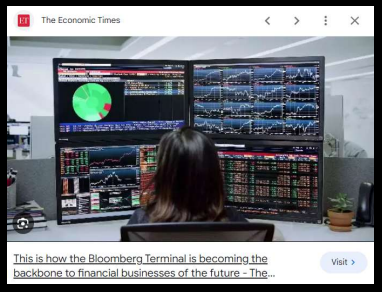
USA+4 MORE DMAs - P18+ past 3mo Purchasers at BASS PRO SHOPS and/or CABELA'S!

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 Bought Items past 3 months at BASS PRO SHOPS and/or CABELA'S as of April 2024!



P18+



MINNEAPOLIS-ST. PAUL



ST. LOUIS



CINCINNATI



WEST PALM BEACH

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

(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

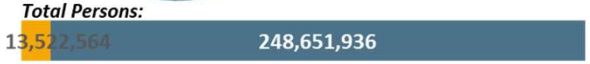
HUBBARD BROADCASTING INC. HB

5.2% or 13,522,564 of USA Adults 18 or older bought items at BASS PRO SHOPS and/or CABELA'S past 3mos. Typical Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos are 49.6 years old (1.6% older than average) and have a $102,578 (14.4% higher than average) annual household income.

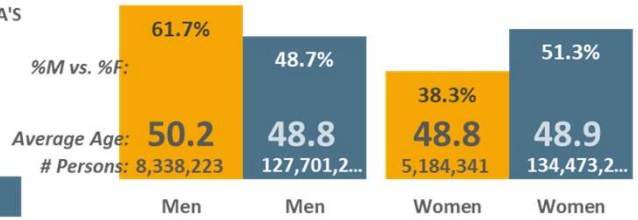
Percent of Market: Adults 18 or older



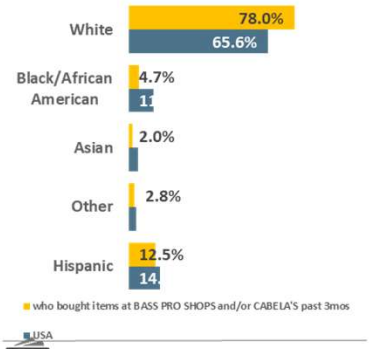
Total Persons:



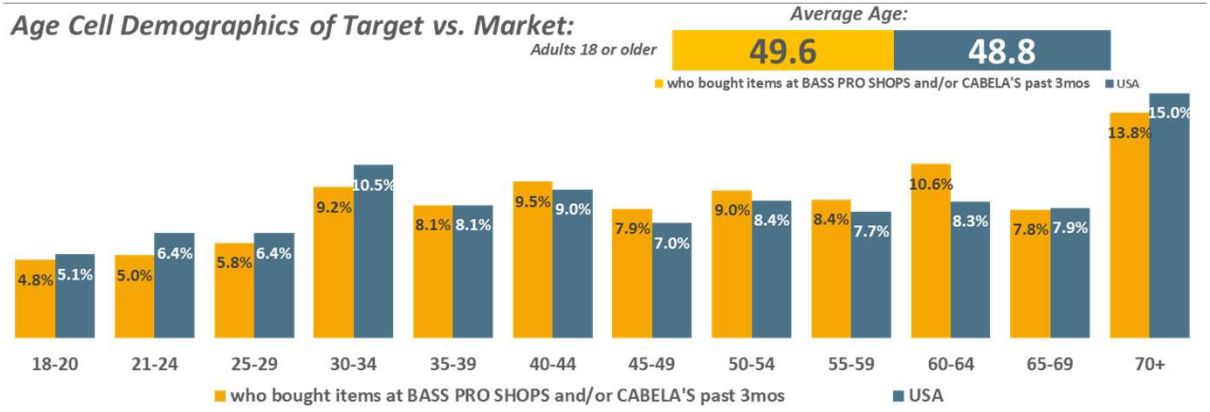
Gender of Target vs. Market: Adults 18 or older



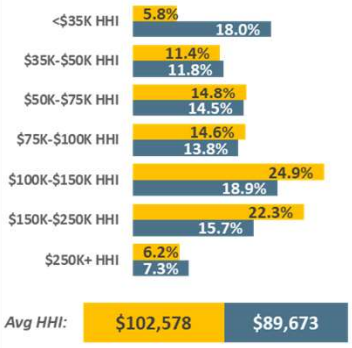
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,099

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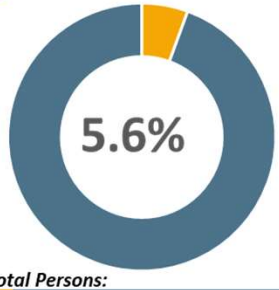
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

Bass Pro Shops Cabela's MSP

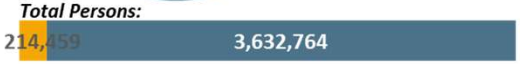
5.6% or 214,459 of MSP DMA Adults 18 or older bought items at BASS PRO SHOPS and/or CABELA'S past 3mos. Typical Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos are 50.7 years old (3.8% older than average) and have a $120,032 (12.7% higher than average) annual household income.

Percent of Market: Adults 18 or older

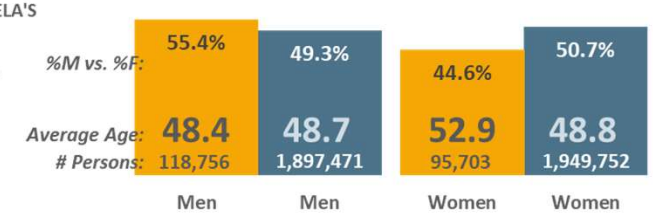


- who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos
- Remainder of MSP DMA

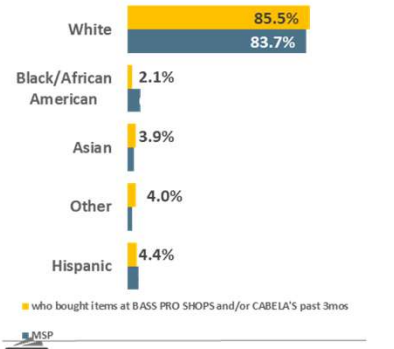
Total Persons:



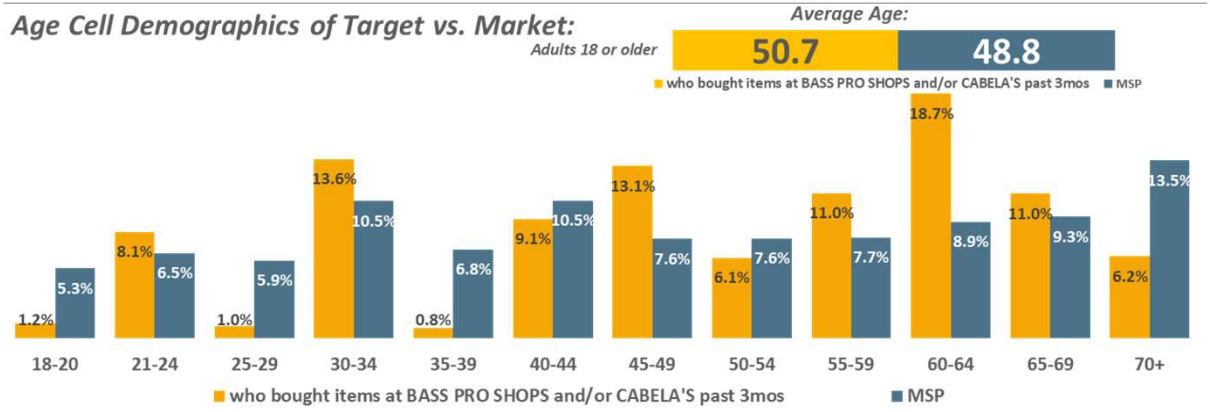
Gender of Target vs. Market: Adults 18 or older



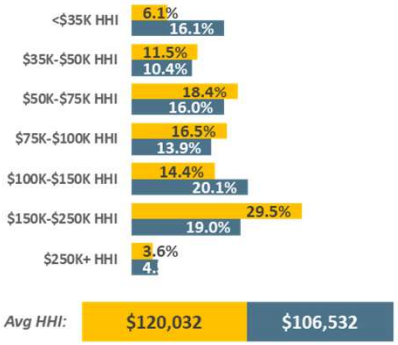
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 116

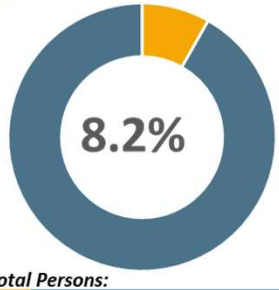
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

Bass Pro Shops Cabela's STL

8.2% or 205,997 of STL DMA Adults 18 or older bought items at BASS PRO SHOPS and/or CABELA'S past 3mos. Typical Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos are 51.8 years old (4.5% older than average) and have a $109,864 (16.1% higher than average) annual household income.

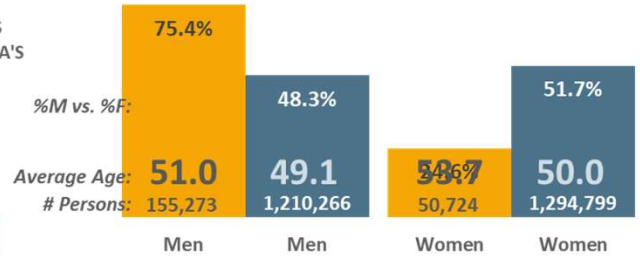
Percent of Market: Adults 18 or older



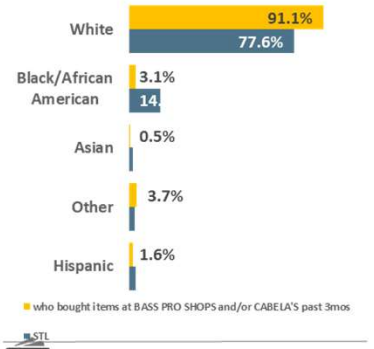
Total Persons:

205,997 | 2,299,068

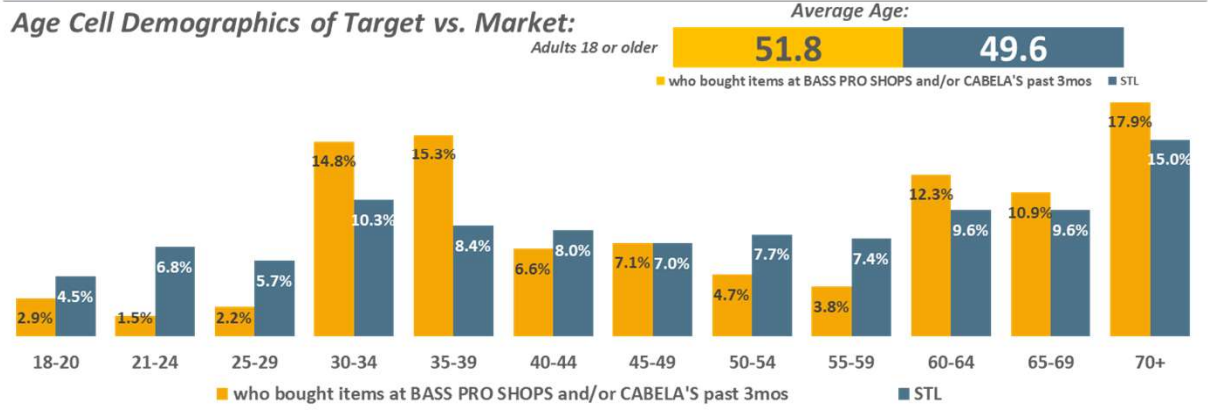
Gender of Target vs. Market: Adults 18 or older



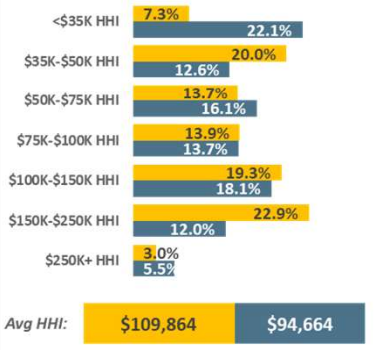
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$109,864	$94,664

STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 143

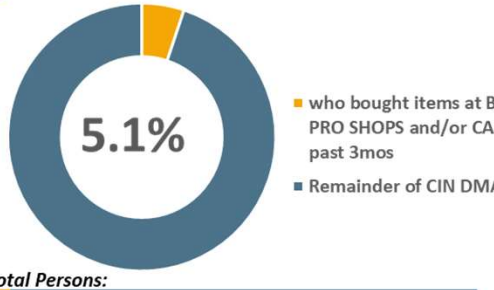
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

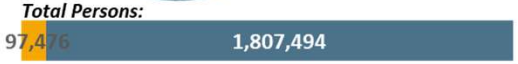
Bass Pro Shops Cabela's **CIN**

5.1% or 97,476 of CIN DMA Adults 18 or older bought items at BASS PRO SHOPS and/or CABELA'S past 3mos. Typical Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos are 47.9 years old (1.8% younger than average) and have a $136,213 (43.8% higher than average) annual household …

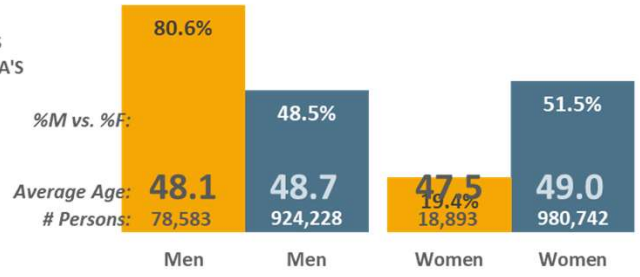
Percent of Market: Adults 18 or older



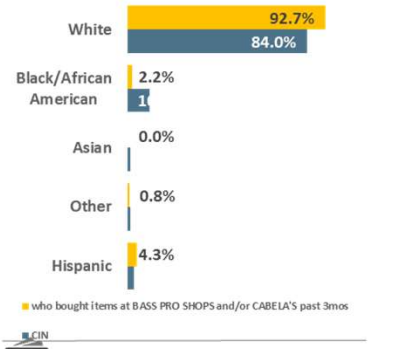
Total Persons:



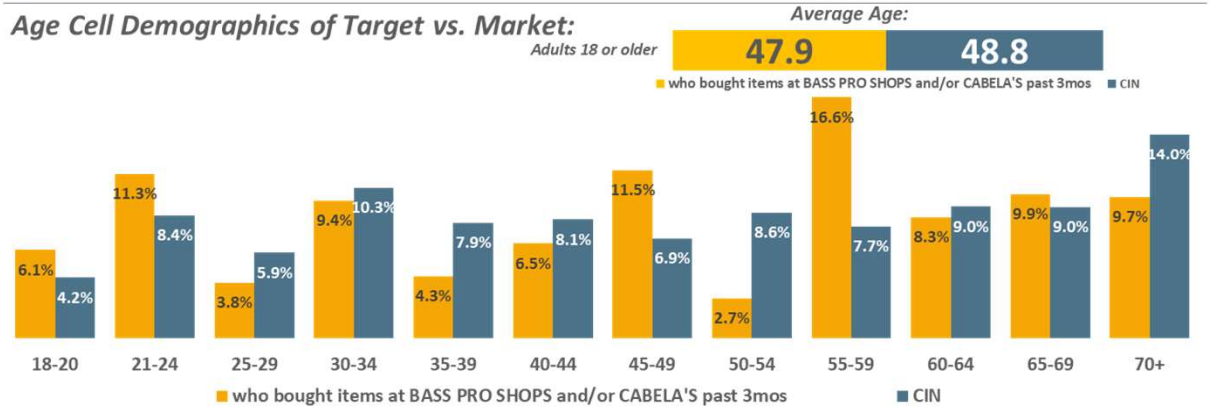
Gender of Target vs. Market: Adults 18 or older



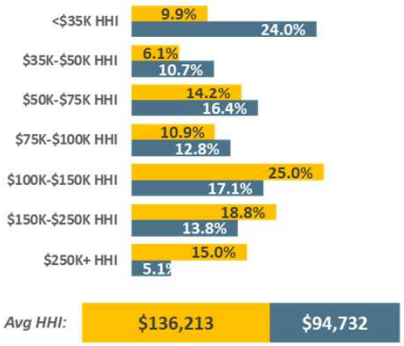
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $136,213 | $94,732

CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 93

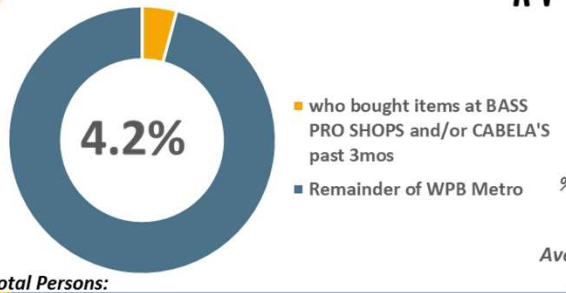
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

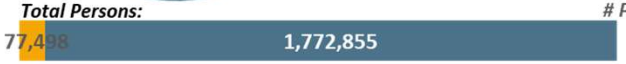
Bass Pro Shops Cabela's **WPB**

4.2% or 77,498 of WPB DMA Adults 18 or older bought items at BASS PRO SHOPS and/or CABELA'S past 3mos. Typical Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos are 51.3 years old (4.1% younger than average) and have a $137,850 (42.9% higher than average) annual household…

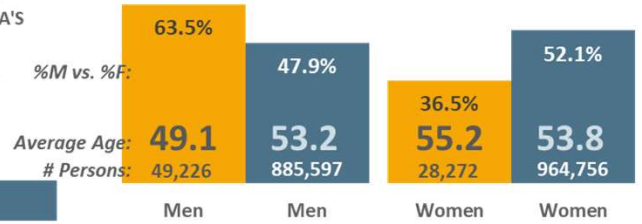
Percent of Market: Adults 18 or older



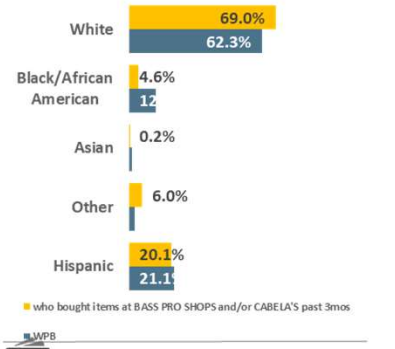
Total Persons:



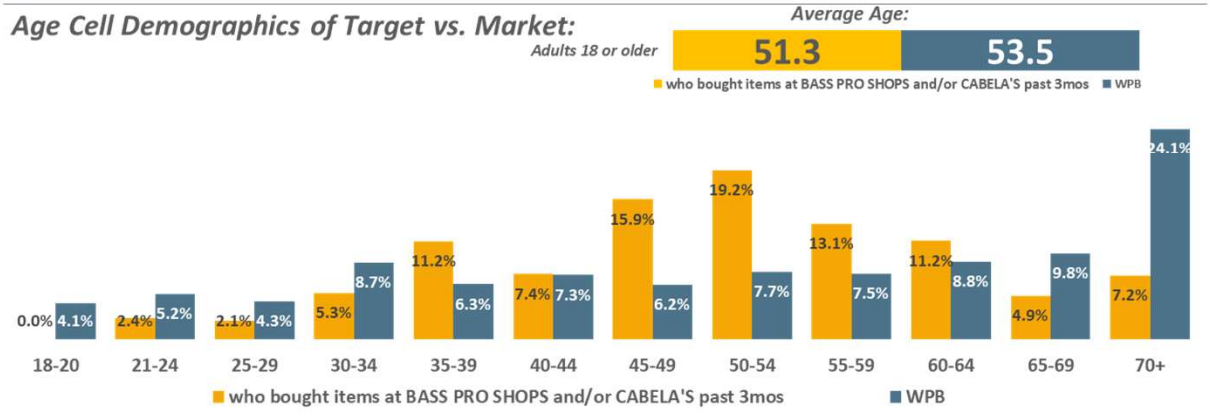
Gender of Target vs. Market: Adults 18 or older



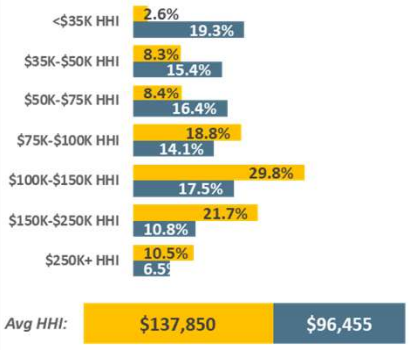
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



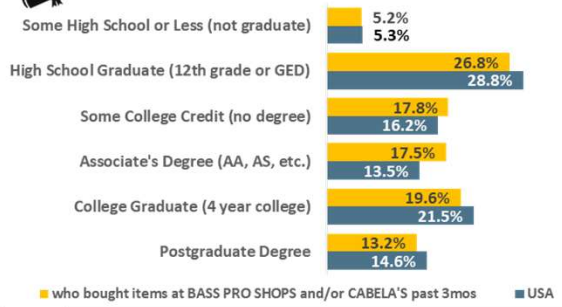
WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 118

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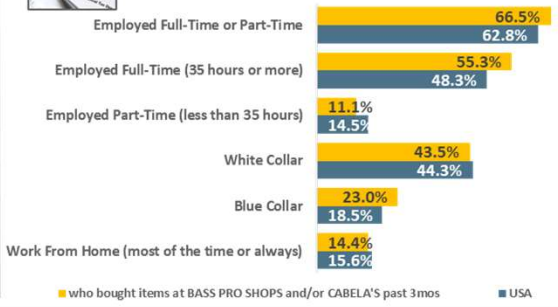
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

5.2% or 13,522,564 of USA Adults 18 or older bought items at BASS PRO SHOPS and/or CABELA'S past 3mos. Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos are 9.2% less likely to be a college graduate, 14.6% more likely to work full-time, 24.5% more likely to be married, 7.6% more likely to be a parent of 1 or more children unde

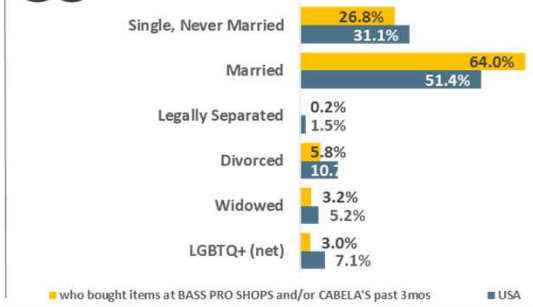
Education Levels: Adults 18 or older



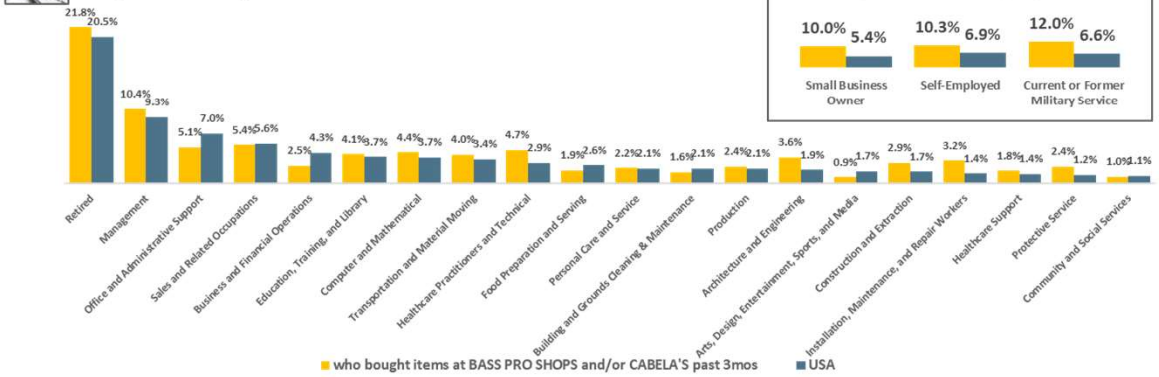
Employment: Adults 18 or older



Marital Status: Adults 18 or older

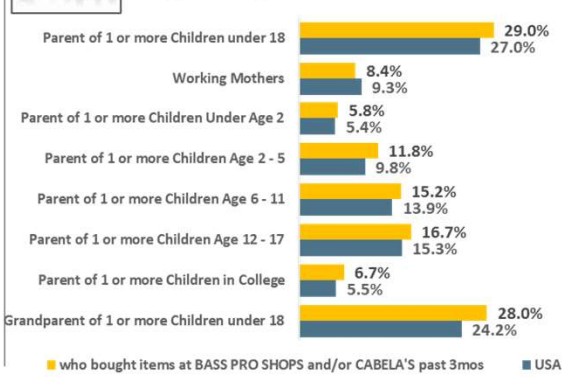


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,099

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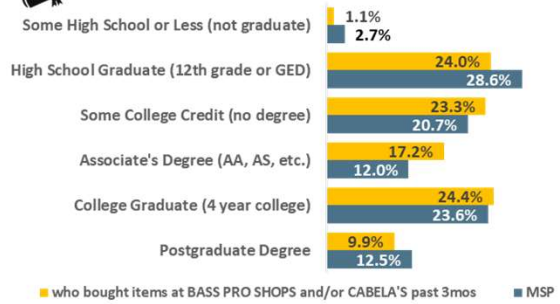
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

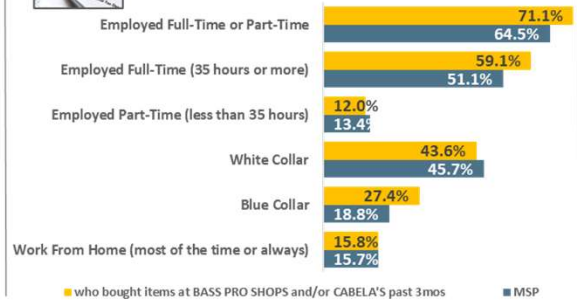
Bass Pro Shops Cabela's MSP

5.6% or 214,459 of MSP DMA Adults 18 or older bought items at BASS PRO SHOPS and/or CABELA'S past 3mos. Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos are 4.6% less likely to be a college graduate, 15.7% more likely to work full-time, 33.6% more likely to be married, .5% less likely to be a parent of 1 or more children under

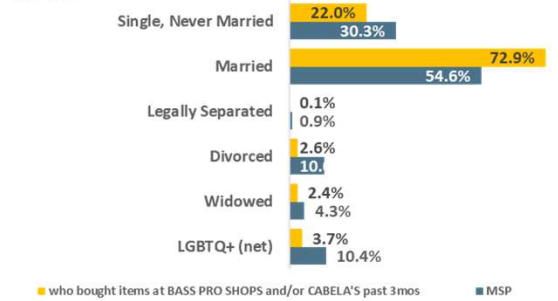
Education Levels: Adults 18 or older



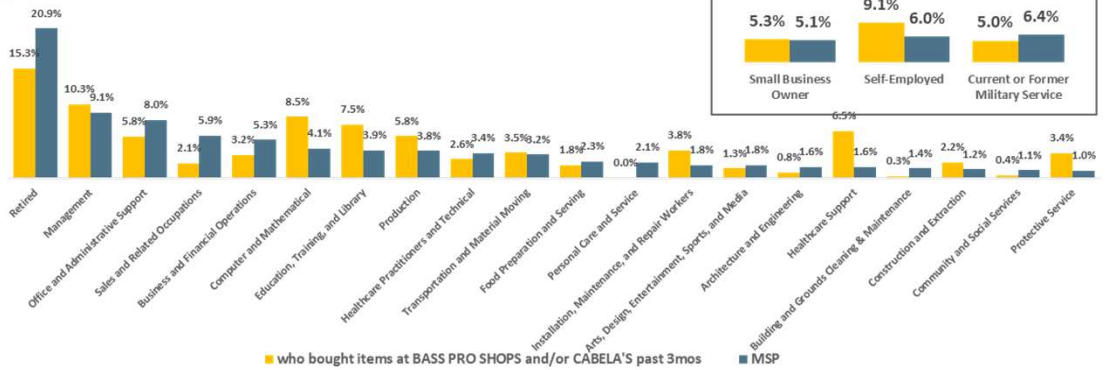
Employment: Adults 18 or older



Marital Status: Adults 18 or older

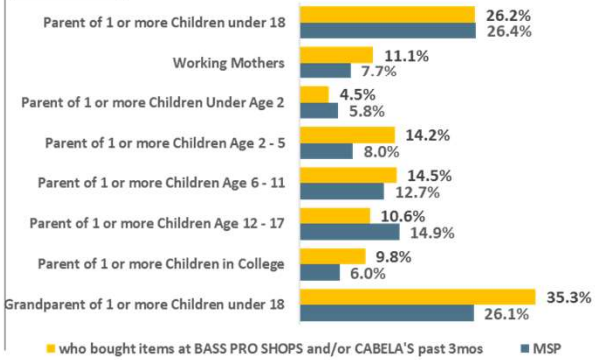


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 116

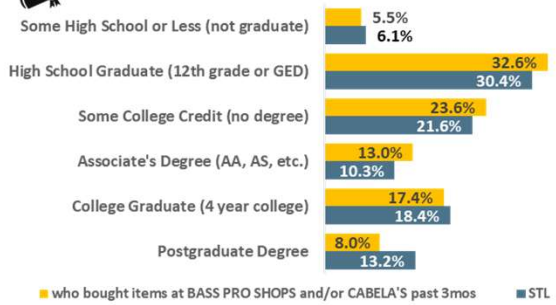
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

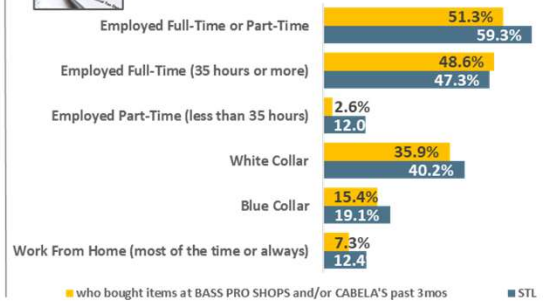
Bass Pro Shops Cabela's STL

8.2% or 205,997 of STL DMA Adults 18 or older bought items at BASS PRO SHOPS and/or CABELA'S past 3mos. Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos are 19.6% less likely to be a college graduate, 2.7% more likely to work full-time, 38.1% more likely to be married, 32.1% more likely to be a parent of 1 or more children und

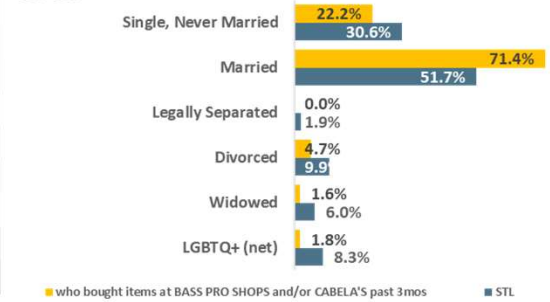
Education Levels: Adults 18 or older



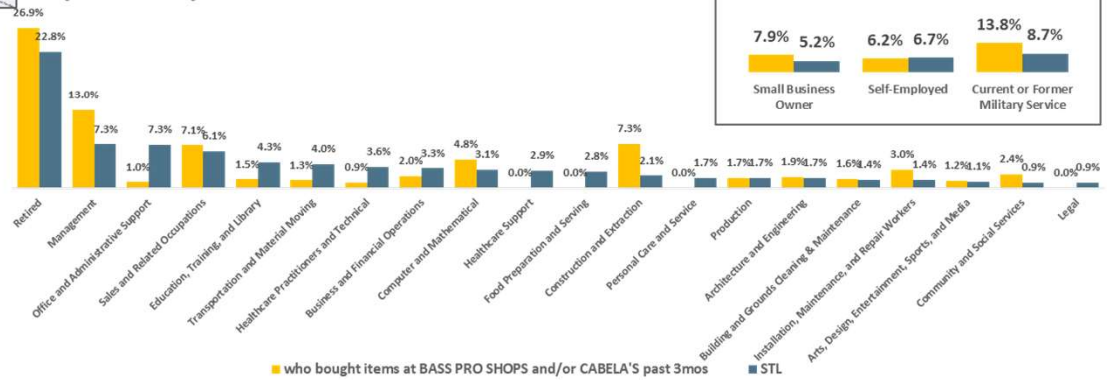
Employment: Adults 18 or older



Marital Status: Adults 18 or older

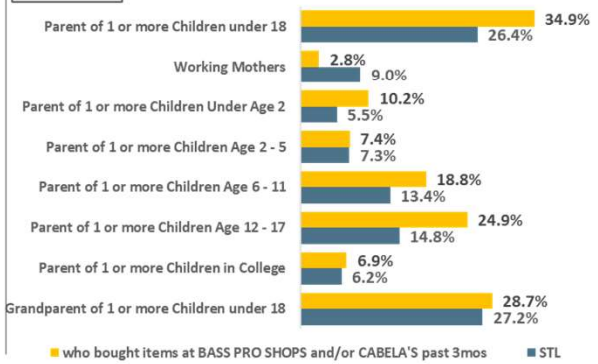


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 143

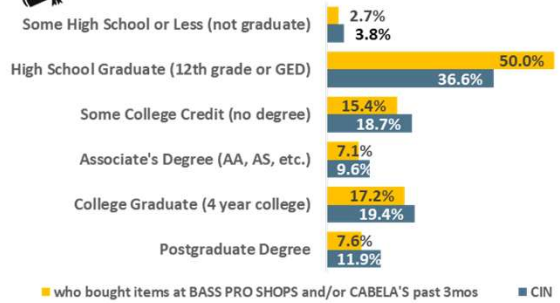
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

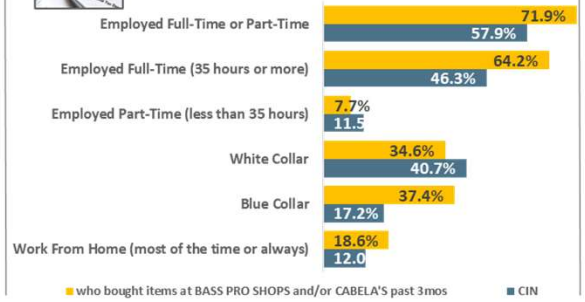
Bass Pro Shops / Cabela's CIN

5.1% or 97,476 of CIN DMA Adults 18 or older bought items at BASS PRO SHOPS and/or CABELA'S past 3mos. Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos are 20.7% less likely to be a college graduate, 38.6% more likely to work full-time, 20.1% more likely to be married, 21.7% less likely to be a parent of 1 or more children un

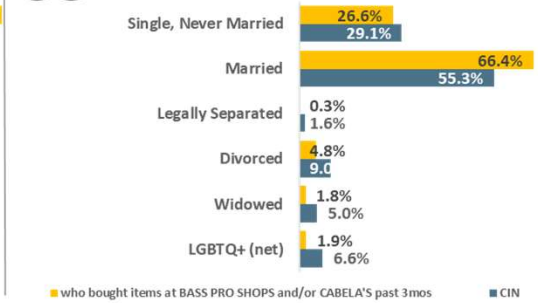
Education Levels: Adults 18 or older



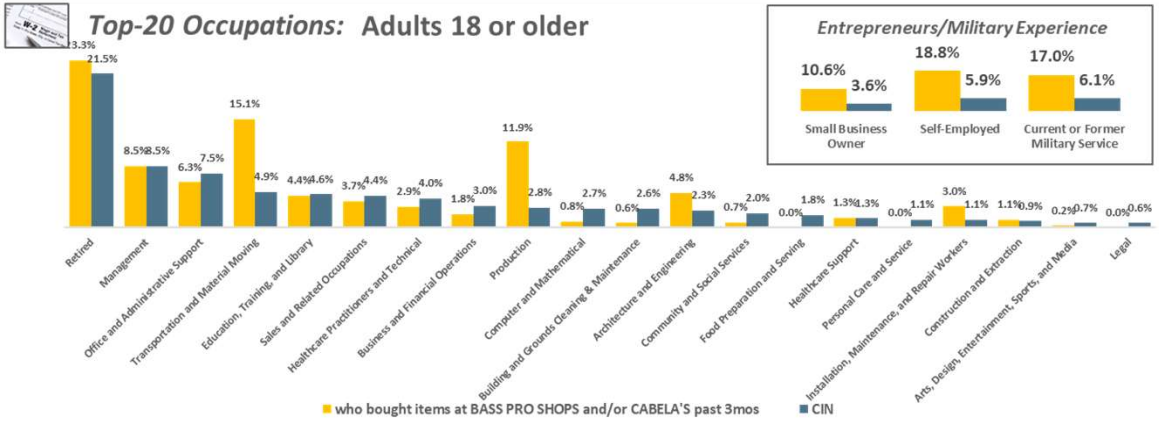
Employment: Adults 18 or older



Marital Status: Adults 18 or older

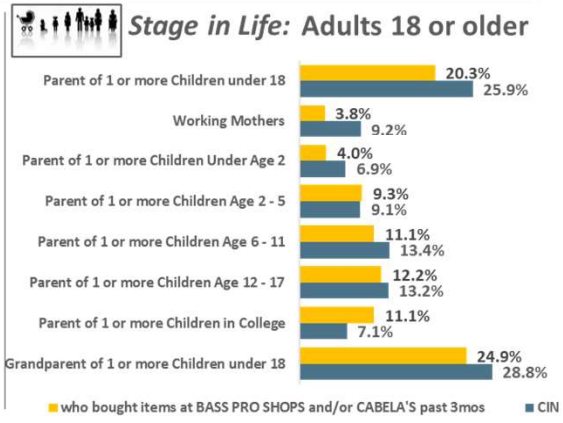


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 93

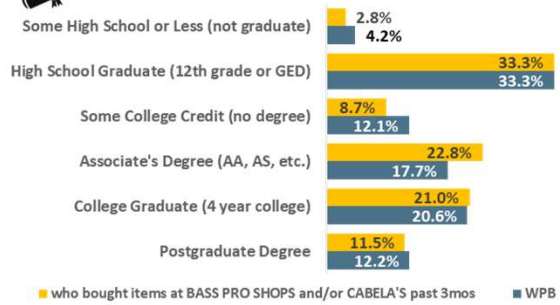
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

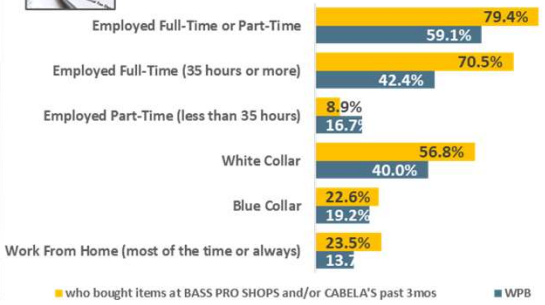
Bass Pro Shops Cabela's WPB

4.2% or 77,498 of WPB DMA Adults 18 or older bought items at BASS PRO SHOPS and/or CABELA'S past 3mos. Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos are .9% less likely to be a college graduate, 66.2% more likely to work full-time, 50.4% more likely to be married, 96.6% more likely to be a parent of 1 or more children unde

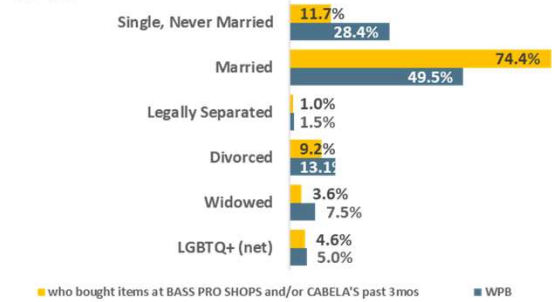
Education Levels: Adults 18 or older



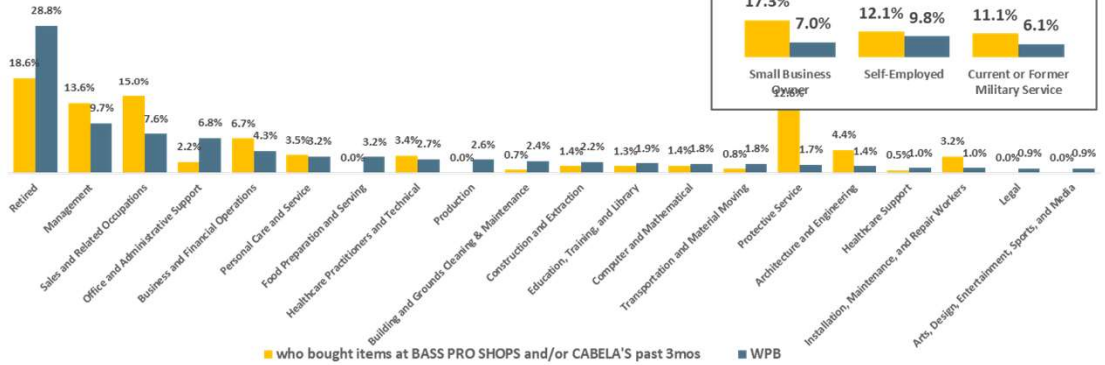
Employment: Adults 18 or older



Marital Status: Adults 18 or older

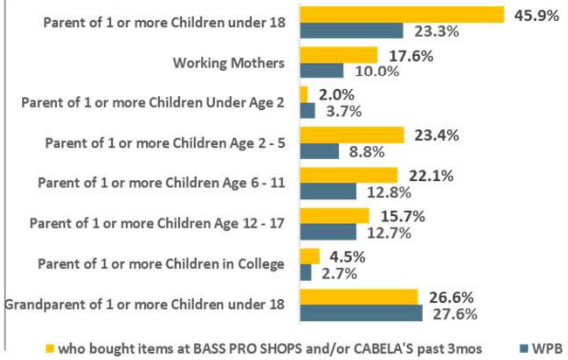


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



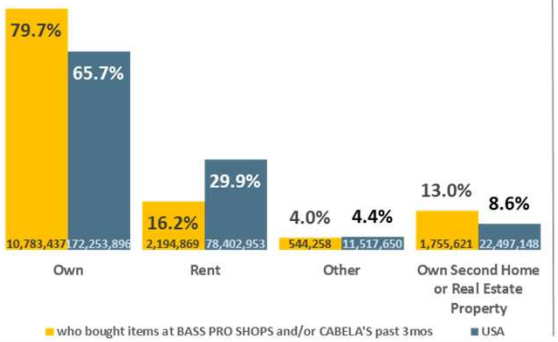
WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 118

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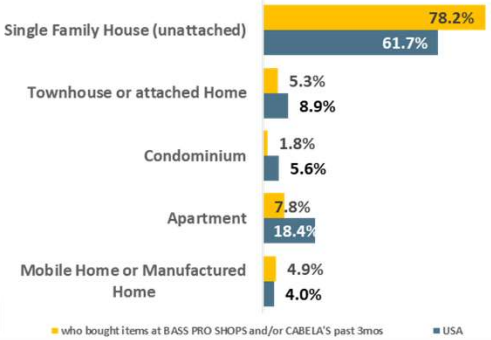
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

5.2% or 13,522,564 of USA Adults 18 or older bought items at BASS PRO SHOPS and/or CABELA'S past 3mos. Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos are 21.4% more likely to own their home, 10.8% more likely to own a higher valued home, 26.8% more likely to have a single-family home, 36.3% more likely to have a dog.

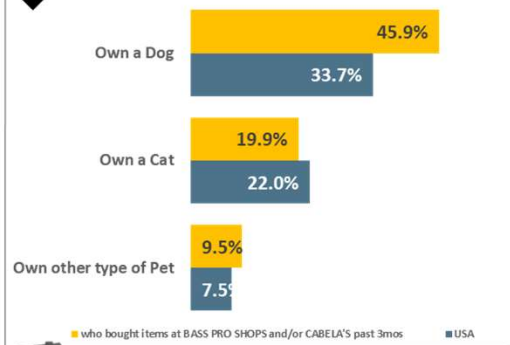
Own/Rent/Other: Adults 18 or older



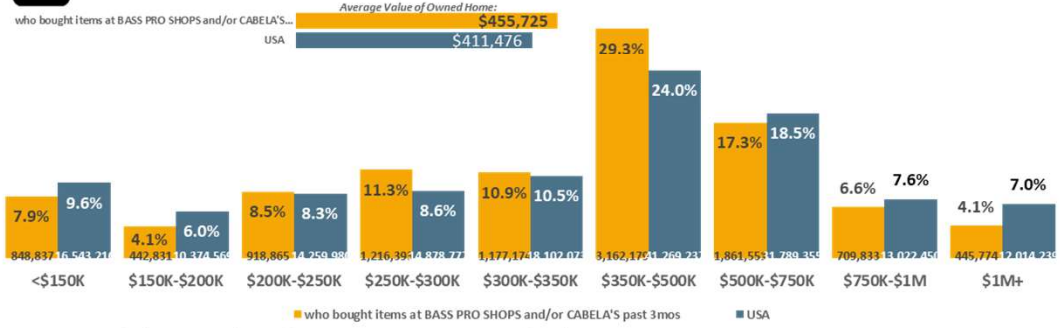
Type of Home: Adults 18 or older



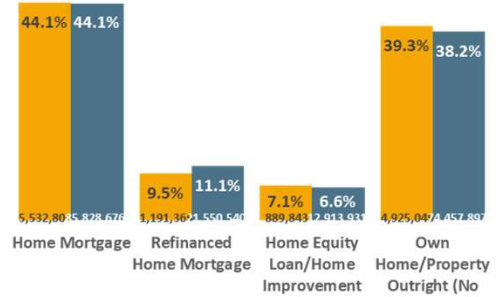
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *1,099*

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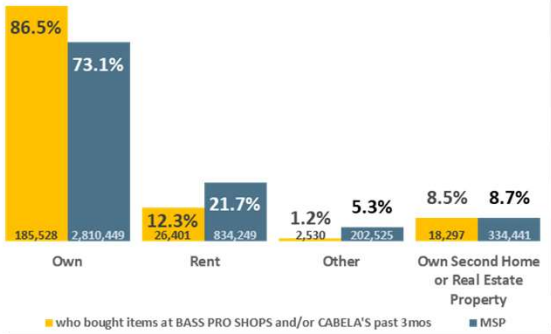
USA Projection *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *23,333*

(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

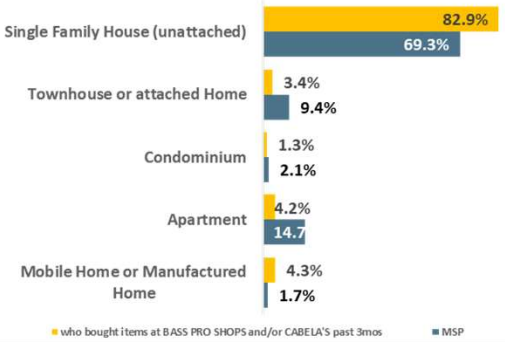
Bass Pro Shops Cabela's MSP

5.6% or 214,459 of MSP DMA Adults 18 or older bought items at BASS PRO SHOPS and/or CABELA'S past 3mos. Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos are 18.4% more likely to own their home, 7.8% more likely to own a lower valued home, 19.6% more likely to have a single-family home, 24.2% more likely to have a dog.

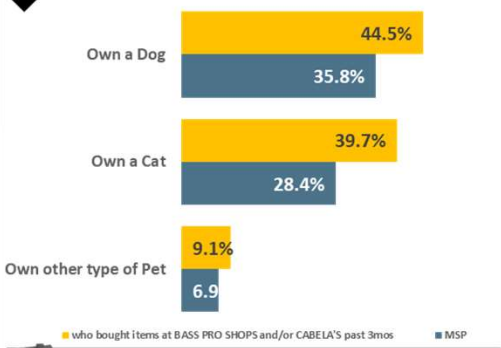
Own/Rent/Other: Adults 18 or older



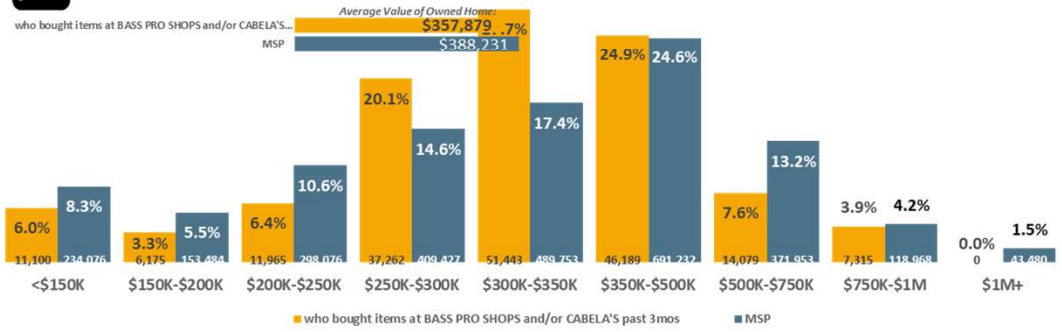
Type of Home: Adults 18 or older



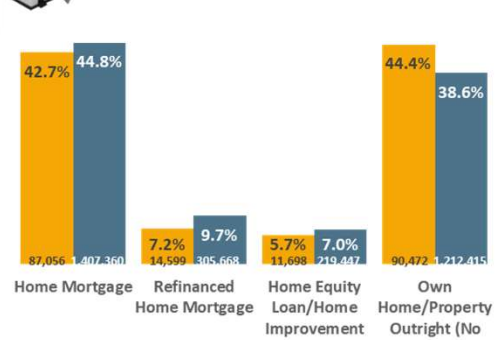
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 116

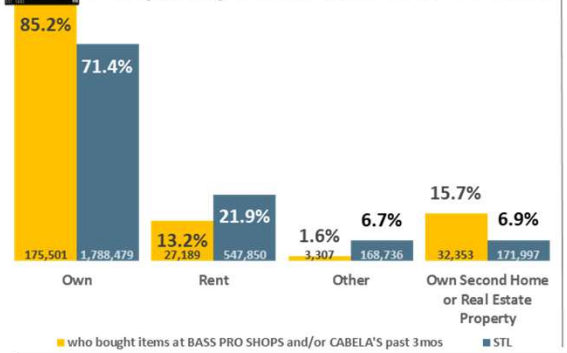
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

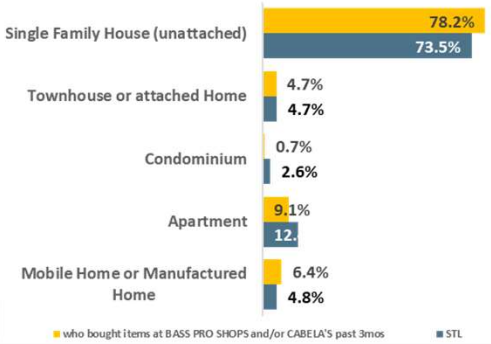
Bass Pro Shops Cabela's STL

8.2% or 205,997 of STL DMA Adults 18 or older bought items at BASS PRO SHOPS and/or CABELA'S past 3mos. Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos are 19.3% more likely to own their home, 8.6% more likely to own a higher valued home, 6.4% more likely to have a single-family home, 12.7% more likely to have a dog.

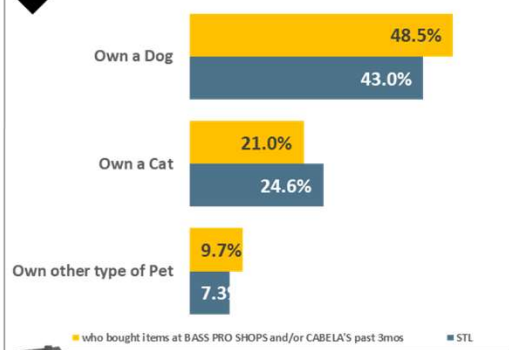
Own/Rent/Other: Adults 18 or older



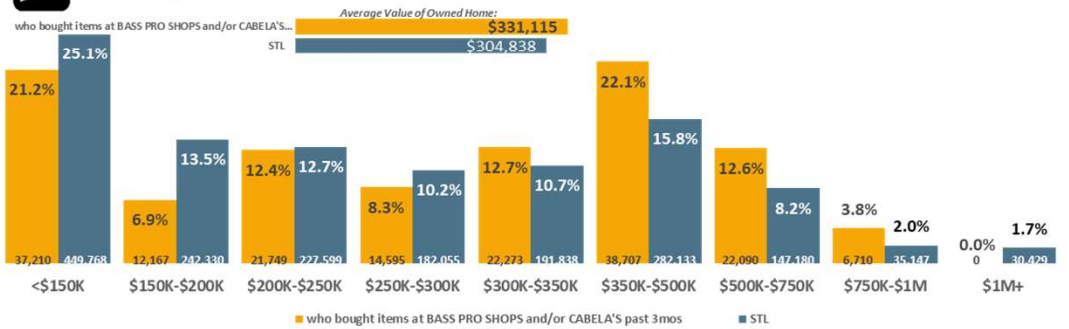
Type of Home: Adults 18 or older



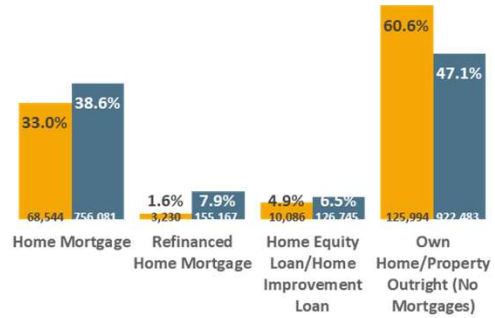
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 143

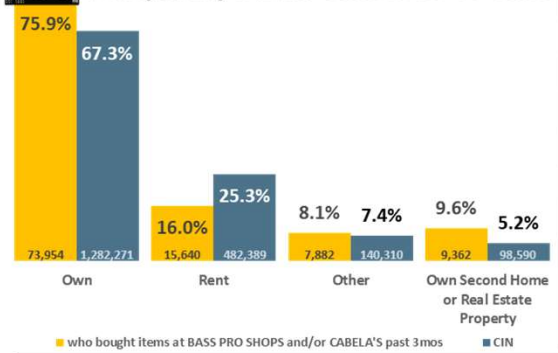
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

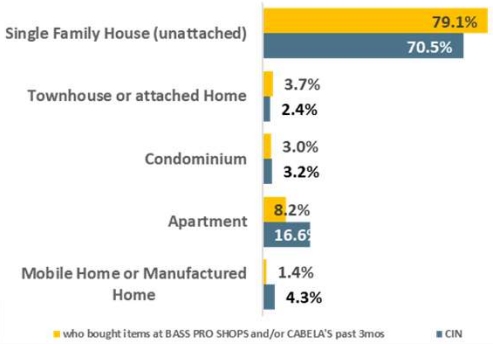
Bass Pro Shops Cabela's CIN

5.1% or 97,476 of CIN DMA Adults 18 or older bought items at BASS PRO SHOPS and/or CABELA'S past 3mos. Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos are 12.7% more likely to own their home, 12.8% more likely to own a higher valued home, 12.3% more likely to have a single-family home, 7.6% more likely to have a dog.

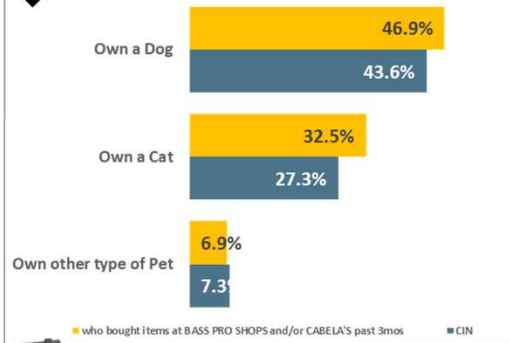
Own/Rent/Other: Adults 18 or older



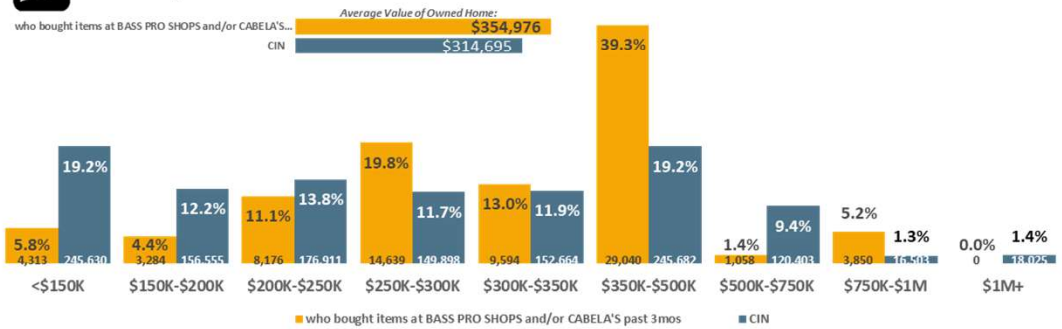
Type of Home: Adults 18 or older



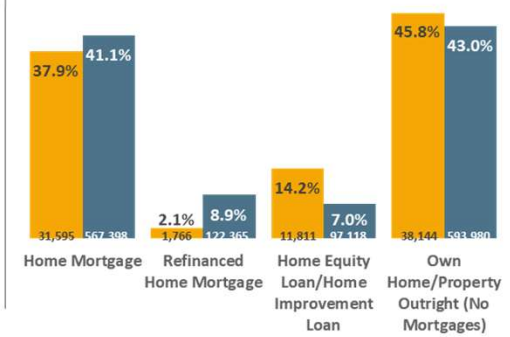
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 93

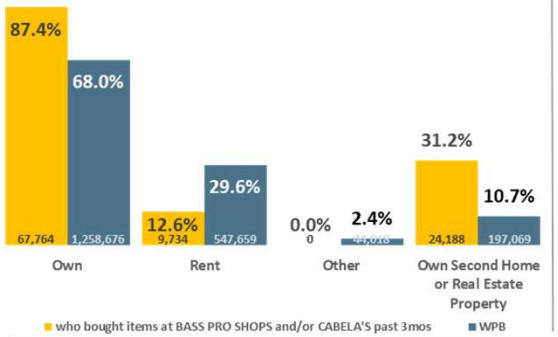
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

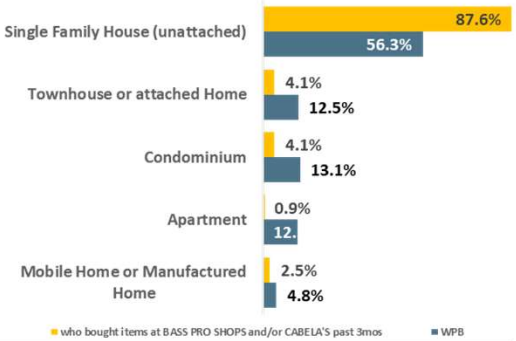
Bass Pro Shops Cabela's WPB

4.2% or 77,498 of WPB DMA Adults 18 or older bought items at BASS PRO SHOPS and/or CABELA'S past 3mos. Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos are 28.5% more likely to own their home, 8.% more likely to own a higher valued home, 55.6% more likely to have a single-family home, 42.3% more likely to have a dog.

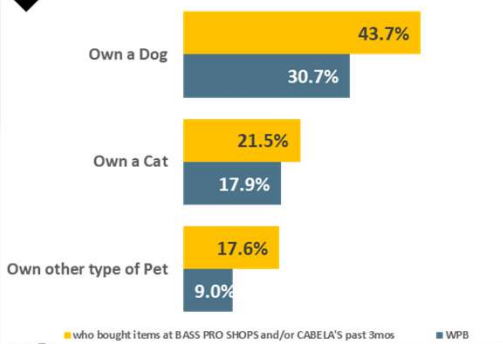
Own/Rent/Other: Adults 18 or older



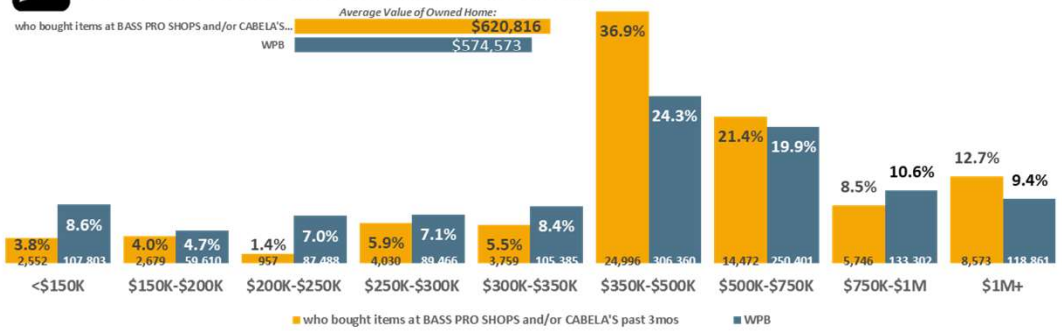
Type of Home: Adults 18 or older



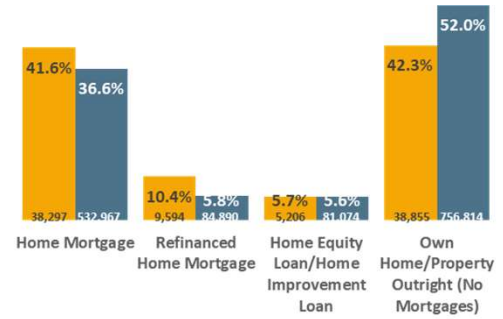
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



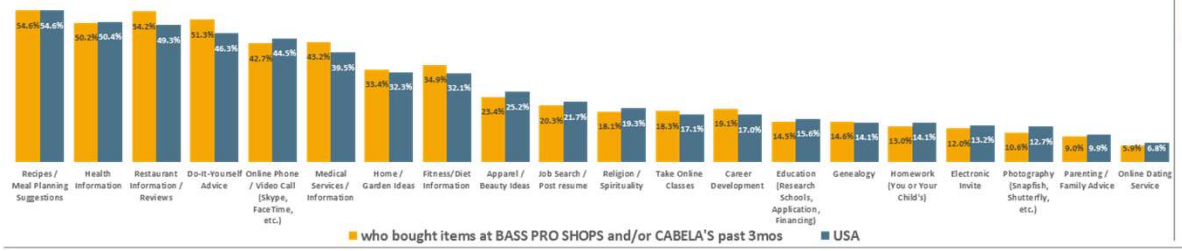
WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 118

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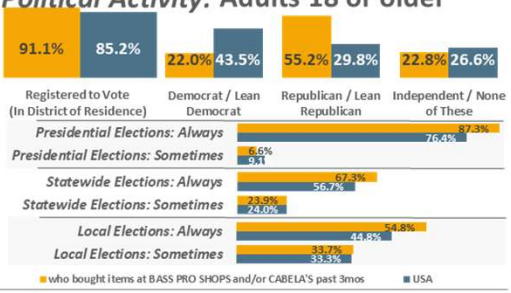
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

5.2% or 13,522,564 of USA Adults 18 or older bought items at BASS PRO SHOPS and/or CABELA'S past 3mos. Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos are 10.8% more likely to look up D-I-Y advice online, 22.2% more likely to always vote in local elections, 11.4% more likely to belong to a gym, 6.1% more likely to fly domest

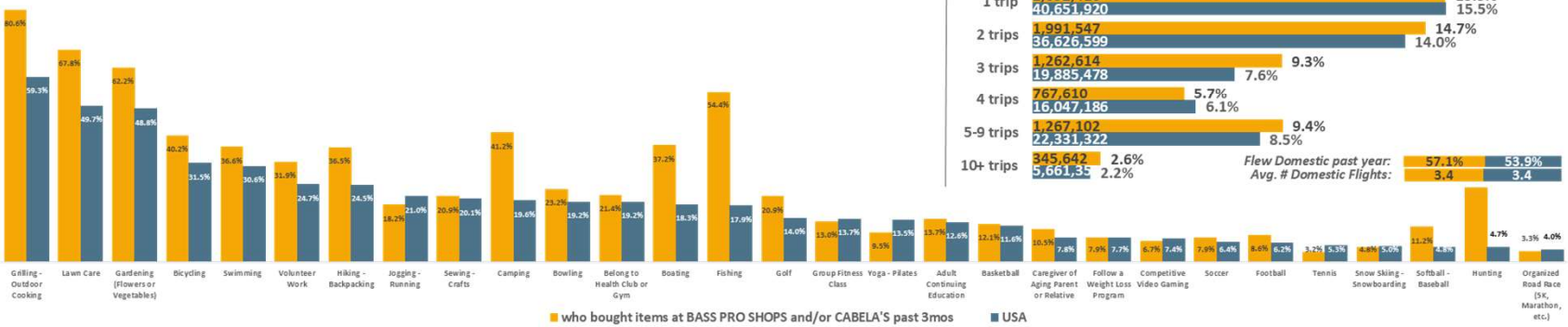
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,099

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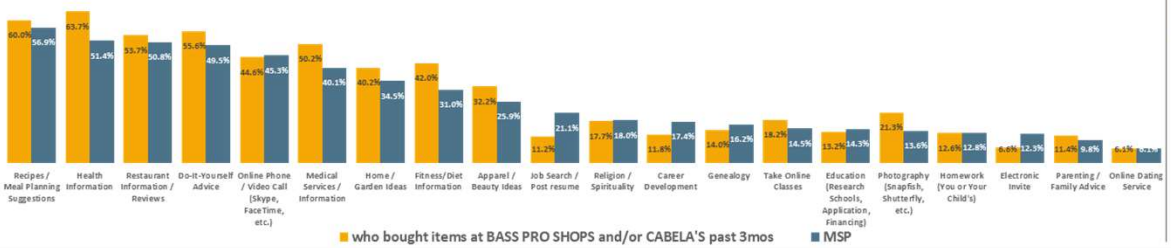
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

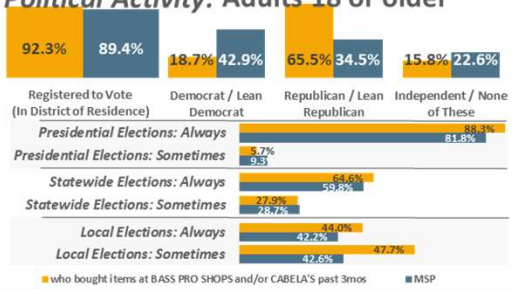
Bass Pro Shops Cabela's MSP

5.6% or 214,459 of MSP DMA Adults 18 or older bought items at BASS PRO SHOPS and/or CABELA'S past 3mos. Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos are 12.4% more likely to look up D-I-Y advice online, 4.3% more likely to always vote in local elections, 43.8% less likely to belong to a gym, 5.6% more likely to fly domesti

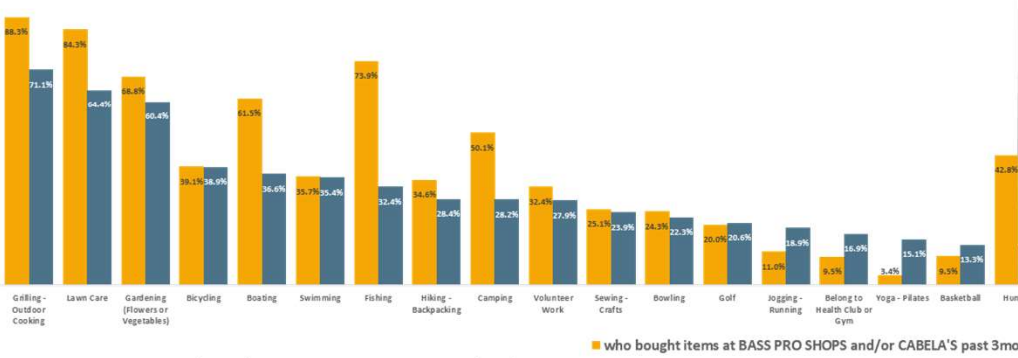
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



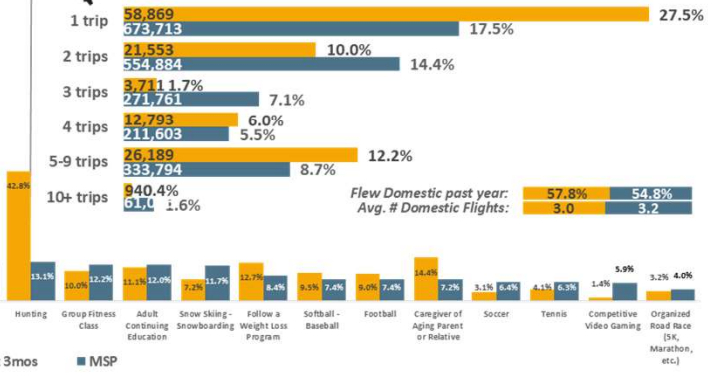
Political Activity: Adults 18 or older



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



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



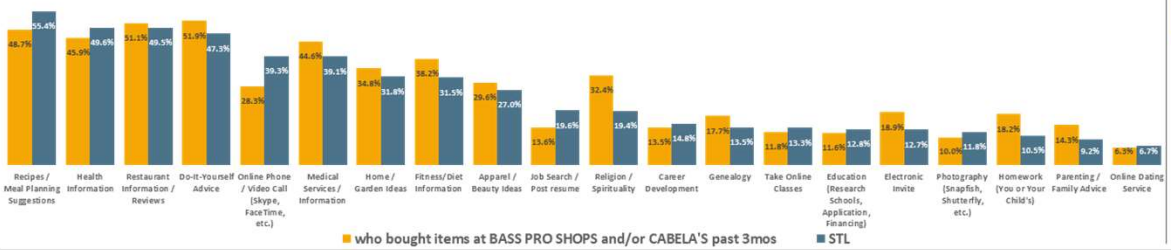
MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 116

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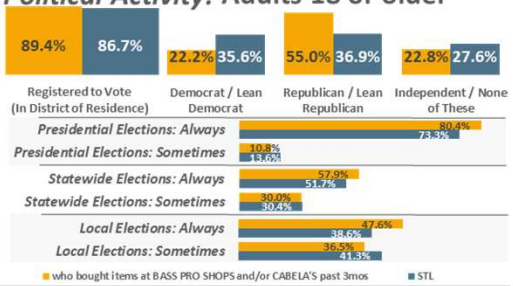
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

8.2% or 205,997 of STL DMA Adults 18 or older bought items at BASS PRO SHOPS and/or CABELA'S past 3mos. Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos are 9.7% more likely to look up D-I-Y advice online, 23.4% more likely to always vote in local elections, 30.4% more likely to belong to a gym, 11.2% more likely to fly domest

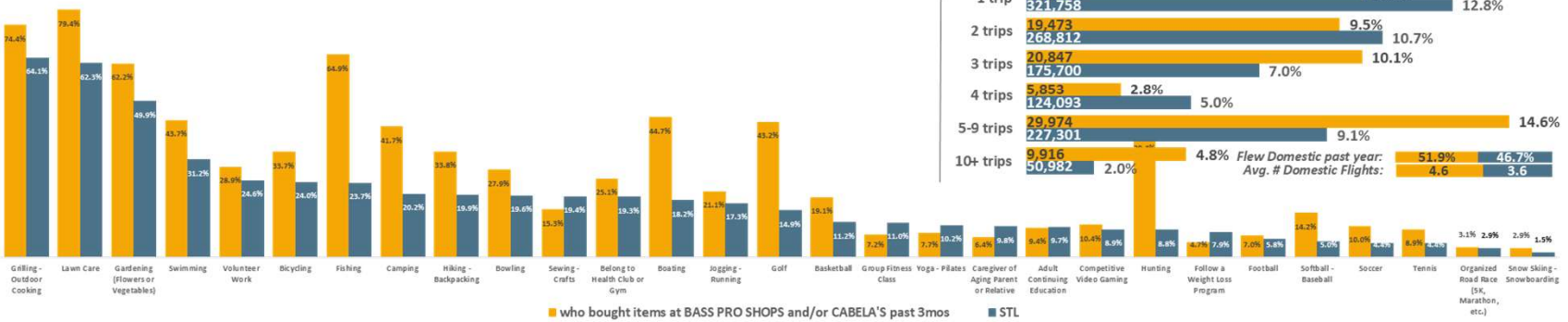
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 143

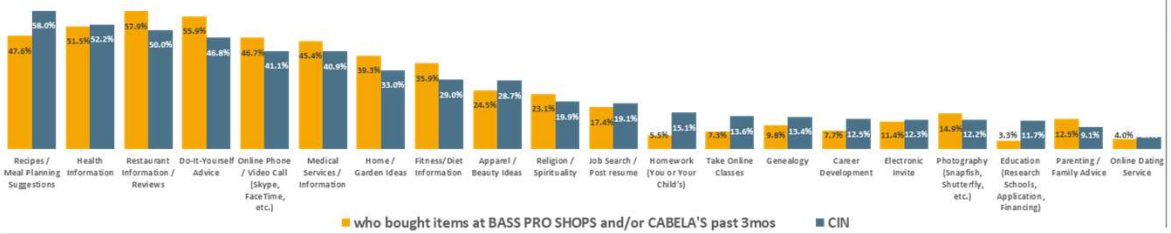
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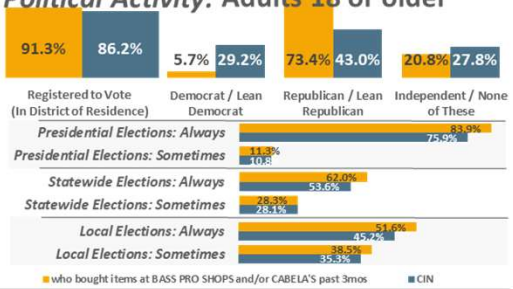
Bass Pro Shops Cabela's **CIN**

5.1% or 97,476 of CIN DMA Adults 18 or older bought items at BASS PRO SHOPS and/or CABELA'S past 3mos. Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos are 19.5% more likely to look up D-I-Y advice online, 14.2% more likely to always vote in local elections, 16.6% more likely to belong to a gym, 5.9% more likely to fly domest

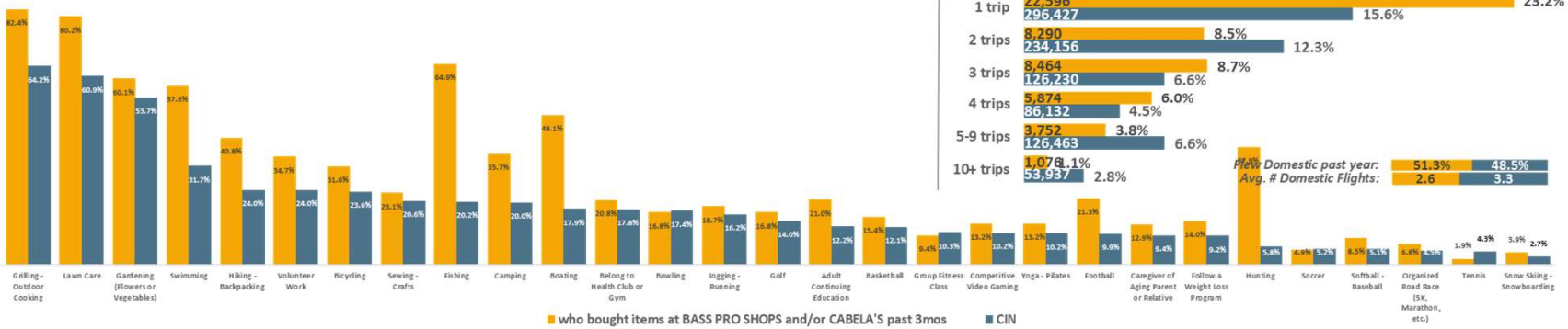
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 93

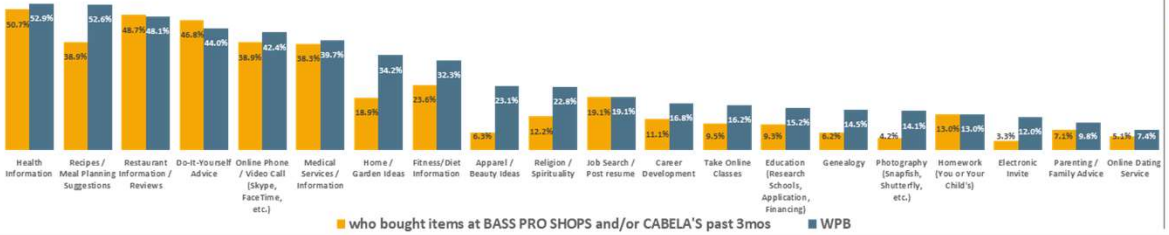
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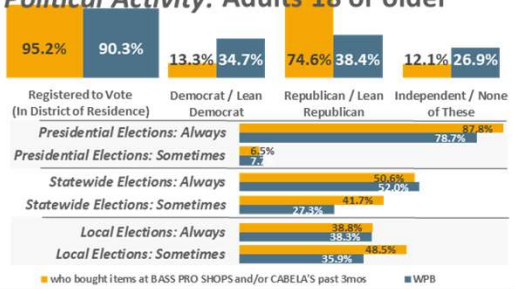
Bass Pro Shops / Cabela's WPB

4.2% or 77,498 of WPB DMA Adults 18 or older bought items at BASS PRO SHOPS and/or CABELA'S past 3mos. Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos are 6.5% more likely to look up D-I-Y advice online, 1.3% more likely to always vote in local elections, 83.8% more likely to belong to a gym, 10.9% more likely to fly domesti

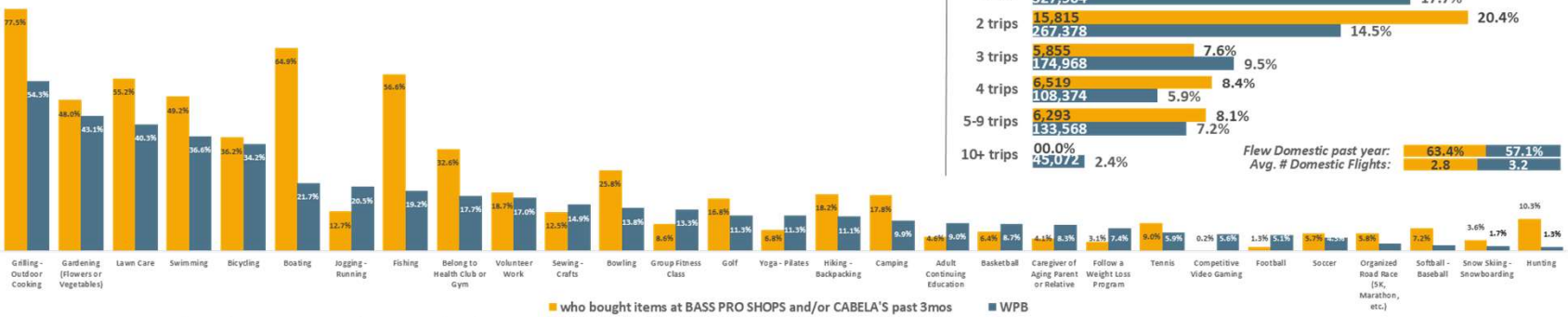
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 118

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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

5.2% or 13,522,564 of USA Adults 18 or older bought items at BASS PRO SHOPS and/or CABELA'S past 3mos. Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos are 4.6% more likely to use QSRs past mo., 15.5% more likely to use Sit-Down Restaurants past mo., 26.3% more likely to use Casinos past yr., 24.5% less likely to smoke cigare

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

92.8%
88.7%
12,547,573
232,484,369

Avg. Monthly QSR Meals:

7.1
6.4

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



Total Monthly Sit-Down Restaurant Users:

87.8%
76.0%
11,874,831
199,361,135

Avg. Monthly Sit-Down Restaurant Meals:

4.3
4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who bought items at BASS PRO SHOPS and/or... 1,725,321 12.8%

USA 17.4%

Drank Past 30-days: Adults 18 or older

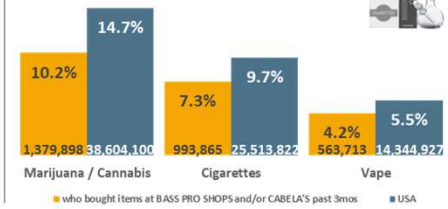


Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,099

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

Bass Pro Shops Cabela's MSP

5.6% or 214,459 of MSP DMA Adults 18 or older bought items at BASS PRO SHOPS and/or CABELA'S past 3mos. Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos are 3.4% more likely to use QSRs past mo., 8.7% more likely to use Sit-Down Restaurants past mo., 17.2% less likely to use Casinos past yr., 33.2% less likely to smoke cigaret

Past 30-days QSR Users: Adults 18 or older



	who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos	MSP
1 time	12.5%	11.5%
2 times	14.5%	13.8%
3 times	19.4%	11.8%
4 times	7.0%	11.3%
5 times	11.1%	11.7%
6 - 9 times	13.2%	17.2%
10 times or more	12.7%	10.5%

Total Monthly QSR Users:		Avg. Monthly QSR Meals:	
90.6%	87.6%	5.2	5.3
194,224	3,371,117		

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



	who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos	MSP
1 time	19.9%	20.3%
2 times	14.3%	18.3%
3 times	20.1%	12.4%
4 times	5.6%	8.4%
5 times	11.9%	6.7%
6 - 9 times	4.9%	6.3%
10 times or more	4.9%	2.7%

Total Monthly Sit-Down Restaurant Users:		Avg. Monthly Sit-Down Restaurant Meals:	
81.7%	75.2%	3.7	3.3
175,231	2,892,950		

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos ■ MSP

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

who bought items at BASS PRO SHOPS and/or...	27,784	13.0%
MSP	410,572	10.7%

Drank Past 30-days: Adults 18 or older

	who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos		MSP	
Liquor	102,696	47.9%	1,938,443	50.4%
Any Type of Beer	111,566	52.0%	1,925,644	50.1%
Domestic Regular Beer	71,969	33.6%	1,280,427	33.3%
Wine	61,643	28.7%	1,234,236	32.1%
Domestic Light Beer	75,673	35.3%	1,222,941	31.8%
Imported Beer	51,779	24.1%	749,586	19.5%
Microbrew / Craft Beer	26,377	12.3%	639,872	16.6%



who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos ■ MSP

Past 12 months Casino Activities: Adults 18 or older



	who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos		MSP	
Slot Machines	58,654	27.3%	1,177,382	30.6%
Table Games (Craps, Poker, etc.)	19,527	9.1%	443,278	11.5%
Bar / Nightclub	16,828	7.8%	374,374	9.7%
Stage Show / Concert	27,190	12.7%	334,332	8.7%
Upscale Restaurant	6,862	3.2%	301,195	7.8%
Sports Betting	8,093	3.8%	153,749	4.0%
Other Gambling	7,678	3.6%	100,714	2.6%
Spa	300	0.1%	50,[illegible]	1.3%

Casinos visited past 12 months:	Yes
	30.5%
	65,495
	36.9%
	1,418,764

who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos ■ MSP

Used Past 30-days: Adults 18 or older



who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos ■ MSP

MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 116

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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

Bass Pro Shops Cabela's STL

8.2% or 205,997 of STL DMA Adults 18 or older bought items at BASS PRO SHOPS and/or CABELA'S past 3mos. Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos are 5.6% more likely to use QSRs past mo., 15.8% more likely to use Sit-Down Restaurants past mo., 25.6% more likely to use Casinos past yr., 20.2% less likely to smoke cigare

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



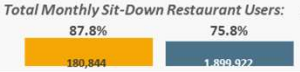
Avg. Monthly QSR Meals:



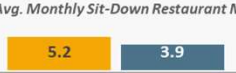
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

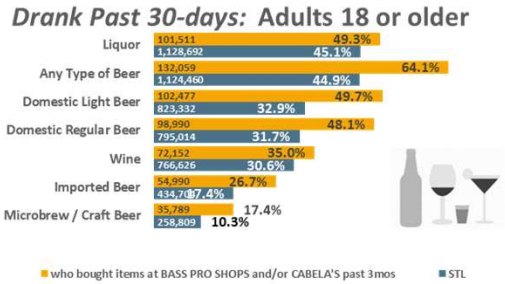
(Sit-Down Restaurants Used Past 30-days)



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

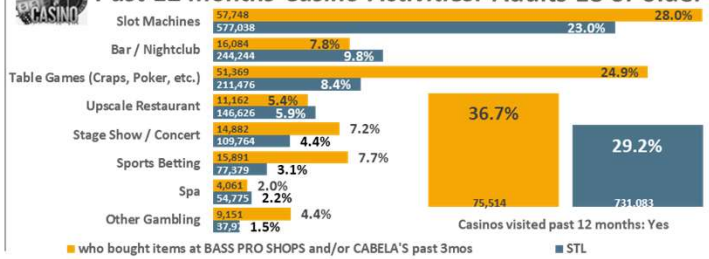


Drank Past 30-days: Adults 18 or older



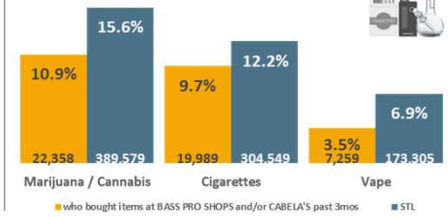
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 143

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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

Bass Pro Shops / Cabela's CIN

5.1% or 97,476 of CIN DMA Adults 18 or older bought items at BASS PRO SHOPS and/or CABELA'S past 3mos. Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos are .5% more likely to use QSRs past mo., 6.5% more likely to use Sit-Down Restaurants past mo., 2.9% more likely to use Casinos past yr., 22.4% less likely to smoke cigarette

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 89.5% 87,285 | 89.1% 1,697,724

Avg. Monthly QSR Meals: 6.0 | 6.2

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



Total Monthly Sit-Down Restaurant Users: 84.7% 82,600 | 79.6% 1,516,231

Avg. Monthly Sit-Down Restaurant Meals: 3.6 | 4.1

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 bought items at BASS PRO SHOPS and/or... 18,223 18.7%

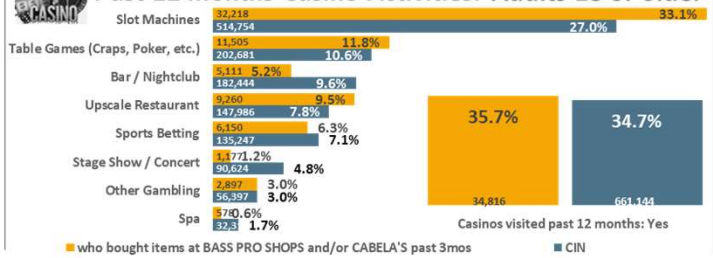
CIN 288,739 15.2%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 93

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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

Bass Pro Shops Cabela's WPB

4.2% or 77,498 of WPB DMA Adults 18 or older bought items at BASS PRO SHOPS and/or CABELA'S past 3mos. Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos are 10.% more likely to use QSRs past mo., 10.6% more likely to use Sit-Down Restaurants past mo., 35.6% more likely to use Casinos past yr., 17.% less likely to smoke cigaret

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 91.9% 71,199 | 83.5% 1,545,244

Avg. Monthly QSR Meals: 7.4 | 5.9

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



Total Monthly Sit-Down Restaurant Users: 86.8% 67,274 | 78.5% 1,452,762

Avg. Monthly Sit-Down Restaurant Meals: 7.1 | 4.7

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who bought items at BASS PRO SHOPS and/or... 8,972 11.6%

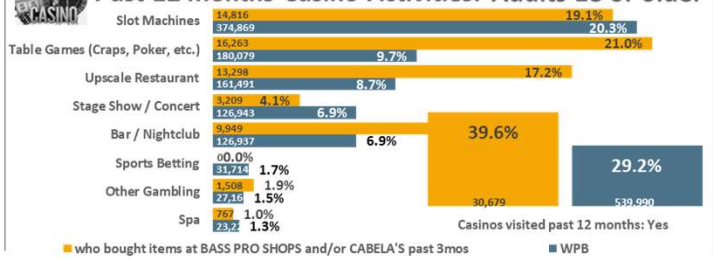
WPB 316,072 17.1%

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



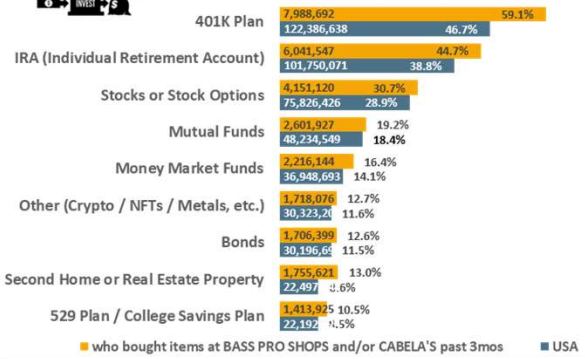
WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 118

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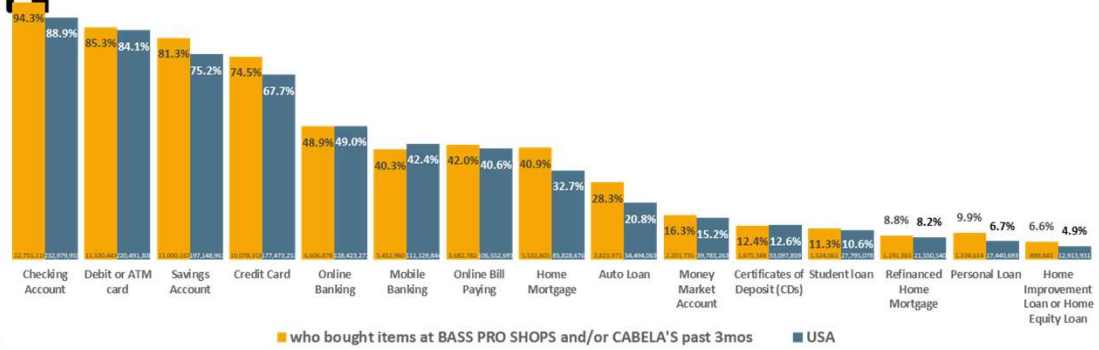
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Investments Owned: Adults 18 or older



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

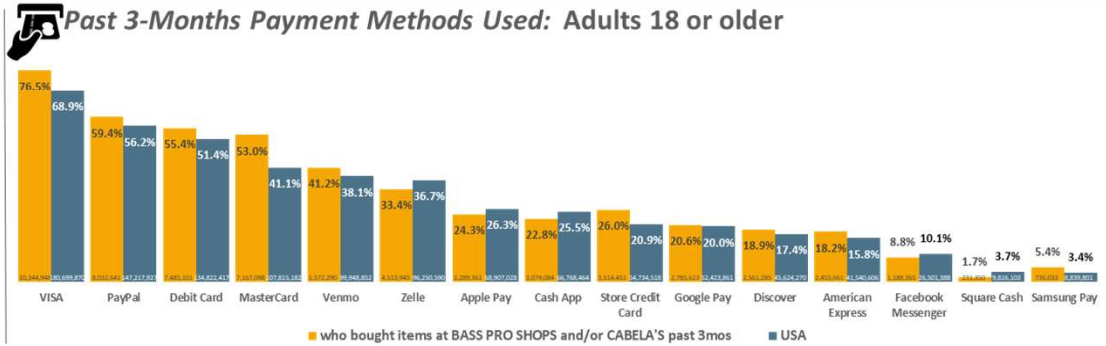


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,099

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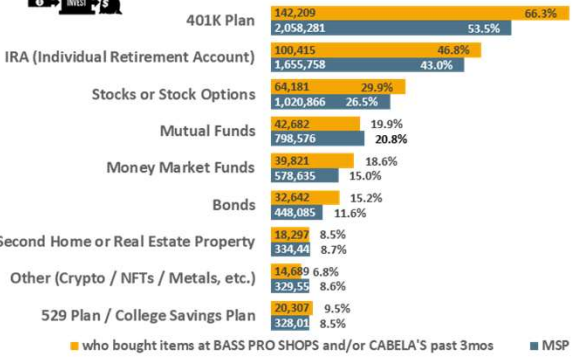
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

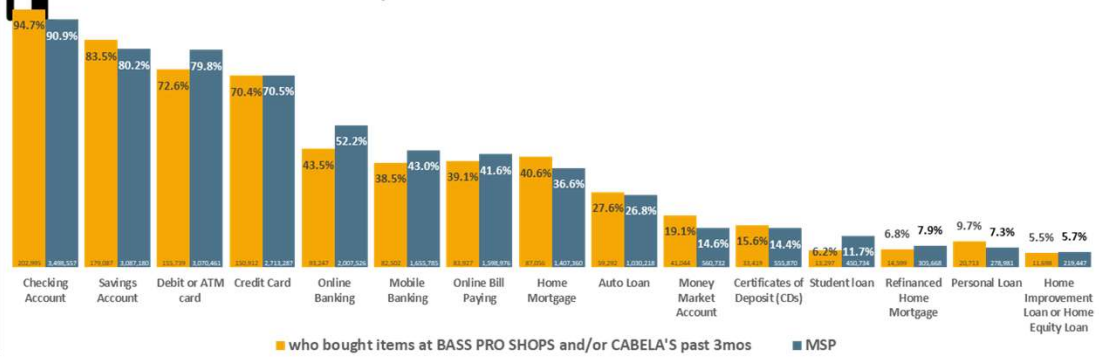
Bass Pro Shops Cabela's MSP

5.6% or 214,459 of MSP DMA Adults 18 or older bought items at BASS PRO SHOPS and/or CABELA'S past 3mos. Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos are 23.9% more likely to have a 401K, 3.2% more likely to have an Auto Loan, 33.9% less likely to Invest/Trade Stocks Online, 11.8% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



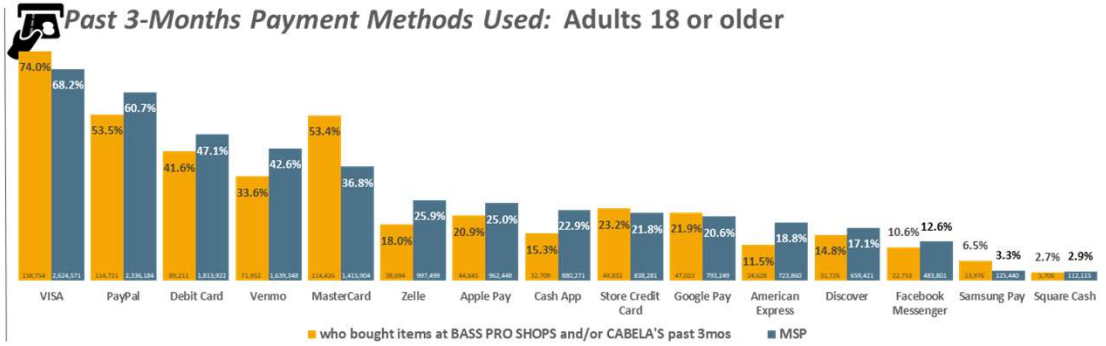
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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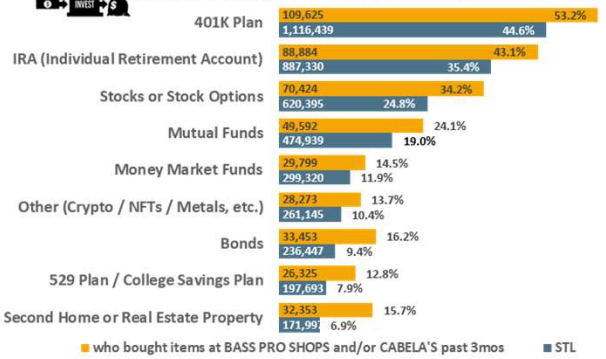
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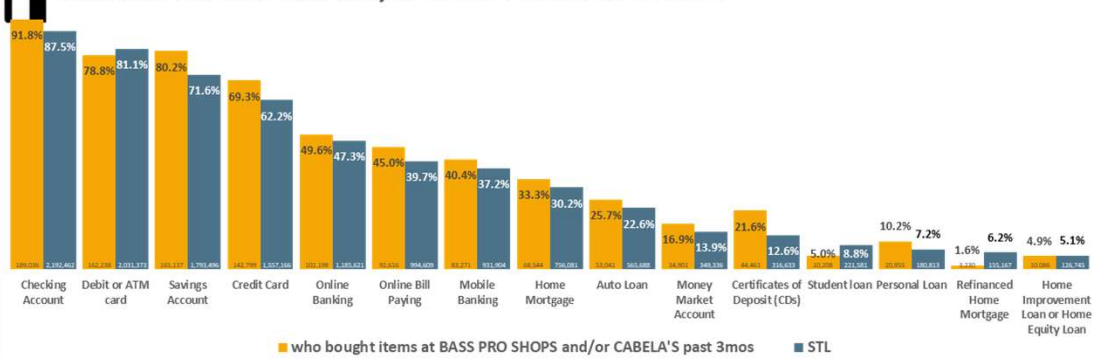
Bass Pro Shops Cabela's STL

8.2% or 205,997 of STL DMA Adults 18 or older bought items at BASS PRO SHOPS and/or CABELA'S past 3mos. Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos are 19.4% more likely to have a 401K, 14.4% more likely to have an Auto Loan, 49.5% more likely to Invest/Trade Stocks Online, 4.% less likely to pay with their Debit Card.

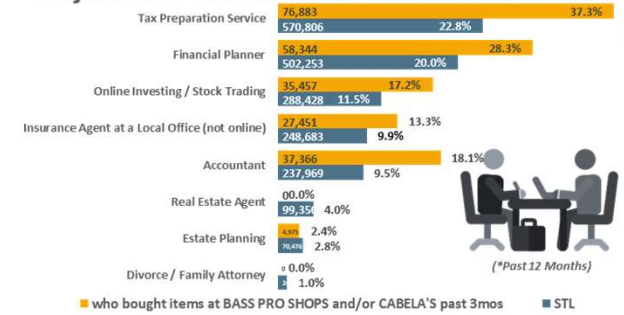
Investments Owned: Adults 18 or older



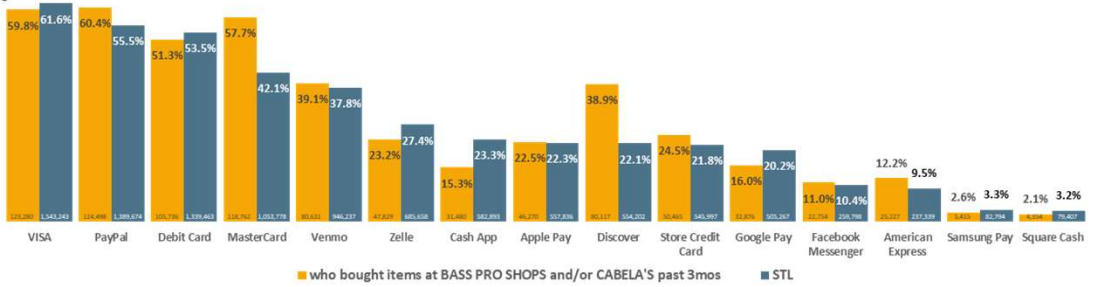
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 143

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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

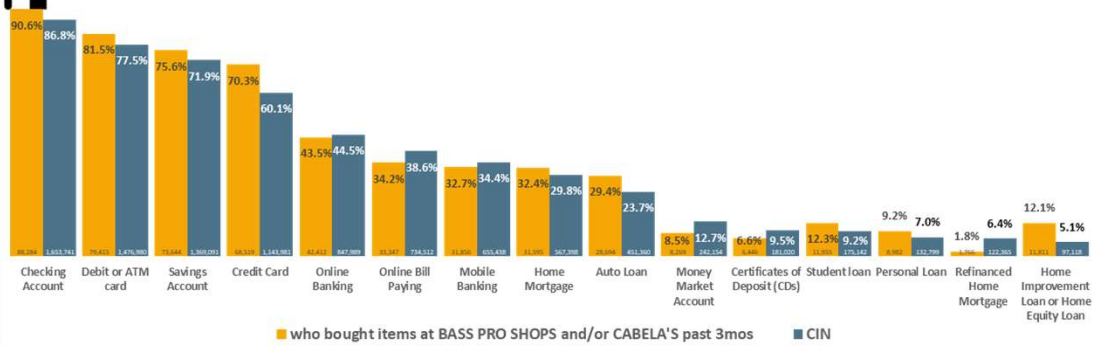
Bass Pro Shops Cabela's CIN

5.1% or 97,476 of CIN DMA Adults 18 or older bought items at BASS PRO SHOPS and/or CABELA'S past 3mos. Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos are 28.4% more likely to have a 401K, 24.2% more likely to have an Auto Loan, 8.% more likely to Invest/Trade Stocks Online, 15.6% more likely to pay with their Debit Card.

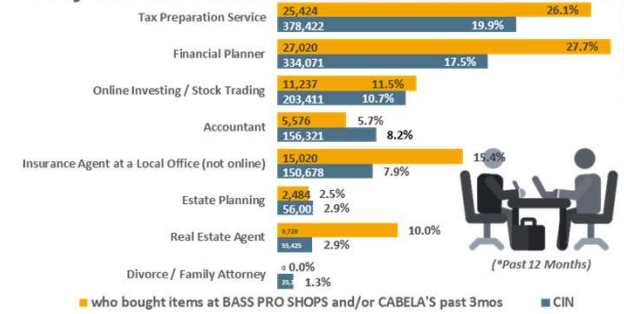
Investments Owned: Adults 18 or older



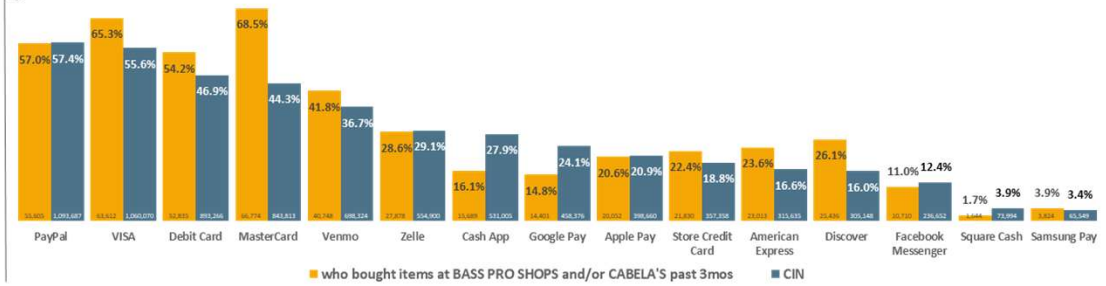
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 93

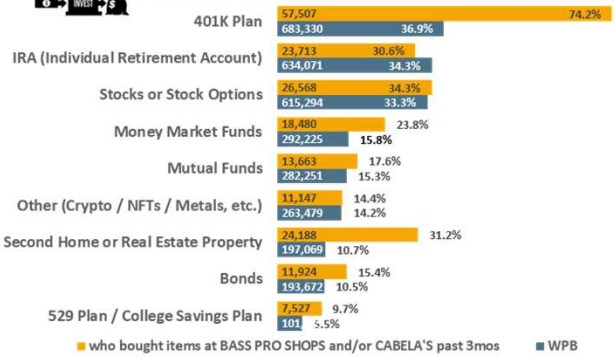
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

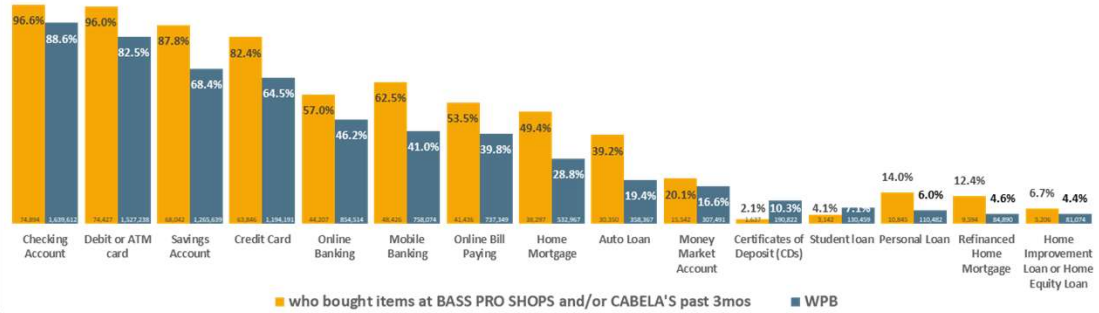
Bass Pro Shops Cabela's WPB

4.2% or 77,498 of WPB DMA Adults 18 or older bought items at BASS PRO SHOPS and/or CABELA'S past 3mos. Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos are 100.9% more likely to have a 401K, 102.2% more likely to have an Auto Loan, 18.7% less likely to Invest/Trade Stocks Online, 15.3% more likely to pay with their Debit Card

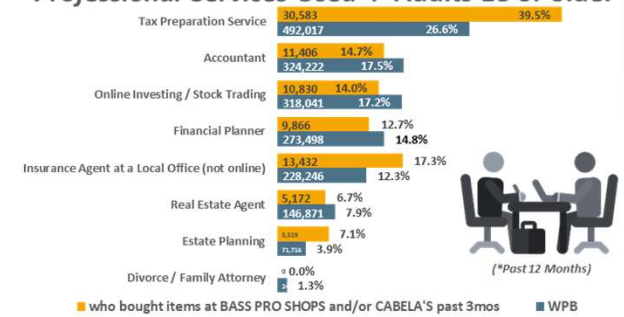
Investments Owned: Adults 18 or older



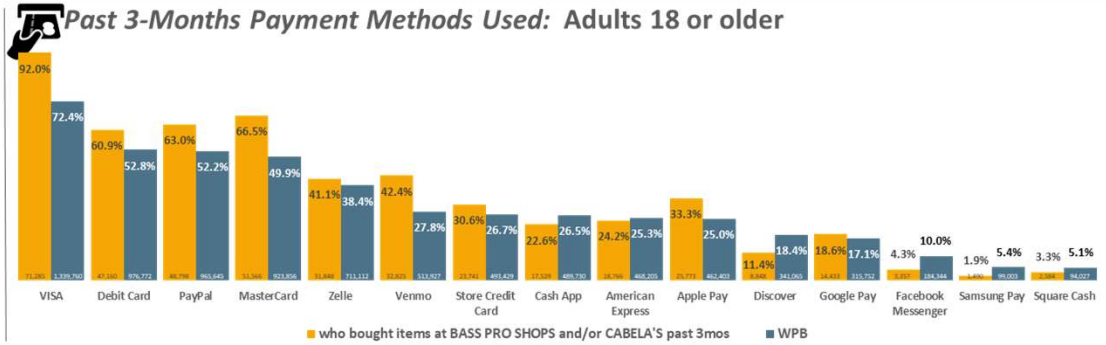
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



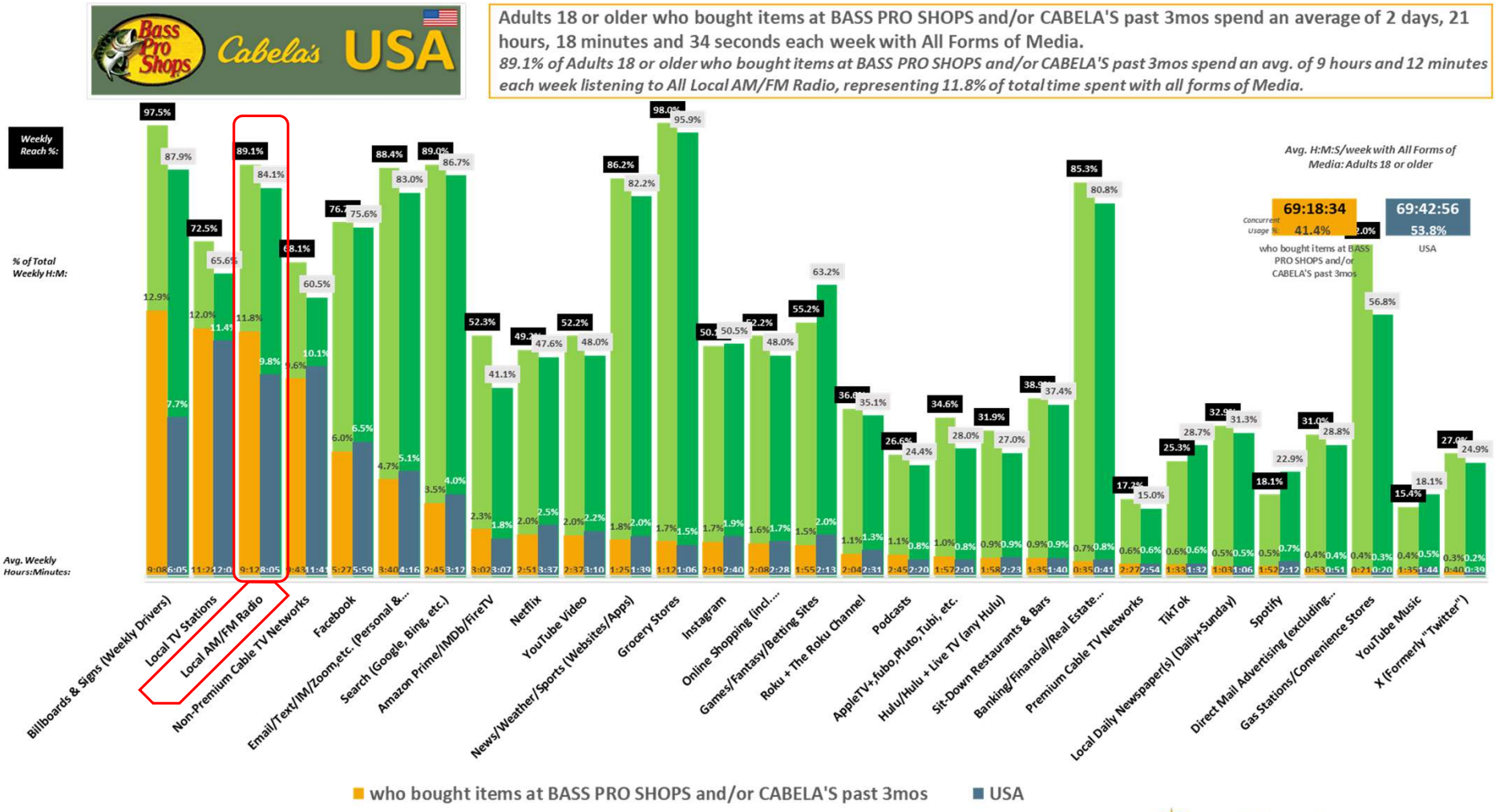
Past 3-Months Payment Methods Used: Adults 18 or older



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 118

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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

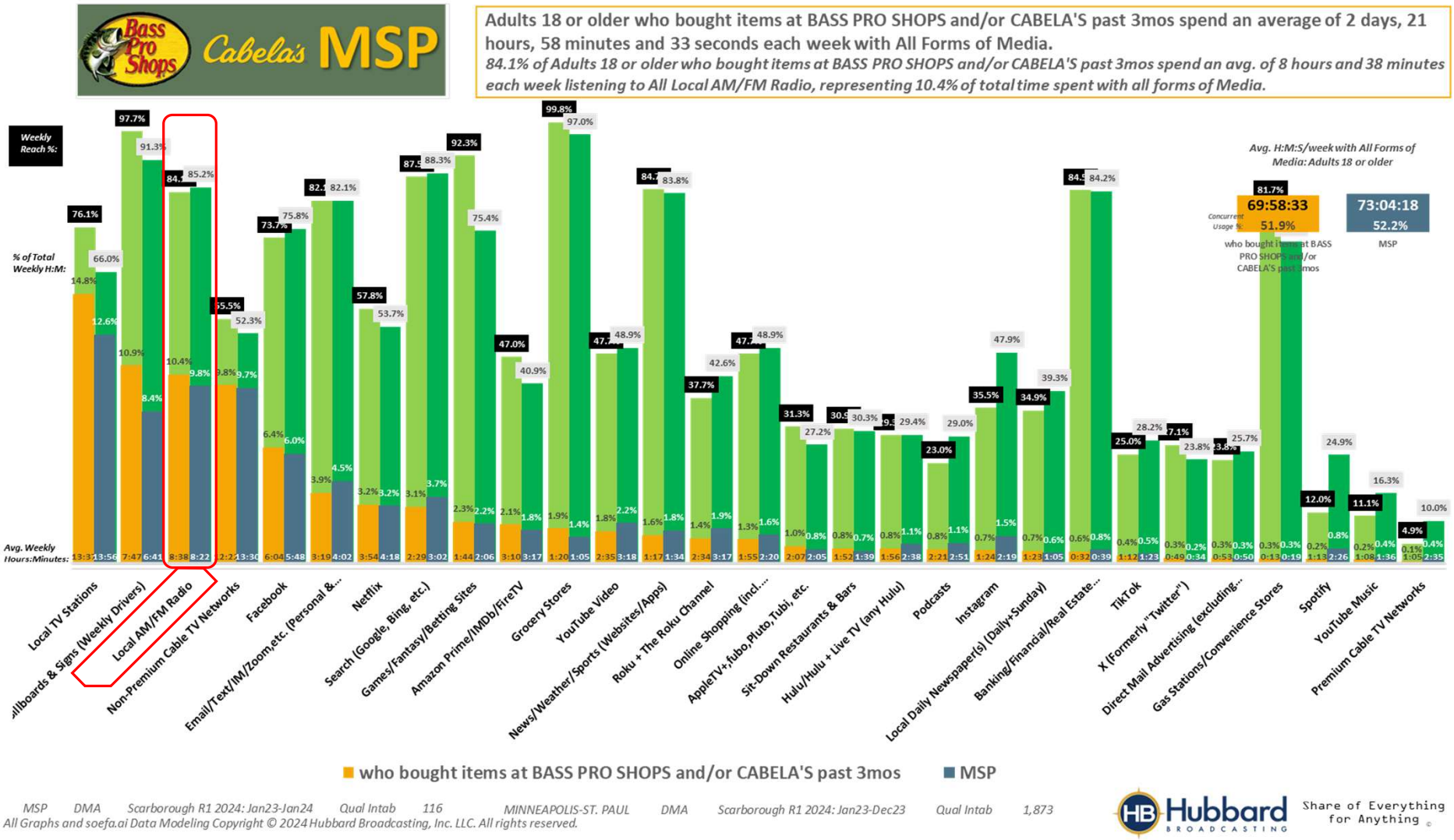


USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,099 USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

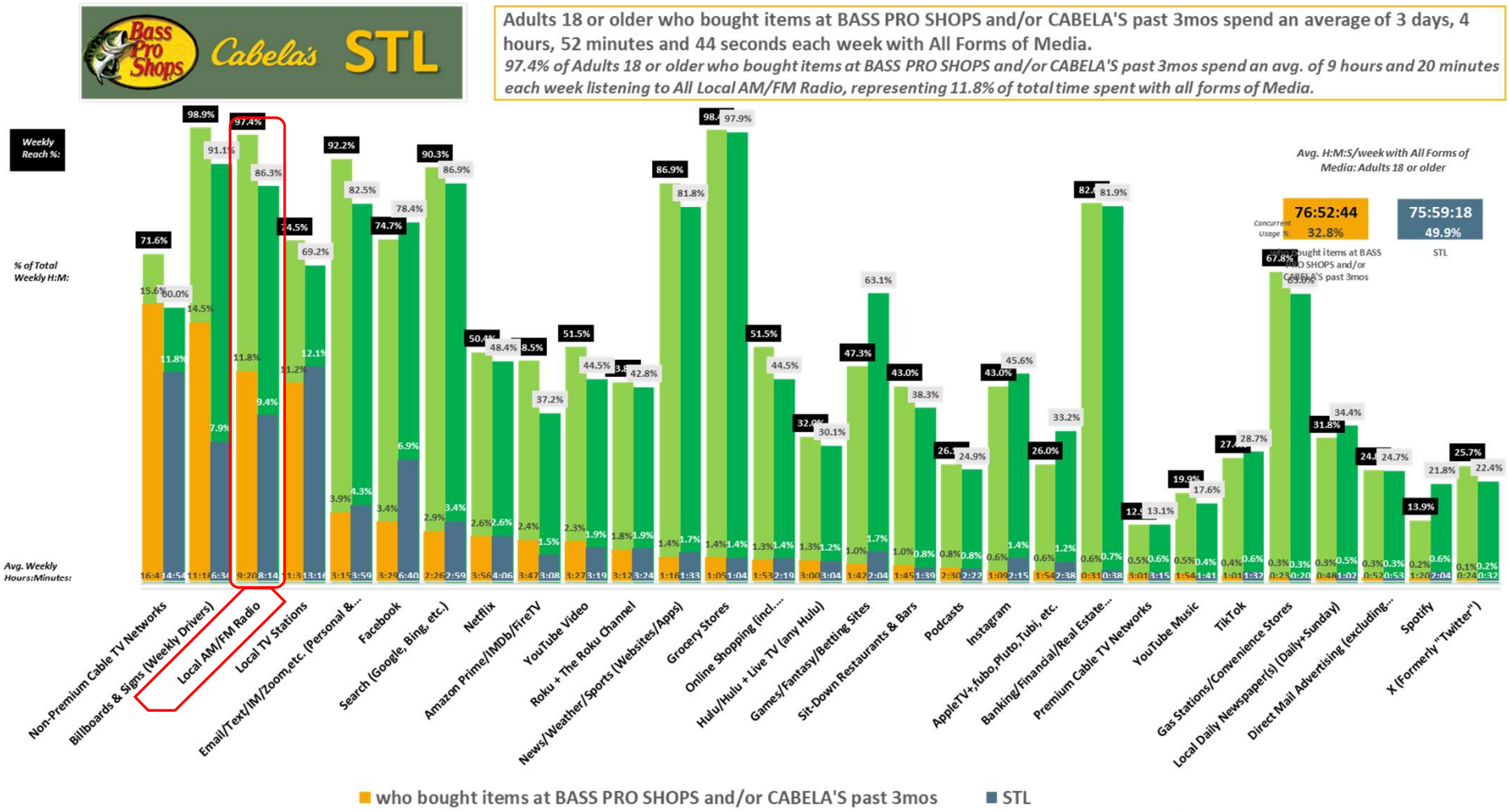


MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 116 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

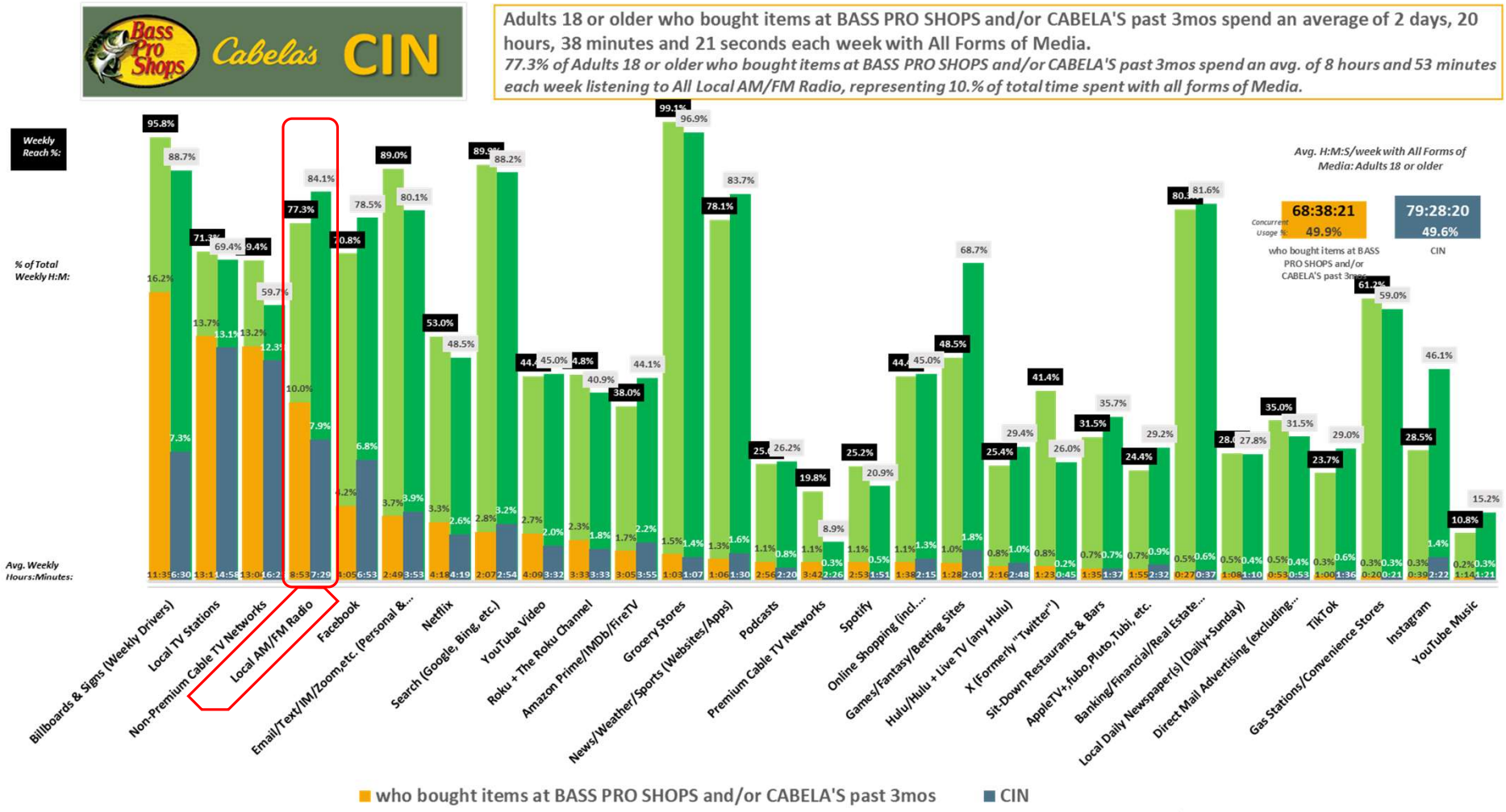


STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 143 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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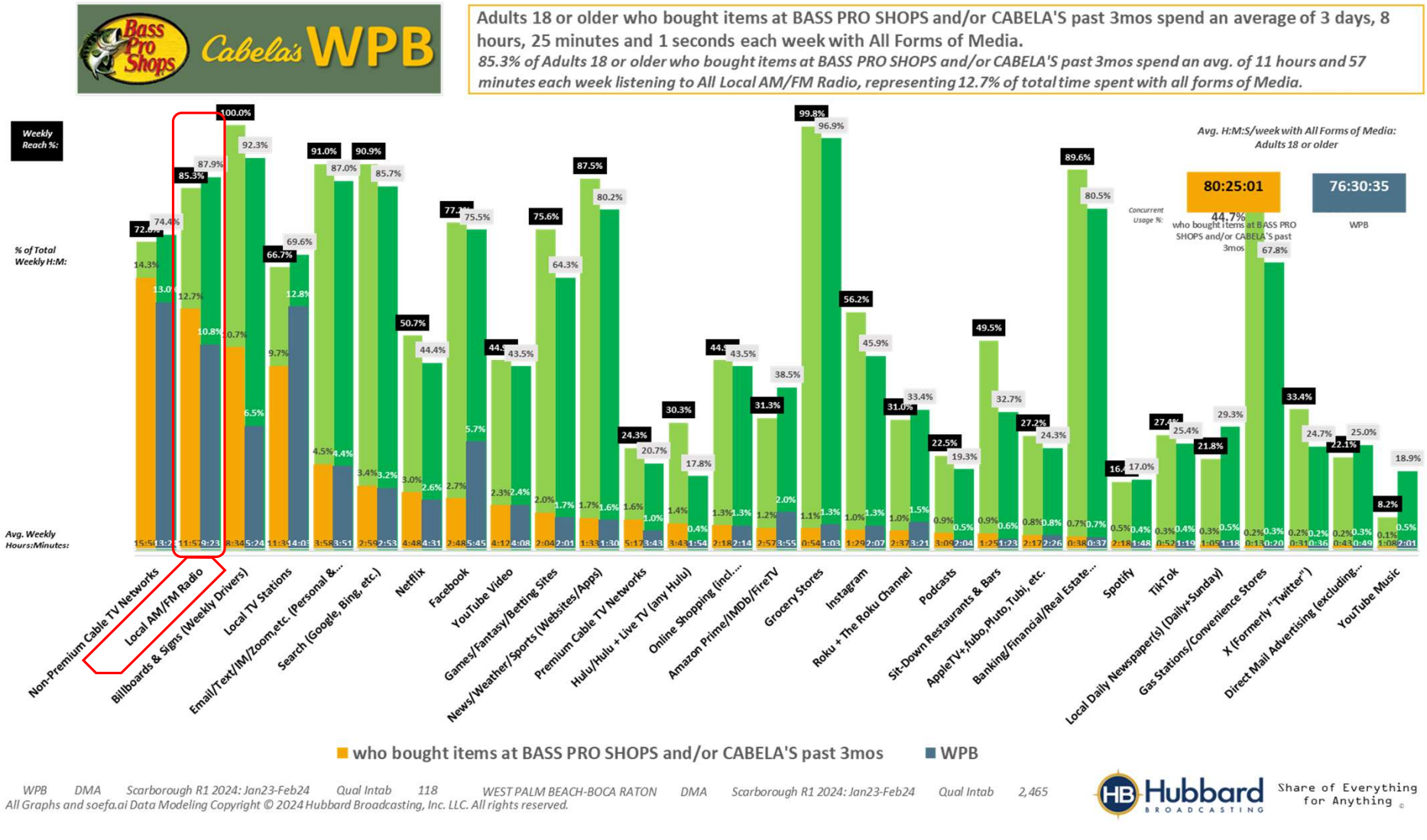


CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 93 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

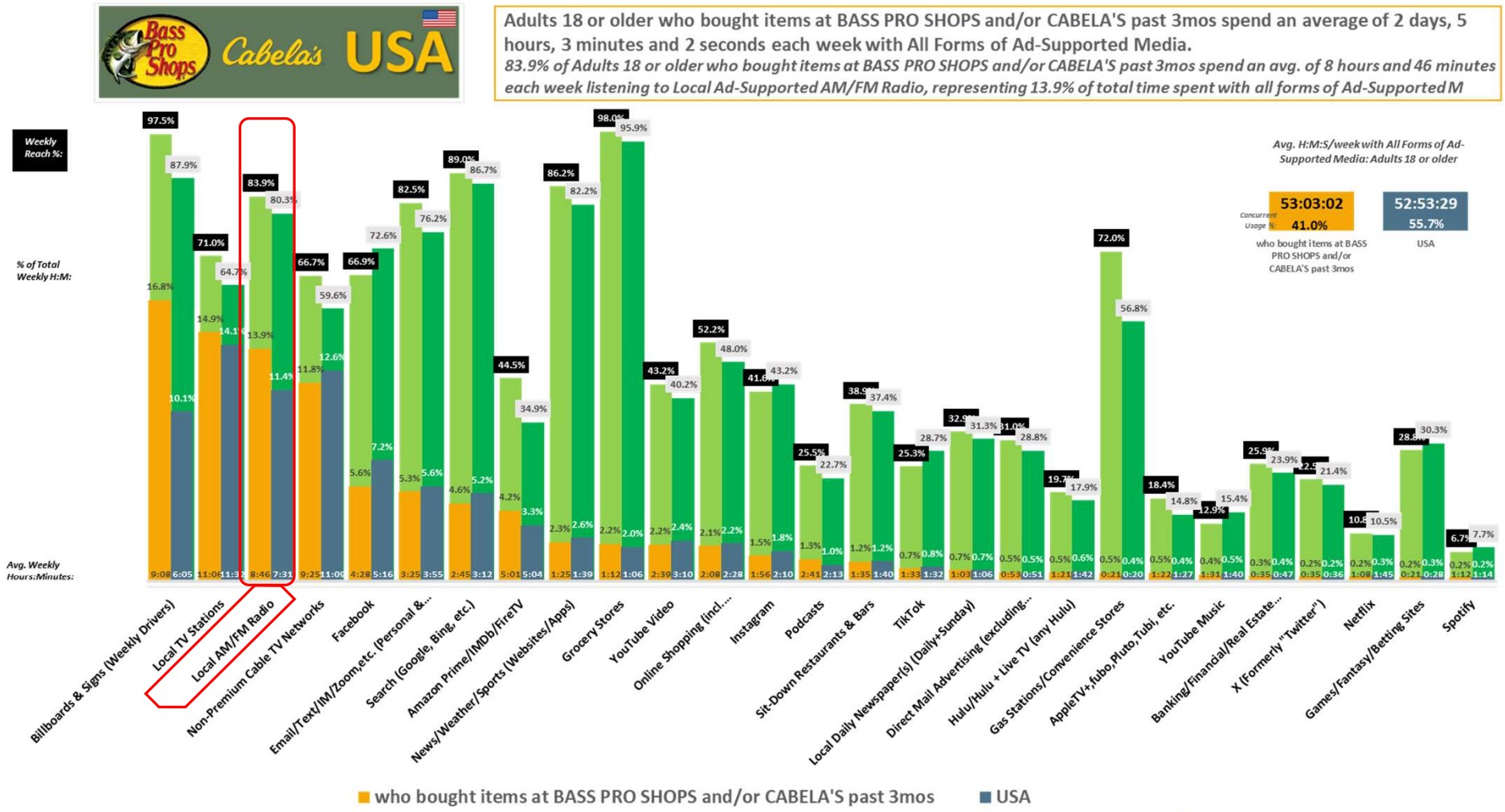


WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 118 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465

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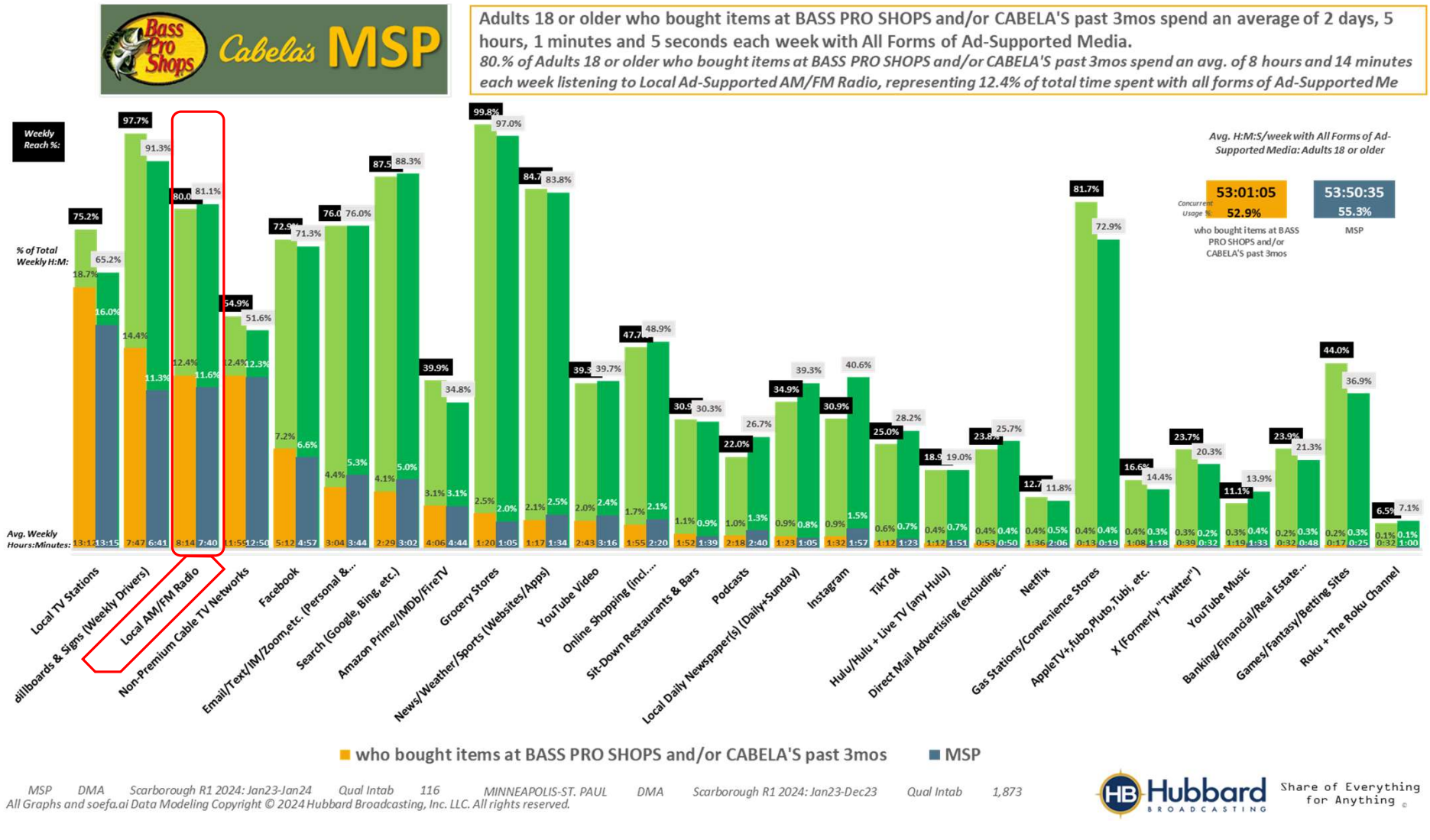


USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,099 USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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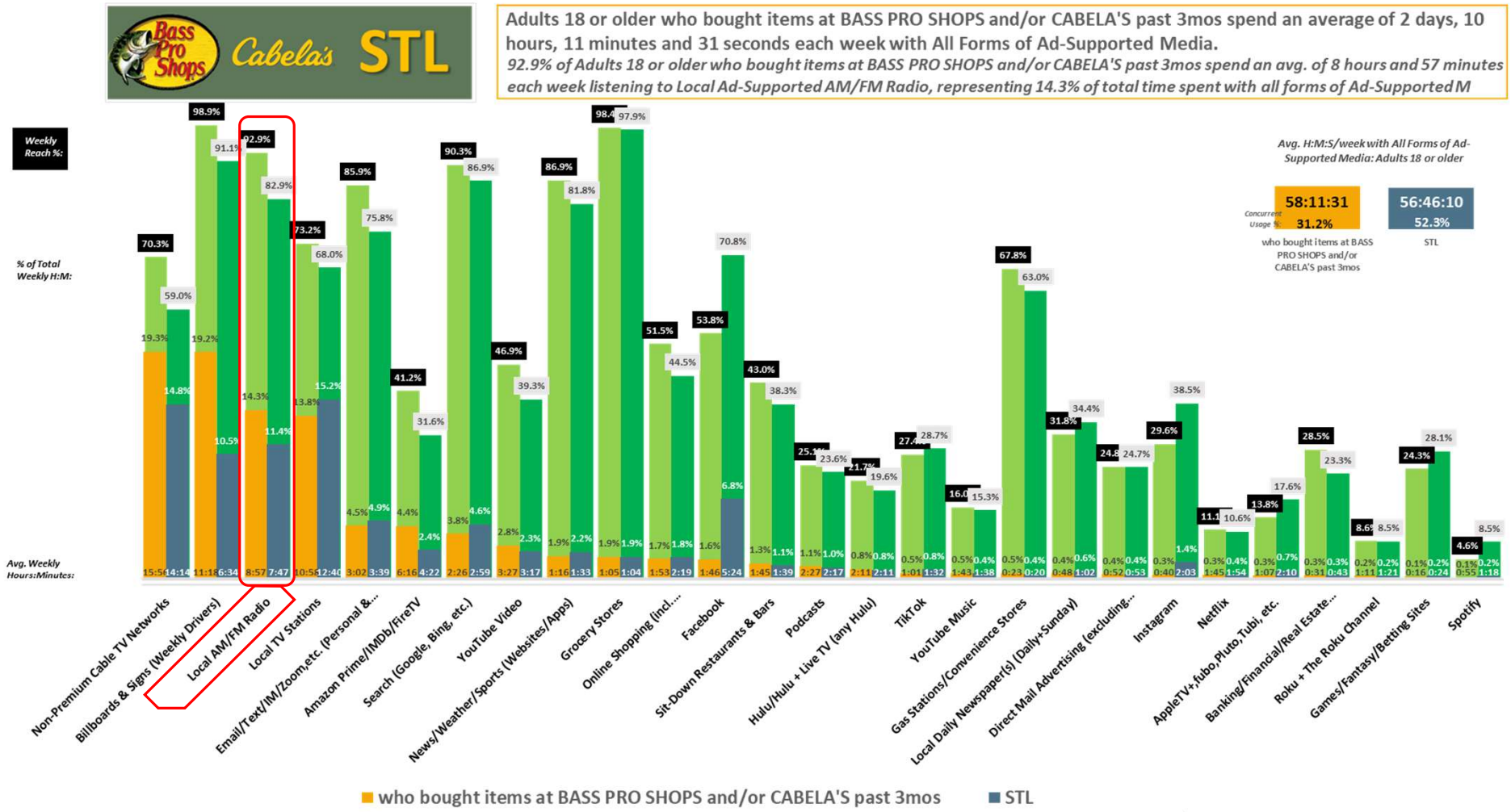


MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 116 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

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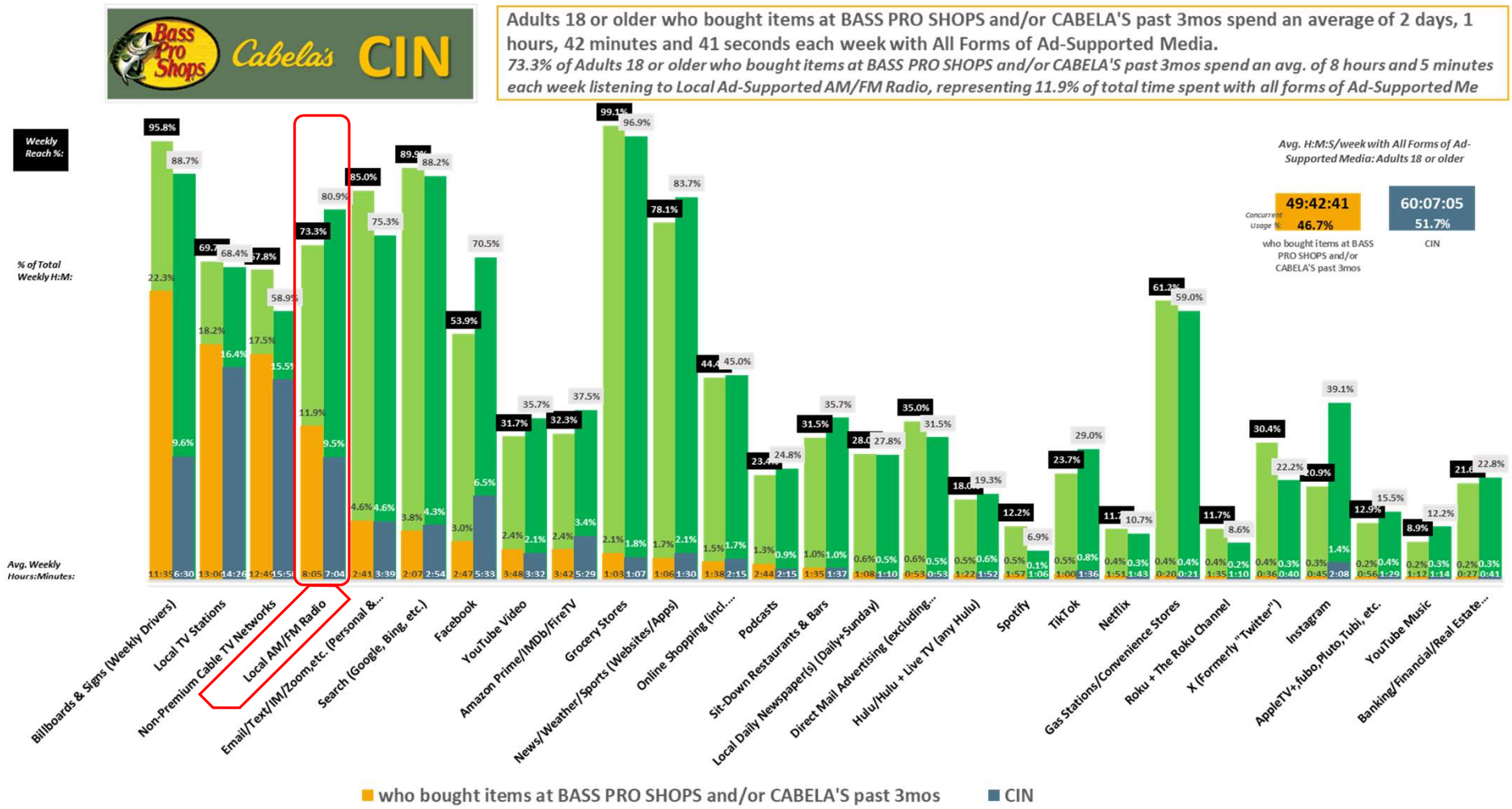


STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 143 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

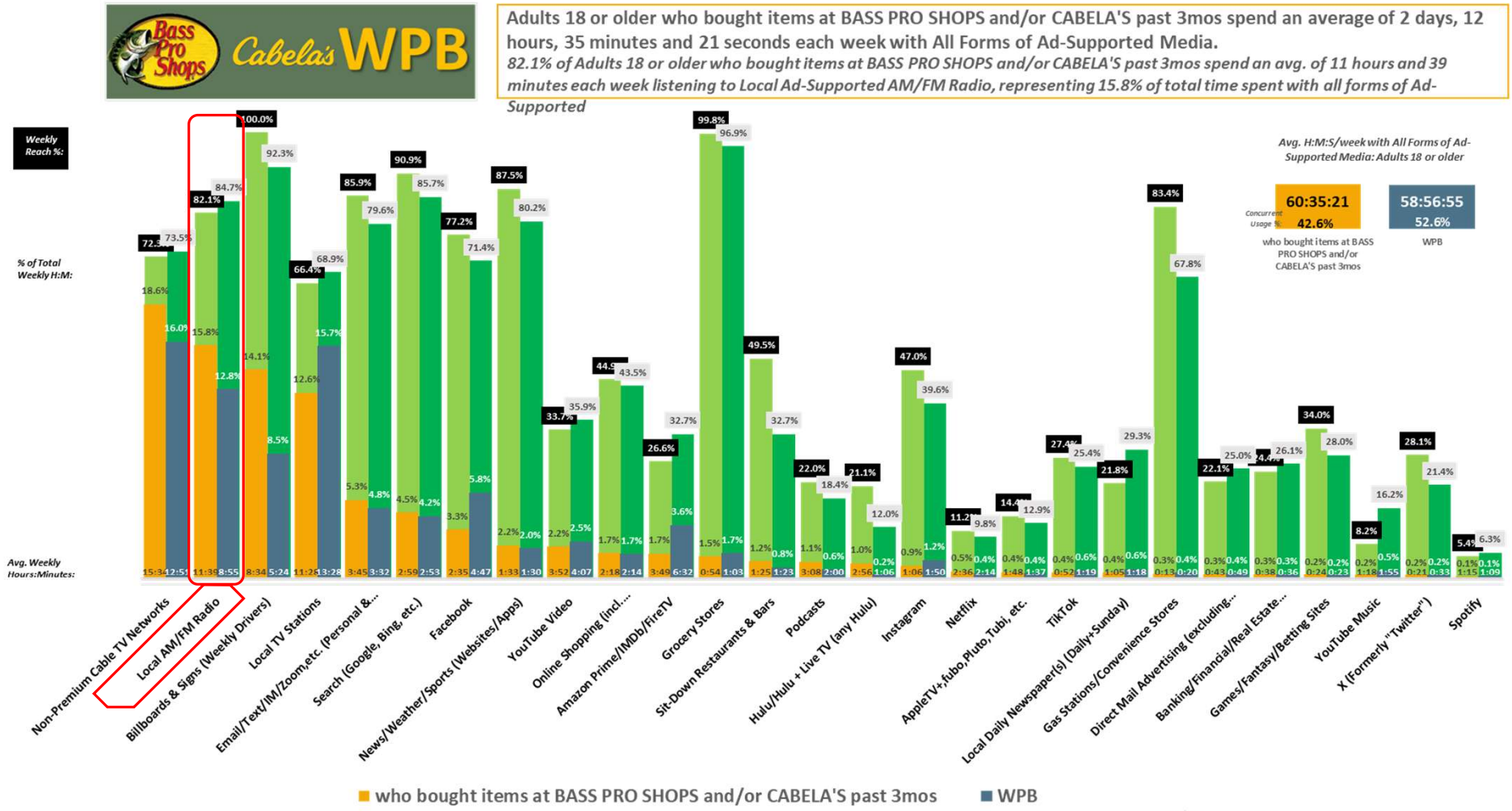


CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 93 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 118 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465

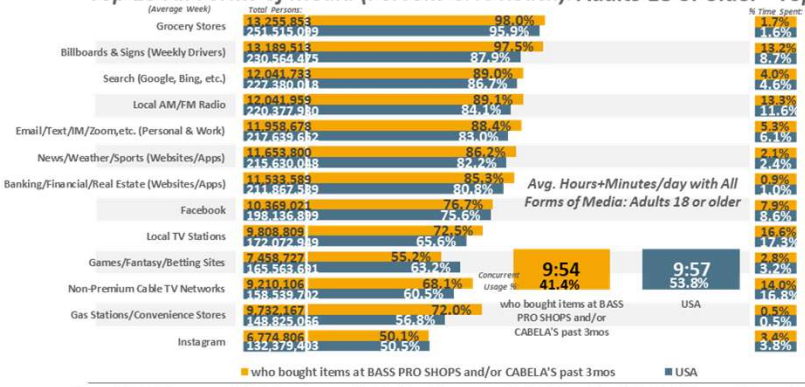
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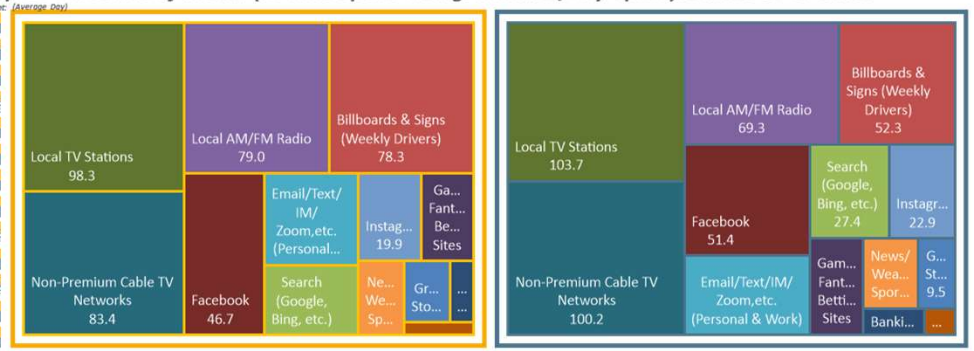
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos spend an average of 7 hours and 34 minutes each day with All Forms of Ad-Supported Media. 83.9% listen to Local AM/FM Radio for an avg. of 75.2 minutes/day. *(Local Radio delivers 13.9% of Time with Ad-Supported Media.)*

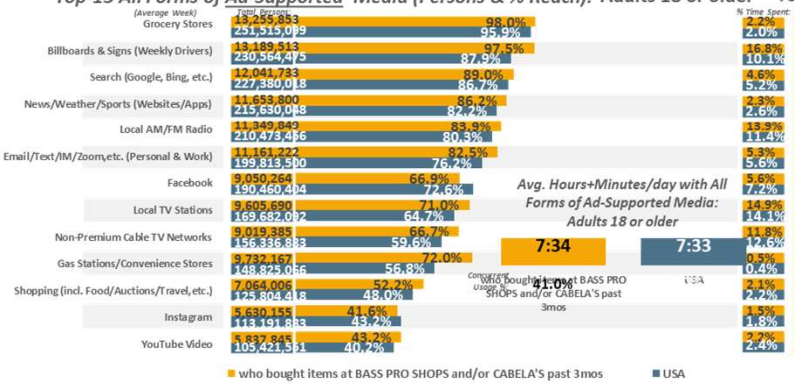
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



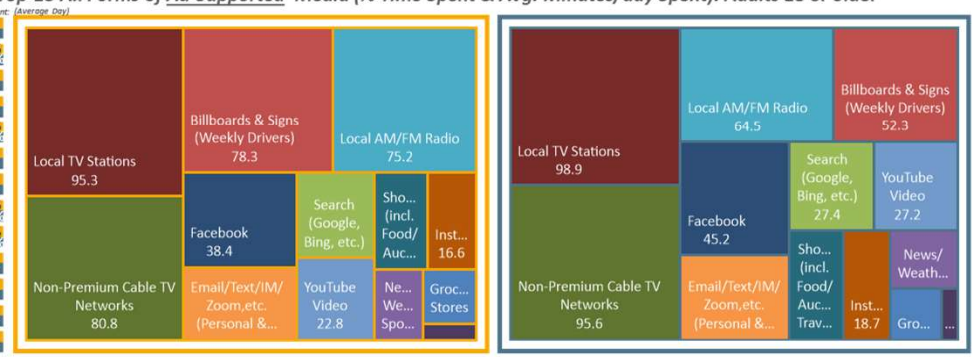
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,099

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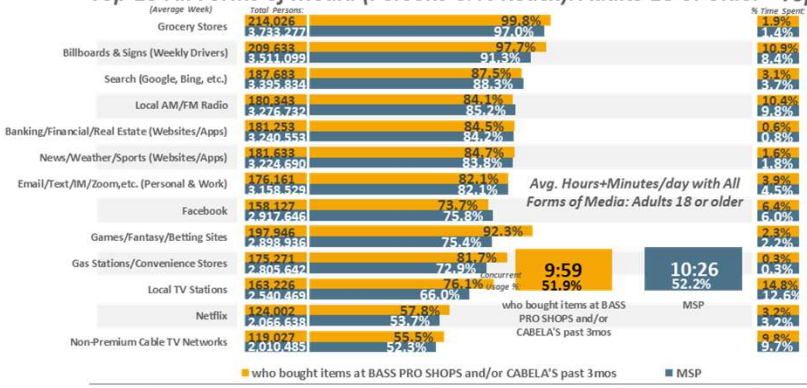
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

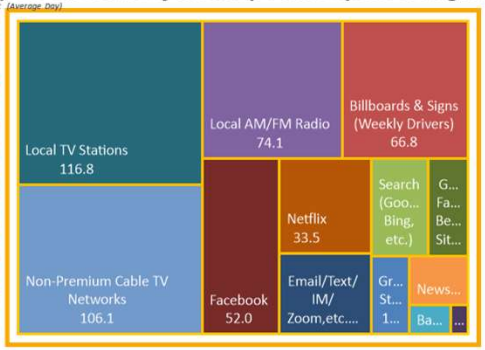
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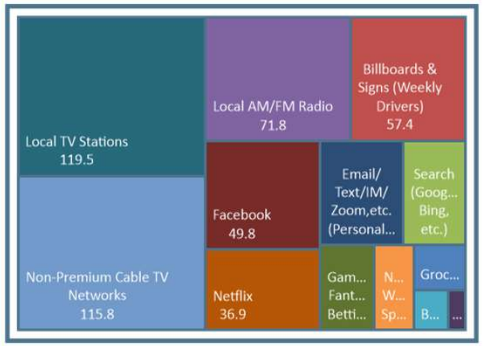
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos spend an average of 7 hours and 34 minutes each day with All Forms of Ad-Supported Media. 80.% listen to Local AM/FM Radio for an avg. of 70.6 minutes/day. *(Local Radio delivers 12.4% of Time with Ad-Supported Media.)*

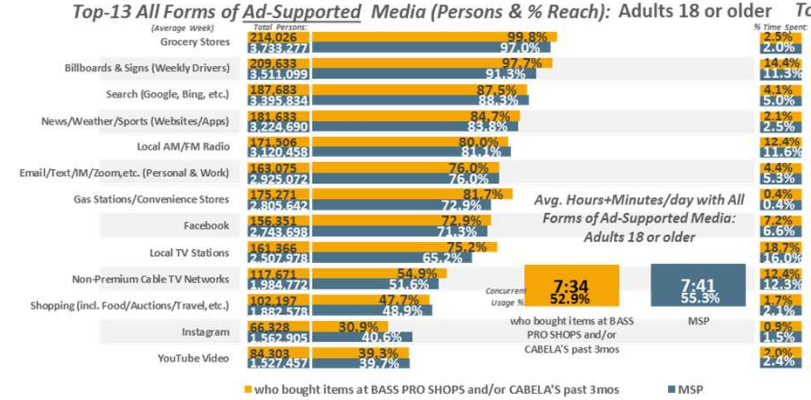
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**

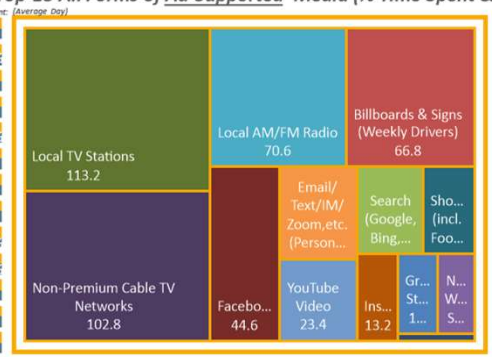


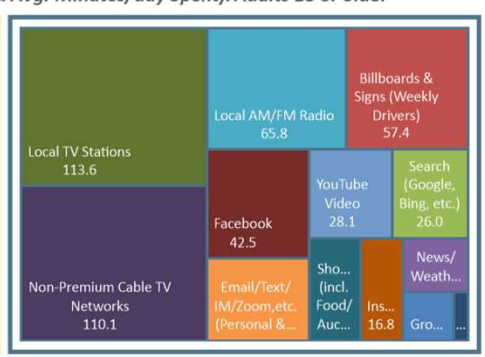




Top-13 All Forms of Ad-Supported Media (Persons & % Reach): **Adults 18 or older**







MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 116

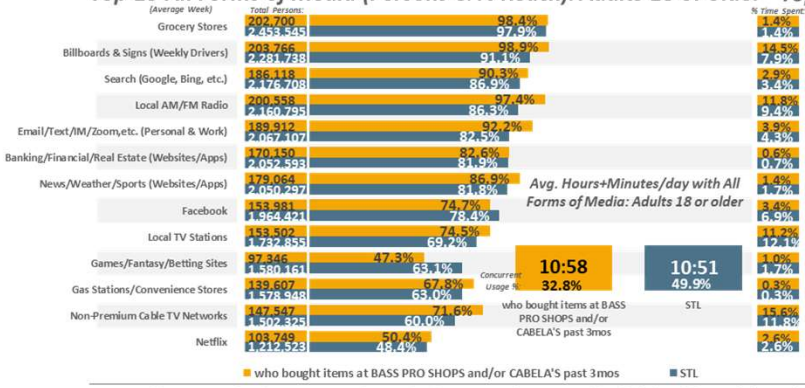
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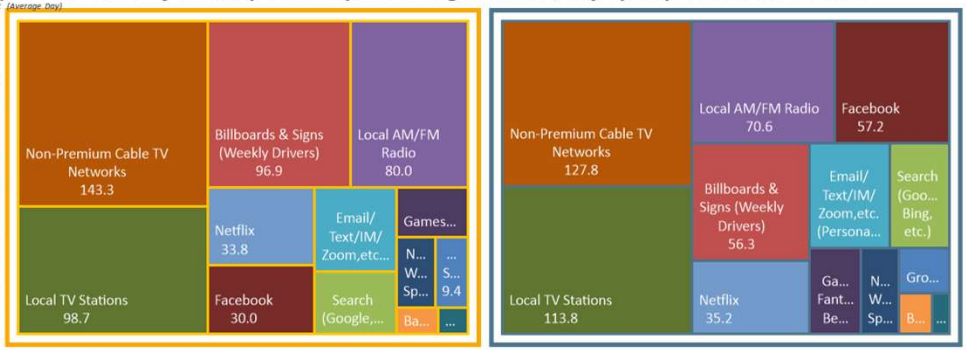
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos spend an average of 8 hours and 18 minutes each day with All Forms of Ad-Supported Media. 92.9% listen to Local AM/FM Radio for an avg. of 76.7 minutes/day. *(Local Radio delivers 14.3% of Time with Ad-Supported Media.)*

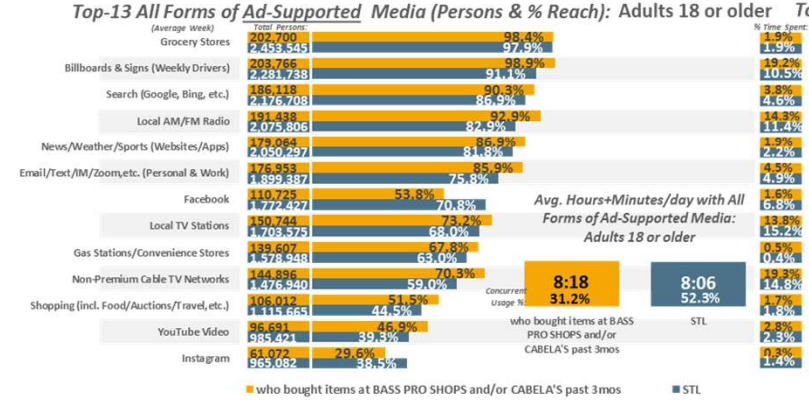
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



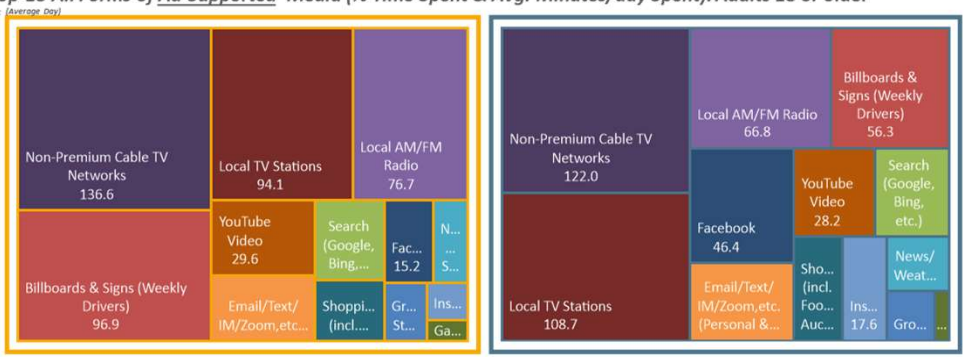
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 143

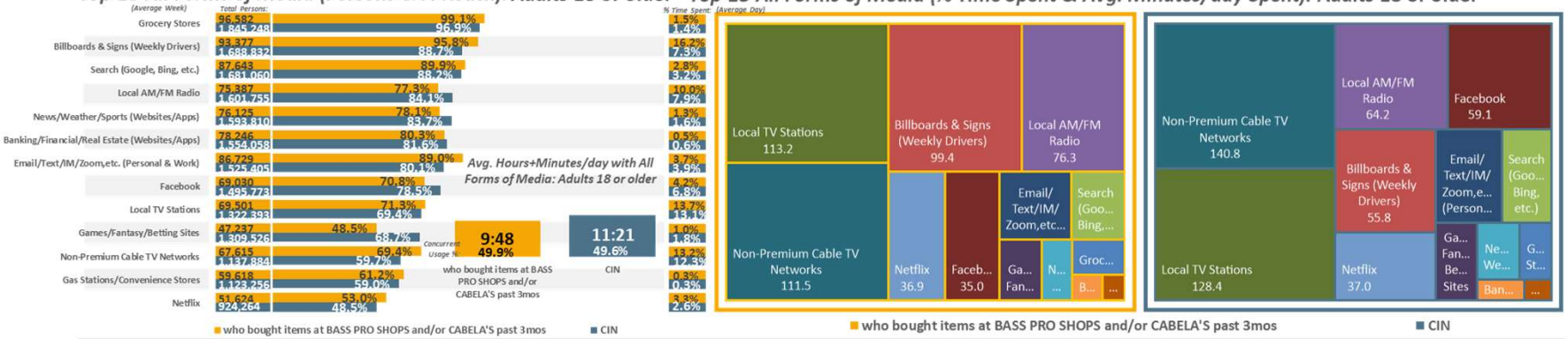
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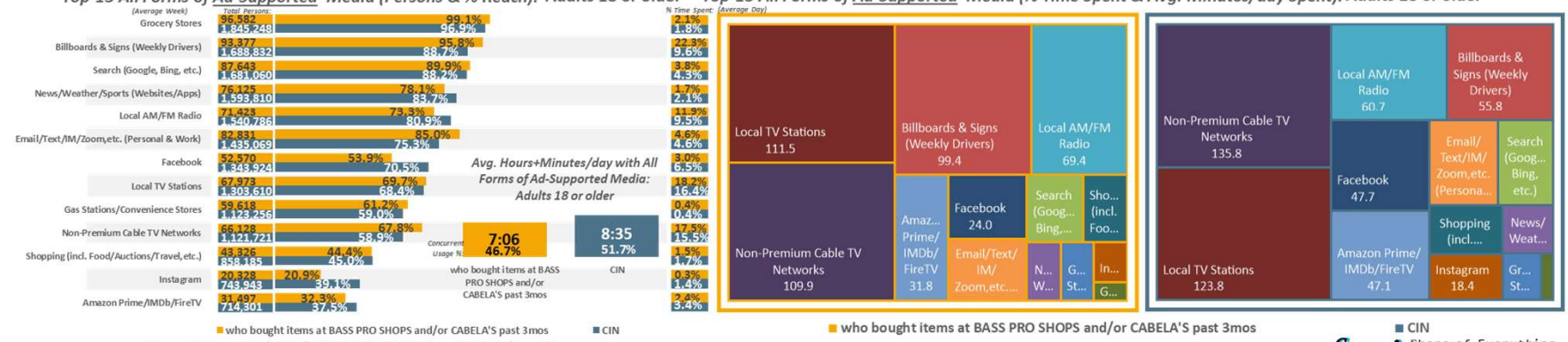
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos spend an average of 7 hours and 6 minutes each day with All Forms of Ad-Supported Media. 73.3% listen to Local AM/FM Radio for an avg. of 69.4 minutes/day. *(Local Radio delivers 11.9% of Time with Ad-Supported Media.)*

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



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 93

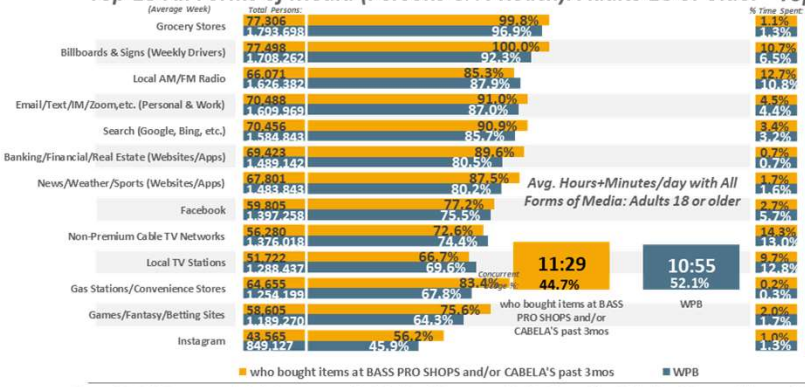
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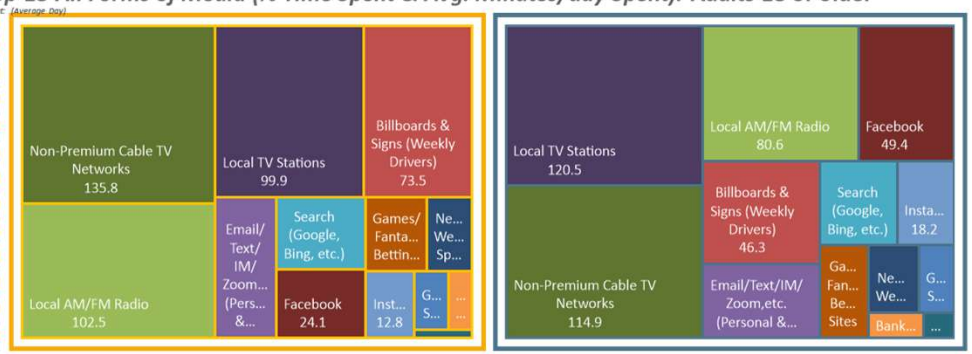
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos spend an average of 8 hours and 39 minutes each day with All Forms of Ad-Supported Media. 82.1% listen to Local AM/FM Radio for an avg. of 99.9 minutes/day. *(Local Radio delivers 15.8% of Time with Ad-Supported Media.)*

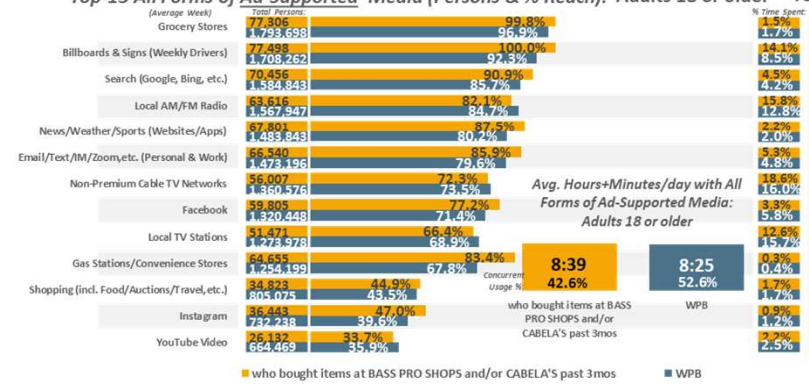
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



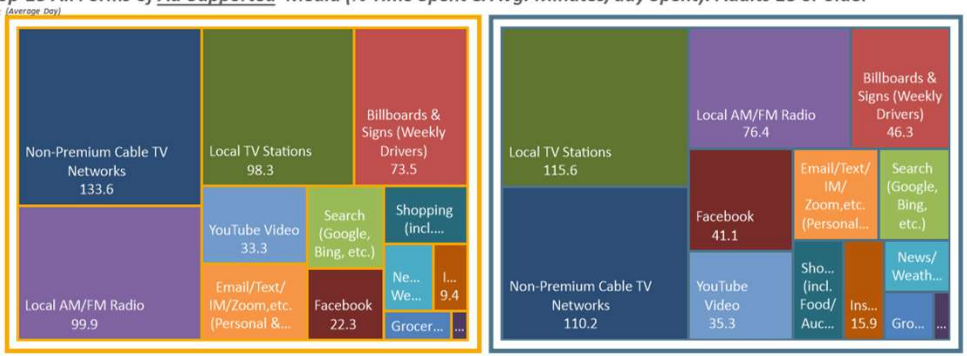
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 118

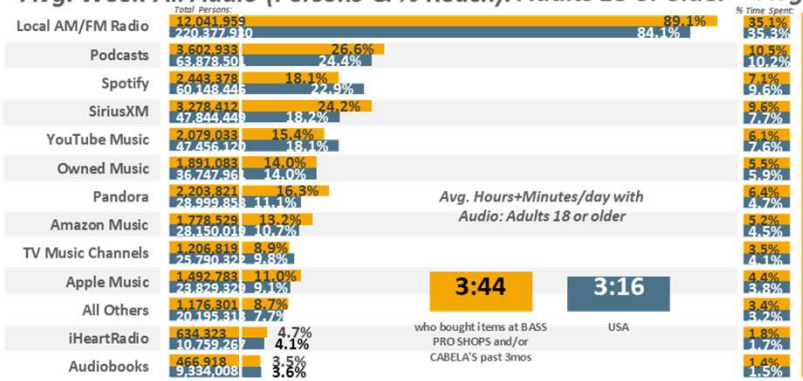
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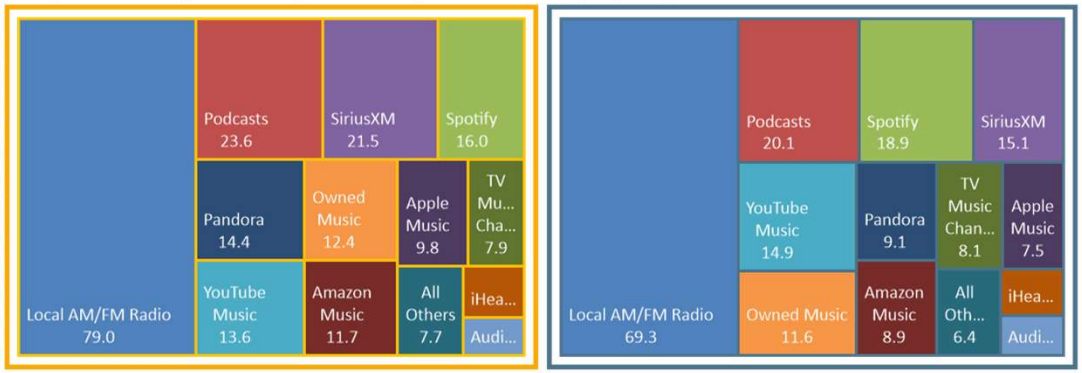
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

11,349,849 or 83.9% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 75.2 minutes every day representing 44.8% of all time spent daily with Ad-Supported Audio.

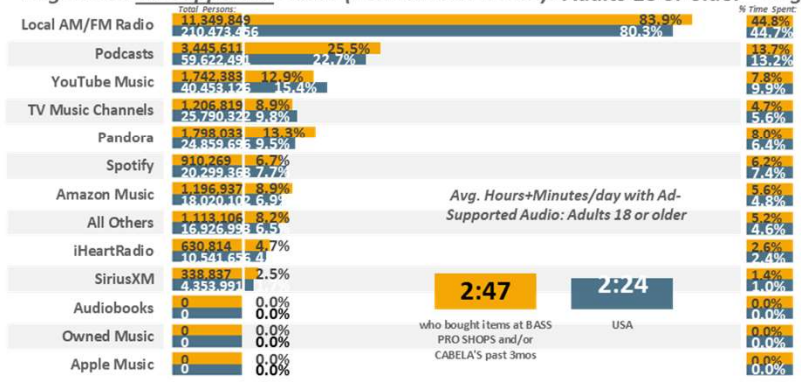
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



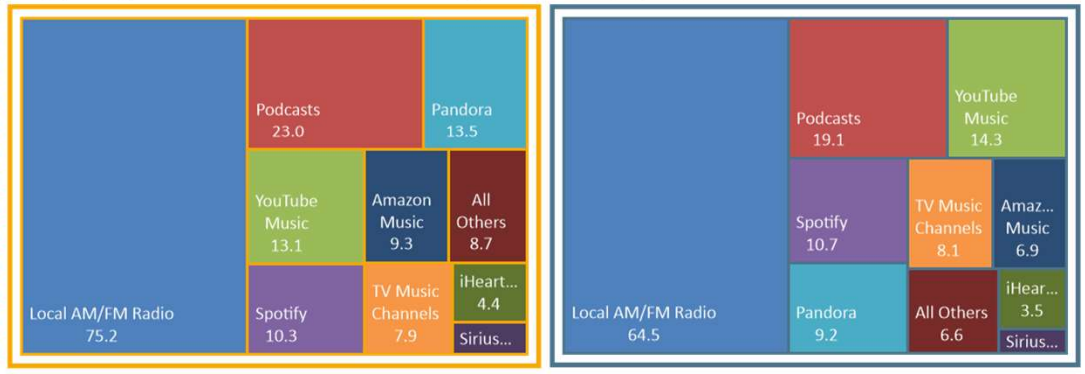
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2024: Jan23-Apr24 Qual Intab 1,099

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Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

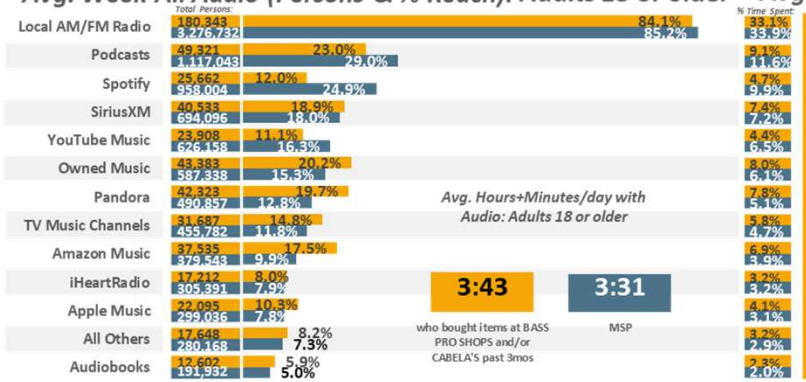
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

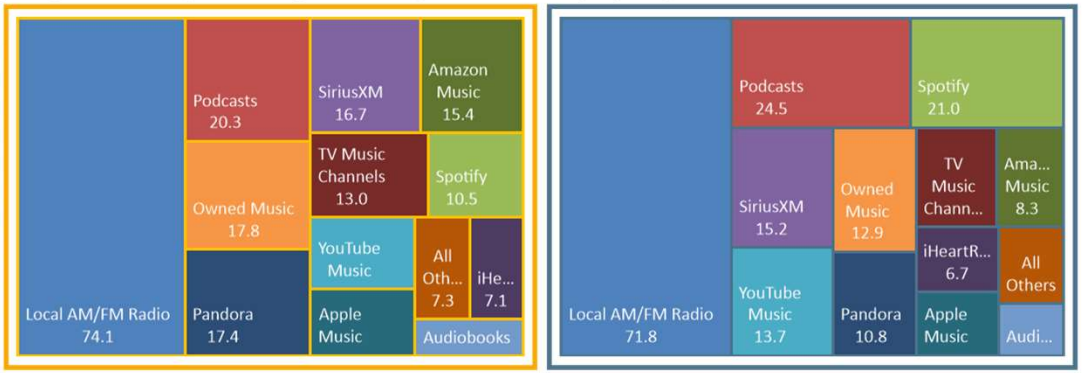
Bass Pro Shops Cabela's MSP

171,506 or 80.% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 70.6 minutes every day representing 44.5% of all time spent daily with Ad-Supported Audio.

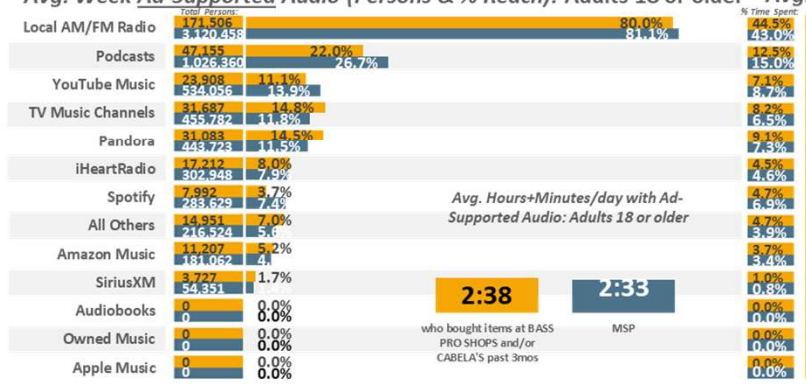
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



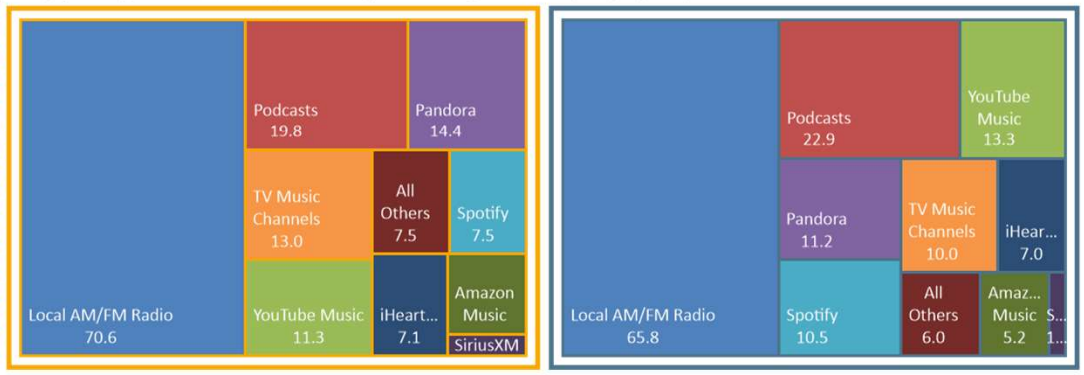
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 116

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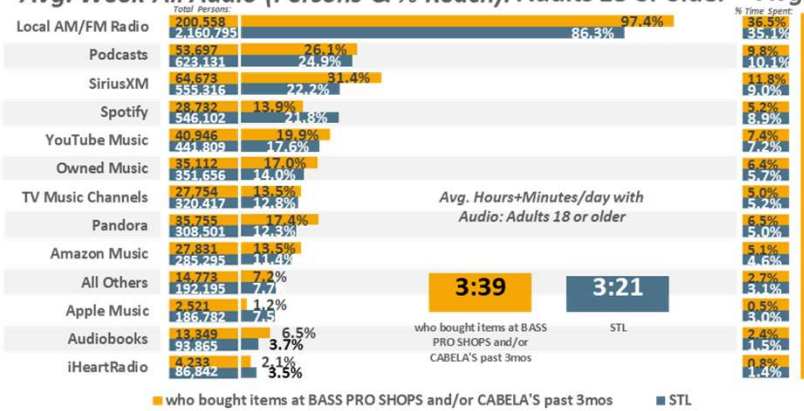
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

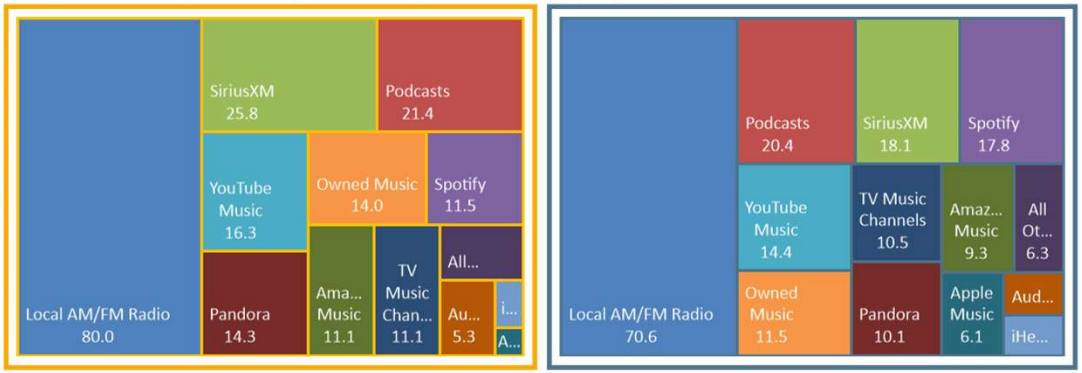
Bass Pro Shops Cabela's STL

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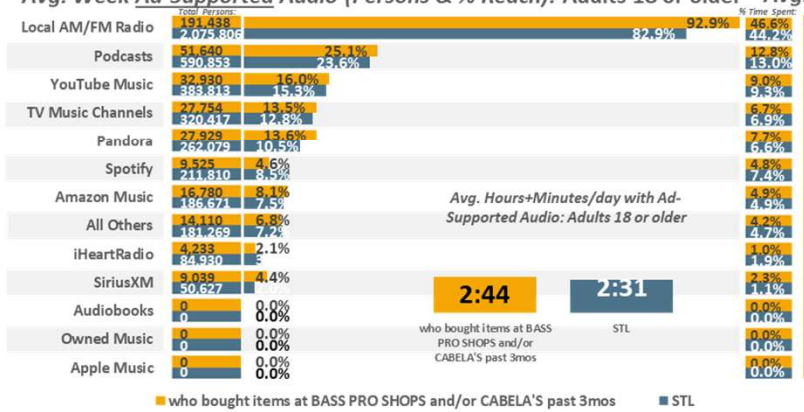
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



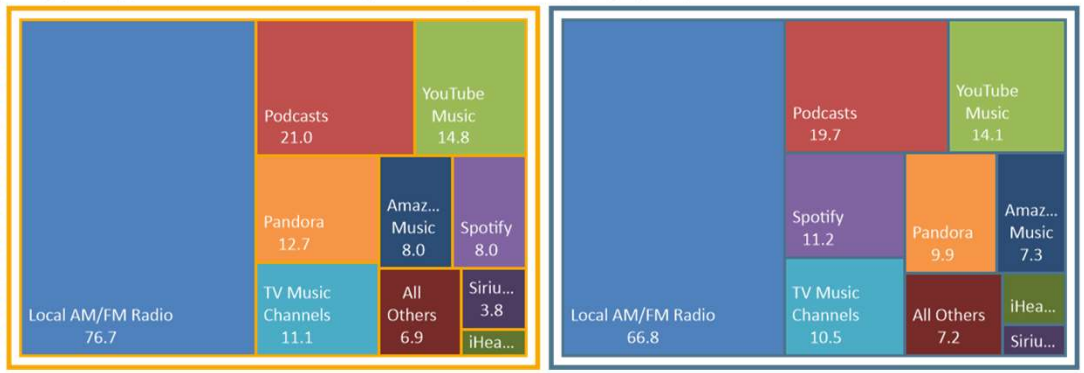
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 143

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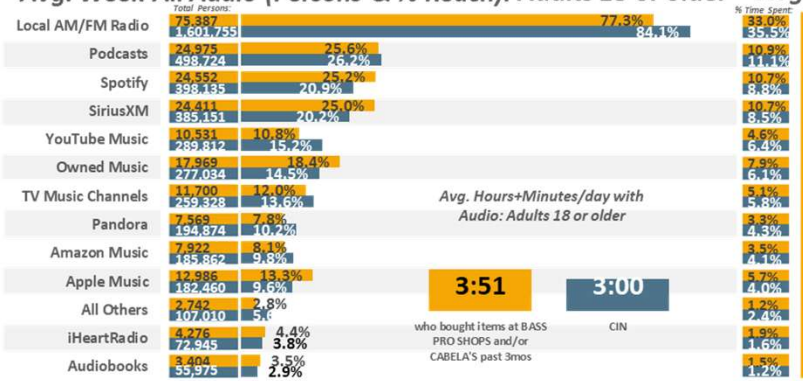
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

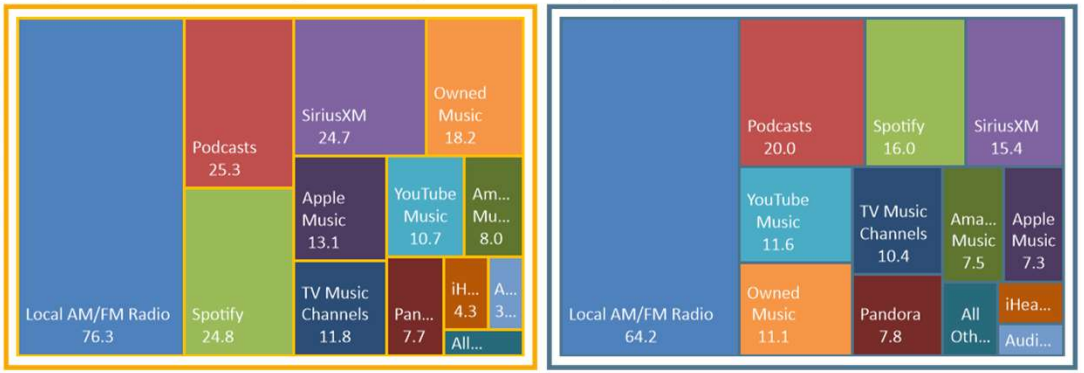
Bass Pro Shops Cabela's **CIN**

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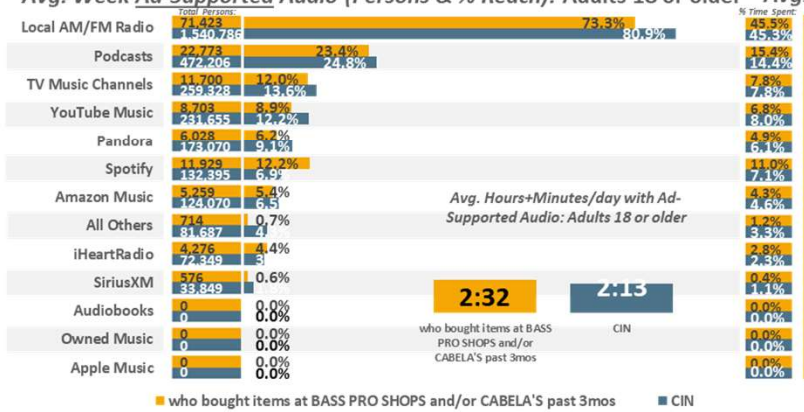
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



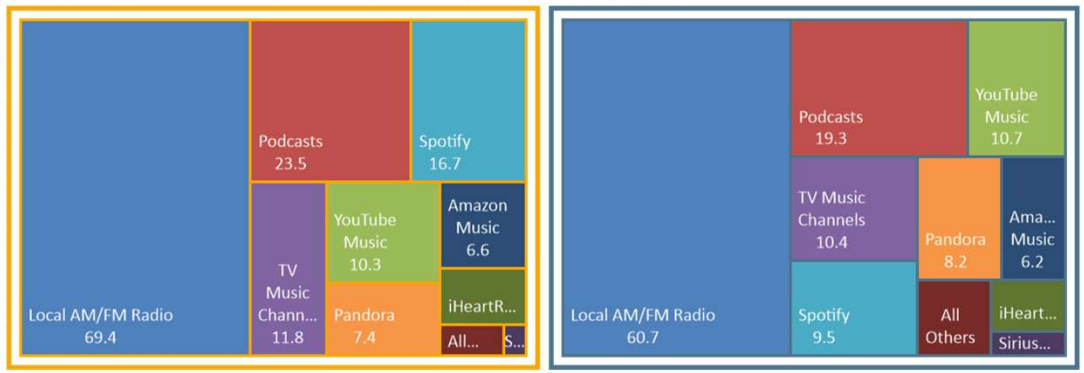
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 93

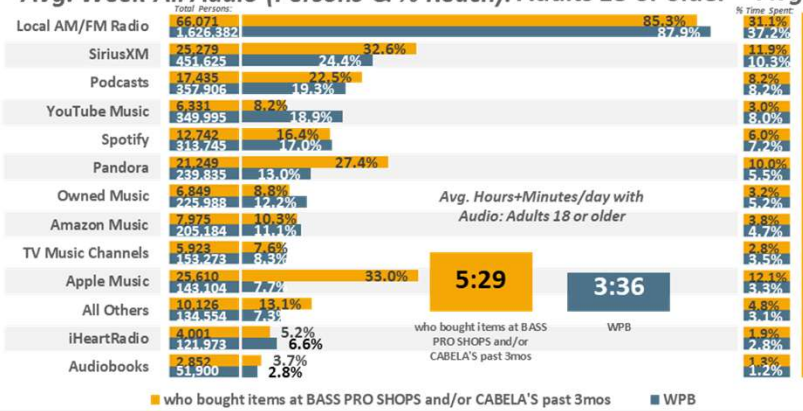
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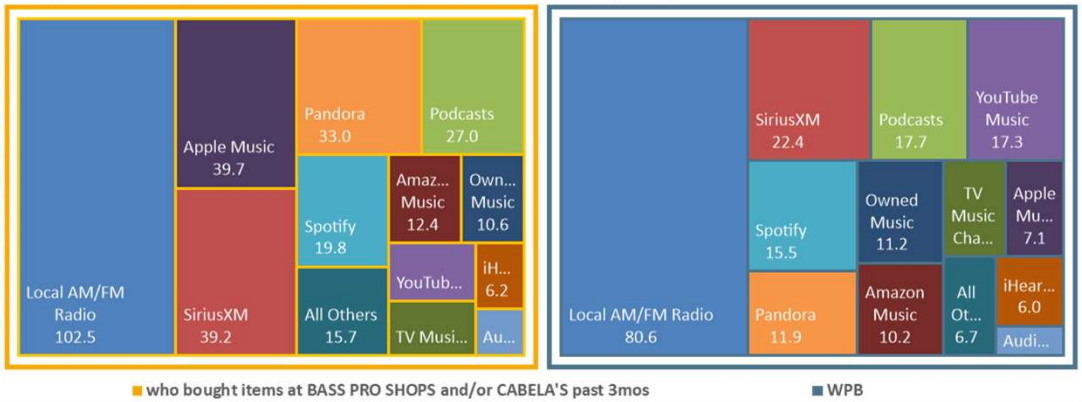
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

63,616 or 82.1% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 99.9 minutes every day representing 43.1% of all time spent daily with Ad-Supported Audio.

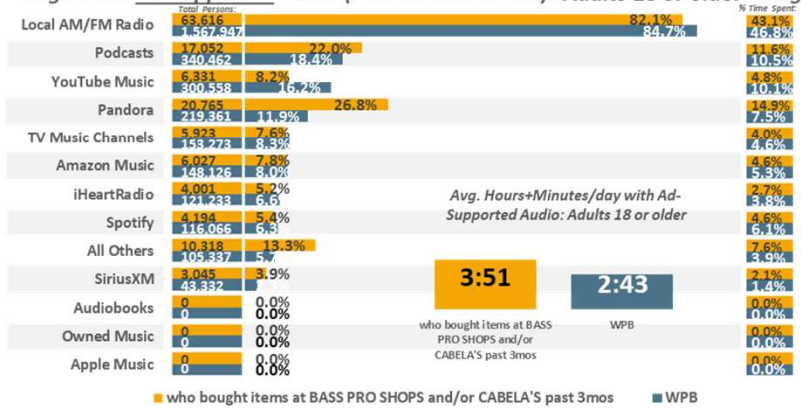
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



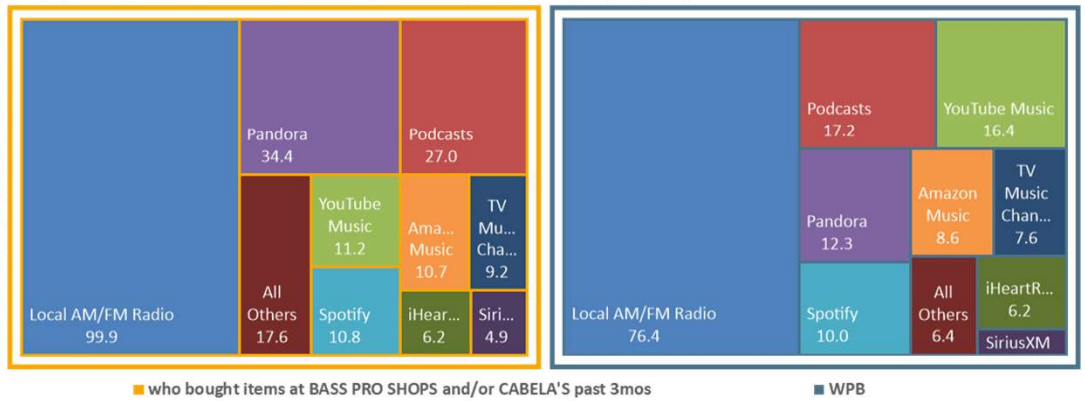
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



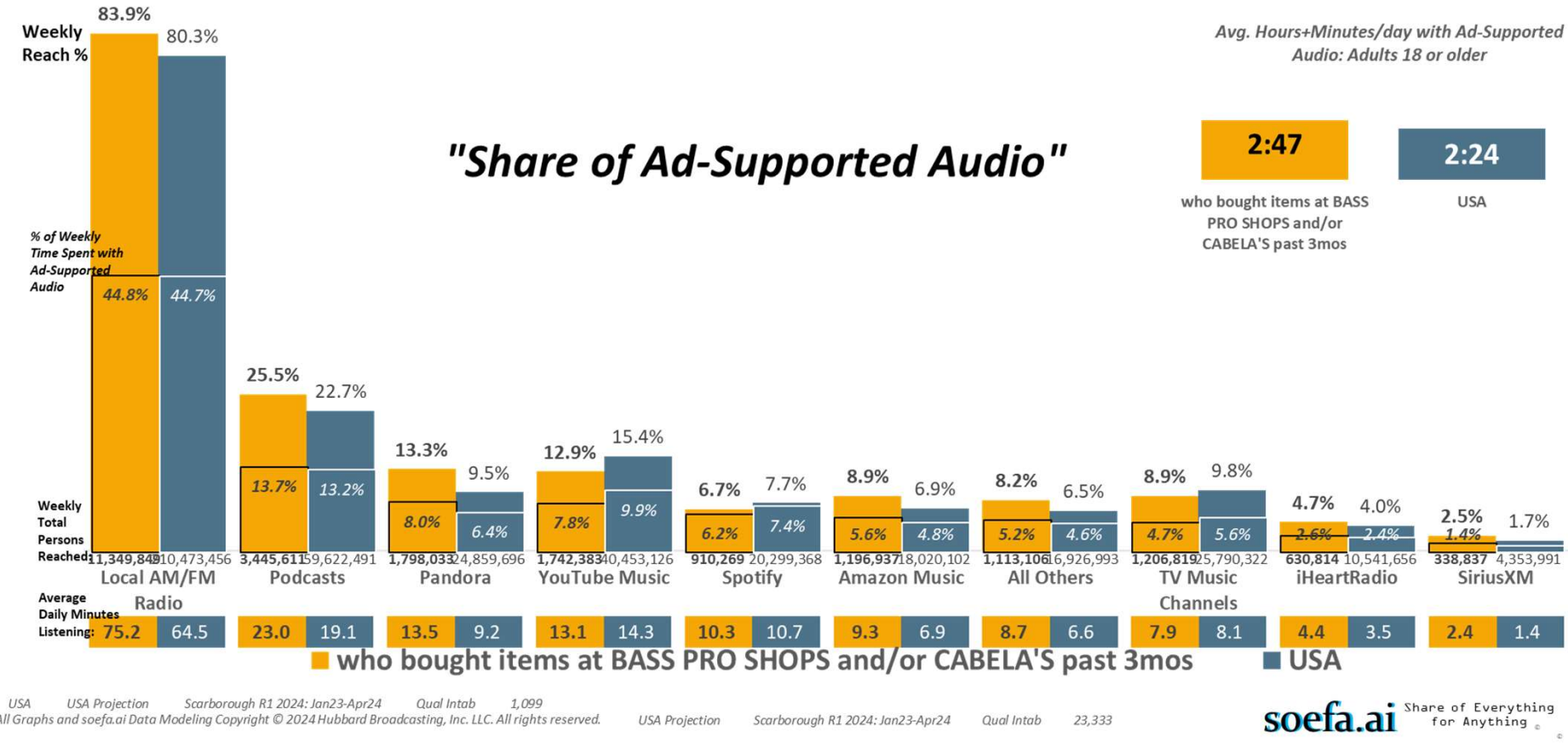
WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 118

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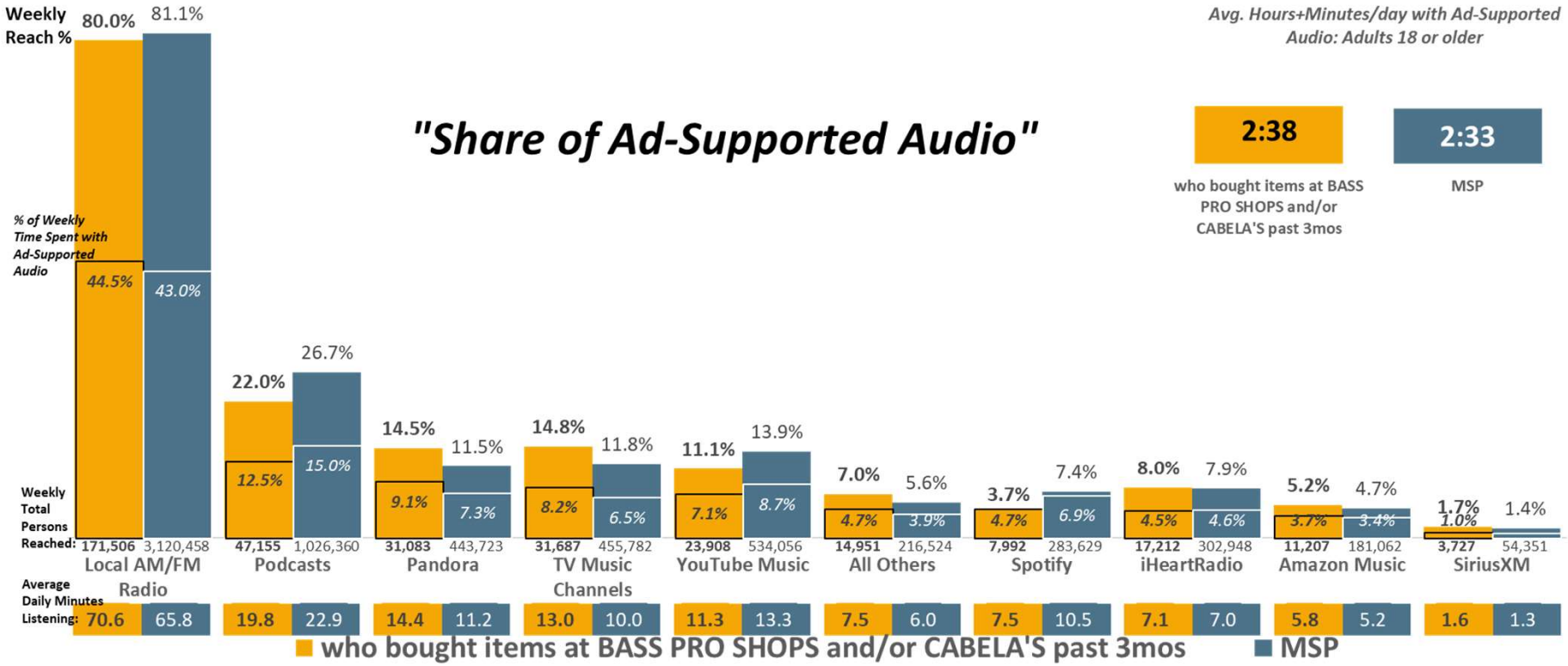
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USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,099
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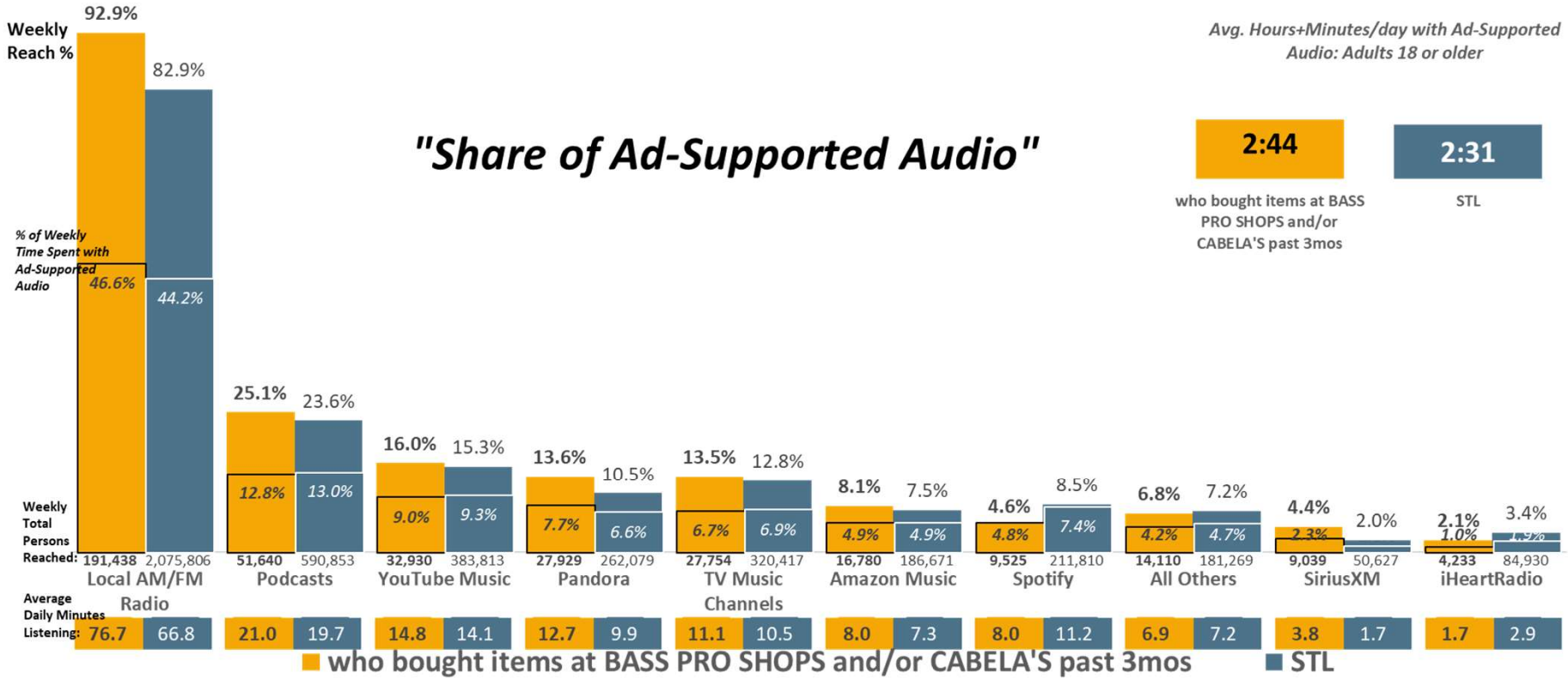
MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 116 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

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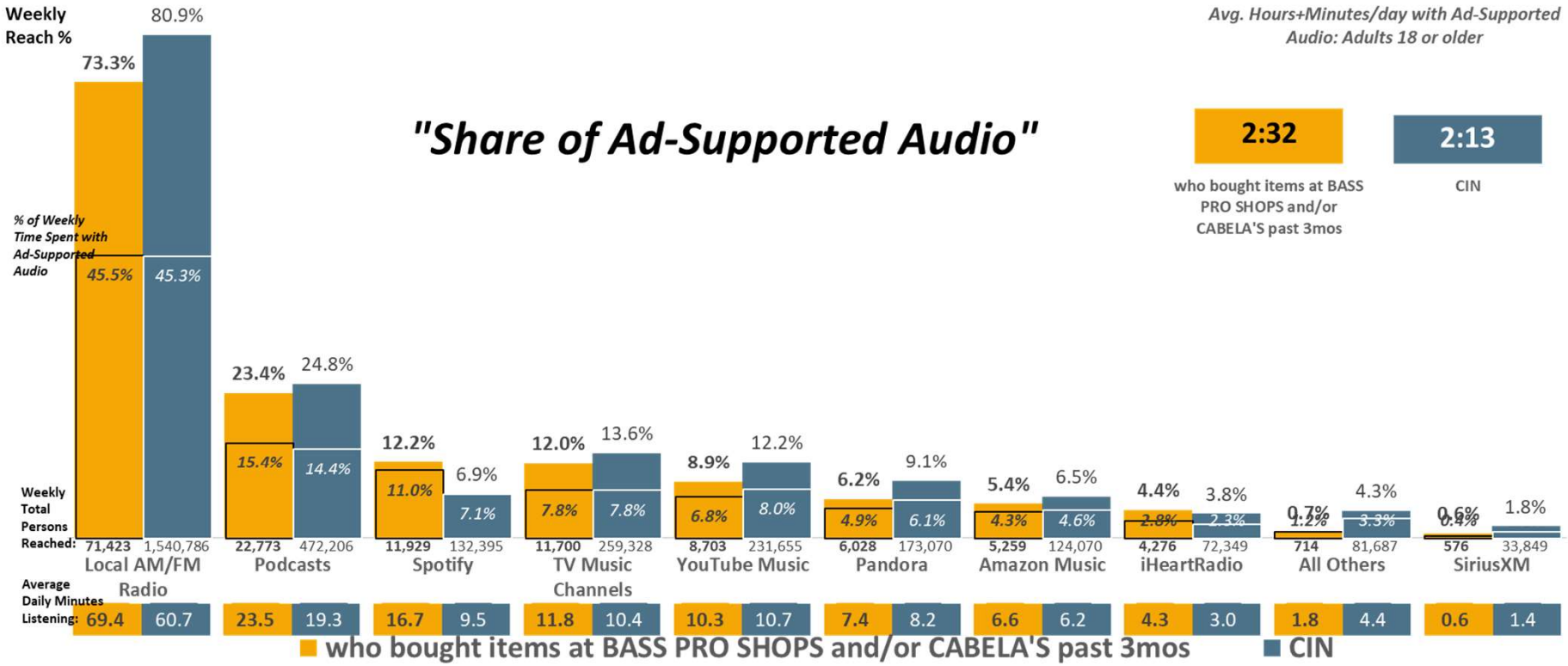
STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 143 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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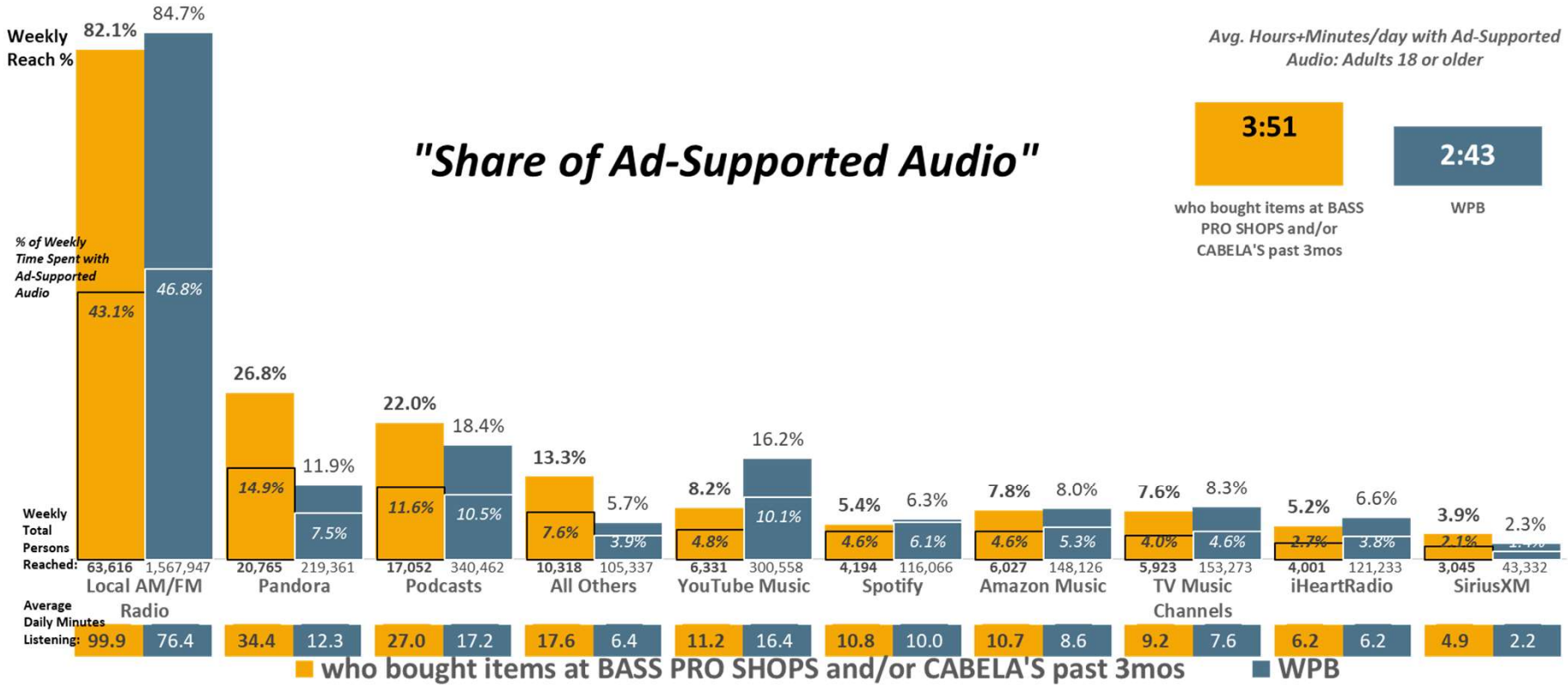
CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 93 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

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WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 118 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465

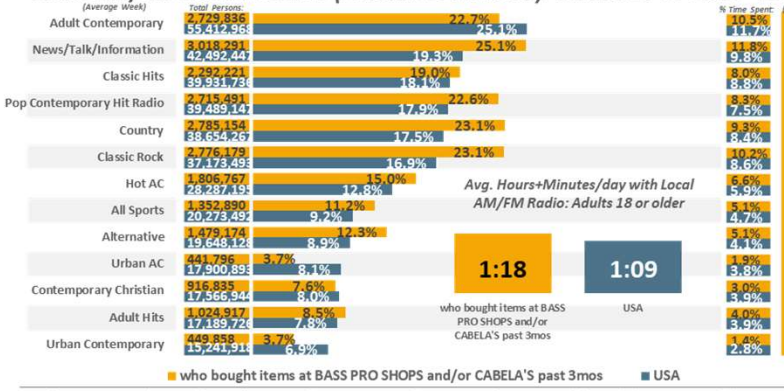
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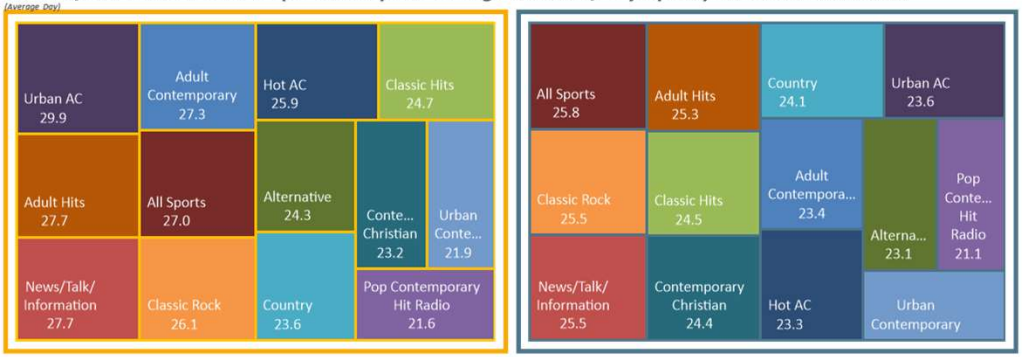
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

11,349,849 or 83.9% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Rock, Adult Contemporary, Pop Contemporary Hit Radio, and News/Talk/Inf

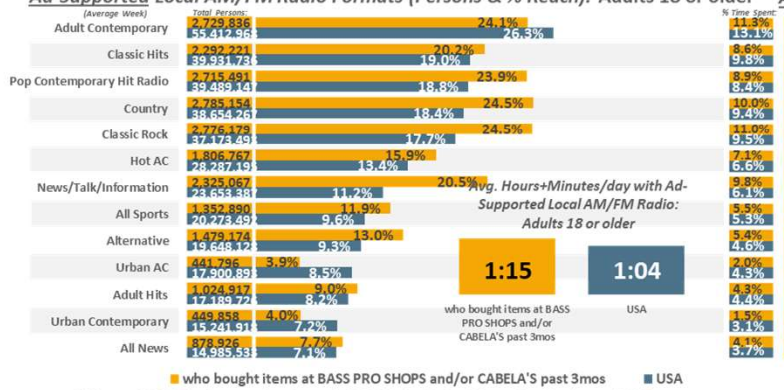
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



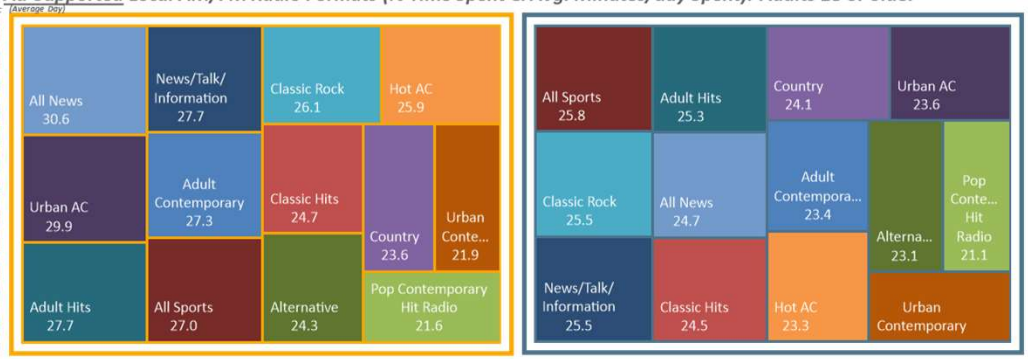
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2024: Jan23-Apr24 Qual Intab 1,099

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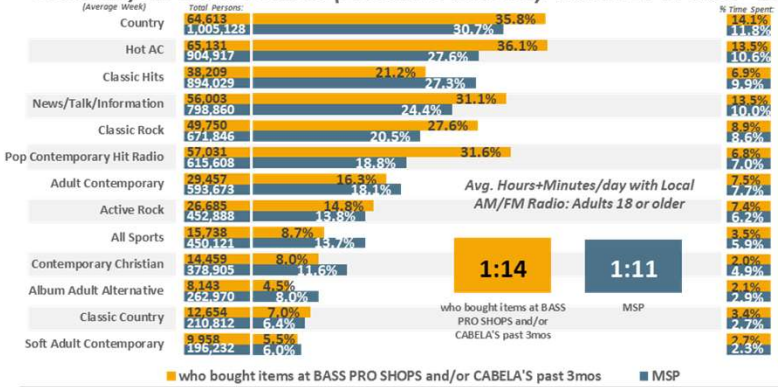
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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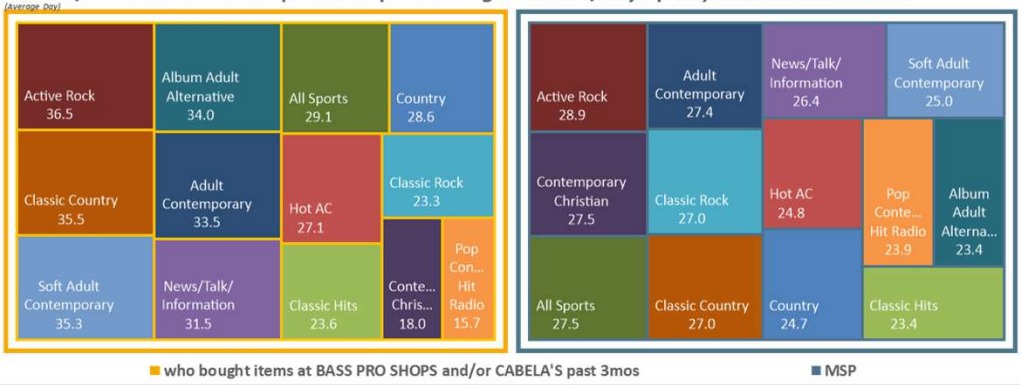
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

171,506 or 80.% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Country, Pop Contemporary Hit Radio, Classic Rock, and News/Talk/Information.

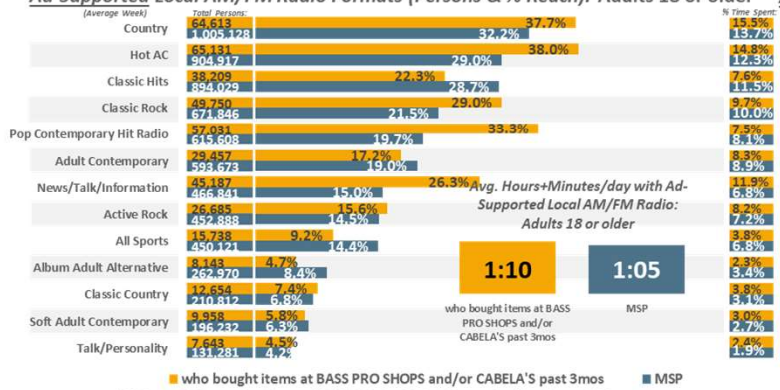
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



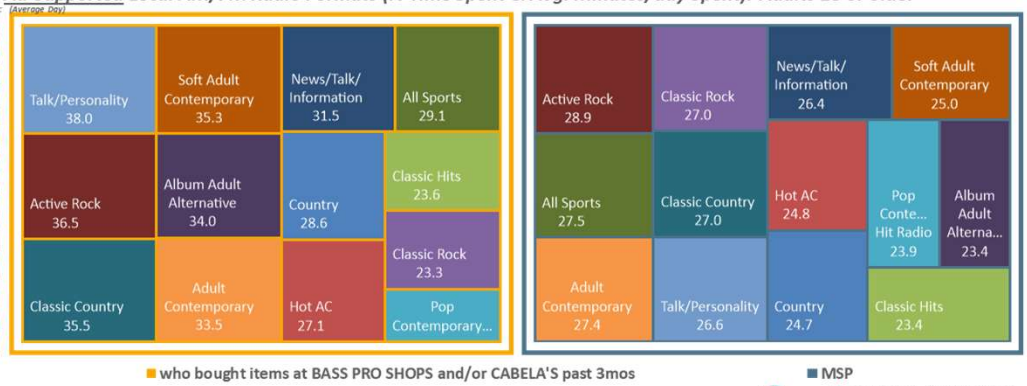
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2024: Jan23-Jan24 Qual Intab 116

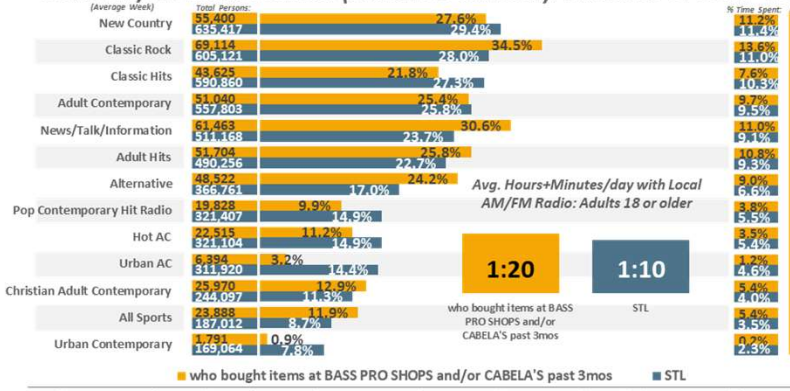
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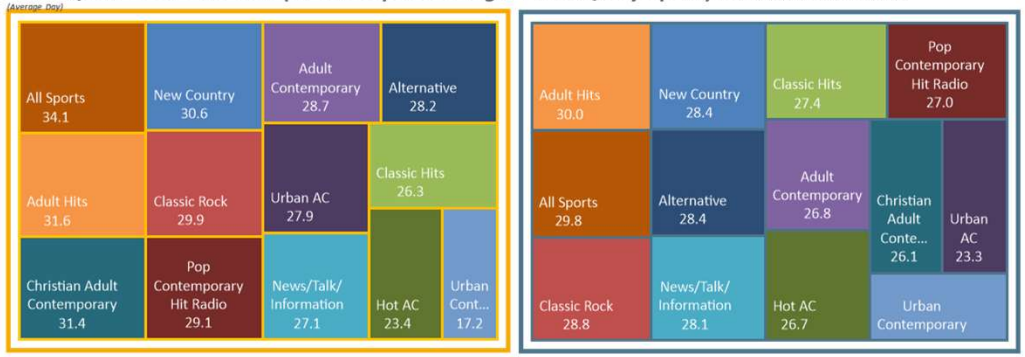
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

191,438 or 92.9% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, New Country, News/Talk/Information, Adult Hits, and Adult Contemporary.

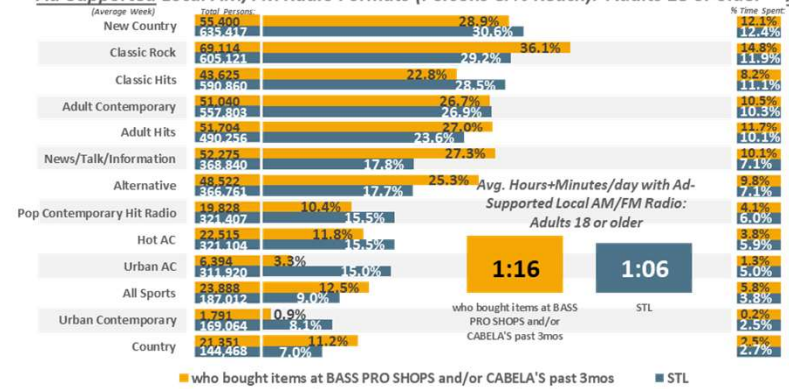
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



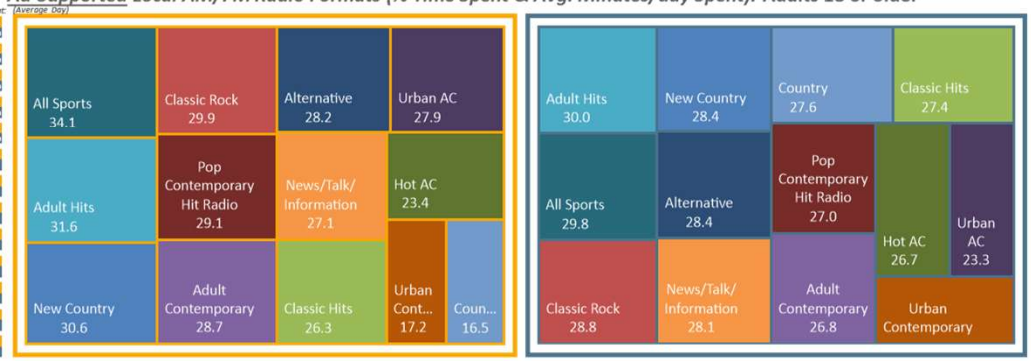
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 143

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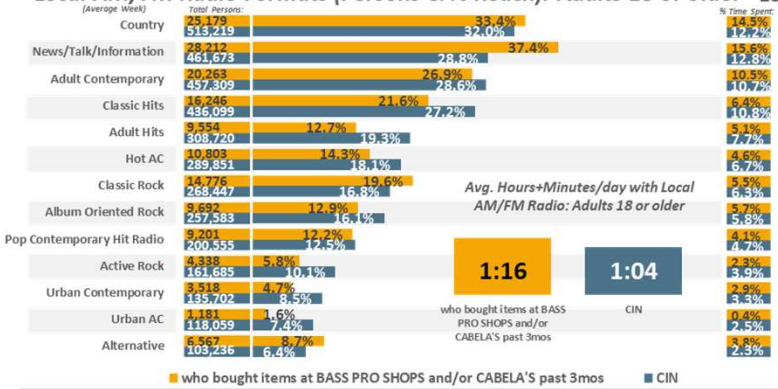
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

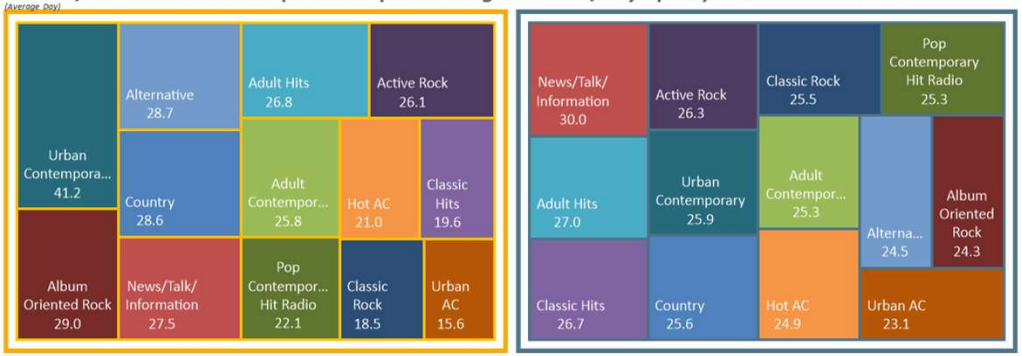
Bass Pro Shops Cabela's **CIN**

71,423 or 73.3% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, News/Talk/Information, Classic Hits, and Classic Rock.

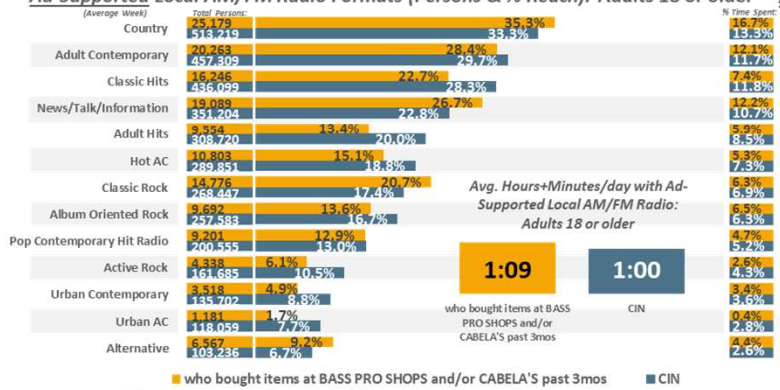
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



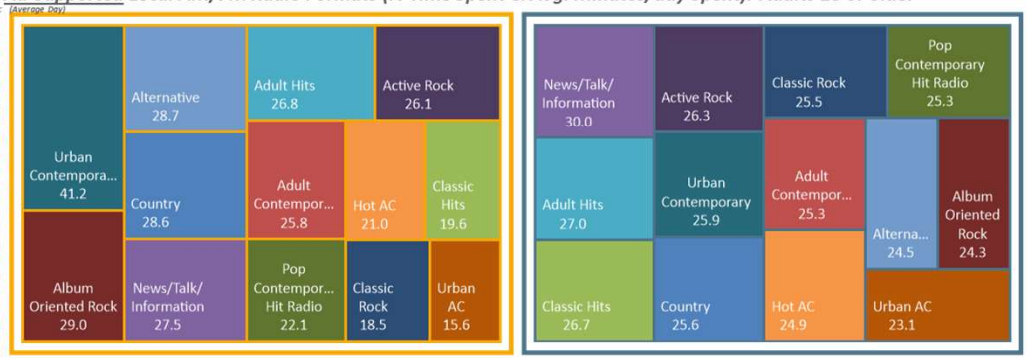
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 93

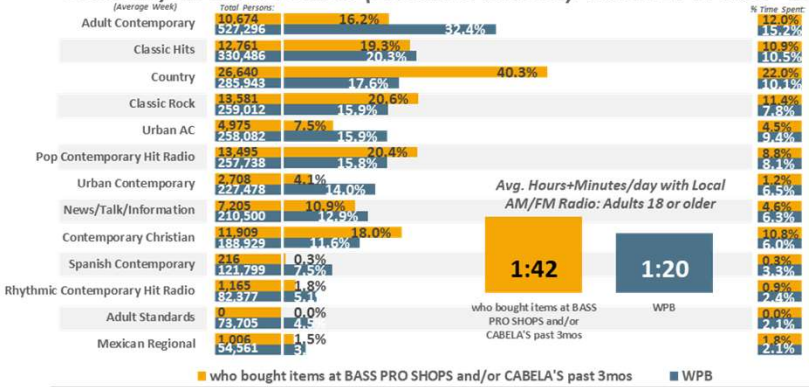
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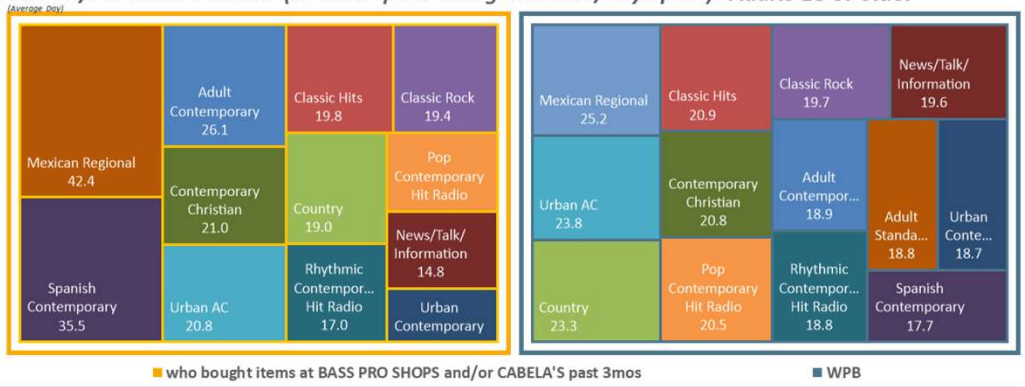
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

63,616 or 82.1% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Rock, Pop Contemporary Hit Radio, Classic Hits, and Adult Contemporary.

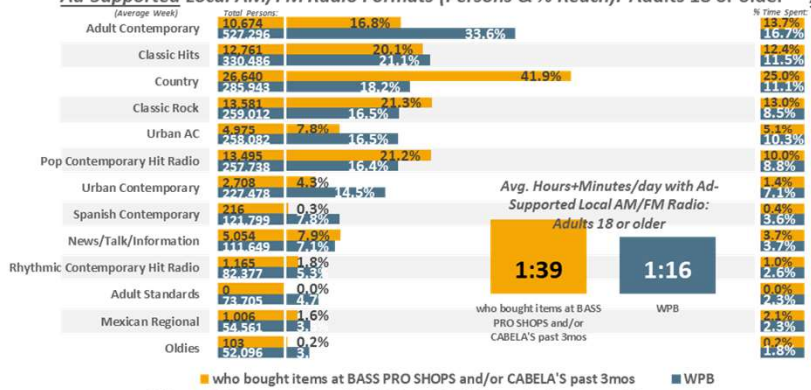
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



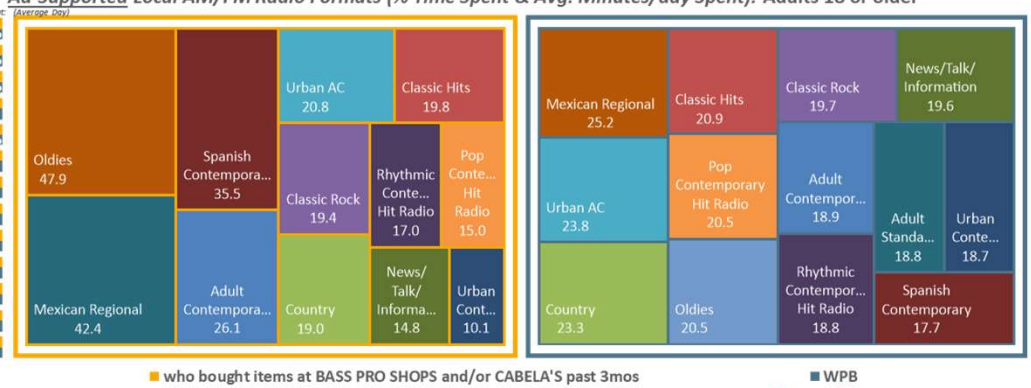
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 118

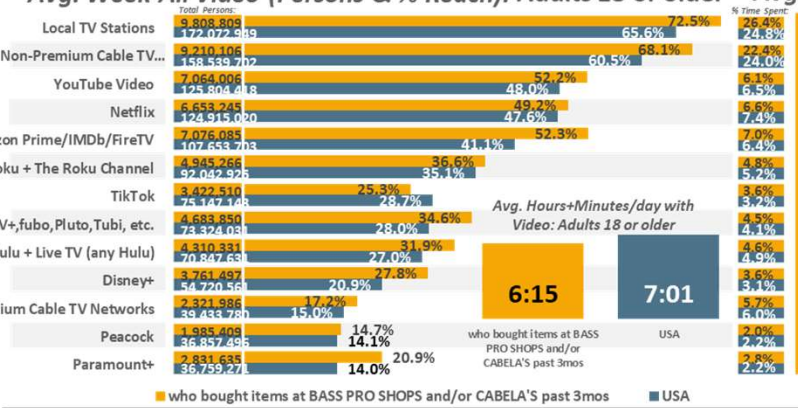
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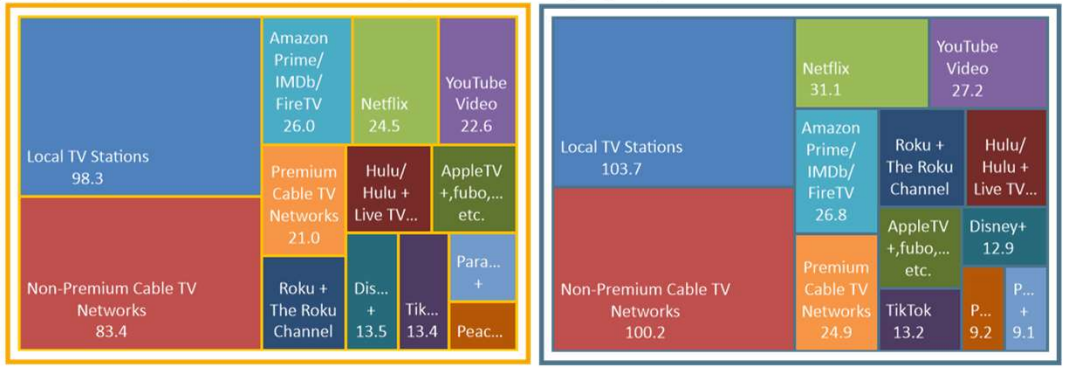
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

9,605,690 or 71.% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos watch Ad-Supported Local TV Stations for an average of 95.3 minutes every day representing 30.9% of all time spent daily with Ad-Supported Video.

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

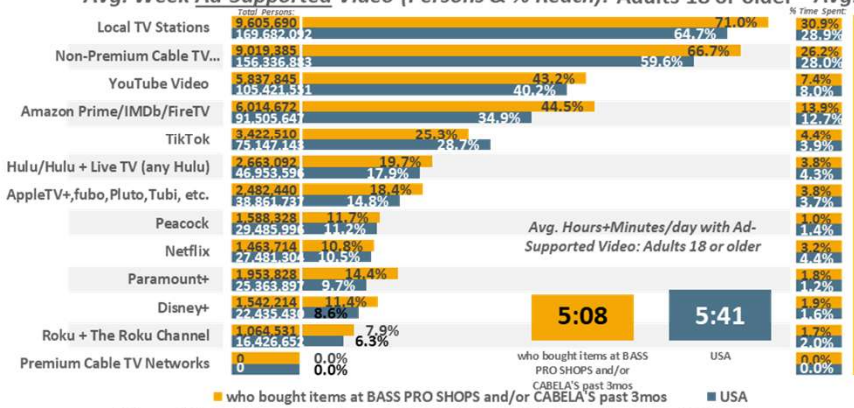


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

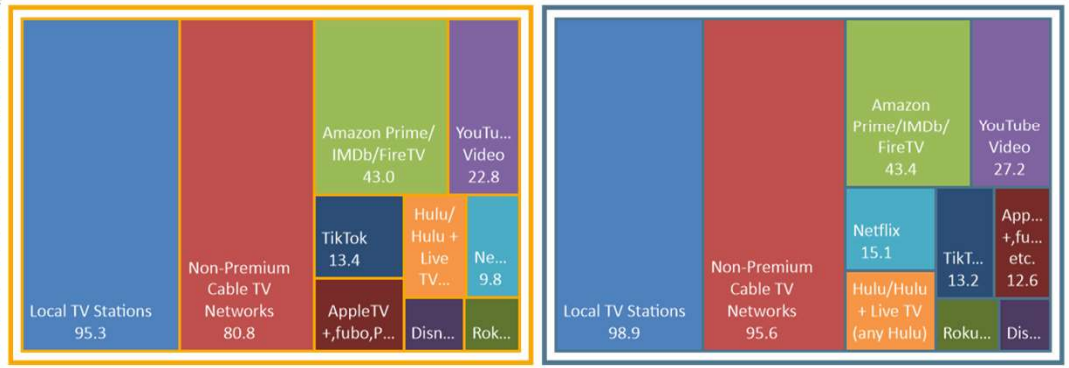


who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos ■ USA

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



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



who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos ■ USA

USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,099

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

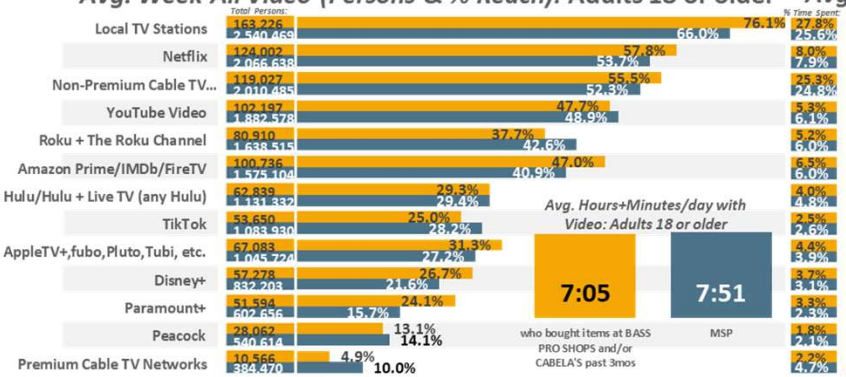
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

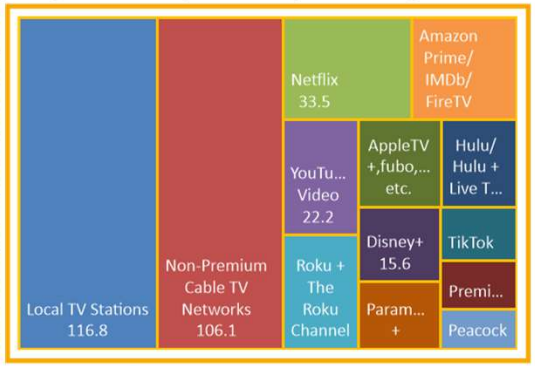
Bass Pro Shops Cabela's **MSP**

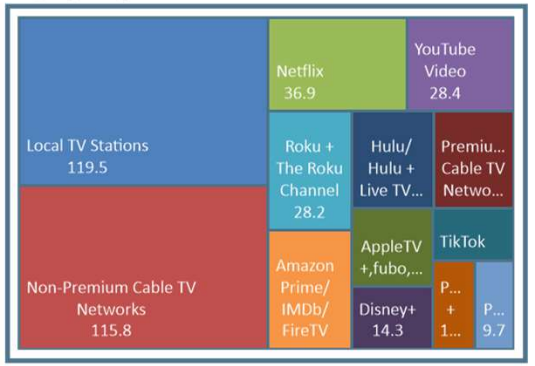
161,366 or 75.2% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos watch Ad-Supported Local TV Stations for an average of 113.2 minutes every day representing 33.4% of all time spent daily with Ad-Supported Video.

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



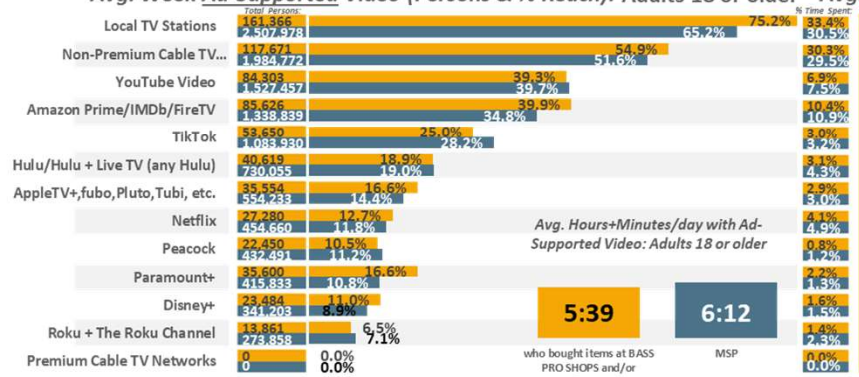
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



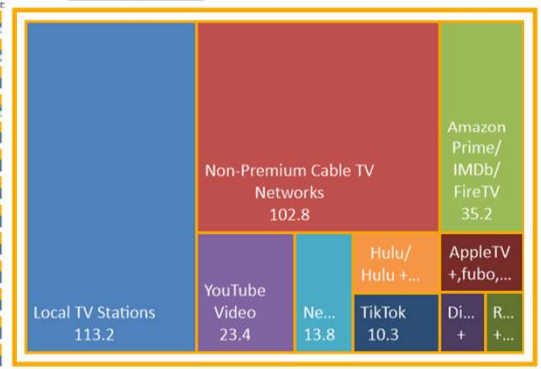


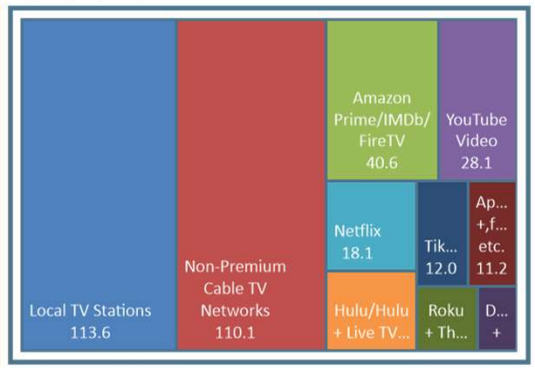
■ who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos ■ MSP

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



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





■ who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos ■ MSP

MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 116

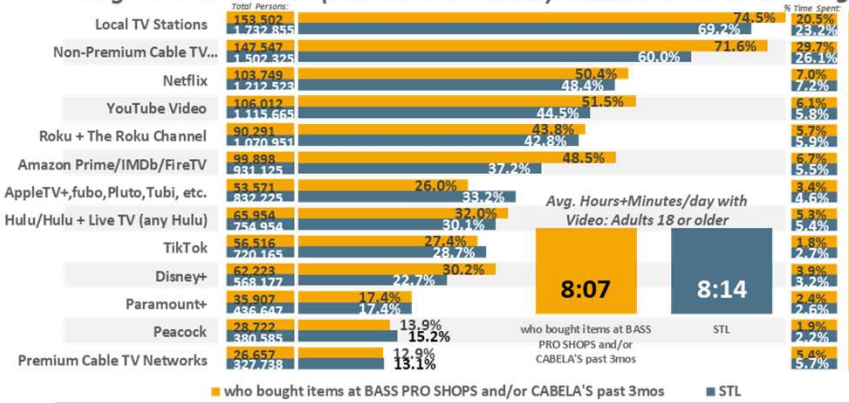
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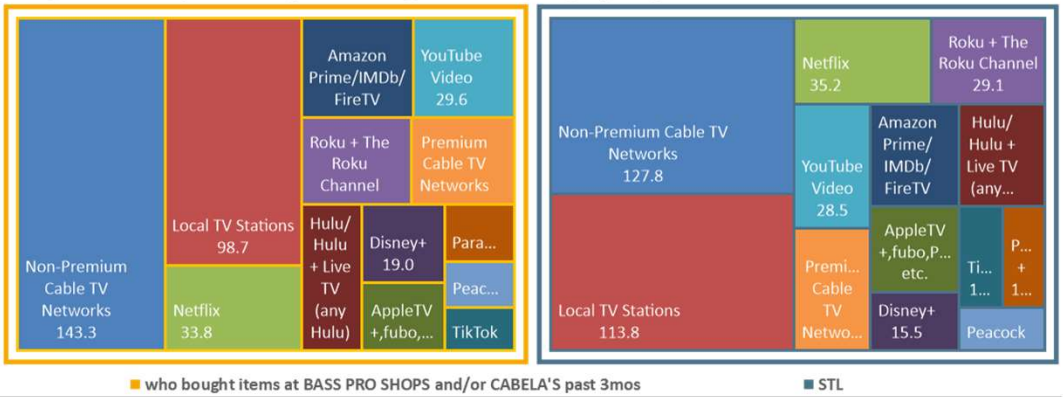
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

150,744 or 73.2% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos watch Ad-Supported Local TV Stations for an average of 94.1 minutes every day representing 23.7% of all time spent daily with Ad-Supported Video.

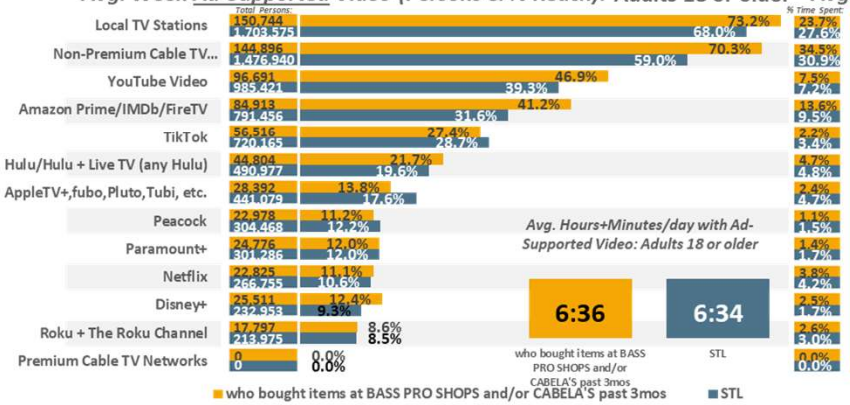
Avg. Week All Video (Persons & % Reach): Adults 18 or older



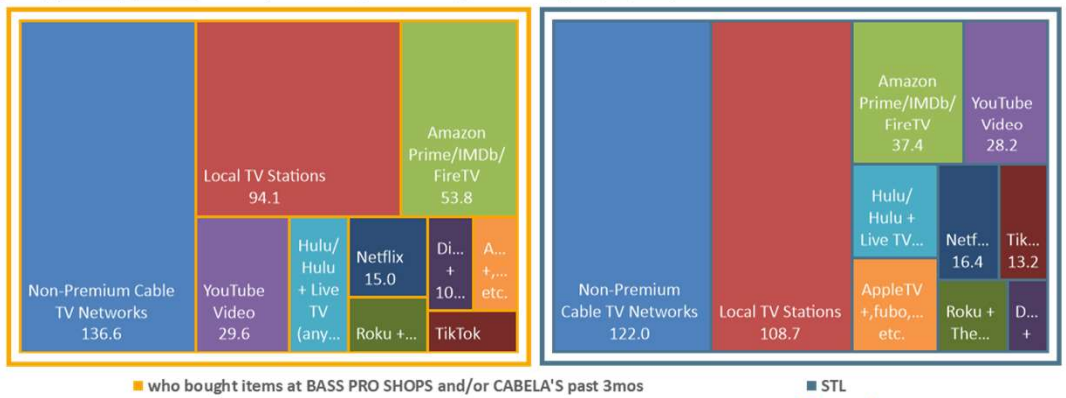
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 143

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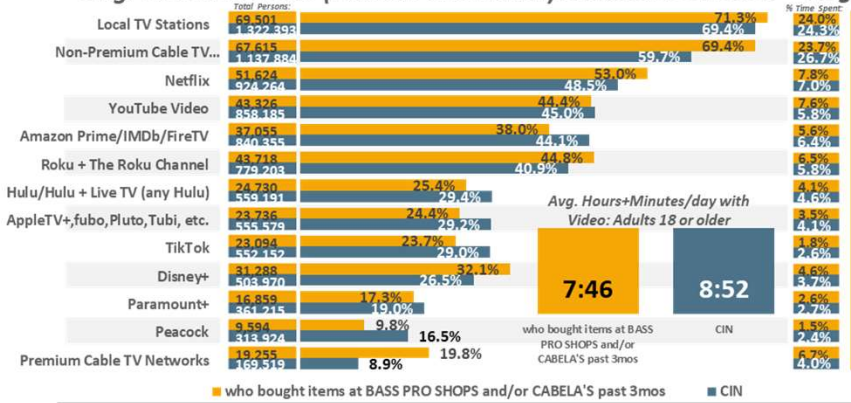
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

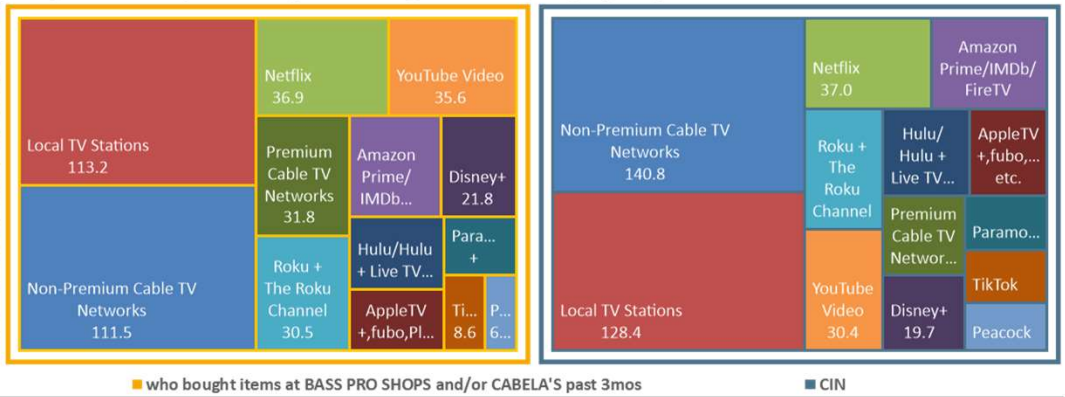
Bass Pro Shops Cabela's **CIN**

67,973 or 69.7% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos watch Ad-Supported Local TV Stations for an average of 111.5 minutes every day representing 30.8% of all time spent daily with Ad-Supported Video.

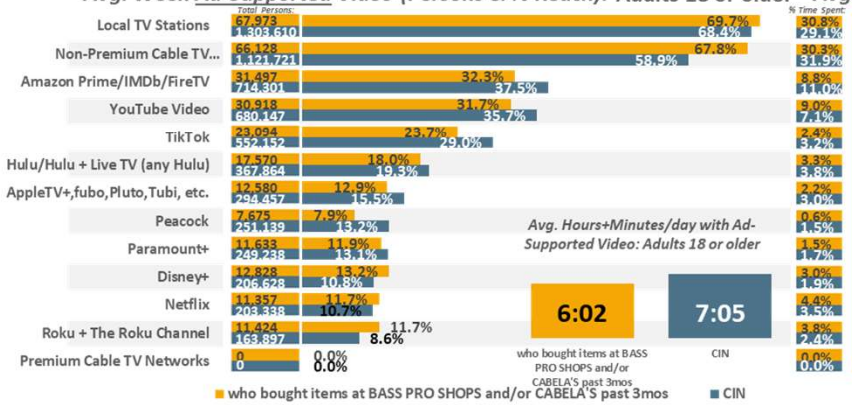
Avg. Week All Video (Persons & % Reach): Adults 18 or older



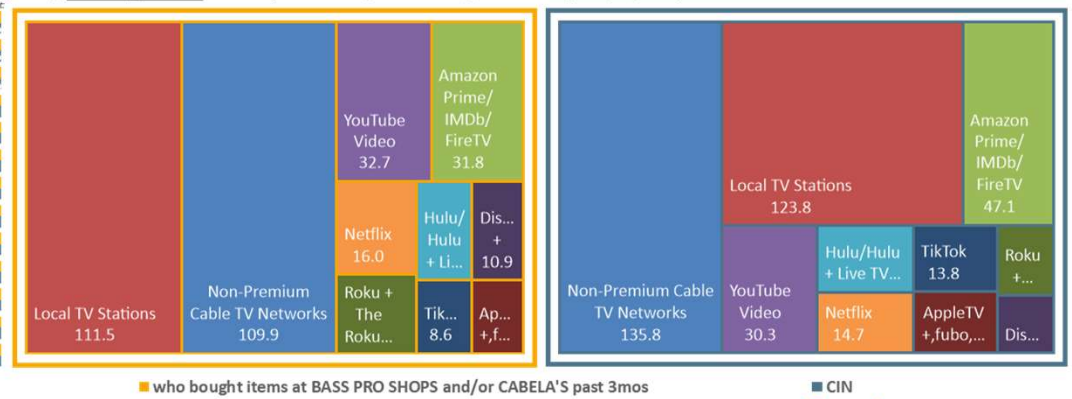
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 93

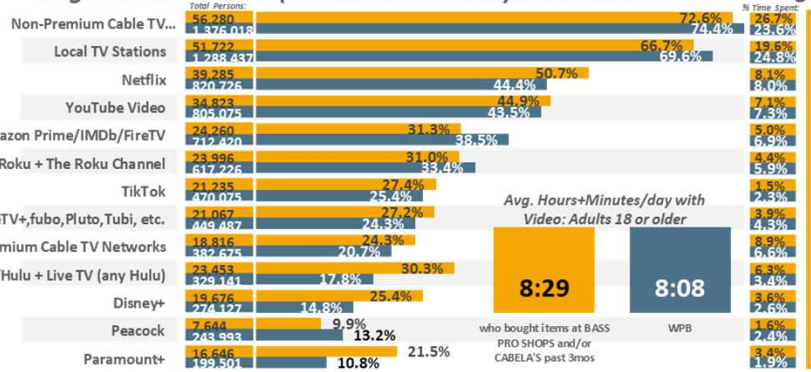
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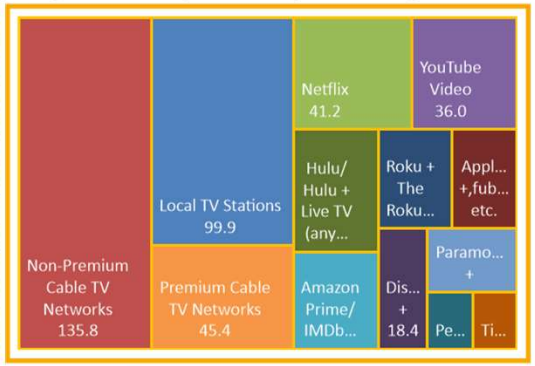
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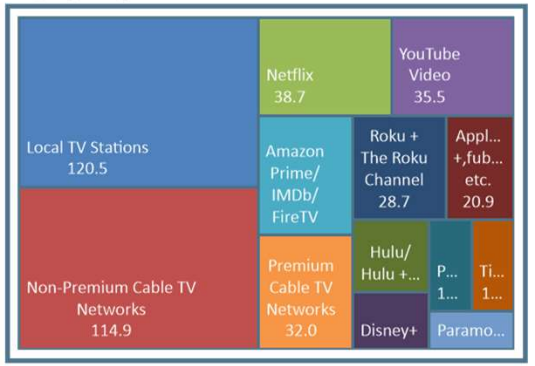
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

51,471 or 66.4% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos watch Ad-Supported Local TV Stations for an average of 98.3 minutes every day representing 24.5% of all time spent daily with Ad-Supported Video.

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

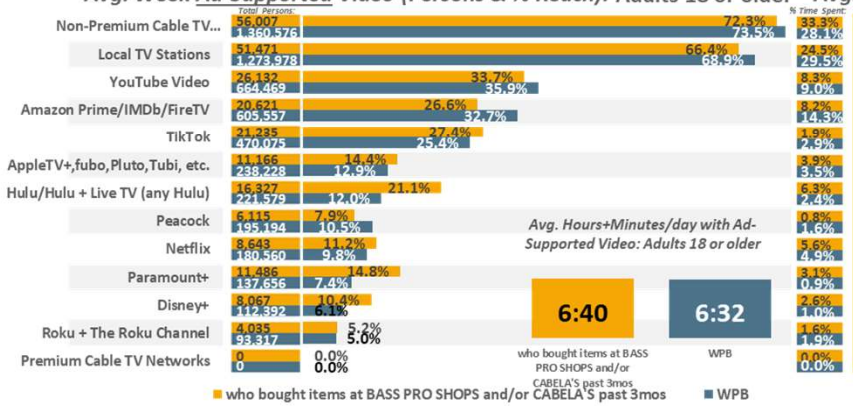


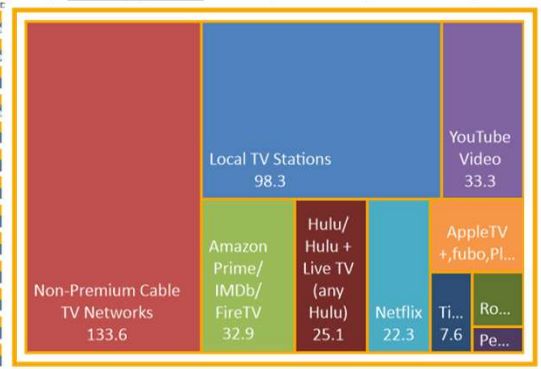


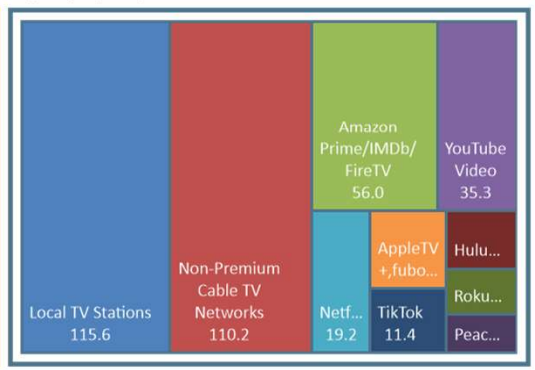


■ who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos ■ WPB

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







■ who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos ■ WPB

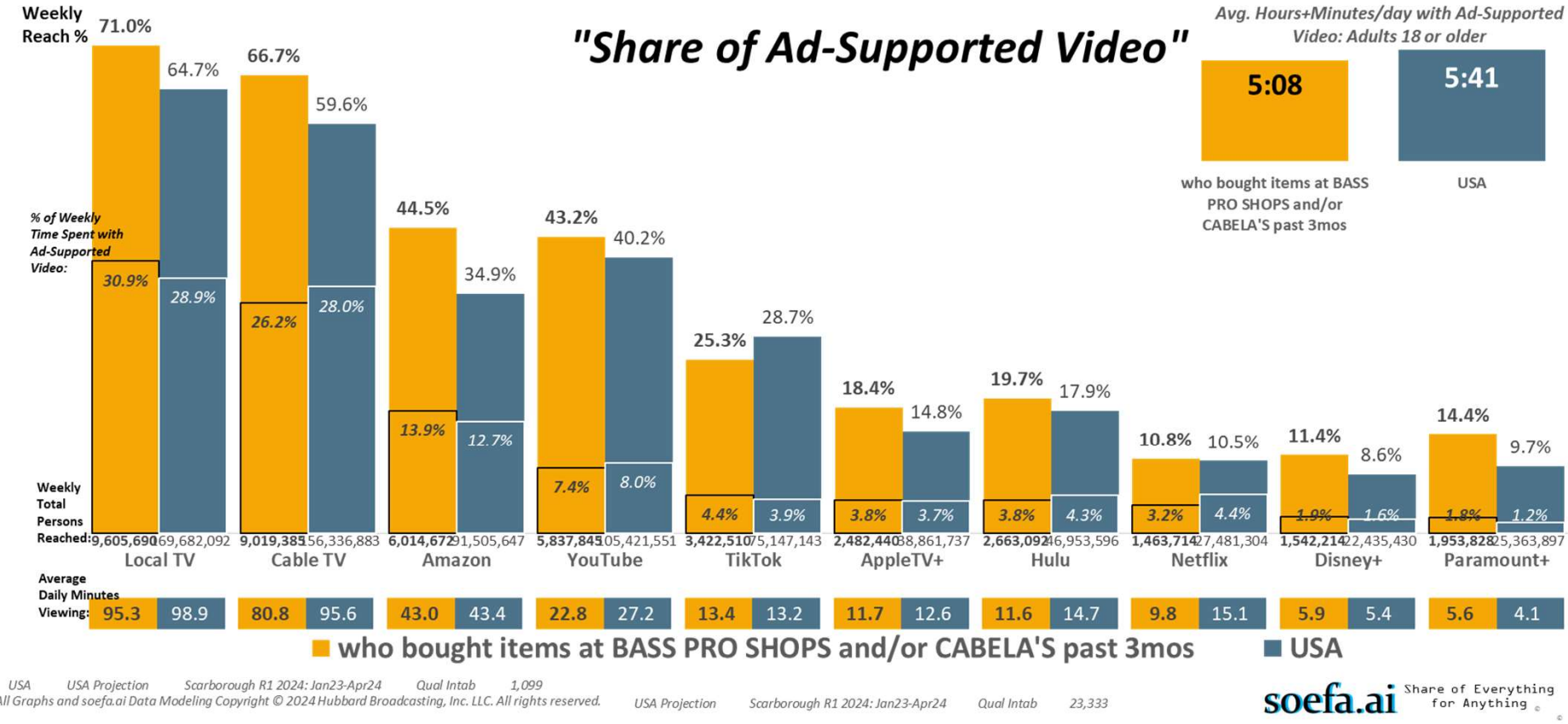
WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 118

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9,605,690 or 71.% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos watch Ad-Supported Local TV Stations for an average of 95.3 minutes every day representing 30.9% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,099

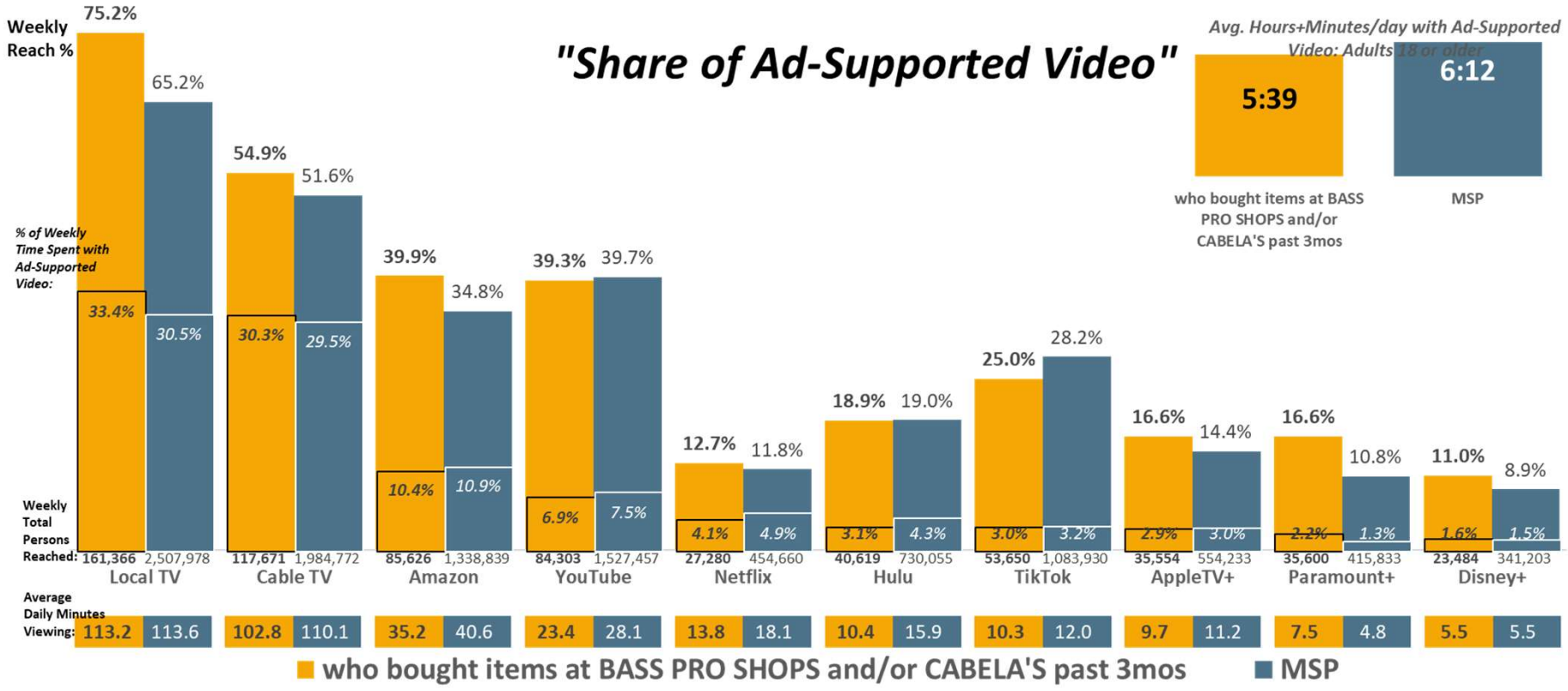
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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

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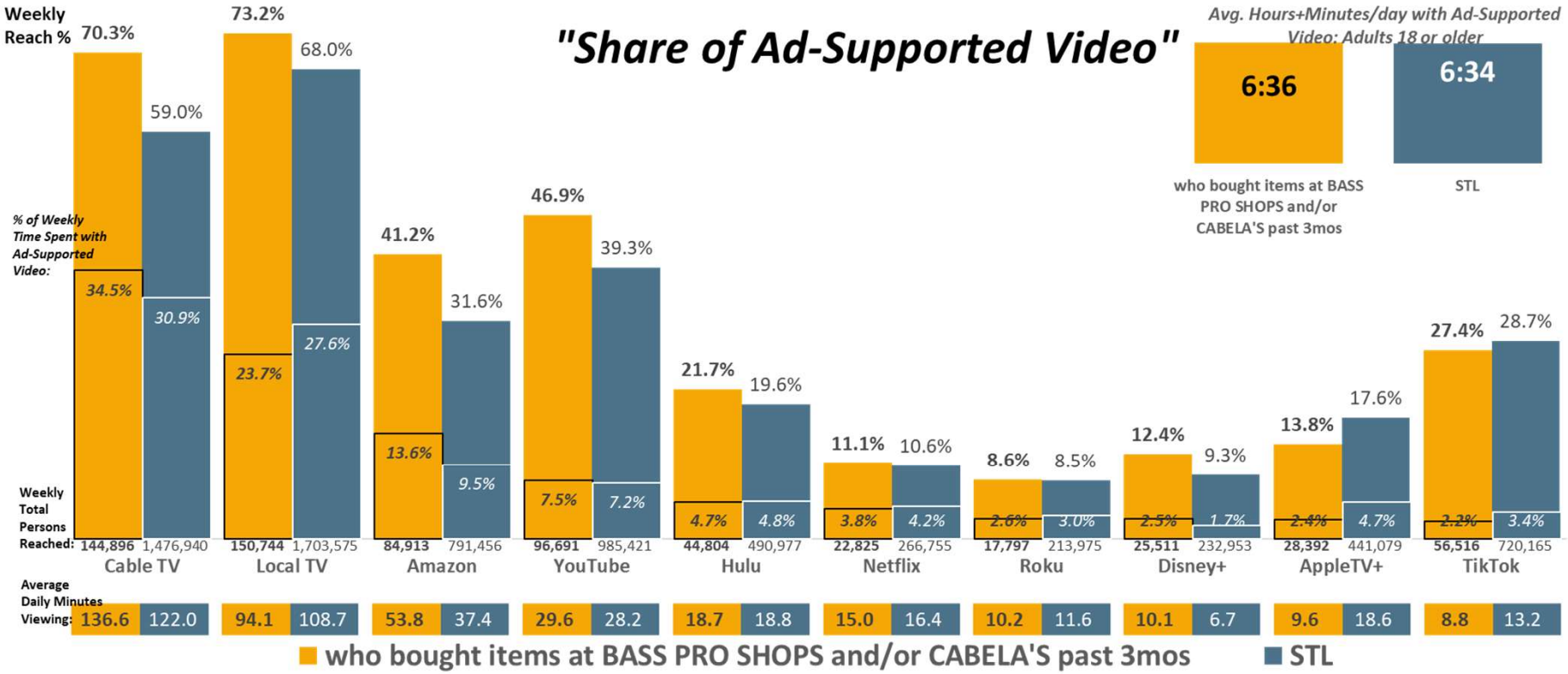
MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 116 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

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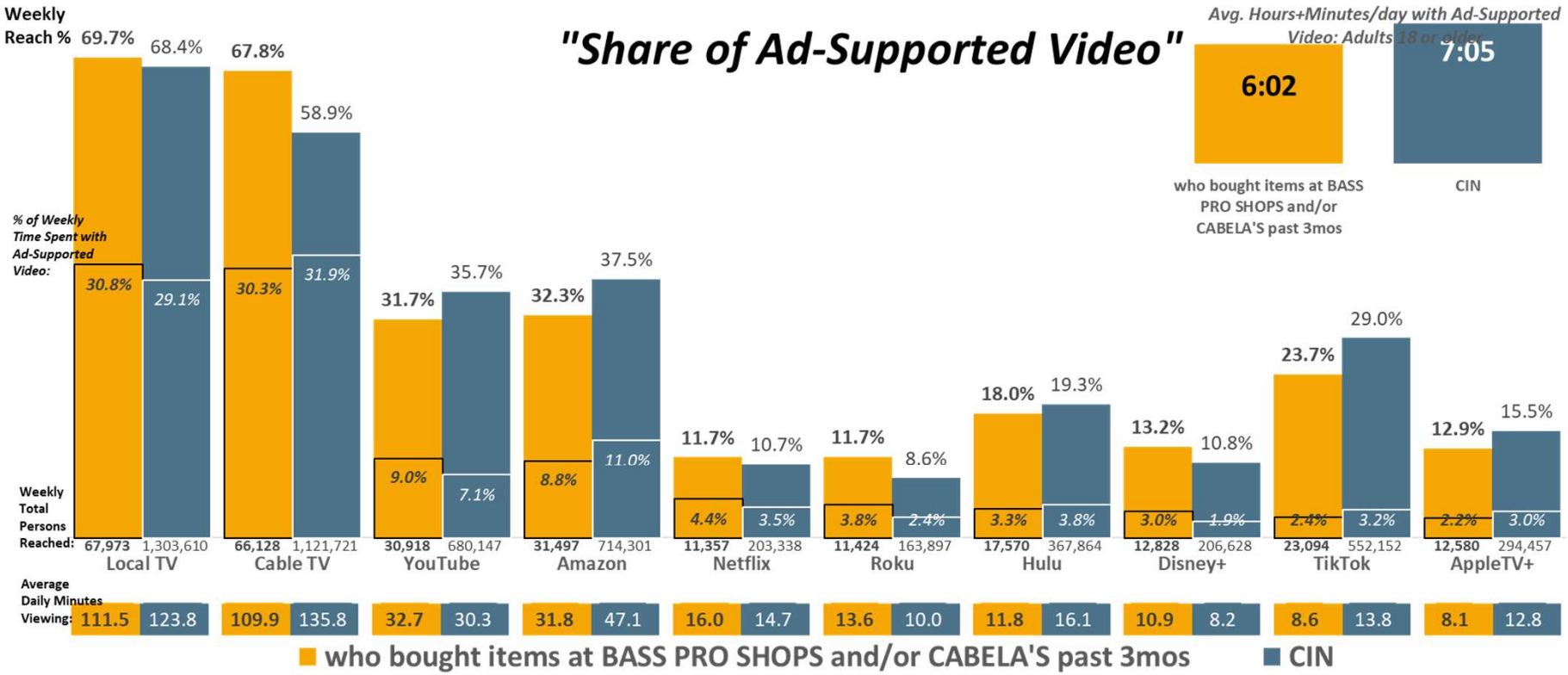
STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 143 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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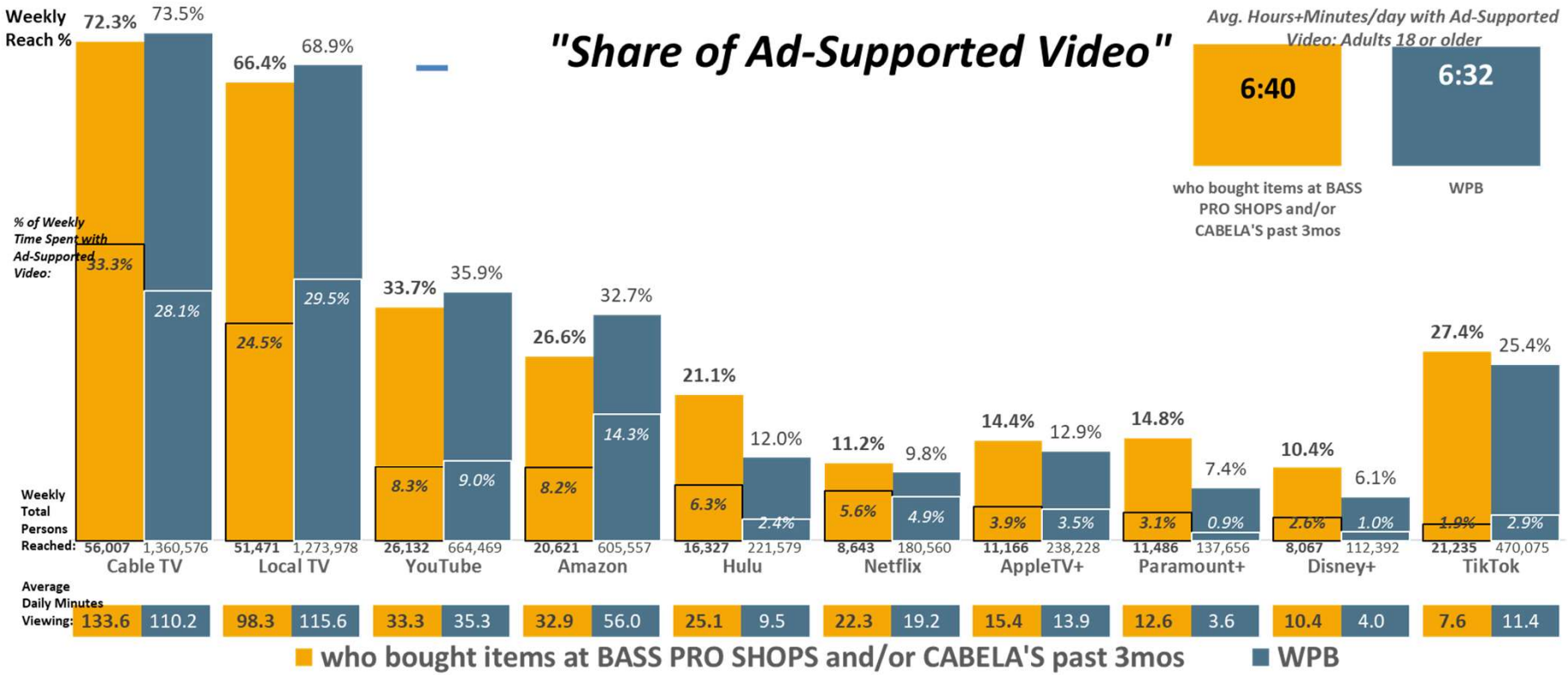
CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 93 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

51,471 or 66.4% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos watch Ad-Supported Local TV Stations for an average of 98.3 minutes every day representing 24.5% of all time spent daily with Ad-Supported Video.



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 118 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465

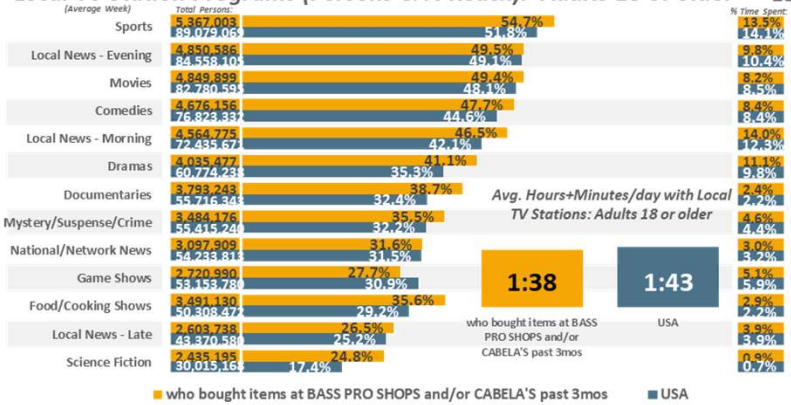
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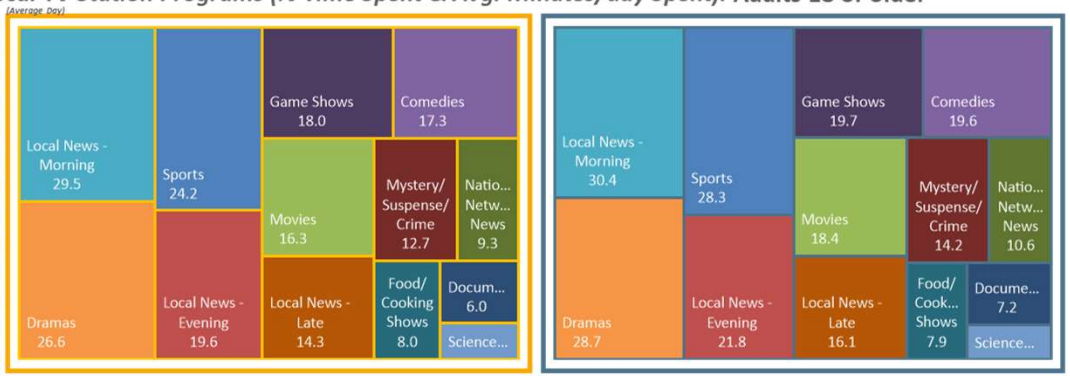
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

9,605,690 or 71.% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Local News - Morning, Comedies, and Dramas.

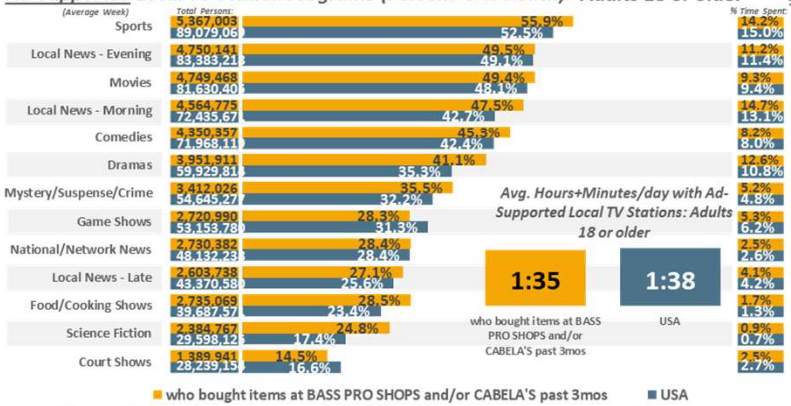
Local TV Station Programs (Persons & % Reach): Adults 18 or older



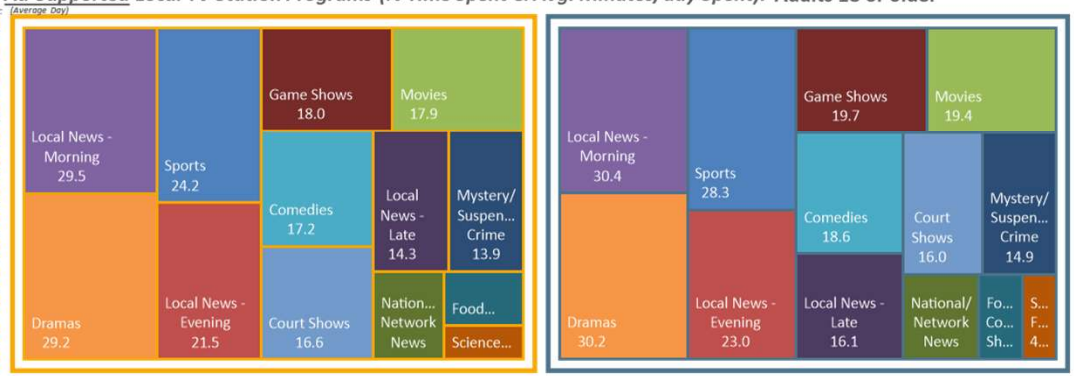
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,099

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

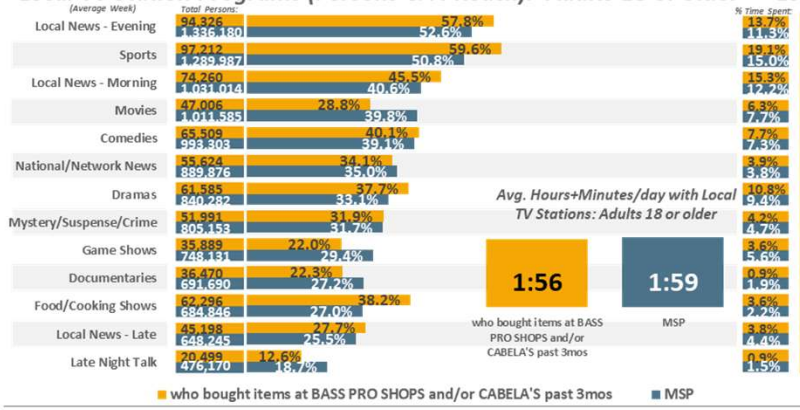
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

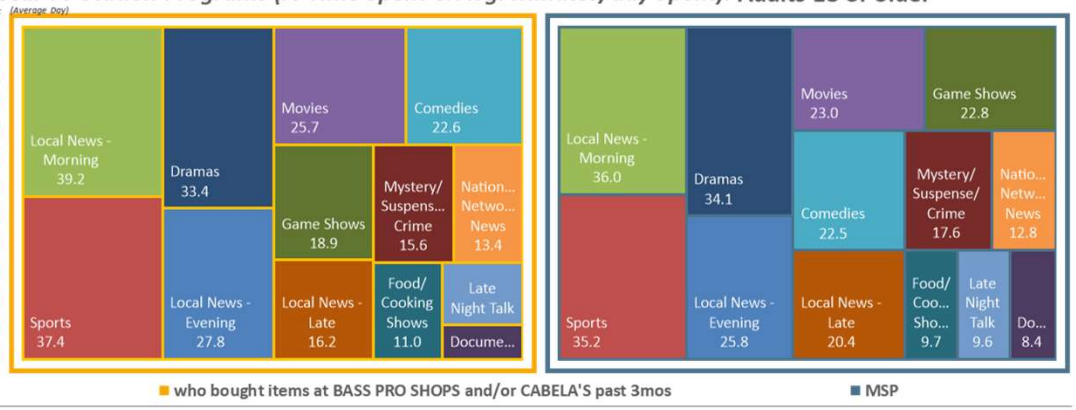
Bass Pro Shops Cabela's MSP

161,366 or 75.2% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Dramas, and Mystery/Suspense/Cri

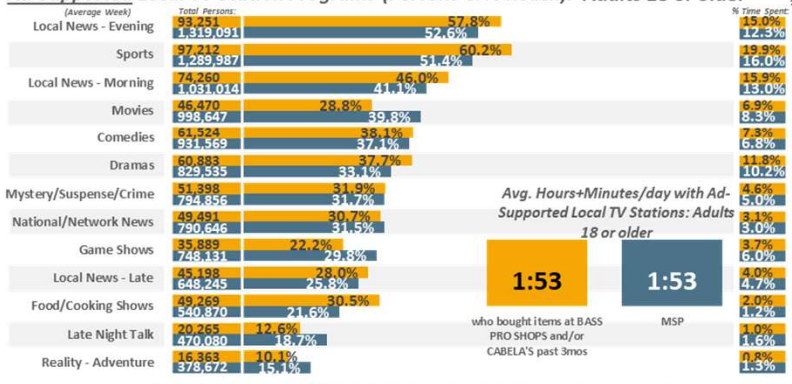
Local TV Station Programs (Persons & % Reach): Adults 18 or older



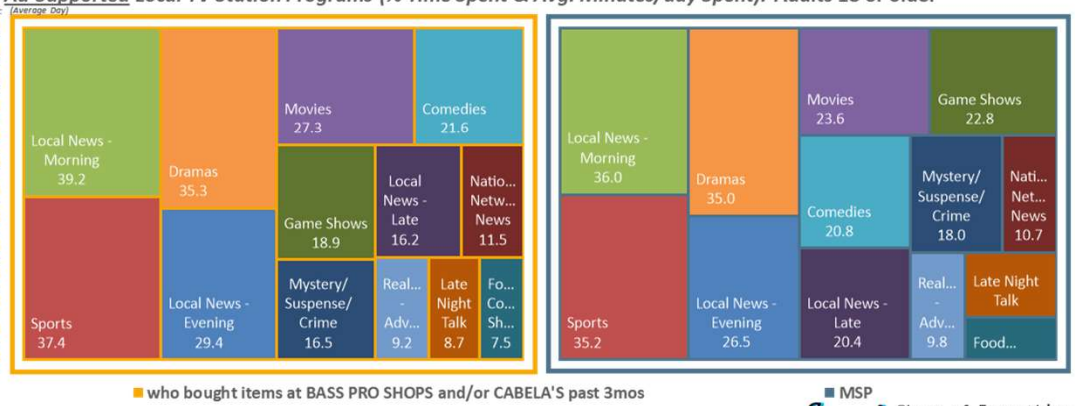
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 116

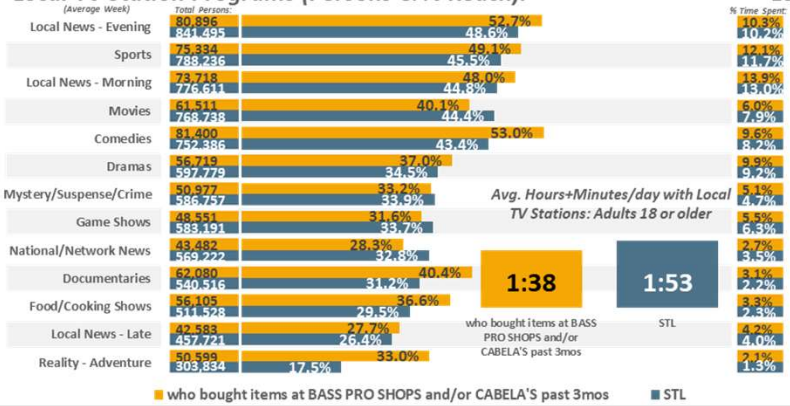
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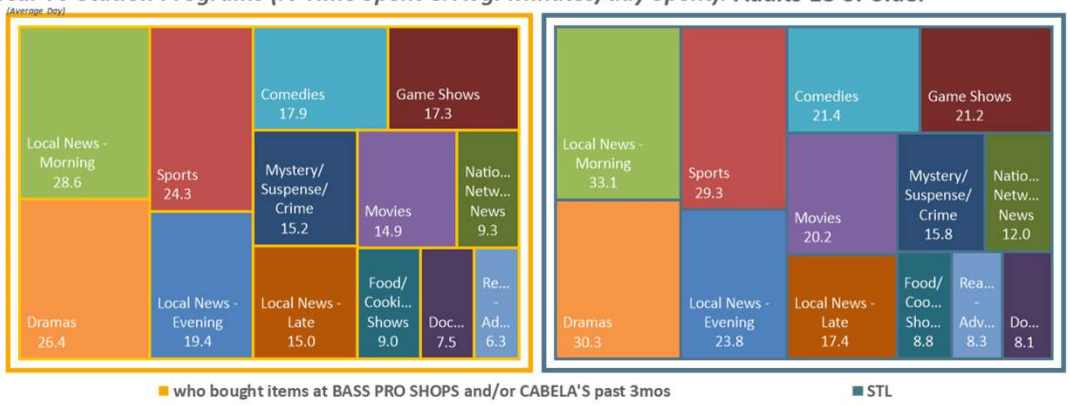
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

150,744 or 73.2% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Sports, Local News - Morning, Movies, and Dramas.

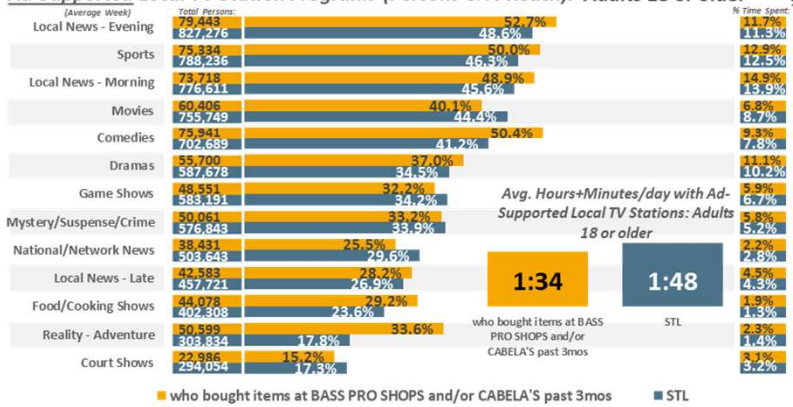
Local TV Station Programs (Persons & % Reach): Adults 18 or older



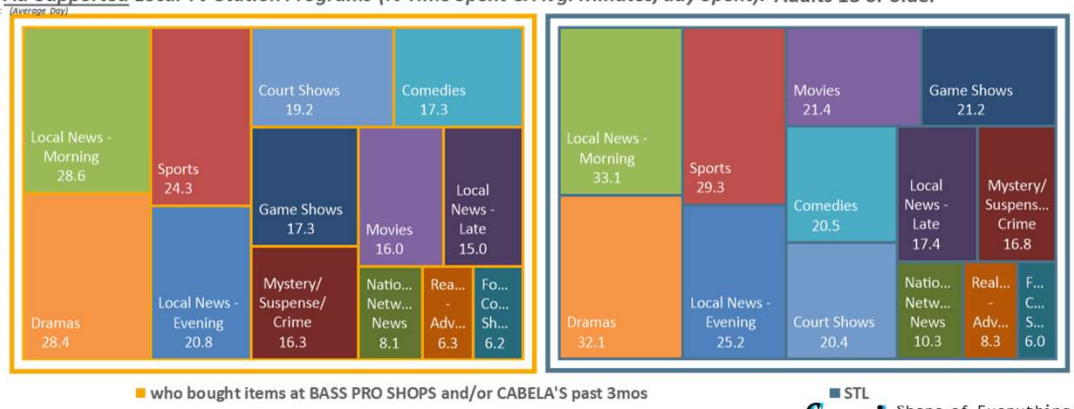
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 143

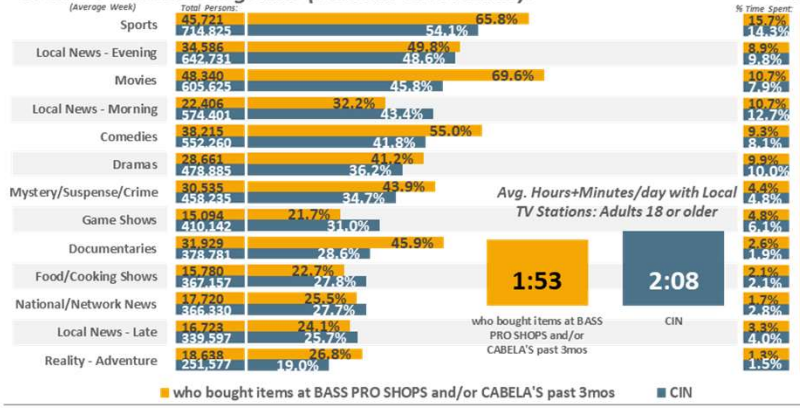
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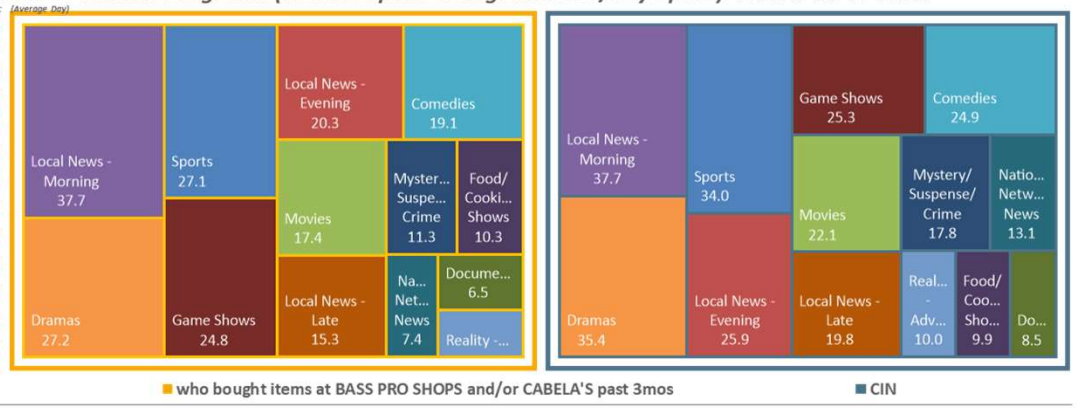
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

67,973 or 69.7% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Sports, Comedies, Local News - Evening, Mystery/Suspense/Crime, and Dramas.

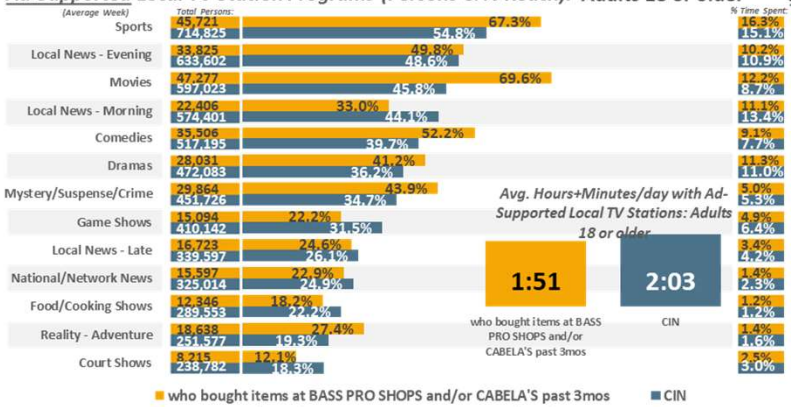
Local TV Station Programs (Persons & % Reach): Adults 18 or older



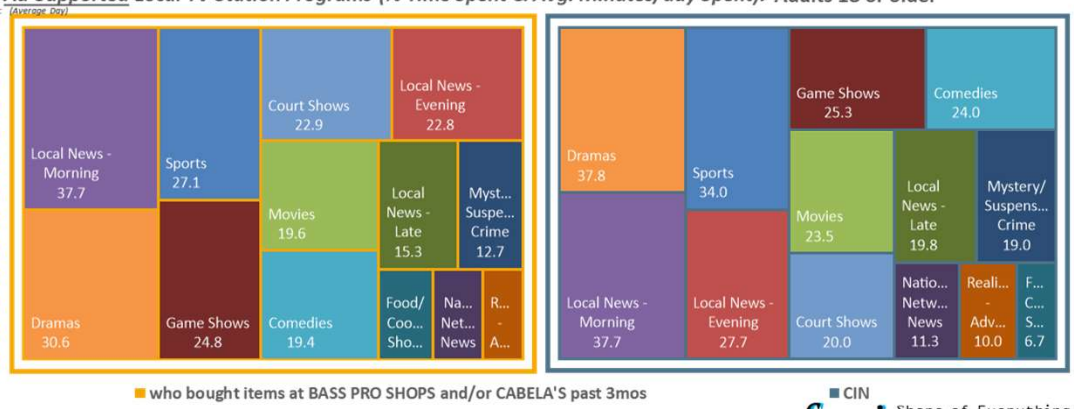
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 93

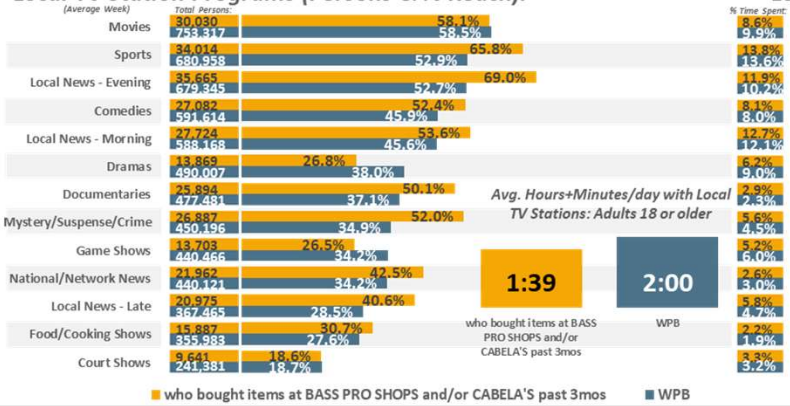
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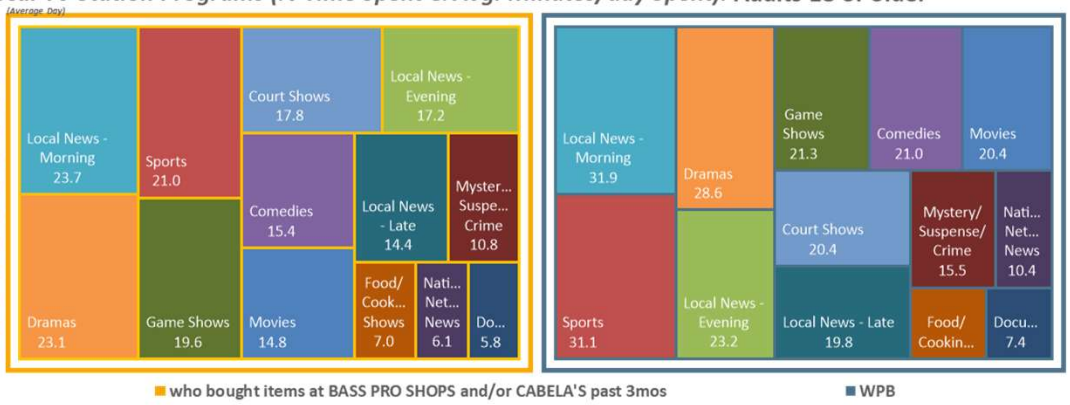
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

51,471 or 66.4% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Movies, Local News - Morning, Mystery/Suspense/Crime, and Comedie

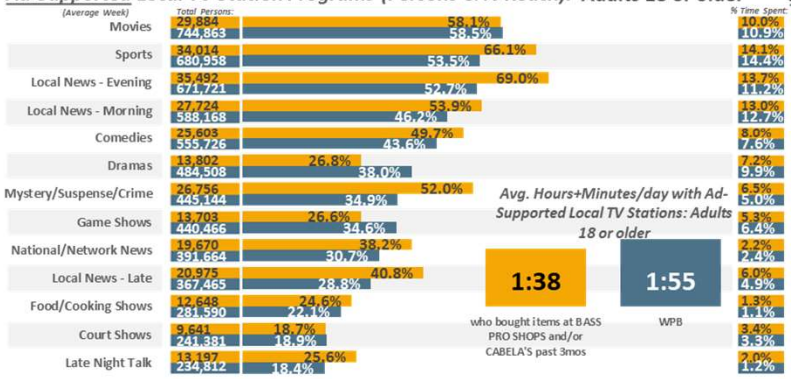
Local TV Station Programs (Persons & % Reach): Adults 18 or older



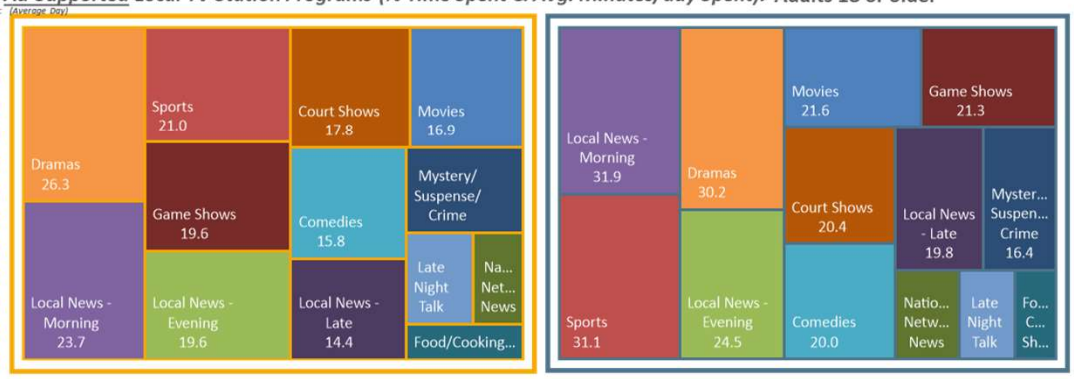
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 118

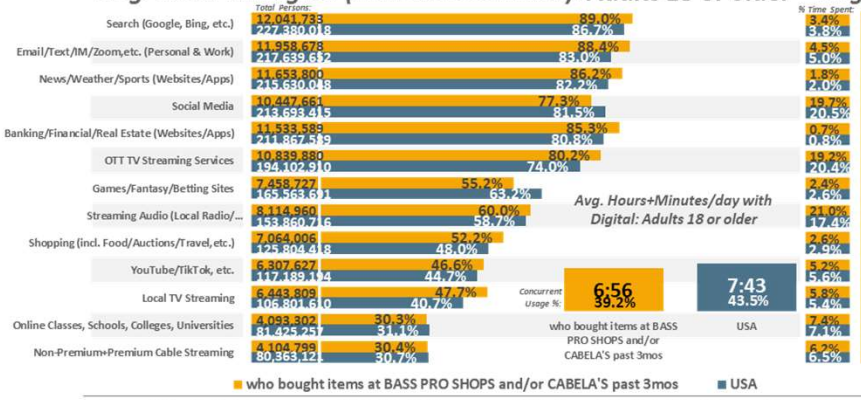
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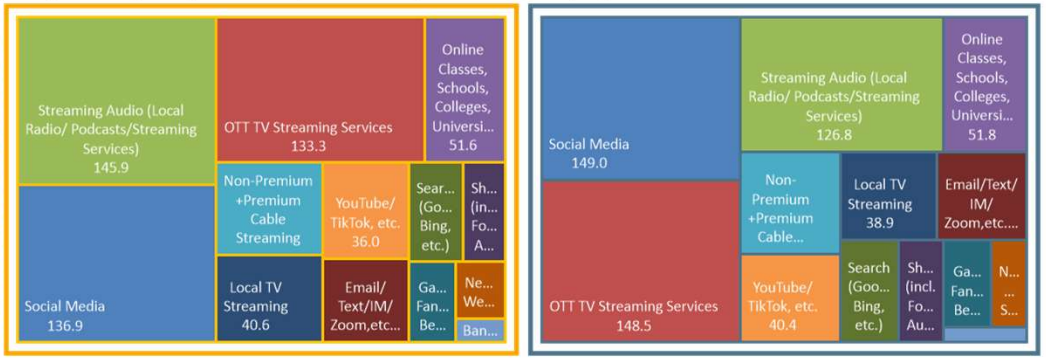
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

9,050,264 or 66.9% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos use Ad-Supported Social Media for an average of 118.6 minutes every day representing 23.3% of all time spent daily with Ad-Supported Digital Media.

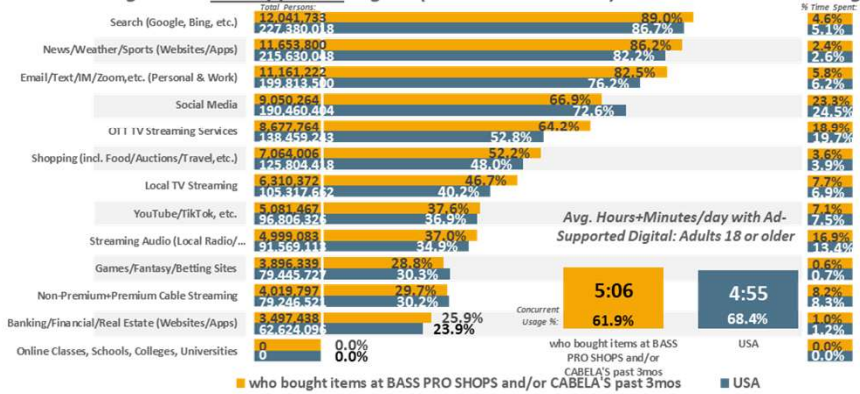
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



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



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,099

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

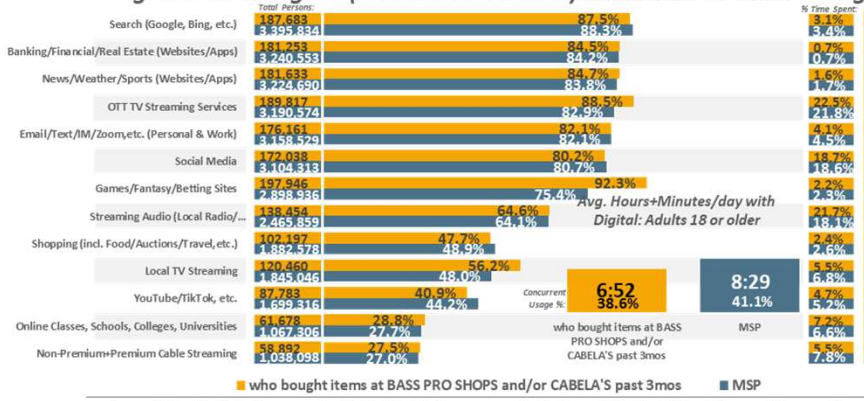
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

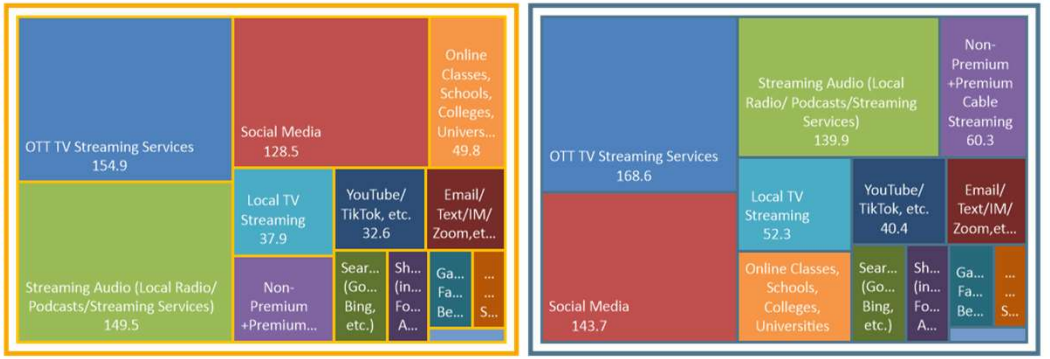
Bass Pro Shops Cabela's MSP

156,351 or 72.9% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos use Ad-Supported Social Media for an average of 116.8 minutes every day representing 24.5% of all time spent daily with Ad-Supported Digital Media.

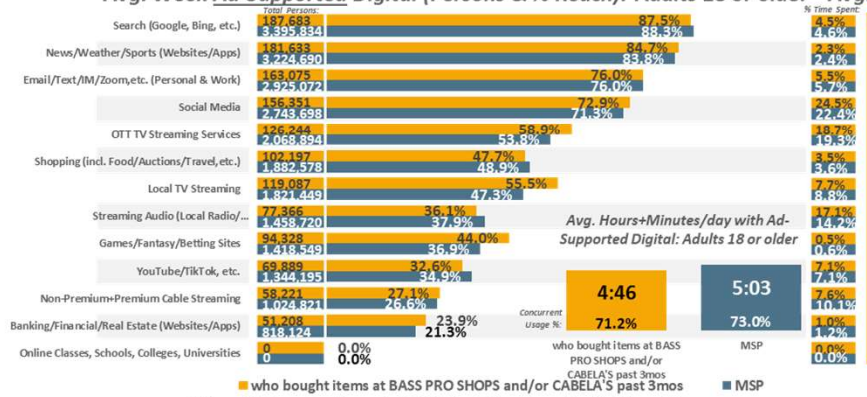
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



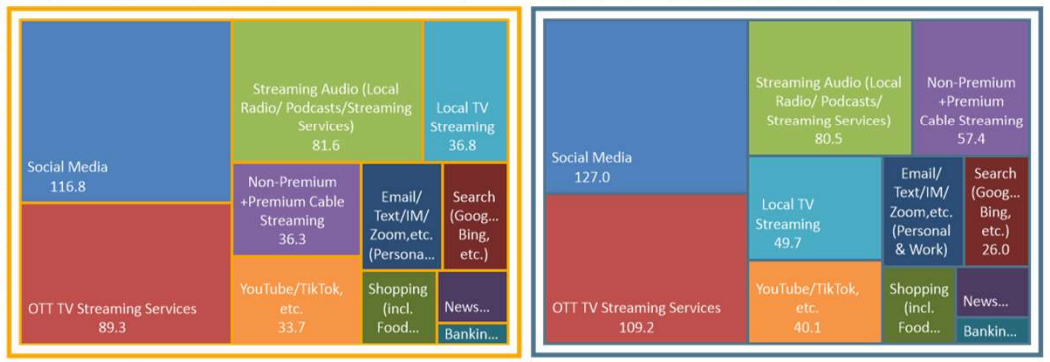
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 116

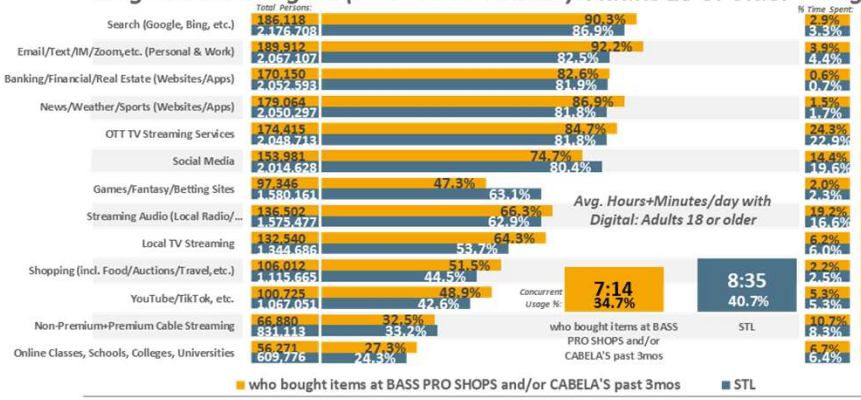
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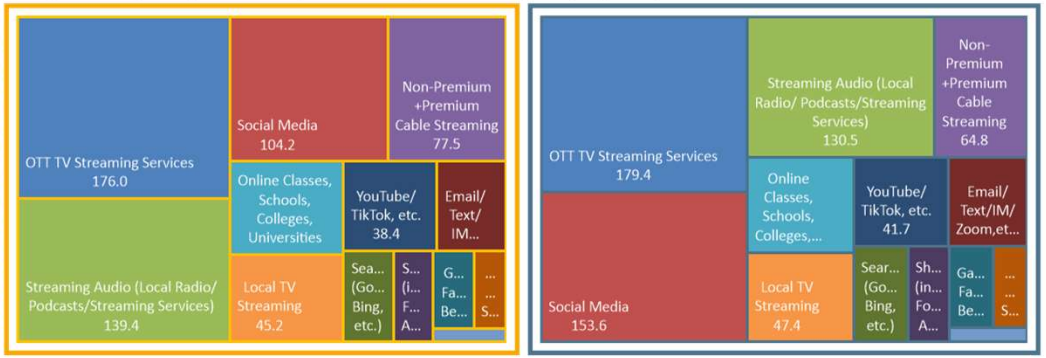
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

110,725 or 53.8% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos use Ad-Supported Social Media for an average of 74.9 minutes every day representing 14.4% of all time spent daily with Ad-Supported Digital Media.

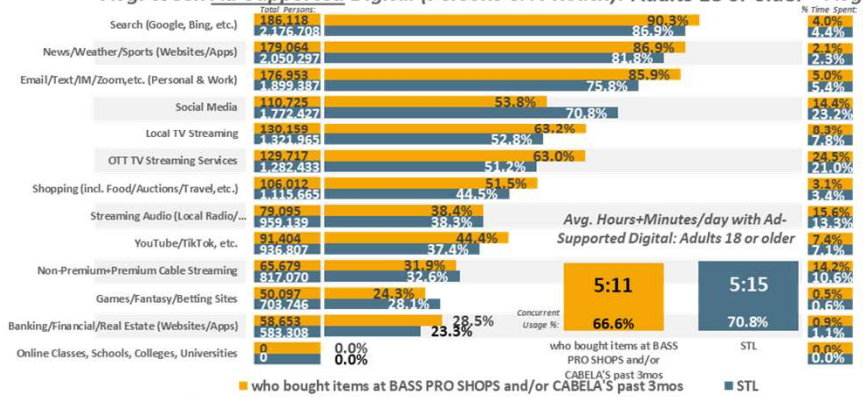
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



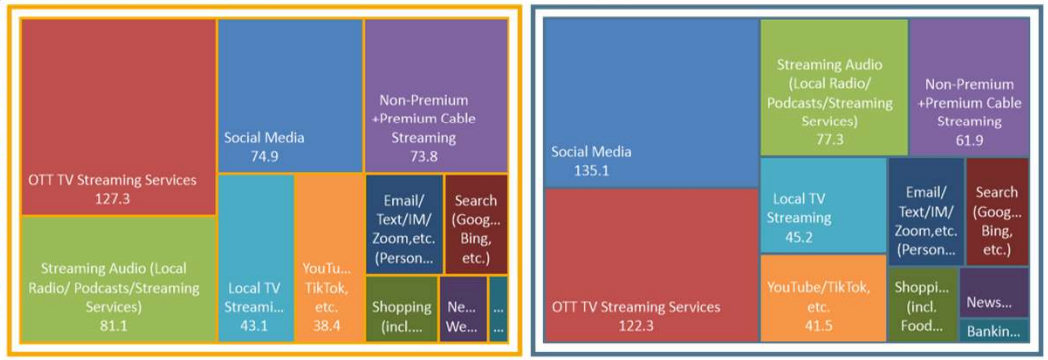
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 143

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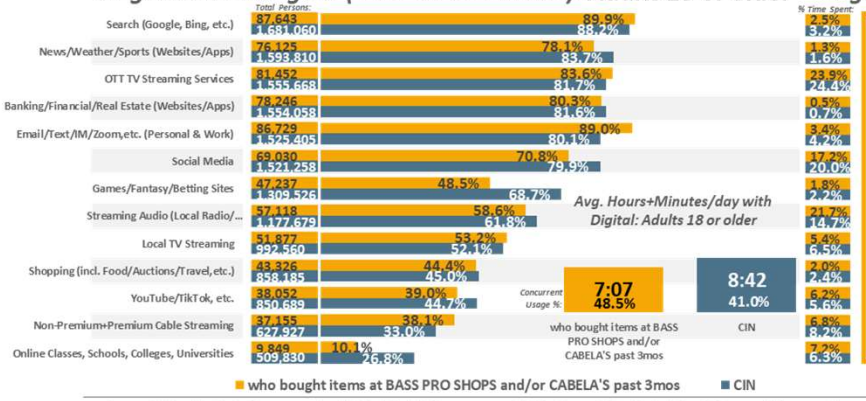
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

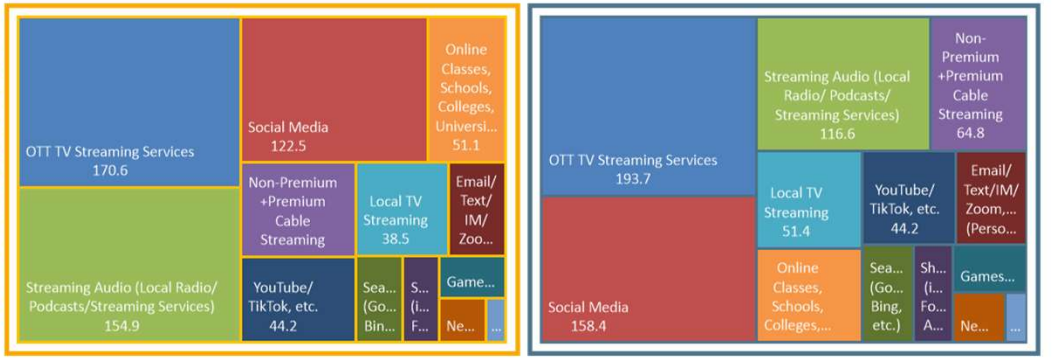
Bass Pro Shops Cabela's **CIN**

52,570 or 53.9% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos use Ad-Supported Social Media for an average of 93.3 minutes every day representing 20.% of all time spent daily with Ad-Supported Digital Media.

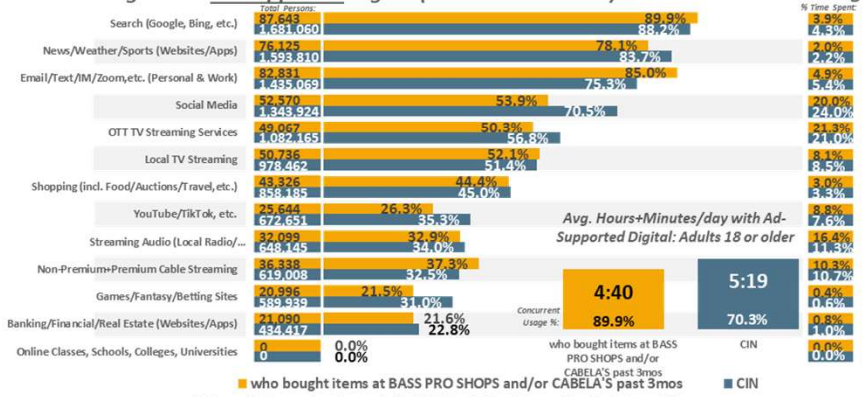
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



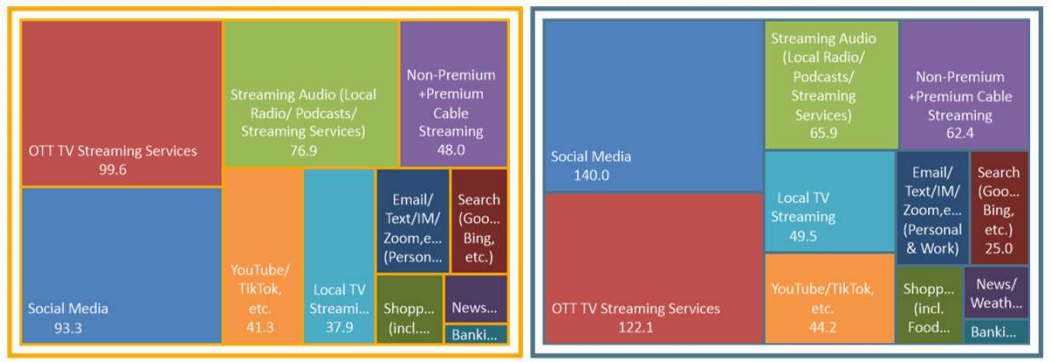
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 93

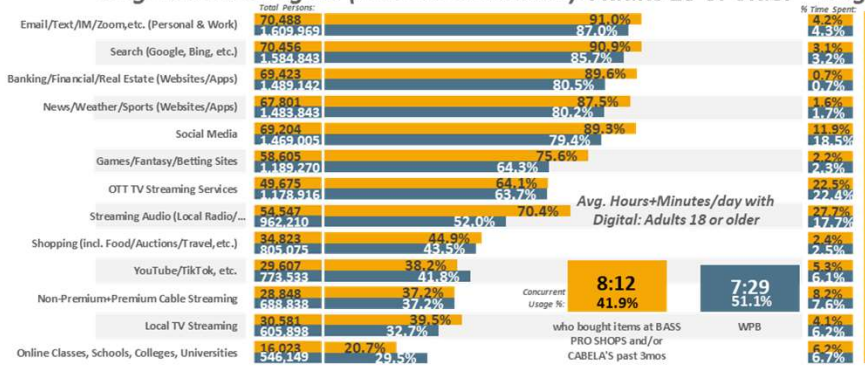
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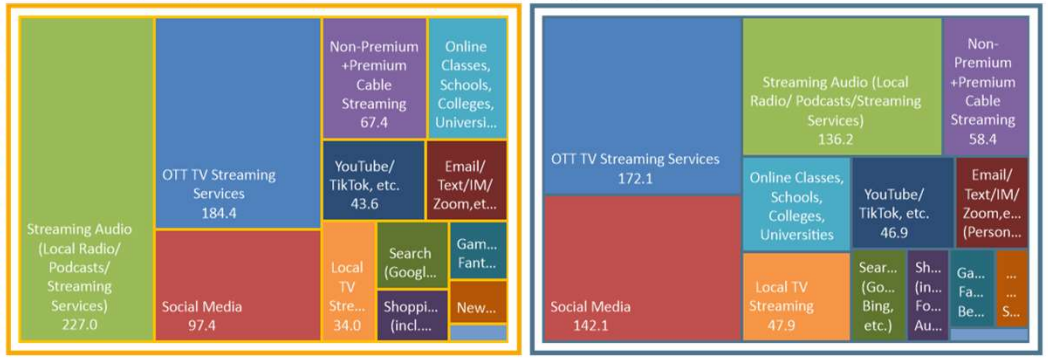
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

60,343 or 77.9% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos use Ad-Supported Social Media for an average of 84.9 minutes every day representing 14.7% of all time spent daily with Ad-Supported Digital Media.

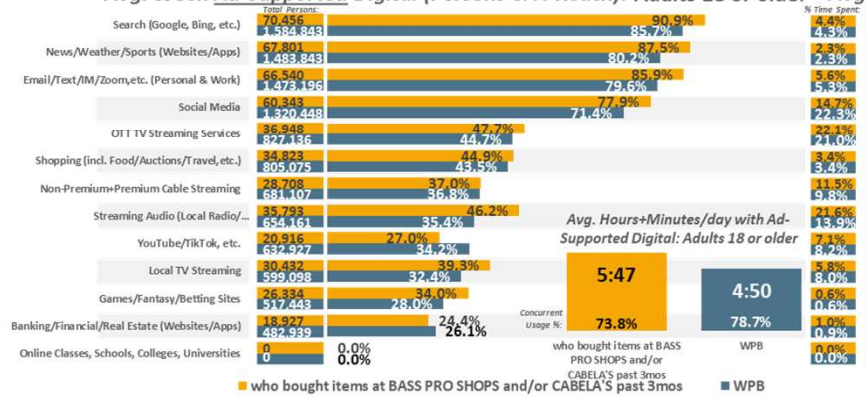
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



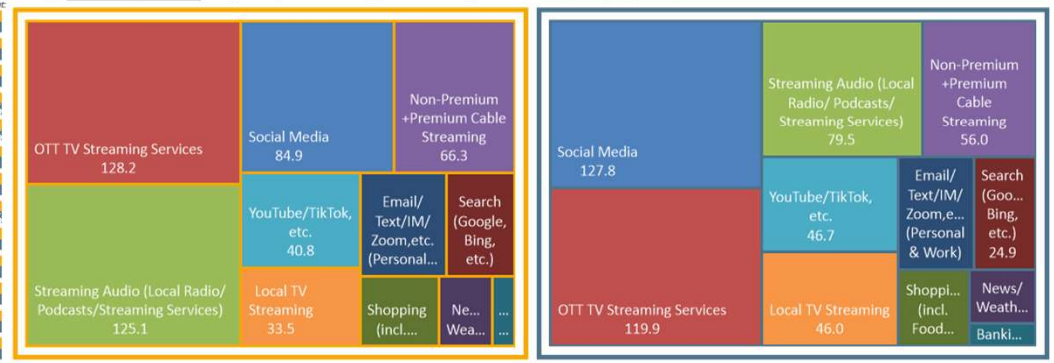
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 118

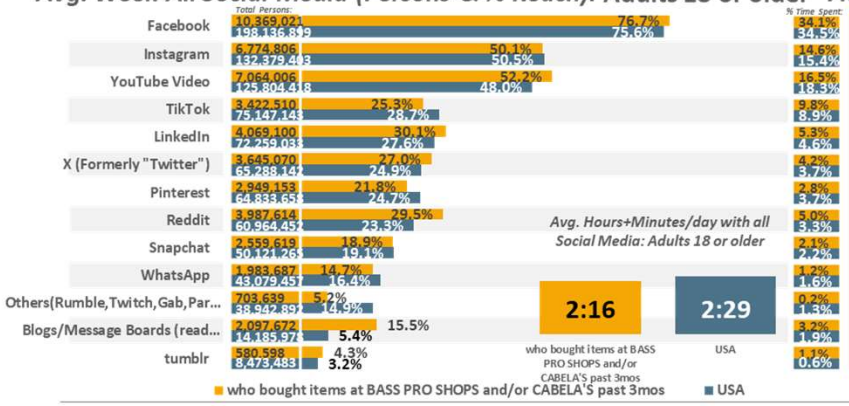
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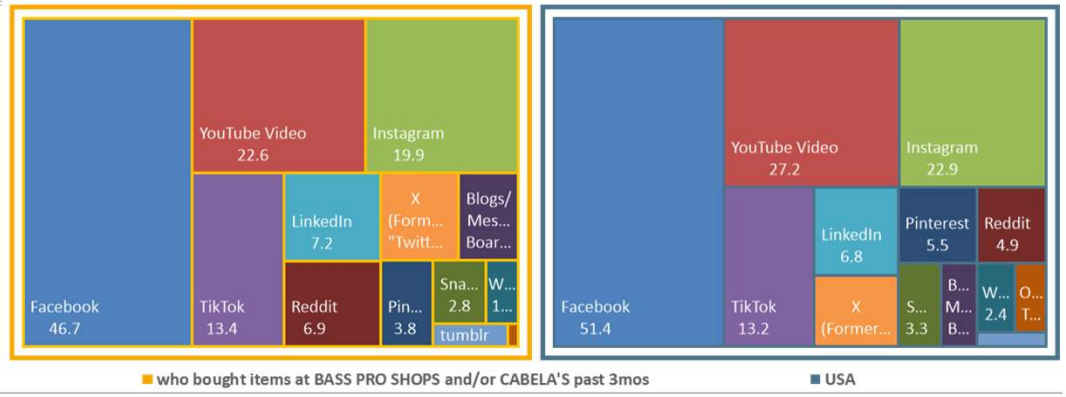
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

9,050,264 or 66.9% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos use Ad-Supported Facebook for an average of 38.4 minutes every day representing 32.3% of all time spent daily with Ad-Supported Social Media.

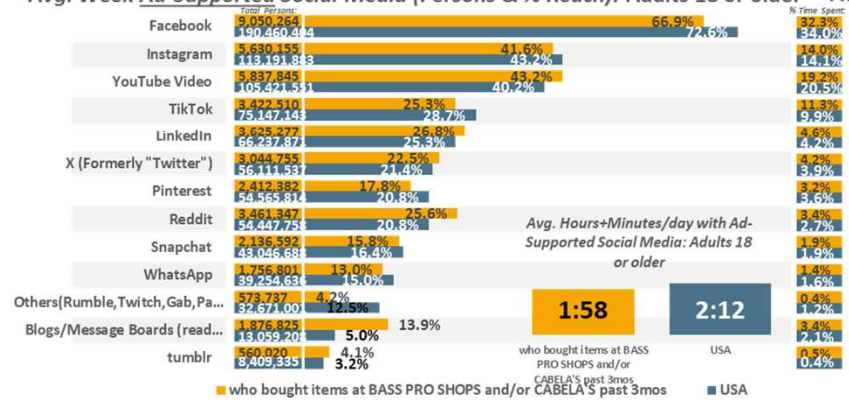
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



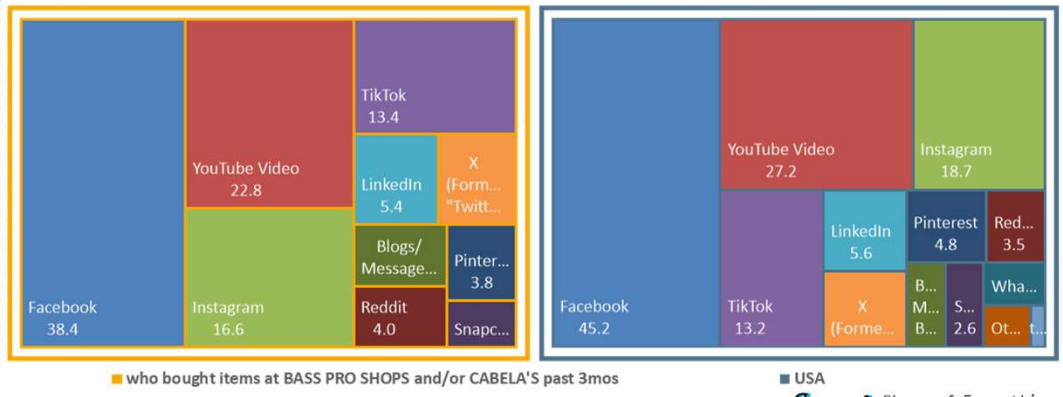
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2024: Jan23-Apr24 Qual Intab 1,099

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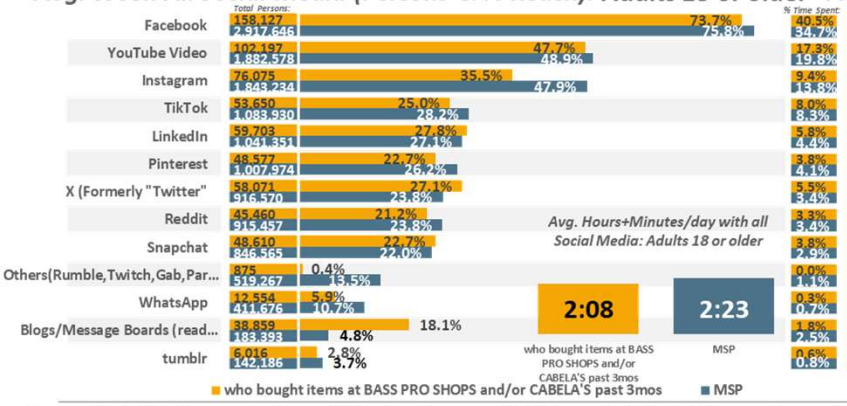
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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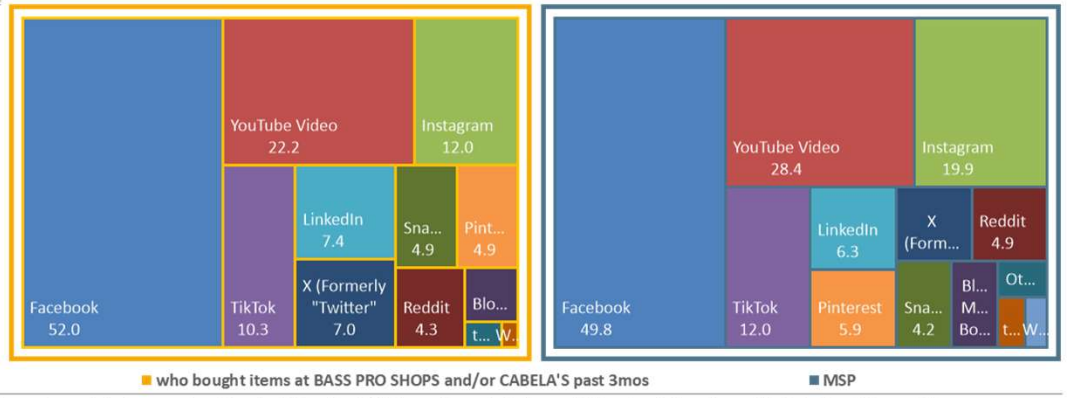
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

156,351 or 72.9% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos use Ad-Supported Facebook for an average of 44.6 minutes every day representing 38.2% of all time spent daily with Ad-Supported Social Media.

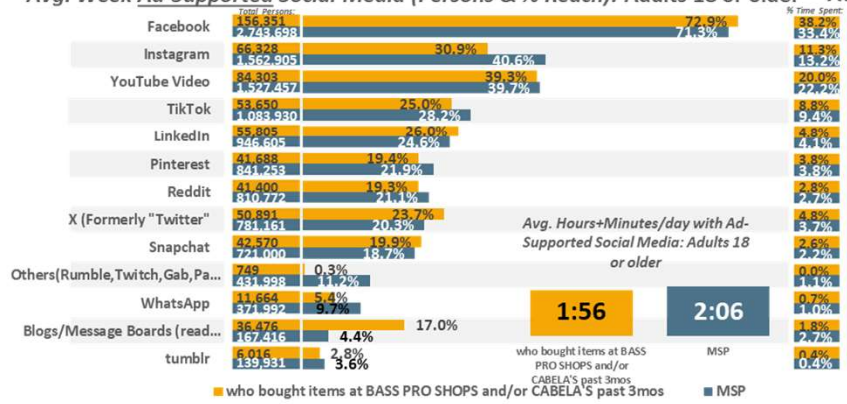
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



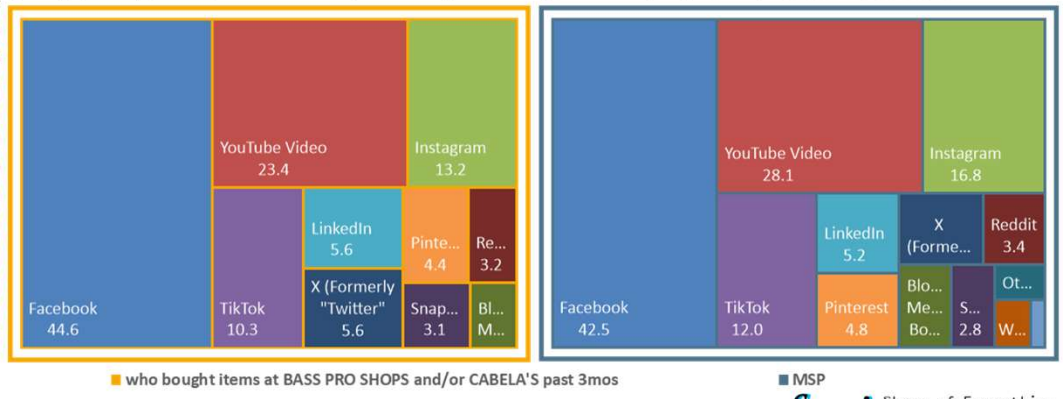
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 116

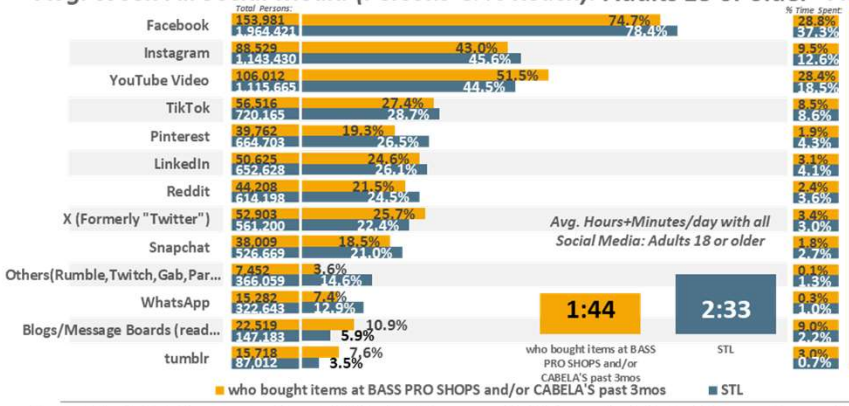
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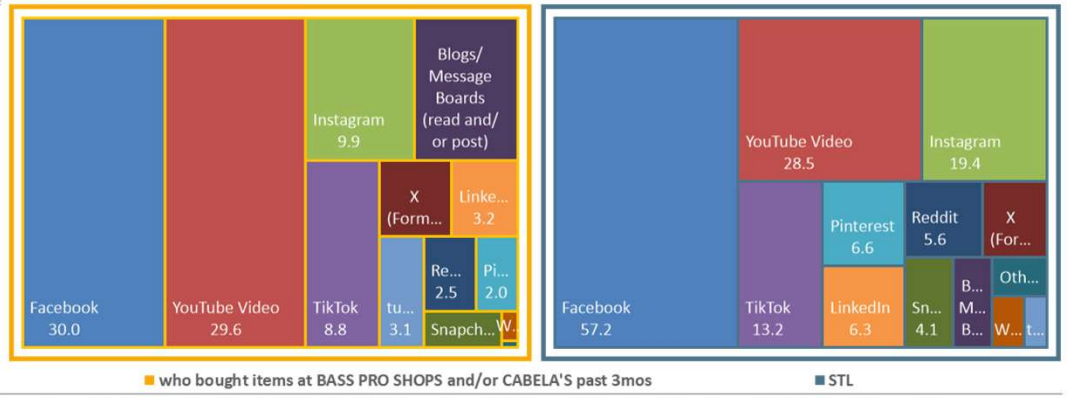
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

96,691 or 46.9% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos use Ad-Supported YouTube Video for an average of 29.6 minutes every day representing 39.5% of all time spent daily with Ad-Supported Social Media.

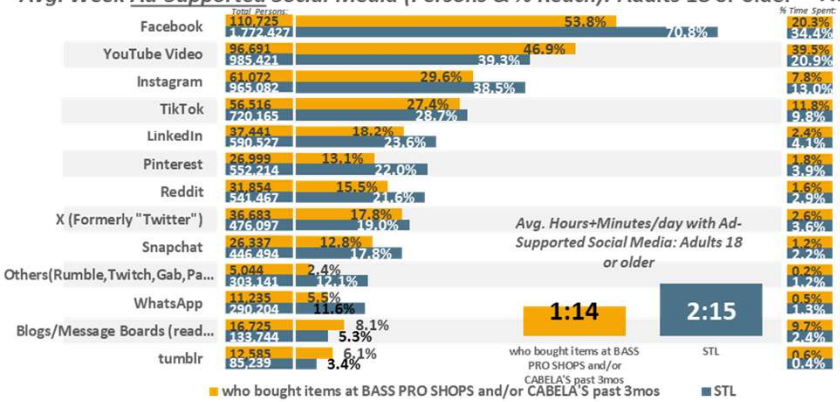
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



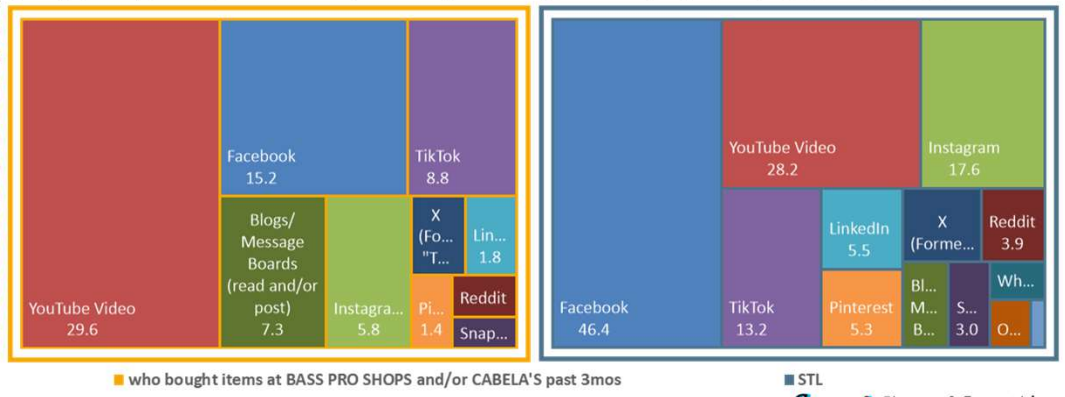
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 143

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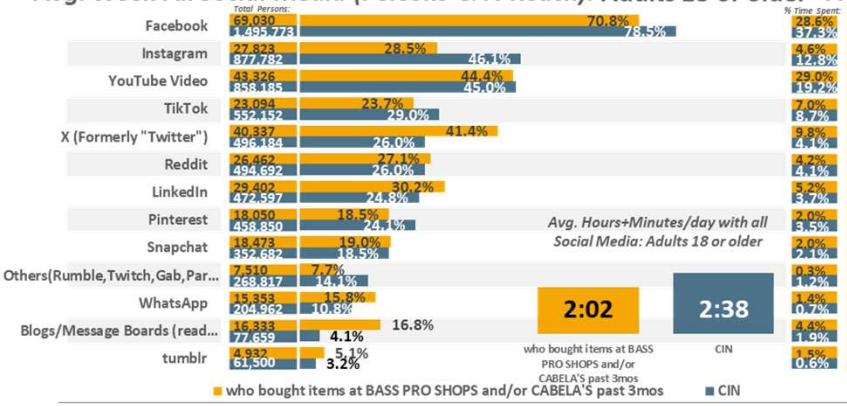
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

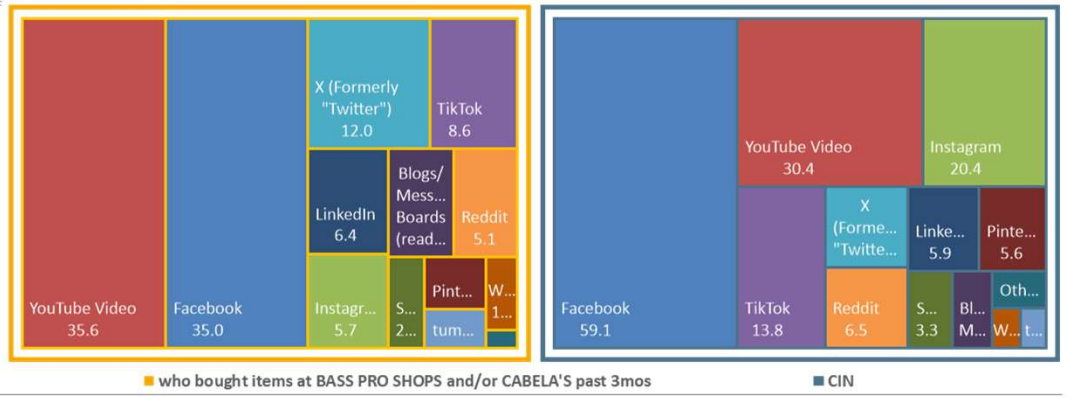
Bass Pro Shops Cabela's **CIN**

30,918 or 31.7% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos use Ad-Supported YouTube Video for an average of 32.7 minutes every day representing 35.% of all time spent daily with Ad-Supported Social Media.

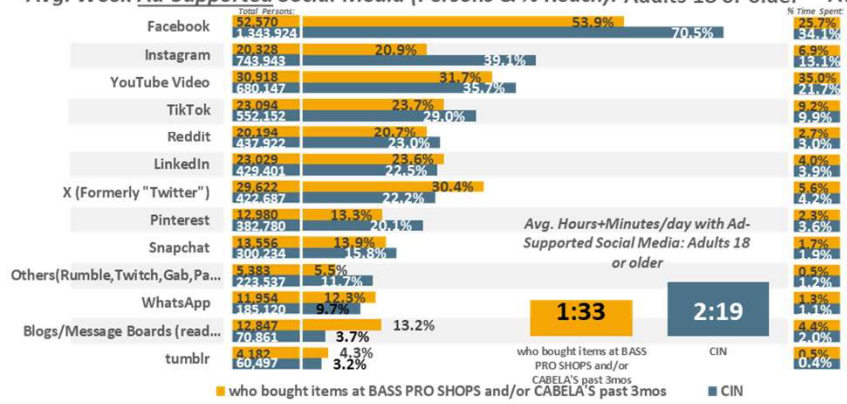
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



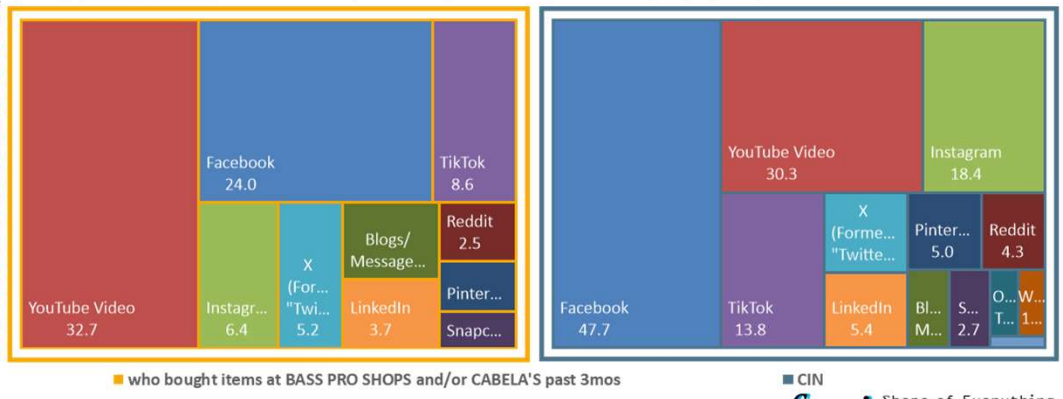
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 93

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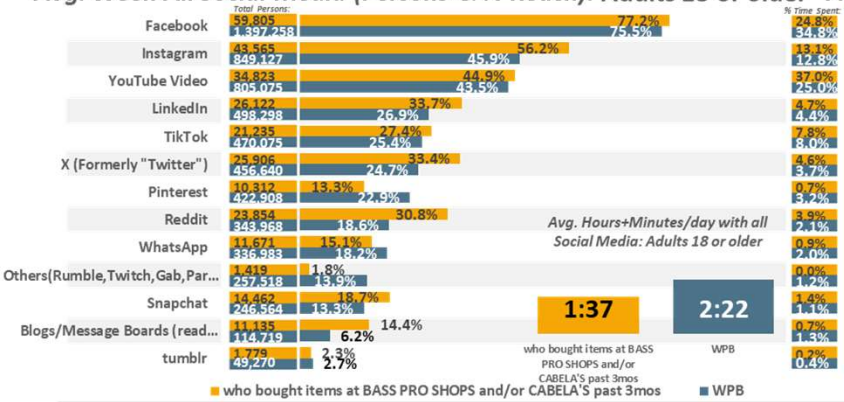
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

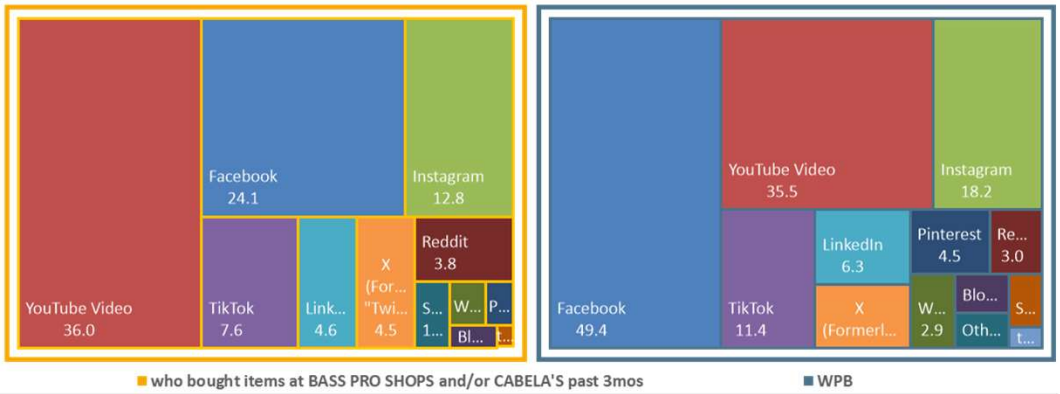
Bass Pro Shops Cabela's **WPB**

26,132 or 33.7% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos use Ad-Supported YouTube Video for an average of 33.3 minutes every day representing 39.2% of all time spent daily with Ad-Supported Social Media.

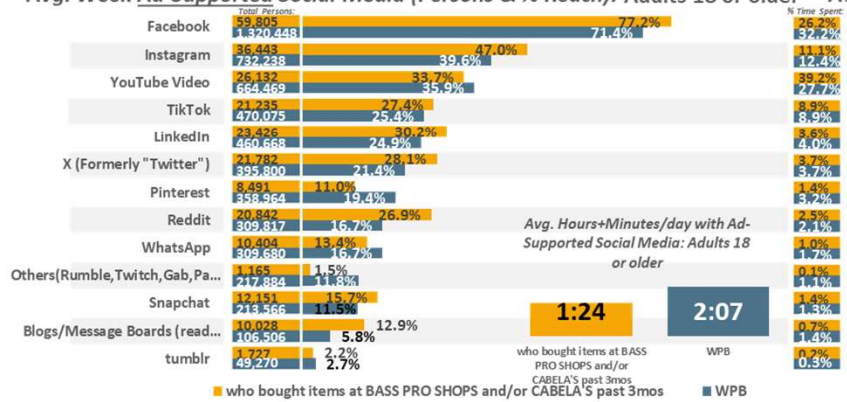
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



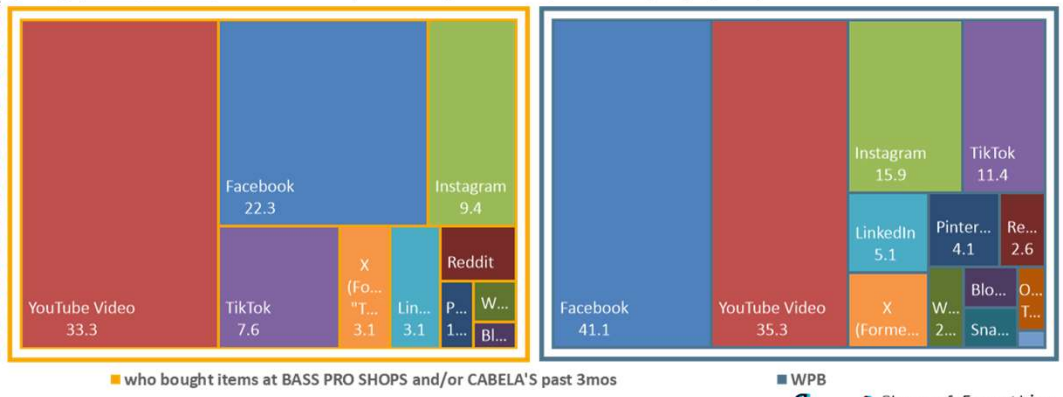
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



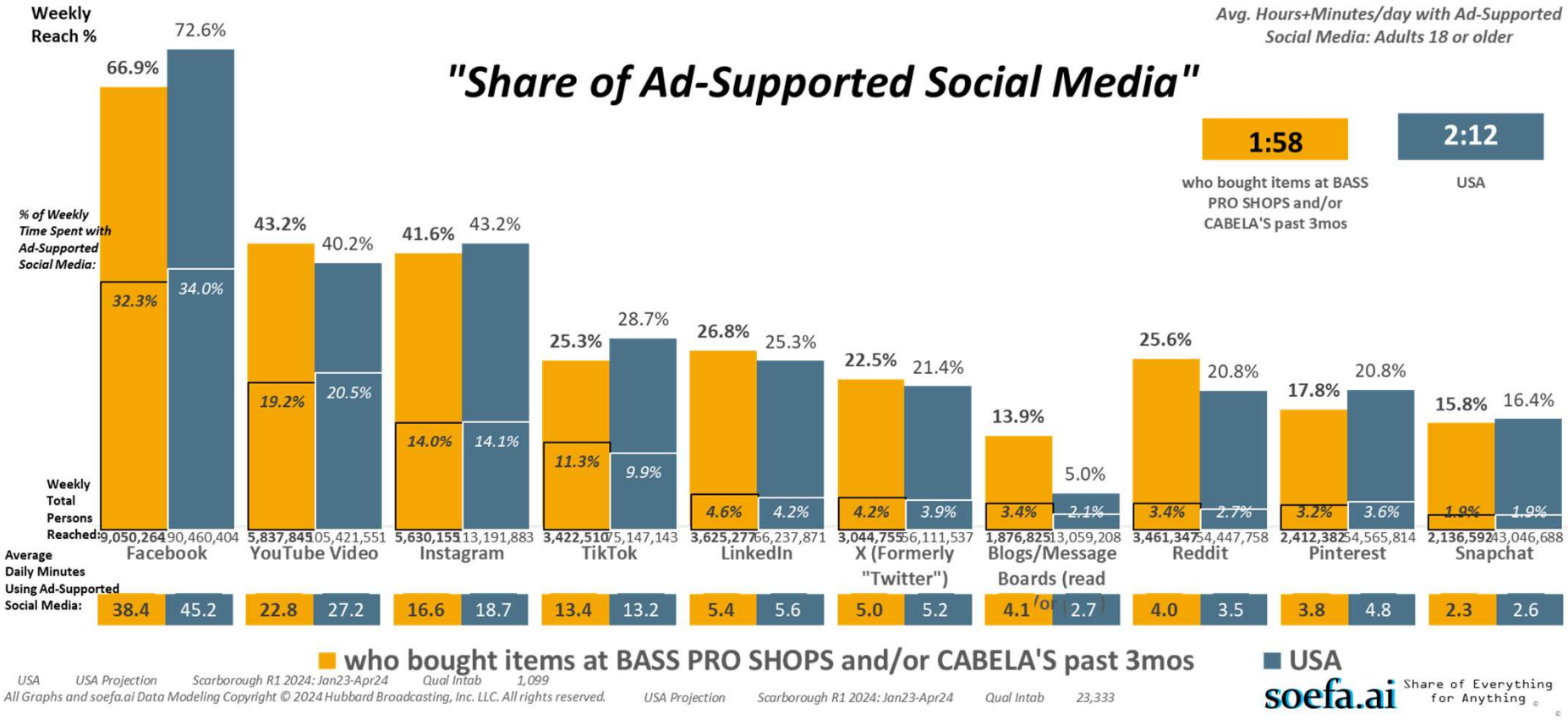
WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 118

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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

9,050,264 or 66.9% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos use Ad-Supported Facebook for an average of 38.4 minutes every day representing 32.3% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,099

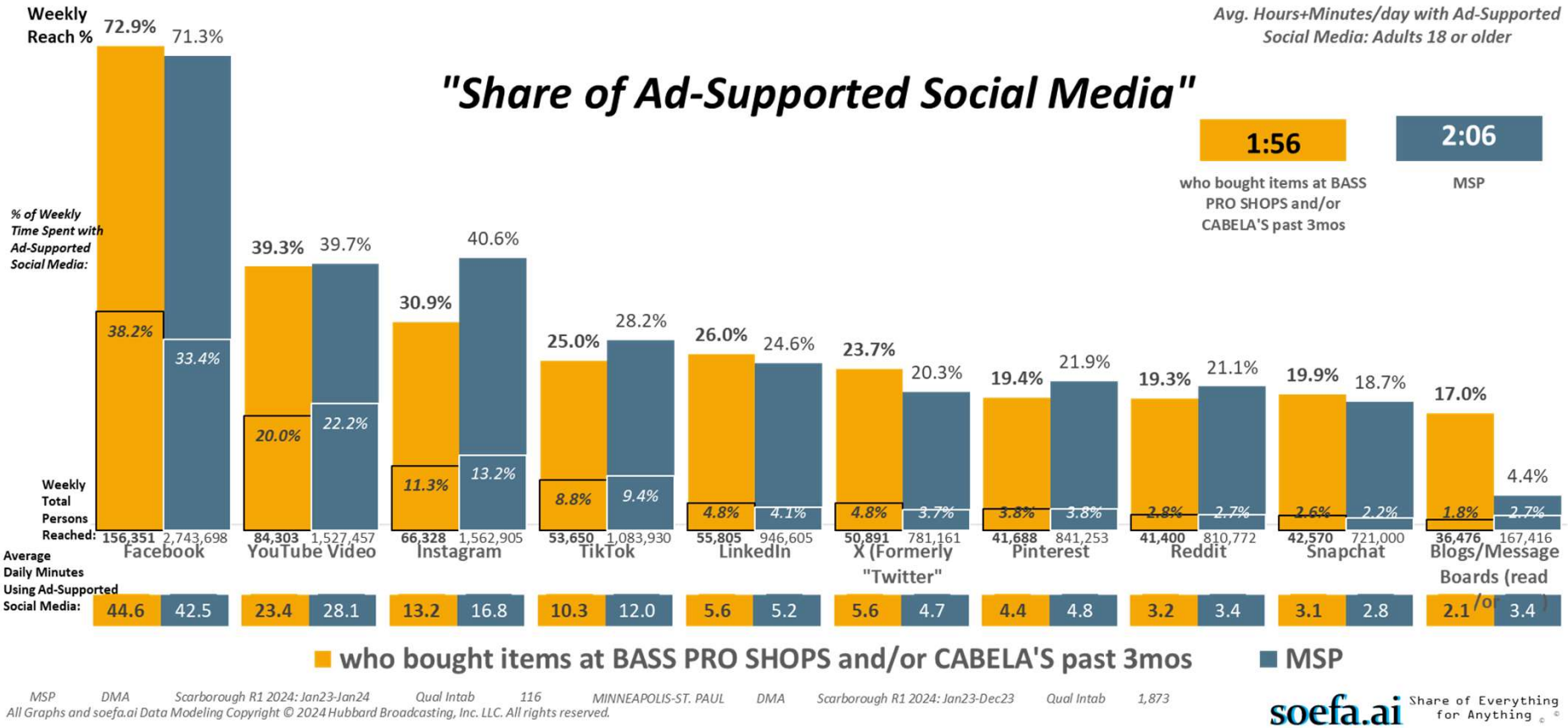
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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

156,351 or 72.9% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos use Ad-Supported Facebook for an average of 44.6 minutes every day representing 38.2% of all time spent daily with Ad-Supported Social Media.



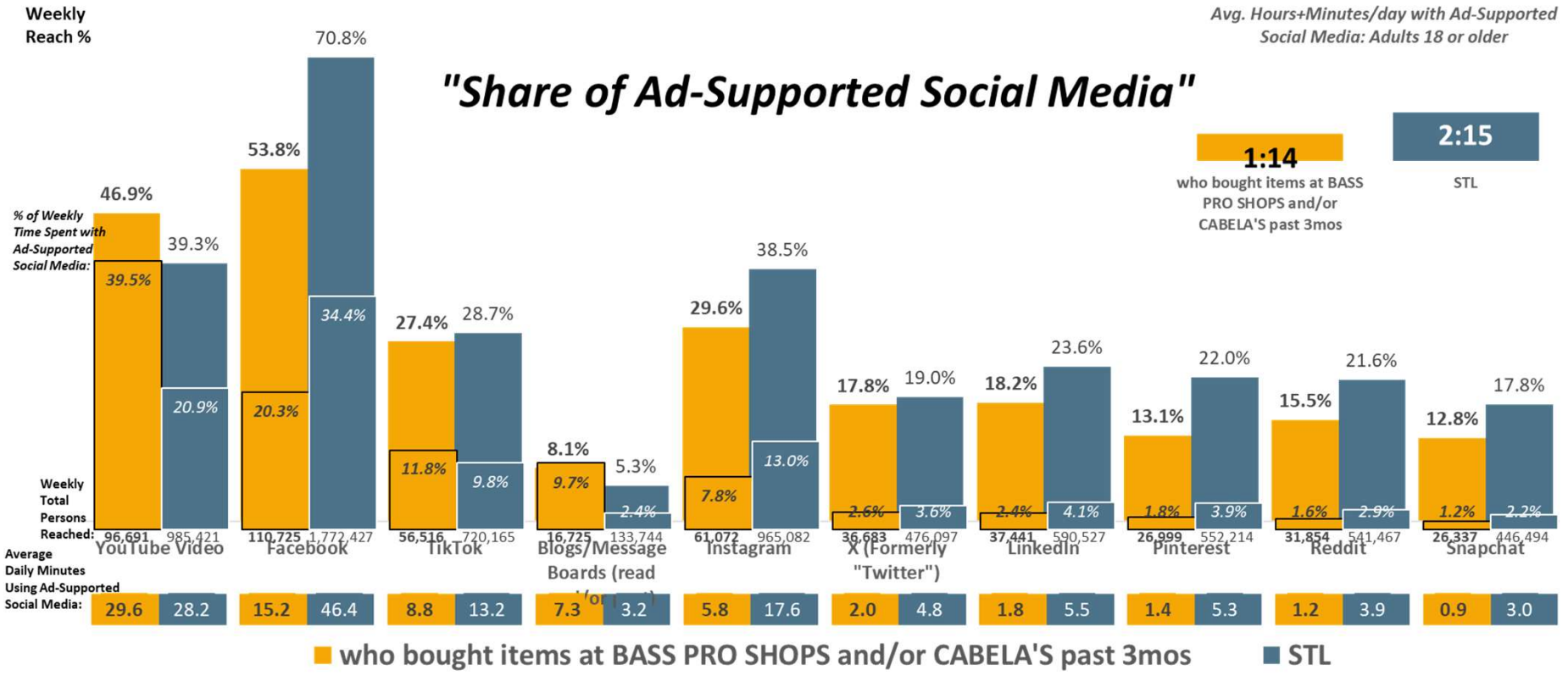
MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 116 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

96,691 or 46.9% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos use Ad-Supported YouTube Video for an average of 29.6 minutes every day representing 39.5% of all time spent daily with Ad-Supported Social Media.



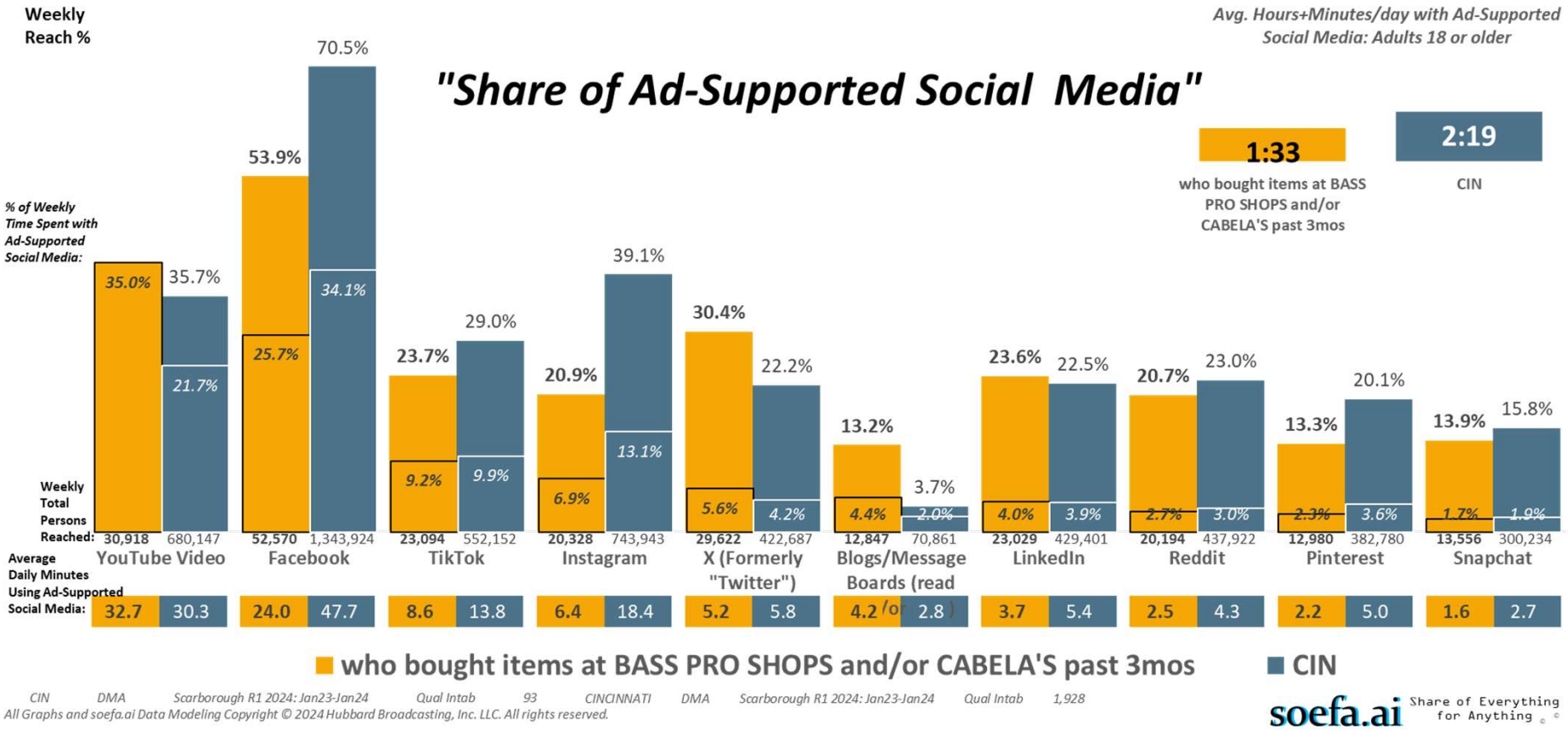
STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 143 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

30,918 or 31.7% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos use Ad-Supported YouTube Video for an average of 32.7 minutes every day representing 35.% of all time spent daily with Ad-Supported Social Media.



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 93 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

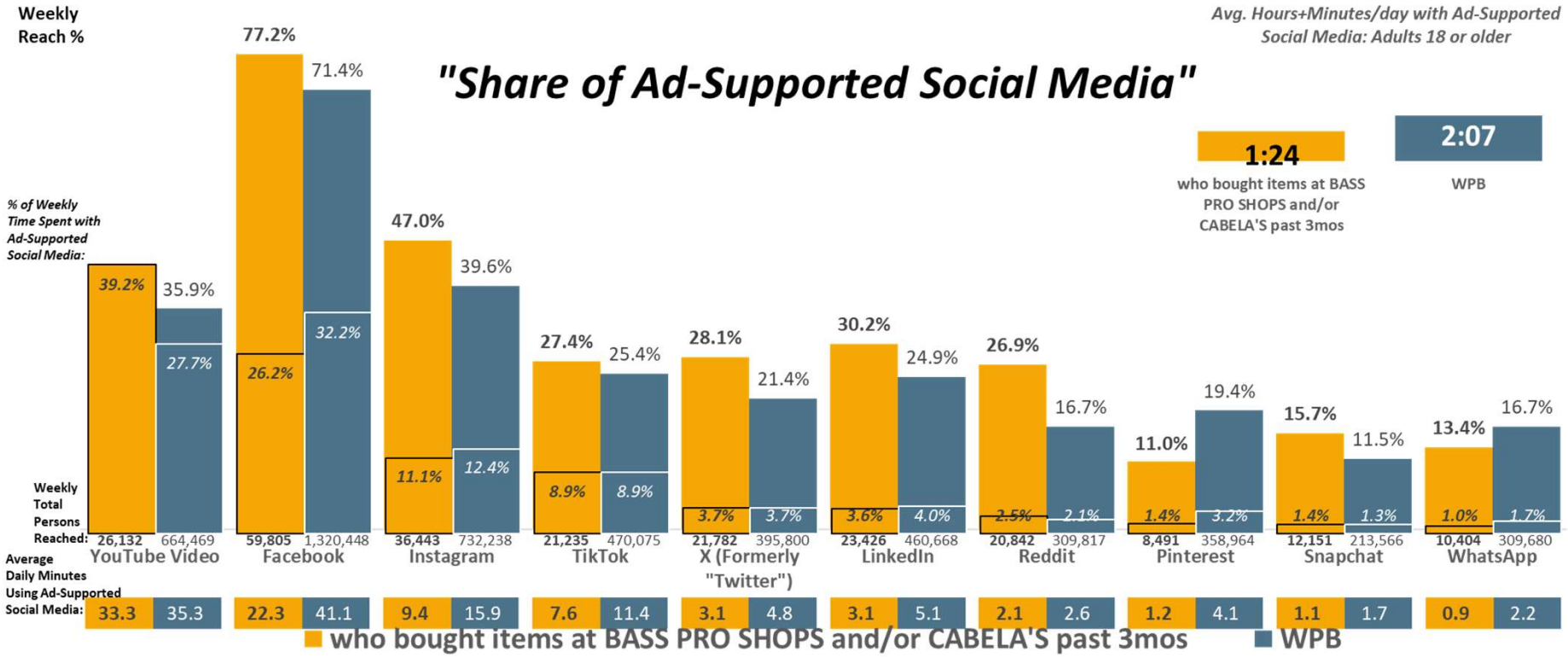
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

Bass Pro Shops Cabela's WPB

26,132 or 33.7% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos use Ad-Supported YouTube Video for an average of 33.3 minutes every day representing 39.2% of all time spent daily with Ad-Supported Social Media.



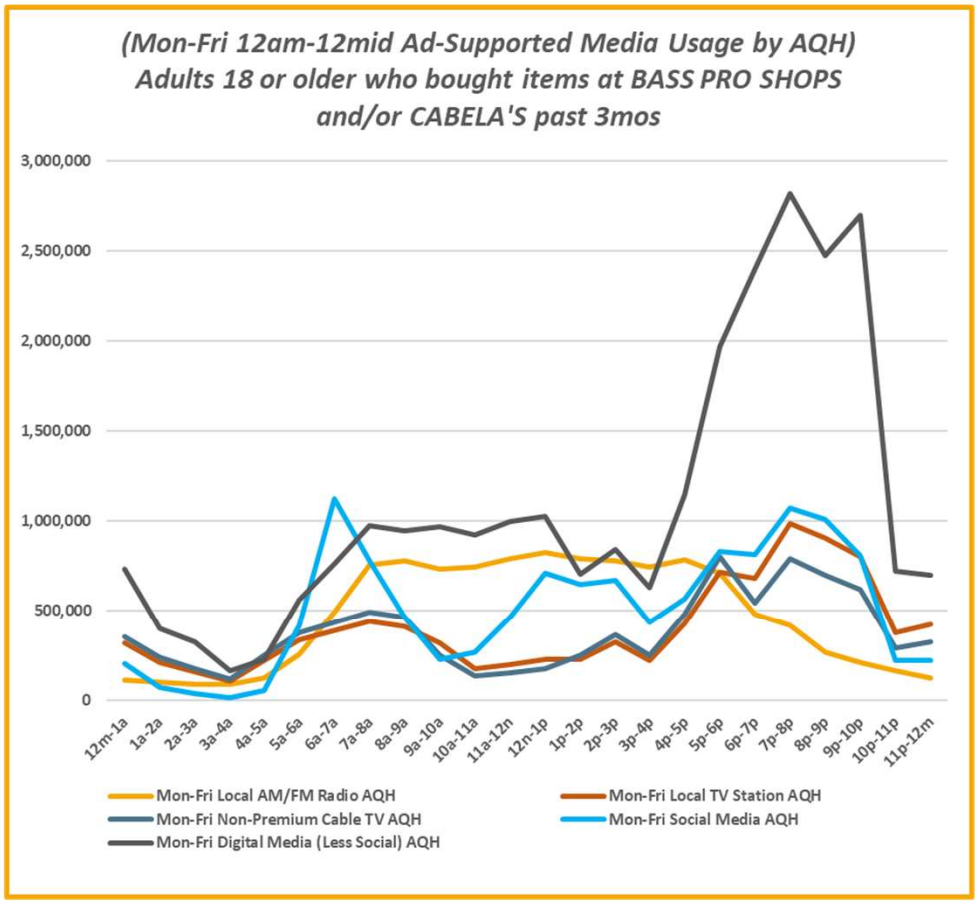
WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 118 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465

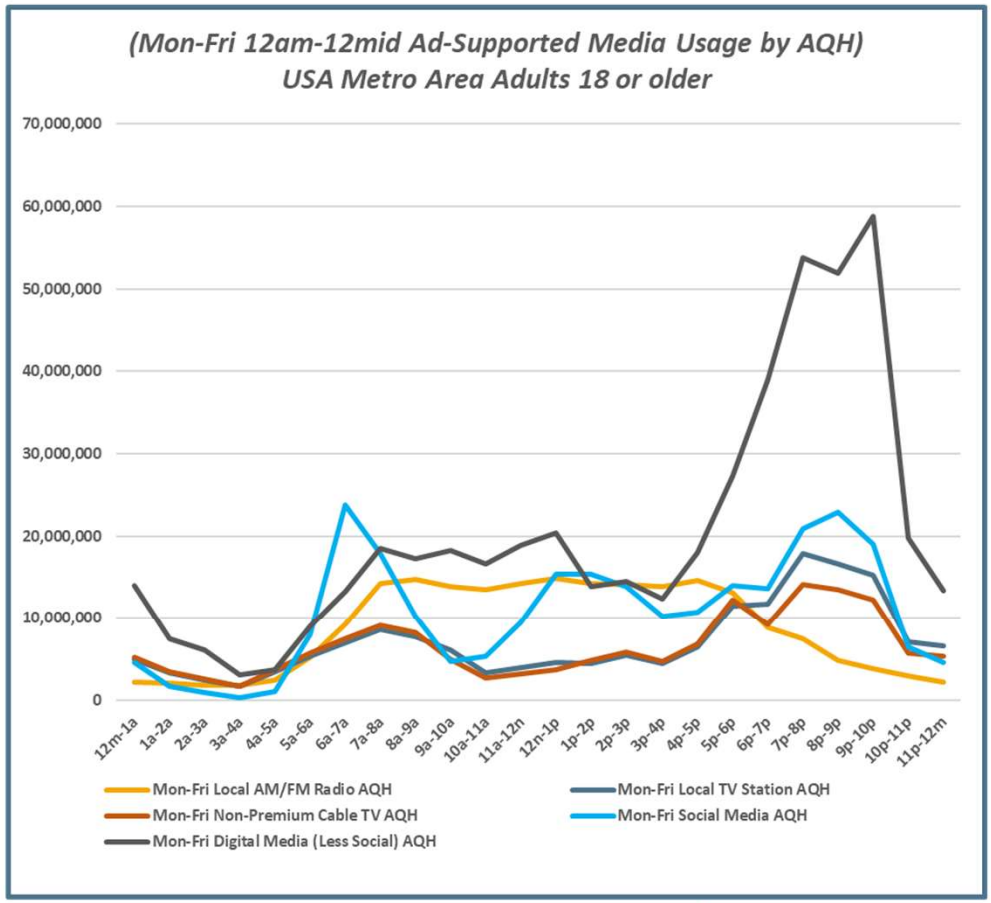
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,098,700; Local Radio: 723,644; Social Media: 614,731; Non-Prem. Cable: 367,825; Local TV: 365,885 reaching Adults 18 or older who bought items at BASS PRO SHOPS and/or





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,099

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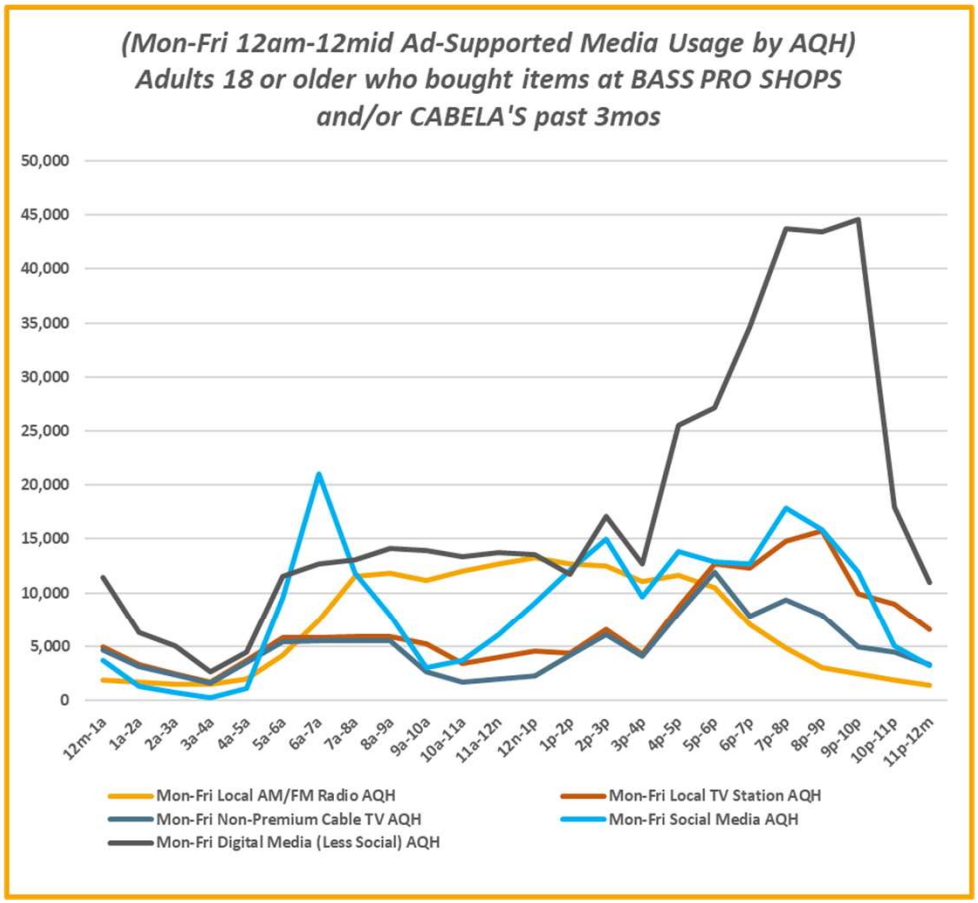
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

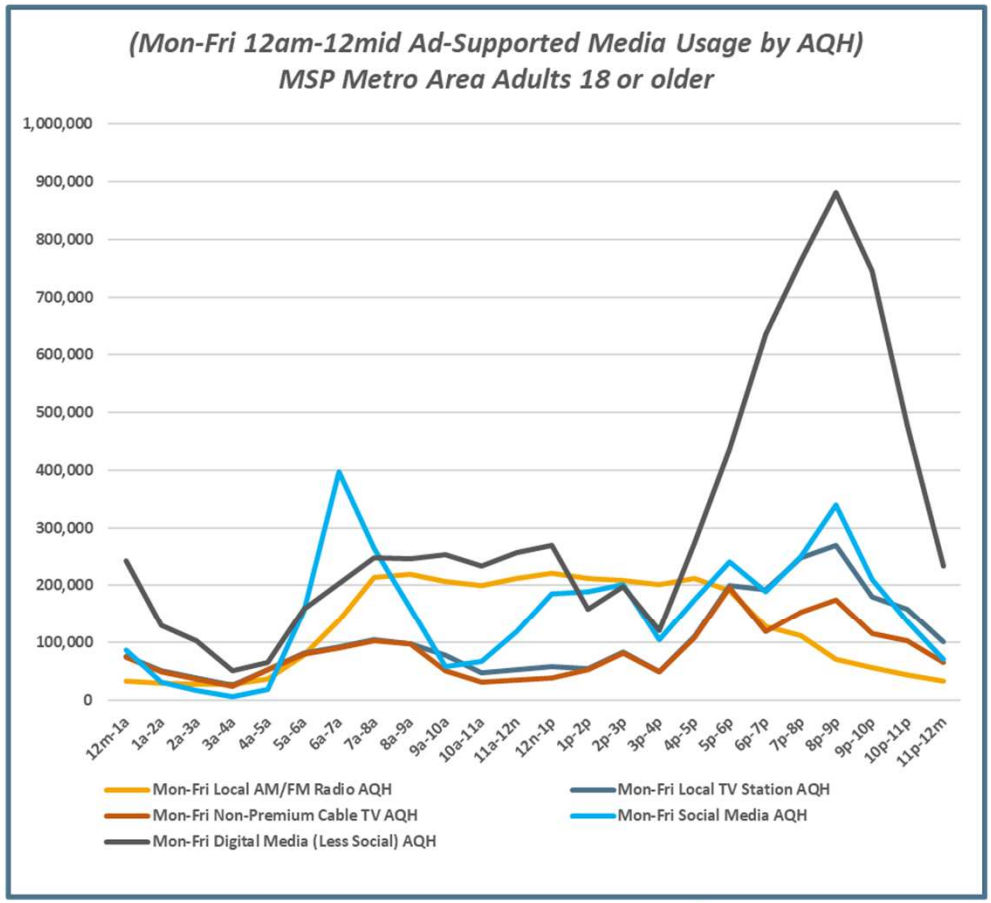
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

Bass Pro Shops Cabela's MSP

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 17,182; Local Radio: 11,183; Social Media: 10,682; Local TV: 6,421; Non-Prem. Cable: 5,165 reaching Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S





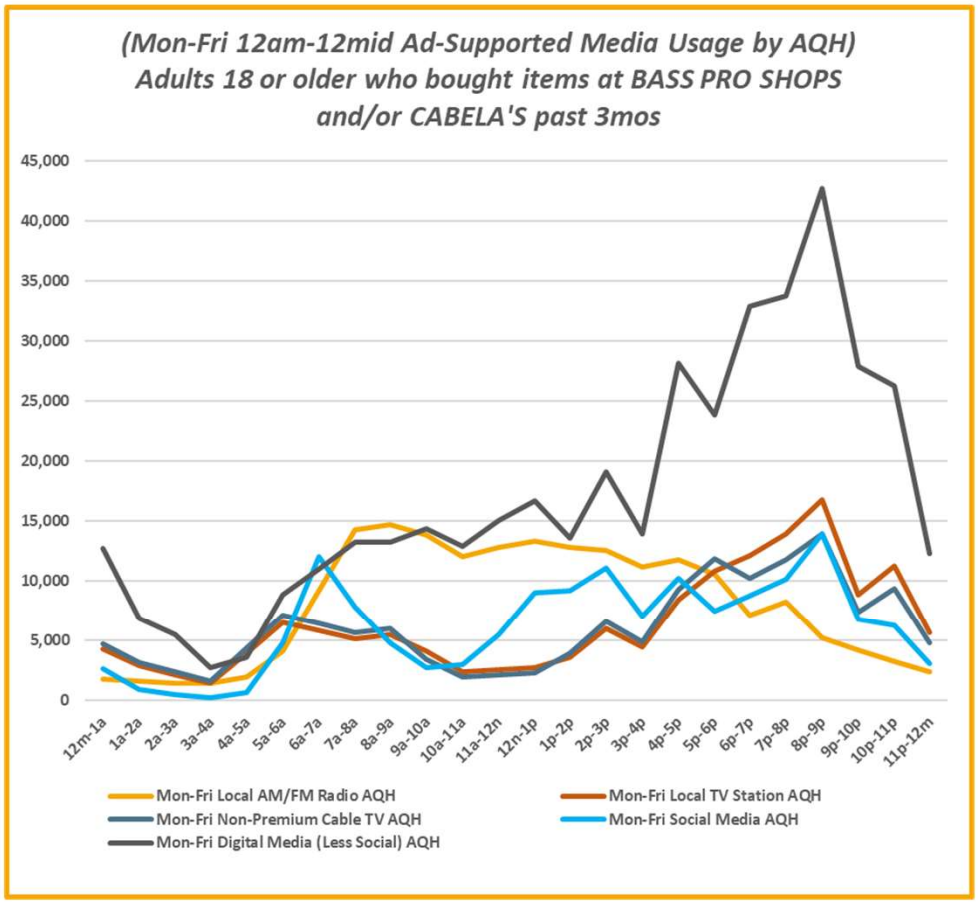
MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 116

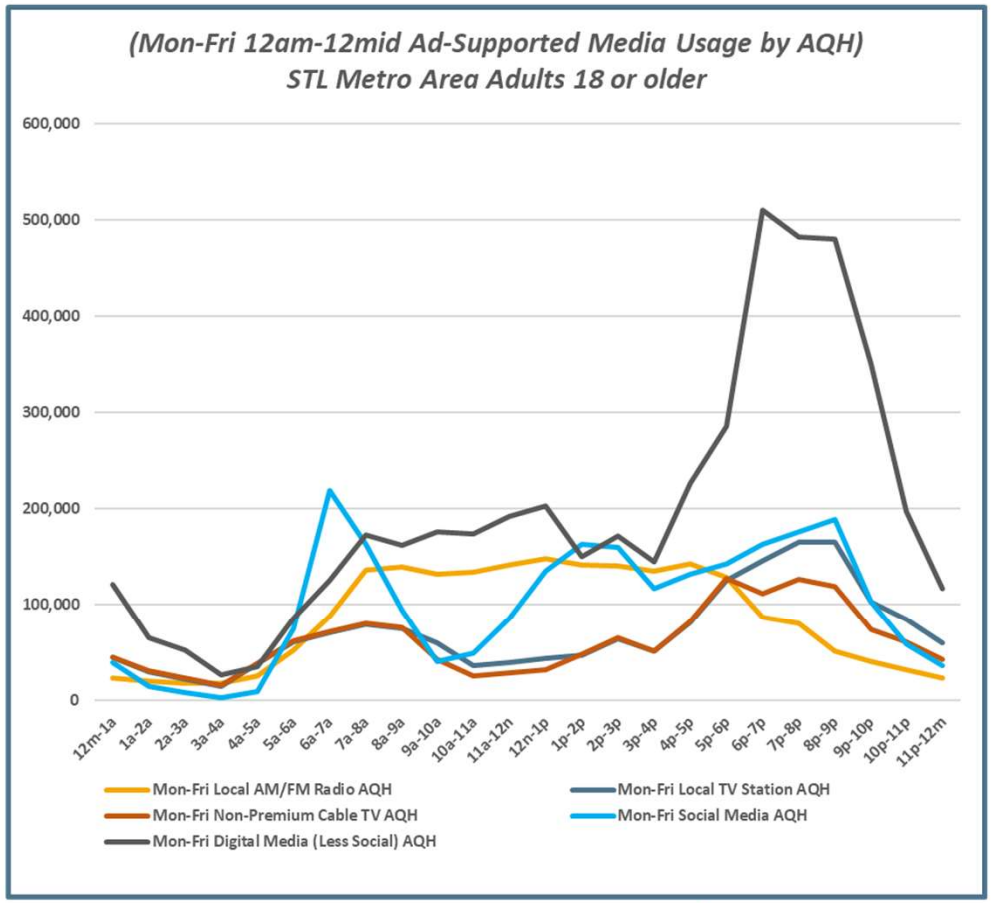
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 17,536; Local Radio: 11,994; Social Media: 7,580; Non-Prem. Cable: 5,724; Local TV: 5,632 reaching Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S p





STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 143

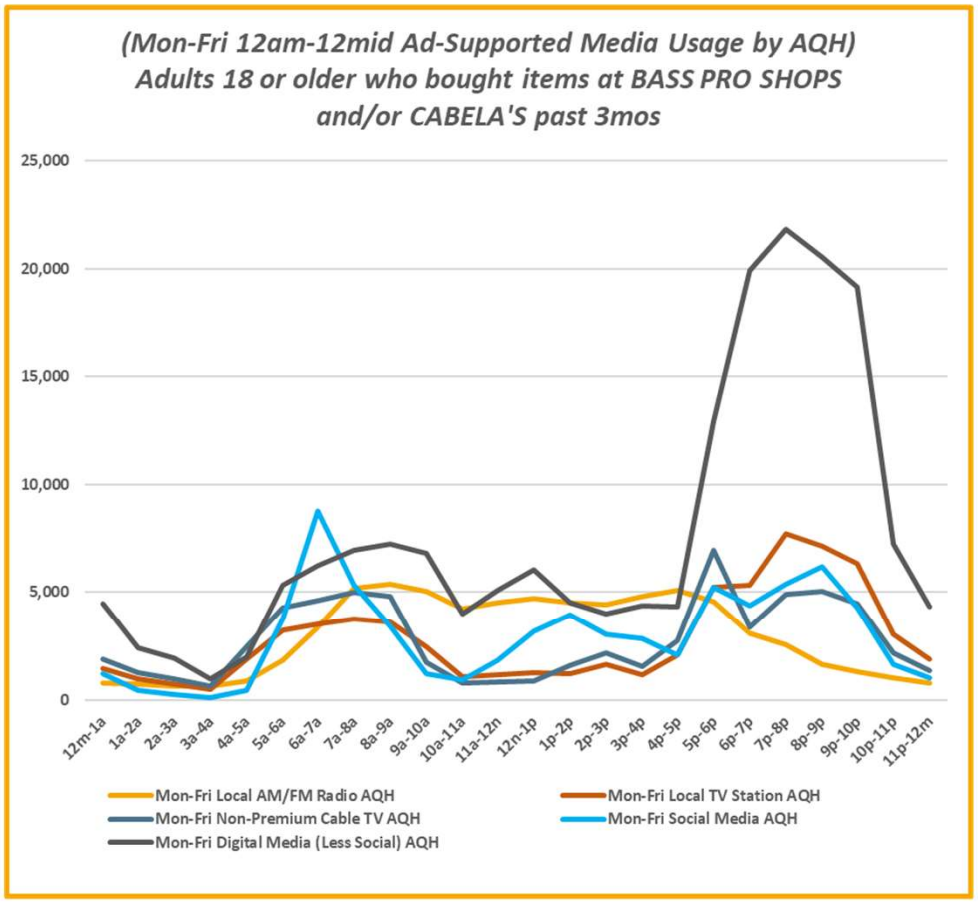
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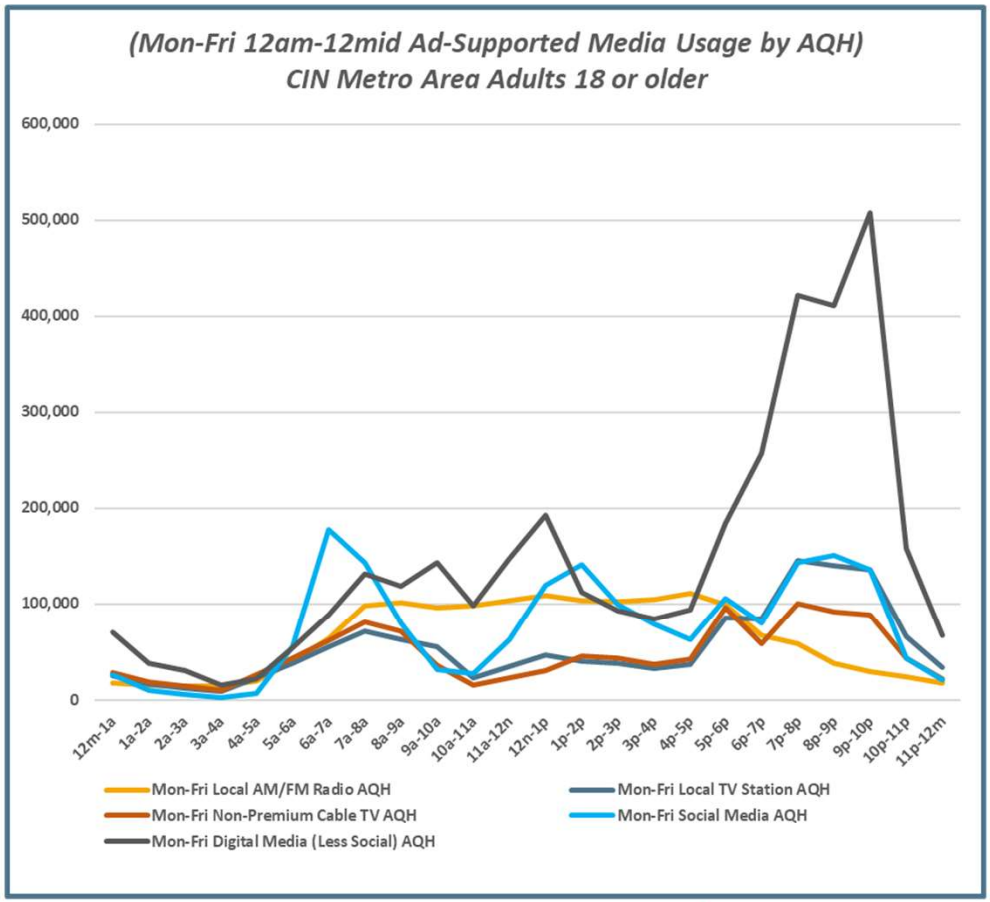
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Bass Pro Shops Cabela's CIN

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,093; Local Radio: 4,518; Social Media: 3,530; Non-Prem. Cable: 2,834; Local TV: 2,561 reaching Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S pas





CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 93

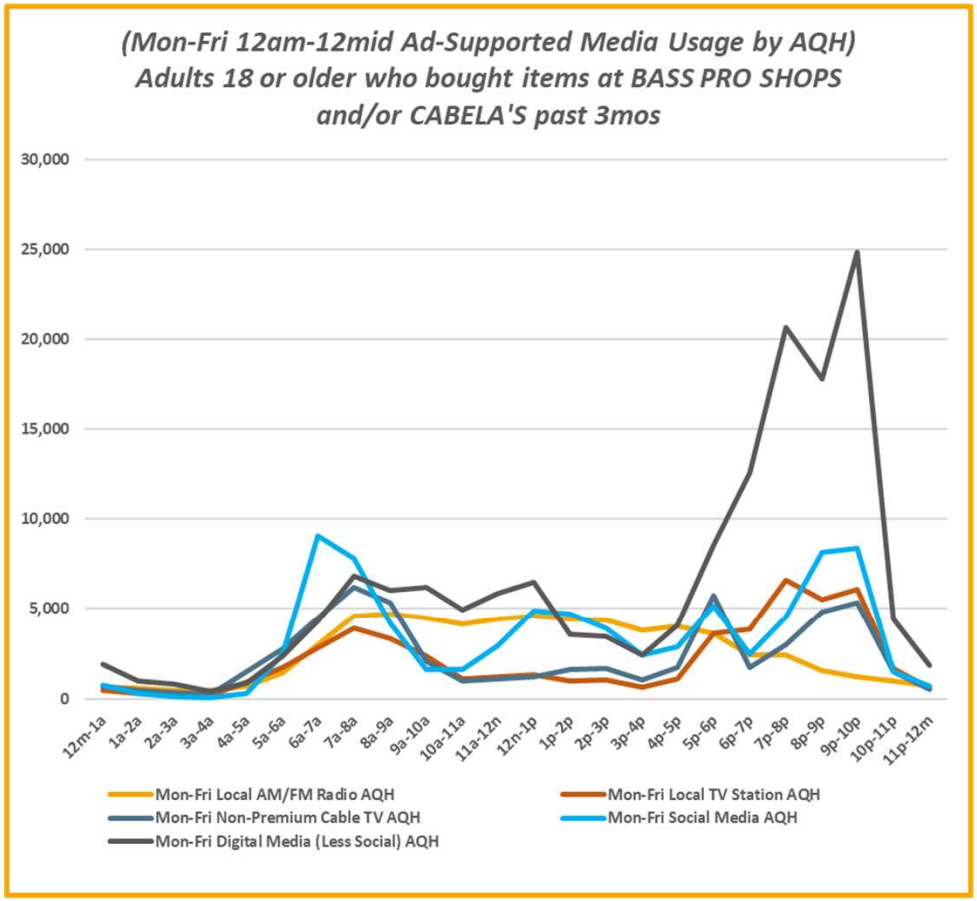
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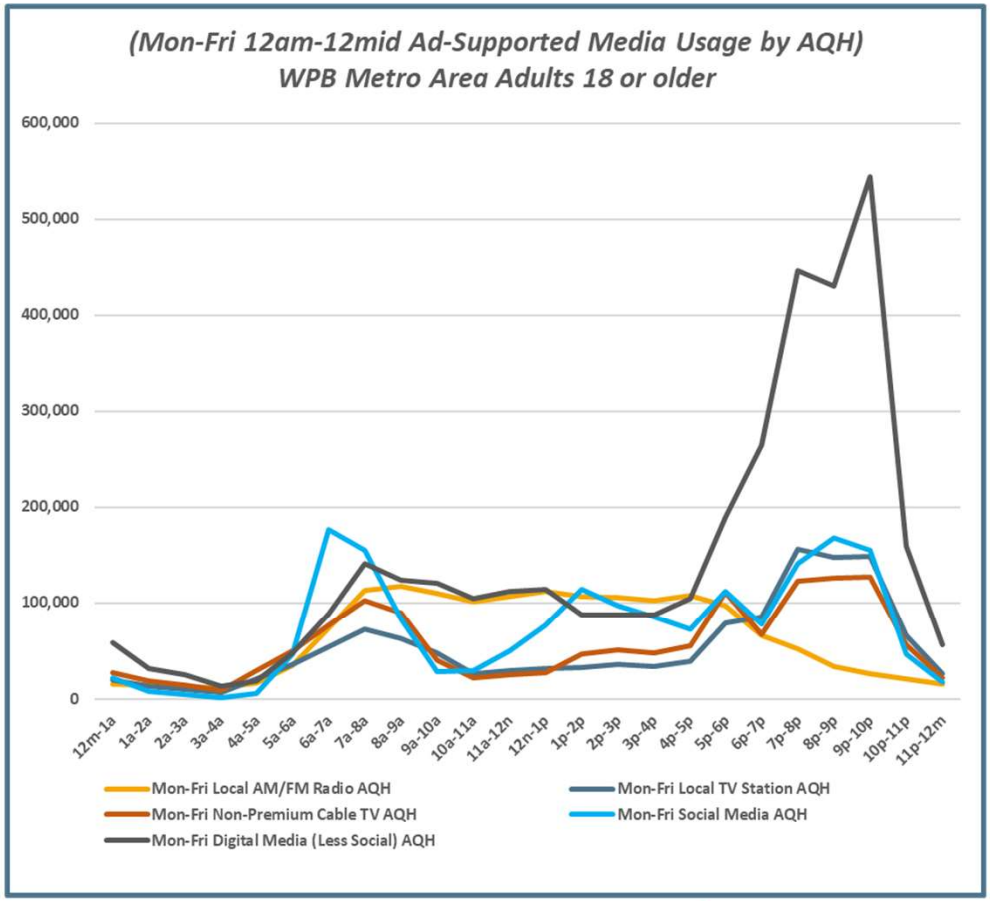
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

Bass Pro Shops Cabela's WPB

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,794; Social Media: 4,129; Local Radio: 4,040; Non-Prem. Cable: 2,679; Local TV: 2,095 reaching Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S pas





WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 118

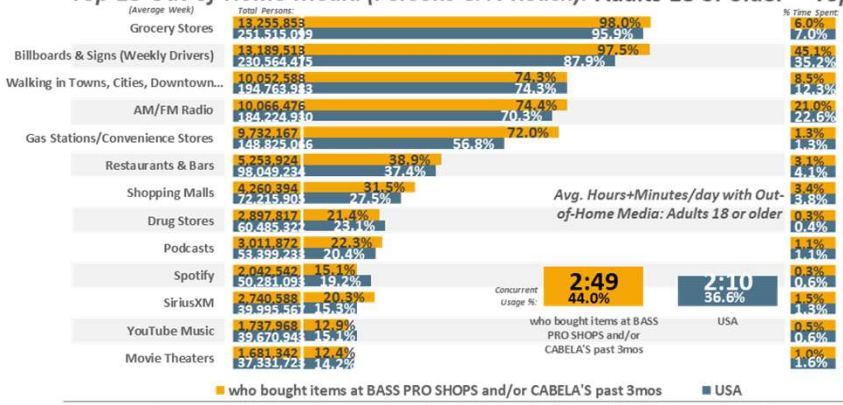
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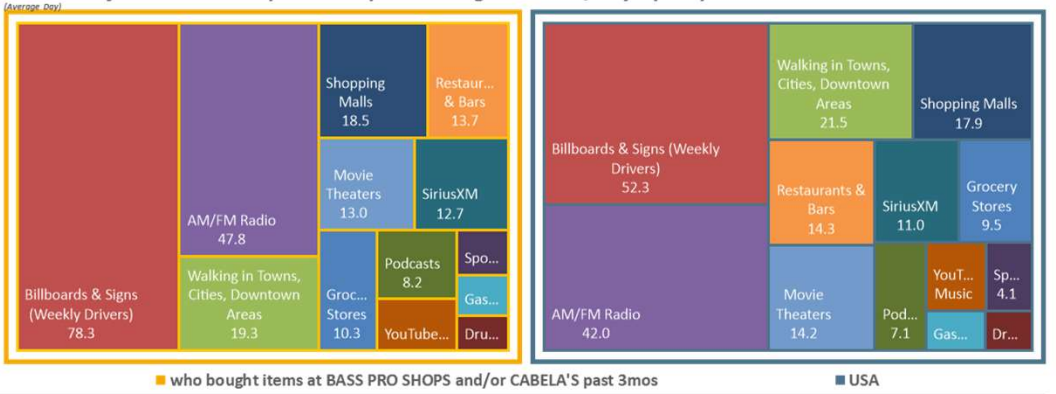
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

13,189,513 or 97.5% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos spend an average of 78.3 minutes per day driving, seeing Billboards and Signs. 70.2% Listen to Local Radio Stations Out-of-Home for an average of 45.6 m

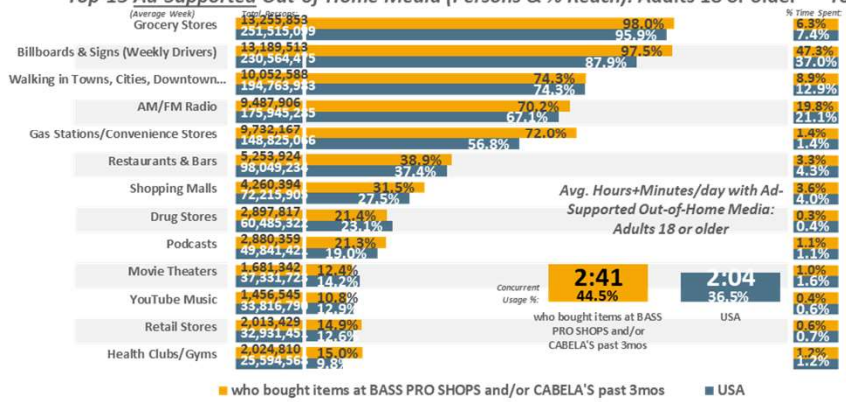
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



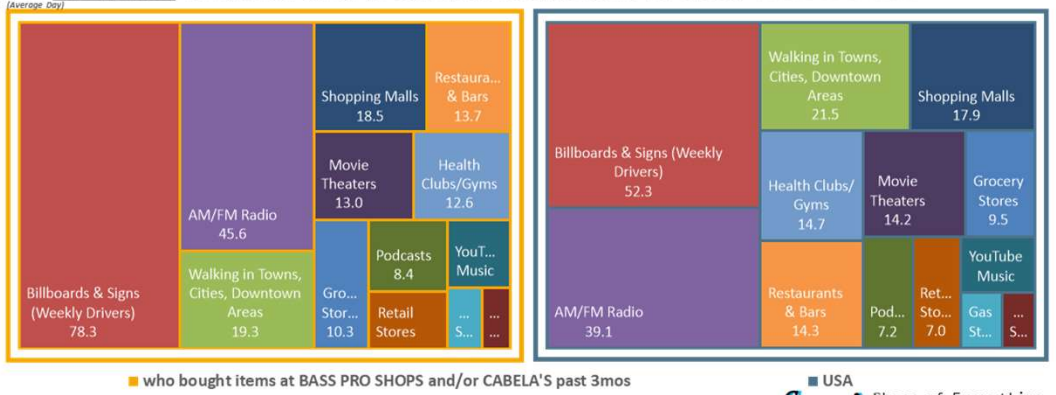
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2024: Jan23-Apr24 Qual Intab 1,099

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

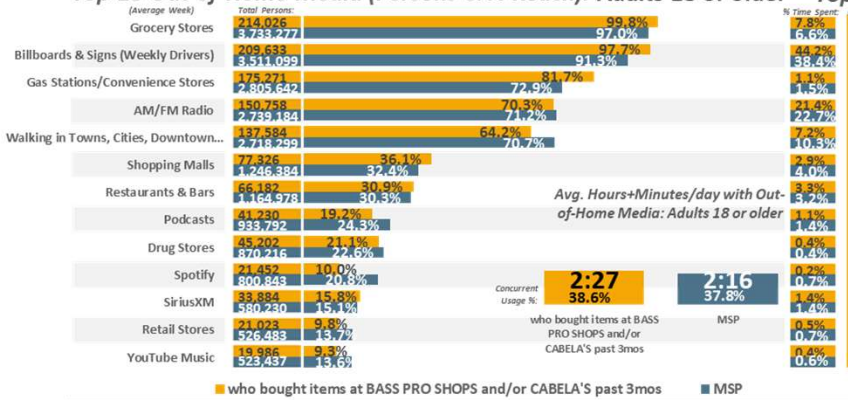
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

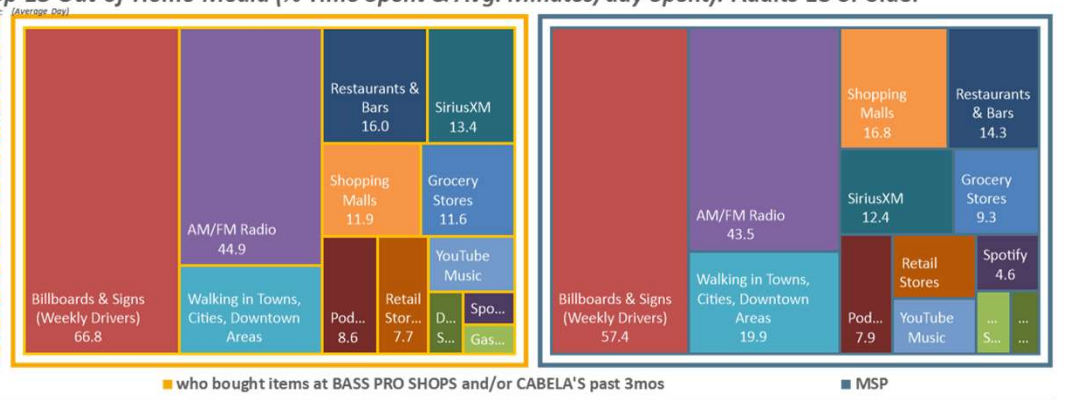
Bass Pro Shops Cabela's **MSP**

209,633 or 97.7% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos spend an average of 66.8 minutes per day driving, seeing Billboards and Signs. 66.9% Listen to Local Radio Stations Out-of-Home for an average of 42.8 minu

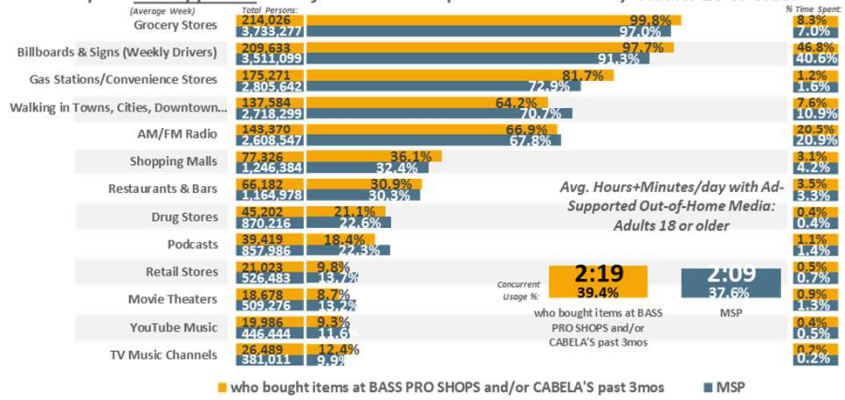
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



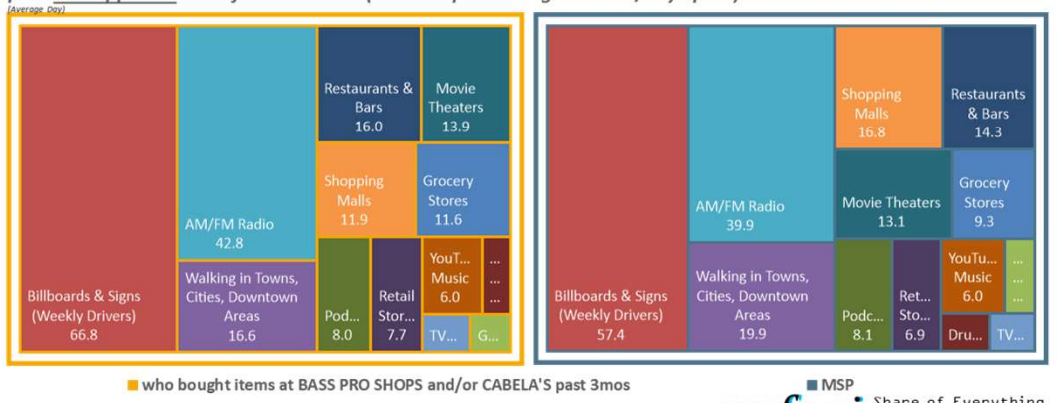
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 116

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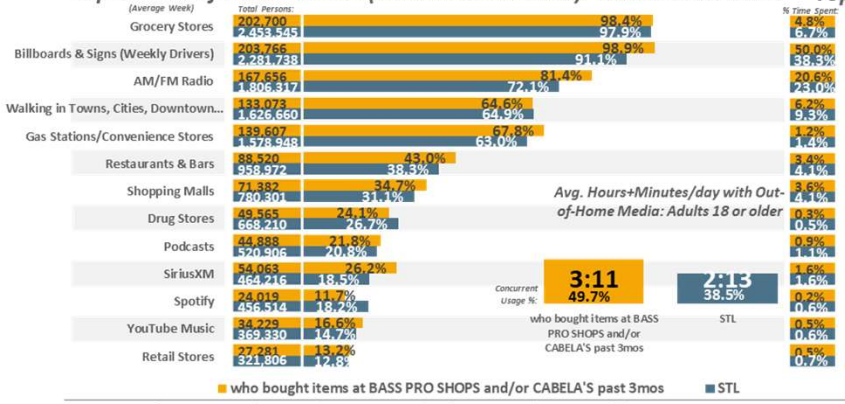
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

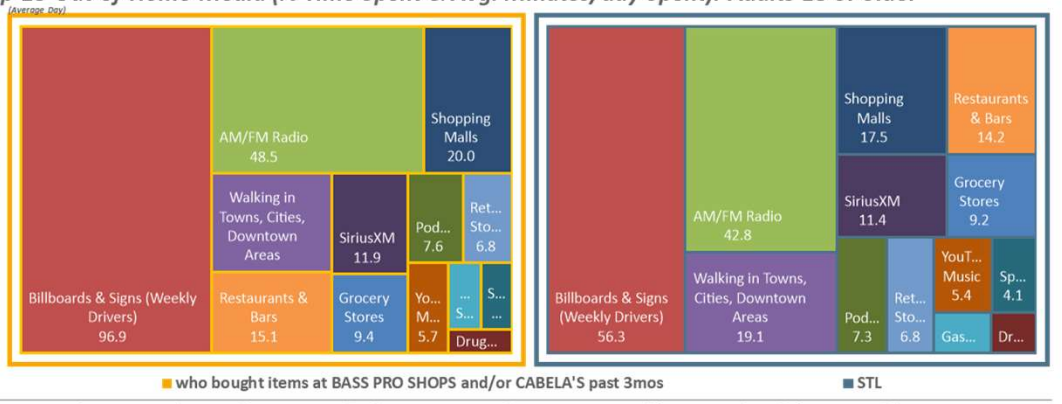
Bass Pro Shops Cabela's STL

203,766 or 98.9% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos spend an average of 96.9 minutes per day driving, seeing Billboards and Signs. 77.7% Listen to Local Radio Stations Out-of-Home for an average of 46.5 minu

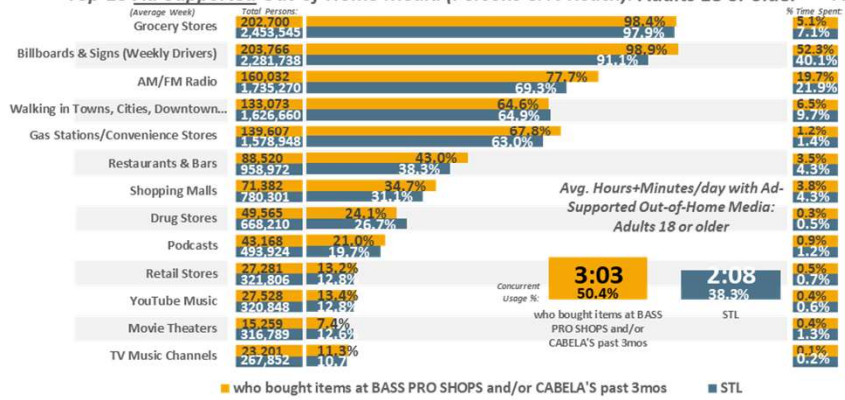
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



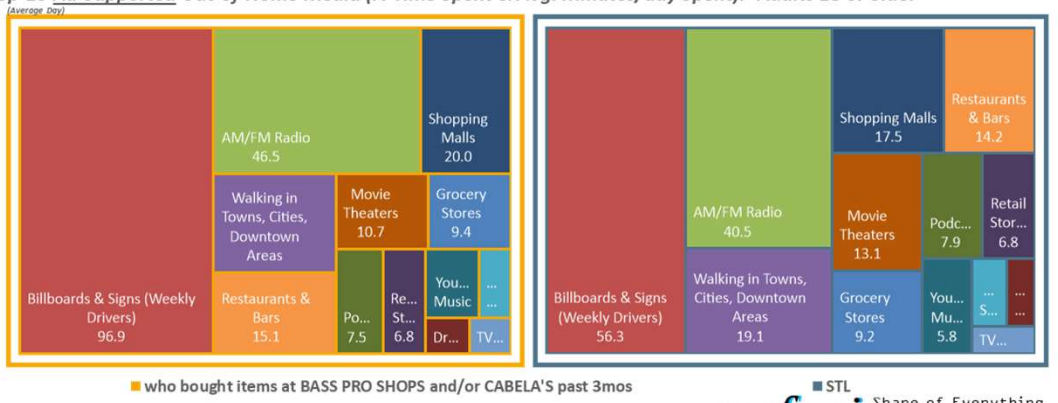
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 143

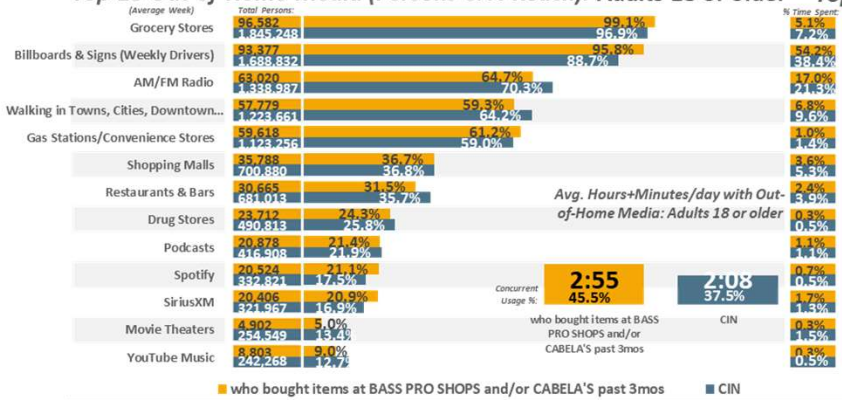
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

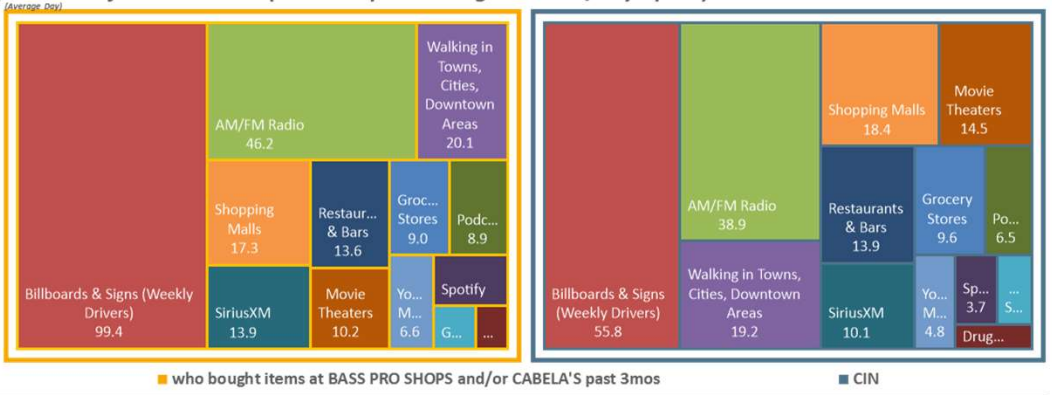
Bass Pro Shops Cabela's **CIN**

93,377 or 95.8% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos spend an average of 99.4 minutes per day driving, seeing Billboards and Signs. 61.3% Listen to Local Radio Stations Out-of-Home for an average of 42. minute

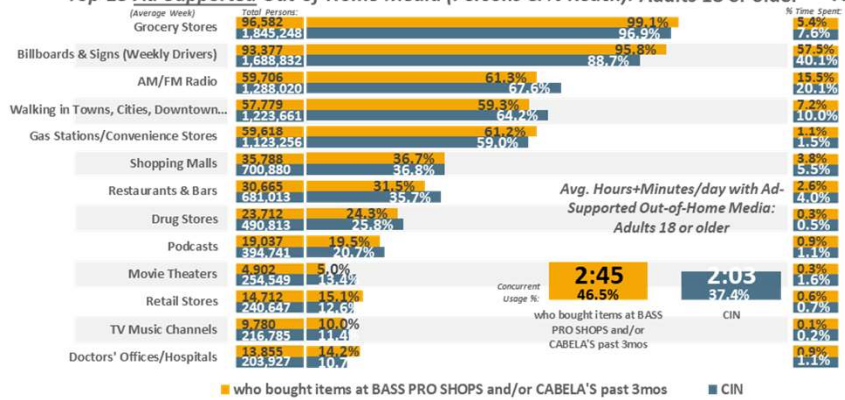
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



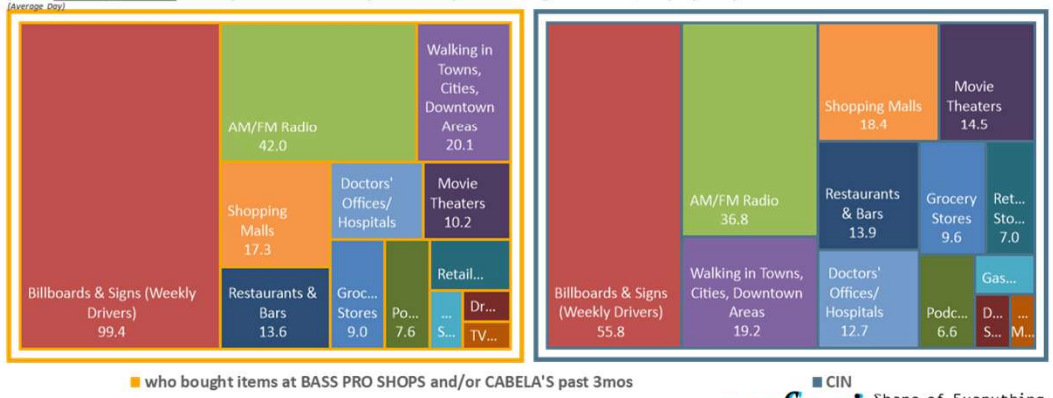
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 93

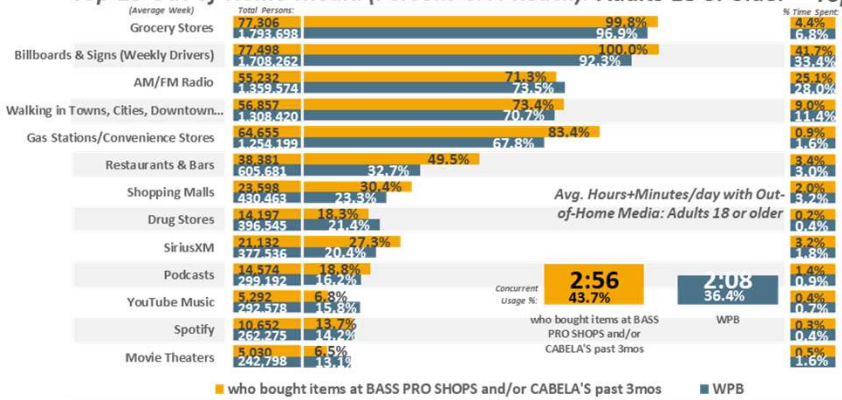
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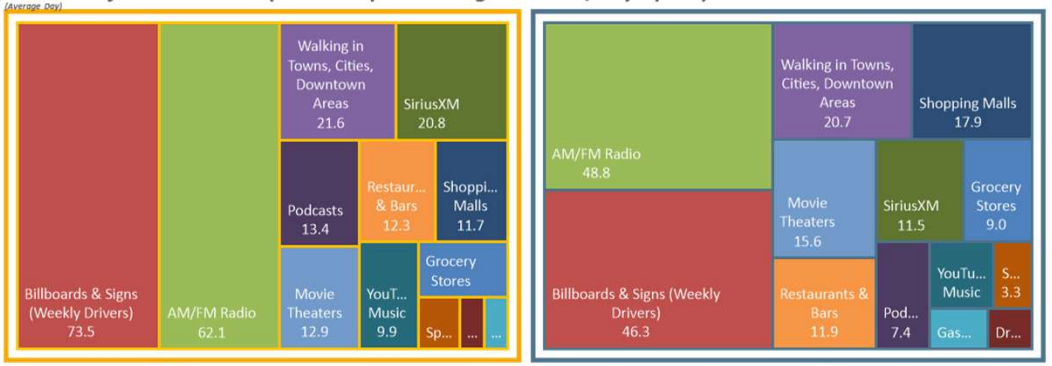
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

77,498 or 100.% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos spend an average of 73.5 minutes per day driving, seeing Billboards and Signs. 68.6% Listen to Local Radio Stations Out-of-Home for an average of 60.5 minut

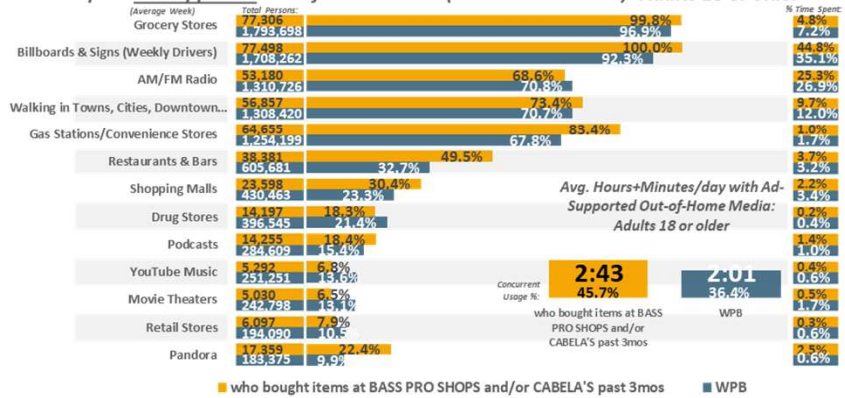
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



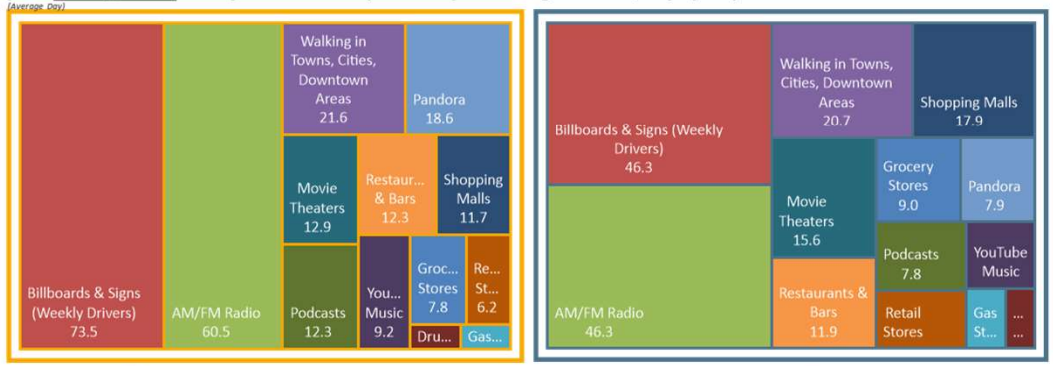
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 118

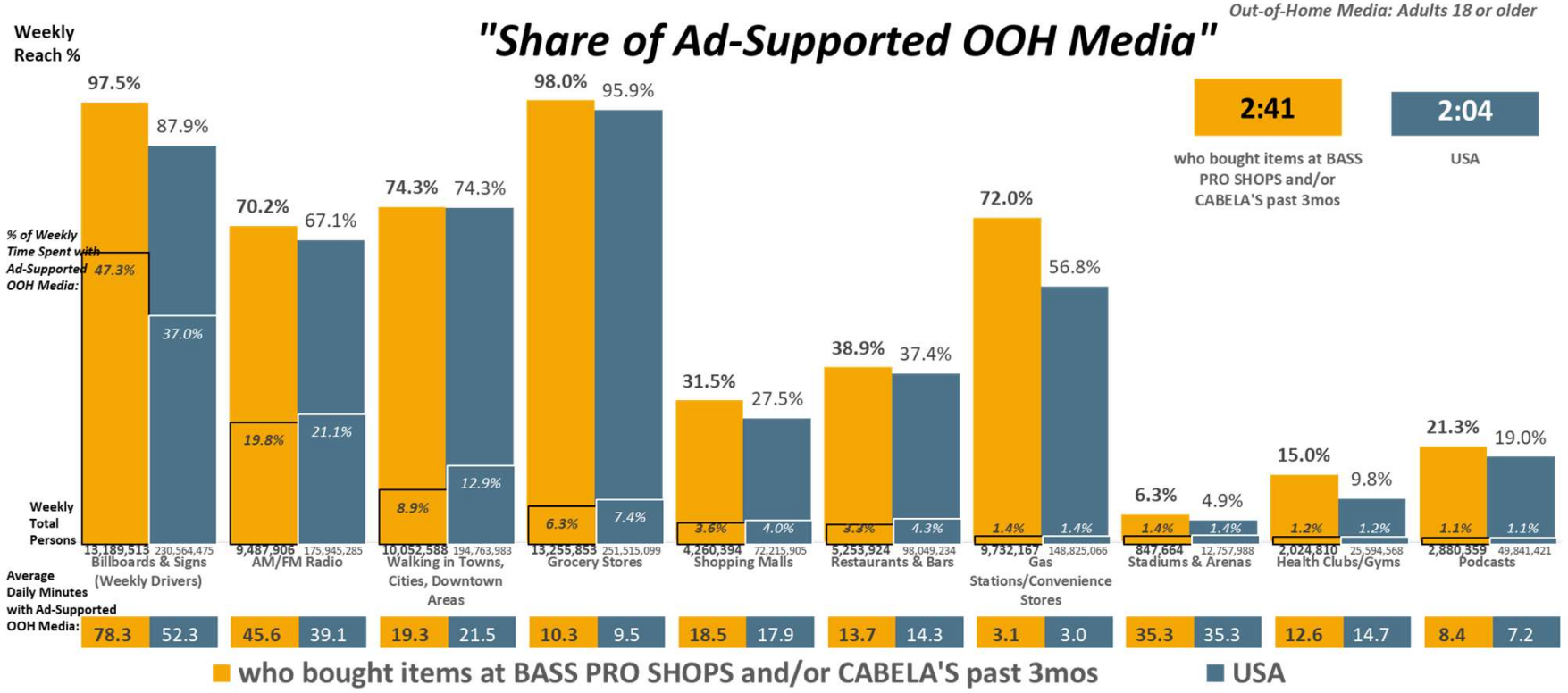
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

13,189,513 or 97.5% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos spend an average of 78.3 minutes per day driving, seeing Billboards and Signs representing 47.3% 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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,099

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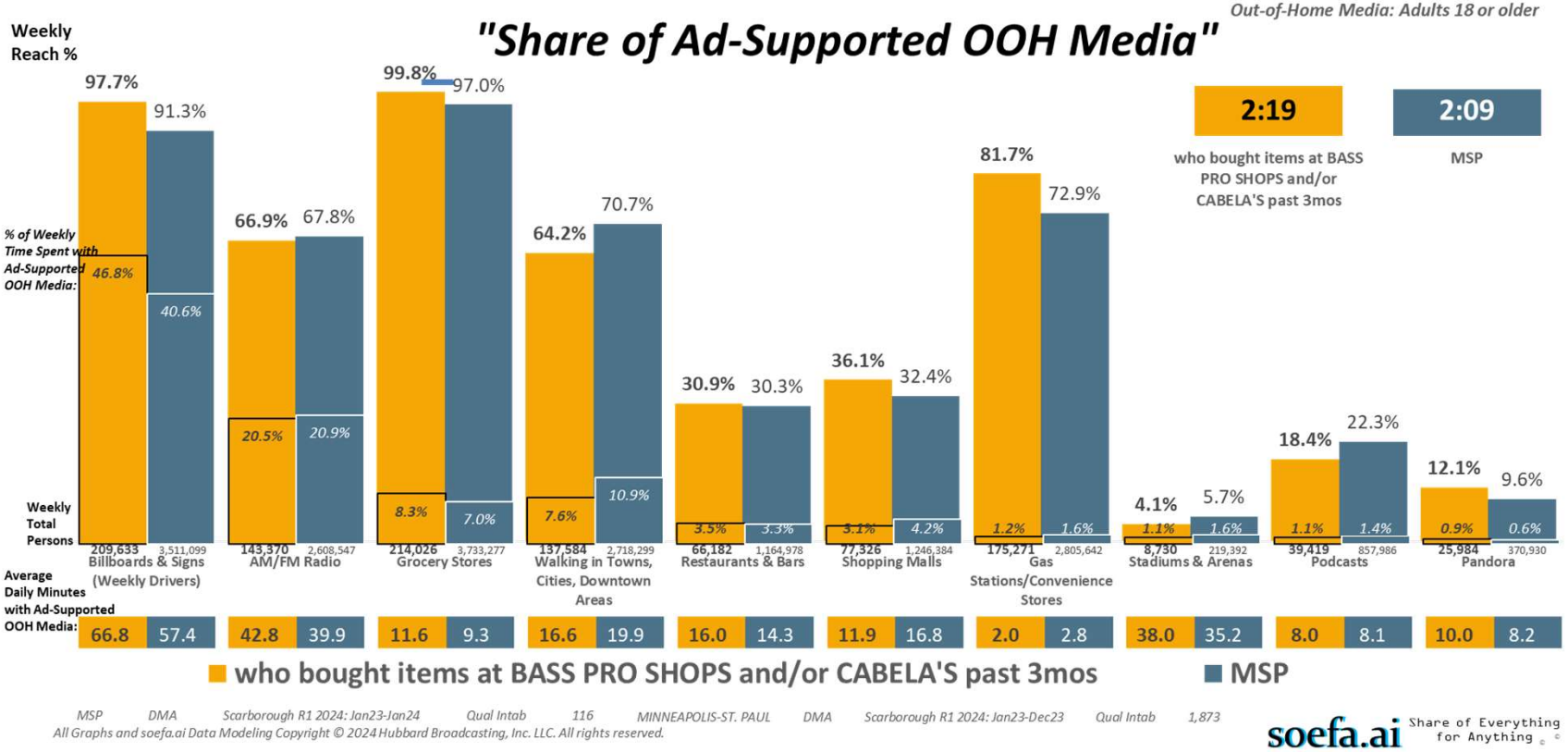
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

209,633 or 97.7% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos spend an average of 66.8 minutes per day driving, seeing Billboards and Signs representing 46.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 116 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

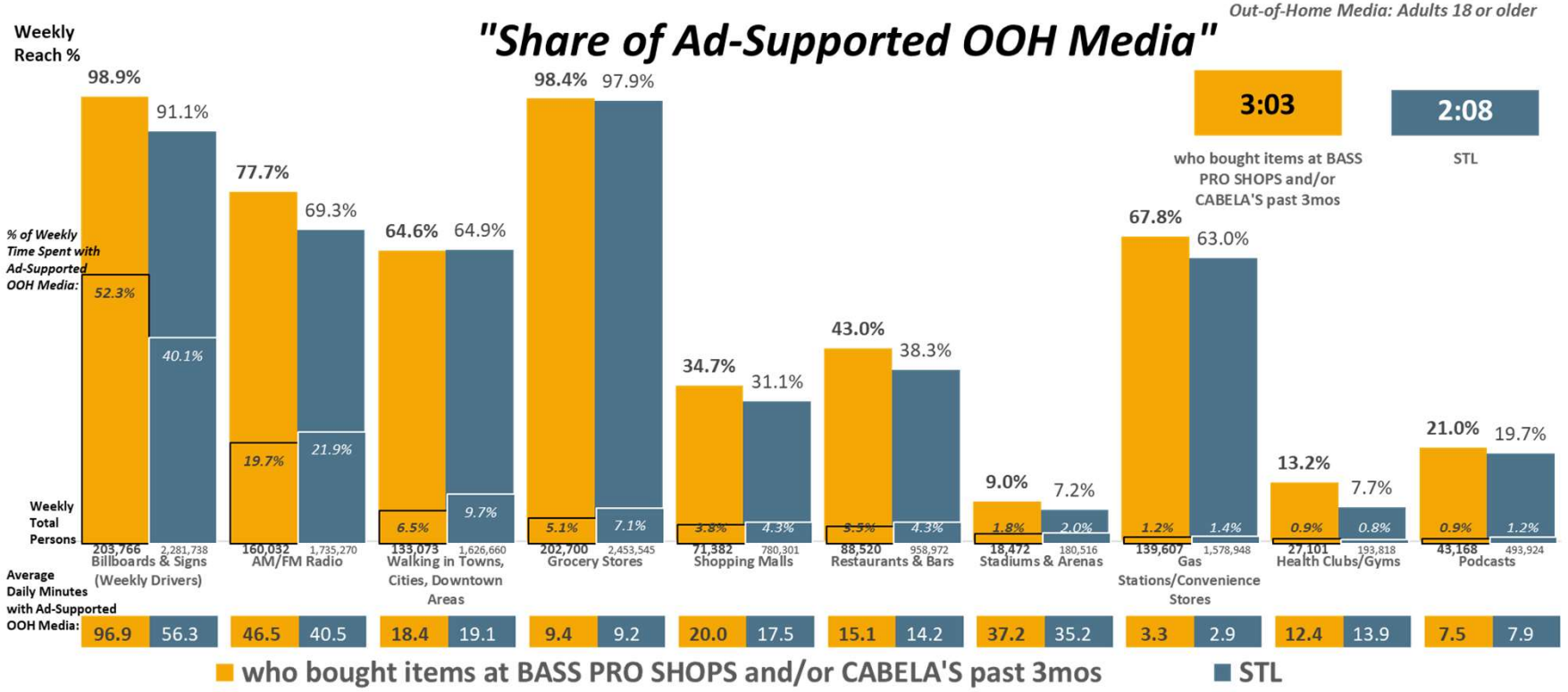
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

203,766 or 98.9% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos spend an average of 96.9 minutes per day driving, seeing Billboards and Signs representing 52.3% 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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 143 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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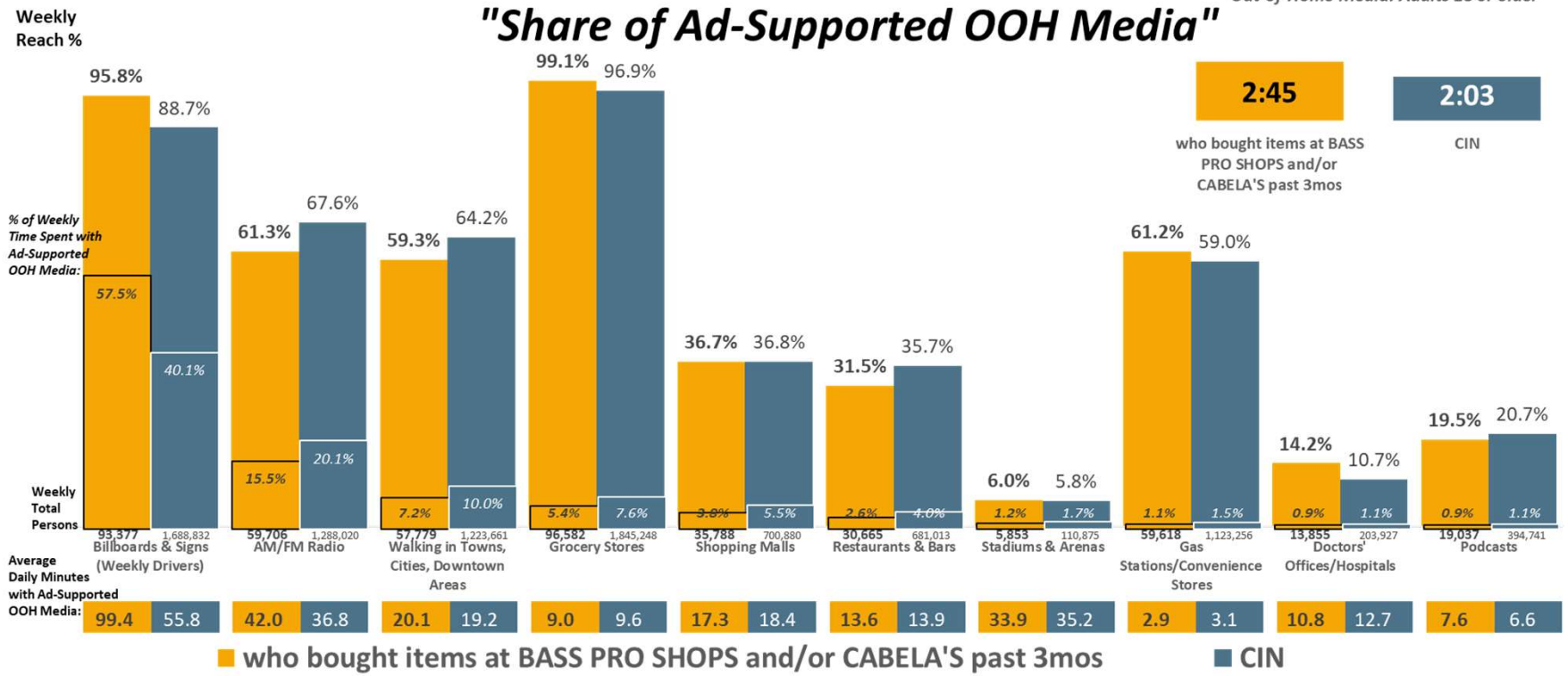
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

Bass Pro Shops Cabela's CIN

93,377 or 95.8% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos spend an average of 99.4 minutes per day driving, seeing Billboards and Signs representing 57.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 93 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

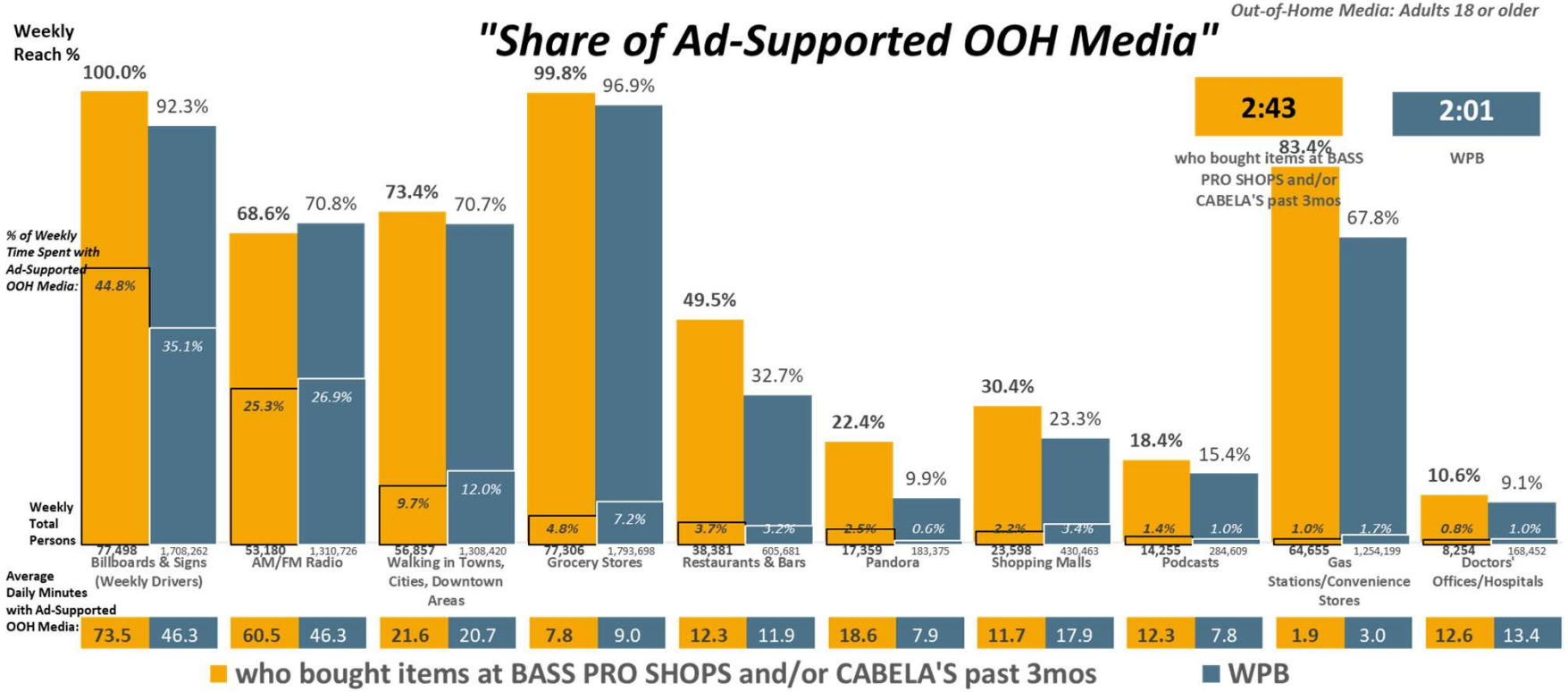
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

77,498 or 100.% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos spend an average of 73.5 minutes per day driving, seeing Billboards and Signs representing 44.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 118 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465

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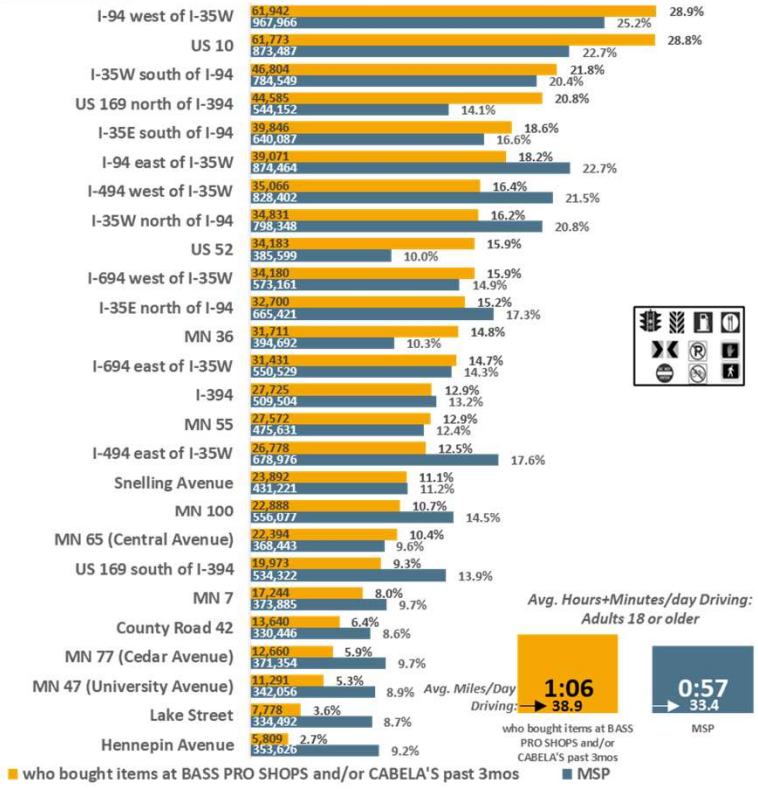
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

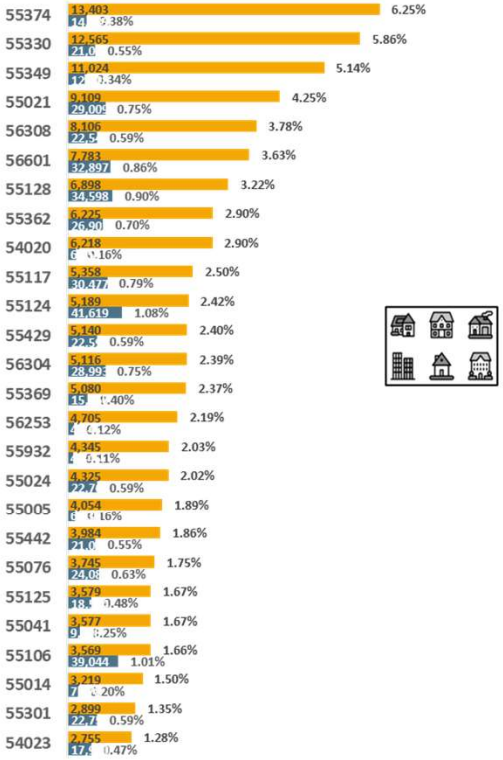
Bass Pro Shops Cabela's MSP

209,633 or 97.7% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos spend an average of 66.8 minutes per day driving an average of 38.9 miles each day and are 59.% more likely to use US 52 than the Metro average.

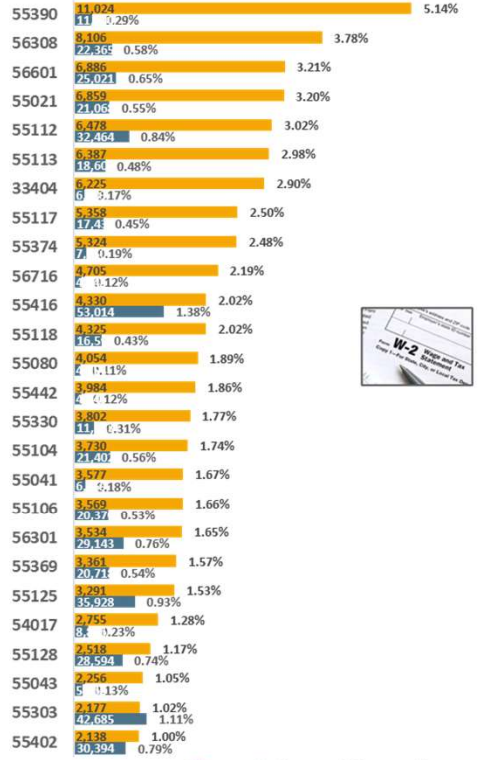
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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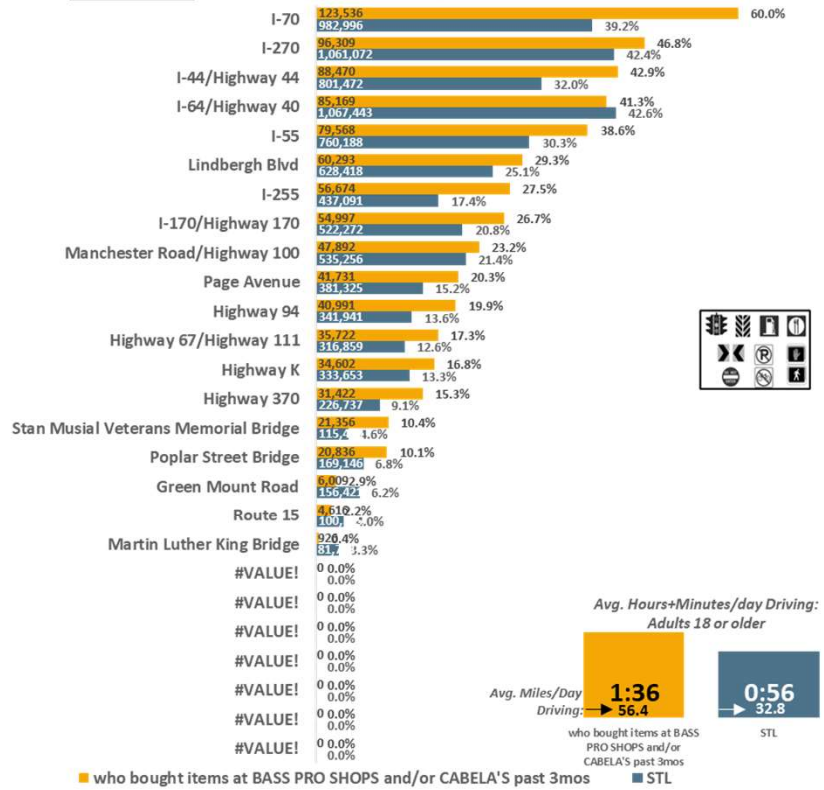
MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 116

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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

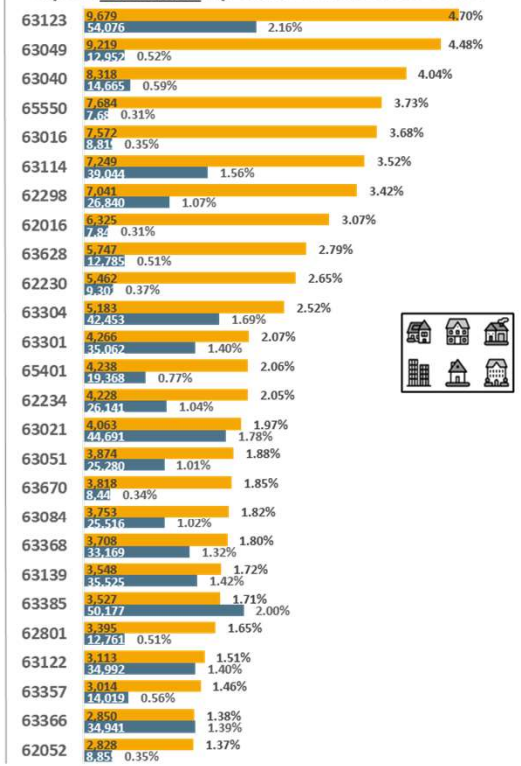
203,766 or 98.9% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos spend an average of 96.9 minutes per day driving an average of 56.4 miles each day and are 125.% more likely to use Stan Musial Veterans Memorial Bridge th

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

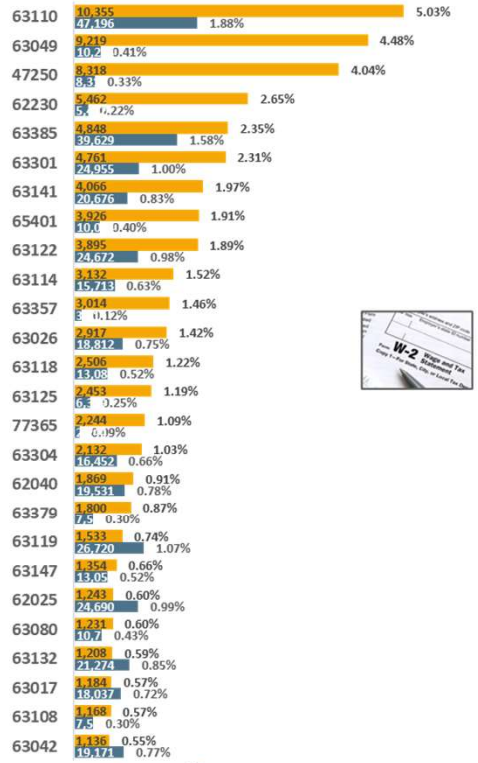


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 143

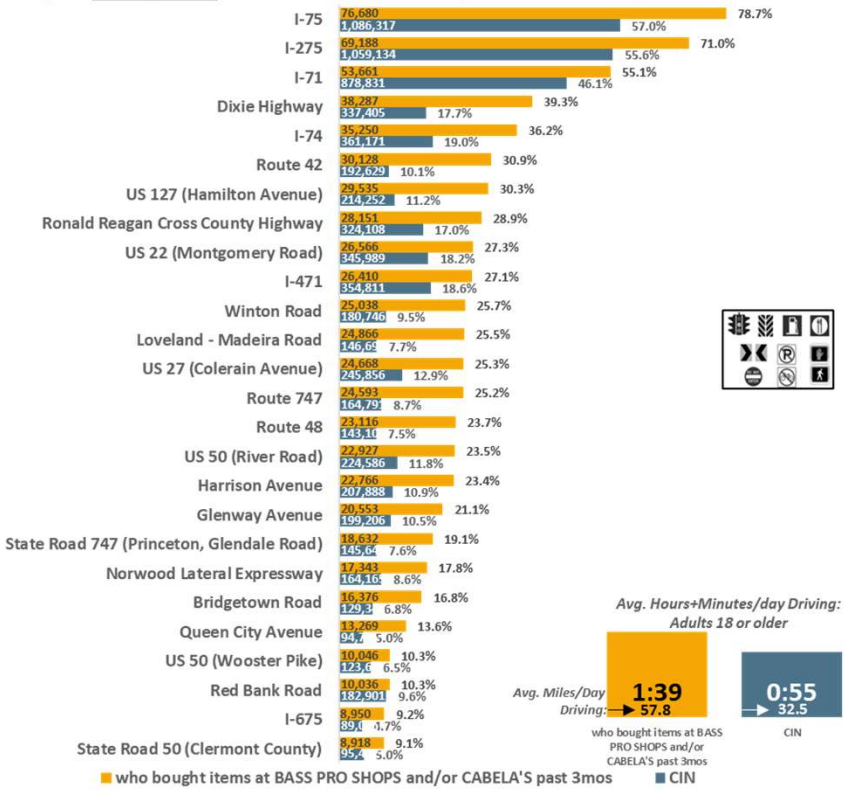
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

Bass Pro Shops Cabela's **CIN**

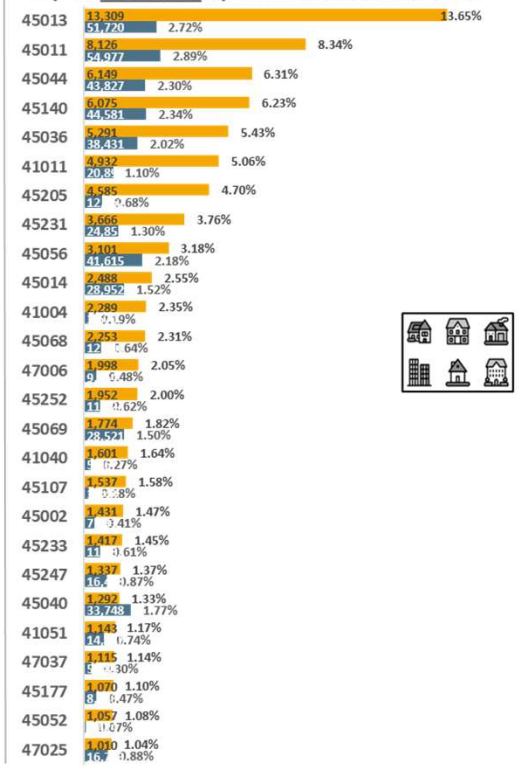
93,377 or 95.8% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos spend an average of 99.4 minutes per day driving an average of 57.8 miles each day and are 231.3% more likely to use Loveland - Madeira Road than the Metro

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

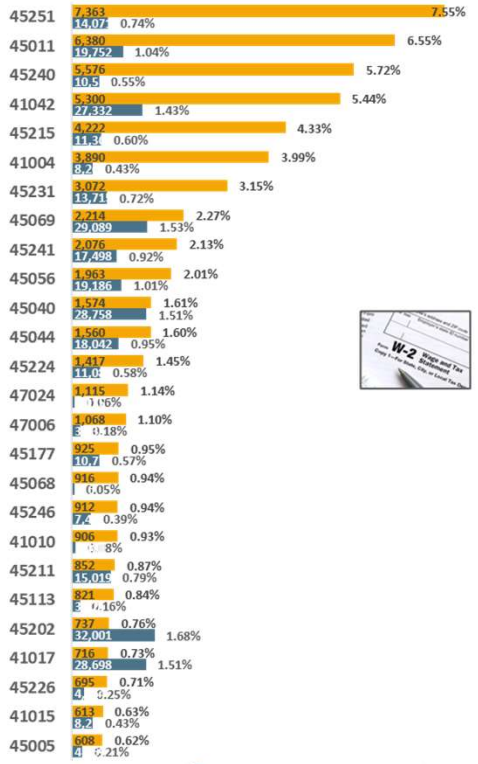


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 93

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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

77,498 or 100.% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos spend an average of 73.5 minutes per day driving an average of 42.8 miles each day and are 326.5% more likely to use St Lucie West Blvd than the Metro avera

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

	who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos		WPB	
I-95	69,221	89.3%	1,312,416	70.9%
US 1	53,438	69.0%	1,053,258	56.9%
Florida Turnpike	45,033	58.1%	622,771	33.7%
St Lucie West Blvd	41,973	54.2%	234,973	12.7%
Port St Lucie Blvd	37,674	48.6%	257,718	13.9%
Okeechobee Blvd	26,699	34.5%	502,885	27.2%
US 441	25,396	32.8%	685,531	37.0%
Military Trail	22,339	28.8%	976,652	52.8%
Congress Avenue	19,323	24.9%	758,372	41.0%
PGA Blvd	16,627	21.5%	285,022	15.4%
Forest Hill Blvd	16,502	21.3%	546,304	29.5%
Southern Blvd	16,392	21.2%	439,697	23.8%
Boynton Beach Road	16,277	21.0%	394,990	21.3%
Palm Beach Lakes Blvd	16,169	20.9%	378,213	20.4%
45th Street	14,197	18.3%	295,350	16.0%
Indiantown Road	12,845	16.6%	168,788	9.1%
Lake Worth Road	12,666	16.3%	521,015	28.2%
US 710/Beeline Highway	12,139	15.7%	138,1[illegible]	7.5%
State Road 70	12,065	15.6%	175,606	9.5%
Glades Road	12,050	15.5%	314,910	17.0%
Atlantic Avenue	11,359	14.7%	313,309	16.9%
Gateway Blvd	10,392	13.4%	268,799	14.5%
Donald Ross Road	9,970	12.9%	184,185	10.0%
Northlake Blvd	8,717	11.2%	314,516	17.0%
Linton Blvd	8,096	10.4%	273,356	14.8%
Blue Heron Blvd	7,644	9.9%	227,527	12.3%



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

Avg. Miles/Day Driving: → 42.8

1:13 — who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos

0:46 → 27.0 — WPB

Top-26 Residential Zip Codes: Adults 18 or older

34953	9,446	12.19%	50,139	2.71%
34983	7,739	9.99%	48,107	2.60%
34990	5,292	6.83%	24,46[illegible]	1.32%
34997	4,625	5.97%	42,964	2.32%
34952	4,332	5.59%	39,460	2.13%
33470	3,667	4.73%	28,449	1.54%
33431	3,624	4.68%	20,8[illegible]	1.13%
34974	3,584	4.62%	13[illegible]	0.72%
33437	3,288	4.24%	35,928	1.94%
34951	2,930	3.78%	16[illegible]	0.92%
34986	2,572	3.32%	18,7[illegible]	1.01%
34956	2,249	2.90%	8[illegible]	0.44%
34994	2,227	2.87%	16,[illegible]	0.89%
34984	2,088	2.69%	14[illegible]	0.78%
33463	1,880	2.43%	63,307	3.42%
33435	1,876	2.42%	44,206	2.39%
32958	1,423	1.84%	26,88[illegible]	1.45%
33460	1,327	1.71%	24,97[illegible]	1.35%
33405	1,214	1.57%	21,7[illegible]	1.17%
34972	1,142	1.47%	18,8[illegible]	1.02%
34996	1,012	1.31%	8[illegible]	0.44%
33455	1,011	1.30%	16,[illegible]	0.88%
34982	966	1.25%	17,6[illegible]	0.95%
33418	874	1.13%	20,7[illegible]	1.12%
34947	750	0.97%	23,80[illegible]	1.29%
33436	712	0.92%	30,029	1.62%



Top-26 Employment Zip Codes: Adults 18 or older

33448	8,572	11.06%	11[illegible]	0.59%
13820	3,984	5.14%	24,7[illegible]	1.34%
33461	3,835	4.95%	18,0[illegible]	0.97%
32951	3,624	4.68%	24,94[illegible]	1.35%
33455	3,156	4.07%	8[illegible]	0.48%
33458	2,710	3.50%	26,17[illegible]	1.41%
33069	1,954	2.52%	10[illegible]	0.58%
33460	1,919	2.48%	4[illegible]	0.23%
33441	1,893	2.44%	1[illegible]	0.07%
24541	1,867	2.41%	22,4[illegible]	1.21%
33428	1,861	2.40%	13[illegible]	0.74%
33309	1,800	2.32%	12[illegible]	0.65%
33444	1,768	2.28%	8[illegible]	0.46%
33418	1,359	1.75%	5[illegible]	0.30%
33430	1,143	1.47%	5[illegible]	0.31%
33437	1,139	1.47%	9[illegible]	0.49%
33434	1,114	1.44%	[illegible]	0.10%
20850	1,102	1.42%	43,805	2.37%
33403	976	1.26%	5[illegible]	0.28%
33445	931	1.20%	8[illegible]	0.44%
33432	931	1.20%	18,4[illegible]	0.99%
32603	874	1.13%	9,[illegible]	0.52%
1375	788	1.02%	[illegible]	0.04%
32961	711	0.92%	7[illegible]	0.43%
32968	673	0.87%	12[illegible]	0.68%
33417	555	0.72%	[illegible]	0.11%



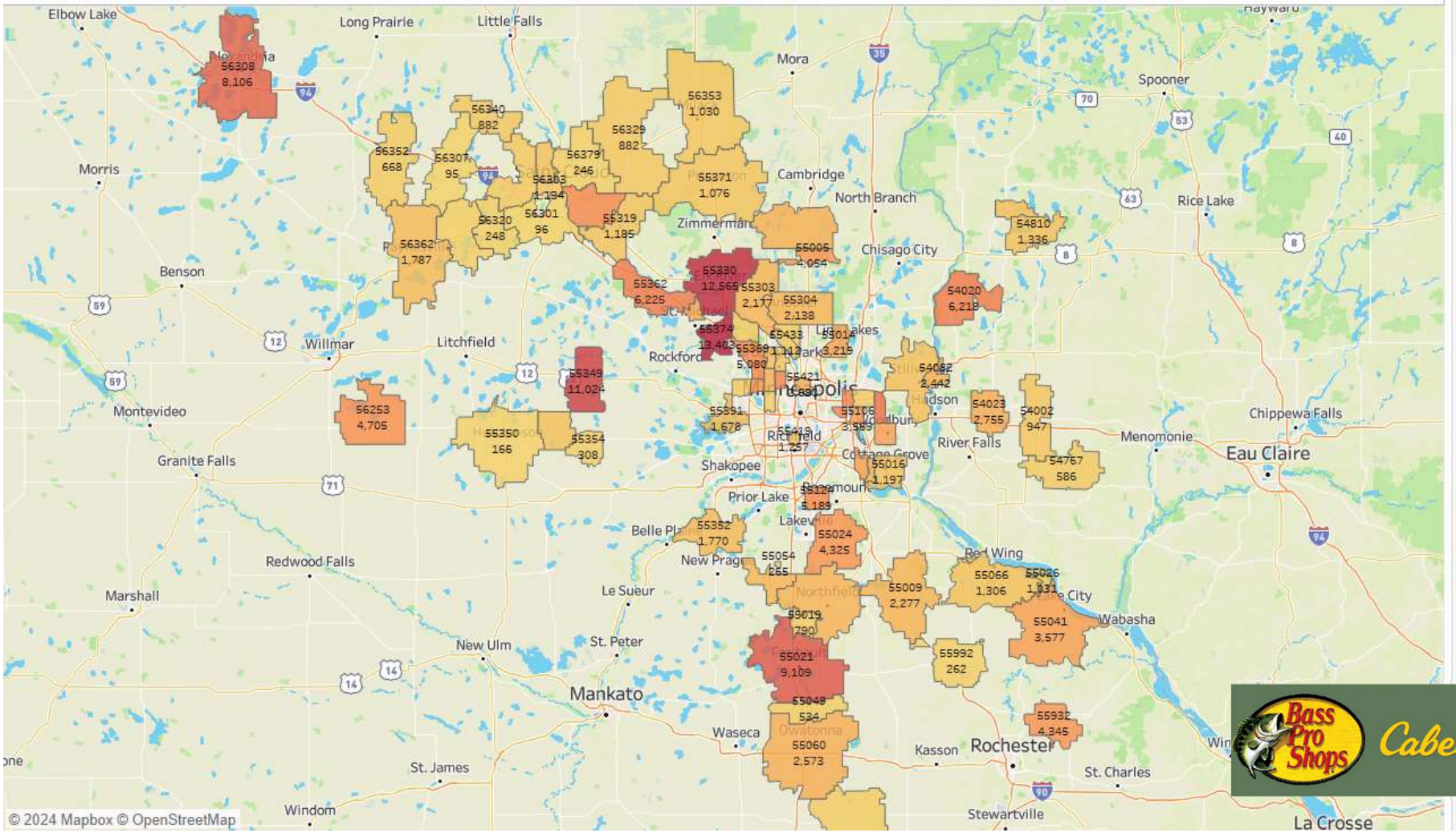
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

Top Residential Zip Codes: (Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos)



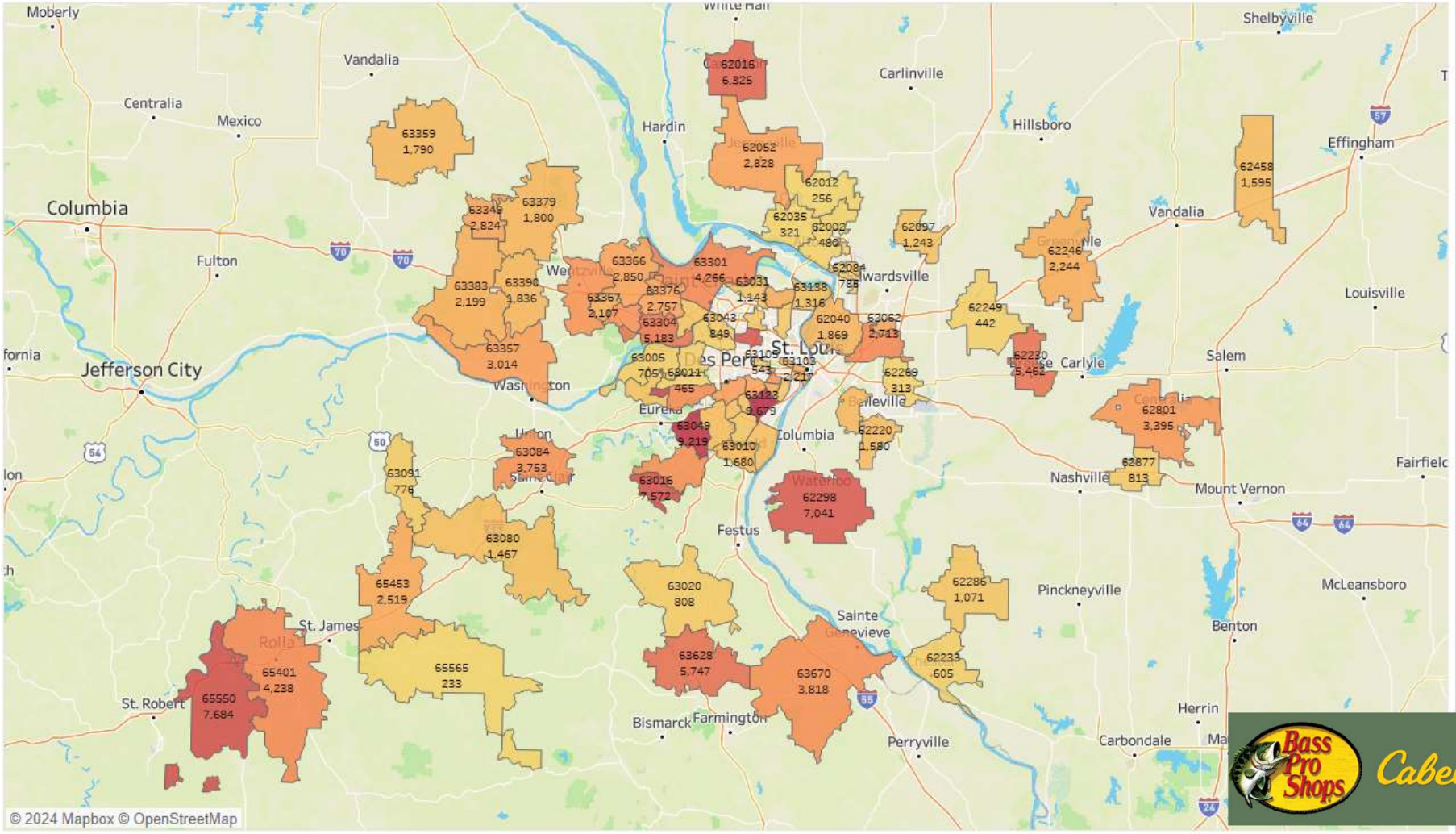
Bass Pro Shops Cabela's MSP

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Top Residential Zip Codes: (Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos)



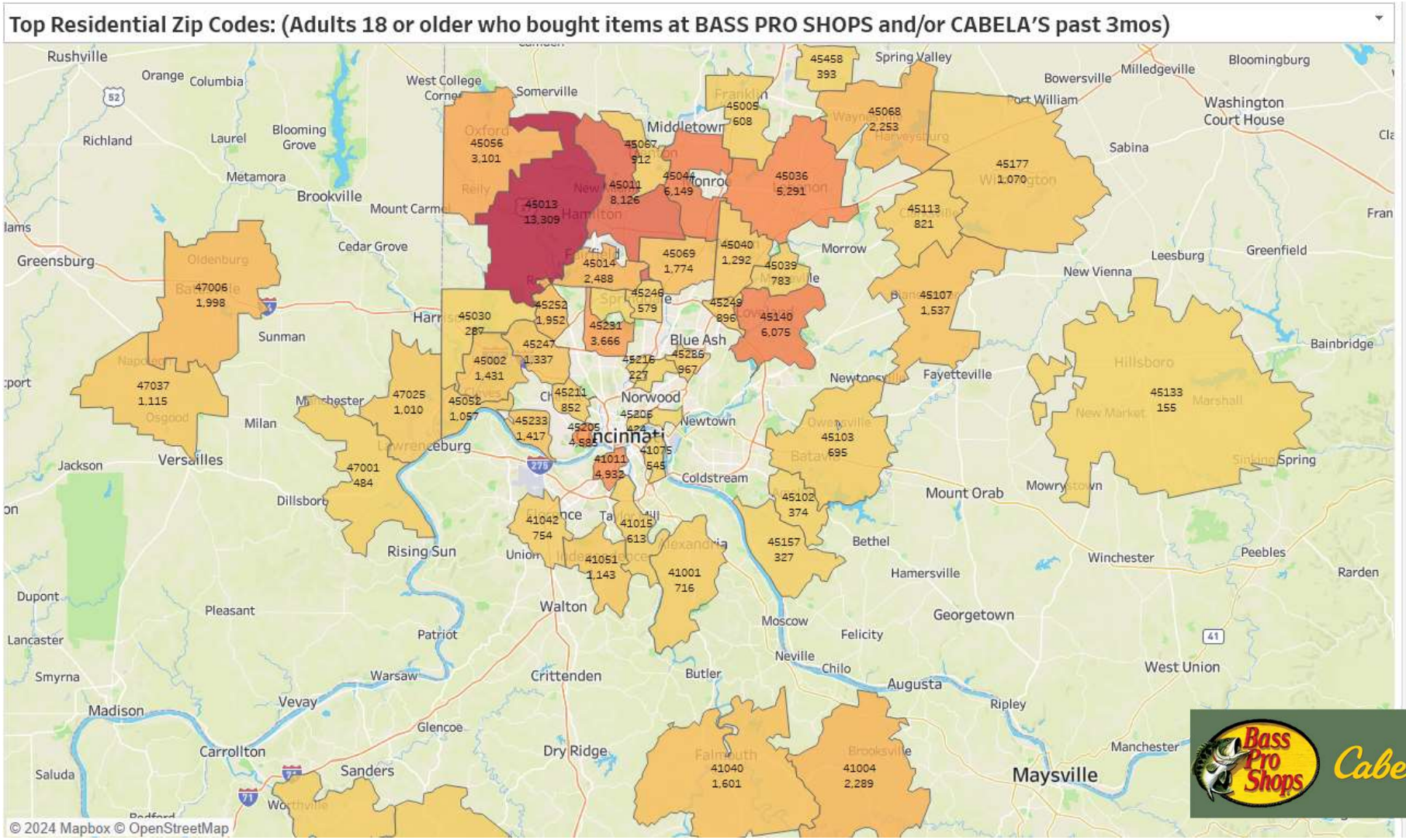
Bass Pro Shops Cabela's STL

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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

Top Residential Zip Codes: (Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos)



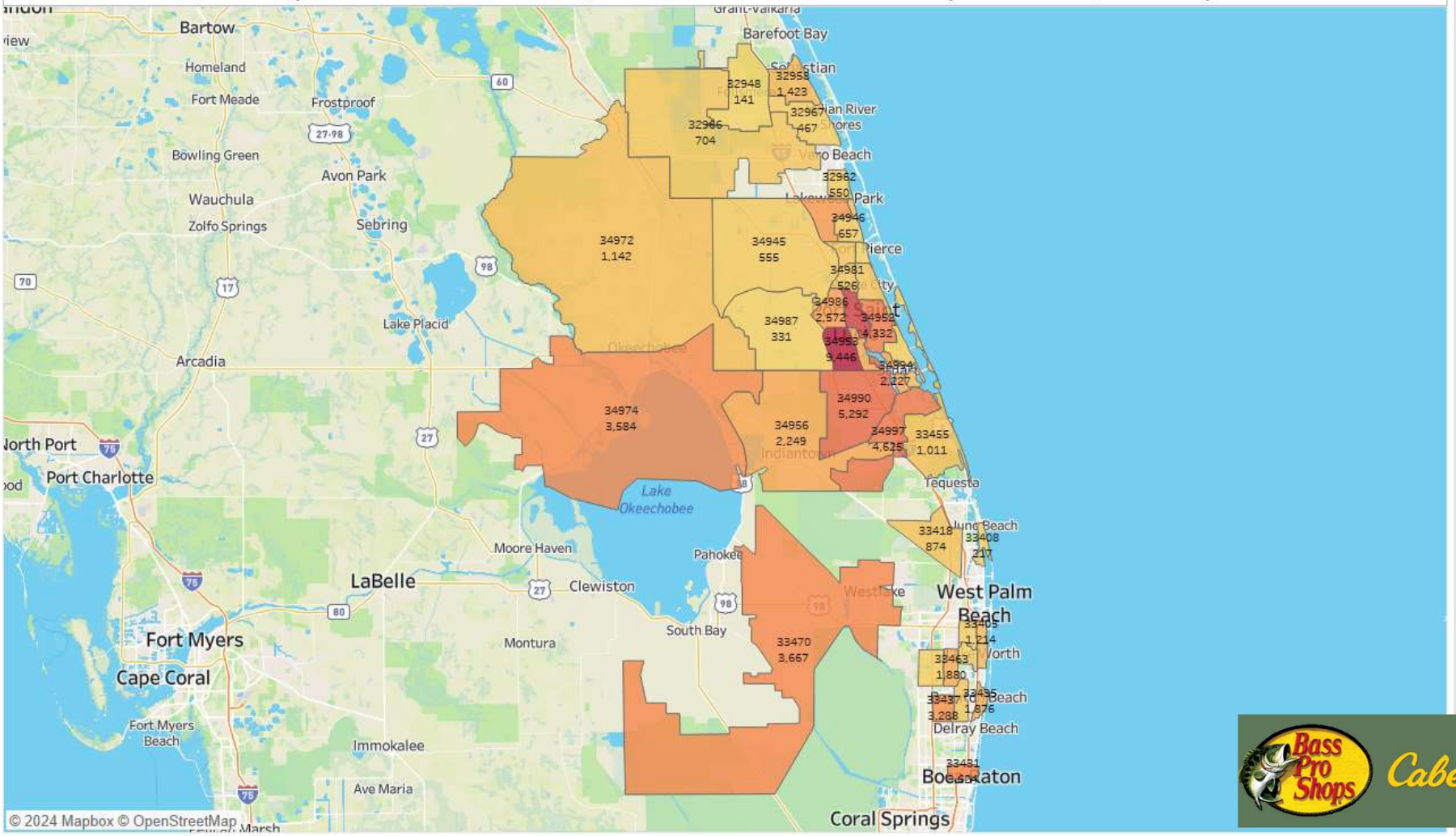
Bass Pro Shops Cabela's CIN

CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 93
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

Top Residential Zip Codes: (Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos)



Bass Pro Shops Cabela's WPB

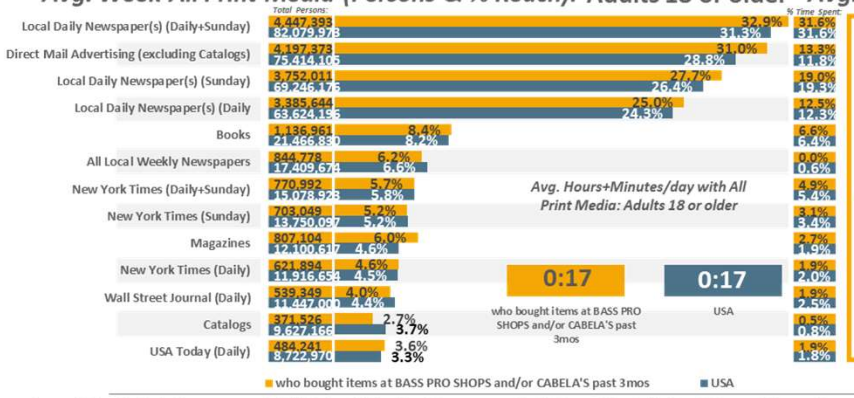
WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 118
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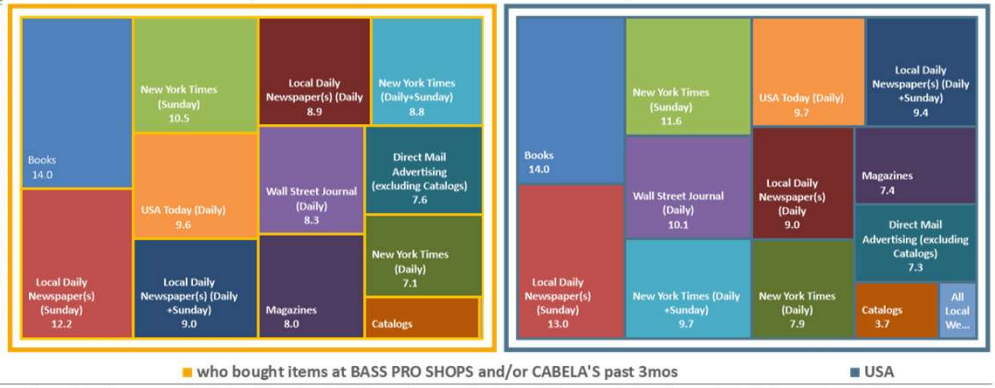
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4,447,393 or 32.9% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9. minutes every day representing 33.8% of all time spent daily with All forms of Print M

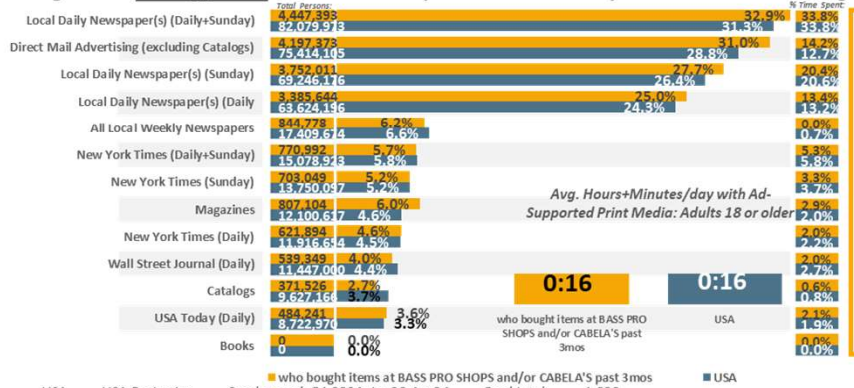
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



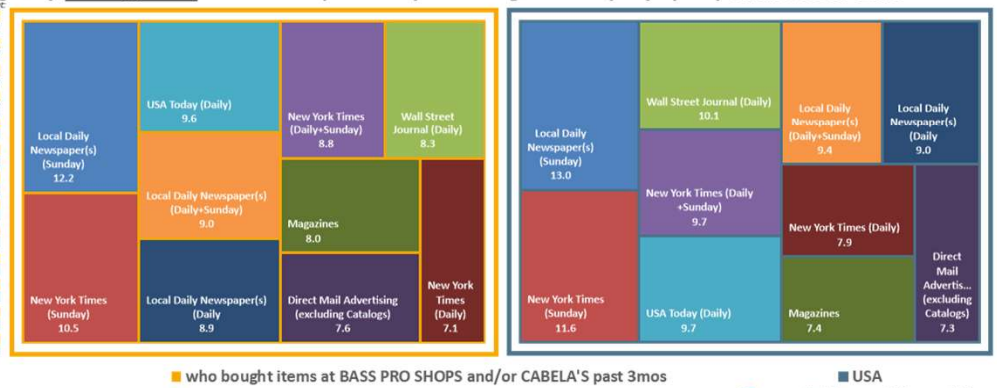
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2024: Jan23-Apr24 Qual Intab 1,099

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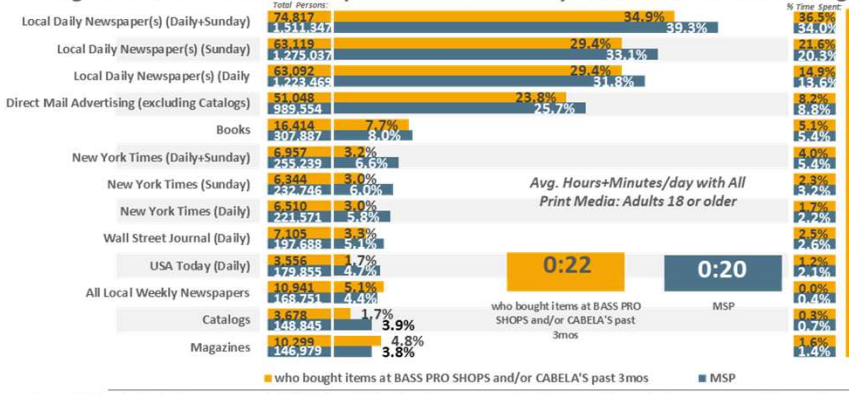
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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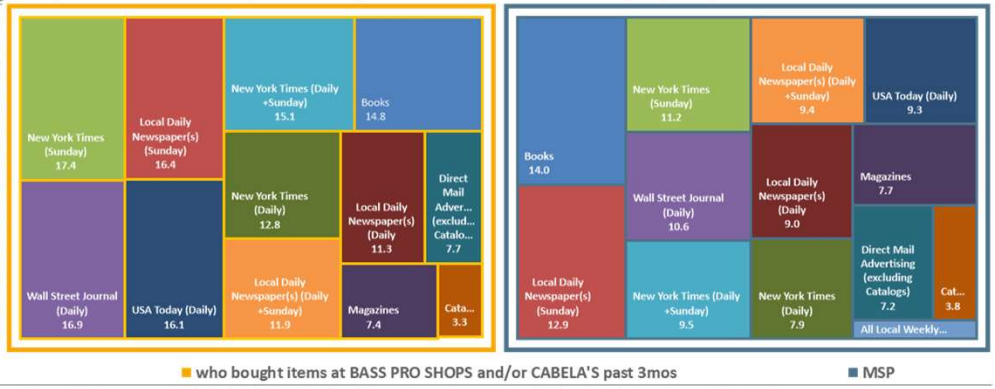
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

74,817 or 34.9% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.9 minutes every day representing 38.5% of all time spent daily with All forms of Print Me

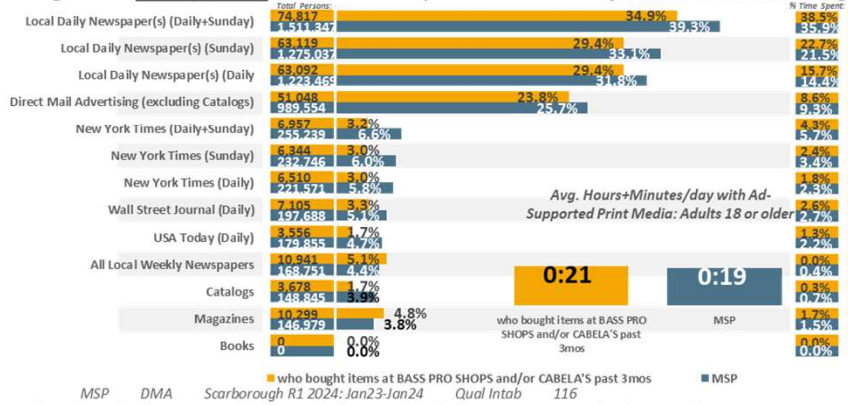
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



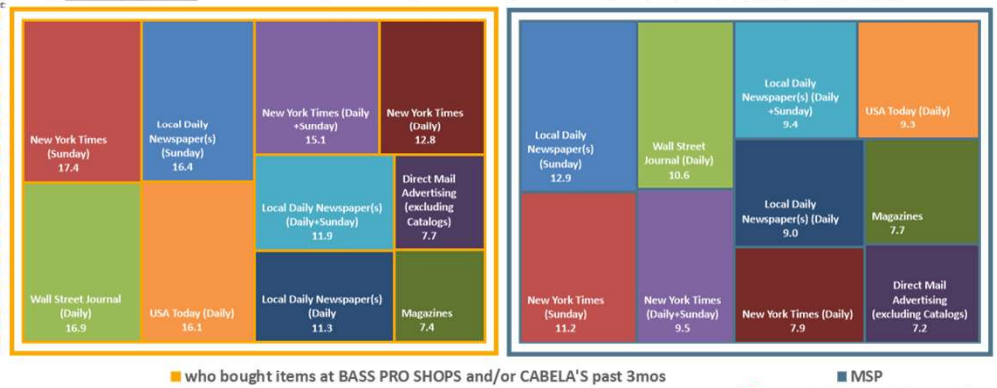
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 116

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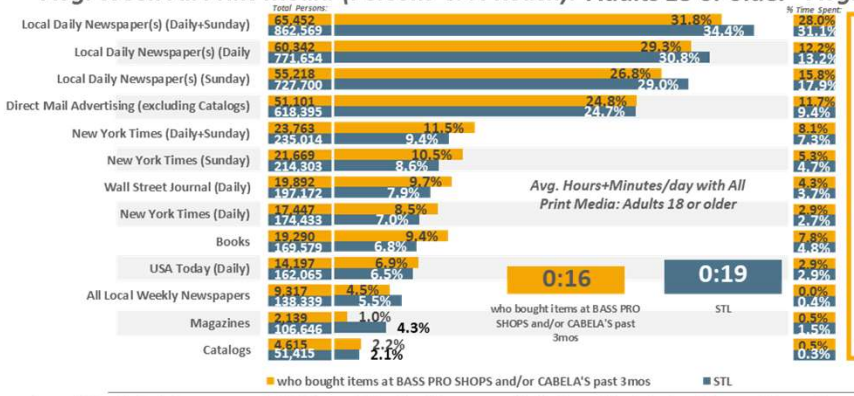
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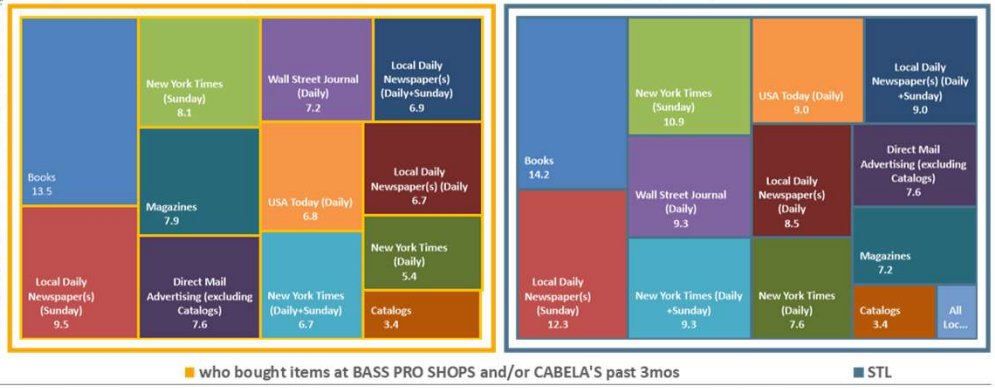
Bass Pro Shops Cabela's STL

65,452 or 31.8% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.9 minutes every day representing 30.4% of all time spent daily with All forms of Print Med

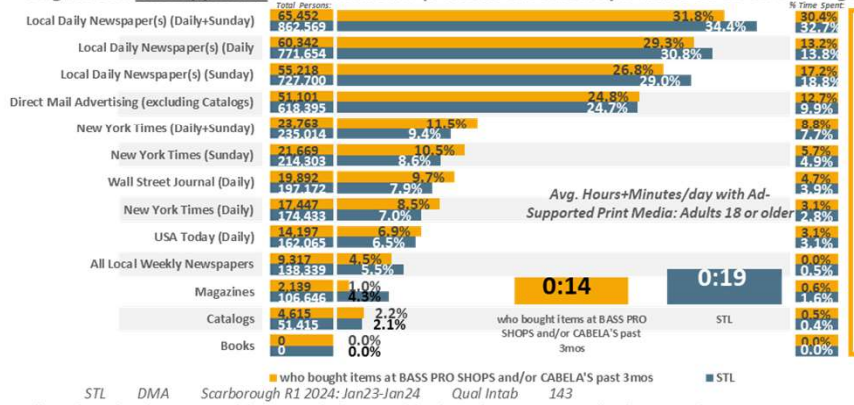
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



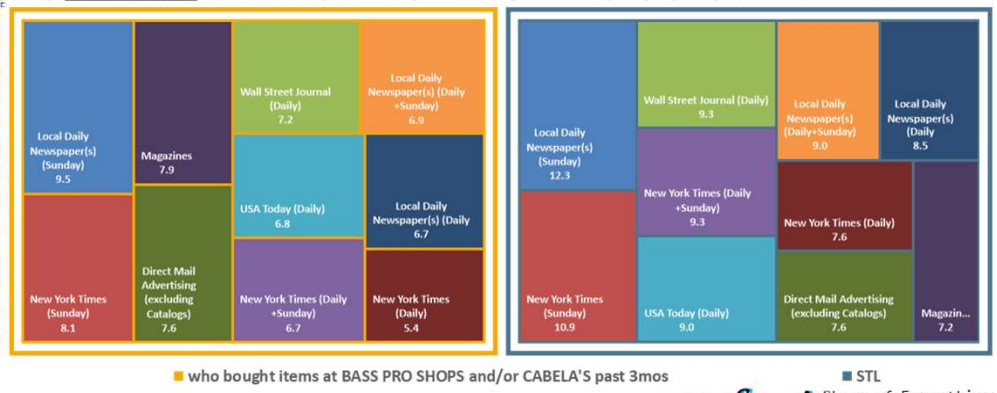
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 143

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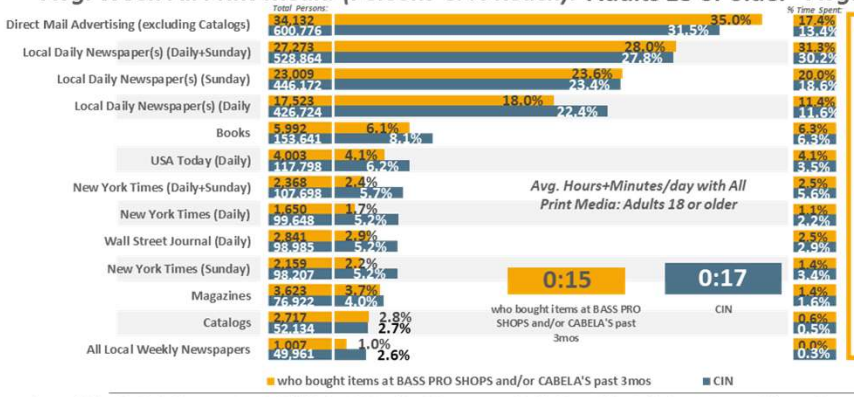
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(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

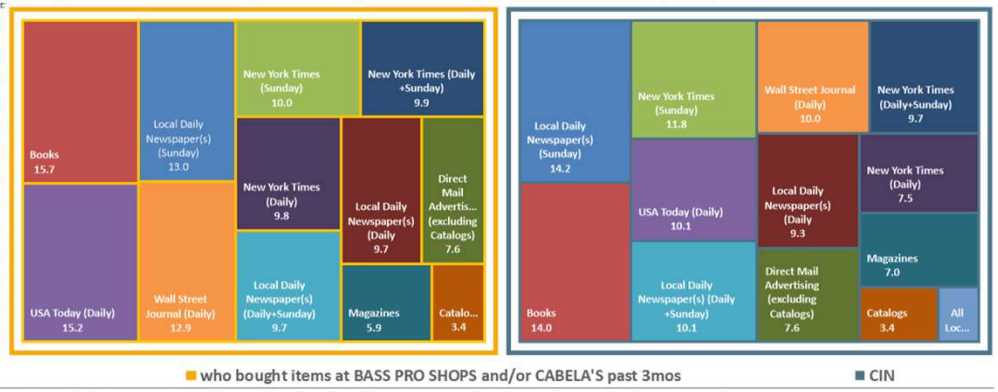
Bass Pro Shops Cabela's CIN

27,273 or 28.% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.7 minutes every day representing 33.4% of all time spent daily with All forms of Print Medi

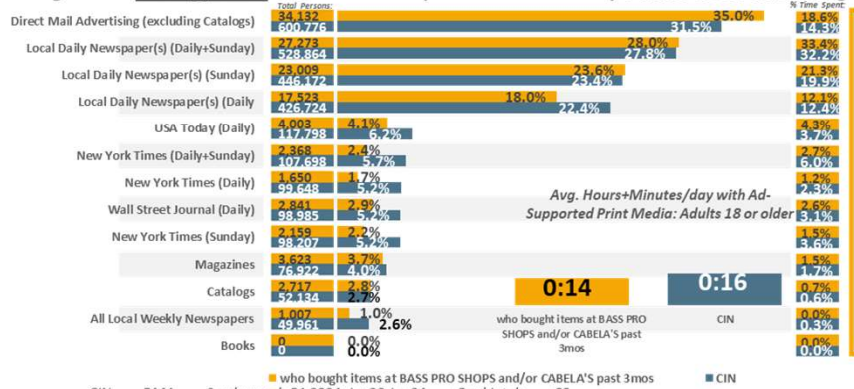
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



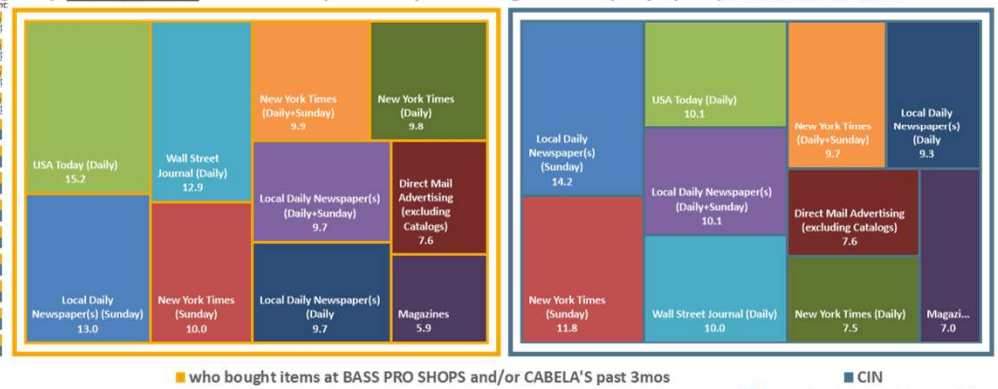
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 93

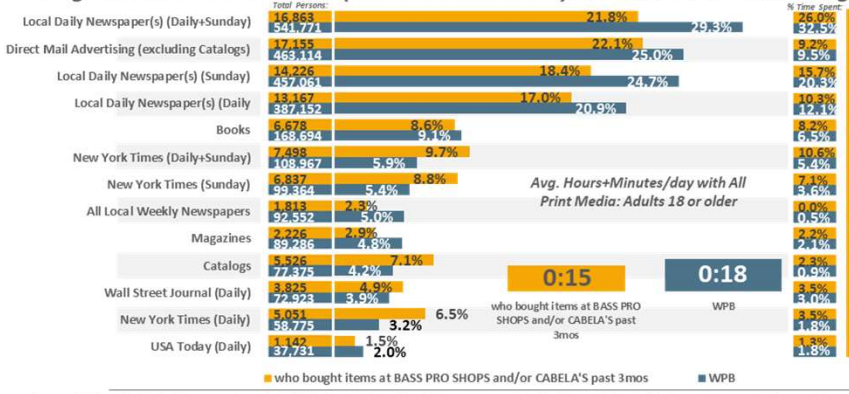
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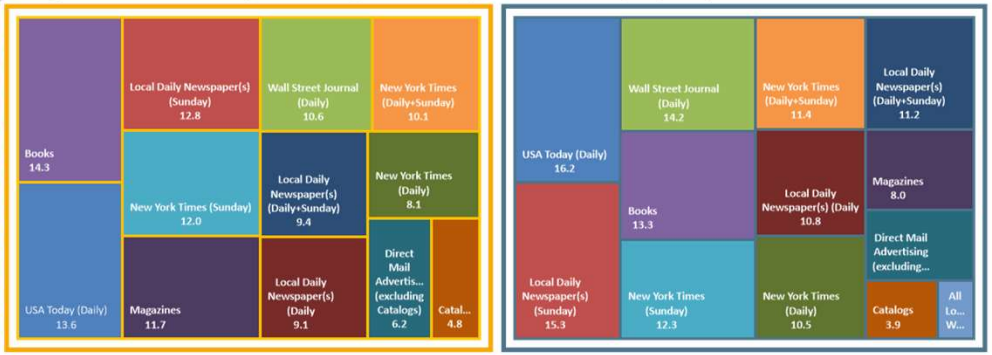
(Stores/services bought past 3 months: Bass Pro Shops OR Stores/services bought past 3 months: Cabela's)

16,863 or 21.8% of Adults 18 or older who bought items at BASS PRO SHOPS and/or CABELA'S past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 28.4% of all time spent daily with All forms of Print Med

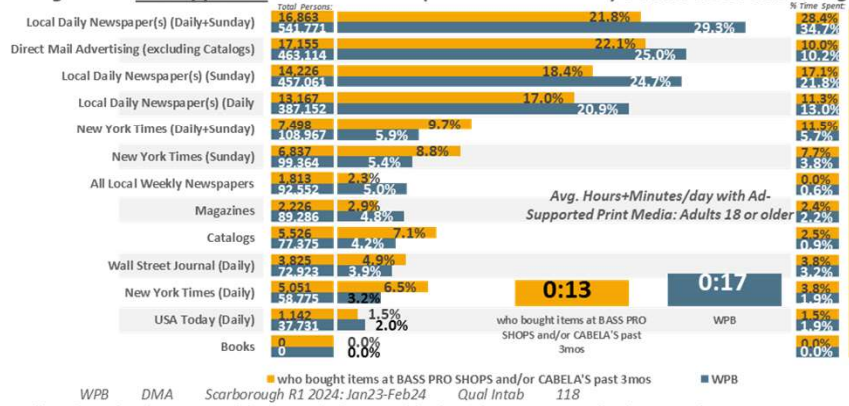
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



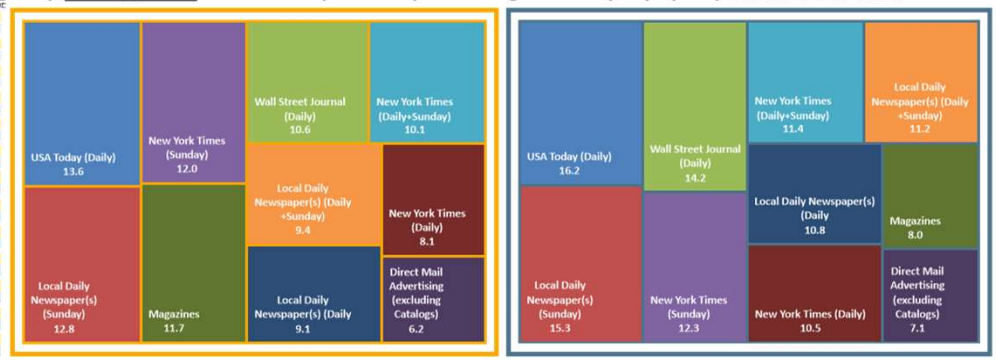
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 118

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