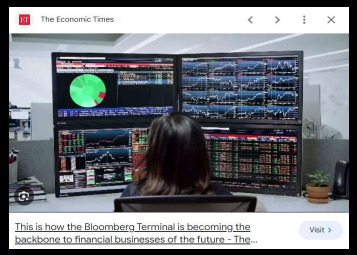
USA–5 Restaurants and QSRs of the Seattle-Tacoma, WA DMA...

Brand New Data as of JULY 31, 2025!

Complete Demographic & Media Use Profiles





















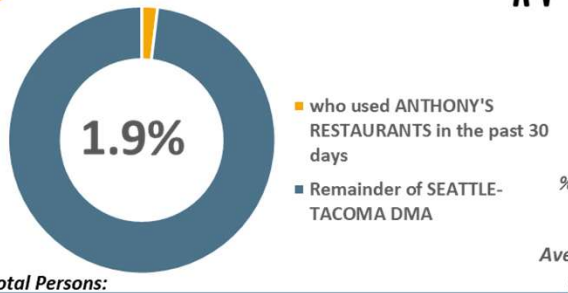
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

Sit-down restaurants used past 30 days: Anthony's *Quick service restaurants used past 30 days: Dick's* *Quick service restaurants used past 30 days: Ivar's Seafood Bar* *Sit-down restaurants used past 30 days: MOD Pizza* *Quick service restaurants used past 30 days: Taco Time*

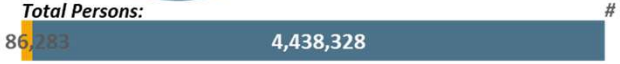
HUBBARD BROADCASTING INC. HB INC.

1.9% or 86,283 of SEATTLE-TACOMA DMA Adults 18 or older used ANTHONY'S RESTAURANTS in the past 30 days. Typical Adults 18 or older who used ANTHONY'S RESTAURANTS in the past 30 days are 54.9 years old (13.8% older than average) and have a $171,174 (37.1% higher than average) annual household income.

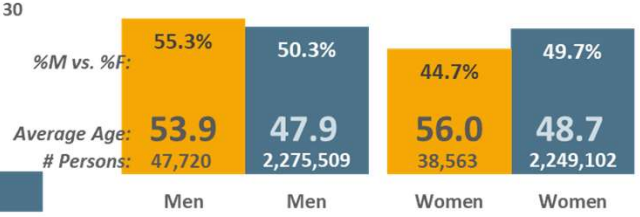
Percent of Market: Adults 18 or older



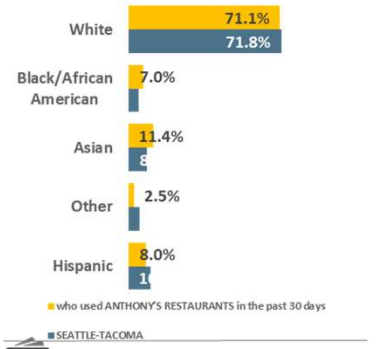
Total Persons:



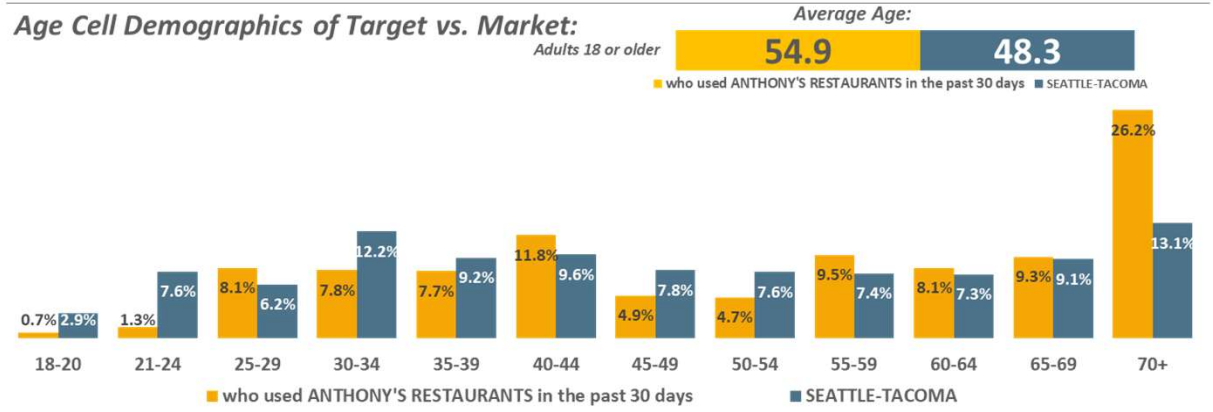
Gender of Target vs. Market: Adults 18 or older



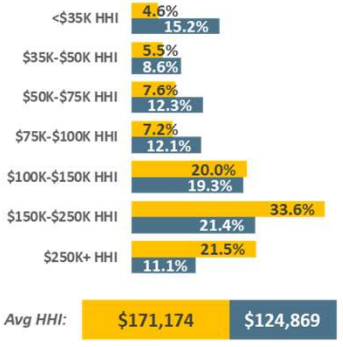
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

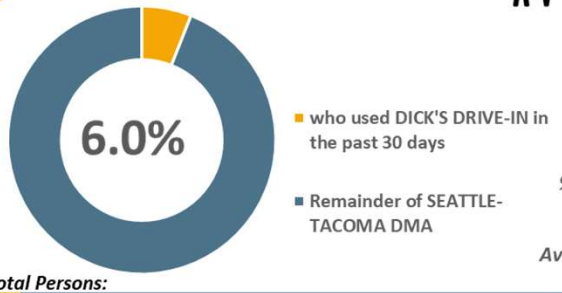


SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 113

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6.% or 271,719 of SEATTLE-TACOMA DMA Adults 18 or older used DICK'S DRIVE-IN in the past 30 days. Typical Adults 18 or older who used DICK'S DRIVE-IN in the past 30 days are 44.7 years old (7.4% younger than average) and have a $145,906 (16.8% higher than average) annual household income.

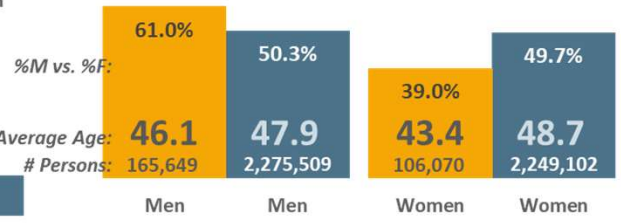
Percent of Market: Adults 18 or older



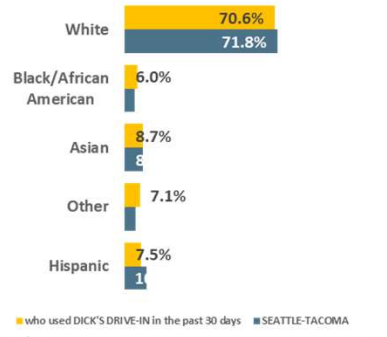
Total Persons:

271,719 | 4,252,892

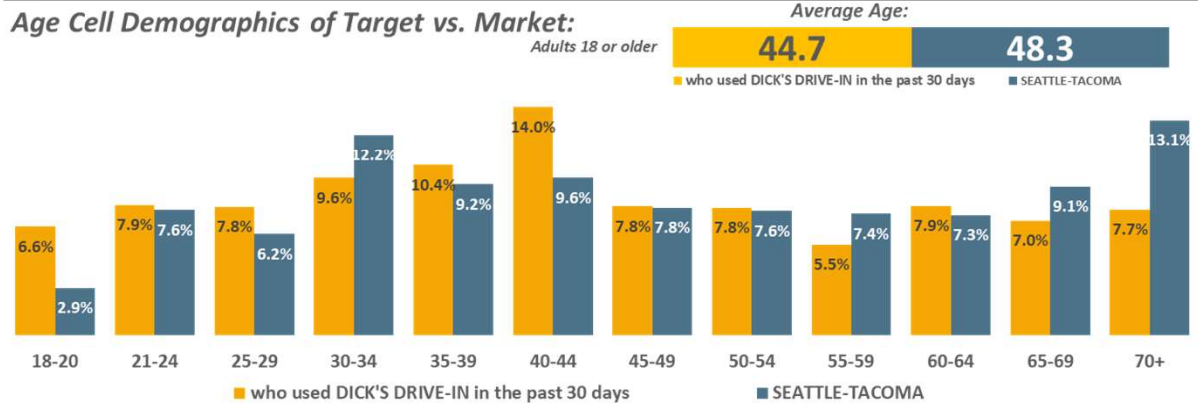
Gender of Target vs. Market: Adults 18 or older



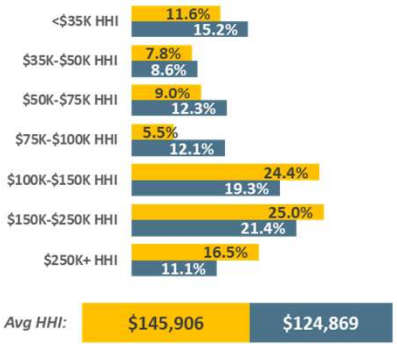
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



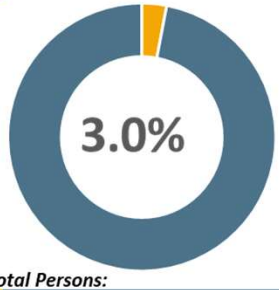
Avg HHI: $145,906 | $124,869

SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 220

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3.% or 135,216 of SEATTLE-TACOMA DMA Adults 18 or older used IVAR'S SEAFOOD BAR in the past 30 days. Typical Adults 18 or older who used IVAR'S SEAFOOD BAR in the past 30 days are 53.6 years old (11.% older than average) and have a $126,164 (1.% higher than average) annual household income.

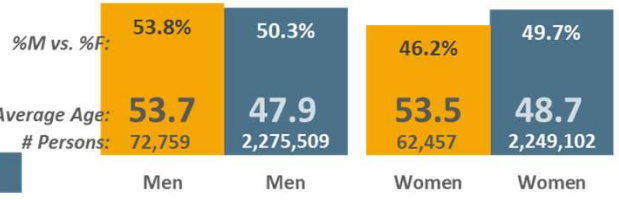
Percent of Market: Adults 18 or older



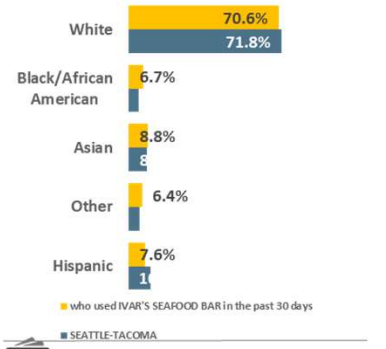
Total Persons:



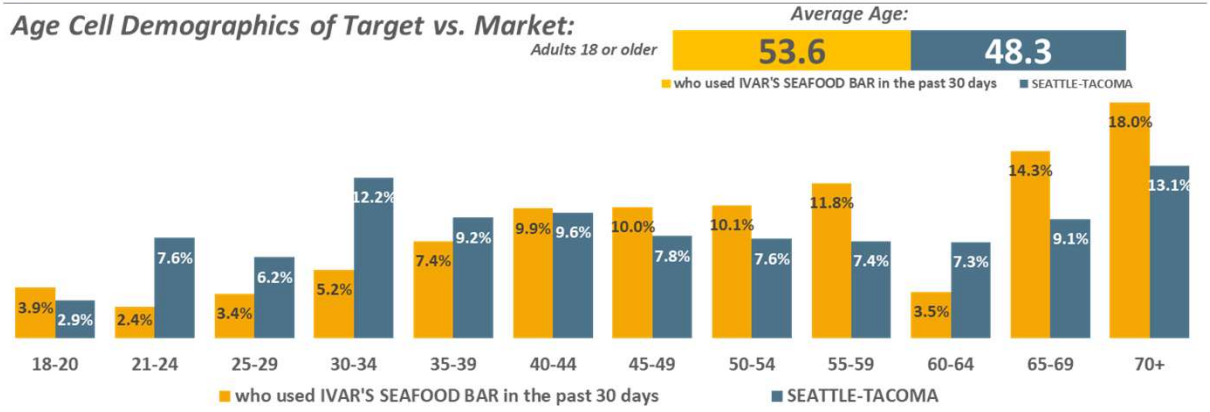
Gender of Target vs. Market: Adults 18 or older



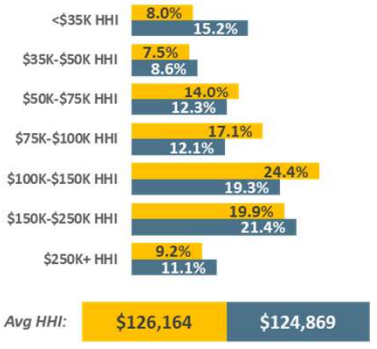
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 139

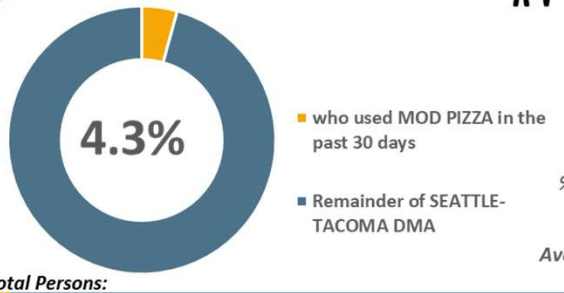
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Quick service restaurants used past 30 days: Ivar's Seafood Bar

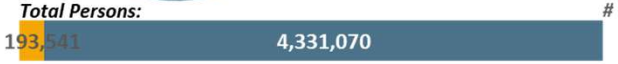
MOD PIZZA SEA

4.3% or 193,541 of SEATTLE-TACOMA DMA Adults 18 or older used MOD PIZZA in the past 30 days. Typical Adults 18 or older who used MOD PIZZA in the past 30 days are 41.8 years old (13.4% younger than average) and have a $153,308 (22.8% higher than average) annual household income.

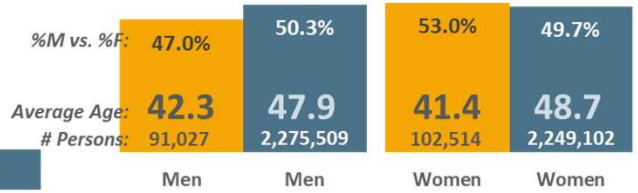
Percent of Market: Adults 18 or older



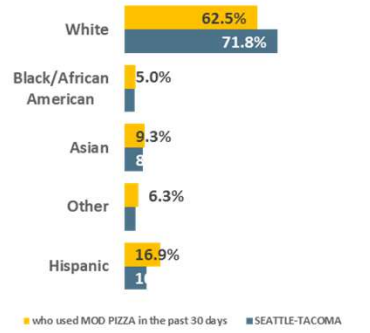
Total Persons:



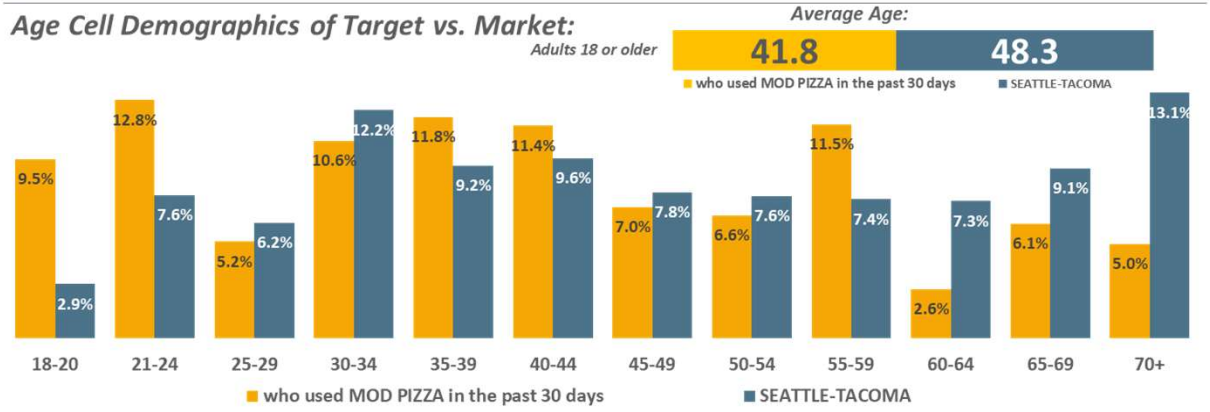
Gender of Target vs. Market: Adults 18 or older



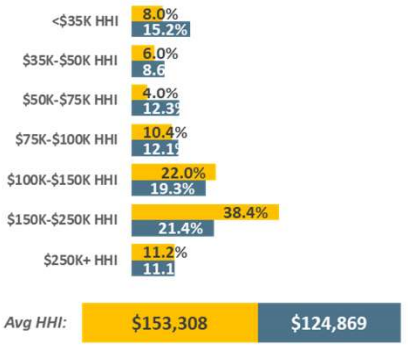
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

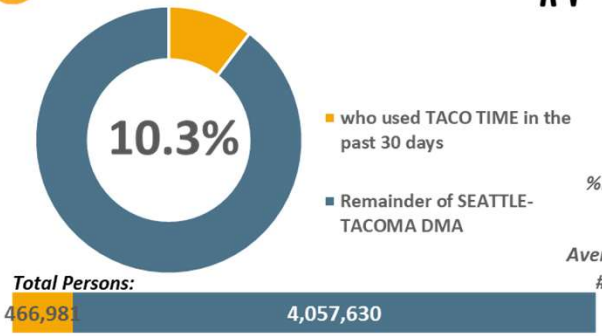


SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 192

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10.3% or 466,981 of SEATTLE-TACOMA DMA Adults 18 or older used TACO TIME in the past 30 days. Typical Adults 18 or older who used TACO TIME in the past 30 days are 51.5 years old (6.7% older than average) and have a $129,185 (3.5% higher than average) annual household income.

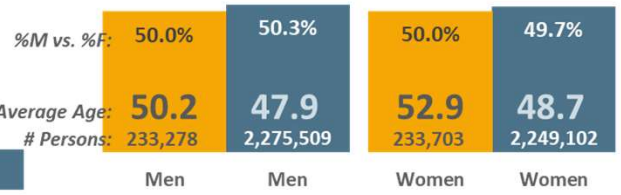
Percent of Market: Adults 18 or older



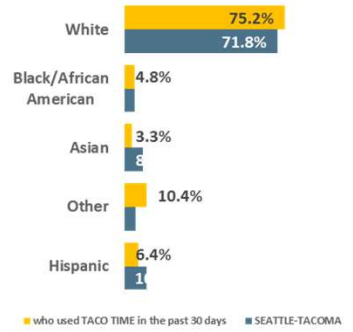
Total Persons:

466,981	4,057,630

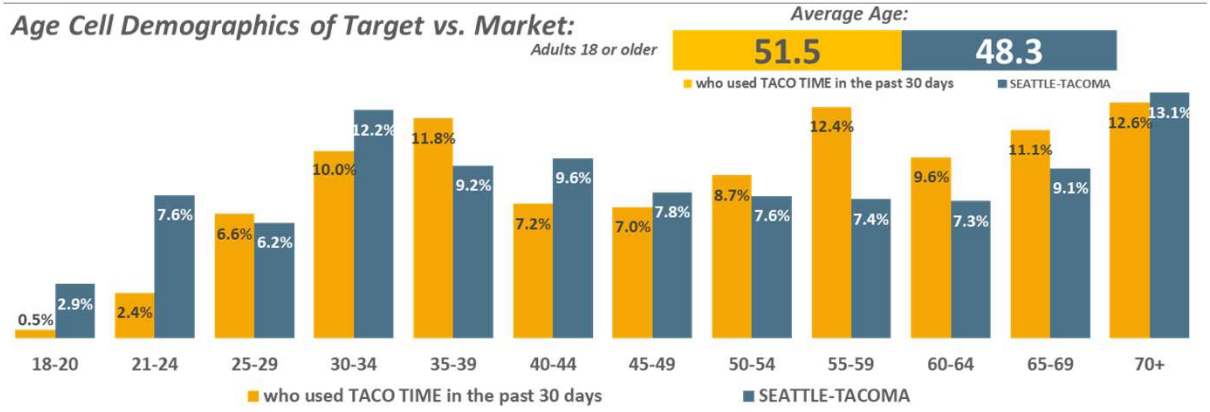
Gender of Target vs. Market: Adults 18 or older



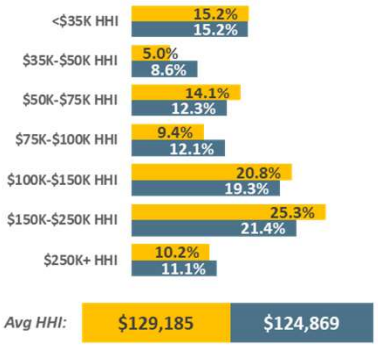
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$129,185	$124,869

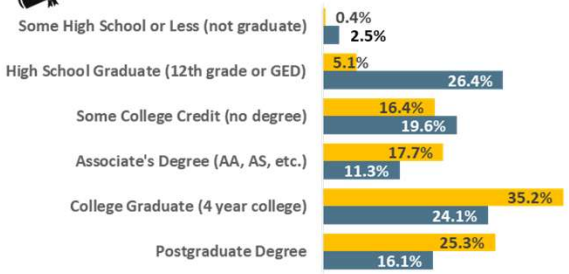
SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 427

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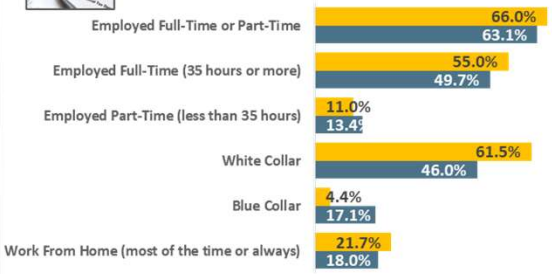
Quick service restaurants used past 30 days: Taco Time

1.9% or 86,283 of SEATTLE-TACOMA DMA Adults 18 or older used ANTHONY'S RESTAURANTS in the past 30 days. Adults 18 or older who used ANTHONY'S RESTAURANTS in the past 30 days are 50.1% more likely to be a college graduate, 10.6% more likely to work full-time, 37.2% more likely to be married, 29.% less likely to be a parent of 1 or more children under 18.

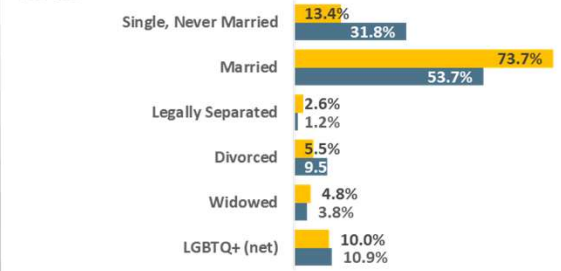
Education Levels: Adults 18 or older



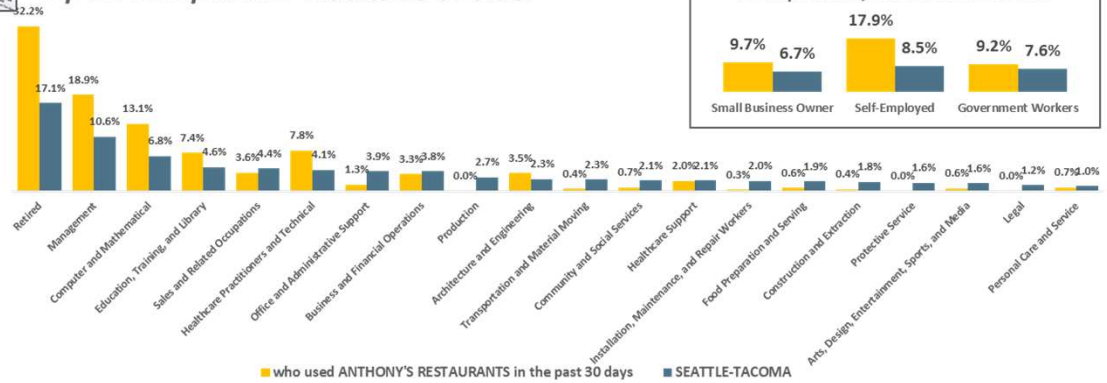
Employment: Adults 18 or older



Marital Status: Adults 18 or older

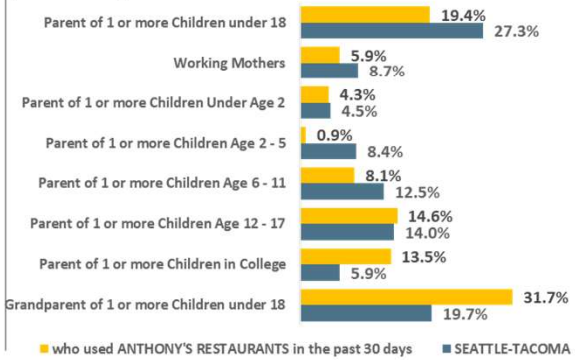


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



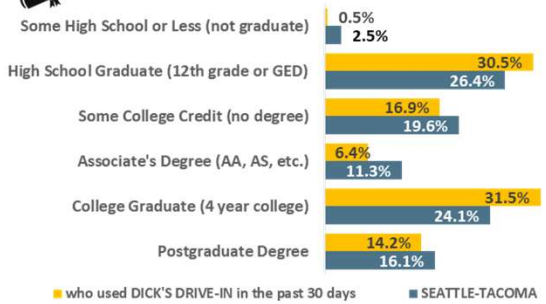
SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 113

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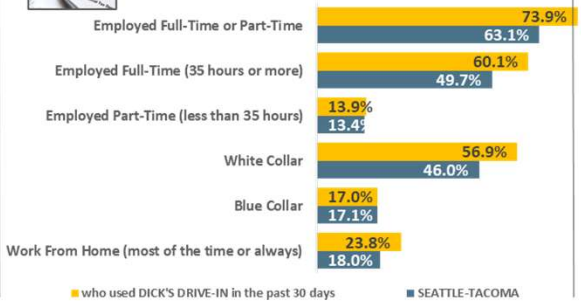
Sit-down restaurants used past 30 days: Anthony's

6.% or 271,719 of SEATTLE-TACOMA DMA Adults 18 or older used DICK'S DRIVE-IN in the past 30 days. Adults 18 or older who used DICK'S DRIVE-IN in the past 30 days are 13.7% more likely to be a college graduate, 20.8% more likely to work full-time, 16.7% less likely to be married, 18.3% more likely to be a parent of 1 or more children under 18.

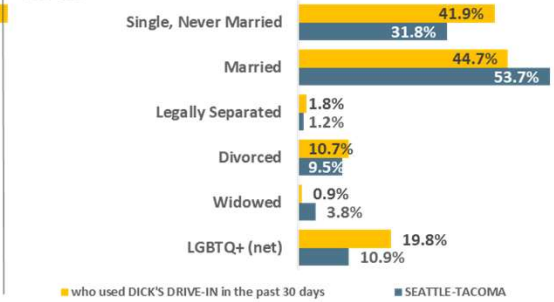
Education Levels: Adults 18 or older



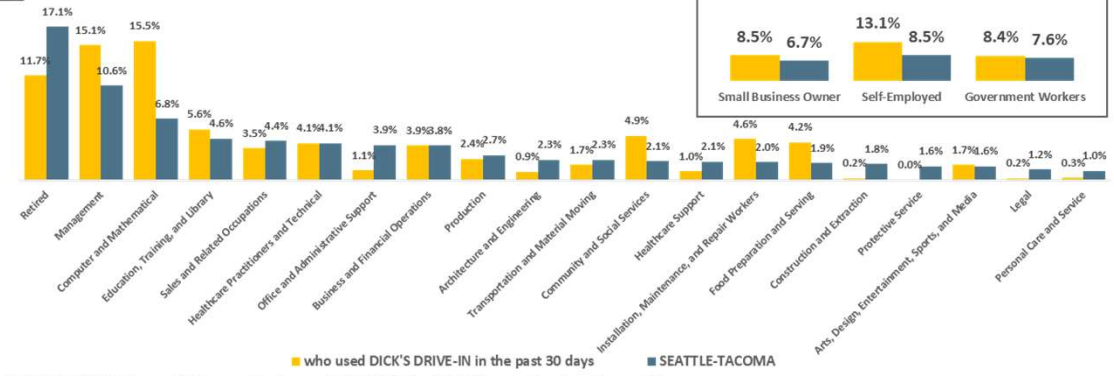
Employment: Adults 18 or older



Marital Status: Adults 18 or older

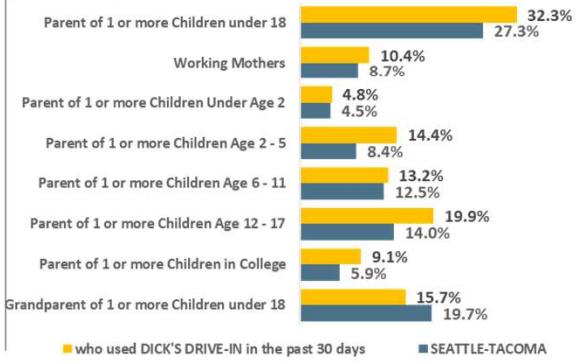


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



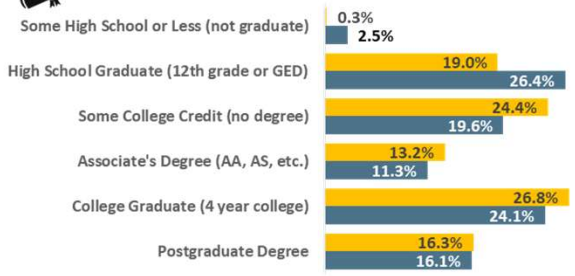
SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 220

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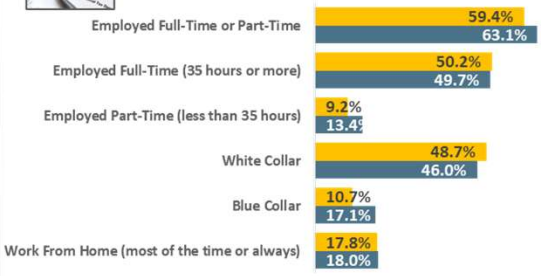
Quick service restaurants used past 30 days: Dick's

3.% or 135,216 of SEATTLE-TACOMA DMA Adults 18 or older used IVAR'S SEAFOOD BAR in the past 30 days. Adults 18 or older who used IVAR'S SEAFOOD BAR in the past 30 days are 7.1% more likely to be a college graduate, .9% more likely to work full-time, 3.1% more likely to be married, 16.6% more likely to be a parent of 1 or more children under 18.

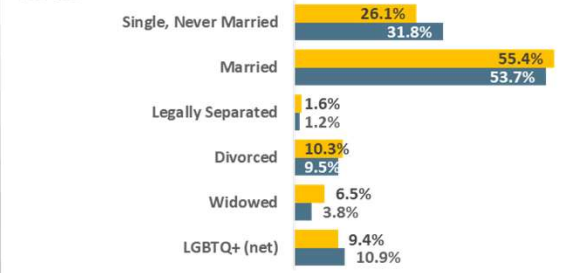
Education Levels: Adults 18 or older



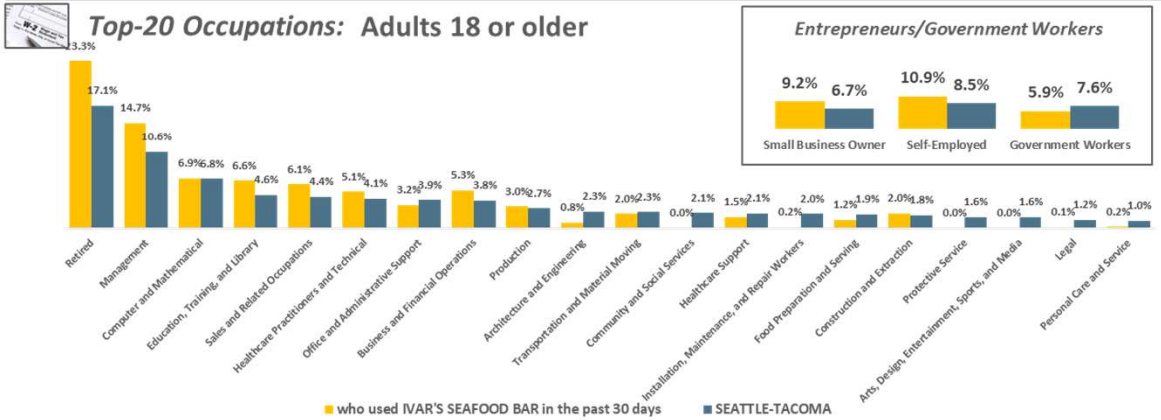
Employment: Adults 18 or older



Marital Status: Adults 18 or older

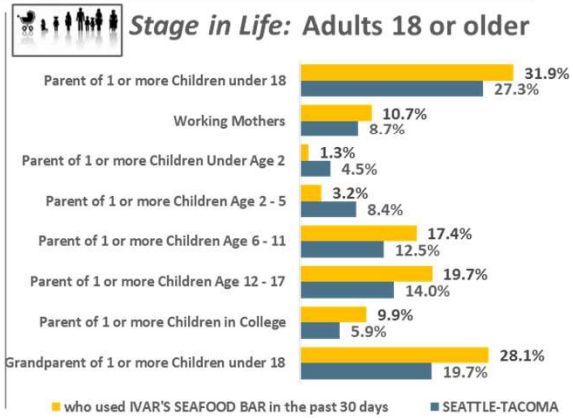


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



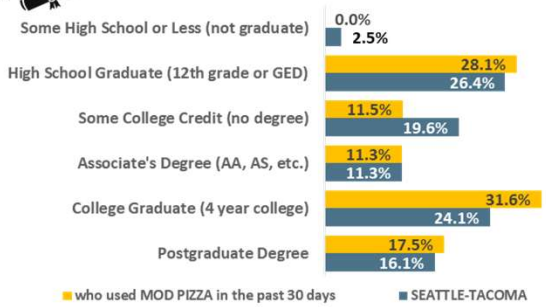
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Quick service restaurants used past 30 days: Ivar's Seafood Bar

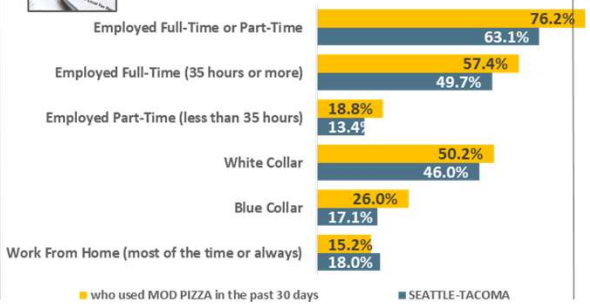
MOD PIZZA SEA

4.3% or 193,541 of SEATTLE-TACOMA DMA Adults 18 or older used MOD PIZZA in the past 30 days. Adults 18 or older who used MOD PIZZA in the past 30 days are 22.1% more likely to be a college graduate, 15.4% more likely to work full-time, 2.1% less likely to be married, 21.2% more likely to be a parent of 1 or more children under 18.

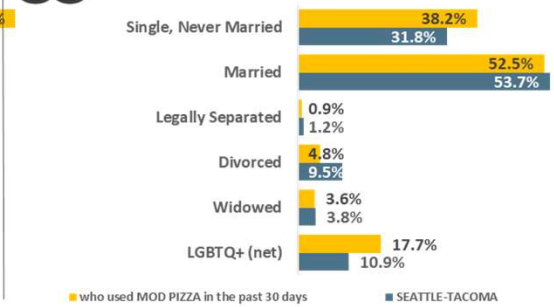
Education Levels: Adults 18 or older



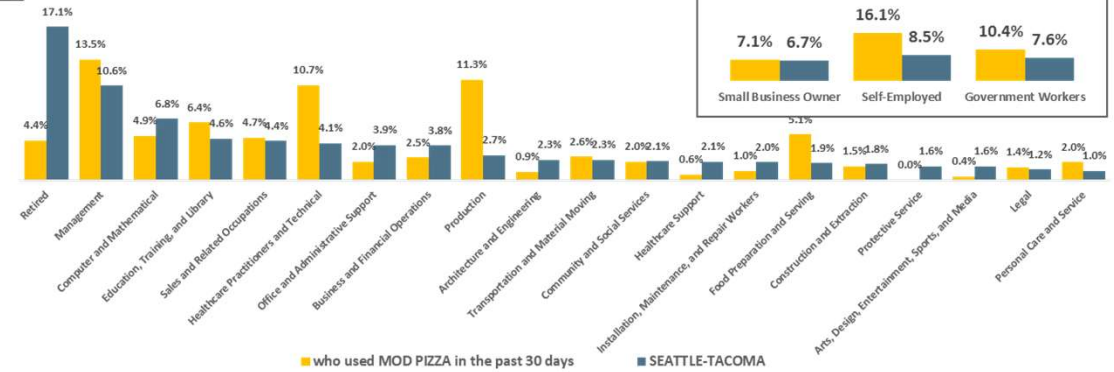
Employment: Adults 18 or older



Marital Status: Adults 18 or older

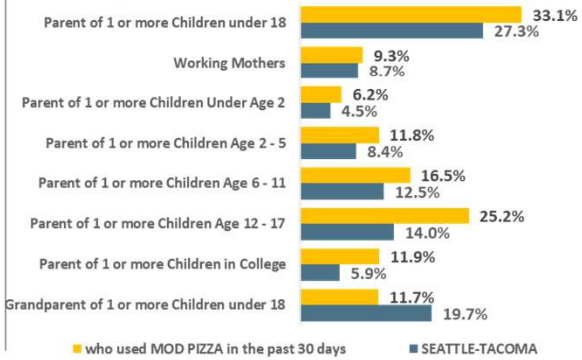


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 192

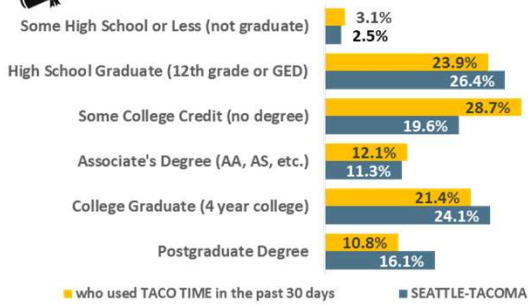
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Sit-down restaurants used past 30 days: MOD Pizza

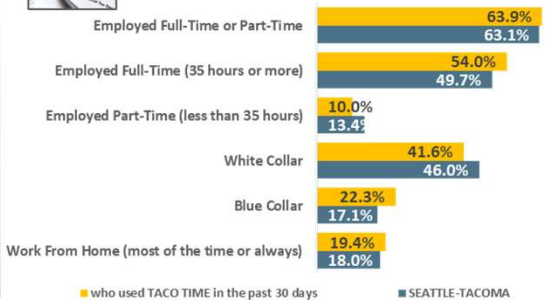
SEA

10.3% or 466,981 of SEATTLE-TACOMA DMA Adults 18 or older used TACO TIME in the past 30 days. Adults 18 or older who used TACO TIME in the past 30 days are 20.1% less likely to be a college graduate, 8.5% more likely to work full-time, 5.9% more likely to be married, 8.% less likely to be a parent of 1 or more children under 18.

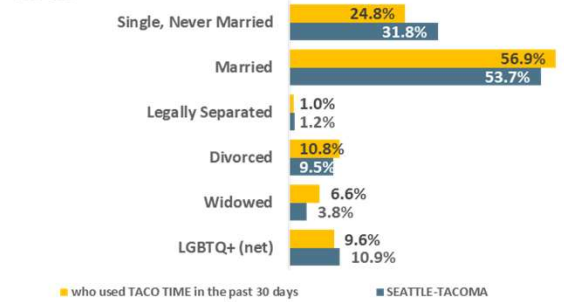
Education Levels: Adults 18 or older



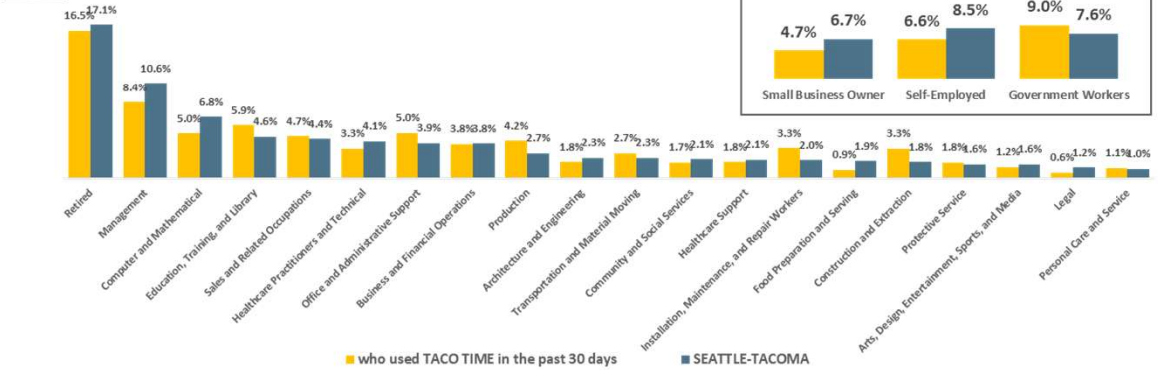
Employment: Adults 18 or older



Marital Status: Adults 18 or older

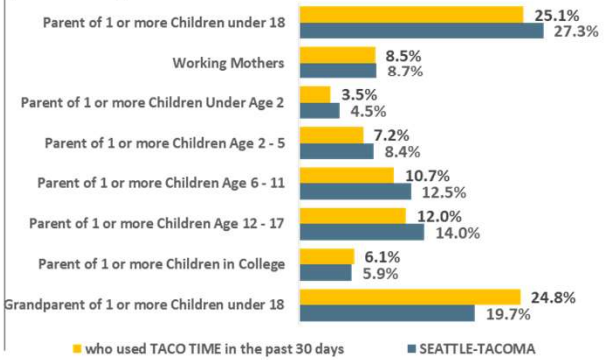


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



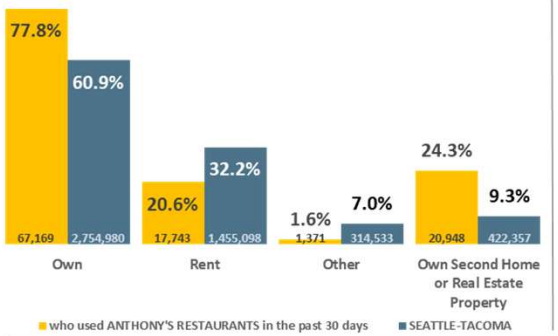
SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 427

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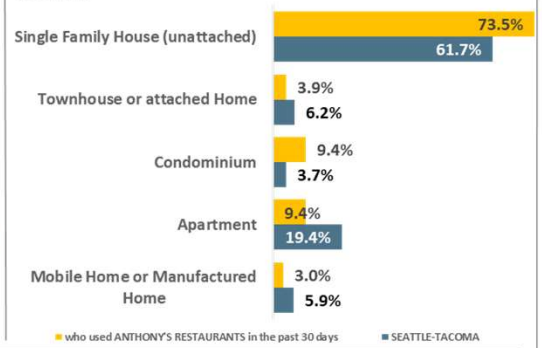
Quick service restaurants used past 30 days: Taco Time

1.9% or 86,283 of SEATTLE-TACOMA DMA Adults 18 or older used ANTHONY'S RESTAURANTS in the past 30 days. Adults 18 or older who used ANTHONY'S RESTAURANTS in the past 30 days are 27.9% more likely to own their home, 15.6% more likely to own a higher valued home, 19.2% more likely to have a single-family home, .5% more likely to have a dog.

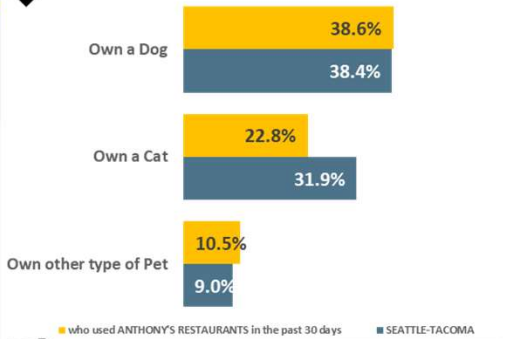
Own/Rent/Other: Adults 18 or older



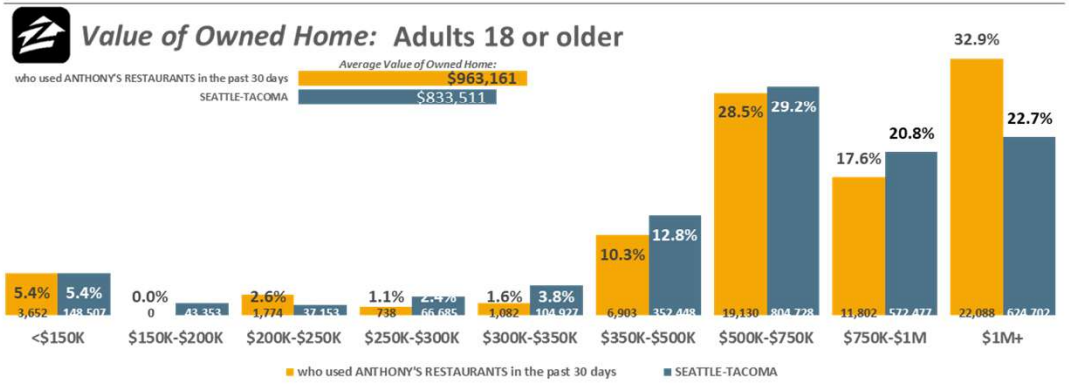
Type of Home: Adults 18 or older



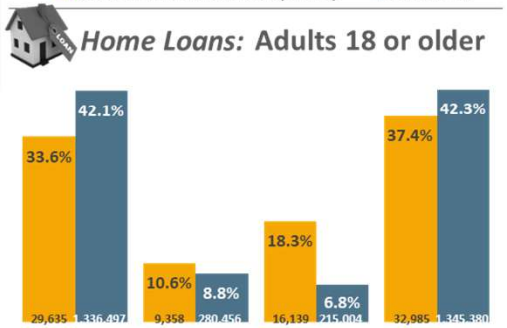
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



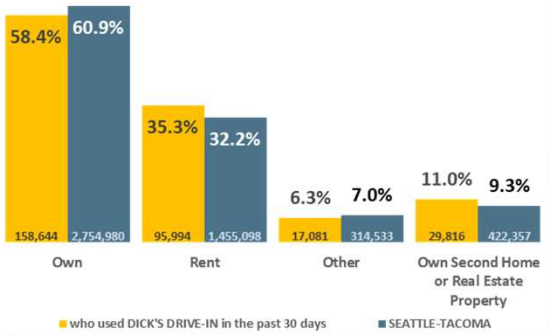
SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 113

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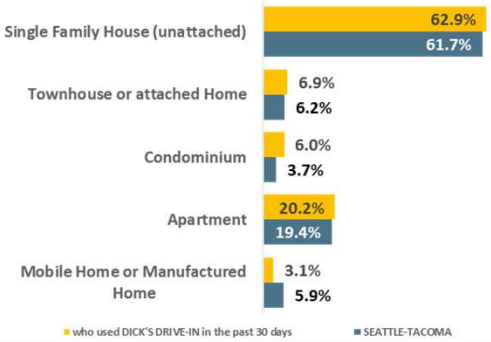
Sit-down restaurants used past 30 days: Anthony's

6.% or 271,719 of SEATTLE-TACOMA DMA Adults 18 or older used DICK'S DRIVE-IN in the past 30 days. Adults 18 or older who used DICK'S DRIVE-IN in the past 30 days are 4.1% less likely to own their home, 1.1% more likely to own a higher valued home, 1.9% more likely to have a single-family home, 5.5% less likely to have a dog.

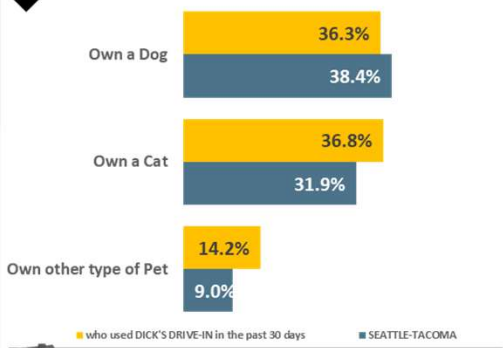
Own/Rent/Other: Adults 18 or older



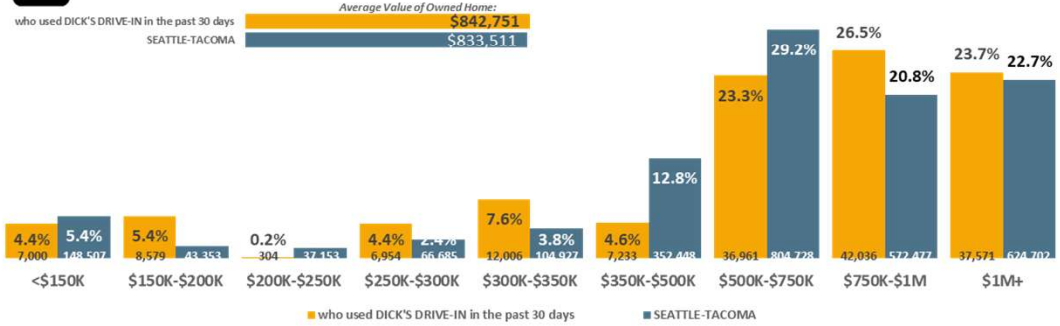
Type of Home: Adults 18 or older



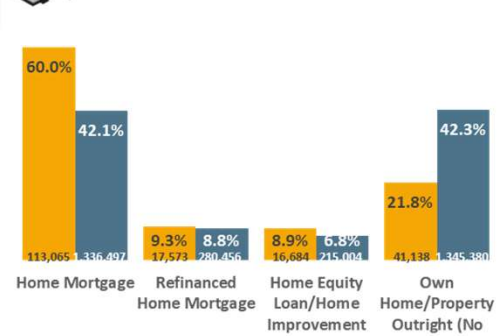
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



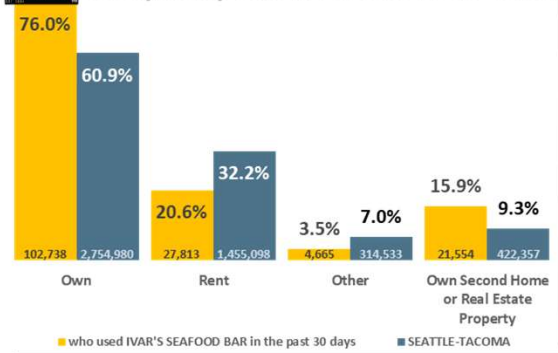
SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 220

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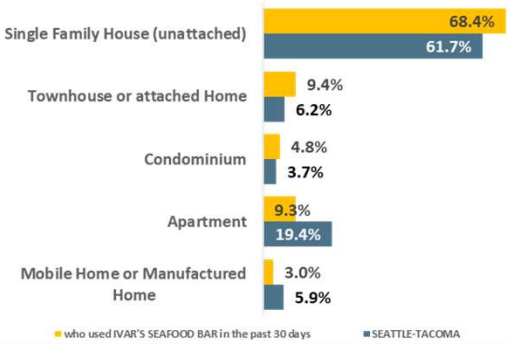
Quick service restaurants used past 30 days: Dick's

3.% or 135,216 of SEATTLE-TACOMA DMA Adults 18 or older used IVAR'S SEAFOOD BAR in the past 30 days. Adults 18 or older who used IVAR'S SEAFOOD BAR in the past 30 days are 24.8% more likely to own their home, .6% more likely to own a lower valued home, 10.8% more likely to have a single-family home, 7.7% more likely to have a dog.

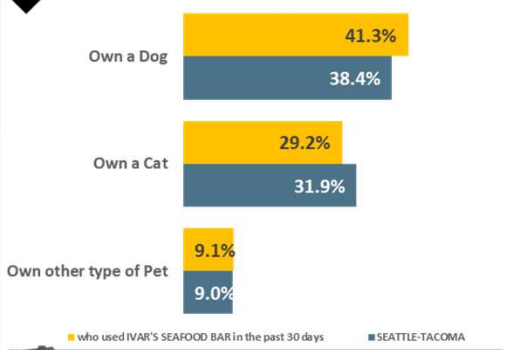
Own/Rent/Other: Adults 18 or older



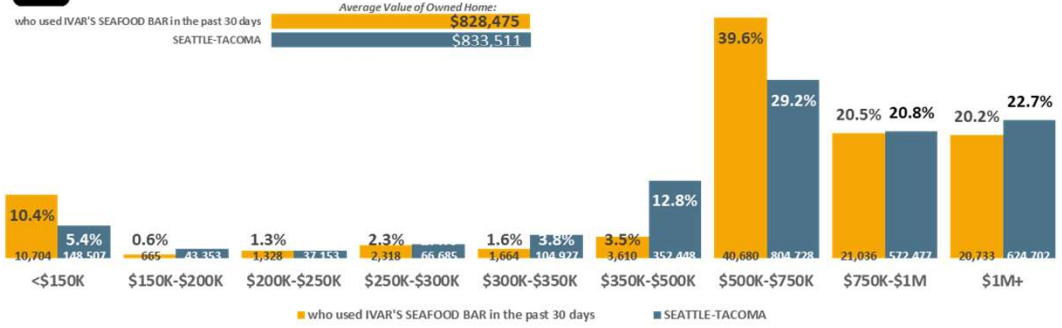
Type of Home: Adults 18 or older



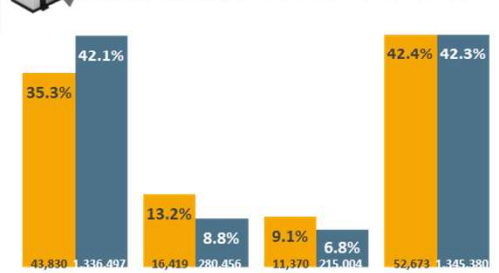
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 139

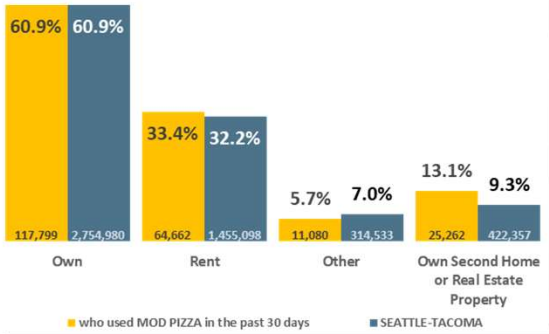
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Quick service restaurants used past 30 days: Ivar's Seafood Bar

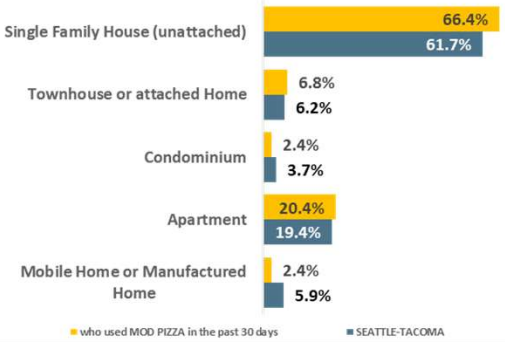
MOD PIZZA SEA

4.3% or 193,541 of SEATTLE-TACOMA DMA Adults 18 or older used MOD PIZZA in the past 30 days. Adults 18 or older who used MOD PIZZA in the past 30 days are .% less likely to own their home, 4.5% more likely to own a higher valued home, 7.7% more likely to have a single-family home, 17.3% more likely to have a dog.

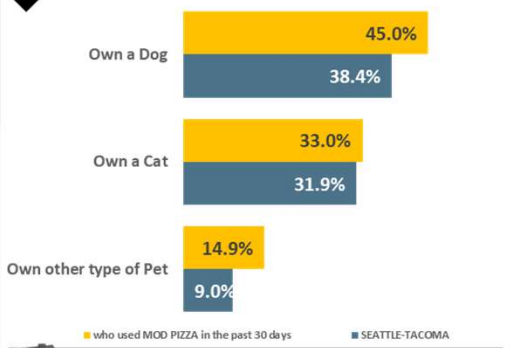
Own/Rent/Other: Adults 18 or older



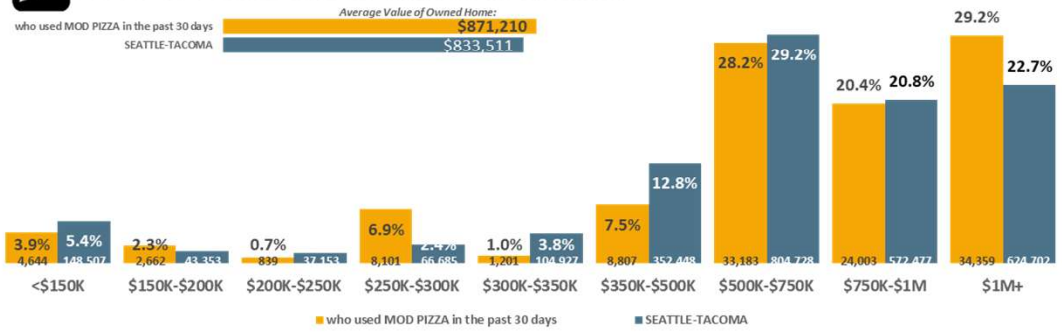
Type of Home: Adults 18 or older



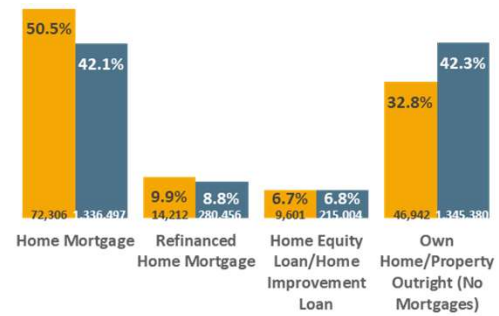
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 192

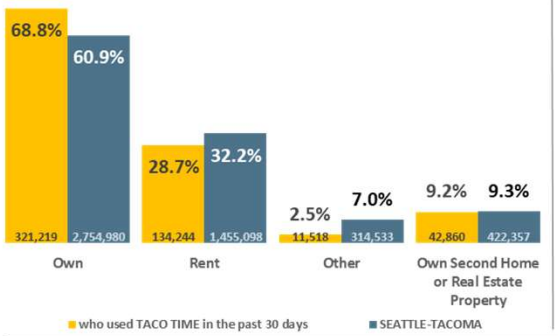
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Sit-down restaurants used past 30 days: MOD Pizza

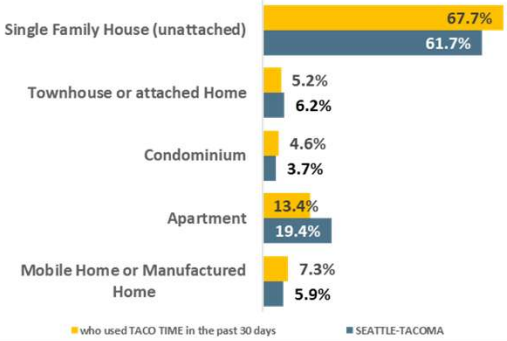
SEA

10.3% or 466,981 of SEATTLE-TACOMA DMA Adults 18 or older used TACO TIME in the past 30 days. Adults 18 or older who used TACO TIME in the past 30 days are 13.% more likely to own their home, 9.8% more likely to own a lower valued home, 9.7% more likely to have a single-family home, 16.6% more likely to have a dog.

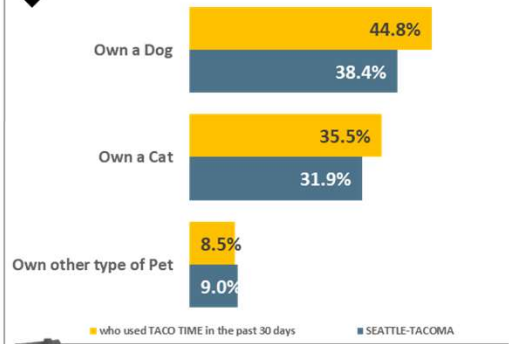
Own/Rent/Other: Adults 18 or older



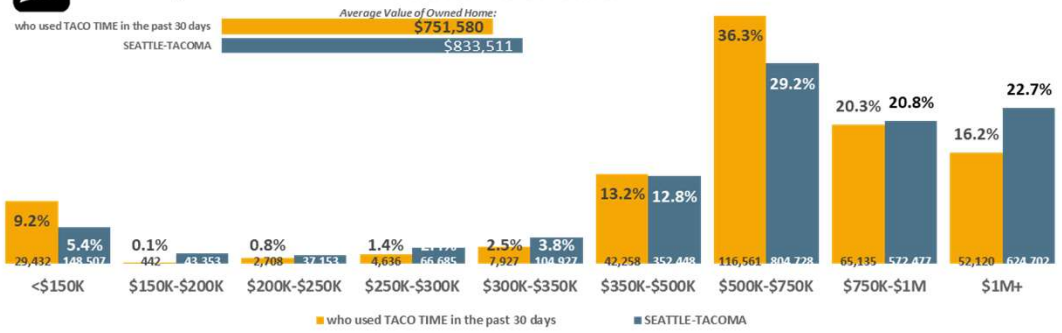
Type of Home: Adults 18 or older



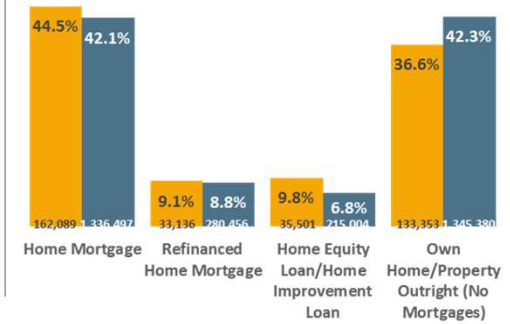
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



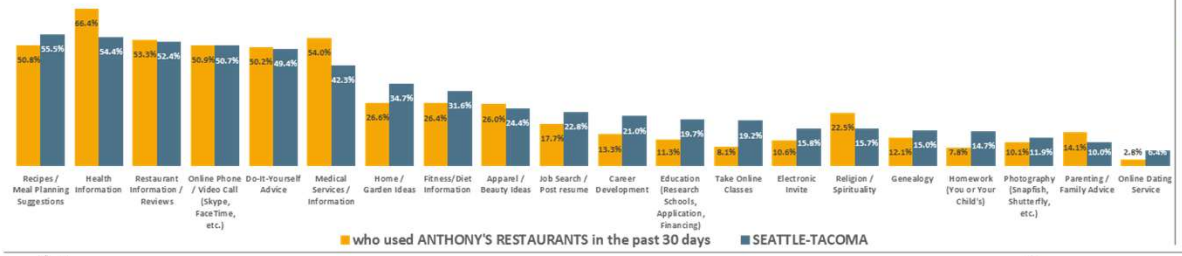
SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 427

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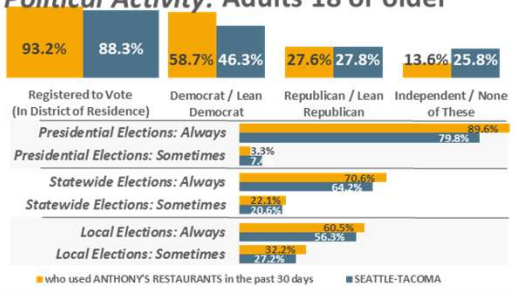
Quick service restaurants used past 30 days: Taco Time

1.9% or 86,283 of SEATTLE-TACOMA DMA Adults 18 or older used ANTHONY'S RESTAURANTS in the past 30… Adults 18 or older who used ANTHONY'S RESTAURANTS in the past 30 days are 1.7% more likely to look up D-I-Y advice online, 7.4% more likely to always vote in local elections, 76.4% more likely to belong to a gym, 37.5% more likely to fly domestic past yr.

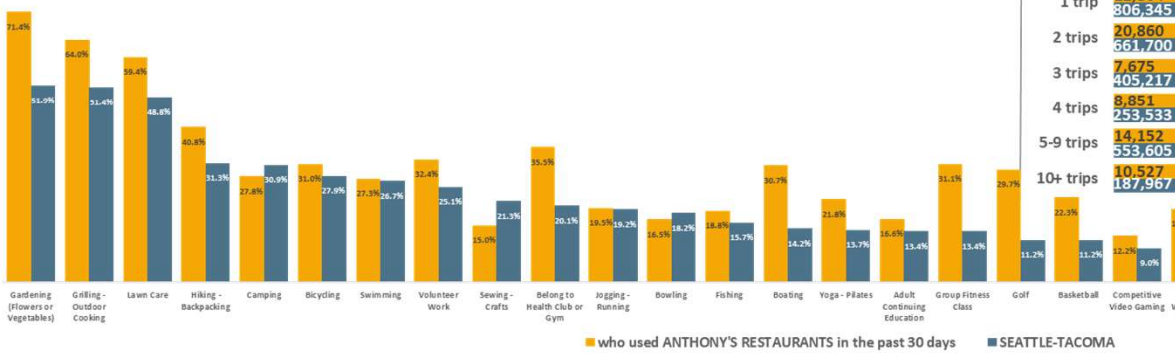
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



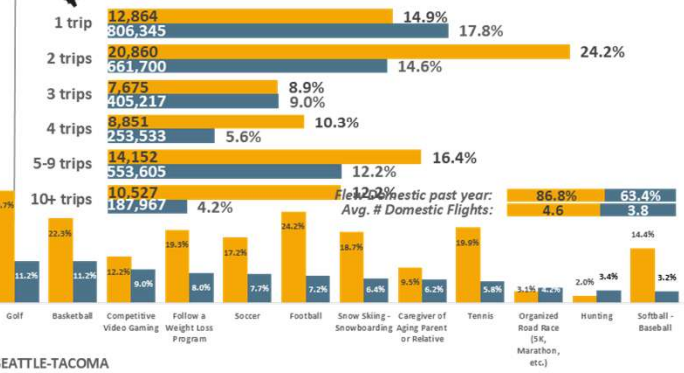
Political Activity: Adults 18 or older



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



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



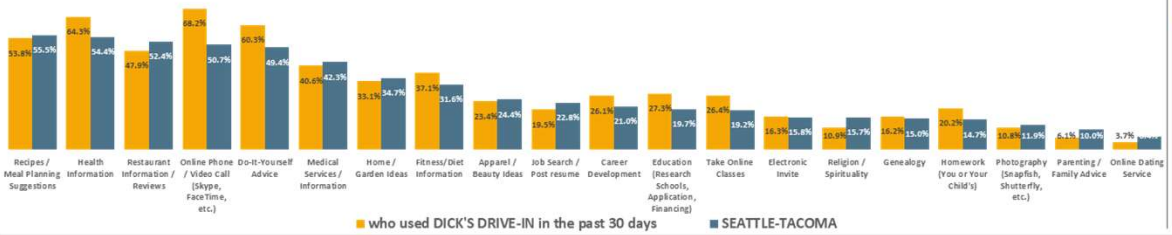
SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 113

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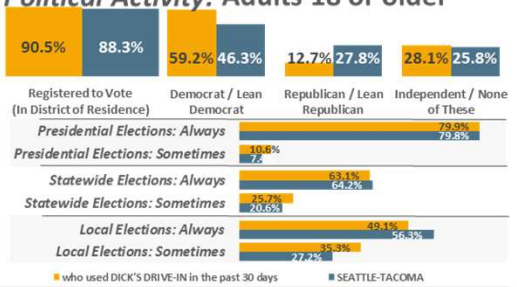
Sit-down restaurants used past 30 days: Anthony's

6.% or 271,719 of SEATTLE-TACOMA DMA Adults 18 or older used DICK'S DRIVE-IN in the past 30 days. Adults 18 or older who used DICK'S DRIVE-IN in the past 30 days are 22.2% more likely to look up D-I-Y advice online, 12.8% less likely to always vote in local elections, 28.3% more likely to belong to a gym, 28.6% more likely to fly domestic past yr.

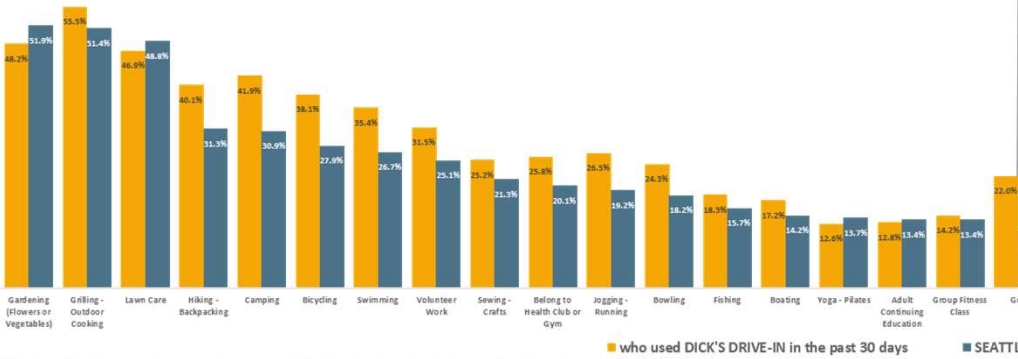
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



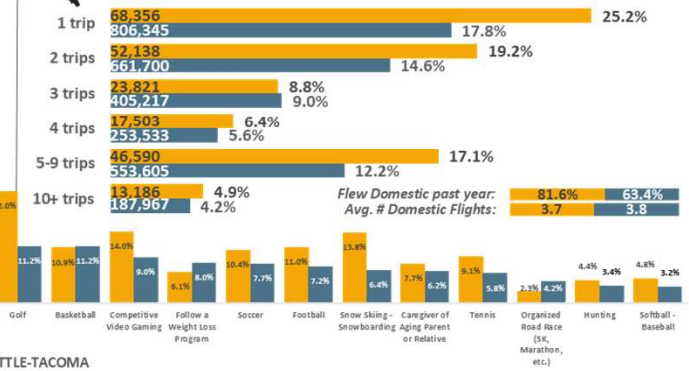
Political Activity: Adults 18 or older



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



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



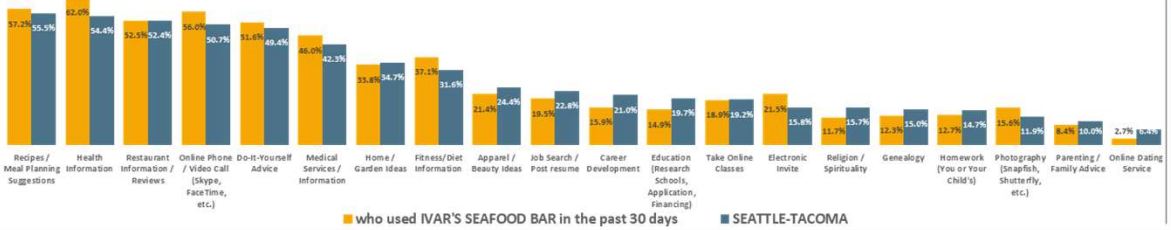
SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 220

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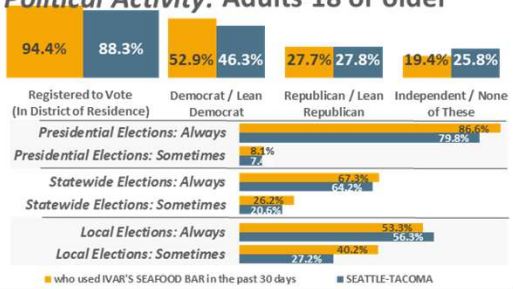
Quick service restaurants used past 30 days: Dick's

3.% or 135,216 of SEATTLE-TACOMA DMA Adults 18 or older used IVAR'S SEAFOOD BAR in the past 30 days. Adults 18 or older who used IVAR'S SEAFOOD BAR in the past 30 days are 4.6% more likely to look up D-I-Y advice online, 5.4% less likely to always vote in local elections, 7.7% more likely to belong to a gym, 22.2% more likely to fly domestic past yr.

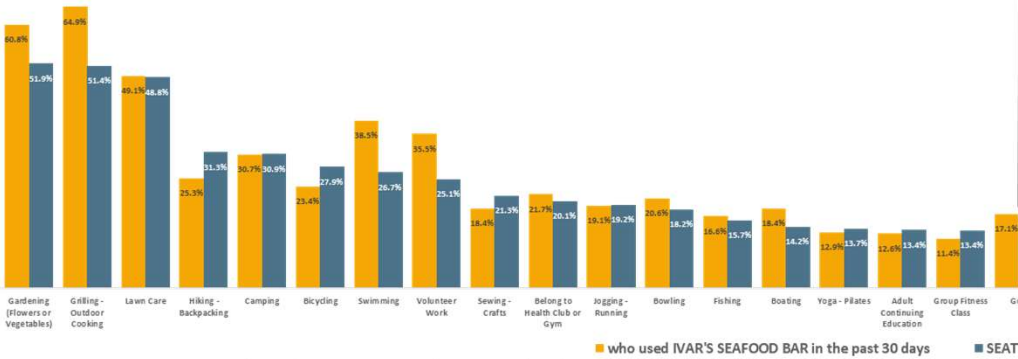
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



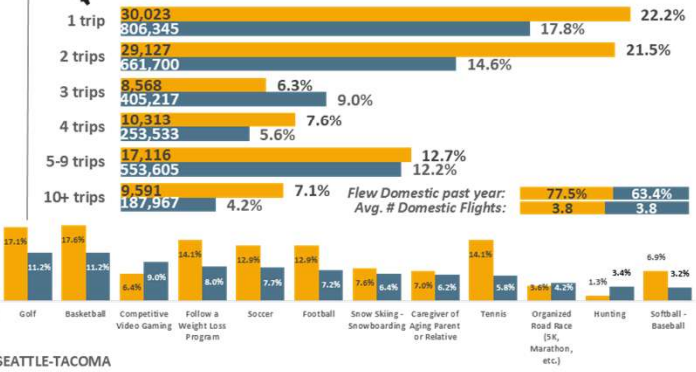
Political Activity: Adults 18 or older



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



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



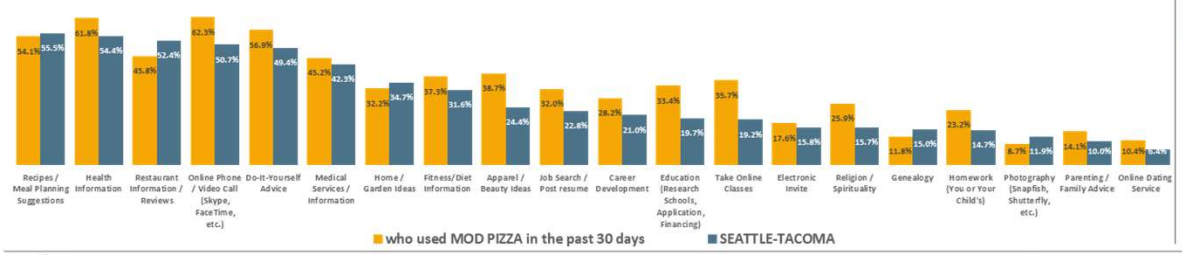
SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 139

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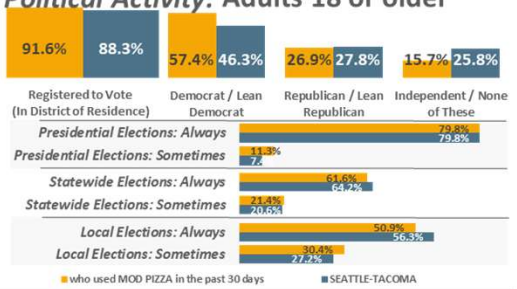
Quick service restaurants used past 30 days: Ivar's Seafood Bar

4.3% or 193,541 of SEATTLE-TACOMA DMA Adults 18 or older used MOD PIZZA in the past 30 days. Adults 18 or older who used MOD PIZZA in the past 30 days are 15.2% more likely to look up D-I-Y advice online, 9.6% less likely to always vote in local elections, 45.2% more likely to belong to a gym, 23.6% more likely to fly domestic past yr.

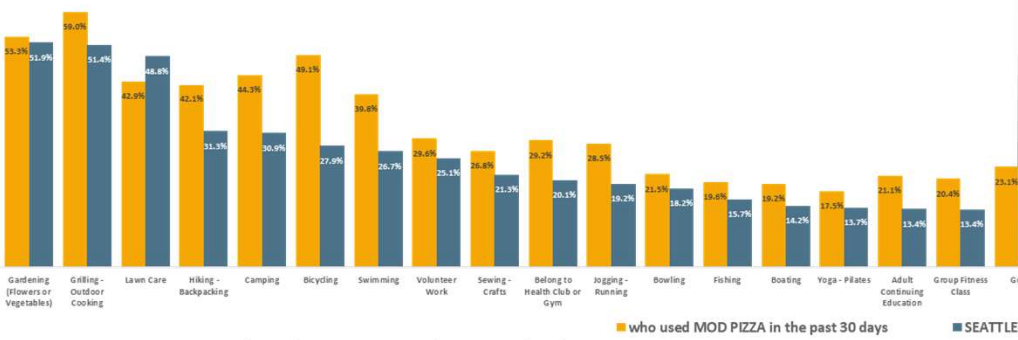
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



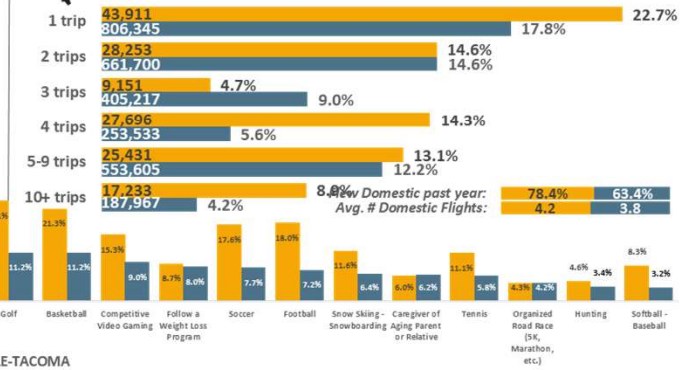
Political Activity: Adults 18 or older



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



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



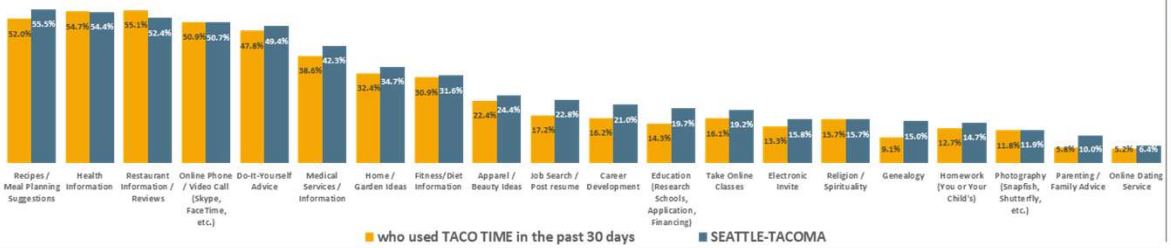
SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 192

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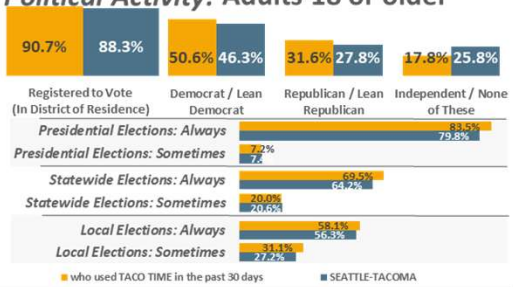
Sit-down restaurants used past 30 days: MOD Pizza

10.3% or 466,981 of SEATTLE-TACOMA DMA Adults 18 or older used TACO TIME in the past 30 days. Adults 18 or older who used TACO TIME in the past 30 days are 3.2% less likely to look up D-I-Y advice online, 3.1% more likely to always vote in local elections, 22.1% less likely to belong to a gym, 6.3% less likely to fly domestic past yr.

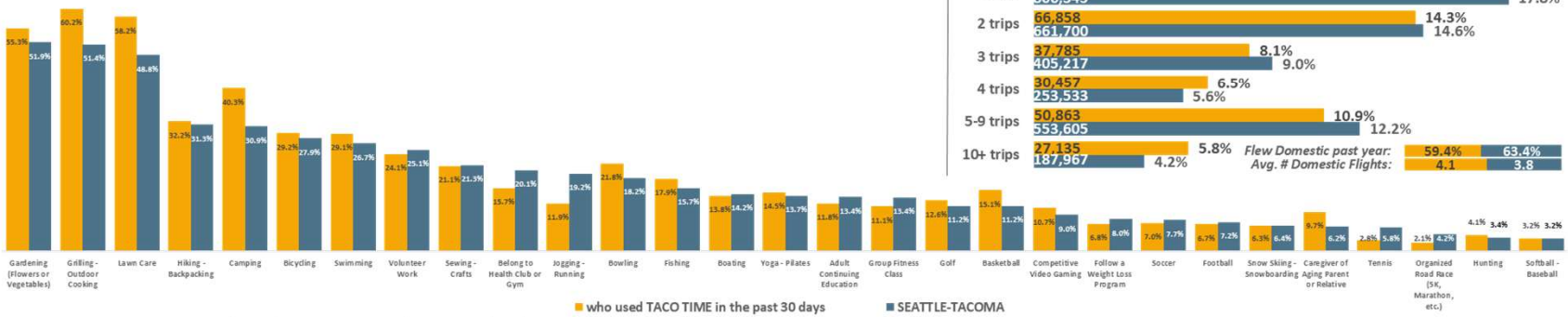
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 427

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Quick service restaurants used past 30 days: Taco Time



1.9% or 86,283 of SEATTLE-TACOMA DMA Adults 18 or older used ANTHONY'S RESTAURANTS in the past 30 days. Adults 18 or older who used ANTHONY'S RESTAURANTS in the past 30 days are 9.6% more likely to use QSRs past mo., 43.1% more likely to use Sit-Down Restaurants past mo., 75.2% more likely to use Casinos past yr., 7.% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



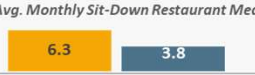
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



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.)

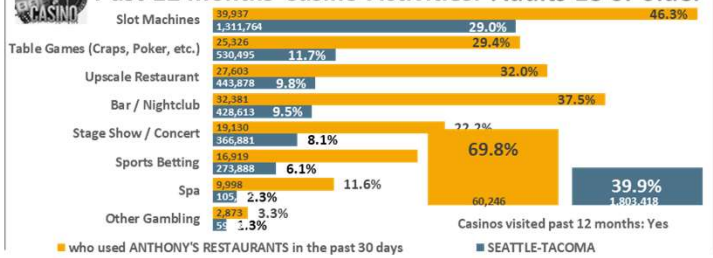


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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

6.% or 271,719 of SEATTLE-TACOMA DMA Adults 18 or older used DICK'S DRIVE-IN in the past 30 days. Adults 18 or older who used DICK'S DRIVE-IN in the past 30 days are 24.8% more likely to use QSRs past mo., 16.3% more likely to use Sit-Down Restaurants past mo., 21.5% more likely to use Casinos past yr., 63.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 100.0% 271,719 | 80.1% 3,624,751

Avg. Monthly QSR Meals: 7.4 | 5.5

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



Total Monthly Sit-Down Restaurant Users: 81.3% 220,848 | 69.9% 3,162,900

Avg. Monthly Sit-Down Restaurant Meals: 4.9 | 3.8

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 DICK'S DRIVE-IN in the past 30 days: 91,939 | 33.8%

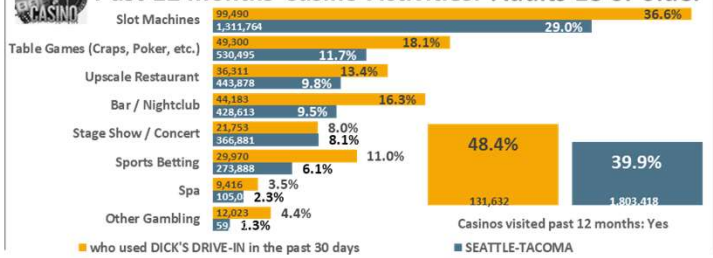
SEATTLE-TACOMA: 893,209 | 19.7%

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



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 220

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Quick service restaurants used past 30 days: Dick's

3.% or 135,216 of SEATTLE-TACOMA DMA Adults 18 or older used IVAR'S SEAFOOD BAR in the past 30 days. Adults 18 or older who used IVAR'S SEAFOOD BAR in the past 30 days are 24.8% more likely to use QSRs past mo., 35.7% more likely to use Sit-Down Restaurants past mo., 29.7% more likely to use Casinos past yr., 41.6% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 100.0% (135,216) 80.1% (3,624,751)

Avg. Monthly QSR Meals: 8.6 5.5

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



Total Monthly Sit-Down Restaurant Users: 94.8% (128,239) 69.9% (3,162,900)

Avg. Monthly Sit-Down Restaurant Meals: 4.7 3.8

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 IVAR'S SEAFOOD BAR in the past 30 days 36,599 27.1%

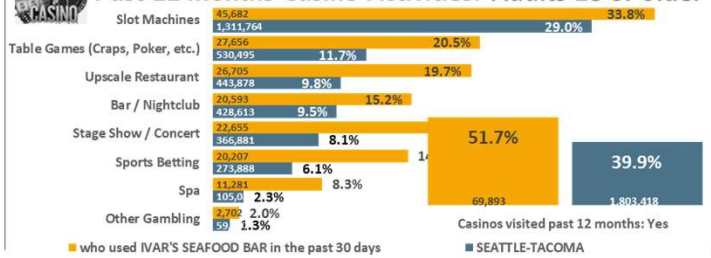
SEATTLE-TACOMA 893,209 19.7%

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



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 139

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

MOD PIZZA SEA

4.3% or 193,541 of SEATTLE-TACOMA DMA Adults 18 or older used MOD PIZZA in the past 30 days. Adults 18 or older who used MOD PIZZA in the past 30 days are 19.9% more likely to use QSRs past mo., 43.1% more likely to use Sit-Down Restaurants past mo., 20.8% more likely to use Casinos past yr., 22.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 96.1% 185,941 | 80.1% 3,624,751

Avg. Monthly QSR Meals: 7.0 | 5.5

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



Total Monthly Sit-Down Restaurant Users: 100.0% 193,541 | 69.9% 3,162,900

Avg. Monthly Sit-Down Restaurant Meals: 4.3 | 3.8

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 MOD PIZZA in the past 30 days 71,689 37.0%

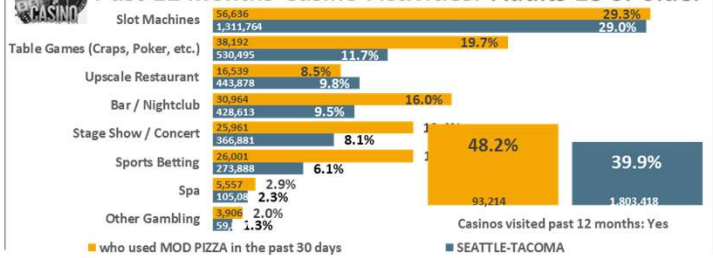
SEATTLE-TACOMA 893,209 19.7%

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



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 192

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Sit-down restaurants used past 30 days: MOD Pizza

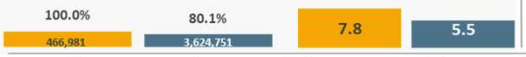


10.3% or 466,981 of SEATTLE-TACOMA DMA Adults 18 or older used TACO TIME in the past 30 days. Adults 18 or older who used TACO TIME in the past 30 days are 24.8% more likely to use QSRs past mo., 17.% more likely to use Sit-Down Restaurants past mo., 31.9% more likely to use Casinos past yr., 35.% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

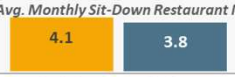
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

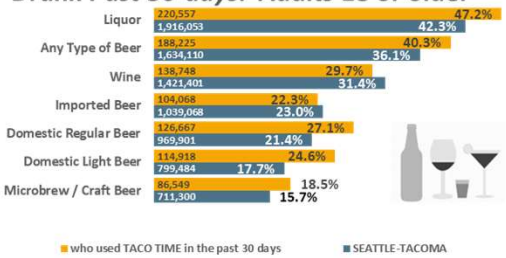
(Sit-Down Restaurants Used Past 30-days)



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

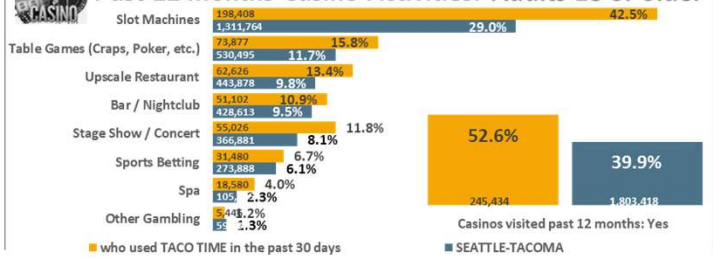


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



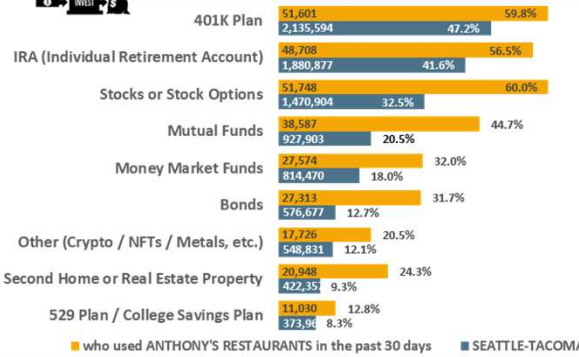
SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 427

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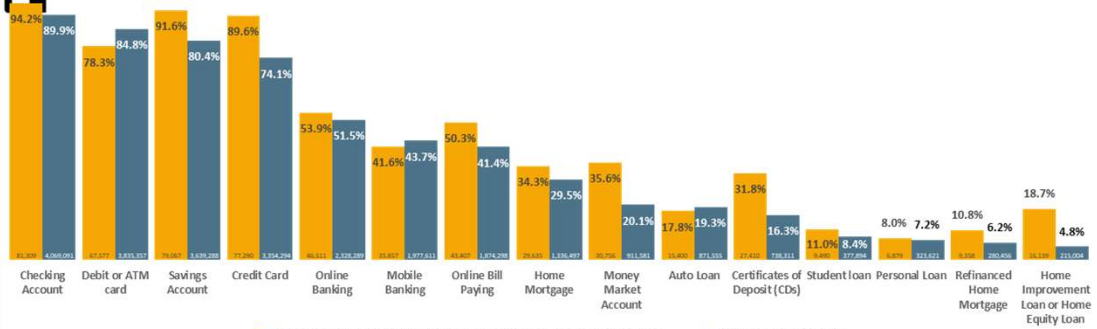
Quick service restaurants used past 30 days: Taco Time

1.9% or 86,283 of SEATTLE-TACOMA DMA Adults 18 or older used ANTHONY'S RESTAURANTS in the past 30... Adults 18 or older who used ANTHONY'S RESTAURANTS in the past 30 days are 26.7% more likely to have a 401K, 7.3% less likely to have an Auto Loan, 59.2% more likely to Invest/Trade Stocks Online, 19.% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



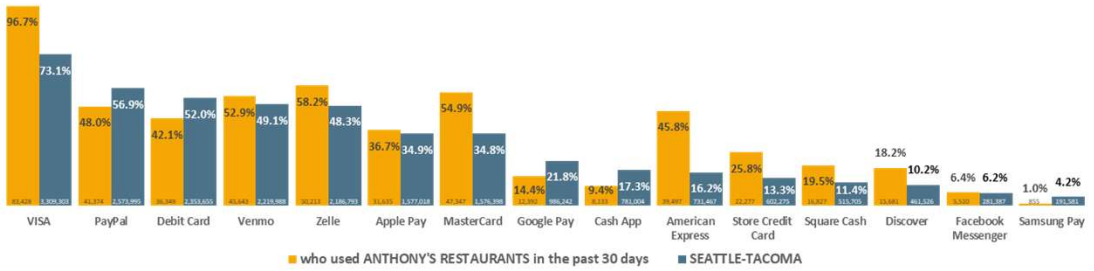
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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

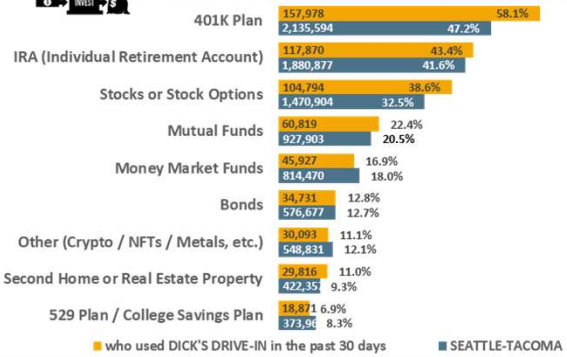


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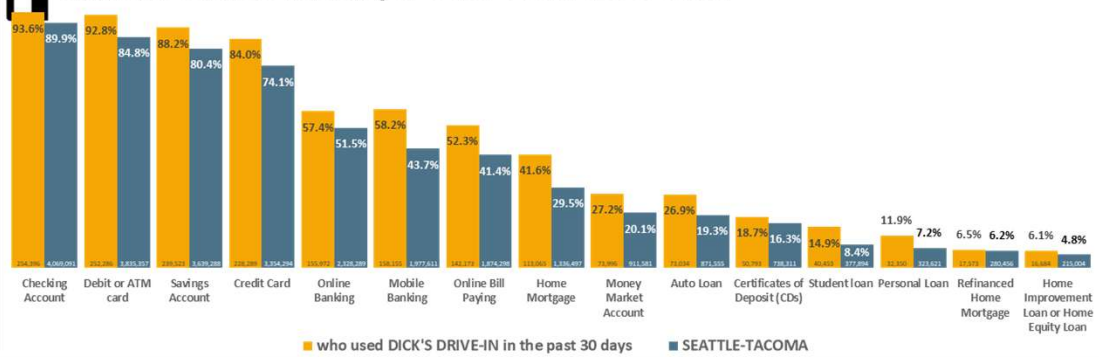
Sit-down restaurants used past 30 days: Anthony's

6.% or 271,719 of SEATTLE-TACOMA DMA Adults 18 or older used DICK'S DRIVE-IN in the past 30 days. Adults 18 or older who used DICK'S DRIVE-IN in the past 30 days are 23.2% more likely to have a 401K, 39.5% more likely to have an Auto Loan, 21.5% more likely to Invest/Trade Stocks Online, 24.2% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



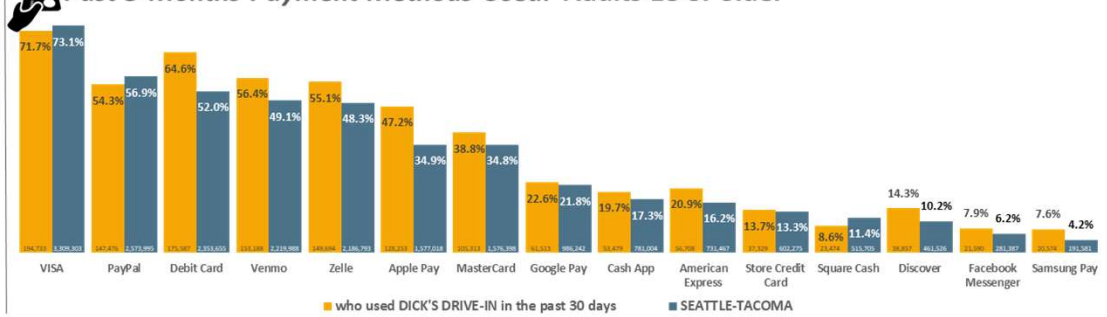
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 220

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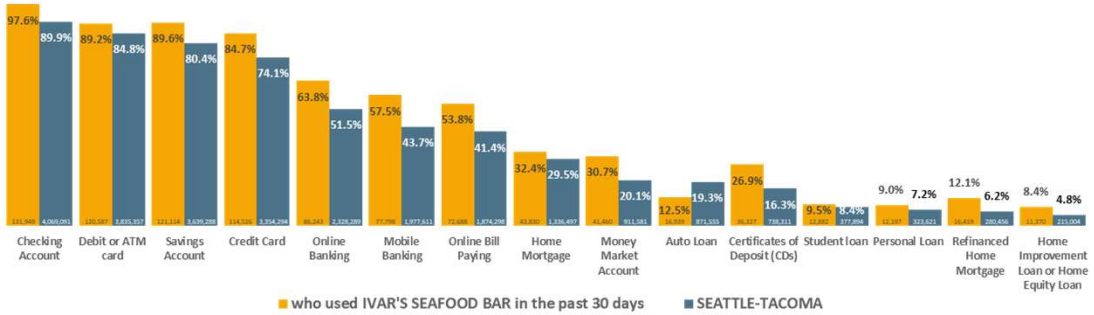
Quick service restaurants used past 30 days: Dick's

3.% or 135,216 of SEATTLE-TACOMA DMA Adults 18 or older used IVAR'S SEAFOOD BAR in the past 30 days. Adults 18 or older who used IVAR'S SEAFOOD BAR in the past 30 days are 18.4% more likely to have a 401K, 35.% less likely to have an Auto Loan, 19.4% more likely to Invest/Trade Stocks Online, 23.5% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



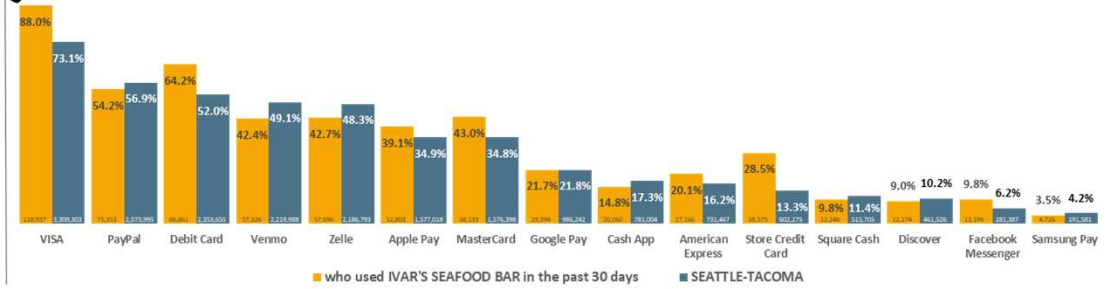
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



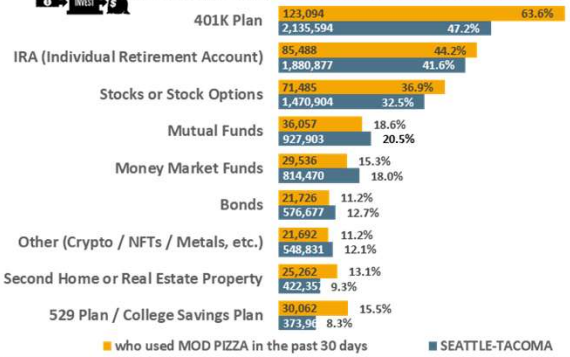
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Quick service restaurants used past 30 days: Ivar's Seafood Bar

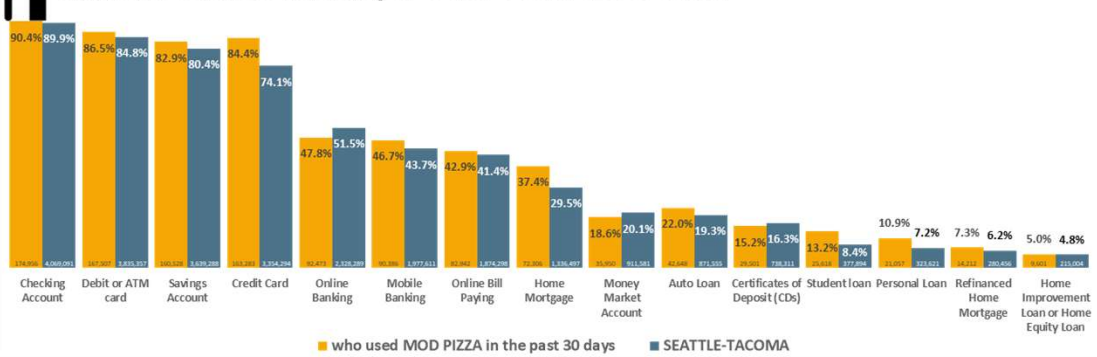
MOD PIZZA SEA

4.3% or 193,541 of SEATTLE-TACOMA DMA Adults 18 or older used MOD PIZZA in the past 30 days. Adults 18 or older who used MOD PIZZA in the past 30 days are 34.7% more likely to have a 401K, 14.4% more likely to have an Auto Loan, 29.% more likely to Invest/Trade Stocks Online, .1% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



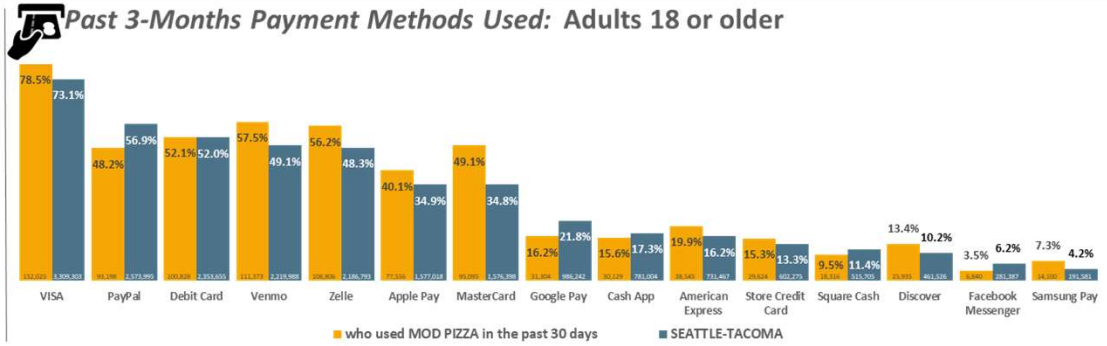
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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Sit-down restaurants used past 30 days: MOD Pizza

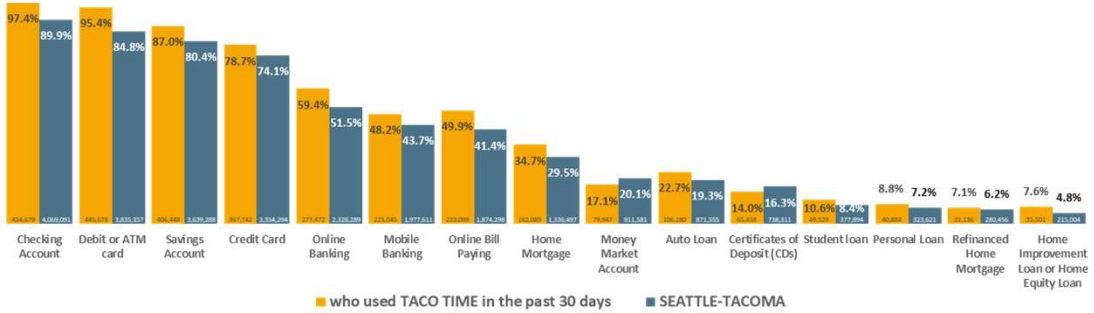
SEA

10.3% or 466,981 of SEATTLE-TACOMA DMA Adults 18 or older used TACO TIME in the past 30 days. Adults 18 or older who used TACO TIME in the past 30 days are 1.6% less likely to have a 401K, 18.% more likely to have an Auto Loan, 10.5% less likely to Invest/Trade Stocks Online, 29.5% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



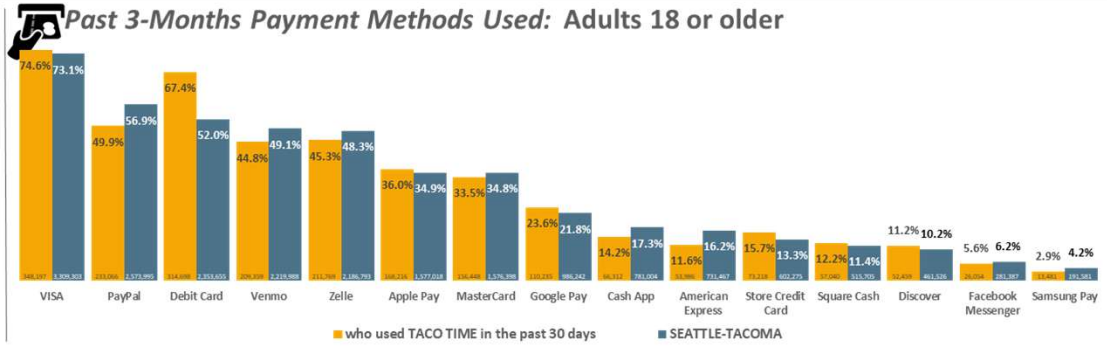
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



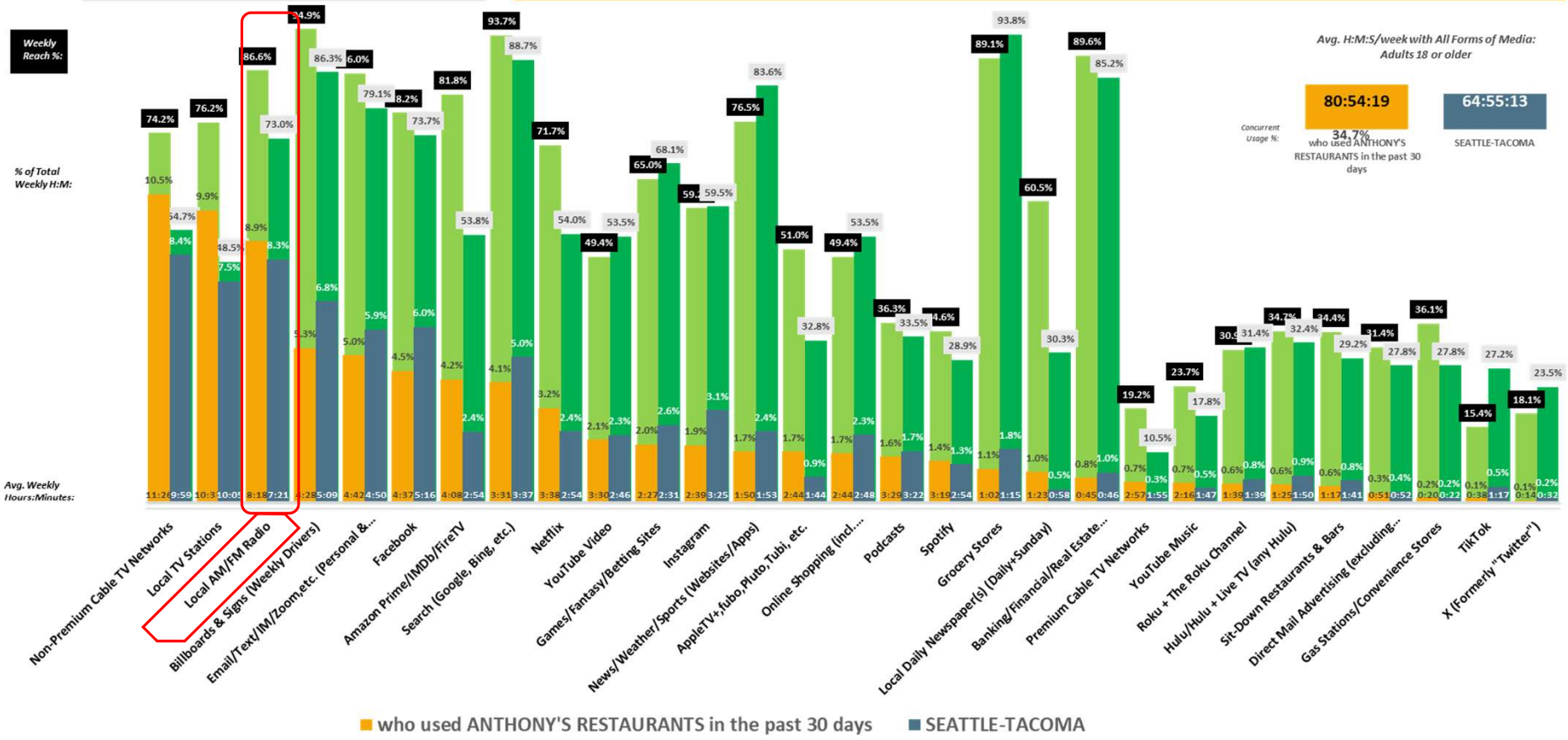
SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 427

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Quick service restaurants used past 30 days: Taco Time

Adults 18 or older who used ANTHONY'S RESTAURANTS in the past 30 days spend an average of 3 days, 8 hours, 54 minutes and 19 seconds each week with All Forms of Media.

86.6% of Adults 18 or older who used ANTHONY'S RESTAURANTS in the past 30 days spend an avg. of 8 hours and 18 minutes each week listening to All Local AM/FM Radio, representing 8.9% of total time spent with all forms of Media.



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 113 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

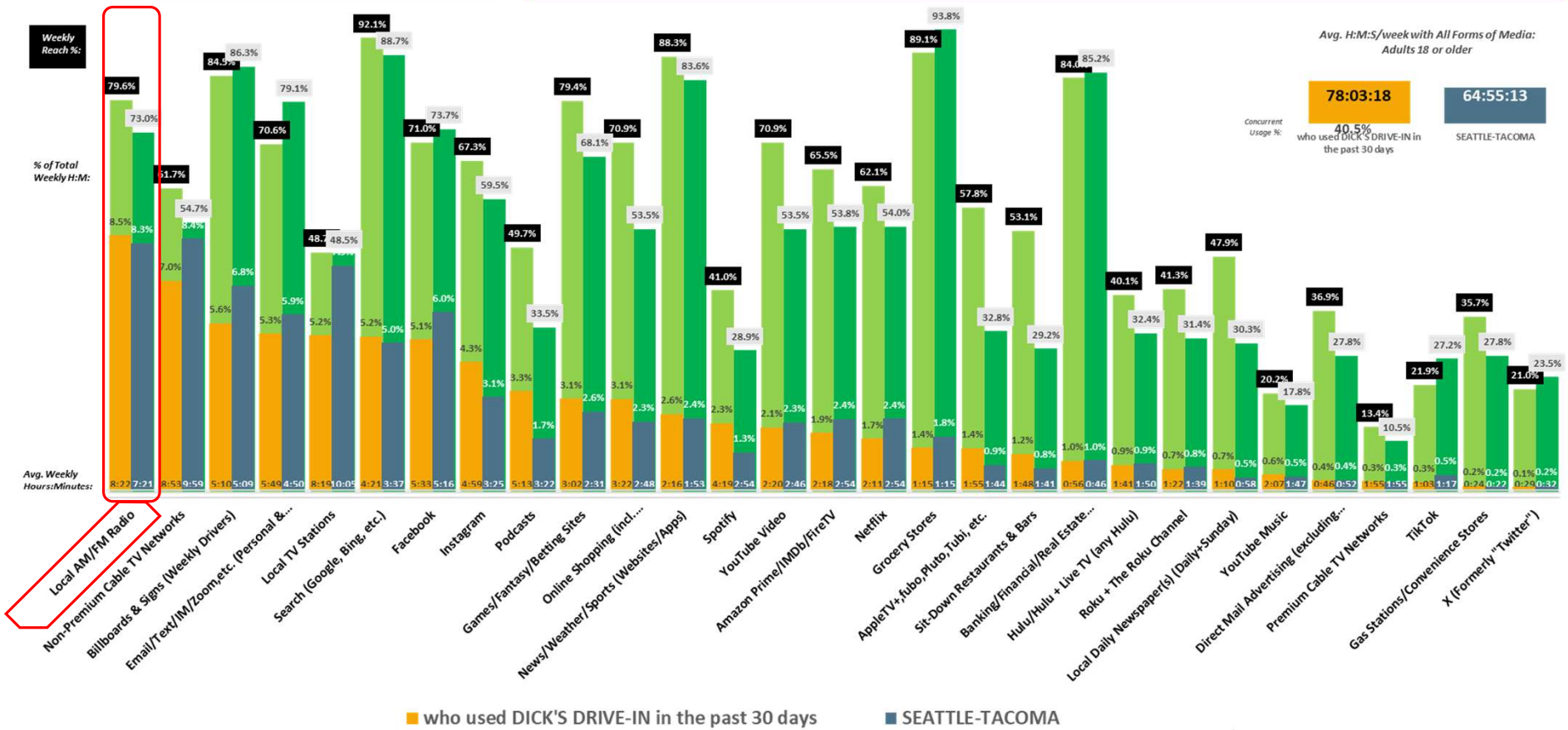
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Sit-down restaurants used past 30 days: Anthony's

Adults 18 or older who used DICK'S DRIVE-IN in the past 30 days spend an average of 3 days, 6 hours, 3 minutes and 18 seconds each week with All Forms of Media.

79.6% of Adults 18 or older who used DICK'S DRIVE-IN in the past 30 days spend an avg. of 8 hours and 22 minutes each week listening to All Local AM/FM Radio, representing 8.5% of total time spent with all forms of Media.

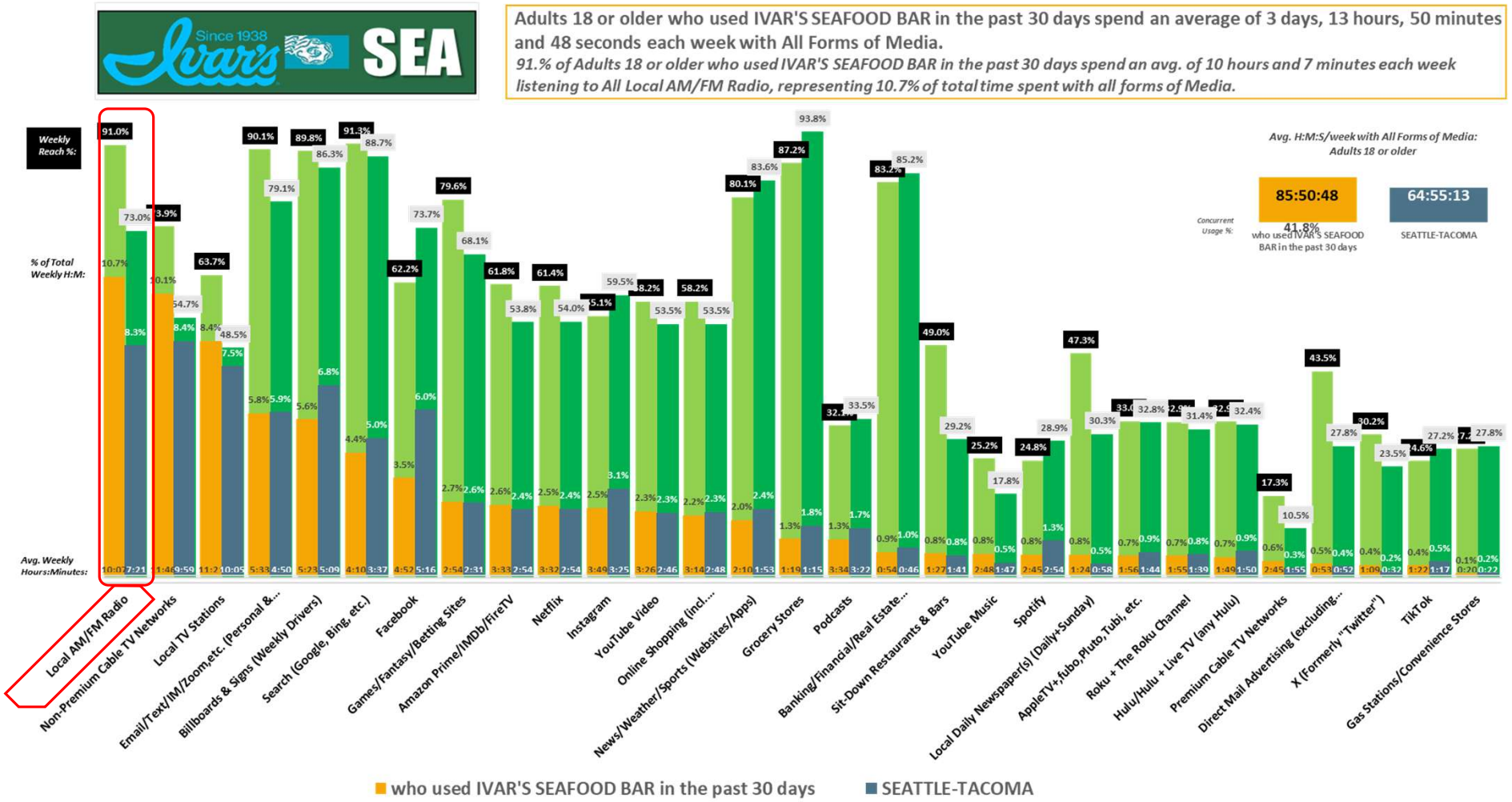


SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 220 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

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Quick service restaurants used past 30 days: Dick's



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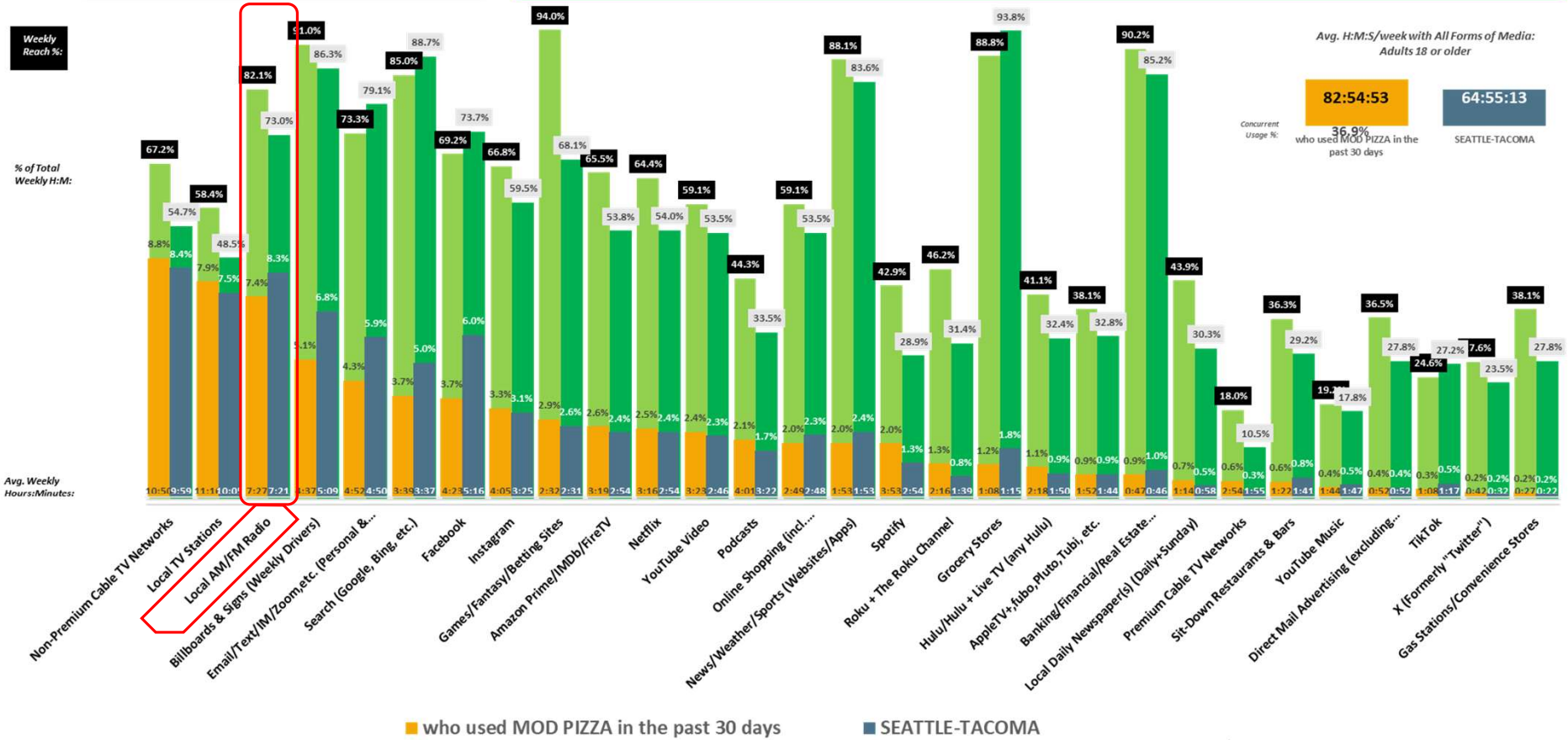
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Quick service restaurants used past 30 days: Ivar's Seafood Bar

MOD PIZZA SEA

Adults 18 or older who used MOD PIZZA in the past 30 days spend an average of 3 days, 10 hours, 54 minutes and 53 seconds each week with All Forms of Media.

82.1% of Adults 18 or older who used MOD PIZZA in the past 30 days spend an avg. of 7 hours and 27 minutes each week listening to All Local AM/FM Radio, representing 7.4% of total time spent with all forms of Media.

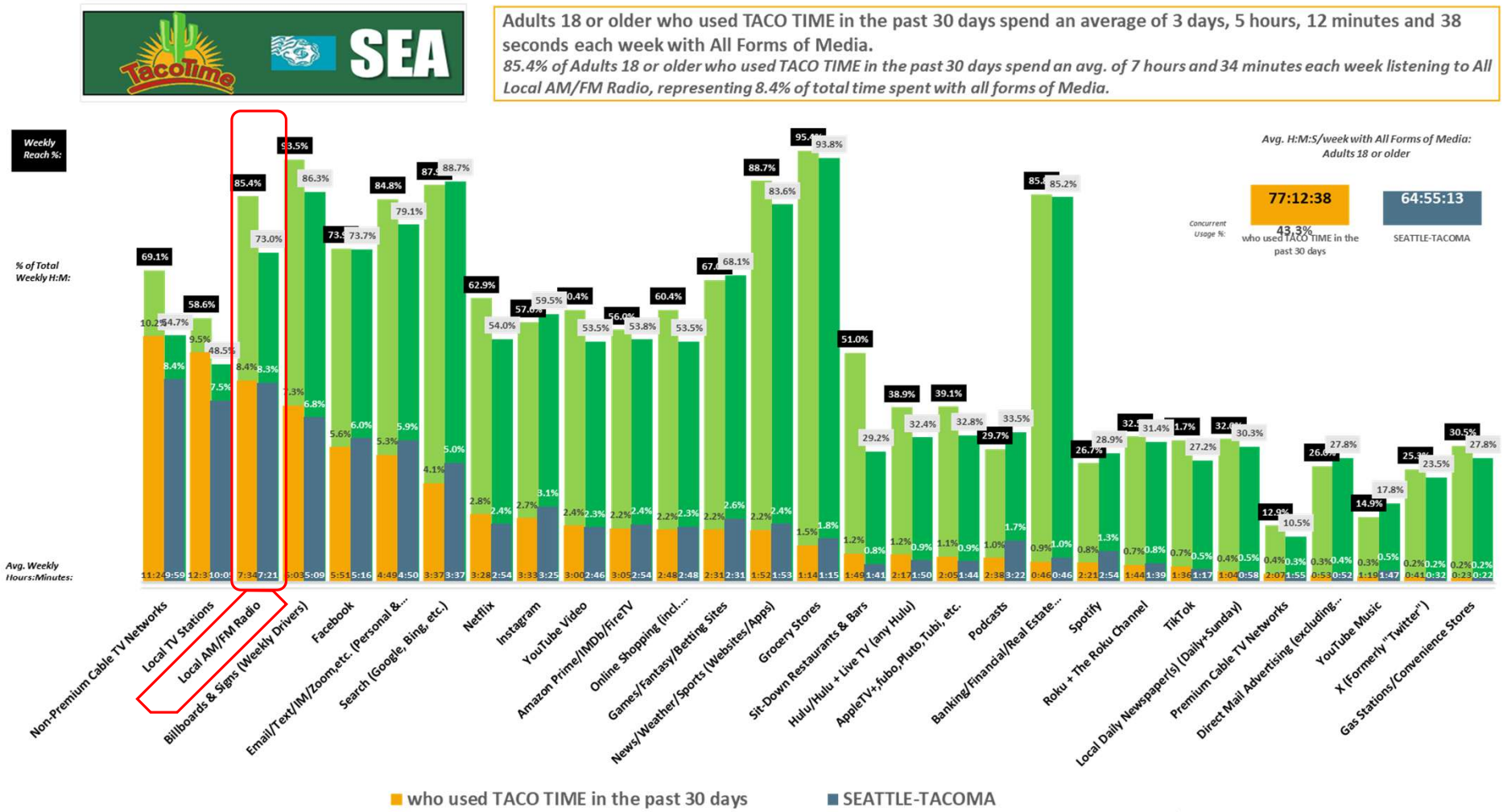


SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 192 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

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Sit-down restaurants used past 30 days: MOD Pizza

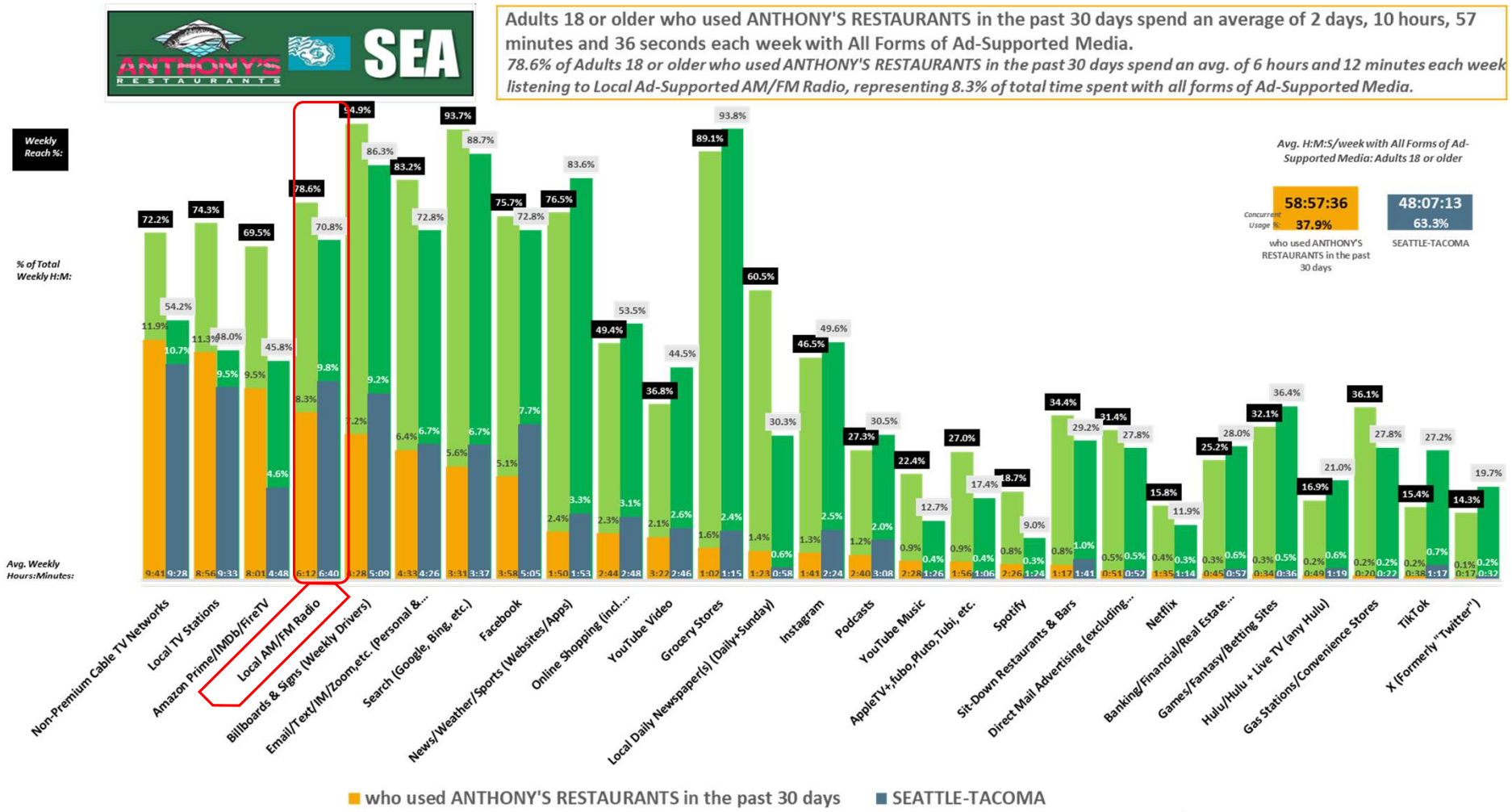


SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 427 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

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Quick service restaurants used past 30 days: Taco Time



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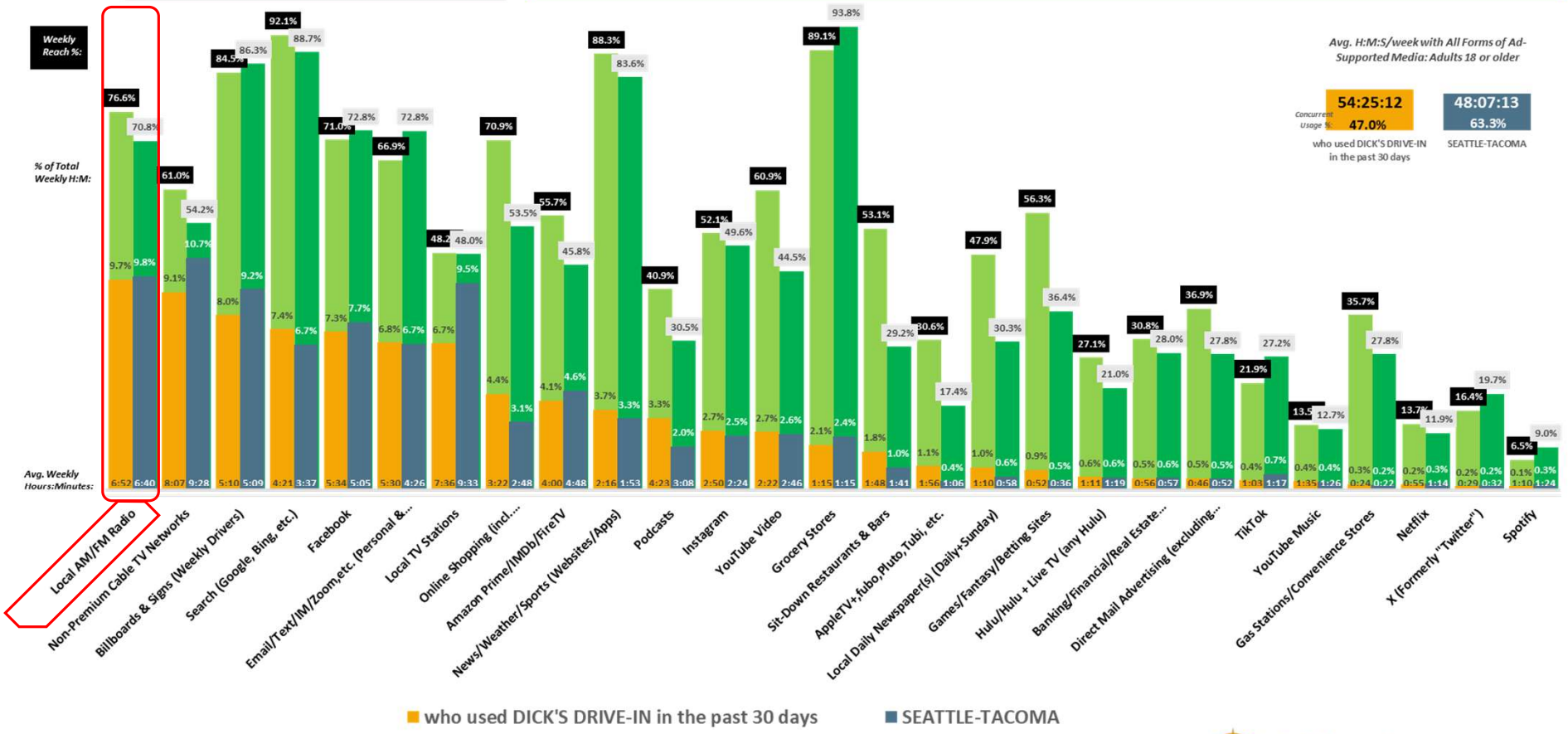
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Sit-down restaurants used past 30 days: Anthony's

Dick's DRIVE-IN SEA

Adults 18 or older who used DICK'S DRIVE-IN in the past 30 days spend an average of 2 days, 6 hours, 25 minutes and 12 seconds each week with All Forms of Ad-Supported Media.

76.6% of Adults 18 or older who used DICK'S DRIVE-IN in the past 30 days spend an avg. of 6 hours and 52 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.7% of total time spent with all forms of Ad-Supported Media.



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 220 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

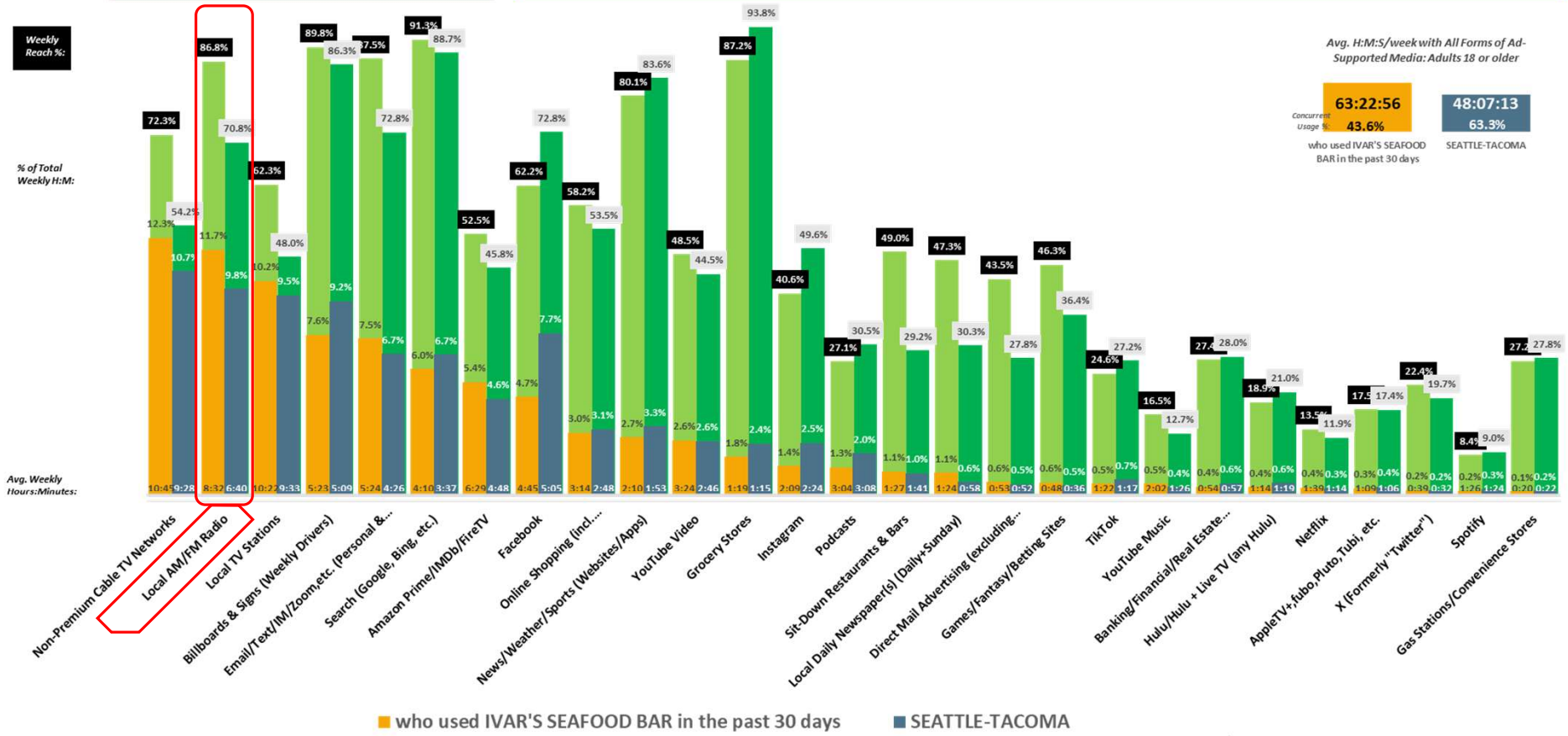
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Quick service restaurants used past 30 days: Dick's

Adults 18 or older who used IVAR'S SEAFOOD BAR in the past 30 days spend an average of 2 days, 15 hours, 22 minutes and 56 seconds each week with All Forms of Ad-Supported Media.

86.8% of Adults 18 or older who used IVAR'S SEAFOOD BAR in the past 30 days spend an avg. of 8 hours and 32 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.7% of total time spent with all forms of Ad-Supported Media.

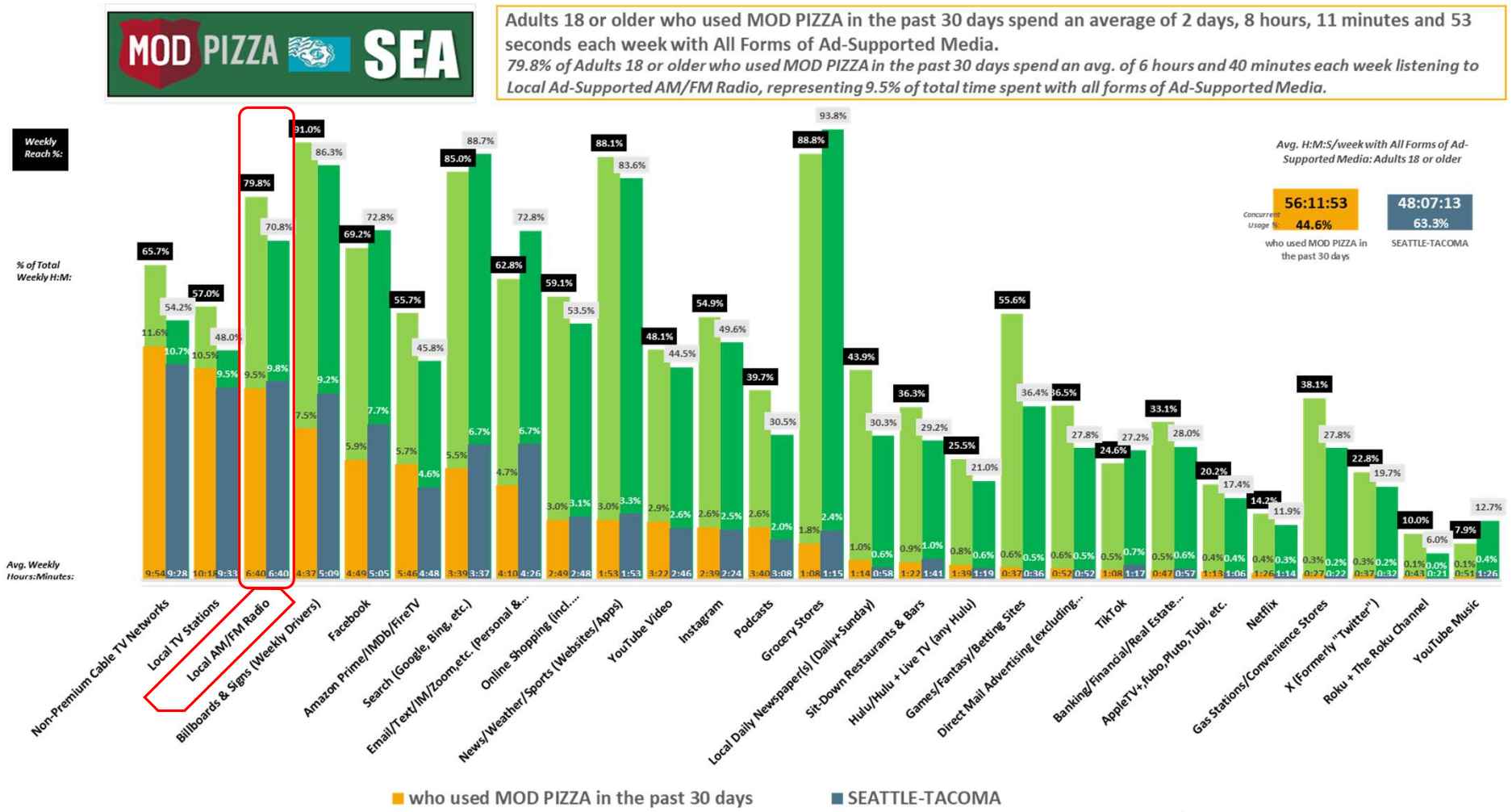


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Quick service restaurants used past 30 days: Ivar's Seafood Bar



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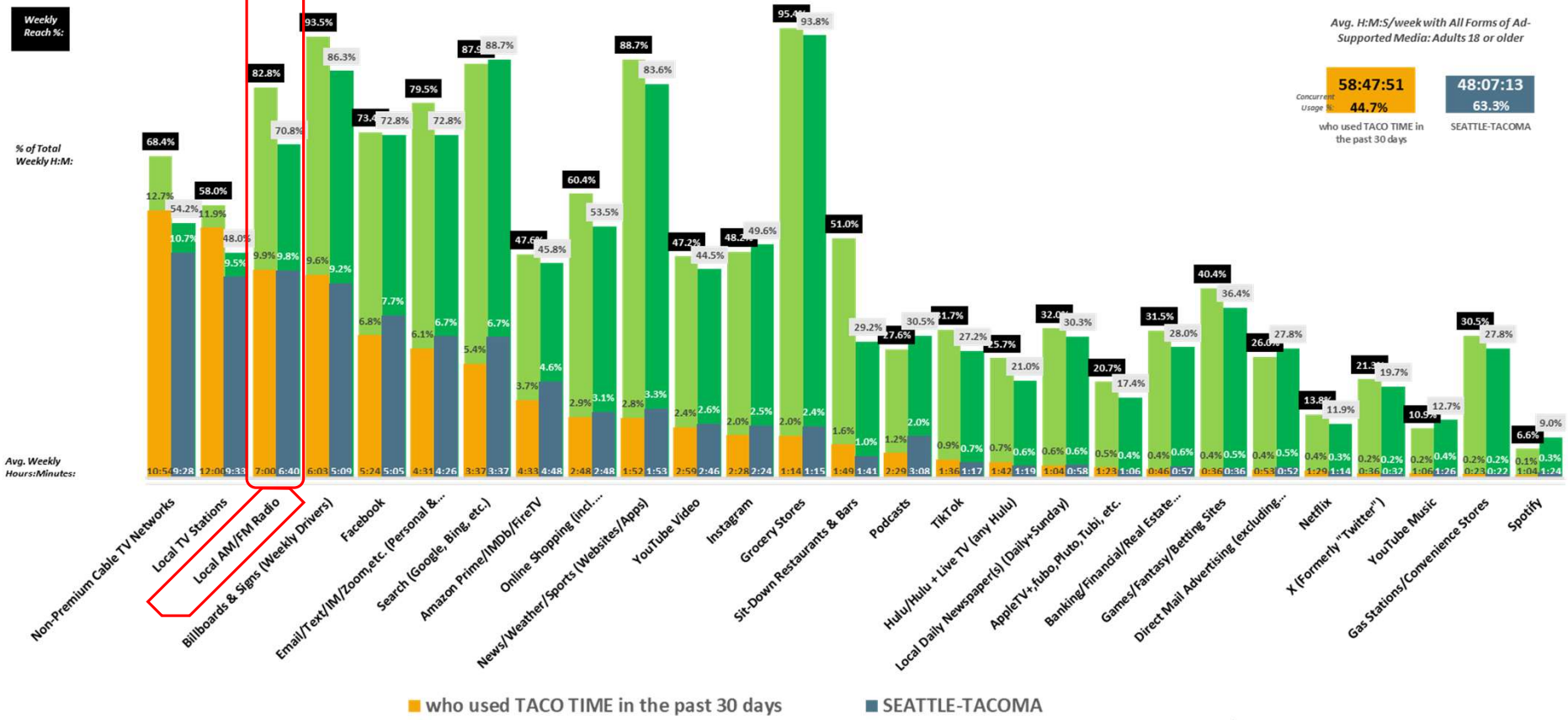
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Sit-down restaurants used past 30 days: MOD Pizza

Adults 18 or older who used TACO TIME in the past 30 days spend an average of 2 days, 10 hours, 47 minutes and 51 seconds each week with All Forms of Ad-Supported Media.

82.8% of Adults 18 or older who used TACO TIME in the past 30 days spend an avg. of 7 hours and 0 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.9% of total time spent with all forms of Ad-Supported Media.



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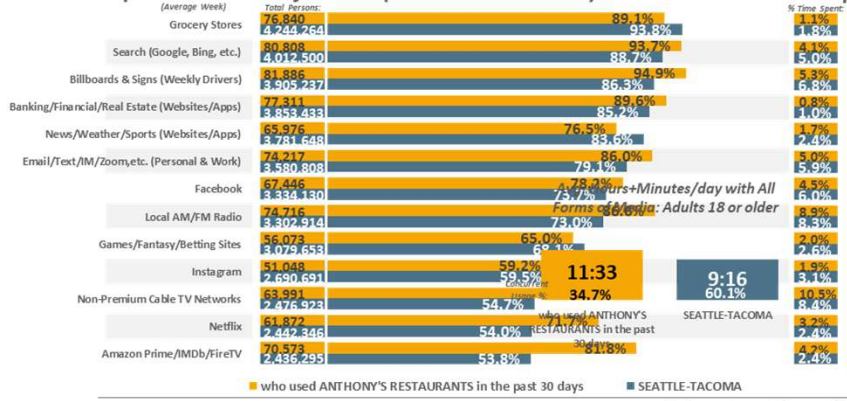
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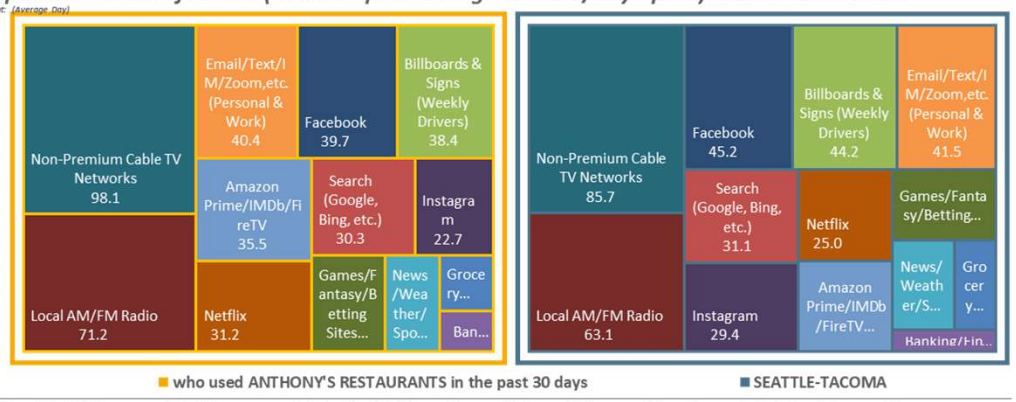
Quick service restaurants used past 30 days: Taco Time

Adults 18 or older who used ANTHONY'S RESTAURANTS in the past 30 days spend an average of 8 hours and 25 minutes each day with All Forms of Ad-Supported Media. 78.6% listen to Local AM/FM Radio for an avg. of 53.3 minutes/day. *(Local Radio delivers 8.3% of Time with Ad-Supported Media.)*

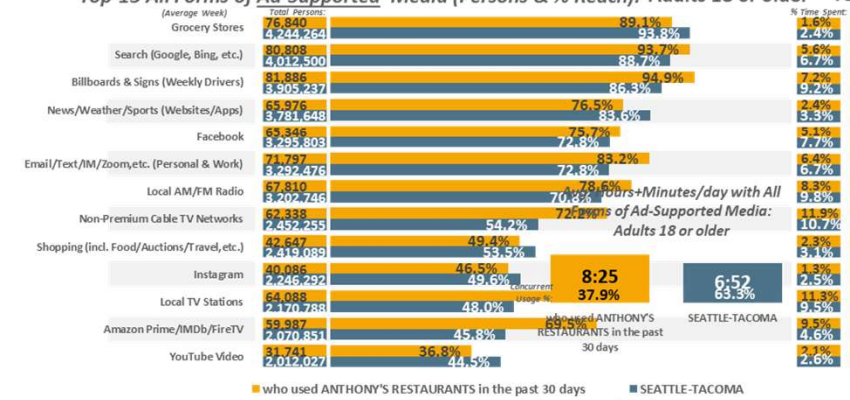
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



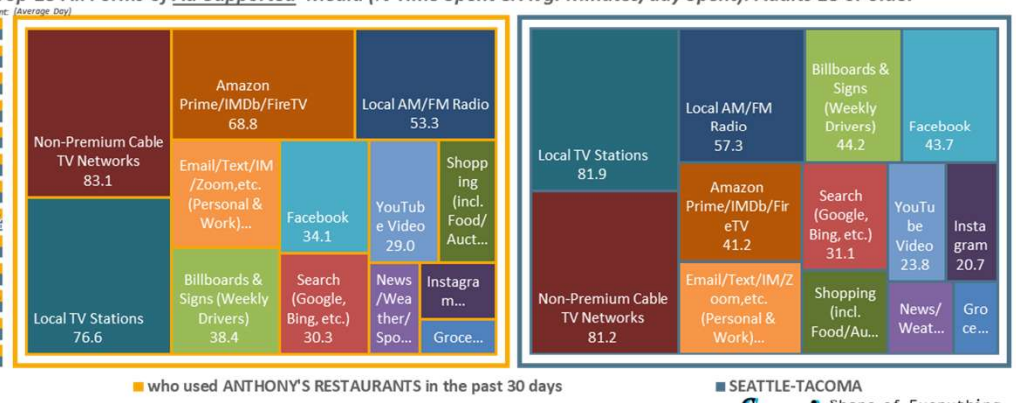
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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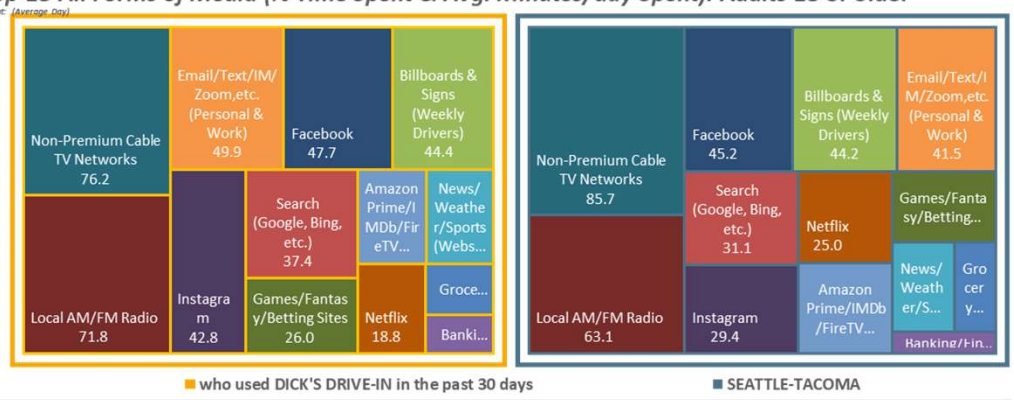
Sit-down restaurants used past 30 days: Anthony's

Adults 18 or older who used DICK'S DRIVE-IN in the past 30 days spend an average of 7 hours and 46 minutes each day with All Forms of Ad-Supported Media. 76.6% listen to Local AM/FM Radio for an avg. of 58.9 minutes/day. *(Local Radio delivers 9.7% of Time with Ad-Supported Media.)*

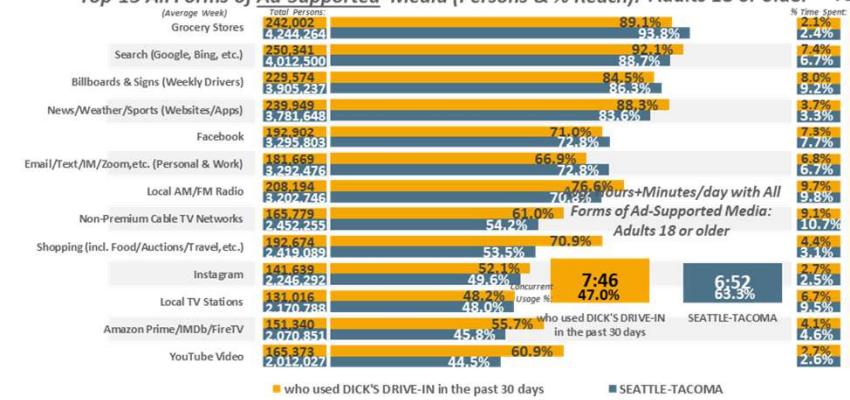
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



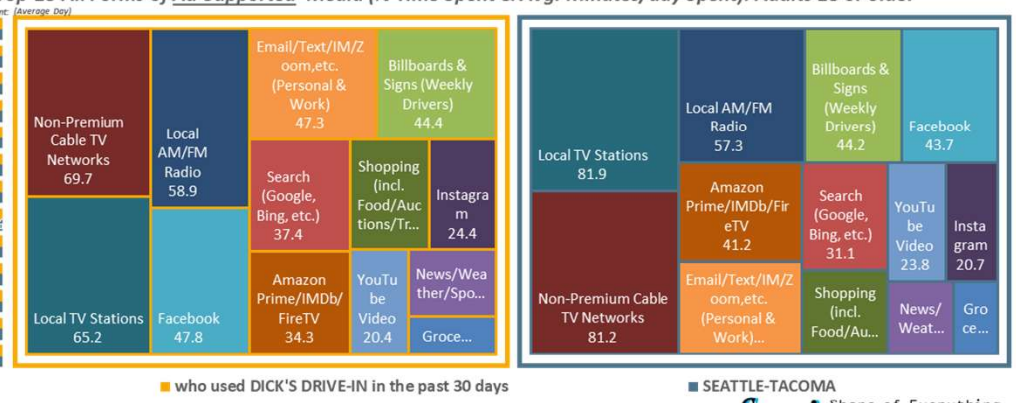
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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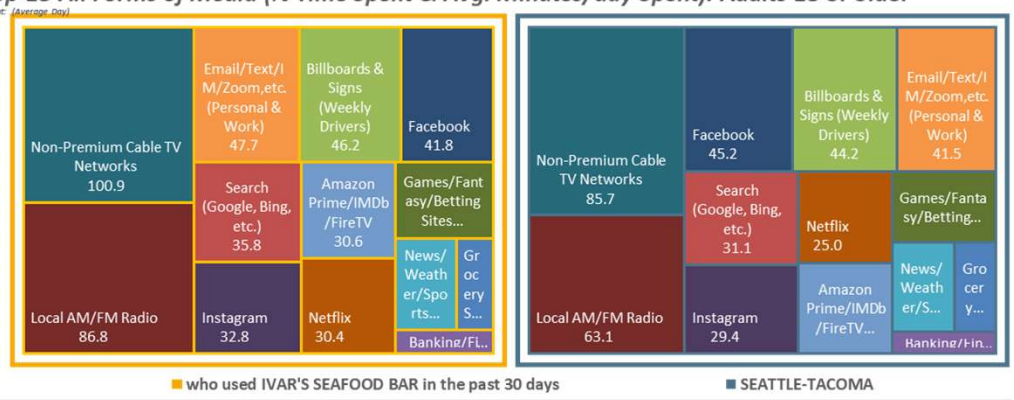
Quick service restaurants used past 30 days: Dick's

Adults 18 or older who used IVAR'S SEAFOOD BAR in the past 30 days spend an average of 9 hours and 3 minutes each day with All Forms of Ad-Supported Media. 86.8% listen to Local AM/FM Radio for an avg. of 73.2 minutes/day. *(Local Radio delivers 11.7% of Time with Ad-Supported Media.)*

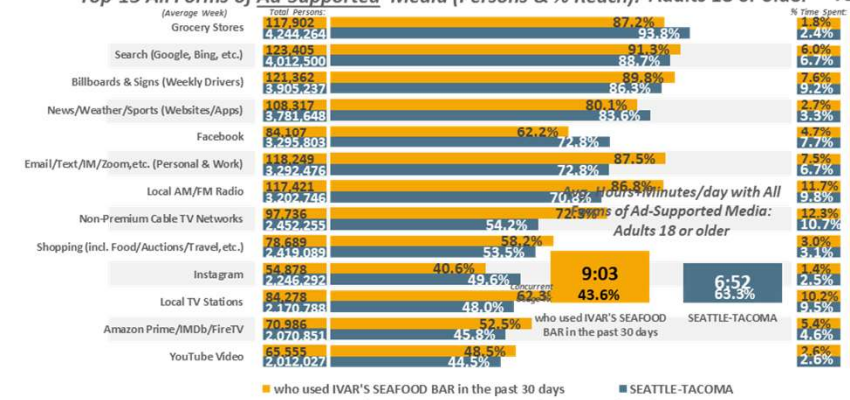
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



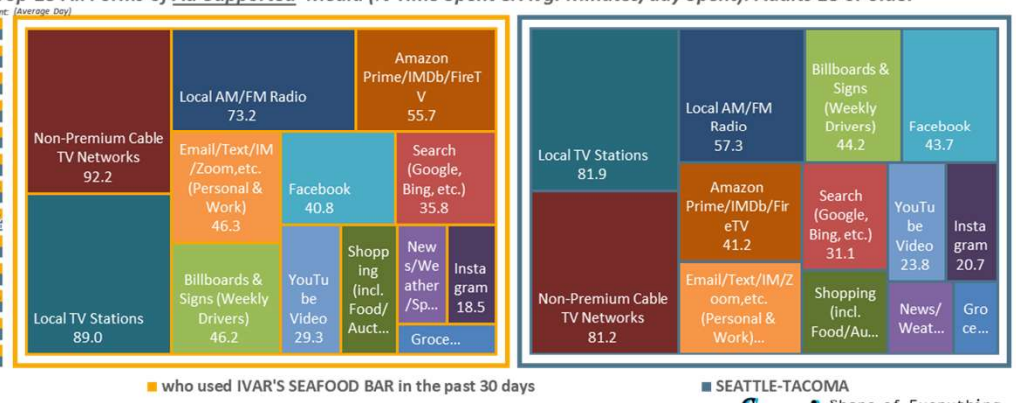
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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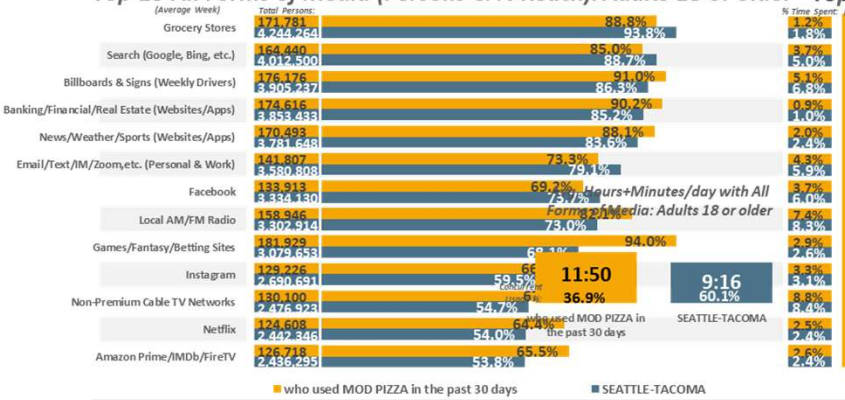
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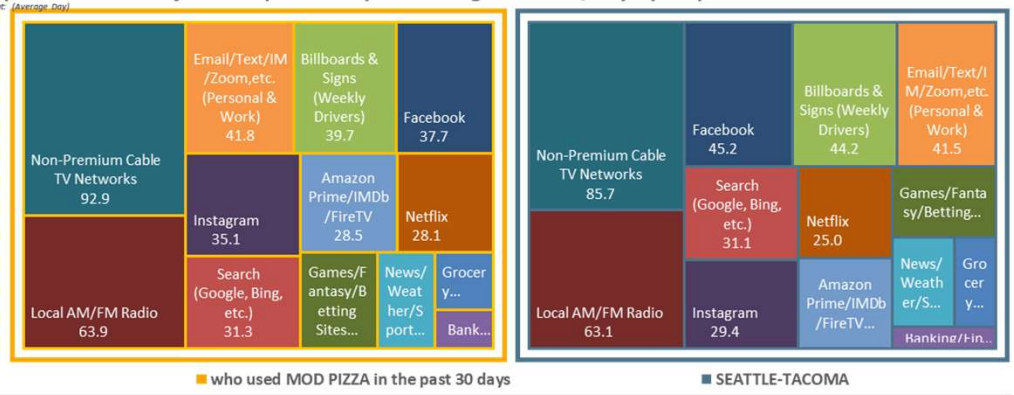
Quick service restaurants used past 30 days: Ivar's Seafood Bar

Adults 18 or older who used MOD PIZZA in the past 30 days spend an average of 8 hours and 1 minutes each day with All Forms of Ad-Supported Media. 79.8% listen to Local AM/FM Radio for an avg. of 57.2 minutes/day. *(Local Radio delivers 9.5% of Time with Ad-Supported Media.)*

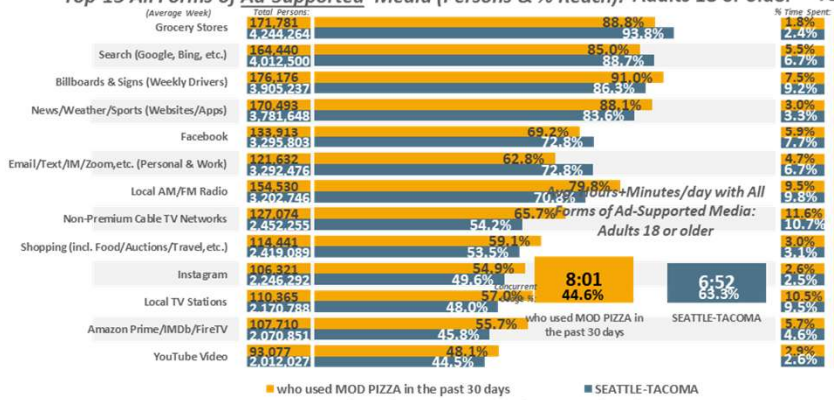
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



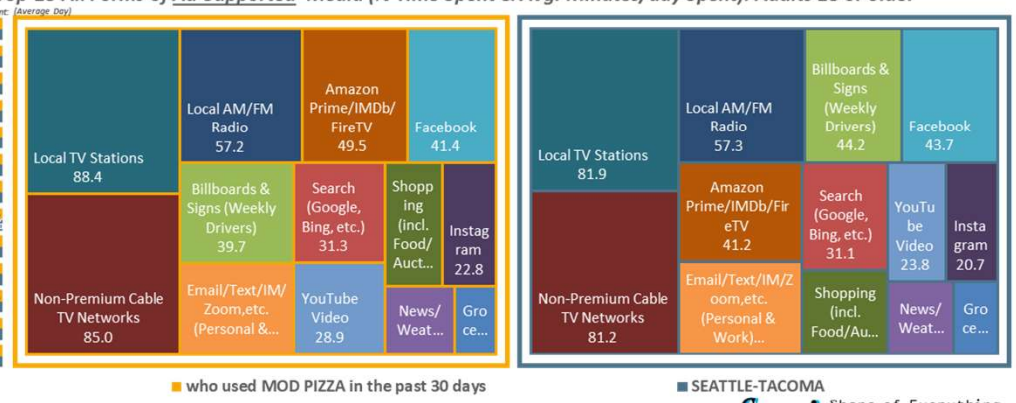
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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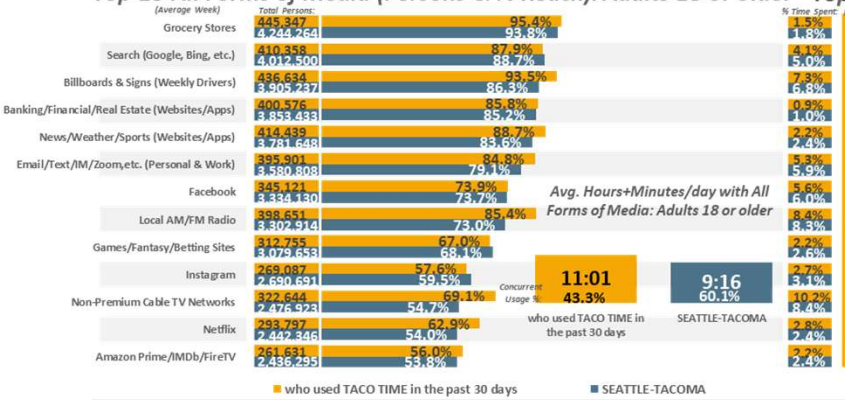
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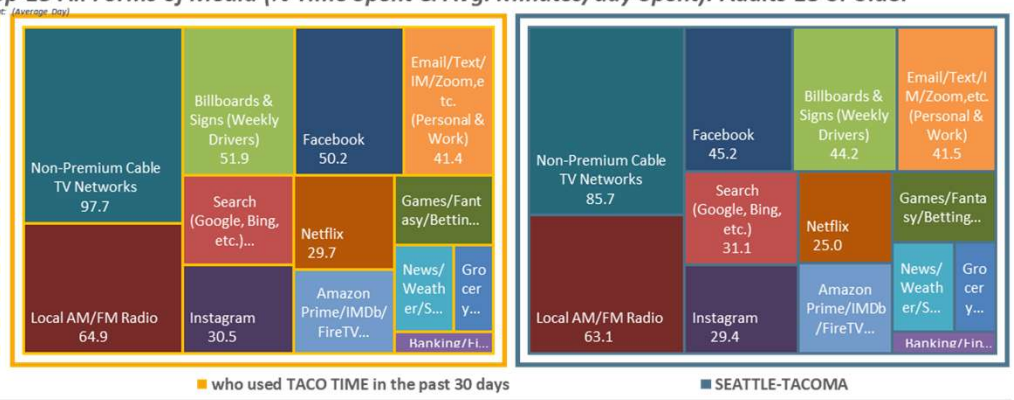
Sit-down restaurants used past 30 days: MOD Pizza

Adults 18 or older who used TACO TIME in the past 30 days spend an average of 8 hours and 23 minutes each day with All Forms of Ad-Supported Media. 82.8% listen to Local AM/FM Radio for an avg. of 60.1 minutes/day. *(Local Radio delivers 9.9% of Time with Ad-Supported Media.)*

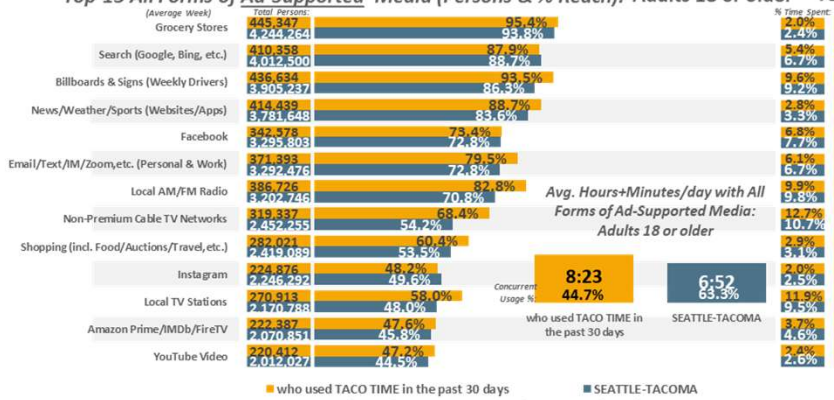
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



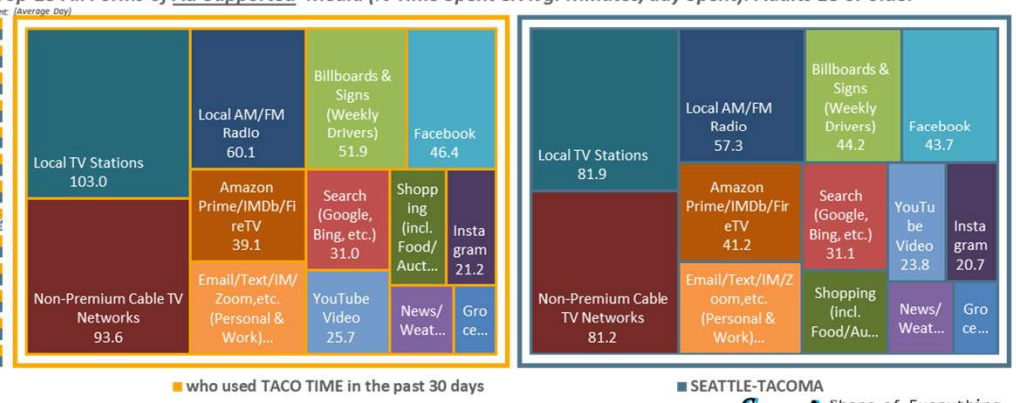
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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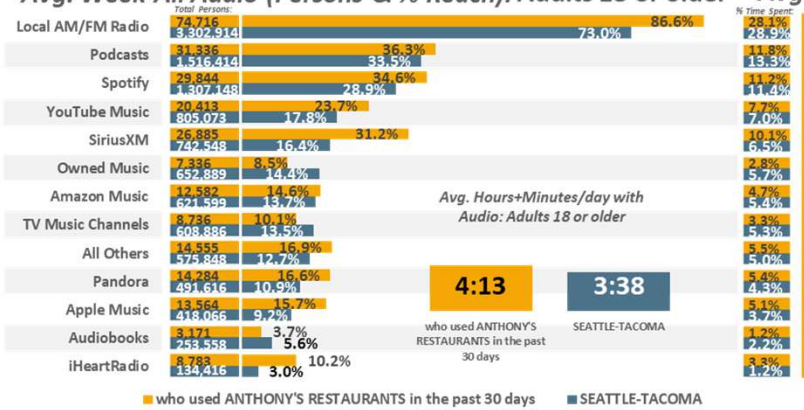
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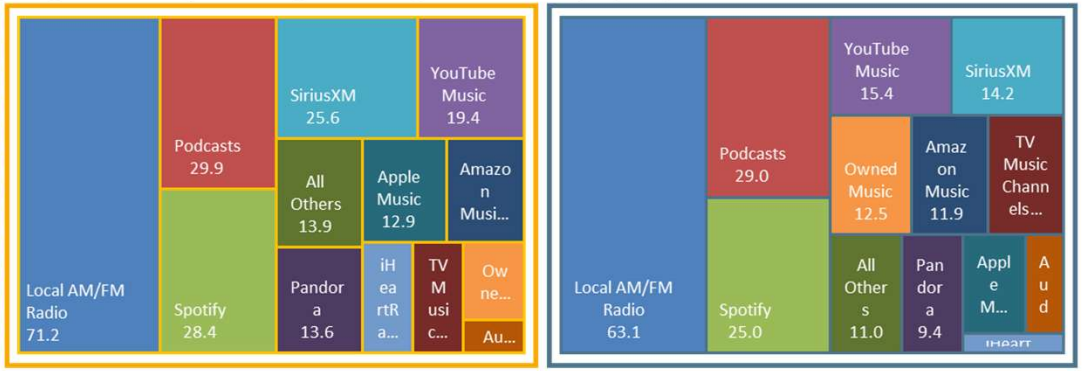
Quick service restaurants used past 30 days: Taco Time

67,810 or 78.6% of Adults 18 or older who used ANTHONY'S RESTAURANTS in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 53.3 minutes every day representing 30.4% of all time spent daily with Ad-Supported Audio.

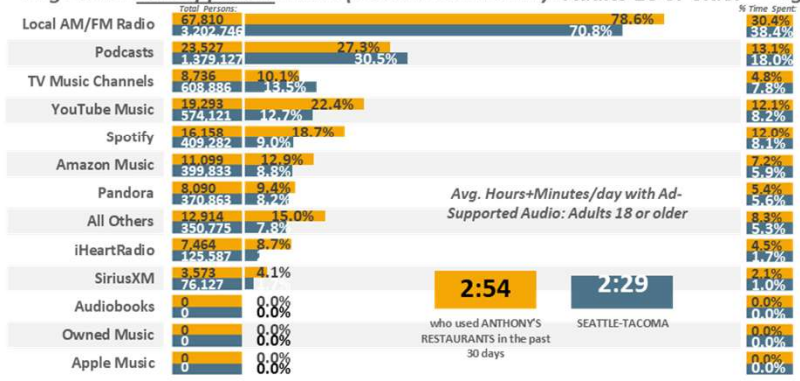
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



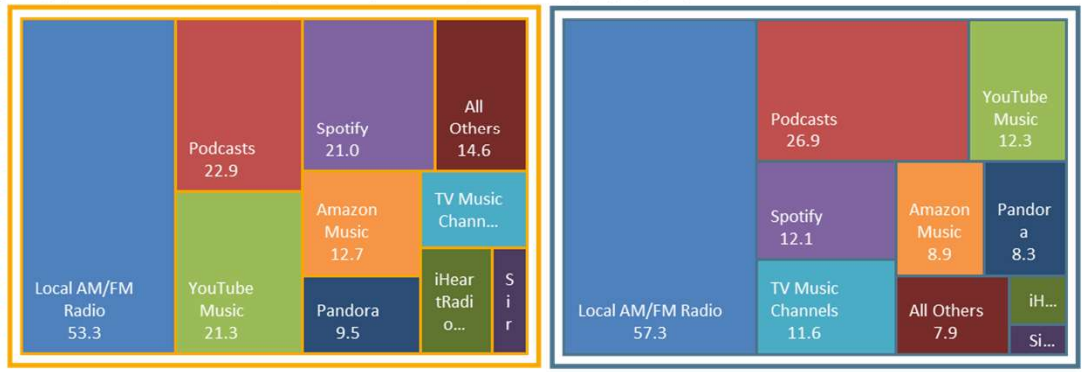
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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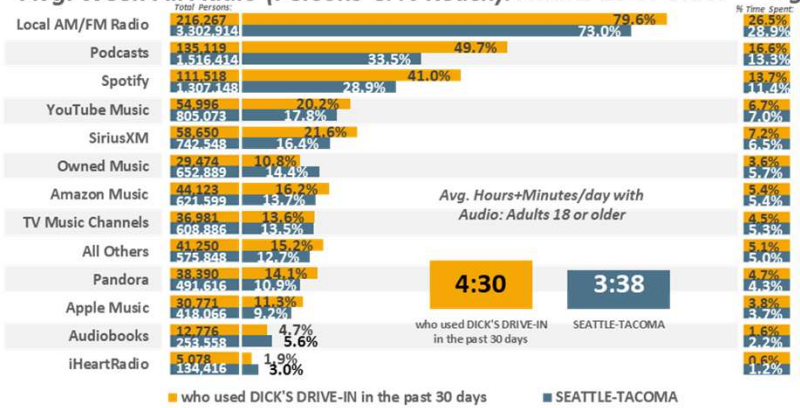
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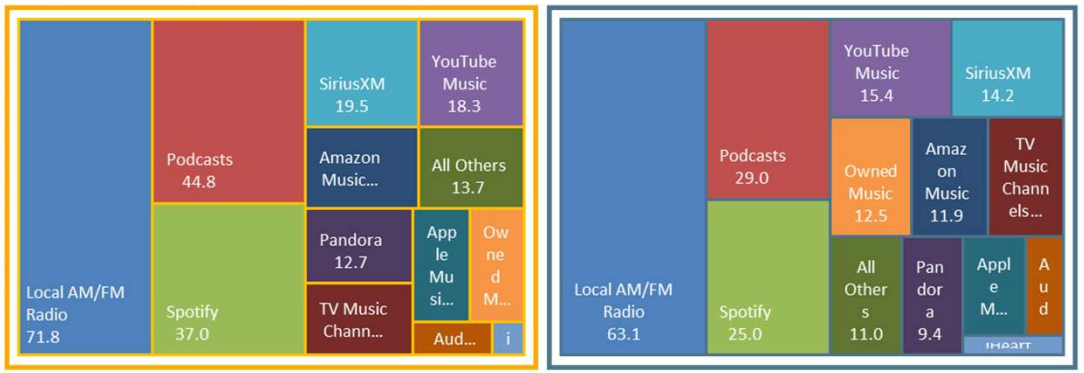
Sit-down restaurants used past 30 days: Anthony's

208,194 or 76.6% of Adults 18 or older who used DICK'S DRIVE-IN in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 58.9 minutes every day representing 35.4% of all time spent daily with Ad-Supported Audio.

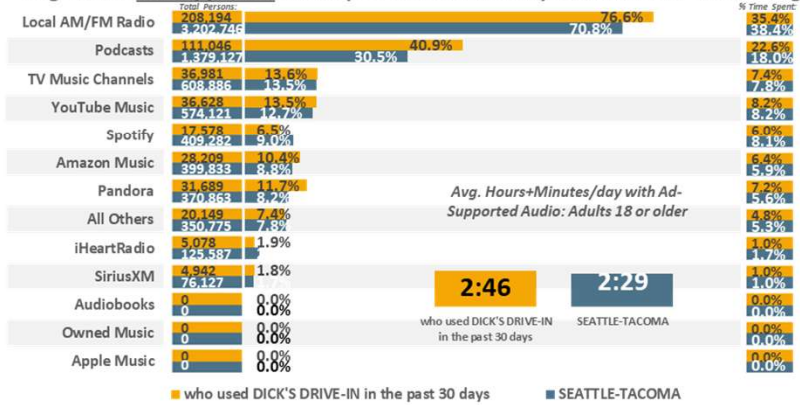
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



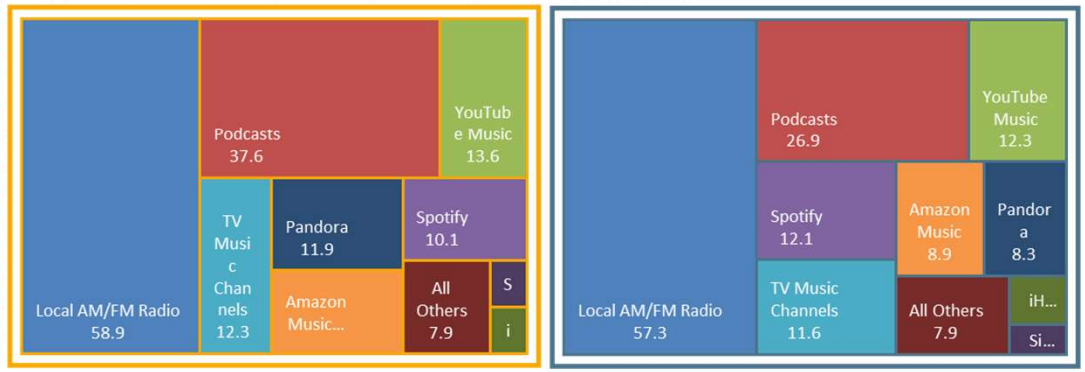
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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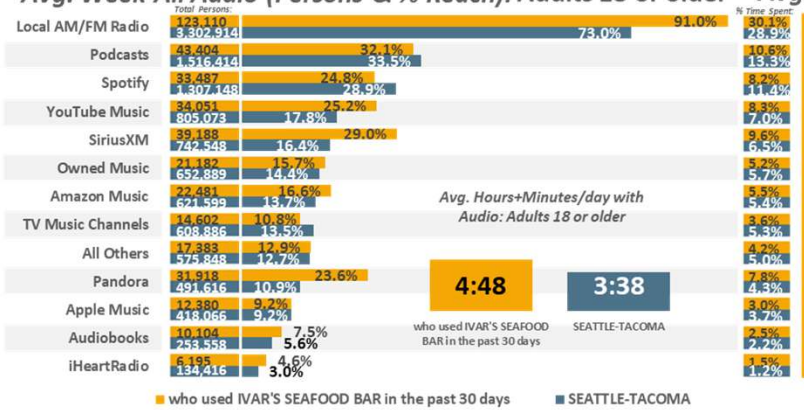
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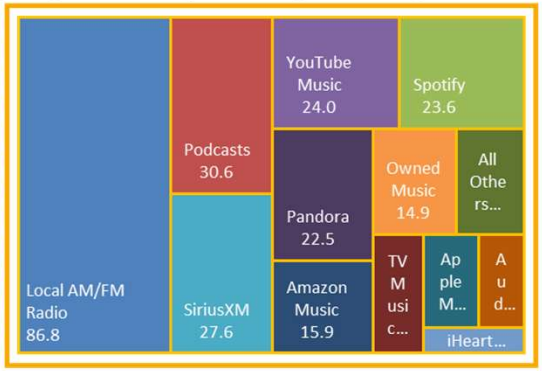
Quick service restaurants used past 30 days: Dick's

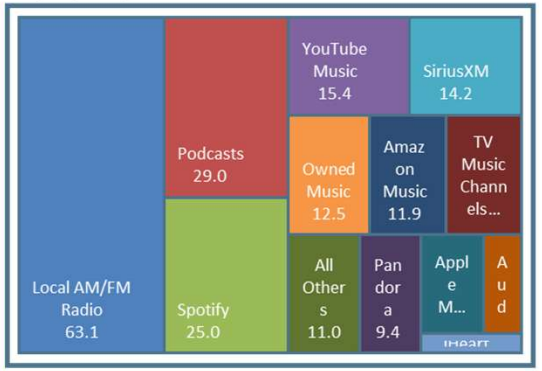
117,421 or 86.8% of Adults 18 or older who used IVAR'S SEAFOOD BAR in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 73.2 minutes every day representing 39.% of all time spent daily with Ad-Supported Audio.

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

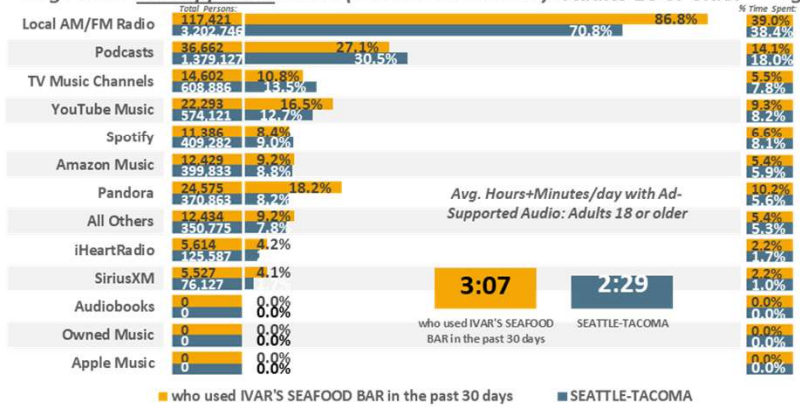


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

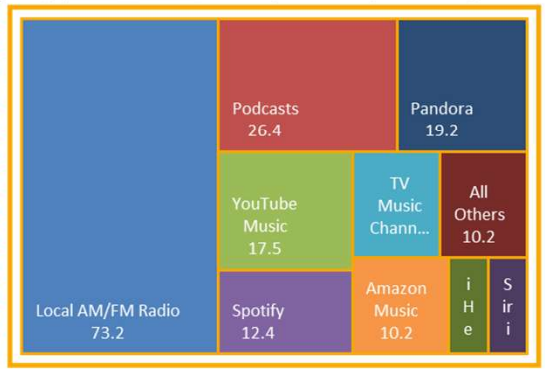


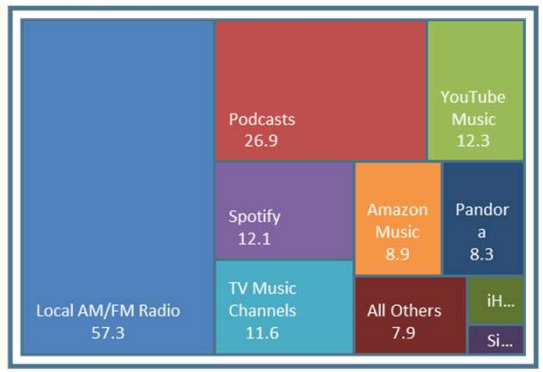


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 139

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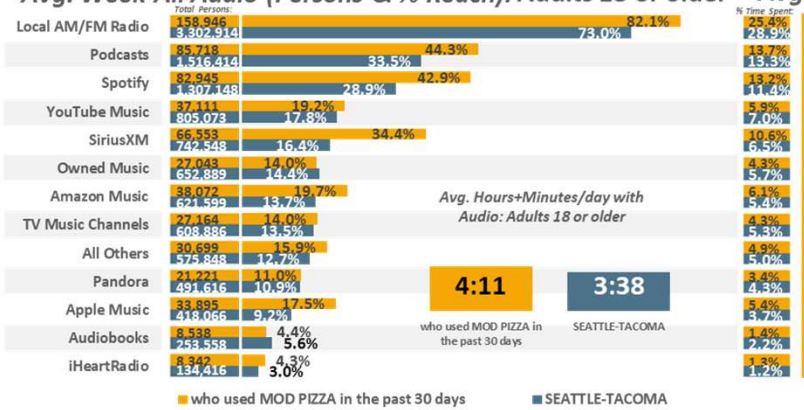
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Quick service restaurants used past 30 days: Ivar's Seafood Bar

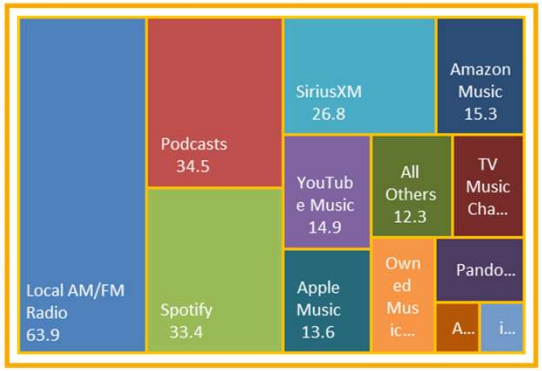
MOD PIZZA SEA

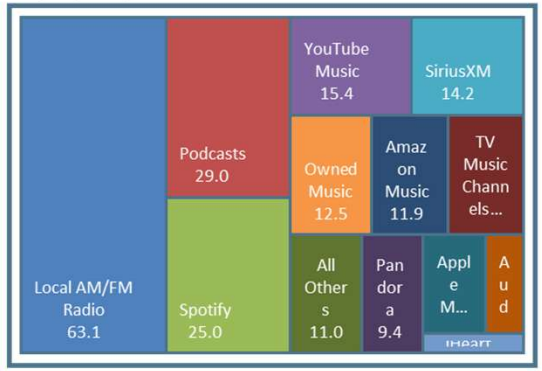
154,530 or 79.8% of Adults 18 or older who used MOD PIZZA in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 57.2 minutes every day representing 39.2% of all time spent daily with Ad-Supported Audio.

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

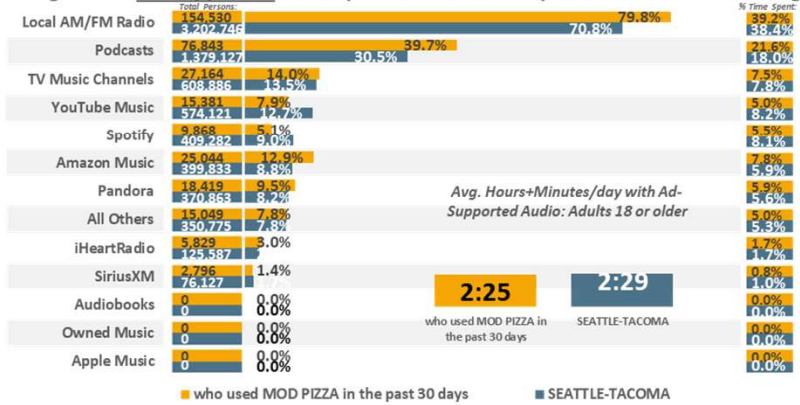


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

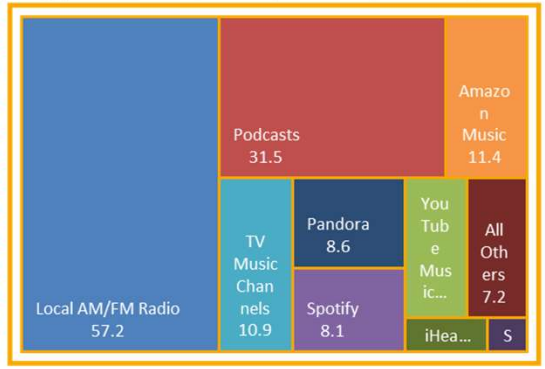


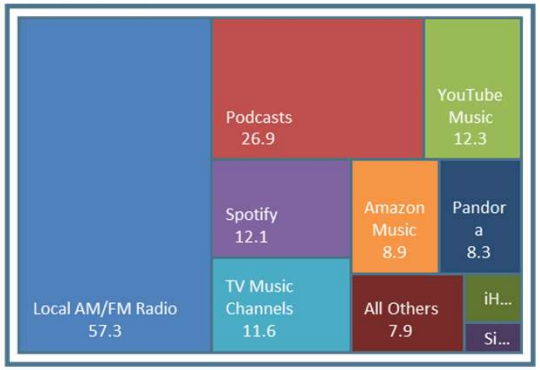


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 192

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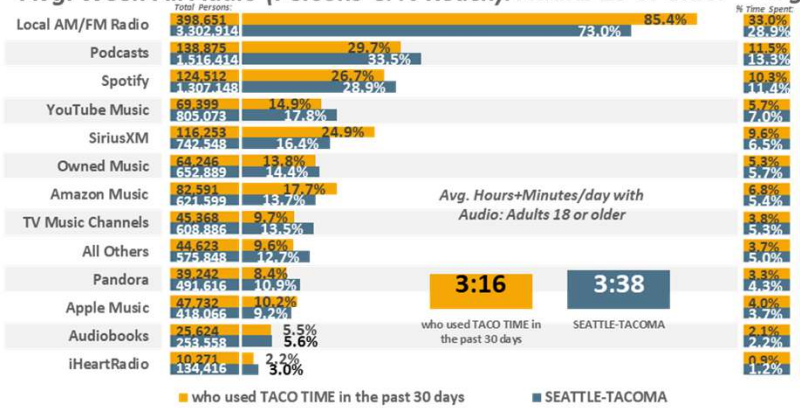
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Sit-down restaurants used past 30 days: MOD Pizza

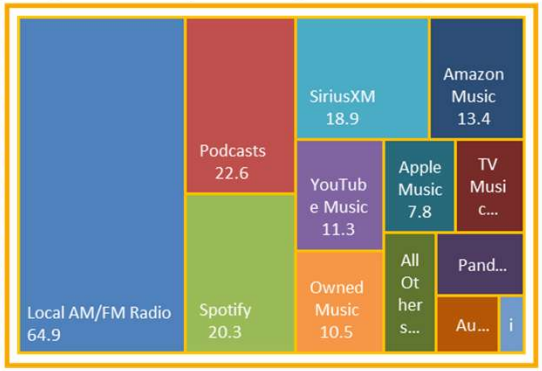
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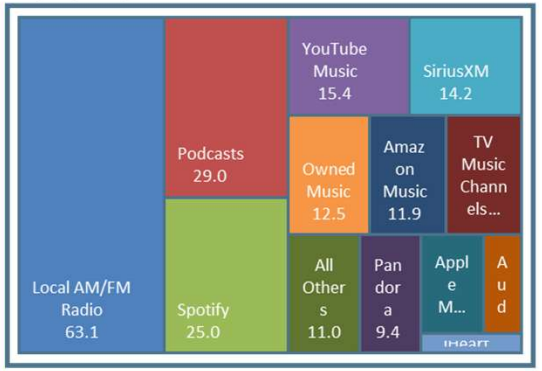
386,726 or 82.8% of Adults 18 or older who used TACO TIME in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 60.1 minutes every day representing 45.6% of all time spent daily with Ad-Supported Audio.

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

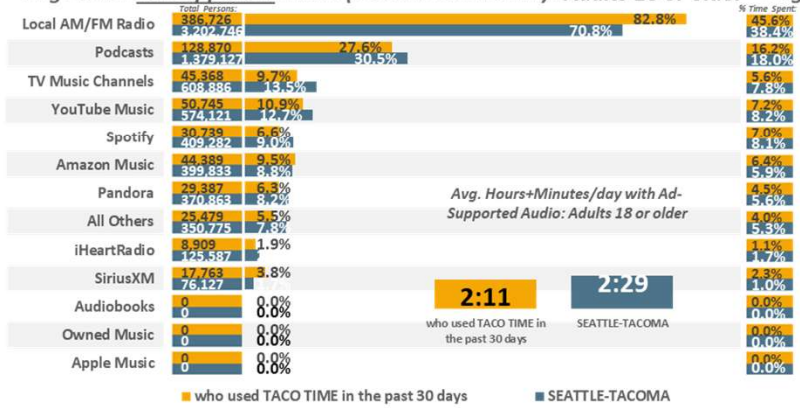


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

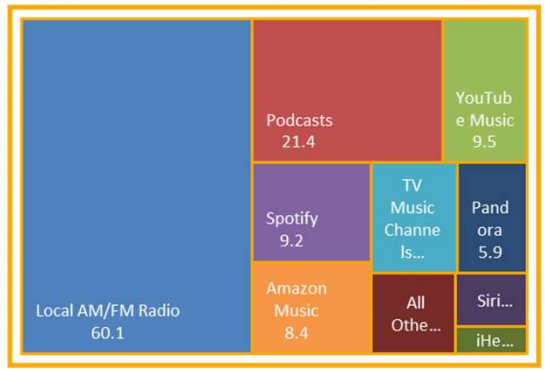


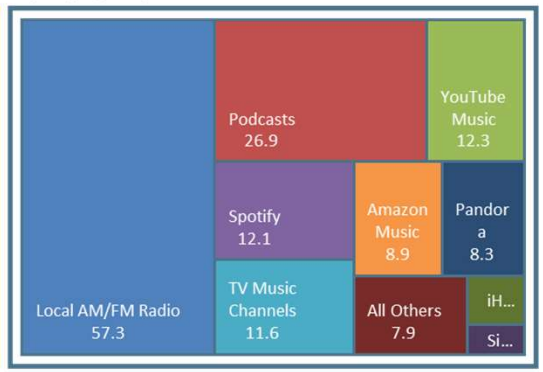


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





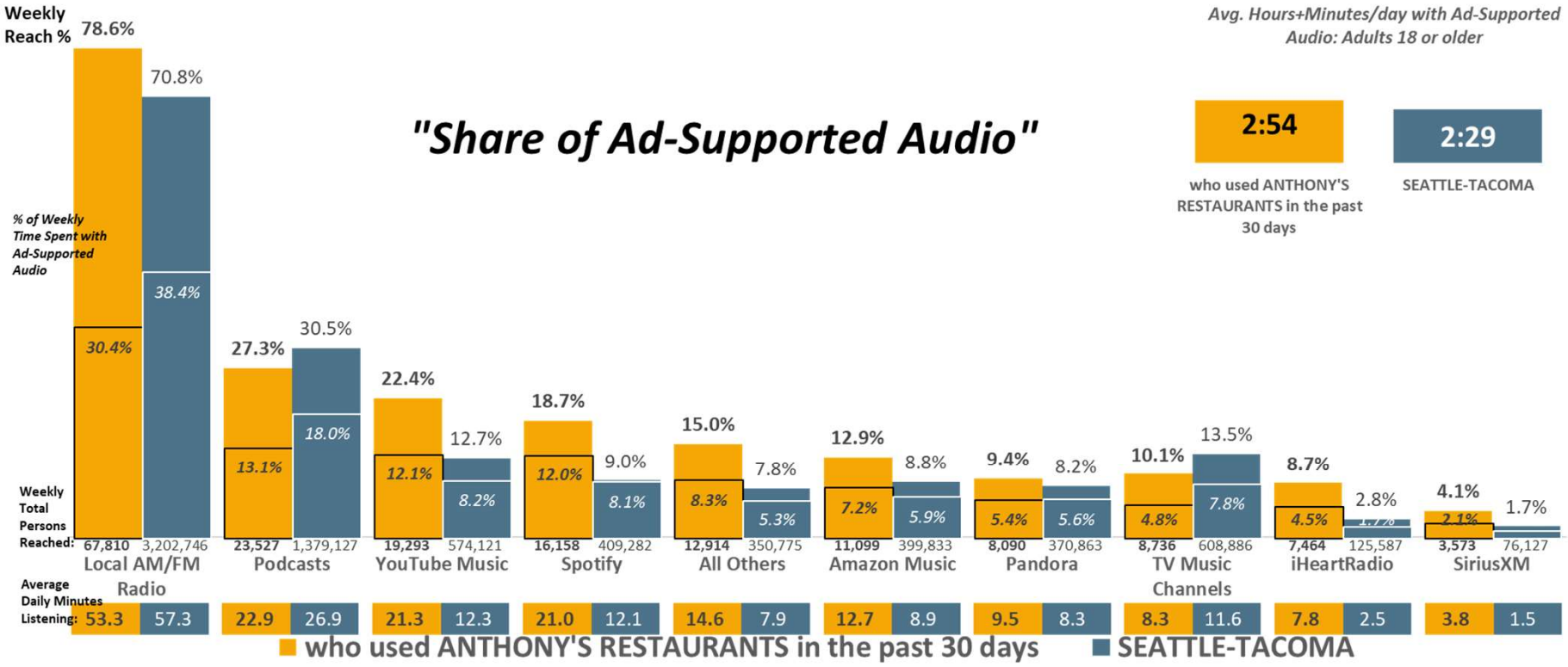
SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 427

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Quick service restaurants used past 30 days: Taco Time

67,810 or 78.6% of Adults 18 or older who used ANTHONY'S RESTAURANTS in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 53.3 minutes every day representing 30.4% of all time spent daily with Ad-Supported Audio.



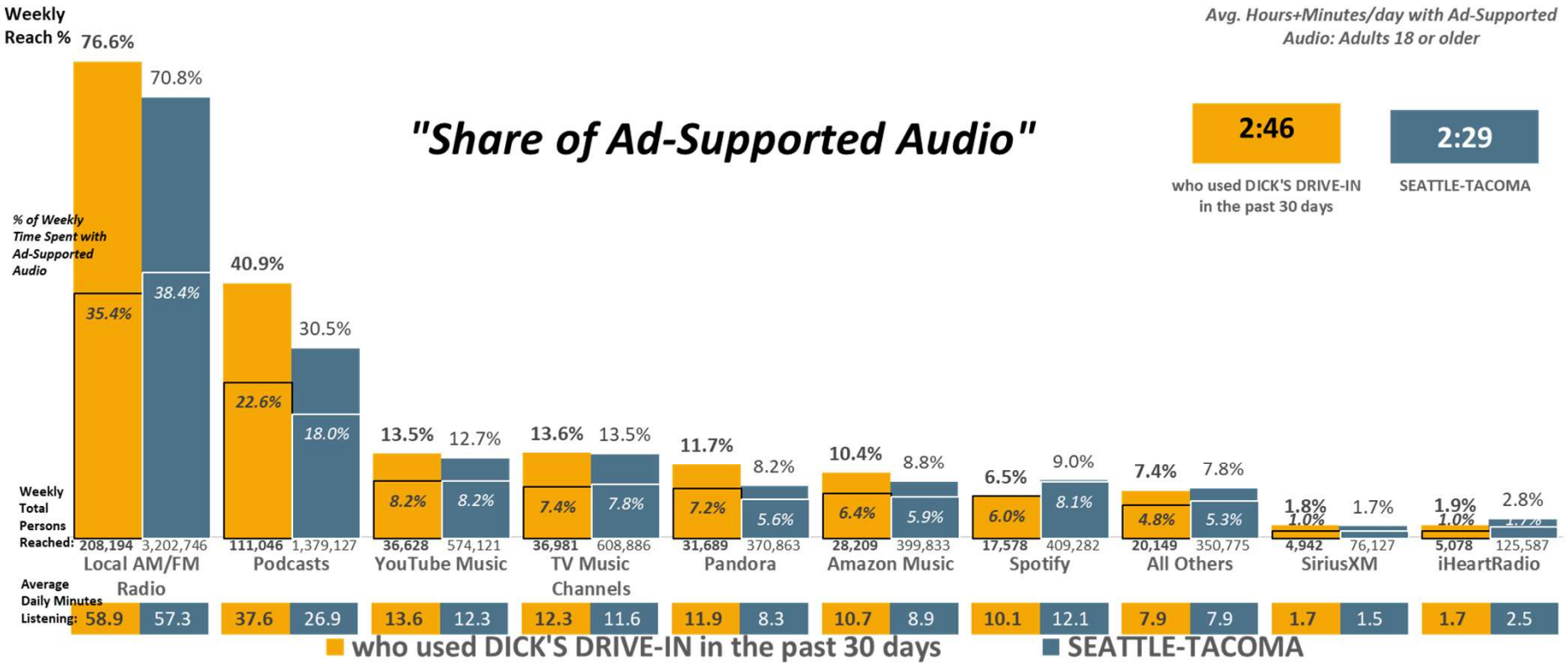
SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 113 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

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

208,194 or 76.6% of Adults 18 or older who used DICK'S DRIVE-IN in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 58.9 minutes every day representing 35.4% of all time spent daily with Ad-Supported Audio.



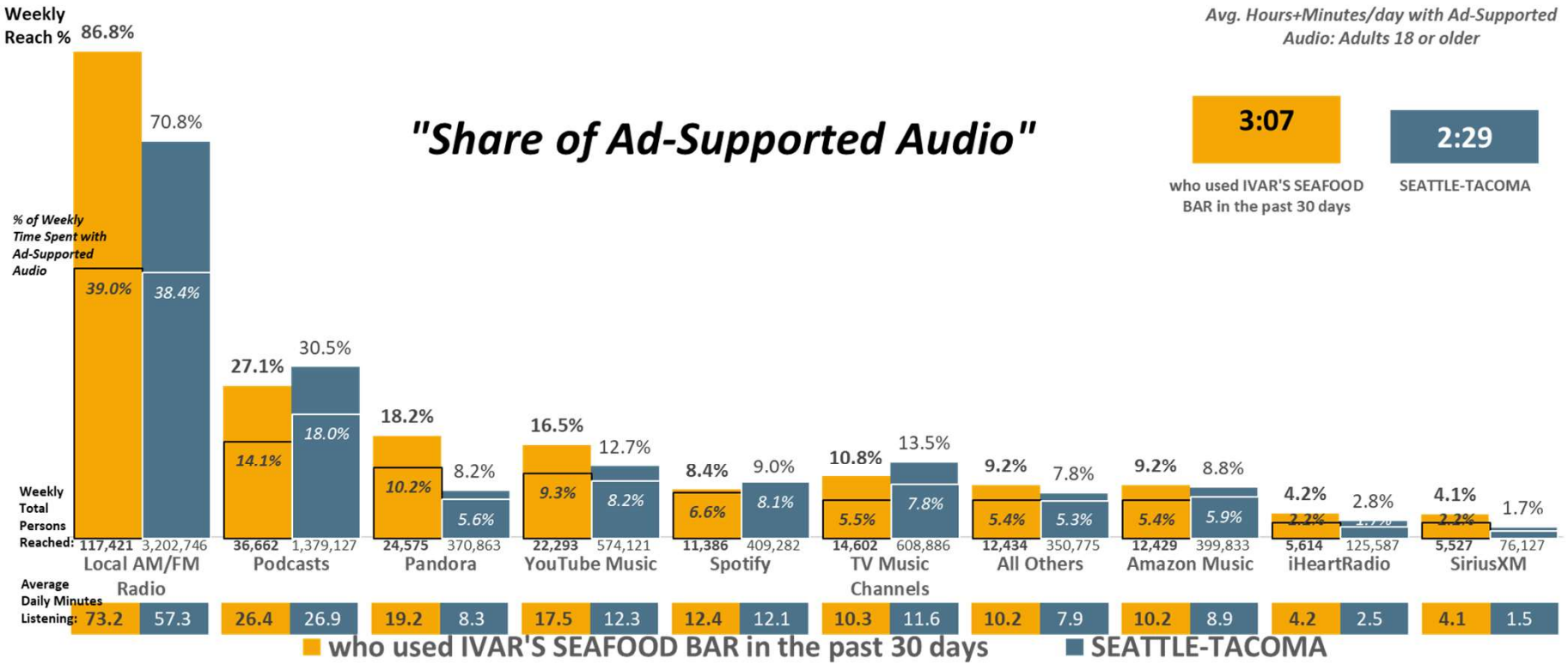
SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 220 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

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Quick service restaurants used past 30 days: Dick's

117,421 or 86.8% of Adults 18 or older who used IVAR'S SEAFOOD BAR in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 73.2 minutes every day representing 39.% of all time spent daily with Ad-Supported Audio.



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 139 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

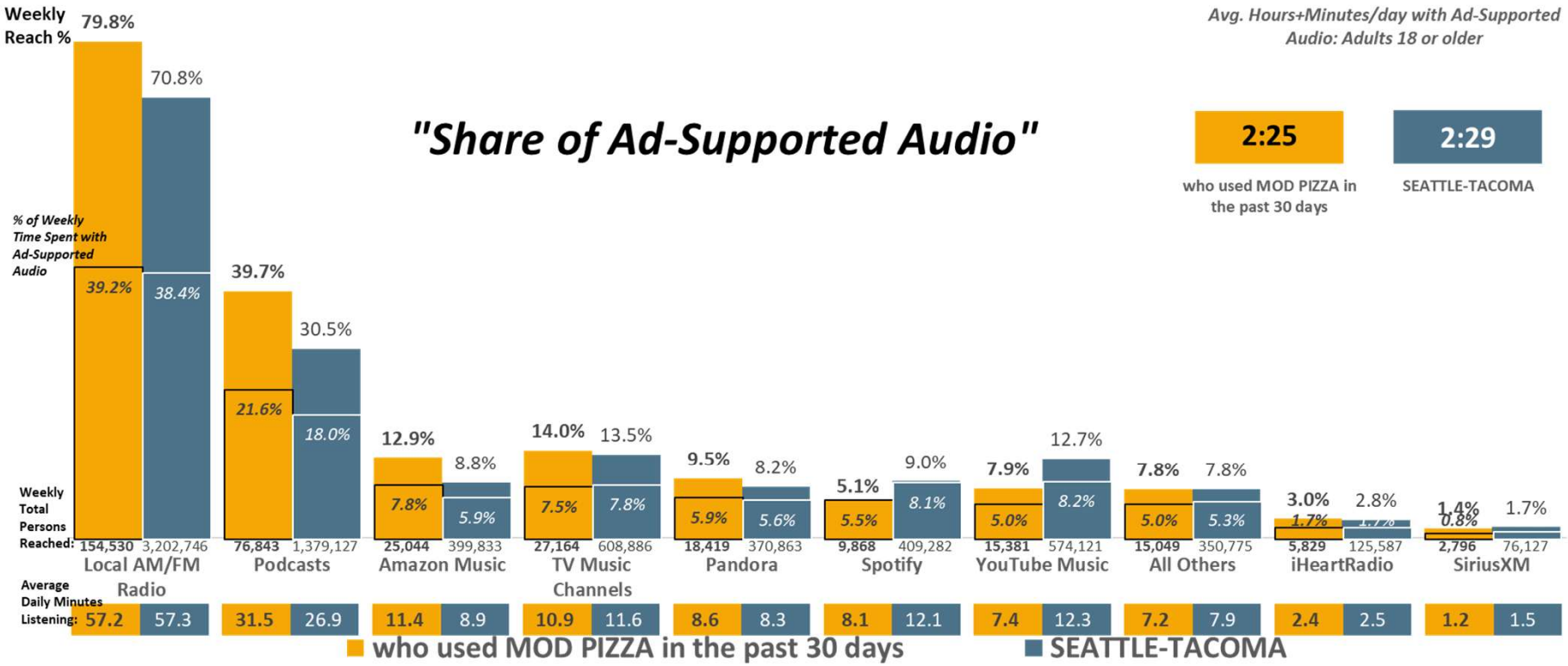
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Quick service restaurants used past 30 days: Ivar's Seafood Bar

MOD PIZZA SEA

154,530 or 79.8% of Adults 18 or older who used MOD PIZZA in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 57.2 minutes every day representing 39.2% of all time spent daily with Ad-Supported Audio.

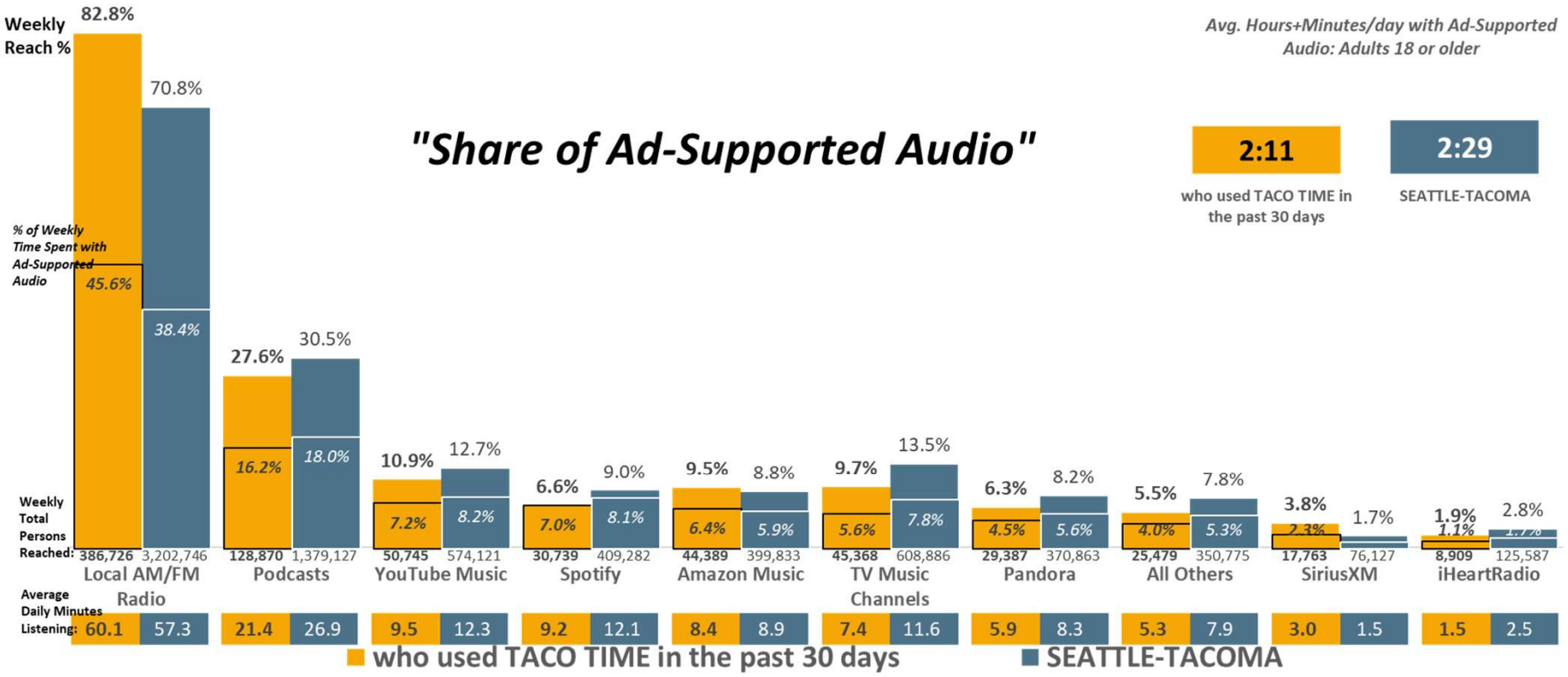


SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 192 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986
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Sit-down restaurants used past 30 days: MOD Pizza

386,726 or 82.8% of Adults 18 or older who used TACO TIME in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 60.1 minutes every day representing 45.6% of all time spent daily with Ad-Supported Audio.



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 427 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

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Quick service restaurants used past 30 days: Taco Time

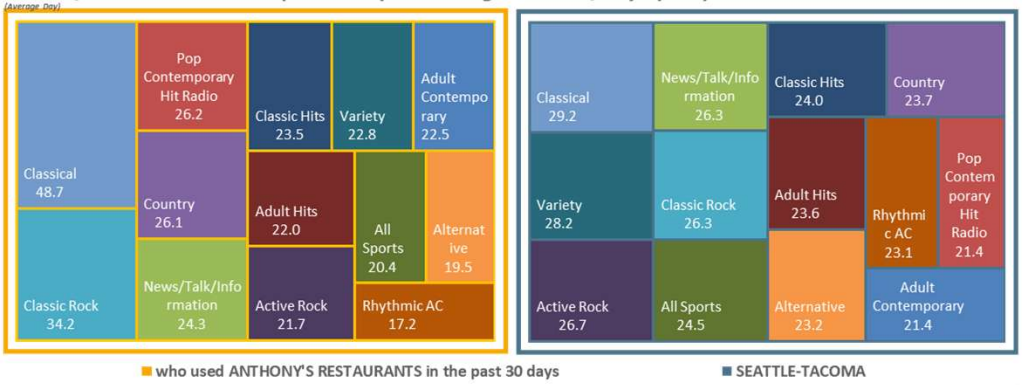


67,810 or 78.6% of Adults 18 or older who used ANTHONY'S RESTAURANTS in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, All Sports, Classic Hits, Classic Rock, and Country.

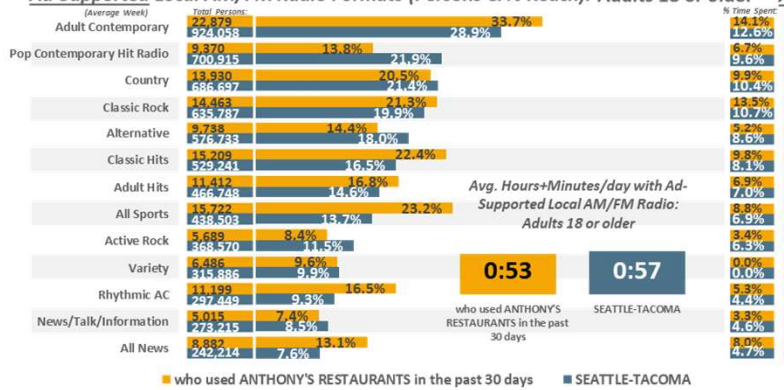
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



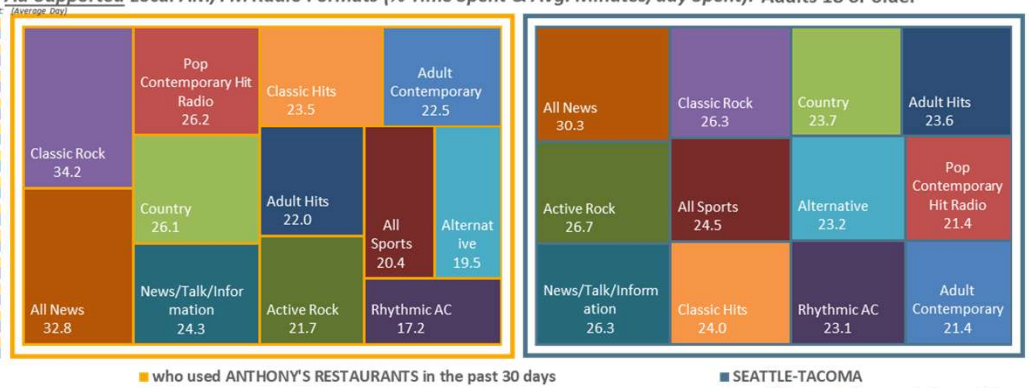
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 113

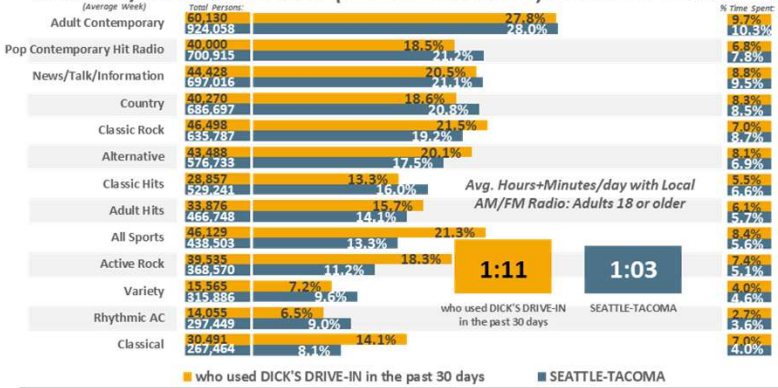
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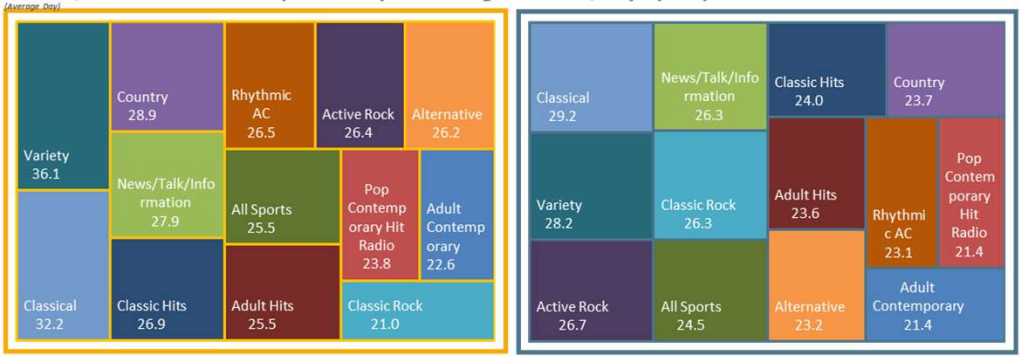
Sit-down restaurants used past 30 days: Anthony's

208,194 or 76.6% of Adults 18 or older who used DICK'S DRIVE-IN in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, All Sports, Alternative, and Country.

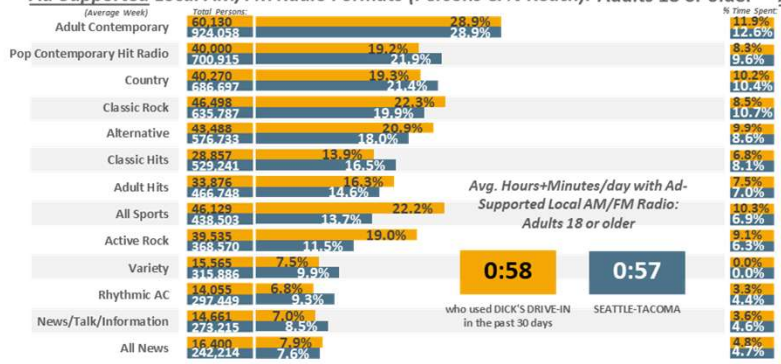
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



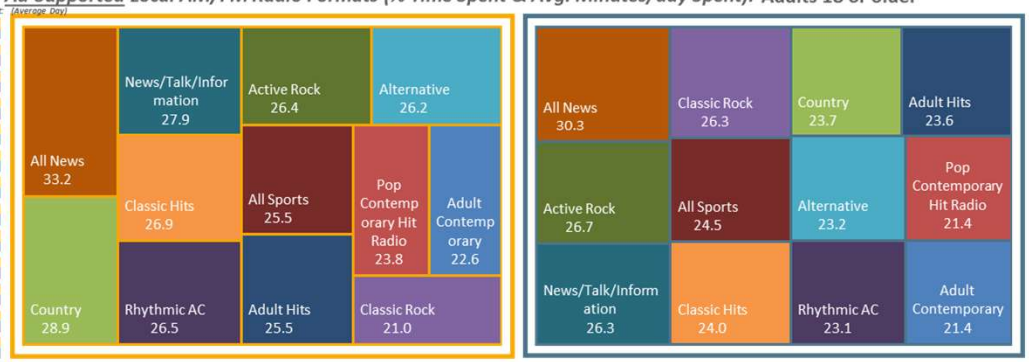
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 220

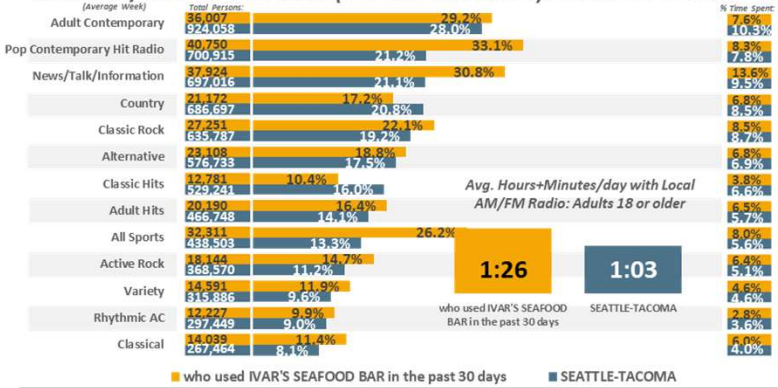
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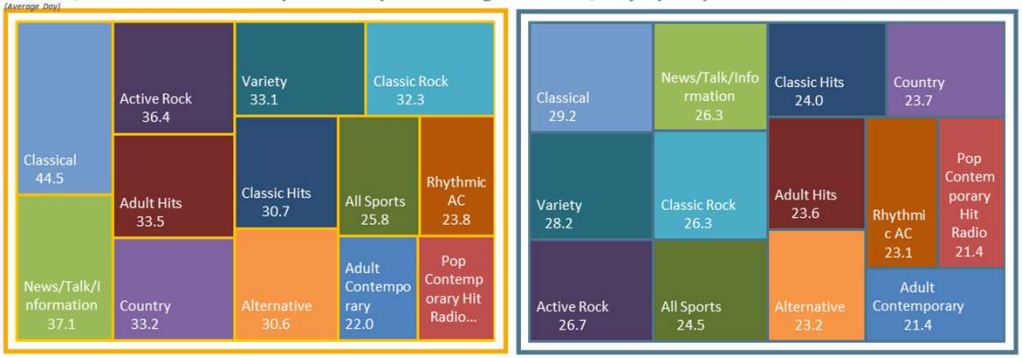
Quick service restaurants used past 30 days: Dick's

117,421 or 86.8% of Adults 18 or older who used IVAR'S SEAFOOD BAR in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, All Sports, Classic Rock, and Alternative.

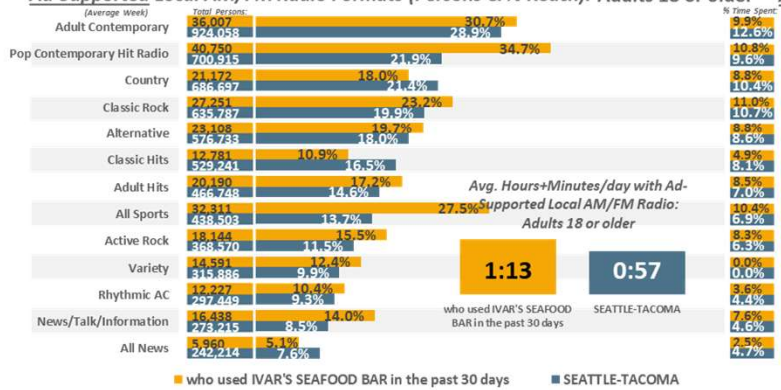
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



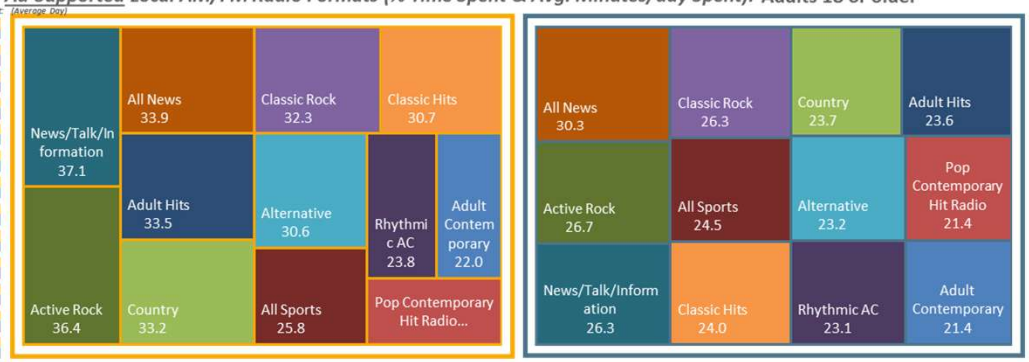
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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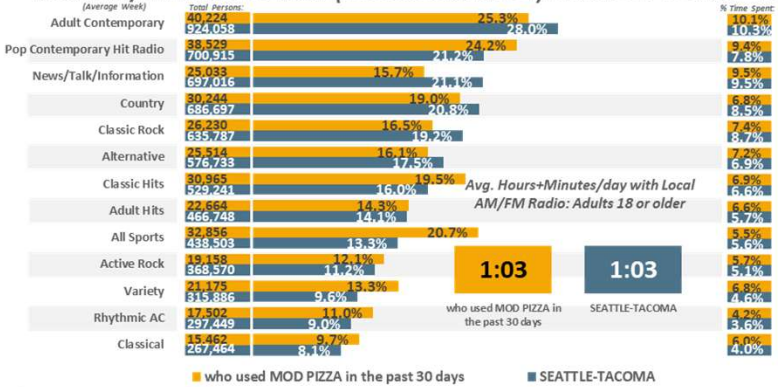
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Quick service restaurants used past 30 days: Ivar's Seafood Bar

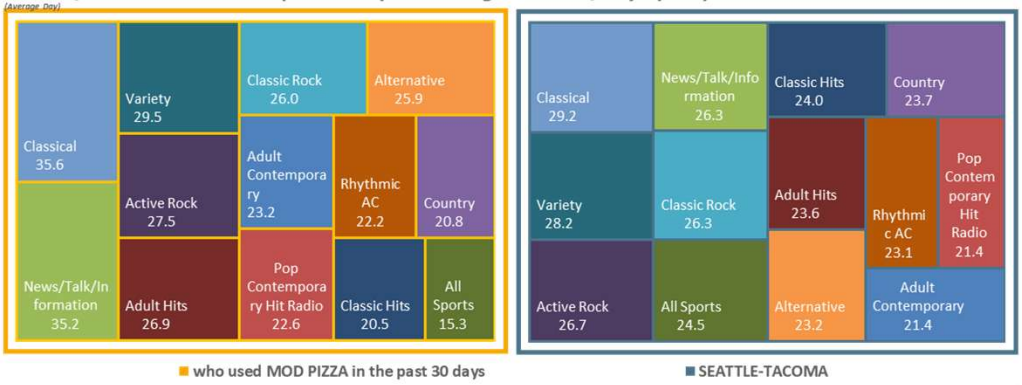
MOD PIZZA SEA

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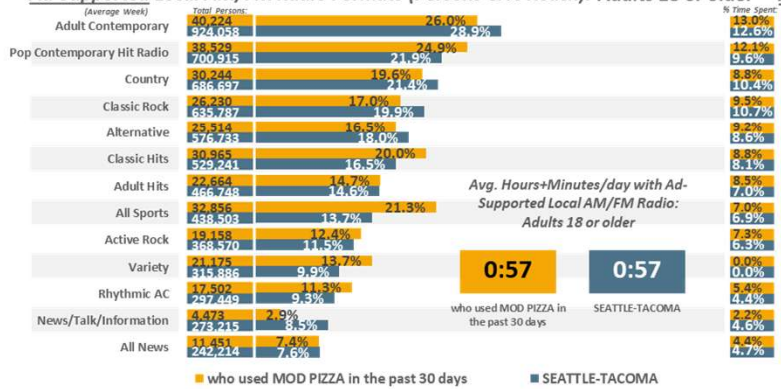
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



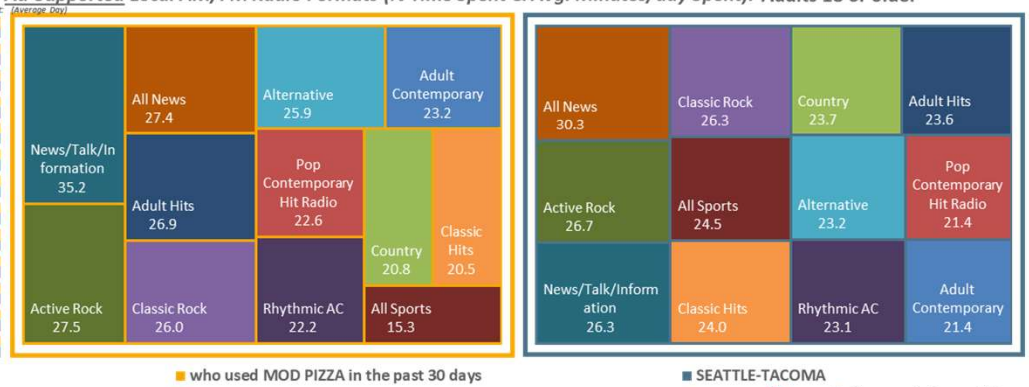
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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Sit-down restaurants used past 30 days: MOD Pizza

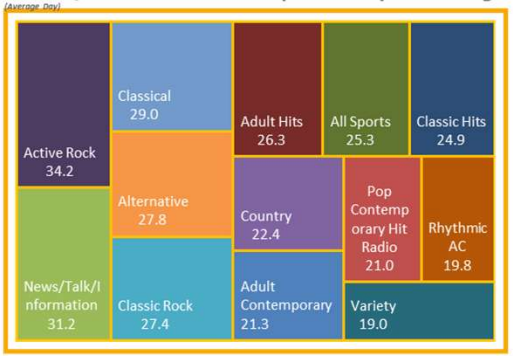
SEA

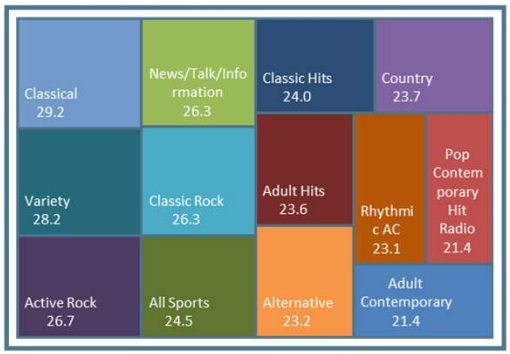
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Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older

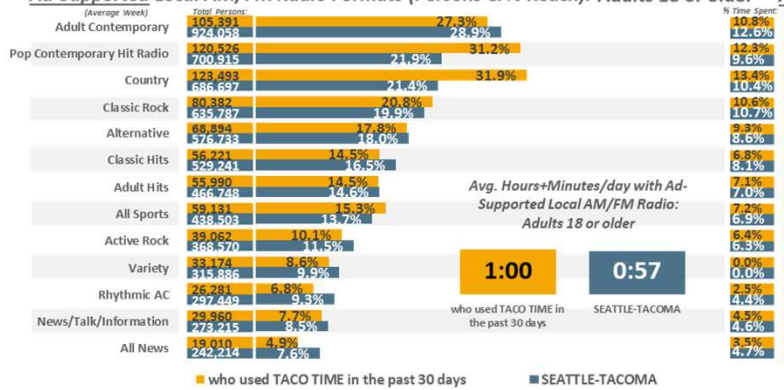


Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

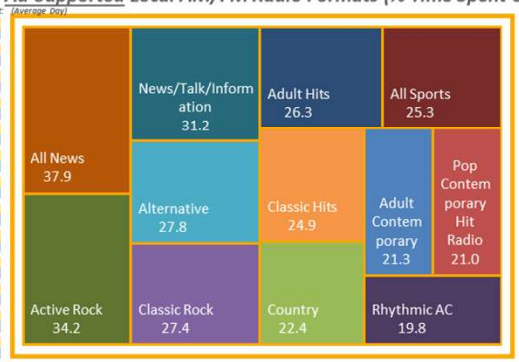


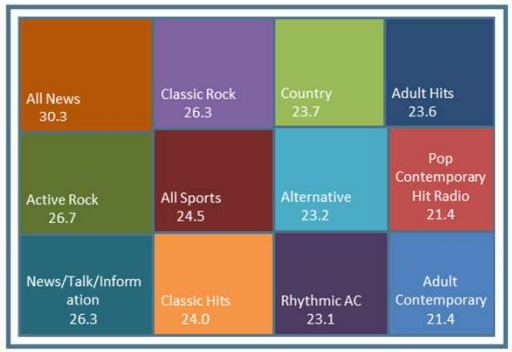


Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



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





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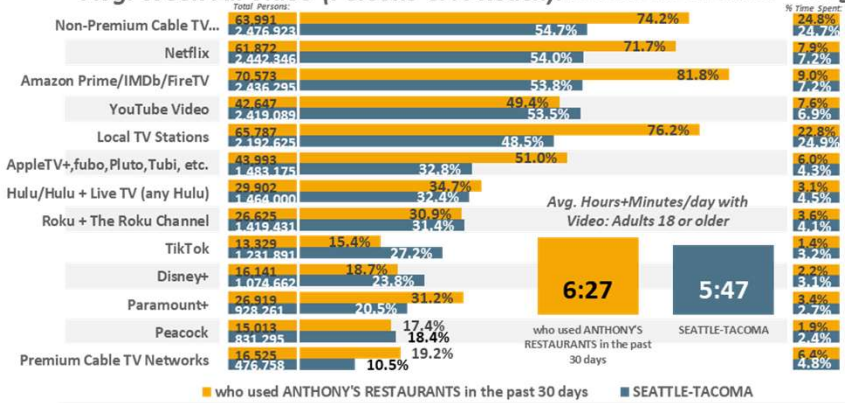
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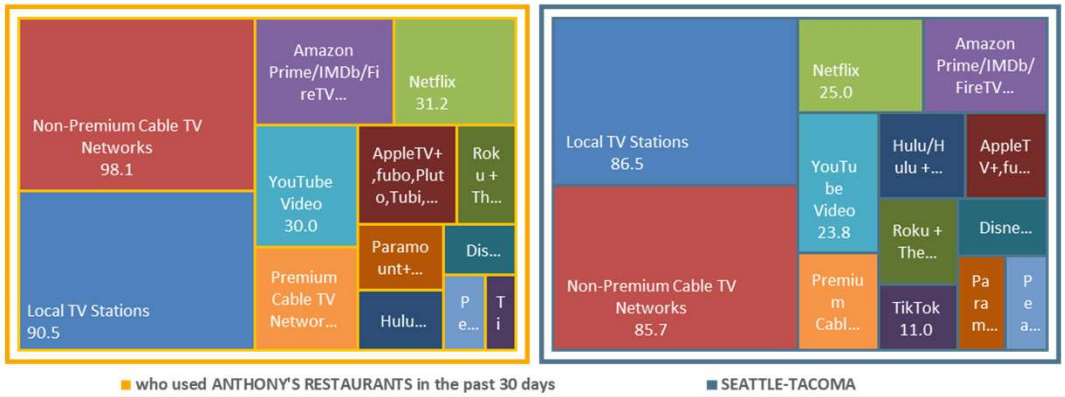
Quick service restaurants used past 30 days: Taco Time

64,088 or 74.3% of Adults 18 or older who used ANTHONY'S RESTAURANTS in the past 30 days watch Ad-Supported Local TV Stations for an average of 76.6 minutes every day representing 24.2% of all time spent daily with Ad-Supported Video.

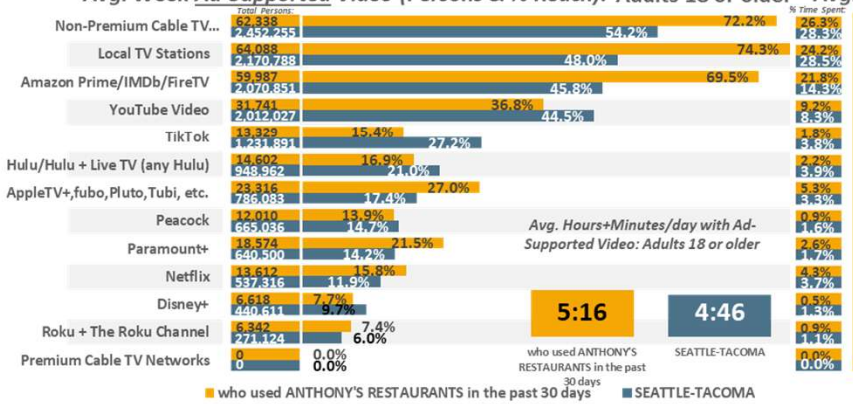
Avg. Week All Video (Persons & % Reach): Adults 18 or older



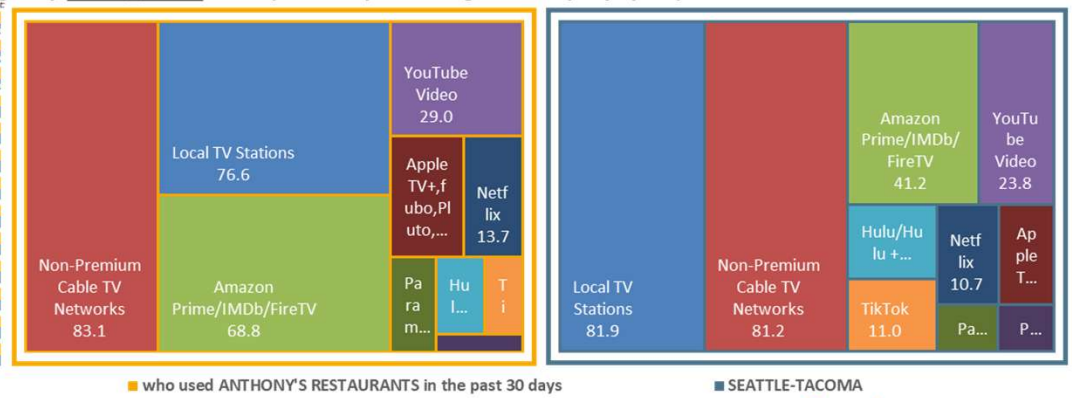
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 113

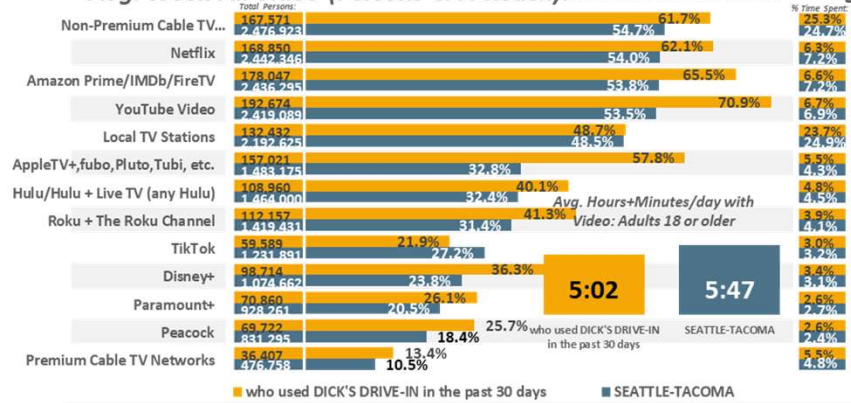
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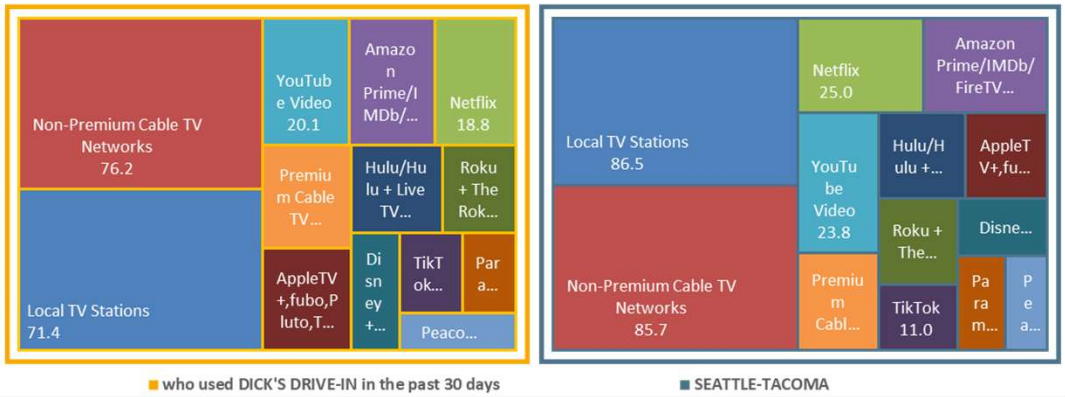
Sit-down restaurants used past 30 days: Anthony's

131,016 or 48.2% of Adults 18 or older who used DICK'S DRIVE-IN in the past 30 days watch Ad-Supported Local TV Stations for an average of 65.2 minutes every day representing 26.% of all time spent daily with Ad-Supported Video.

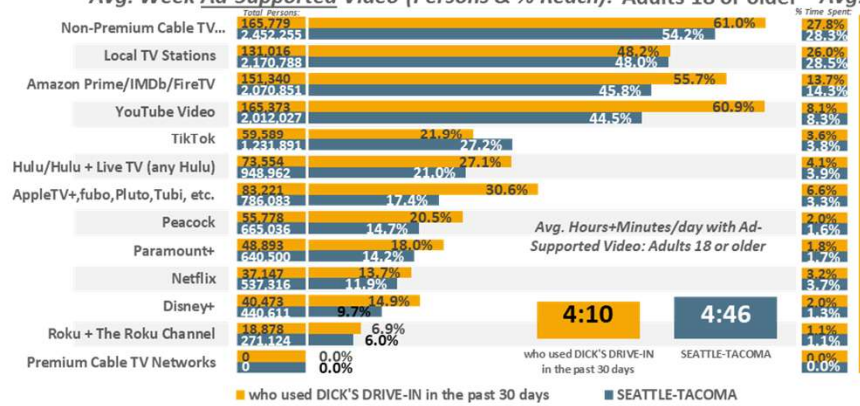
Avg. Week All Video (Persons & % Reach): Adults 18 or older



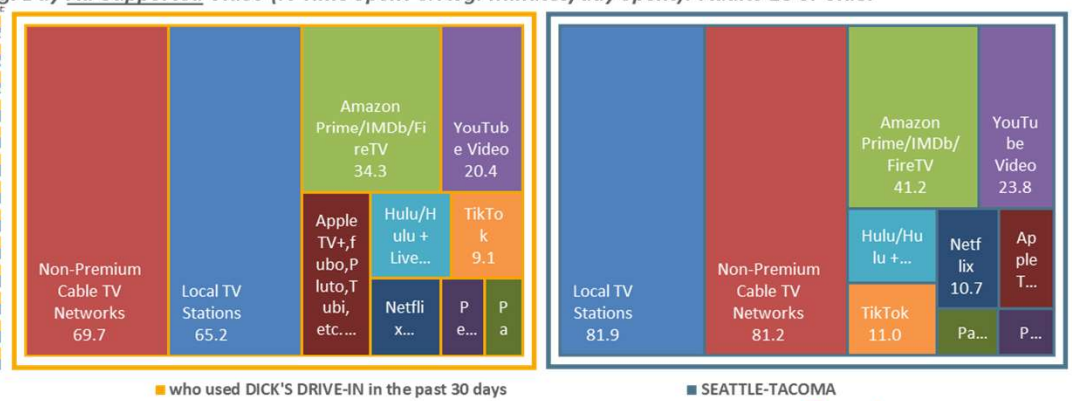
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 220

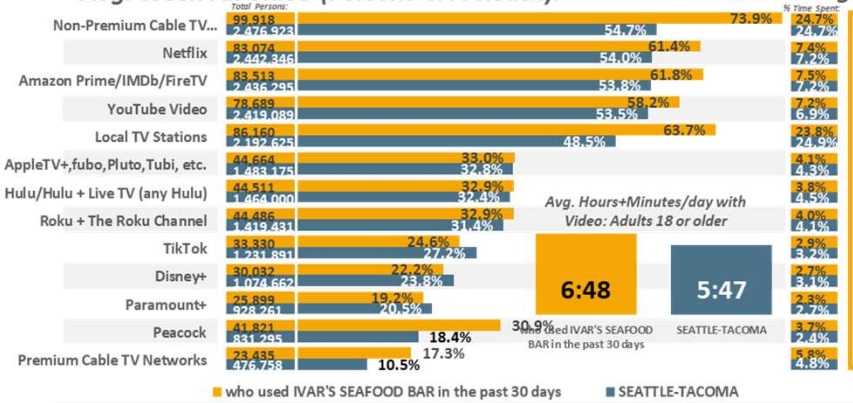
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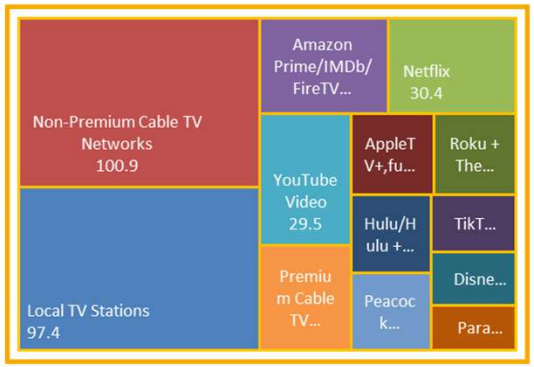
Quick service restaurants used past 30 days: Dick's

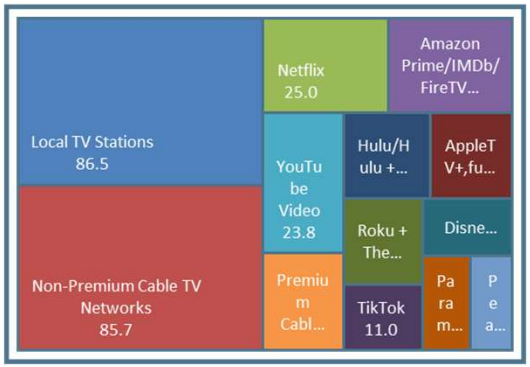
84,278 or 62.3% of Adults 18 or older who used IVAR'S SEAFOOD BAR in the past 30 days watch Ad-Supported Local TV Stations for an average of 89. minutes every day representing 26.4% of all time spent daily with Ad-Supported Video.

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

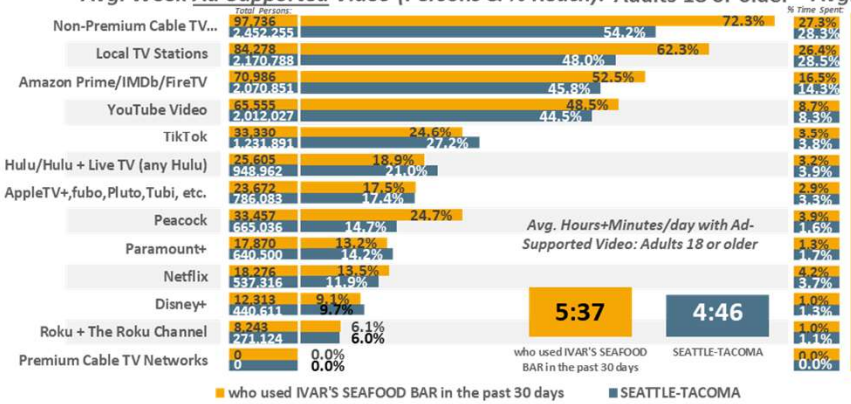


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

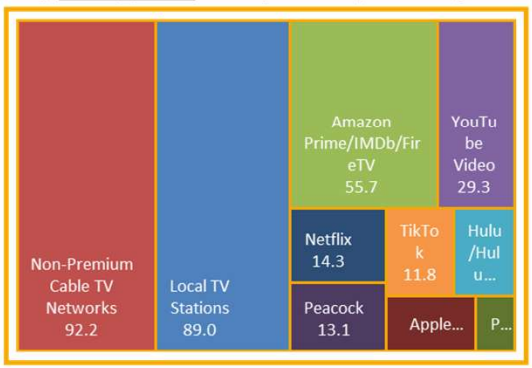


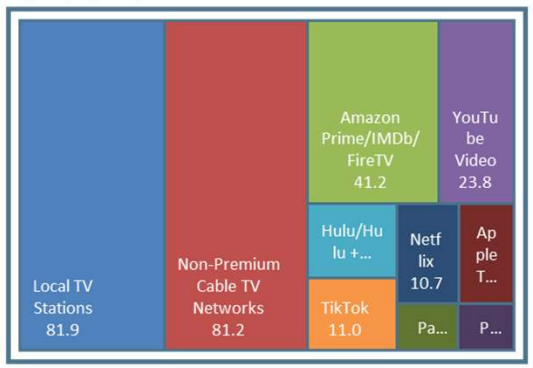


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 139

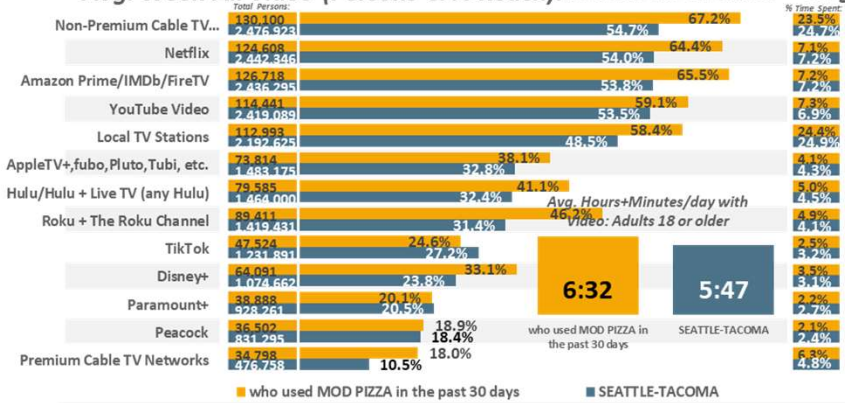
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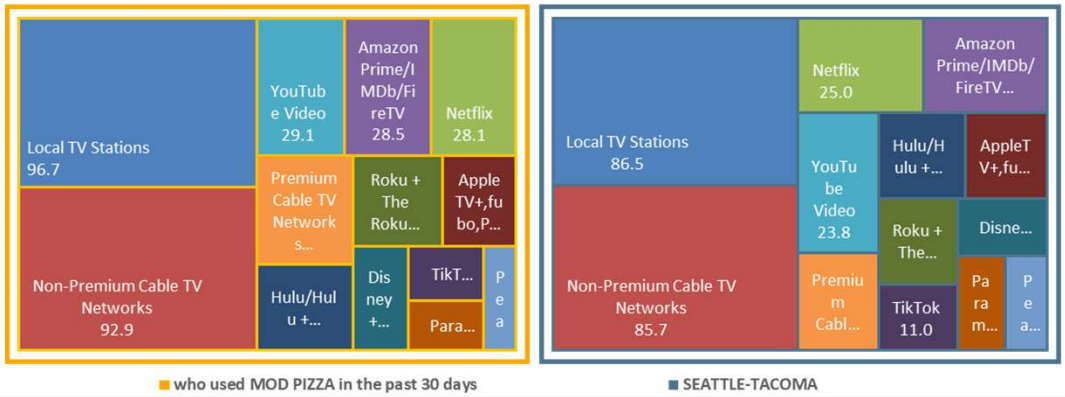
Quick service restaurants used past 30 days: Ivar's Seafood Bar

110,365 or 57.% of Adults 18 or older who used MOD PIZZA in the past 30 days watch Ad-Supported Local TV Stations for an average of 88.4 minutes every day representing 27.7% of all time spent daily with Ad-Supported Video.

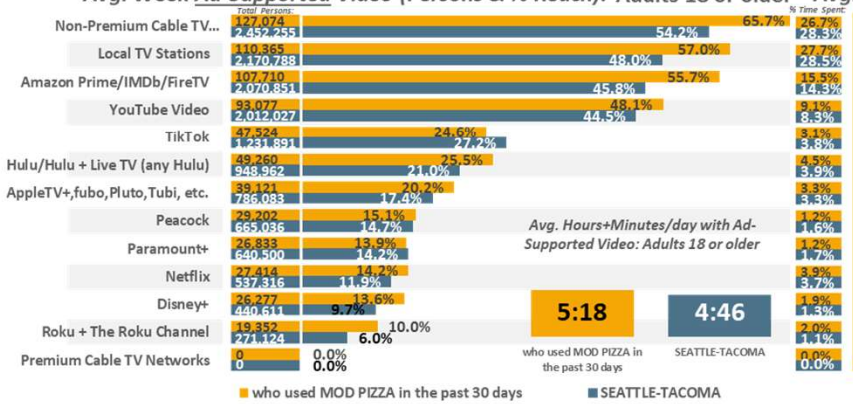
Avg. Week All Video (Persons & % Reach): Adults 18 or older



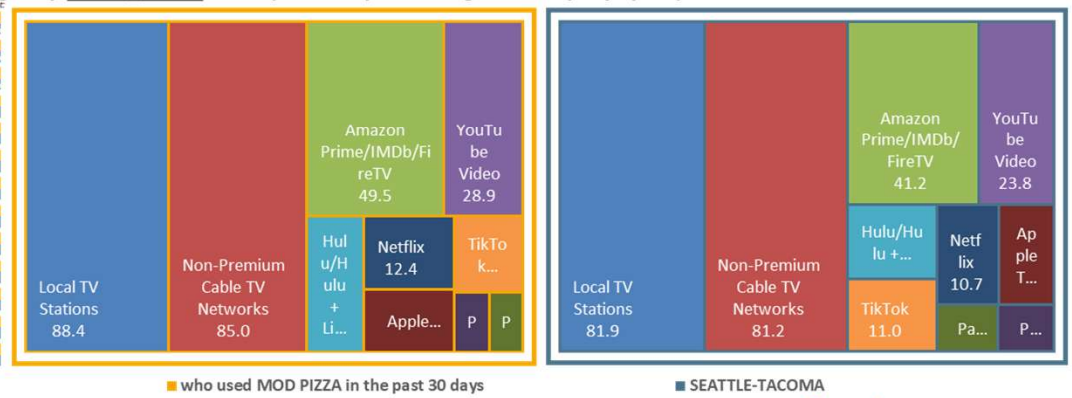
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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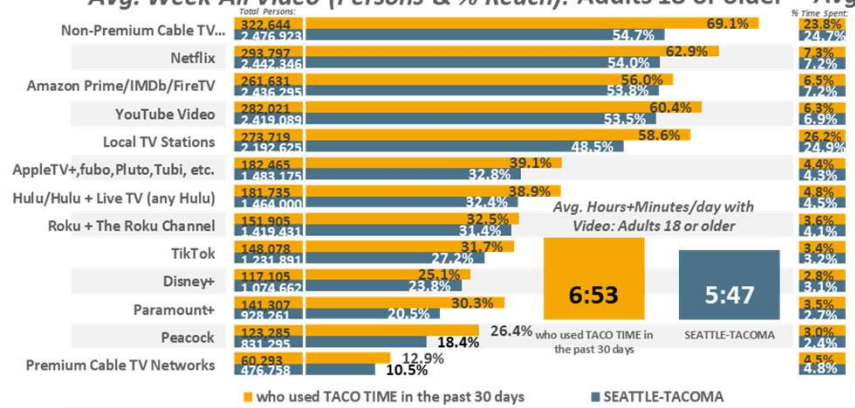
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Sit-down restaurants used past 30 days: MOD Pizza

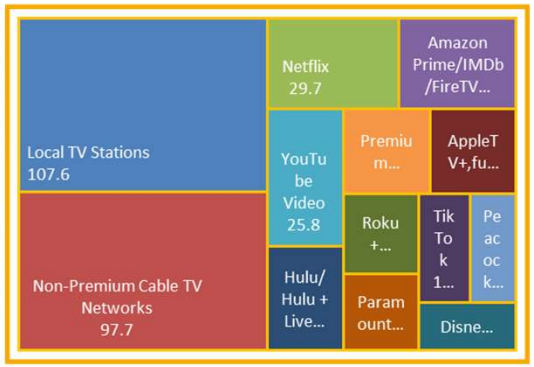
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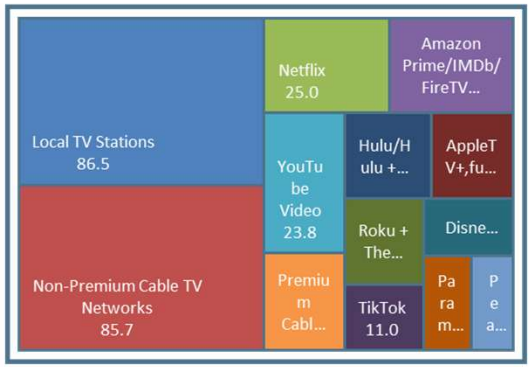
270,913 or 58.% of Adults 18 or older who used TACO TIME in the past 30 days watch Ad-Supported Local TV Stations for an average of 103. minutes every day representing 30.4% of all time spent daily with Ad-Supported Video.

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

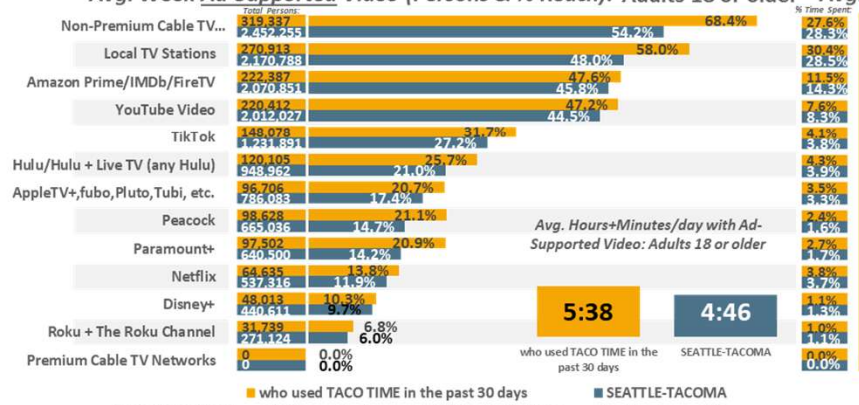


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

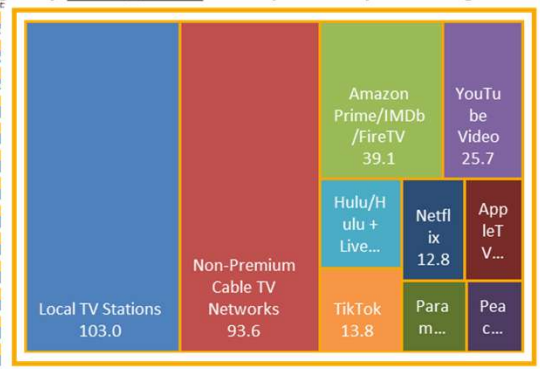


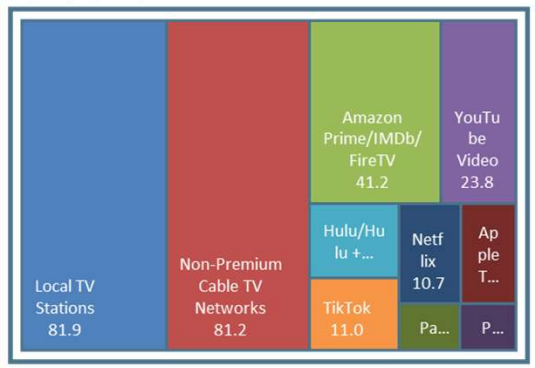


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





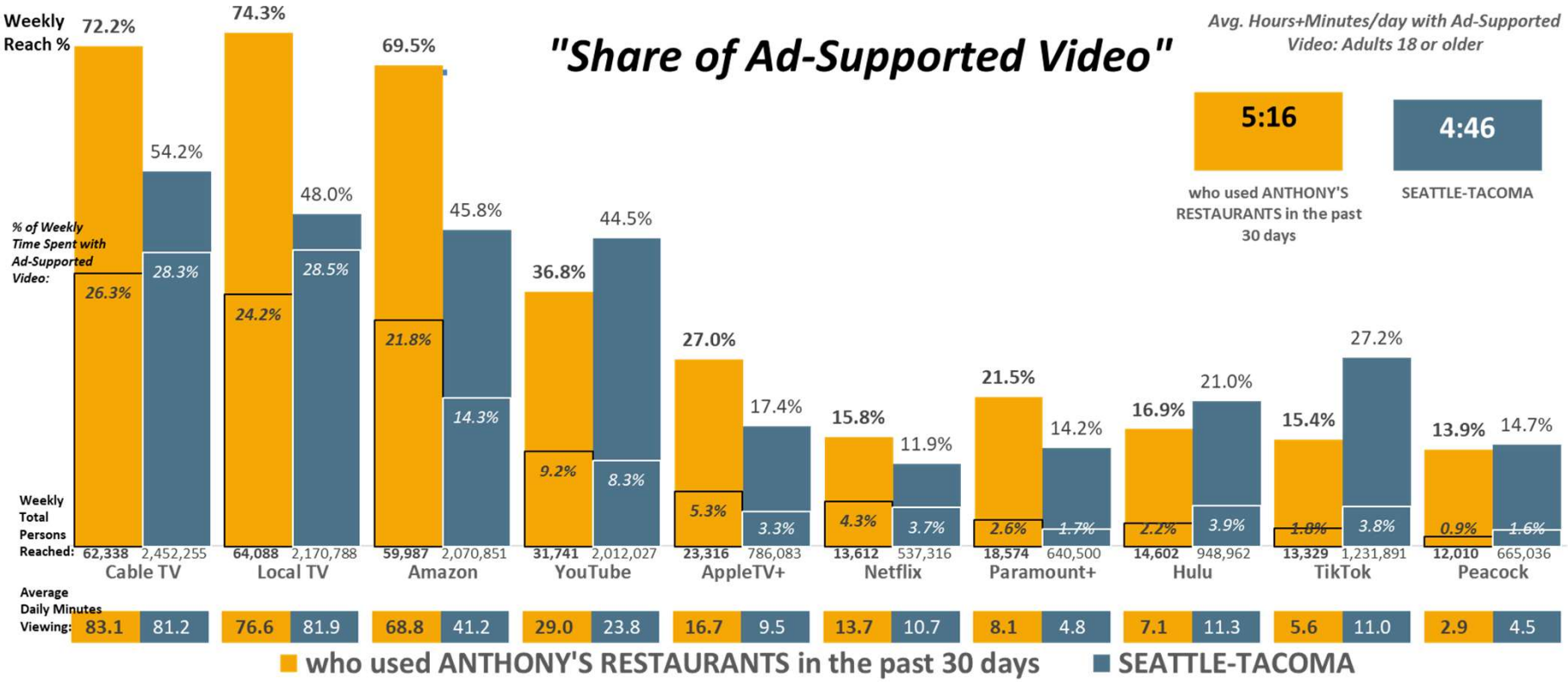
SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 427

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Quick service restaurants used past 30 days: Taco Time

64,088 or 74.3% of Adults 18 or older who used ANTHONY'S RESTAURANTS in the past 30 days watch Ad-Supported Local TV Stations for an average of 76.6 minutes every day representing 24.2% of all time spent daily with Ad-Supported Video.



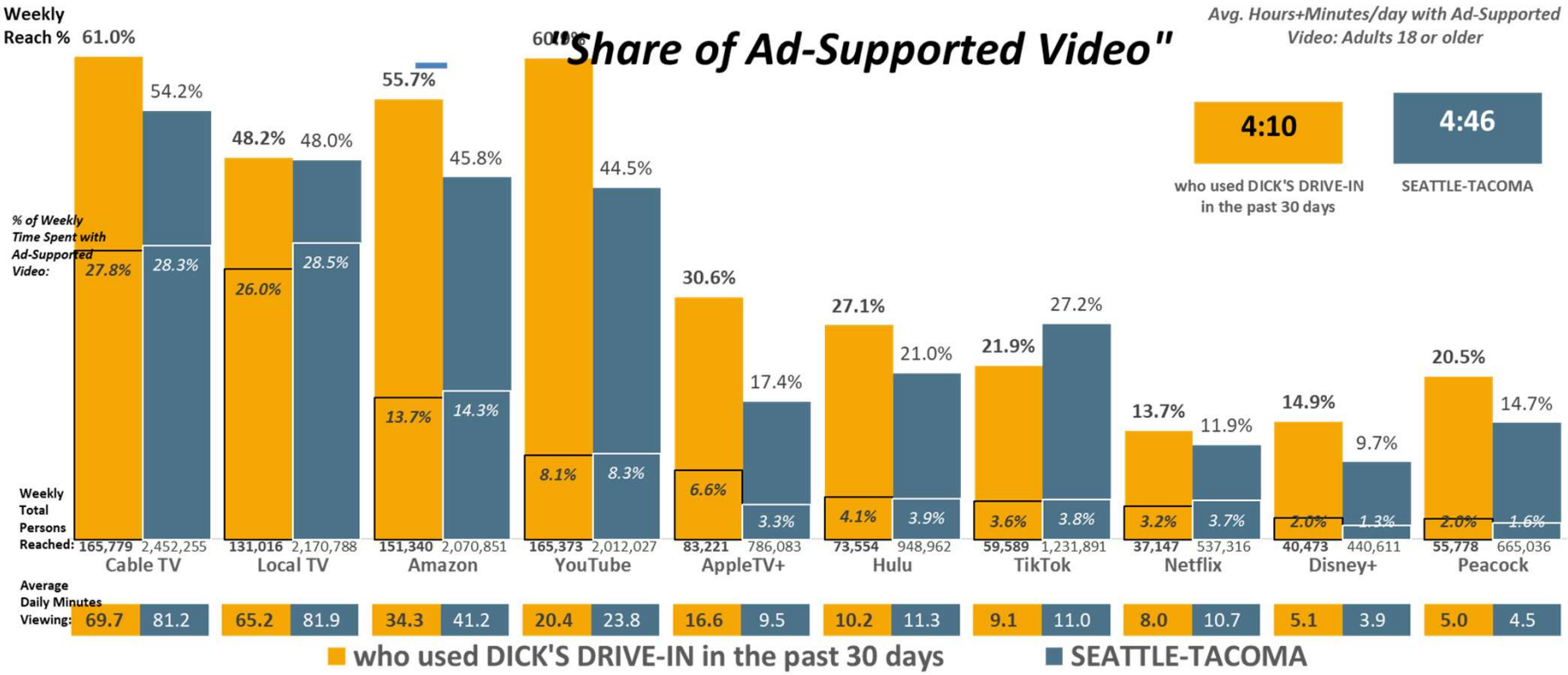
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Sit-down restaurants used past 30 days: Anthony's

131,016 or 48.2% of Adults 18 or older who used DICK'S DRIVE-IN in the past 30 days watch Ad-Supported Local TV Stations for an average of 65.2 minutes every day representing 26.% of all time spent daily with Ad-Supported Video.



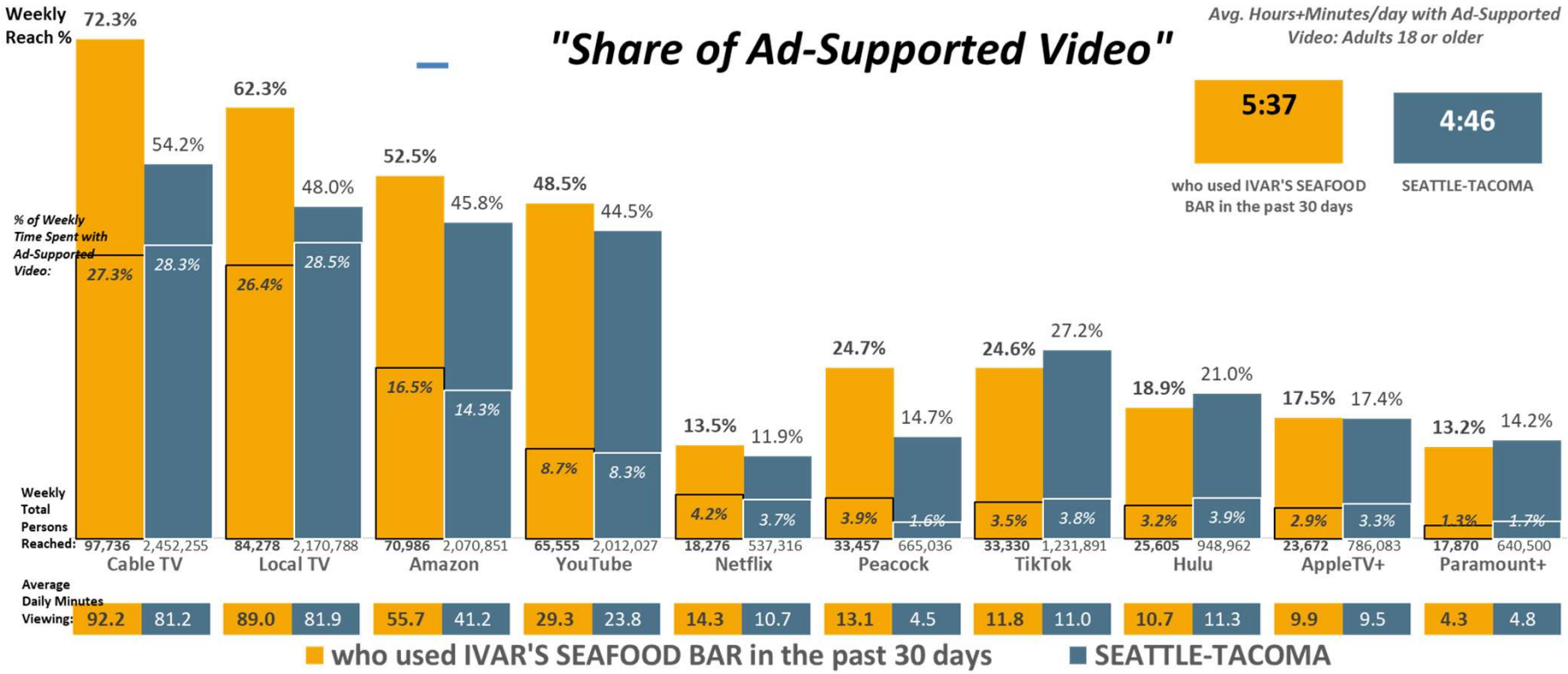
SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 220 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

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Quick service restaurants used past 30 days: Dick's

84,278 or 62.3% of Adults 18 or older who used IVAR'S SEAFOOD BAR in the past 30 days watch Ad-Supported Local TV Stations for an average of 89. minutes every day representing 26.4% of all time spent daily with Ad-Supported Video.



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 139 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

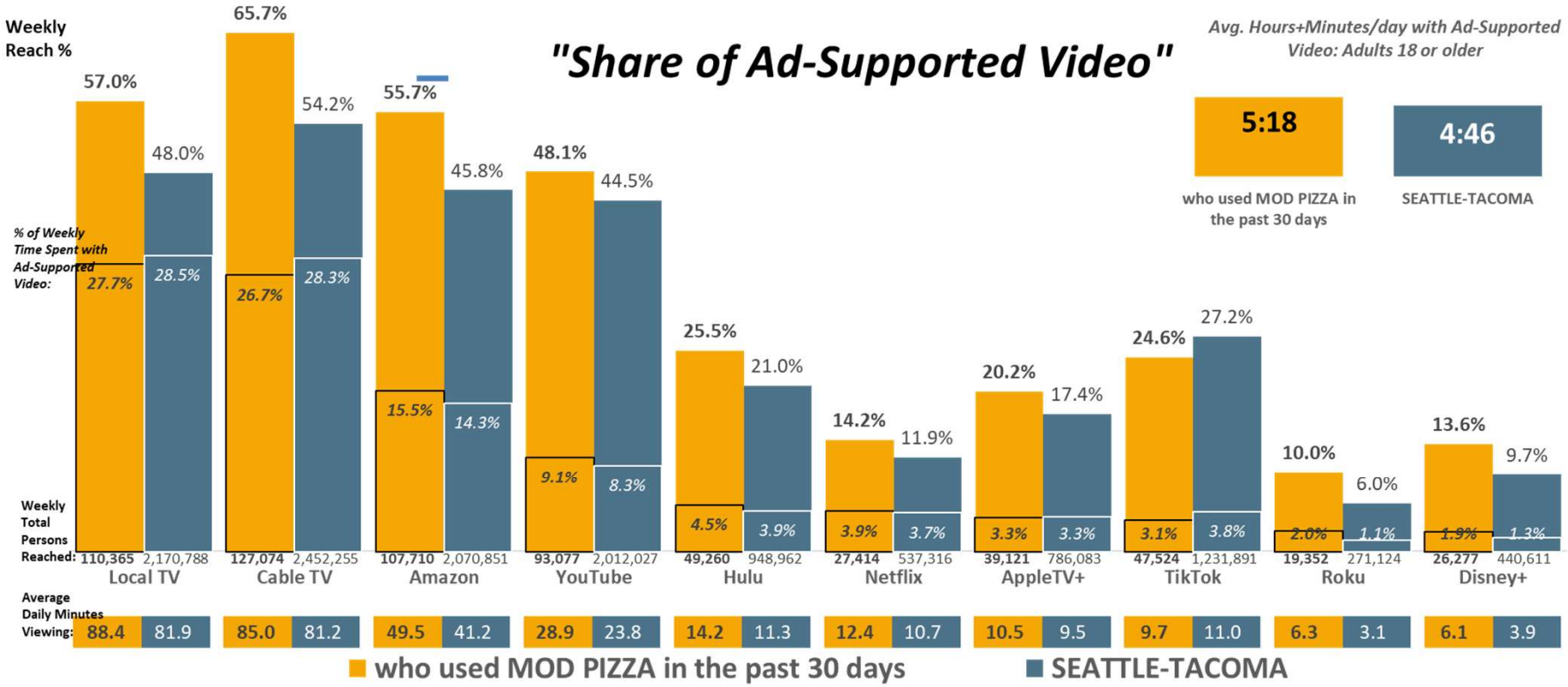
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Quick service restaurants used past 30 days: Ivar's Seafood Bar

MOD PIZZA SEA

110,365 or 57.7% of Adults 18 or older who used MOD PIZZA in the past 30 days watch Ad-Supported Local TV Stations for an average of 88.4 minutes every day representing 27.7% of all time spent daily with Ad-Supported Video.



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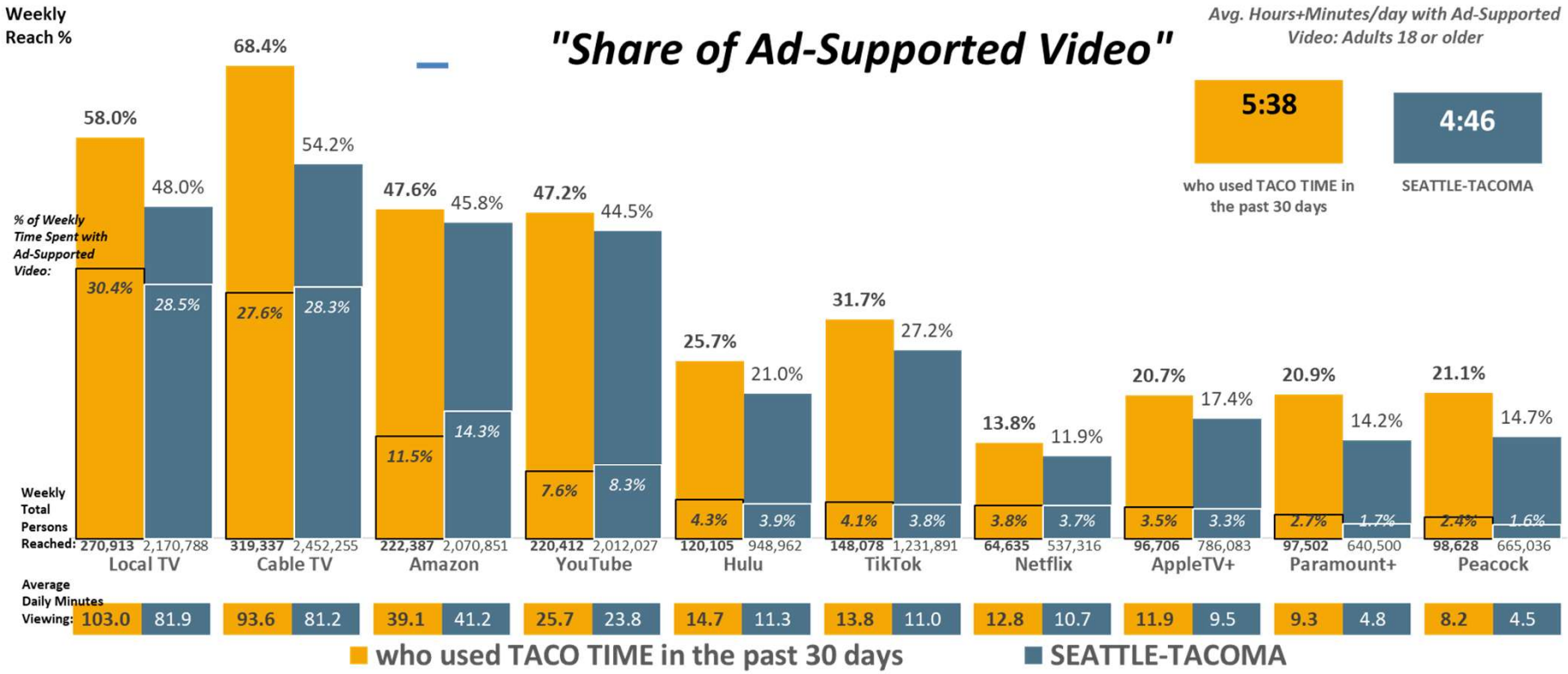
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Sit-down restaurants used past 30 days: MOD Pizza

SEA

270,913 or 58.% of Adults 18 or older who used TACO TIME in the past 30 days watch Ad-Supported Local TV Stations for an average of 103. minutes every day representing 30.4% of all time spent daily with Ad-Supported Video.



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 427 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

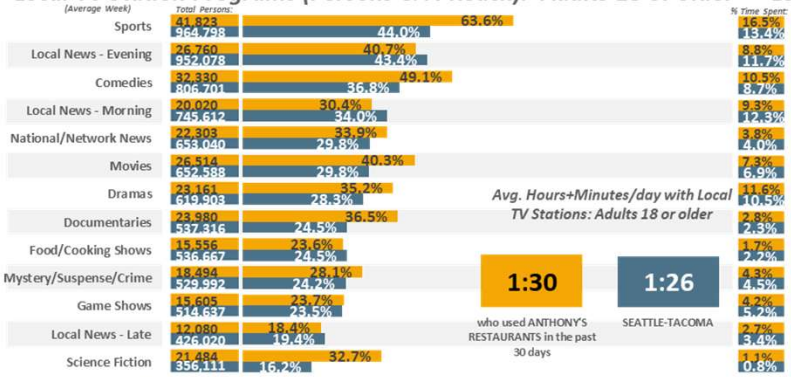
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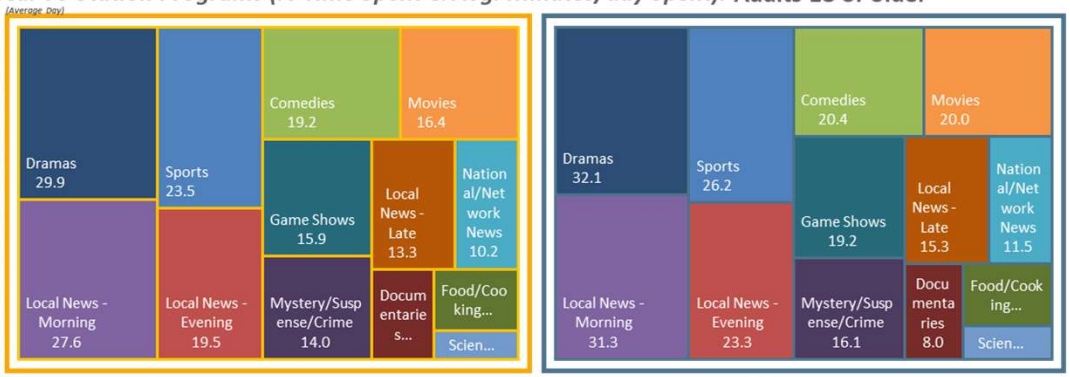
Quick service restaurants used past 30 days: Taco Time

64,088 or 74.3% of Adults 18 or older who used ANTHONY'S RESTAURANTS in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Movies, Dramas, and Science Fiction.

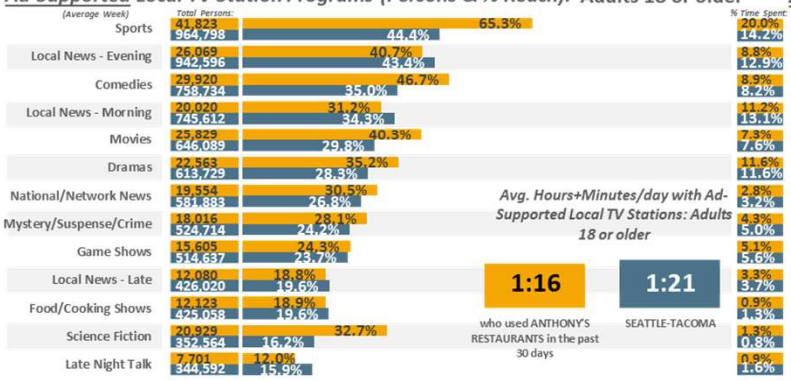
Local TV Station Programs (Persons & % Reach): Adults 18 or older



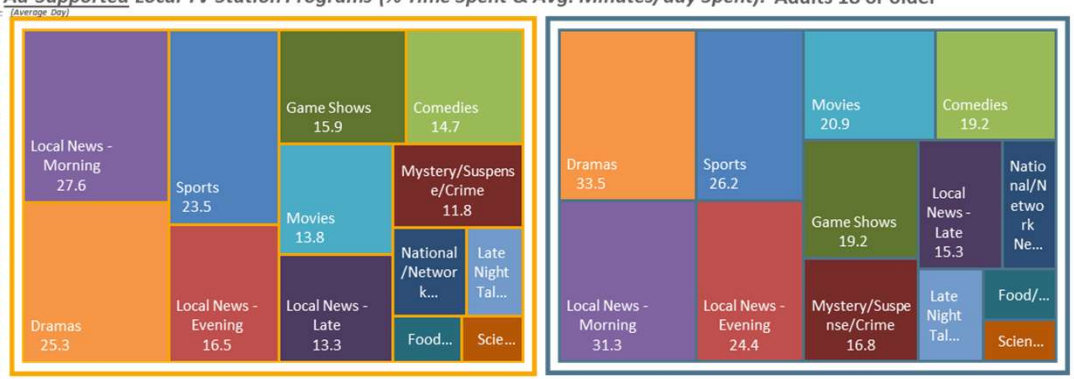
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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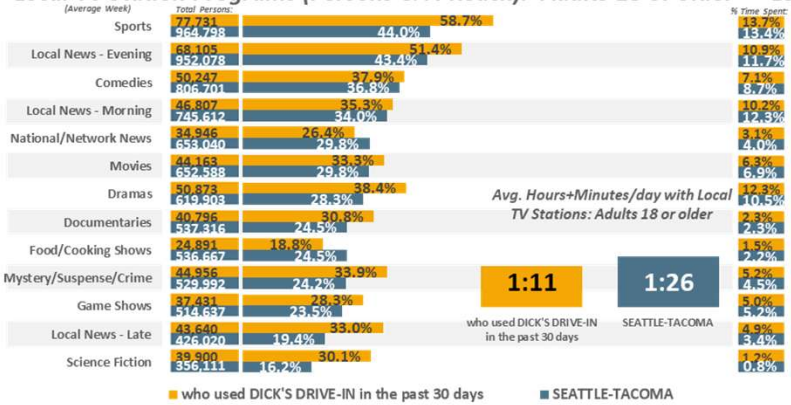
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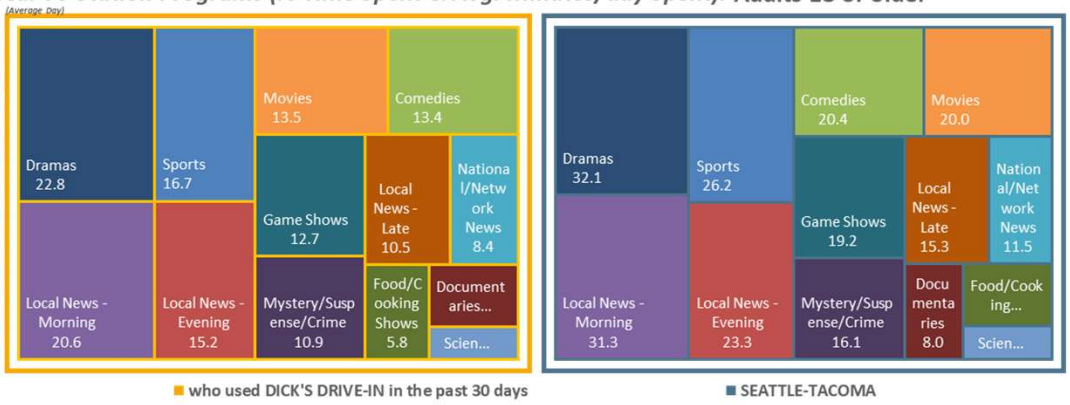
Sit-down restaurants used past 30 days: Anthony's

131,016 or 48.2% of Adults 18 or older who used DICK'S DRIVE-IN in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Dramas, Comedies, Local News - Morning, and Mystery/Suspense/Crime.

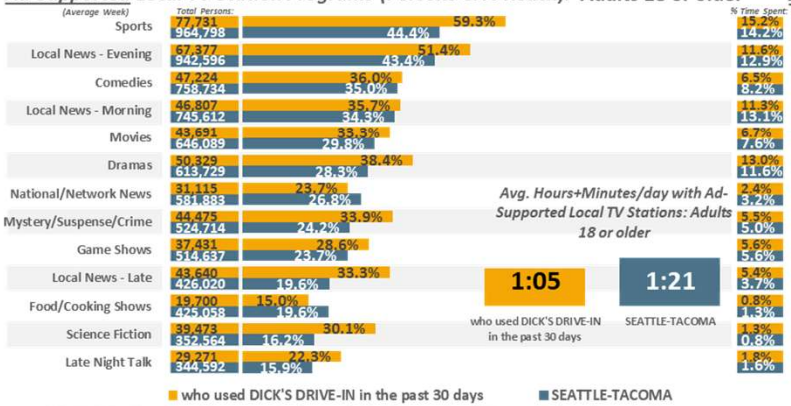
Local TV Station Programs (Persons & % Reach): Adults 18 or older



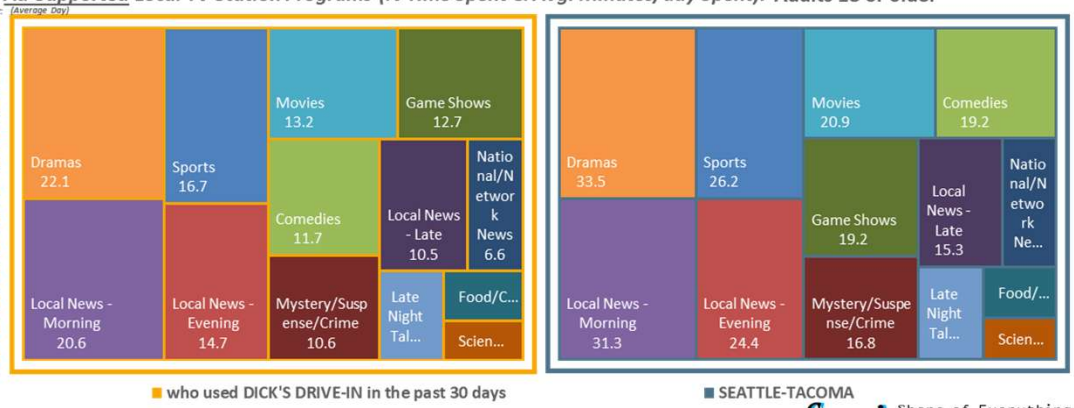
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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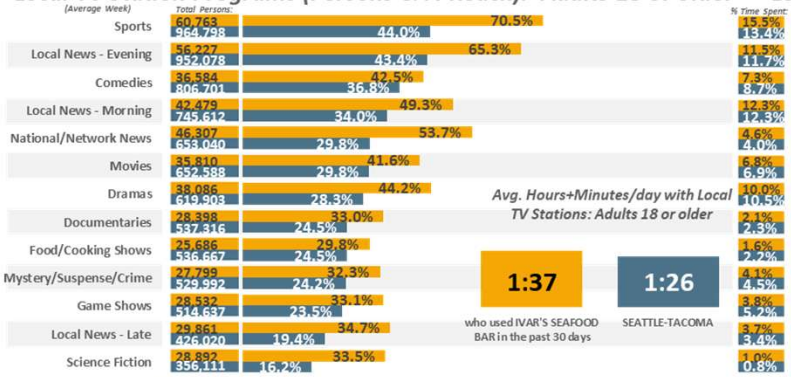
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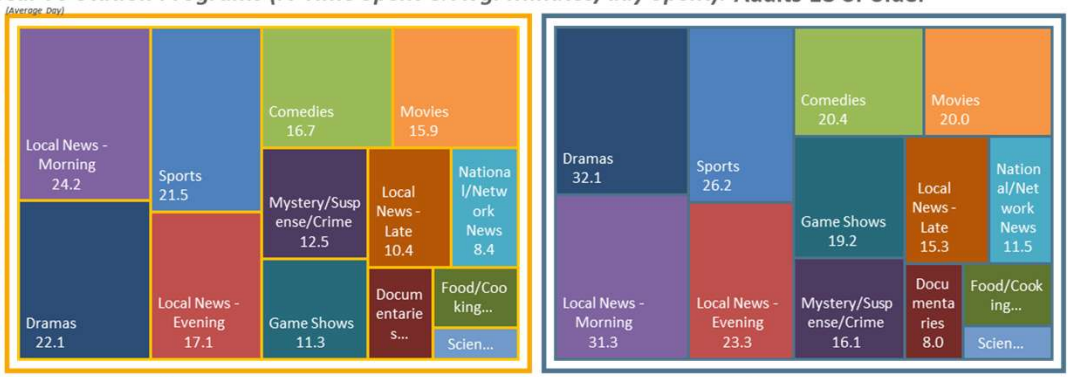
Quick service restaurants used past 30 days: Dick's

84,278 or 62.3% of Adults 18 or older who used IVAR'S SEAFOOD BAR in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, National/Network News, Dramas, and Movies.

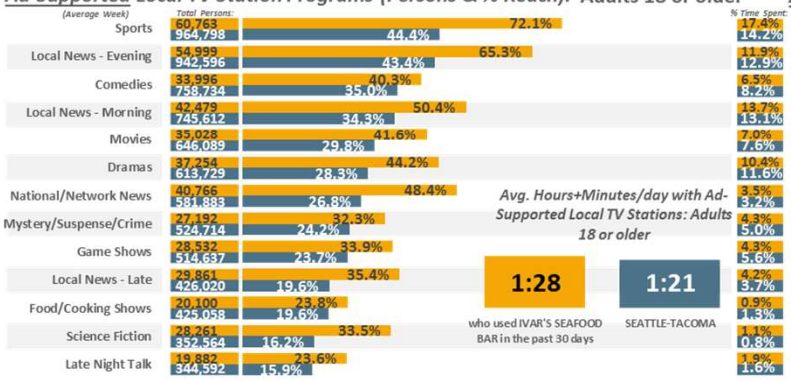
Local TV Station Programs (Persons & % Reach): Adults 18 or older



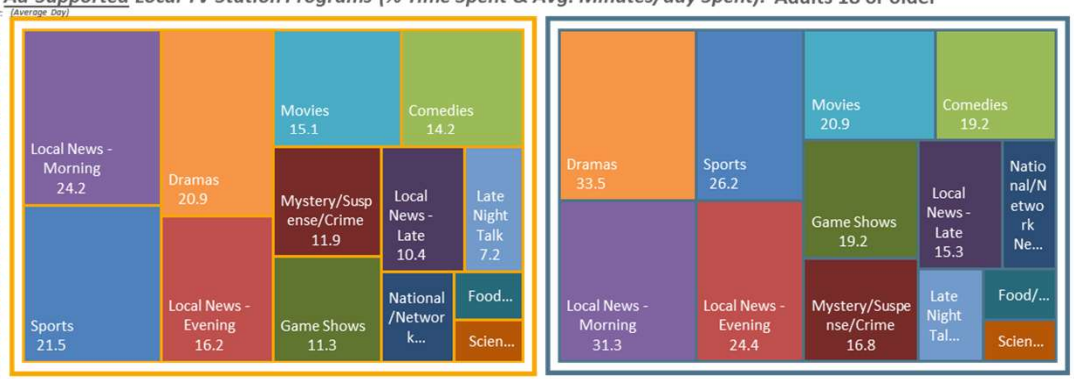
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 139

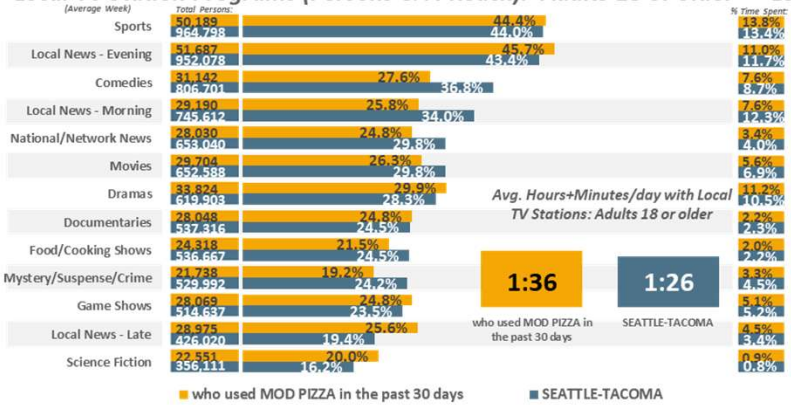
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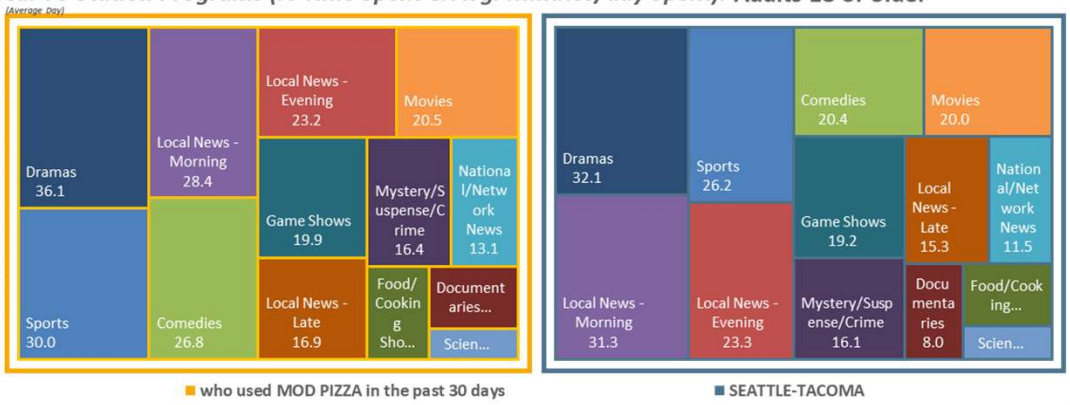
Quick service restaurants used past 30 days: Ivar's Seafood Bar

110,365 or 57.% of Adults 18 or older who used MOD PIZZA in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Dramas, Local News - Morning, Movies, and Local News - Late.

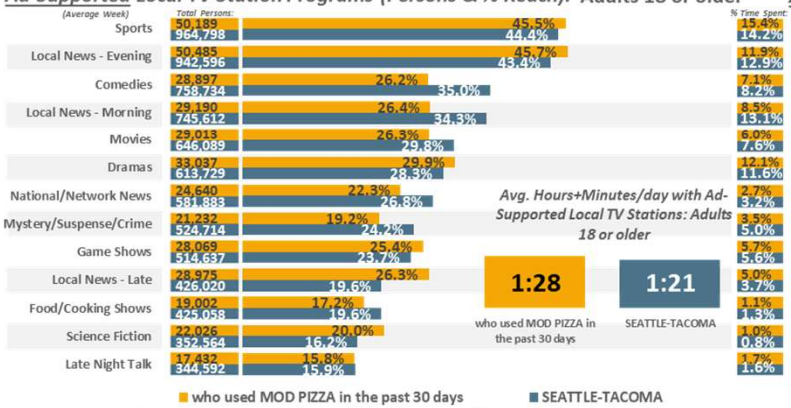
Local TV Station Programs (Persons & % Reach): Adults 18 or older



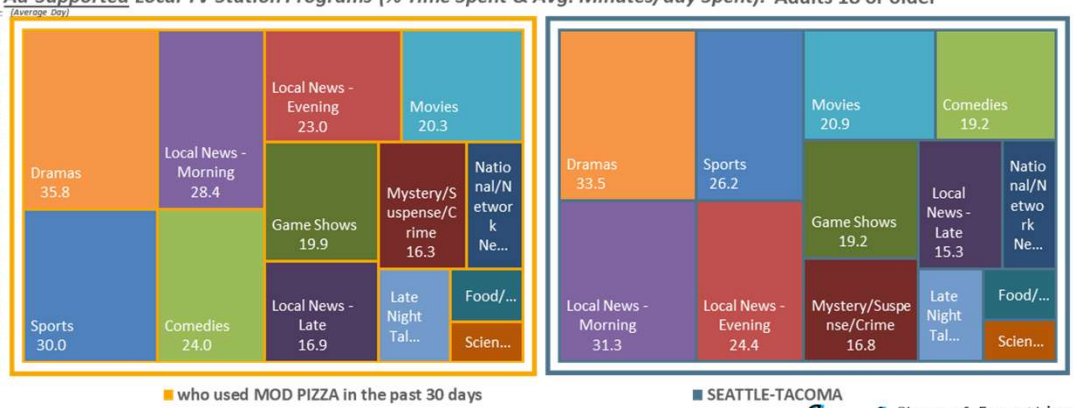
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 192

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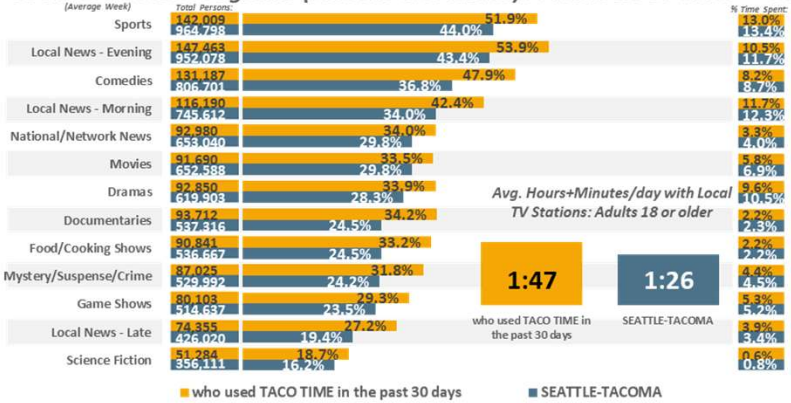
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Sit-down restaurants used past 30 days: MOD Pizza

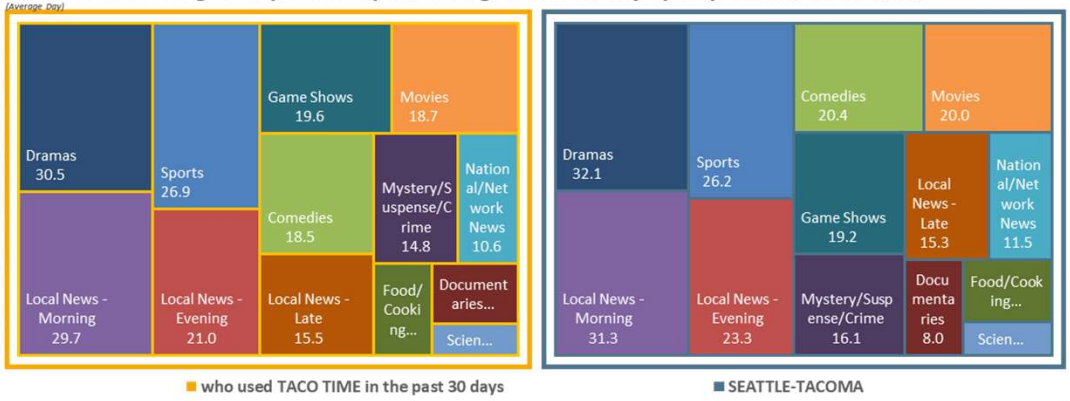


270,913 or 58.% of Adults 18 or older who used TACO TIME in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Local News - Morning, Dramas, and Movies.

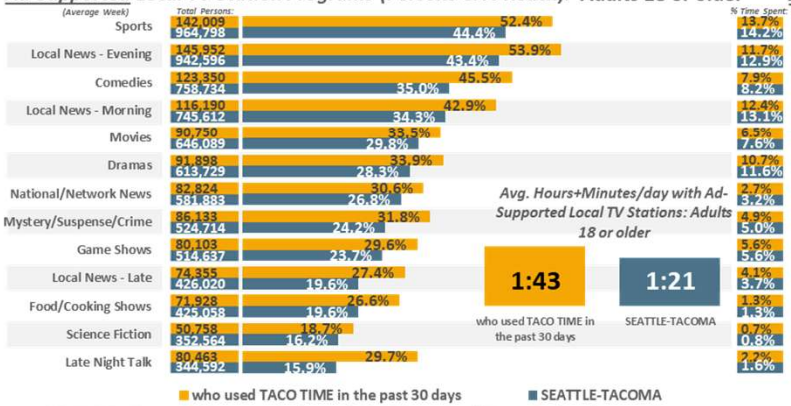
Local TV Station Programs (Persons & % Reach): Adults 18 or older



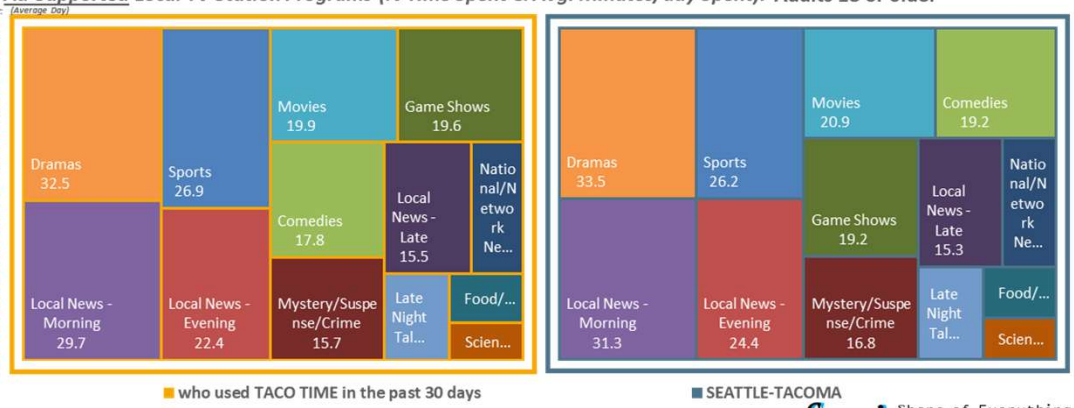
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 427

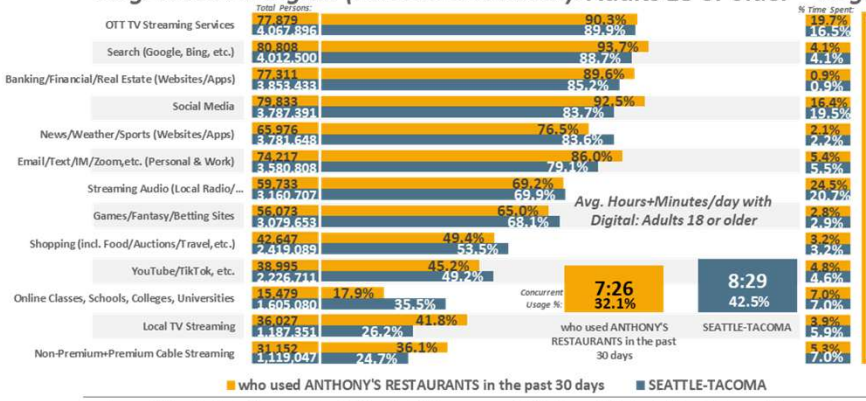
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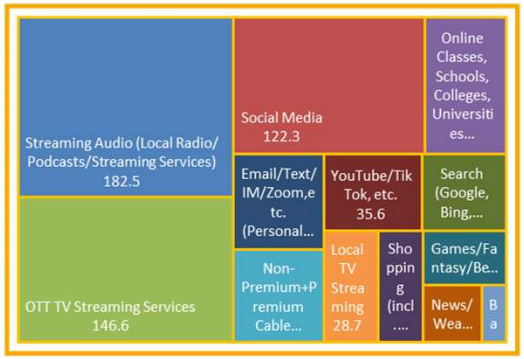
Quick service restaurants used past 30 days: Taco Time

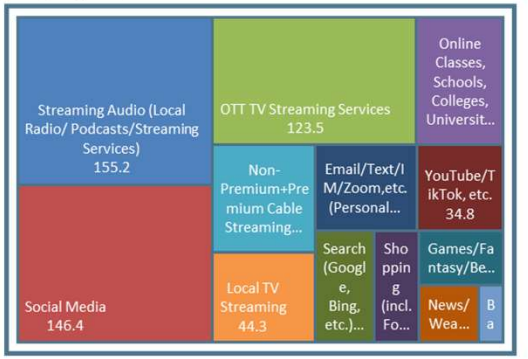
65,346 or 75.7% of Adults 18 or older who used ANTHONY'S RESTAURANTS in the past 30 days use Ad-Supported Social Media for an average of 100.1 minutes every day representing 18.2% of all time spent daily with Ad-Supported Digital Media.

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

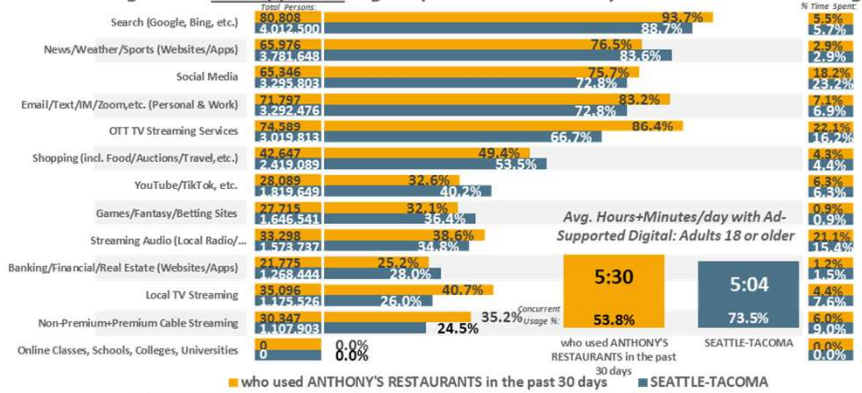


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

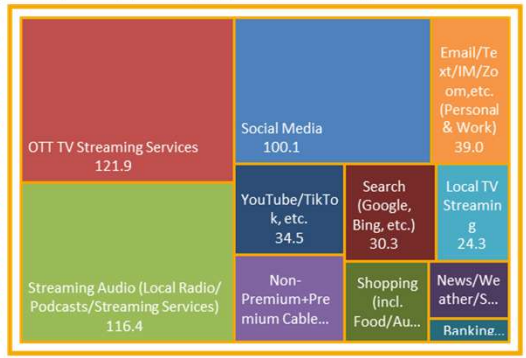


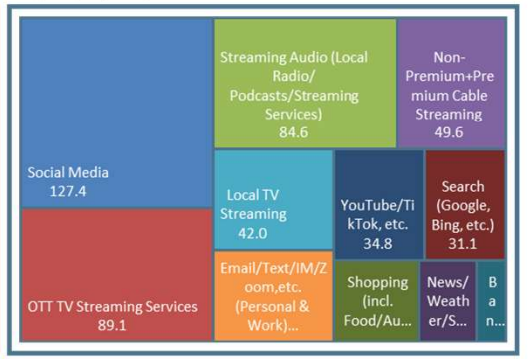


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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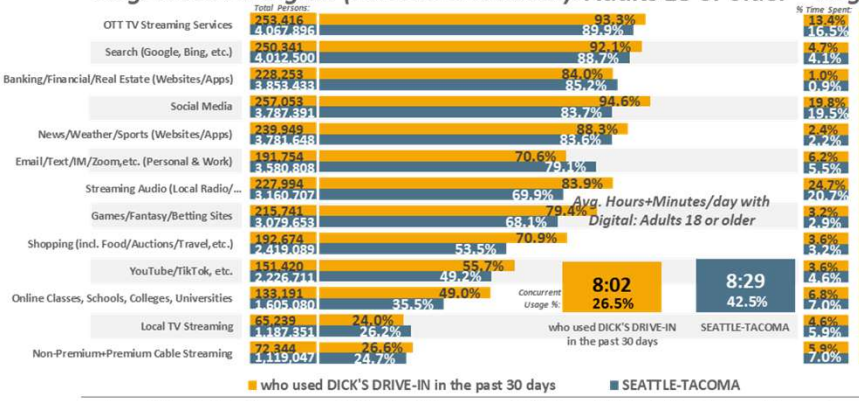
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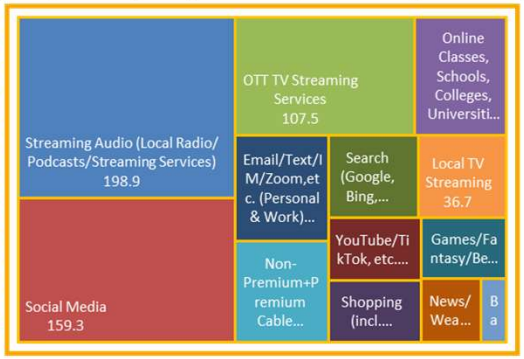
Sit-down restaurants used past 30 days: Anthony's

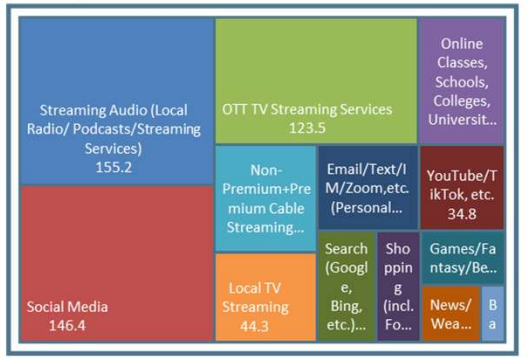
207,576 or 76.4% of Adults 18 or older who used DICK'S DRIVE-IN in the past 30 days use Ad-Supported Social Media for an average of 128.6 minutes every day representing 22.5% of all time spent daily with Ad-Supported Digital Media.

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

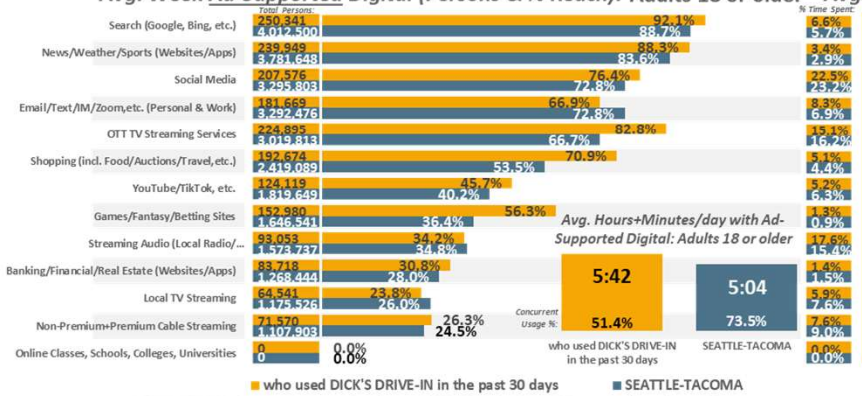


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

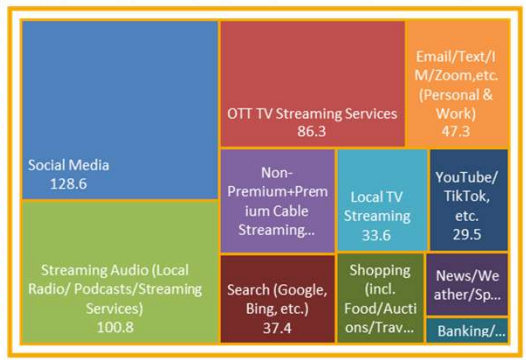


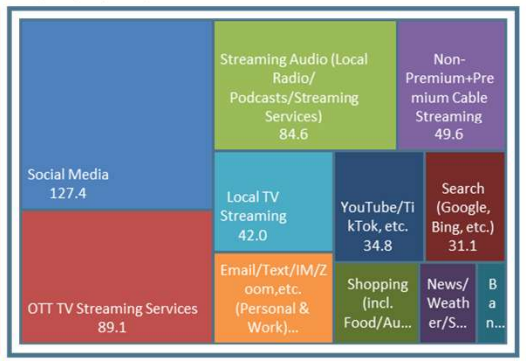


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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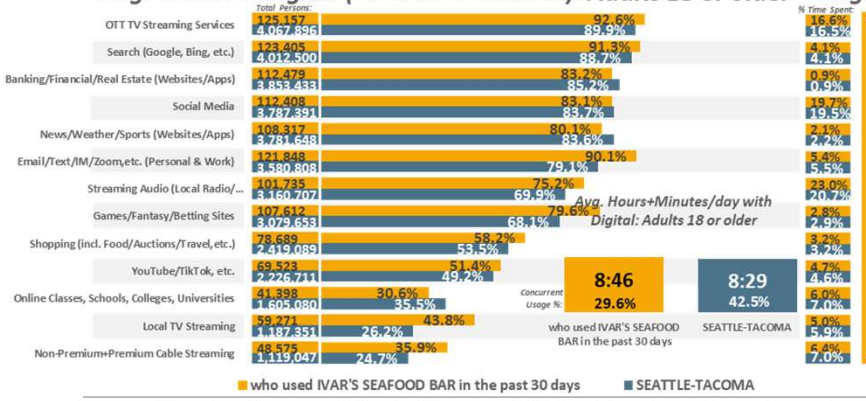
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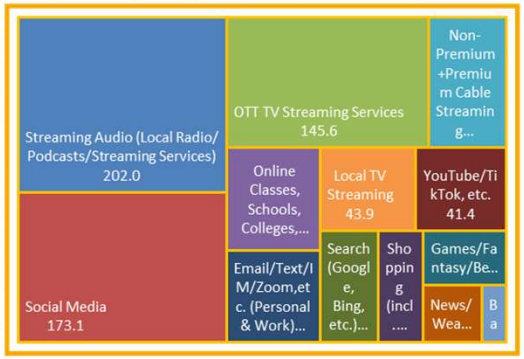
Quick service restaurants used past 30 days: Dick's

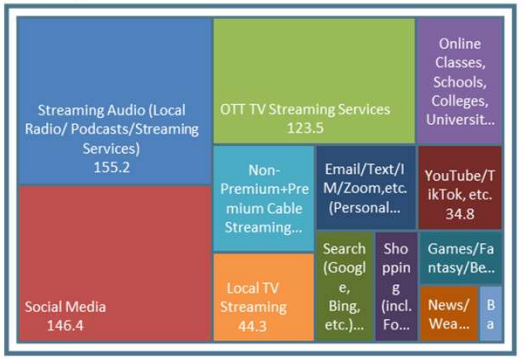
86,240 or 63.8% of Adults 18 or older who used IVAR'S SEAFOOD BAR in the past 30 days use Ad-Supported Social Media for an average of 132.8 minutes every day representing 21.% of all time spent daily with Ad-Supported Digital Media.

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

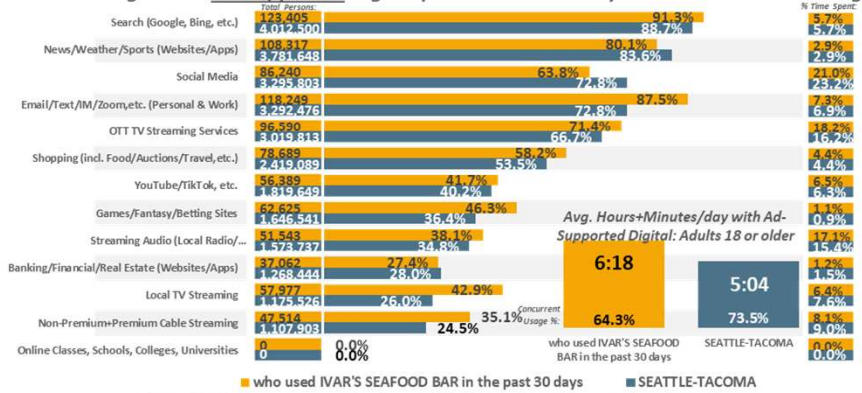


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



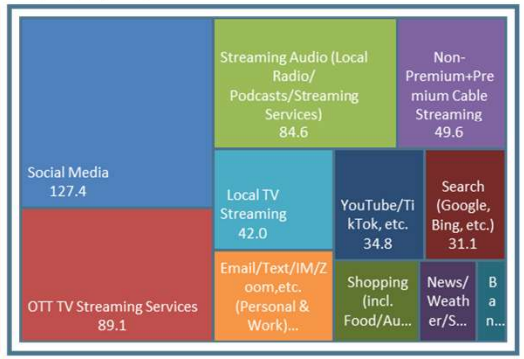


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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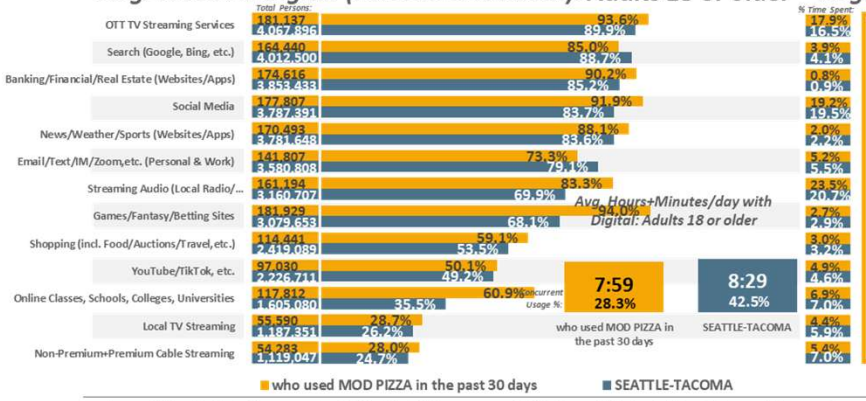
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Quick service restaurants used past 30 days: Ivar's Seafood Bar

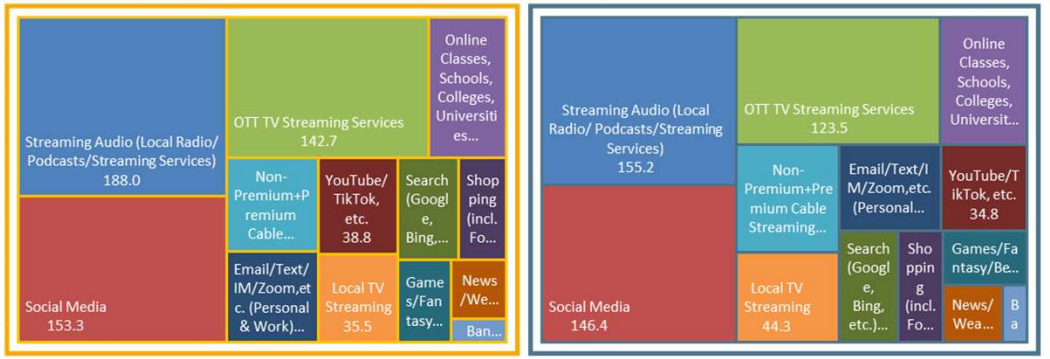
MOD PIZZA SEA

152,489 or 78.8% of Adults 18 or older who used MOD PIZZA in the past 30 days use Ad-Supported Social Media for an average of 131.5 minutes every day representing 23.9% of all time spent daily with Ad-Supported Digital Media.

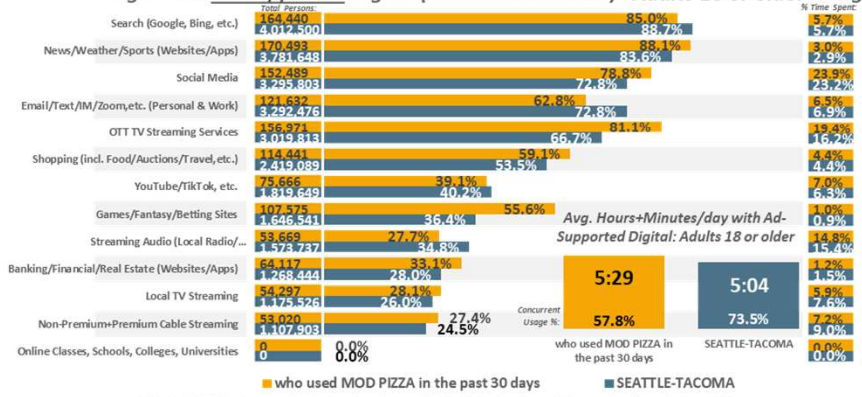
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



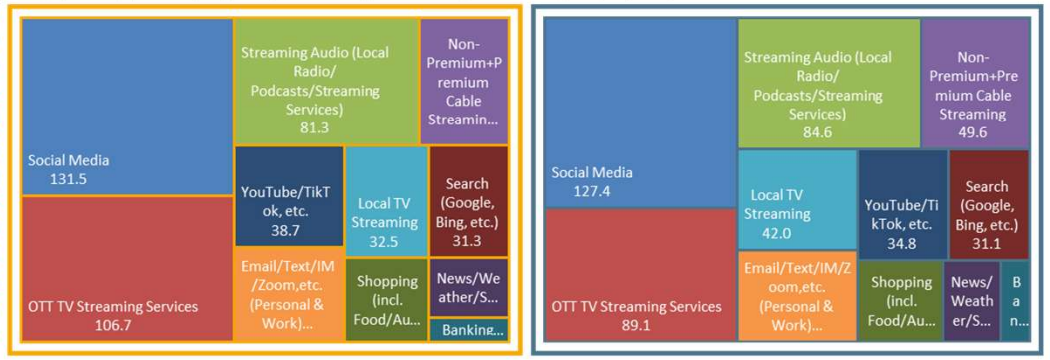
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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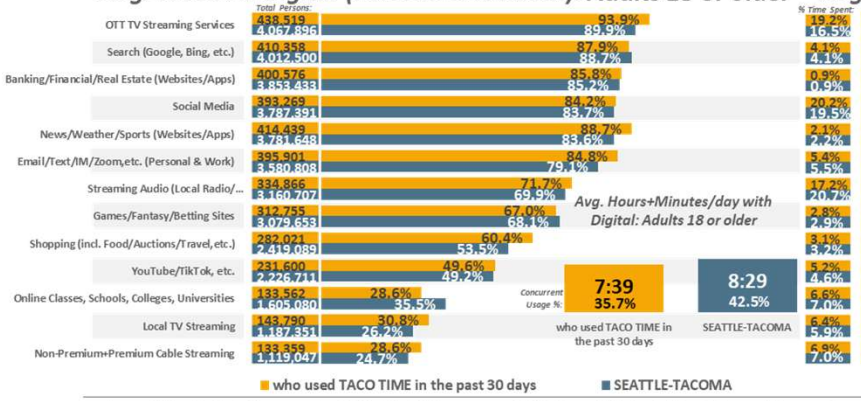
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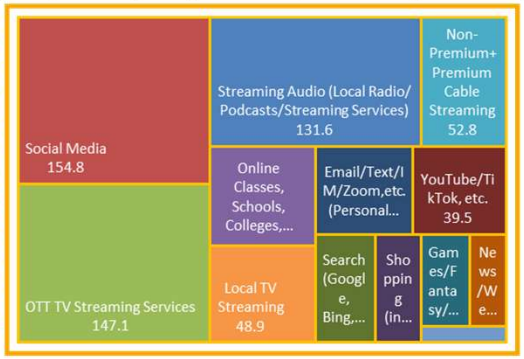
Sit-down restaurants used past 30 days: MOD Pizza

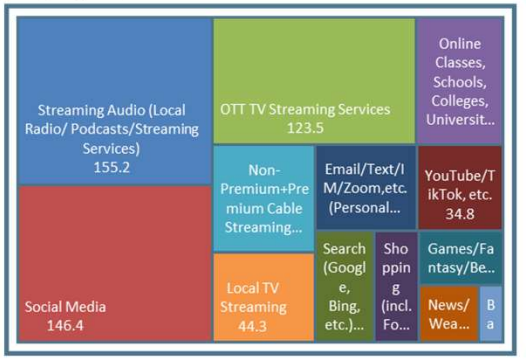
342,578 or 73.4% of Adults 18 or older who used TACO TIME in the past 30 days use Ad-Supported Social Media for an average of 134.8 minutes every day representing 24.1% of all time spent daily with Ad-Supported Digital Media.

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



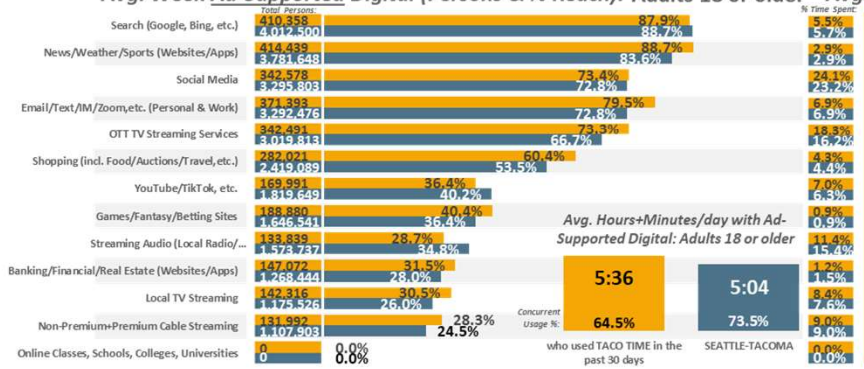
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



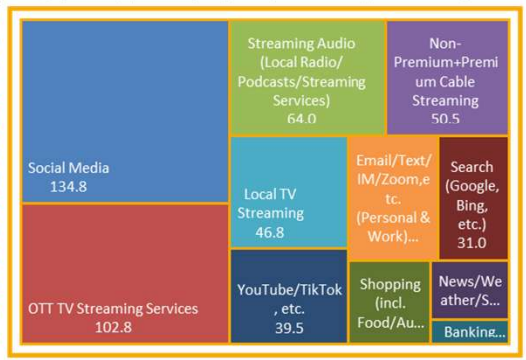


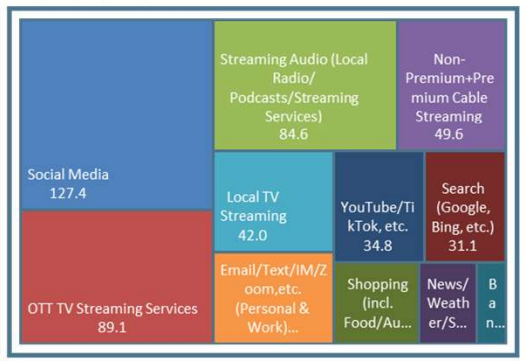
who used TACO TIME in the past 30 days ■ SEATTLE-TACOMA

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





who used TACO TIME in the past 30 days ■ SEATTLE-TACOMA

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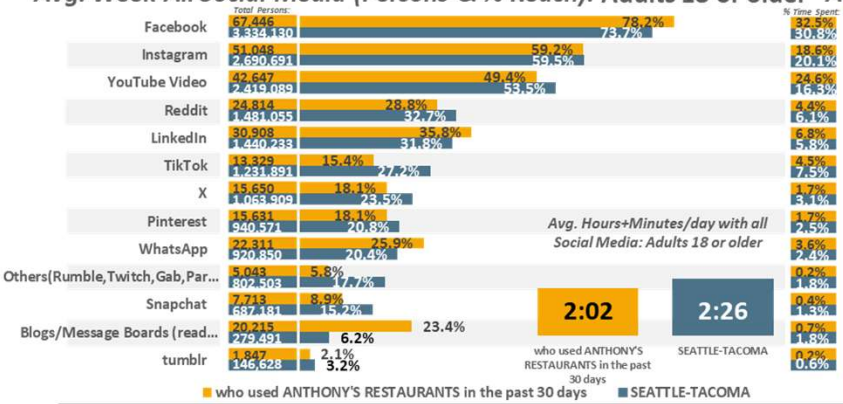
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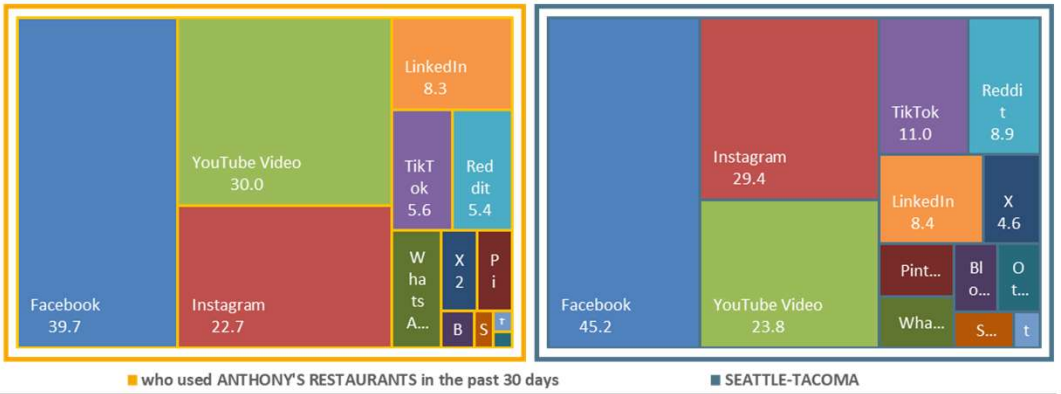
Quick service restaurants used past 30 days: Taco Time

65,346 or 75.7% of Adults 18 or older who used ANTHONY'S RESTAURANTS in the past 30 days use Ad-Supported Facebook for an average of 34.1 minutes every day representing 34.% of all time spent daily with Ad-Supported Social Media.

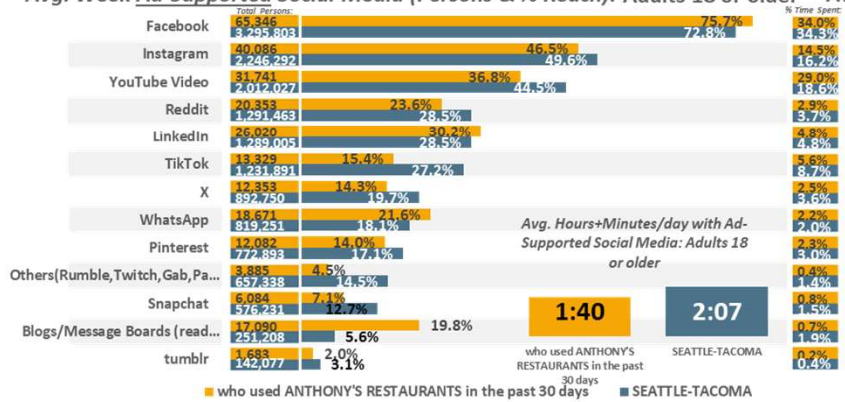
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



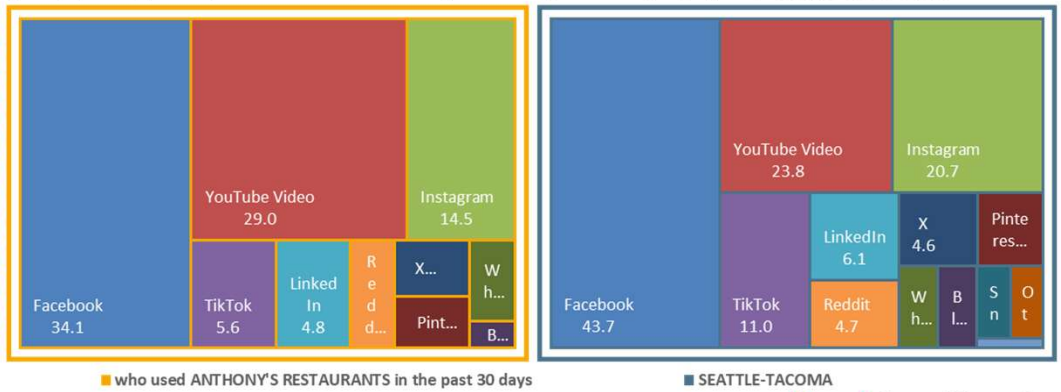
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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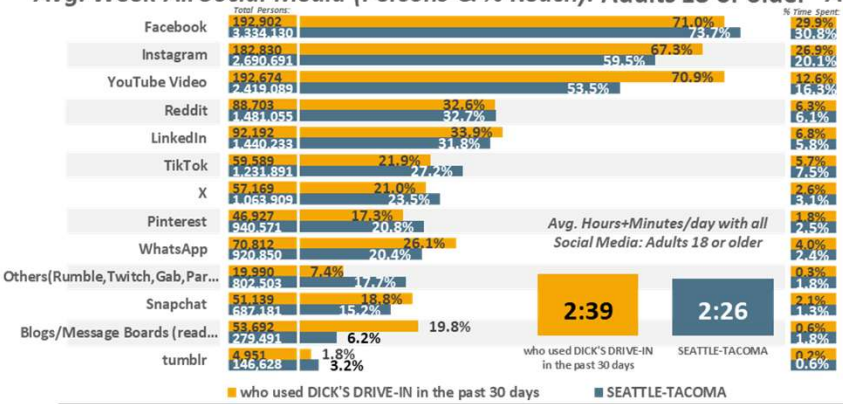
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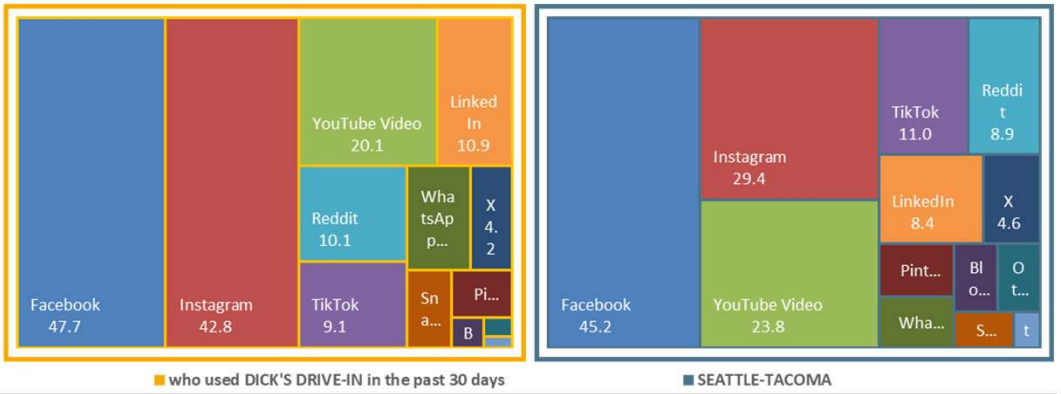
Sit-down restaurants used past 30 days: Anthony's

192,902 or 71.% of Adults 18 or older who used DICK'S DRIVE-IN in the past 30 days use Ad-Supported Facebook for an average of 47.8 minutes every day representing 37.2% of all time spent daily with Ad-Supported Social Media.

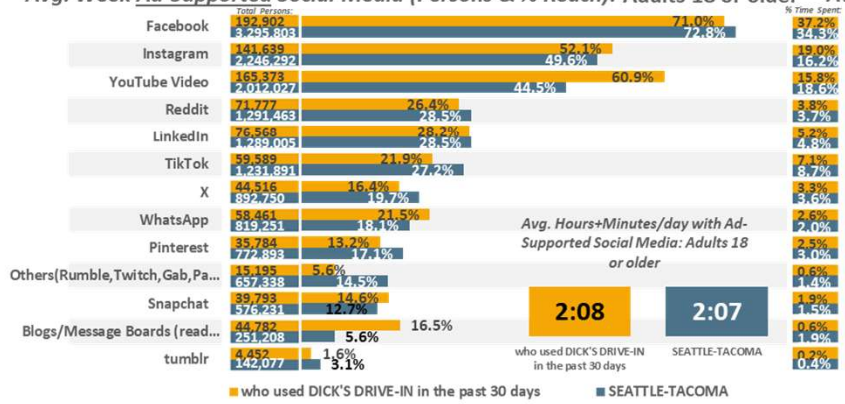
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



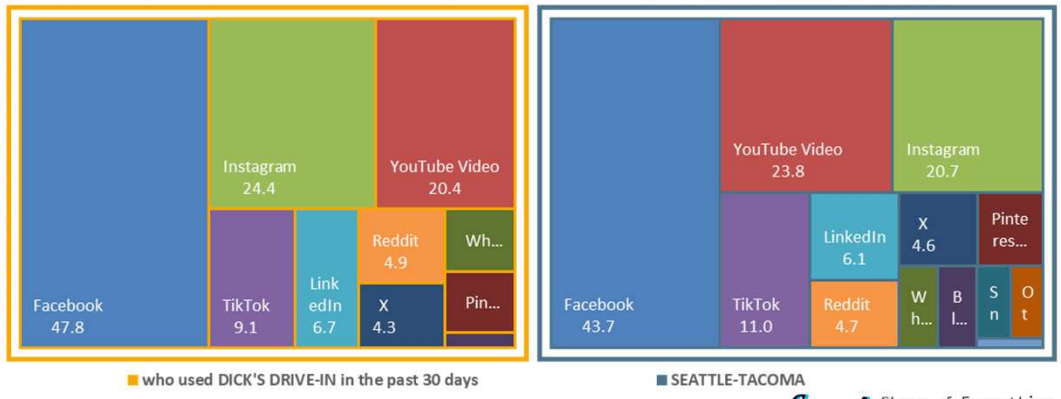
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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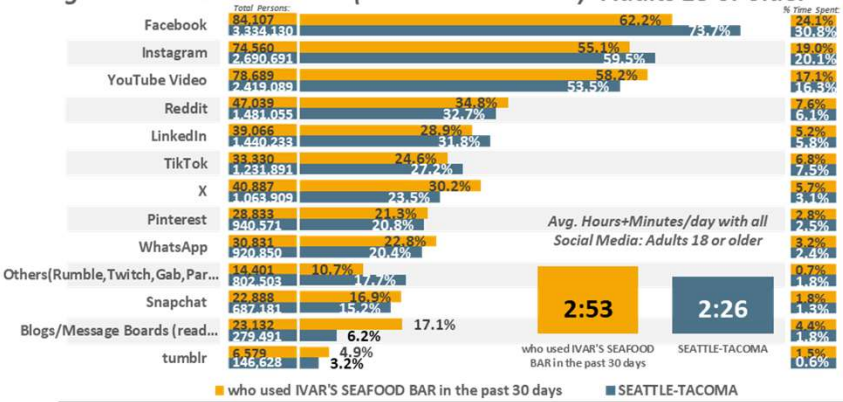
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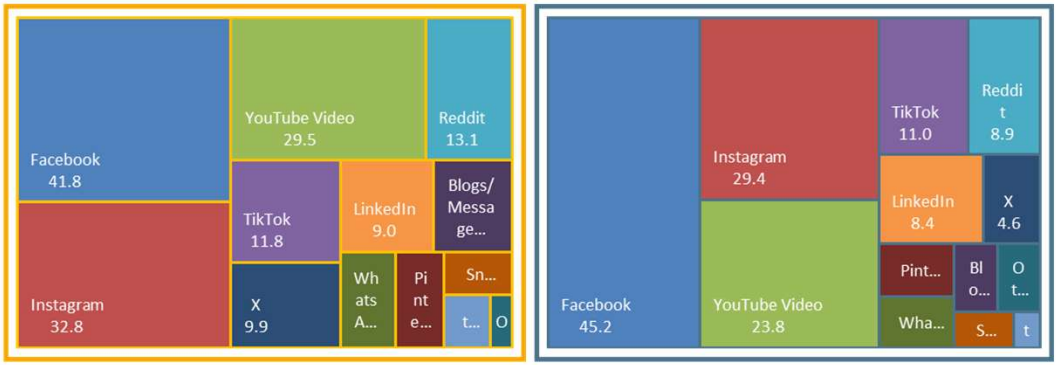
Quick service restaurants used past 30 days: Dick's

84,107 or 62.2% of Adults 18 or older who used IVAR'S SEAFOOD BAR in the past 30 days use Ad-Supported Facebook for an average of 40.8 minutes every day representing 30.7% of all time spent daily with Ad-Supported Social Media.

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

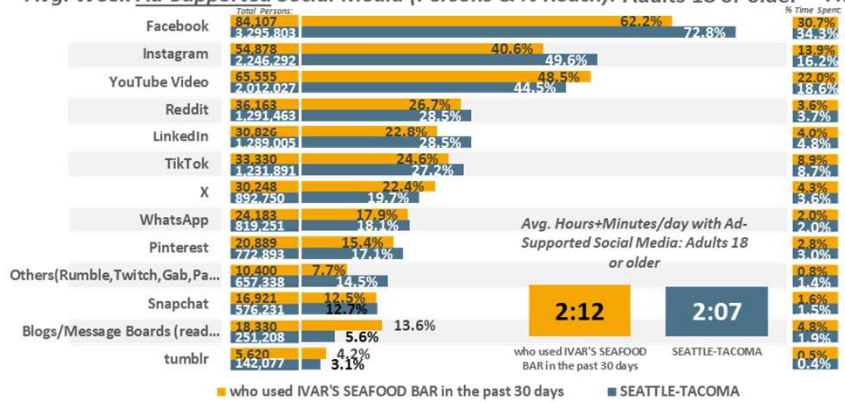


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

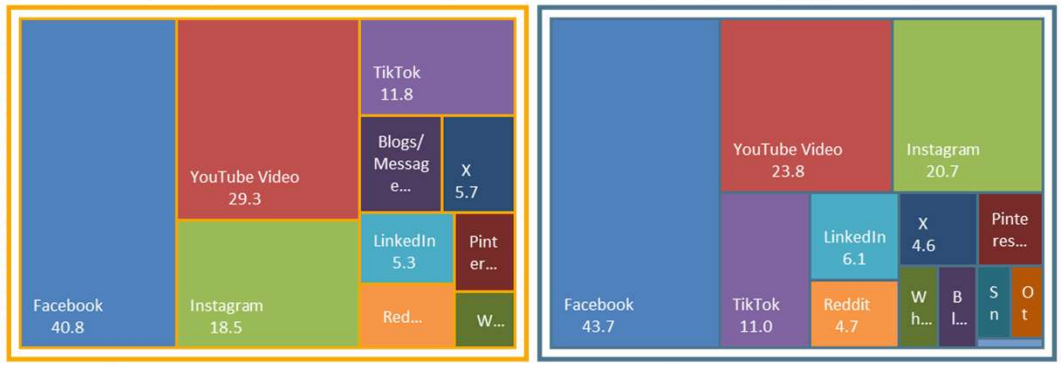


who used IVAR'S SEAFOOD BAR in the past 30 days ■ SEATTLE-TACOMA

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



who used IVAR'S SEAFOOD BAR in the past 30 days ■ SEATTLE-TACOMA

SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 139

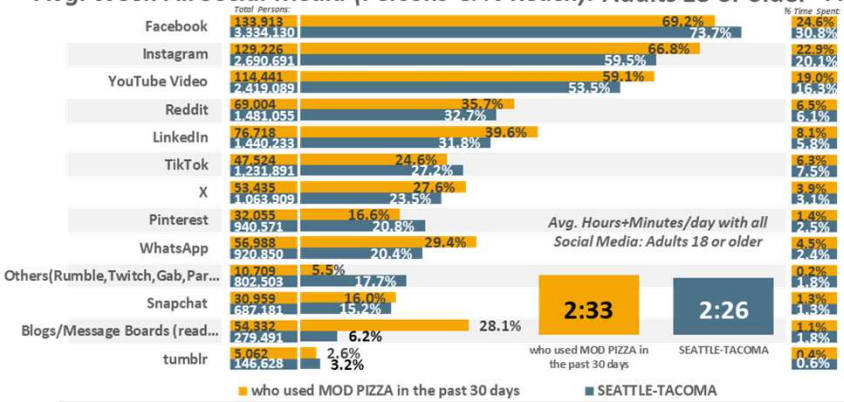
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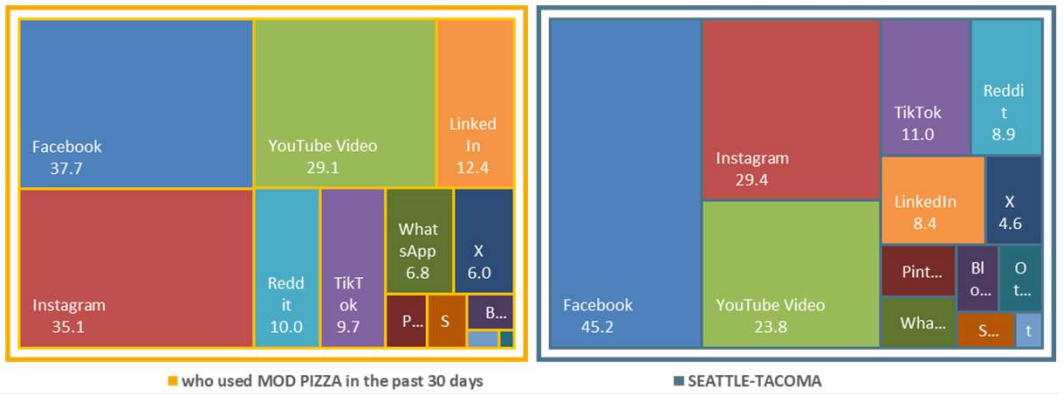
Quick service restaurants used past 30 days: Ivar's Seafood Bar

133,913 or 69.2% of Adults 18 or older who used MOD PIZZA in the past 30 days use Ad-Supported Facebook for an average of 41.4 minutes every day representing 31.5% of all time spent daily with Ad-Supported Social Media.

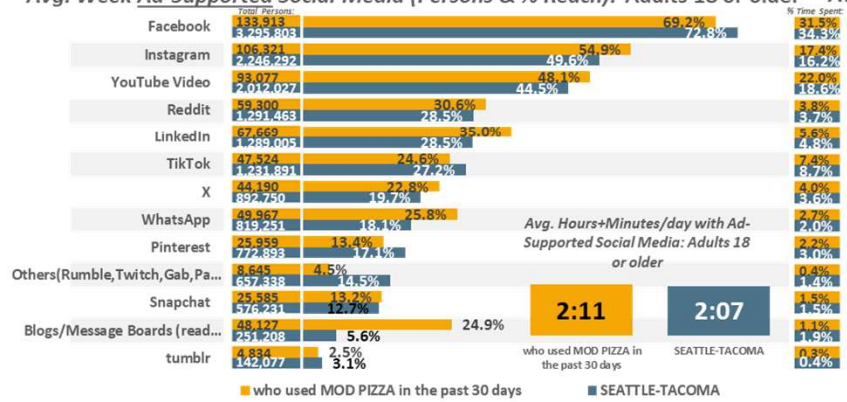
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



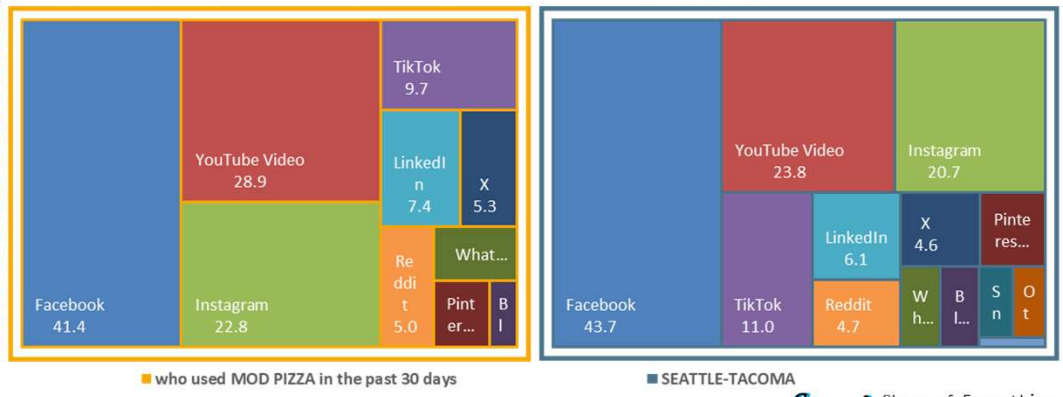
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



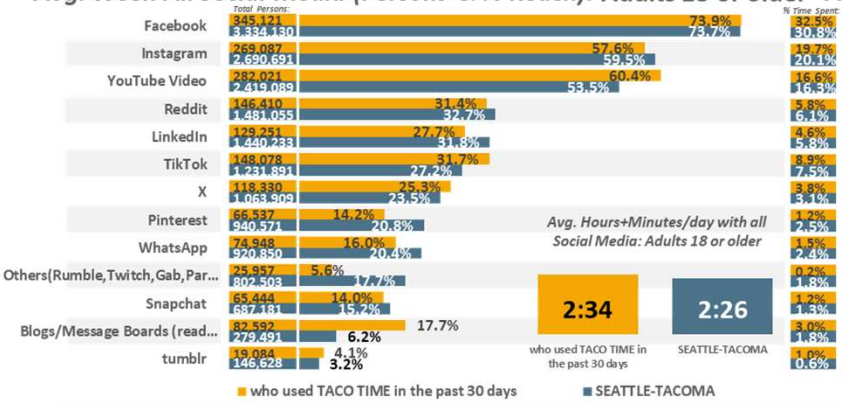
SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 192

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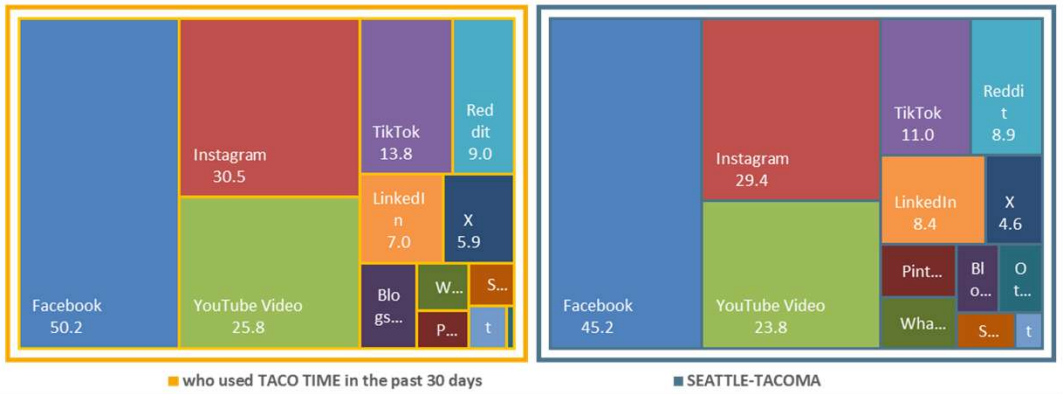
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342,578 or 73.4% of Adults 18 or older who used TACO TIME in the past 30 days use Ad-Supported Facebook for an average of 46.4 minutes every day representing 34.4% of all time spent daily with Ad-Supported Social Media.

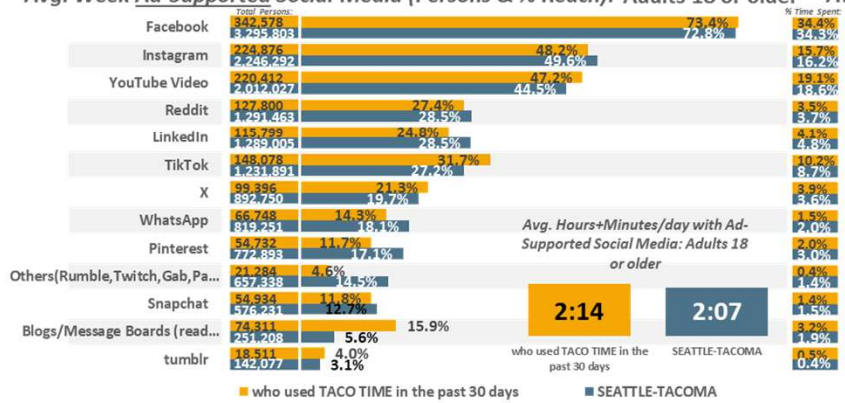
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



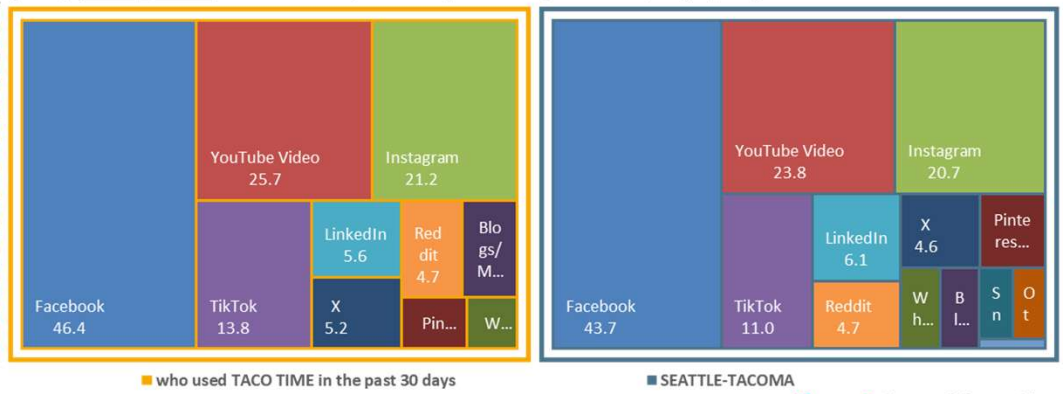
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 427

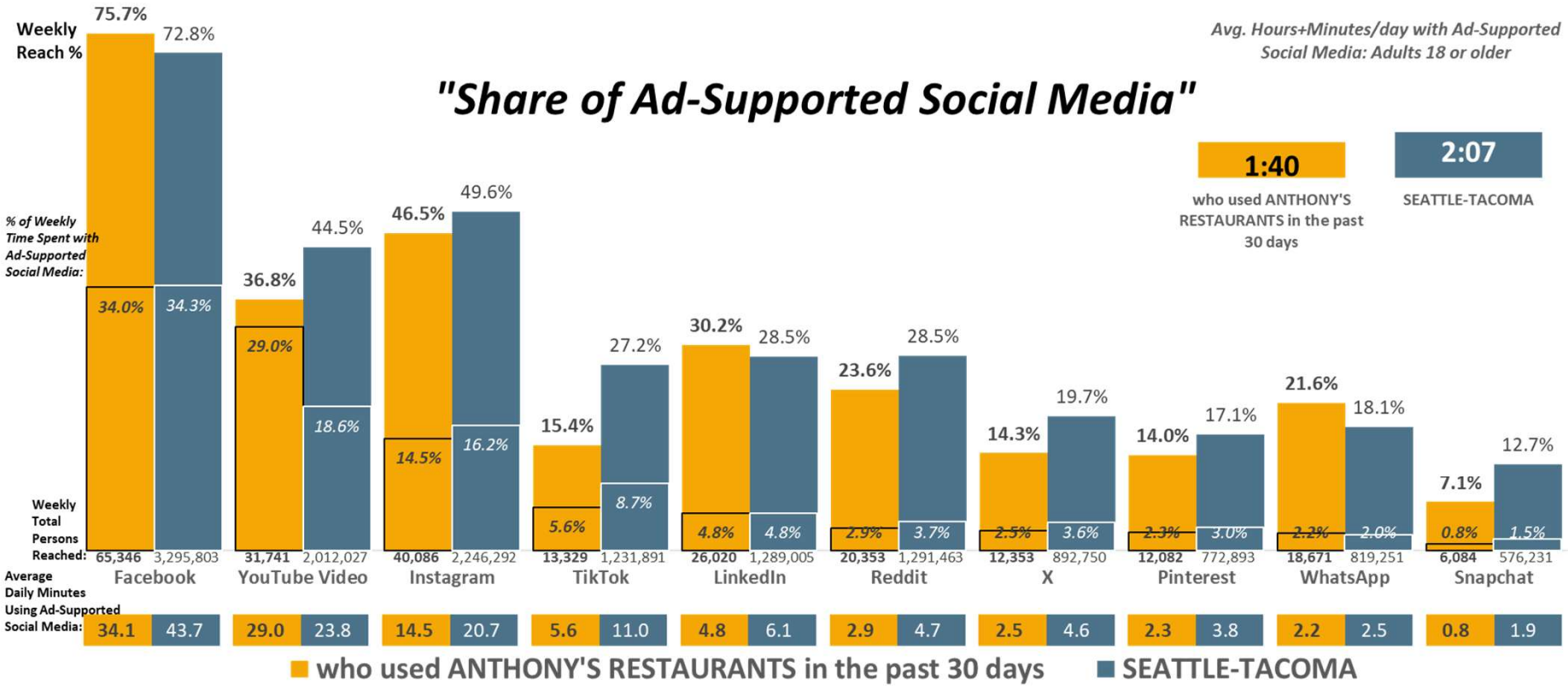
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Quick service restaurants used past 30 days: Taco Time

65,346 or 75.7% of Adults 18 or older who used ANTHONY'S RESTAURANTS in the past 30 days use Ad-Supported Facebook for an average of 34.1 minutes every day representing 34.% of all time spent daily with Ad-Supported Social Media.

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



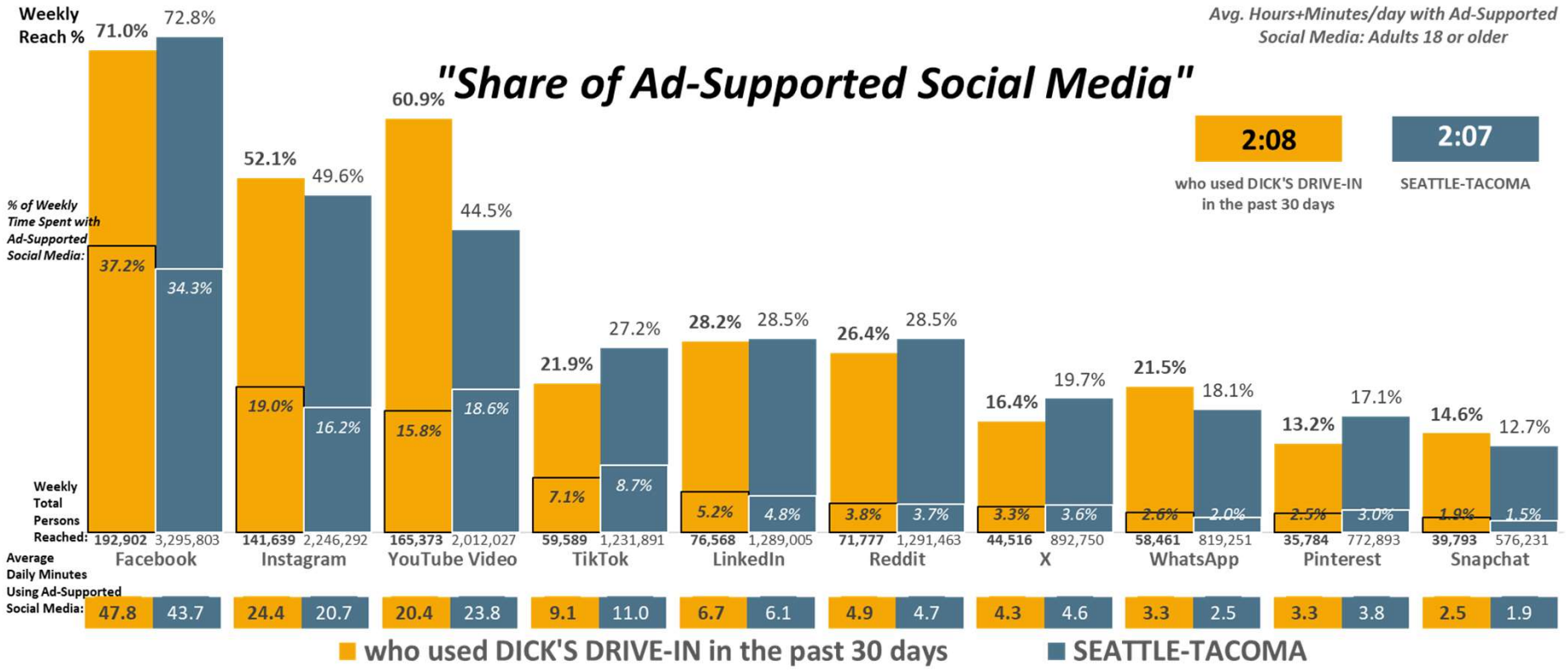
SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 113 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

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

192,902 or 71.% of Adults 18 or older who used DICK'S DRIVE-IN in the past 30 days use Ad-Supported Facebook for an average of 47.8 minutes every day representing 37.2% of all time spent daily with Ad-Supported Social Media.



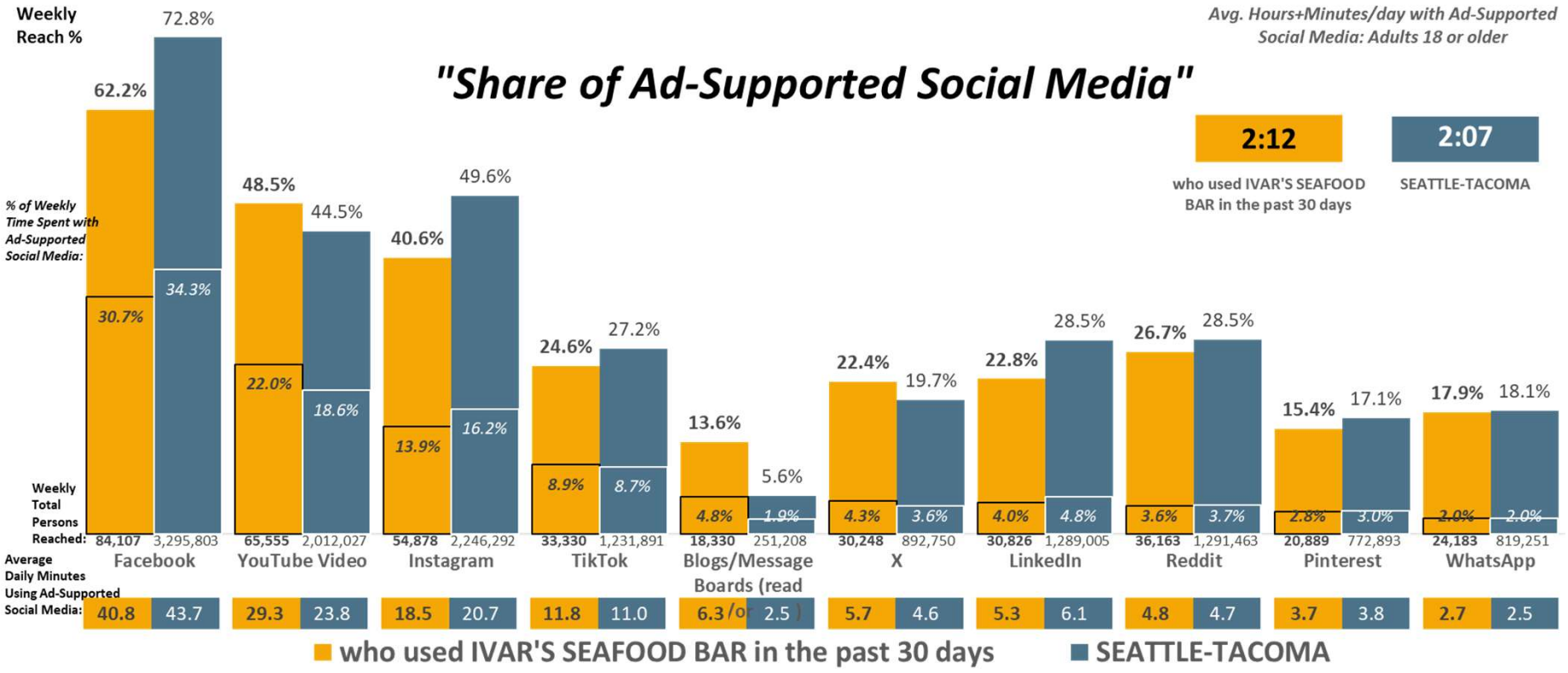
SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 220 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

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Quick service restaurants used past 30 days: Dick's

84,107 or 62.2% of Adults 18 or older who used IVAR'S SEAFOOD BAR in the past 30 days use Ad-Supported Facebook for an average of 40.8 minutes every day representing 30.7% of all time spent daily with Ad-Supported Social Media.



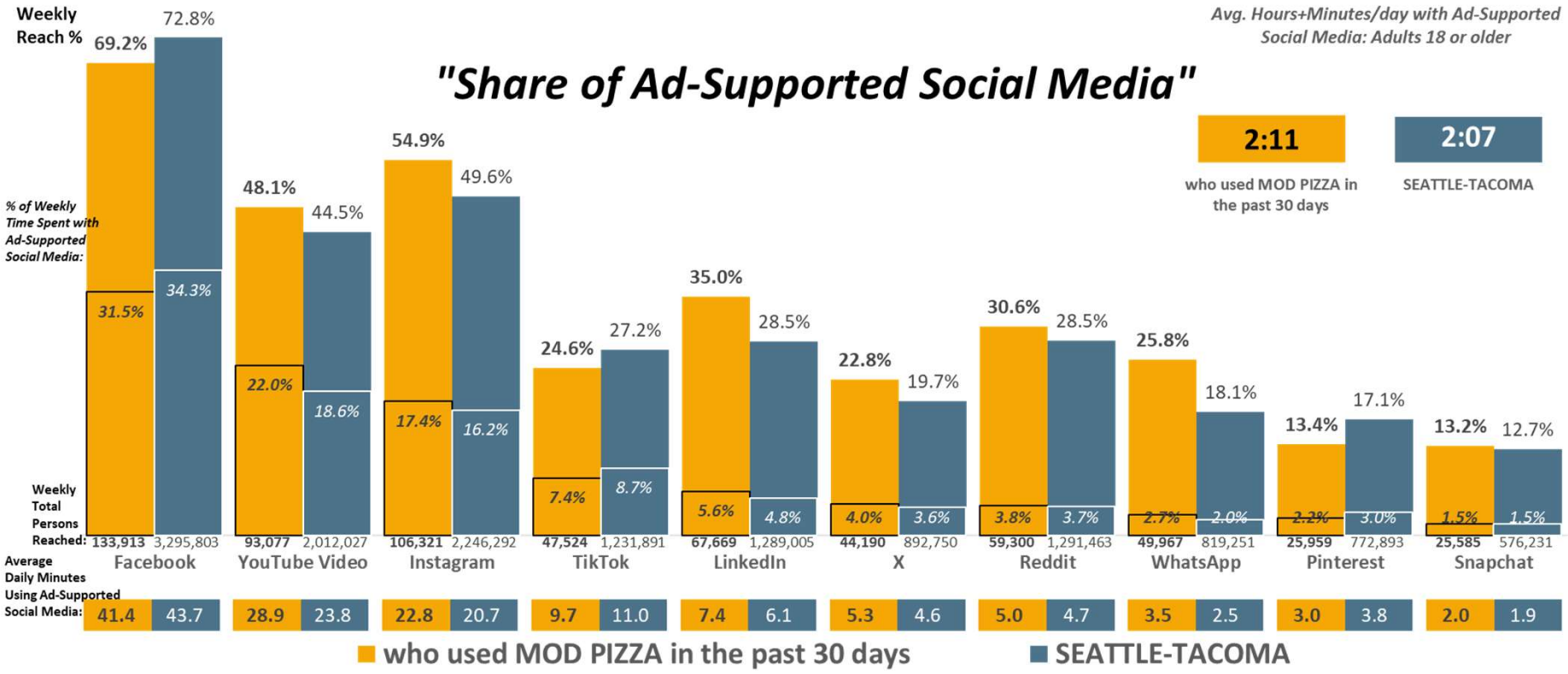
SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 139 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

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

133,913 or 69.2% of Adults 18 or older who used MOD PIZZA in the past 30 days use Ad-Supported Facebook for an average of 41.4 minutes every day representing 31.5% of all time spent daily with Ad-Supported Social Media.



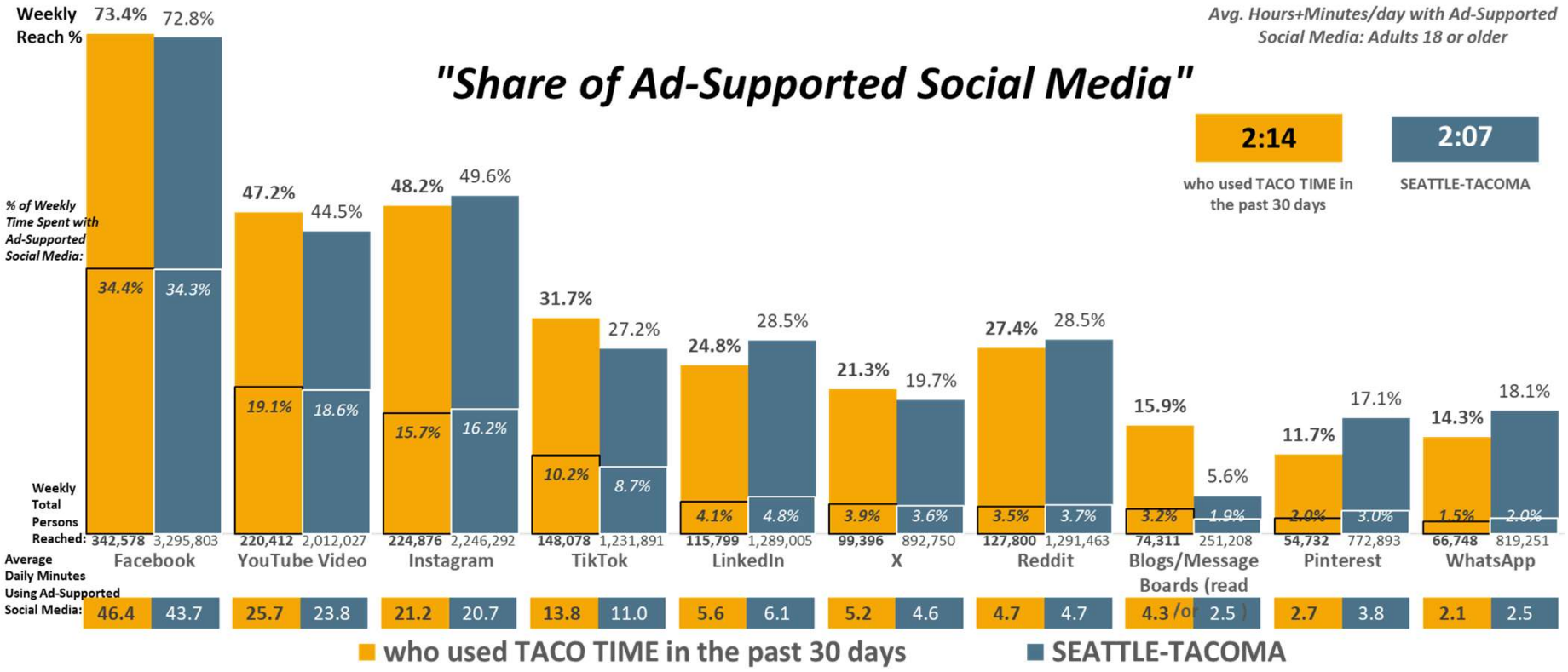
SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 192 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

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Sit-down restaurants used past 30 days: MOD Pizza

342,578 or 73.4% of Adults 18 or older who used TACO TIME in the past 30 days use Ad-Supported Facebook for an average of 46.4 minutes every day representing 34.4% of all time spent daily with Ad-Supported Social Media.



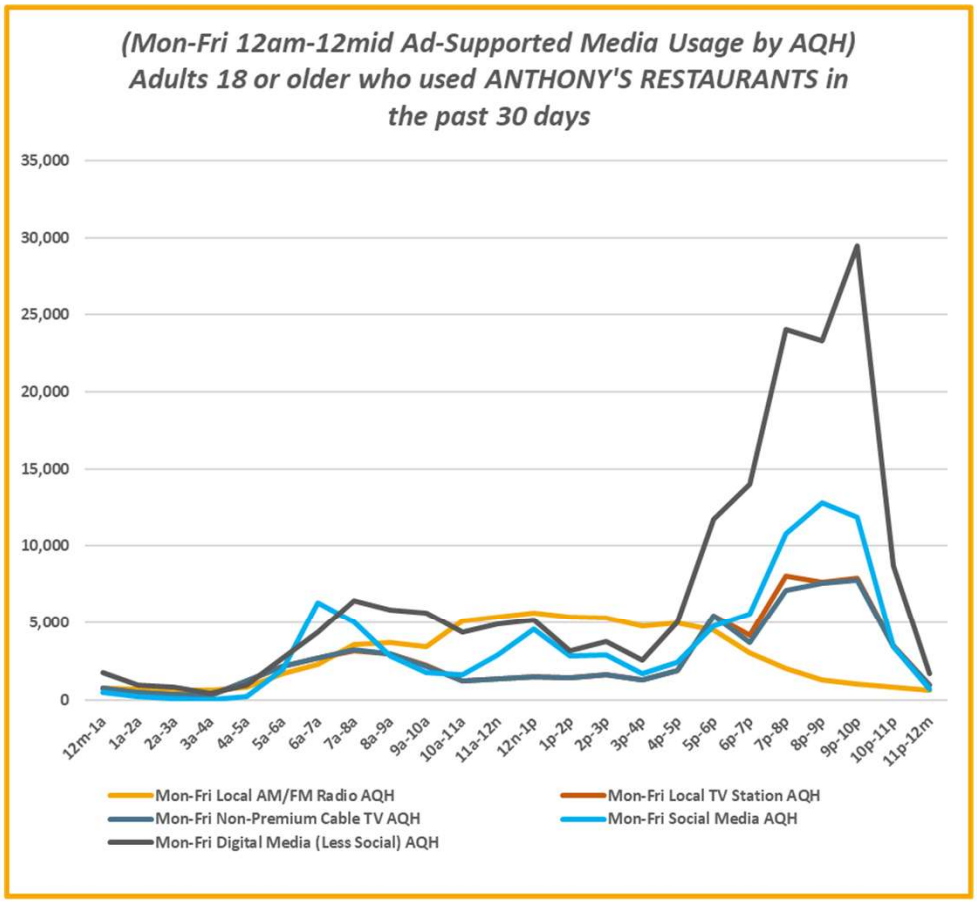
SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 427 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

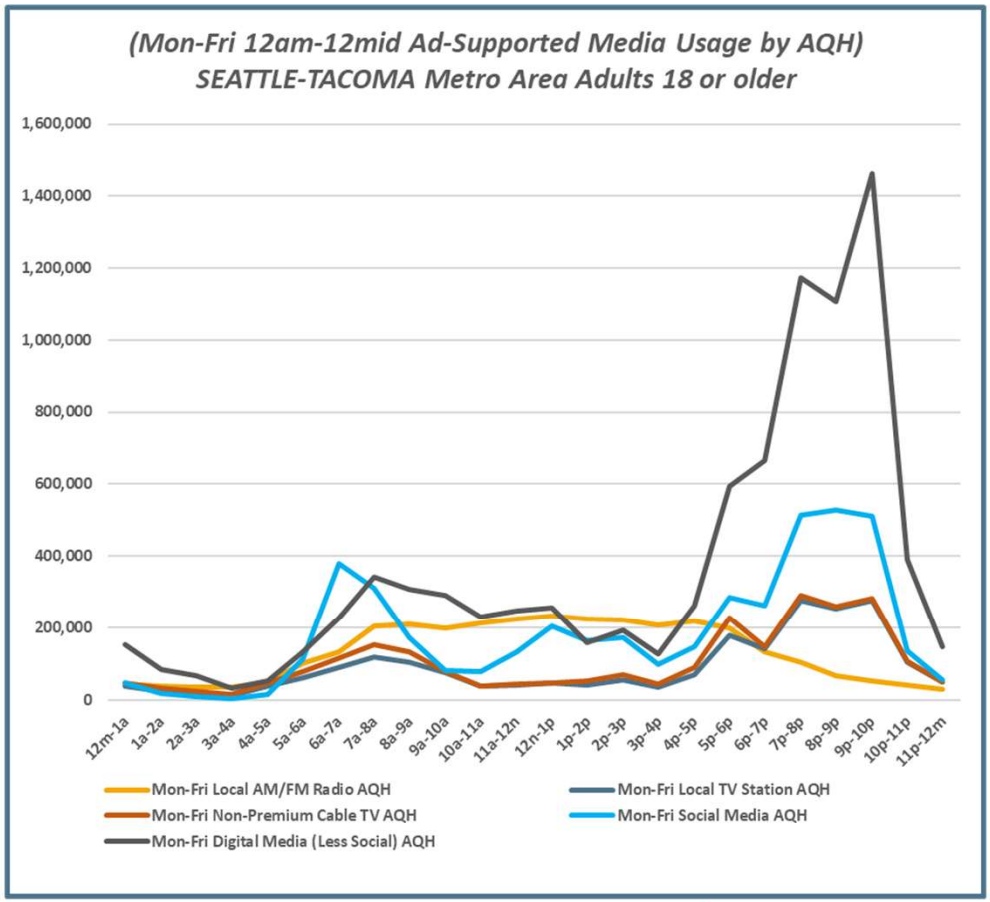
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Quick service restaurants used past 30 days: Taco Time

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,921; Local Radio: 4,386; Social Media: 3,464; Local TV: 2,373; Non-Prem. Cable: 2,331 reaching Adults 18 or older who used ANTHONY'S RESTAURANTS in the past 30 days.





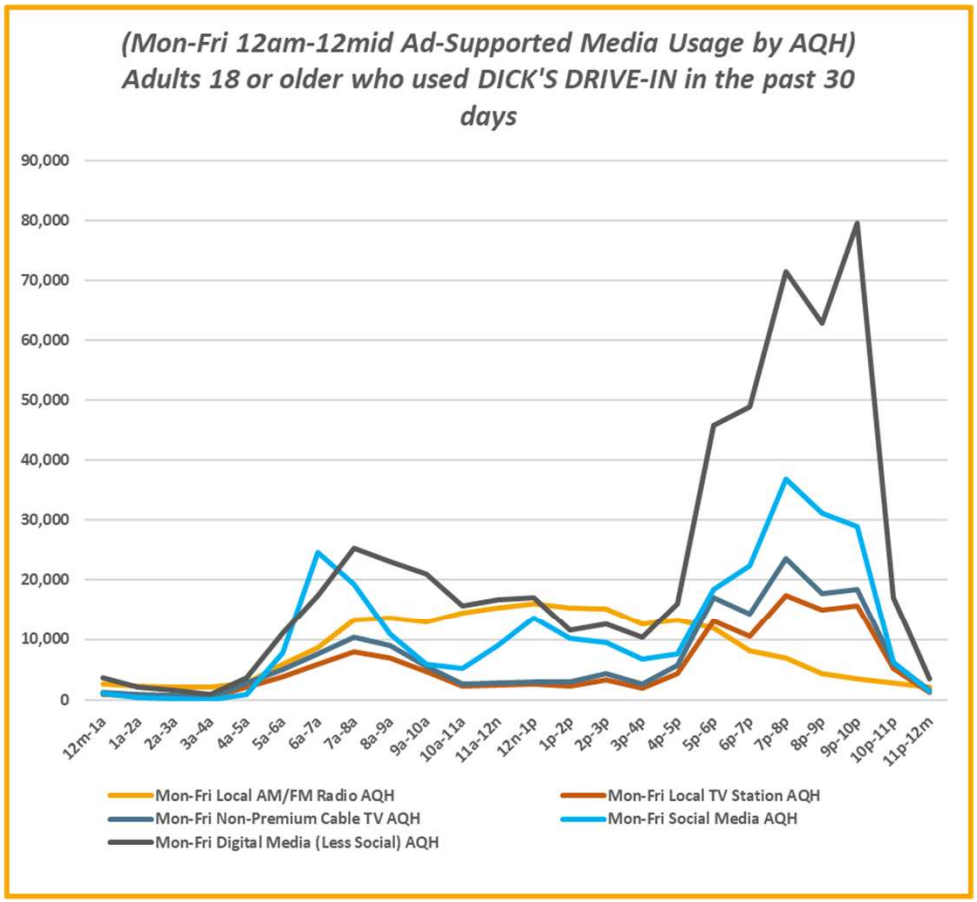
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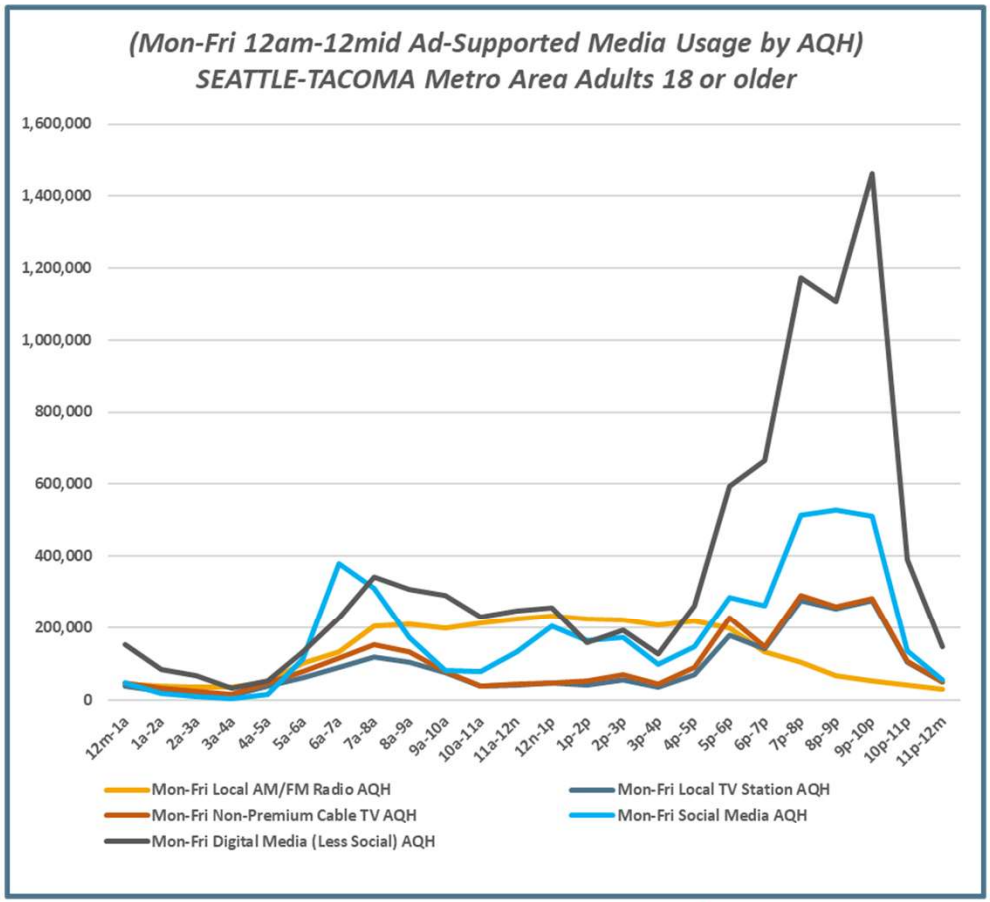
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Sit-down restaurants used past 30 days: Anthony's

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 21,671; Local Radio: 13,150; Social Media: 12,572; Non-Prem. Cable: 6,743; Local TV: 5,235 reaching Adults 18 or older who used DICK'S DRIVE-IN in the past 30 days.





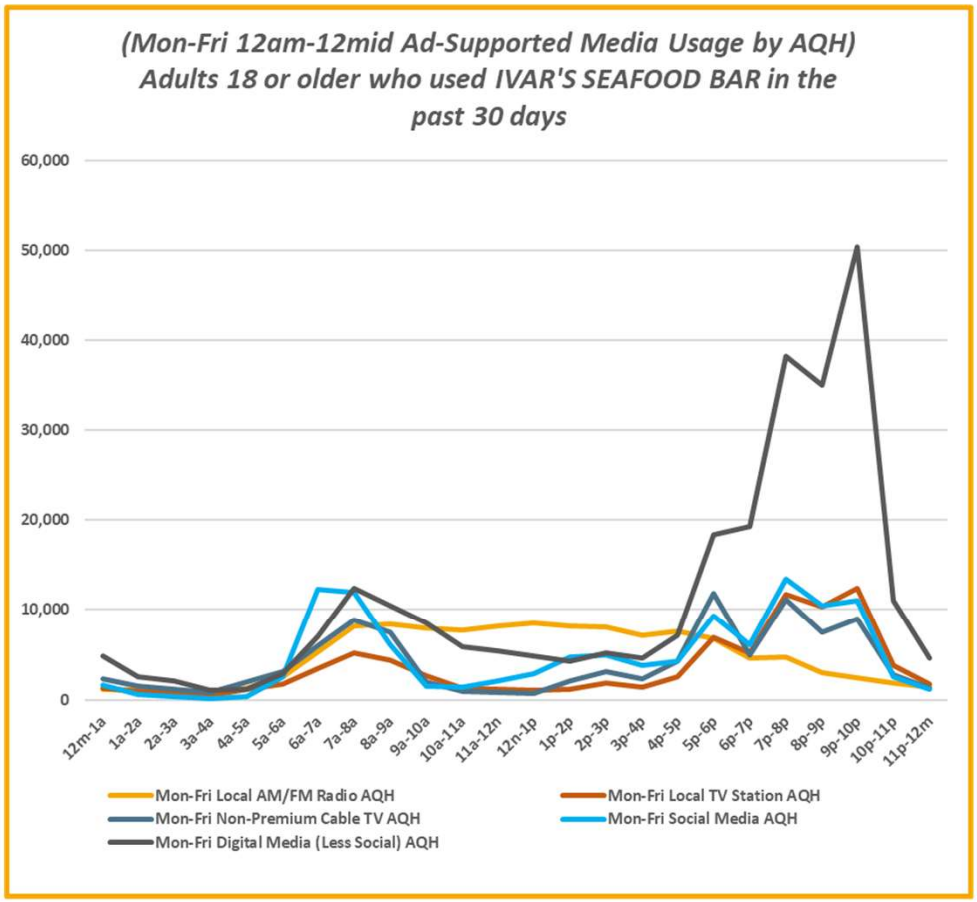
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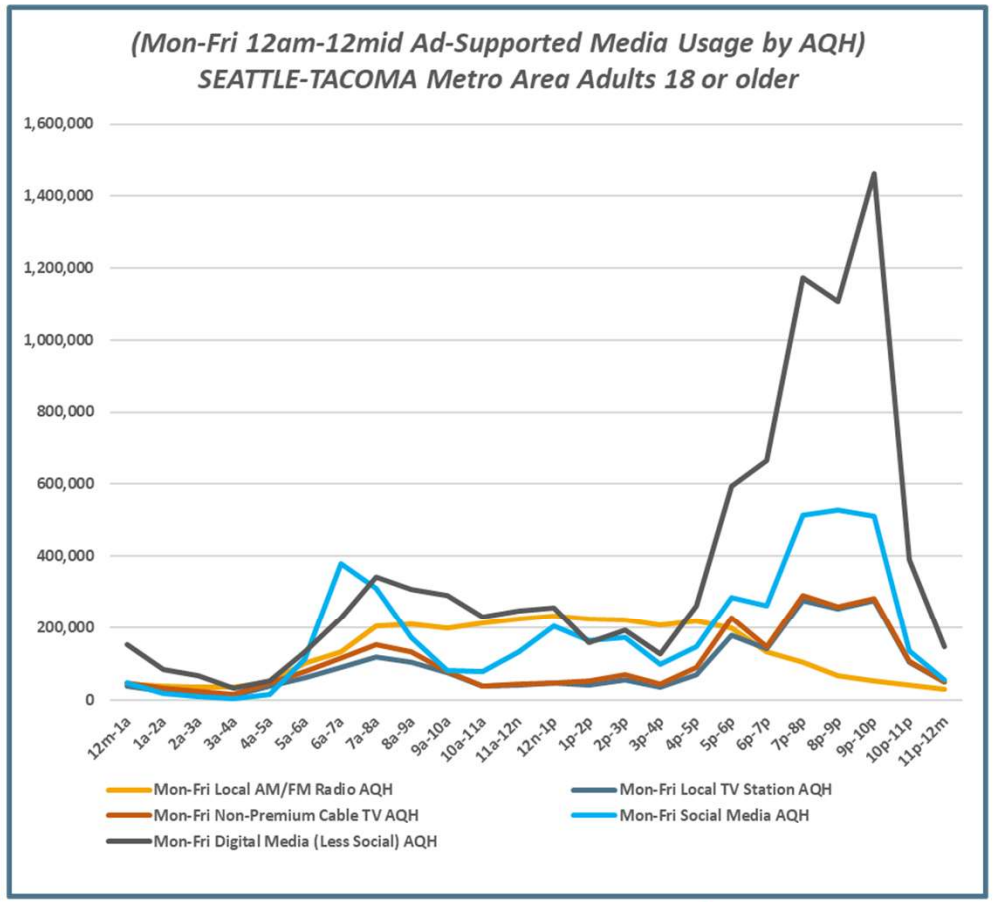
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Quick service restaurants used past 30 days: Dick's

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 8,719; Local Radio: 7,411; Social Media: 5,495; Non-Prem. Cable: 4,263; Local TV: 2,929 reaching Adults 18 or older who used IVAR'S SEAFOOD BAR in the past 30 days.





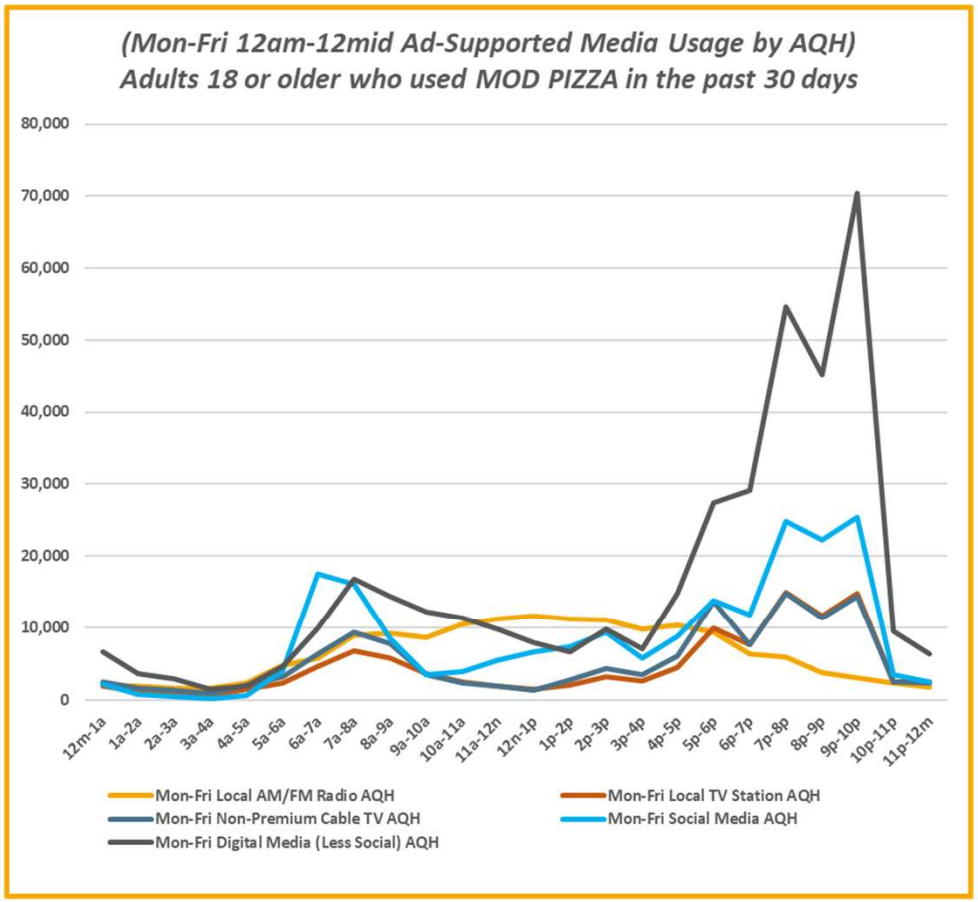
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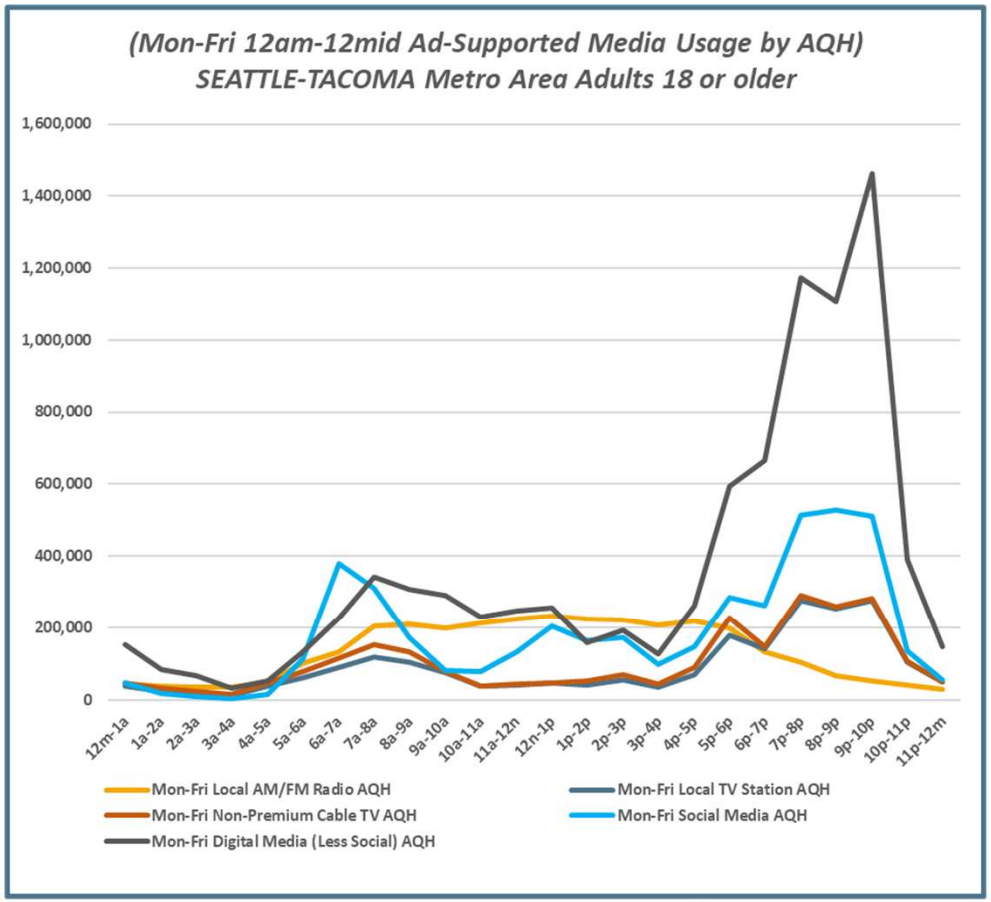
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Quick service restaurants used past 30 days: Ivar's Seafood Bar

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 13,593; Local Radio: 9,515; Social Media: 9,061; Non-Prem. Cable: 5,414; Local TV: 4,304 reaching Adults 18 or older who used MOD PIZZA in the past 30 days.





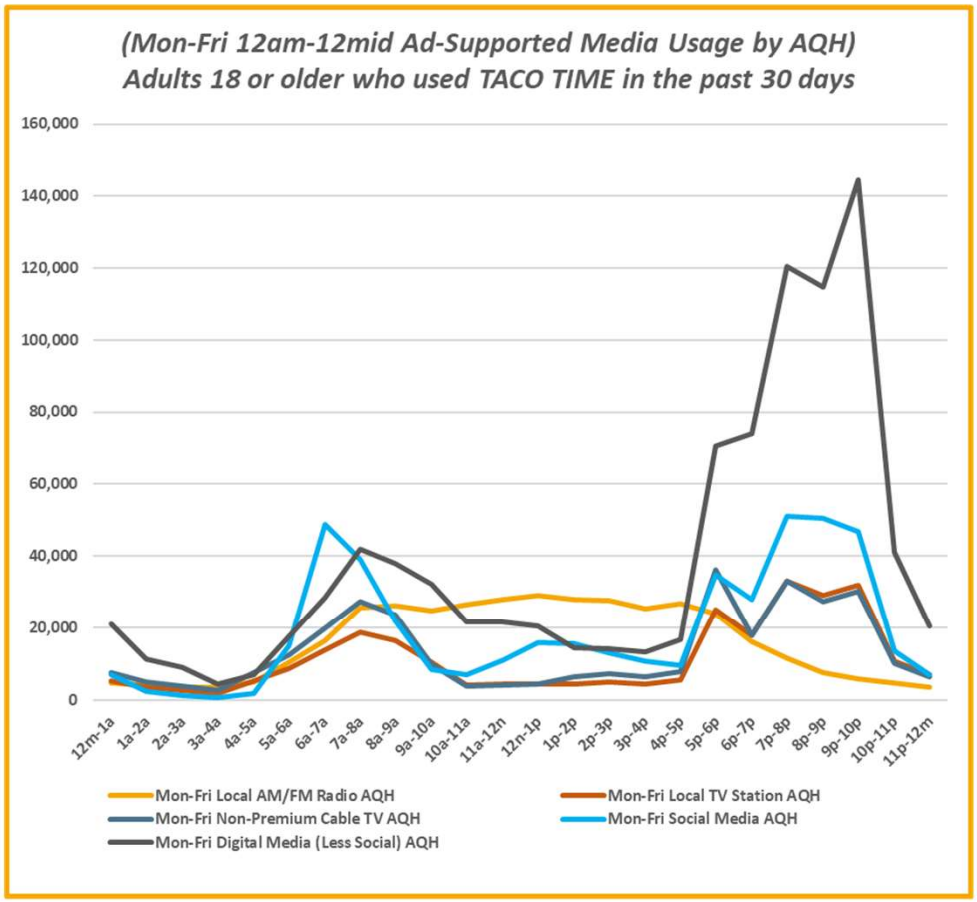
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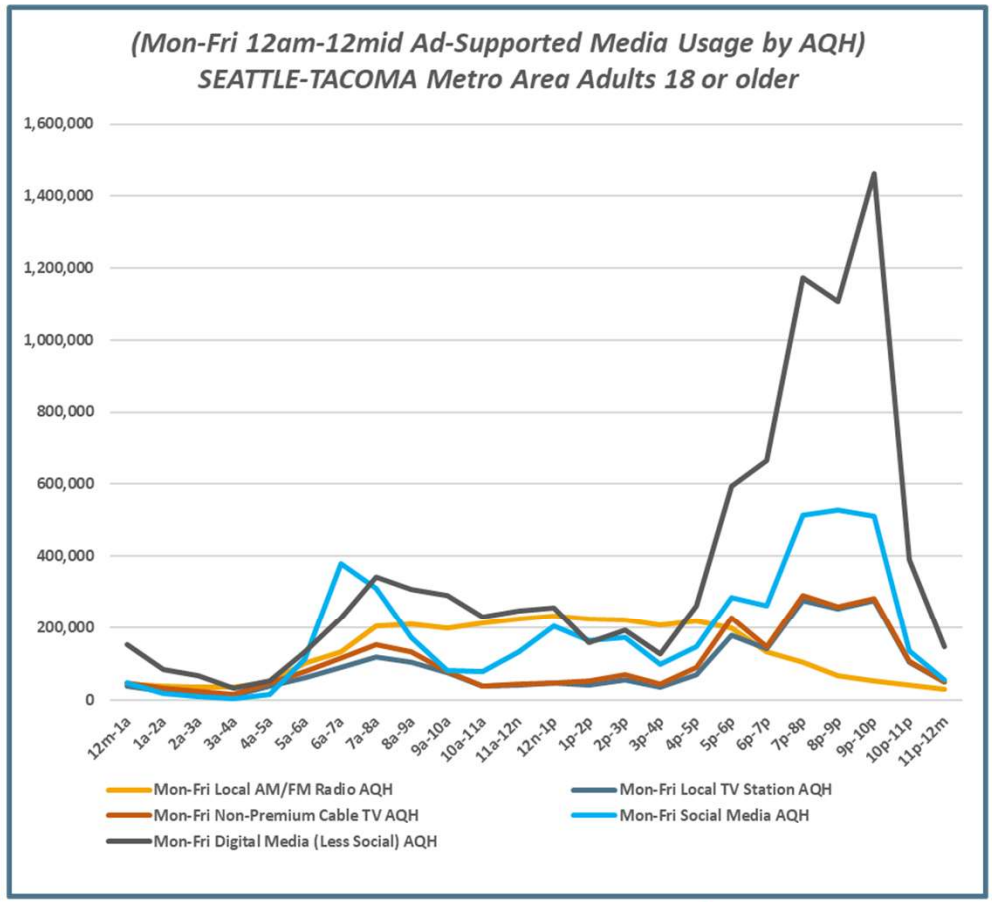
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Sit-down restaurants used past 30 days: MOD Pizza

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 31,291; Local Radio: 24,845; Social Media: 20,194; Non-Prem. Cable: 13,399; Local TV: 10,265 reaching Adults 18 or older who used TACO TIME in the past 30 days.





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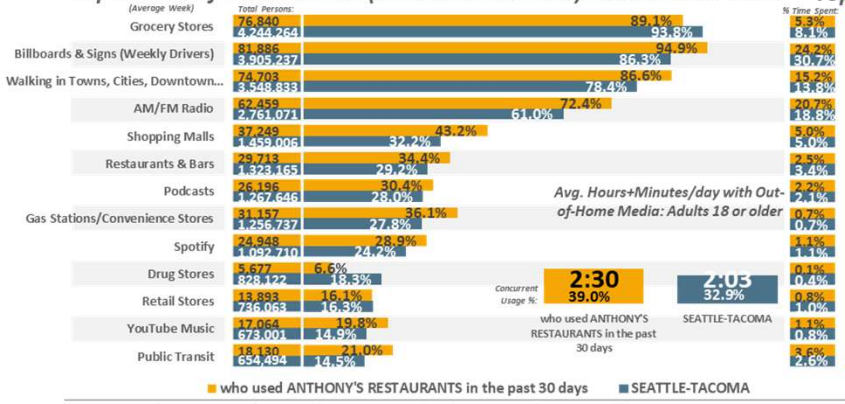
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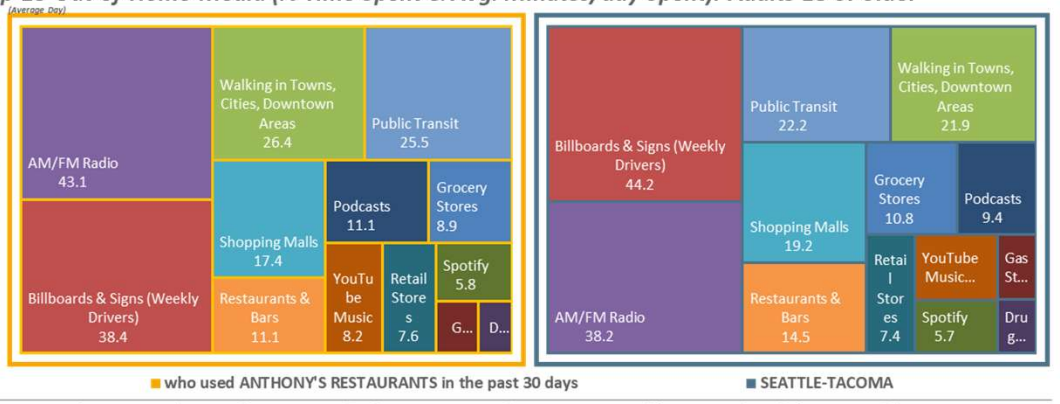
Quick service restaurants used past 30 days: Taco Time

81,886 or 94.9% of Adults 18 or older who used ANTHONY'S RESTAURANTS in the past 30 days spend an average of 38.4 minutes per day driving, seeing Billboards and Signs. 65.7% Listen to Local Radio Stations Out-of-Home for an average of 32.3 minutes/day.

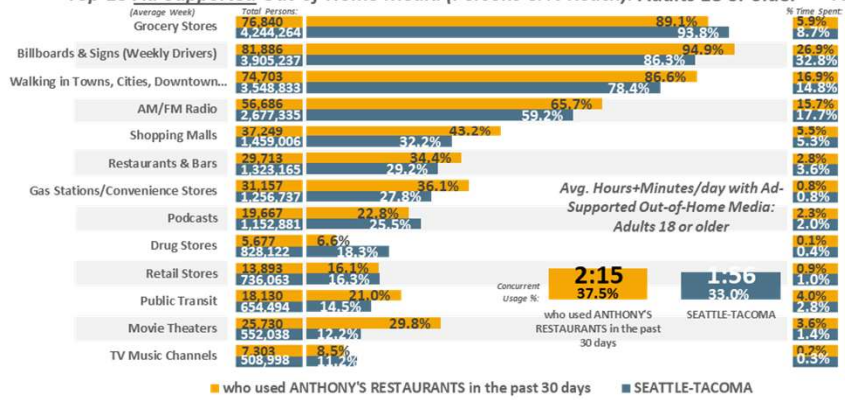
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



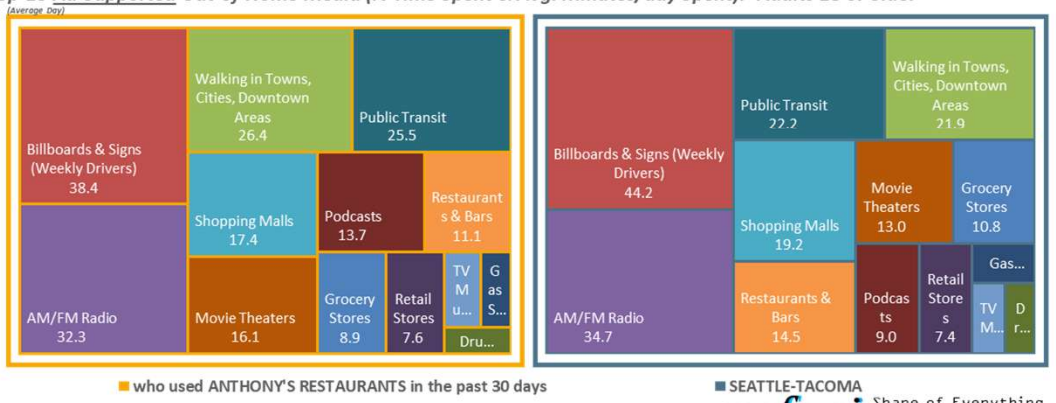
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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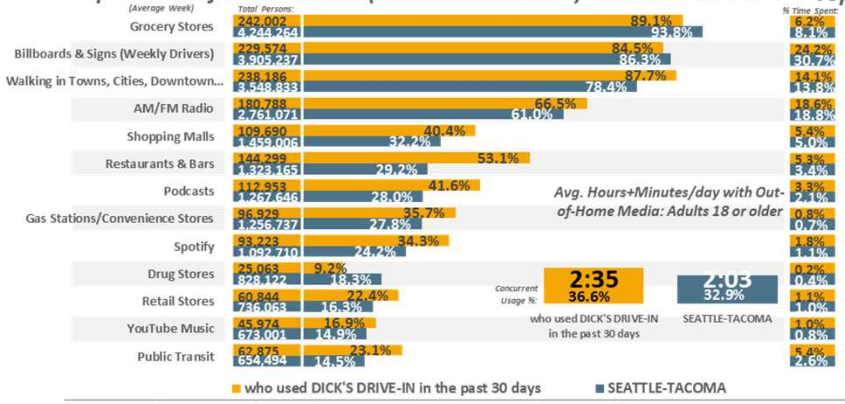
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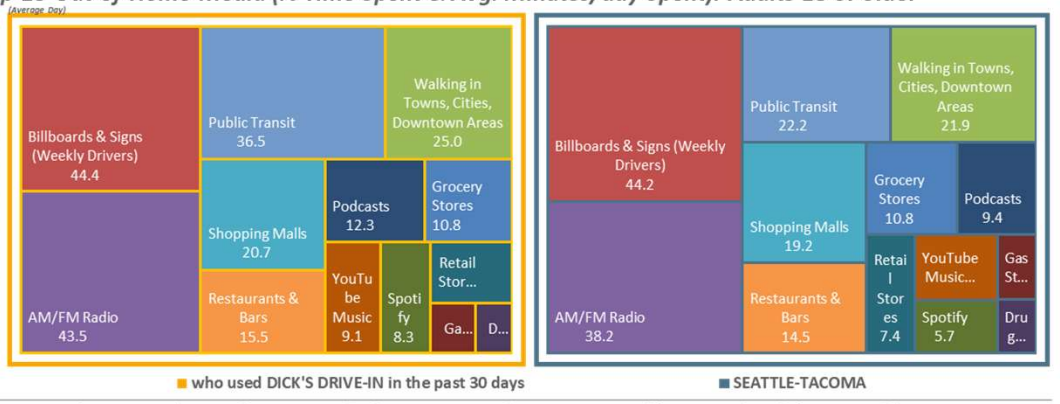
Sit-down restaurants used past 30 days: Anthony's

229,574 or 84.5% of Adults 18 or older who used DICK'S DRIVE-IN in the past 30 days spend an average of 44.4 minutes per day driving, seeing Billboards and Signs. 64.1% Listen to Local Radio Stations Out-of-Home for an average of 35.7 minutes/day.

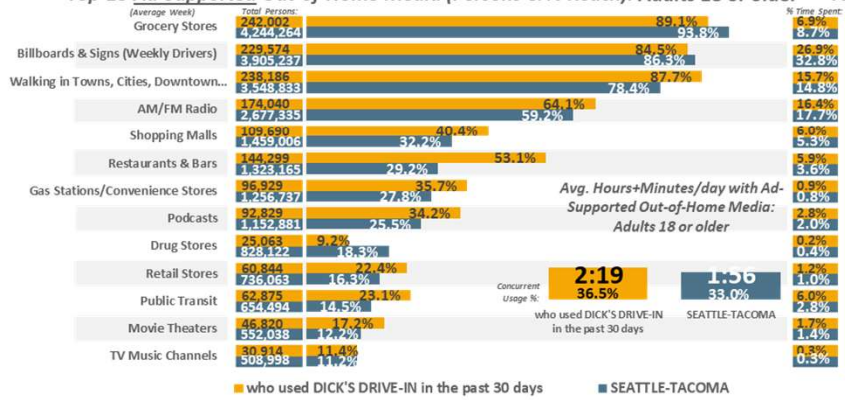
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



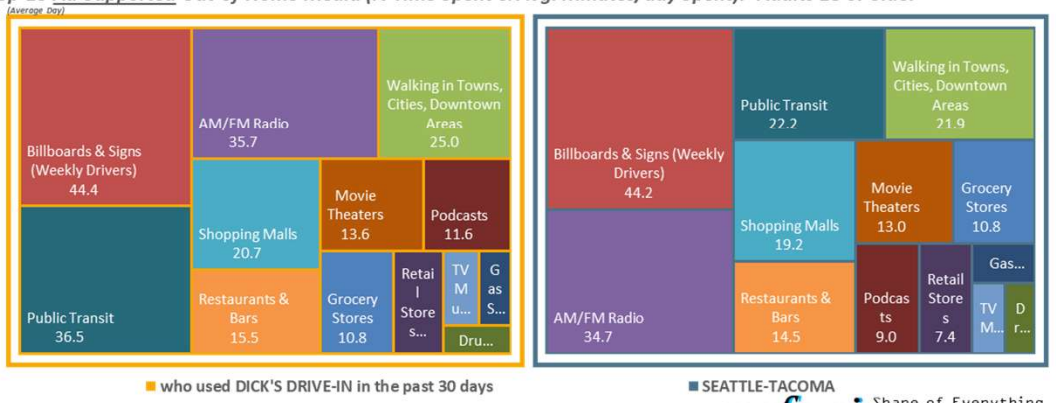
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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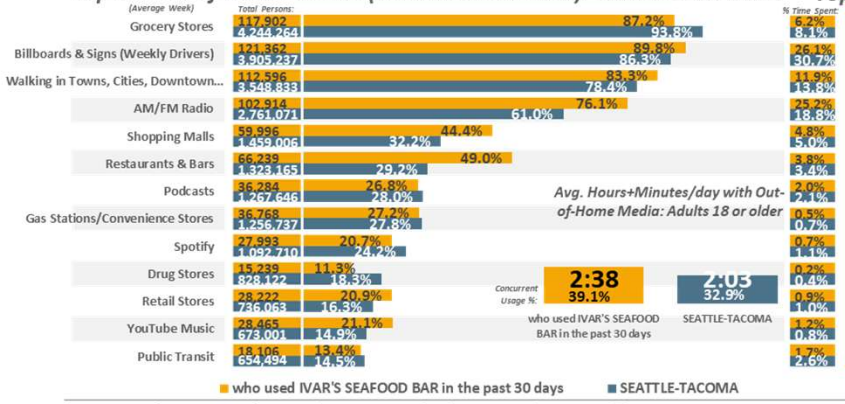
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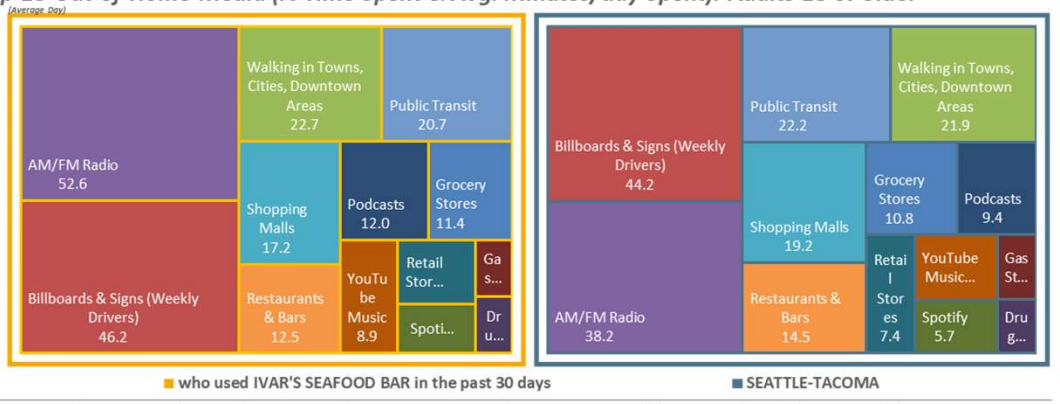
Quick service restaurants used past 30 days: Dick's

121,362 or 89.8% of Adults 18 or older who used IVAR'S SEAFOOD BAR in the past 30 days spend an average of 46.2 minutes per day driving, seeing Billboards and Signs. 72.6% Listen to Local Radio Stations Out-of-Home for an average of 44.4 minutes/day.

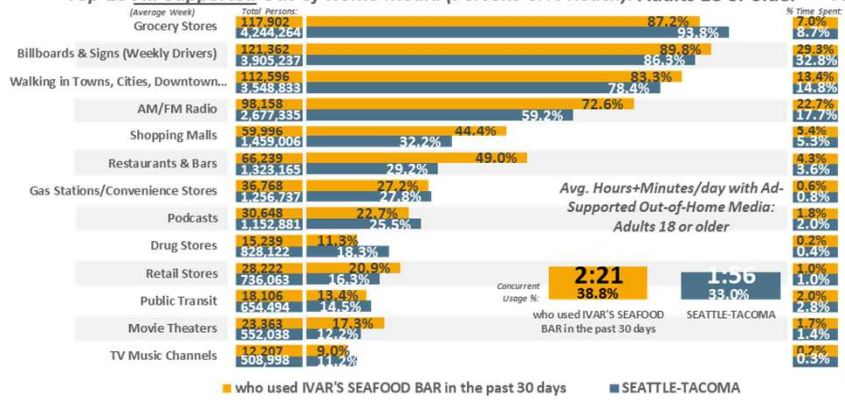
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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



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



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



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 139

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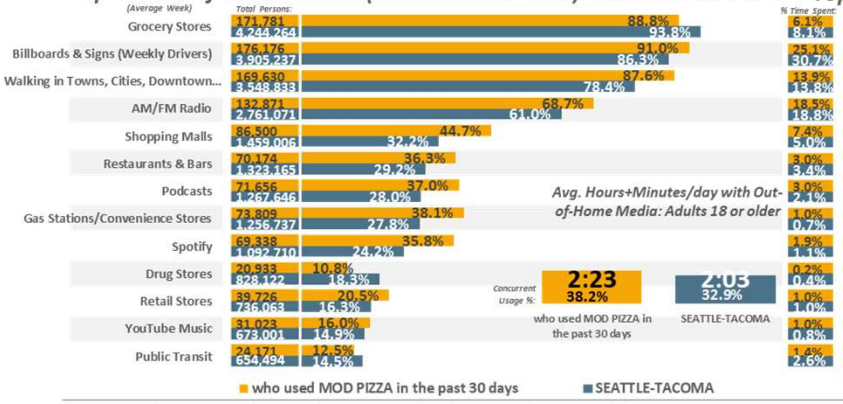
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Quick service restaurants used past 30 days: Ivar's Seafood Bar

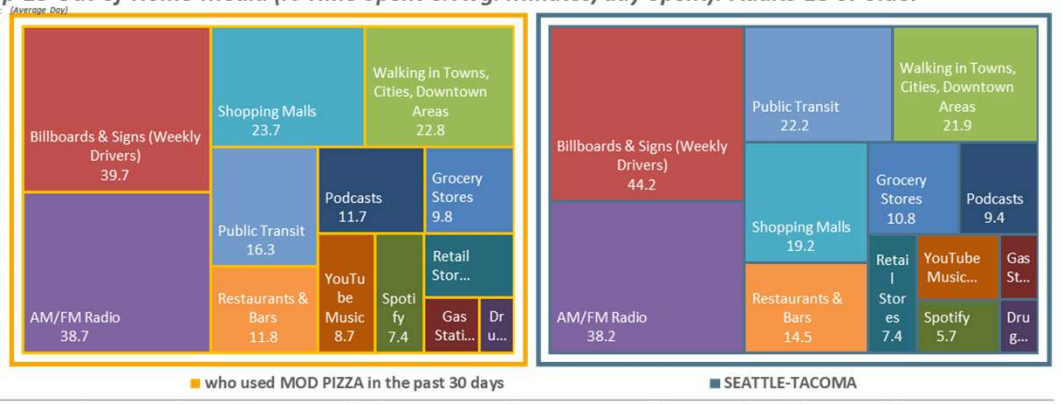
MOD PIZZA SEA

176,176 or 91.% of Adults 18 or older who used MOD PIZZA in the past 30 days spend an average of 39.7 minutes per day driving, seeing Billboards and Signs. 66.7% Listen to Local Radio Stations Out-of-Home for an average of 34.7 minutes/day.

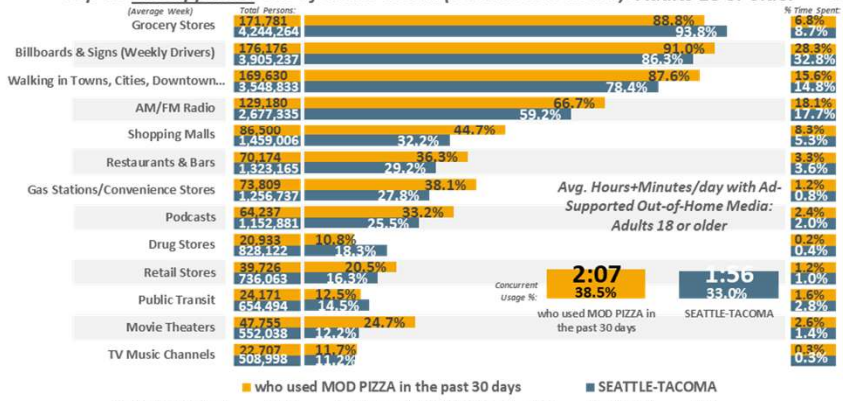
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



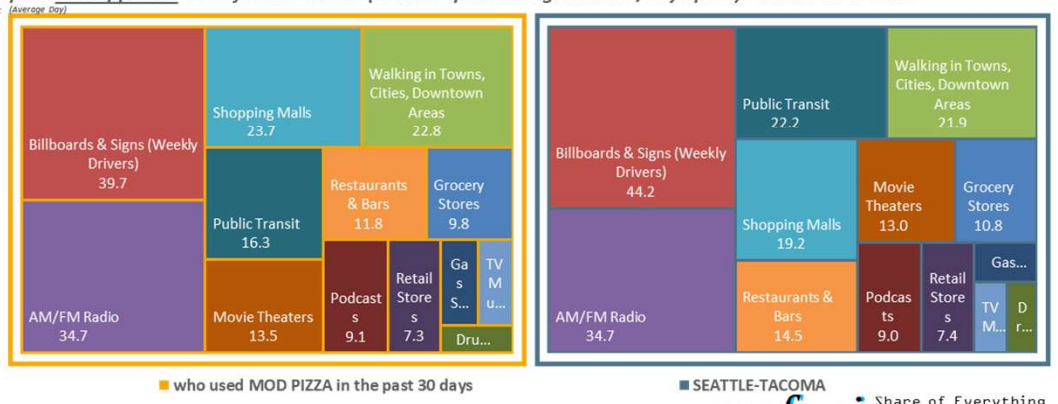
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 192

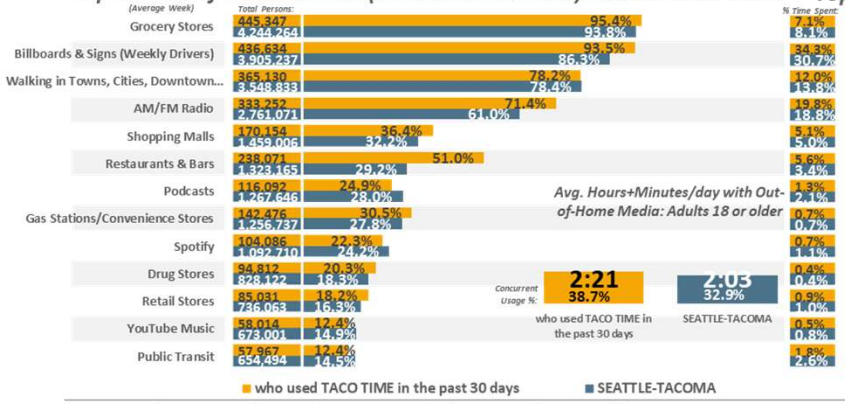
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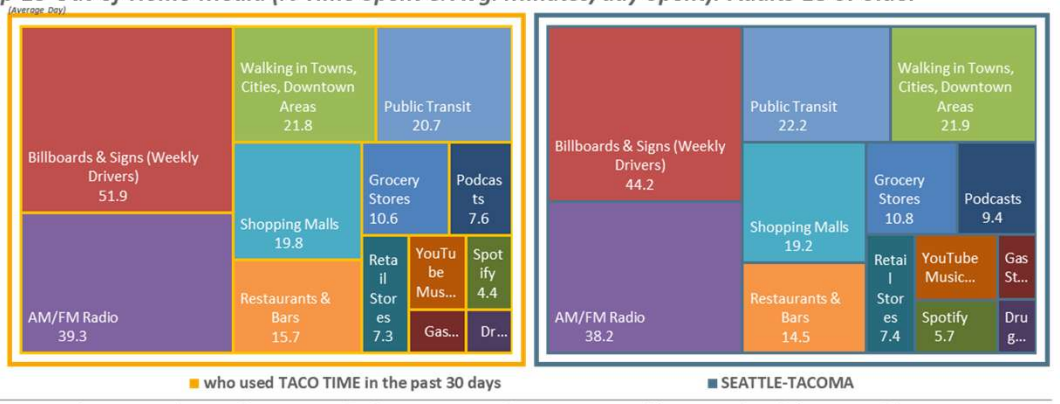
Sit-down restaurants used past 30 days: MOD Pizza

436,634 or 93.5% of Adults 18 or older who used TACO TIME in the past 30 days spend an average of 51.9 minutes per day driving, seeing Billboards and Signs. 69.2% Listen to Local Radio Stations Out-of-Home for an average of 36.4 minutes/day.

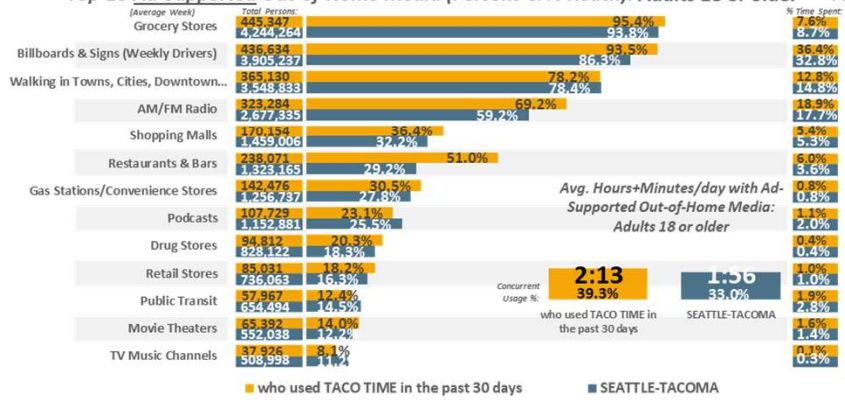
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



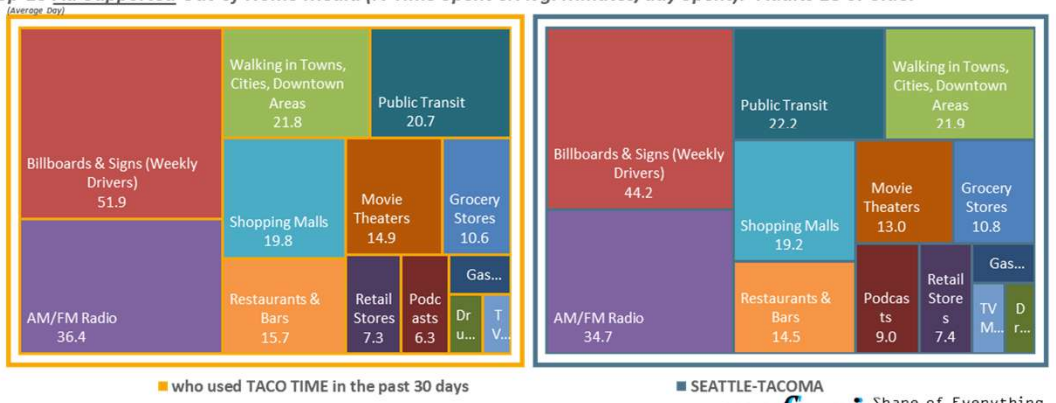
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 427

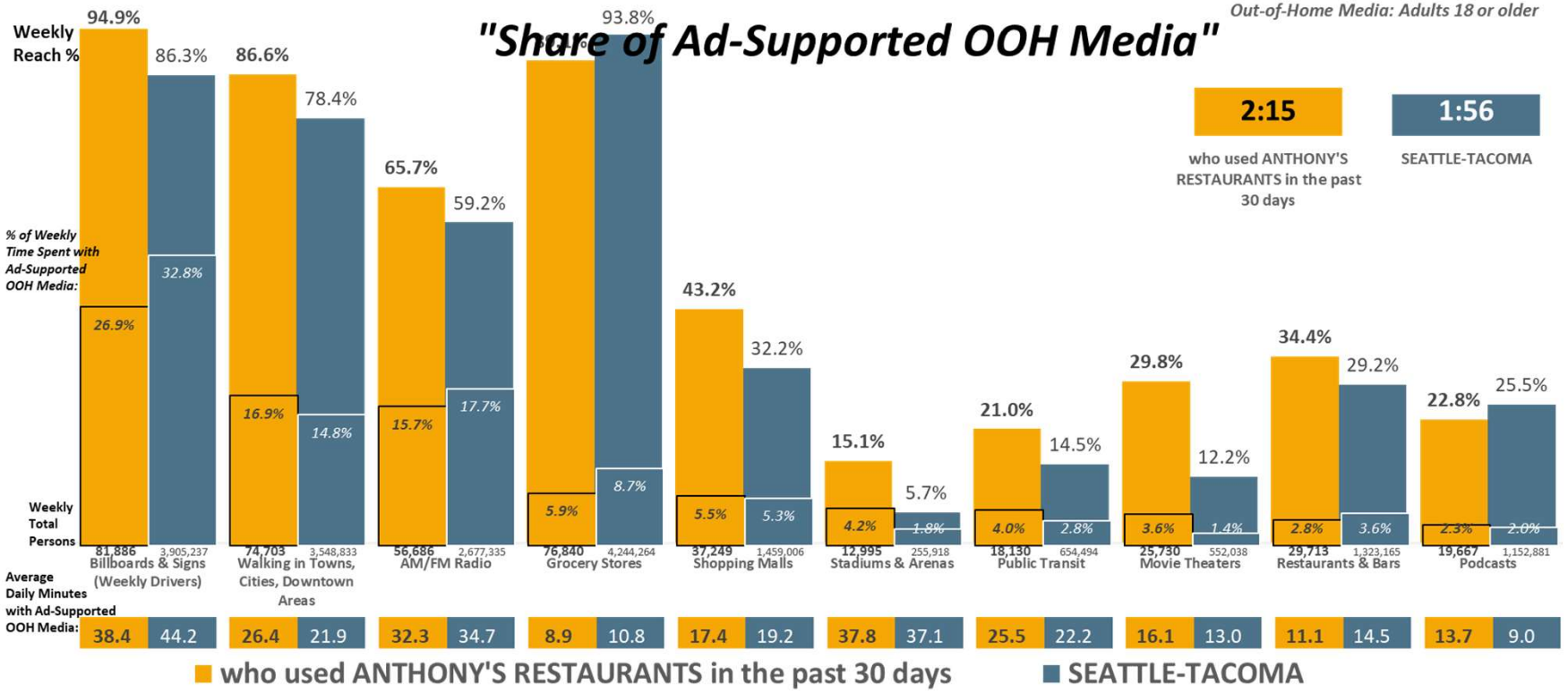
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Quick service restaurants used past 30 days: Taco Time

81,886 or 94.9% of Adults 18 or older who used ANTHONY'S RESTAURANTS in the past 30 days spend an average of 38.4 minutes per day driving, seeing Billboards and Signs representing 26.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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



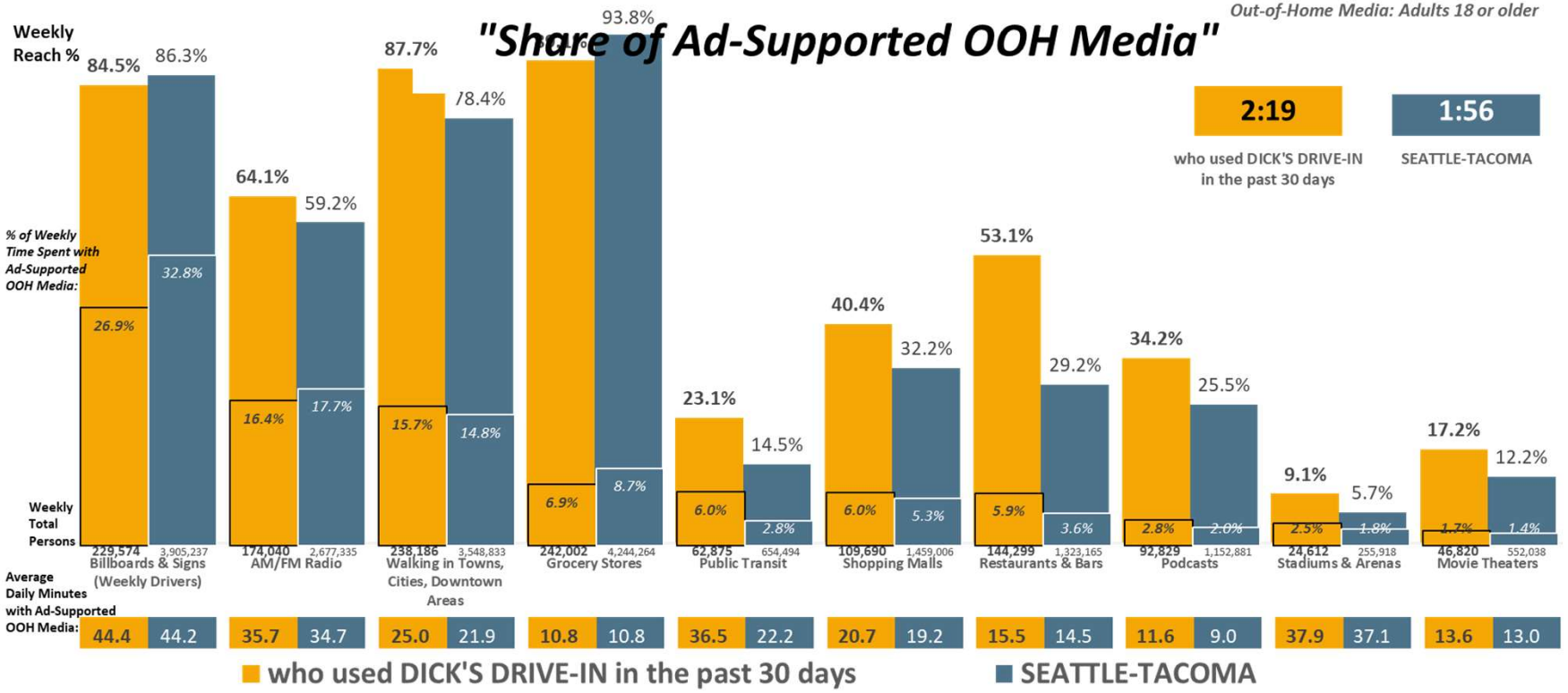
SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 113 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

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

229,574 or 84.5% of Adults 18 or older who used DICK'S DRIVE-IN in the past 30 days spend an average of 44.4 minutes per day driving, seeing Billboards and Signs representing 26.9% of all Time Spent with Ad-Supported Out-of-Home Media.



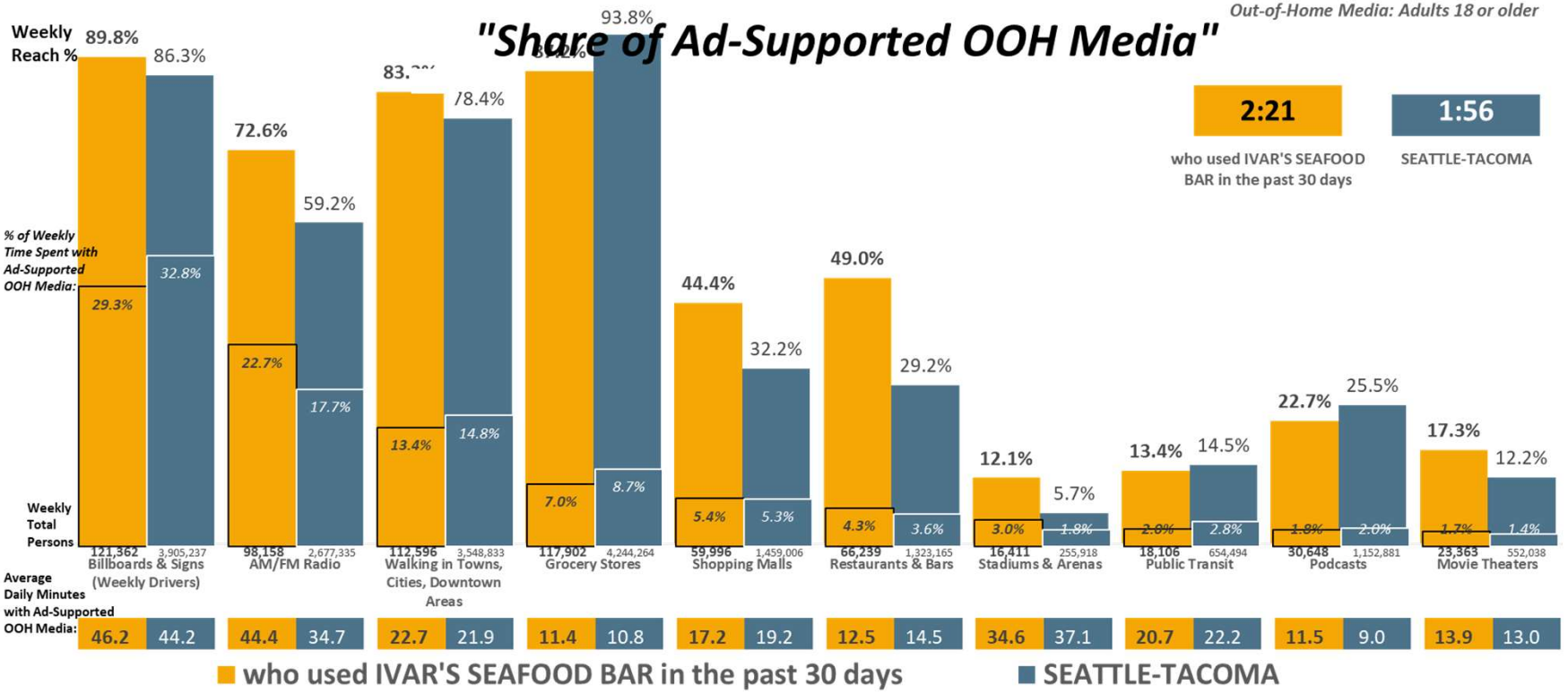
SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 220 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

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Quick service restaurants used past 30 days: Dick's

121,362 or 89.8% of Adults 18 or older who used IVAR'S SEAFOOD BAR in the past 30 days spend an average of 46.2 minutes per day driving, seeing Billboards and Signs representing 29.3% of all Time Spent with Ad-Supported Out-of-Home Media.



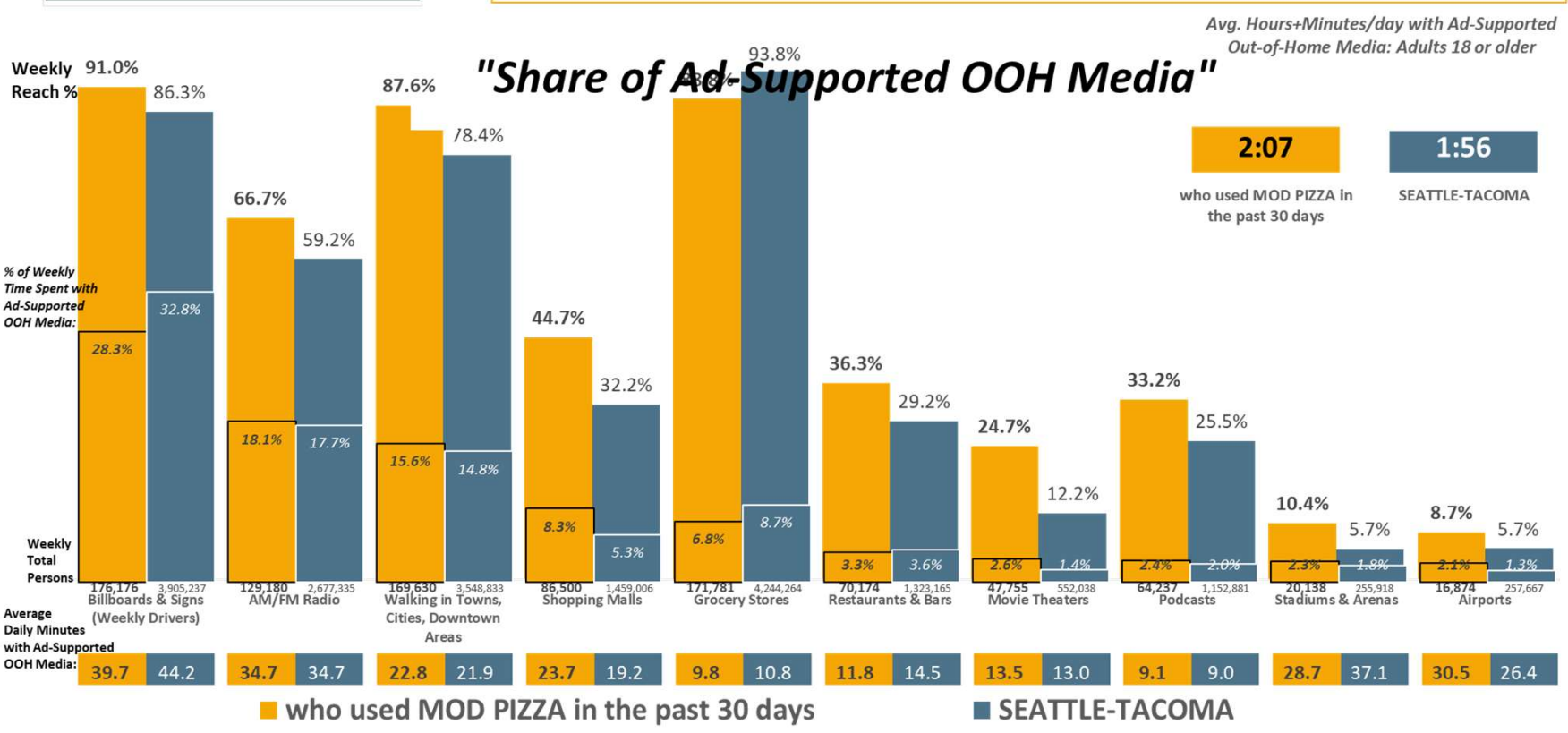
SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 139 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

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

176,176 or 91.% of Adults 18 or older who used MOD PIZZA in the past 30 days spend an average of 39.7 minutes per day driving, seeing Billboards and Signs representing 28.3% of all Time Spent with Ad-Supported Out-of-Home Media.



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 192 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

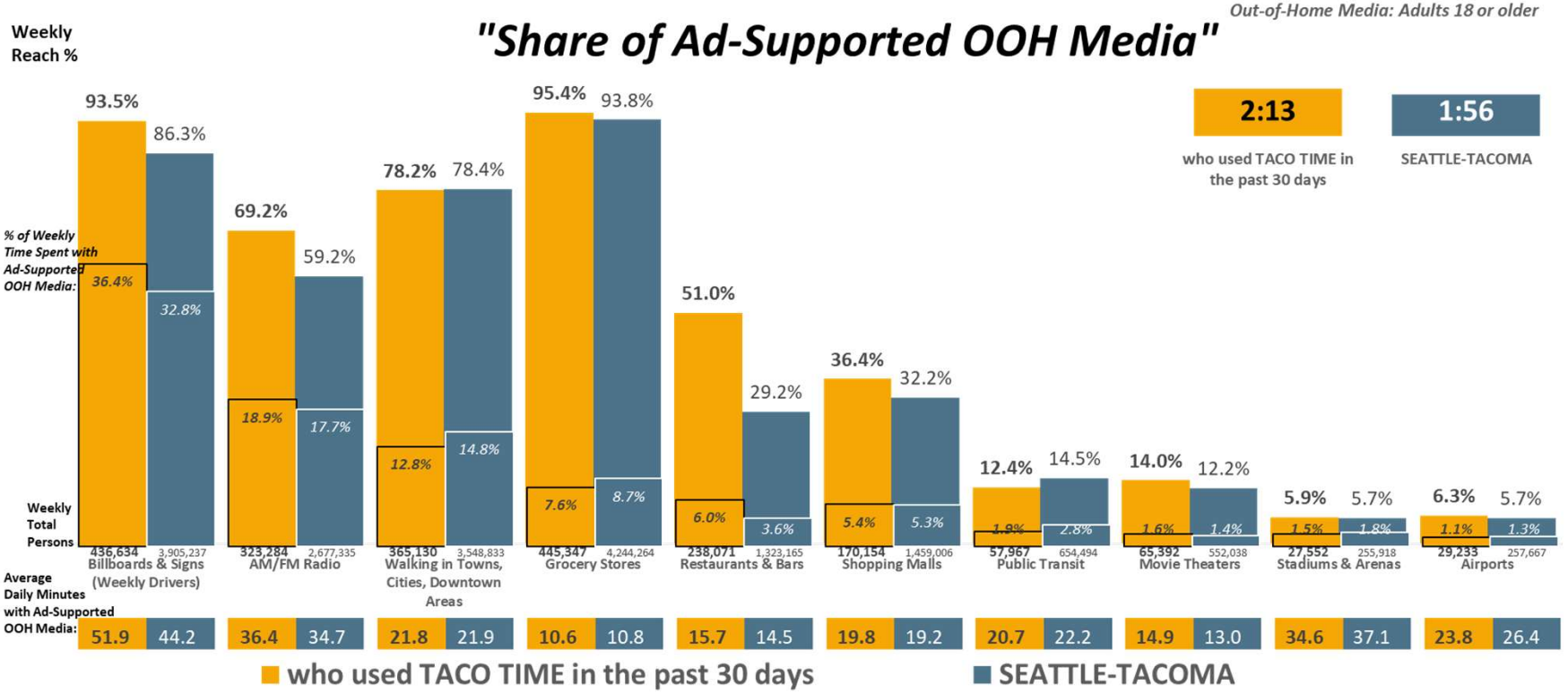
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Sit-down restaurants used past 30 days: MOD Pizza

436,634 or 93.5% of Adults 18 or older who used TACO TIME in the past 30 days spend an average of 51.9 minutes per day driving, seeing Billboards and Signs representing 36.4% 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



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 427 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

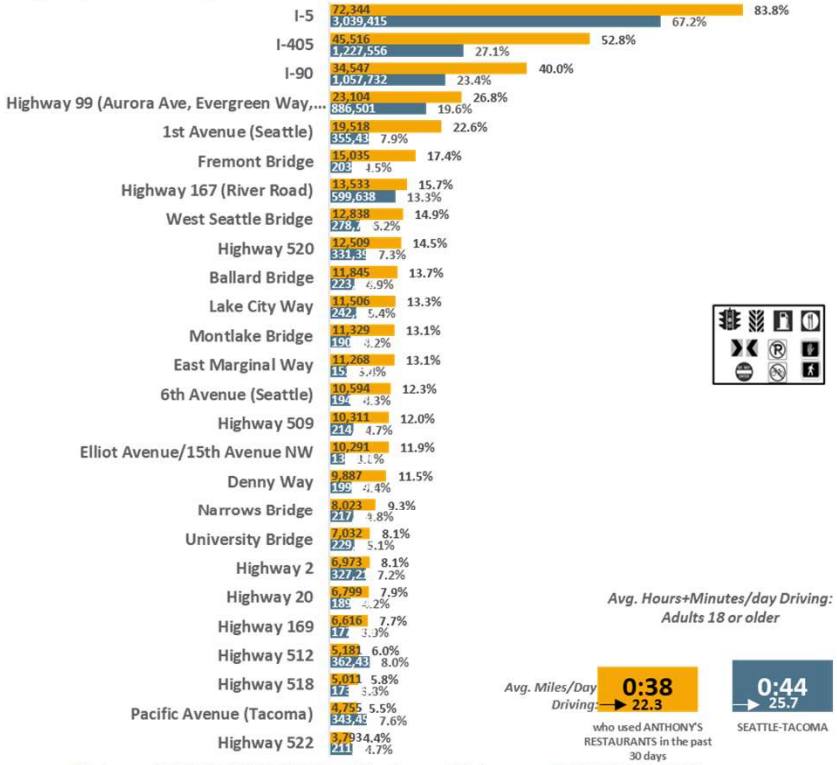
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Quick service restaurants used past 30 days: Taco Time

81,886 or 94.9% of Adults 18 or older who used ANTHONY'S RESTAURANTS in the past 30 days spend an average of 38.4 minutes per day driving an average of 22.3 miles each day and are 293.6% more likely to use Elliot Avenue/15th Avenue NW than the Metro avera

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

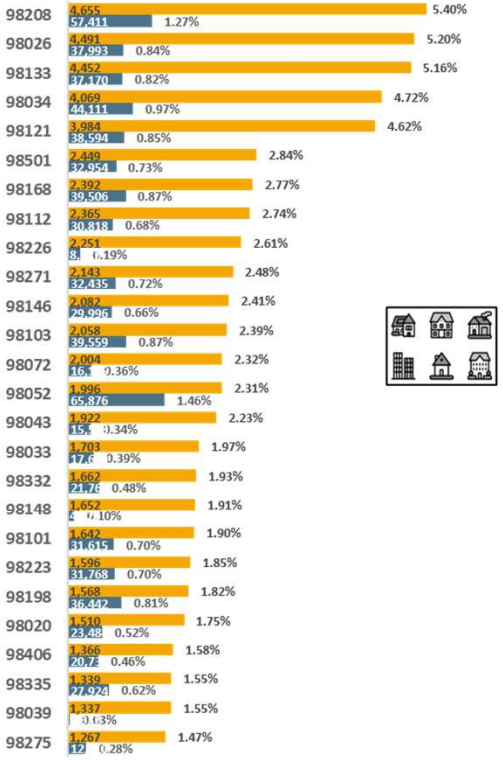


Avg. Hours+Minutes/day Driving: Adults 18 or older

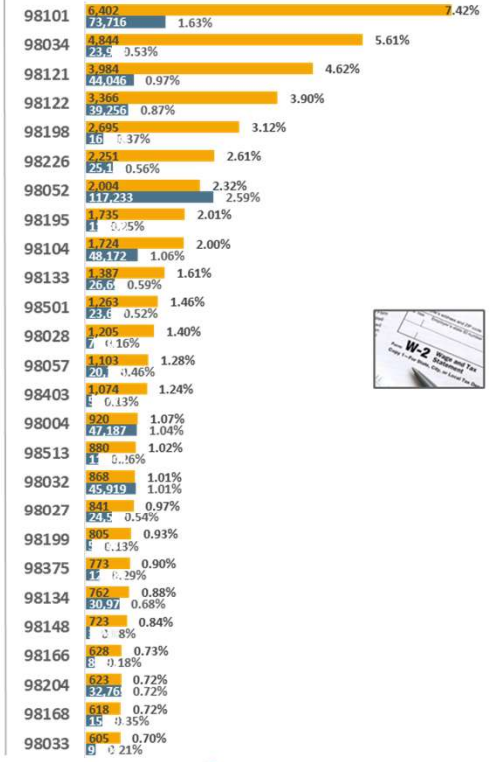
Avg. Miles/Day Driving: 0:38 → 22.3 who used ANTHONY'S RESTAURANTS in the past 30 days

0:44 → 25.7 SEATTLE-TACOMA

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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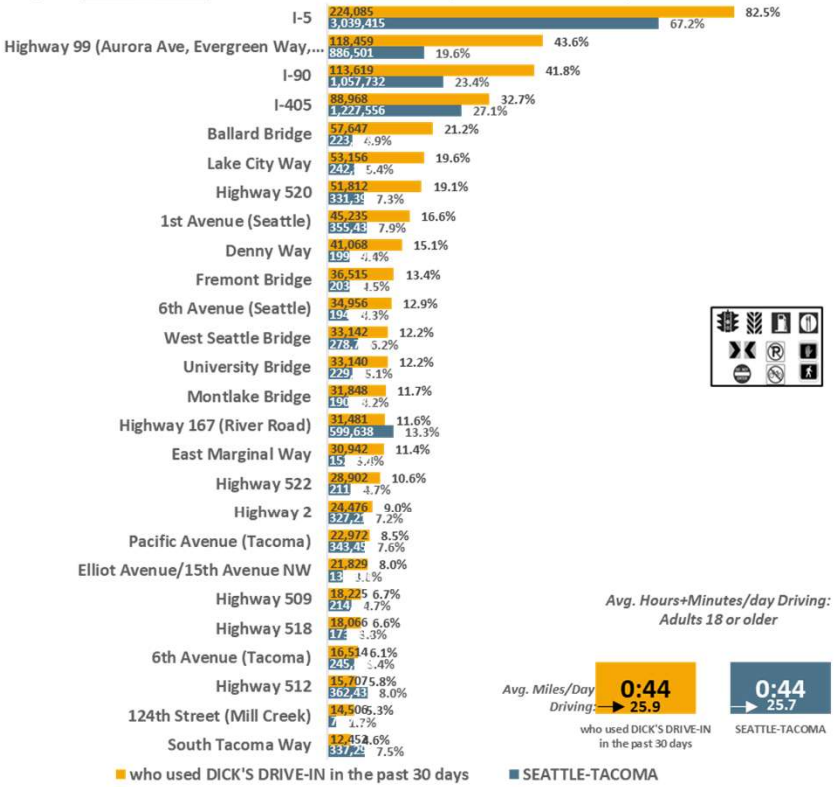
SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 113

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

229,574 or 84.5% of Adults 18 or older who used DICK'S DRIVE-IN in the past 30 days spend an average of 44.4 minutes per day driving an average of 25.9 miles each day and are 329.3% more likely to use Ballard Bridge than the Metro average.

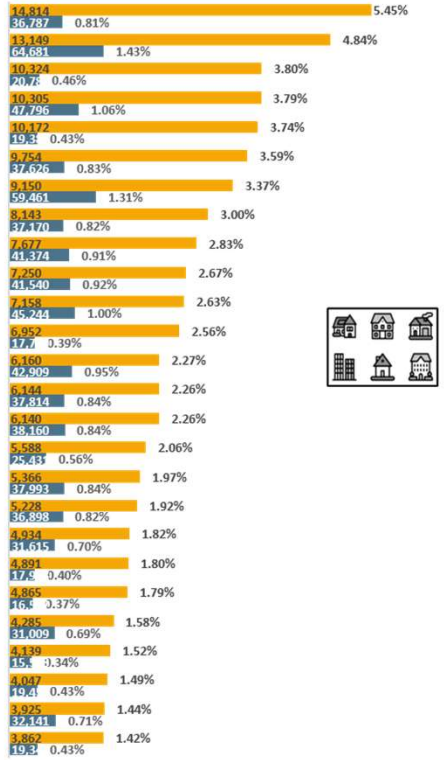
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



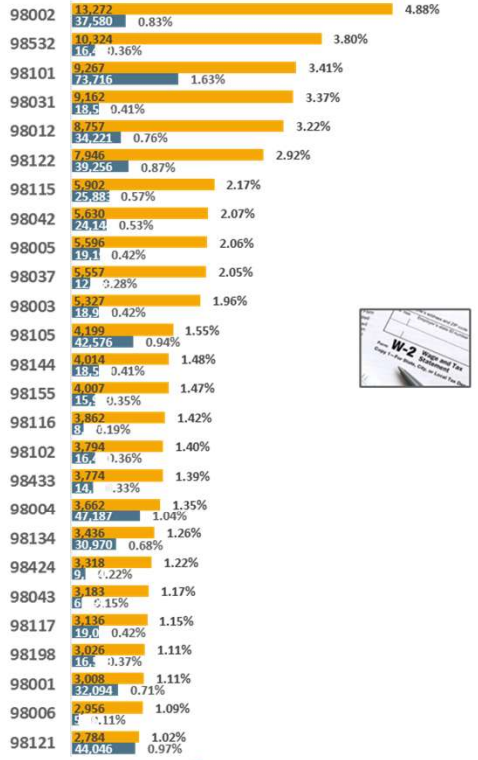
Avg. Hours+Minutes/day Driving: Adults 18 or older

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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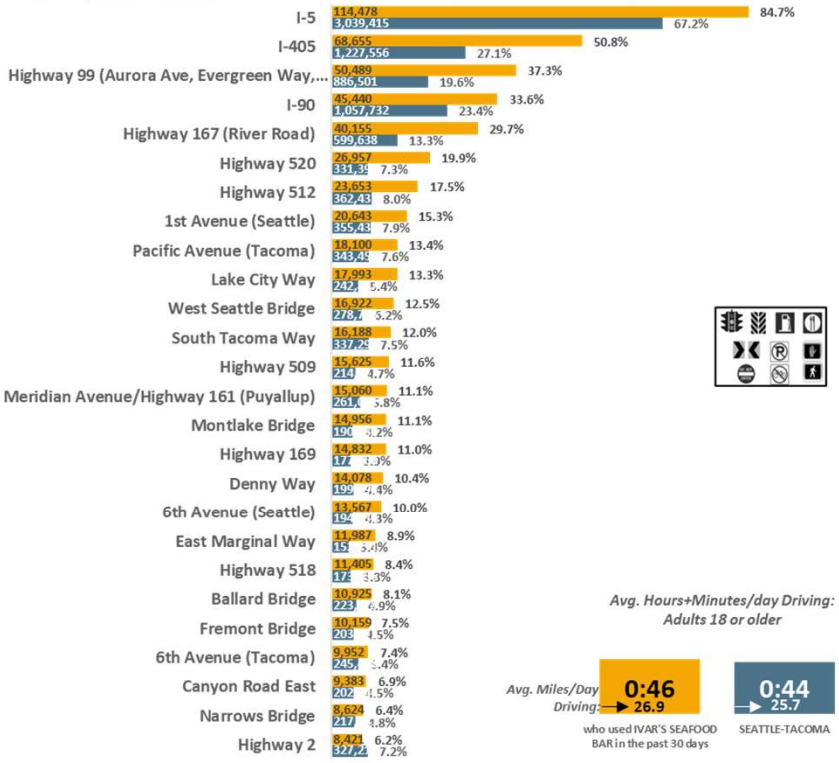
SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 220

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Quick service restaurants used past 30 days: Dick's

121,362 or 89.8% of Adults 18 or older who used IVAR'S SEAFOOD BAR in the past 30 days spend an average of 46.2 minutes per day driving an average of 26.9 miles each day and are 179.8% more likely to use Highway 169 than the Metro average.

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



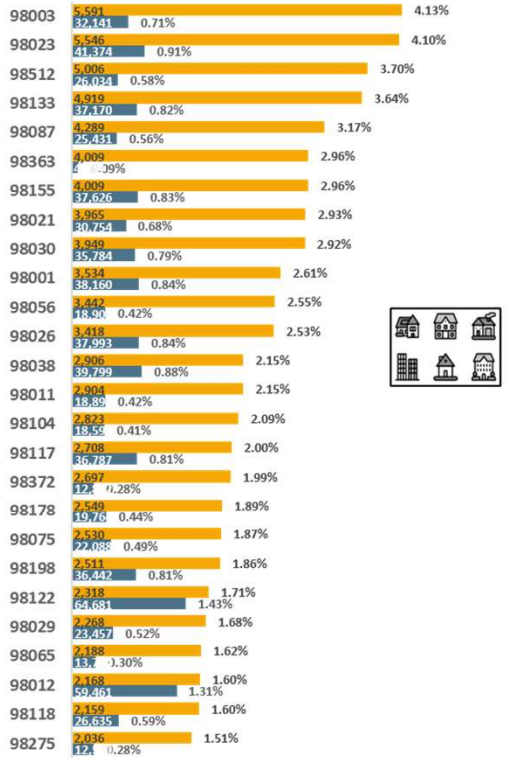
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 26.9

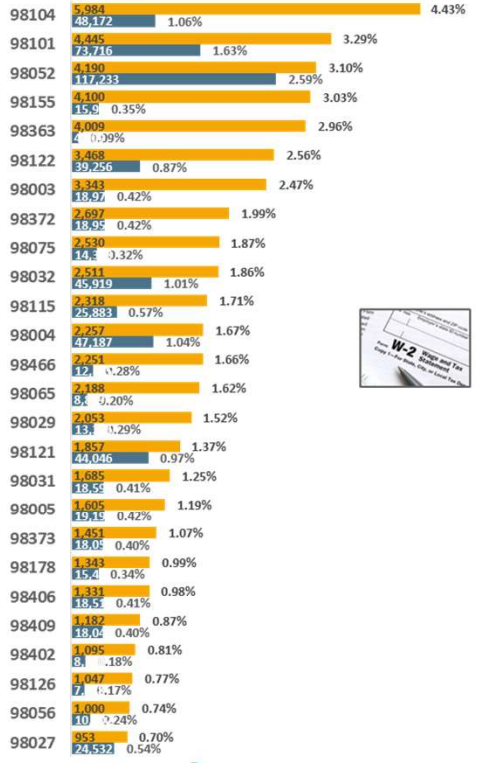
0:46 who used IVAR'S SEAFOOD BAR in the past 30 days

0:44 → 25.7 SEATTLE-TACOMA

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 139

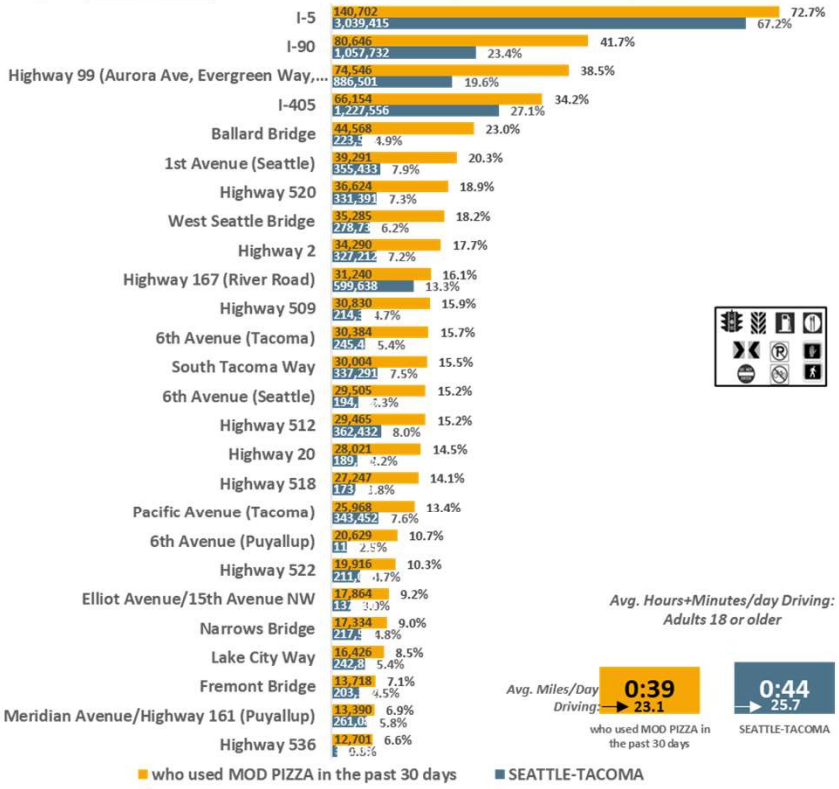
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Quick service restaurants used past 30 days: Ivar's Seafood Bar

MOD PIZZA SEA

176,176 or 91.% of Adults 18 or older who used MOD PIZZA in the past 30 days spend an average of 39.7 minutes per day driving an average of 23.1 miles each day and are 366.% more likely to use Ballard Bridge than the Metro average.

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

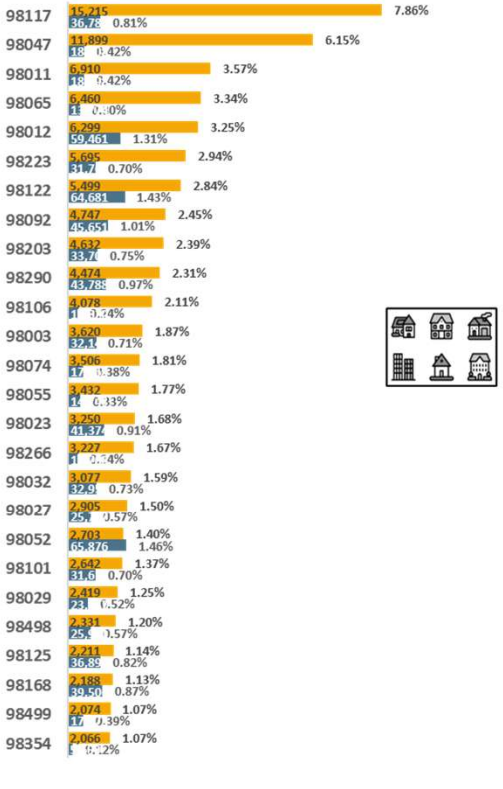


Avg. Hours+Minutes/day Driving: Adults 18 or older

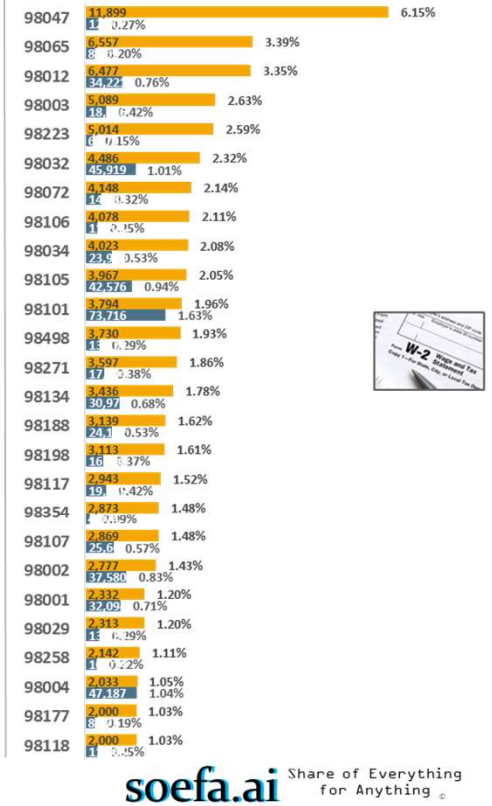
Avg. Miles/Day Driving: 0:39 → 23.1 who used MOD PIZZA in the past 30 days

0:44 → 25.7 SEATTLE-TACOMA

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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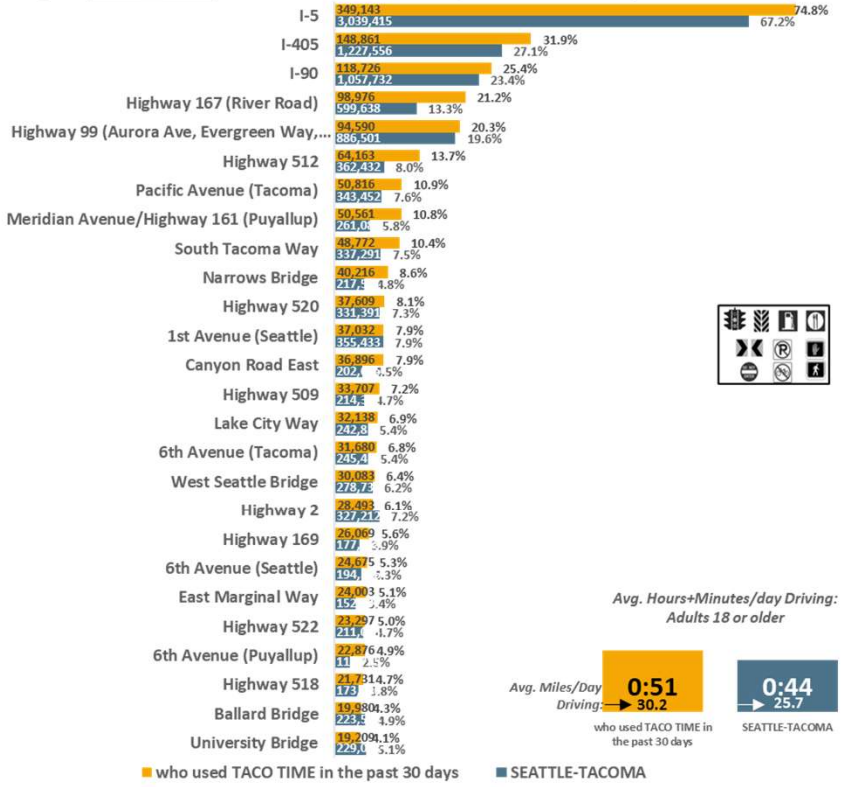
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Sit-down restaurants used past 30 days: MOD Pizza

436,634 or 93.5% of Adults 18 or older who used TACO TIME in the past 30 days spend an average of 51.9 minutes per day driving an average of 30.2 miles each day and are 87.6% more likely to use Meridian Avenue/Highway 161 (Puyallup) than the Metro average

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



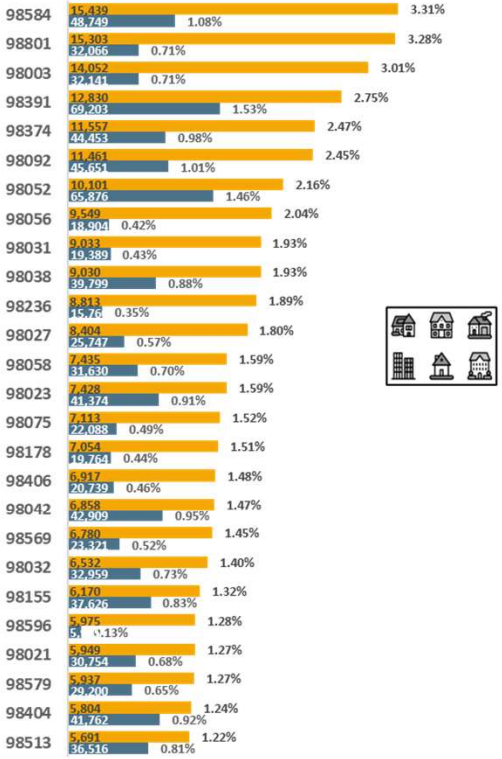
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: → 30.2

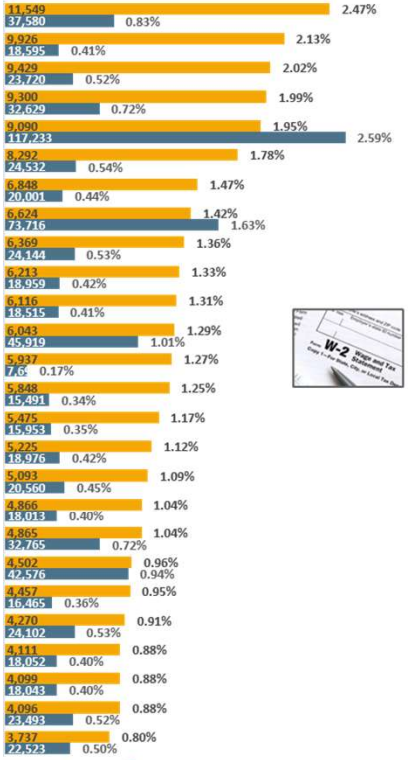
0:51 who used TACO TIME in the past 30 days

0:44 → 25.7 SEATTLE-TACOMA

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



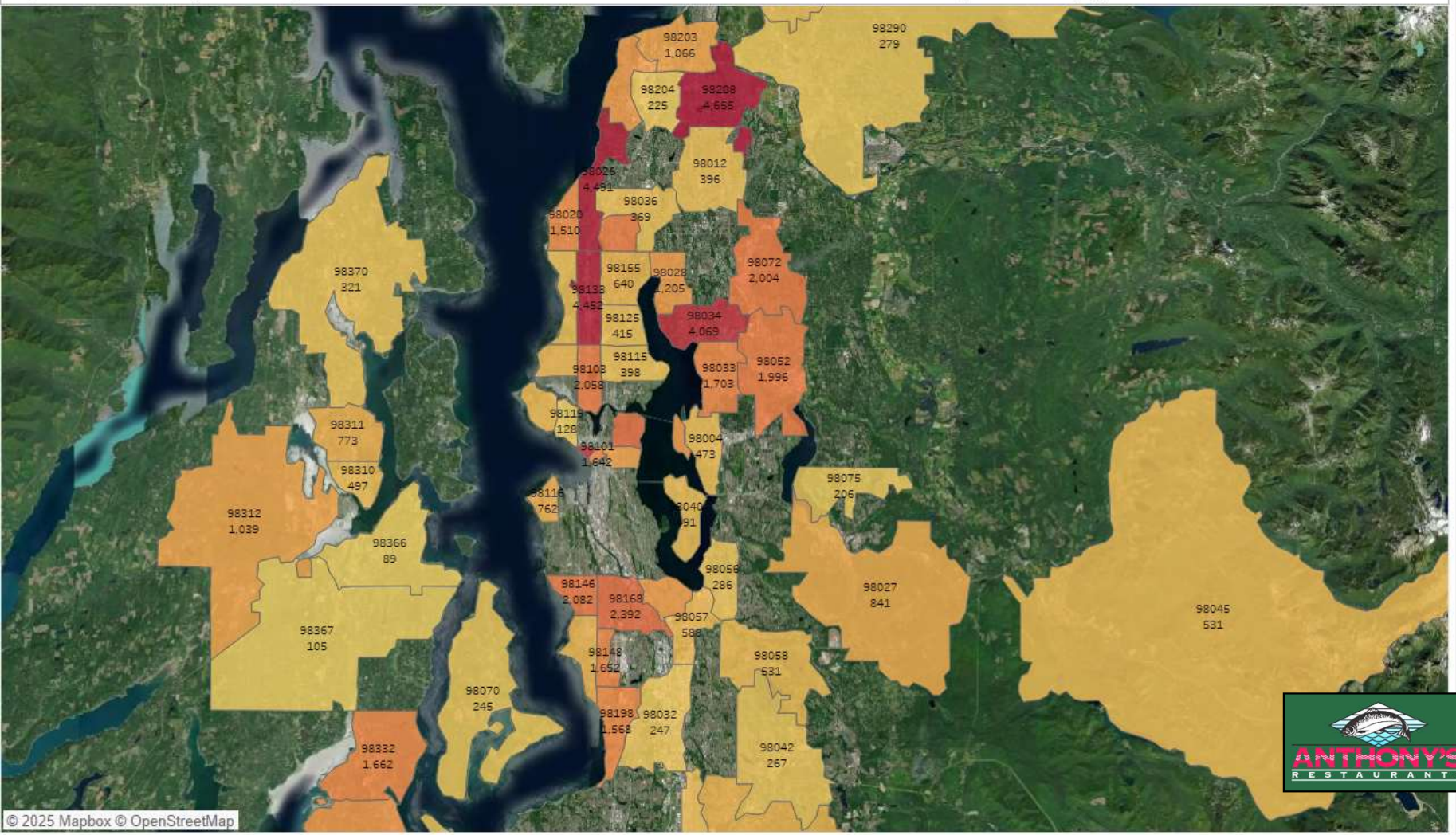
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Quick service restaurants used past 30 days: Taco Time

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



ANTHONY'S RESTAURANTS SEA

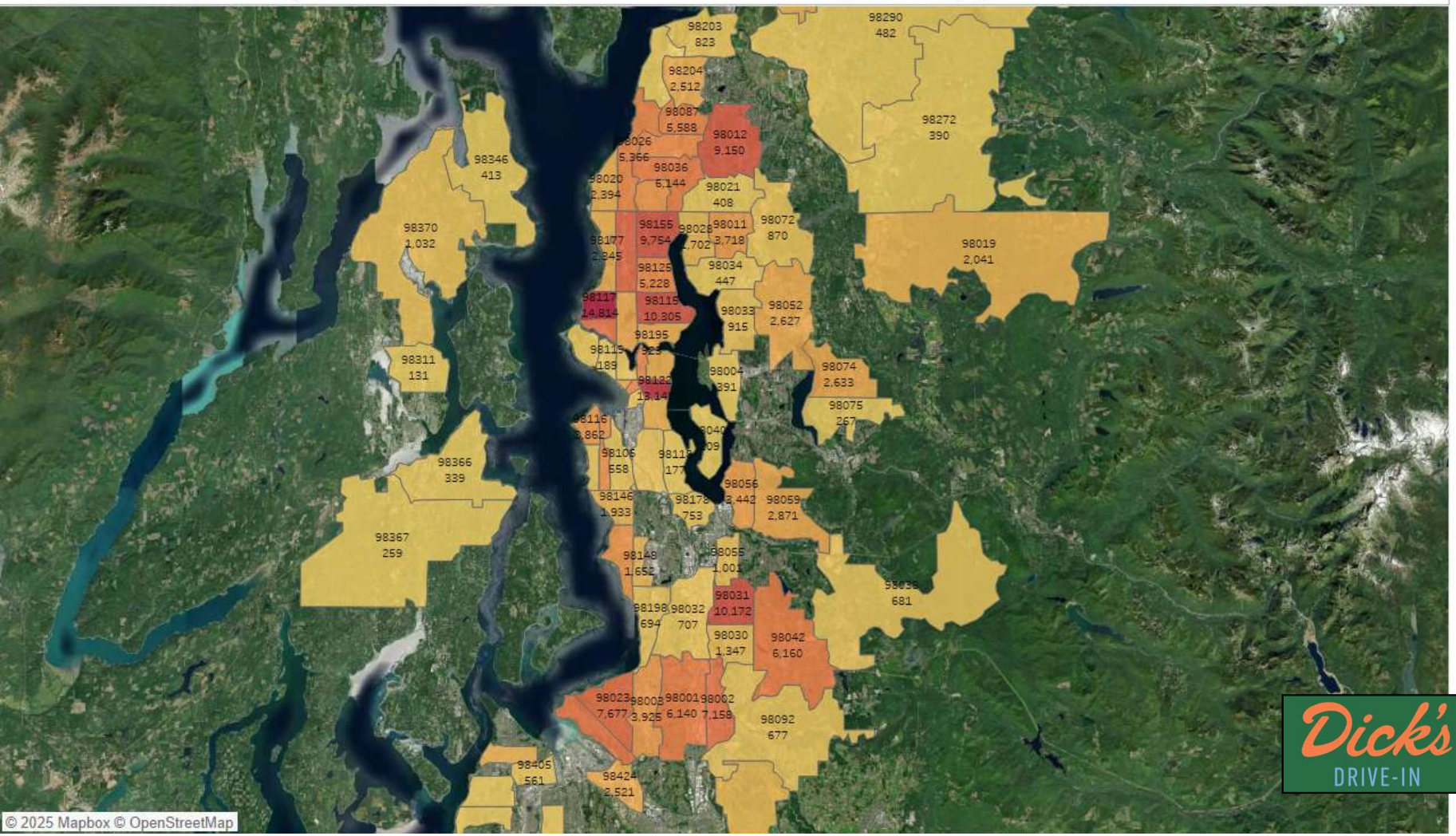
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Sit-down restaurants used past 30 days: Anthony's

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



Dick's DRIVE-IN SEA

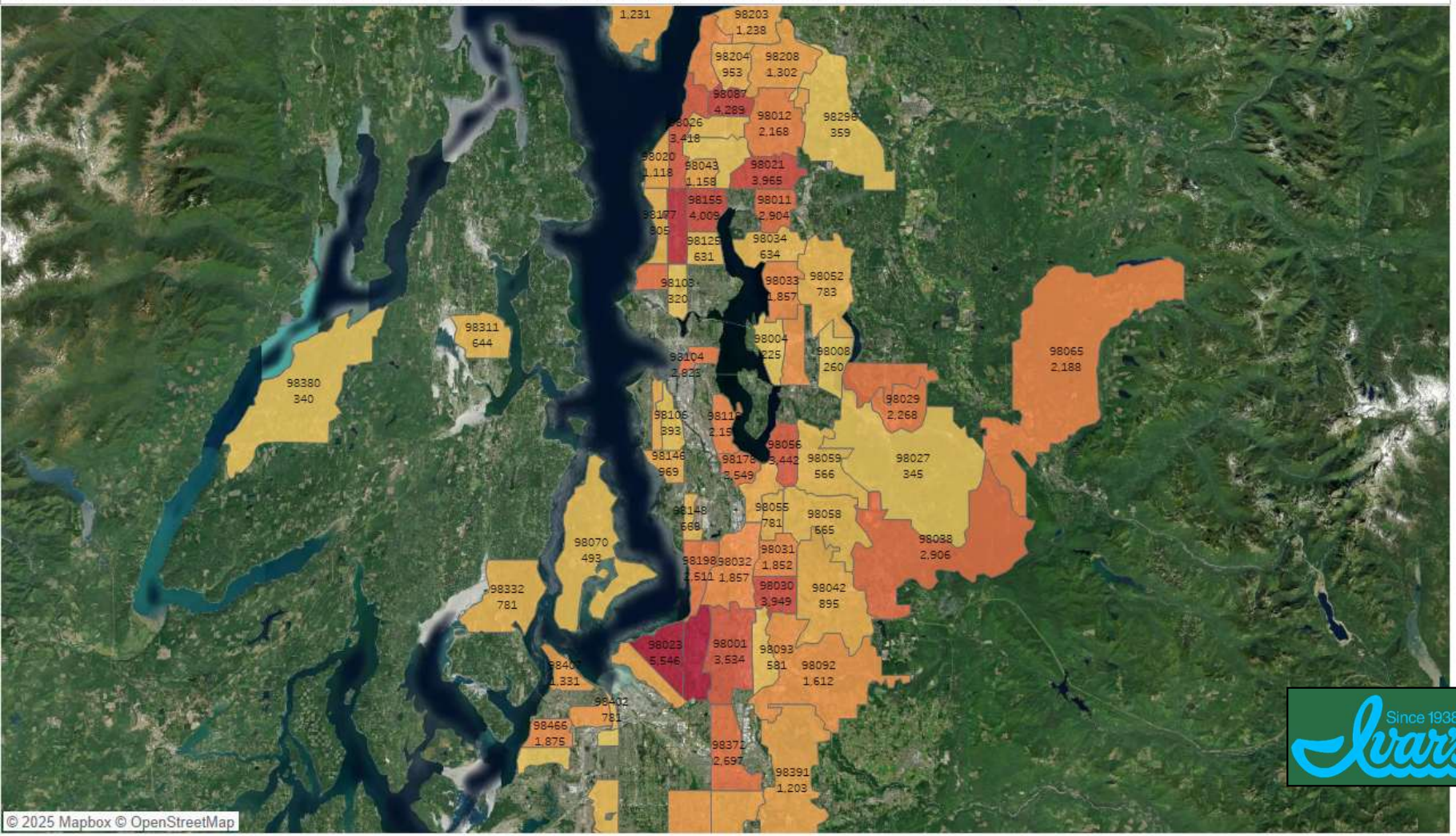
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Quick service restaurants used past 30 days: Dick's

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

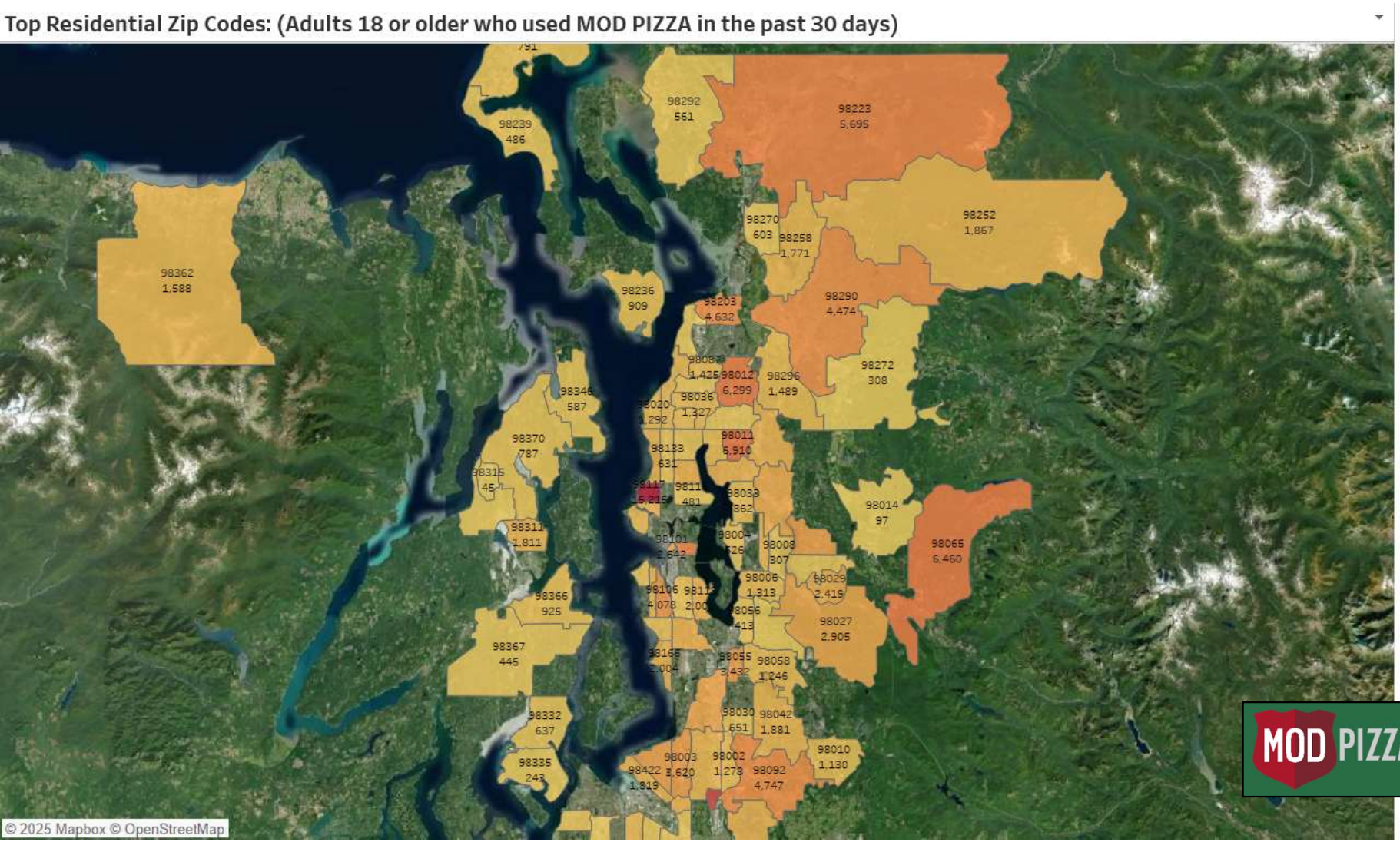


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Quick service restaurants used past 30 days: Ivar's Seafood Bar

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

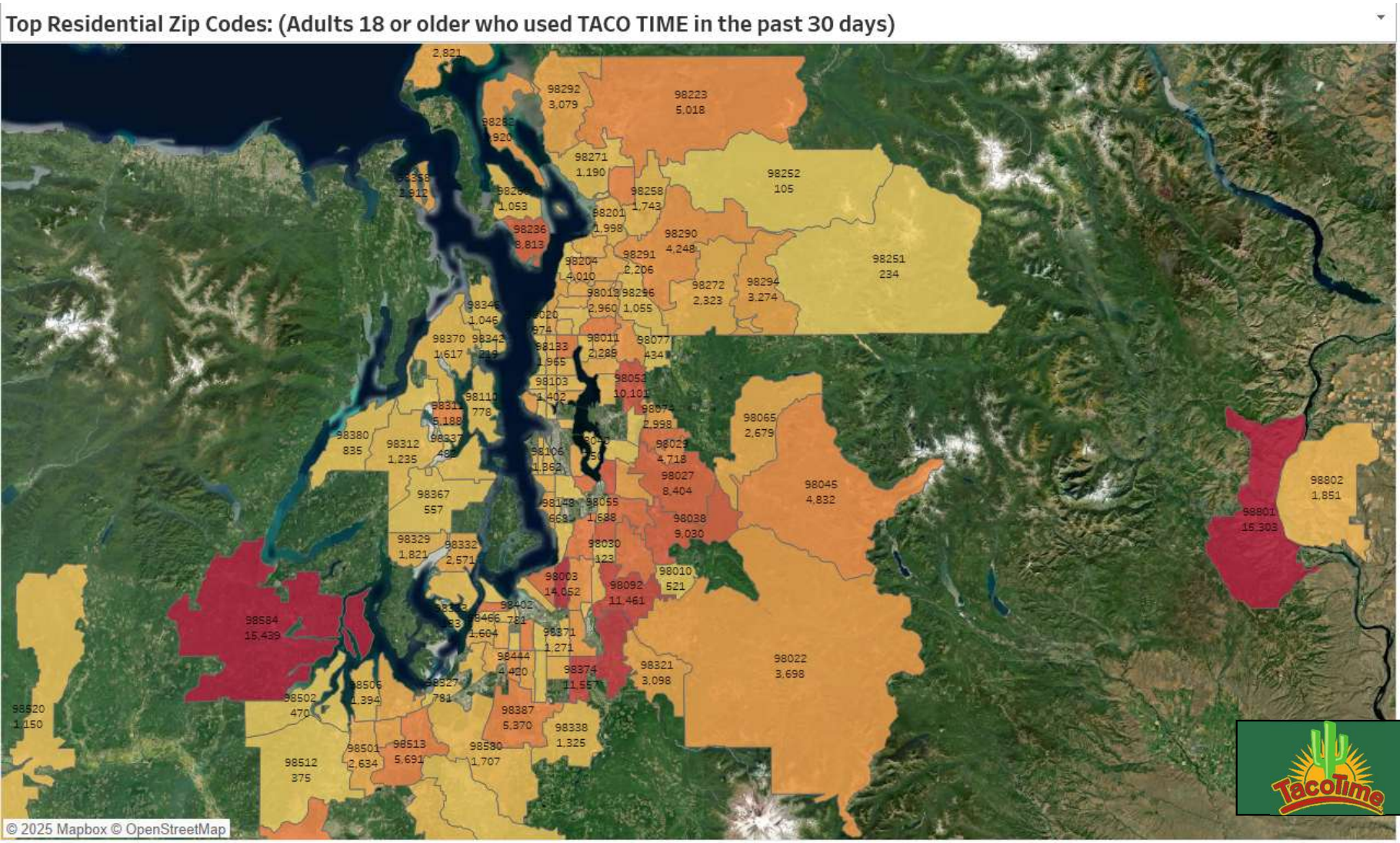


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Sit-down restaurants used past 30 days: MOD Pizza

Top Residential Zip Codes: (Adults 18 or older who used TACO TIME in the past 30 days)



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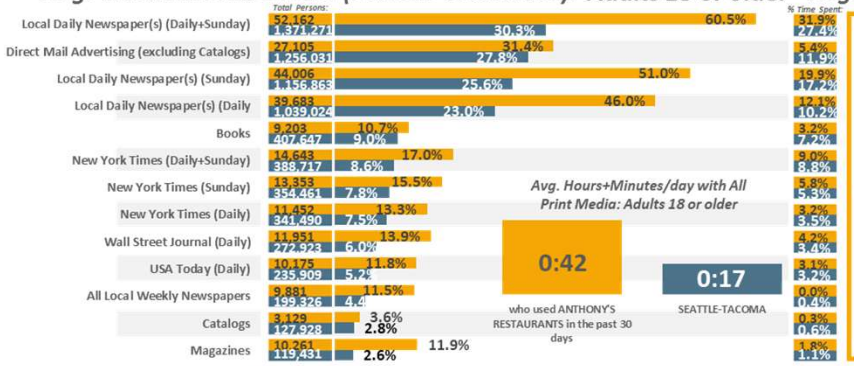
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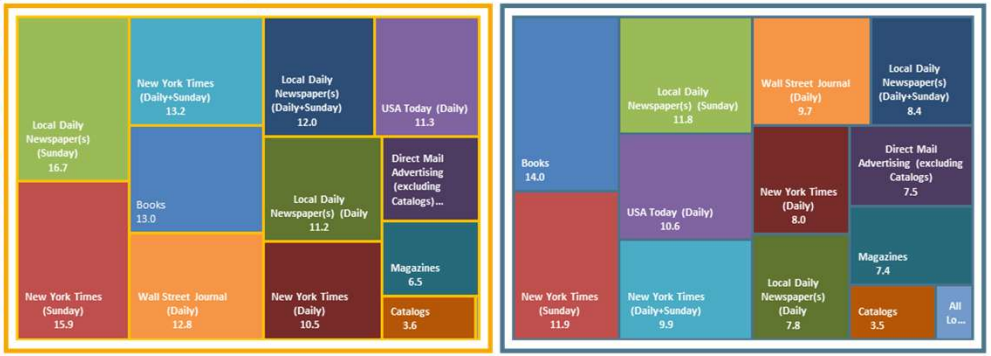
Quick service restaurants used past 30 days: Taco Time

52,162 or 60.5% of Adults 18 or older who used ANTHONY'S RESTAURANTS in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12. minutes every day representing 33.% of all time spent daily with All forms of Print Media.

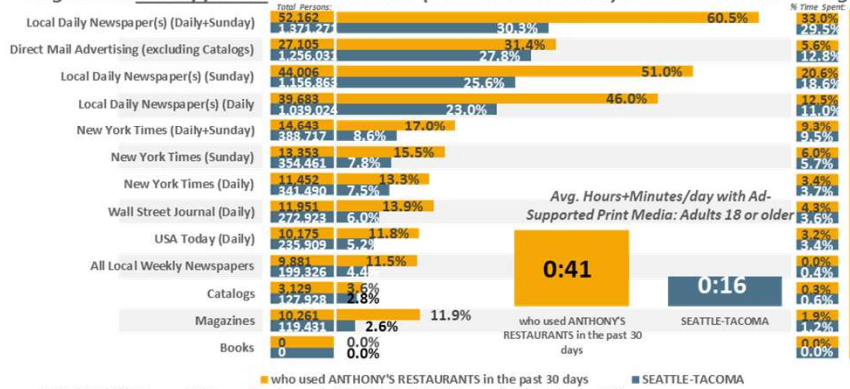
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 113

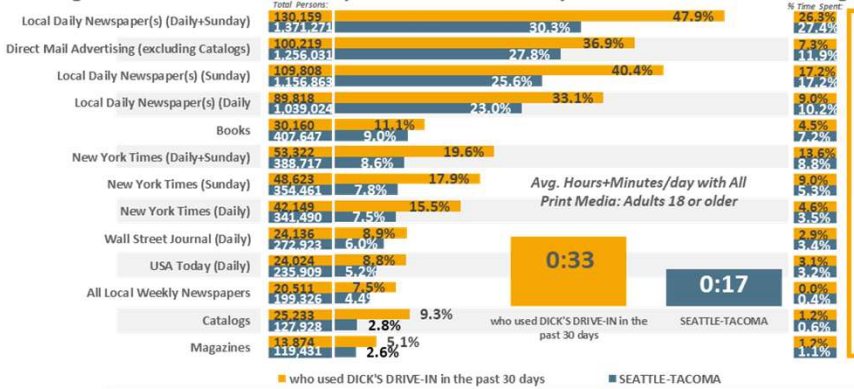
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Sit-down restaurants used past 30 days: Anthony's

130,159 or 47.9% of Adults 18 or older who used DICK'S DRIVE-IN in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10. minutes every day representing 27.5% of all time spent daily with All forms of Print Media.

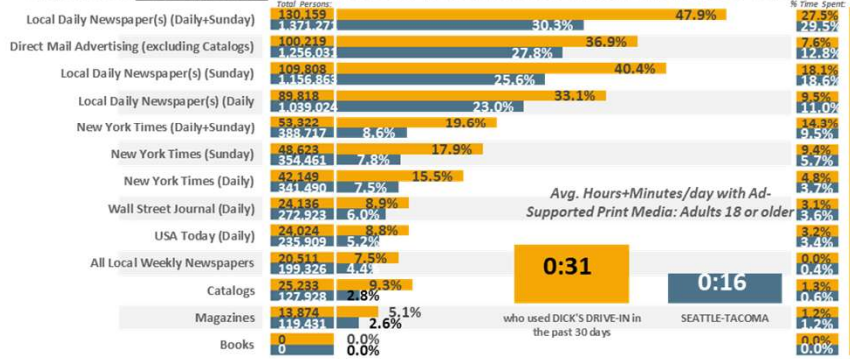
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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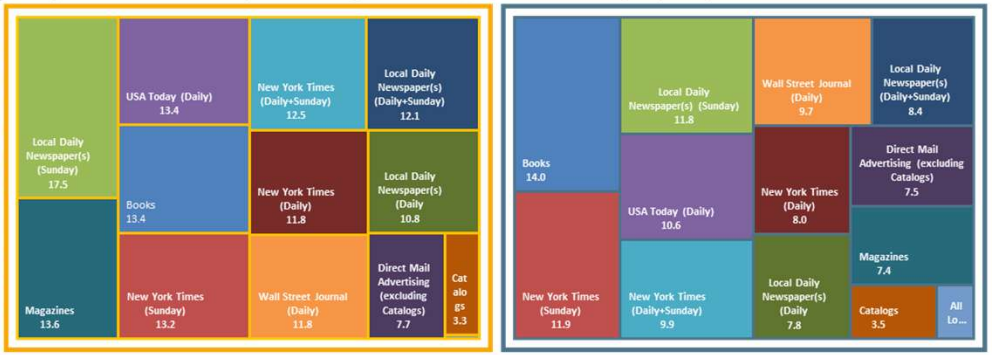
Quick service restaurants used past 30 days: Dick's

63,946 or 47.3% of Adults 18 or older who used IVAR'S SEAFOOD BAR in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.1 minutes every day representing 37.7% of all time spent daily with All forms of Print Media.

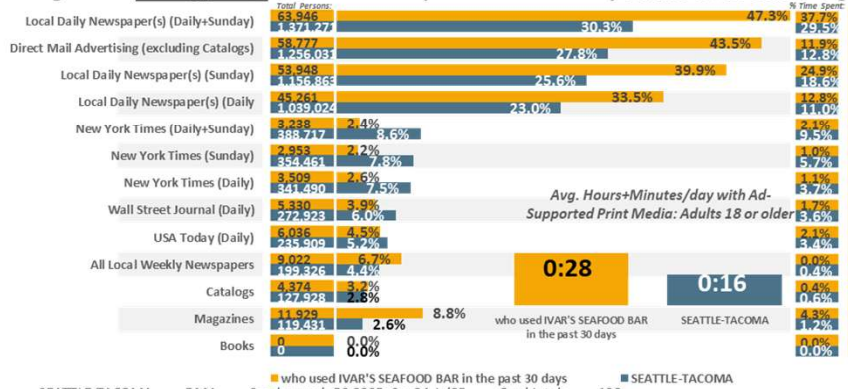
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 139

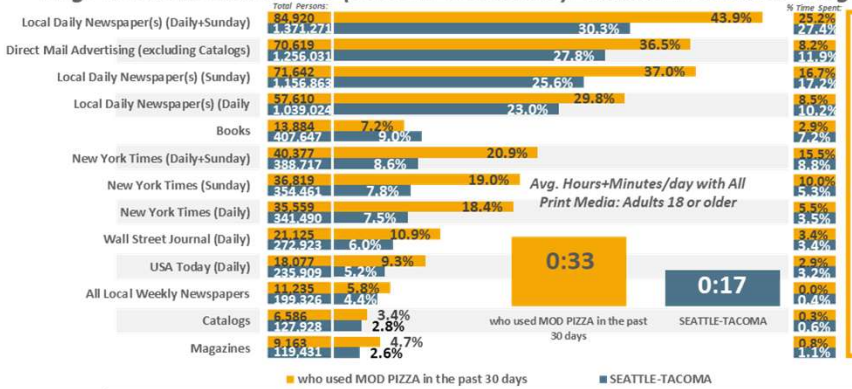
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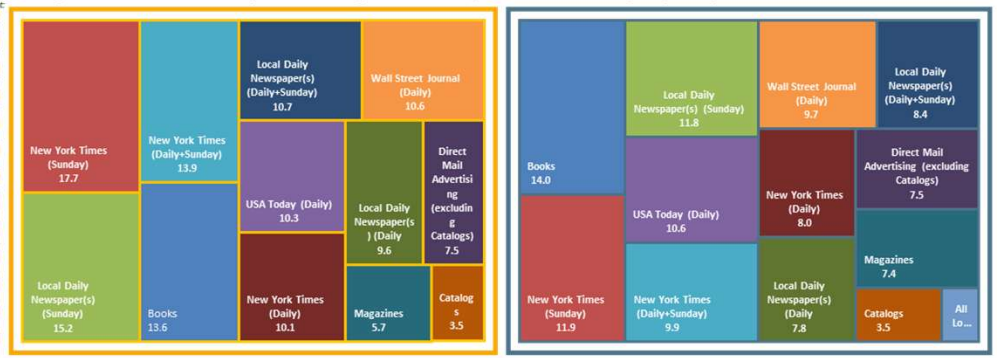
Quick service restaurants used past 30 days: Ivar's Seafood Bar

84,920 or 43.9% of Adults 18 or older who used MOD PIZZA in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.7 minutes every day representing 26.% of all time spent daily with All forms of Print Media.

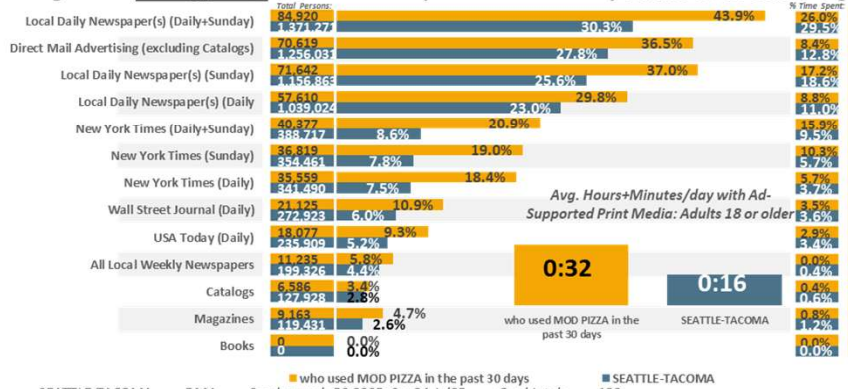
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



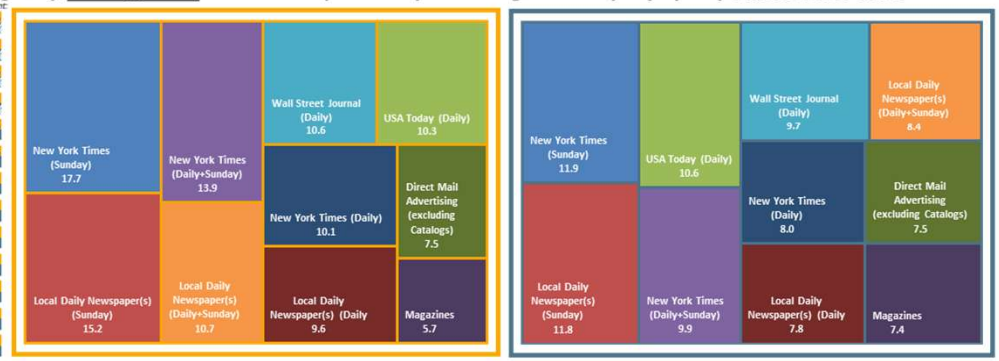
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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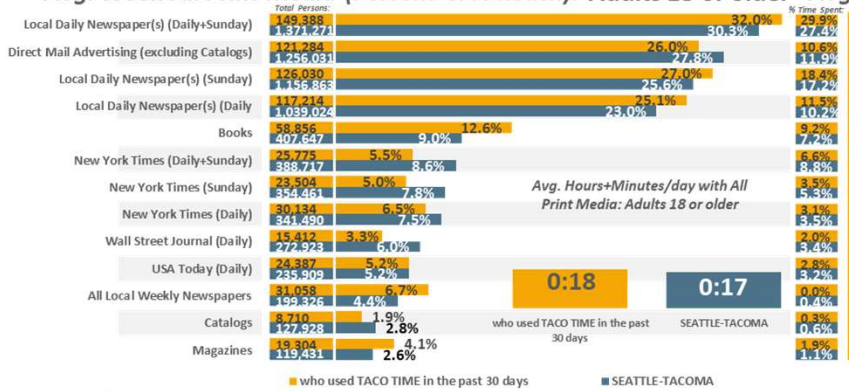
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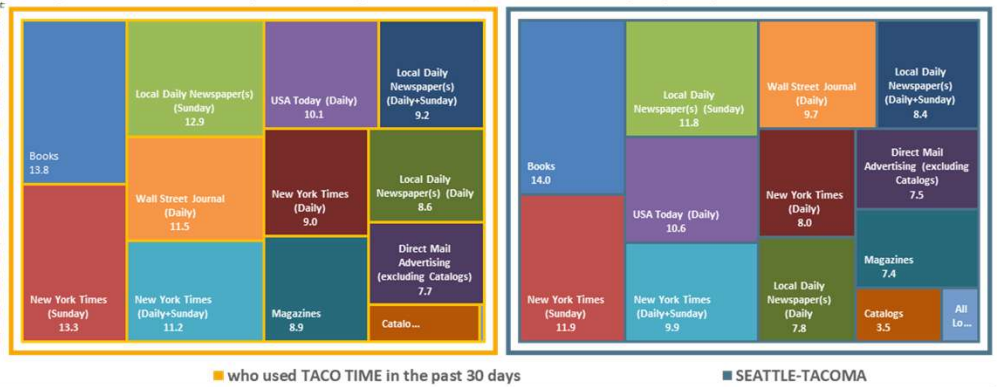
Sit-down restaurants used past 30 days: MOD Pizza

149,388 or 32.% of Adults 18 or older who used TACO TIME in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.2 minutes every day representing 32.9% of all time spent daily with All forms of Print Media.

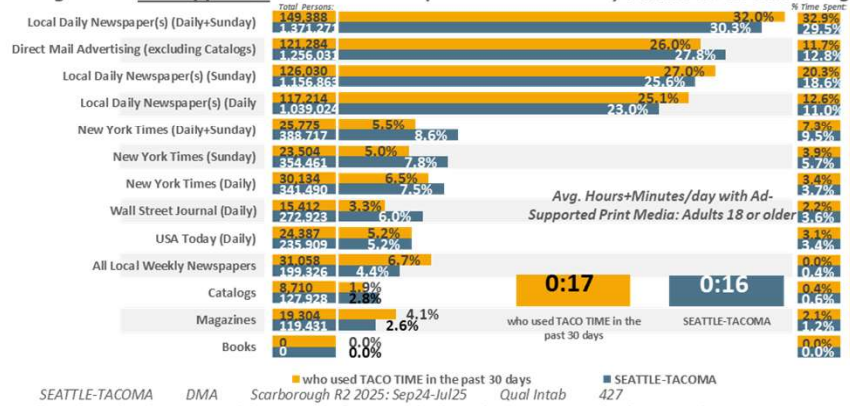
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



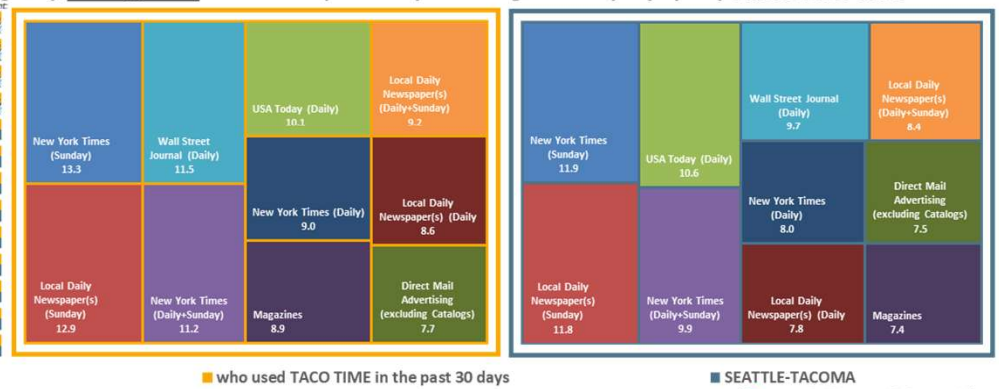
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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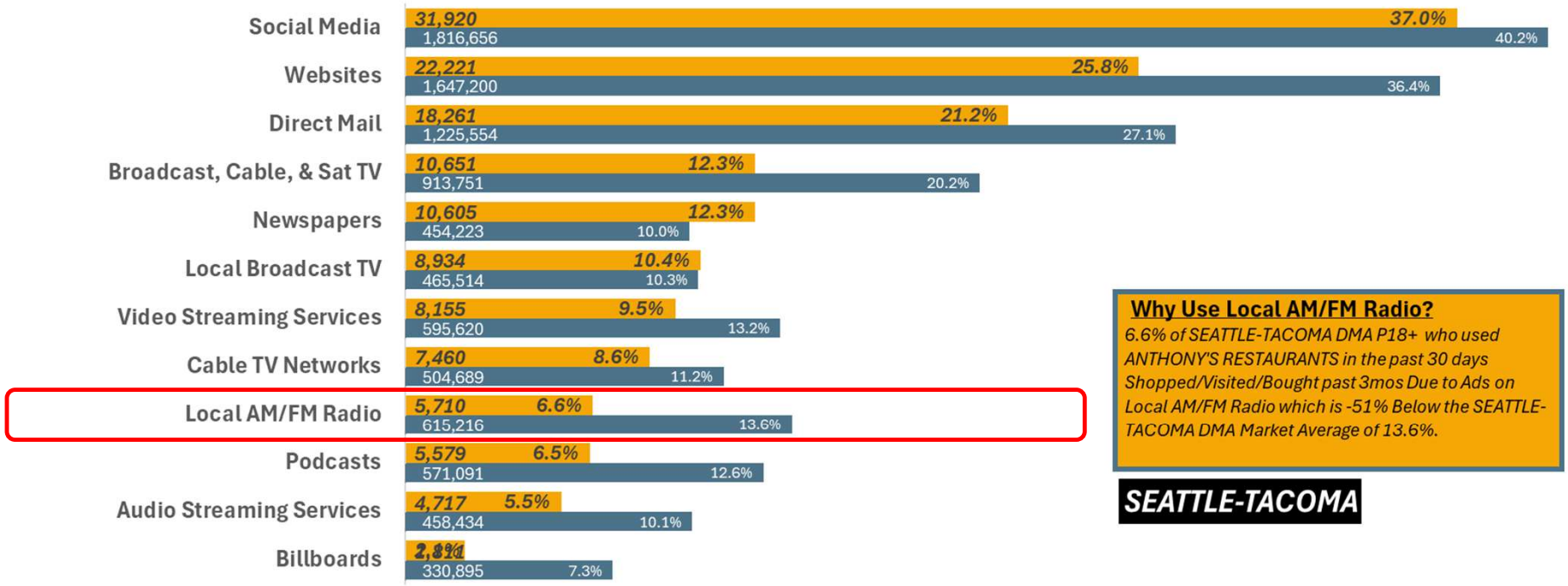
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Quick service restaurants used past 30 days: Taco Time

"Advertising Actions"

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



Why Use Local AM/FM Radio?

6.6% of SEATTLE-TACOMA DMA P18+ who used ANTHONY'S RESTAURANTS in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -51% Below the SEATTLE-TACOMA DMA Market Average of 13.6%.

SEATTLE-TACOMA

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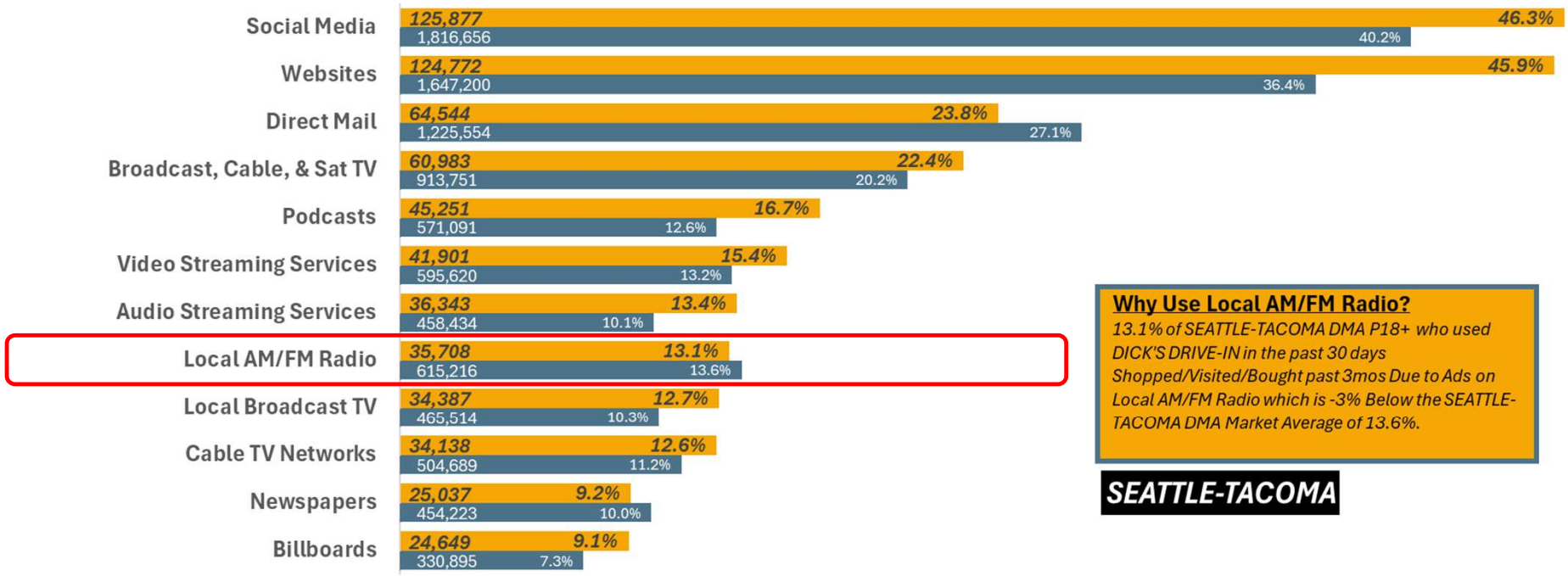
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Sit-down restaurants used past 30 days: Anthony's

Dick's DRIVE-IN SEA

"Advertising Actions"

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



Why Use Local AM/FM Radio?

13.1% of SEATTLE-TACOMA DMA P18+ who used DICK'S DRIVE-IN in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -3% Below the SEATTLE-TACOMA DMA Market Average of 13.6%.

SEATTLE-TACOMA

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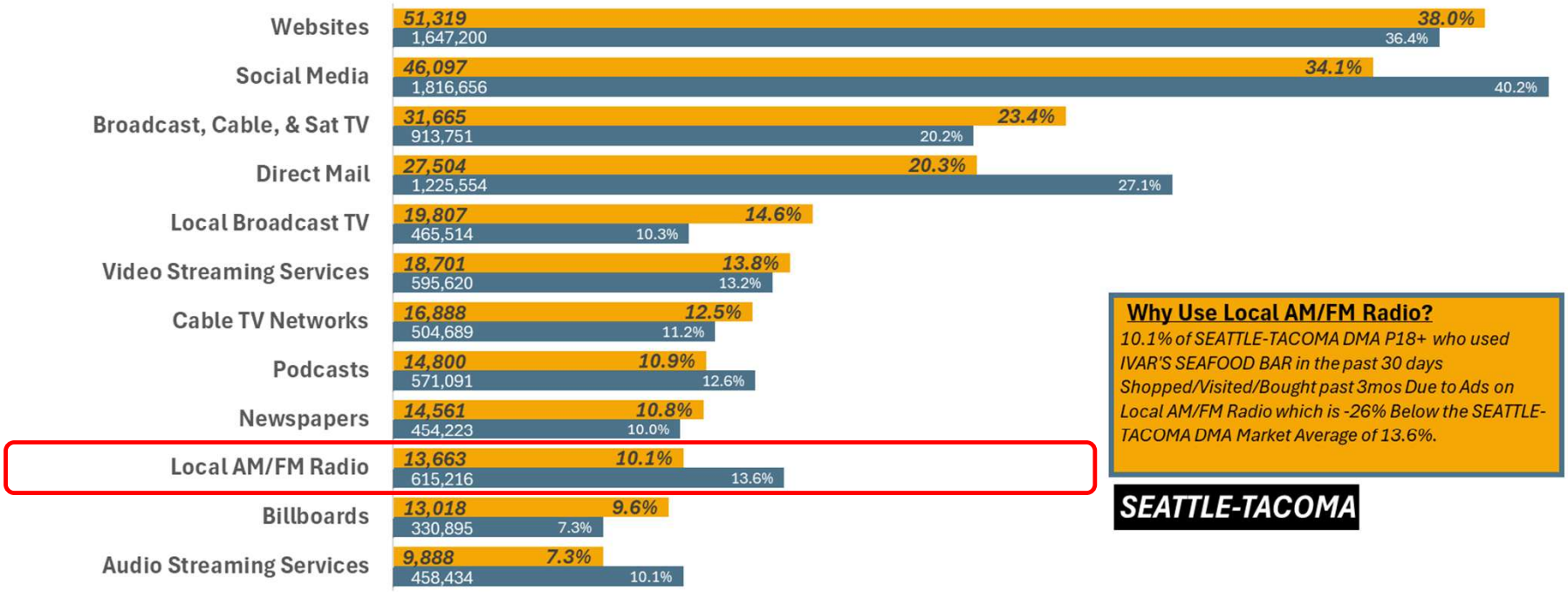
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Quick service restaurants used past 30 days: Dick's

"Advertising Actions"

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



Why Use Local AM/FM Radio?

10.1% of SEATTLE-TACOMA DMA P18+ who used IVAR'S SEAFOOD BAR in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -26% Below the SEATTLE-TACOMA DMA Market Average of 13.6%.

SEATTLE-TACOMA

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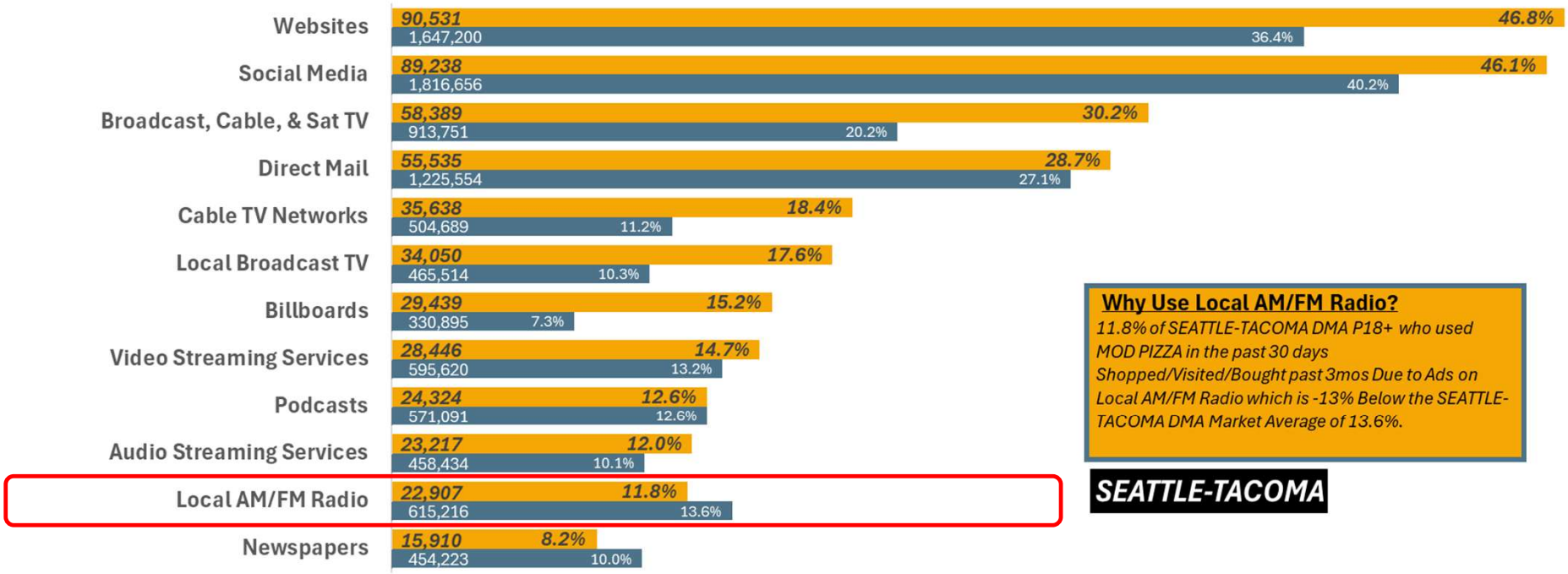
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Quick service restaurants used past 30 days: Ivar's Seafood Bar

MOD PIZZA SEA

"Advertising Actions"

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



Why Use Local AM/FM Radio?

11.8% of SEATTLE-TACOMA DMA P18+ who used MOD PIZZA in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -13% Below the SEATTLE-TACOMA DMA Market Average of 13.6%.

SEATTLE-TACOMA

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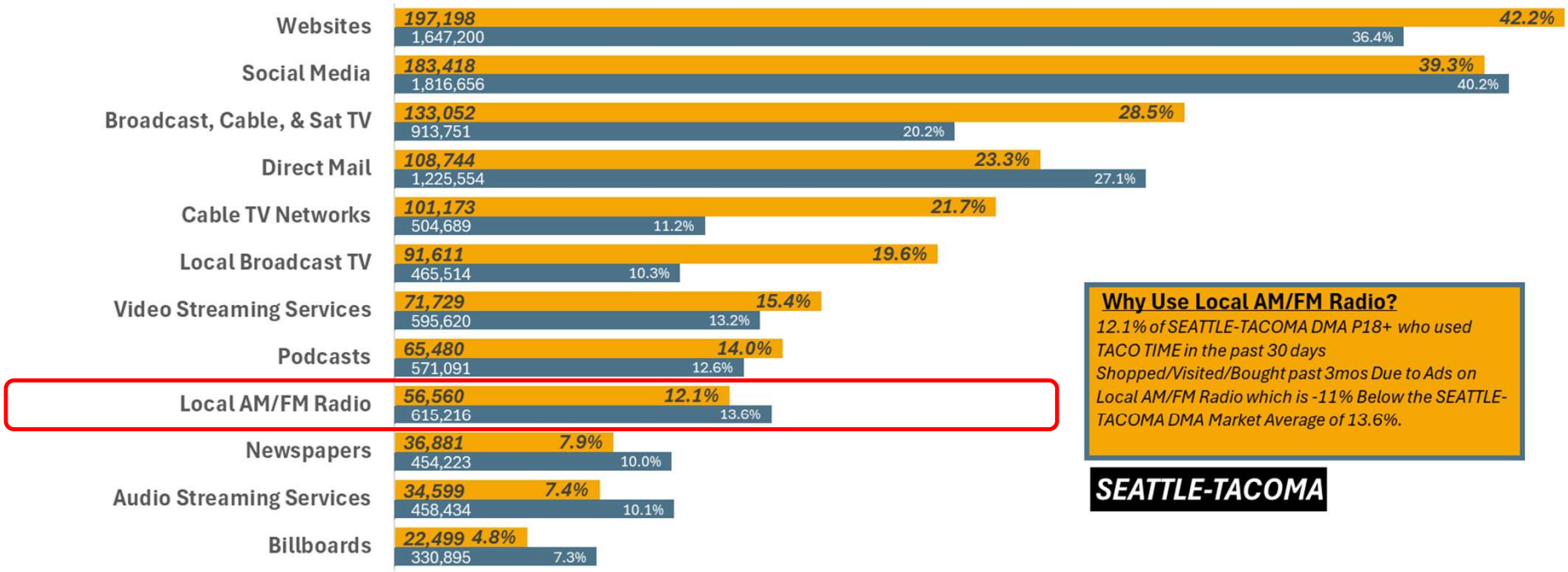
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Sit-down restaurants used past 30 days: MOD Pizza

SEA

"Advertising Actions"

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



Why Use Local AM/FM Radio?

12.1% of SEATTLE-TACOMA DMA P18+ who used TACO TIME in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -11% Below the SEATTLE-TACOMA DMA Market Average of 13.6%.

SEATTLE-TACOMA

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Quick service restaurants used past 30 days: Taco Time