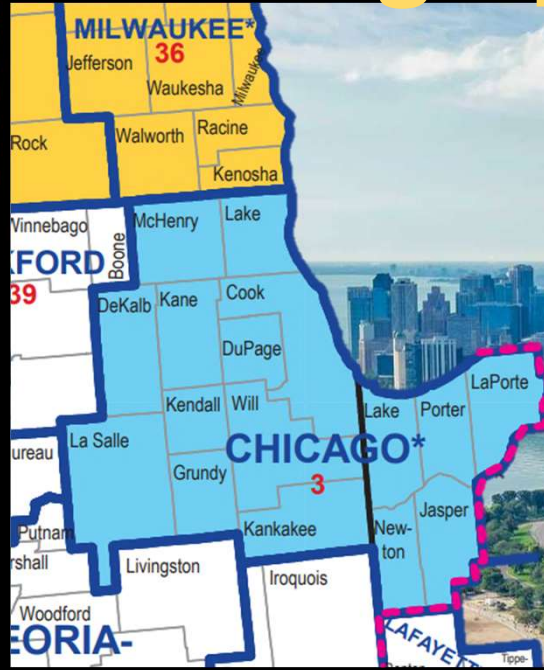


The Economic Times

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This is how the Bloomberg Terminal is becoming the backbone to financial businesses of the future - The...



DMA

#3 P18+

ROSATI'S
CHICAGO PIZZA

BUONA
CHICAGO'S ORIGINAL ITALIAN BEEF



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

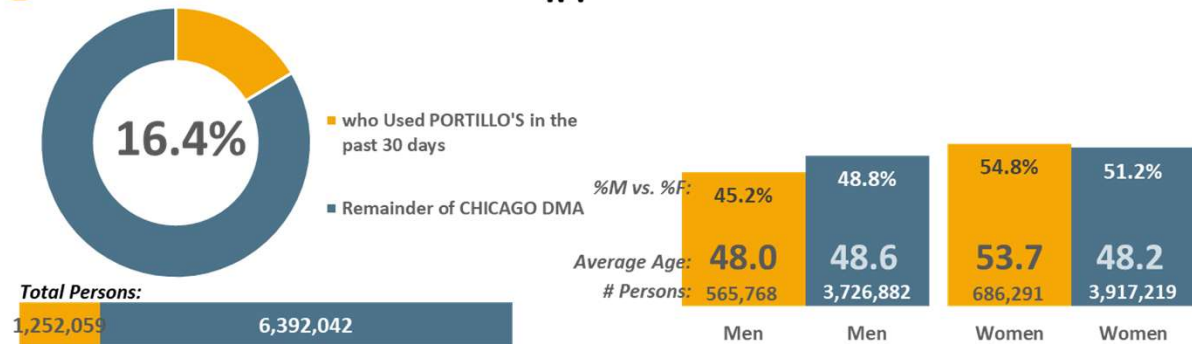
Quick service restaurants used past 30 days: Portillo's Quick service restaurants used past 30 days: Jimmy John's Quick service restaurants used past 30 days: Potbelly Sandwich Shop Quick service restaurants used past 30 days: Rosati's Pizza Quick service restaurants used past 30 days: Sbarro's



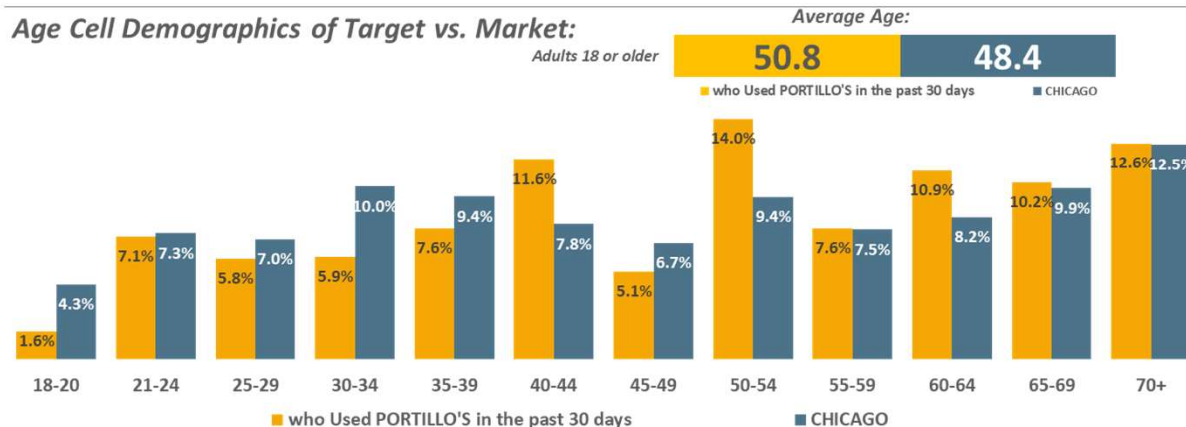


16.4% or 1,252,059 of CHICAGO DMA Adults 18 or older Used PORTILLO'S in the past 30 days.
 Typical Adults 18 or older who Used PORTILLO'S in the past 30 days are 50.8 years old (5.0% older than average) and have a \$126,928 (12.8% higher than average) annual household income.

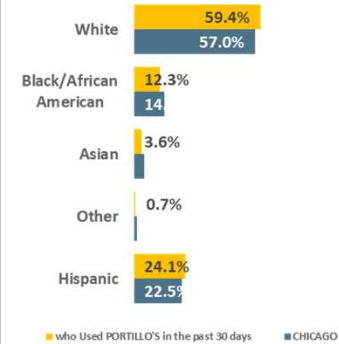
Percent of Market: Adults 18 or older **Gender of Target vs. Market: Adults 18 or older**



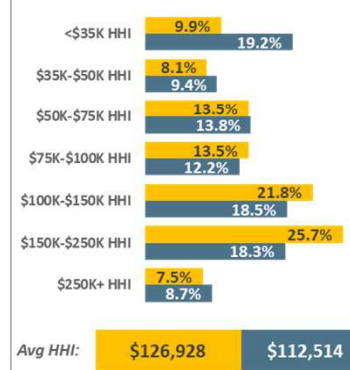
Age Cell Demographics of Target vs. Market:



Ethnicity of Target vs. Market:



HHI of Target vs. Market:

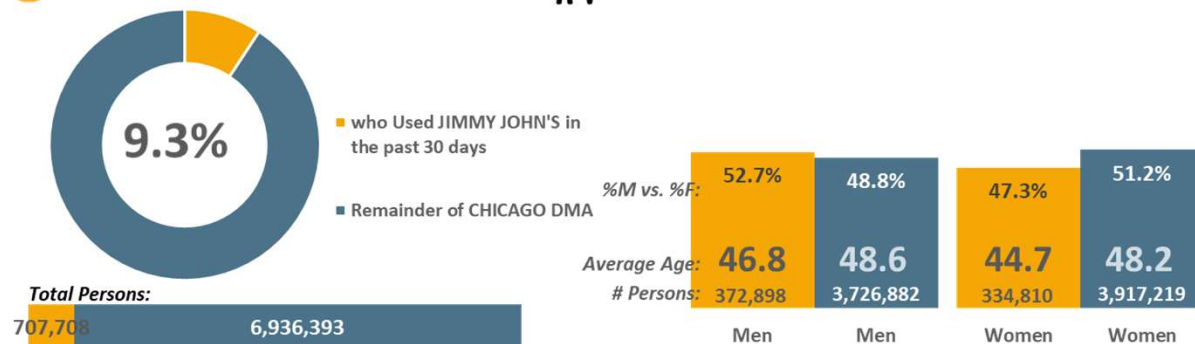


CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 648
 All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

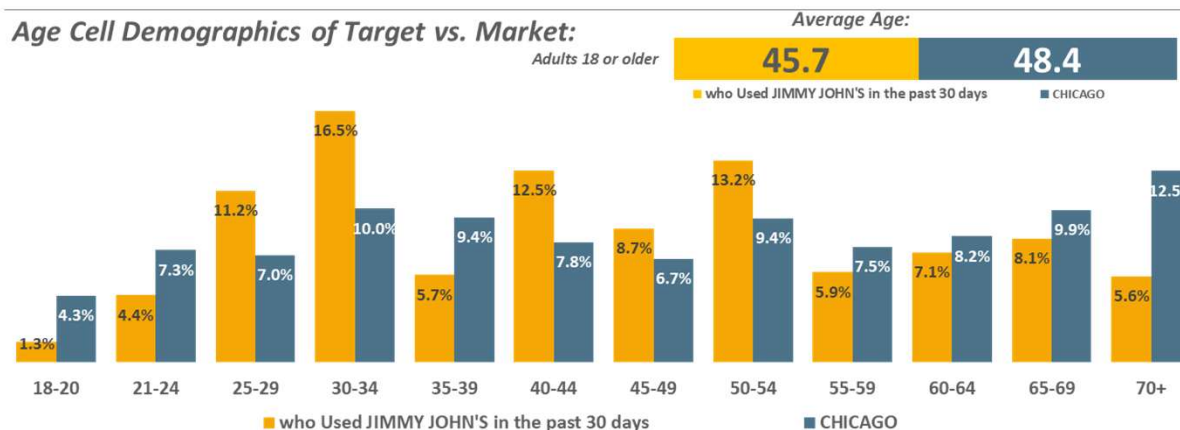


9.3% or 707,708 of CHICAGO DMA Adults 18 or older Used JIMMY JOHN'S in the past 30 days.
 Typical Adults 18 or older who Used JIMMY JOHN'S in the past 30 days are 45.7 years old (5.5% younger than average) and have a \$132,726 (18.% higher than average) annual household income.

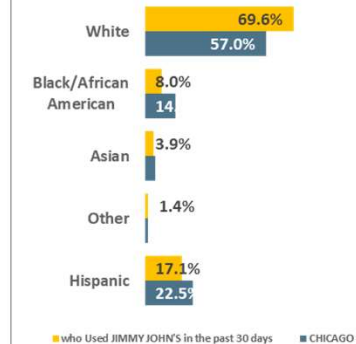
Percent of Market: Adults 18 or older Gender of Target vs. Market: Adults 18 or older



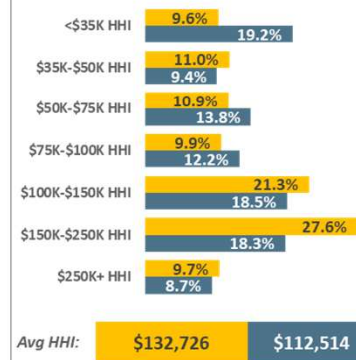
Age Cell Demographics of Target vs. Market:



Ethnicity of Target vs. Market:



HHI of Target vs. Market:





5.7% or 435,425 of CHICAGO DMA Adults 18 or older Used POTBELLY SANDWICH SHOP in the past 30 days. Typical Adults 18 or older who Used POTBELLY SANDWICH SHOP in the past 30 days are 45.4 years old (6.2% younger than average) and have a \$143,472 (27.5% higher than average) annual household income.

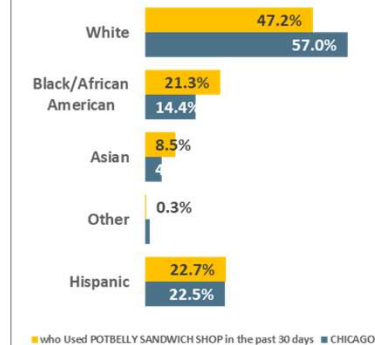
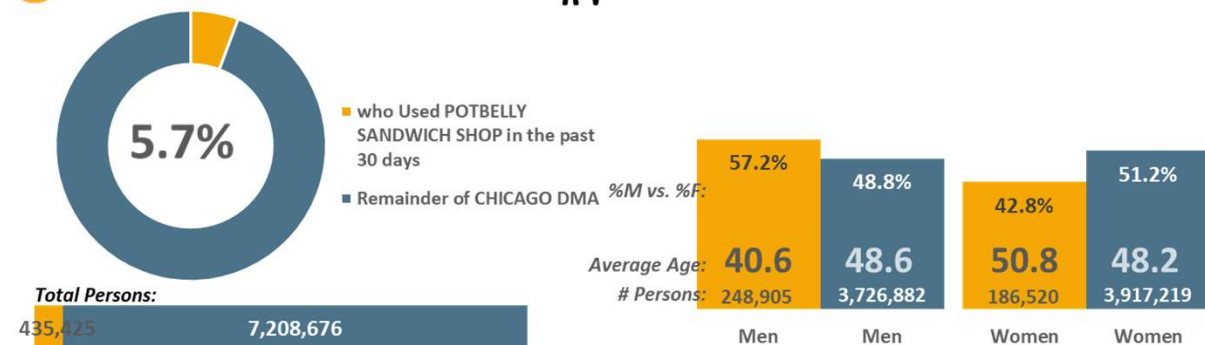


Percent of Market: Adults 18 or older

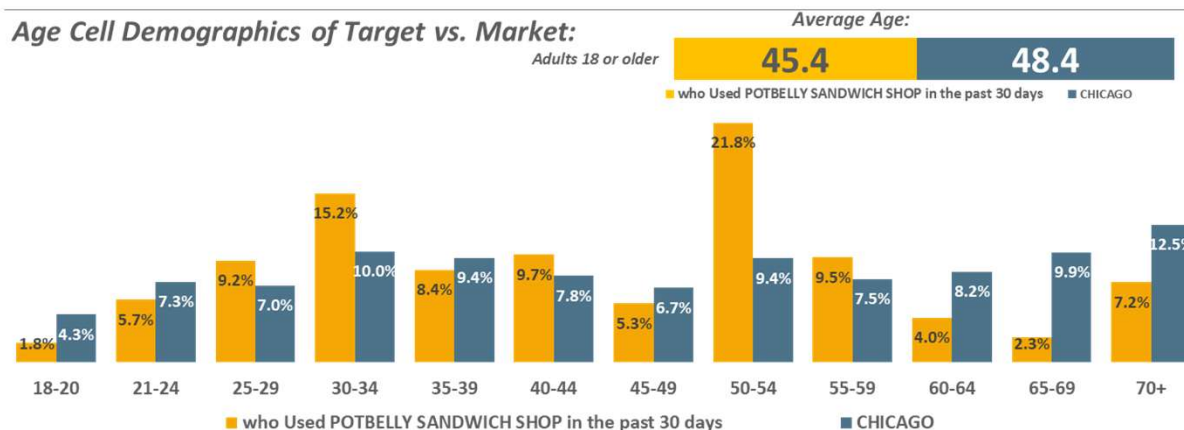


Gender of Target vs. Market: Adults 18 or older

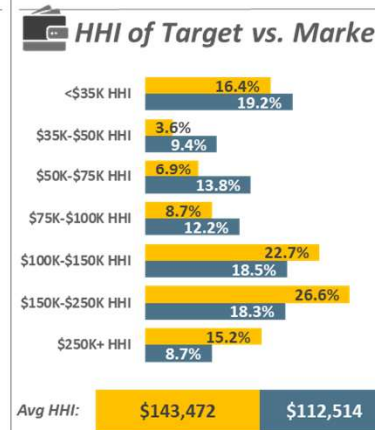
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



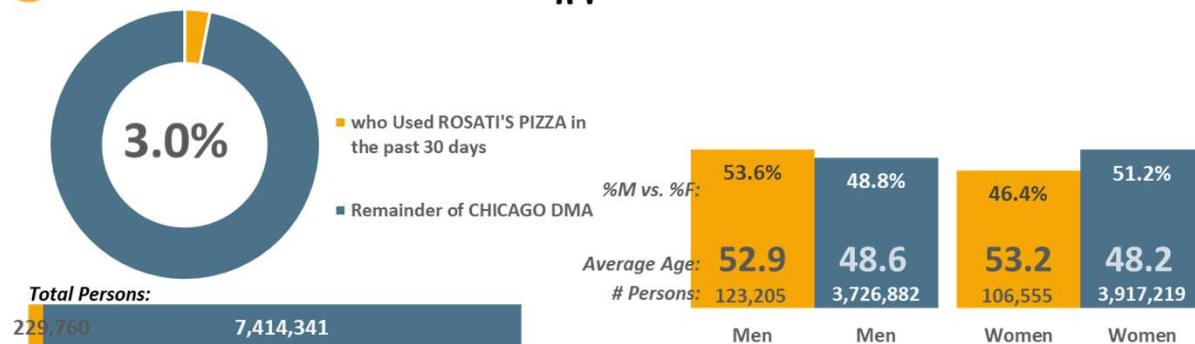
HHI of Target vs. Market:



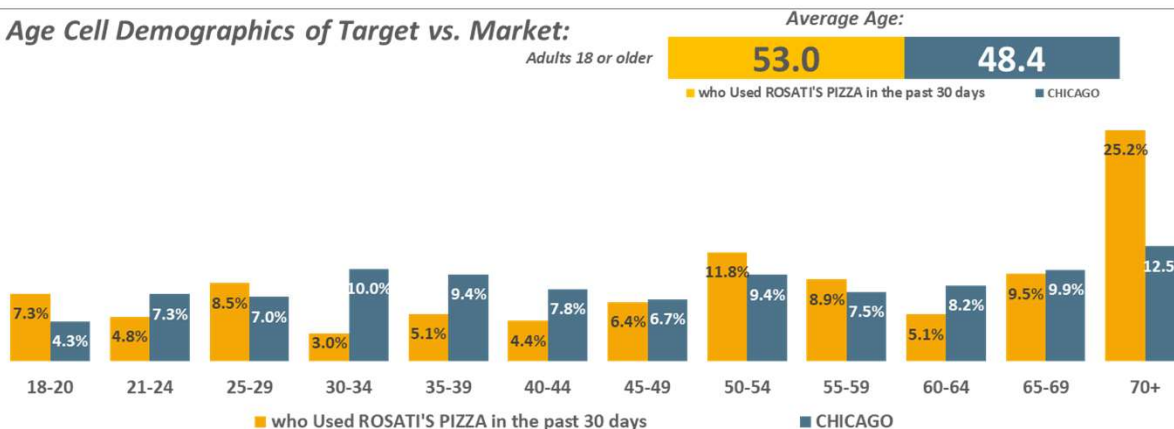


3.0% or 229,760 of CHICAGO DMA Adults 18 or older Used ROSATI'S PIZZA in the past 30 days.
 Typical Adults 18 or older who Used ROSATI'S PIZZA in the past 30 days are 53. years old (9.6% older than average) and have a \$129,487 (15.1% higher than average) annual household income.

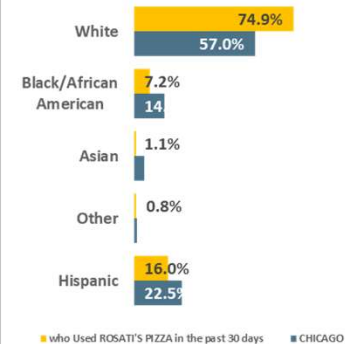
Percent of Market: Adults 18 or older **Gender of Target vs. Market: Adults 18 or older**



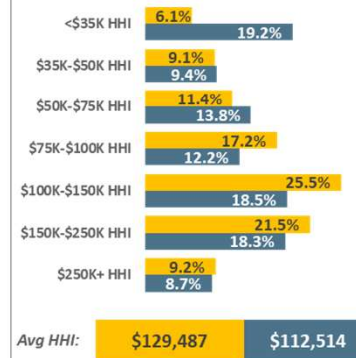
Age Cell Demographics of Target vs. Market:



Ethnicity of Target vs. Market:



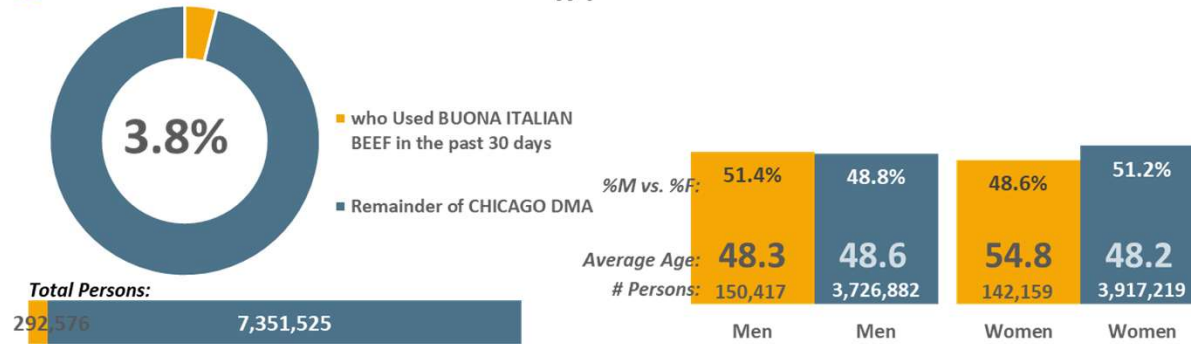
HHI of Target vs. Market:



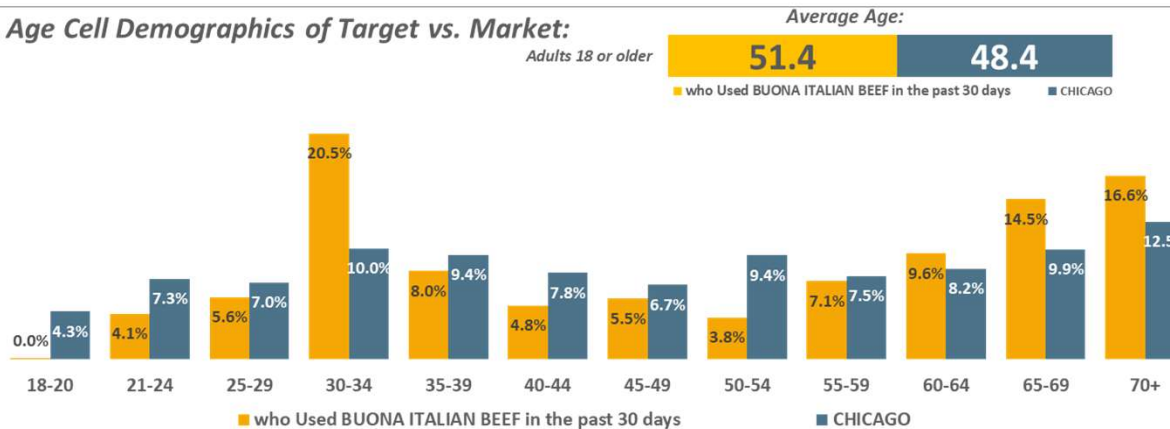


3.8% or 292,576 of CHICAGO DMA Adults 18 or older Used BUONA ITALIAN BEEF in the past 30 days.
 Typical Adults 18 or older who Used BUONA ITALIAN BEEF in the past 30 days are 51.4 years old (6.3% older than average) and have a \$142,430 (26.6% higher than average) annual household income.

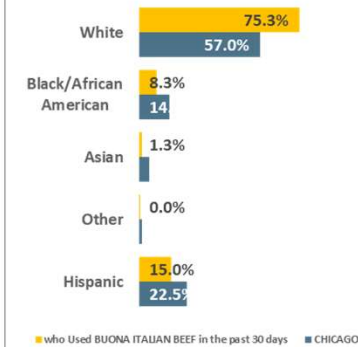
Percent of Market: Adults 18 or older **Gender of Target vs. Market: Adults 18 or older**



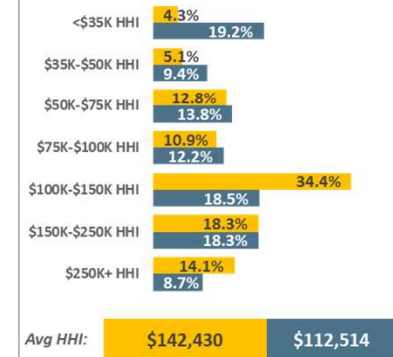
Age Cell Demographics of Target vs. Market:



Ethnicity of Target vs. Market:



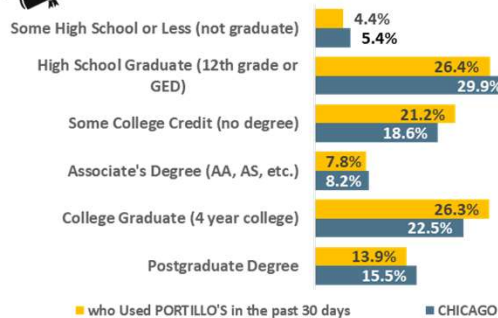
HHI of Target vs. Market:



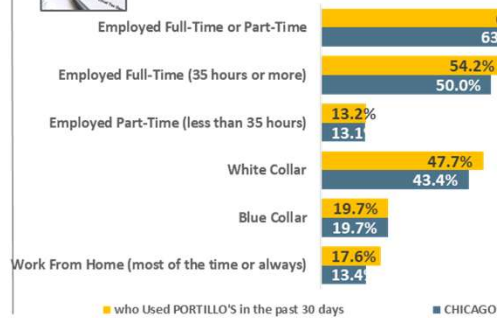


16.4% or 1,252,059 of CHICAGO DMA Adults 18 or older Used PORTILLO'S in the past 30 days. Adults 18 or older who Used PORTILLO'S in the past 30 days are 6.1% more likely to be a college graduate, 8.4% more likely to work full-time, 12.7% more likely to be married, 11.2% less likely to be a parent of 1 or more children under 18.

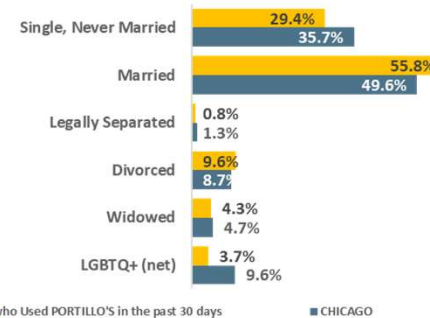
Education Levels: Adults 18 or older



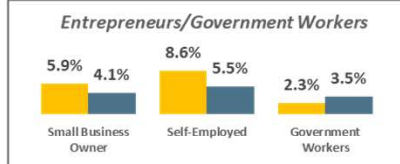
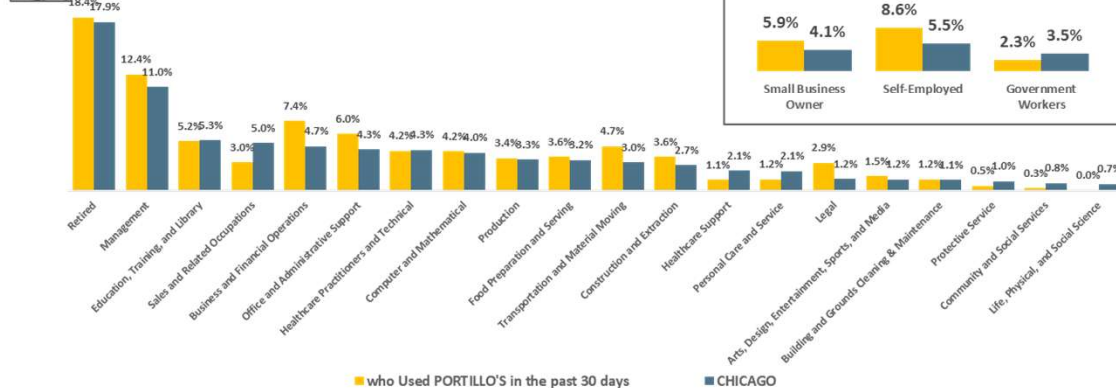
Employment: Adults 18 or older



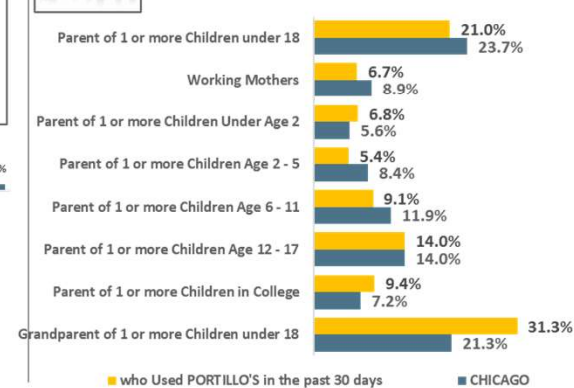
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

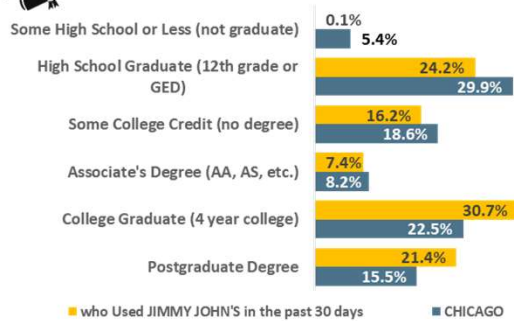




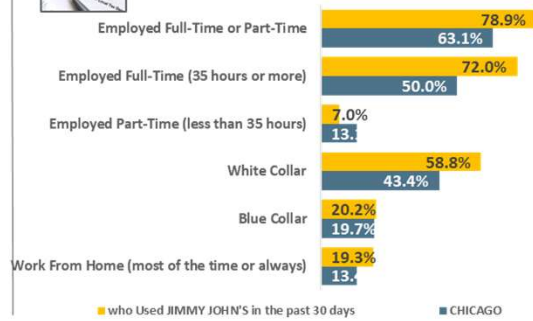
9.3% or 707,708 of CHICAGO DMA Adults 18 or older Used JIMMY JOHN'S in the past 30 days. Adults 18 or older who Used JIMMY JOHN'S in the past 30 days are 37.5% more likely to be a college graduate, 44.% more likely to work full-time, 20.5% more likely to be married, 34.6% more likely to be a parent of 1 or more children under 18.



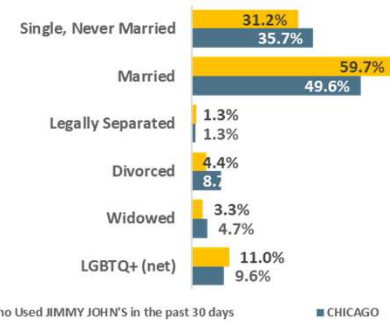
Education Levels: Adults 18 or older



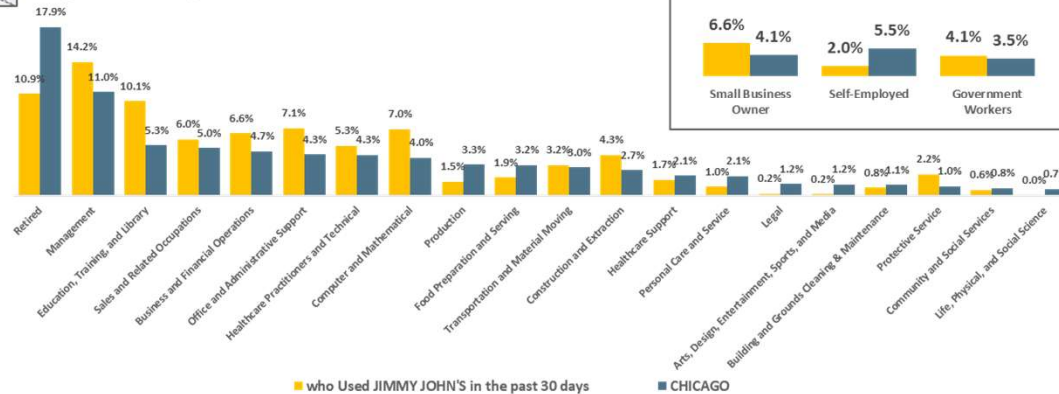
Employment: Adults 18 or older



Marital Status: Adults 18 or older



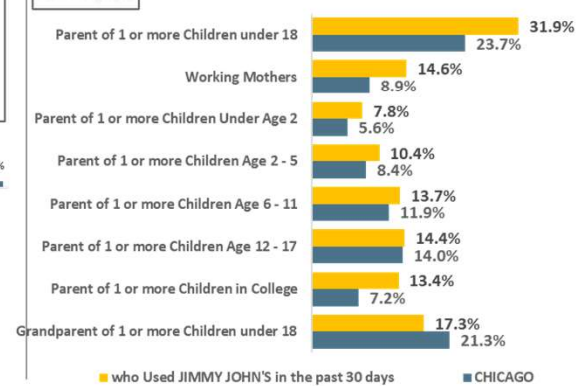
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

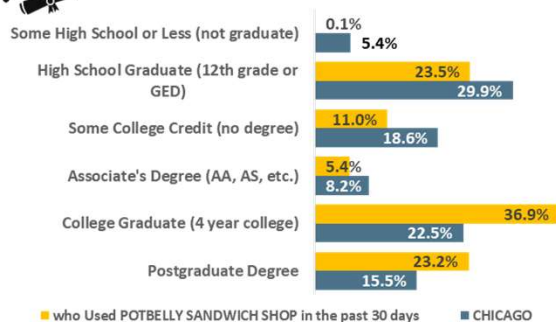




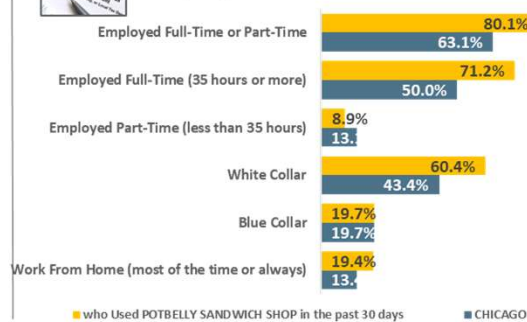
5.7% or 435,425 of CHICAGO DMA Adults 18 or older Used POTBELLY SANDWICH SHOP in the past 30 days. Adults 18 or older who Used POTBELLY SANDWICH SHOP in the past 30 days are 58.5% more likely to be a college graduate, 42.4% more likely to work full-time, 1.1% more likely to be married, 6.1% more likely to be a parent of 1 or more children under 18.



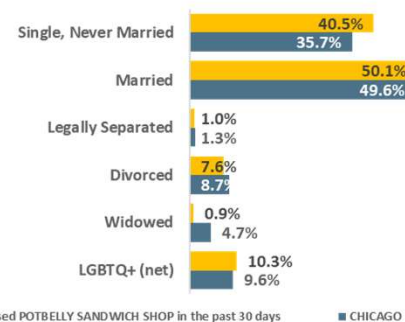
Education Levels: Adults 18 or older



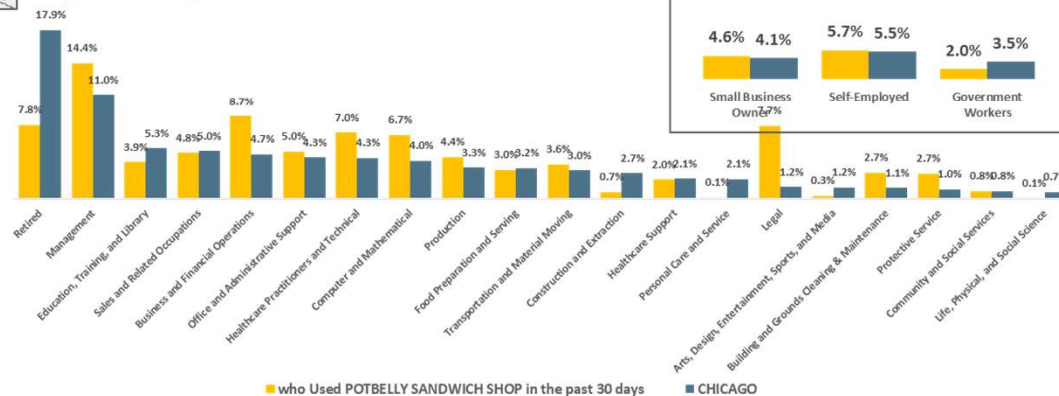
Employment: Adults 18 or older



Marital Status: Adults 18 or older



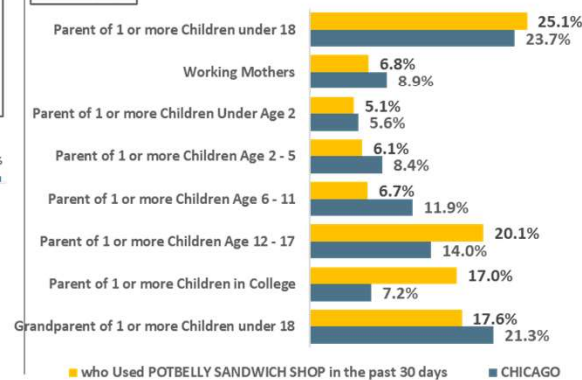
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

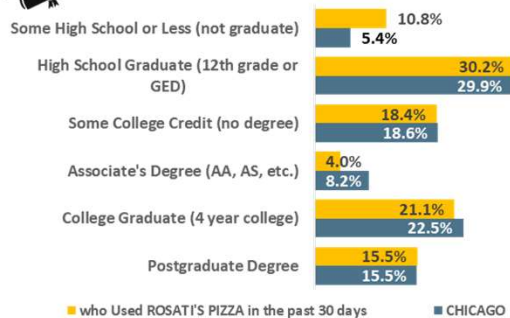




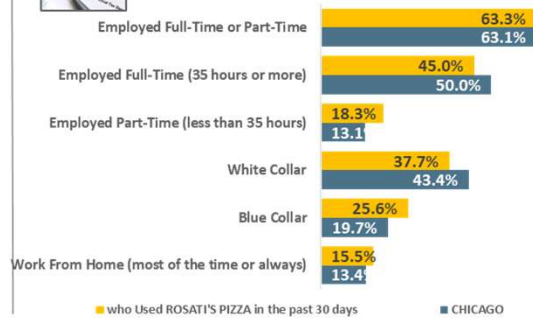
3.3% or 229,760 of CHICAGO DMA Adults 18 or older Used ROSATI'S PIZZA in the past 30 days. Adults 18 or older who Used ROSATI'S PIZZA in the past 30 days are 3.4% less likely to be a college graduate, 10.0% less likely to work full-time, 34.6% more likely to be married, 1.1% more likely to be a parent of 1 or more children under 18.



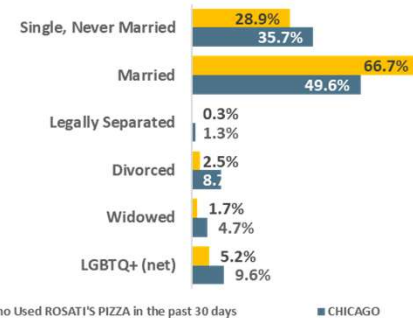
Education Levels: Adults 18 or older



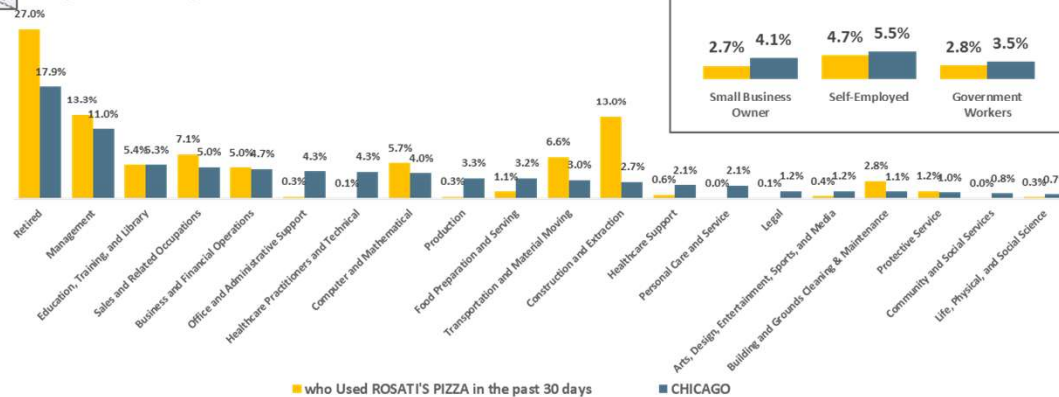
Employment: Adults 18 or older



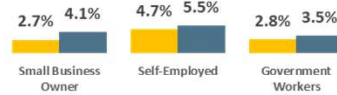
Marital Status: Adults 18 or older



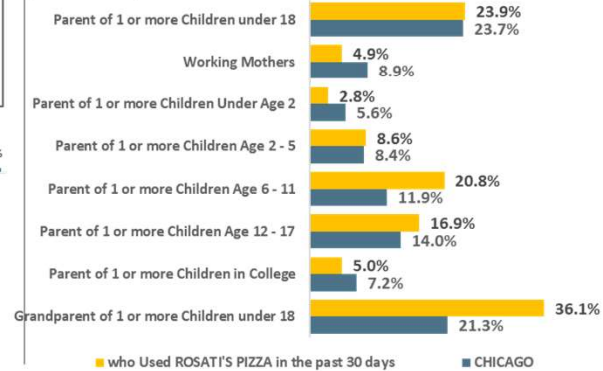
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



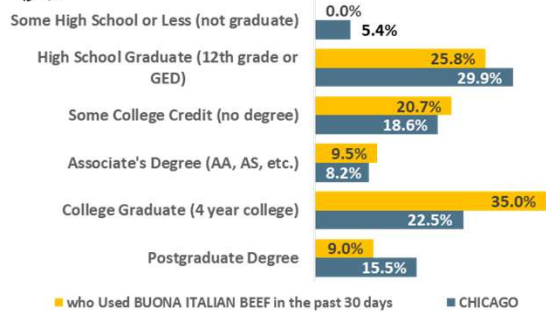
Stage in Life: Adults 18 or older



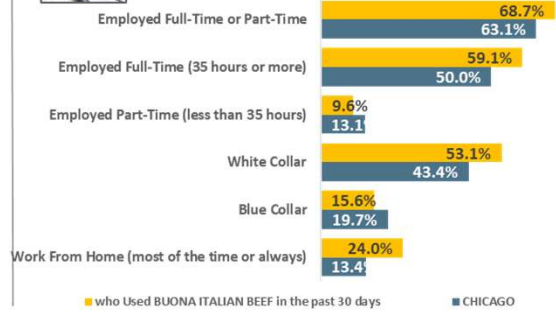


3.8% or 292,576 of CHICAGO DMA Adults 18 or older Used BUONA ITALIAN BEEF in the past 30 days. Adults 18 or older who Used BUONA ITALIAN BEEF in the past 30 days are 16.% more likely to be a college graduate, 18.2% more likely to work full-time, 39.9% more likely to be married, 31.2% more likely to be a parent of 1 or more children under 18.

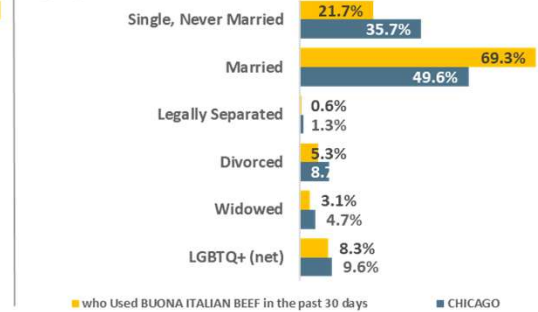
Education Levels: Adults 18 or older



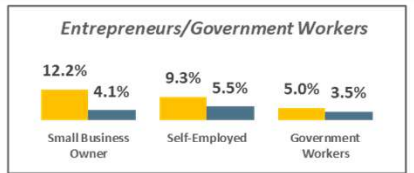
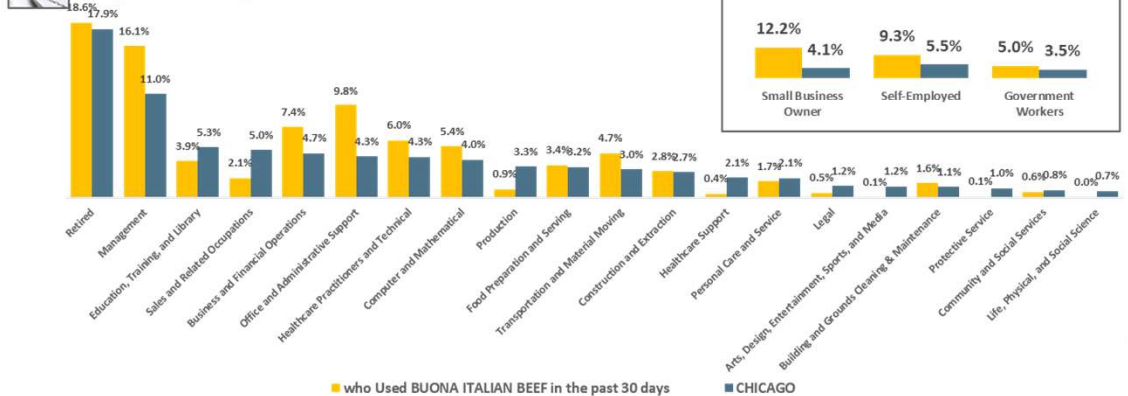
Employment: Adults 18 or older



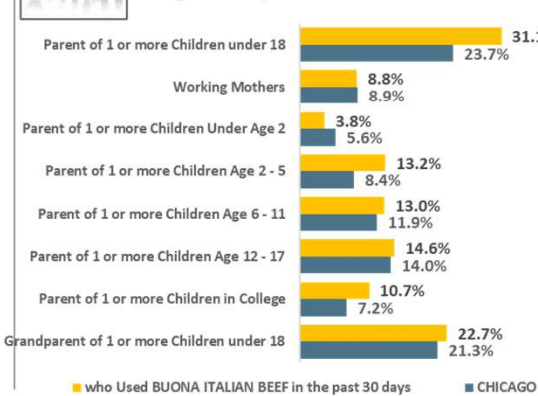
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

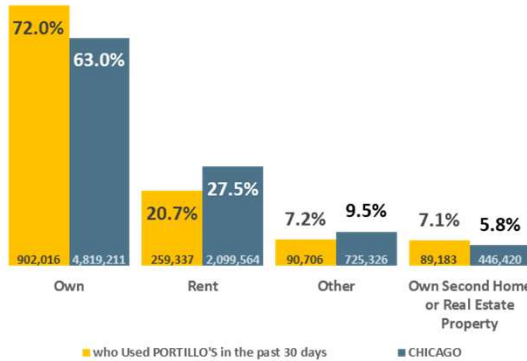




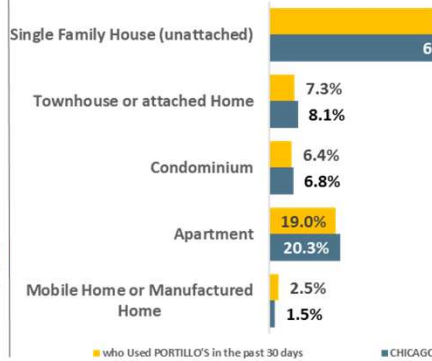
16.4% or 1,252,059 of CHICAGO DMA Adults 18 or older Used PORTILLO'S in the past 30 days. Adults 18 or older who Used PORTILLO'S in the past 30 days are 14.3% more likely to own their home, 5.5% more likely to own a lower valued home, 6.6% more likely to have a single-family home, 4.% less likely to have a dog.



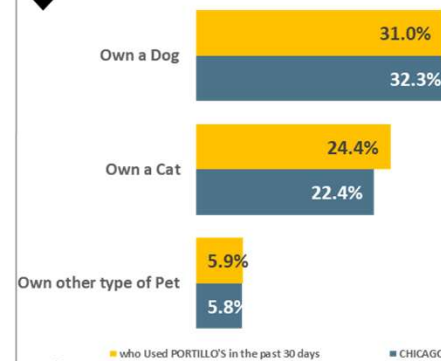
Own/Rent/Other: Adults 18 or older



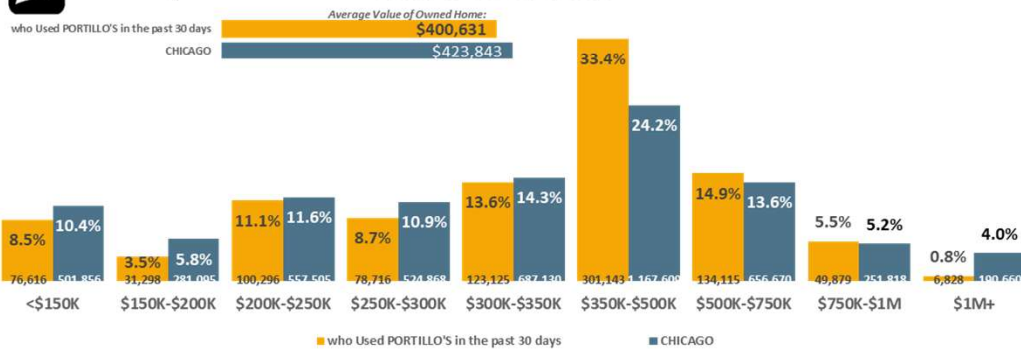
Type of Home: Adults 18 or older



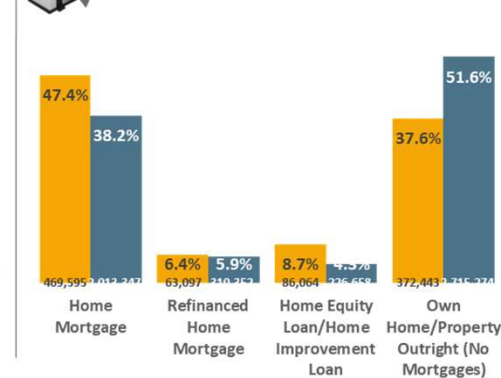
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

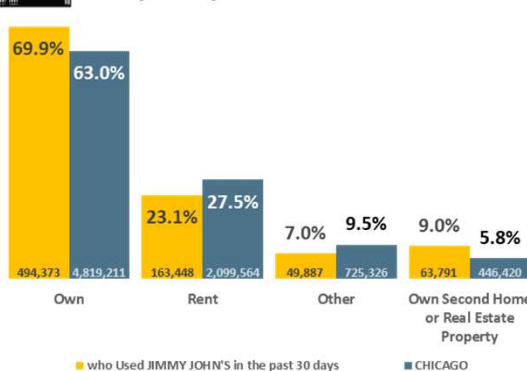




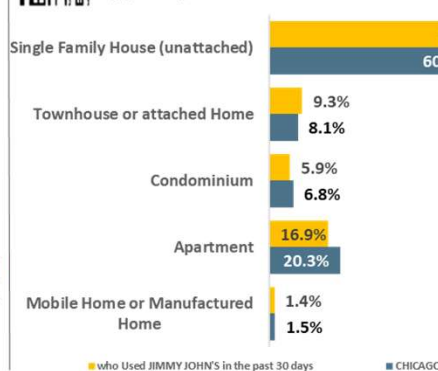
9.3% or 707,708 of CHICAGO DMA Adults 18 or older Used JIMMY JOHN'S in the past 30 days. Adults 18 or older who Used JIMMY JOHN'S in the past 30 days are 10.8% more likely to own their home, 7.3% more likely to own a lower valued home, 8.2% more likely to have a single-family home, 45.% more likely to have a dog.



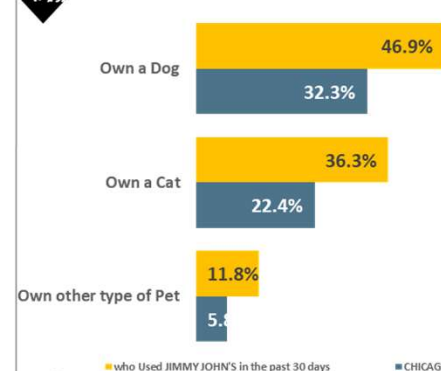
Own/Rent/Other: Adults 18 or older



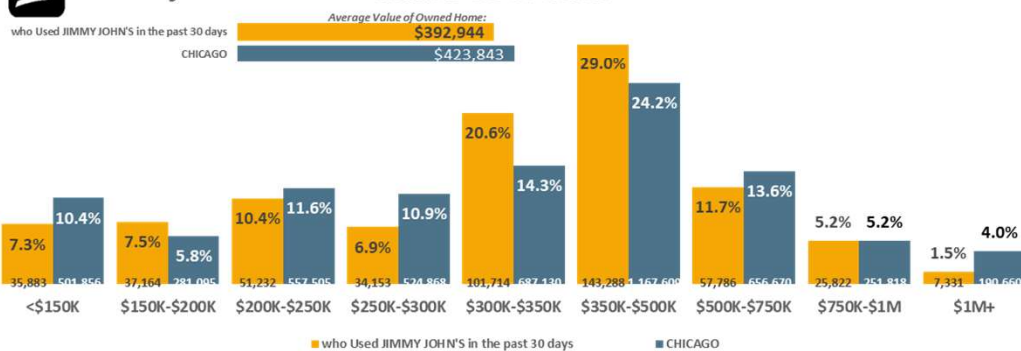
Type of Home: Adults 18 or older



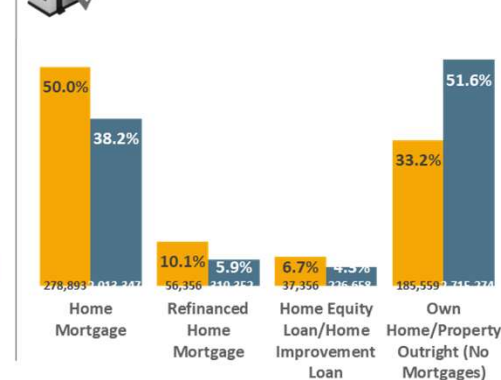
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



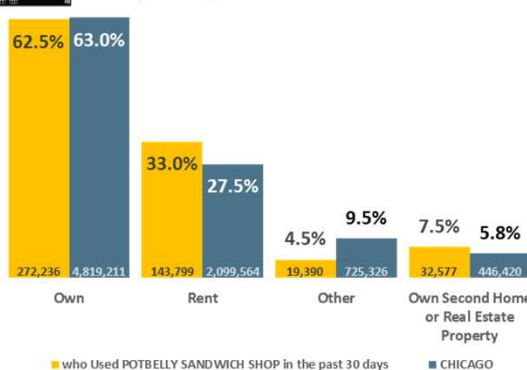
Home Loans: Adults 18 or older



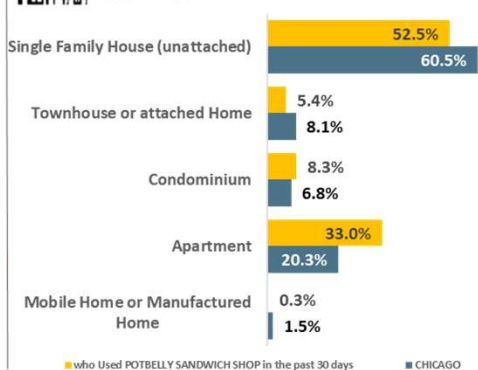


5.7% or 435,425 of CHICAGO DMA Adults 18 or older Used POTBELLY SANDWICH SHOP in the past 30 days. Adults 18 or older who Used POTBELLY SANDWICH SHOP in the past 30 days are .8% less likely to own their home, .9% more likely to own a higher valued home, 13.3% less likely to have a single-family home, 26.4% more likely to have a dog.

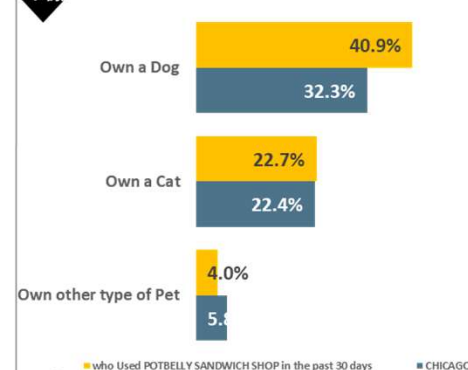
Own/Rent/Other: Adults 18 or older



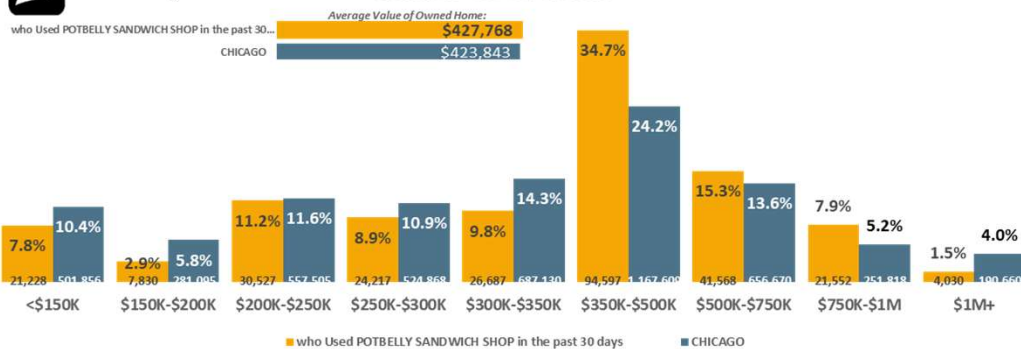
Type of Home: Adults 18 or older



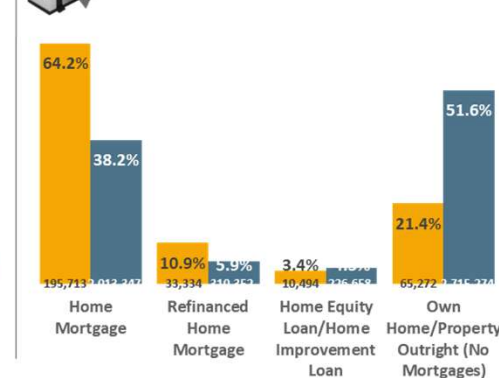
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

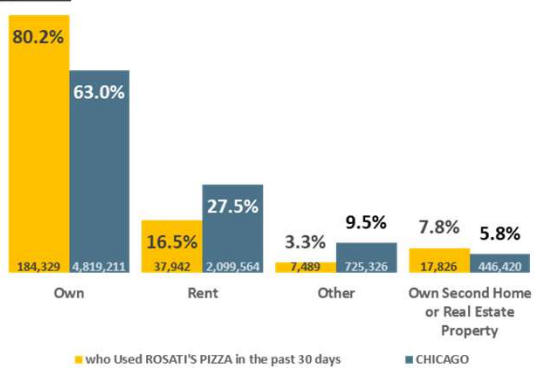




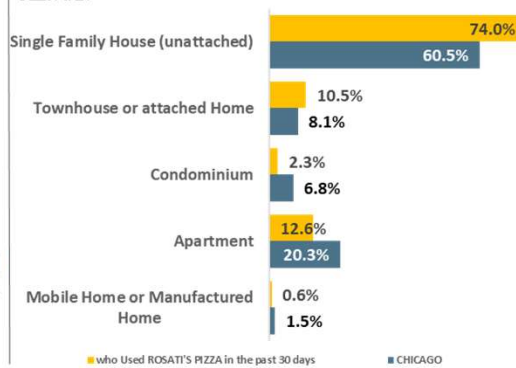
3.1% or 229,760 of CHICAGO DMA Adults 18 or older Used ROSATI'S PIZZA in the past 30 days. Adults 18 or older who Used ROSATI'S PIZZA in the past 30 days are 27.3% more likely to own their home, .9% more likely to own a lower valued home, 22.2% more likely to have a single-family home, 26.5% more likely to have a dog.



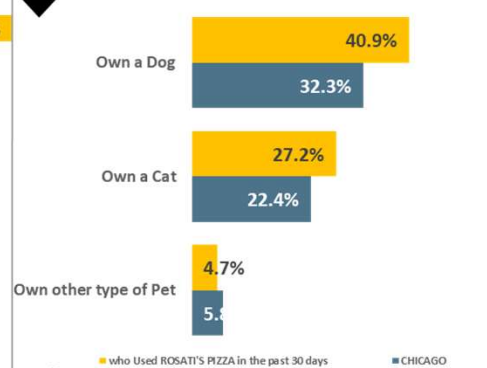
Own/Rent/Other: Adults 18 or older



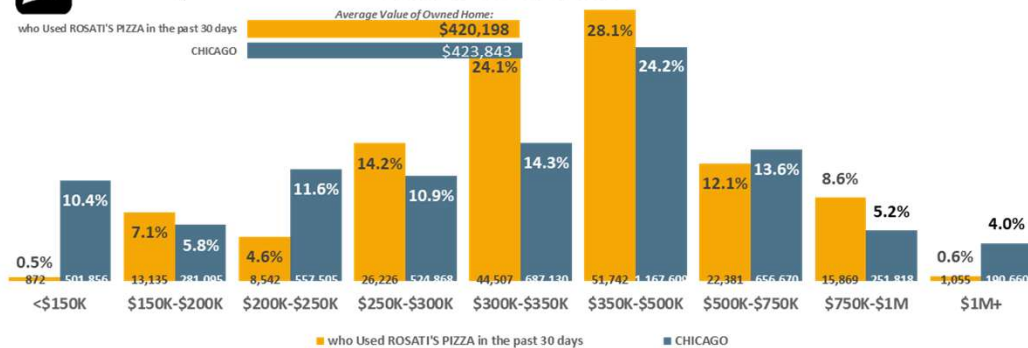
Type of Home: Adults 18 or older



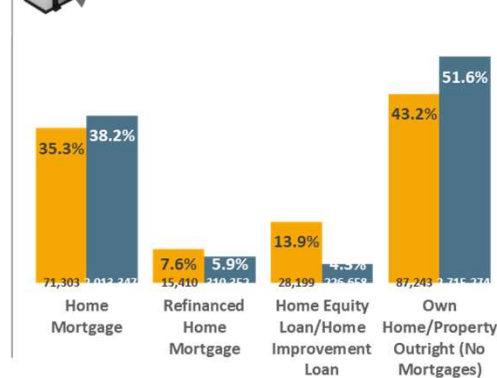
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

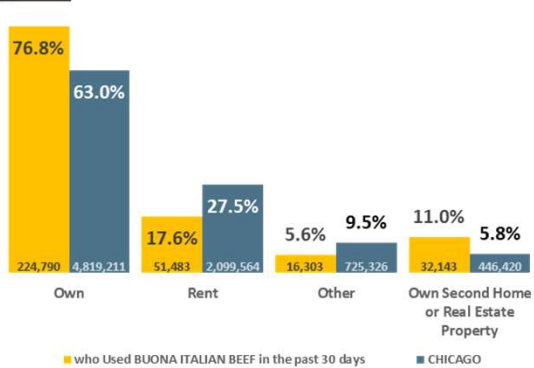




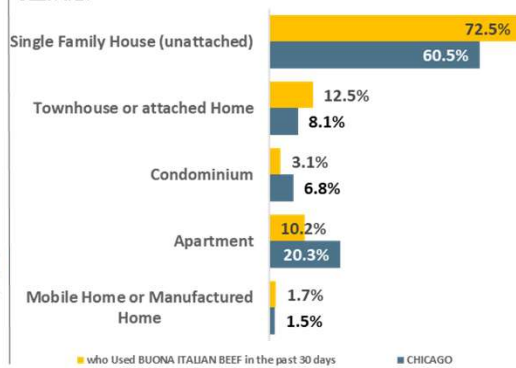
3.8% or 292,576 of CHICAGO DMA Adults 18 or older Used BUONA ITALIAN BEEF in the past 30 days. Adults 18 or older who Used BUONA ITALIAN BEEF in the past 30 days are 21.9% more likely to own their home, 4.9% more likely to own a lower valued home, 19.8% more likely to have a single-family home, 38.3% more likely to have a dog.



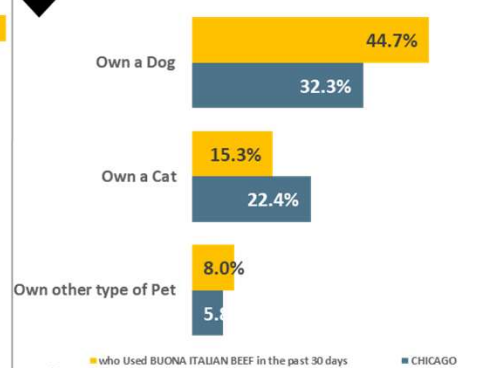
Own/Rent/Other: Adults 18 or older



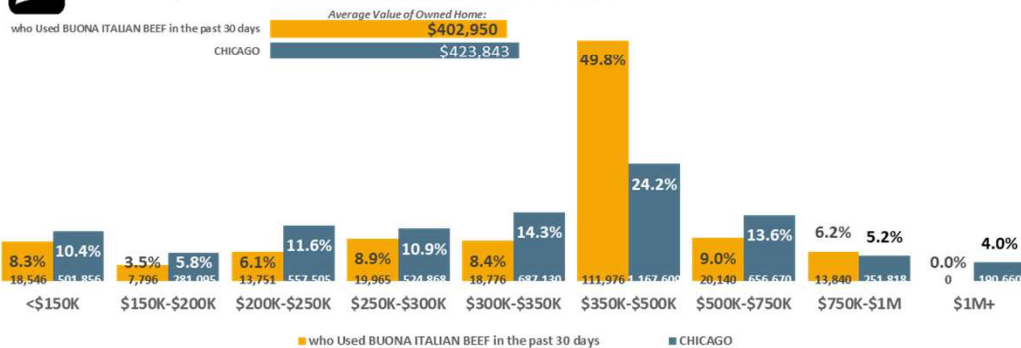
Type of Home: Adults 18 or older



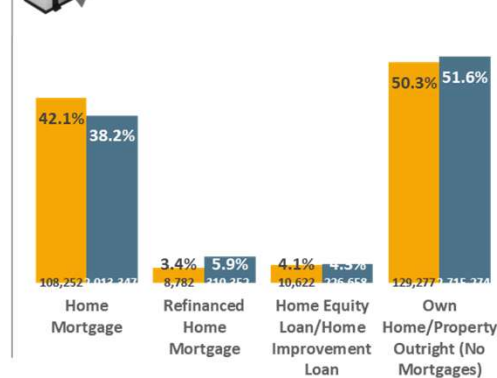
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

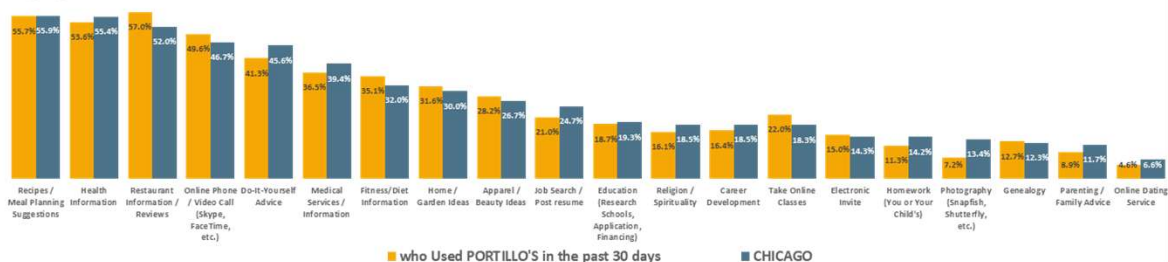




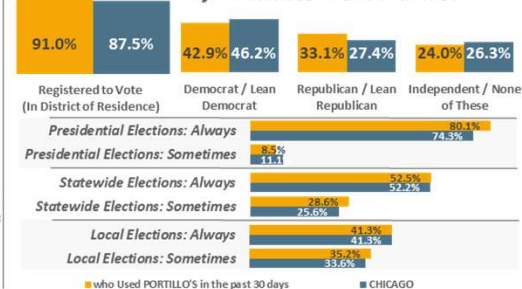
16.4% or 1,252,059 of CHICAGO DMA Adults 18 or older Used PORTILLO'S in the past 30 days. Adults 18 or older who Used PORTILLO'S in the past 30 days are 9.5% less likely to look up D-I-Y advice online, .% more likely to always vote in local elections, 1.% more likely to belong to a gym, 5.8% more likely to fly domestic past yr.



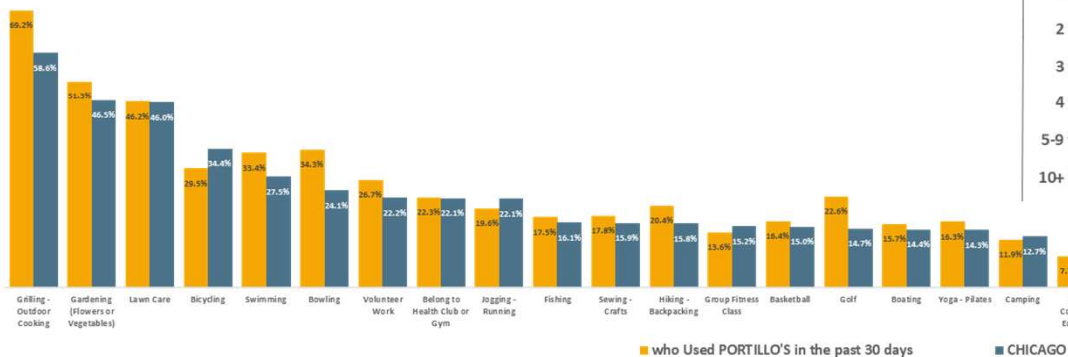
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



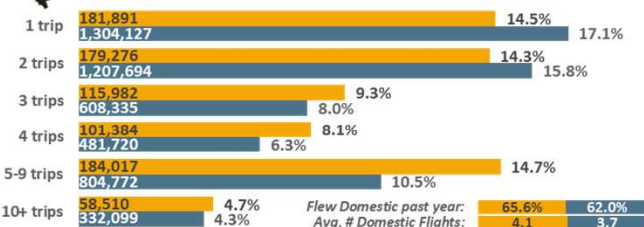
Political Activity: Adults 18 or older



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



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

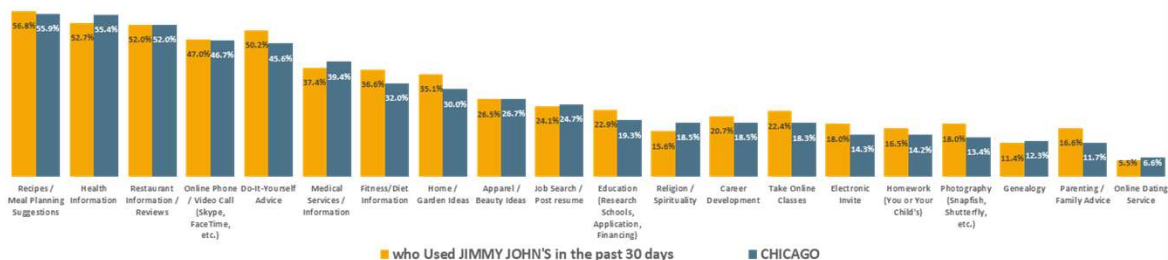




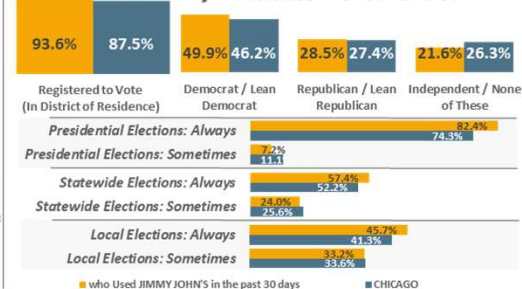
9.3% or 707,708 of CHICAGO DMA Adults 18 or older Used JIMMY JOHN'S in the past 30 days.
Adults 18 or older who Used JIMMY JOHN'S in the past 30 days are 10.1% more likely to look up D-I-Y advice online, 10.6% more likely to always vote in local elections, 8.9% more likely to belong to a gym, 12.4% more likely to fly domestic past yr.



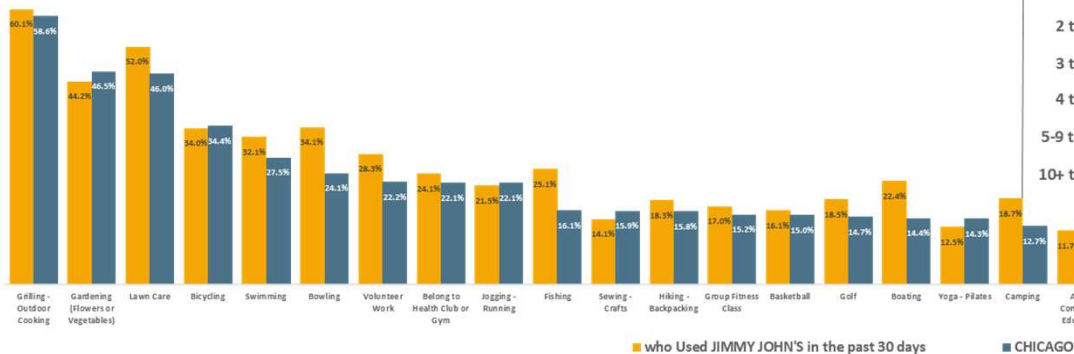
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



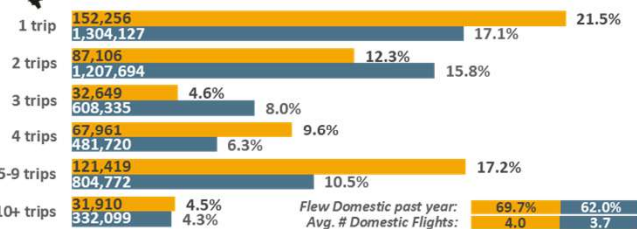
Political Activity: Adults 18 or older



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



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

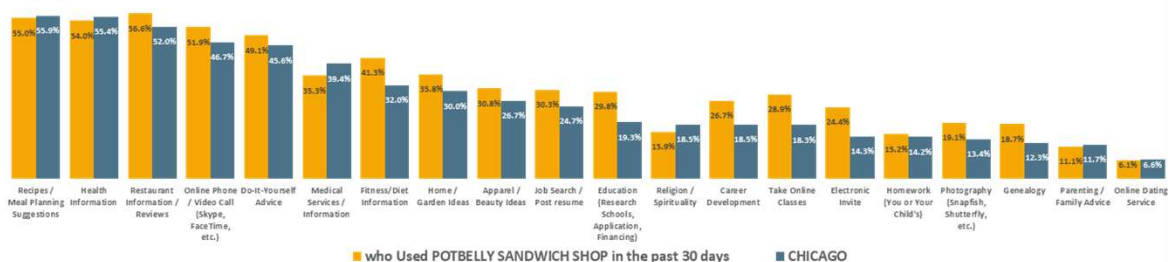




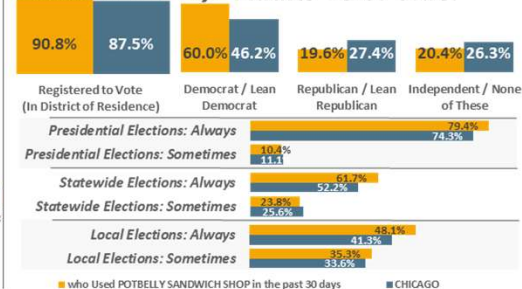
5.7% or 435,425 of CHICAGO DMA Adults 18 or older Used POTBELLY SANDWICH SHOP in the past 30 days. Adults 18 or older who Used POTBELLY SANDWICH SHOP in the past 30 days are 7.7% more likely to look up D-I-Y advice online, 16.4% more likely to always vote in local elections, 8.4% more likely to belong to a gym, 28.8% more likely to fly domestic past yr



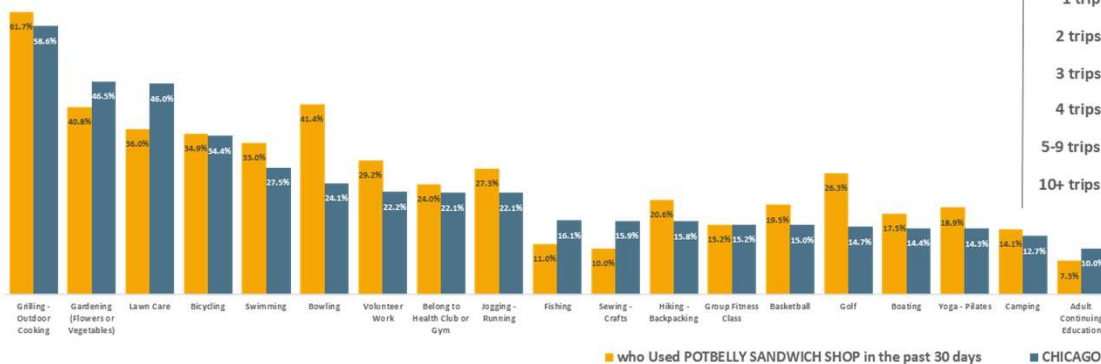
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



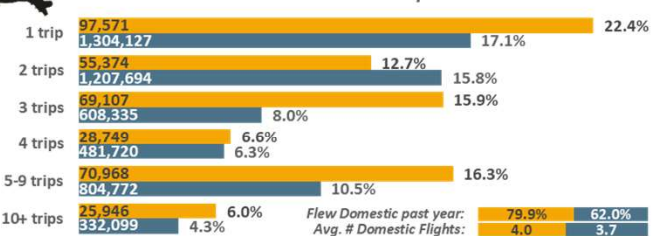
Political Activity: Adults 18 or older



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



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



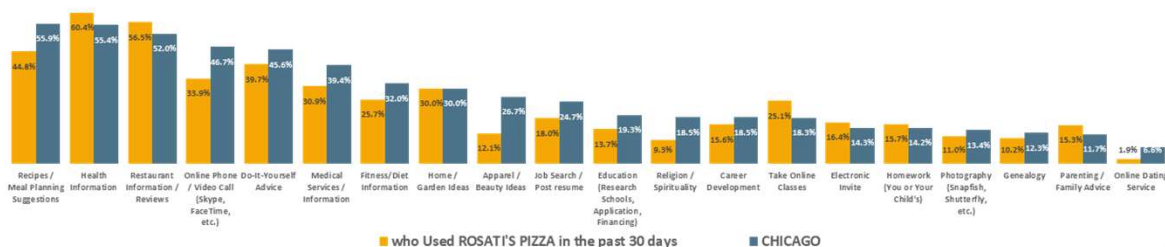
Flew Domestic past year: 79.9% vs 62.0%
Avg. # Domestic Flights: 4.0 vs 3.7



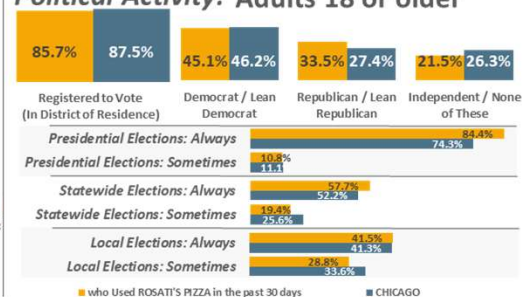
3.3% or 229,760 of CHICAGO DMA Adults 18 or older Used ROSATI'S PIZZA in the past 30 days.
 Adults 18 or older who Used ROSATI'S PIZZA in the past 30 days are 13.3% less likely to look up D-I-Y advice online, .5% more likely to always vote in local elections, 4.4% less likely to belong to a gym, 11.7% less likely to fly domestic past yr.



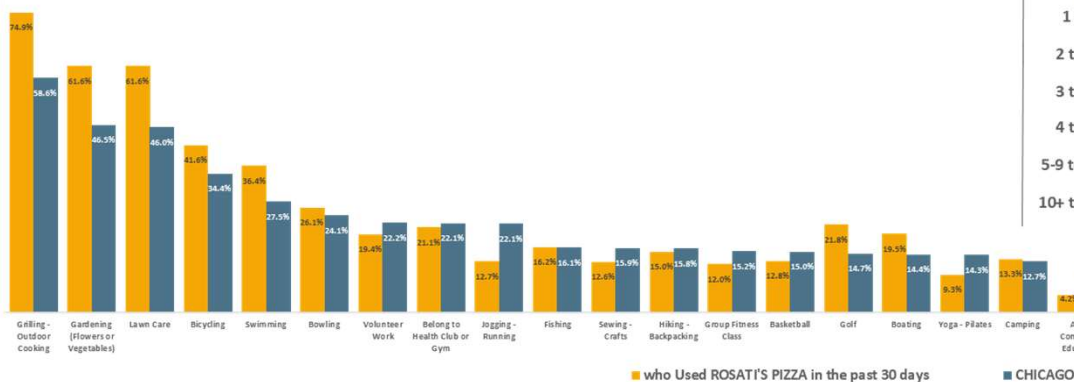
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



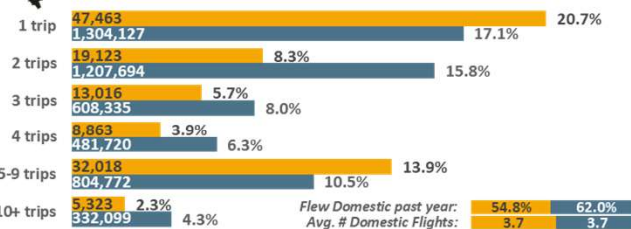
Political Activity: Adults 18 or older



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



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



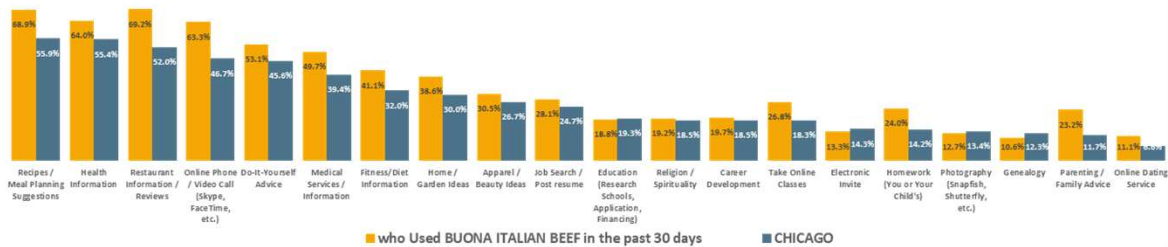
Flew Domestic past year: 54.8%
 Avg. # Domestic Flights: 3.7



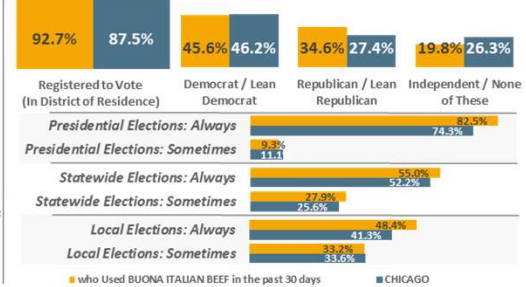
3.8% or 292,576 of CHICAGO DMA Adults 18 or older Used BUONA ITALIAN BEEF in the past 30 days. Adults 18 or older who Used BUONA ITALIAN BEEF in the past 30 days are 16.4% more likely to look up D-I-Y advice online, 17.2% more likely to always vote in local elections, 3.% less likely to belong to a gym, 8.4% more likely to fly domestic past yr.



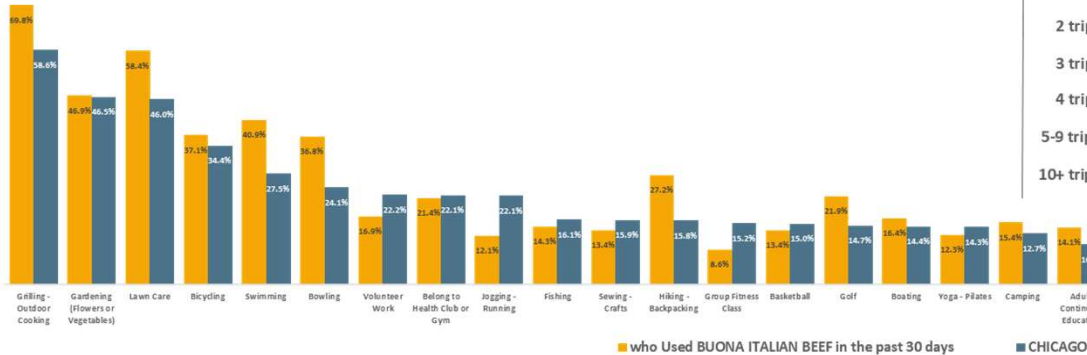
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



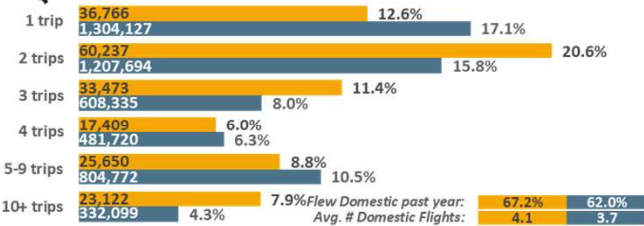
Political Activity: Adults 18 or older



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



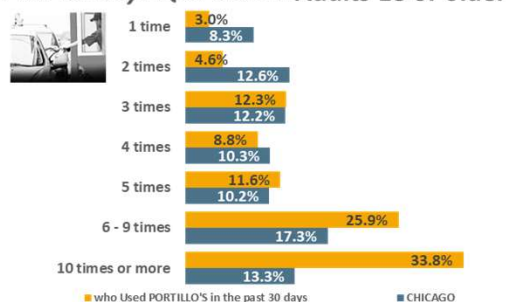
Past 12-months Domestic Airline Trips: Adults 18 or older



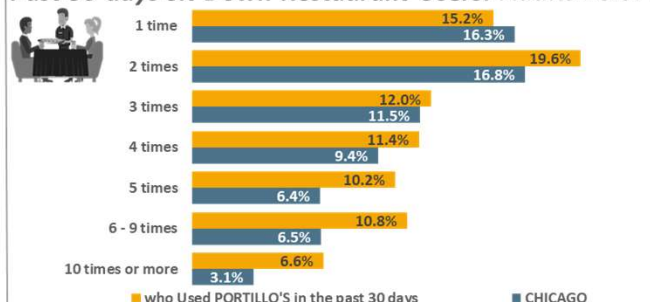


16.4% or 1,252,059 of CHICAGO DMA Adults 18 or older Used PORTILLO'S in the past 30 days.
 Adults 18 or older who Used PORTILLO'S in the past 30 days are 18.6% more likely to use QSRs past mo.,
 22.9% more likely to use Sit-Down Restaurants past mo., 13.1% more likely to use Casinos past yr, 8% less
 likely to smoke cigarettes.

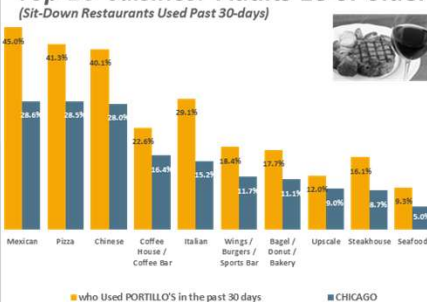
Past 30-days QSR Users: Adults 18 or older



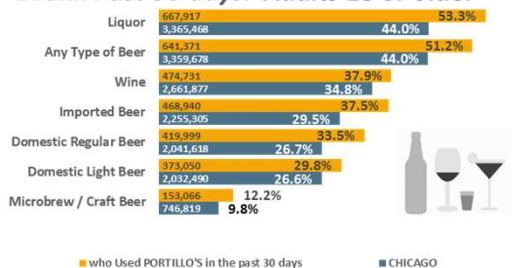
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



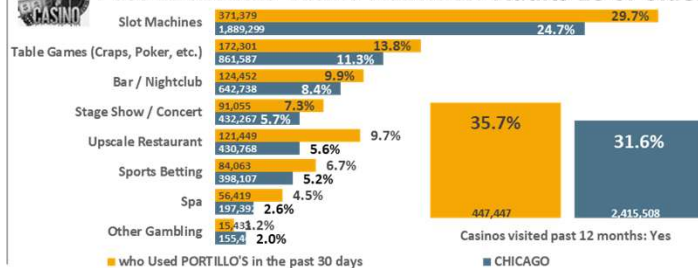
Top-10 Cuisines: Adults 18 or older



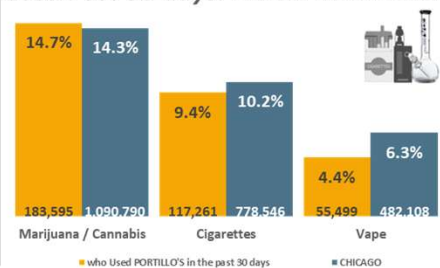
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



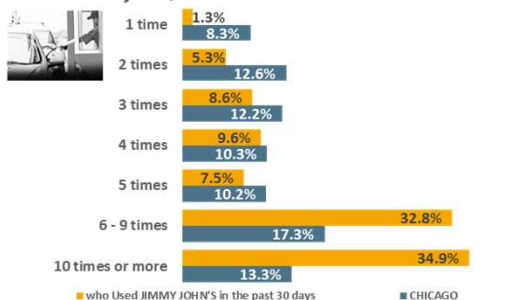
Used Past 30-days: Adults 18 or older



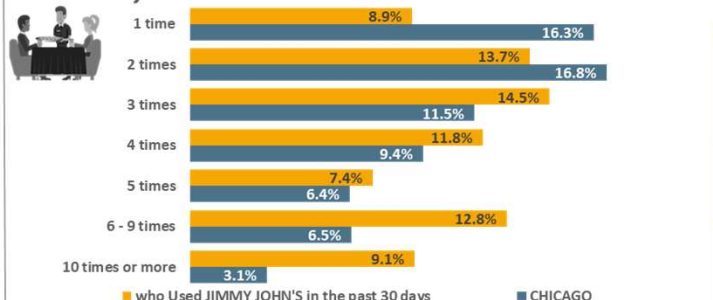


9.3% or 707,708 of CHICAGO DMA Adults 18 or older Used JIMMY JOHN'S in the past 30 days.
Adults 18 or older who Used JIMMY JOHN'S in the past 30 days are 18.6% more likely to use QSRs past mo., 11.8% more likely to use Sit-Down Restaurants past mo., 21.5% more likely to use Casinos past yr., 36.% more likely to smoke cigarettes.

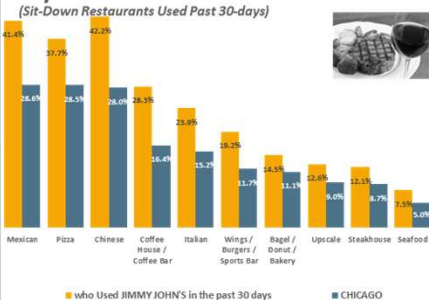
Past 30-days QSR Users: Adults 18 or older



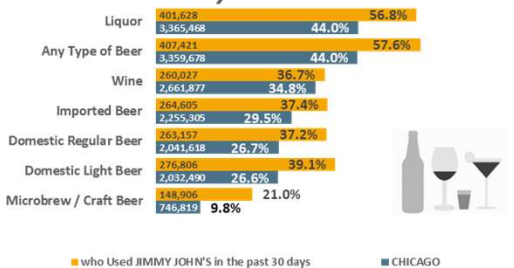
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Top-10 Cuisines: Adults 18 or older

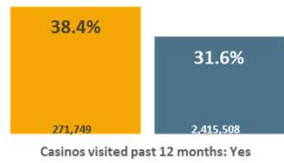
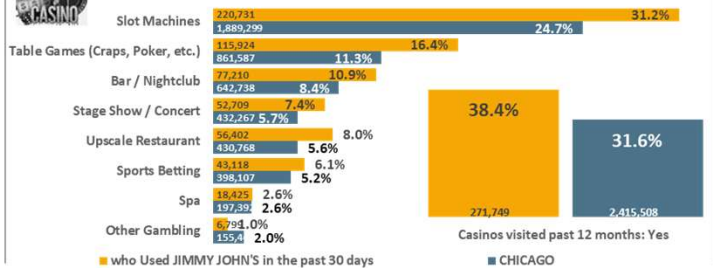


Drank Past 30-days: Adults 18 or older

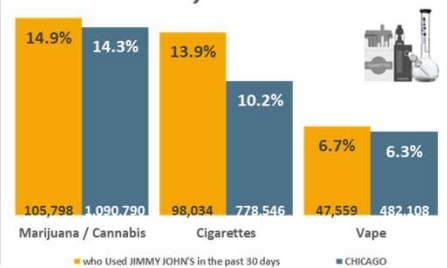


CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 356
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Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

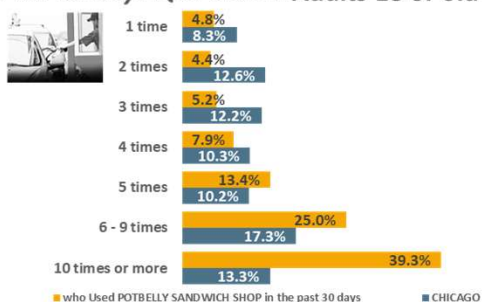


Quick service restaurants used past 30 days: Jimmy John's

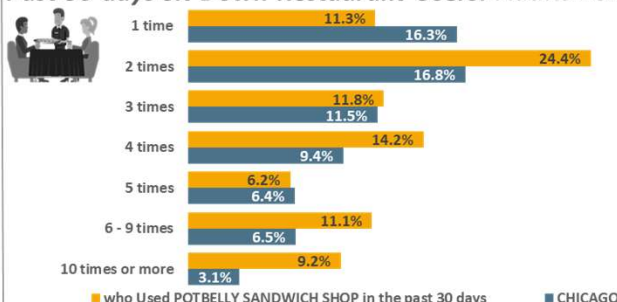


5.7% or 435,425 of CHICAGO DMA Adults 18 or older Used POTBELLY SANDWICH SHOP in the past 30 days. Adults 18 or older who Used POTBELLY SANDWICH SHOP in the past 30 days are 18.6% more likely to use QSRs past mo., 26.3% more likely to use Sit-Down Restaurants past mo., 4.4% more likely to use Casinos past yr., 36.5% less likely to smoke cigarettes.

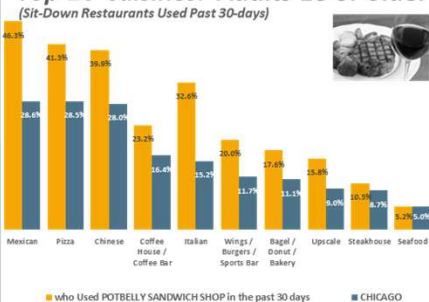
Past 30-days QSR Users: Adults 18 or older



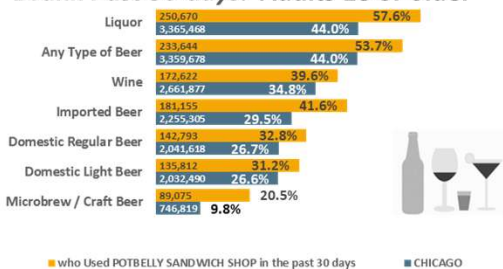
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



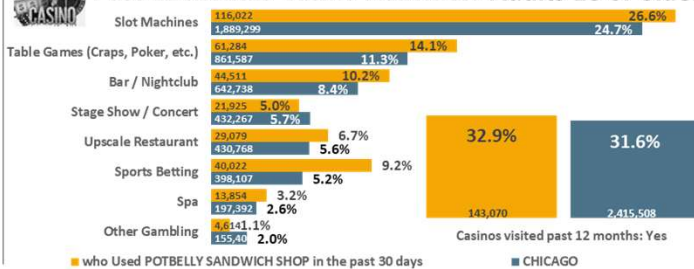
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



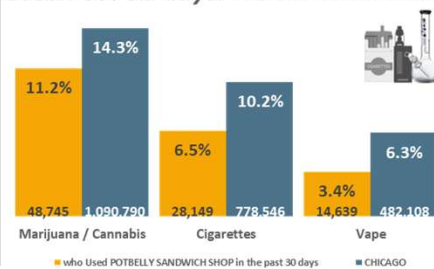
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



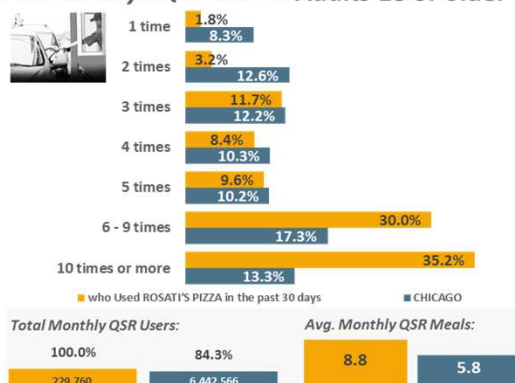
Used Past 30-days: Adults 18 or older



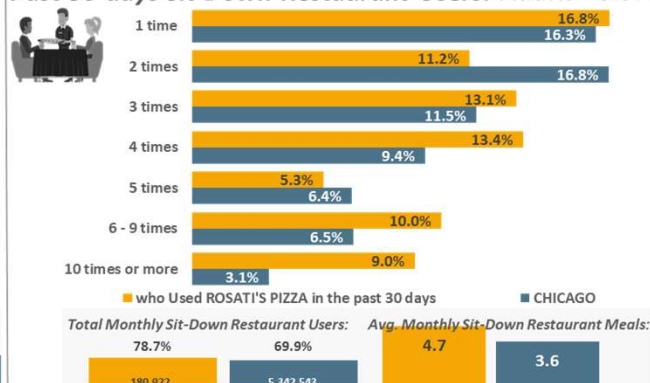


3.3% or 229,760 of CHICAGO DMA Adults 18 or older Used ROSATI'S PIZZA in the past 30 days.
Adults 18 or older who Used ROSATI'S PIZZA in the past 30 days are 18.6% more likely to use QSRs past mo., 12.7% more likely to use Sit-Down Restaurants past mo., 2.5% less likely to use Casinos past yr., 17.5% more likely to smoke cigarettes.

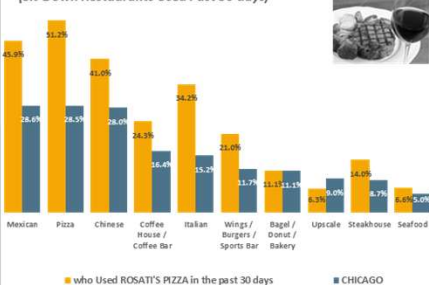
Past 30-days QSR Users: Adults 18 or older



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

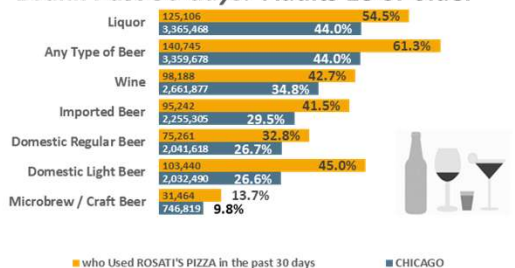


Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

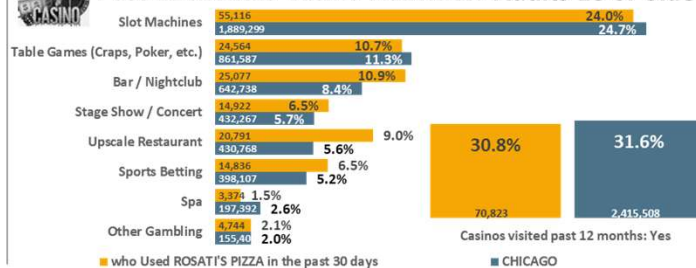


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Used ROSATI'S PIZZA in the past 30 days: 47,368 (20.6%)
 CHICAGO: 1,679,594 (22.0%)

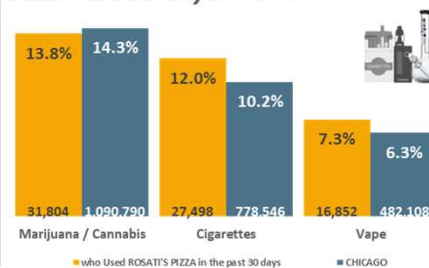
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



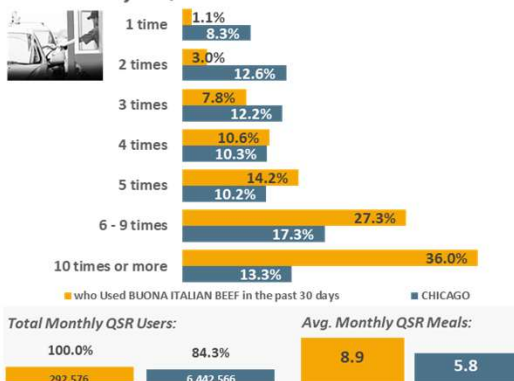
Used Past 30-days: Adults 18 or older



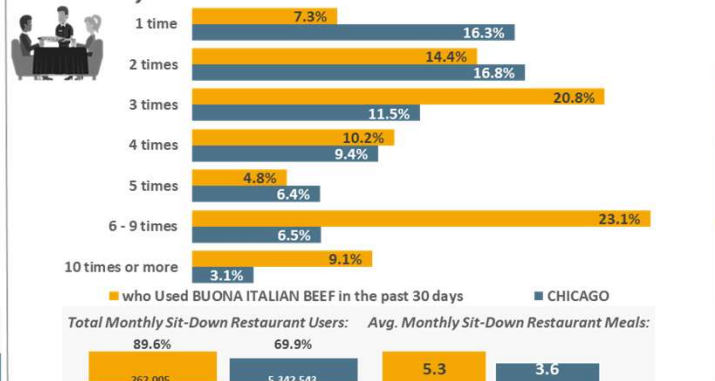


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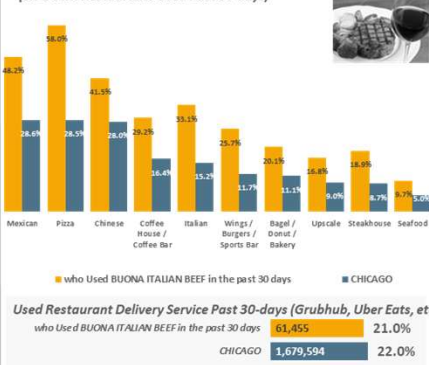
Past 30-days QSR Users: Adults 18 or older



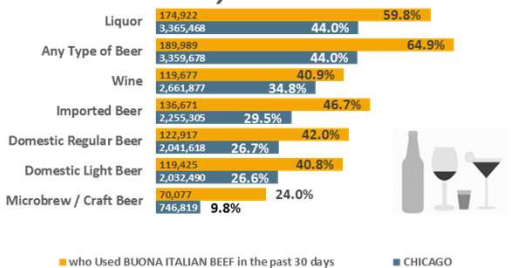
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



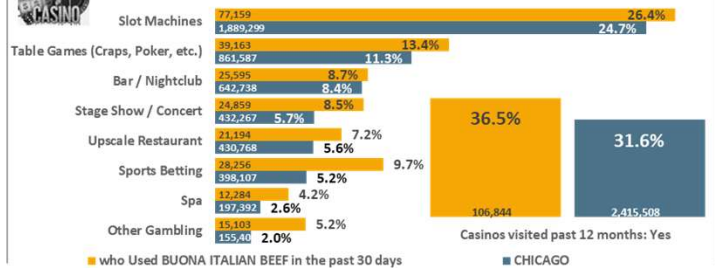
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



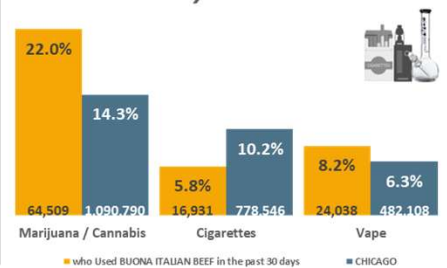
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

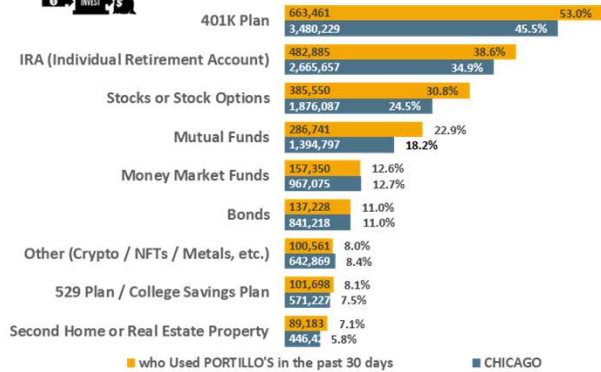




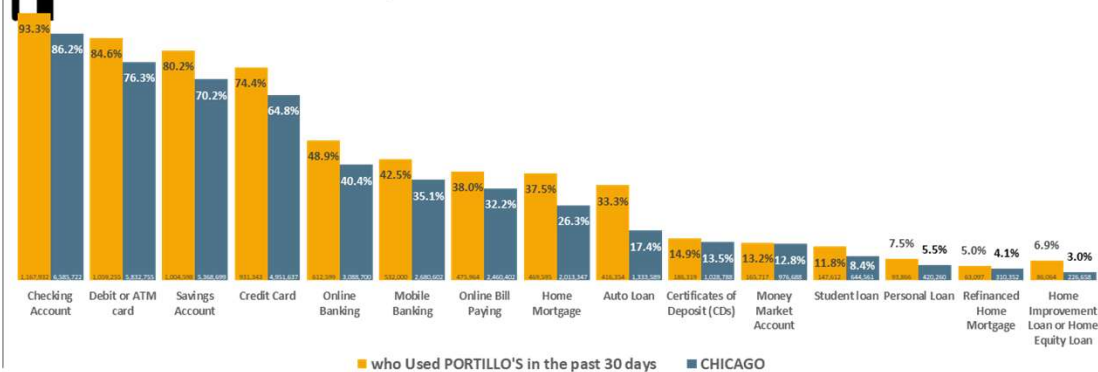
16.4% or 1,252,059 of CHICAGO DMA Adults 18 or older Used PORTILLO'S in the past 30 days.
Adults 18 or older who Used PORTILLO'S in the past 30 days are 16.4% more likely to have a 401K, 90.6% more likely to have an Auto Loan, 26.% more likely to Invest/Trade Stocks Online, 13.9% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



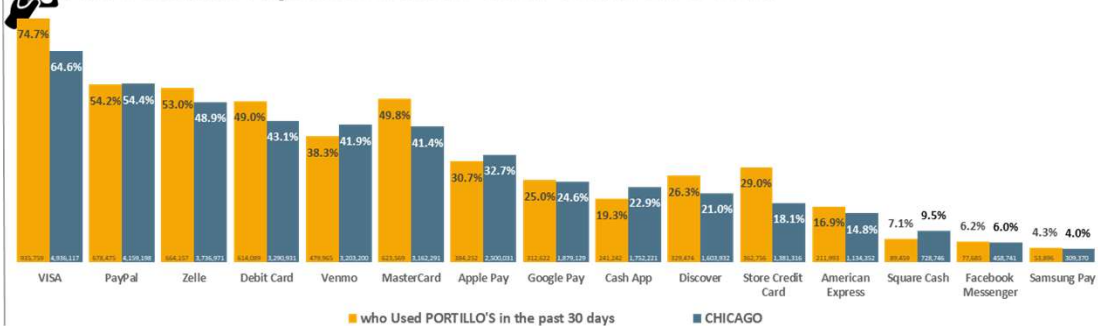
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





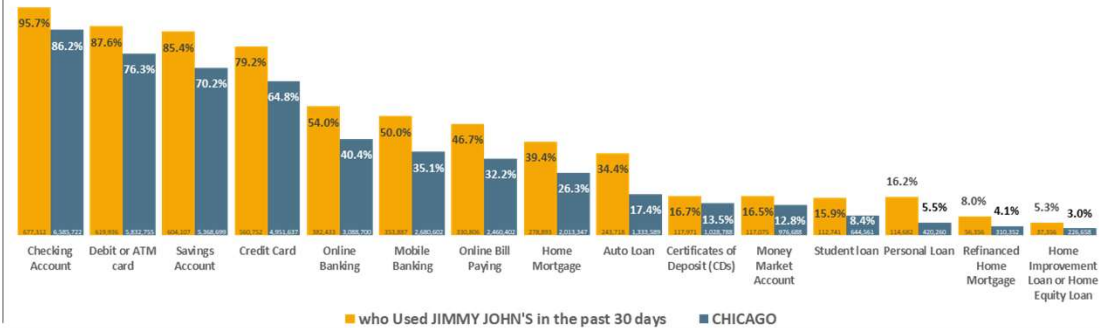
9.3% or 707,708 of CHICAGO DMA Adults 18 or older Used JIMMY JOHN'S in the past 30 days.
Adults 18 or older who Used JIMMY JOHN'S in the past 30 days are 31.4% more likely to have a 401K, 97.4% more likely to have an Auto Loan, 38.5% more likely to Invest/Trade Stocks Online, .8% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



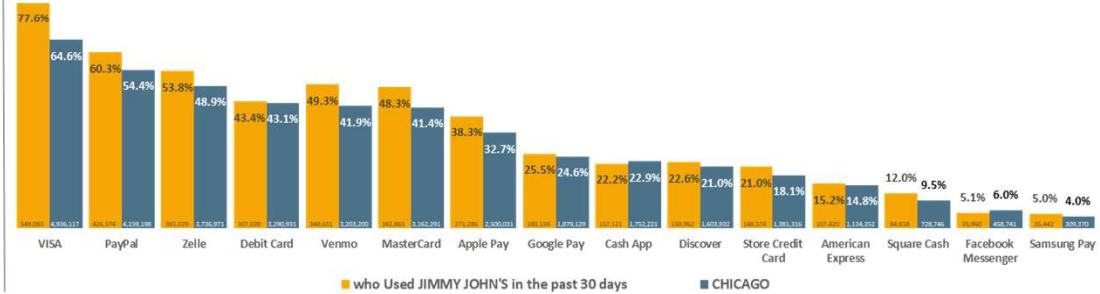
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

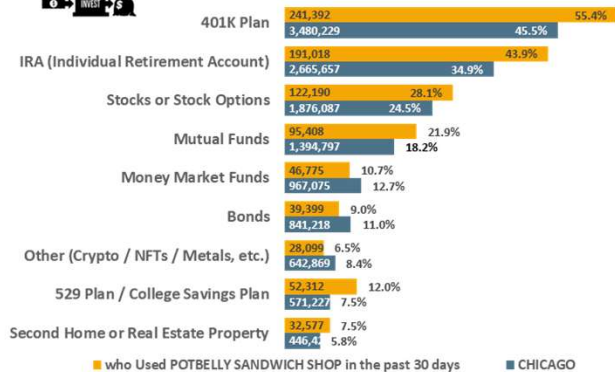




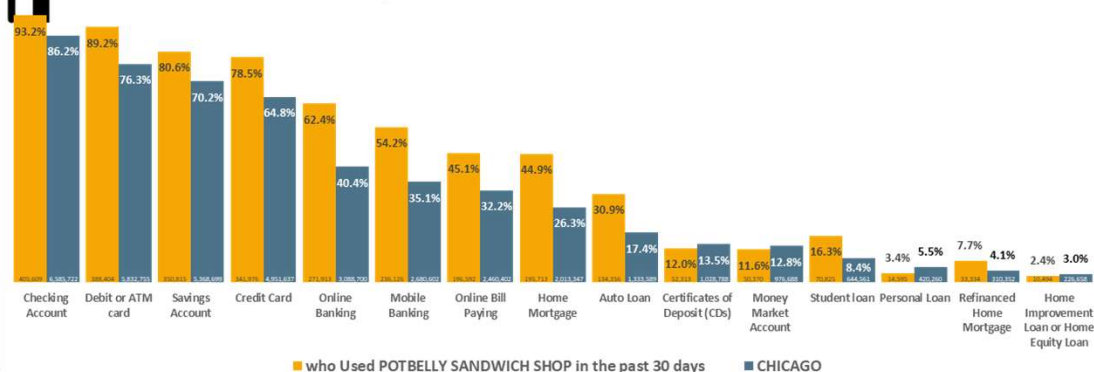
5.7% or 435,425 of CHICAGO DMA Adults 18 or older Used POTBELLY SANDWICH SHOP in the past 30 days. Adults 18 or older who Used POTBELLY SANDWICH SHOP in the past 30 days are 21.8% more likely to have a 401K, 76.9% more likely to have an Auto Loan, 88.1% more likely to Invest/Trade Stocks Online, 7.5% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



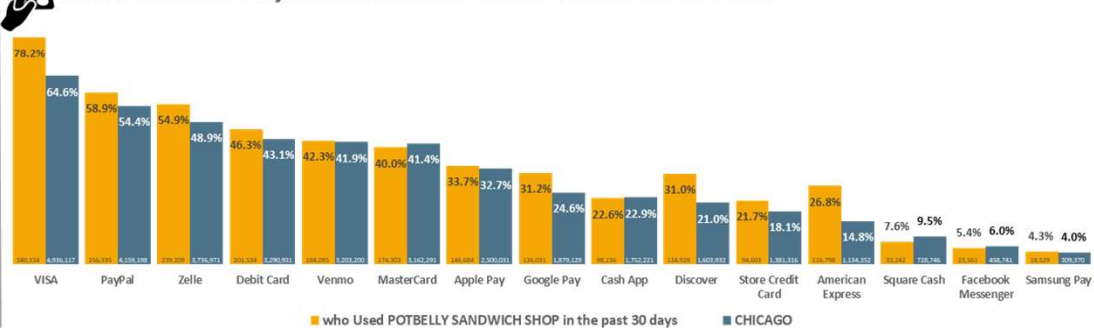
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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



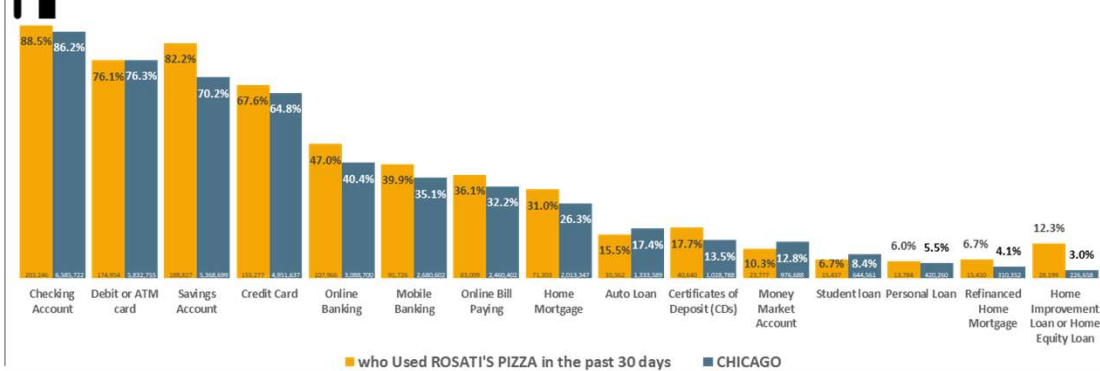


3.1% or 229,760 of CHICAGO DMA Adults 18 or older Used ROSATI'S PIZZA in the past 30 days. Adults 18 or older who Used ROSATI'S PIZZA in the past 30 days are 6.3% less likely to have a 401K, 11.3% less likely to have an Auto Loan, 41.5% less likely to Invest/Trade Stocks Online, 4.7% more likely to pay with their Debit Card.

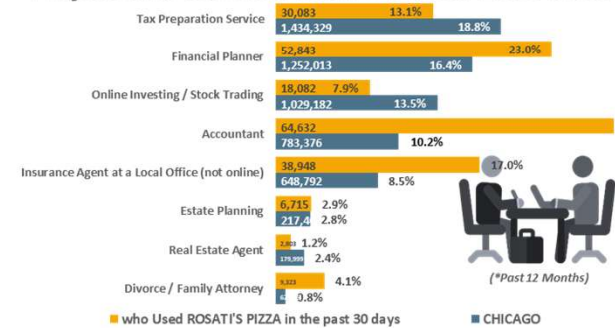
Investments Owned: Adults 18 or older



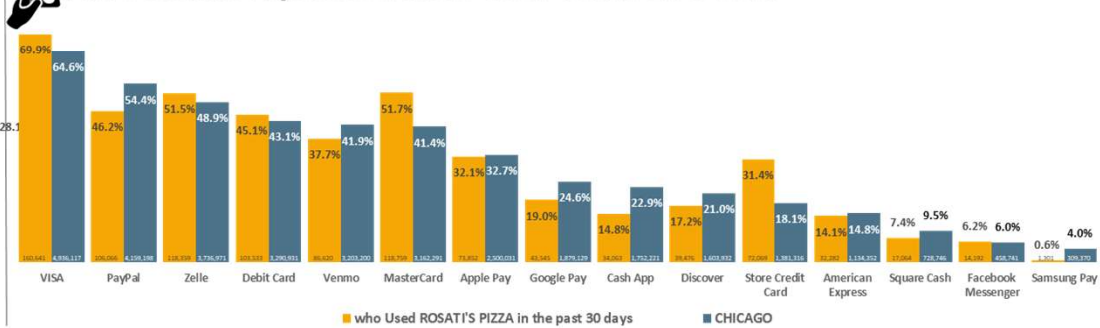
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

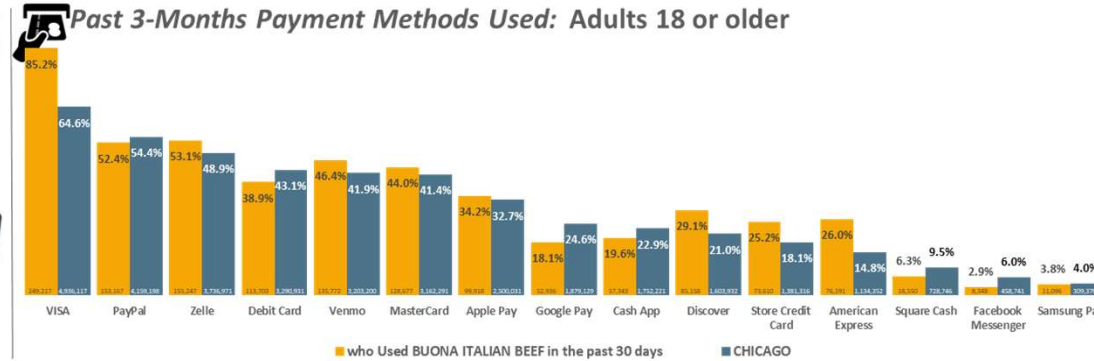
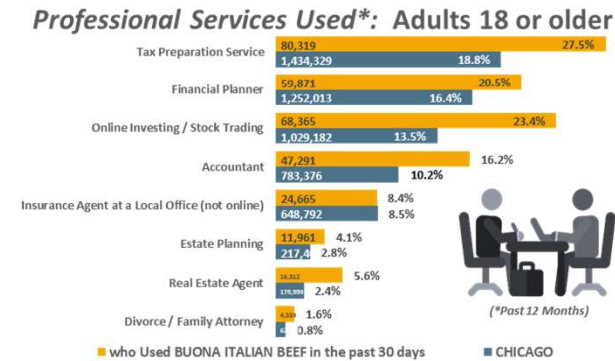
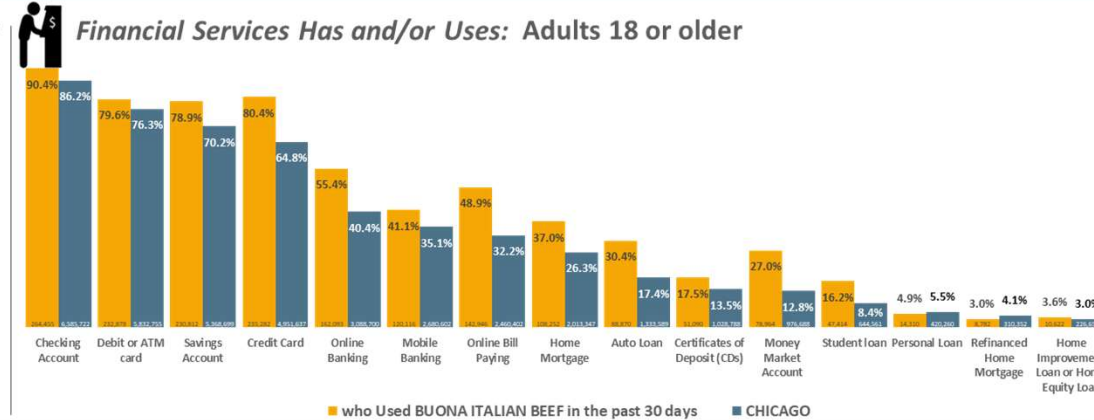
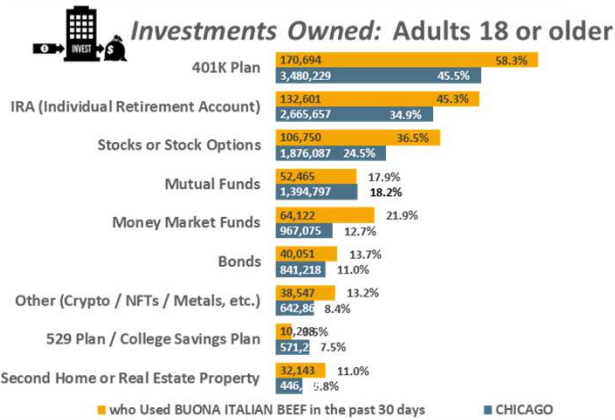


Past 3-Months Payment Methods Used: Adults 18 or older





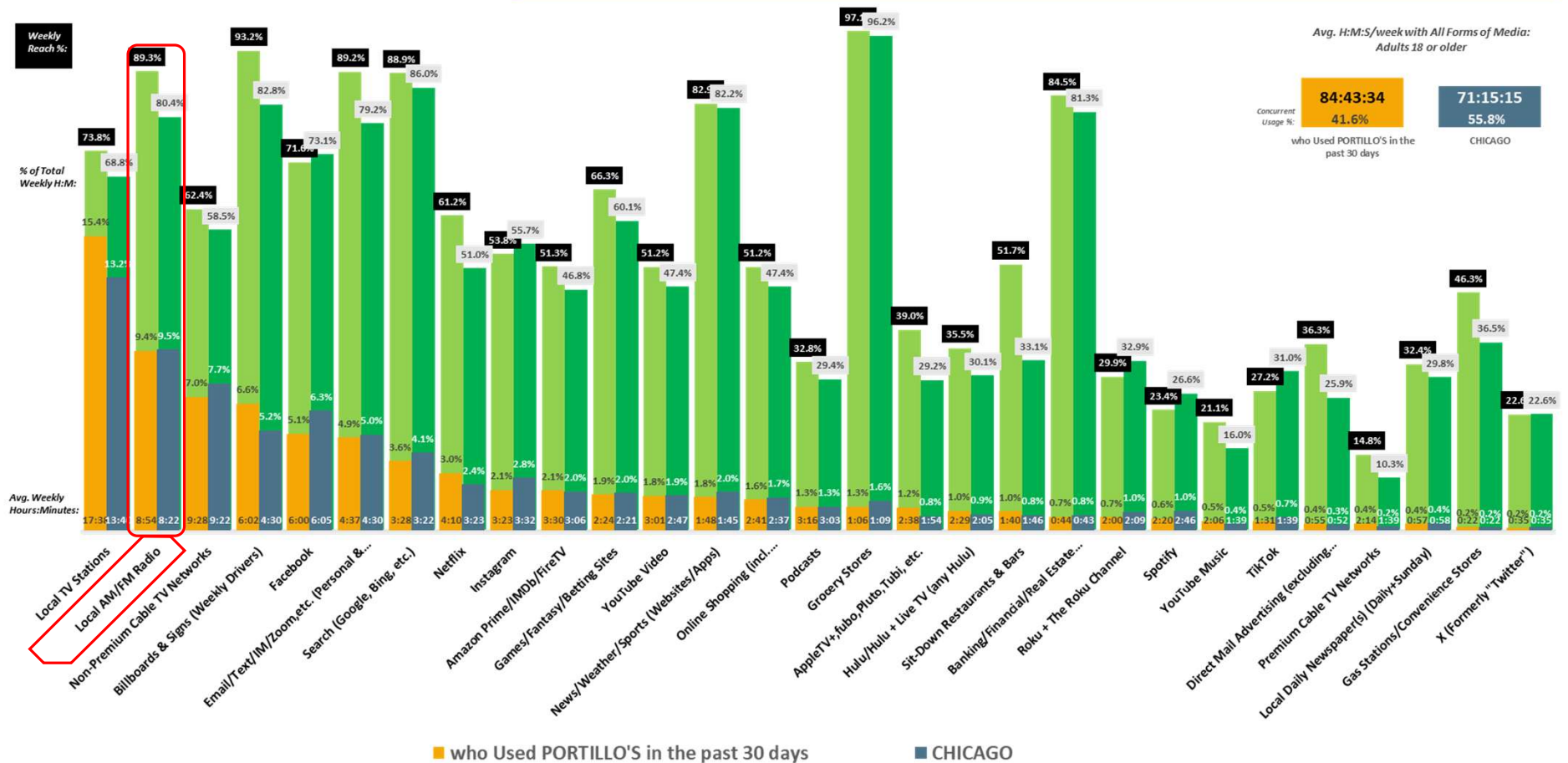
3.8% or 292,576 of CHICAGO DMA Adults 18 or older Used BUONA ITALIAN BEEF in the past 30 days.
 Adults 18 or older who Used BUONA ITALIAN BEEF in the past 30 days are 28.1% more likely to have a 401K, 74.1% more likely to have an Auto Loan, 73.6% more likely to Invest/Trade Stocks Online, 9.7% less likely to pay with their Debit Card.





Adults 18 or older who Used PORTILLO'S in the past 30 days spend an average of 3 days, 12 hours, 43 minutes and 34 seconds each week with All Forms of Media.

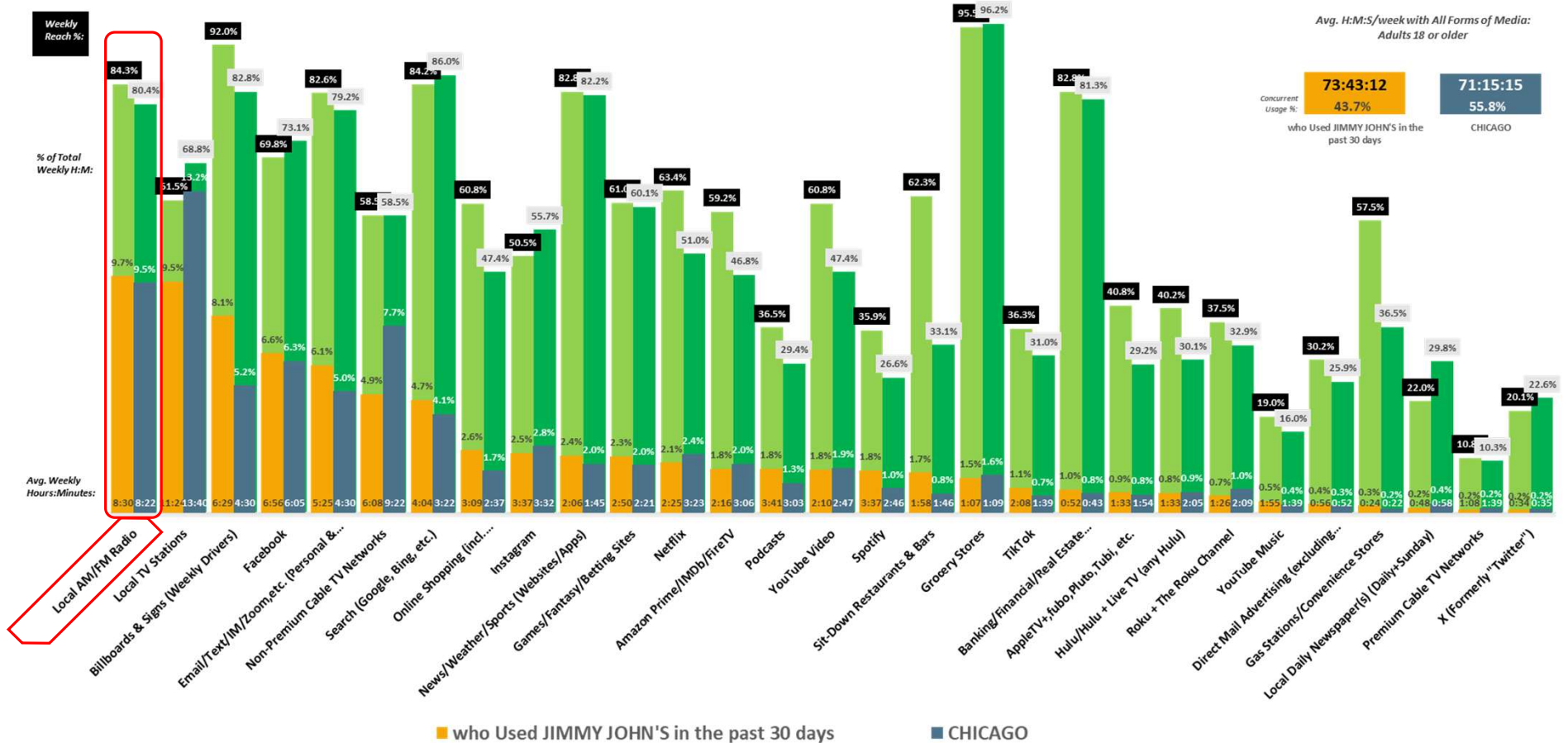
89.3% of Adults 18 or older who Used PORTILLO'S in the past 30 days spend an avg. of 8 hours and 54 minutes each week listening to all Local AM/FM Radio, representing 9.4% of total time spent with all forms of Media.





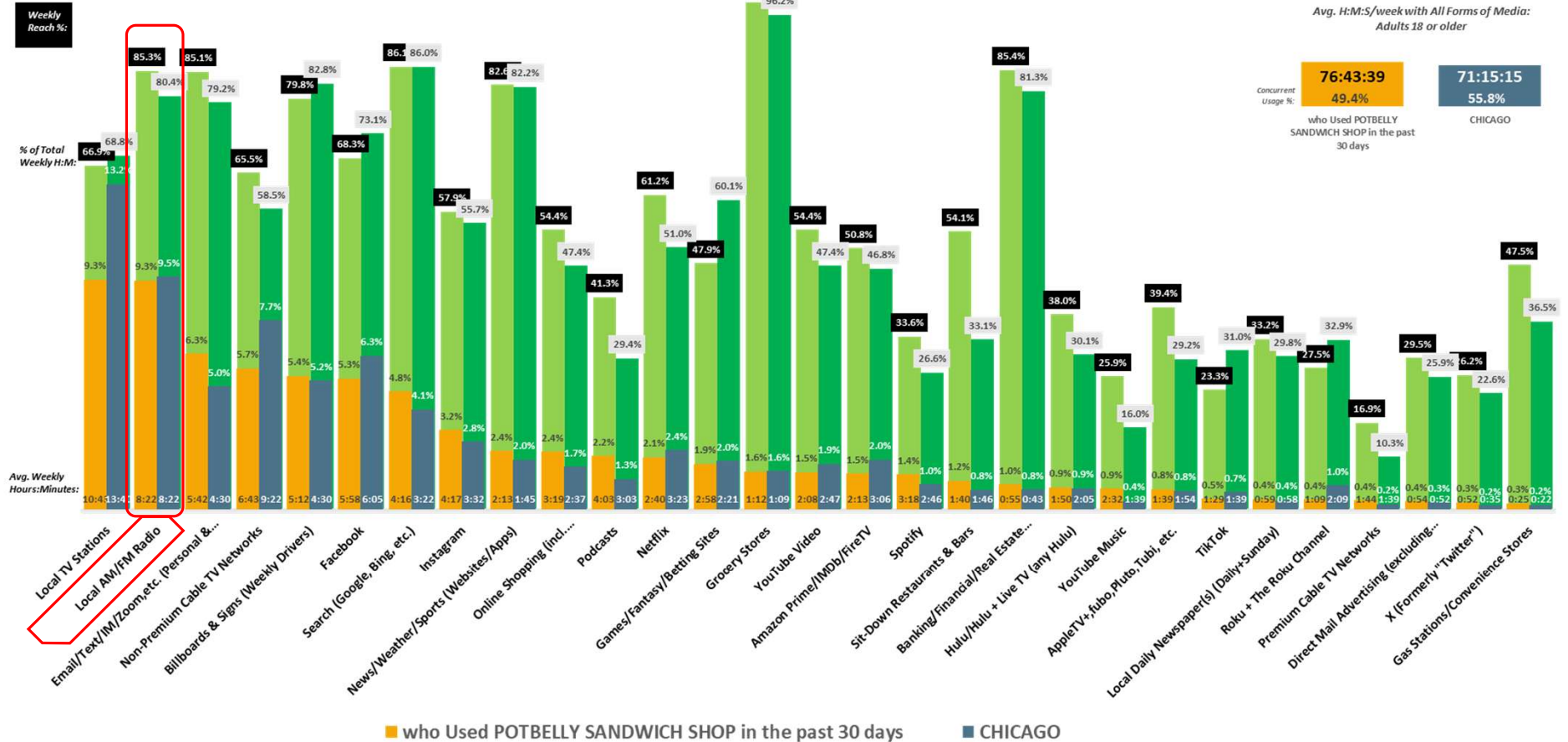
Adults 18 or older who Used JIMMY JOHN'S in the past 30 days spend an average of 3 days, 1 hours, 43 minutes and 12 seconds each week with All Forms of Media.

84.3% of Adults 18 or older who Used JIMMY JOHN'S in the past 30 days spend an avg. of 8 hours and 30 minutes each week listening to All Local AM/FM Radio, representing 9.7% of total time spent with all forms of Media.





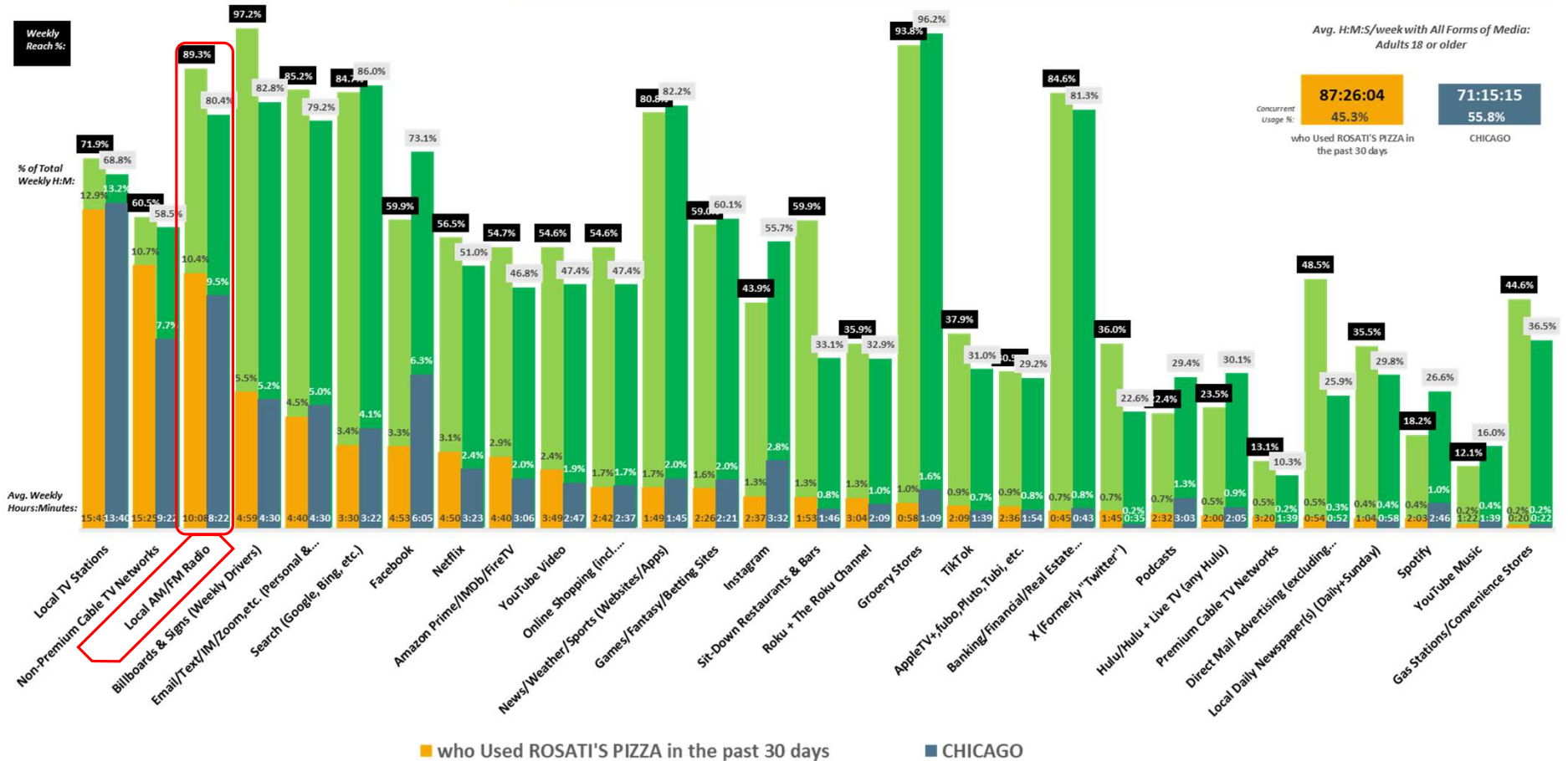
Adults 18 or older who Used POTBELLY SANDWICH SHOP in the past 30 days spend an average of 3 days, 4 hours, 43 minutes and 39 seconds each week with All Forms of Media.
 85.3% of Adults 18 or older who Used POTBELLY SANDWICH SHOP in the past 30 days spend an avg. of 8 hours and 22 minutes each week listening to All Local AM/FM Radio, representing 9.3% of total time spent with all forms of Media.





Adults 18 or older who Used ROSATI'S PIZZA in the past 30 days spend an average of 3 days, 15 hours, 26 minutes and 4 seconds each week with All Forms of Media.

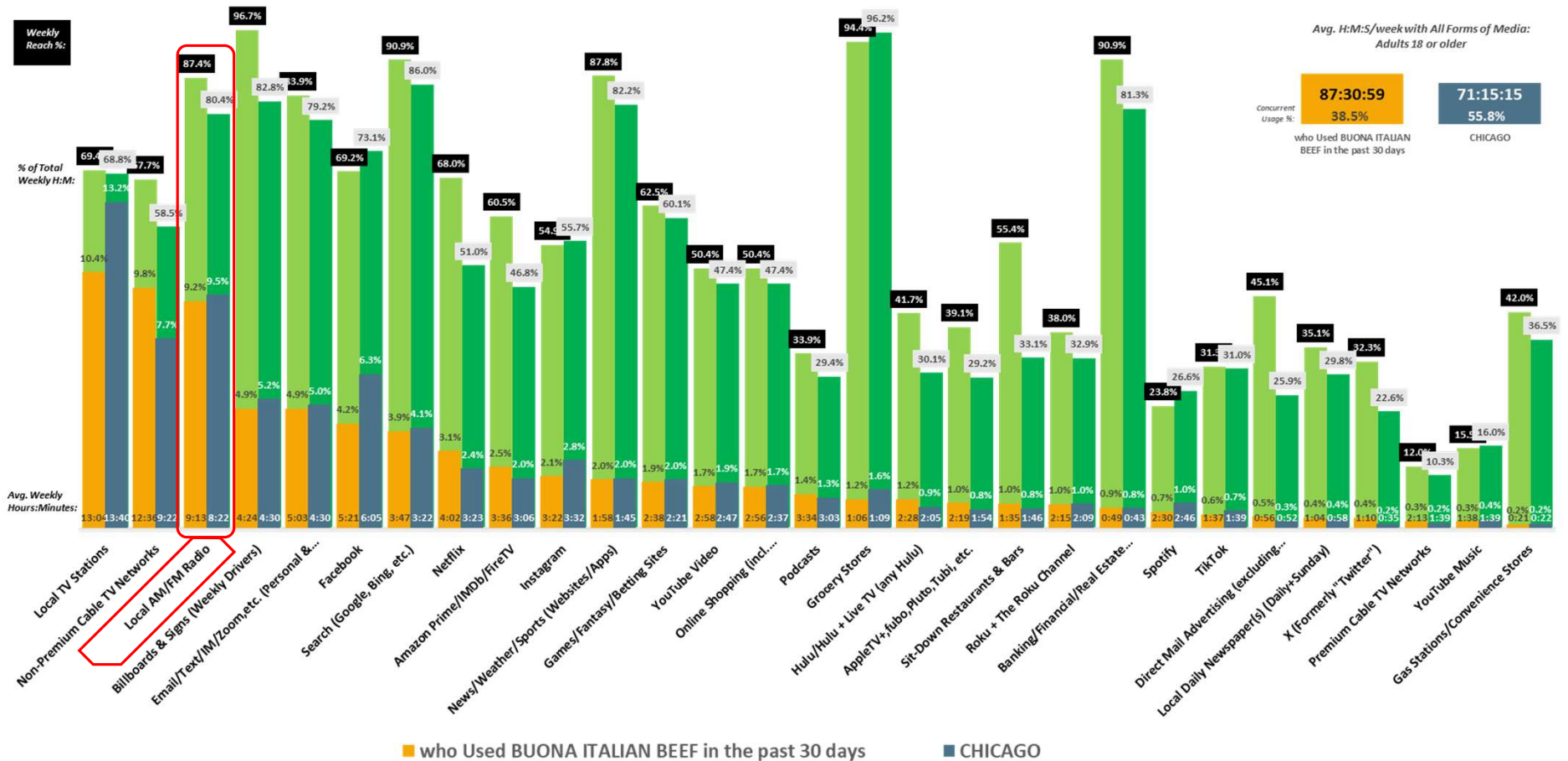
89.3% of Adults 18 or older who Used ROSATI'S PIZZA in the past 30 days spend an avg. of 10 hours and 8 minutes each week listening to All Local AM/FM Radio, representing 10.4% of total time spent with all forms of Media.





Adults 18 or older who Used BUONA ITALIAN BEEF in the past 30 days spend an average of 3 days, 15 hours, 30 minutes and 59 seconds each week with All Forms of Media.

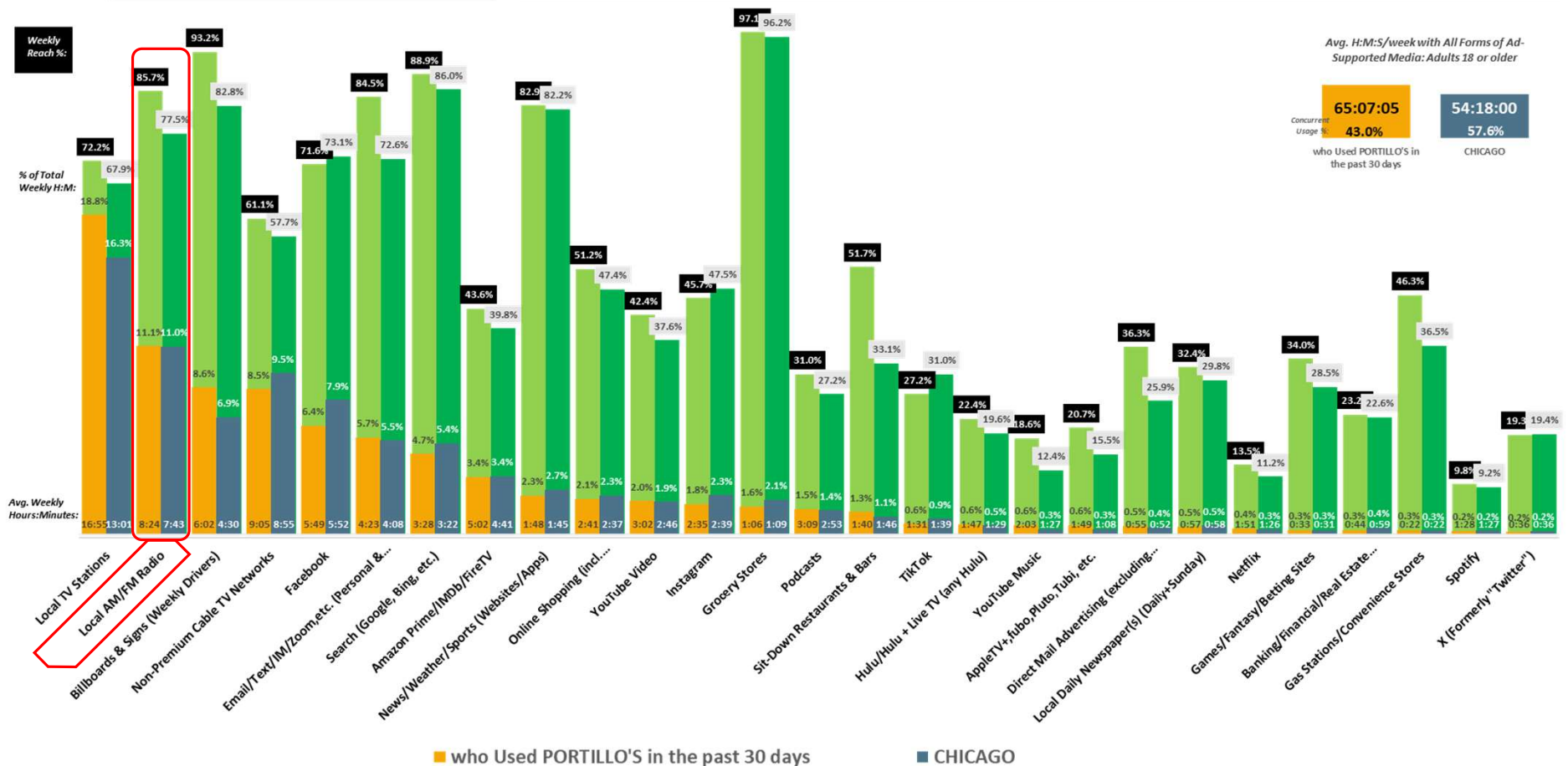
87.4% of Adults 18 or older who Used BUONA ITALIAN BEEF in the past 30 days spend an avg. of 9 hours and 13 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.





Adults 18 or older who Used PORTILLO'S in the past 30 days spend an average of 2 days, 17 hours, 7 minutes and 5 seconds each week with All Forms of Ad-Supported Media.

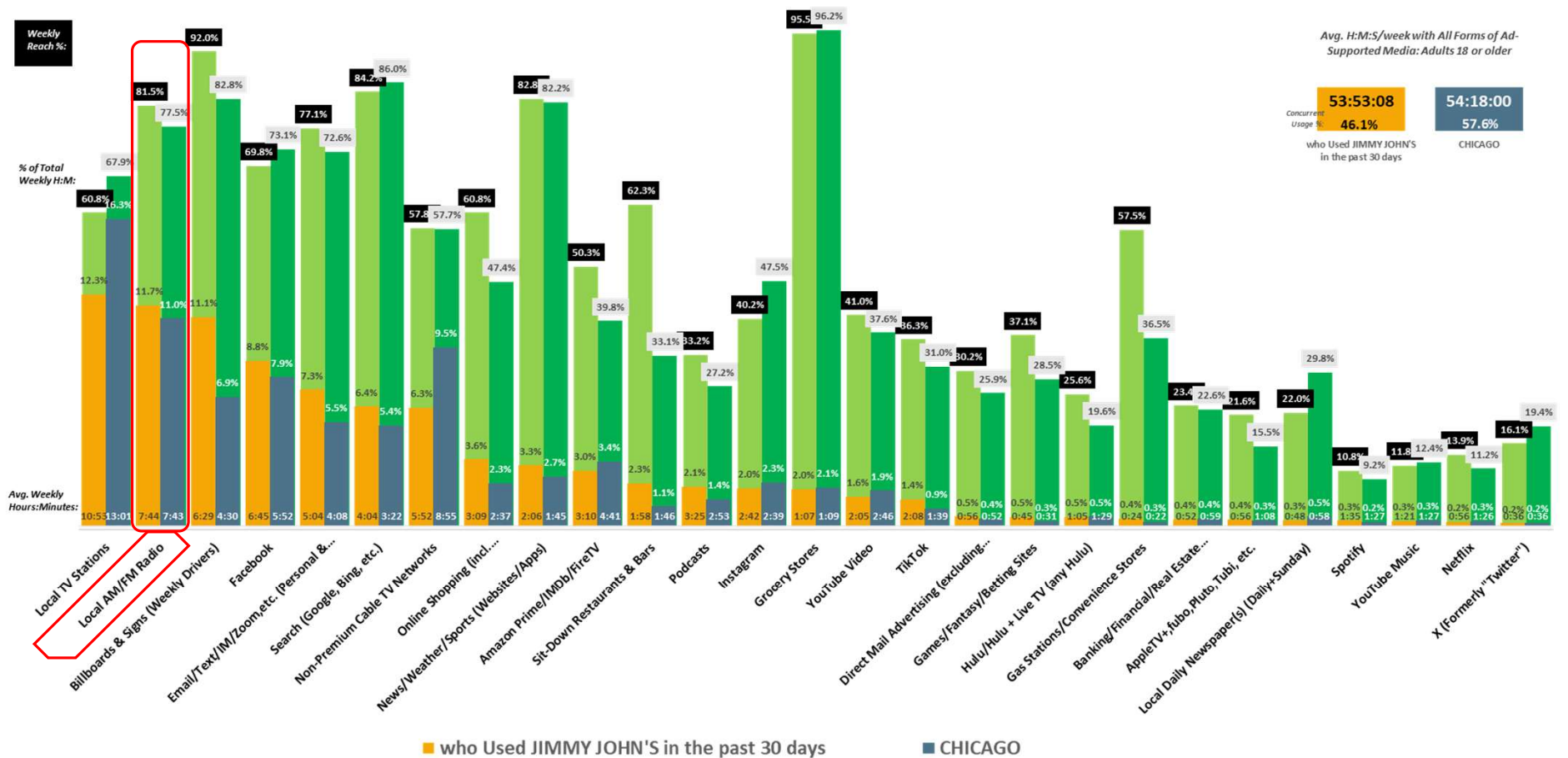
85.7% of Adults 18 or older who Used PORTILLO'S in the past 30 days spend an avg. of 8 hours and 24 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.1% of total time spent with all forms of Ad-Supported Media.





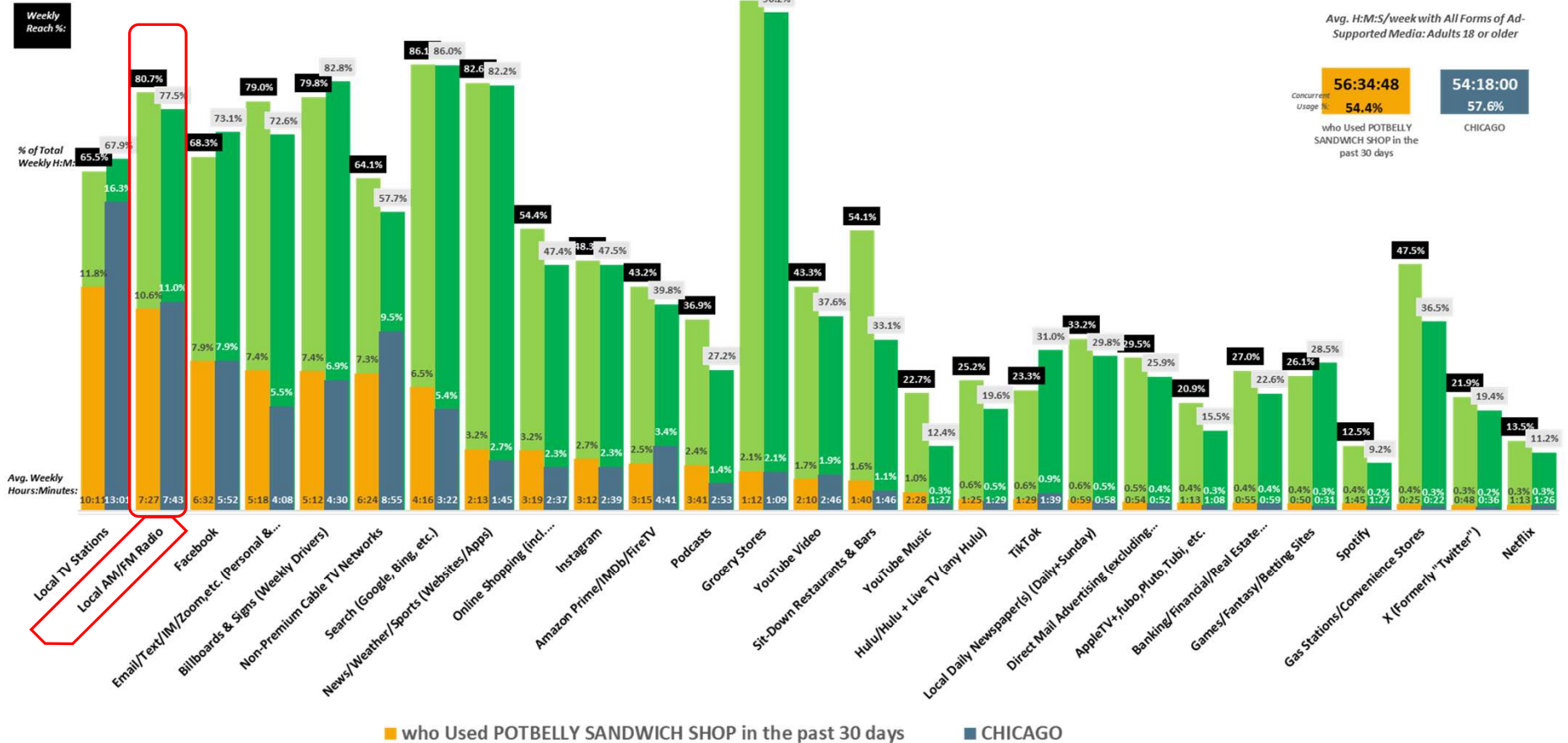
Adults 18 or older who Used JIMMY JOHN'S in the past 30 days spend an average of 2 days, 5 hours, 53 minutes and 8 seconds each week with All Forms of Ad-Supported Media.

81.5% of Adults 18 or older who Used JIMMY JOHN'S in the past 30 days spend an avg. of 7 hours and 44 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.





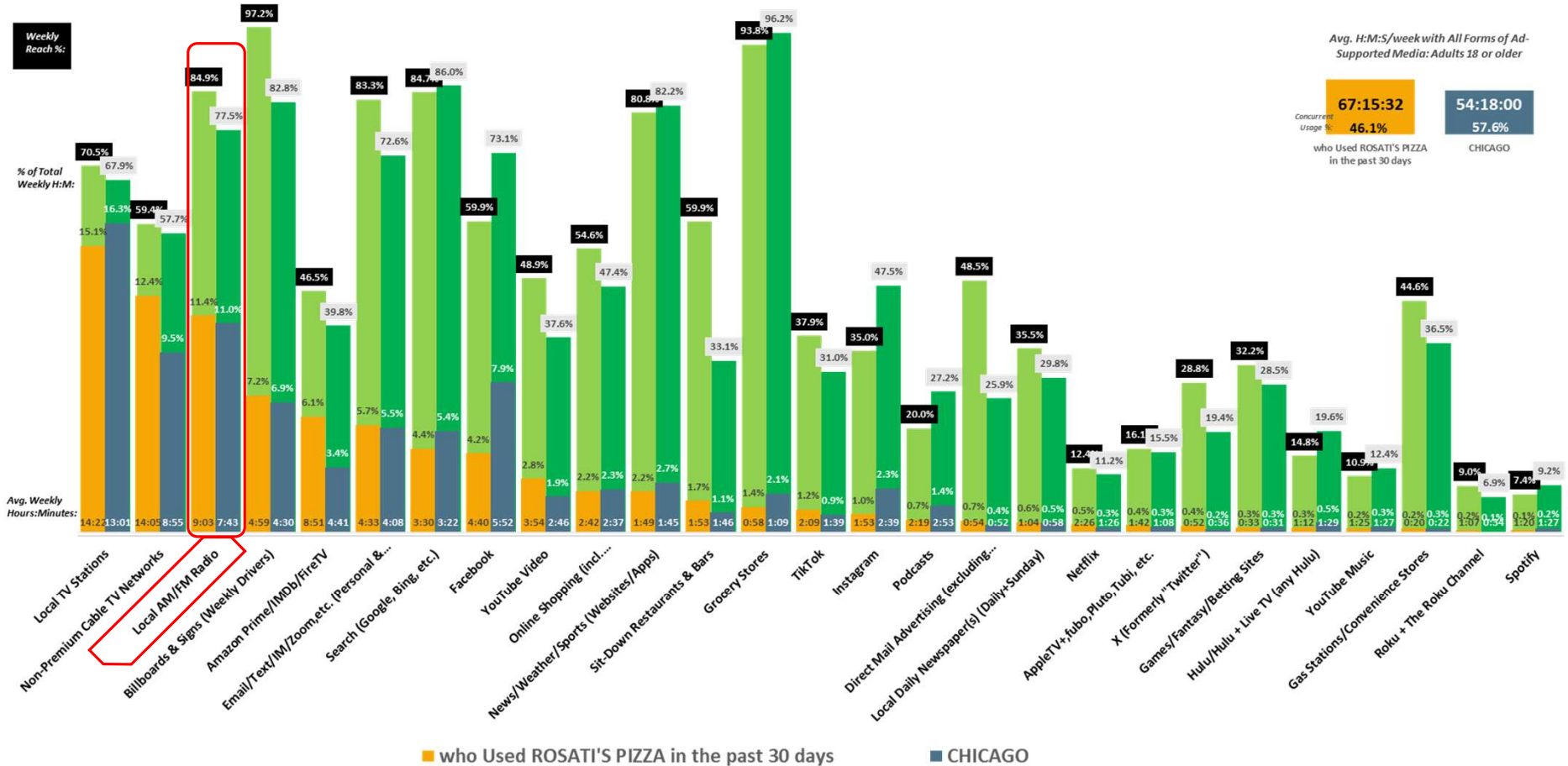
Adults 18 or older who Used POTBELLY SANDWICH SHOP in the past 30 days spend an average of 2 days, 8 hours, 34 minutes and 48 seconds each week with All Forms of Ad-Supported Media.
 80.7% of Adults 18 or older who Used POTBELLY SANDWICH SHOP in the past 30 days spend an avg. of 7 hours and 27 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.6% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Used ROSATI'S PIZZA in the past 30 days spend an average of 2 days, 19 hours, 15 minutes and 32 seconds each week with All Forms of Ad-Supported Media.

84.9% of Adults 18 or older who Used ROSATI'S PIZZA in the past 30 days spend an avg. of 9 hours and 3 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.4% of total time spent with all forms of Ad-Supported Media.



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

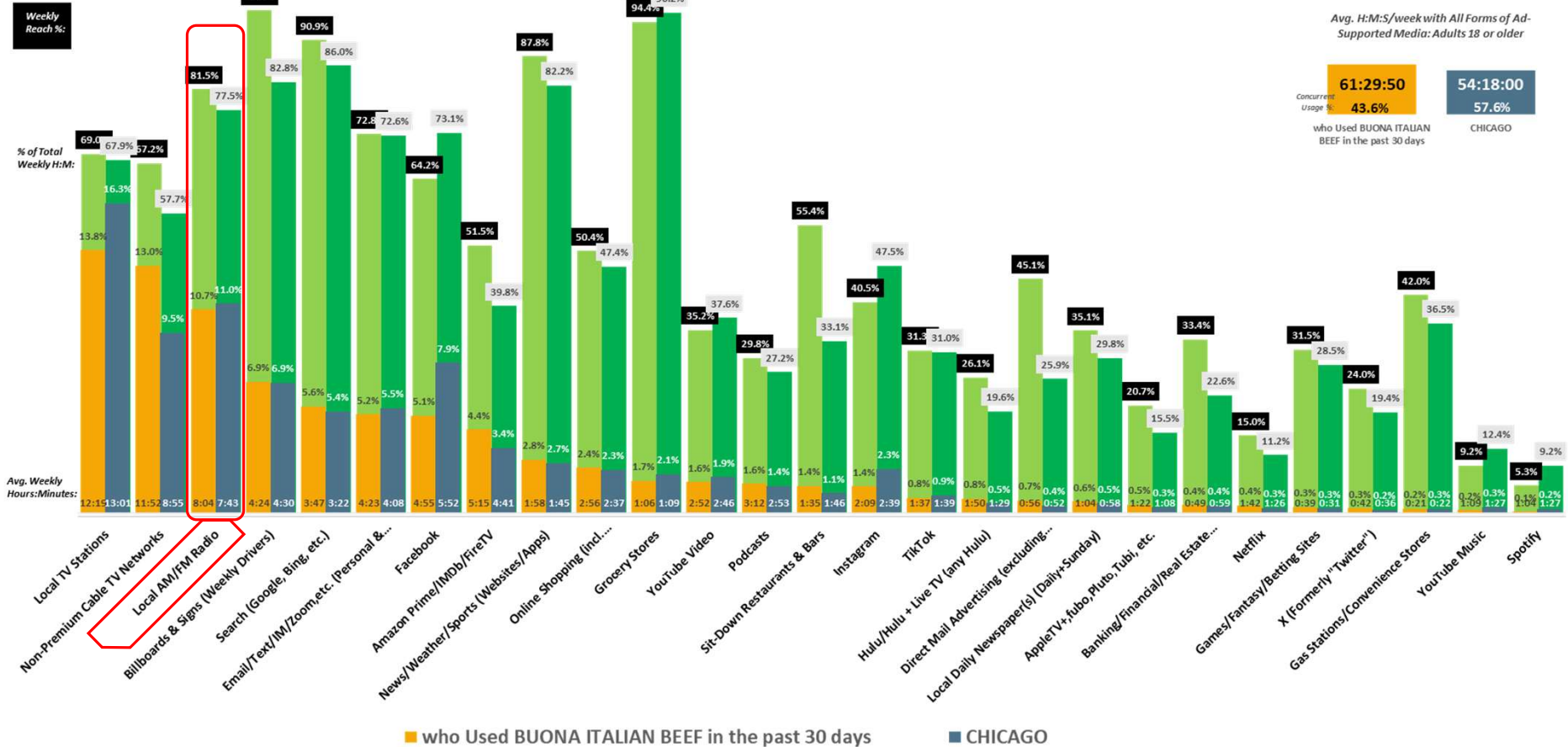
Concurrent Usage: 67:15:32 (who Used ROSATI'S PIZZA in the past 30 days)

CHICAGO: 54:18:00 (57.6%)





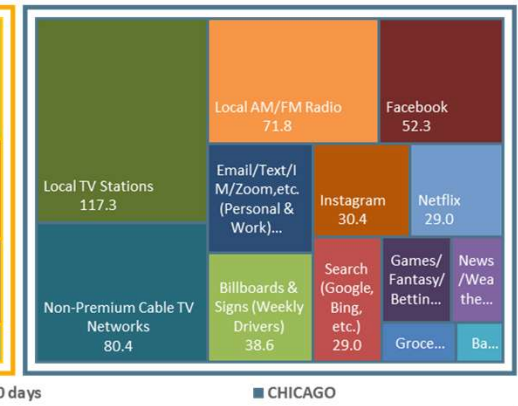
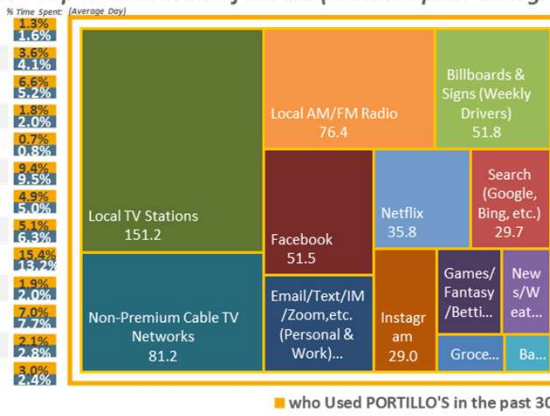
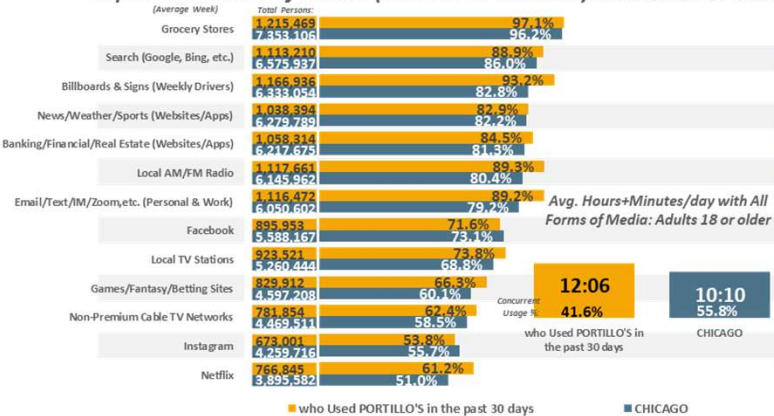
Adults 18 or older who Used BUONA ITALIAN BEEF in the past 30 days spend an average of 2 days, 13 hours, 29 minutes and 50 seconds each week with All Forms of Ad-Supported Media.
 81.5% of Adults 18 or older who Used BUONA ITALIAN BEEF in the past 30 days spend an avg. of 8 hours and 4 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.7% of total time spent with all forms of Ad-Supported Media.



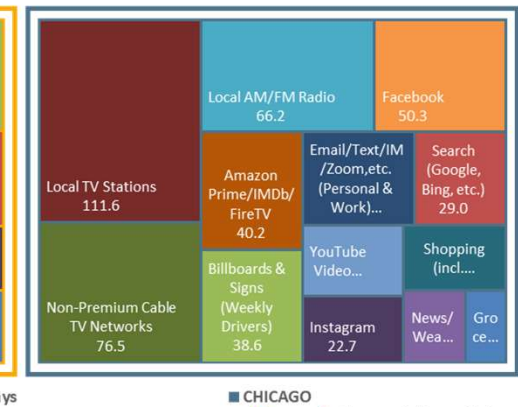
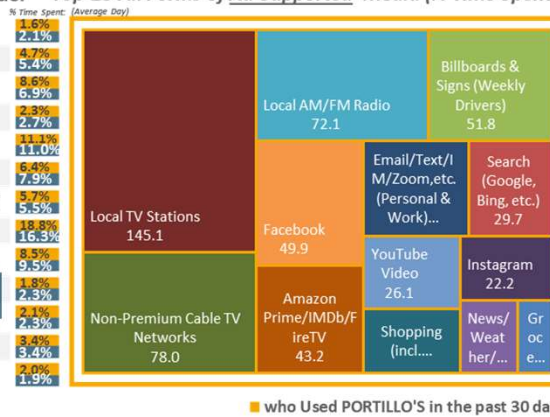
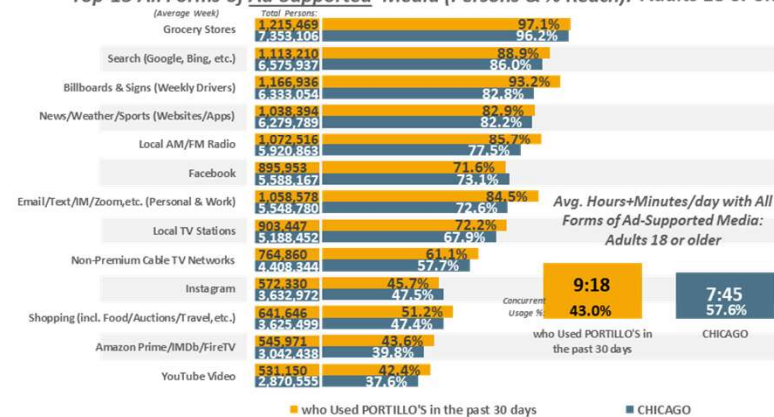


Adults 18 or older who Used PORTILLO'S in the past 30 days spend an average of 9 hours and 18 minutes each day with All Forms of Ad-Supported Media. 85.7% listen to Local AM/FM Radio for an avg. of 72.1 minutes/day. (Local Radio delivers 11.1% of Time with Ad-Supported Media.)

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



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



CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 648
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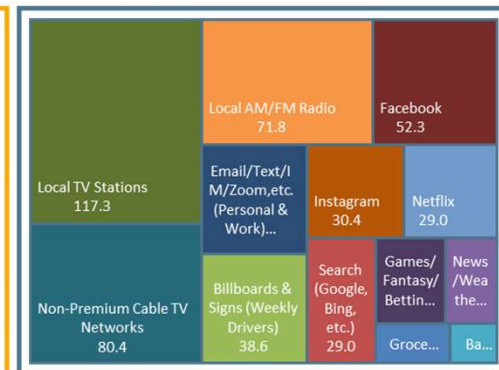
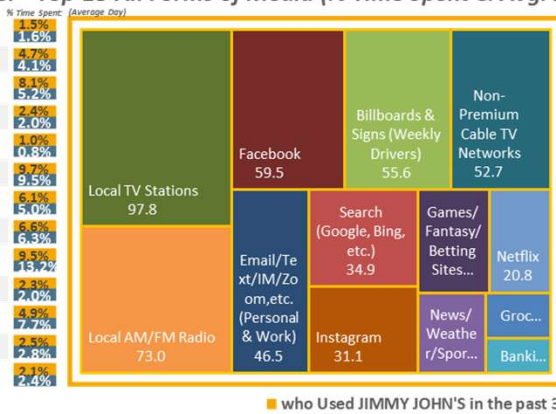
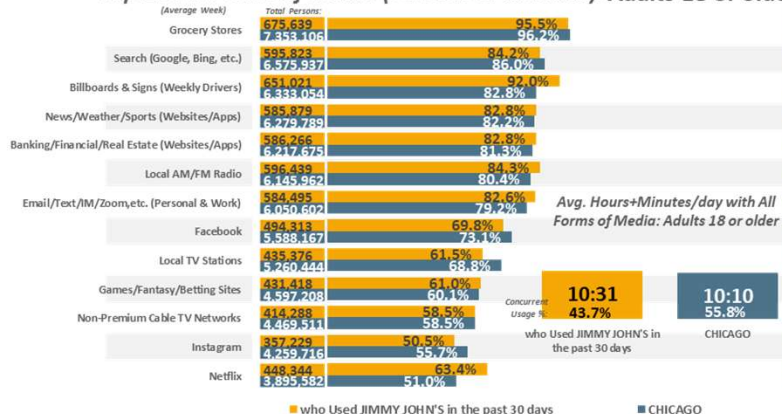
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Portillo's

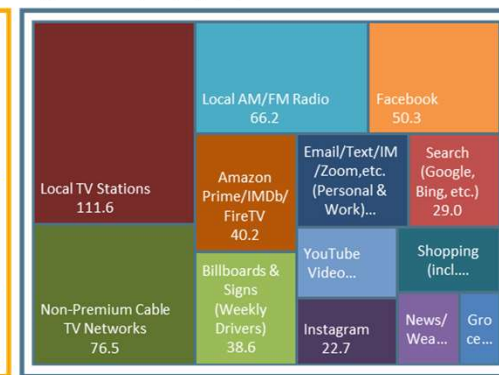
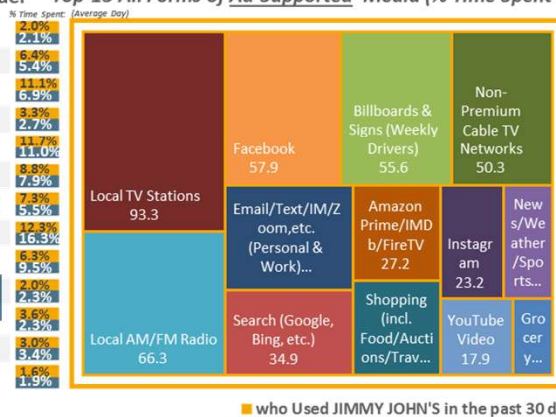
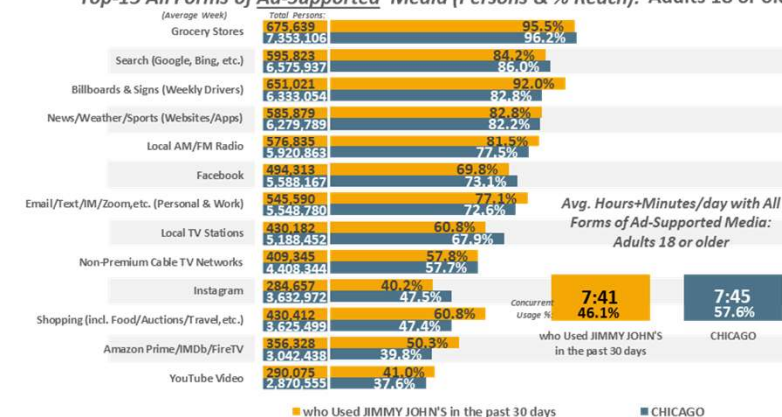


Adults 18 or older who Used JIMMY JOHN'S in the past 30 days spend an average of 7 hours and 41 minutes each day with All Forms of Ad-Supported Media. 81.5% listen to Local AM/FM Radio for an avg. of 66.3 minutes/day. (Local Radio delivers 11.7% of Time with Ad-Supported Media.)

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



CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 356
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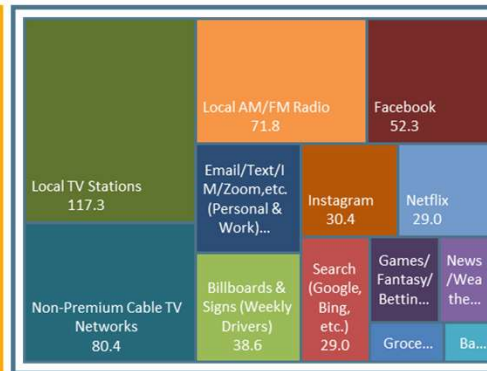
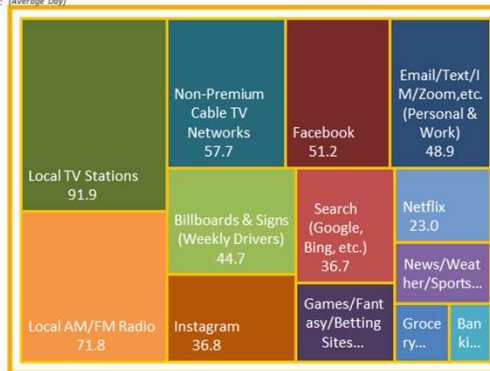
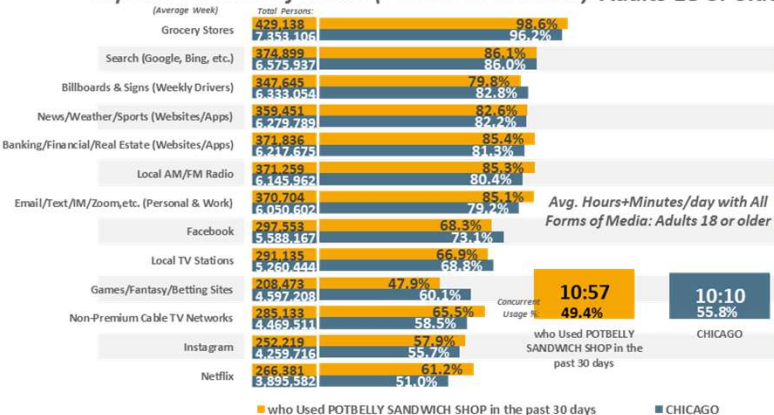
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Jimmy John's

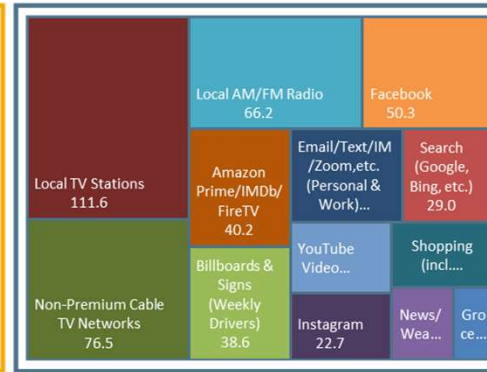
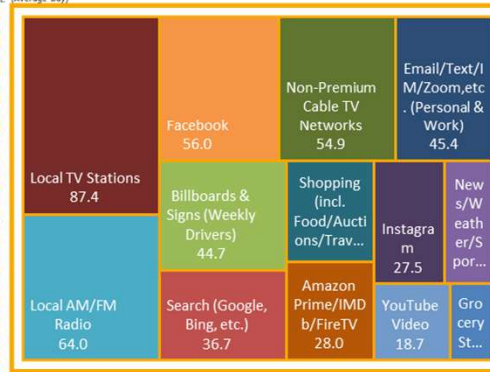
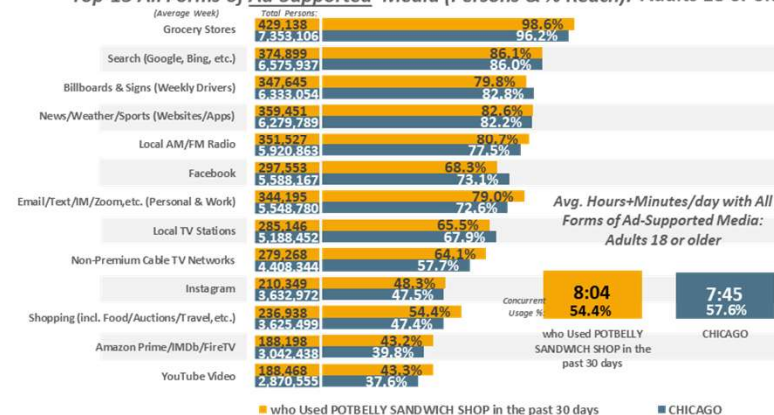


Adults 18 or older who Used POTBELLY SANDWICH SHOP in the past 30 days spend an average of 8 hours and 4 minutes each day with All Forms of Ad-Supported Media. 80.7% listen to Local AM/FM Radio for an avg. of 64. minutes/day. (Local Radio delivers 10.6% of Time with Ad-Supported Media.)

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



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



CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 259
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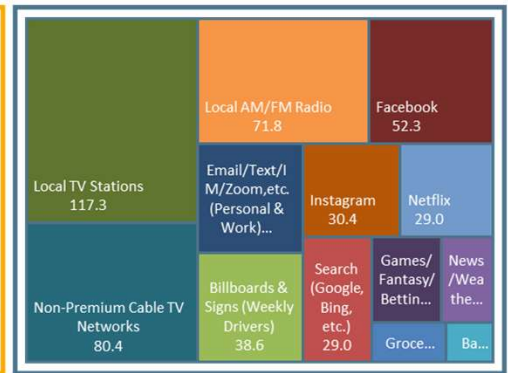
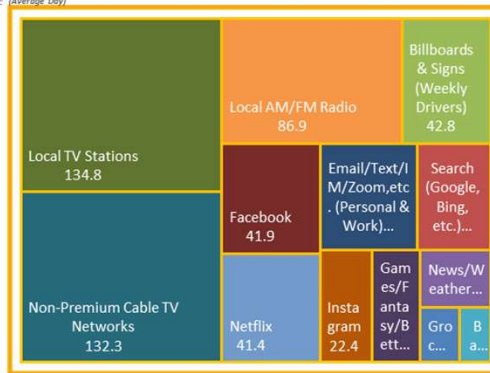
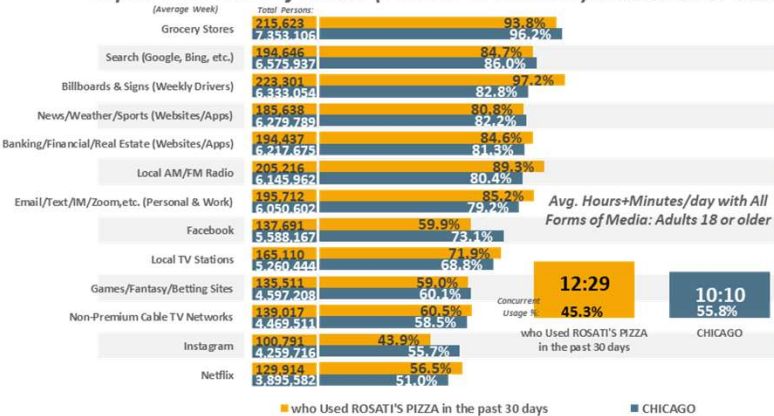
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Quick service restaurants used past 30 days: Potbelly Sandwich Shop

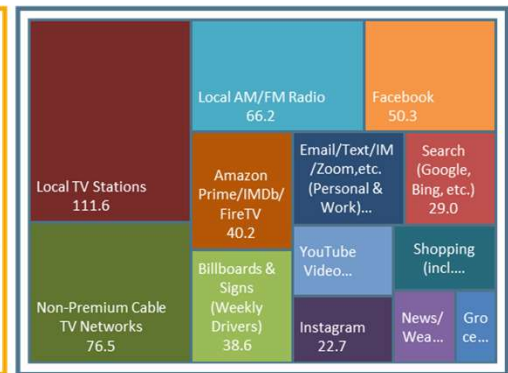
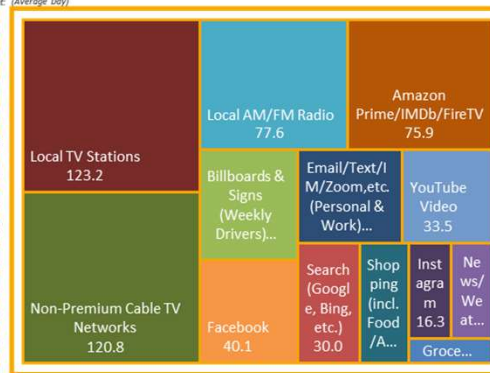
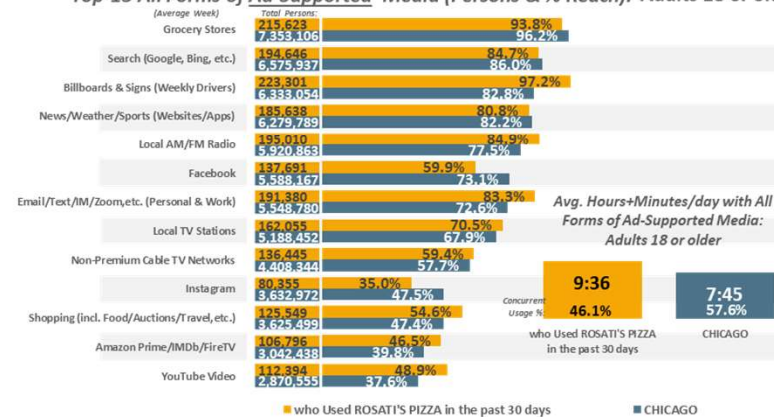


Adults 18 or older who Used ROSATI'S PIZZA in the past 30 days spend an average of 9 hours and 36 minutes each day with All Forms of Ad-Supported Media. 84.9% listen to Local AM/FM Radio for an avg. of 77.6 minutes/day. *(Local Radio delivers 11.4% of Time with Ad-Supported Media.)*

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



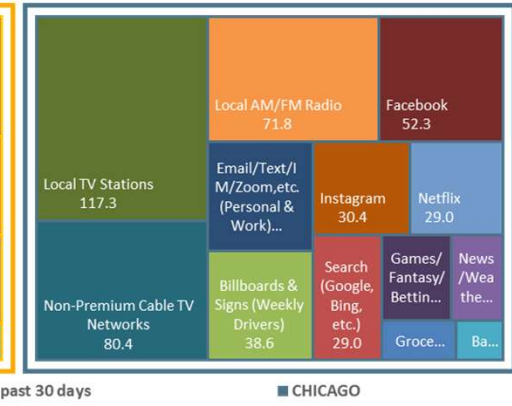
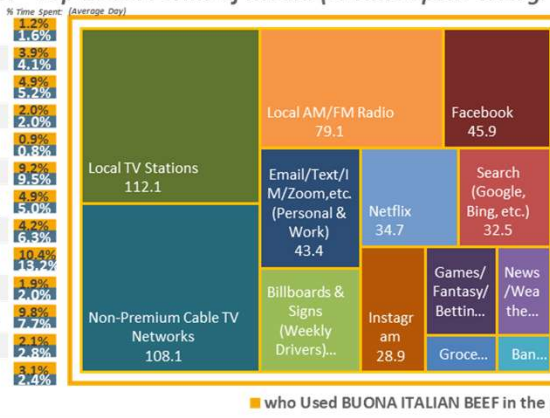
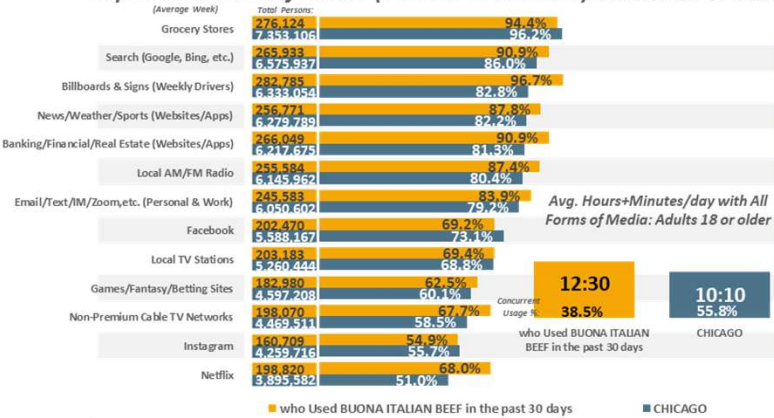
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



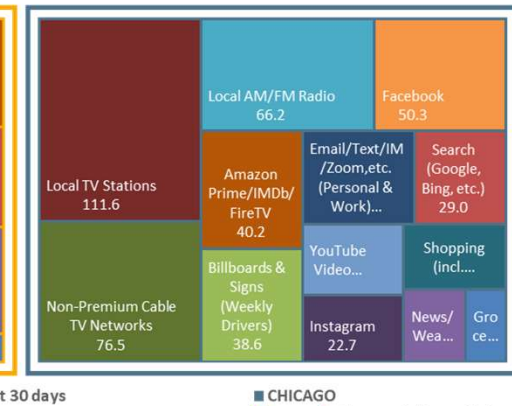
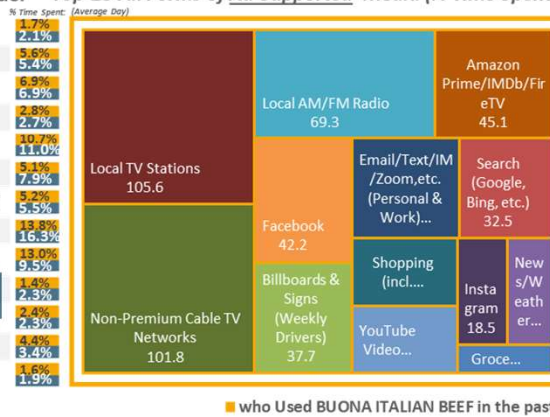
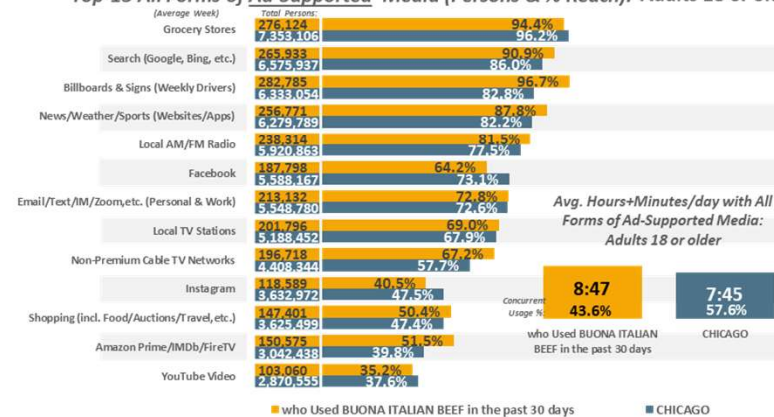


Adults 18 or older who Used BUONA ITALIAN BEEF in the past 30 days spend an average of 8 hours and 47 minutes each day with All Forms of Ad-Supported Media. 81.5% listen to Local AM/FM Radio for an avg. of 69.3 minutes/day. (Local Radio delivers 10.7% of Time with Ad-Supported Media.)

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



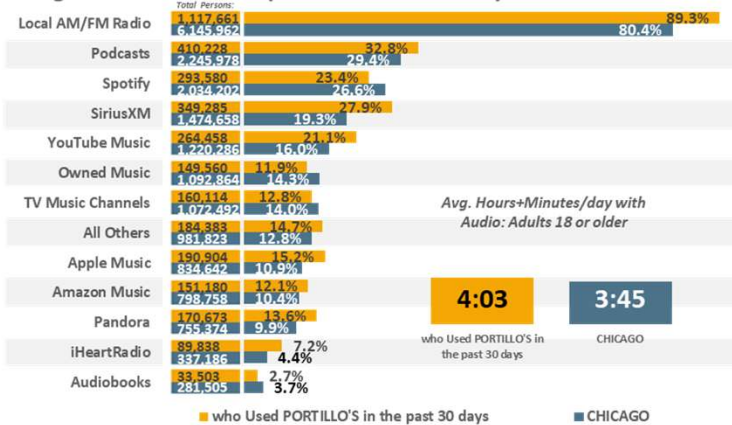
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



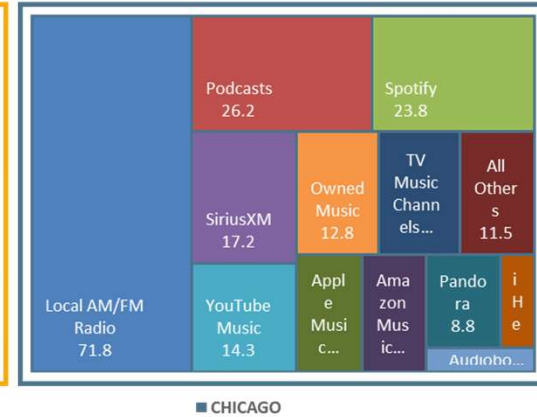
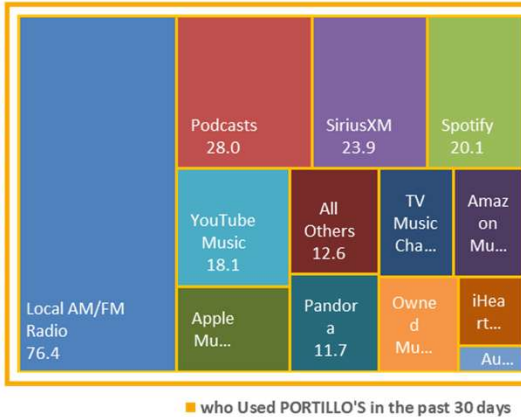


1,072,516 or 85.7% of Adults 18 or older who Used PORTILLO'S in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 72.1 minutes every day representing 40.2% of all time spent daily with Ad-Supported Audio.

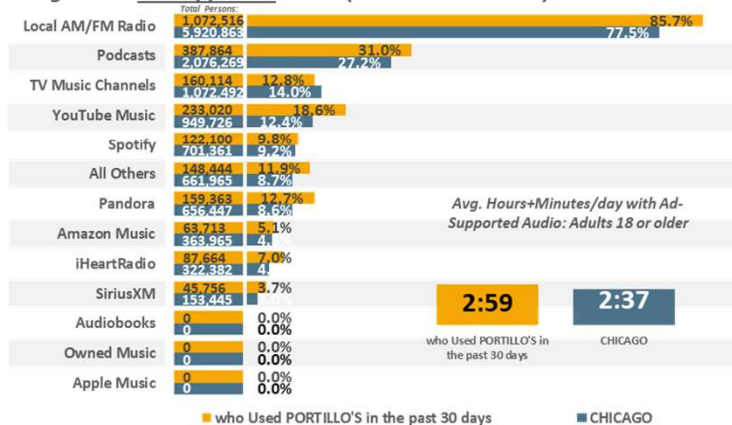
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



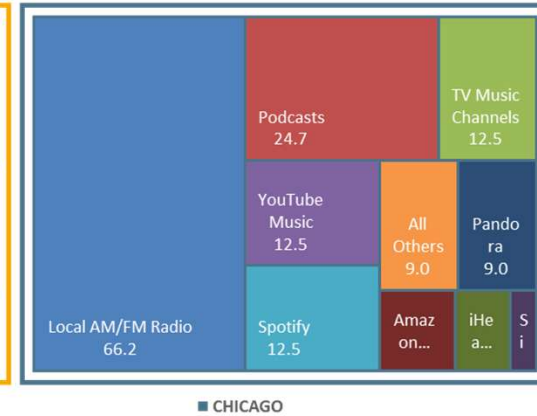
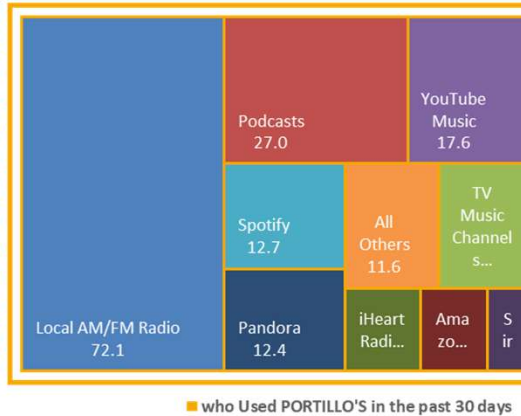
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



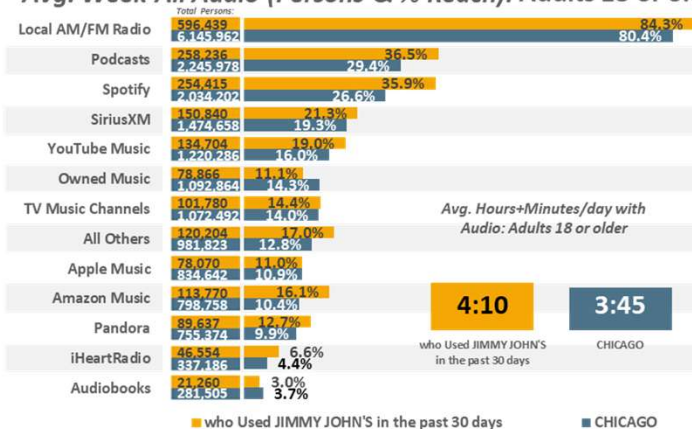
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



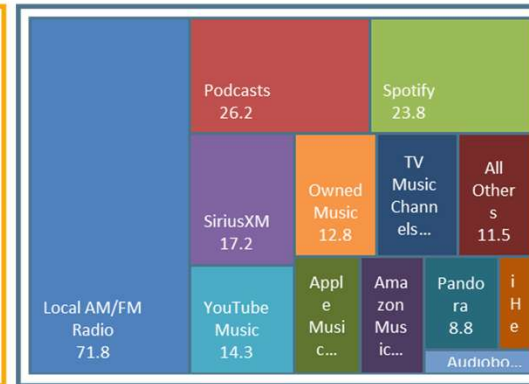
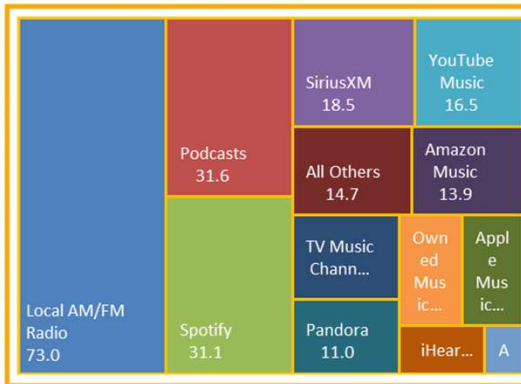


576,835 or 81.5% of Adults 18 or older who Used JIMMY JOHN'S in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 66.3 minutes every day representing 39.1% of all time spent daily with Ad-Supported Audio.

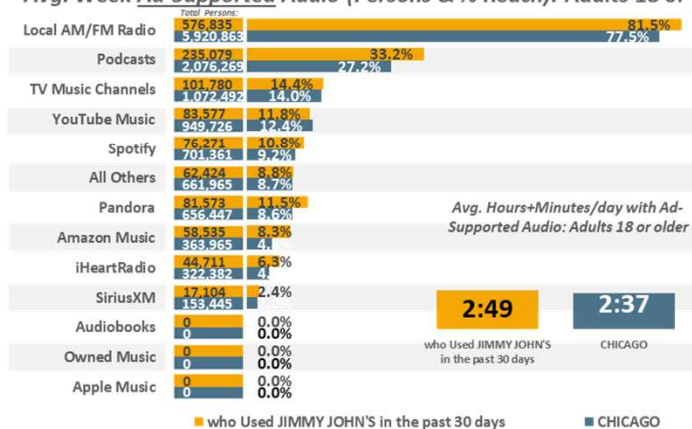
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



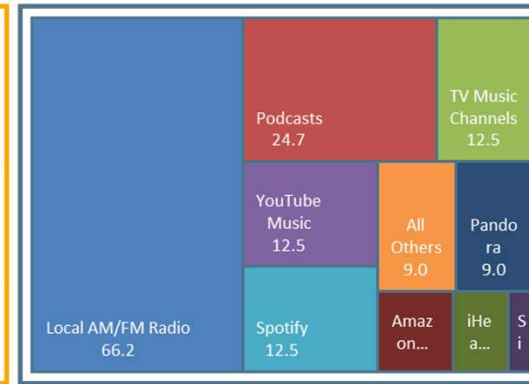
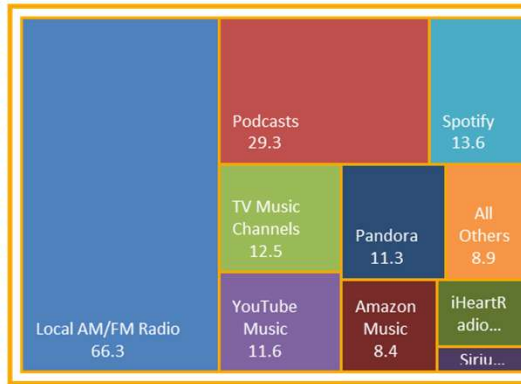
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R1 2026; Feb25-Feb26 Qual Intab 356
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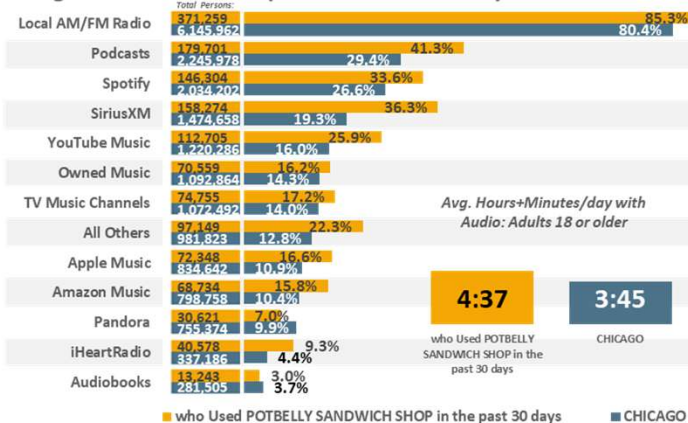
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Jimmy John's

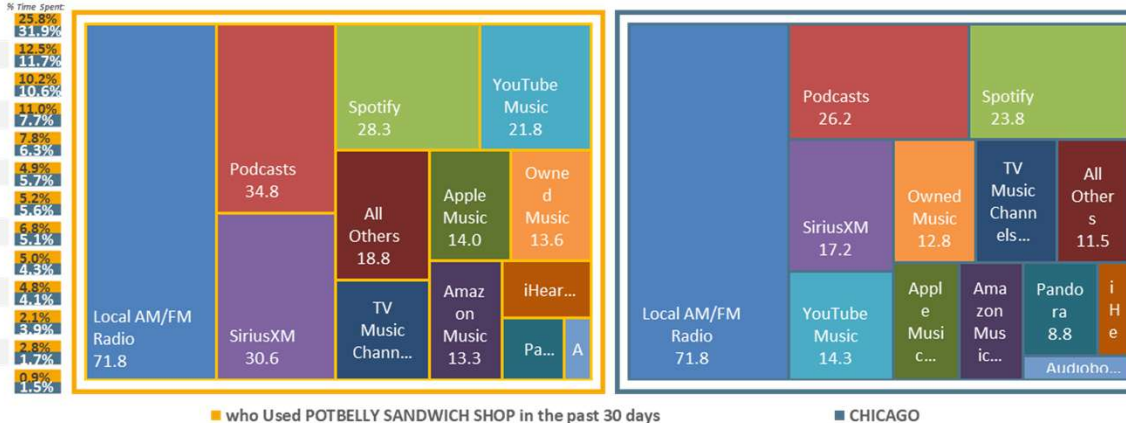


351,527 or 80.7% of Adults 18 or older who Used POTBELLY SANDWICH SHOP in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 64. minutes every day representing 33.4% of all time spent daily with Ad-Supported Audio.

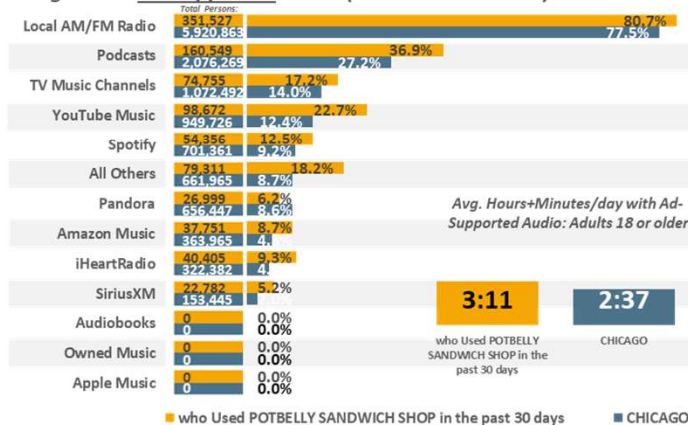
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



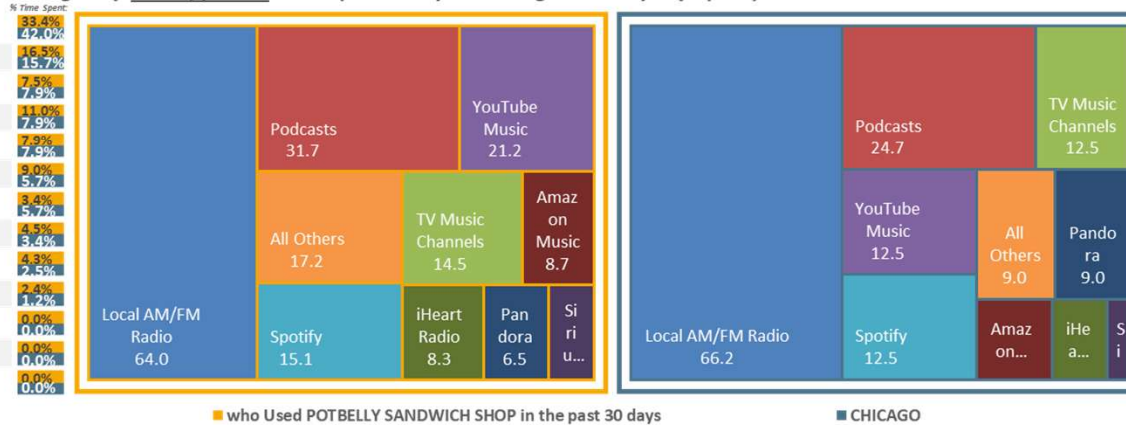
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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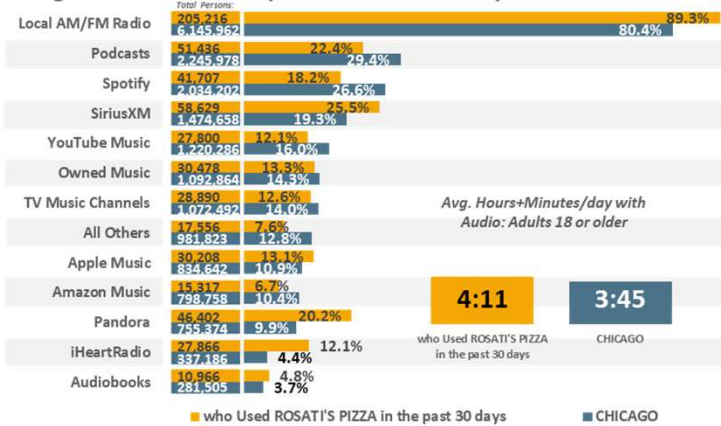
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Quick service restaurants used past 30 days: Potbelly Sandwich Shop

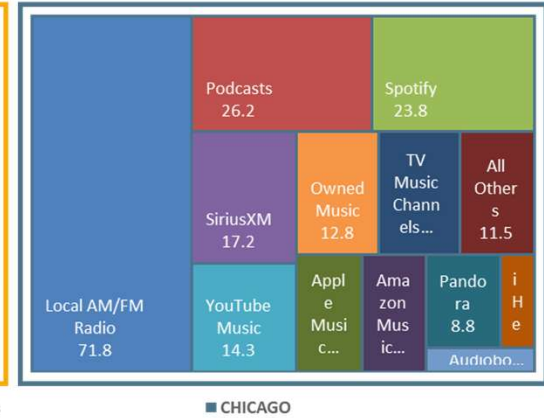
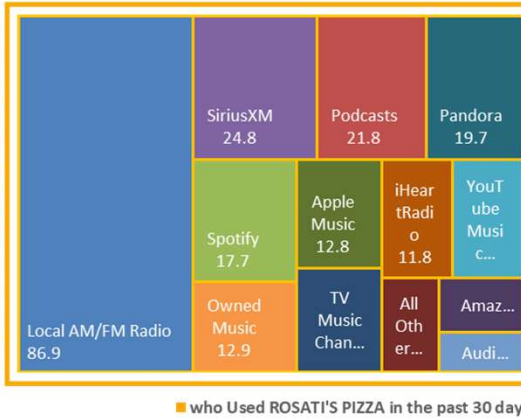


195,010 or 84.9% of Adults 18 or older who Used ROSATI'S PIZZA in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 77.6 minutes every day representing 44.0% of all time spent daily with Ad-Supported Audio.

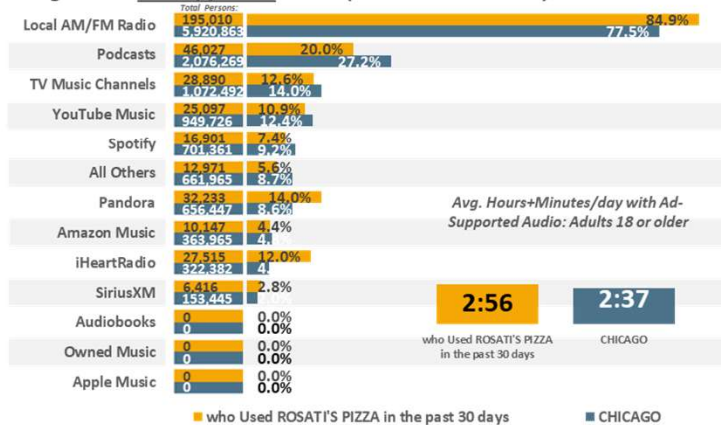
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



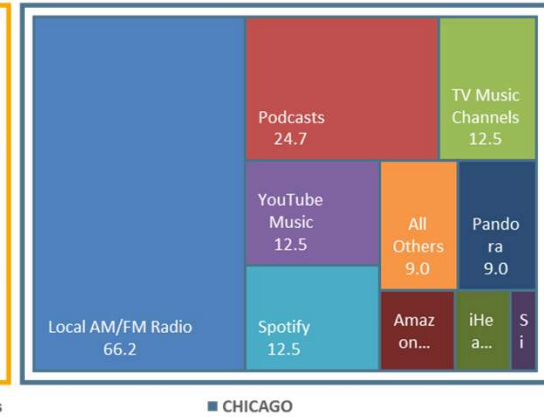
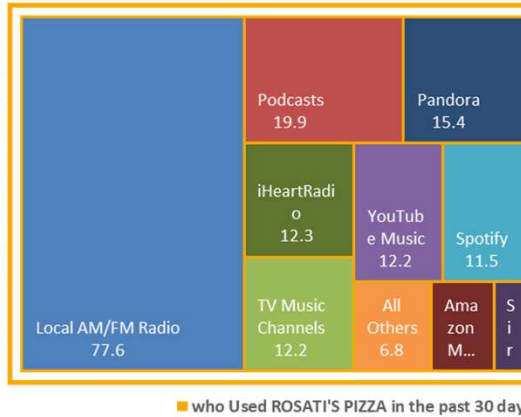
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



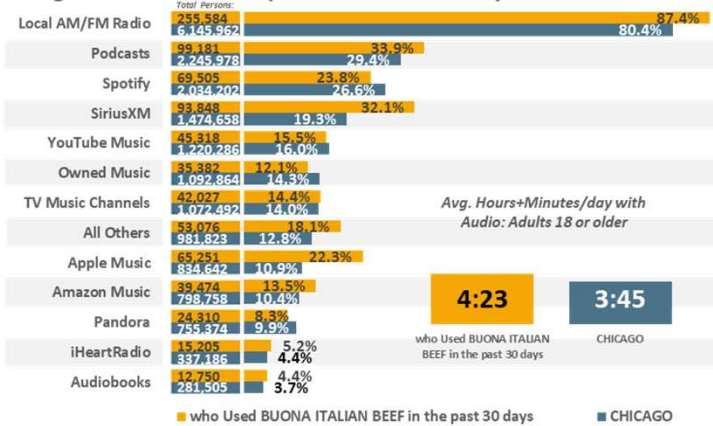
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



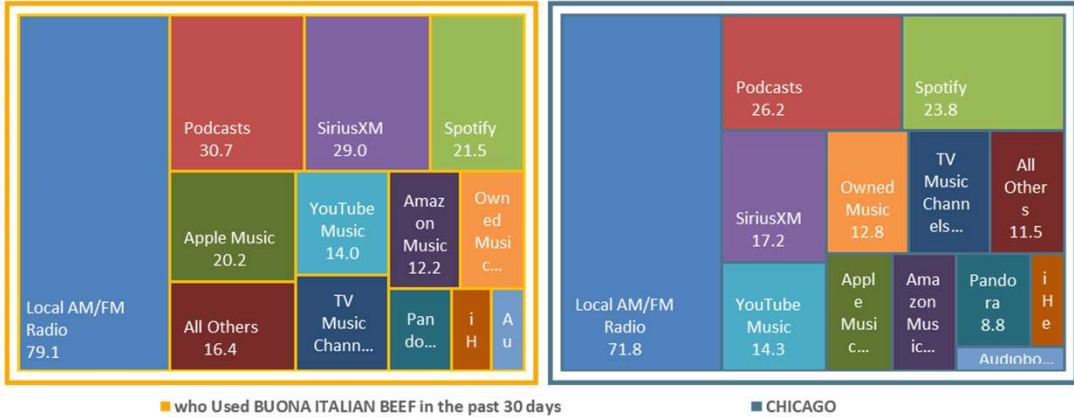


238,314 or 81.5% of Adults 18 or older who Used BUONA ITALIAN BEEF in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 69.3 minutes every day representing 41.1% of all time spent daily with Ad-Supported Audio.

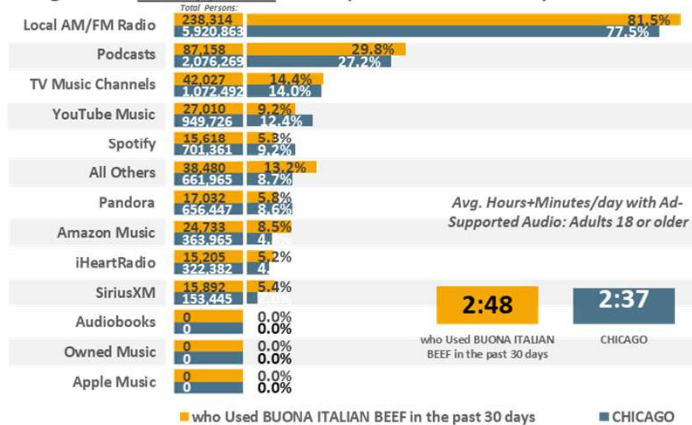
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



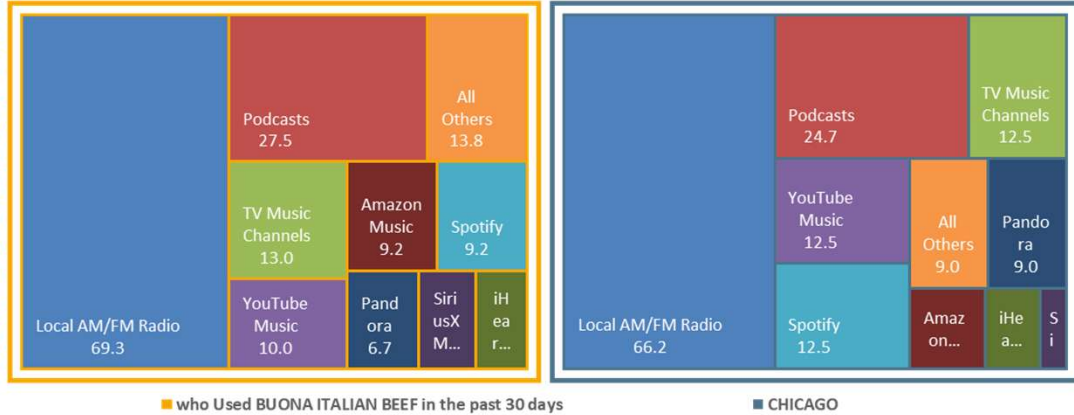
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



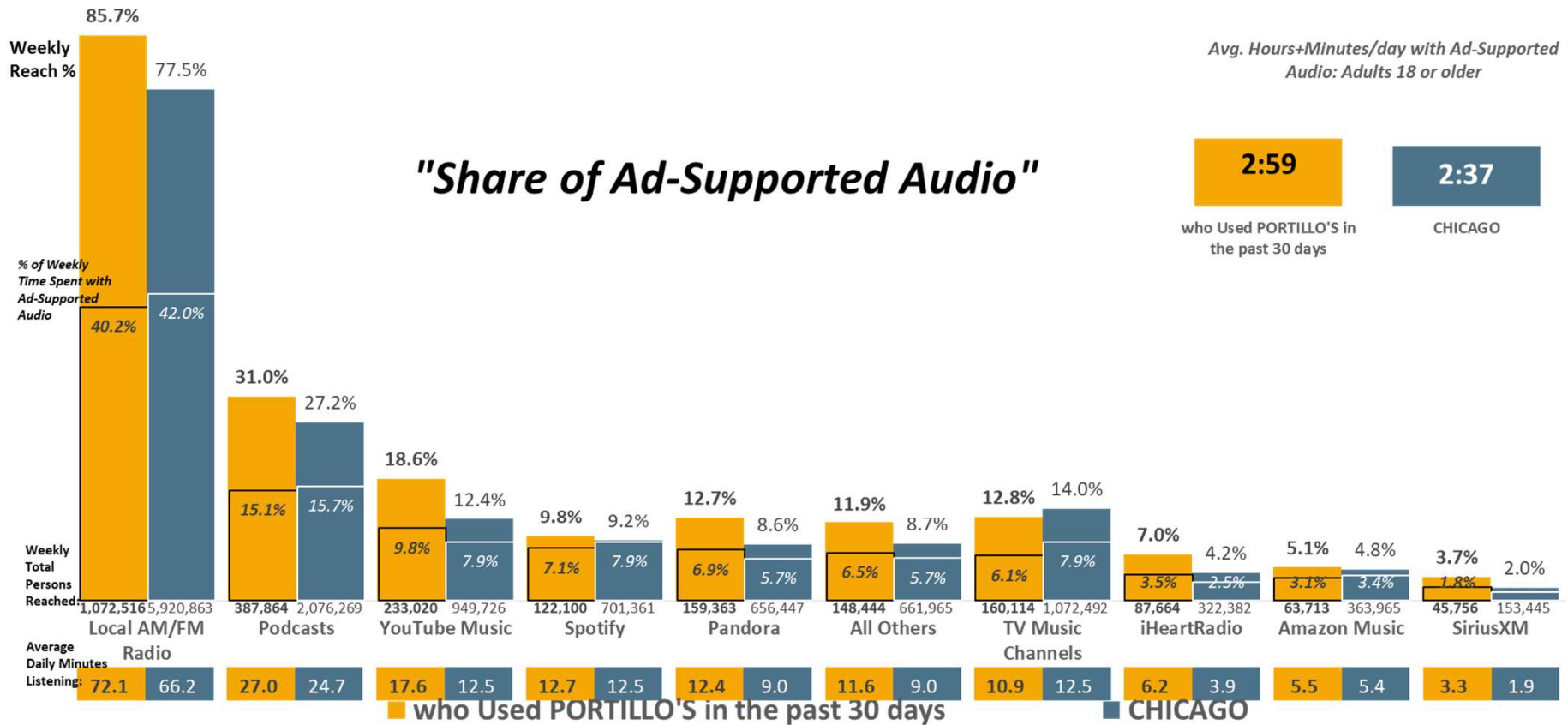
CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 168
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Quick service restaurants used past 30 days: Buona

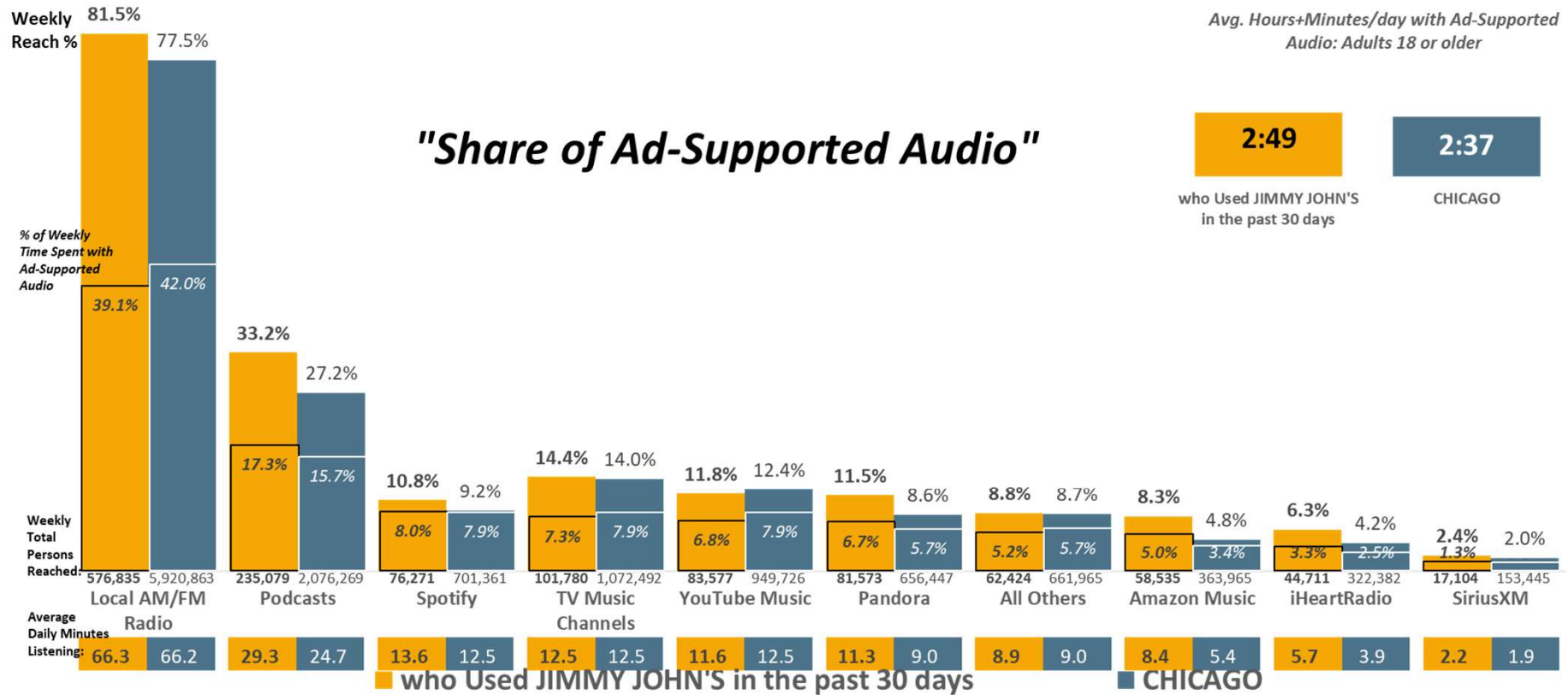


1,072,516 or 85.7% of Adults 18 or older who Used PORTILLO'S in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 72.1 minutes every day representing 40.2% of all time spent daily with Ad-Supported Audio.



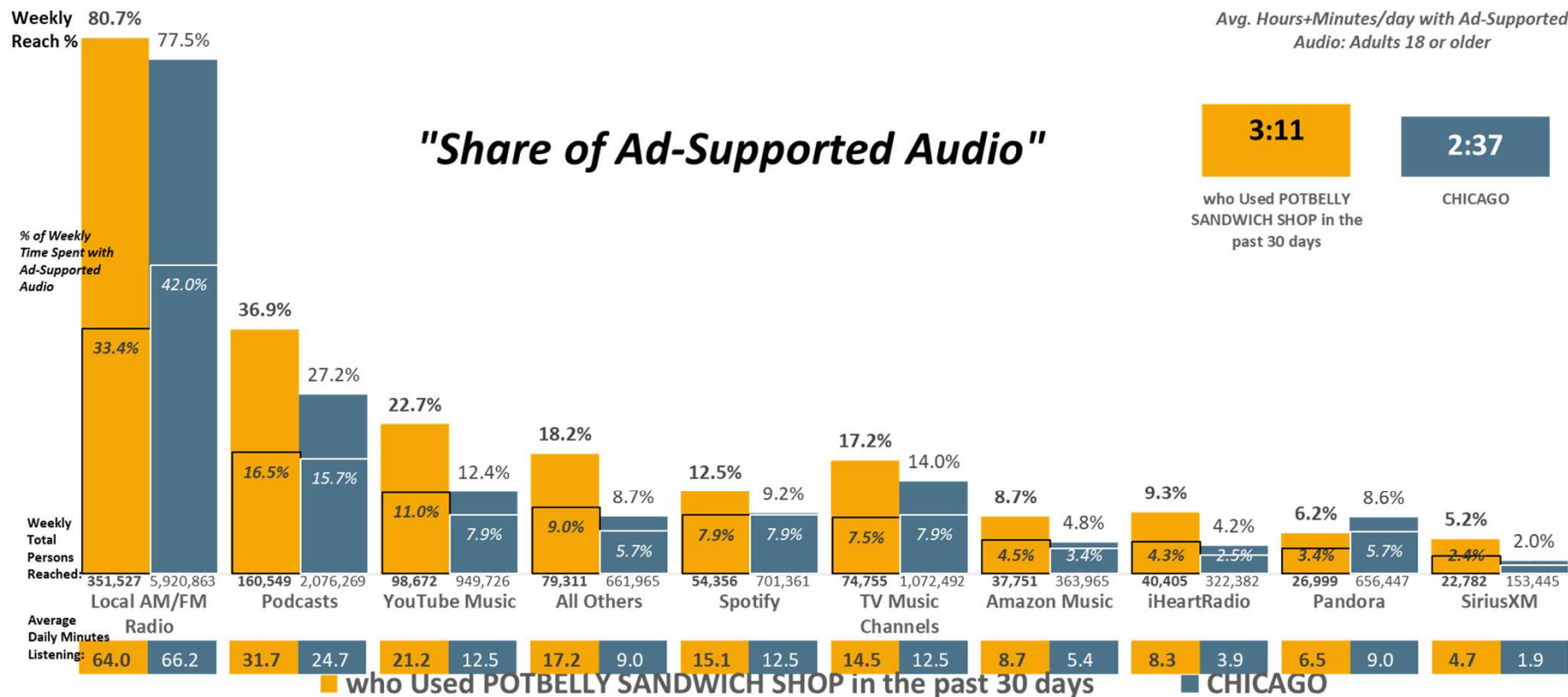


576,835 or 81.5% of Adults 18 or older who Used JIMMY JOHN'S in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 66.3 minutes every day representing 39.1% of all time spent daily with Ad-Supported Audio.



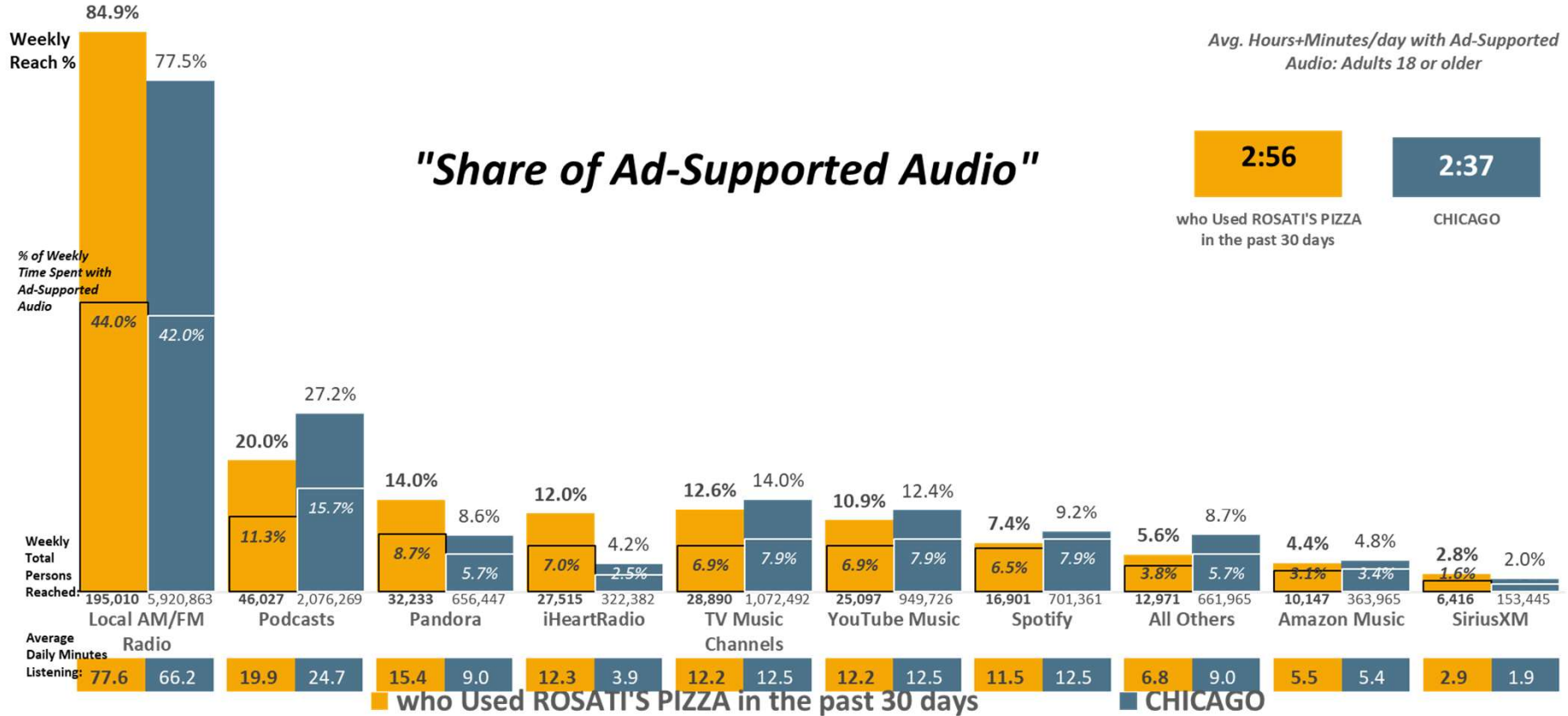


351,527 or 80.7% of Adults 18 or older who Used POTBELLY SANDWICH SHOP in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 64. minutes every day representing 33.4% of all time spent daily with Ad-Supported Audio.



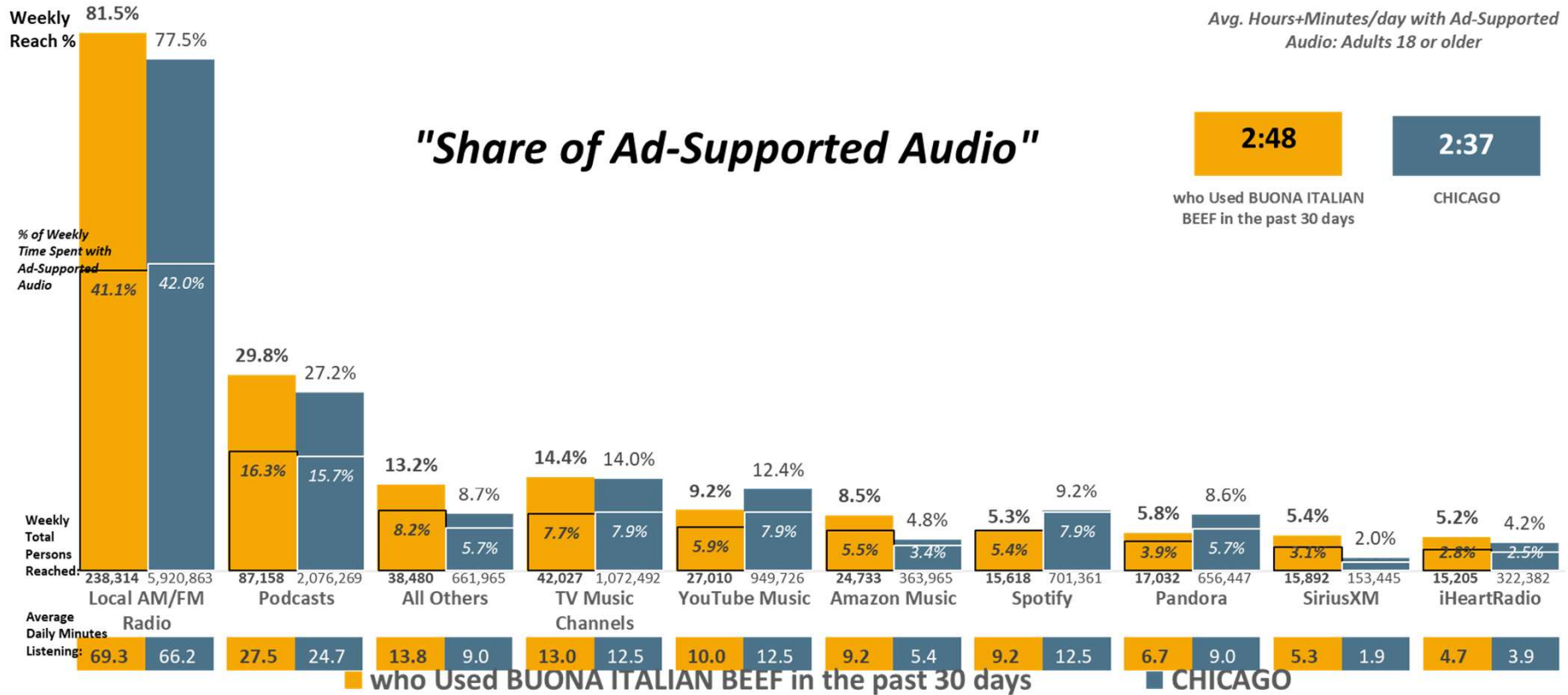


195,010 or 84.9% of Adults 18 or older who Used ROSATI'S PIZZA in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 77.6 minutes every day representing 44.0% of all time spent daily with Ad-Supported Audio.





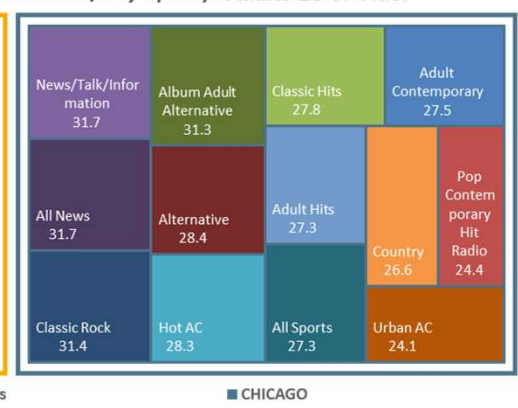
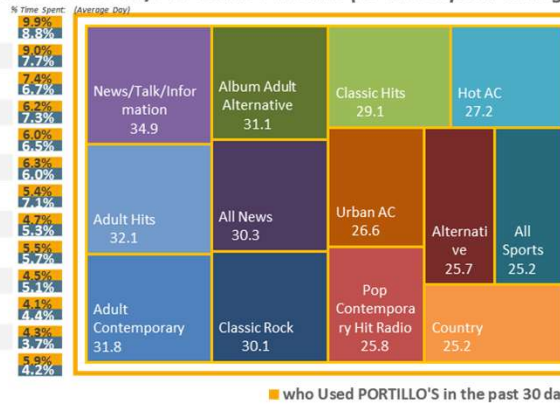
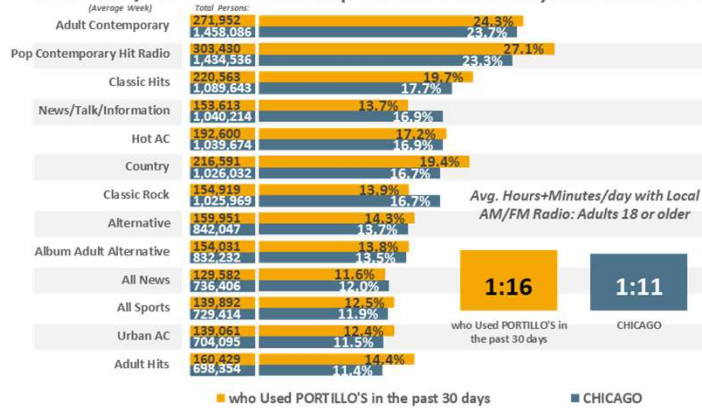
238,314 or 81.5% of Adults 18 or older who Used BUONA ITALIAN BEEF in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 69.3 minutes every day representing 41.1% of all time spent daily with Ad-Supported Audio.



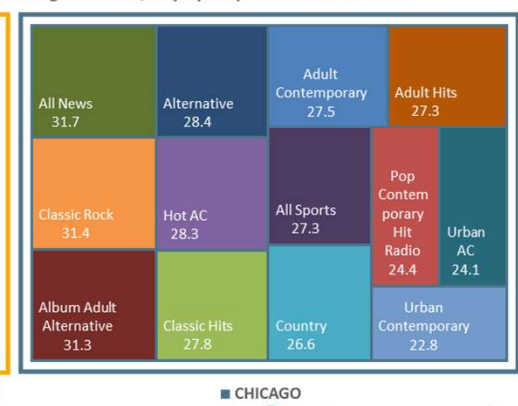
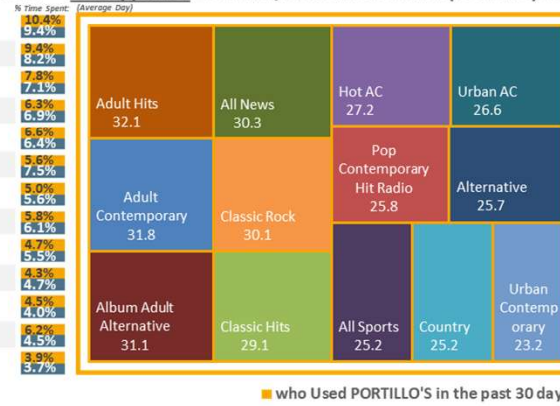
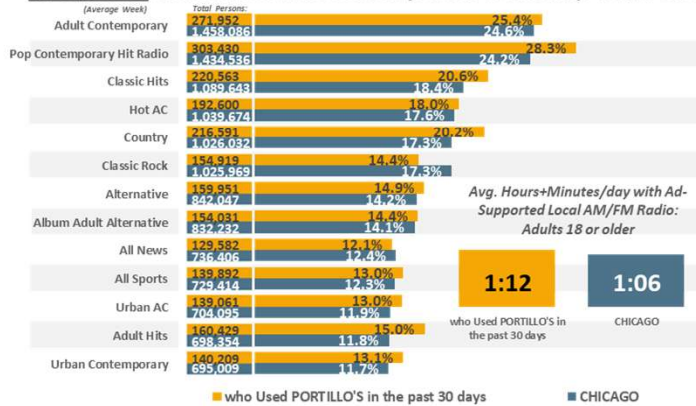


1,072,516 or 85.7% of Adults 18 or older who Used PORTILLO'S in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Classic Hits, Country, and Hot AC.

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



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



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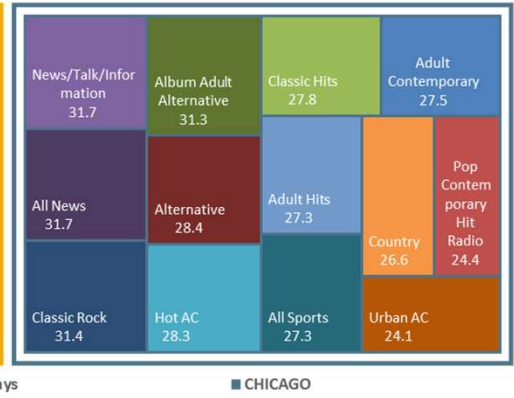
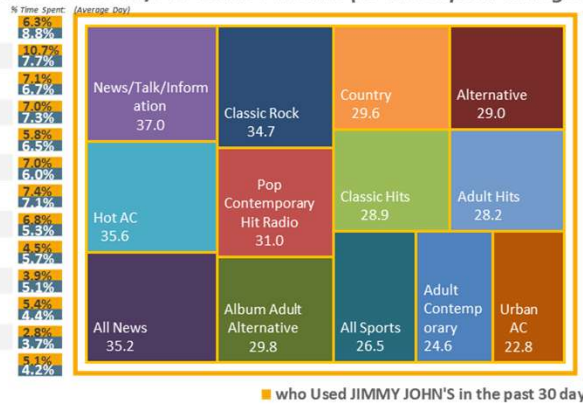
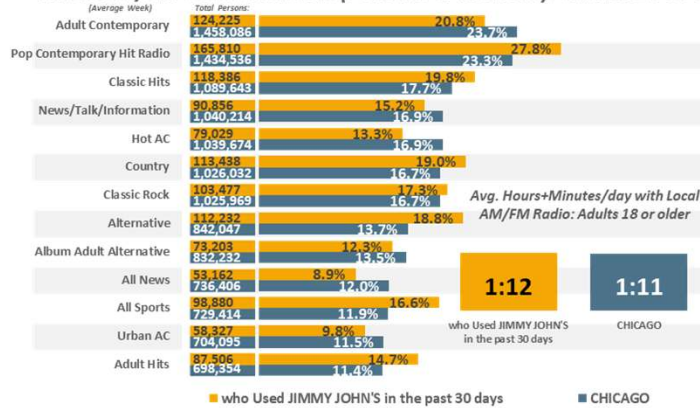
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Quick service restaurants used past 30 days: Portillo's

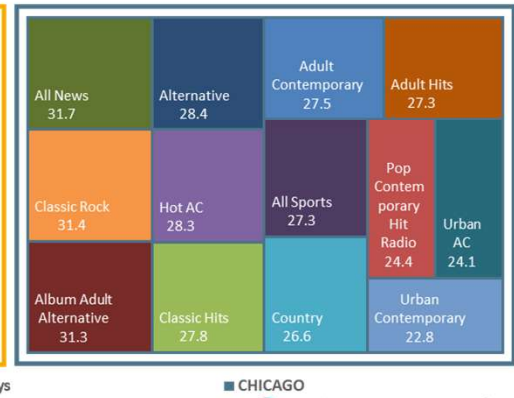
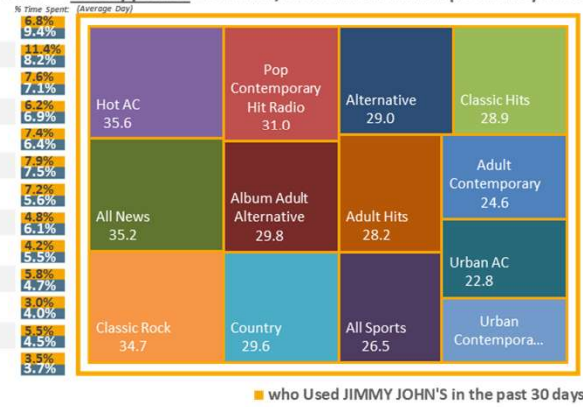
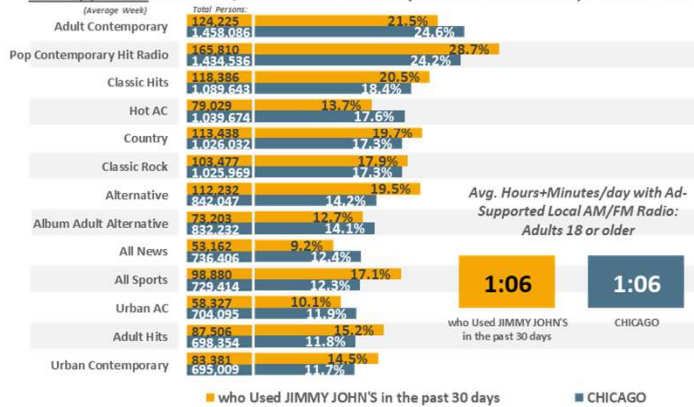


576,835 or 81.5% of Adults 18 or older who Used JIMMY JOHN'S in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Classic Hits, Country, and Alternative.

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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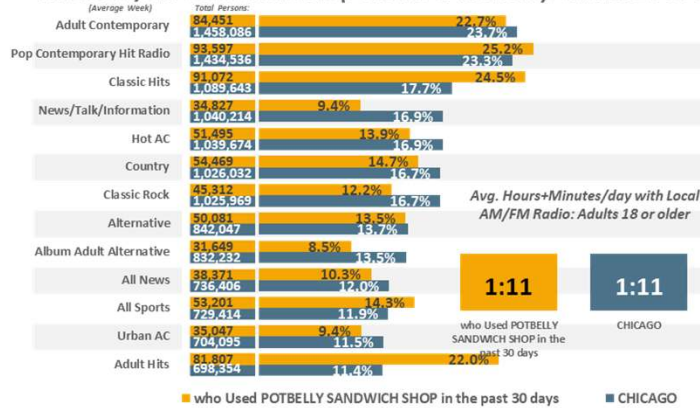
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Quick service restaurants used past 30 days: Jimmy John's



351,527 or 80.7% of Adults 18 or older who Used POTBELLY SANDWICH SHOP in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Classic Hits, Adult Contemporary, Adult Hits, and Mexican Regional.

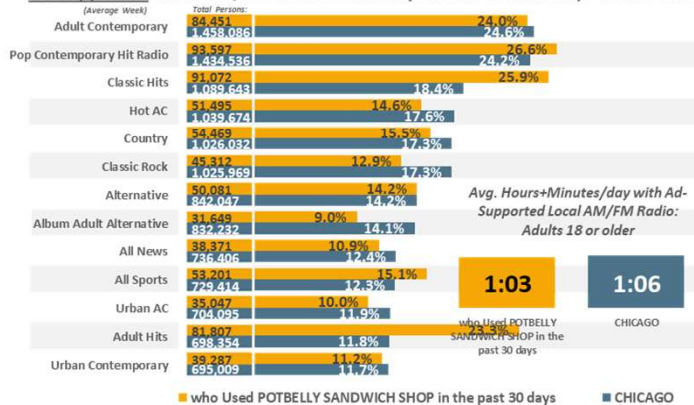
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



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



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



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



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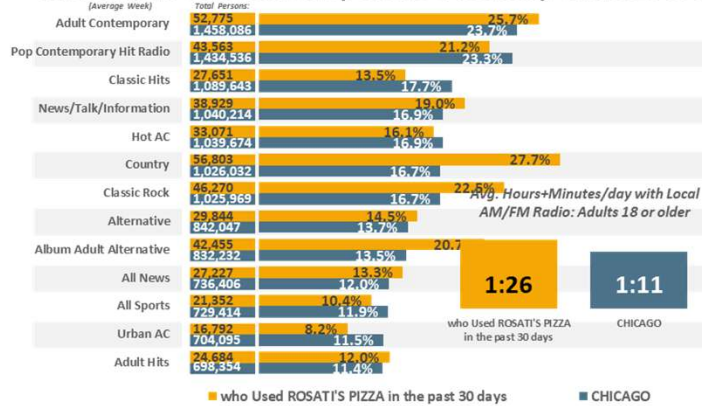
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Quick service restaurants used past 30 days: Potbelly Sandwich Shop

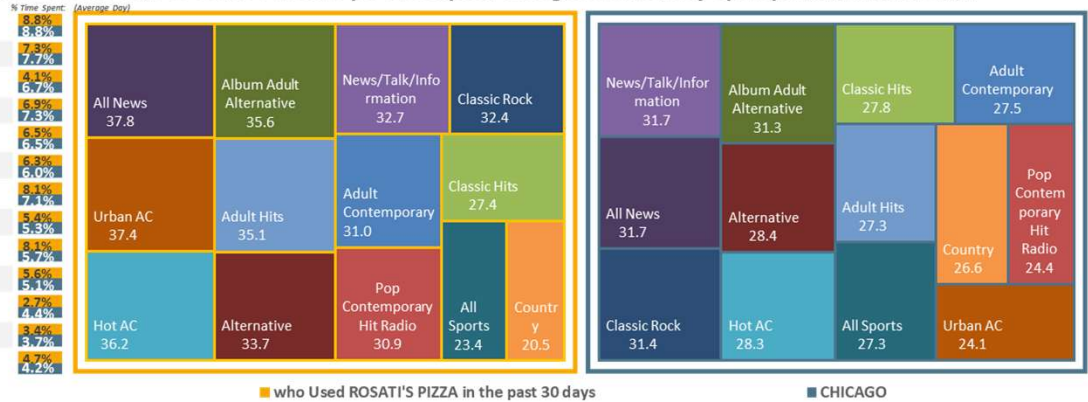


195,010 or 84.9% of Adults 18 or older who Used ROSATI'S PIZZA in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Classic Rock, Pop Contemporary Hit Radio, and Album Adult Alternative.

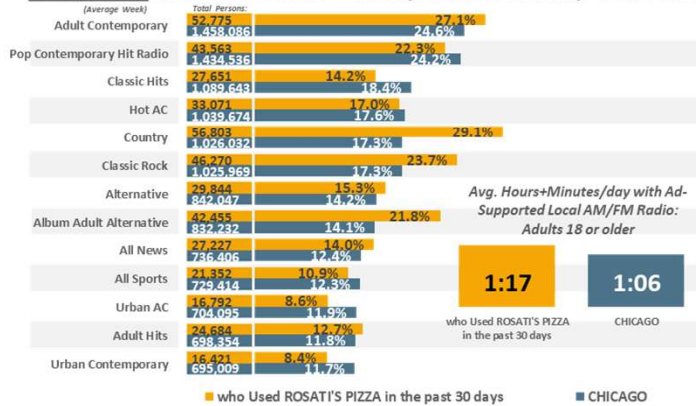
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



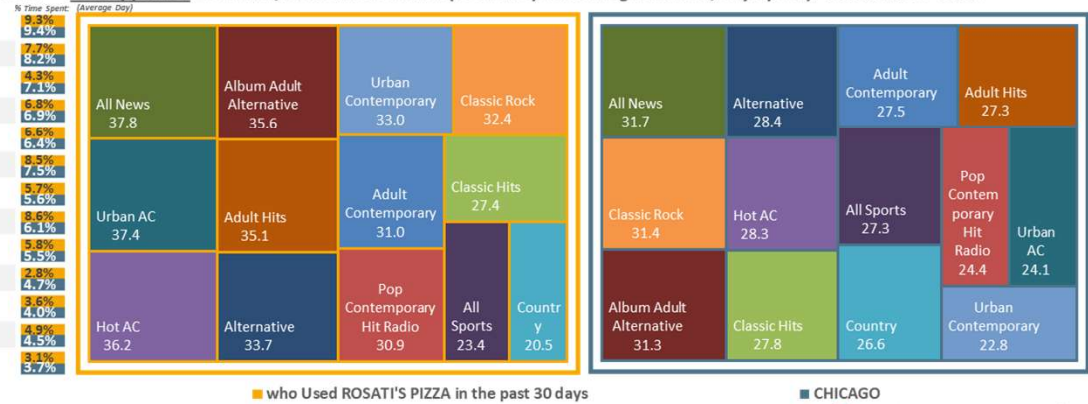
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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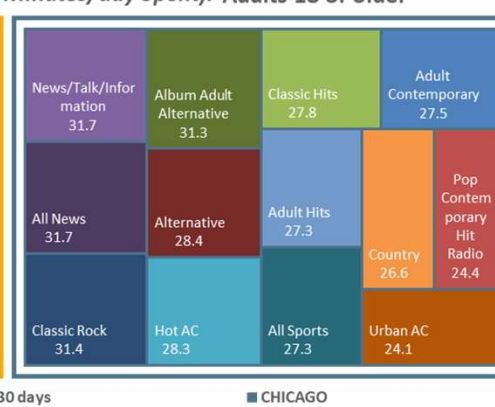
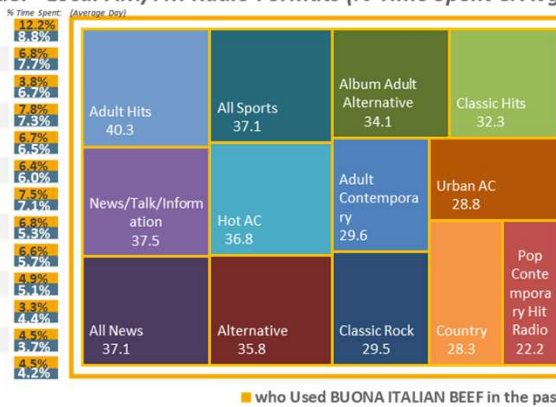
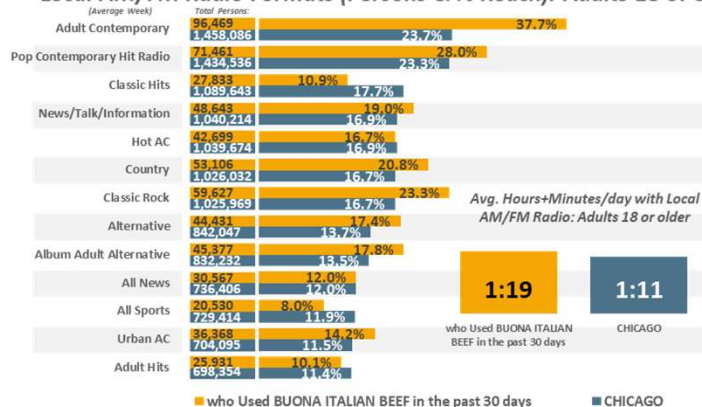
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Quick service restaurants used past 30 days: Rosati's Pizza

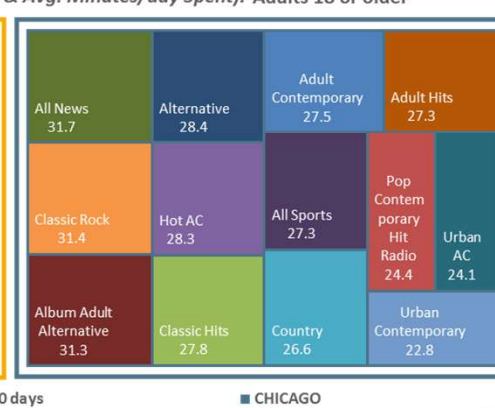
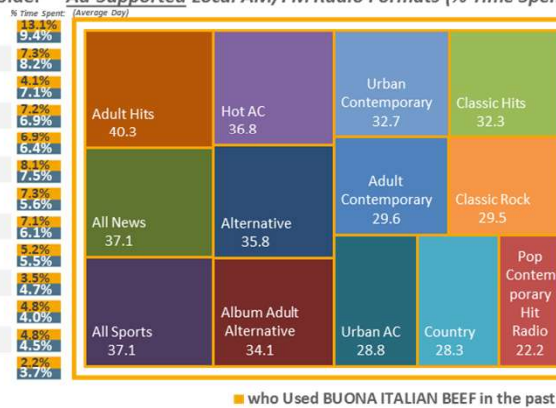
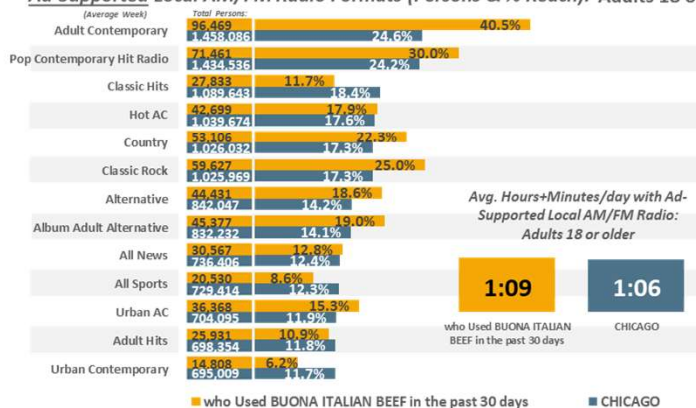


238,314 or 81.5% of Adults 18 or older who Used BUONA ITALIAN BEEF in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Rock, Country, and Album Adult Alternative.

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**

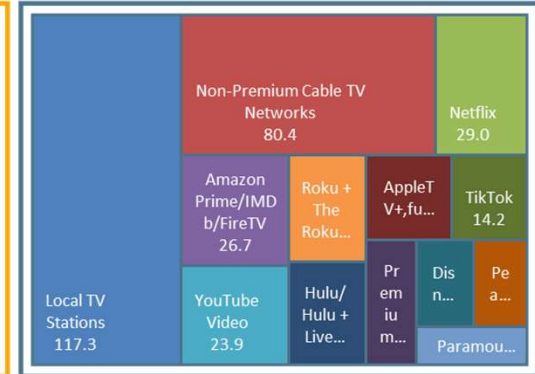
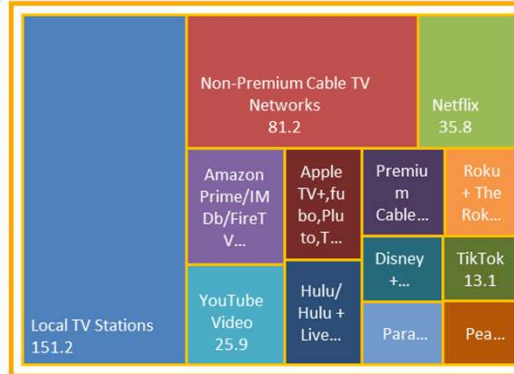
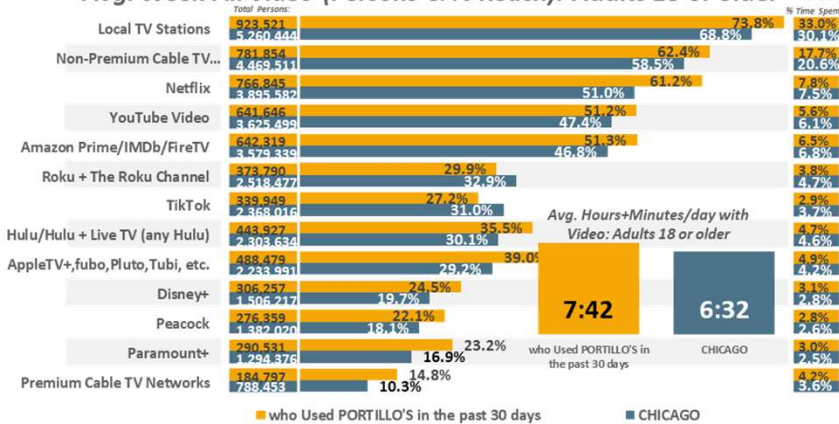




903,447 or 72.2% of Adults 18 or older who Used PORTILLO'S in the past 30 days watch Ad-Supported Local TV Stations for an average of 145.1 minutes every day representing 38.6% of all time spent daily with Ad-Supported Video.

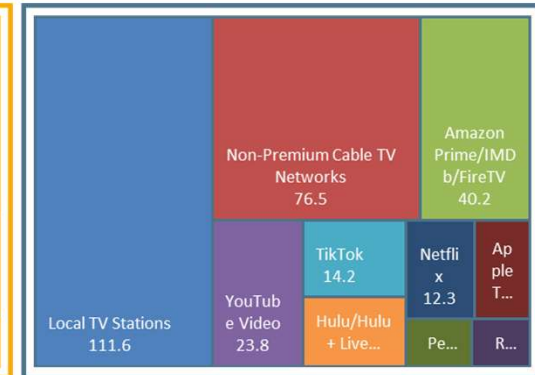
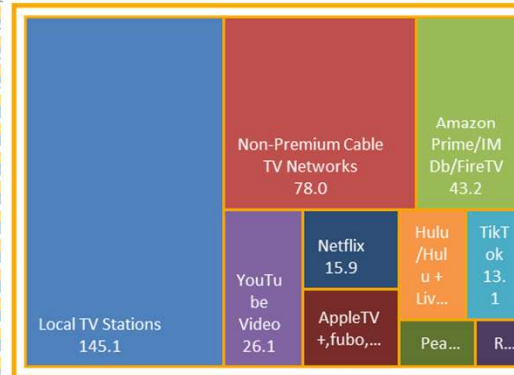
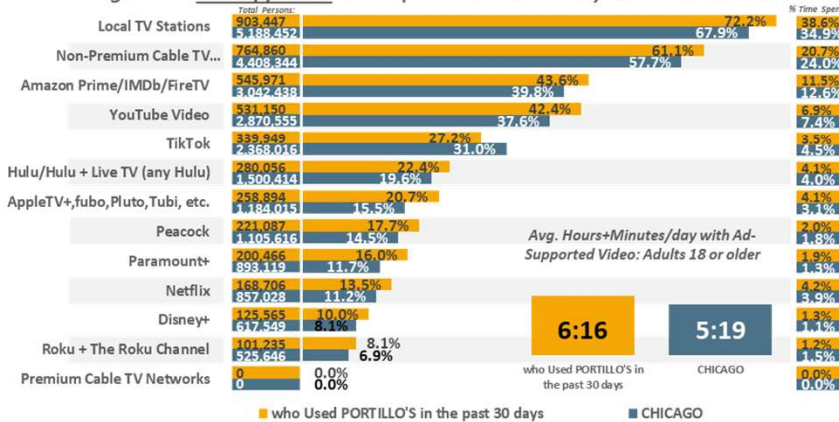
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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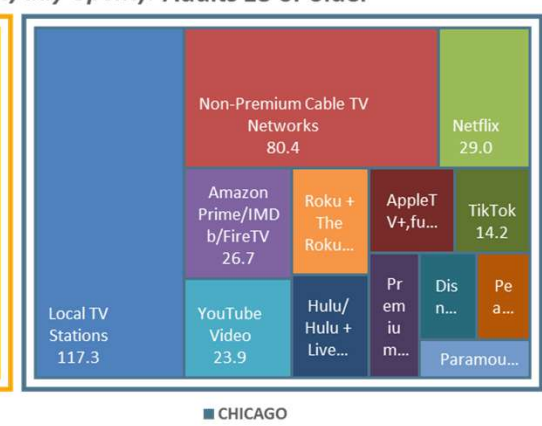
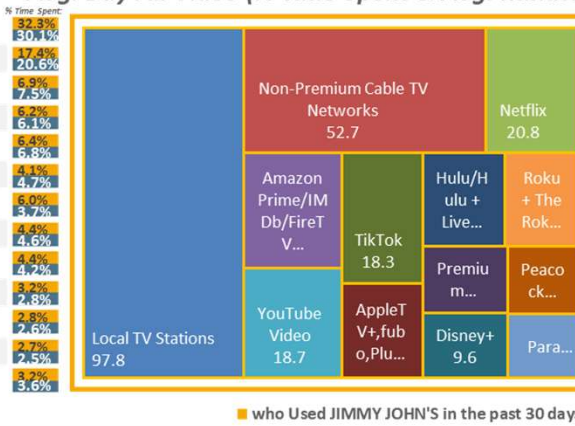
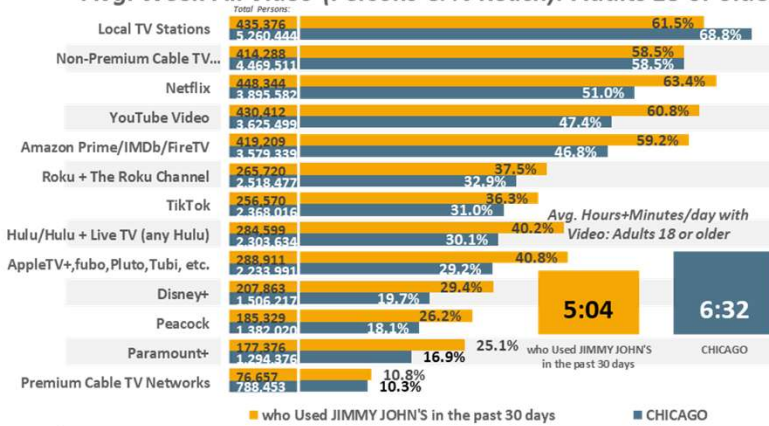
Quick service restaurants used past 30 days: Portillo's



430,182 or 60.8% of Adults 18 or older who Used JIMMY JOHN'S in the past 30 days watch Ad-Supported Local TV Stations for an average of 93.3 minutes every day representing 37.7% of all time spent daily with Ad-Supported Video.

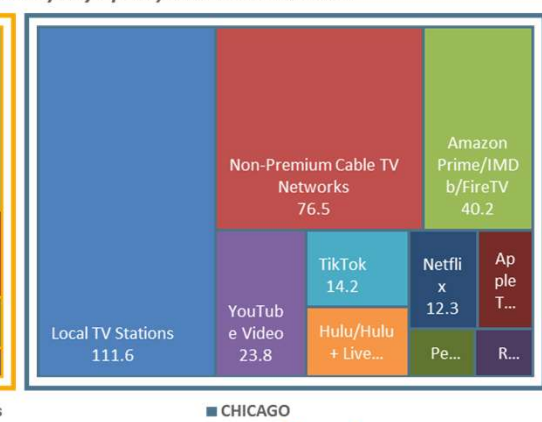
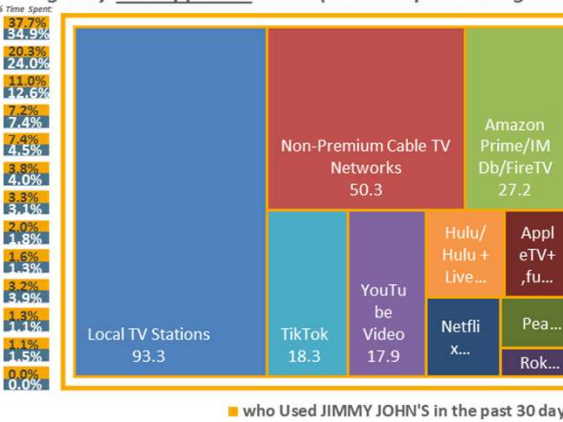
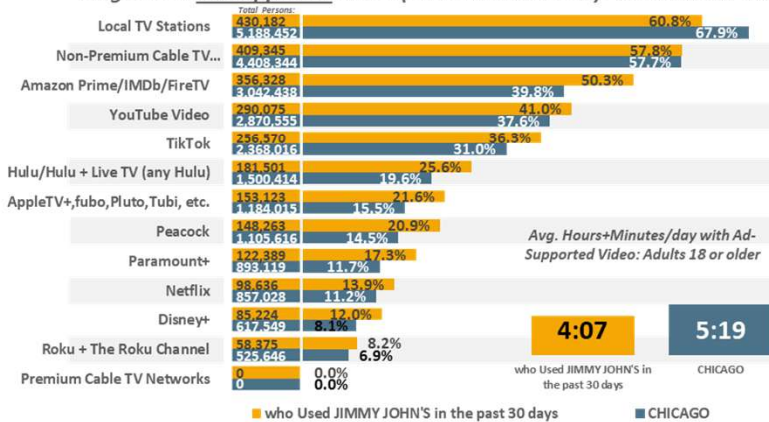
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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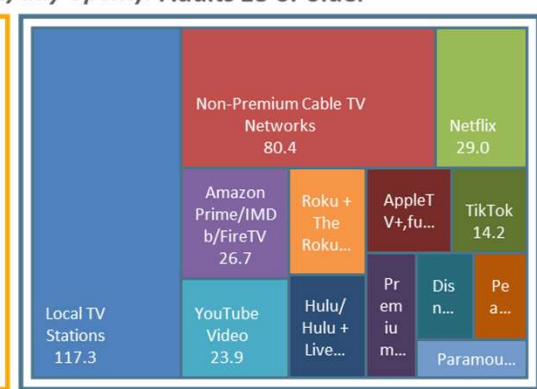
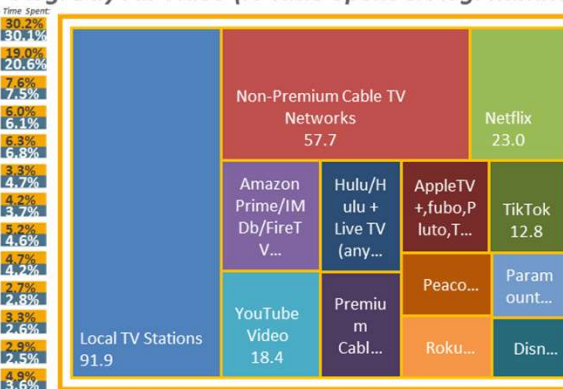
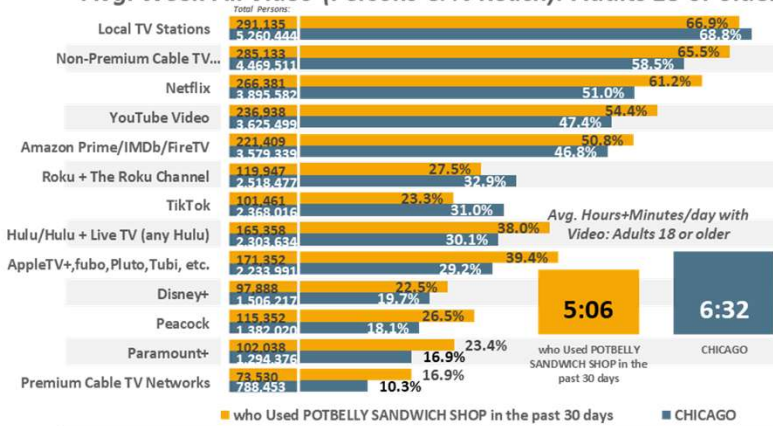
Quick service restaurants used past 30 days: Jimmy John's



285,146 or 65.5% of Adults 18 or older who Used POTBELLY SANDWICH SHOP in the past 30 days watch Ad-Supported Local TV Stations for an average of 87.4 minutes every day representing 34.9% of all time spent daily with Ad-Supported Video.

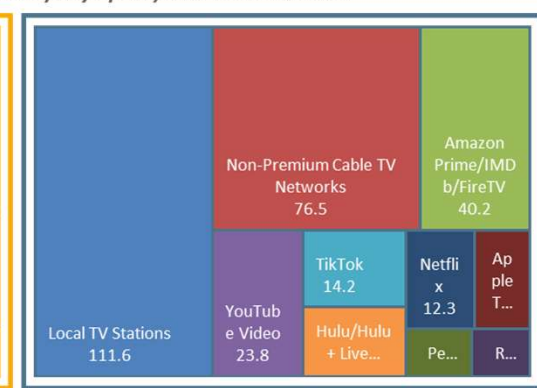
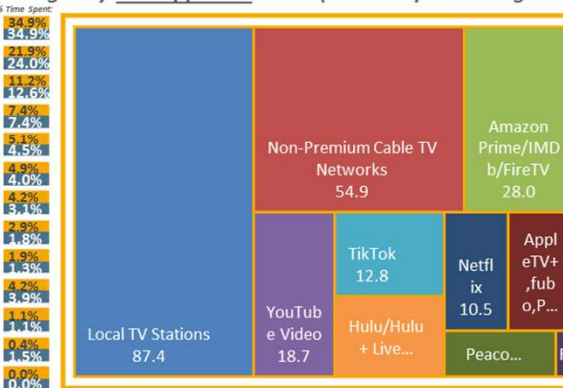
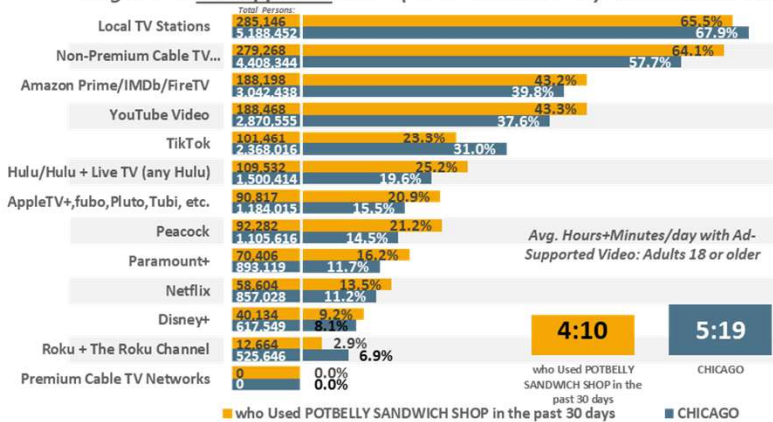
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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

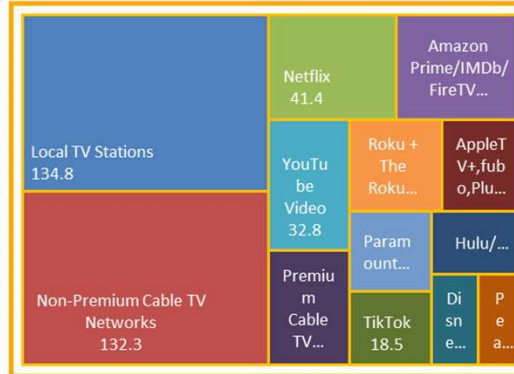
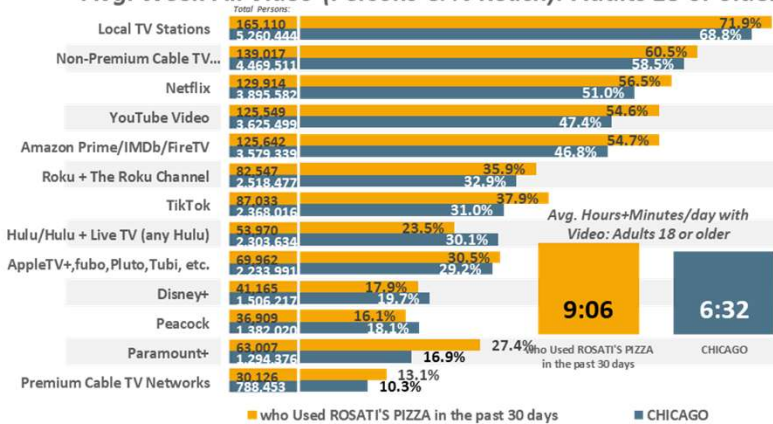




162,055 or 70.5% of Adults 18 or older who Used ROSATI'S PIZZA in the past 30 days watch Ad-Supported Local TV Stations for an average of 123.2 minutes every day representing 27.2% of all time spent daily with Ad-Supported Video.

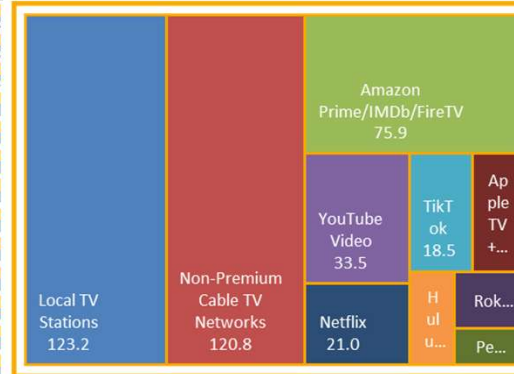
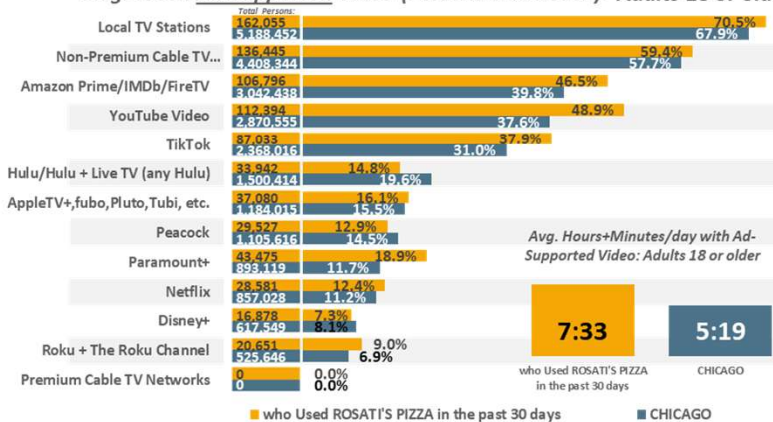
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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

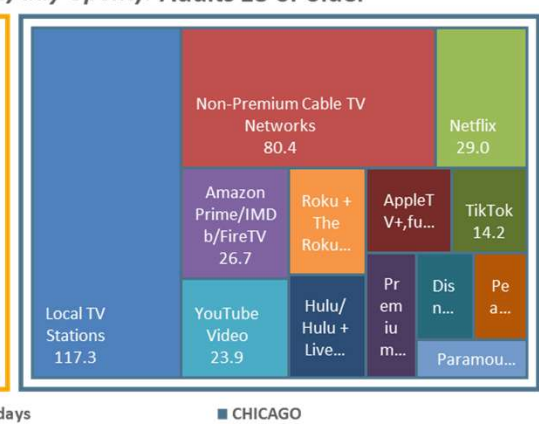
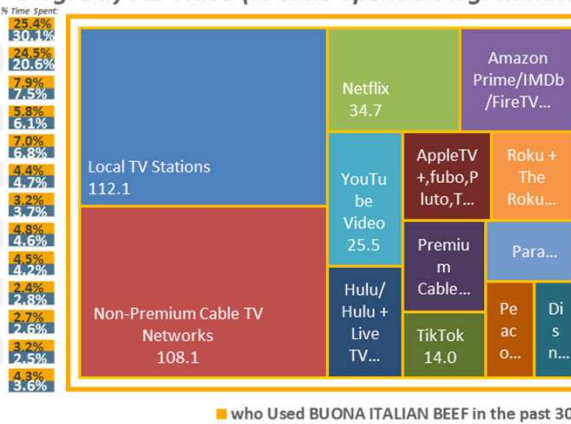
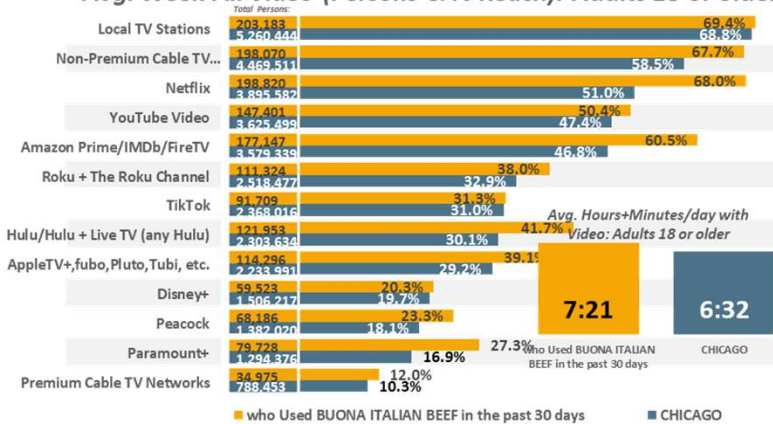




201,796 or 69.% of Adults 18 or older who Used BUONA ITALIAN BEEF in the past 30 days watch Ad-Supported Local TV Stations for an average of 105.6 minutes every day representing 29.8% of all time spent daily with Ad-Supported Video.

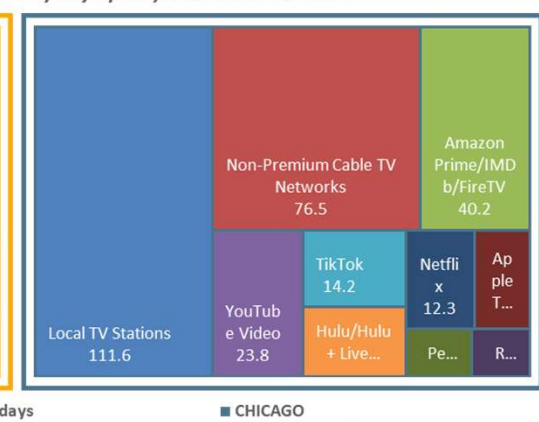
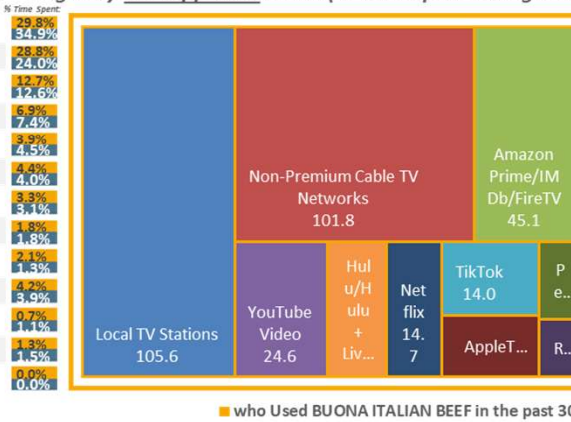
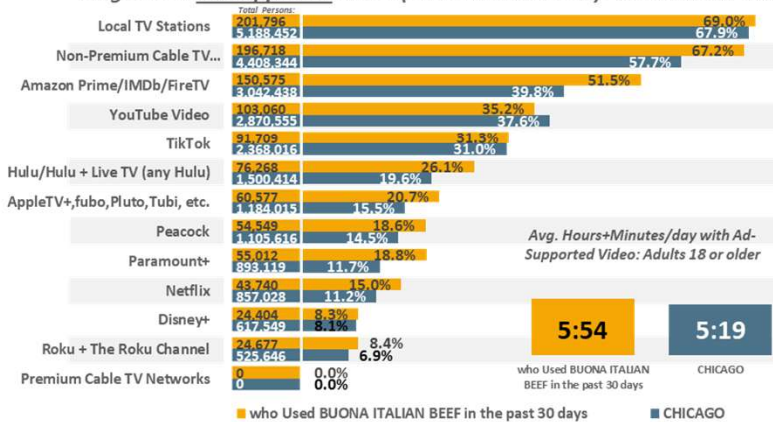
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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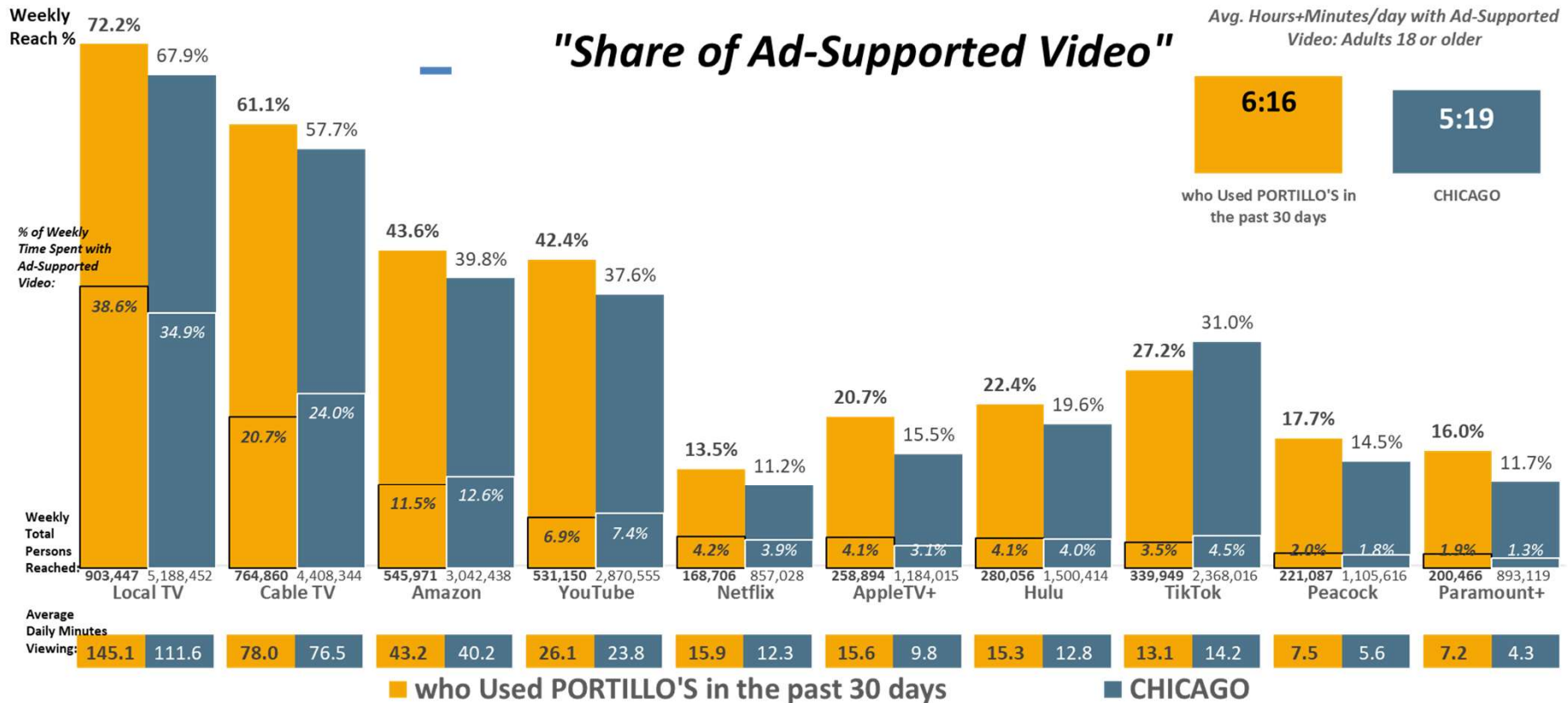
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Quick service restaurants used past 30 days: Buona



903,447 or 72.2% of Adults 18 or older who Used PORTILLO'S in the past 30 days watch Ad-Supported Local TV Stations for an average of 145.1 minutes every day representing 38.6% of all time spent daily with Ad-Supported Video.

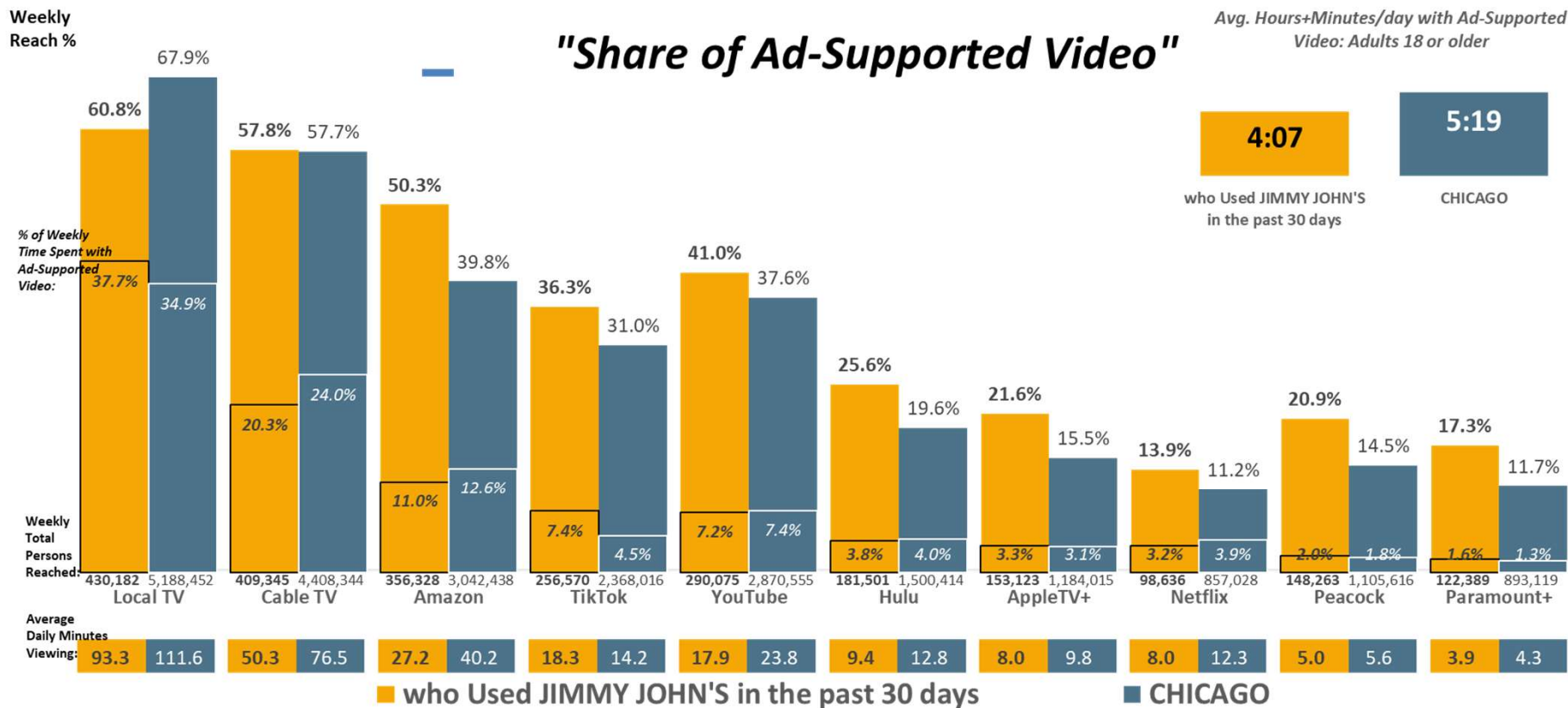
"Share of Ad-Supported Video"





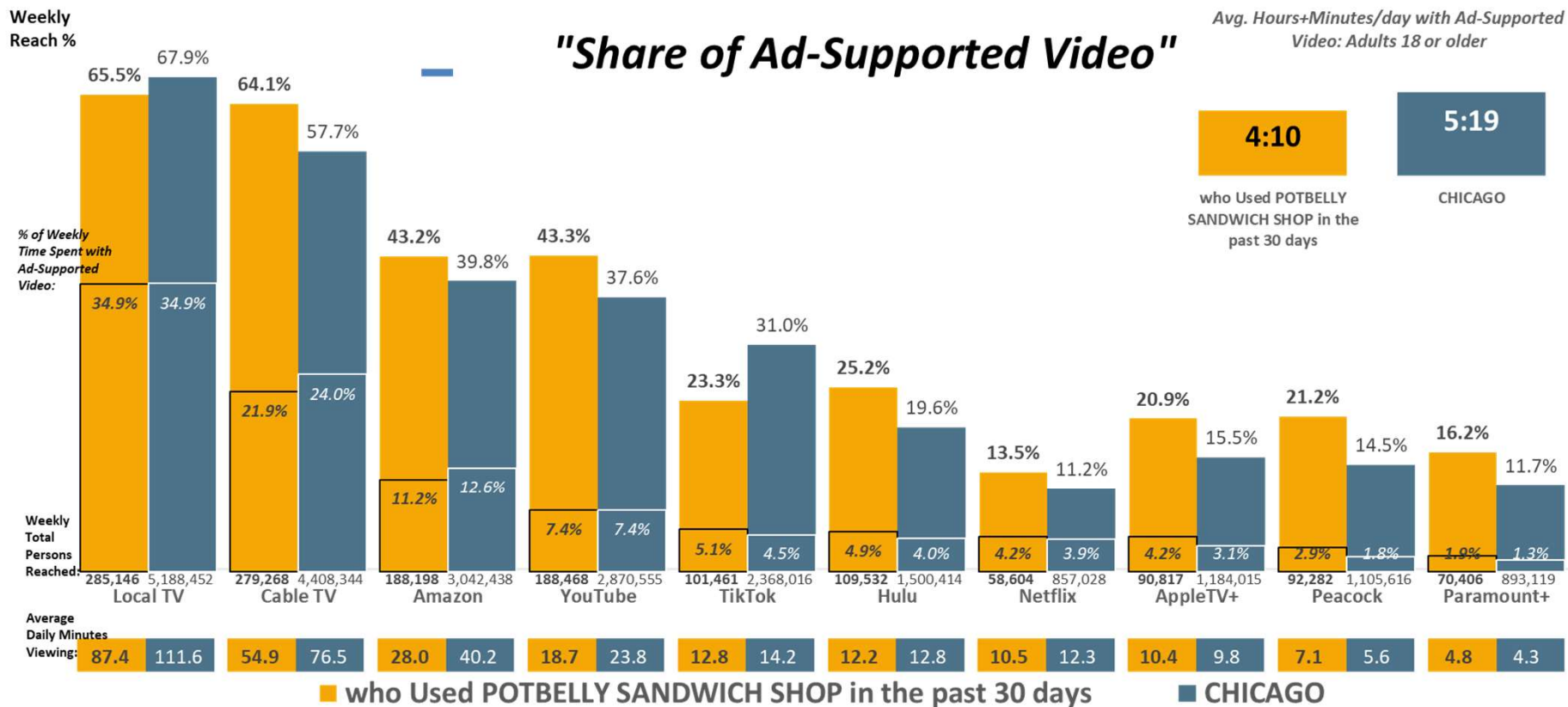
430,182 or 60.8% of Adults 18 or older who Used JIMMY JOHN'S in the past 30 days watch Ad-Supported Local TV Stations for an average of 93.3 minutes every day representing 37.7% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"





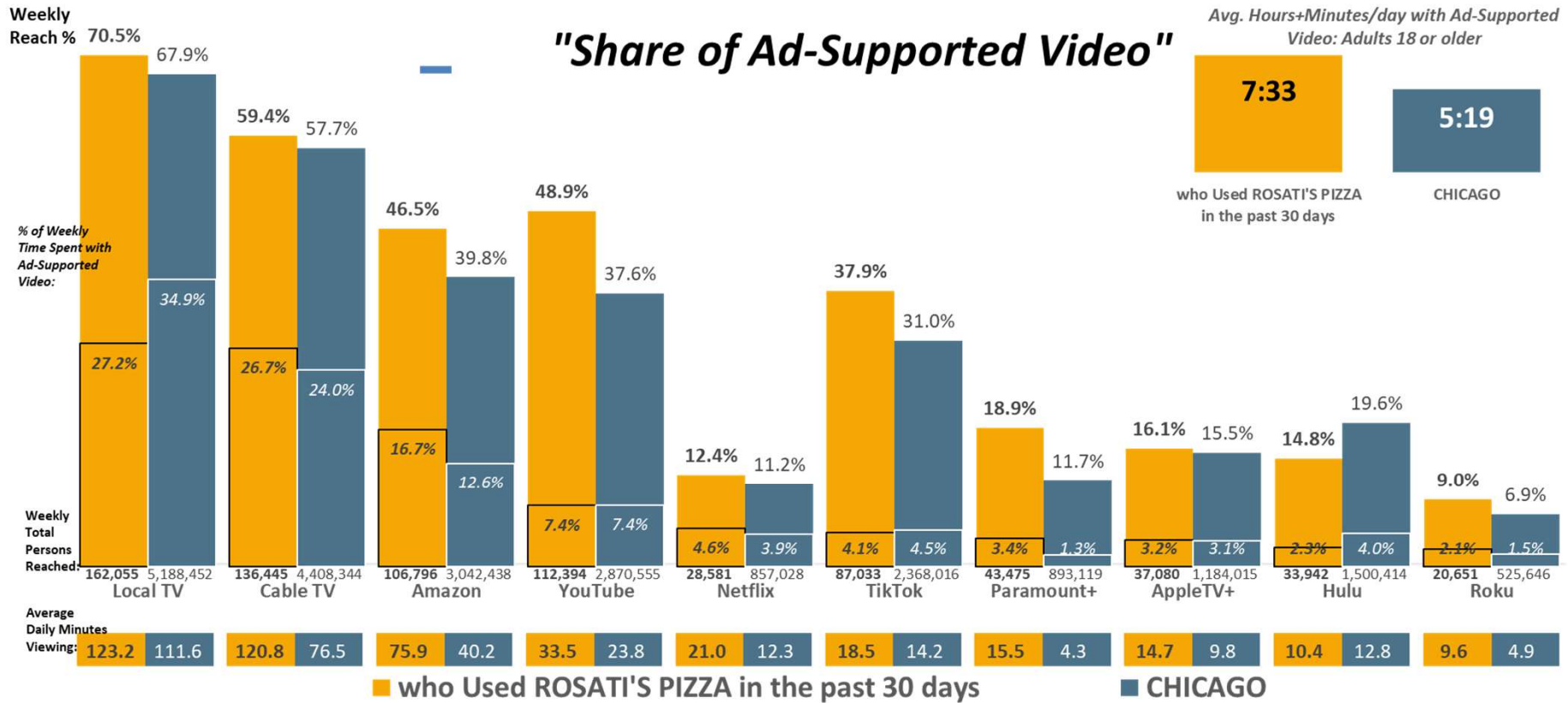
285,146 or 65.5% of Adults 18 or older who Used POTBELLY SANDWICH SHOP in the past 30 days watch Ad-Supported Local TV Stations for an average of 87.4 minutes every day representing 34.9% of all time spent daily with Ad-Supported Video.





162,055 or 70.5% of Adults 18 or older who Used ROSATI'S PIZZA in the past 30 days watch Ad-Supported Local TV Stations for an average of 123.2 minutes every day representing 27.2% of all time spent daily with Ad-Supported Video.

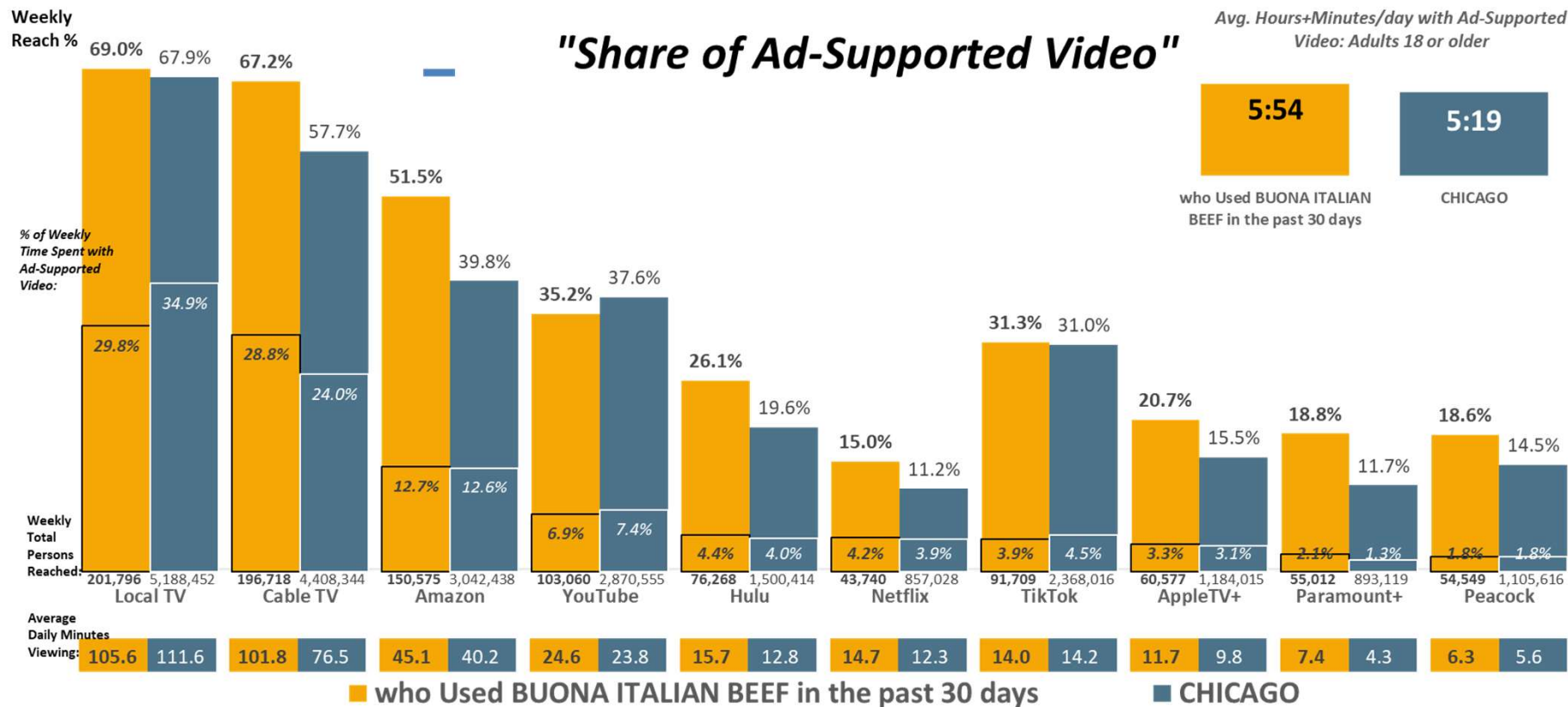
"Share of Ad-Supported Video"





201,796 or 69.0% of Adults 18 or older who Used BUONA ITALIAN BEEF in the past 30 days watch Ad-Supported Local TV Stations for an average of 105.6 minutes every day representing 29.8% of all time spent daily with Ad-Supported Video.

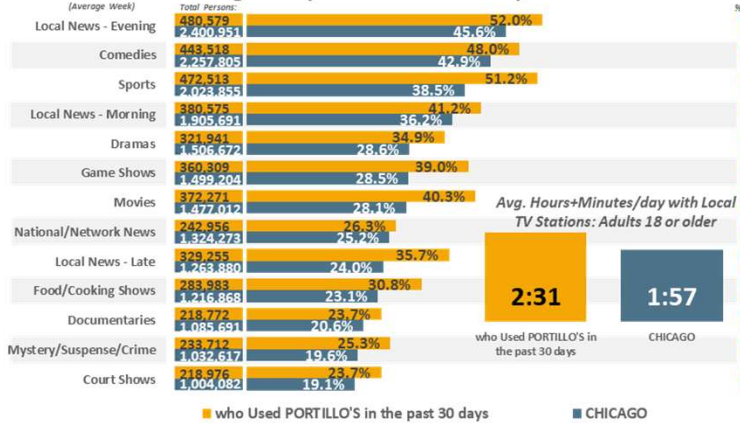
"Share of Ad-Supported Video"



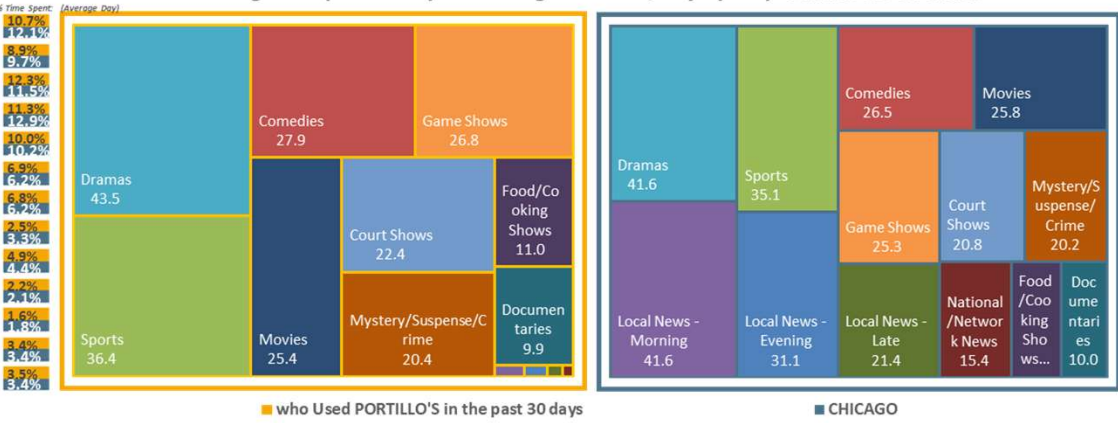


903,447 or 72.2% of Adults 18 or older who Used PORTILLO'S in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Game Shows.

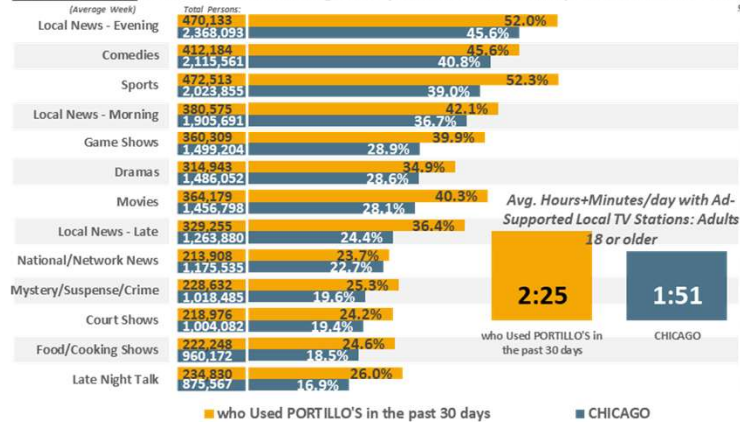
Local TV Station Programs (Persons & % Reach): Adults 18 or older



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



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



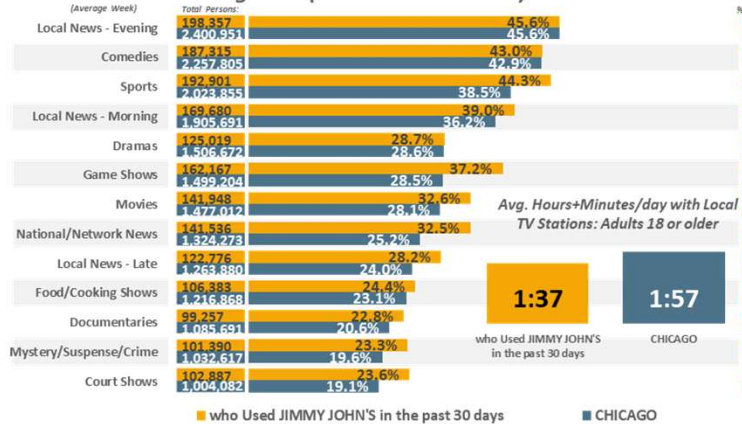
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



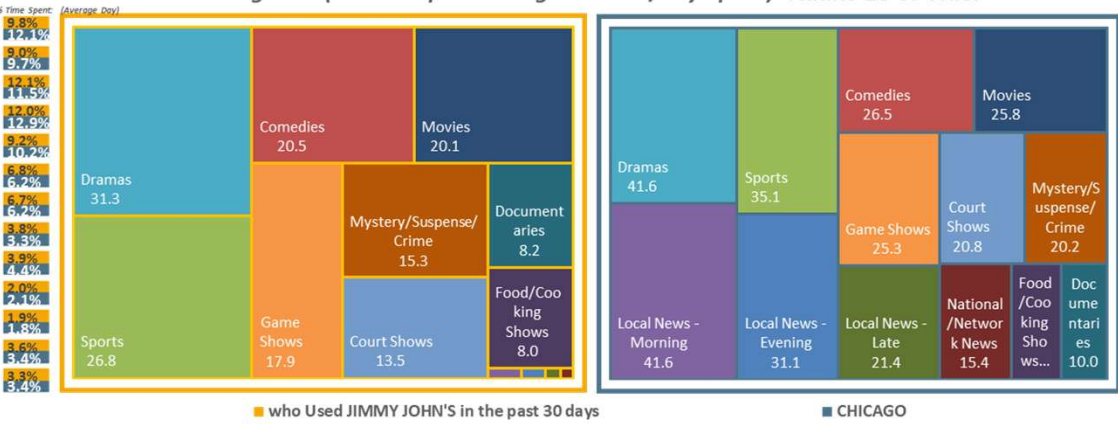


430,182 or 60.8% of Adults 18 or older who Used JIMMY JOHN'S in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Local News - Morning, Game Shows, and Movies.

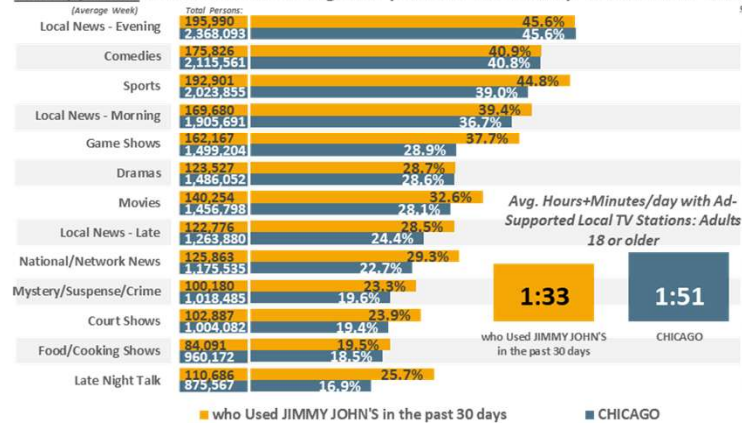
Local TV Station Programs (Persons & % Reach): Adults 18 or older



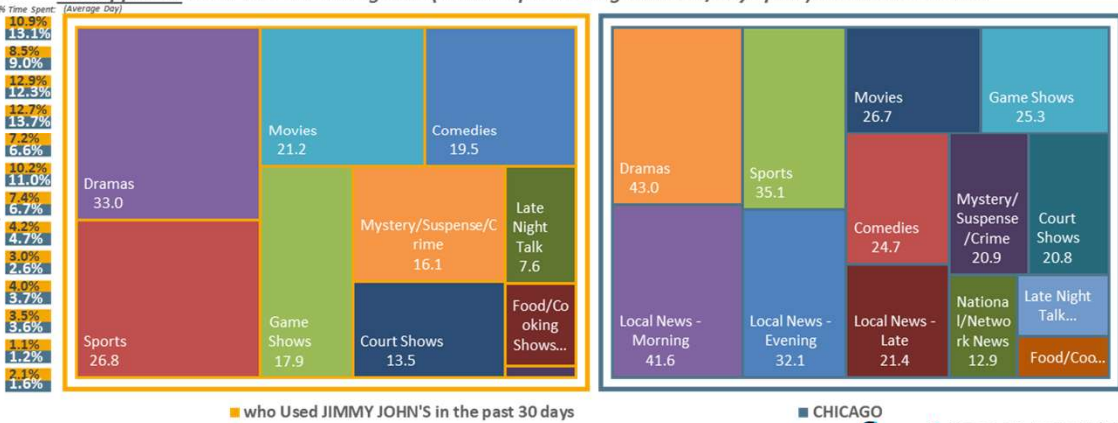
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



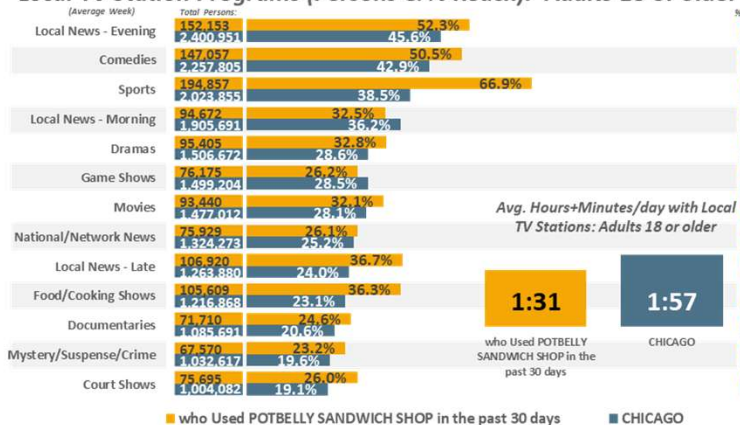
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



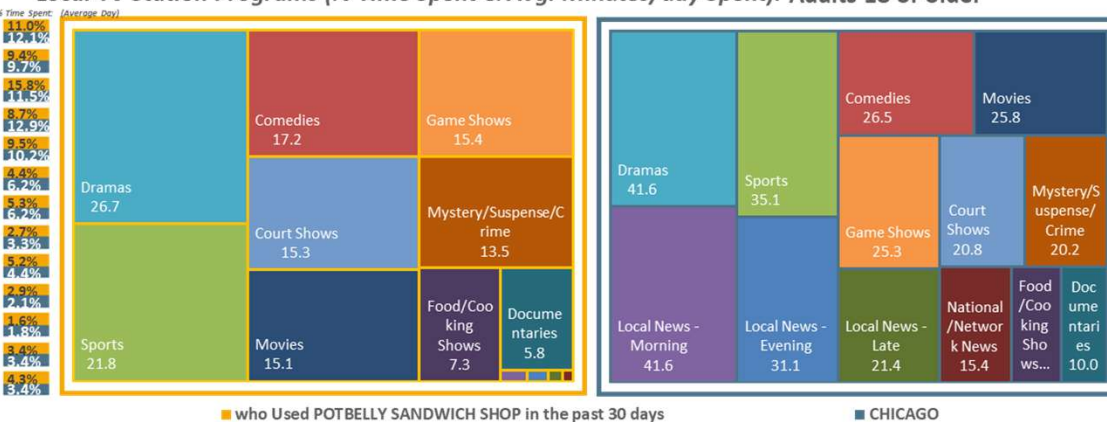


285,146 or 65.5% of Adults 18 or older who Used POTBELLY SANDWICH SHOP in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Late, Local News - Morning, and Dramas.

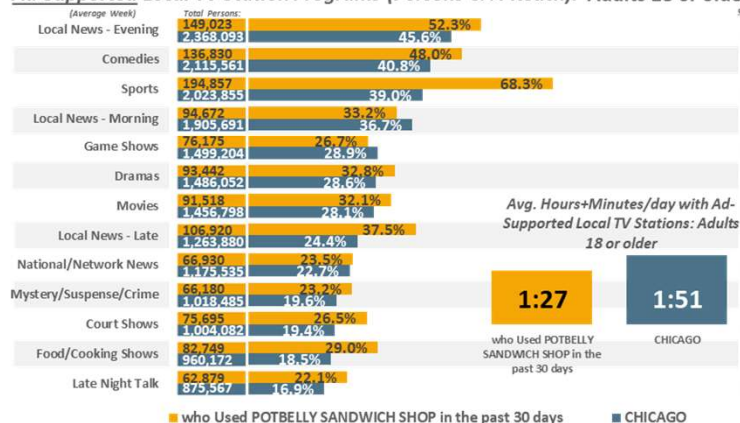
Local TV Station Programs (Persons & % Reach): Adults 18 or older



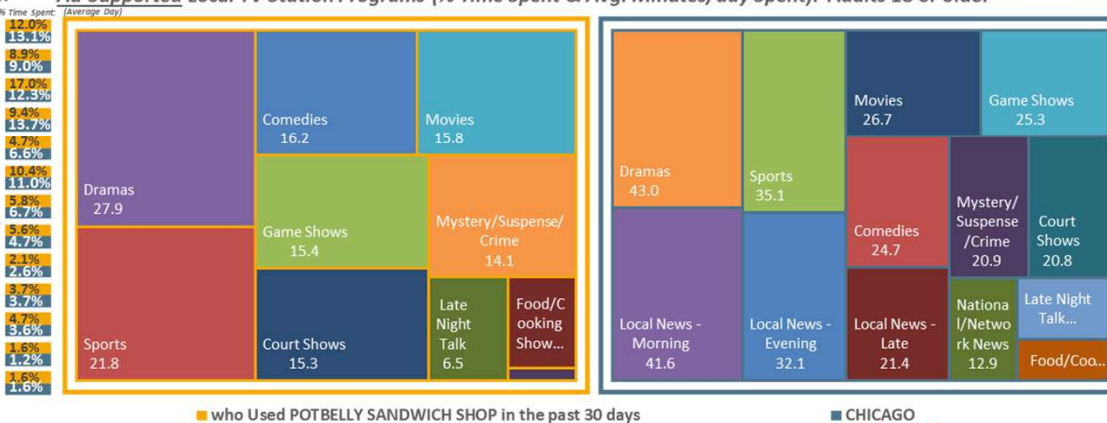
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



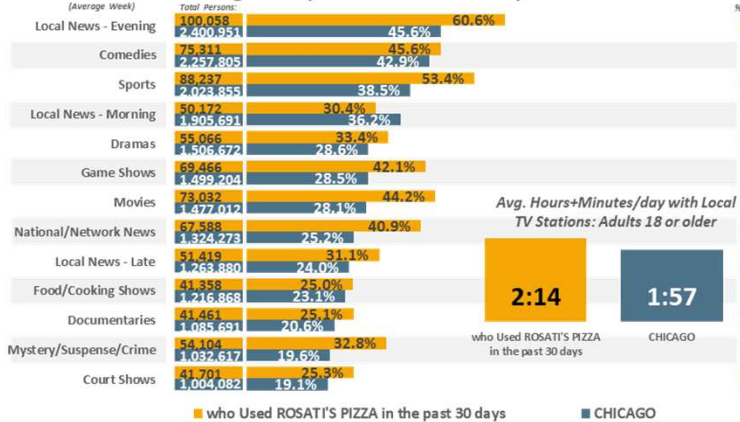
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



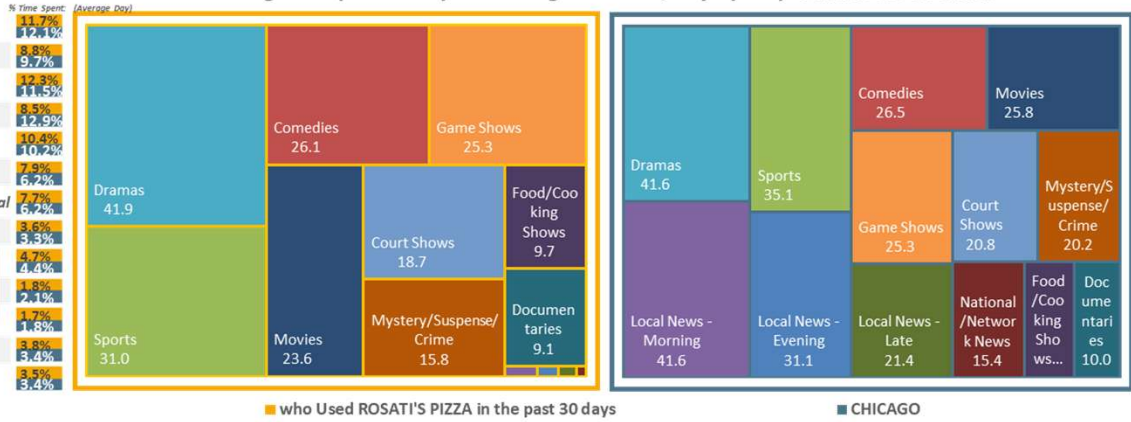


162,055 or 70.5% of Adults 18 or older who Used ROSATI'S PIZZA in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Movies, Comedies, Game Shows, and National/Network News.

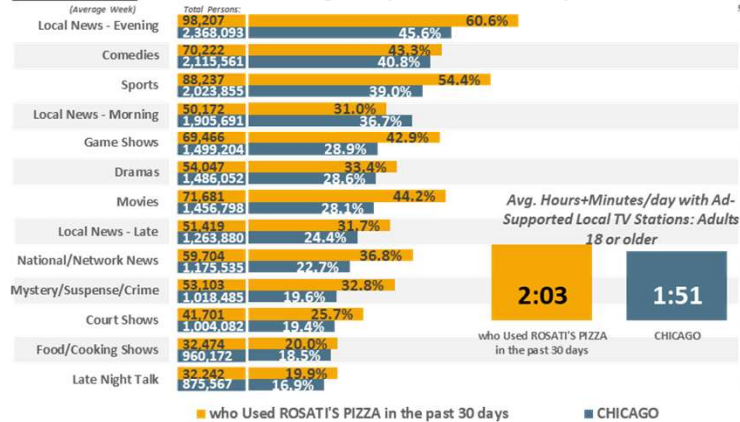
Local TV Station Programs (Persons & % Reach): Adults 18 or older



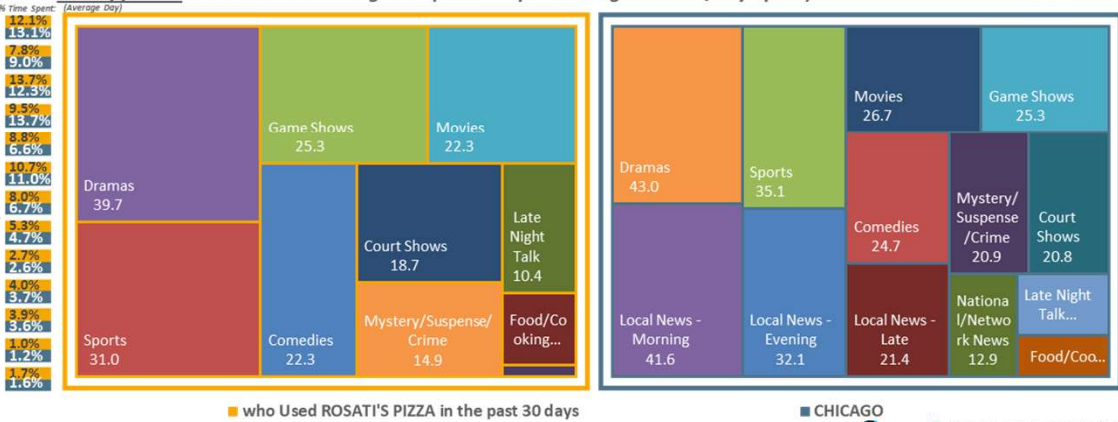
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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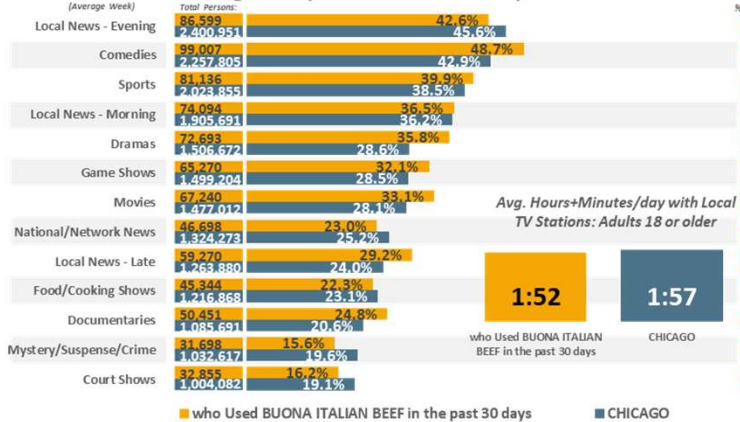
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Quick service restaurants used past 30 days: Rosati's Pizza

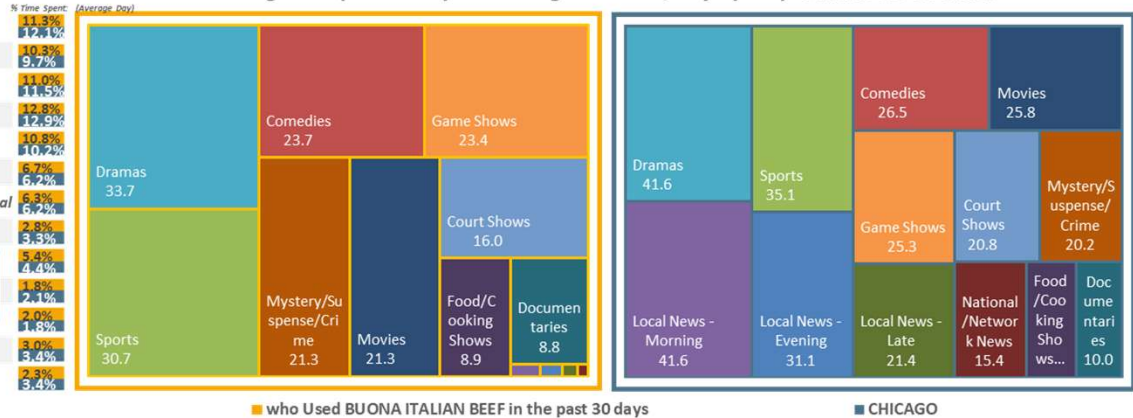


201,796 or 69.% of Adults 18 or older who Used BUONA ITALIAN BEEF in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Evening, Sports, Local News - Morning, Dramas, and Movies.

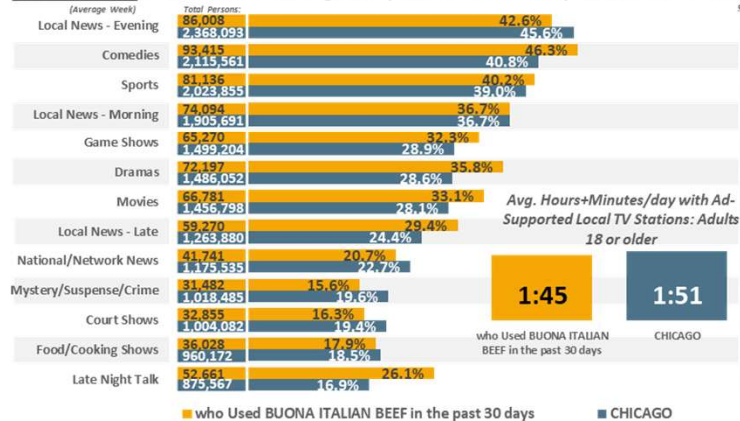
Local TV Station Programs (Persons & % Reach): Adults 18 or older



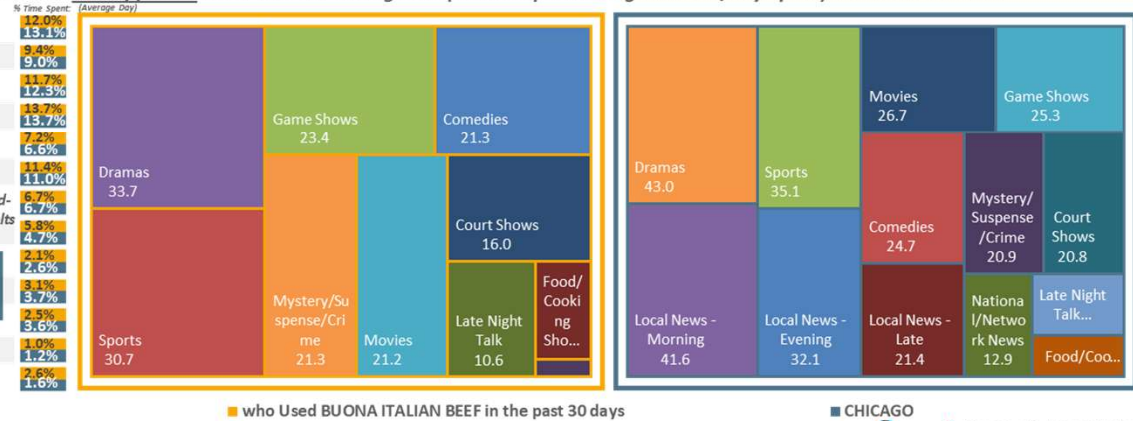
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

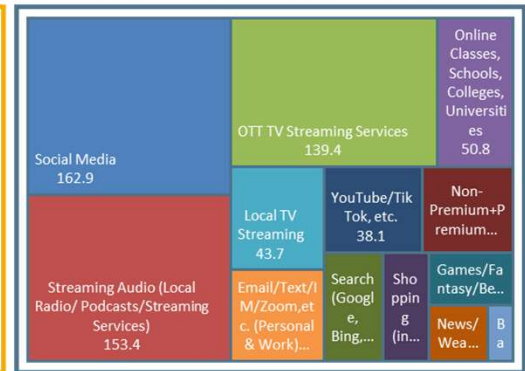
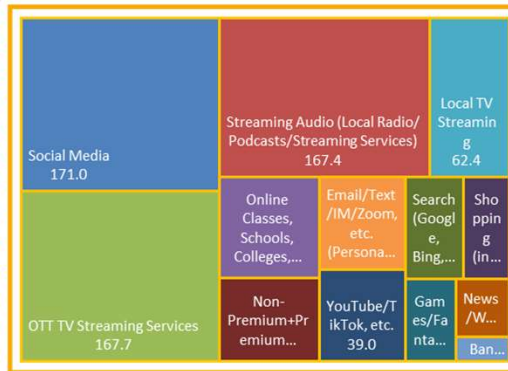
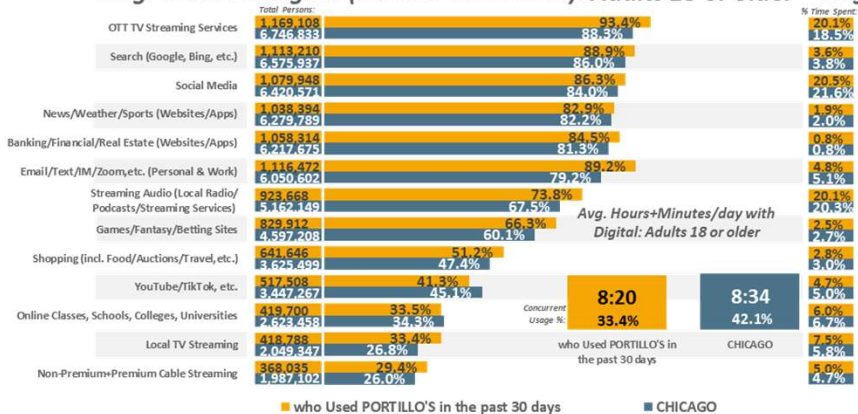




957,309 or 76.5% of Adults 18 or older who Used PORTILLO'S in the past 30 days use Ad-Supported Social Media for an average of 151.6 minutes every day representing 24.4% of all time spent daily with Ad-Supported Digital Media.

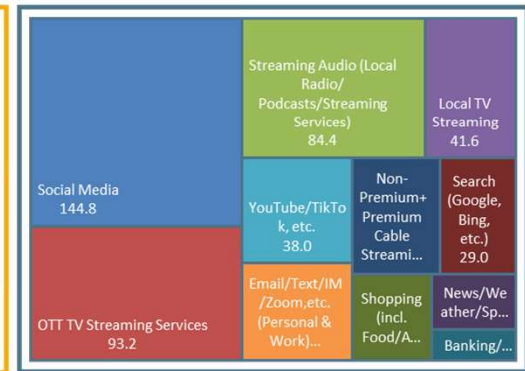
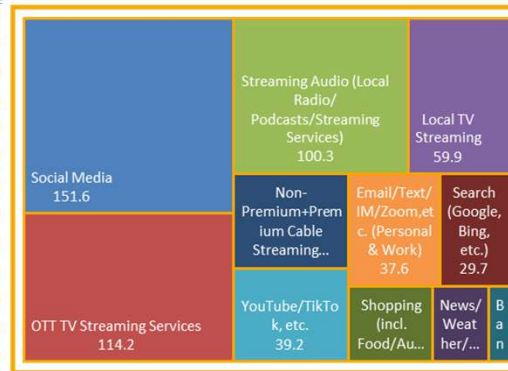
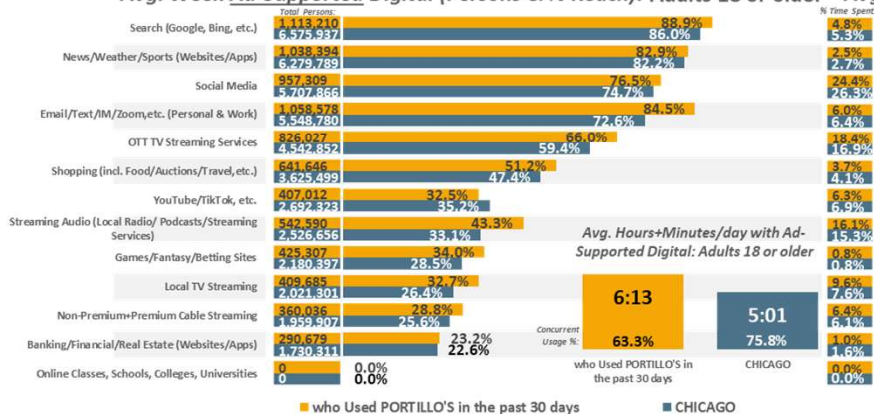
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

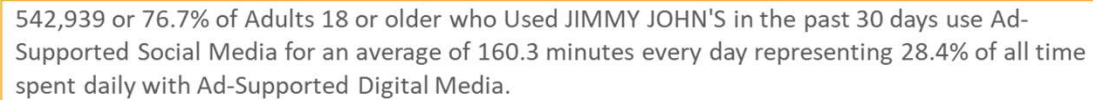
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



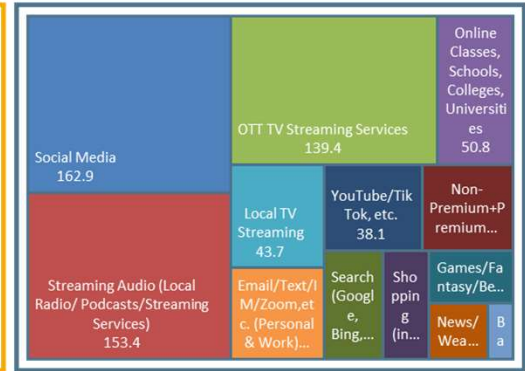
Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older

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

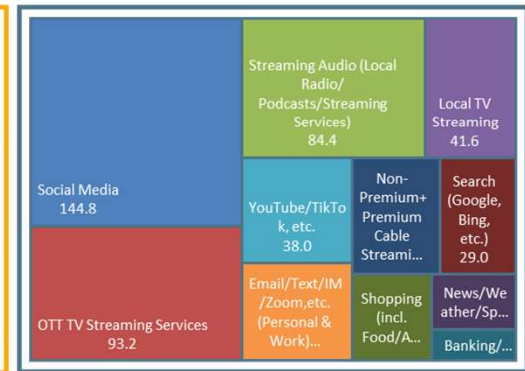




Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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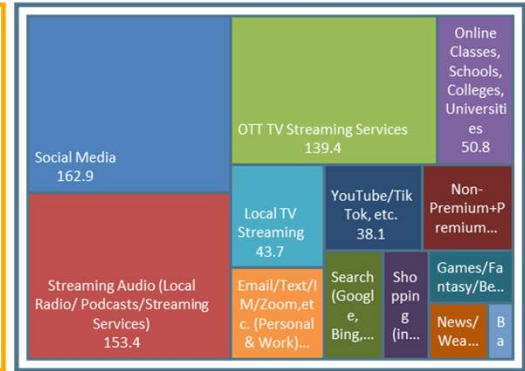
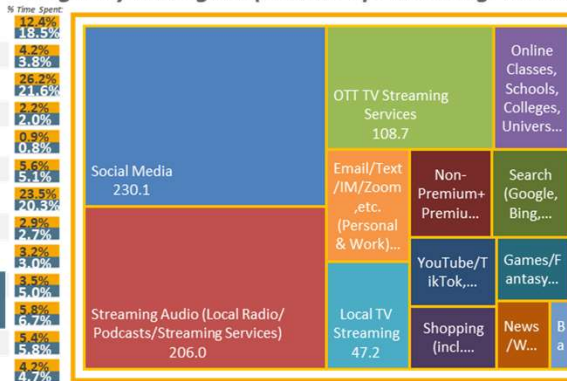
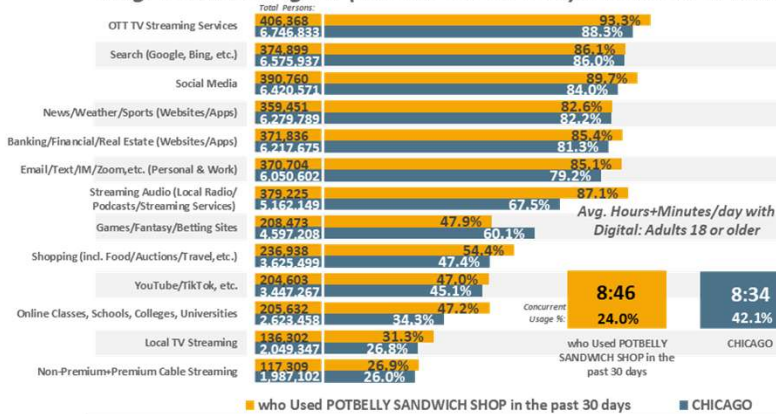
Quick service restaurants used past 30 days: Jimmy John's



339,697 or 78.8% of Adults 18 or older who Used POTBELLY SANDWICH SHOP in the past 30 days use Ad-Supported Social Media for an average of 200.1 minutes every day representing 30.5% of all time spent daily with Ad-Supported Digital Media.

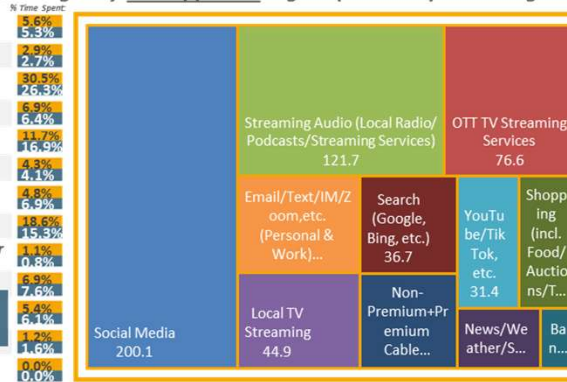
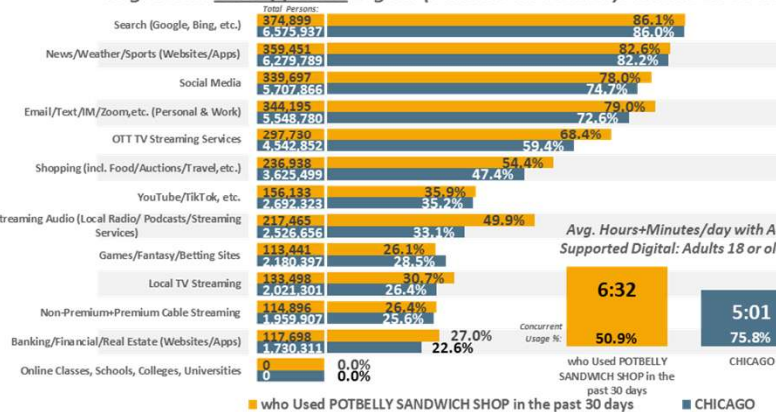
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

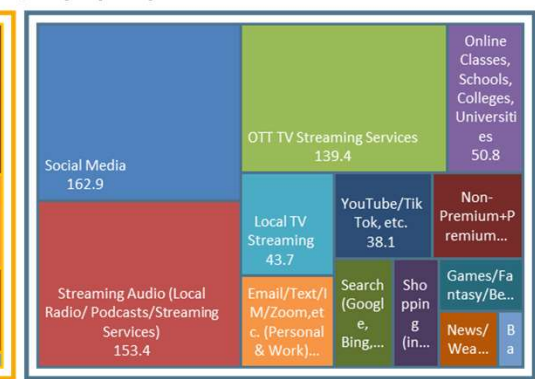
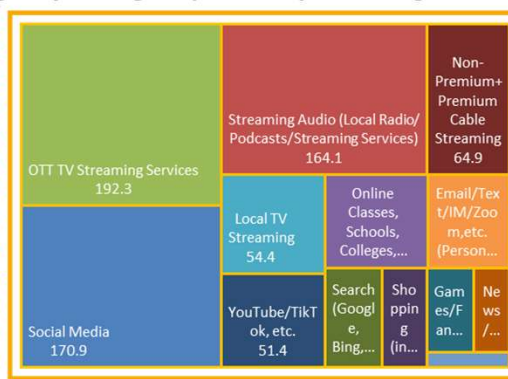
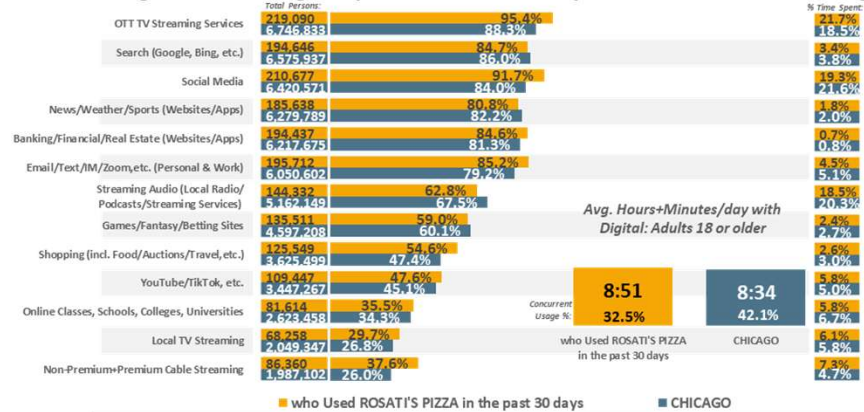




175,076 or 76.2% of Adults 18 or older who Used ROSATI'S PIZZA in the past 30 days use Ad-Supported Social Media for an average of 142. minutes every day representing 21.1% of all time spent daily with Ad-Supported Digital Media.

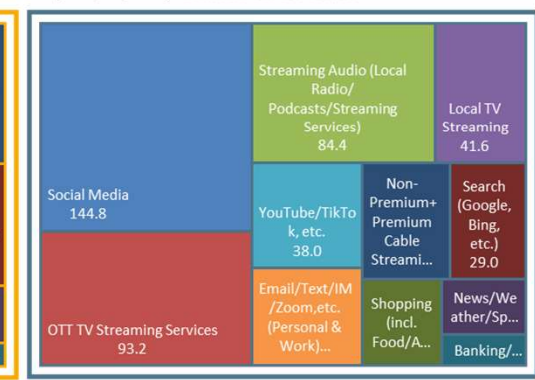
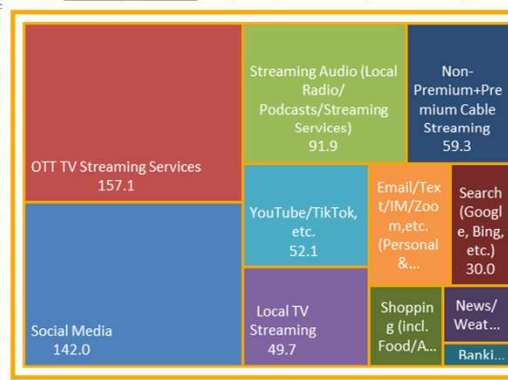
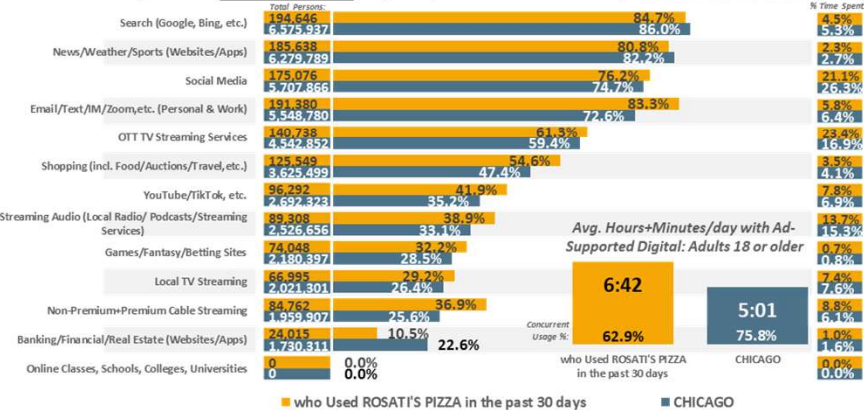
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

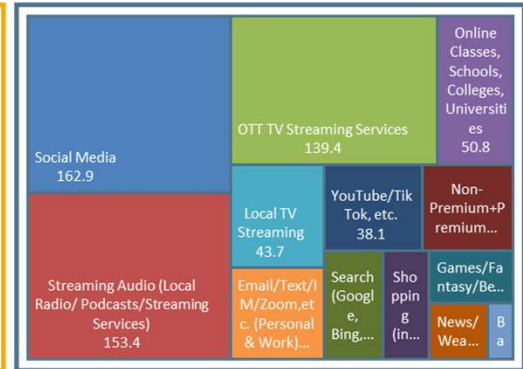
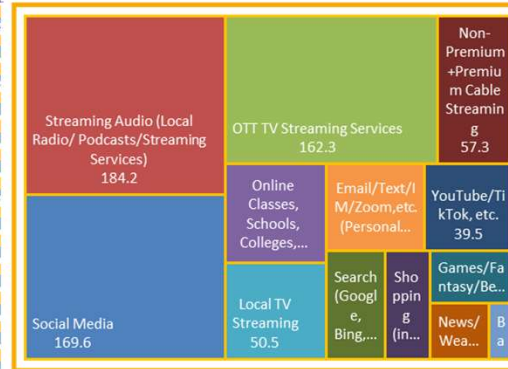
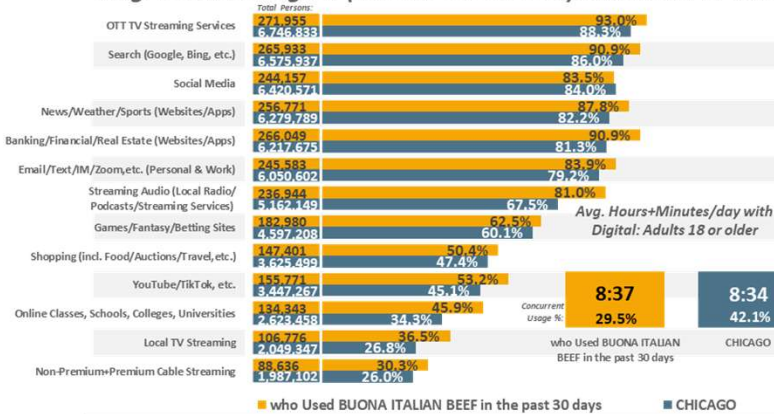




187,798 or 64.2% of Adults 18 or older who Used BUONA ITALIAN BEEF in the past 30 days use Ad-Supported Social Media for an average of 130.5 minutes every day representing 21.8% of all time spent daily with Ad-Supported Digital Media.

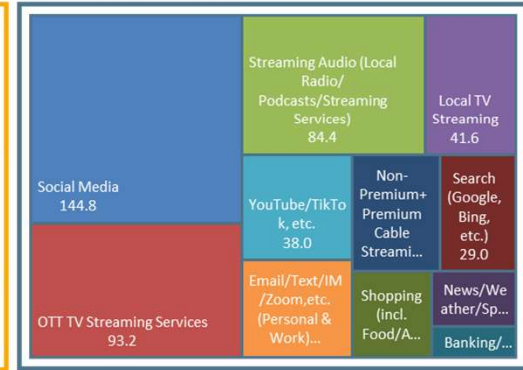
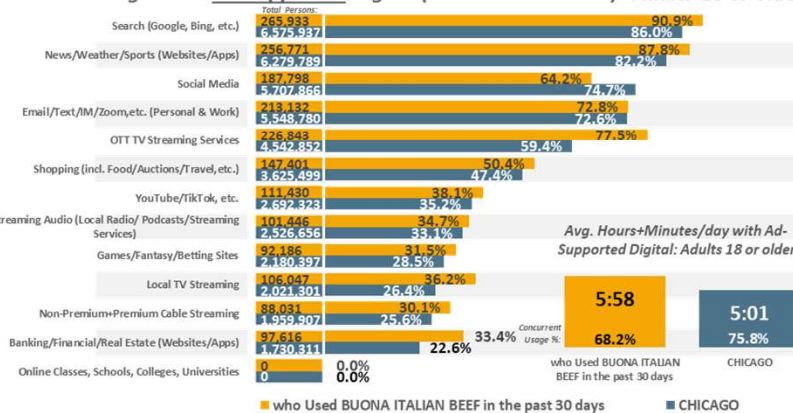
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

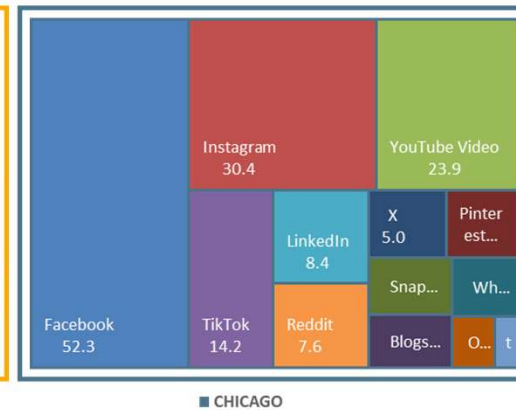
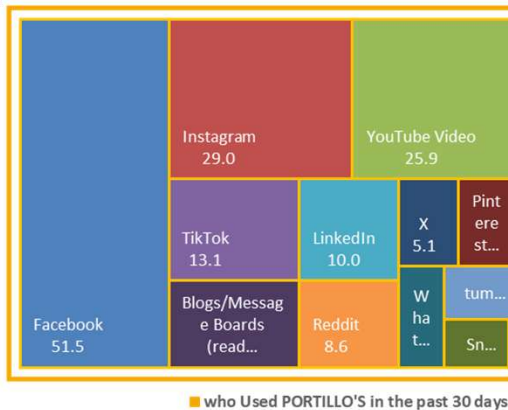
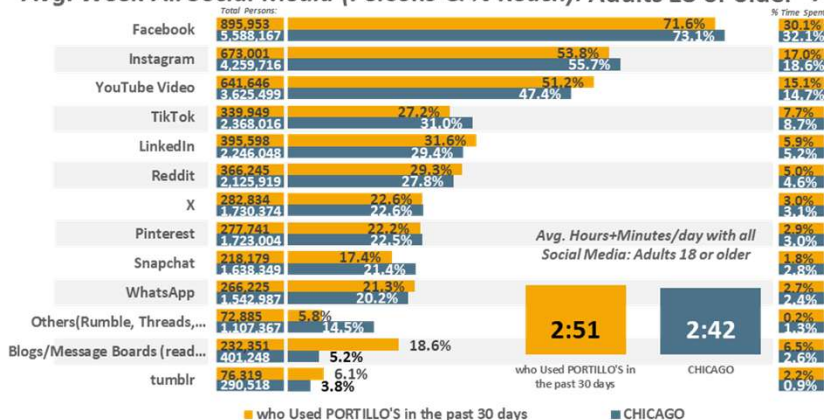
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



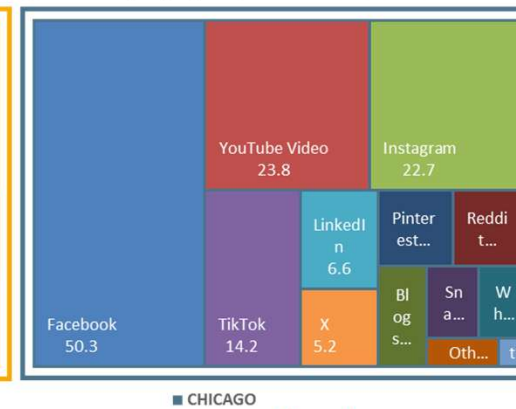
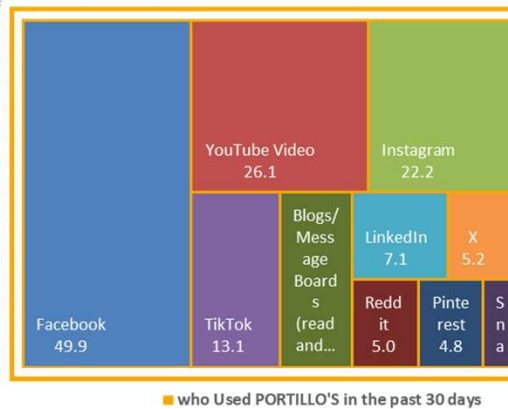
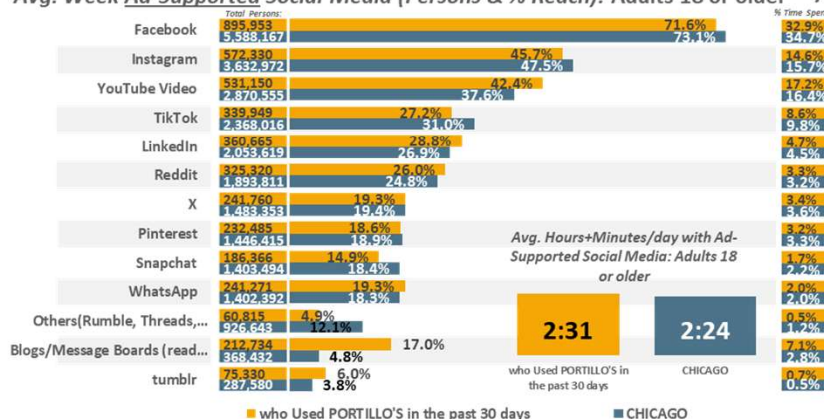


895,953 or 71.6% of Adults 18 or older who Used PORTILLO'S in the past 30 days use Ad-Supported Facebook for an average of 49.9 minutes every day representing 32.9% of all time spent daily with Ad-Supported Social Media.

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



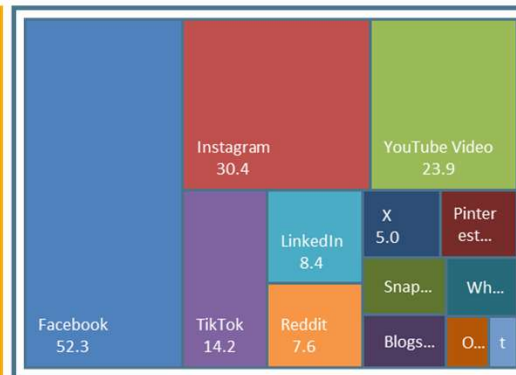
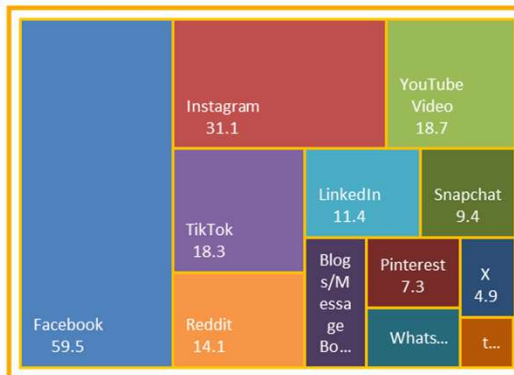
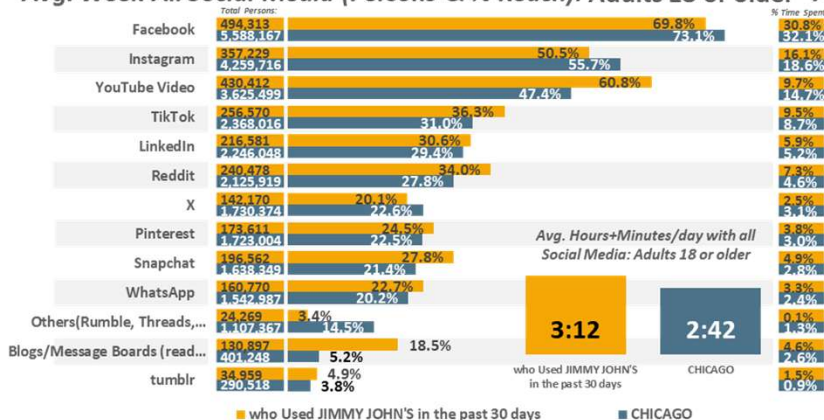
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



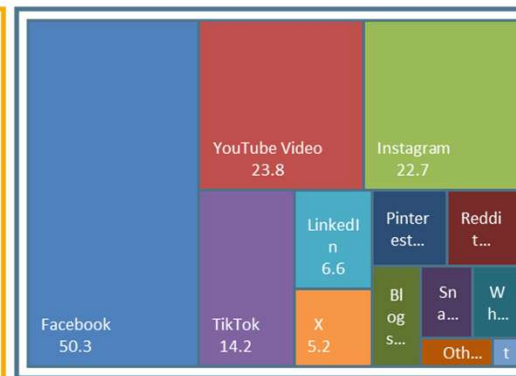
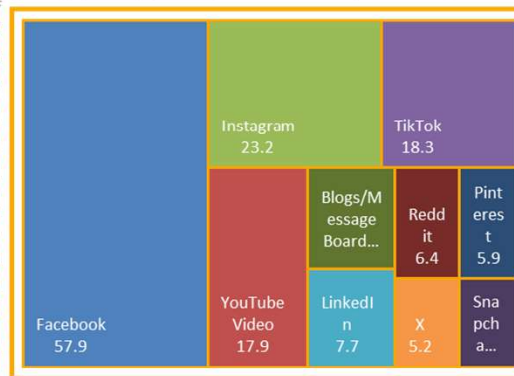
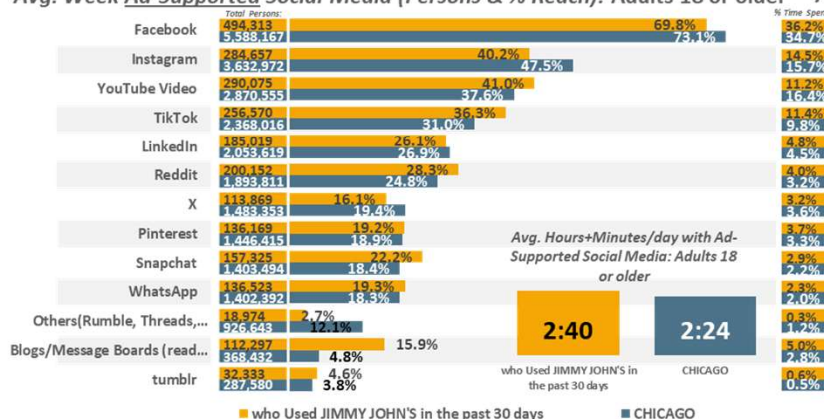


494,313 or 69.8% of Adults 18 or older who Used JIMMY JOHN'S in the past 30 days use Ad-Supported Facebook for an average of 57.9 minutes every day representing 36.2% of all time spent daily with Ad-Supported Social Media.

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**



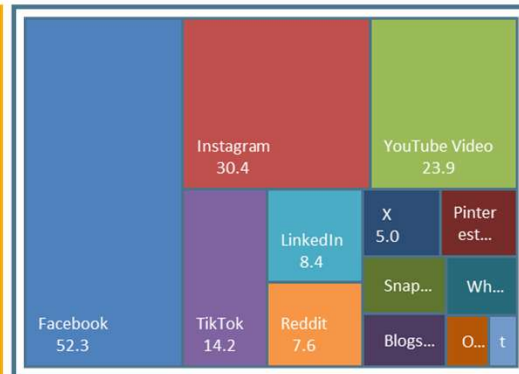
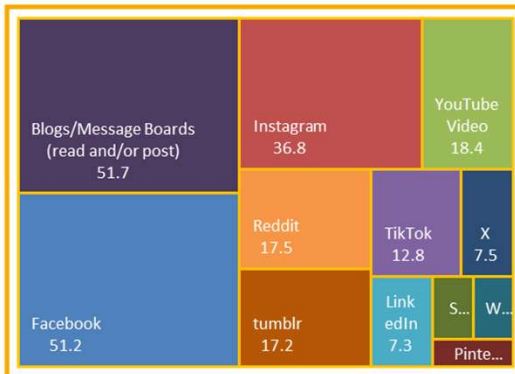
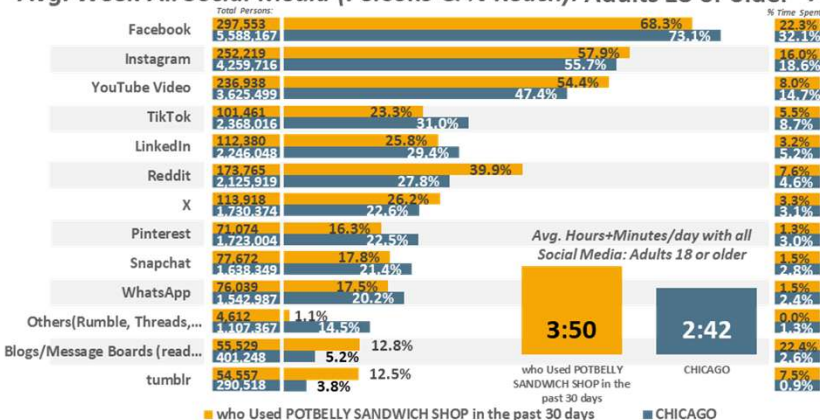
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



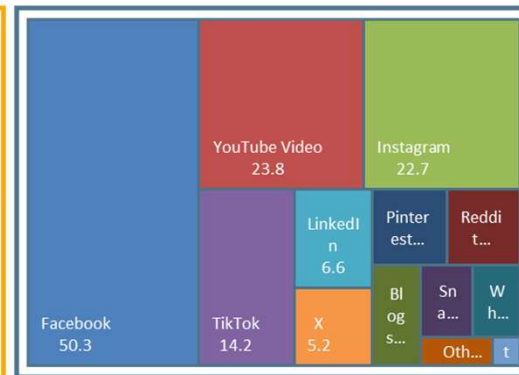
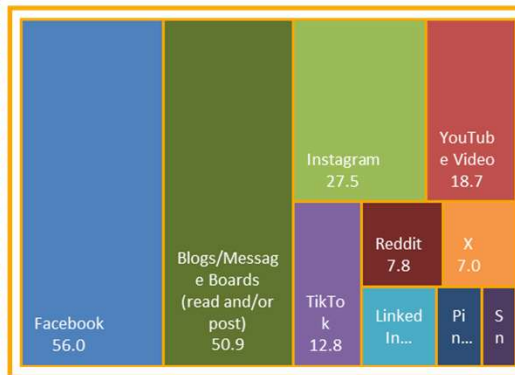
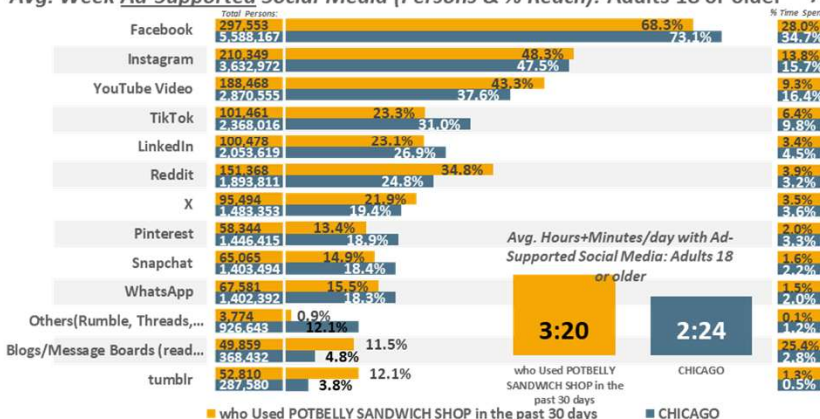


297,553 or 68.3% of Adults 18 or older who Used POTBELLY SANDWICH SHOP in the past 30 days use Ad-Supported Facebook for an average of 56. minutes every day representing 28.% of all time spent daily with Ad-Supported Social Media.

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**



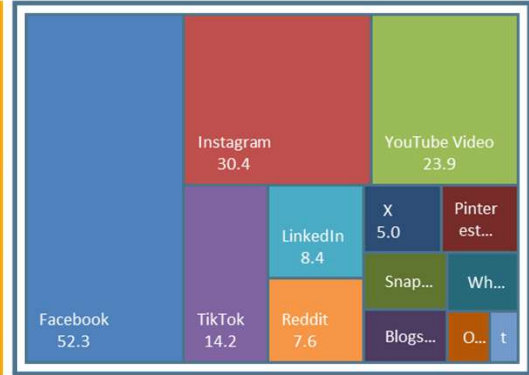
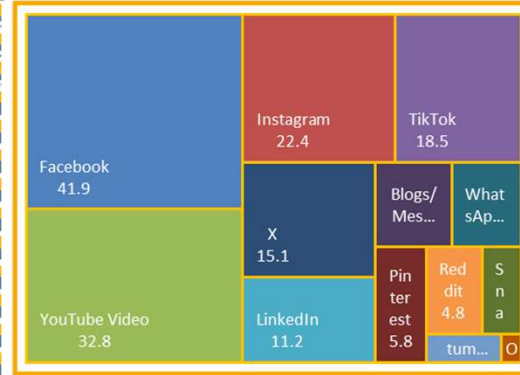
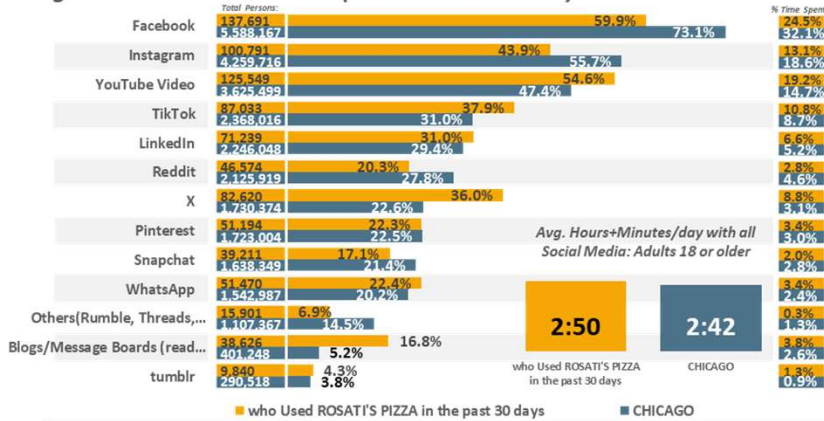
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



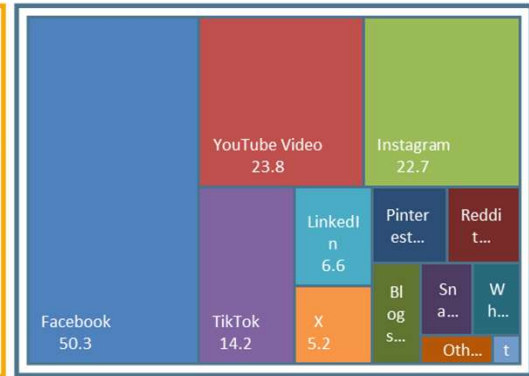
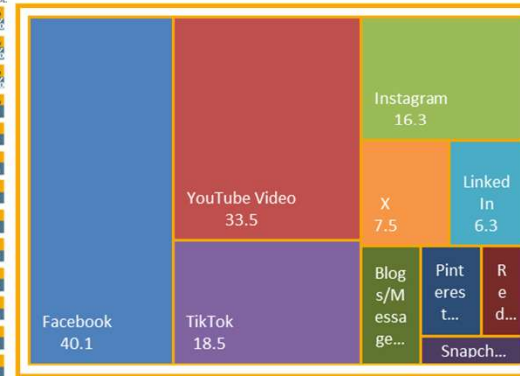
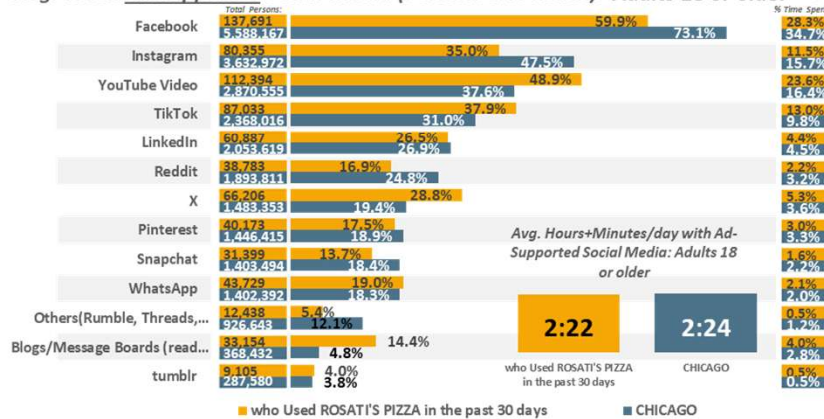


137,691 or 59.9% of Adults 18 or older who Used ROSATI'S PIZZA in the past 30 days use Ad-Supported Facebook for an average of 40.1 minutes every day representing 28.3% of all time spent daily with Ad-Supported Social Media.

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



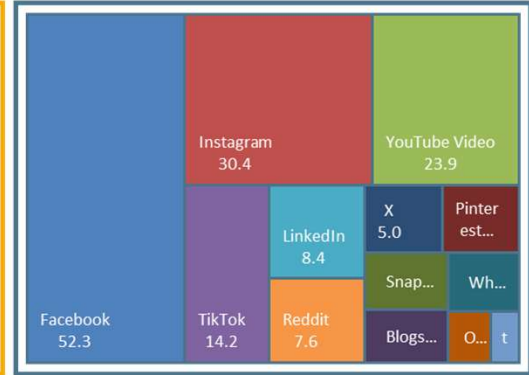
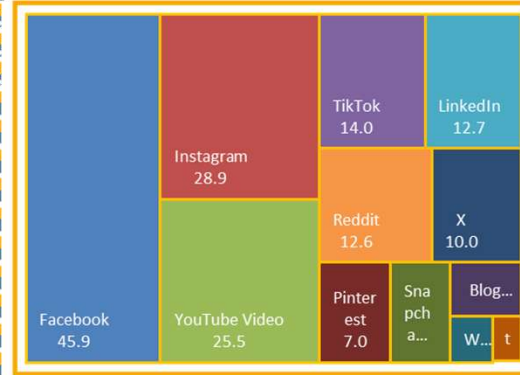
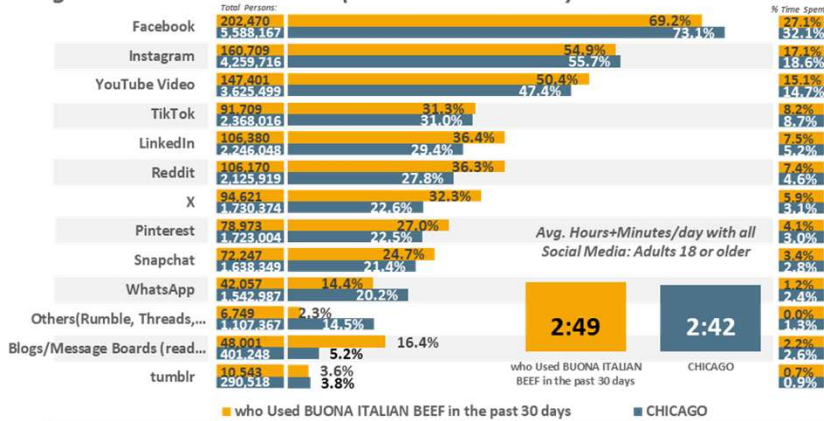
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



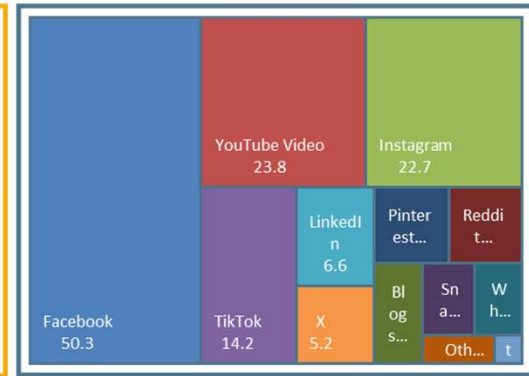
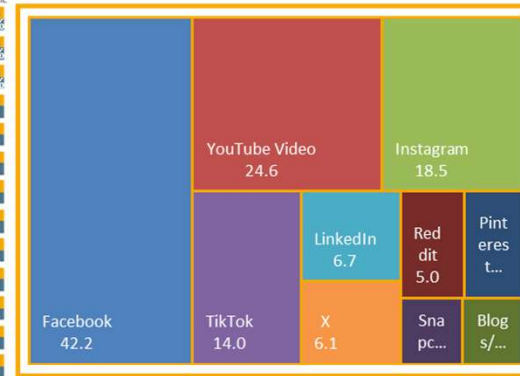
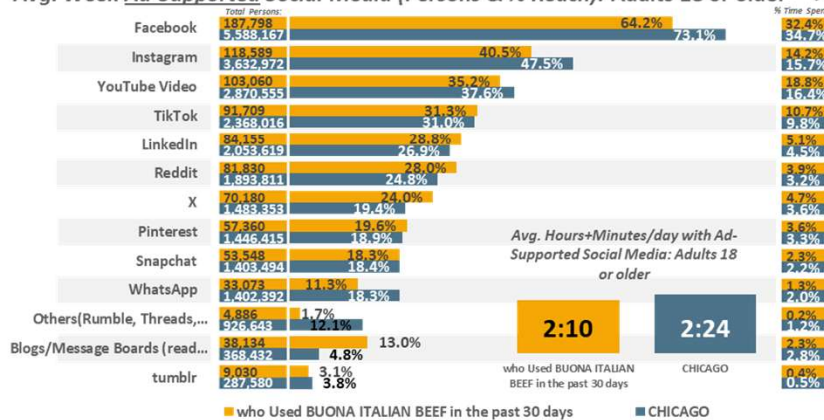


187,798 or 64.2% of Adults 18 or older who Used BUONA ITALIAN BEEF in the past 30 days use Ad-Supported Facebook for an average of 42.2 minutes every day representing 32.4% of all time spent daily with Ad-Supported Social Media.

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**



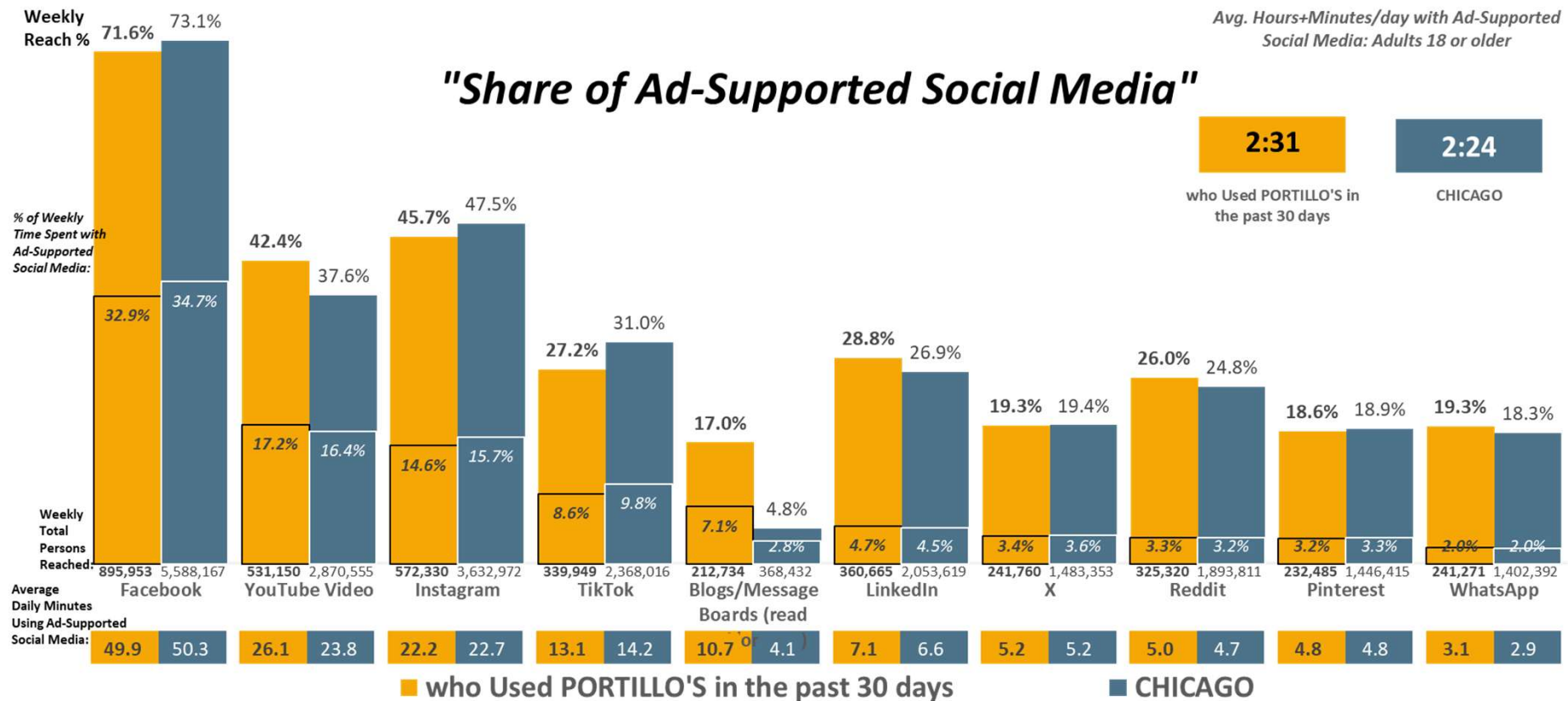
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





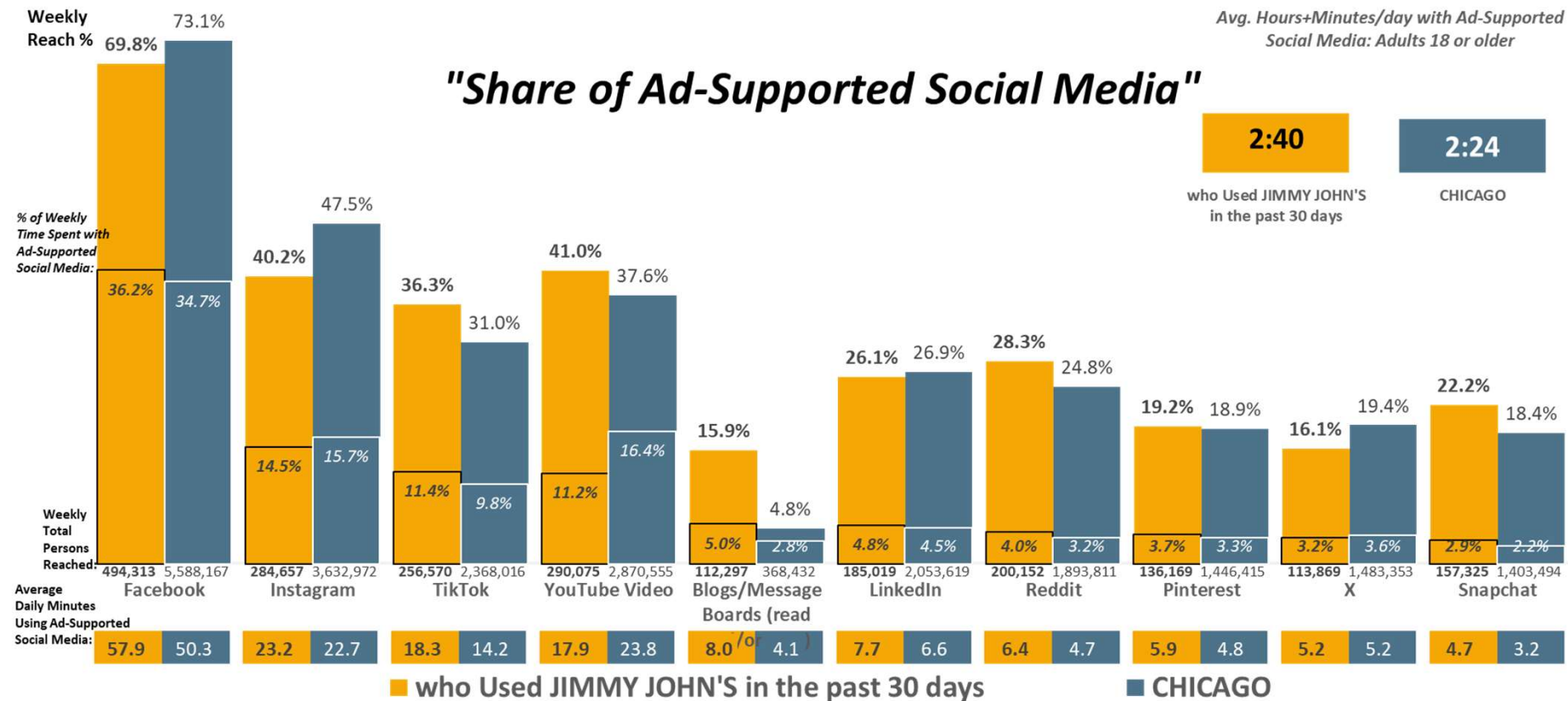
895,953 or 71.6% of Adults 18 or older who Used PORTILLO'S in the past 30 days use Ad-Supported Facebook for an average of 49.9 minutes every day representing 32.9% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"





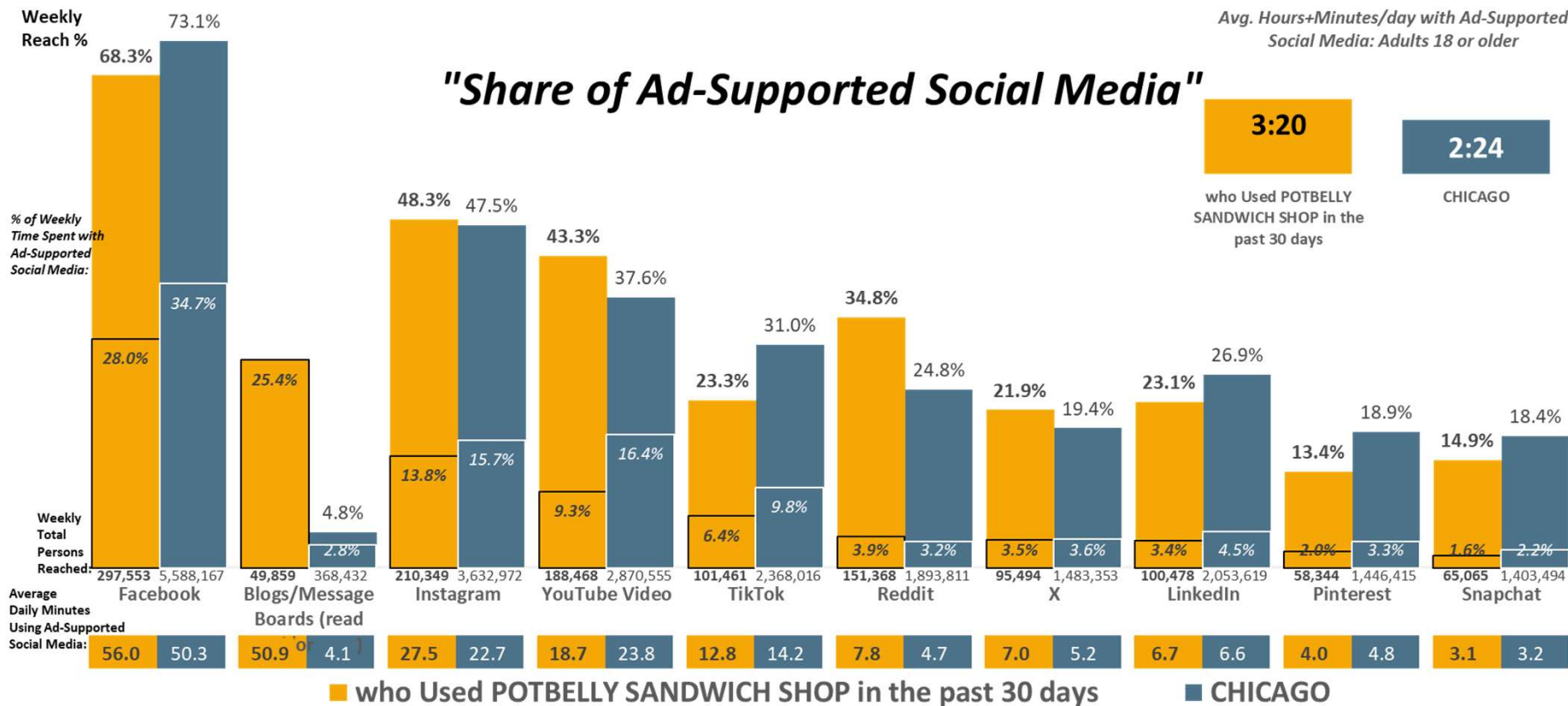
494,313 or 69.8% of Adults 18 or older who Used JIMMY JOHN'S in the past 30 days use Ad-Supported Facebook for an average of 57.9 minutes every day representing 36.2% of all time spent daily with Ad-Supported Social Media.





297,553 or 68.3% of Adults 18 or older who Used POTBELLY SANDWICH SHOP in the past 30 days use Ad-Supported Facebook for an average of 56. minutes every day representing 28.% of all time spent daily with Ad-Supported Social Media.

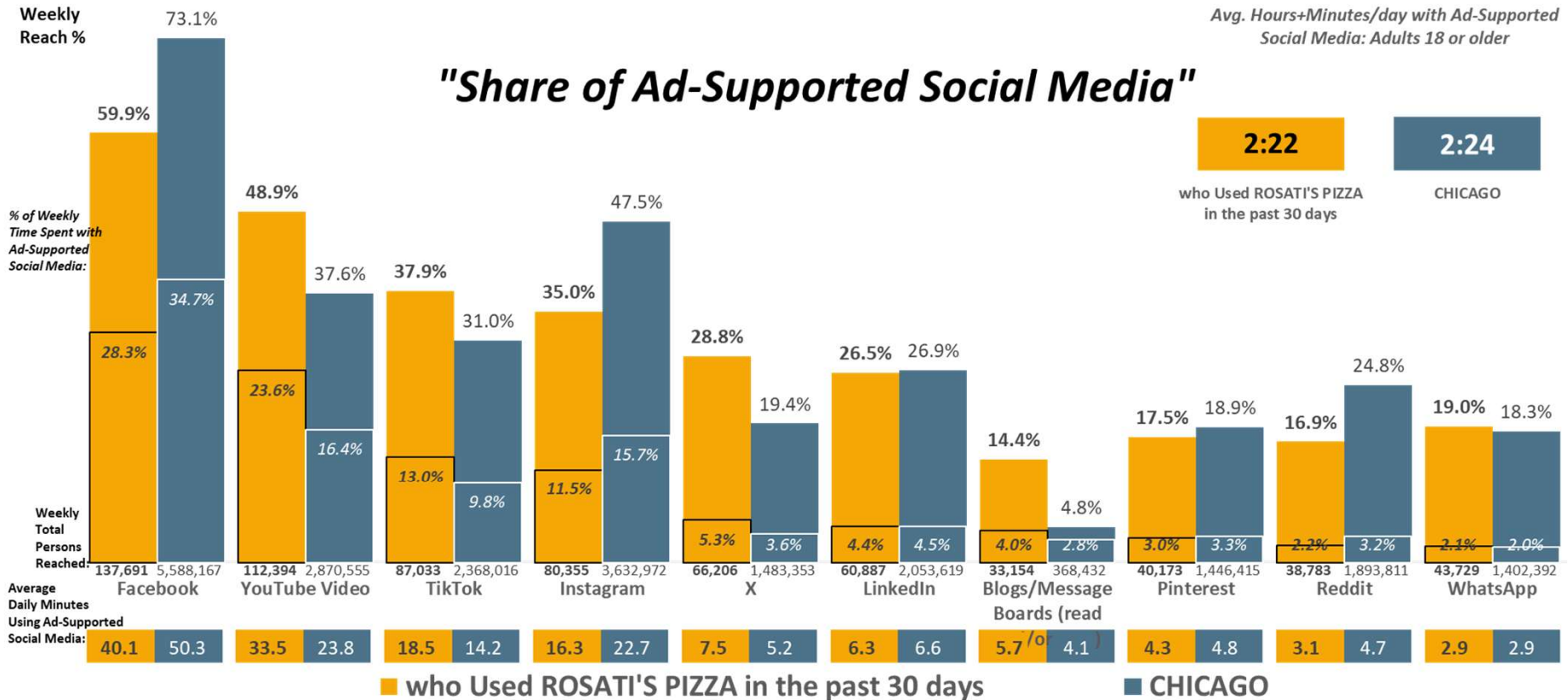
"Share of Ad-Supported Social Media"





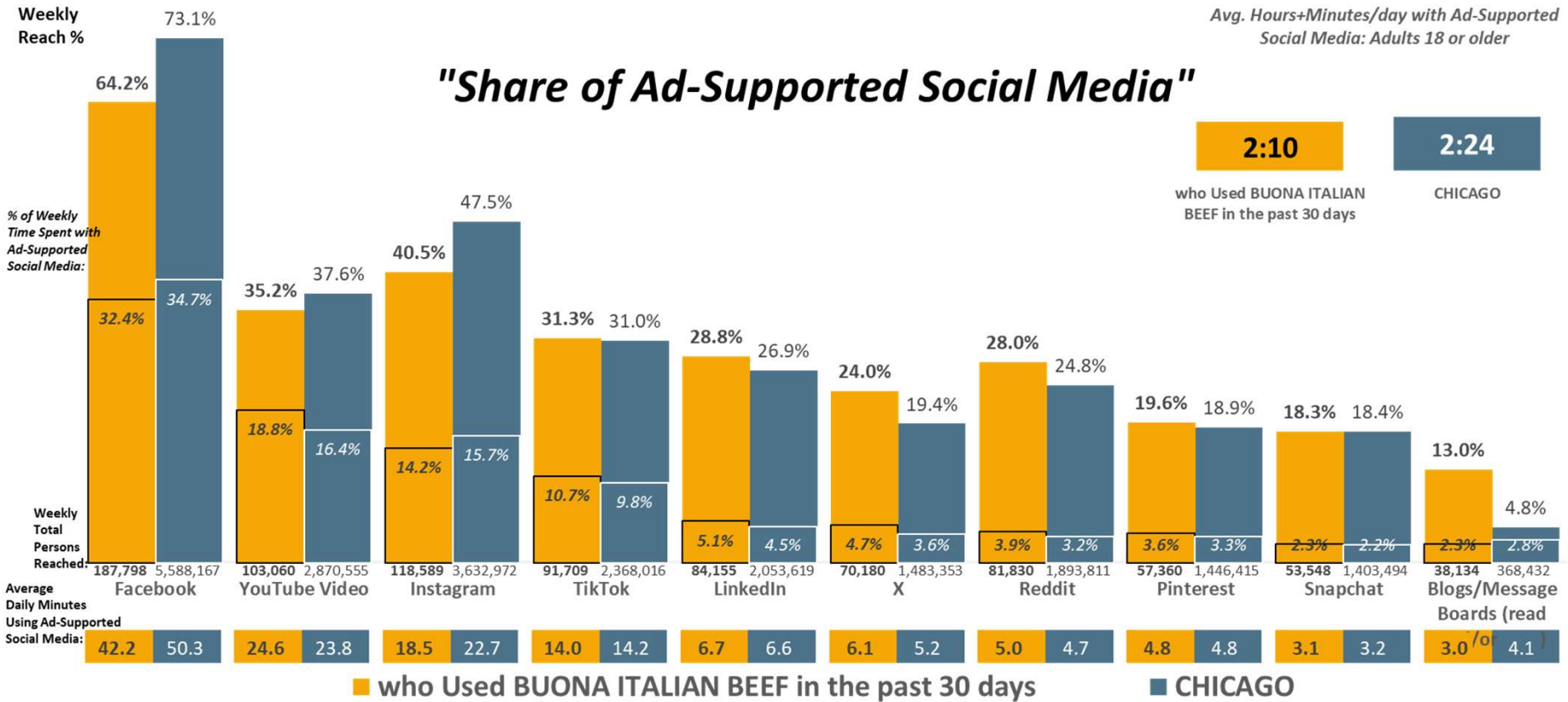
137,691 or 59.9% of Adults 18 or older who Used ROSATI'S PIZZA in the past 30 days use Ad-Supported Facebook for an average of 40.1 minutes every day representing 28.3% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"





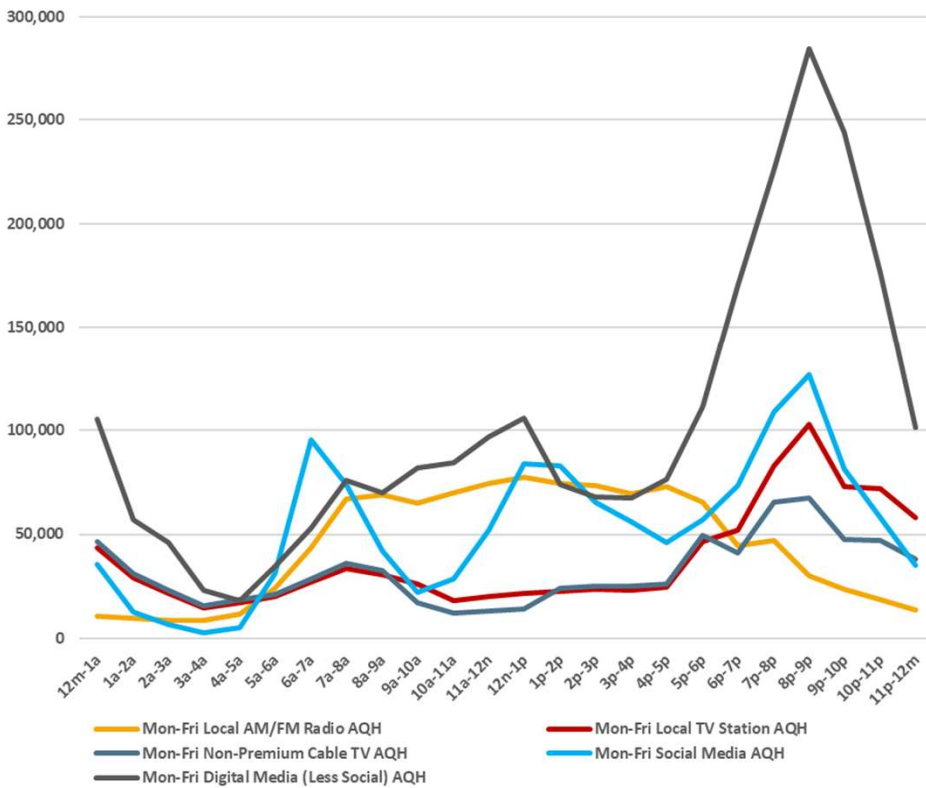
187,798 or 64.2% of Adults 18 or older who Used BUONA ITALIAN BEEF in the past 30 days use Ad-Supported Facebook for an average of 42.2 minutes every day representing 32.4% of all time spent daily with Ad-Supported Social Media.



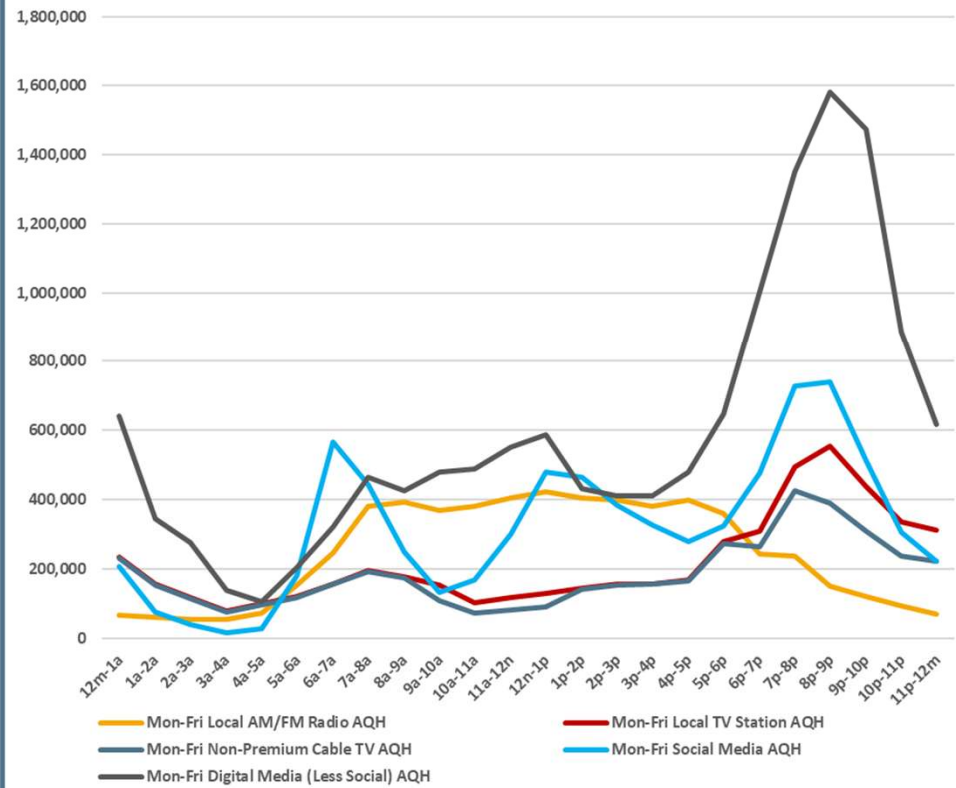


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 87,399; Local Radio: 66,635; Social Media: 59,916; Local TV: 28,343; Non-Prem. Cable: 26,421 reaching Adults 18 or older who Used PORTILLO'S in the past 30 days.

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



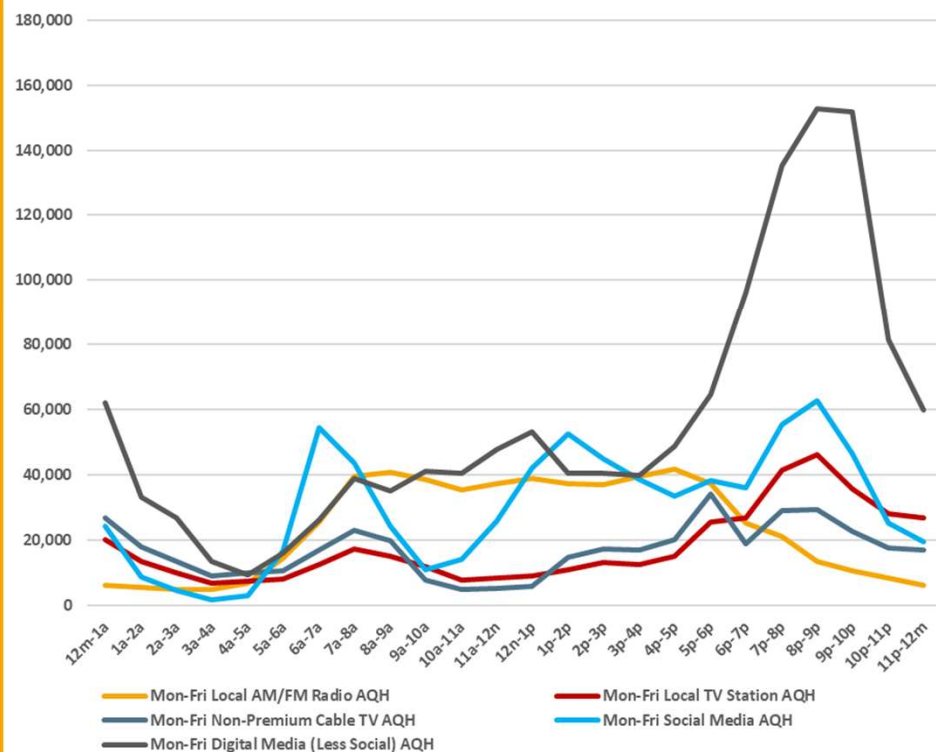
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHICAGO Metro Area Adults 18 or older*



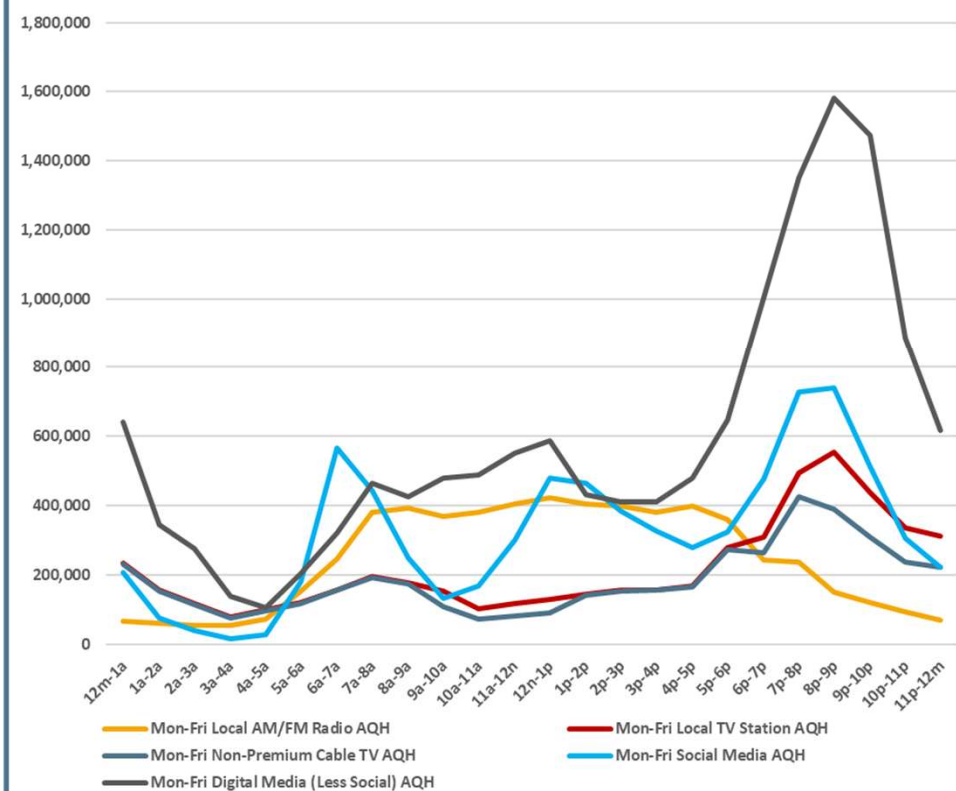


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 47,178; Local Radio: 36,478; Social Media: 35,320; Non-Prem. Cable: 15,820; Local TV: 14,314 reaching Adults 18 or older who Used JIMMY JOHN'S in the past 30 days.

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



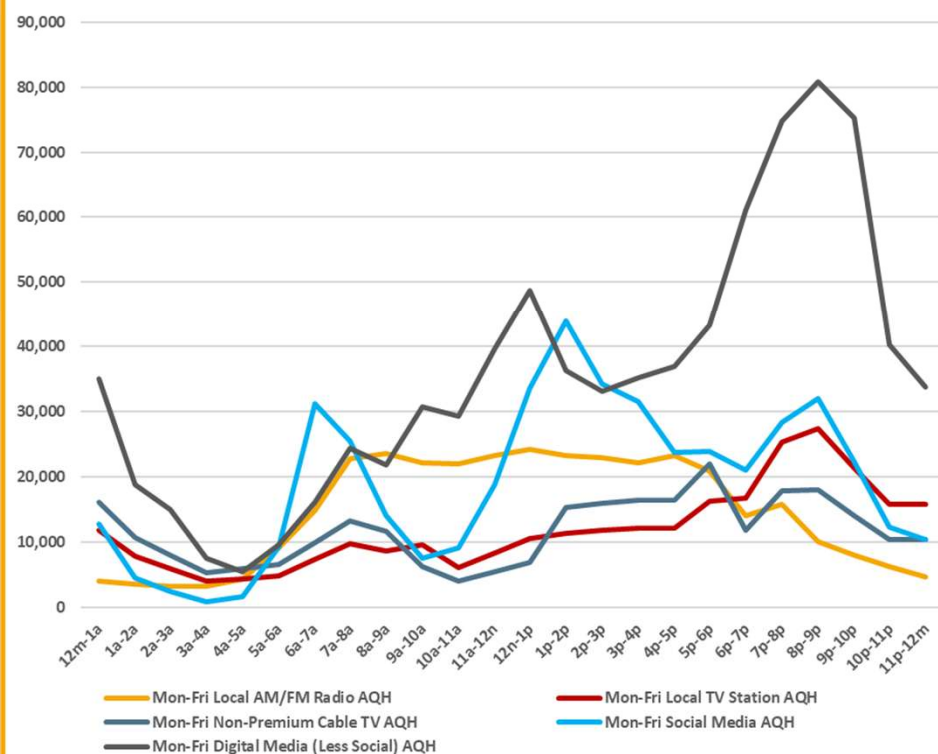
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHICAGO Metro Area Adults 18 or older*



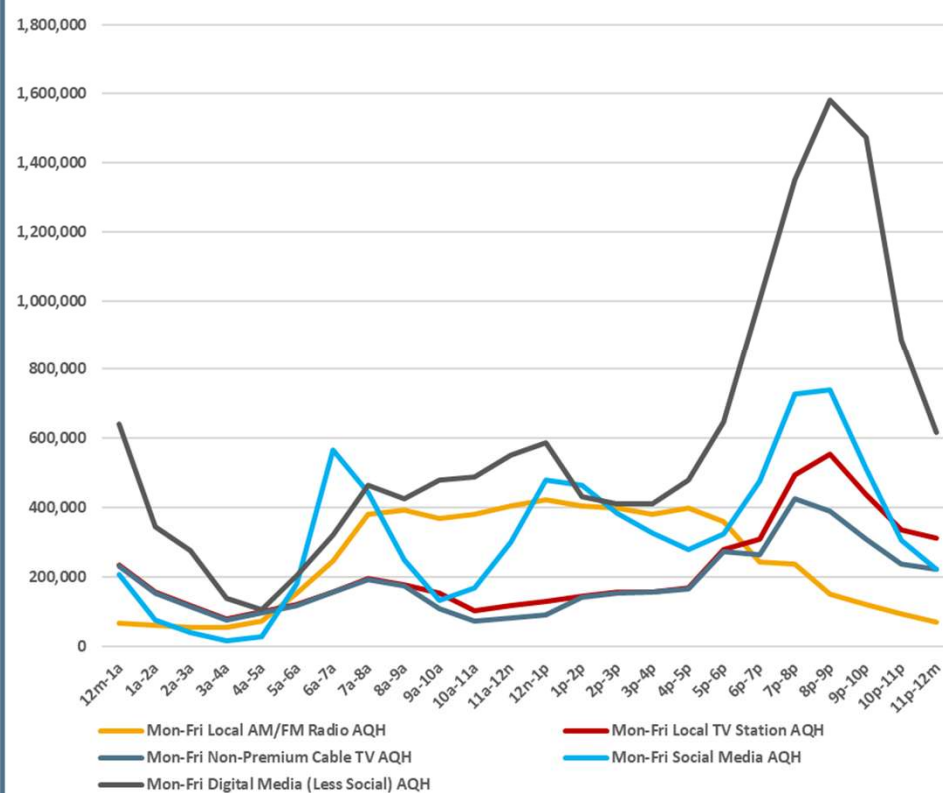


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 35,154; Social Media: 24,483; Local Radio: 21,505; Non-Prem. Cable: 11,973; Local TV: 10,817 reaching Adults 18 or older who Used POTBELLY SANDWICH SHOP in the past 30 da

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



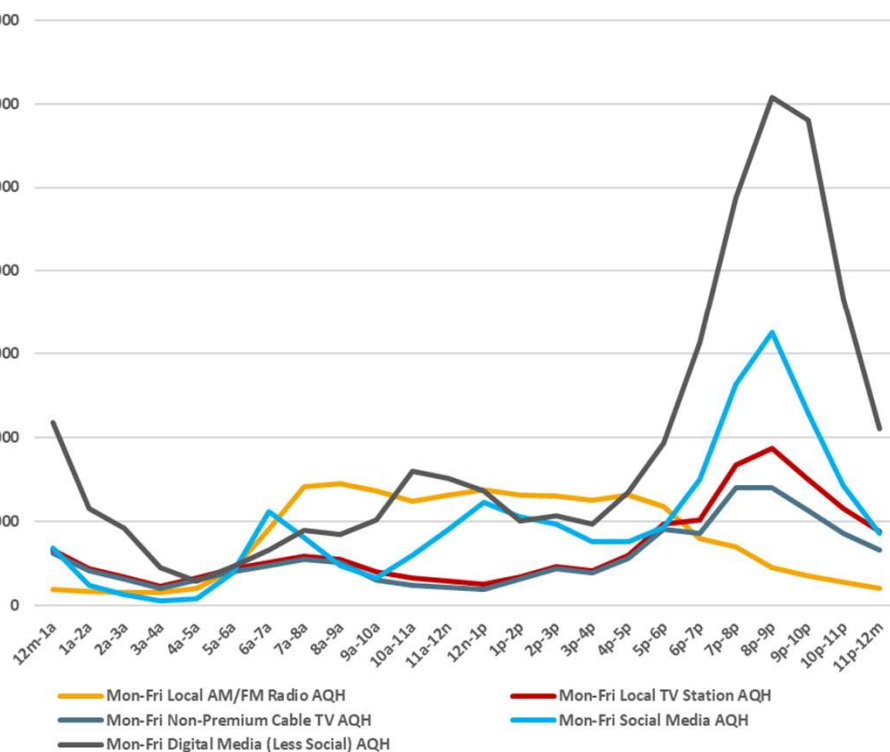
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHICAGO Metro Area Adults 18 or older



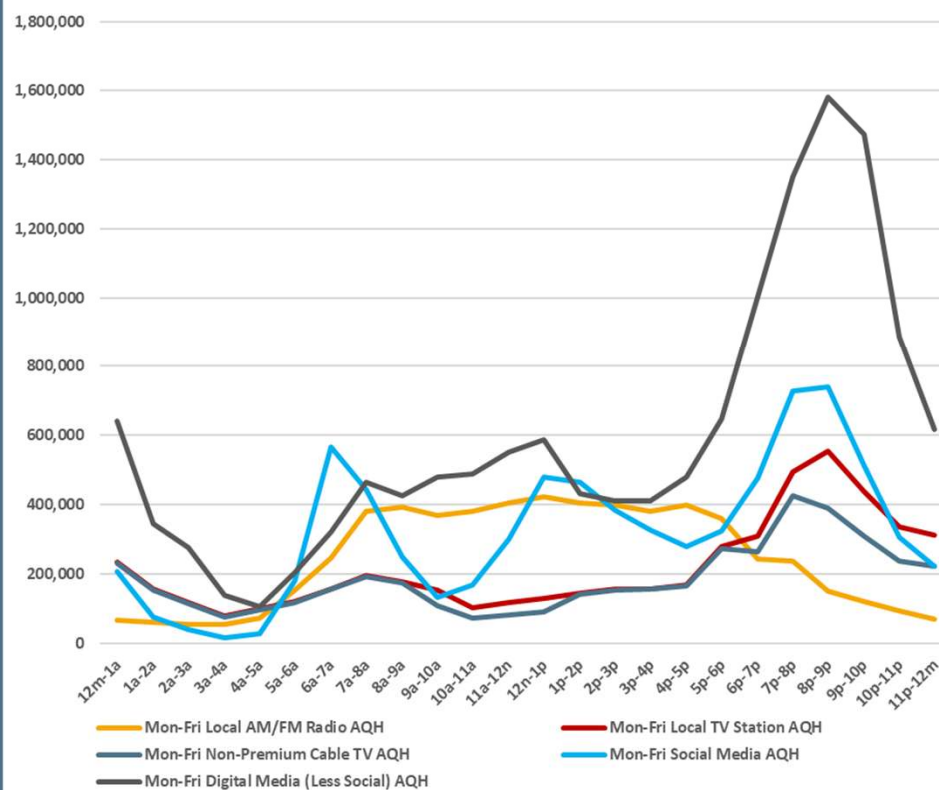


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 13,346;
Local Radio: 12,494; Social Media: 8,788; Local TV: 5,157; Non-Prem. Cable: 4,560
reaching Adults 18 or older who Used ROSATI'S PIZZA in the past 30 days.

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



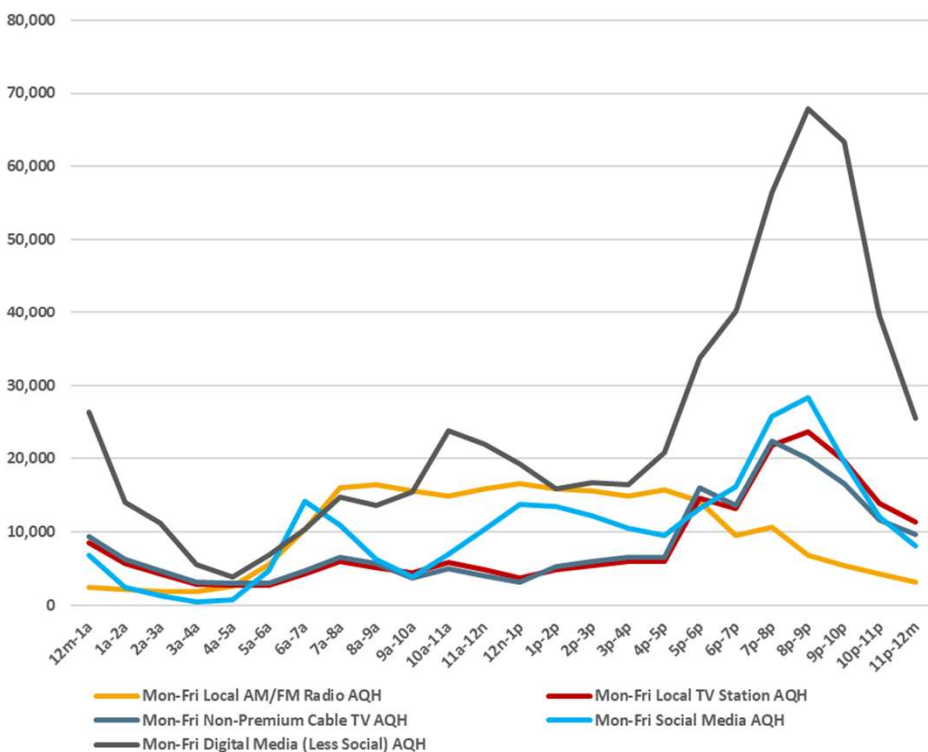
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHICAGO Metro Area Adults 18 or older*



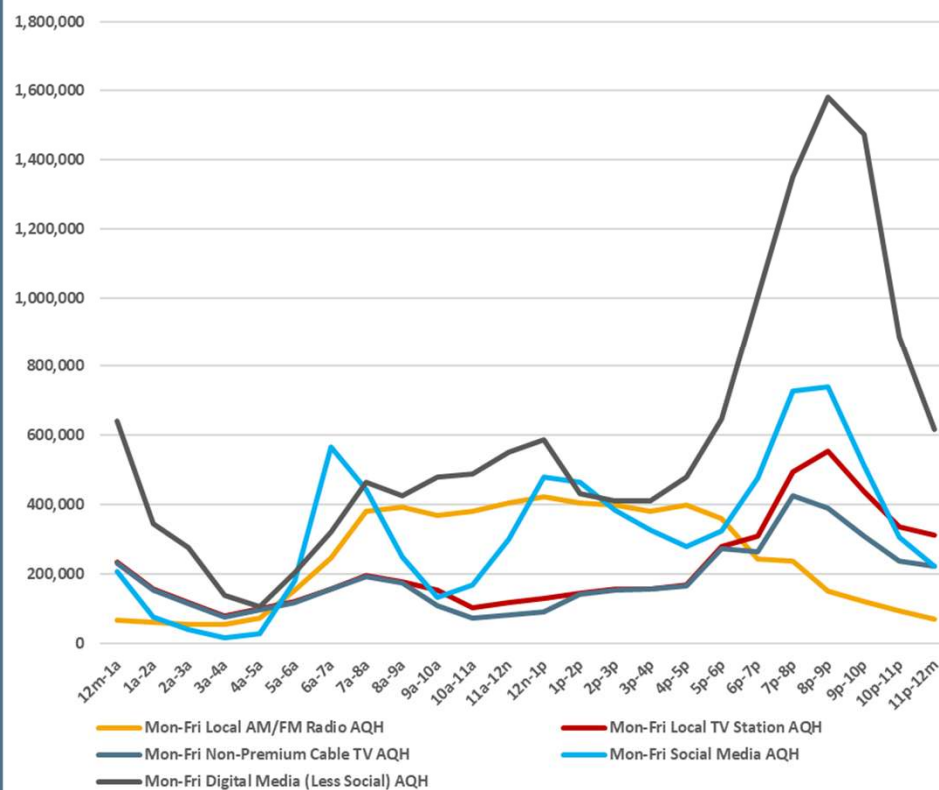


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 20,223;
Local Radio: 14,724; Social Media: 10,881; Non-Prem. Cable: 6,684; Local TV: 6,499
reaching Adults 18 or older who Used BUONA ITALIAN BEEF in the past 30 days.

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



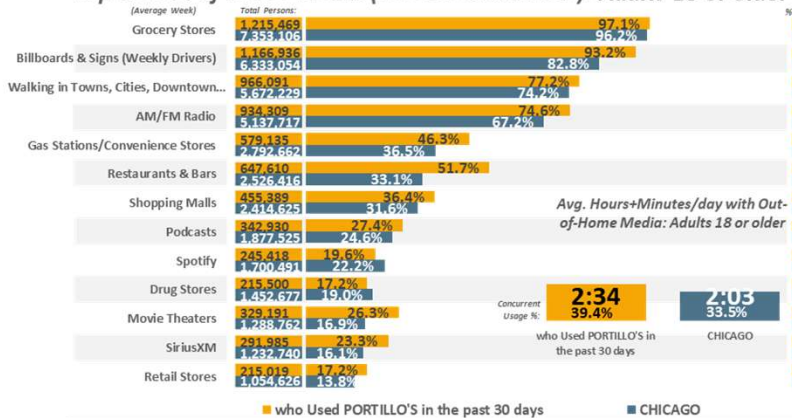
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHICAGO Metro Area Adults 18 or older**



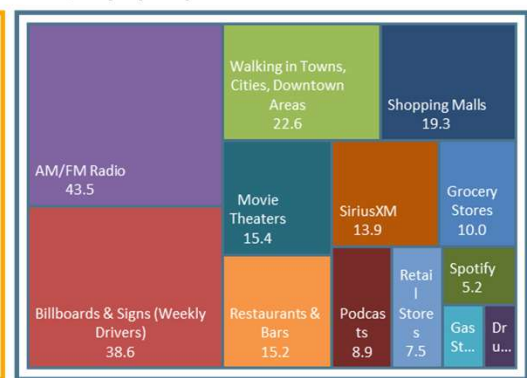
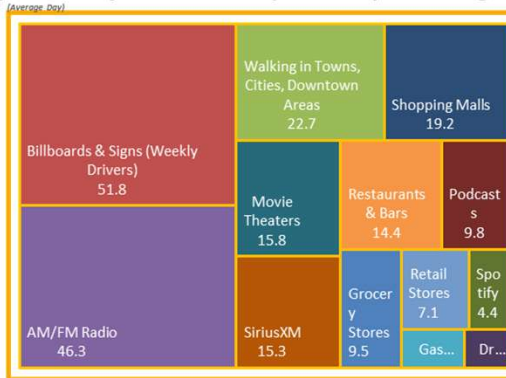


1,166,936 or 93.2% of Adults 18 or older who Used PORTILLO'S in the past 30 days spend an average of 51.8 minutes per day driving, seeing Billboards and Signs. 71.6% Listen to Local Radio Stations Out-of-Home for an average of 43.7 minutes/day.

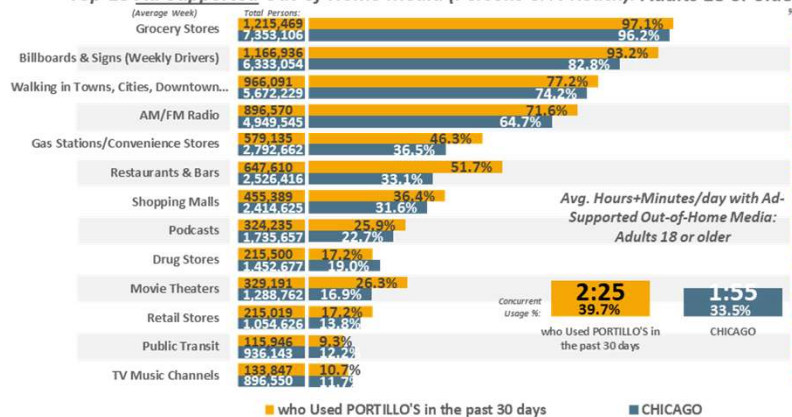
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



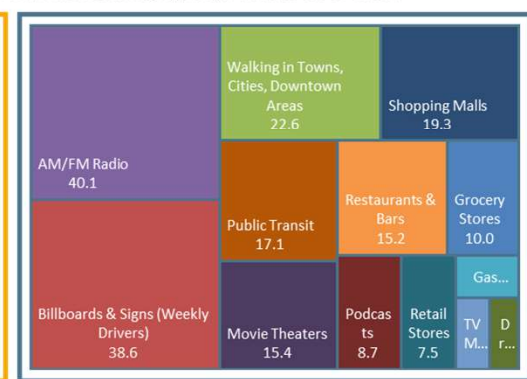
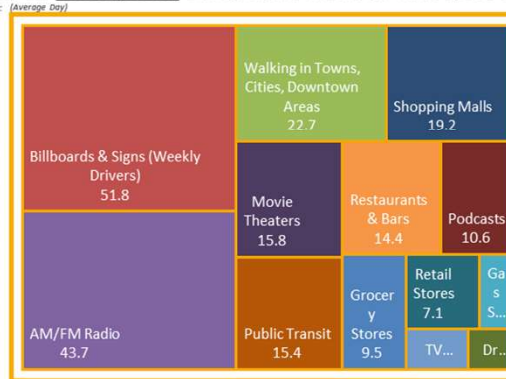
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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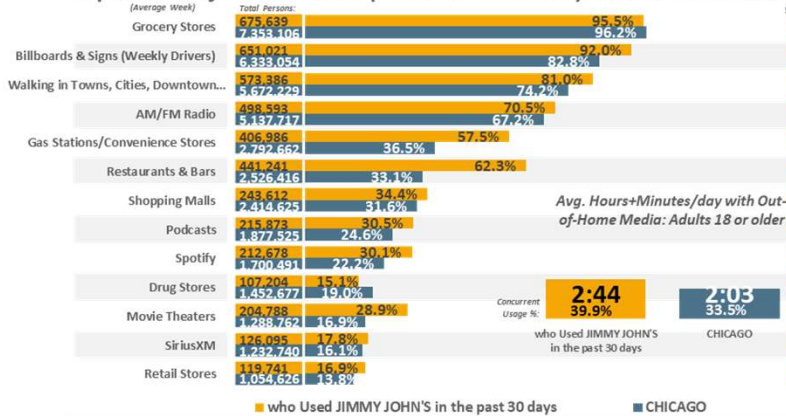
soeafa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Portillo's

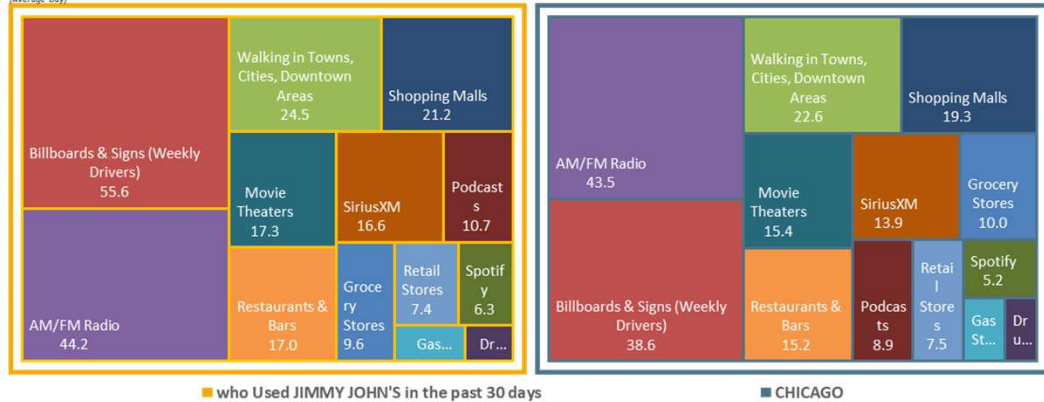


651,021 or 92.% of Adults 18 or older who Used JIMMY JOHN'S in the past 30 days spend an average of 55.6 minutes per day driving, seeing Billboards and Signs. 68.1% Listen to Local Radio Stations Out-of-Home for an average of 40.2 minutes/day.

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



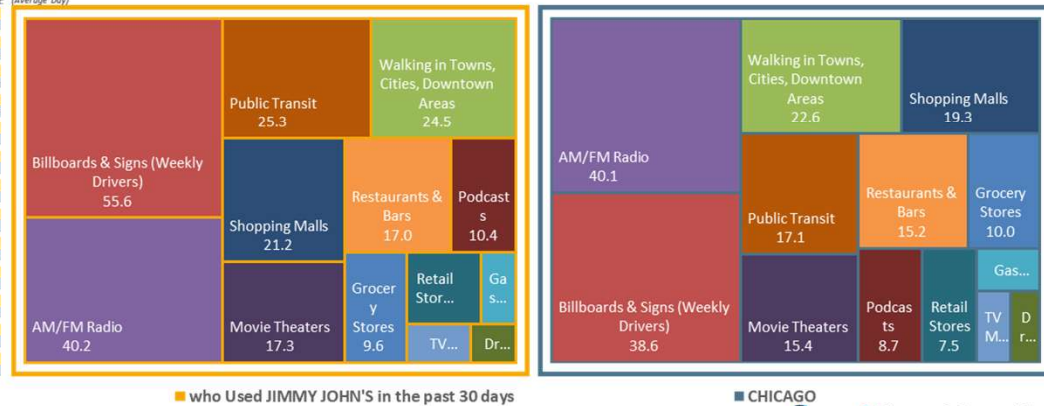
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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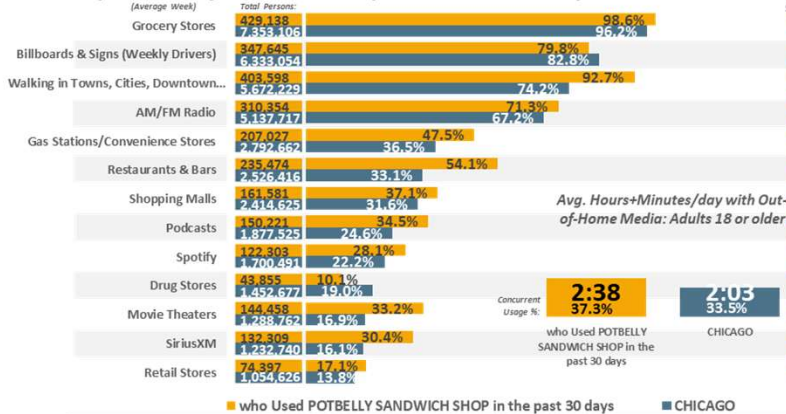
soeafa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Jimmy John's

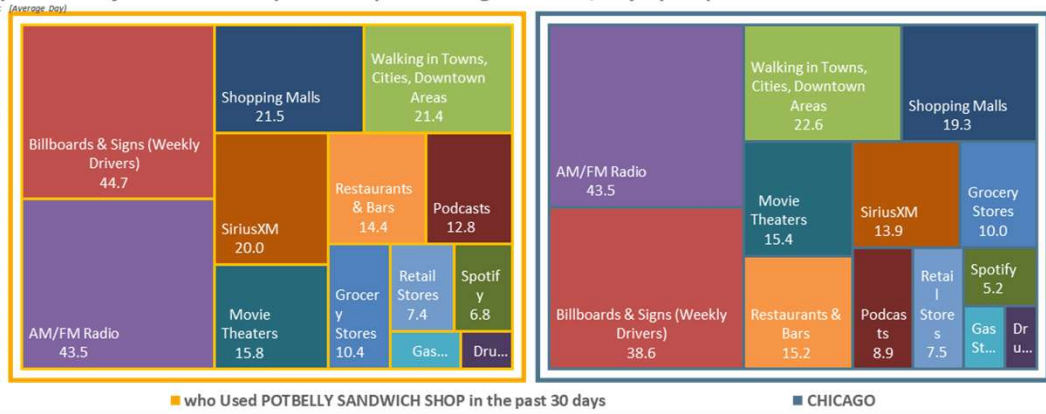


347,645 or 79.8% of Adults 18 or older who Used POTBELLY SANDWICH SHOP in the past 30 days spend an average of 44.7 minutes per day driving, seeing Billboards and Signs. 67.5% Listen to Local Radio Stations Out-of-Home for an average of 38.8 minutes/day.

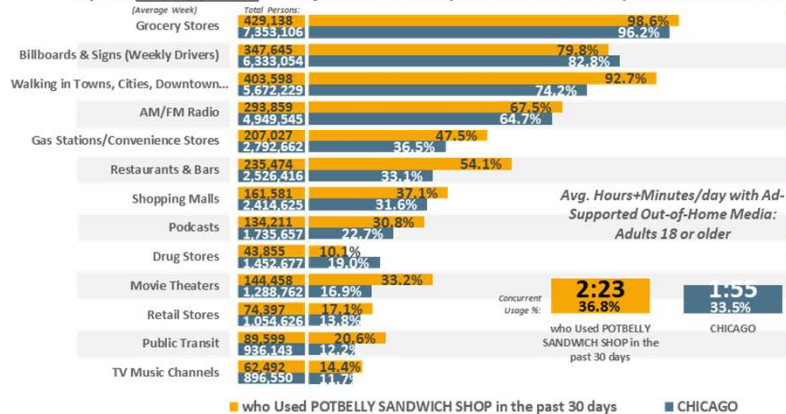
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



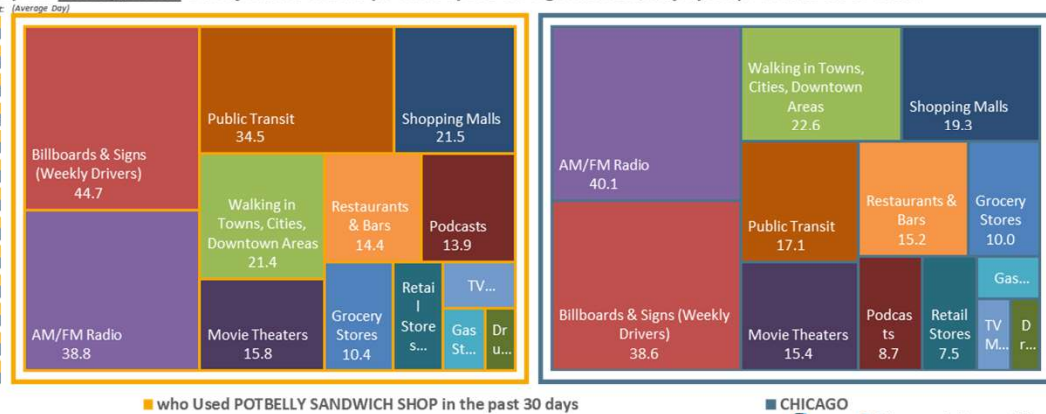
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



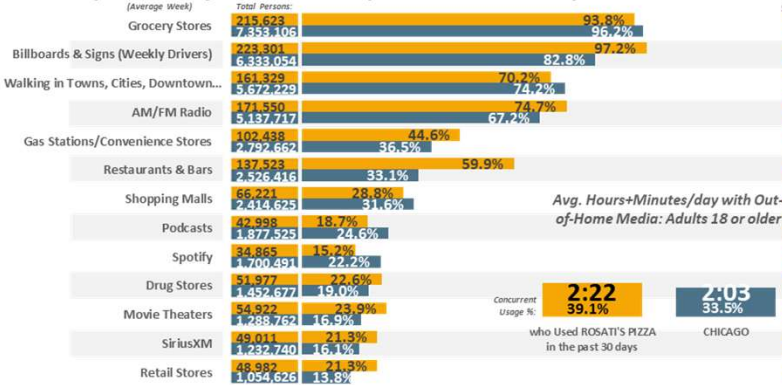
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



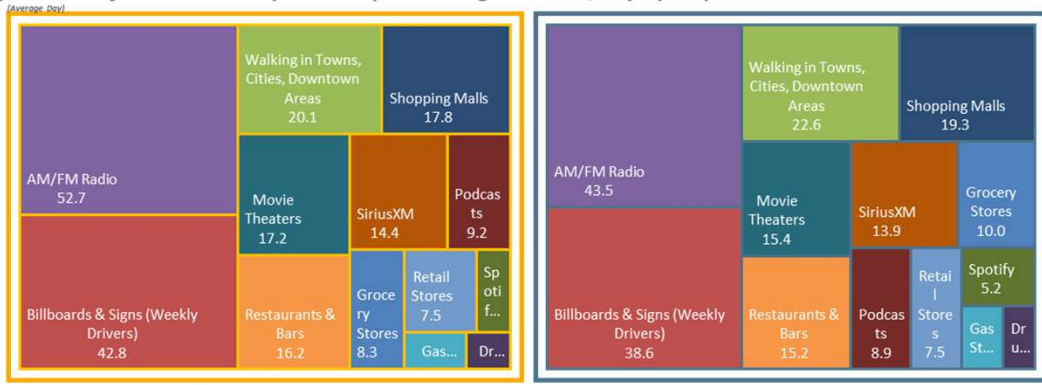


223,301 or 97.2% of Adults 18 or older who Used ROSATI'S PIZZA in the past 30 days spend an average of 42.8 minutes per day driving, seeing Billboards and Signs. 71.% Listen to Local Radio Stations Out-of-Home for an average of 47. minutes/day.

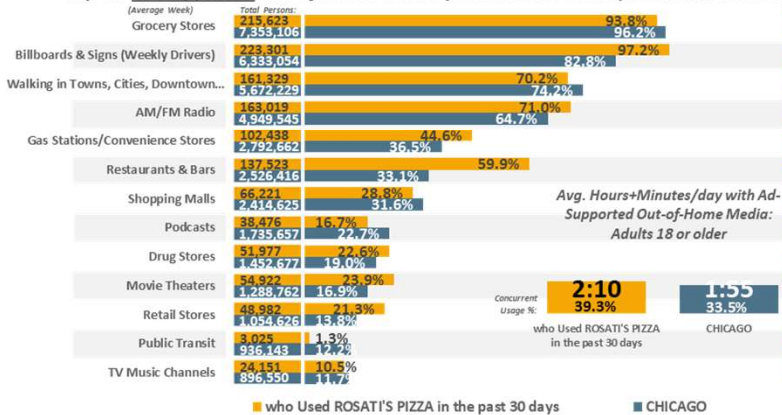
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



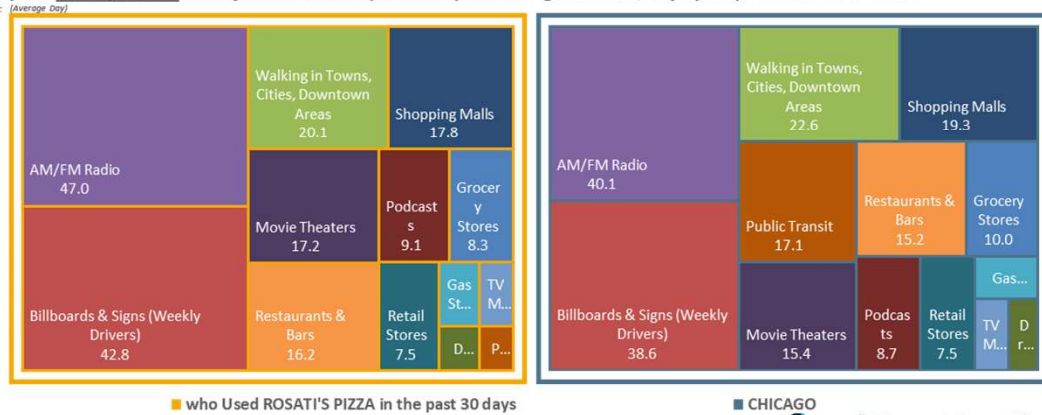
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



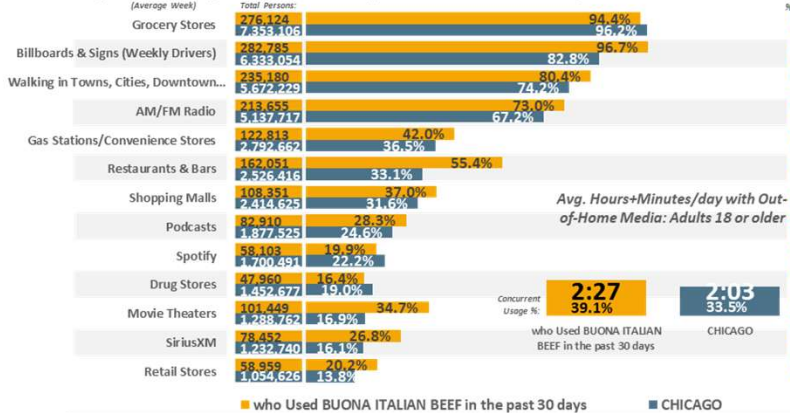
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



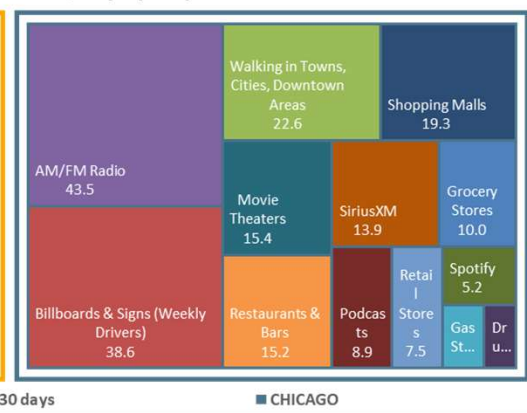
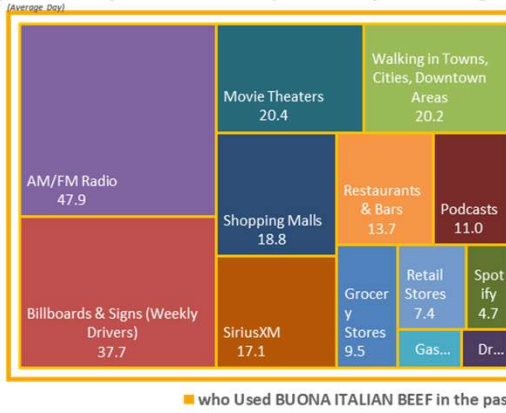


282,785 or 96.7% of Adults 18 or older who Used BUONA ITALIAN BEEF in the past 30 days spend an average of 37.7 minutes per day driving, seeing Billboards and Signs. 68.1% Listen to Local Radio Stations Out-of-Home for an average of 42. minutes/day.

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



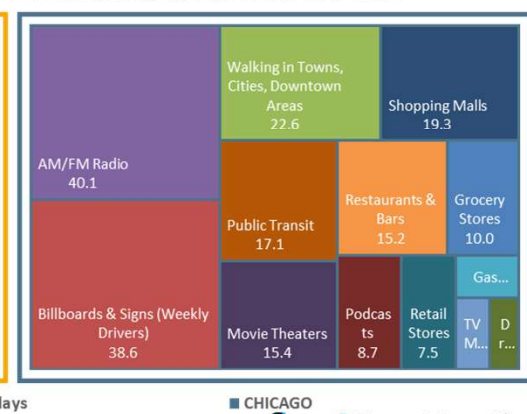
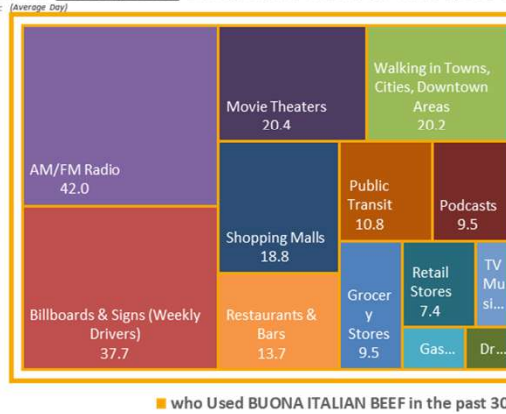
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



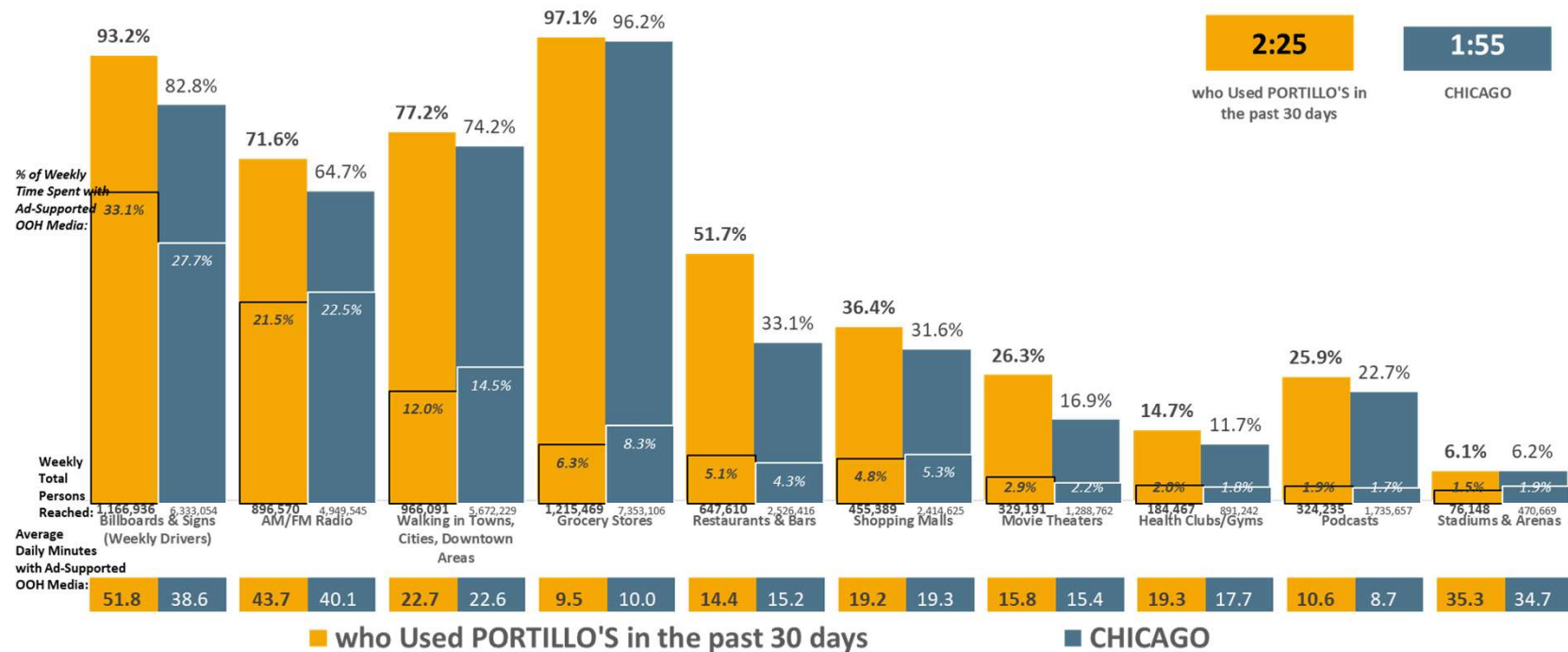


1,166,936 or 93.2% of Adults 18 or older who Used PORTILLO'S in the past 30 days spend an average of 51.8 minutes per day driving, seeing Billboards and Signs representing 33.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



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Quick service restaurants used past 30 days: Portillo's

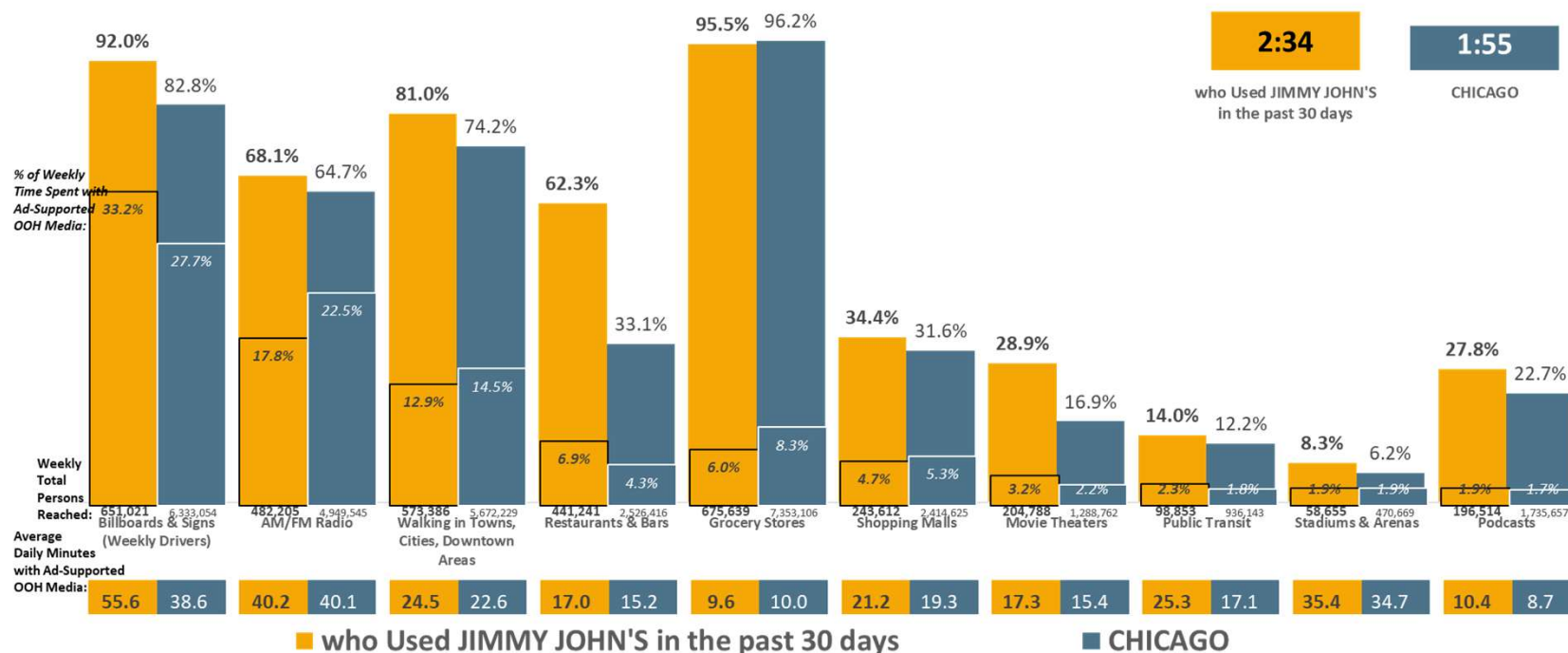


651,021 or 92.0% of Adults 18 or older who Used JIMMY JOHN'S in the past 30 days spend an average of 55.6 minutes per day driving, seeing Billboards and Signs representing 33.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:34
who Used JIMMY JOHN'S in the past 30 days

1:55
CHICAGO

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Quick service restaurants used past 30 days: Jimmy John's

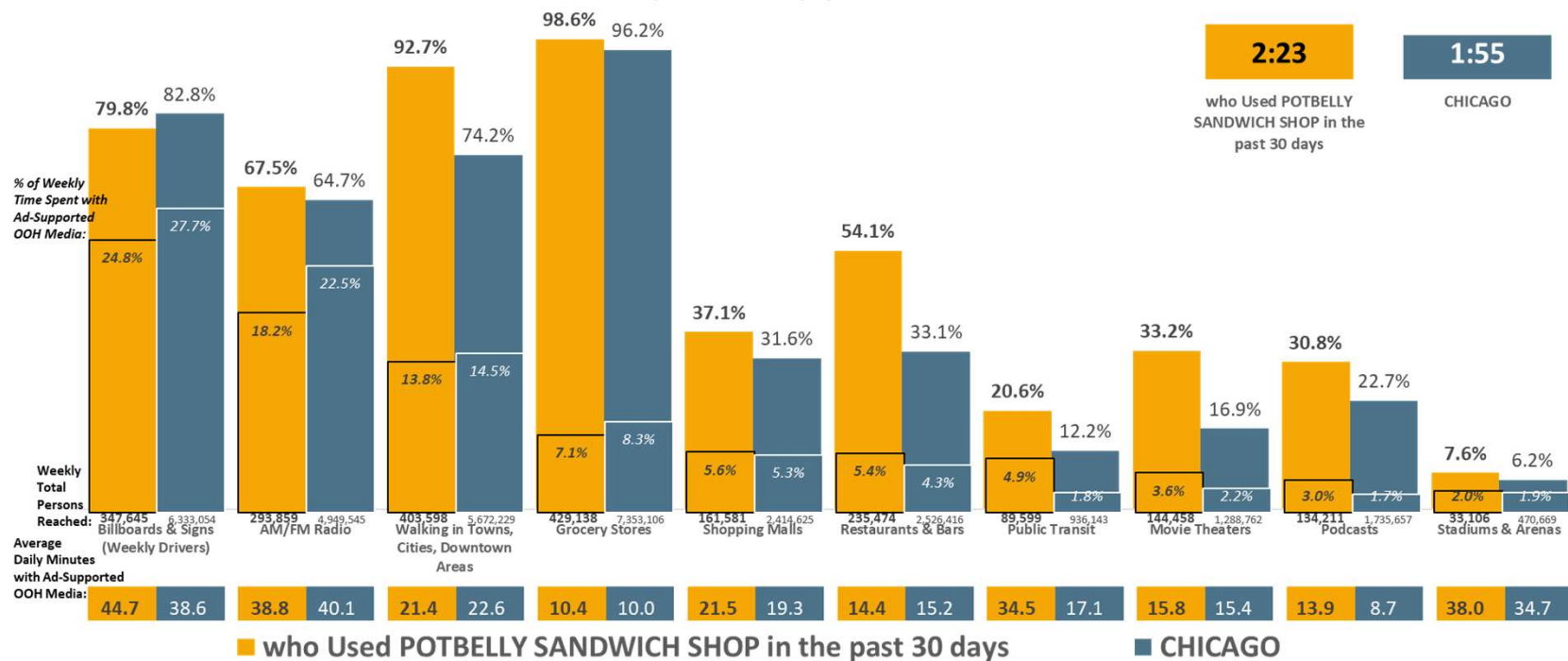


347,645 or 79.8% of Adults 18 or older who Used POTBELLY SANDWICH SHOP in the past 30 days spend an average of 44.7 minutes per day driving, seeing Billboards and Signs representing 24.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



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CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001

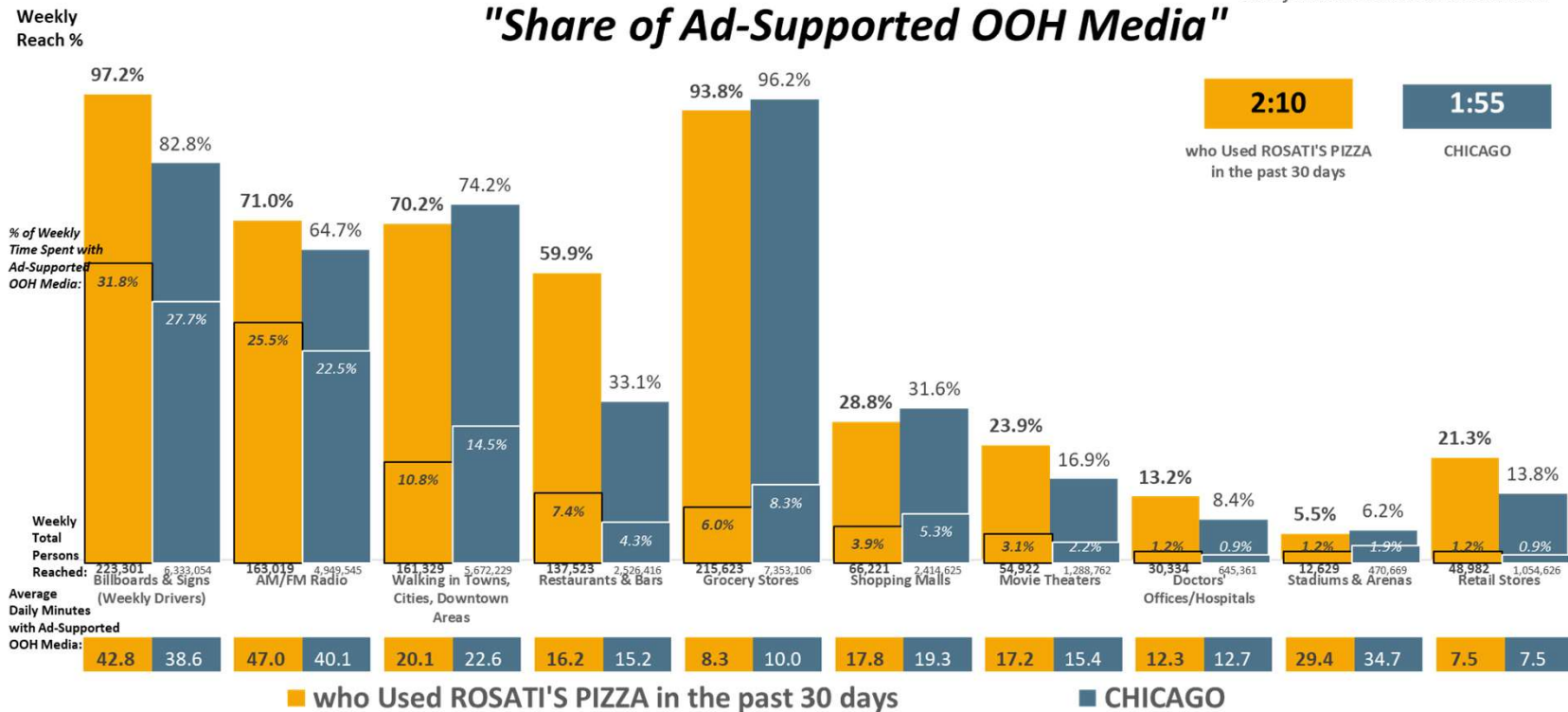
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Potbelly Sandwich Shop



223,301 or 97.2% of Adults 18 or older who Used ROSATI'S PIZZA in the past 30 days spend an average of 42.8 minutes per day driving, seeing Billboards and Signs representing 31.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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



CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 136
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CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001

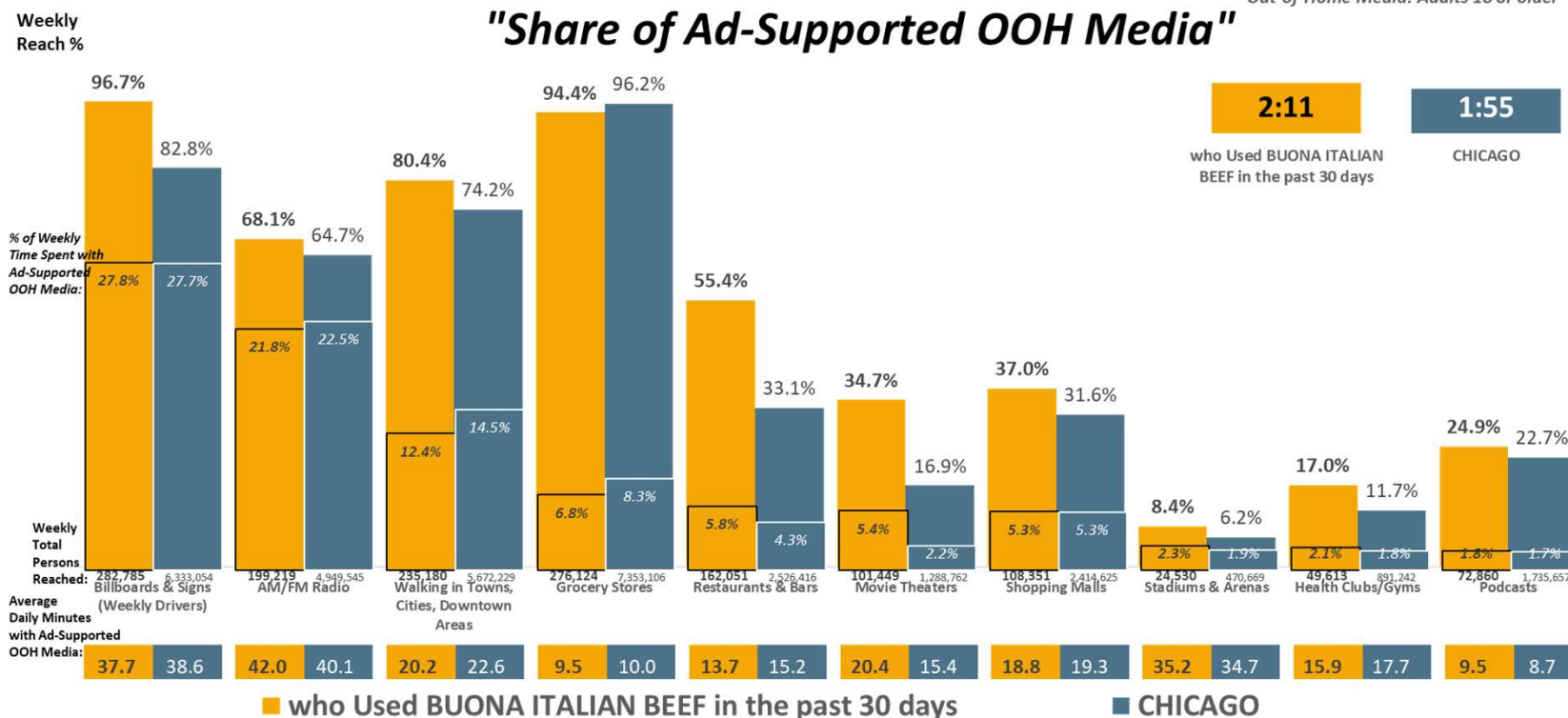
soefa.ai Share of Everything for Anything

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



282,785 or 96.7% of Adults 18 or older who Used BUONA ITALIAN BEEF in the past 30 days spend an average of 37.7 minutes per day driving, seeing Billboards and Signs representing 27.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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



CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 168
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CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001

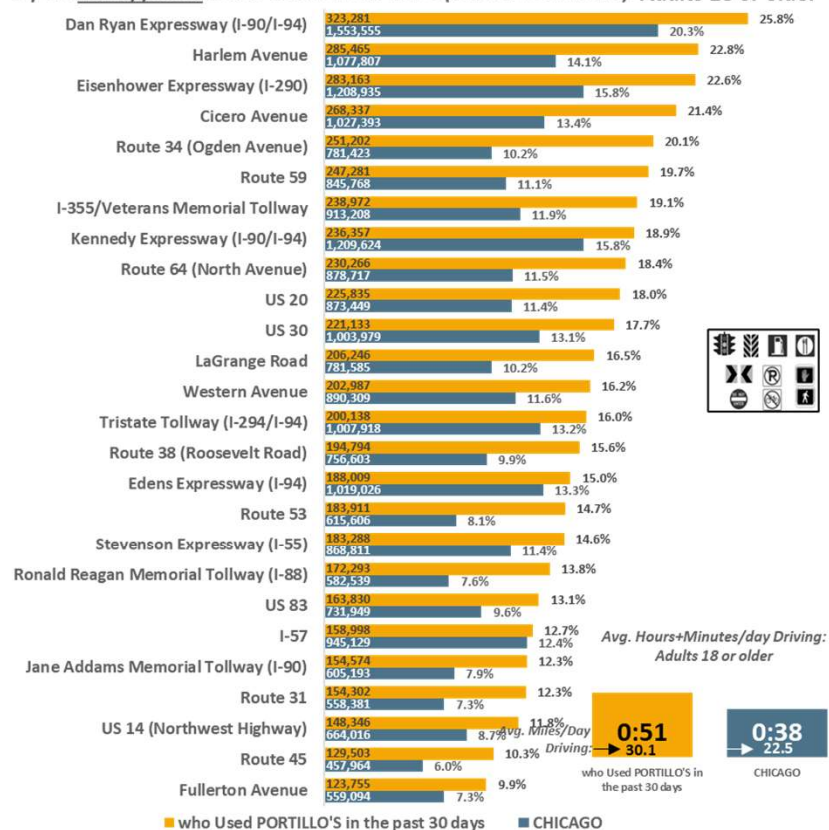
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Buona

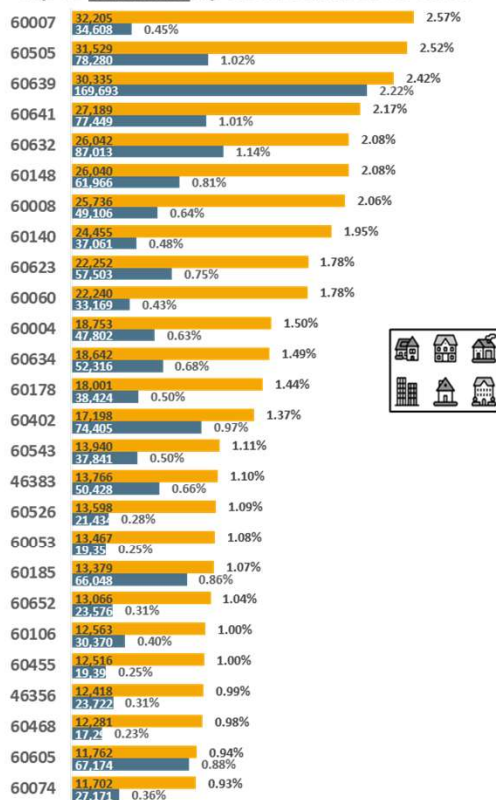


1,166,936 or 93.2% of Adults 18 or older who Used PORTILLO'S in the past 30 days spend an average of 51.8 minutes per day driving an average of 30.1 miles each day and are 96.3% more likely to use Route 34 (Ogden Avenue) than the Metro average.

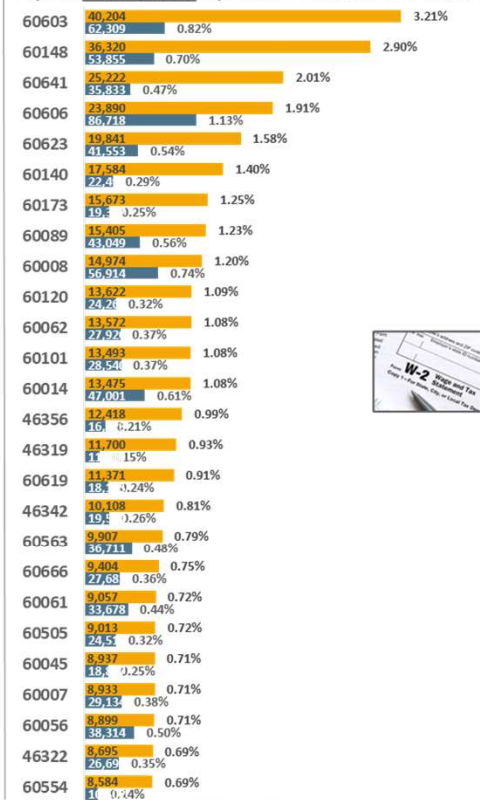
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



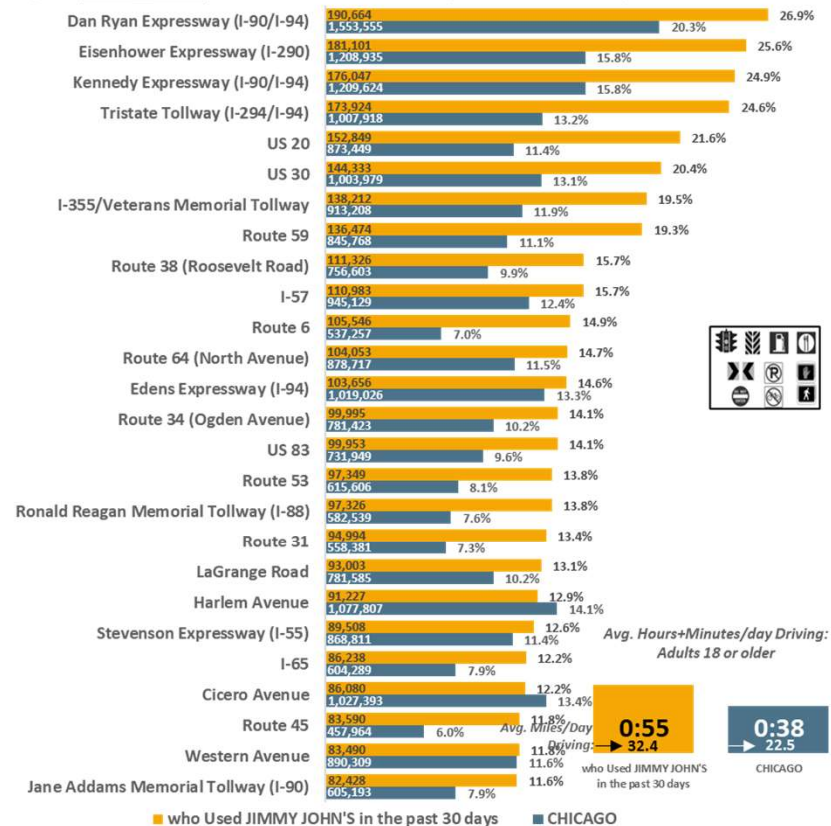
Top-26 Employment Zip Codes: Adults 18 or older



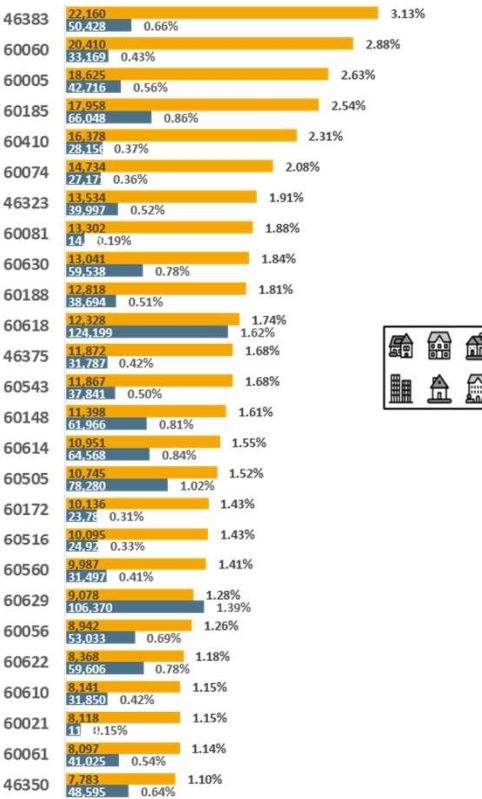


651,021 or 92.% of Adults 18 or older who Used JIMMY JOHN'S in the past 30 days spend an average of 55.6 minutes per day driving an average of 32.4 miles each day and are 112.2% more likely to use Route 6 than the Metro average.

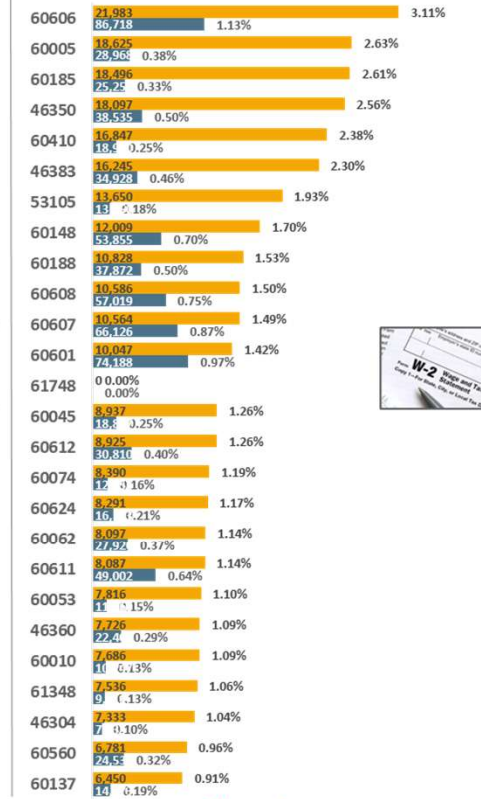
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



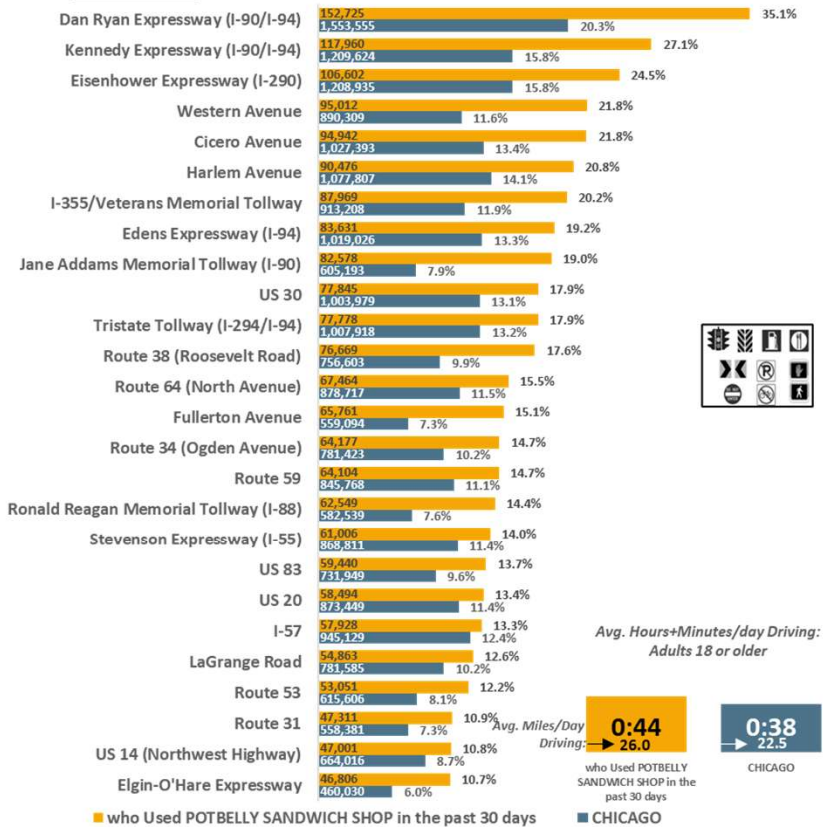
Top-26 Employment Zip Codes: Adults 18 or older



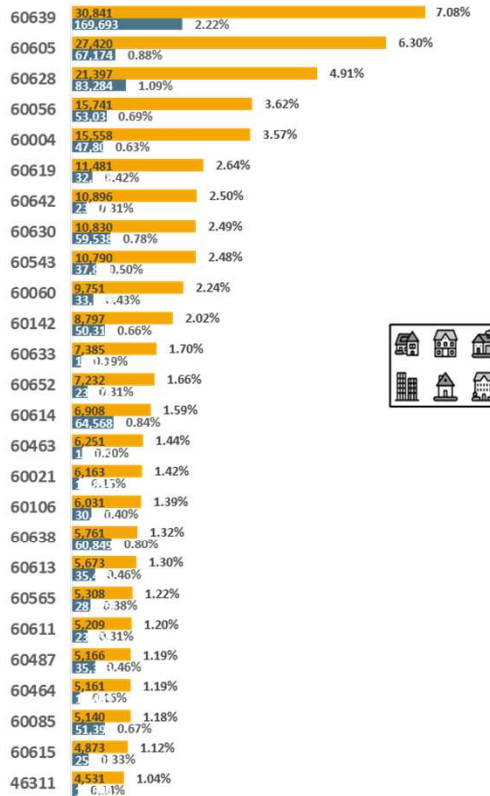


347,645 or 79.8% of Adults 18 or older who Used POTBELLY SANDWICH SHOP in the past 30 days spend an average of 44.7 minutes per day driving an average of 26. miles each day and are 139.5% more likely to use Jane Addams Memorial Tollway (I-90) than the Met

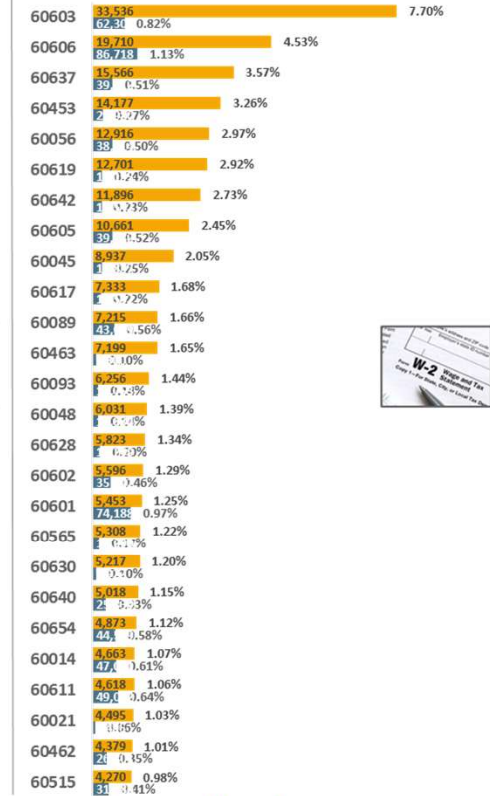
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



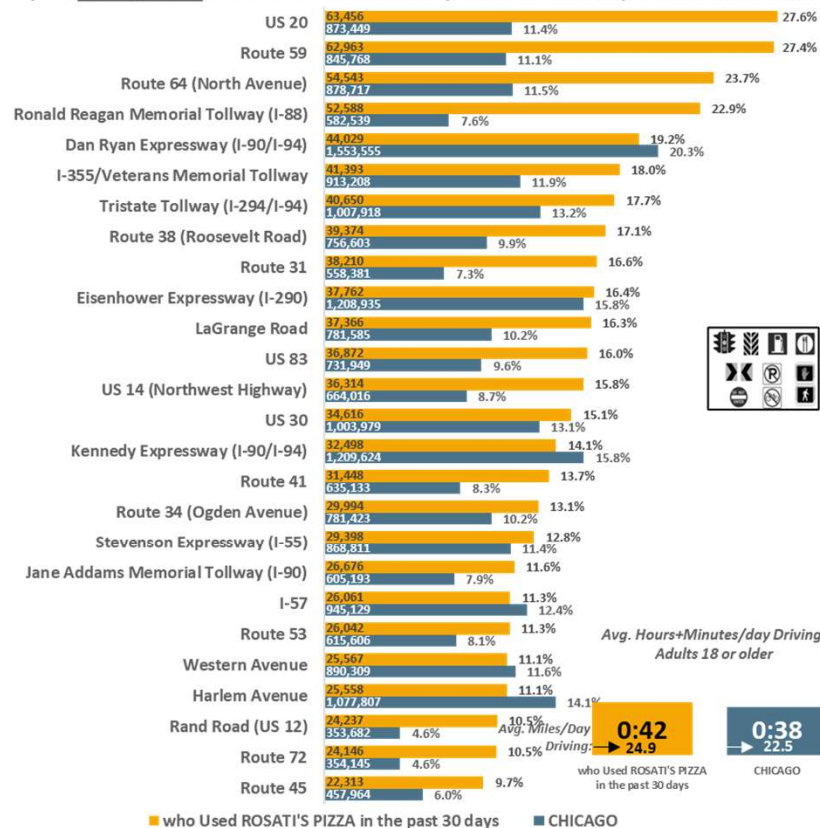
Top-26 Employment Zip Codes: Adults 18 or older



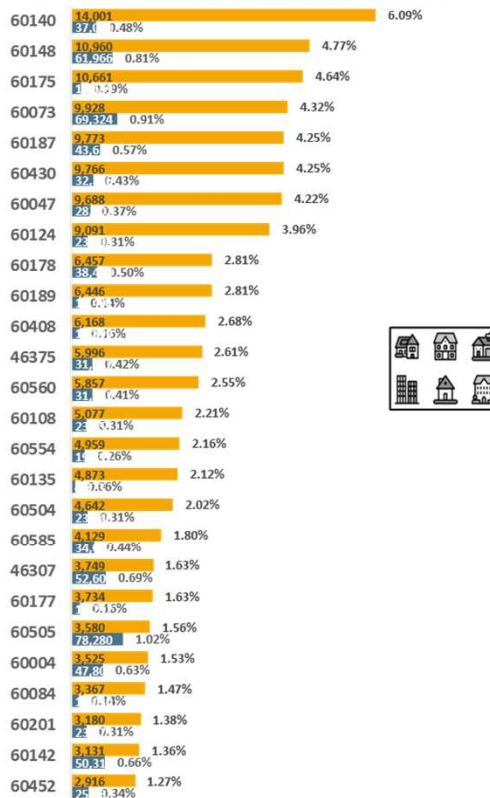


223,301 or 97.2% of Adults 18 or older who Used ROSATI'S PIZZA in the past 30 days spend an average of 42.8 minutes per day driving an average of 24.9 miles each day and are 200.3% more likely to use Ronald Reagan Memorial Tollway (I-88) than the Metro av

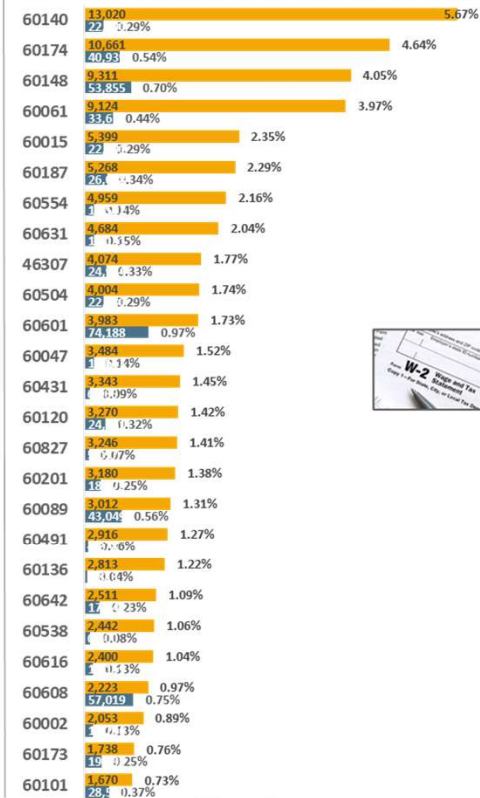
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



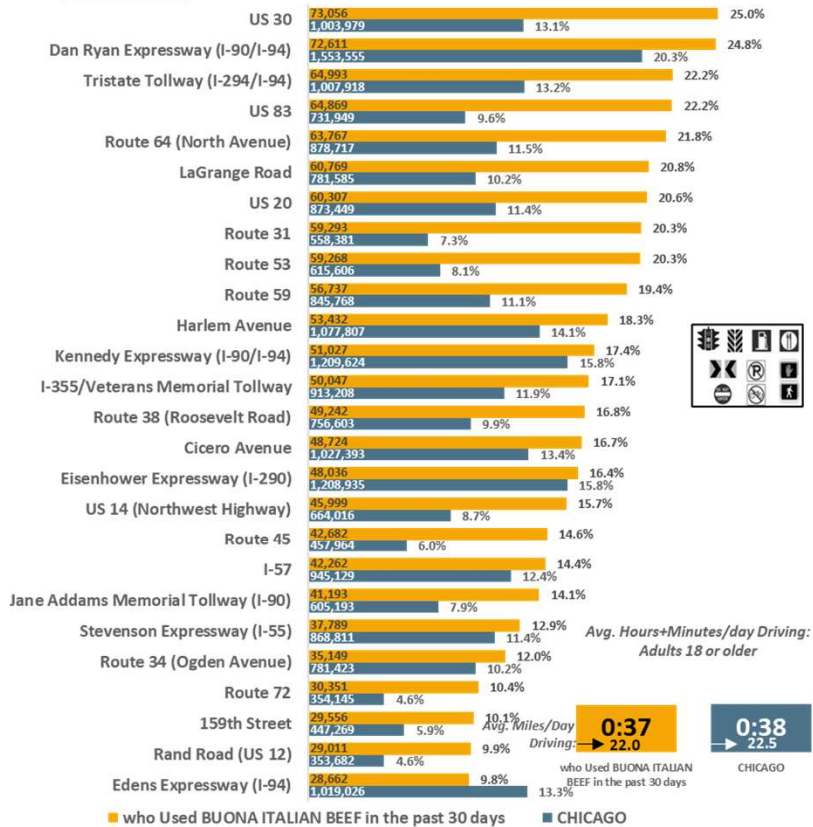
Top-26 Employment Zip Codes: Adults 18 or older



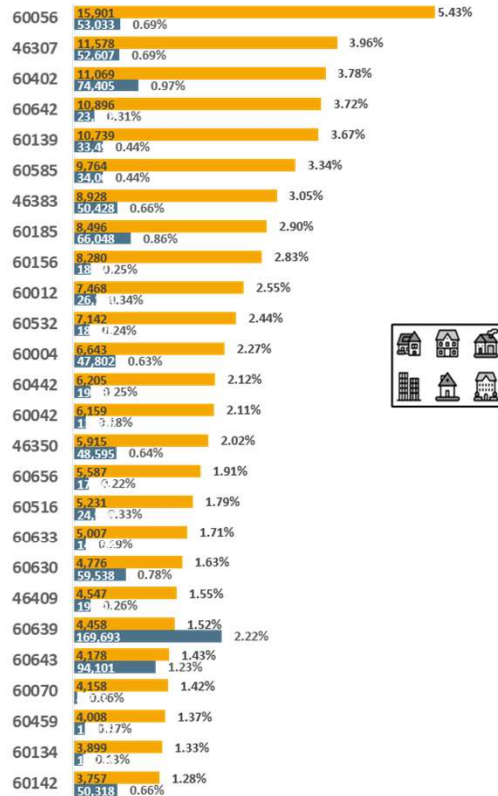


282,785 or 96.7% of Adults 18 or older who Used BUONA ITALIAN BEEF in the past 30 days spend an average of 37.7 minutes per day driving an average of 22. miles each day and are 177.4% more likely to use Route 31 than the Metro average.

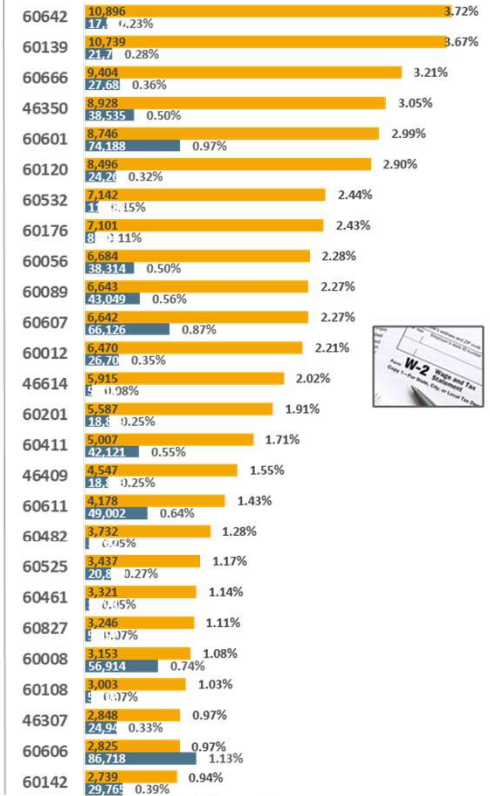
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



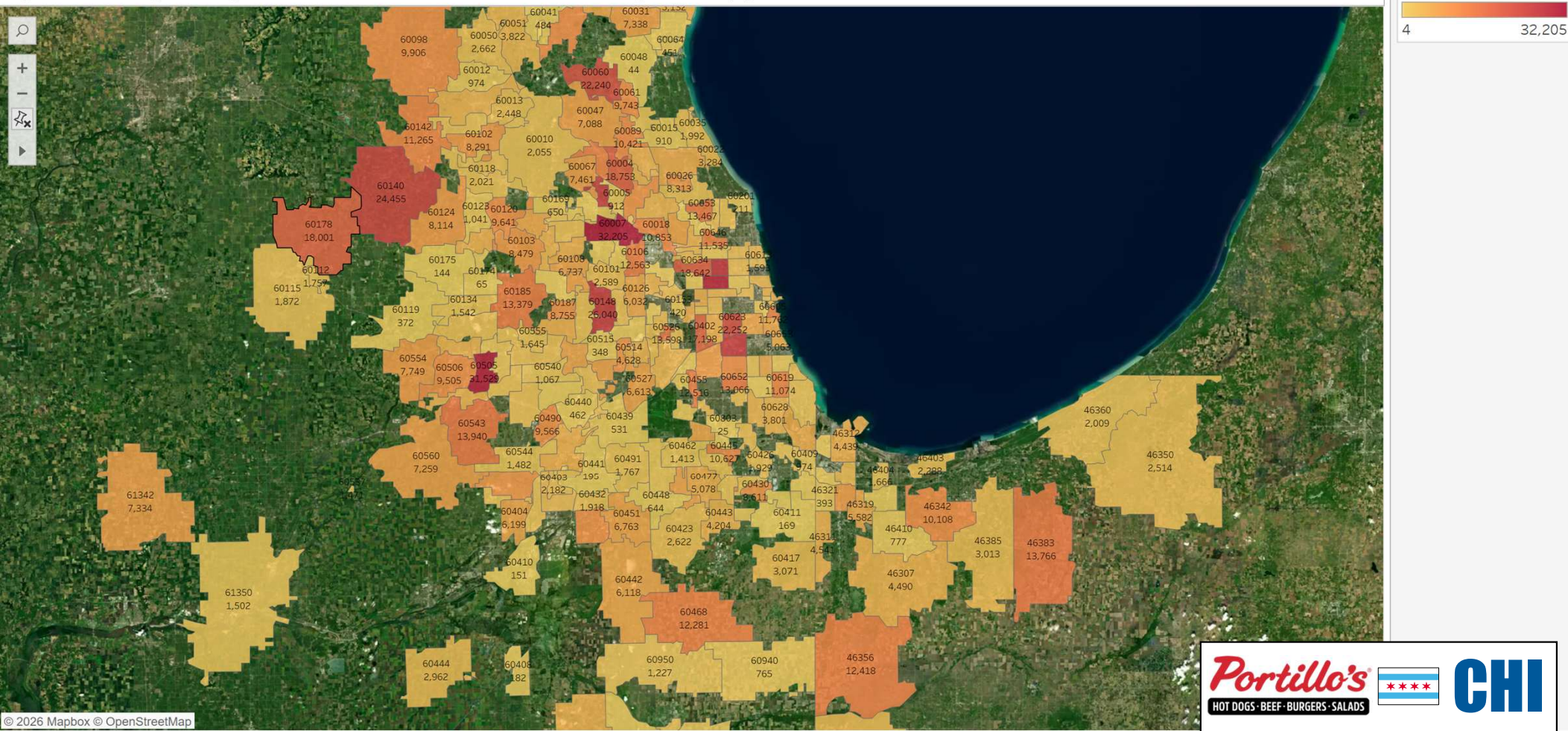
Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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



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Quick service restaurants used past 30 days: Portillo's

The map displays the following constituencies and their corresponding values:

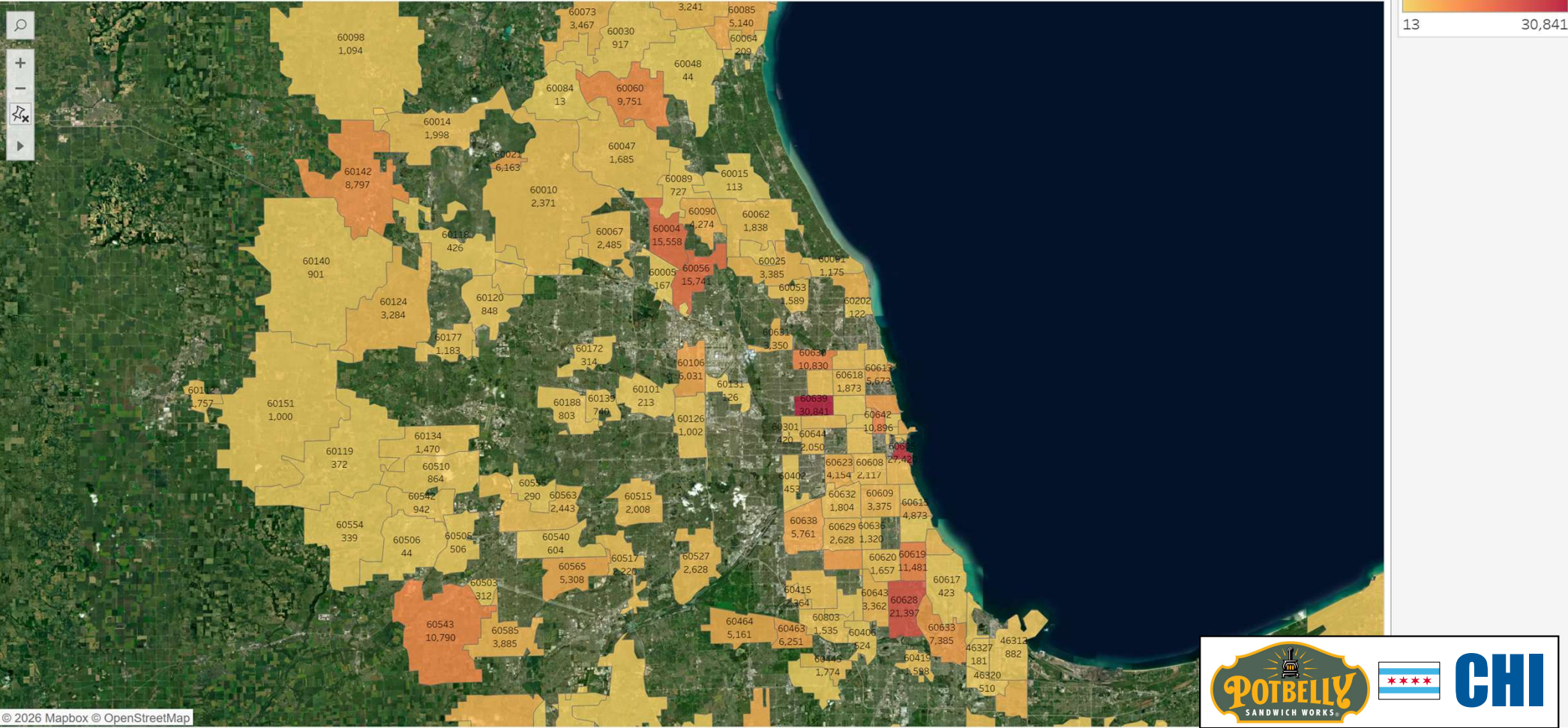
Constituency	Value
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60084	13
60060	20,410
60061	8,097
60014	1,163
60013	4,156
60047	3,484
60089	1,146
60015	376
60035	376
60142	2,242
60102	5,978
60110	3,687
60074	14,734
60090	217
60005	13,625
60016	2,721
60053	5,617
60202	120
60123	305
60120	485
60107	2,726
60177	1,839
60174	2,276
60188	12,818
60185	17,958
60187	4,250
60148	11,398
60143	537
60101	320
60131	347
60639	7,245
60614	10,952
60134	3,373
60542	711
60554	6,246
60506	3,814
60505	10,745
60540	413
60532	4,436
60516	10,095
60527	2,189
60524	941
60525	1,007
60415	2,988
60655	6,107
60628	1,074
60464	3,902
60462	2,102
60446	2,378
60544	1,273
60560	9,987
60543	11,867
60586	7,135
60435	390
60432	4,723
60451	570
60433	160
60447	770
60410	16,378
60442	1,808
60448	644
60423	658
60477	2,386
60422	1,319
60419	1,309
60426	126
60415	2,988
60655	6,107
60628	1,074
60464	3,902
60462	2,102
60446	2,378
60544	1,273
60560	9,987
60543	11,867
60586	7,135
60435	390
60432	4,723
60451	570
60433	160
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60410	16,378
60442	1,808
60448	644
60423	658
60477	2,386
60422	1,319
60419	1,309
60426	126
60415	2,988
60655	6,107
60628	1,074
60464	3,902
60462	2,102
60446	2,378
60544	1,273
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60435	390
60432	4,723
60451	570
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60477	2,386
60422	1,319
60419	1,309
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60426	126
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60464	



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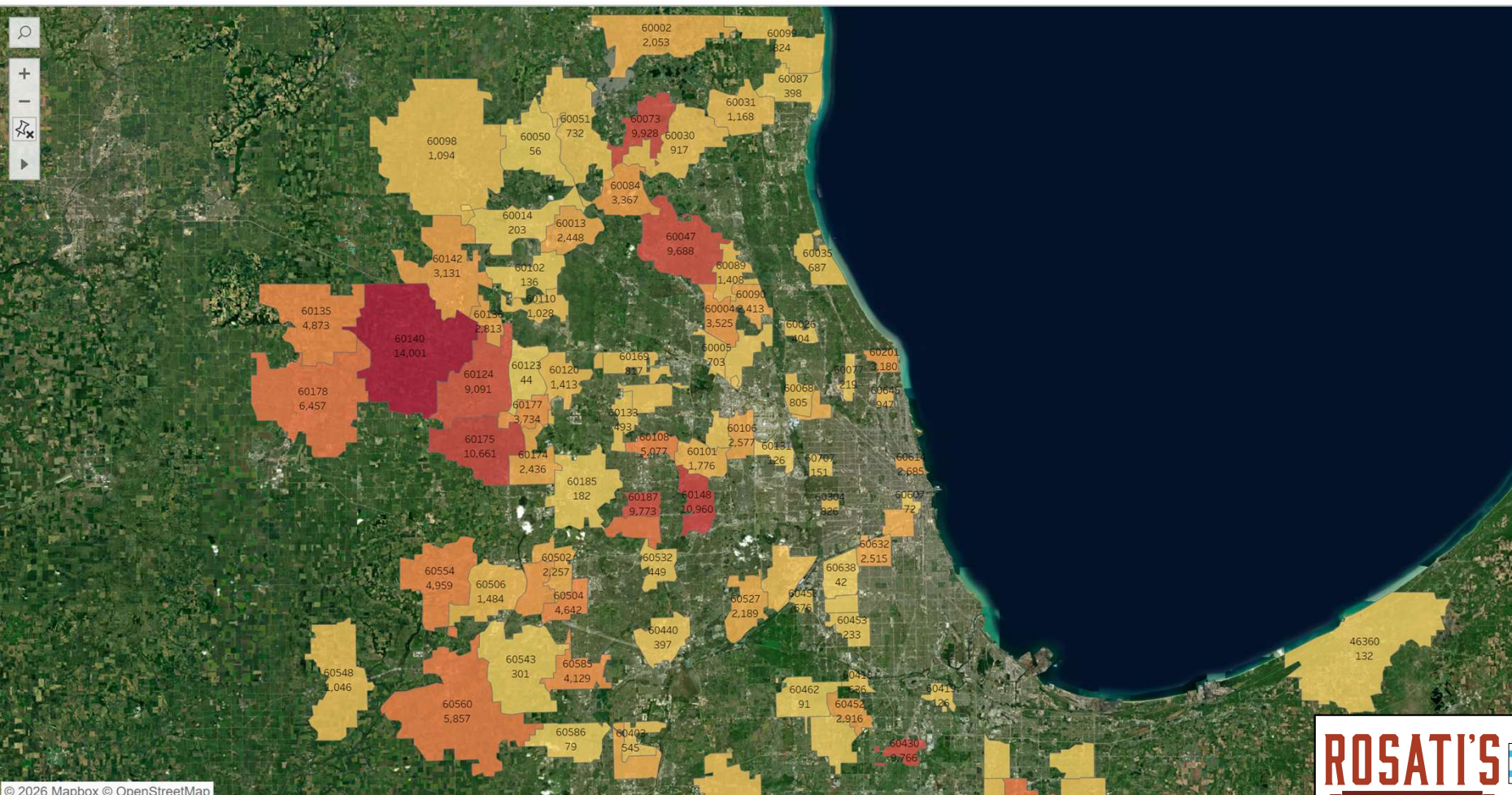
Quick service restaurants used past 30 days: Jimmy John's

Top Residential Zip Codes: (Adults 18 or older who Used POTBELLY SANDWICH SHOP in the past 30 days)



Quick service restaurants used past 30 days: Potbelly Sandwich Shop

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



SUM(Adults 18 or older...
28 14,001



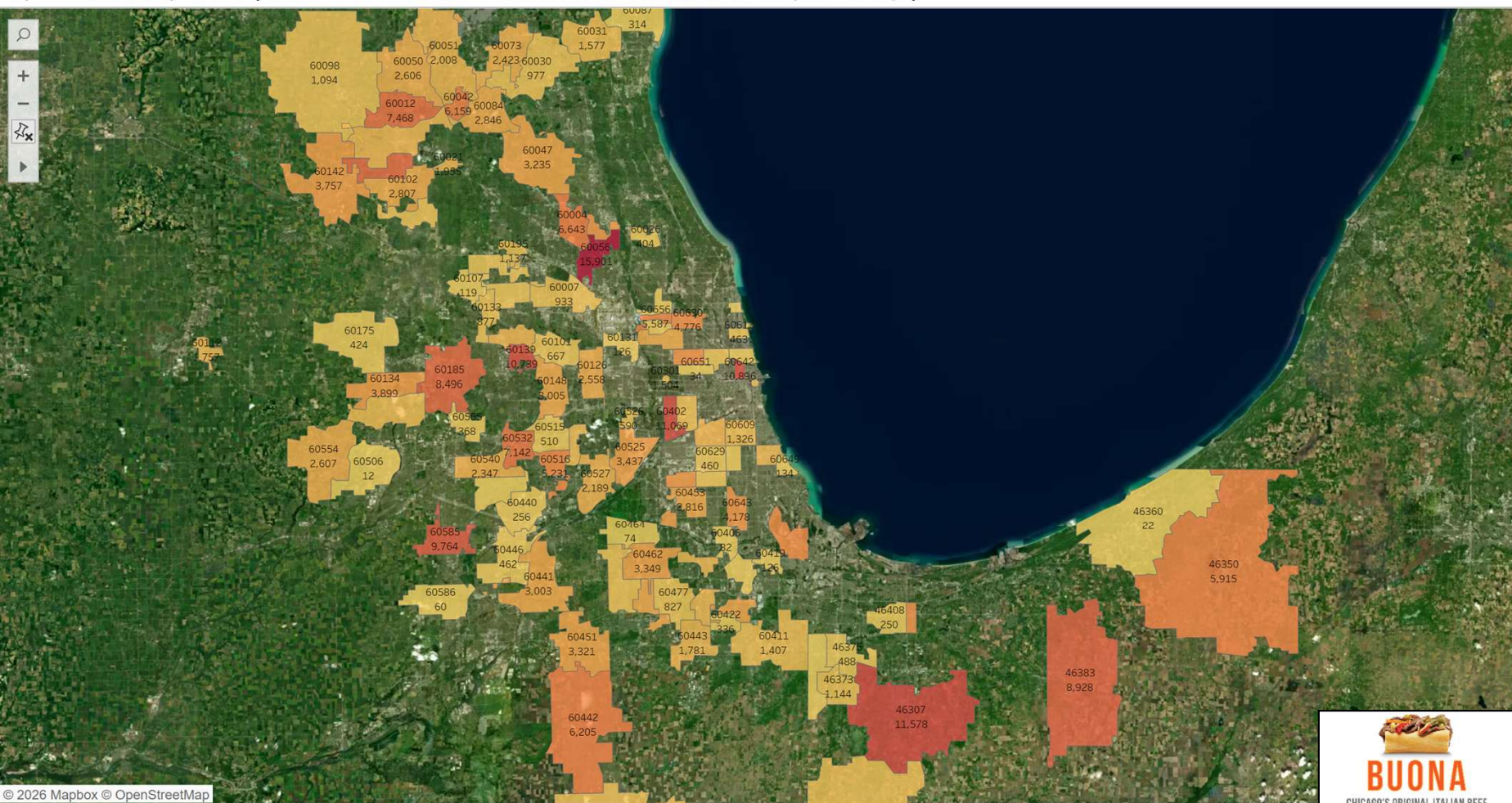
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Quick service restaurants used past 30 days: Rosati's Pizza

Top Residential Zip Codes: (Adults 18 or older who Used BUONA ITALIAN BEEF in the past 30 days)



SUM(Adults 18 or older...
12 15,901



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CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 168

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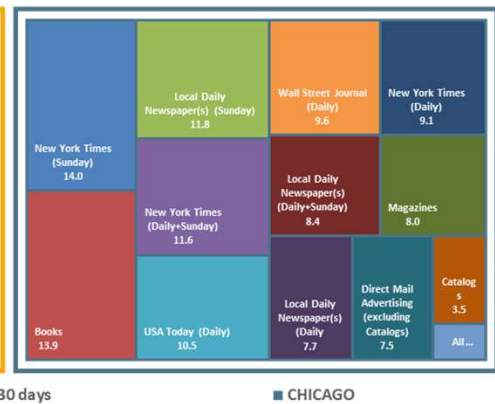
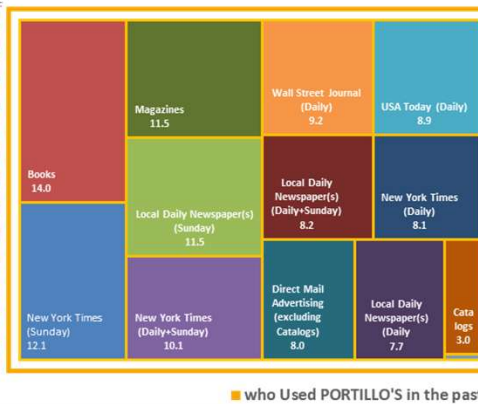
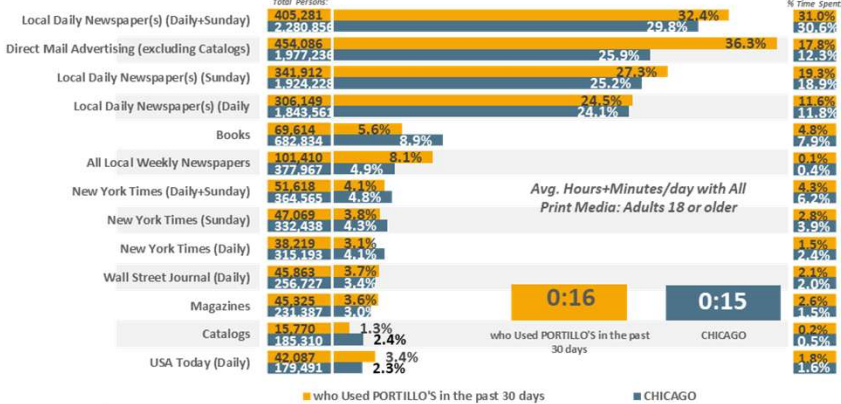
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Quick service restaurants used past 30 days: Buona

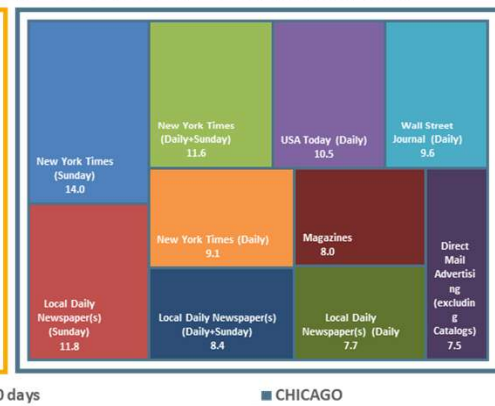
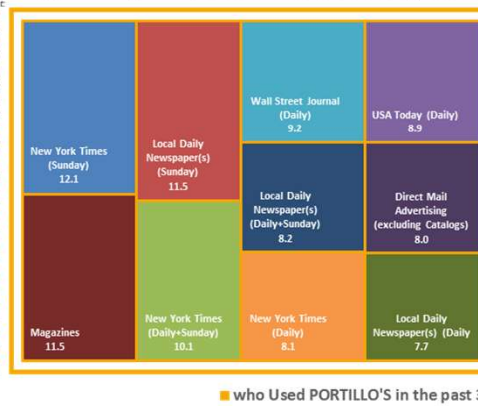
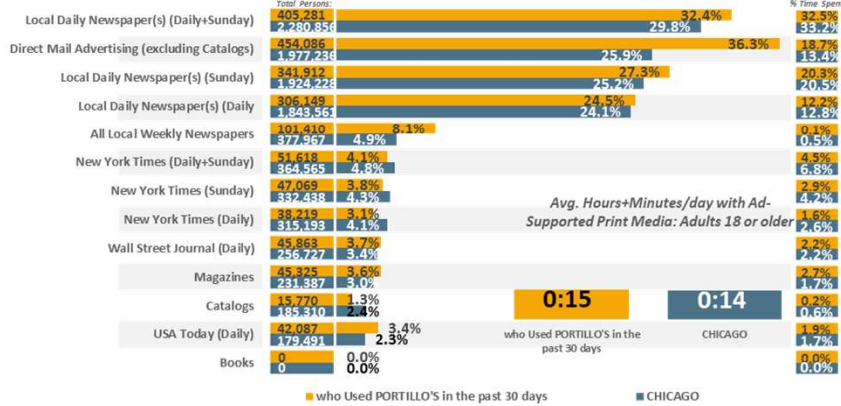


405,281 or 32.4% of Adults 18 or older who Used PORTILLO'S in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.2 minutes every day representing 32.5% of all time spent daily with All forms of Print Media.

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



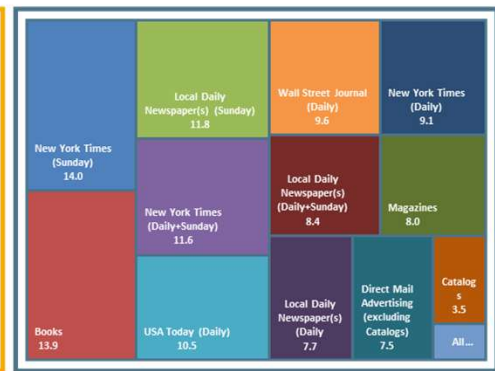
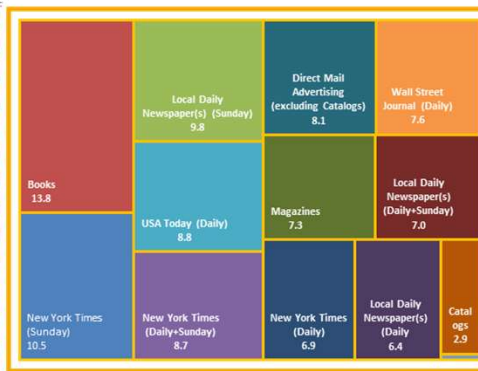
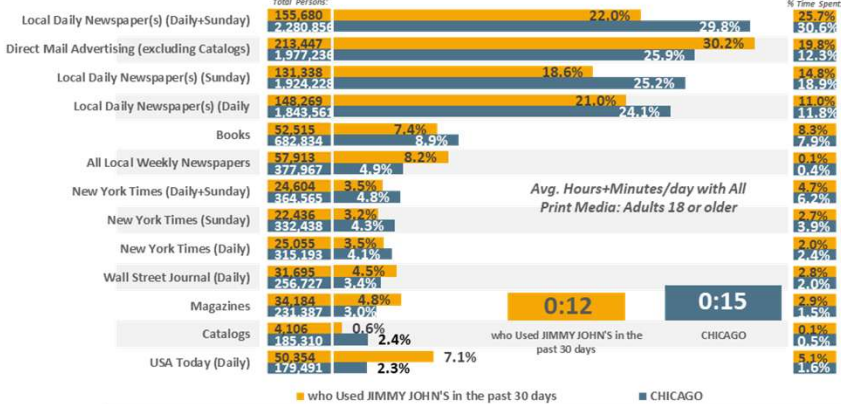
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



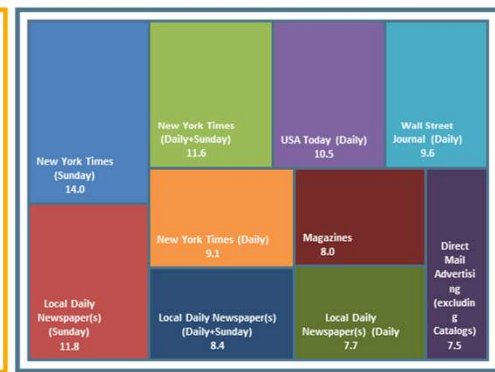
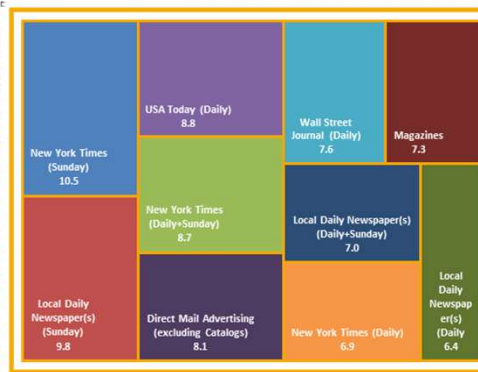
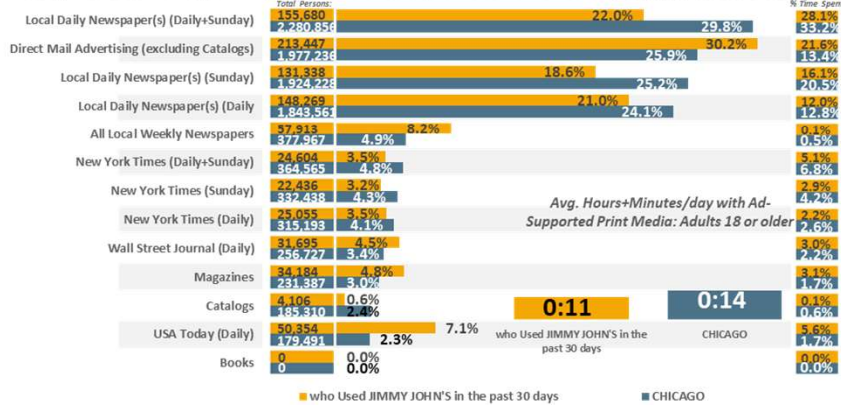


155,680 or 22.% of Adults 18 or older who Used JIMMY JOHN'S in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7. minutes every day representing 28.1% of all time spent daily with All forms of Print Media.

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



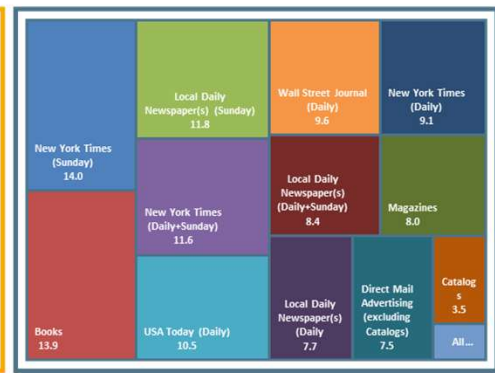
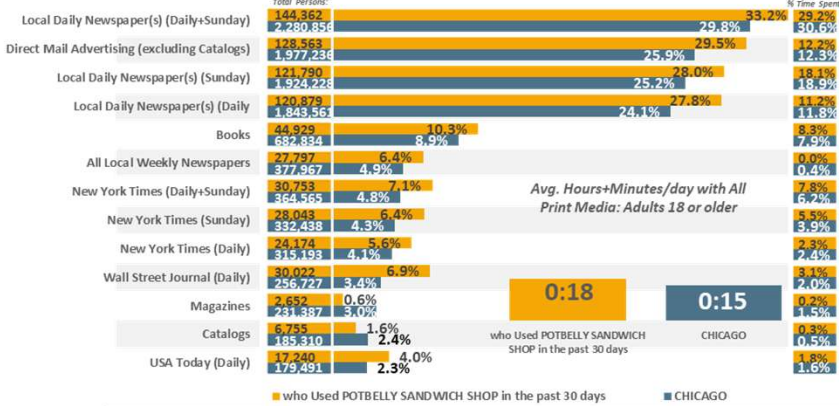
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



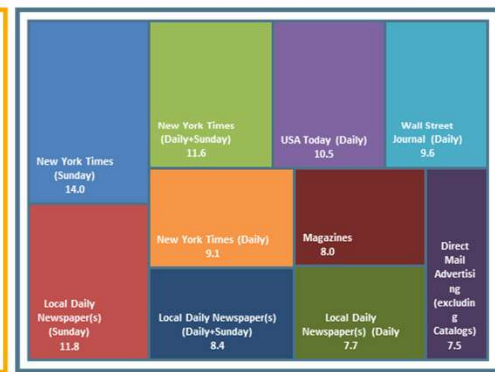
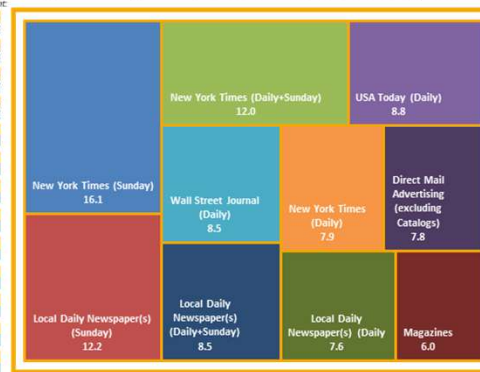
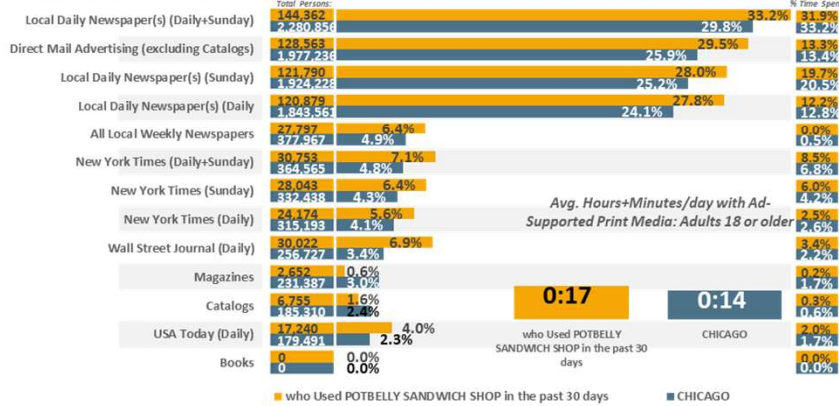


144,362 or 33.2% of Adults 18 or older who Used POTBELLY SANDWICH SHOP in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.5 minutes every day representing 31.9% of all time spent daily with All forms of Print Media.

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**



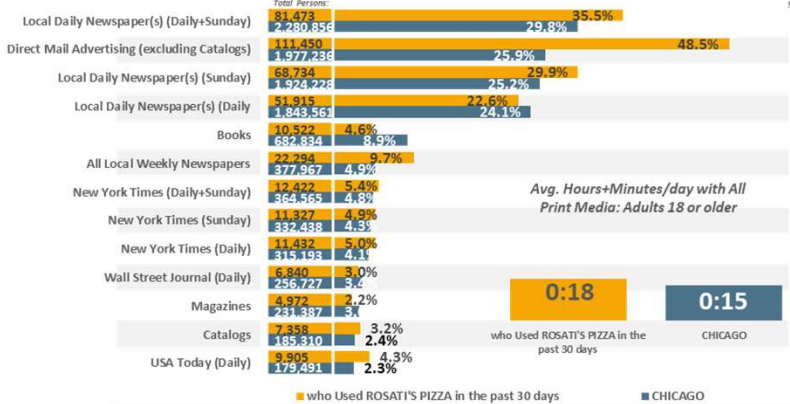
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



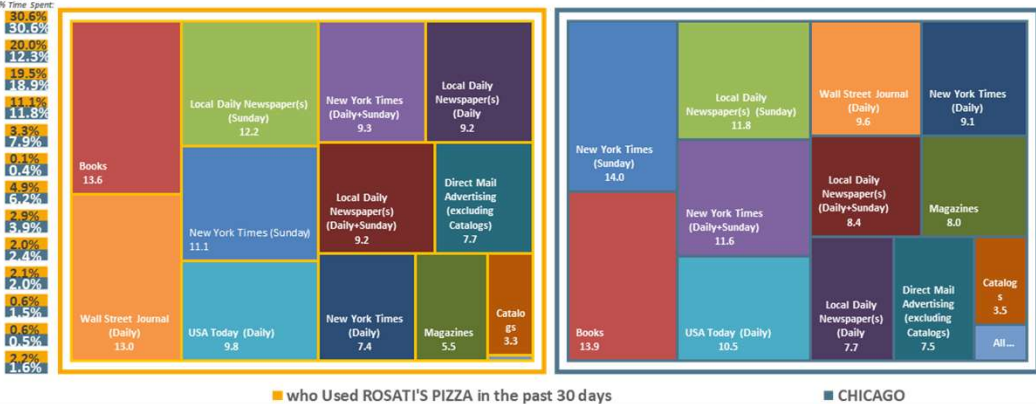


81,473 or 35.5% of Adults 18 or older who Used ROSATI'S PIZZA in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.2 minutes every day representing 31.7% of all time spent daily with All forms of Print Media.

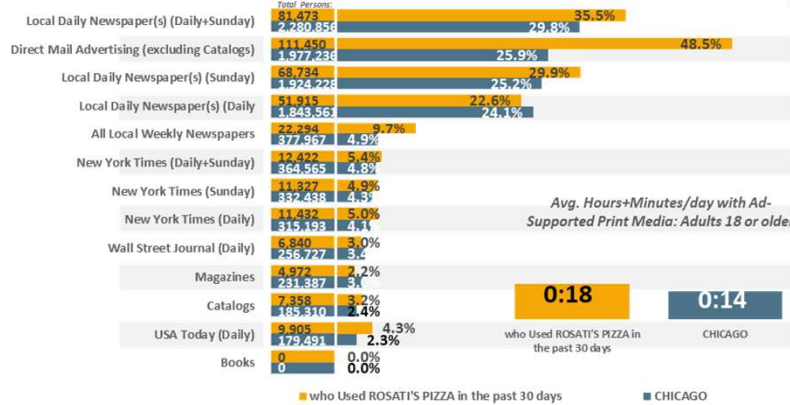
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



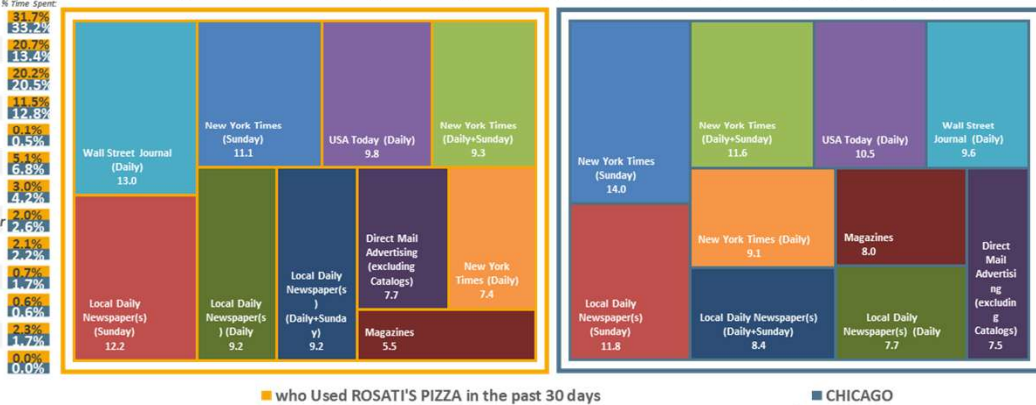
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

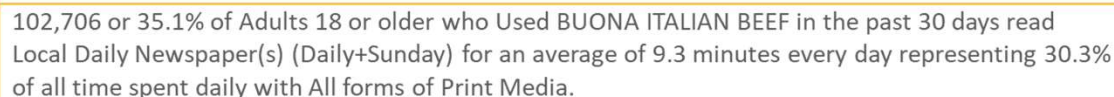


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older

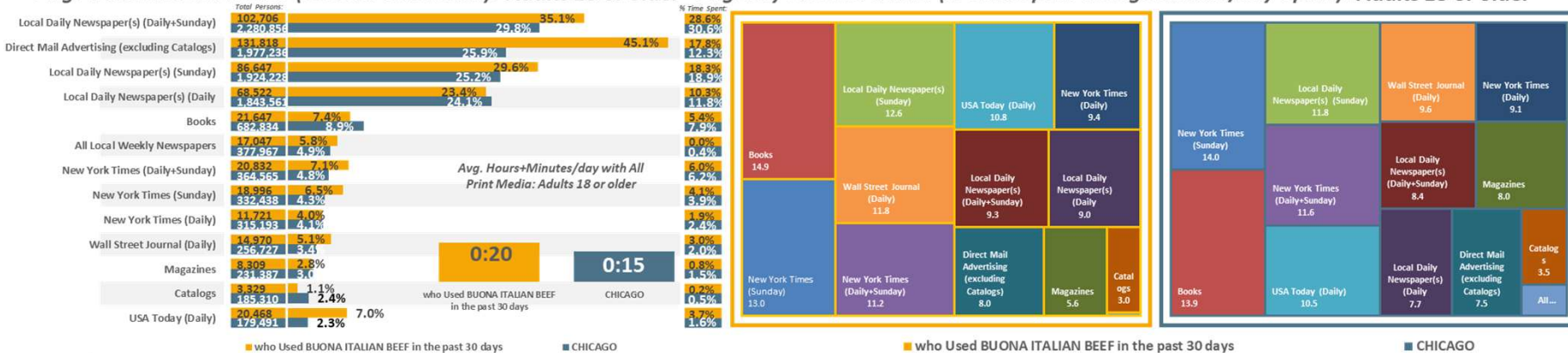


Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

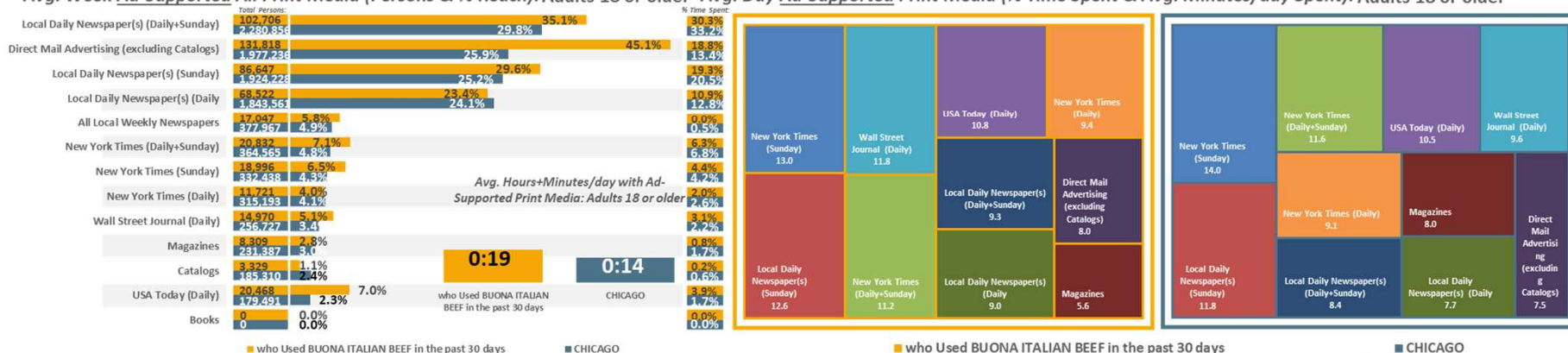




Avg. Week All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent):** Adults 18 or older



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



CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 168

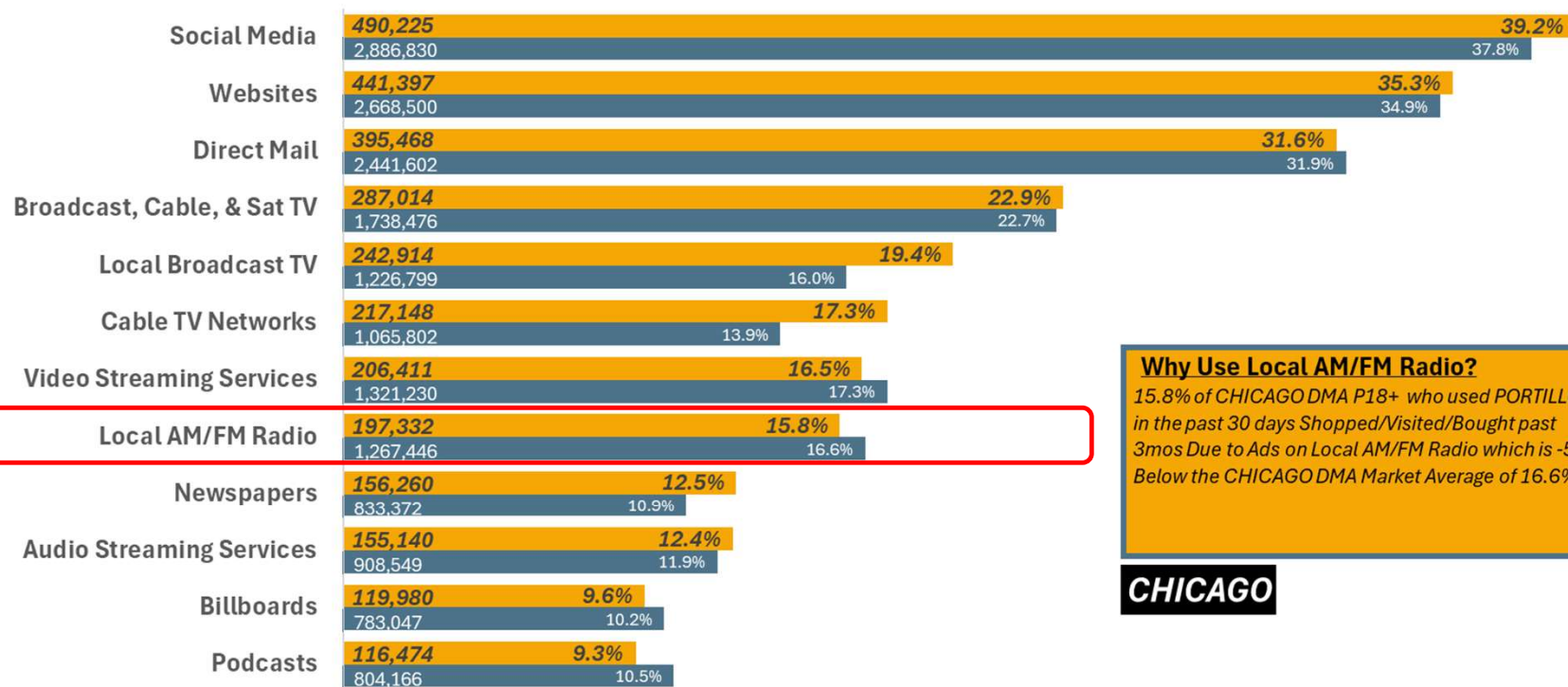
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Quick service restaurants used past 30 days: Buong



"Advertising Actions"

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



Why Use Local AM/FM Radio?

15.8% of CHICAGO DMA P18+ who used PORTILLO'S in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -5% Below the CHICAGO DMA Market Average of 16.6%.

CHICAGO

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

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

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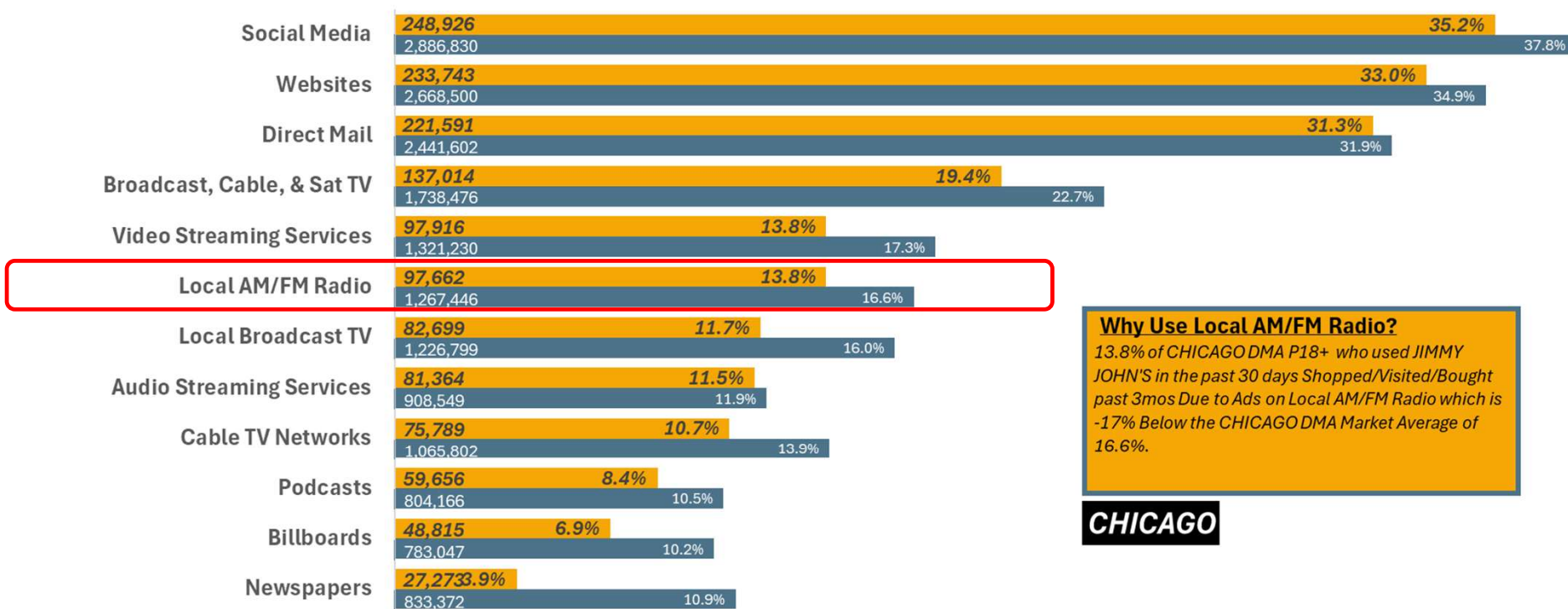
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Quick service restaurants used past 30 days: Portillo's



"Advertising Actions"

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



Why Use Local AM/FM Radio?
 13.8% of CHICAGO DMA P18+ who used JIMMY JOHN'S in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -17% Below the CHICAGO DMA Market Average of 16.6%.

CHICAGO

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

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

CHICAGO DMA ScarboroughR1 2026:Feb25-Feb26 Qual Intab: 356
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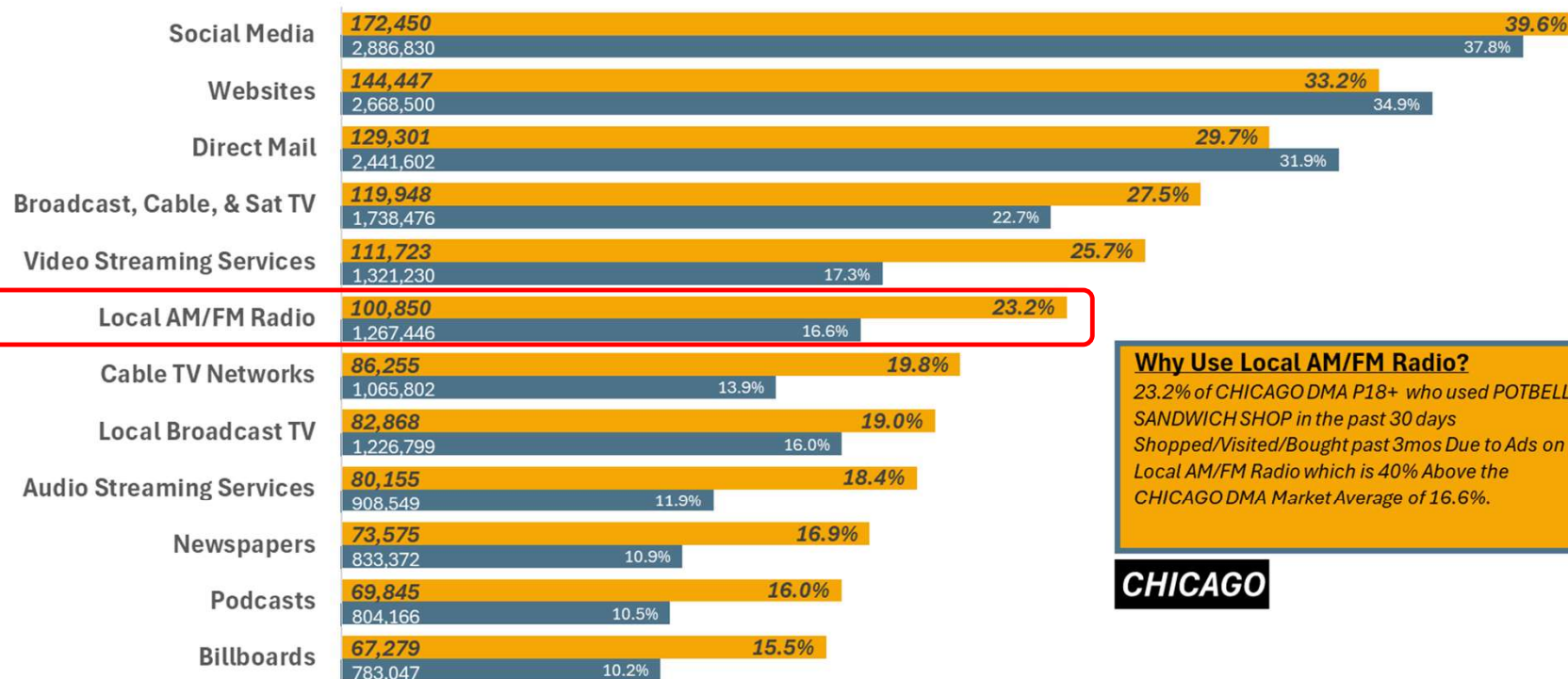
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Quick service restaurants used past 30 days: Jimmy John's



"Advertising Actions"

**P18+ who used POTBELLY SANDWICH SHOP in the past 30 days
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

23.2% of CHICAGO DMA P18+ who used POTBELLY SANDWICH SHOP in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 40% Above the CHICAGO DMA Market Average of 16.6%.

CHICAGO

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

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

CHICAGO DMA Scarborough R1 2026: Feb 25-Feb 26 Qual Intab: 259
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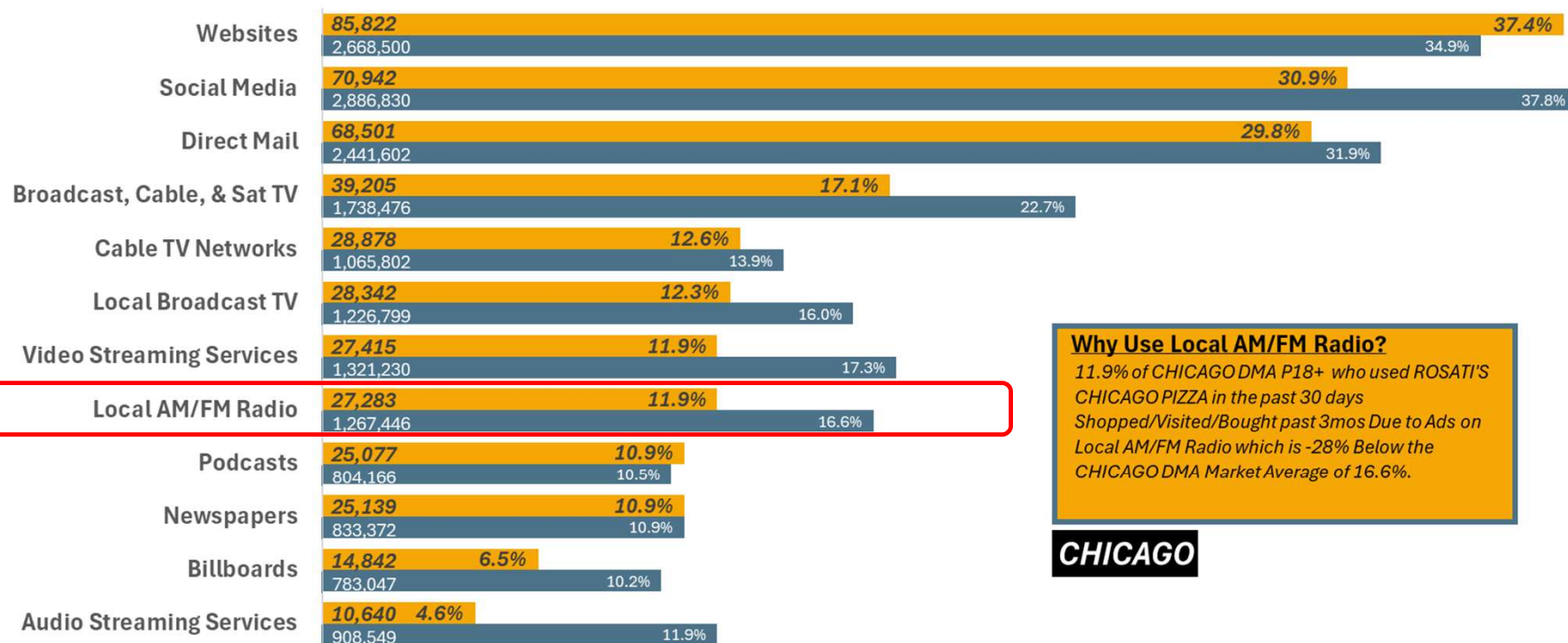
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Quick service restaurants used past 30 days: Potbelly Sandwich Shop



"Advertising Actions"

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



Why Use Local AM/FM Radio?

11.9% of CHICAGO DMA P18+ who used ROSATI'S CHICAGO PIZZA in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -28% Below the CHICAGO DMA Market Average of 16.6%.

CHICAGO

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

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

CHICAGO DMA ScarboroughR1 2026: Feb25-Feb26 Qual Intab: 136
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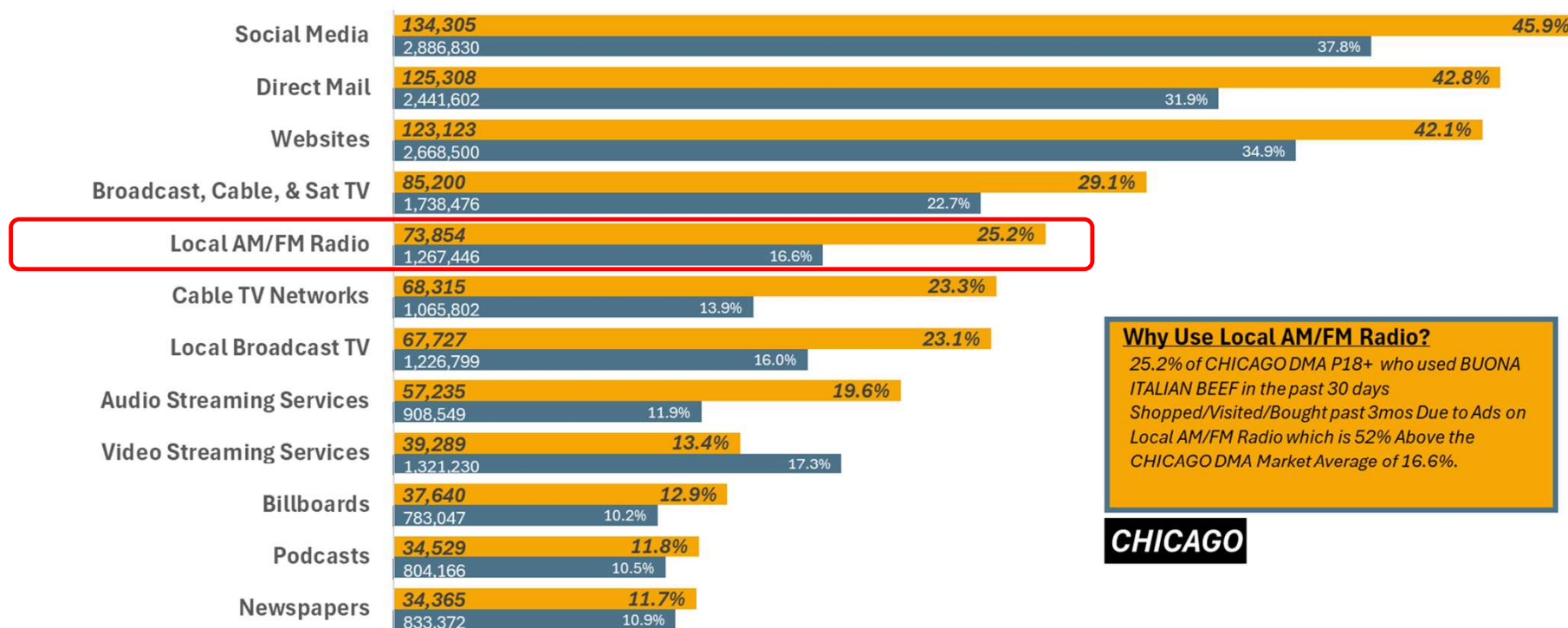
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Quick service restaurants used past 30 days: Rosati's Pizza



"Advertising Actions"

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



Why Use Local AM/FM Radio?
25.2% of CHICAGO DMA P18+ who used BUONA ITALIAN BEEF in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 52% Above the CHICAGO DMA Market Average of 16.6%.

CHICAGO

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

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

CHICAGO DMA Scarborough R1 2026: Feb 25-Feb 26 Qual Intab: 168
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Quick service restaurants used past 30 days: Buona