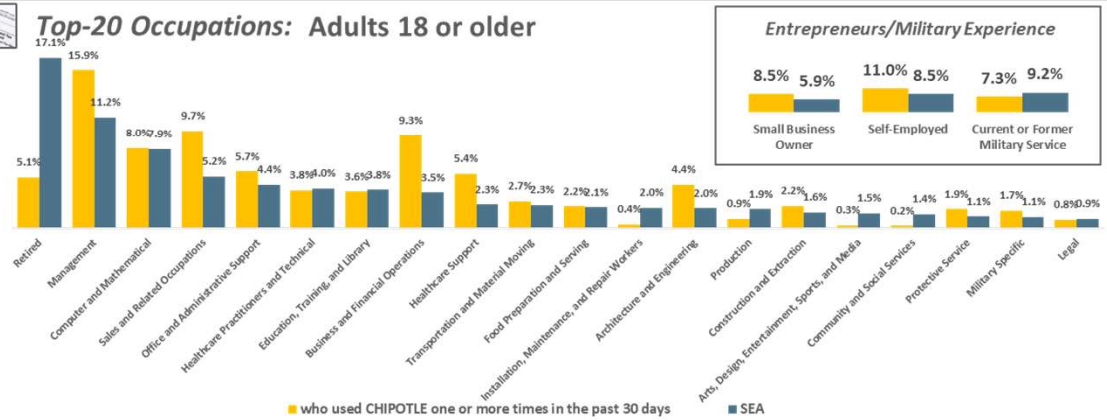
Employment: Adults 18 or older



Marital Status: Adults 18 or older

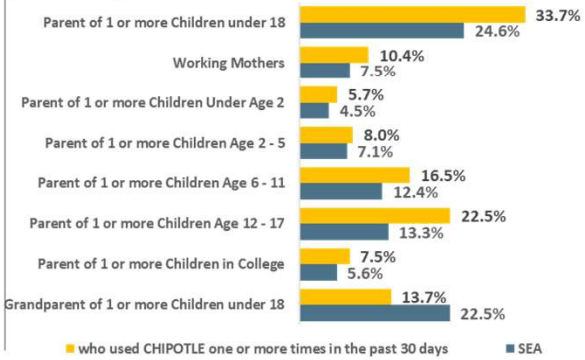


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 360

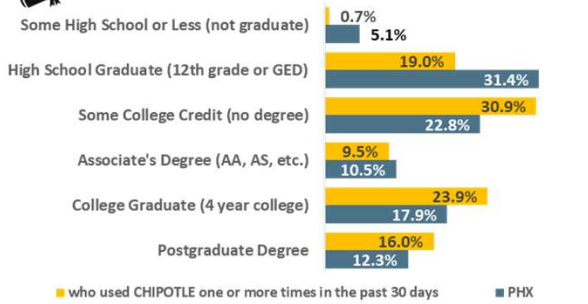
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Quick service restaurants used past 30 days: Chipotle

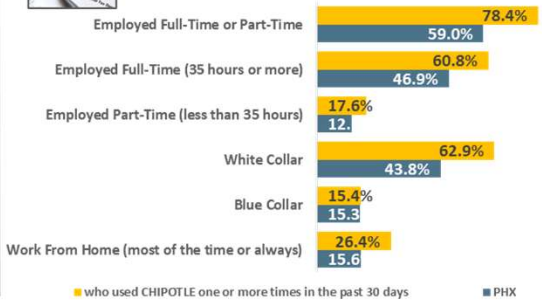
PHX

12.% or 572,150 of PHX DMA Adults 18 or older used CHIPOTLE one or more times in the past 30 days. Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 32.% more likely to be a college graduate, 29.6% more likely to work full-time, 10.5% more likely to be married, 33.7% more likely to be a parent of 1 or more children under 18

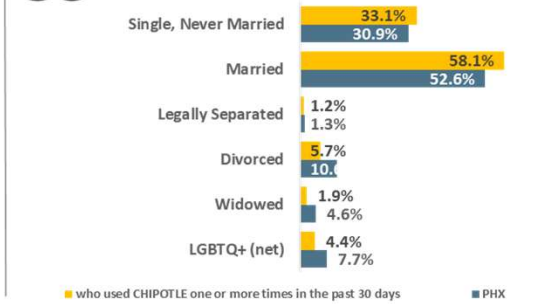
Education Levels: Adults 18 or older



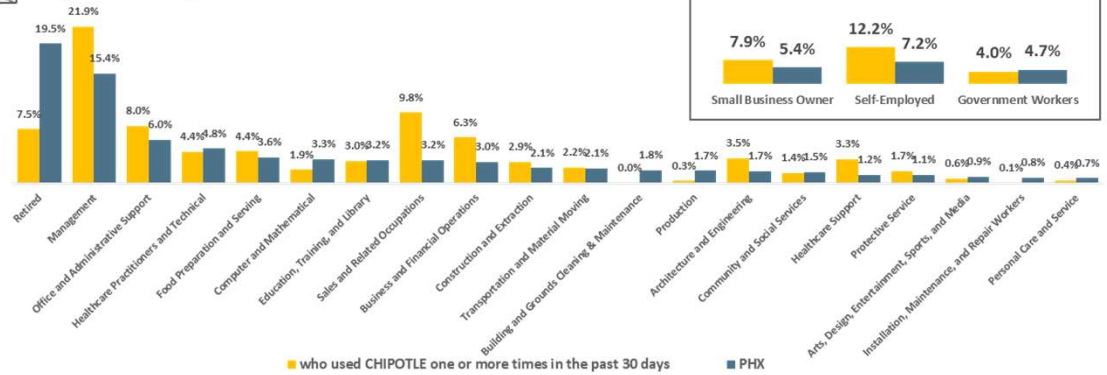
Employment: Adults 18 or older



Marital Status: Adults 18 or older

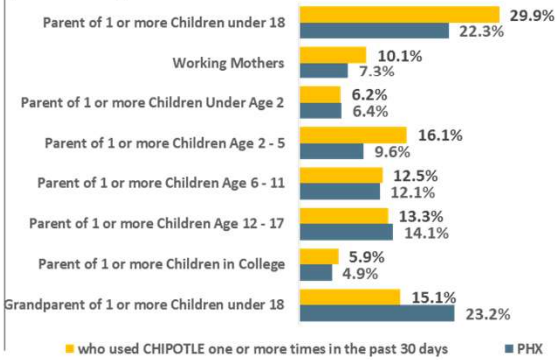


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 337

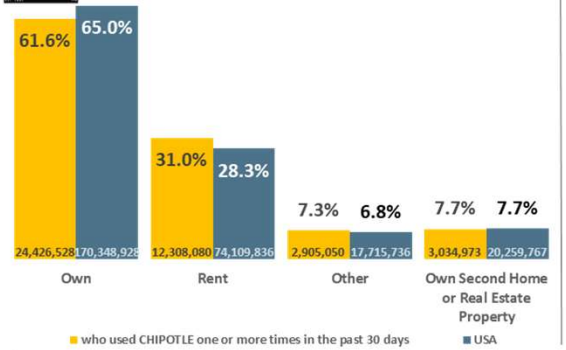
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Quick service restaurants used past 30 days: Chipotle

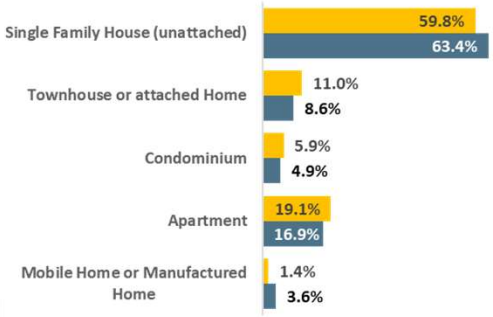


15.1% or 39,639,658 of USA Adults 18 or older used CHIPOTLE one or more times in the past 30 days. Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 5.2% less likely to own their home, 34.2% more likely to own a higher valued home, 5.6% less likely to have a single-family home, 15.6% more likely to have a dog.

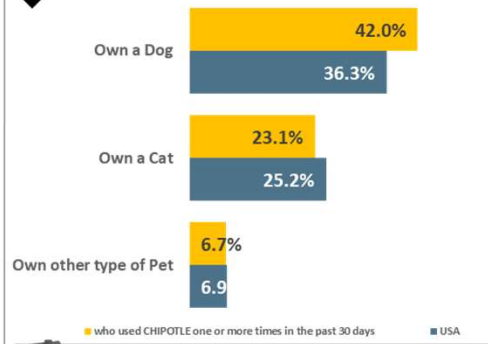
Own/Rent/Other: Adults 18 or older



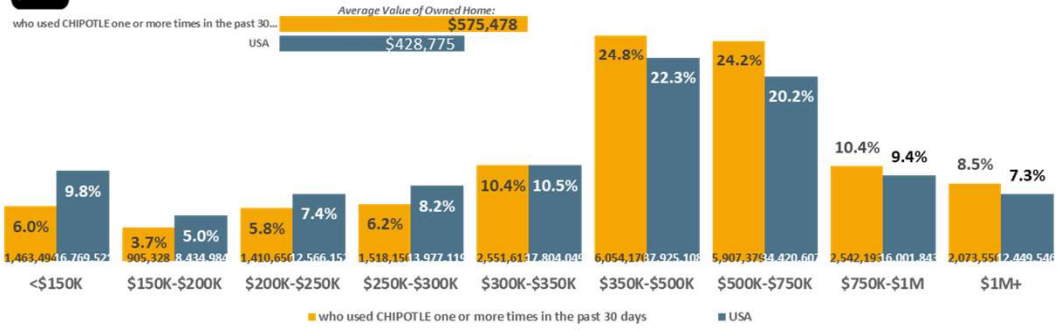
Type of Home: Adults 18 or older



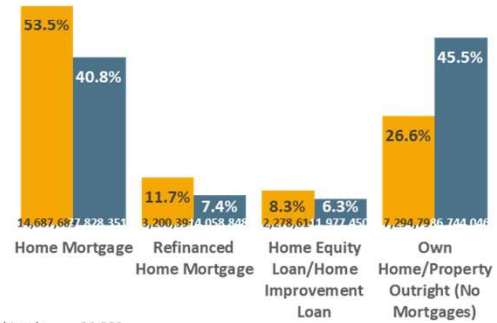
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R2 2025: Feb24-Jul25* *Qual Intab* *3,920*

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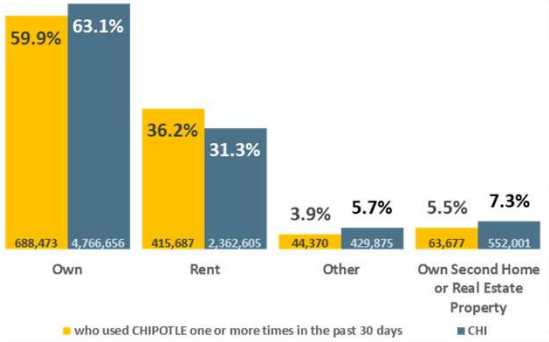
USA Projection *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,982*

Quick service restaurants used past 30 days: Chipotle

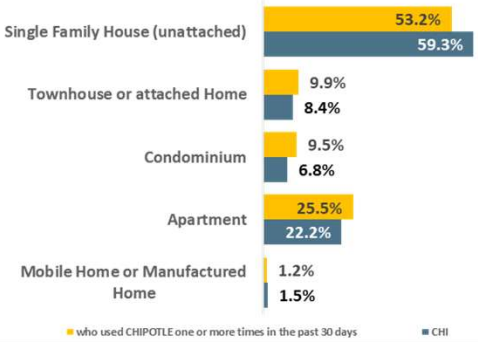


15.2% or 1,148,530 of CHI DMA Adults 18 or older used CHIPOTLE one or more times in the past 30 days. Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 4.9% less likely to own their home, 11.% more likely to own a higher valued home, 10.3% less likely to have a single-family home, 27.% more likely to have a dog.

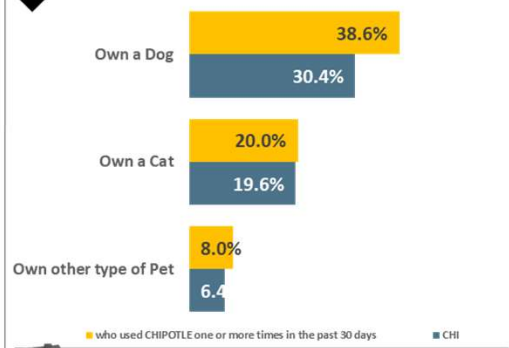
Own/Rent/Other: Adults 18 or older



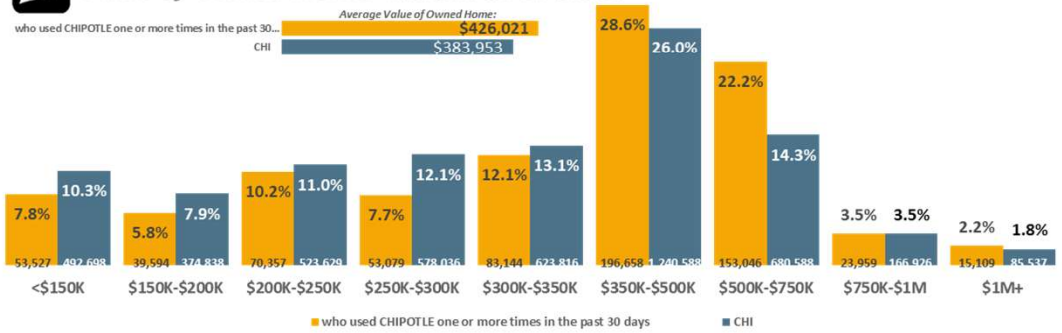
Type of Home: Adults 18 or older



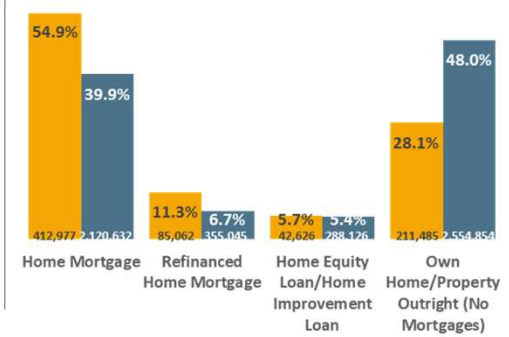
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 610

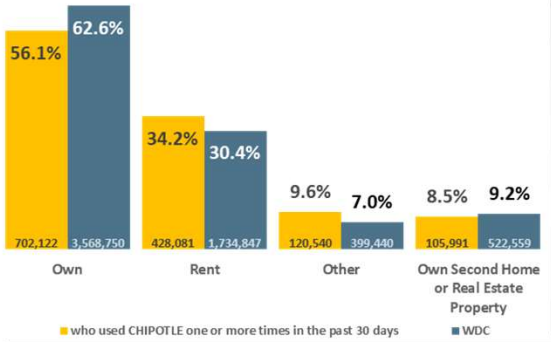
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Quick service restaurants used past 30 days: Chipotle

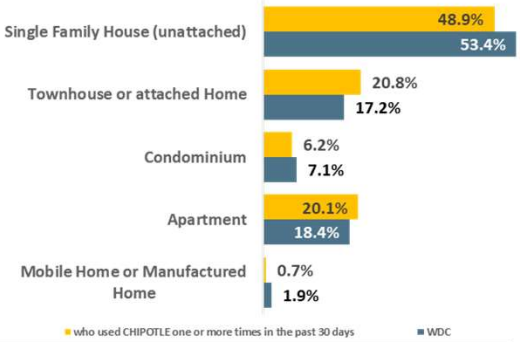


21.9% or 1,250,743 of WDC DMA Adults 18 or older used CHIPOTLE one or more times in the past 30 days. Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 10.3% less likely to own their home, 7.5% more likely to own a higher valued home, 8.5% less likely to have a single-family home, 5.9% more likely to have a dog.

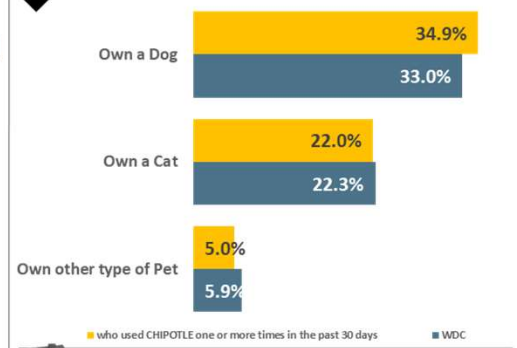
Own/Rent/Other: Adults 18 or older



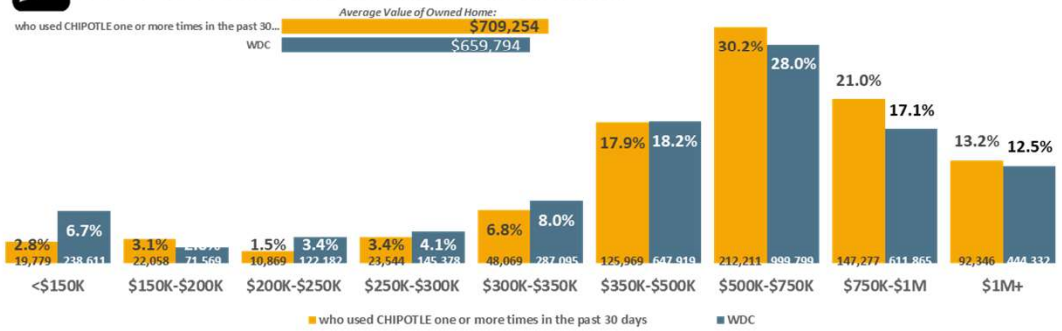
Type of Home: Adults 18 or older



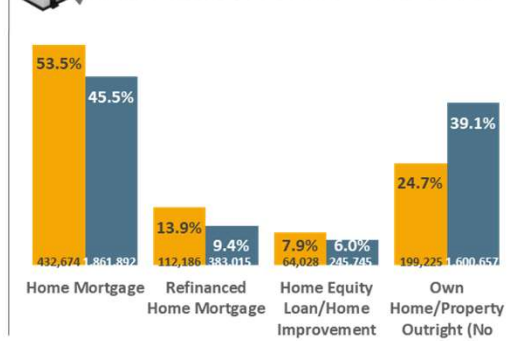
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,331

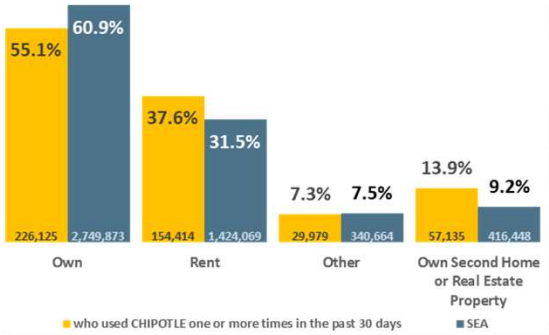
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Quick service restaurants used past 30 days: Chipotle

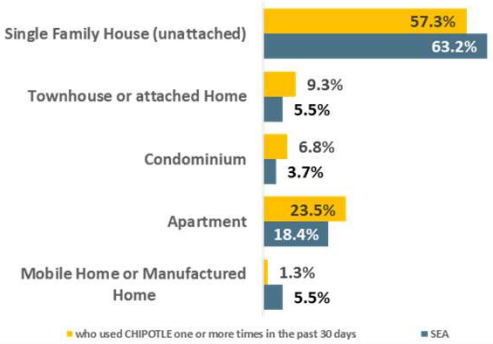


9.1% or 410,518 of SEA DMA Adults 18 or older used CHIPOTLE one or more times in the past 30 days. Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 9.6% less likely to own their home, 14.6% more likely to own a higher valued home, 9.3% less likely to have a single-family home, 11.4% more likely to have a dog.

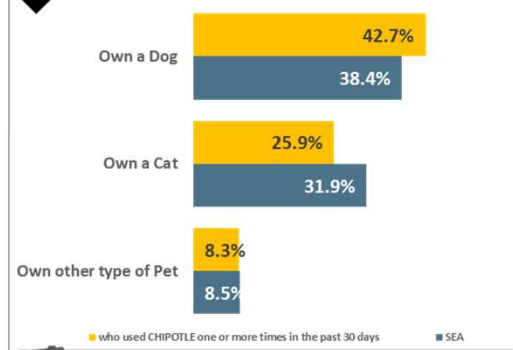
Own/Rent/Other: Adults 18 or older



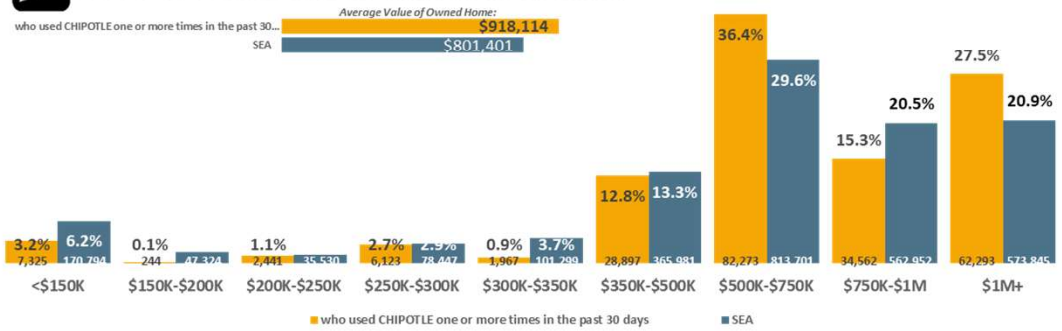
Type of Home: Adults 18 or older



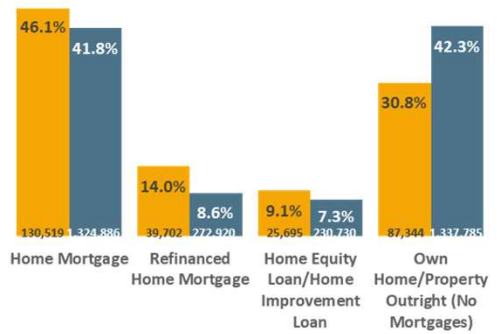
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 360

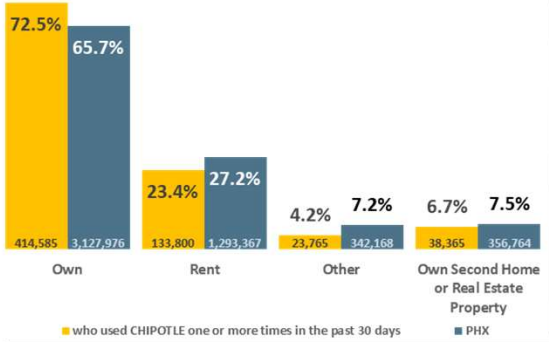
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Quick service restaurants used past 30 days: Chipotle

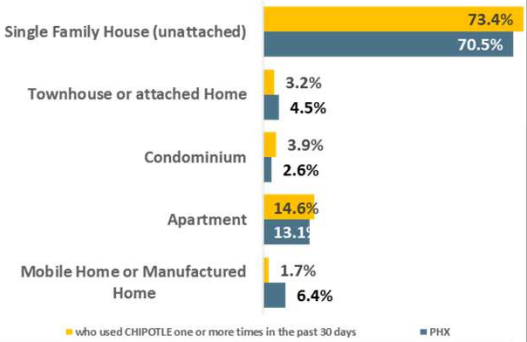


12.% or 572,150 of PHX DMA Adults 18 or older used CHIPOTLE one or more times in the past 30 days. Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 10.3% more likely to own their home, 31.1% more likely to own a higher valued home, 4.2% more likely to have a single-family home, 20.9% more likely to have a dog.

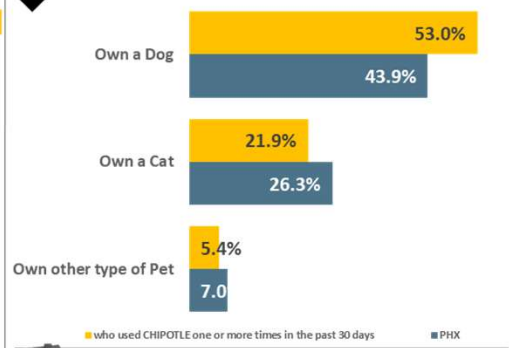
Own/Rent/Other: Adults 18 or older



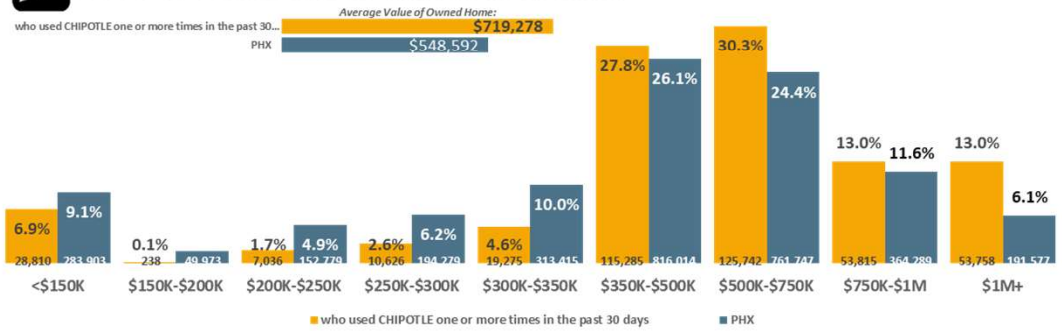
Type of Home: Adults 18 or older



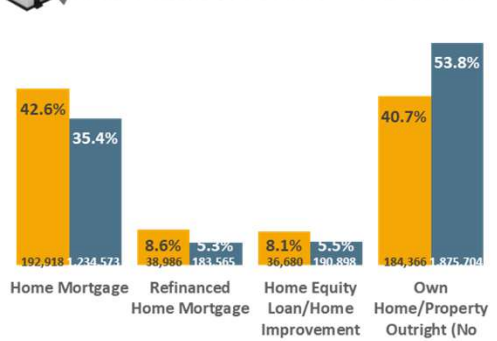
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 337

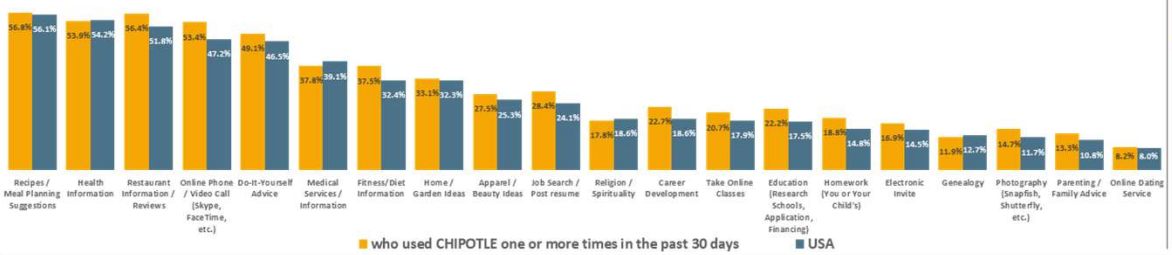
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Quick service restaurants used past 30 days: Chipotle

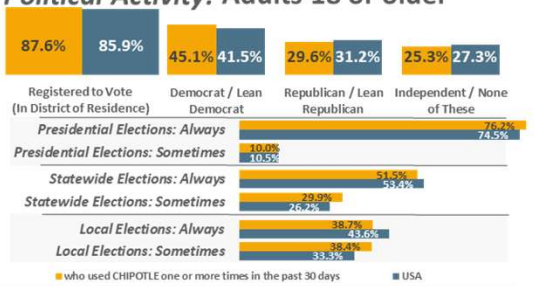


15.1% or 39,639,658 of USA Adults 18 or older used CHIPOTLE one or more times in the past 30 days. Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 5.7% more likely to look up D-I-Y advice online, 11.1% less likely to always vote in local elections, 39.3% more likely to belong to a gym, 25.5% more likely to fly domestic pa

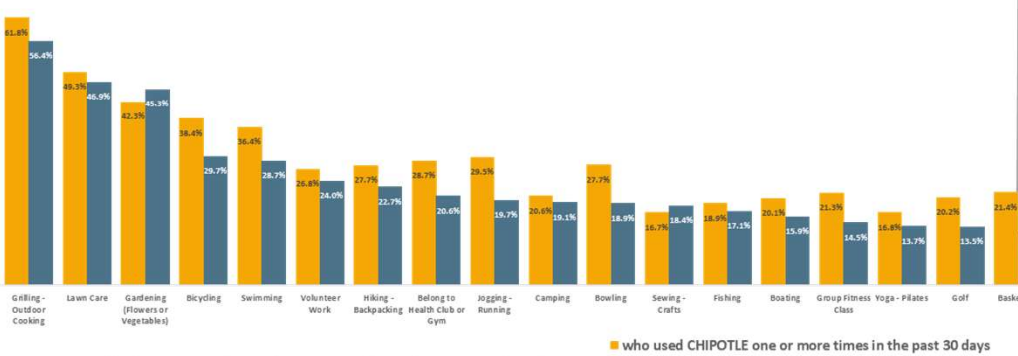
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



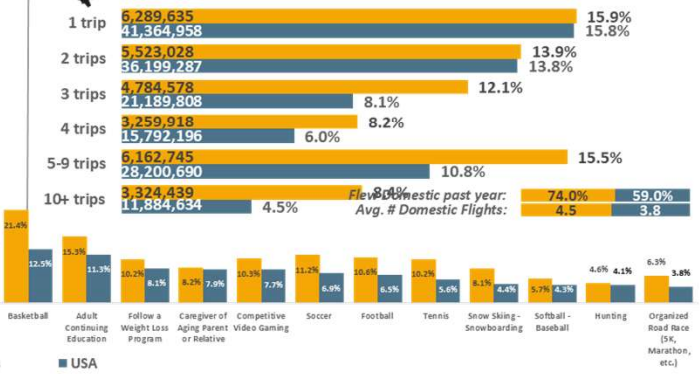
Political Activity: Adults 18 or older



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



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



USA *USA Projection* *Scarborough R2 2025: Feb24-Jul25* *Qual Intab* *3,920*

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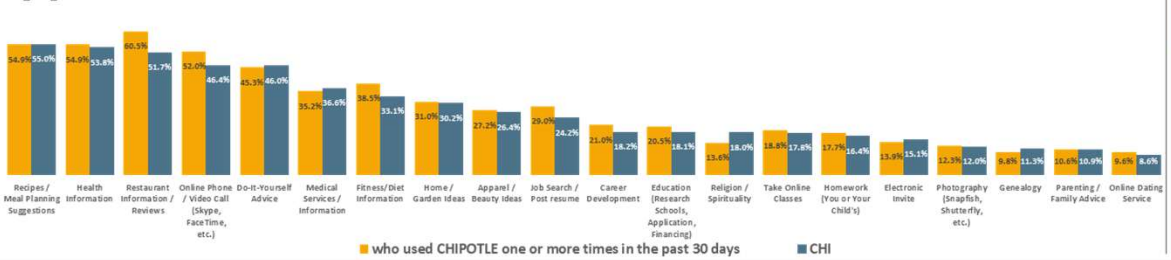
USA Projection *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,982*

Quick service restaurants used past 30 days: Chipotle

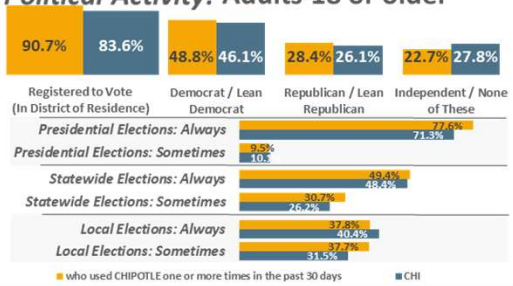


15.2% or 1,148,530 of CHI DMA Adults 18 or older used CHIPOTLE one or more times in the past 30 days. Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 1.4% less likely to look up D-I-Y advice online, 6.5% less likely to always vote in local elections, 35.7% more likely to belong to a gym, 30.3% more likely to fly domestic pas

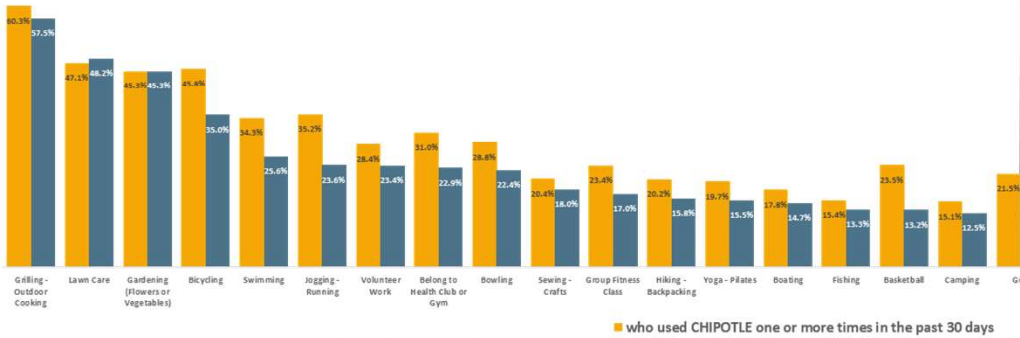
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



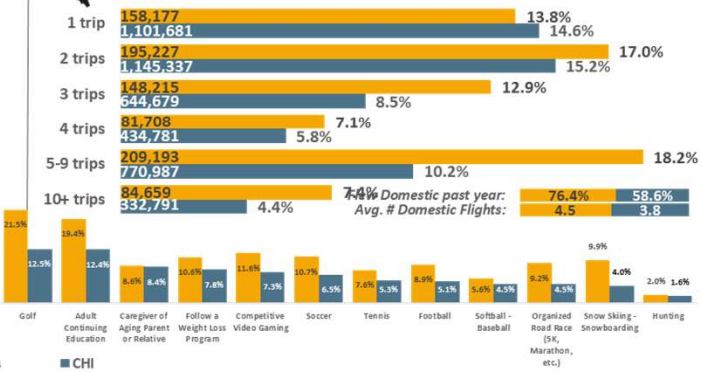
Political Activity: Adults 18 or older



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 610

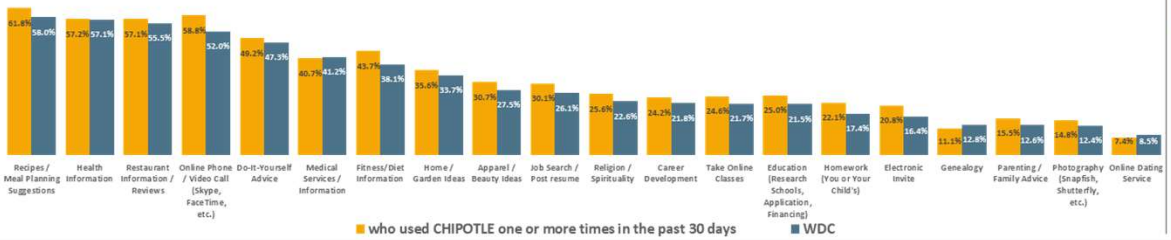
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Quick service restaurants used past 30 days: Chipotle

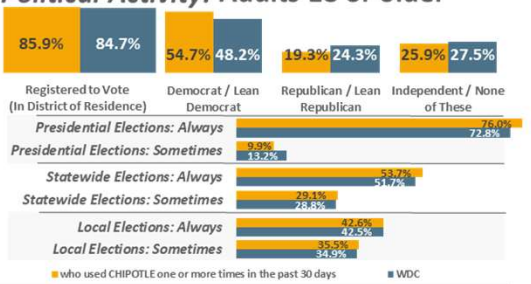


21.9% or 1,250,743 of WDC DMA Adults 18 or older used CHIPOTLE one or more times in the past 30 days. Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 3.9% more likely to look up D-I-Y advice online, .2% more likely to always vote in local elections, 30.6% more likely to belong to a gym, 18.3% more likely to fly domestic past

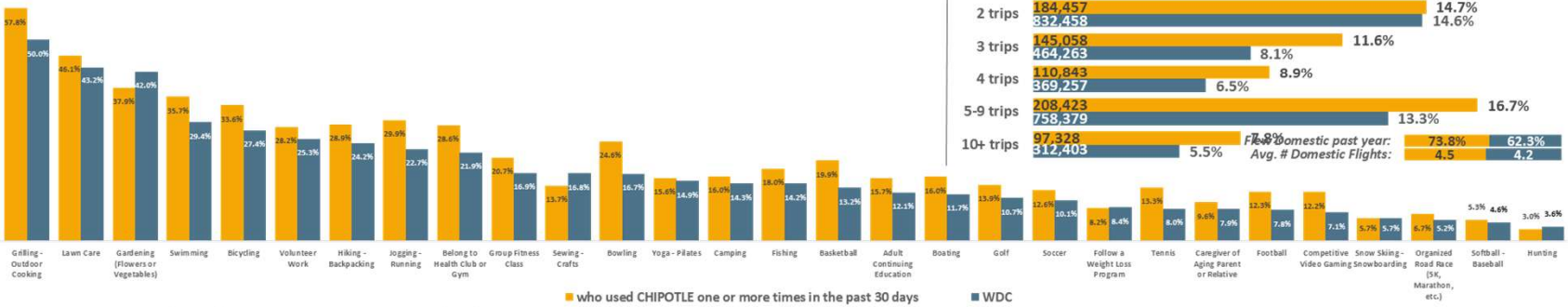
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,331

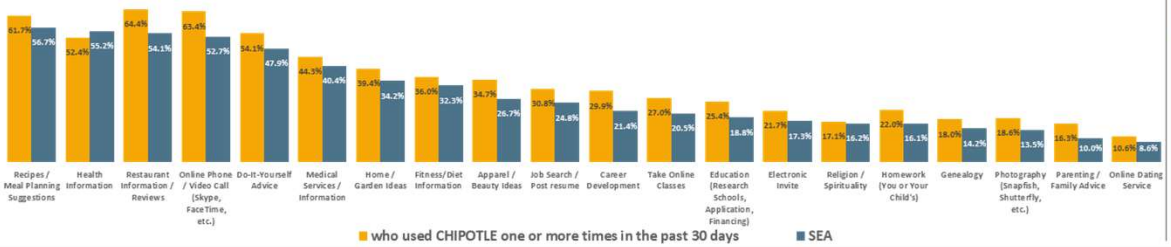
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Quick service restaurants used past 30 days: Chipotle

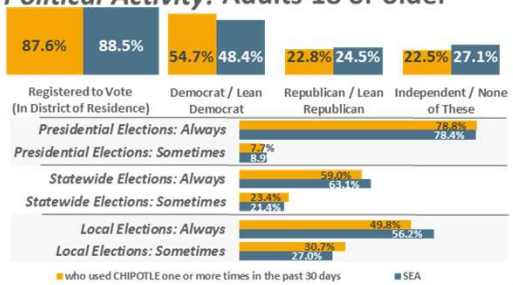


9.1% or 410,518 of SEA DMA Adults 18 or older used CHIPOTLE one or more times in the past 30 days. Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 13.1% more likely to look up D-I-Y advice online, 11.5% less likely to always vote in local elections, 48.9% more likely to belong to a gym, 30.% more likely to fly domestic pa

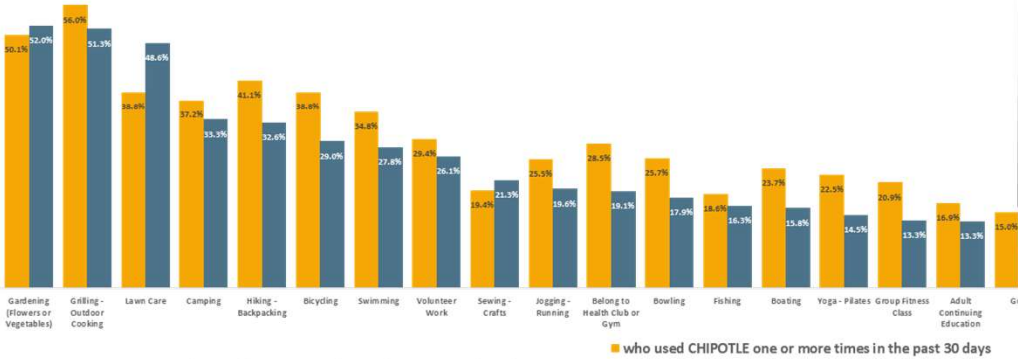
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



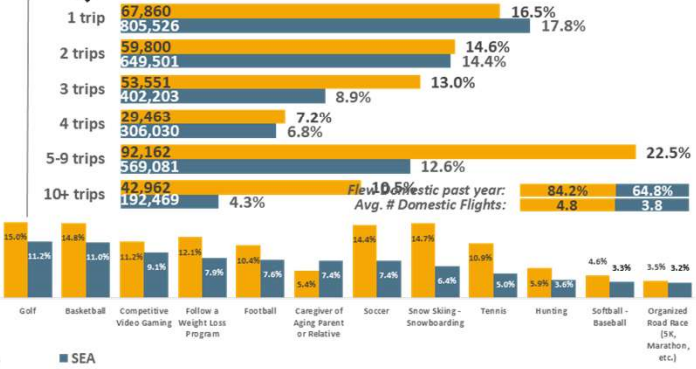
Political Activity: Adults 18 or older



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 360

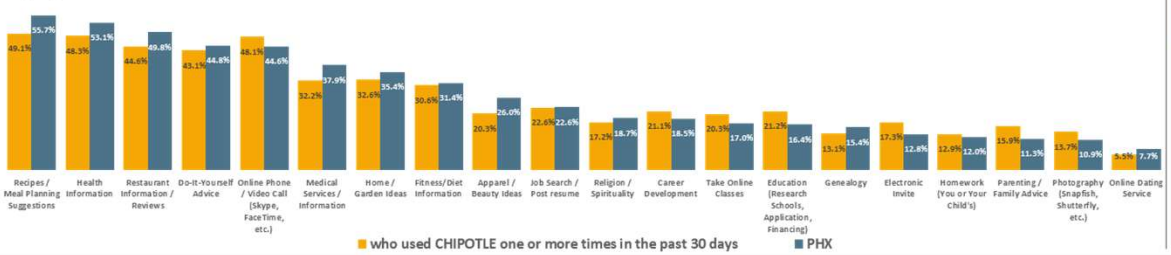
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Quick service restaurants used past 30 days: Chipotle

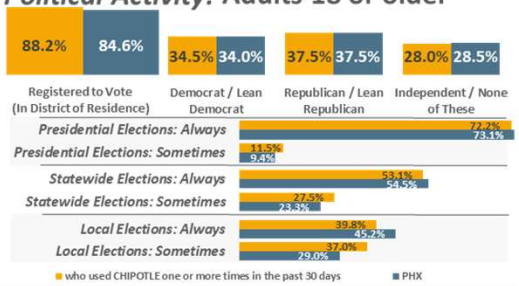


12.% or 572,150 of PHX DMA Adults 18 or older used CHIPOTLE one or more times in the past 30 days. Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 3.9% less likely to look up D-I-Y advice online, 12.% less likely to always vote in local elections, 48.7% more likely to belong to a gym, 30.2% more likely to fly domestic pas

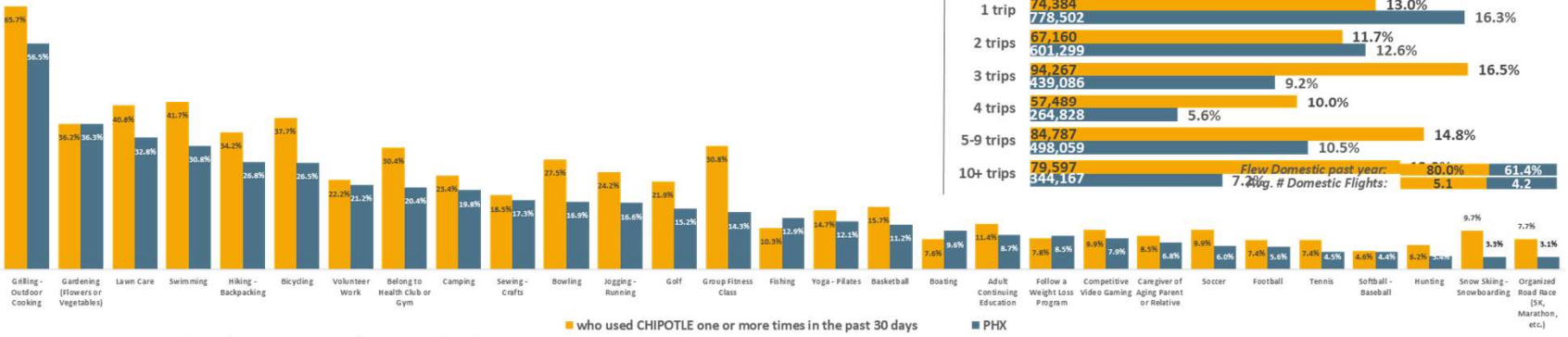
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 337

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Quick service restaurants used past 30 days: Chipotle



15.1% or 39,639,658 of USA Adults 18 or older used CHIPOTLE one or more times in the past 30 days. Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 18.7% more likely to use QSRs past mo., 19.5% more likely to use Sit-Down Restaurants past mo., 11.7% more likely to use Casinos past yr., 23.% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

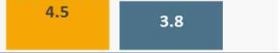
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

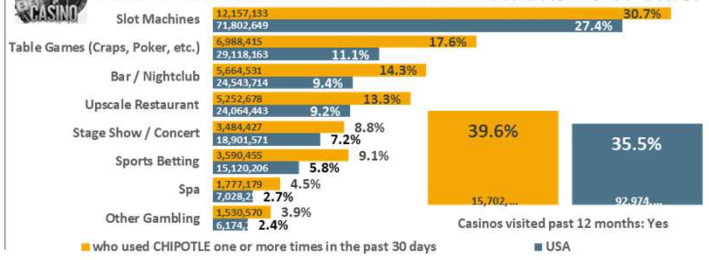


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 3,920

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982

Quick service restaurants used past 30 days: Chipotle



15.2% or 1,148,530 of CHI DMA Adults 18 or older used CHIPOTLE one or more times in the past 30 days. Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 15.1% more likely to use QSRs past mo., 20.% more likely to use Sit-Down Restaurants past mo., 36.1% more likely to use Casinos past yr., 7.6% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 100.0% 1,148,530 | 86.9% 6,566,264

Avg. Monthly QSR Meals: 9.0 | 6.5

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



Total Monthly Sit-Down Restaurant Users: 86.4% 992,374 | 72.0% 5,441,044

Avg. Monthly Sit-Down Restaurant Meals: 5.2 | 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)

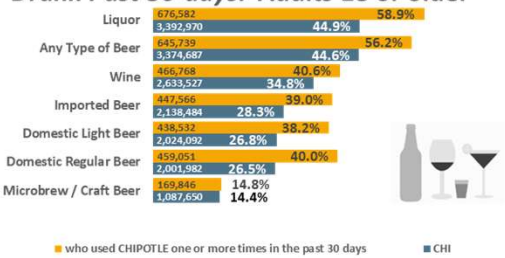


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who used CHIPOTLE one or more times in the past 30... 368,628 32.1%

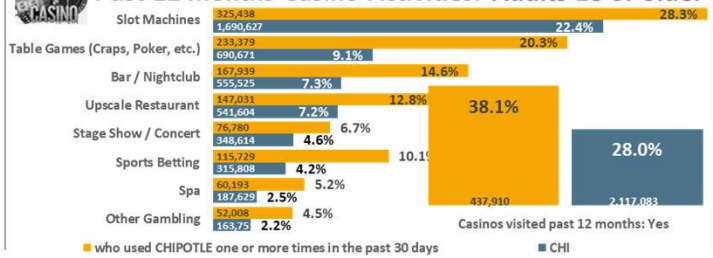
CHI 1,687,560 22.3%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 610

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Quick service restaurants used past 30 days: Chipotle



21.9% or 1,250,743 of WDC DMA Adults 18 or older used CHIPOTLE one or more times in the past 30 days. Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 18.4% more likely to use QSRs past mo., 16.5% more likely to use Sit-Down Restaurants past mo., 17.6% more likely to use Casinos past yr., 14.1% less likely to smoke cigarettes

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



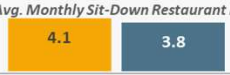
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

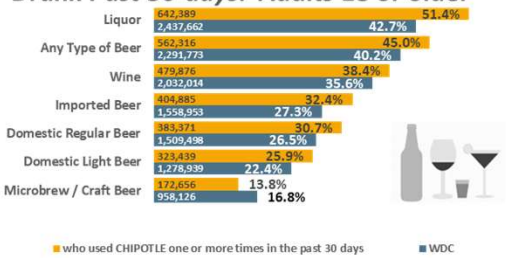
(Sit-Down Restaurants Used Past 30-days)



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

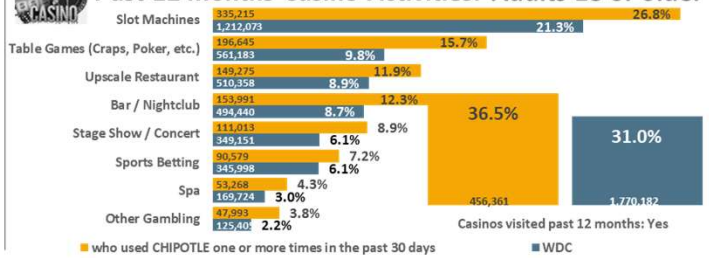


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,331

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Quick service restaurants used past 30 days: Chipotle



9.1% or 410,518 of SEA DMA Adults 18 or older used CHIPOTLE one or more times in the past 30 days. Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 23.3% more likely to use QSRs past mo., 28.7% more likely to use Sit-Down Restaurants past mo., 12.4% more likely to use Casinos past yr., 7.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 100.0% 410,518 | 81.1% 3,661,363

Avg. Monthly QSR Meals: 8.2 | 5.4

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



Total Monthly Sit-Down Restaurant Users: 89.9% 368,920 | 69.8% 3,151,841

Avg. Monthly Sit-Down Restaurant Meals: 4.6 | 3.7

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who used CHIPOTLE one or more times in the past 30... 149,440 36.4%

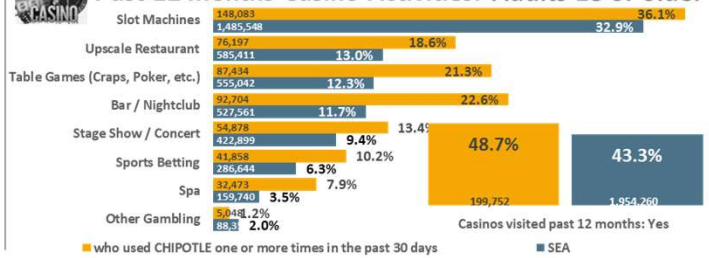
SEA 910,190 20.2%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 360

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Quick service restaurants used past 30 days: Chipotle

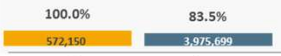


12.% or 572,150 of PHX DMA Adults 18 or older used CHIPOTLE one or more times in the past 30 days. Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 19.8% more likely to use QSRs past mo., 23.% more likely to use Sit-Down Restaurants past mo., 3.1% less likely to use Casinos past yr., 30.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

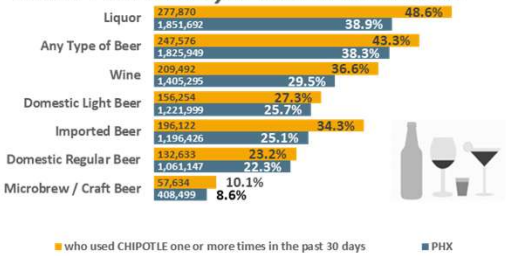
(Sit-Down Restaurants Used Past 30-days)



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

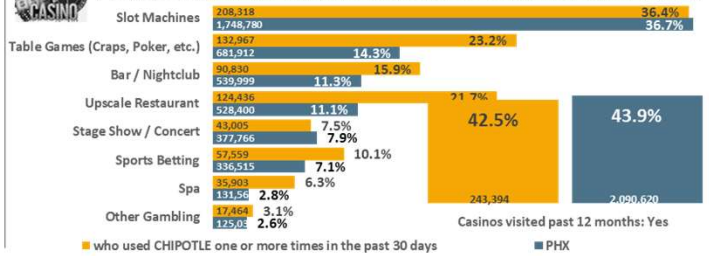


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 337

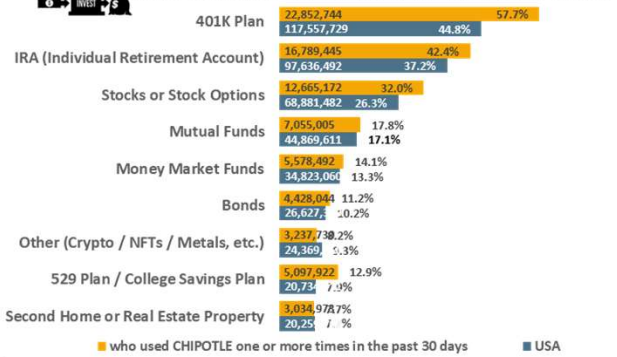
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Quick service restaurants used past 30 days: Chipotle

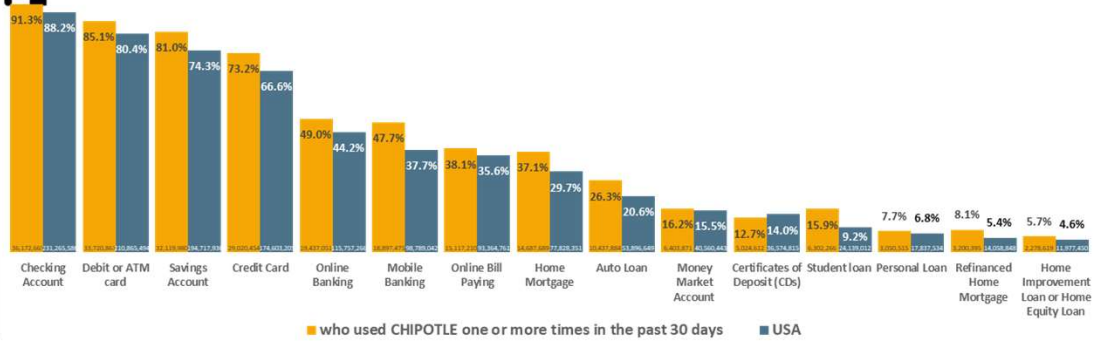


15.1% or 39,639,658 of USA Adults 18 or older used CHIPOTLE one or more times in the past 30 days. Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 28.6% more likely to have a 401K, 28.1% more likely to have an Auto Loan, 42.2% more likely to Invest/Trade Stocks Online, 2.% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



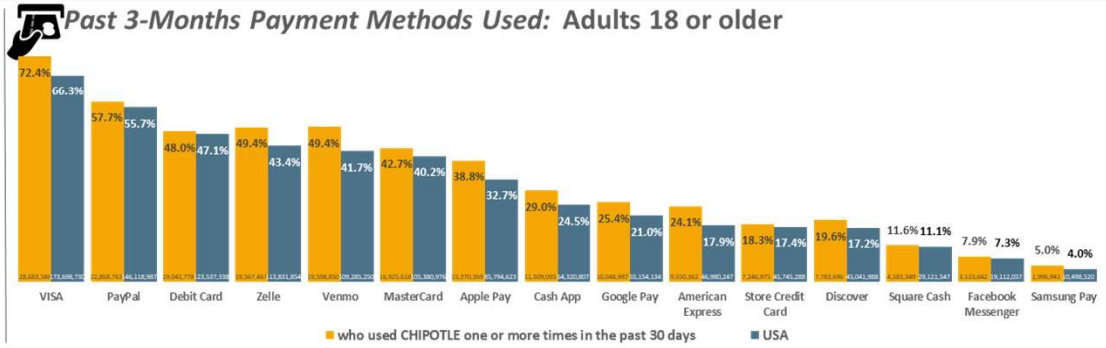
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 3,920

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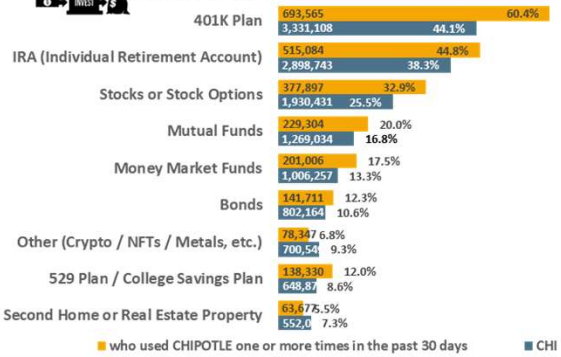
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982

Quick service restaurants used past 30 days: Chipotle

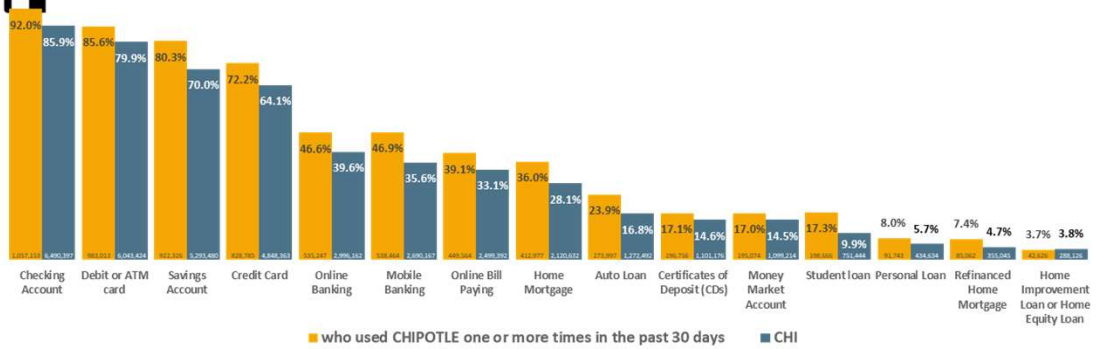


15.2% or 1,148,530 of CHI DMA Adults 18 or older used CHIPOTLE one or more times in the past 30 days. Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 37.% more likely to have a 401K, 41.7% more likely to have an Auto Loan, 49.8% more likely to Invest/Trade Stocks Online, 11.5% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



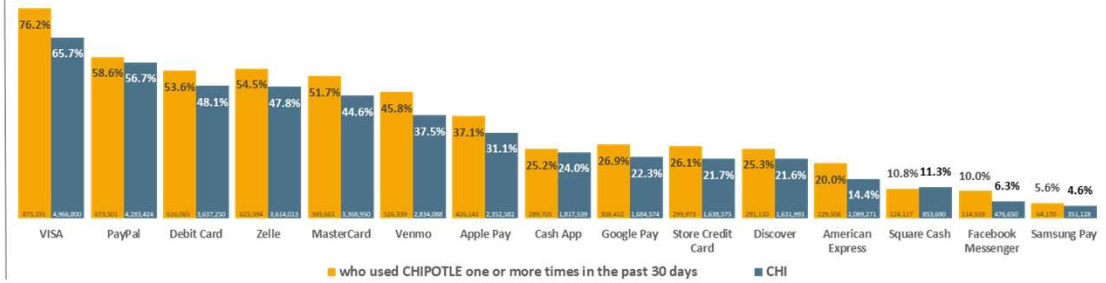
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 610

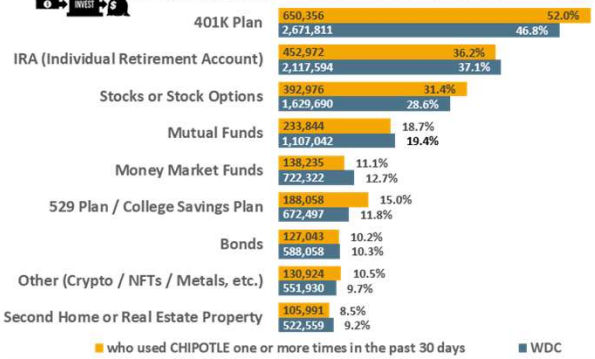
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Quick service restaurants used past 30 days: Chipotle

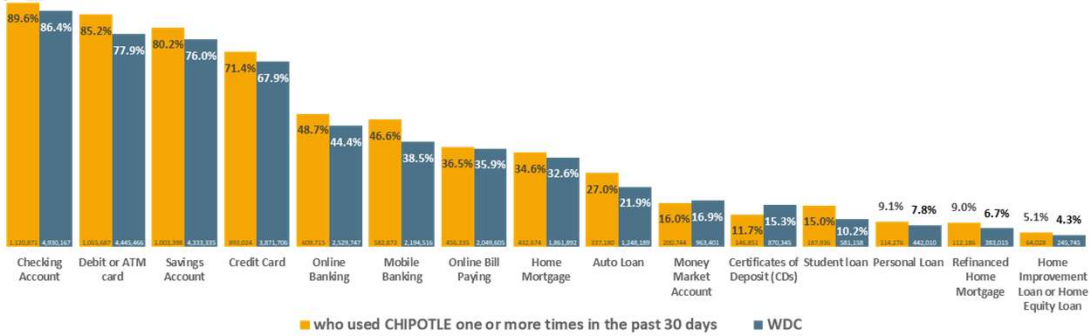


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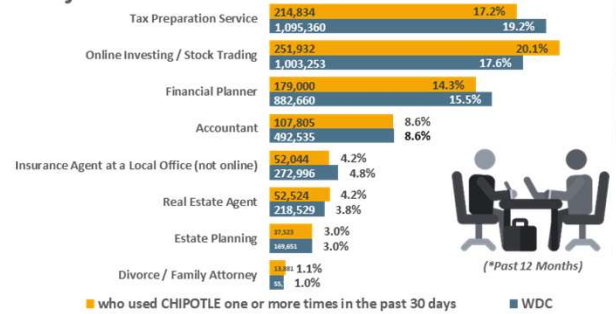
Investments Owned: Adults 18 or older



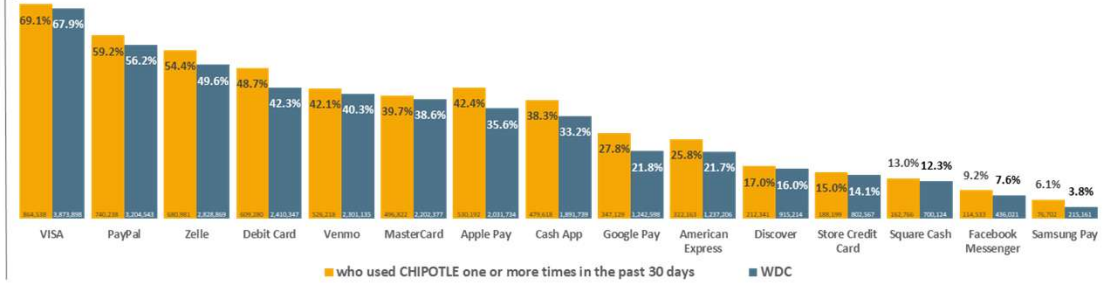
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,331

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Quick service restaurants used past 30 days: Chipotle

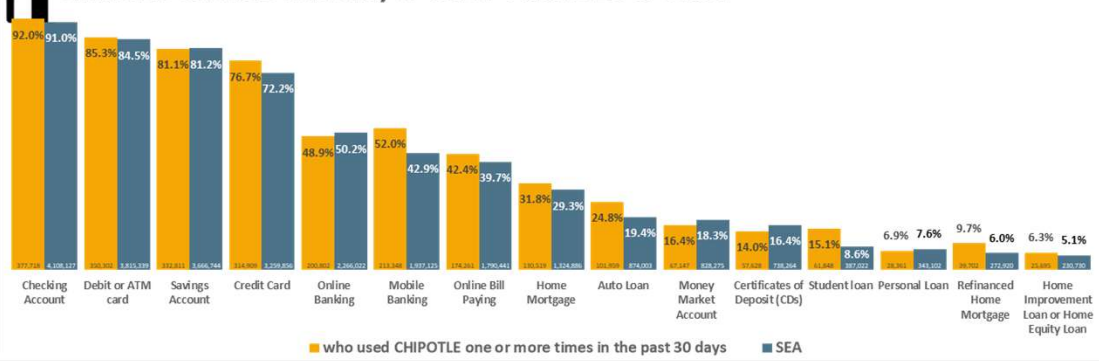


9.1% or 410,518 of SEA DMA Adults 18 or older used CHIPOTLE one or more times in the past 30 days. Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 44.6% more likely to have a 401K, 28.3% more likely to have an Auto Loan, 58.4% more likely to Invest/Trade Stocks Online, 8.6% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



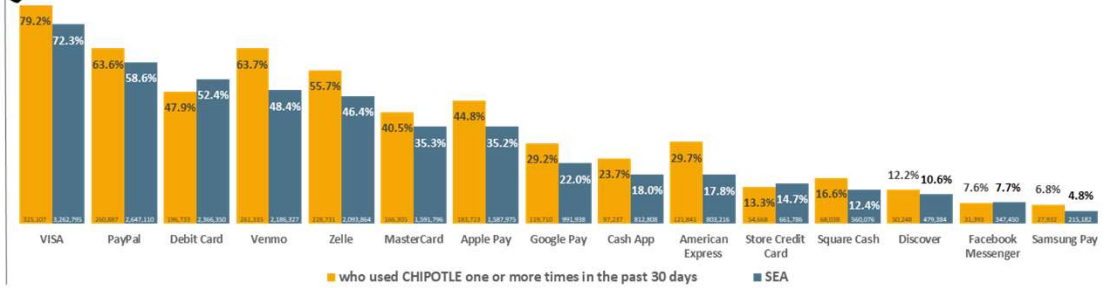
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 360

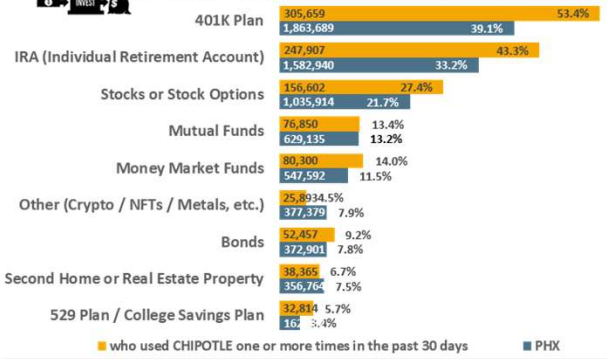
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Quick service restaurants used past 30 days: Chipotle

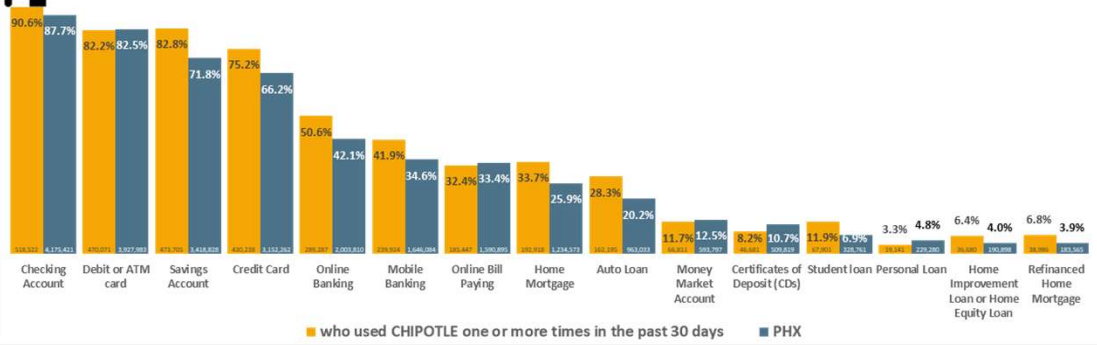


12.% or 572,150 of PHX DMA Adults 18 or older used CHIPOTLE one or more times in the past 30 days. Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 36.5% more likely to have a 401K, 40.2% more likely to have an Auto Loan, 58.1% more likely to Invest/Trade Stocks Online, 5.1% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



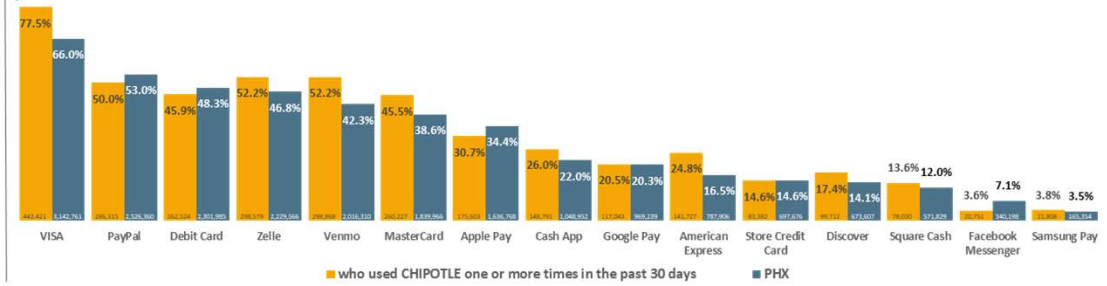
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 337

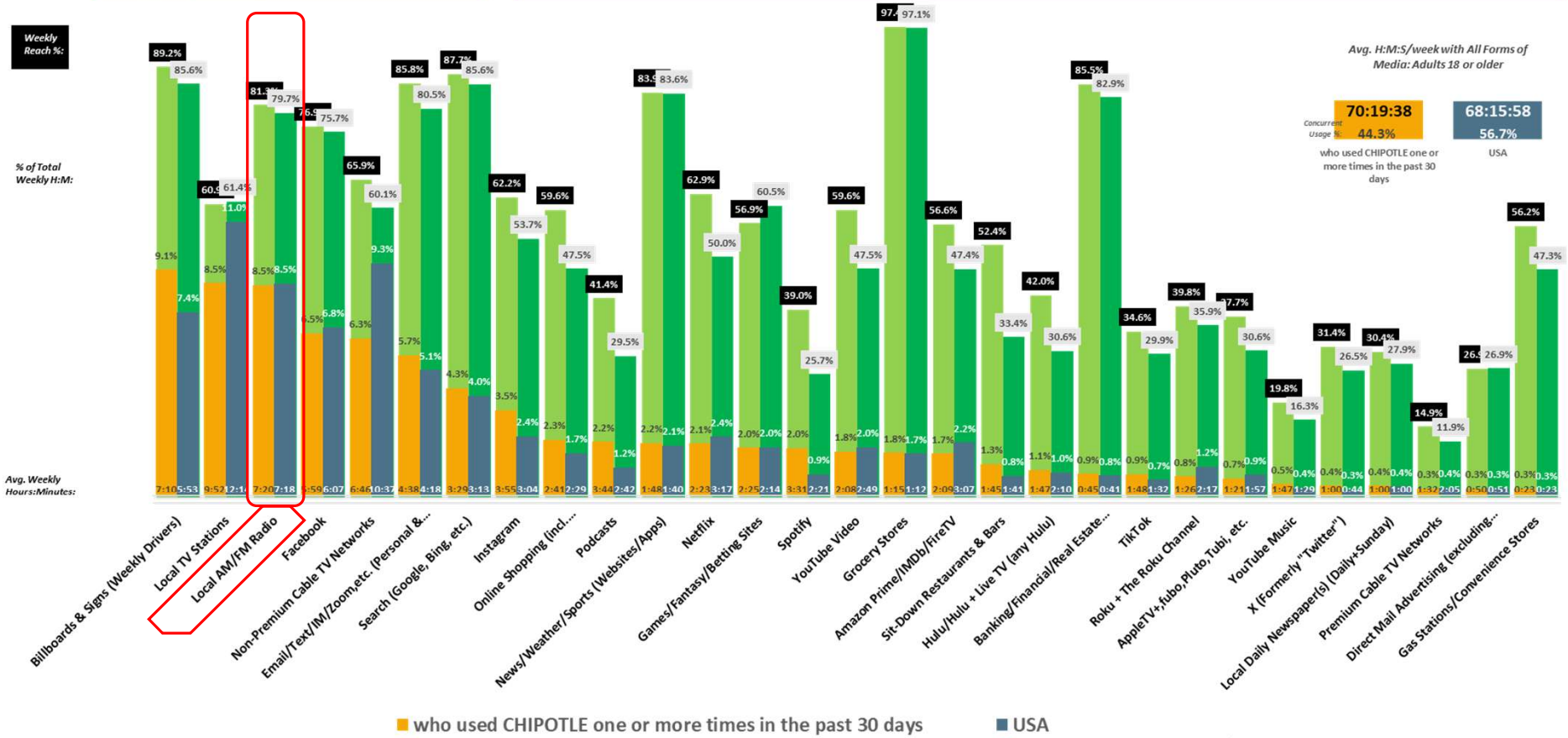
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Quick service restaurants used past 30 days: Chipotle



Adults 18 or older who used CHIPOTLE one or more times in the past 30 days spend an average of 2 days, 22 hours, 19 minutes and 38 seconds each week with All Forms of Media.

81.3% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days spend an avg. of 7 hours and 20 minutes each week listening to All Local AM/FM Radio, representing 8.5% of total time spent with all forms of Media.

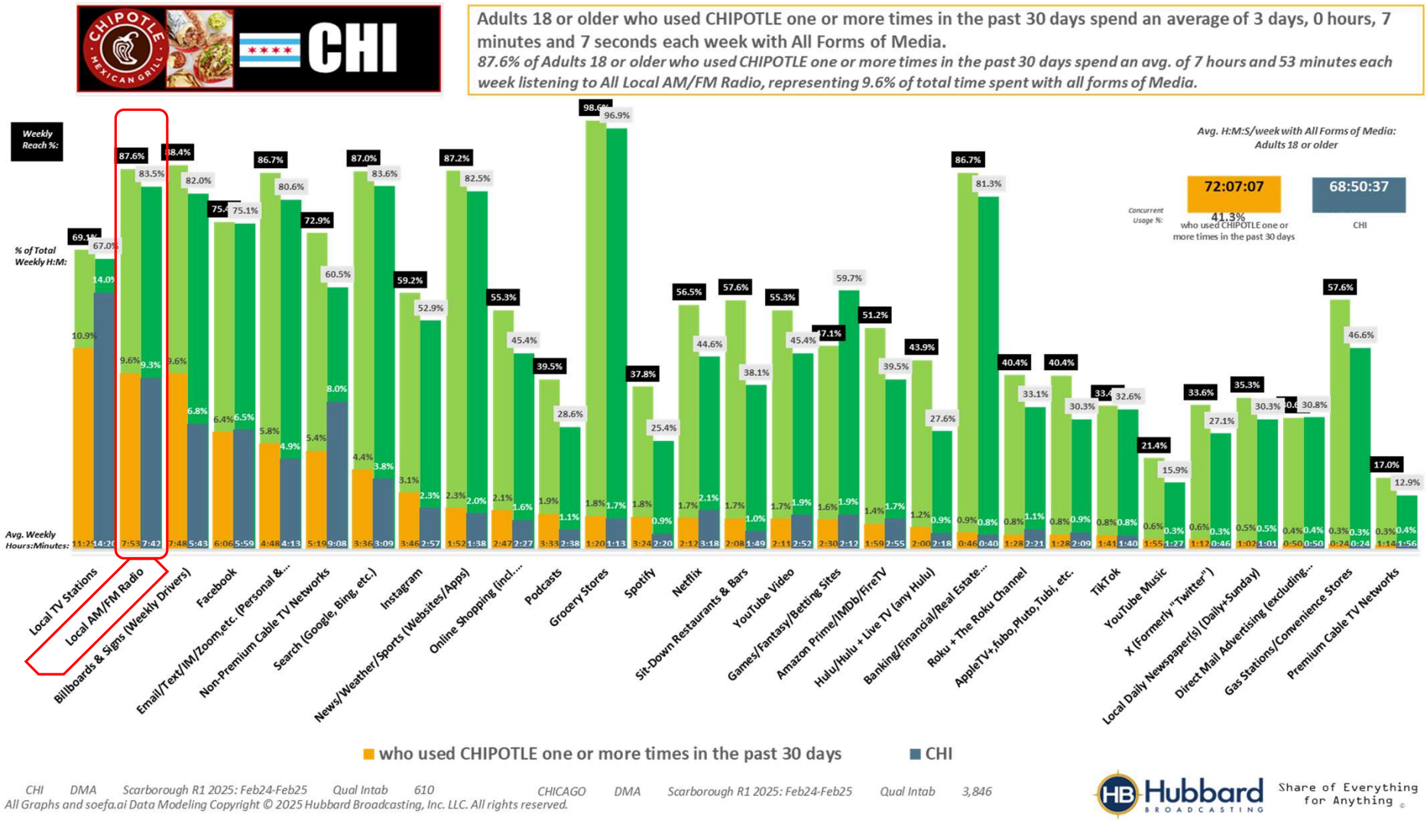


USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 3,920 USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982

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Quick service restaurants used past 30 days: Chipotle

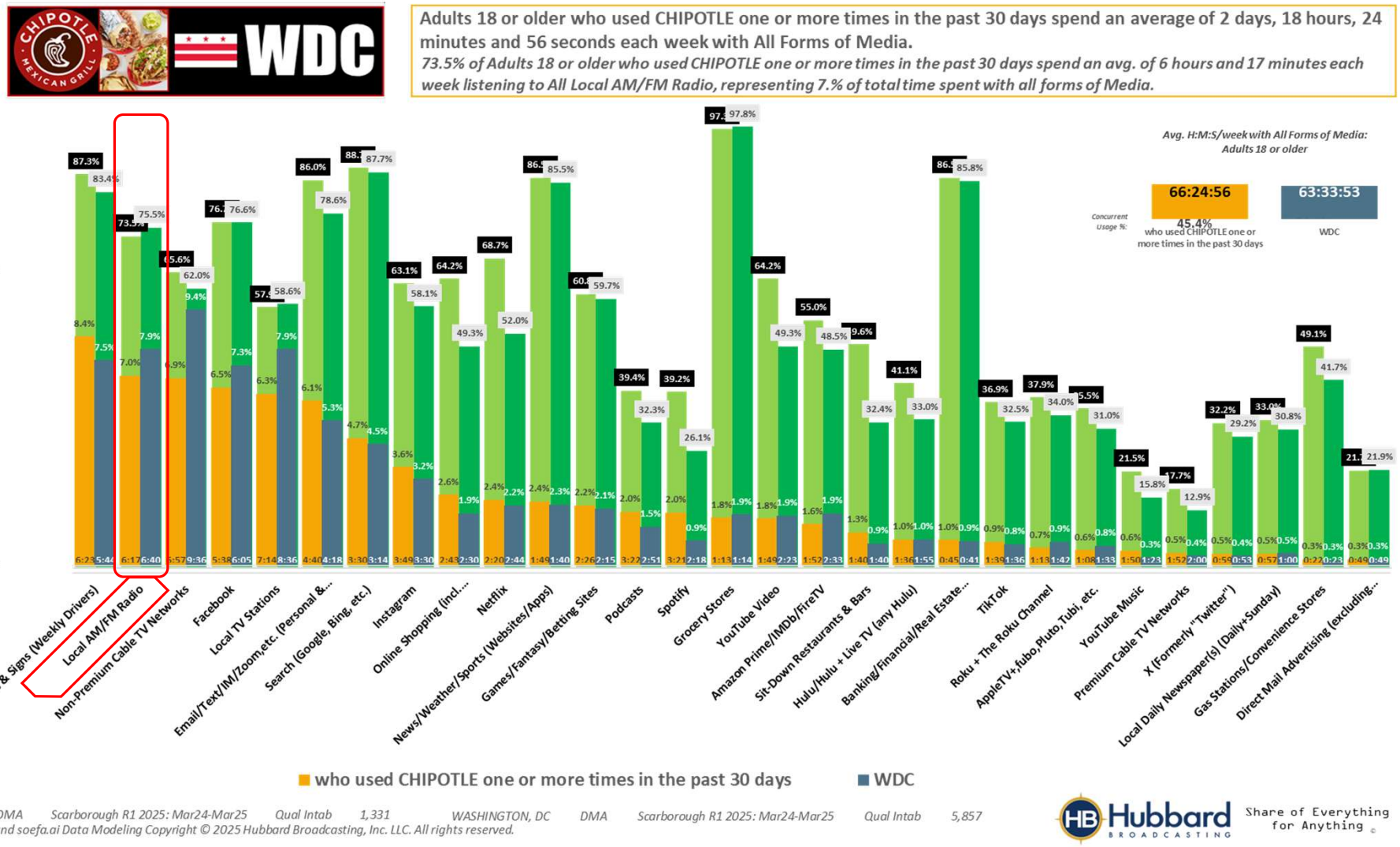


CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 610 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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Quick service restaurants used past 30 days: Chipotle



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,331 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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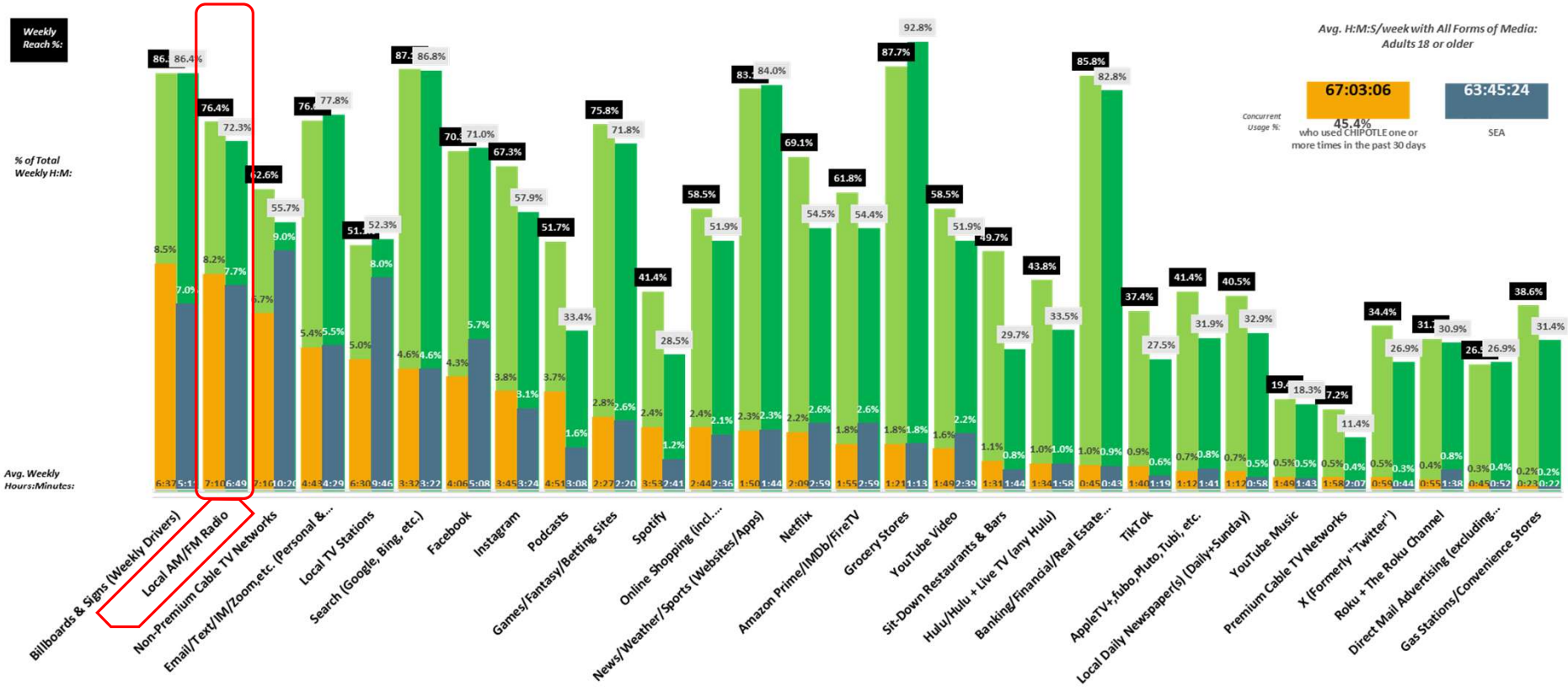
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Quick service restaurants used past 30 days: Chipotle



Adults 18 or older who used CHIPOTLE one or more times in the past 30 days spend an average of 2 days, 19 hours, 3 minutes and 6 seconds each week with All Forms of Media.

76.4% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days spend an avg. of 7 hours and 10 minutes each week listening to All Local AM/FM Radio, representing 8.2% of total time spent with all forms of Media.

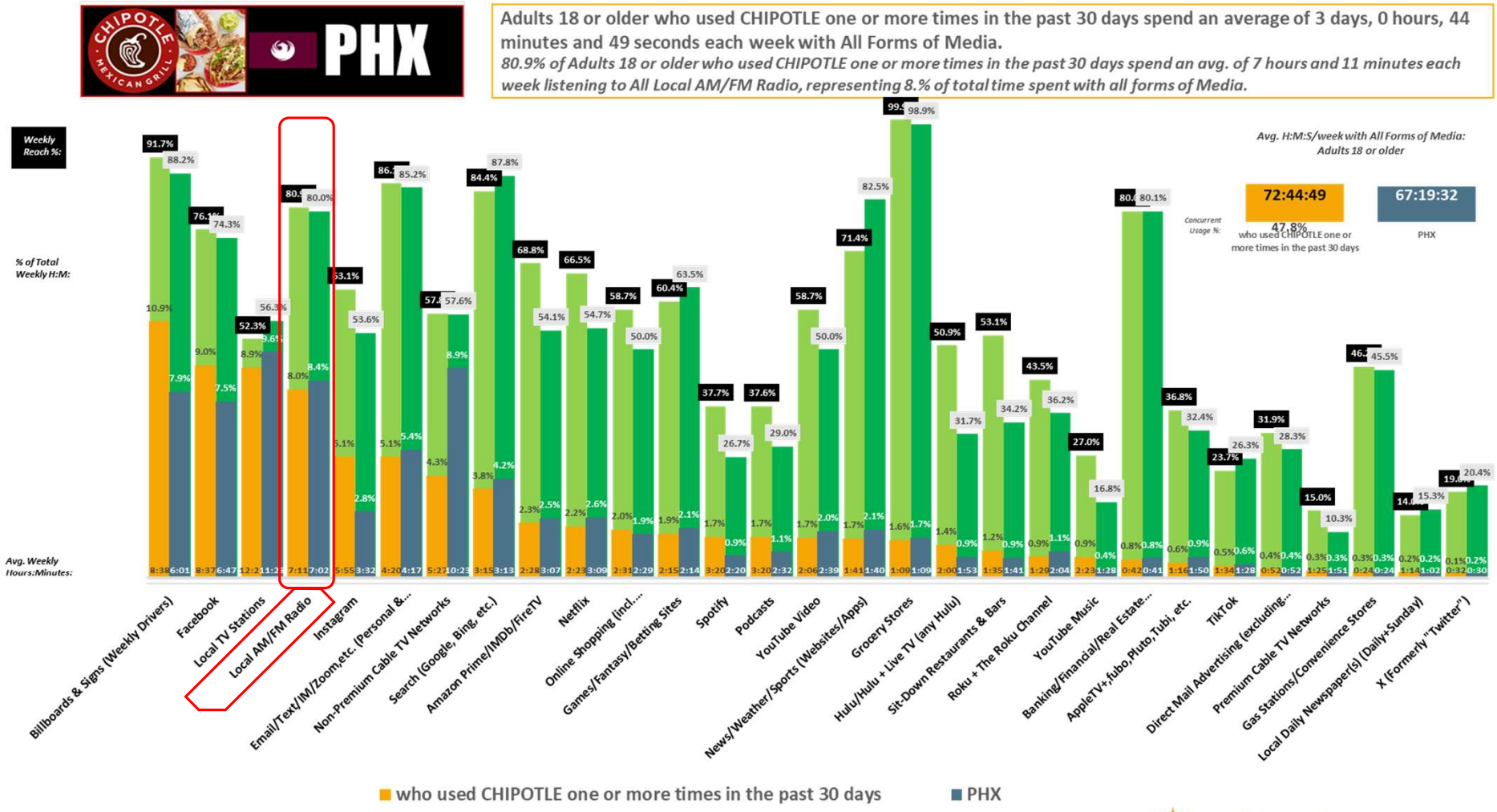


SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 360 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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Quick service restaurants used past 30 days: Chipotle

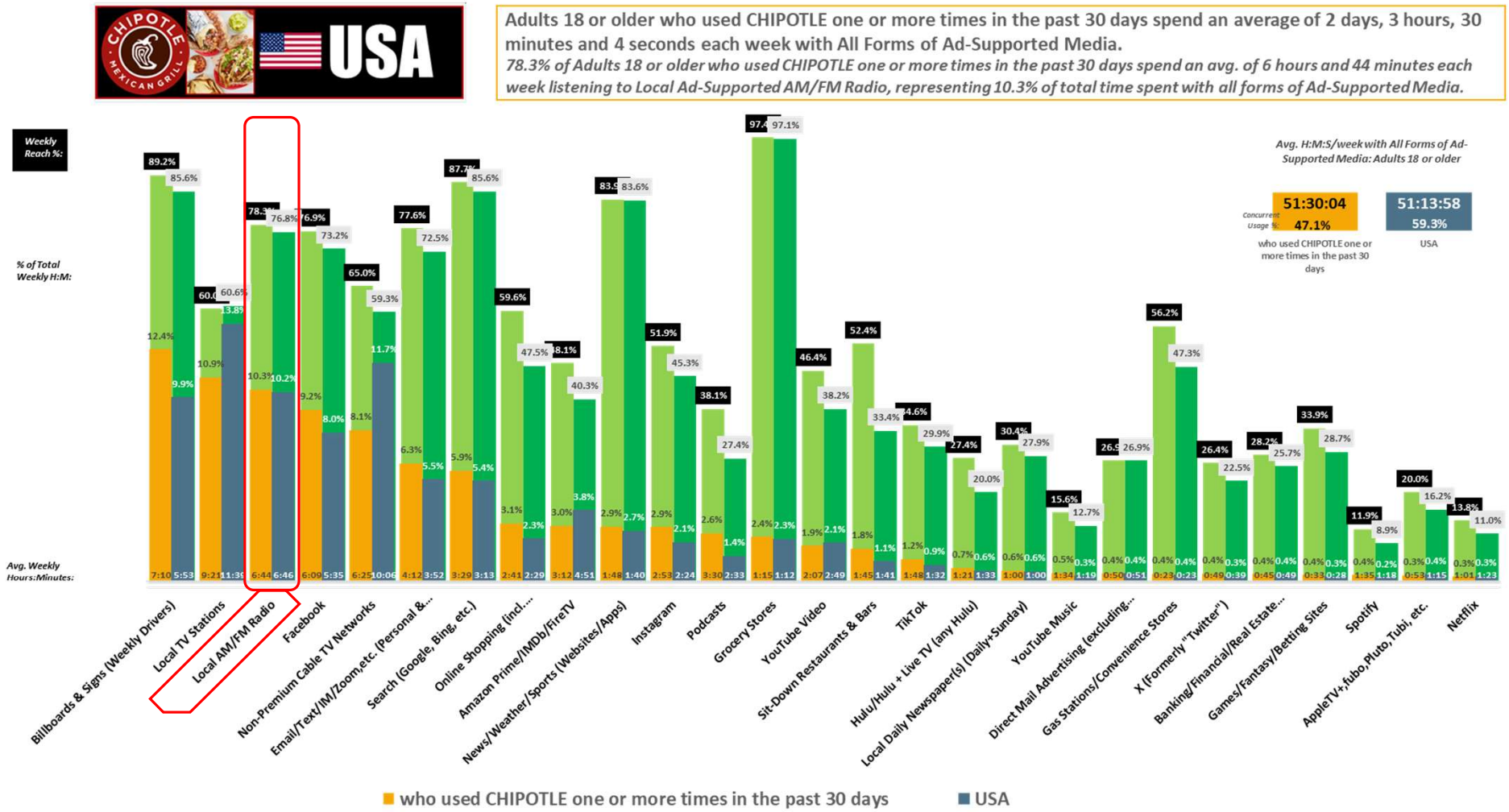


PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 337 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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Quick service restaurants used past 30 days: Chipotle

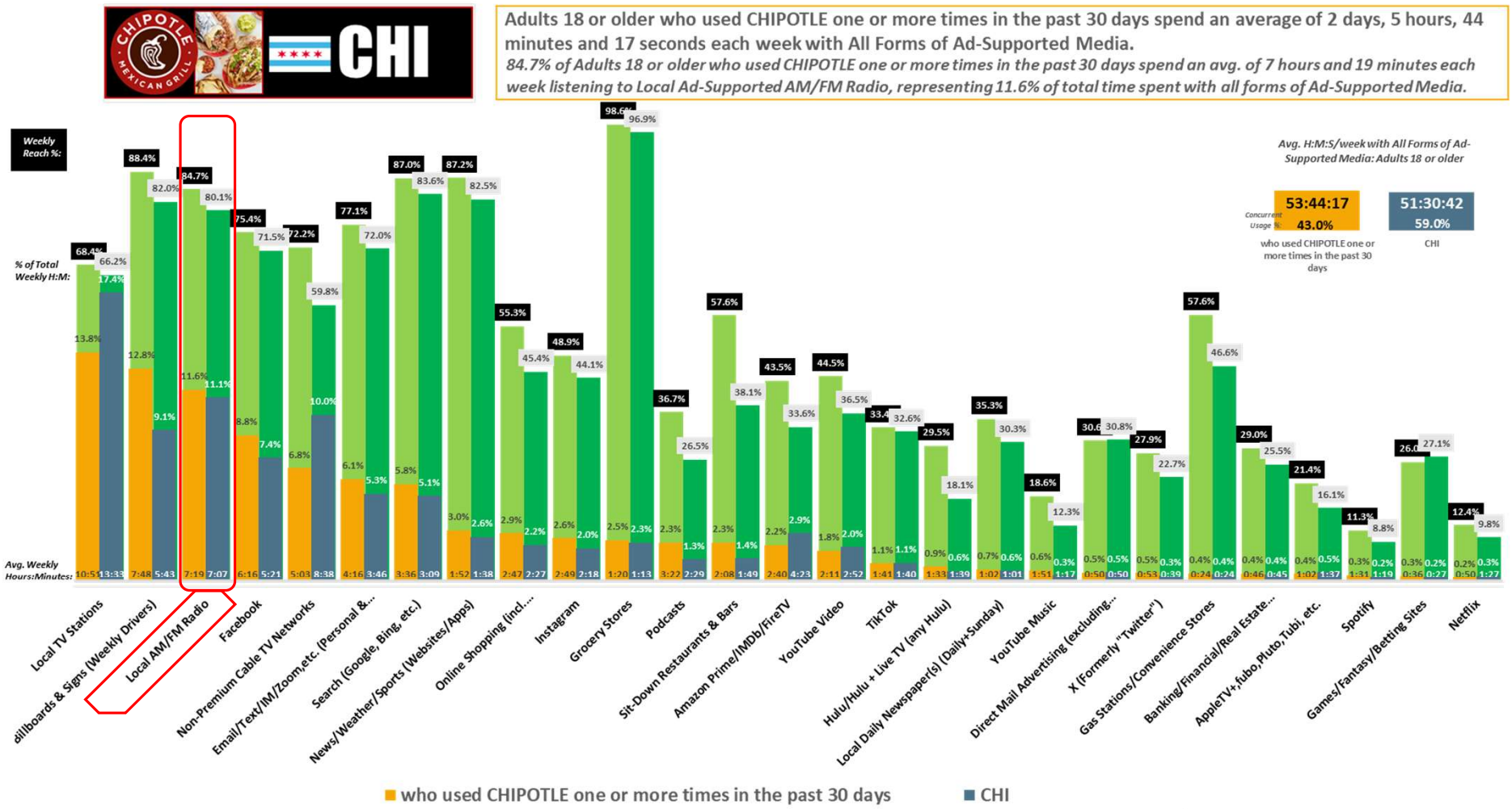


USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 3,920 USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982

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Quick service restaurants used past 30 days: Chipotle

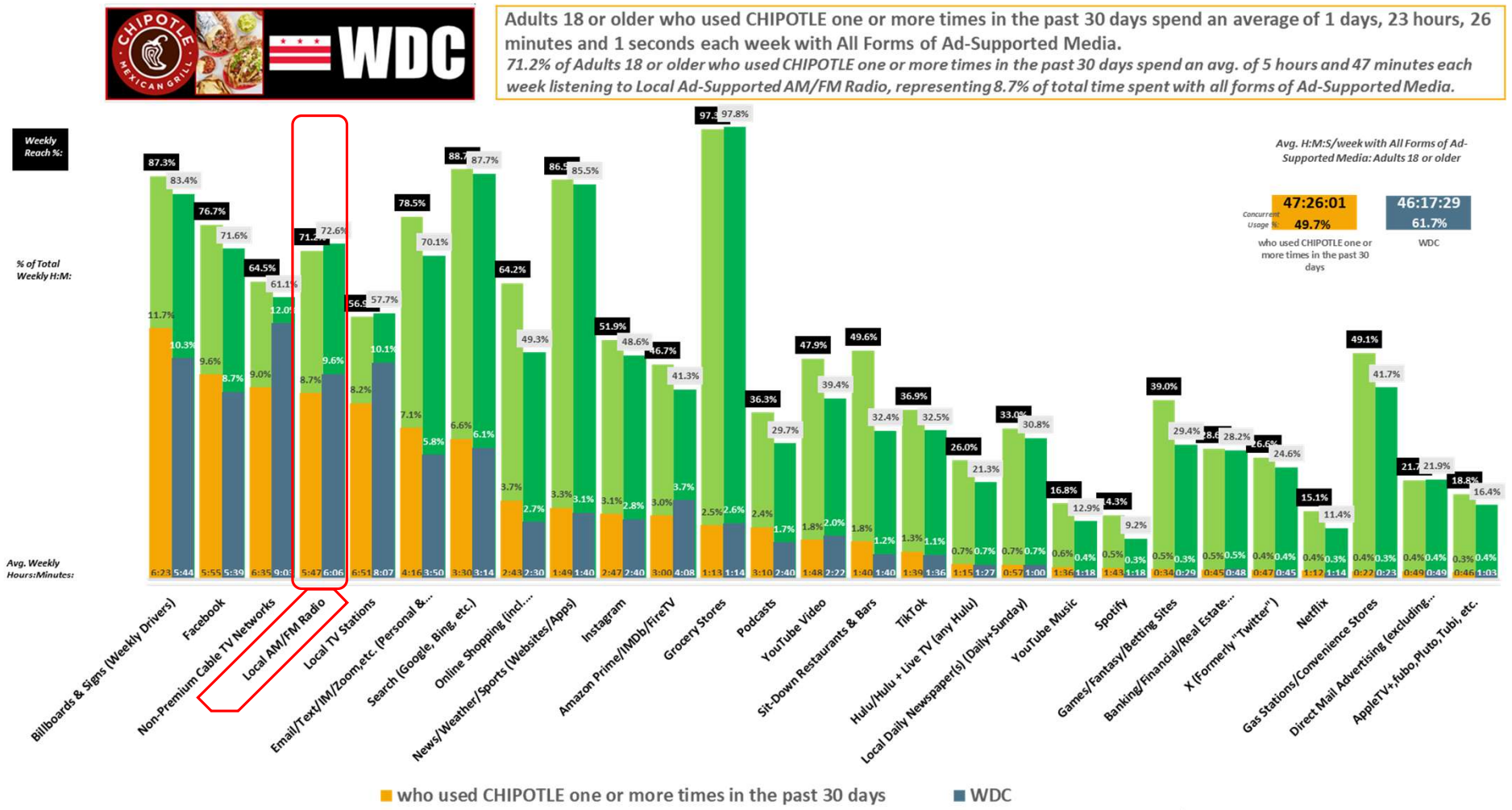


CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 610 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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Quick service restaurants used past 30 days: Chipotle

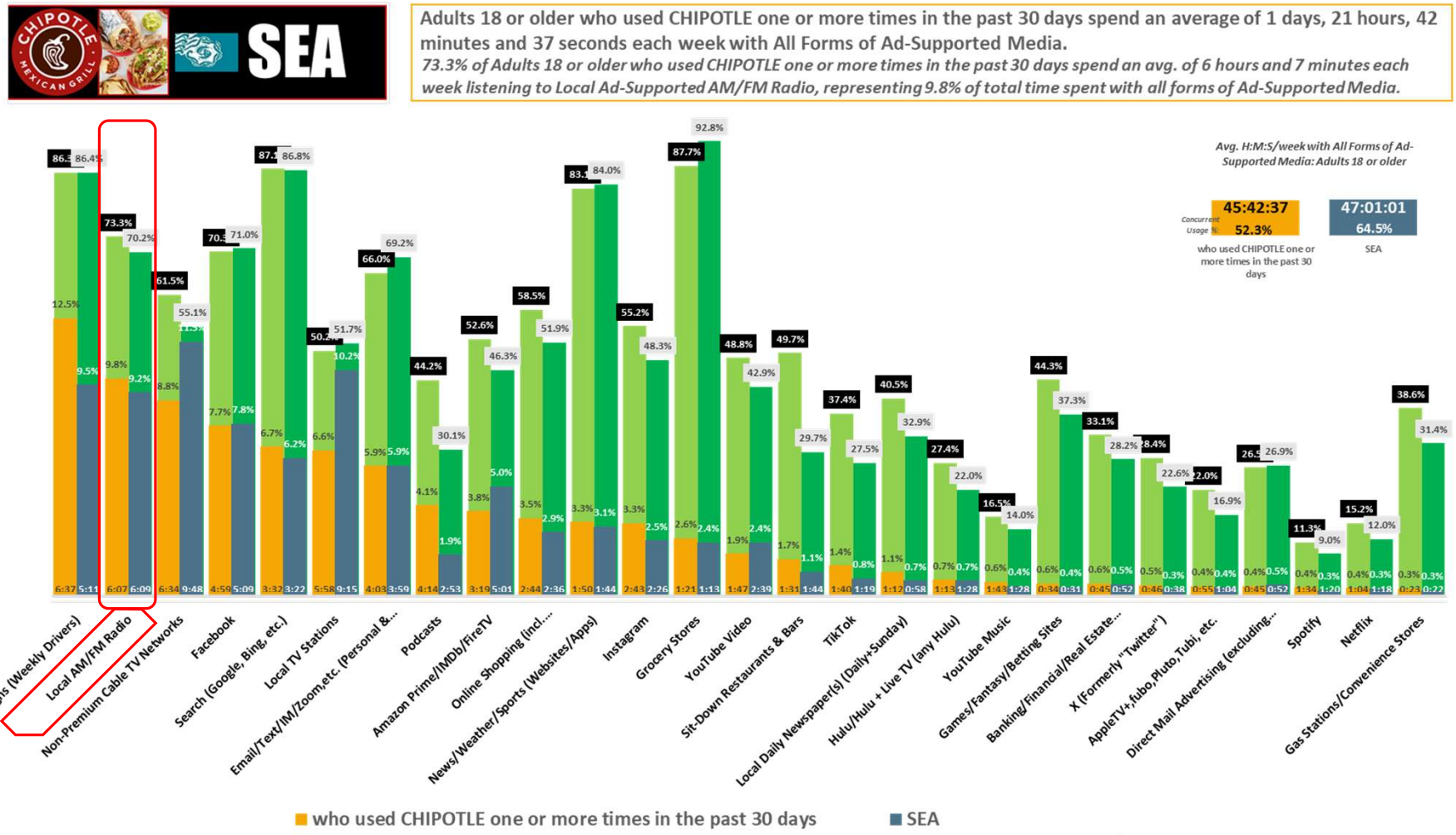


WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,331 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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Quick service restaurants used past 30 days: Chipotle

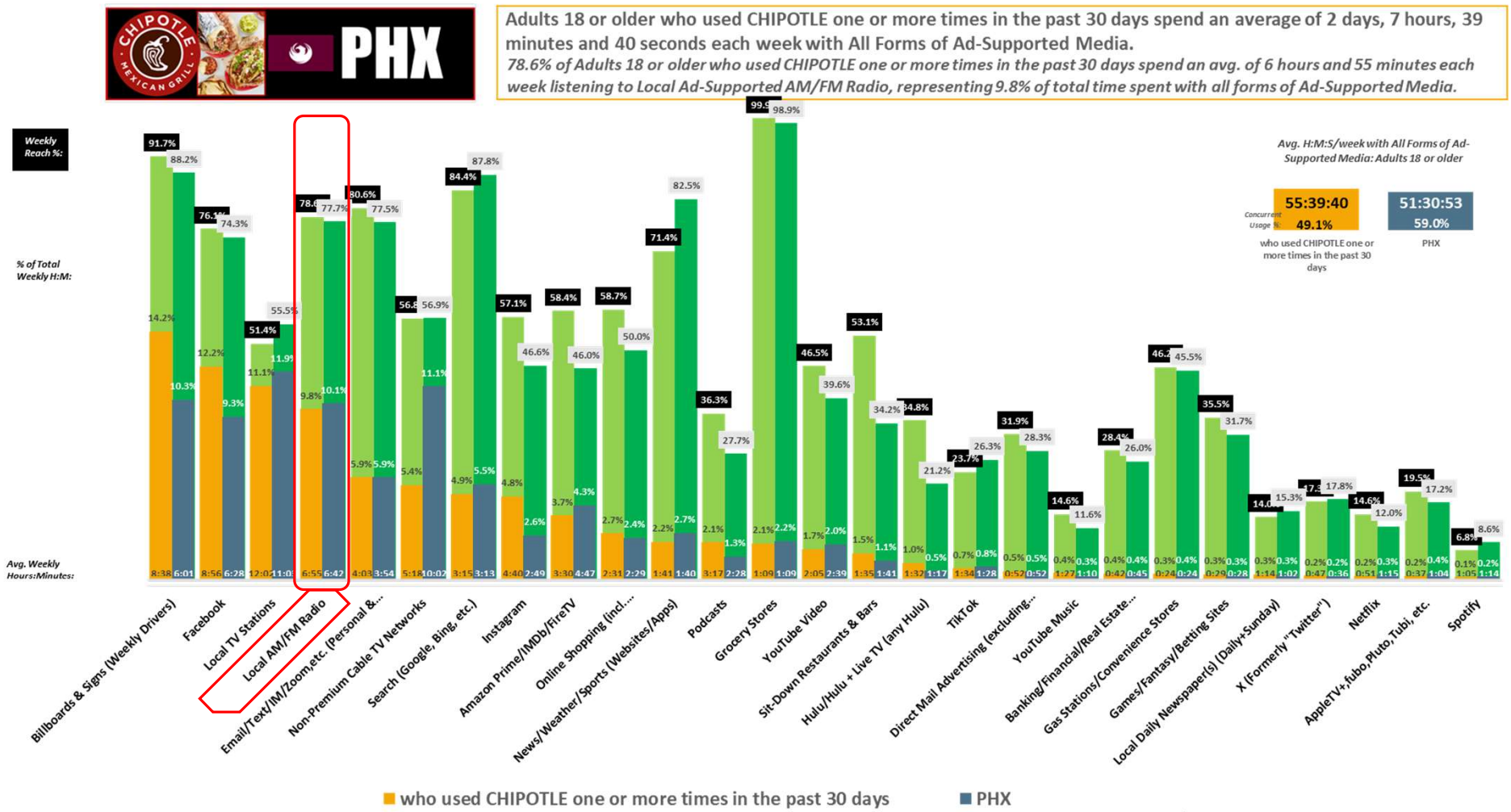


SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 360 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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Quick service restaurants used past 30 days: Chipotle



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 337 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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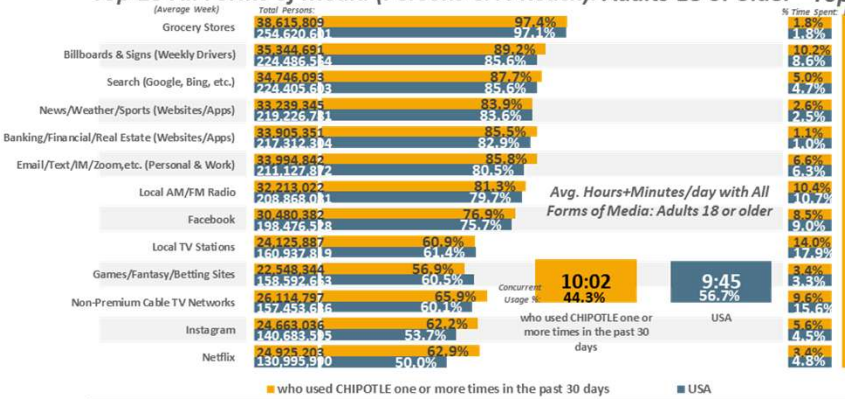
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Quick service restaurants used past 30 days: Chipotle

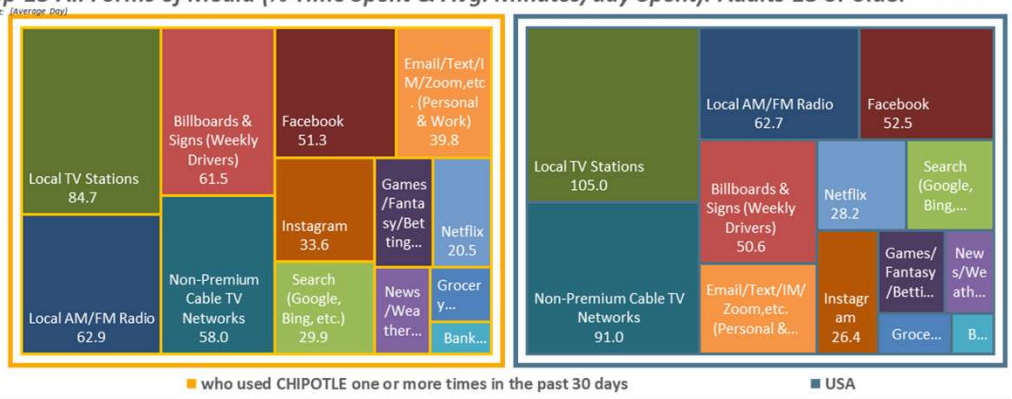


Adults 18 or older who used CHIPOTLE one or more times in the past 30 days spend an average of 7 hours and 21 minutes each day with All Forms of Ad-Supported Media. 78.3% listen to Local AM/FM Radio for an avg. of 57.8 minutes/day. *(Local Radio delivers 10.3% of Time with Ad-Supported Media.)*

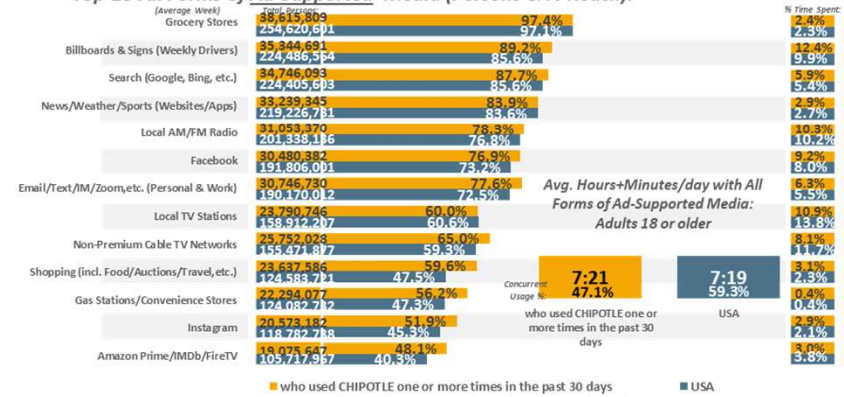
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



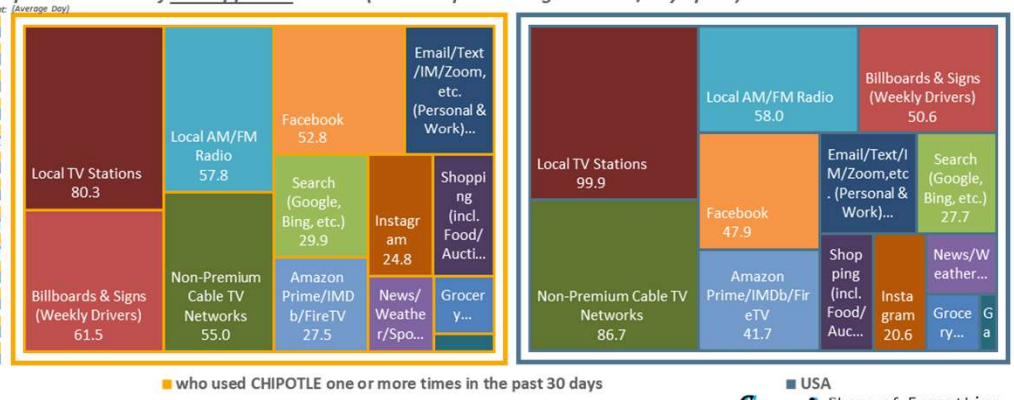
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 3,920

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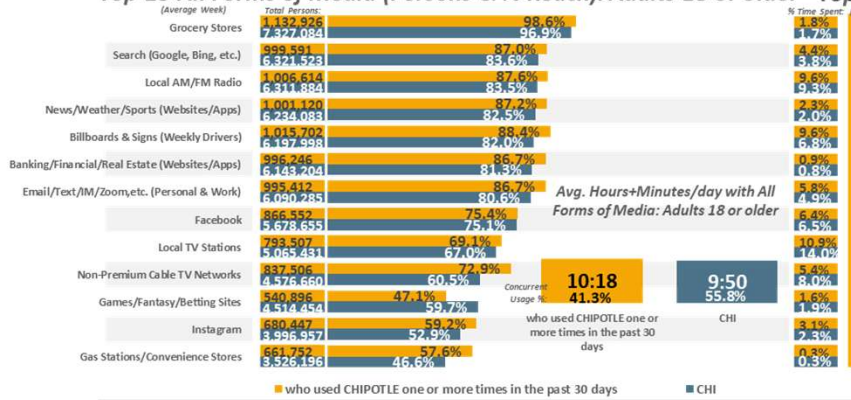
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982

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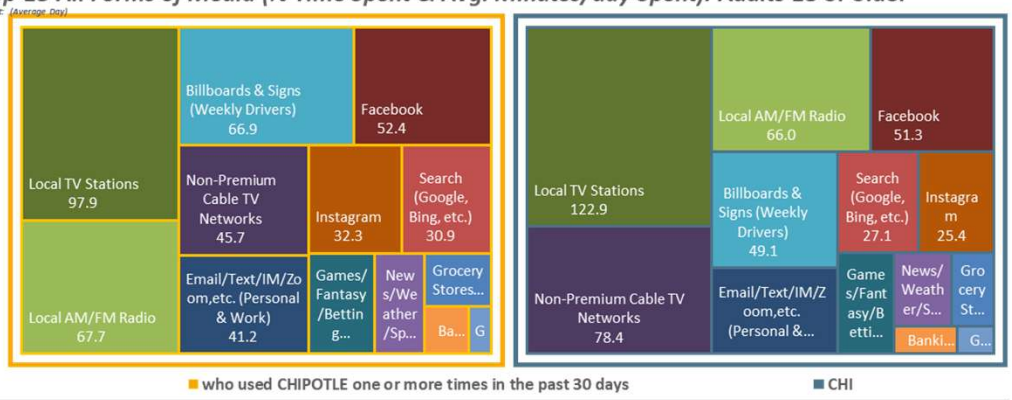
Quick service restaurants used past 30 days: Chipotle

Adults 18 or older who used CHIPOTLE one or more times in the past 30 days spend an average of 7 hours and 40 minutes each day with All Forms of Ad-Supported Media. 84.7% listen to Local AM/FM Radio for an avg. of 62.8 minutes/day. *(Local Radio delivers 11.6% of Time with Ad-Supported Media.)*

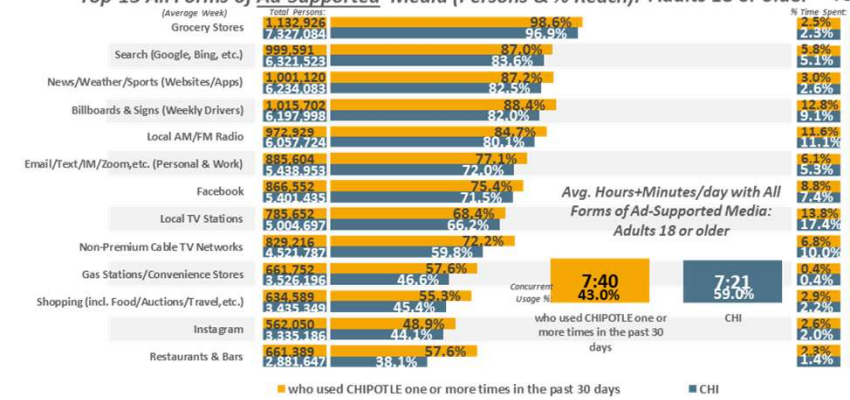
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



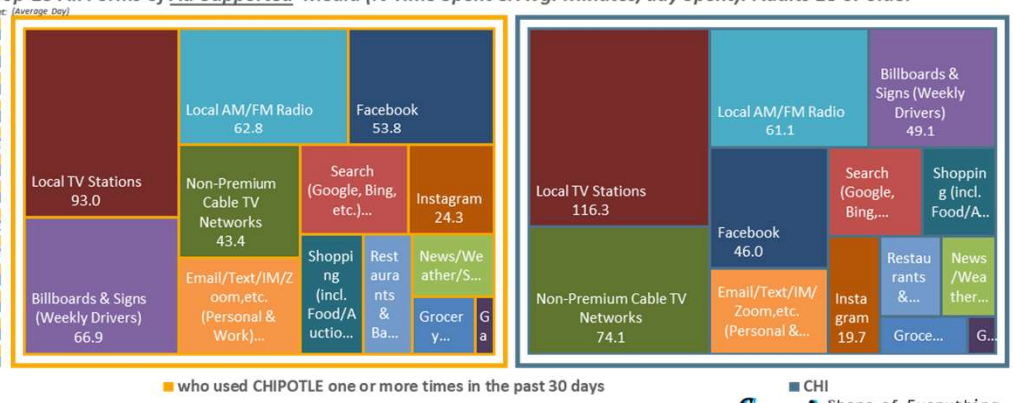
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 610

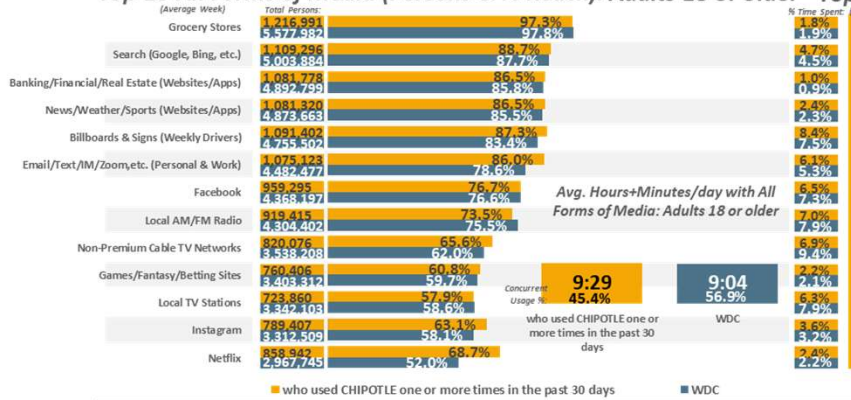
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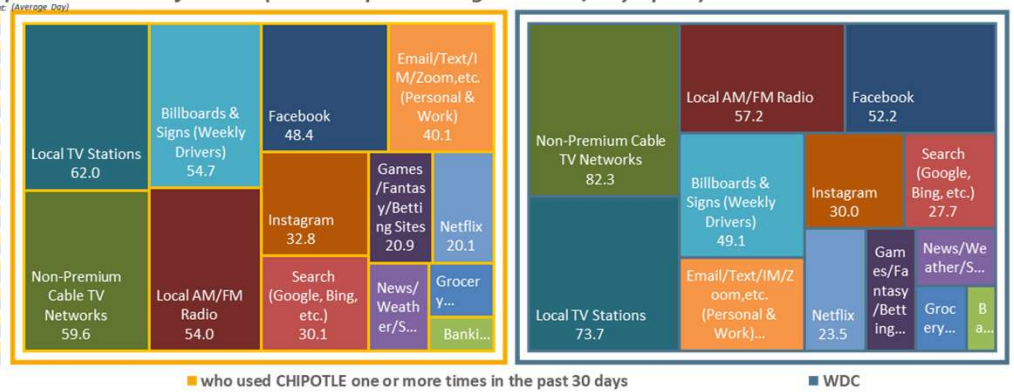
Quick service restaurants used past 30 days: Chipotle

Adults 18 or older who used CHIPOTLE one or more times in the past 30 days spend an average of 6 hours and 46 minutes each day with All Forms of Ad-Supported Media. 71.2% listen to Local AM/FM Radio for an avg. of 49.7 minutes/day. *(Local Radio delivers 8.7% of Time with Ad-Supported Media.)*

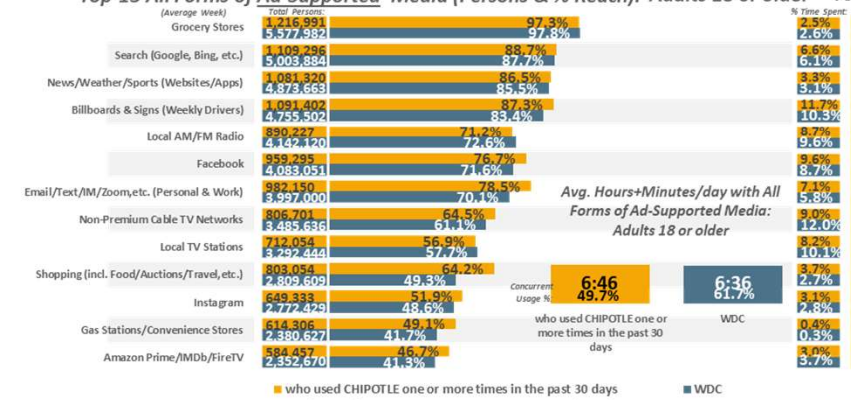
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



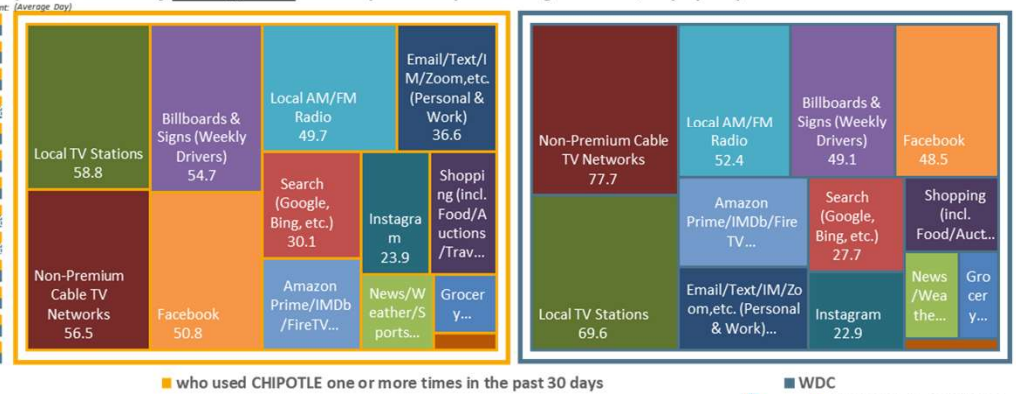
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,331

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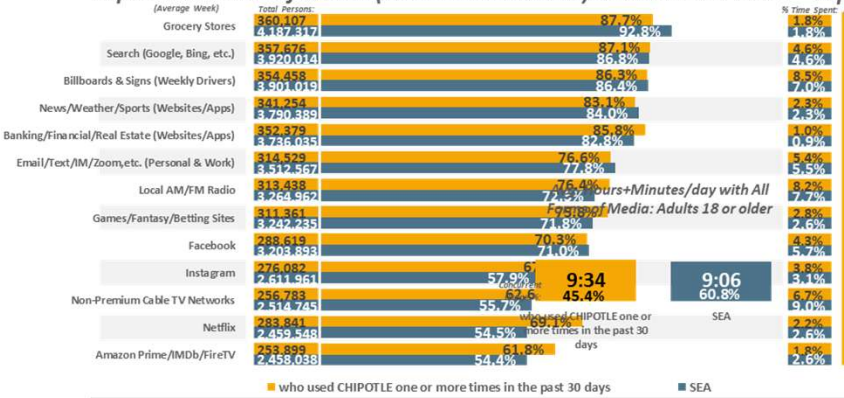
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Quick service restaurants used past 30 days: Chipotle

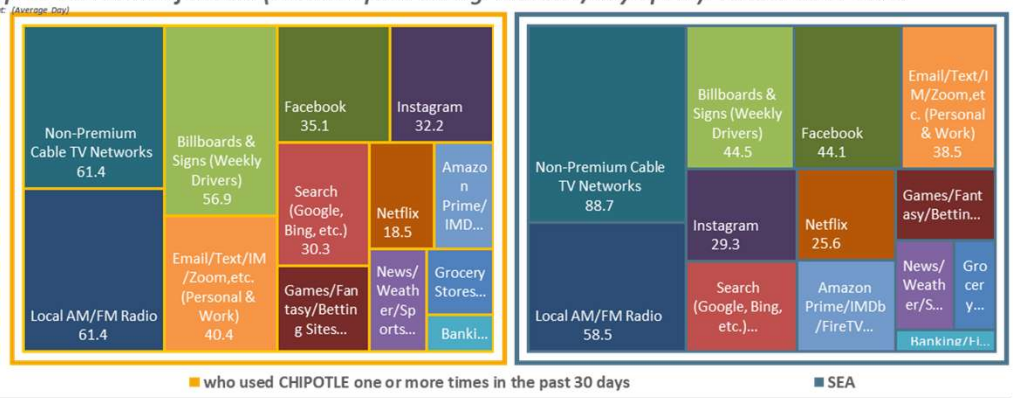


Adults 18 or older who used CHIPOTLE one or more times in the past 30 days spend an average of 6 hours and 31 minutes each day with All Forms of Ad-Supported Media. 73.3% listen to Local AM/FM Radio for an avg. of 52.5 minutes/day. *(Local Radio delivers 9.8% of Time with Ad-Supported Media.)*

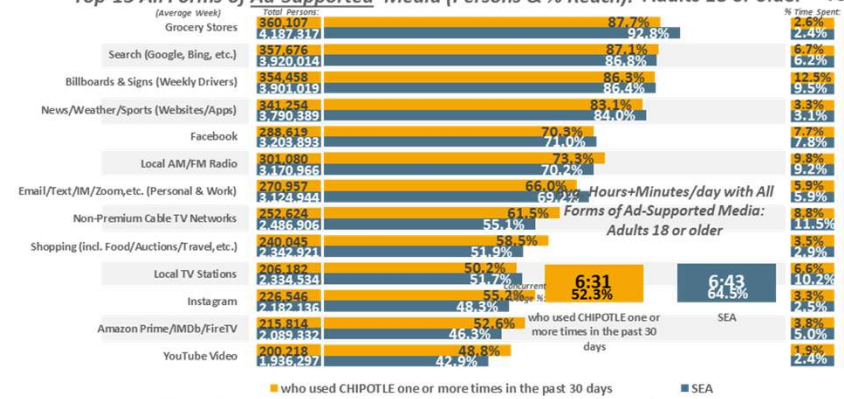
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



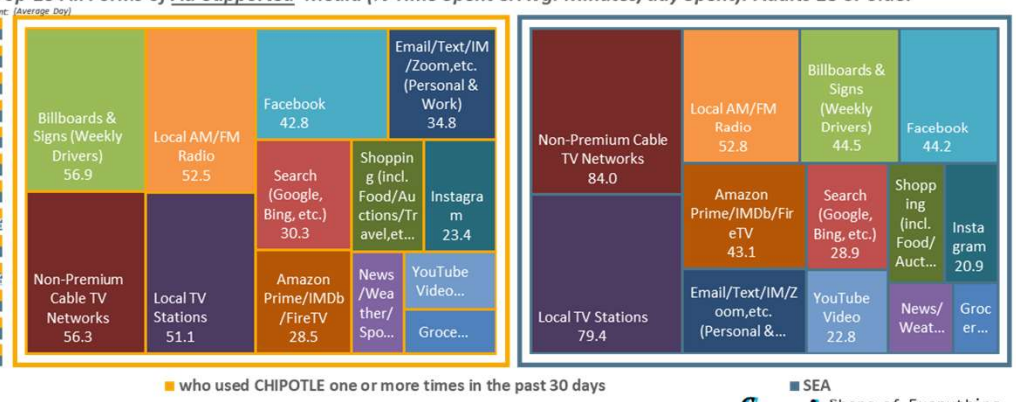
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 360

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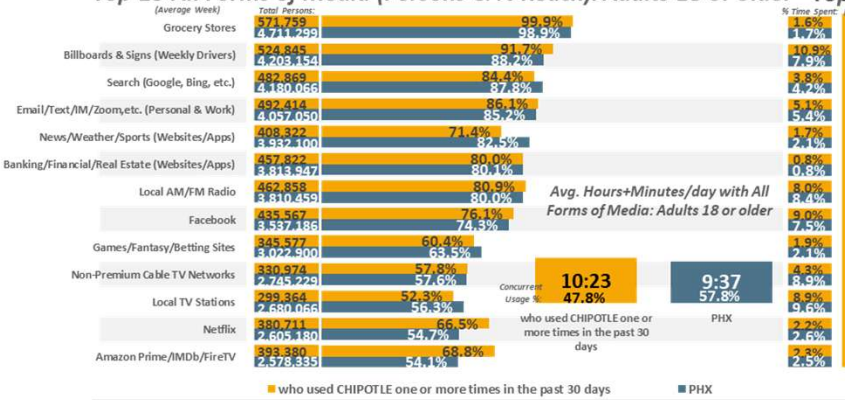
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Quick service restaurants used past 30 days: Chipotle

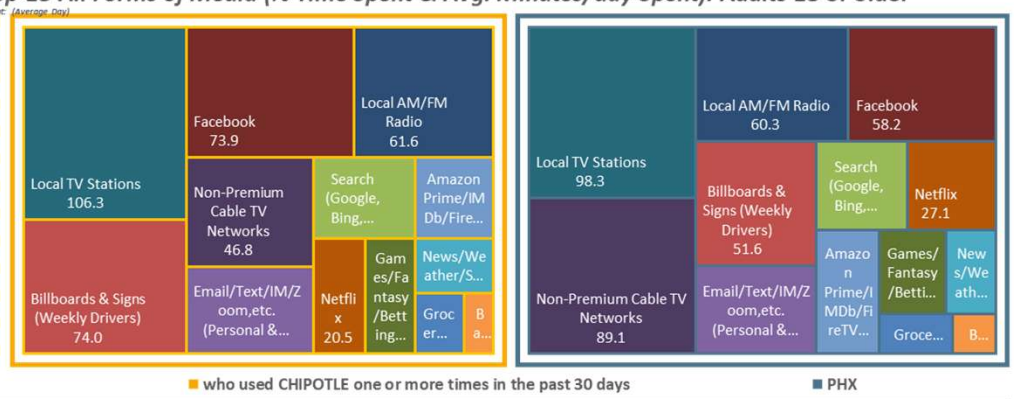


Adults 18 or older who used CHIPOTLE one or more times in the past 30 days spend an average of 7 hours and 57 minutes each day with All Forms of Ad-Supported Media. 78.6% listen to Local AM/FM Radio for an avg. of 59.4 minutes/day. *(Local Radio delivers 9.8% of Time with Ad-Supported Media.)*

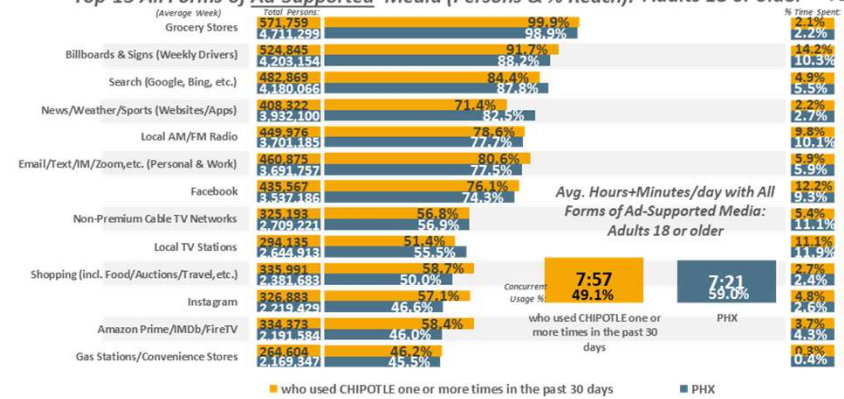
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



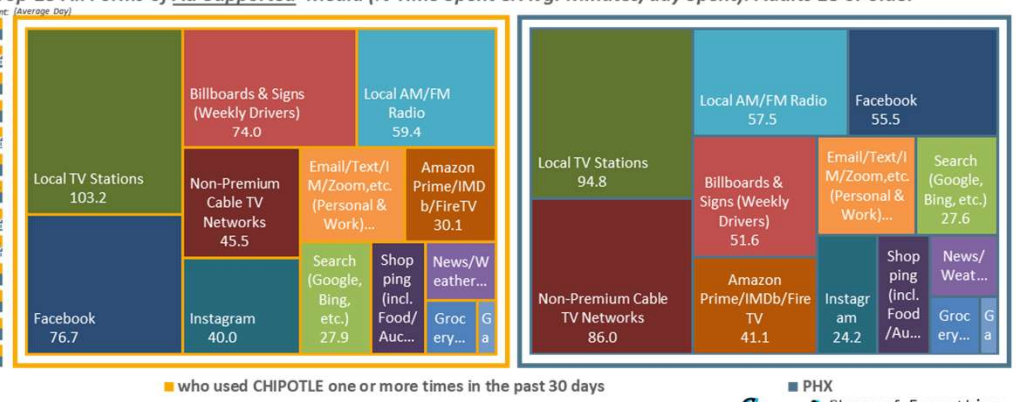
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 337

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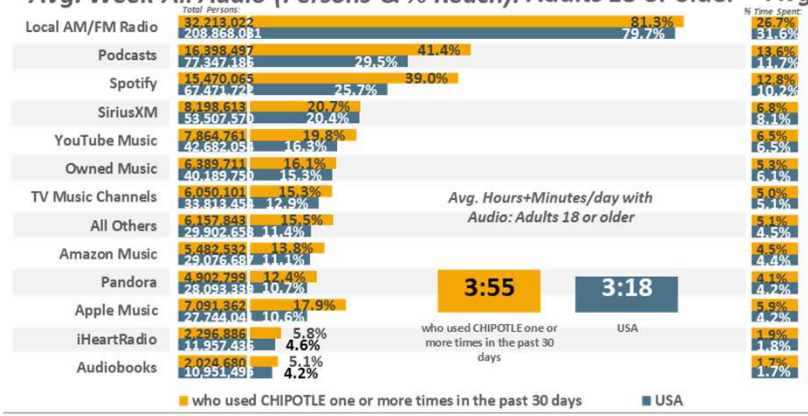
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Quick service restaurants used past 30 days: Chipotle

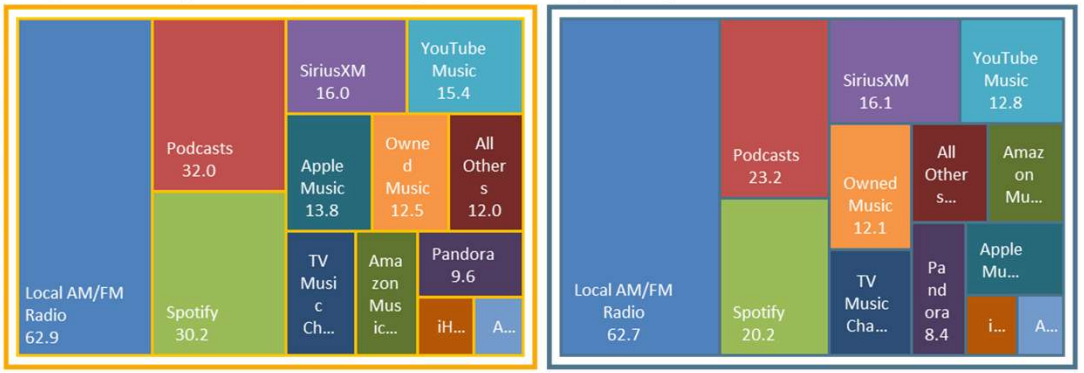


31,053,370 or 78.3% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 57.8 minutes every day representing 36.4% of all time spent daily with Ad-Supported Audio.

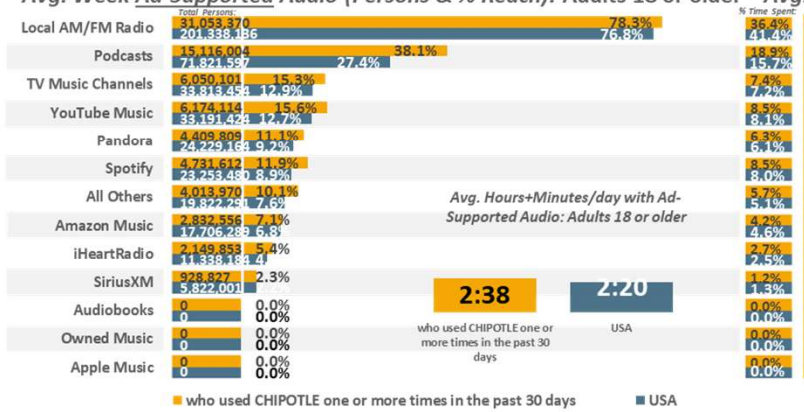
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



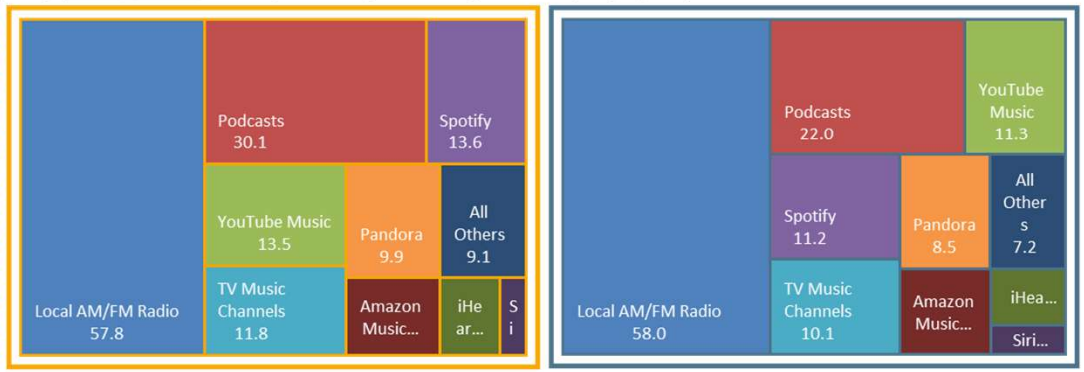
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA *USA Projection* *Scarborough R2 2025: Feb24-Jul25* *Qual Intab* *3,920*

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Scarborough R2 2025: Feb24-Jul25 *USA Projection*

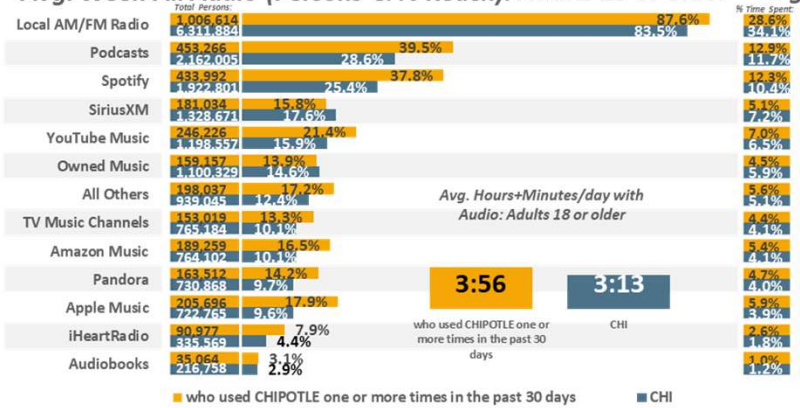
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Quick service restaurants used past 30 days: Chipotle

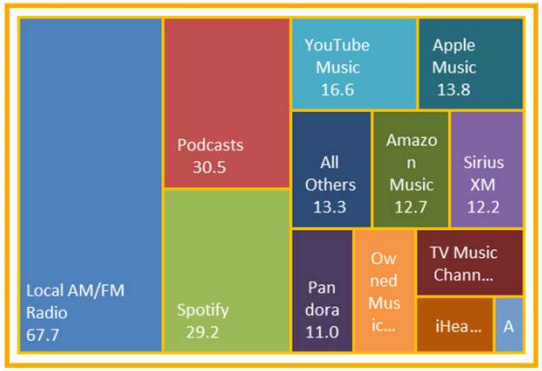


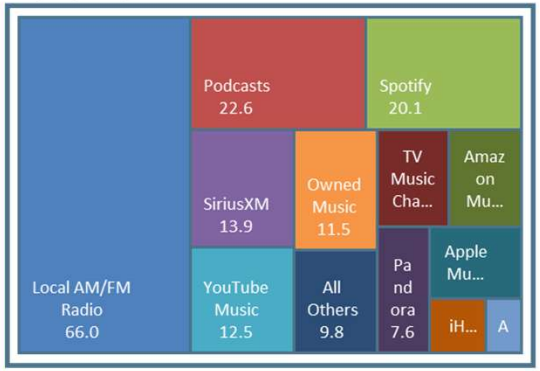
972,929 or 84.7% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 62.8 minutes every day representing 36.7% of all time spent daily with Ad-Supported Audio.

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

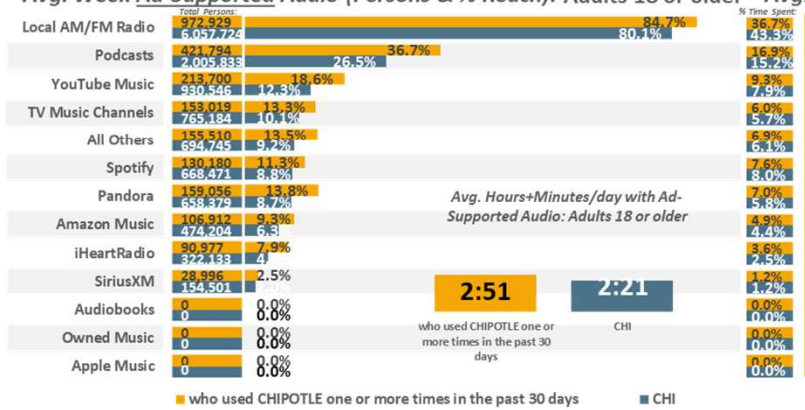


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

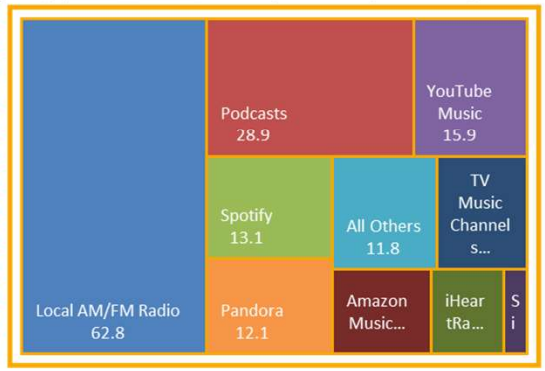


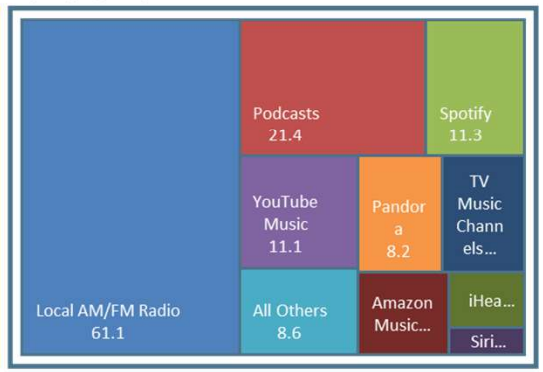


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 610

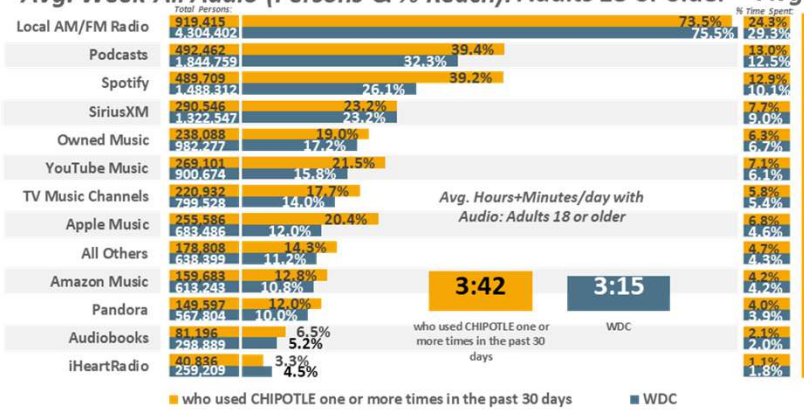
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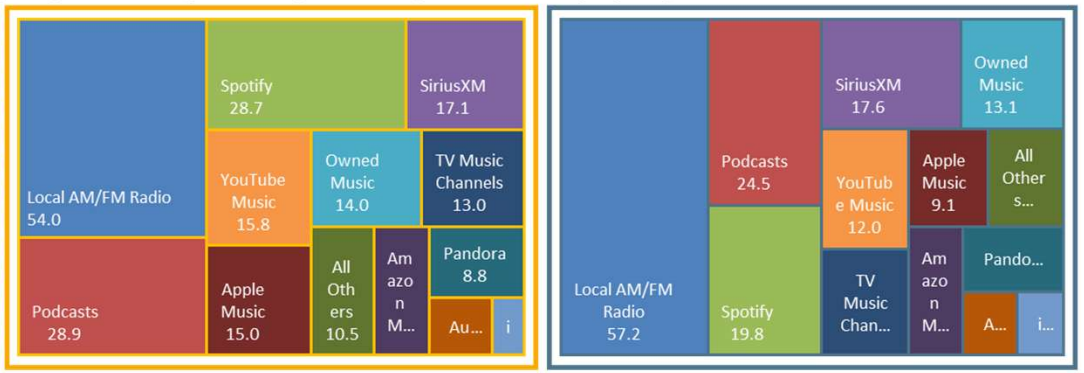
Quick service restaurants used past 30 days: Chipotle

890,227 or 71.2% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 49.7 minutes every day representing 34.2% of all time spent daily with Ad-Supported Audio.

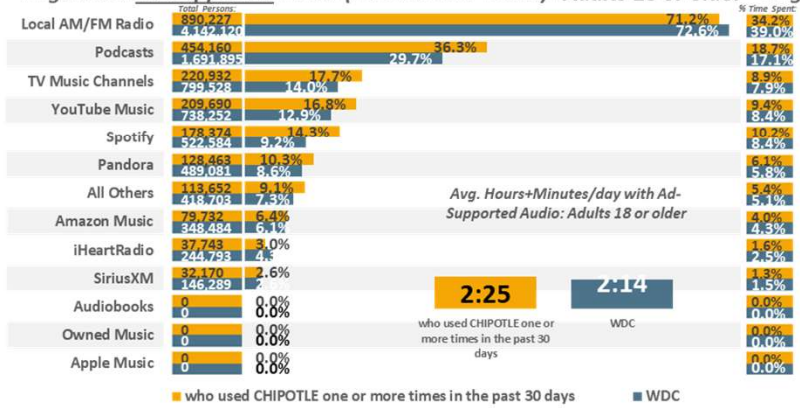
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



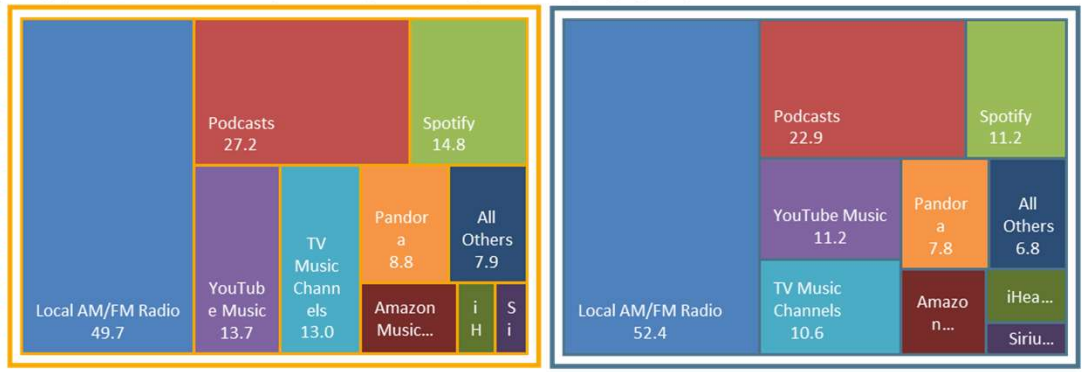
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,331

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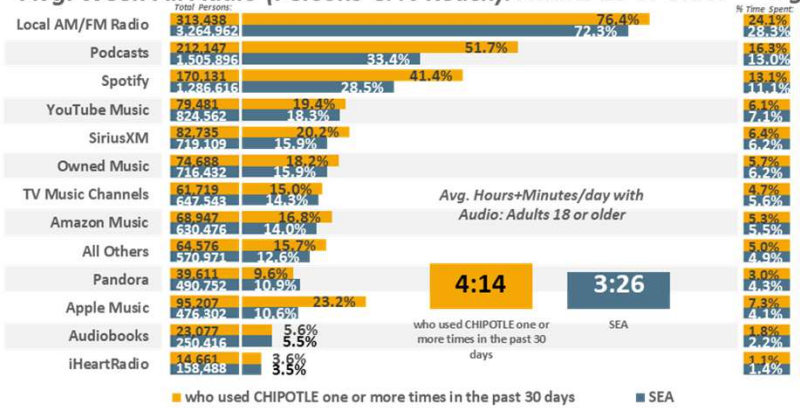
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Quick service restaurants used past 30 days: Chipotle

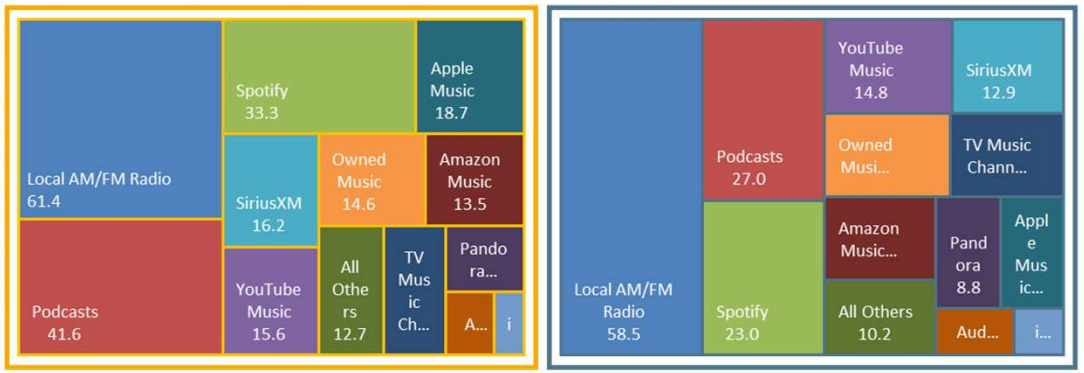


301,080 or 73.3% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 52.5 minutes every day representing 32.9% of all time spent daily with Ad-Supported Audio.

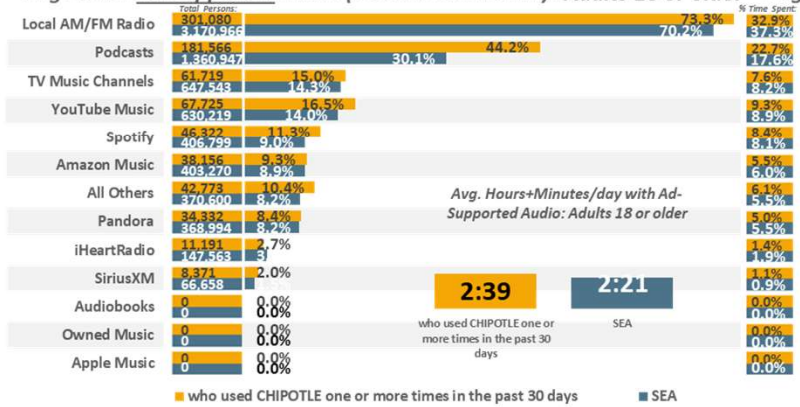
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



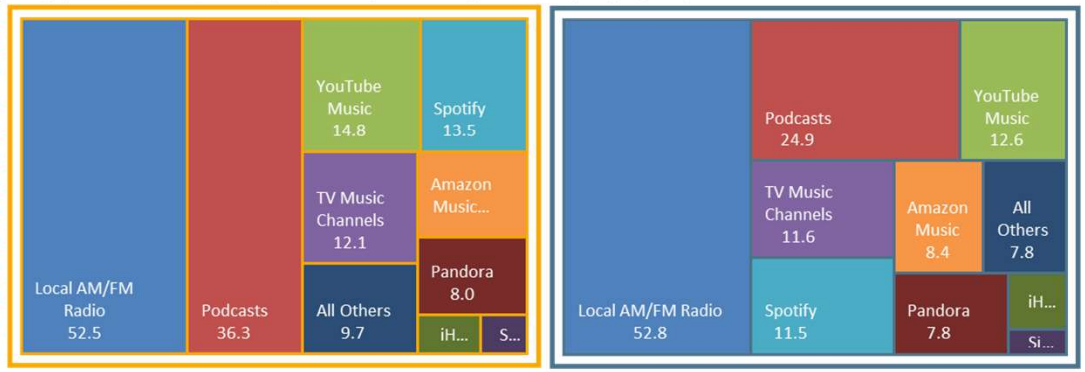
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 360

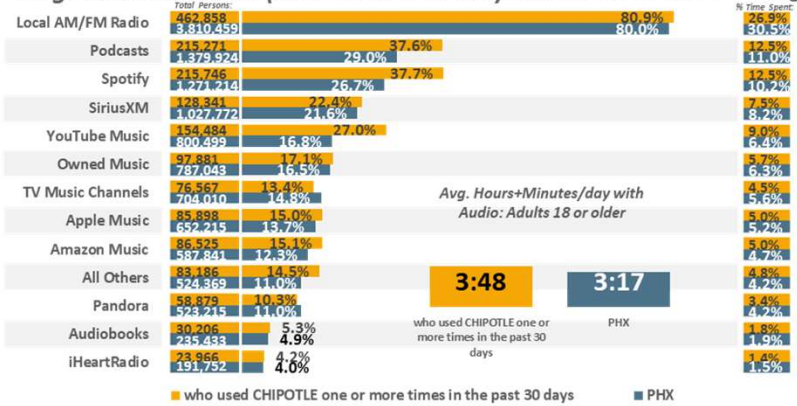
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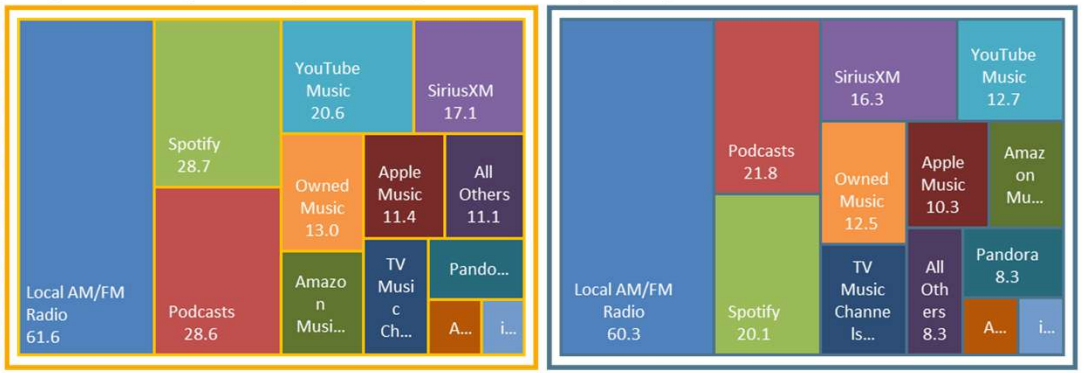
Quick service restaurants used past 30 days: Chipotle

449,976 or 78.6% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 59.4 minutes every day representing 41.3% of all time spent daily with Ad-Supported Audio.

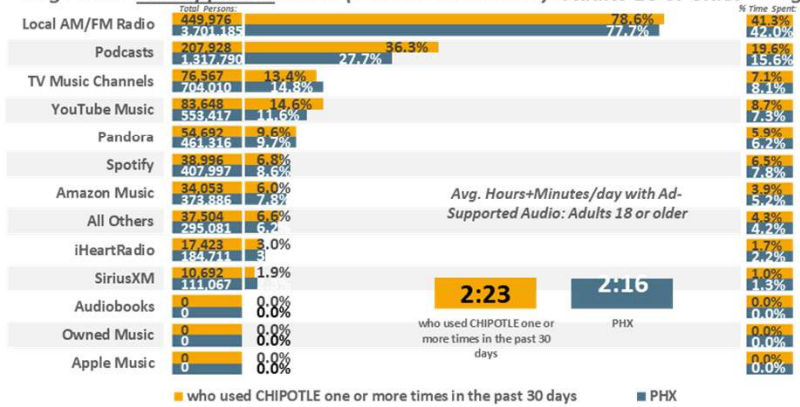
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



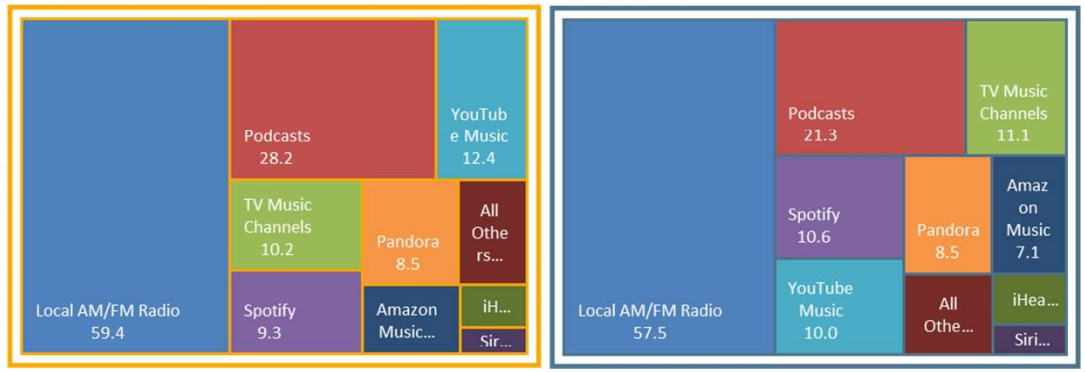
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 337

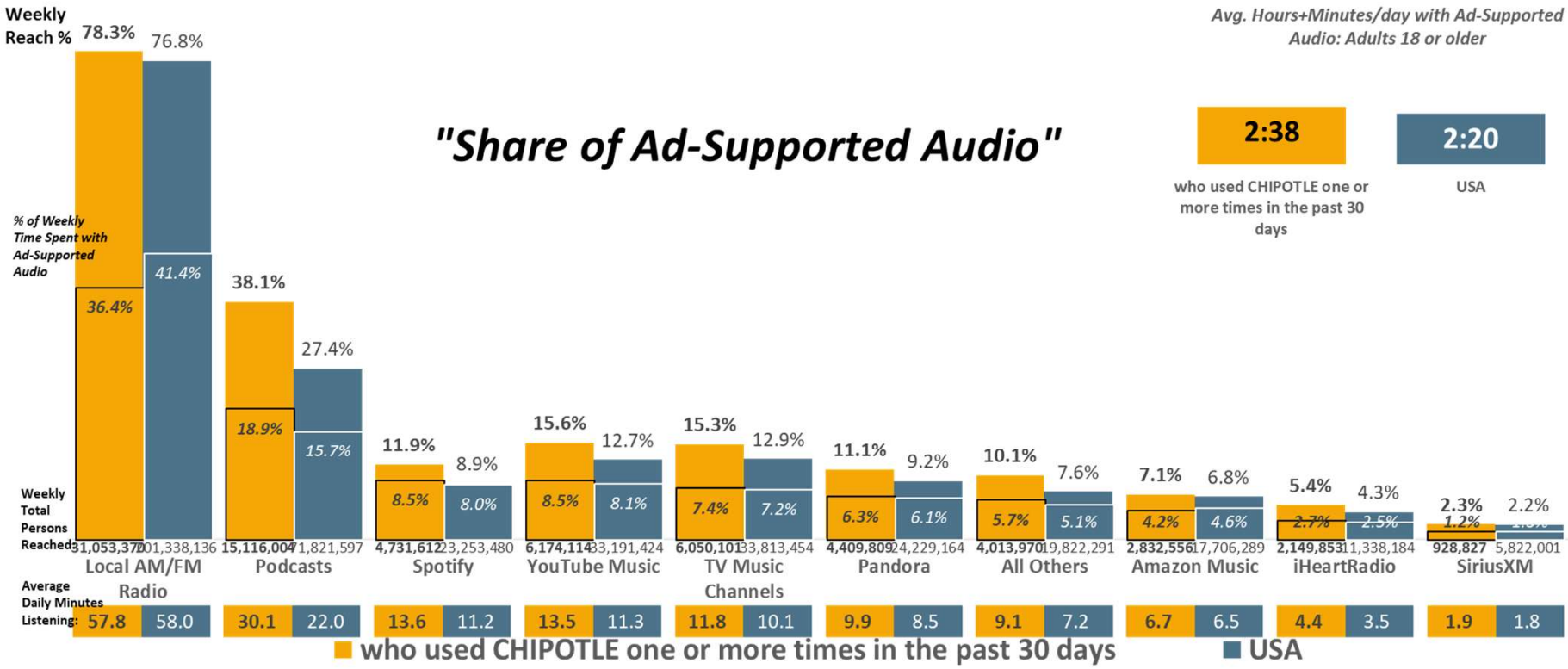
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Quick service restaurants used past 30 days: Chipotle



31,053,370 or 78.3% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 57.8 minutes every day representing 36.4% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 3,920

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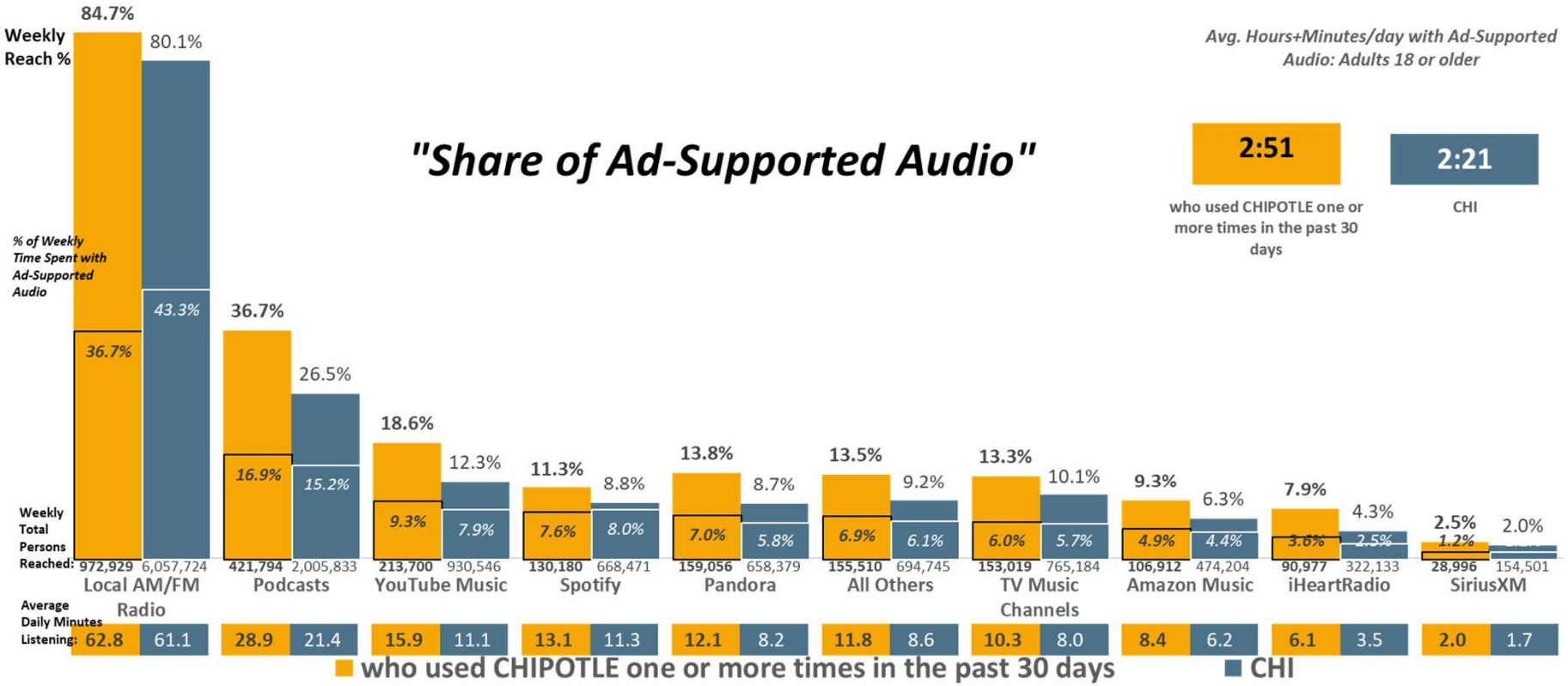
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982

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Quick service restaurants used past 30 days: Chipotle



972,929 or 84.7% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 62.8 minutes every day representing 36.7% of all time spent daily with Ad-Supported Audio.



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 610 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

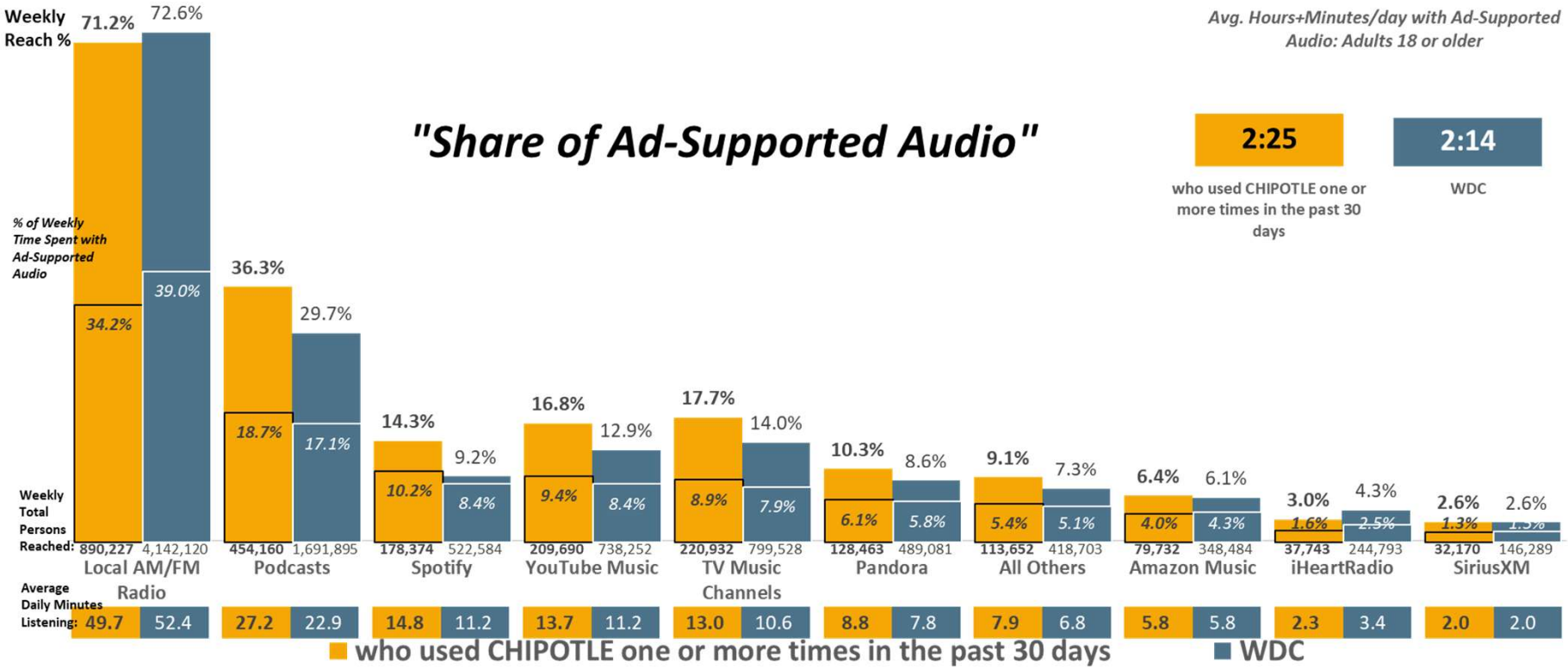
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Quick service restaurants used past 30 days: Chipotle



890,227 or 71.2% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 49.7 minutes every day representing 34.2% of all time spent daily with Ad-Supported Audio.



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,331 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

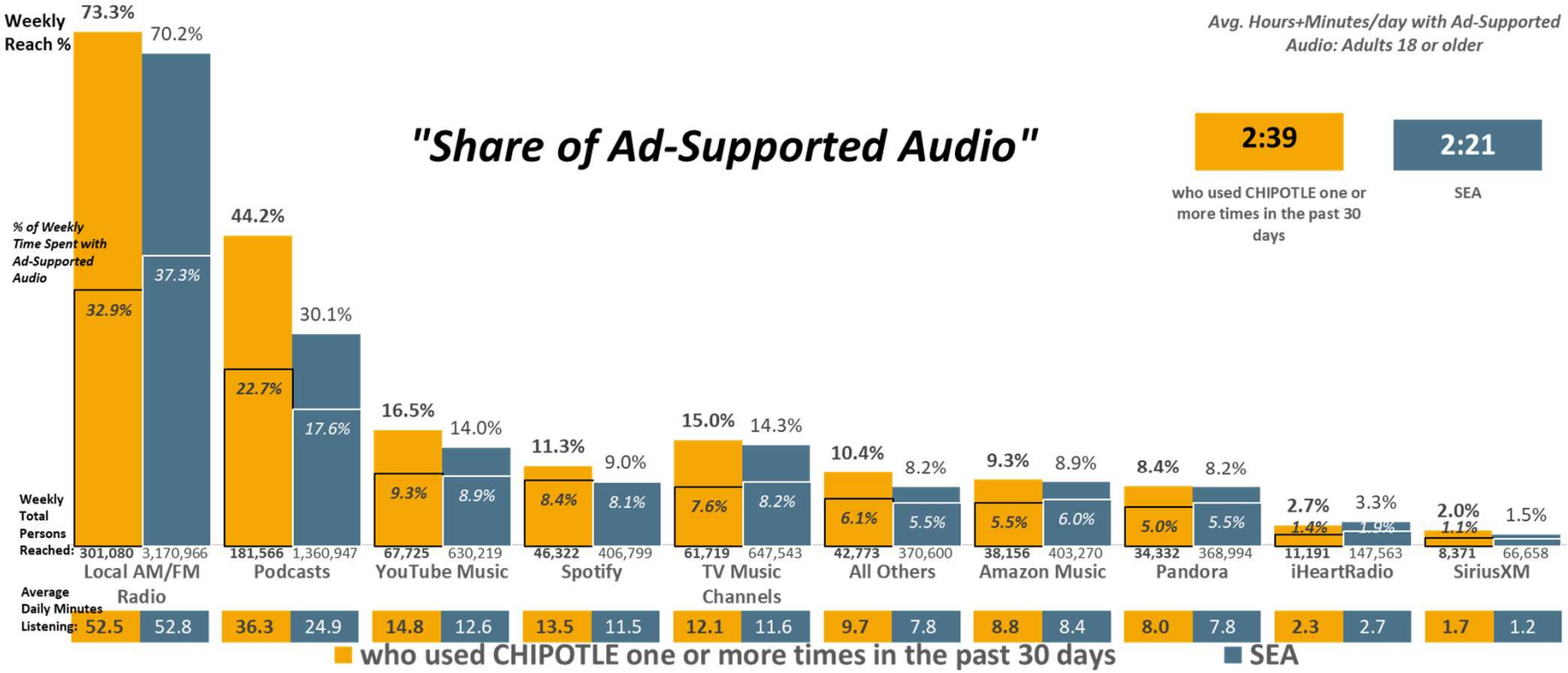
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Quick service restaurants used past 30 days: Chipotle



301,080 or 73.3% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 52.5 minutes every day representing 32.9% of all time spent daily with Ad-Supported Audio.



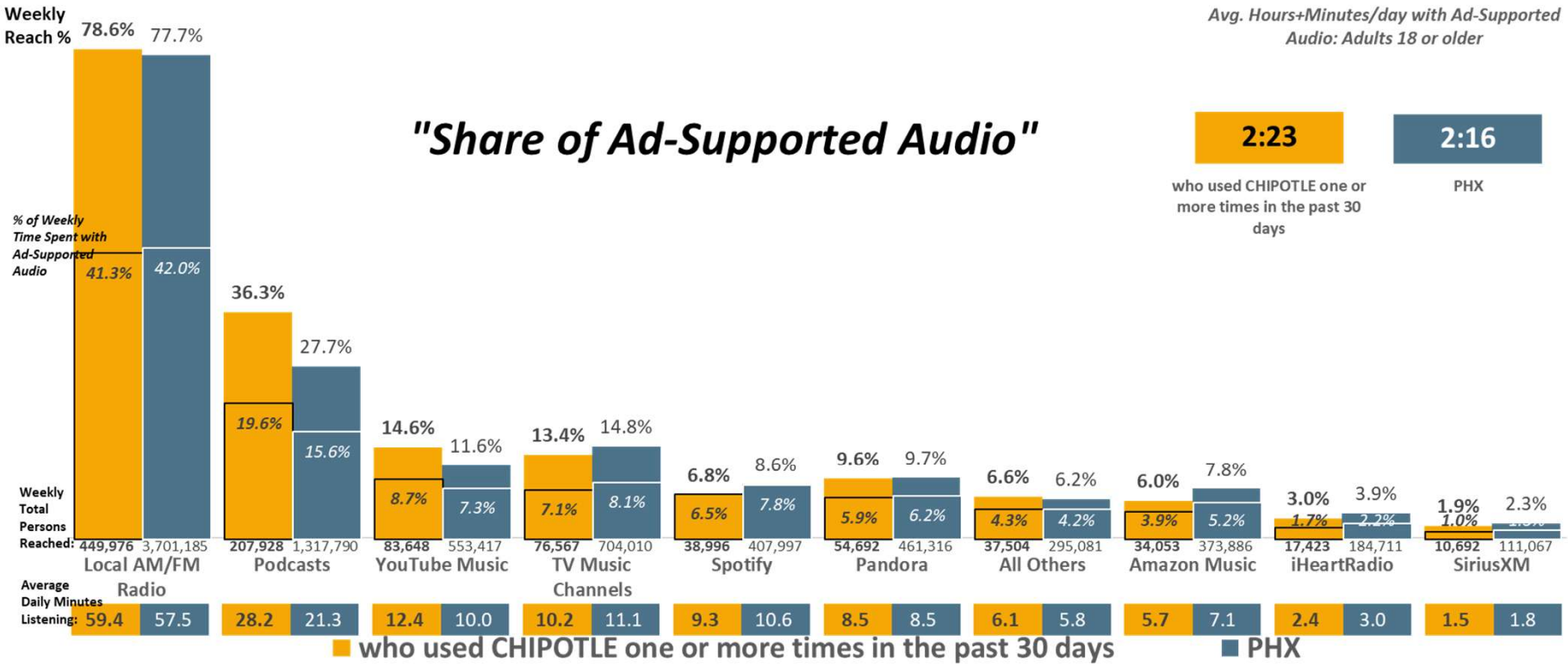
SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 360 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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Quick service restaurants used past 30 days: Chipotle

449,976 or 78.6% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 59.4 minutes every day representing 41.3% of all time spent daily with Ad-Supported Audio.



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 337 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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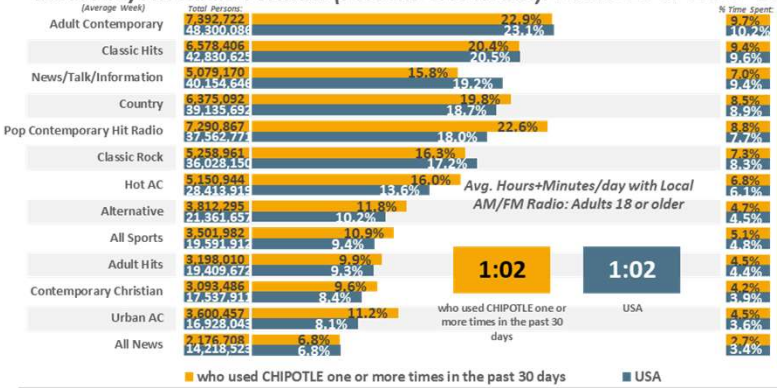
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Quick service restaurants used past 30 days: Chipotle

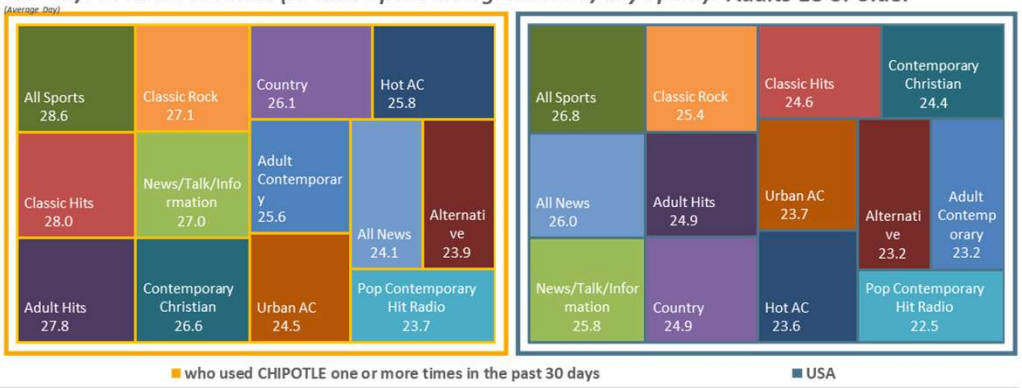


31,053,370 or 78.3% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Classic Rock.

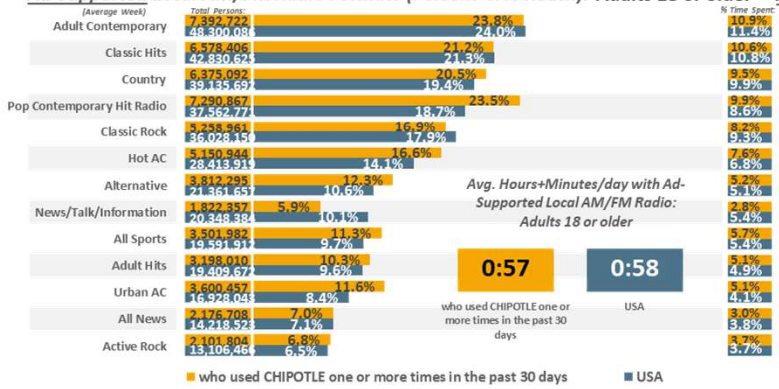
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



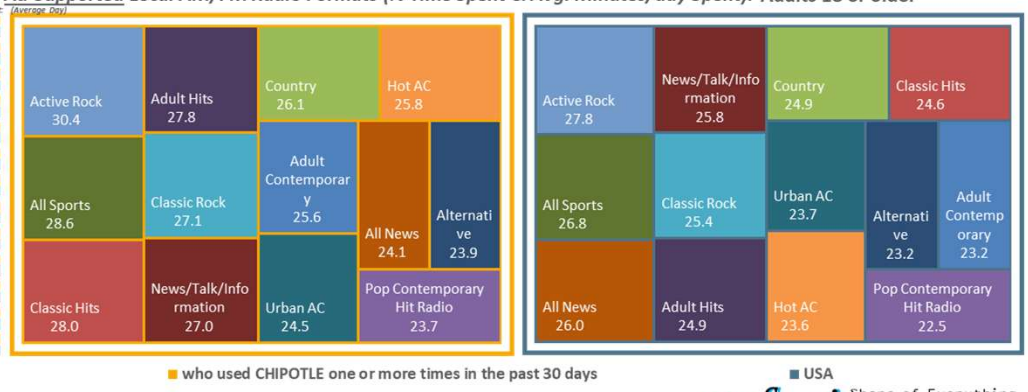
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 3,920

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982

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Quick service restaurants used past 30 days: Chipotle

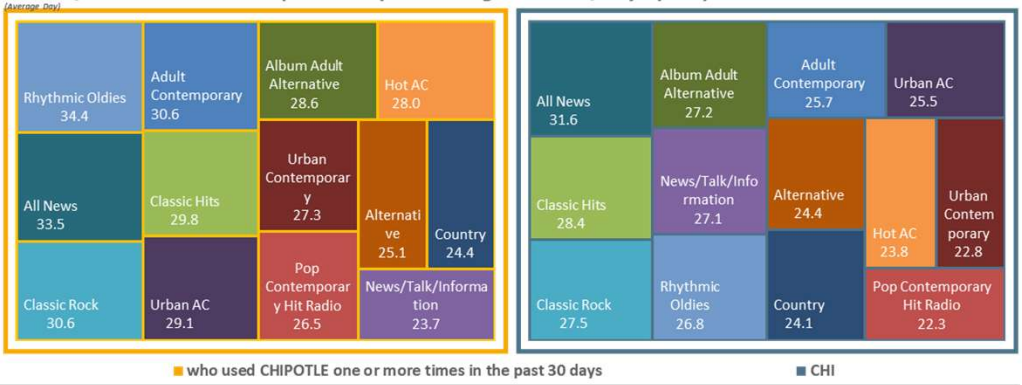


972,929 or 84.7% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Classic Hits, Hot AC, and Urban Contemporary.

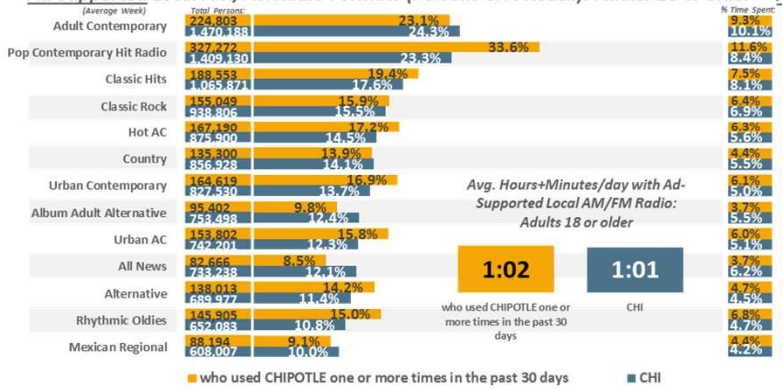
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



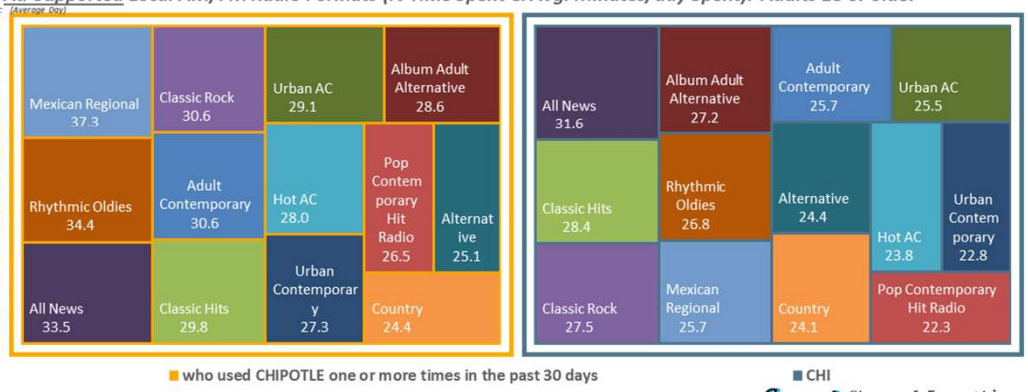
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 610

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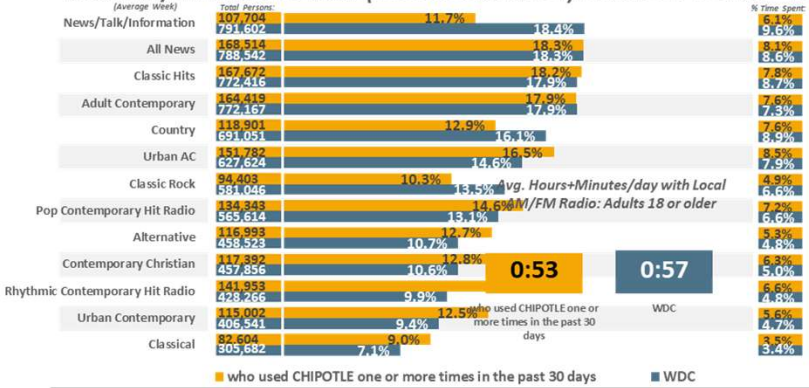
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Quick service restaurants used past 30 days: Chipotle

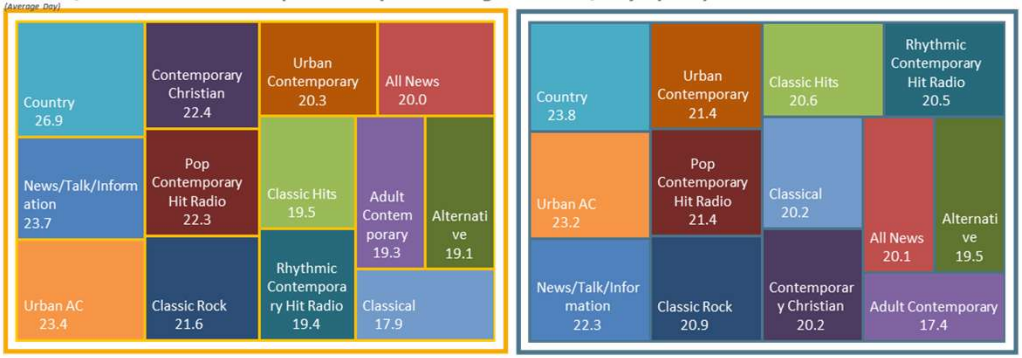


890,227 or 71.2% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All News, Classic Hits, Adult Contemporary, Urban AC, and Rhythmic Contemporary Hit Radio.

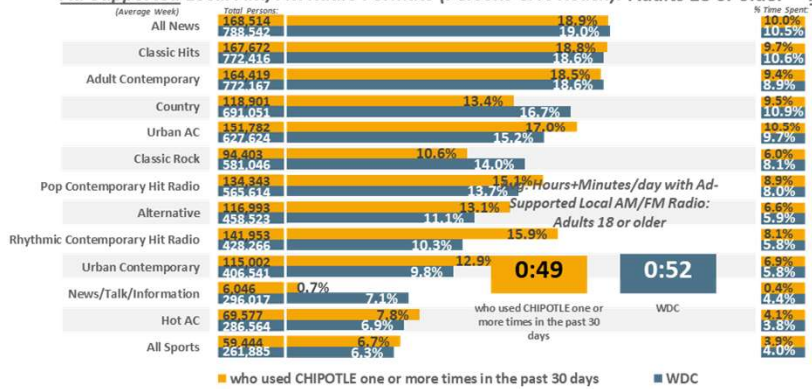
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



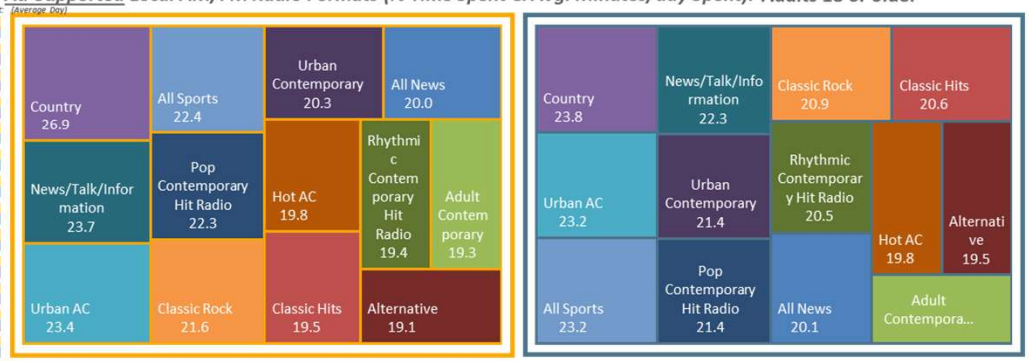
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,331

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Quick service restaurants used past 30 days: Chipotle

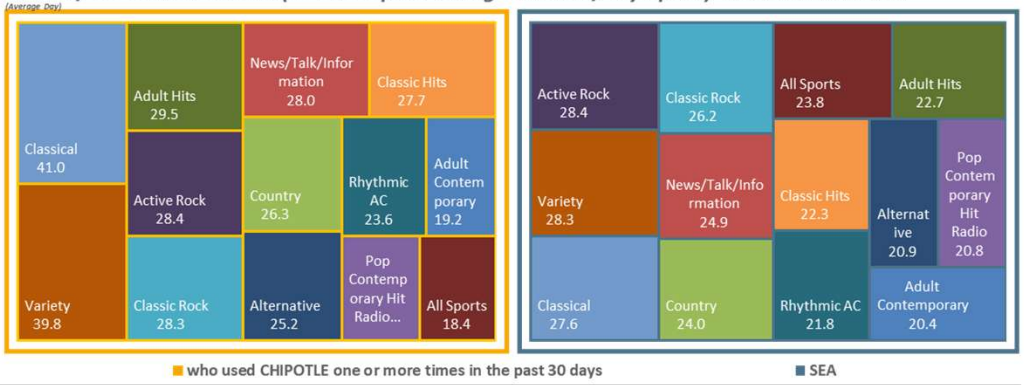


301,080 or 73.3% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Alternative, and Active Rock.

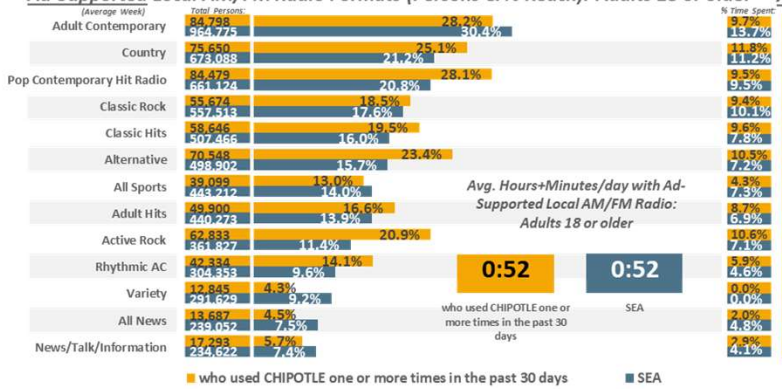
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



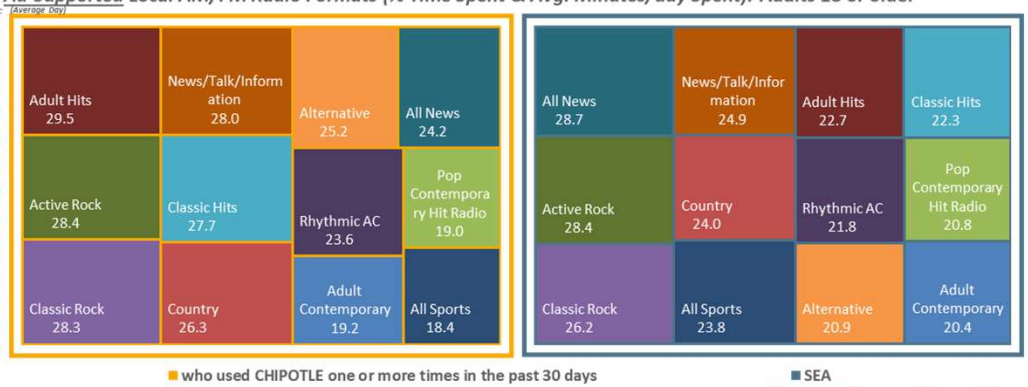
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 360

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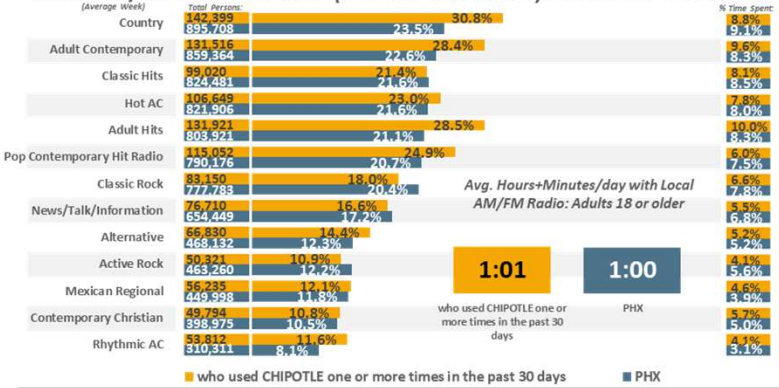
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Quick service restaurants used past 30 days: Chipotle

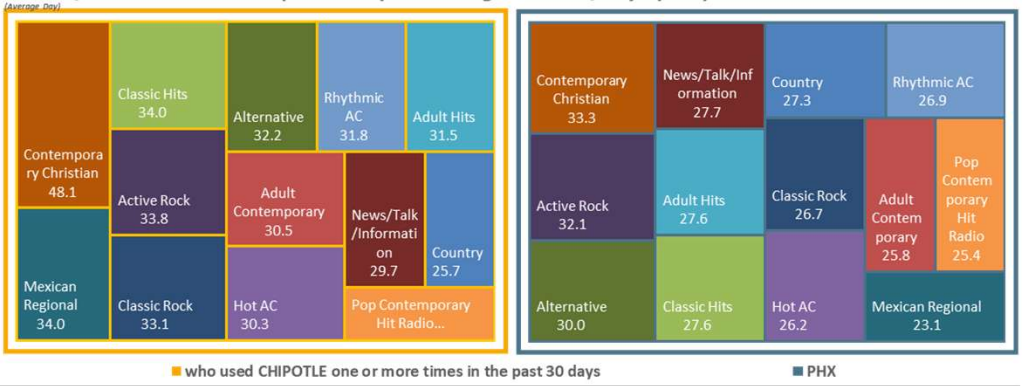


449,976 or 78.6% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Hits, Adult Contemporary, Pop Contemporary Hit Radio, and Hot AC.

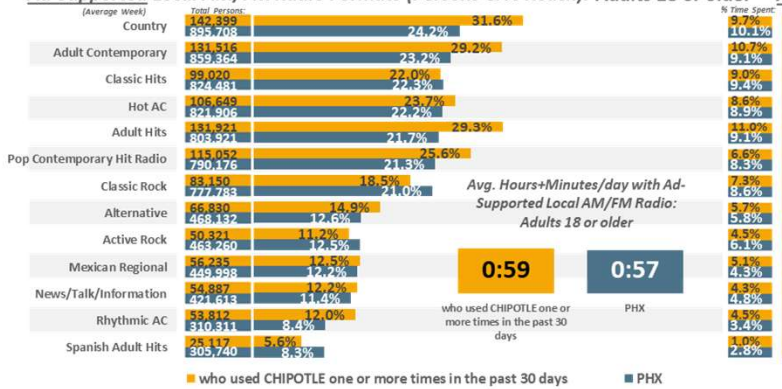
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



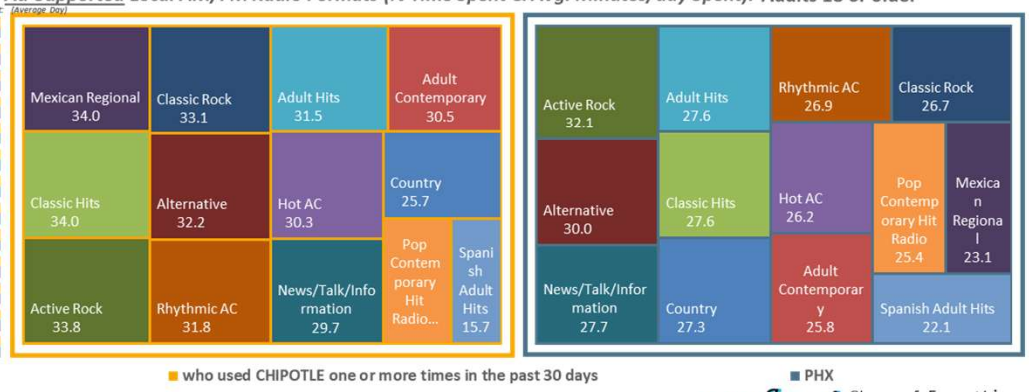
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 337

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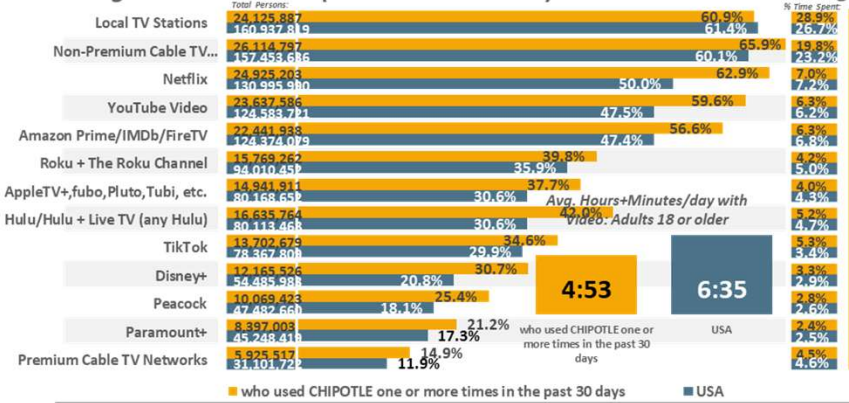
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Quick service restaurants used past 30 days: Chipotle

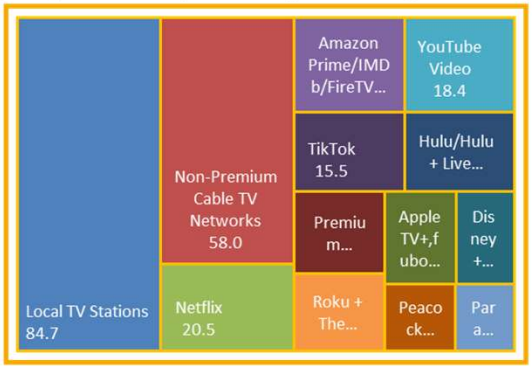


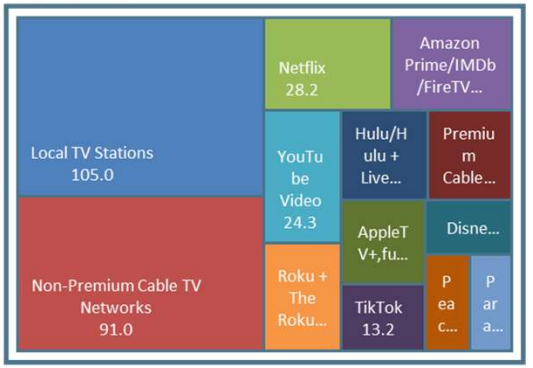
23,790,746 or 60.% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days watch Ad-Supported Local TV Stations for an average of 80.3 minutes every day representing 33.5% of all time spent daily with Ad-Supported Video.

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

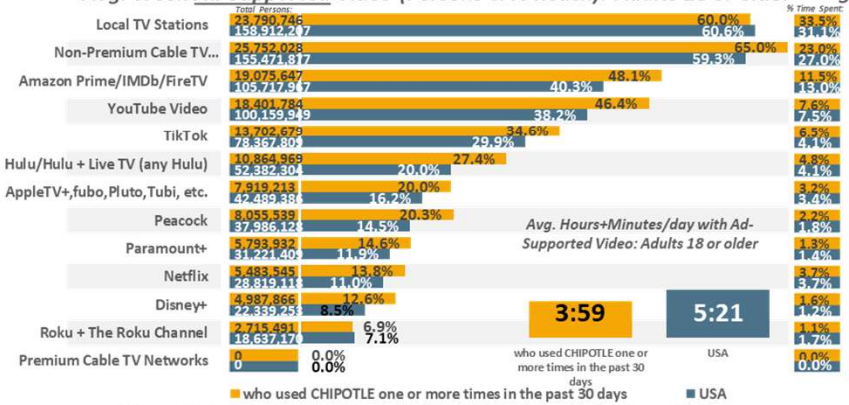


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

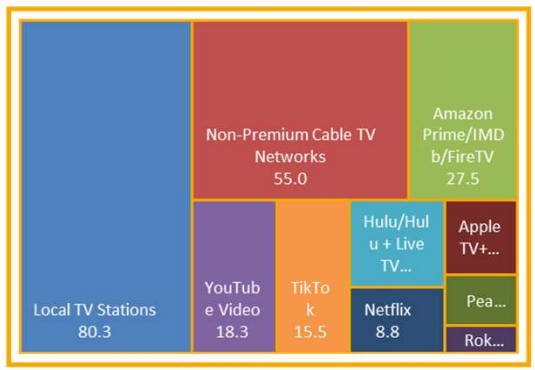


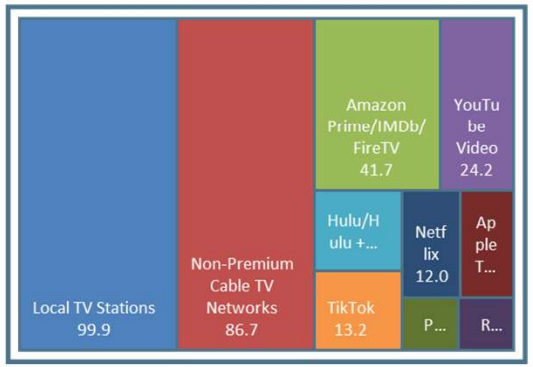


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 3,920

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982

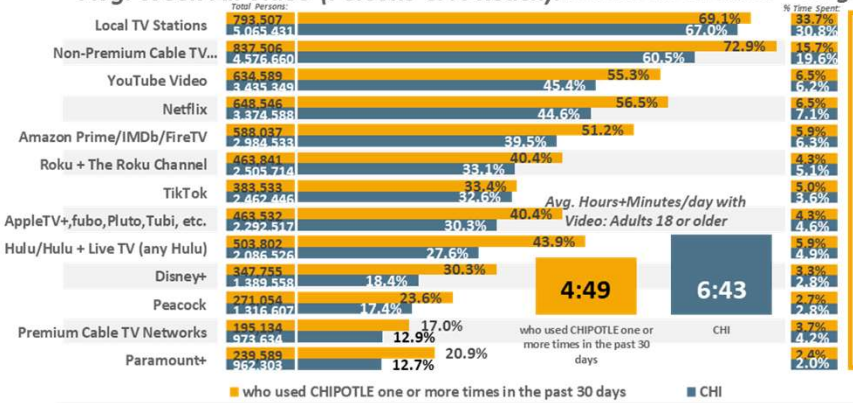
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Quick service restaurants used past 30 days: Chipotle

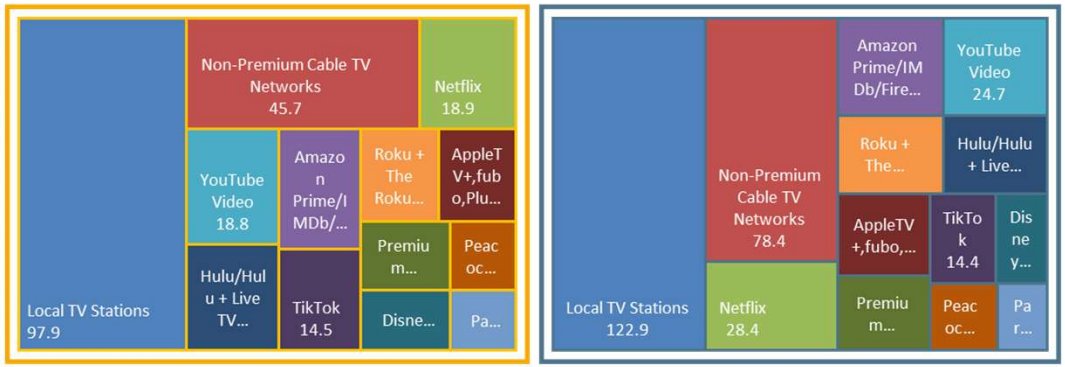


785,652 or 68.4% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days watch Ad-Supported Local TV Stations for an average of 93. minutes every day representing 39.2% of all time spent daily with Ad-Supported Video.

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

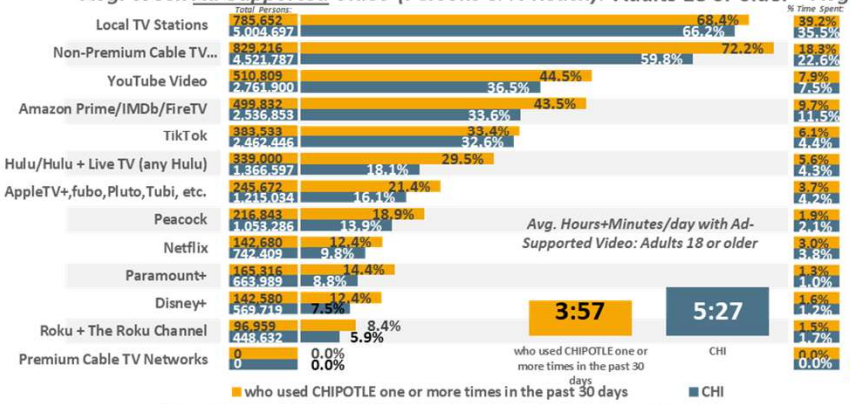


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

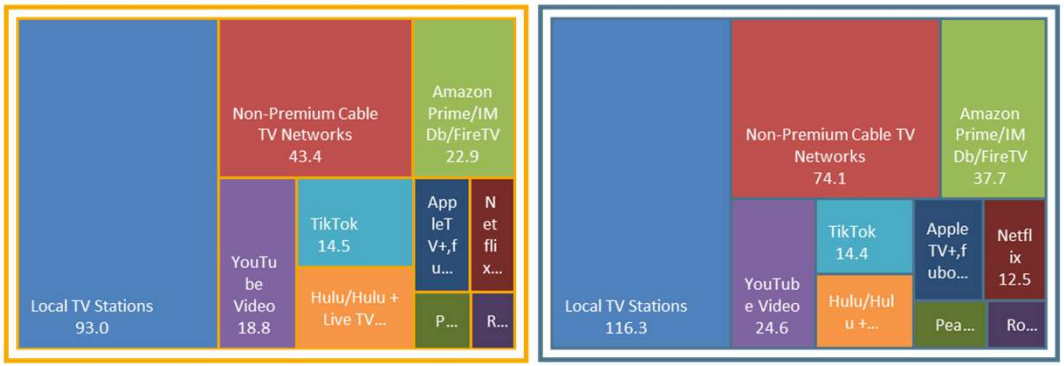


who used CHIPOTLE one or more times in the past 30 days ■ CHI

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



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



who used CHIPOTLE one or more times in the past 30 days ■ CHI

CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 610

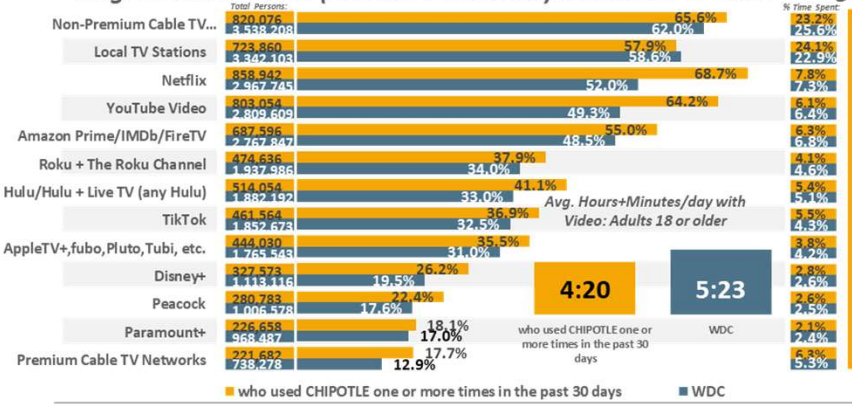
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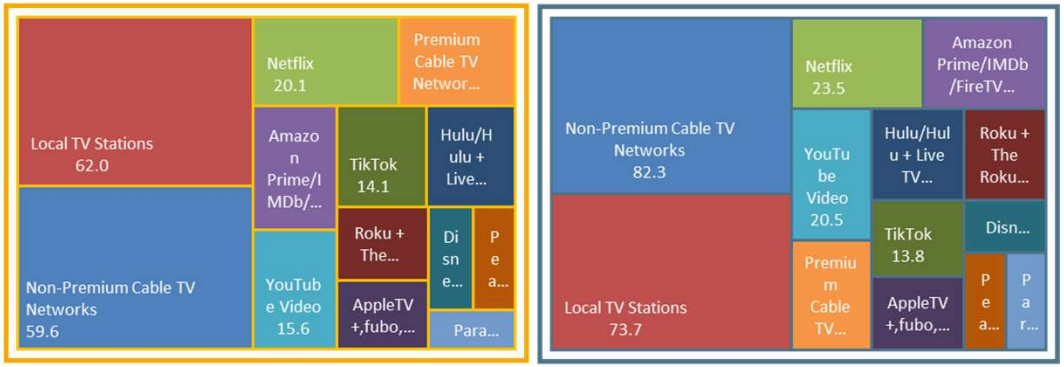
Quick service restaurants used past 30 days: Chipotle

712,054 or 56.9% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days watch Ad-Supported Local TV Stations for an average of 58.8 minutes every day representing 28.% of all time spent daily with Ad-Supported Video.

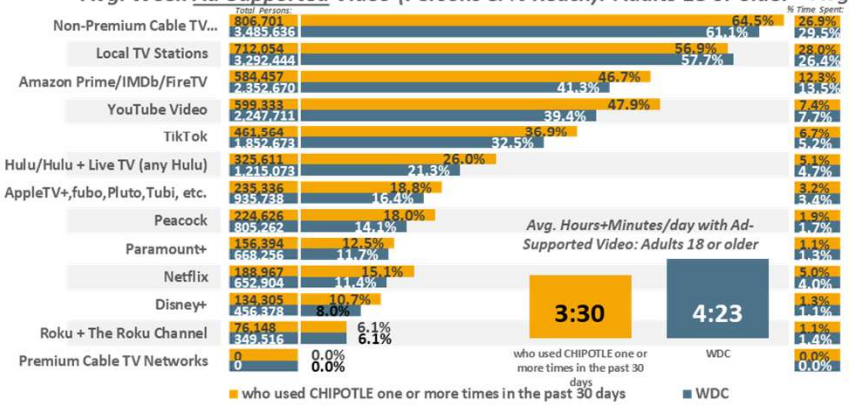
Avg. Week All Video (Persons & % Reach): Adults 18 or older



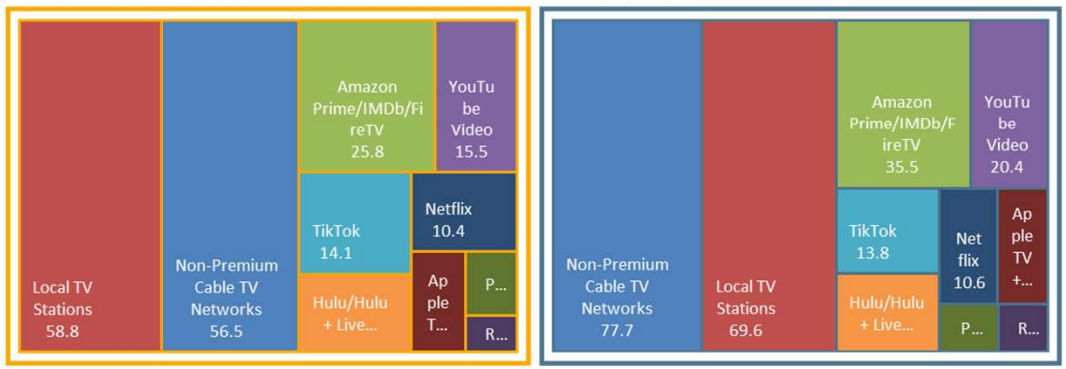
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,331

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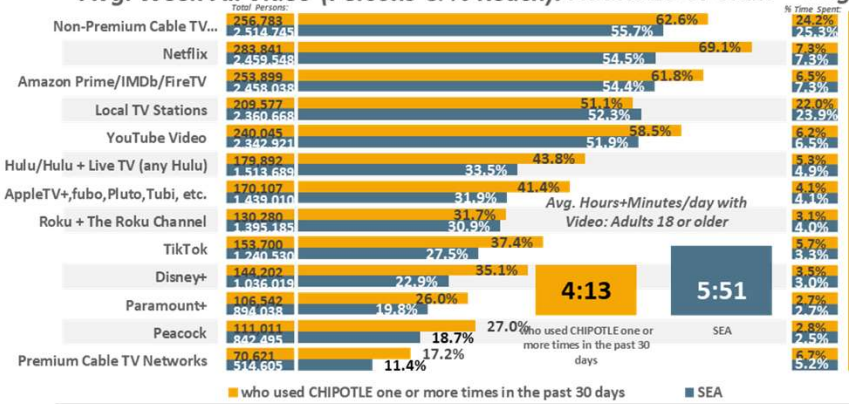
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Quick service restaurants used past 30 days: Chipotle

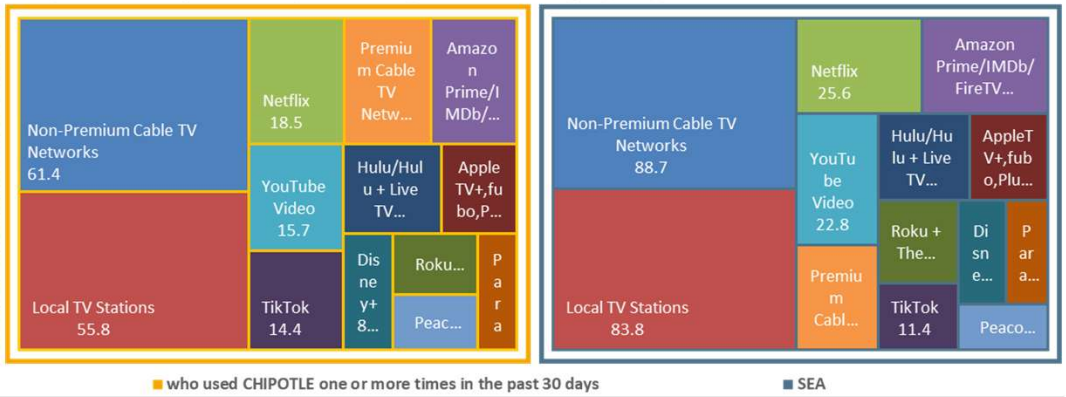


206,182 or 50.2% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days watch Ad-Supported Local TV Stations for an average of 51.1 minutes every day representing 24.5% of all time spent daily with Ad-Supported Video.

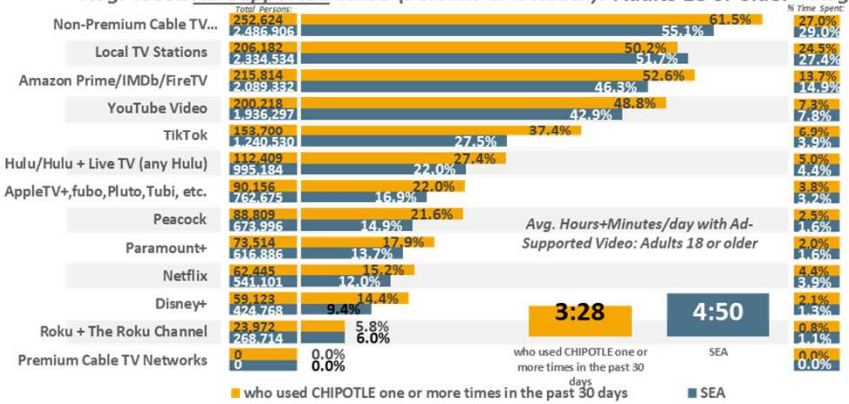
Avg. Week All Video (Persons & % Reach): Adults 18 or older



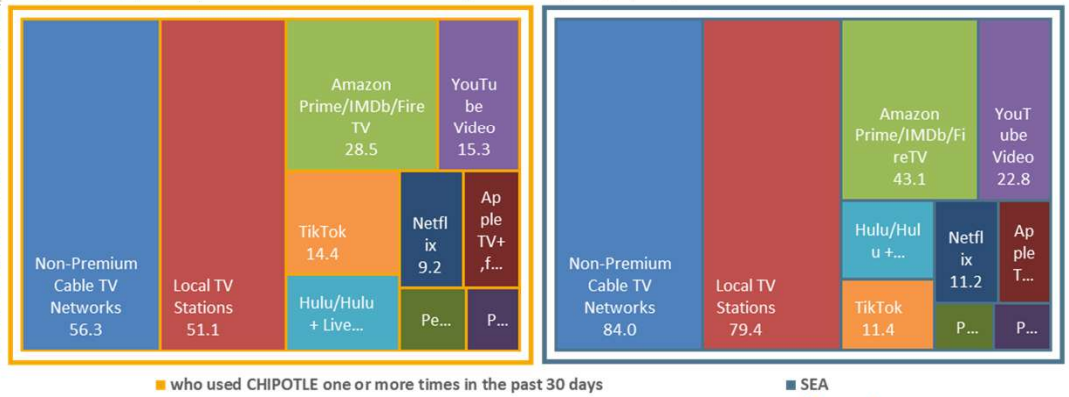
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 360

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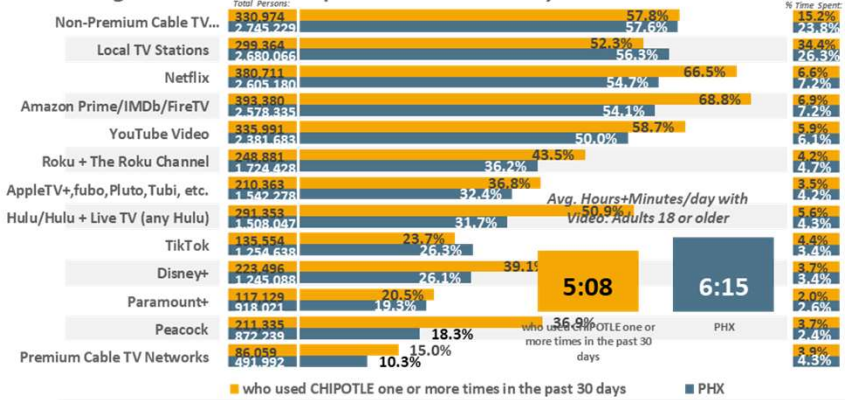
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Quick service restaurants used past 30 days: Chipotle

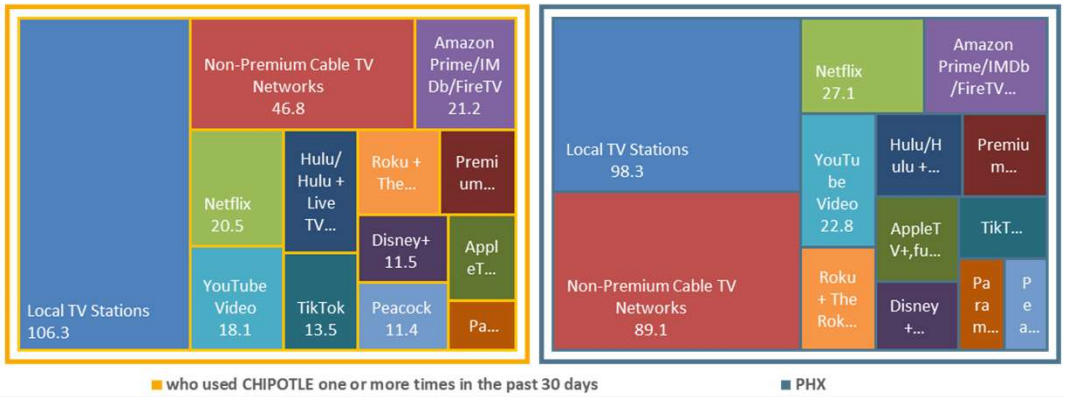


294,135 or 51.4% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days watch Ad-Supported Local TV Stations for an average of 103.2 minutes every day representing 40.7% of all time spent daily with Ad-Supported Video.

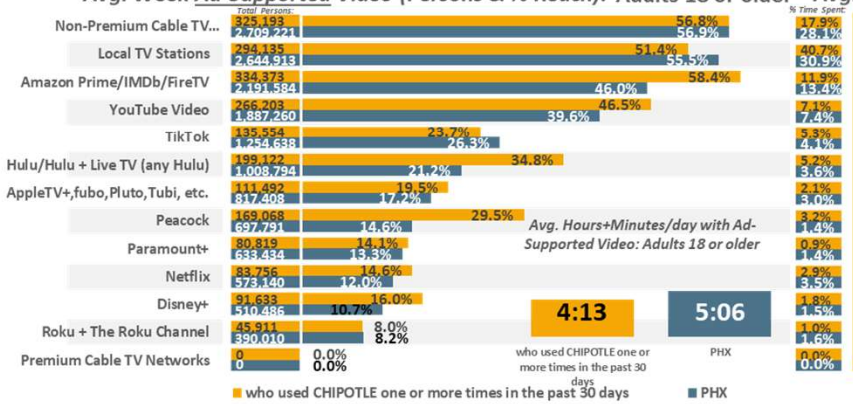
Avg. Week All Video (Persons & % Reach): Adults 18 or older



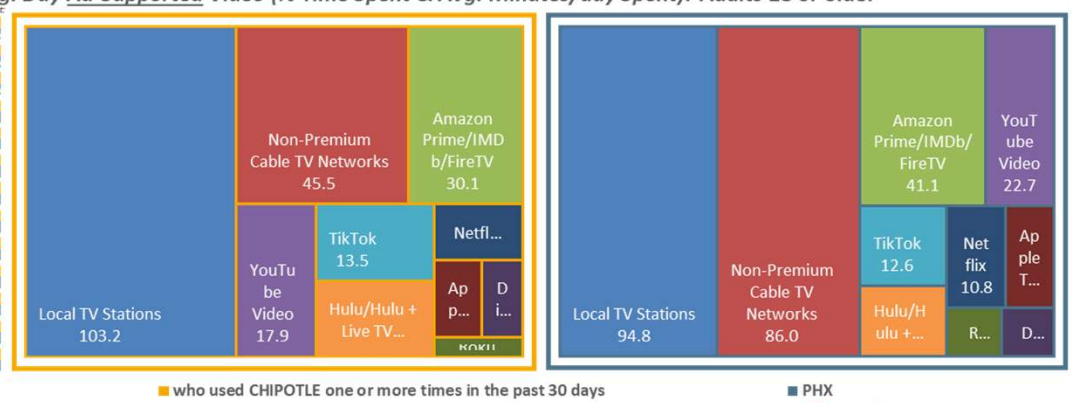
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 337

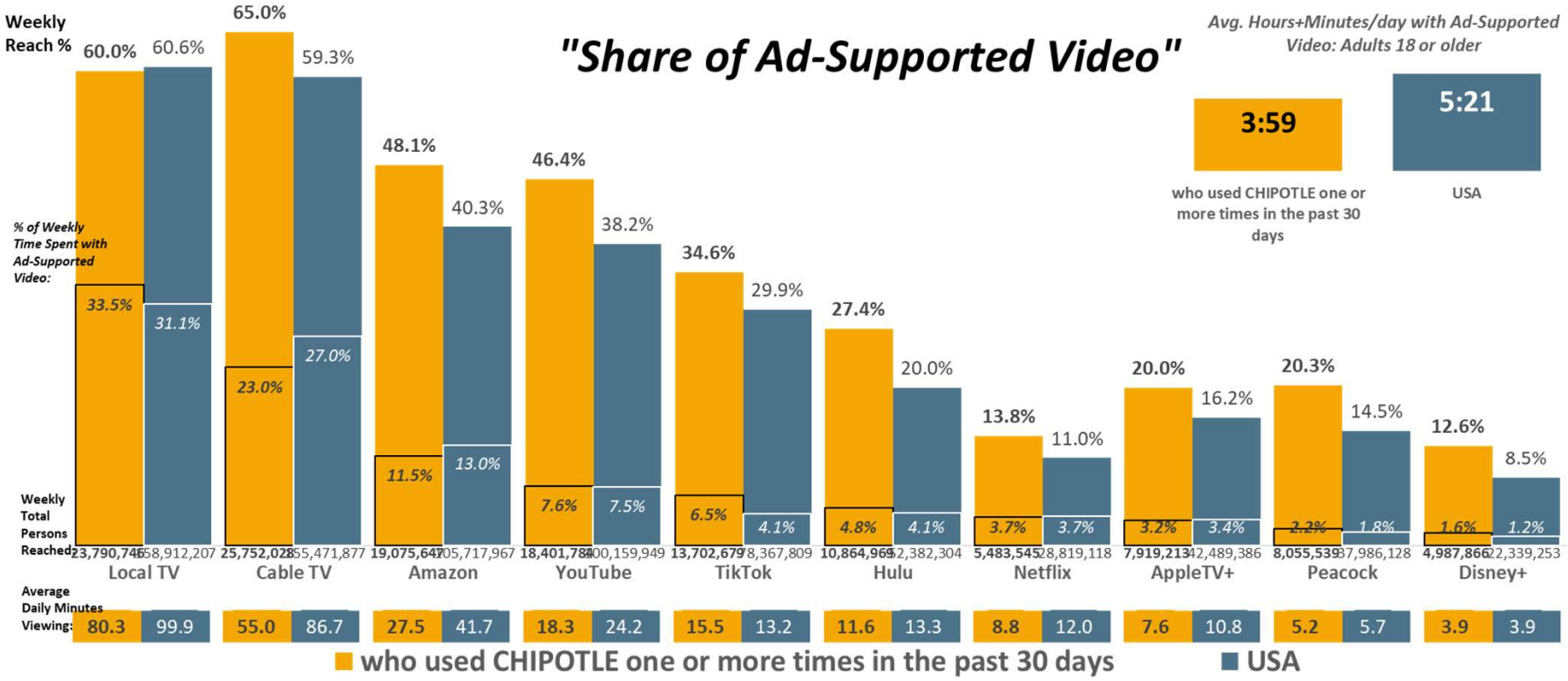
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Quick service restaurants used past 30 days: Chipotle



23,790,746 or 60.% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days watch Ad-Supported Local TV Stations for an average of 80.3 minutes every day representing 33.5% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 3,920

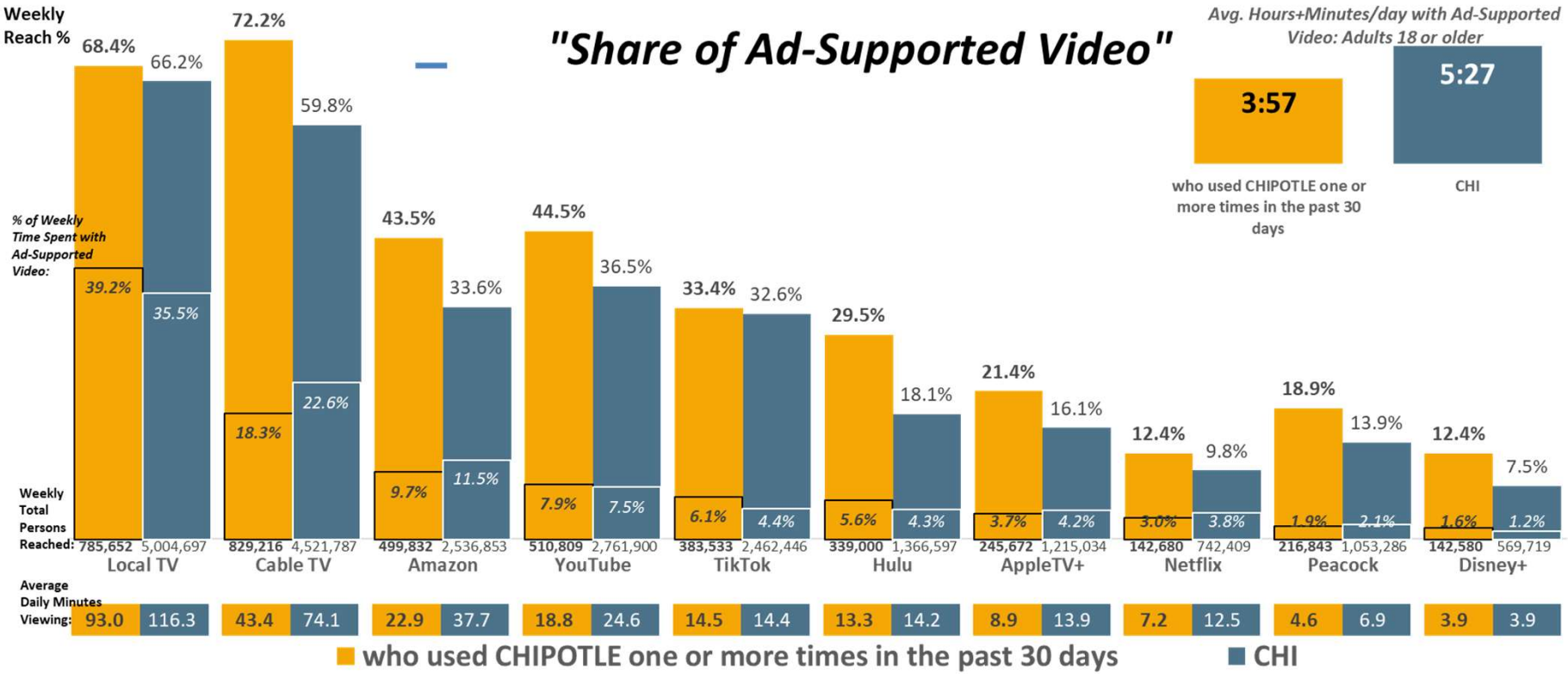
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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982

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Quick service restaurants used past 30 days: Chipotle

785,652 or 68.4% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days watch Ad-Supported Local TV Stations for an average of 93. minutes every day representing 39.2% of all time spent daily with Ad-Supported Video.



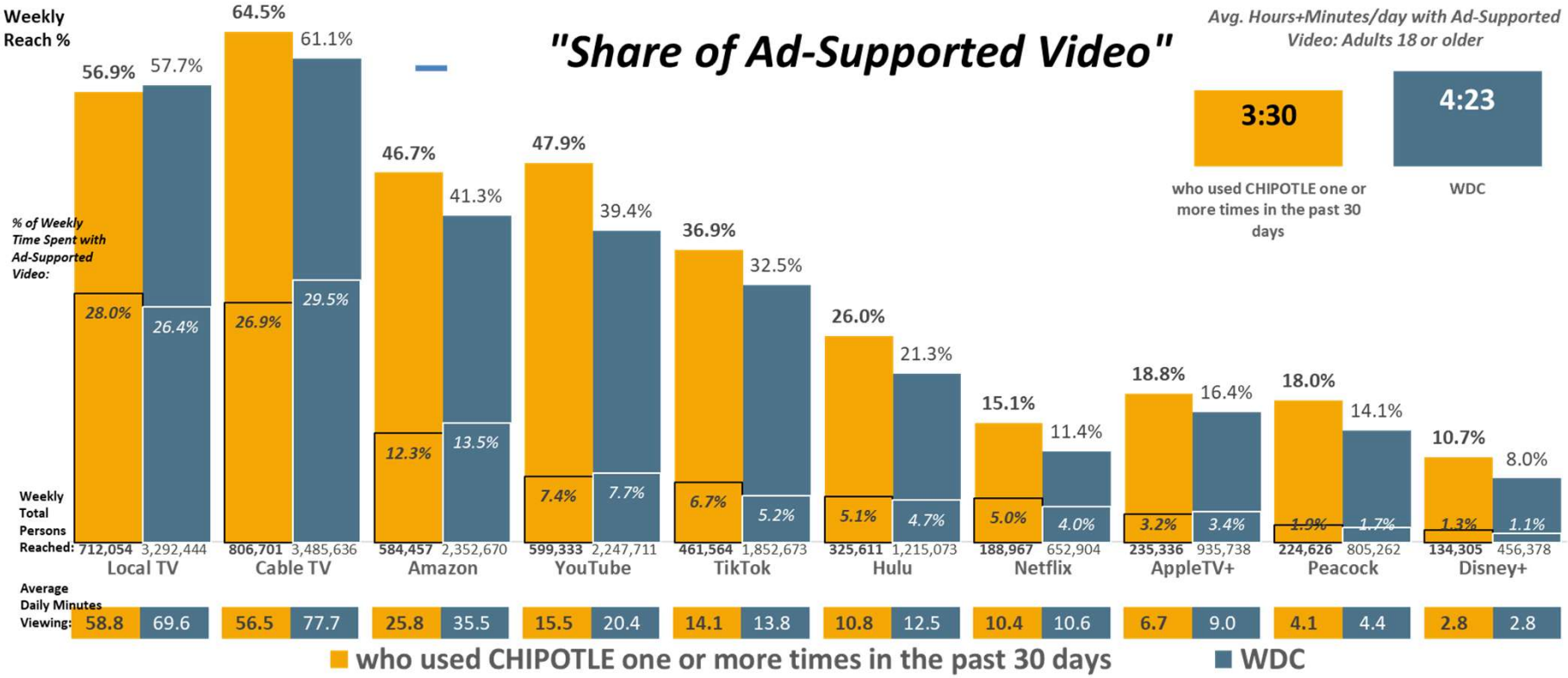
CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 610 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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Quick service restaurants used past 30 days: Chipotle

712,054 or 56.9% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days watch Ad-Supported Local TV Stations for an average of 58.8 minutes every day representing 28.% of all time spent daily with Ad-Supported Video.



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,331 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

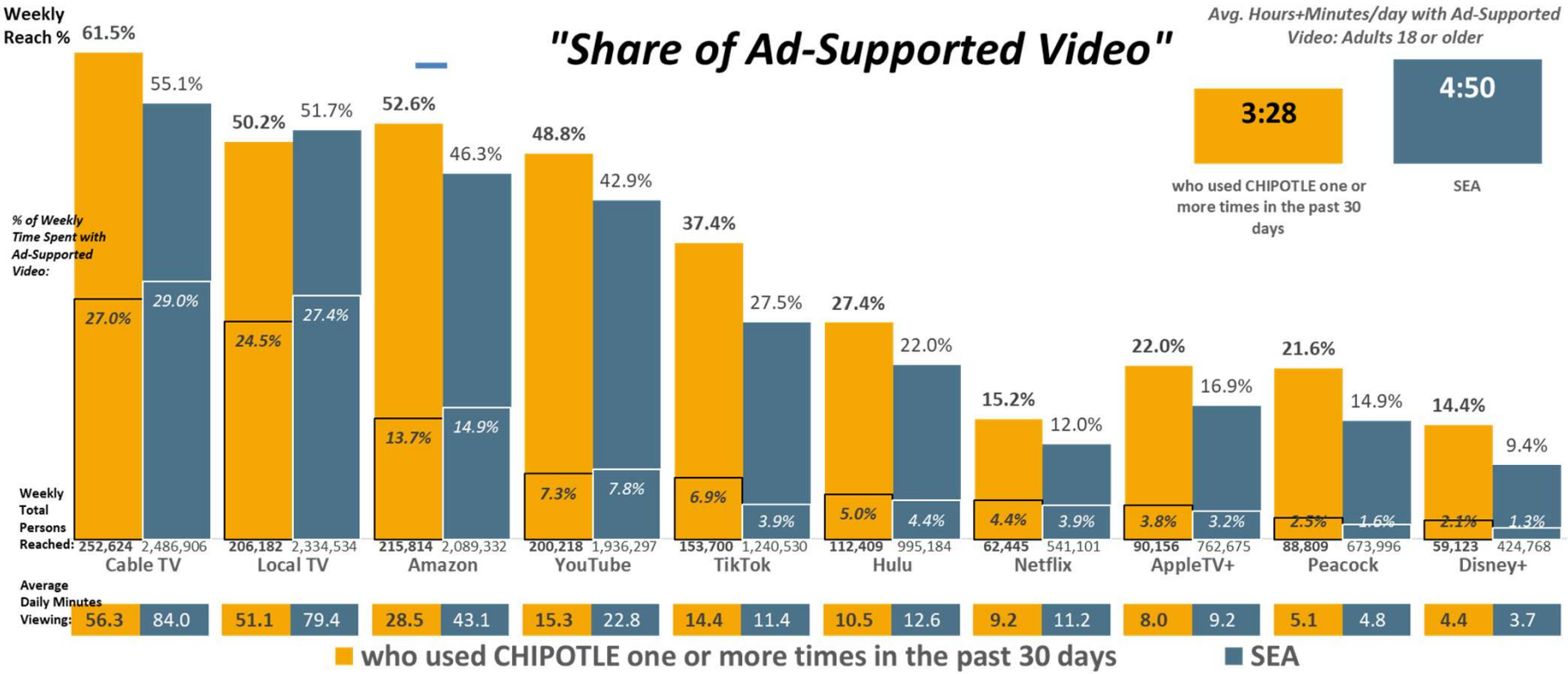
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Quick service restaurants used past 30 days: Chipotle



206,182 or 50.2% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days watch Ad-Supported Local TV Stations for an average of 51.1 minutes every day representing 24.5% of all time spent daily with Ad-Supported Video.



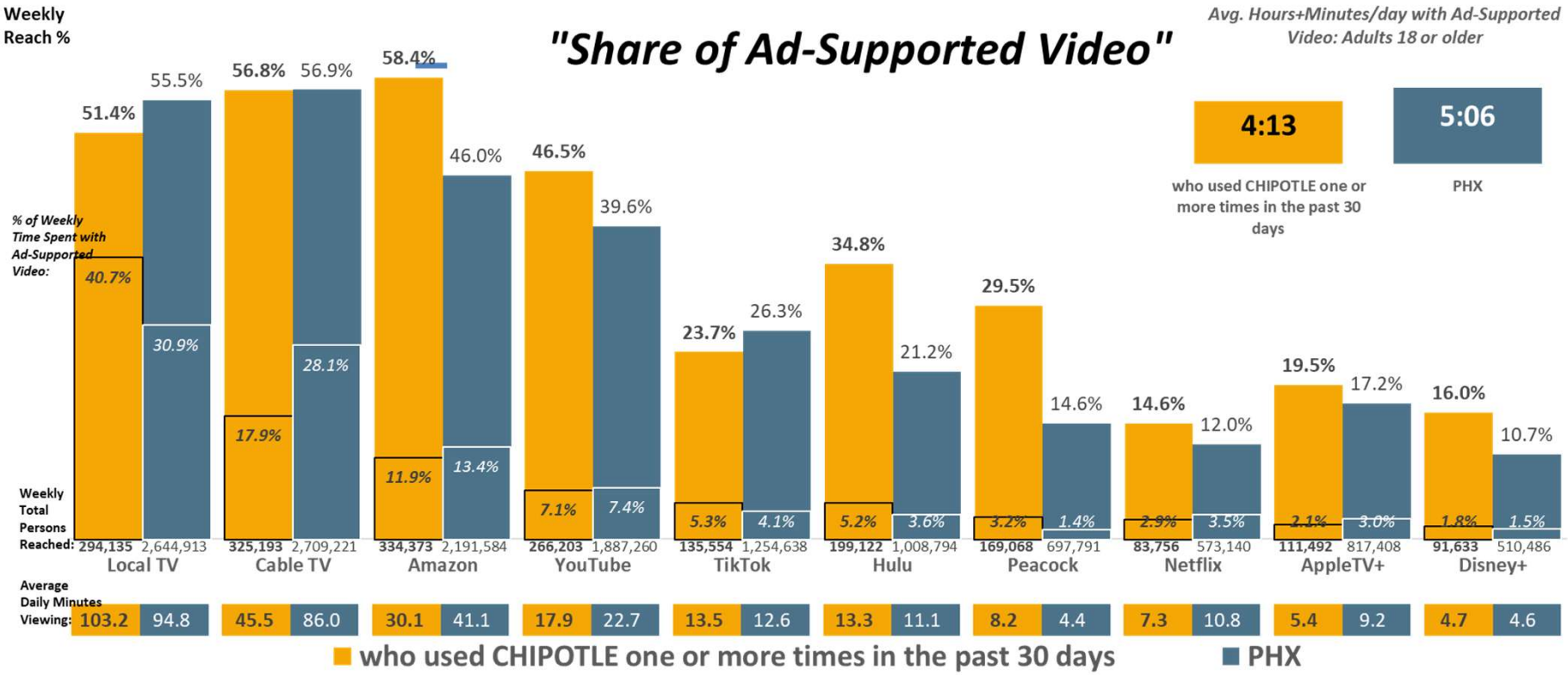
SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 360 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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Quick service restaurants used past 30 days: Chipotle

294,135 or 51.4% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days watch Ad-Supported Local TV Stations for an average of 103.2 minutes every day representing 40.7% of all time spent daily with Ad-Supported Video.



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 337 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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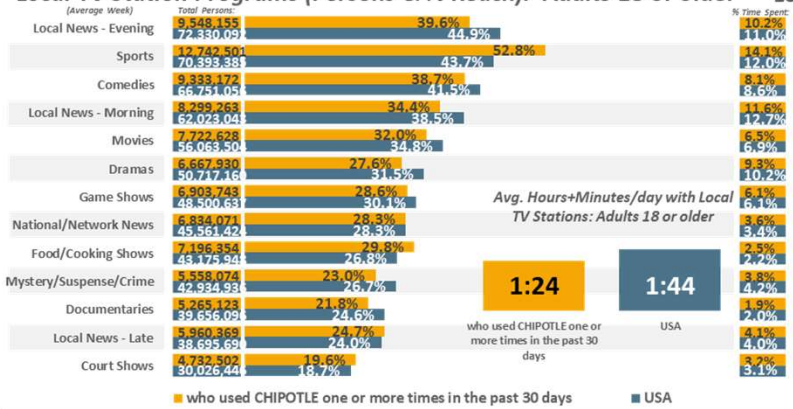
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Quick service restaurants used past 30 days: Chipotle

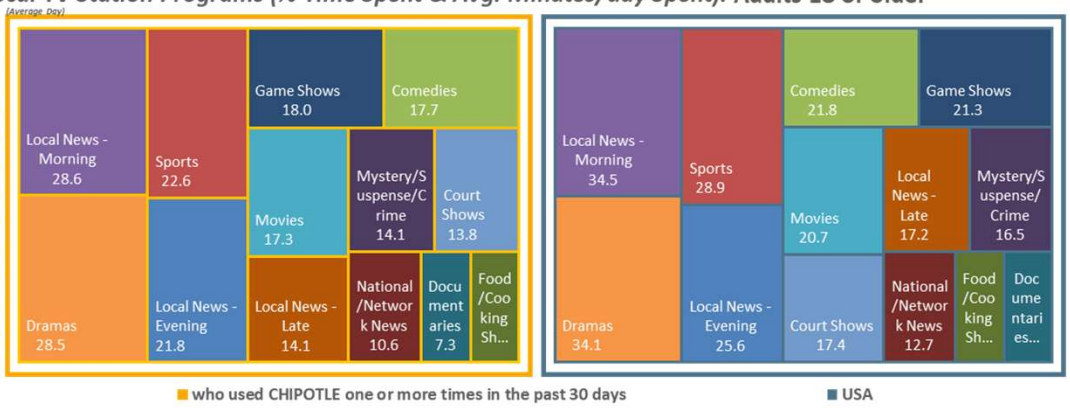


23,790,746 or 60.% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Game Shows.

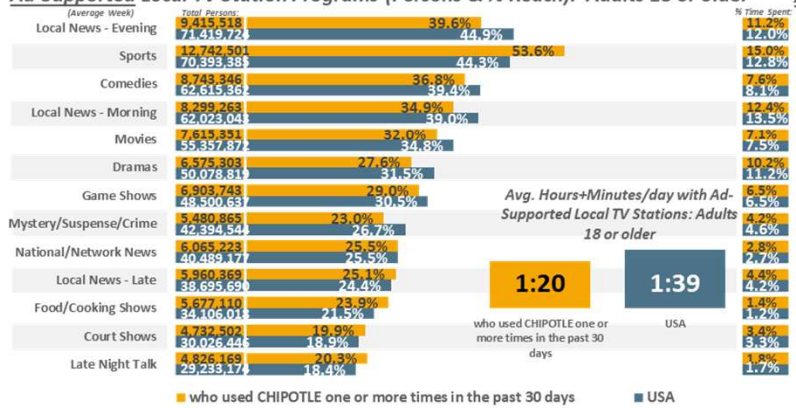
Local TV Station Programs (Persons & % Reach): Adults 18 or older



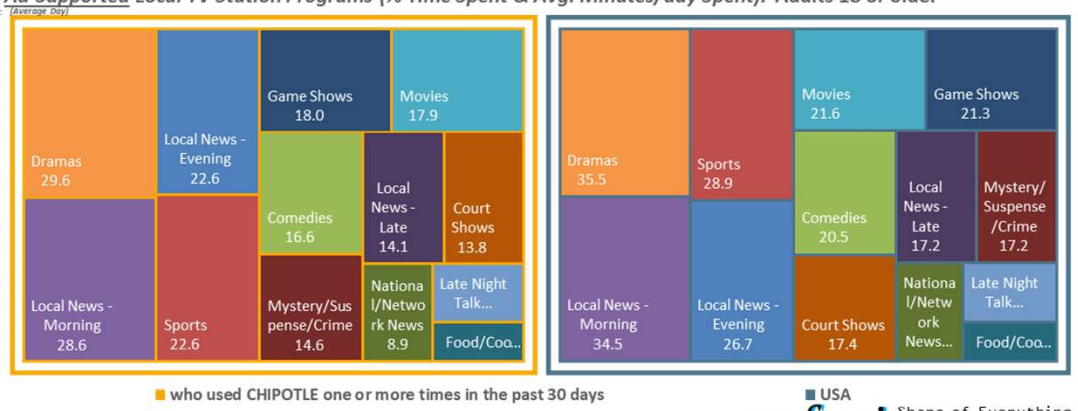
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 3,920

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982

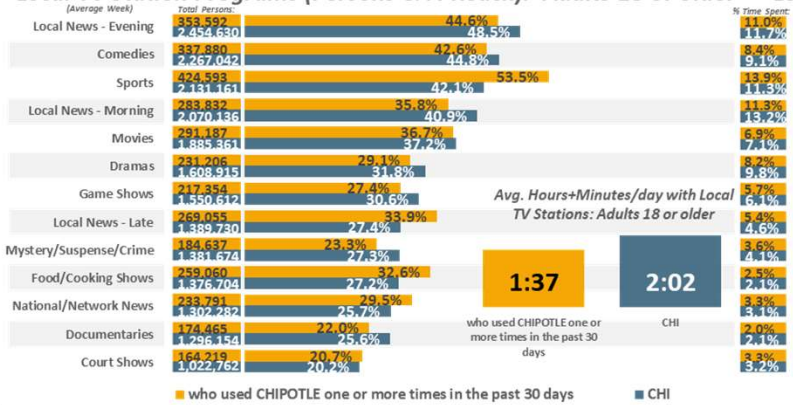
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Quick service restaurants used past 30 days: Chipotle

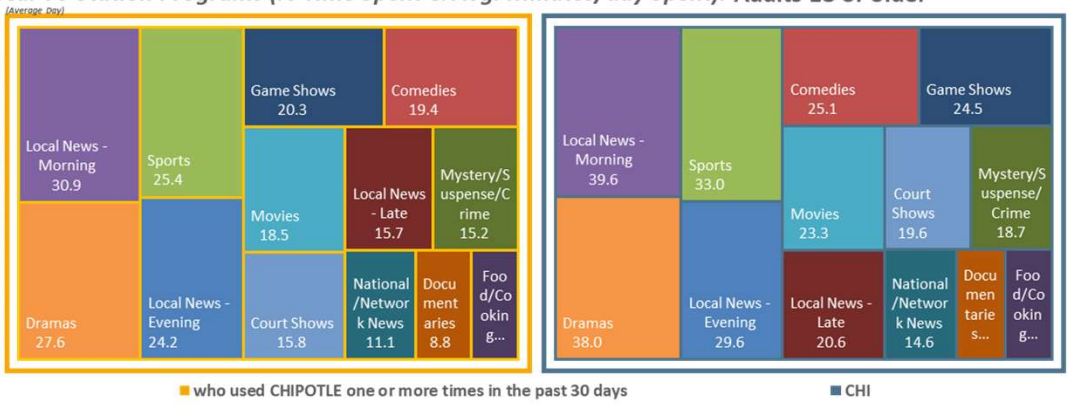


785,652 or 68.4% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Movies, Local News - Morning, and Local News - Late.

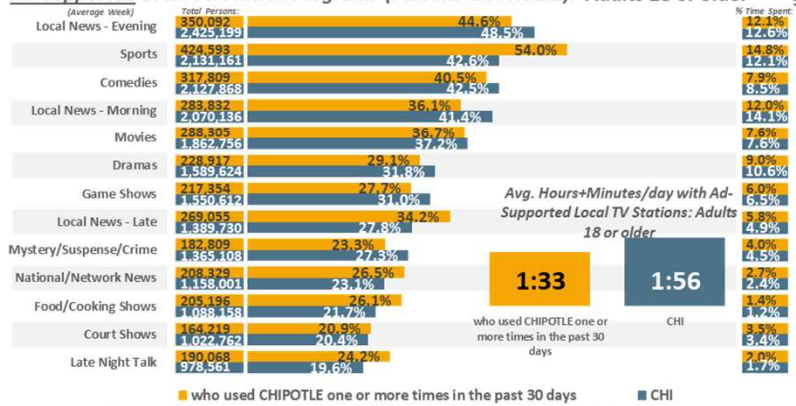
Local TV Station Programs (Persons & % Reach): Adults 18 or older



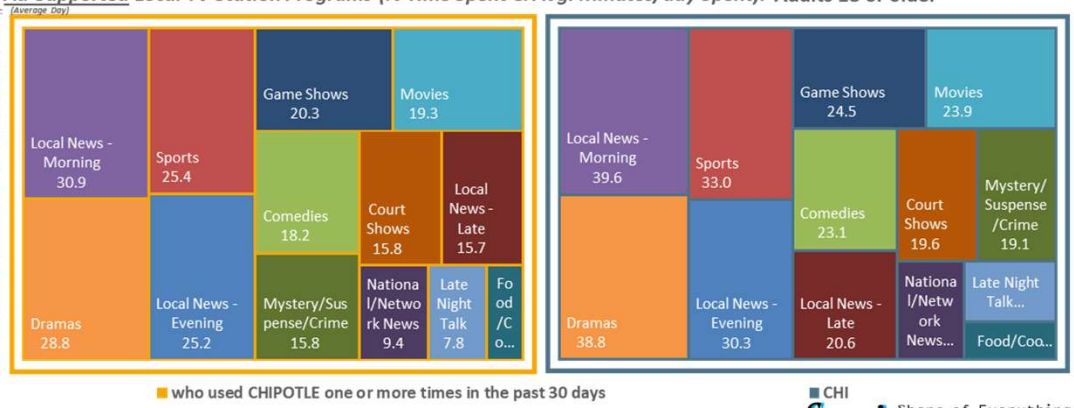
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 610

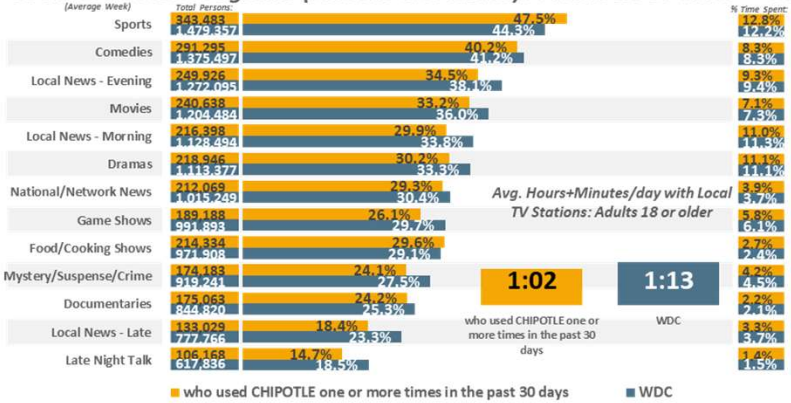
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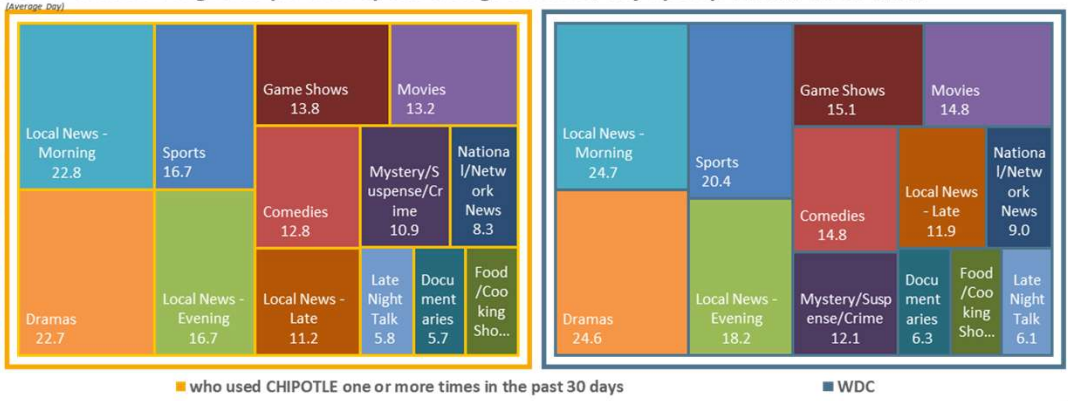
Quick service restaurants used past 30 days: Chipotle

712,054 or 56.9% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Movies, Local News - Morning, and Dramas.

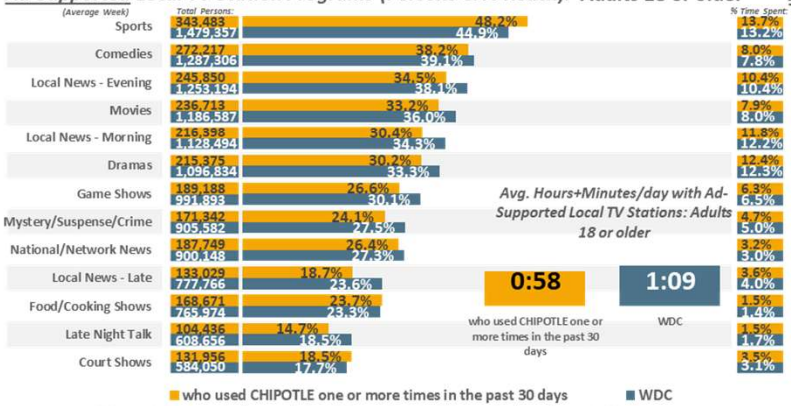
Local TV Station Programs (Persons & % Reach): Adults 18 or older



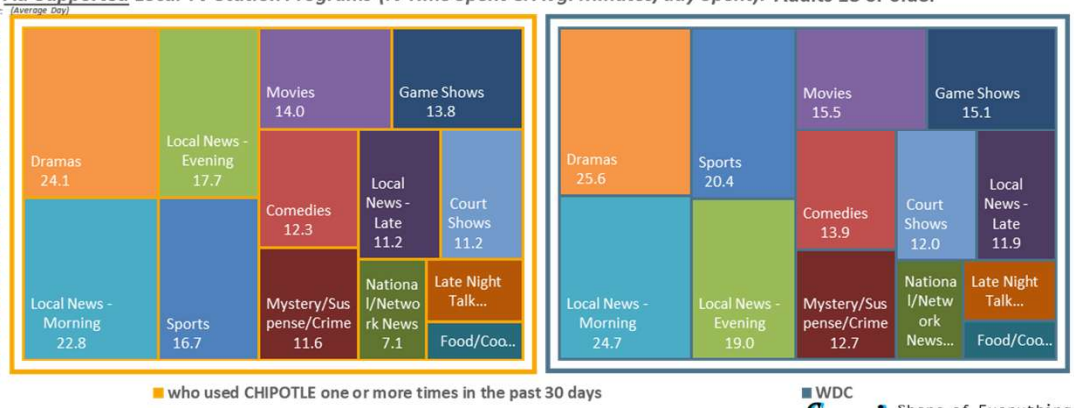
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,331

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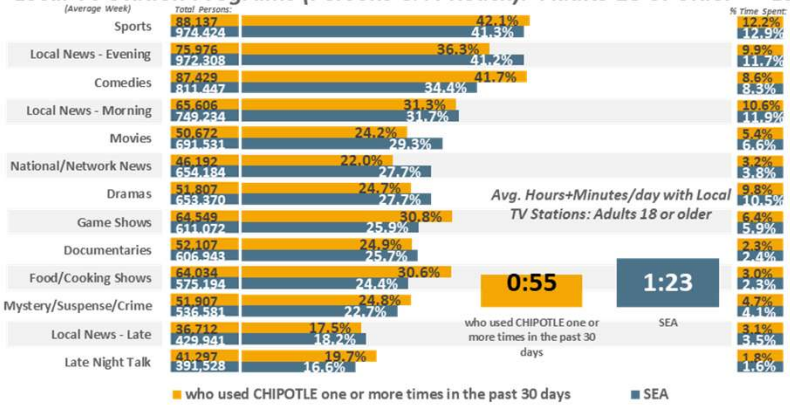
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Quick service restaurants used past 30 days: Chipotle

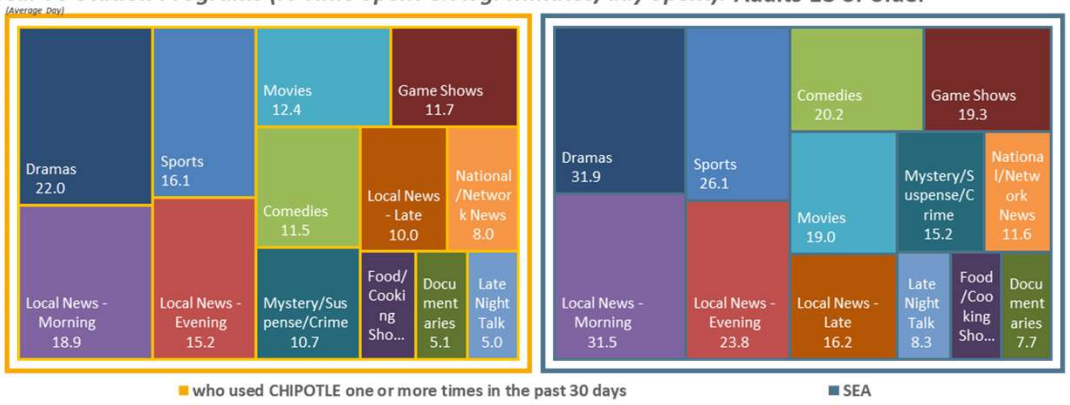


206,182 or 50.2% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Game Shows, and Mystery/Suspense/Crim

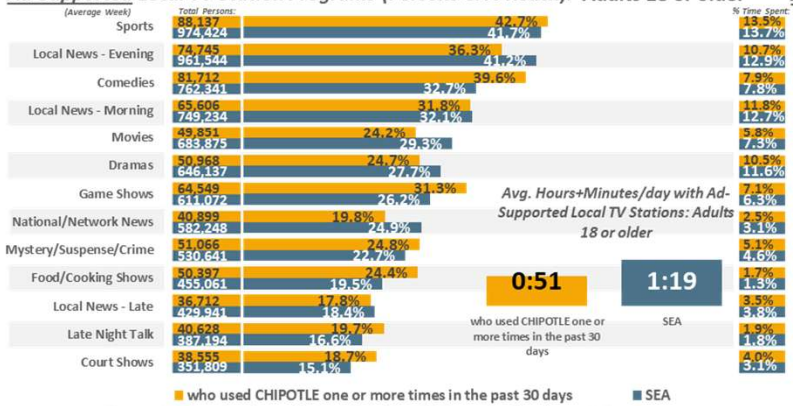
Local TV Station Programs (Persons & % Reach): Adults 18 or older



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



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 360

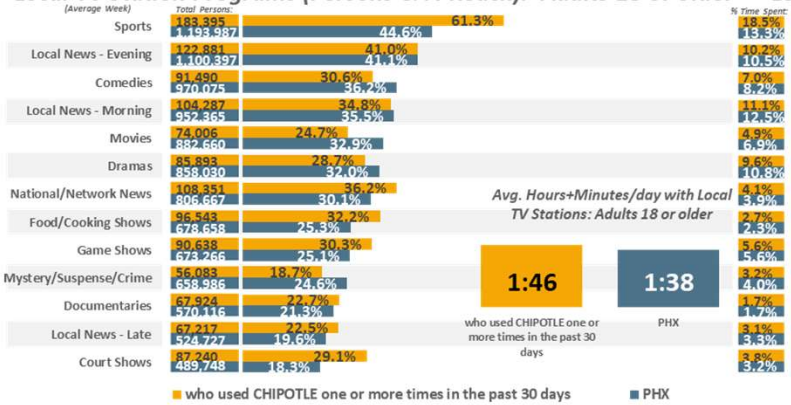
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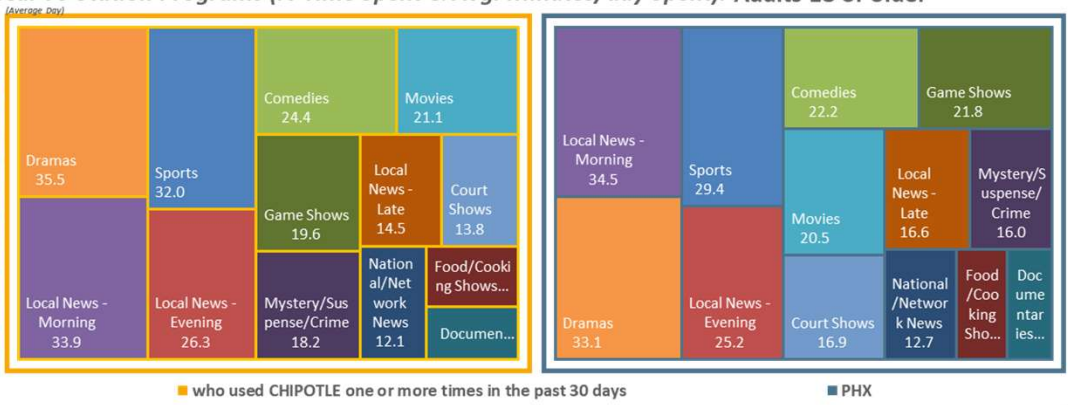
Quick service restaurants used past 30 days: Chipotle

294,135 or 51.4% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, National/Network News, Game Shows, and Court Sh

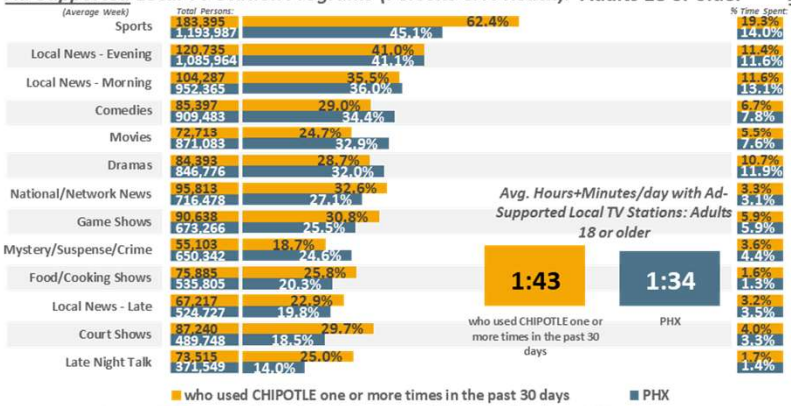
Local TV Station Programs (Persons & % Reach): Adults 18 or older



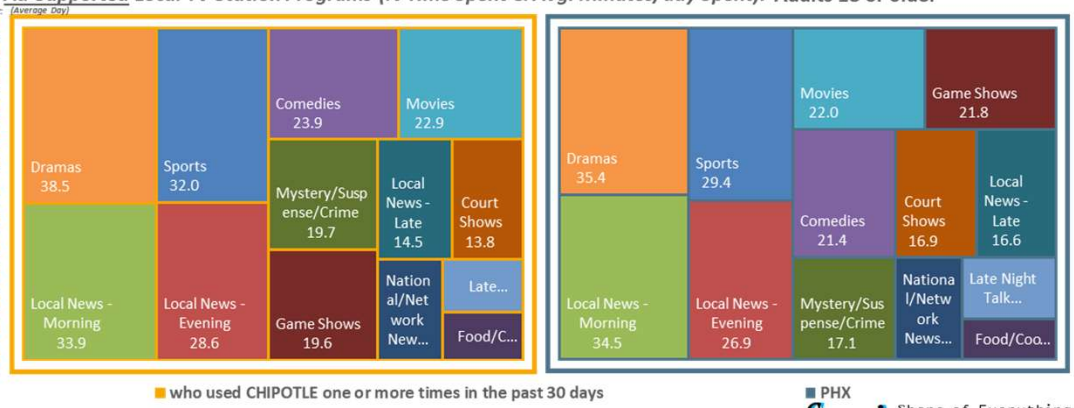
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 337

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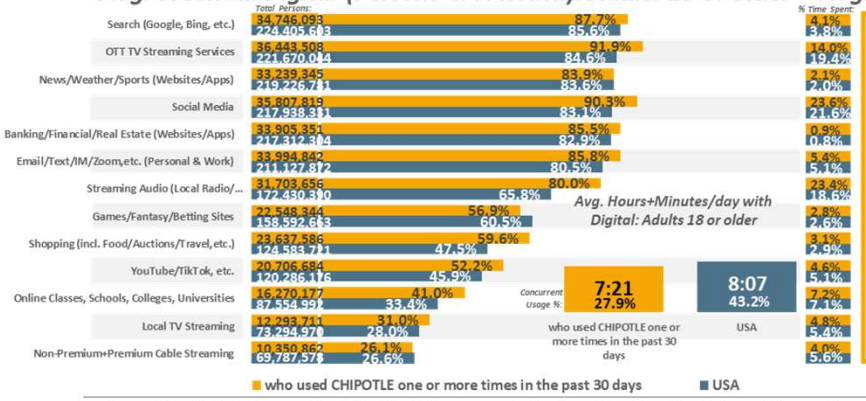
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Quick service restaurants used past 30 days: Chipotle

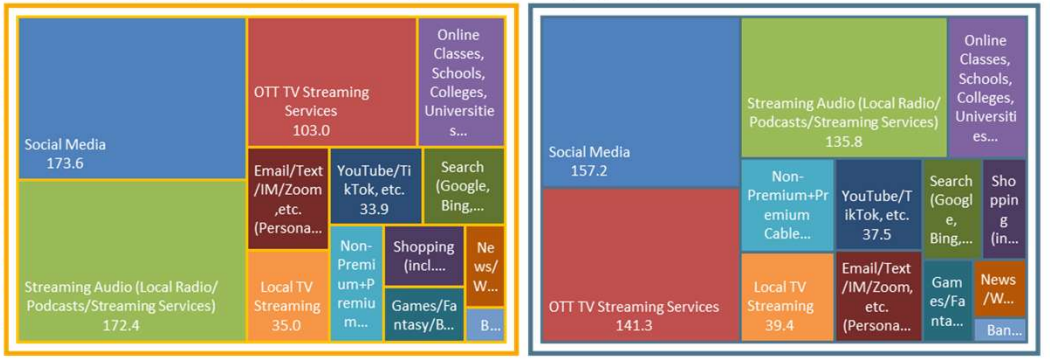


31,135,188 or 78.5% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days use Ad-Supported Social Media for an average of 151. minutes every day representing 28.7% of all time spent daily with Ad-Supported Digital Media.

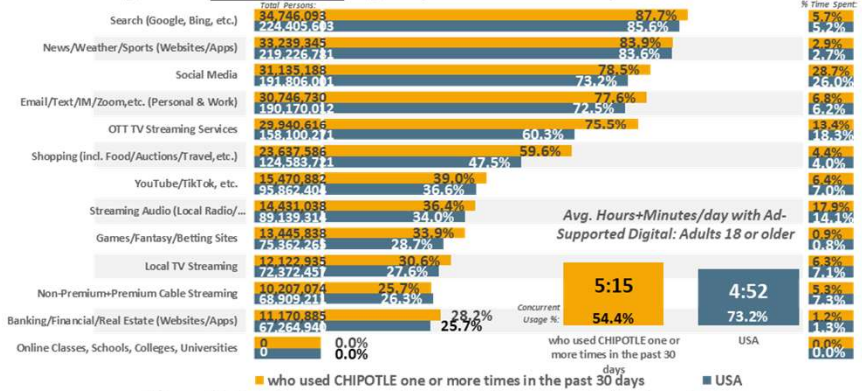
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



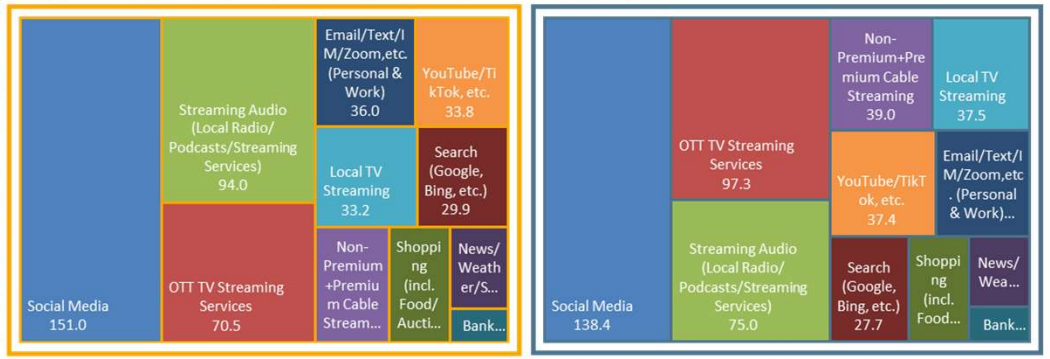
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 3,920

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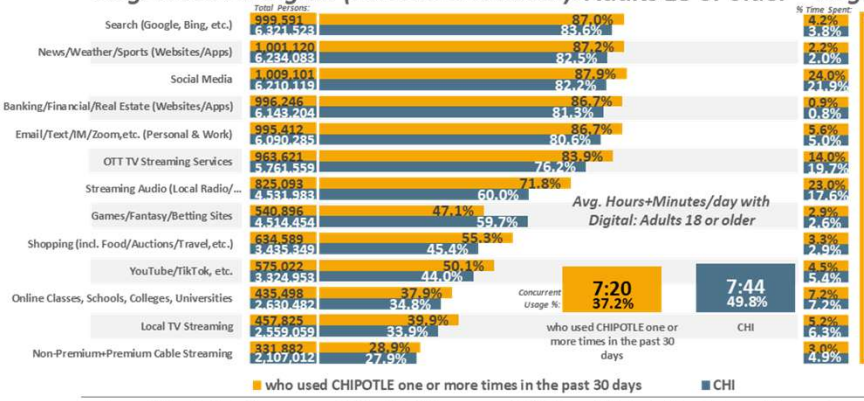
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982

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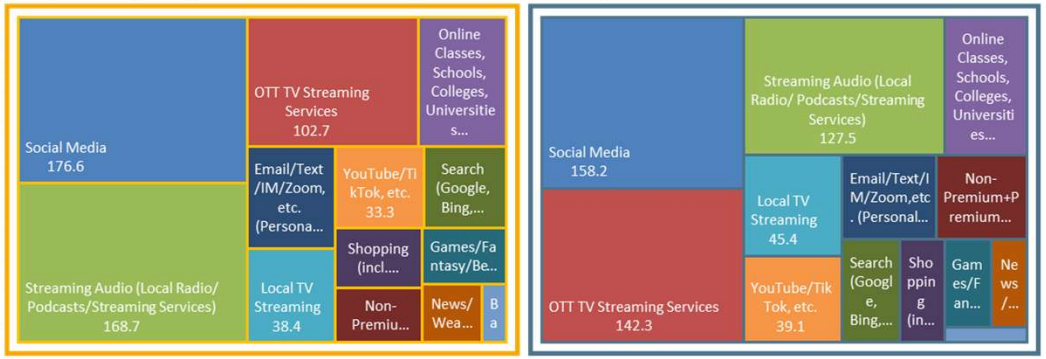
Quick service restaurants used past 30 days: Chipotle

868,829 or 75.6% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days use Ad-Supported Social Media for an average of 152. minutes every day representing 28.6% of all time spent daily with Ad-Supported Digital Media.

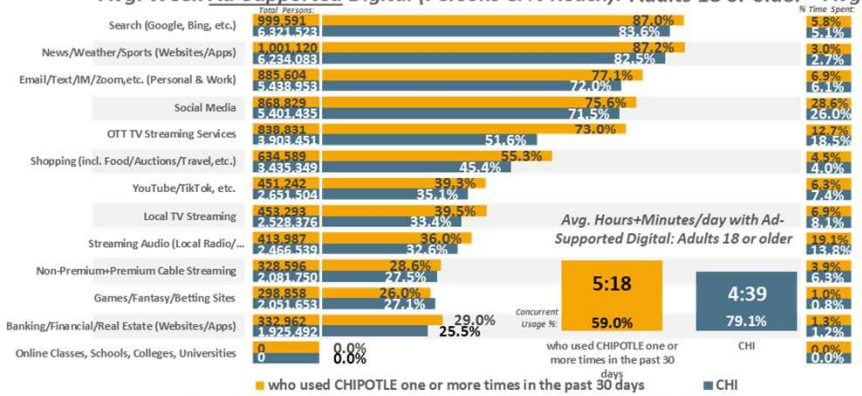
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



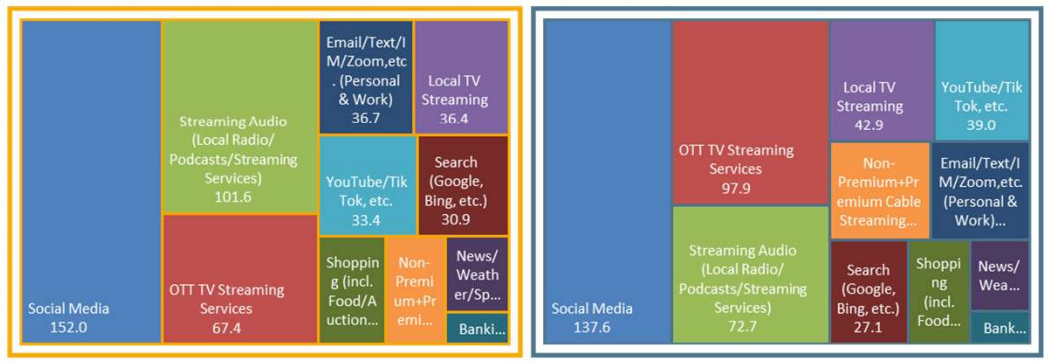
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 610

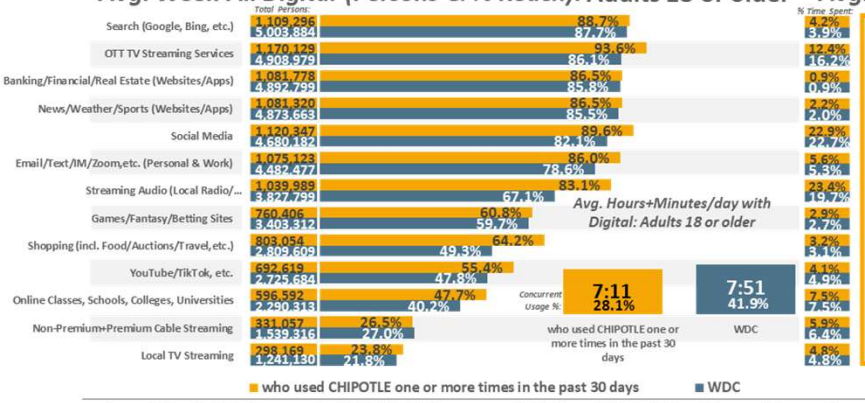
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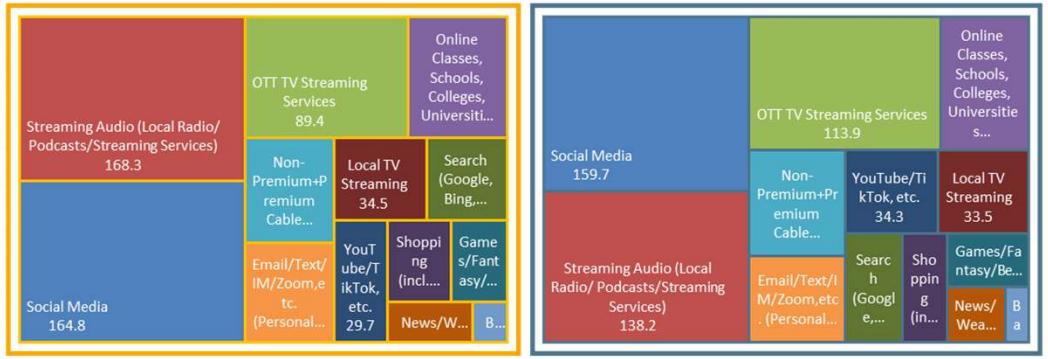
Quick service restaurants used past 30 days: Chipotle

960,589 or 76.8% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days use Ad-Supported Social Media for an average of 141.3 minutes every day representing 27.5% of all time spent daily with Ad-Supported Digital Media.

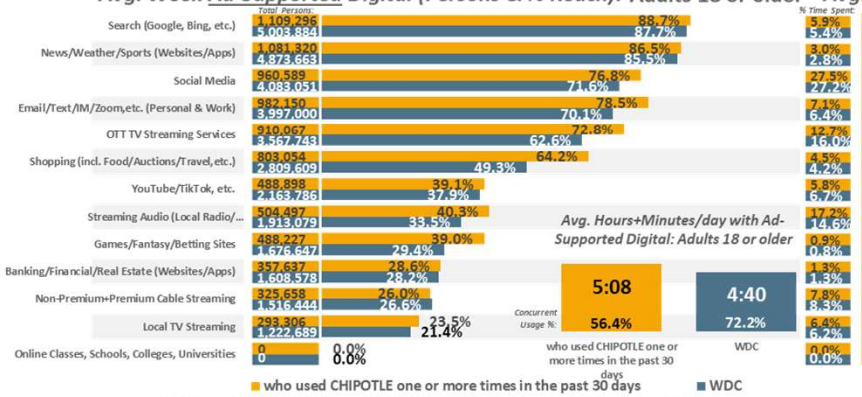
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



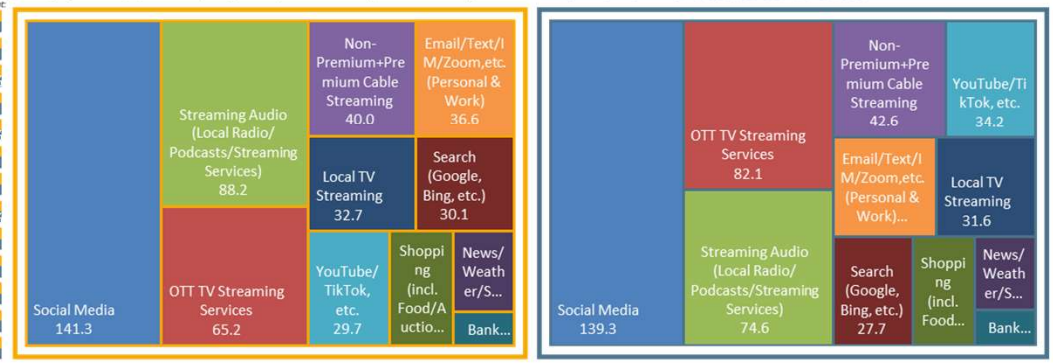
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,331

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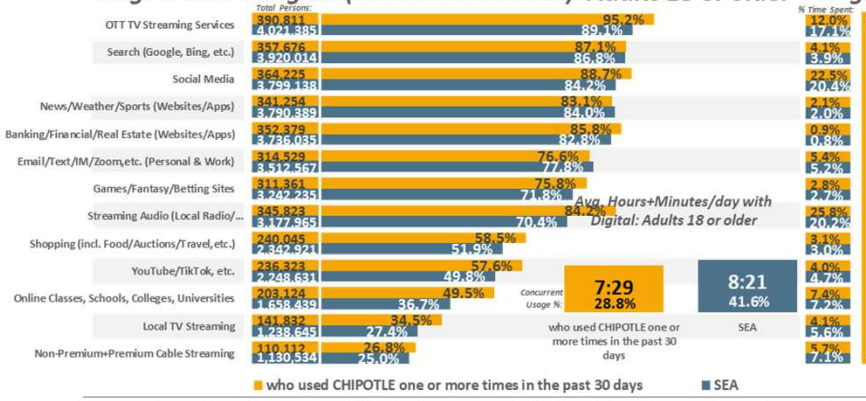
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Quick service restaurants used past 30 days: Chipotle

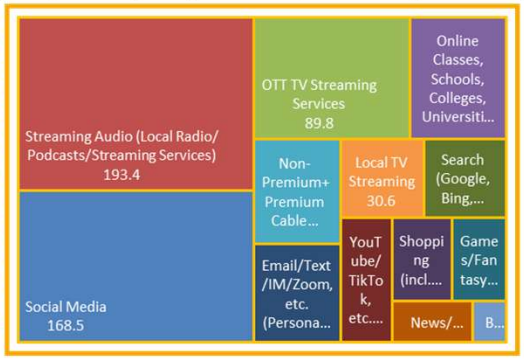


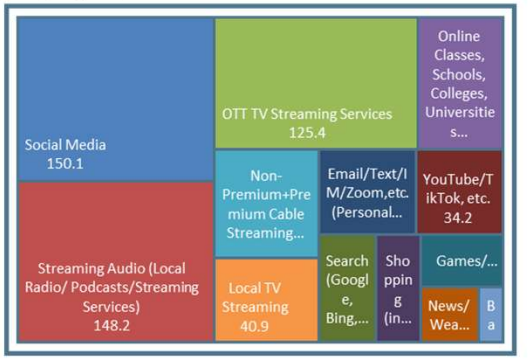
311,535 or 75.9% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days use Ad-Supported Social Media for an average of 144.2 minutes every day representing 27.3% of all time spent daily with Ad-Supported Digital Media.

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

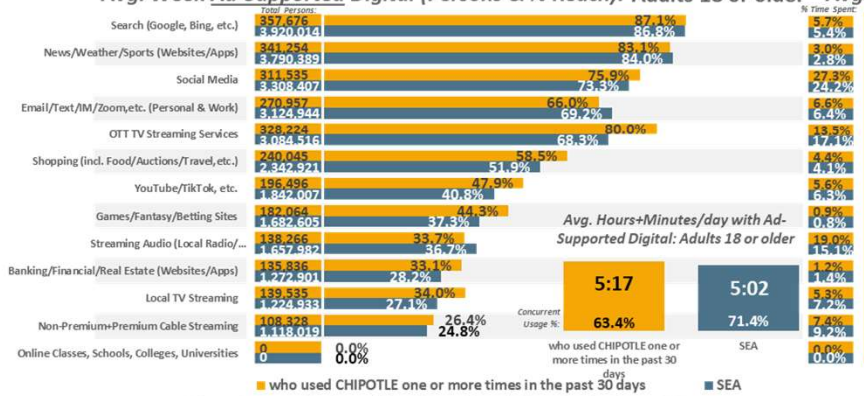


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

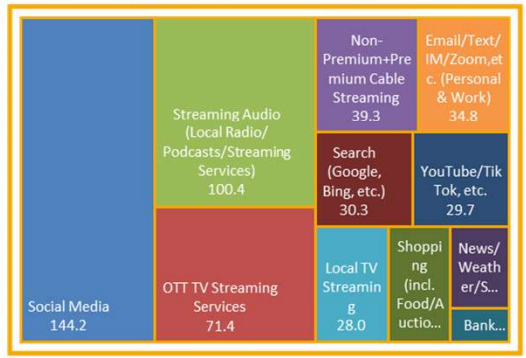


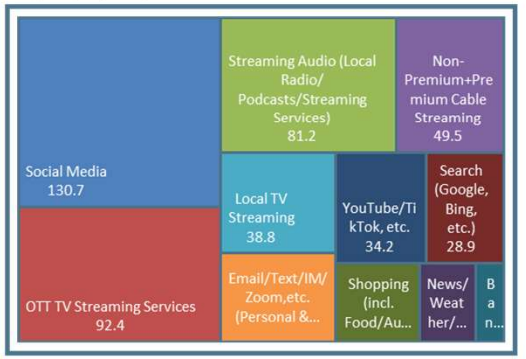


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 360

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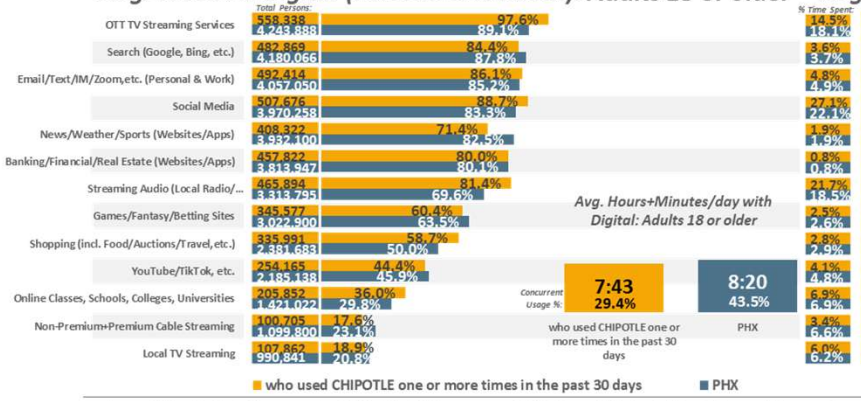
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Quick service restaurants used past 30 days: Chipotle

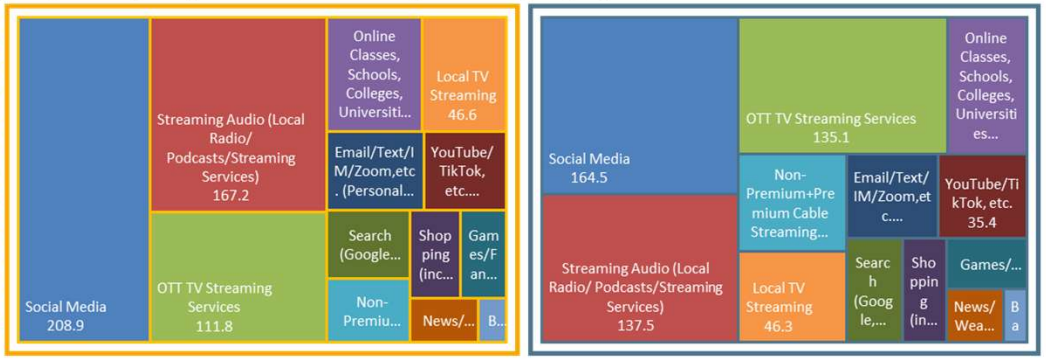


479,109 or 83.7% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days use Ad-Supported Social Media for an average of 197.2 minutes every day representing 35.3% of all time spent daily with Ad-Supported Digital Media.

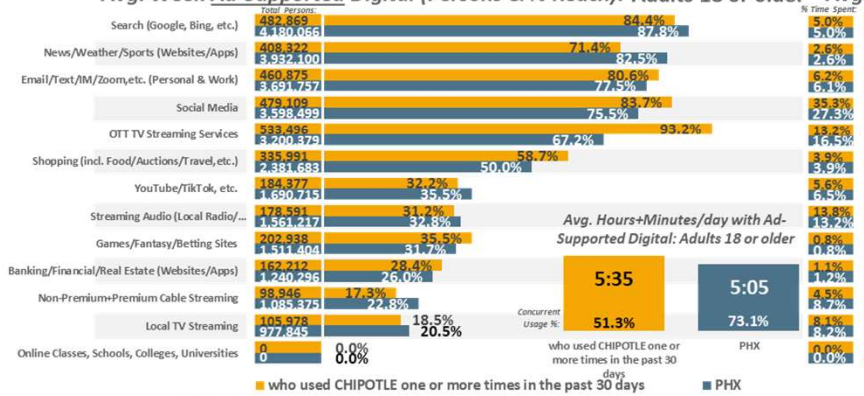
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



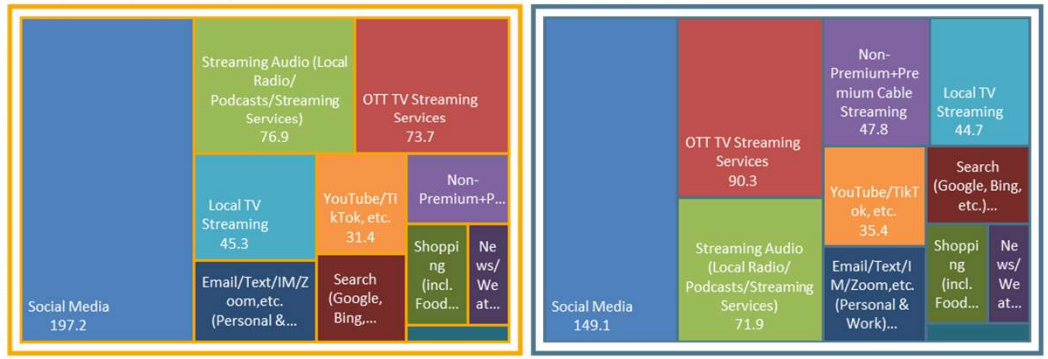
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 337

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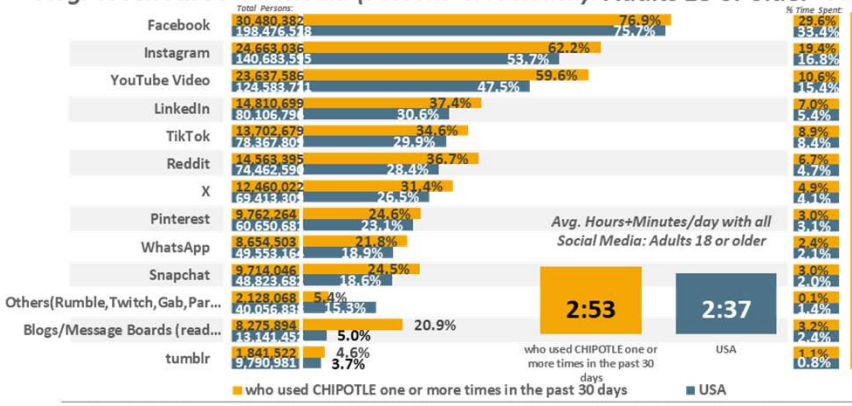
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Quick service restaurants used past 30 days: Chipotle

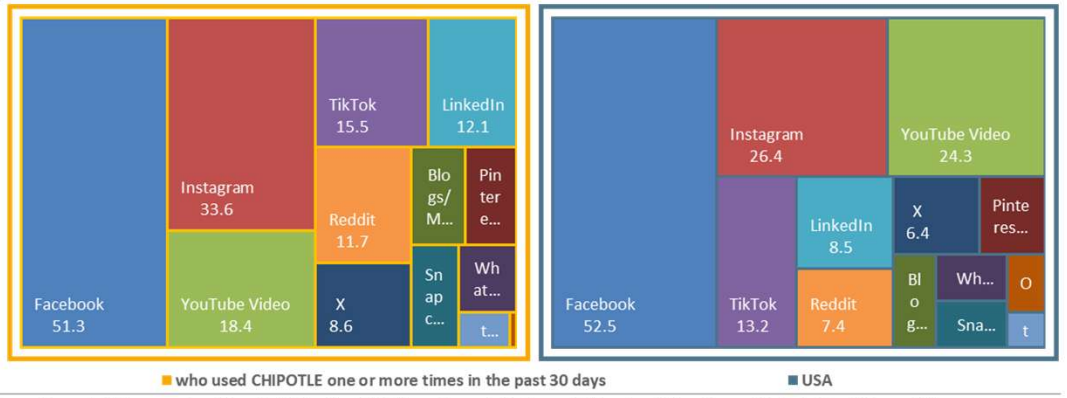


30,480,382 or 76.9% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days use Ad-Supported Facebook for an average of 52.8 minutes every day representing 35.% of all time spent daily with Ad-Supported Social Media.

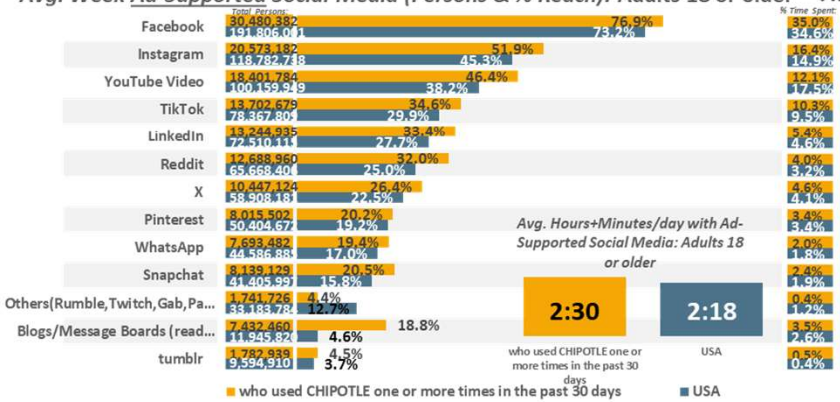
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



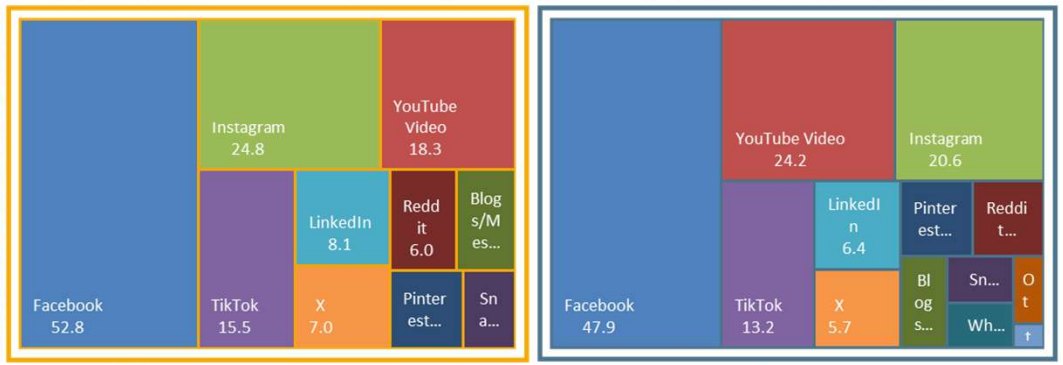
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 3,920

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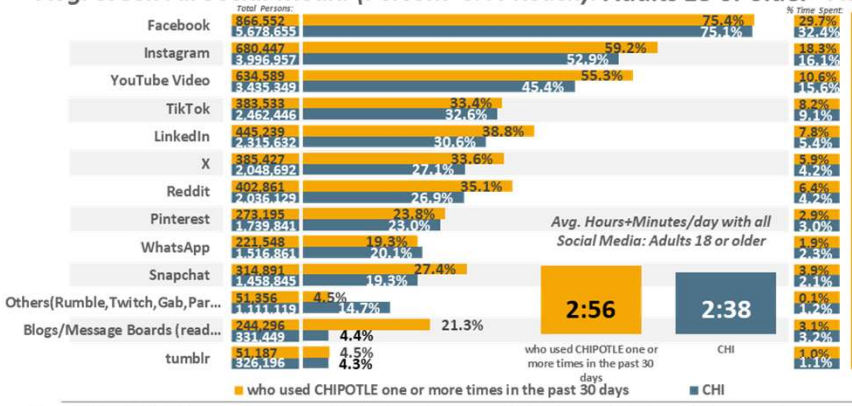
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982

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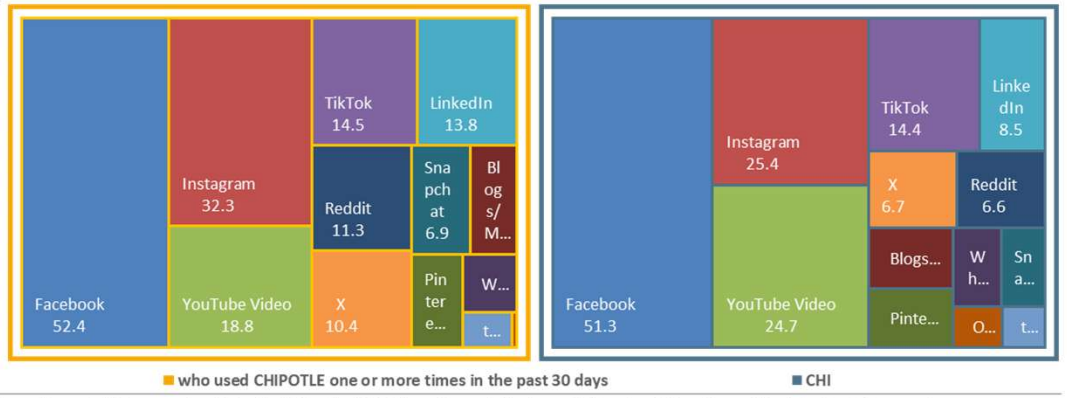
Quick service restaurants used past 30 days: Chipotle

866,552 or 75.4% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days use Ad-Supported Facebook for an average of 53.8 minutes every day representing 35.4% of all time spent daily with Ad-Supported Social Media.

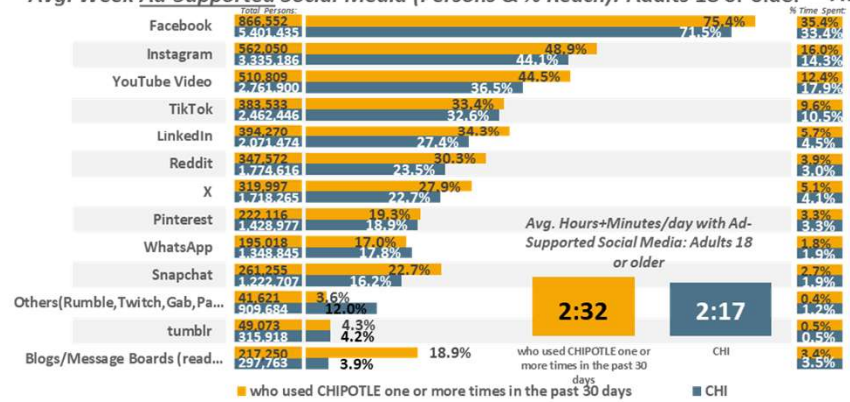
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



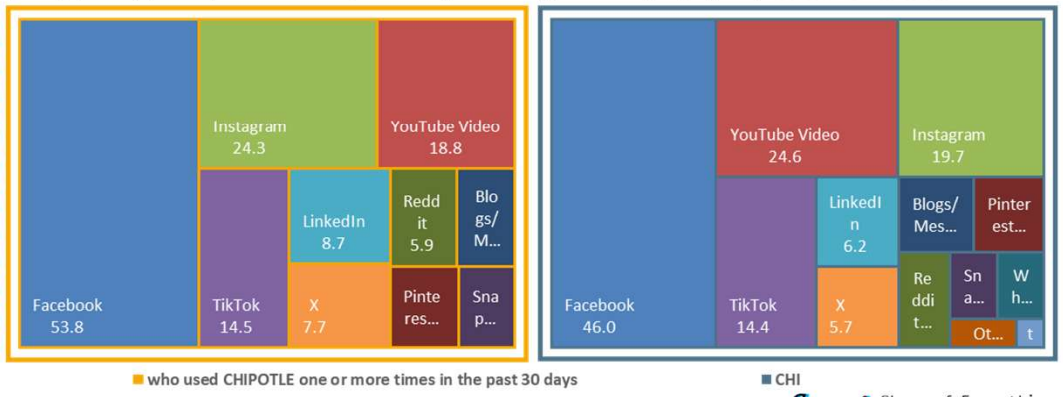
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 610

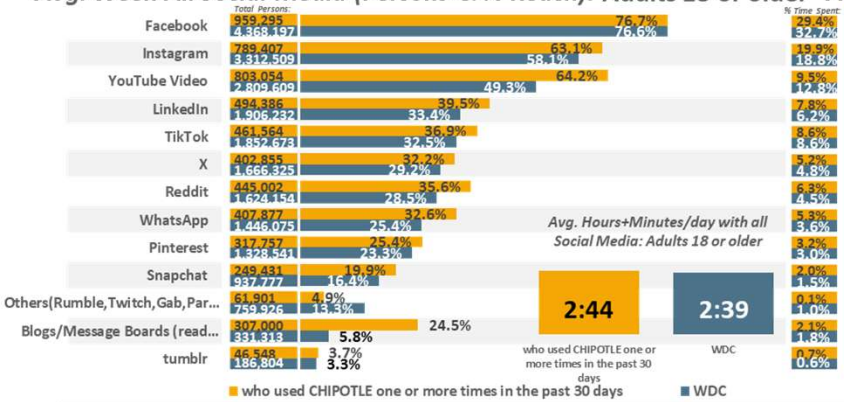
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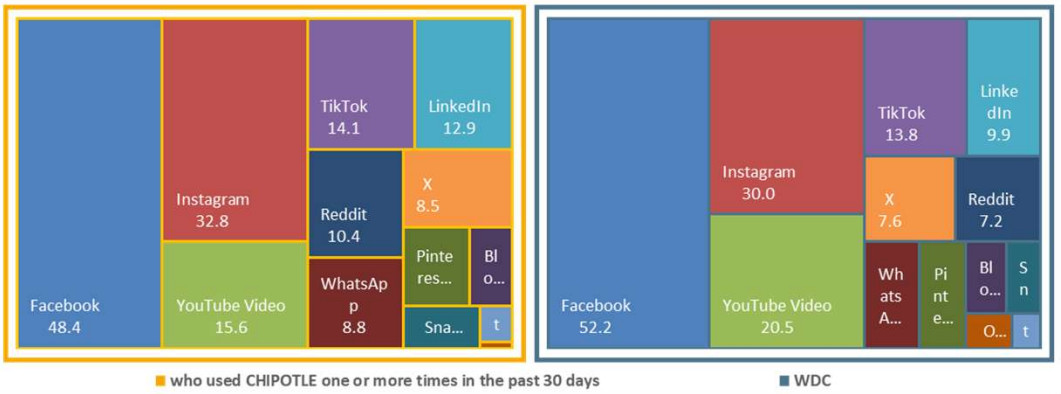
Quick service restaurants used past 30 days: Chipotle

959,295 or 76.7% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days use Ad-Supported Facebook for an average of 50.8 minutes every day representing 35.9% of all time spent daily with Ad-Supported Social Media.

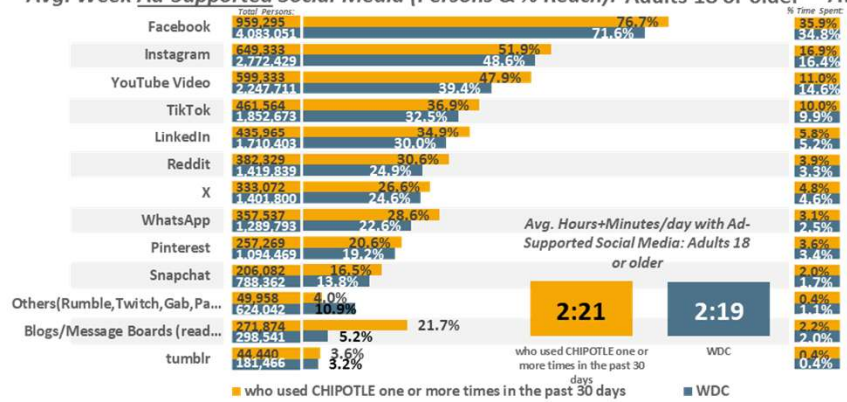
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



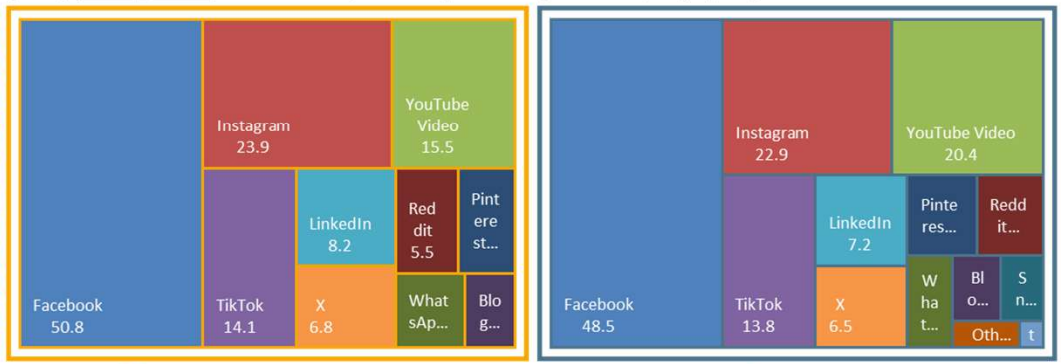
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,331

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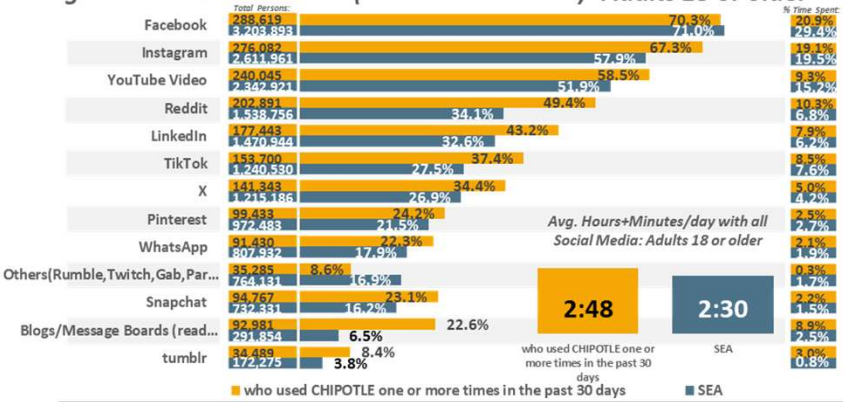
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Quick service restaurants used past 30 days: Chipotle

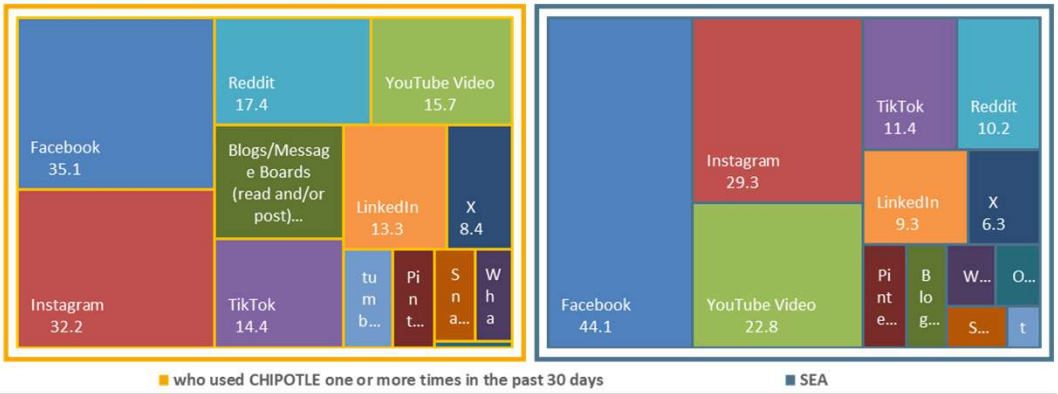


288,619 or 70.3% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days use Ad-Supported Facebook for an average of 42.8 minutes every day representing 29.7% of all time spent daily with Ad-Supported Social Media.

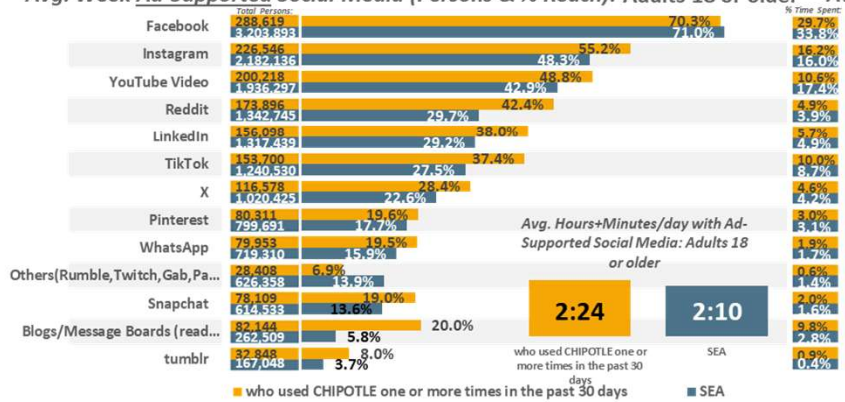
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



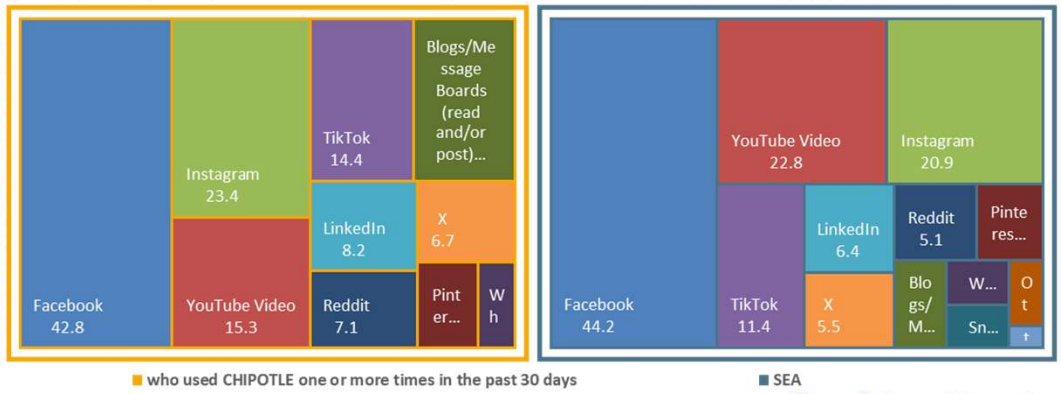
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 360

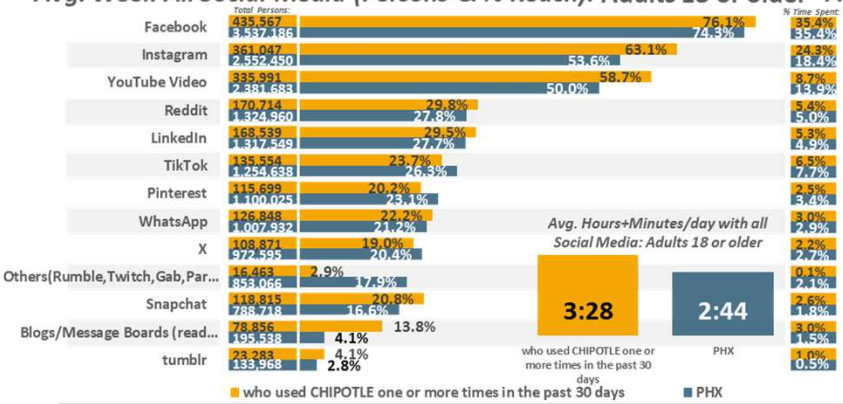
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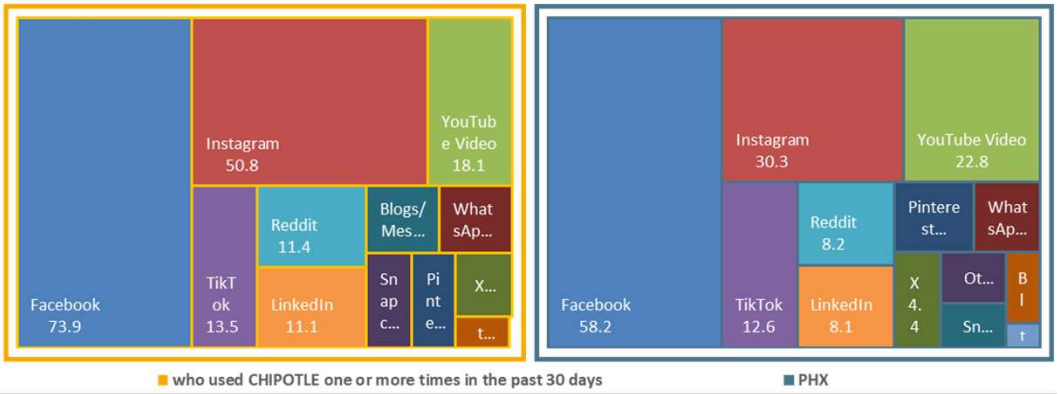
Quick service restaurants used past 30 days: Chipotle

435,567 or 76.1% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days use Ad-Supported Facebook for an average of 76.7 minutes every day representing 38.9% of all time spent daily with Ad-Supported Social Media.

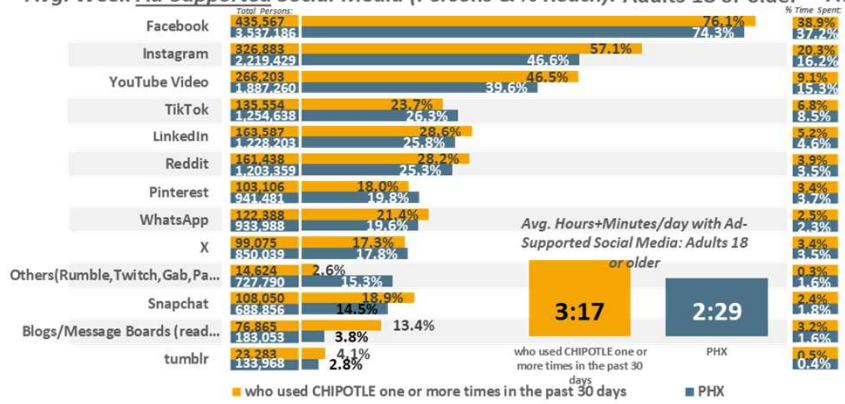
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



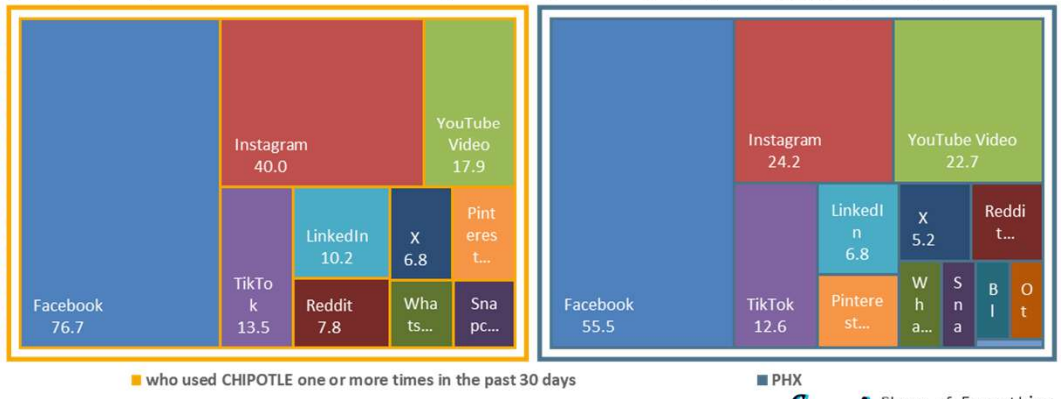
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 337

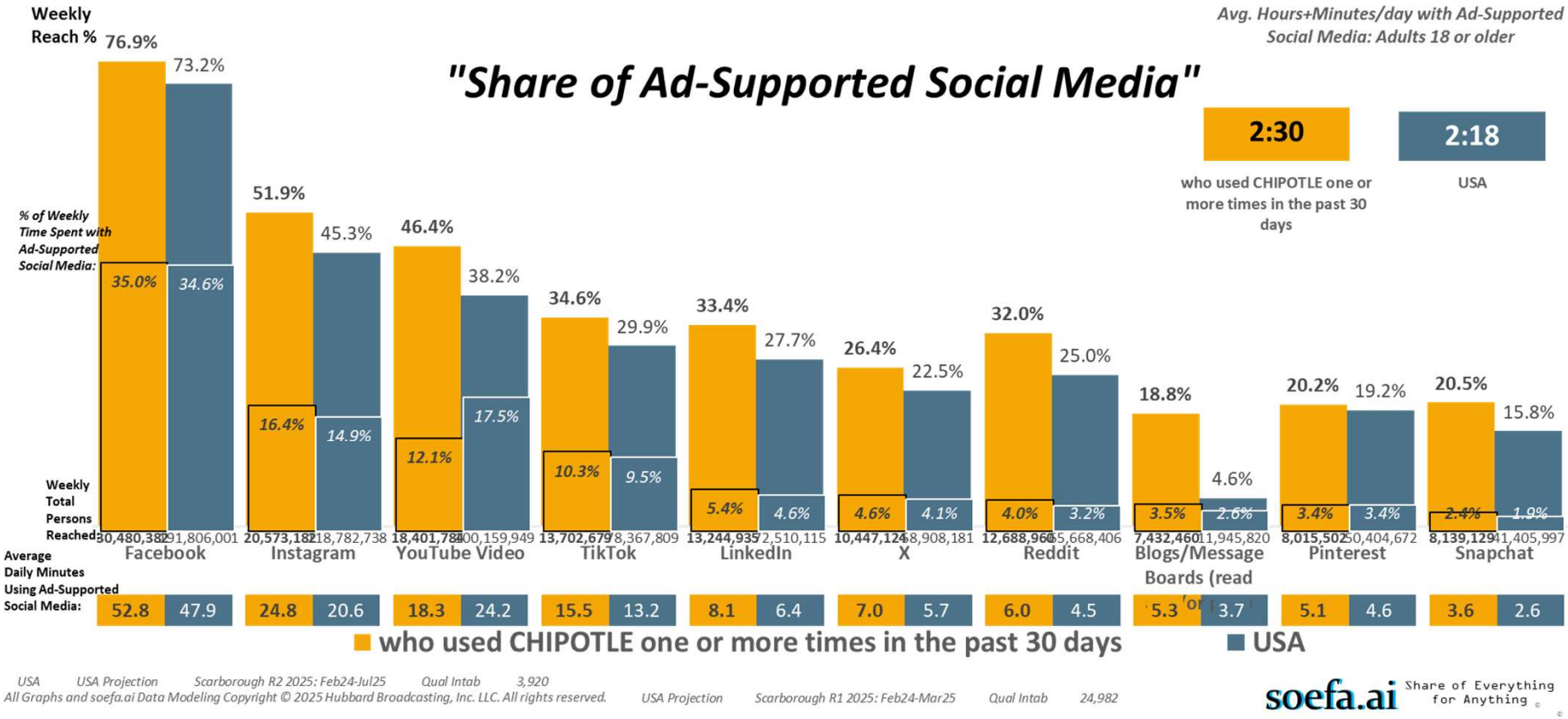
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Quick service restaurants used past 30 days: Chipotle



30,480,382 or 76.9% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days use Ad-Supported Facebook for an average of 52.8 minutes every day representing 35.% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 3,920

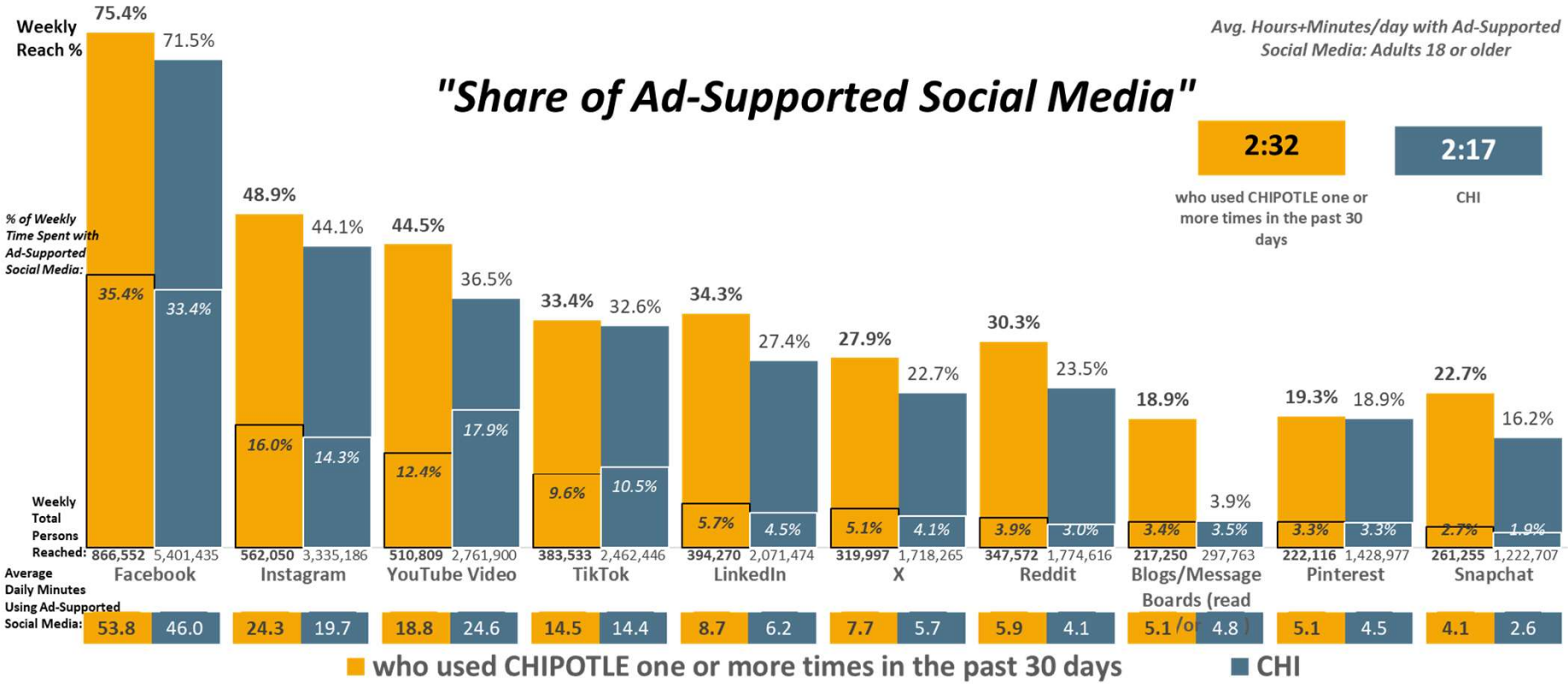
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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982

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Quick service restaurants used past 30 days: Chipotle

866,552 or 75.4% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days use Ad-Supported Facebook for an average of 53.8 minutes every day representing 35.4% of all time spent daily with Ad-Supported Social Media.



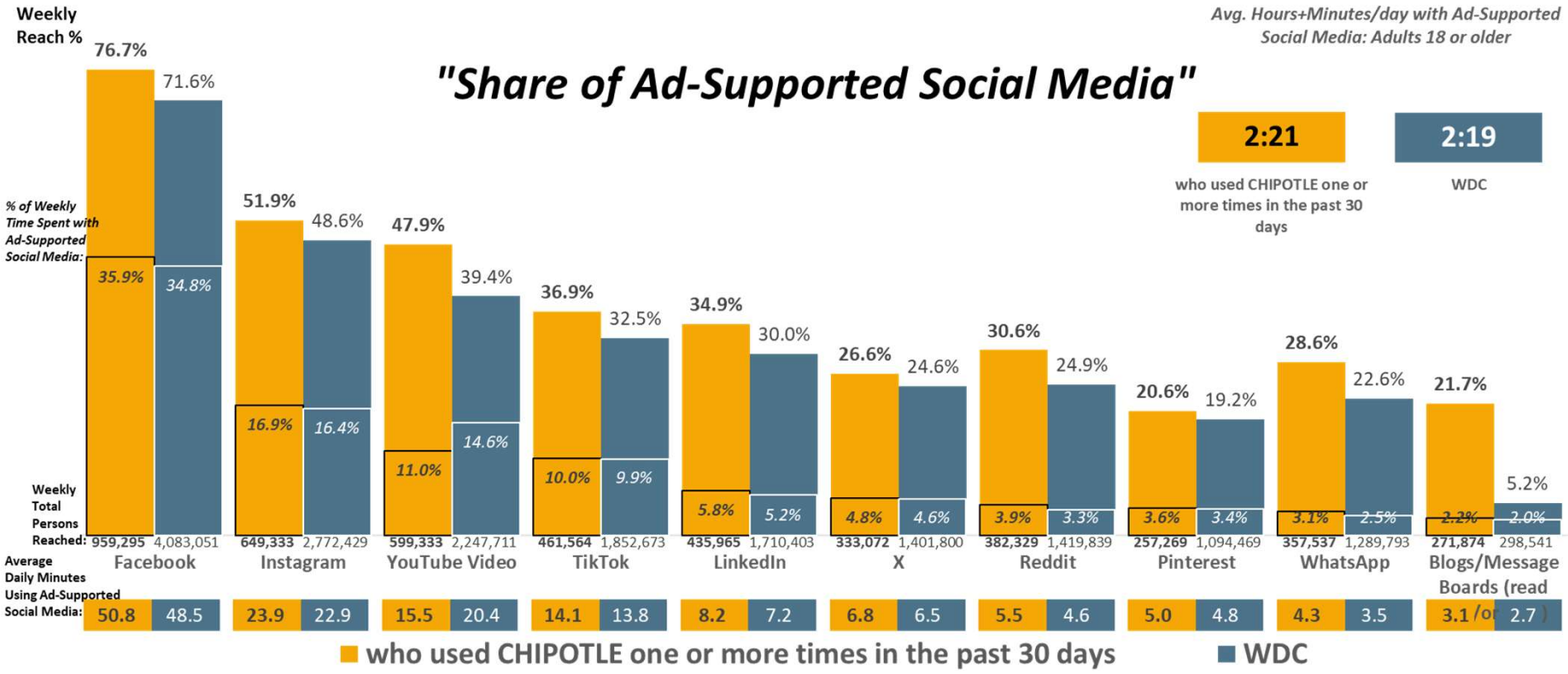
CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 610 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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Quick service restaurants used past 30 days: Chipotle

959,295 or 76.7% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days use Ad-Supported Facebook for an average of 50.8 minutes every day representing 35.9% of all time spent daily with Ad-Supported Social Media.



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,331 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

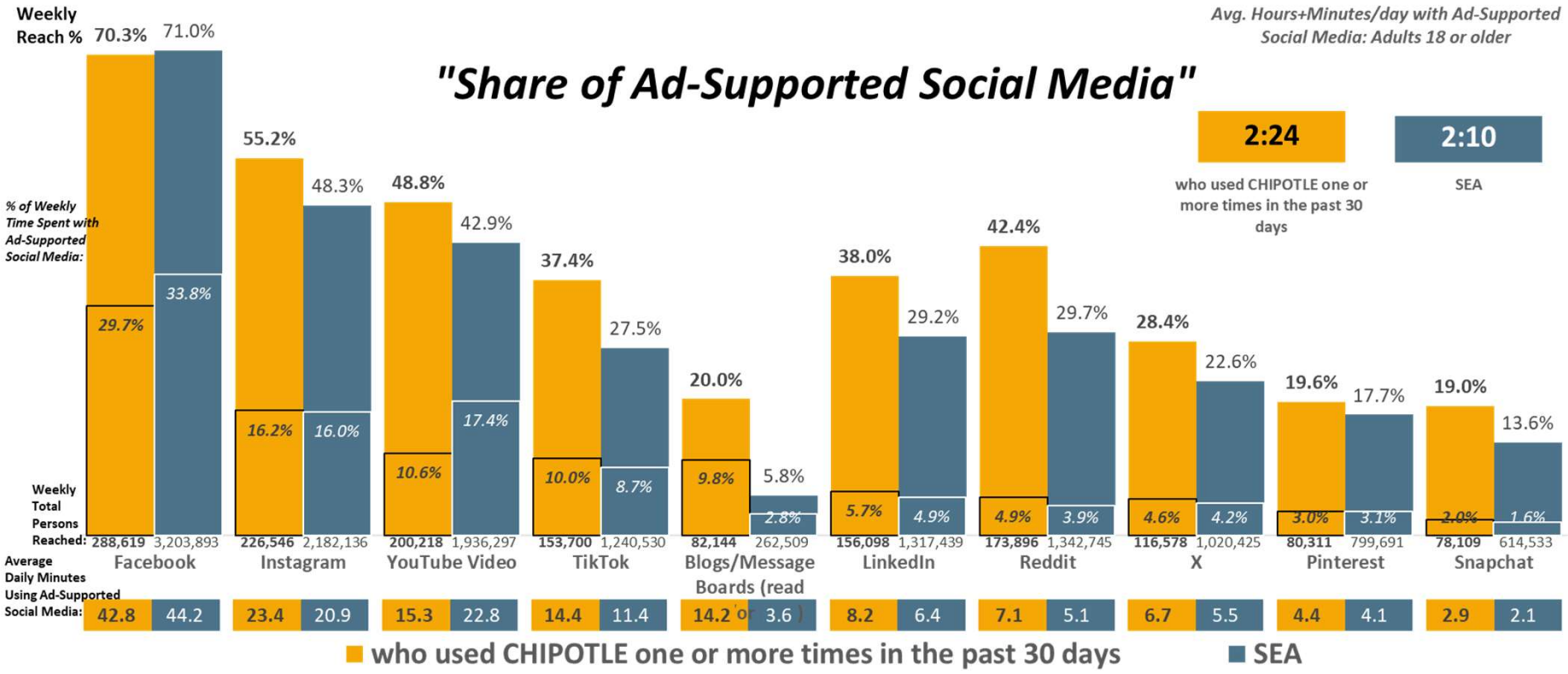
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Quick service restaurants used past 30 days: Chipotle



288,619 or 70.3% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days use Ad-Supported Facebook for an average of 42.8 minutes every day representing 29.7% of all time spent daily with Ad-Supported Social Media.



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 360 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

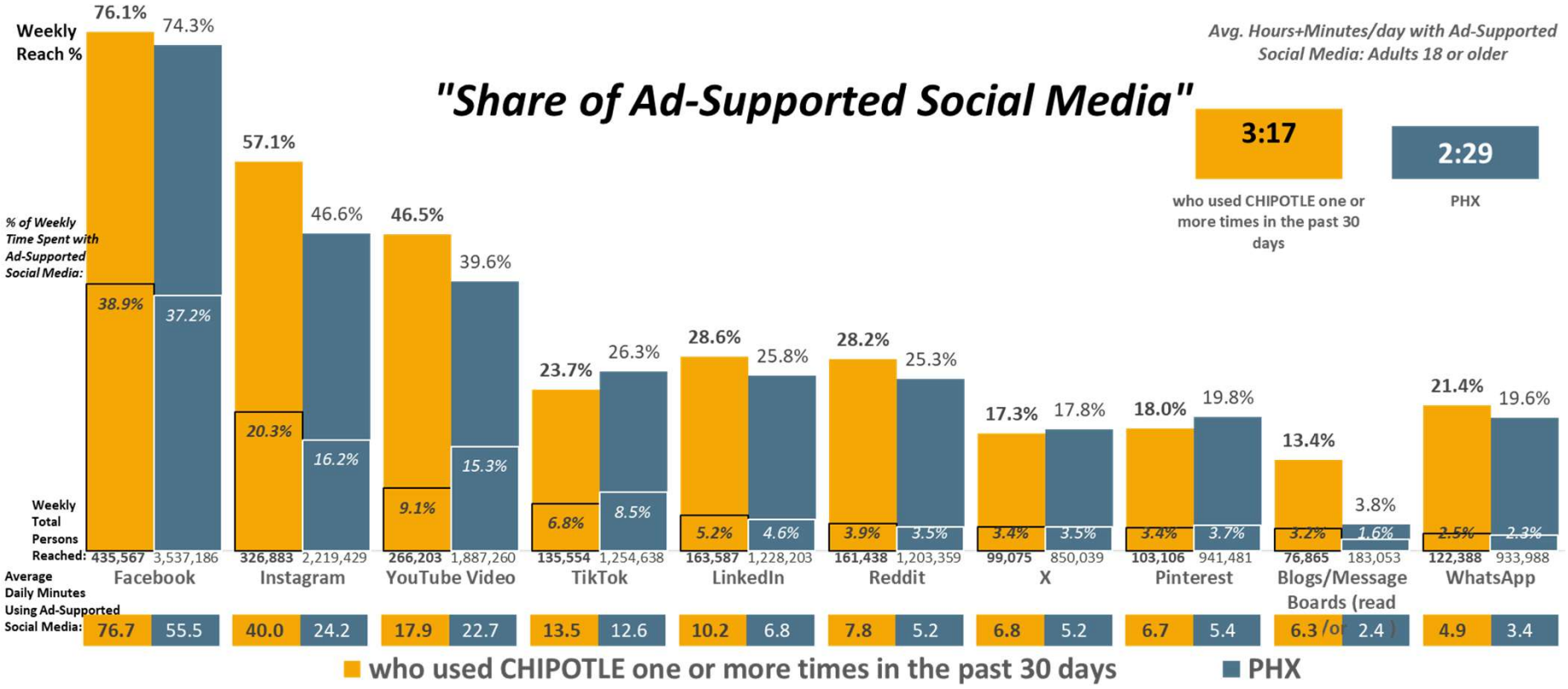
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Quick service restaurants used past 30 days: Chipotle



435,567 or 76.1% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days use Ad-Supported Facebook for an average of 76.7 minutes every day representing 38.9% of all time spent daily with Ad-Supported Social Media.



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 337 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

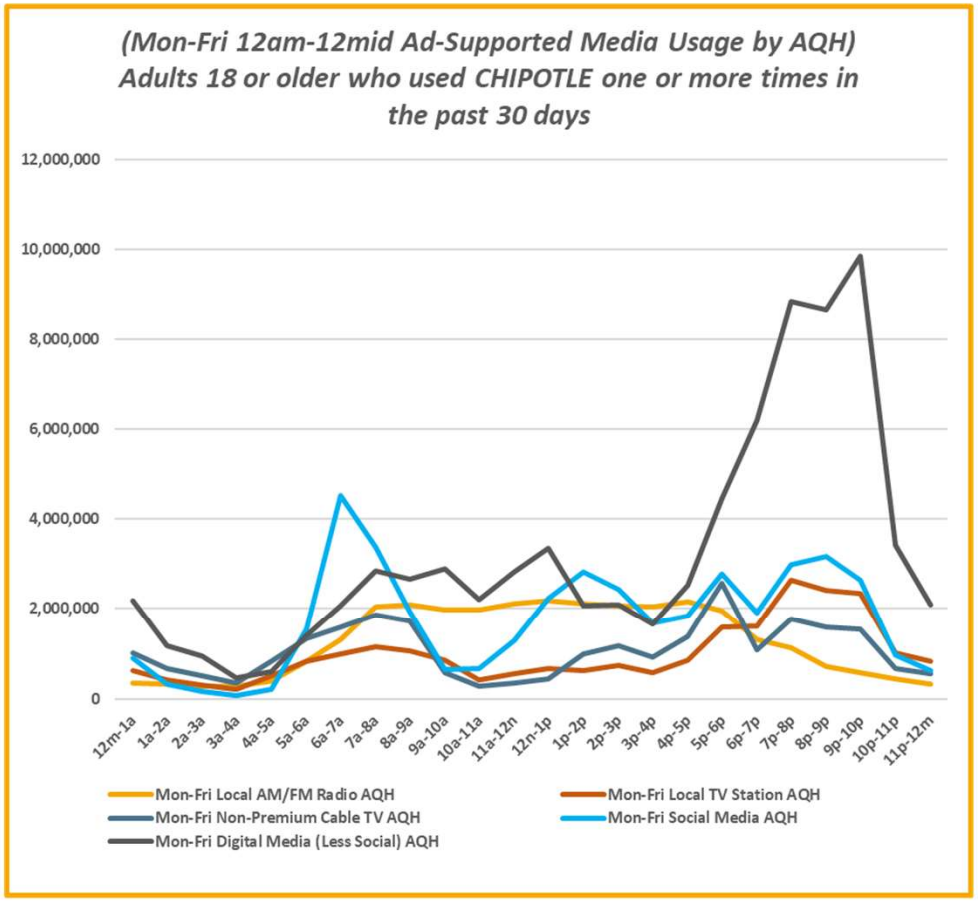
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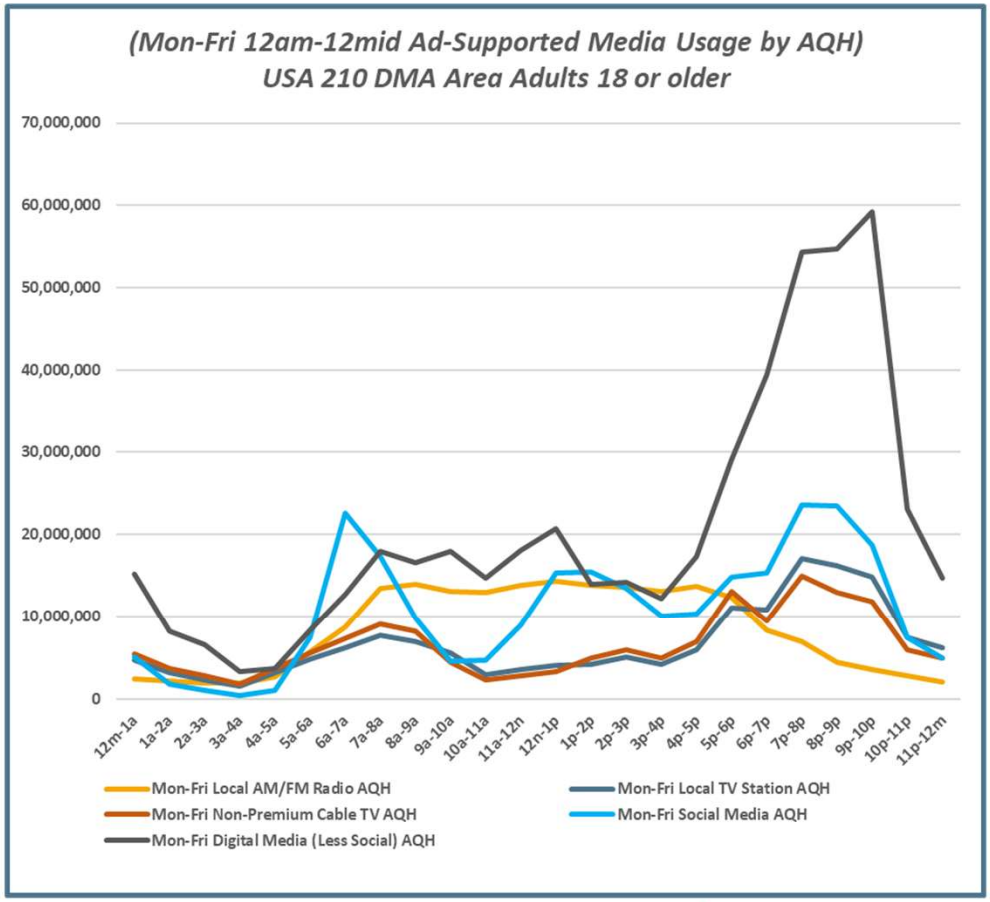
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Quick service restaurants used past 30 days: Chipotle



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,909,974; Social Media: 2,164,557; Local Radio: 1,953,371; Non-Prem. Cable: 1,150,139; Local TV: 896,416 reaching Adults 18 or older who used CHIPOTLE one or more times





USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 3,920

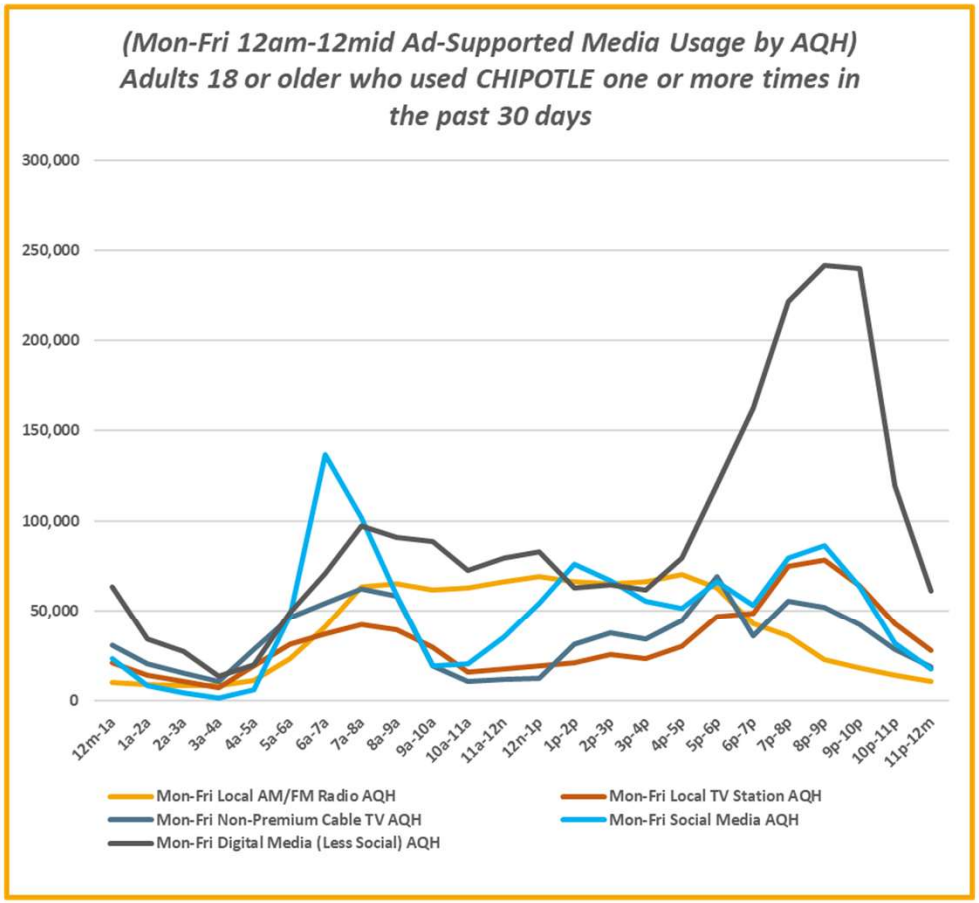
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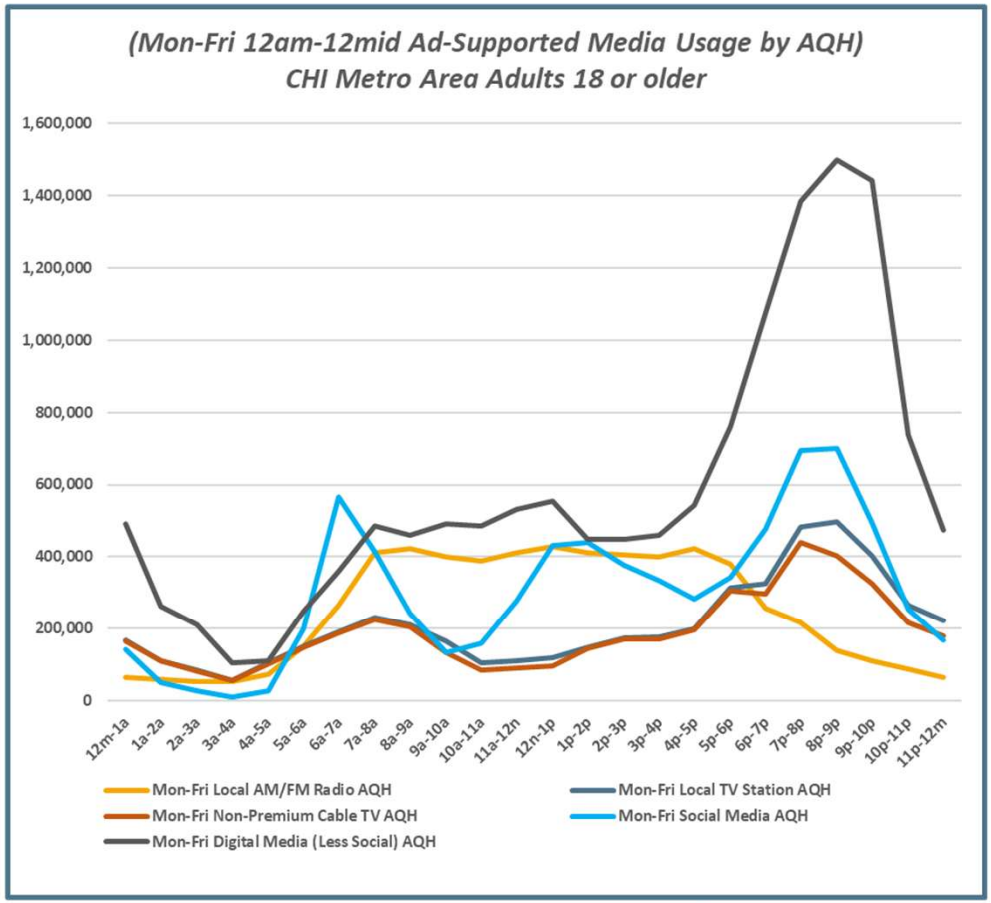
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982

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Quick service restaurants used past 30 days: Chipotle

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 87,276; Local Radio: 61,773; Social Media: 61,162; Non-Prem. Cable: 37,006; Local TV: 30,410 reaching Adults 18 or older who used CHIPOTLE one or more times in the past 3





CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 610

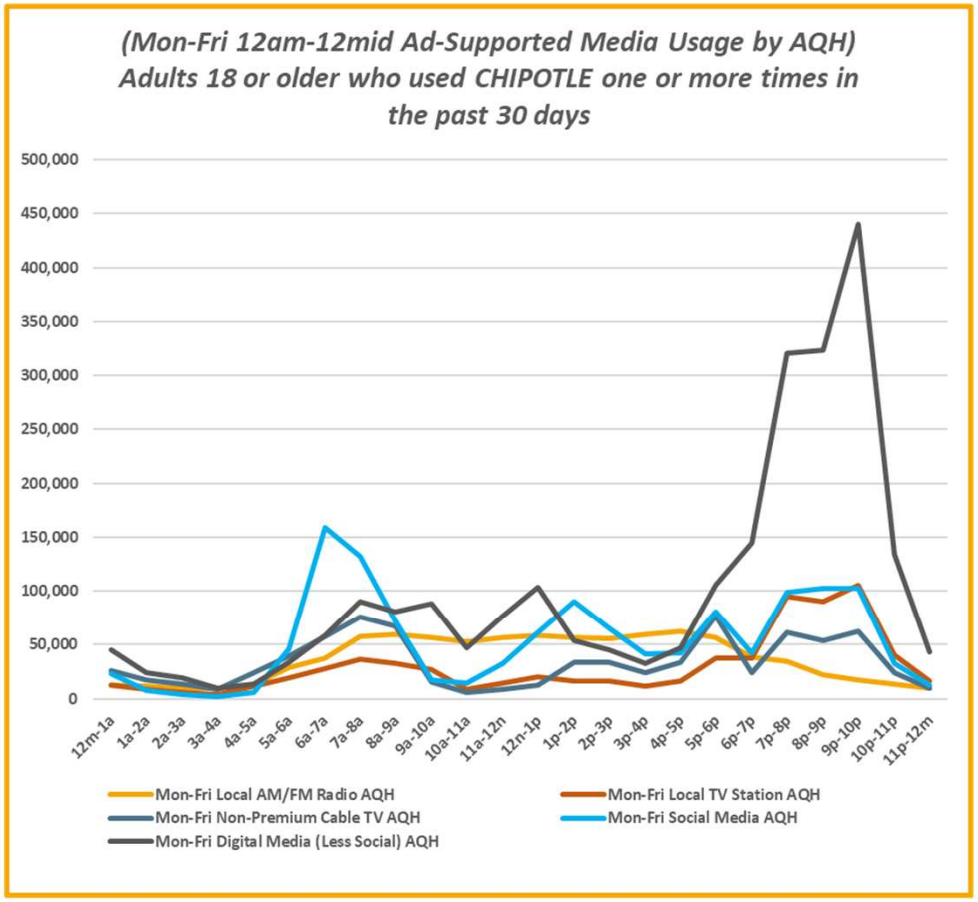
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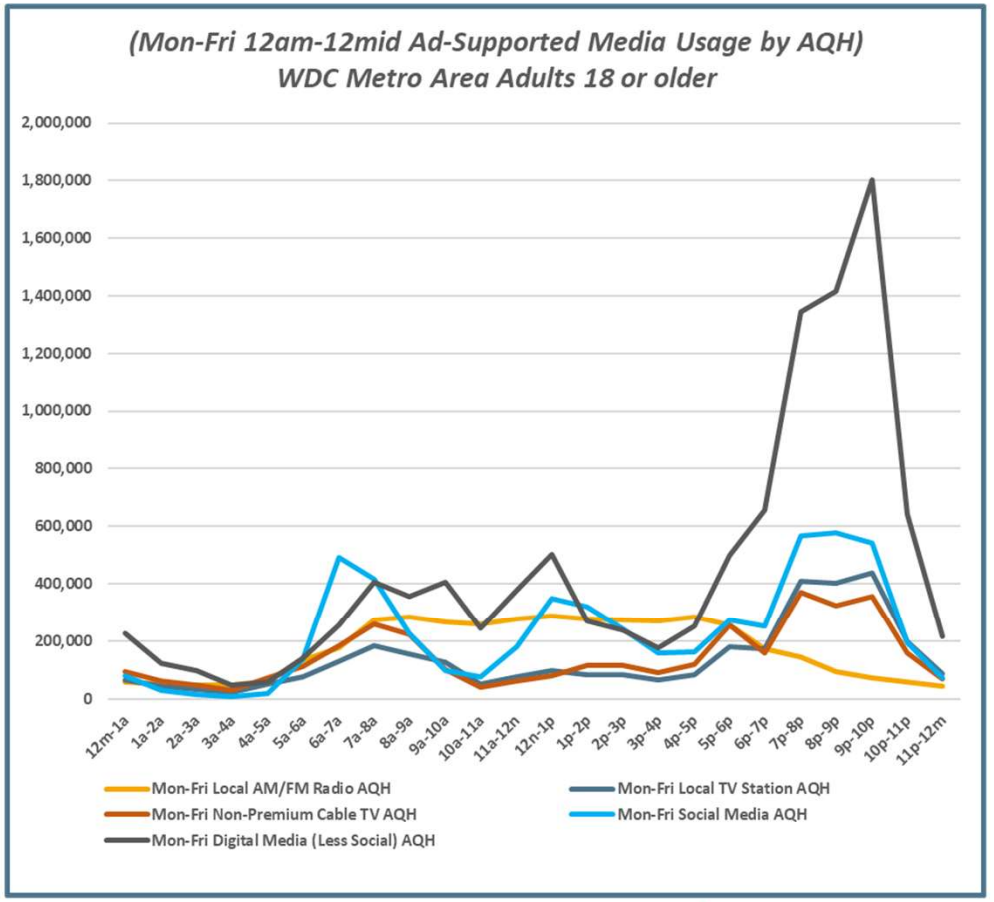
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Quick service restaurants used past 30 days: Chipotle



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 74,909; Social Media: 65,354; Local Radio: 54,363; Non-Prem. Cable: 35,902; Local TV: 23,231 reaching Adults 18 or older who used CHIPOTLE one or more times in the past 3





WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,331

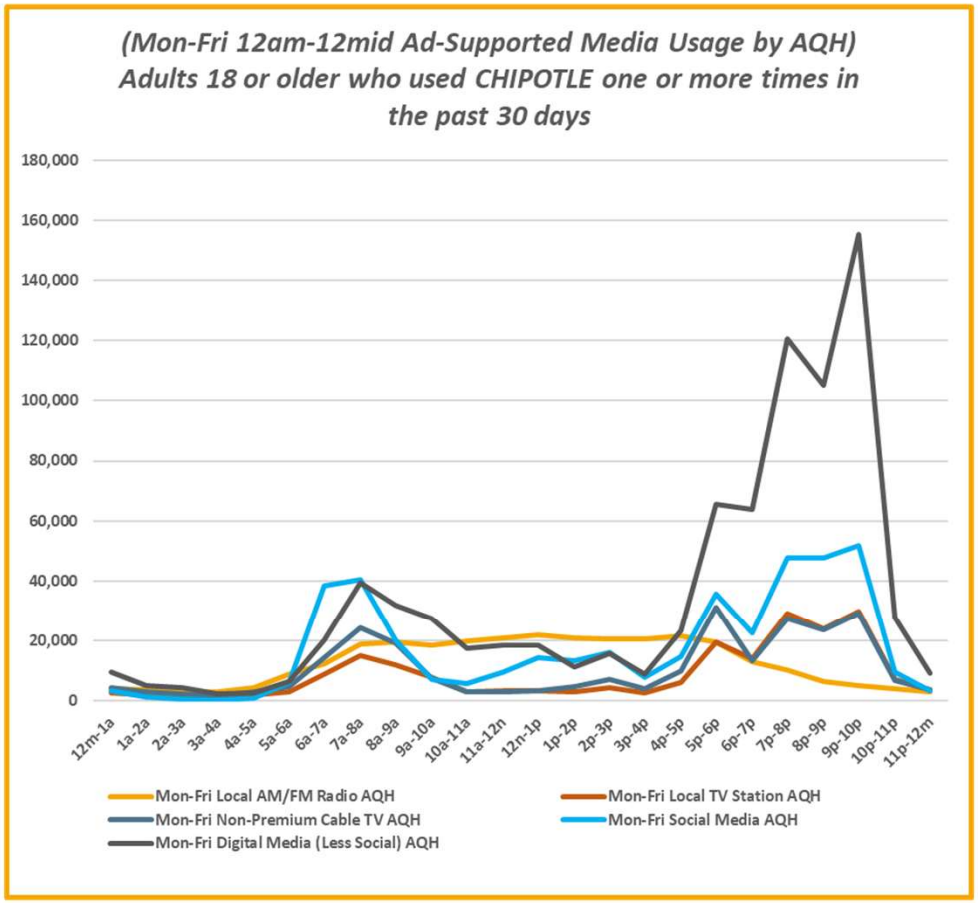
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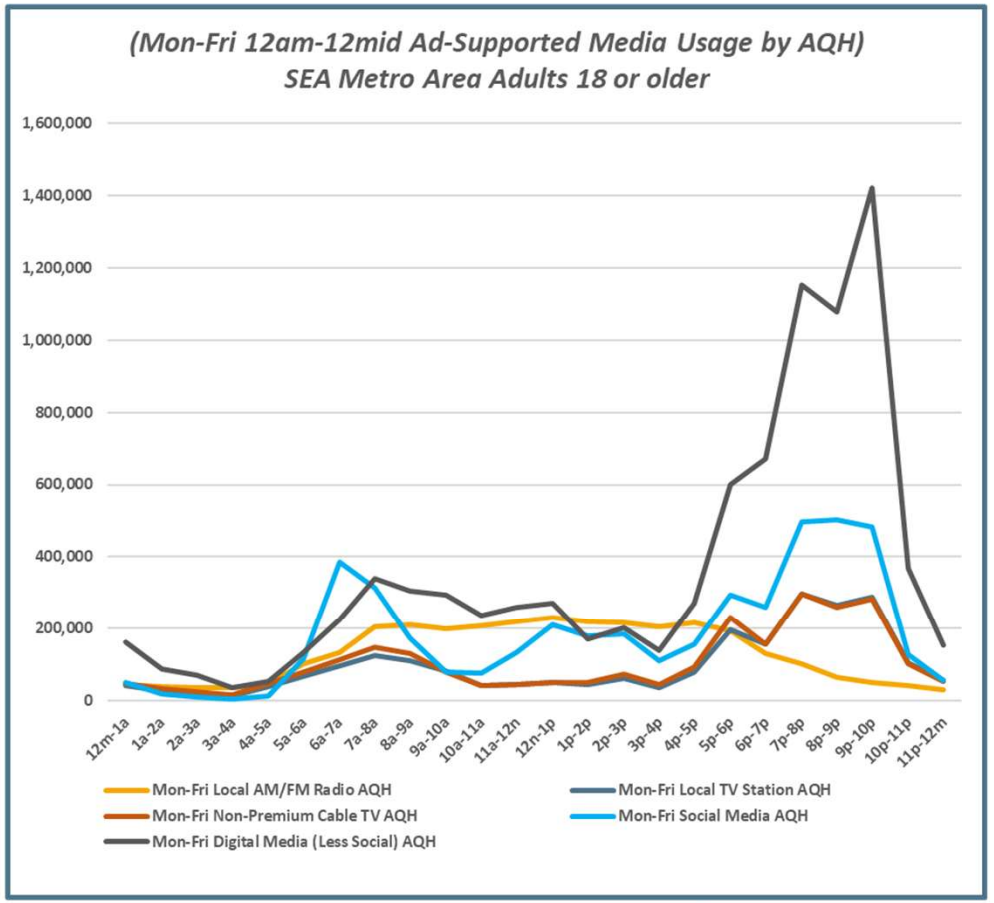
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Quick service restaurants used past 30 days: Chipotle



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 27,786; Local Radio: 18,950; Social Media: 18,886; Non-Prem. Cable: 11,086; Local TV: 7,829 reaching Adults 18 or older who used CHIPOTLE one or more times in the past 30





SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 360

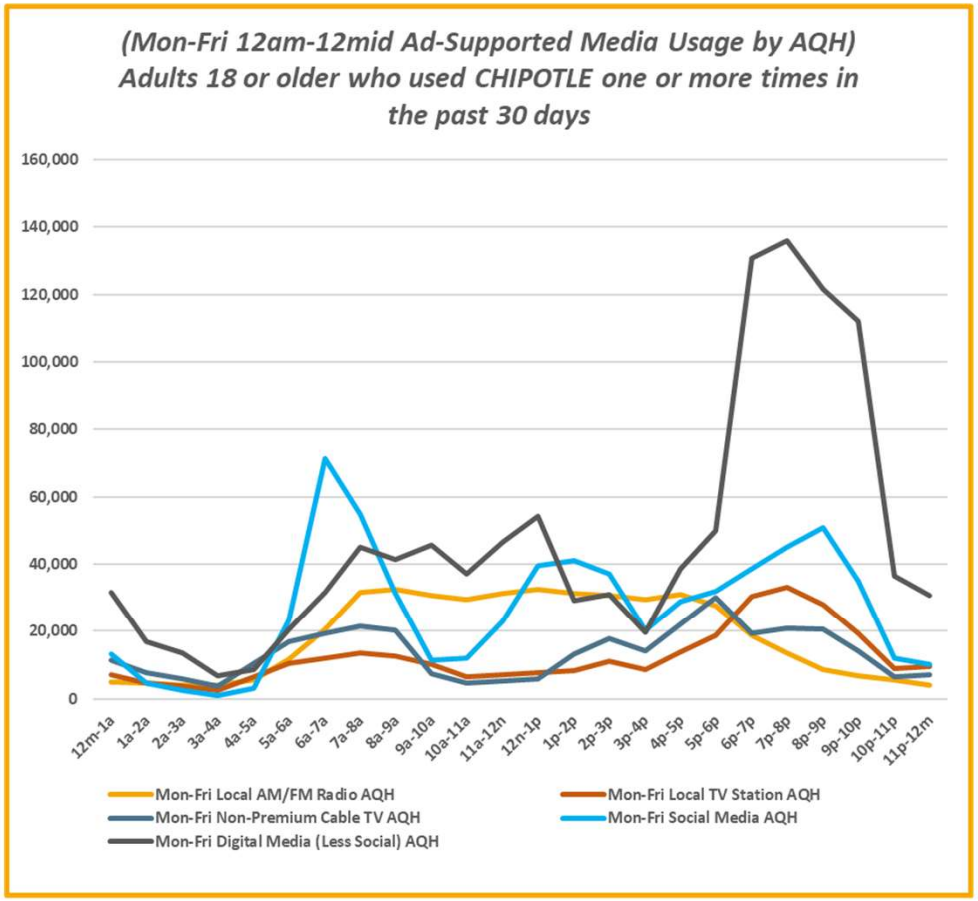
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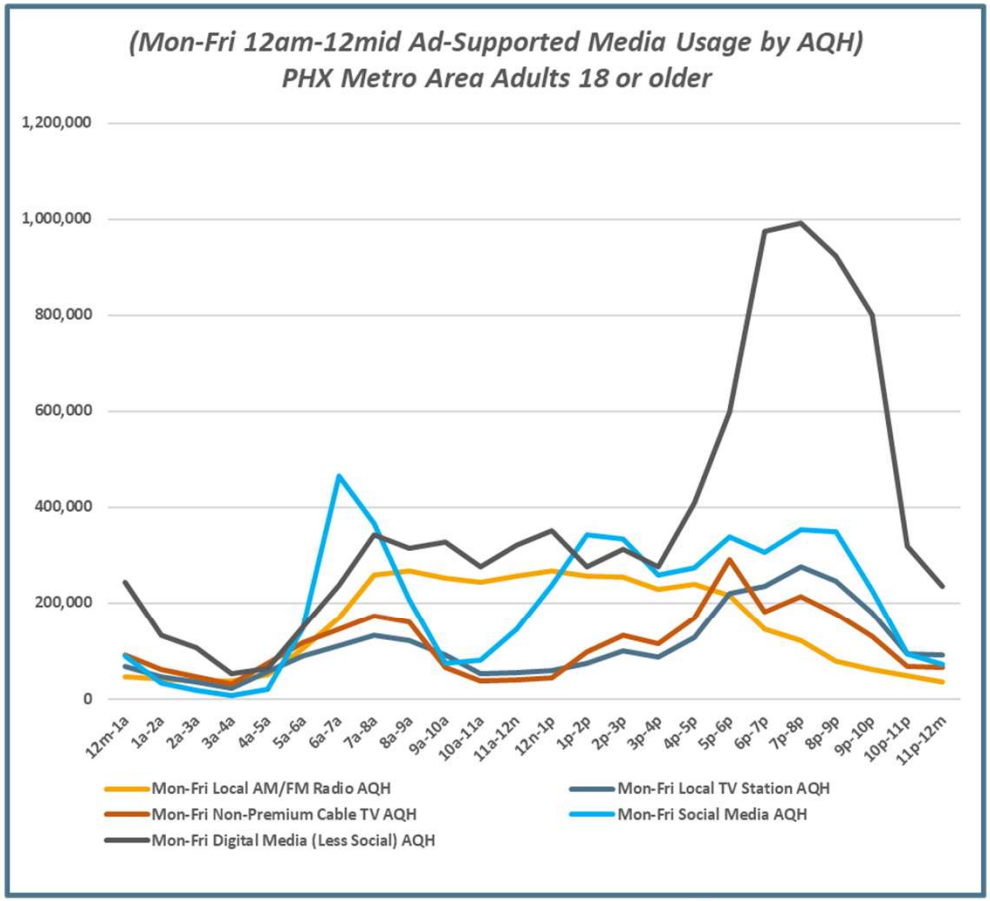
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Quick service restaurants used past 30 days: Chipotle



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 46,207; Social Media: 33,952; Local Radio: 28,957; Non-Prem. Cable: 15,423; Local TV: 12,361 reaching Adults 18 or older who used CHIPOTLE one or more times in the past 3





PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 337

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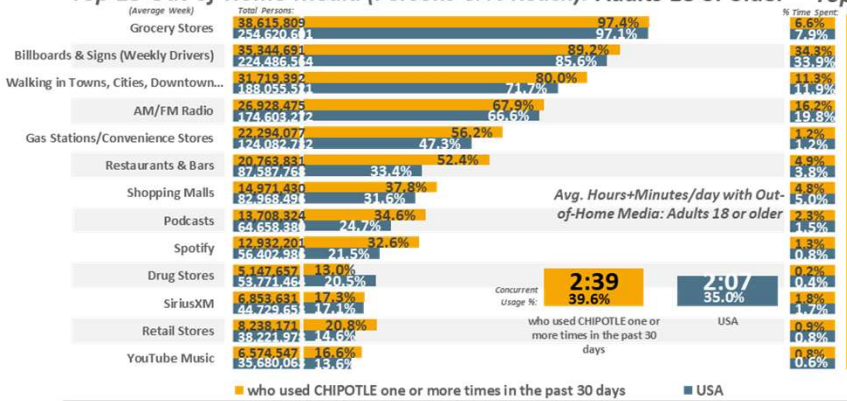
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Quick service restaurants used past 30 days: Chipotle

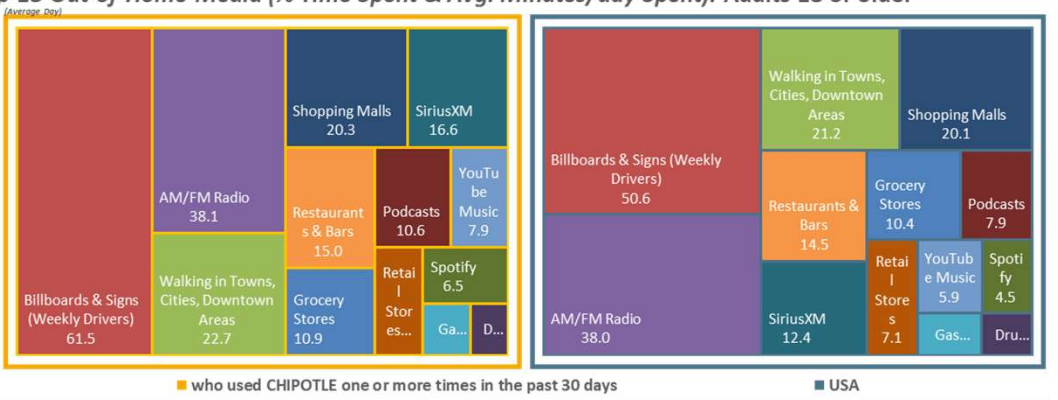


35,344,691 or 89.2% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days spend an average of 61.5 minutes per day driving, seeing Billboards and Signs. 65.5% Listen to Local Radio Stations Out-of-Home for an average of 35. minutes

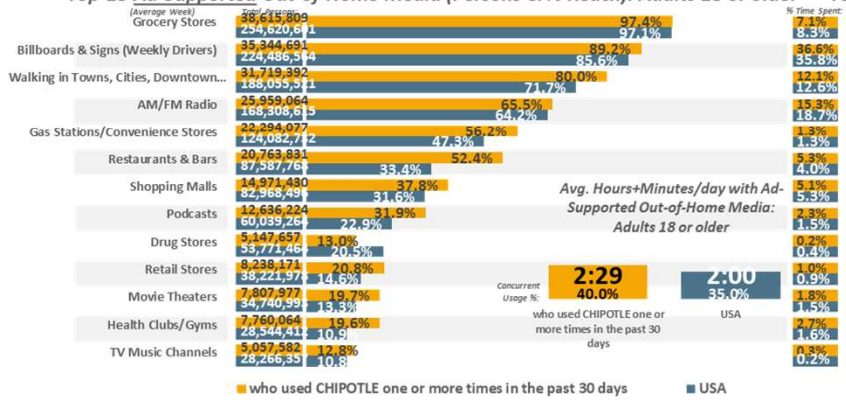
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



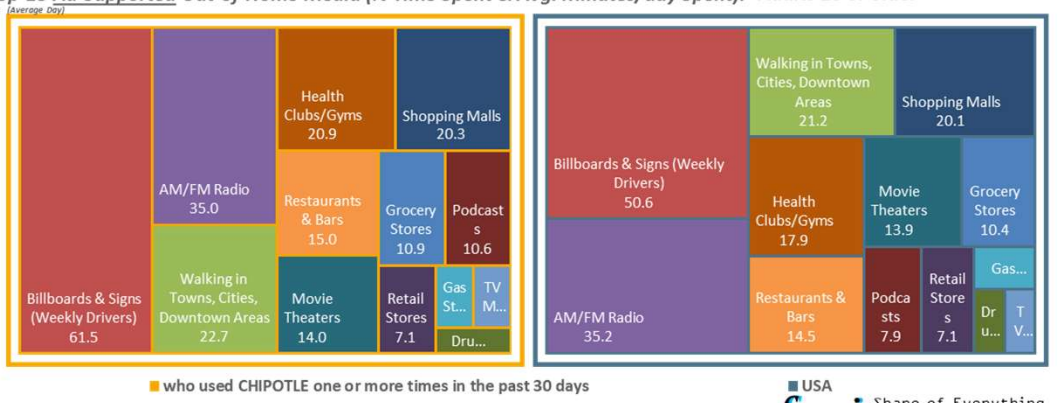
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 3,920

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982

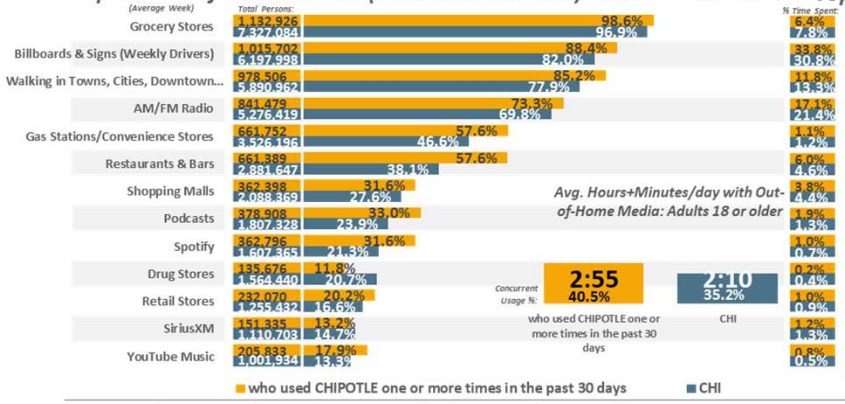
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Quick service restaurants used past 30 days: Chipotle

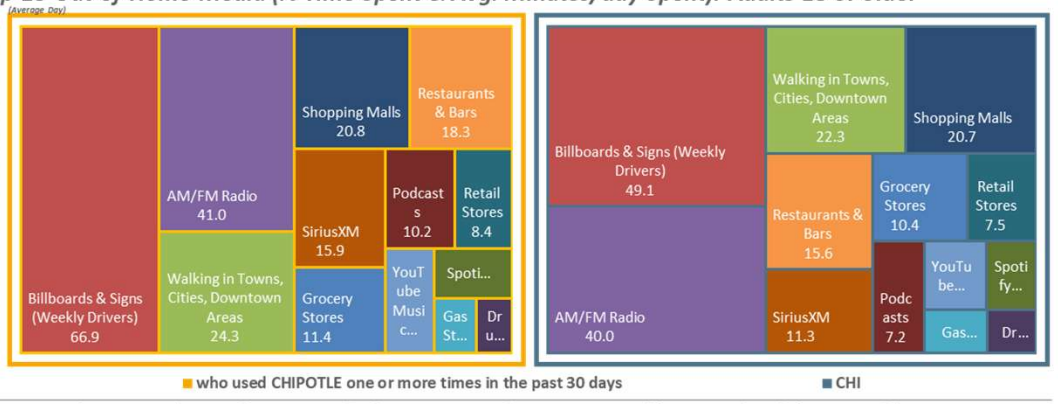


1,015,702 or 88.4% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days spend an average of 66.9 minutes per day driving, seeing Billboards and Signs. 70.8% Listen to Local Radio Stations Out-of-Home for an average of 38.1 minutes

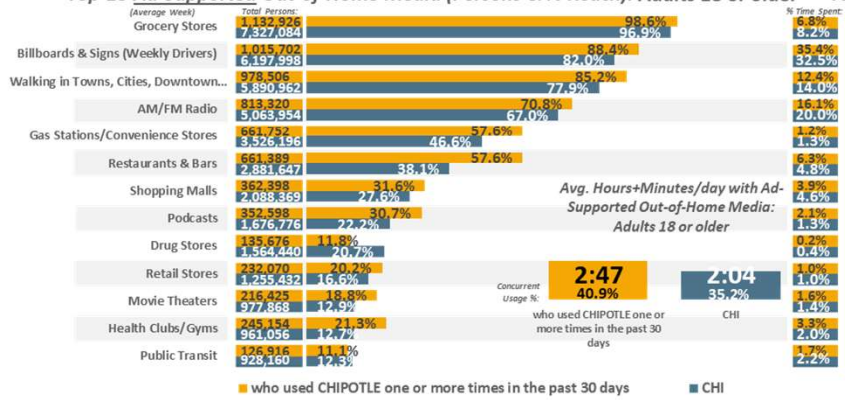
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



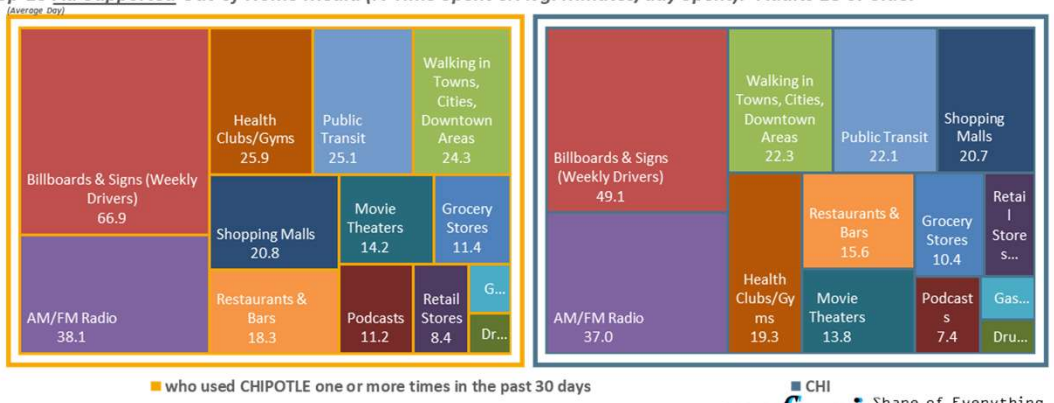
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 610

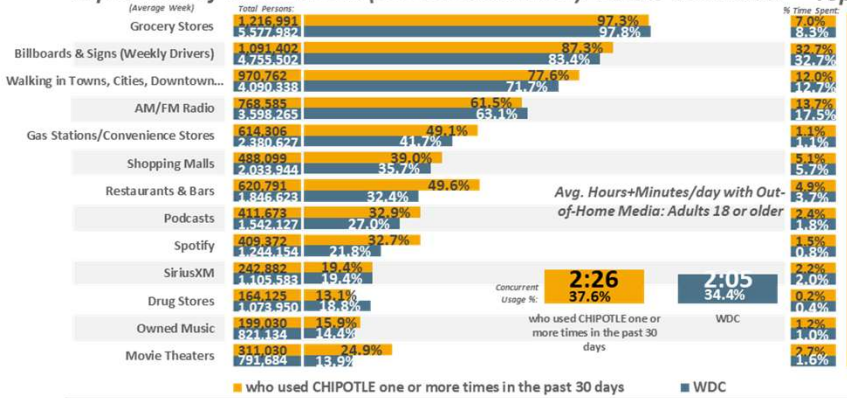
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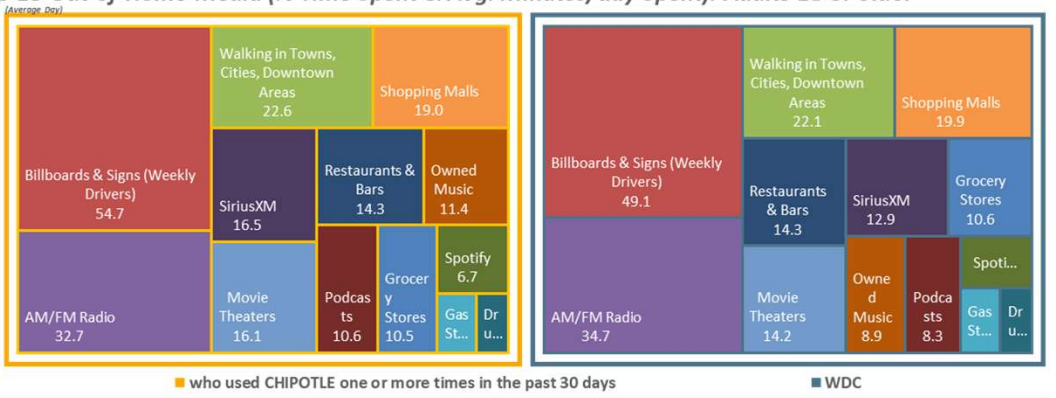
Quick service restaurants used past 30 days: Chipotle

1,091,402 or 87.3% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days spend an average of 54.7 minutes per day driving, seeing Billboards and Signs. 59.5% Listen to Local Radio Stations Out-of-Home for an average of 30.1 minutes

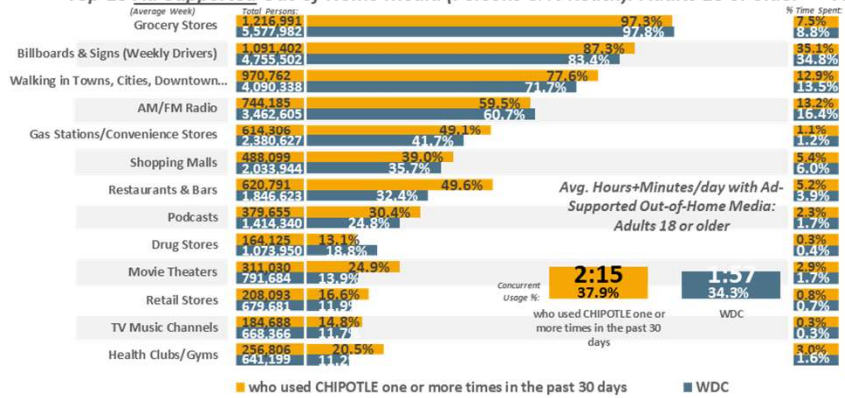
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



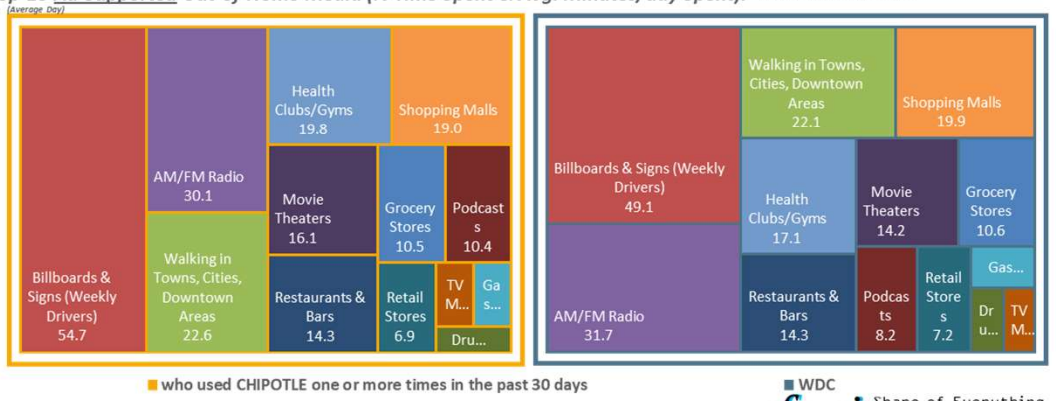
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,331

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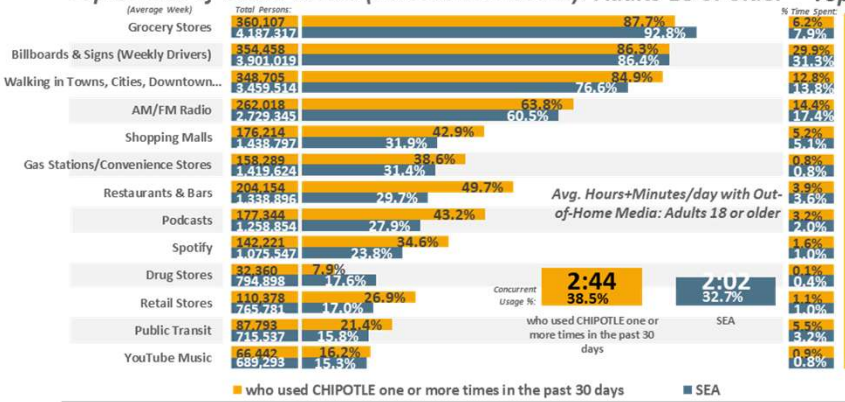
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Quick service restaurants used past 30 days: Chipotle

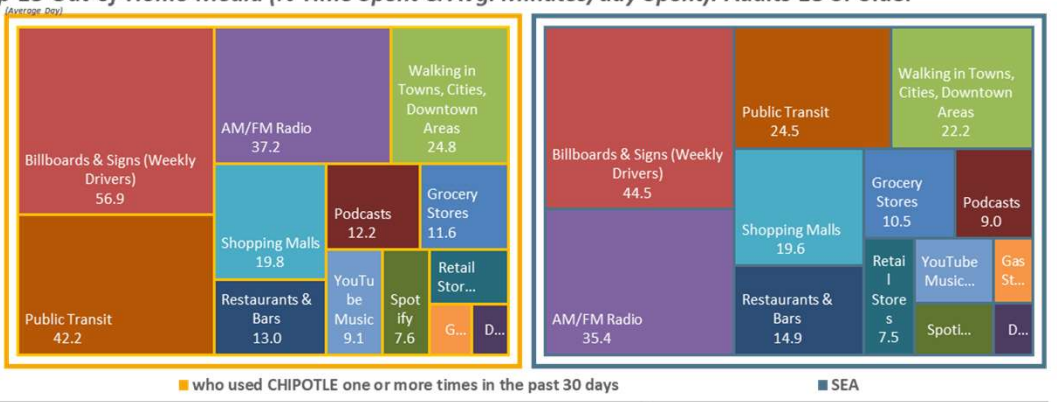


354,458 or 86.3% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days spend an average of 56.9 minutes per day driving, seeing Billboards and Signs. 61.3% Listen to Local Radio Stations Out-of-Home for an average of 31.8 minutes/d

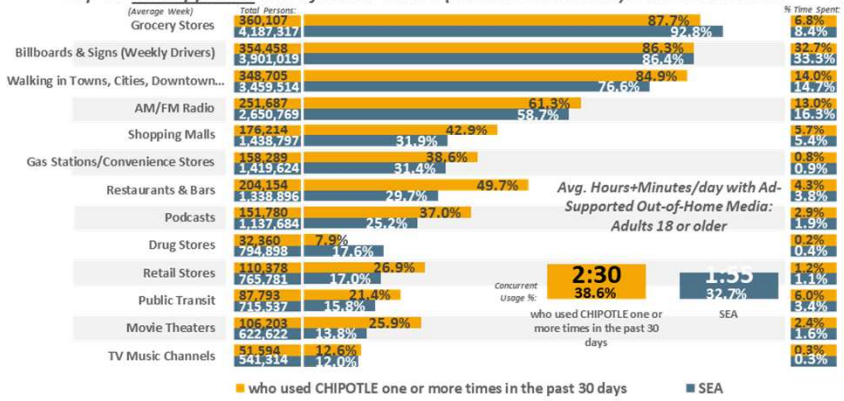
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



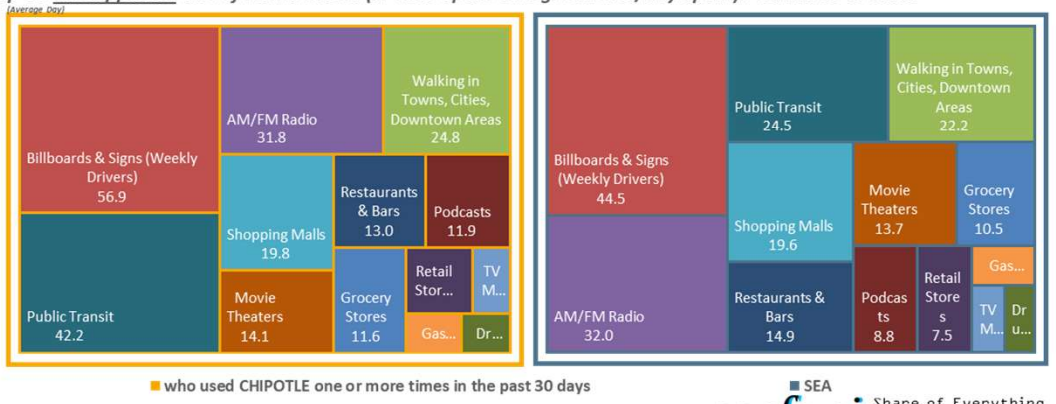
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 360

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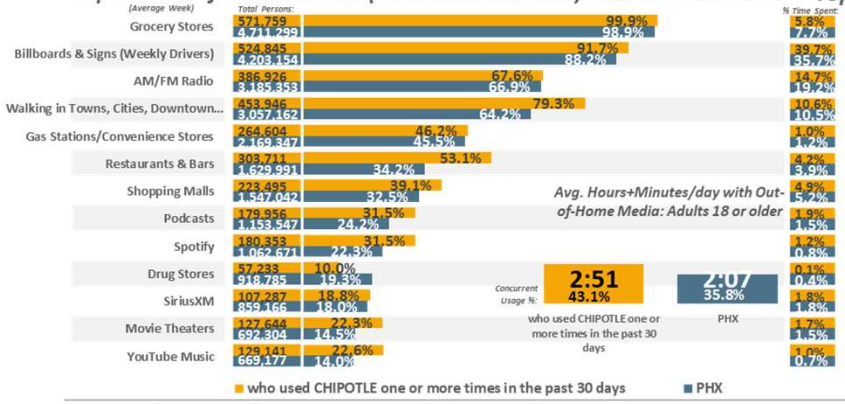
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Quick service restaurants used past 30 days: Chipotle

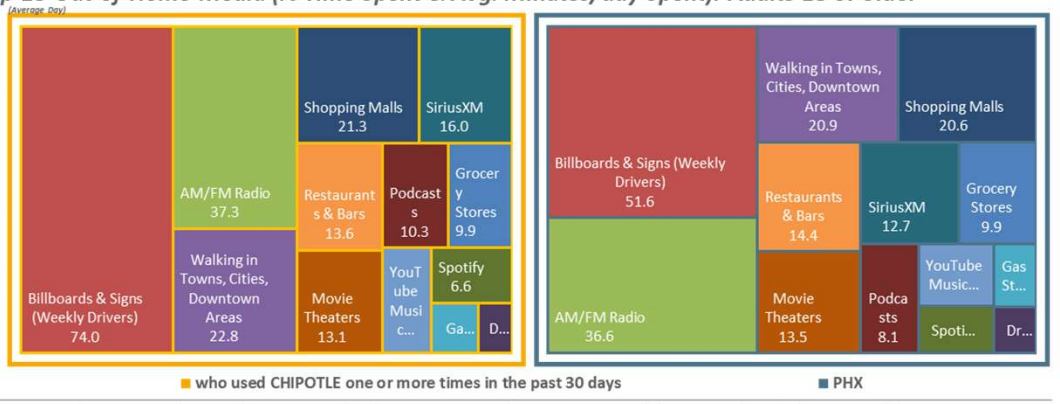


524,845 or 91.7% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days spend an average of 74. minutes per day driving, seeing Billboards and Signs. 65.7% Listen to Local Radio Stations Out-of-Home for an average of 36. minutes/day

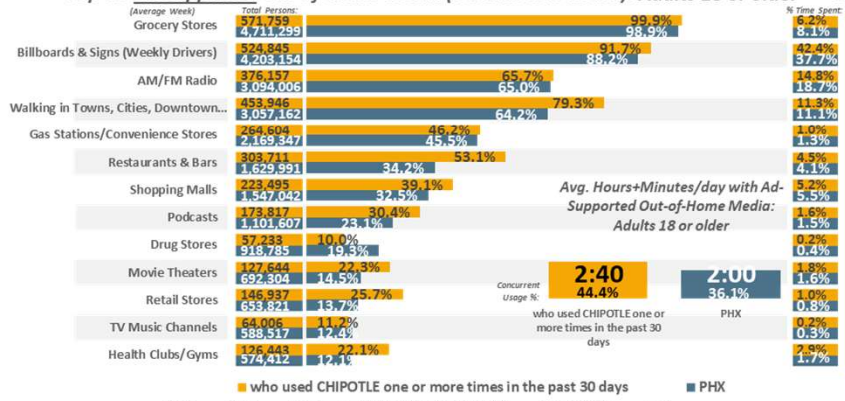
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



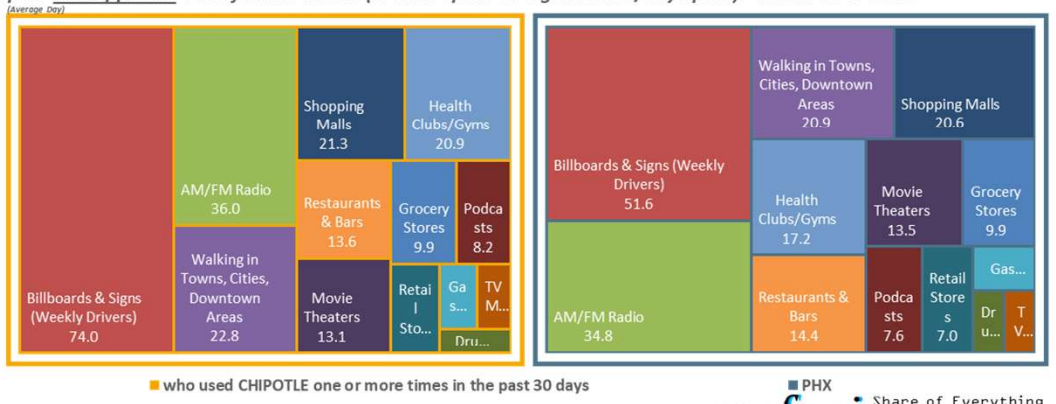
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 337

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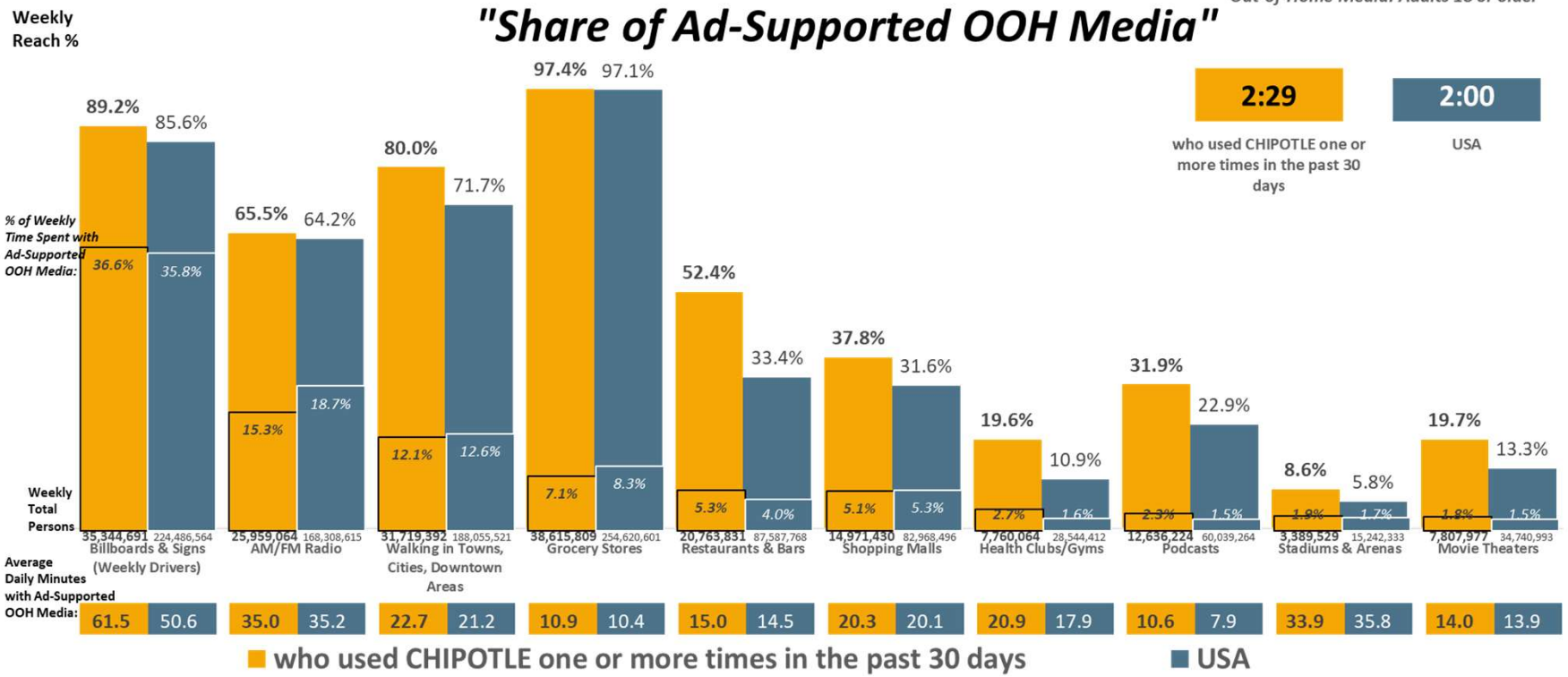
Quick service restaurants used past 30 days: Chipotle



35,344,691 or 89.2% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days spend an average of 61.5 minutes per day driving, seeing Billboards and Signs representing 36.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 3,920

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982

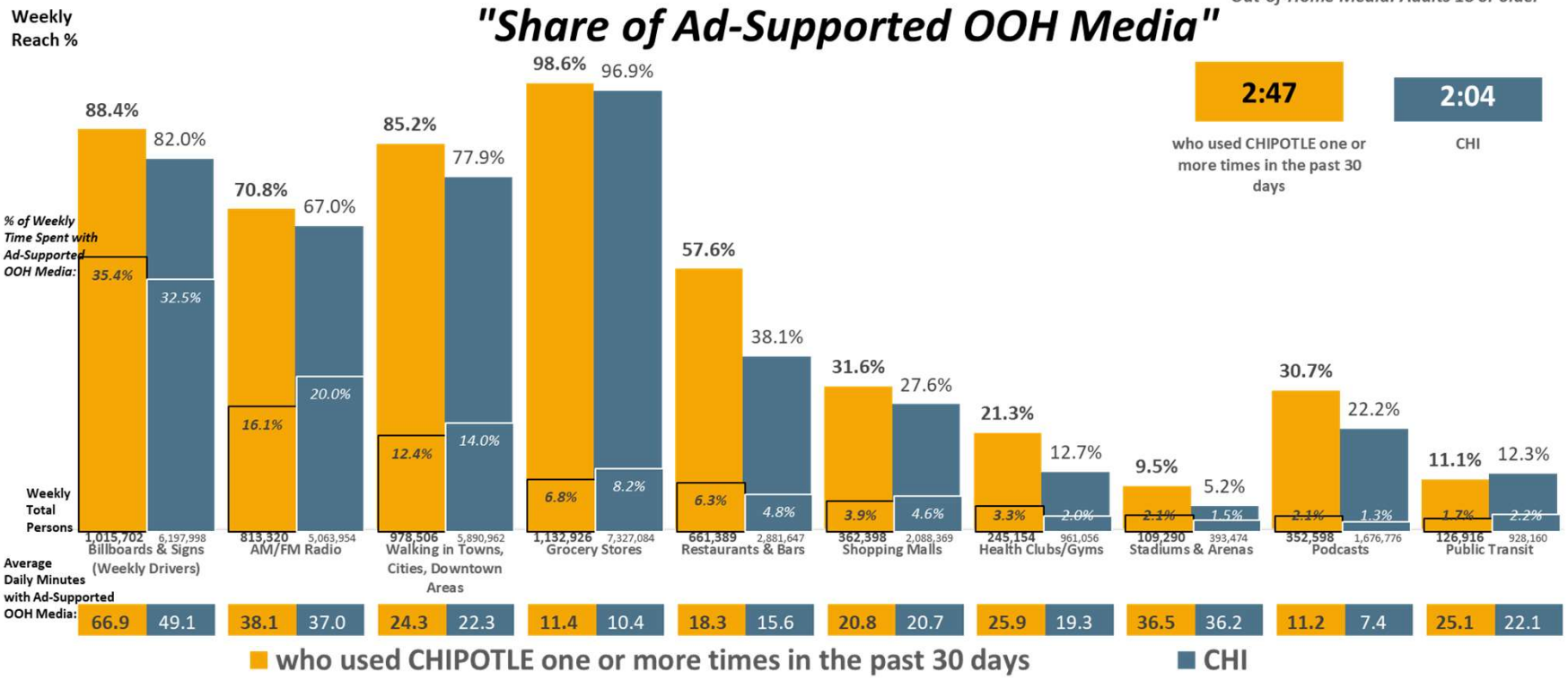
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Quick service restaurants used past 30 days: Chipotle



1,015,702 or 88.4% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days spend an average of 66.9 minutes per day driving, seeing Billboards and Signs representing 35.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 610 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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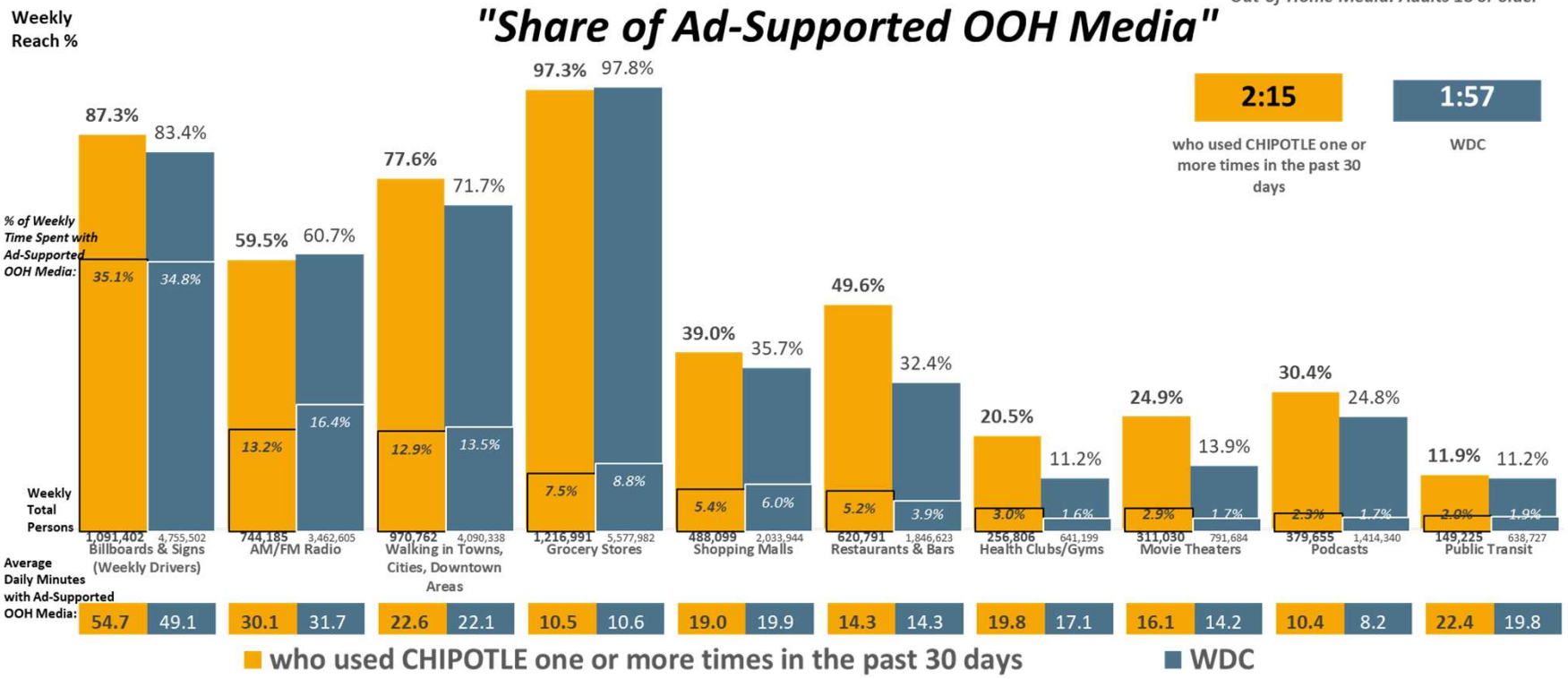
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Quick service restaurants used past 30 days: Chipotle



1,091,402 or 87.3% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days spend an average of 54.7 minutes per day driving, seeing Billboards and Signs representing 35.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,331 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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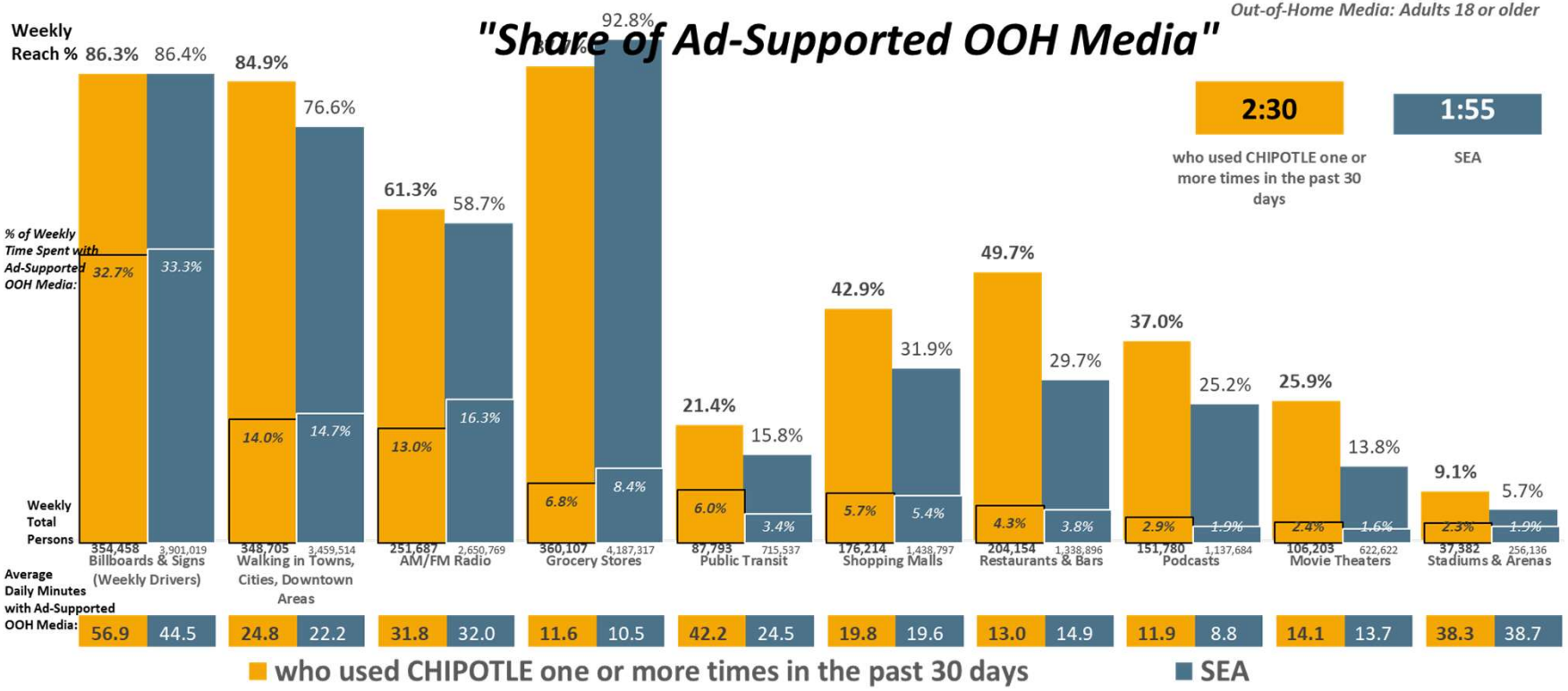
Quick service restaurants used past 30 days: Chipotle



354,458 or 86.3% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days spend an average of 56.9 minutes per day driving, seeing Billboards and Signs representing 32.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 360 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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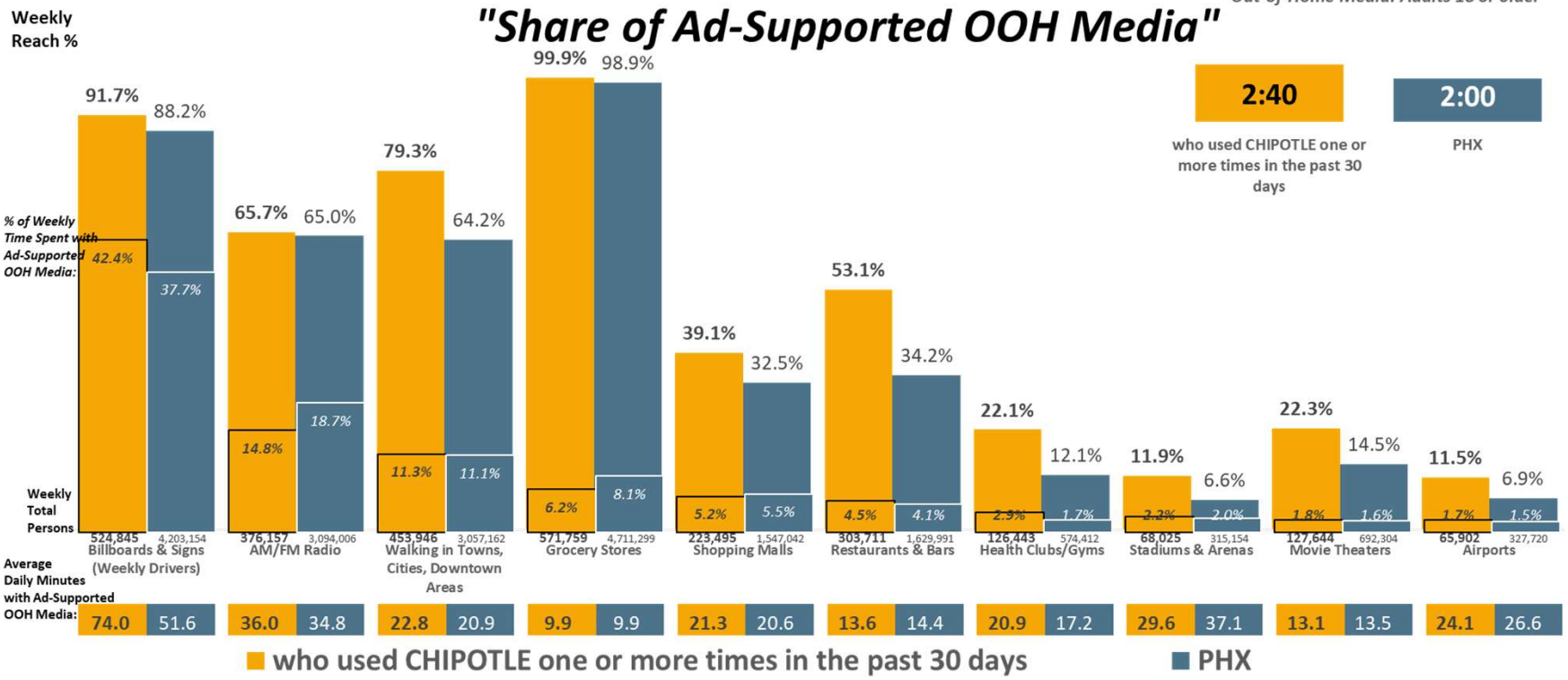
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Quick service restaurants used past 30 days: Chipotle



524,845 or 91.7% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days spend an average of 74. minutes per day driving, seeing Billboards and Signs representing 42.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 337 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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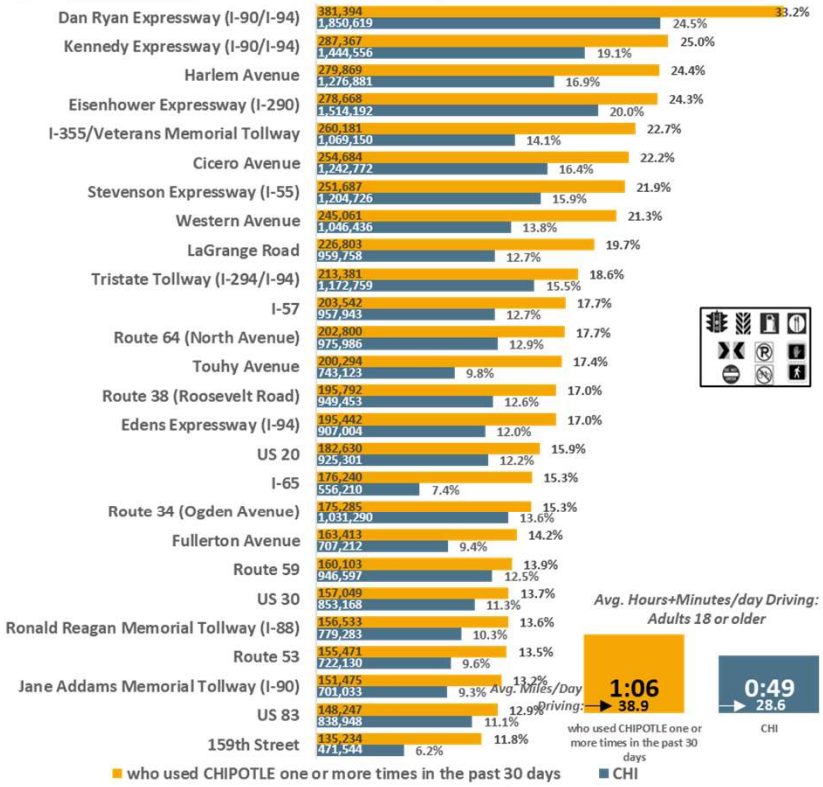
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Quick service restaurants used past 30 days: Chipotle



1,015,702 or 88.4% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days spend an average of 66.9 minutes per day driving an average of 38.9 miles each day and are 108.5% more likely to use I-65 than the Metro average.

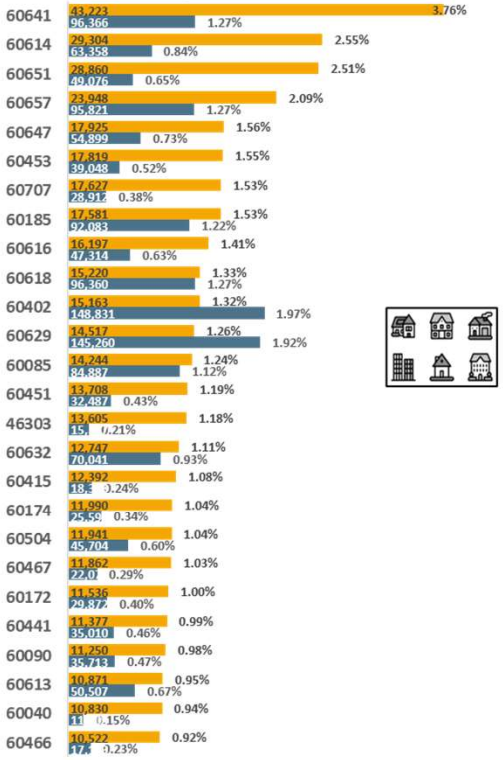
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



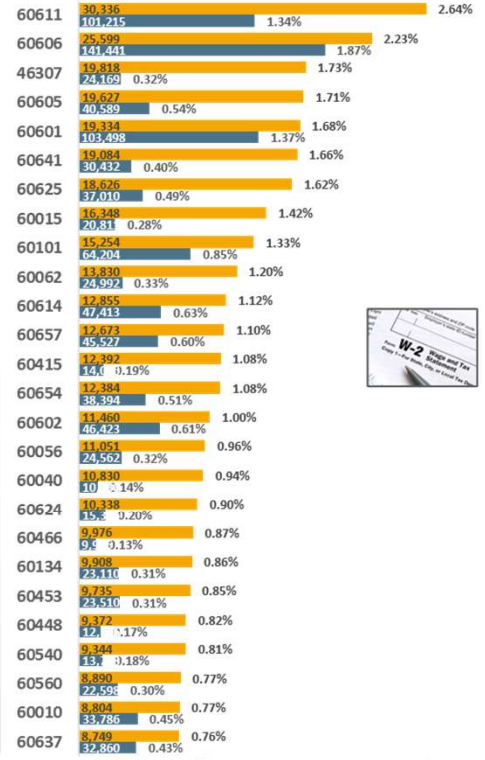
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 610

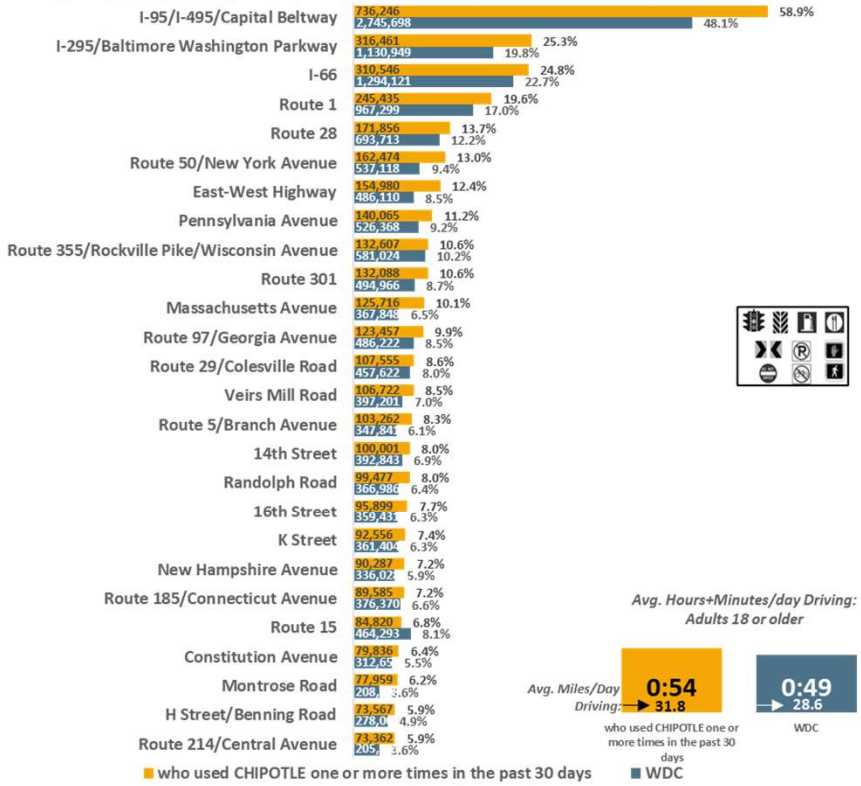
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Quick service restaurants used past 30 days: Chipotle



1,091,402 or 87.3% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days spend an average of 54.7 minutes per day driving an average of 31.8 miles each day and are 55.8% more likely to use Massachusetts Avenue than the Metro averag

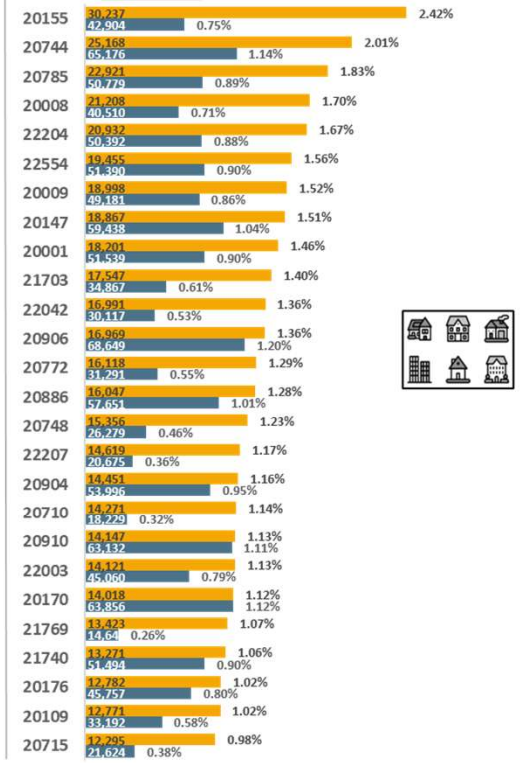
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



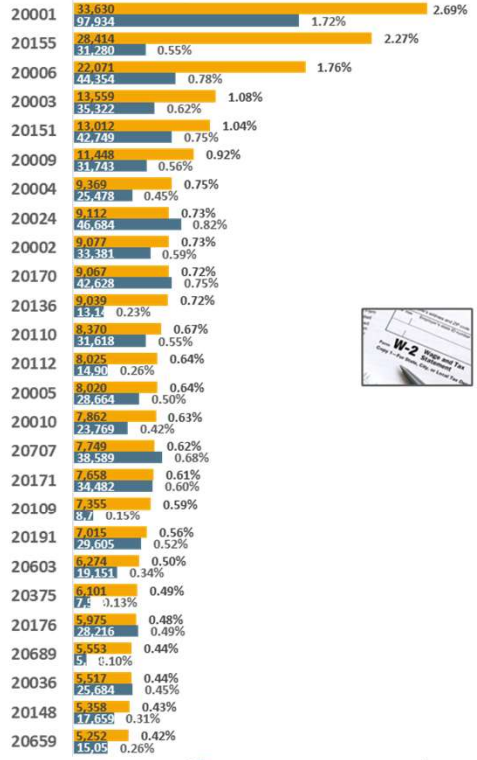
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,331

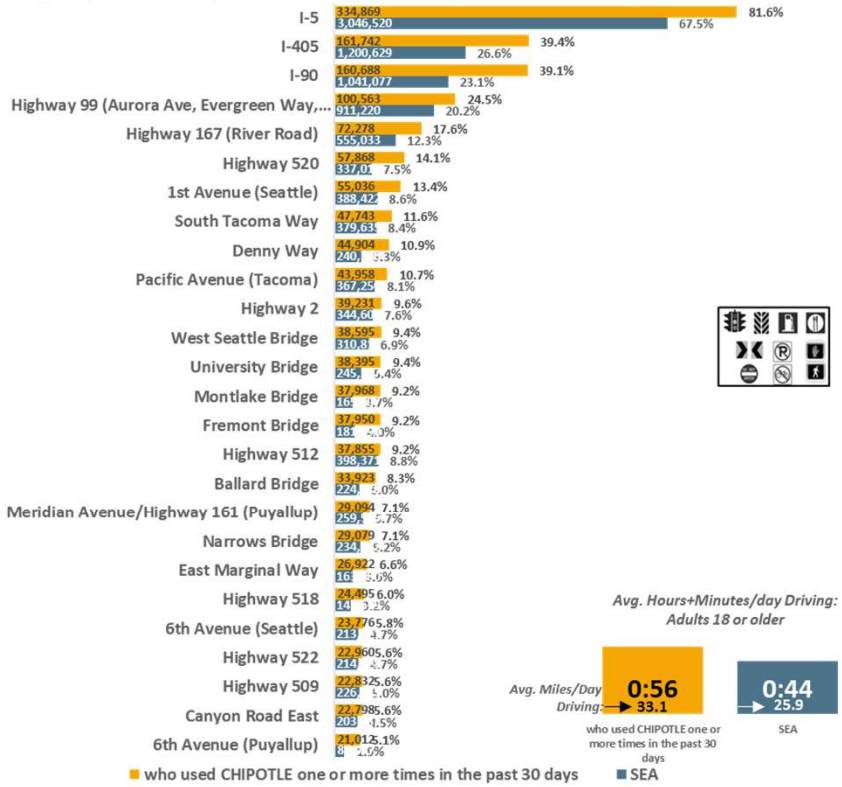
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Quick service restaurants used past 30 days: Chipotle



354,458 or 86.3% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days spend an average of 56.9 minutes per day driving an average of 33.1 miles each day and are 152.3% more likely to use Montlake Bridge than the Metro average.

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



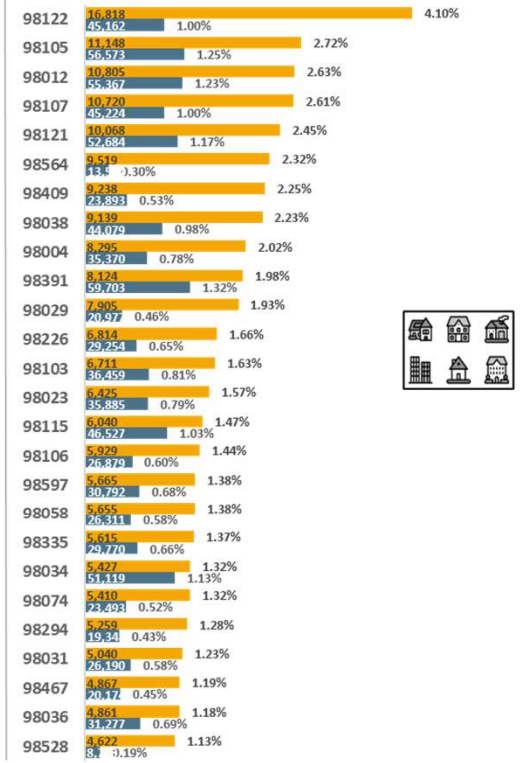
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: → 33.1

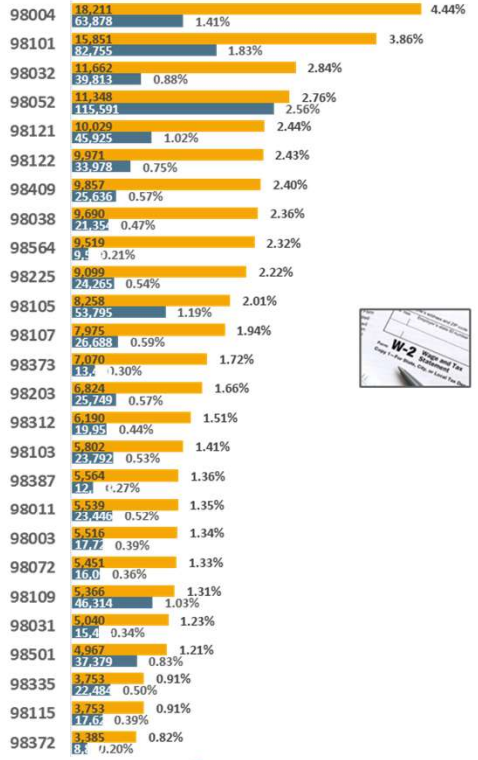
0:56 who used CHIPOTLE one or more times in the past 30 days

0:44 → 25.9 SEA

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 360

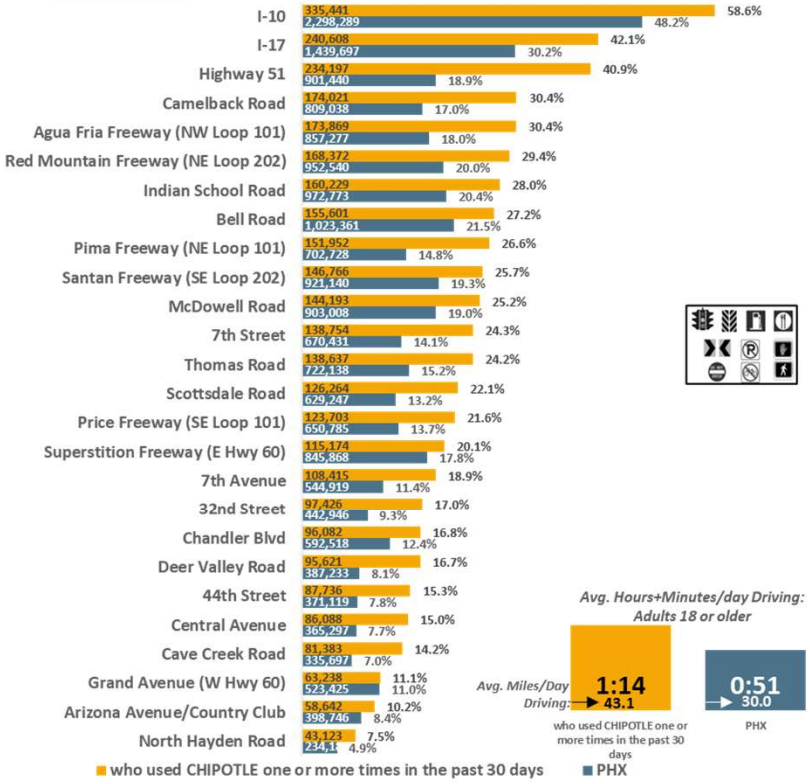
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Quick service restaurants used past 30 days: Chipotle



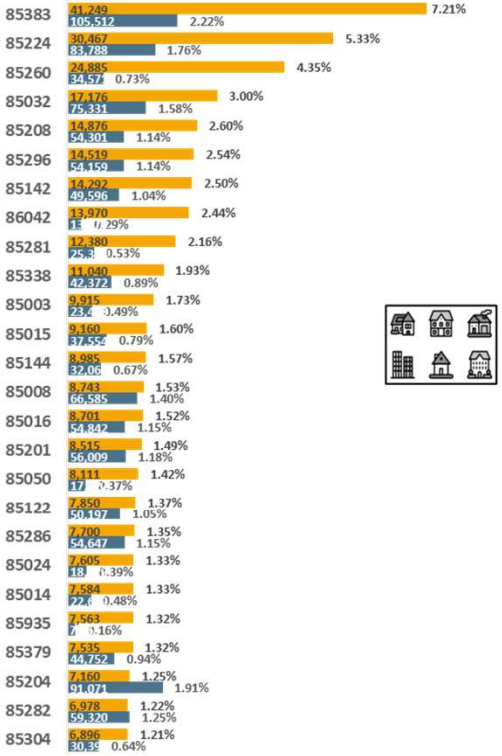
524,845 or 91.7% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days spend an average of 74. minutes per day driving an average of 43.1 miles each day and are 116.3% more likely to use Highway 51 than the Metro average.

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

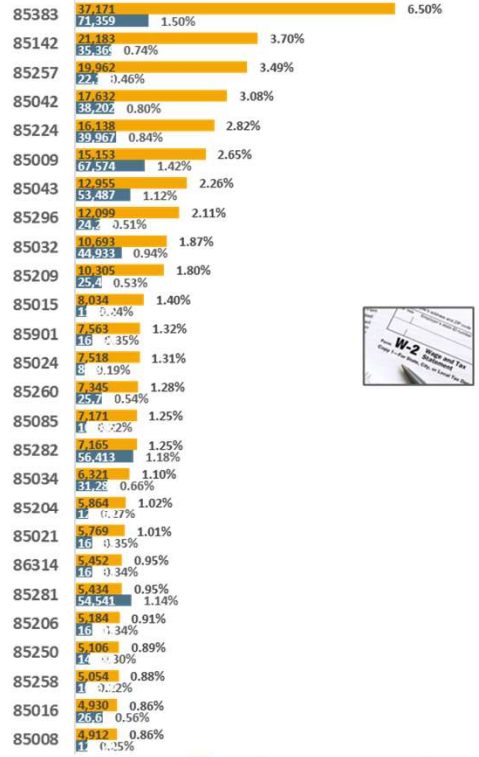


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



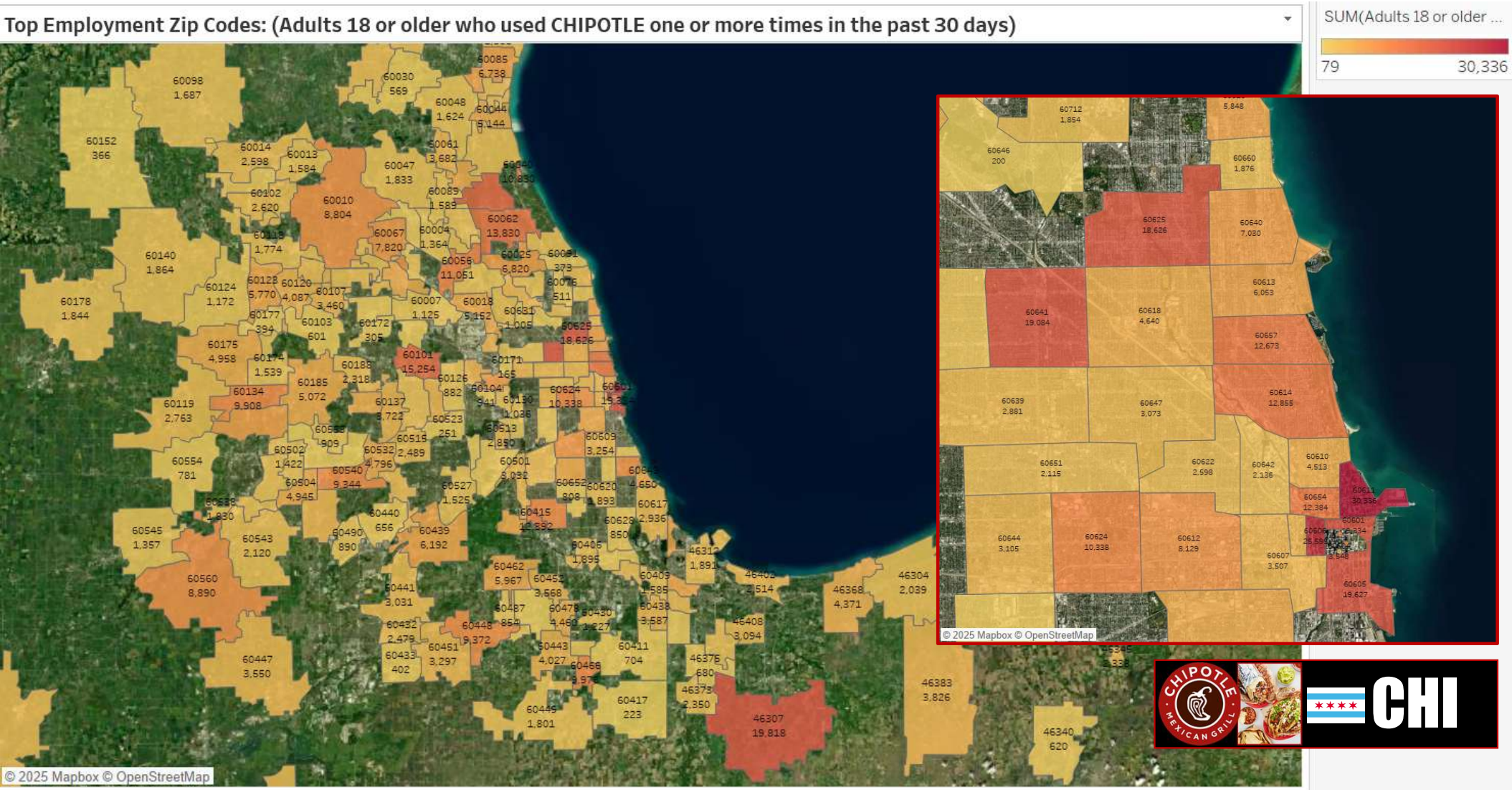
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PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 337

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Quick service restaurants used past 30 days: Chipotle

Top Employment Zip Codes: (Adults 18 or older who used CHIPOTLE one or more times in the past 30 days)

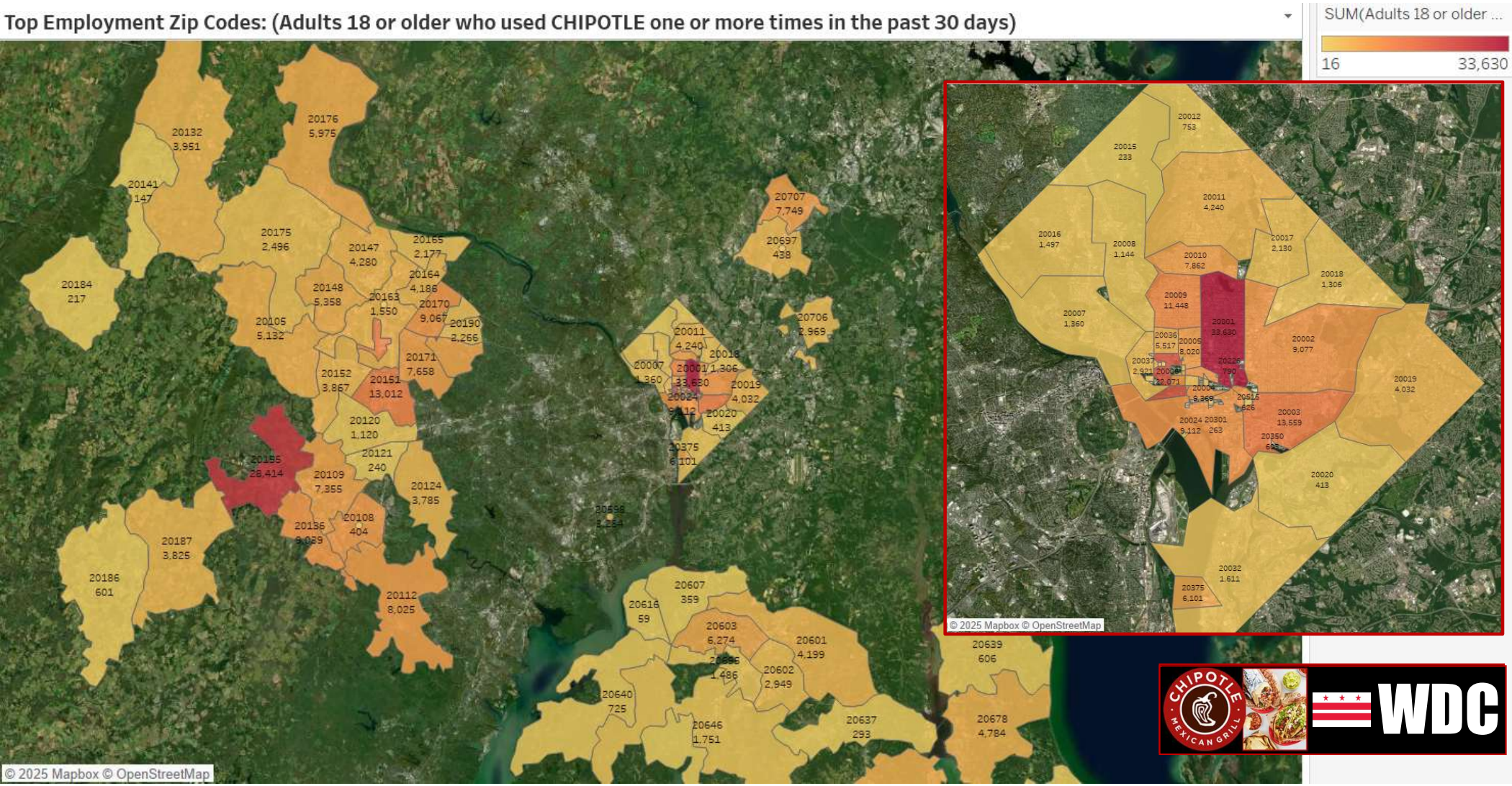


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Quick service restaurants used past 30 days: Chipotle

Top Employment Zip Codes: (Adults 18 or older who used CHIPOTLE one or more times in the past 30 days)



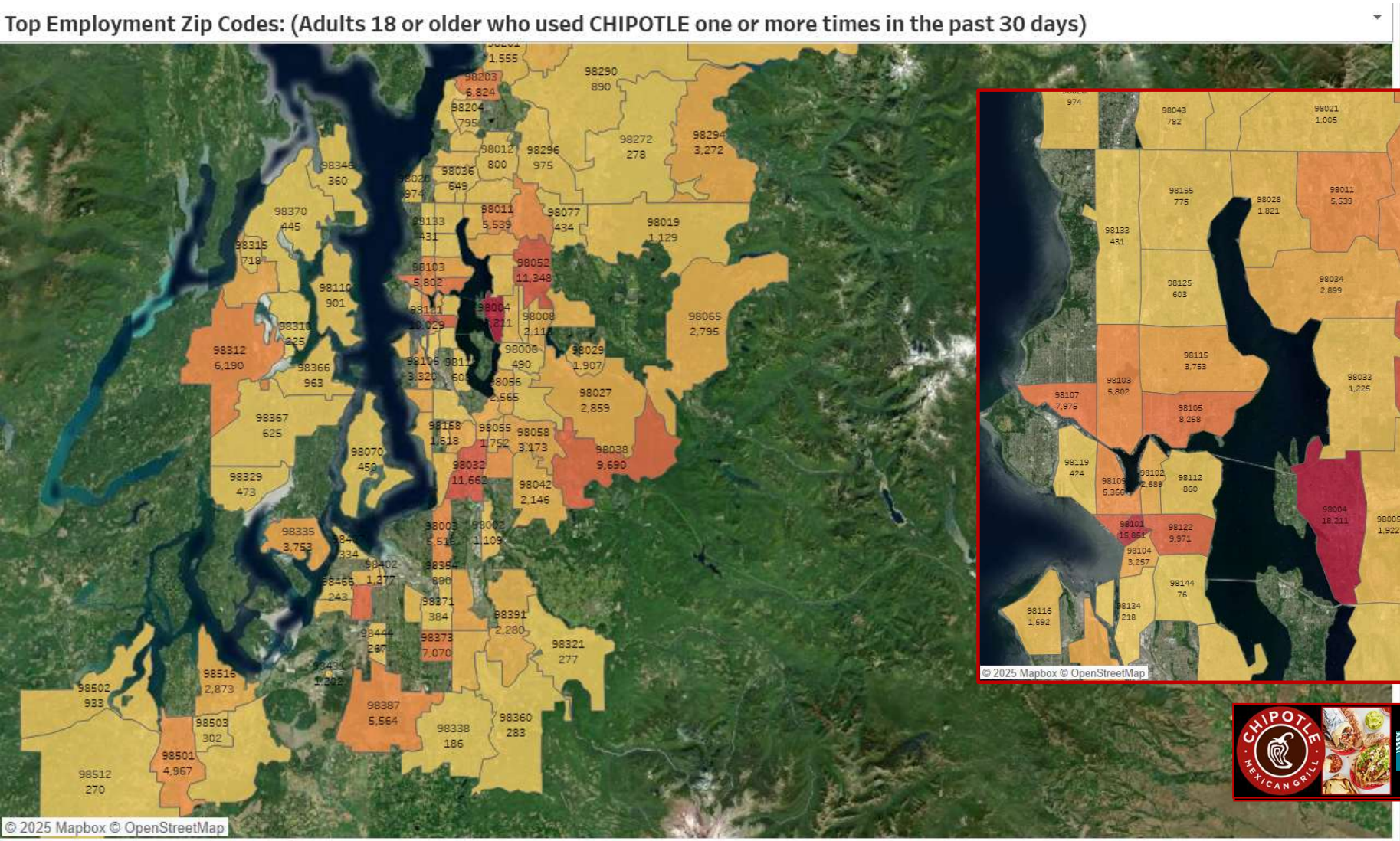
WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,331

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Quick service restaurants used past 30 days: Chipotle

Top Employment Zip Codes: (Adults 18 or older who used CHIPOTLE one or more times in the past 30 days)



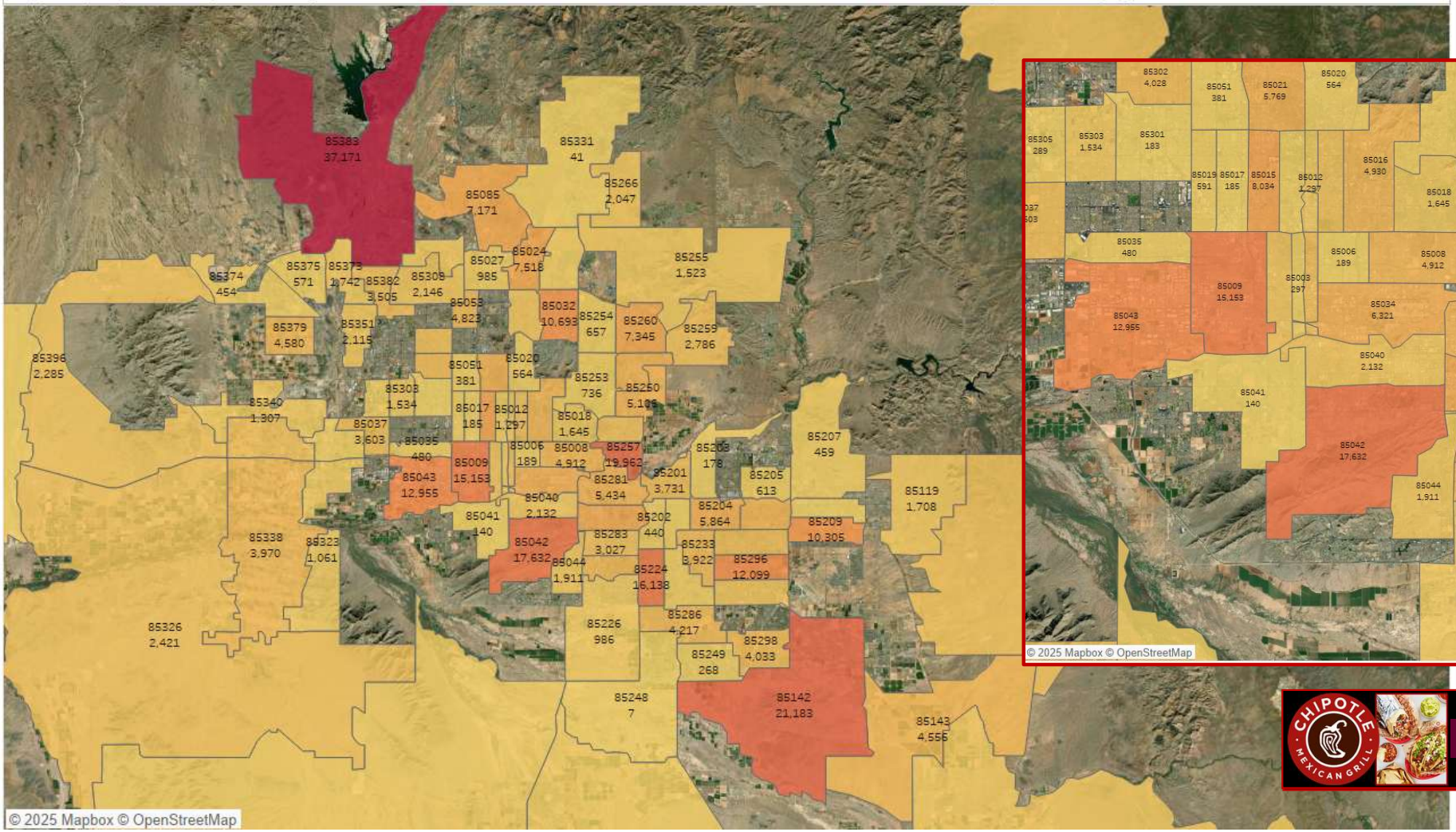
SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 360

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Quick service restaurants used past 30 days: Chipotle

Top Employment Zip Codes: (Adults 18 or older who used CHIPOTLE one or more times in the past 30 days)



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 337
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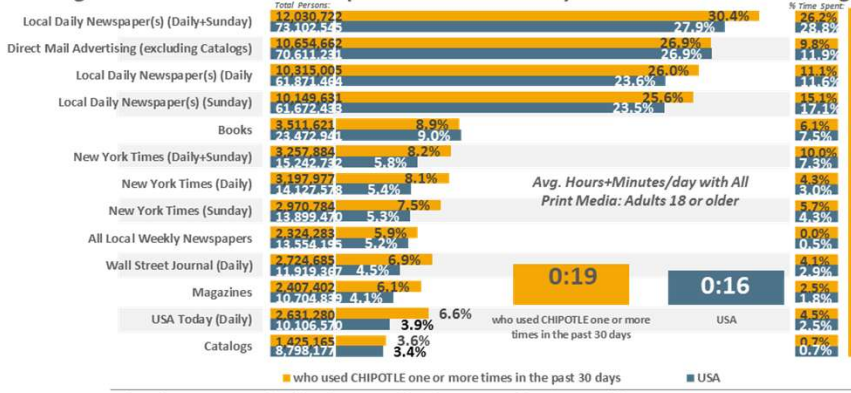
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Quick service restaurants used past 30 days: Chipotle

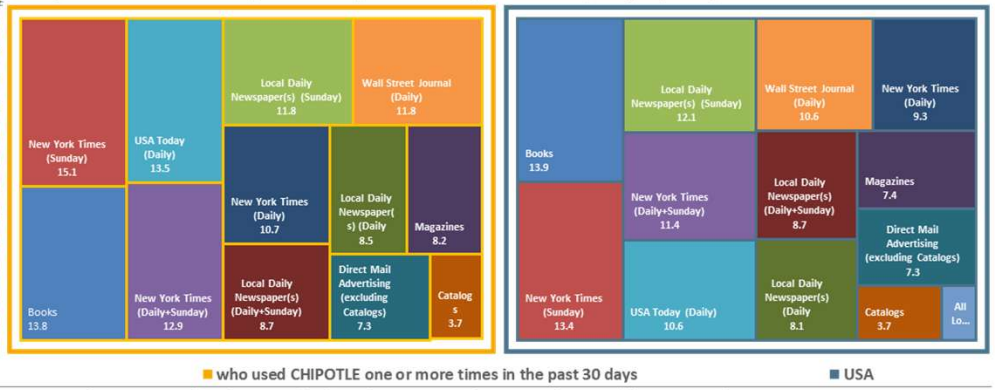


12,030,722 or 30.4% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 27.9% of all time spent daily with All forms of Print Medi

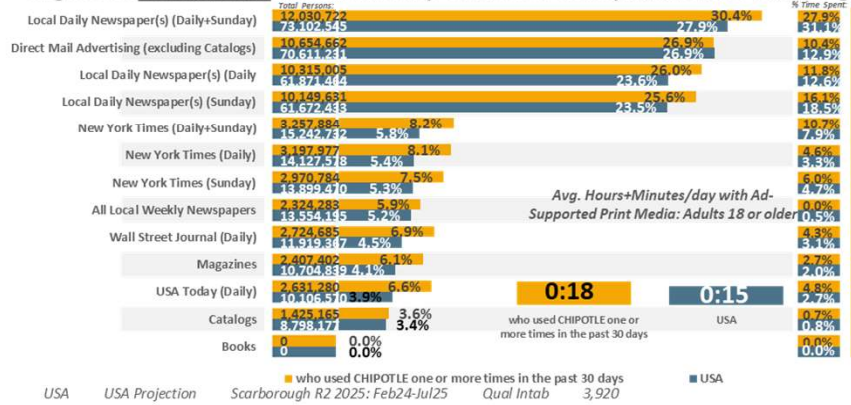
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



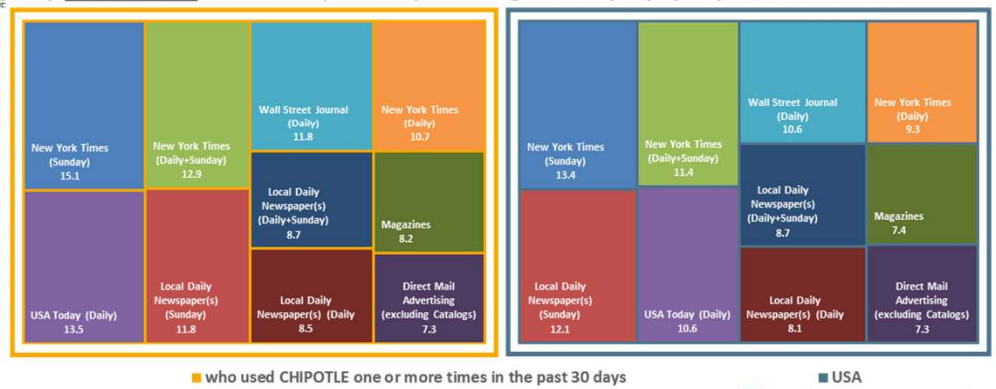
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 3,920

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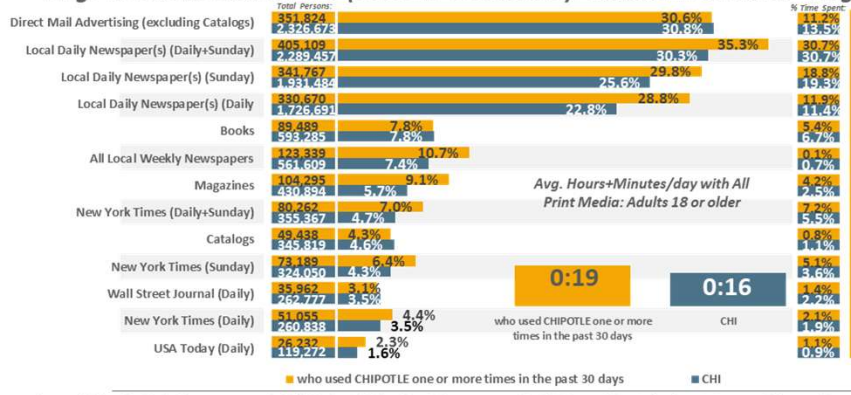
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982

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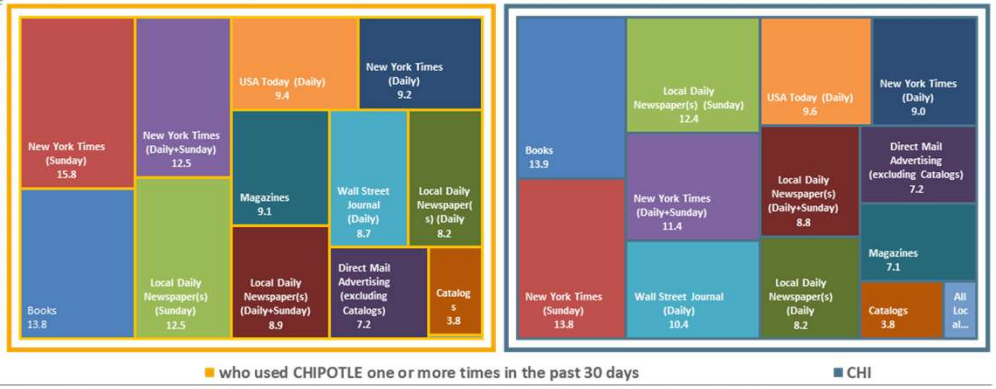
Quick service restaurants used past 30 days: Chipotle

405,109 or 35.3% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 32.5% of all time spent daily with All forms of Print Media.

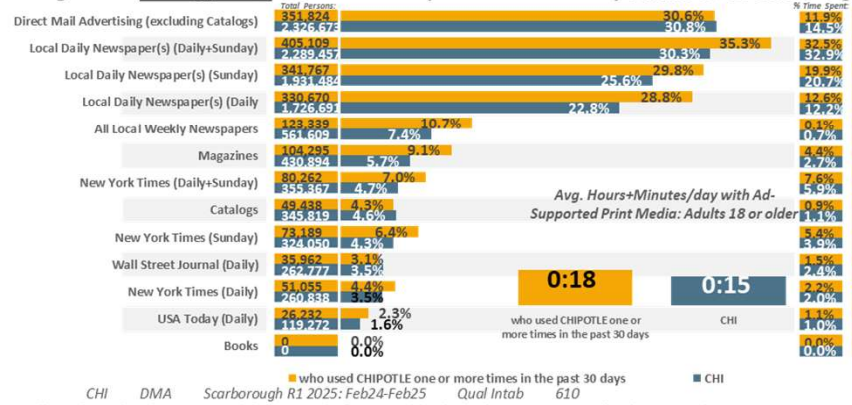
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



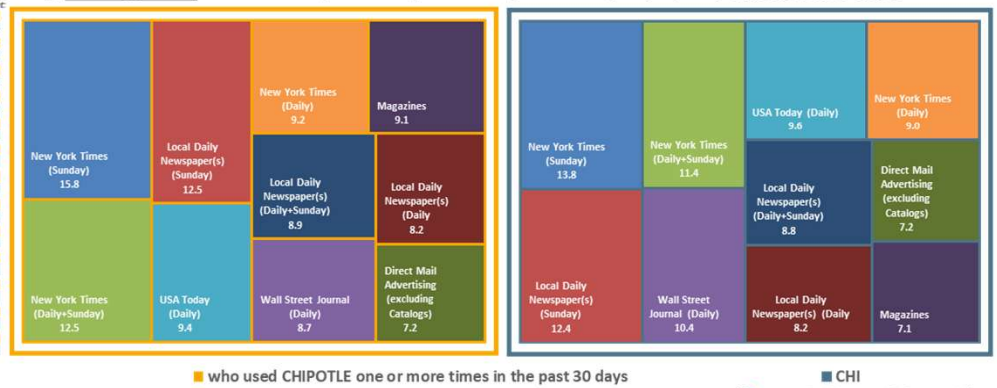
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 610

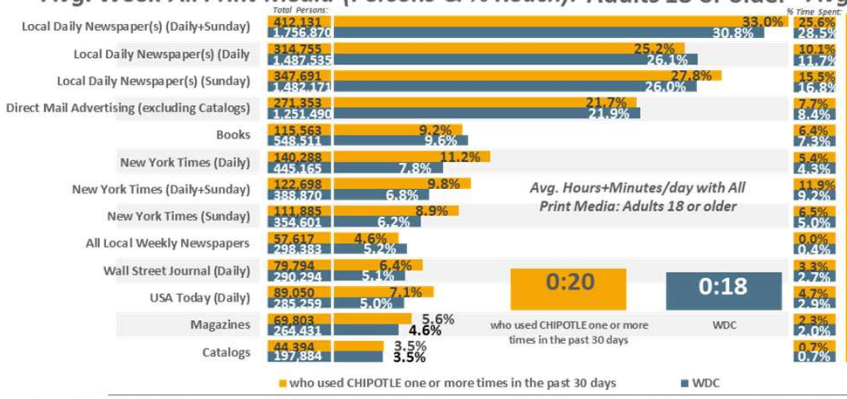
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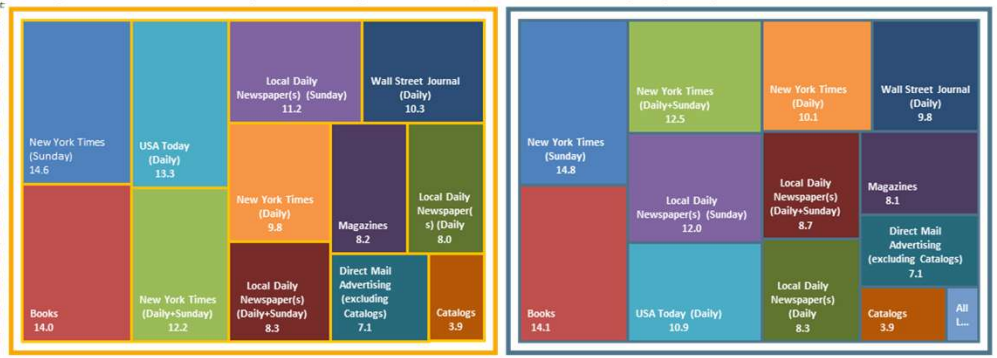
Quick service restaurants used past 30 days: Chipotle

412,131 or 33.% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.3 minutes every day representing 27.3% of all time spent daily with All forms of Print Media.

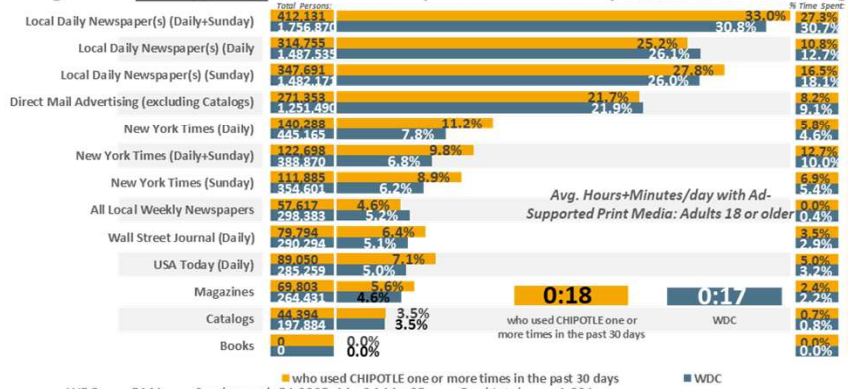
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,331

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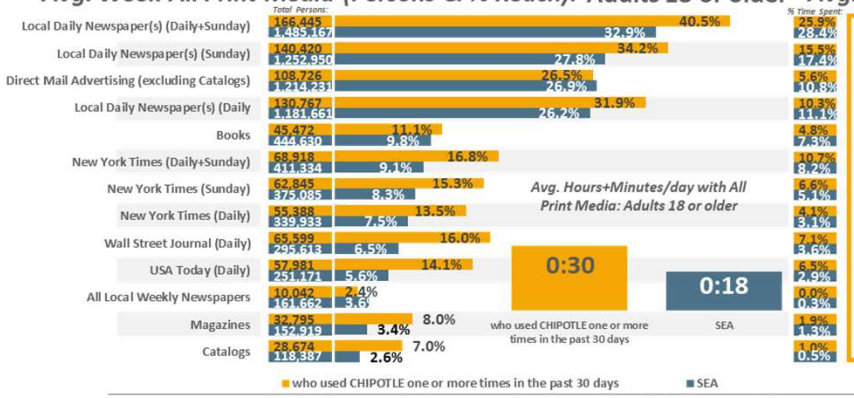
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Quick service restaurants used past 30 days: Chipotle

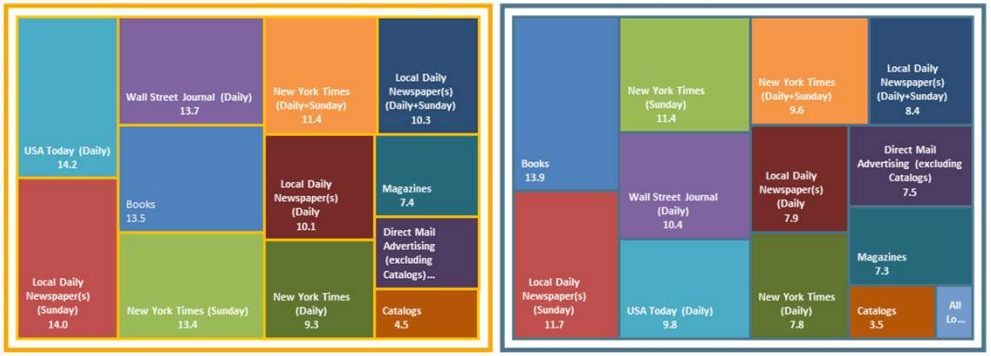


166,445 or 40.5% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.3 minutes every day representing 27.2% of all time spent daily with All forms of Print Media.

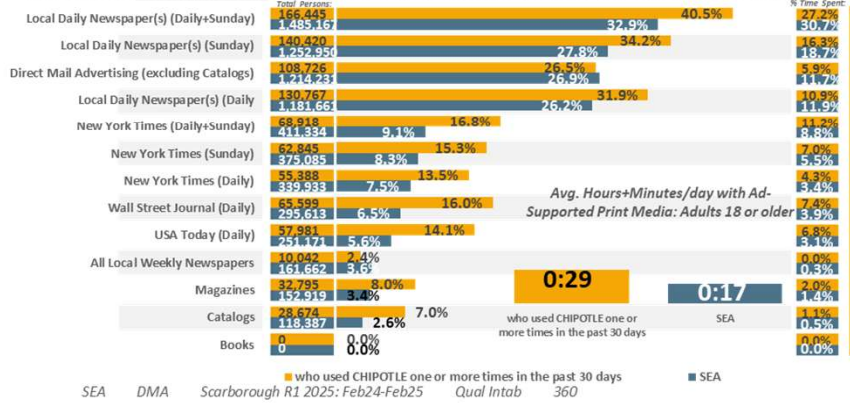
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 360

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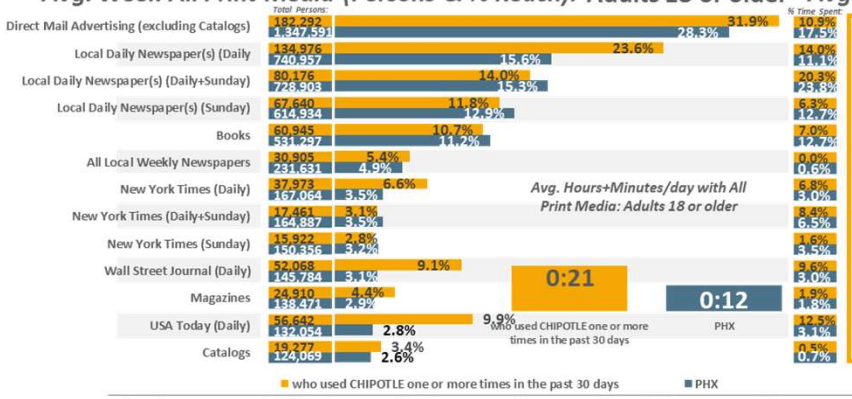
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Quick service restaurants used past 30 days: Chipotle

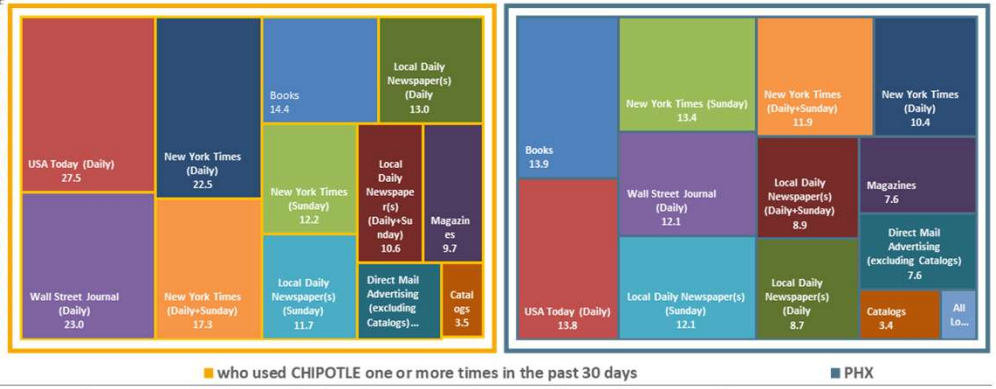


80,176 or 14.% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.6 minutes every day representing 21.9% of all time spent daily with All forms of Print Media.

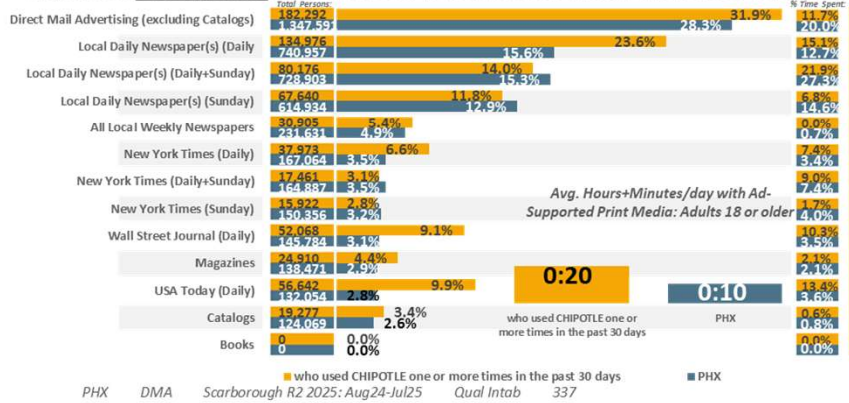
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



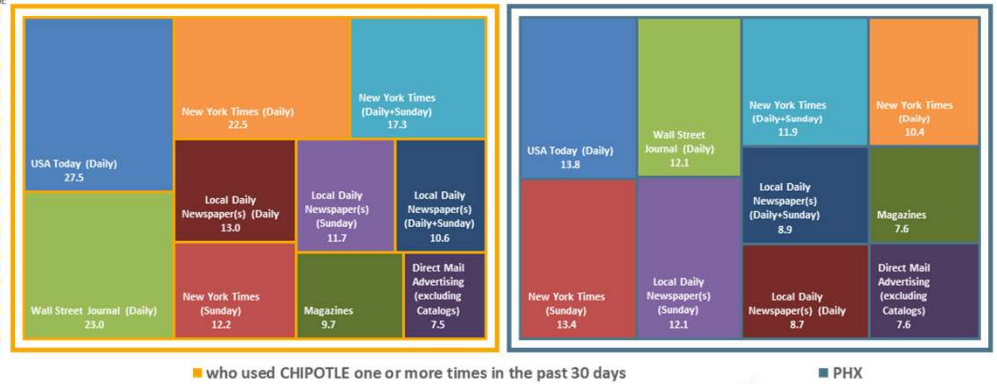
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 337

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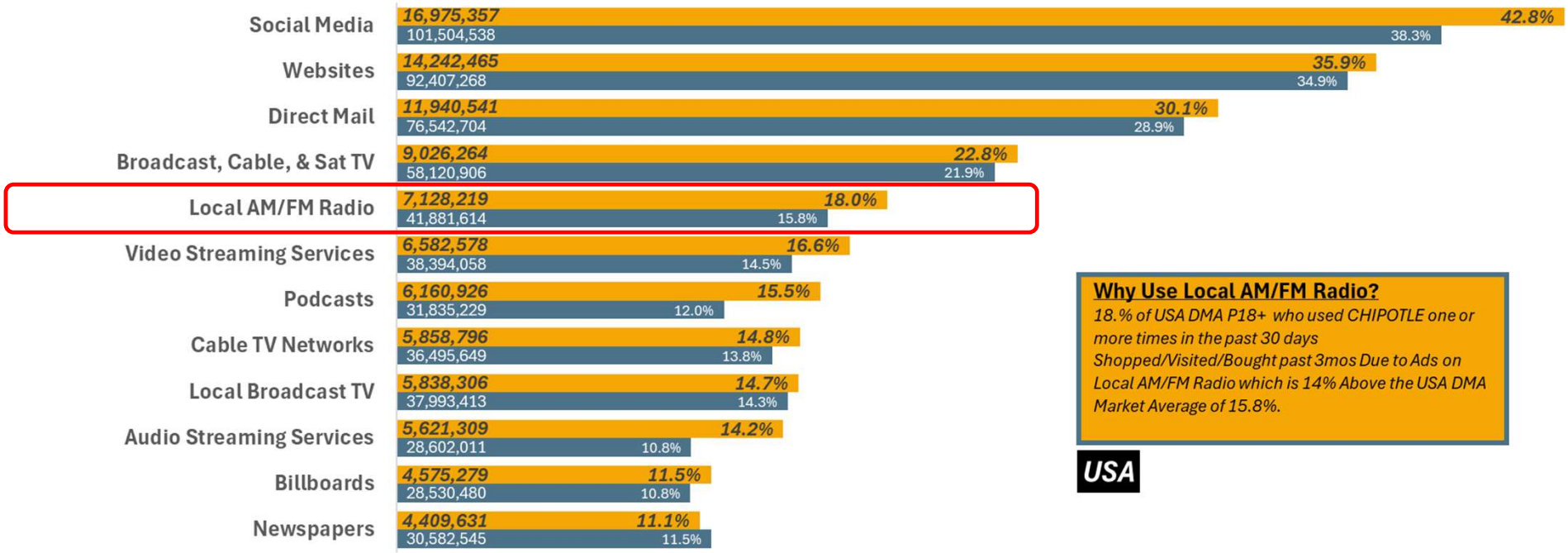
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Quick service restaurants used past 30 days: Chipotle



"Advertising Actions"

P18+ who used CHIPOTLE one or more times in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

18.% of USA DMA P18+ who used CHIPOTLE one or more times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 14% Above the USA DMA Market Average of 15.8%.

USA

USA DMA Scarborough R2 2025: Feb24-Jul25 Qual Intab: 3920

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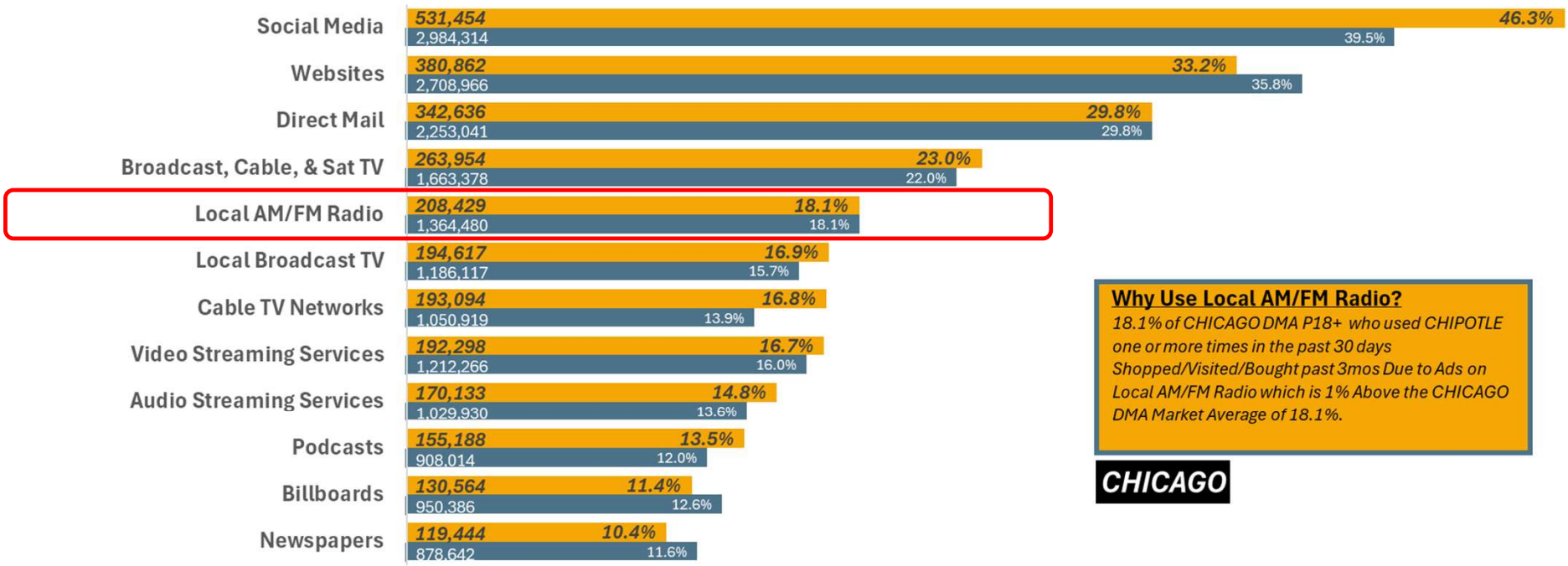
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Quick service restaurants used past 30 days: Chipotle



"Advertising Actions"

P18+ who used CHIPOTLE one or more times in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

18.1% of CHICAGO DMA P18+ who used CHIPOTLE one or more times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 1% Above the CHICAGO DMA Market Average of 18.1%.

CHICAGO

CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 610

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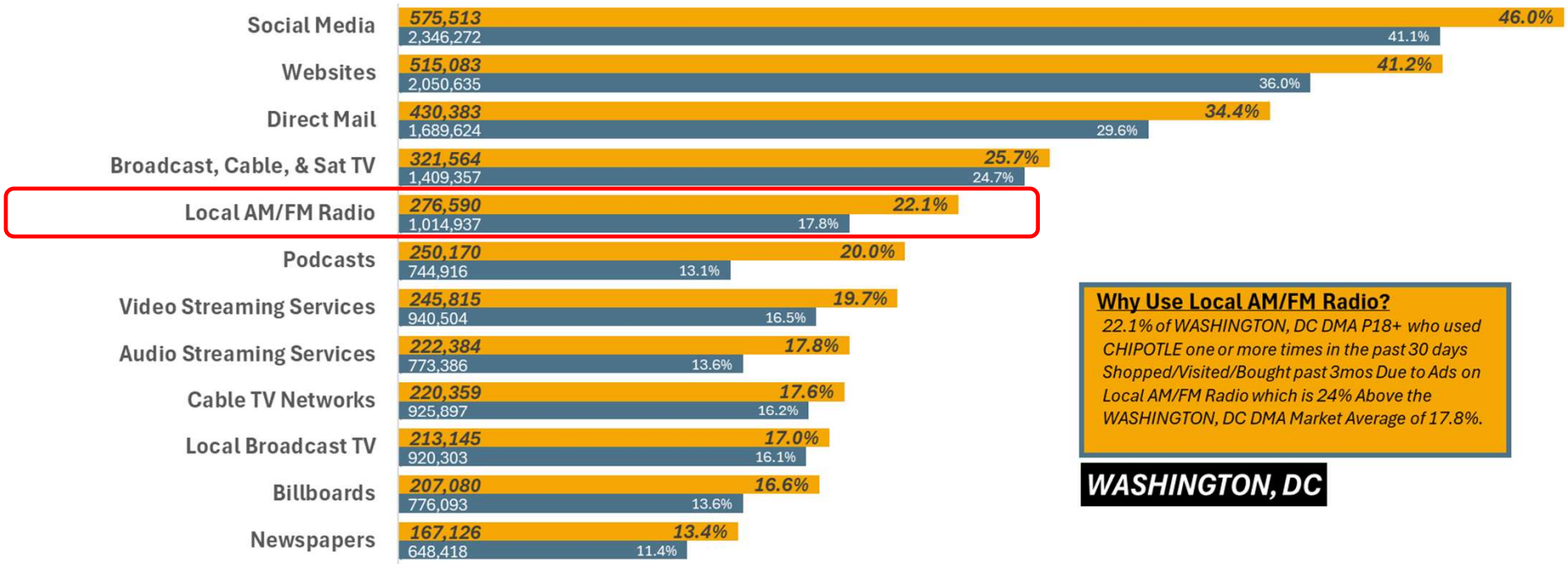
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Quick service restaurants used past 30 days: Chipotle

WDC

"Advertising Actions"

P18+ who used CHIPOTLE one or more times in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

22.1% of WASHINGTON, DC DMA P18+ who used CHIPOTLE one or more times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 24% Above the WASHINGTON, DC DMA Market Average of 17.8%.

WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab: 1331

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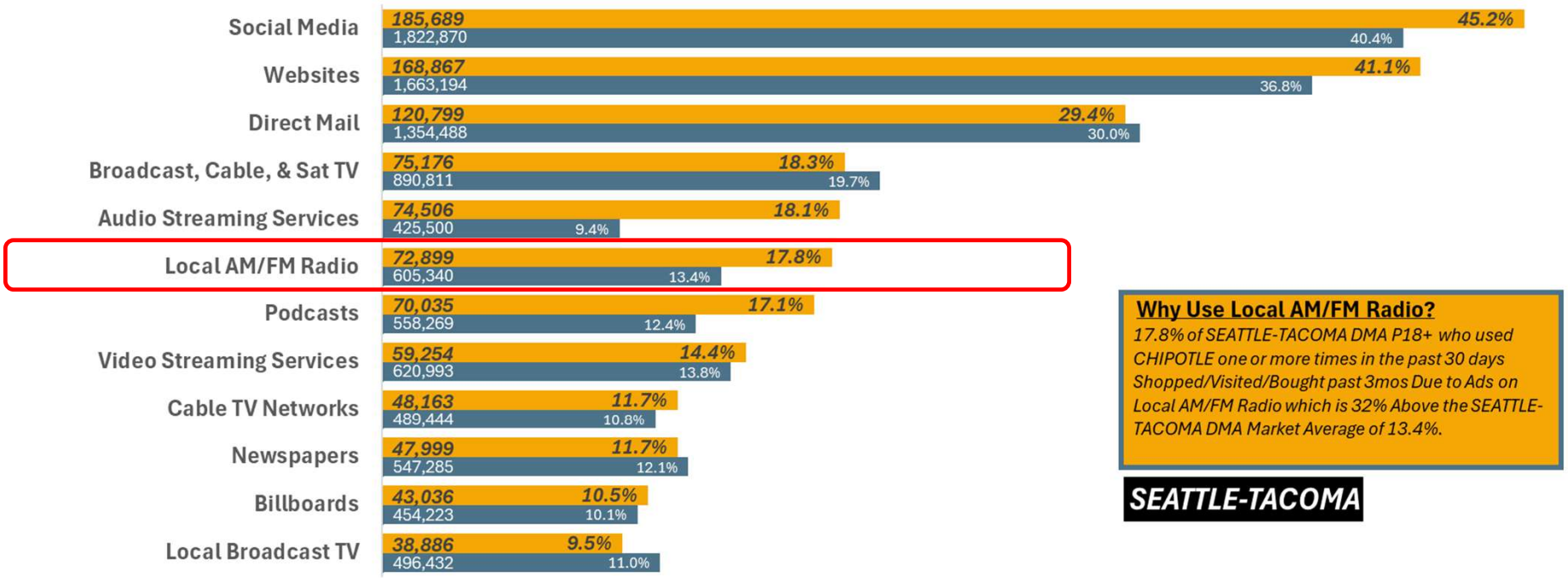
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Quick service restaurants used past 30 days: Chipotle

SEA

"Advertising Actions"

P18+ who used CHIPOTLE one or more times in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

17.8% of SEATTLE-TACOMA DMA P18+ who used CHIPOTLE one or more times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 32% Above the SEATTLE-TACOMA DMA Market Average of 13.4%.

SEATTLE-TACOMA

SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 360

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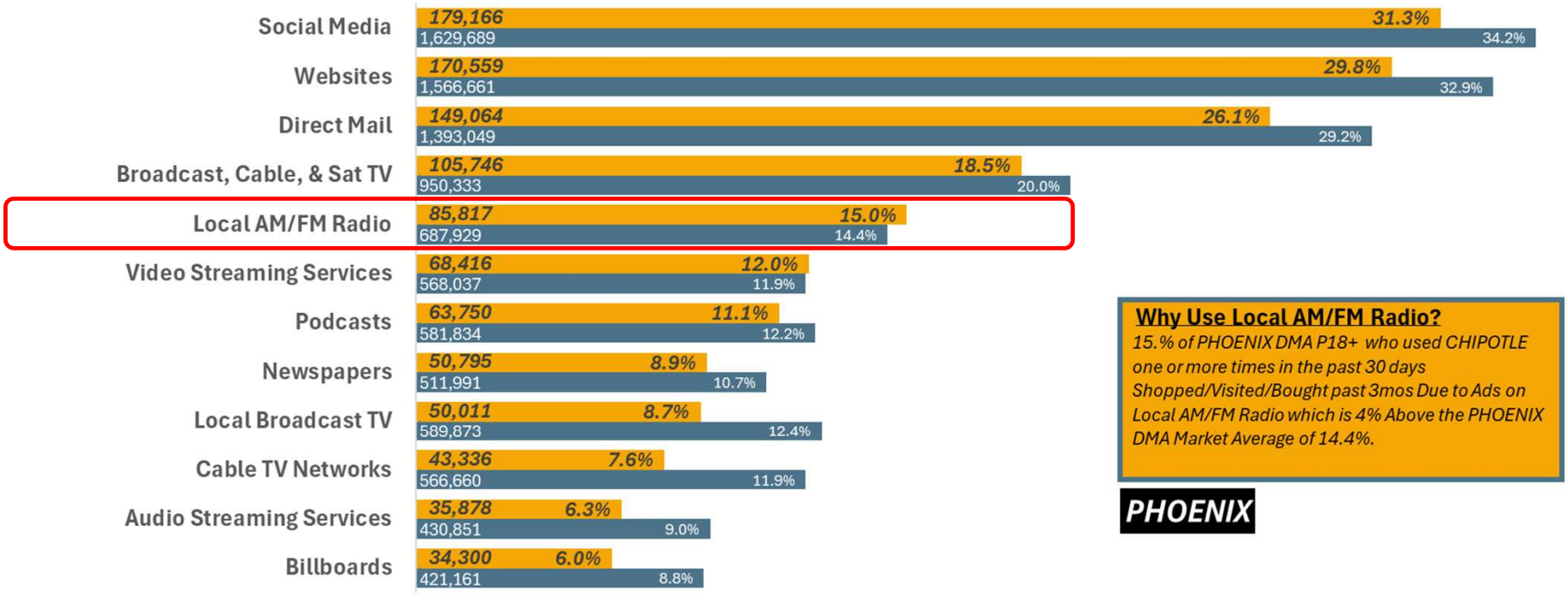
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Quick service restaurants used past 30 days: Chipotle

PHX

"Advertising Actions"

P18+ who used CHIPOTLE one or more times in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

15.% of PHOENIX DMA P18+ who used CHIPOTLE one or more times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 4% Above the PHOENIX DMA Market Average of 14.4%.

PHOENIX

PHOENIX DMA Scarborough R2 2025:Aug24-Jul25 Qual Intab: 337

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Quick service restaurants used past 30 days: Chipotle