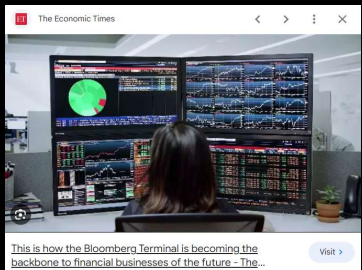


# USA+4 More DMAs – P18+ who Used CHIPOTLE One or More Times in the past 30 days!

## Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA P18+ who Used CHIPOTLE One or More Times in the past 30 days as of March 31, 2026.



# P18+

Vanguard BlackRock

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

Quick service restaurants used past 30 days: Chipotle





15.4% or 42,116,522 of USA DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days.  
 Typical Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are 42. years old  
 (13.9% younger than average) and have a \$139,430 (18.9% higher than average) annual household income.

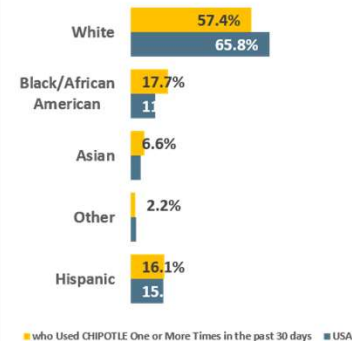
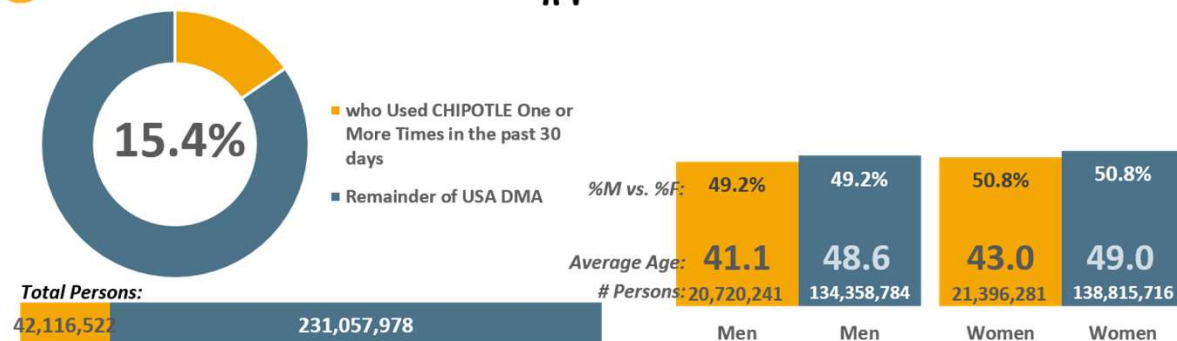


Percent of Market: Adults 18 or older

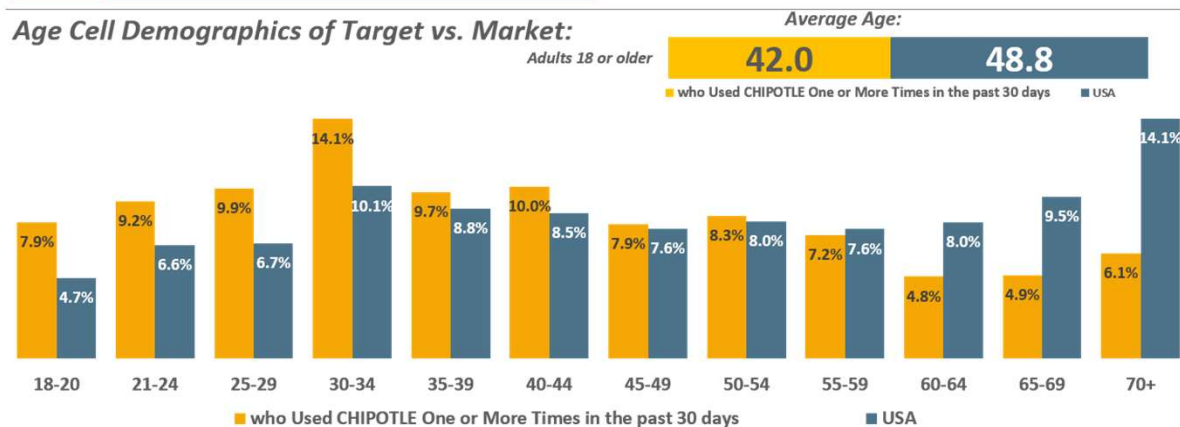


Gender of Target vs. Market: Adults 18 or older

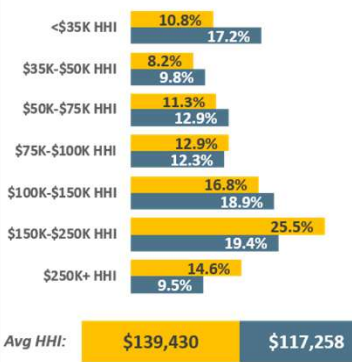
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 3,915  
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Quick service restaurants used past 30 days: Chipotle





15.1% or 589,050 of MSP DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days. Typical Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are 42.3 years old (13.6% younger than average) and have a \$131,986 (15.3% higher than average) annual household income.

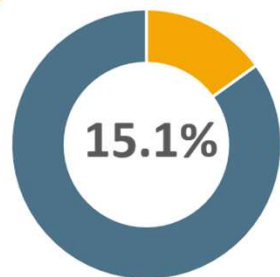


## Percent of Market: Adults 18 or older



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

## Ethnicity of Target vs. Market:



- who Used CHIPOTLE One or More Times in the past 30 days
- Remainder of MSP DMA

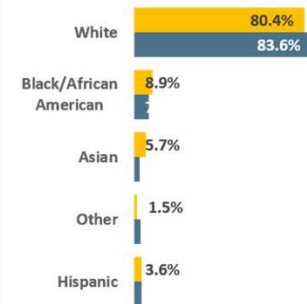
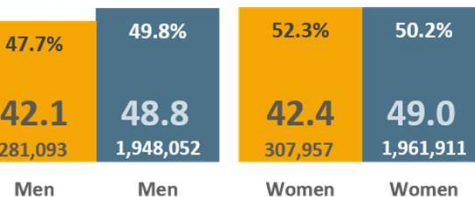
Total Persons:



%M vs. %F:

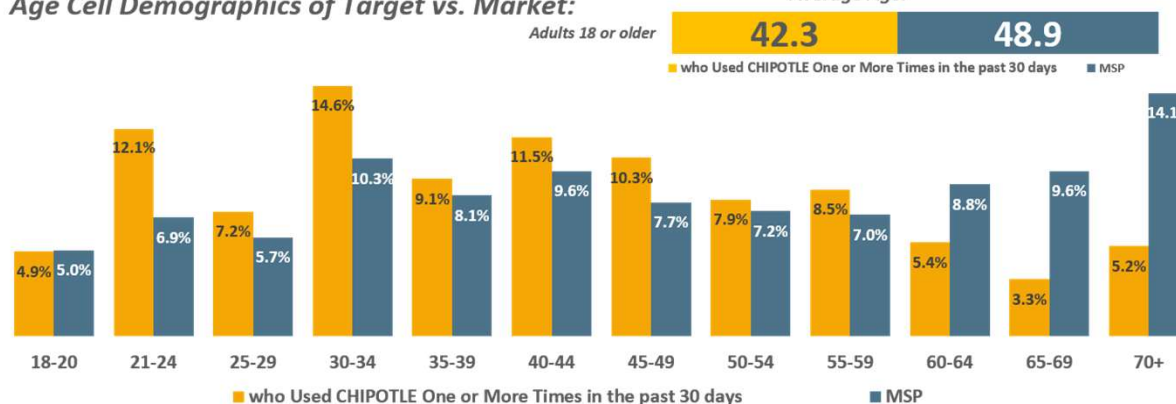
Average Age:

# Persons:

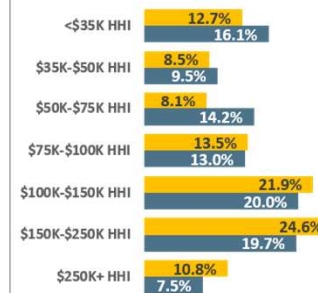


## Age Cell Demographics of Target vs. Market:

Average Age:



## HHI of Target vs. Market:



Avg HHI: \$131,986 (Chipotle) vs \$114,452 (Market)



7.6% or 191,394 of STL DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days. Typical Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are 40.1 years old (19.9% younger than average) and have a \$115,247 (10.9% higher than average) annual household income.

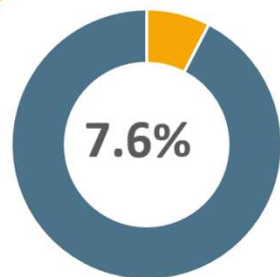


## Percent of Market: Adults 18 or older



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

## Ethnicity of Target vs. Market:



- who Used CHIPOTLE One or More Times in the past 30 days
- Remainder of STL DMA

Total Persons:

191,394 2,325,000

%M vs. %F:

Average Age:

# Persons:

	46.6%	48.7%	53.4%	51.3%
	39.1	49.5	41.1	49.4
	89,226	1,225,116	102,168	1,291,278
	Men	Men	Women	Women

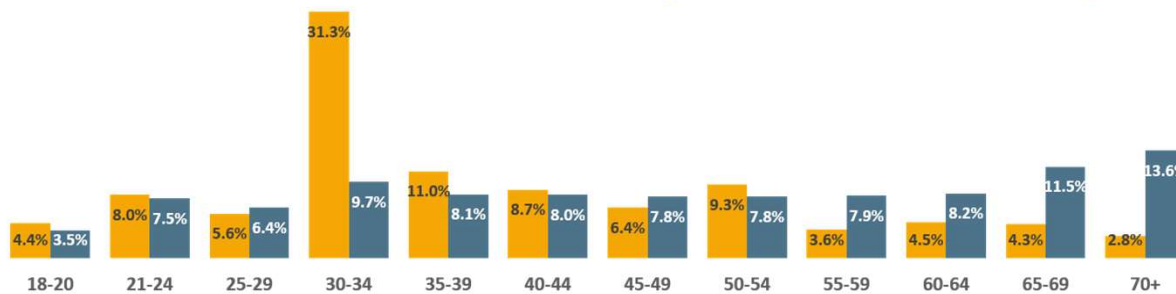
## Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older



who Used CHIPOTLE One or More Times in the past 30 days STL

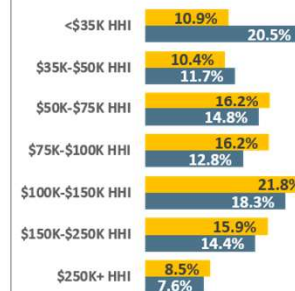


who Used CHIPOTLE One or More Times in the past 30 days

STL



## HHI of Target vs. Market:



Avg HHI:

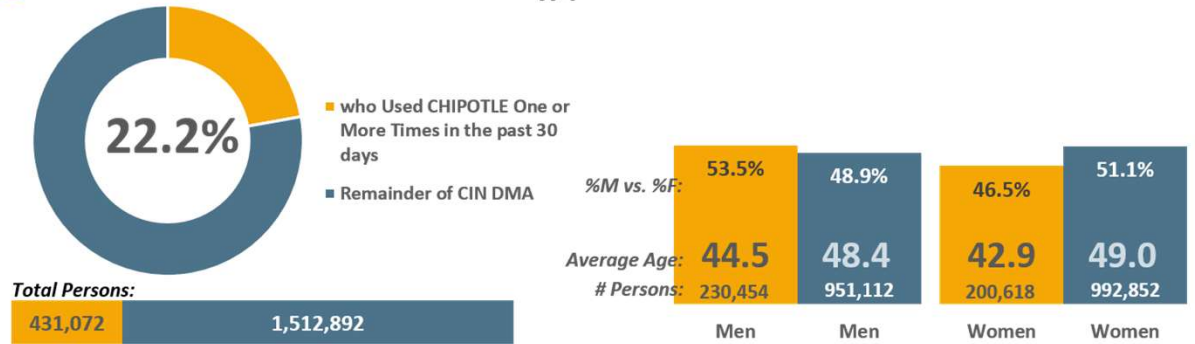
\$115,247

\$103,944

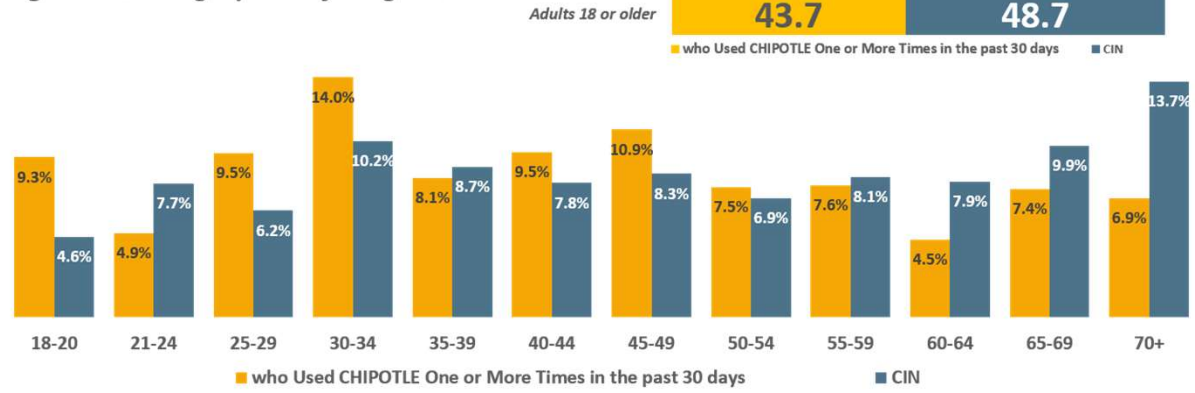


22.2% or 431,072 of CIN DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days. Typical Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are 43.7 years old (10.1% younger than average) and have a \$132,324 (27.9% higher than average) annual household income.

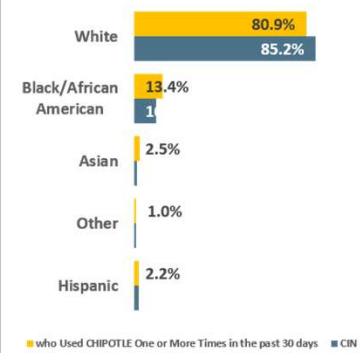
**Percent of Market: Adults 18 or older** **Gender of Target vs. Market: Adults 18 or older**



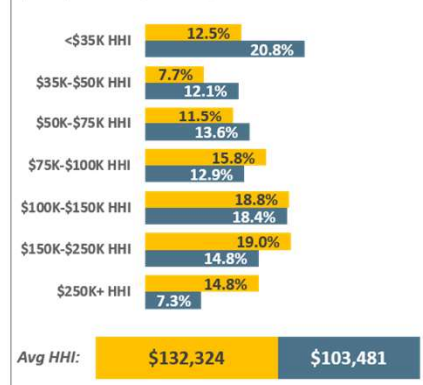
**Age Cell Demographics of Target vs. Market:**



**Ethnicity of Target vs. Market:**



**HHI of Target vs. Market:**



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 423  
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13.7% or 267,128 of WPB DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days. Typical Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are 42.7 years old (19.9% younger than average) and have a \$119,494 (13.4% higher than average) annual household income.

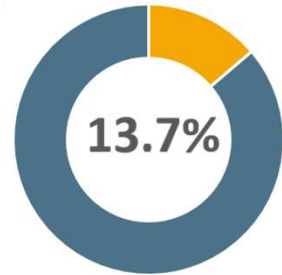


## Percent of Market: Adults 18 or older



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

## Ethnicity of Target vs. Market:



- who Used CHIPOTLE One or More Times in the past 30 days
- Remainder of WPB DMA

Total Persons:

267,128 1,676,870

%M vs. %F:

Average Age:

# Persons:

47.9%

41.0

127,927

48.5%

53.0

941,910

52.1%

44.4

139,201

51.5%

53.5

1,002,088

Men

Men

Women

Women

## Age Cell Demographics of Target vs. Market:

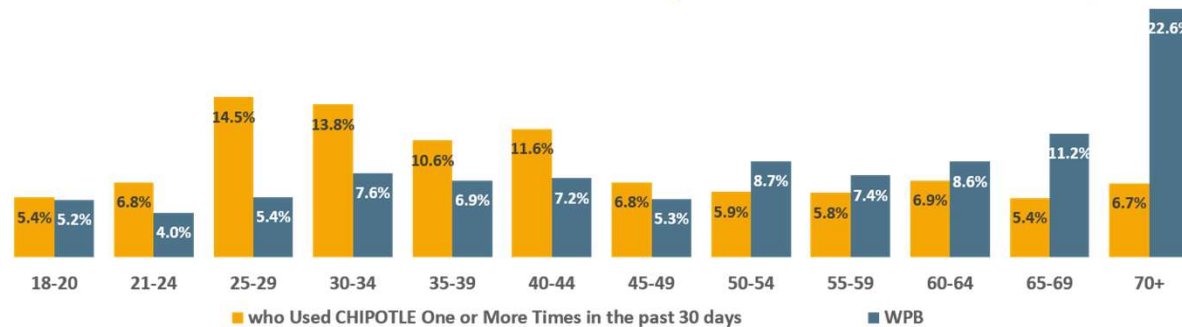
Average Age:

Adults 18 or older

42.7

53.2

- who Used CHIPOTLE One or More Times in the past 30 days
- WPB

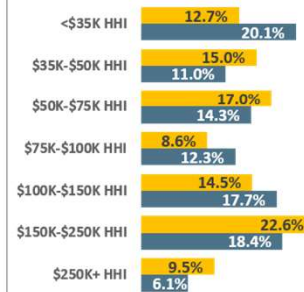


who Used CHIPOTLE One or More Times in the past 30 days

WPB



## HHI of Target vs. Market:



Avg HHI:

\$119,494

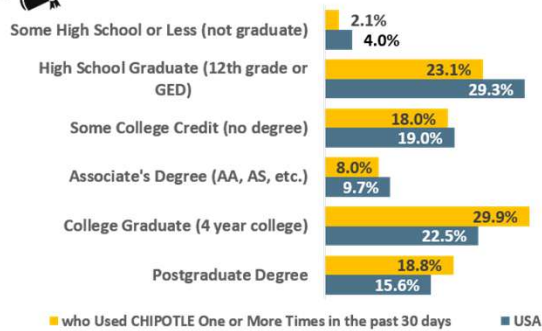
\$105,392



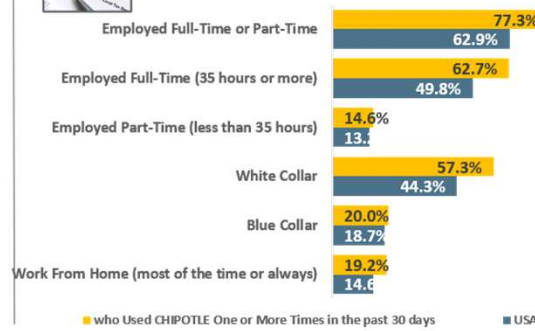
15.4% or 42,116,522 of USA DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days. Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are 28.1% more likely to be a college graduate, 26.% more likely to work full-time, .2% less likely to be married, 28.2% more likely to be a parent of 1 or more children under 18.



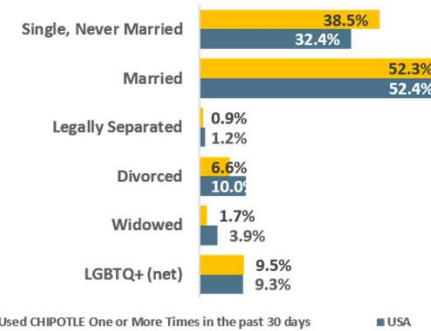
### Education Levels: Adults 18 or older



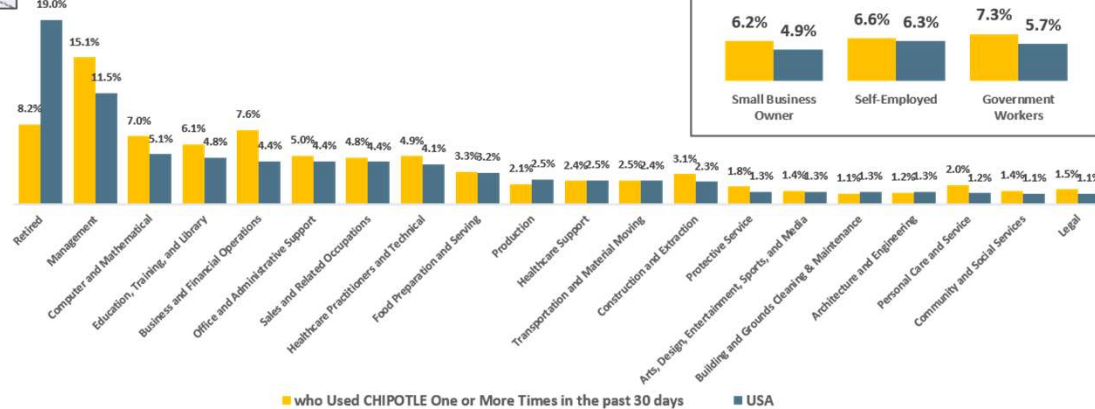
### Employment: Adults 18 or older



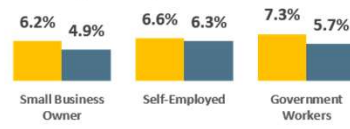
### Marital Status: Adults 18 or older



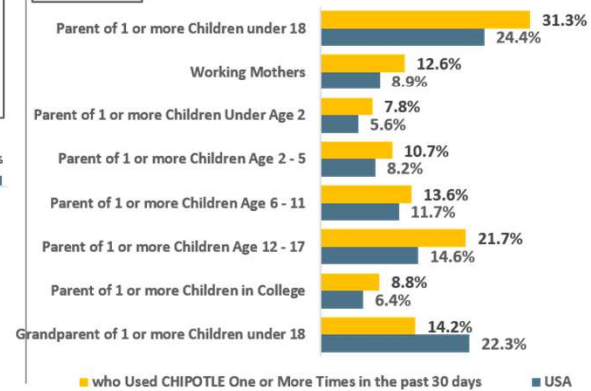
### Top-20 Occupations: Adults 18 or older



#### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older

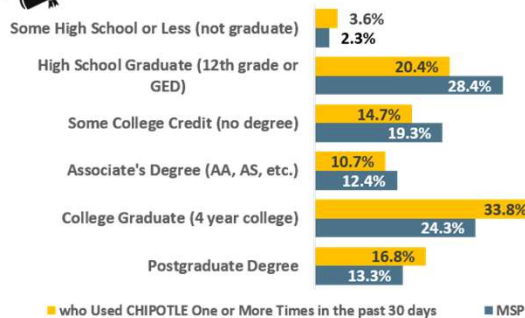




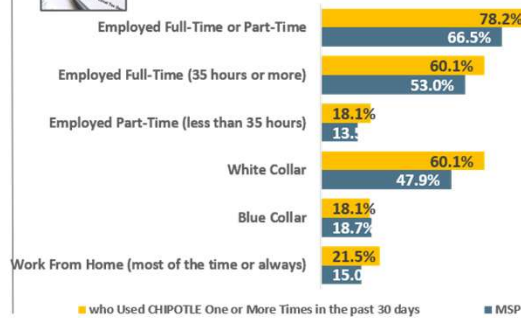
15.1% or 589,050 of MSP DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days. Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are 34.6% more likely to be a college graduate, 13.3% more likely to work full-time, 11.6% less likely to be married, 37.9% more likely to be a parent of 1 or more children under 1



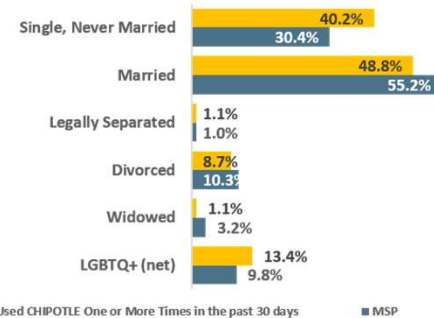
### Education Levels: Adults 18 or older



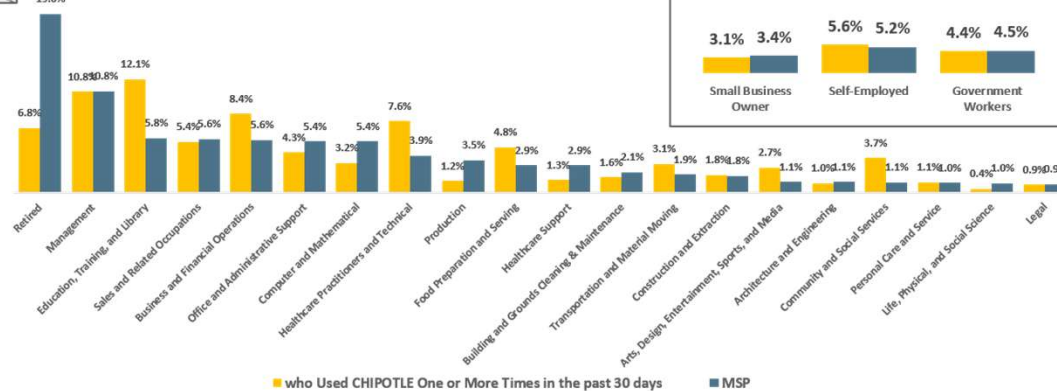
### Employment: Adults 18 or older



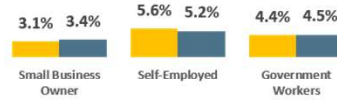
### Marital Status: Adults 18 or older



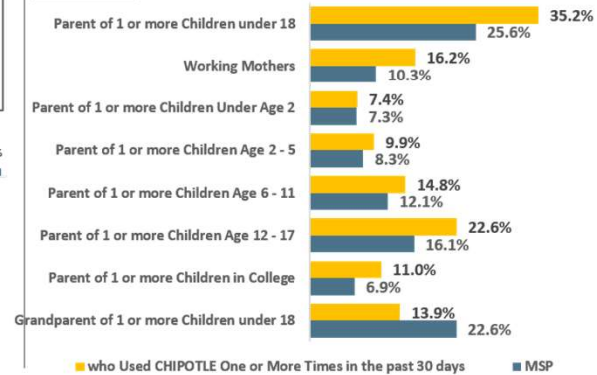
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older



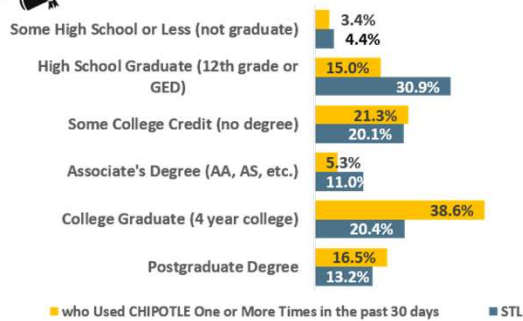




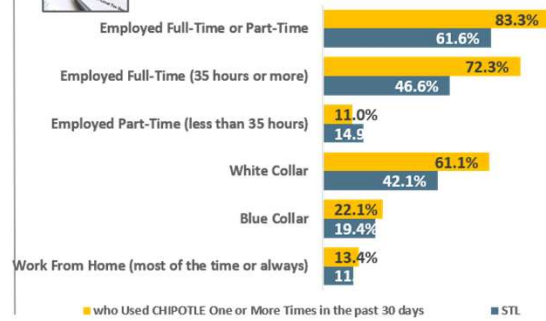
7.6% or 191,394 of STL DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days. Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are 63.8% more likely to be a college graduate, 55.1% more likely to work full-time, 1.2% more likely to be married, 82.2% more likely to be a parent of 1 or more children under 18



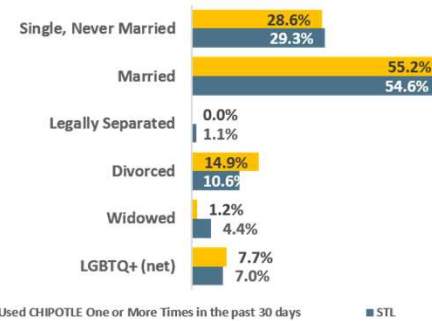
### Education Levels: Adults 18 or older



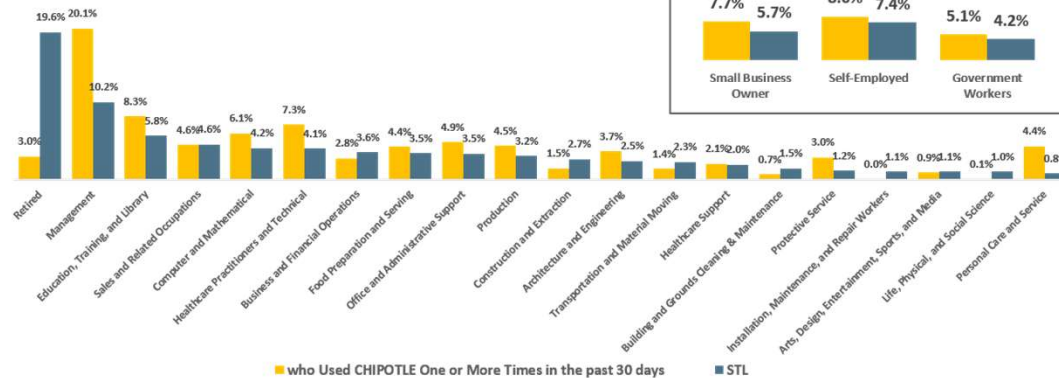
### Employment: Adults 18 or older



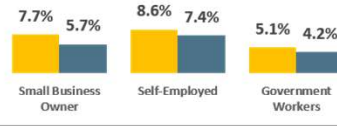
### Marital Status: Adults 18 or older



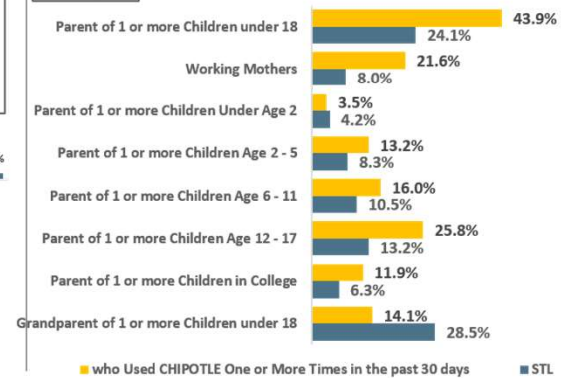
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older

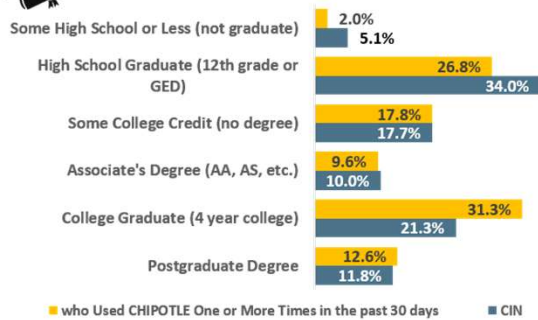




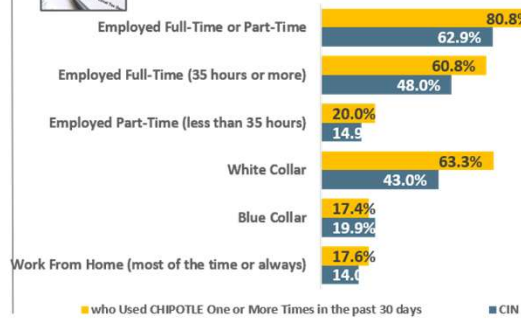
22.2% or 431,072 of CIN DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days. Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are 32.5% more likely to be a college graduate, 26.6% more likely to work full-time, .1% less likely to be married, 36.4% more likely to be a parent of 1 or more children under 18.



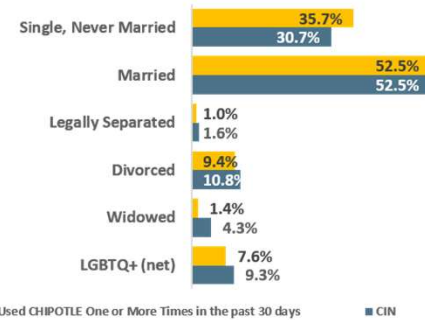
### Education Levels: Adults 18 or older



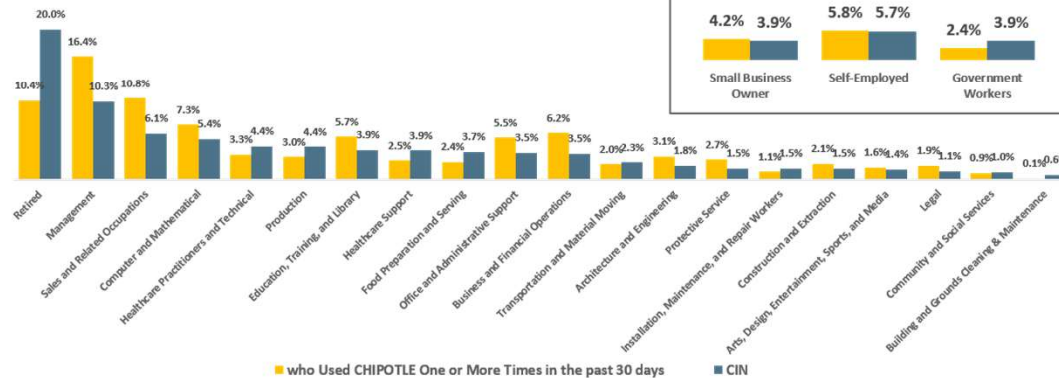
### Employment: Adults 18 or older



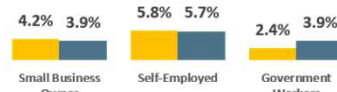
### Marital Status: Adults 18 or older



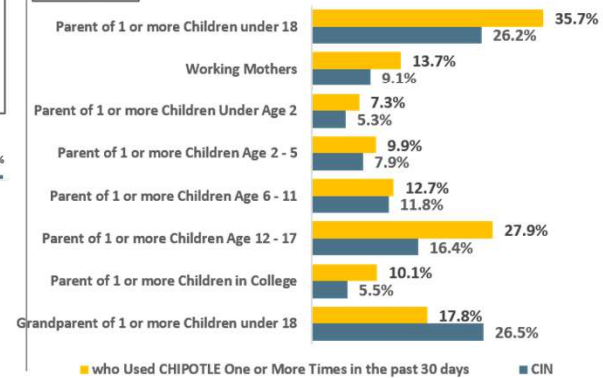
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older

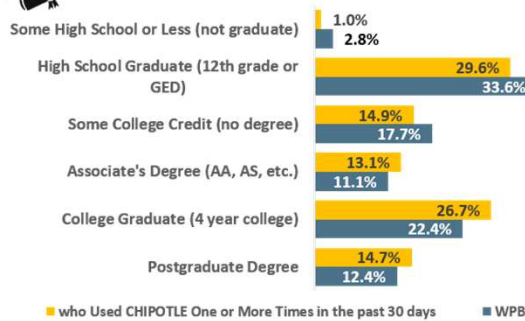




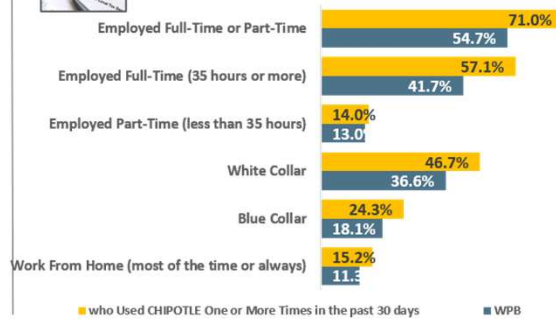
13.7% or 267,128 of WPB DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days. Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are 18.8% more likely to be a college graduate, 36.7% more likely to work full-time, 3.6% less likely to be married, 91.9% more likely to be a parent of 1 or more children under 18



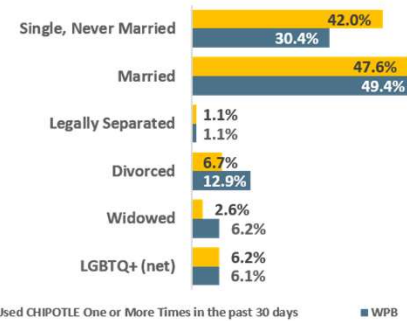
### Education Levels: Adults 18 or older



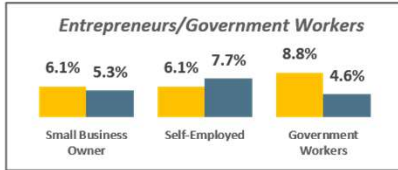
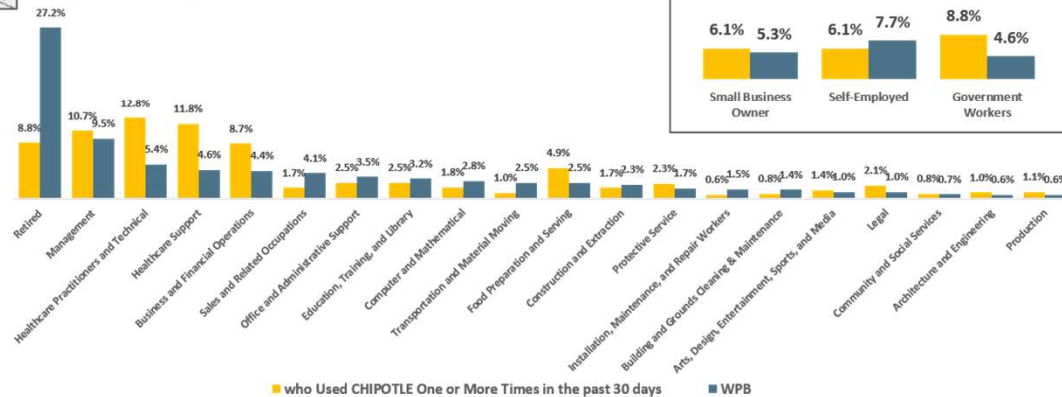
### Employment: Adults 18 or older



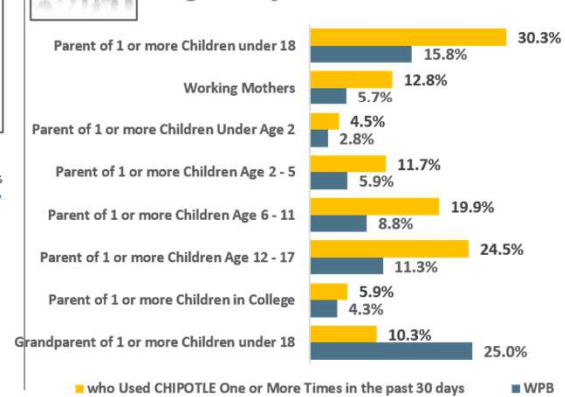
### Marital Status: Adults 18 or older



### Top-20 Occupations: Adults 18 or older



### Stage in Life: Adults 18 or older

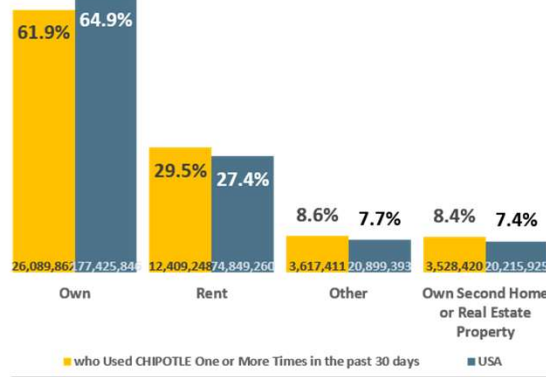




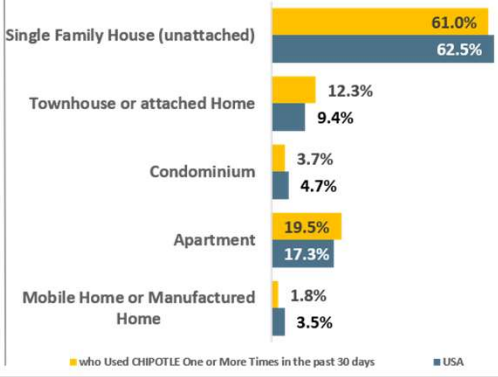


15.4% or 42,116,522 of USA DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days. Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are 4.6% less likely to own their home, 12.1% more likely to own a higher valued home, 2.3% less likely to have a single-family home, 11.7% more likely to have a dog.

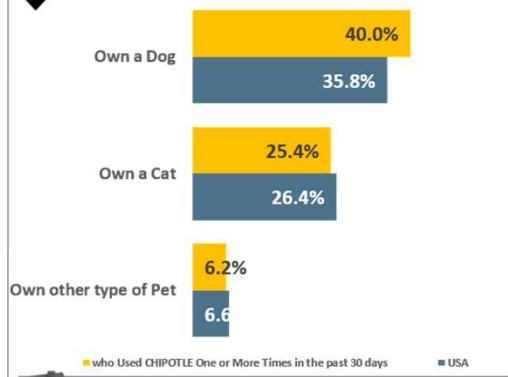
### Own/Rent/Other: Adults 18 or older



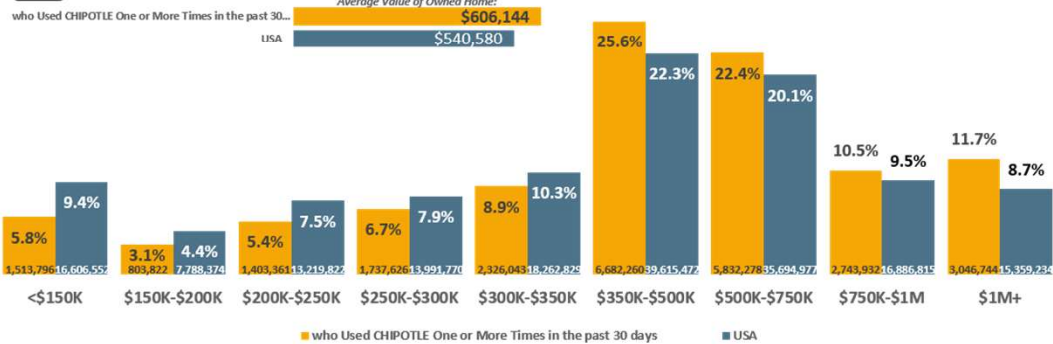
### Type of Home: Adults 18 or older



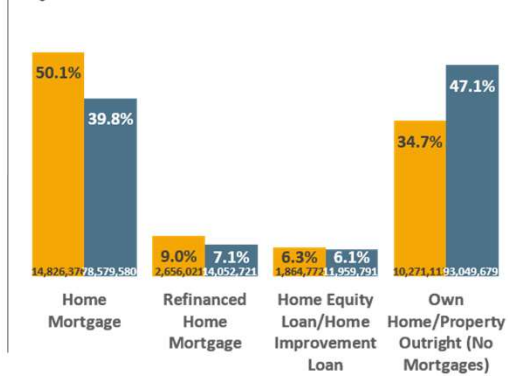
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



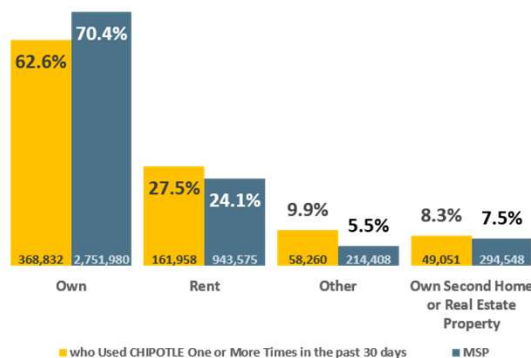
### Home Loans: Adults 18 or older



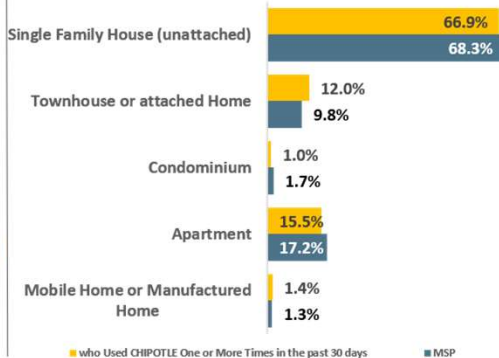


15.1% or 589,050 of MSP DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days. Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are 11.% less likely to own their home, 7.9% more likely to own a higher valued home, 2.1% less likely to have a single-family home, 9.2% less likely to have a dog.

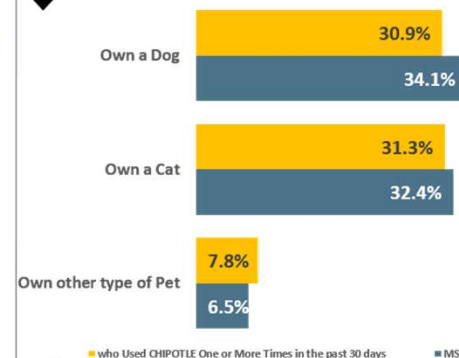
### Own/Rent/Other: Adults 18 or older



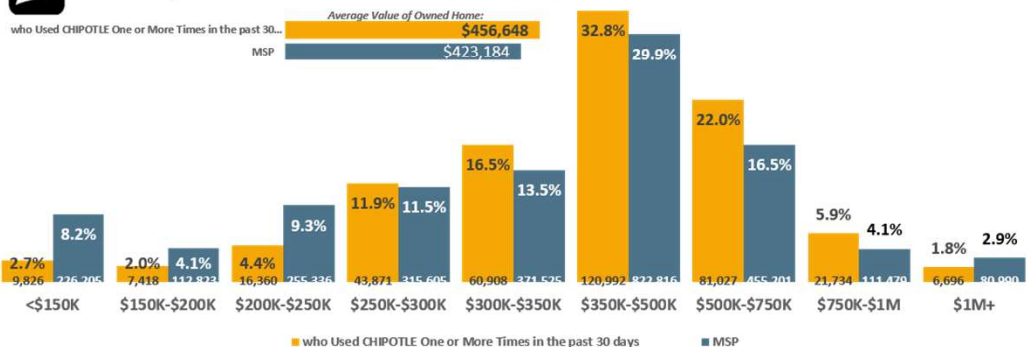
### Type of Home: Adults 18 or older



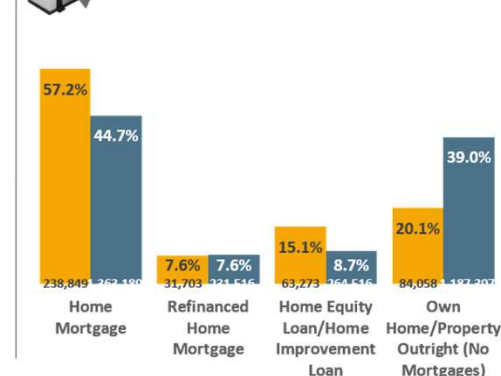
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



### Home Loans: Adults 18 or older

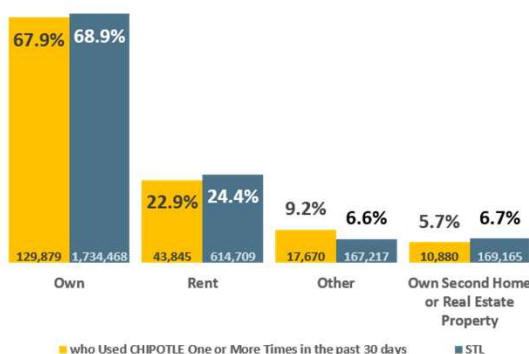




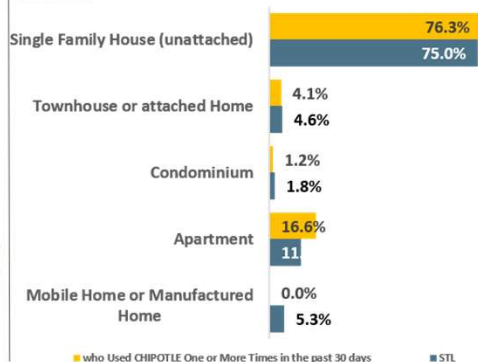
7.6% or 191,394 of STL DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days. Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are 1.5% less likely to own their home, .1% more likely to own a higher valued home, 1.8% more likely to have a single-family home, 19.6% more likely to have a dog.



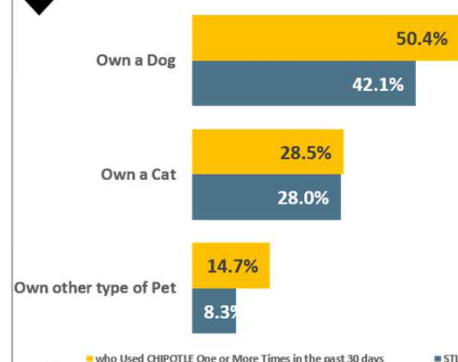
### Own/Rent/Other: Adults 18 or older



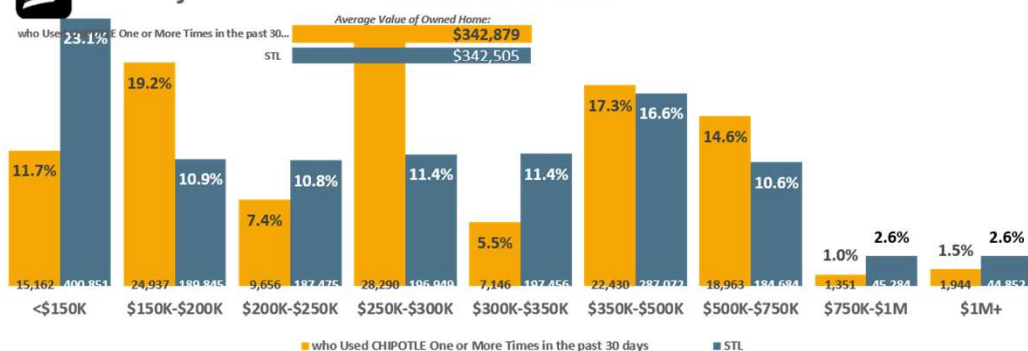
### Type of Home: Adults 18 or older



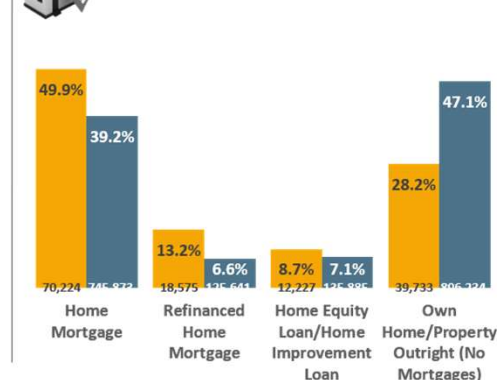
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



### Home Loans: Adults 18 or older

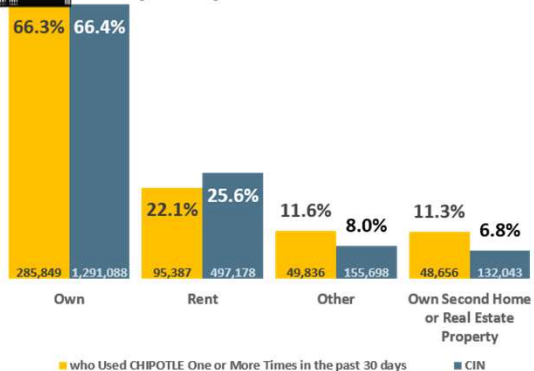




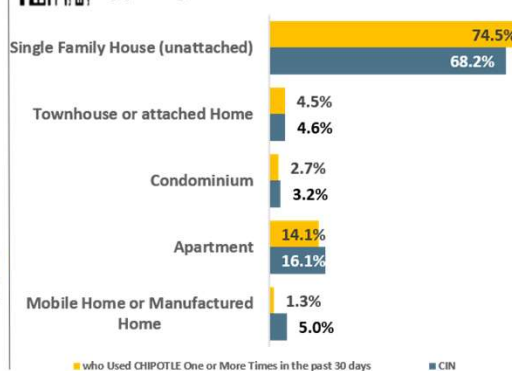


22.2% or 431,072 of CIN DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days. Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are .2% less likely to own their home, 22.5% more likely to own a higher valued home, 9.2% more likely to have a single-family home, .2% more likely to have a dog.

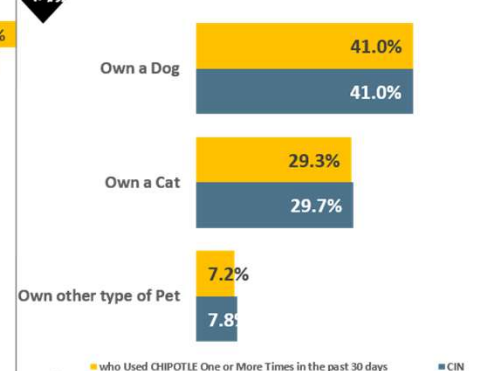
### Own/Rent/Other: Adults 18 or older



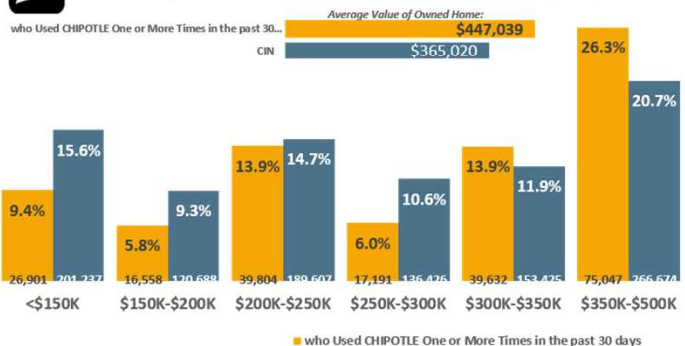
### Type of Home: Adults 18 or older



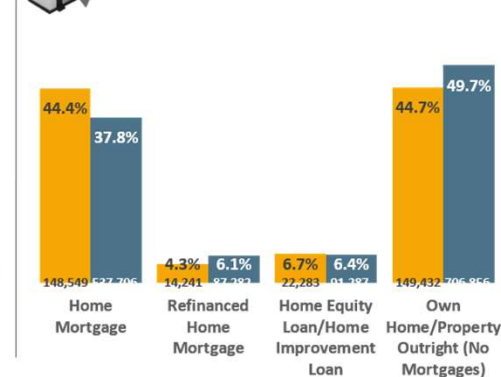
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



### Home Loans: Adults 18 or older

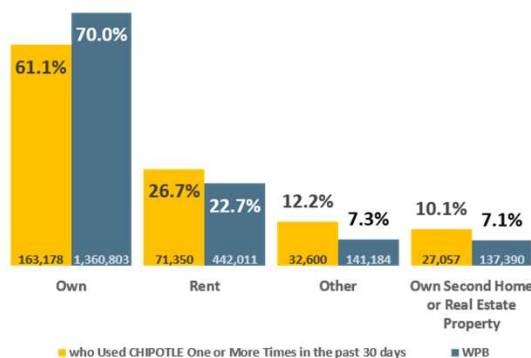




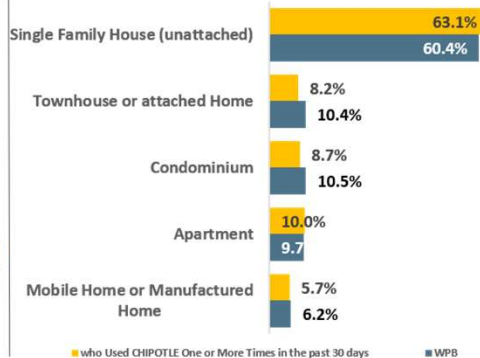
13.7% or 267,128 of WPB DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days. Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are 12.7% less likely to own their home, 3.7% more likely to own a higher valued home, 4.6% more likely to have a single-family home, 24.9% more likely to have a dog.



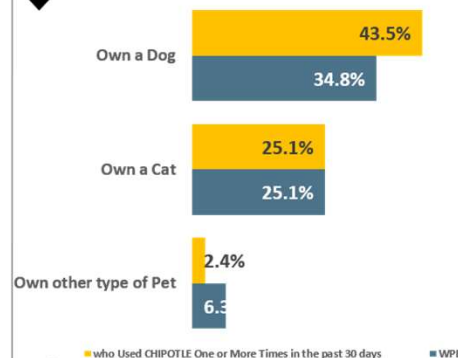
### Own/Rent/Other: Adults 18 or older



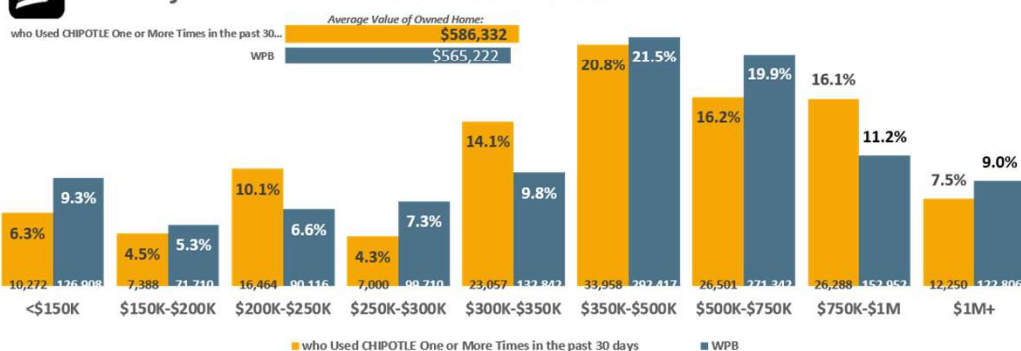
### Type of Home: Adults 18 or older



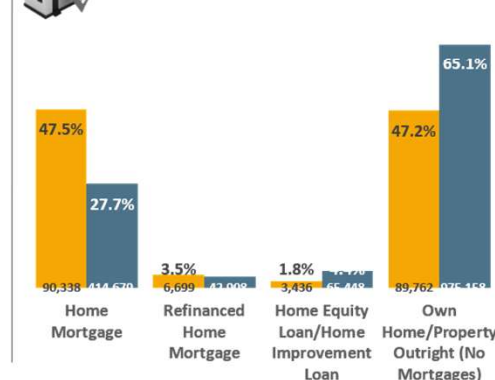
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



### Home Loans: Adults 18 or older

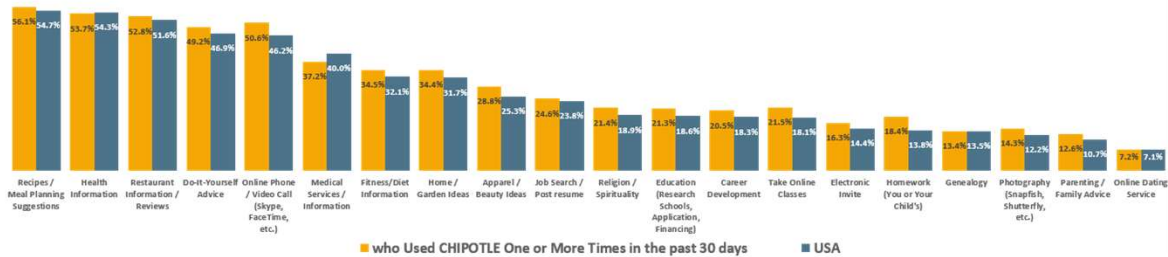




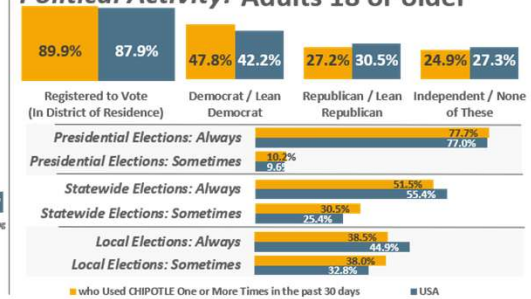
15.4% or 42,116,522 of USA DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days. Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are 4.7% more likely to look up D-I-Y advice online, 14.3% less likely to always vote in local elections, 38.8% more likely to belong to a gym, 27.5% more likely to fly domestic pa



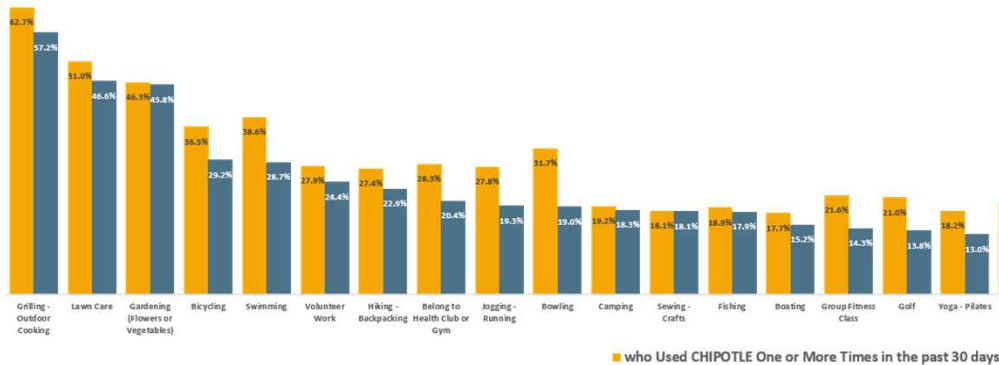
### Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



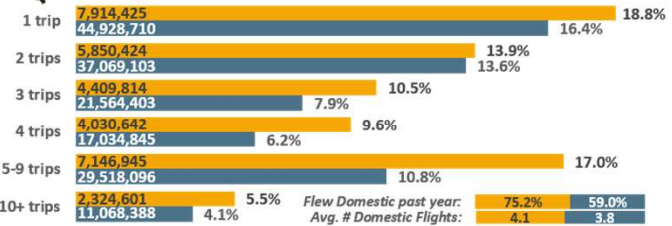
### Political Activity: Adults 18 or older



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



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

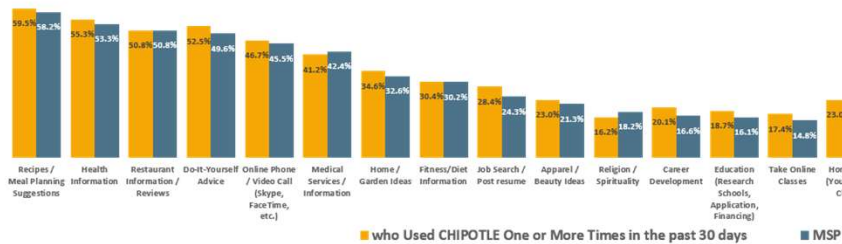




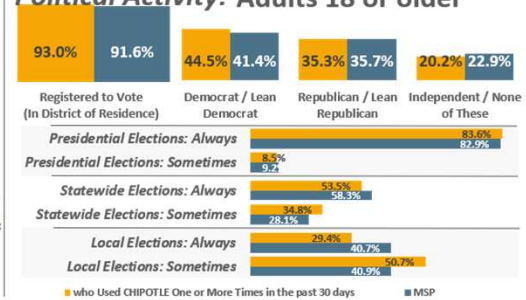
15.1% or 589,050 of MSP DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days. Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are 5.8% more likely to look up D-I-Y advice online, 27.8% less likely to always vote in local elections, 39.1% more likely to belong to a gym, 27.9% more likely to fly domestic pa



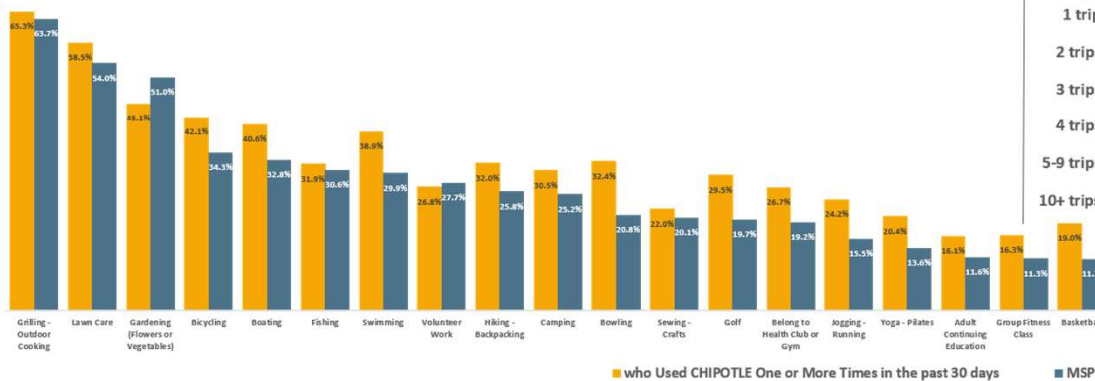
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



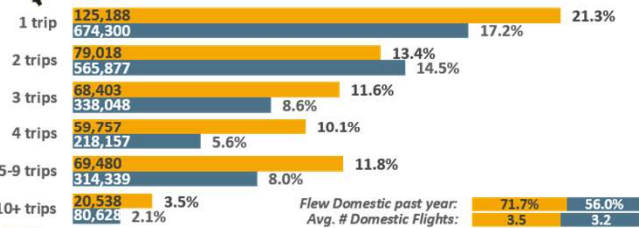
### Political Activity: Adults 18 or older



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



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



Flew Domestic past year: 71.7% vs 56.0%  
Avg. # Domestic Flights: 3.5 vs 3.2

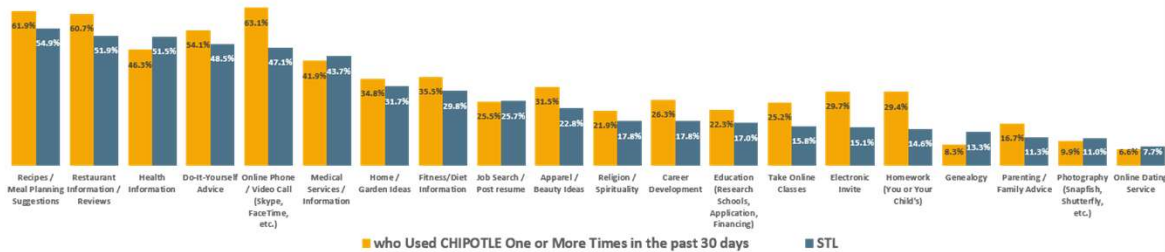




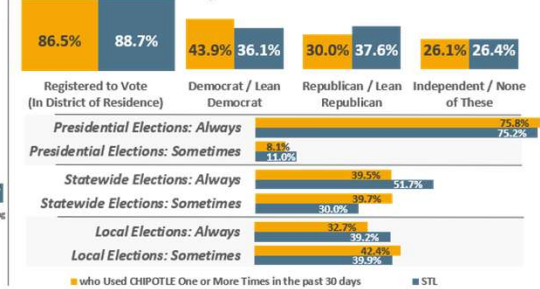
7.6% or 191,394 of STL DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days. Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are 11.5% more likely to look up D-I-Y advice online, 16.7% less likely to always vote in local elections, 67.% more likely to belong to a gym, 60.1% more likely to fly domestic pa



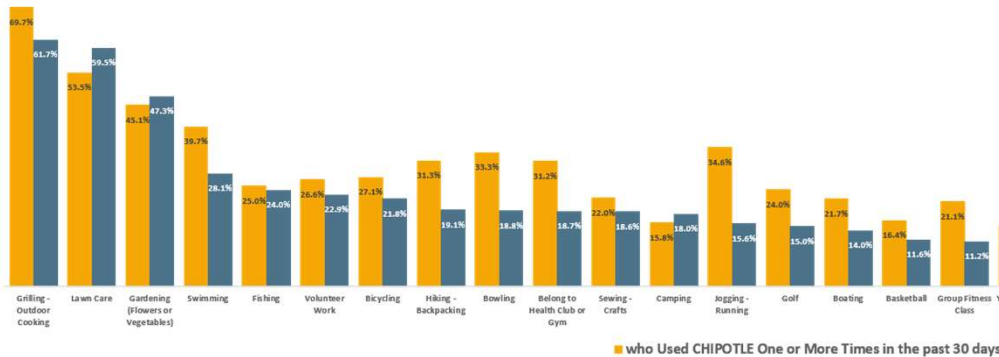
### Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



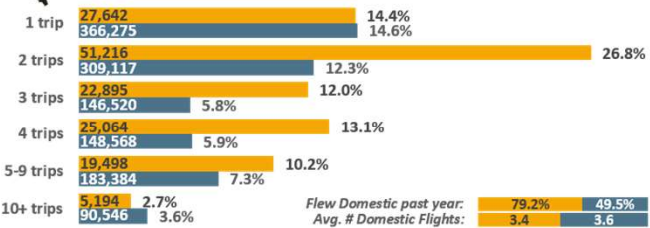
### Political Activity: Adults 18 or older



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



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

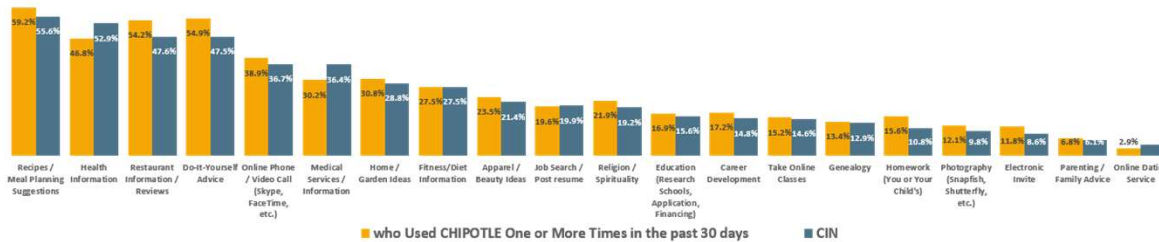




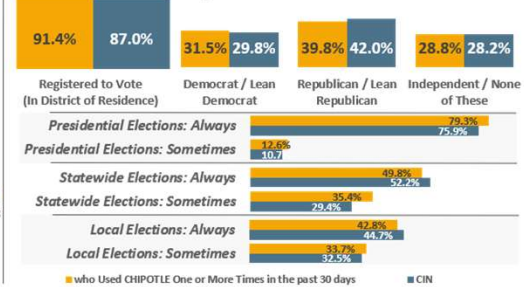
22.2% or 431,072 of CIN DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days. Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are 15.6% more likely to look up D-I-Y advice online, 4.2% less likely to always vote in local elections, 38.8% more likely to belong to a gym, 41.8% more likely to fly domestic pa



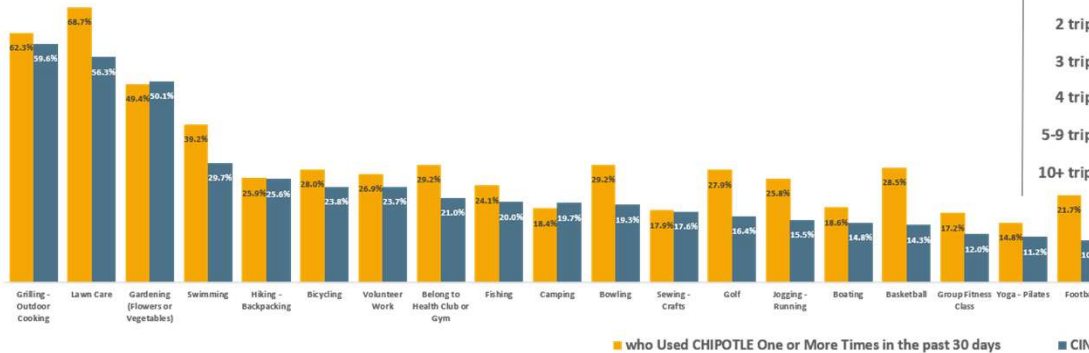
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



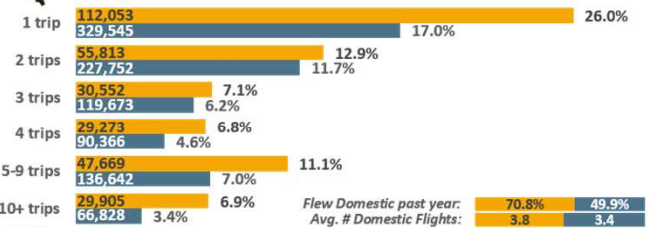
### Political Activity: Adults 18 or older



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



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

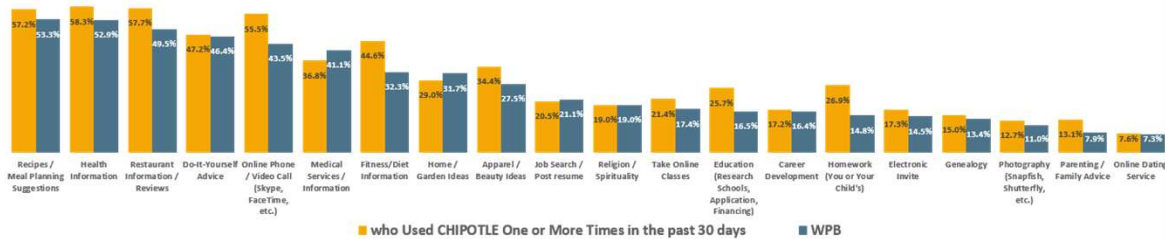




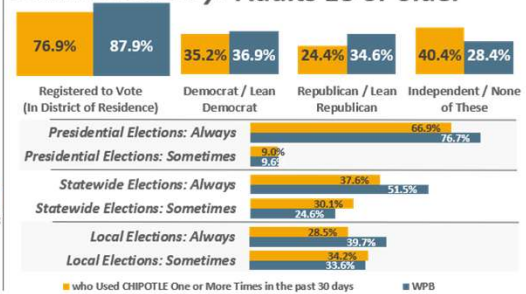
13.7% or 267,128 of WPB DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days. Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are 1.8% more likely to look up D-I-Y advice online, 28.2% less likely to always vote in local elections, 41.9% more likely to belong to a gym, 20.2% more likely to fly domestic pa



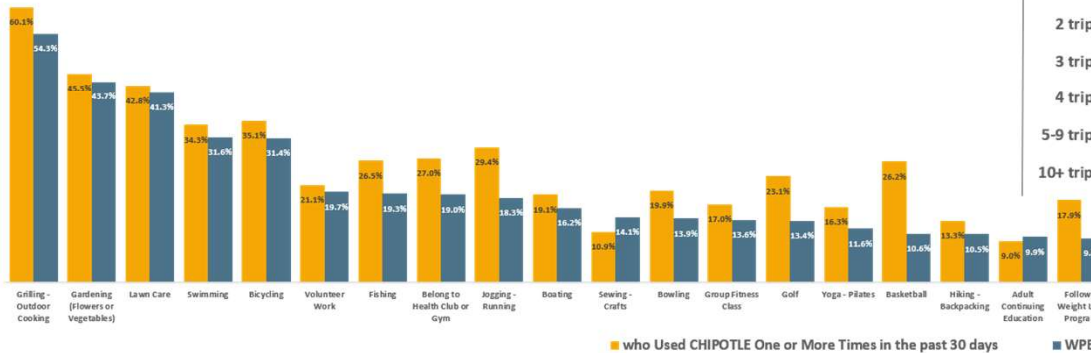
### Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



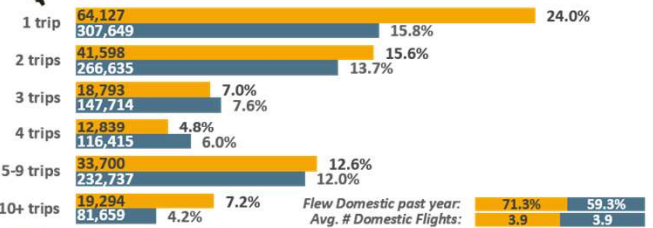
### Political Activity: Adults 18 or older



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



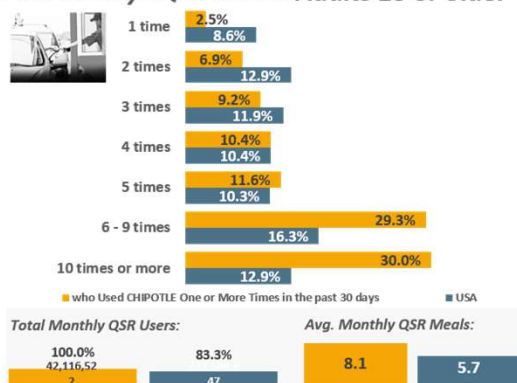
### Past 12-months Domestic Airline Trips: Adults 18 or older



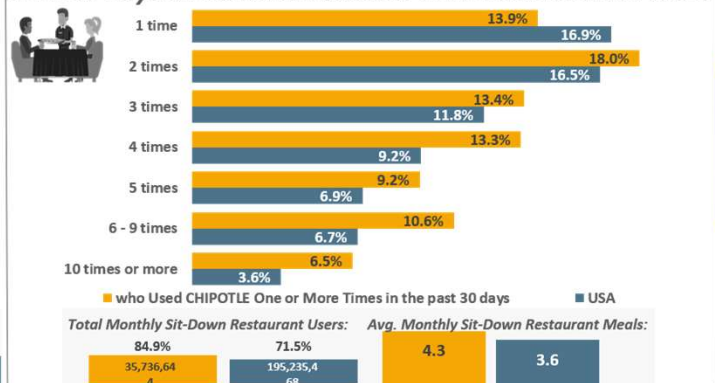


15.4% or 42,116,522 of USA DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days. Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are 20.% more likely to use QSRs past mo., 18.7% more likely to use Sit-Down Restaurants past mo., 14.7% more likely to use Casinos past yr., 13.5% less likely to smoke cigarettes.

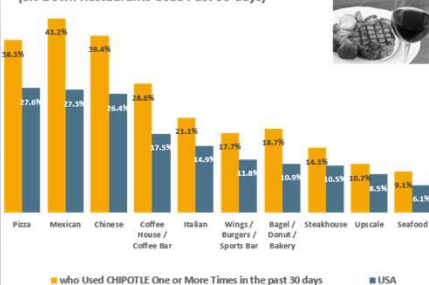
### Past 30-days QSR Users: Adults 18 or older



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

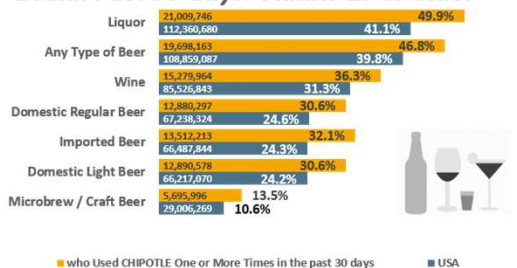


### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

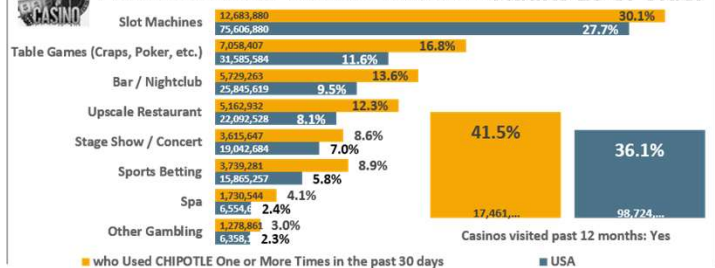


**Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)**  
 who Used CHIPOTLE One or More Times in the past 30... 34.6% (18,557,284)  
 USA 19.9% (54,331,216)

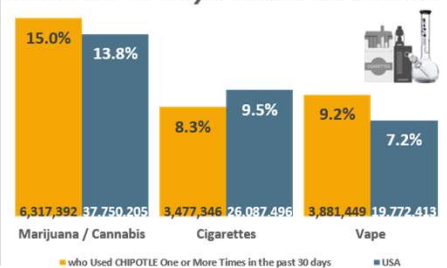
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



### Used Past 30-days: Adults 18 or older

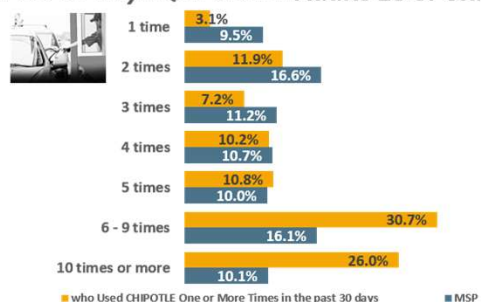




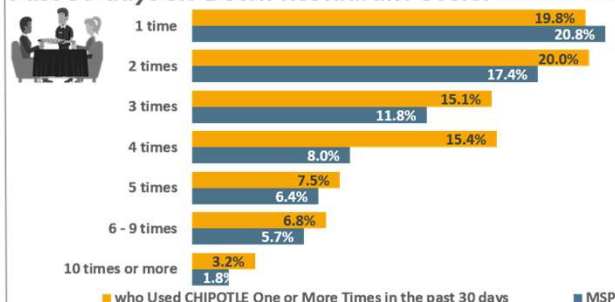


15.1% or 589,050 of MSP DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days. Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are 18.9% more likely to use QSRs past mo., 21.9% more likely to use Sit-Down Restaurants past mo., 12.5% more likely to use Casinos past yr., 24.8% less likely to smoke cigarettes

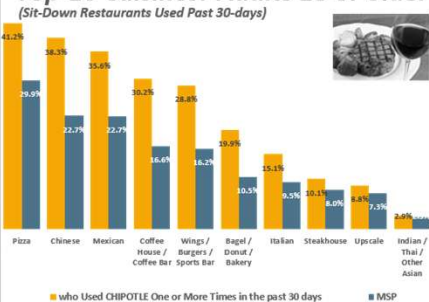
### Past 30-days QSR Users: Adults 18 or older



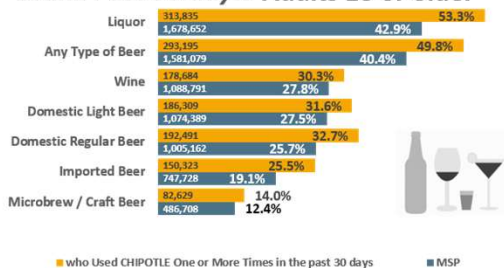
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



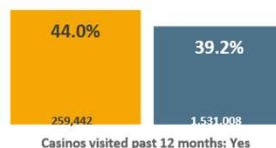
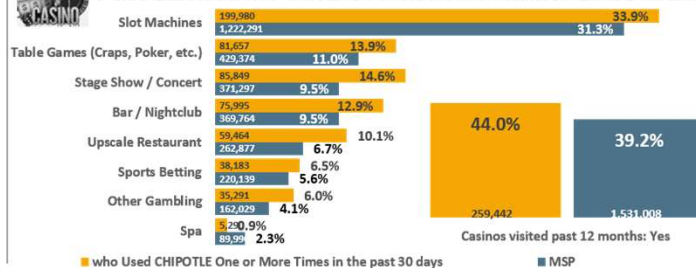
### Top-10 Cuisines: Adults 18 or older



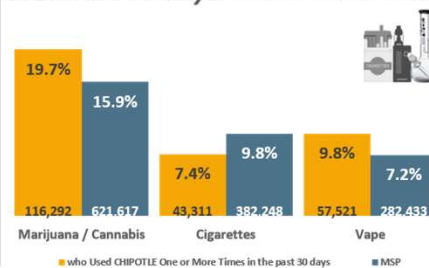
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



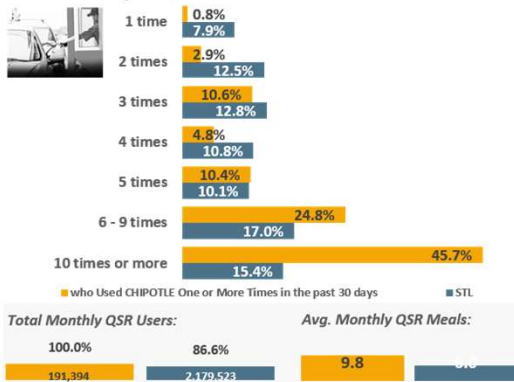
### Used Past 30-days: Adults 18 or older



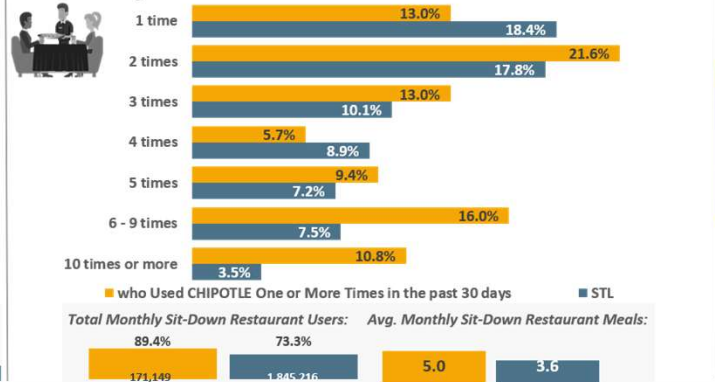


7.6% or 191,394 of STL DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days. Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are 15.5% more likely to use QSRs past mo., 21.9% more likely to use Sit-Down Restaurants past mo., 40.4% more likely to use Casinos past yr., 99.9% more likely to smoke cigarettes

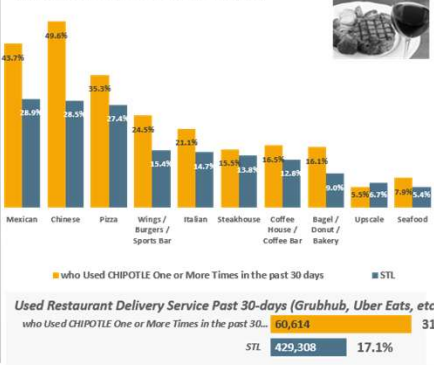
### Past 30-days QSR Users: Adults 18 or older



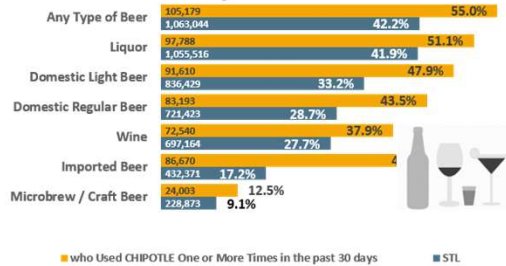
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



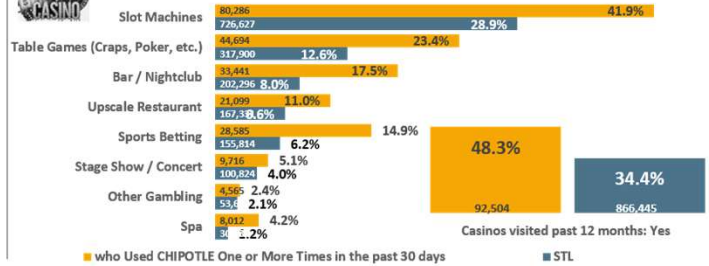
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



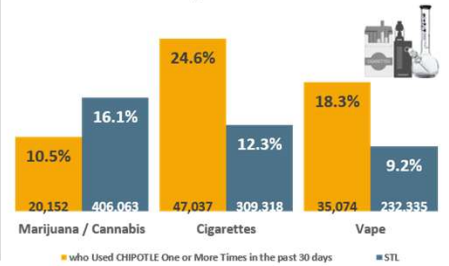
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



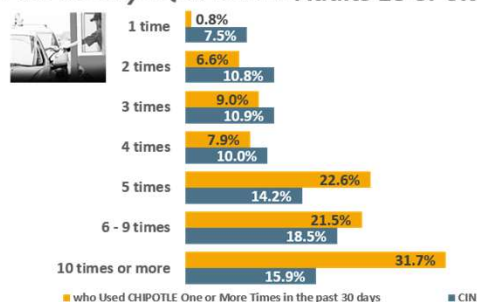
### Used Past 30-days: Adults 18 or older



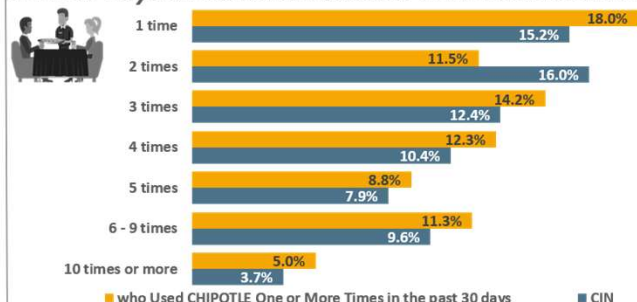


22.2% or 431,072 of CIN DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days. Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are 14.% more likely to use QSRs past mo., 7.8% more likely to use Sit-Down Restaurants past mo., .9% more likely to use Casinos past yr., .2% more likely to smoke cigarettes.

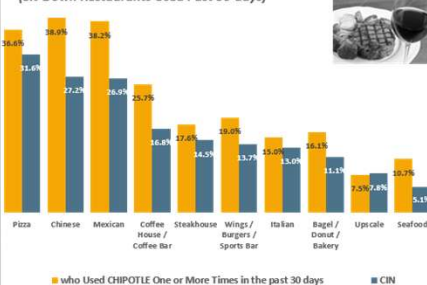
### Past 30-days QSR Users: Adults 18 or older



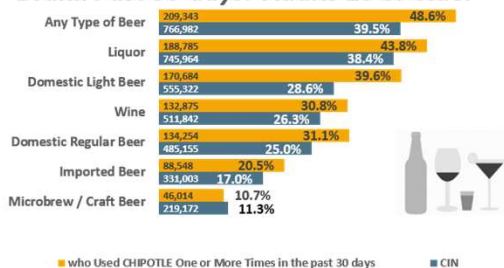
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



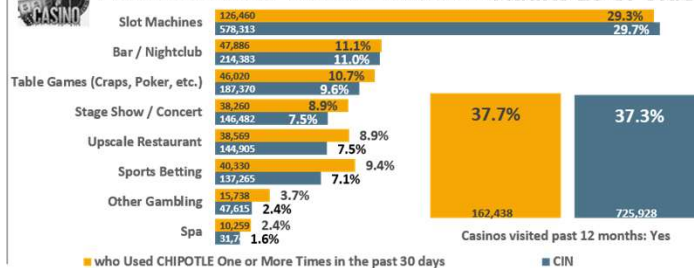
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



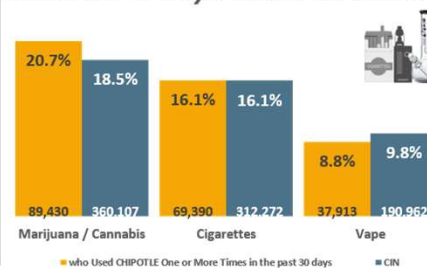
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



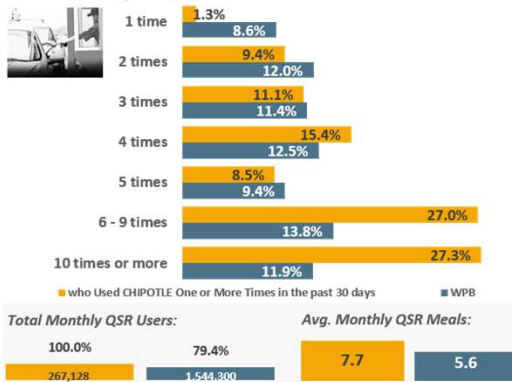
### Used Past 30-days: Adults 18 or older



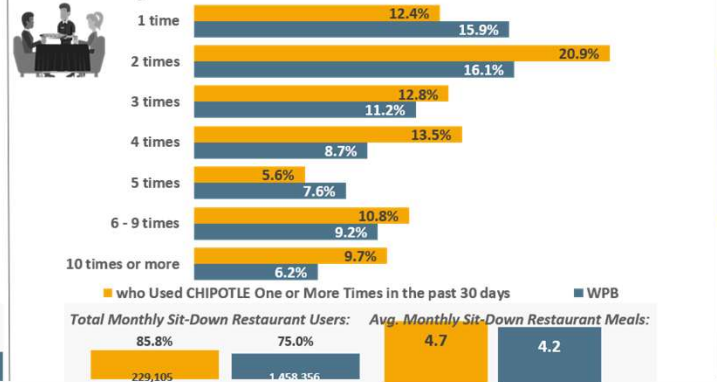


13.7% or 267,128 of WPB DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days. Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are 25.9% more likely to use QSRs past mo., 14.3% more likely to use Sit-Down Restaurants past mo., 7.8% less likely to use Casinos past yr., 33.1% less likely to smoke cigarettes.

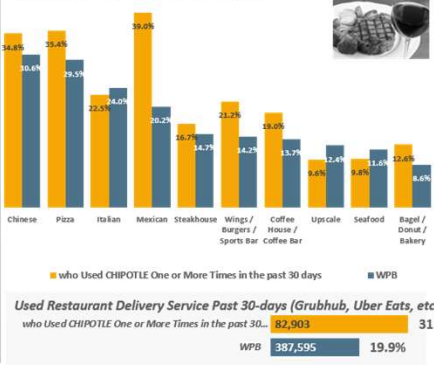
### Past 30-days QSR Users: Adults 18 or older



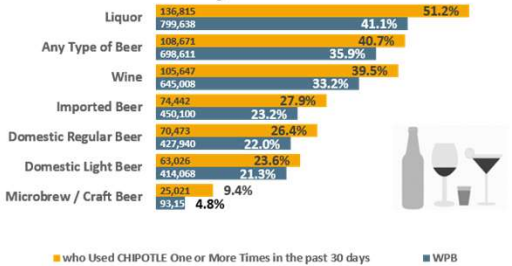
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



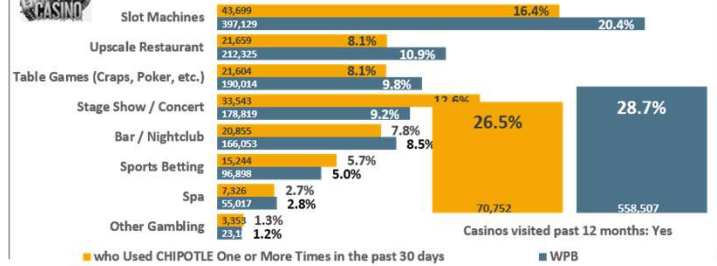
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



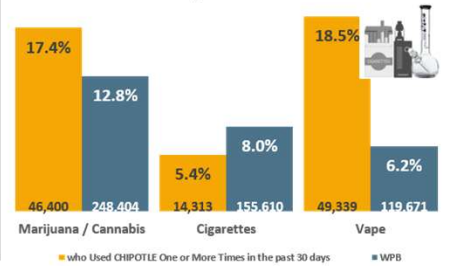
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



### Used Past 30-days: Adults 18 or older







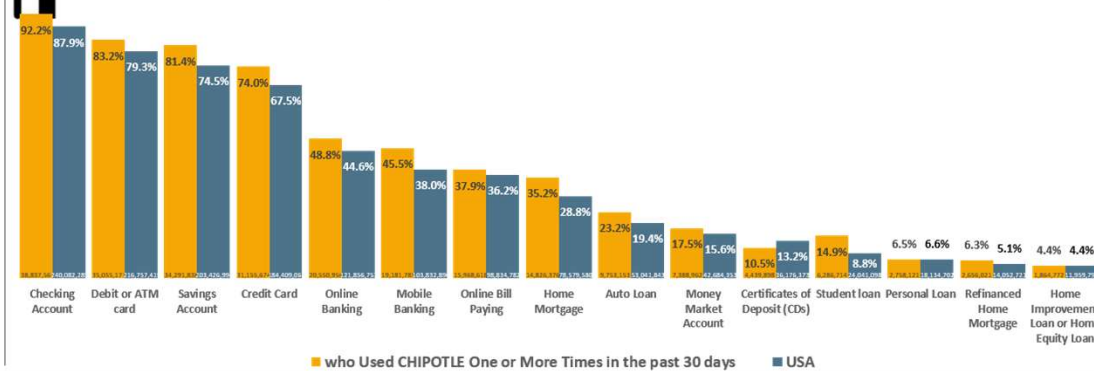
15.4% or 42,116,522 of USA DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days. Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are 28.8% more likely to have a 401K, 19.3% more likely to have an Auto Loan, 30.8% more likely to Invest/Trade Stocks Online, 3.7% more likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



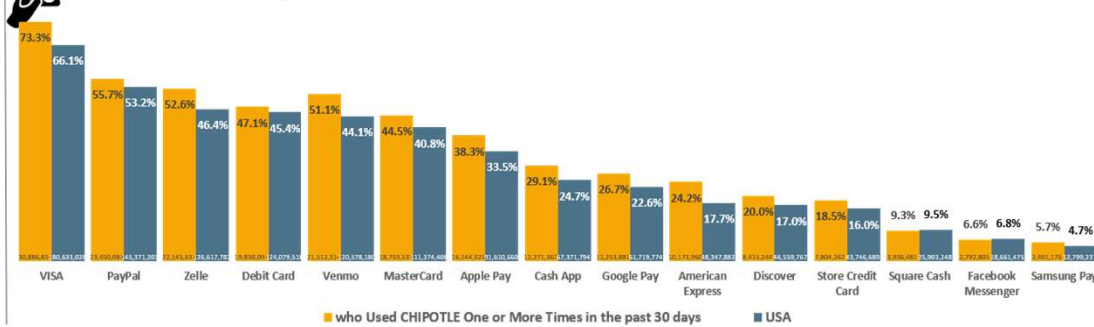
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older



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

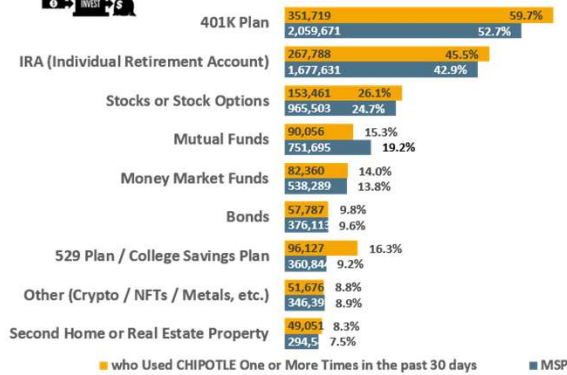




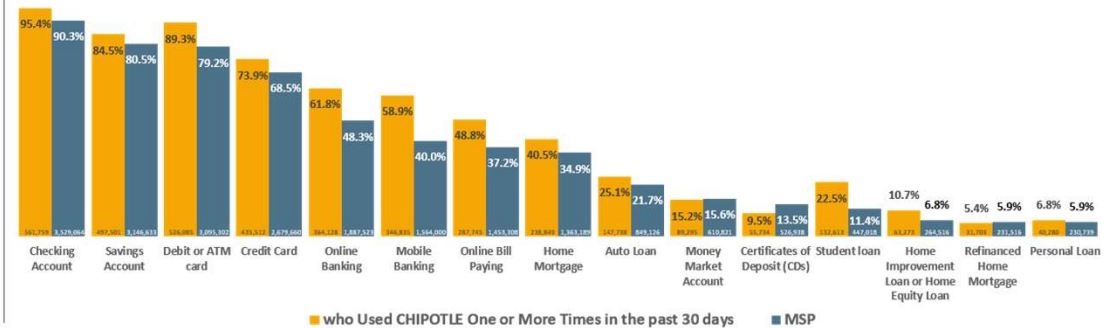
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### Investments Owned: Adults 18 or older



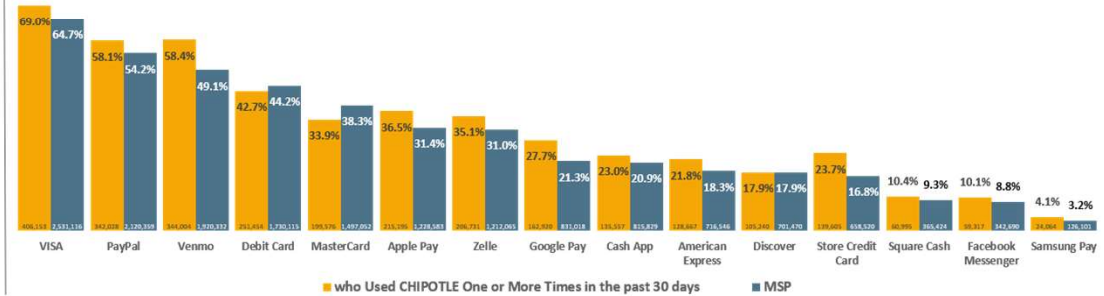
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older



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





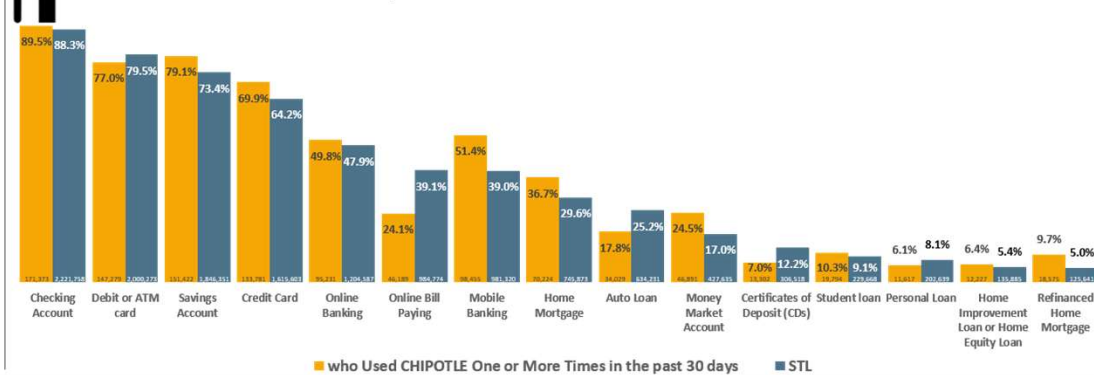
7.6% or 191,394 of STL DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days. Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are 46.6% more likely to have a 401K, 29.5% less likely to have an Auto Loan, 49.2% more likely to Invest/Trade Stocks Online, 2.2% more likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



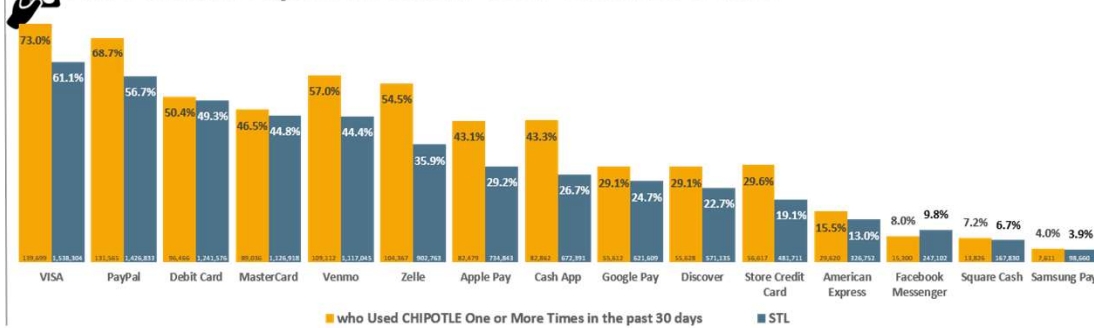
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older



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





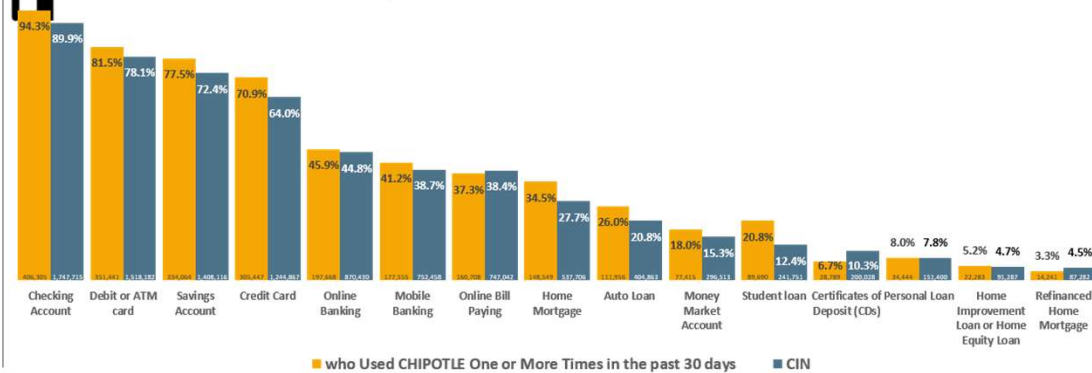
22.2% or 431,072 of CIN DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days. Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are 33.8% more likely to have a 401K, 24.7% more likely to have an Auto Loan, 55.9% more likely to Invest/Trade Stocks Online, 6.5% more likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



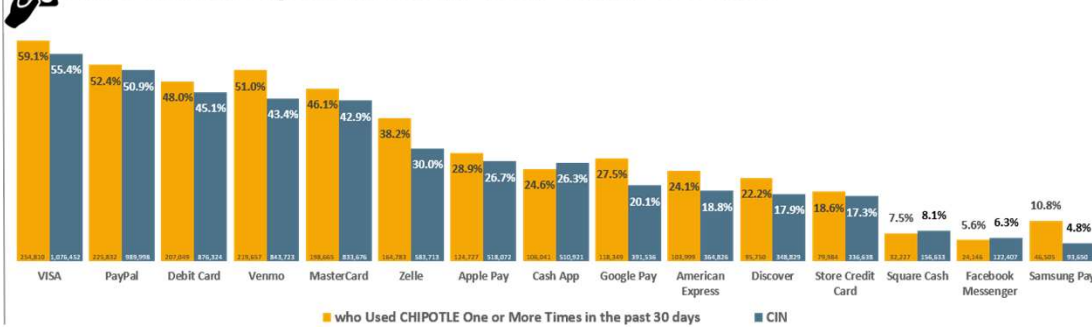
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older



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







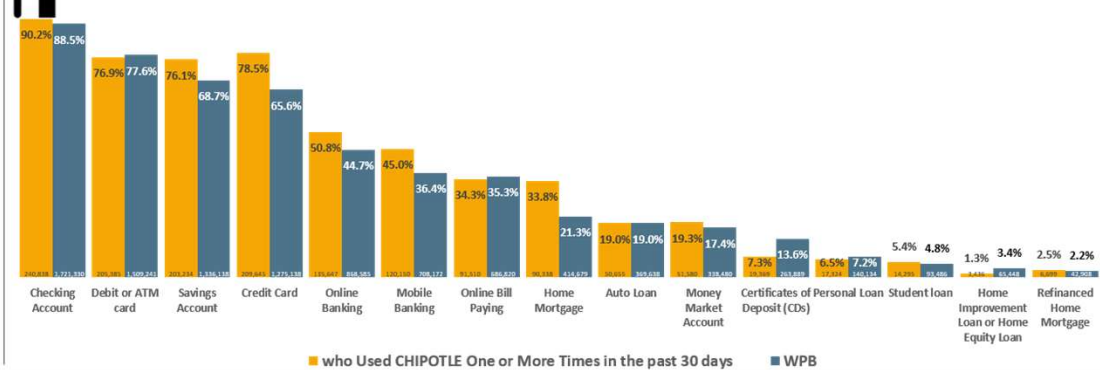
13.7% or 267,128 of WPB DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days. Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are 39.3% more likely to have a 401K, .3% less likely to have an Auto Loan, 70.7% more likely to Invest/Trade Stocks Online, 21.5% less likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



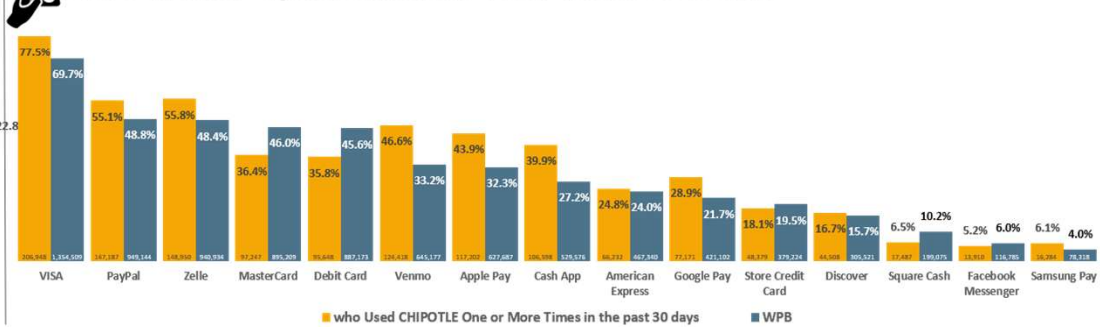
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older

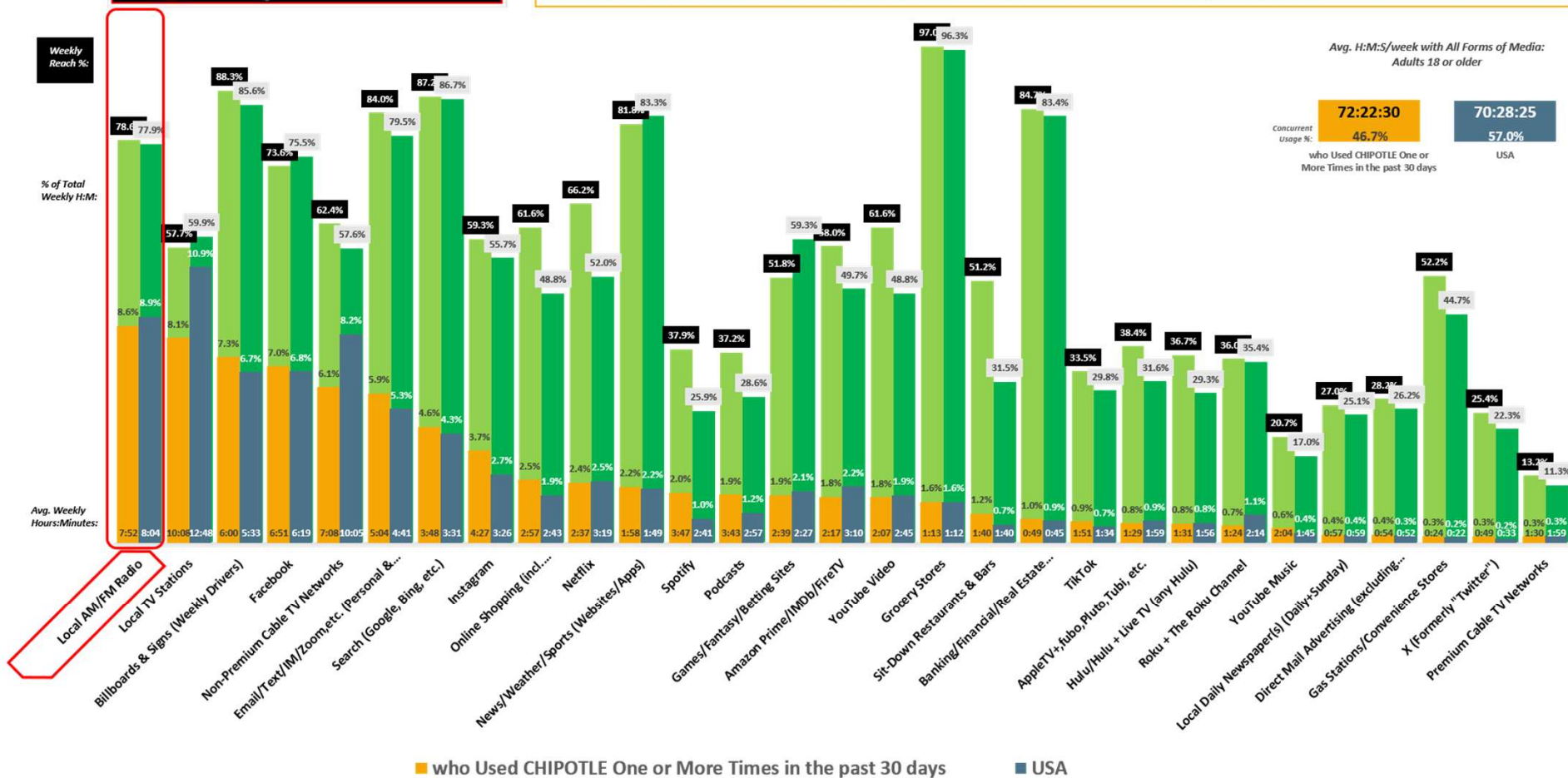


### Past 3-Months Payment Methods Used: Adults 18 or older





Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 3 days, 0 hours, 22 minutes and 30 seconds each week with All Forms of Media.  
78.6% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an avg. of 7 hours and 52 minutes each week listening to All Local AM/FM Radio, representing 8.6% of total time spent with all forms of Media.



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

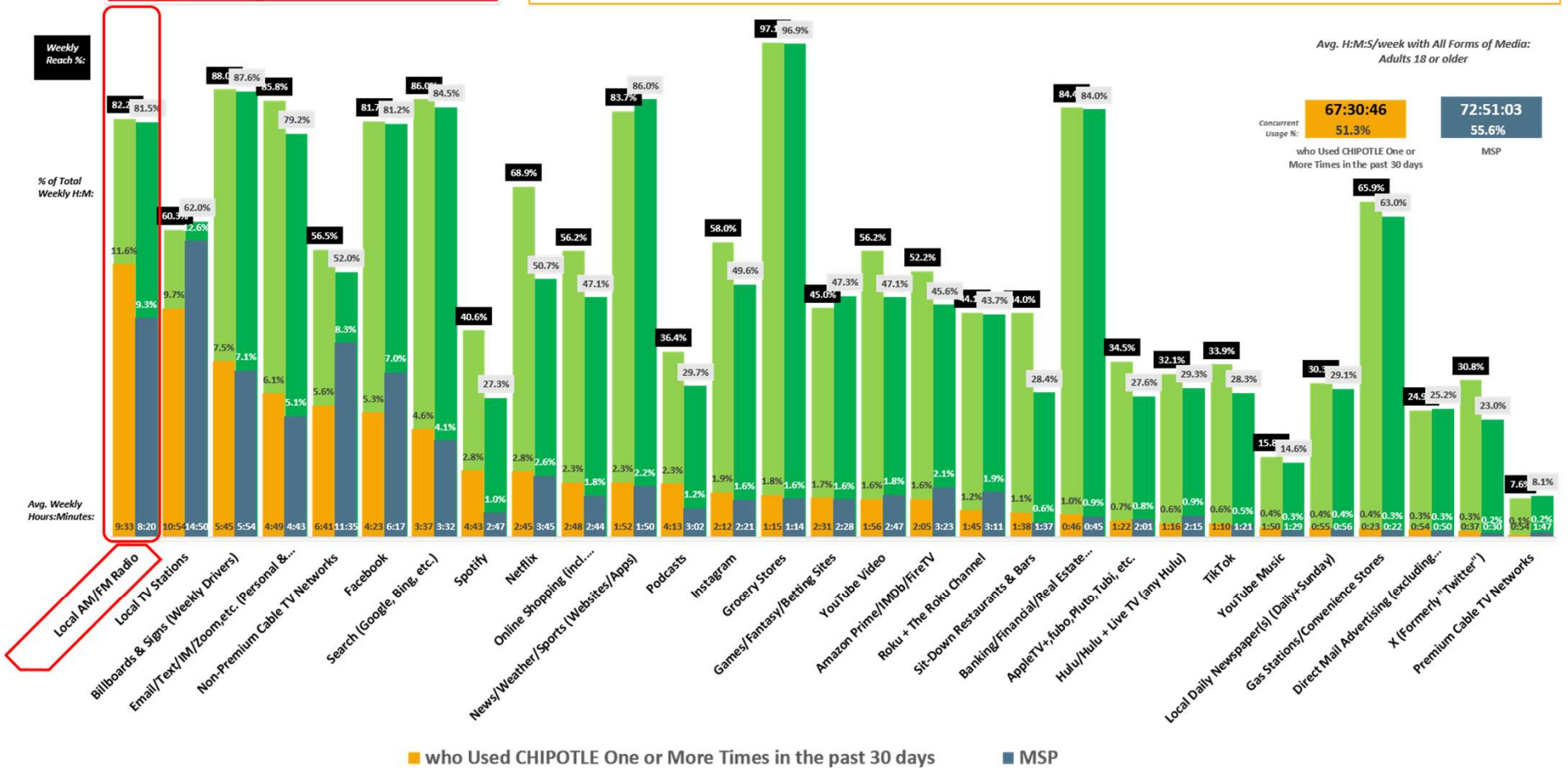
**72:22:30**  
46.7%  
who Used CHIPOTLE One or More Times in the past 30 days

**70:28:25**  
57.0%  
USA



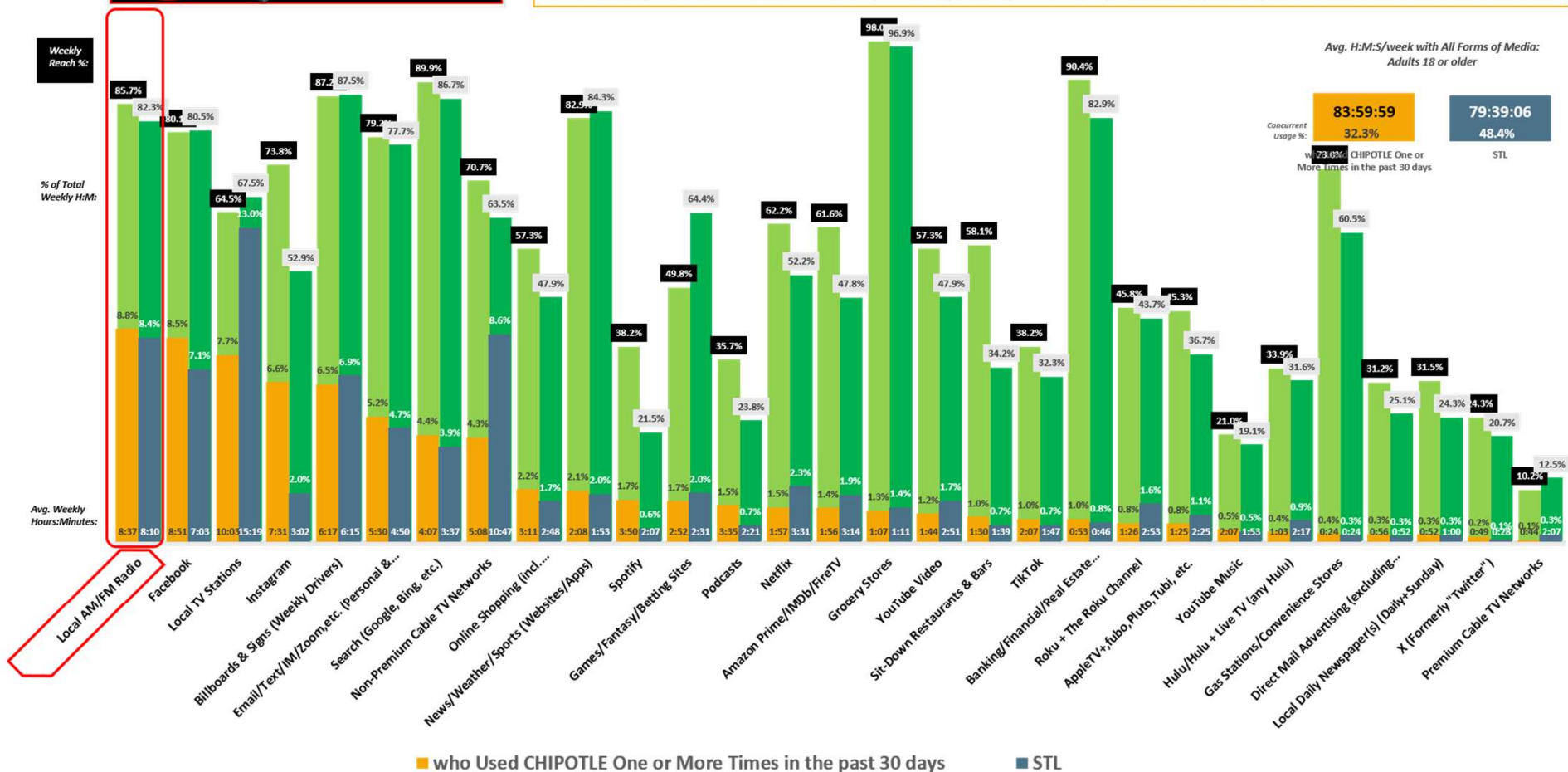
Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 2 days, 19 hours, 33 minutes and 46 seconds each week with All Forms of Media.

82.2% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an avg. of 9 hours and 33 minutes each week listening to All Local AM/FM Radio, representing 11.6% of total time spent with all forms of Media.





Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 3 days, 11 hours, 59 minutes and 59 seconds each week with All Forms of Media.  
85.7% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an avg. of 8 hours and 37 minutes each week listening to All Local AM/FM Radio, representing 8.8% of total time spent with all forms of Media.

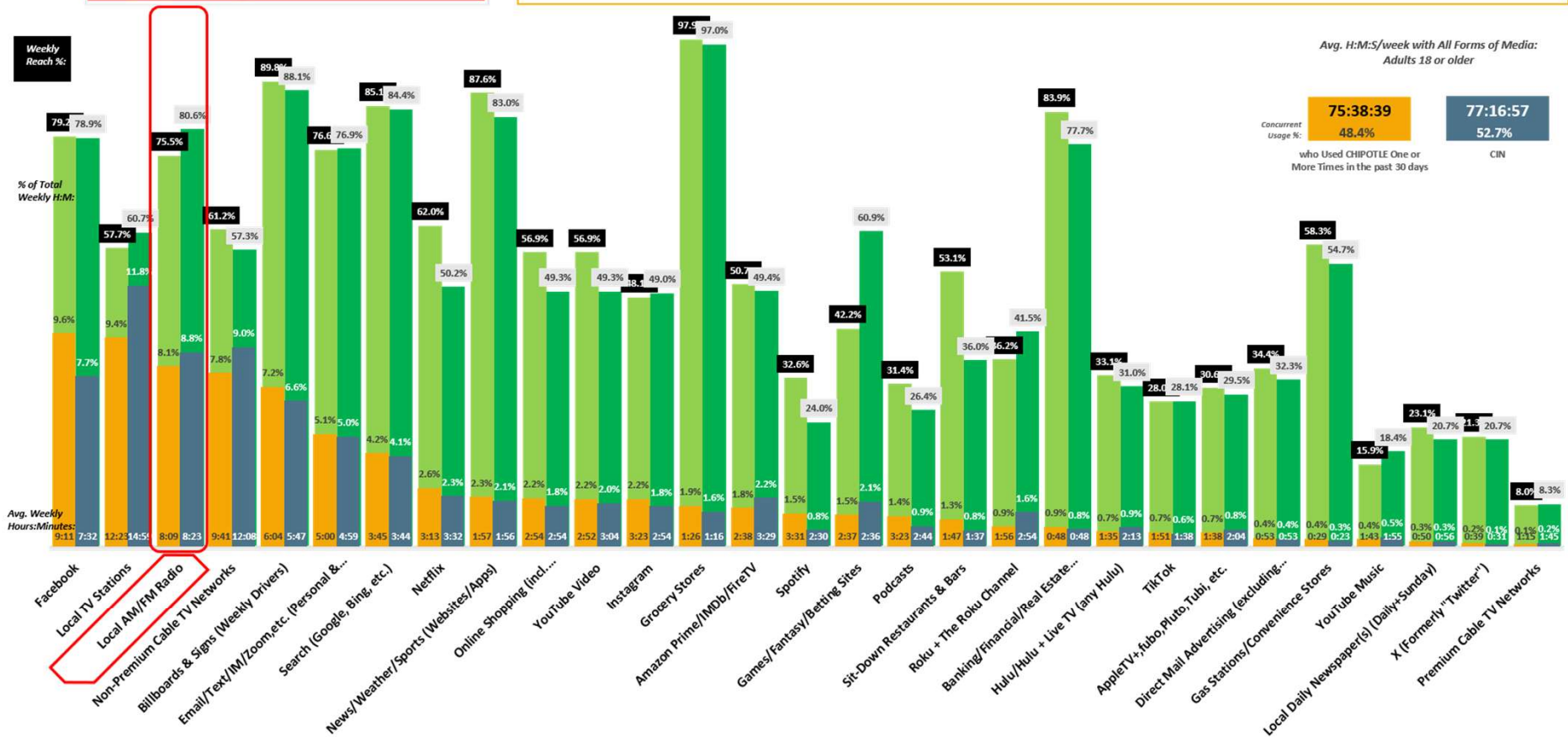






Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 3 days, 3 hours, 38 minutes and 39 seconds each week with All Forms of Media.

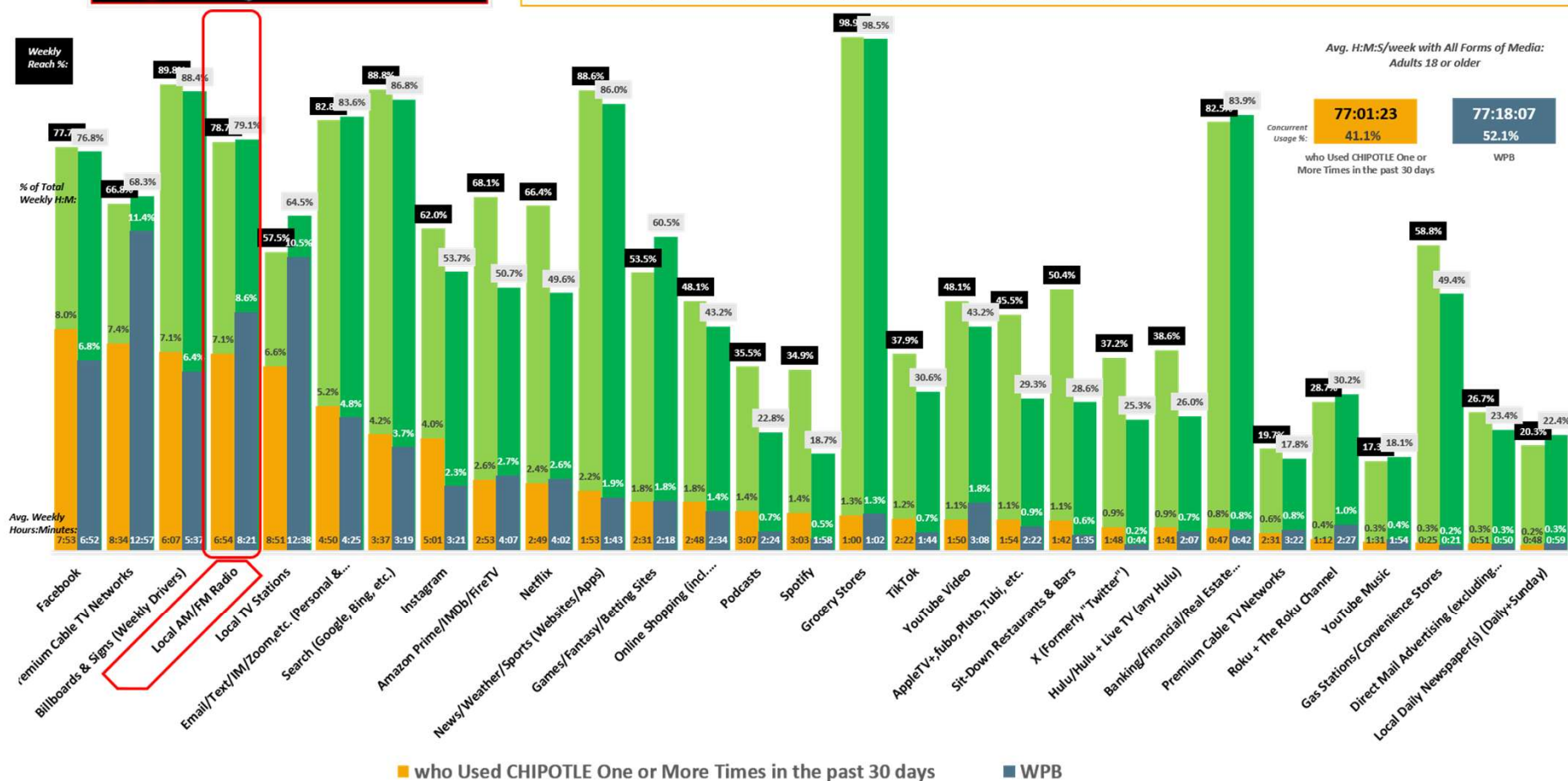
75.5% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an avg. of 8 hours and 9 minutes each week listening to All Local AM/FM Radio, representing 8.1% of total time spent with all forms of Media.



■ who Used CHIPOTLE One or More Times in the past 30 days ■ CIN

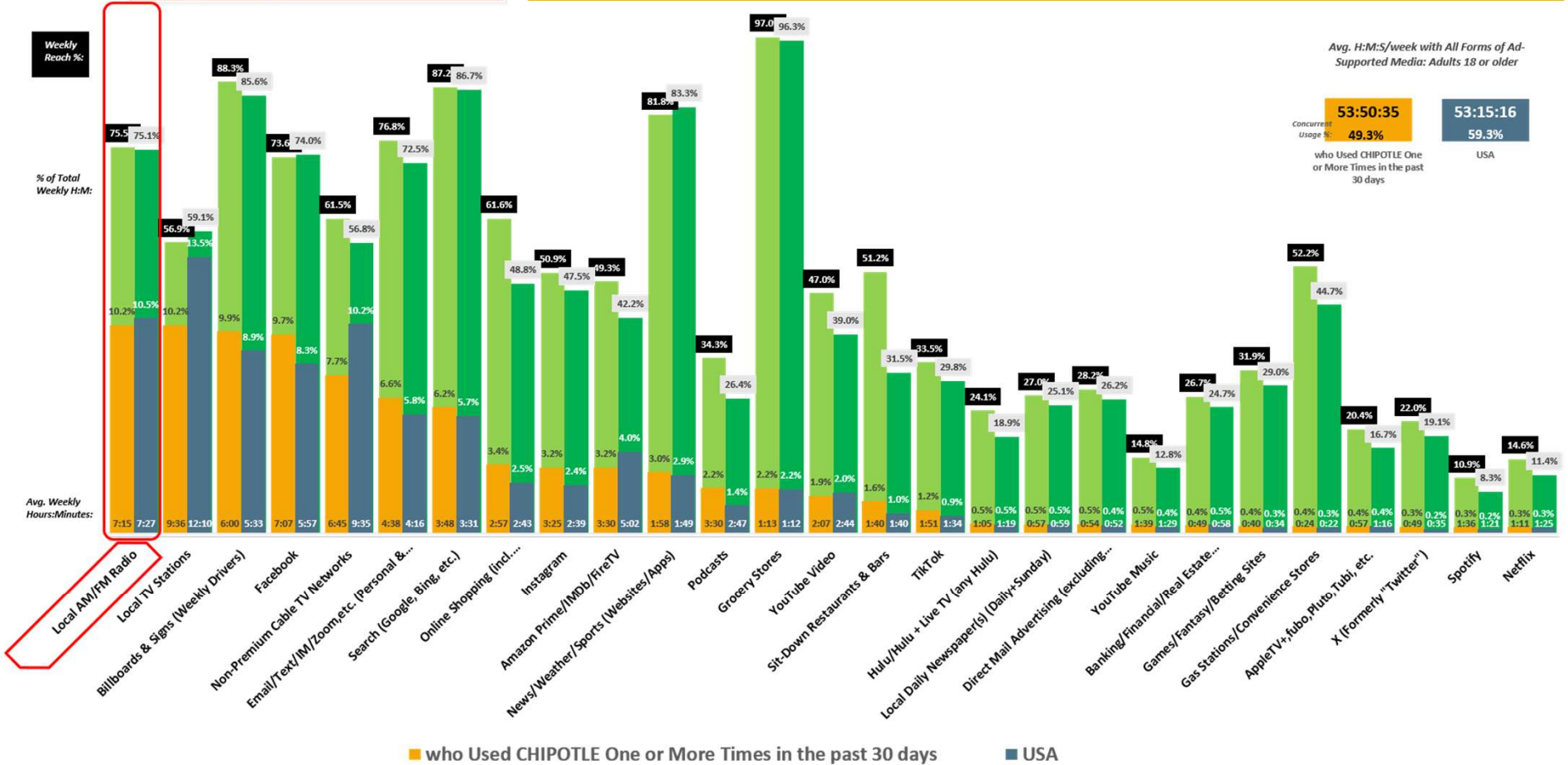


Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 3 days, 5 hours, 1 minutes and 23 seconds each week with All Forms of Media.  
 78.7% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an avg. of 6 hours and 54 minutes each week listening to All Local AM/FM Radio, representing 7.1% of total time spent with all forms of Media.



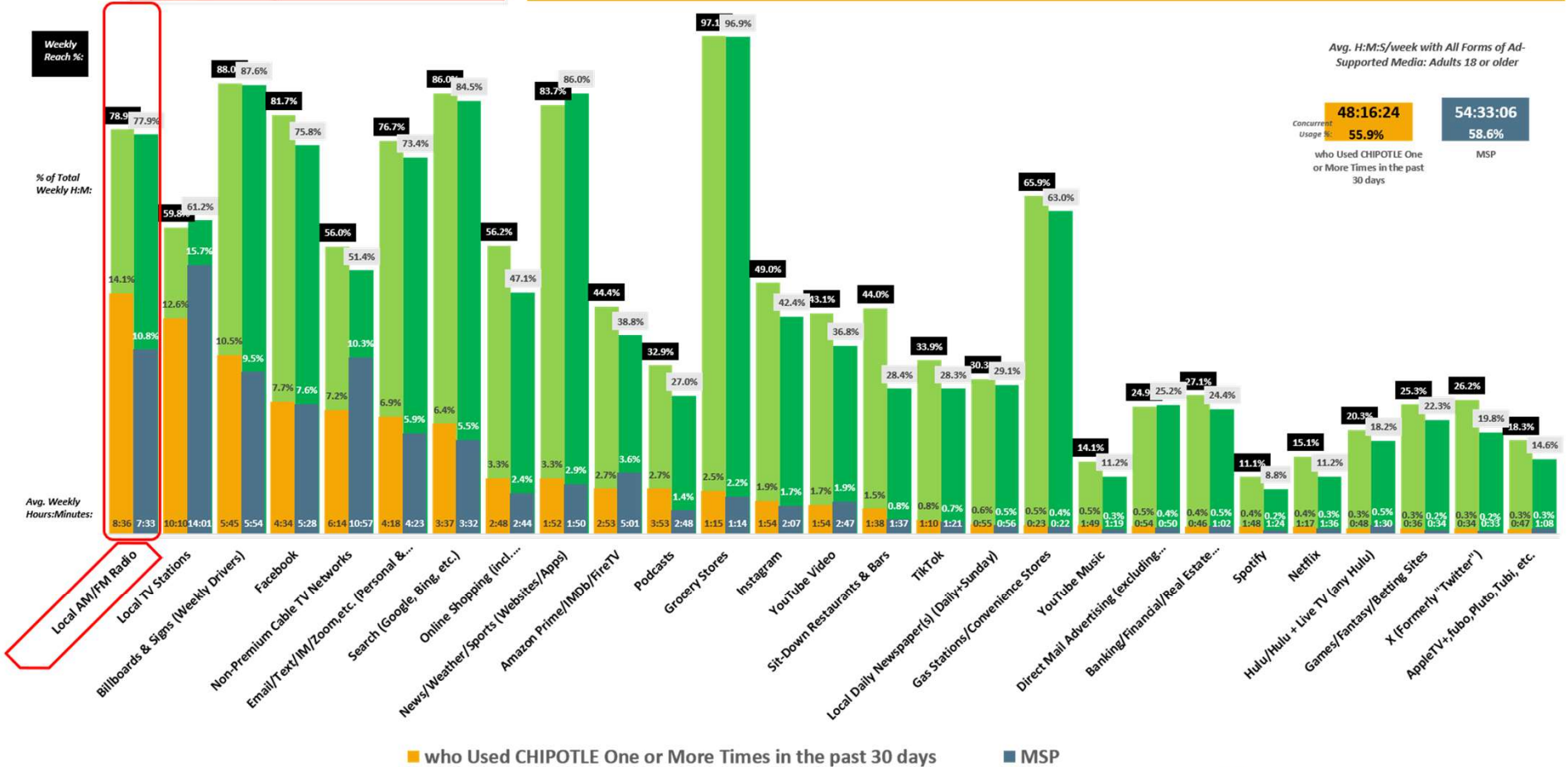


Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 2 days, 5 hours, 50 minutes and 35 seconds each week with All Forms of Ad-Supported Media.  
 75.5% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an avg. of 7 hours and 15 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.2% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 2 days, 0 hours, 16 minutes and 24 seconds each week with All Forms of Ad-Supported Media.  
78.9% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an avg. of 8 hours and 36 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.1% of total time spent with all forms of Ad-Supported Media.



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

**48:16:24**  
Concurrent Usage %: 55.9%  
who Used CHIPOTLE One or More Times in the past 30 days

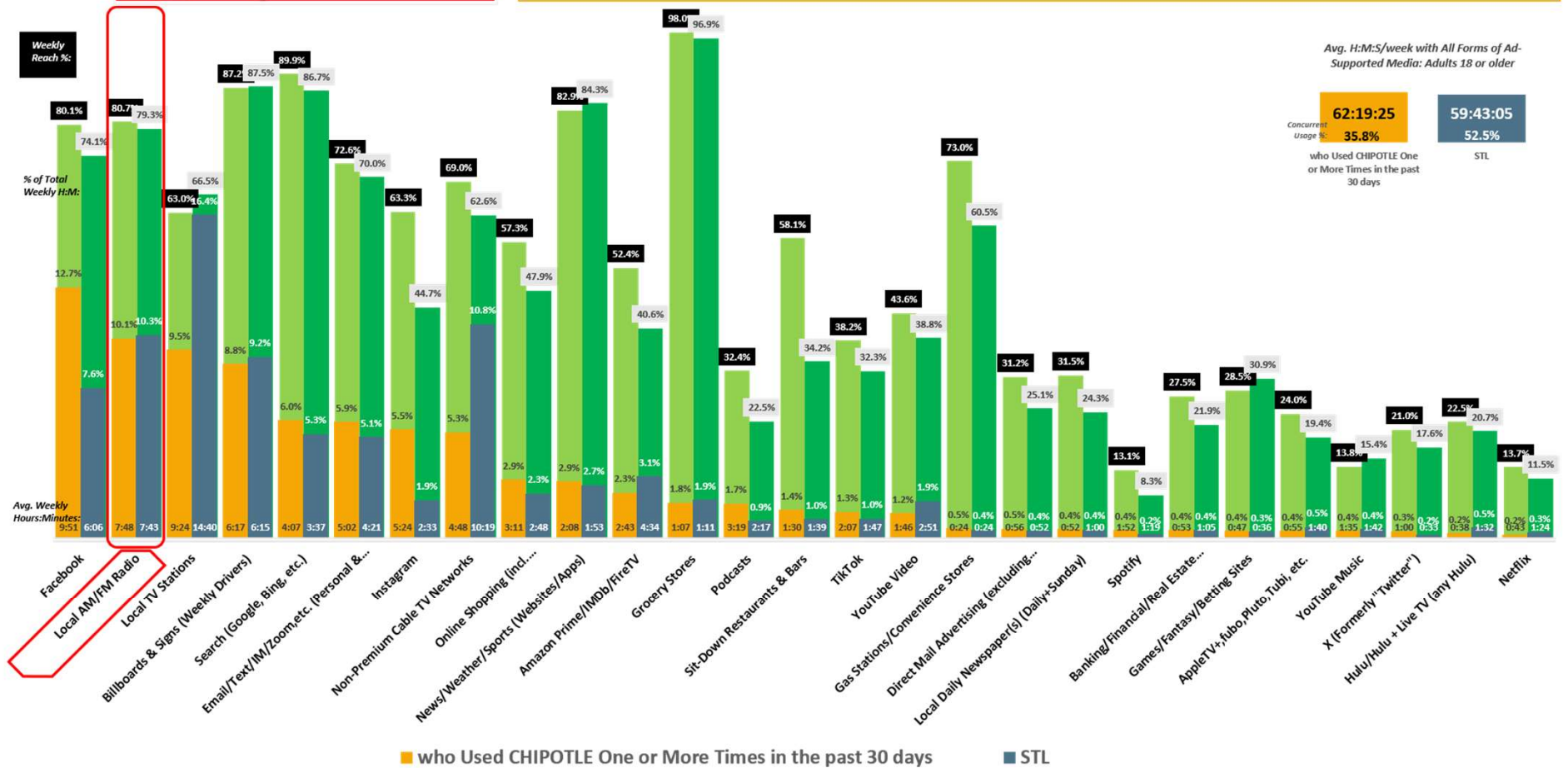
**54:33:06**  
MSP  
Share of Everything for Anything.





Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 2 days, 14 hours, 19 minutes and 25 seconds each week with All Forms of Ad-Supported Media.

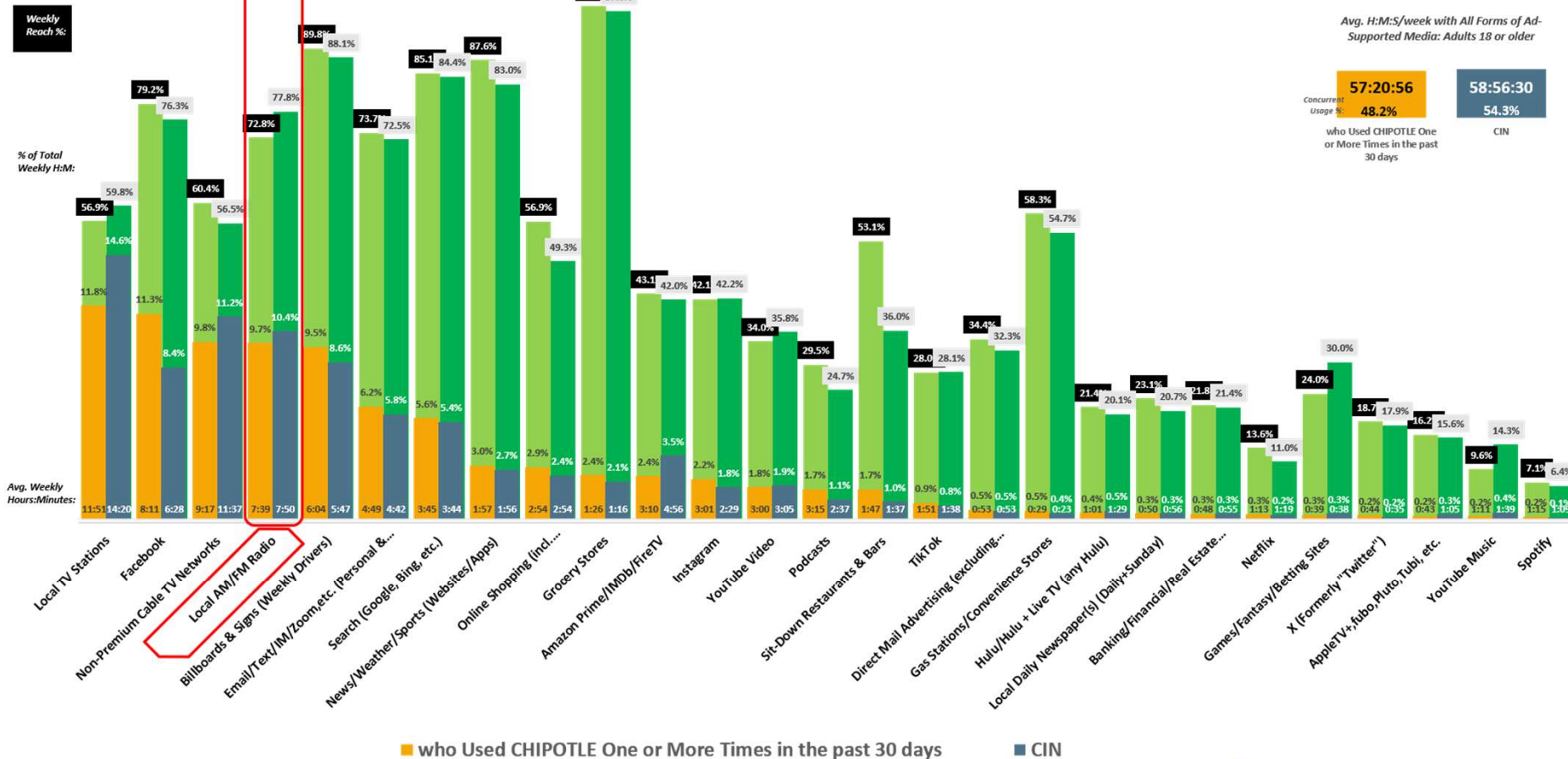
80.7% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an avg. of 7 hours and 48 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.1% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 2 days, 9 hours, 20 minutes and 56 seconds each week with All Forms of Ad-Supported Media.

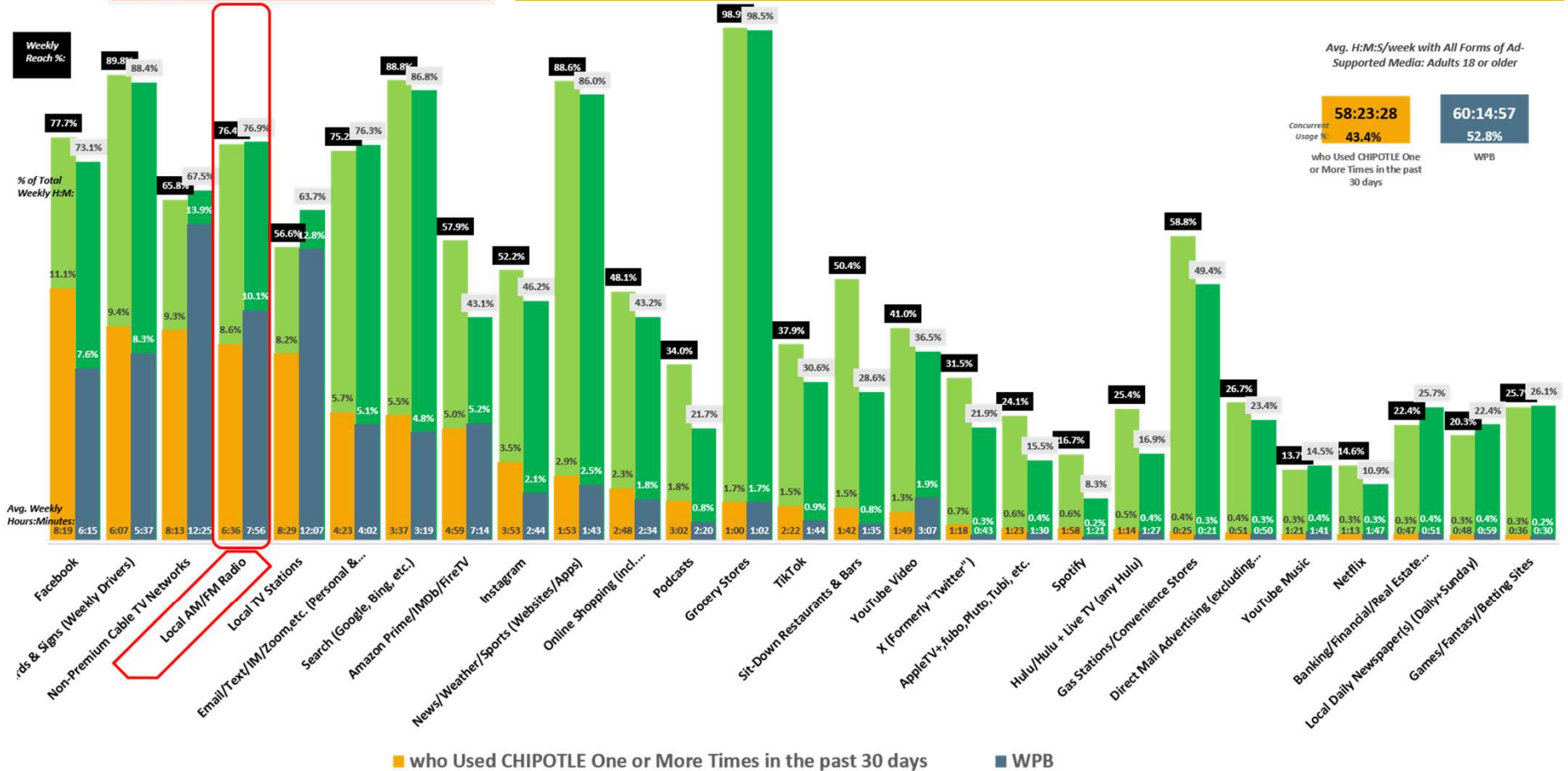
72.8% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an avg. of 7 hours and 39 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.7% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 2 days, 10 hours, 23 minutes and 28 seconds each week with All Forms of Ad-Supported Media.

76.4% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an avg. of 6 hours and 36 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.6% of total time spent with all forms of Ad-Supported Media.

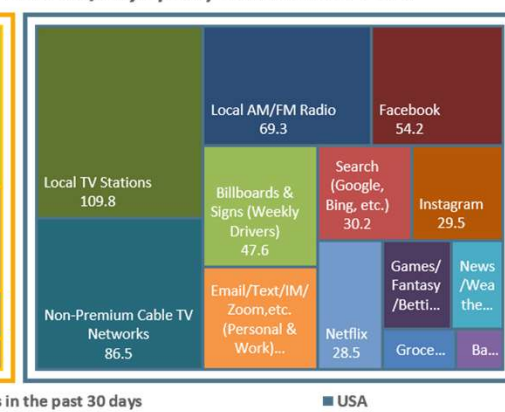
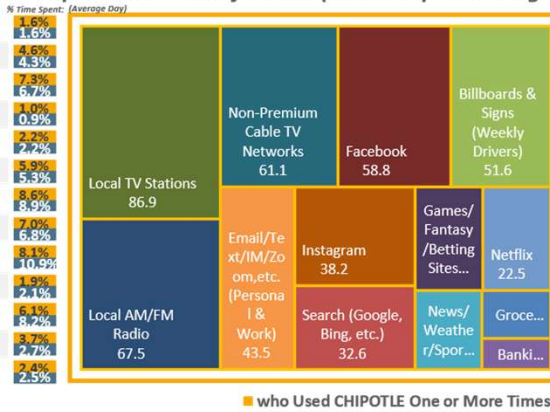
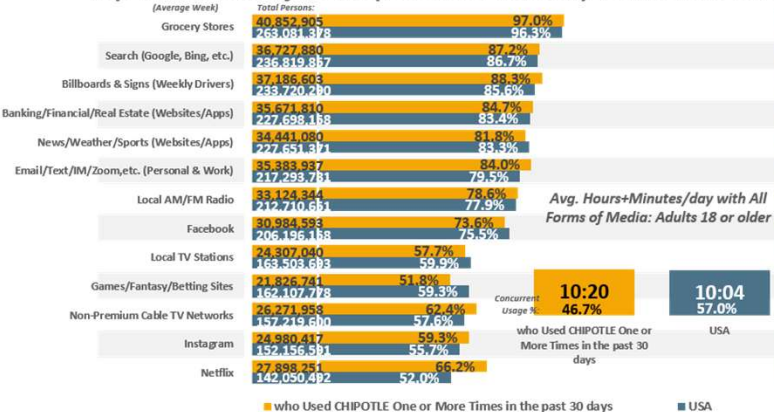




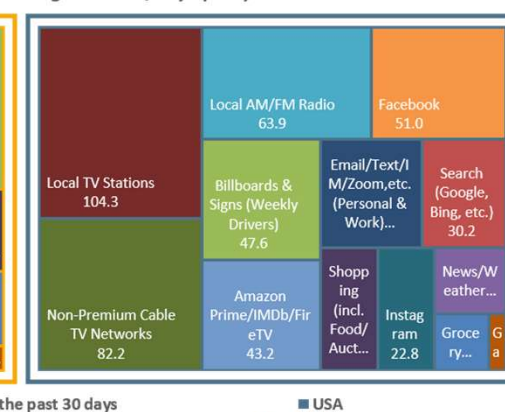
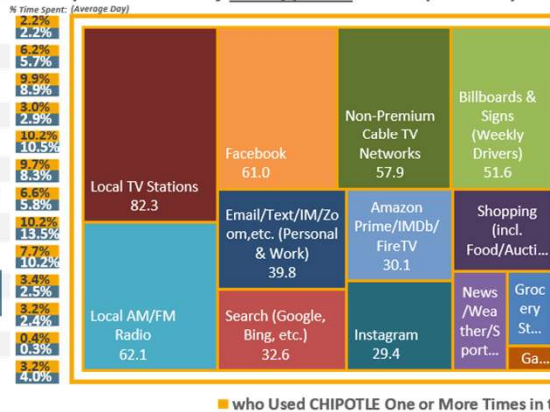
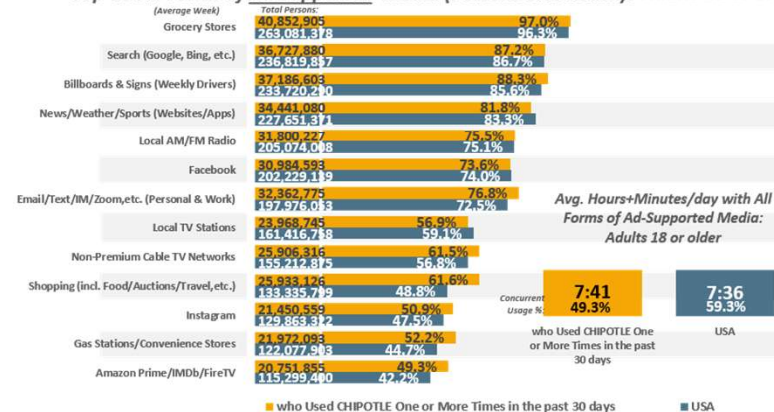


Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 7 hours and 41 minutes each day with All Forms of Ad-Supported Media. 75.5% listen to Local AM/FM Radio for an avg. of 62.1 minutes/day. (Local Radio delivers 10.2% of Time with Ad-Supported Media.)

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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 3,915  
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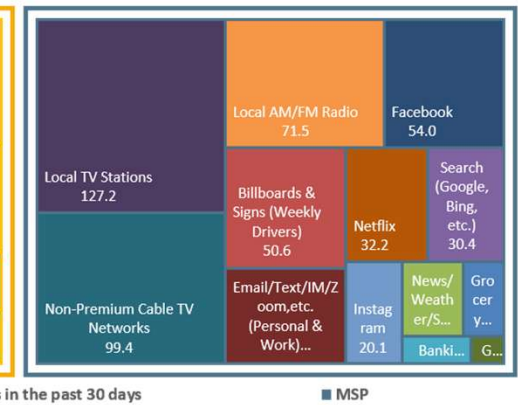
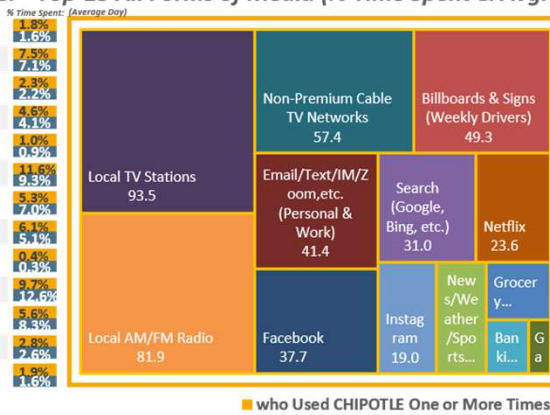
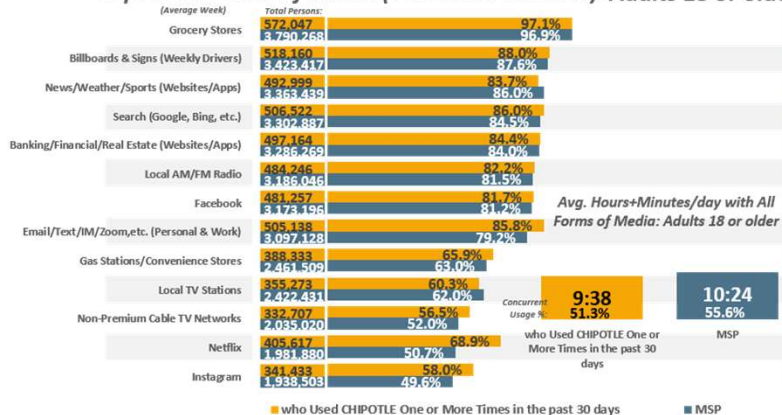
Quick service restaurants used past 30 days: Chipotle



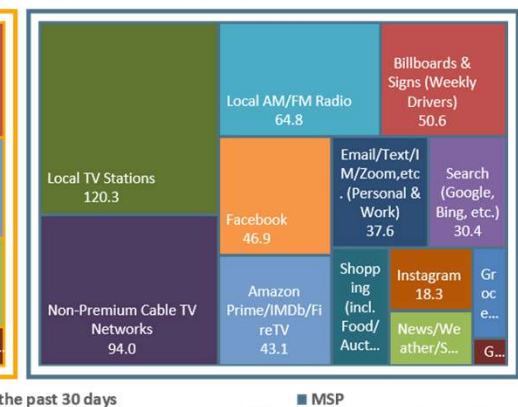
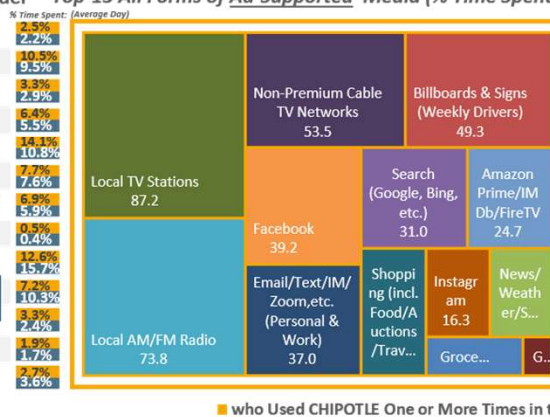
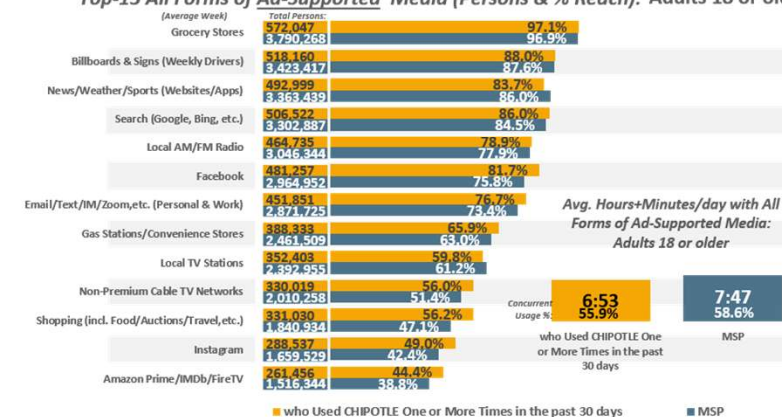


Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 6 hours and 53 minutes each day with All Forms of Ad-Supported Media. 78.9% listen to Local AM/FM Radio for an avg. of 73.8 minutes/day. (Local Radio delivers 14.1% of Time with Ad-Supported Media.)

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



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

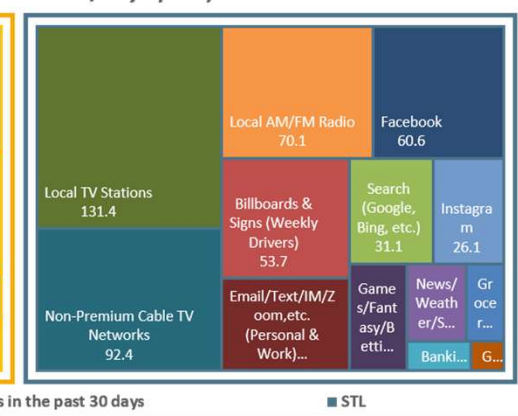
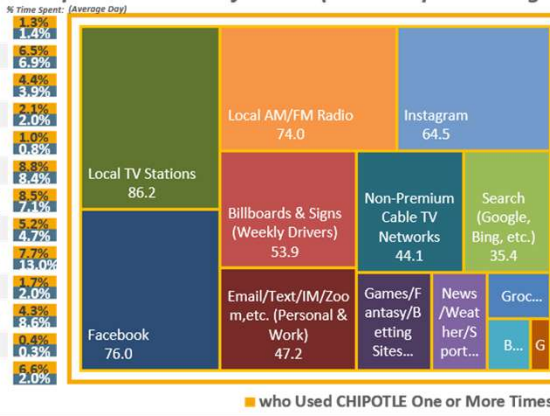
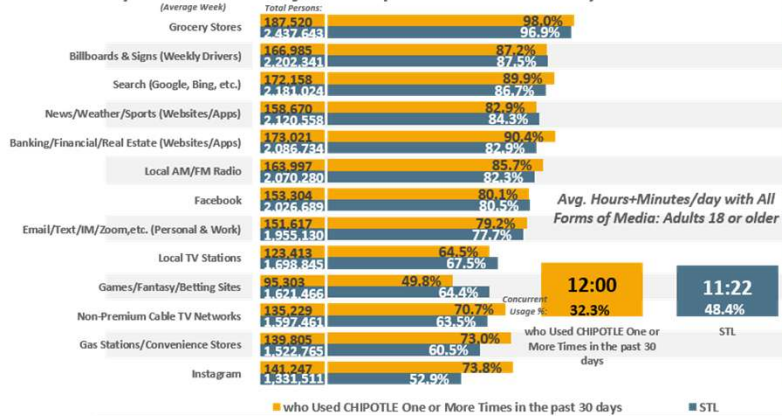




Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 8 hours and 54 minutes each day with All Forms of Ad-Supported Media. 80.7% listen to Local AM/FM Radio for an avg. of 66.9 minutes/day. (Local Radio delivers 10.1% of Time with Ad-Supported Media.)

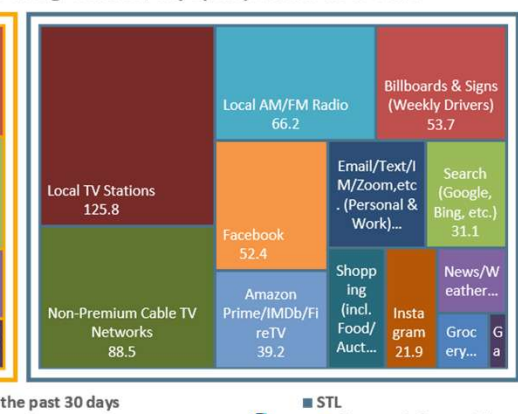
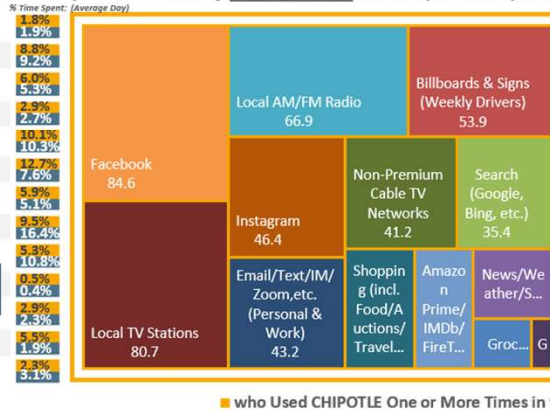
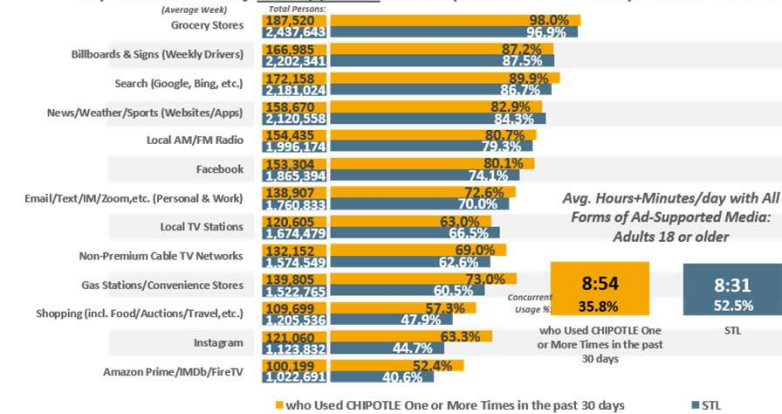
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 167  
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Quick service restaurants used past 30 days: Chipotle

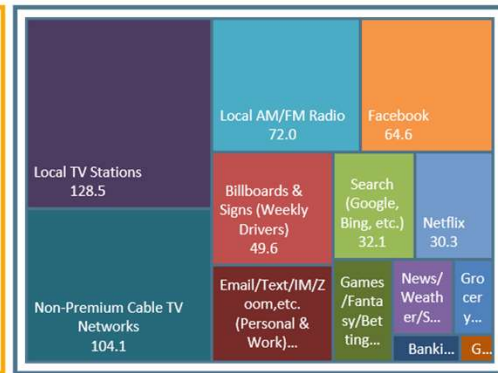
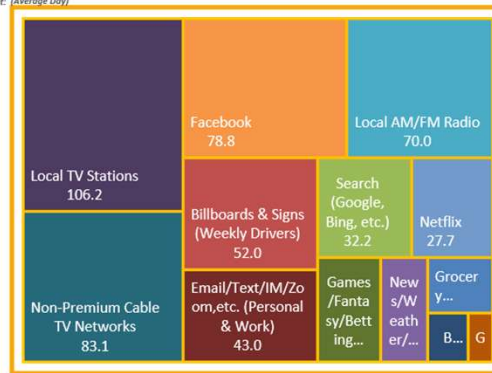
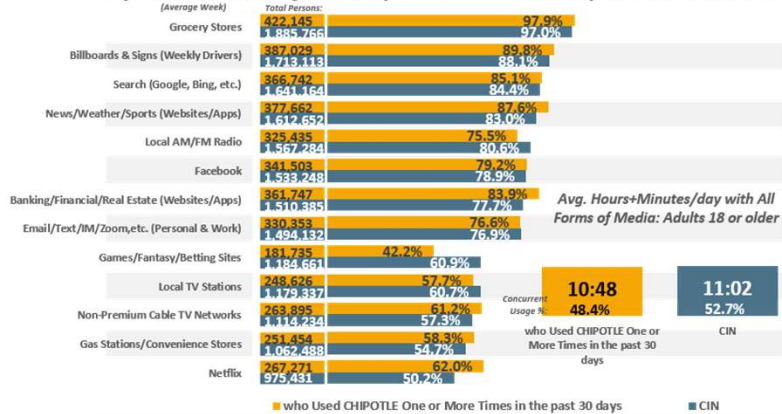




Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 8 hours and 11 minutes each day with All Forms of Ad-Supported Media. 72.8% listen to Local AM/FM Radio for an avg. of 65.6 minutes/day. (Local Radio delivers 9.7% of Time with Ad-Supported Media.)

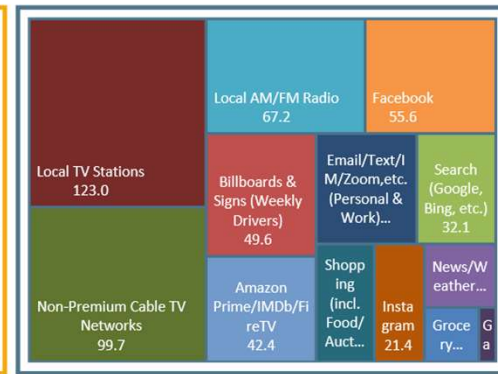
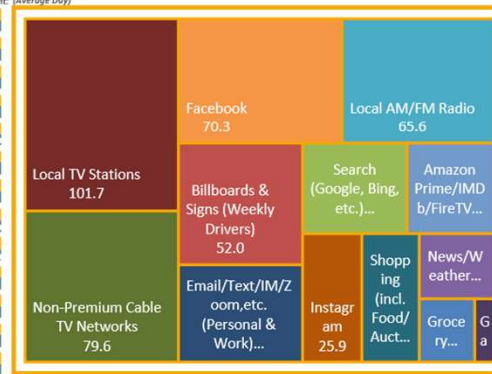
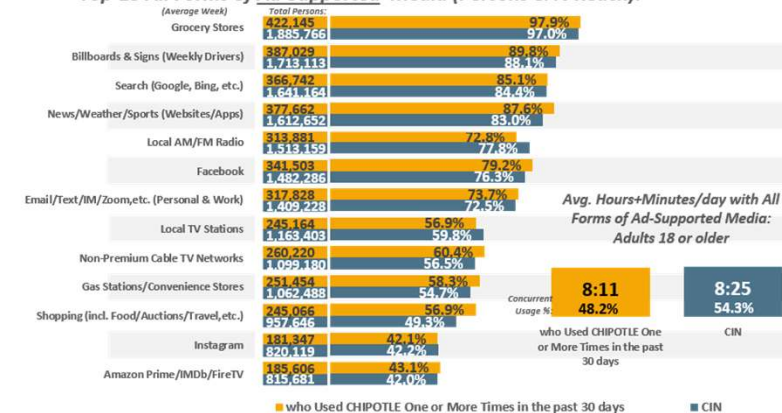
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 423  
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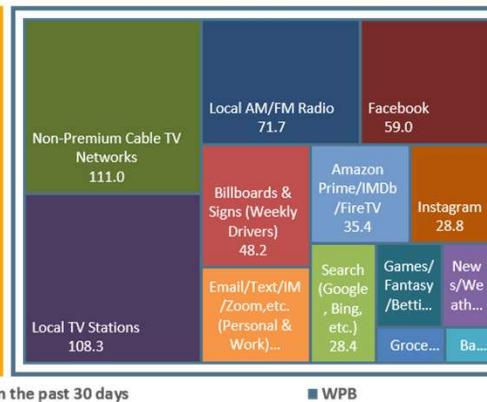
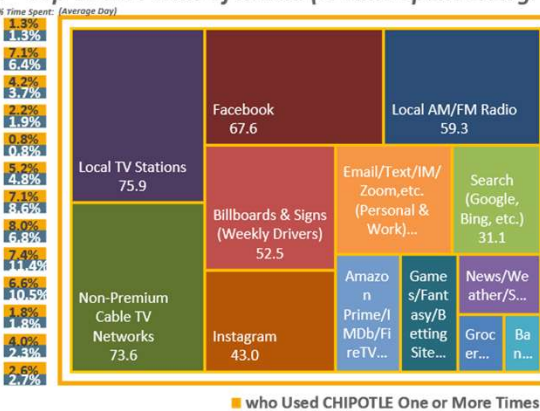
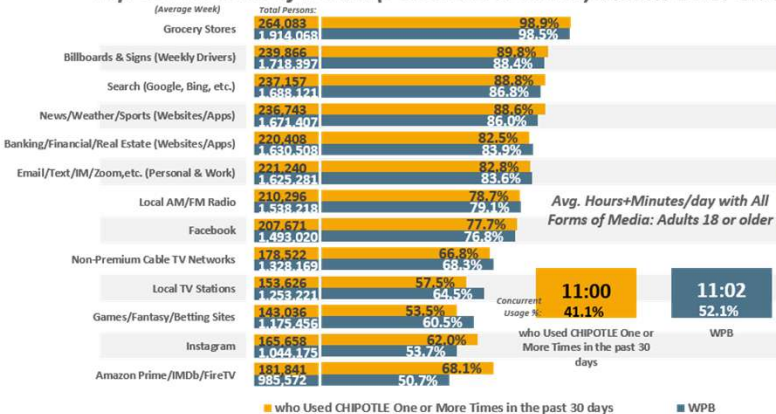
Quick service restaurants used past 30 days: Chipotle



Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 8 hours and 20 minutes each day with All Forms of Ad-Supported Media. 76.4% listen to Local AM/FM Radio for an avg. of 56.6 minutes/day. (Local Radio delivers 8.6% of Time with Ad-Supported Media.)

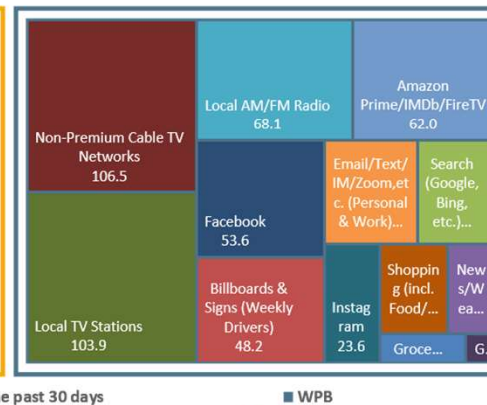
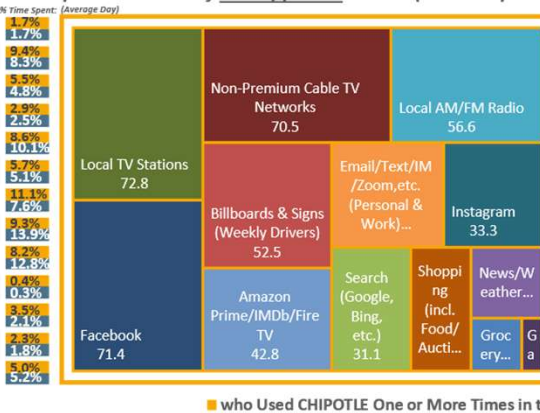
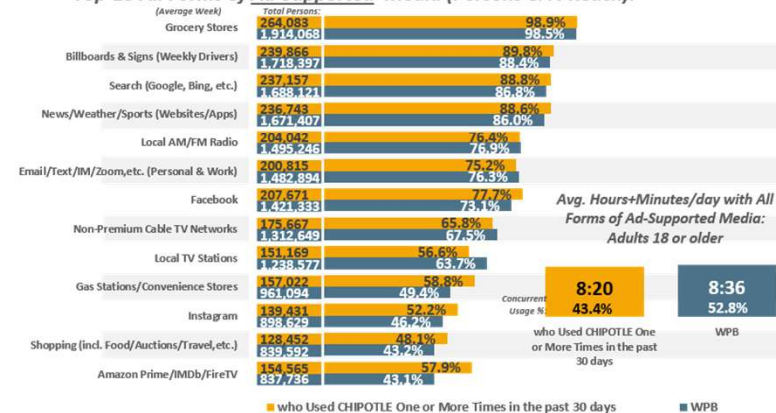
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 334  
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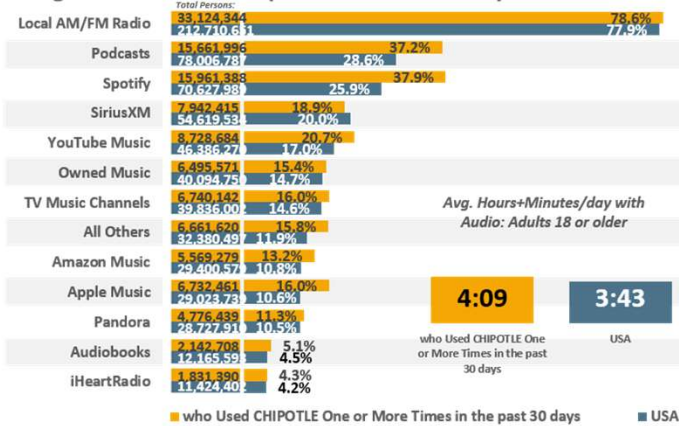
Quick service restaurants used past 30 days: Chipotle



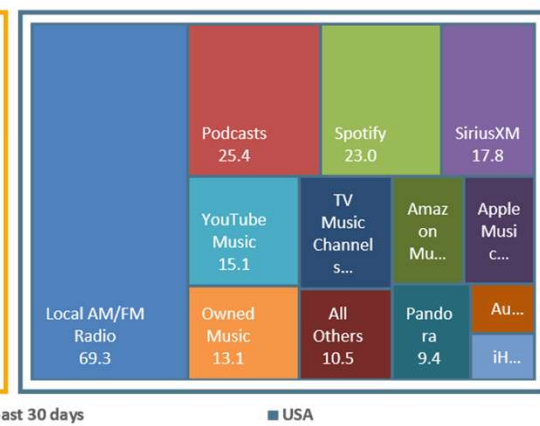
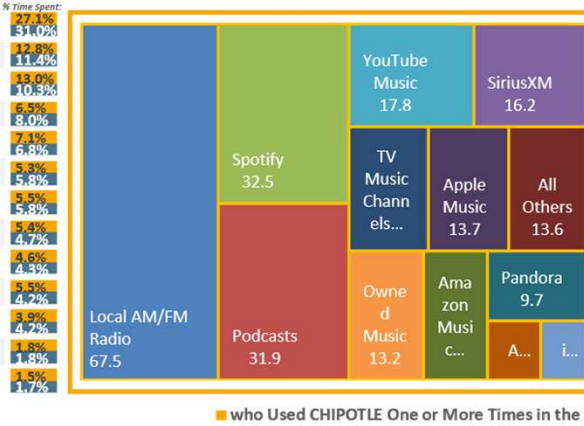


31,800,227 or 75.5% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 62.1 minutes every day representing 37.3% of all time spent daily with Ad-Supported Audio.

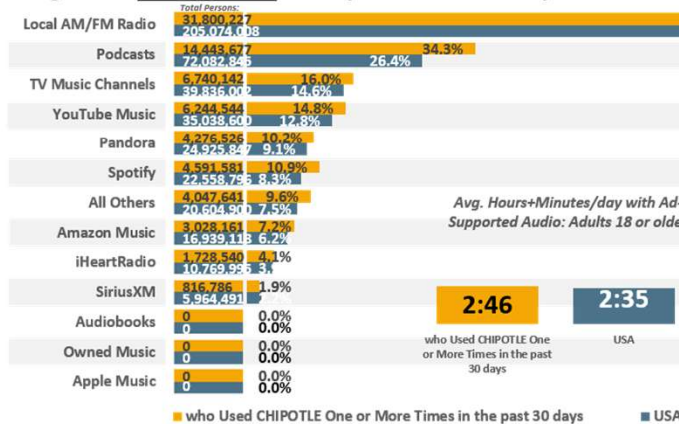
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



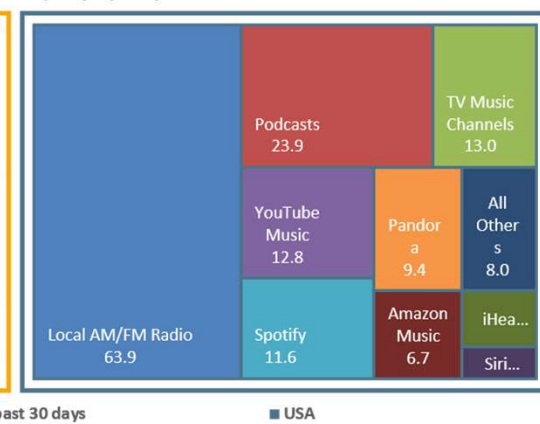
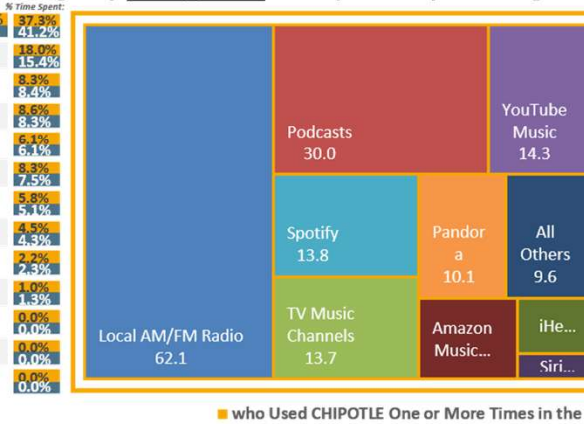
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 3,915  
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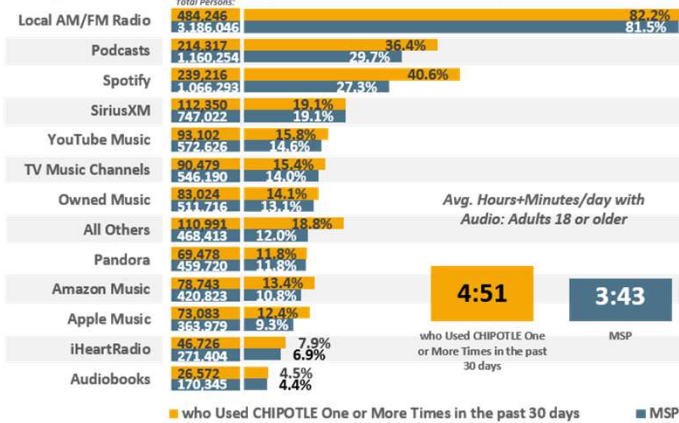
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Chipotle

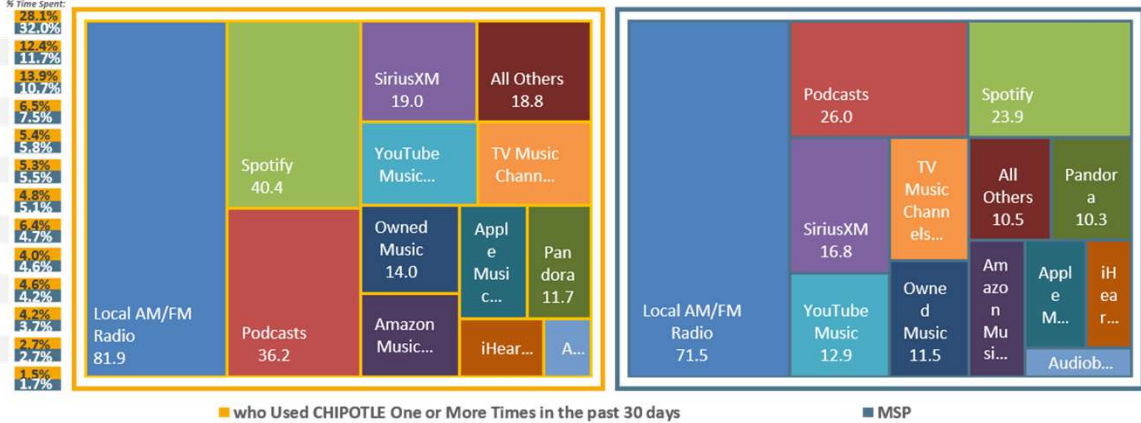


464,735 or 78.9% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 73.8 minutes every day representing 37.2% of all time spent daily with Ad-Supported Audio.

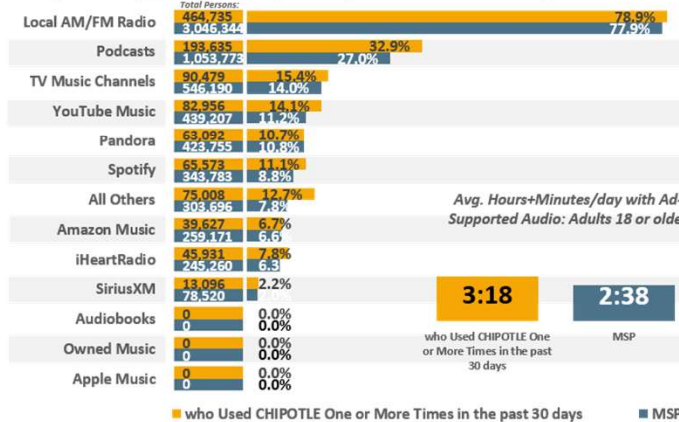
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



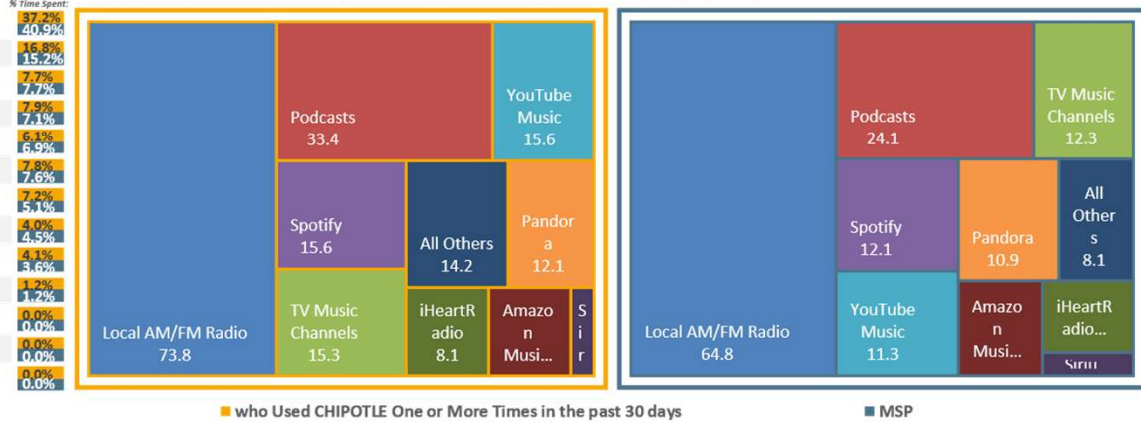
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



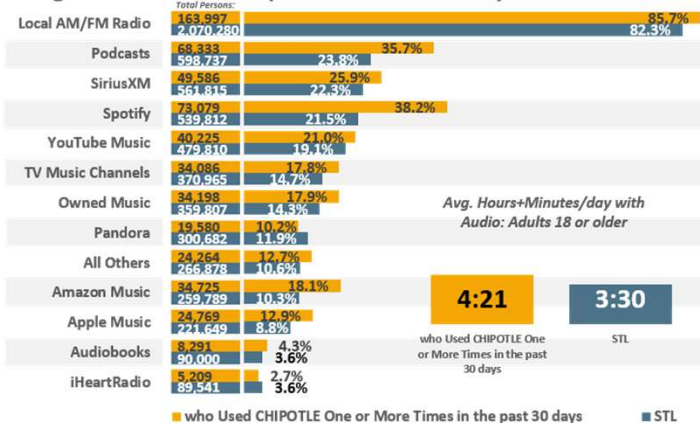
**Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



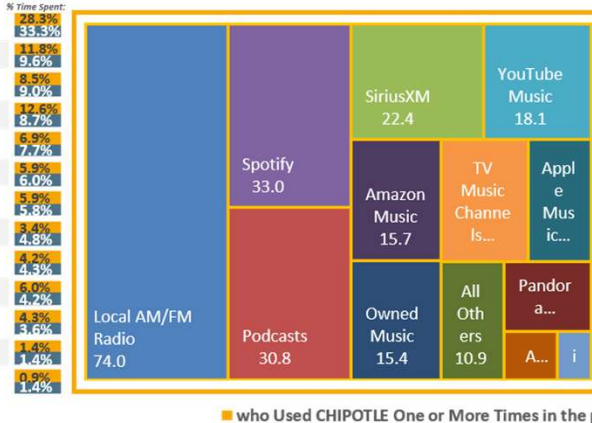


154,435 or 80.7% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 66.9 minutes every day representing 39.0% of all time spent daily with Ad-Supported Audio.

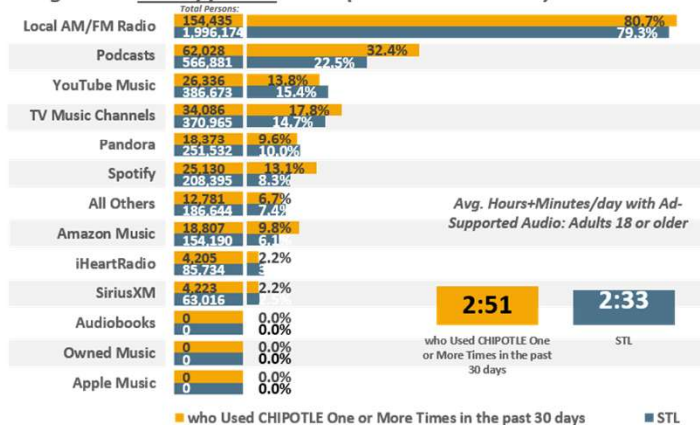
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



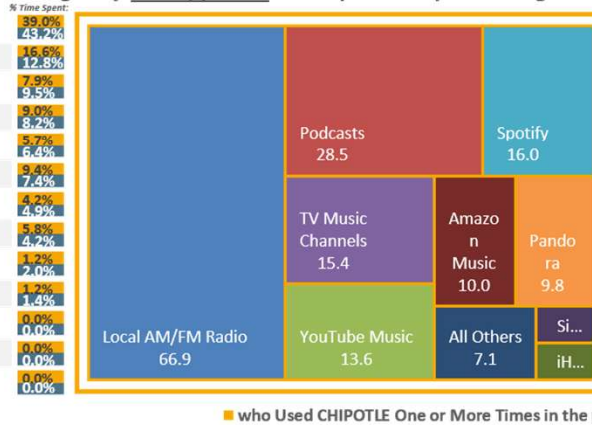
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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

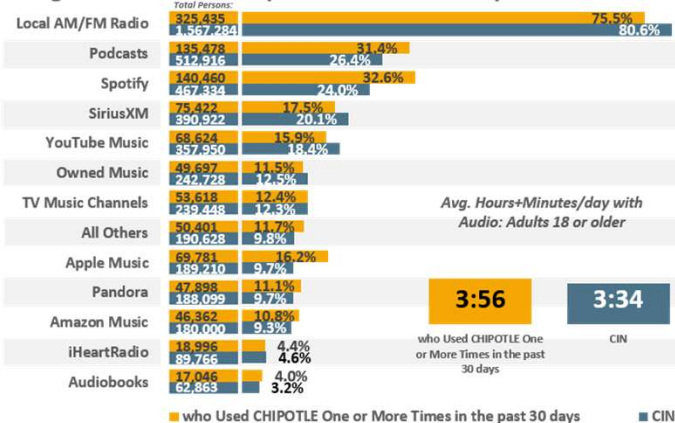




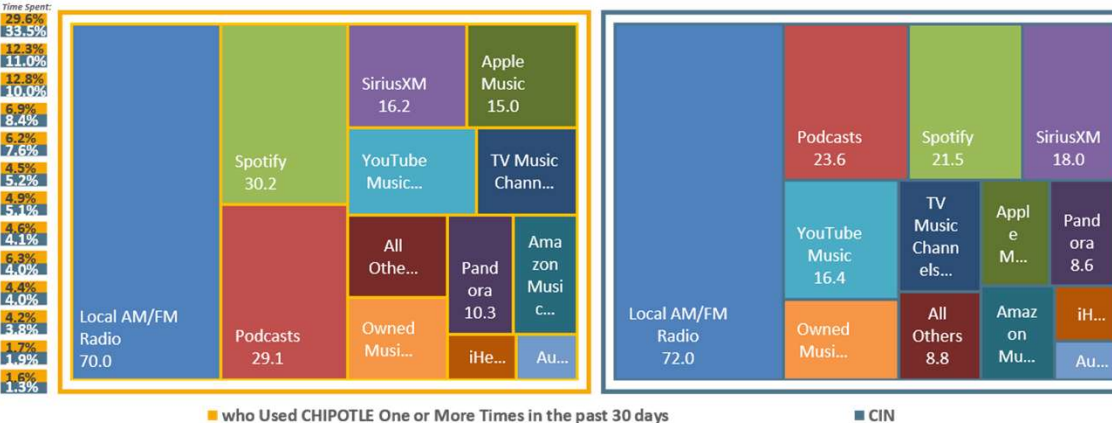


313,881 or 72.8% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 65.6 minutes every day representing 42.1% of all time spent daily with Ad-Supported Audio.

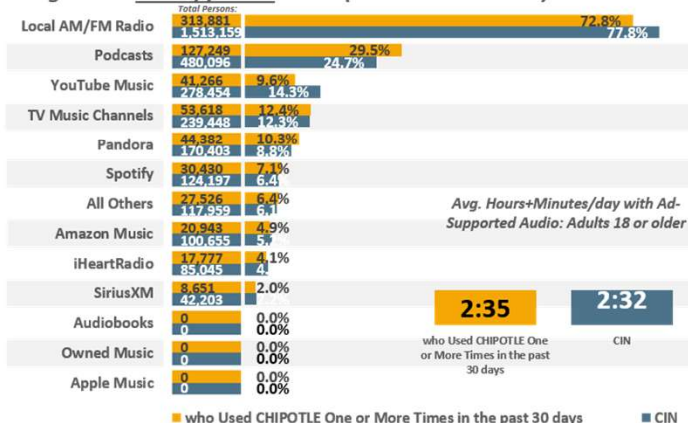
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



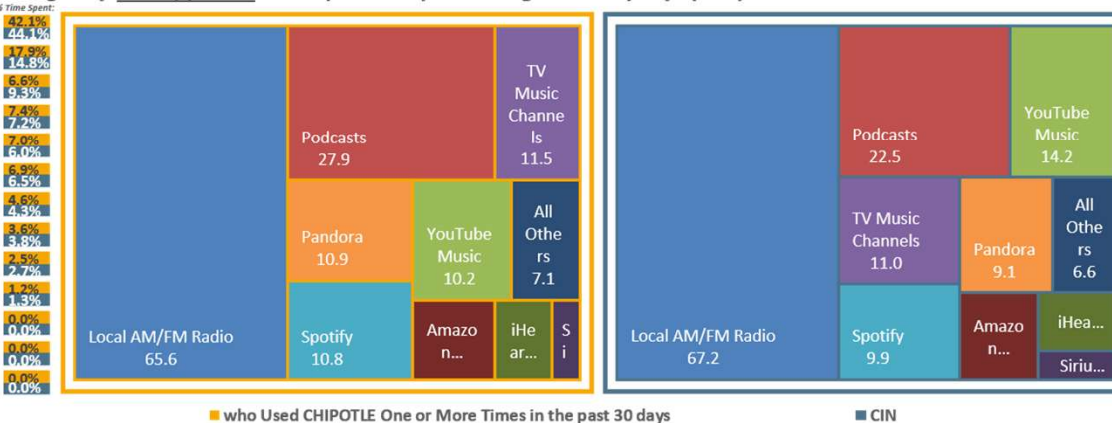
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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

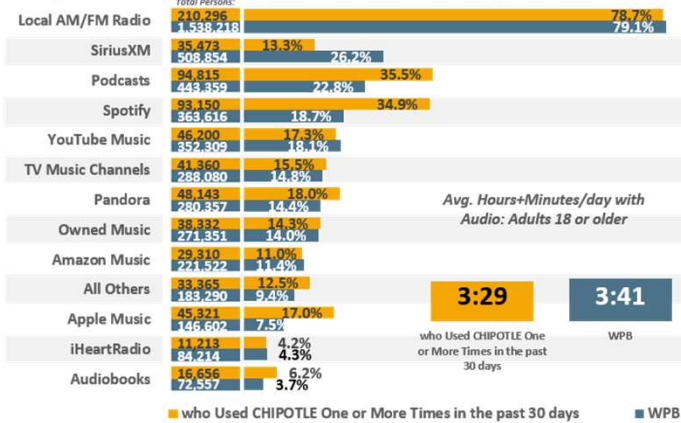




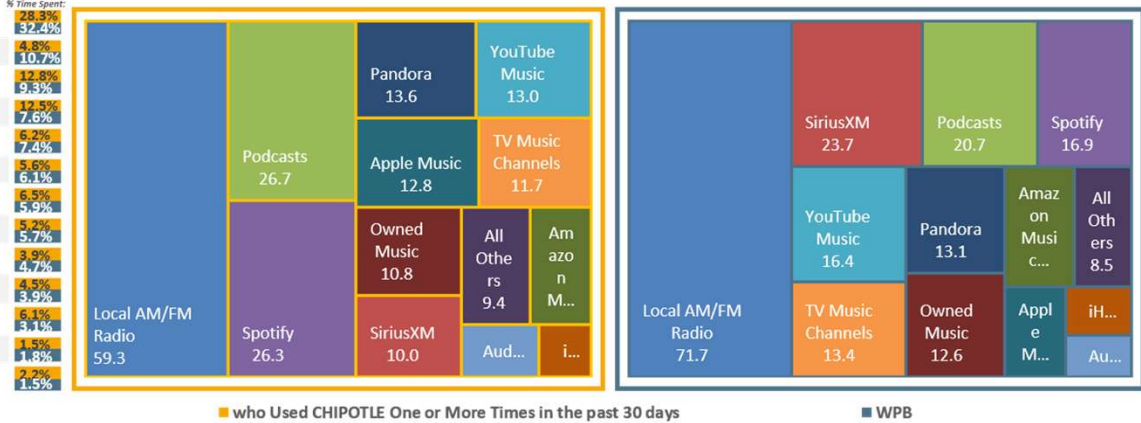


204,042 or 76.4% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 56.6 minutes every day representing 36.6% of all time spent daily with Ad-Supported Audio.

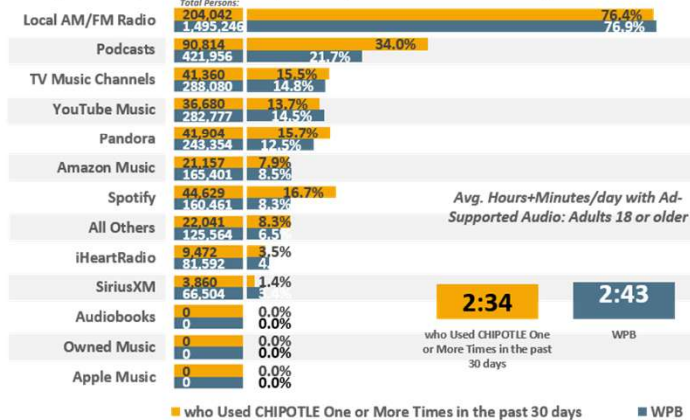
#### Avg. Week All Audio (Persons & % Reach): Adults 18 or older



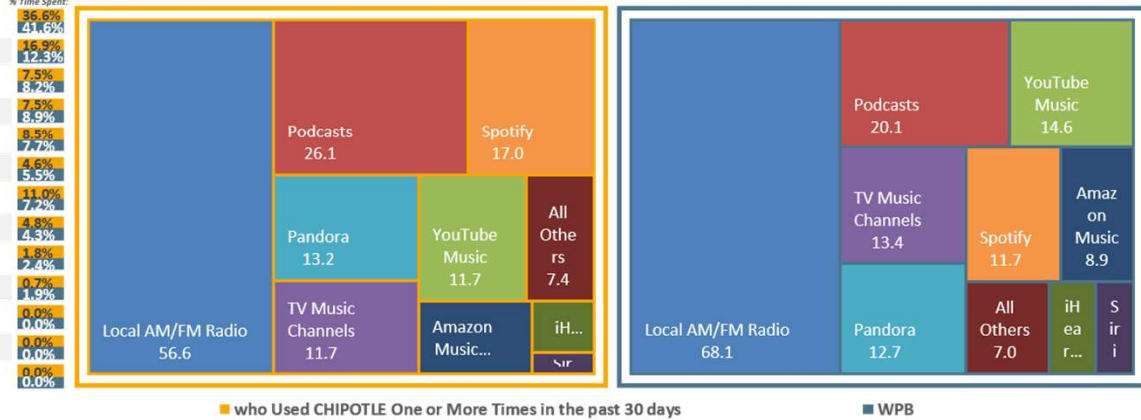
#### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

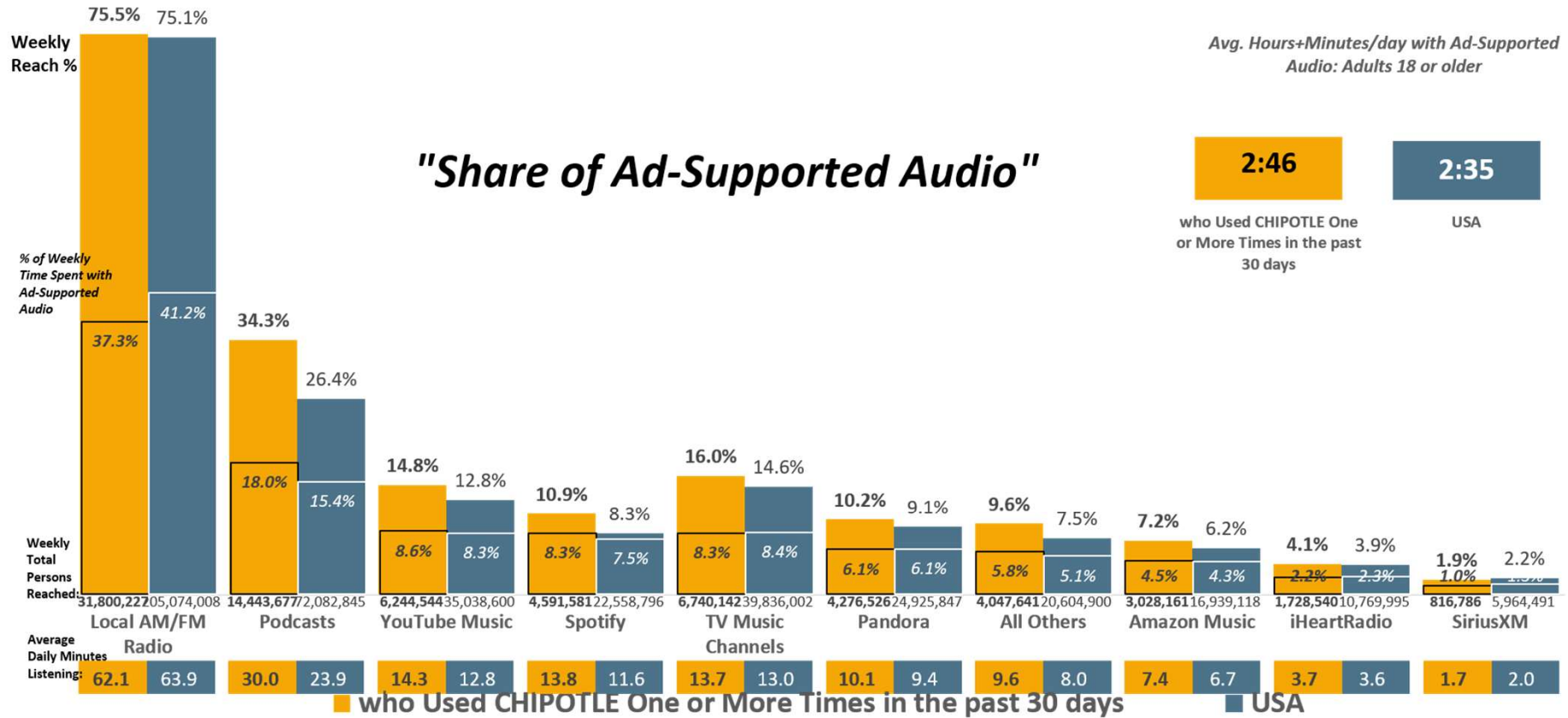


#### Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



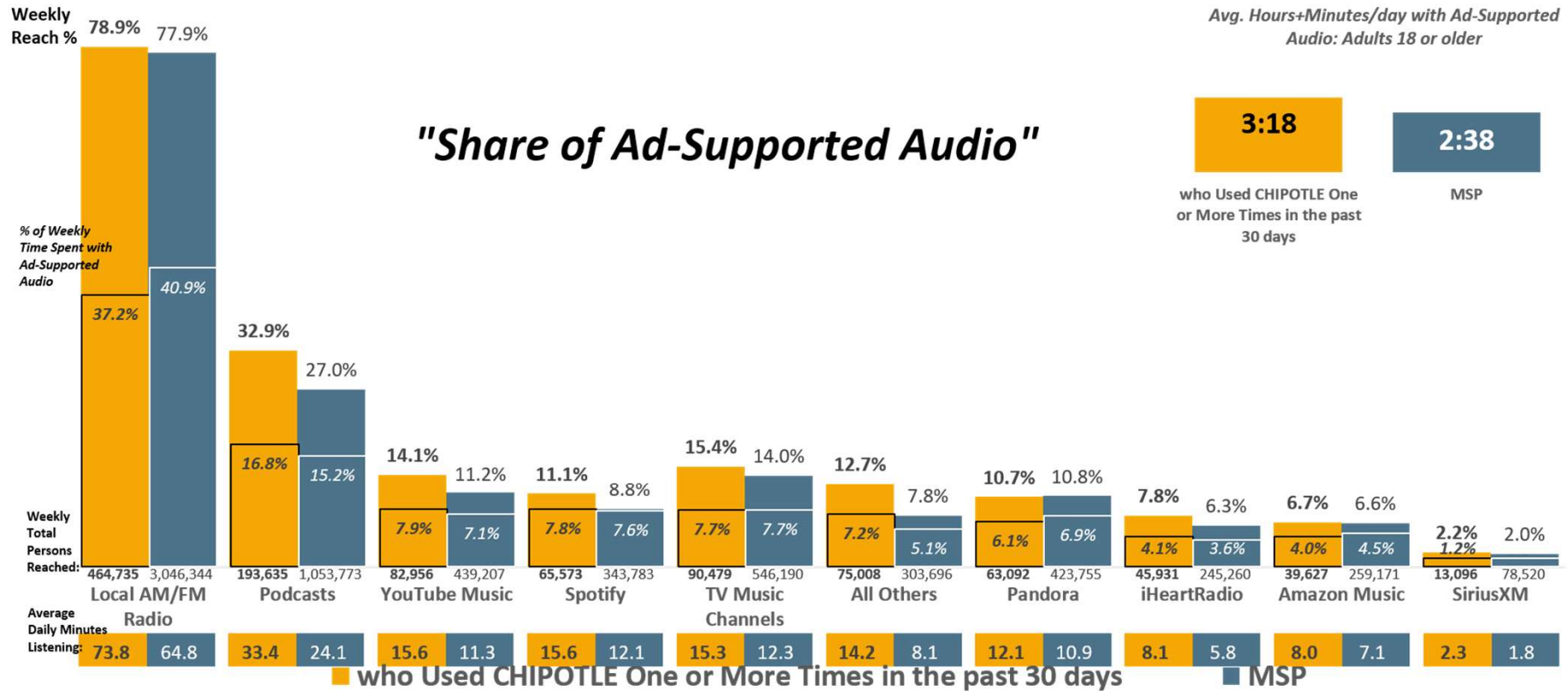


31,800,227 or 75.5% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 62.1 minutes every day representing 37.3% of all time spent daily with Ad-Supported Audio.





464,735 or 78.9% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 73.8 minutes every day representing 37.2% of all time spent daily with Ad-Supported Audio.





154,435 or 80.7% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 66.9 minutes every day representing 39.0% of all time spent daily with Ad-Supported Audio.

Weekly Reach %

% of Weekly Time Spent with Ad-Supported Audio

Weekly Total Persons Reached:

Average Daily Minutes Listening:

## "Share of Ad-Supported Audio"

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

2:51

2:33

who Used CHIPOTLE One or More Times in the past 30 days

STL

who Used CHIPOTLE One or More Times in the past 30 days

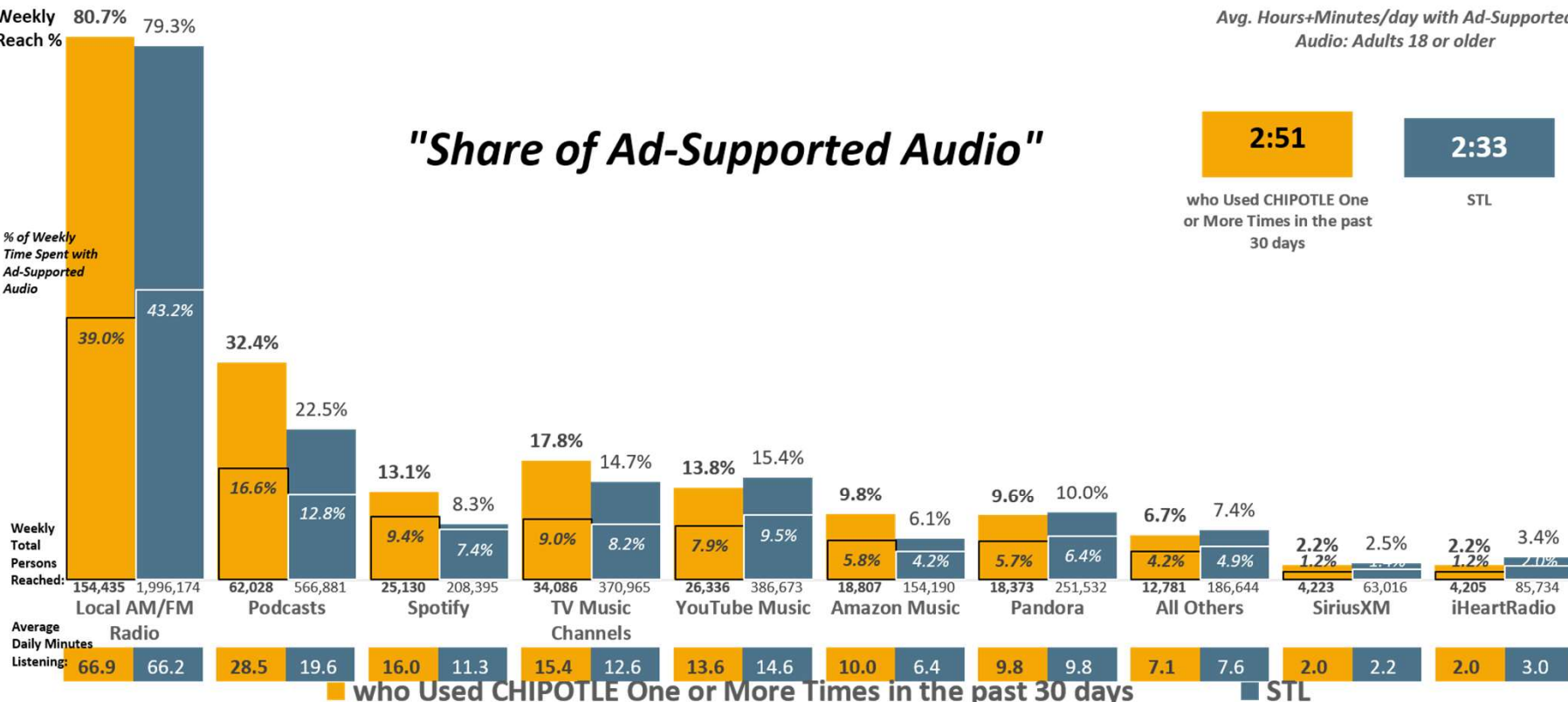
STL

STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 167  
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ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

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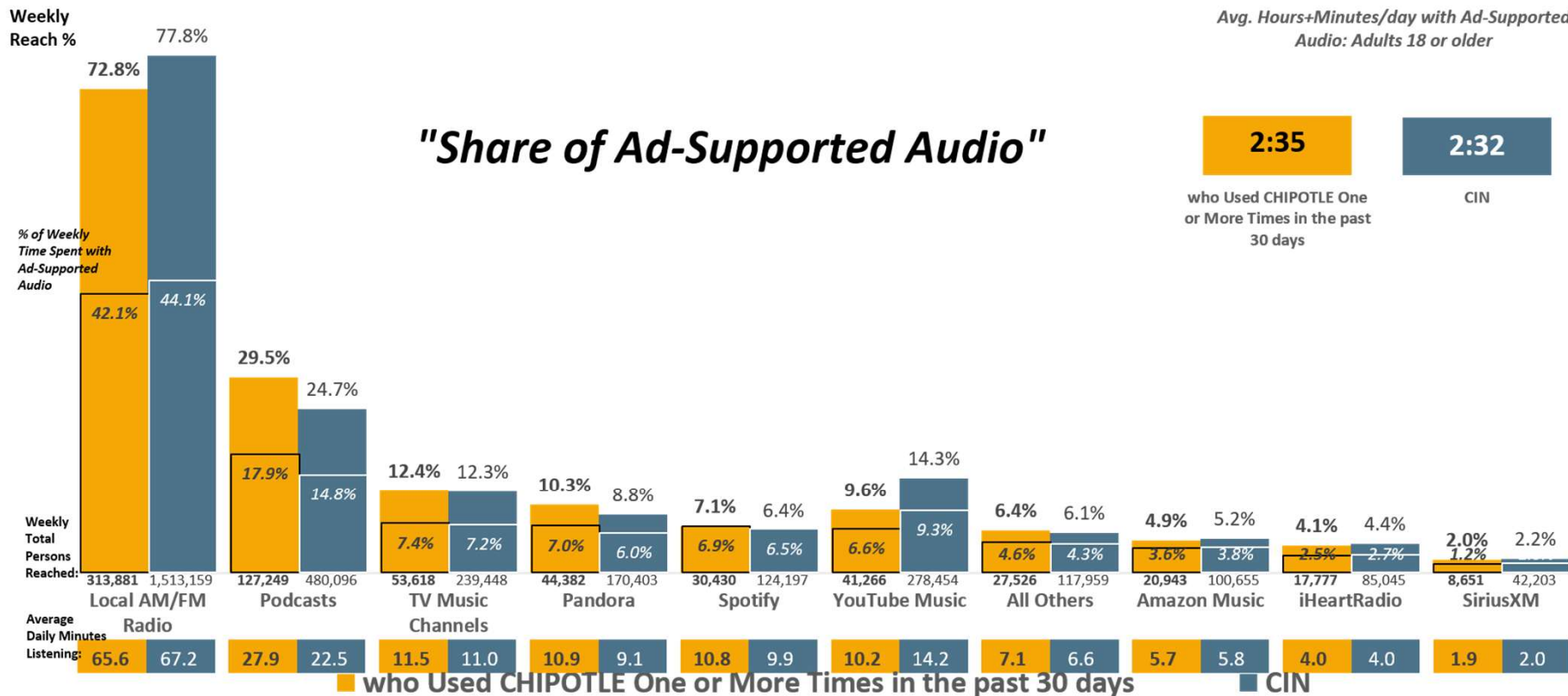
Quick service restaurants used past 30 days: Chipotle







313,881 or 72.8% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 65.6 minutes every day representing 42.1% of all time spent daily with Ad-Supported Audio.





204,042 or 76.4% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 56.6 minutes every day representing 36.6% of all time spent daily with Ad-Supported Audio.

Weekly Reach % 76.4% 76.9%

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

## "Share of Ad-Supported Audio"

2:34

2:43

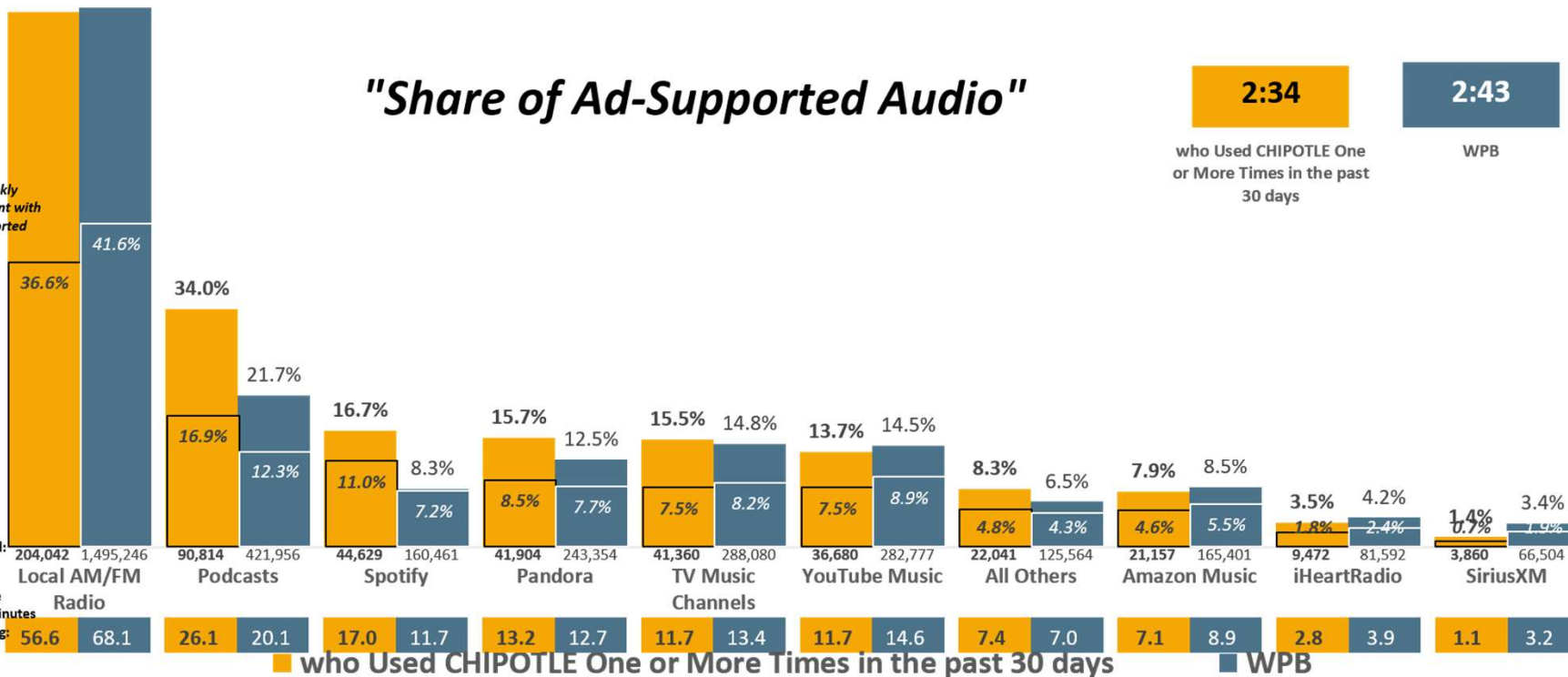
who Used CHIPOTLE One or More Times in the past 30 days

WPB

% of Weekly Time Spent with Ad-Supported Audio

Weekly Total Persons Reached:

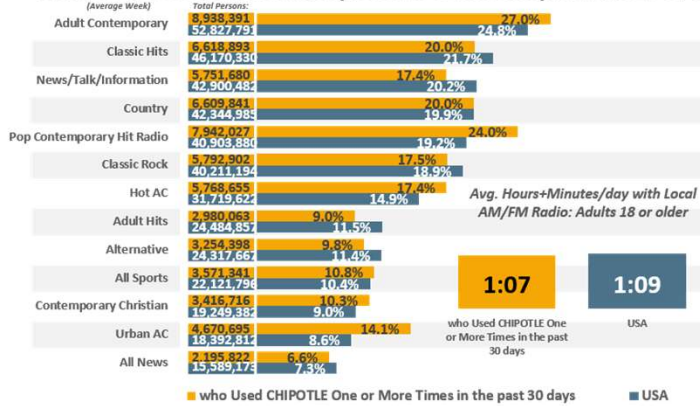
Average Daily Minutes Listening:



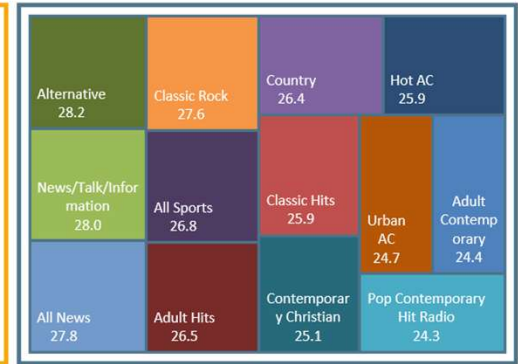
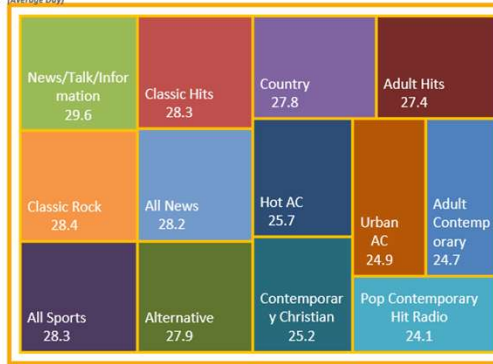


31,800,227 or 75.5% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Classic Rock.

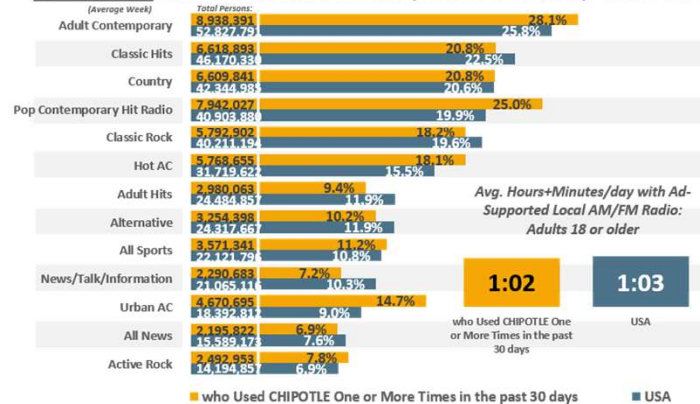
**Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older**



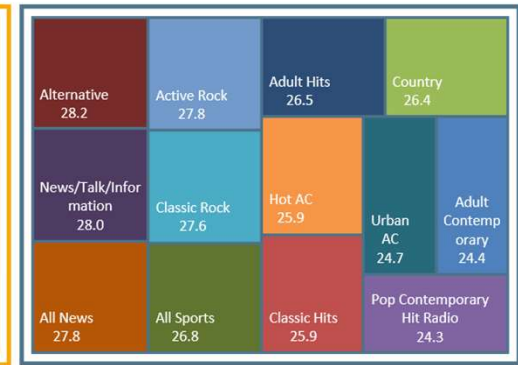
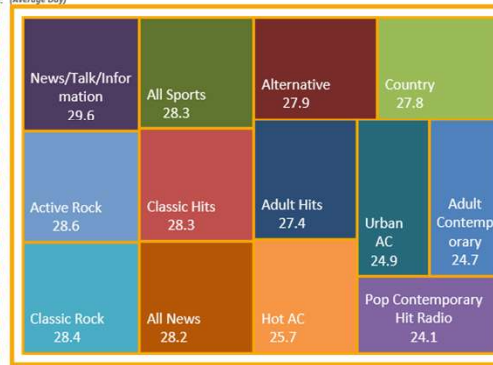
**Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 3,915  
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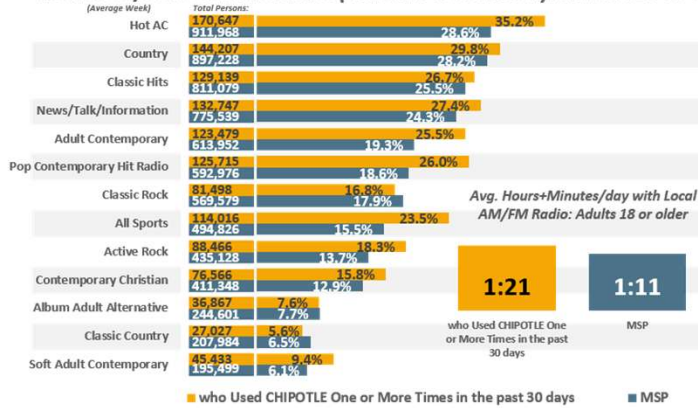
Quick service restaurants used past 30 days: Chipotle



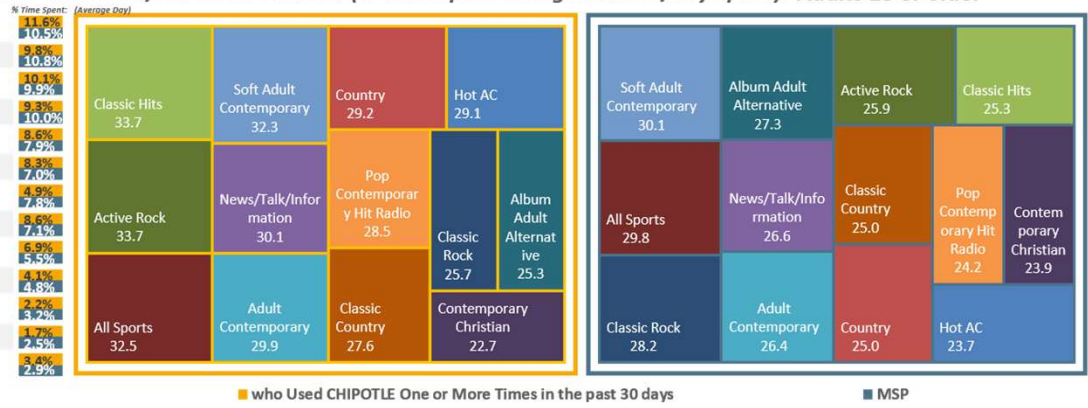


464,735 or 78.9% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Country, Classic Hits, Pop Contemporary Hit Radio, and Adult Contemporary.

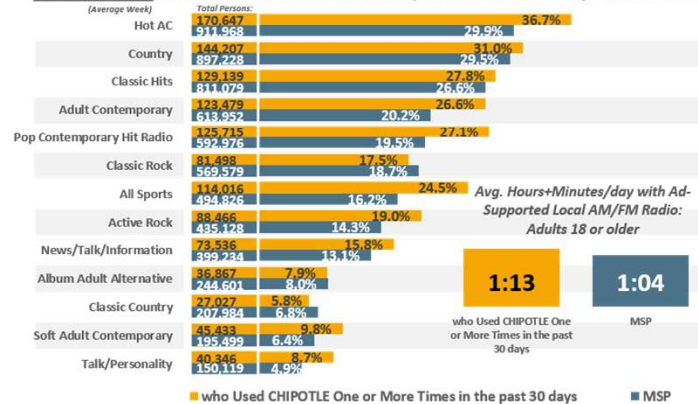
### Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



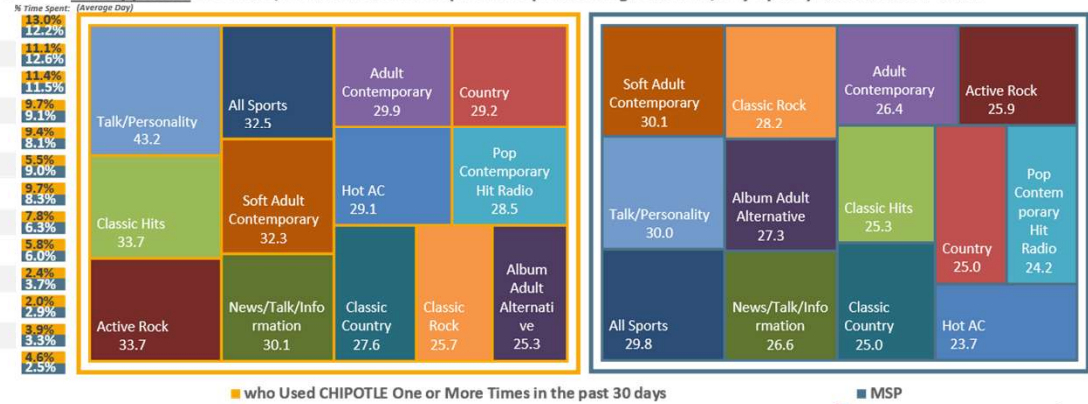
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 294  
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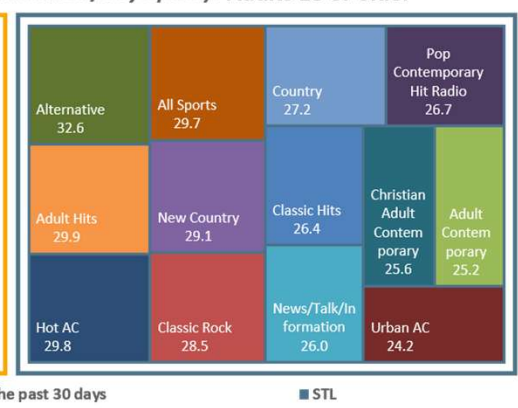
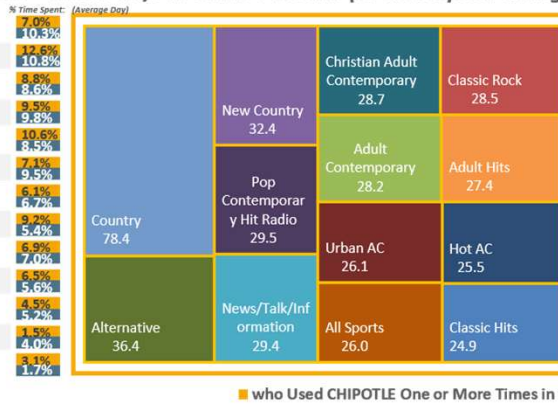
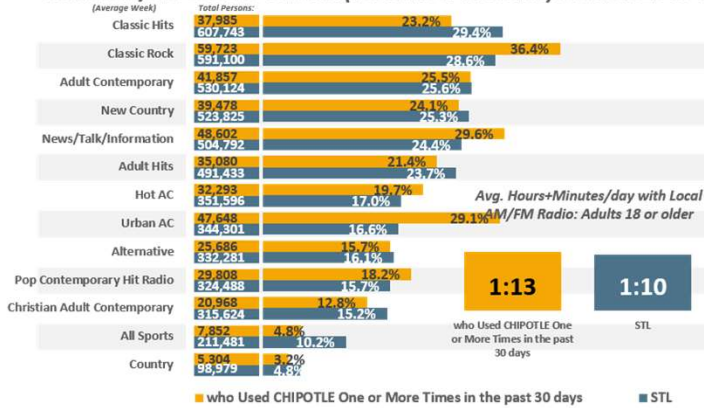
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Chipotle

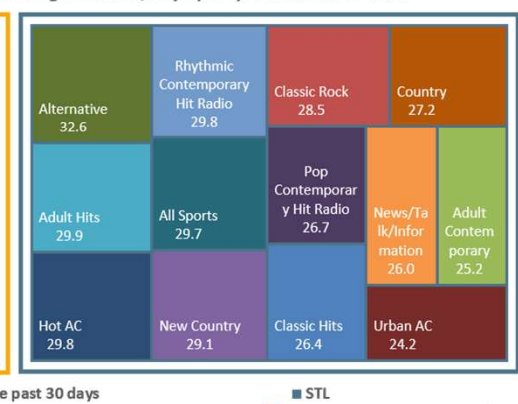
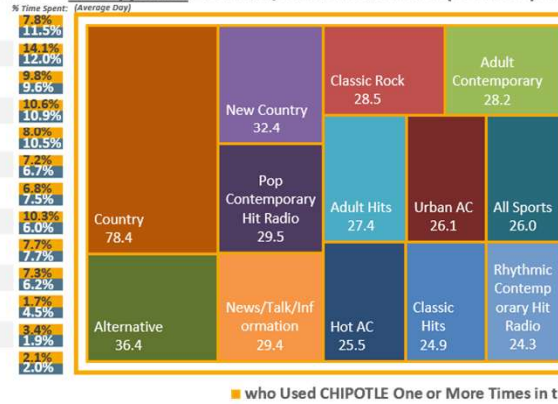
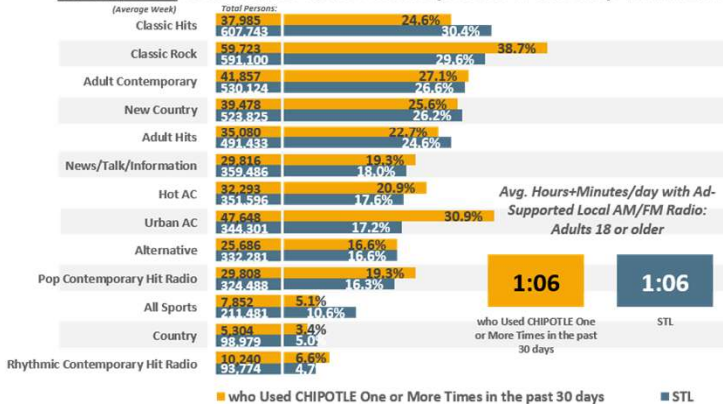


154,435 or 80.7% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Urban AC, Adult Contemporary, New Country, and Classic Hits.

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



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 167  
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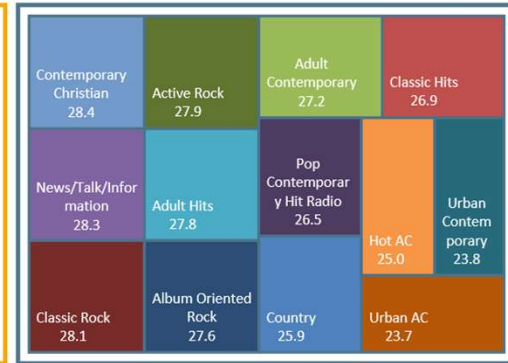
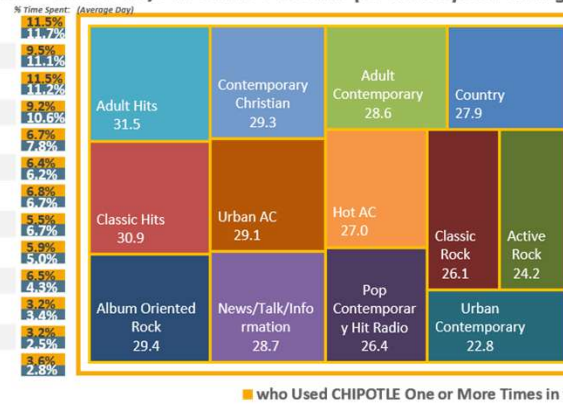
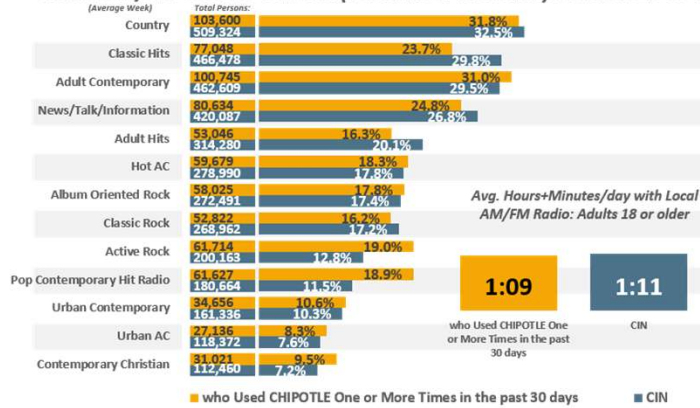
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Quick service restaurants used past 30 days: Chipotle

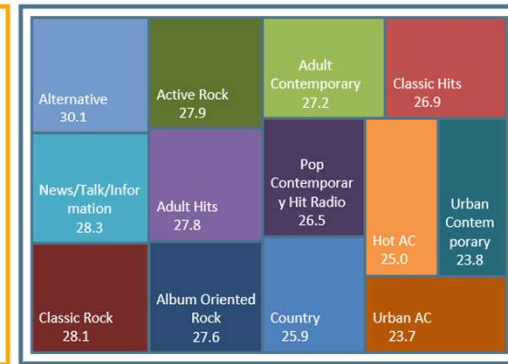
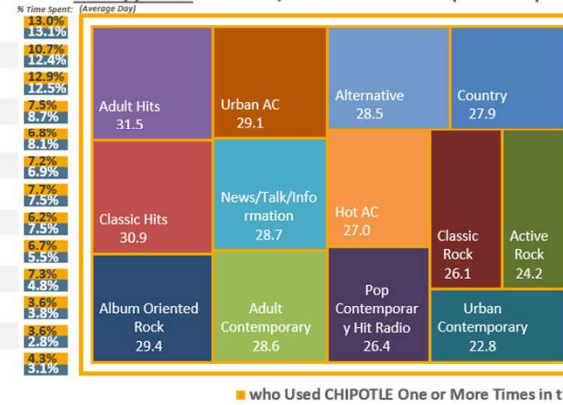
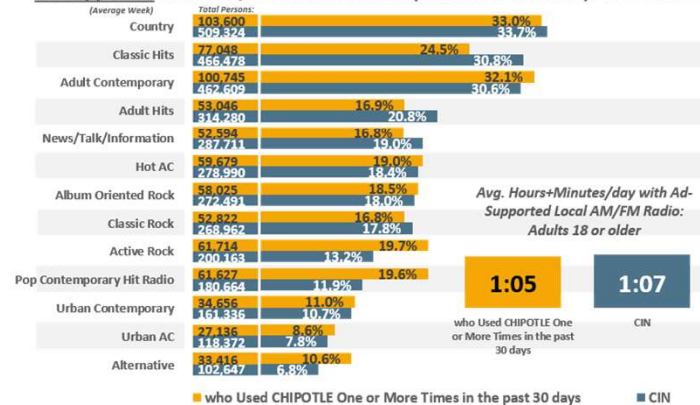


313,881 or 72.8% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Classic Hits, Active Rock, and Pop Contemporary Hit Radio.

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



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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 423  
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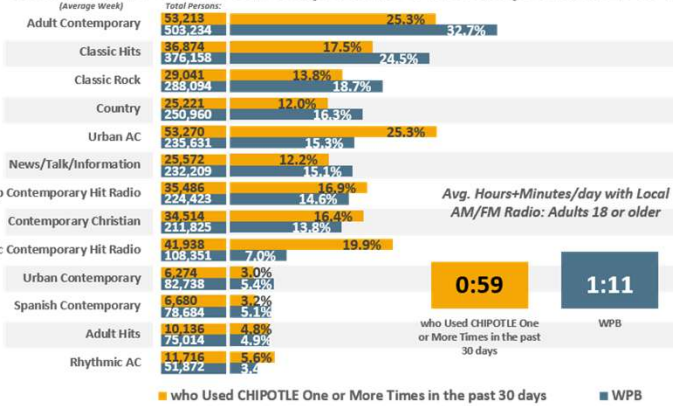
Quick service restaurants used past 30 days: Chipotle



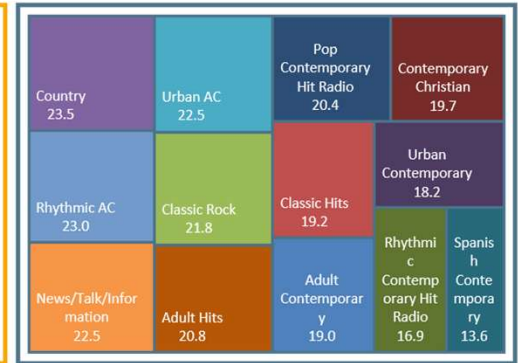
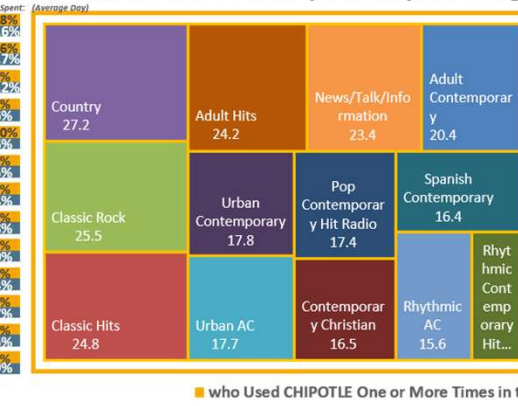


204,042 or 76.4% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Urban AC, Adult Contemporary, Rhythmic Contemporary Hit Radio, Classic Hits, and Pop Contemporar

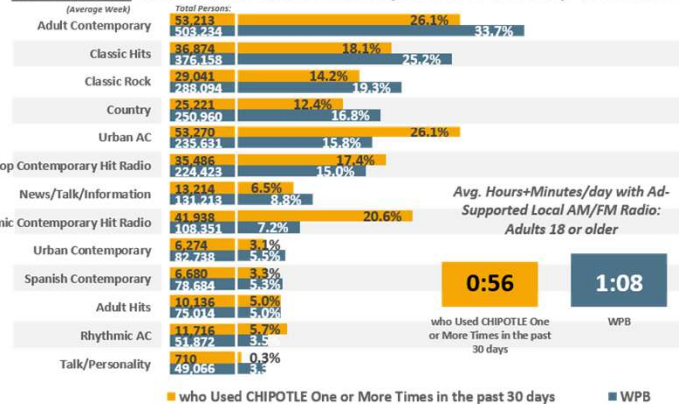
#### Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



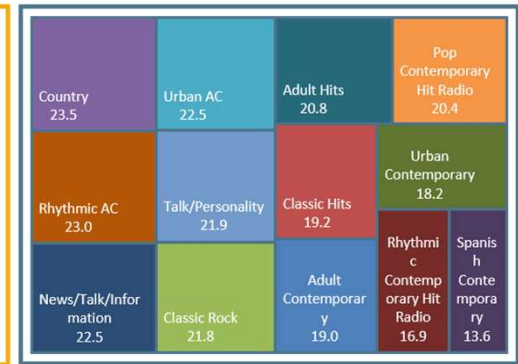
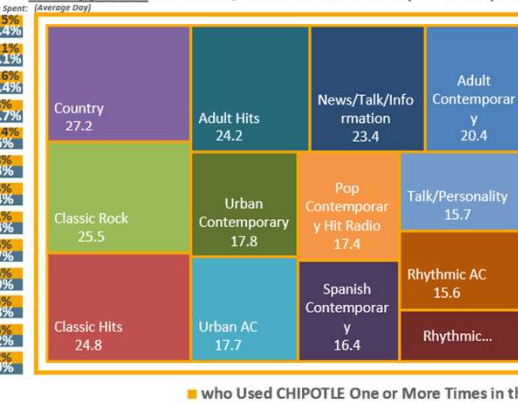
#### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

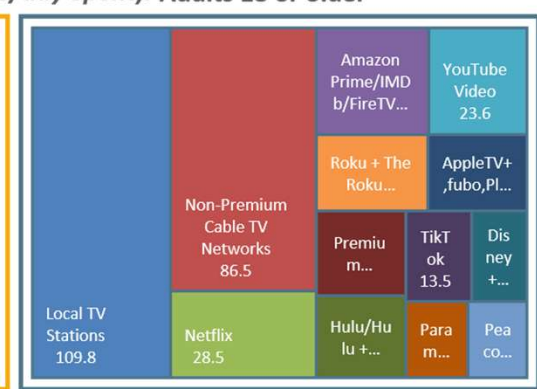
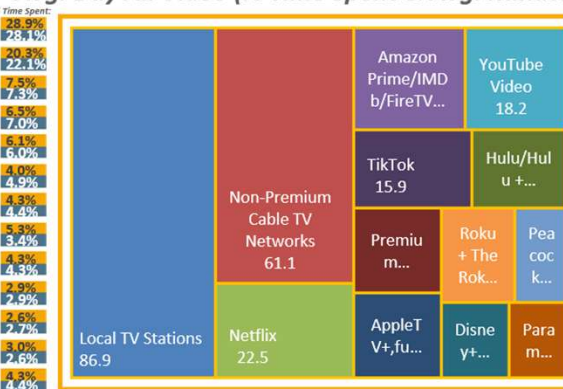
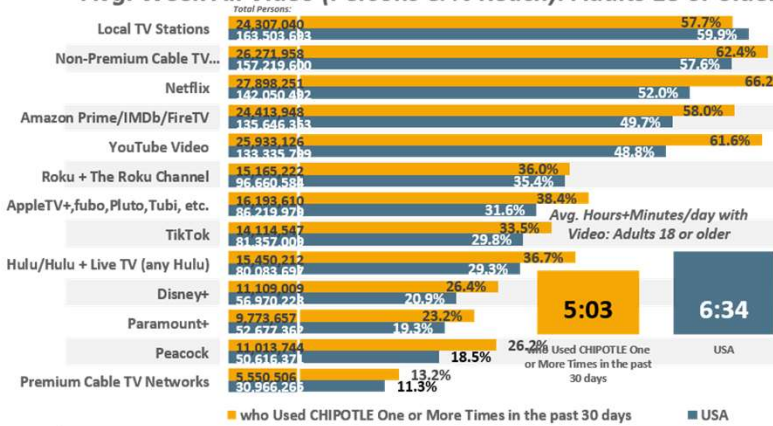




23,968,745 or 56.9% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 82.3 minutes every day representing 33.2% of all time spent daily with Ad-Supported Video.

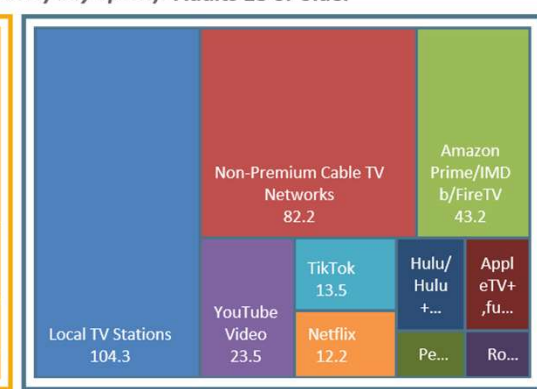
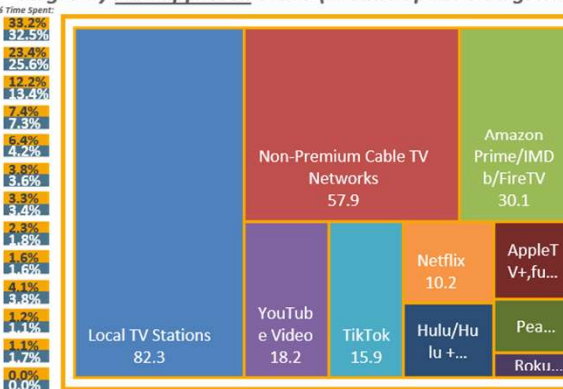
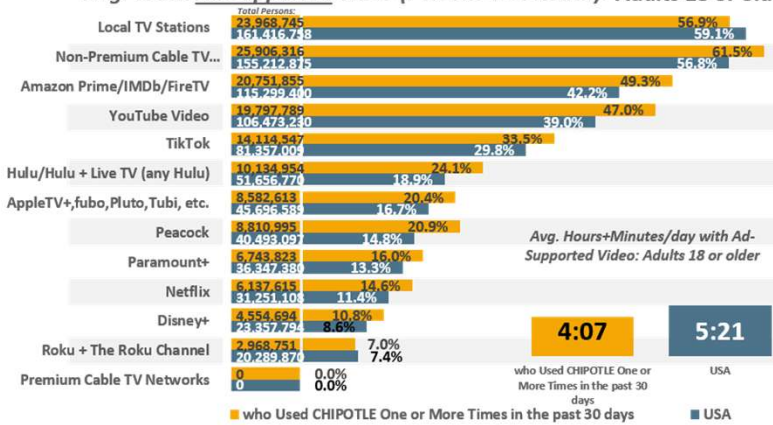
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

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



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

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 3,915  
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Quick service restaurants used past 30 days: Chipotle

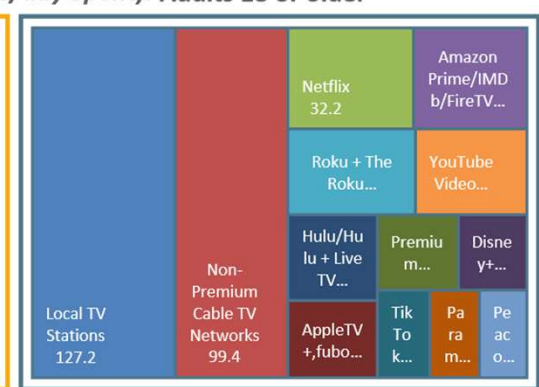
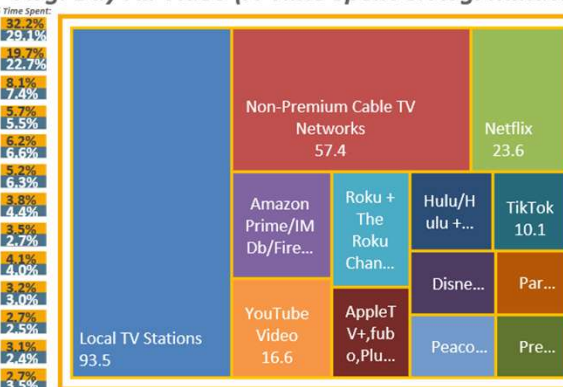
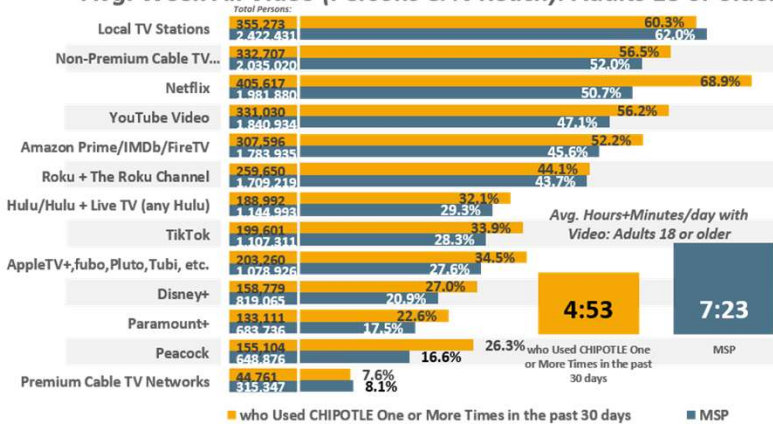




352,403 or 59.8% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 87.2 minutes every day representing 37.6% of all time spent daily with Ad-Supported Video.

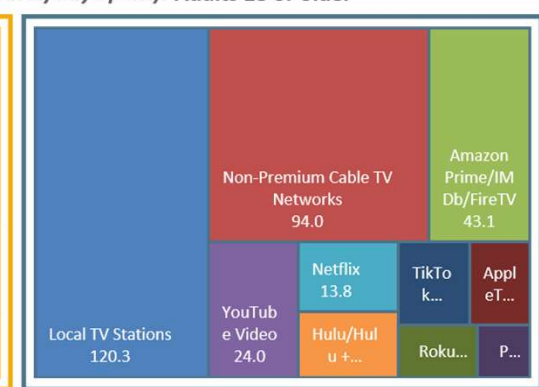
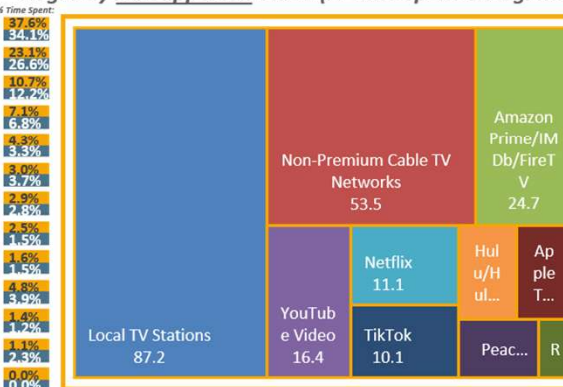
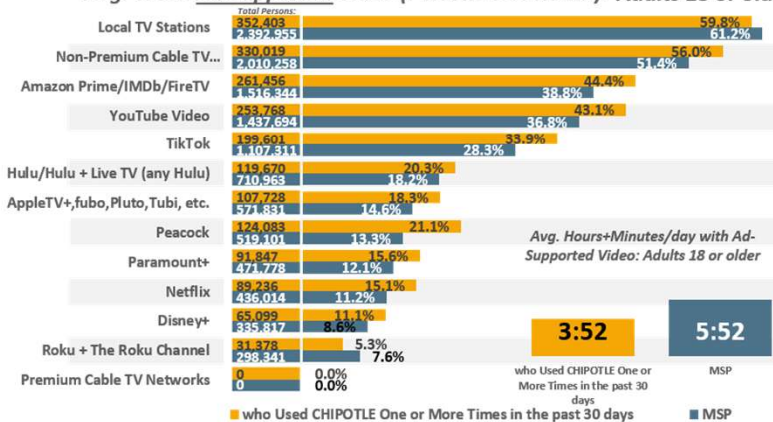
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

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



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

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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 294  
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Quick service restaurants used past 30 days: Chipotle

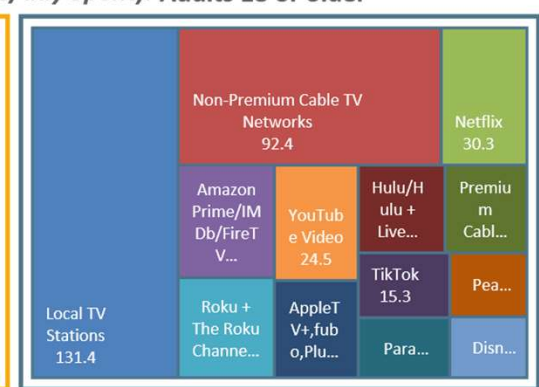
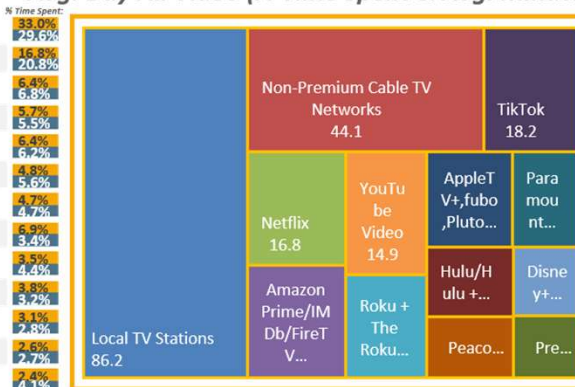
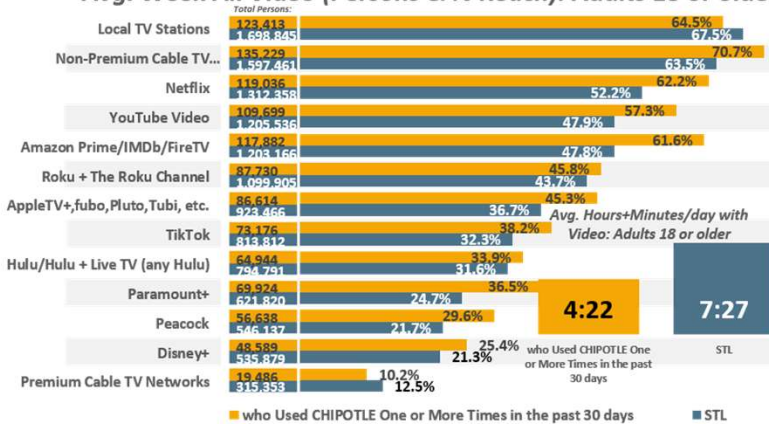




120,605 or 63.% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 80.7 minutes every day representing 37.5% of all time spent daily with Ad-Supported Video.

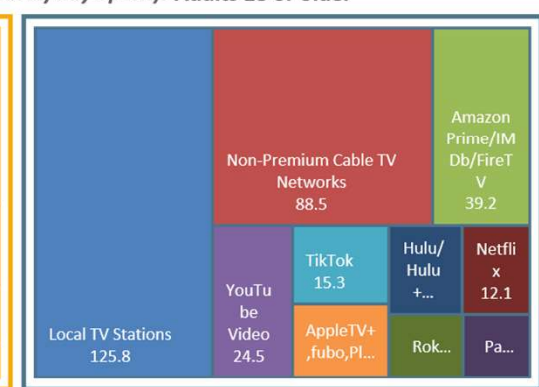
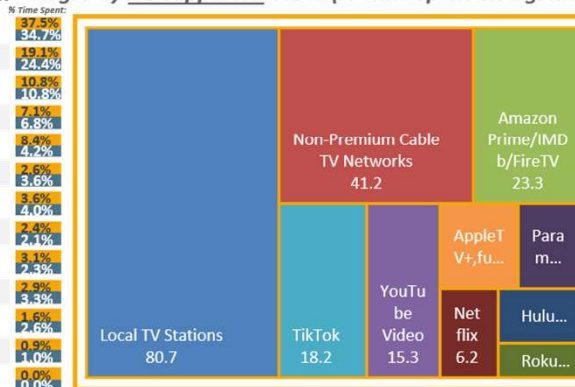
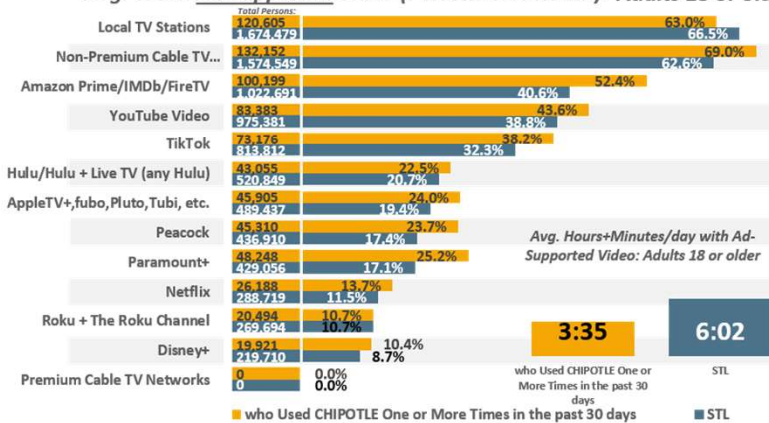
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

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



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

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



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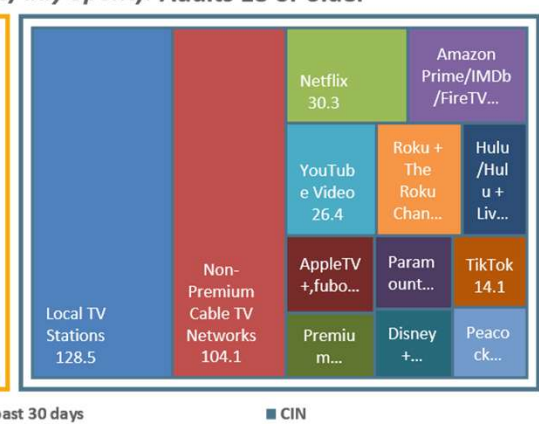
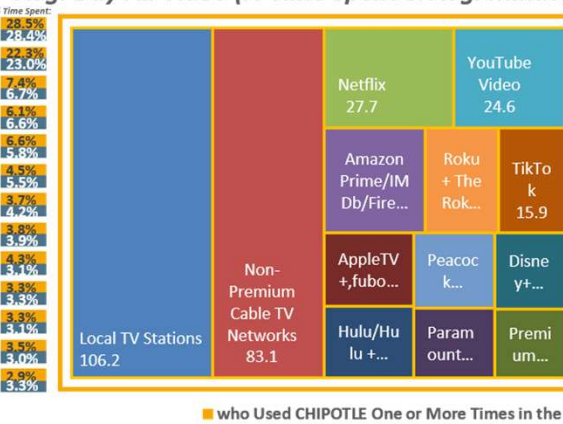
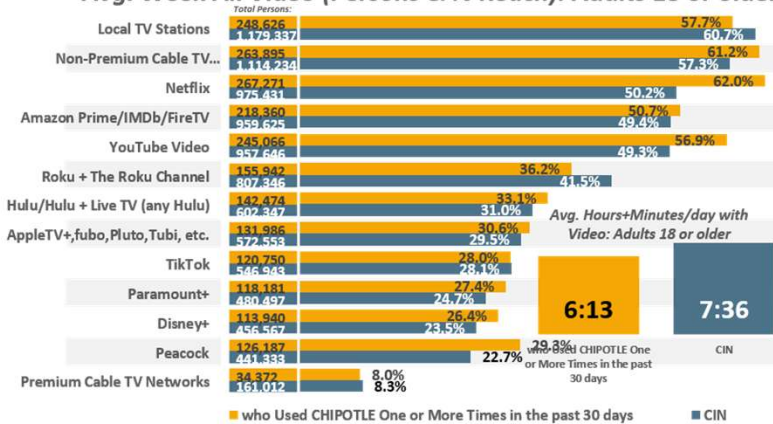
Quick service restaurants used past 30 days: Chipotle



245,164 or 56.9% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 101.7 minutes every day representing 34.3% of all time spent daily with Ad-Supported Video.

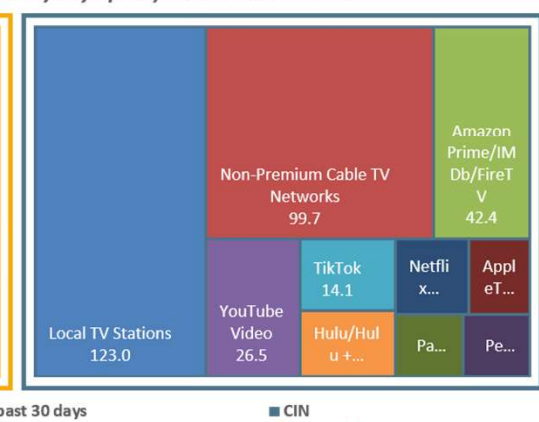
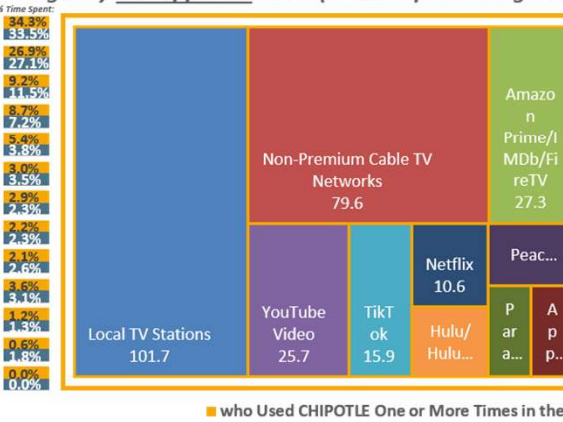
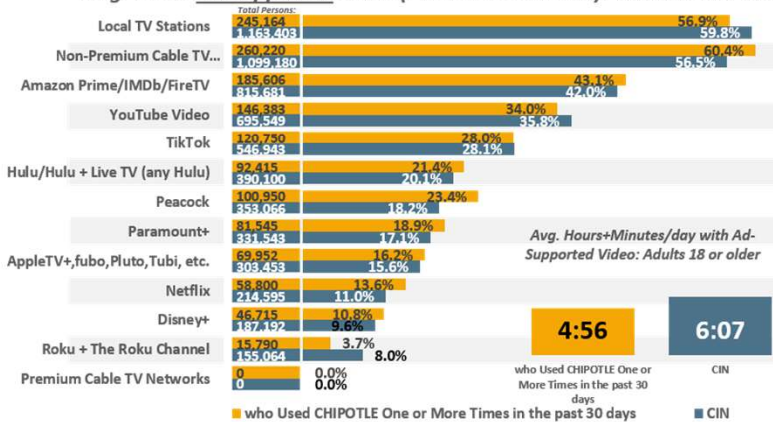
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

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



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

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



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Quick service restaurants used past 30 days: Chipotle

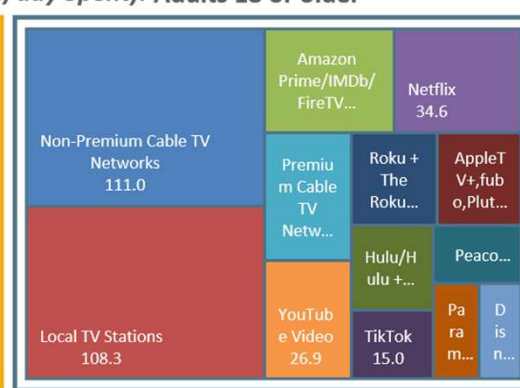
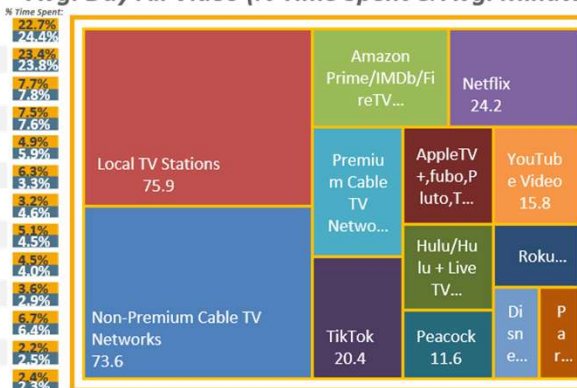
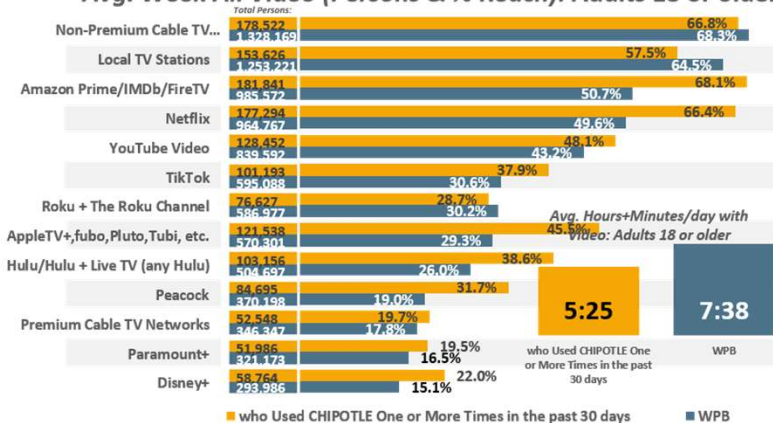




151,169 or 56.6% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 72.8 minutes every day representing 26.9% of all time spent daily with Ad-Supported Video.

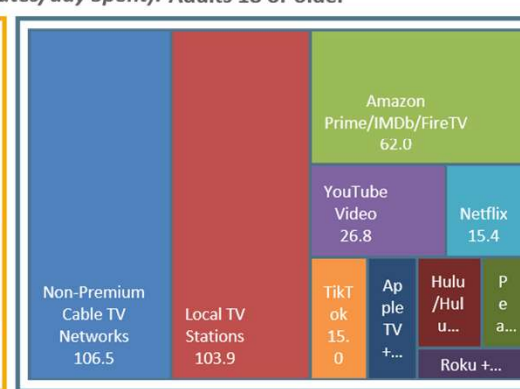
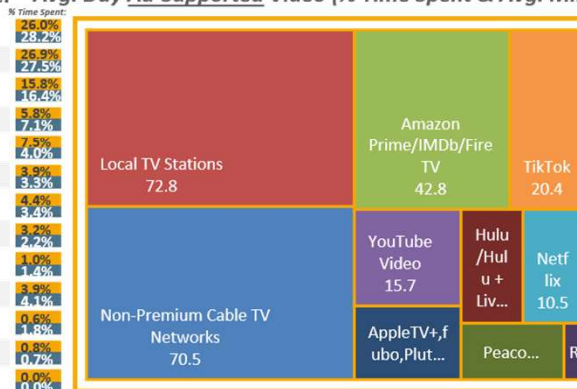
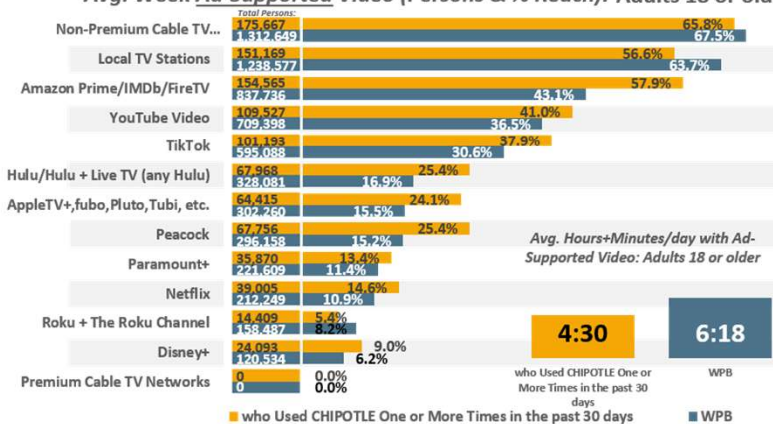
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

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



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

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



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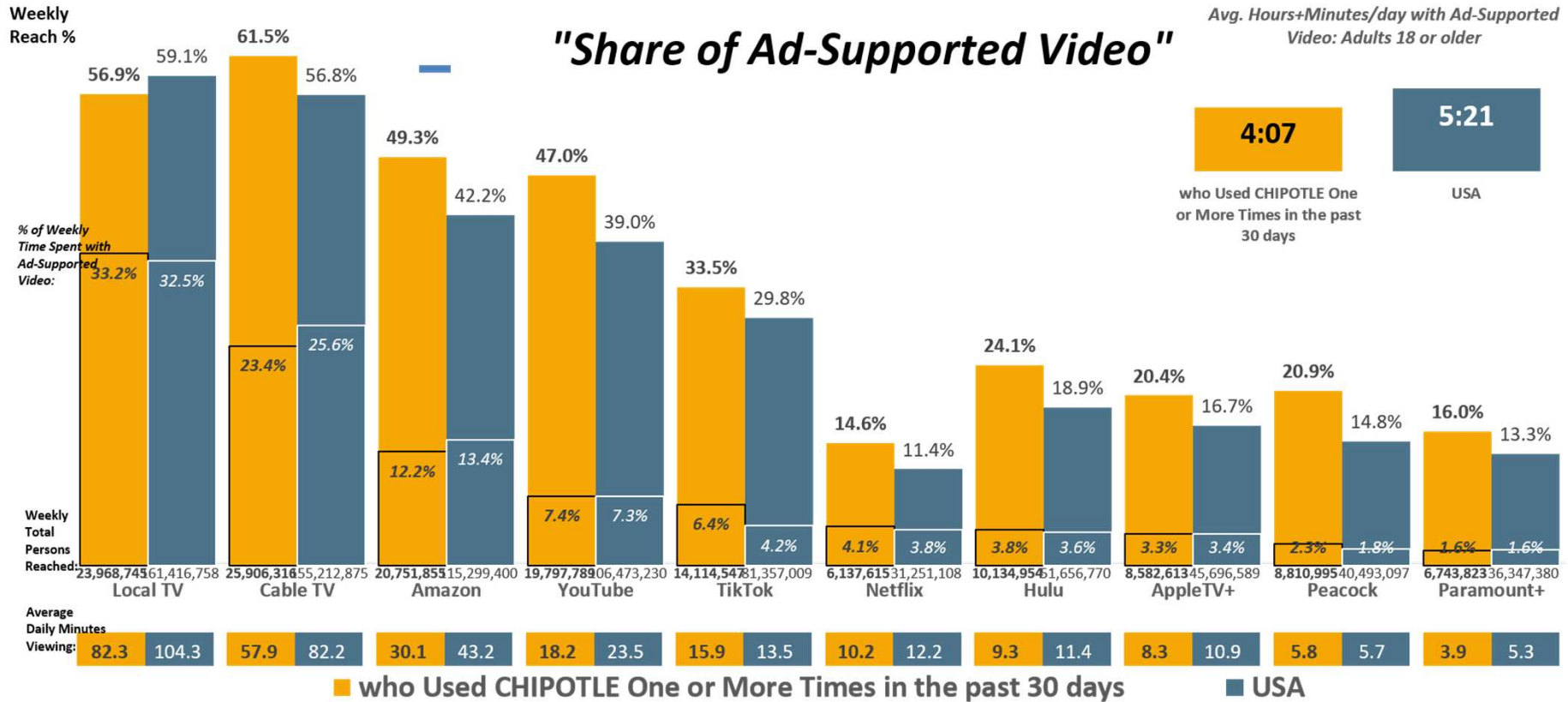
Quick service restaurants used past 30 days: Chipotle





23,968,745 or 56.9% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 82.3 minutes every day representing 33.2% of all time spent daily with Ad-Supported Video.

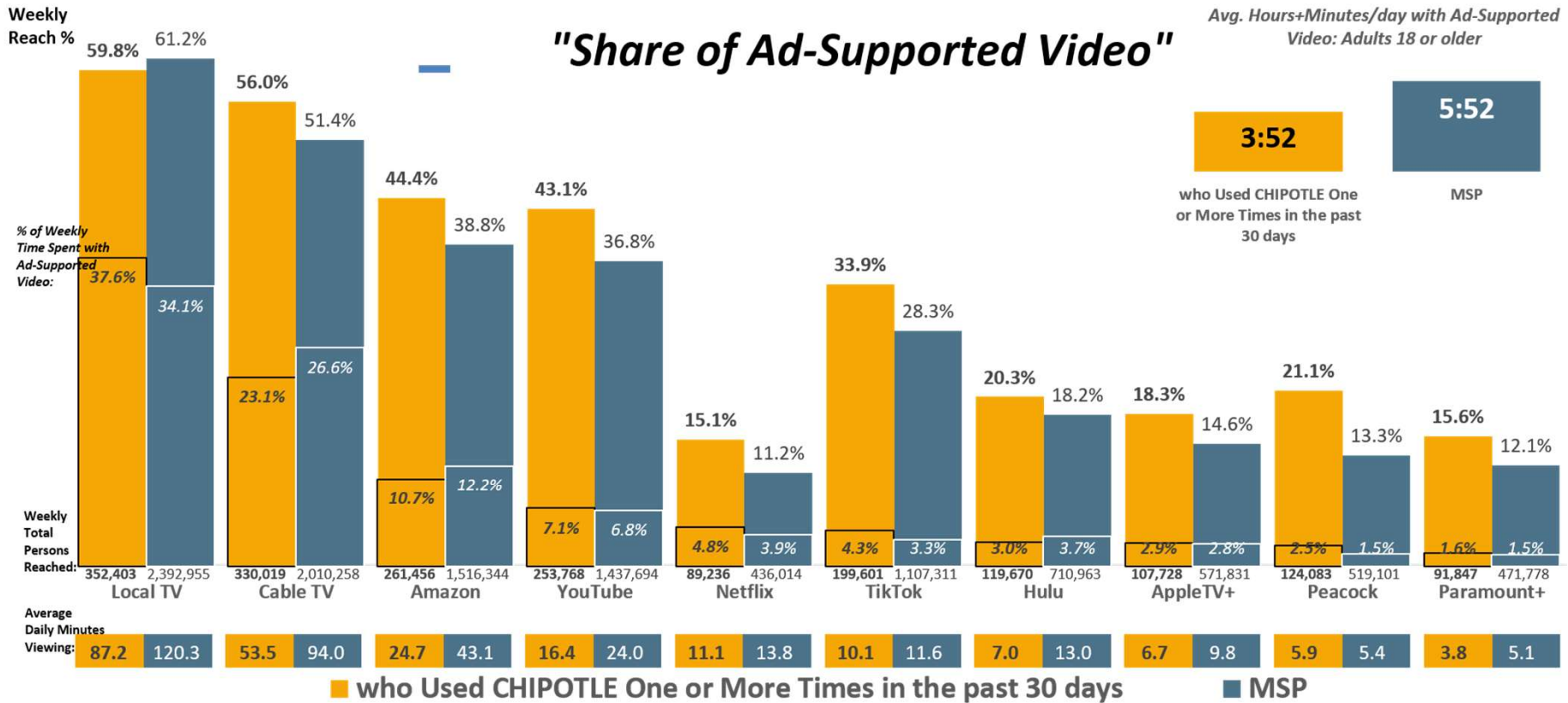
## "Share of Ad-Supported Video"





352,403 or 59.8% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 87.2 minutes every day representing 37.6% of all time spent daily with Ad-Supported Video.

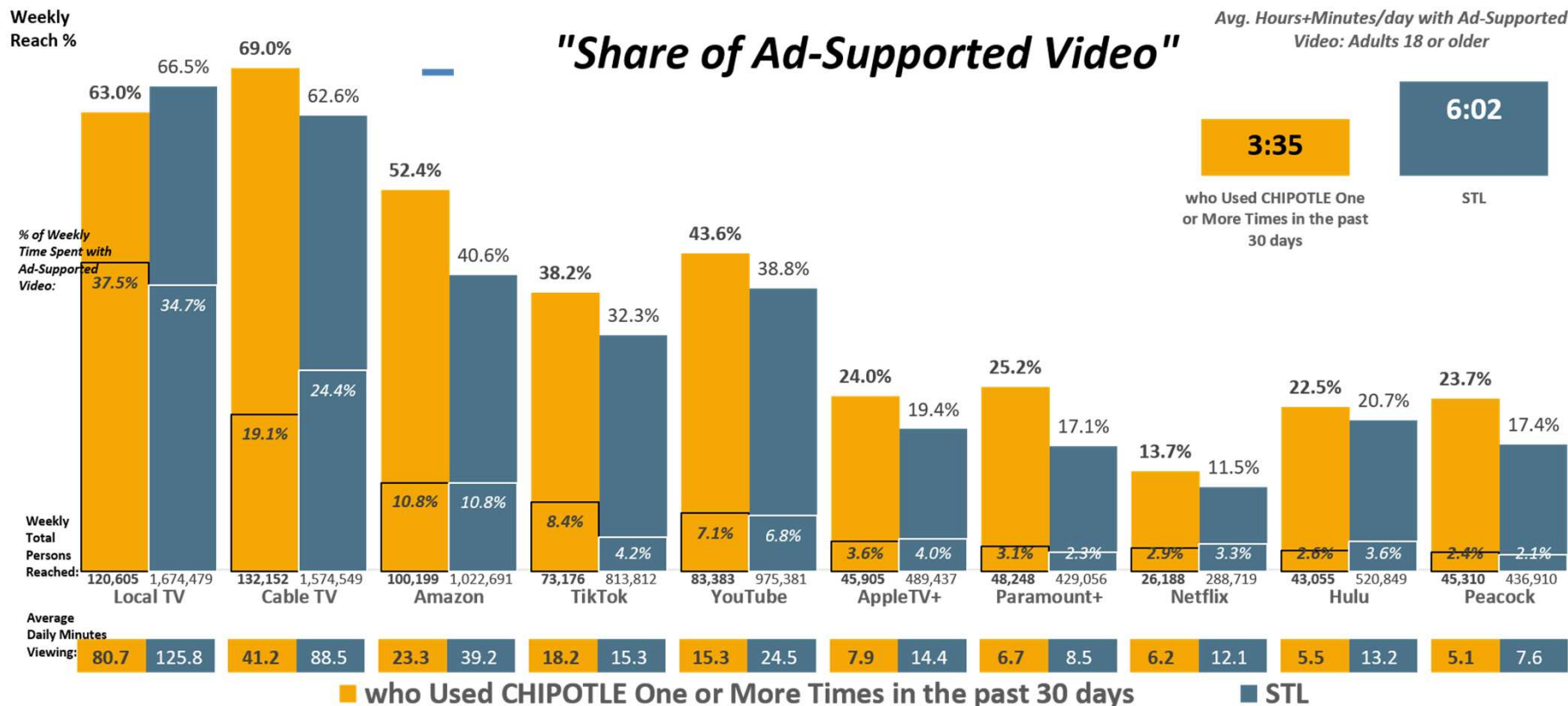
## "Share of Ad-Supported Video"





120,605 or 63.% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 80.7 minutes every day representing 37.5% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"

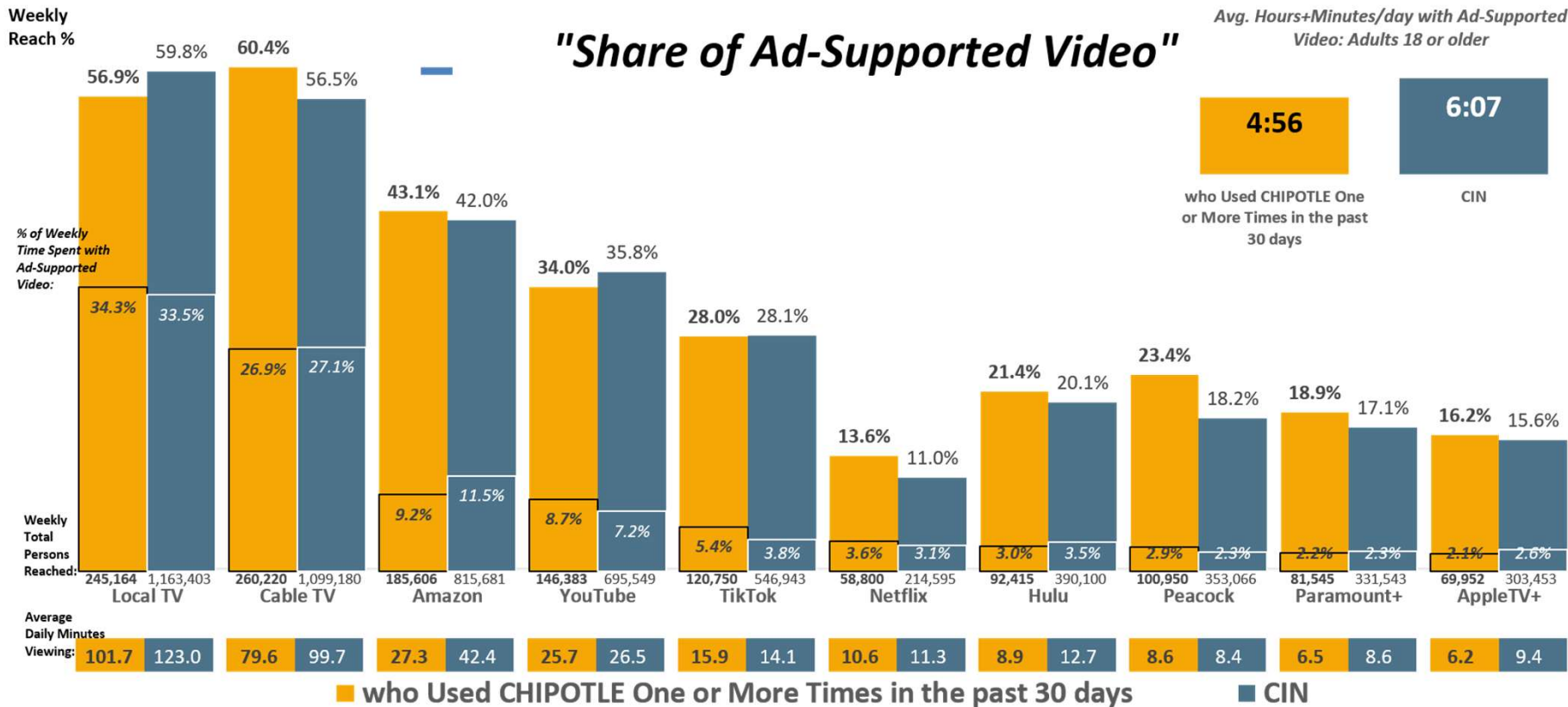


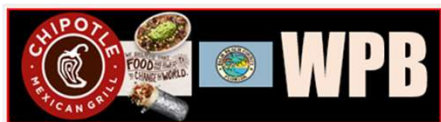




245,164 or 56.9% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 101.7 minutes every day representing 34.3% of all time spent daily with Ad-Supported Video.

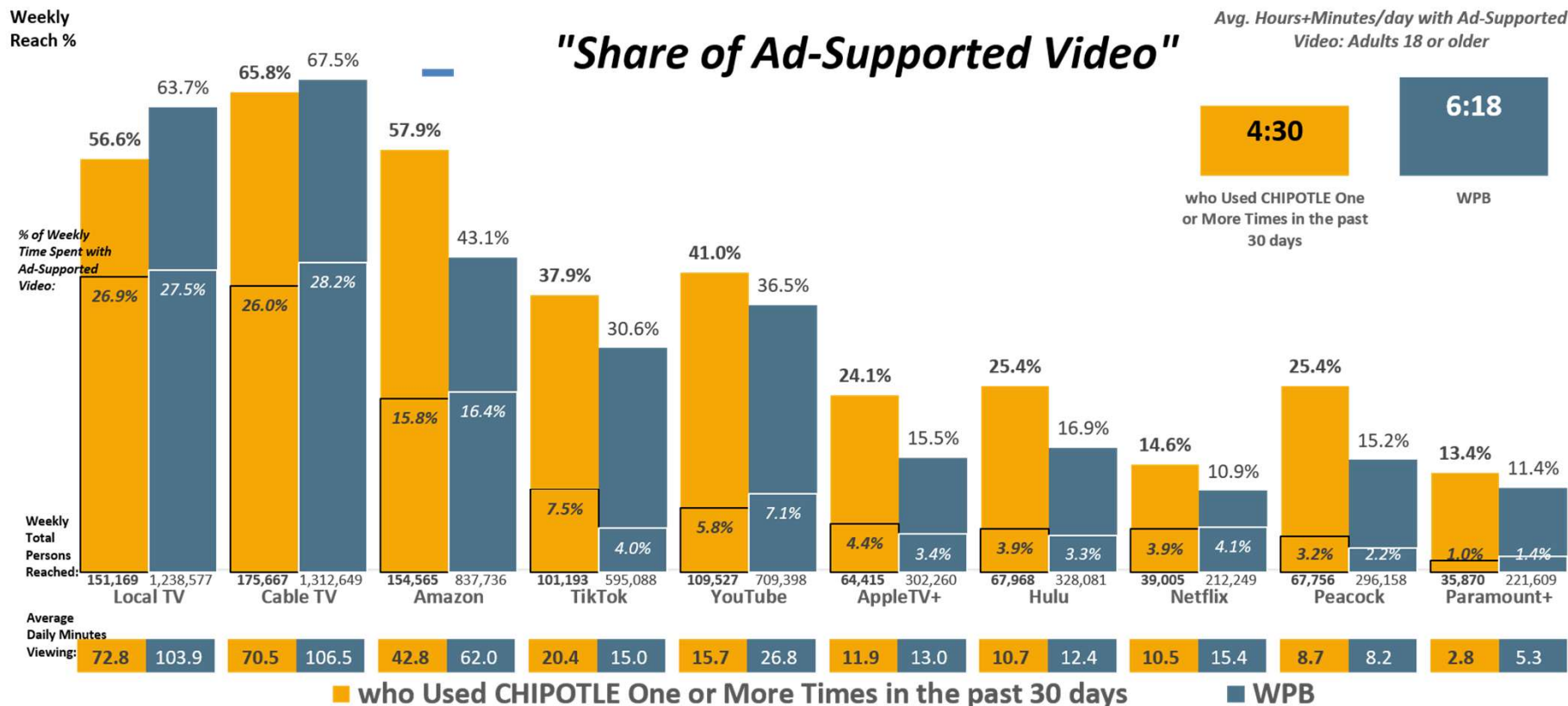
## "Share of Ad-Supported Video"





151,169 or 56.6% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 72.8 minutes every day representing 26.9% of all time spent daily with Ad-Supported Video.

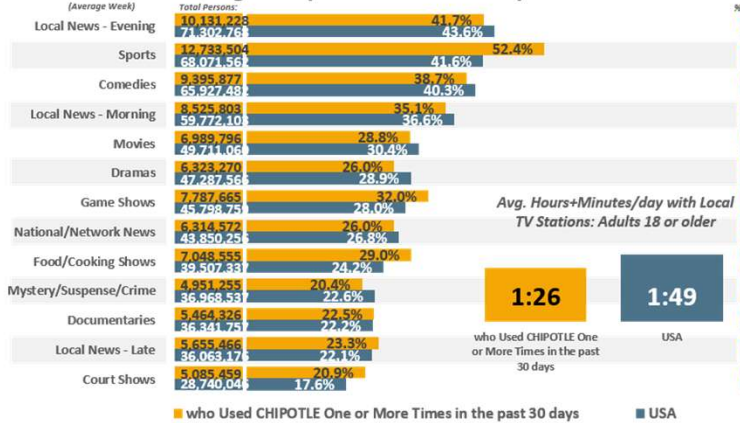
## "Share of Ad-Supported Video"



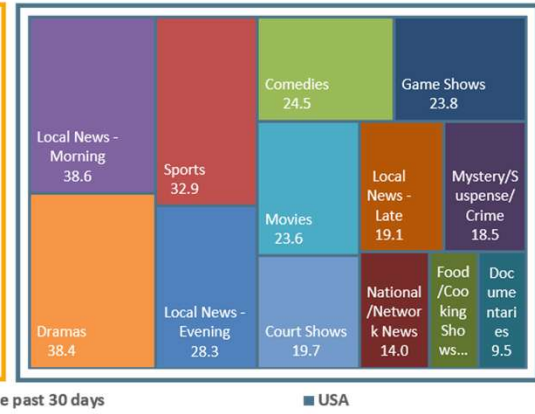
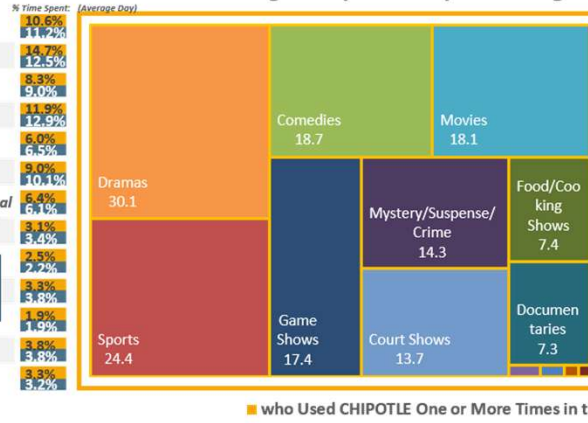


23,968,745 or 56.9% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Game Shows, and Movies.

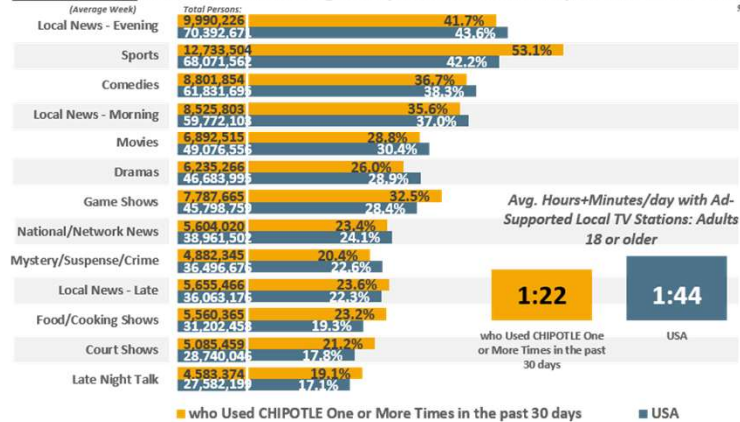
**Local TV Station Programs (Persons & % Reach): Adults 18 or older**



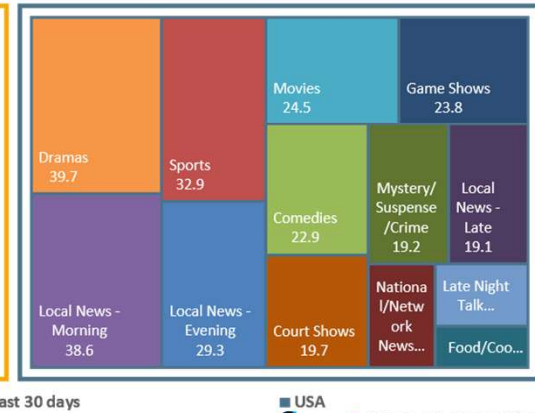
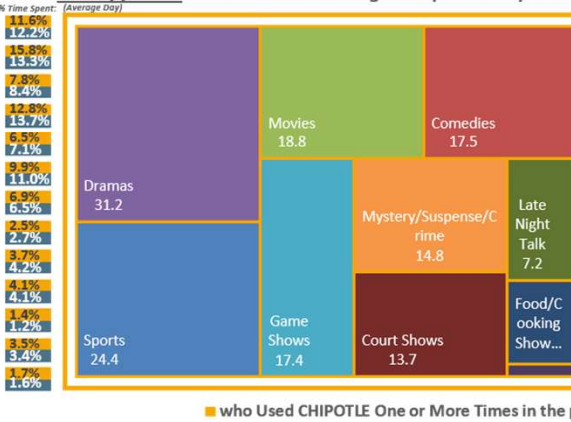
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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



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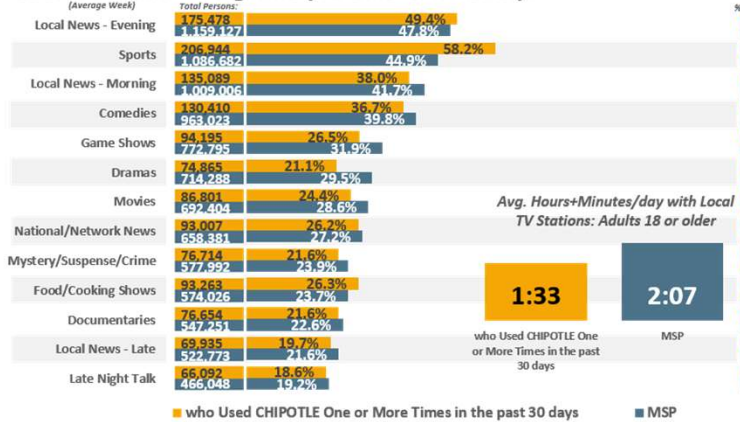
Quick service restaurants used past 30 days: Chipotle



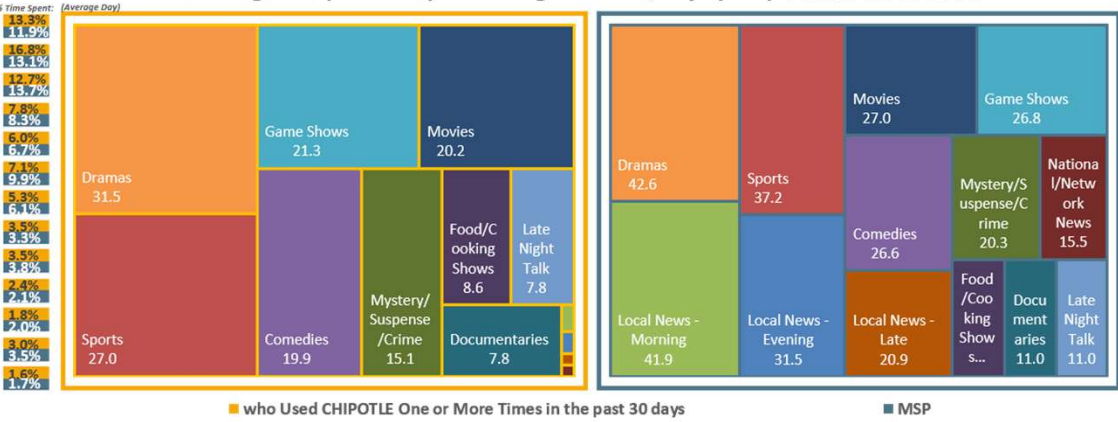


352,403 or 59.8% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and Movies.

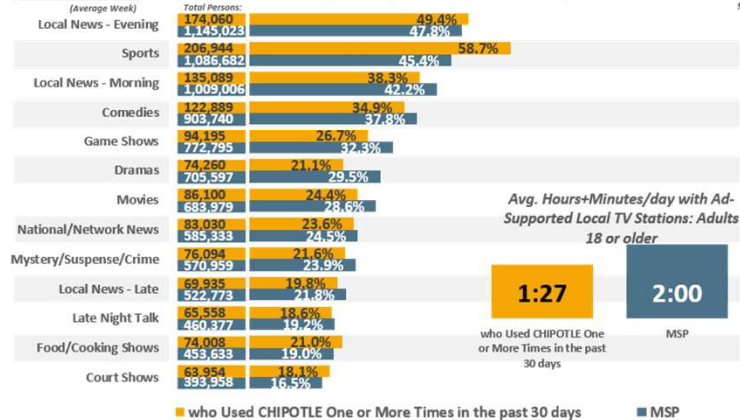
#### Local TV Station Programs (Persons & % Reach): Adults 18 or older



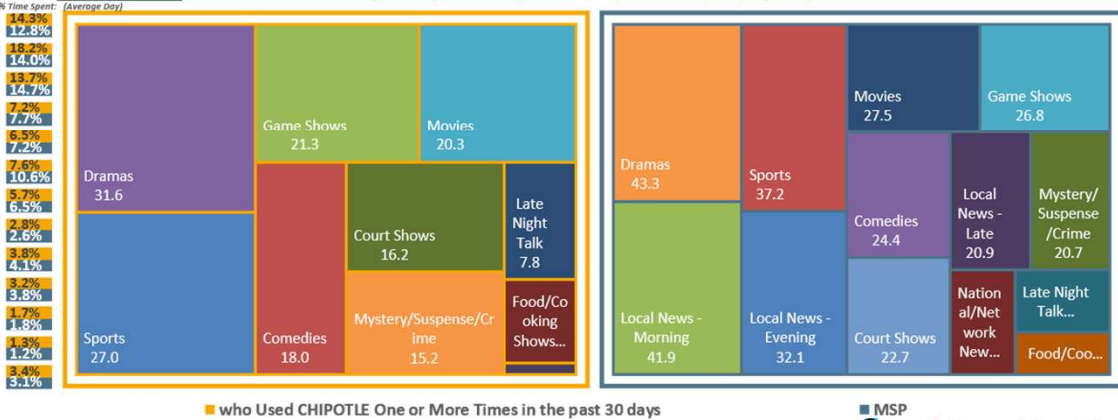
#### Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



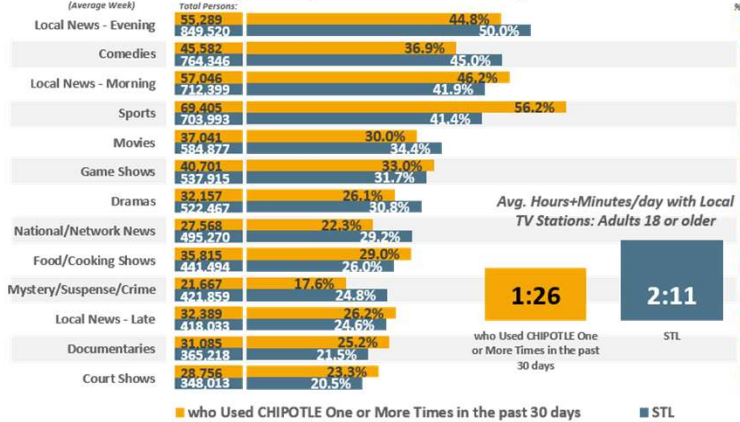
#### Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



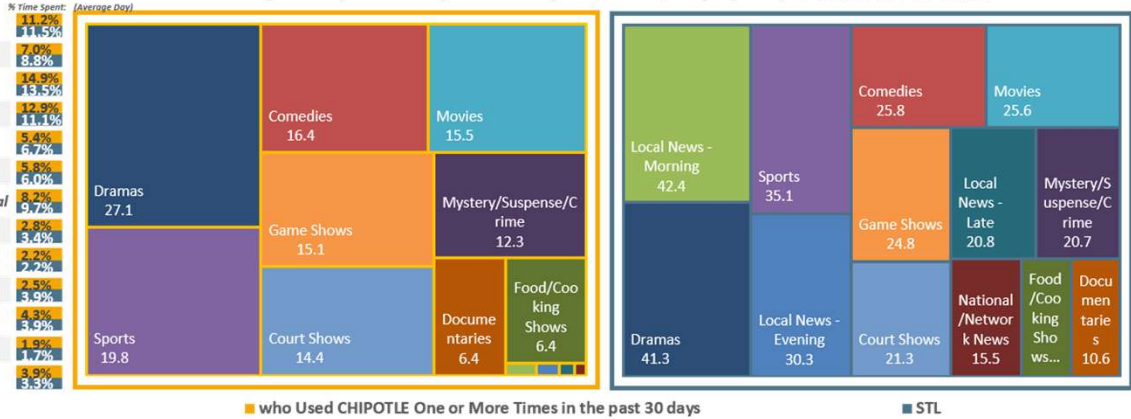


120,605 or 63.% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Comedies, Game Shows, and Movies.

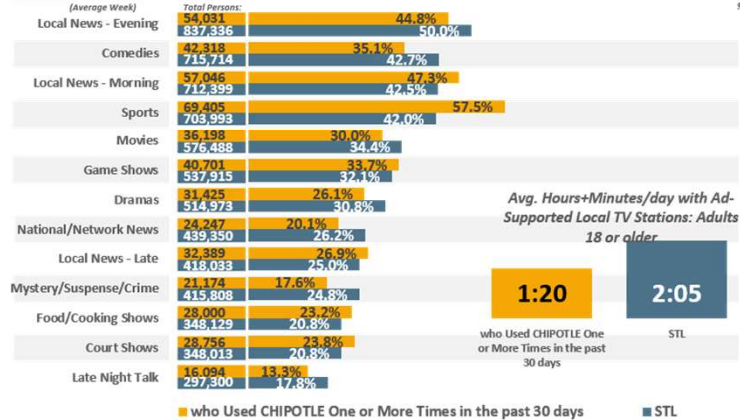
#### Local TV Station Programs (Persons & % Reach): Adults 18 or older



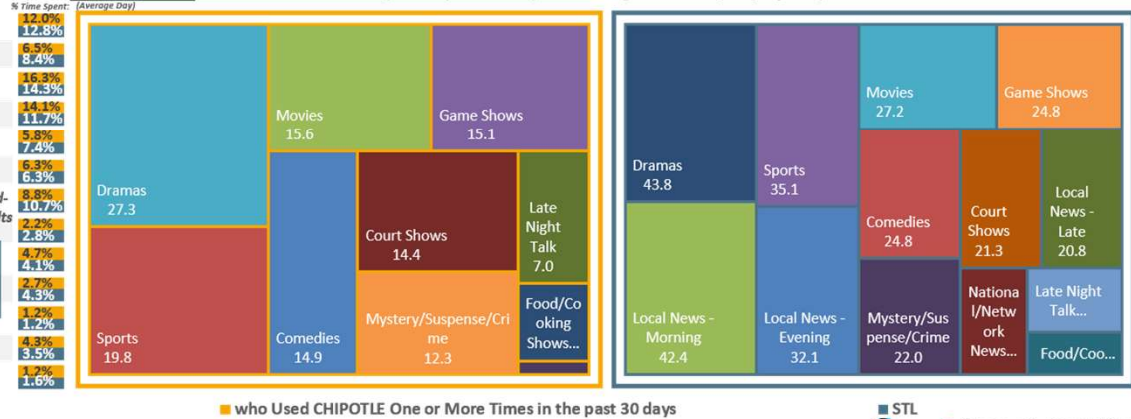
#### Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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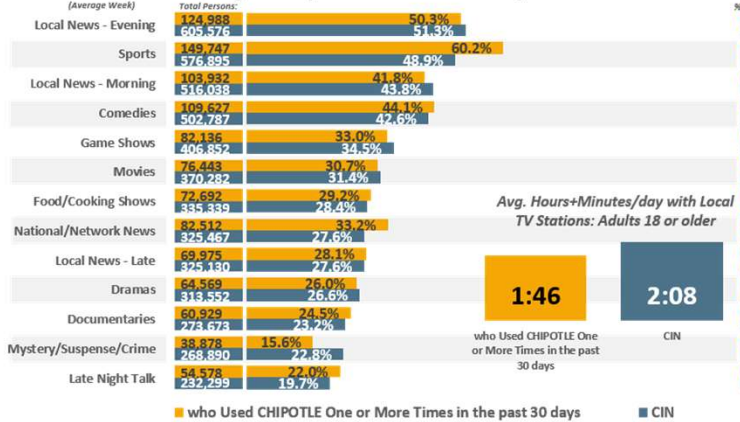
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Quick service restaurants used past 30 days: Chipotle

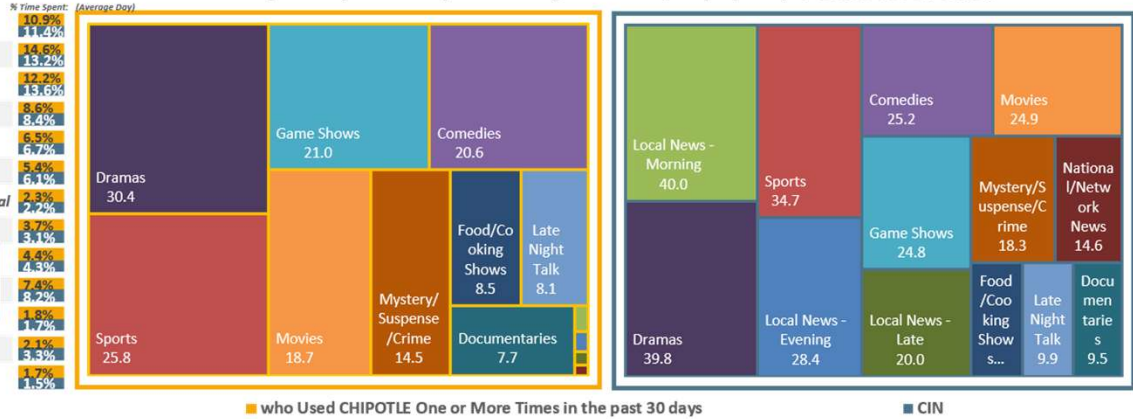


245,164 or 56.9% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and Movies.

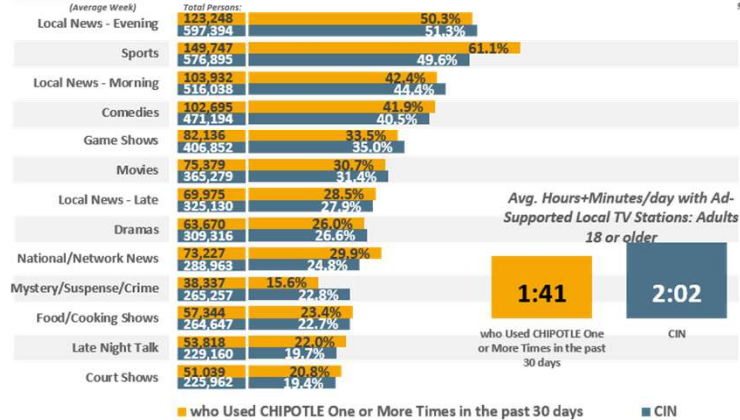
#### Local TV Station Programs (Persons & % Reach): Adults 18 or older



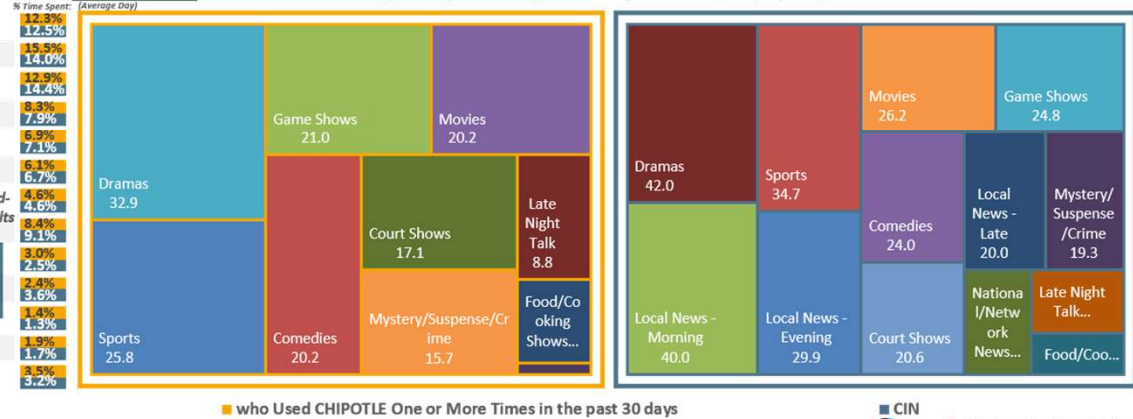
#### Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

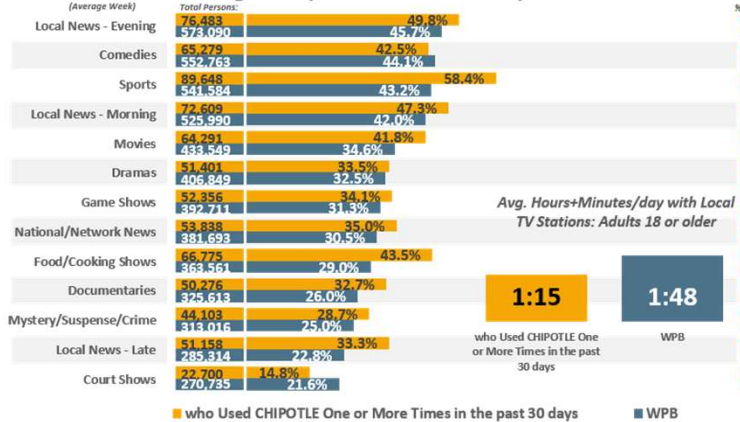




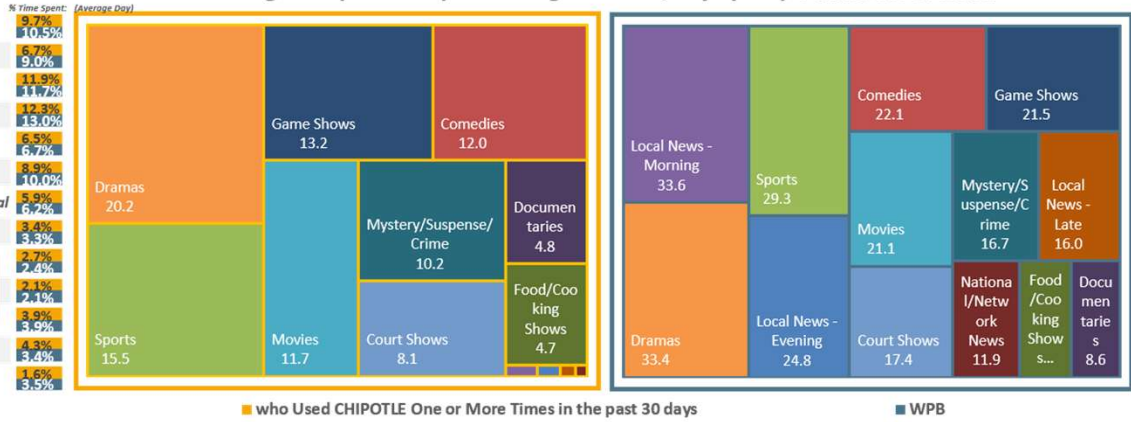


151,169 or 56.6% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Movies, Comedies, and Food/Cooking Shows.

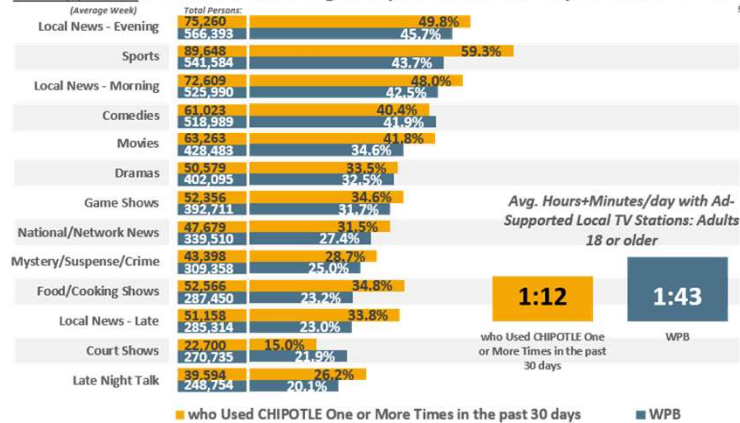
### Local TV Station Programs (Persons & % Reach): Adults 18 or older



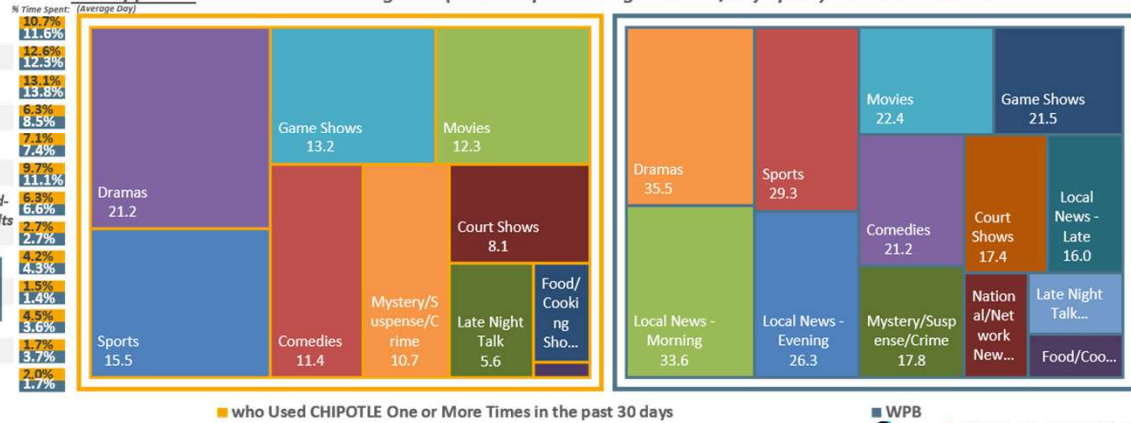
### Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

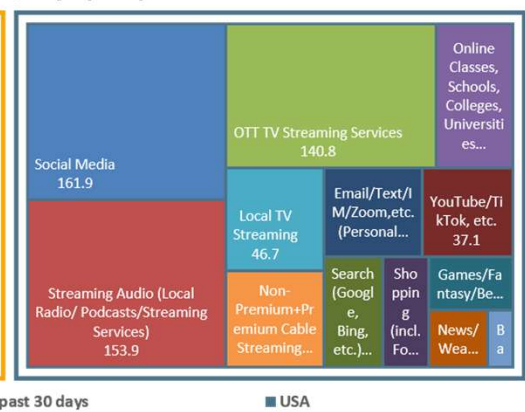
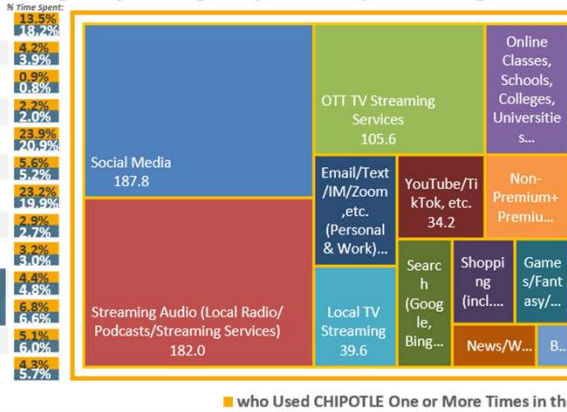
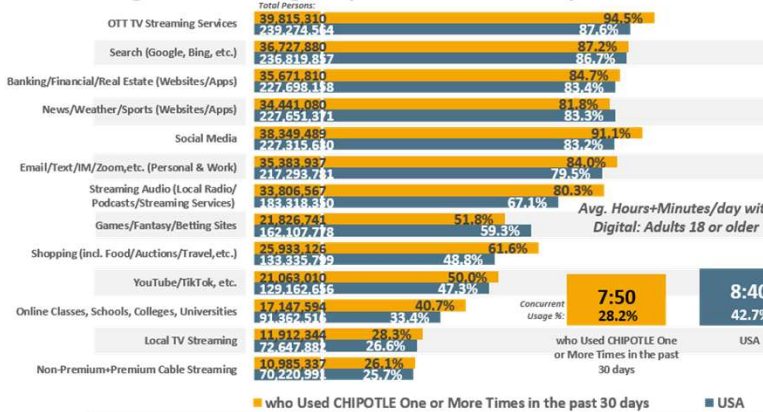




34,325,525 or 81.5% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days use Ad-Supported Social Media for an average of 168.1 minutes every day representing 29.5% of all time spent daily with Ad-Supported Digital Media.

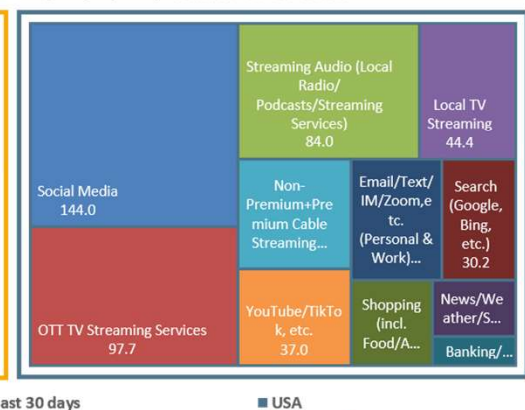
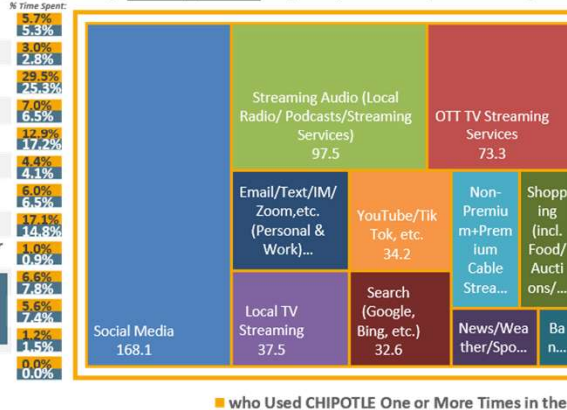
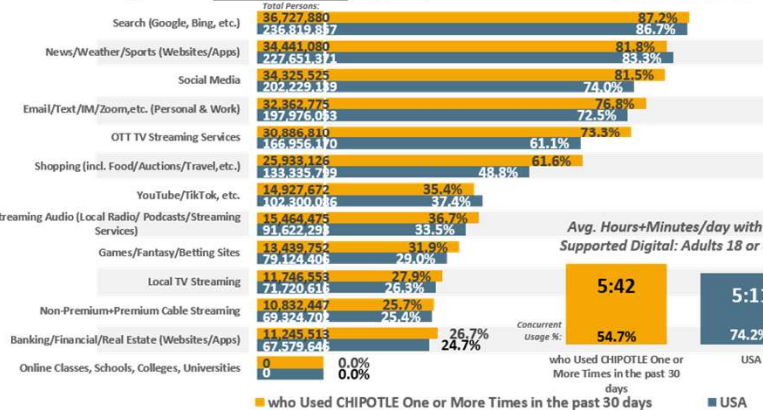
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



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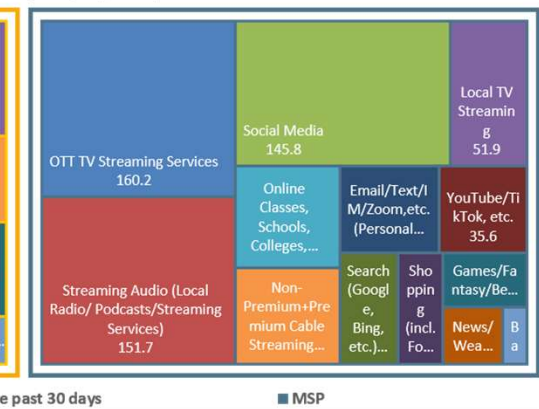
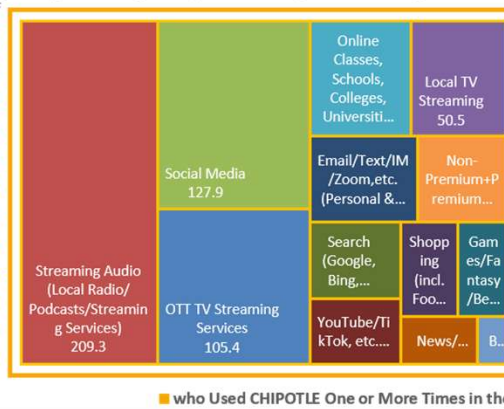
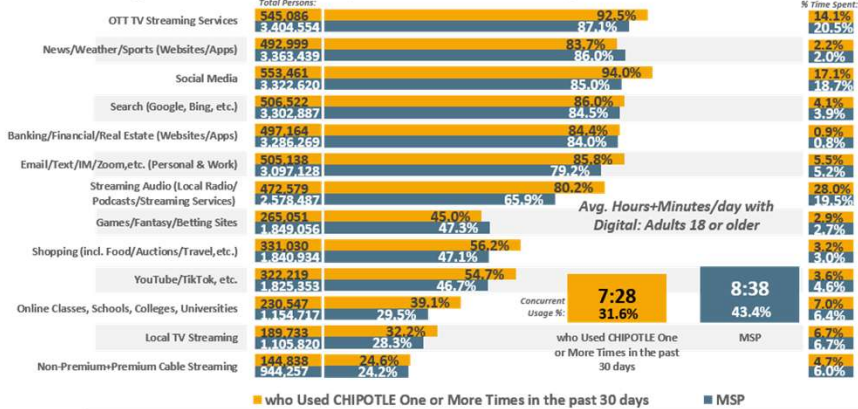
Quick service restaurants used past 30 days: Chipotle



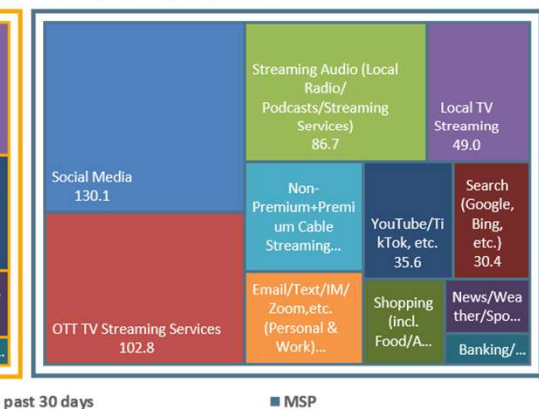
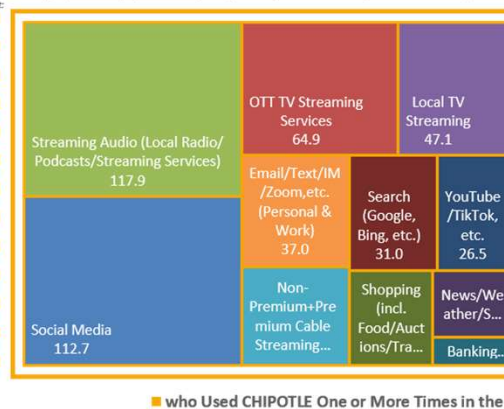
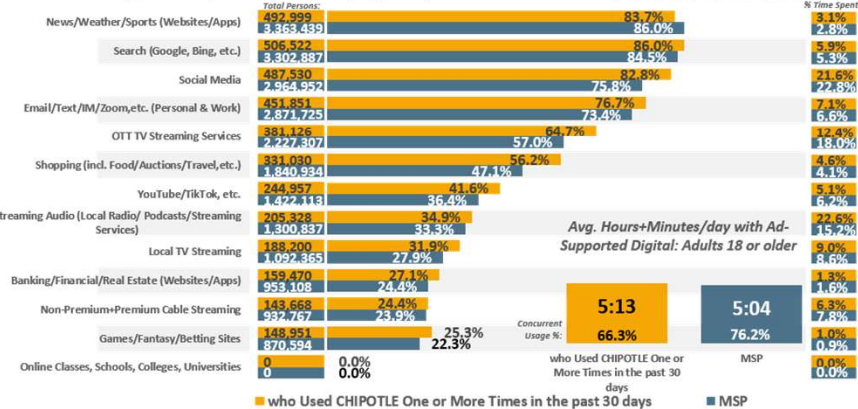


487,530 or 82.8% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days use Ad-Supported Social Media for an average of 112.7 minutes every day representing 21.6% of all time spent daily with Ad-Supported Digital Media.

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



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



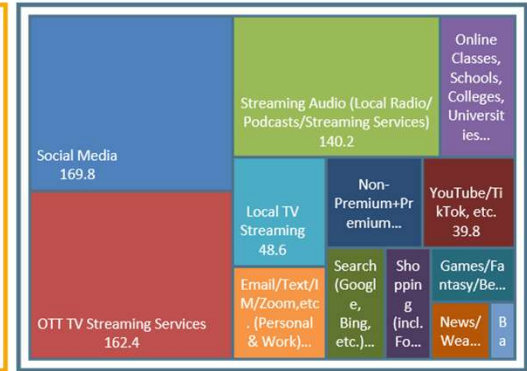
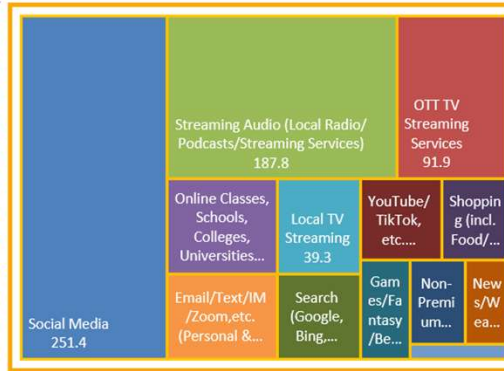
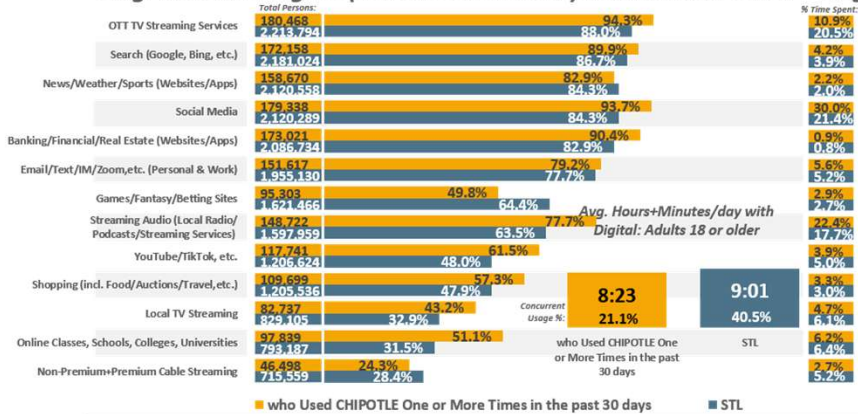




160,218 or 83.7% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days use Ad-Supported Social Media for an average of 224.6 minutes every day representing 36.6% of all time spent daily with Ad-Supported Digital Media.

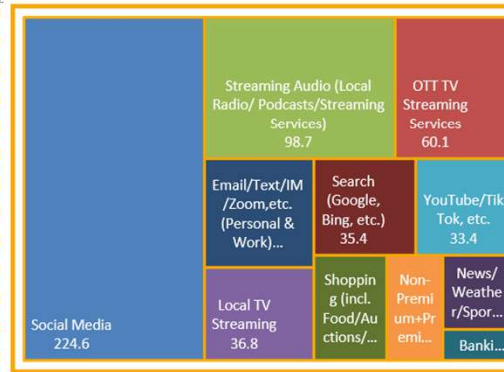
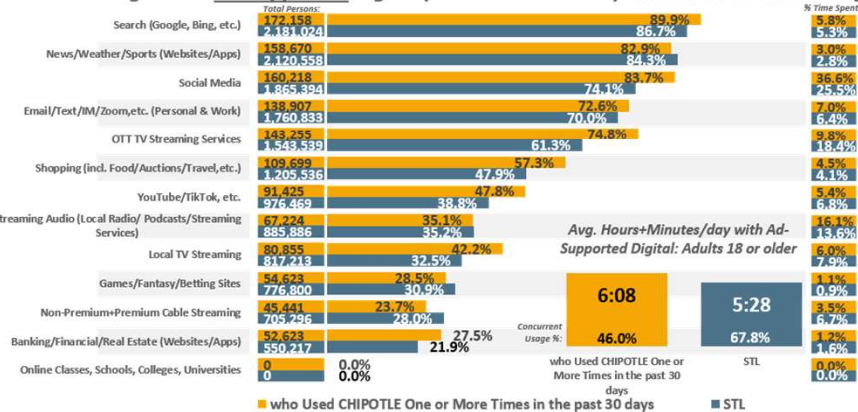
**Avg. Week All Digital (Persons & % Reach): Adults 18 or older**

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



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

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

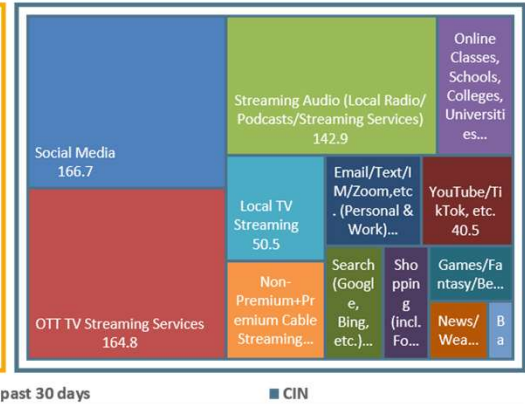
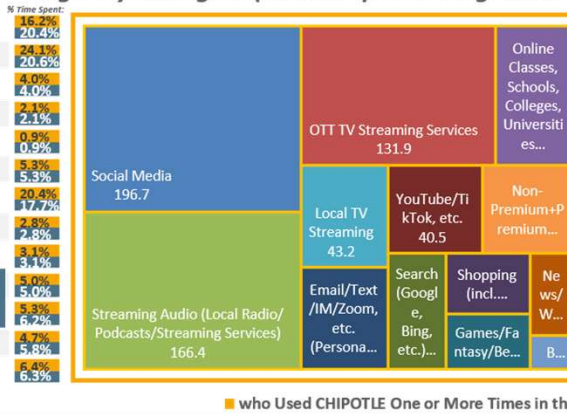
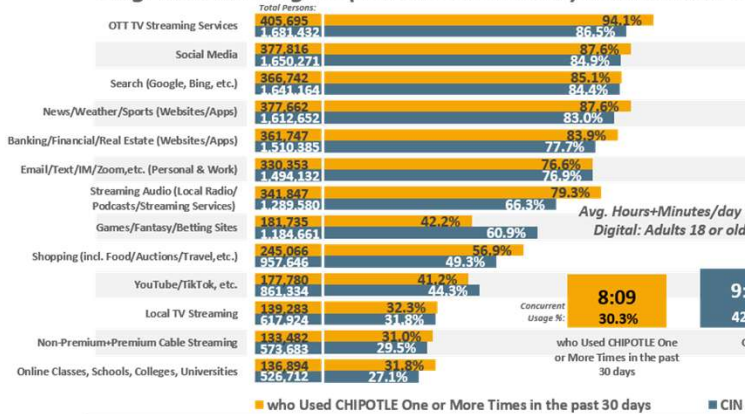




344,431 or 79.9% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days use Ad-Supported Social Media for an average of 179.3 minutes every day representing 30.8% of all time spent daily with Ad-Supported Digital Media.

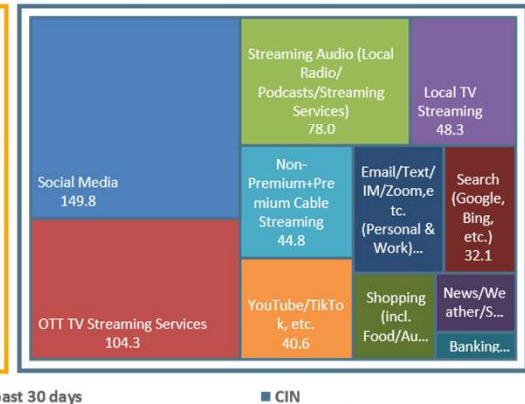
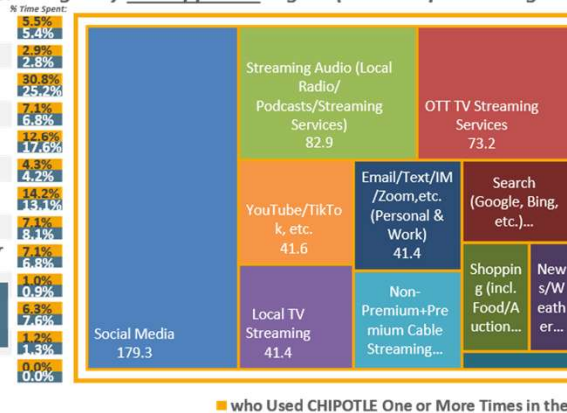
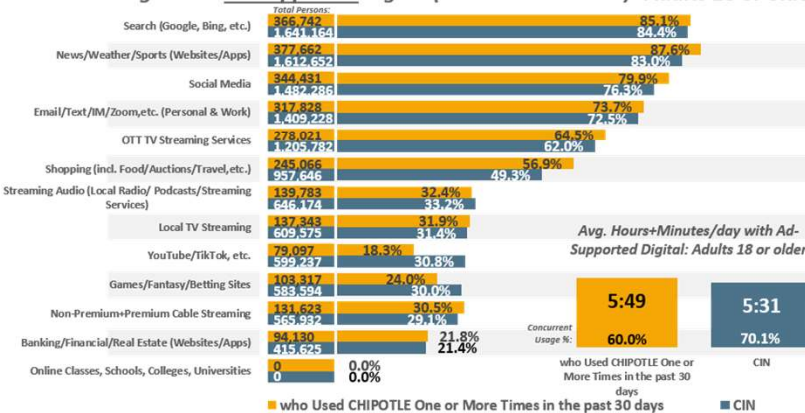
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



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Quick service restaurants used past 30 days: Chipotle

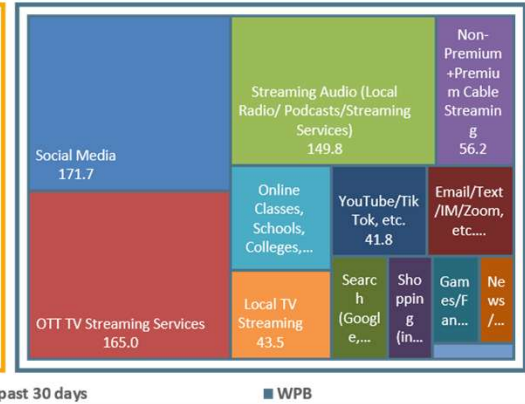
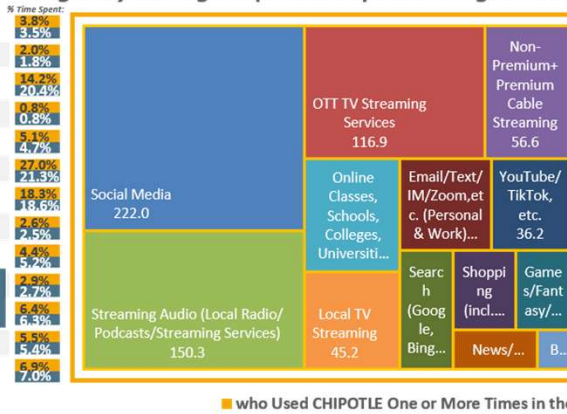
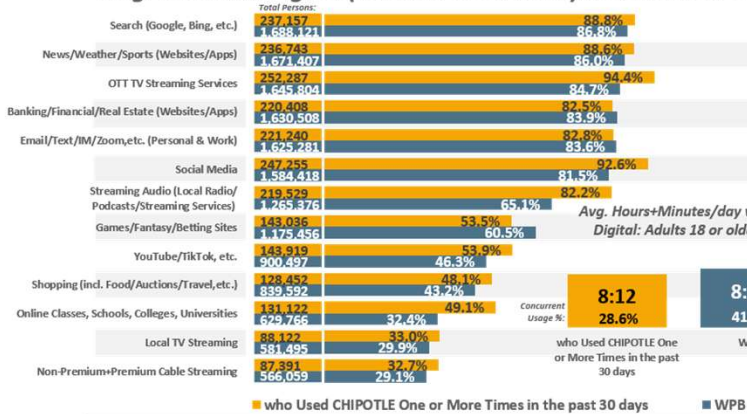




216,925 or 81.2% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days use Ad-Supported Social Media for an average of 194.8 minutes every day representing 30.8% of all time spent daily with Ad-Supported Digital Media.

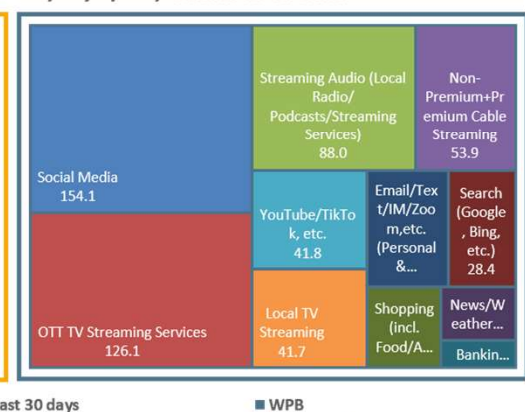
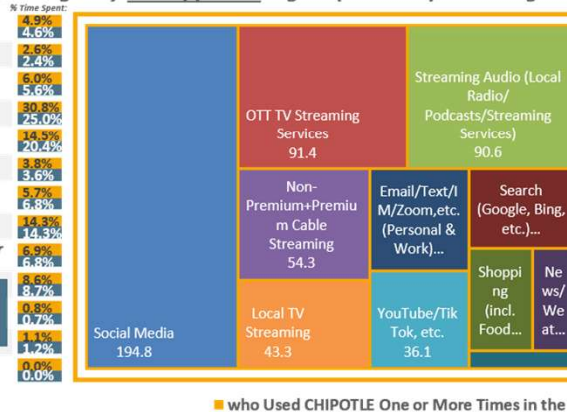
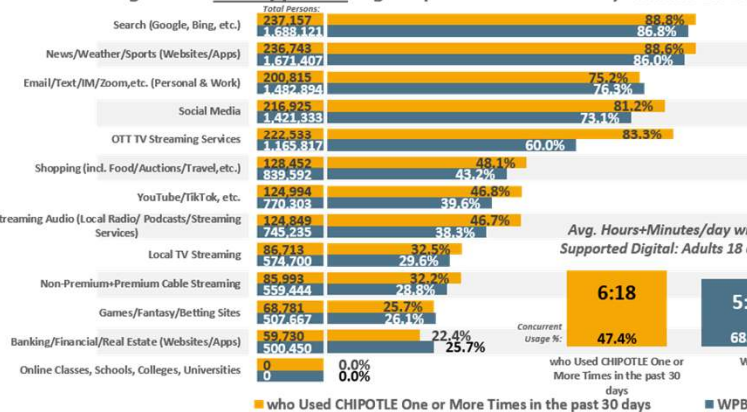
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 334  
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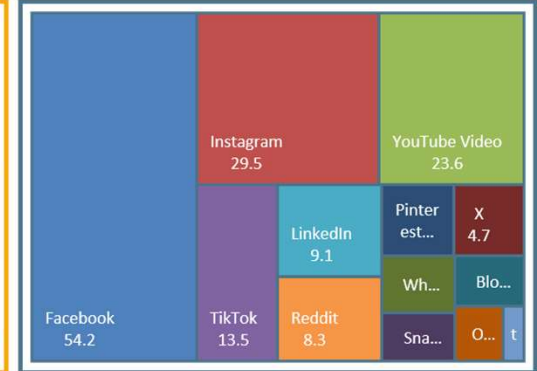
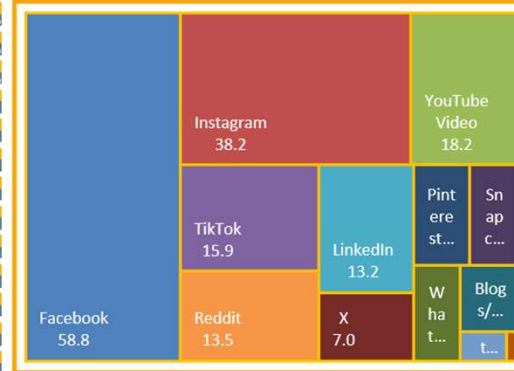
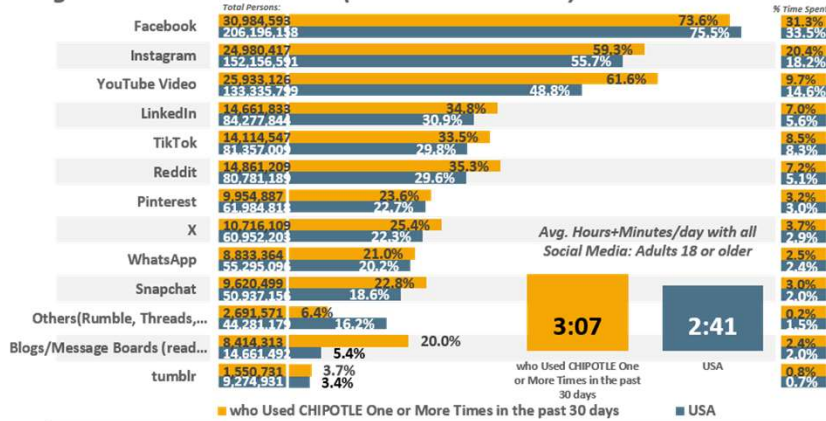
Quick service restaurants used past 30 days: Chipotle



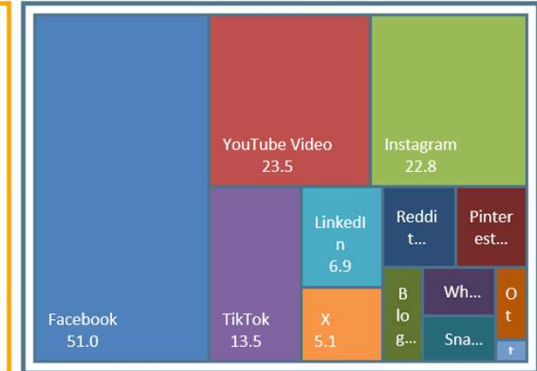
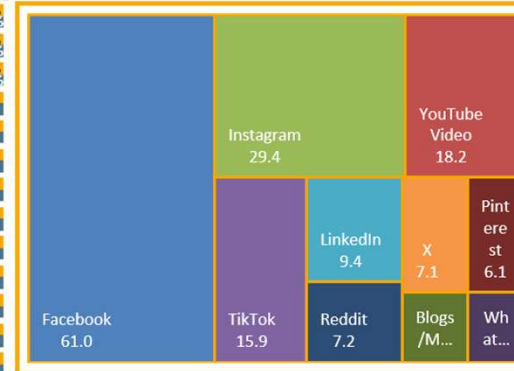
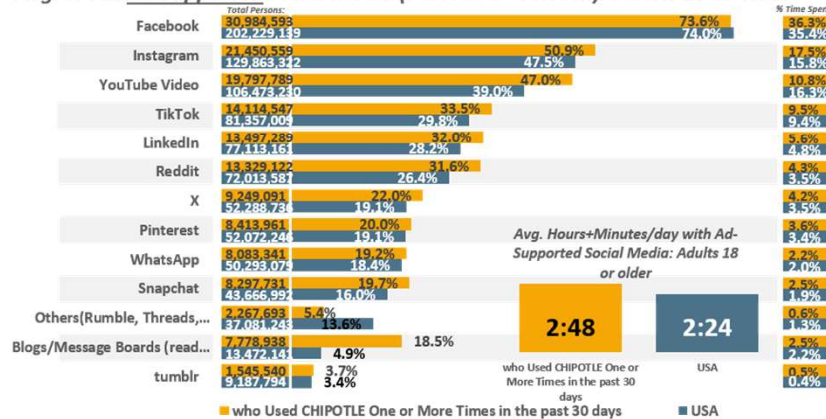


30,984,593 or 73.6% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days use Ad-Supported Facebook for an average of 61. minutes every day representing 36.3% of all time spent daily with Ad-Supported Social Media.

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



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



USA      USA Projection      Scarborough R1 2026: Jan25-Mar26      Qual Intab      3,915  
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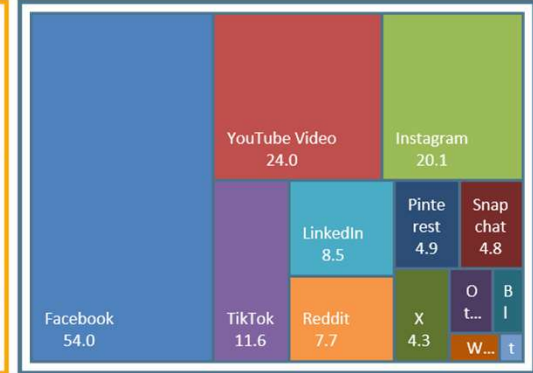
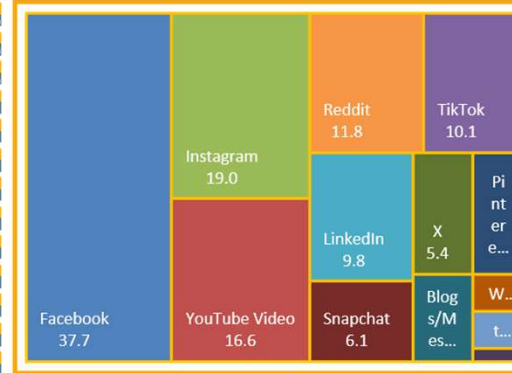
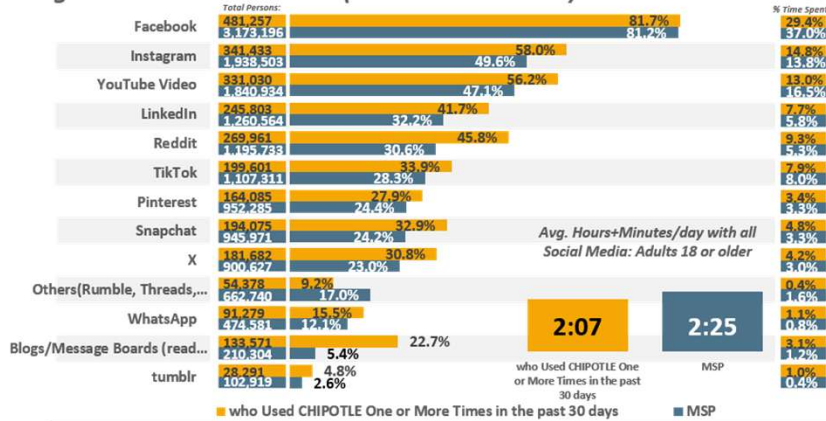
**soefa.ai** Share of Everything for Anything

Quick service restaurants used past 30 days: Chipotle

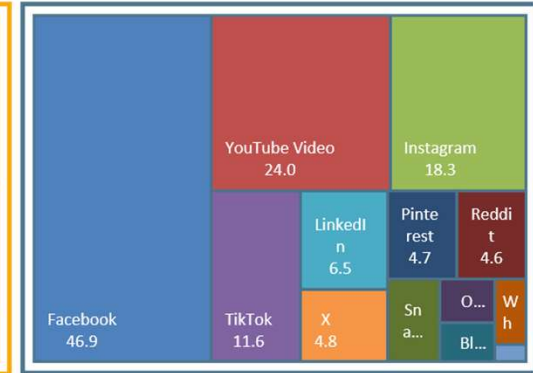
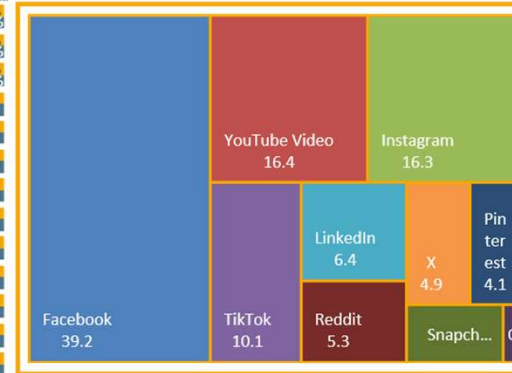
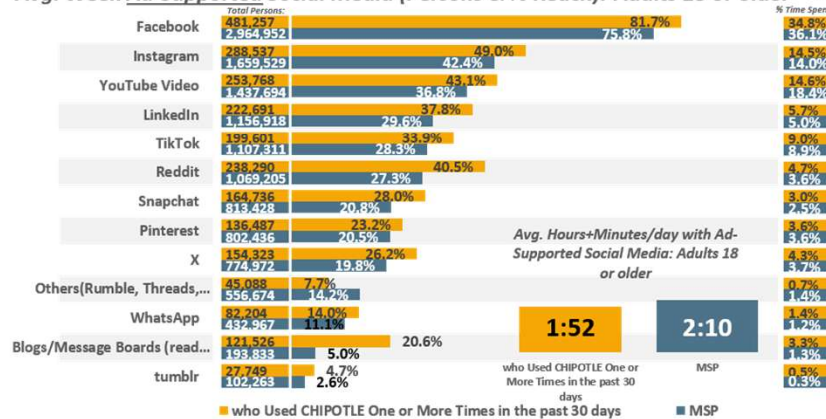


481,257 or 81.7% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days use Ad-Supported Facebook for an average of 39.2 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.

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



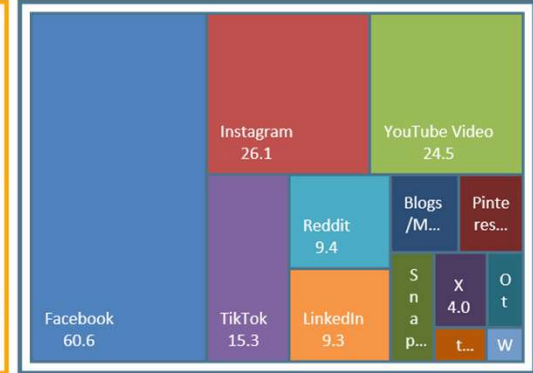
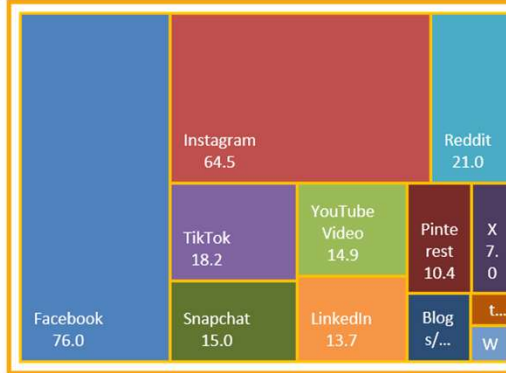
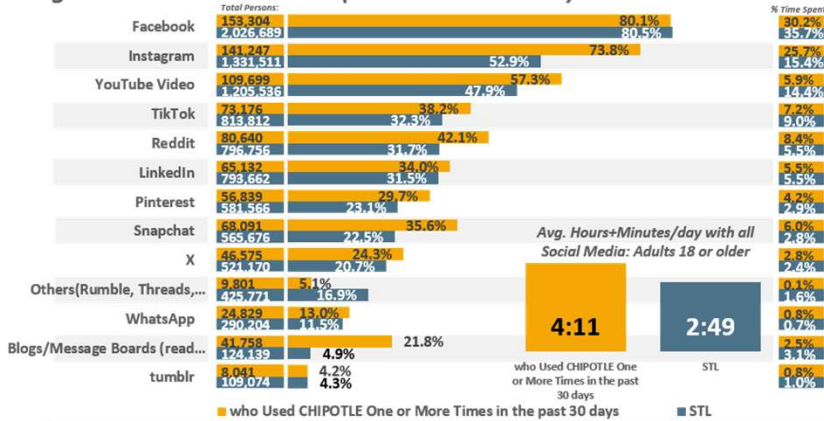
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



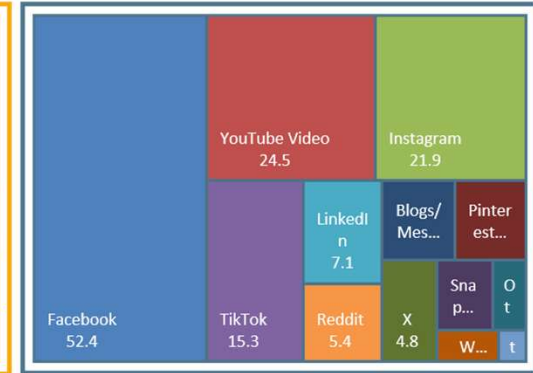
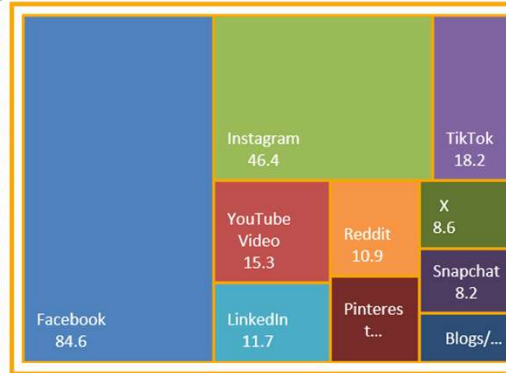
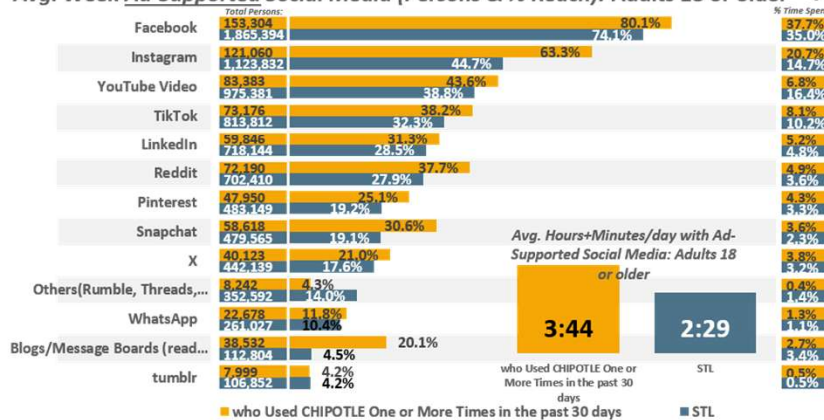


153,304 or 80.1% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days use Ad-Supported Facebook for an average of 84.6 minutes every day representing 37.7% of all time spent daily with Ad-Supported Social Media.

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



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

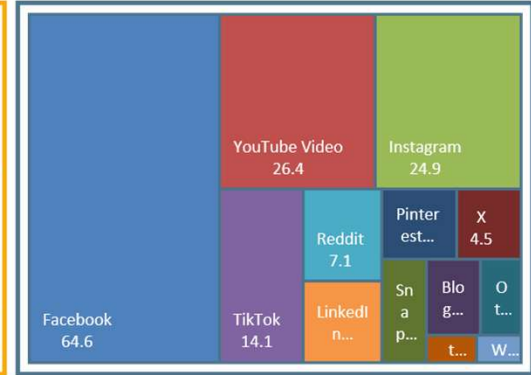
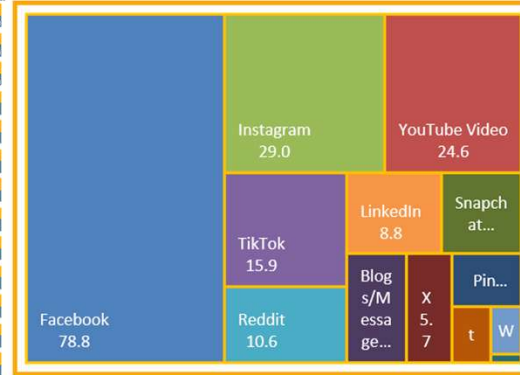
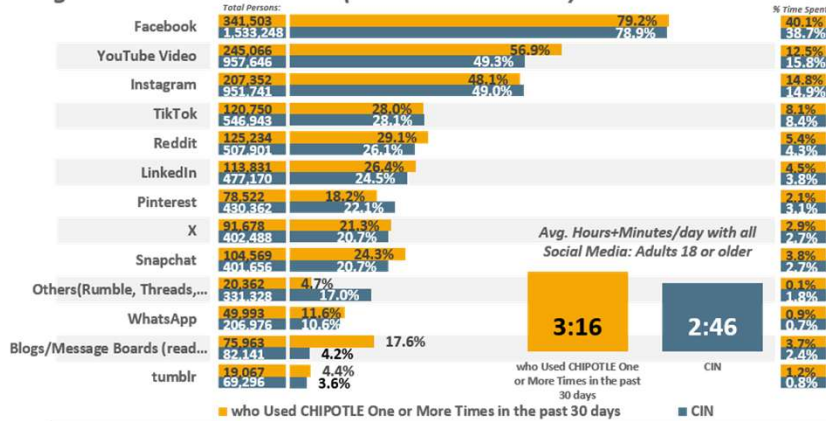




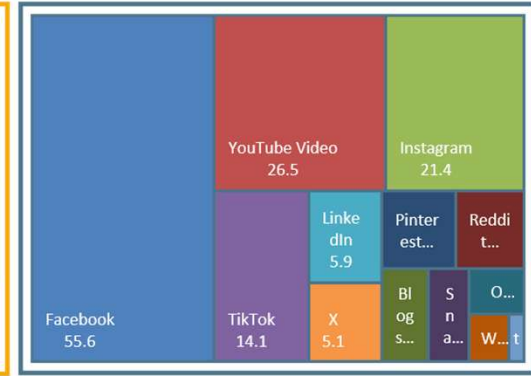
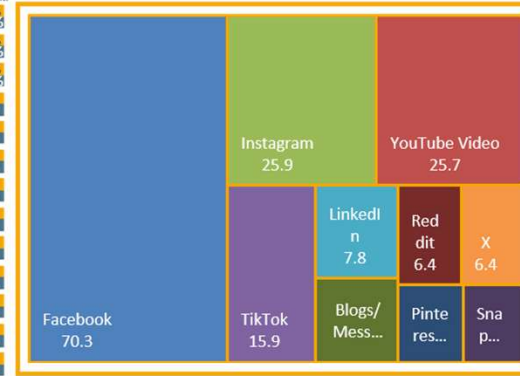
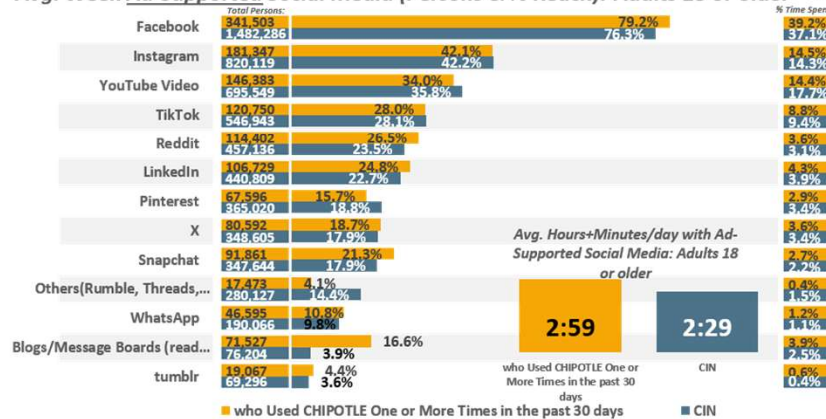


341,503 or 79.2% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days use Ad-Supported Facebook for an average of 70.3 minutes every day representing 39.2% of all time spent daily with Ad-Supported Social Media.

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



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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 423  
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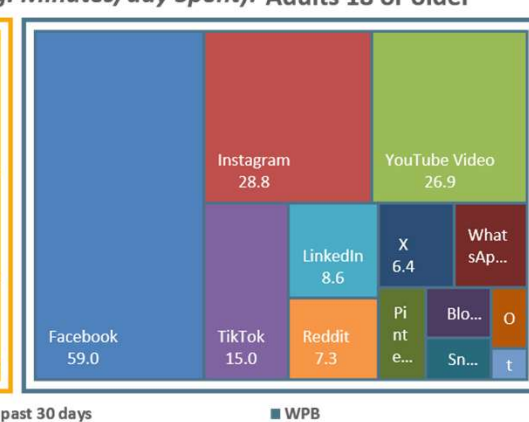
Quick service restaurants used past 30 days: Chipotle



Platform	who Used CHIPOTLE One or More Times in the past 30 days	WPB
Facebook	207,671 (1,493,020)	71.7% (76.8%)
Instagram	163,658 (1,024,173)	62.0% (53.7%)
YouTube Video	128,452 (839,572)	49.1% (45.7%)
TikTok	101,193 (595,088)	37.9% (30.6%)
LinkedIn	103,232 (569,008)	38.6% (29.3%)
Reddit	107,862 (525,011)	40.4% (27.0%)
X	99,432 (491,296)	37.2% (25.3%)
WhatsApp	63,316 (433,472)	25.7% (24.9%)
Pinterest	62,804 (405,784)	23.5% (20.8%)
Snapchat	50,158 (319,780)	18.8% (16.5%)
Others (Rumble, Threads, ...)	15,881 (289,464)	5.9% (14.9%)
Blogs/Message Boards (read...)	59,458 (86,180)	4.4%
tumblr	11,328 (50,374)	4.2% (3.3%)

**Avg. Hours+Minutes/day with all Social Media: Adults 18 or older**

- who Used CHIPOTLE One or More Times in the past 30 days: **3:42**
- WPB: **2:51**

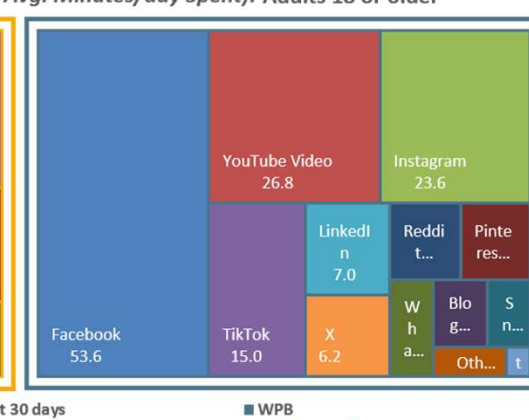


**Total Persons:**

Platform	who used CHIPOTLE One or More Times in the past 30 days	WPB
Facebook	207,671 (77.7%)	164,188 (73.1%)
Instagram	139,431 (52.2%)	139,431 (46.7%)
YouTube Video	108,927 (41.0%)	709,398 (36.5%)
TikTok	101,193 (37.9%)	995,088 (30.6%)
LinkedIn	93,149 (34.9%)	524,983 (27.0%)
Reddit	94,825 (35.5%)	471,937 (24.6%)
WhatsApp	56,792 (21.3%)	459,314 (24.3%)
X	425,158 (31.5%)	38,418 (21.9%)
Pinterest	32,113 (19.5%)	327,001 (17.6%)
Snapchat	42,404 (15.9%)	276,436 (14.7%)
Others (Rumble, Threads, ...)	13,115 (4.9%)	244,473 (12.6%)
Blogs/Message Boards (read...)	53,879 (20.2%)	79,804 (4.1%)
tumblr	11,066 (4.1%)	52,713 (3.3%)

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

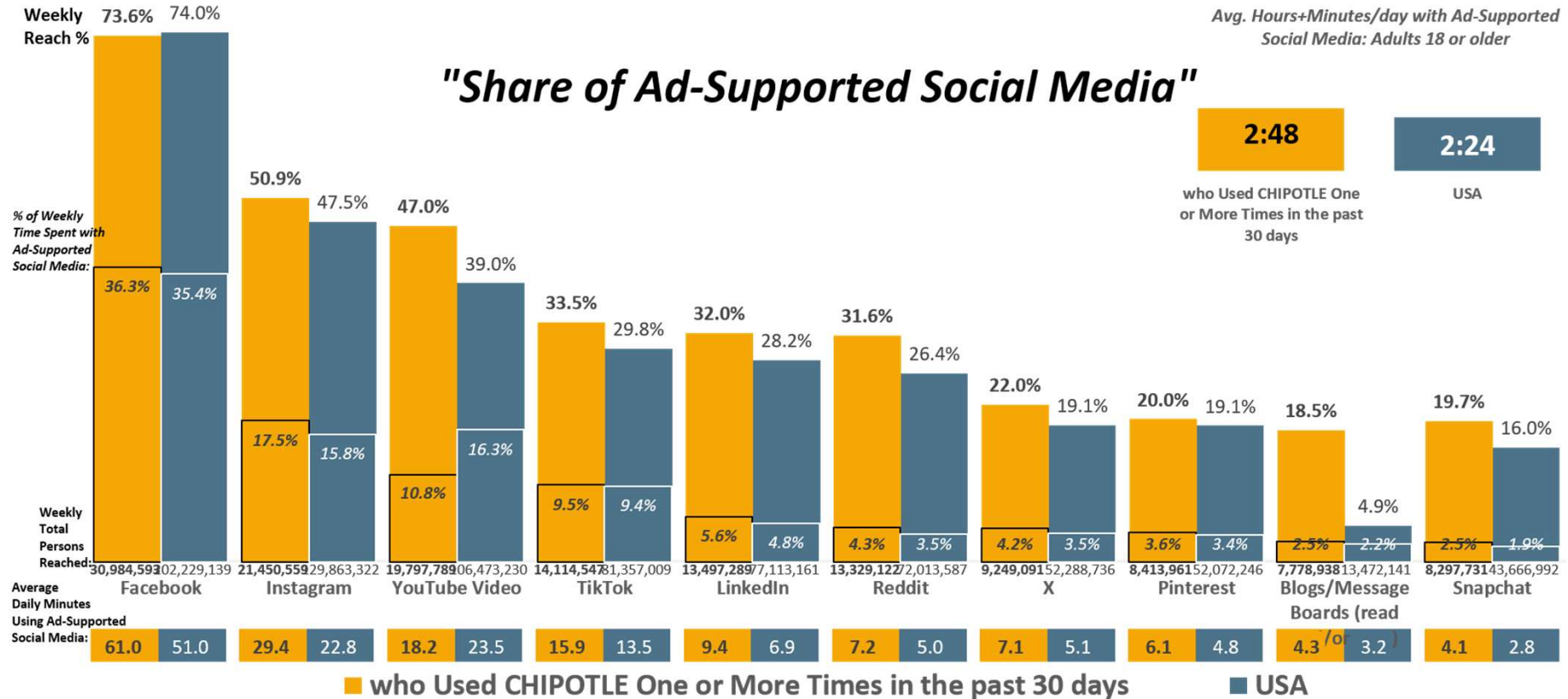
Group	Avg. Hours+Minutes/day
who used CHIPOTLE One or More Times in the past 30 days	3:14
WPB	2:34





30,984,593 or 73.6% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days use Ad-Supported Facebook for an average of 61. minutes every day representing 36.3% of all time spent daily with Ad-Supported Social Media.

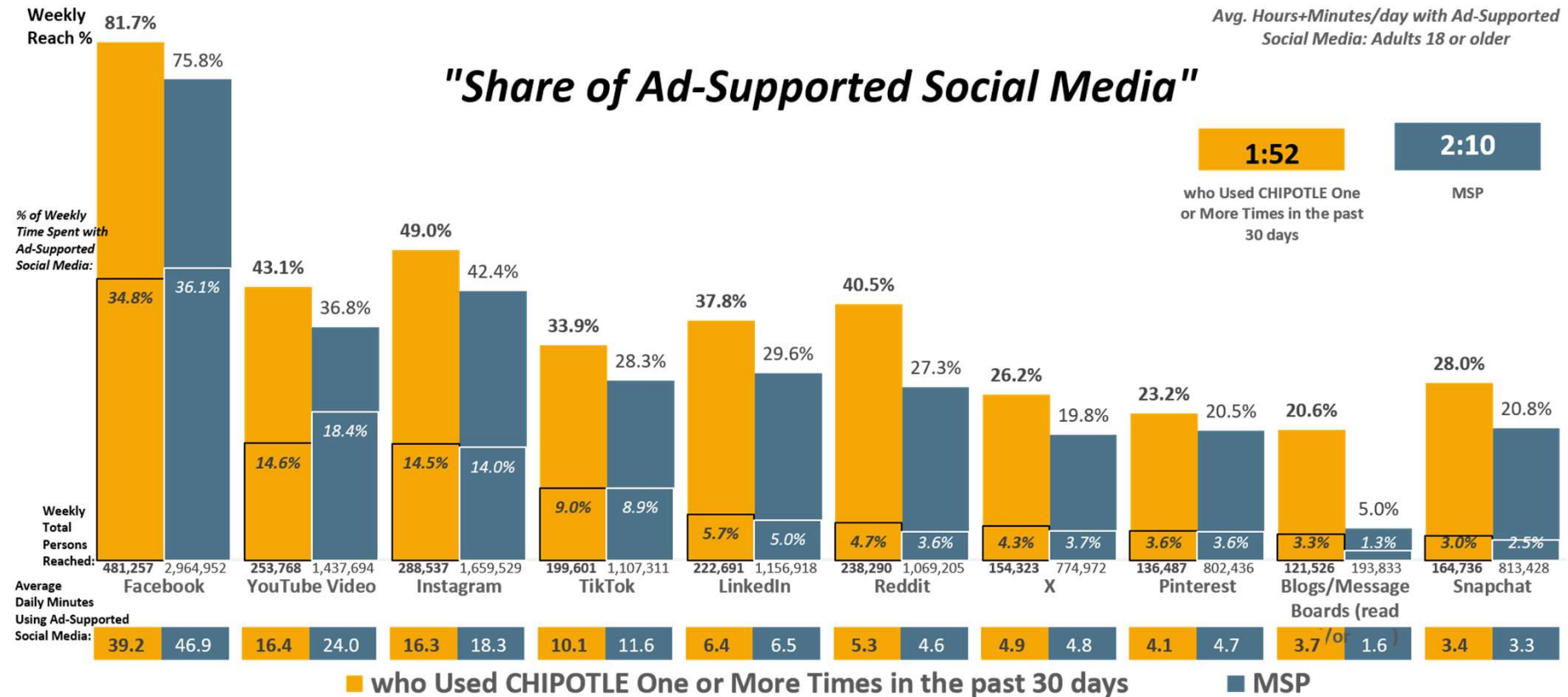
## "Share of Ad-Supported Social Media"







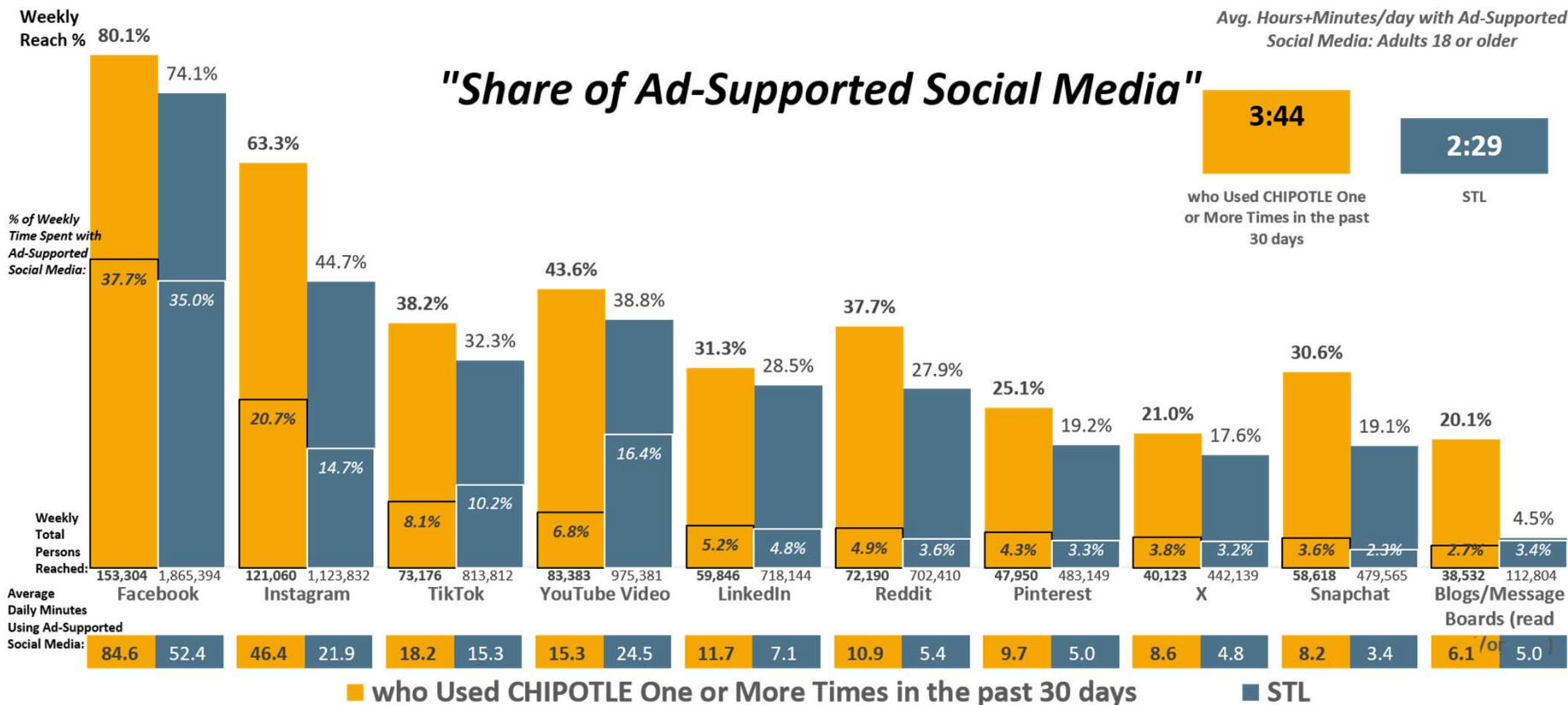
481,257 or 81.7% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days use Ad-Supported Facebook for an average of 39.2 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.





153,304 or 80.1% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days use Ad-Supported Facebook for an average of 84.6 minutes every day representing 37.7% of all time spent daily with Ad-Supported Social Media.

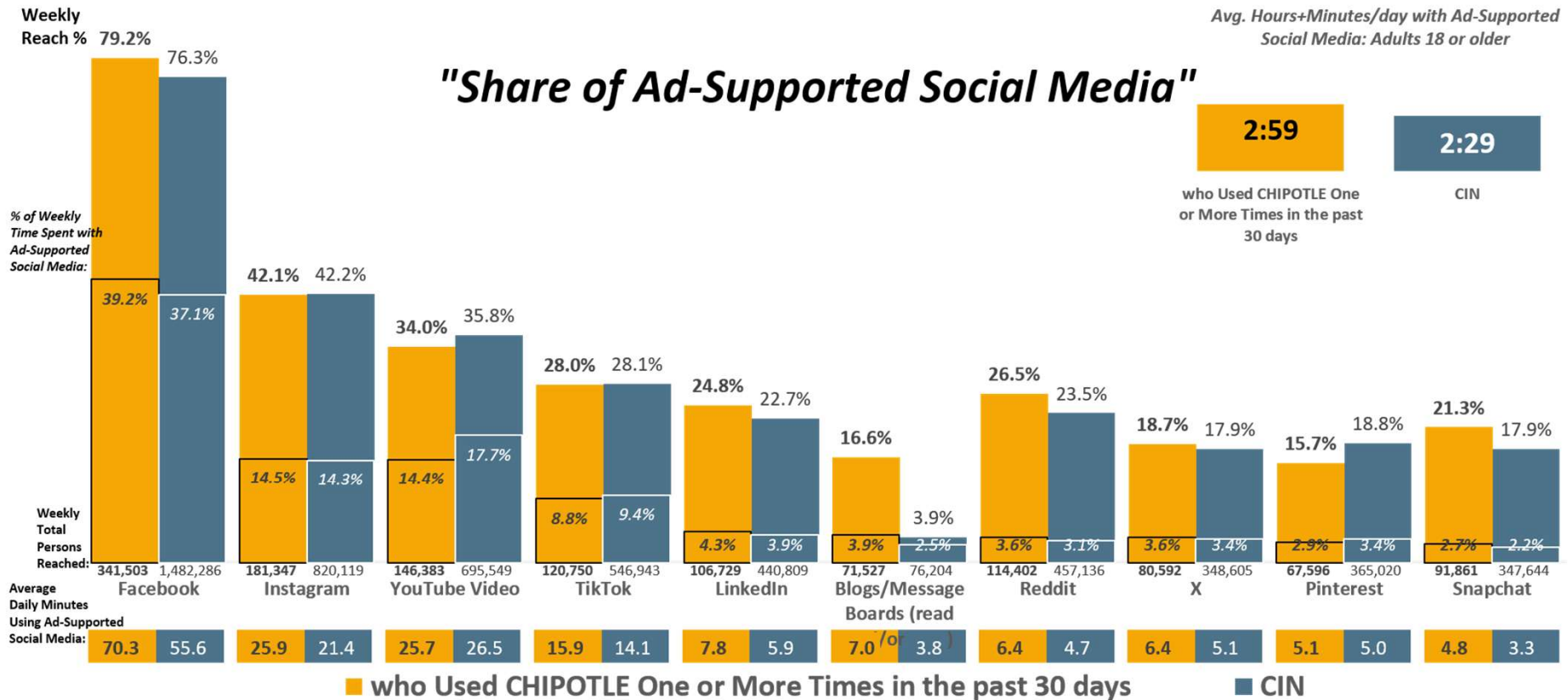
## "Share of Ad-Supported Social Media"





341,503 or 79.2% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days use Ad-Supported Facebook for an average of 70.3 minutes every day representing 39.2% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"

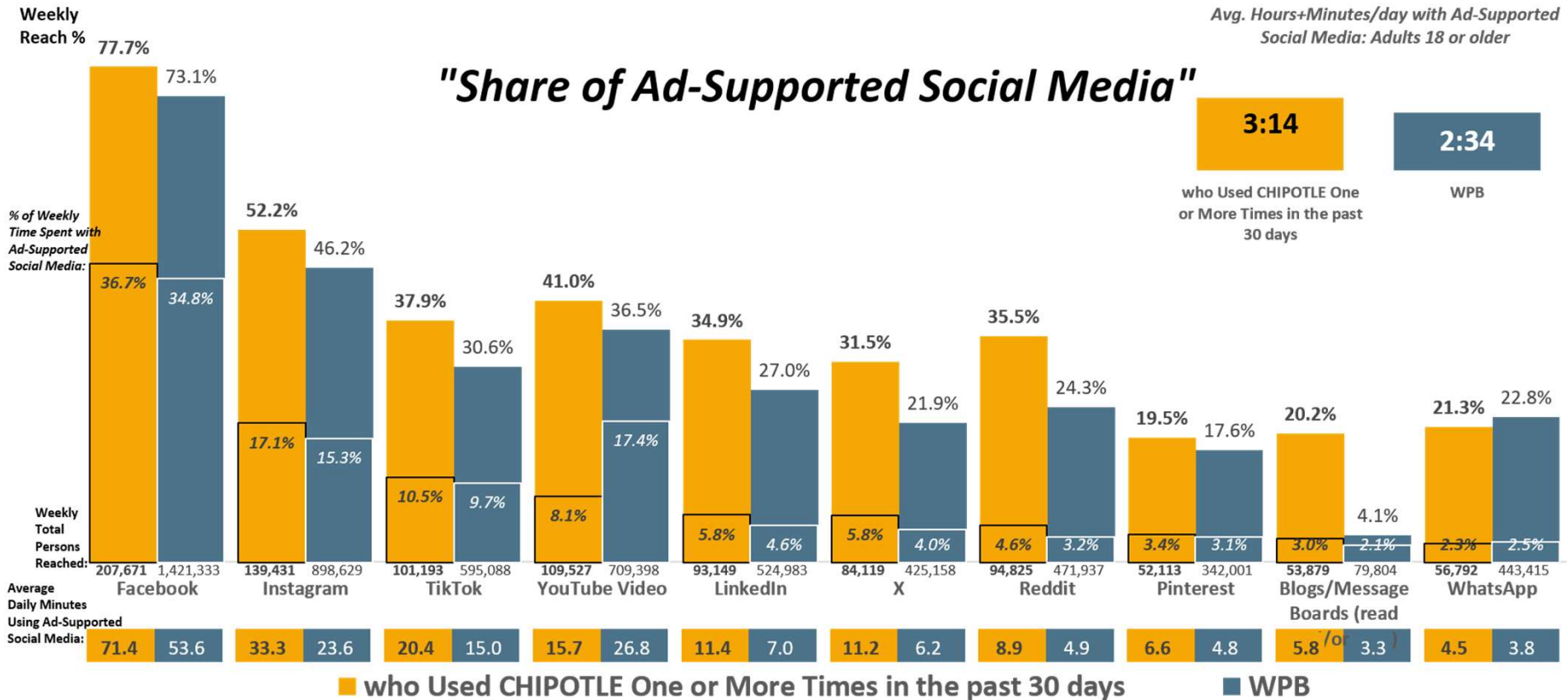






207,671 or 77.7% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days use Ad-Supported Facebook for an average of 71.4 minutes every day representing 36.7% of all time spent daily with Ad-Supported Social Media.

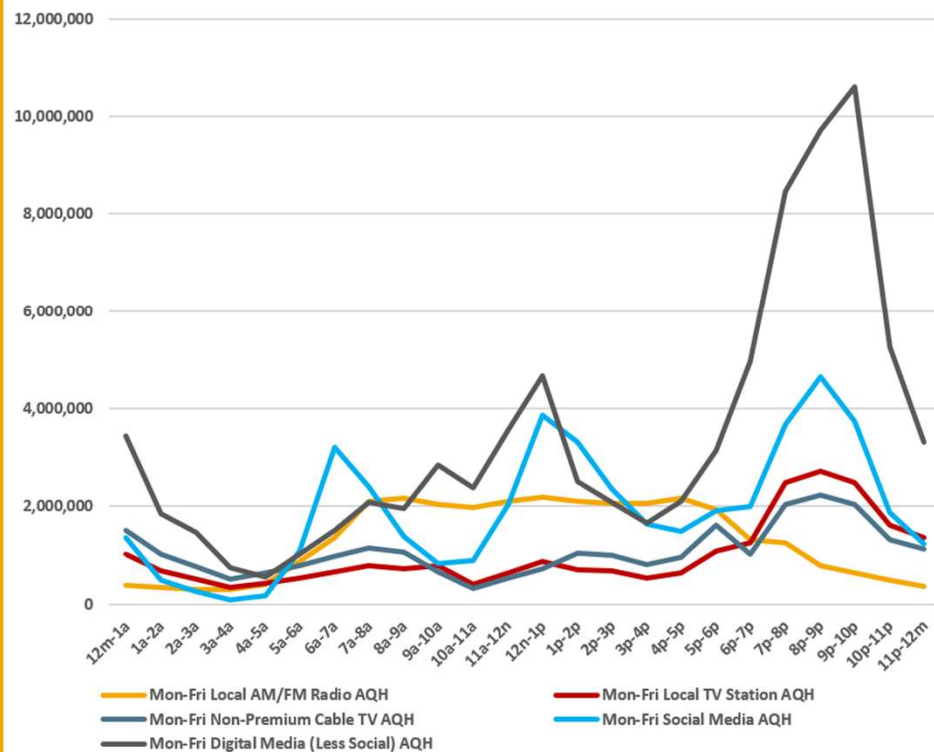
## "Share of Ad-Supported Social Media"



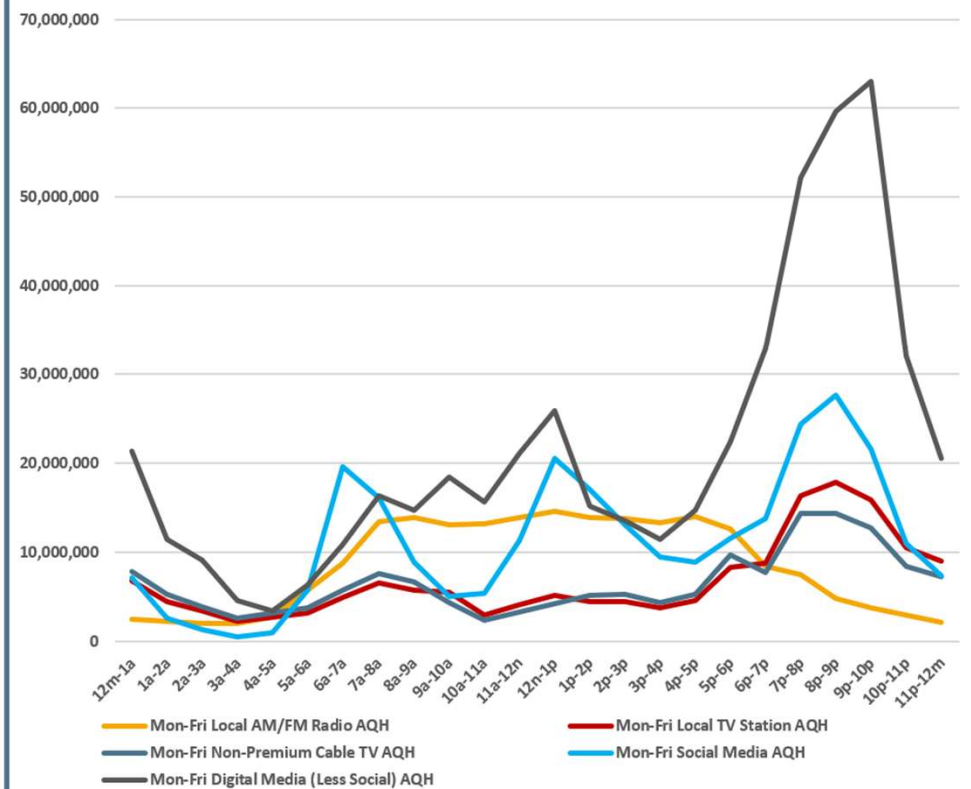


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,728,201;  
Social Media: 2,102,660; Local Radio: 1,969,695; Non-Prem. Cable: 916,376; Local TV:  
753,058 reaching Adults 18 or older who Used CHIPOTLE One or More Times in

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**Adults 18 or older who Used CHIPOTLE One or More Times in**  
**the past 30 days**



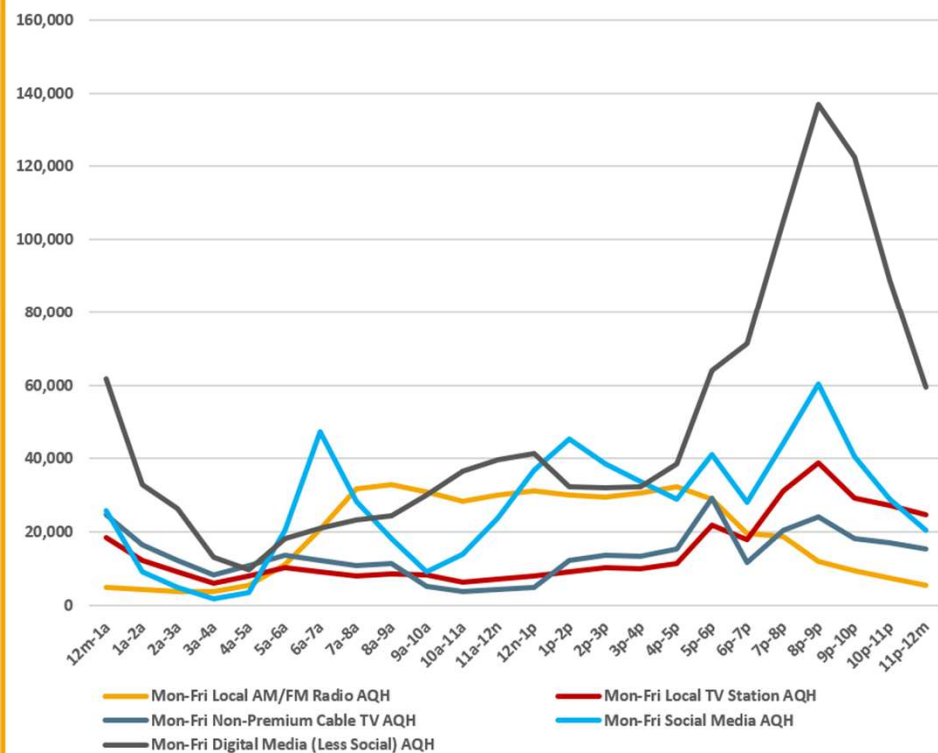
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**USA Metro Area Adults 18 or older**



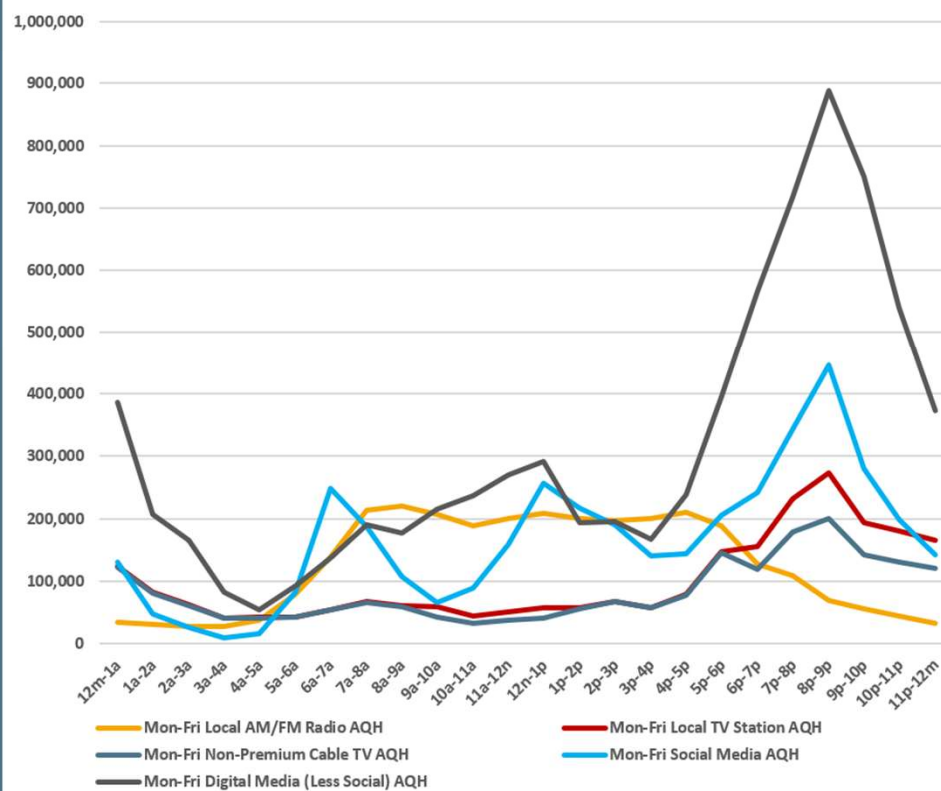


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 37,471;  
Social Media: 30,242; Local Radio: 29,052; Non-Prem. Cable: 11,442; Local TV: 10,502  
reaching Adults 18 or older who Used CHIPOTLE One or More Times in the past 3

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**Adults 18 or older who Used CHIPOTLE One or More Times in**  
**the past 30 days**



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

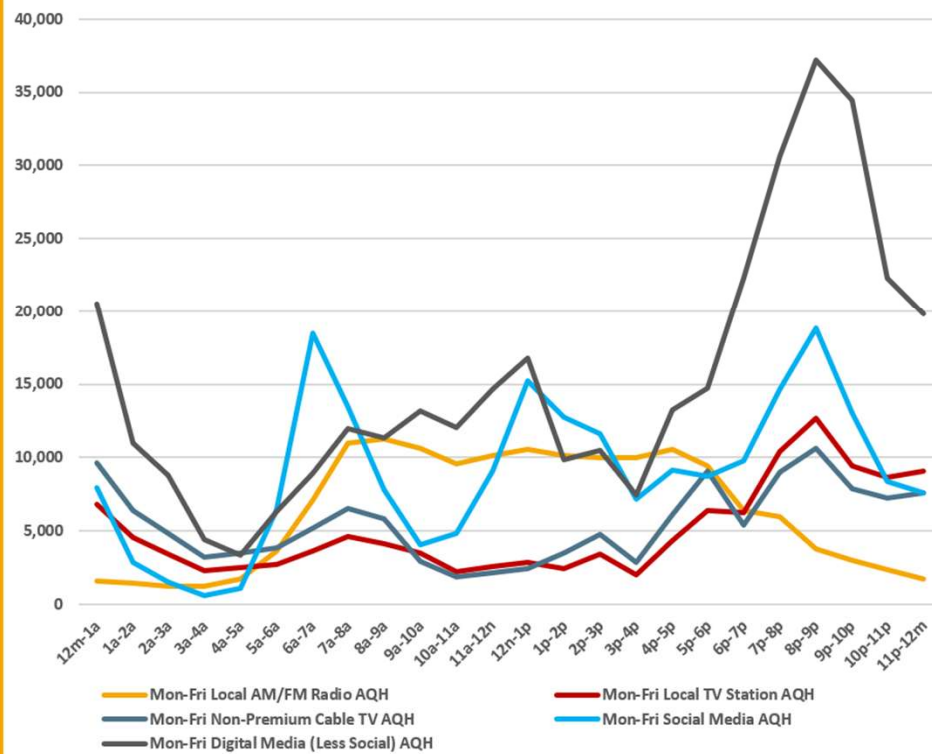




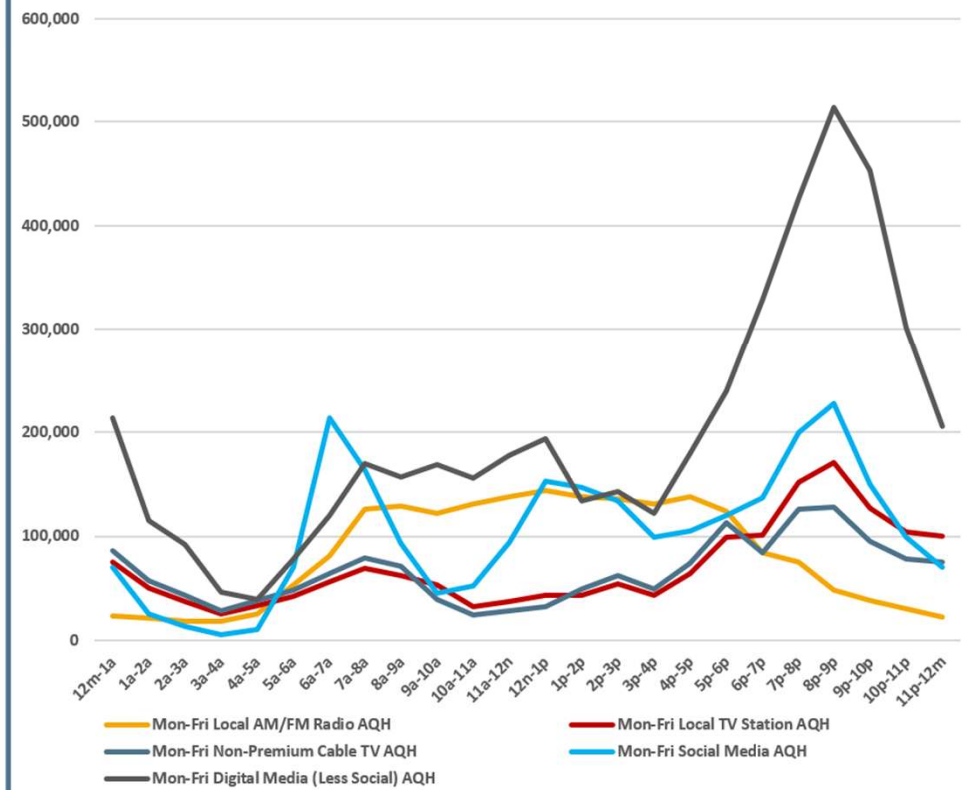


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 12,842;  
Social Media: 10,149; Local Radio: 9,746; Non-Prem. Cable: 4,499; Local TV: 3,714  
reaching Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 d

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**Adults 18 or older who Used CHIPOTLE One or More Times in**  
**the past 30 days**



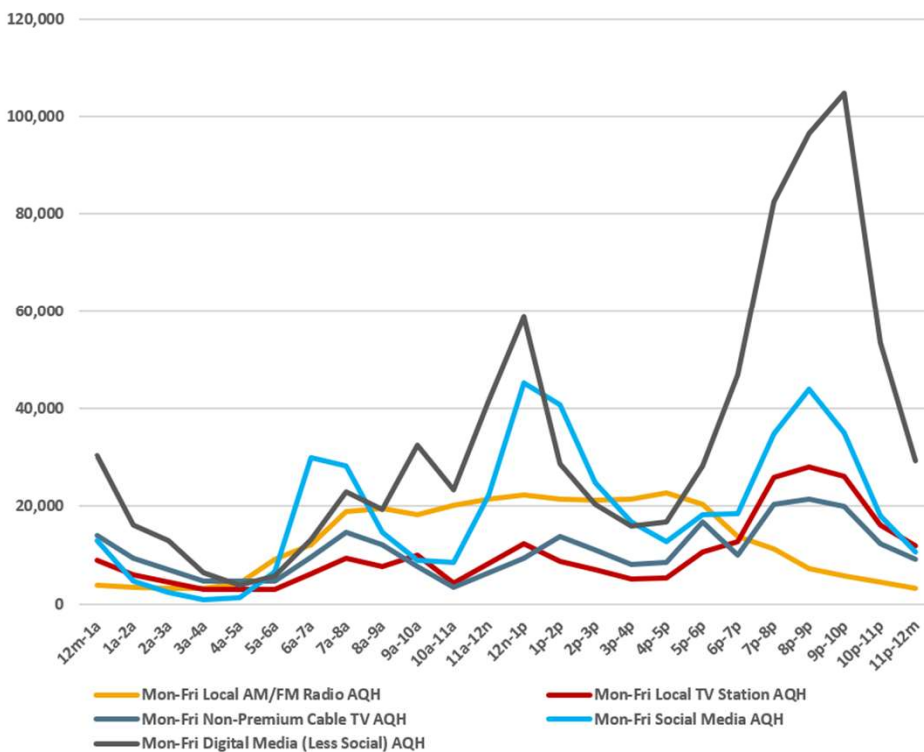
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**STL Metro Area Adults 18 or older**



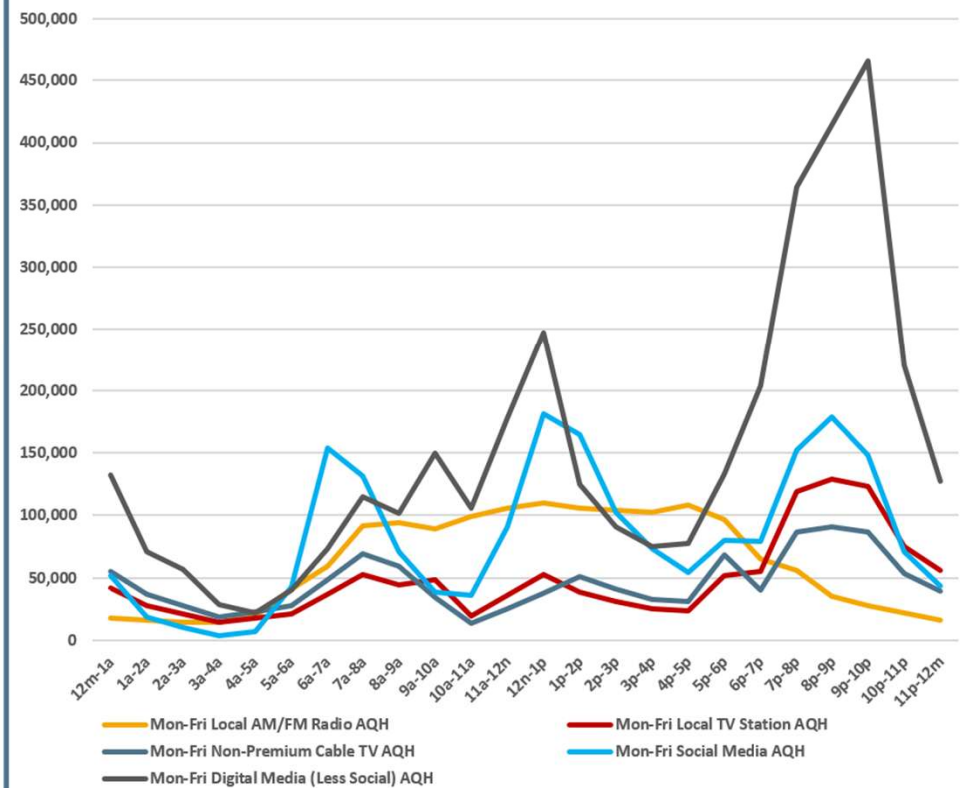


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 28,421;  
Social Media: 22,324; Local Radio: 19,562; Non-Prem. Cable: 10,166; Local TV: 8,344  
reaching Adults 18 or older who Used CHIPOTLE One or More Times in the past 30

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**Adults 18 or older who Used CHIPOTLE One or More Times in**  
**the past 30 days**



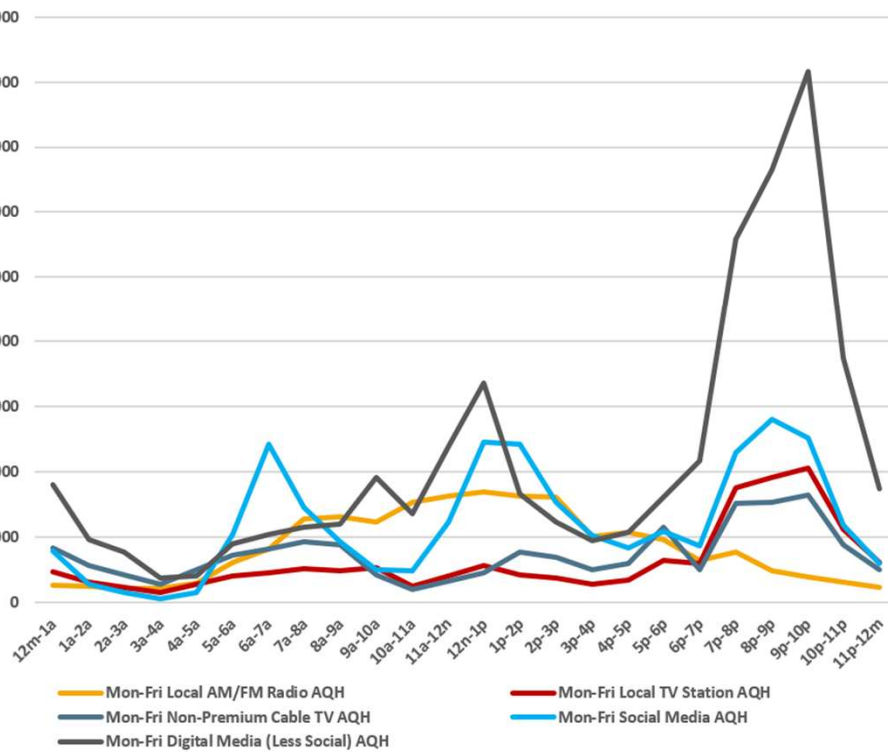
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**CIN Metro Area Adults 18 or older**



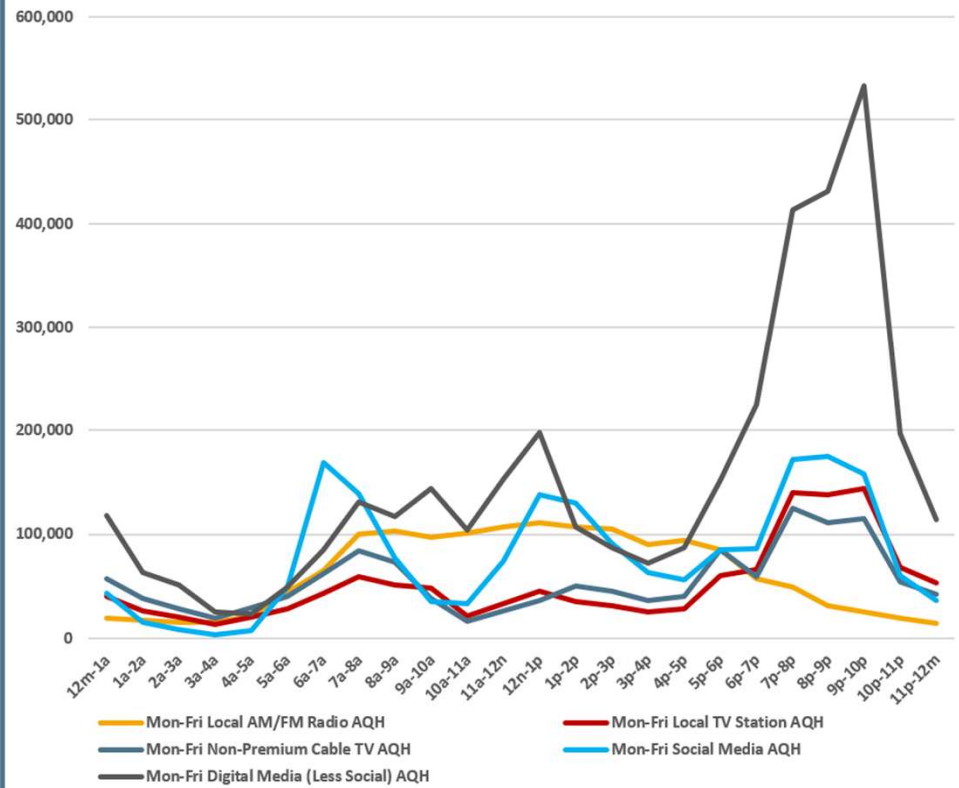


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 16,213;  
Social Media: 13,251; Local Radio: 12,617; Non-Prem. Cable: 6,313; Local TV: 4,485  
reaching Adults 18 or older who Used CHIPOTLE One or More Times in the past 30

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**Adults 18 or older who Used CHIPOTLE One or More Times in**  
**the past 30 days**



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

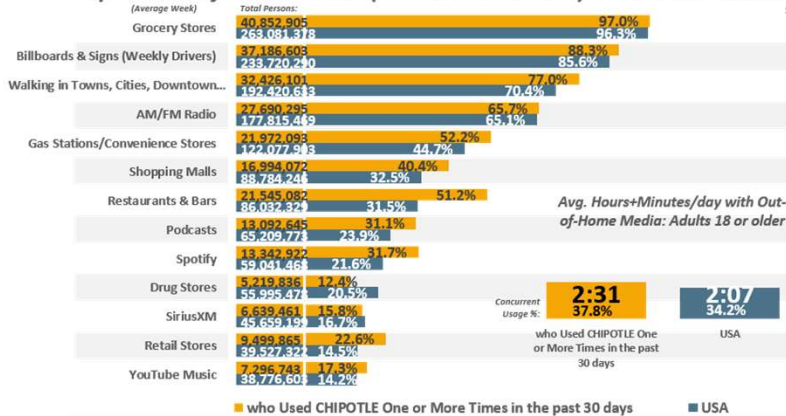




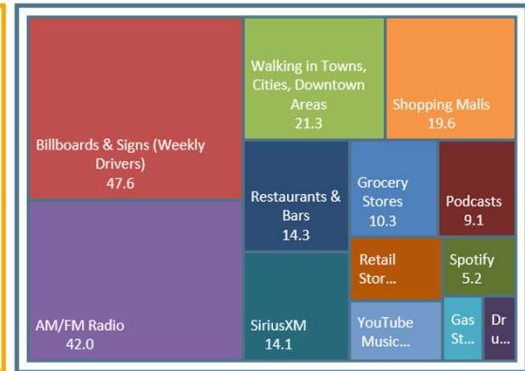
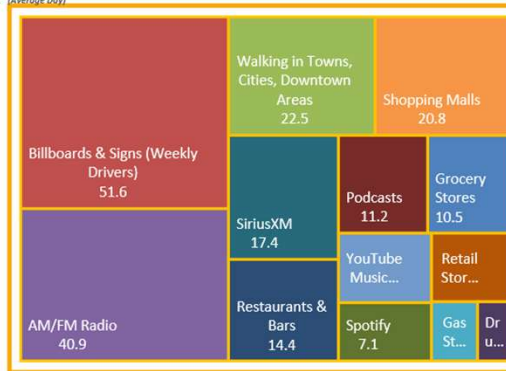


37,186,603 or 88.3% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 51.6 minutes per day driving, seeing Billboards and Signs. 63.1% Listen to Local Radio Stations Out-of-Home for an average of 37.7 minute

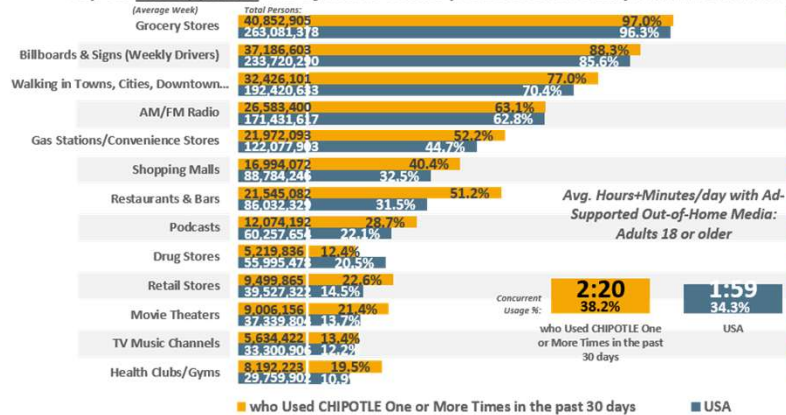
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



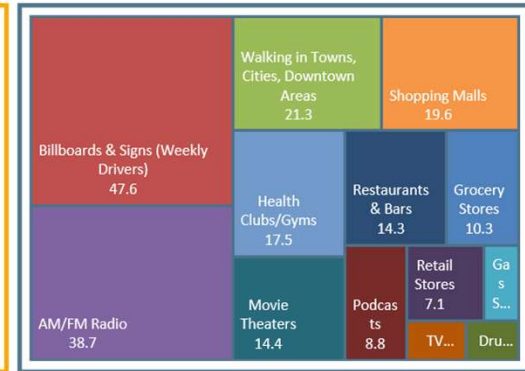
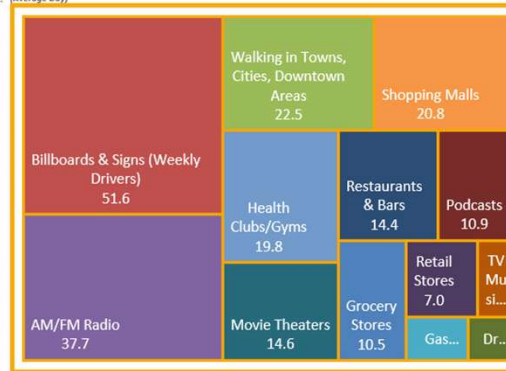
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 3,915  
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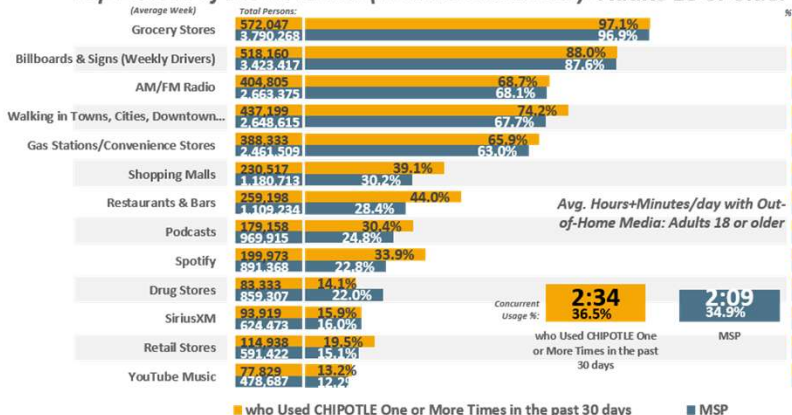
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Chipotle

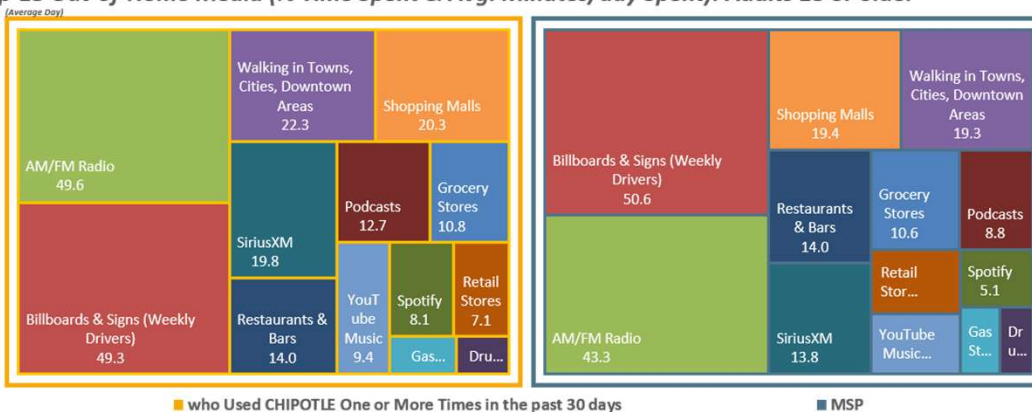


518,160 or 88.% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 49.3 minutes per day driving, seeing Billboards and Signs. 66.% Listen to Local Radio Stations Out-of-Home for an average of 44.7 minutes/day

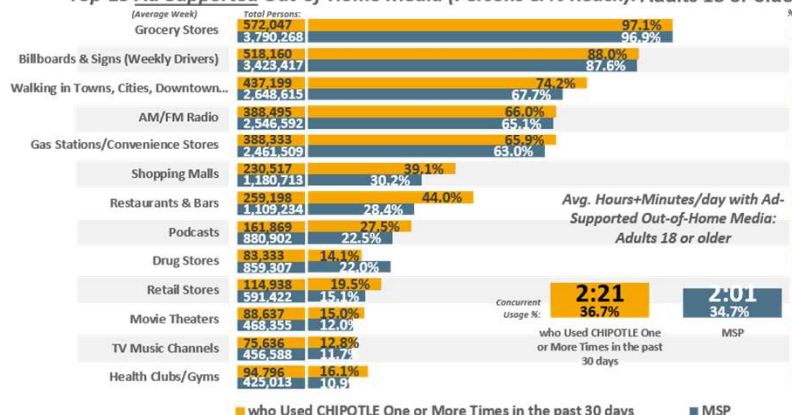
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



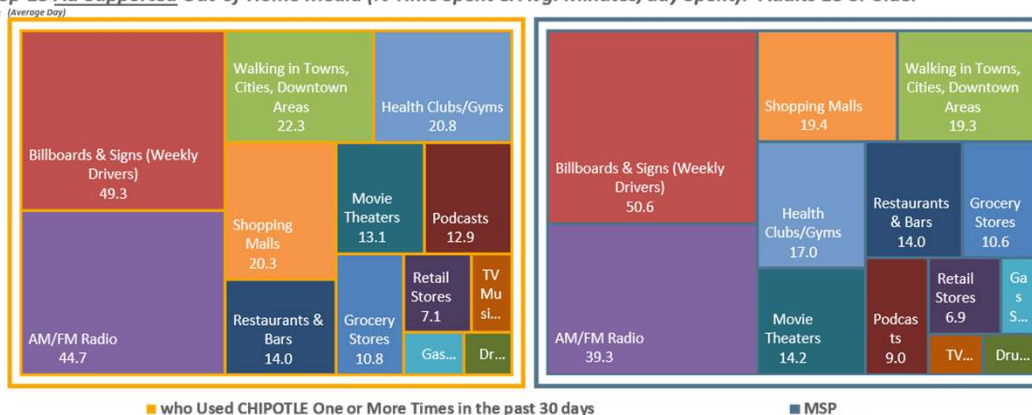
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

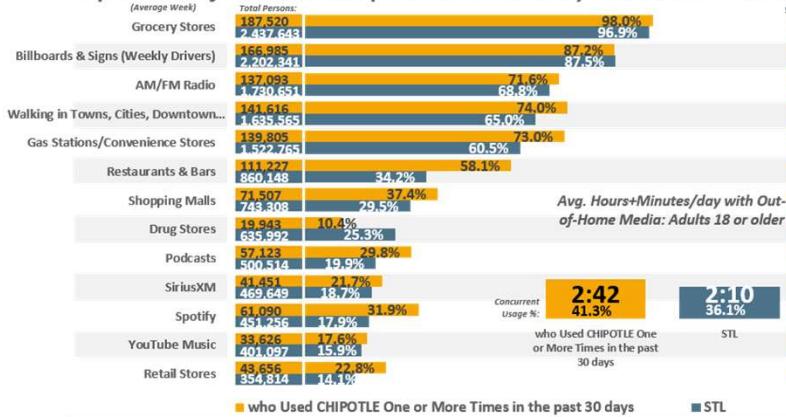




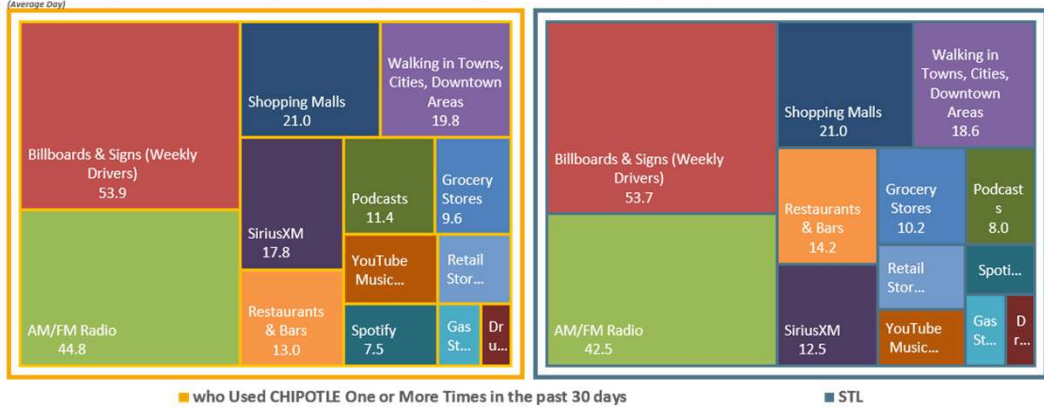


166,985 or 87.2% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 53.9 minutes per day driving, seeing Billboards and Signs. 67.5% Listen to Local Radio Stations Out-of-Home for an average of 40.6 minutes/d

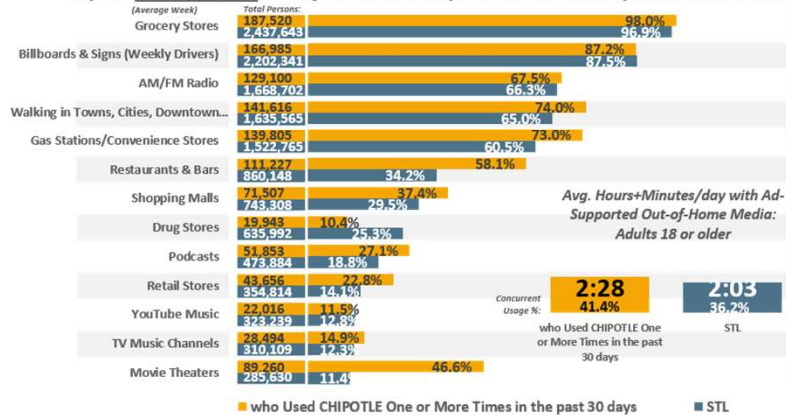
**Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older**



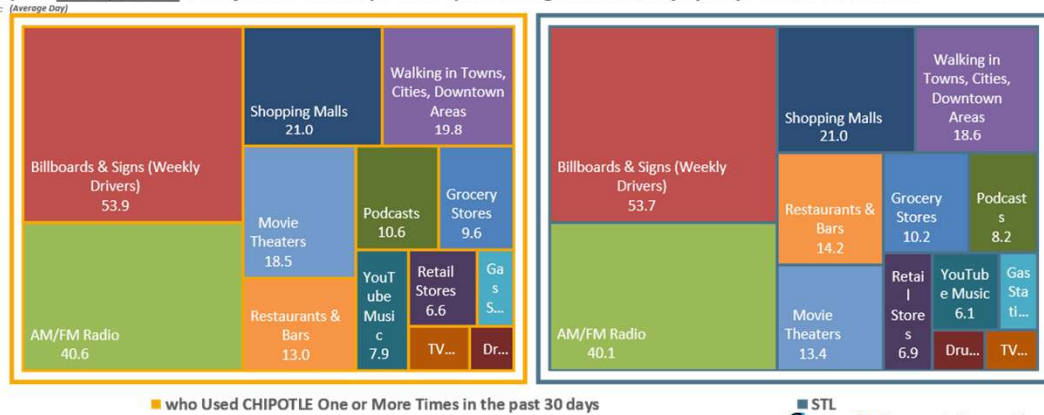
**Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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

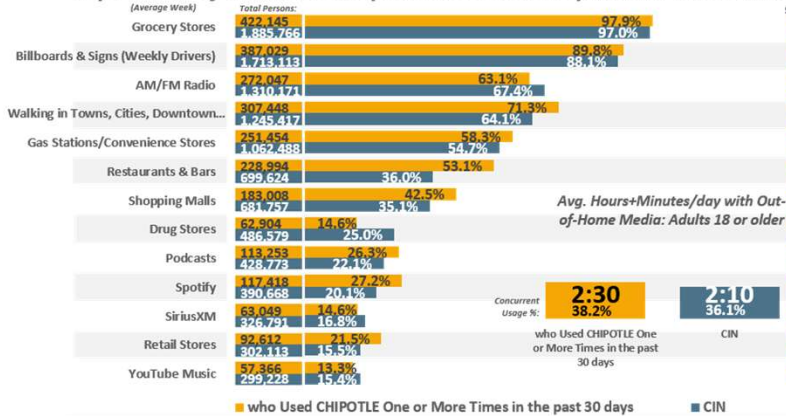




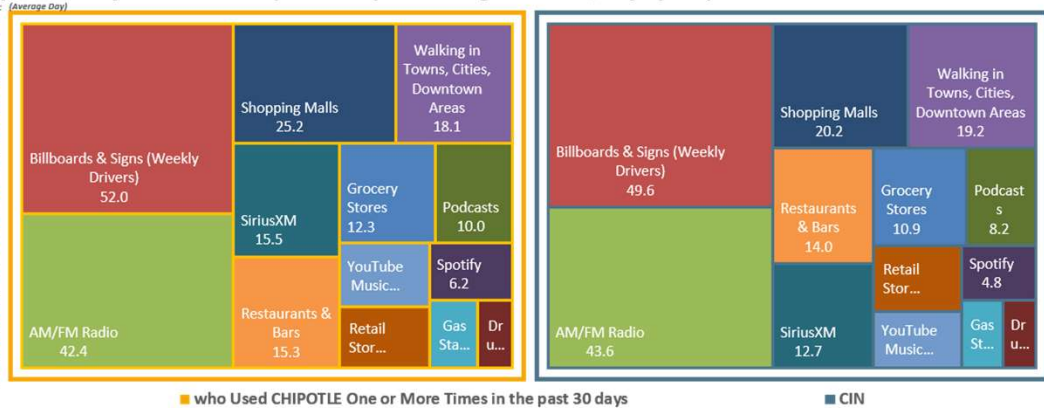


387,029 or 89.8% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 52. minutes per day driving, seeing Billboards and Signs. 60.9% Listen to Local Radio Stations Out-of-Home for an average of 39.7 minutes/day

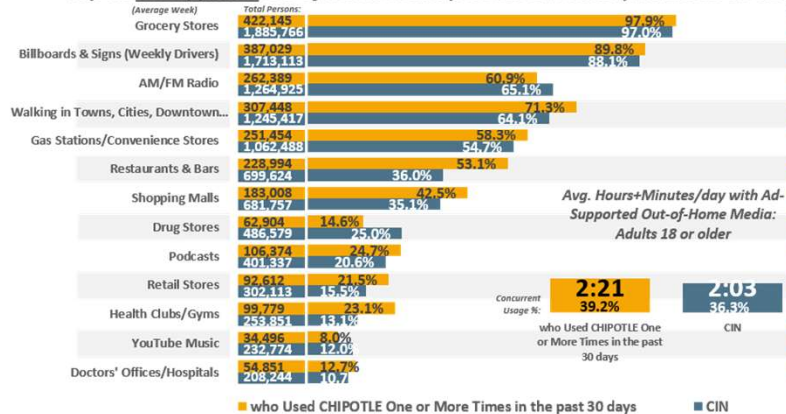
**Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older**



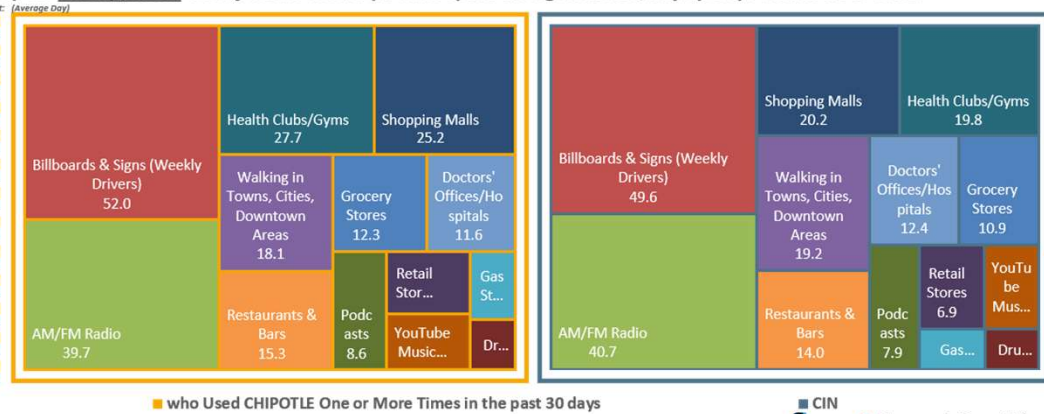
**Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



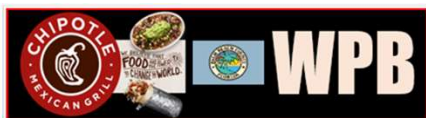
**Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 423  
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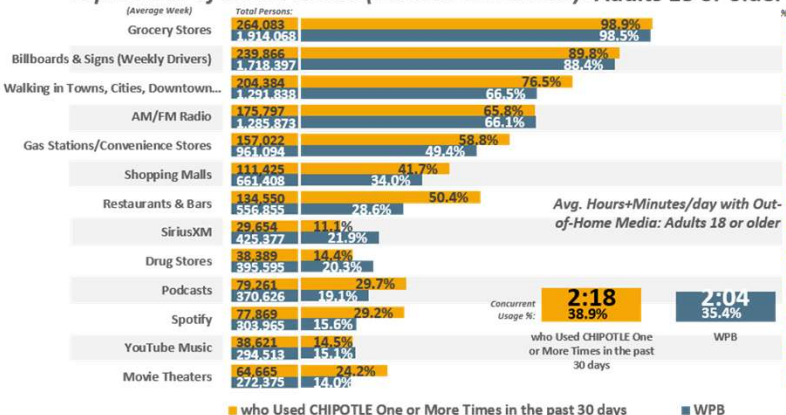
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Chipotle

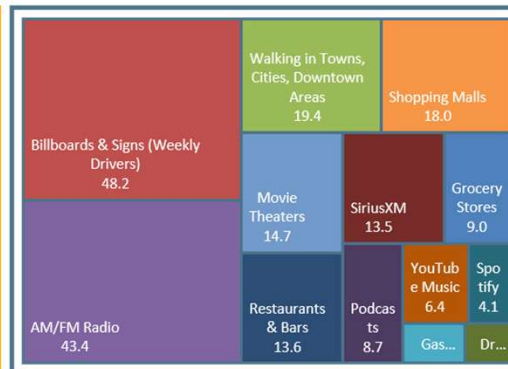
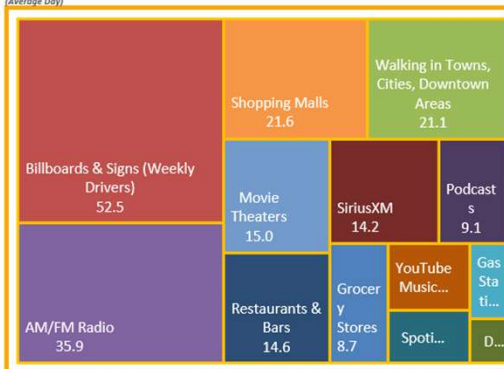


239,866 or 89.8% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 52.5 minutes per day driving, seeing Billboards and Signs. 63.9% Listen to Local Radio Stations Out-of-Home for an average of 34.3 minutes/d

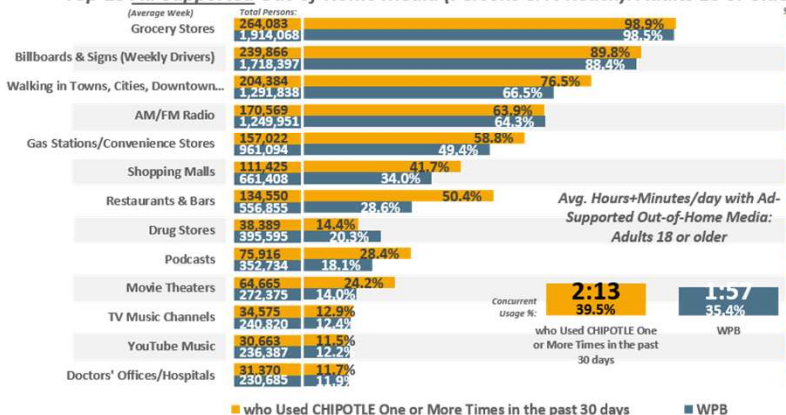
**Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older**



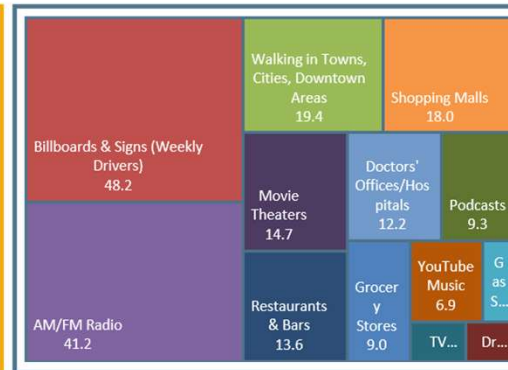
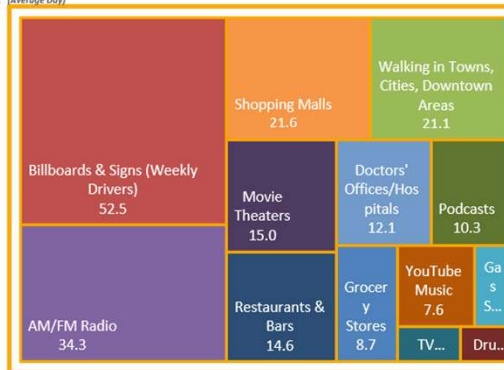
**Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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



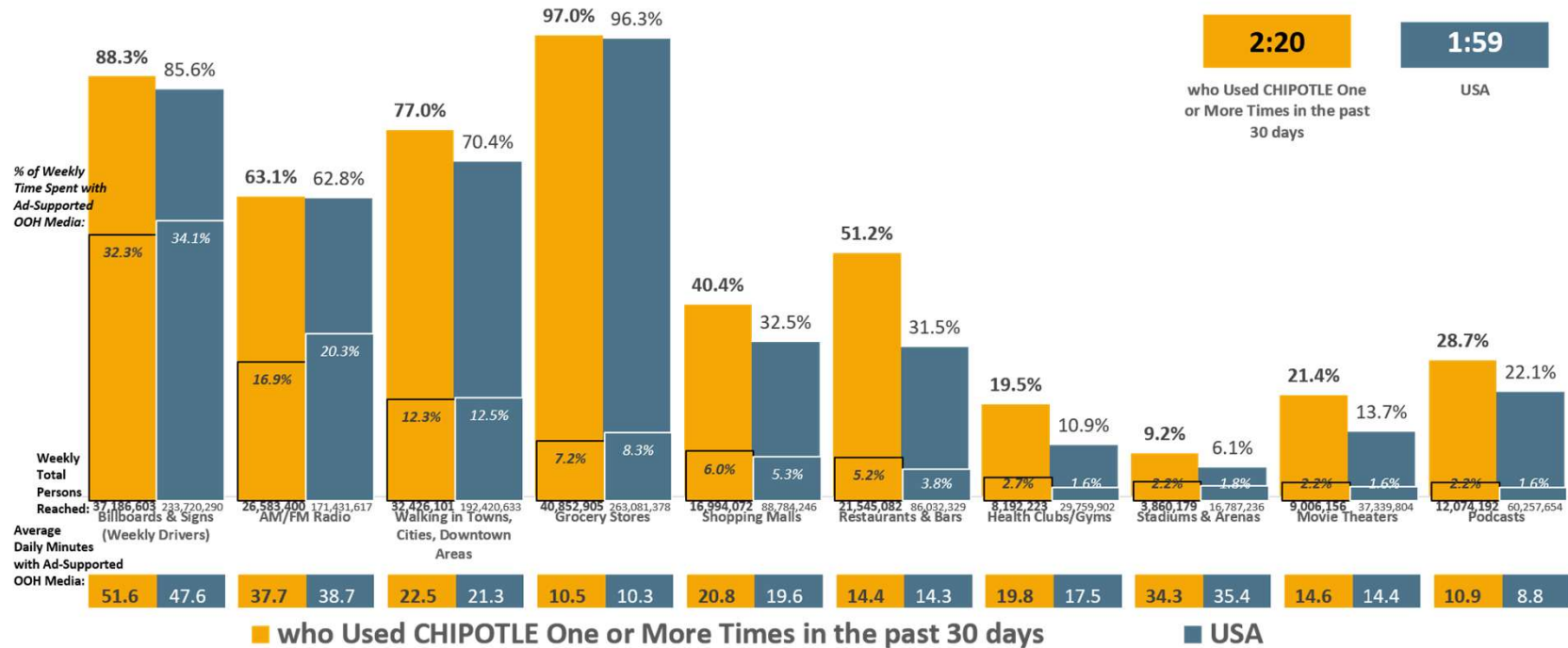


37,186,603 or 88.3% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 51.6 minutes per day driving, seeing Billboards and Signs representing 32.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 3,915 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338

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Quick service restaurants used past 30 days: Chipotle



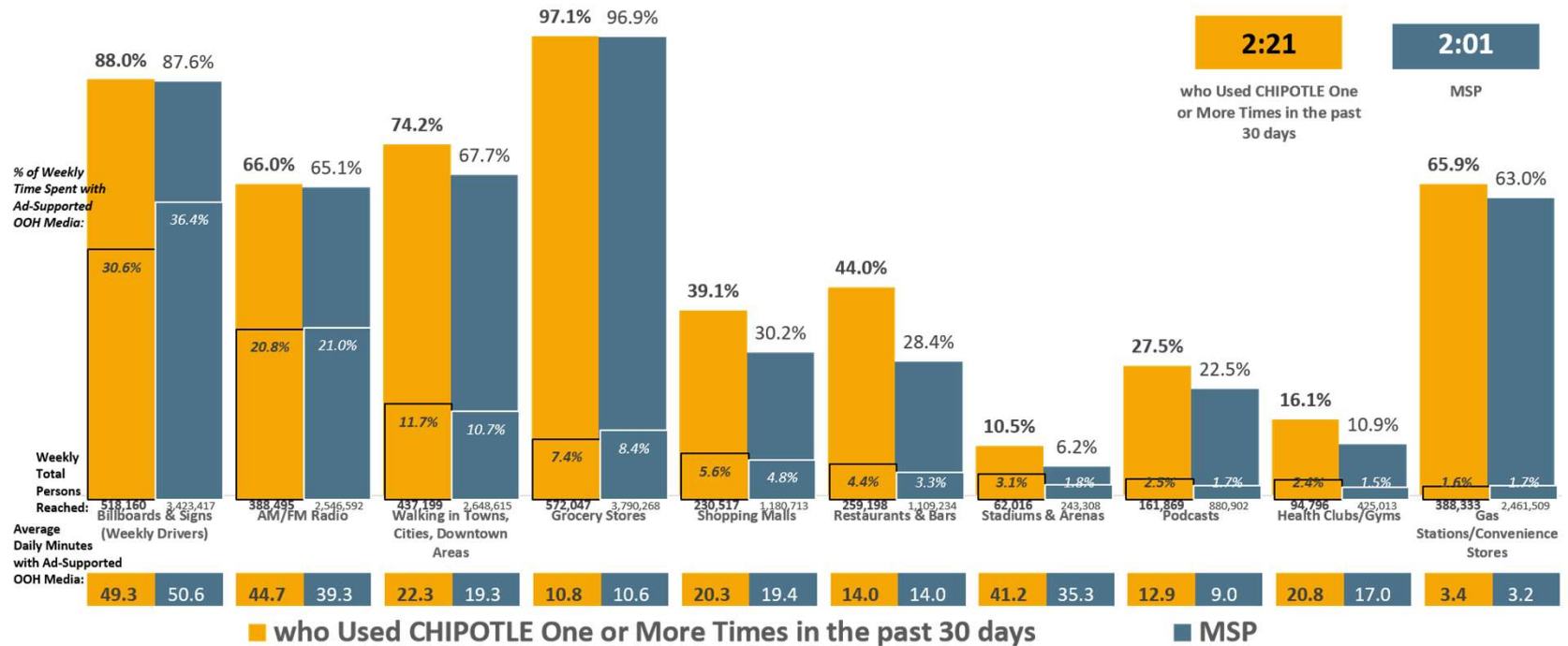


518,160 or 88.% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 49.3 minutes per day driving, seeing Billboards and Signs representing 30.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 294 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934  
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Quick service restaurants used past 30 days: Chipotle

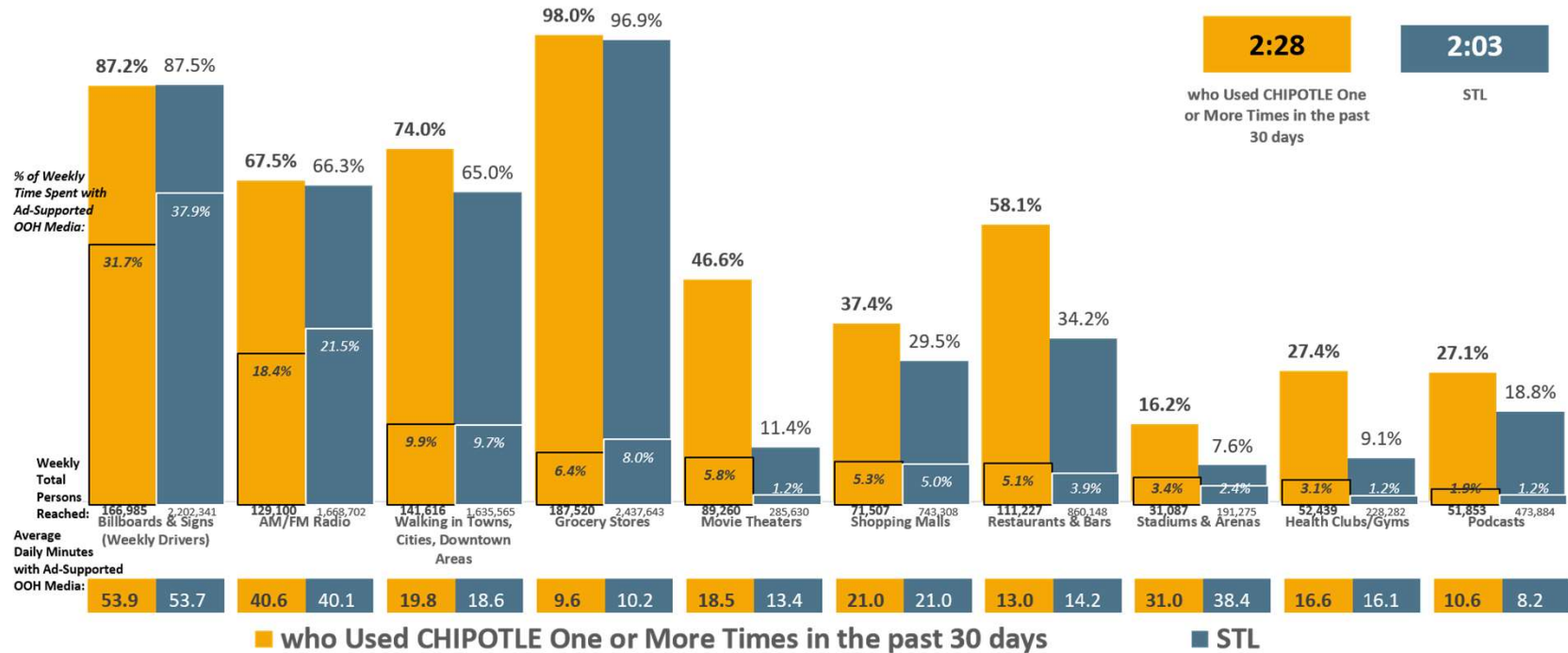


166,985 or 87.2% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 53.9 minutes per day driving, seeing Billboards and Signs representing 31.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 167  
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ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

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Quick service restaurants used past 30 days: Chipotle

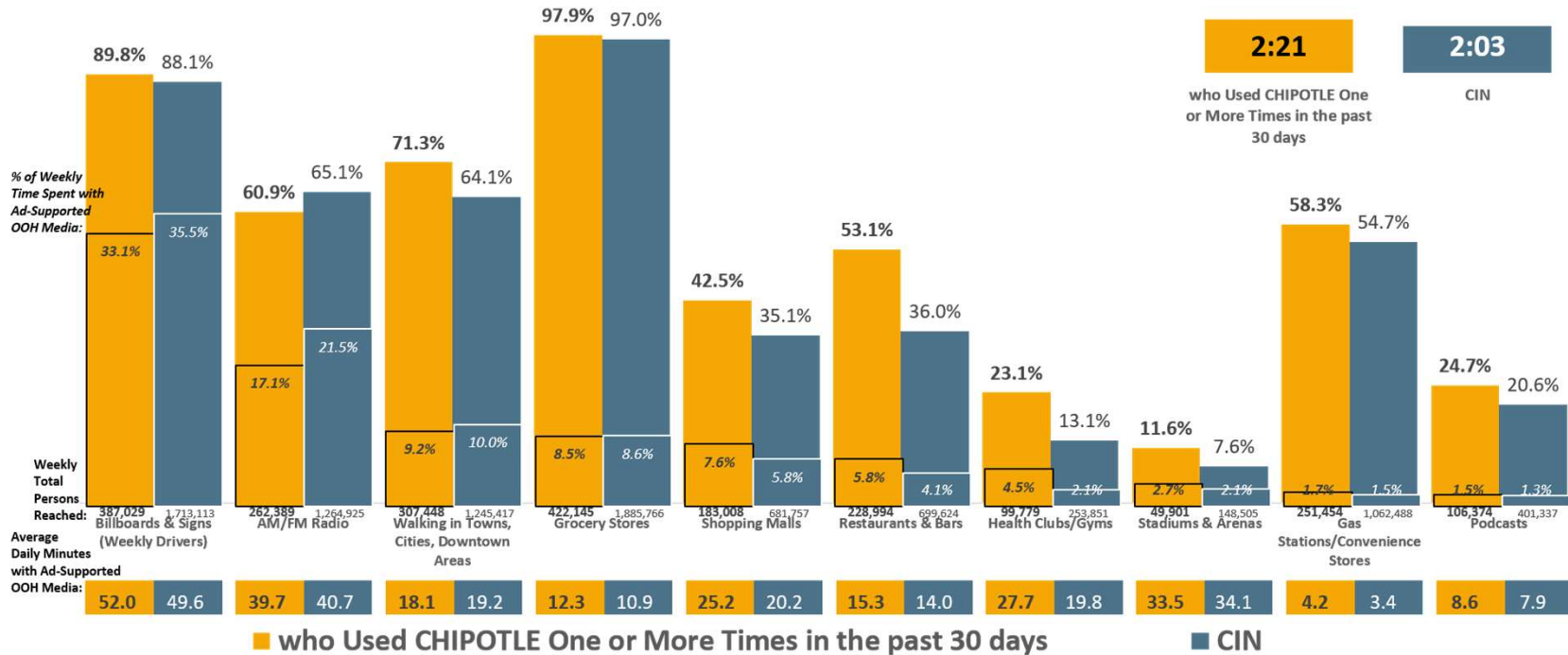


387,029 or 89.8% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 52. minutes per day driving, seeing Billboards and Signs representing 33.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 423 CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900  
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Quick service restaurants used past 30 days: Chipotle



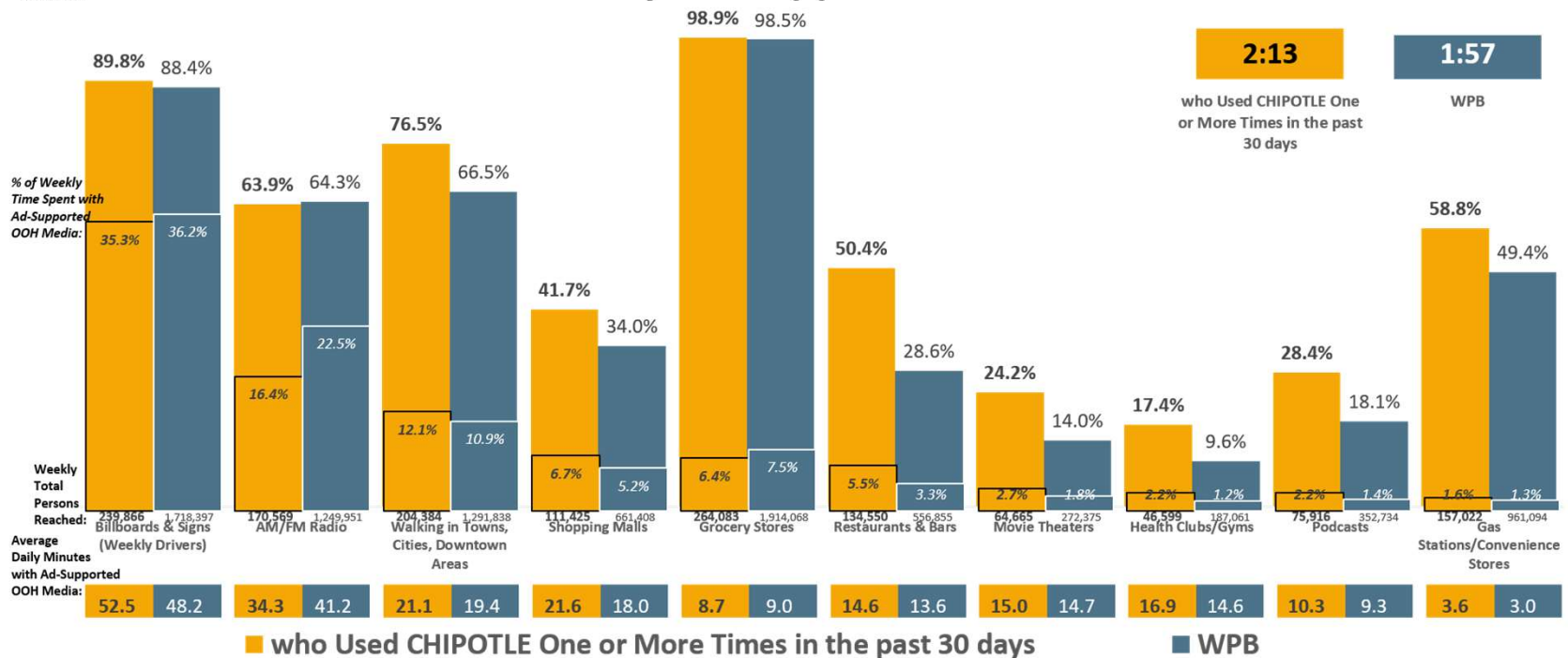


239,866 or 89.8% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 52.5 minutes per day driving, seeing Billboards and Signs representing 35.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 334 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551  
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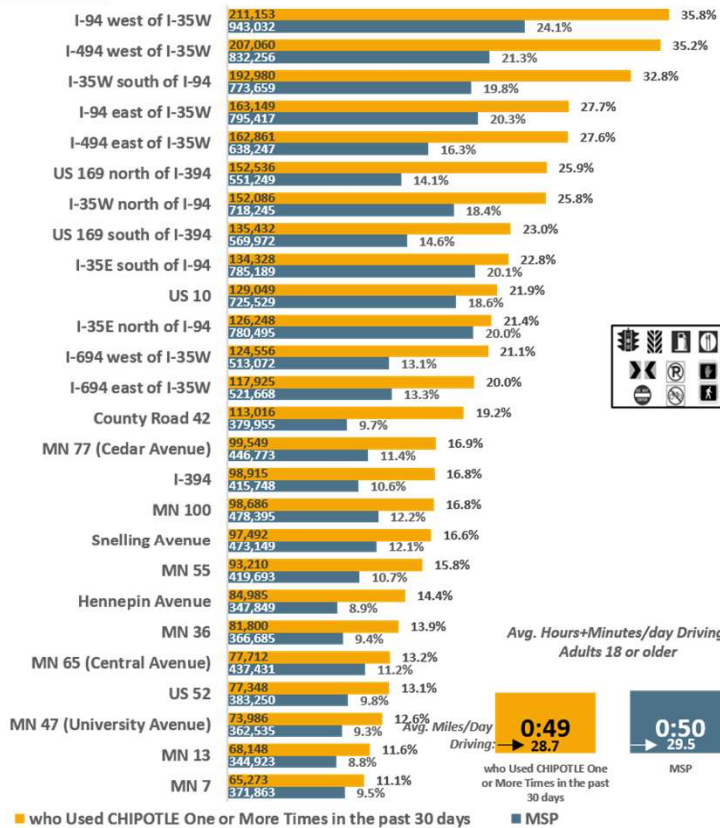
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Chipotle

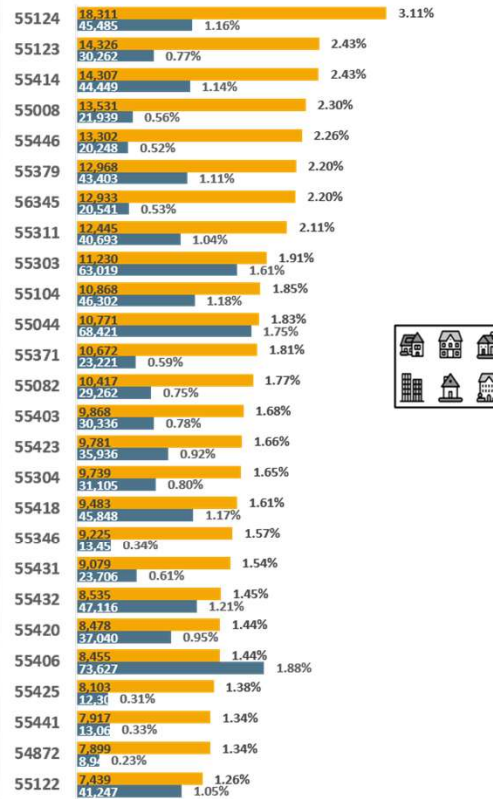


518,160 or 88.% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 49.3 minutes per day driving an average of 28.7 miles each day and are 97.4% more likely to use County Road 42 than the Metro average.

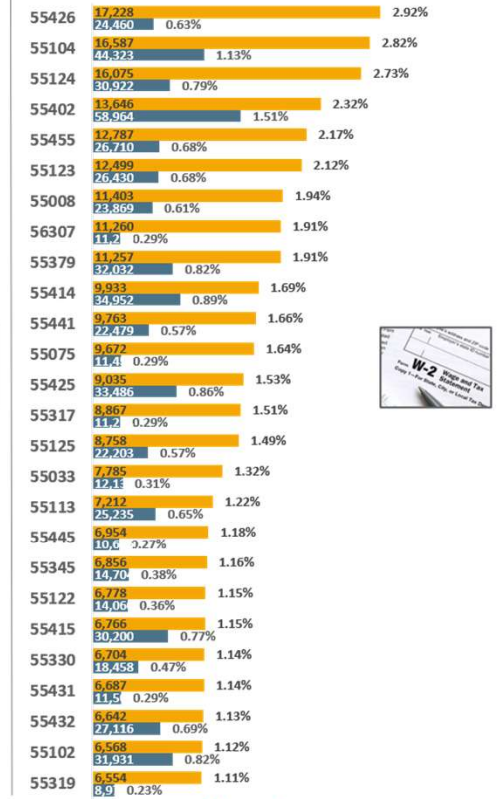
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



#### Top-26 Residential Zip Codes: Adults 18 or older



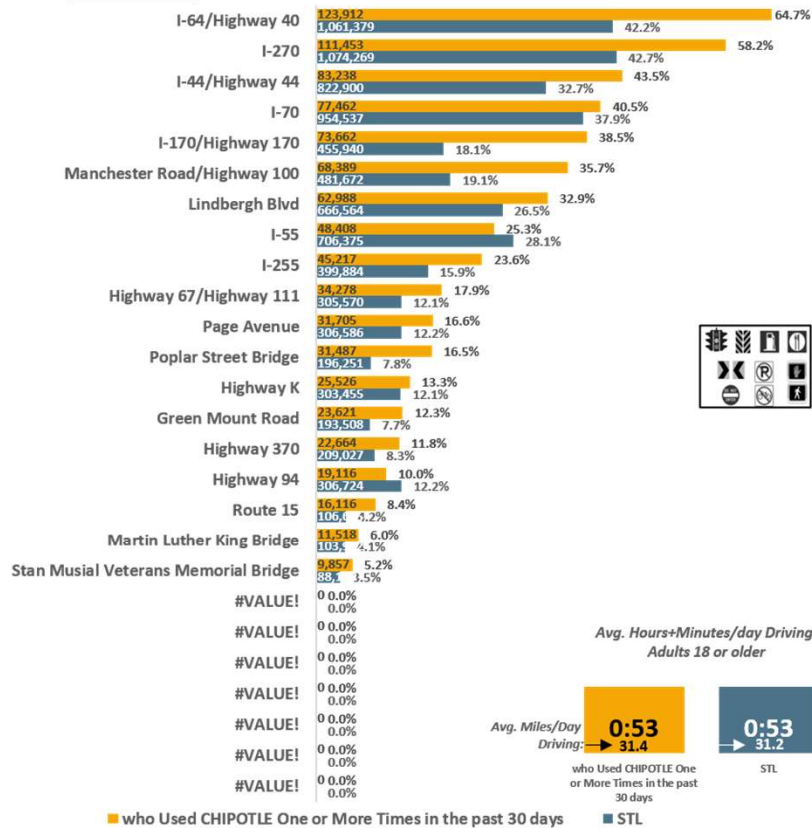
#### Top-26 Employment Zip Codes: Adults 18 or older



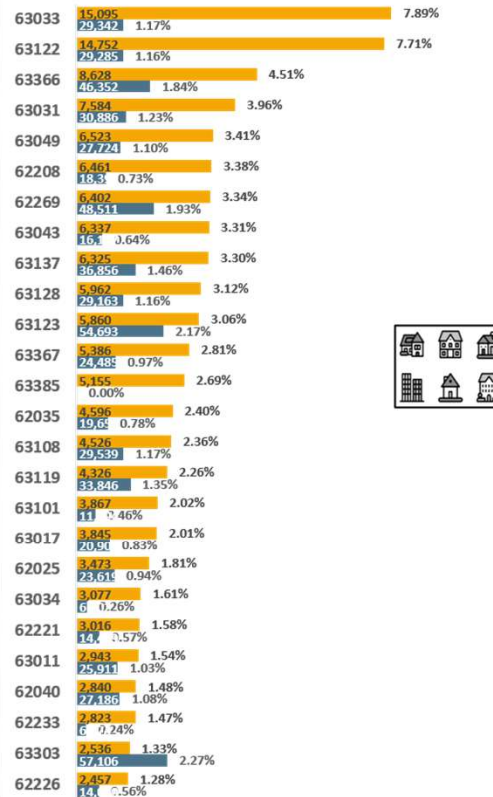


166,985 or 87.2% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 53.9 minutes per day driving an average of 31.4 miles each day and are 112.4% more likely to use I-170/Highway 170 than the Metro average.

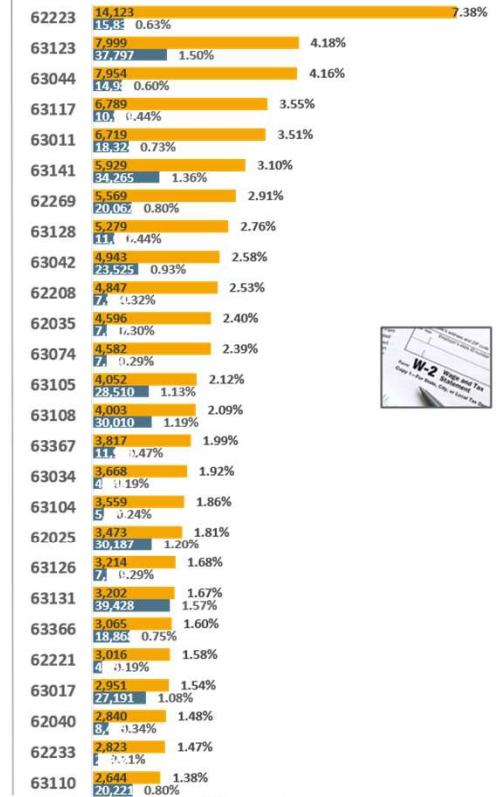
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



#### Top-26 Residential Zip Codes: Adults 18 or older



#### Top-26 Employment Zip Codes: Adults 18 or older

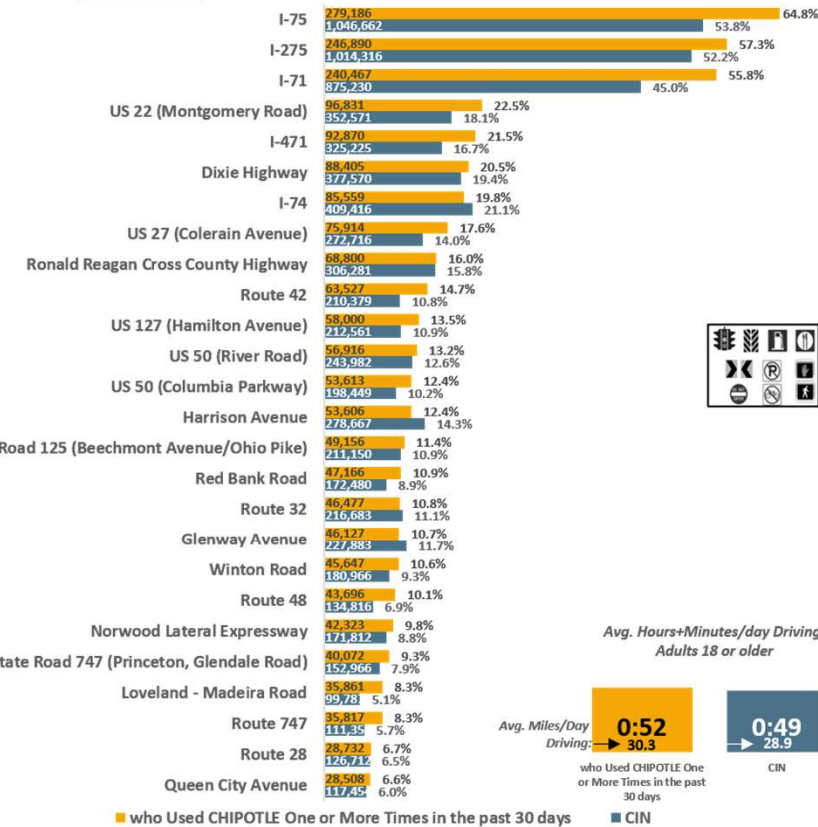






387,029 or 89.8% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 52. minutes per day driving an average of 30.3 miles each day and are 36.2% more likely to use Route 42 than the Metro average.

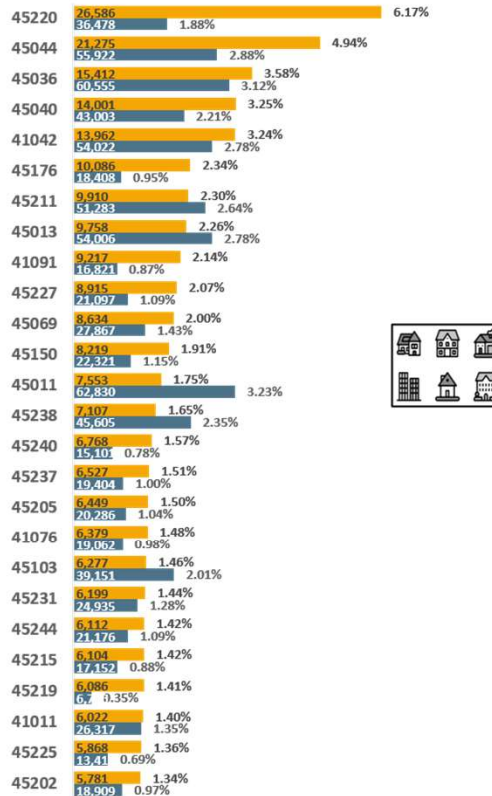
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



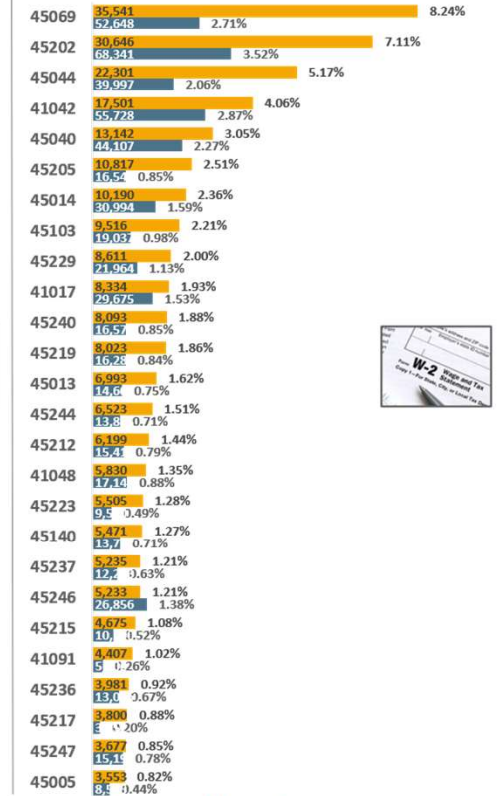
Avg. Hours+Minutes/day Driving:  
Adults 18 or older



#### Top-26 Residential Zip Codes: Adults 18 or older



#### Top-26 Employment Zip Codes: Adults 18 or older

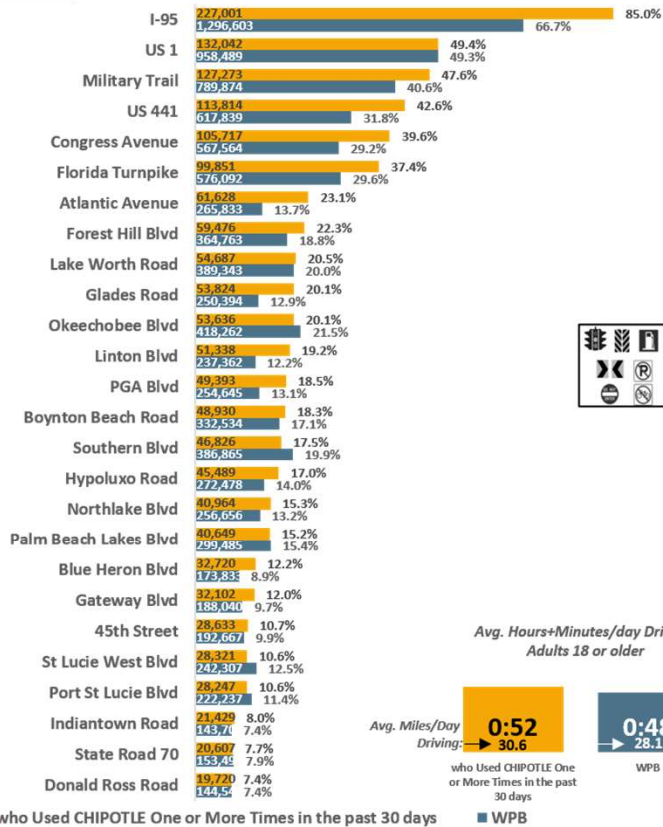


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239,866 or 89.8% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 52.5 minutes per day driving an average of 30.6 miles each day and are 68.7% more likely to use Atlantic Avenue than the Metro average.

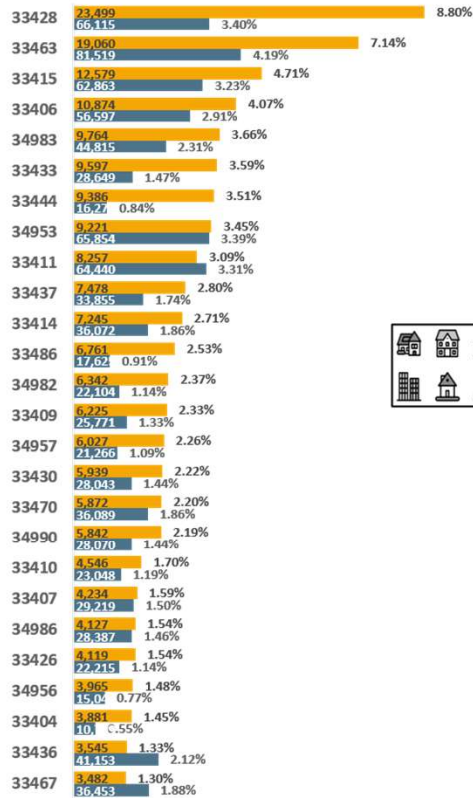
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



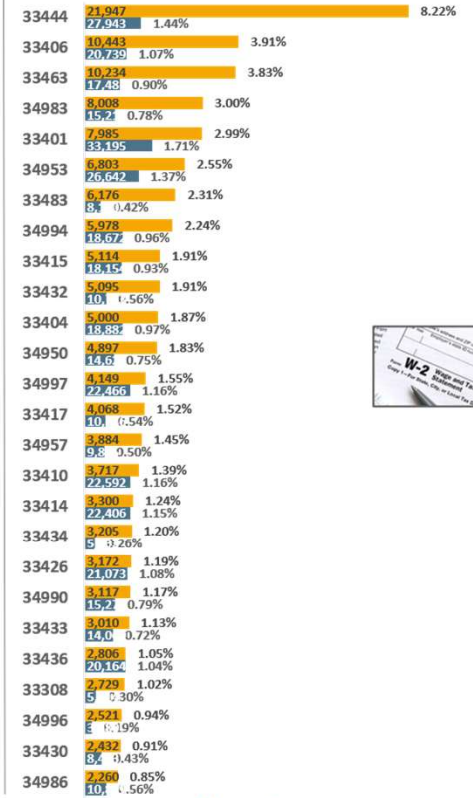
Avg. Hours+Minutes/day Driving:  
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



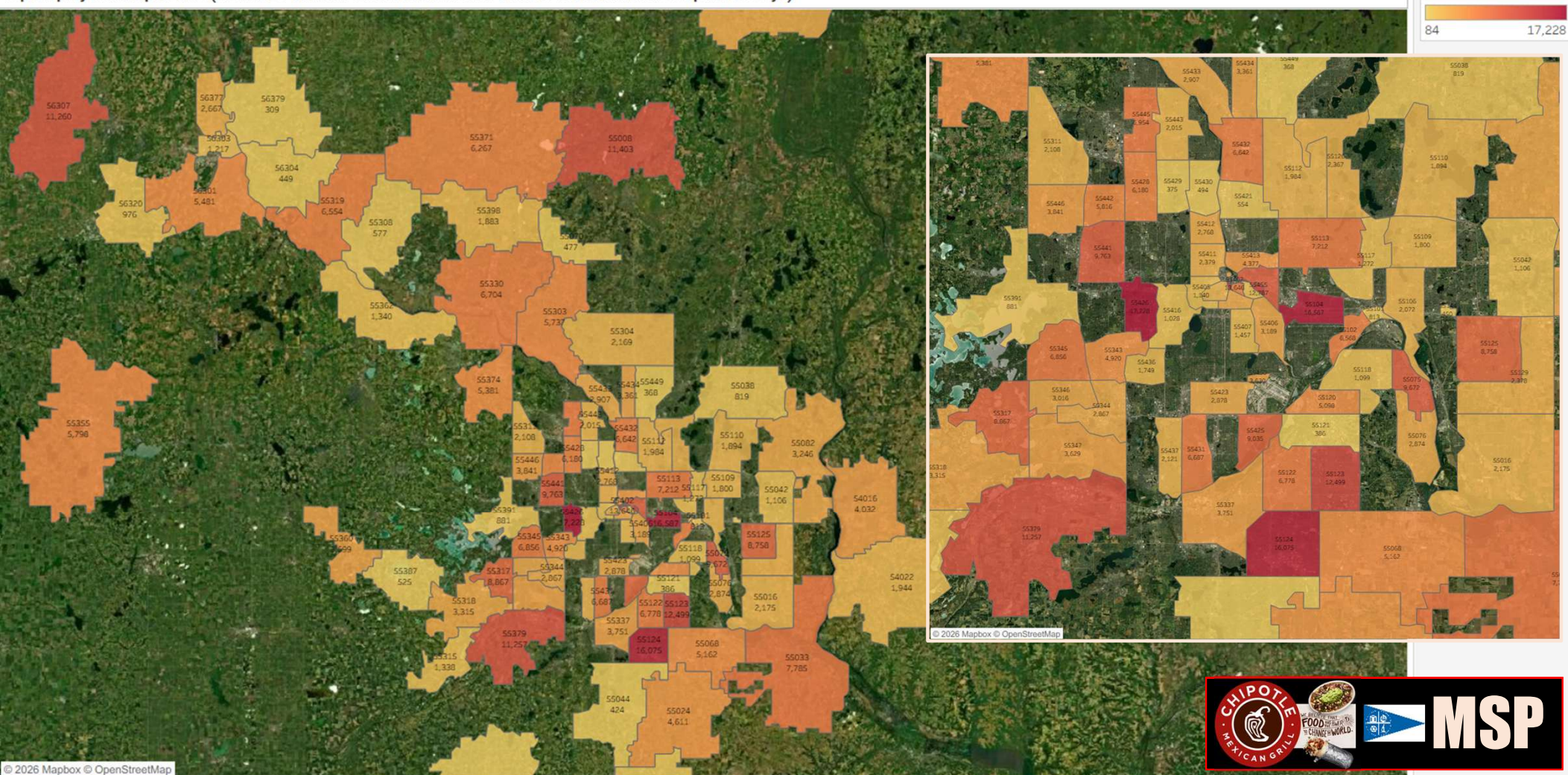
Top-26 Employment Zip Codes: Adults 18 or older



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Top Employment Zip Codes: (Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days)



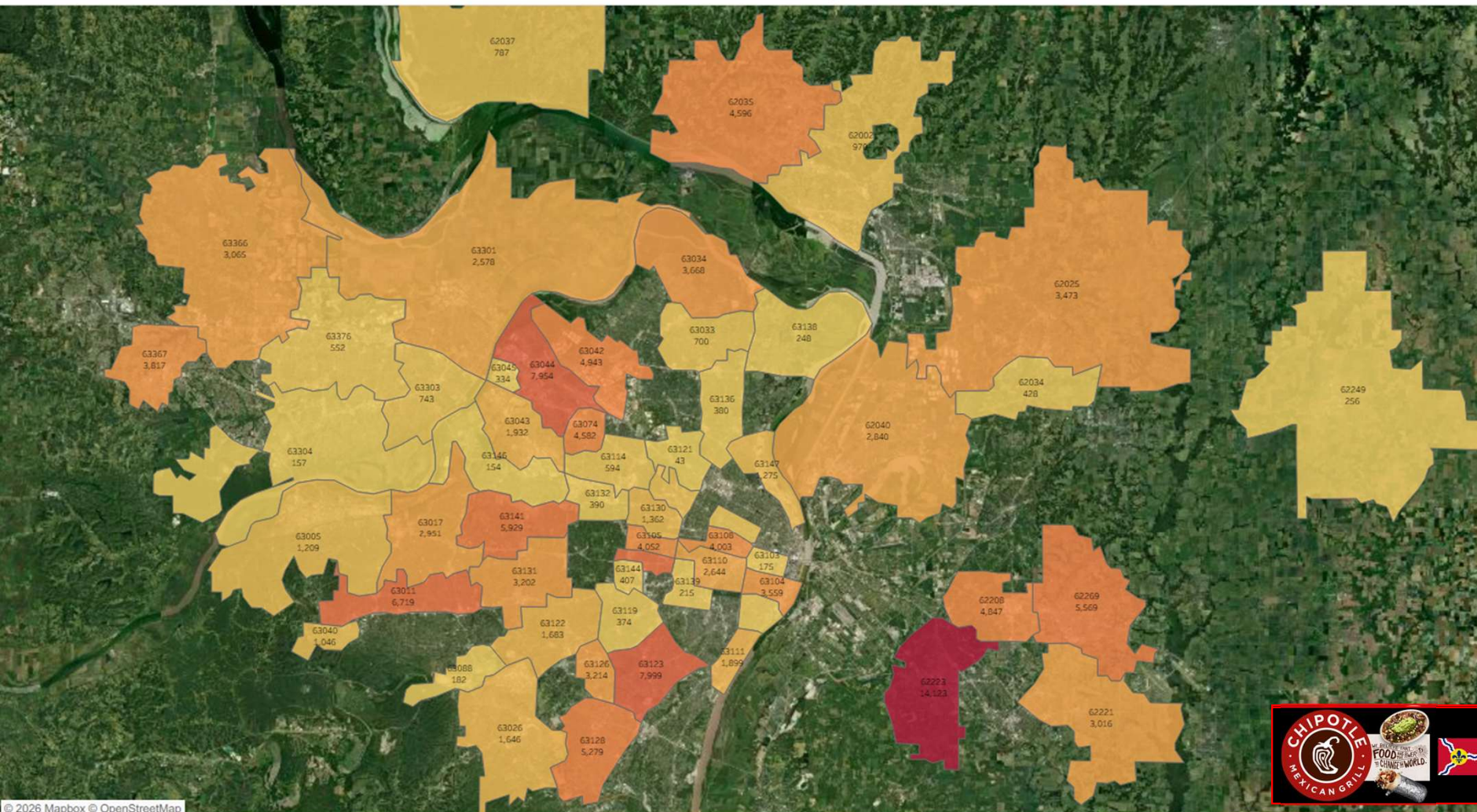
MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intob 294

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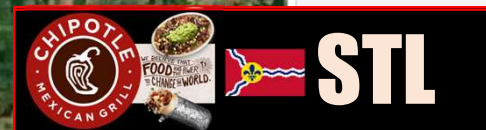
Quick service restaurants used past 30 days: Chipotle



# Top Employment Zip Codes: (Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days)



SUM(Adults 18 or olde...  
43 14,123



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STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 167  
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Quick service restaurants used past 30 days: Chipotle

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423

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Quick service restaurants used past 30 days: Chipotle



## Share of Everything for Anything



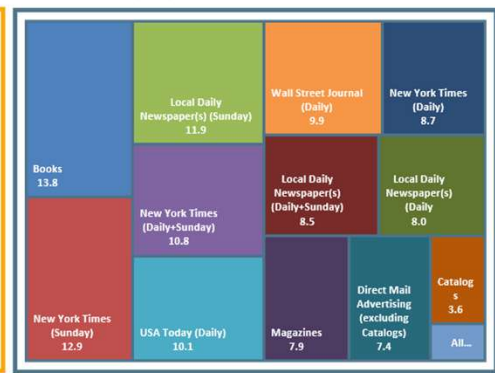
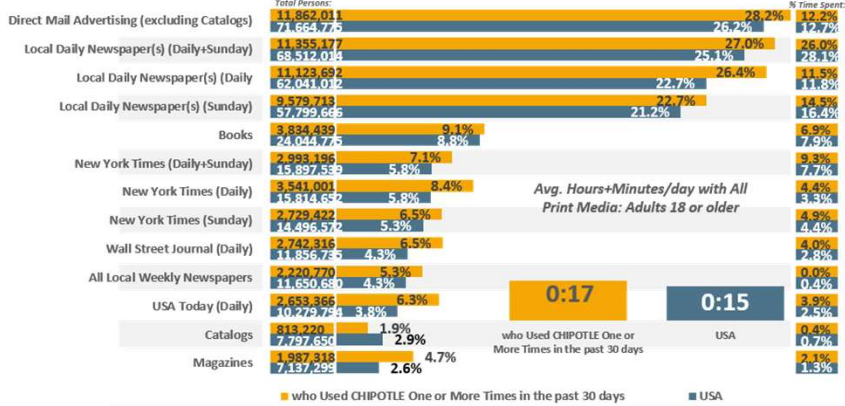




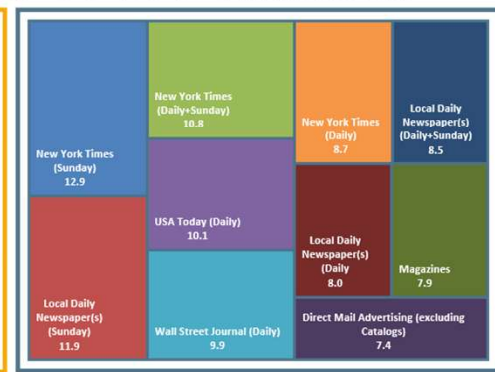
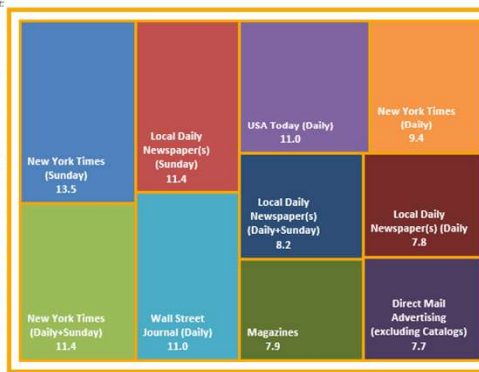
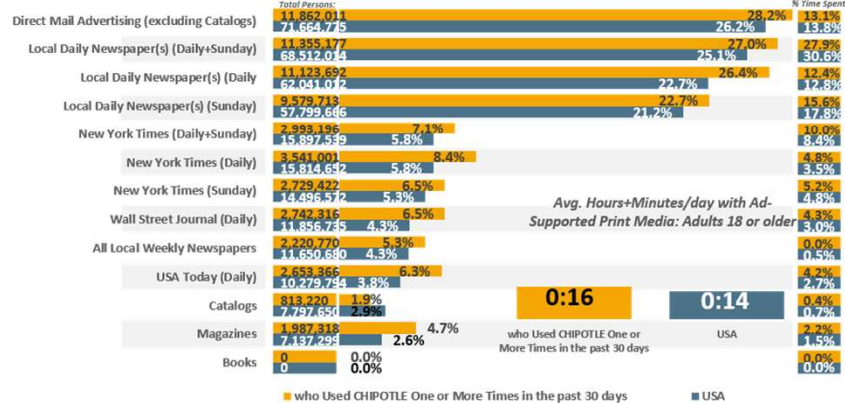


11,355,177 or 27.% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.2 minutes every day representing 27.9% of all time spent daily with All forms of Print Media

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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 3,915  
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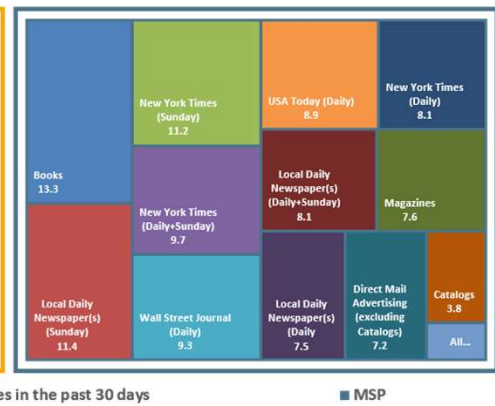
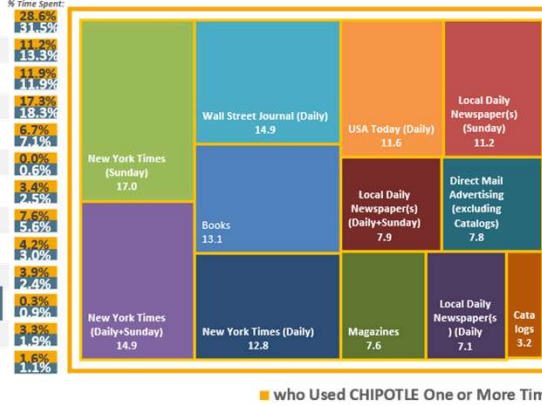
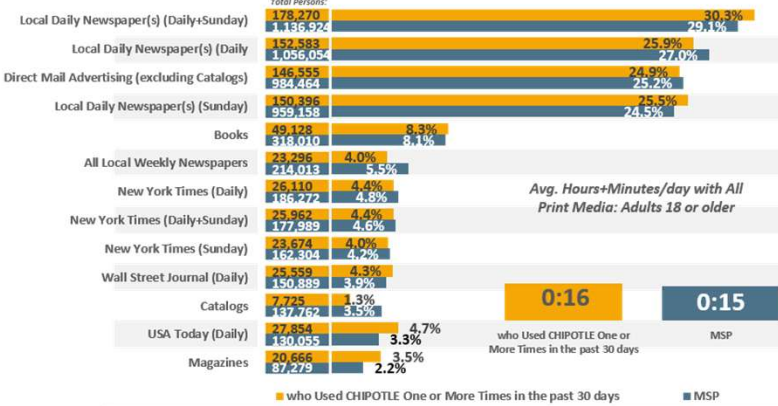
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Chipotle

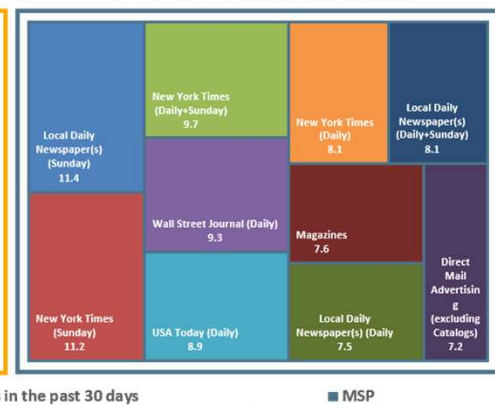
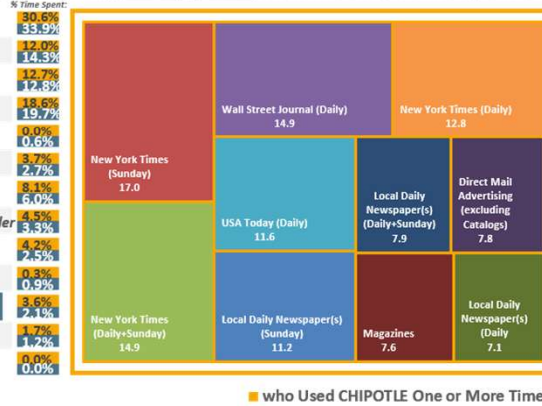
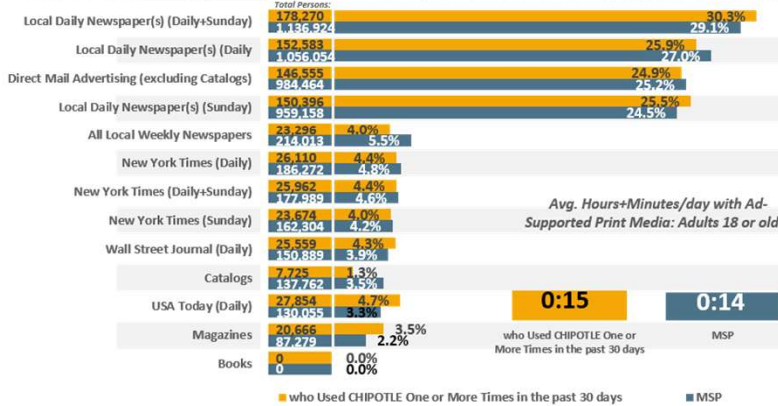


178,270 or 30.3% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.9 minutes every day representing 30.6% of all time spent daily with All forms of Print Media.

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



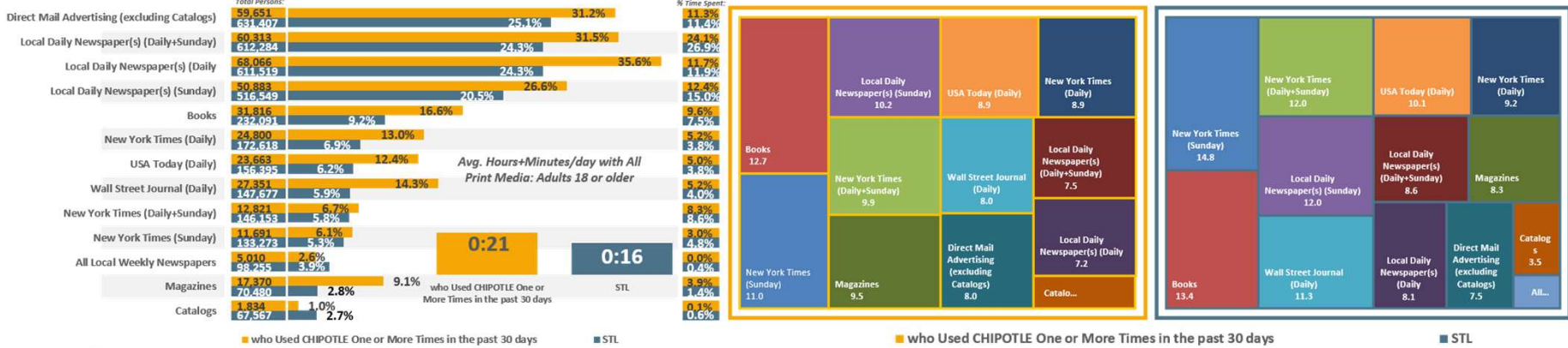
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



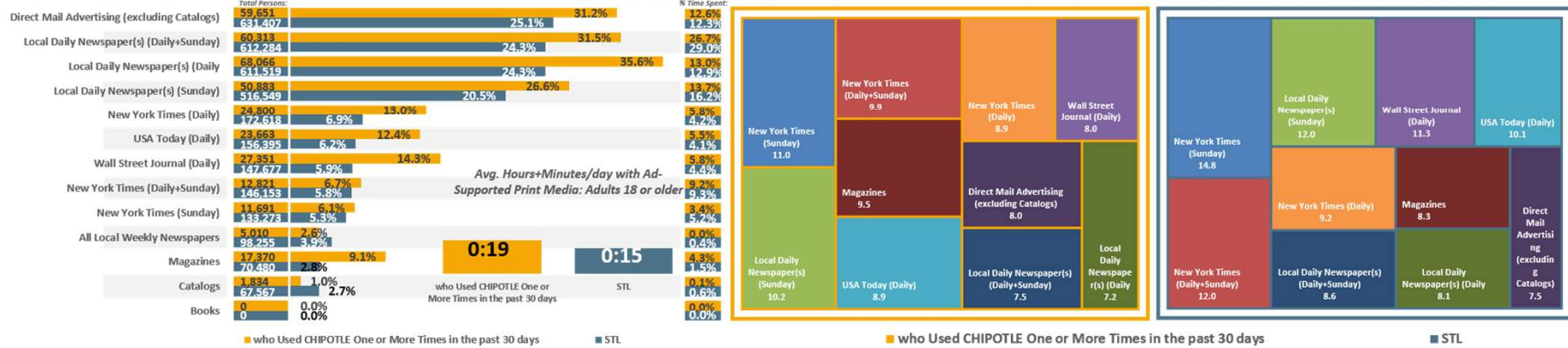


60,313 or 31.5% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.5 minutes every day representing 26.7% of all time spent daily with All forms of Print Media.

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



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

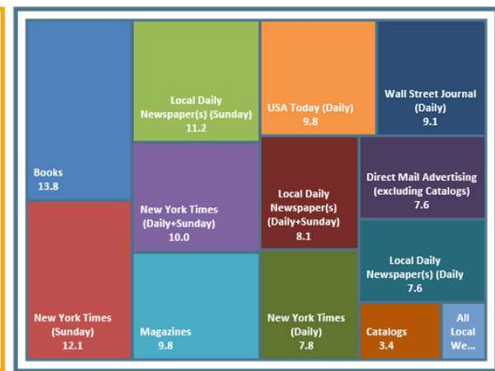
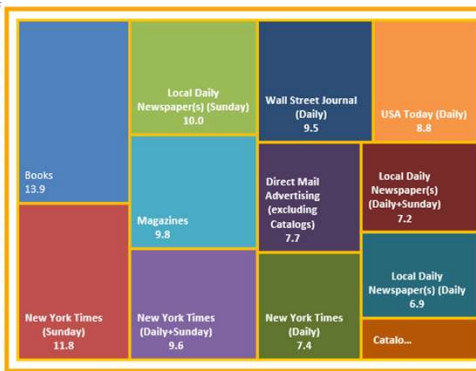
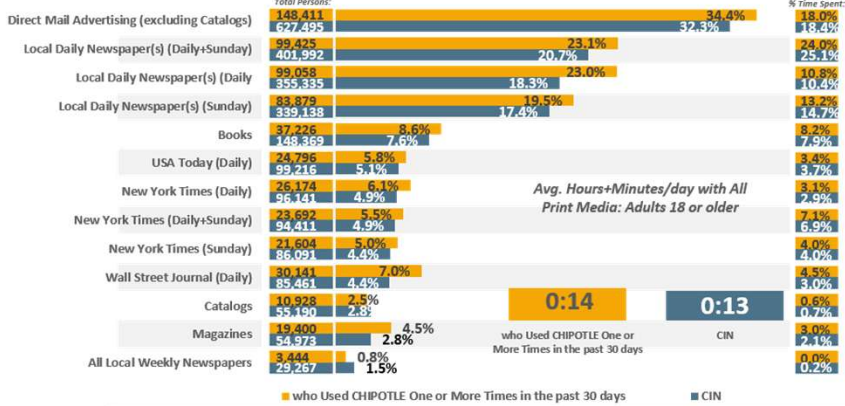




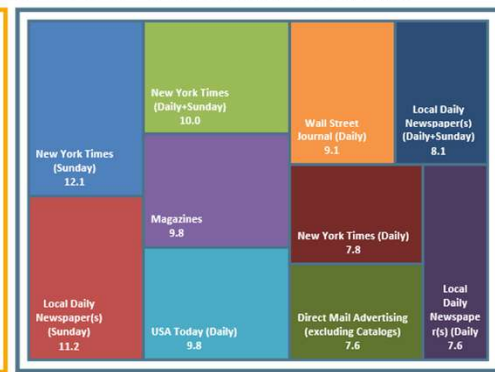
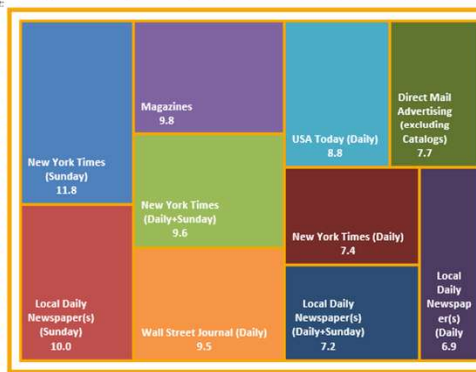
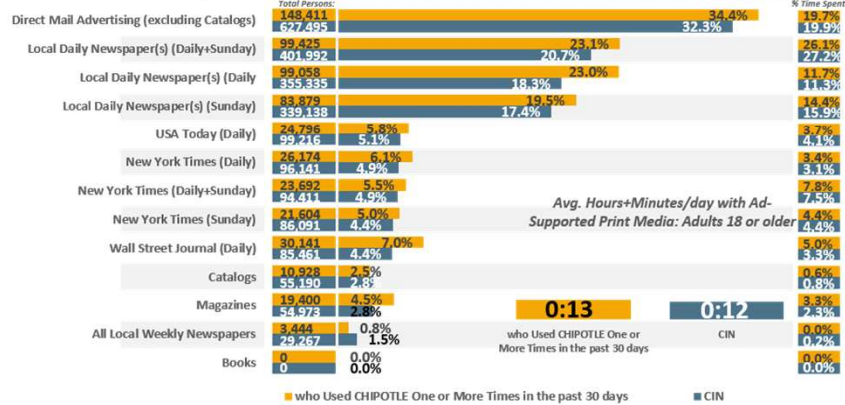


99,425 or 23.1% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.2 minutes every day representing 26.1% of all time spent daily with All forms of Print Media.

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



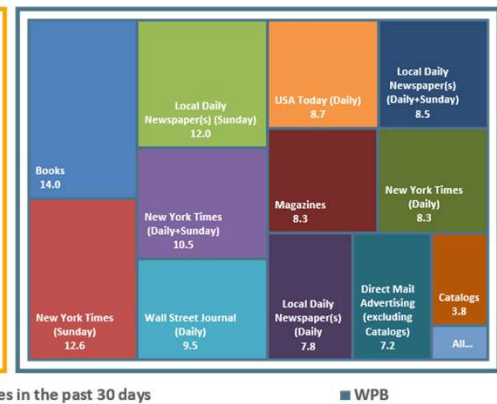
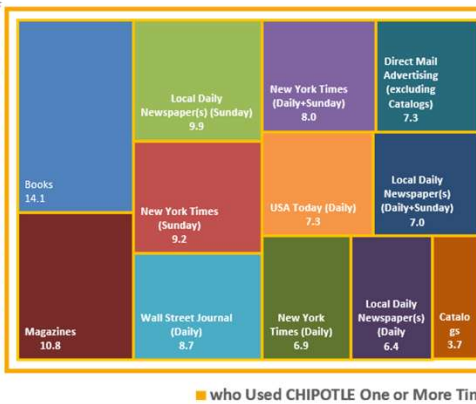
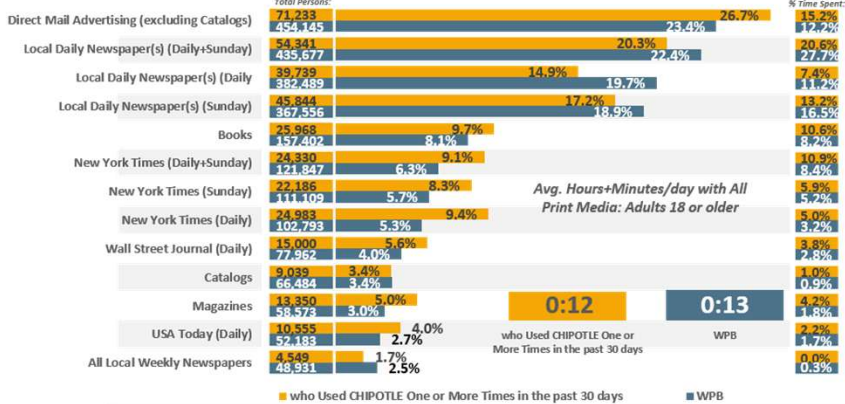
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



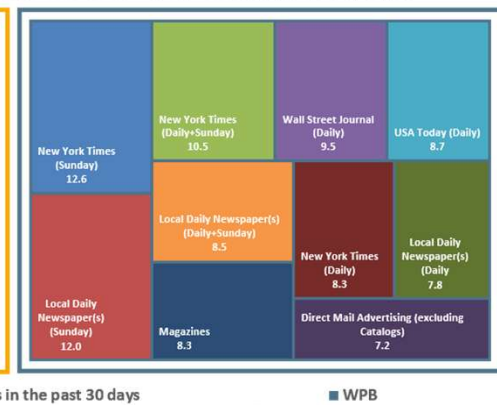
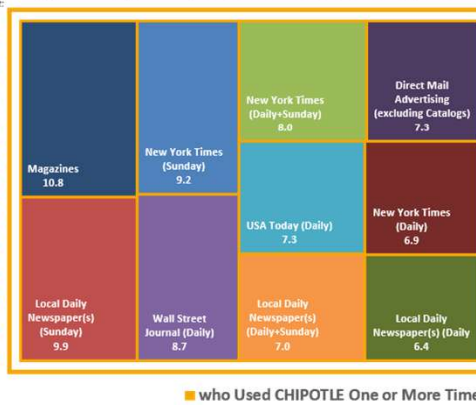
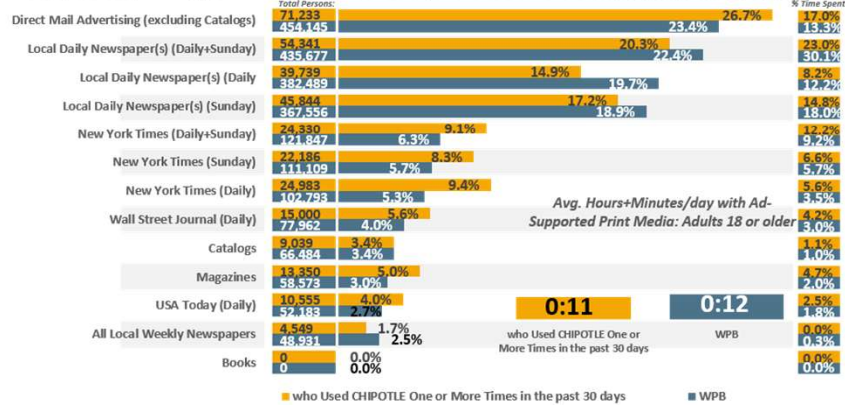


54,341 or 20.3% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7. minutes every day representing 23.3% of all time spent daily with All forms of Print Media.

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



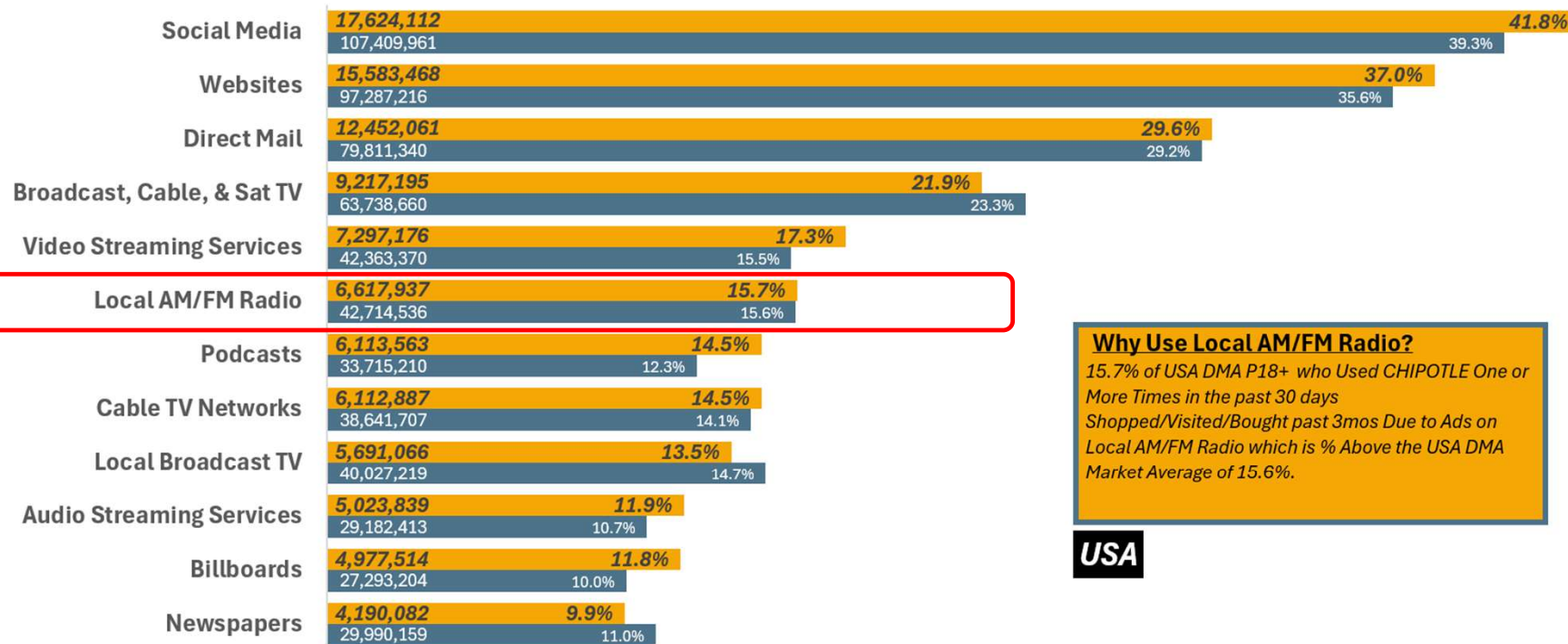
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





## "Advertising Actions"

**P18+ who Used CHIPOTLE One or More Times in the past 30 days  
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio?

15.7% of USA DMA P18+ who Used CHIPOTLE One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is % Above the USA DMA Market Average of 15.6%.

**USA**

■ P18+ who Used CHIPOTLE One or More Times in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 3915  
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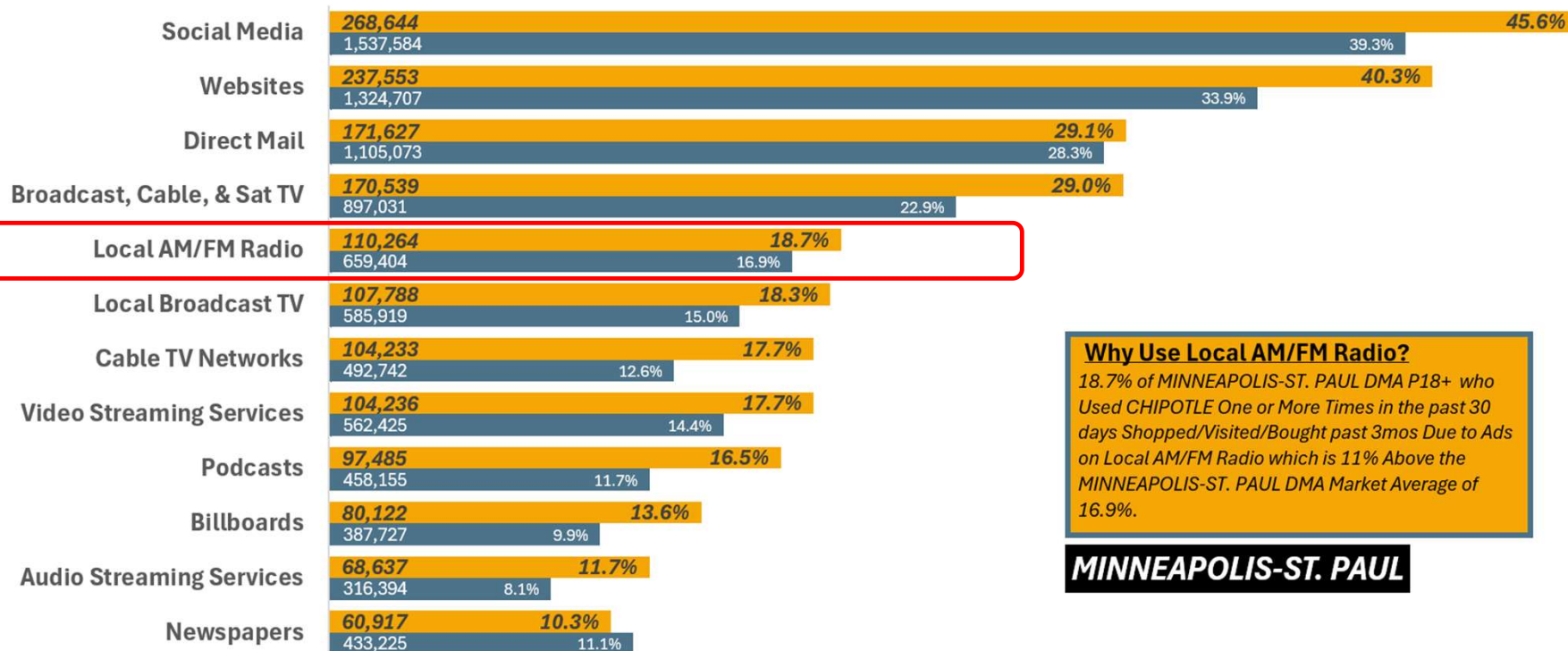
Quick service restaurants used past 30 days: Chipotle





## "Advertising Actions"

**P18+ who Used CHIPOTLE One or More Times in the past 30 days  
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio?

18.7% of MINNEAPOLIS-ST. PAUL DMA P18+ who Used CHIPOTLE One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 11% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 16.9%.

**MINNEAPOLIS-ST. PAUL**

■ P18+ who Used CHIPOTLE One or More Times in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ MINNEAPOLIS-ST. PAUL AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 294  
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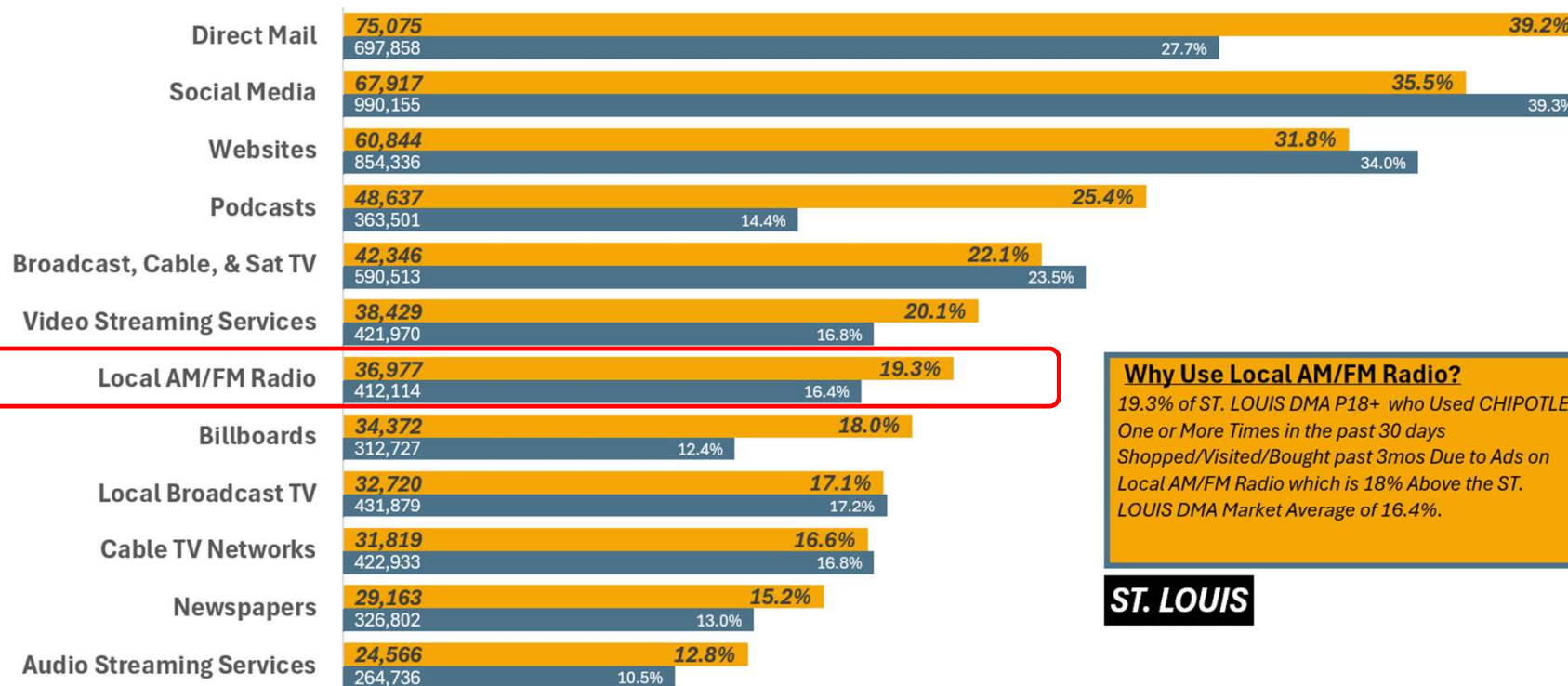
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Quick service restaurants used past 30 days: Chipotle



## "Advertising Actions"

**P18+ who Used CHIPOTLE One or More Times in the past 30 days  
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio?

19.3% of ST. LOUIS DMA P18+ who Used CHIPOTLE One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 18% Above the ST. LOUIS DMA Market Average of 16.4%.

**ST. LOUIS**

■ P18+ who Used CHIPOTLE One or More Times in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 167  
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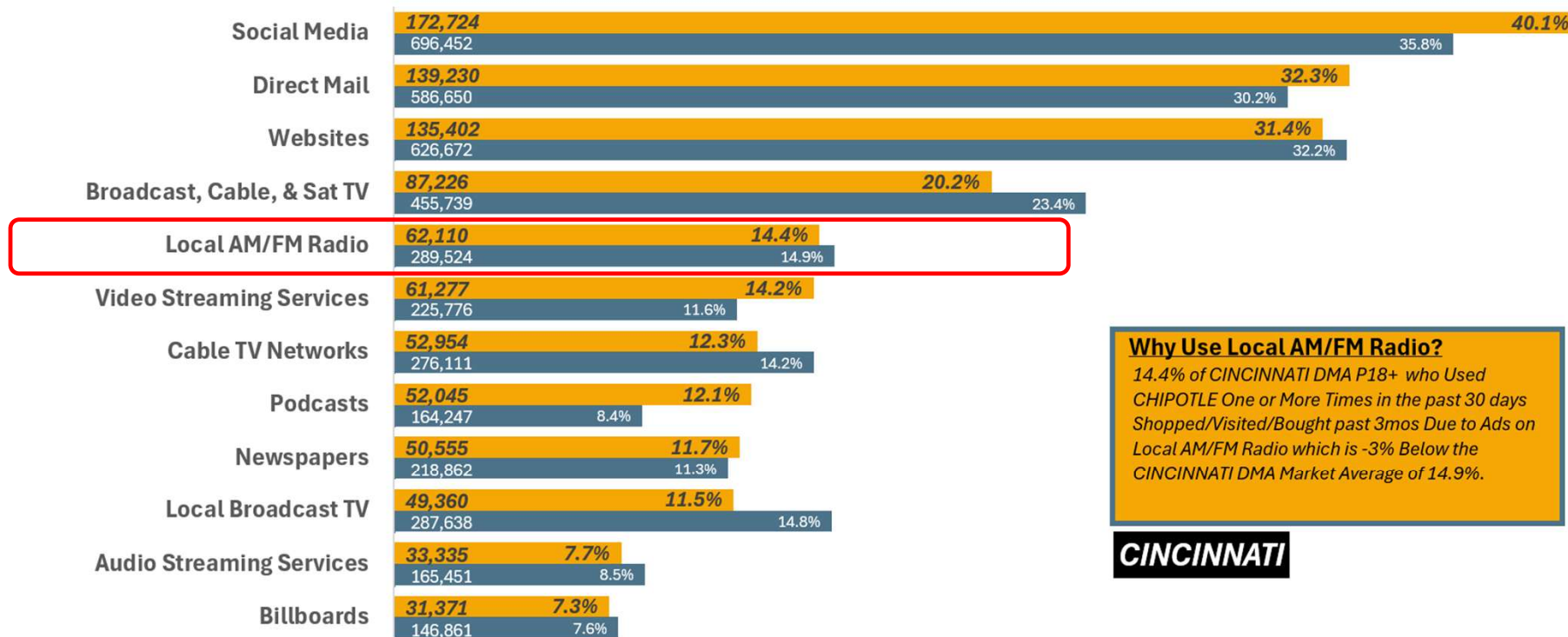
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Quick service restaurants used past 30 days: Chipotle



## "Advertising Actions"

**P18+ who Used CHIPOTLE One or More Times in the past 30 days  
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio?

14.4% of CINCINNATI DMA P18+ who Used CHIPOTLE One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -3% Below the CINCINNATI DMA Market Average of 14.9%.

**CINCINNATI**

■ P18+ who Used CHIPOTLE One or More Times in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 423  
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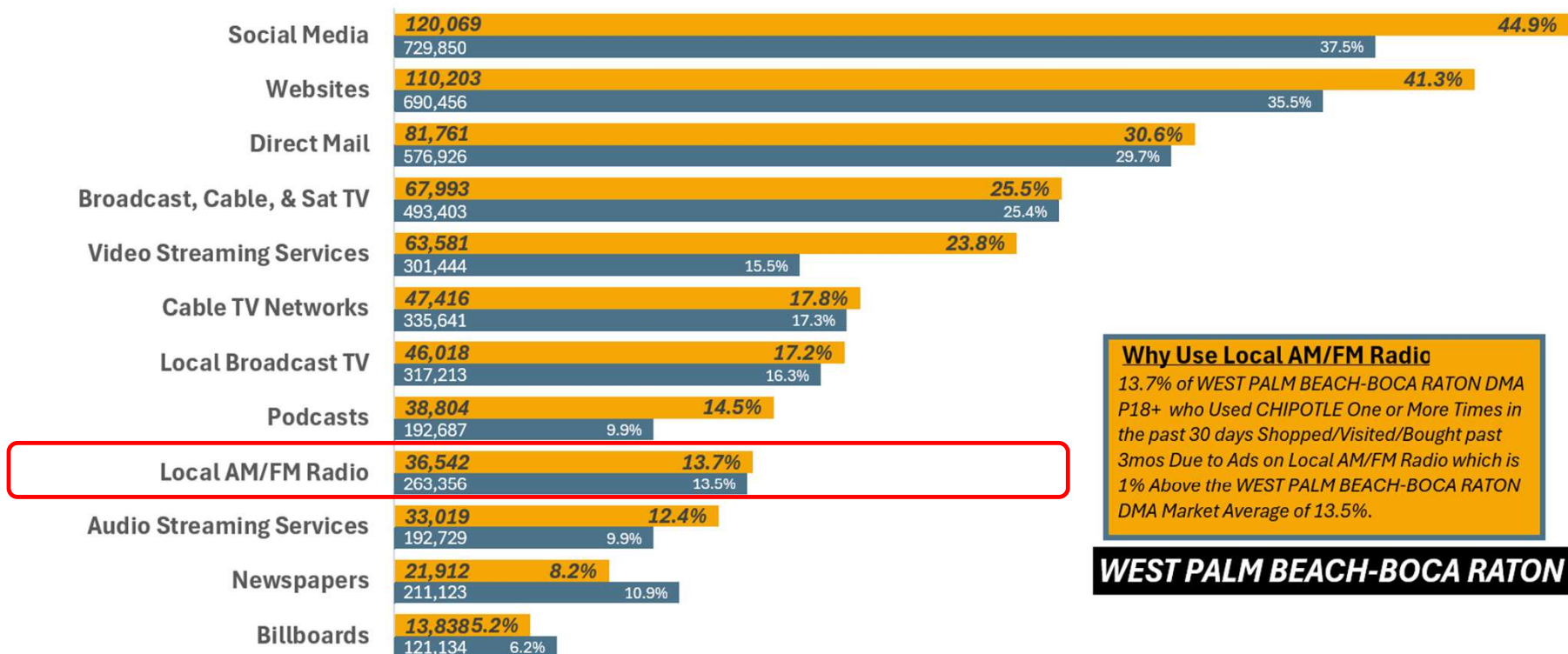
Quick service restaurants used past 30 days: Chipotle





## "Advertising Actions"

**P18+ who Used CHIPOTLE One or More Times in the past 30 days  
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio

13.7% of WEST PALM BEACH-BOCA RATON DMA P18+ who Used CHIPOTLE One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 1% Above the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.5%.

**WEST PALM BEACH-BOCA RATON**

■ P18+ who Used CHIPOTLE One or More Times in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ WEST PALM BEACH-BOCA RATON AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WEST PALM BEACH-BOCA RATON DMA Scarborough RI 2026: Jan25-Jan26 Qual Intab: 334

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Quick service restaurants used past 30 days: Chipotle