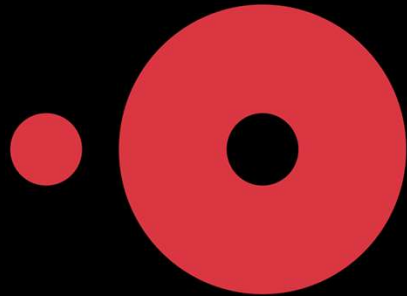


USA+4 More DMAs – P25-64 who used OpenTable to make Restaurant Reservations in the past 30 days!

Complete Demographic & Media Use Profiles



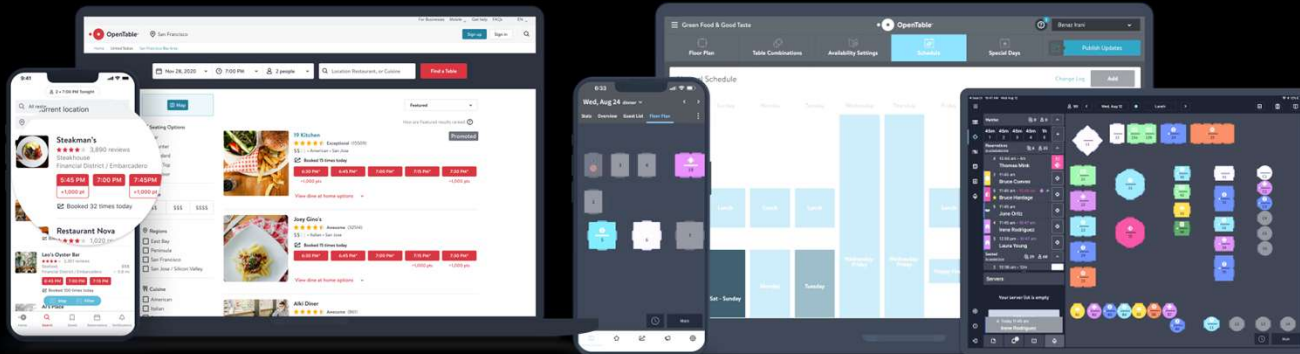
OpenTable®
part of Booking.com



P25-64



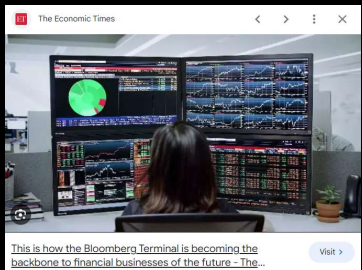
Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA P25-64 who used OpenTable to make Restaurant Reservations in the past 30 days as of February 28, 2026.



Vanguard® BlackRock®

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

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

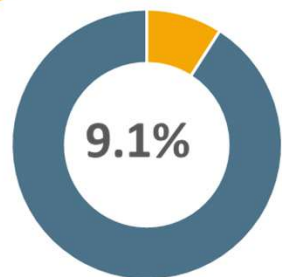




9.1% or 15,511,329 of USA DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Typical Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 44.6 years old (.4% younger than average) and have a \$172,356 (41.% higher than average) annual household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



Percent of Market: Adults 25 - 64



■ who used OpenTable to make Restaurant Reservations past 30 days
■ Remainder of USA DMA

Total Persons:

15,511,329 155,442,651

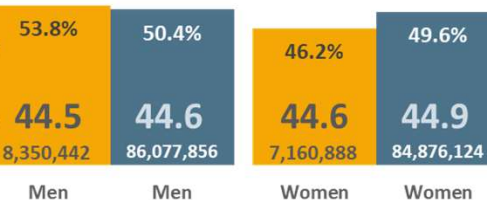


Gender of Target vs. Market: Adults 25 - 64

%M vs. %F:

Average Age:

Persons:



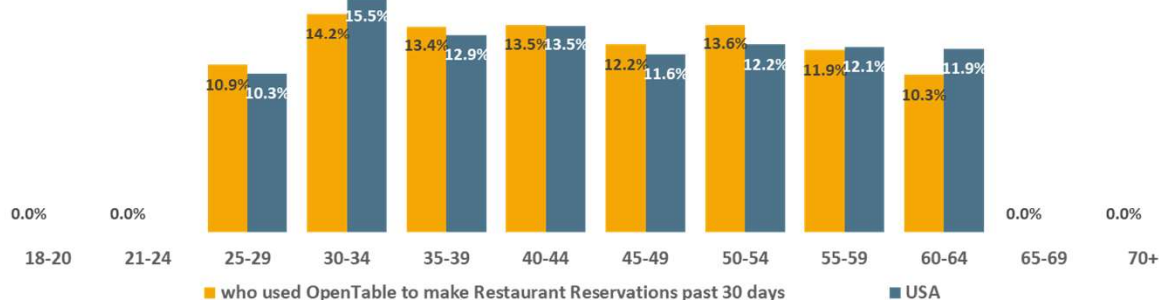
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 25 - 64

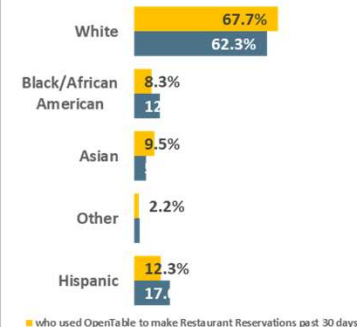


■ who used OpenTable to make Restaurant Reservations past 30 days ■ USA



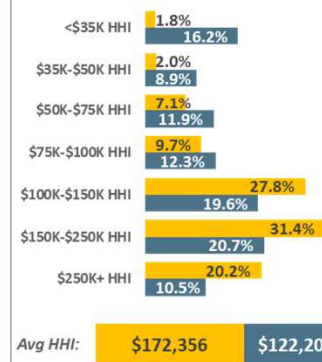
USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,283
All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Ethnicity of Target vs. Market:



USA

HHI of Target vs. Market:

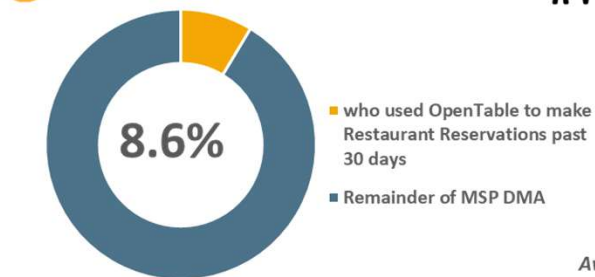


[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]



8.6% or 216,653 of MSP DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Typical Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 45.7 years old (1.4% older than average) and have a \$163,022 (33.4% higher than average) annual household income.

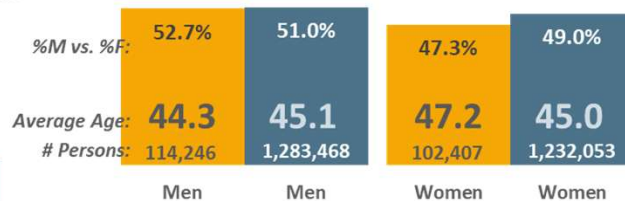
Percent of Market: Adults 25 - 64



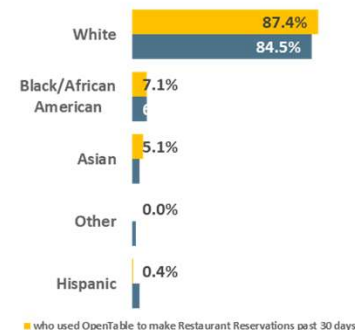
Total Persons:
216,653 2,298,868



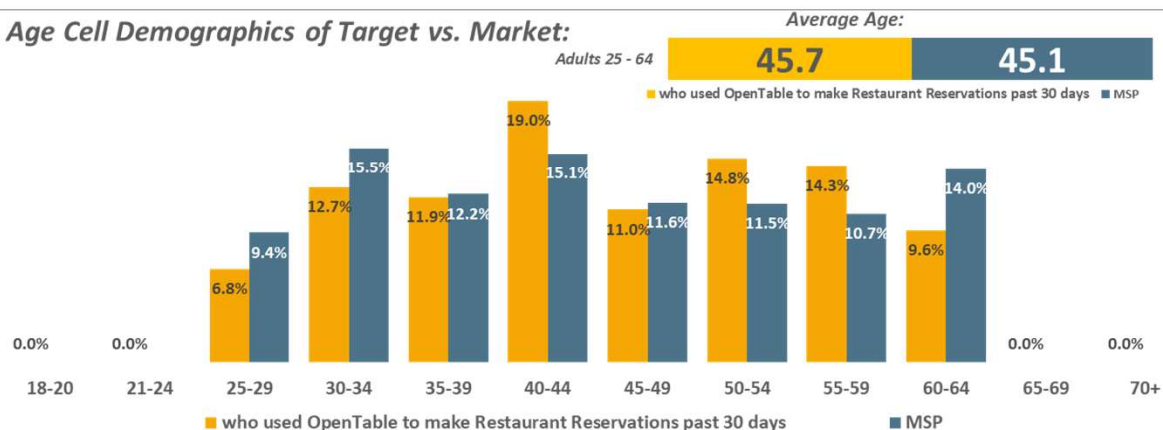
Gender of Target vs. Market: Adults 25 - 64



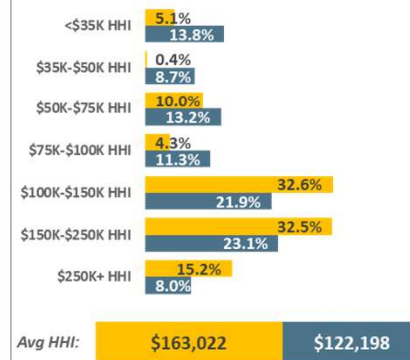
Ethnicity of Target vs. Market:

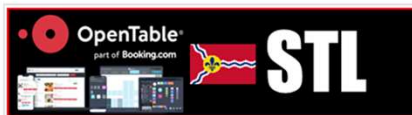


Age Cell Demographics of Target vs. Market:



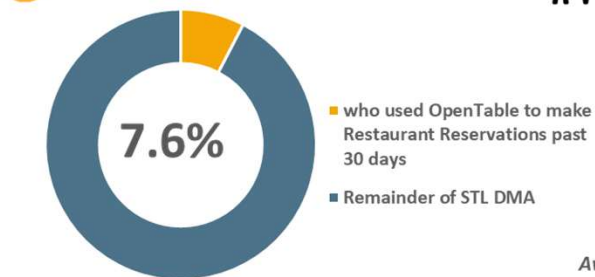
HHI of Target vs. Market:





7.6% or 122,049 of STL DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Typical Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 46.2 years old (2.4% older than average) and have a \$148,900 (39.3% higher than average) annual household income.

Percent of Market: Adults 25 - 64



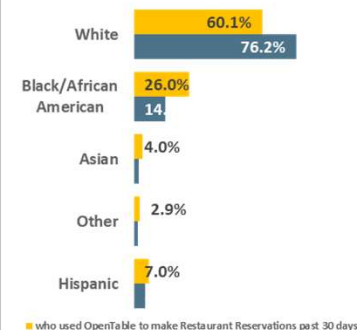
Total Persons:
122,049 1,478,083



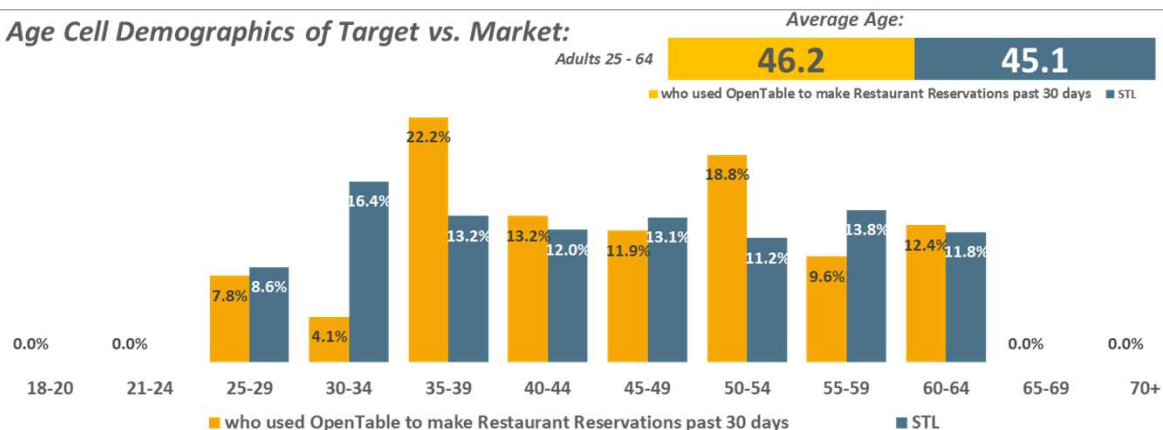
Gender of Target vs. Market: Adults 25 - 64

	%M vs. %F	Average Age	# Persons
Men	43.2%	43.5	52,675
Men	49.9%	44.9	798,785
Women	56.8%	48.3	69,374
Women	50.1%	45.3	801,347

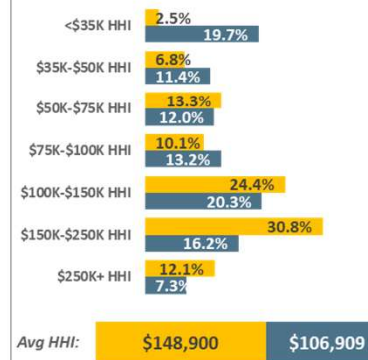
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





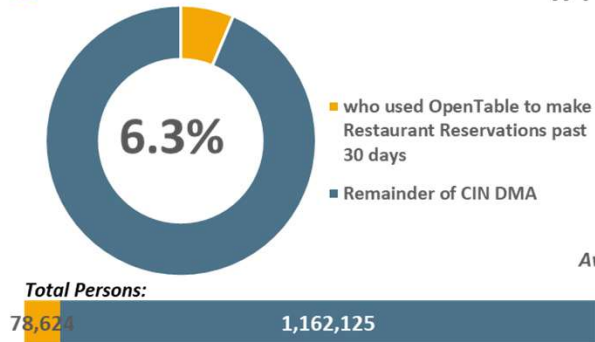
6.3% or 78,624 of CIN DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Typical Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 43.1 years old (4.2% younger than average) and have a \$156,439 (43.3% higher than average) annual household income.

Percent of Market: Adults 25 - 64

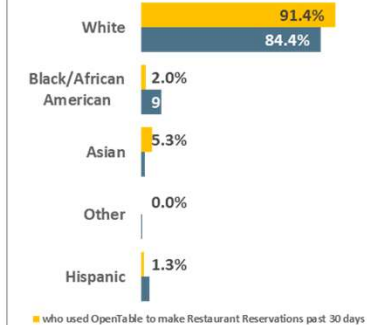


Gender of Target vs. Market: Adults 25 - 64

Ethnicity of Target vs. Market:

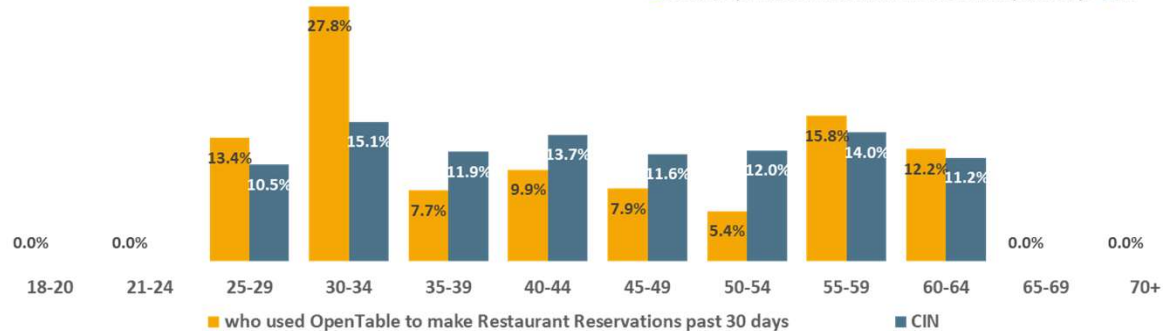


	%M vs. %F	Average Age	# Persons
Men	46.8%	39.9	36,831
Men	50.0%	44.9	620,649
Women	53.2%	45.9	41,793
Women	50.0%	45.0	620,100

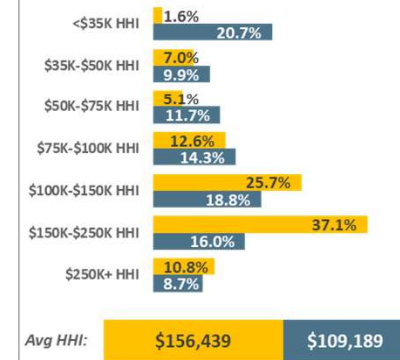


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:

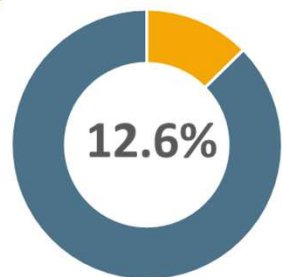




12.6% or 140,279 of WPB DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Typical Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 44.2 years old (4.2% younger than average) and have a \$173,044 (55.5% higher than average) annual household income.



Percent of Market: Adults 25 - 64



■ who used OpenTable to make Restaurant Reservations past 30 days
■ Remainder of WPB DMA

Total Persons:

140,279 968,711

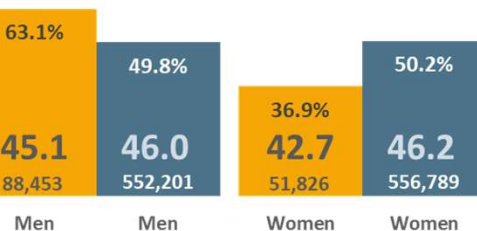


Gender of Target vs. Market: Adults 25 - 64

%M vs. %F:

Average Age:

Persons:

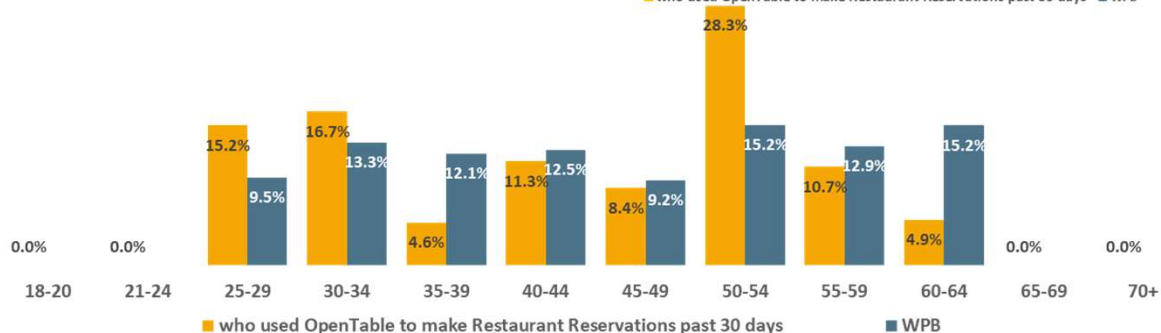


Age Cell Demographics of Target vs. Market:

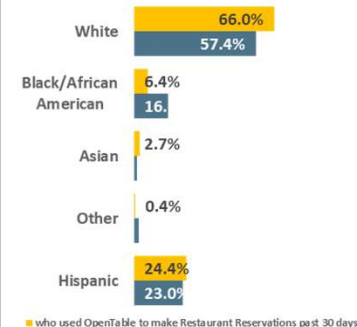
Average Age:

Adults 25 - 64

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



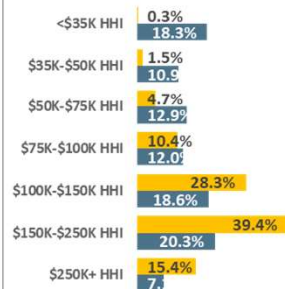
Ethnicity of Target vs. Market:



WPB



HHI of Target vs. Market:



Avg HHI:

\$173,044

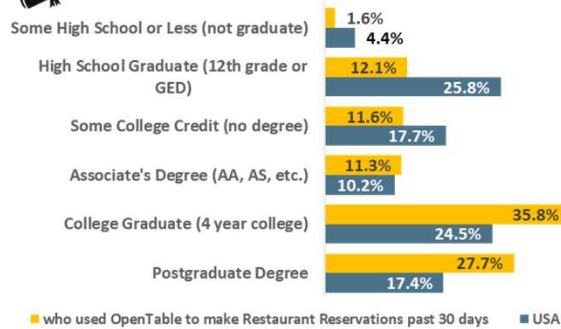
\$111,665



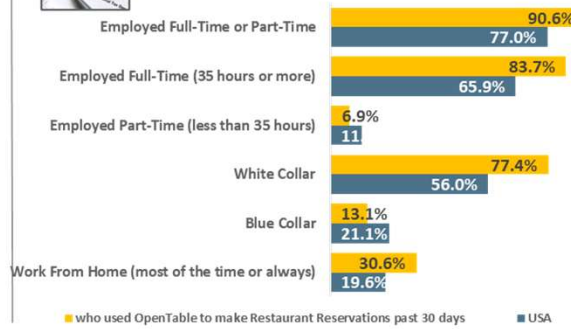
9.1% or 15,511,329 of USA DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 51.7% more likely to be a college graduate, 27.1% more likely to work full-time, 15.8% more likely to be married,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



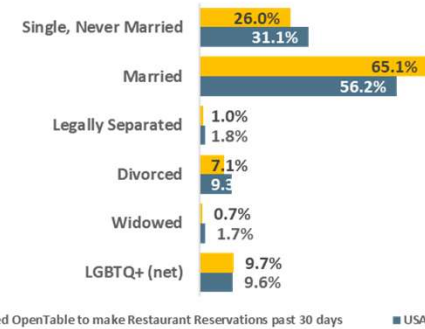
Education Levels: Adults 25 - 64



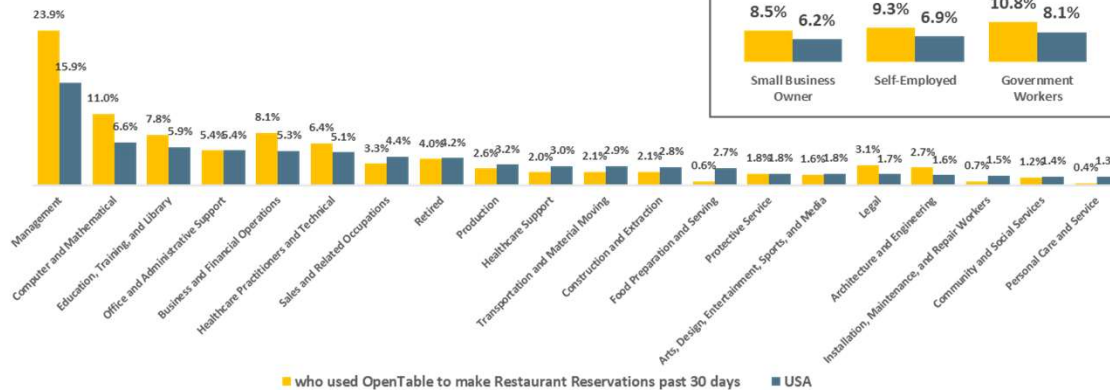
Employment: Adults 25 - 64



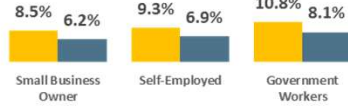
Marital Status: Adults 25 - 64



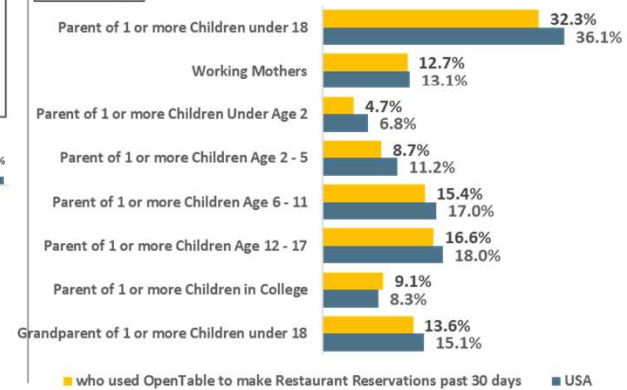
Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Government Workers



Stage in Life: Adults 25 - 64



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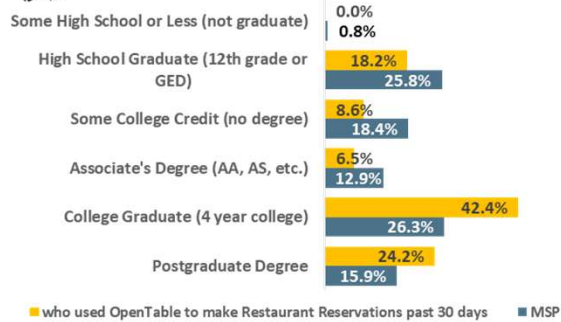
[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]



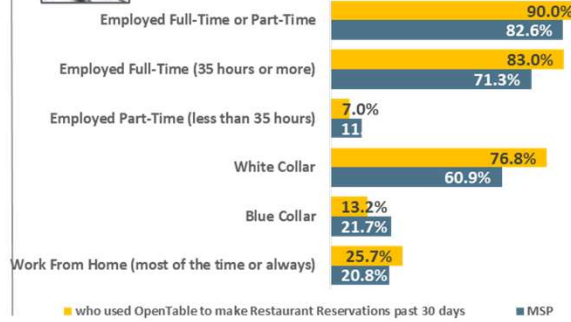
8.6% or 216,653 of MSP DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 58.2% more likely to be a college graduate, 16.4% more likely to work full-time, 15.7% more likely to be married, 4.% less likely to be a parent of 1 or more children under



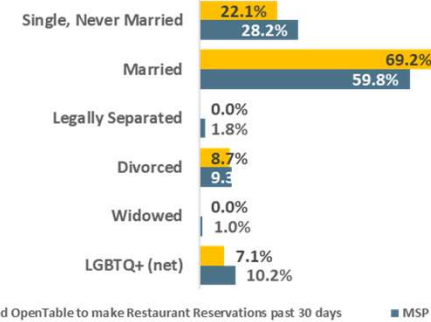
Education Levels: Adults 25 - 64



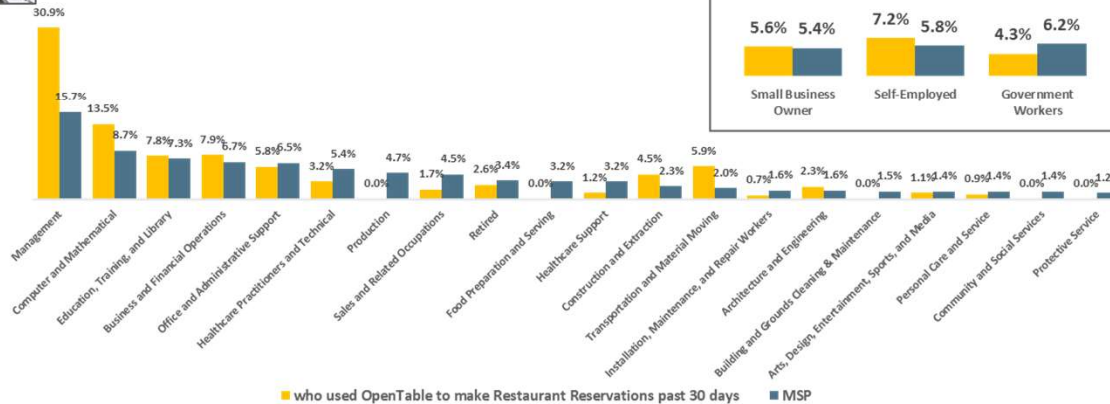
Employment: Adults 25 - 64



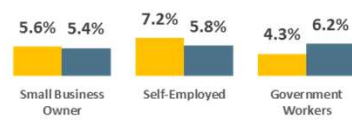
Marital Status: Adults 25 - 64



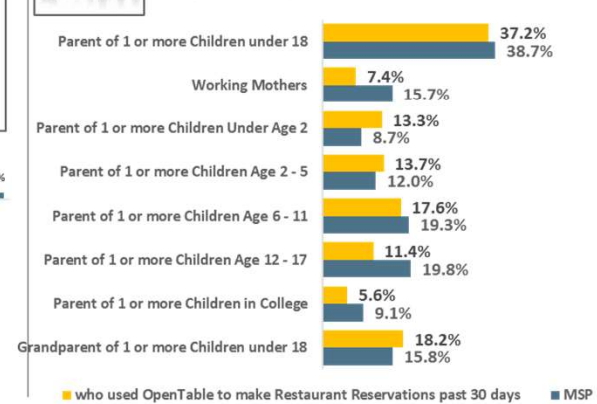
Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Government Workers



Stage in Life: Adults 25 - 64

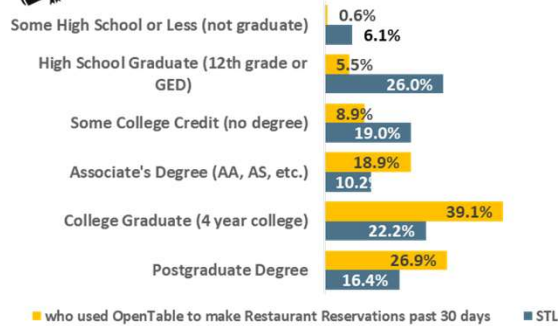




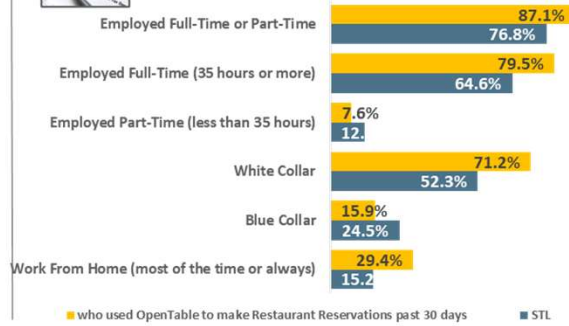
7.6% or 122,049 of STL DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 71.1% more likely to be a college graduate, 23.1% more likely to work full-time, 21.2% more likely to be married, 3.6% more likely to be a parent of 1 or more children unde



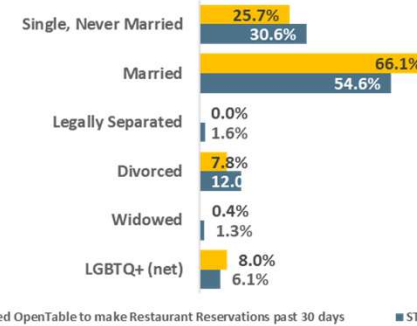
Education Levels: Adults 25 - 64



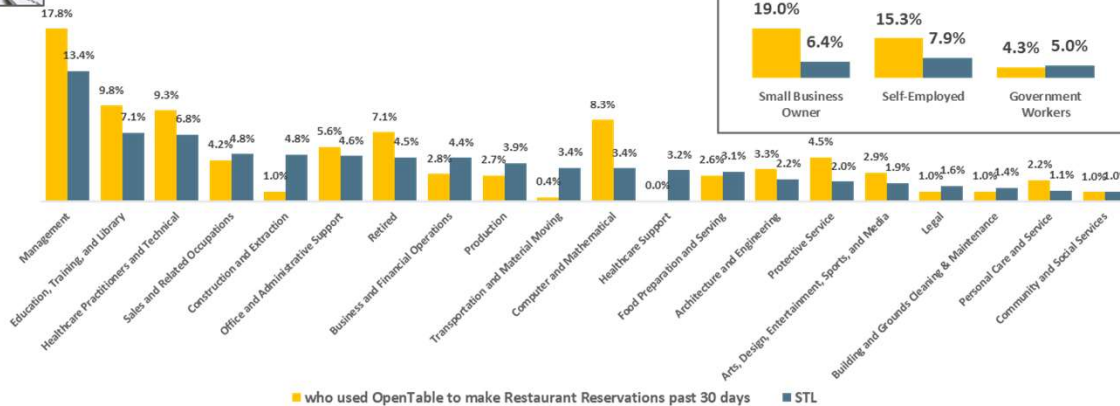
Employment: Adults 25 - 64



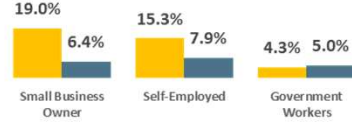
Marital Status: Adults 25 - 64



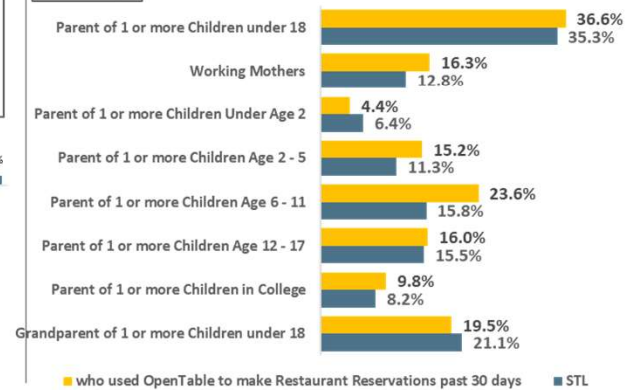
Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Government Workers



Stage in Life: Adults 25 - 64

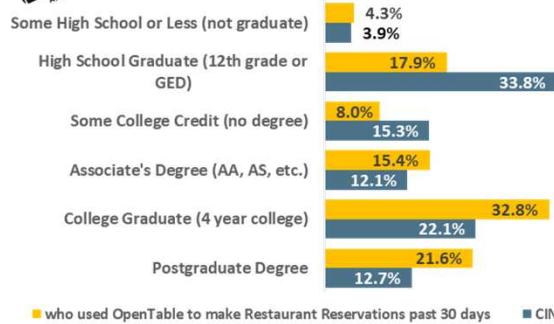




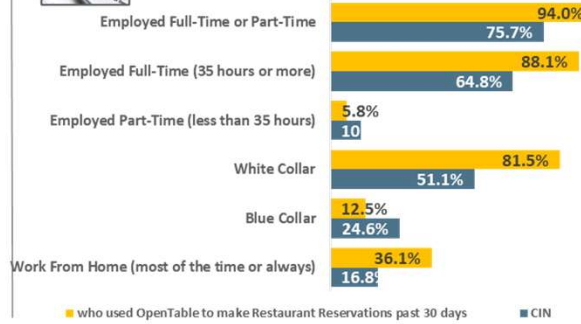
6.3% or 78,624 of CIN DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 56.3% more likely to be a college graduate, 36.% more likely to work full-time, 8.7% more likely to be married, 18.2% less likely to be a parent of 1 or more children under



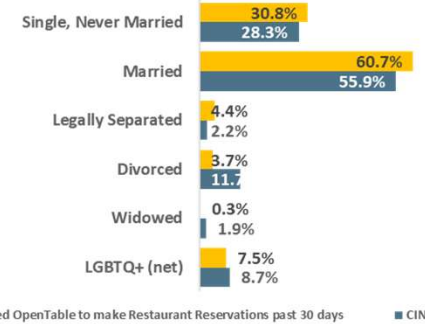
Education Levels: Adults 25 - 64



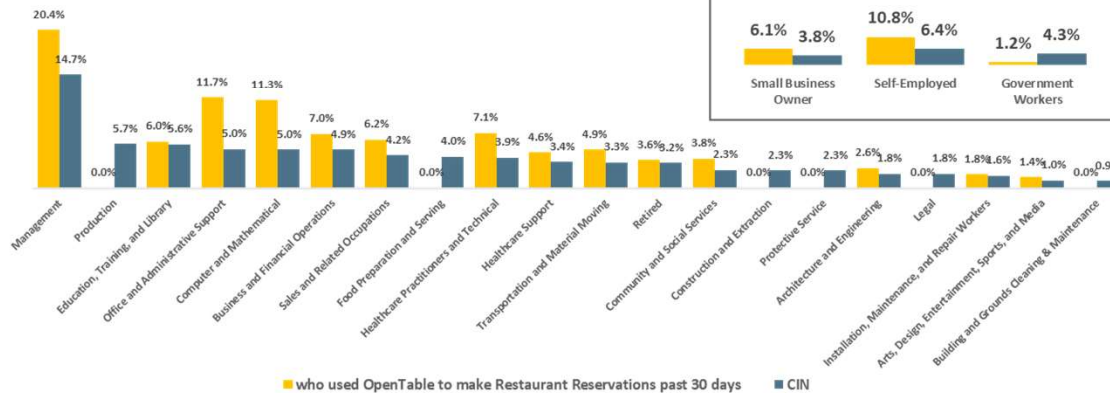
Employment: Adults 25 - 64



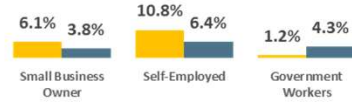
Marital Status: Adults 25 - 64



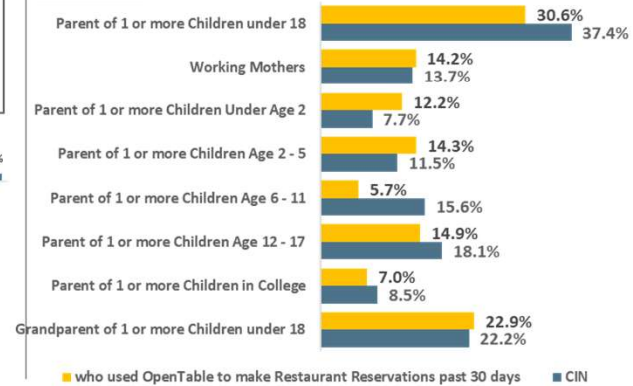
Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Government Workers



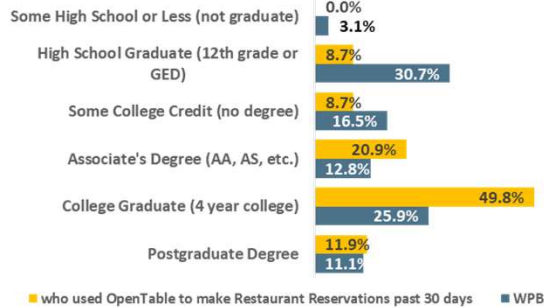
Stage in Life: Adults 25 - 64



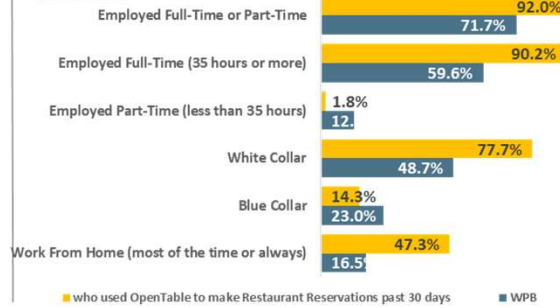


12.6% or 140,279 of WPB DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 66.9% more likely to be a college graduate, 51.4% more likely to work full-time, 34.% more likely to be married, 22.1% less likely to be a parent of 1 or more children unde

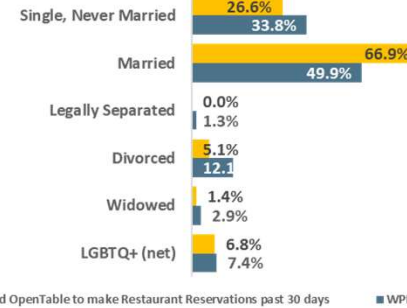
Education Levels: Adults 25 - 64



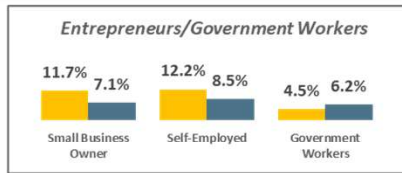
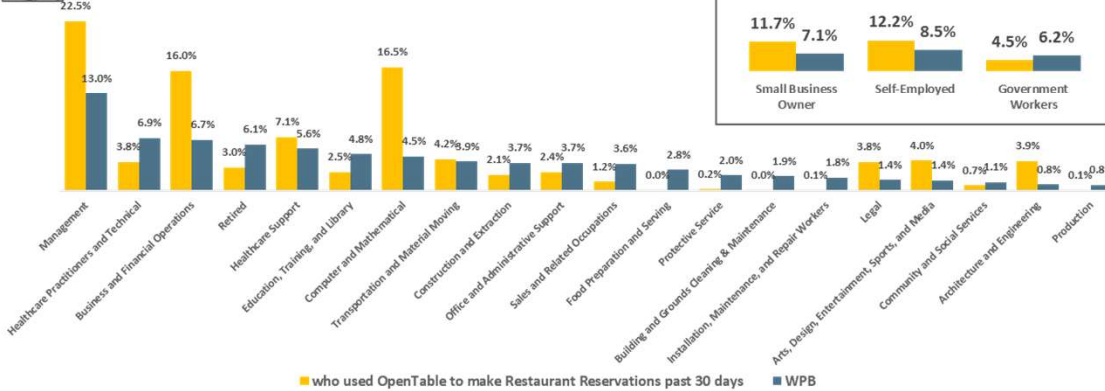
Employment: Adults 25 - 64



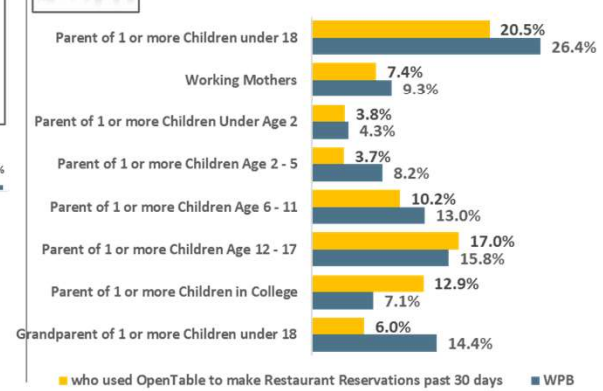
Marital Status: Adults 25 - 64



Top-20 Occupations: Adults 25 - 64



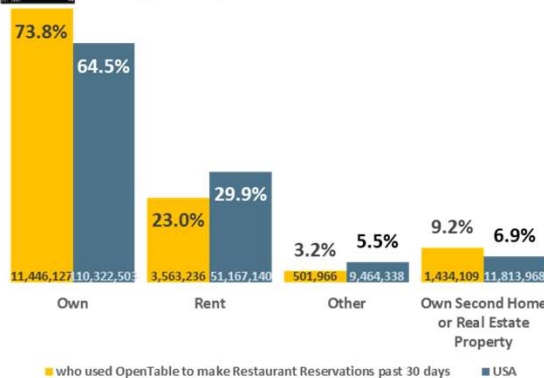
Stage in Life: Adults 25 - 64



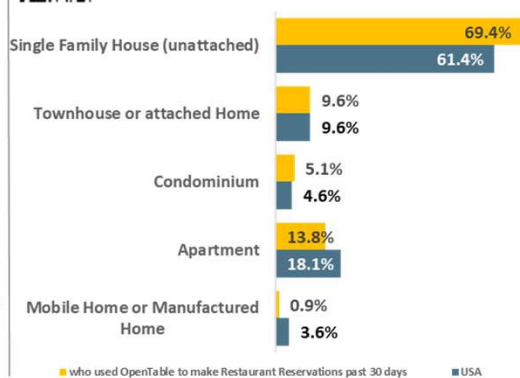


9.1% or 15,511,329 of USA DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 14.3% more likely to own their home, 22.2% more likely to own a higher valued home, 12.9% more likely to have a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

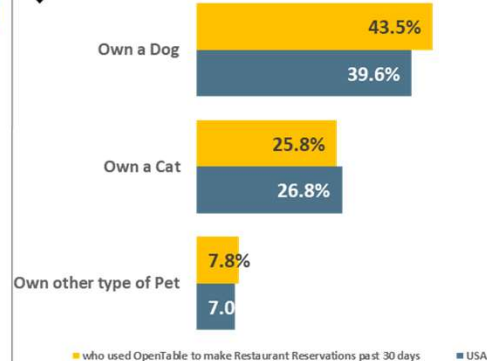
Own/Rent/Other: Adults 25 - 64



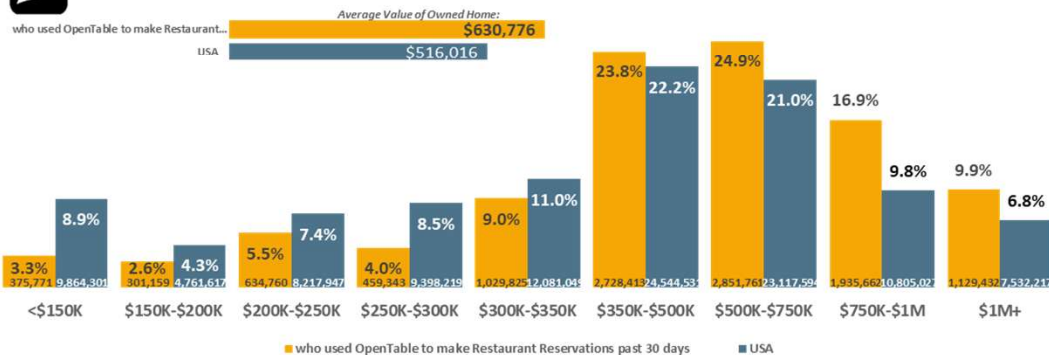
Type of Home: Adults 25 - 64



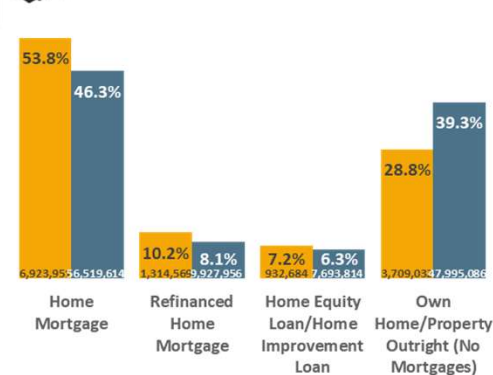
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64

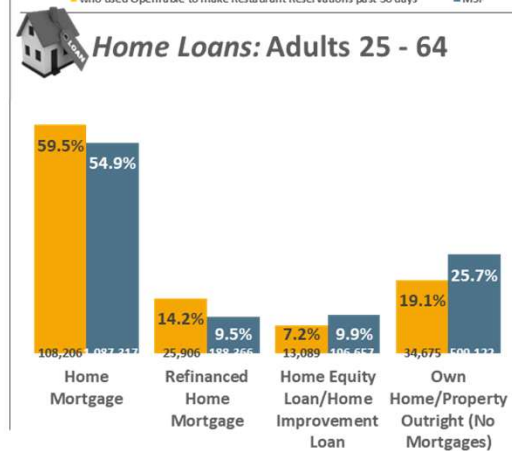
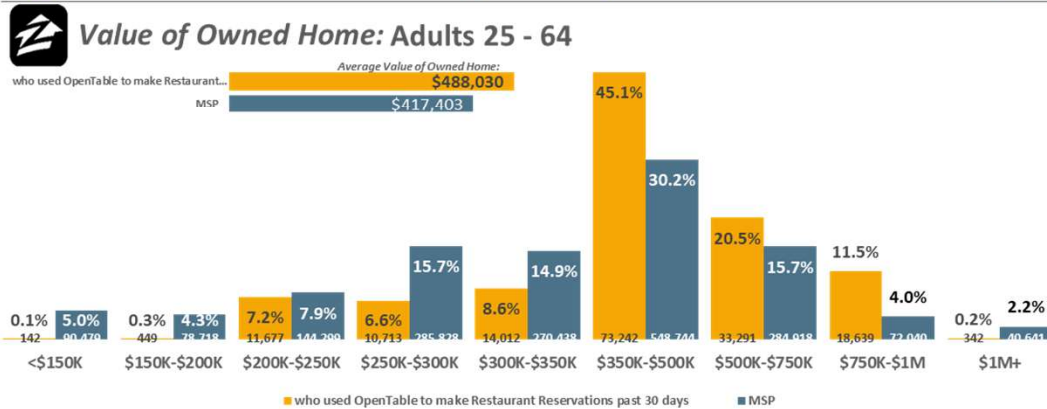
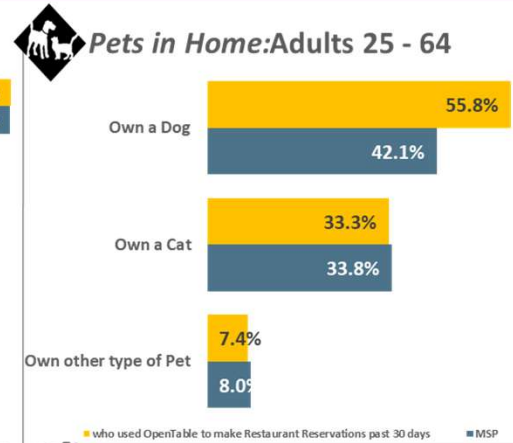
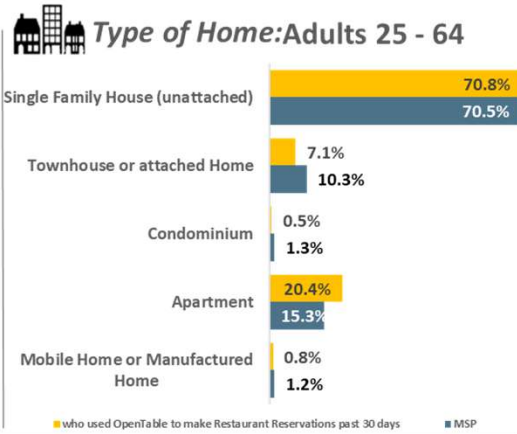
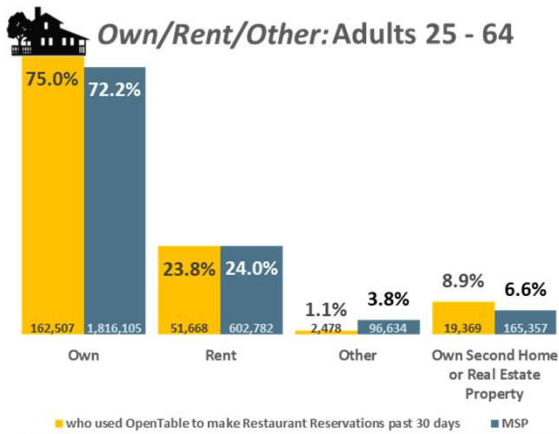


USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,283
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]



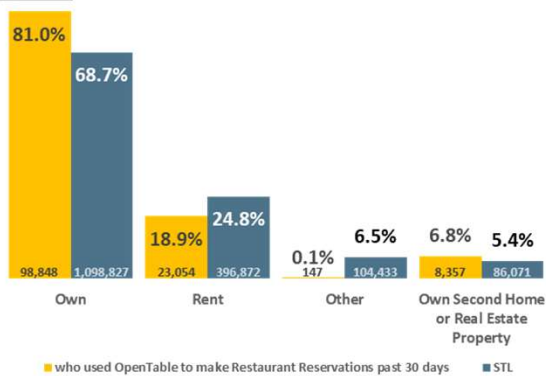
8.6% or 216,653 of MSP DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 3.9% more likely to own their home, 16.9% more likely to own a higher valued home, .5% more likely to have a single-family home, 32.3% more likely to have a dog.



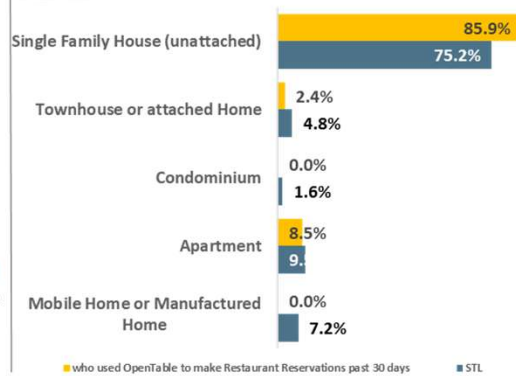


7.6% or 122,049 of STL DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 17.9% more likely to own their home, 11.9% more likely to own a higher valued home, 14.2% more likely to have a single-family home, 7.1% less likely to have a dog.

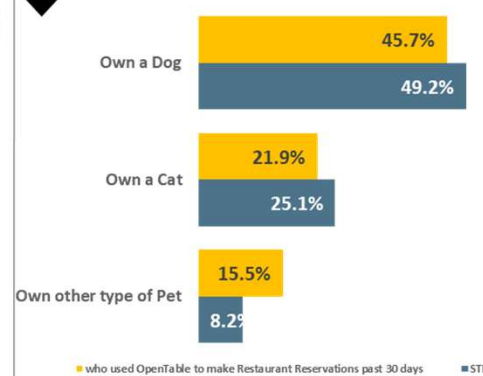
Own/Rent/Other: Adults 25 - 64



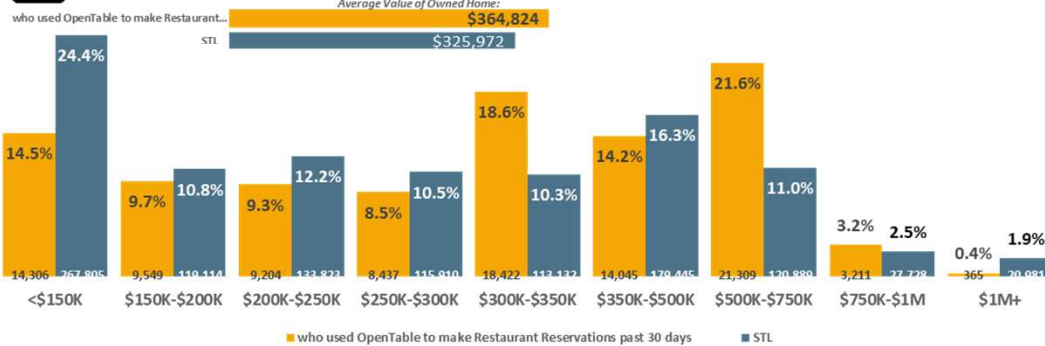
Type of Home: Adults 25 - 64



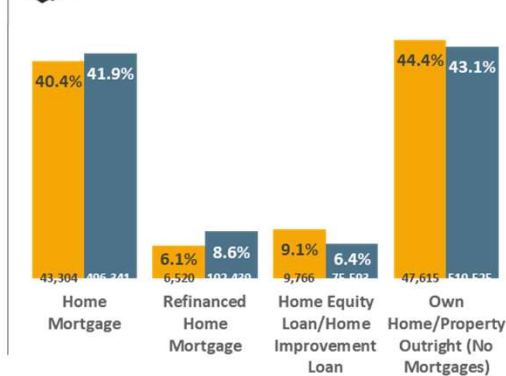
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



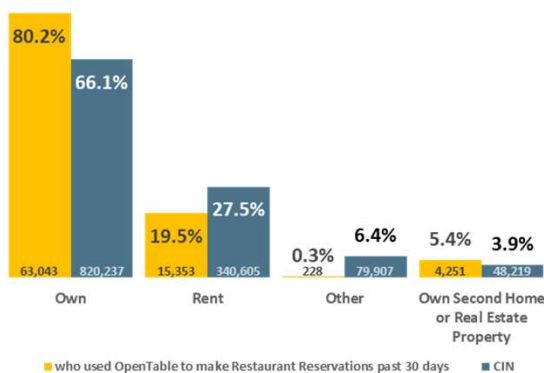
Home Loans: Adults 25 - 64



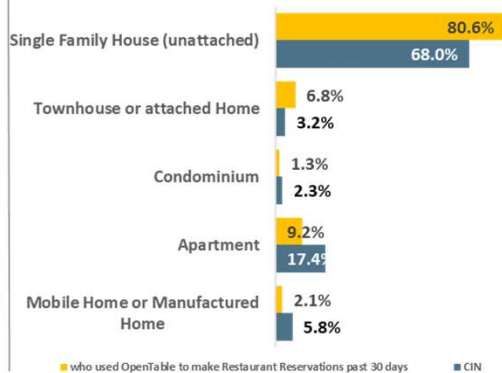


6.3% or 78,624 of CIN DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 21.3% more likely to own their home, 27.% more likely to own a higher valued home, 18.6% more likely to have a single-family home, .4% less likely to have a dog.

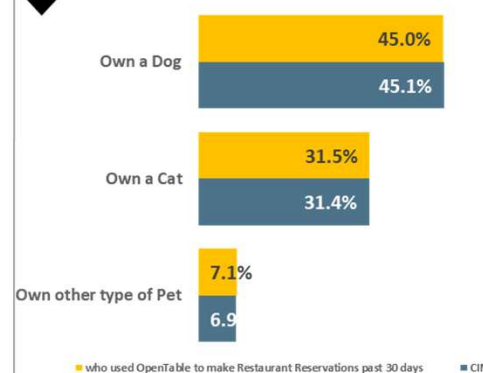
Own/Rent/Other: Adults 25 - 64



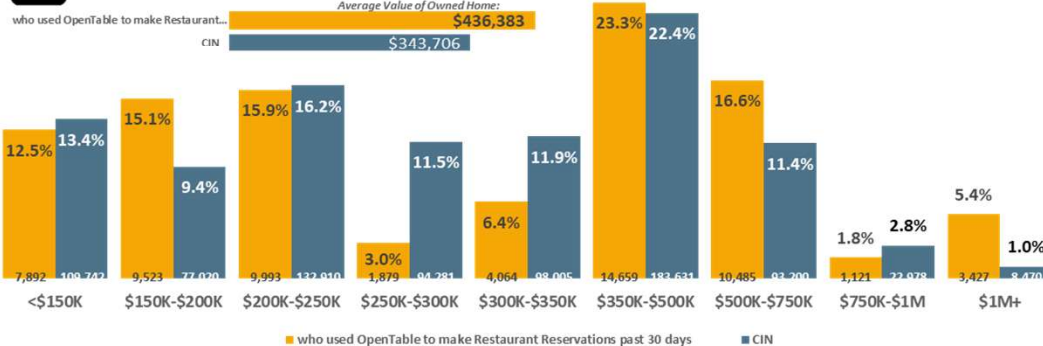
Type of Home: Adults 25 - 64



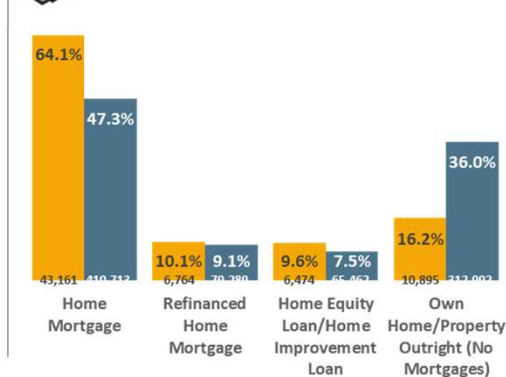
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64

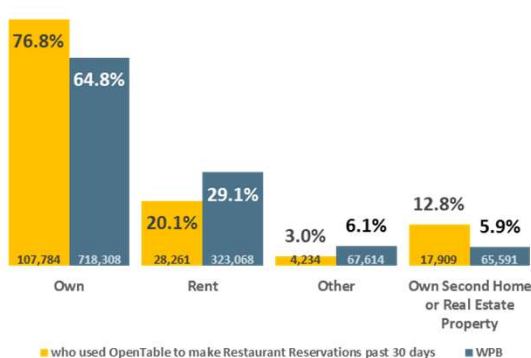




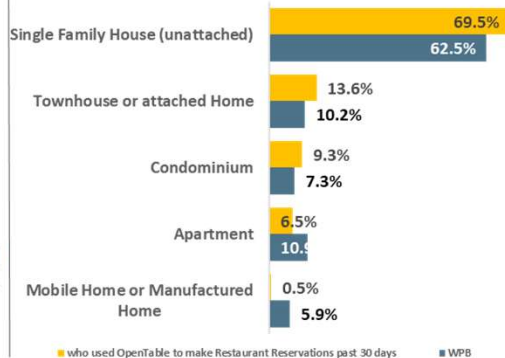
12.6% or 140,279 of WPB DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 18.6% more likely to own their home, 37.3% more likely to own a higher valued home, 11.1% more likely to have a single-family home, 40.2% more likely to have a dog.



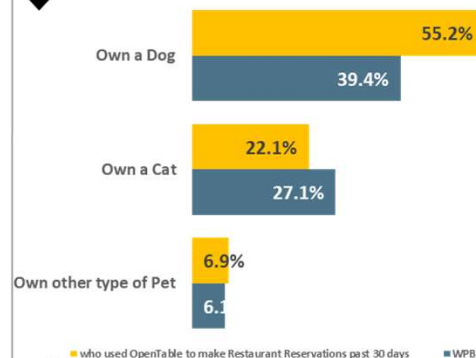
Own/Rent/Other: Adults 25 - 64



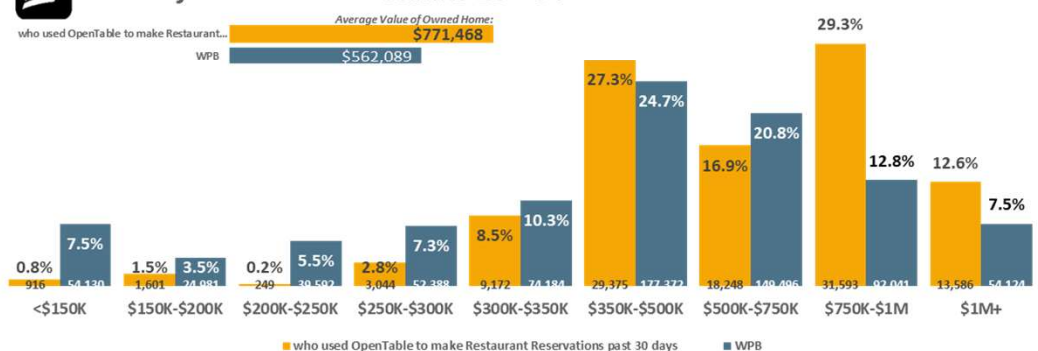
Type of Home: Adults 25 - 64



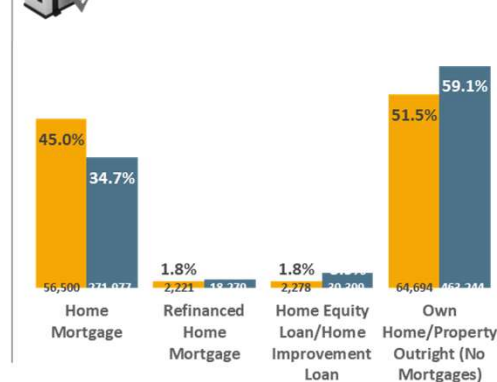
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64

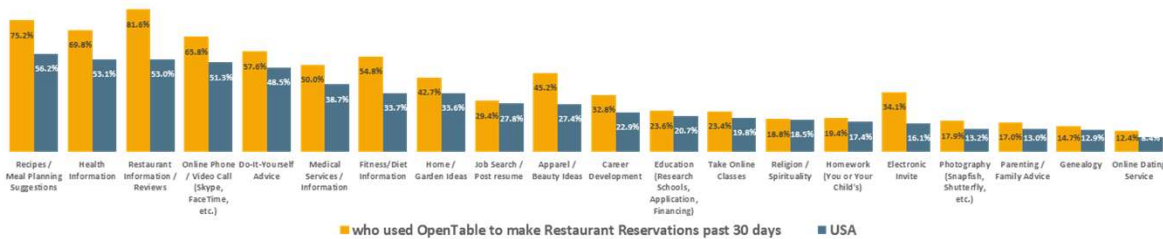




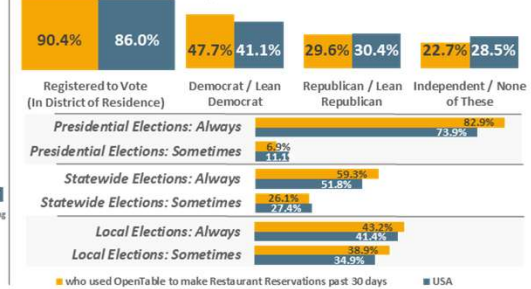
9.1% or 15,511,329 of USA DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 18.7% more likely to look up D-I-Y advice online, 4.4% more likely to always vote in local elections, 36.7% more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



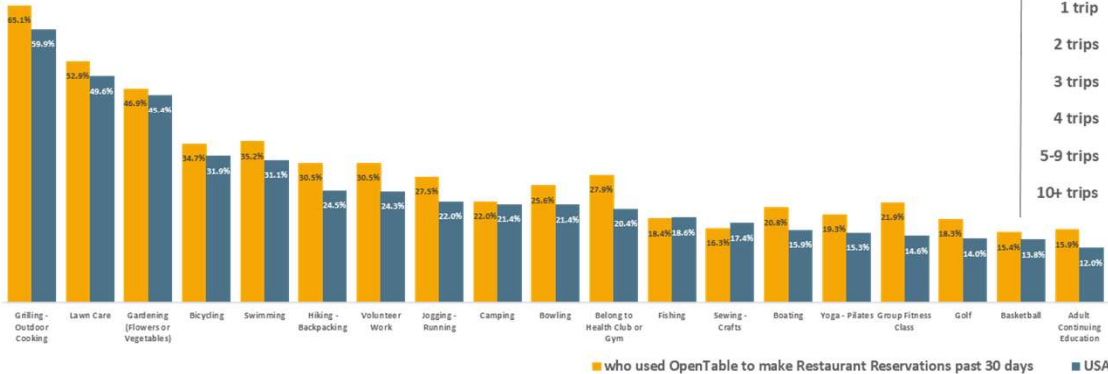
Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 64



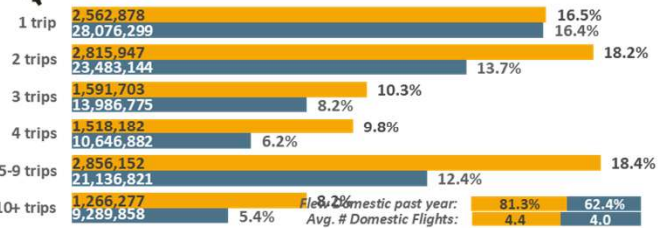
Political Activity: Adults 25 - 64



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



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



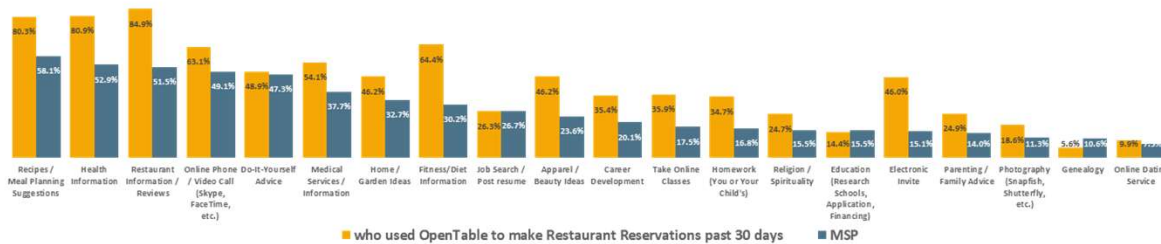
Domestic past year: 81.3% vs 62.4%
Avg. # Domestic Flights: 4.4 vs 4.0



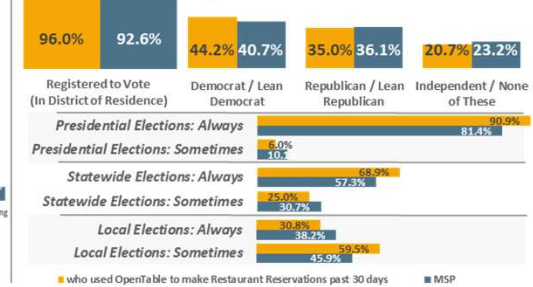
8.6% or 216,653 of MSP DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 3.3% more likely to look up D-I-Y advice online, 19.5% less likely to always vote in local elections, 2.3% less likely to belong to a gym, 43.8% more likely to fly domestic



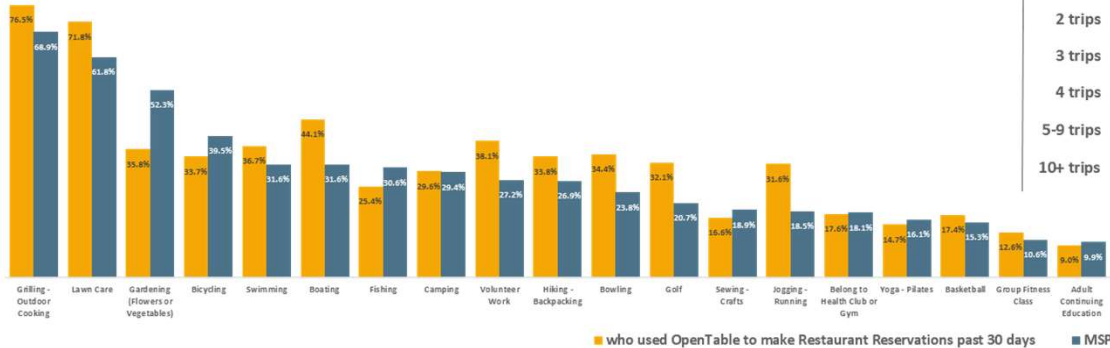
Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 64



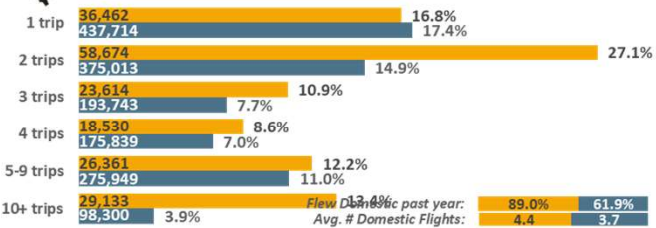
Political Activity: Adults 25 - 64



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



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



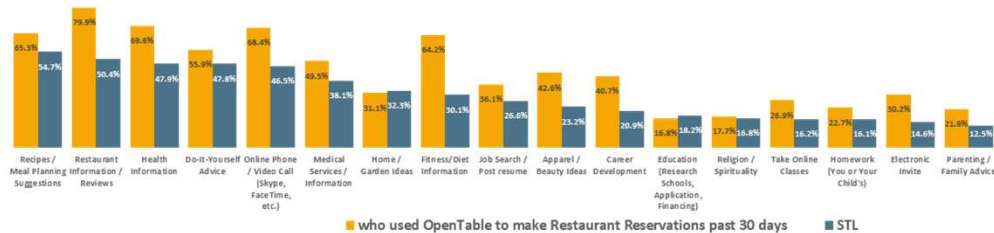
Flew Domestic past year: 89.0% vs 81.4%
Avg. # Domestic Flights: 4.4 vs 3.7



7.6% or 122,049 of STL DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 17.% more likely to look up D-I-Y advice online, 28.5% more likely to always vote in local elections, 9.9% more likely to belong to a gym, 53.5% more likely to fly domestic



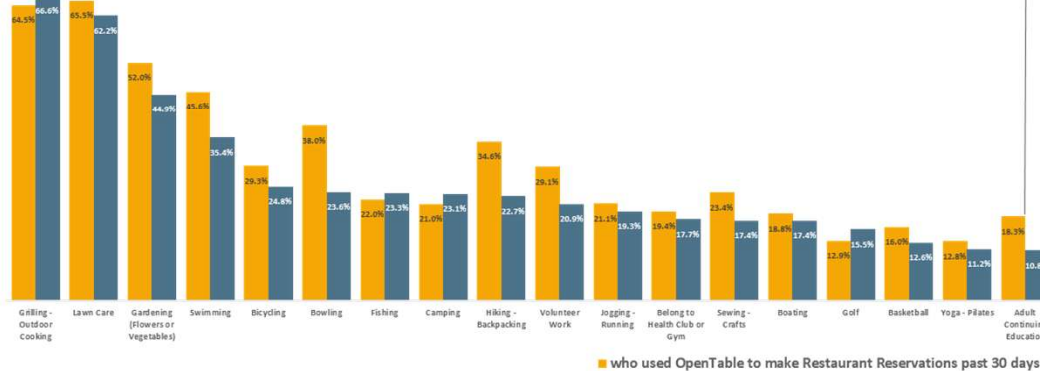
Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 64



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



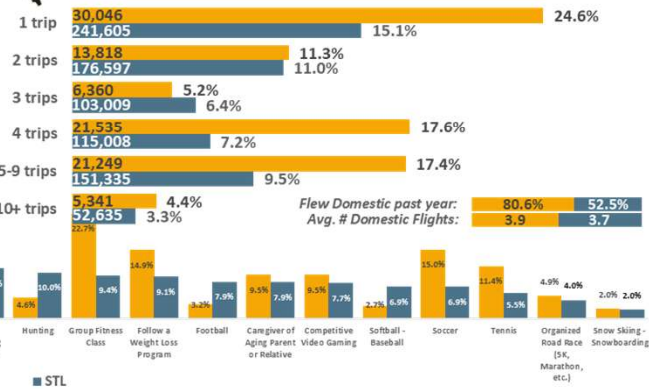
Top-30 past 12-months Active Lifestyle Activities: Adults 25 - 64



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



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

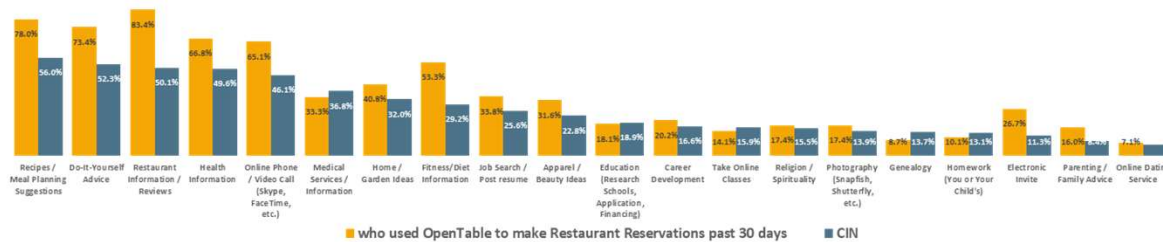




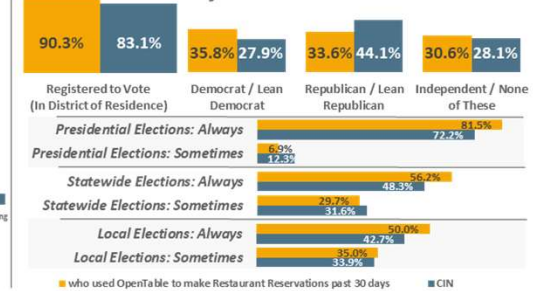
6.3% or 78,624 of CIN DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 40.4% more likely to look up D-I-Y advice online, 17.2% more likely to always vote in local elections, 49.2% more likely to belong to a gym, 10.% more likely to fly domestic



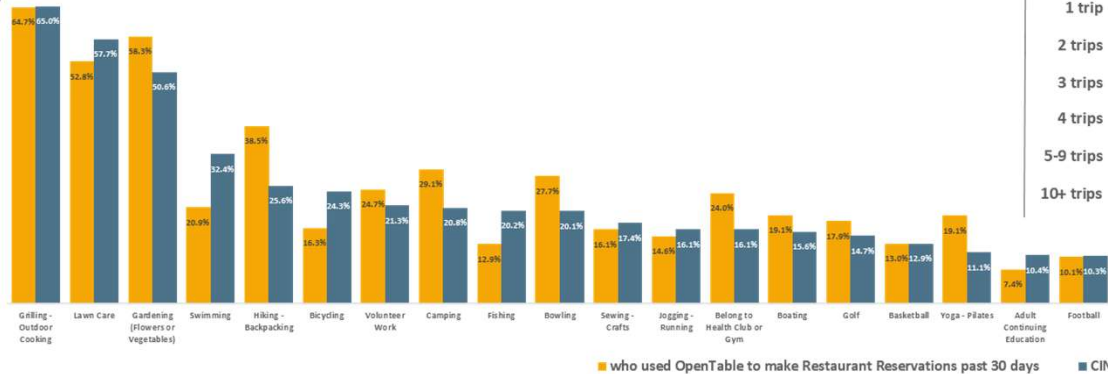
Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 64



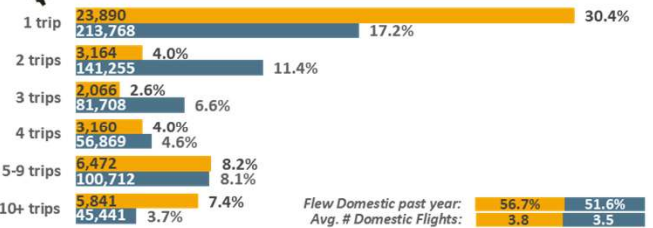
Political Activity: Adults 25 - 64



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



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

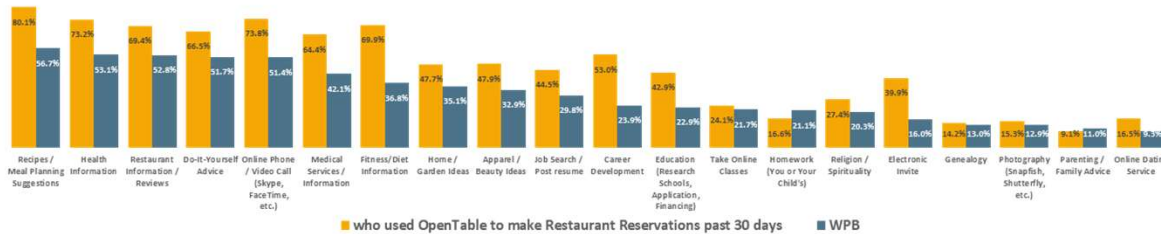




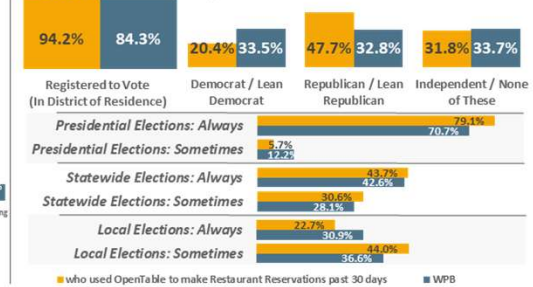
12.6% or 140,279 of WPB DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 28.7% more likely to look up D-I-Y advice online, 26.5% less likely to always vote in local elections, 66.9% more likely to belong to a gym, 38.9% more likely to fly domest



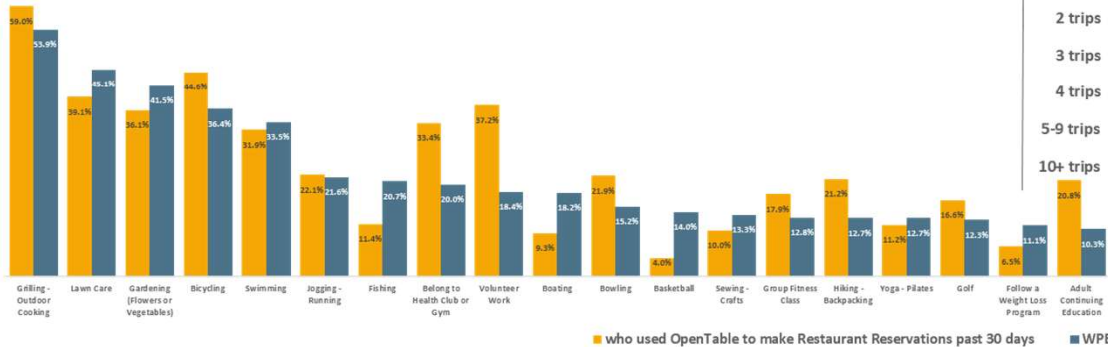
Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 64



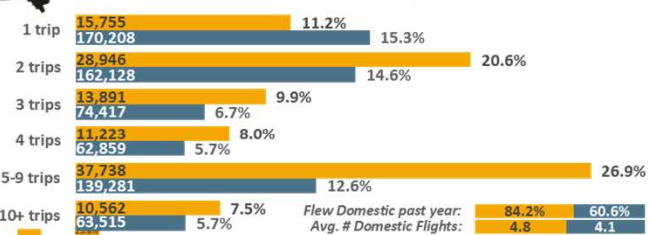
Political Activity: Adults 25 - 64



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



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

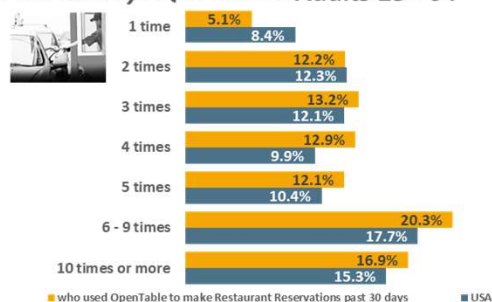


Flew Domestic past year: 84.2%
Avg. # Domestic Flights: 4.8

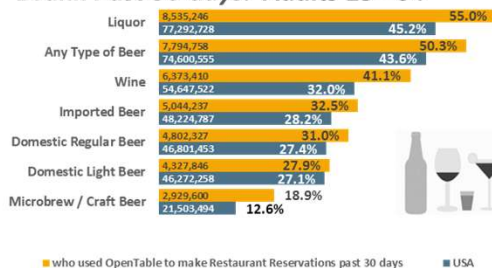


9.1% or 15,511,329 of USA DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 7.9% more likely to use QSRs past mo., 37.9% more likely to use Sit-Down Restaurants past mo., 4.3% more likely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

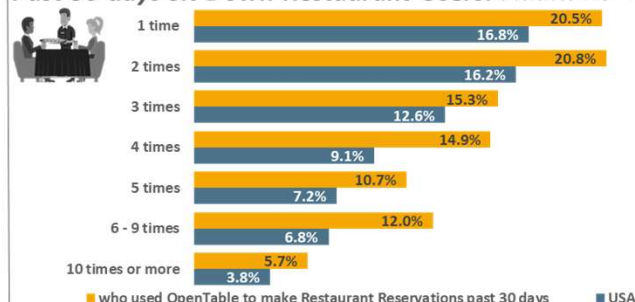
Past 30-days QSR Users: Adults 25 - 64



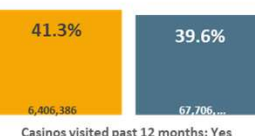
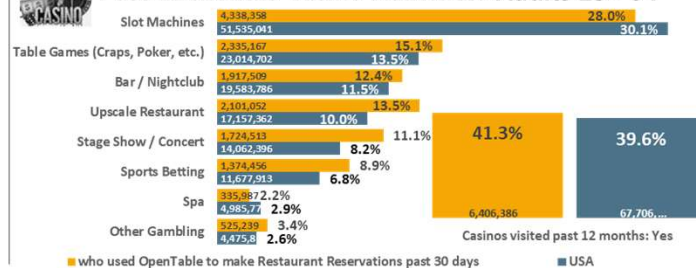
Drank Past 30-days: Adults 25 - 64



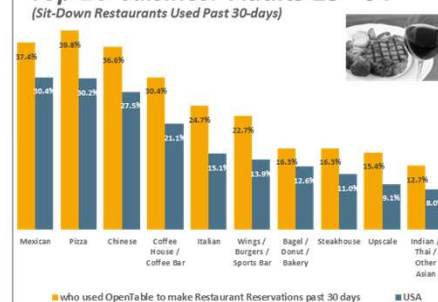
Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



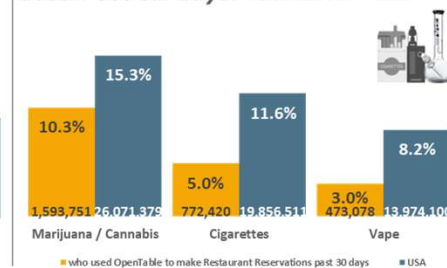
Past 12 months Casino Activities: Adults 25 - 64



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



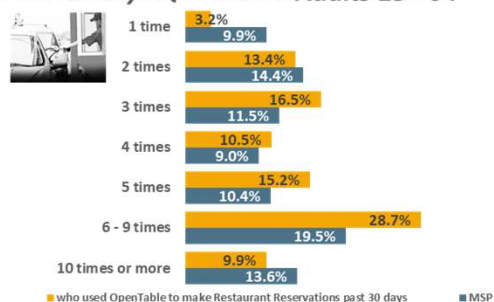
Used Past 30-days: Adults 25 - 64



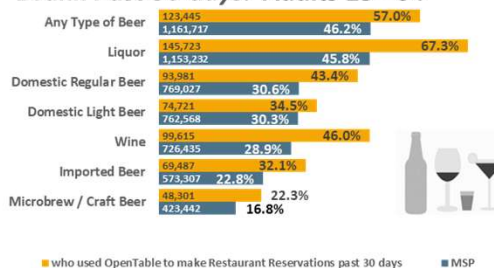


8.6% or 216,653 of MSP DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 10.2% more likely to use QSRs past mo., 31.8% more likely to use Sit-Down Restaurants past mo., 21.4% more likely to use Casinos past yr., 44.7% less likely to smoke cigare

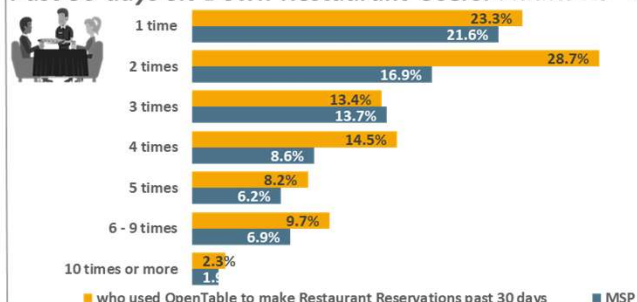
Past 30-days QSR Users: Adults 25 - 64



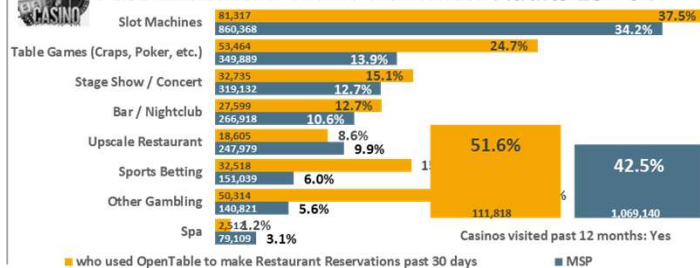
Drank Past 30-days: Adults 25 - 64



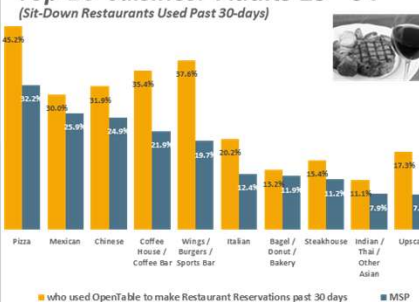
Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



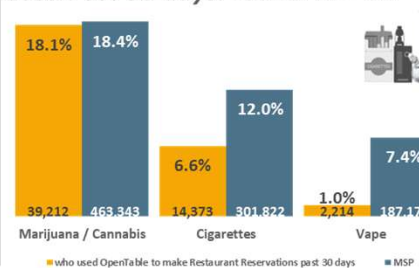
Past 12 months Casino Activities: Adults 25 - 64



Top-10 Cuisines: Adults 25 - 64



Used Past 30-days: Adults 25 - 64



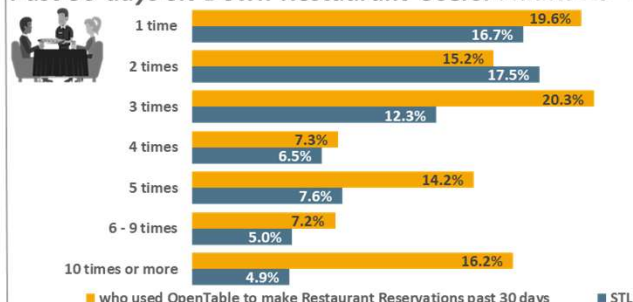


7.6% or 122,049 of STL DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 2.6% more likely to use QSRs past mo., 41.9% more likely to use Sit-Down Restaurants past mo., 4.8% more likely to use Casinos past yr., 74.5% less likely to smoke cigarett

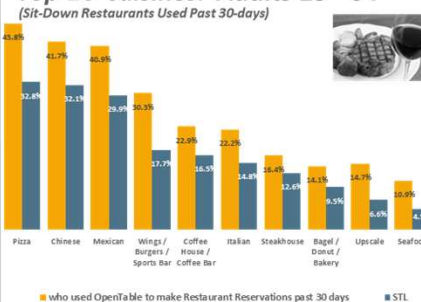
Past 30-days QSR Users: Adults 25 - 64



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



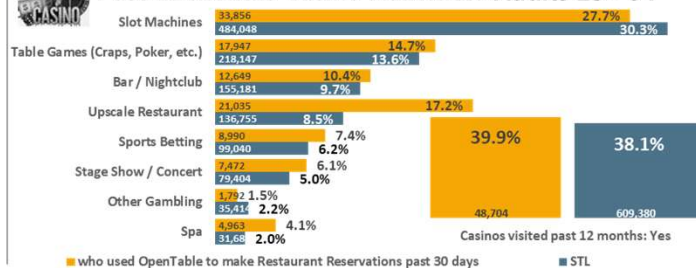
Top-10 Cuisines: Adults 25 - 64



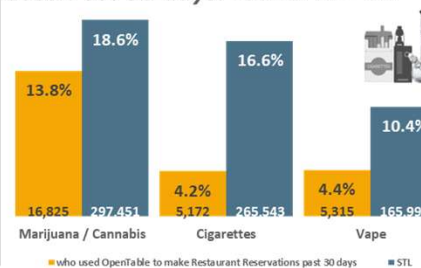
Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64



Used Past 30-days: Adults 25 - 64



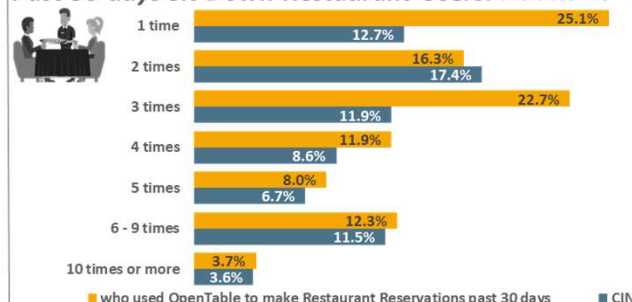


6.3% or 78,624 of CIN DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 2.2% more likely to use QSRs past mo., 38.1% more likely to use Sit-Down Restaurants past mo., 47.1% less likely to use Casinos past yr., 90.1% less likely to smoke cigaret

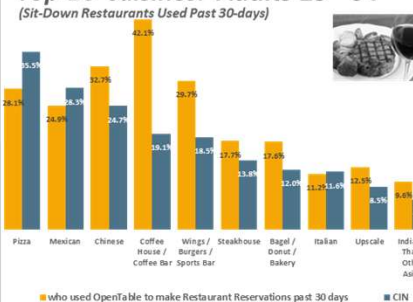
Past 30-days QSR Users: Adults 25 - 64



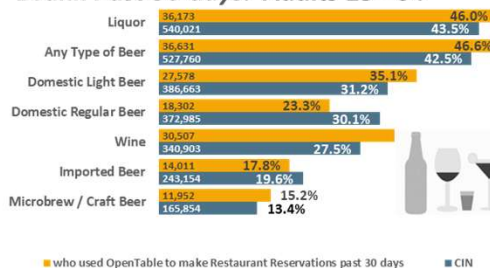
Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



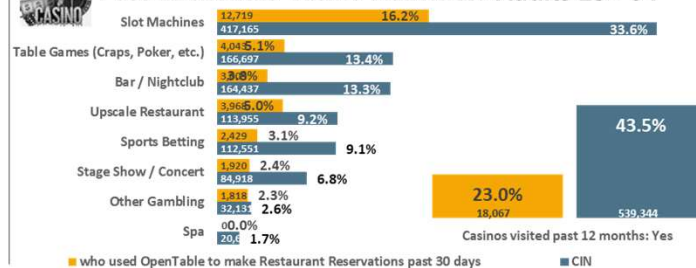
Top-10 Cuisines: Adults 25 - 64



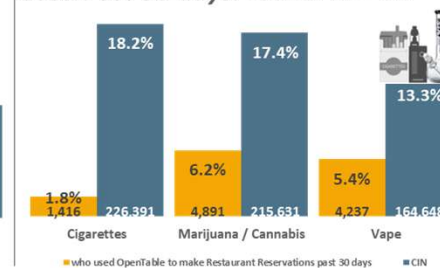
Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64



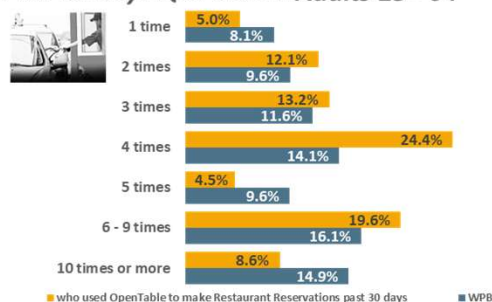
Used Past 30-days: Adults 25 - 64



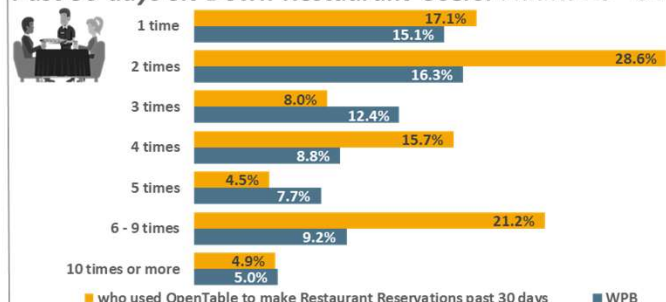


12.6% or 140,279 of WPB DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 4.2% more likely to use QSRs past mo., 34.2% more likely to use Sit-Down Restaurants past mo., 45.7% more likely to use Casinos past yr., 26.9% less likely to smoke cigaret

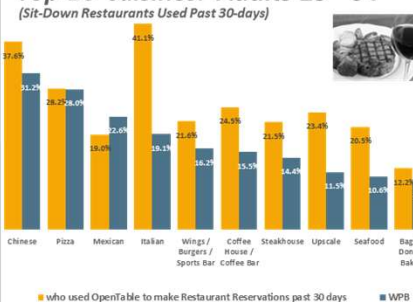
Past 30-days QSR Users: Adults 25 - 64



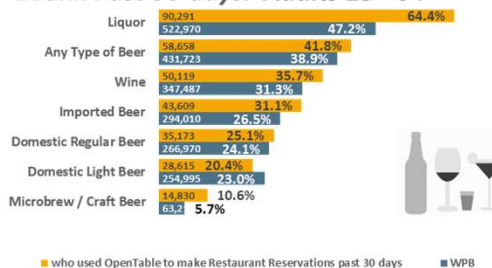
Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



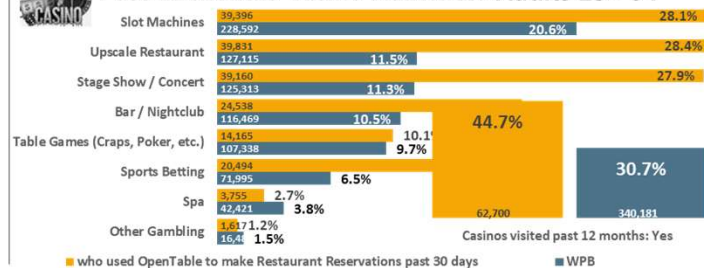
Top-10 Cuisines: Adults 25 - 64



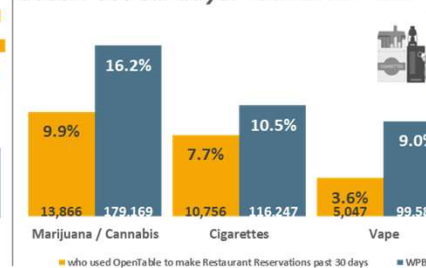
Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64



Used Past 30-days: Adults 25 - 64





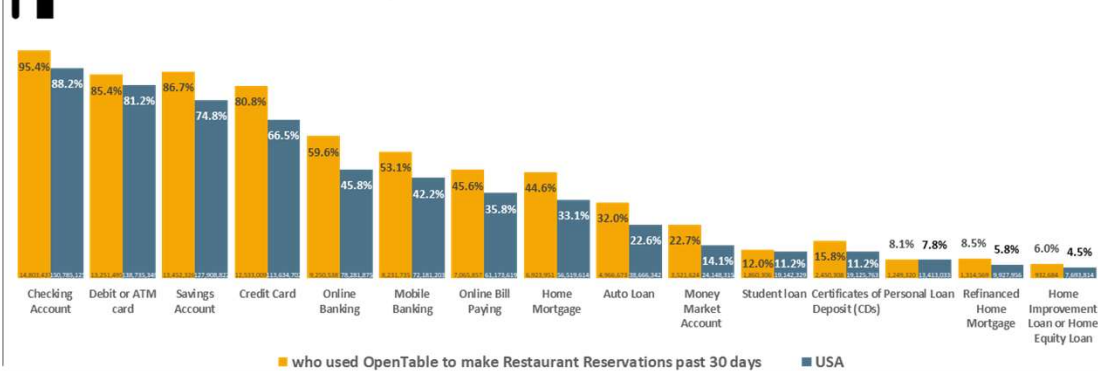
9.1% or 15,511,329 of USA DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 40.5% more likely to have a 401K, 41.6% more likely to have an Auto Loan, 54.4% more likely to Invest/Trade Stocks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



Investments Owned: Adults 25 - 64



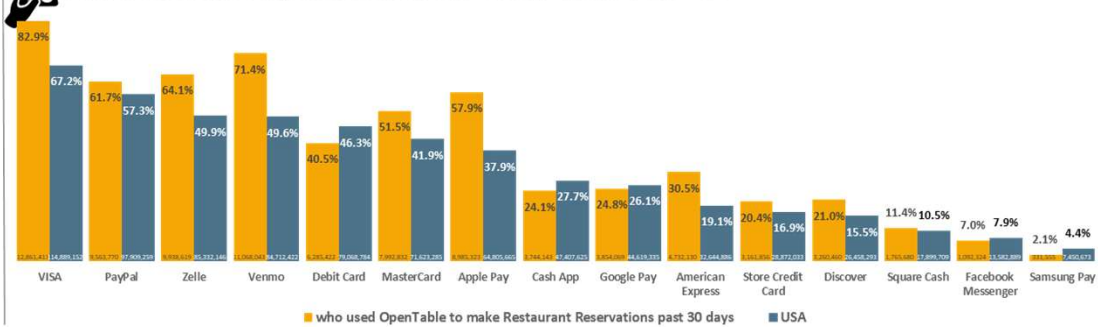
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used*: Adults 25 - 64

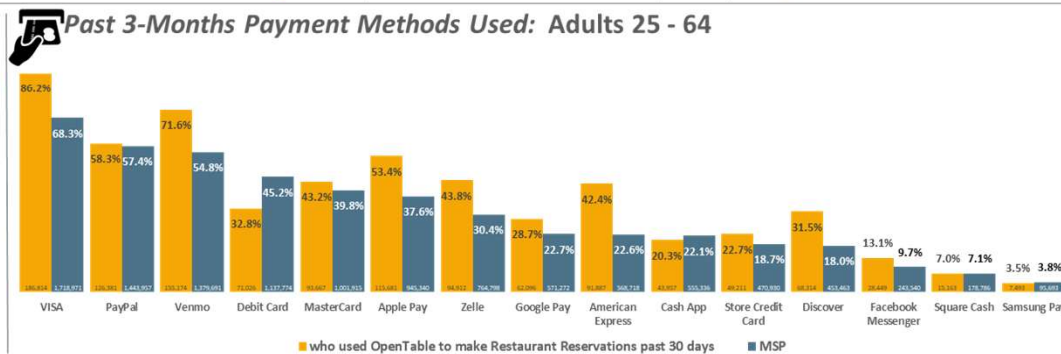
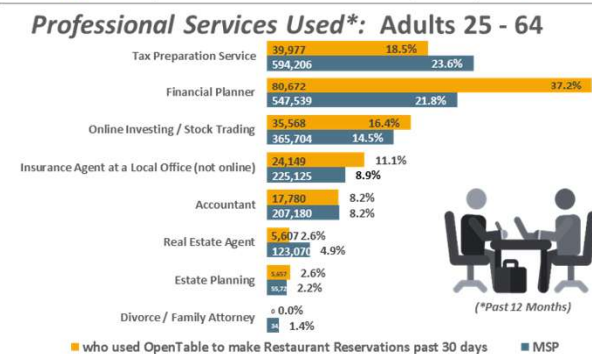
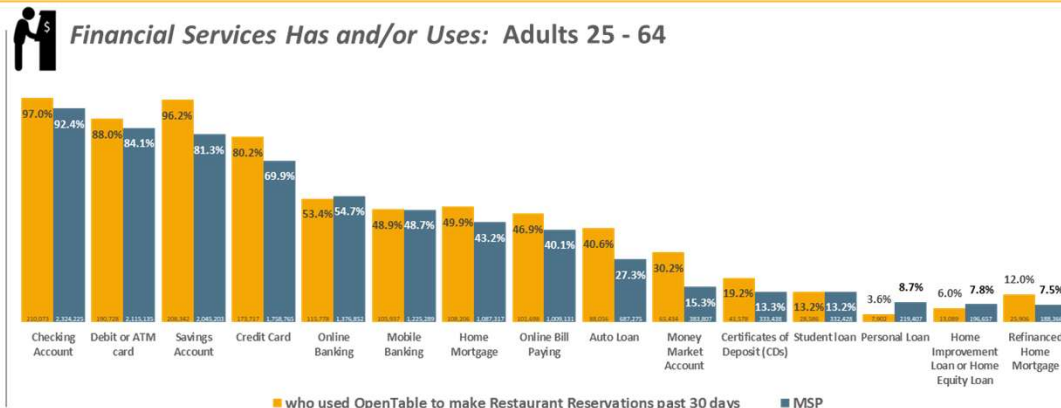
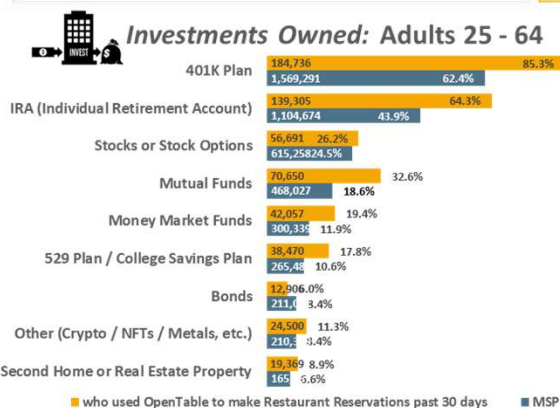


Past 3-Months Payment Methods Used: Adults 25 - 64





8.6% or 216,653 of MSP DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 36.7% more likely to have a 401K, 48.8% more likely to have an Auto Loan, 12.9% more likely to Invest/Trade Stocks Online, 27.5% less likely to pay with their Debit Card.

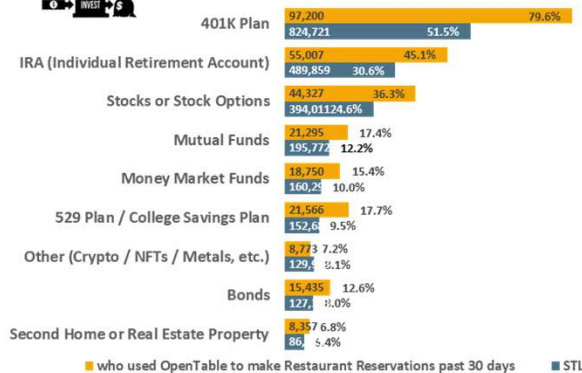




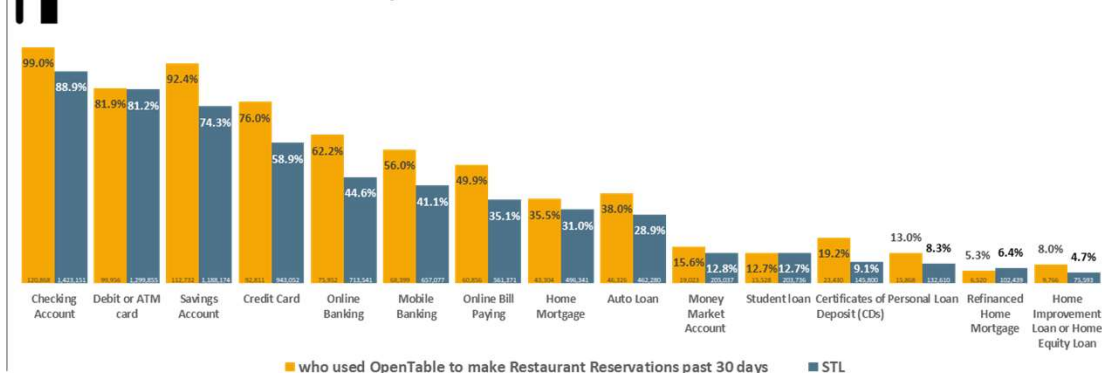
7.6% or 122,049 of STL DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 54.5% more likely to have a 401K, 31.4% more likely to have an Auto Loan, 8.7% more likely to Invest/Trade Stocks Online, 9.2% less likely to pay with their Debit Card.



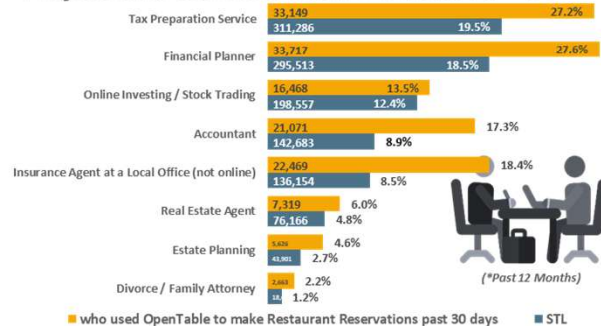
Investments Owned: Adults 25 - 64



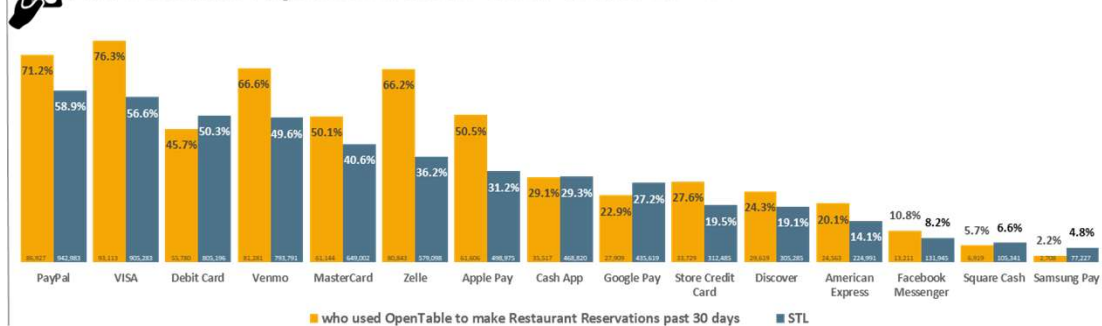
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used*: Adults 25 - 64



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

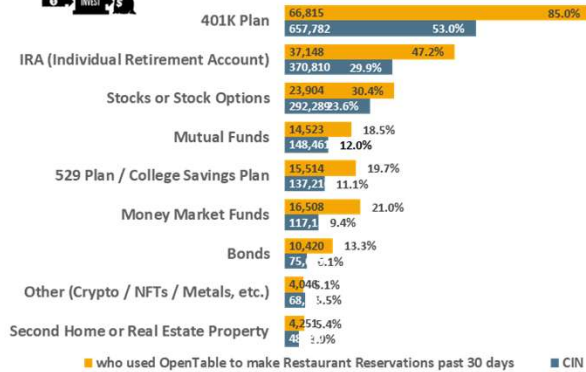




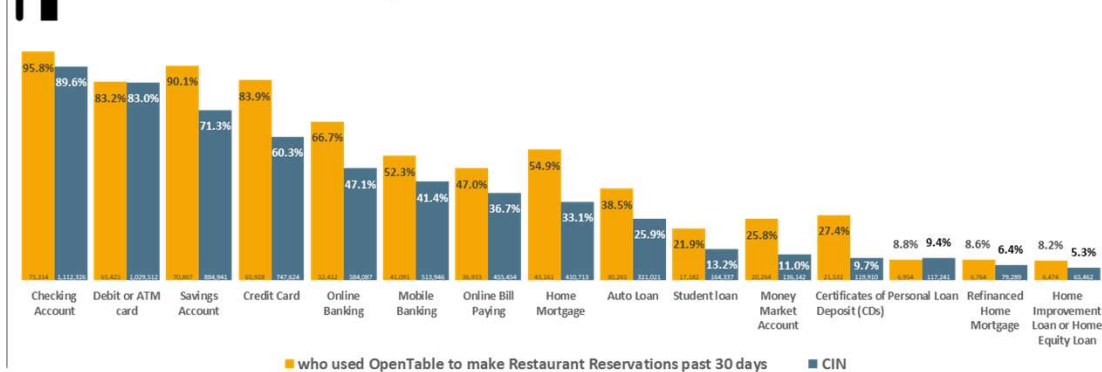
6.3% or 78,624 of CIN DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 60.3% more likely to have a 401K, 48.8% more likely to have an Auto Loan, 37.8% more likely to Invest/Trade Stocks Online, 9.% less likely to pay with their Debit Card.



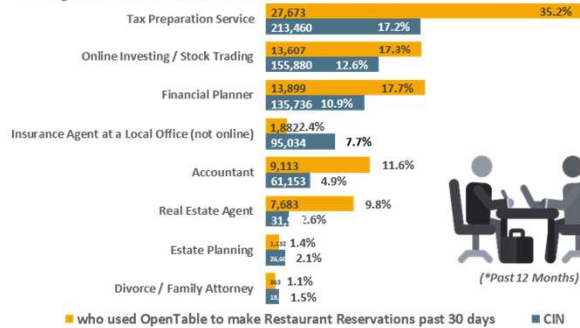
Investments Owned: Adults 25 - 64



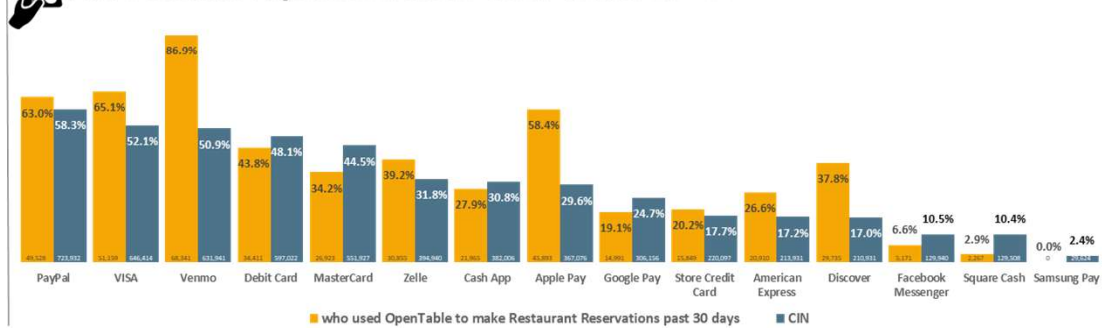
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used*: Adults 25 - 64



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





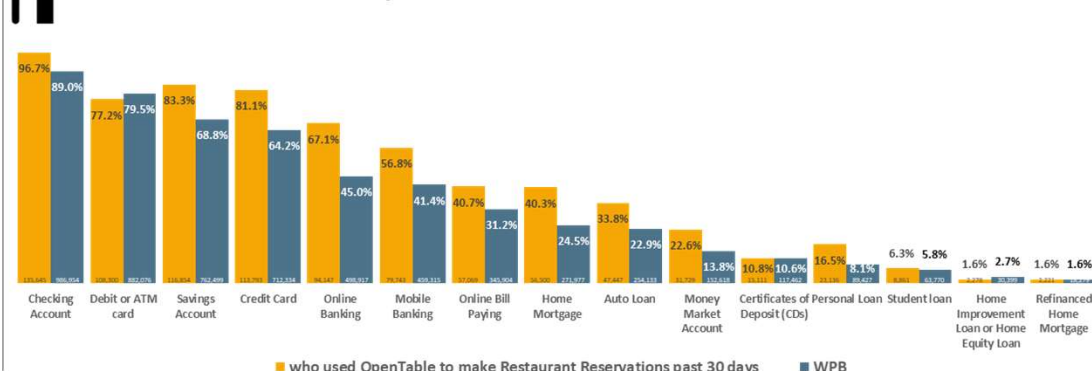
12.6% or 140,279 of WPB DMA Adults 25 - 64 used OpenTable to make Restaurant Reservations past 30 days. Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days are 51.1% more likely to have a 401K, 47.6% more likely to have an Auto Loan, 58.% more likely to Invest/Trade Stocks Online, 7.2% less likely to pay with their Debit Card.



Investments Owned: Adults 25 - 64



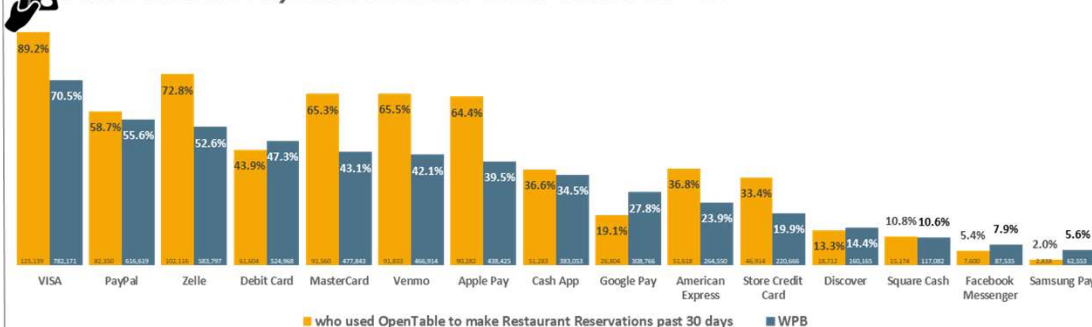
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used*: Adults 25 - 64

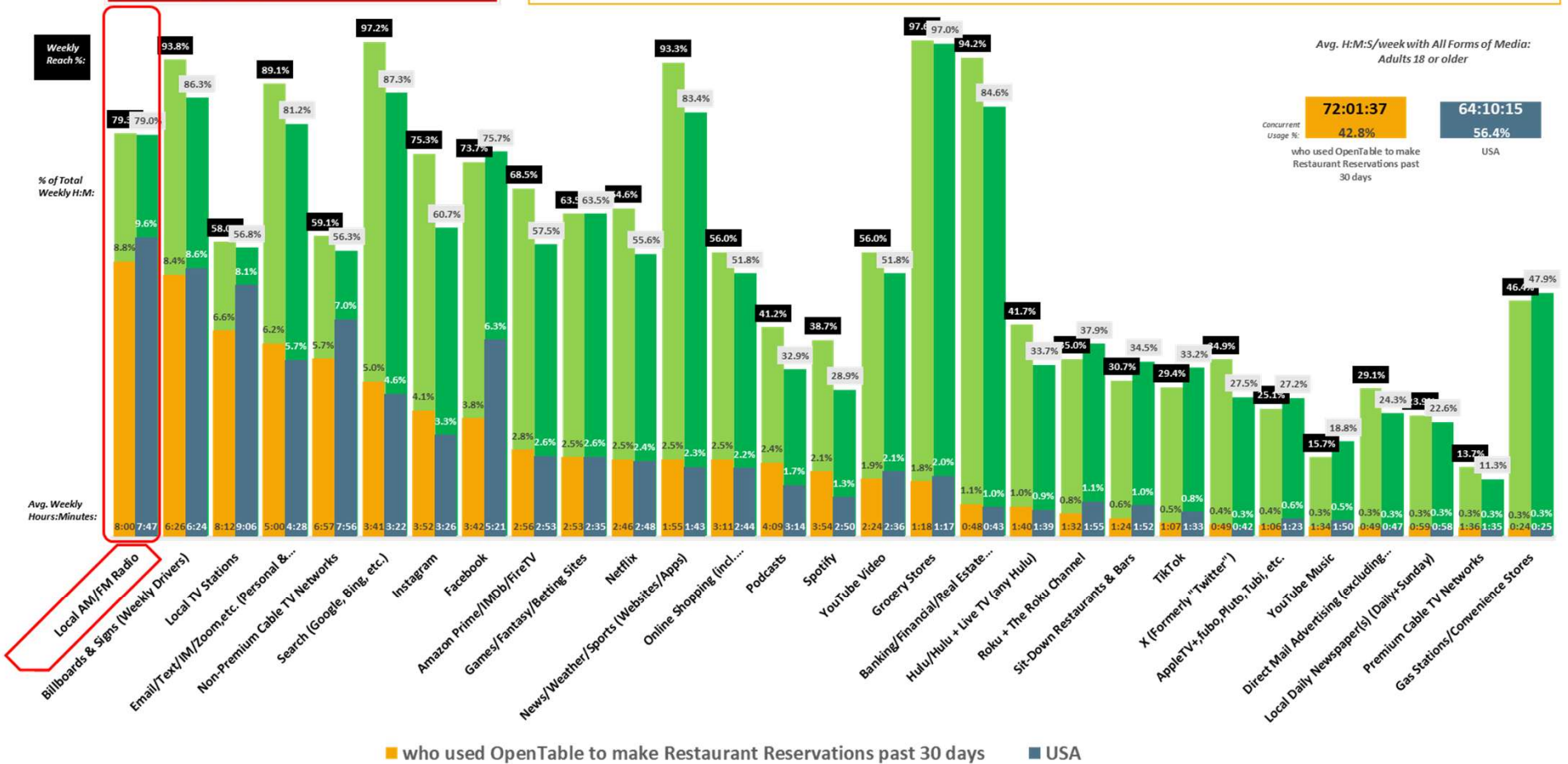


Past 3-Months Payment Methods Used: Adults 25 - 64



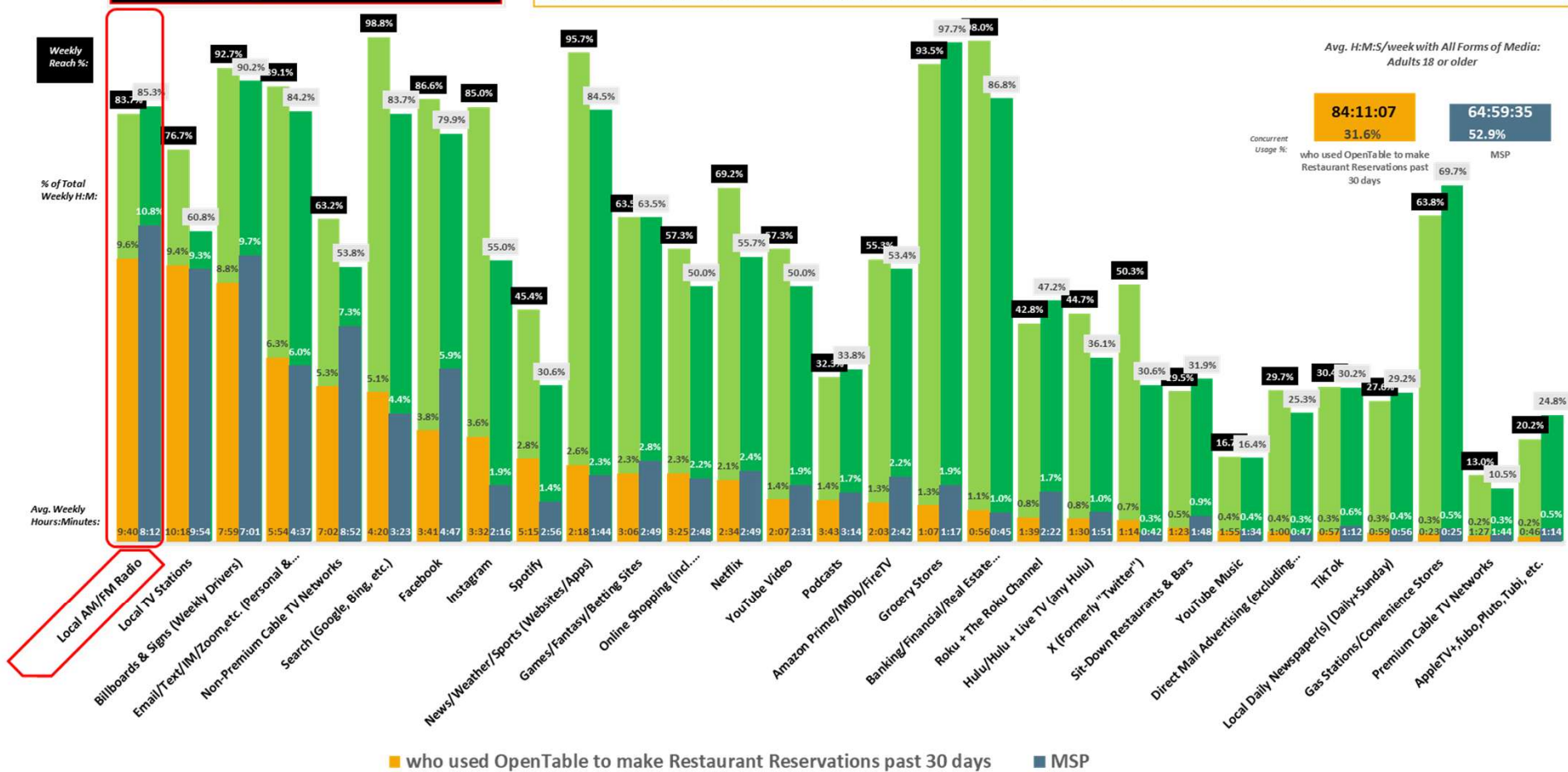


Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an average of 3 days, 0 hours, 1 minutes and 37 seconds each week with All Forms of Media.
 79.3% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an avg. of 8 hours and 0 minutes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



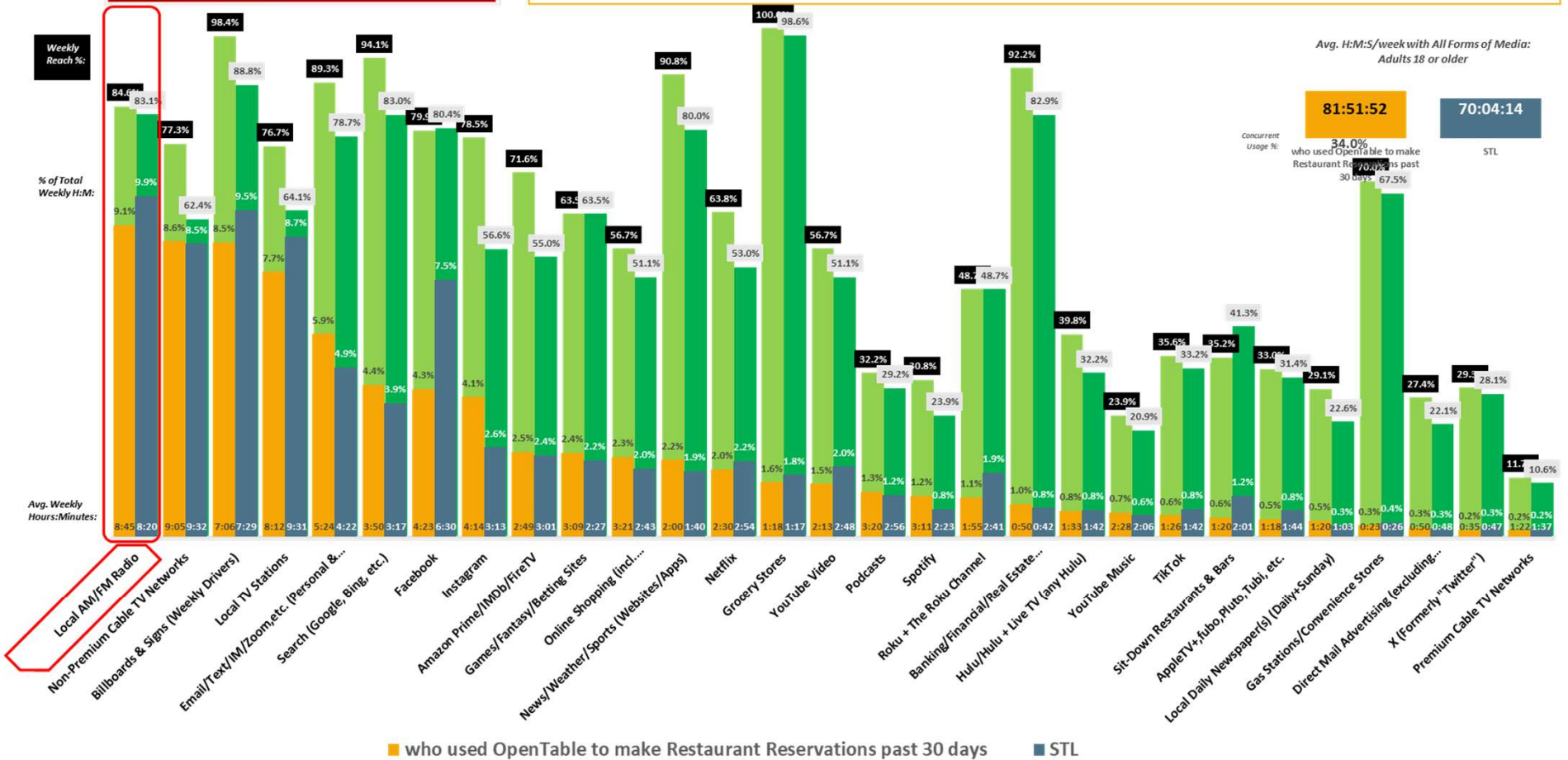


Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an average of 3 days, 12 hours, 11 minutes and 7 seconds each week with All Forms of Media.
 83.7% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an avg. of 9 hours and 40 minutes each week listening to All Local AM/FM Radio, representing 9.6% of total time spent with all forms of Media.



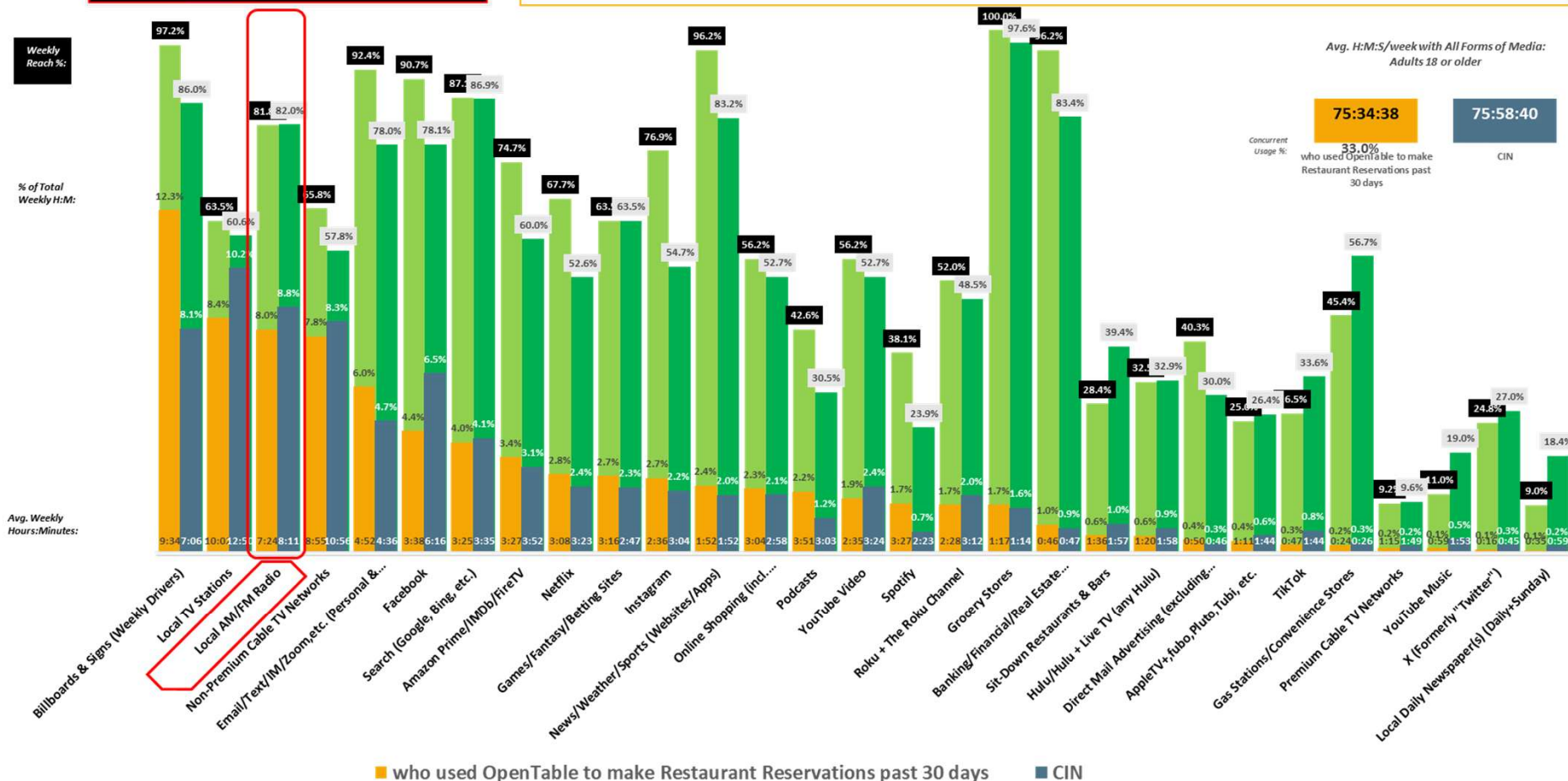


Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an average of 3 days, 9 hours, 51 minutes and 52 seconds each week with All Forms of Media.
84.6% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an avg. of 8 hours and 45 minutes each week listening to All Local AM/FM Radio, representing 9.1% of total time spent with all forms of Media.





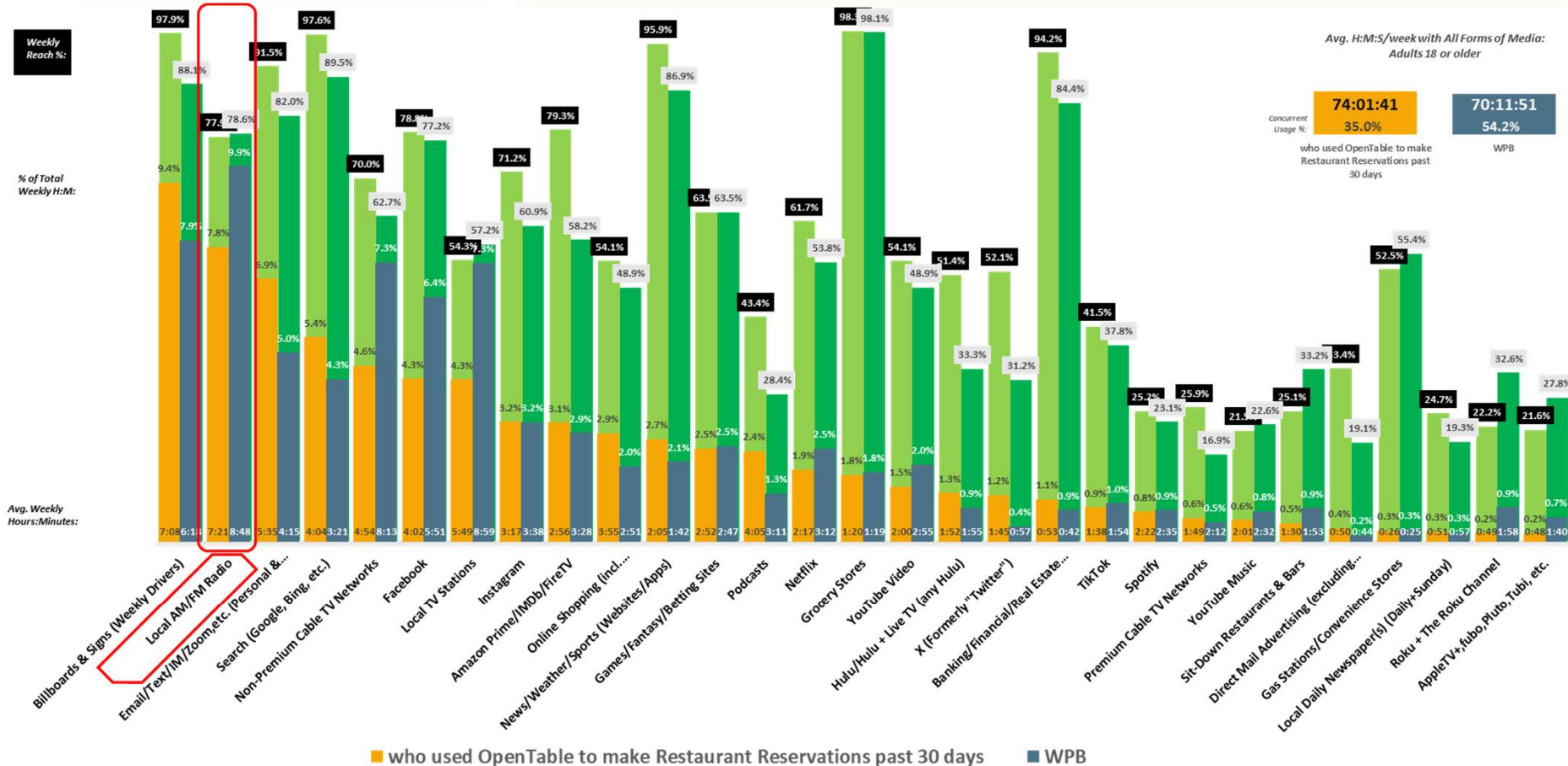
Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an average of 3 days, 3 hours, 34 minutes and 38 seconds each week with All Forms of Media.
81.8% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an avg. of 7 hours and 24 minutes each week listening to All Local AM/FM Radio, representing 8.1% of total time spent with all forms of Media.



who used OpenTable to make Restaurant Reservations past 30 days CIN

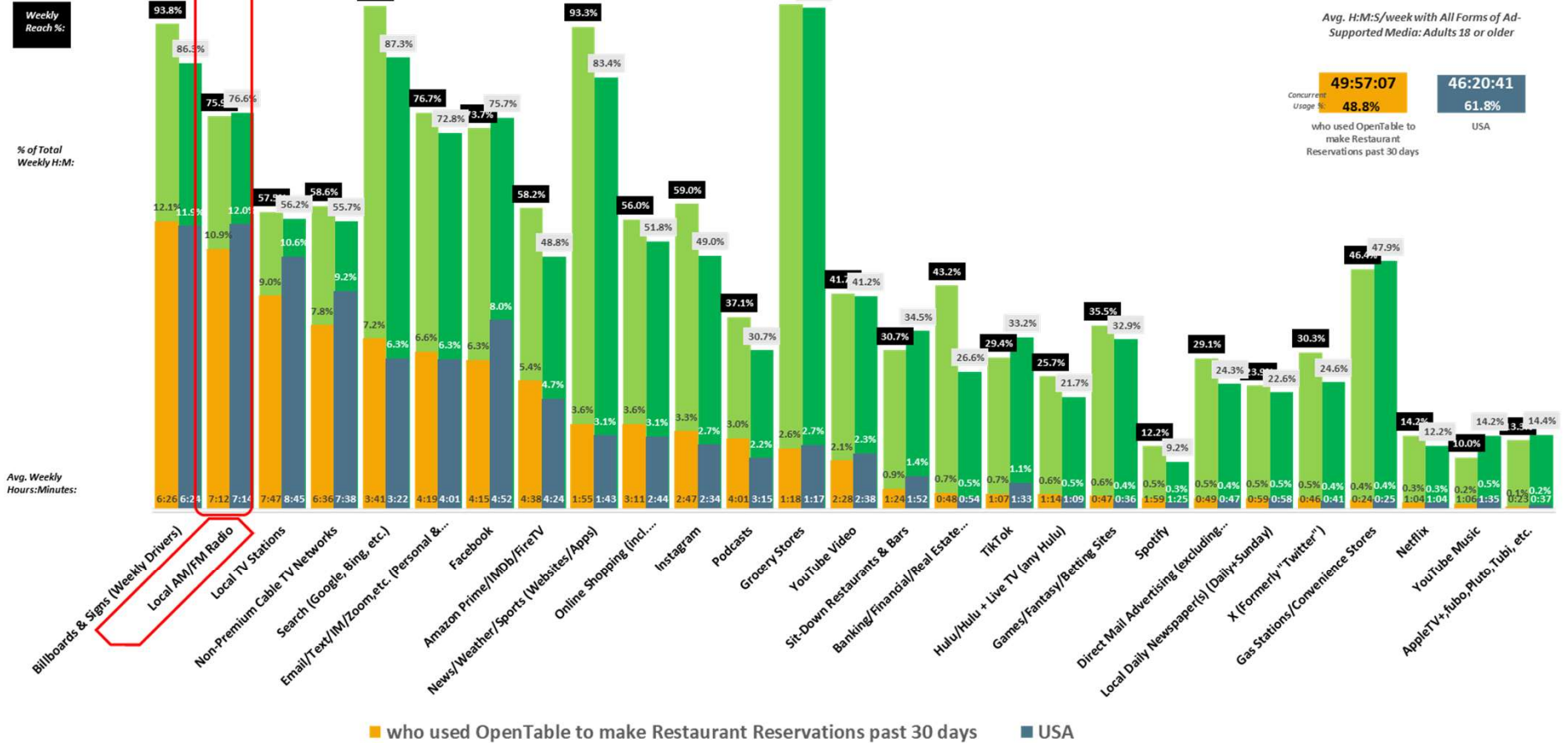


Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an average of 3 days, 2 hours, 1 minutes and 41 seconds each week with All Forms of Media.
 77.9% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an avg. of 7 hours and 21 minutes each week listening to All Local AM/FM Radio, representing 7.8% of total time spent with all forms of Media.



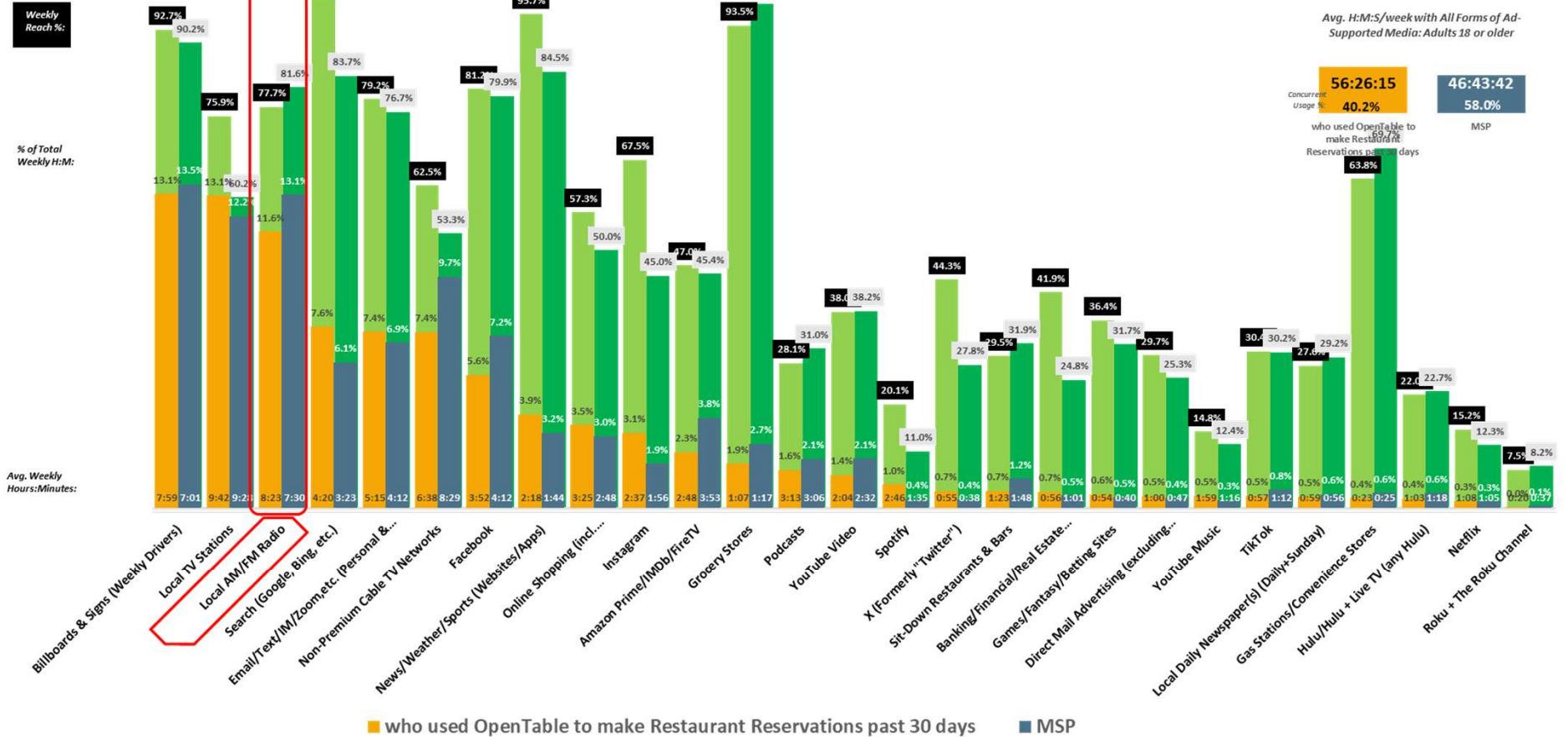


Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an average of 2 days, 1 hours, 57 minutes and 7 seconds each week with All Forms of Ad-Supported Media.
75.9% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an avg. of 7 hours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



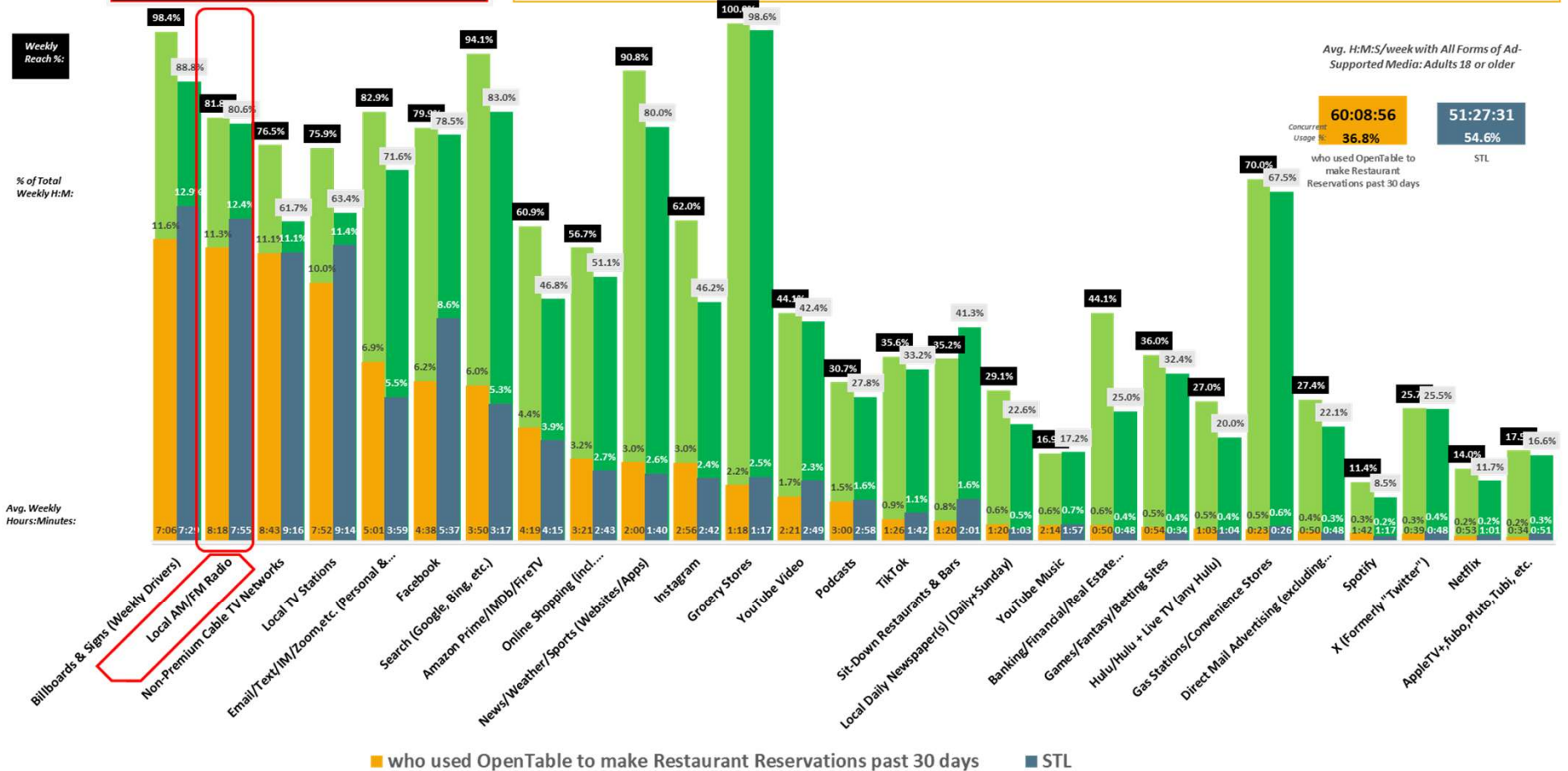


Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an average of 2 days, 8 hours, 26 minutes and 15 seconds each week with All Forms of Ad-Supported Media.
 77.7% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an avg. of 8 hours and 23 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.6% of total time spent with all forms of Ad-Supported Media





Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an average of 2 days, 12 hours, 8 minutes and 56 seconds each week with All Forms of Ad-Supported Media.
 81.8% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an avg. of 8 hours and 18 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.3% of total time spent with all forms of Ad-Supported Media



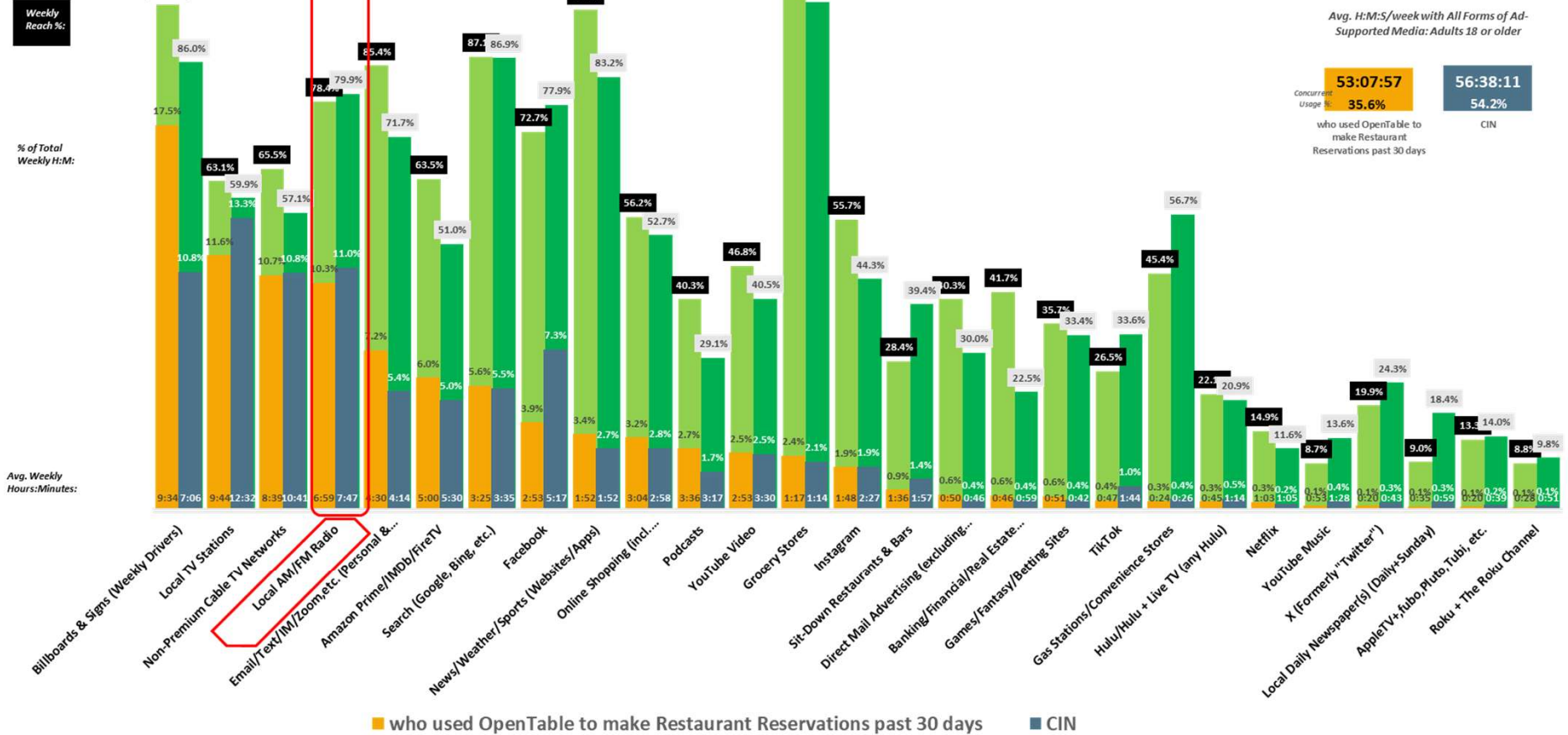
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

Concurrent Usage %: 36.8%
 who used OpenTable to make Restaurant Reservations past 30 days

STL

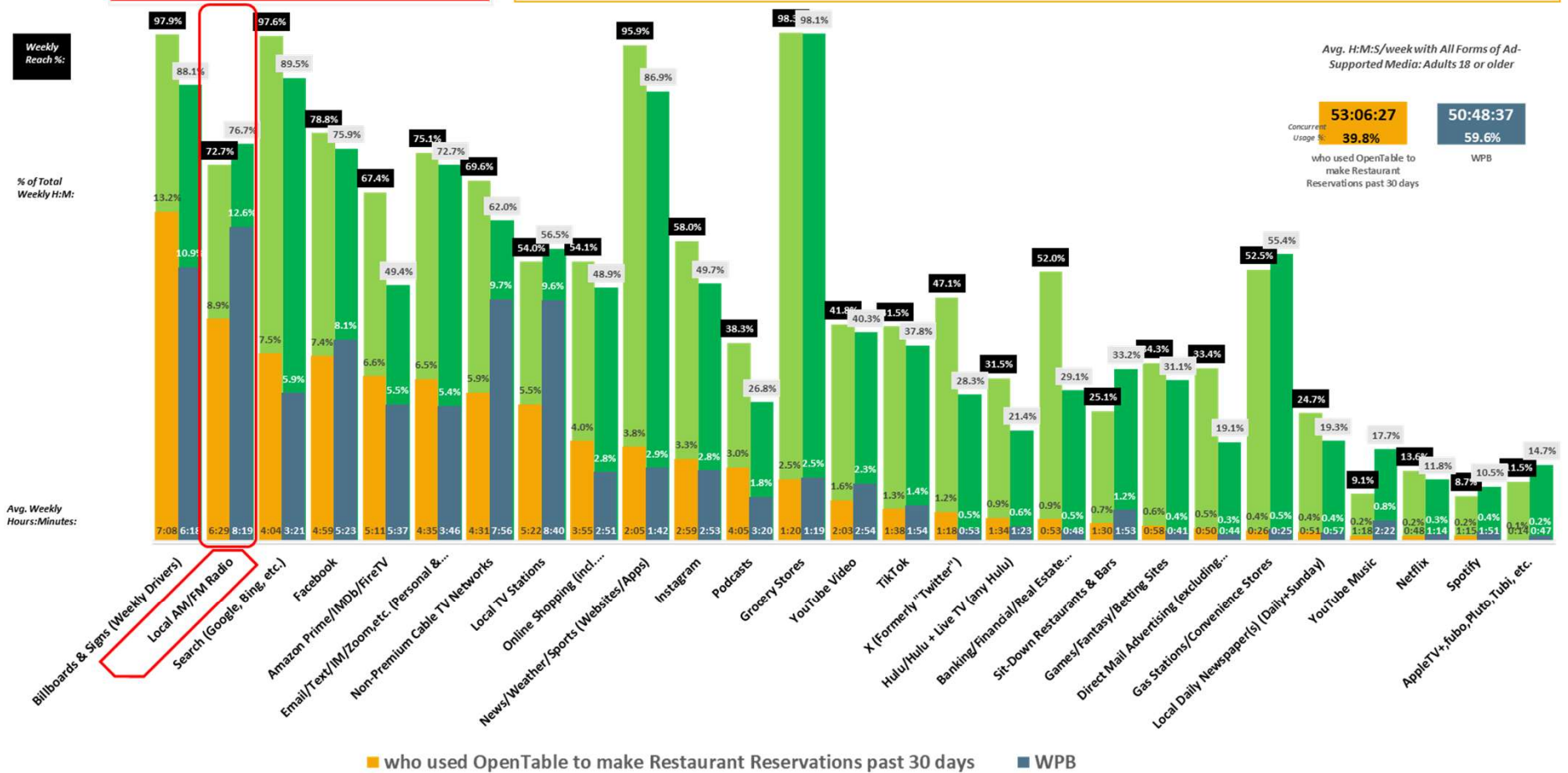


Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an average of 2 days, 5 hours, 7 minutes and 57 seconds each week with All Forms of Ad-Supported Media.
 78.4% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an avg. of 6 hours and 59 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.3% of total time spent with all forms of Ad-Supported Media





Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an average of 2 days, 5 hours, 6 minutes and 27 seconds each week with All Forms of Ad-Supported Media.
 72.7% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an avg. of 6 hours and 29 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.9% of total time spent with all forms of Ad-Supported Med

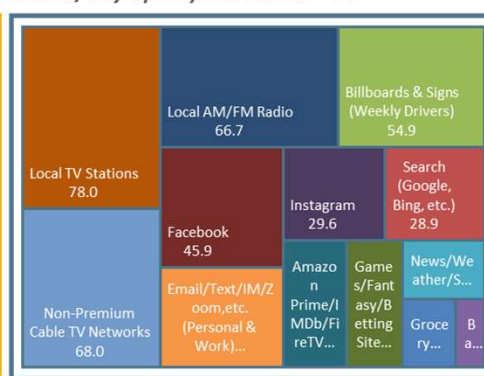
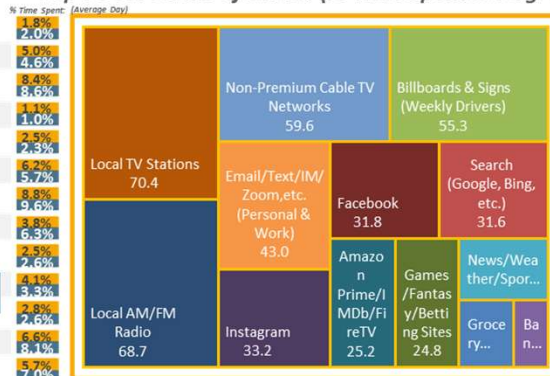
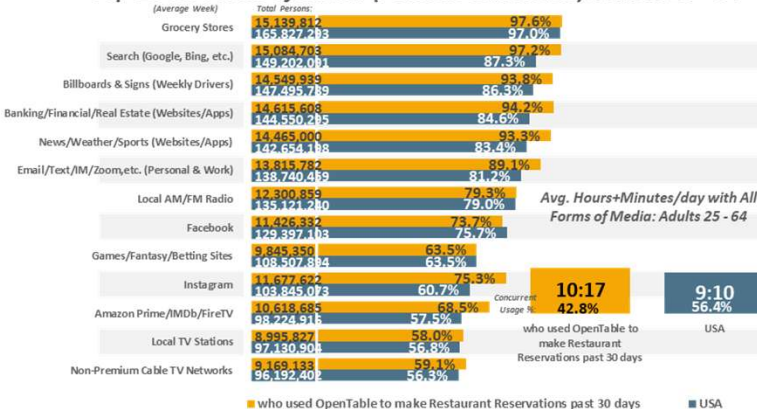




Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an average of 7 hours and 8 minutes each day with All Forms of Ad-Supported Media. 75.9% listen to Local AM/FM Radio for an avg. of 61.8 minutes/day. (Local Radio delivers 10.9% of Time with Ad-Supported Media.)

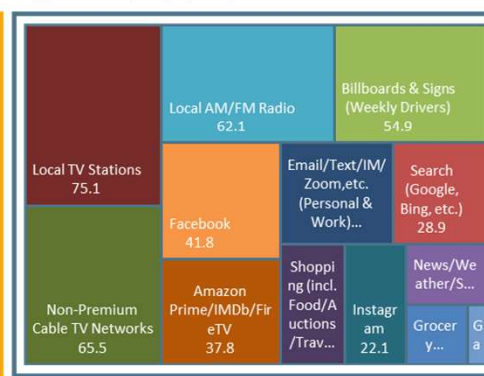
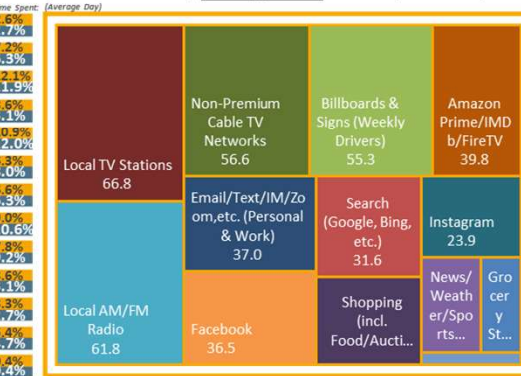
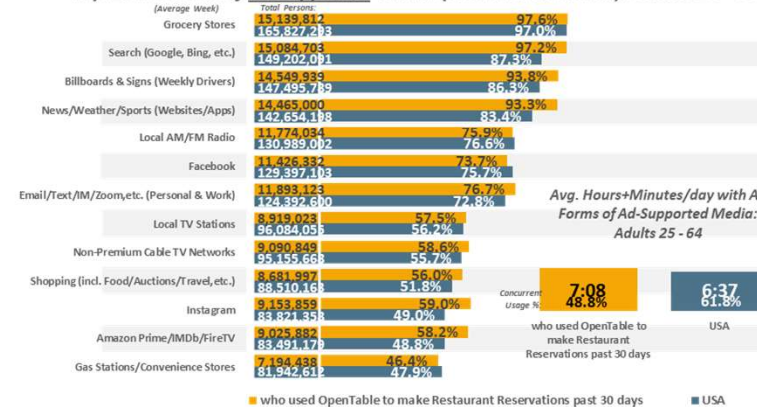
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64

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



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

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



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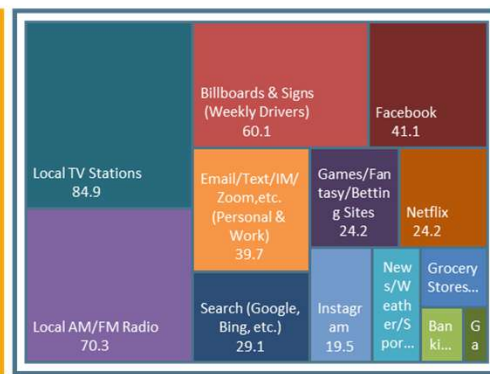
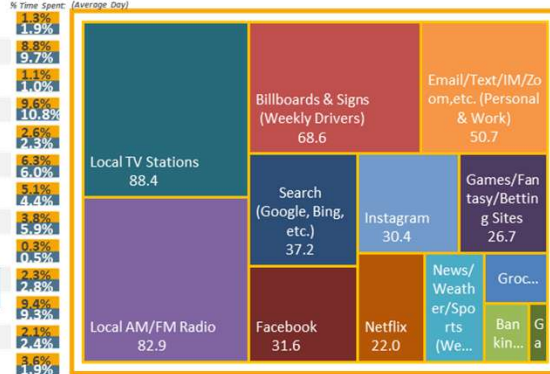
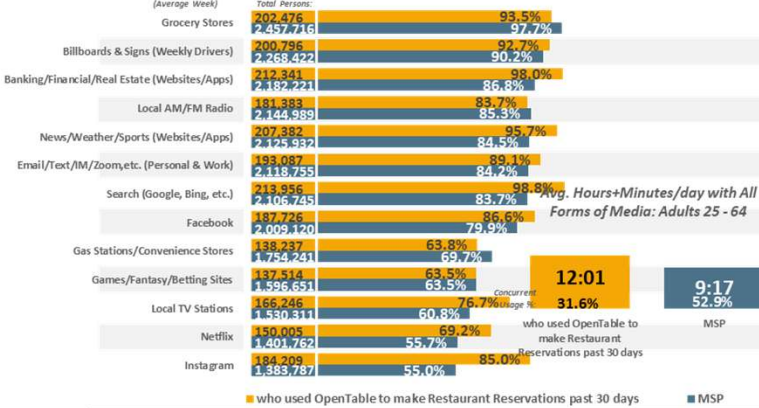
[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]



Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an average of 8 hours and 3 minutes each day with All Forms of Ad-Supported Media. 77.7% listen to Local AM/FM Radio for an avg. of 71.9 minutes/day. (Local Radio delivers 11.6% of Time with Ad-Supported Media.)

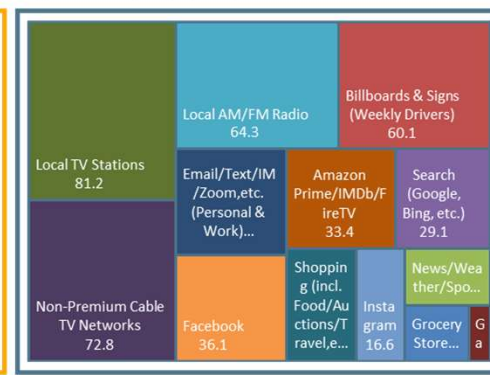
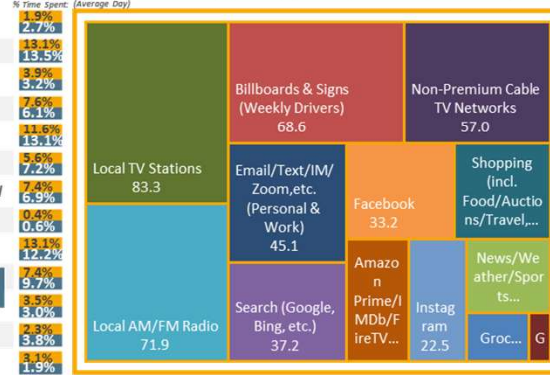
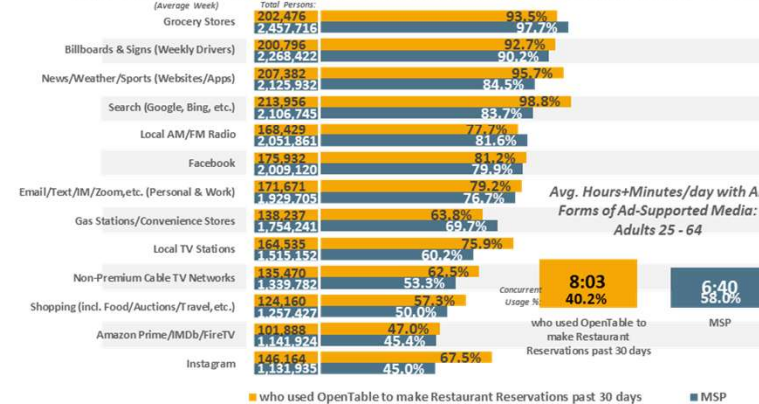
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64

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



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

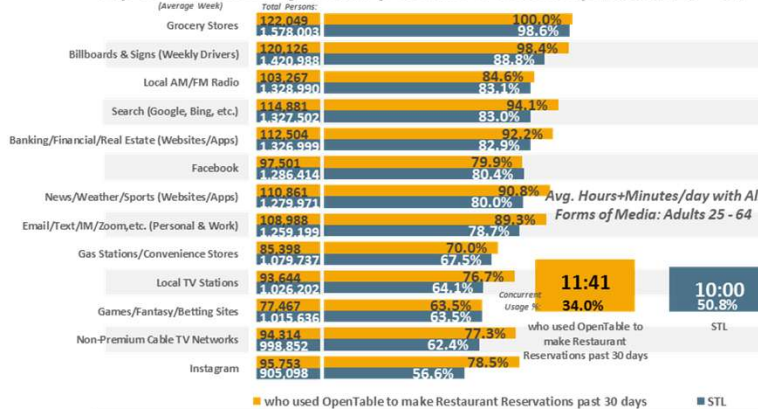
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



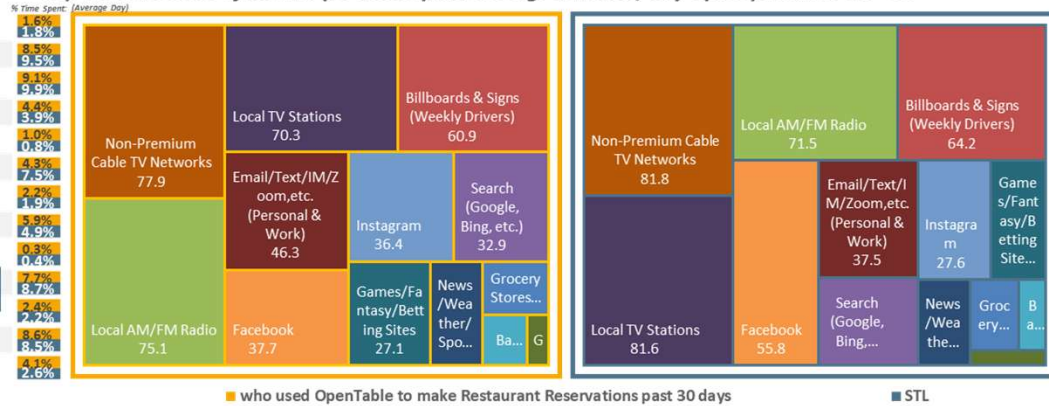


Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an average of 8 hours and 35 minutes each day with All Forms of Ad-Supported Media. 81.8% listen to Local AM/FM Radio for an avg. of 71.3 minutes/day. (Local Radio delivers 11.3% of Time with Ad-Supported Media.)

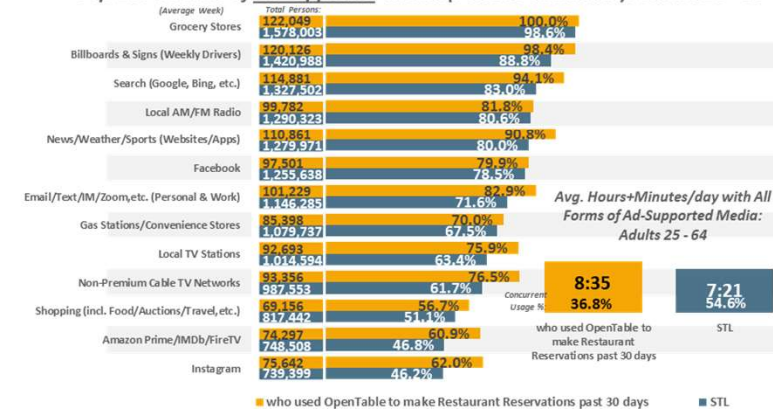
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



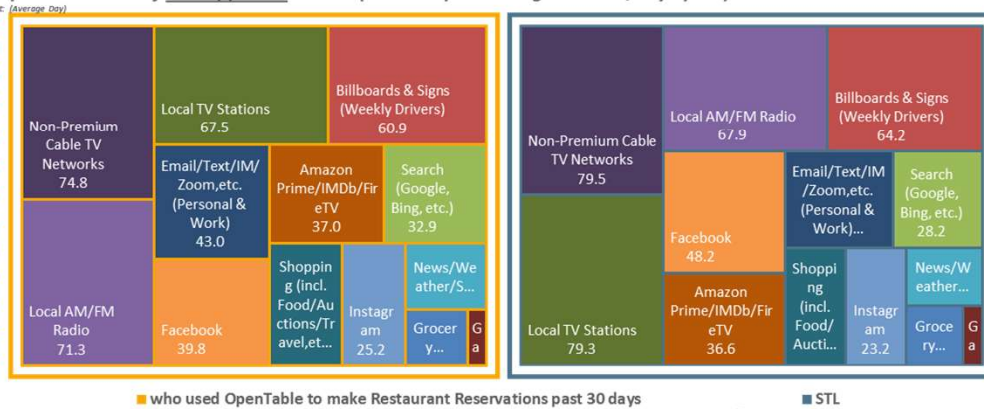
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 176
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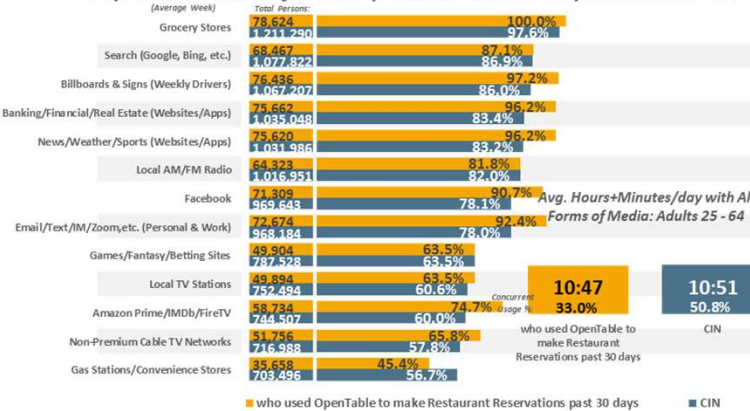
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]

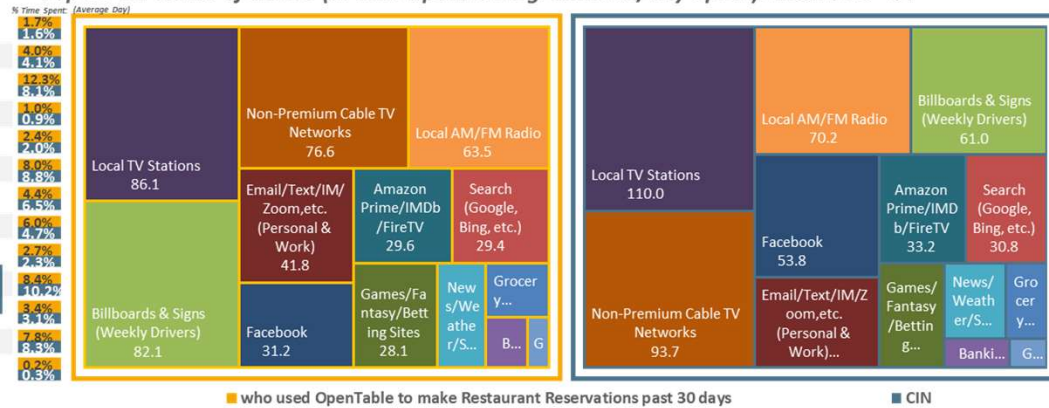


Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an average of 7 hours and 35 minutes each day with All Forms of Ad-Supported Media. 78.4% listen to Local AM/FM Radio for an avg. of 59.9 minutes/day. (Local Radio delivers 10.3% of Time with Ad-Supported Media.)

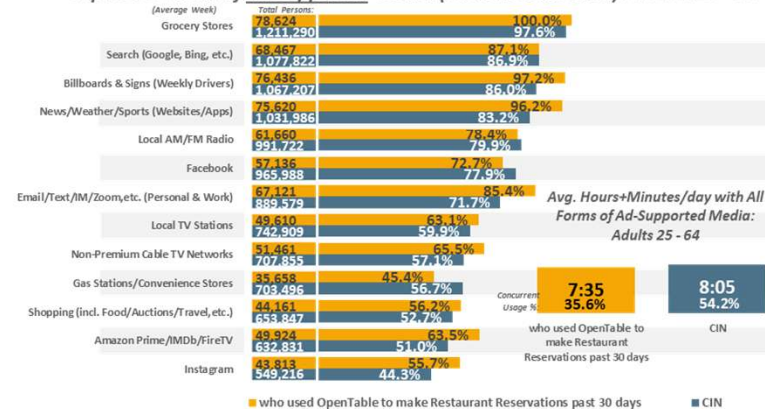
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



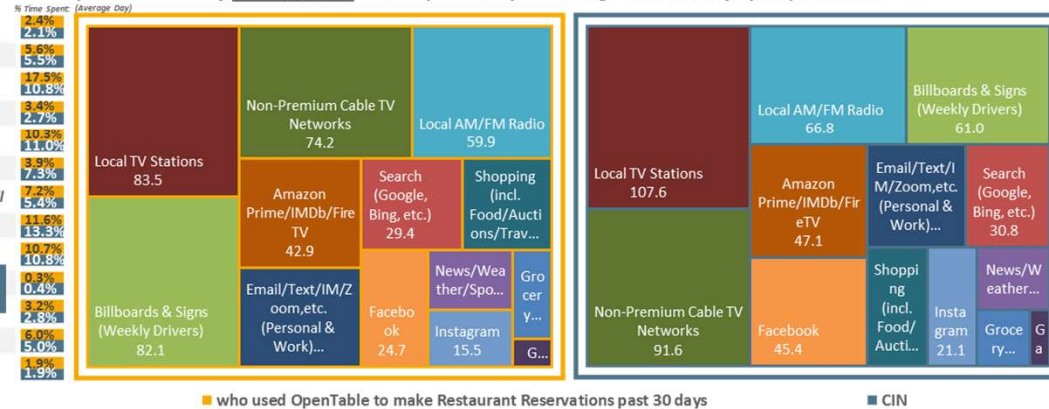
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 143
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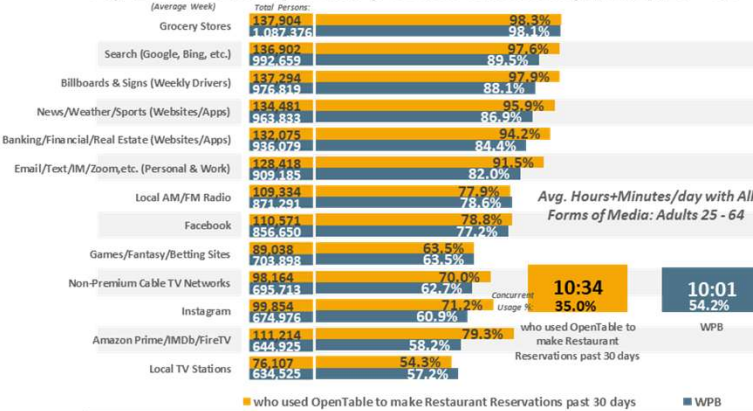
soefa.ai Share of Everything for Anything

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

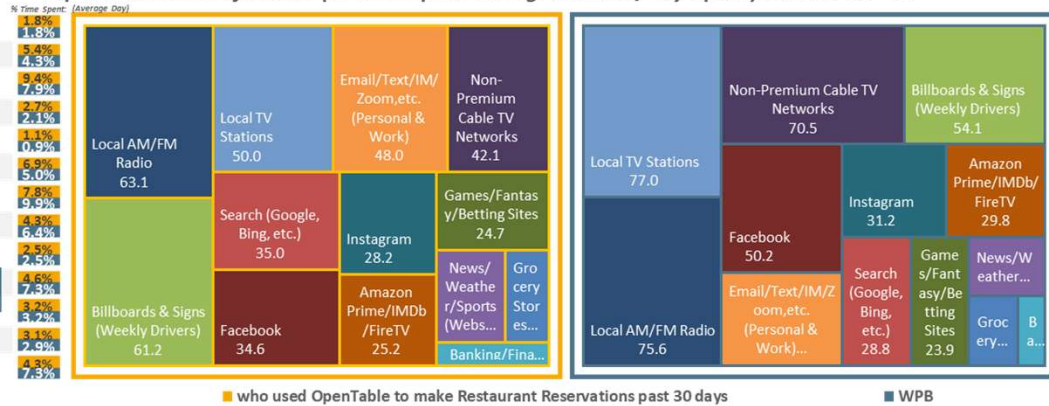


Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an average of 7 hours and 35 minutes each day with All Forms of Ad-Supported Media. 72.7% listen to Local AM/FM Radio for an avg. of 55.6 minutes/day. (Local Radio delivers 8.9% of Time with Ad-Supported Media.)

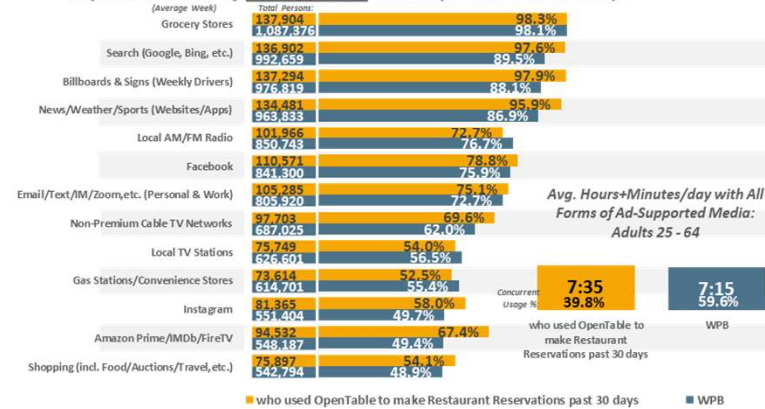
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



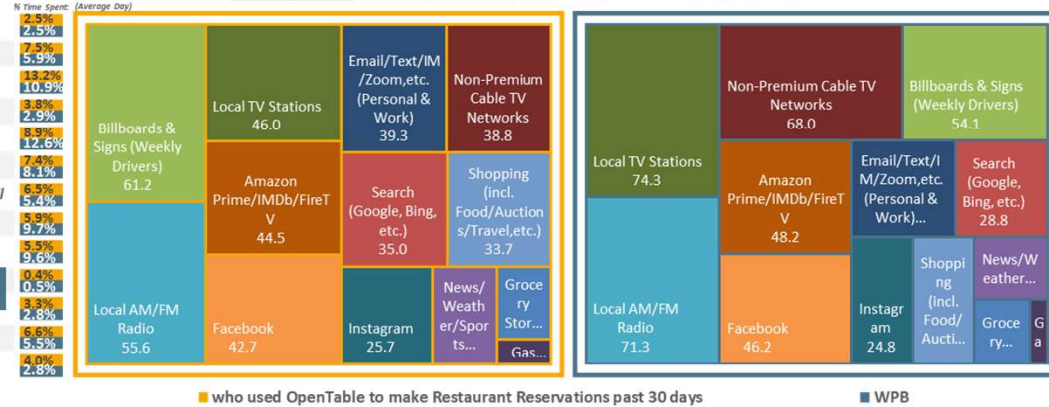
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 235
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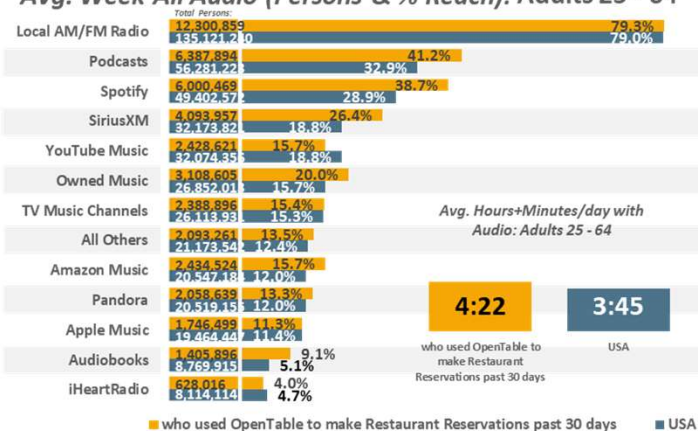
soefa.ai Share of Everything for Anything

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

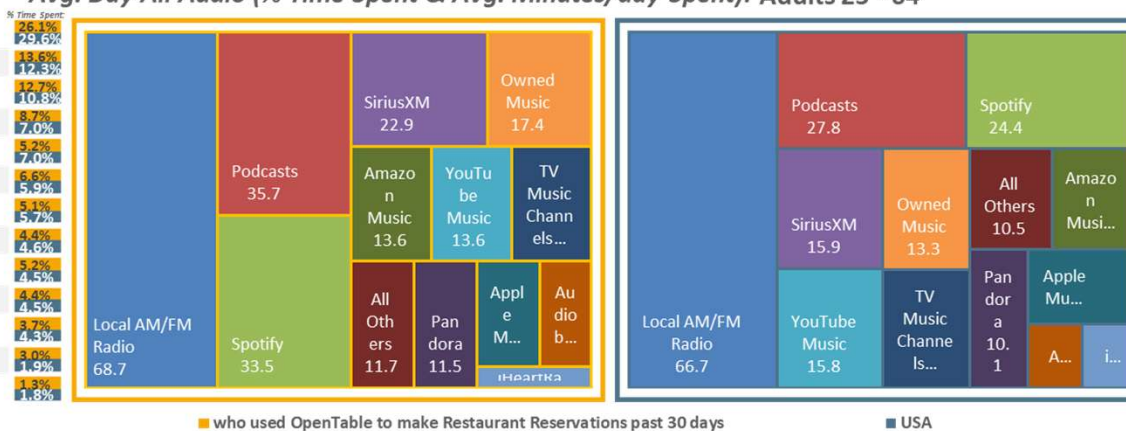


11,774,034 or 75.9% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 61.8 minutes every day representing 35.7% of all time spent daily with Ad-Supported Audio.

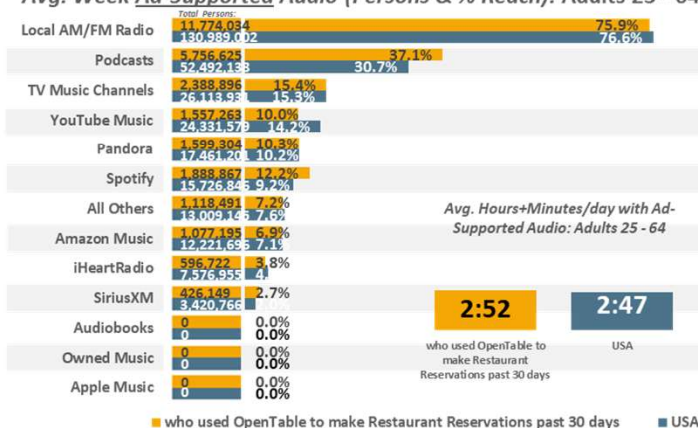
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



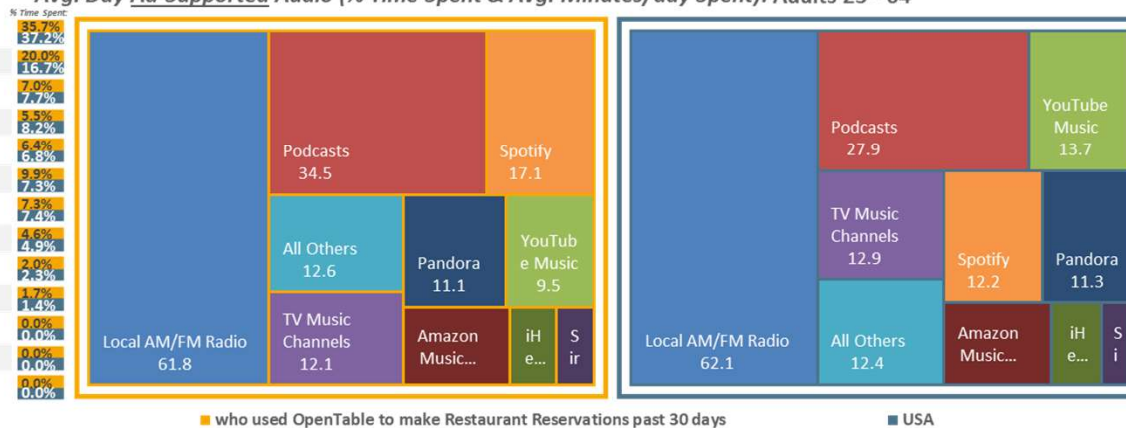
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



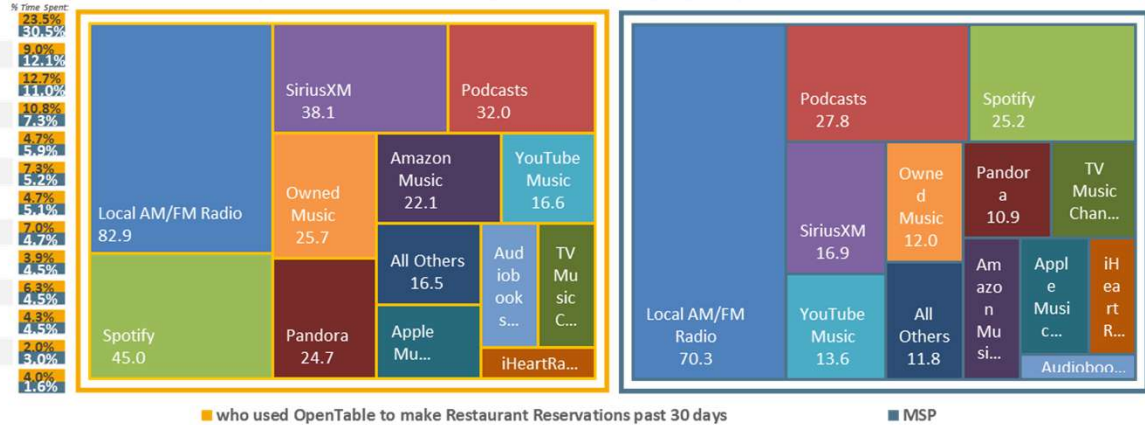


168,429 or 77.7% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 71.9 minutes every day representing 32.4% of all time spent daily with Ad-Supported Audio.

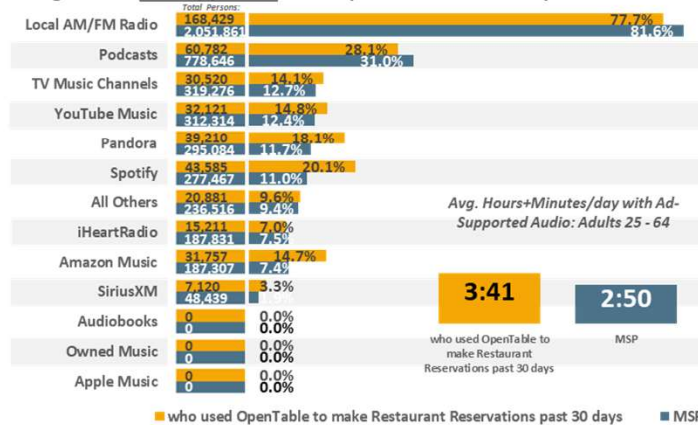
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



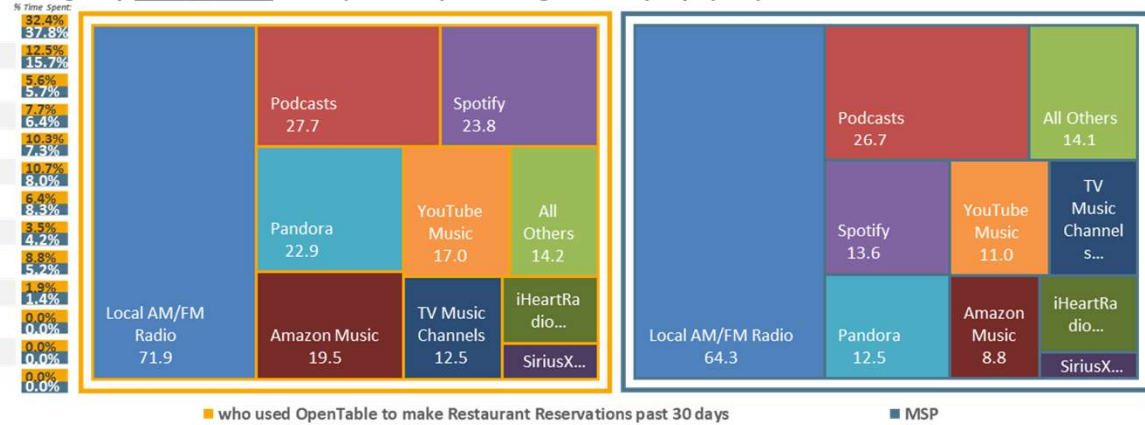
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



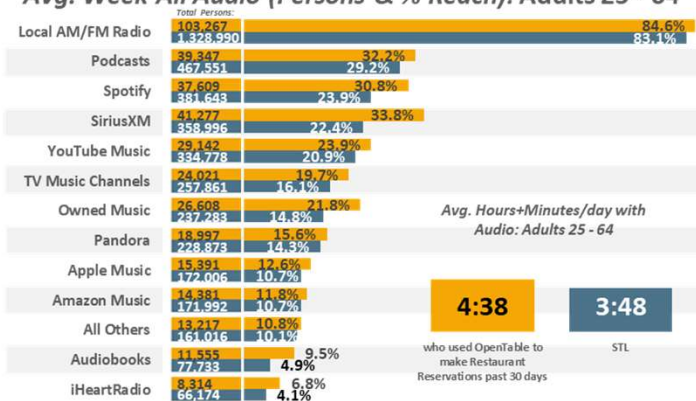
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





99,782 or 81.8% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 71.3 minutes every day representing 37.6% of all time spent daily with Ad-Supported Audio.

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



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

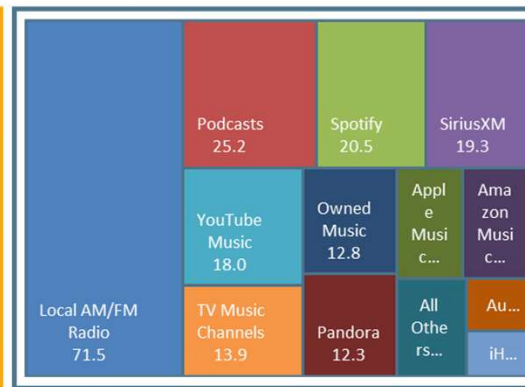
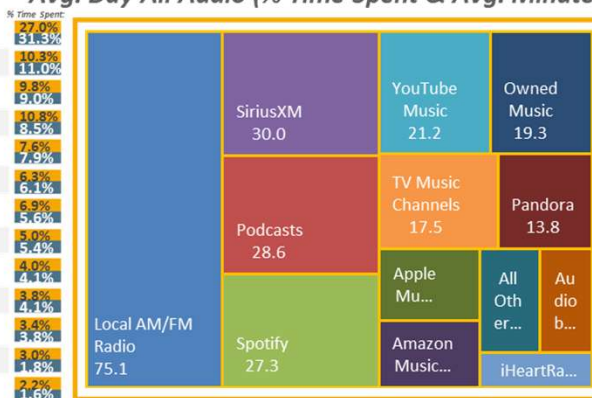
4:38

who used OpenTable to make Restaurant Reservations past 30 days

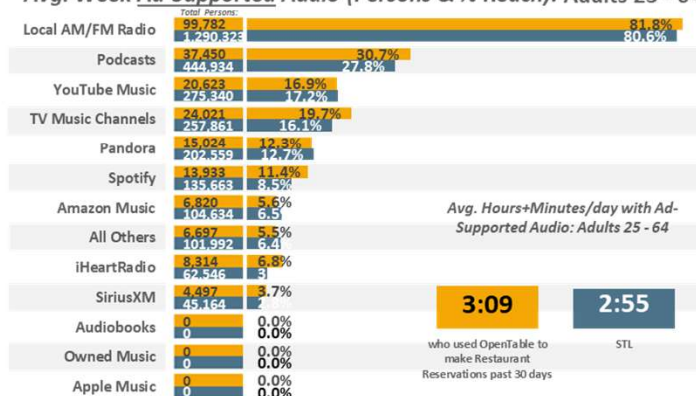
3:48

STL

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



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



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

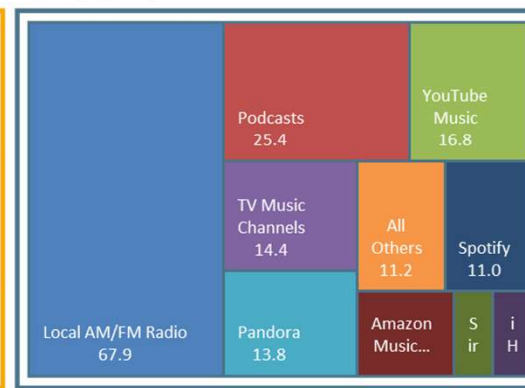
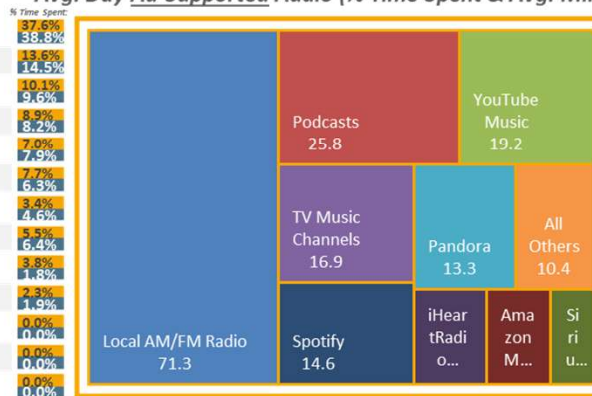
3:09

who used OpenTable to make Restaurant Reservations past 30 days

2:55

STL

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



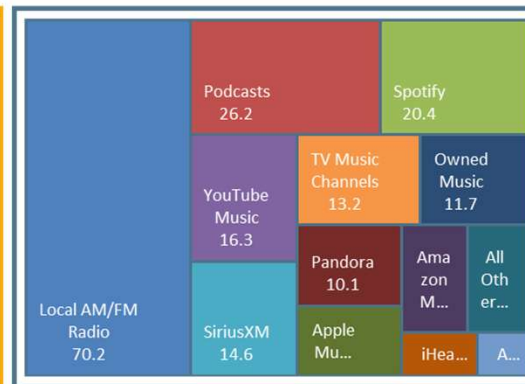
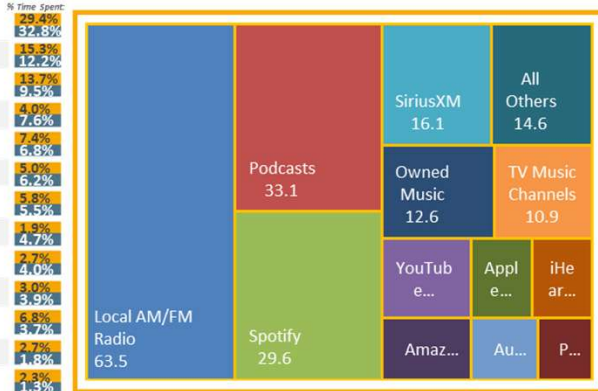


61,660 or 78.4% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 59.9 minutes every day representing 38.9% of all time spent daily with Ad-Supported Audio.

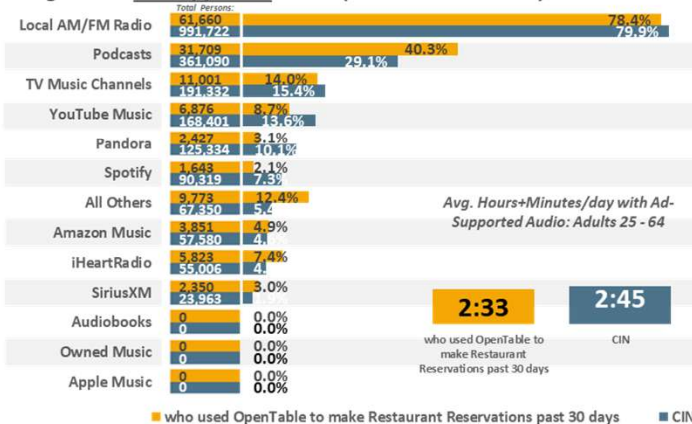
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



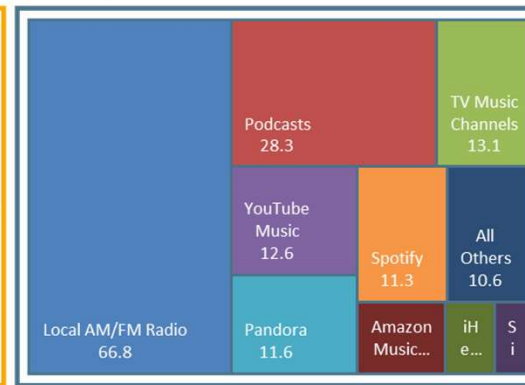
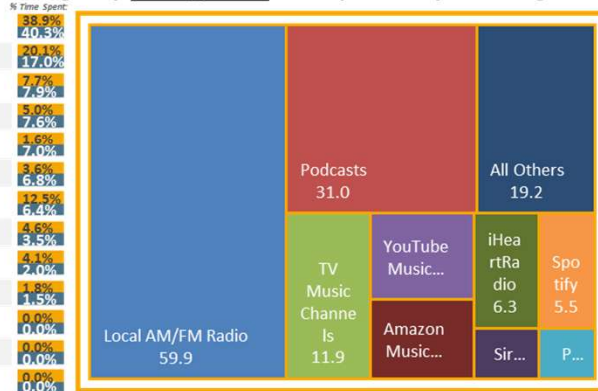
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



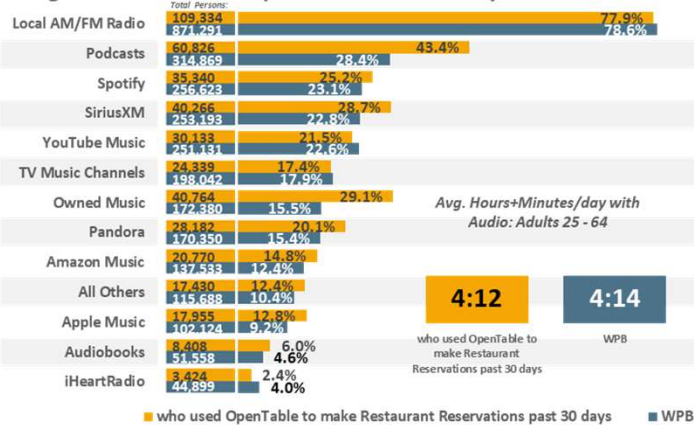
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



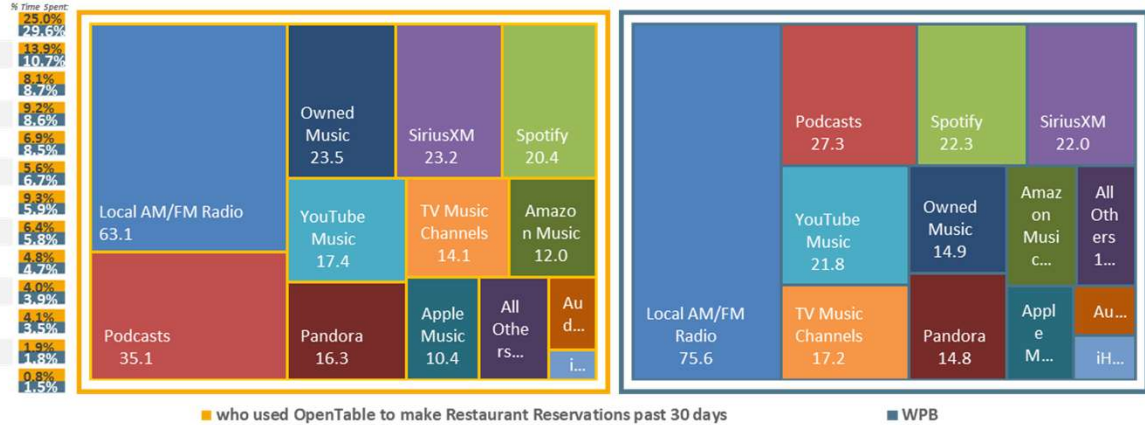


101,966 or 72.7% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 55.6 minutes every day representing 32.9% of all time spent daily with Ad-Supported Audio.

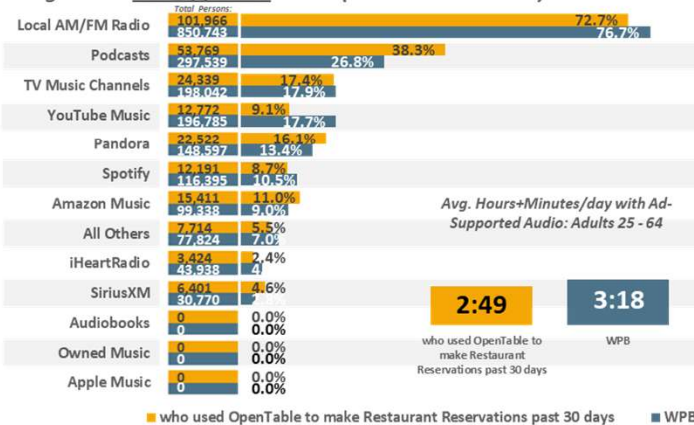
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



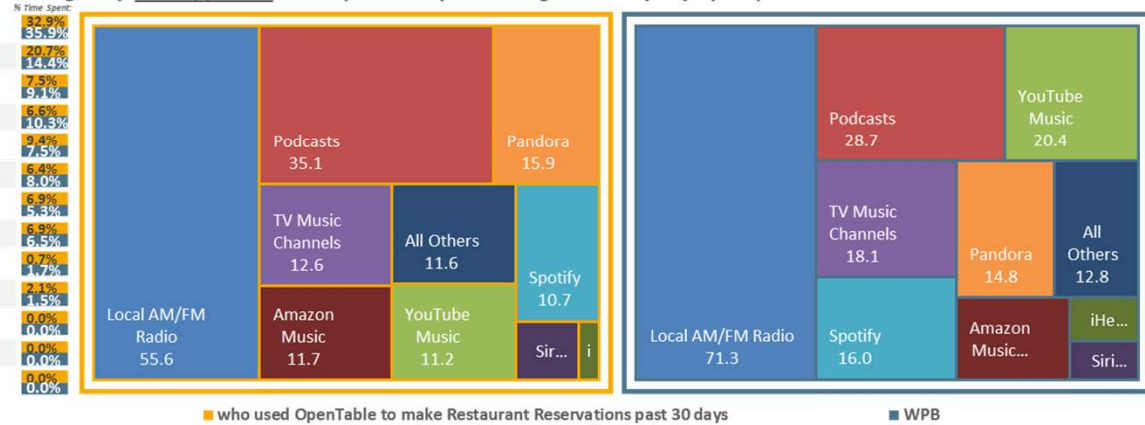
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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

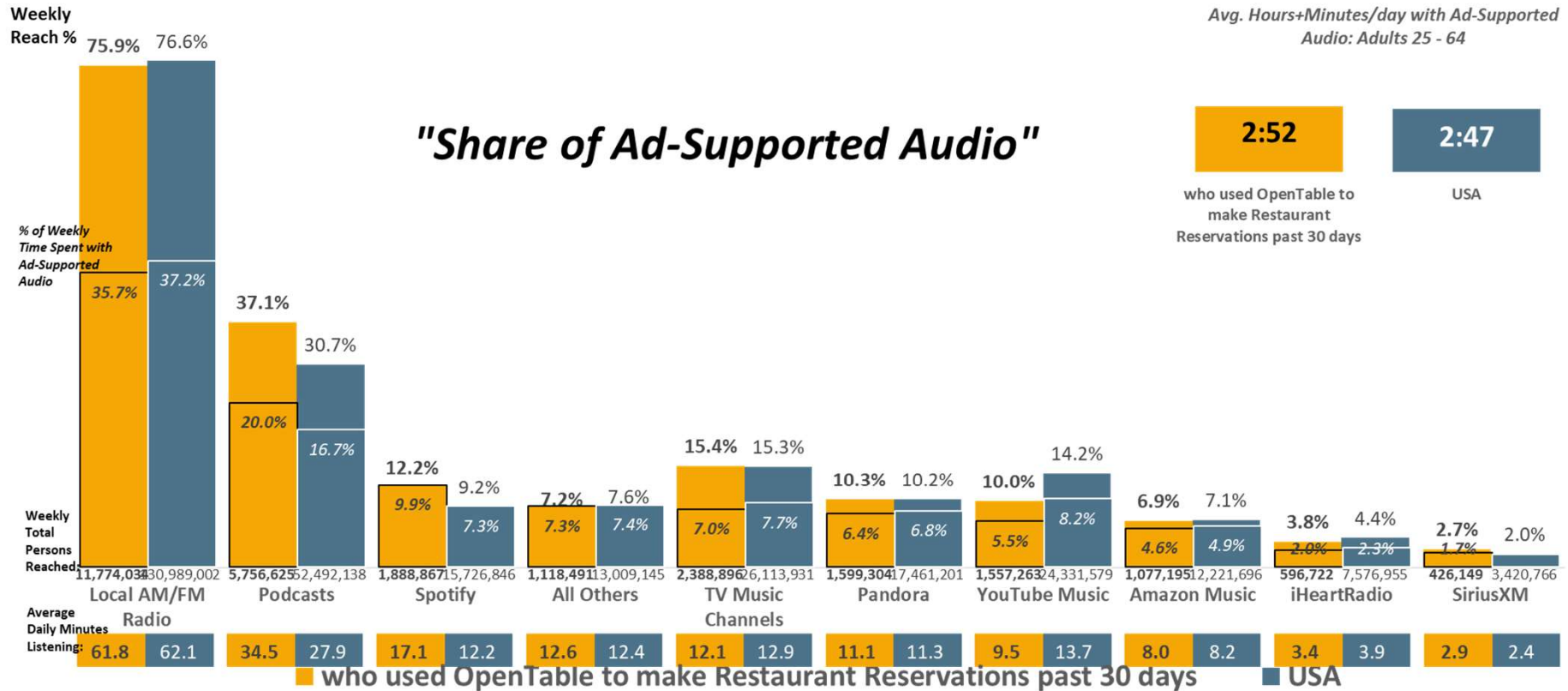


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



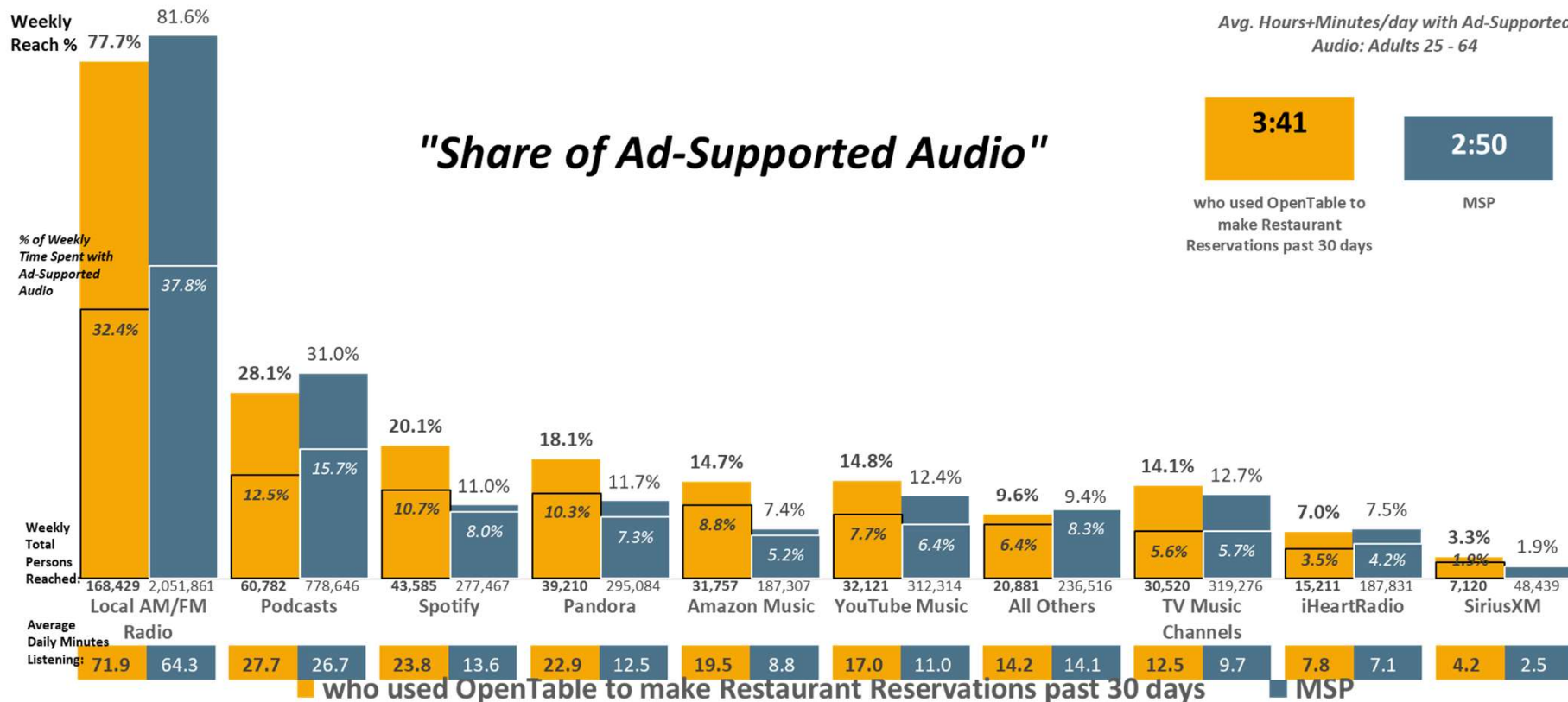


11,774,034 or 75.9% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 61.8 minutes every day representing 35.7% of all time spent daily with Ad-Supported Audio.



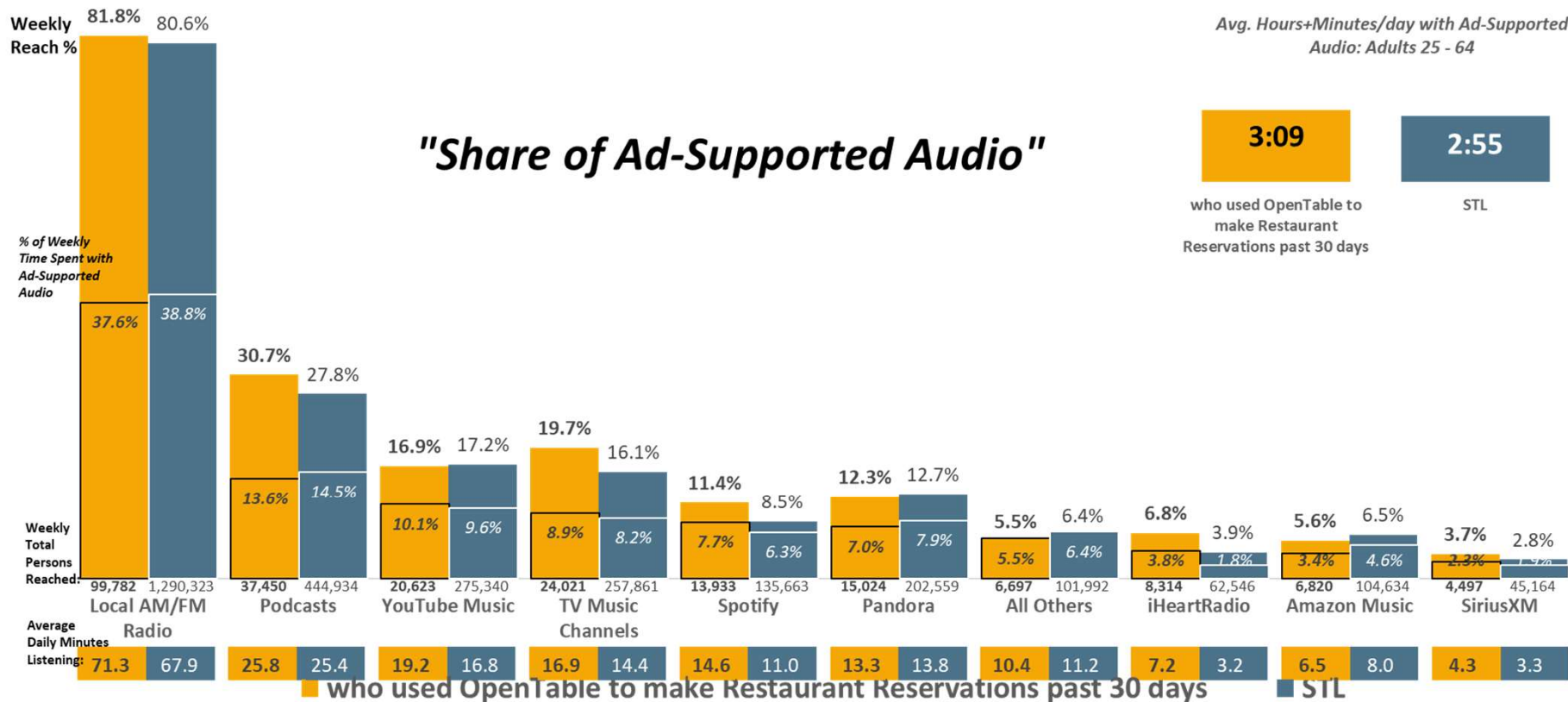


168,429 or 77.7% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 71.9 minutes every day representing 32.4% of all time spent daily with Ad-Supported Audio.



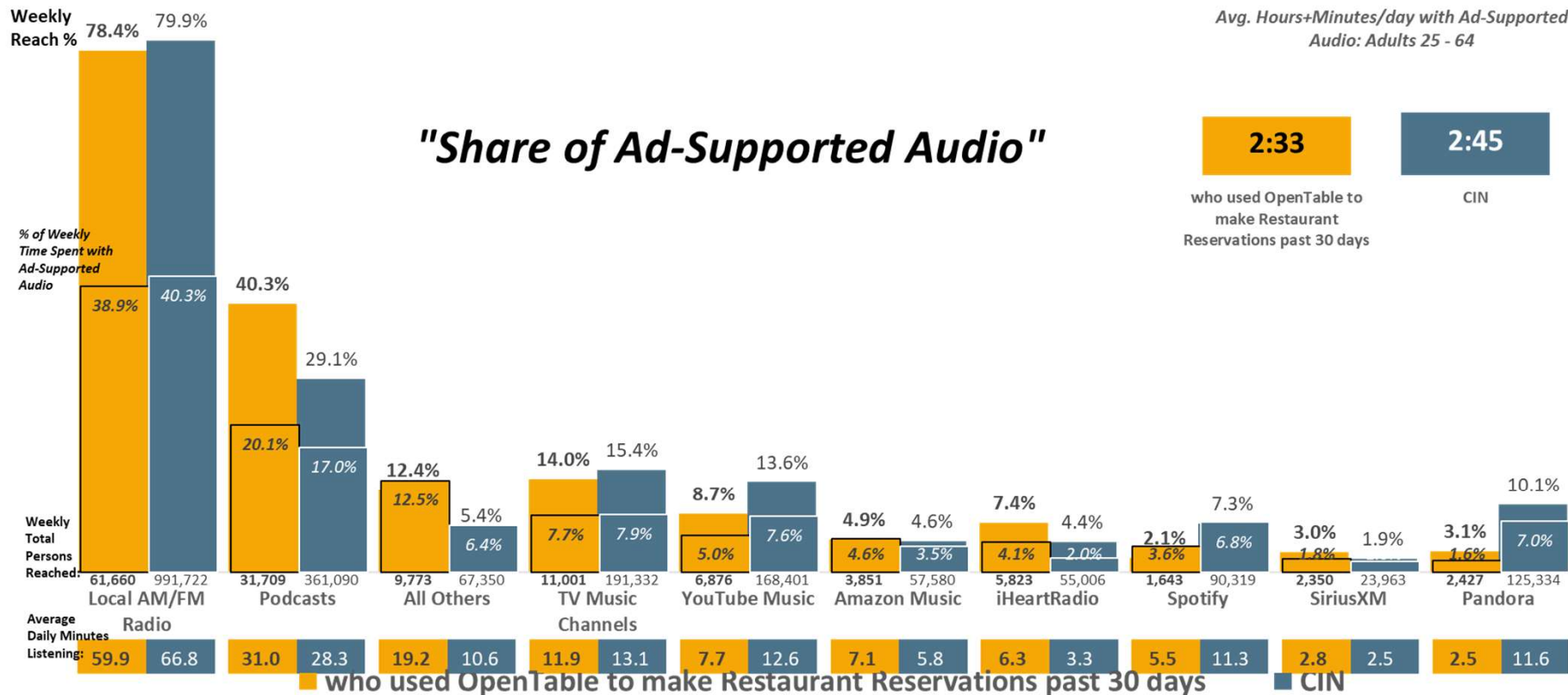


99,782 or 81.8% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 71.3 minutes every day representing 37.6% of all time spent daily with Ad-Supported Audio.



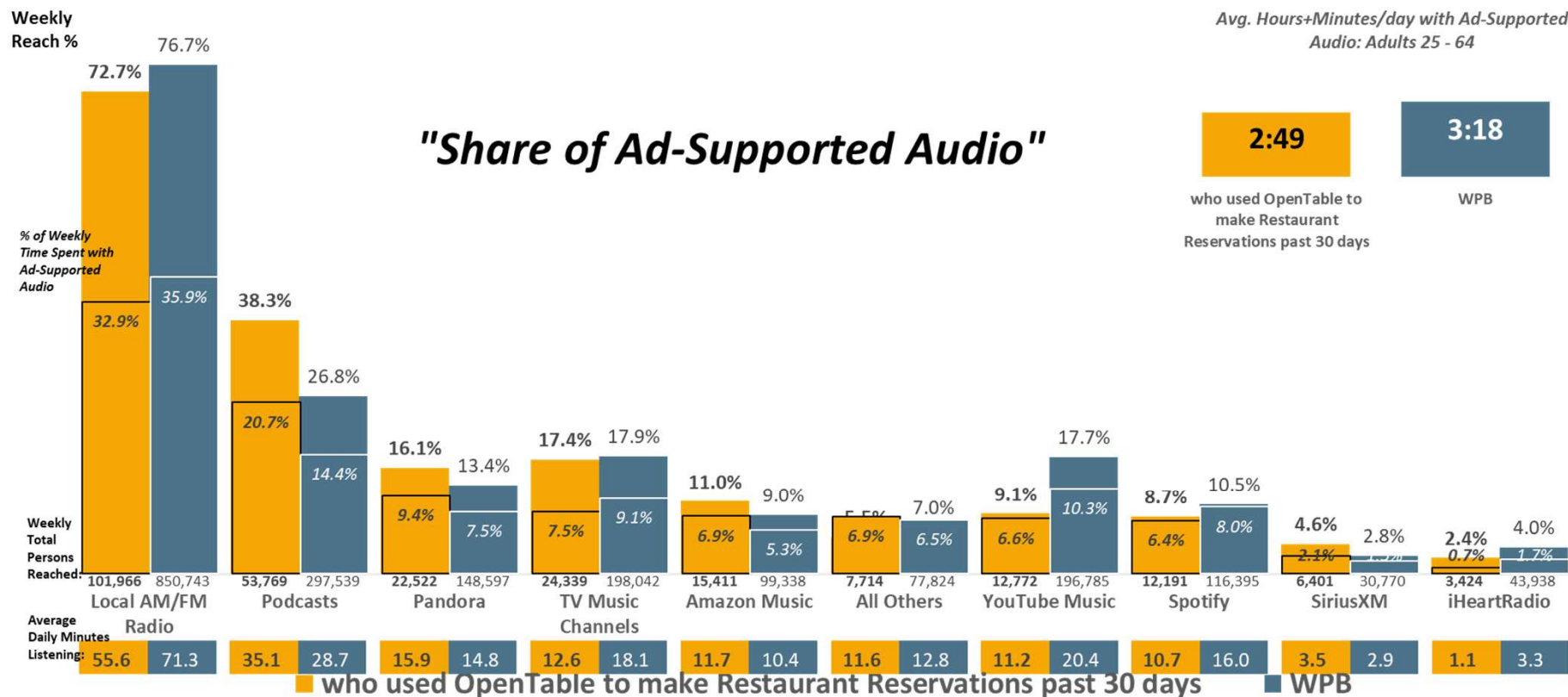


61,660 or 78.4% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 59.9 minutes every day representing 38.9% of all time spent daily with Ad-Supported Audio.





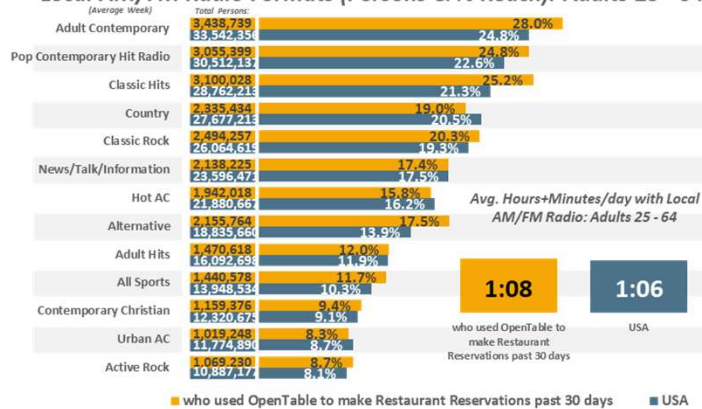
101,966 or 72.7% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 55.6 minutes every day representing 32.9% of all time spent daily with Ad-Supported Audio.





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

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



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



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



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



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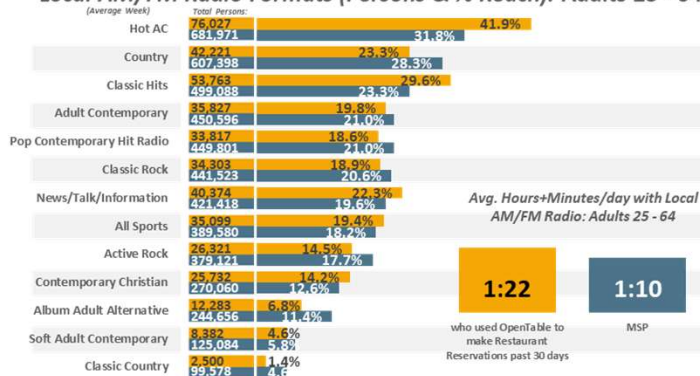
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]

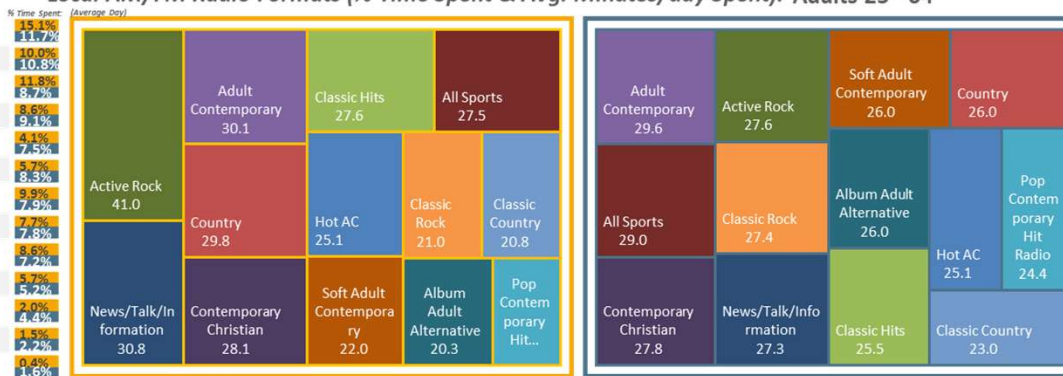


168,429 or 77.7% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Classic Hits, Country, Adult Contemporary, and All Sports.

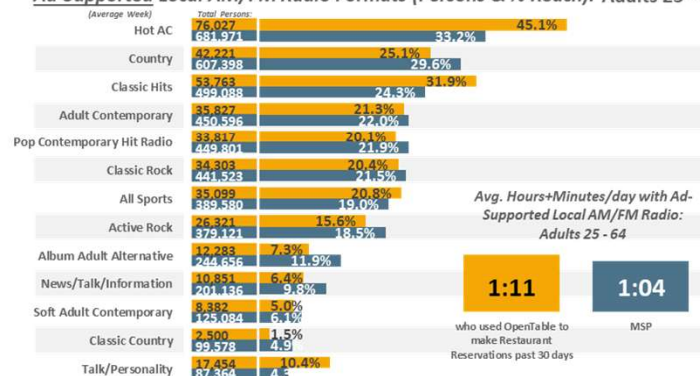
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



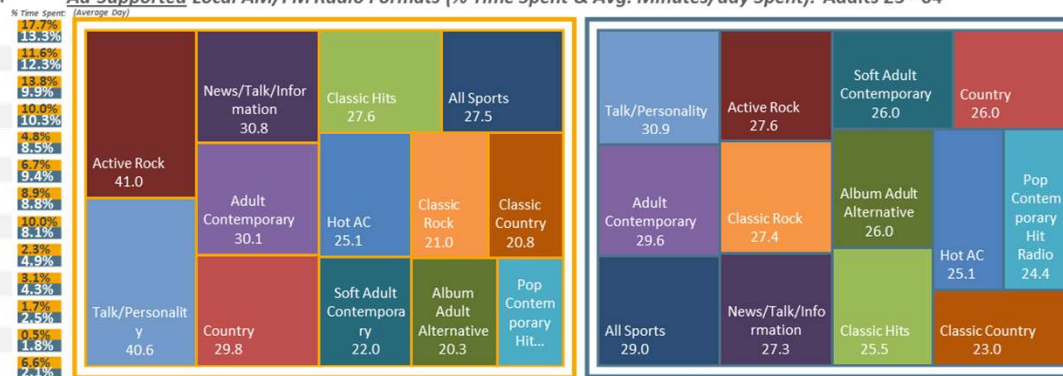
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 152
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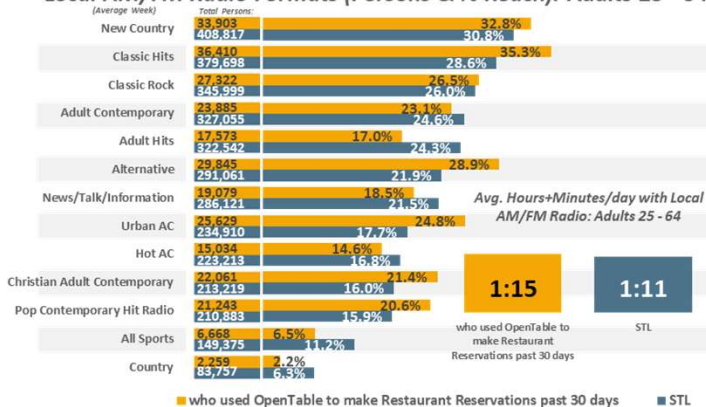
soefa.ai Share of Everything for Anything

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

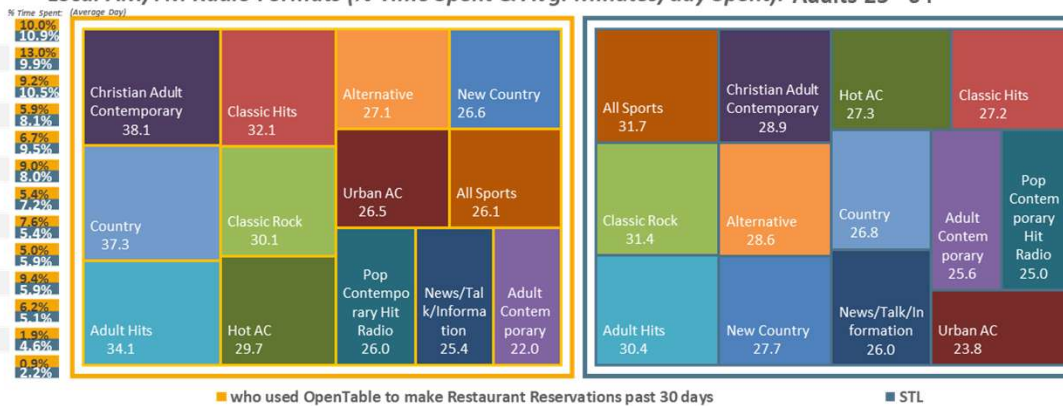


99,782 or 81.8% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, New Country, Alternative, Classic Rock, and Urban AC.

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



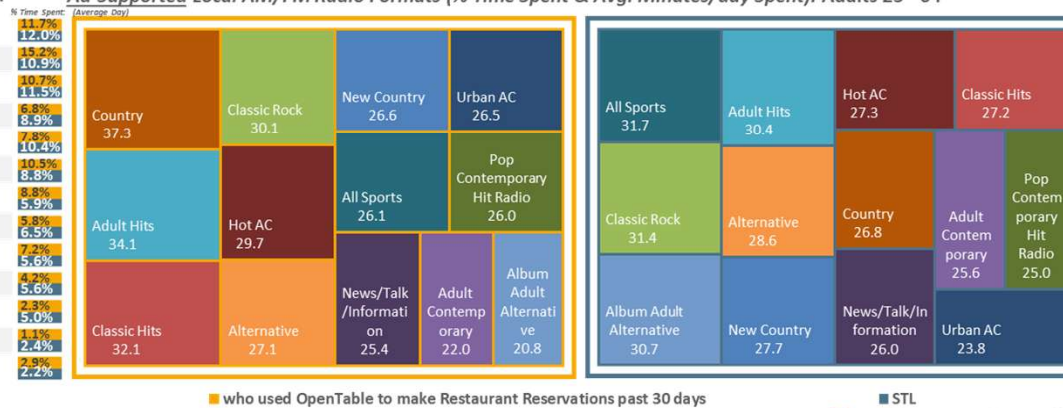
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 176
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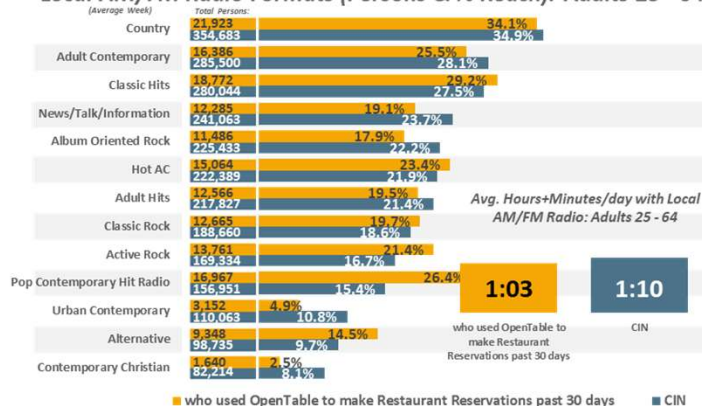
soefa.ai Share of Everything for Anything

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

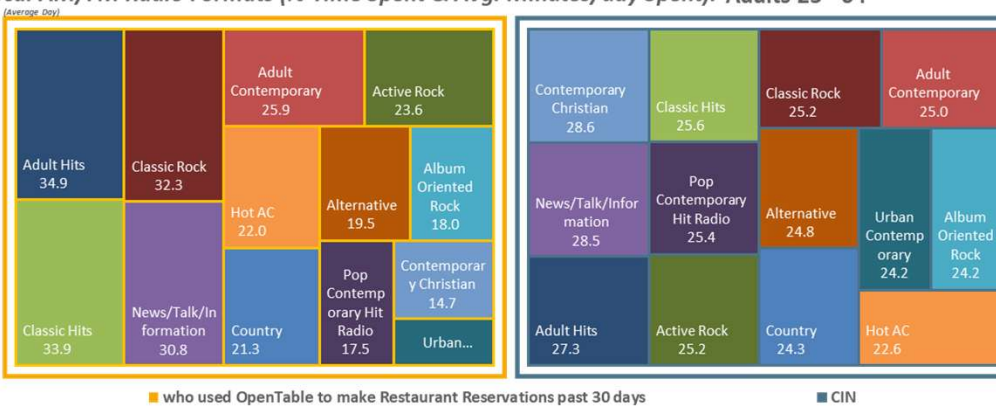


61,660 or 78.4% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Hits, Pop Contemporary Hit Radio, Adult Contemporary, and Hot AC.

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



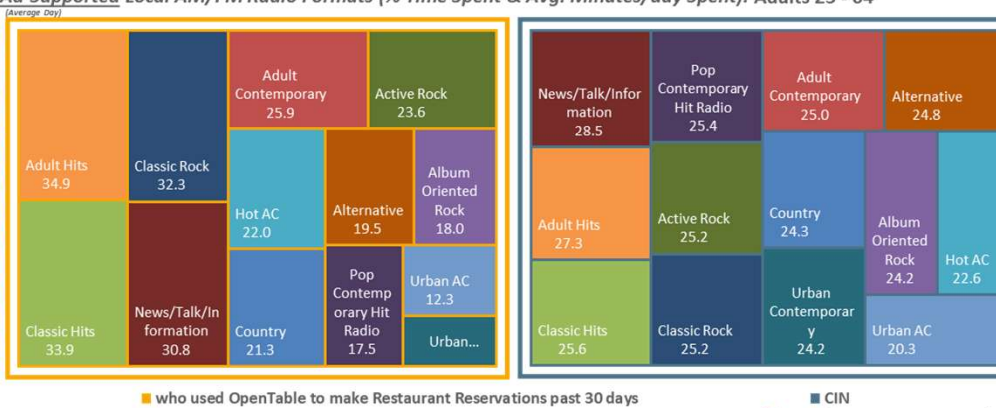
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



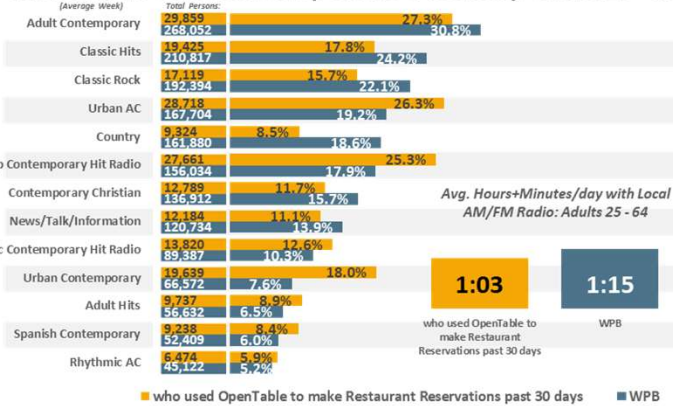
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



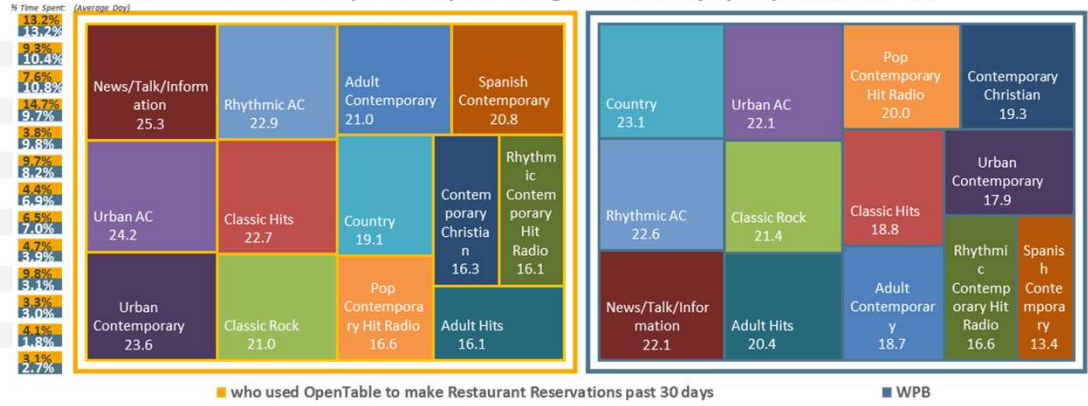


101,966 or 72.7% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Urban AC, Pop Contemporary Hit Radio, Urban Contemporary, and Classic Hi

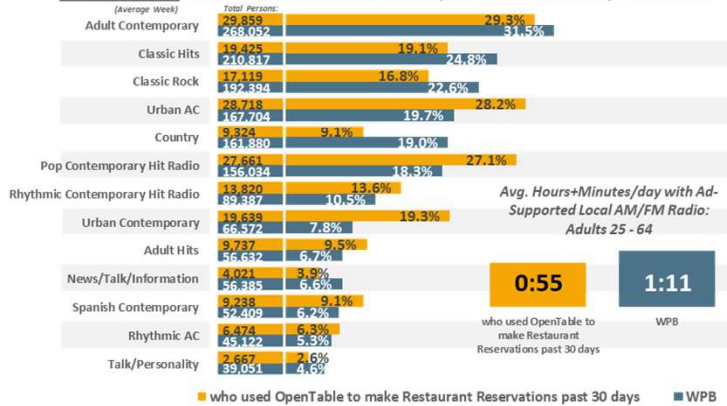
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



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



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



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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 235
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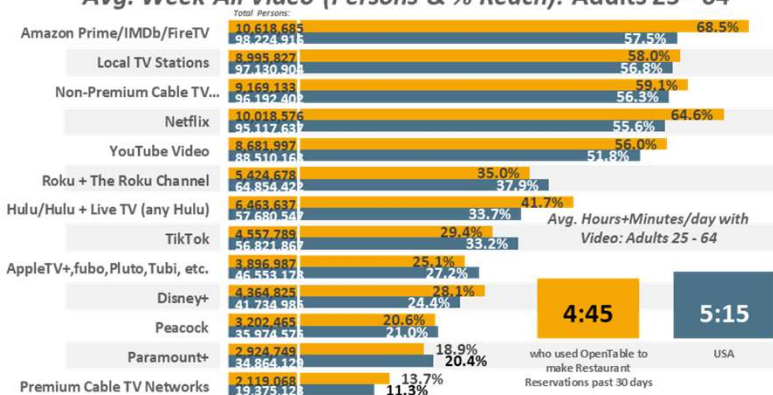
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]

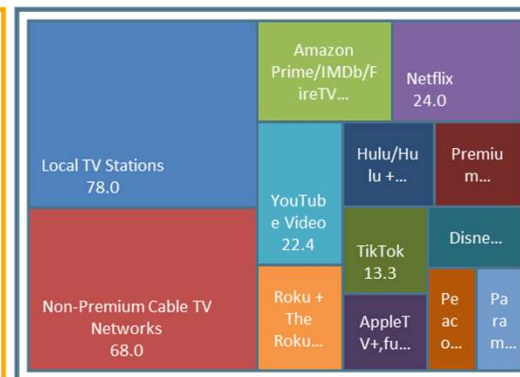
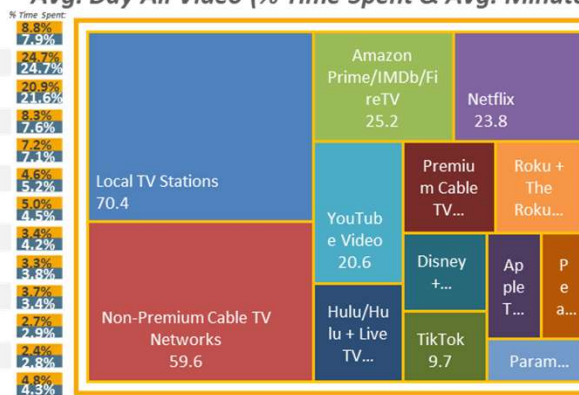


8,919,023 or 57.5% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days watch Ad-Supported Local TV Stations for an average of 66.8 minutes every day representing 29.3% of all time spent daily with Ad-Supported Video.

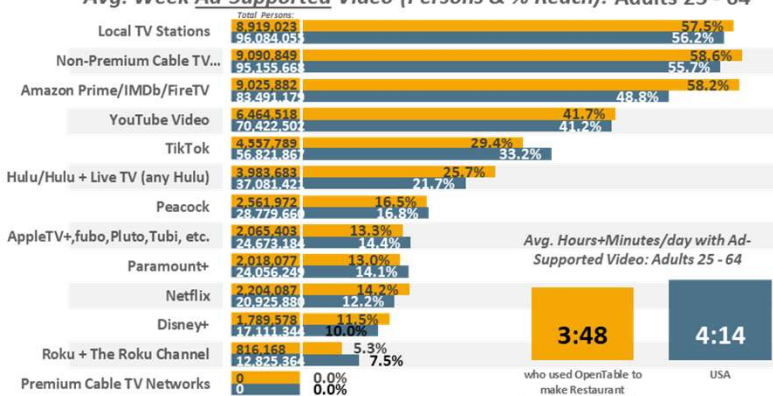
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



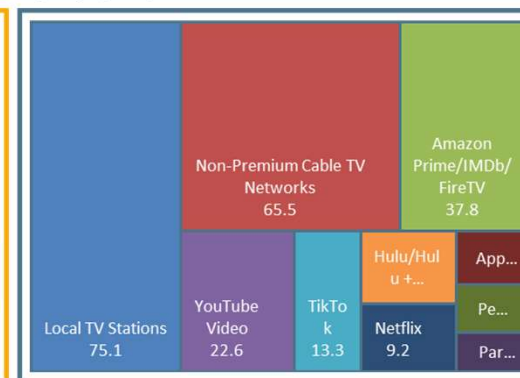
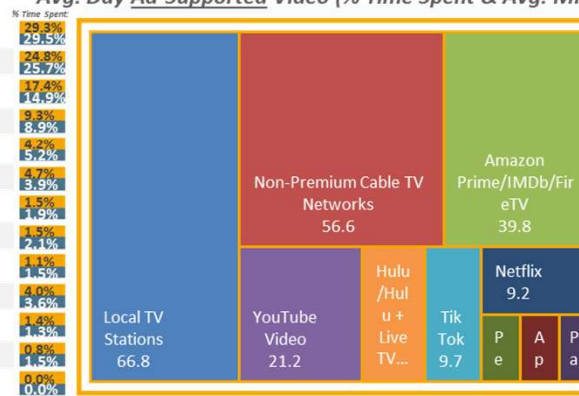
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



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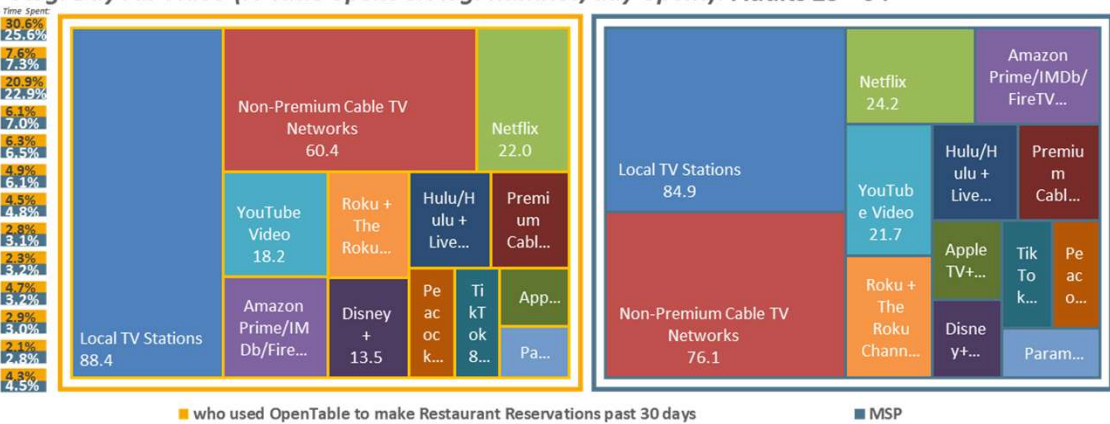
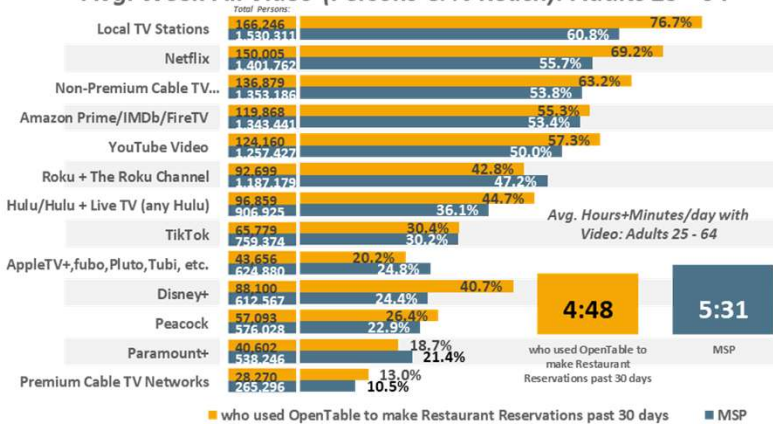
[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]



164,535 or 75.9% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days watch Ad-Supported Local TV Stations for an average of 83.3 minutes every day representing 36.6% of all time spent daily with Ad-Supported Video.

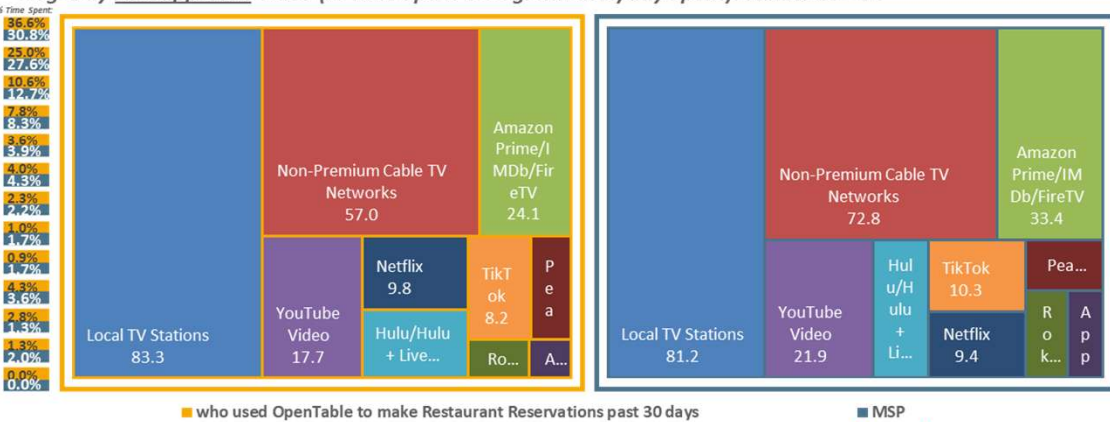
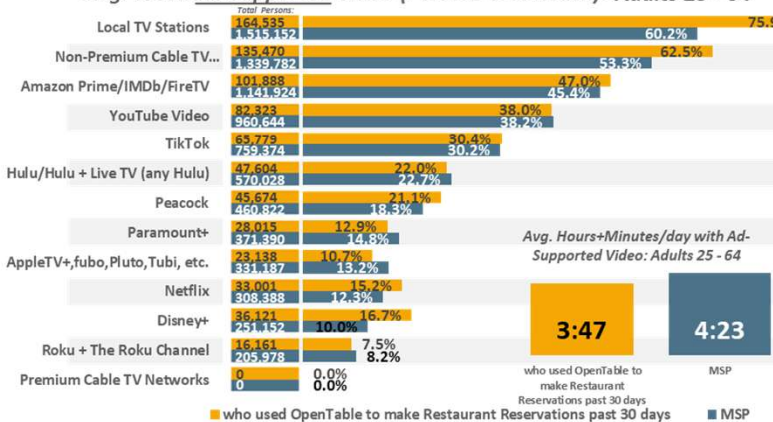
Avg. Week All Video (Persons & % Reach): Adults 25 - 64

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



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

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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 152
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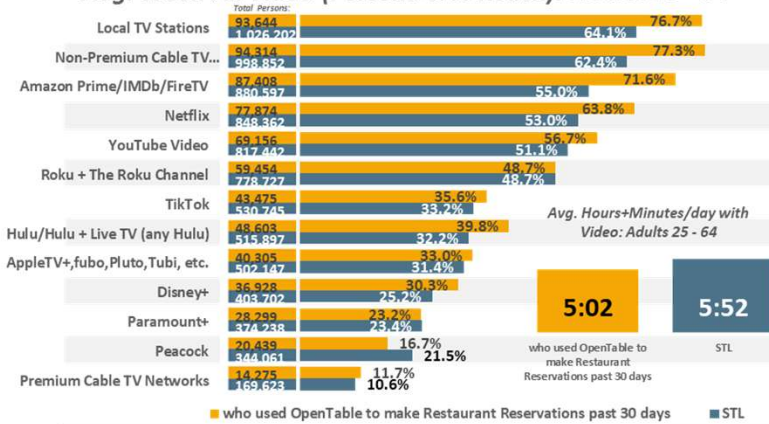
soefa.ai Share of Everything for Anything

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

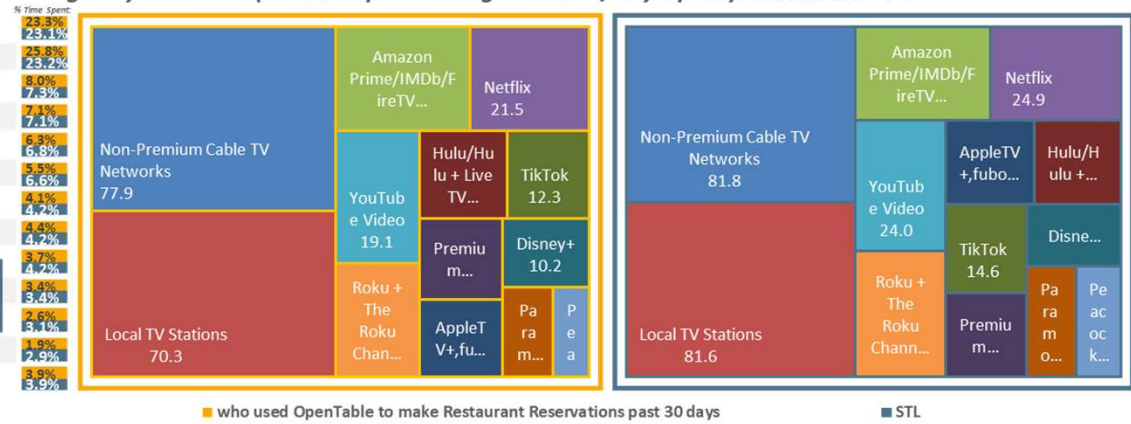


92,693 or 75.9% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days watch Ad-Supported Local TV Stations for an average of 67.5 minutes every day representing 27.6% of all time spent daily with Ad-Supported Video.

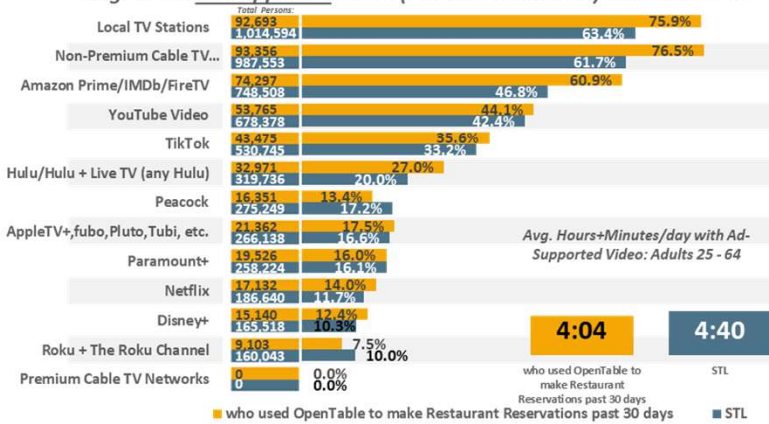
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



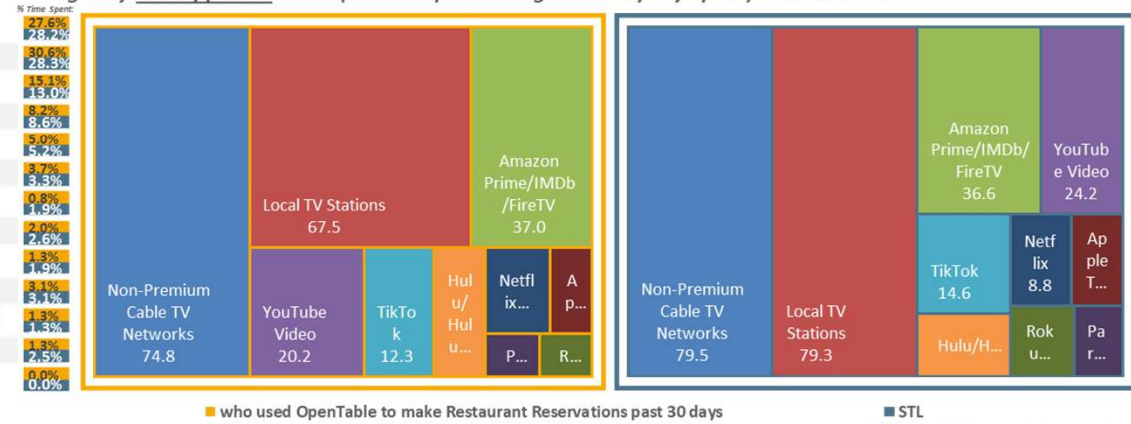
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



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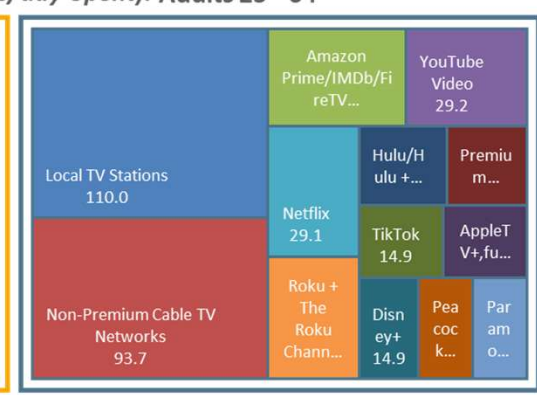
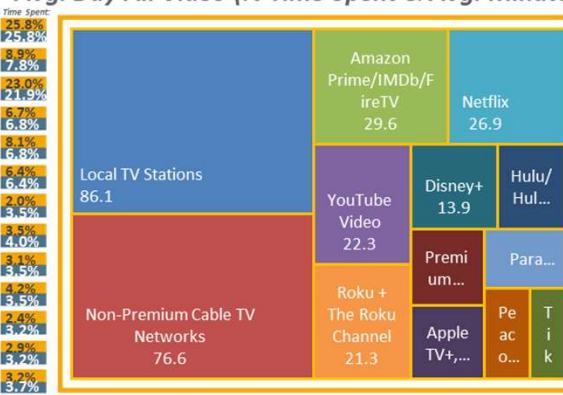
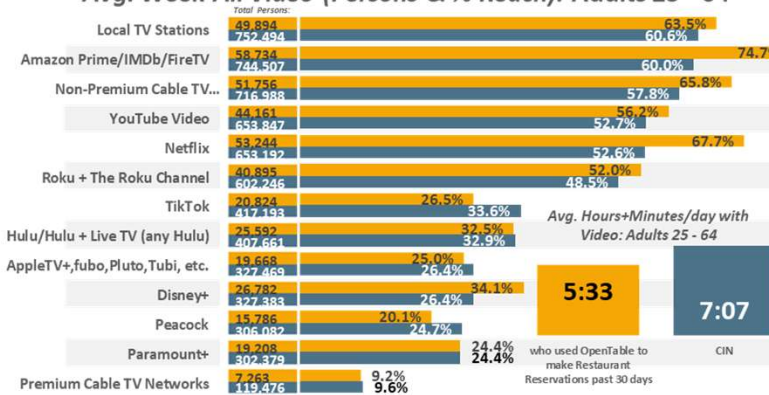
[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]



49,610 or 63.1% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days watch Ad-Supported Local TV Stations for an average of 83.5 minutes every day representing 31.4% of all time spent daily with Ad-Supported Video.

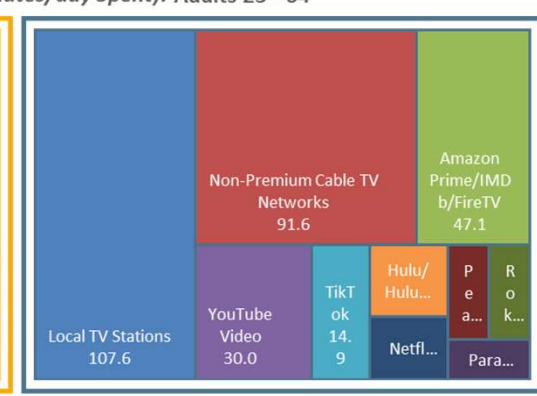
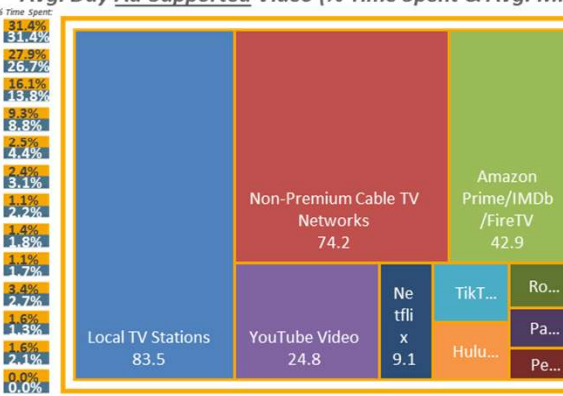
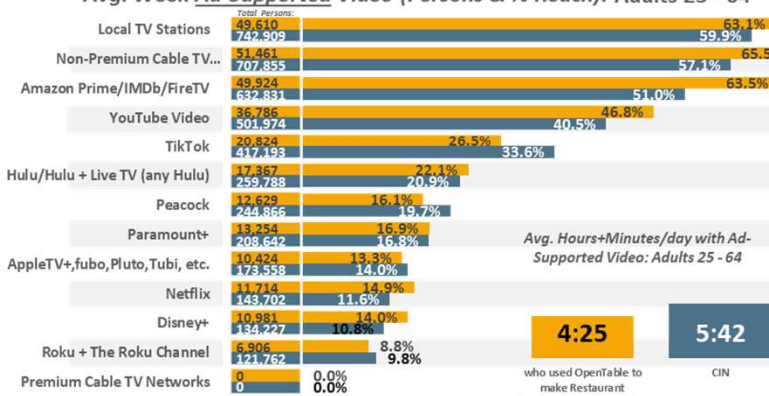
Avg. Week All Video (Persons & % Reach): Adults 25 - 64

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



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

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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 143
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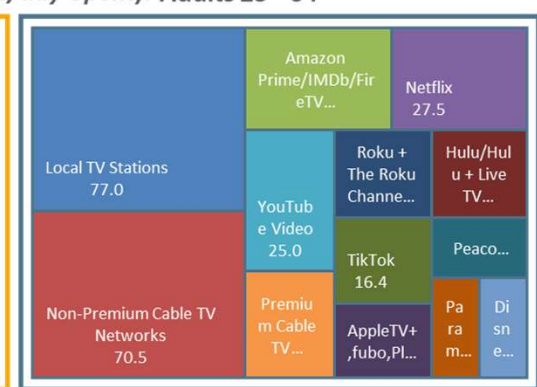
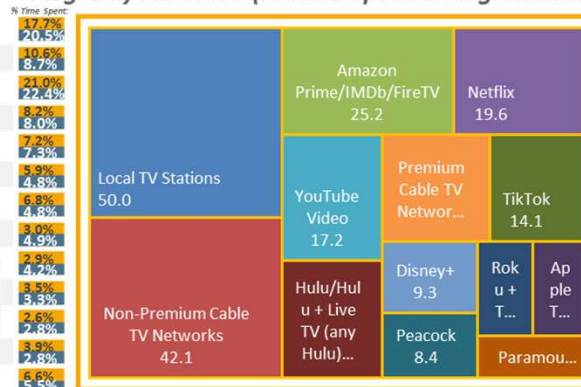
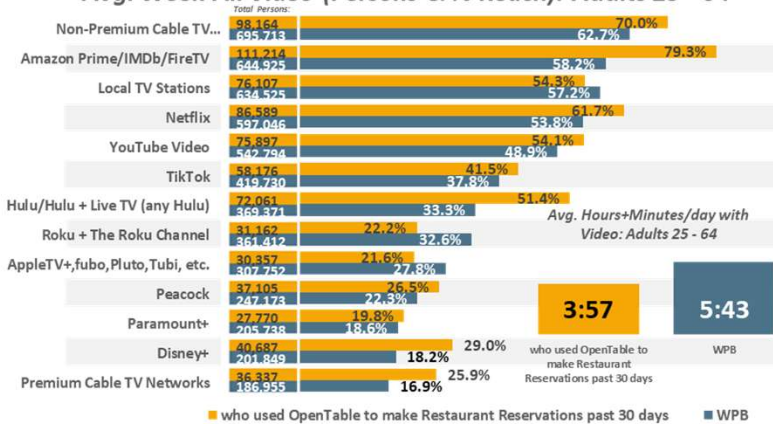
[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]



75,749 or 54.% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days watch Ad-Supported Local TV Stations for an average of 46. minutes every day representing 23.7% of all time spent daily with Ad-Supported Video.

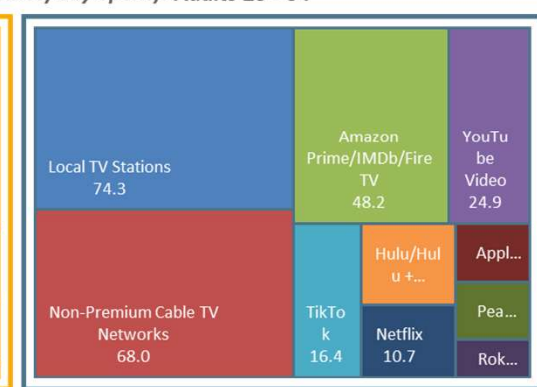
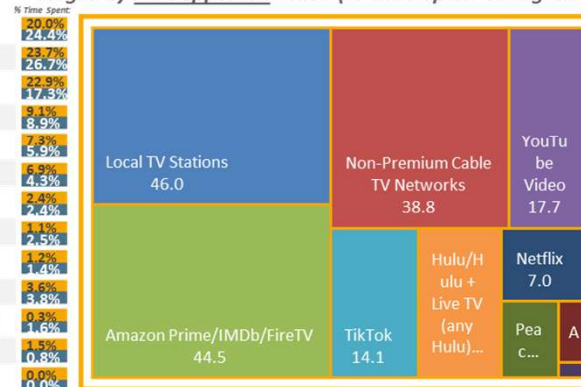
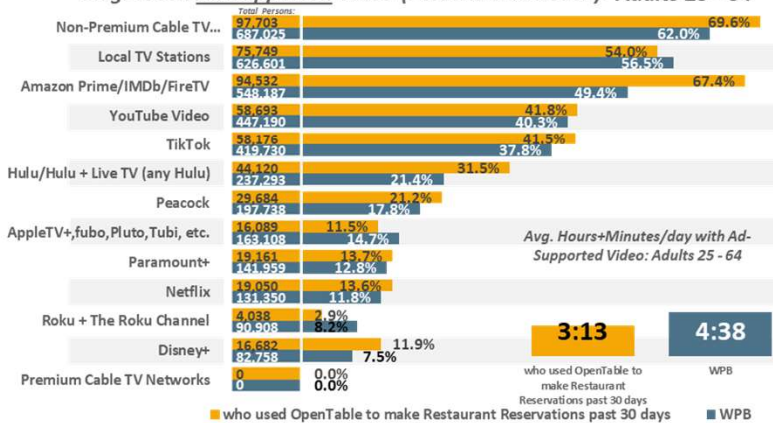
Avg. Week All Video (Persons & % Reach): Adults 25 - 64

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



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

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



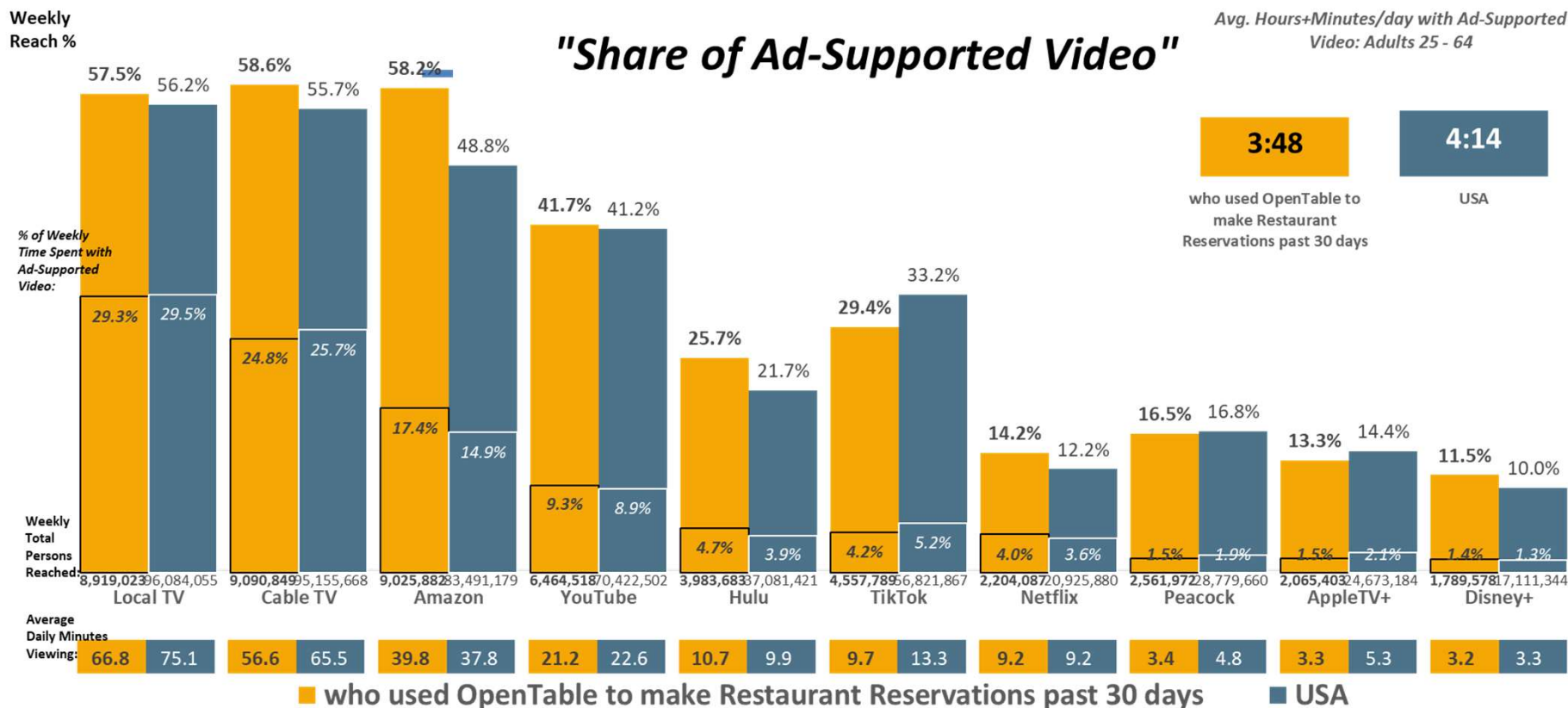
WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 235
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]



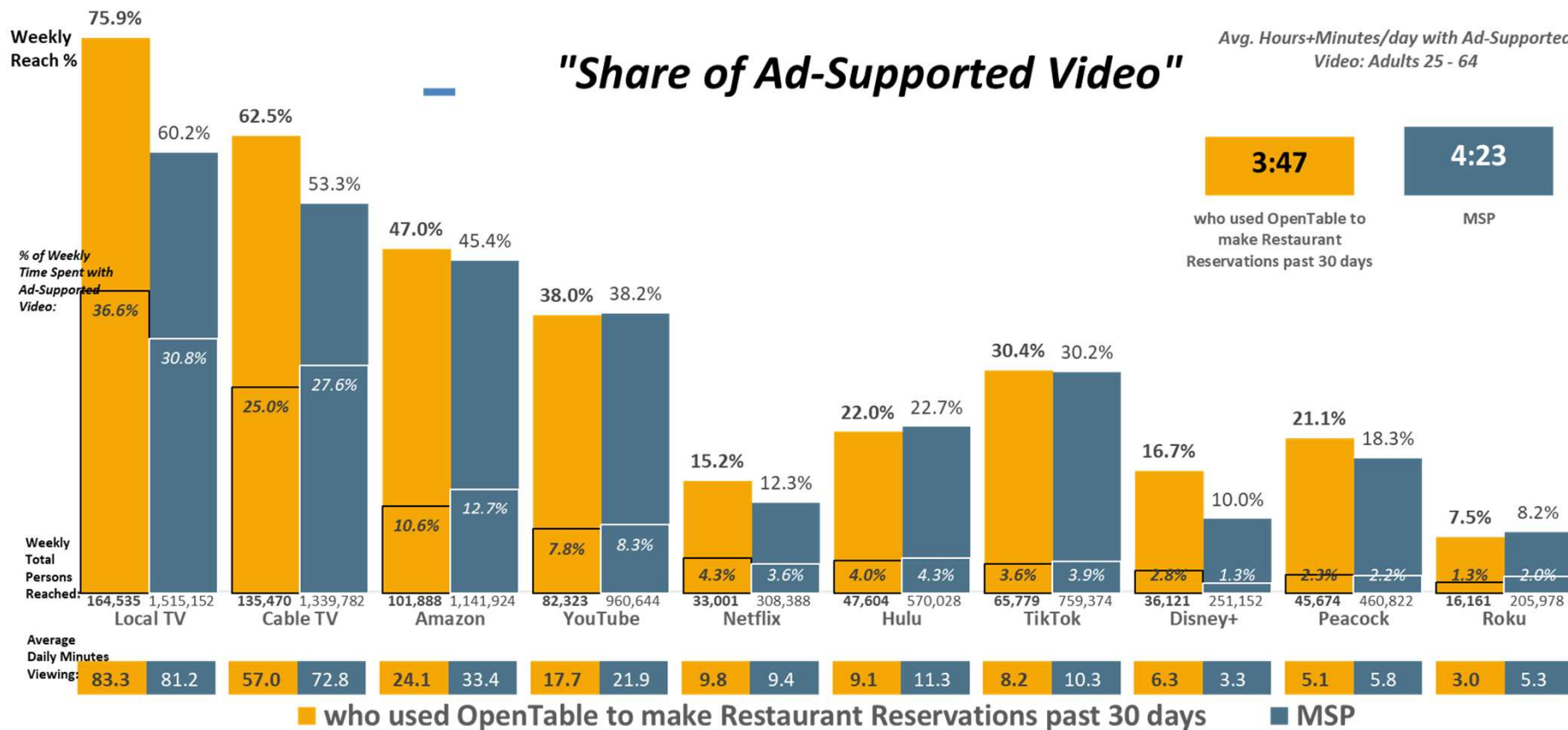
8,919,023 or 57.5% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days watch Ad-Supported Local TV Stations for an average of 66.8 minutes every day representing 29.3% of all time spent daily with Ad-Supported Video.

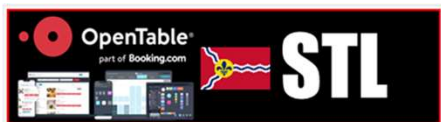




164,535 or 75.9% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days watch Ad-Supported Local TV Stations for an average of 83.3 minutes every day representing 36.6% of all time spent daily with Ad-Supported Video.

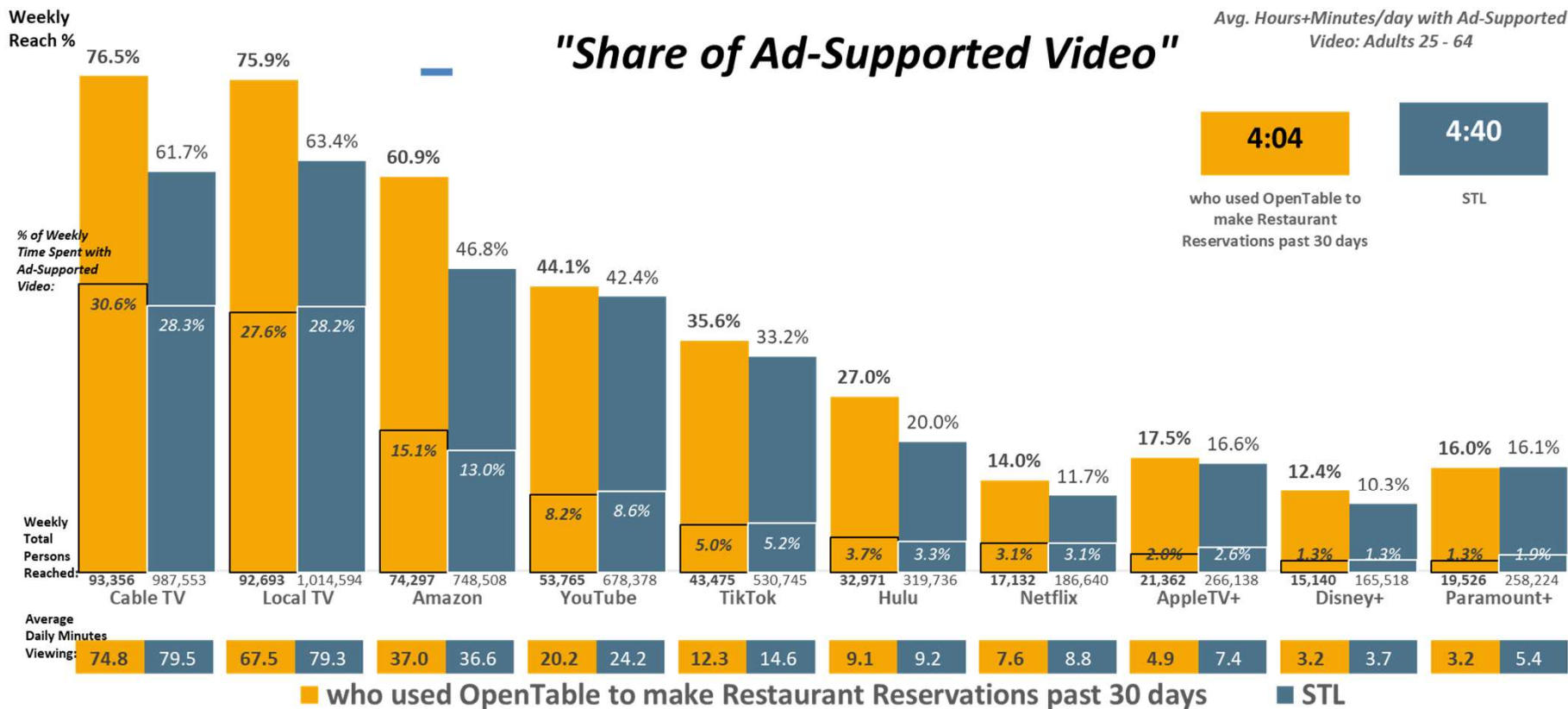
"Share of Ad-Supported Video"





92,693 or 75.9% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days watch Ad-Supported Local TV Stations for an average of 67.5 minutes every day representing 27.6% of all time spent daily with Ad-Supported Video.

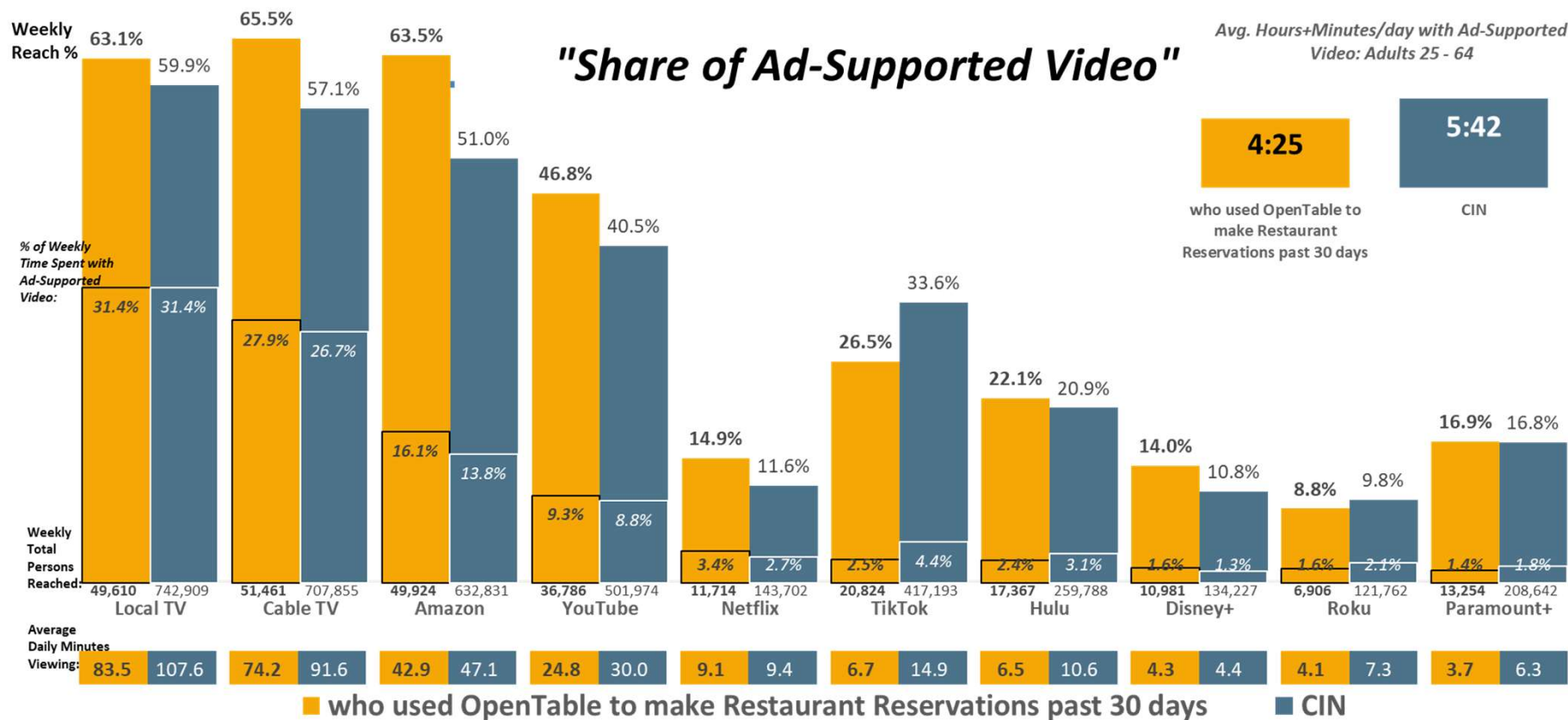
"Share of Ad-Supported Video"





49,610 or 63.1% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days watch Ad-Supported Local TV Stations for an average of 83.5 minutes every day representing 31.4% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



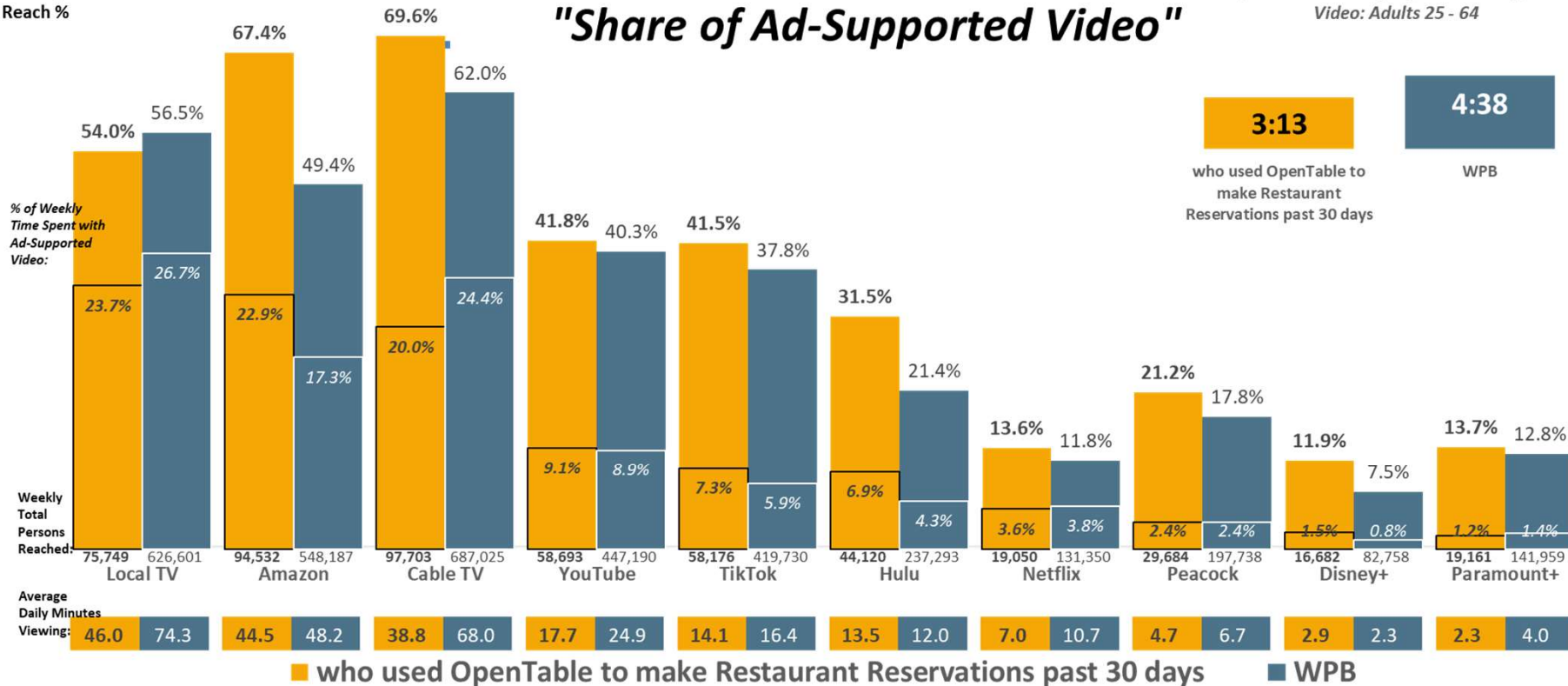


75,749 or 54.4% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days watch Ad-Supported Local TV Stations for an average of 46. minutes every day representing 23.7% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

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



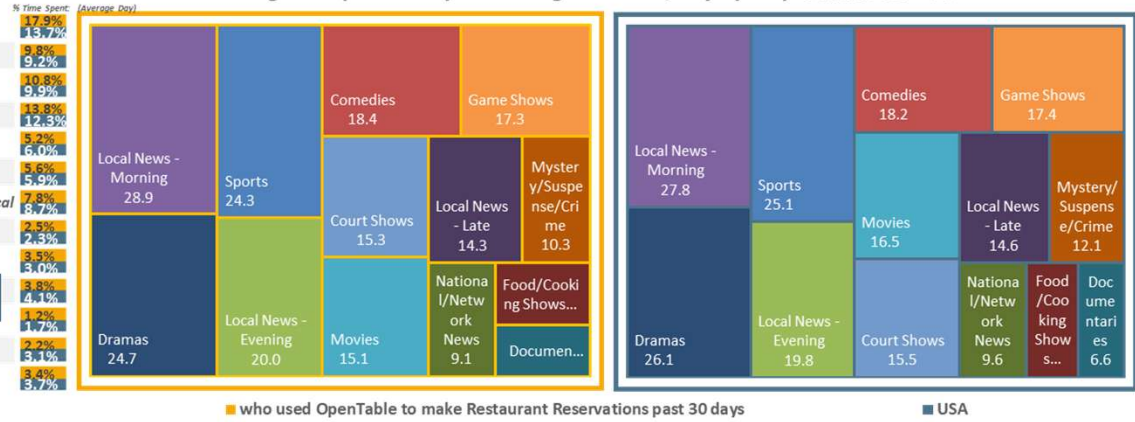


8,919,023 or 57.5% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, National/Network News, and Movies

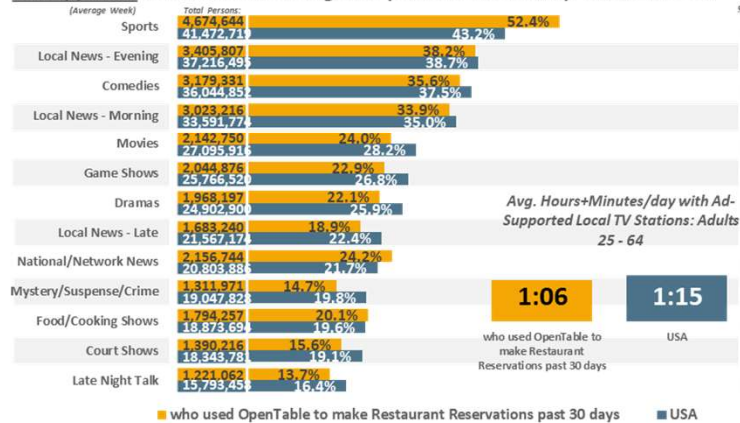
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



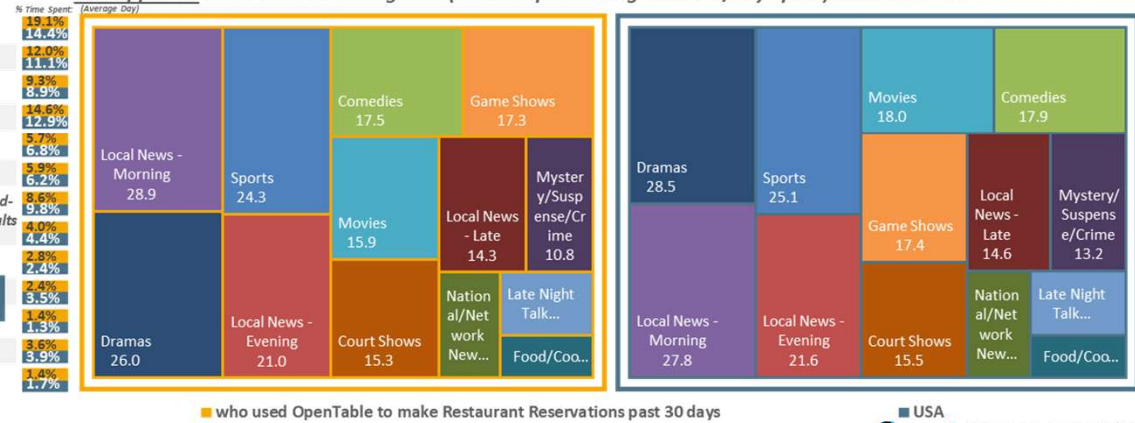
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



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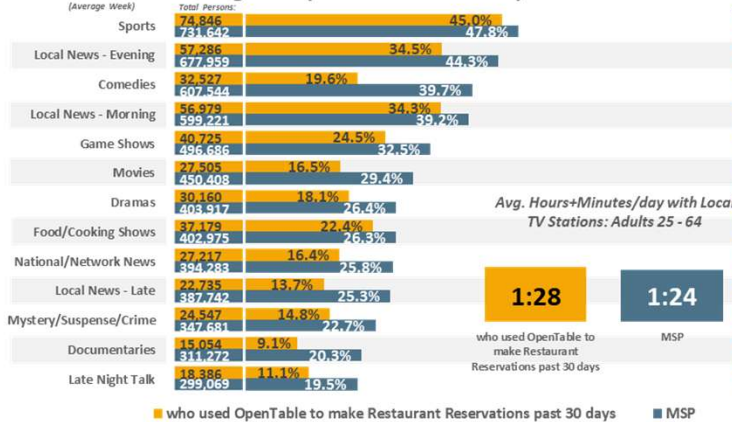
soefa.ai Share of Everything for Anything

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

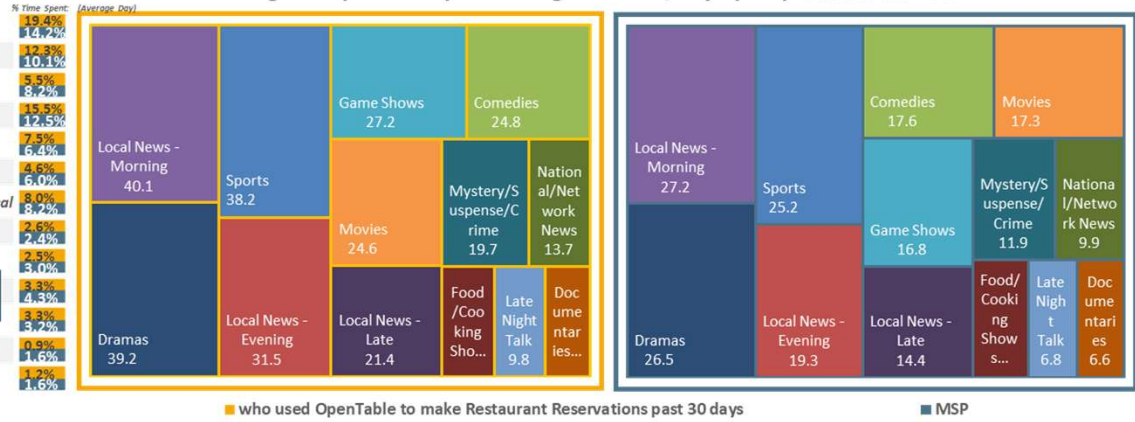


164,535 or 75.9% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Game Shows, Comedies, and Dramas.

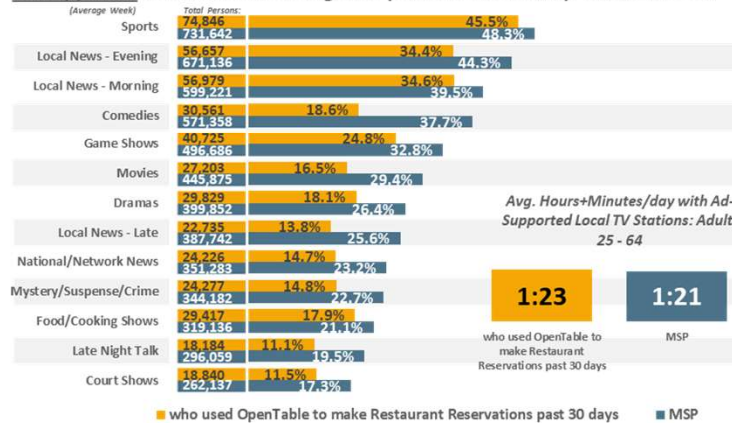
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



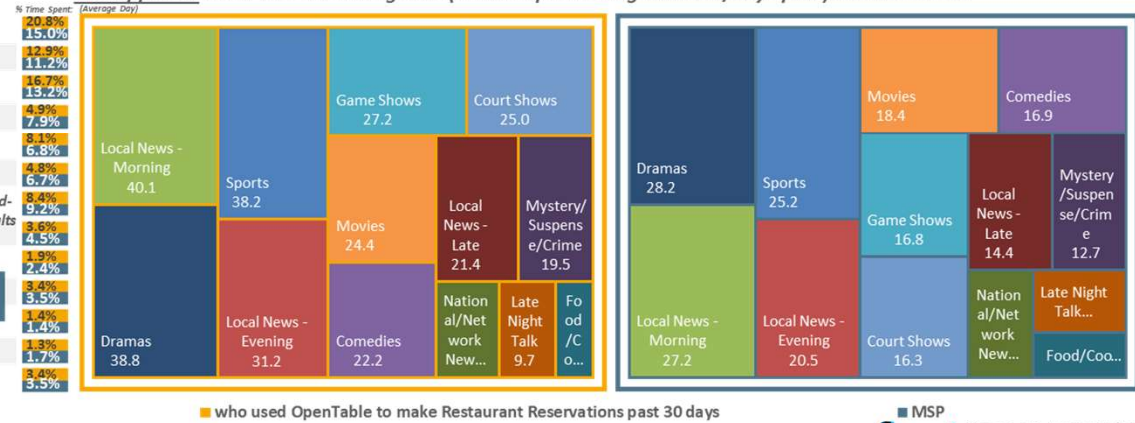
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



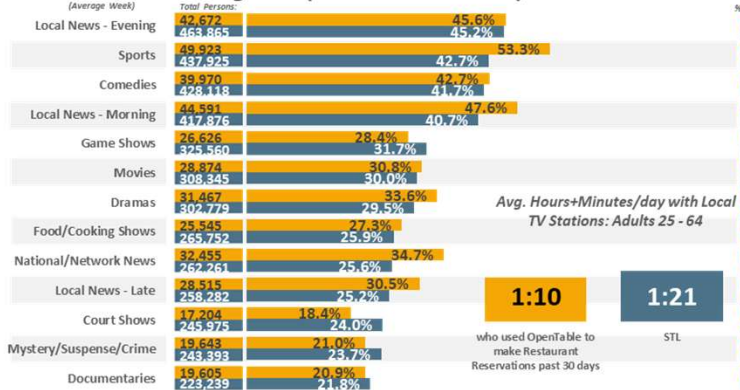
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



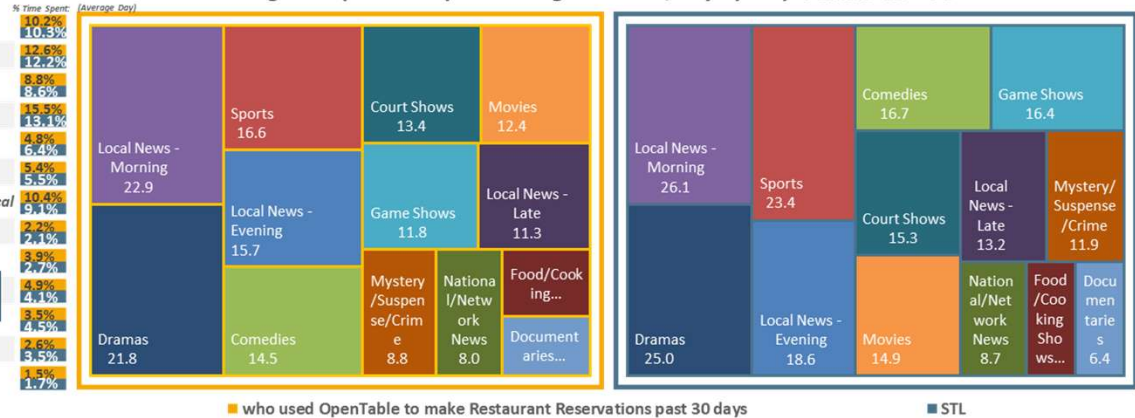


92,693 or 75.9% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Comedies, Dramas, and National/Network News.

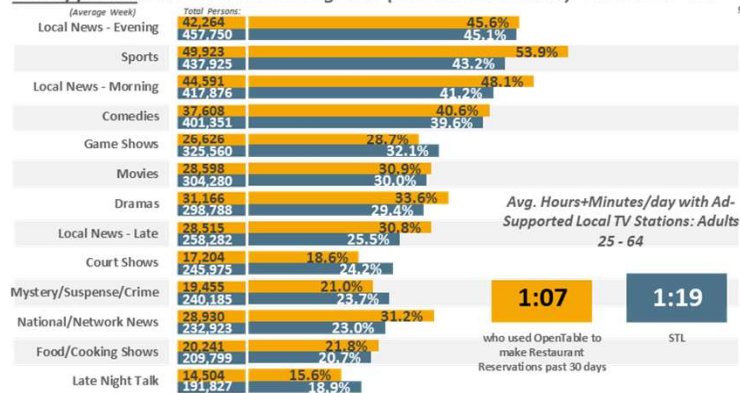
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



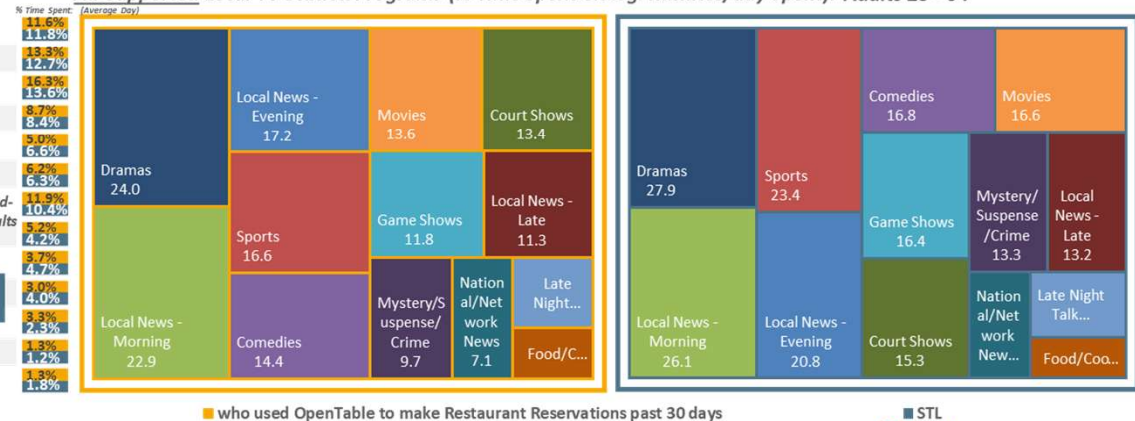
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 176
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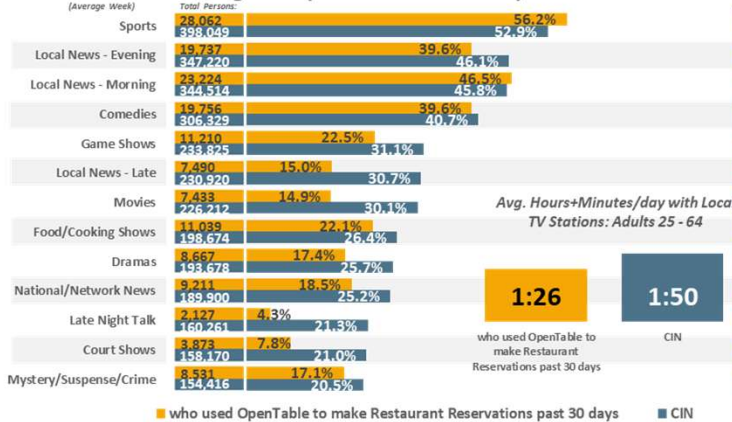
soefa.ai STL Share of Everything for Anything

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

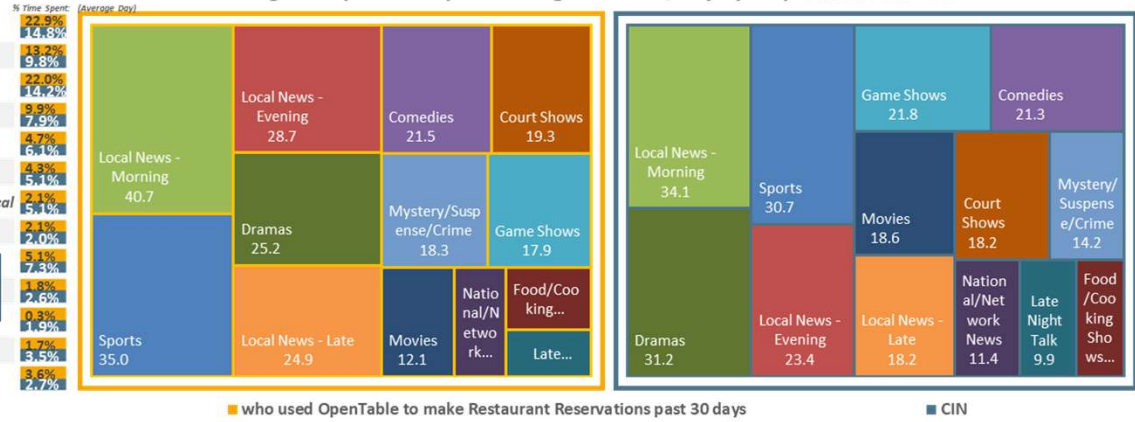


49,610 or 63.1% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Comedies, Game Shows, and Food/Cooking Shows

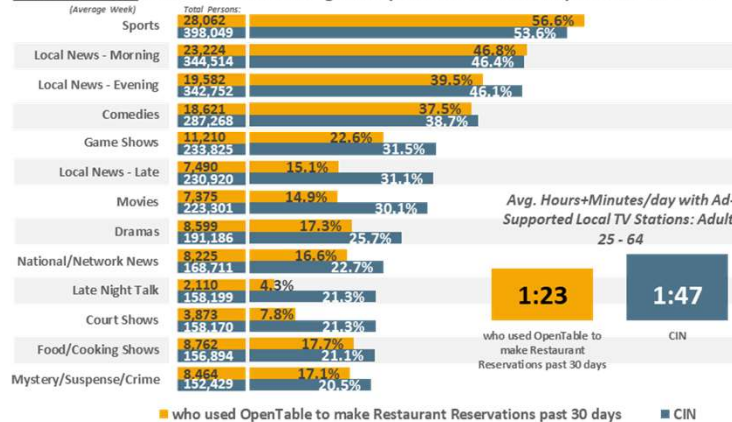
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



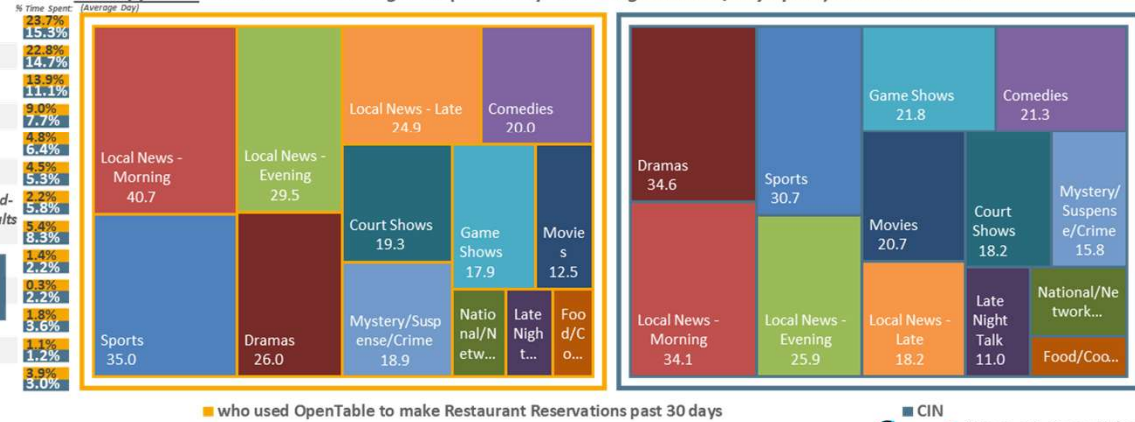
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



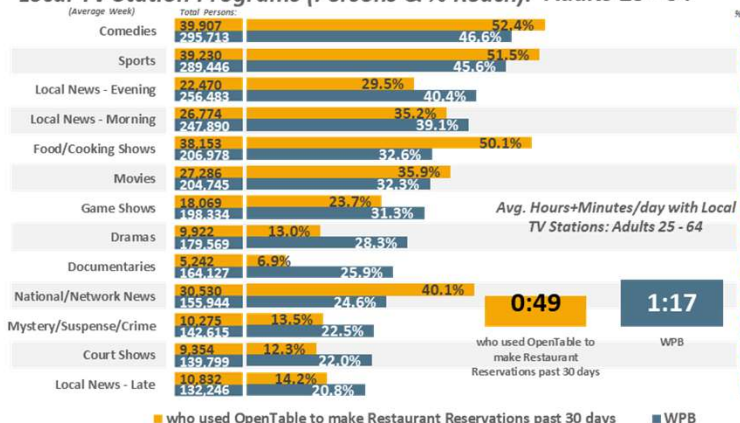
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



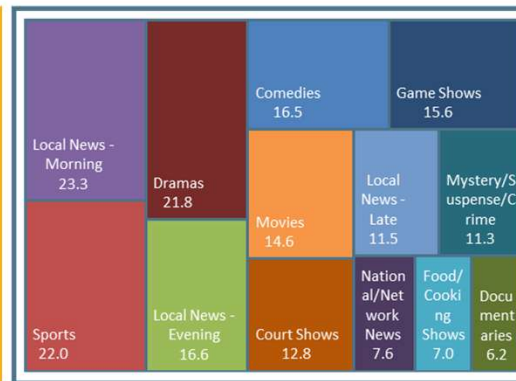
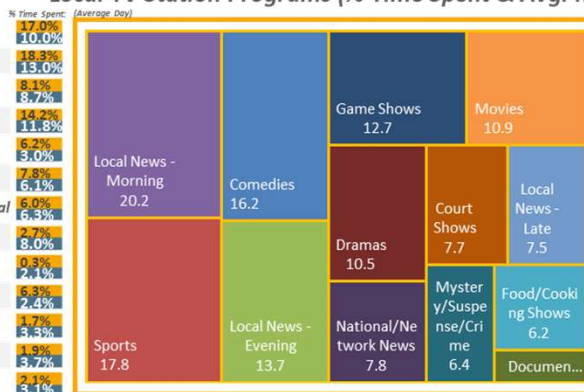


75,749 or 54.% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Food/Cooking Shows, National/Network News, Movies, and Local News - Morning.

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



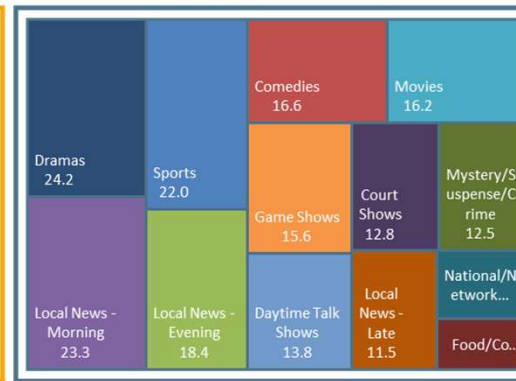
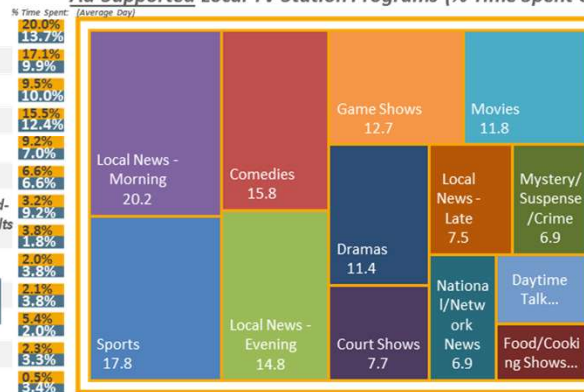
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 235
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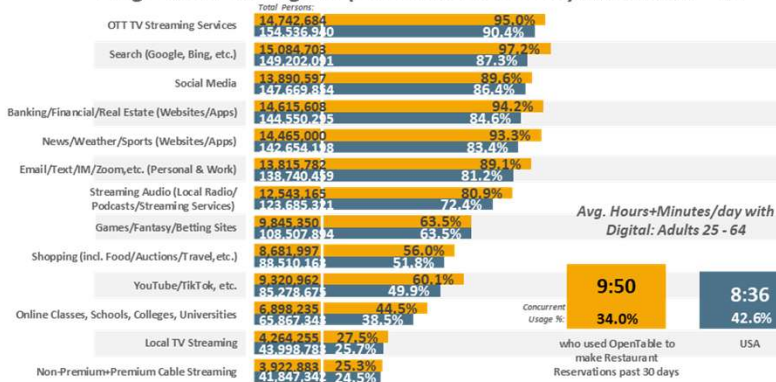
soefa.ai WPB Share of Everything for Anything

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



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

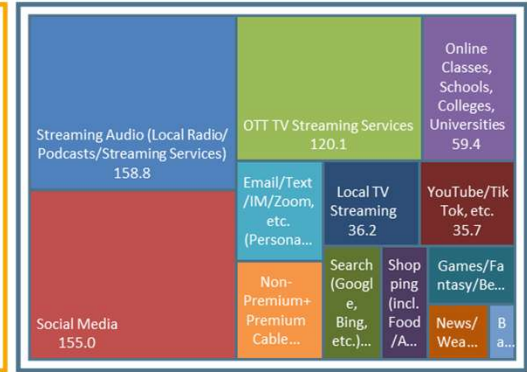
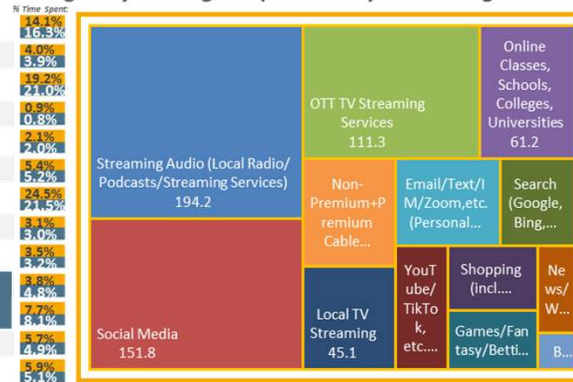
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



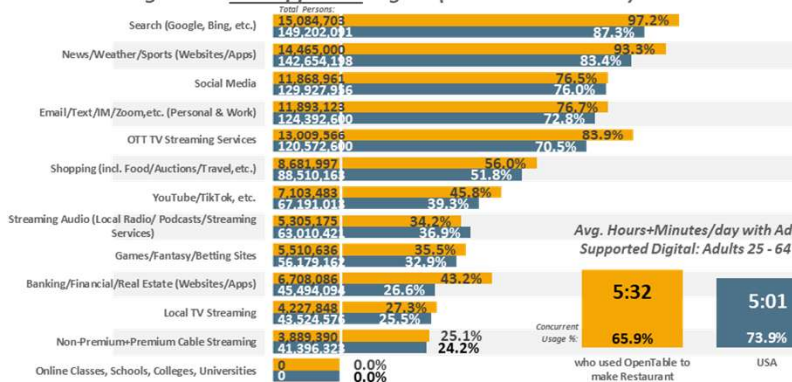
Avg. Hours+Minutes/day with Digital: Adults 25 - 64



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



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



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



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



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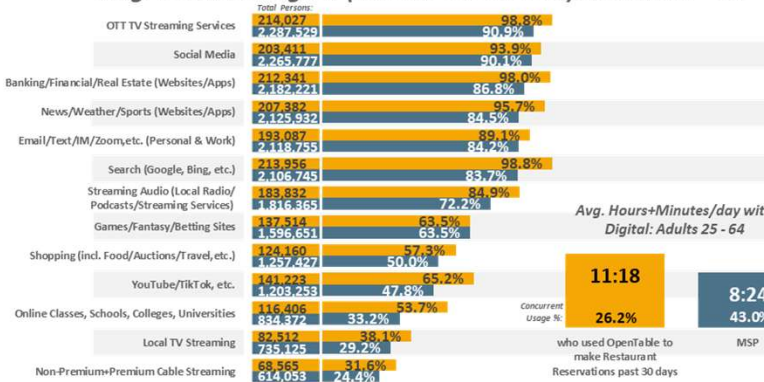
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]



175,932 or 81.2% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days use Ad-Supported Social Media for an average of 122.1 minutes every day representing 20.8% of all time spent daily with Ad-Supported Digital Media.

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



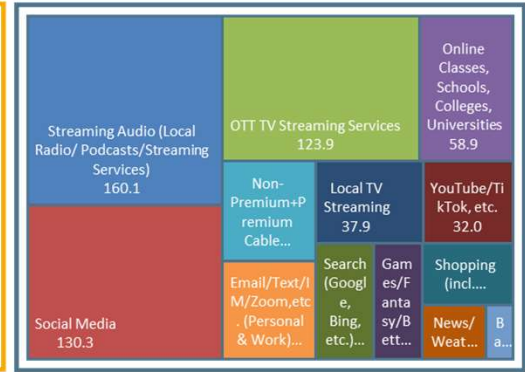
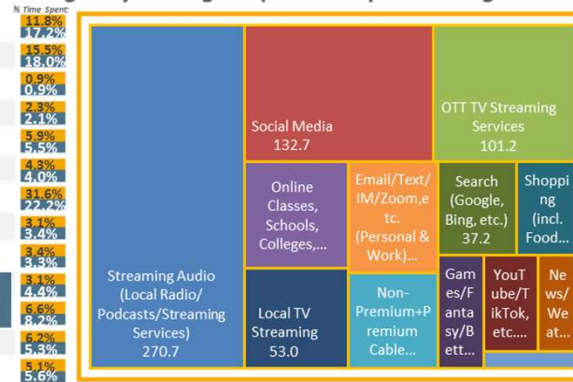
Avg. Hours+Minutes/day with Digital: Adults 25 - 64

11:18

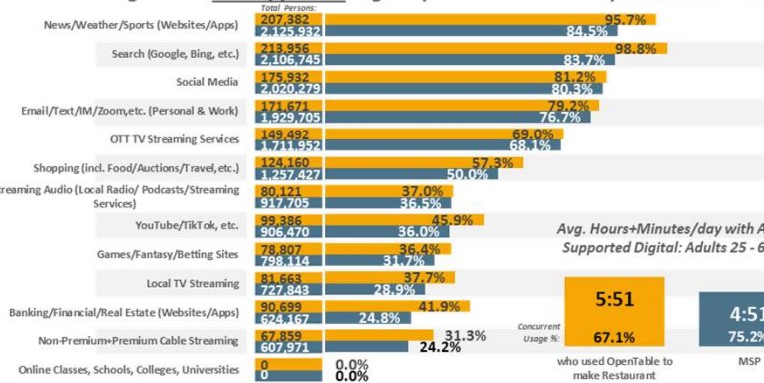
26.2%

who used OpenTable to make Restaurant Reservations past 30 days

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



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



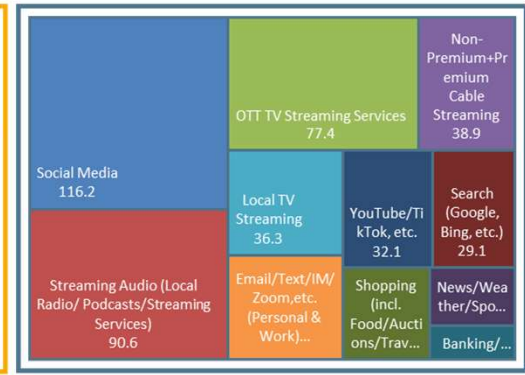
Avg. Hours+Minutes/day with Ad-Supported Digital: Adults 25 - 64

5:51

67.1%

who used OpenTable to make Restaurant Reservations past 30 days

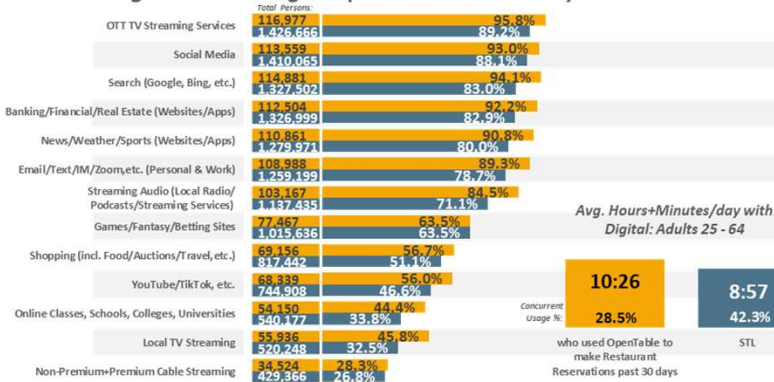
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





97,786 or 80.1% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days use Ad-Supported Social Media for an average of 145.2 minutes every day representing 25.5% of all time spent daily with Ad-Supported Digital Media.

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



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

10:26

28.5%

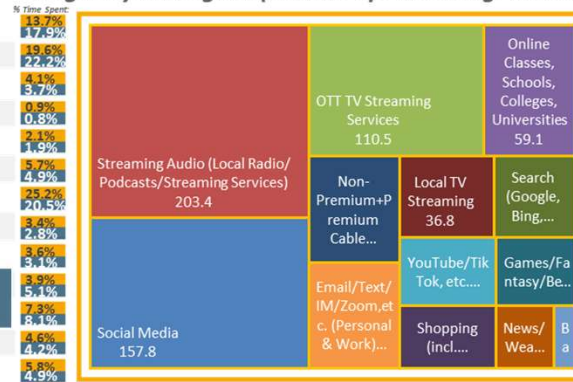
who used OpenTable to make Restaurant Reservations past 30 days

8:57

42.3%

STL

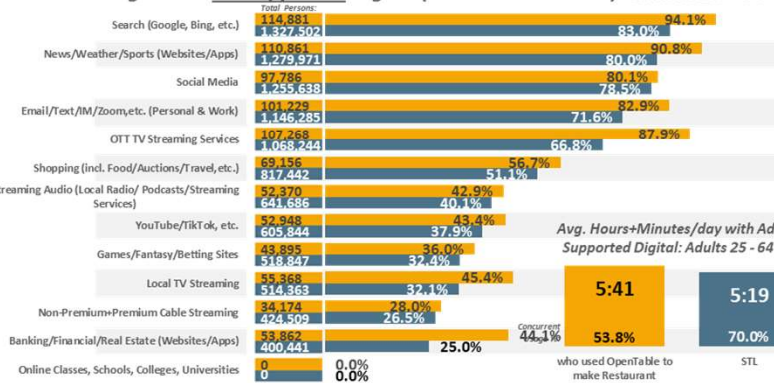
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



who used OpenTable to make Restaurant Reservations past 30 days

STL

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



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

5:41

53.8%

who used OpenTable to make Restaurant Reservations past 30 days

5:19

70.0%

STL

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



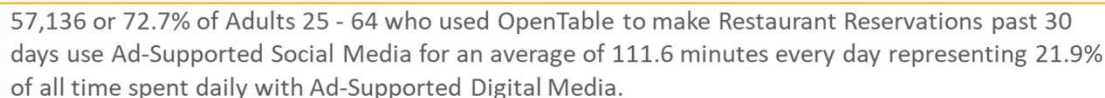
who used OpenTable to make Restaurant Reservations past 30 days

STL

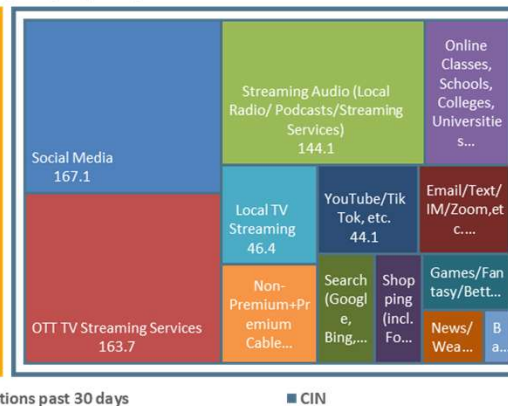
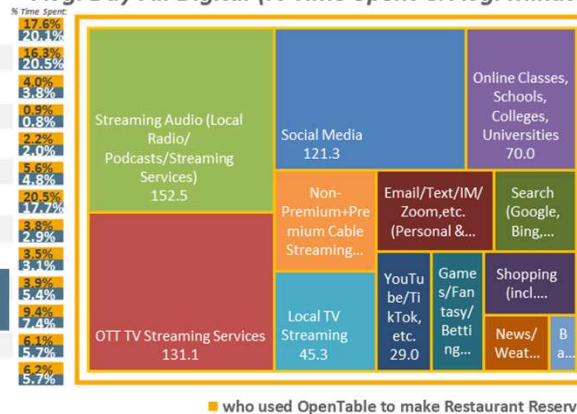
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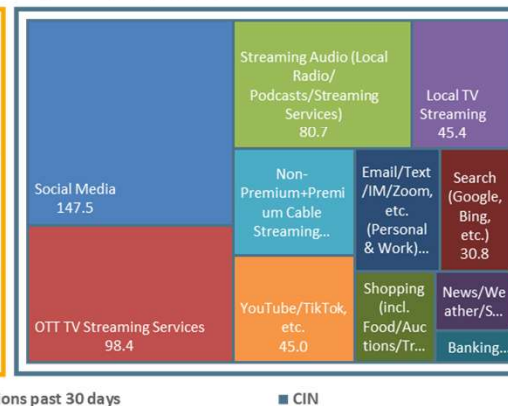
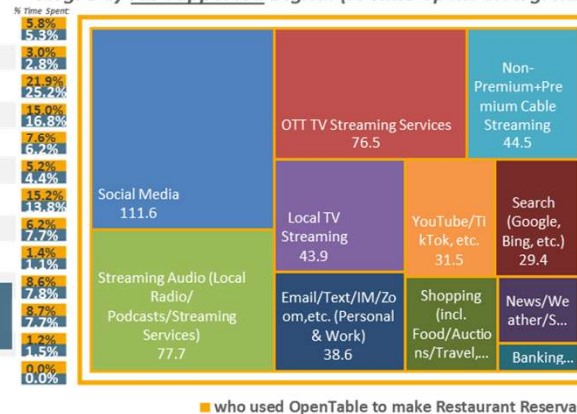
[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]



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

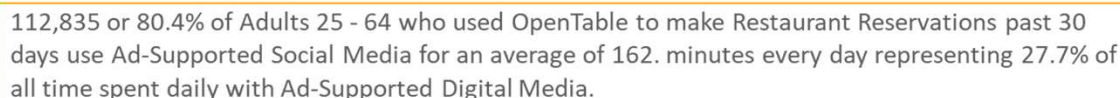


Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

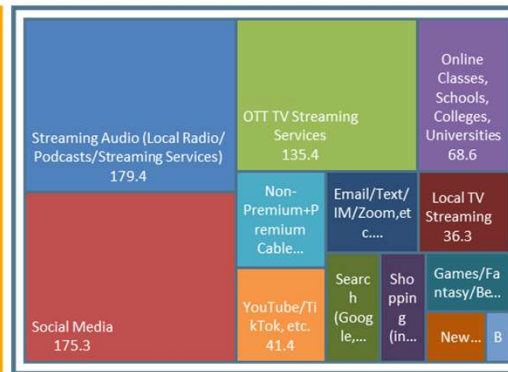


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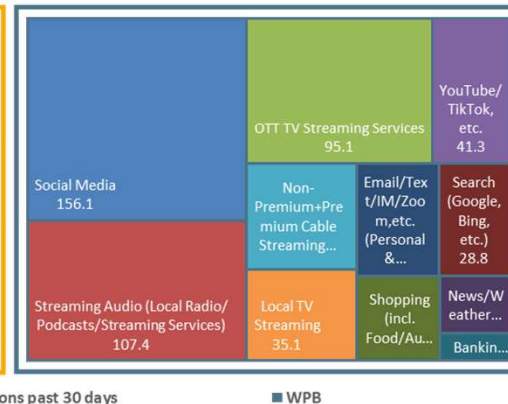
[(Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days)]



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



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



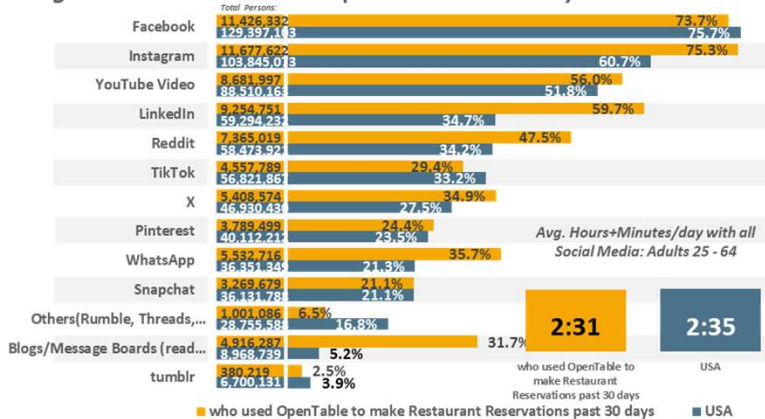
WPB
soefa.ai Share of Everything
for Anything.

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

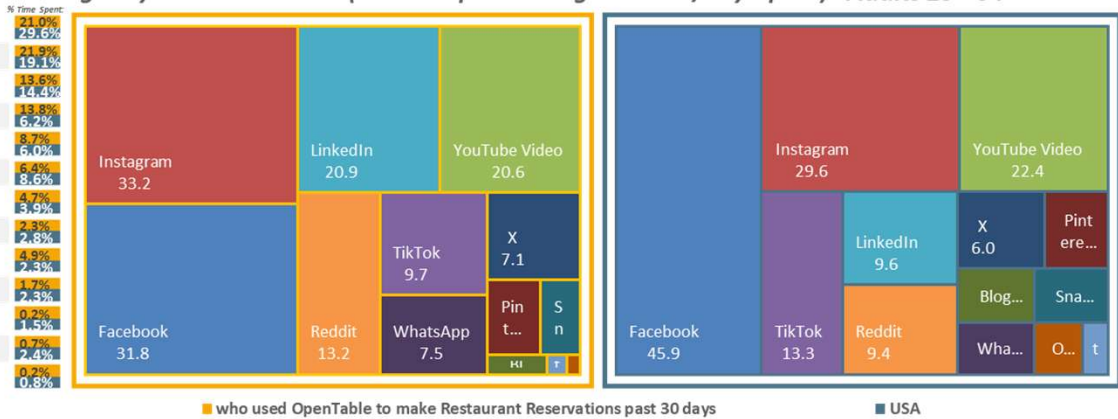


11,426,332 or 73.7% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days use Ad-Supported Facebook for an average of 36.5 minutes every day representing 28.1% of all time spent daily with Ad-Supported Social Media.

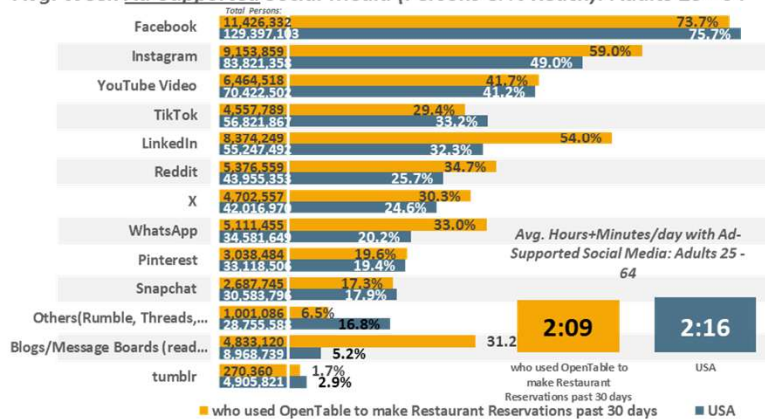
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



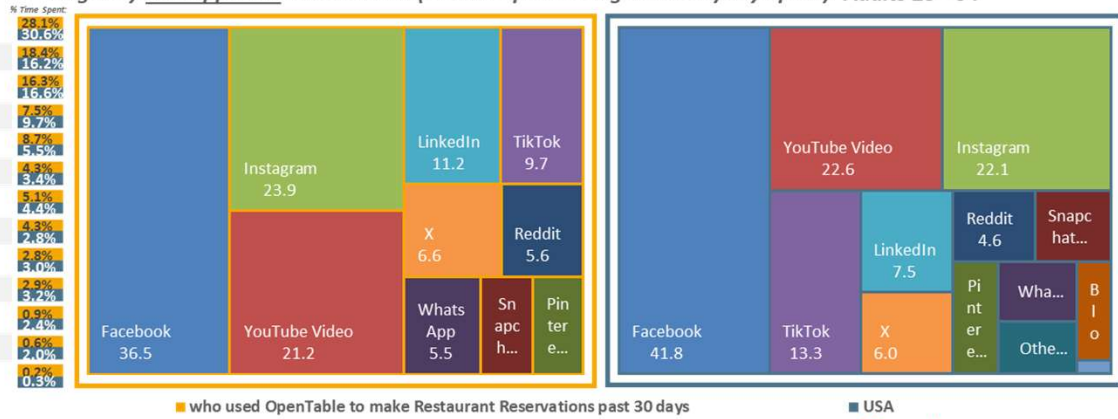
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



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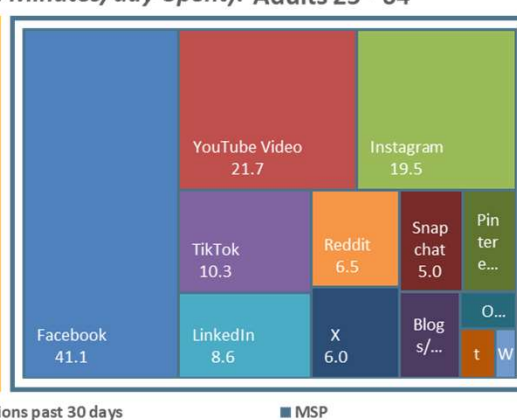
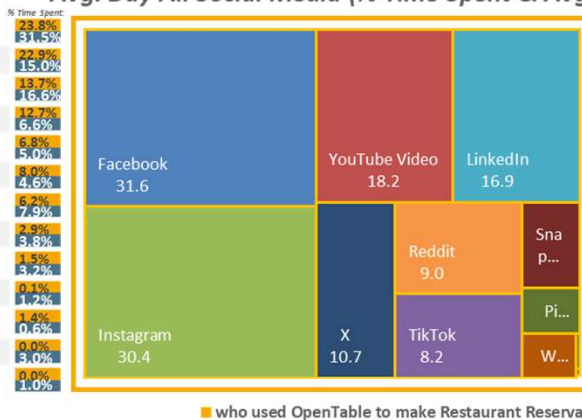
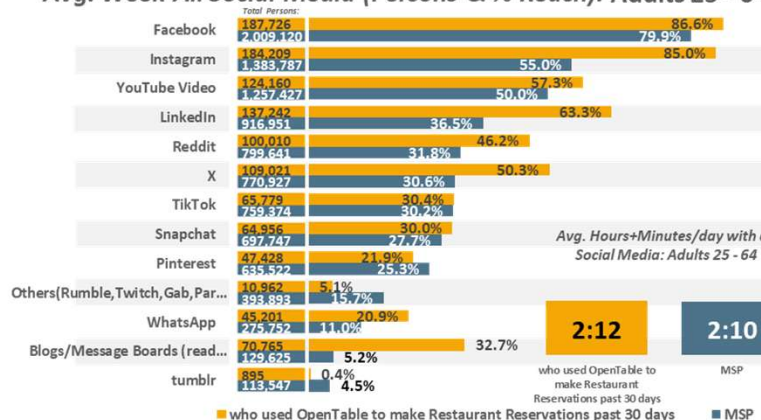
[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]



175,932 or 81.2% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days use Ad-Supported Facebook for an average of 33.2 minutes every day representing 28.9% of all time spent daily with Ad-Supported Social Media.

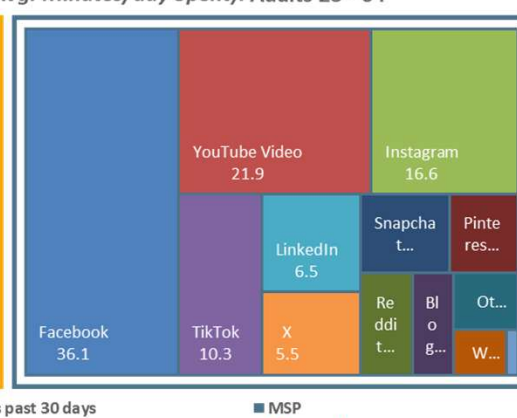
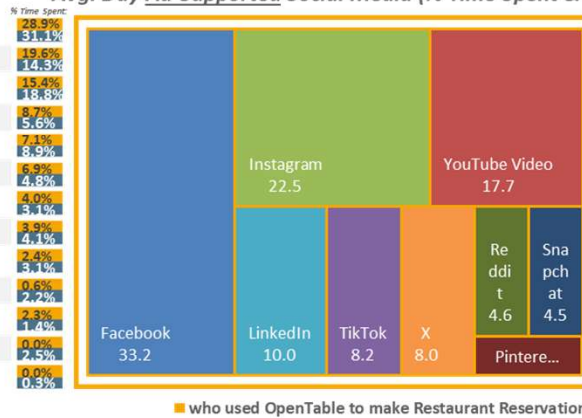
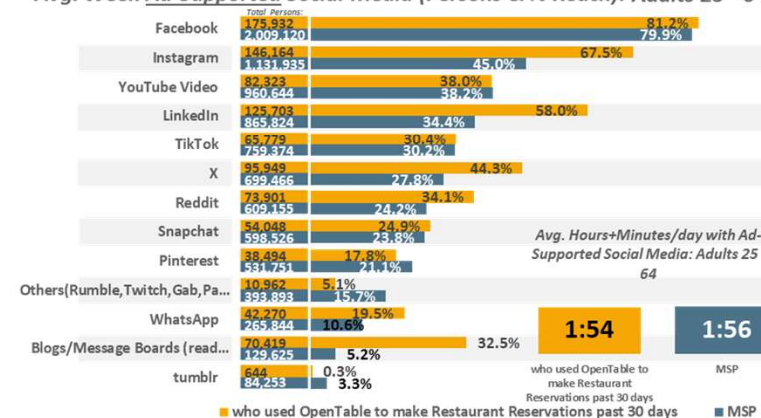
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64

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



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

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



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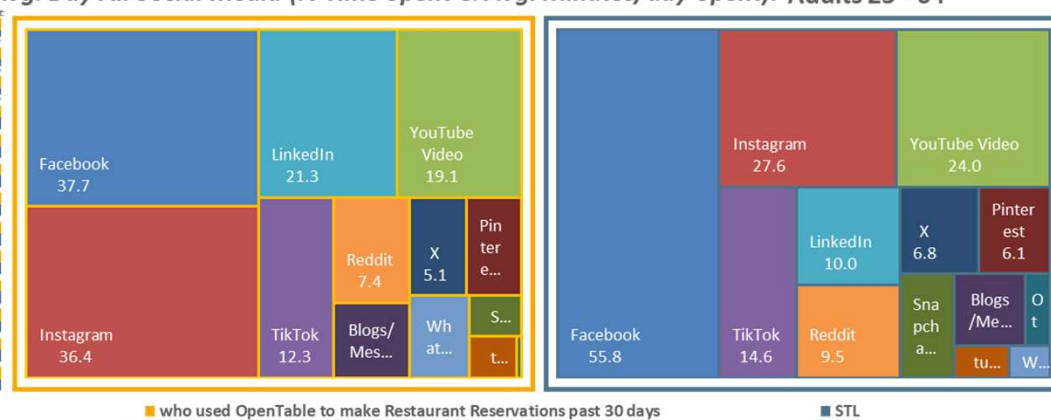
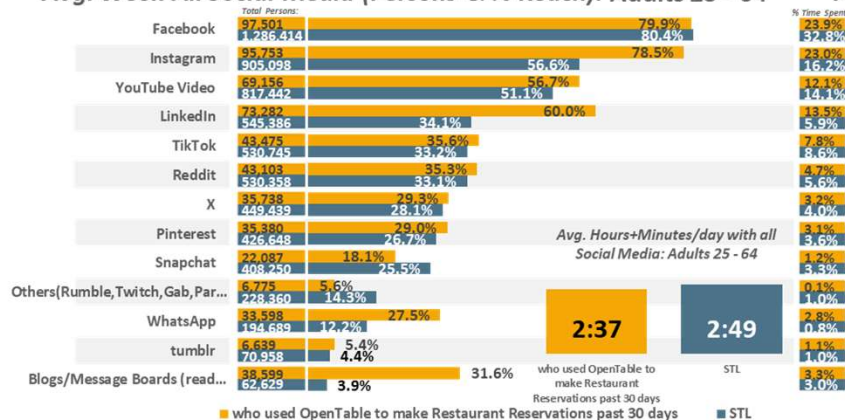
[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]



97,501 or 79.9% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days use Ad-Supported Facebook for an average of 39.8 minutes every day representing 29.3% of all time spent daily with Ad-Supported Social Media.

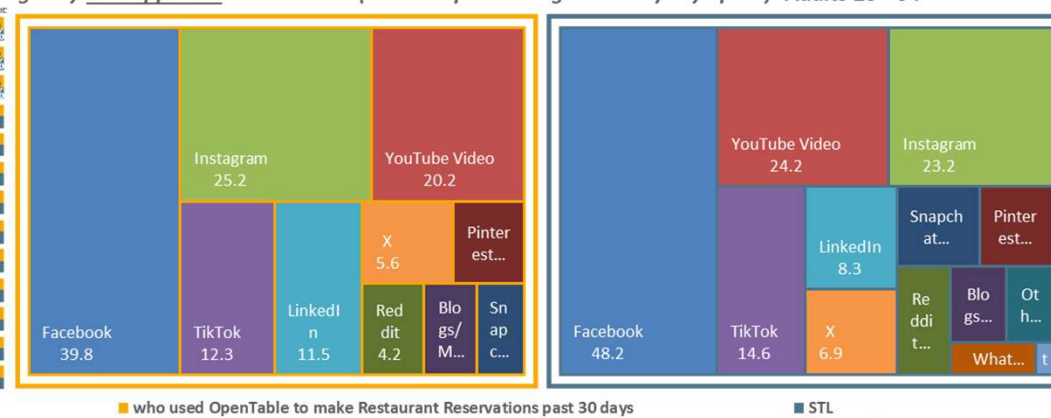
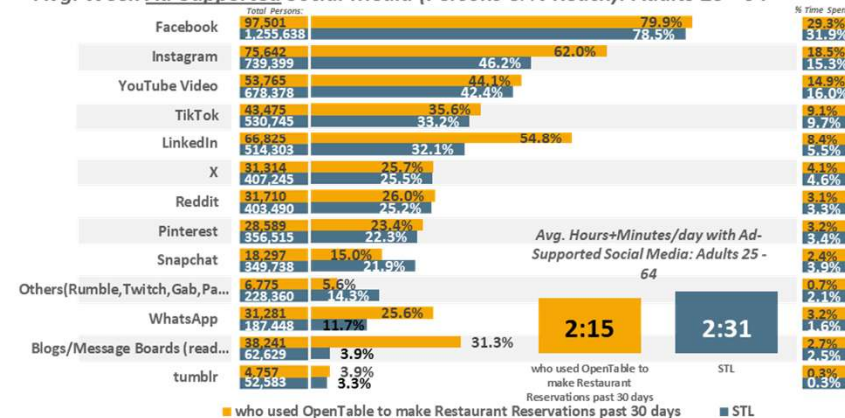
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64

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



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

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



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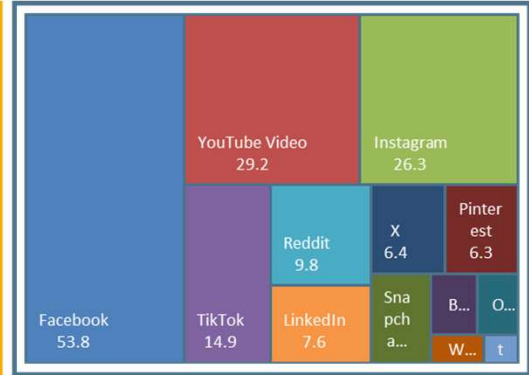
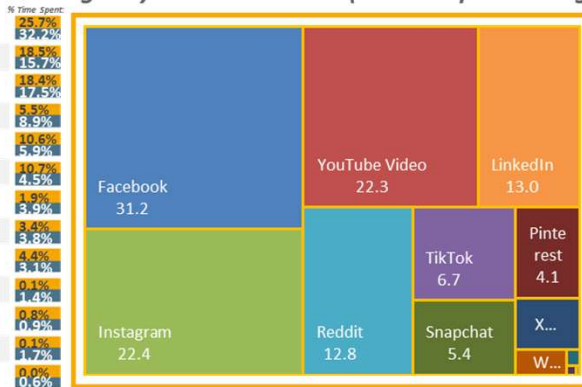
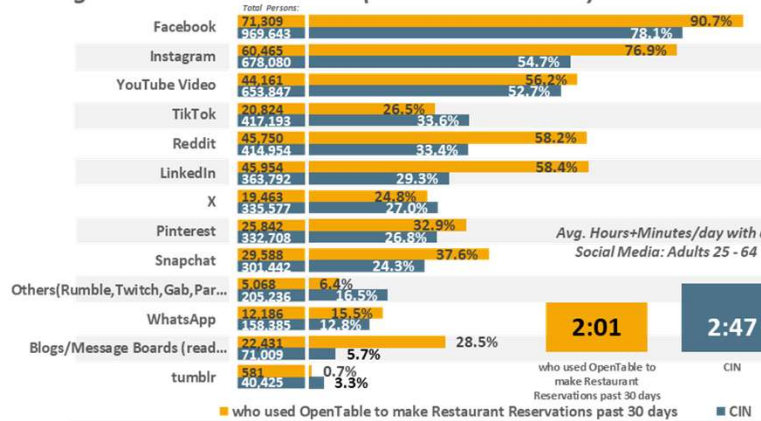
[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]



36,786 or 46.8% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days use Ad-Supported YouTube Video for an average of 24.8 minutes every day representing 25.9% of all time spent daily with Ad-Supported Social Media.

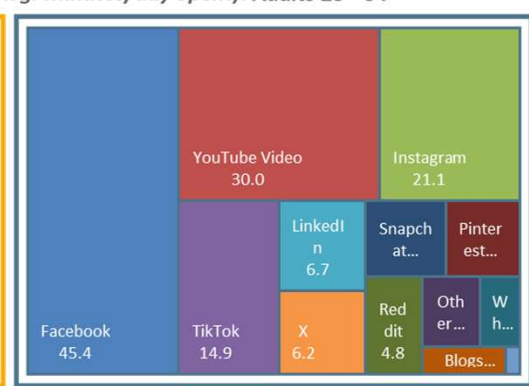
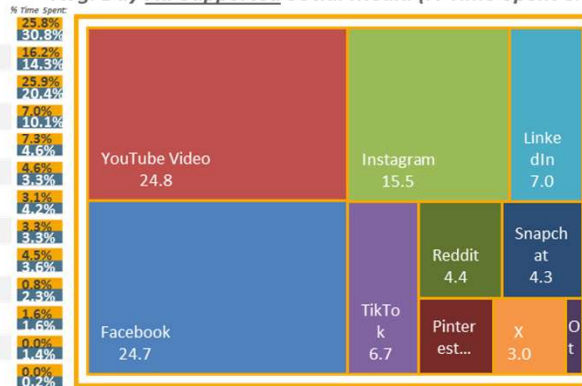
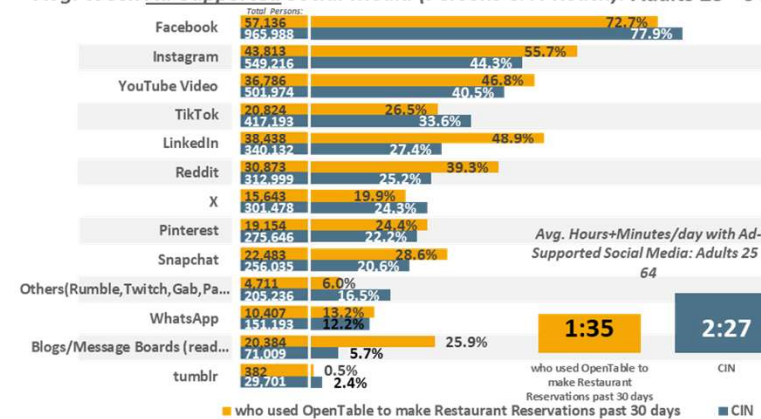
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64

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



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

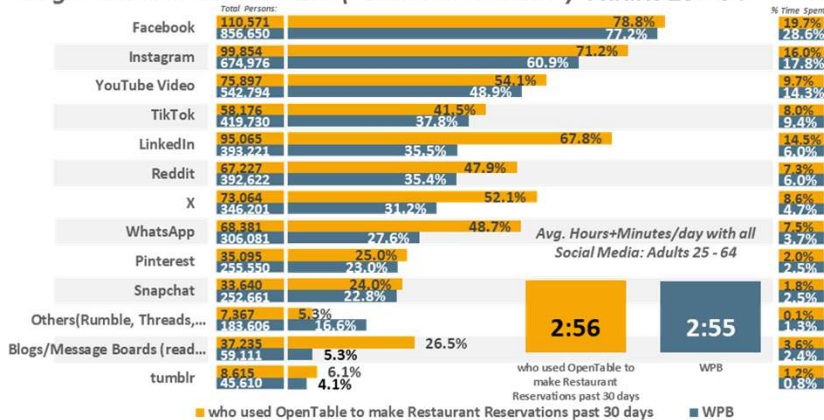
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



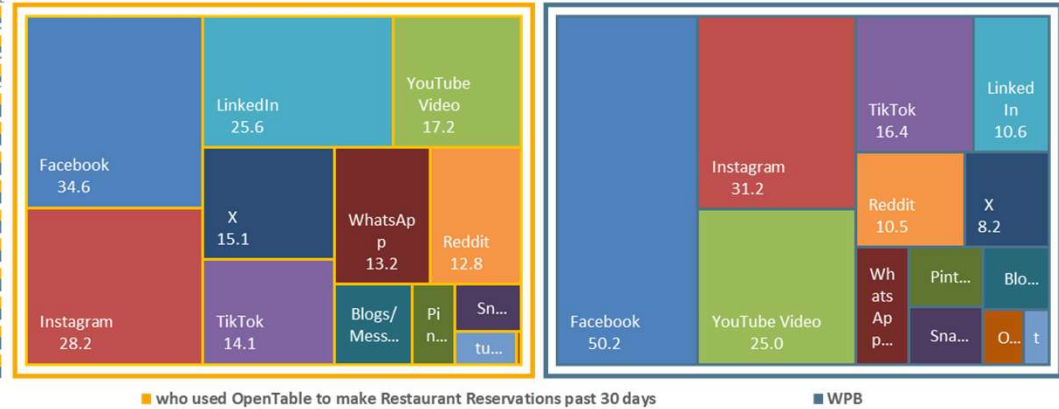


110,571 or 78.8% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days use Ad-Supported Facebook for an average of 42.7 minutes every day representing 27.3% of all time spent daily with Ad-Supported Social Media.

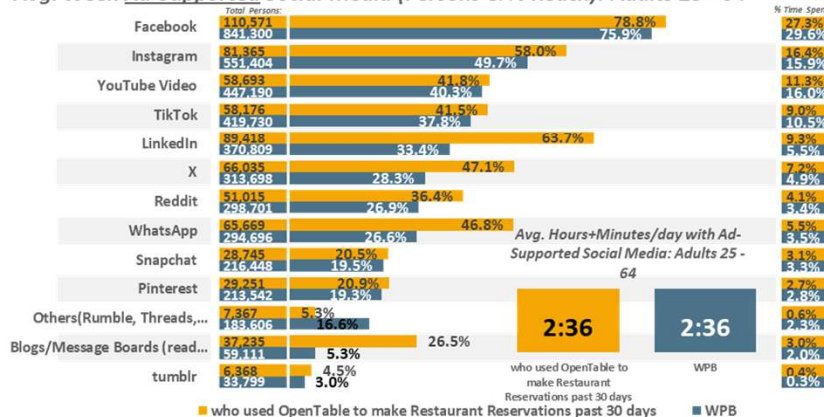
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



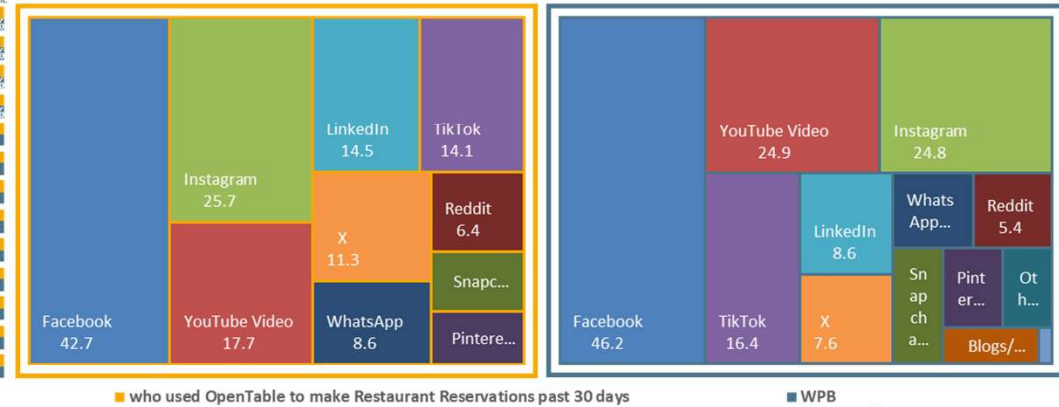
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



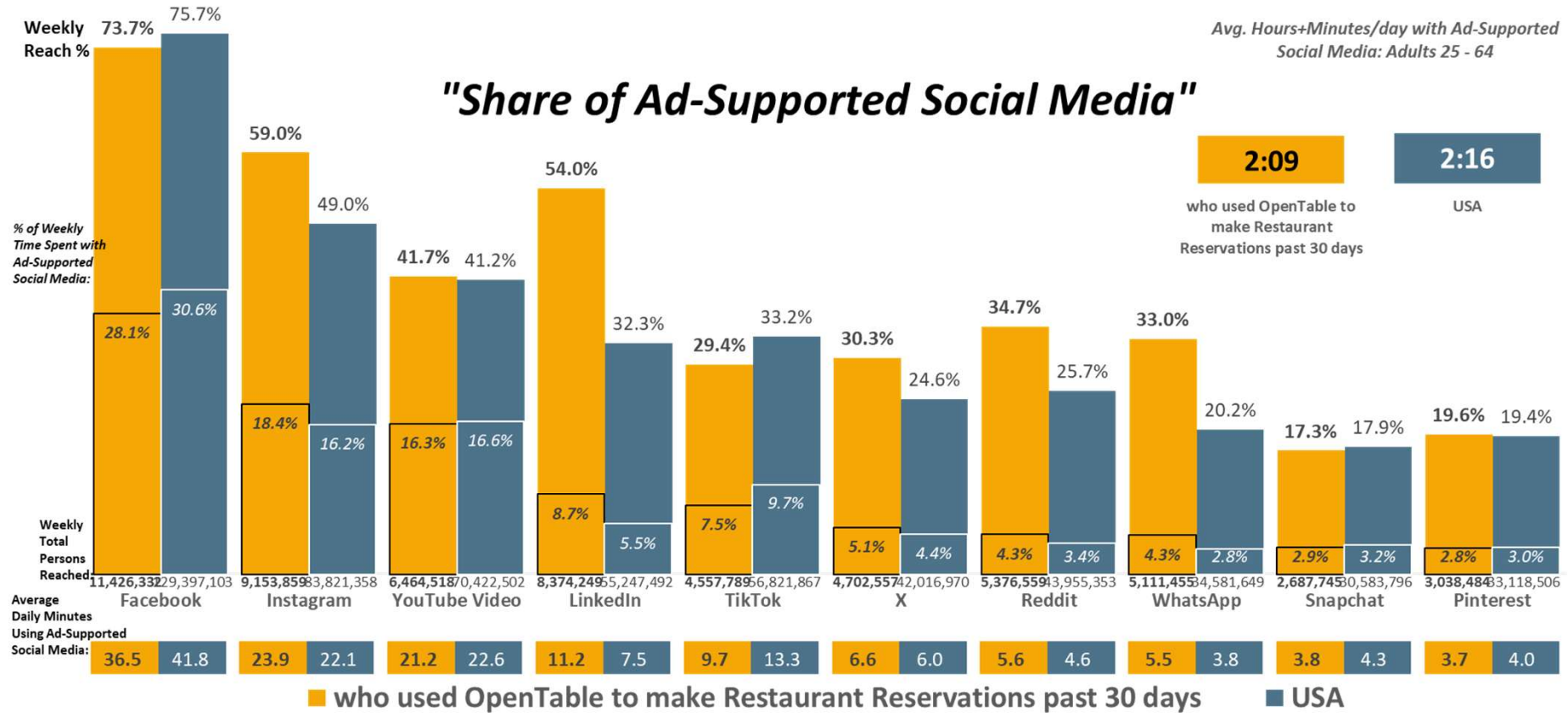
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





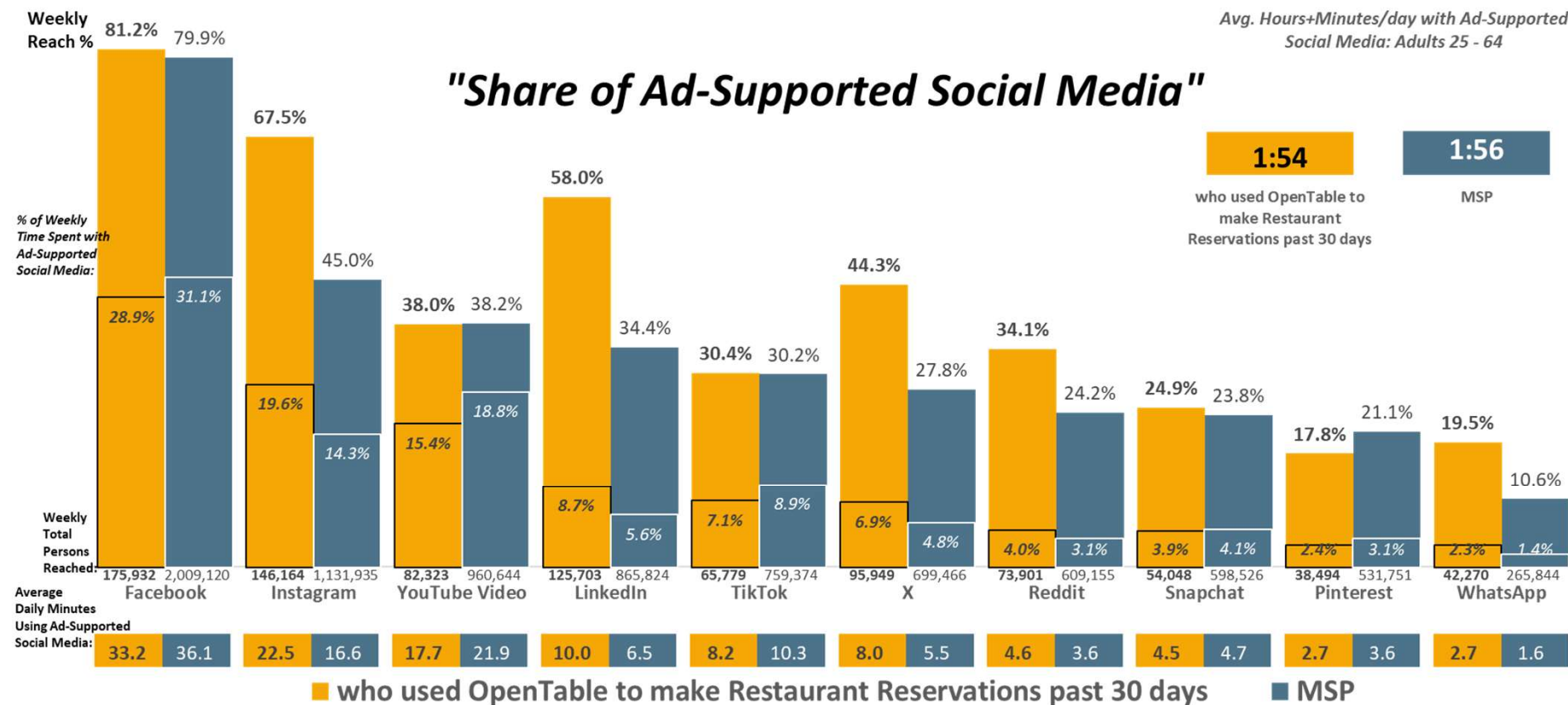
11,426,332 or 73.7% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days use Ad-Supported Facebook for an average of 36.5 minutes every day representing 28.1% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"





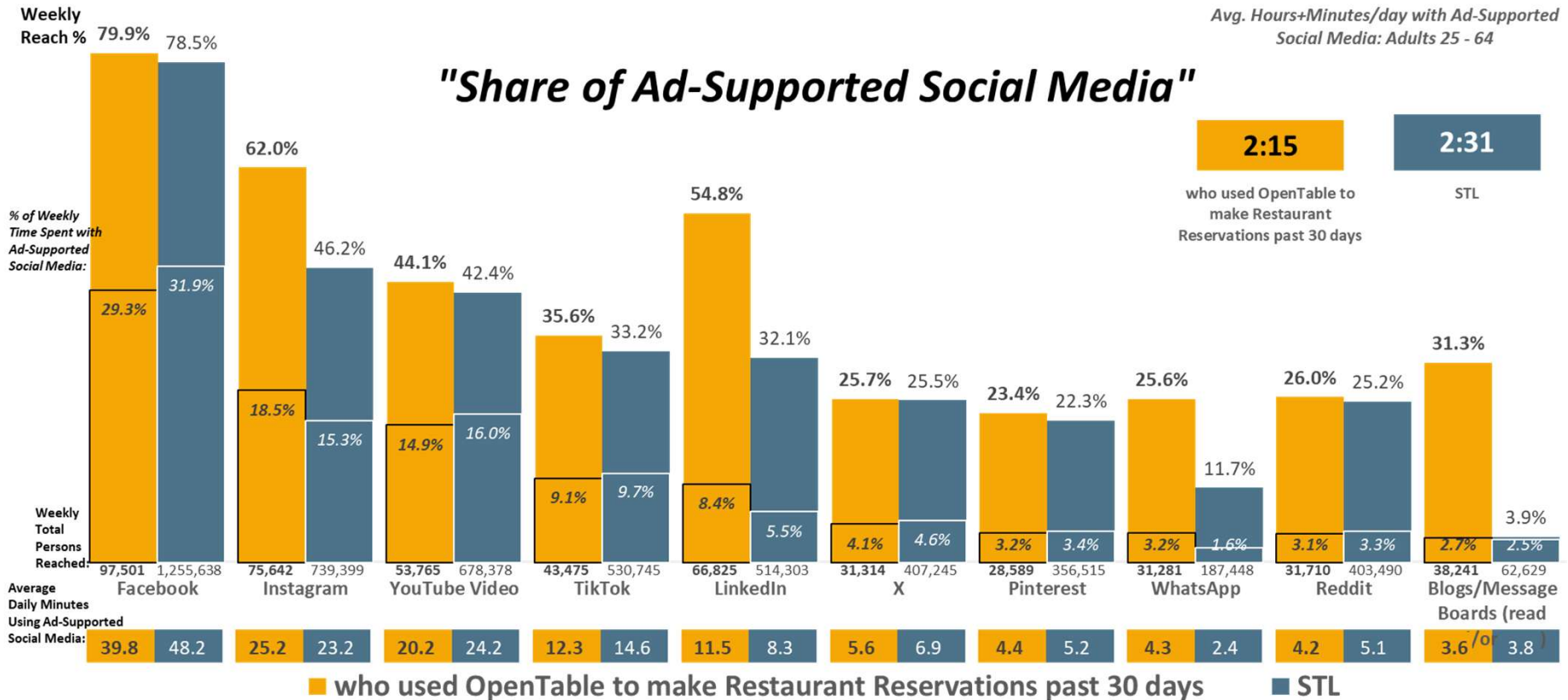
175,932 or 81.2% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days use Ad-Supported Facebook for an average of 33.2 minutes every day representing 28.9% of all time spent daily with Ad-Supported Social Media.





97,501 or 79.9% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days use Ad-Supported Facebook for an average of 39.8 minutes every day representing 29.3% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



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ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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

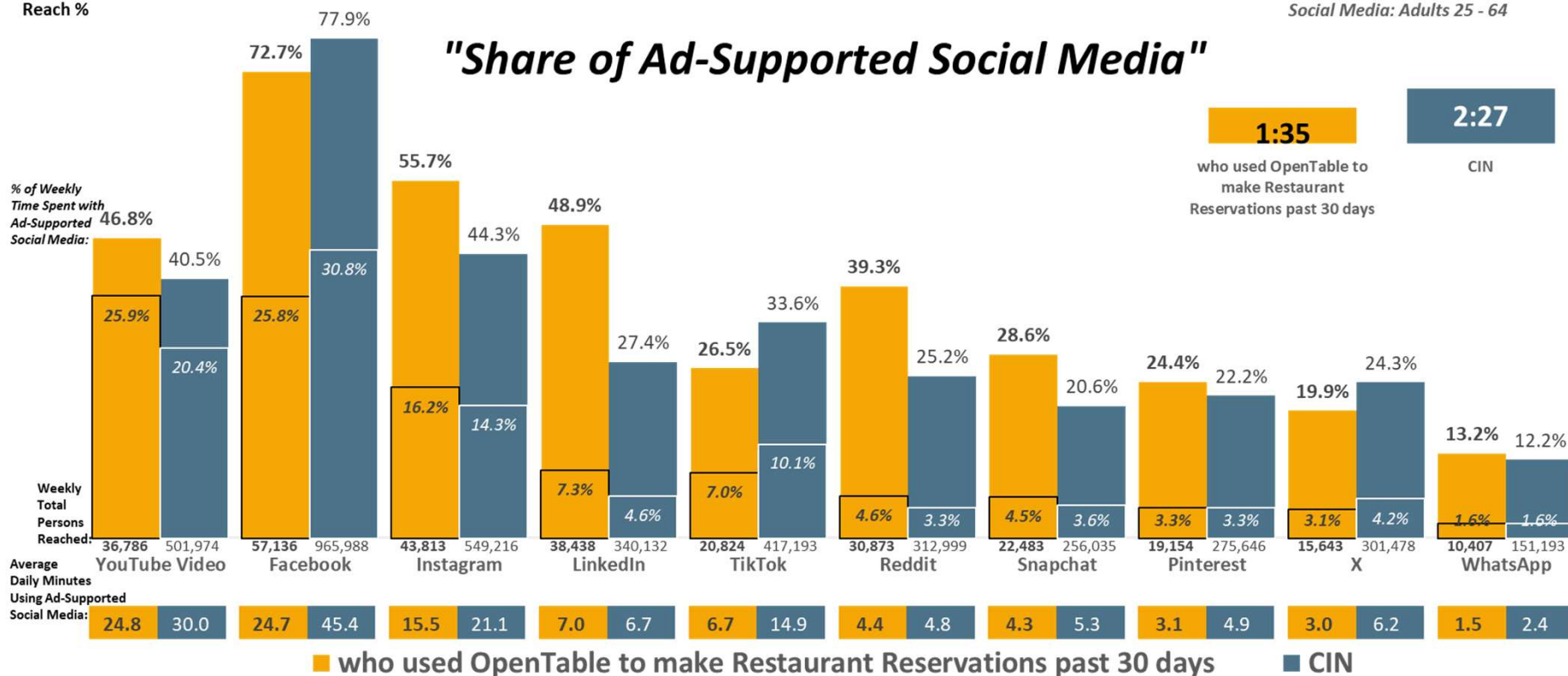


36,786 or 46.8% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days use Ad-Supported YouTube Video for an average of 24.8 minutes every day representing 25.9% of all time spent daily with Ad-Supported Social Media.

Weekly
Reach %

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

"Share of Ad-Supported Social Media"



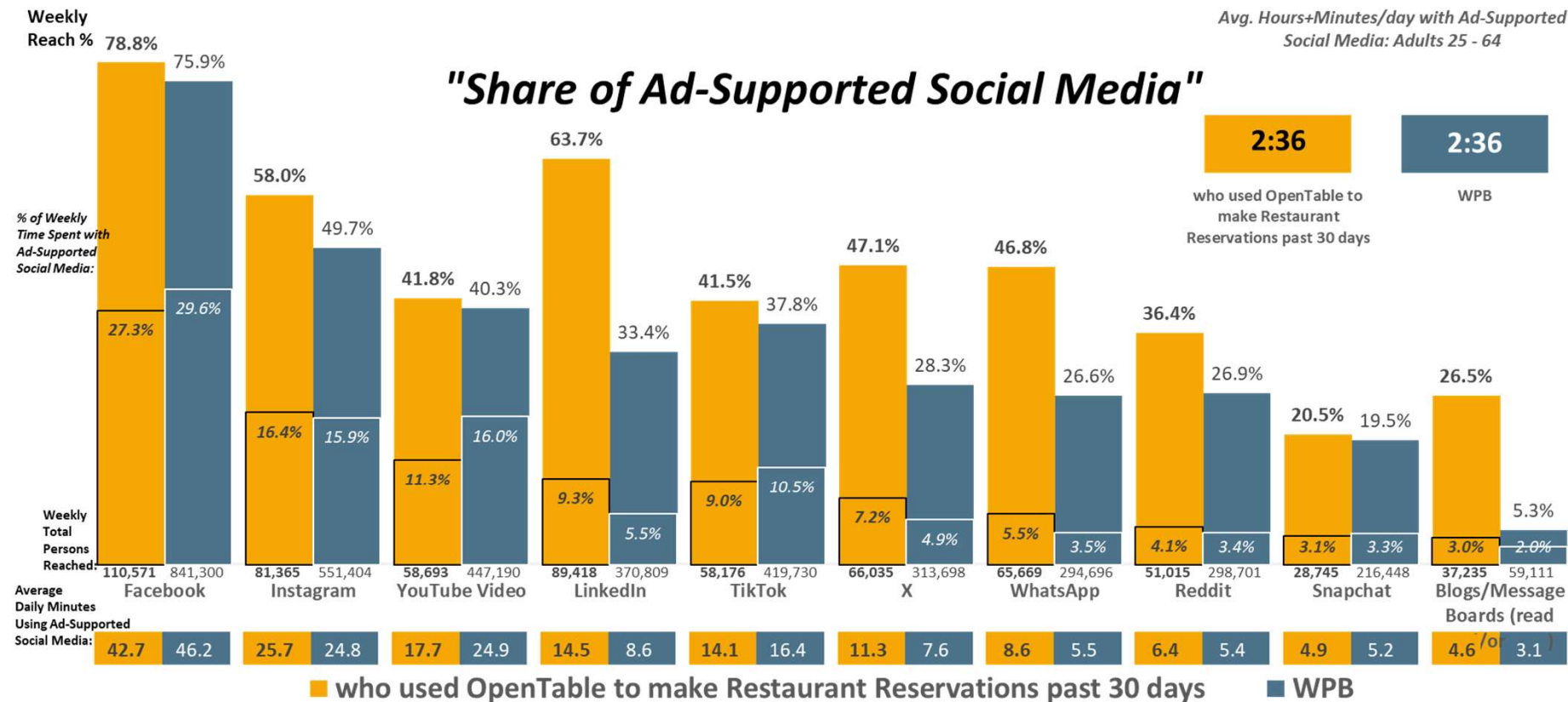
CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 143 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033
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for Anything

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



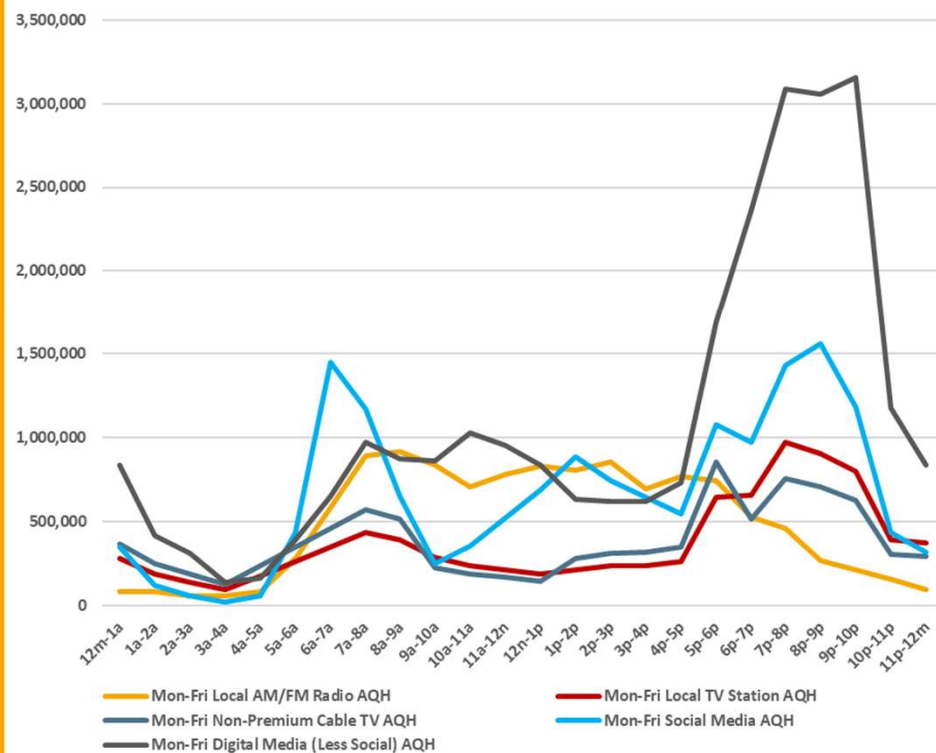
110,571 or 78.8% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days use Ad-Supported Facebook for an average of 42.7 minutes every day representing 27.3% of all time spent daily with Ad-Supported Social Media.



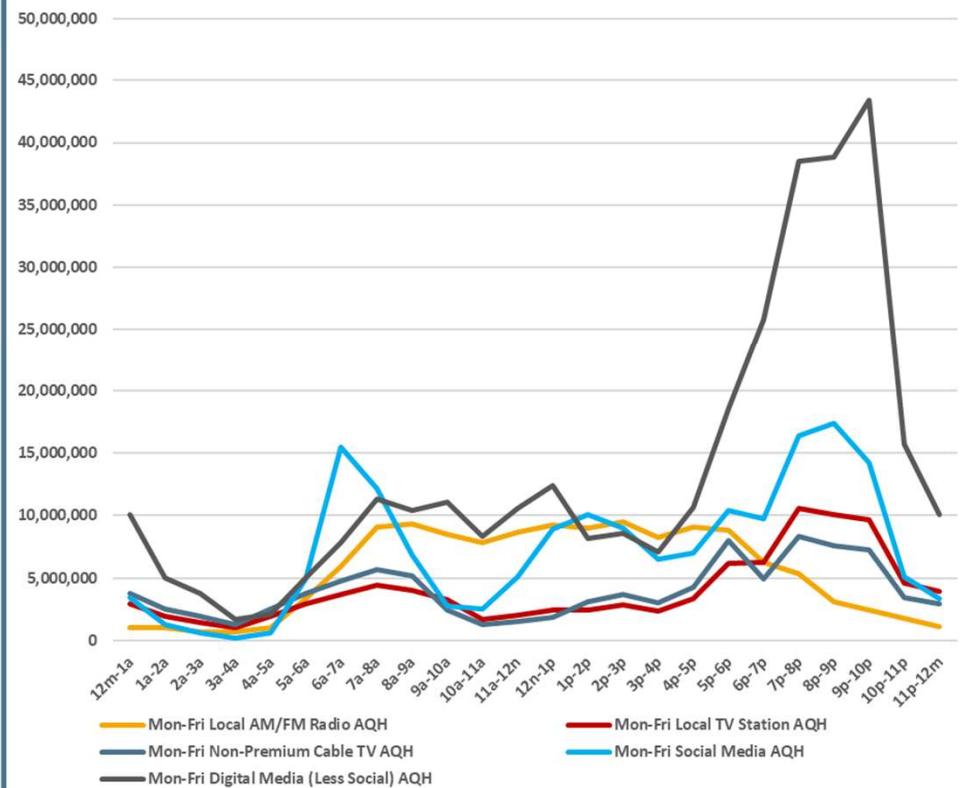


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 987,959;
Social Media: 764,995; Local Radio: 764,961; Non-Prem. Cable: 376,835; Local TV: 334,049
reaching Adults 25 - 64 who used OpenTable to make Restaurant Reservatio

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



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



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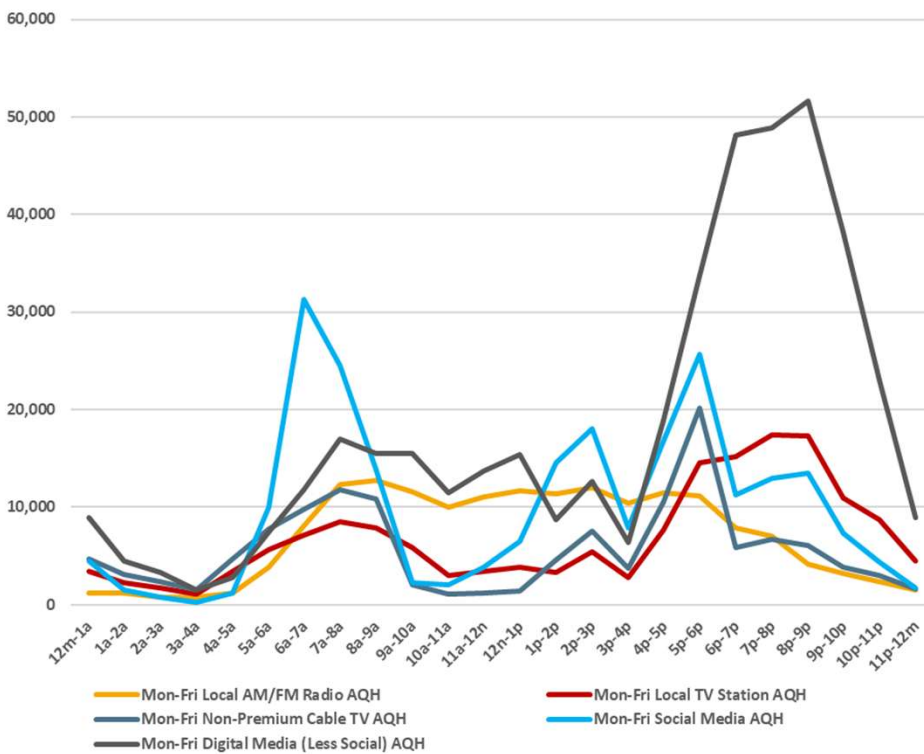
[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]

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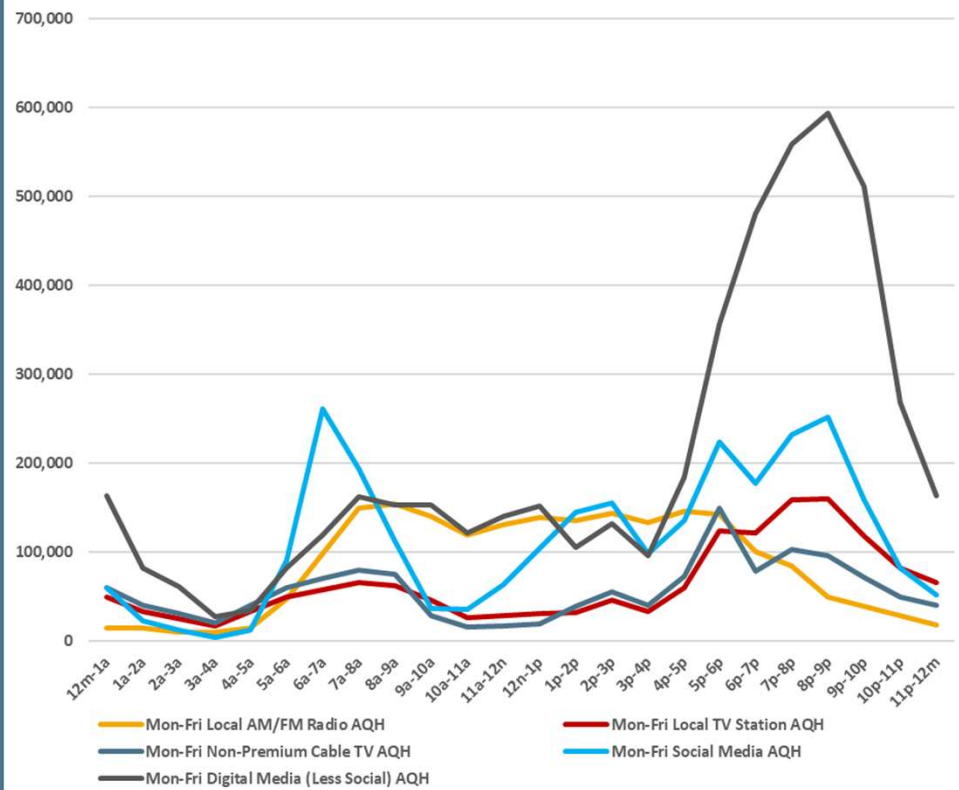


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 17,575;
Social Media: 13,695; Local Radio: 10,883; Non-Prem. Cable: 6,946; Local TV: 6,795
reaching Adults 25 - 64 who used OpenTable to make Restaurant Reservations past

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



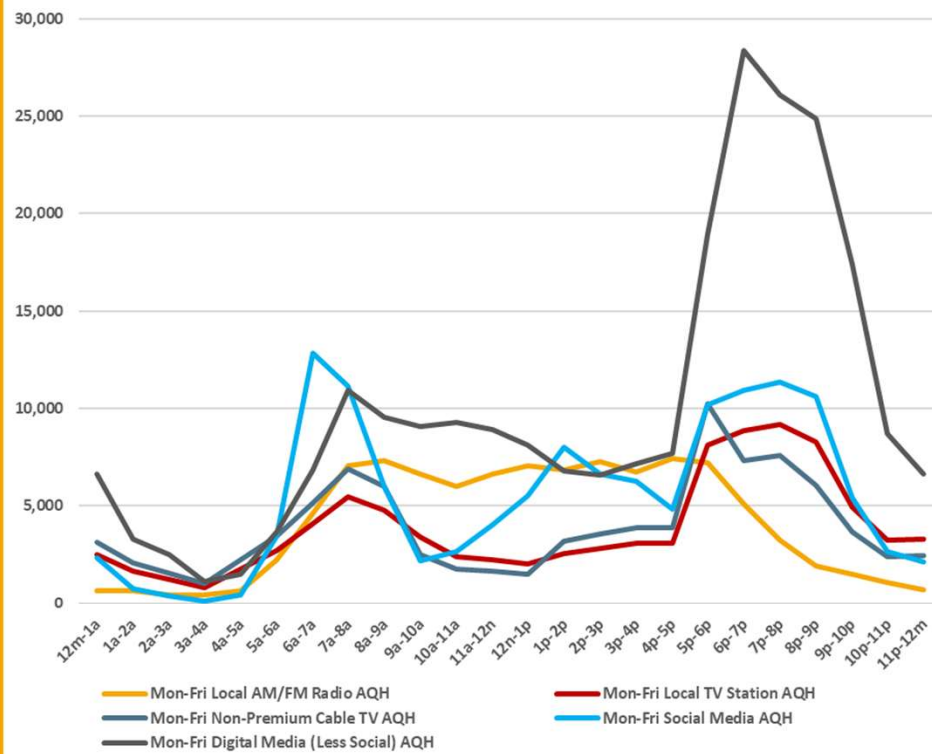
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
MSP Metro Area Adults 25 - 64*



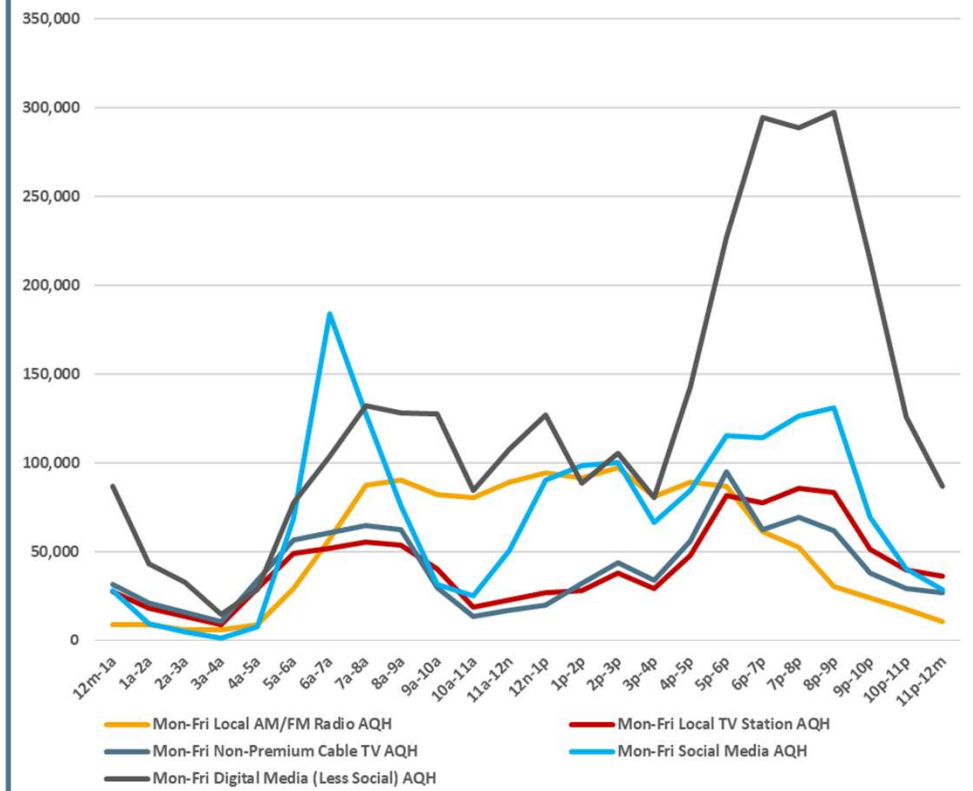


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 10,637;
Social Media: 7,024; Local Radio: 6,627; Non-Prem. Cable: 4,430; Local TV: 4,068 reaching
Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 3

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



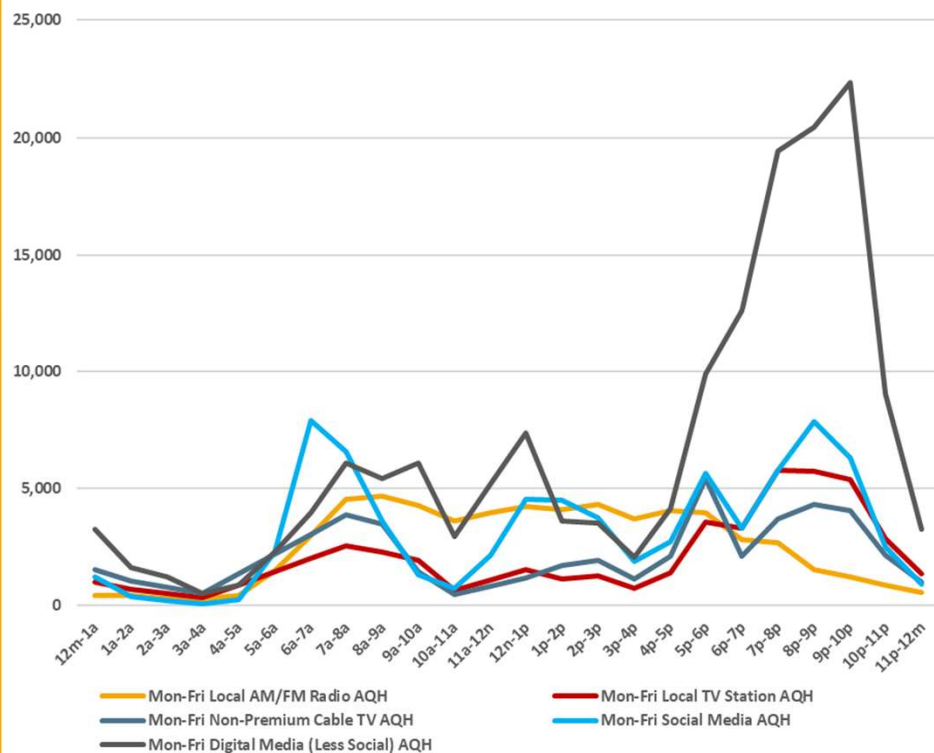
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
STL Metro Area Adults 25 - 64*



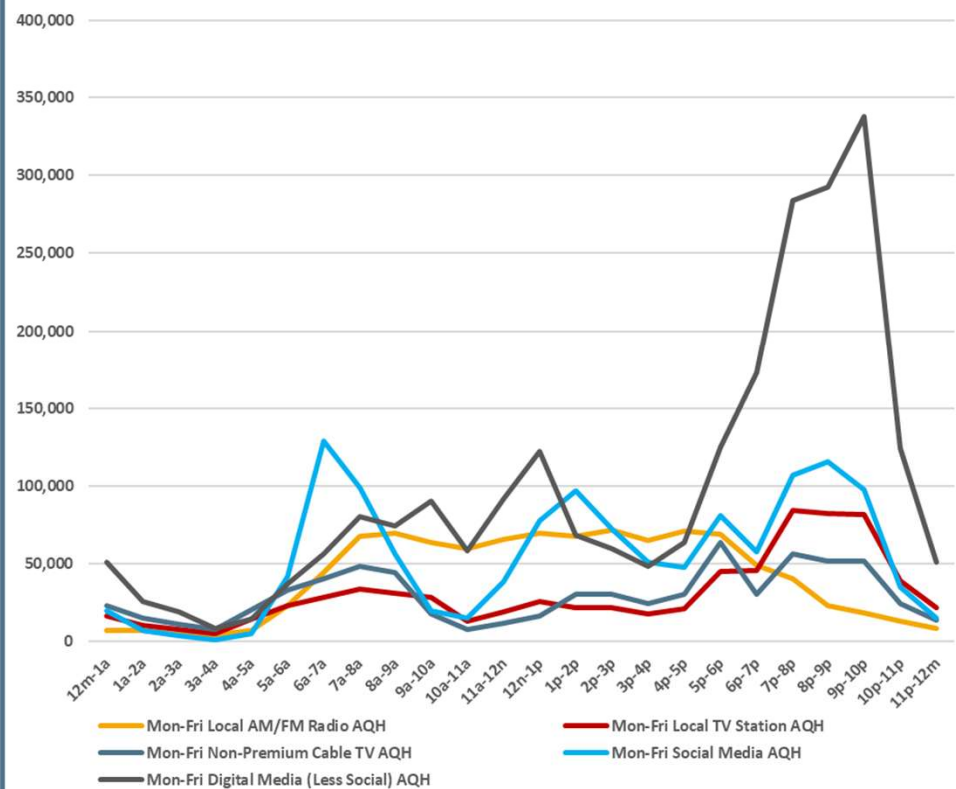


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,608; Local Radio: 3,943; Social Media: 3,747; Non-Prem. Cable: 2,213; Local TV: 1,811 reaching Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30

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



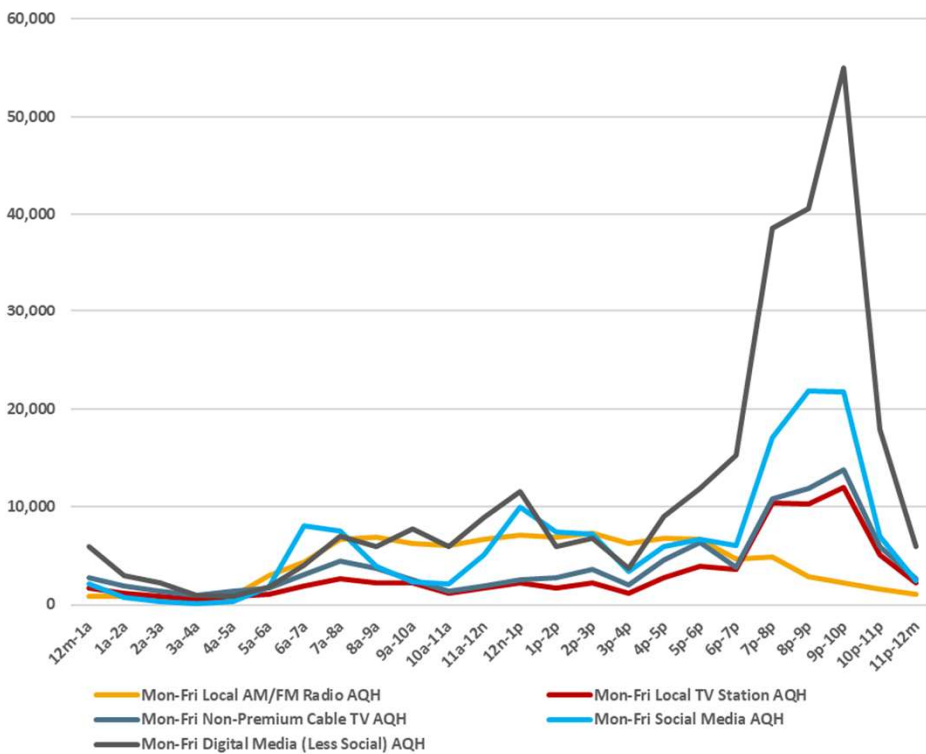
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CIN Metro Area Adults 25 - 64



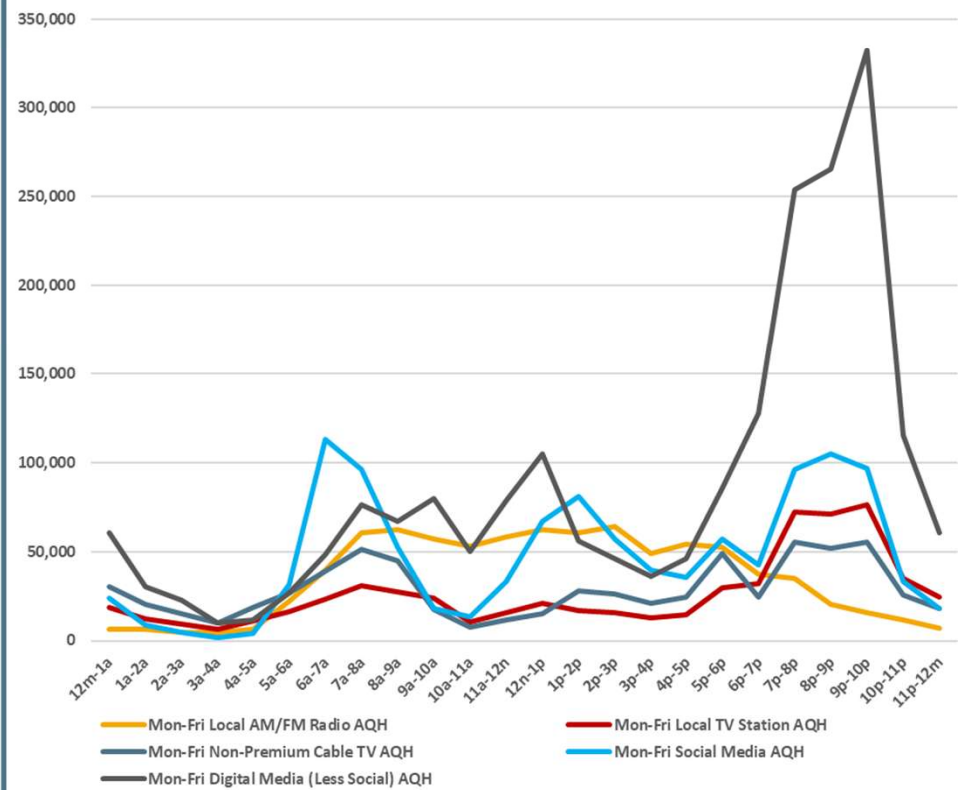


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,973; Local Radio: 6,360; Social Media: 5,823; Non-Prem. Cable: 3,285; Local TV: 2,269 reaching Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30

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



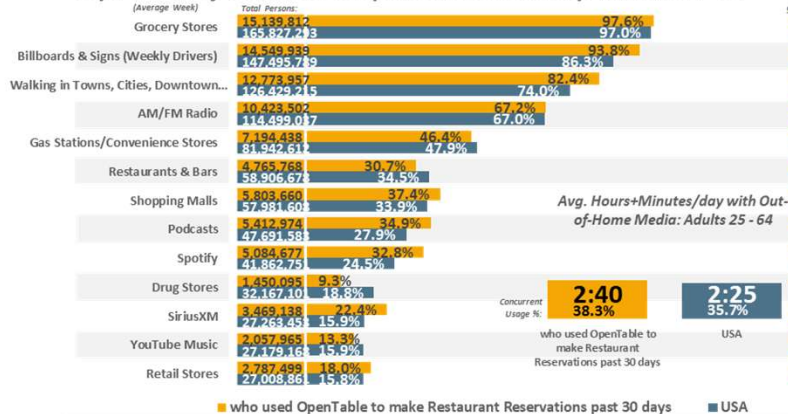
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WPB Metro Area Adults 25 - 64





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

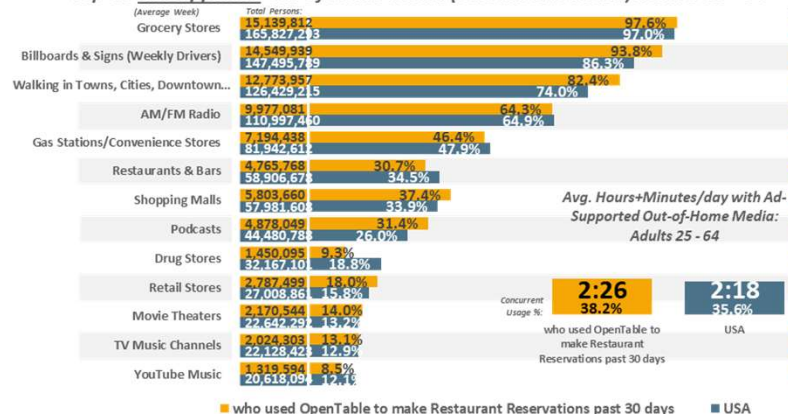
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



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



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



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



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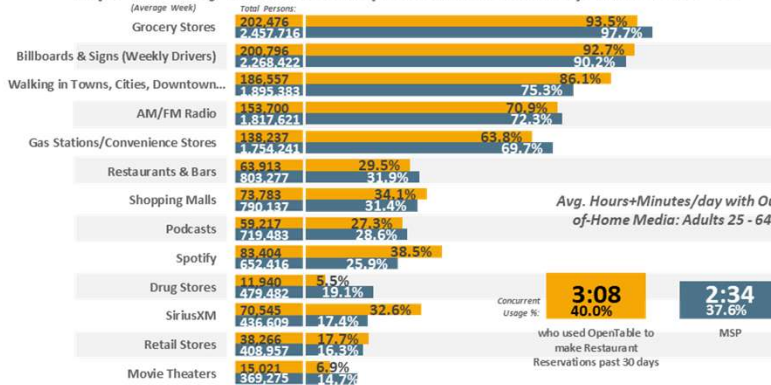
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]

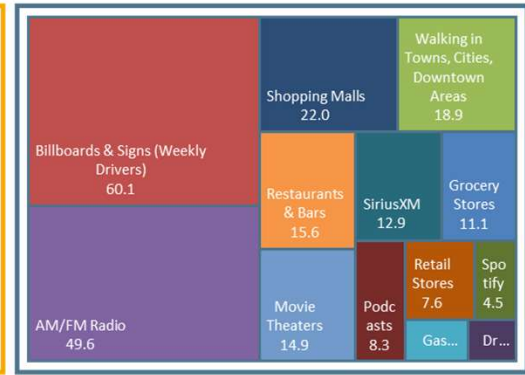
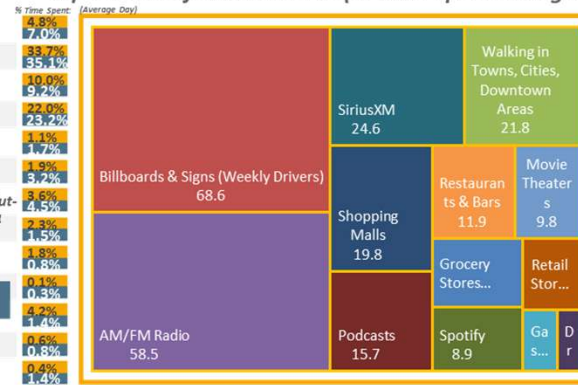


200,796 or 92.7% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an average of 68.6 minutes per day driving, seeing Billboards and Signs. 65.9% Listen to Local Radio Stations Out-of-Home for an average of 50.7 minut

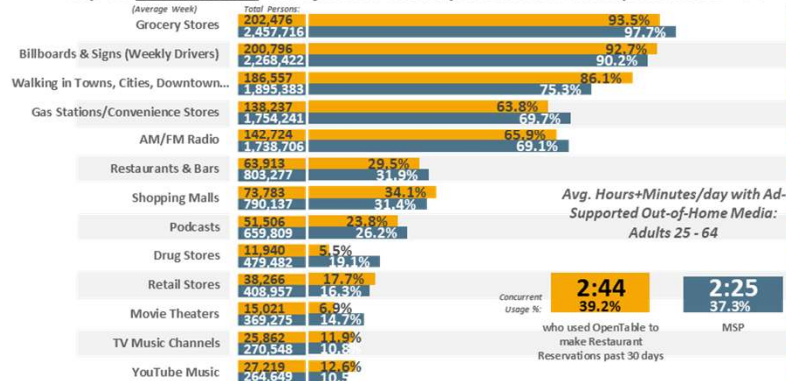
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



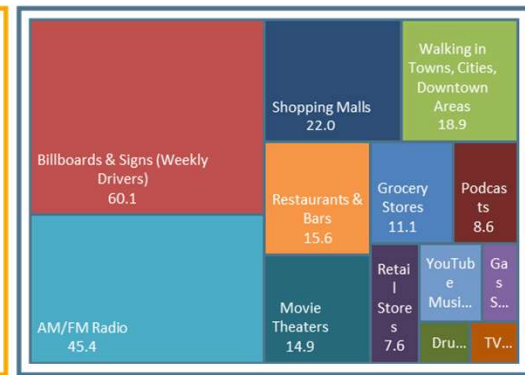
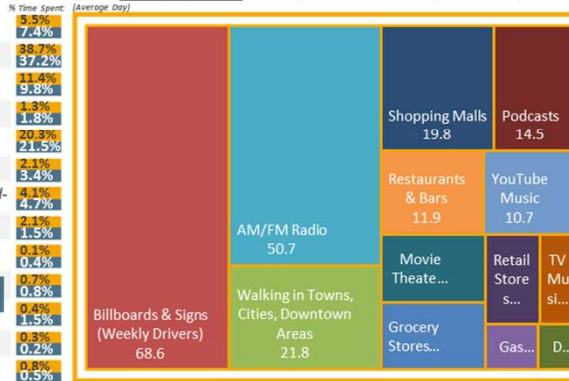
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



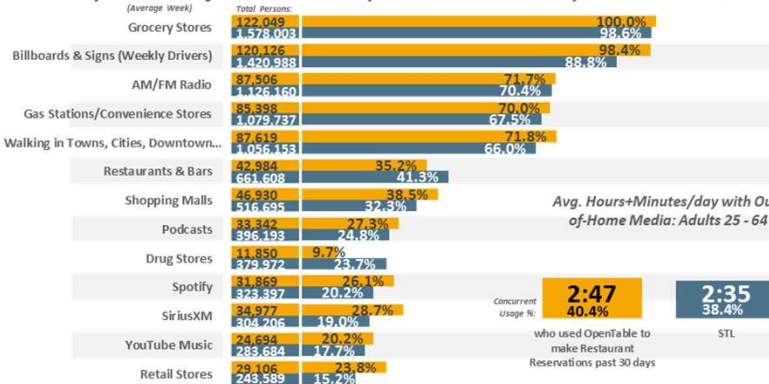
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



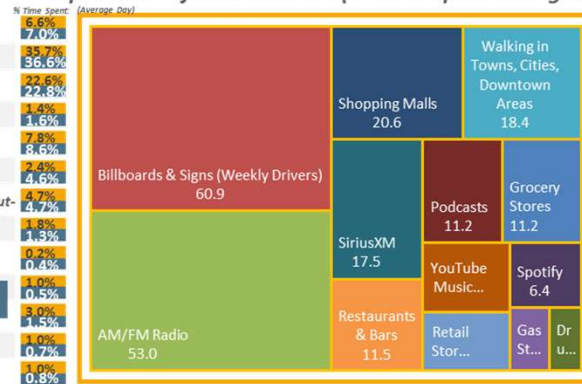


120,126 or 98.4% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an average of 60.9 minutes per day driving, seeing Billboards and Signs. 69.3% Listen to Local Radio Stations Out-of-Home for an average of 50.3 minutes

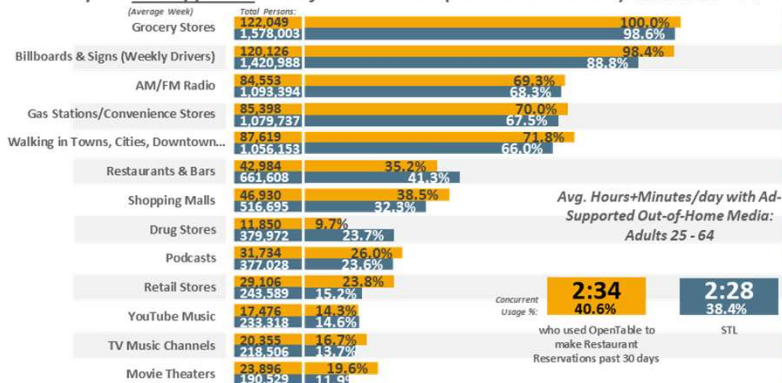
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



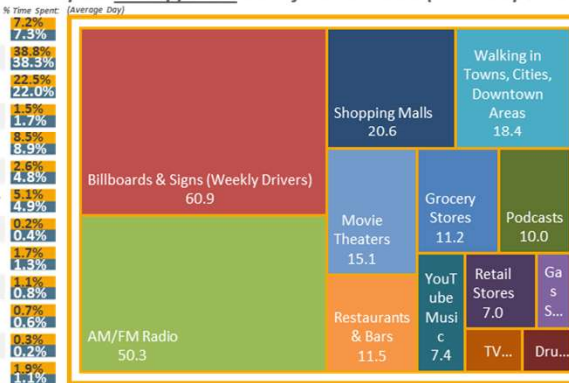
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



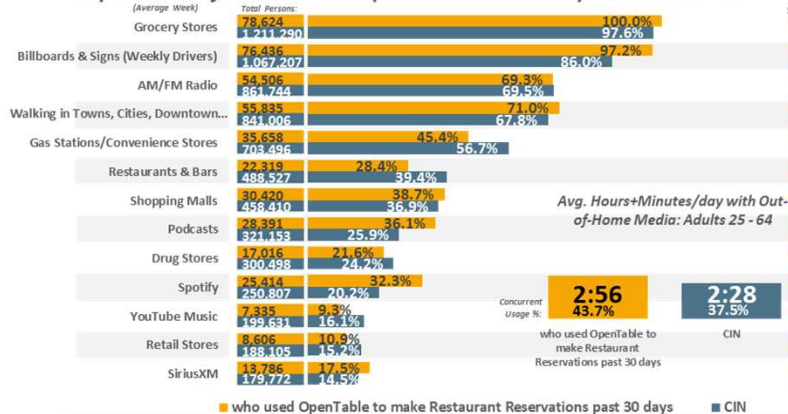
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



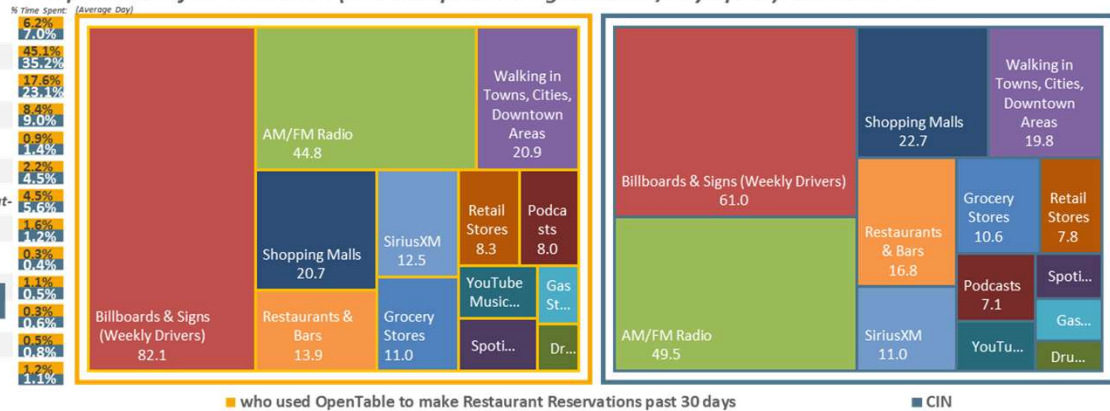


76,436 or 97.2% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an average of 82.1 minutes per day driving, seeing Billboards and Signs. 66.5% Listen to Local Radio Stations Out-of-Home for an average of 42.3 minute

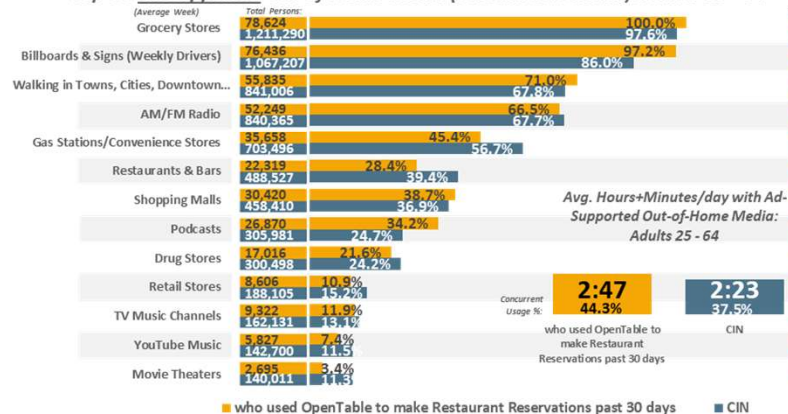
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



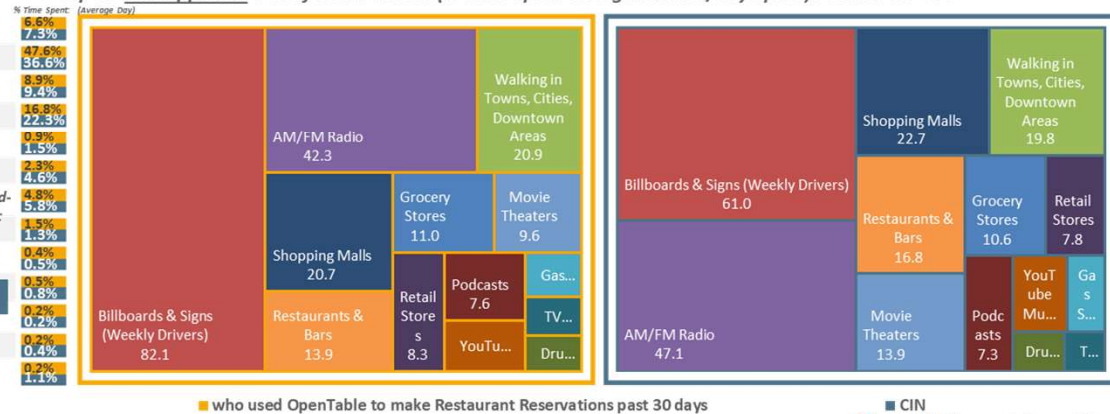
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



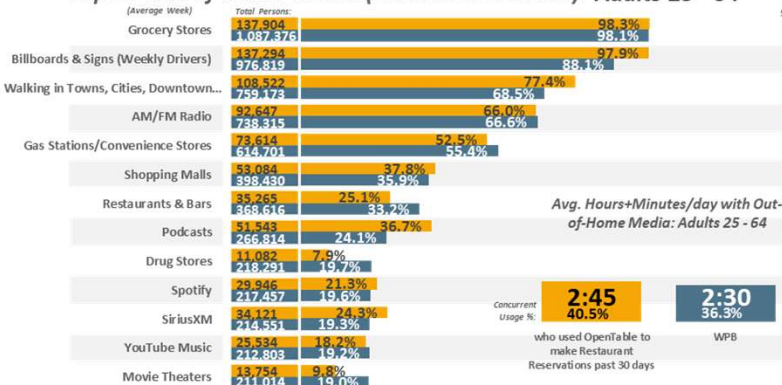
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



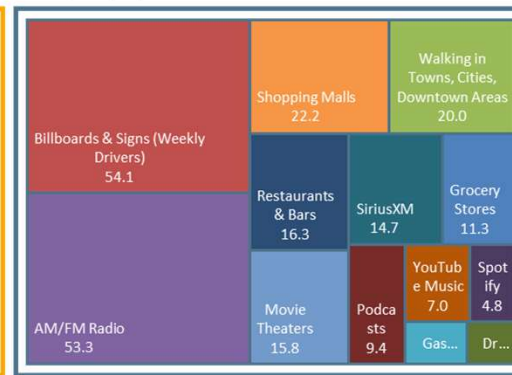
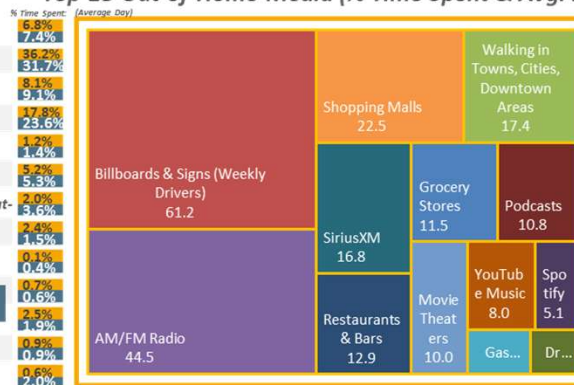


137,294 or 97.9% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an average of 61.2 minutes per day driving, seeing Billboards and Signs. 61.6% Listen to Local Radio Stations Out-of-Home for an average of 39.2 minut

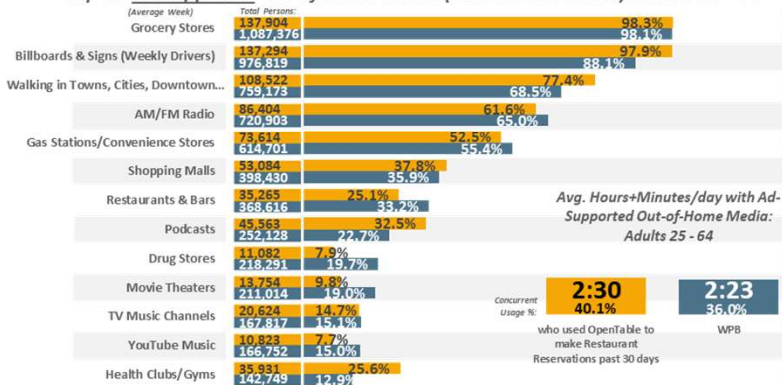
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



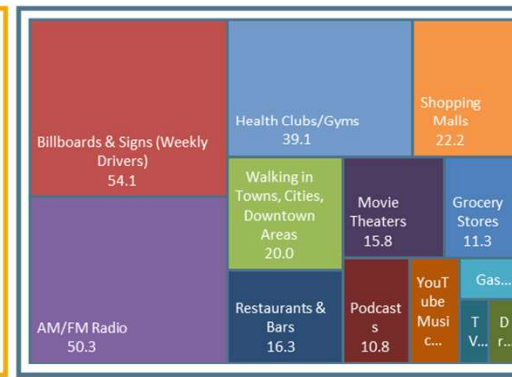
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



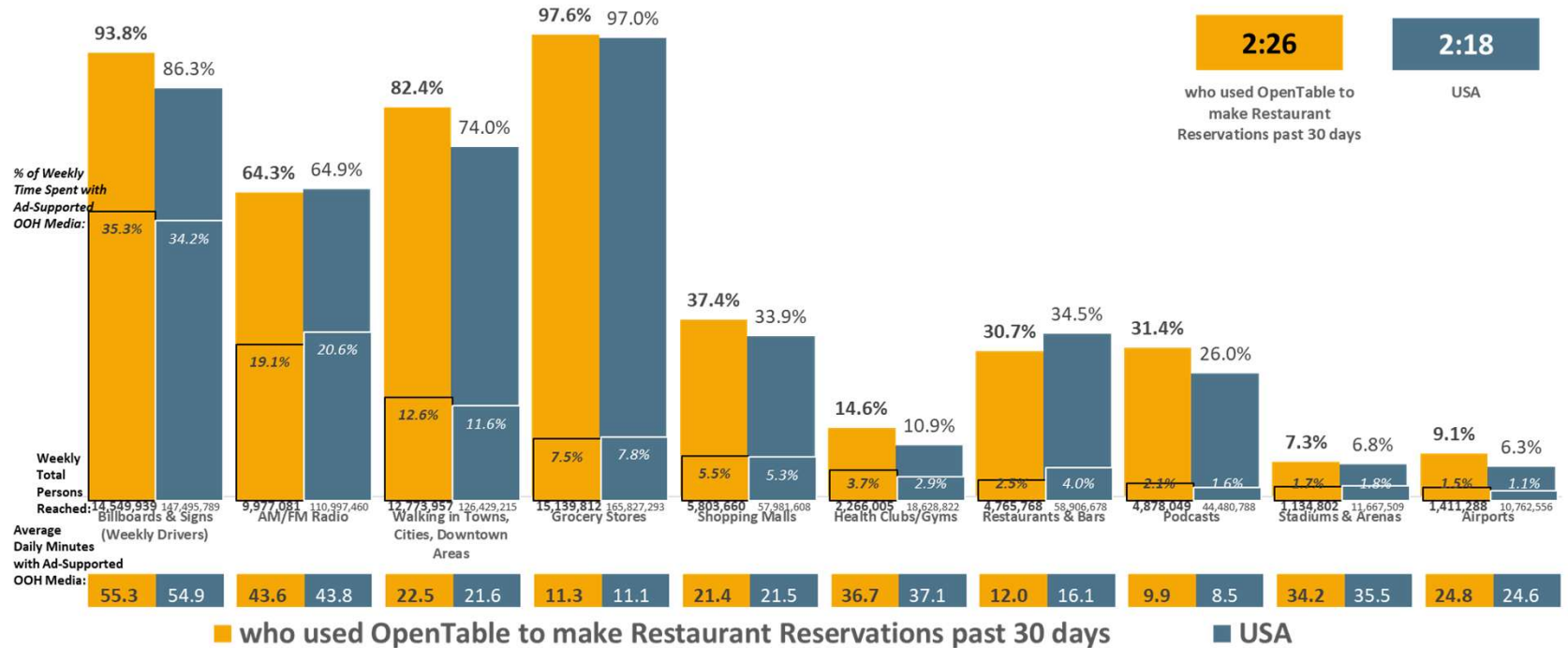


14,549,939 or 93.8% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an average of 55.3 minutes per day driving, seeing Billboards and Signs representing 35.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:26

who used OpenTable to make Restaurant Reservations past 30 days

2:18

USA

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

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

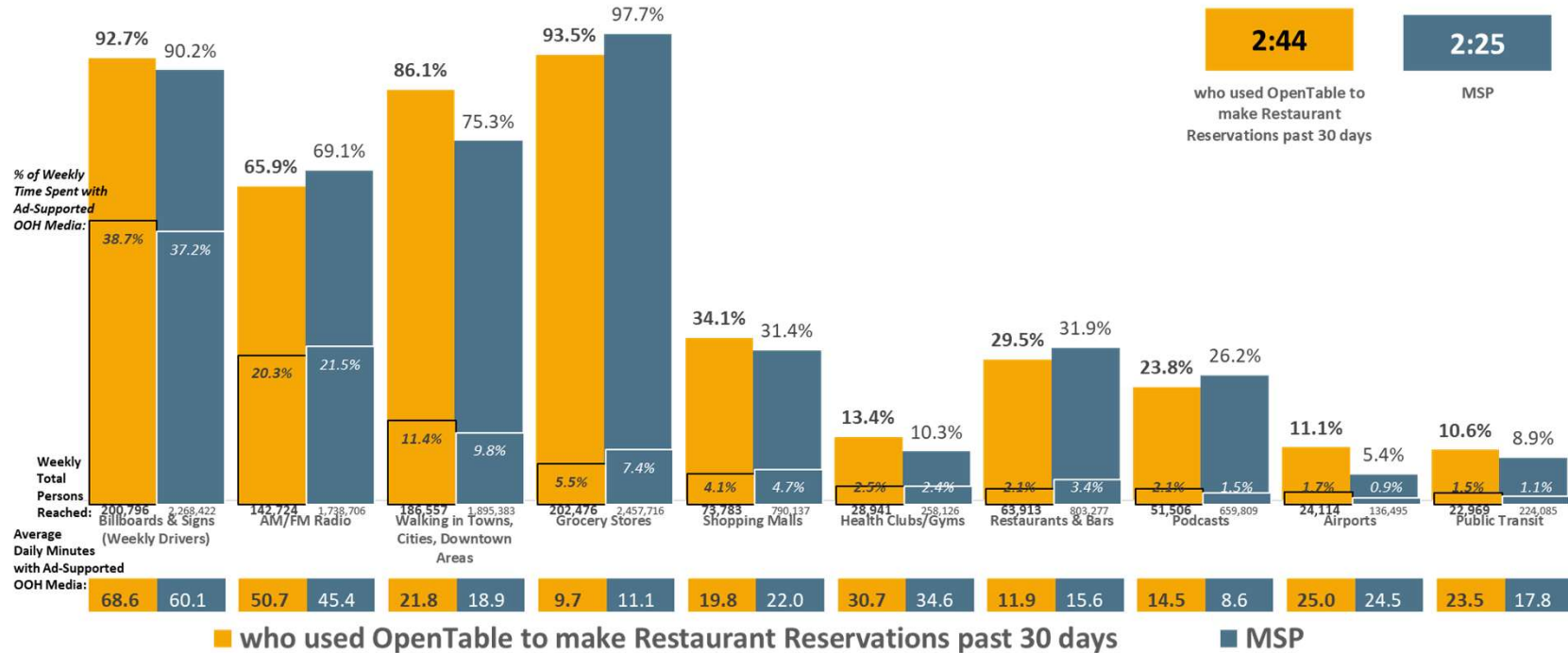


200,796 or 92.7% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an average of 68.6 minutes per day driving, seeing Billboards and Signs representing 38.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 152 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081
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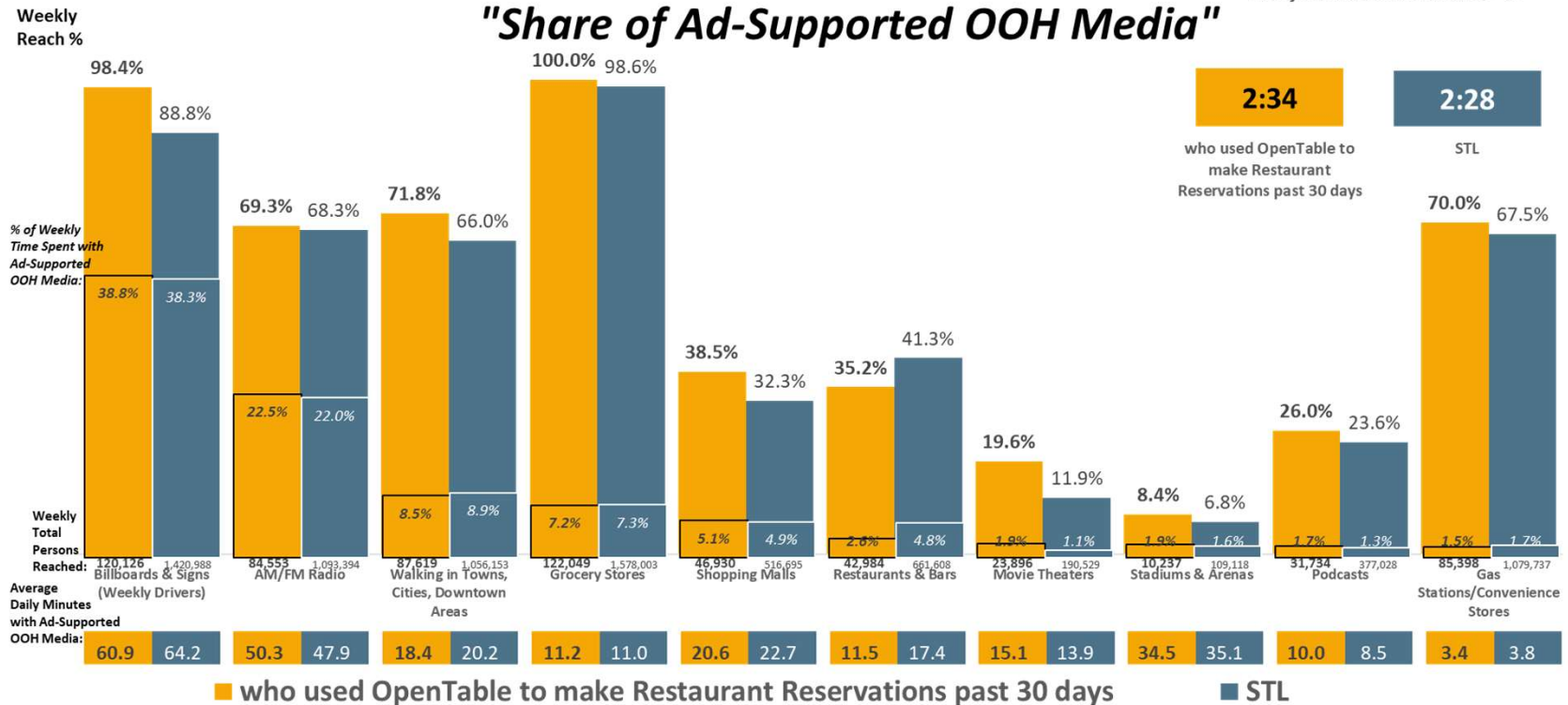
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[(Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days)]



120,126 or 98.4% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an average of 60.9 minutes per day driving, seeing Billboards and Signs representing 38.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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



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ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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

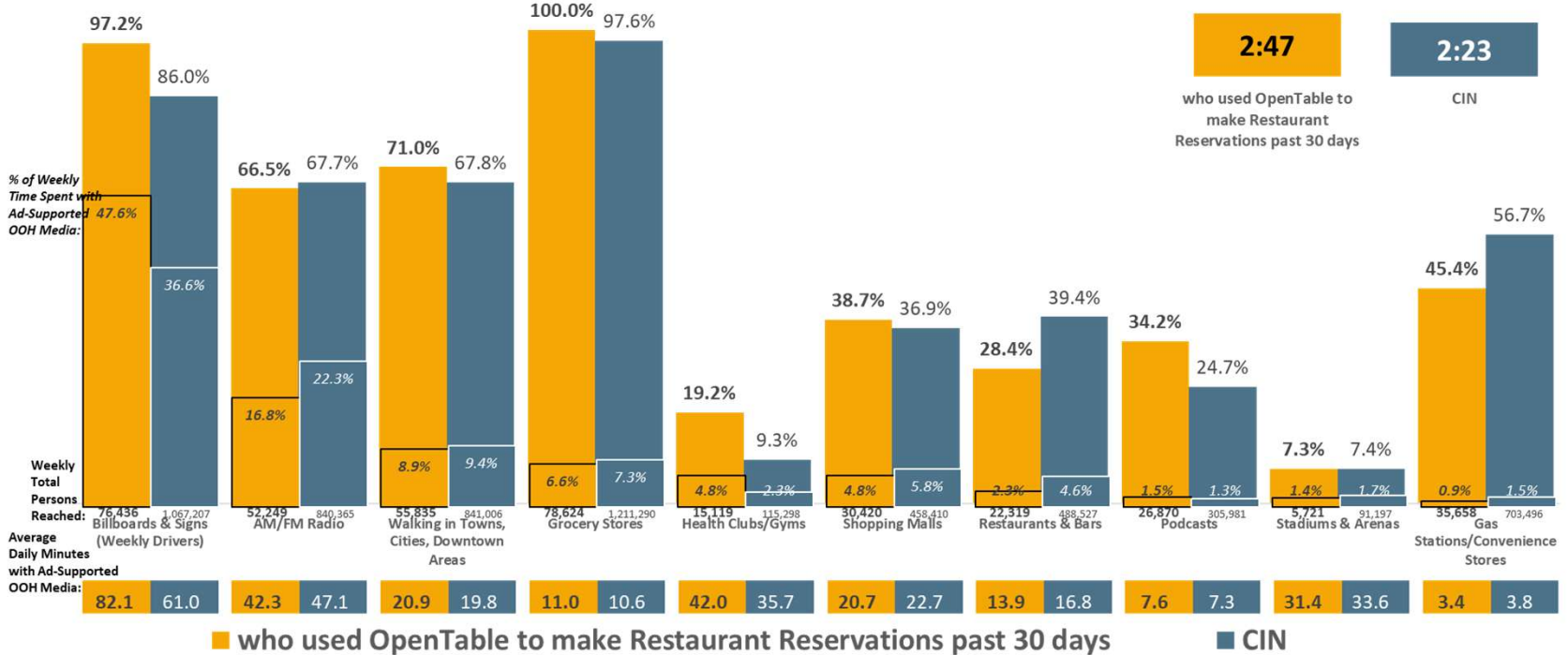


76,436 or 97.2% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an average of 82.1 minutes per day driving, seeing Billboards and Signs representing 47.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 143 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033
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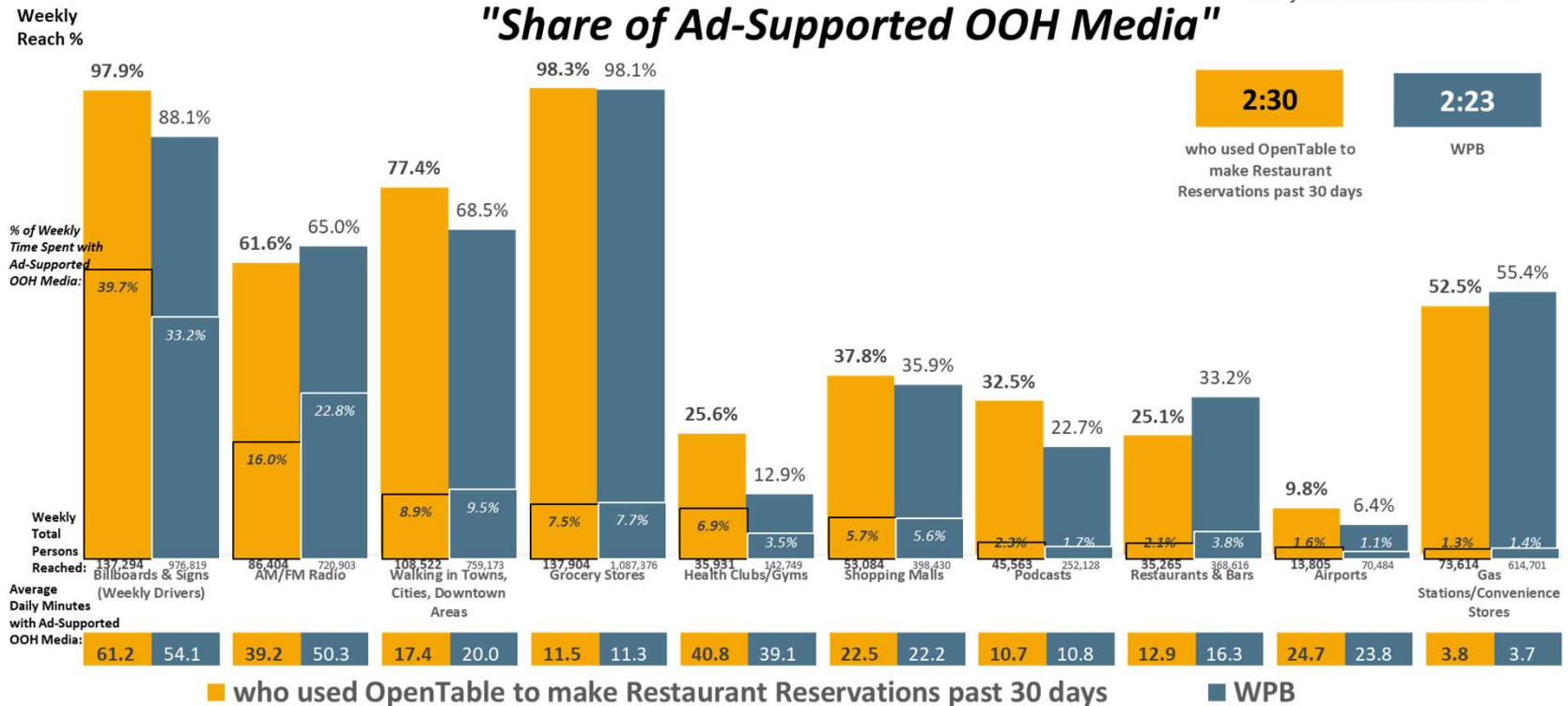
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]



137,294 or 97.9% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an average of 61.2 minutes per day driving, seeing Billboards and Signs representing 39.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 235 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551

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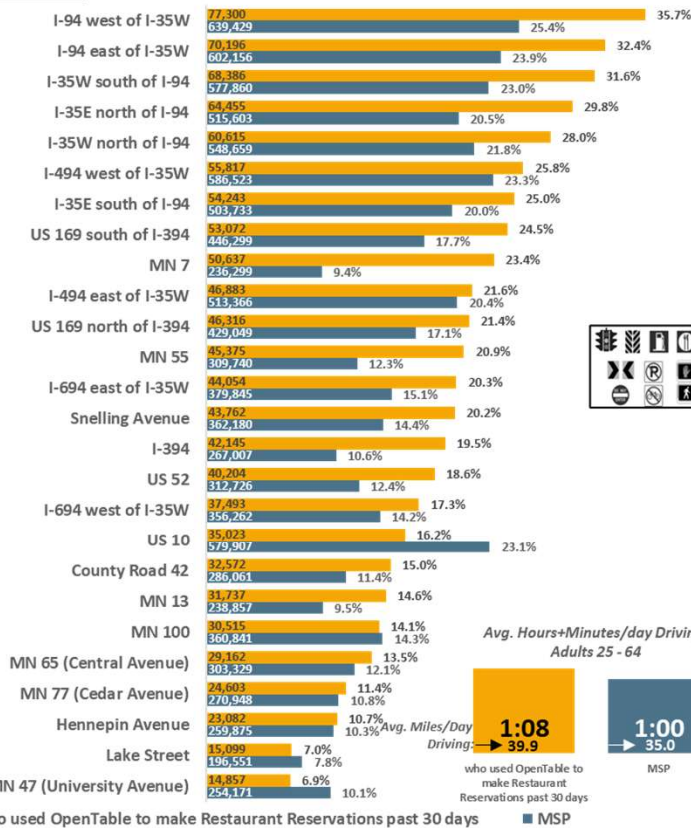
soefa.ai Share of Everything for Anything

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

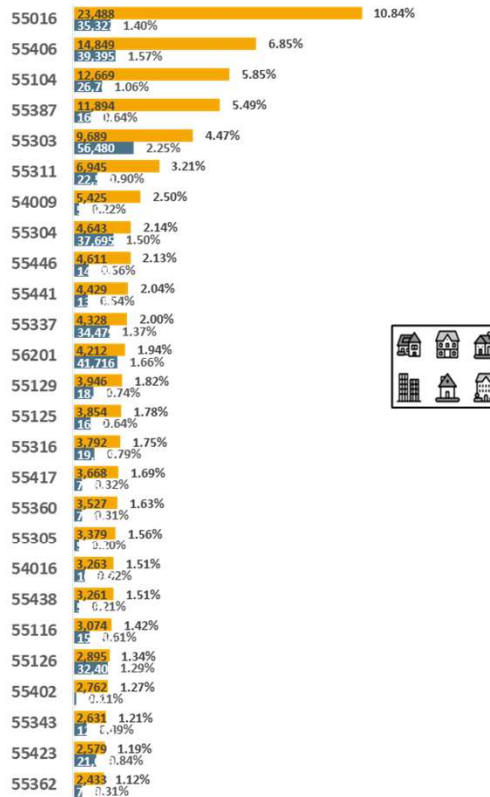


200,796 or 92.7% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an average of 68.6 minutes per day driving an average of 39.9 miles each day and are 148.8% more likely to use MN 7 than the Metro average.

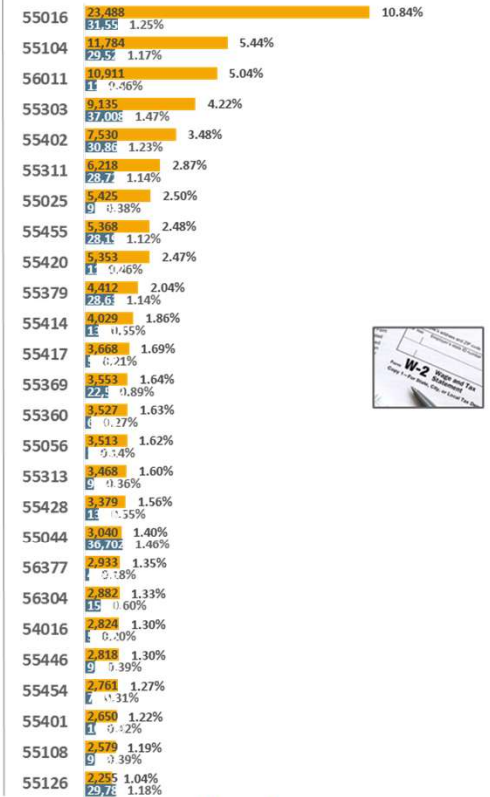
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64



Top-26 Residential Zip Codes: Adults 25 - 64



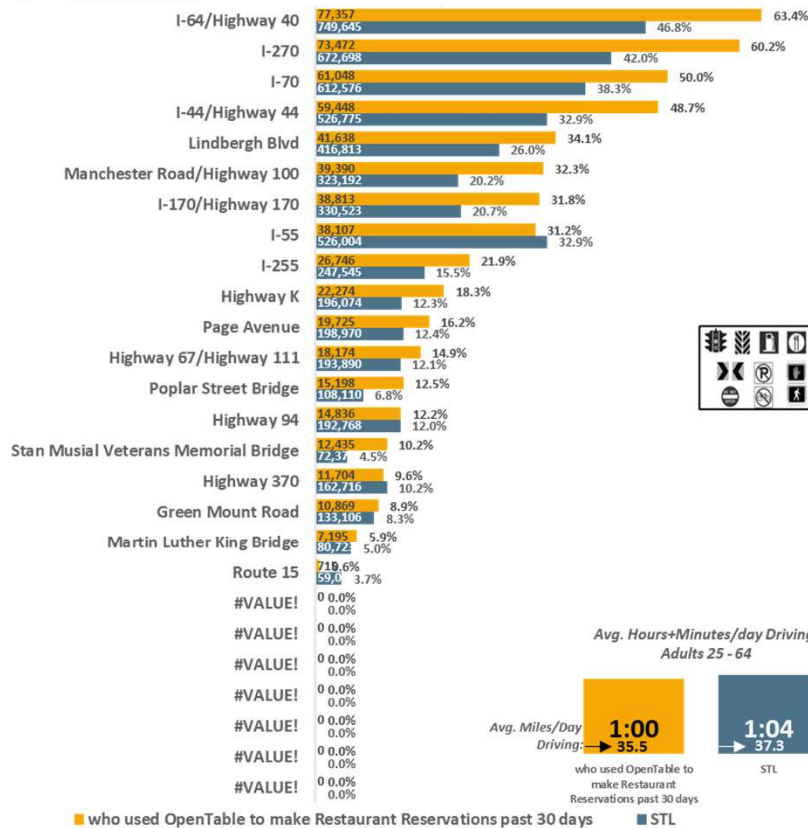
Top-26 Employment Zip Codes: Adults 25 - 64



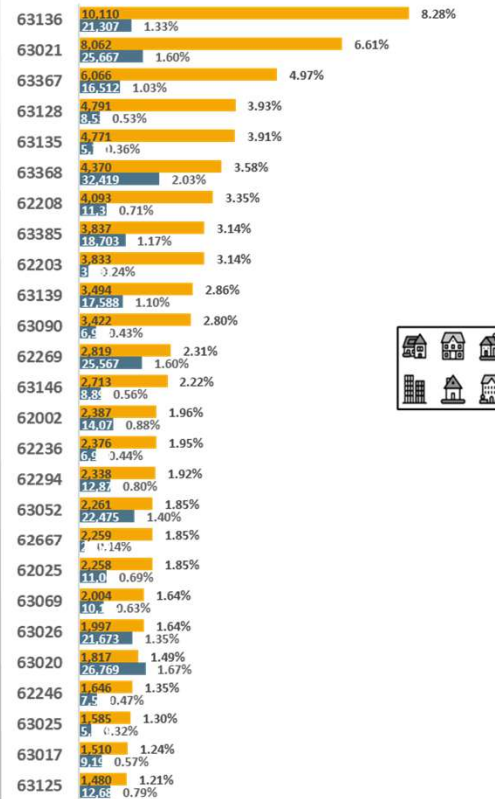


120,126 or 98.4% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an average of 60.9 minutes per day driving an average of 35.5 miles each day and are 125.3% more likely to use Stan Musial Veterans Memorial Bridge th

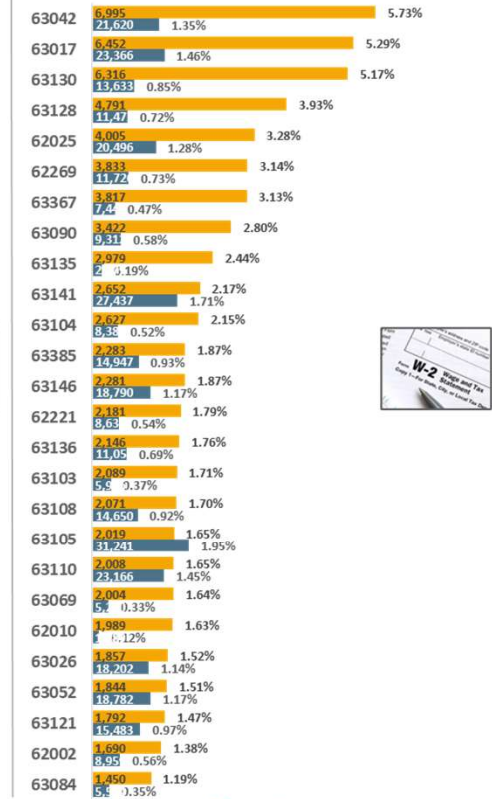
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64



Top-26 Residential Zip Codes: Adults 25 - 64



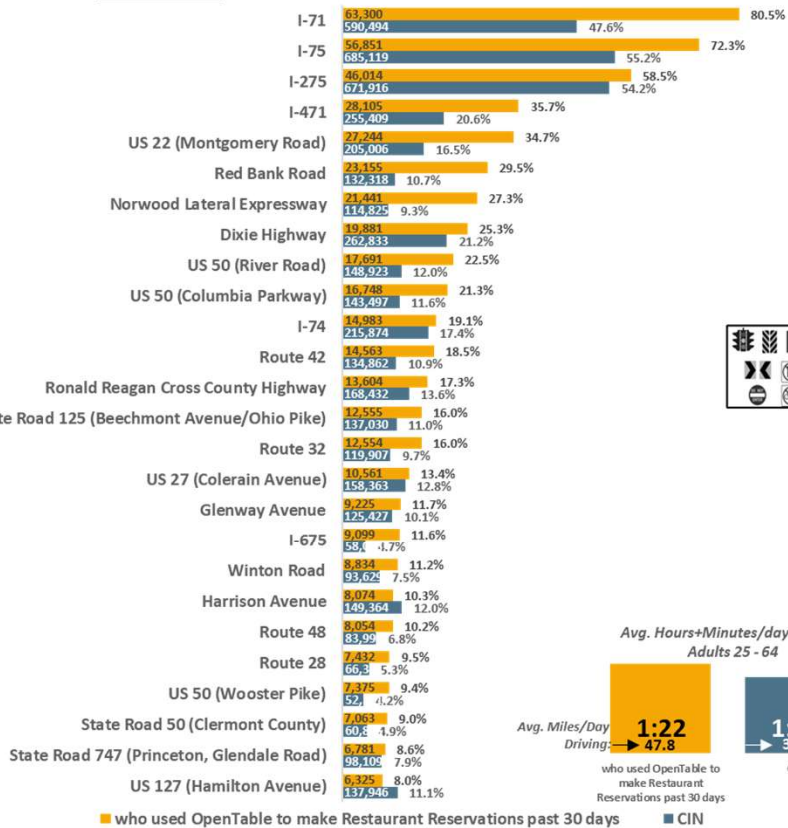
Top-26 Employment Zip Codes: Adults 25 - 64





76,436 or 97.2% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an average of 82.1 minutes per day driving an average of 47.8 miles each day and are 194.7% more likely to use Norwood Lateral Expressway than the Metr

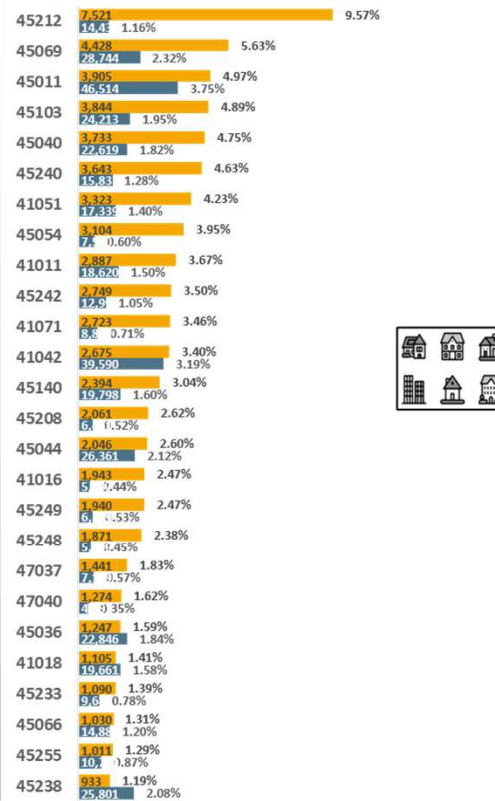
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64



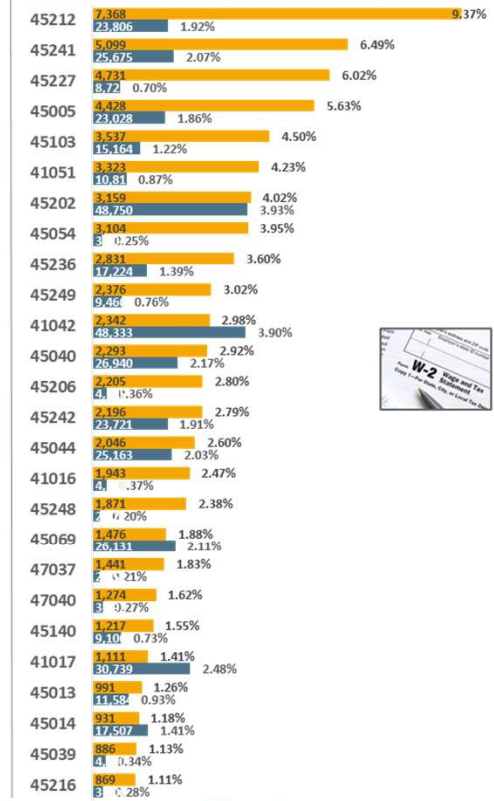
Avg. Hours+Minutes/day Driving:
Adults 25 - 64



Top-26 Residential Zip Codes: Adults 25 - 64



Top-26 Employment Zip Codes: Adults 25 - 64

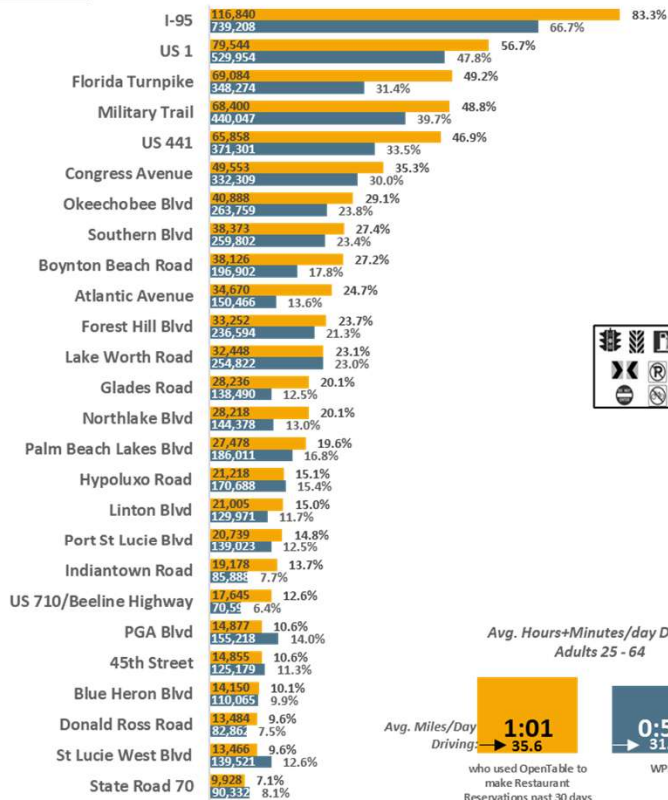


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137,294 or 97.9% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days spend an average of 61.2 minutes per day driving an average of 35.6 miles each day and are 82.2% more likely to use Atlantic Avenue than the Metro average.

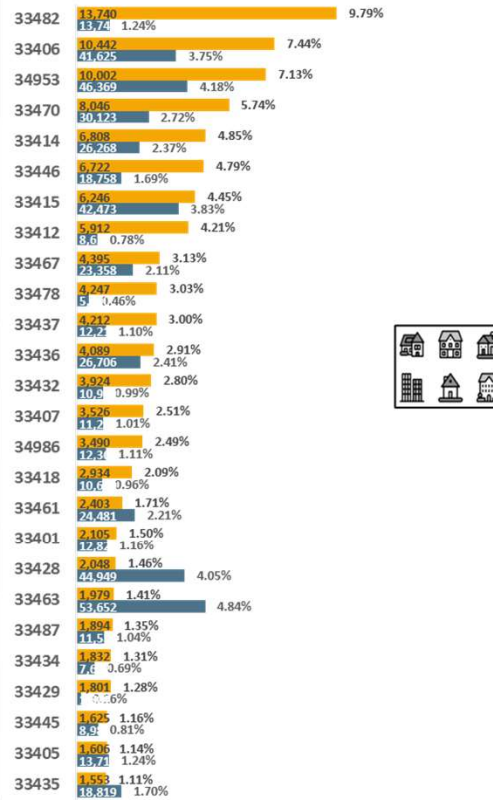
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64



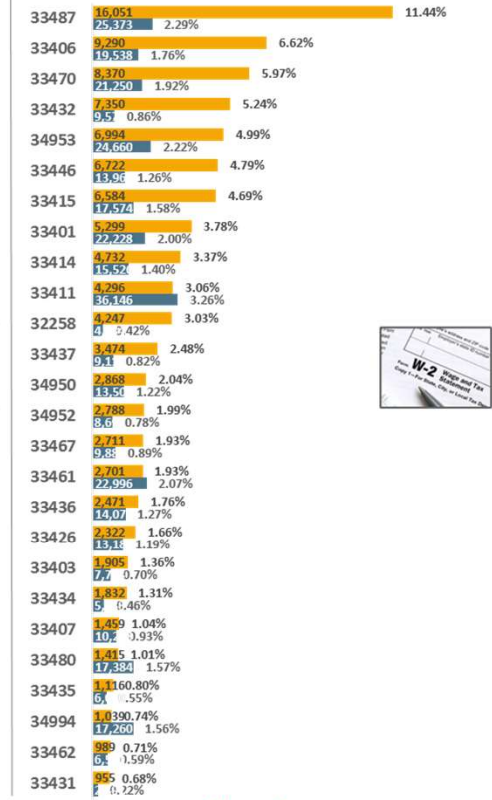
Avg. Hours+Minutes/day Driving:
Adults 25 - 64



Top-26 Residential Zip Codes: Adults 25 - 64

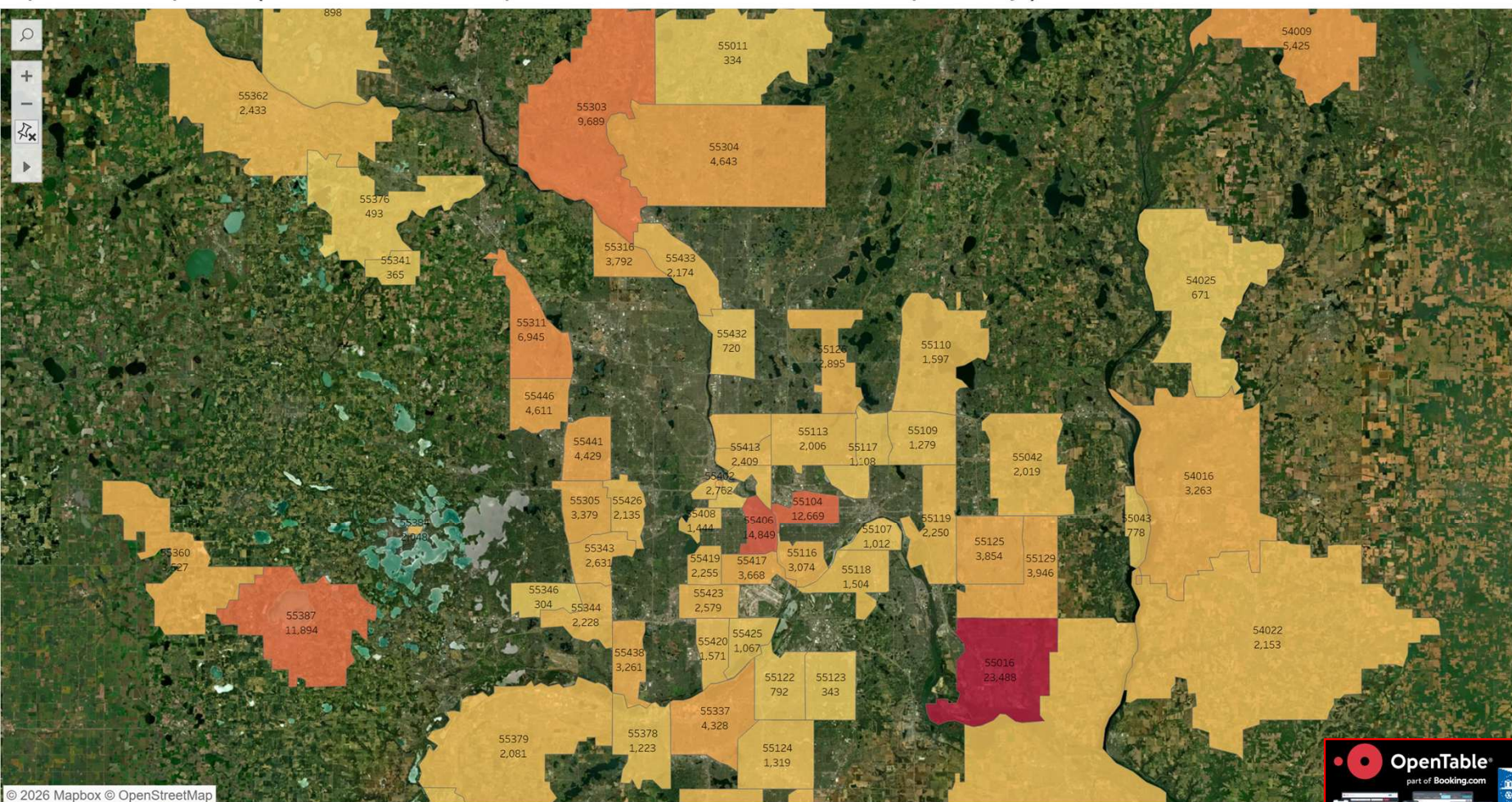


Top-26 Employment Zip Codes: Adults 25 - 64



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



SUM(Adults 25 - 64 wh...
87 23,488

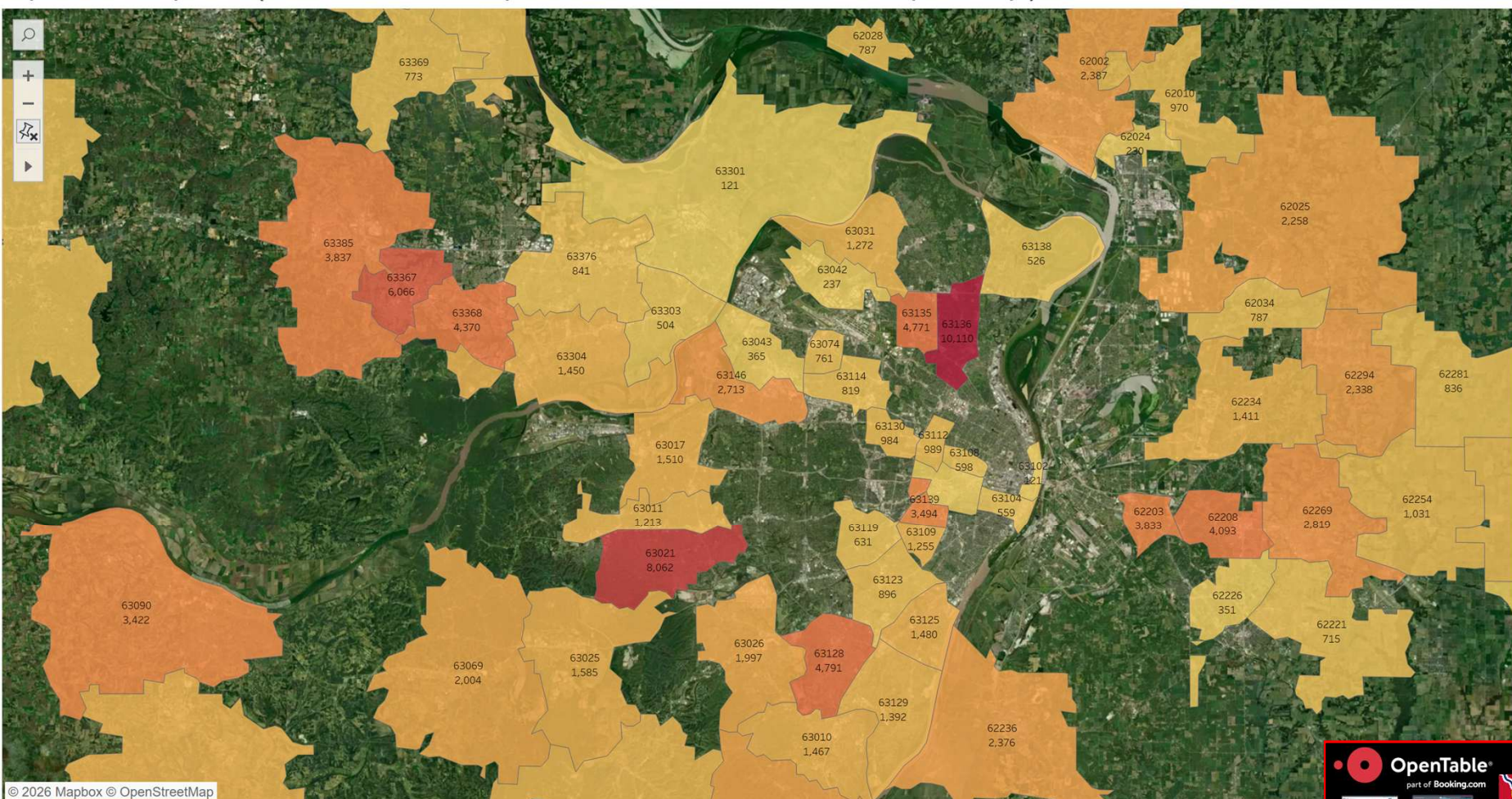


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MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 152
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]

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



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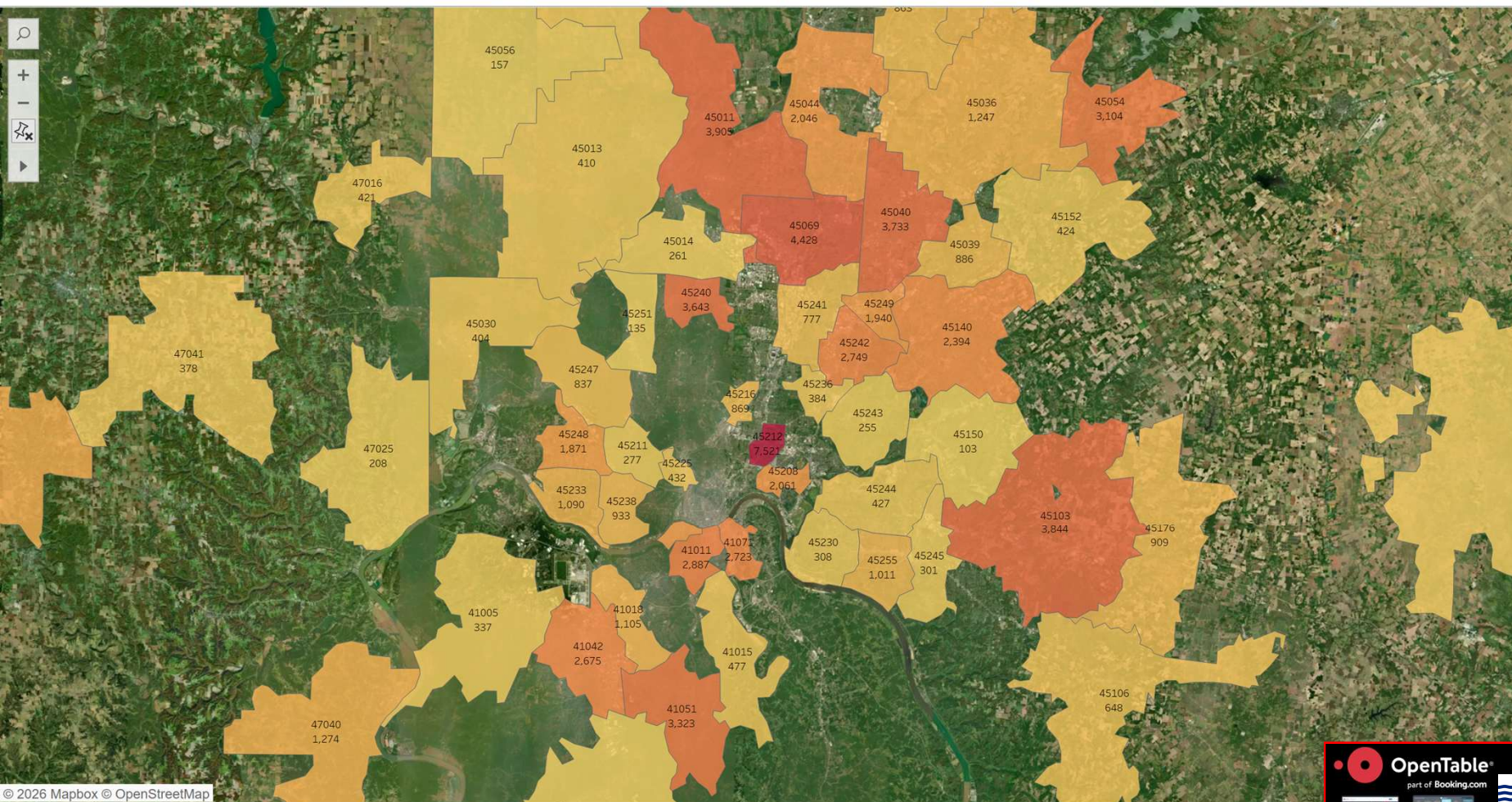
part of Booking.com

STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 176
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]

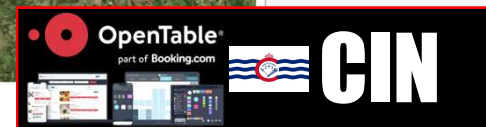
Top Residential Zip Codes: (Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days)



SUM(Adults 25 - 64 wh...



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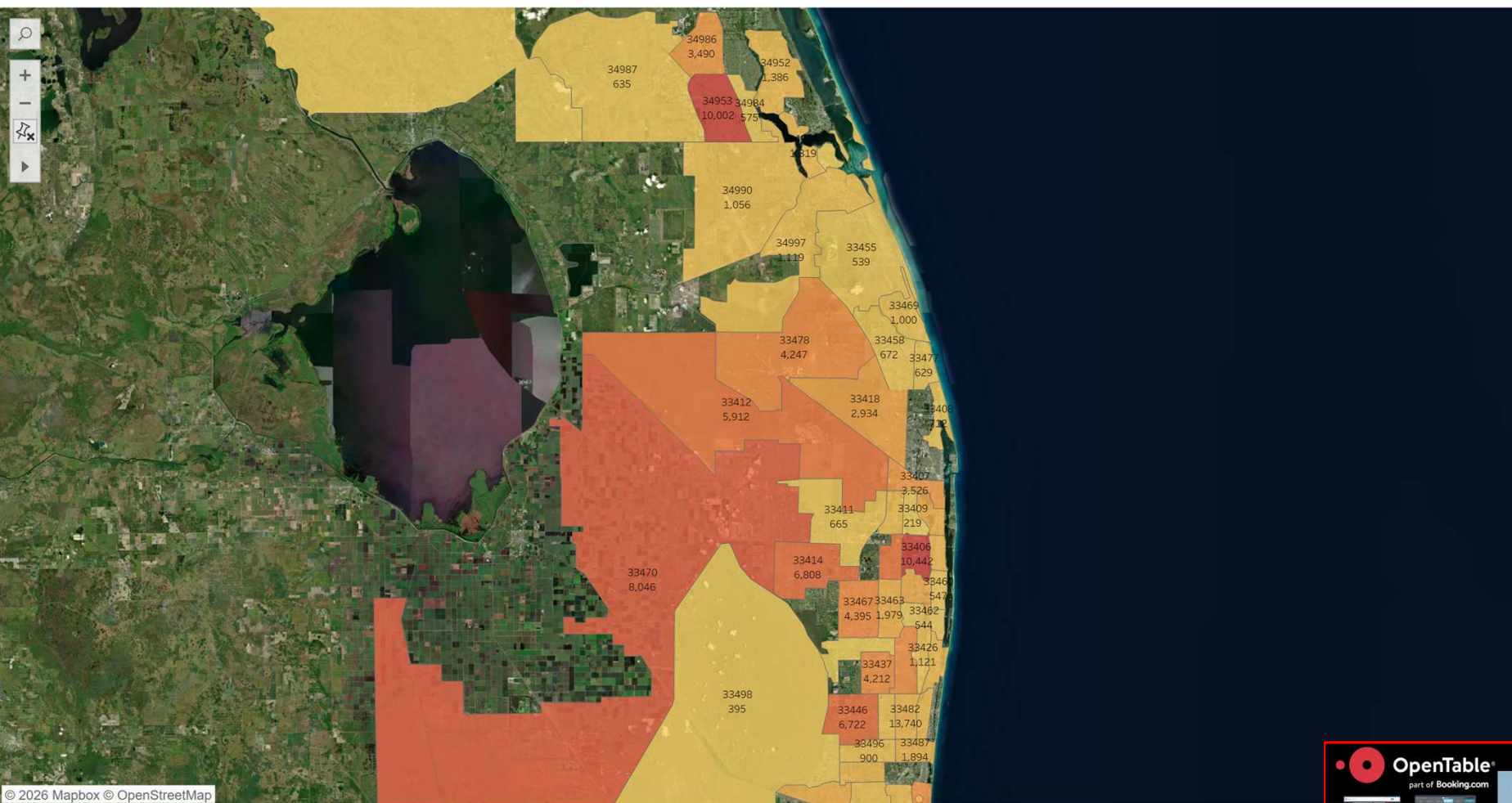
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CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 143

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

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



SUM(Adults 25 - 64 wh...
140 13,740

© 2026 Mapbox © OpenStreetMap

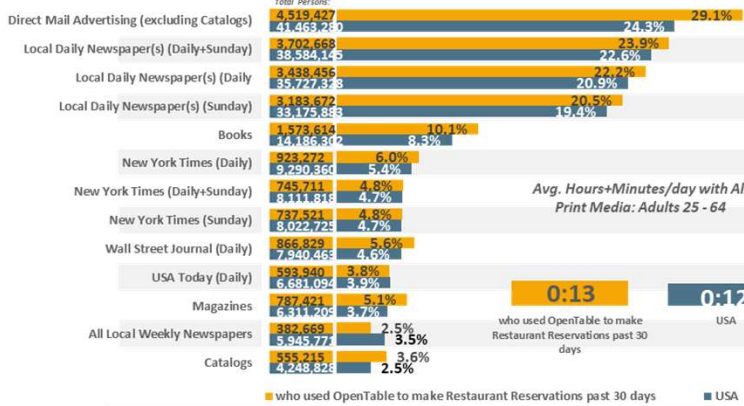
OpenTable[®]
part of Booking.com

WPB



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

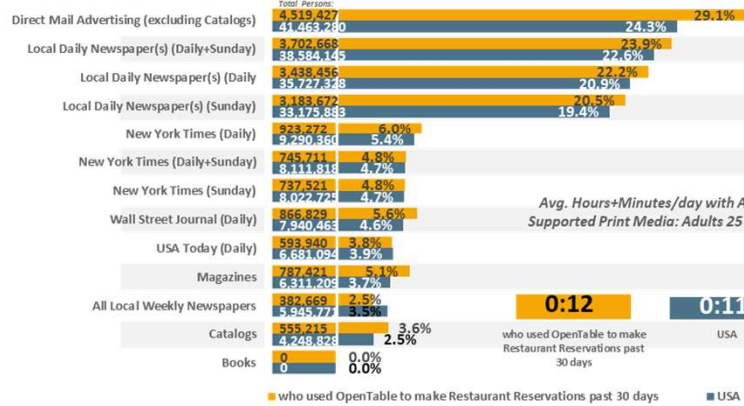
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



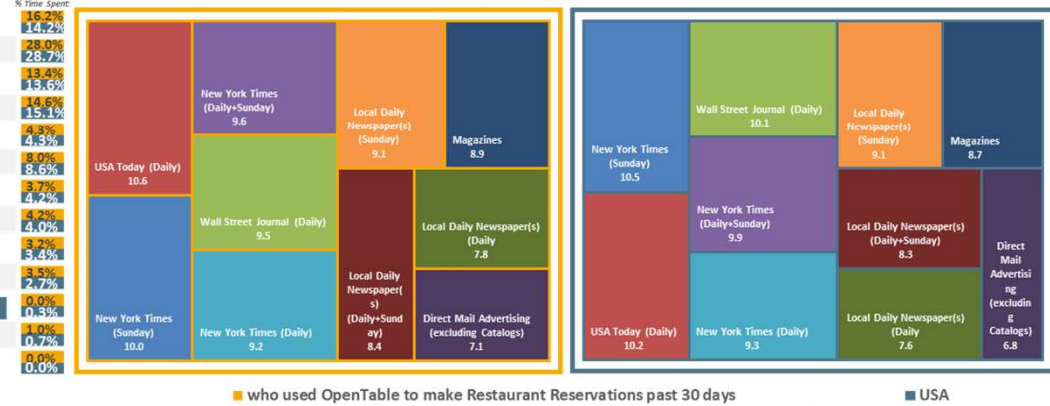
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



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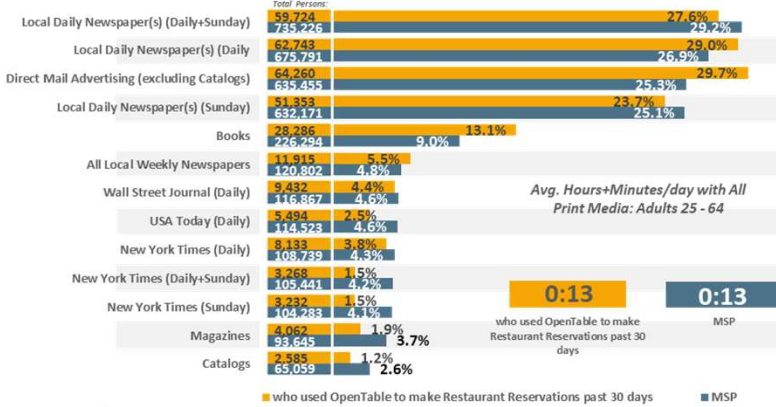
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]



59,724 or 27.6% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.5 minutes every day representing 33.8% of all time spent daily with All forms of Print Medi

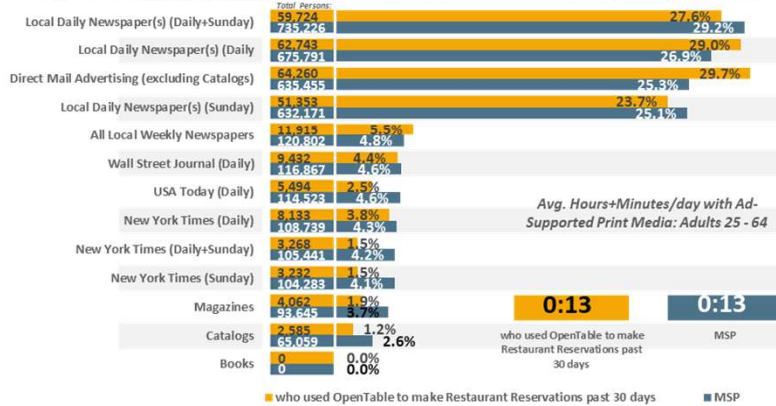
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



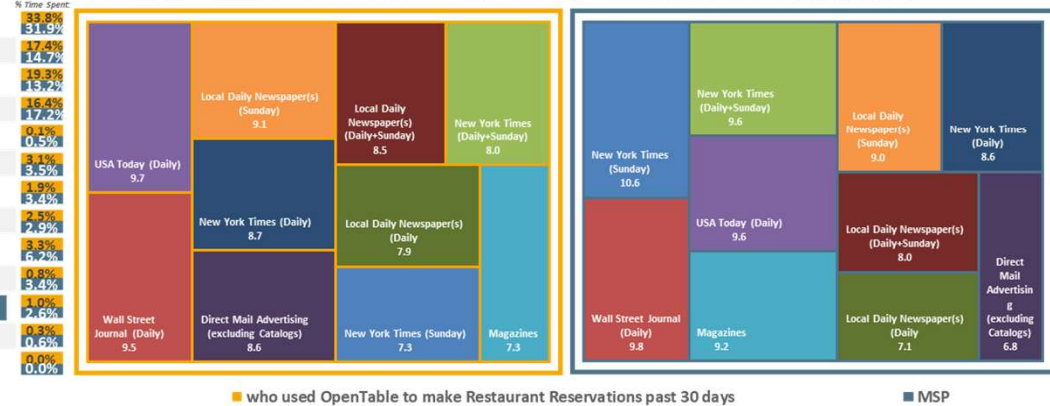
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



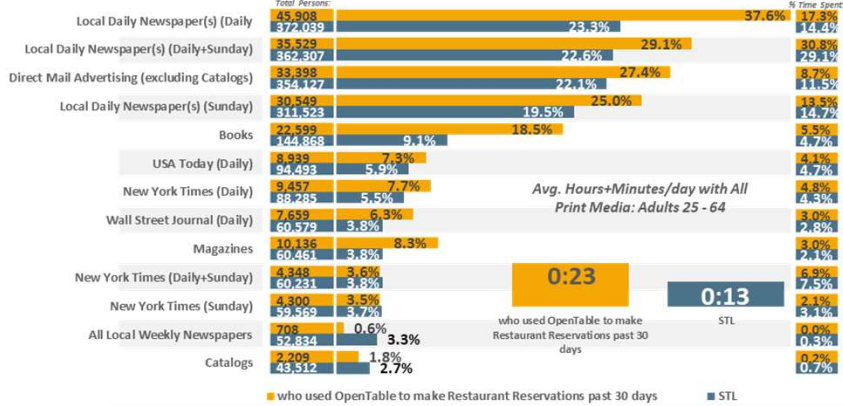
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



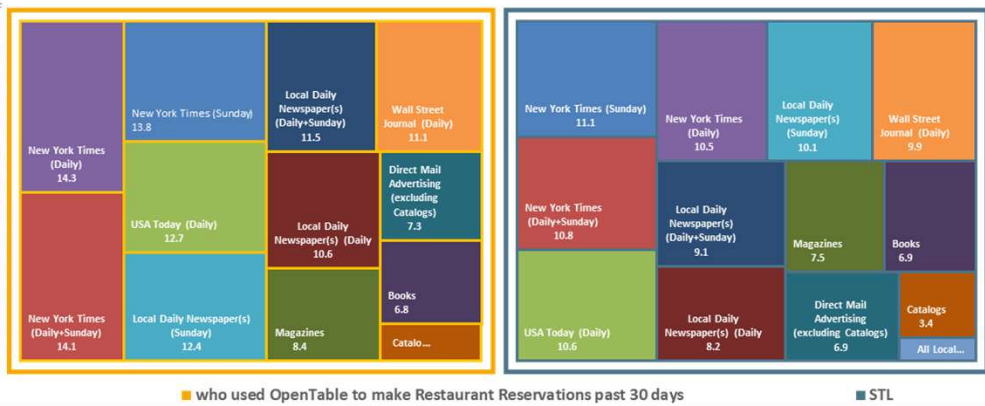


35,529 or 29.1% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.5 minutes every day representing 32.6% of all time spent daily with All forms of Print Med

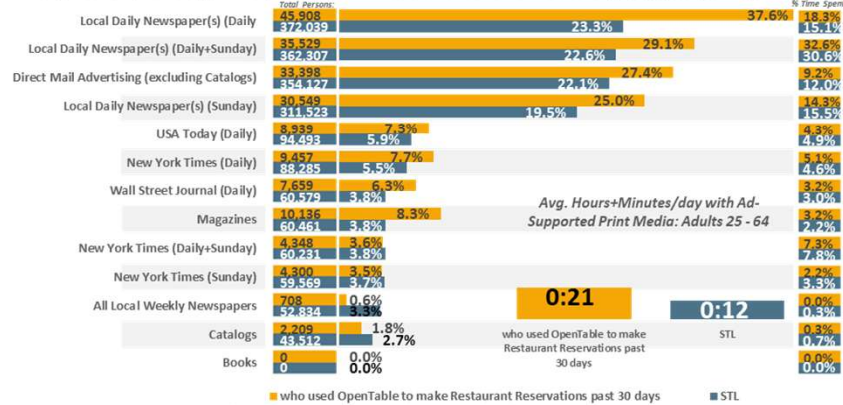
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



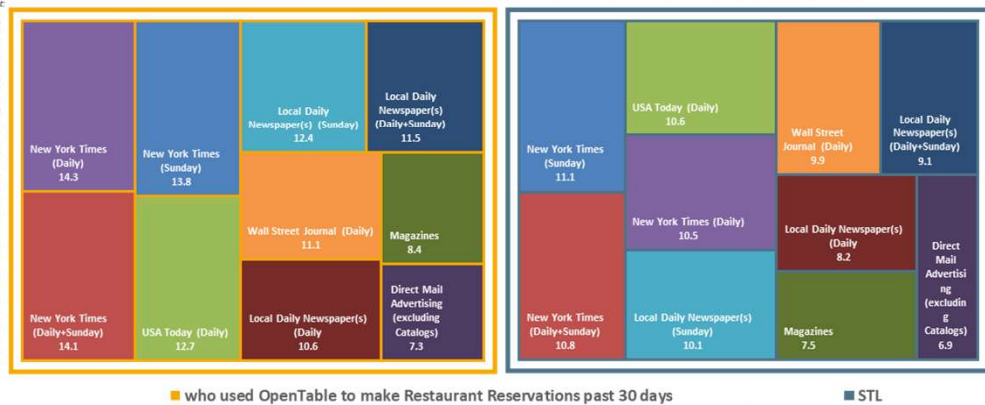
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



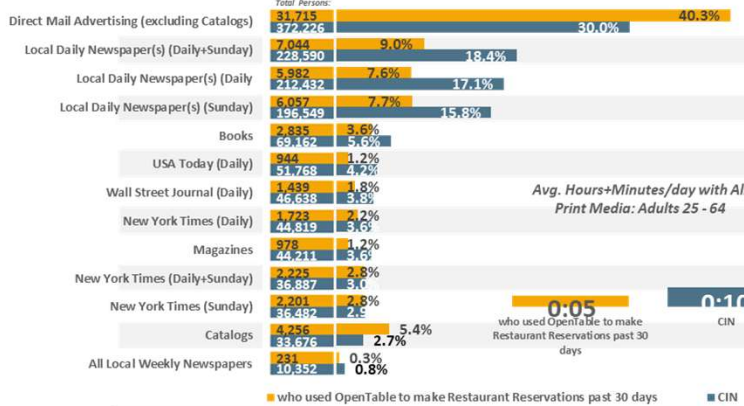
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





31,715 or 40.3% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days read Direct Mail Advertising (excluding Catalogs) for an average of 7.2 minutes every day representing 50.5% of all time spent daily with All forms of Print

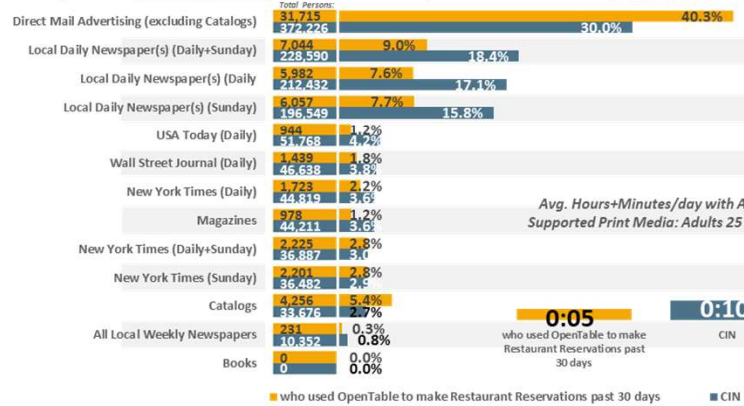
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



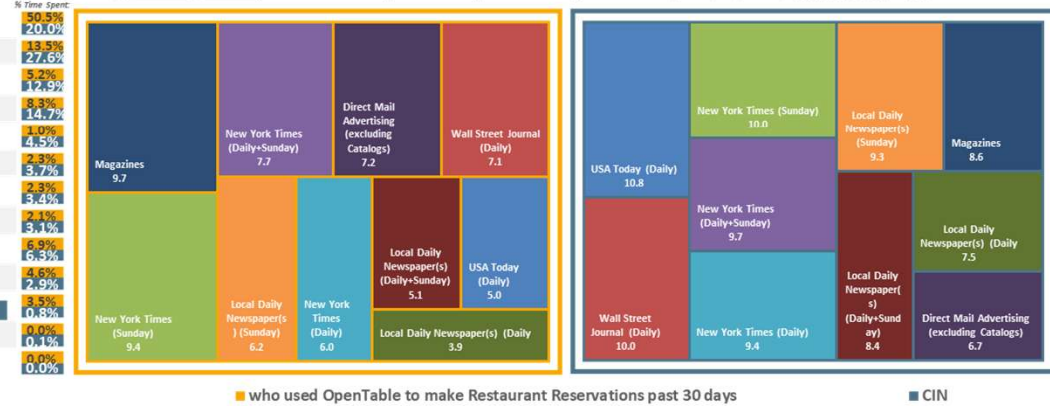
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



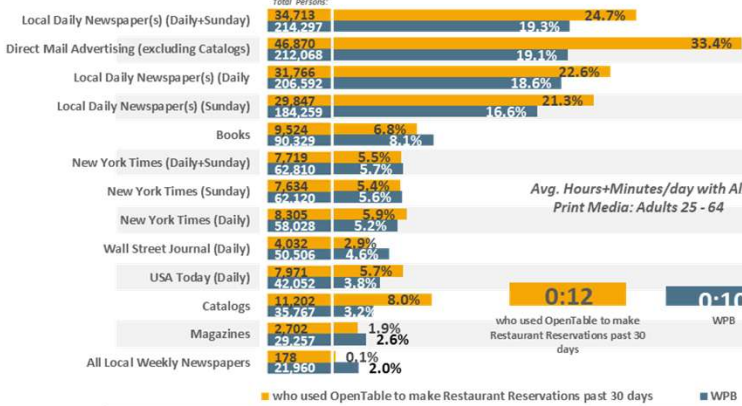
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





34,713 or 24.7% of Adults 25 - 64 who used OpenTable to make Restaurant Reservations past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.3 minutes every day representing 27.2% of all time spent daily with All forms of Print Medi

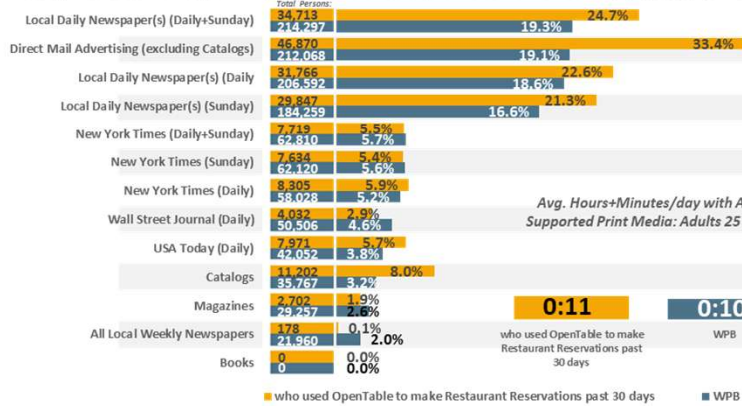
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



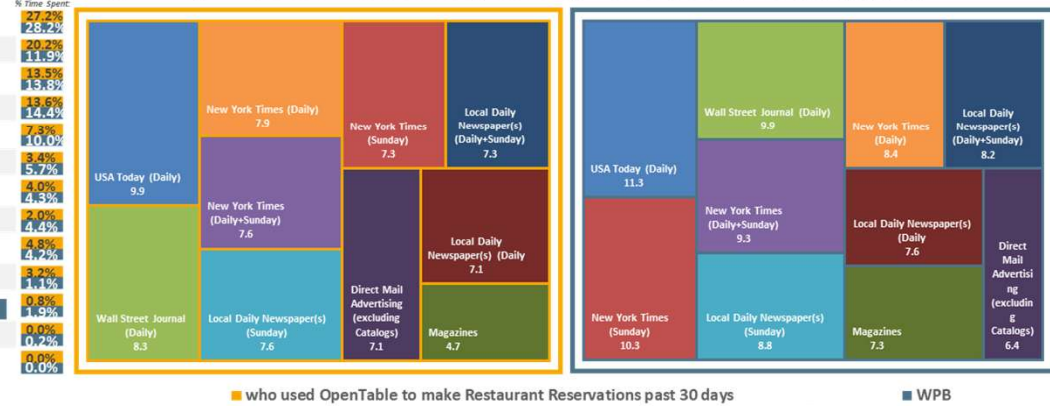
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



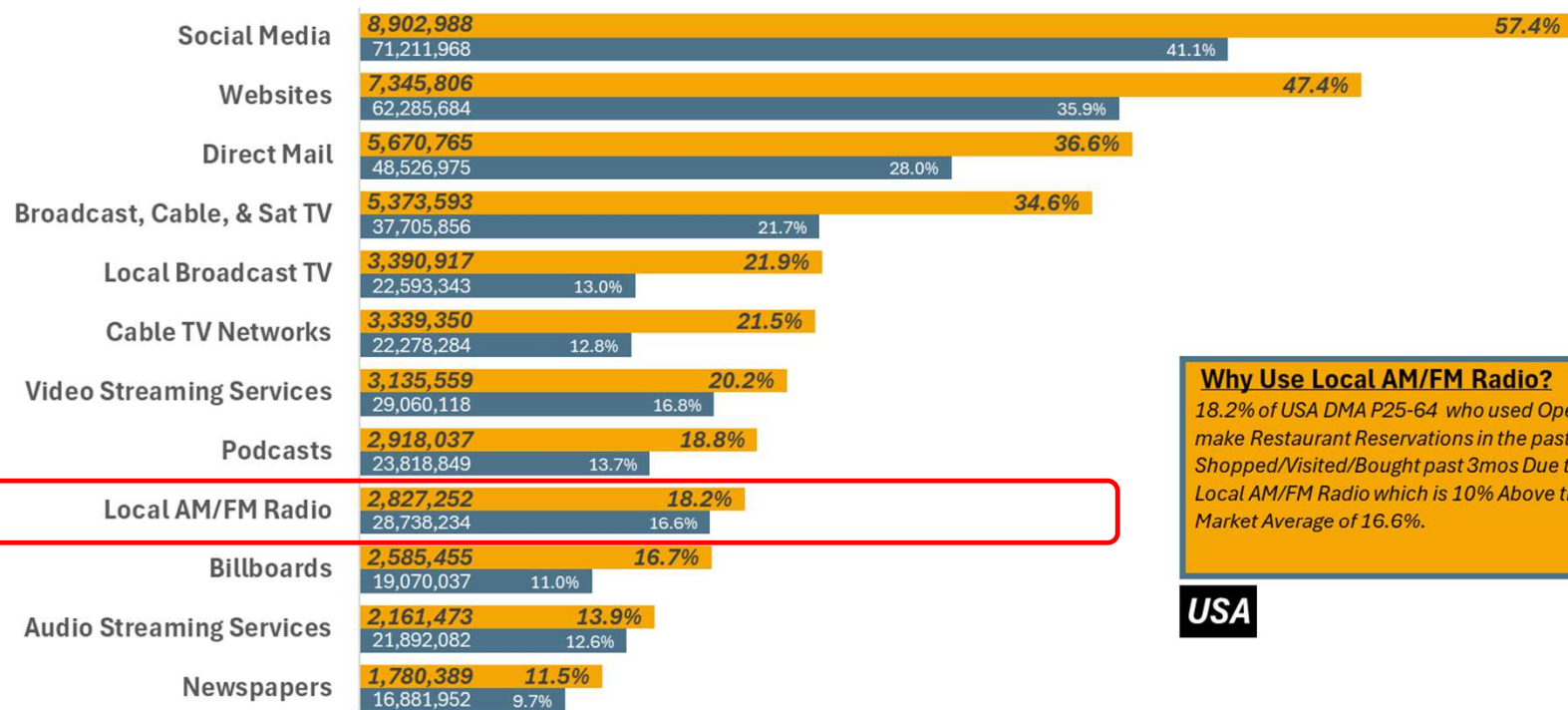
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





"Advertising Actions"

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



Why Use Local AM/FM Radio?

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

USA

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

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

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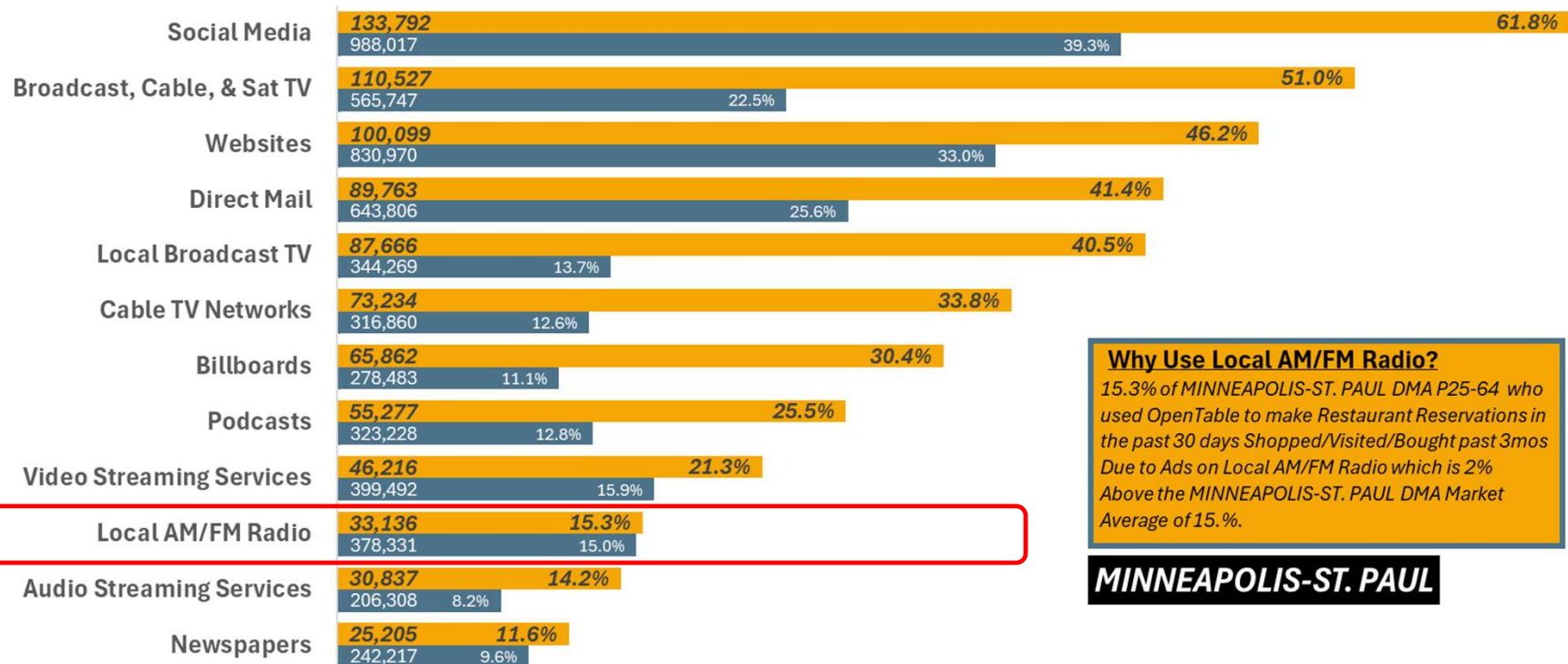
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]



"Advertising Actions"

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



Why Use Local AM/FM Radio?

15.3% of MINNEAPOLIS-ST. PAUL DMA P25-64 who used OpenTable to make Restaurant Reservations in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 2% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 15.0%.

MINNEAPOLIS-ST. PAUL

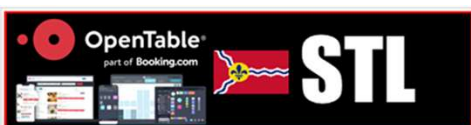
■ P25-64 who used OpenTable to make Restaurant Reservations in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P25-64 MINNEAPOLIS-ST. PAUL AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 112
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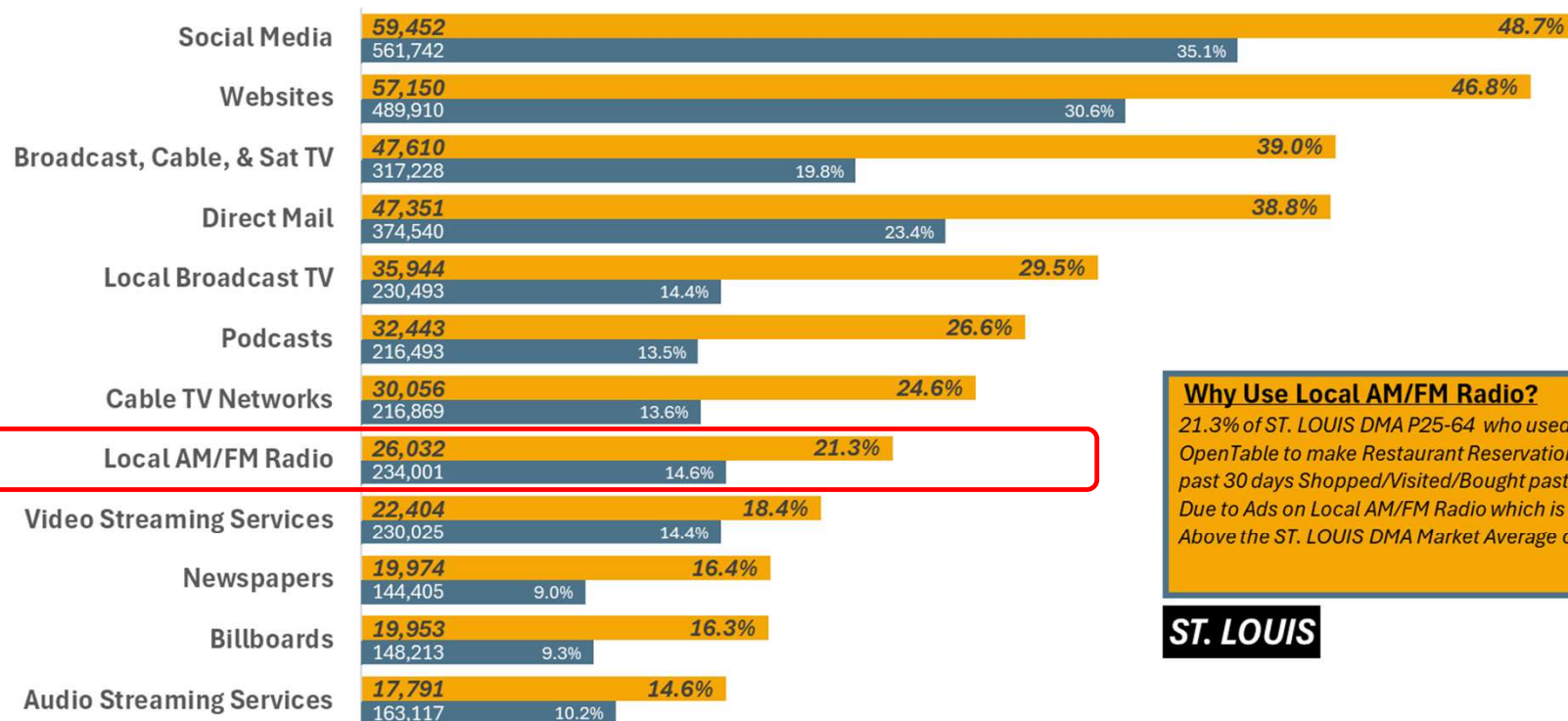
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]



"Advertising Actions"

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



Why Use Local AM/FM Radio?

21.3% of ST. LOUIS DMA P25-64 who used OpenTable to make Restaurant Reservations in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 46% Above the ST. LOUIS DMA Market Average of 14.6%.

ST. LOUIS

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

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

ST. LOUIS DMA Scarborough R2 2025: Aug 24-Jul 25 Qual Intab: 125
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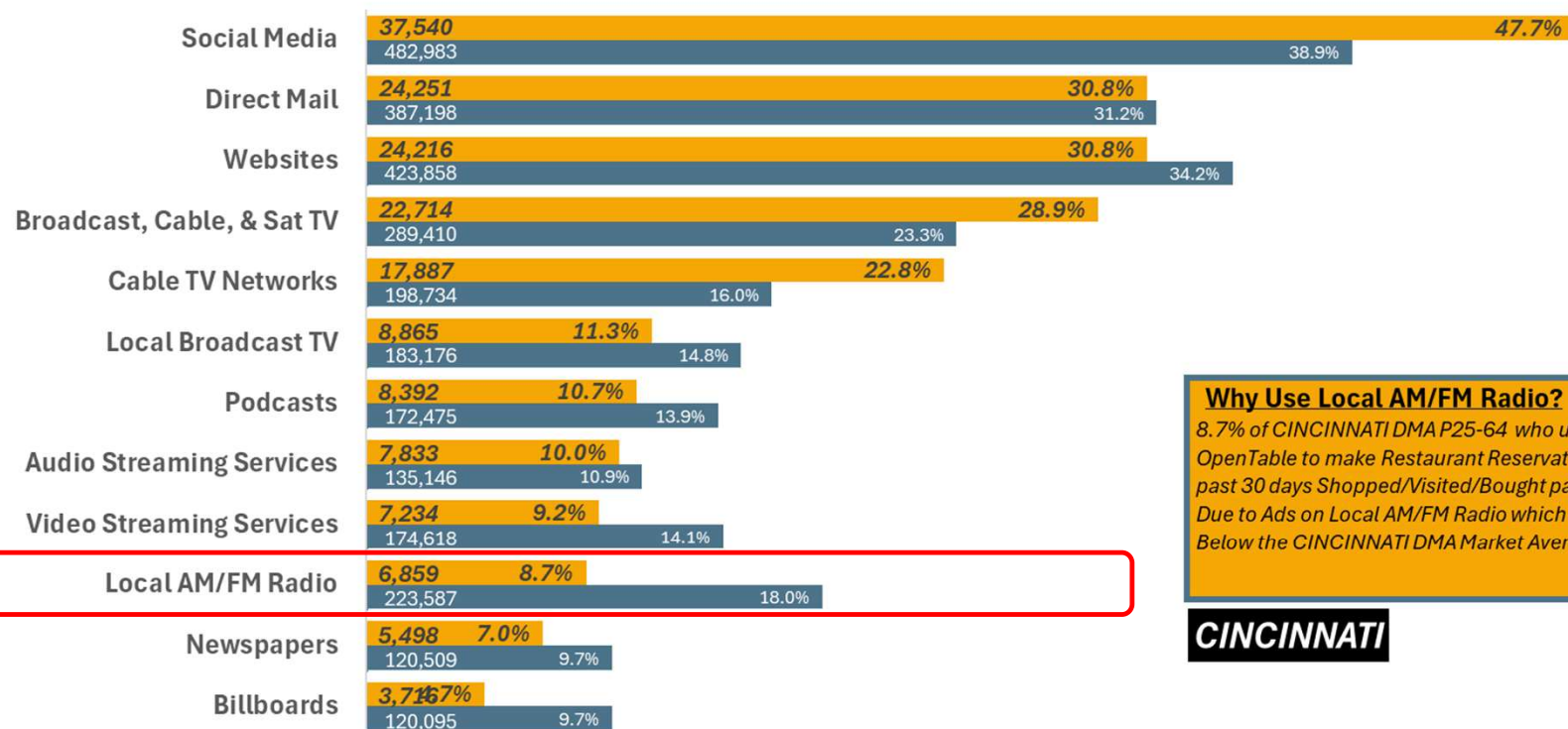
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]



"Advertising Actions"

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



Why Use Local AM/FM Radio?

8.7% of CINCINNATI DMA P25-64 who used OpenTable to make Restaurant Reservations in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -52% Below the CINCINNATI DMA Market Average of 18.0%.

CINCINNATI

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

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

CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 91
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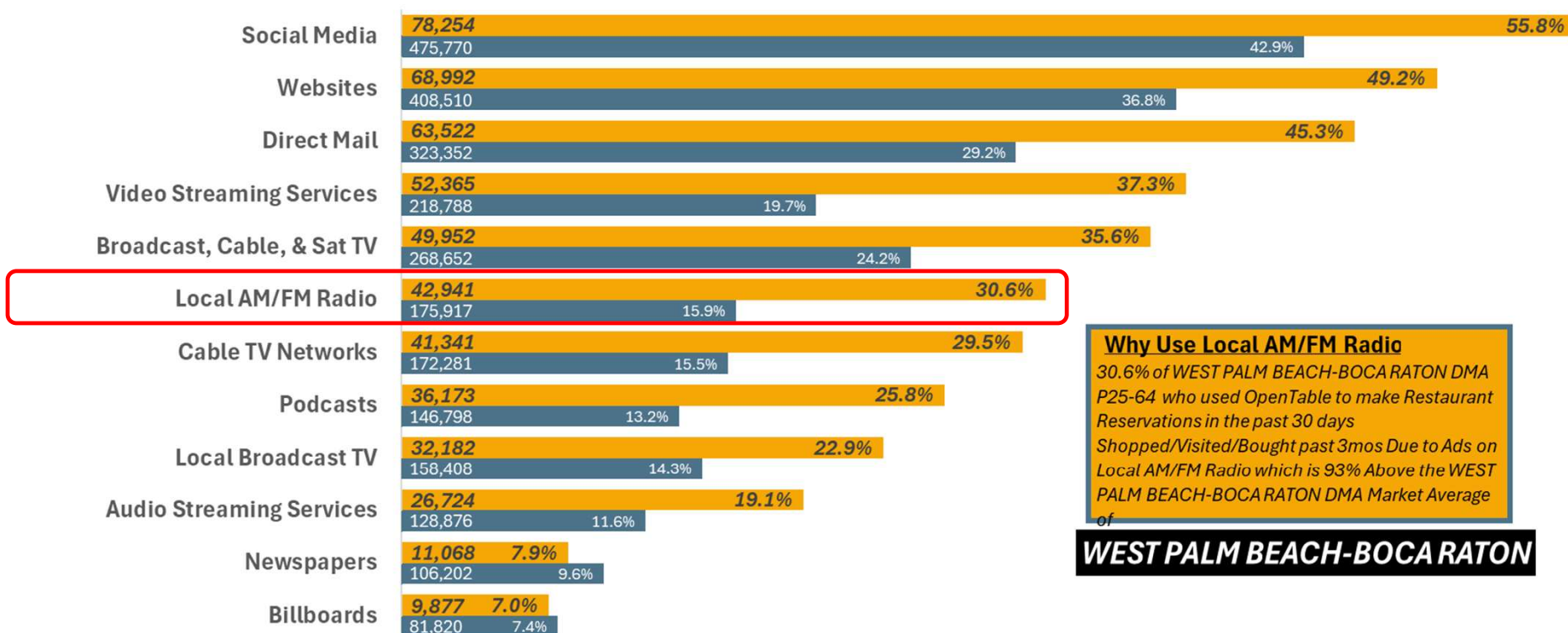
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: OpenTable AND Any restaurant used past 30 days: Any sit-down restaurant past 30 days]]



"Advertising Actions"

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



Why Use Local AM/FM Radio
30.6% of WEST PALM BEACH-BOCA RATON DMA
P25-64 who used OpenTable to make Restaurant
Reservations in the past 30 days
Shopped/Visited/Bought past 3mos Due to Ads on
Local AM/FM Radio which is 93% Above the WEST
PALM BEACH-BOCA RATON DMA Market Average
of

WEST PALM BEACH-BOCA RATON

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

■ P25-64 WEST PALM BEACH-BOCA RATON AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 129

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