USA–5 QSRs and RESTAURANTS of the ST. LOUIS, MO DMA...

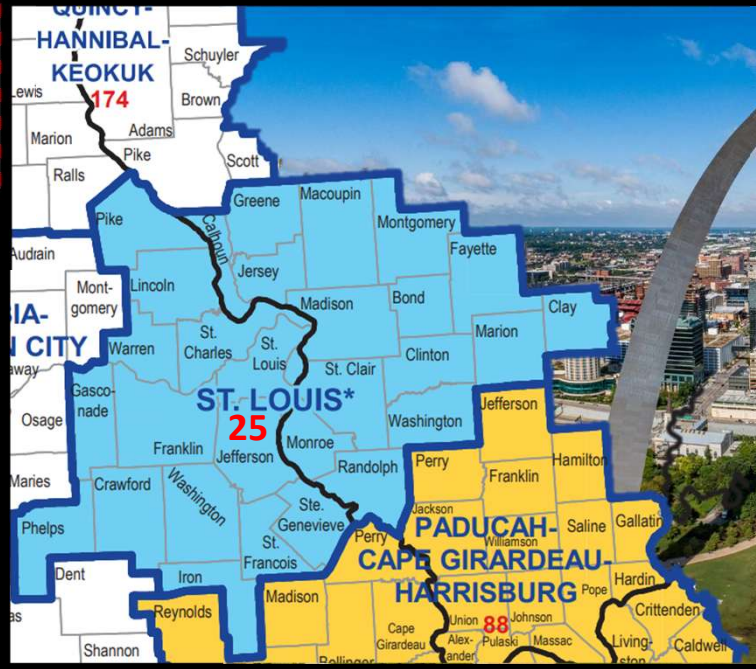
Brand New Data as of August 31, 2026!

Complete Demographic & Media Use Profiles













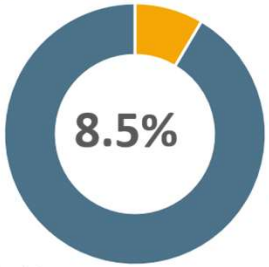
Hubbard
media that connects

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

Quick service restaurants used past 30 days: Imo's Pizza *Quick service restaurants used past 30 days: Lion's Choice* *Sit-down restaurants used past 30 days: Steak 'n Shake* *Sit-down restaurants used past 30 days: Bandana's Bar-B-Q* *Sit-down restaurants used past 30 days: The Pasta House Co.*

8.5% or 214,451 of STL DMA Adults 18 or older Used IMO'S PIZZA One or More Times past 30 days.
Typical Adults 18 or older who Used IMO'S PIZZA One or More Times past 30 days are 51.2 years old (2.9% older than average) and have a $106,521 (.4% higher than average) annual household income.

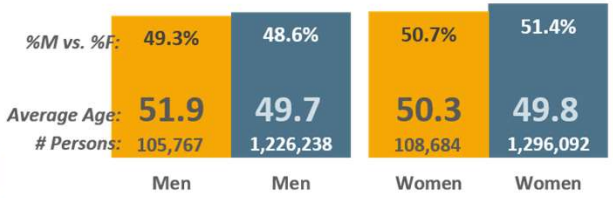
Percent of Market: Adults 18 or older



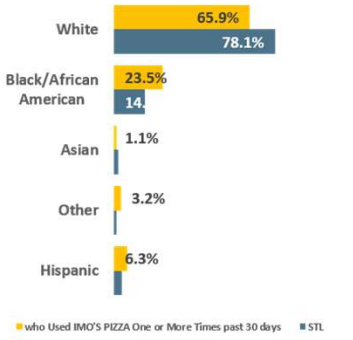
Total Persons:

214,451	2,307,879

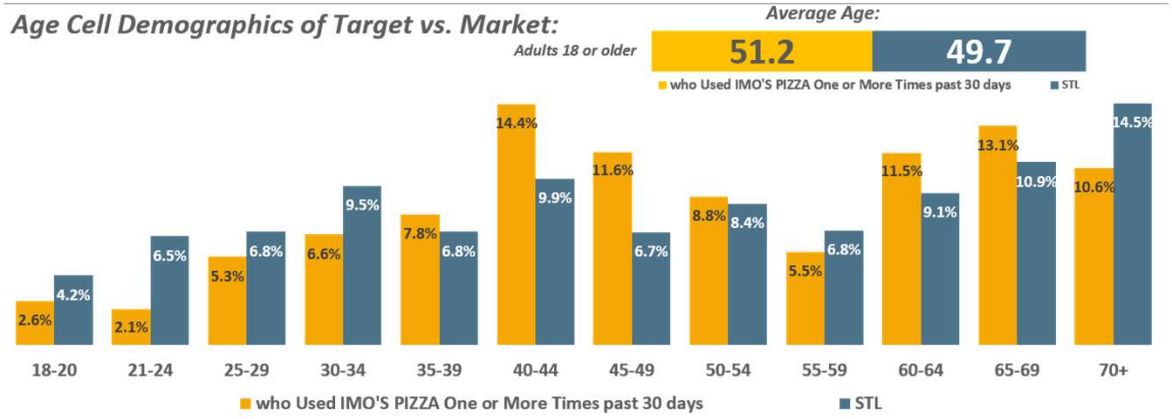
Gender of Target vs. Market: Adults 18 or older



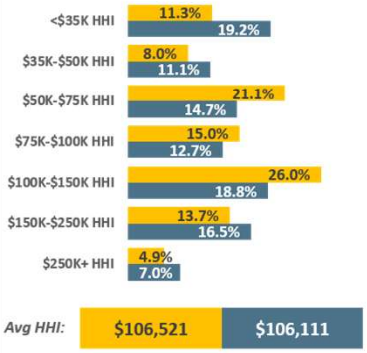
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$106,521	$106,111

STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 169

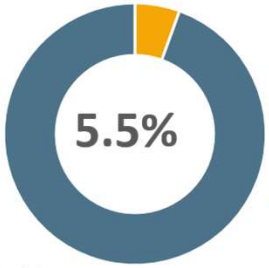
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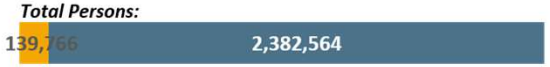
Quick service restaurants used past 30 days: Imo's Pizza



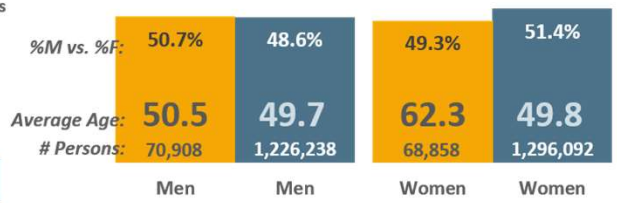
5.5% or 139,766 of STL DMA Adults 18 or older Used LION'S CHOICE One or More Times past 30 days.
Typical Adults 18 or older who Used LION'S CHOICE One or More Times past 30 days are 53.3 years old (7.1% older than average) and have a $135,542 (27.7% higher than average) annual household income.

Percent of Market: Adults 18 or older

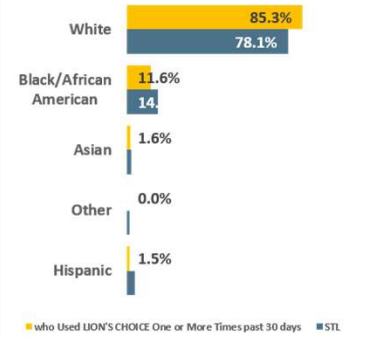




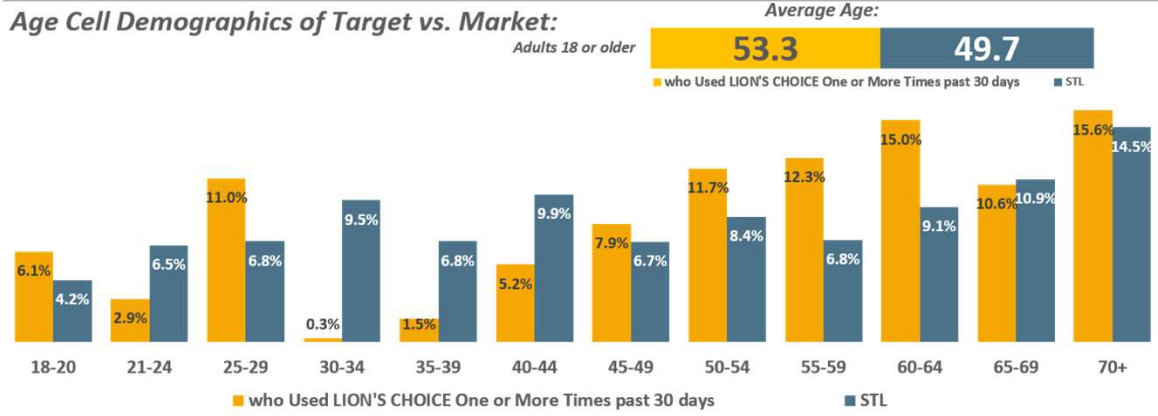
Gender of Target vs. Market: Adults 18 or older



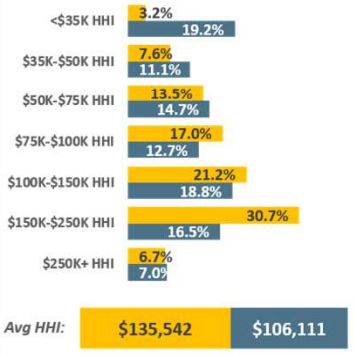
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 111

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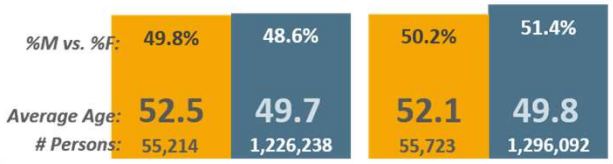
4.4% or 110,937 of STL DMA Adults 18 or older Used STEAK 'N SHAKE One or More Times past 30 days.
Typical Adults 18 or older who Used STEAK 'N SHAKE One or More Times past 30 days are 52.3 years old (5.1% older than average) and have a $100,210 (5.6% lower than average) annual household income.

Percent of Market: Adults 18 or older

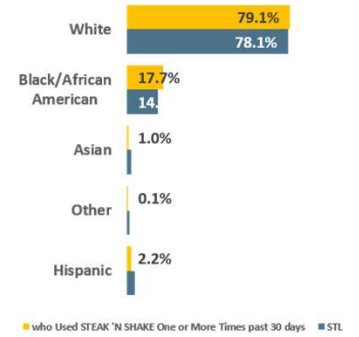


Total Persons:
110,937 | 2,411,393

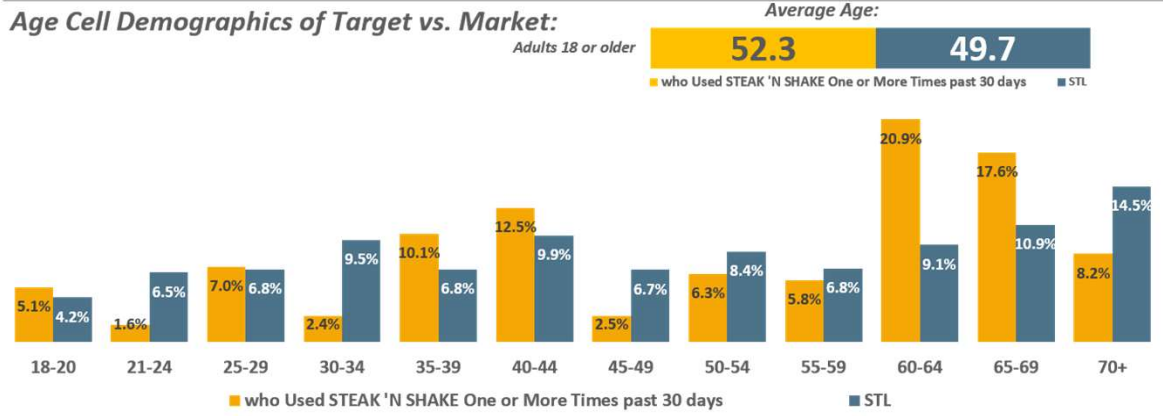
Gender of Target vs. Market: Adults 18 or older



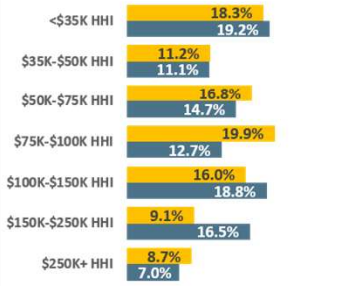
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $100,210 | $106,111

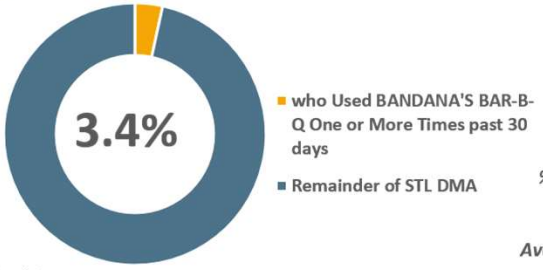
STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 100

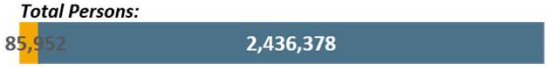
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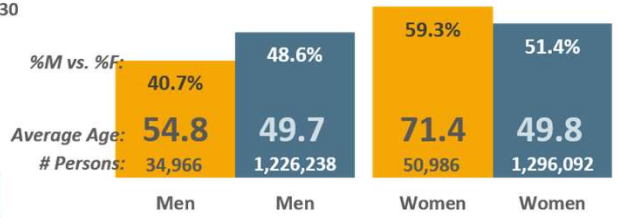
3.4% or 85,952 of STL DMA Adults 18 or older Used BANDANA'S BAR-B-Q One or More Times past 30 days. Typical Adults 18 or older who Used BANDANA'S BAR-B-Q One or More Times past 30 days are 58.1 years old (16.7% older than average) and have a $107,520 (1.3% higher than average) annual household income.

Percent of Market: Adults 18 or older

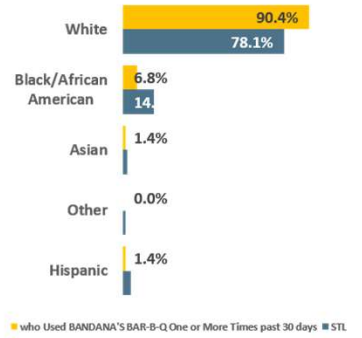




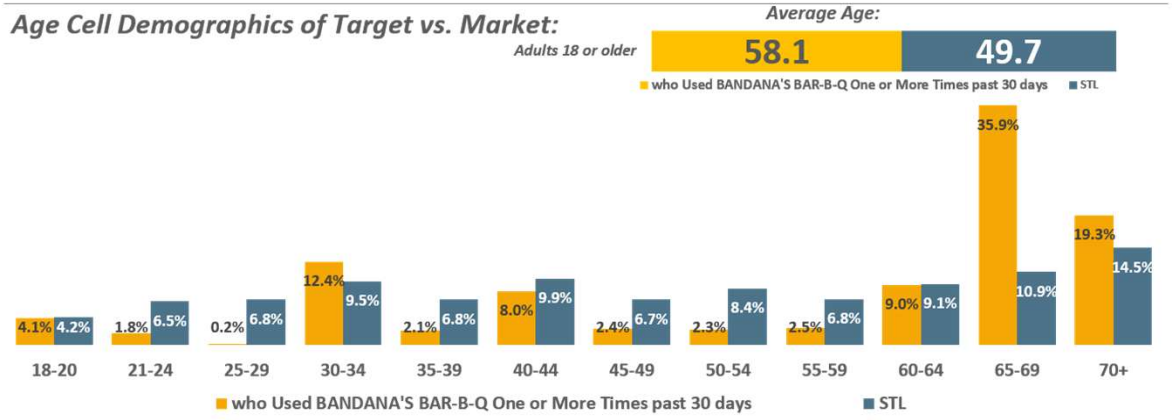
Gender of Target vs. Market: Adults 18 or older



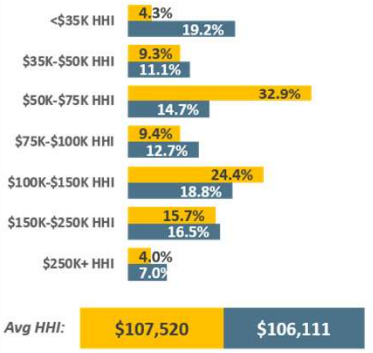
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

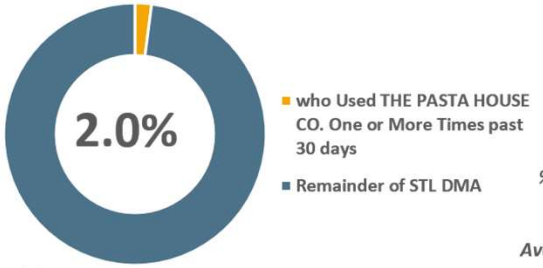


STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 65

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2.% or 51,592 of STL DMA Adults 18 or older Used THE PASTA HOUSE CO. One or More Times past 30 days. Typical Adults 18 or older who Used THE PASTA HOUSE CO. One or More Times past 30 days are 59. years old (18.6% older than average) and have a $110,665 (4.3% higher than average) annual household income.

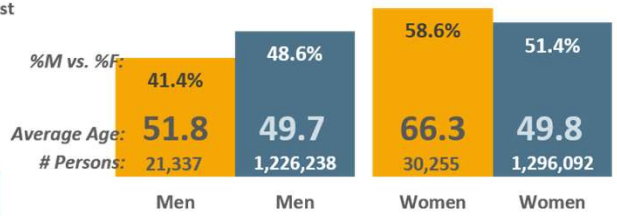
Percent of Market: Adults 18 or older



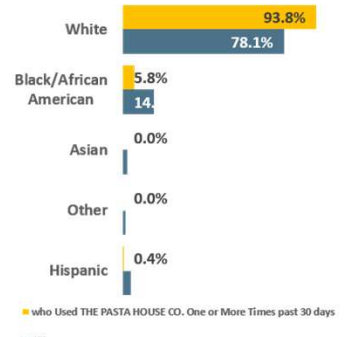
Total Persons:

51,592 | 2,470,738

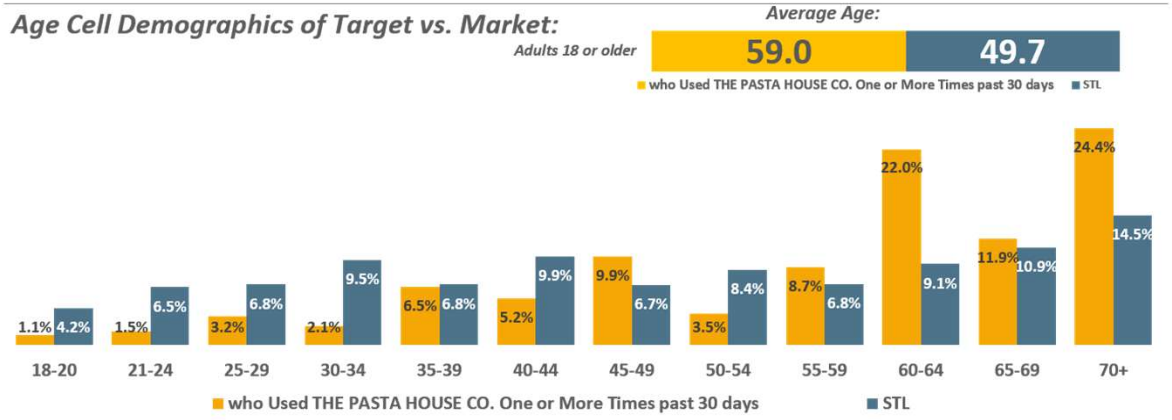
Gender of Target vs. Market: Adults 18 or older



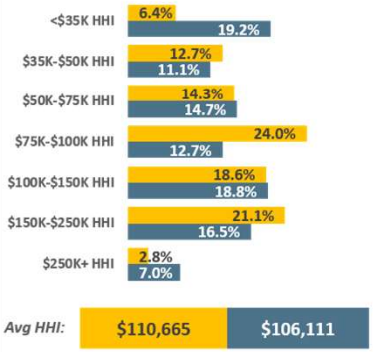
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

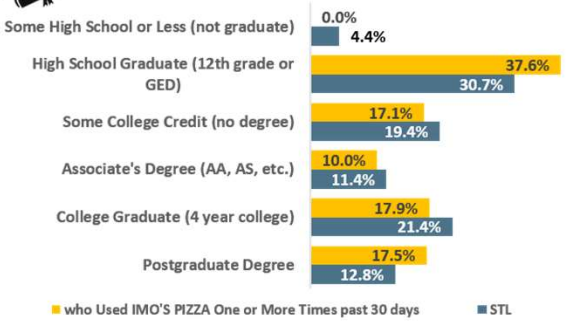


STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 57

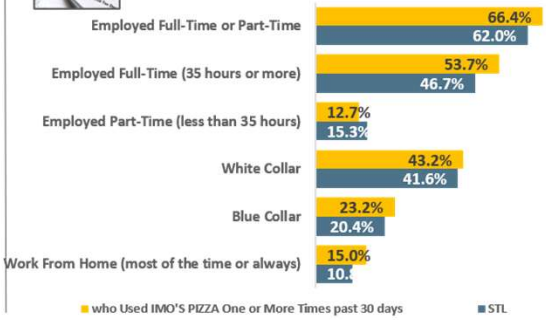
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8.5% or 214,451 of STL DMA Adults 18 or older Used IMO'S PIZZA One or More Times past 30 days. Adults 18 or older who Used IMO'S PIZZA One or More Times past 30 days are 3.6% more likely to be a college graduate, 14.9% more likely to work full-time, 4.6% more likely to be married, 27.3% more likely to be a parent of 1 or more children under 18.

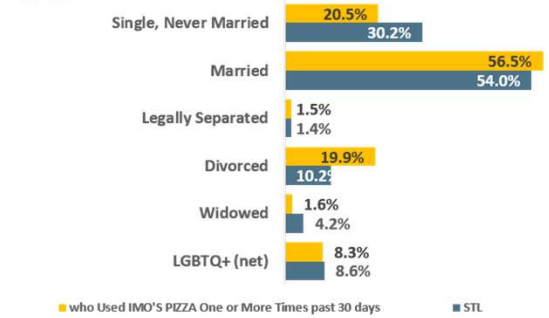
Education Levels: Adults 18 or older



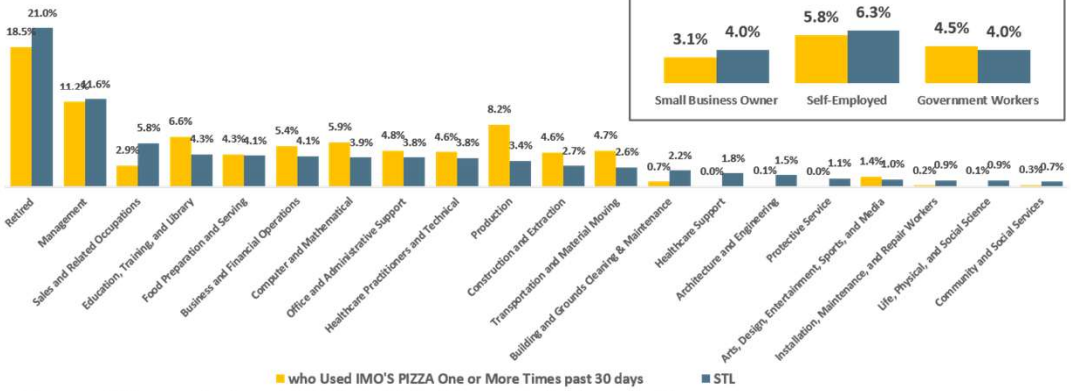
Employment: Adults 18 or older



Marital Status: Adults 18 or older

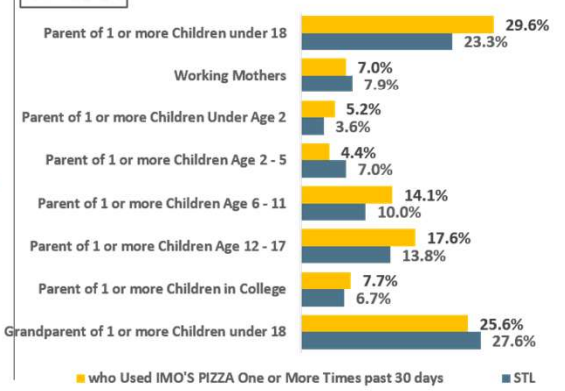


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older

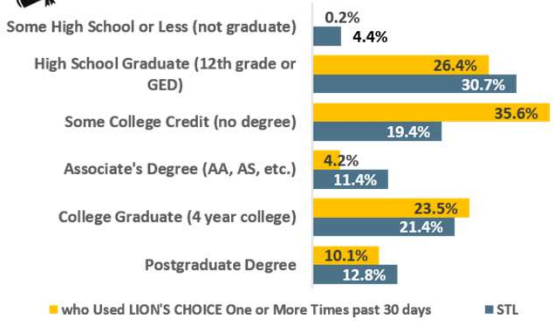


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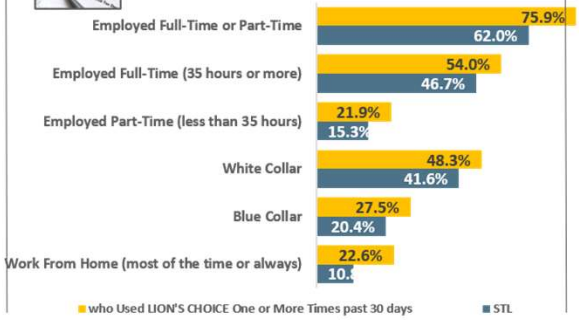
Quick service restaurants used past 30 days: Imo's Pizza

5.5% or 139,766 of STL DMA Adults 18 or older Used LION'S CHOICE One or More Times past 30 days. Adults 18 or older who Used LION'S CHOICE One or More Times past 30 days are 1.5% less likely to be a college graduate, 15.5% more likely to work full-time, 14.7% more likely to be married, 55.% less likely to be a parent of 1 or more children under 18.

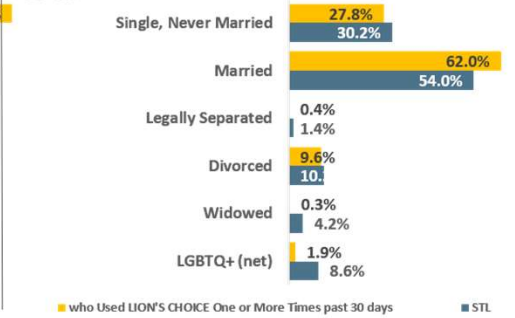
Education Levels: Adults 18 or older



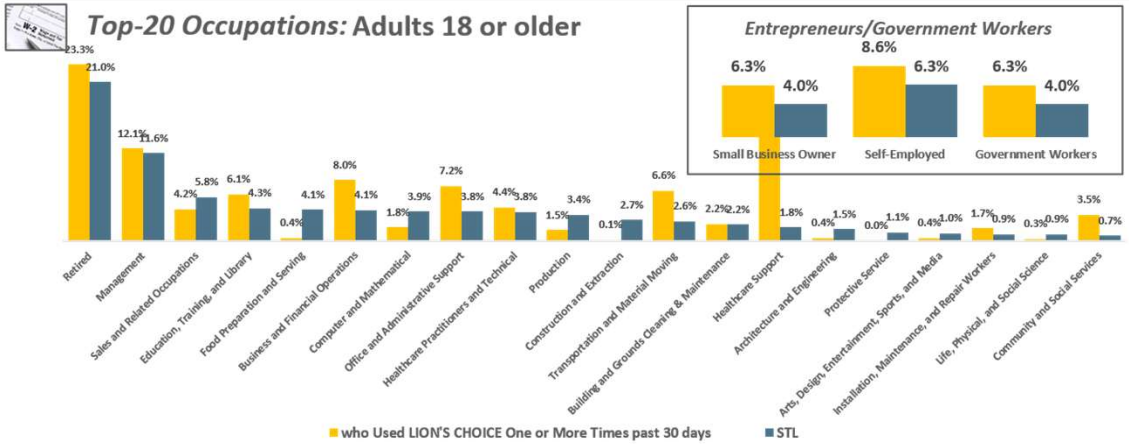
Employment: Adults 18 or older



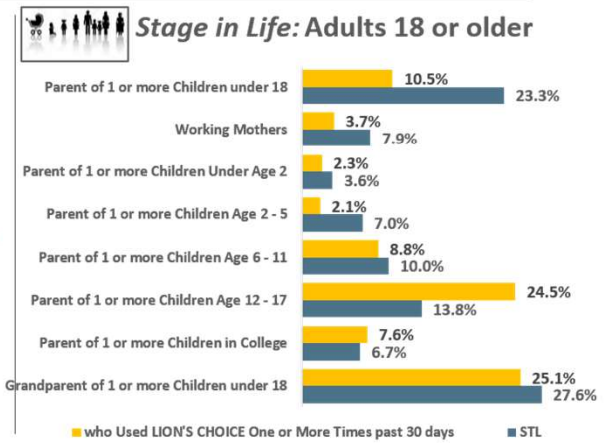
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older



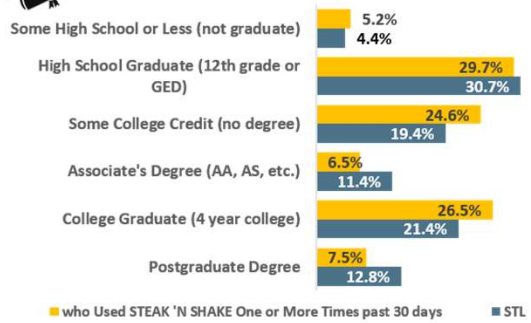
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Quick service restaurants used past 30 days: Lion's Choice

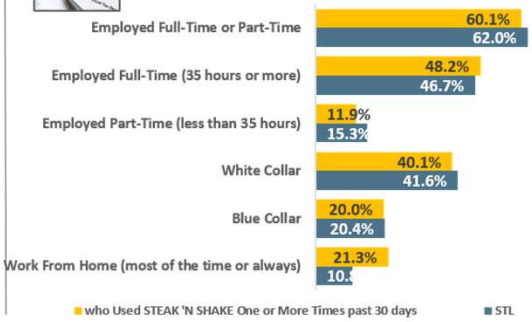


4.4% or 110,937 of STL DMA Adults 18 or older Used STEAK 'N SHAKE One or More Times past 30 days. Adults 18 or older who Used STEAK 'N SHAKE One or More Times past 30 days are .4% less likely to be a college graduate, 3.1% more likely to work full-time, 6.% less likely to be married, 14.9% less likely to be a parent of 1 or more children under 18.

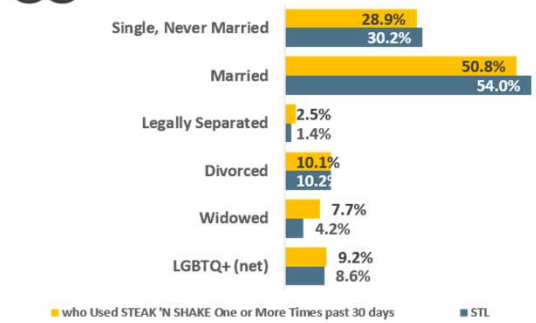
Education Levels: Adults 18 or older



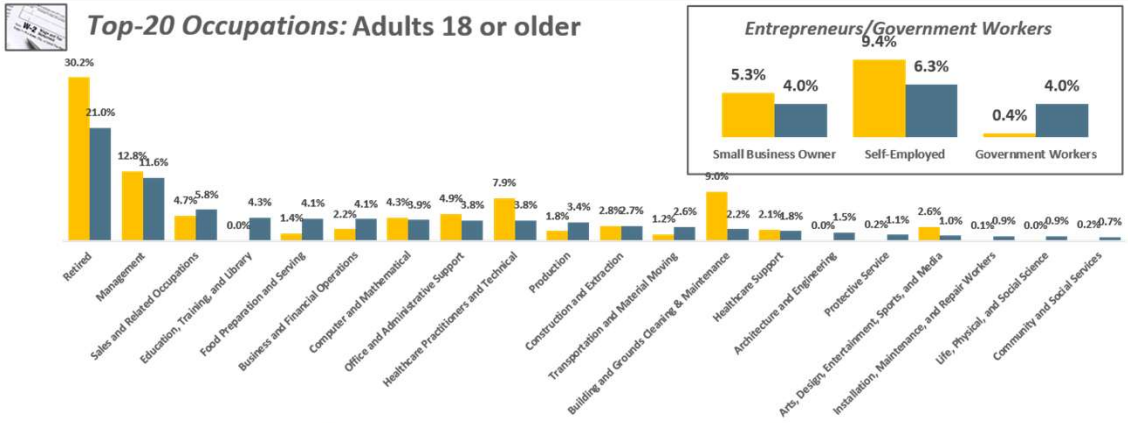
Employment: Adults 18 or older



Marital Status: Adults 18 or older

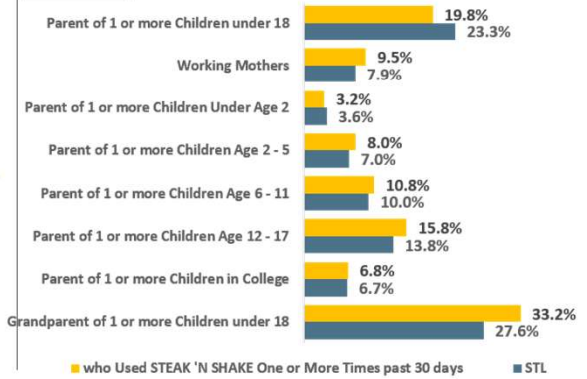


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older

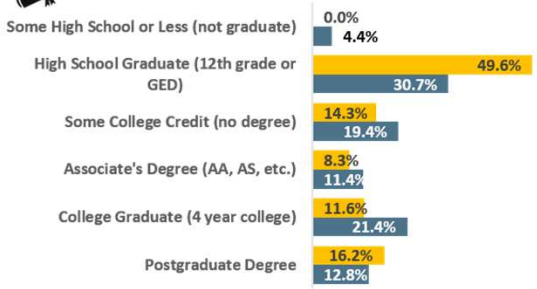


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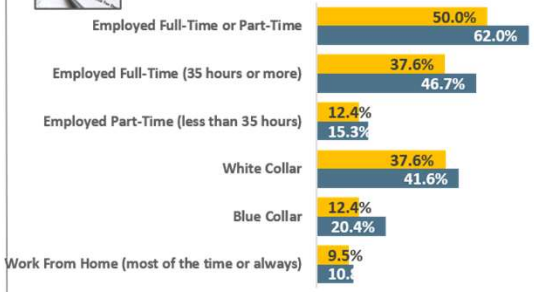
Sit-down restaurants used past 30 days: Steak 'n Shake

3.4% or 85,952 of STL DMA Adults 18 or older Used BANDANA'S BAR-B-Q One or More Times past 30 days. Adults 18 or older who Used BANDANA'S BAR-B-Q One or More Times past 30 days are 18.5% less likely to be a college graduate, 19.5% less likely to work full-time, 8.7% more likely to be married, 53.9% less likely to be a parent of 1 or more children under

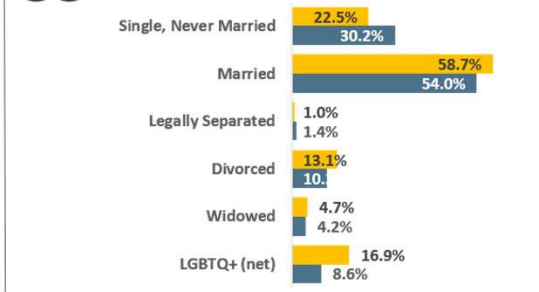
Education Levels: Adults 18 or older



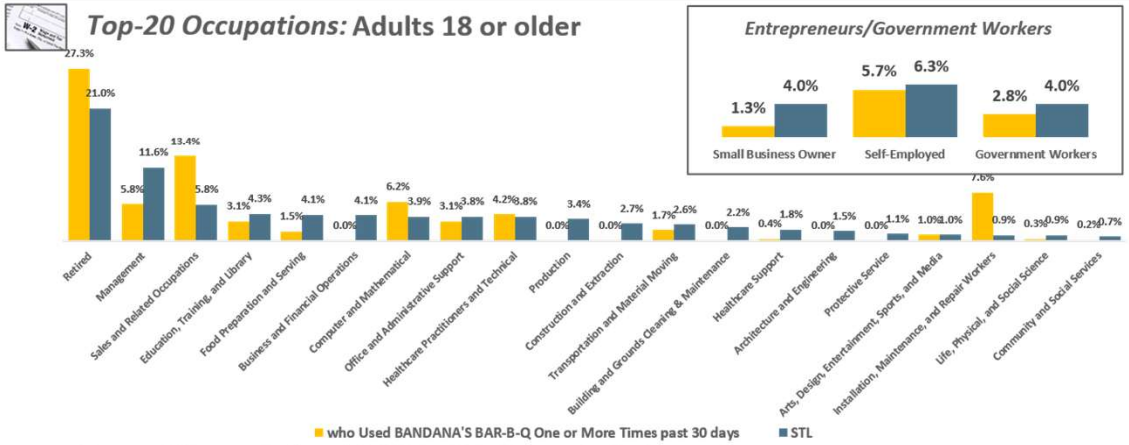
Employment: Adults 18 or older



Marital Status: Adults 18 or older

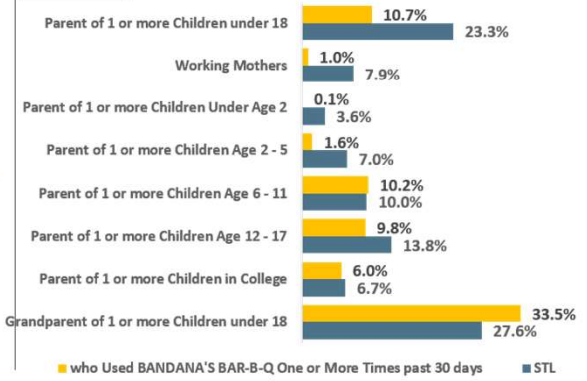


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



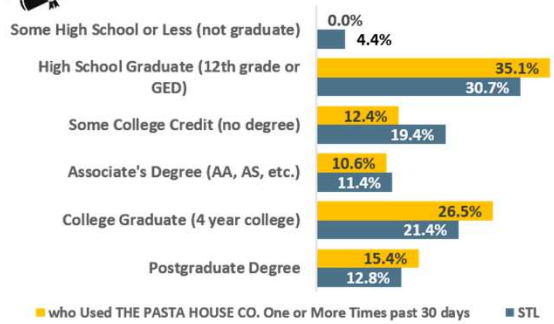
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Sit-down restaurants used past 30 days: Bandana's Bar-B-Q

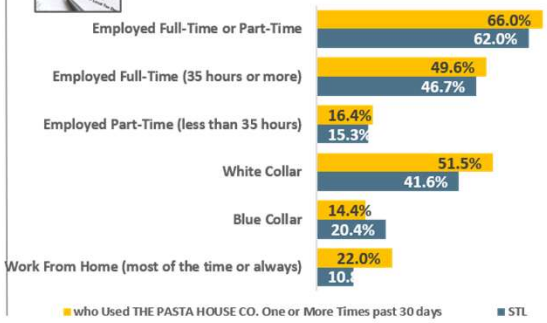


2.% or 51,592 of STL DMA Adults 18 or older Used THE PASTA HOUSE CO. One or More Times past 30 days. Adults 18 or older who Used THE PASTA HOUSE CO. One or More Times past 30 days are 22.8% more likely to be a college graduate, 6.1% more likely to work full-time, 4.5% more likely to be married, 24.8% less likely to be a parent of 1 or more children under

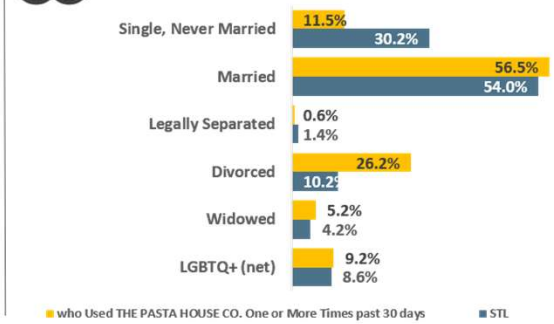
Education Levels: Adults 18 or older



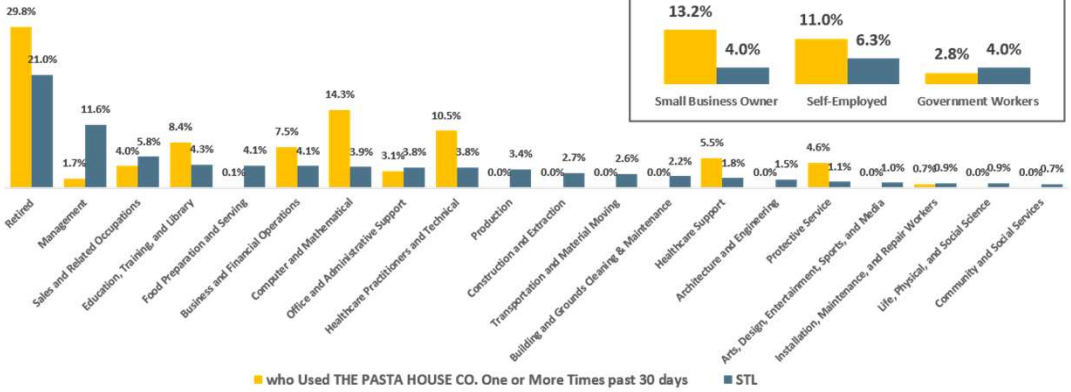
Employment: Adults 18 or older



Marital Status: Adults 18 or older

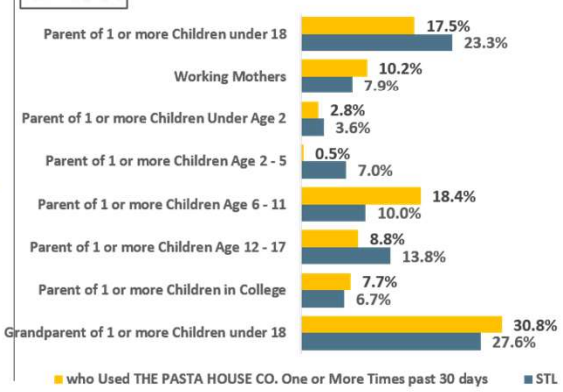


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older

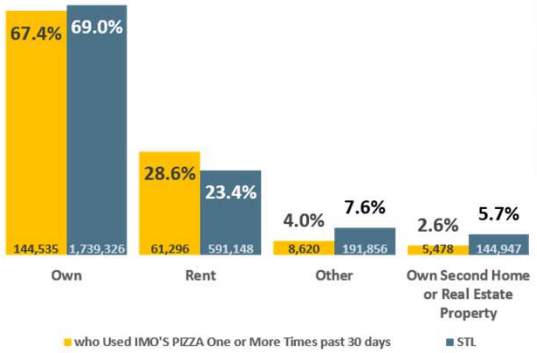


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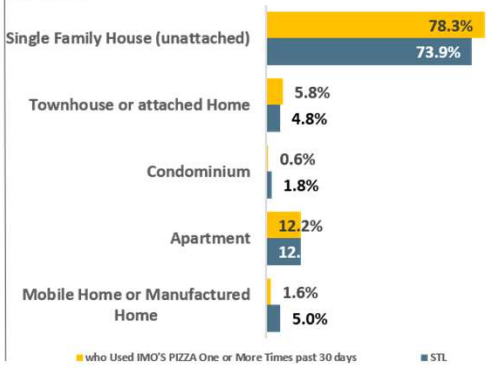
Sit-down restaurants used past 30 days: The Pasta House Co.

8.5% or 214,451 of STL DMA Adults 18 or older Used IMO'S PIZZA One or More Times past 30 days. Adults 18 or older who Used IMO'S PIZZA One or More Times past 30 days are 2.3% less likely to own their home, .9% more likely to own a lower valued home, 6.1% more likely to have a single-family home, 14.9% more likely to have a dog.

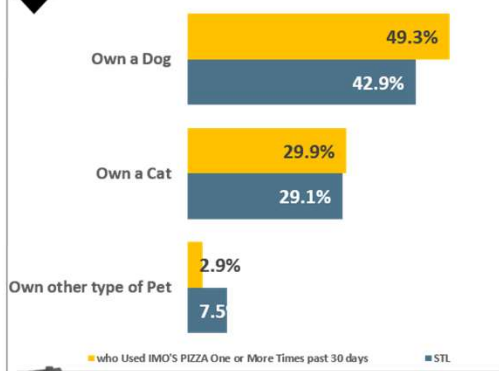
Own/Rent/Other: Adults 18 or older



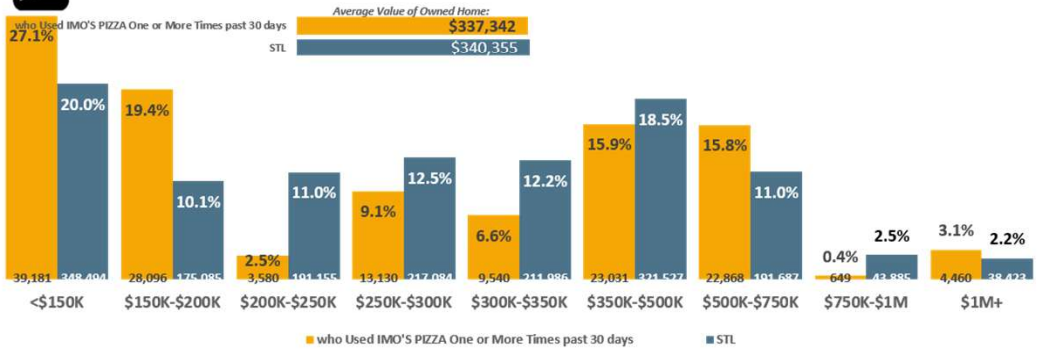
Type of Home: Adults 18 or older



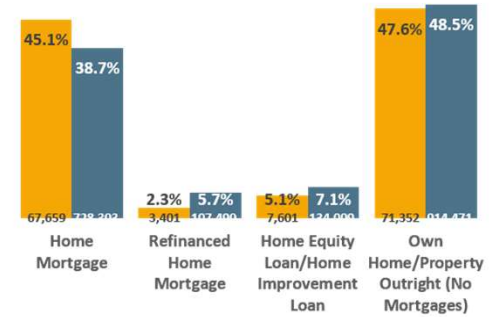
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



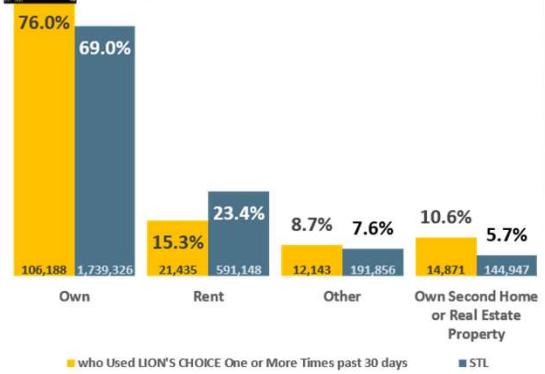
STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 169

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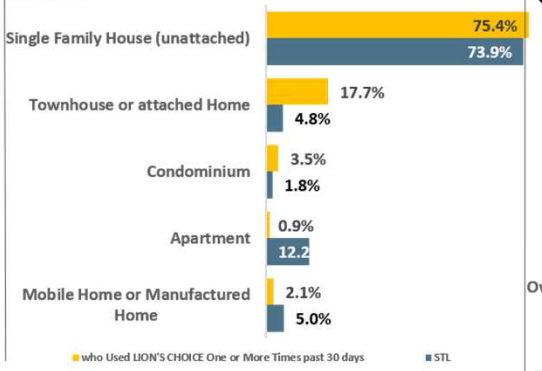
Quick service restaurants used past 30 days: Imo's Pizza

5.5% or 139,766 of STL DMA Adults 18 or older Used LION'S CHOICE One or More Times past 30 days. Adults 18 or older who Used LION'S CHOICE One or More Times past 30 days are 10.2% more likely to own their home, 10.5% more likely to own a higher valued home, 2.1% more likely to have a single-family home, 36.3% more likely to have a dog.

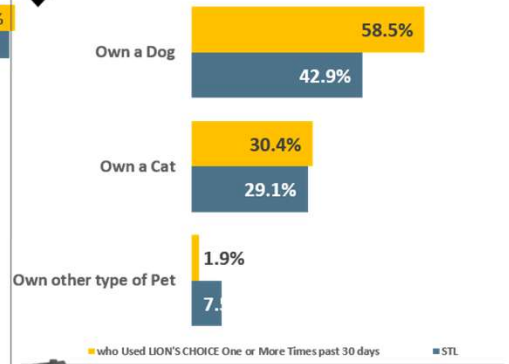
Own/Rent/Other: Adults 18 or older



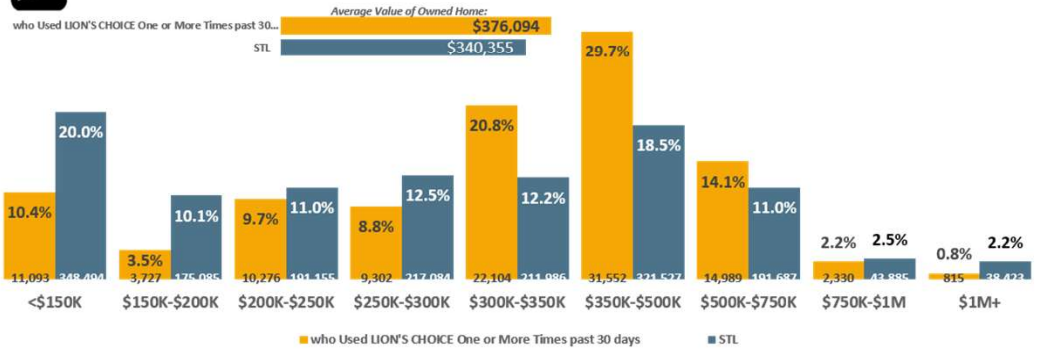
Type of Home: Adults 18 or older



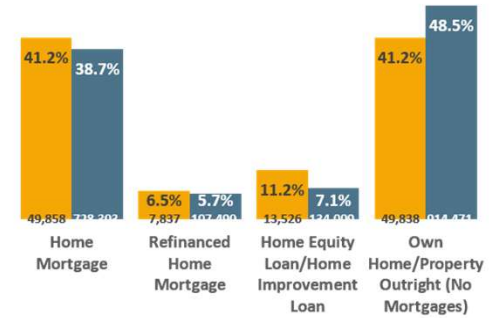
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 111

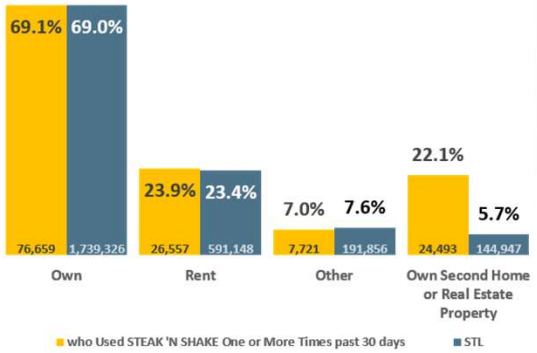
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Quick service restaurants used past 30 days: Lion's Choice

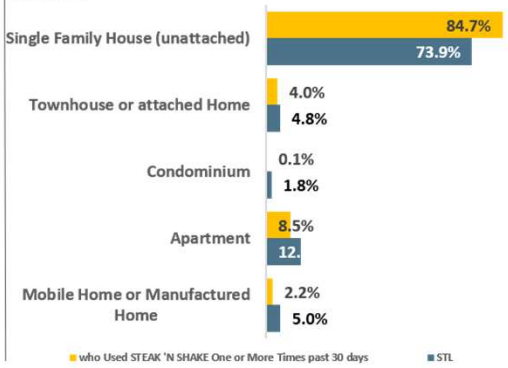


4.4% or 110,937 of STL DMA Adults 18 or older Used STEAK 'N SHAKE One or More Times past 30 days. Adults 18 or older who Used STEAK 'N SHAKE One or More Times past 30 days are .2% more likely to own their home, 1.9% more likely to own a lower valued home, 14.7% more likely to have a single-family home, 26.3% more likely to have a dog.

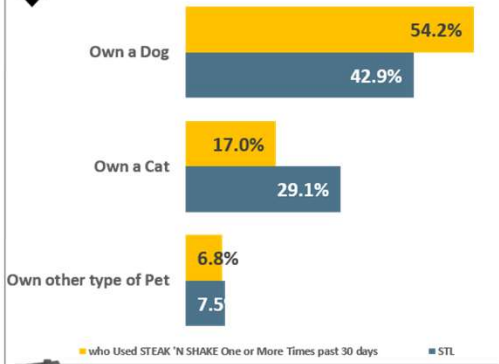
Own/Rent/Other: Adults 18 or older



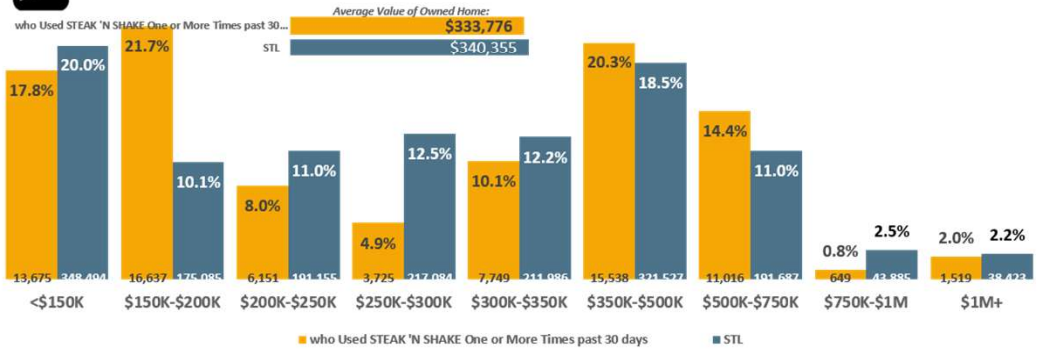
Type of Home: Adults 18 or older



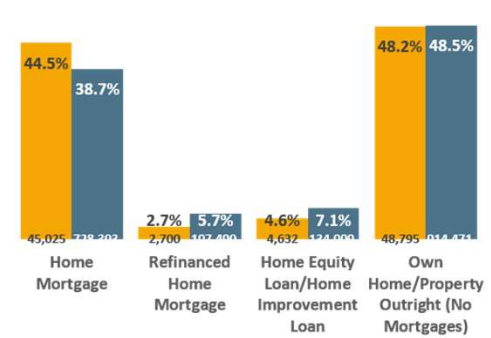
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 100

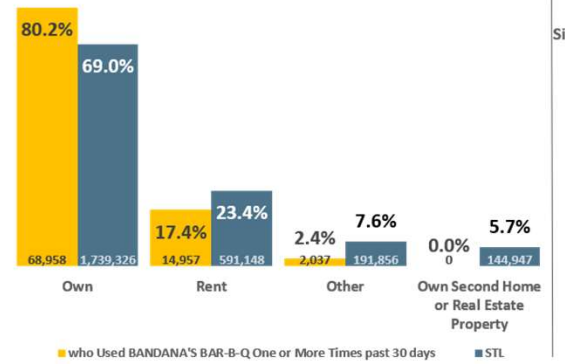
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Sit-down restaurants used past 30 days: Steak 'n Shake

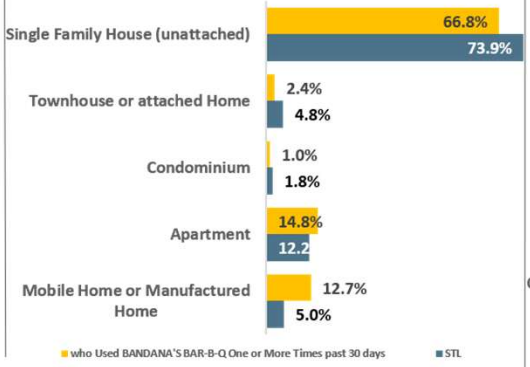


3.4% or 85,952 of STL DMA Adults 18 or older Used BANDANA'S BAR-B-Q One or More Times past 30 days. Adults 18 or older who Used BANDANA'S BAR-B-Q One or More Times past 30 days are 16.3% more likely to own their home, 5.6% more likely to own a lower valued home, 9.5% less likely to have a single-family home, 32.% less likely to have a dog.

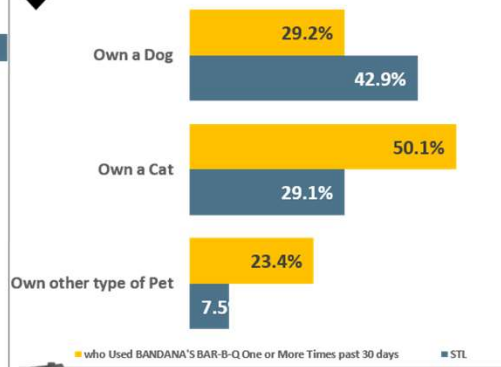
Own/Rent/Other: Adults 18 or older



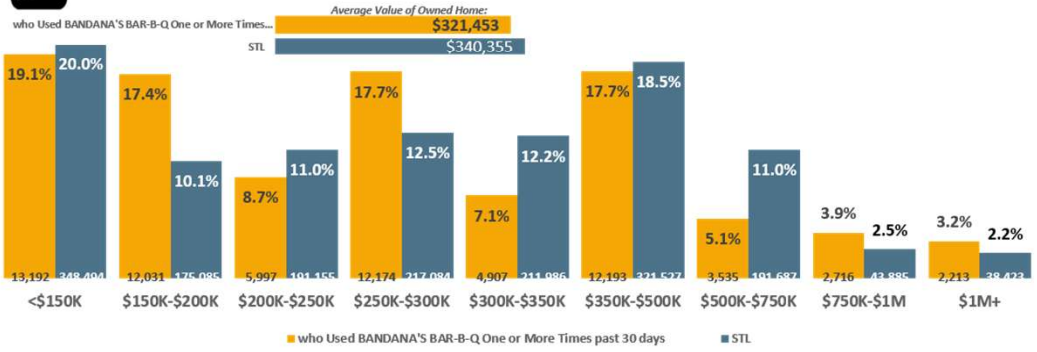
Type of Home: Adults 18 or older



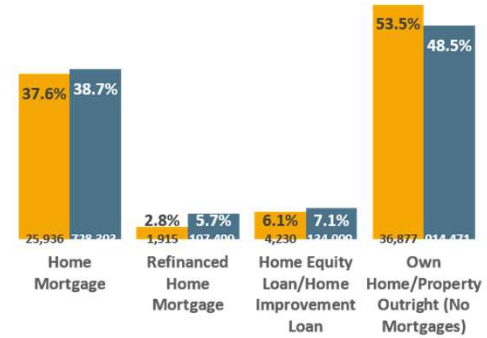
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 65

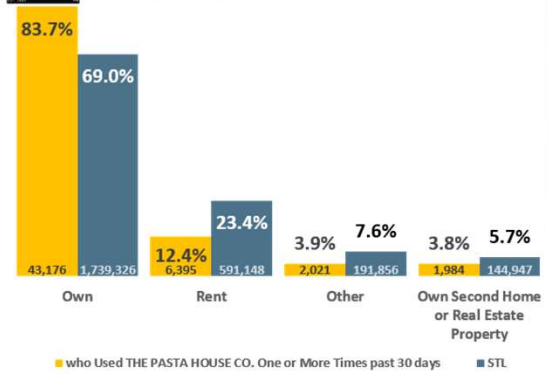
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Sit-down restaurants used past 30 days: Bandana's Bar-B-Q

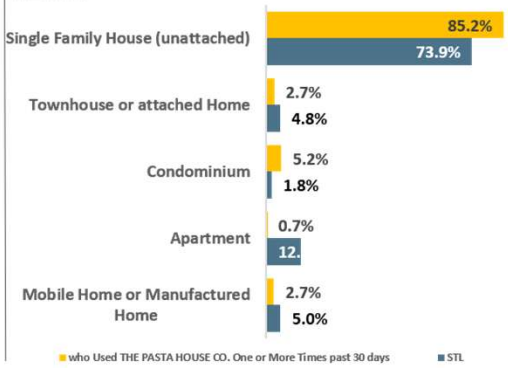


2.% or 51,592 of STL DMA Adults 18 or older Used THE PASTA HOUSE CO. One or More Times past 30 days. Adults 18 or older who Used THE PASTA HOUSE CO. One or More Times past 30 days are 21.4% more likely to own their home, 26.1% more likely to own a higher valued home, 15.4% more likely to have a single-family home, 12.6% more likely to have a dog.

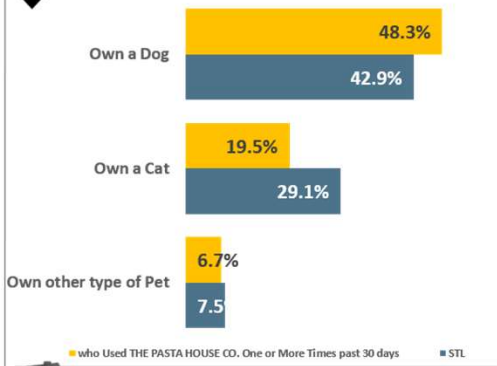
Own/Rent/Other: Adults 18 or older



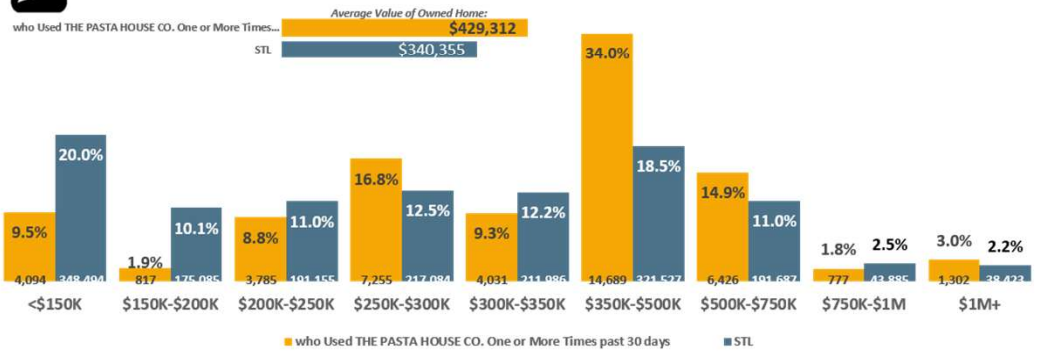
Type of Home: Adults 18 or older



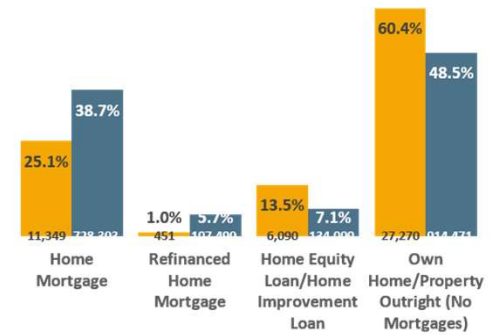
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



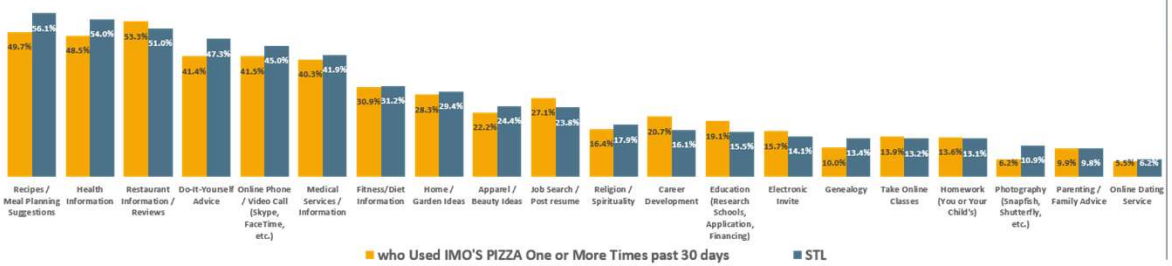
STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 57

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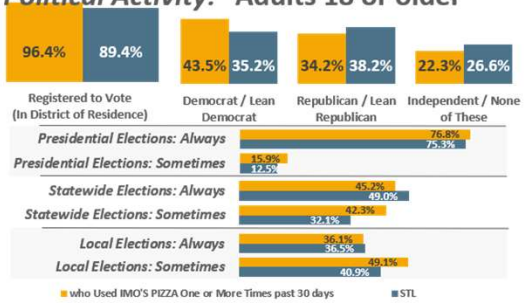
Sit-down restaurants used past 30 days: The Pasta House Co.

8.5% or 214,451 of STL DMA Adults 18 or older Used IMO'S PIZZA One or More Times past 30 days. Adults 18 or older who Used IMO'S PIZZA One or More Times past 30 days are 12.6% less likely to look up D-I-Y advice online, 1.1% less likely to always vote in local elections, 21.3% more likely to belong to a gym, 22.7% more likely to fly domestic past y

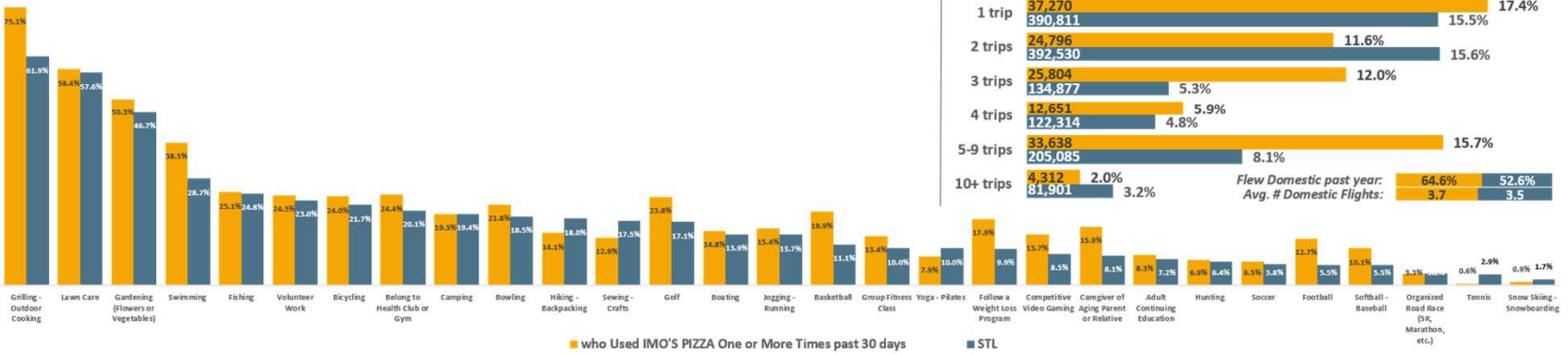
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

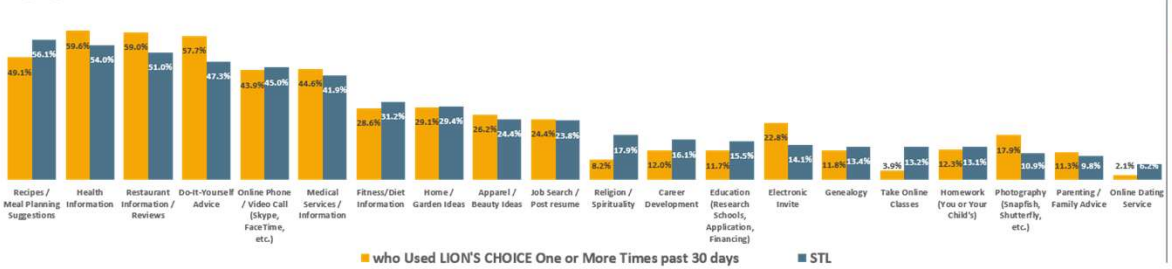
STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 169

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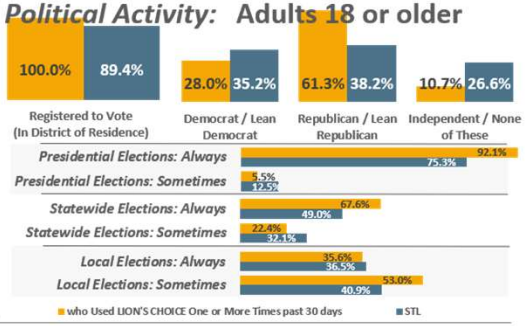
Quick service restaurants used past 30 days: Imo's Pizza

5.5% or 139,766 of STL DMA Adults 18 or older Used LION'S CHOICE One or More Times past 30 days. Adults 18 or older who Used LION'S CHOICE One or More Times past 30 days are 21.8% more likely to look up D-I-Y advice online, 2.5% less likely to always vote in local elections, 8.9% less likely to belong to a gym, 12.6% more likely to fly domestic past

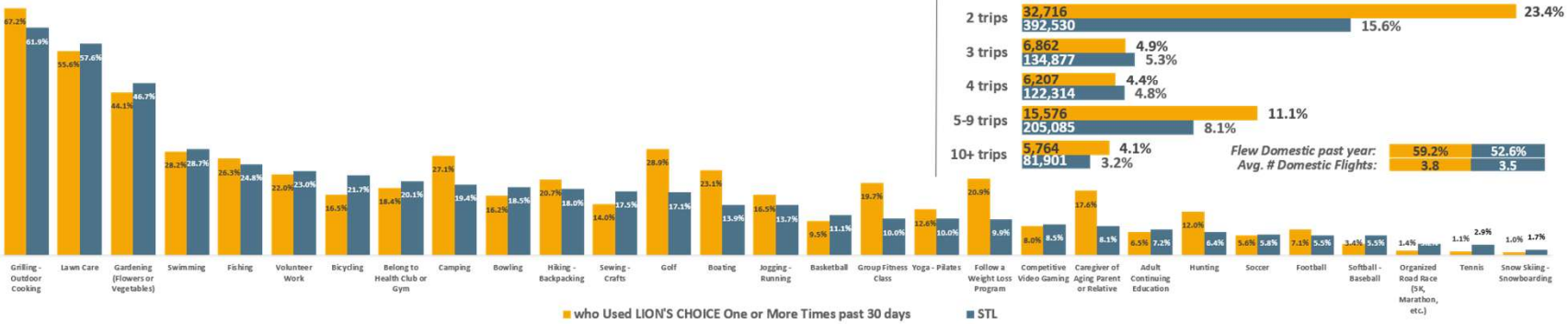
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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 R2 2026: Aug25-Aug26 Qual Intab 111

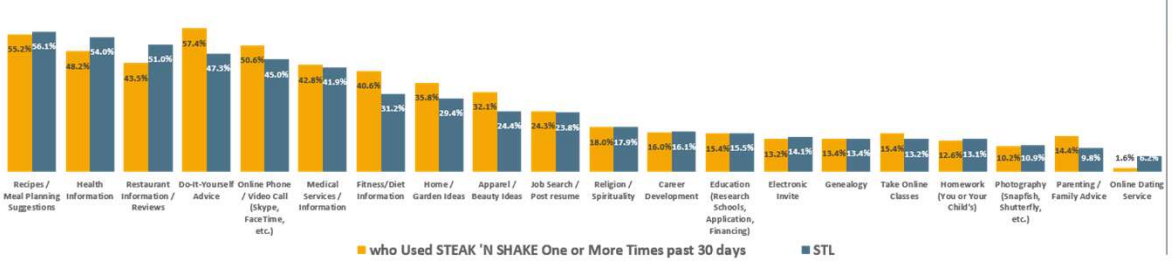
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Quick service restaurants used past 30 days: Lion's Choice

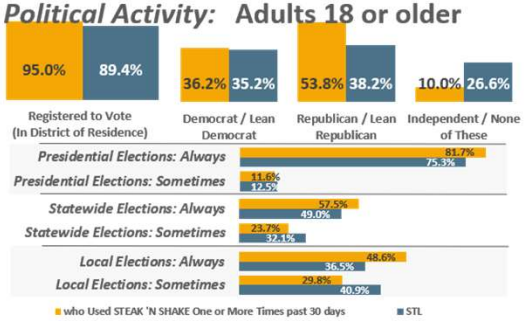


4.4% or 110,937 of STL DMA Adults 18 or older Used STEAK 'N SHAKE One or More Times past 30 days. Adults 18 or older who Used STEAK 'N SHAKE One or More Times past 30 days are 21.2% more likely to look up D-I-Y advice online, 33.1% more likely to always vote in local elections, 7.4% less likely to belong to a gym, 15.4% more likely to fly domestic pas

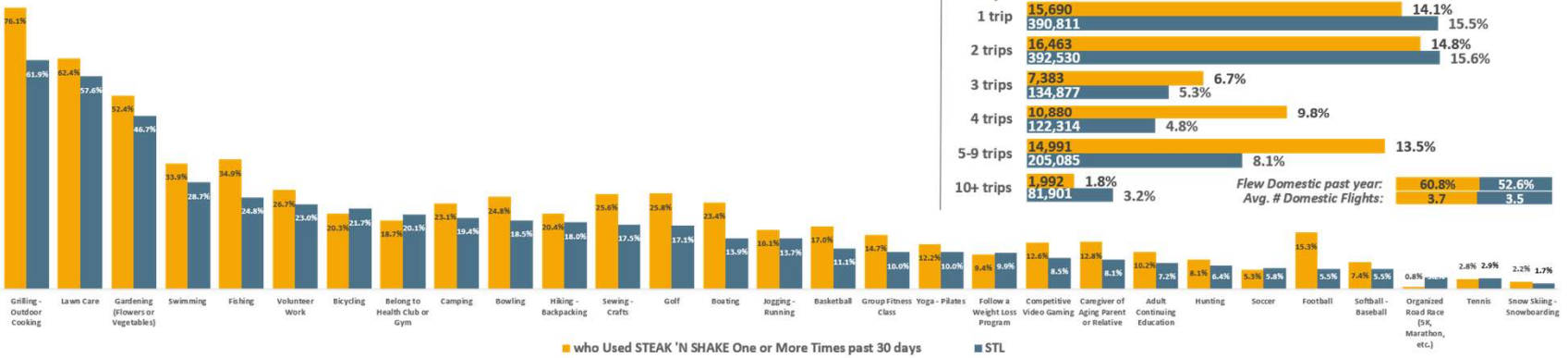
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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 R2 2026: Aug25-Aug26 Qual Intab 100

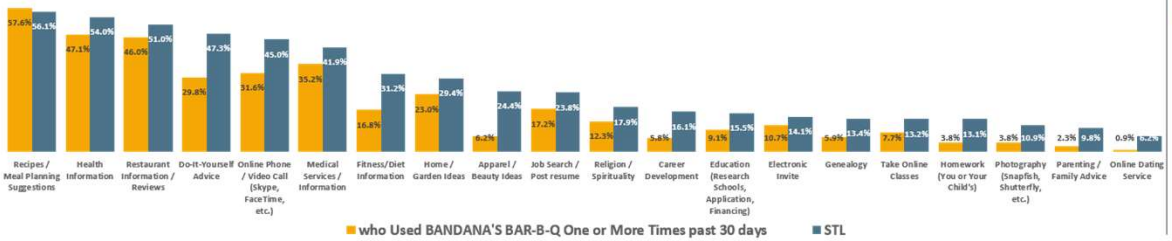
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Sit-down restaurants used past 30 days: Steak 'n Shake

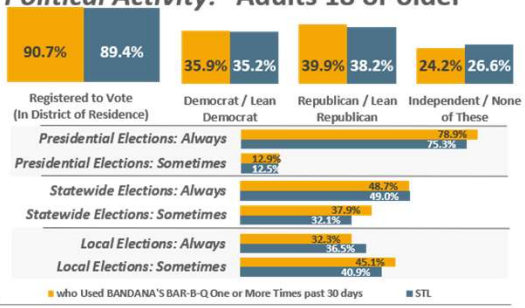


3.4% or 85,952 of STL DMA Adults 18 or older Used BANDANA'S BAR-B-Q One or More Times past 30 days. Adults 18 or older who Used BANDANA'S BAR-B-Q One or More Times past 30 days are 37.% less likely to look up D-I-Y advice online, 11.5% less likely to always vote in local elections, 46.1% less likely to belong to a gym, .2% less likely to fly domestic pa

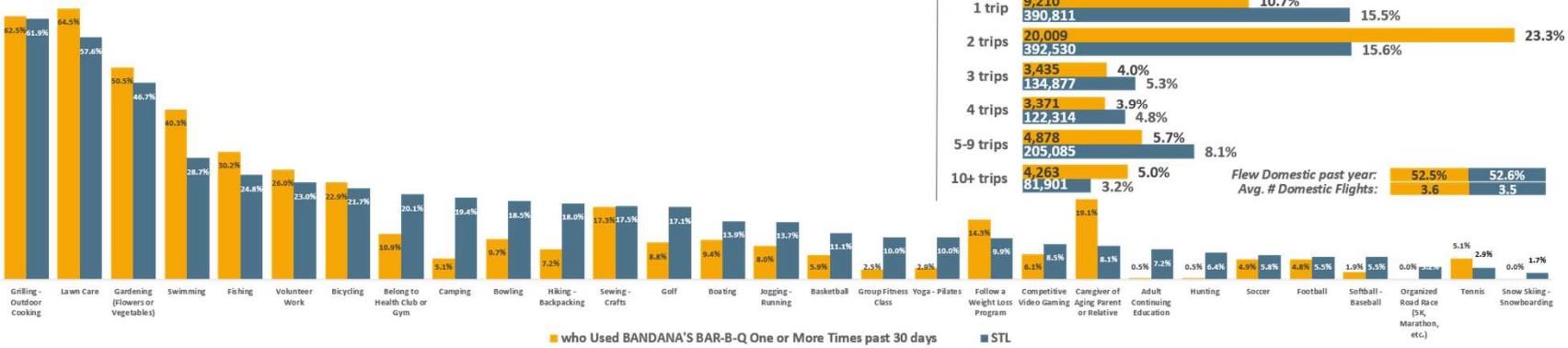
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

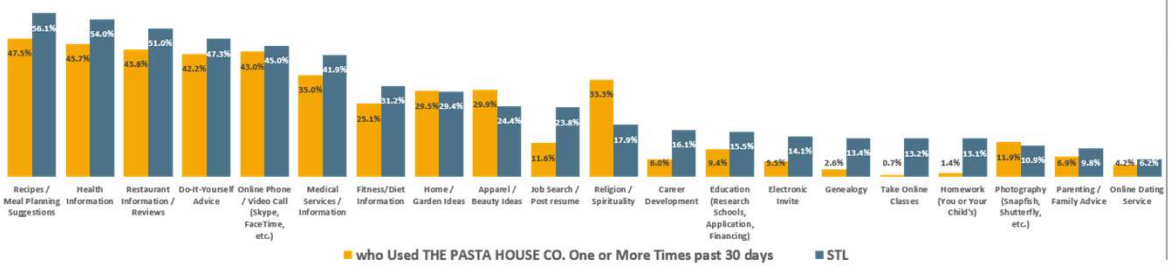
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Sit-down restaurants used past 30 days: Bandana's Bar-B-Q

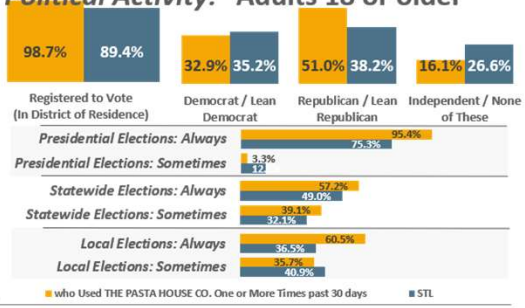


2.% or 51,592 of STL DMA Adults 18 or older Used THE PASTA HOUSE CO. One or More Times past 30 days. Adults 18 or older who Used THE PASTA HOUSE CO. One or More Times past 30 days are 10.9% less likely to look up D-I-Y advice online, 65.9% more likely to always vote in local elections, 7.9% more likely to belong to a gym, 45.9% more likely to fly domesti

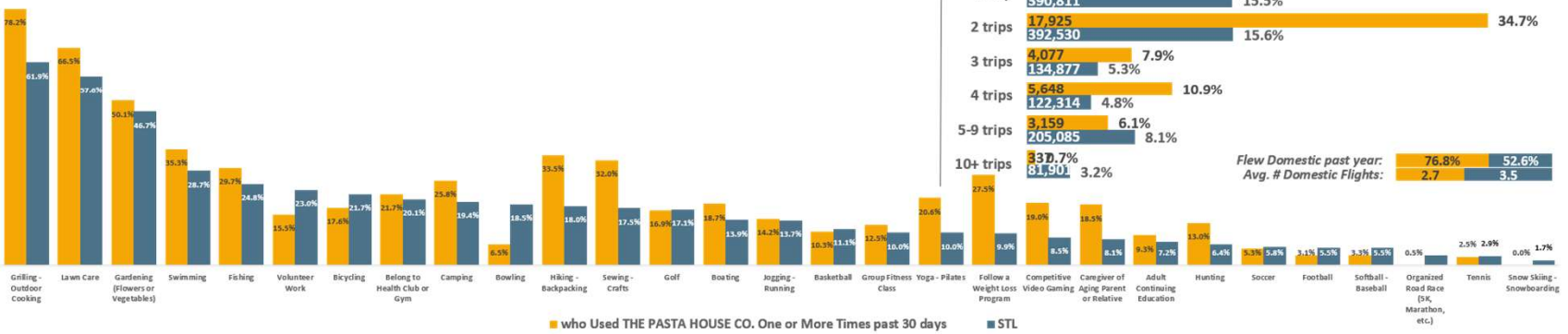
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

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Sit-down restaurants used past 30 days: The Pasta House Co.



8.5% or 214,451 of STL DMA Adults 18 or older Used IMO'S PIZZA One or More Times past 30 days. Adults 18 or older who Used IMO'S PIZZA One or More Times past 30 days are 17.7% more likely to use QSRs past mo., 10.1% more likely to use Sit-Down Restaurants past mo., 48.6% more likely to use Casinos past yr., 58.7% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 100.0% 214,451 | 85.0% 2,142,950

Avg. Monthly QSR Meals: 8.3 | 6.0

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



Total Monthly Sit-Down Restaurant Users: 79.4% 170,255 | 72.1% 1,818,004

Avg. Monthly Sit-Down Restaurant Meals: 4.1 | 3.7

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 Used IMO'S PIZZA One or More Times past 30 days 57,604 26.9%

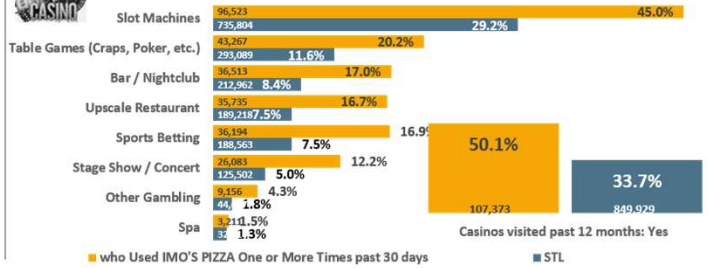
STL 410,694 16.3%

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 R2 2026: Aug25-Aug26 Qual Intab 169

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5.5% or 139,766 of STL DMA Adults 18 or older Used LION'S CHOICE One or More Times past 30 days. Adults 18 or older who Used LION'S CHOICE One or More Times past 30 days are 17.7% more likely to use QSRs past mo., 32.6% more likely to use Sit-Down Restaurants past mo., 3.1% less likely to use Casinos past yr., 54.4% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

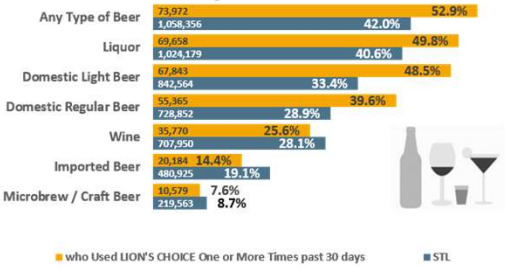
(Sit-Down Restaurants Used Past 30-days)



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

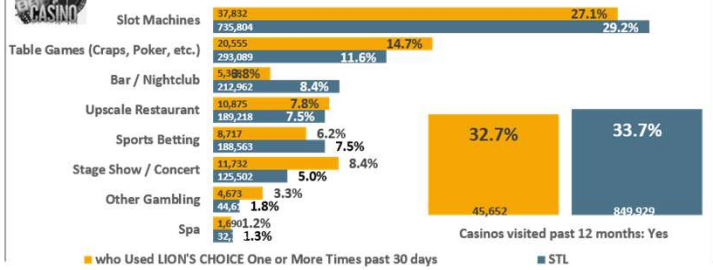


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 111

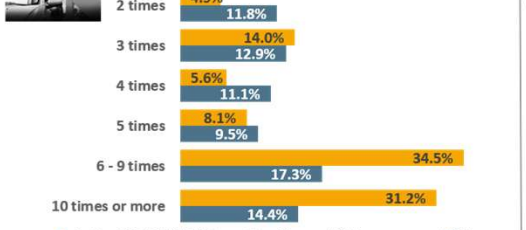
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4.4% or 110,937 of STL DMA Adults 18 or older Used STEAK 'N SHAKE One or More Times past 30 days. Adults 18 or older who Used STEAK 'N SHAKE One or More Times past 30 days are 15.8% more likely to use QSRs past mo., 38.7% more likely to use Sit-Down Restaurants past mo., 55.9% more likely to use Casinos past yr., 49.2% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



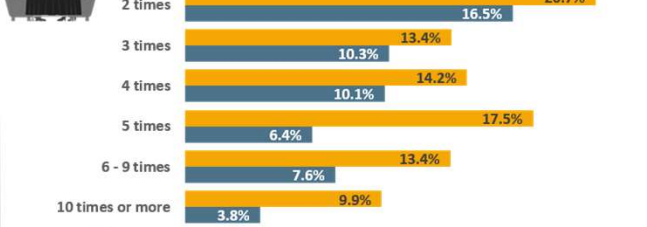


Total Monthly QSR Users: 98.3% 109,102 | 85.0% 2,142,950

Avg. Monthly QSR Meals: 8.6 | 6.0

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





Total Monthly Sit-Down Restaurant Users: 100.0% 110,937 | 72.1% 1,818,004

Avg. Monthly Sit-Down Restaurant Meals: 4.9 | 3.7

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)

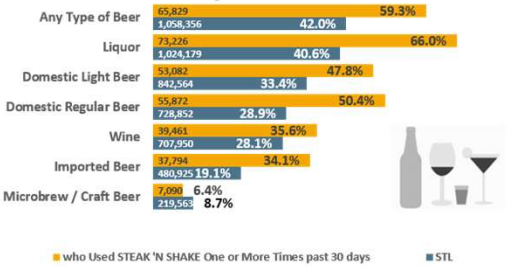


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who Used STEAK 'N SHAKE One or More Times past 30... 25,222 22.7%

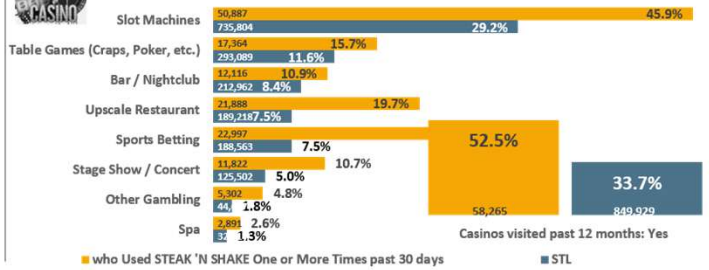
STL 410,694 16.3%

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 R2 2026: Aug25-Aug26 Qual Intab 100

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Sit-down restaurants used past 30 days: Steak 'n Shake



3.4% or 85,952 of STL DMA Adults 18 or older Used BANDANA'S BAR-B-Q One or More Times past 30 days. Adults 18 or older who Used BANDANA'S BAR-B-Q One or More Times past 30 days are 15.1% more likely to use QSRs past mo., 38.7% more likely to use Sit-Down Restaurants past mo., .5% less likely to use Casinos past yr., 20.5% more likely to smoke cigarettes

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 97.8% 84,087 | 85.0% 2,142,950

Avg. Monthly QSR Meals: 9.5 | 6.0

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



Total Monthly Sit-Down Restaurant Users: 100.0% 85,952 | 72.1% 1,818,004

Avg. Monthly Sit-Down Restaurant Meals: 5.7 | 3.7

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 Used BANDANA'S BAR-B-Q One or More Times... 21,495 25.0%

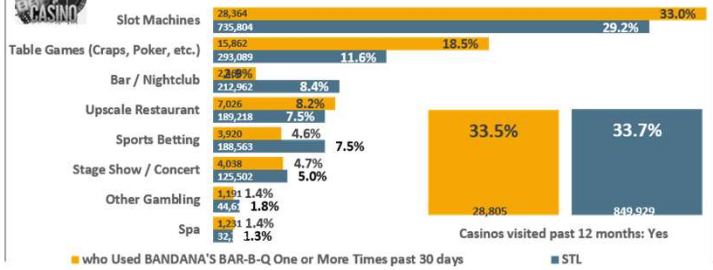
STL 410,694 16.3%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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Sit-down restaurants used past 30 days: Bandana's Bar-B-Q



2.% or 51,592 of STL DMA Adults 18 or older Used THE PASTA HOUSE CO. One or More Times past 30 days. Adults 18 or older who Used THE PASTA HOUSE CO. One or More Times past 30 days are 4.9% more likely to use QSRs past mo., 38.7% more likely to use Sit-Down Restaurants past mo., 47.1% more likely to use Casinos past yr., 15.8% less likely to smoke cigaret

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



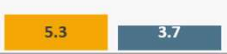
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

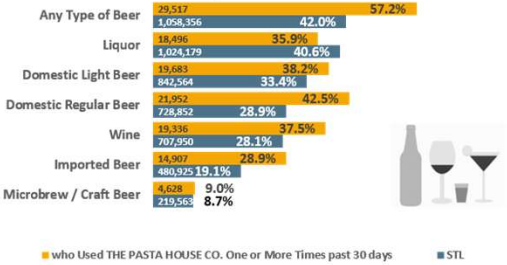
(Sit-Down Restaurants Used Past 30-days)



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

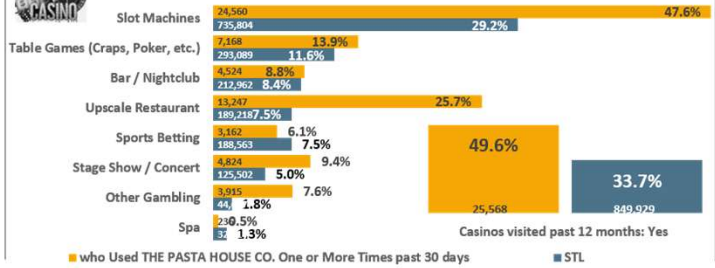


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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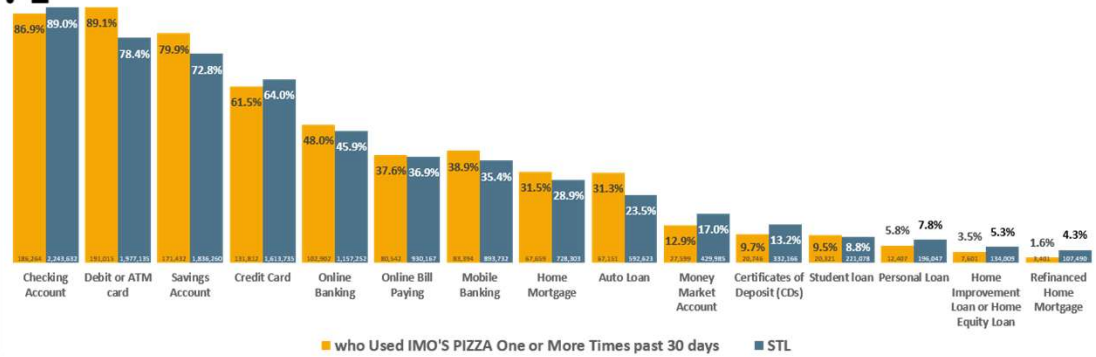
Sit-down restaurants used past 30 days: The Pasta House Co.

8.5% or 214,451 of STL DMA Adults 18 or older Used IMO'S PIZZA One or More Times past 30 days.
Adults 18 or older who Used IMO'S PIZZA One or More Times past 30 days are 1.1% less likely to have a 401K, 33.3% more likely to have an Auto Loan, 16.% less likely to Invest/Trade Stocks Online, 33.5% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



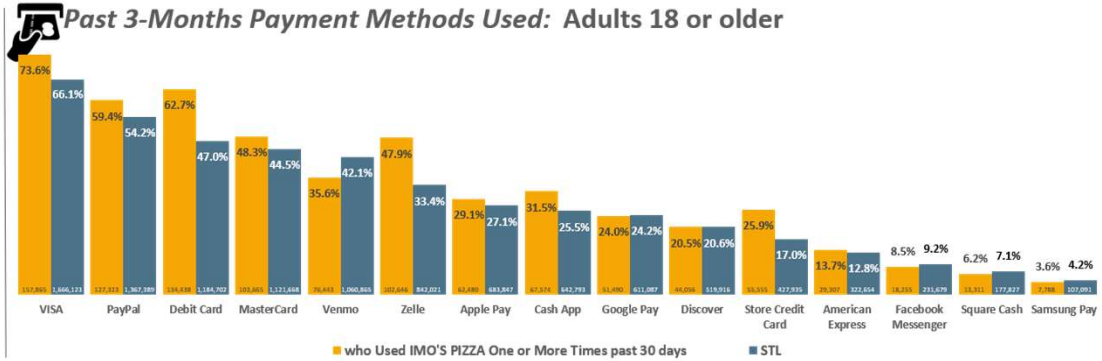
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 169

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

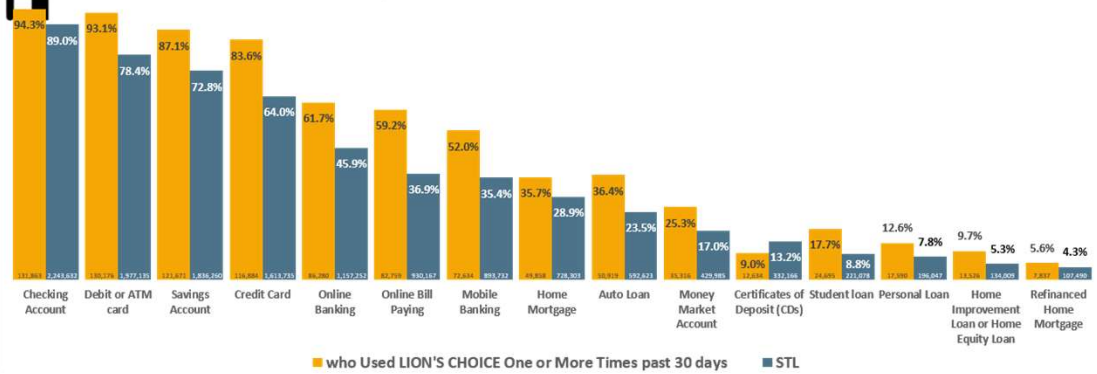


5.5% or 139,766 of STL DMA Adults 18 or older Used LION'S CHOICE One or More Times past 30 days. Adults 18 or older who Used LION'S CHOICE One or More Times past 30 days are 28.4% more likely to have a 401K, 55.1% more likely to have an Auto Loan, 36.3% less likely to Invest/Trade Stocks Online, 11.2% more likely to pay with their Debit Card.

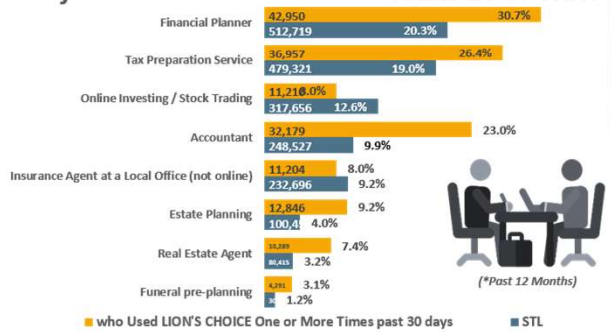
Investments Owned: Adults 18 or older



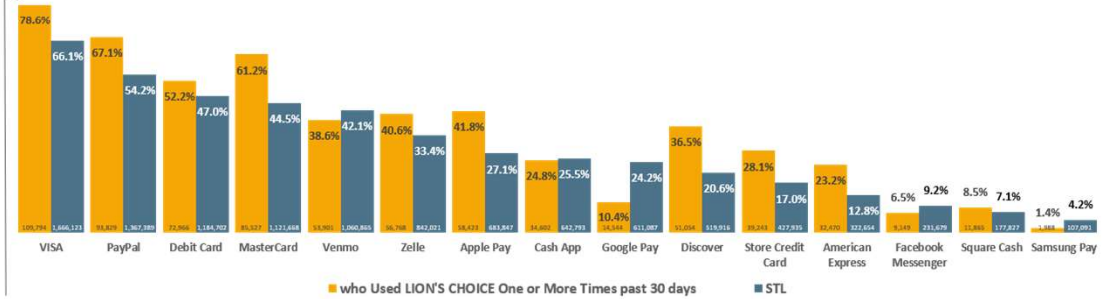
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 111

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Quick service restaurants used past 30 days: Lion's Choice

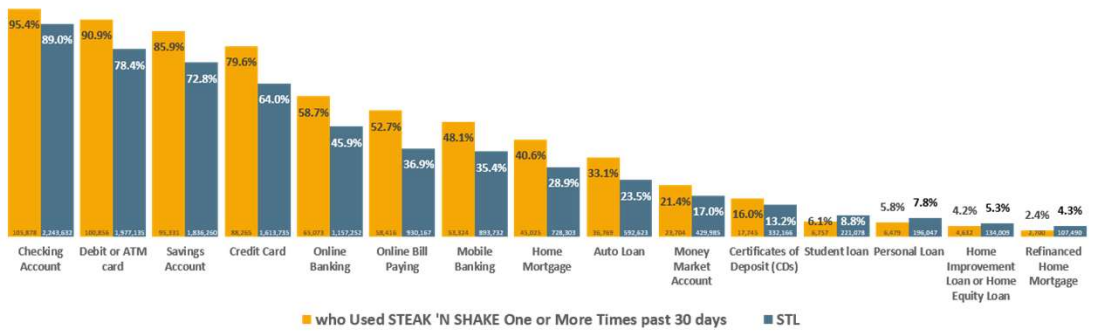


4.4% or 110,937 of STL DMA Adults 18 or older Used STEAK 'N SHAKE One or More Times past 30 days. Adults 18 or older who Used STEAK 'N SHAKE One or More Times past 30 days are .2% less likely to have a 401K, 41.1% more likely to have an Auto Loan, 17.7% more likely to Invest/Trade Stocks Online, 10.7% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



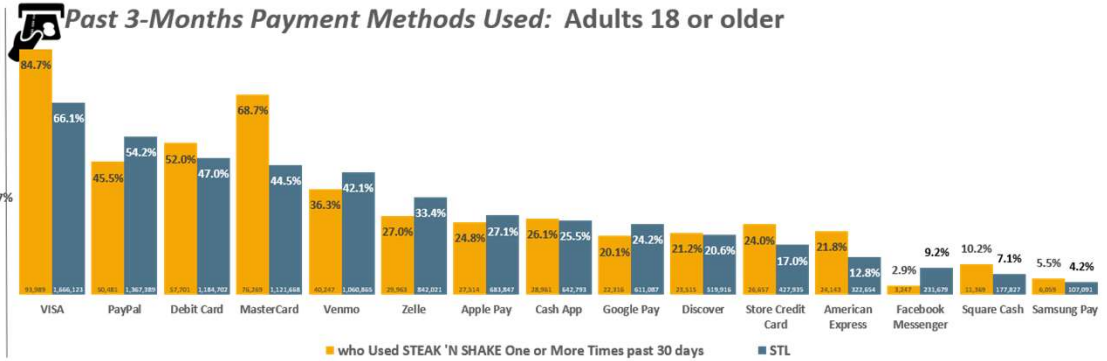
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 100

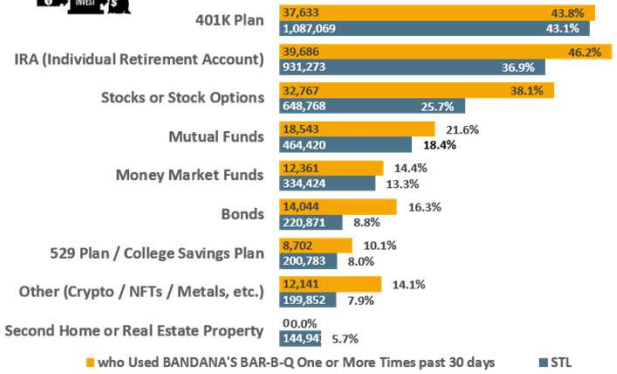
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Sit-down restaurants used past 30 days: Steak 'n Shake

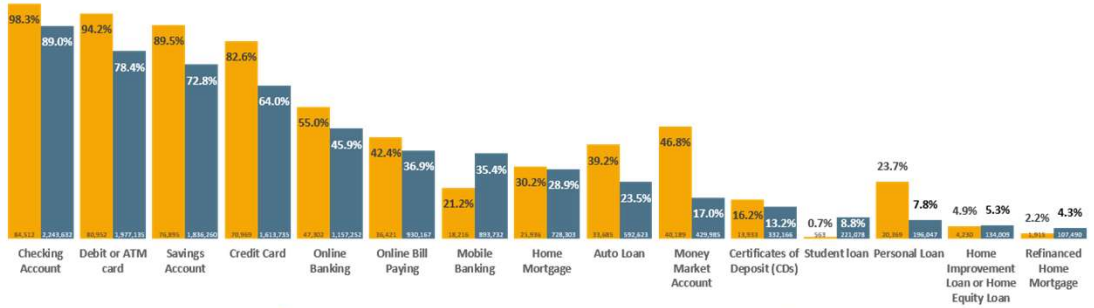


3.4% or 85,952 of STL DMA Adults 18 or older Used BANDANA'S BAR-B-Q One or More Times past 30 days. Adults 18 or older who Used BANDANA'S BAR-B-Q One or More Times past 30 days are 1.6% more likely to have a 401K, 66.8% more likely to have an Auto Loan, 87.8% more likely to Invest/Trade Stocks Online, 57.8% more likely to pay with their Debit Card.

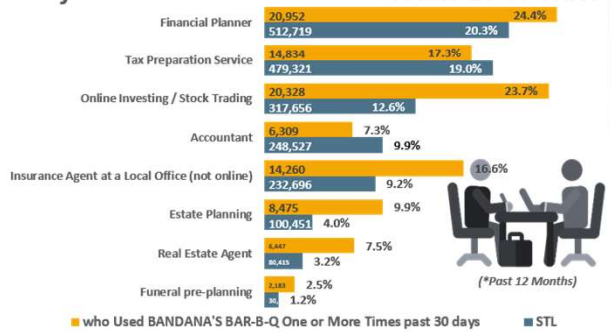
Investments Owned: Adults 18 or older



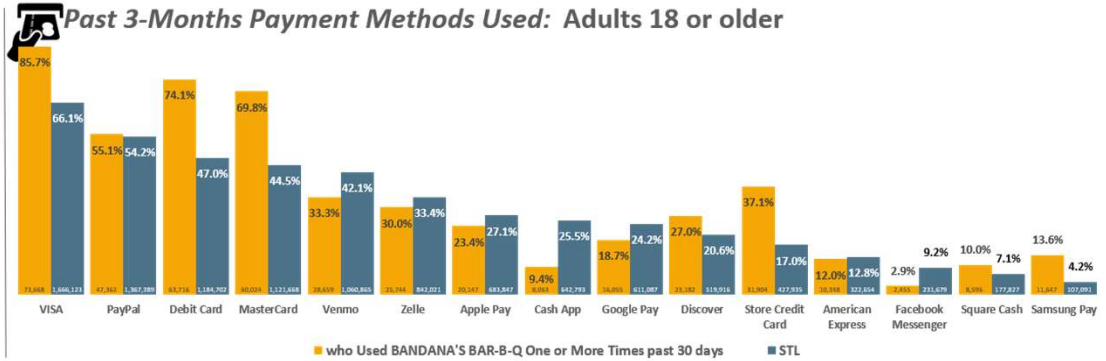
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



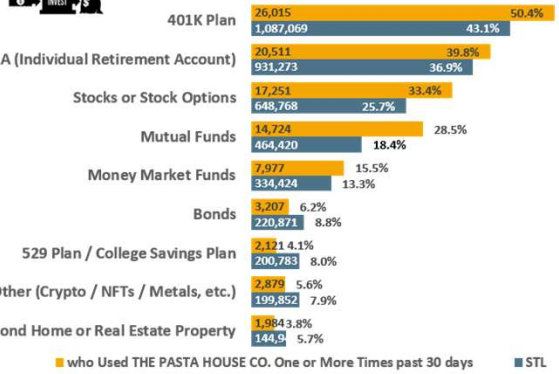
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Sit-down restaurants used past 30 days: Bandana's Bar-B-Q

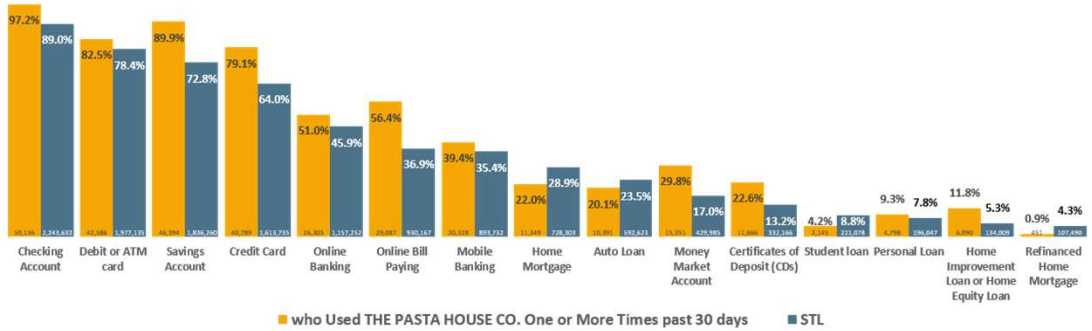


2.% or 51,592 of STL DMA Adults 18 or older Used THE PASTA HOUSE CO. One or More Times past 30 days. Adults 18 or older who Used THE PASTA HOUSE CO. One or More Times past 30 days are 17.% more likely to have a 401K, 14.3% less likely to have an Auto Loan, 24.9% more likely to Invest/Trade Stocks Online, 7.3% less likely to pay with their Debit Card.

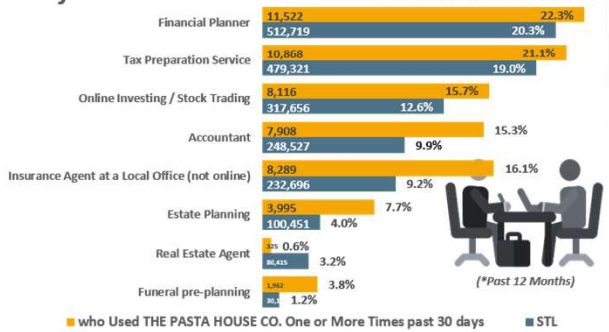
Investments Owned: Adults 18 or older



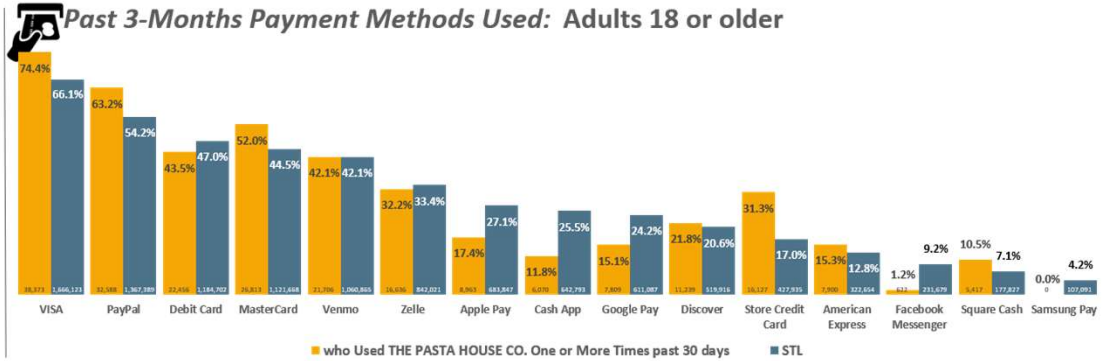
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older

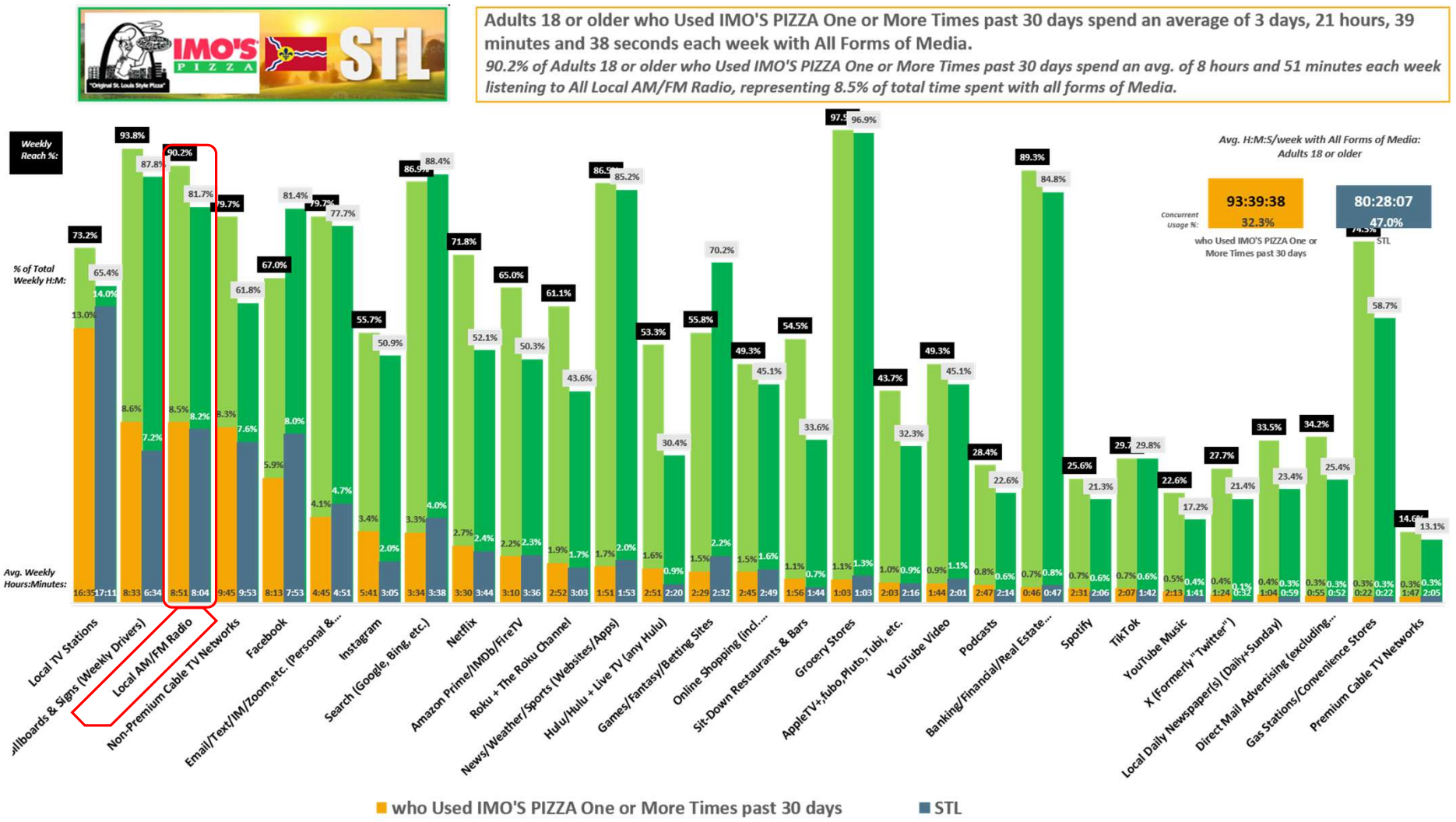


Past 3-Months Payment Methods Used: Adults 18 or older



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Sit-down restaurants used past 30 days: The Pasta House Co.

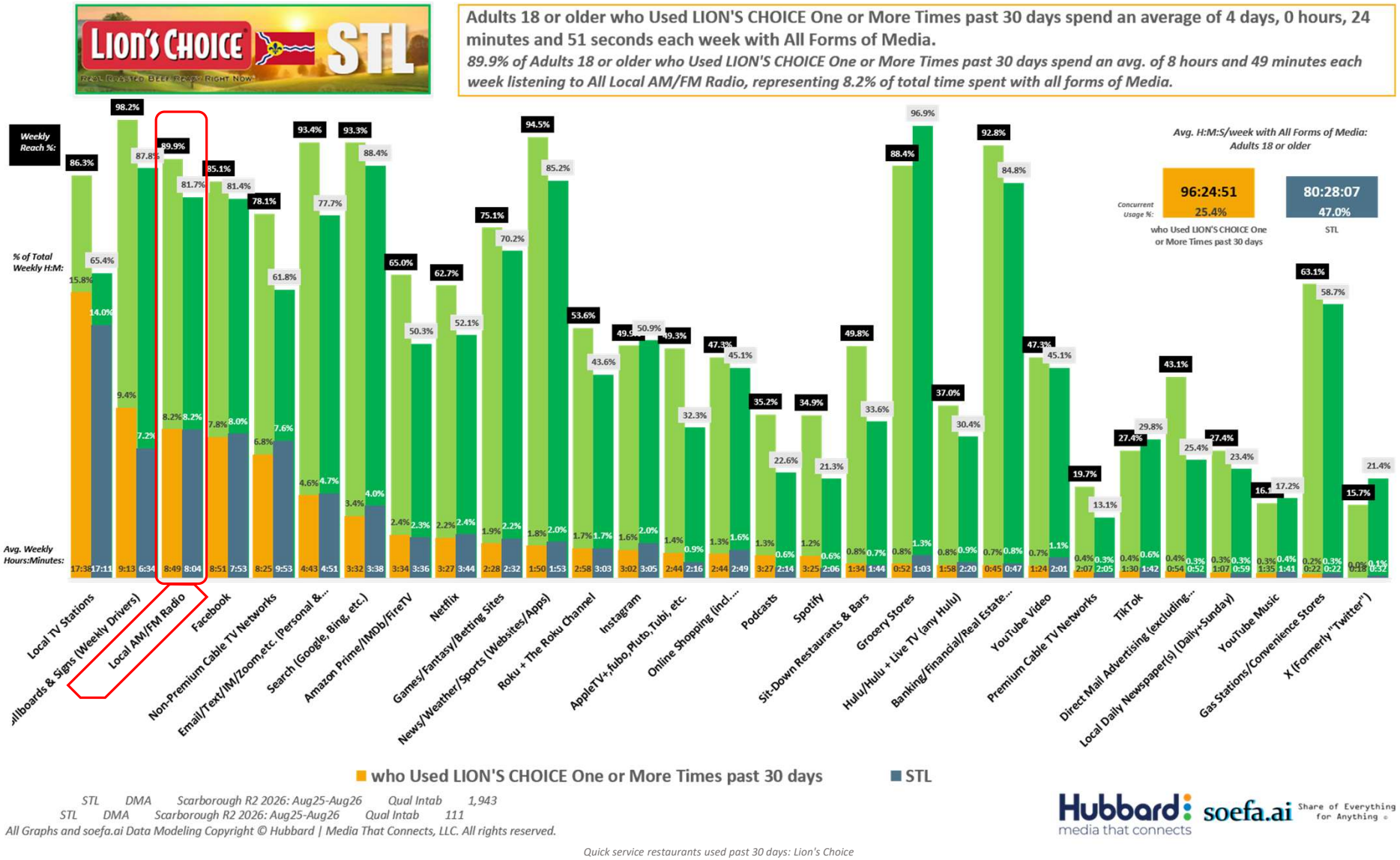


STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943
STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 169

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

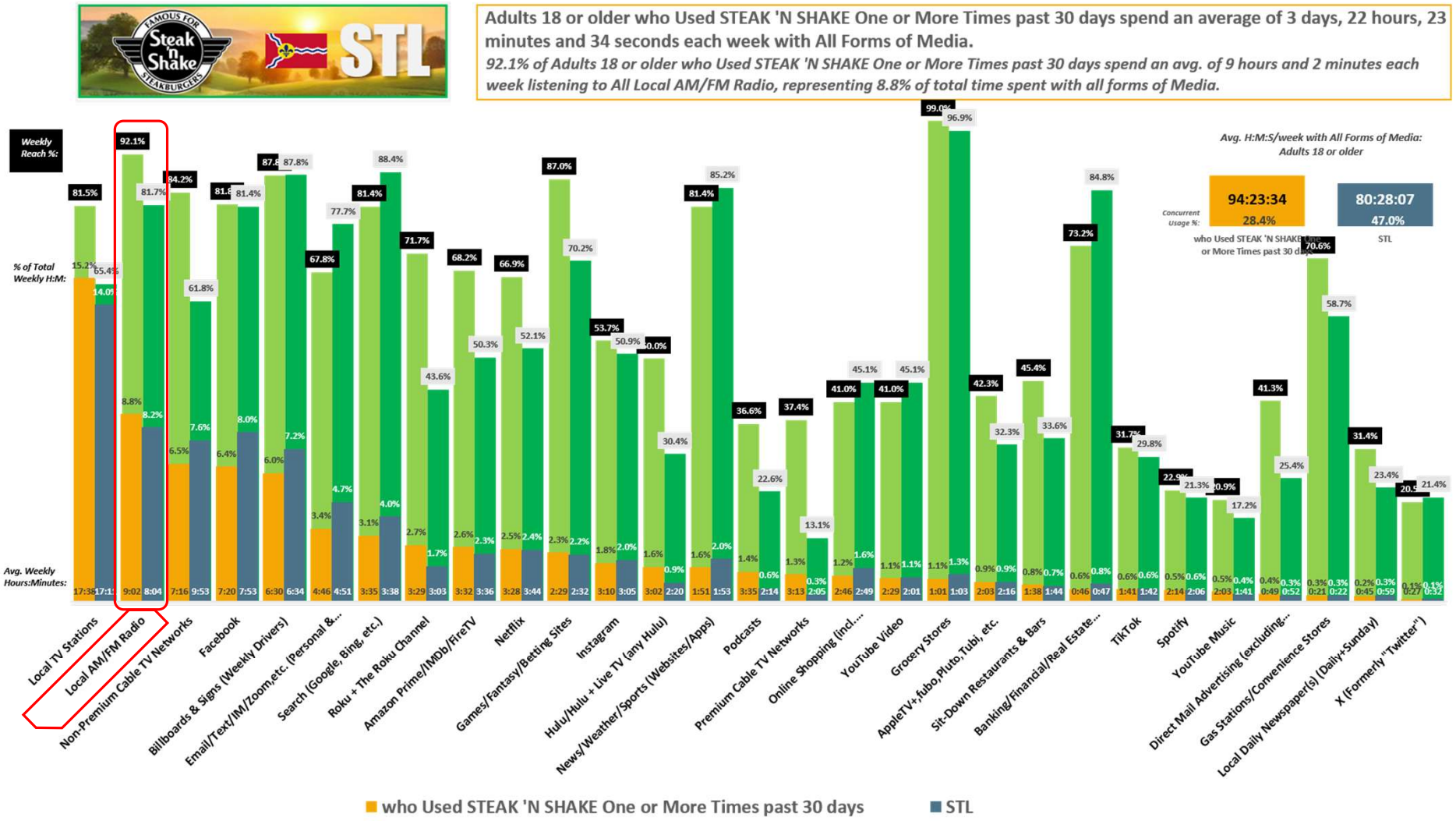


STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943
STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 111

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Quick service restaurants used past 30 days: Lion's Choice

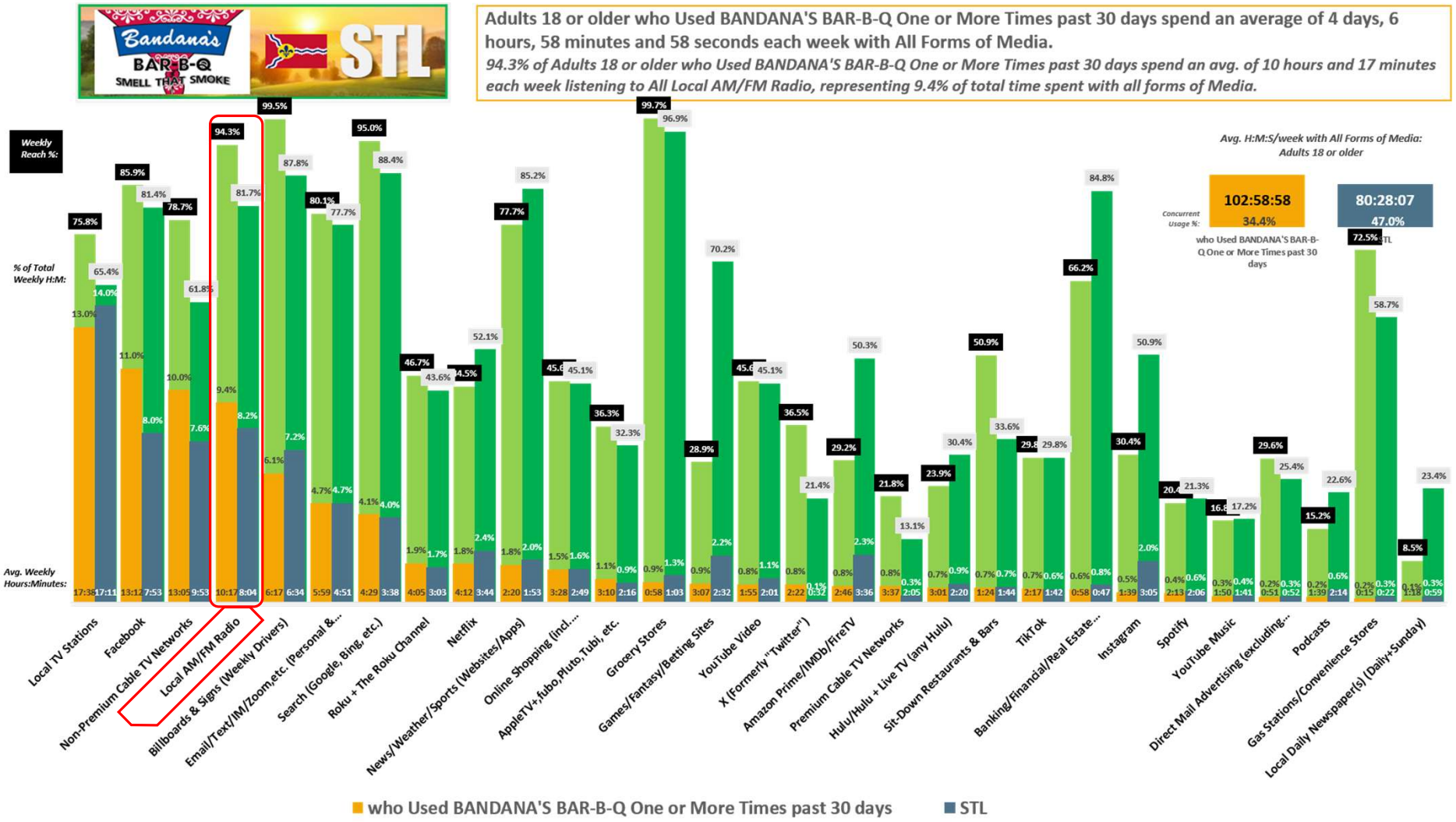


STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943
STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 100

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Sit-down restaurants used past 30 days: Steak 'n Shake



STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943
STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 65

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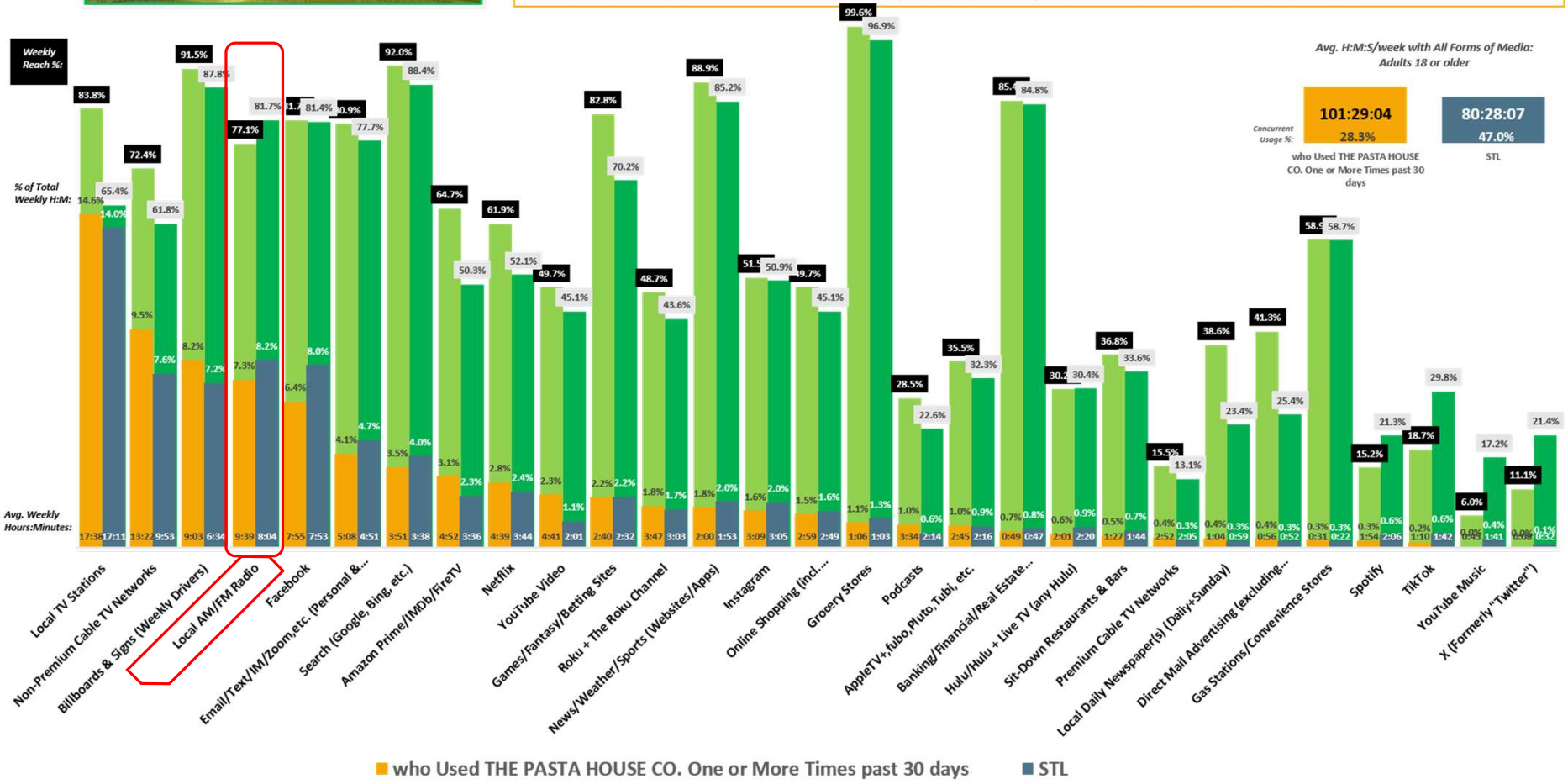
Hubbard media that connects soefa.ai Share of Everything for Anything

Sit-down restaurants used past 30 days: Bandana's Bar-B-Q



Adults 18 or older who Used THE PASTA HOUSE CO. One or More Times past 30 days spend an average of 4 days, 5 hours, 29 minutes and 4 seconds each week with All Forms of Media.

77.1% of Adults 18 or older who Used THE PASTA HOUSE CO. One or More Times past 30 days spend an avg. of 9 hours and 39 minutes each week listening to All Local AM/FM Radio, representing 7.3% of total time spent with all forms of Media.



STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943
STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 57

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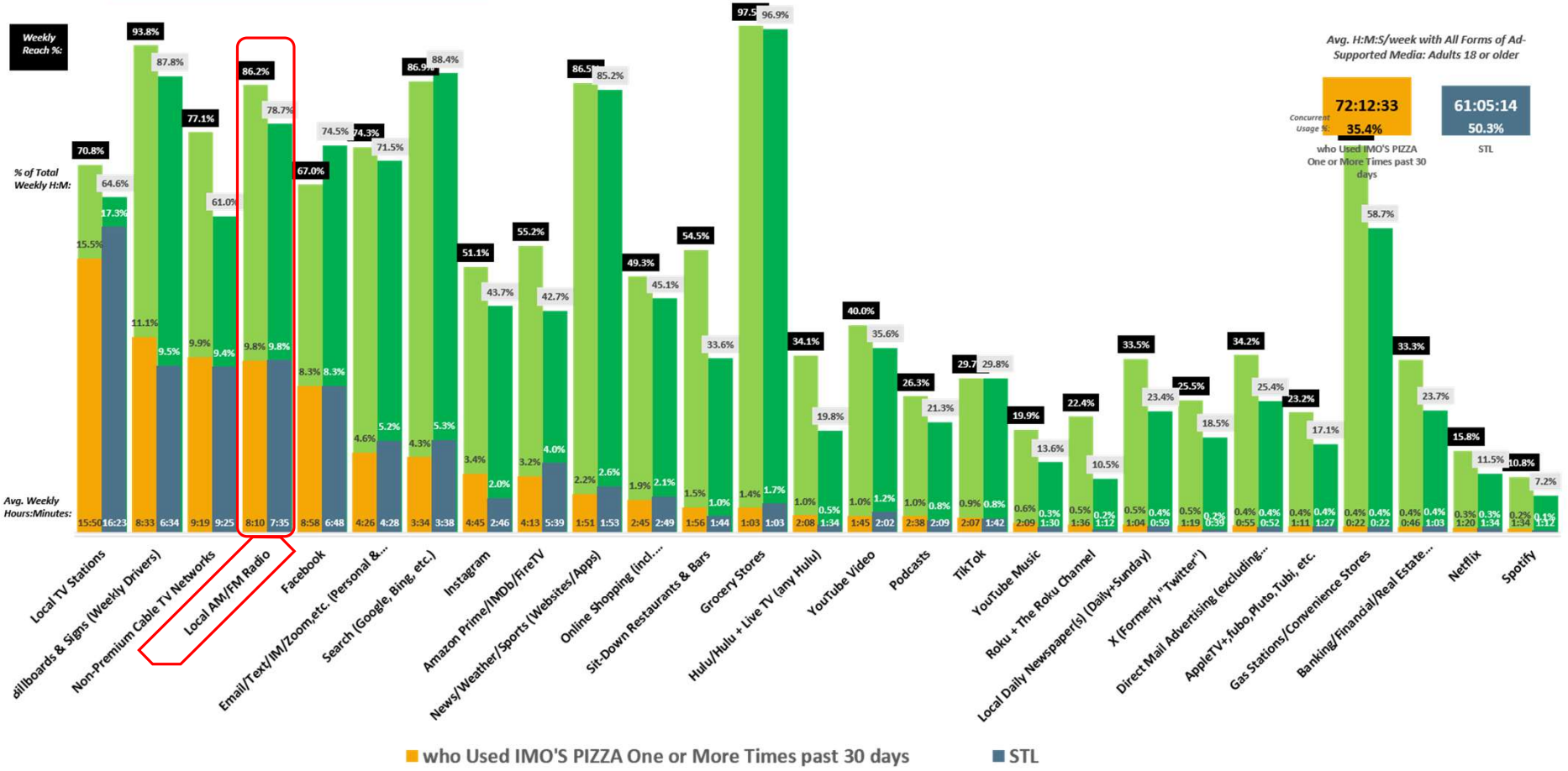
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Sit-down restaurants used past 30 days: The Pasta House Co.



Adults 18 or older who Used IMO'S PIZZA One or More Times past 30 days spend an average of 3 days, 0 hours, 12 minutes and 33 seconds each week with All Forms of Ad-Supported Media.

86.2% of Adults 18 or older who Used IMO'S PIZZA One or More Times past 30 days spend an avg. of 8 hours and 10 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.8% of total time spent with all forms of Ad-Supported Media.

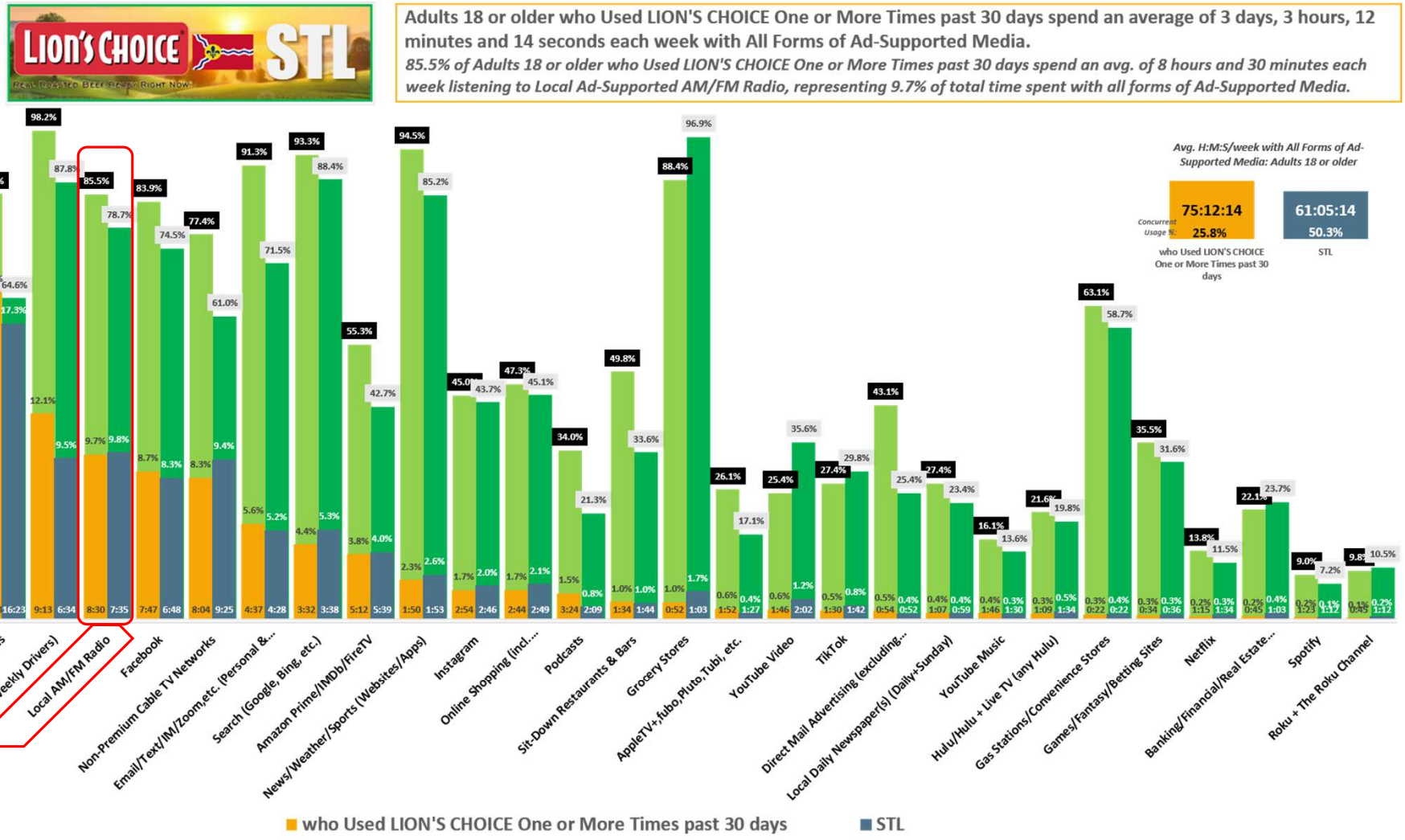


STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943
STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 169

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



STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943
STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 111

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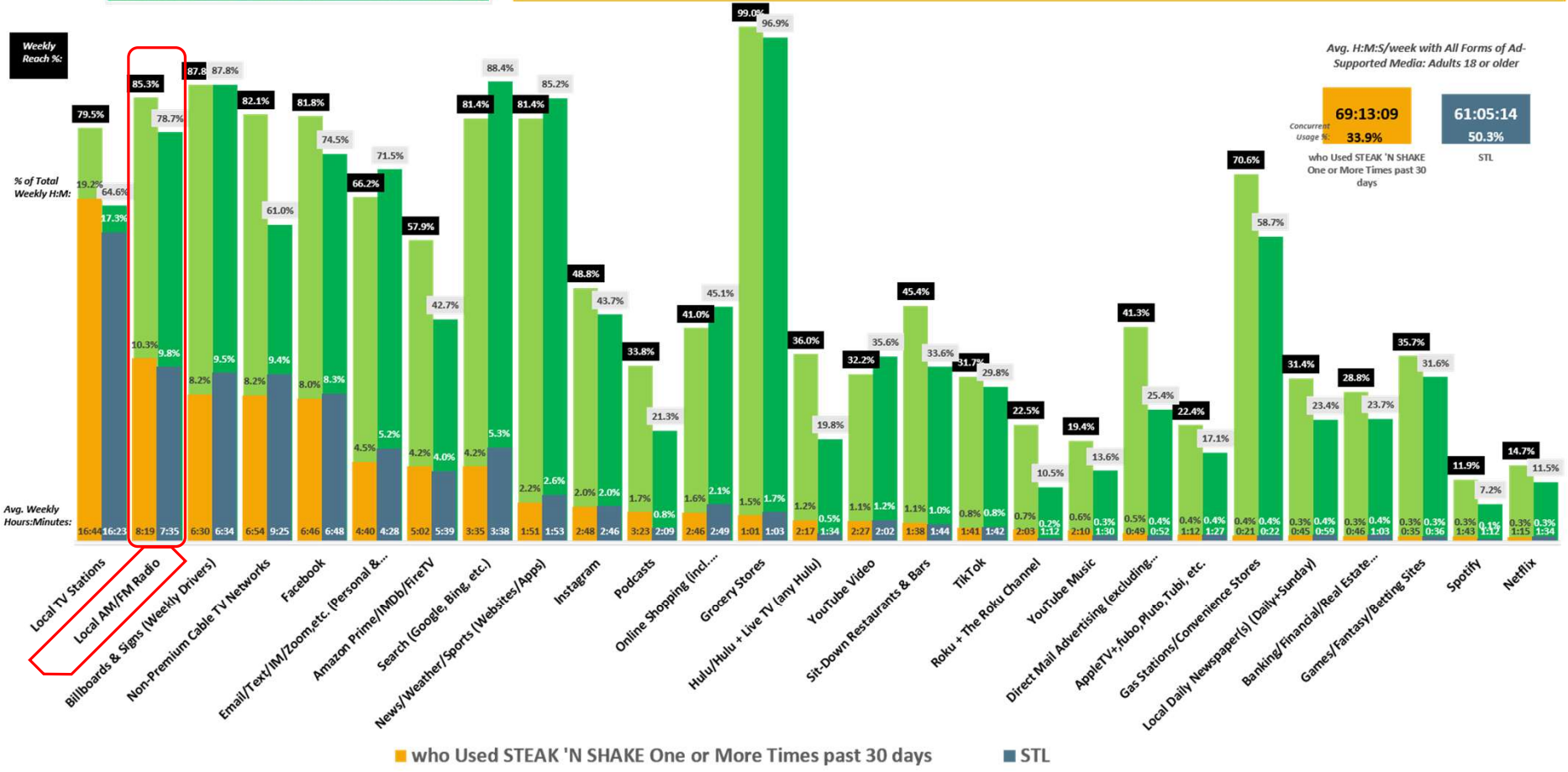
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Quick service restaurants used past 30 days: Lion's Choice



Adults 18 or older who Used STEAK 'N SHAKE One or More Times past 30 days spend an average of 2 days, 21 hours, 13 minutes and 9 seconds each week with All Forms of Ad-Supported Media.

85.3% of Adults 18 or older who Used STEAK 'N SHAKE One or More Times past 30 days spend an avg. of 8 hours and 19 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.3% of total time spent with all forms of Ad-Supported Media.

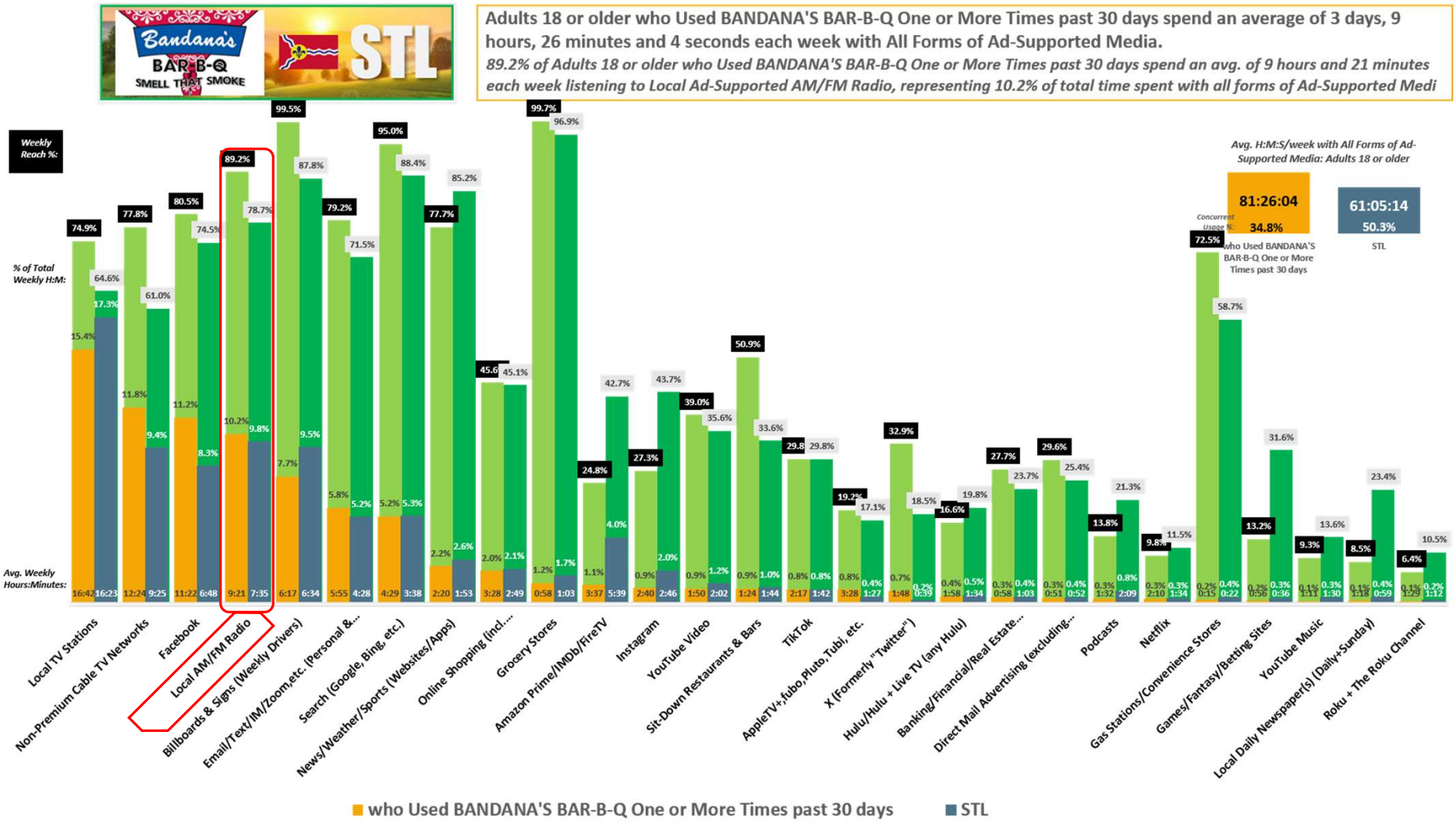


STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943
STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 100

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Sit-down restaurants used past 30 days: Steak 'n Shake



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STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 65

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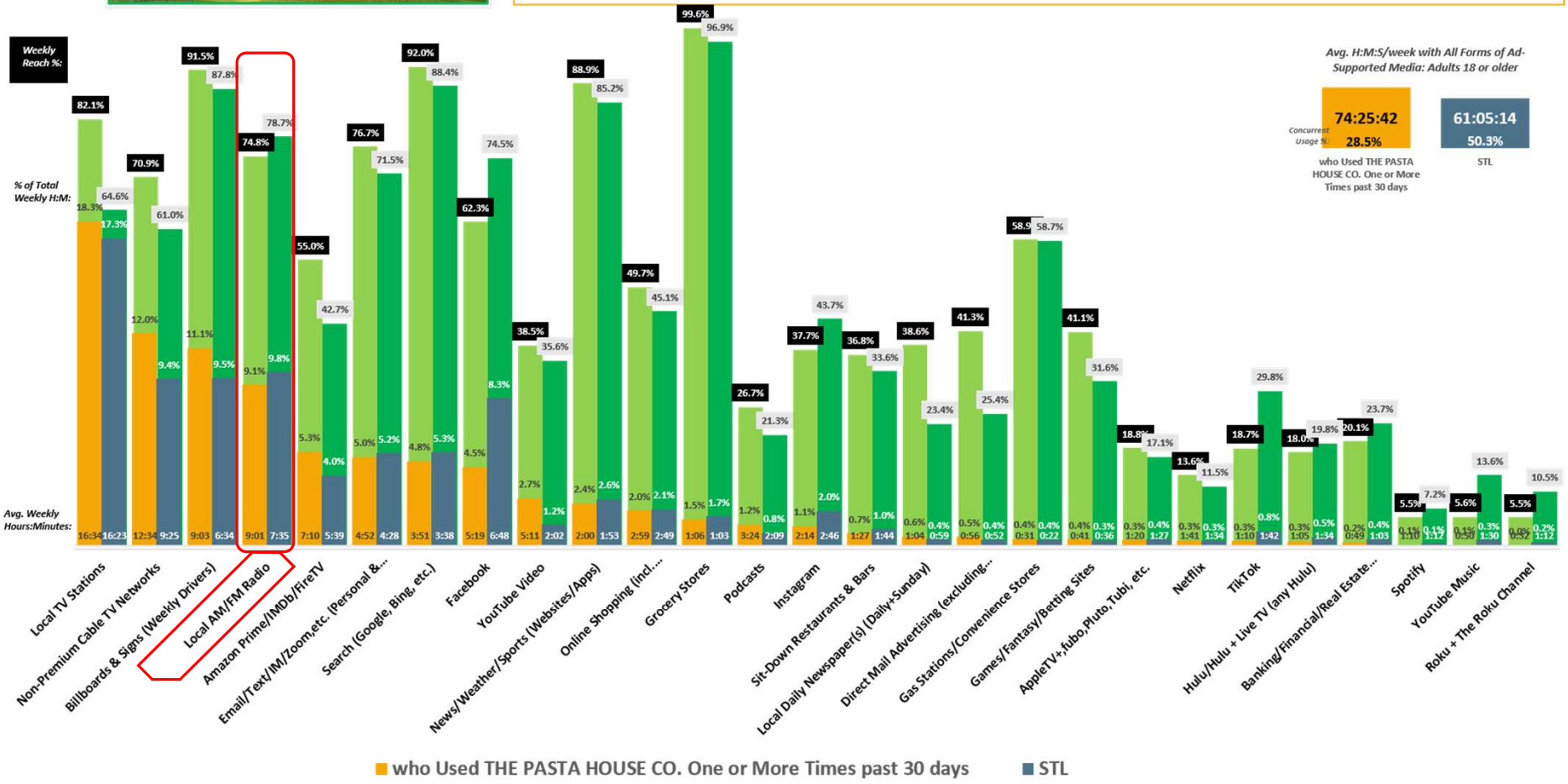
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Sit-down restaurants used past 30 days: Bandana's Bar-B-Q



Adults 18 or older who Used THE PASTA HOUSE CO. One or More Times past 30 days spend an average of 3 days, 2 hours, 25 minutes and 42 seconds each week with All Forms of Ad-Supported Media.

74.8% of Adults 18 or older who Used THE PASTA HOUSE CO. One or More Times past 30 days spend an avg. of 9 hours and 1 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.1% of total time spent with all forms of Ad-Supported Medi



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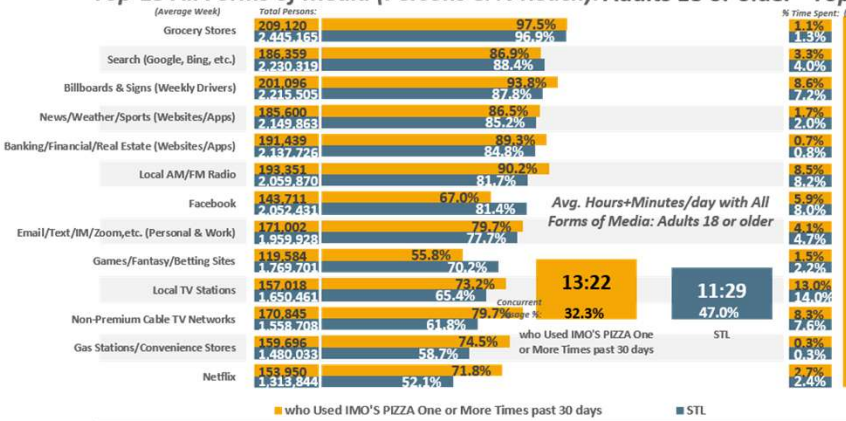
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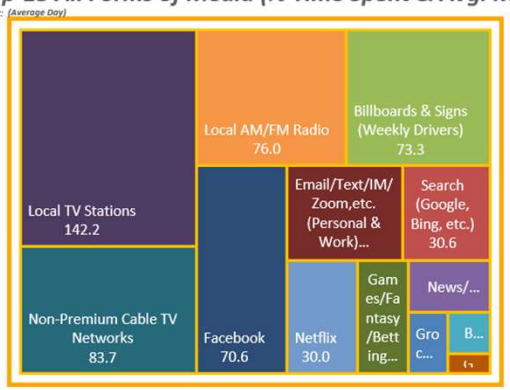
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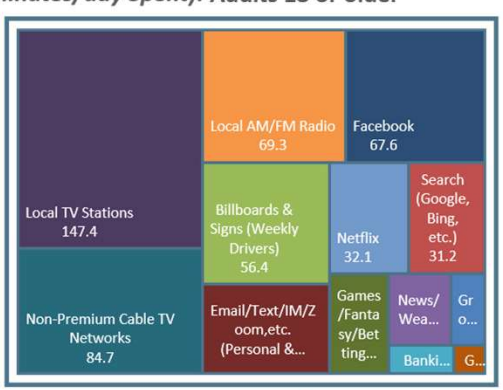
Sit-down restaurants used past 30 days: The Pasta House Co.

Adults 18 or older who Used IMO'S PIZZA One or More Times past 30 days spend an average of 10 hours and 18 minutes each day with All Forms of Ad-Supported Media. 86.2% listen to Local AM/FM Radio for an avg. of 70.1 minutes/day. *(Local Radio delivers 9.8% of Time with Ad-Supported Media.)*

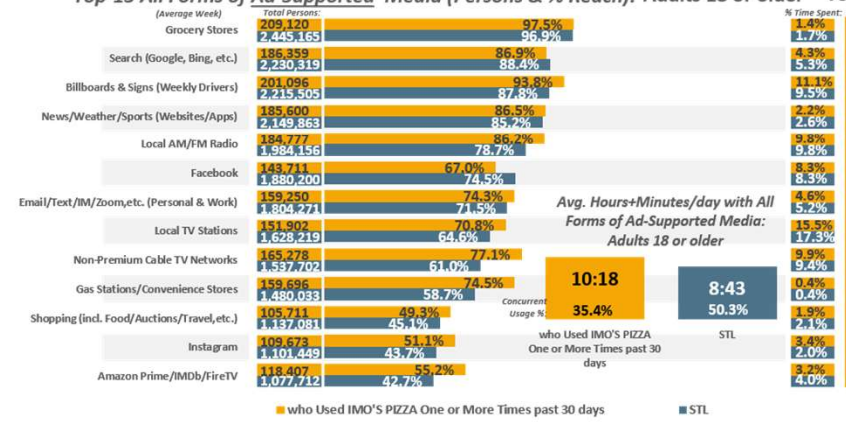
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

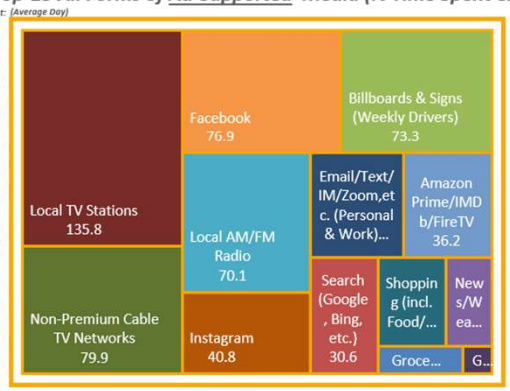


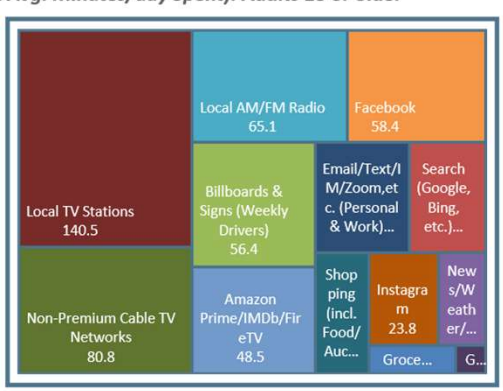




Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older







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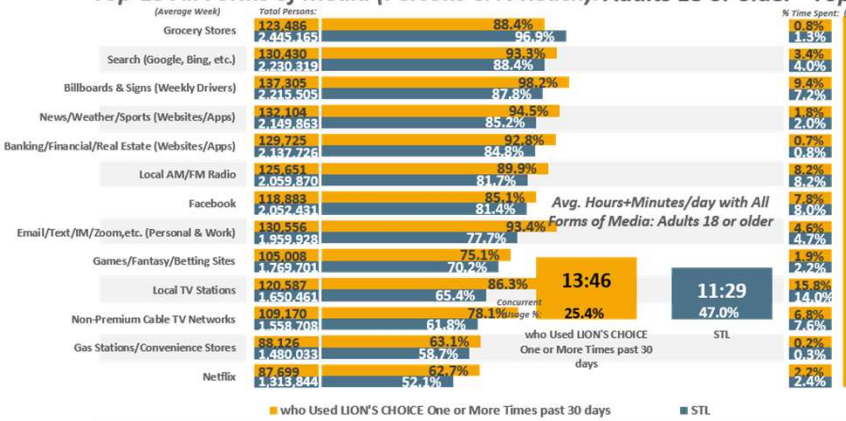
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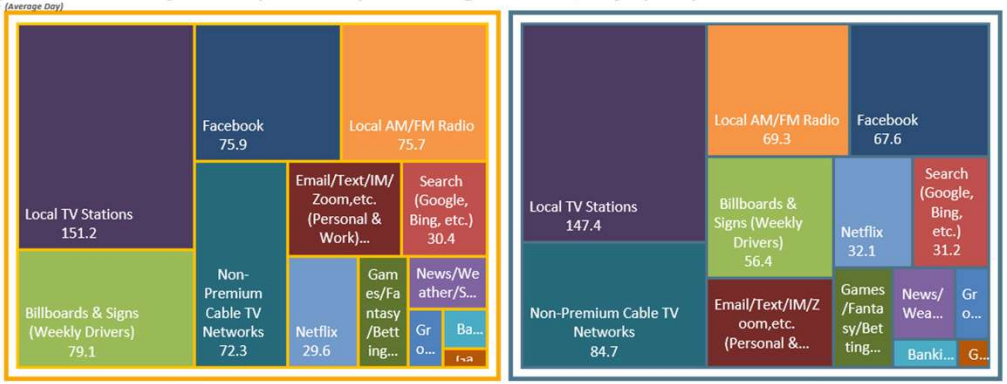
Quick service restaurants used past 30 days: Imo's Pizza

Adults 18 or older who Used LION'S CHOICE One or More Times past 30 days spend an average of 10 hours and 44 minutes each day with All Forms of Ad-Supported Media. 85.5% listen to Local AM/FM Radio for an avg. of 72.9 minutes/day. *(Local Radio delivers 9.7% of Time with Ad-Supported Media.)*

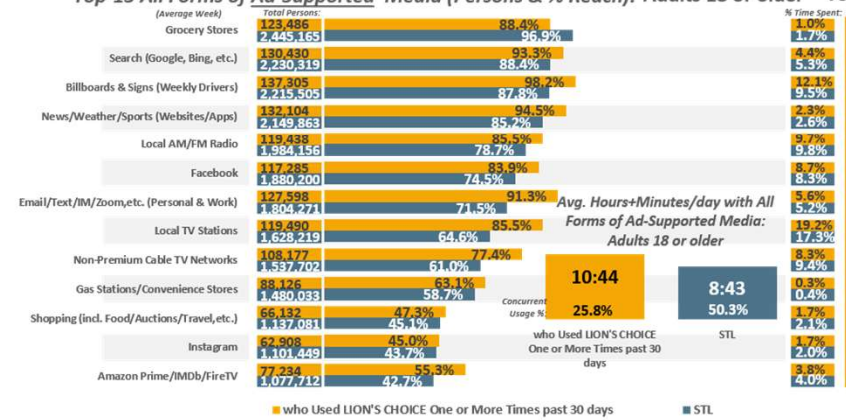
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



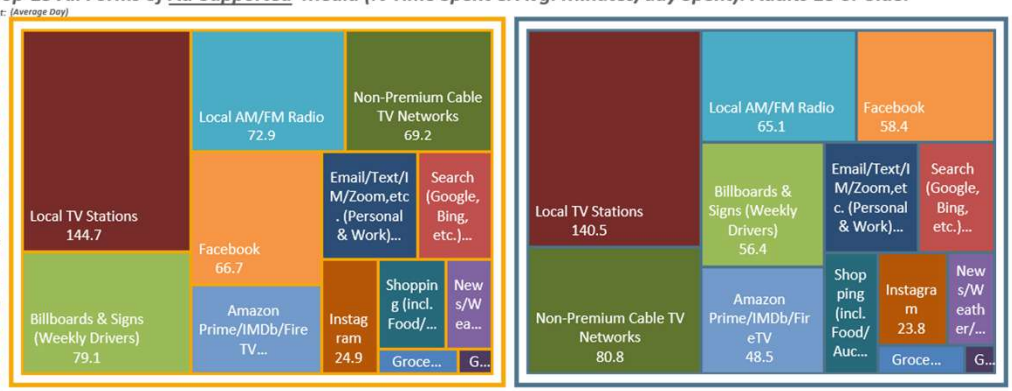
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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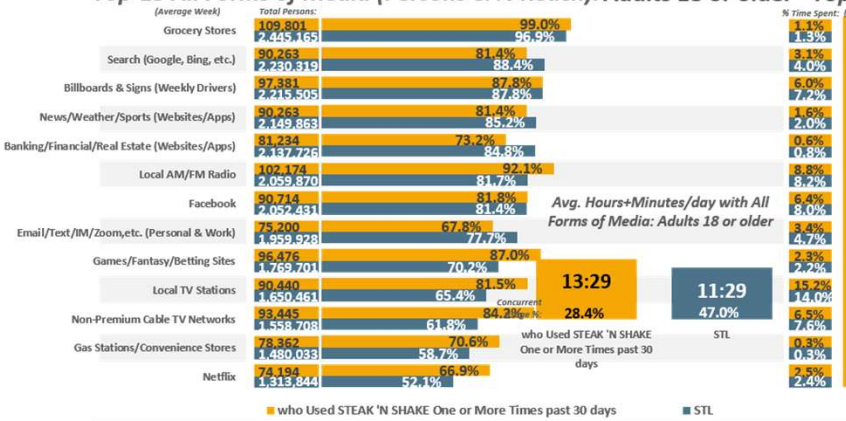
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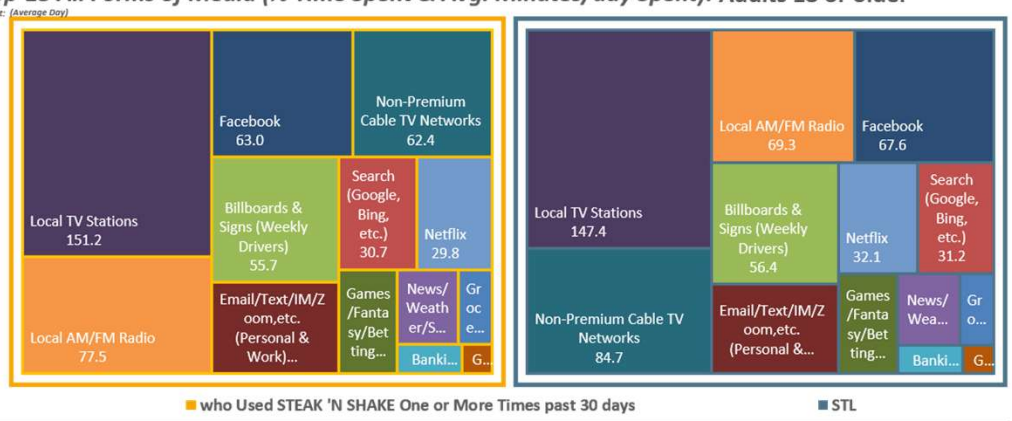
Quick service restaurants used past 30 days: Lion's Choice

Adults 18 or older who Used STEAK 'N SHAKE One or More Times past 30 days spend an average of 9 hours and 53 minutes each day with All Forms of Ad-Supported Media. 85.3% listen to Local AM/FM Radio for an avg. of 71.4 minutes/day. *(Local Radio delivers 10.3% of Time with Ad-Supported Media.)*

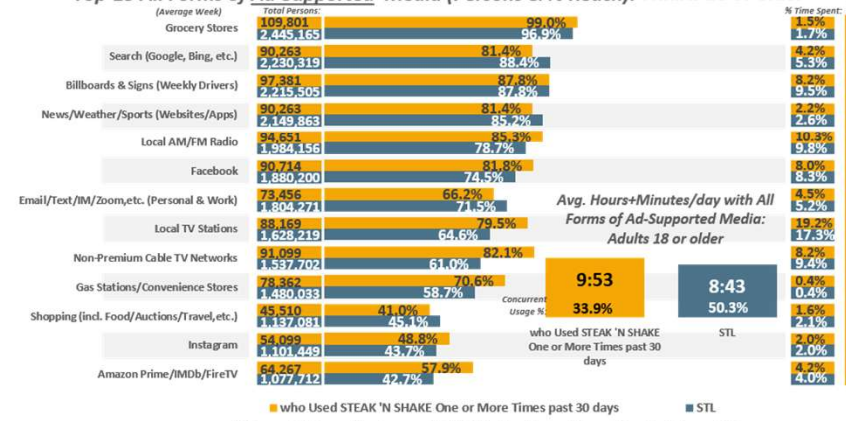
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



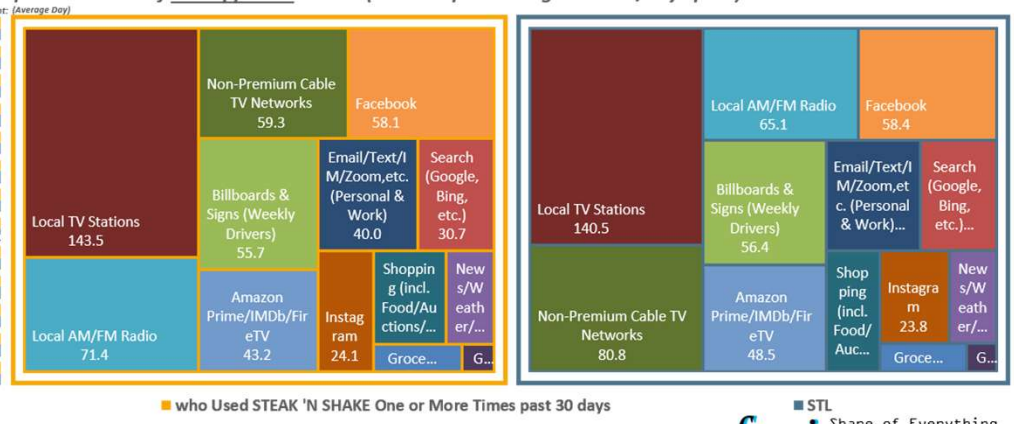
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R2 2026: Aug25-Aug26 Qual Intab 100

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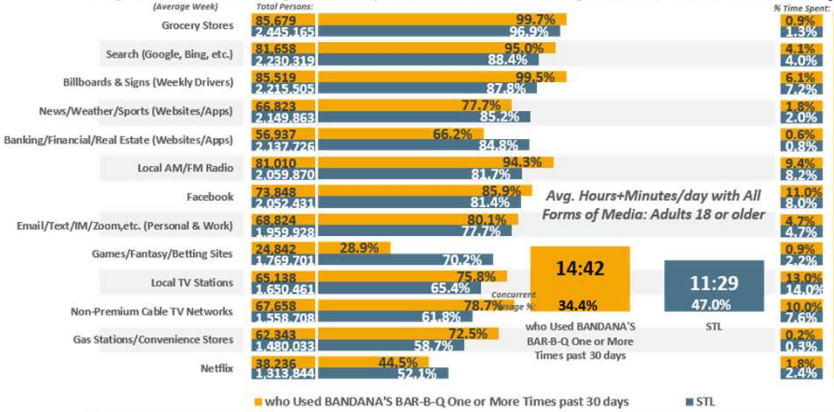
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Sit-down restaurants used past 30 days: Steak 'n Shake

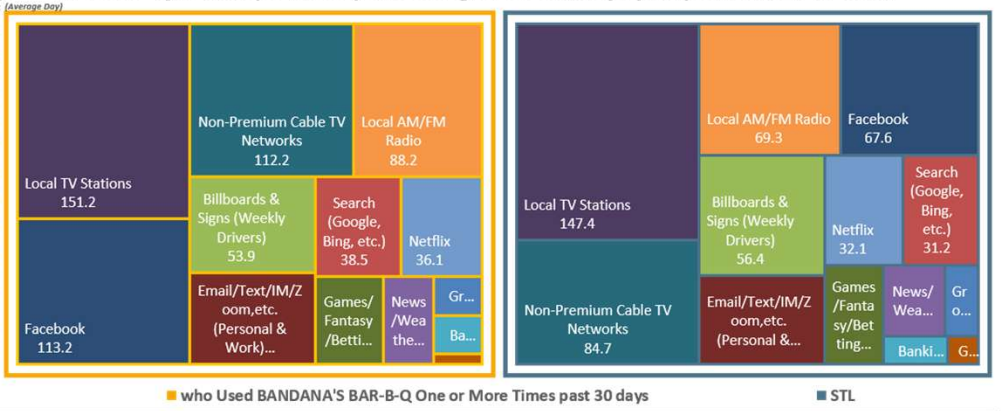


Adults 18 or older who Used BANDANA'S BAR-B-Q One or More Times past 30 days spend an average of 11 hours and 38 minutes each day with All Forms of Ad-Supported Media. 89.2% listen to Local AM/FM Radio for an avg. of 80.2 minutes/day.*(Local Radio delivers 10.2% of Time with Ad-Supported Media.)*

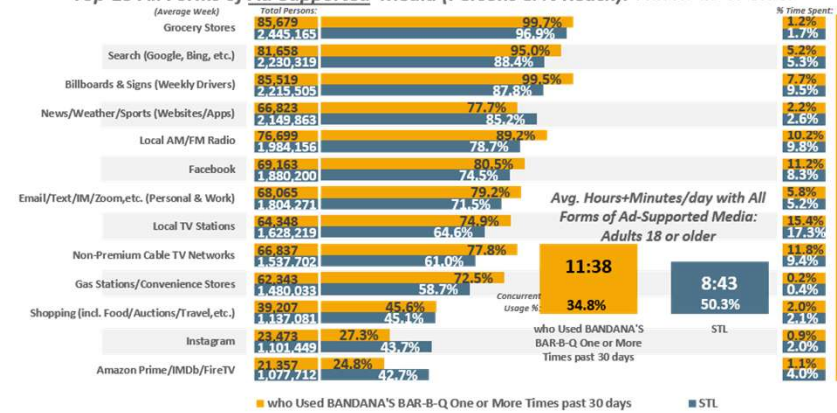
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



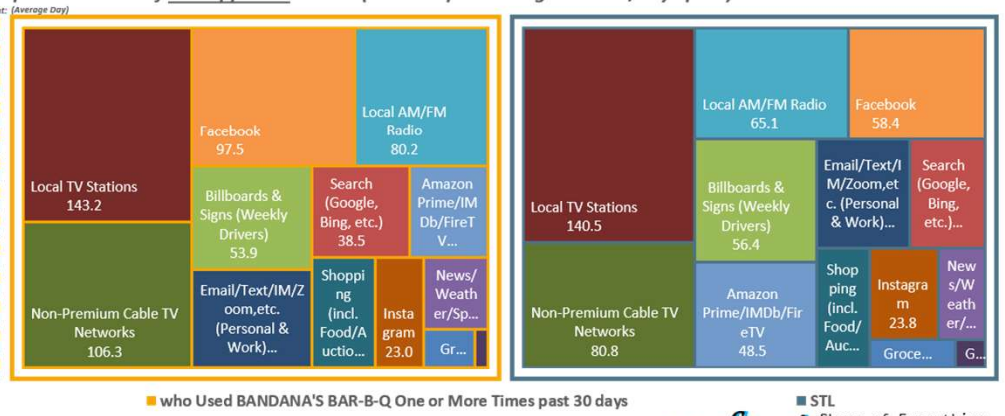
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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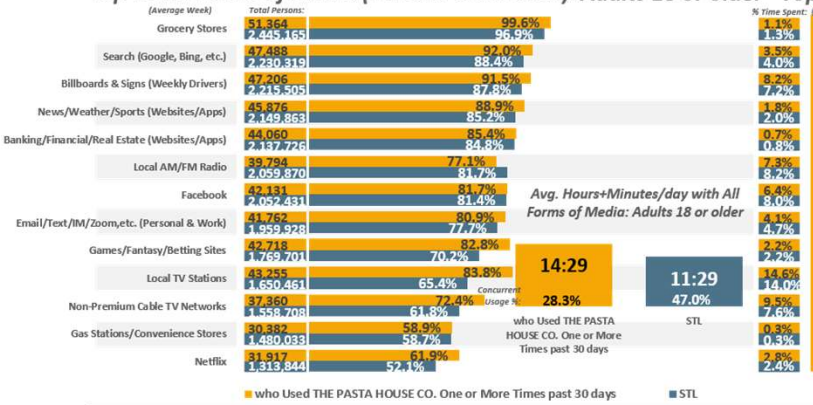
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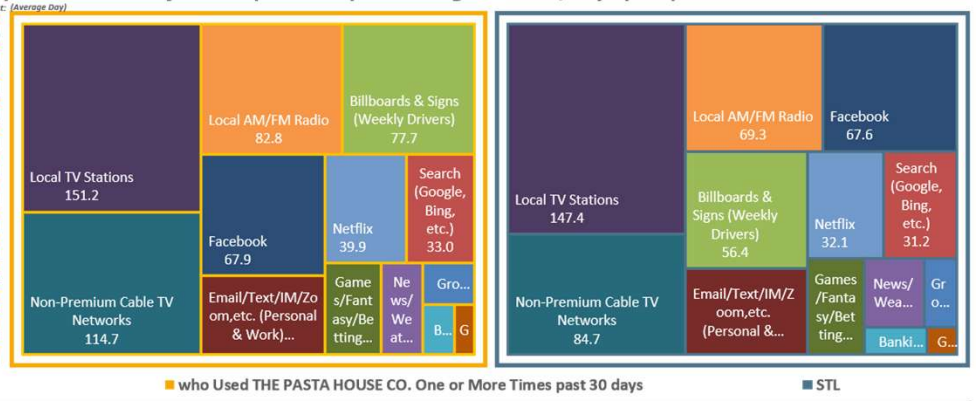
Sit-down restaurants used past 30 days: Bandana's Bar-B-Q

Adults 18 or older who Used THE PASTA HOUSE CO. One or More Times past 30 days spend an average of 10 hours and 37 minutes each day with All Forms of Ad-Supported Media. 74.8% listen to Local AM/FM Radio for an avg. of 77.4 minutes/day.*(Local Radio delivers 9.1% of Time with Ad-Supported Media.)*

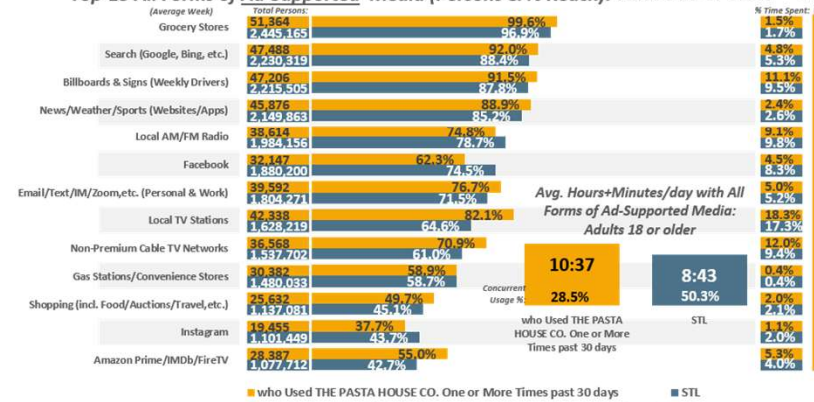
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



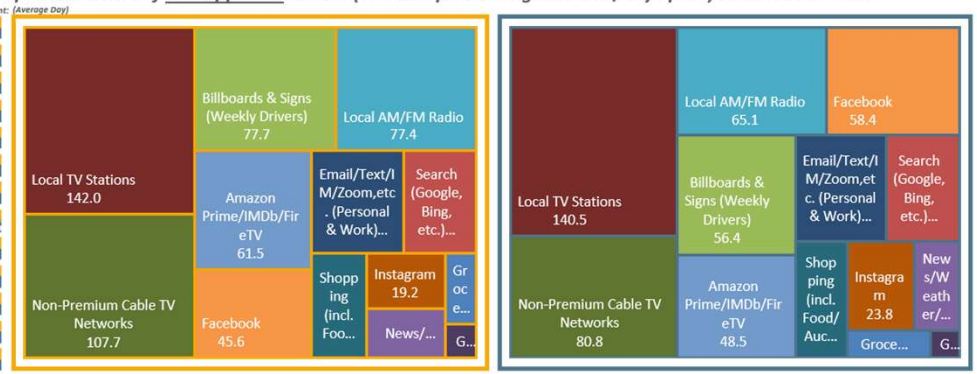
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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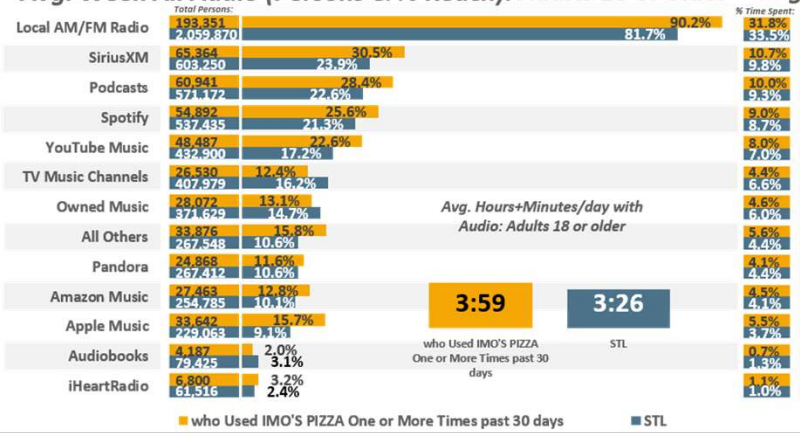
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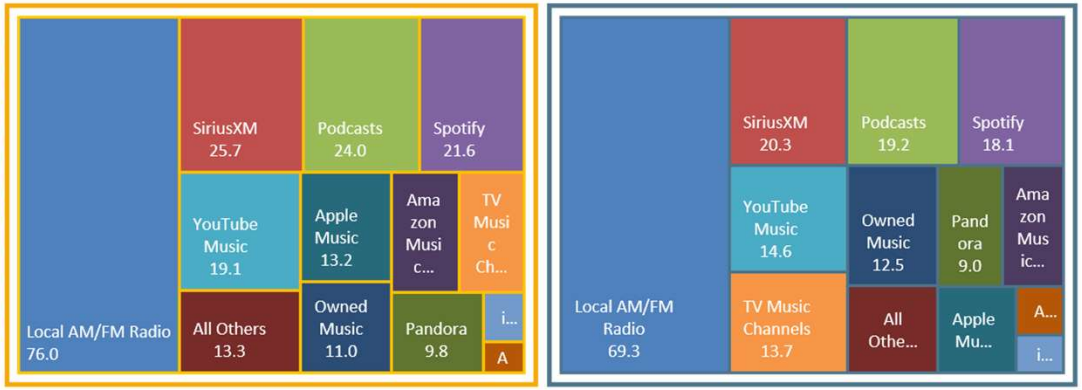
Sit-down restaurants used past 30 days: The Pasta House Co.

184,777 or 86.2% of Adults 18 or older who Used IMO'S PIZZA One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 70.1 minutes every day representing 41.5% of all time spent daily with Ad-Supported Audio.

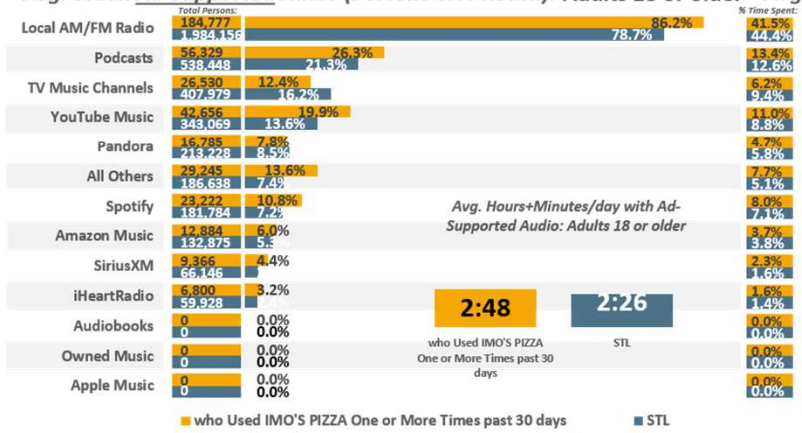
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



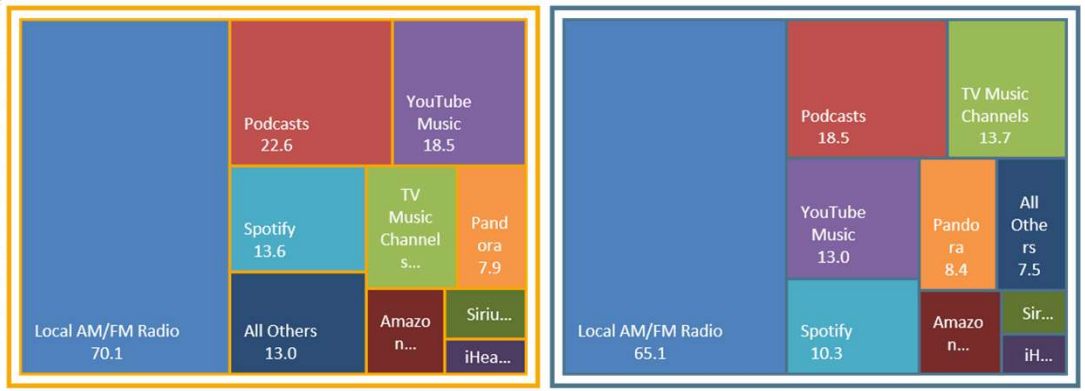
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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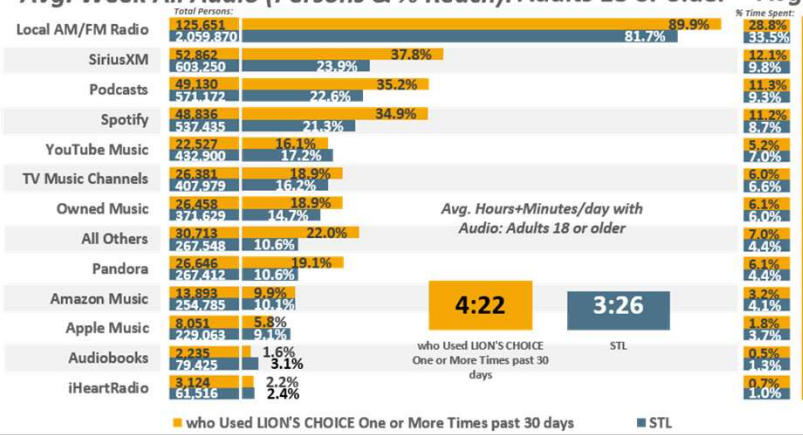
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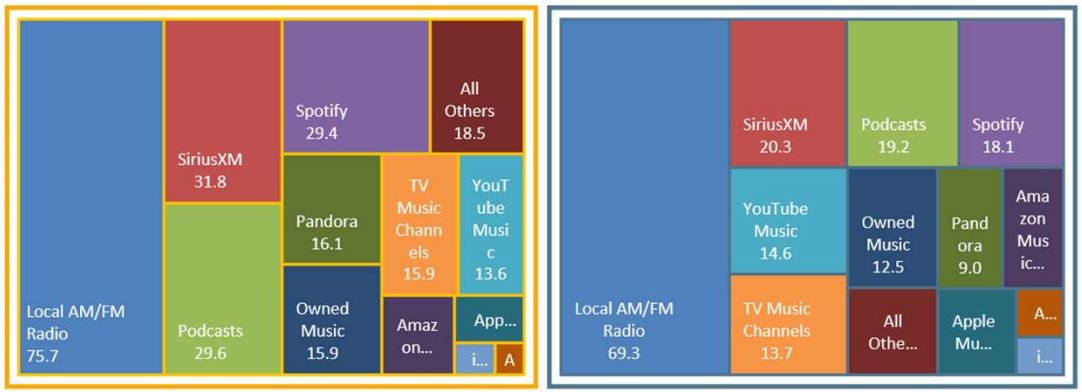
Quick service restaurants used past 30 days: Imo's Pizza

119,438 or 85.5% of Adults 18 or older who Used LION'S CHOICE One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 72.9 minutes every day representing 39.2% of all time spent daily with Ad-Supported Audio.

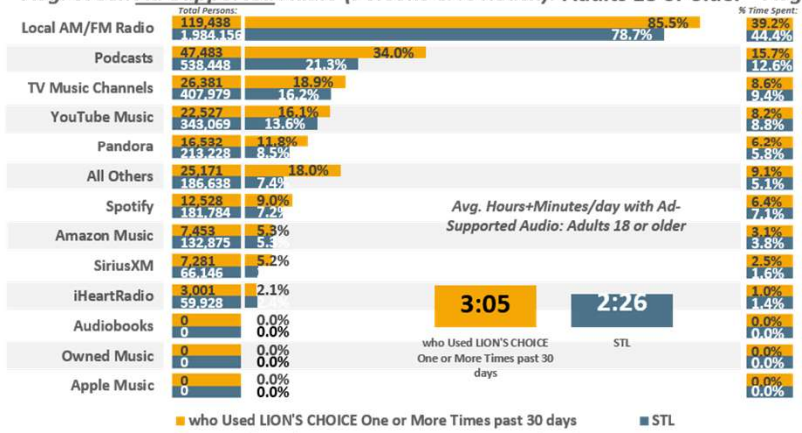
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



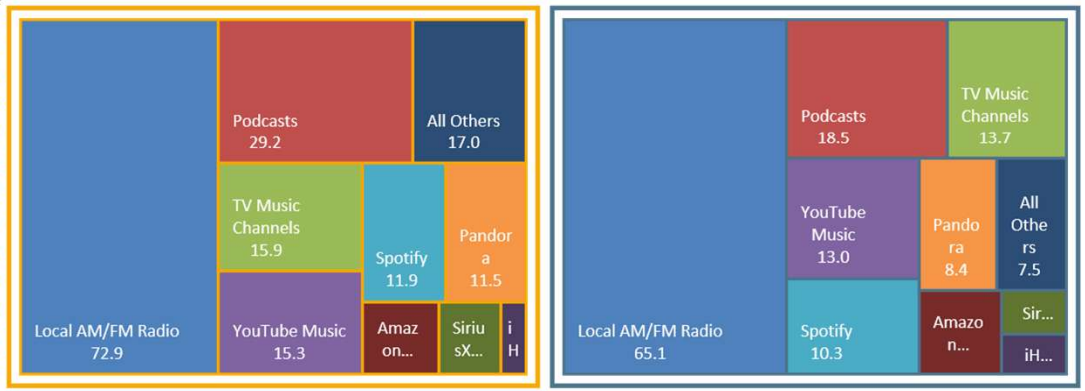
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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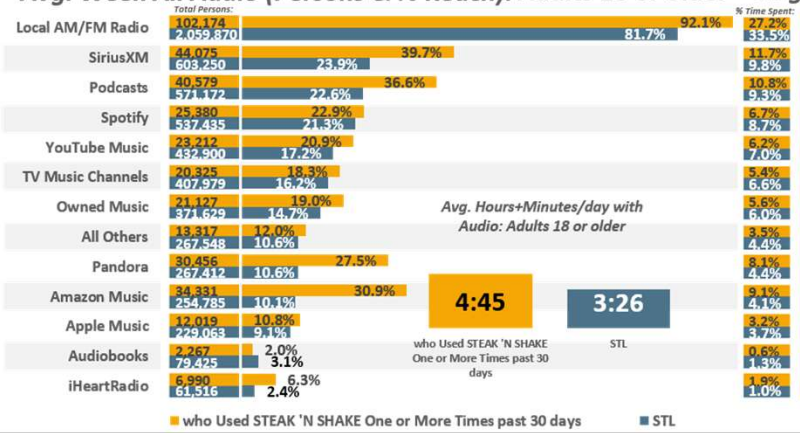
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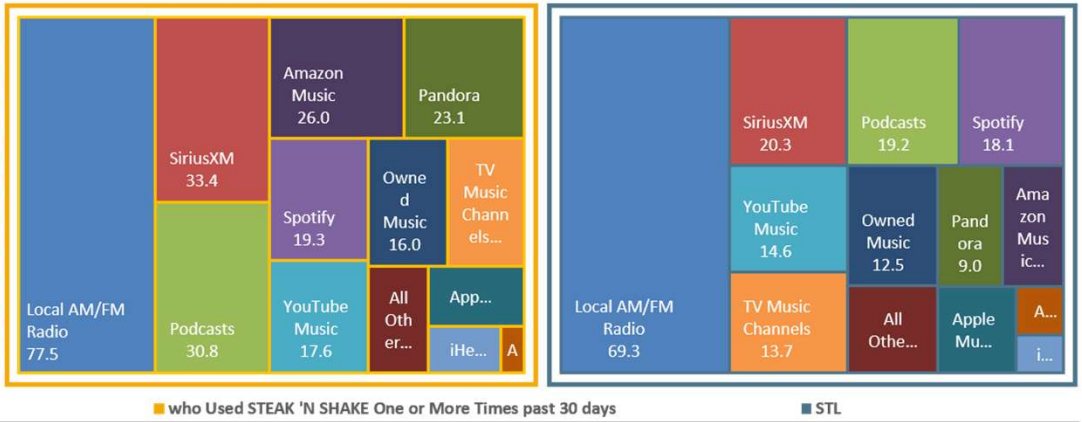
Quick service restaurants used past 30 days: Lion's Choice

94,651 or 85.3% of Adults 18 or older who Used STEAK 'N SHAKE One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 71.4 minutes every day representing 35.9% of all time spent daily with Ad-Supported Audio.

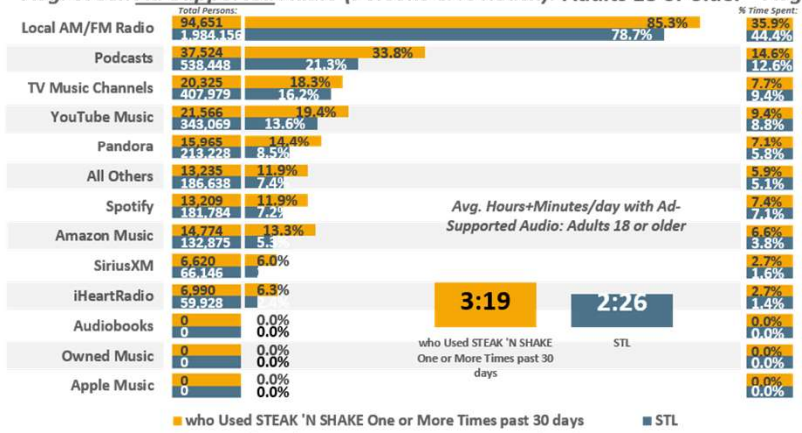
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



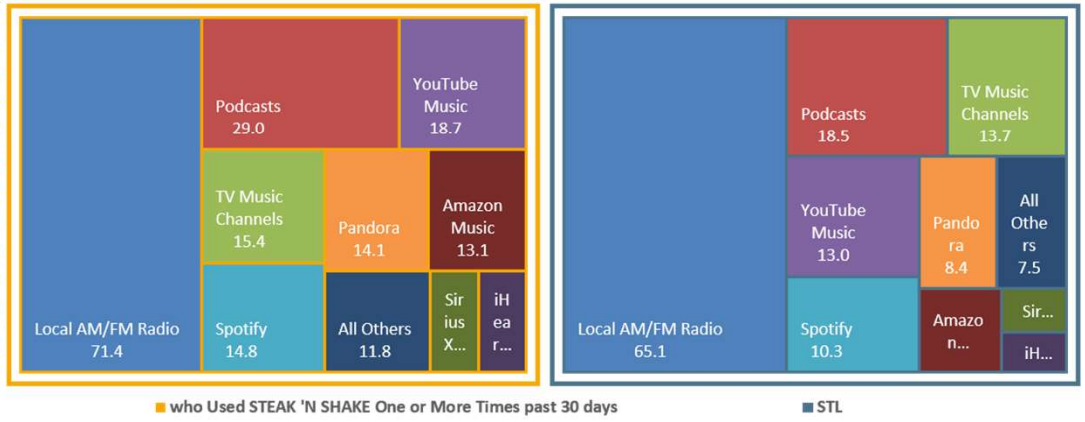
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 100

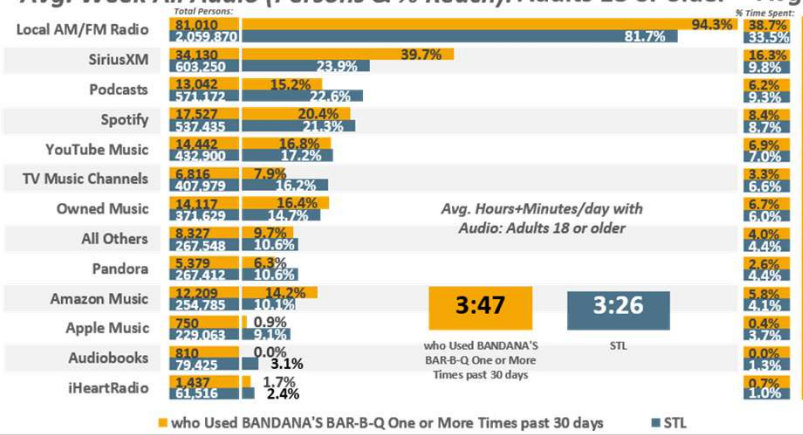
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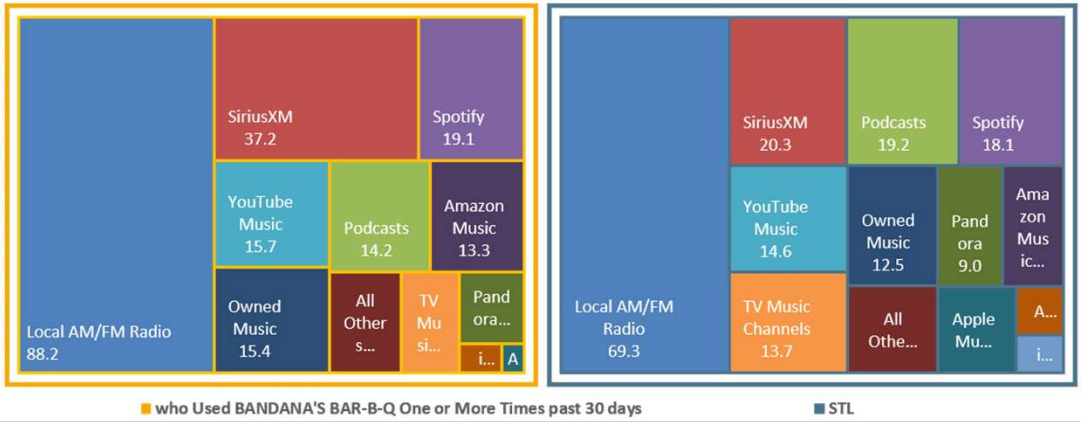
Sit-down restaurants used past 30 days: Steak 'n Shake

76,699 or 89.2% of Adults 18 or older who Used BANDANA'S BAR-B-Q One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 80.2 minutes every day representing 56.3% of all time spent daily with Ad-Supported Audio.

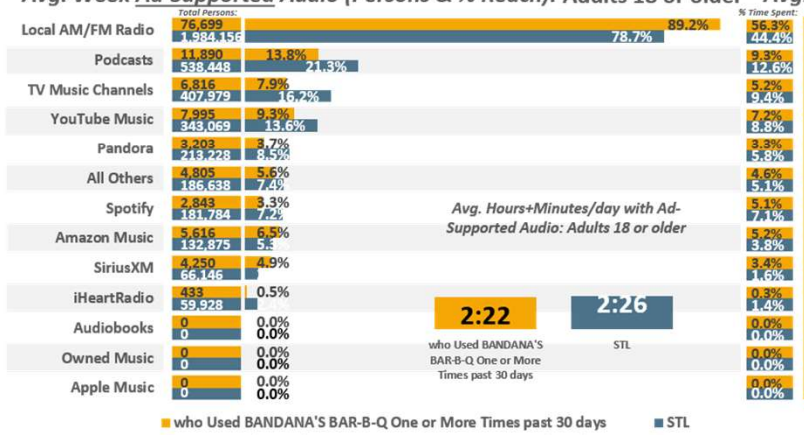
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



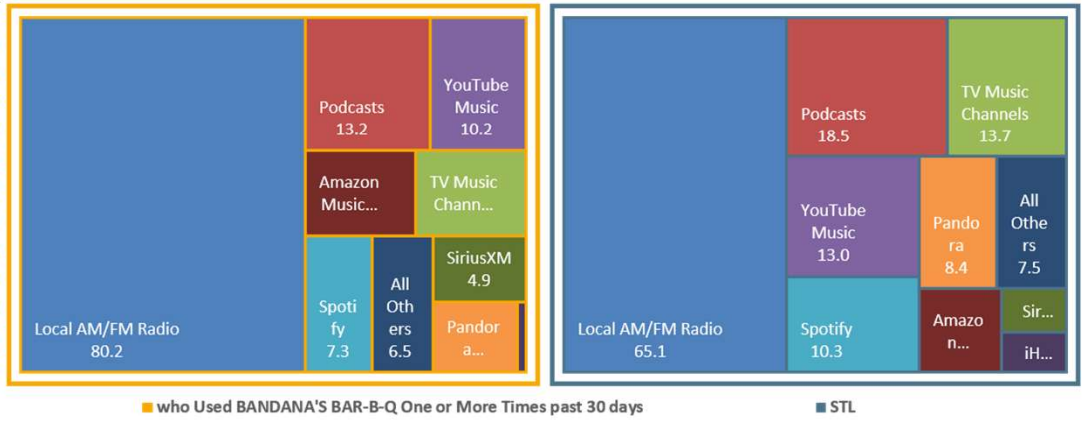
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 65

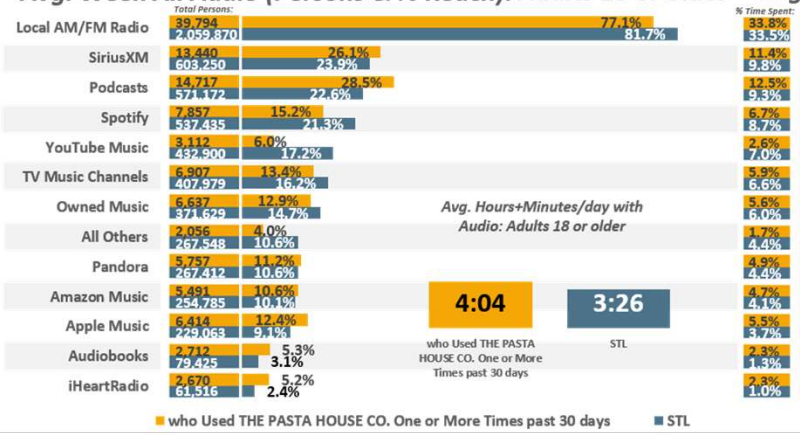
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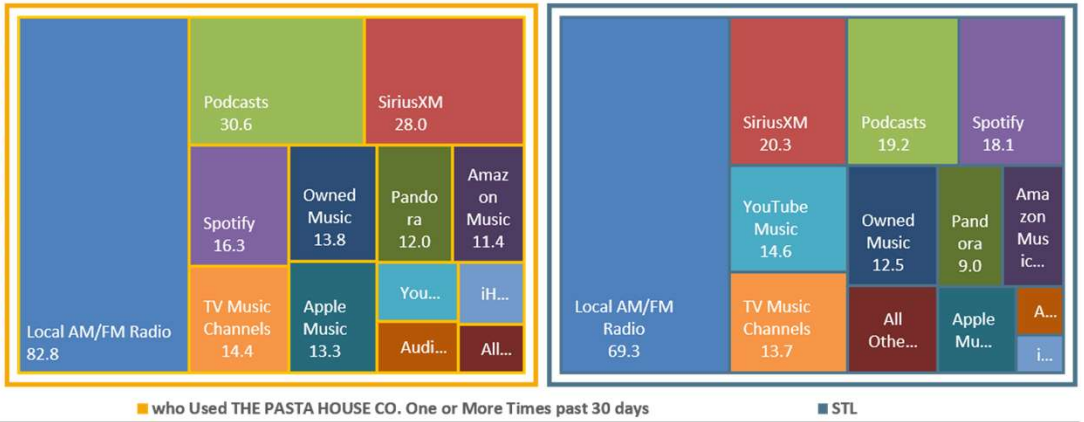
Sit-down restaurants used past 30 days: Bandana's Bar-B-Q

38,614 or 74.8% of Adults 18 or older who Used THE PASTA HOUSE CO. One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 77.4 minutes every day representing 44.3% of all time spent daily with Ad-Supported Audio.

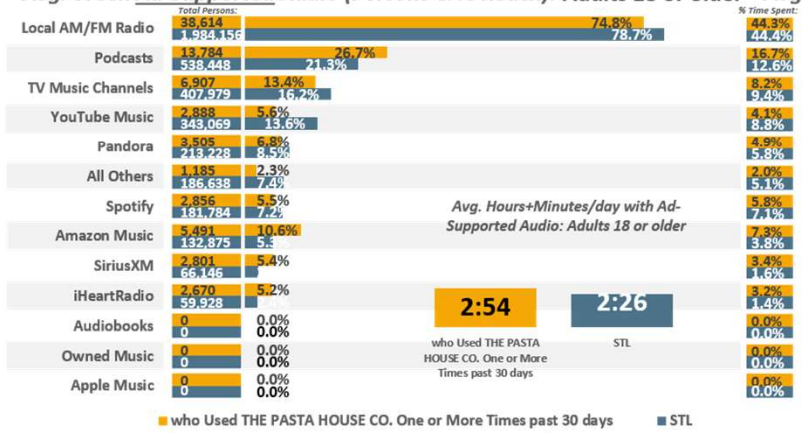
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



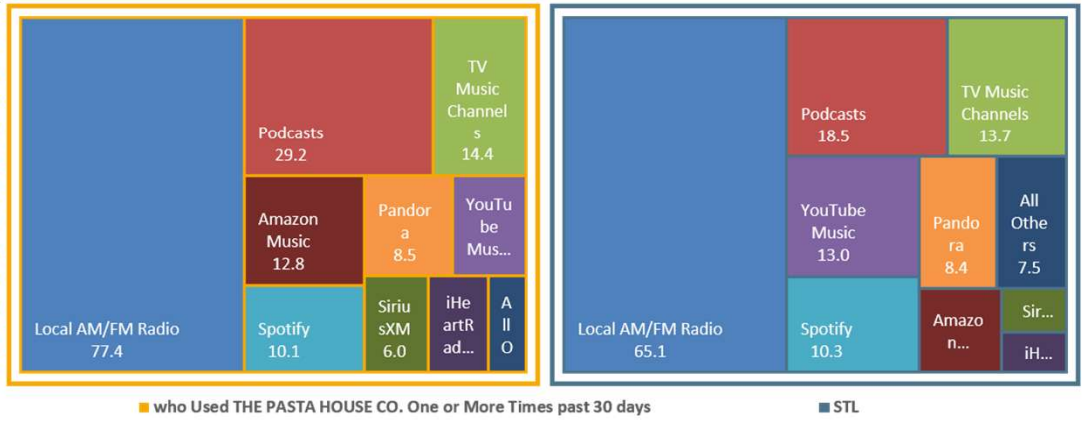
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



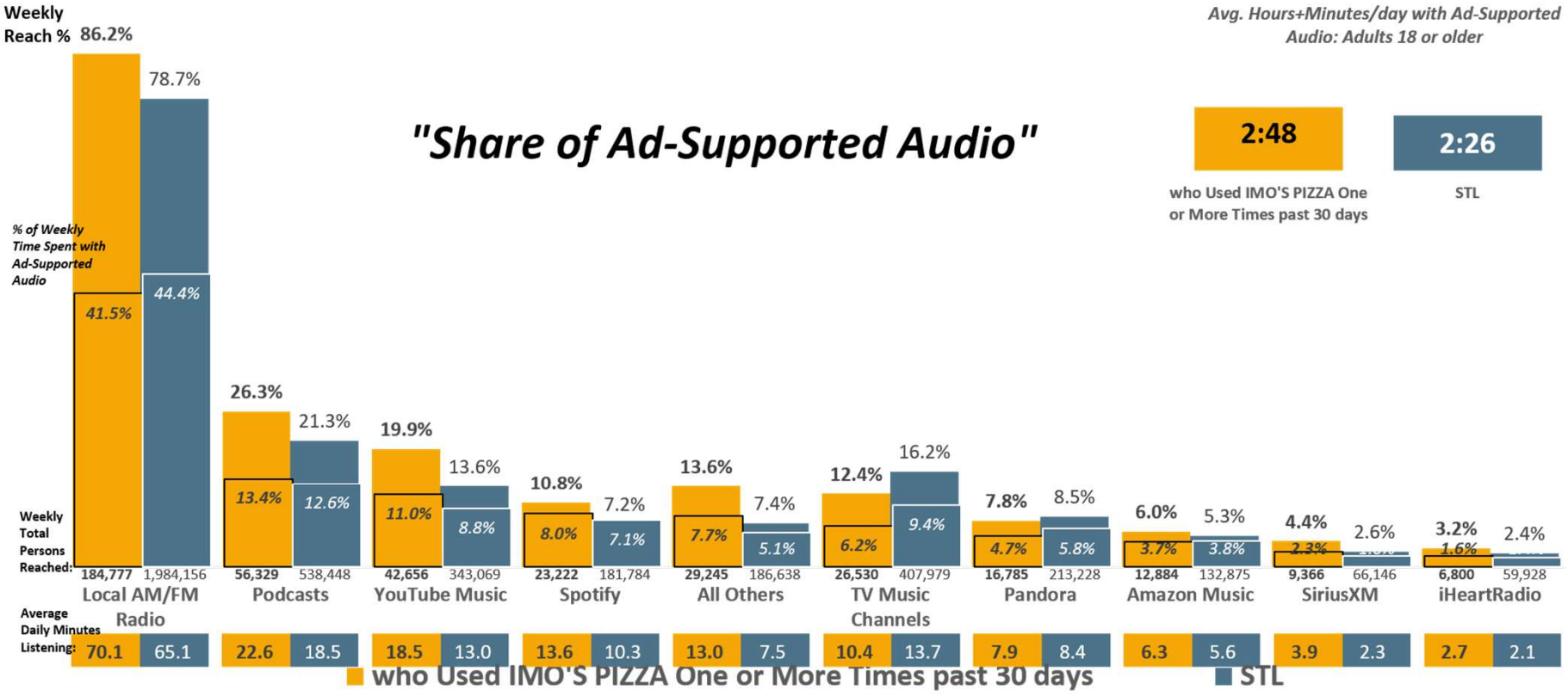
STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 57

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Sit-down restaurants used past 30 days: The Pasta House Co.

184,777 or 86.2% of Adults 18 or older who Used IMO'S PIZZA One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 70.1 minutes every day representing 41.5% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	YouTube Music	Spotify	All Others	TV Music Channels	Pandora	Amazon Music	SiriusXM	iHeartRadio
Weekly Reach %	86.2% / 78.7%	26.3% / 21.3%	19.9% / 13.6%	10.8% / 7.2%	13.6% / 7.4%	12.4% / 16.2%	7.8% / 8.5%	6.0% / 5.3%	4.4% / 2.6%	3.2% / 2.4%
% of Weekly Time Spent with Ad-Supported Audio	41.5% / 44.4%	13.4% / 12.6%	11.0% / 8.8%	8.0% / 7.1%	7.7% / 5.1%	6.2% / 9.4%	4.7% / 5.8%	3.7% / 3.8%	2.3% / [illegible]	1.6% / [illegible]
Weekly Total Persons Reached:	184,777 / 1,984,156	56,329 / 538,448	42,656 / 343,069	23,222 / 181,784	29,245 / 186,638	26,530 / 407,979	16,785 / 213,228	12,884 / 132,875	9,366 / 66,146	6,800 / 59,928
Average Daily Minutes Listening:	70.1 / 65.1	22.6 / 18.5	18.5 / 13.0	13.6 / 10.3	13.0 / 7.5	10.4 / 13.7	7.9 / 8.4	6.3 / 5.6	3.9 / 2.3	2.7 / 2.1

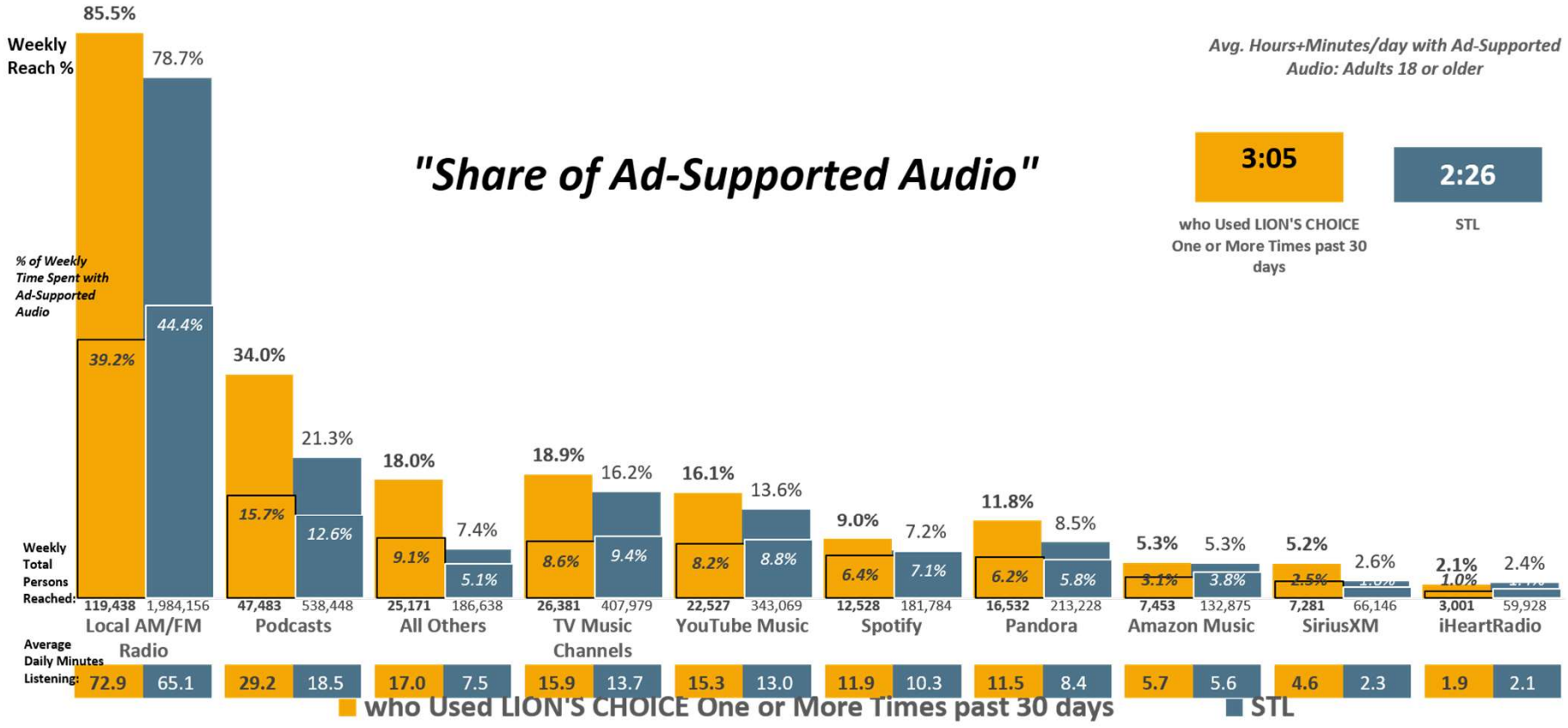
STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 169 STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

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

119,438 or 85.5% of Adults 18 or older who Used LION'S CHOICE One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 72.9 minutes every day representing 39.2% of all time spent daily with Ad-Supported Audio.



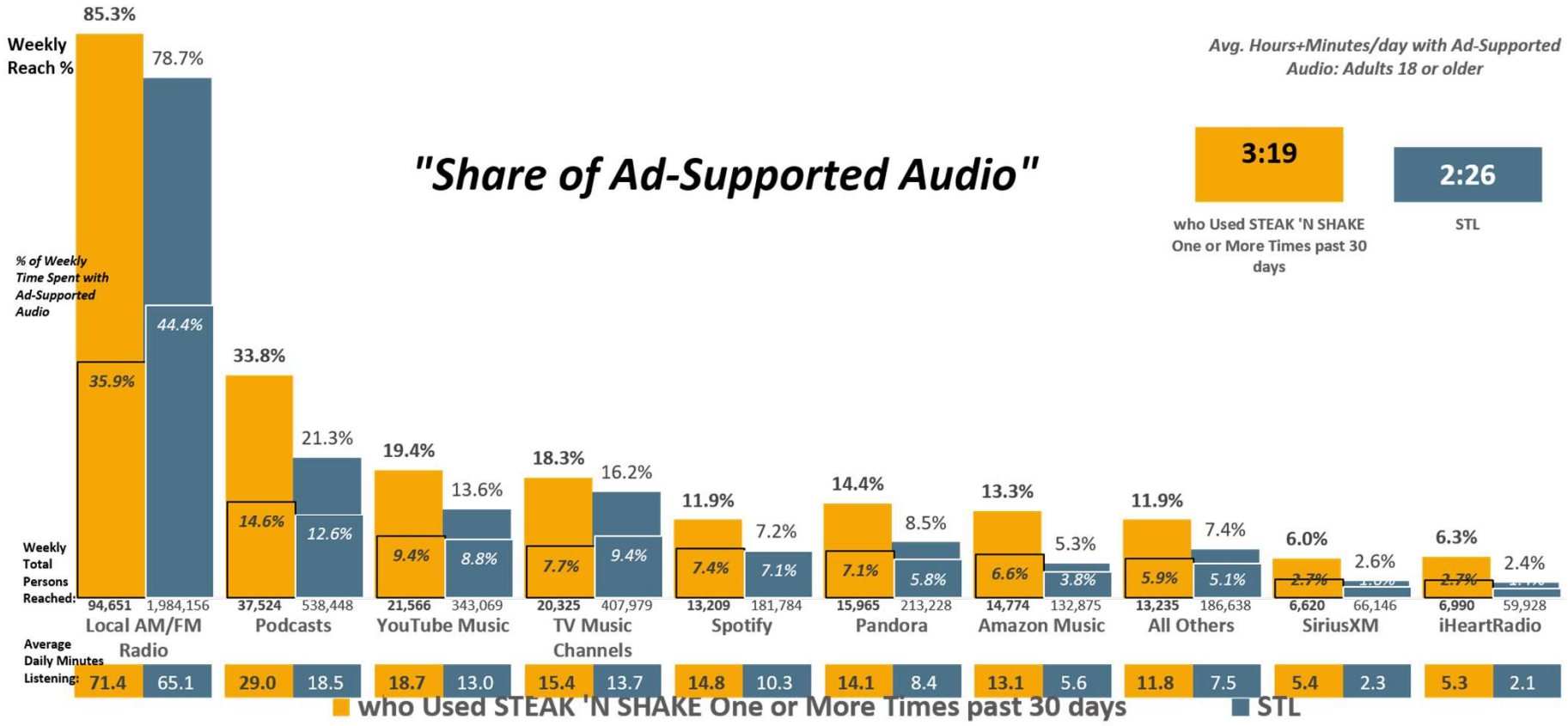
STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 111 STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

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Quick service restaurants used past 30 days: Lion's Choice

94,651 or 85.3% of Adults 18 or older who Used STEAK 'N SHAKE One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 71.4 minutes every day representing 35.9% of all time spent daily with Ad-Supported Audio.



STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 100 STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

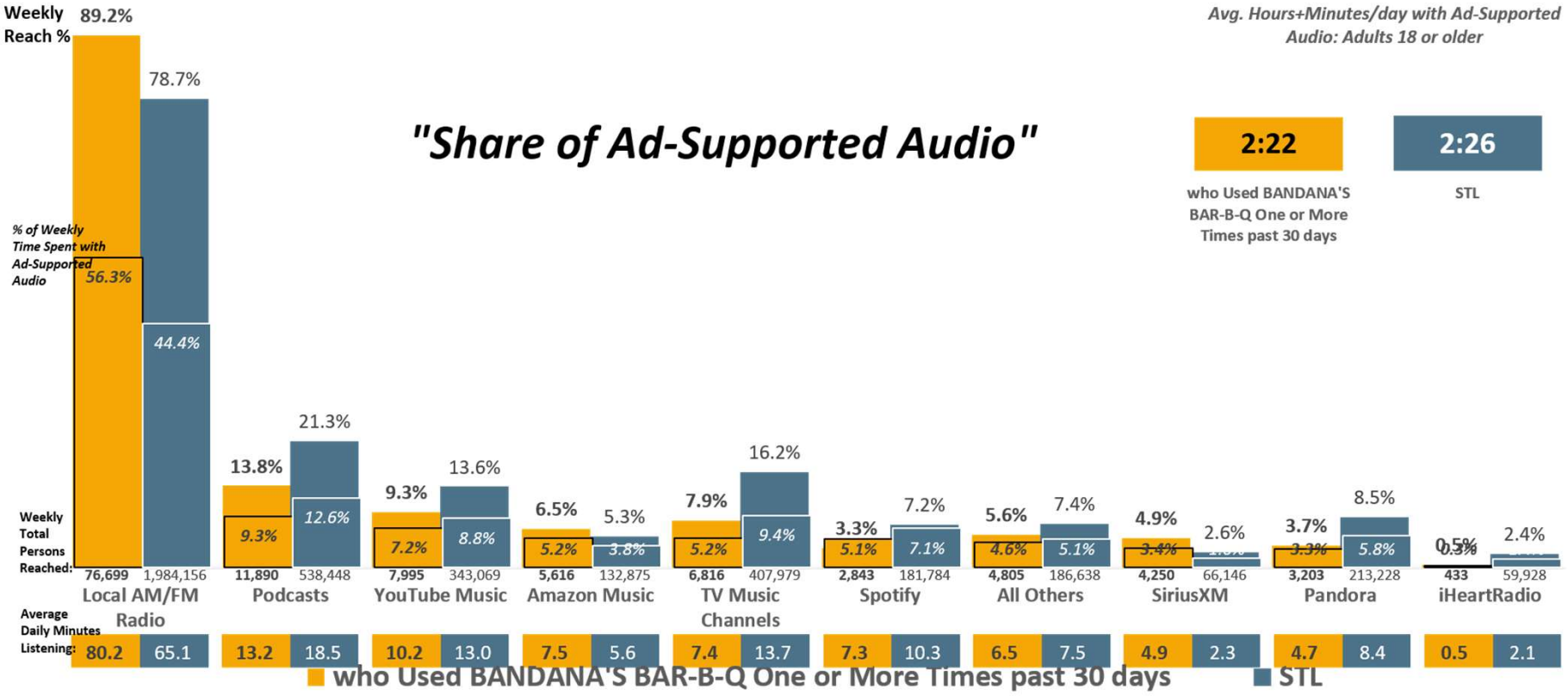
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Sit-down restaurants used past 30 days: Steak 'n Shake



76,699 or 89.2% of Adults 18 or older who Used BANDANA'S BAR-B-Q One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 80.2 minutes every day representing 56.3% of all time spent daily with Ad-Supported Audio.



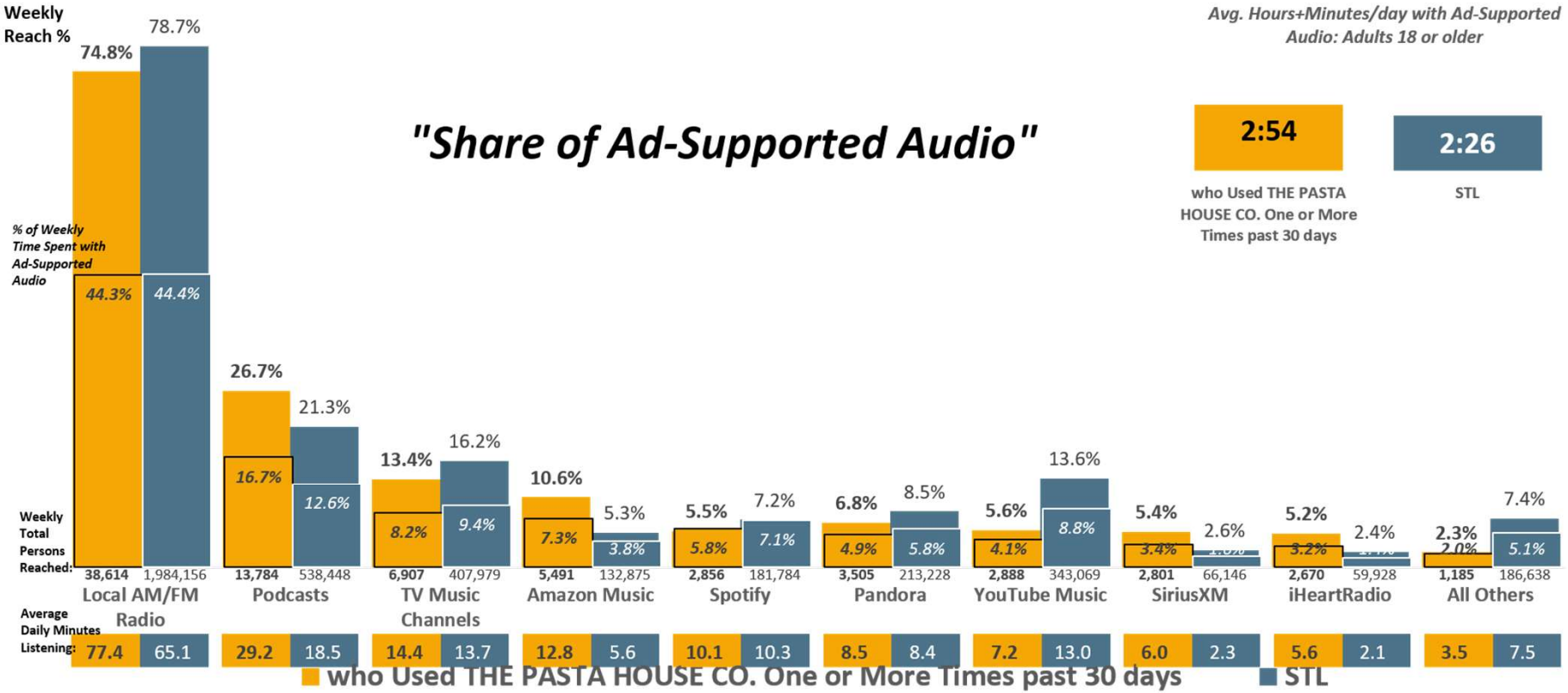
STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 65 STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

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Sit-down restaurants used past 30 days: Bandana's Bar-B-Q

38,614 or 74.8% of Adults 18 or older who Used THE PASTA HOUSE CO. One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 77.4 minutes every day representing 44.3% of all time spent daily with Ad-Supported Audio.



STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 57 STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

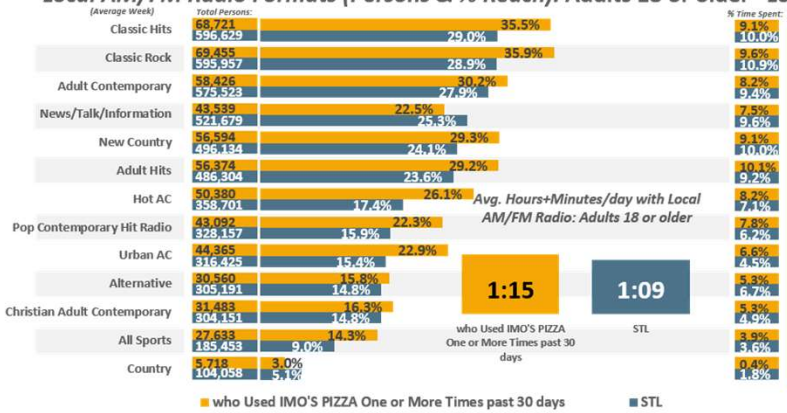
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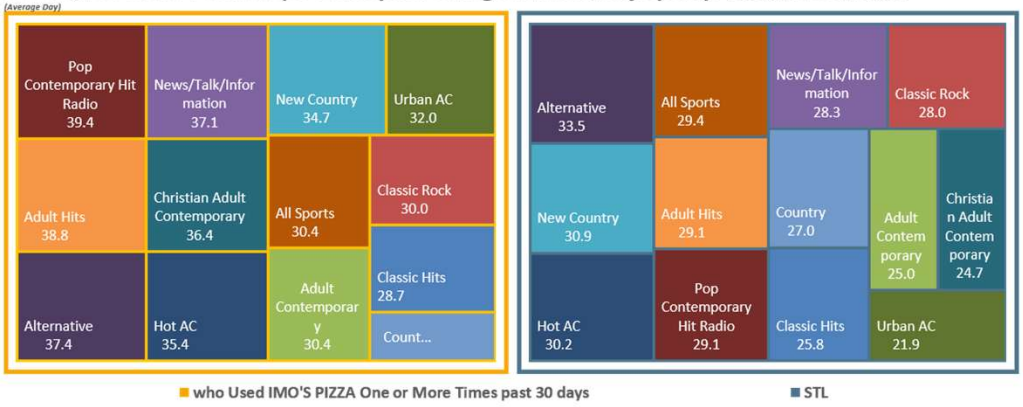
Sit-down restaurants used past 30 days: The Pasta House Co.

184,777 or 86.2% of Adults 18 or older who Used IMO'S PIZZA One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Classic Hits, Adult Contemporary, New Country, and Adult Hits.

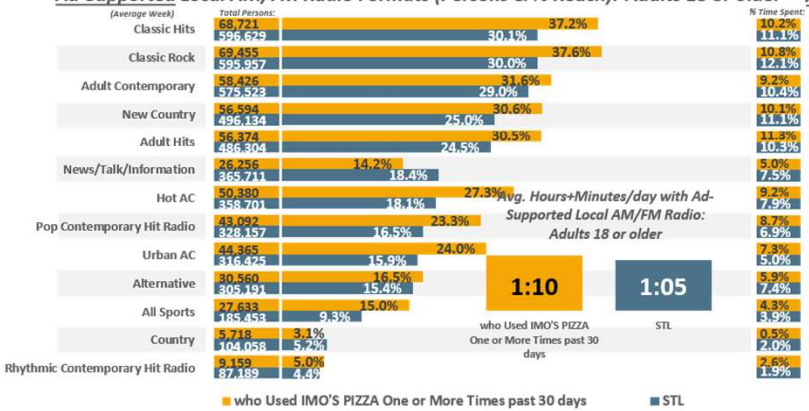
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



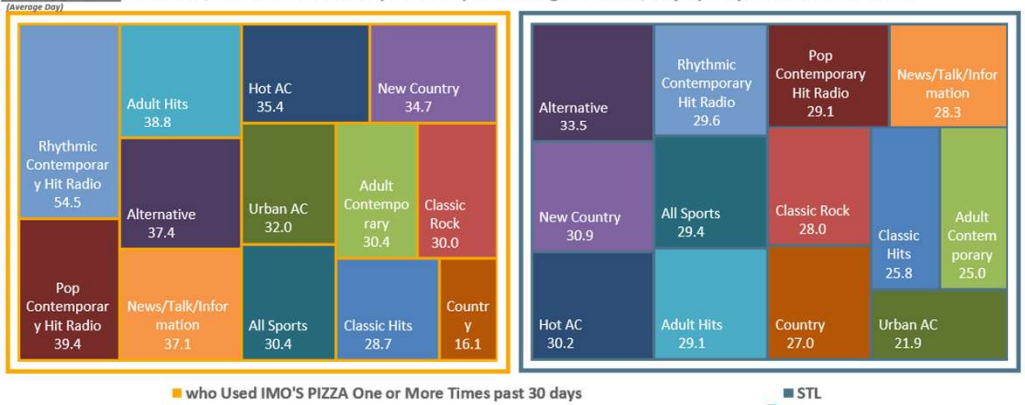
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 169

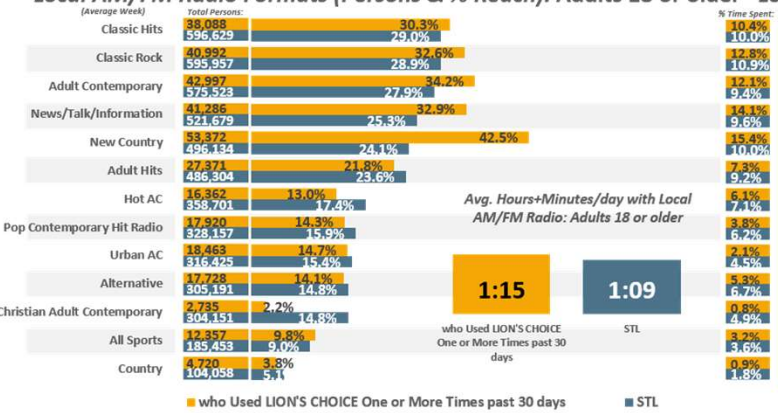
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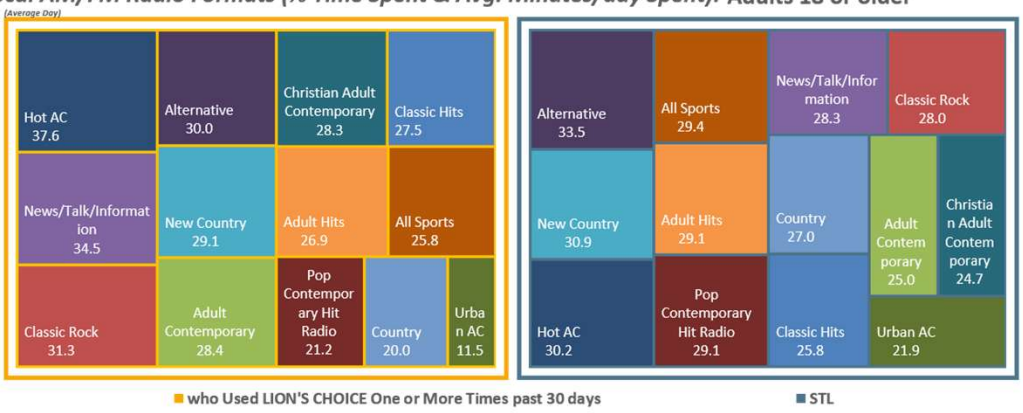
Quick service restaurants used past 30 days: Imo's Pizza

119,438 or 85.5% of Adults 18 or older who Used LION'S CHOICE One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are New Country, Adult Contemporary, Classic Rock, Classic Hits, and News/Talk/Information.

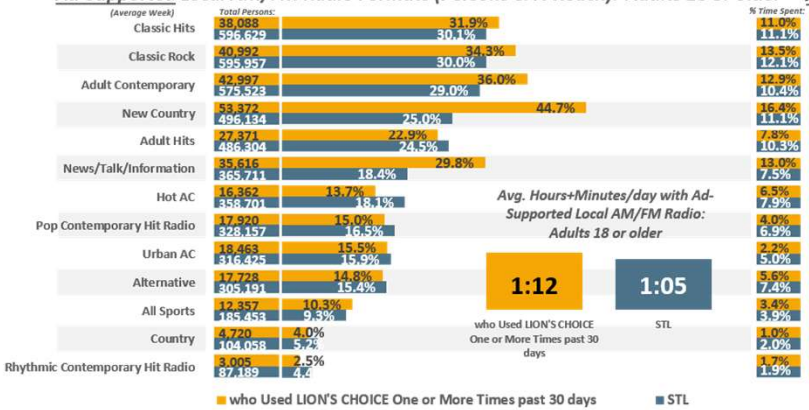
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



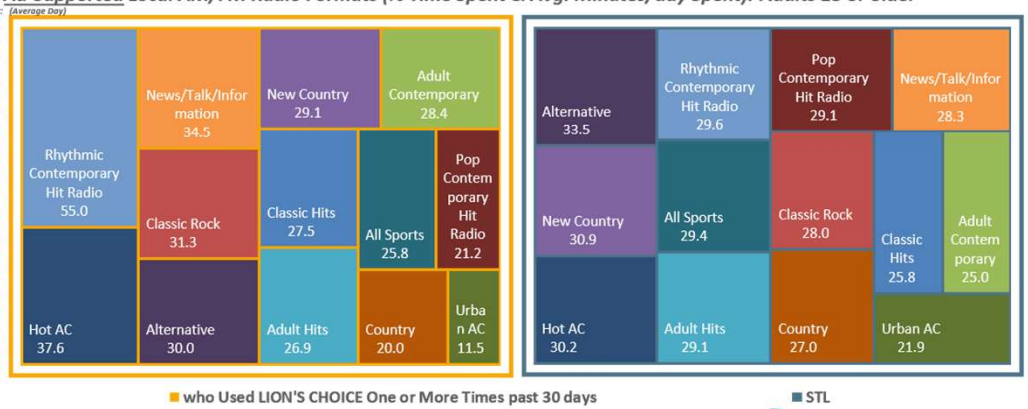
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 111

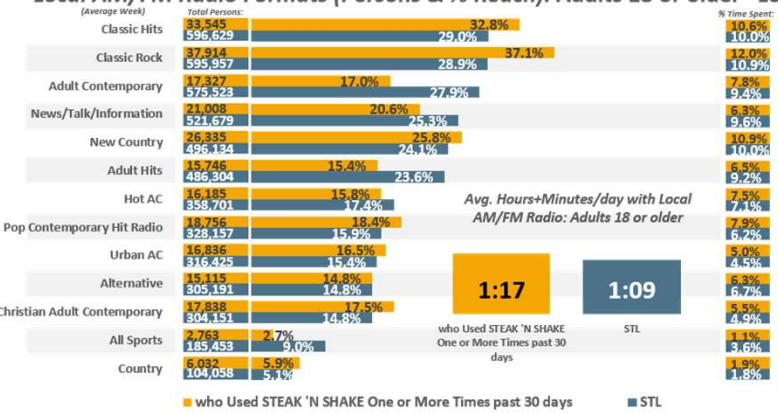
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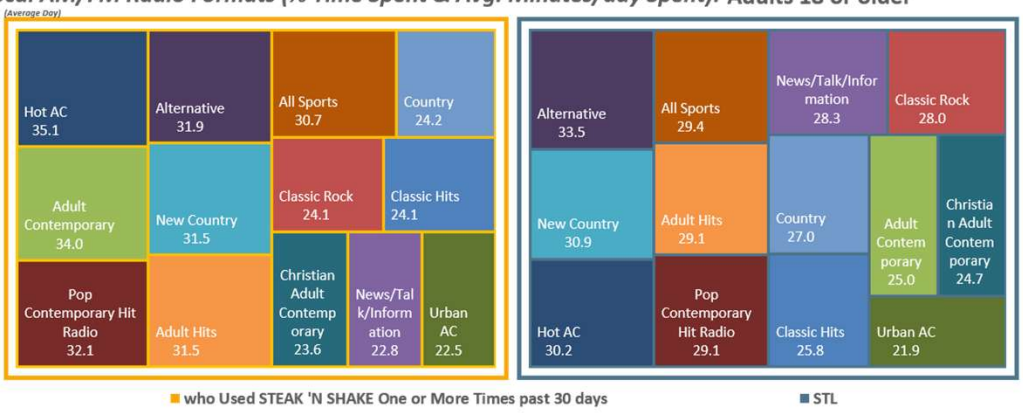
Quick service restaurants used past 30 days: Lion's Choice

94,651 or 85.3% of Adults 18 or older who Used STEAK 'N SHAKE One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Classic Hits, New Country, Pop Contemporary Hit Radio, and Adult Contemporary.

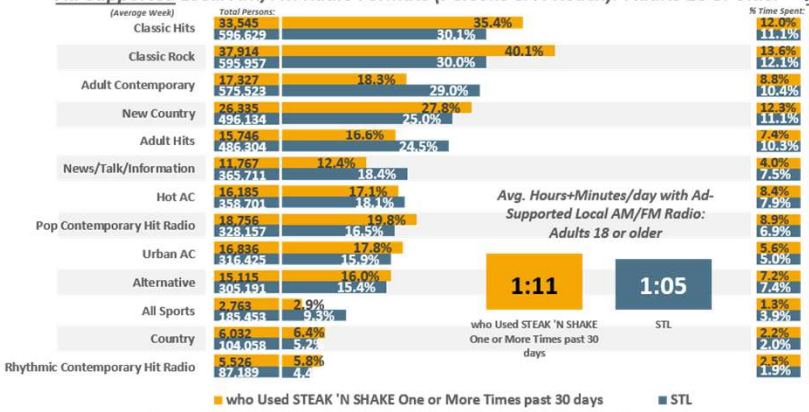
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



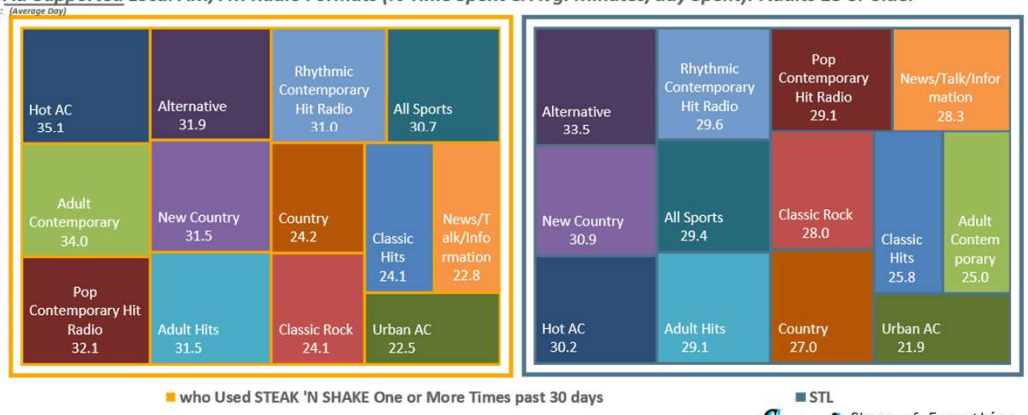
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 100

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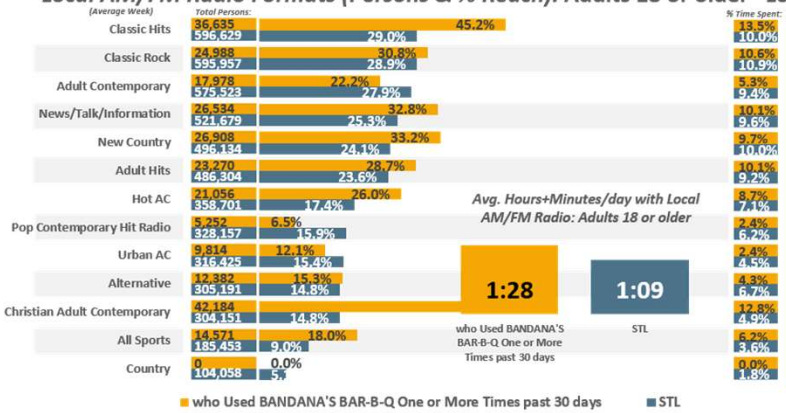
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Sit-down restaurants used past 30 days: Steak 'n Shake

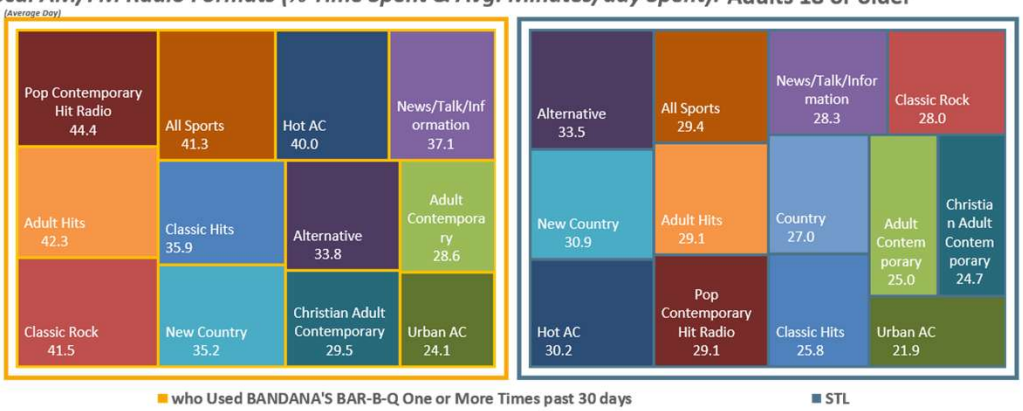


76,699 or 89.2% of Adults 18 or older who Used BANDANA'S BAR-B-Q One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, New Country, Classic Rock, Adult Hits, and Hot AC.

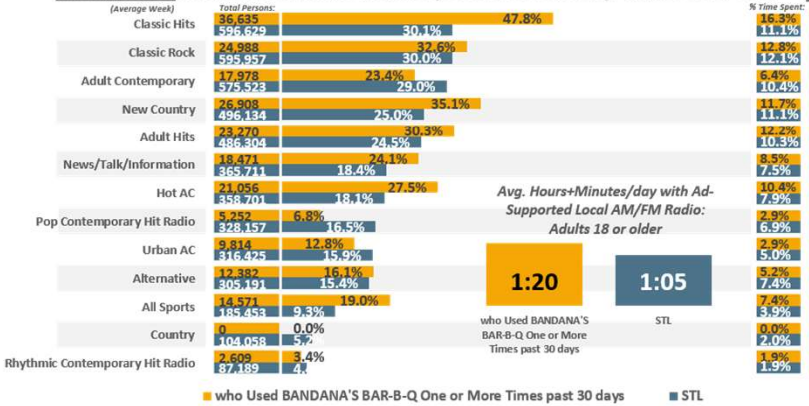
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



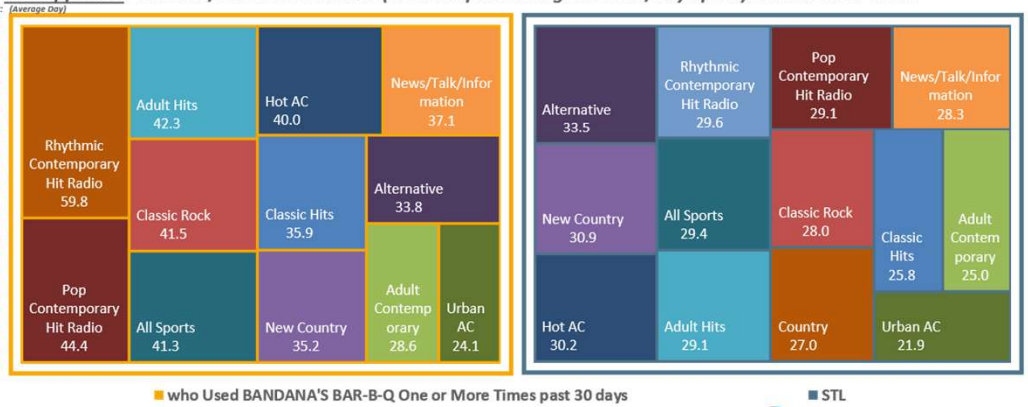
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 65

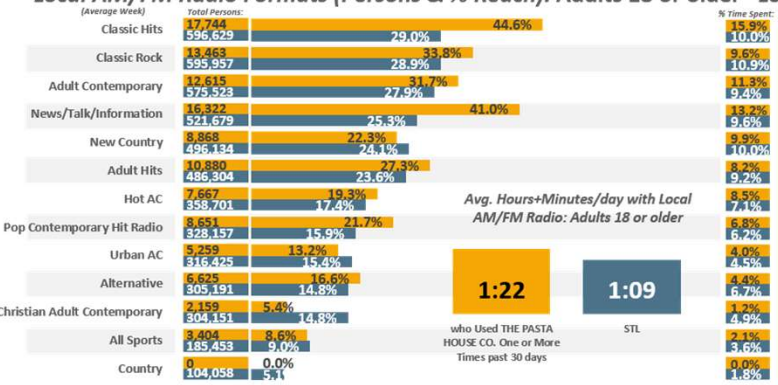
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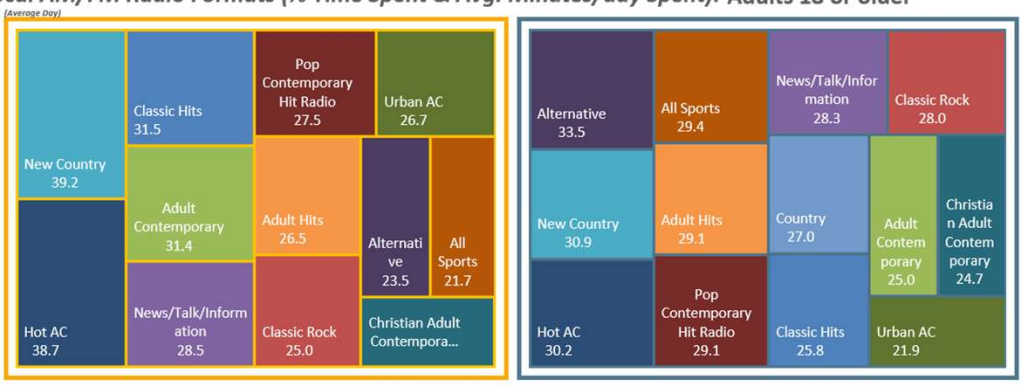
Sit-down restaurants used past 30 days: Bandana's Bar-B-Q

38,614 or 74.8% of Adults 18 or older who Used THE PASTA HOUSE CO. One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Classic Rock, News/Talk/Information, Adult Contemporary, and Adult Hits.

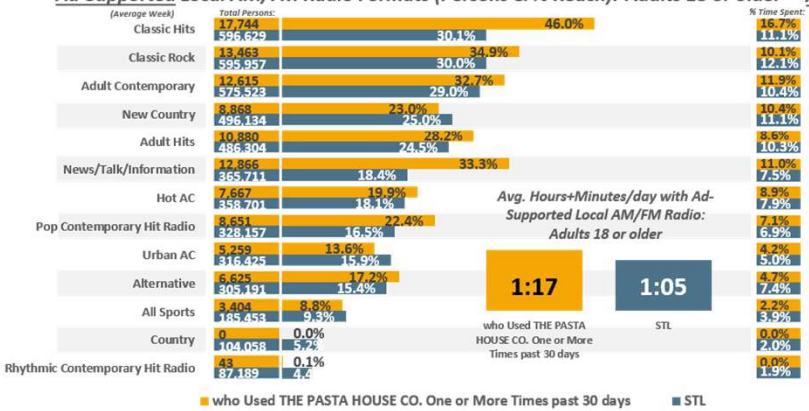
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



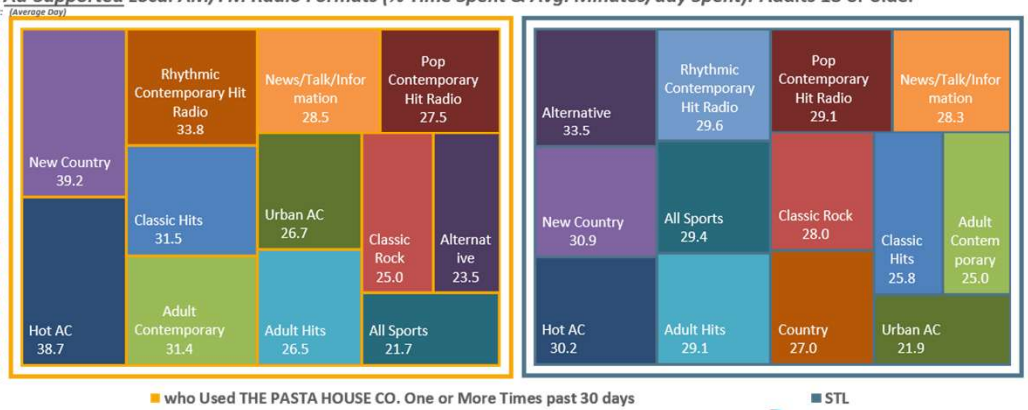
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 57

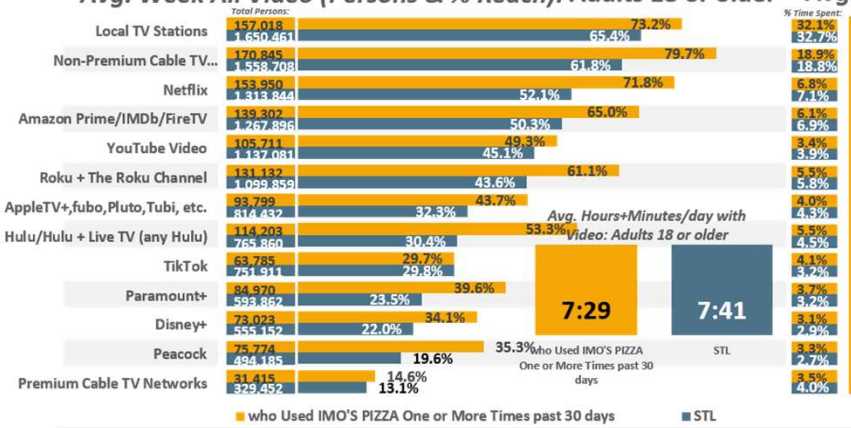
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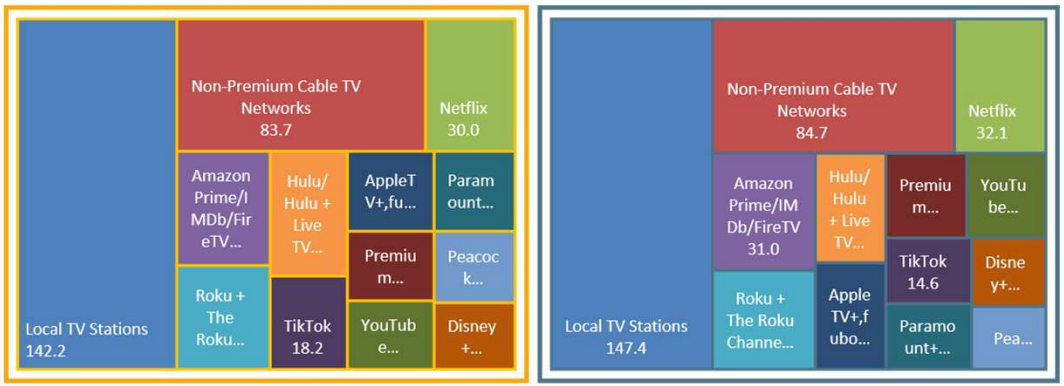
Sit-down restaurants used past 30 days: The Pasta House Co.

151,902 or 70.8% of Adults 18 or older who Used IMO'S PIZZA One or More Times past 30 days watch Ad-Supported Local TV Stations for an average of 135.8 minutes every day representing 37.2% of all time spent daily with Ad-Supported Video.

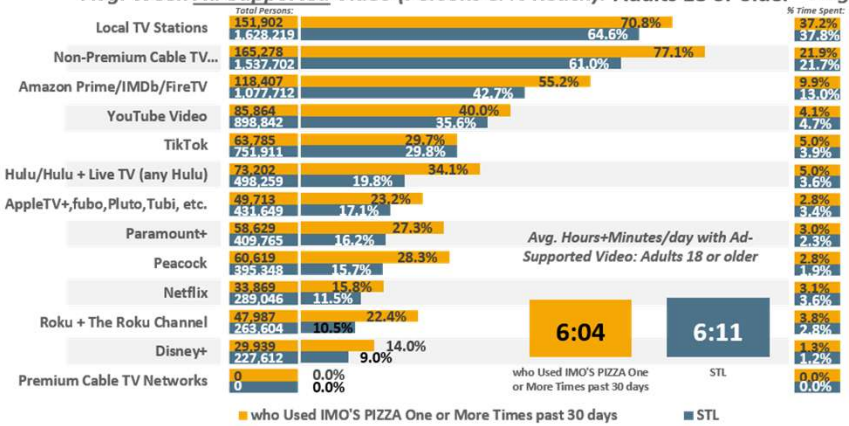
Avg. Week All Video (Persons & % Reach): Adults 18 or older



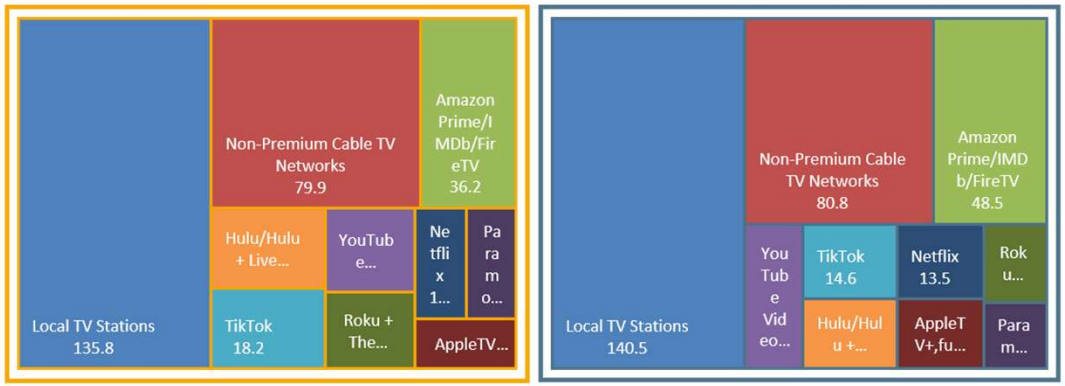
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 169

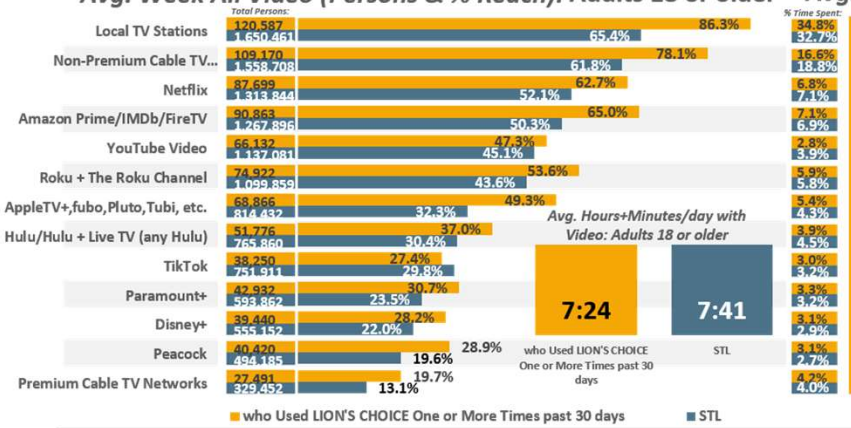
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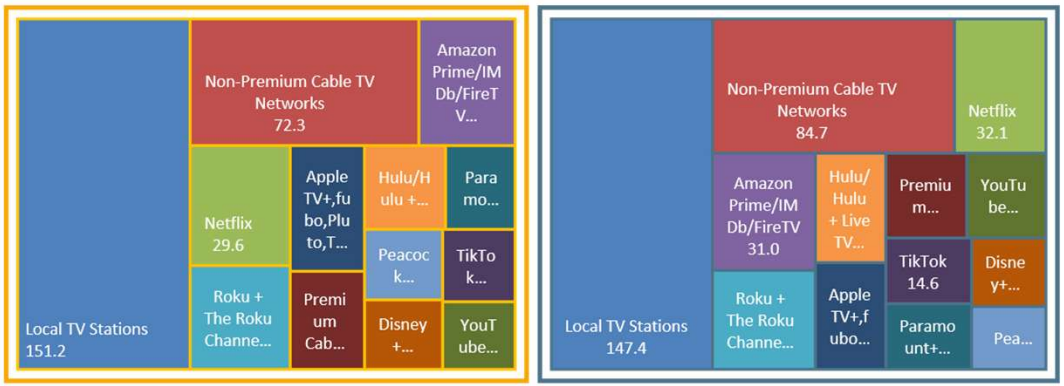
Quick service restaurants used past 30 days: Imo's Pizza

119,490 or 85.5% of Adults 18 or older who Used LION'S CHOICE One or More Times past 30 days watch Ad-Supported Local TV Stations for an average of 144.7 minutes every day representing 41.3% of all time spent daily with Ad-Supported Video.

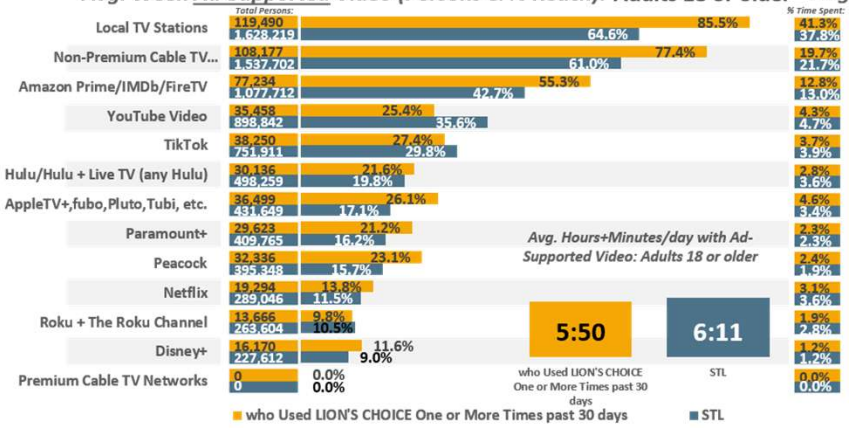
Avg. Week All Video (Persons & % Reach): Adults 18 or older



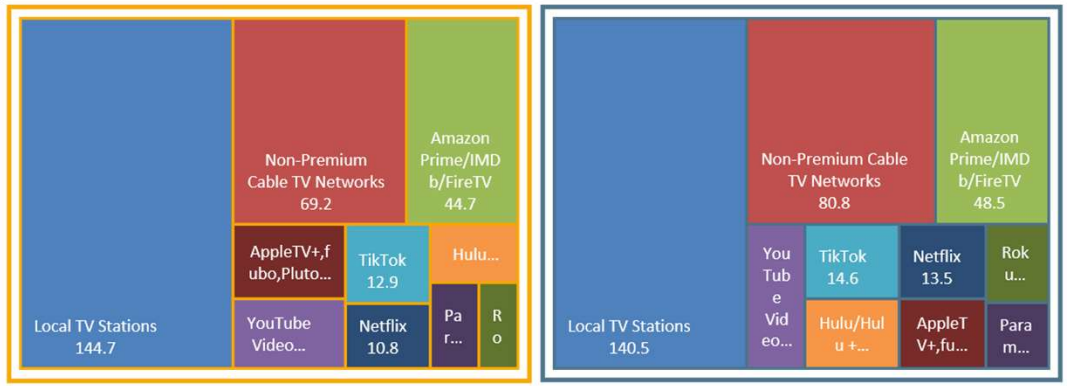
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 111

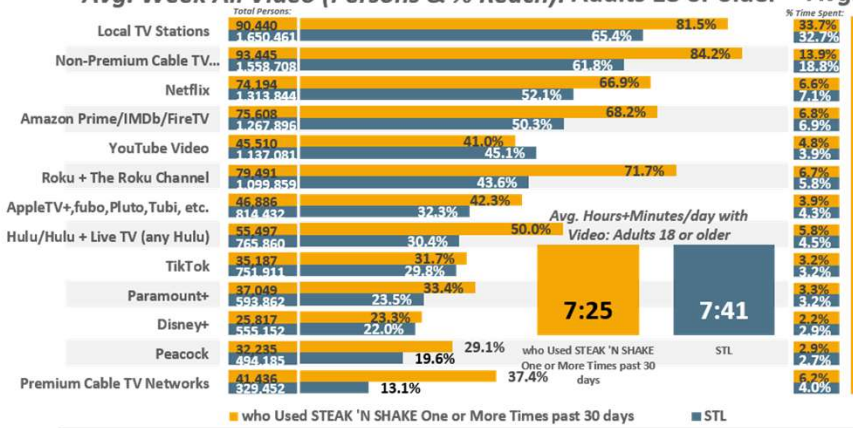
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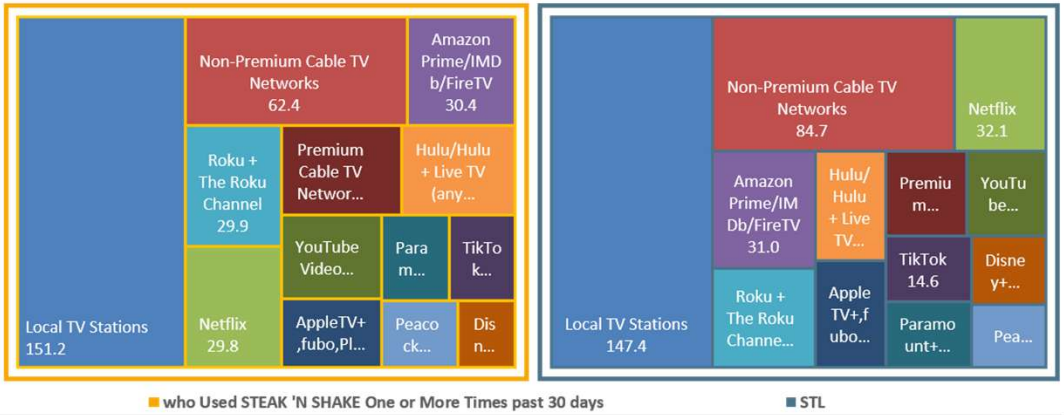
Quick service restaurants used past 30 days: Lion's Choice

88,169 or 79.5% of Adults 18 or older who Used STEAK 'N SHAKE One or More Times past 30 days watch Ad-Supported Local TV Stations for an average of 143.5 minutes every day representing 40.1% of all time spent daily with Ad-Supported Video.

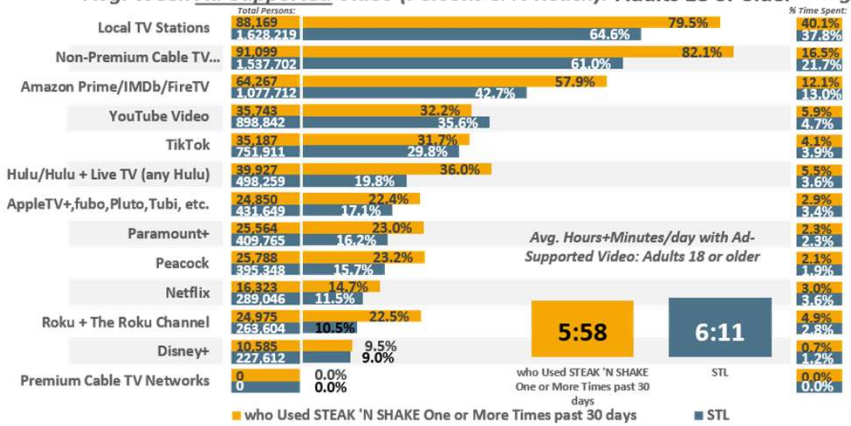
Avg. Week All Video (Persons & % Reach): Adults 18 or older



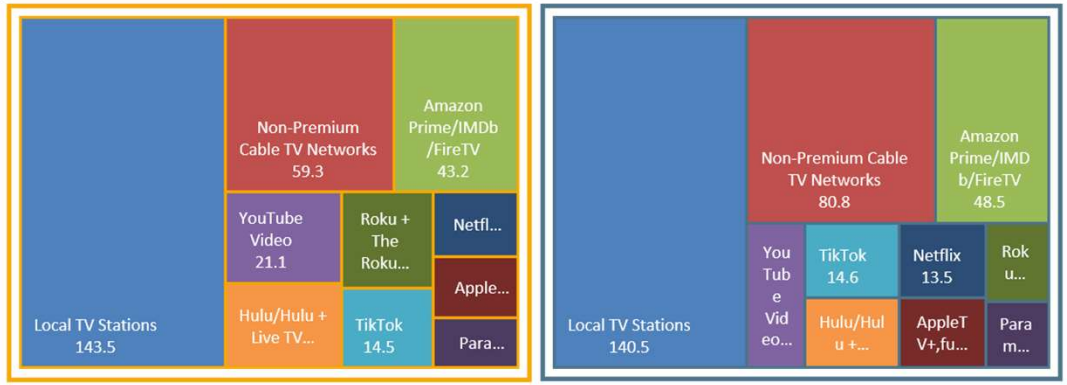
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R2 2026: Aug25-Aug26 Qual Intab 100

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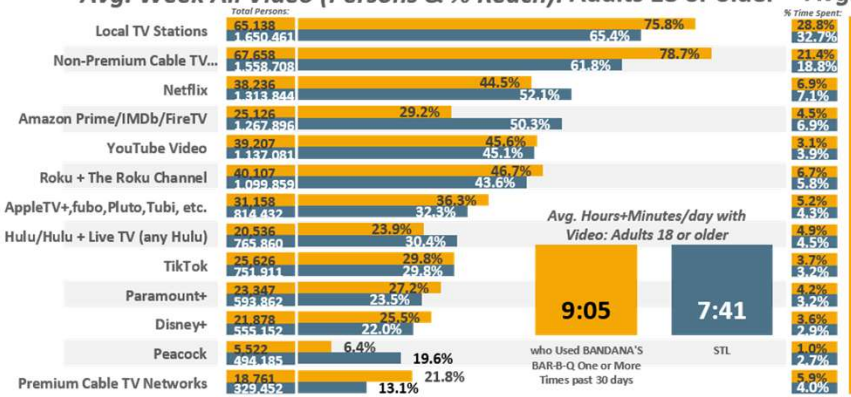
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Sit-down restaurants used past 30 days: Steak 'n Shake

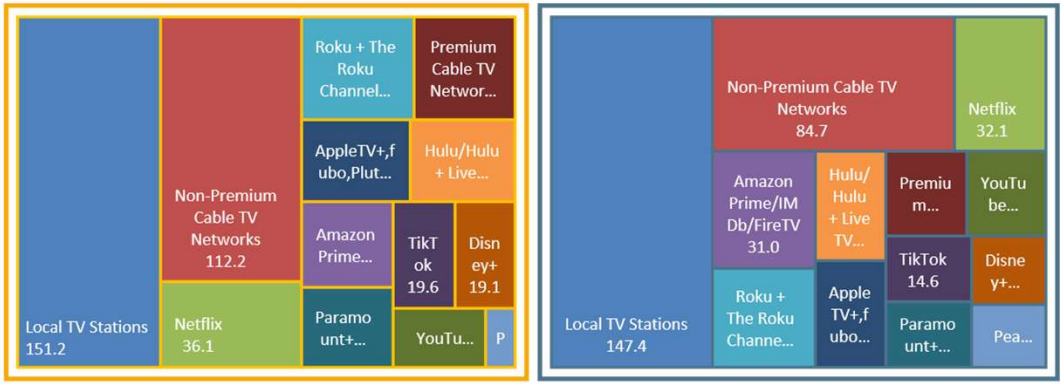


64,348 or 74.9% of Adults 18 or older who Used BANDANA'S BAR-B-Q One or More Times past 30 days watch Ad-Supported Local TV Stations for an average of 143.2 minutes every day representing 33.4% of all time spent daily with Ad-Supported Video.

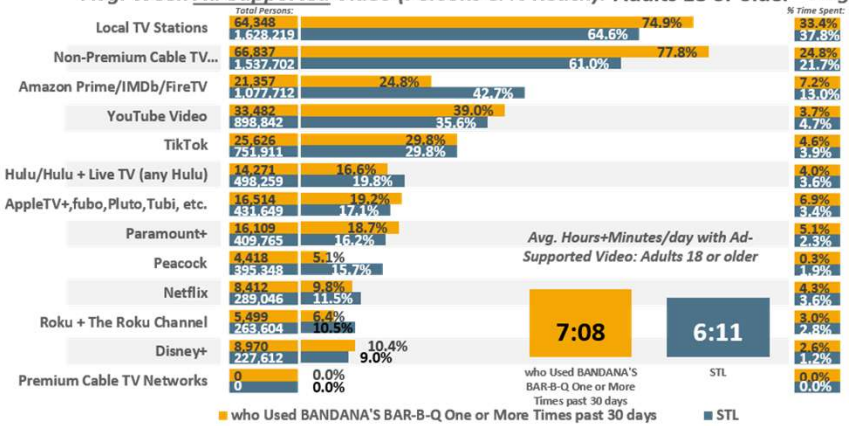
Avg. Week All Video (Persons & % Reach): Adults 18 or older



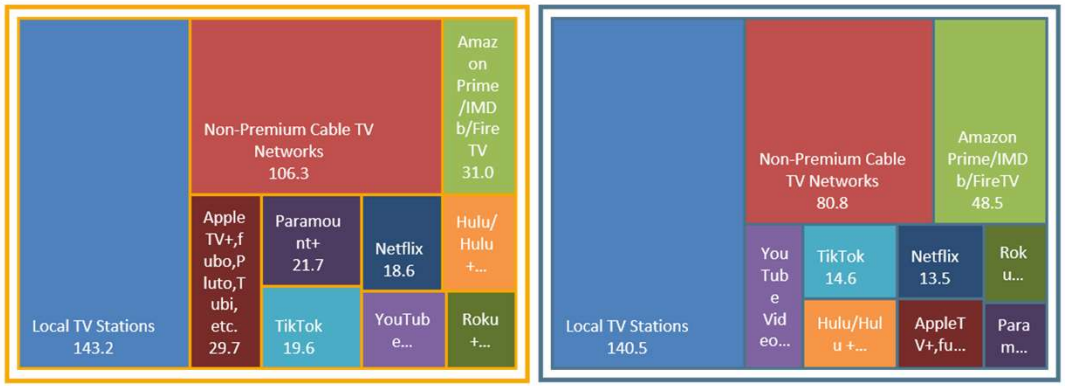
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R2 2026: Aug25-Aug26 Qual Intab 65

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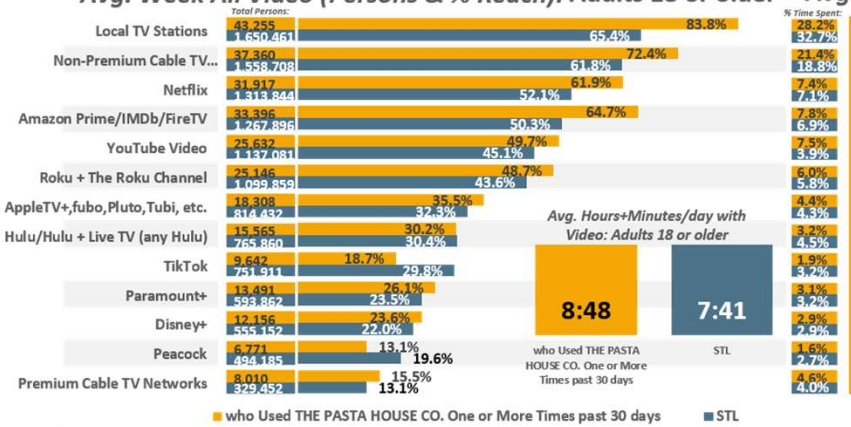
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Sit-down restaurants used past 30 days: Bandana's Bar-B-Q

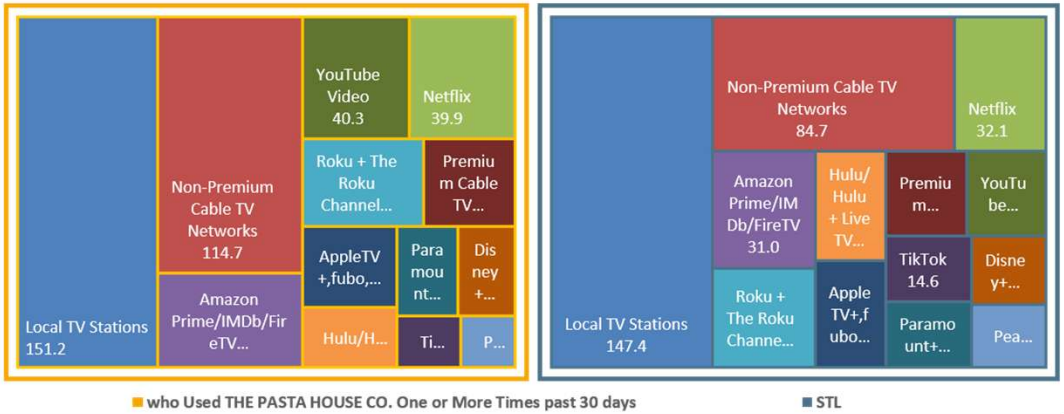


42,338 or 82.1% of Adults 18 or older who Used THE PASTA HOUSE CO. One or More Times past 30 days watch Ad-Supported Local TV Stations for an average of 142. minutes every day representing 33.8% of all time spent daily with Ad-Supported Video.

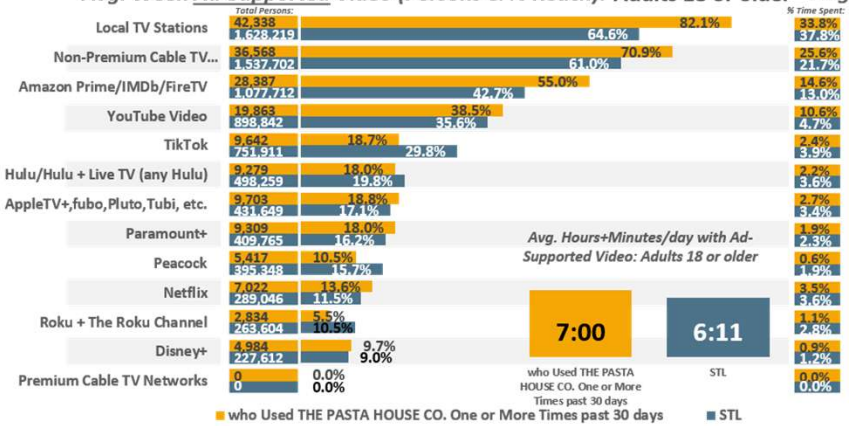
Avg. Week All Video (Persons & % Reach): Adults 18 or older



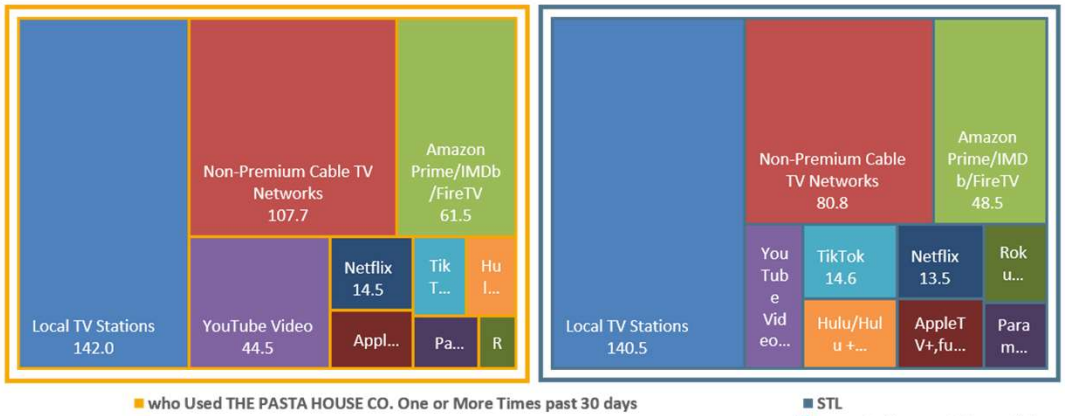
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



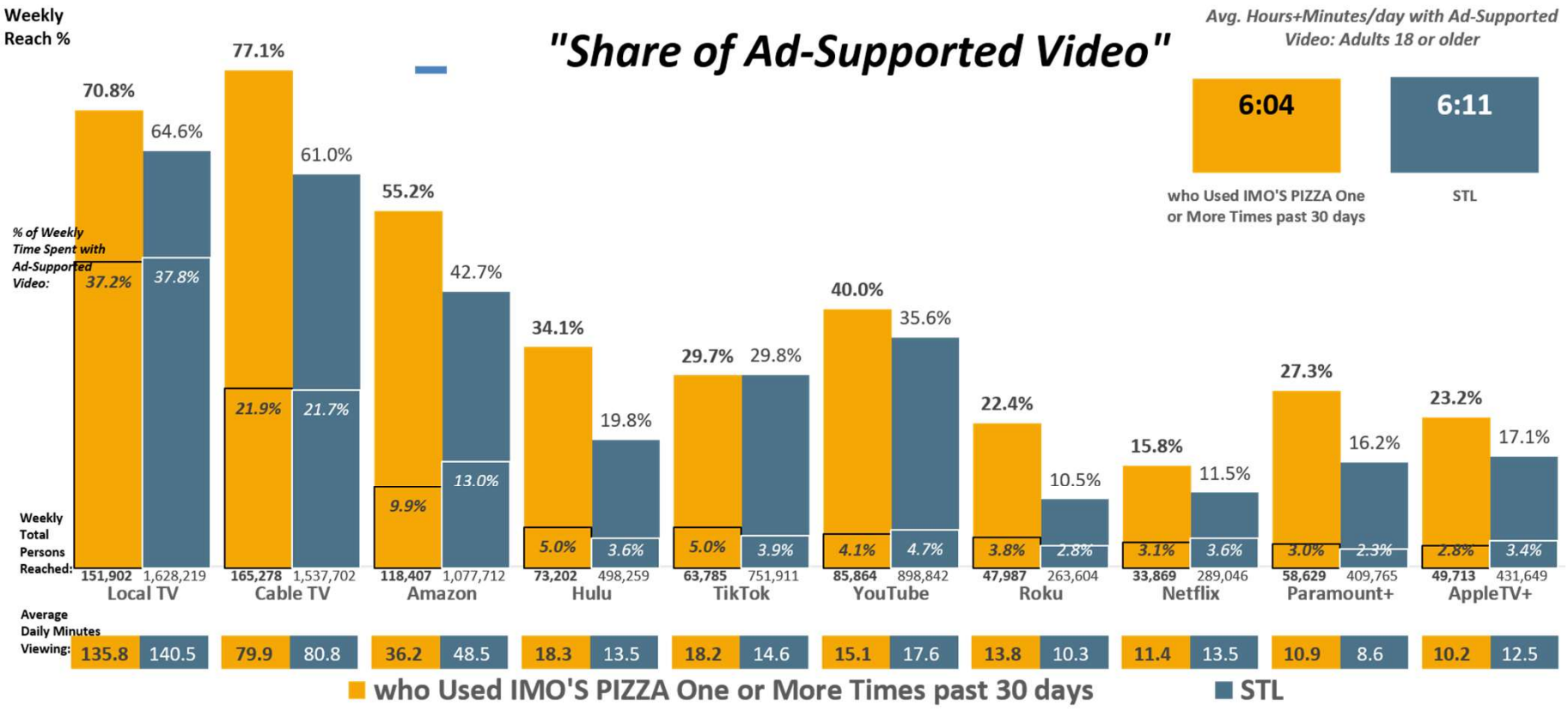
STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 57

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Sit-down restaurants used past 30 days: The Pasta House Co.

151,902 or 70.8% of Adults 18 or older who Used IMO'S PIZZA One or More Times past 30 days watch Ad-Supported Local TV Stations for an average of 135.8 minutes every day representing 37.2% of all time spent daily with Ad-Supported Video.



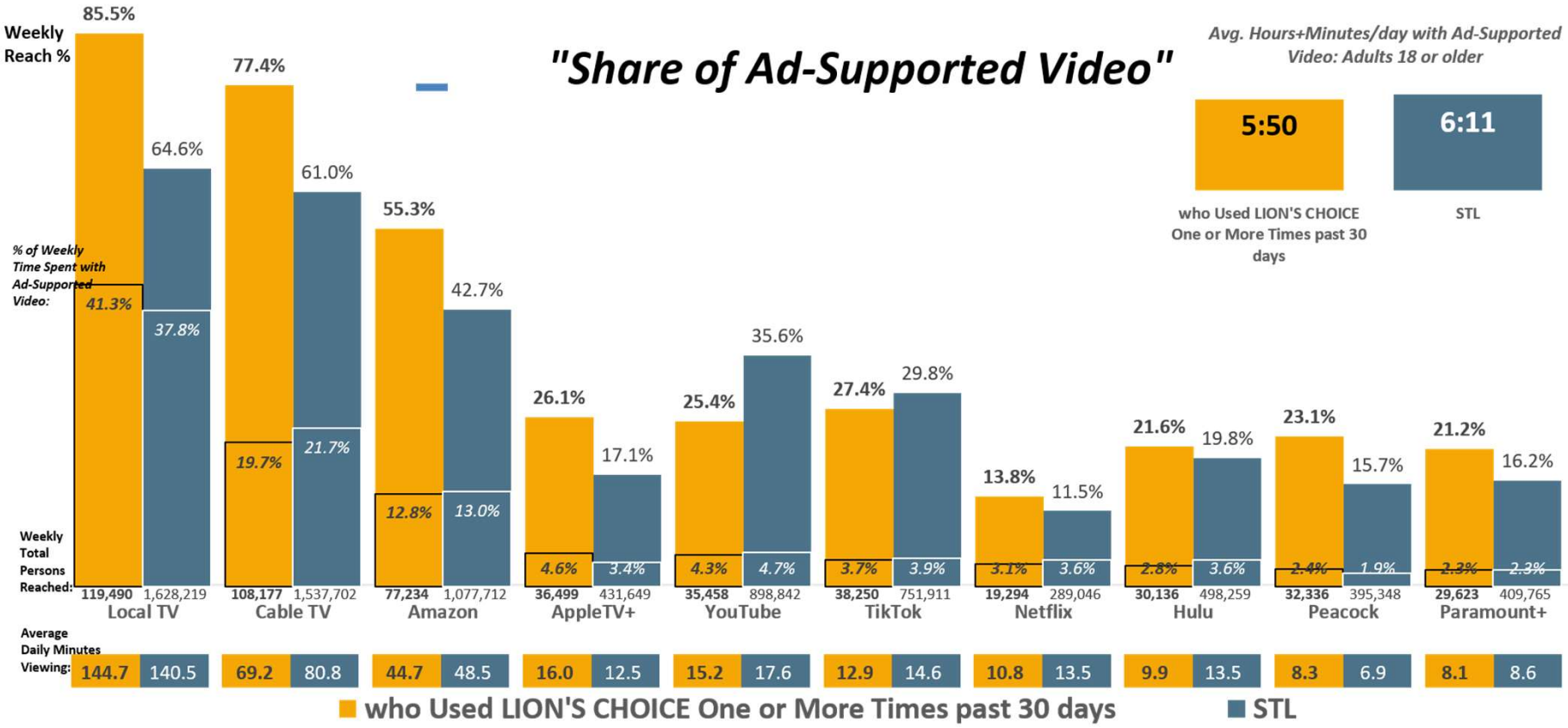
STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 169 STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

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

119,490 or 85.5% of Adults 18 or older who Used LION'S CHOICE One or More Times past 30 days watch Ad-Supported Local TV Stations for an average of 144.7 minutes every day representing 41.3% of all time spent daily with Ad-Supported Video.



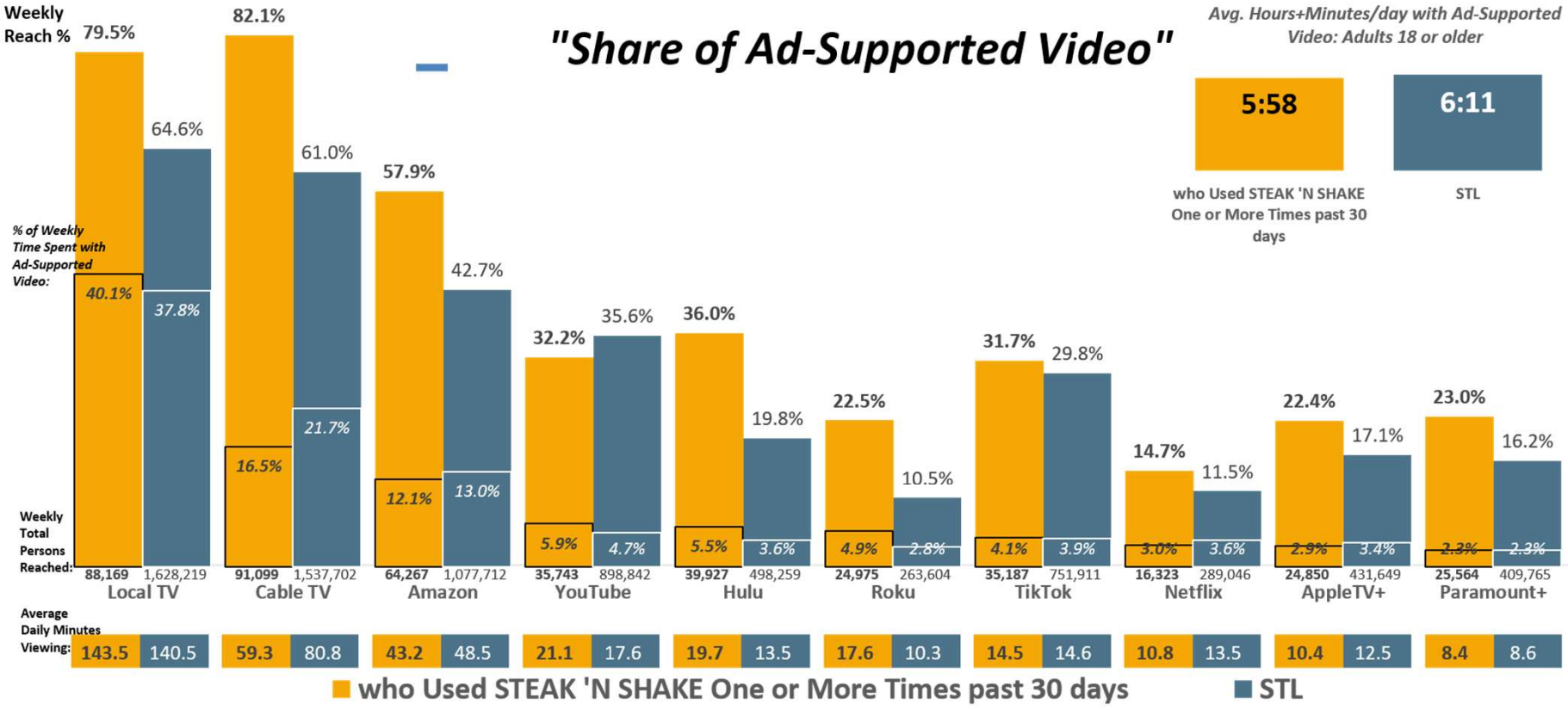
STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 111 STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

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Quick service restaurants used past 30 days: Lion's Choice

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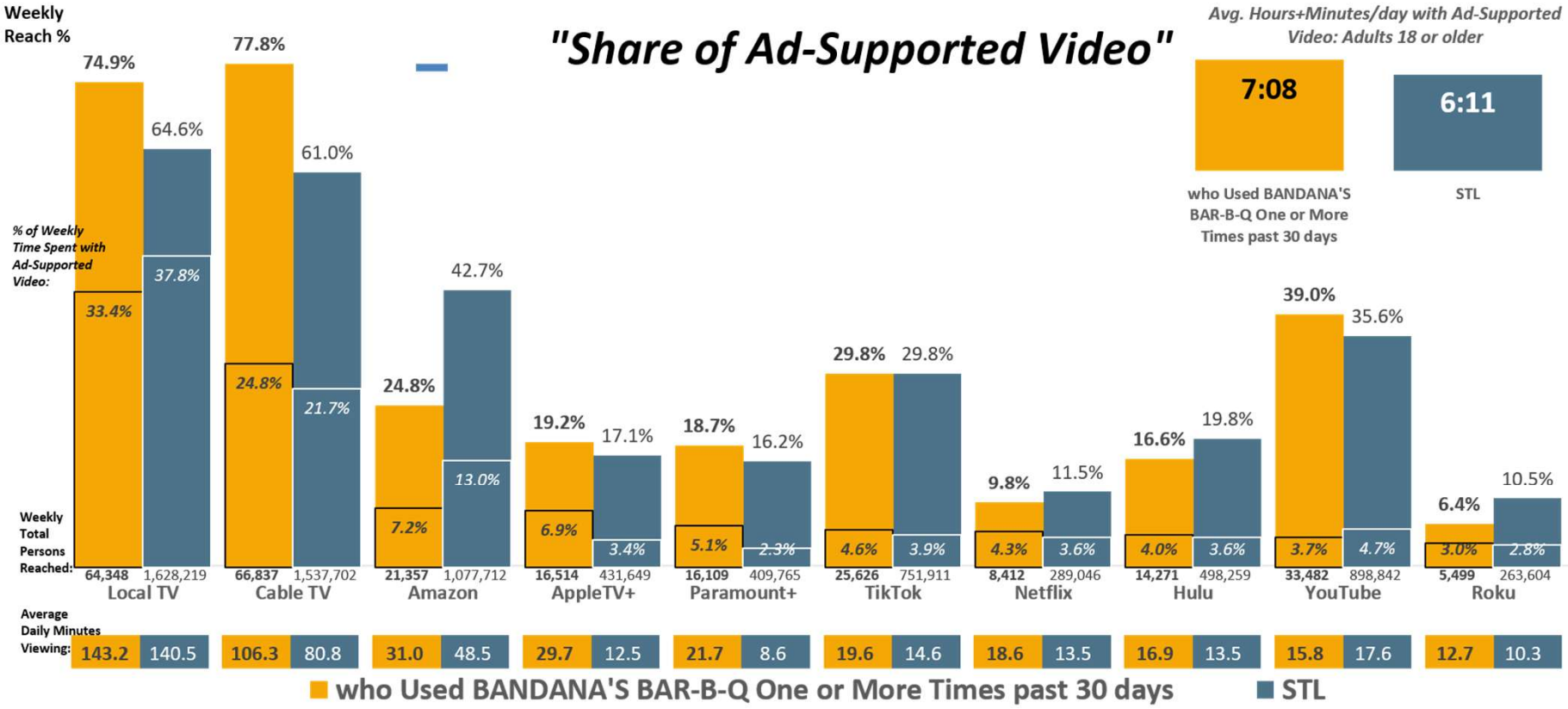
STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 100 STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

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Sit-down restaurants used past 30 days: Steak 'n Shake

64,348 or 74.9% of Adults 18 or older who Used BANDANA'S BAR-B-Q One or More Times past 30 days watch Ad-Supported Local TV Stations for an average of 143.2 minutes every day representing 33.4% of all time spent daily with Ad-Supported Video.



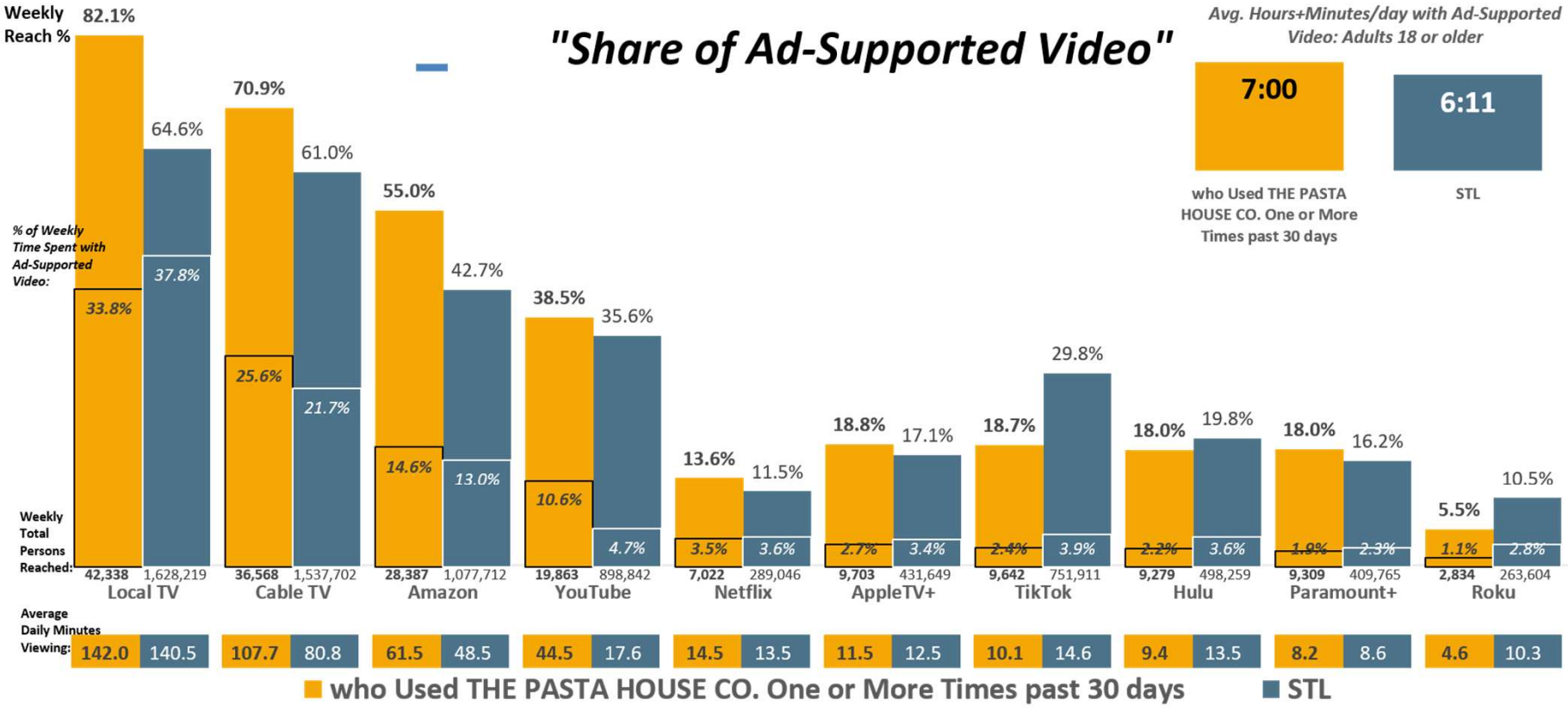
STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 65 STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

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Sit-down restaurants used past 30 days: Bandana's Bar-B-Q

42,338 or 82.1% of Adults 18 or older who Used THE PASTA HOUSE CO. One or More Times past 30 days watch Ad-Supported Local TV Stations for an average of 142. minutes every day representing 33.8% of all time spent daily with Ad-Supported Video.



STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 57 STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

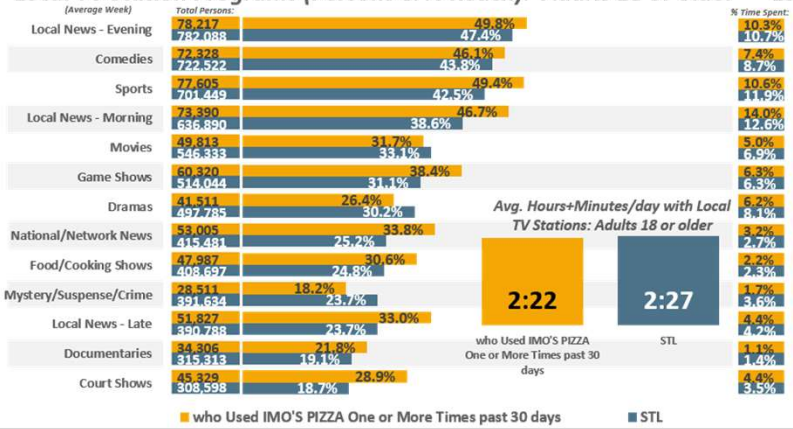
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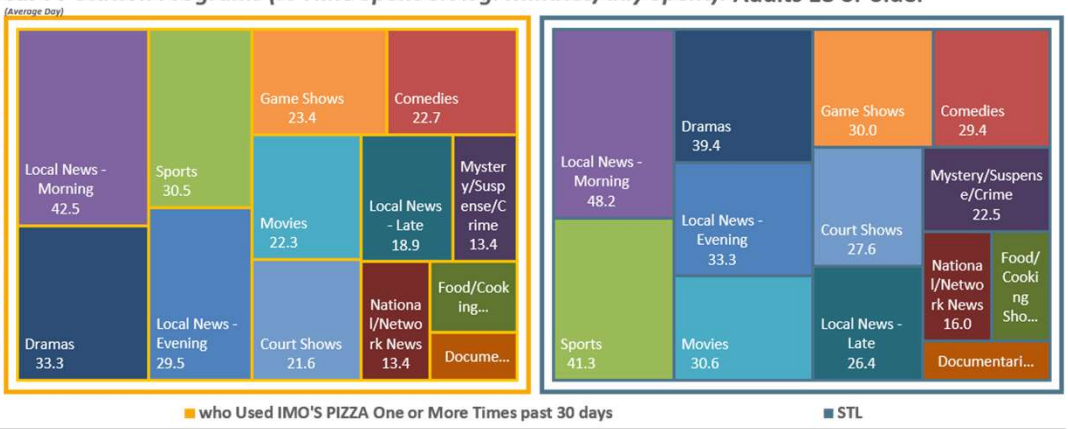
Sit-down restaurants used past 30 days: The Pasta House Co.

151,902 or 70.8% of Adults 18 or older who Used IMO'S PIZZA One or More Times past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and Local News - Late.

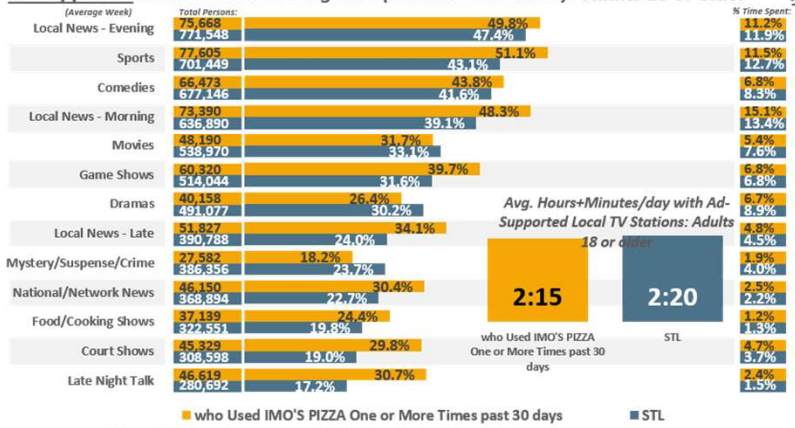
Local TV Station Programs (Persons & % Reach): Adults 18 or older



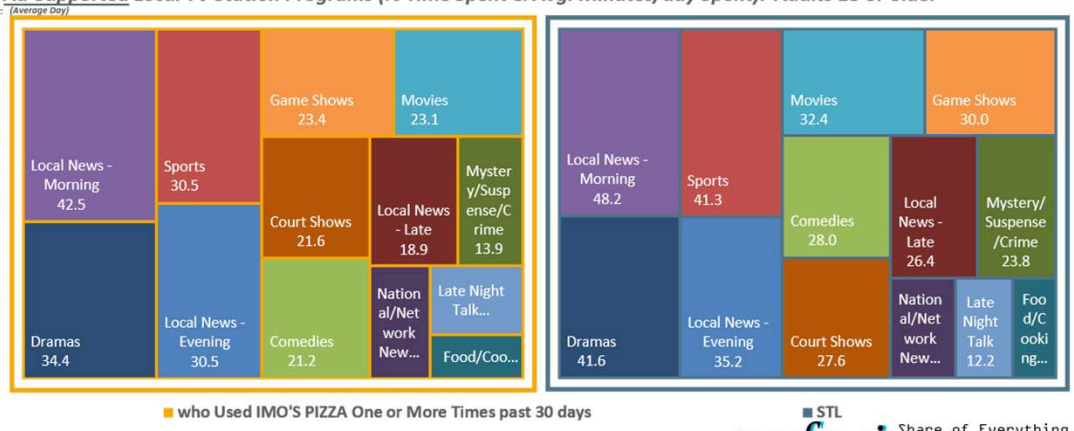
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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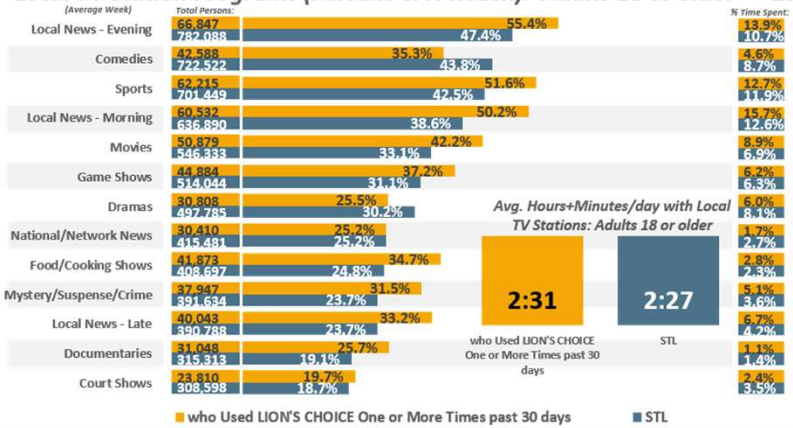
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Quick service restaurants used past 30 days: Imo's Pizza

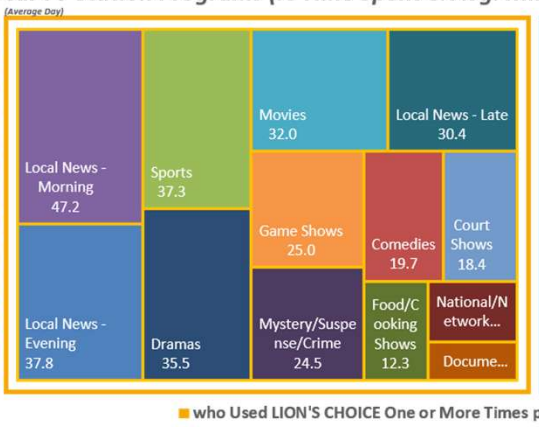


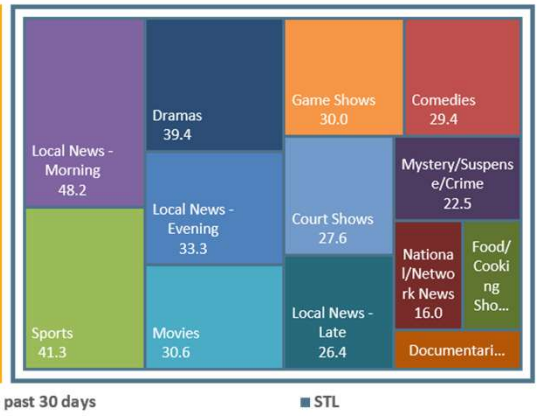
119,490 or 85.5% of Adults 18 or older who Used LION'S CHOICE One or More Times past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Movies, Game Shows, and Comedies.

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

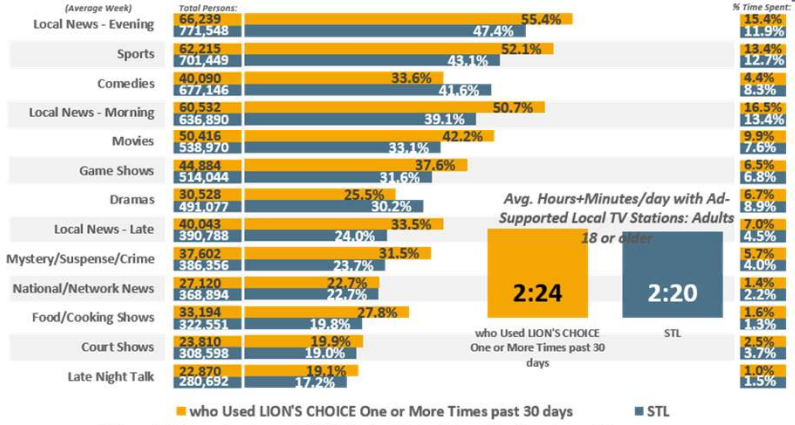


Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

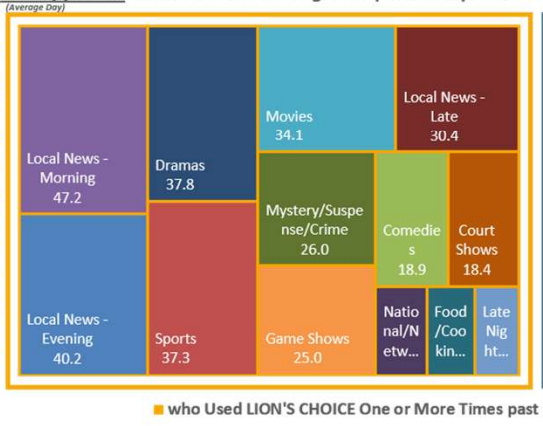


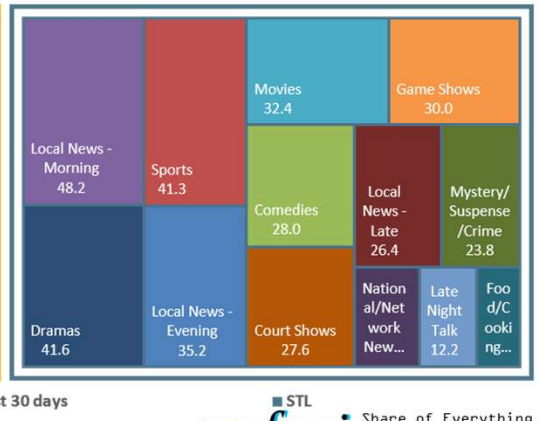


Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



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





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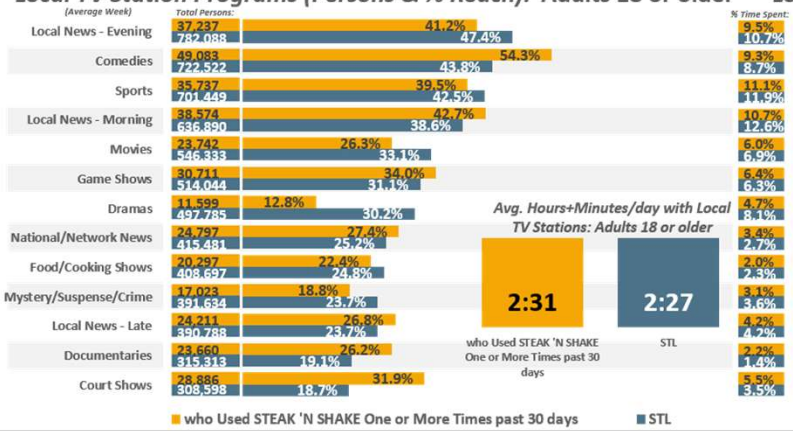
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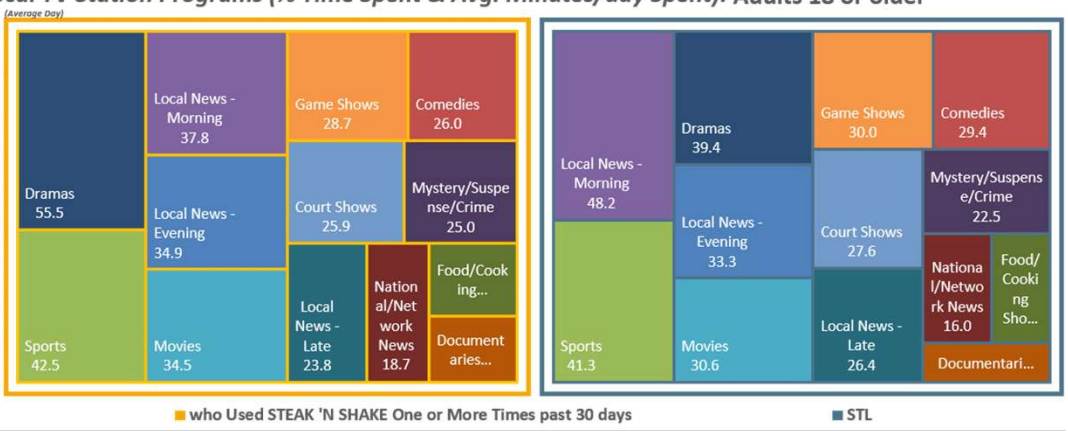
Quick service restaurants used past 30 days: Lion's Choice

88,169 or 79.5% of Adults 18 or older who Used STEAK 'N SHAKE One or More Times past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Morning, Local News - Evening, Sports, Game Shows, and Court Shows.

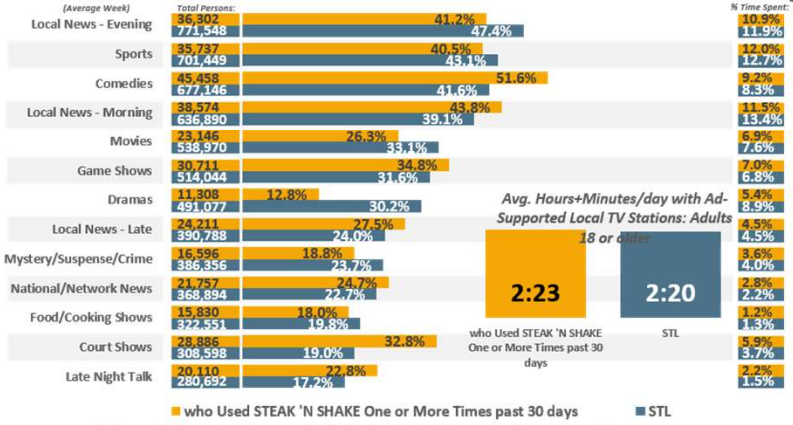
Local TV Station Programs (Persons & % Reach): Adults 18 or older



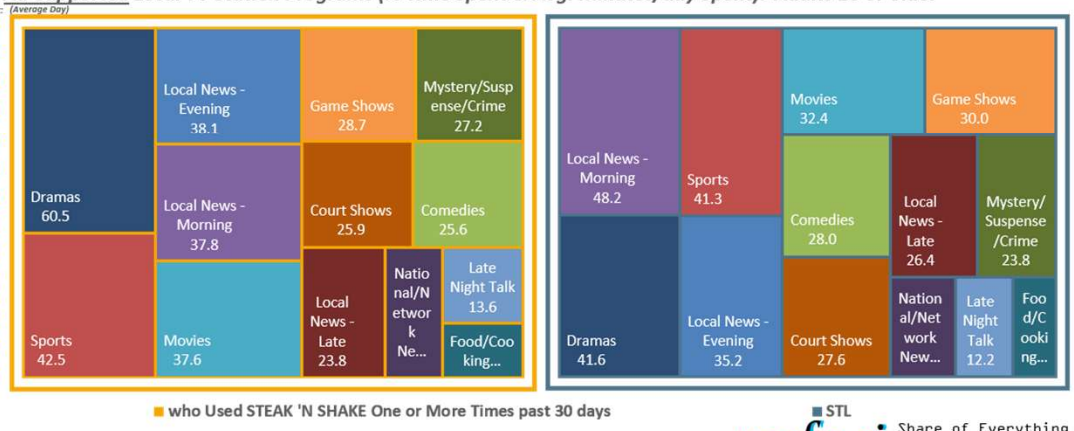
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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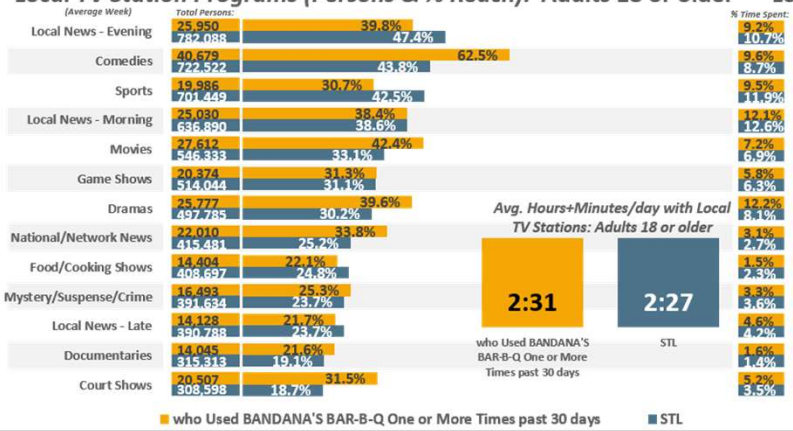
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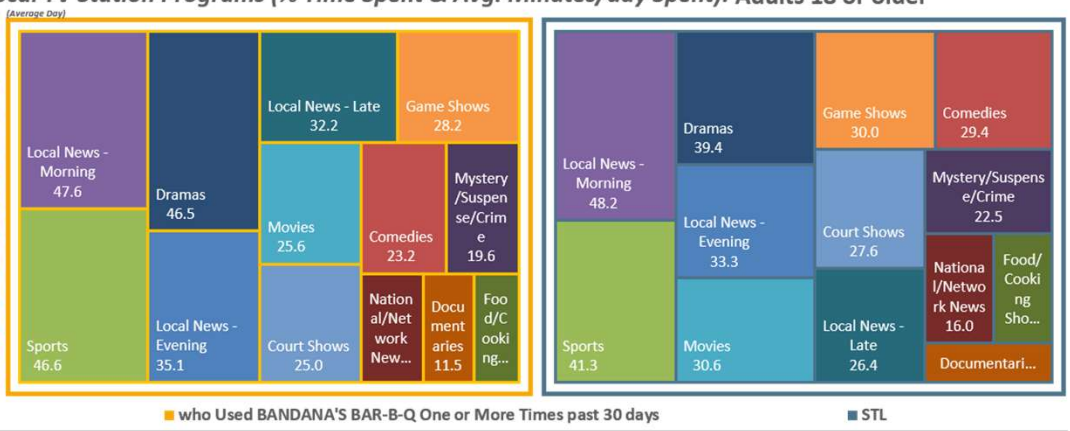
Sit-down restaurants used past 30 days: Steak 'n Shake

64,348 or 74.9% of Adults 18 or older who Used BANDANA'S BAR-B-Q One or More Times past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Movies, Local News - Evening, Dramas, Local News - Morning, and Court Shows.

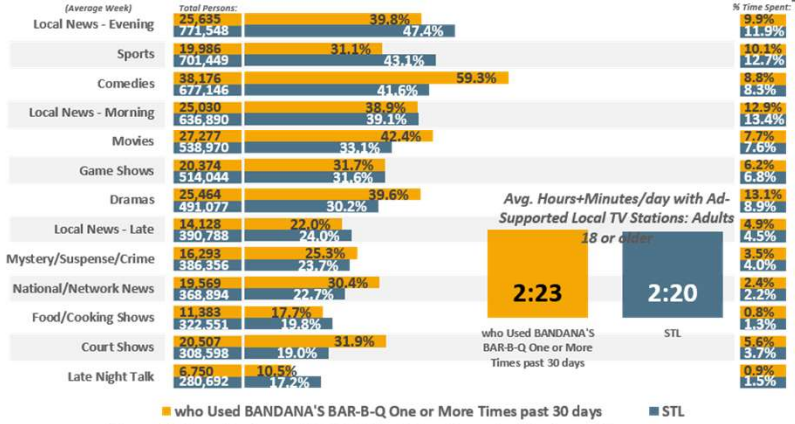
Local TV Station Programs (Persons & % Reach): Adults 18 or older



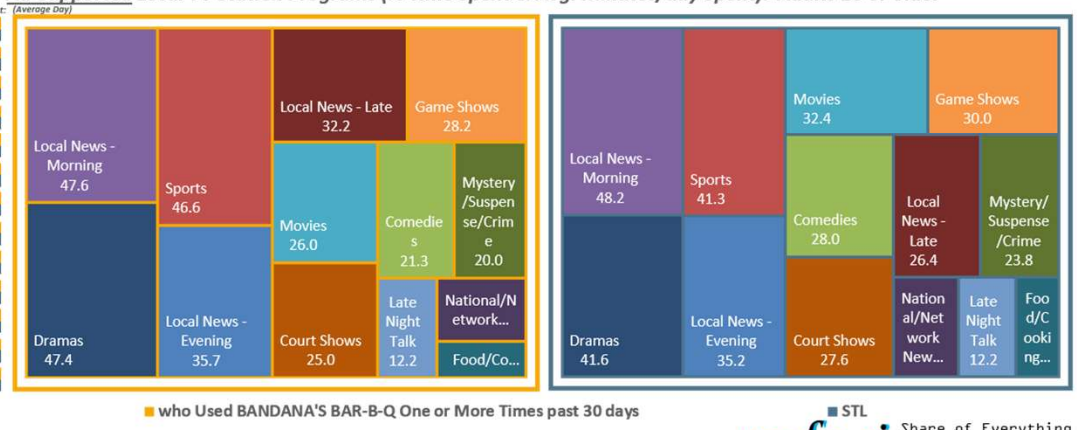
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 65

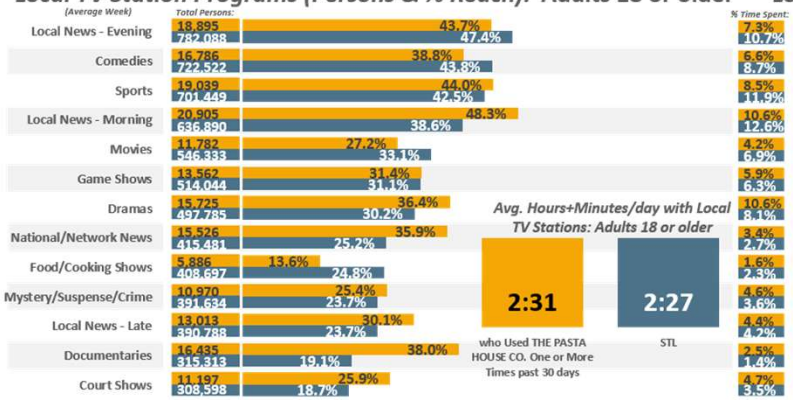
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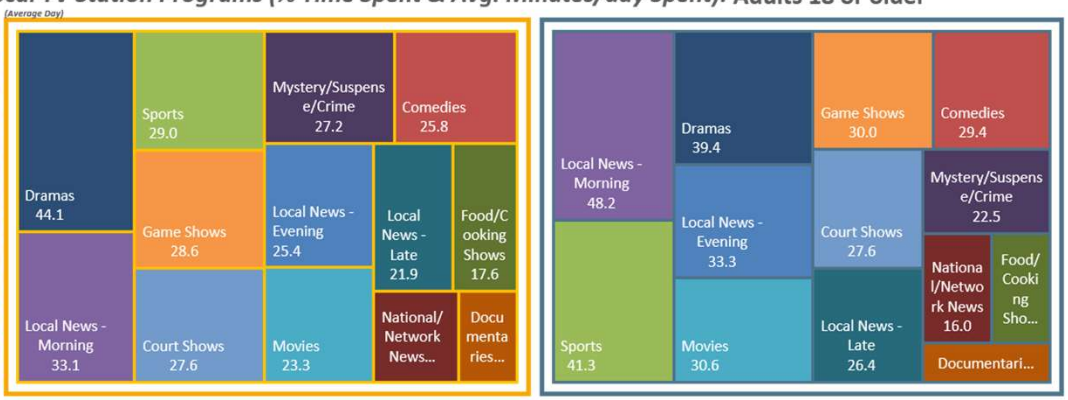
Sit-down restaurants used past 30 days: Bandana's Bar-B-Q

42,338 or 82.1% of Adults 18 or older who Used THE PASTA HOUSE CO. One or More Times past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Sports, Local News - Evening, Comedies, Dramas, and National/Network News.

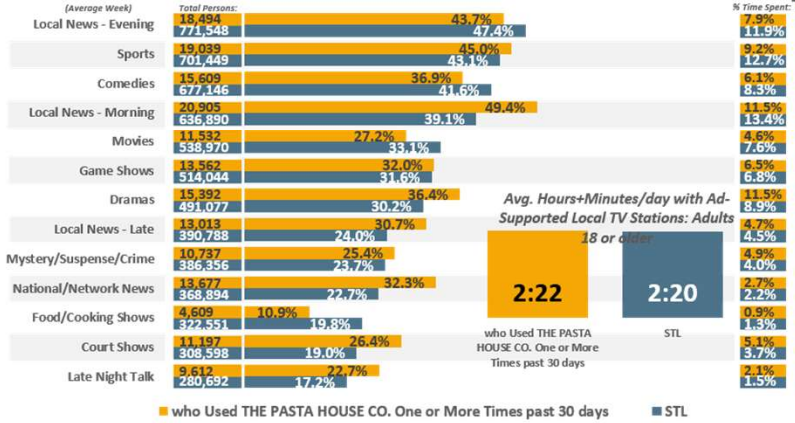
Local TV Station Programs (Persons & % Reach): Adults 18 or older



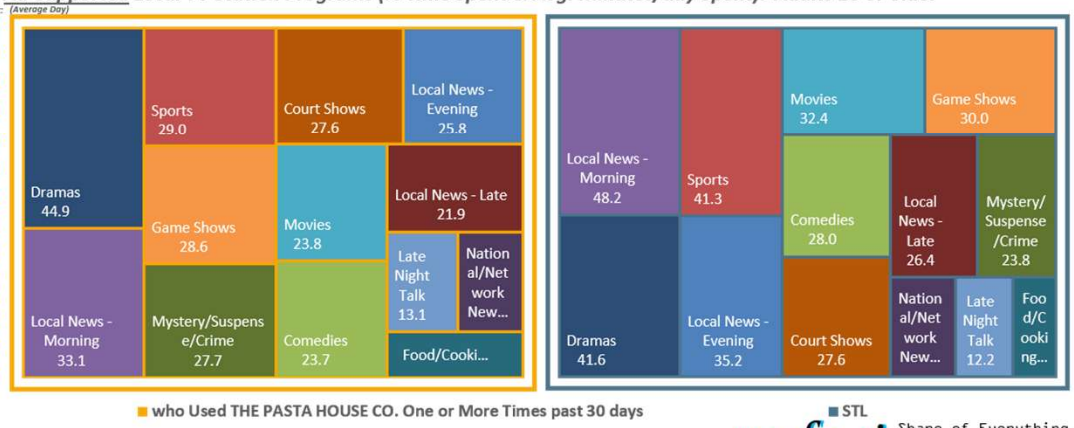
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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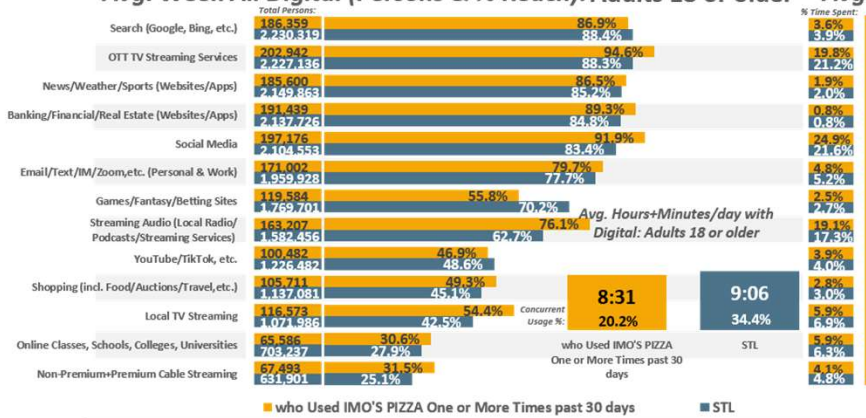
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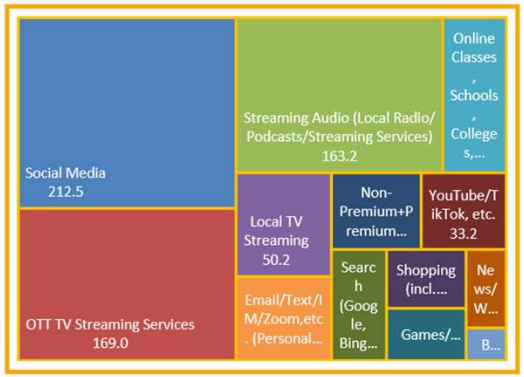
Sit-down restaurants used past 30 days: The Pasta House Co.

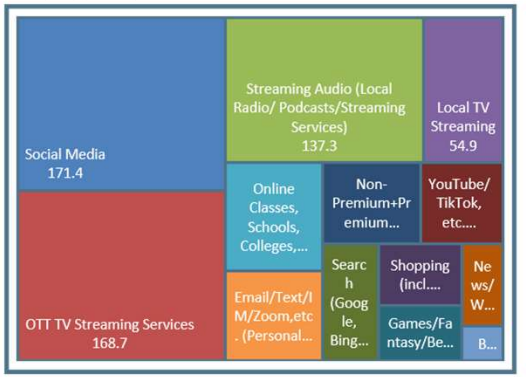
188,764 or 88.% of Adults 18 or older who Used IMO'S PIZZA One or More Times past 30 days use Ad-Supported Social Media for an average of 203.5 minutes every day representing 31.5% of all time spent daily with Ad-Supported Digital Media.

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

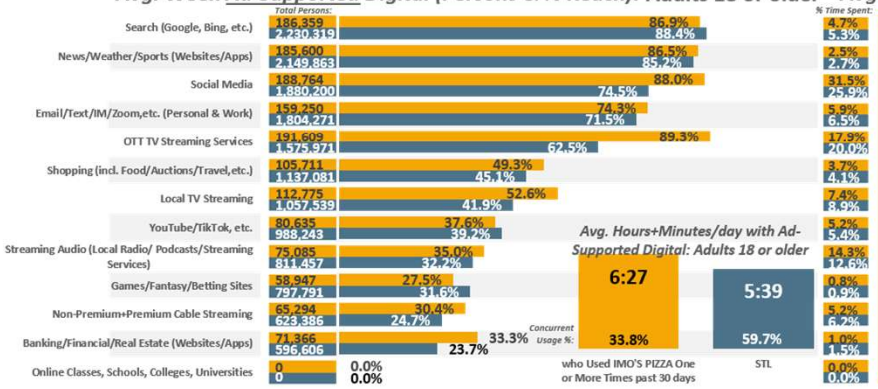


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

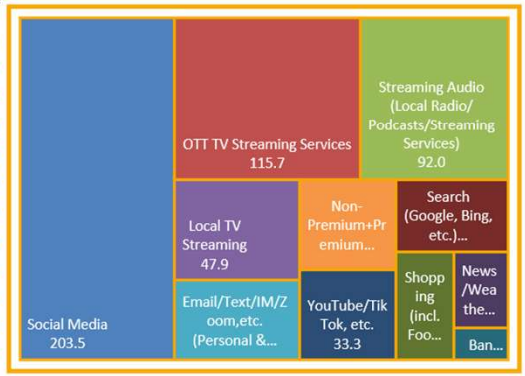


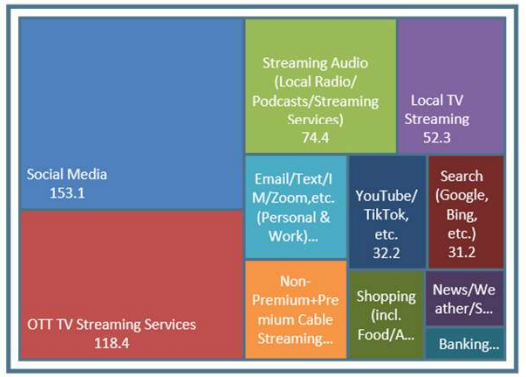


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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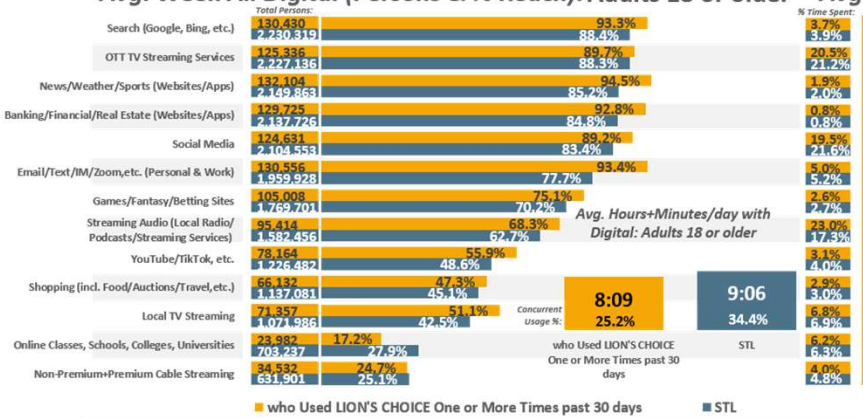
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Quick service restaurants used past 30 days: Imo's Pizza

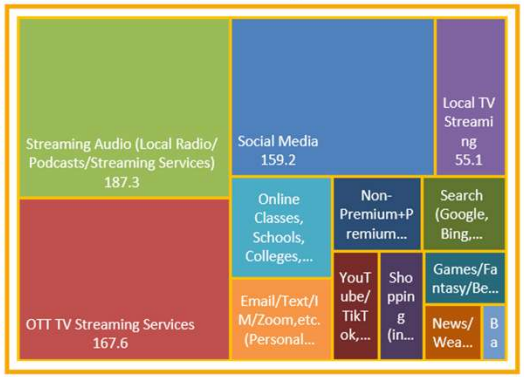


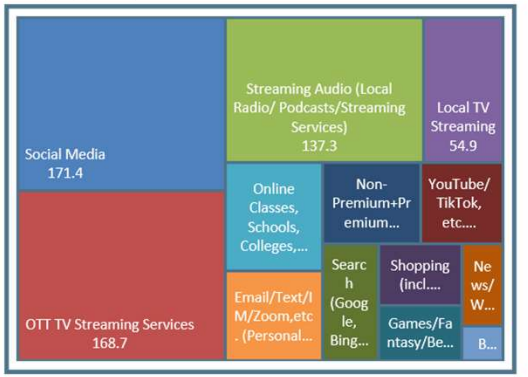
117,285 or 83.9% of Adults 18 or older who Used LION'S CHOICE One or More Times past 30 days use Ad-Supported Social Media for an average of 149.8 minutes every day representing 25.% of all time spent daily with Ad-Supported Digital Media.

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

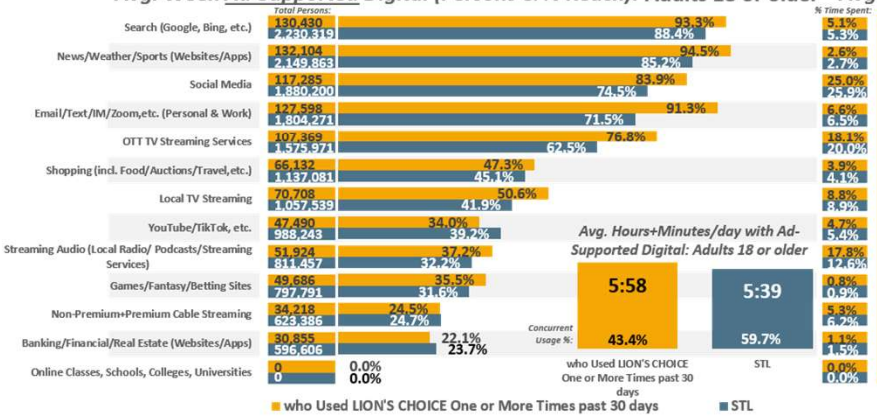


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

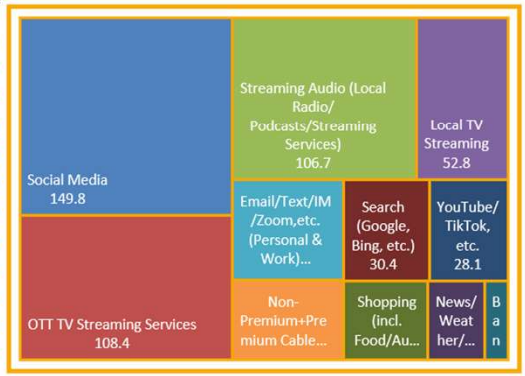


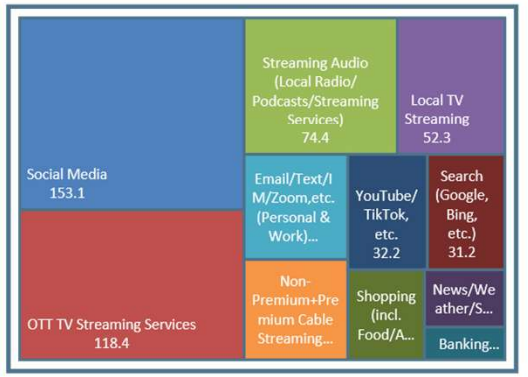


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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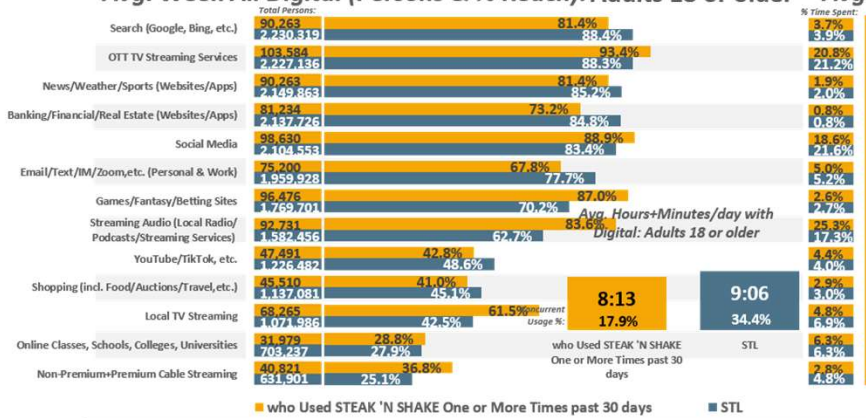
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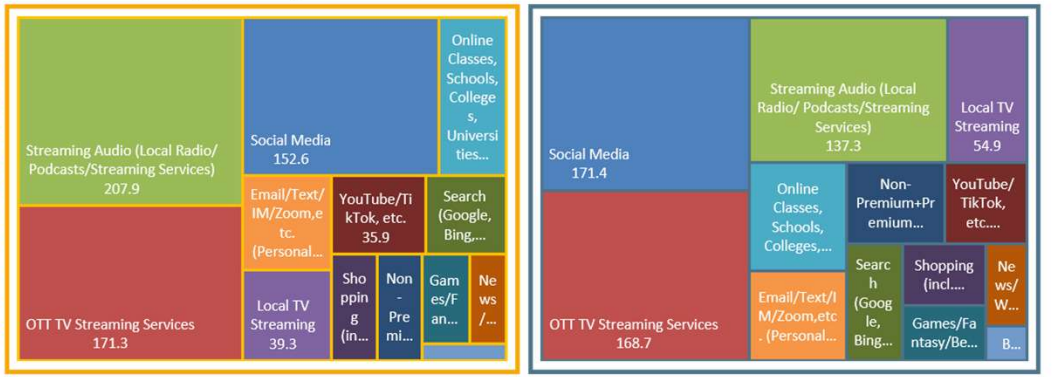
Quick service restaurants used past 30 days: Lion's Choice

93,304 or 84.1% of Adults 18 or older who Used STEAK 'N SHAKE One or More Times past 30 days use Ad-Supported Social Media for an average of 144.4 minutes every day representing 23.9% of all time spent daily with Ad-Supported Digital Media.

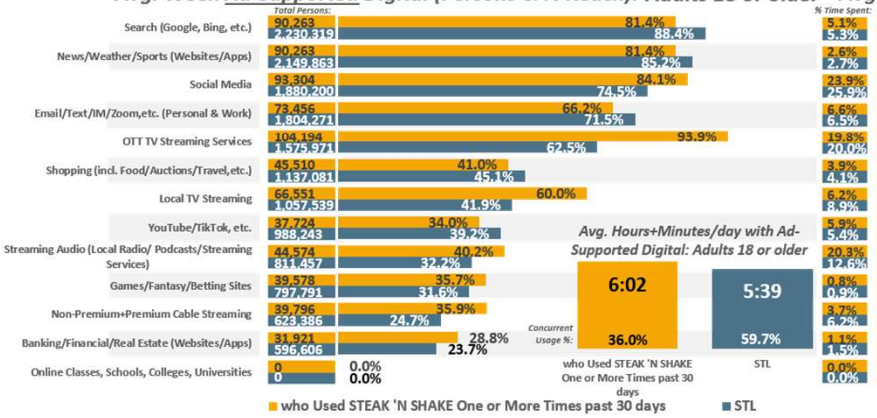
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



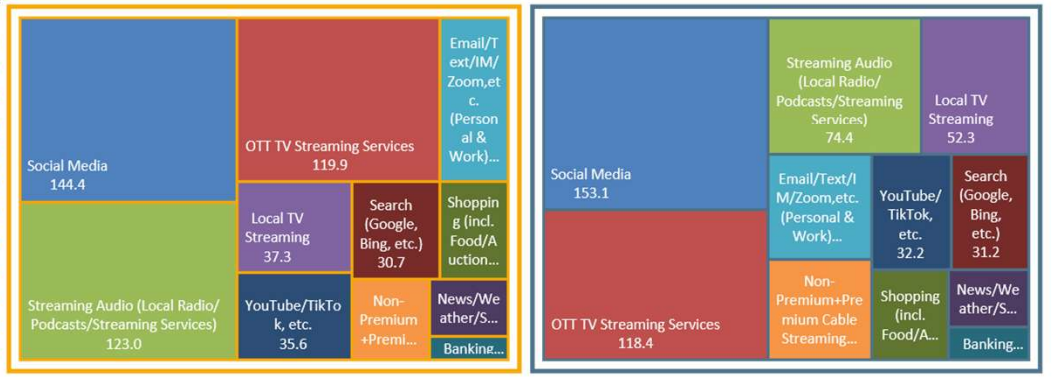
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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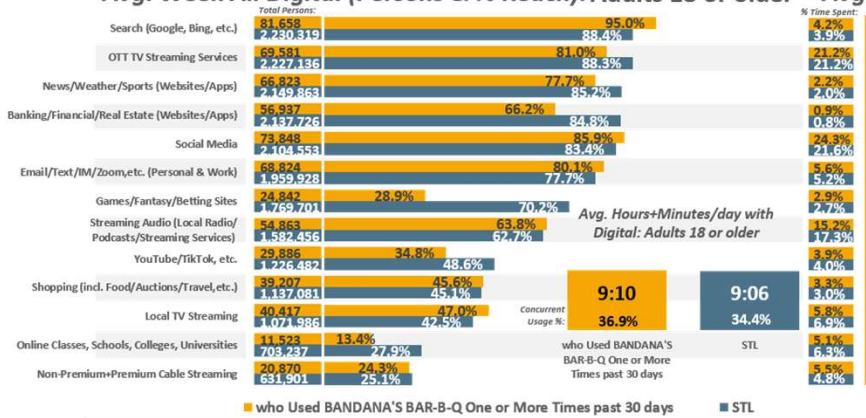
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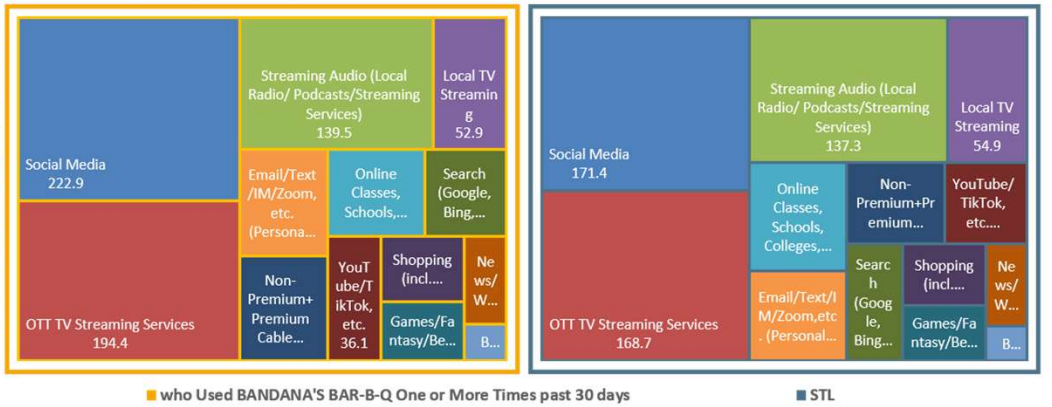
Sit-down restaurants used past 30 days: Steak 'n Shake

69,163 or 80.5% of Adults 18 or older who Used BANDANA'S BAR-B-Q One or More Times past 30 days use Ad-Supported Social Media for an average of 208.7 minutes every day representing 30.% of all time spent daily with Ad-Supported Digital Media.

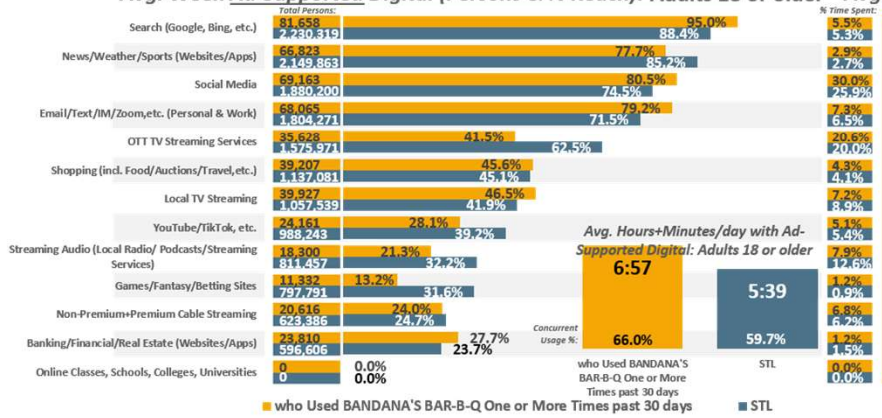
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



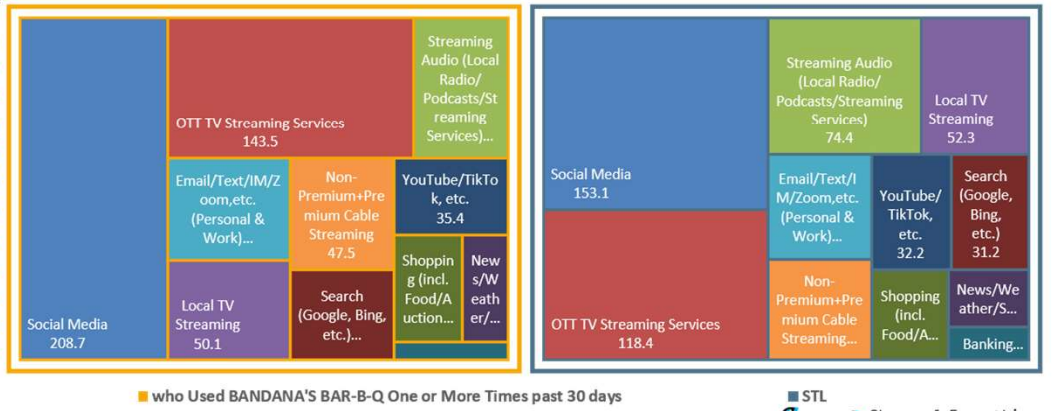
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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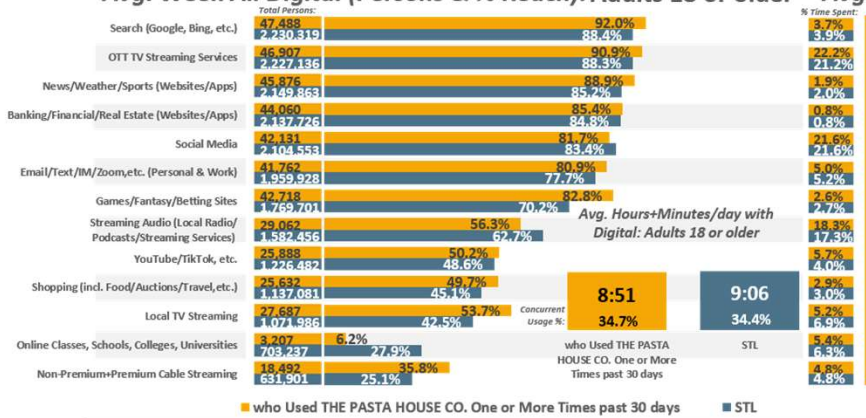
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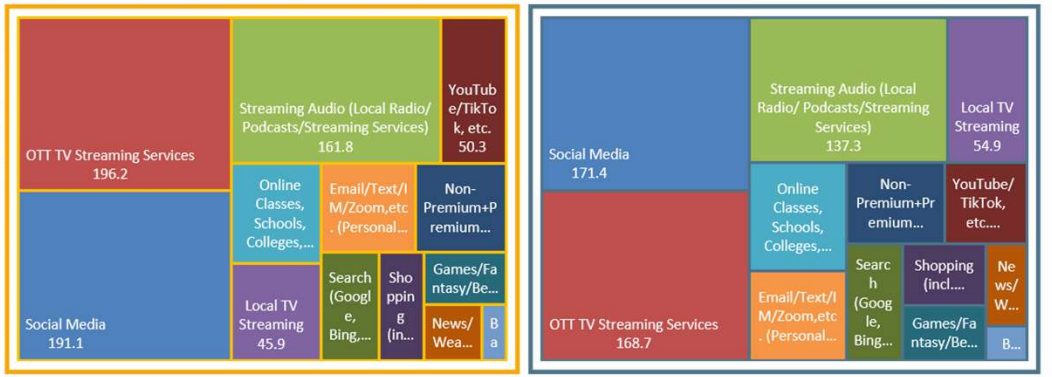
Sit-down restaurants used past 30 days: Bandana's Bar-B-Q

32,147 or 62.3% of Adults 18 or older who Used THE PASTA HOUSE CO. One or More Times past 30 days use Ad-Supported Social Media for an average of 145.8 minutes every day representing 23.5% of all time spent daily with Ad-Supported Digital Media.

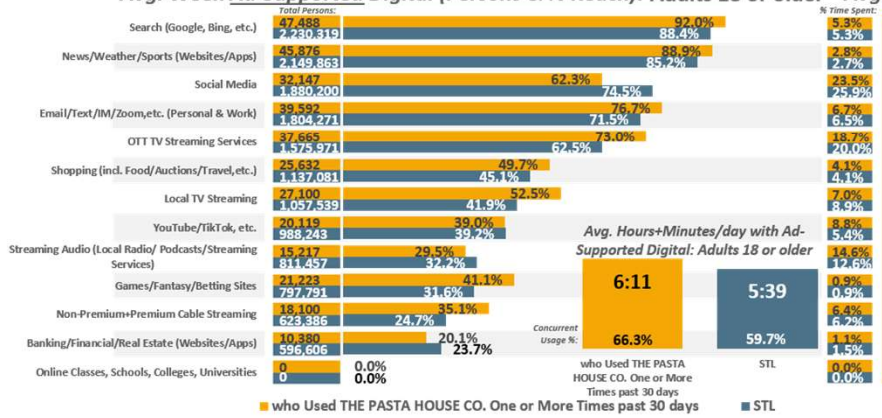
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



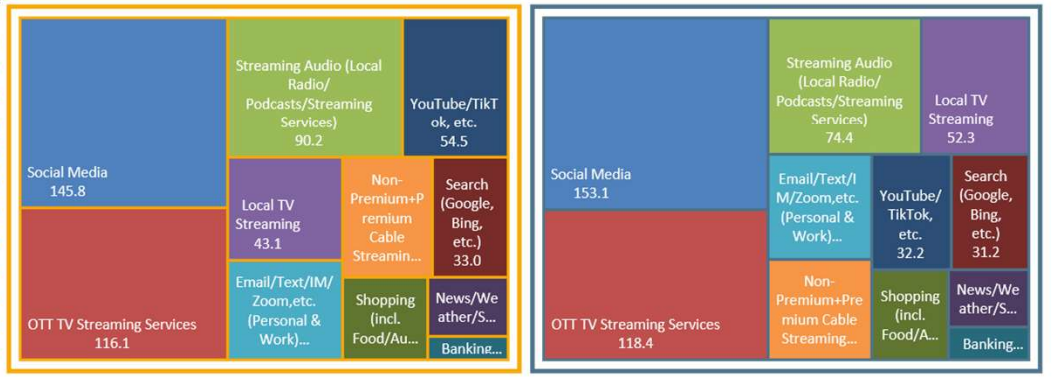
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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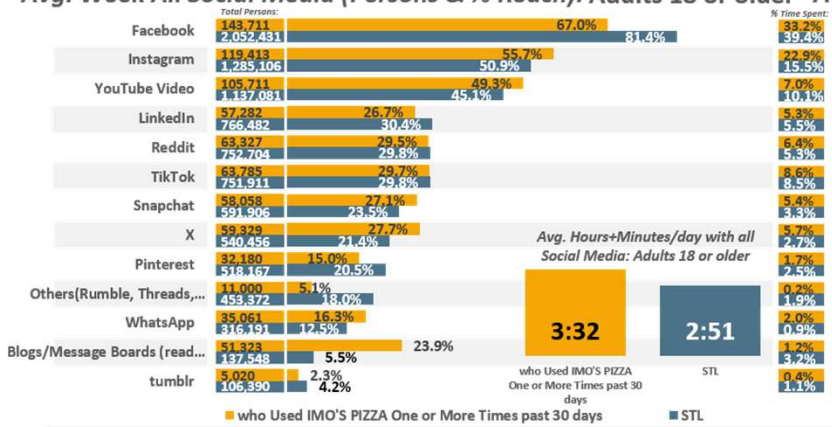
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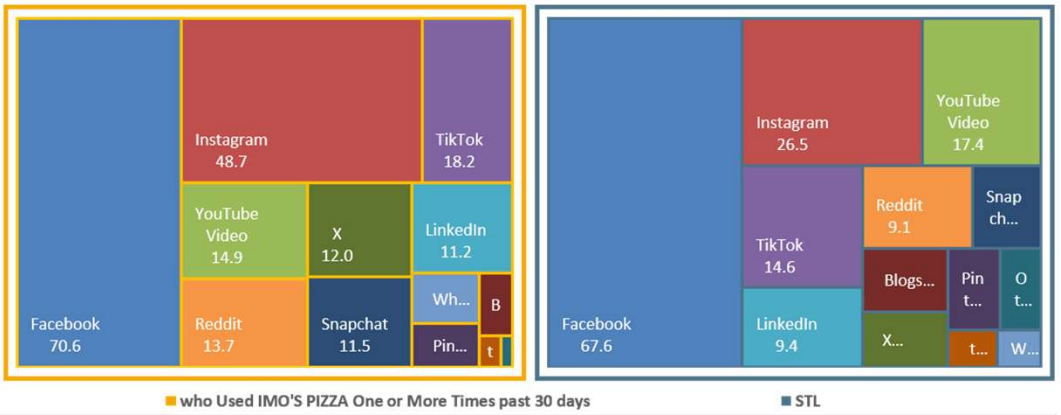
Sit-down restaurants used past 30 days: The Pasta House Co.

143,711 or 67.% of Adults 18 or older who Used IMO'S PIZZA One or More Times past 30 days use Ad-Supported Facebook for an average of 76.9 minutes every day representing 37.8% of all time spent daily with Ad-Supported Social Media.

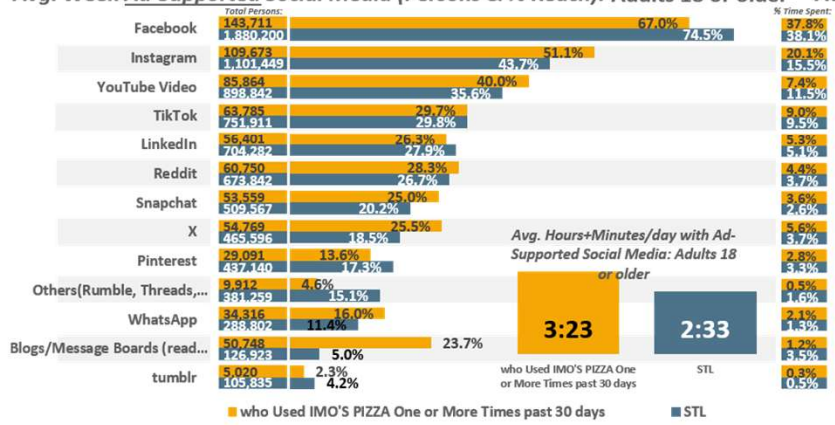
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



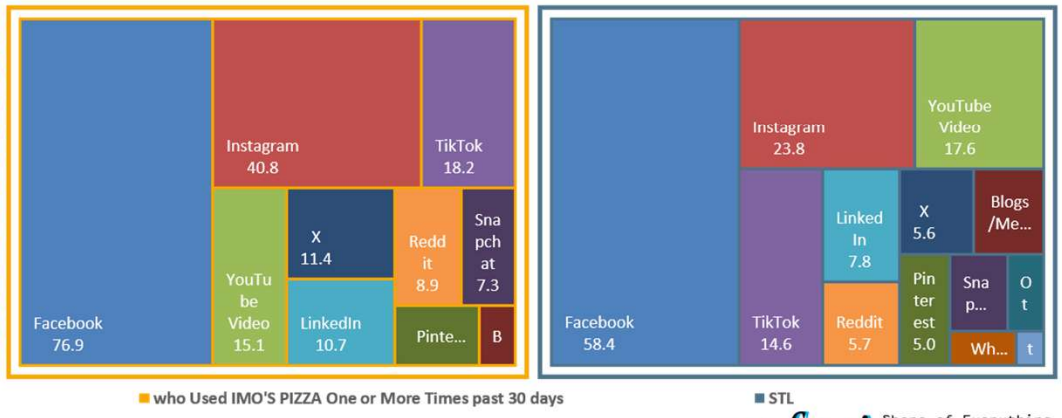
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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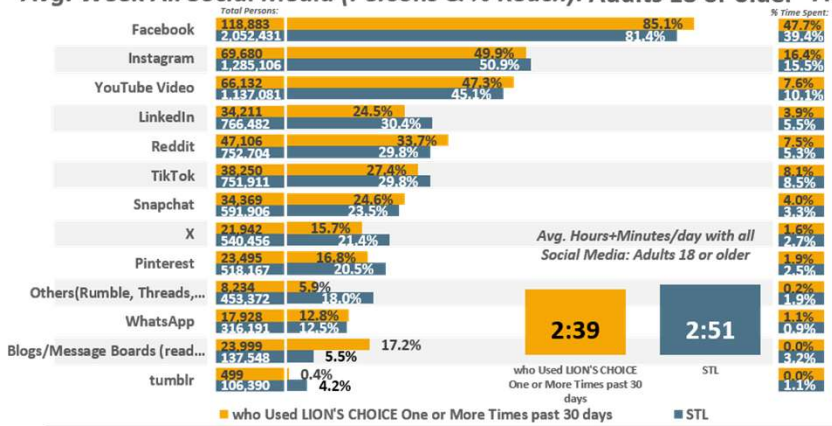
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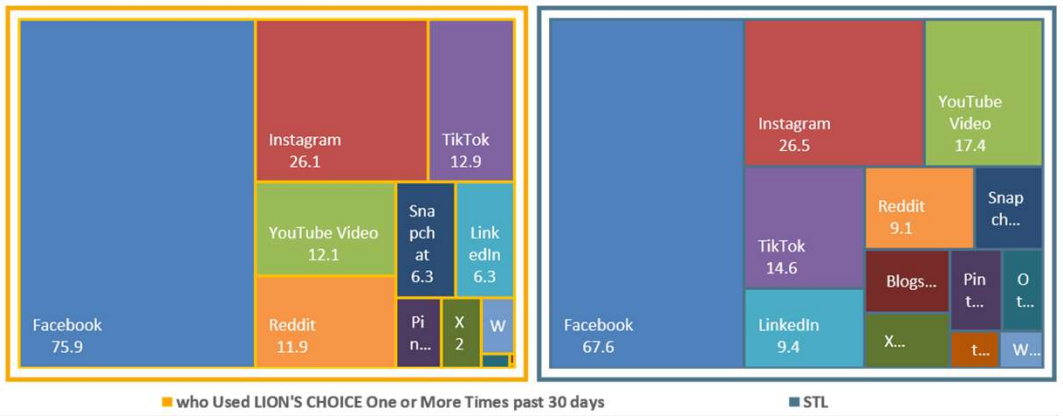
Quick service restaurants used past 30 days: Imo's Pizza

117,285 or 83.9% of Adults 18 or older who Used LION'S CHOICE One or More Times past 30 days use Ad-Supported Facebook for an average of 66.7 minutes every day representing 44.6% of all time spent daily with Ad-Supported Social Media.

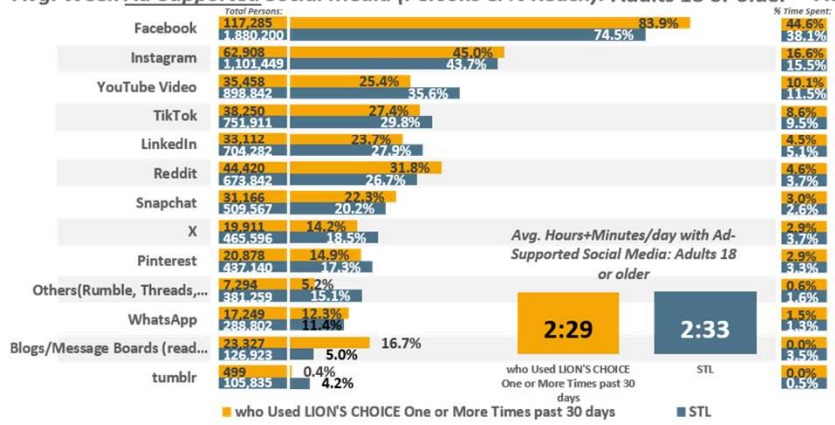
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



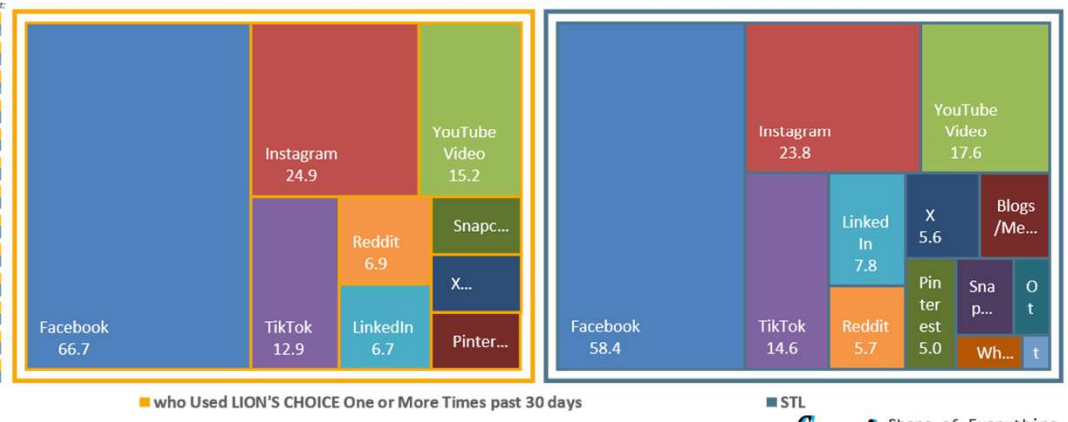
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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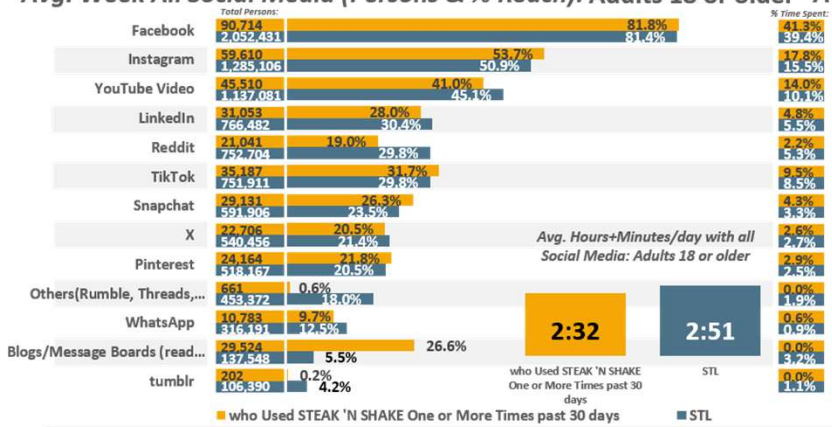
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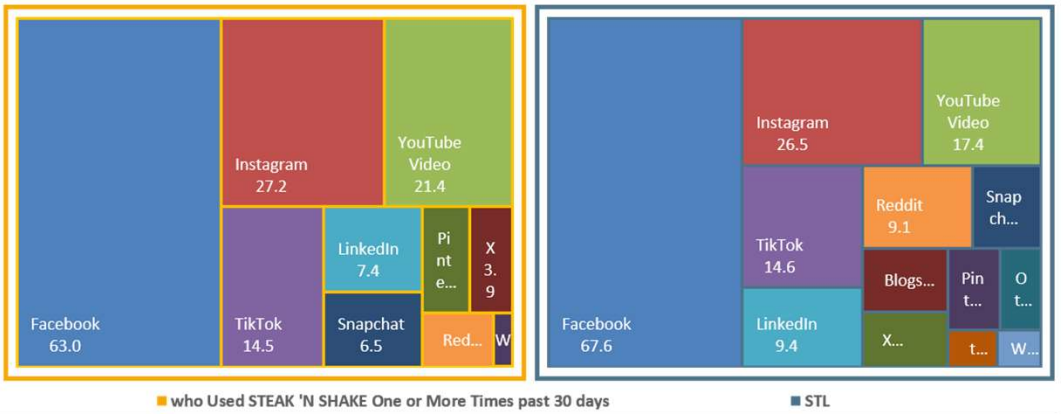
Quick service restaurants used past 30 days: Lion's Choice

90,714 or 81.8% of Adults 18 or older who Used STEAK 'N SHAKE One or More Times past 30 days use Ad-Supported Facebook for an average of 58.1 minutes every day representing 40.2% of all time spent daily with Ad-Supported Social Media.

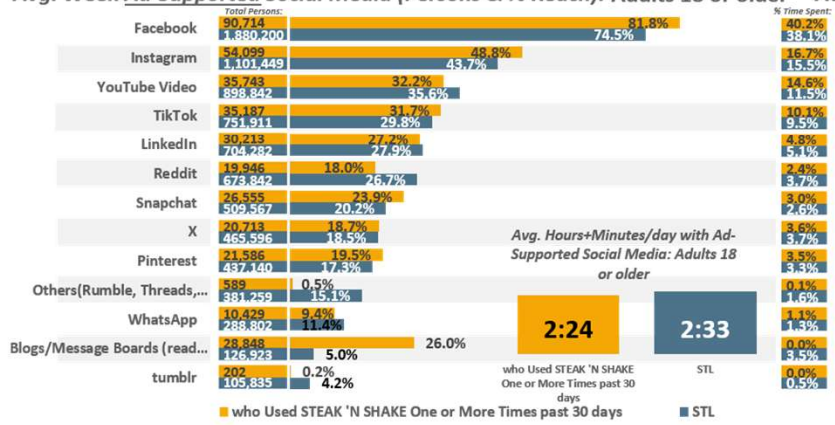
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



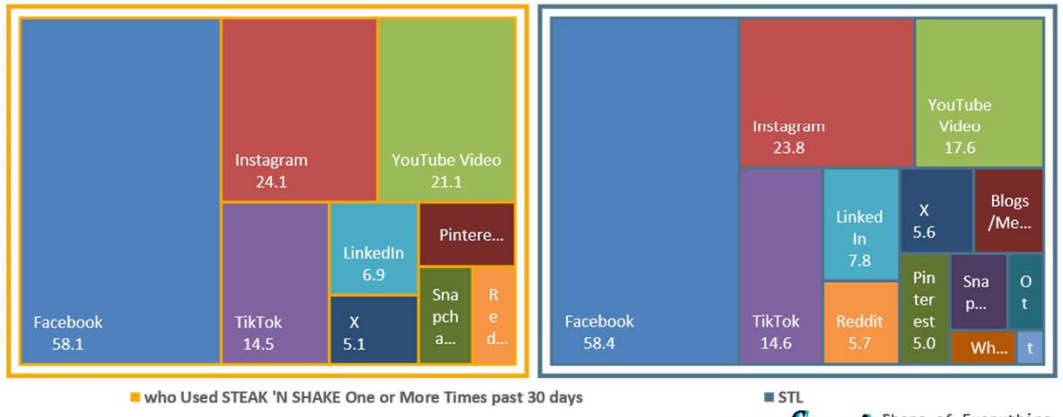
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 100

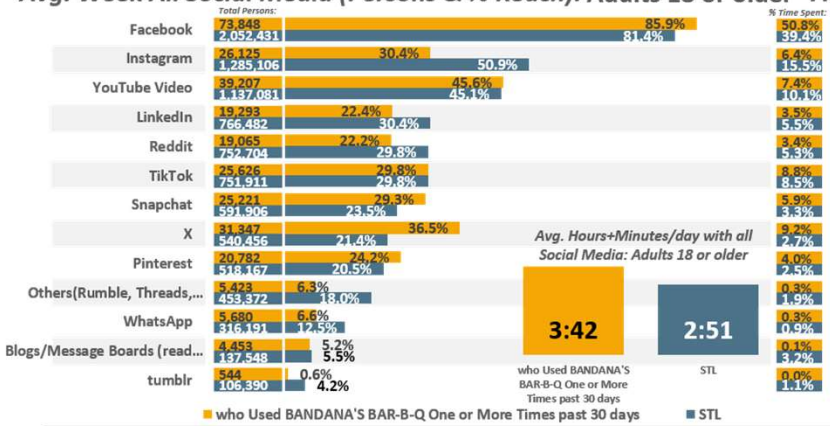
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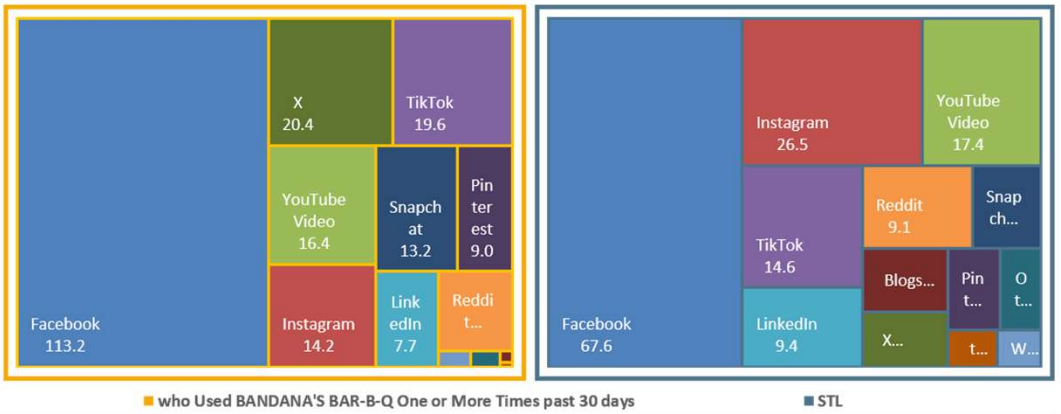
Sit-down restaurants used past 30 days: Steak 'n Shake

69,163 or 80.5% of Adults 18 or older who Used BANDANA'S BAR-B-Q One or More Times past 30 days use Ad-Supported Facebook for an average of 97.5 minutes every day representing 46.7% of all time spent daily with Ad-Supported Social Media.

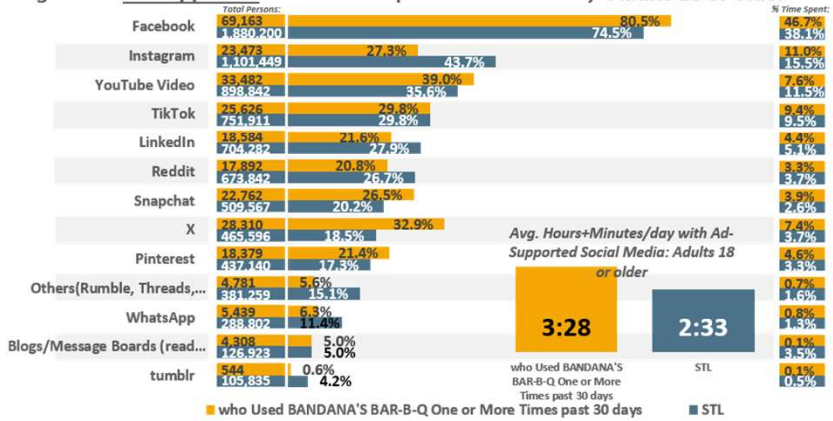
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



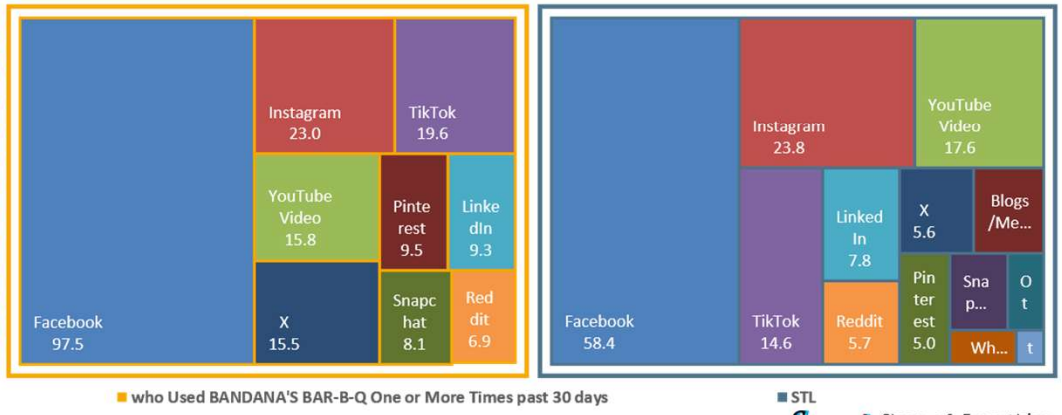
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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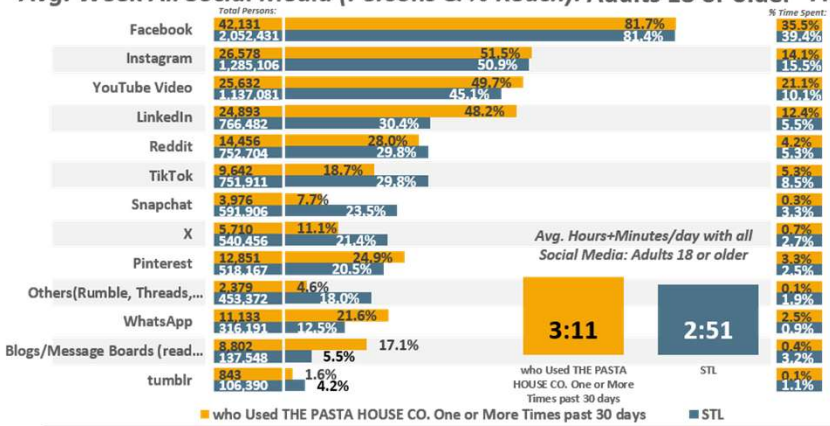
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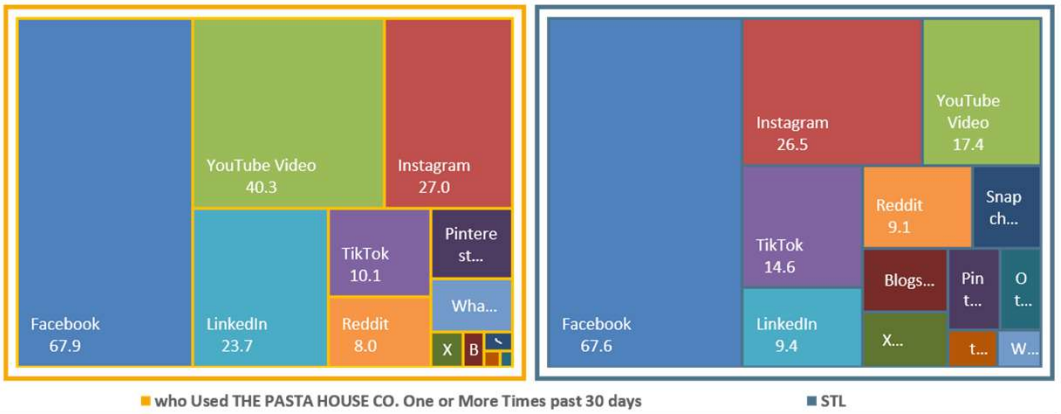
Sit-down restaurants used past 30 days: Bandana's Bar-B-Q

32,147 or 62.3% of Adults 18 or older who Used THE PASTA HOUSE CO. One or More Times past 30 days use Ad-Supported Facebook for an average of 45.6 minutes every day representing 31.3% of all time spent daily with Ad-Supported Social Media.

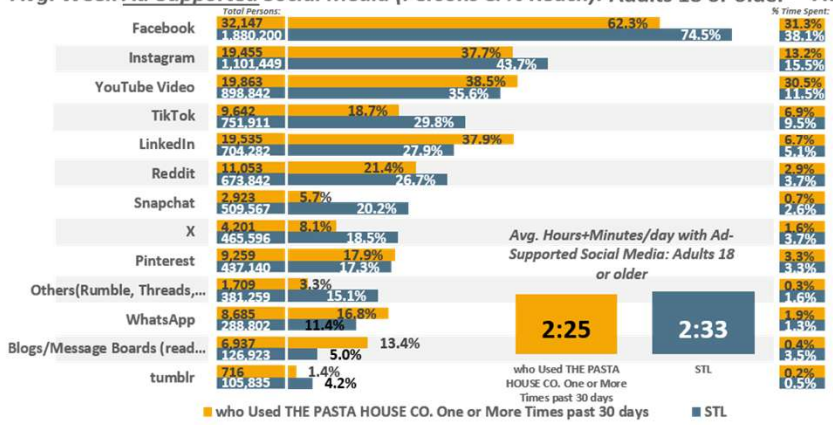
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



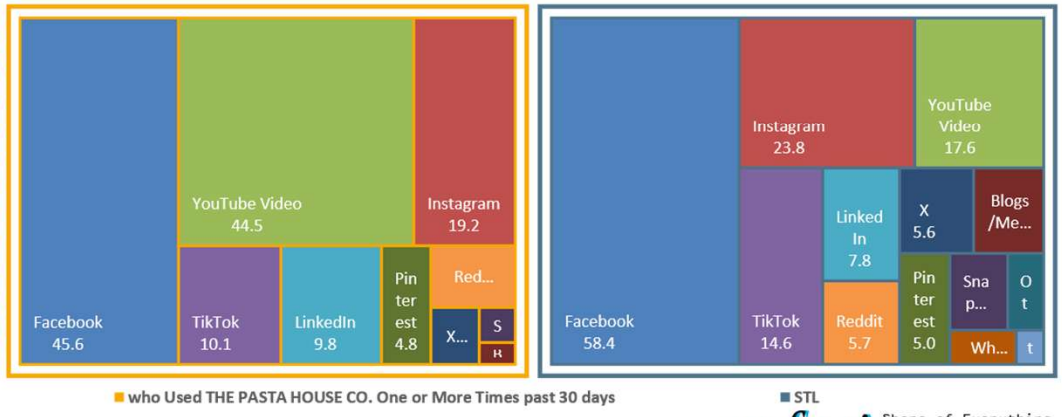
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



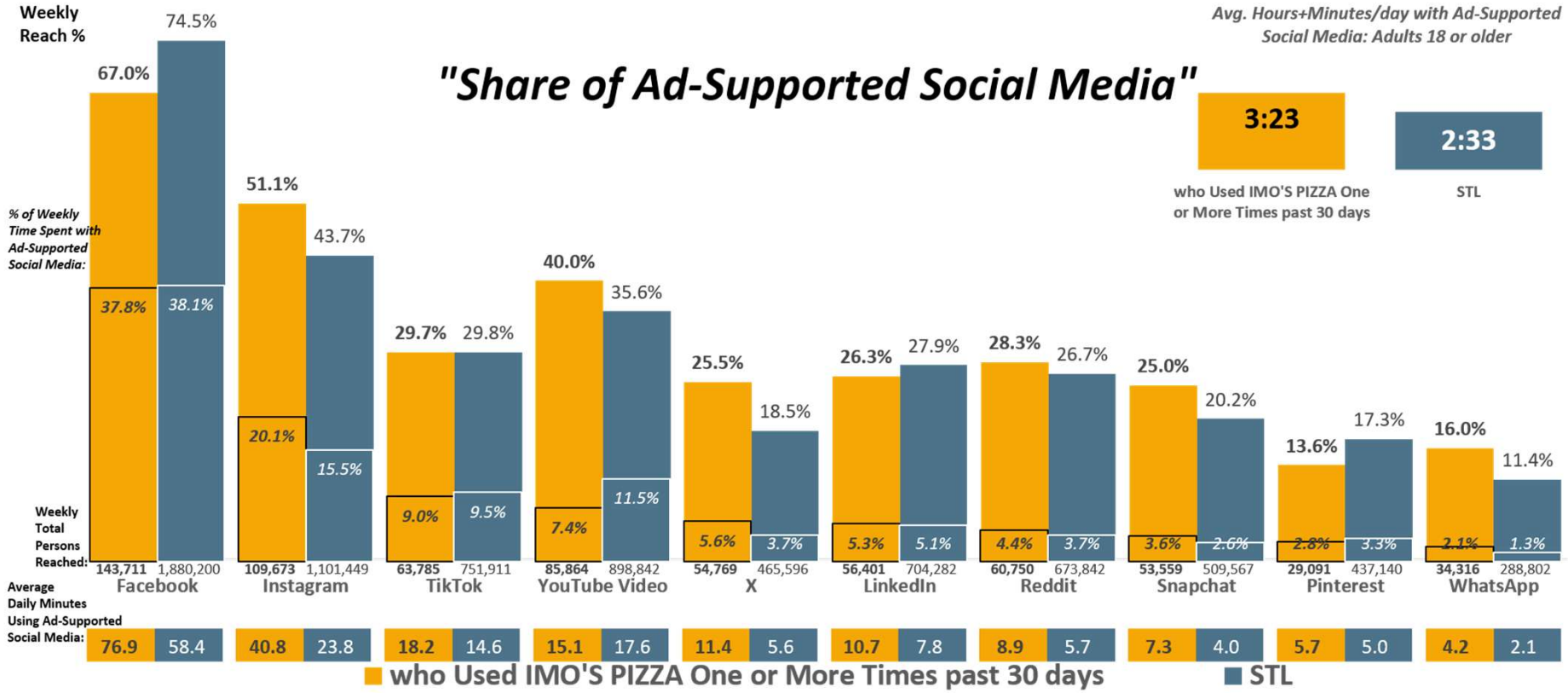
STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 57

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Sit-down restaurants used past 30 days: The Pasta House Co.

143,711 or 67.% of Adults 18 or older who Used IMO'S PIZZA One or More Times past 30 days use Ad-Supported Facebook for an average of 76.9 minutes every day representing 37.8% of all time spent daily with Ad-Supported Social Media.



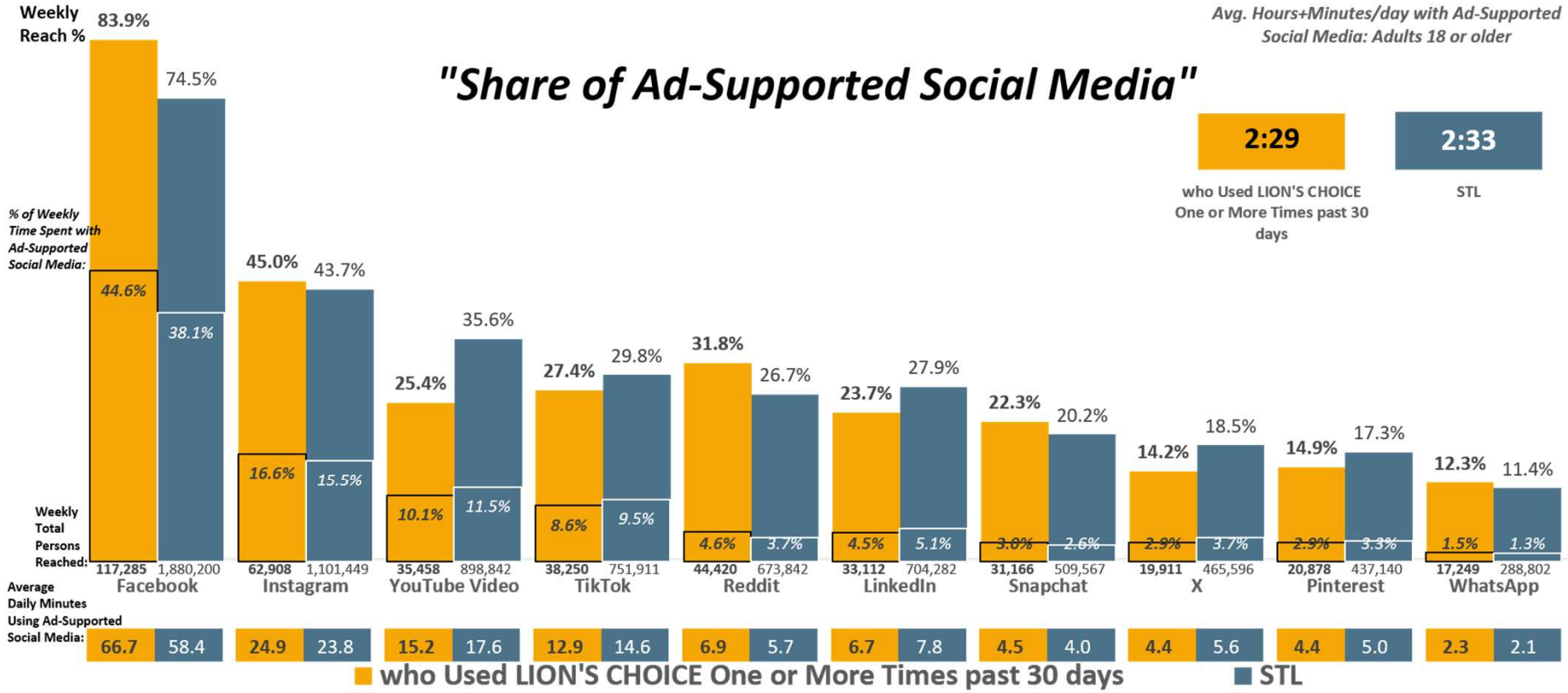
STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 169 STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

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

117,285 or 83.9% of Adults 18 or older who Used LION'S CHOICE One or More Times past 30 days use Ad-Supported Facebook for an average of 66.7 minutes every day representing 44.6% of all time spent daily with Ad-Supported Social Media.



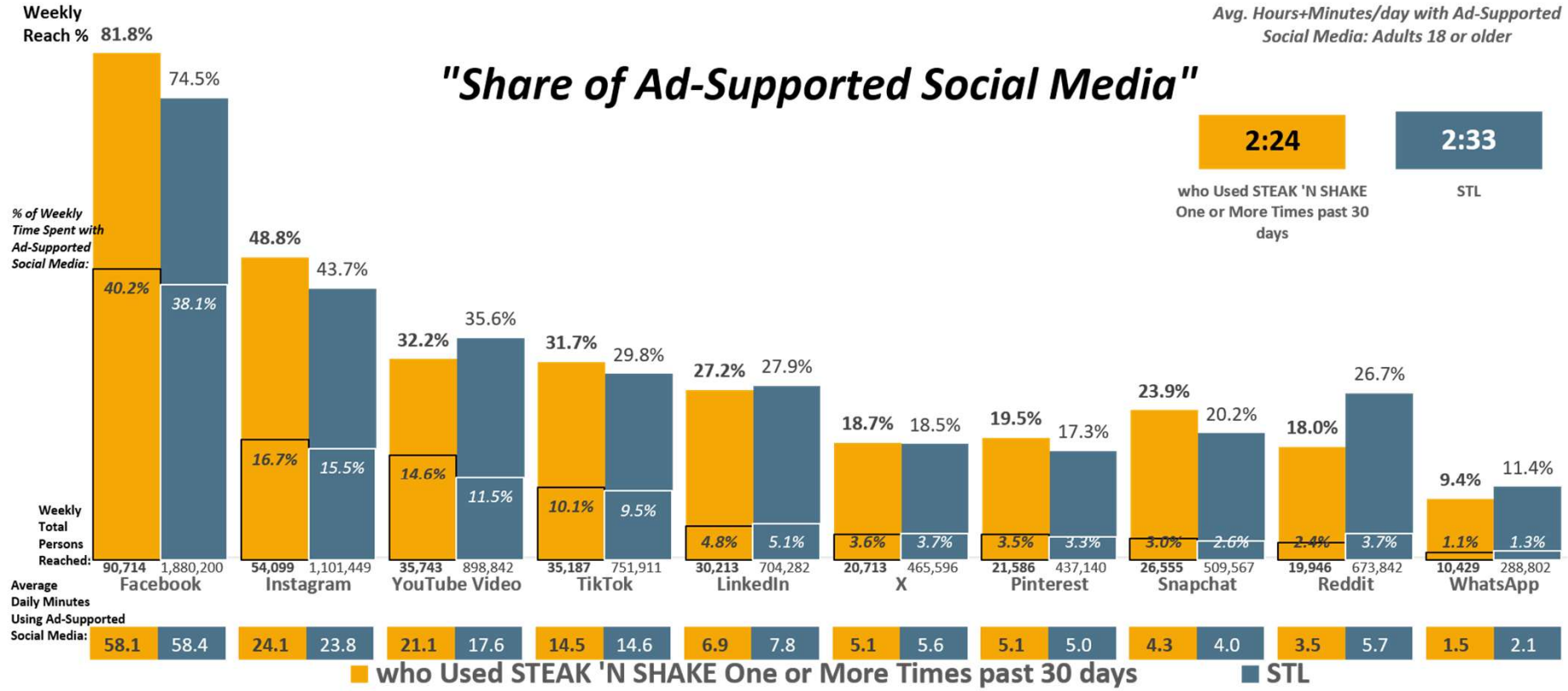
STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 111 STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

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Quick service restaurants used past 30 days: Lion's Choice

90,714 or 81.8% of Adults 18 or older who Used STEAK 'N SHAKE One or More Times past 30 days use Ad-Supported Facebook for an average of 58.1 minutes every day representing 40.2% of all time spent daily with Ad-Supported Social Media.



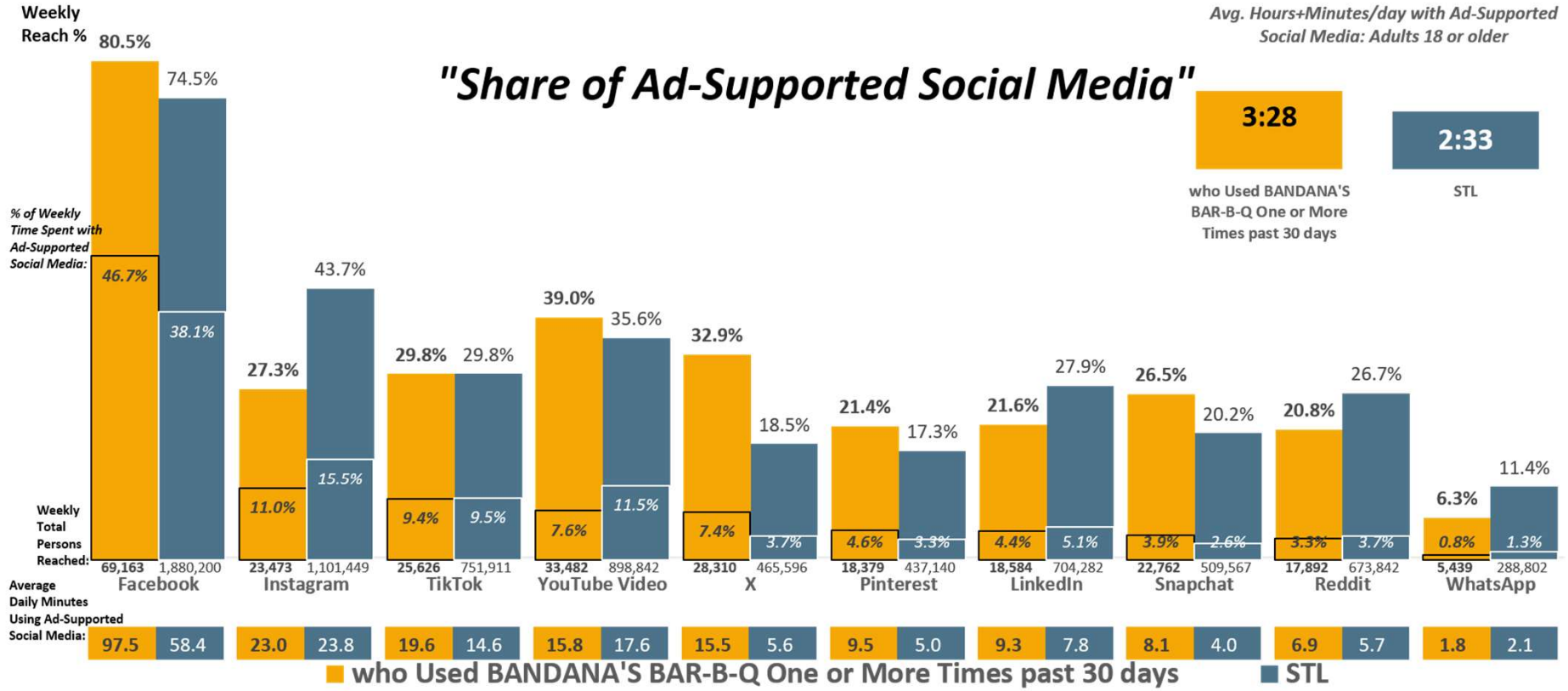
STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 100 STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

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Sit-down restaurants used past 30 days: Steak 'n Shake

69,163 or 80.5% of Adults 18 or older who Used BANDANA'S BAR-B-Q One or More Times past 30 days use Ad-Supported Facebook for an average of 97.5 minutes every day representing 46.7% of all time spent daily with Ad-Supported Social Media.



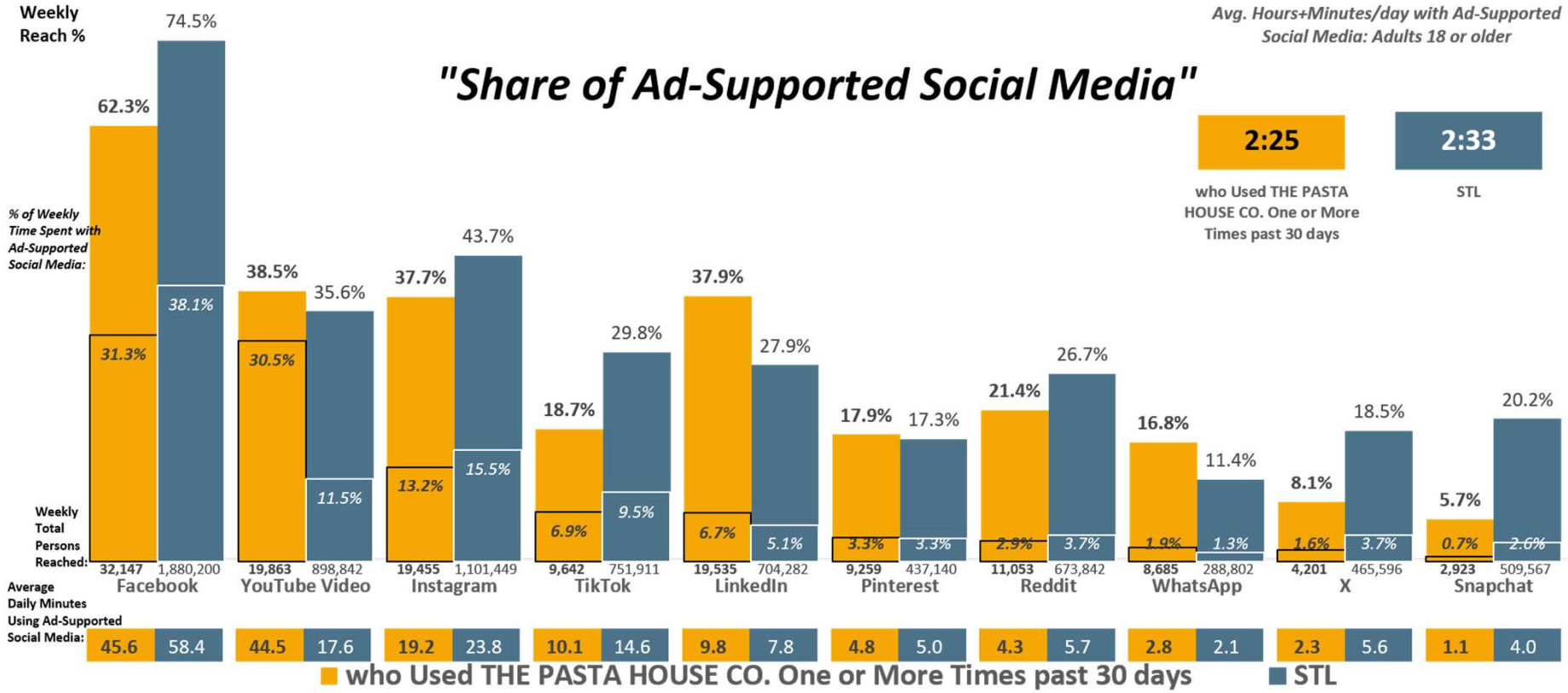
STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 65 STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

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Sit-down restaurants used past 30 days: Bandana's Bar-B-Q

32,147 or 62.3% of Adults 18 or older who Used THE PASTA HOUSE CO. One or More Times past 30 days use Ad-Supported Facebook for an average of 45.6 minutes every day representing 31.3% of all time spent daily with Ad-Supported Social Media.



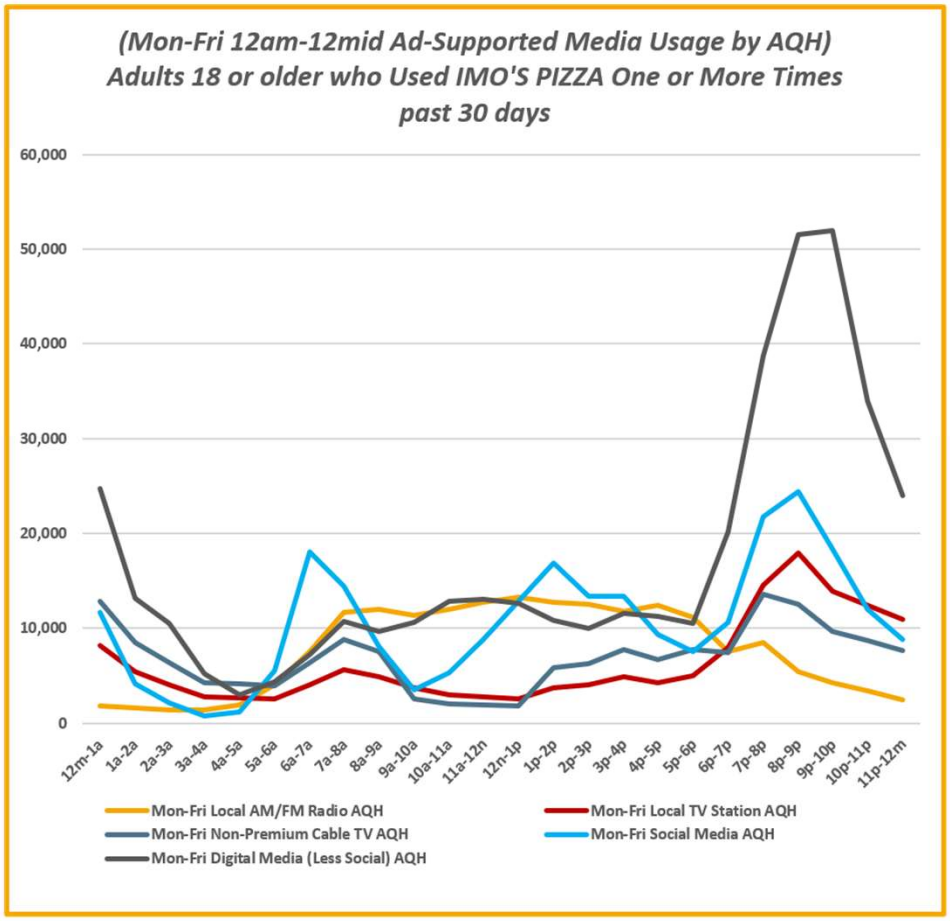
STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 57 STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

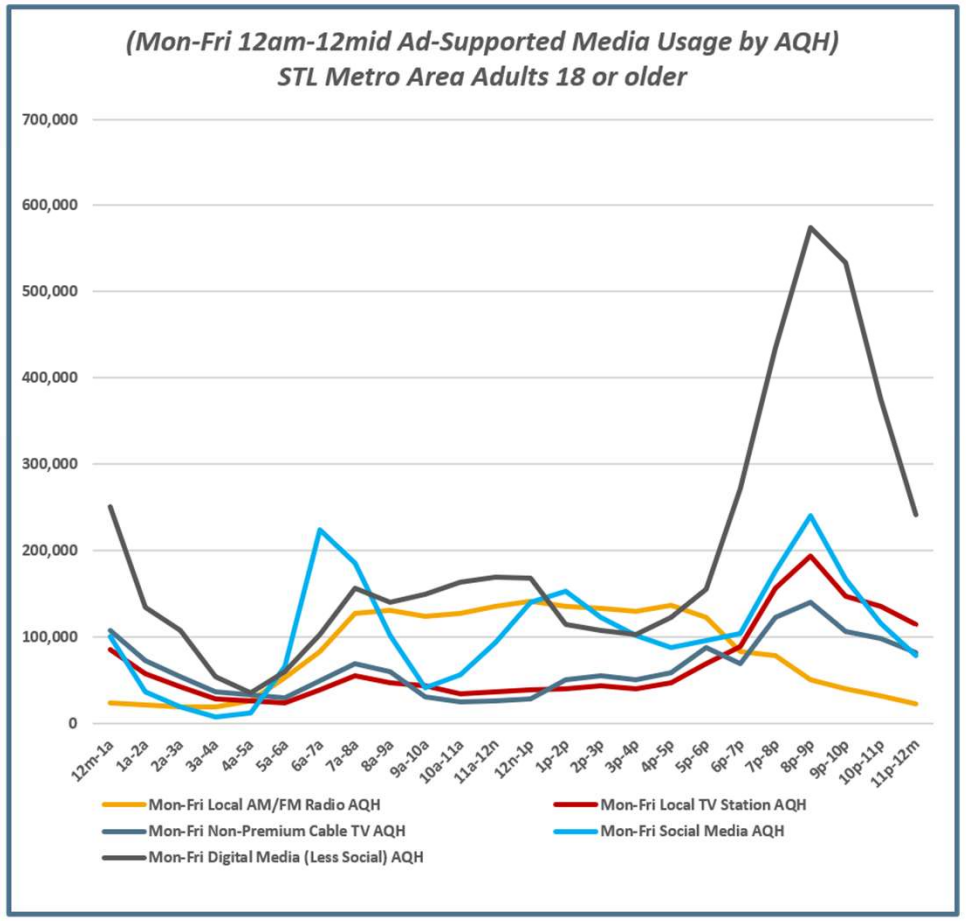
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Sit-down restaurants used past 30 days: The Pasta House Co.

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 11,627; Local Radio: 11,432; Social Media: 10,942; Non-Prem. Cable: 5,614; Local TV: 4,351 reaching Adults 18 or older who Used IMO'S PIZZA One or More Times past 30 days





STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 169

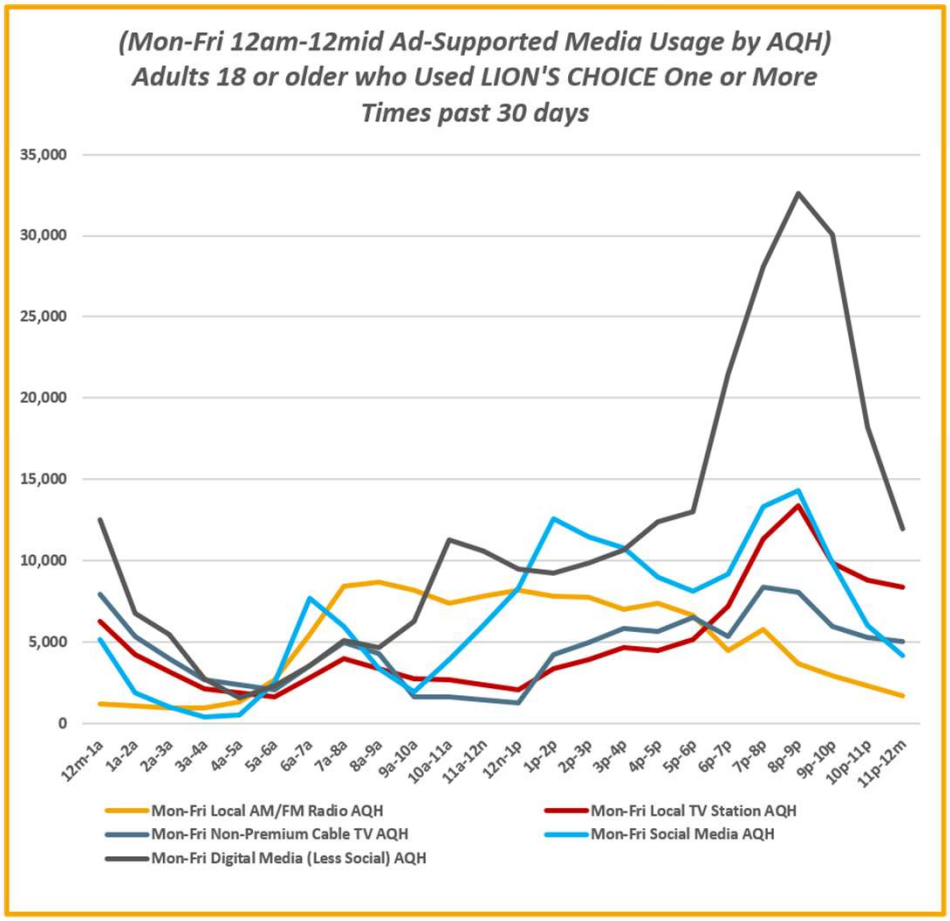
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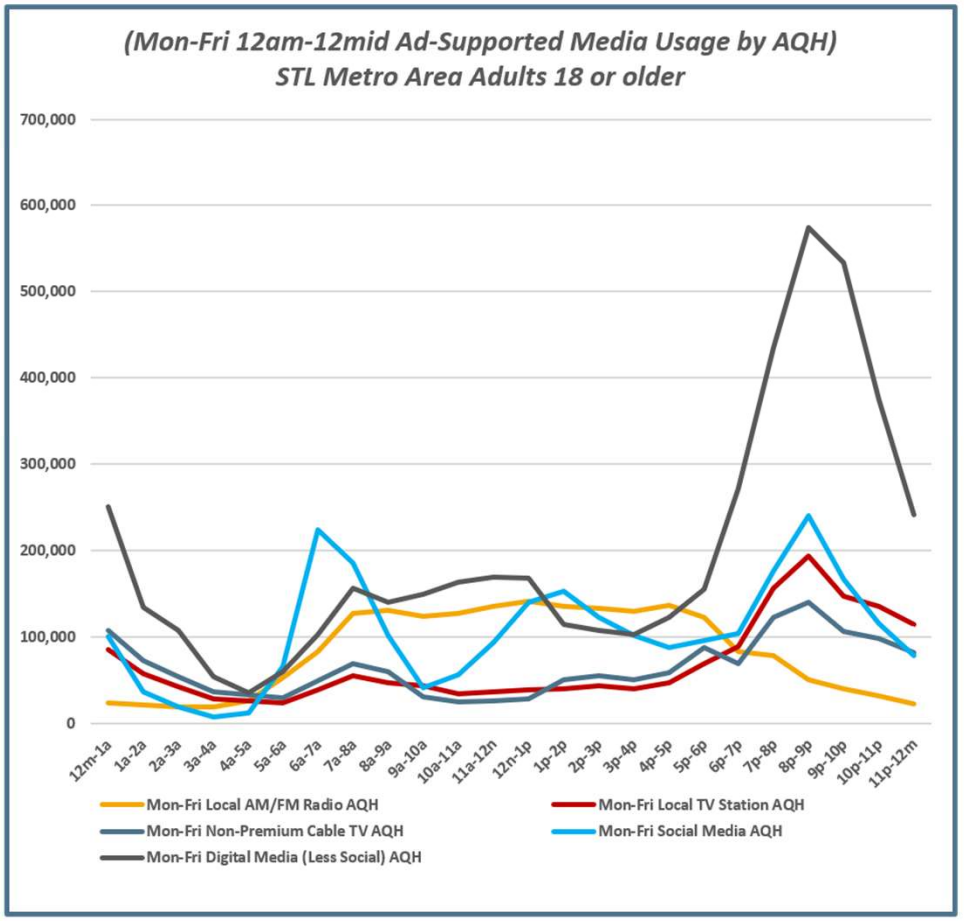
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Quick service restaurants used past 30 days: Imo's Pizza



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 9,798; Social Media: 7,547; Local Radio: 7,319; Non-Prem. Cable: 3,933; Local TV: 3,732 reaching Adults 18 or older who Used LION'S CHOICE One or More Times past 30 days.





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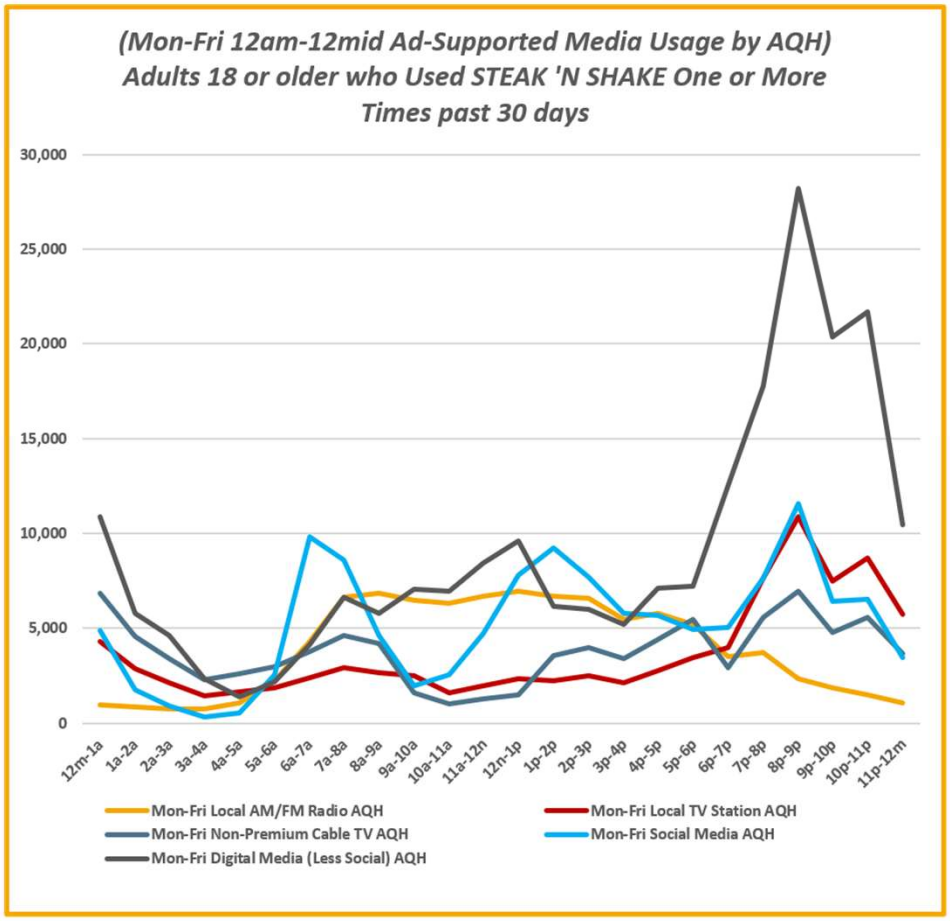
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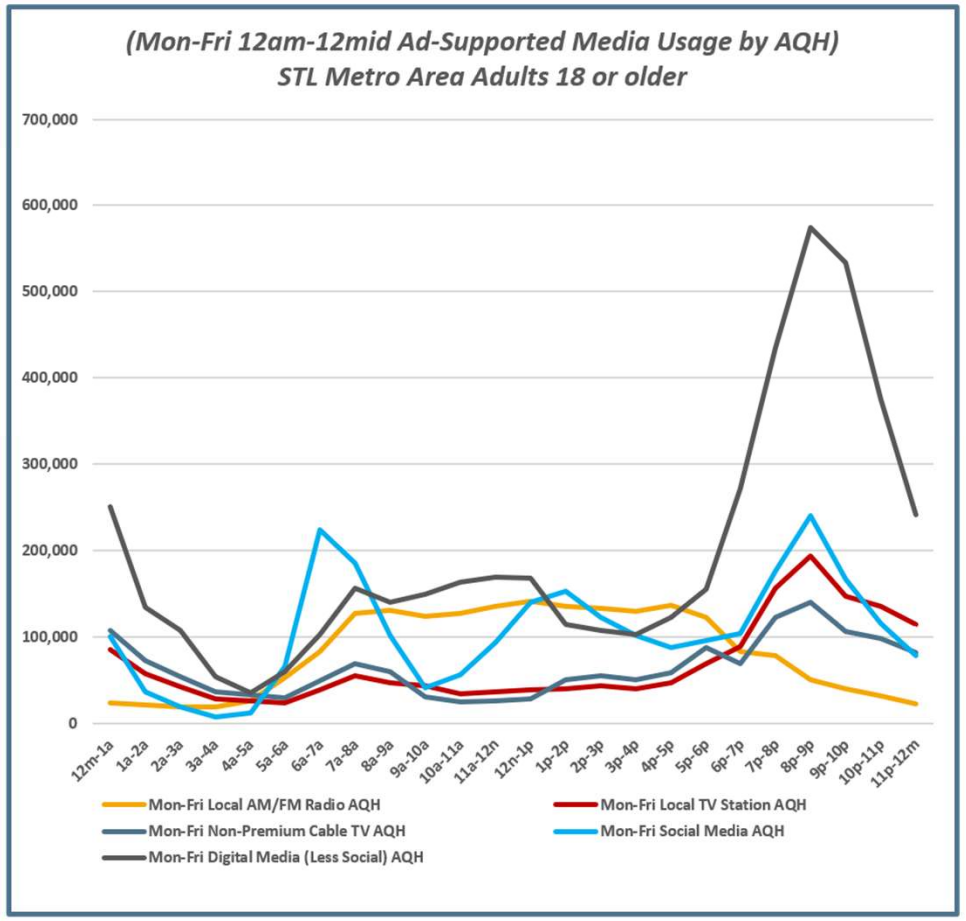
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Quick service restaurants used past 30 days: Lion's Choice



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,144; Social Media: 6,033; Local Radio: 5,964; Non-Prem. Cable: 3,217; Local TV: 2,577 reaching Adults 18 or older who Used STEAK 'N SHAKE One or More Times past 30 days





STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 100

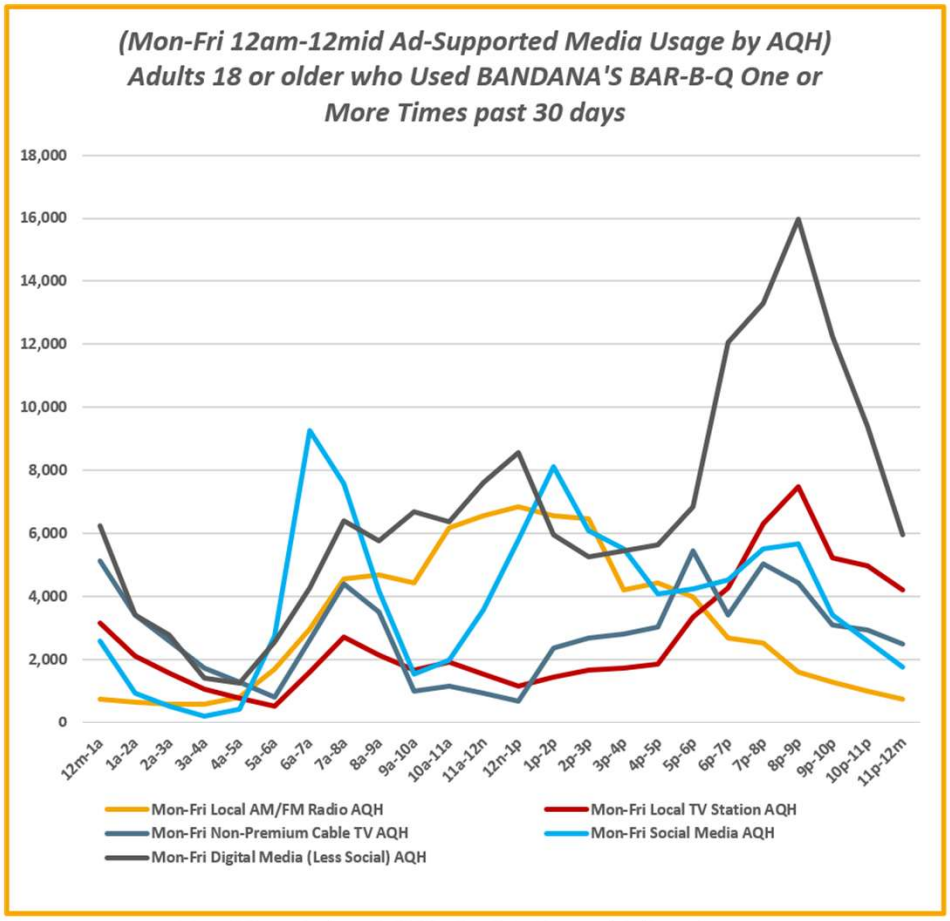
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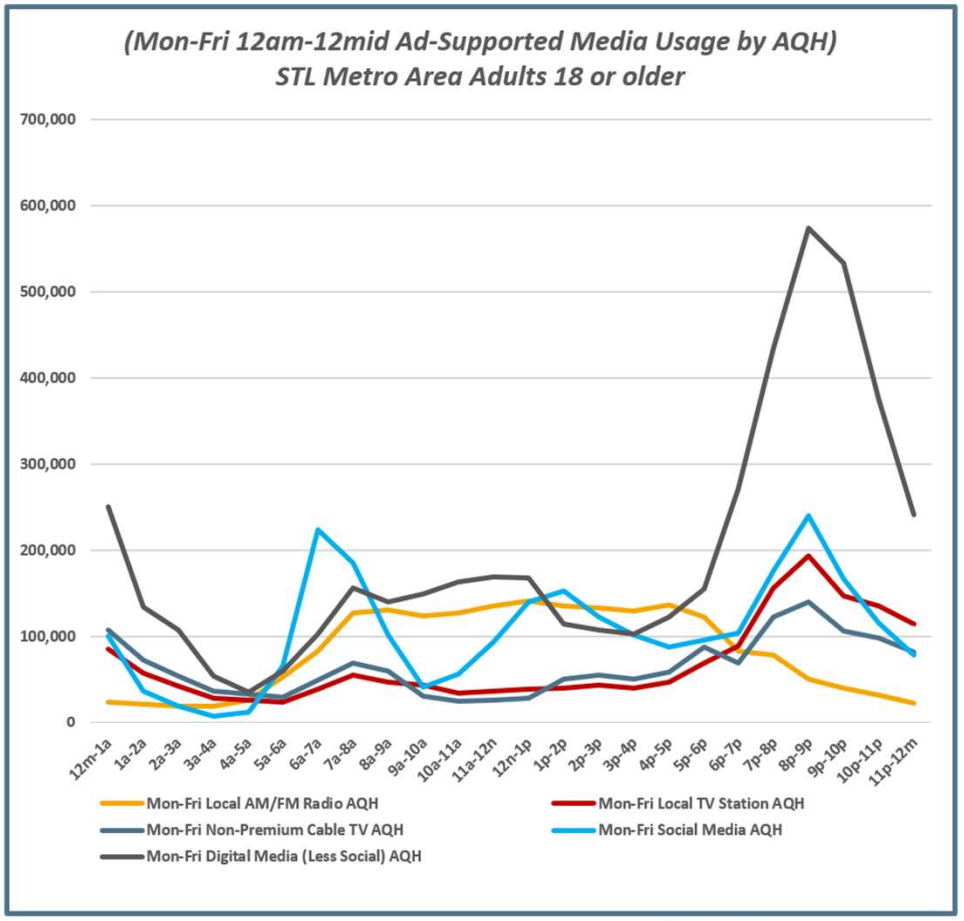
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Sit-down restaurants used past 30 days: Steak 'n Shake



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,681; Social Media: 5,107; Local Radio: 4,962; Non-Prem. Cable: 2,610; Local TV: 2,078 reaching Adults 18 or older who Used BANDANA'S BAR-B-Q One or More Times past 30 d





STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 65

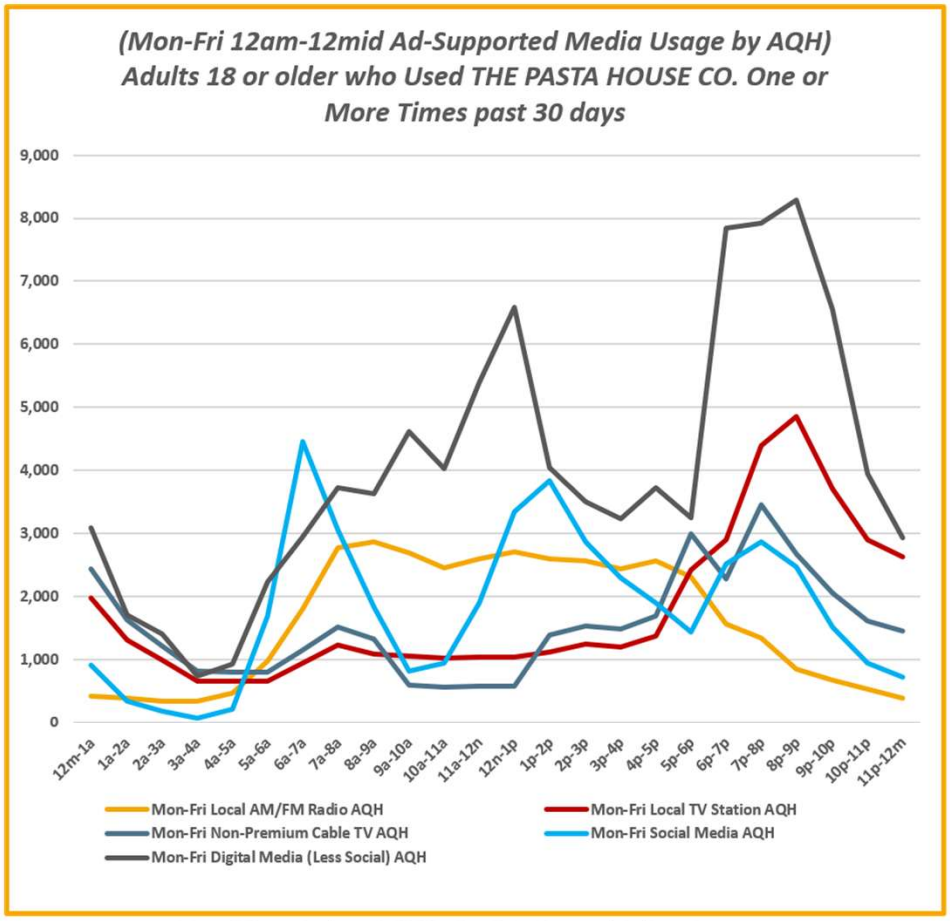
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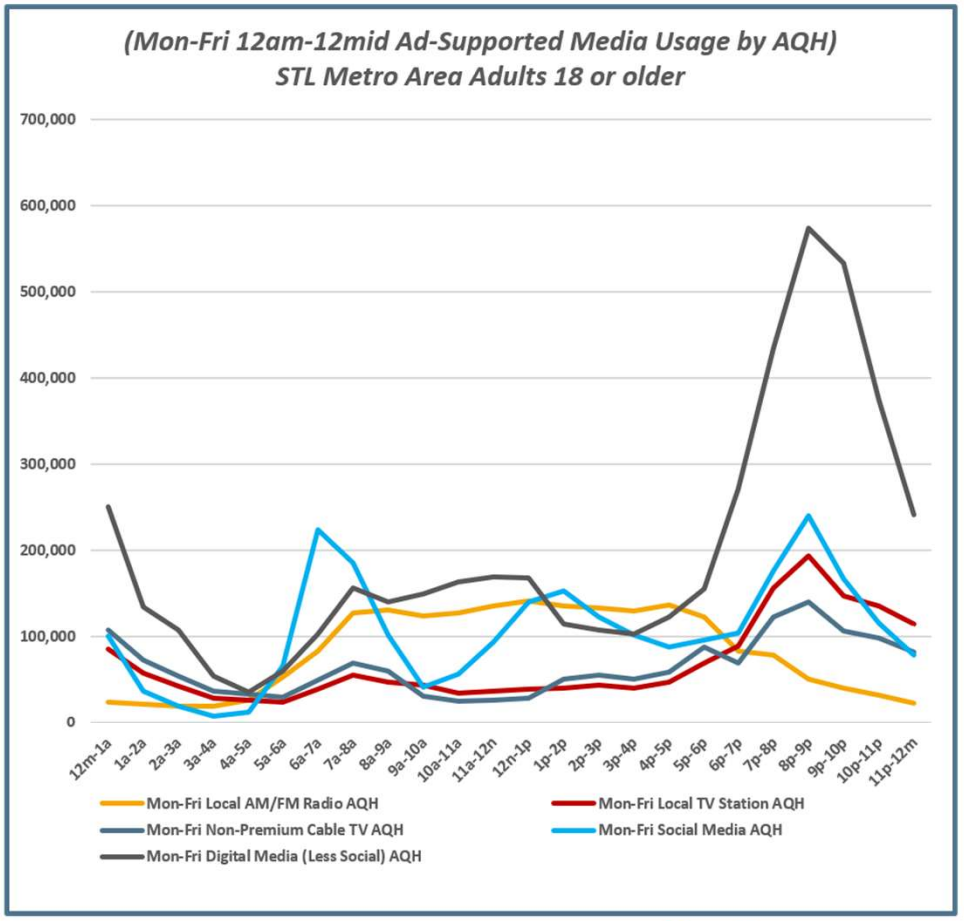
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Sit-down restaurants used past 30 days: Bandana's Bar-B-Q



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,346; Local Radio: 2,454; Social Media: 2,397; Non-Prem. Cable: 1,357; Local TV: 1,356 reaching Adults 18 or older who Used THE PASTA HOUSE CO. One or More Times past 30





STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 57

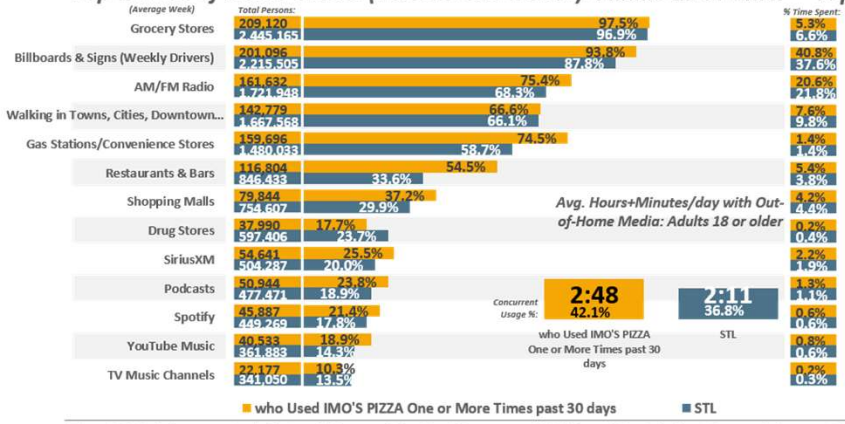
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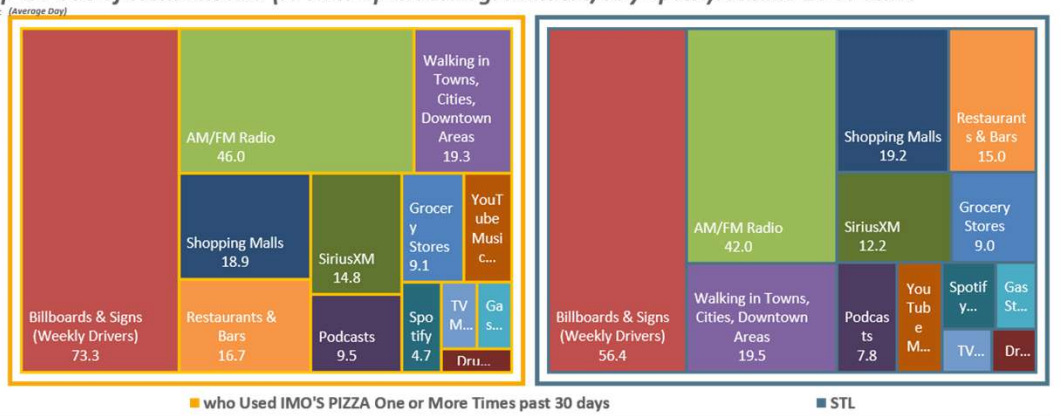
Sit-down restaurants used past 30 days: The Pasta House Co.

201,096 or 93.8% of Adults 18 or older who Used IMO'S PIZZA One or More Times past 30 days spend an average of 73.3 minutes per day driving, seeing Billboards and Signs. 72.% Listen to Local Radio Stations Out-of-Home for an average of 42.4 minutes/day.

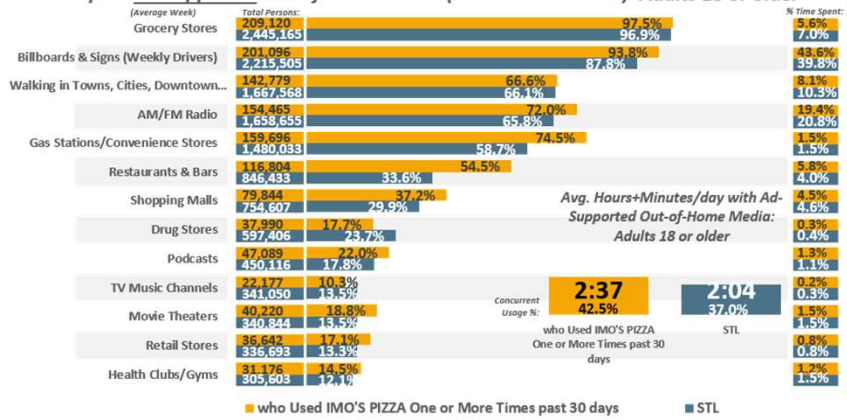
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



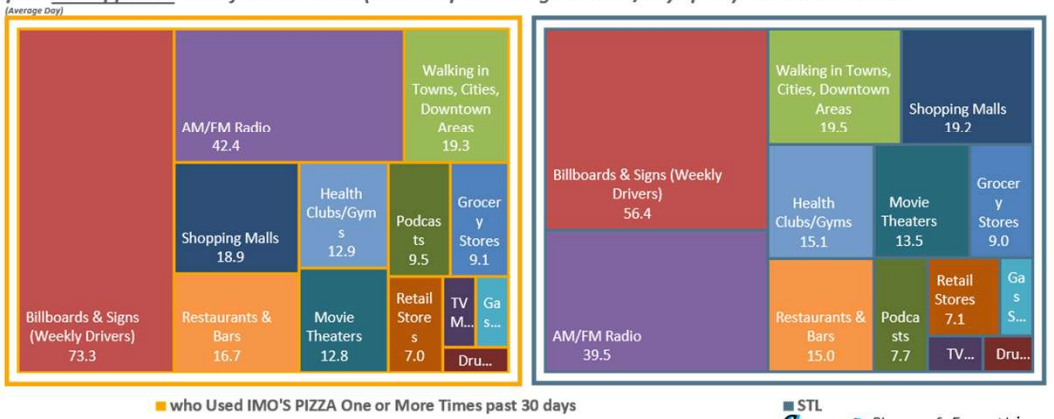
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 169

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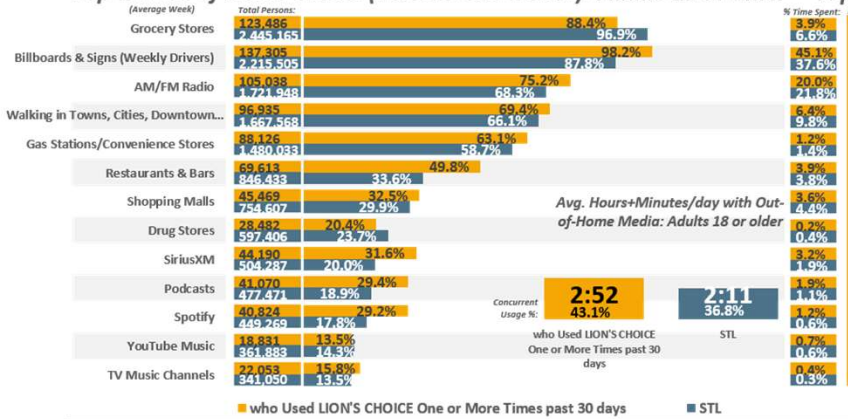
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Quick service restaurants used past 30 days: Imo's Pizza

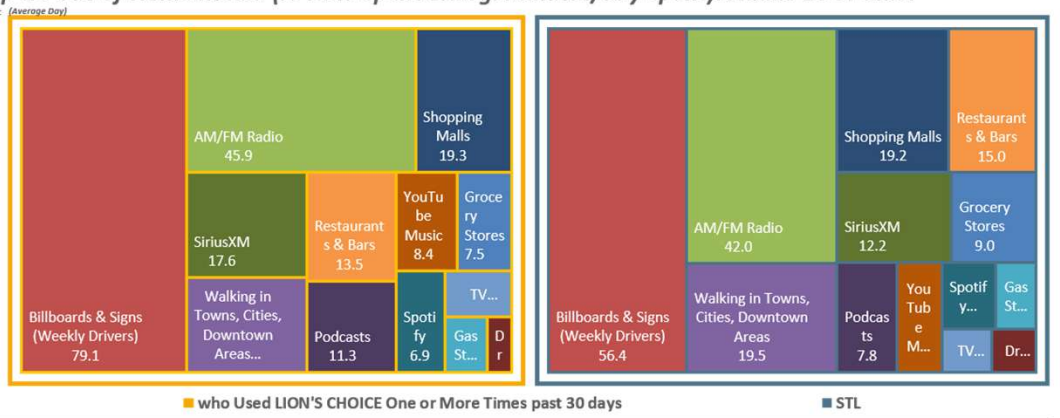


137,305 or 98.2% of Adults 18 or older who Used LION'S CHOICE One or More Times past 30 days spend an average of 79.1 minutes per day driving, seeing Billboards and Signs. 71.4% Listen to Local Radio Stations Out-of-Home for an average of 44.2 minutes/day

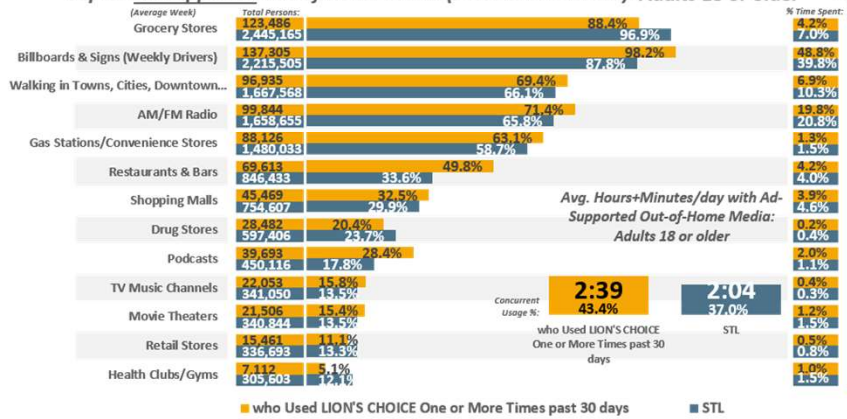
***Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older**



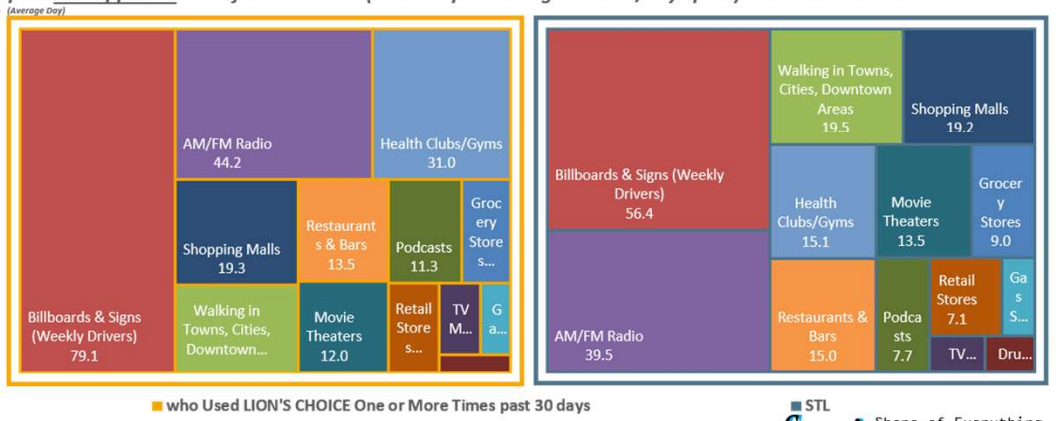
***Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older**



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



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



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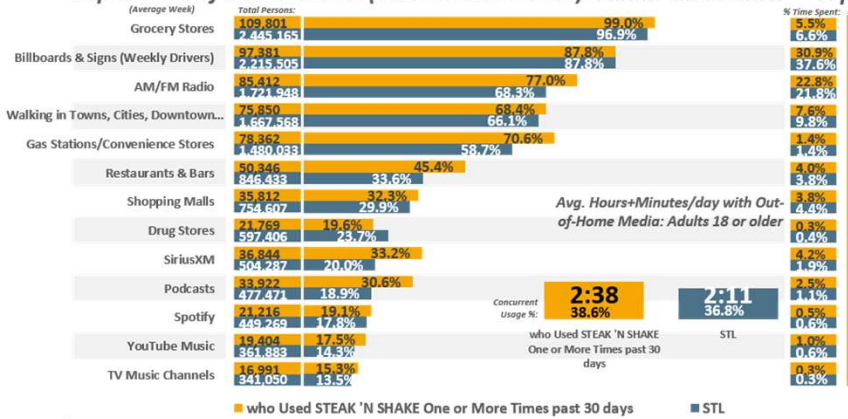
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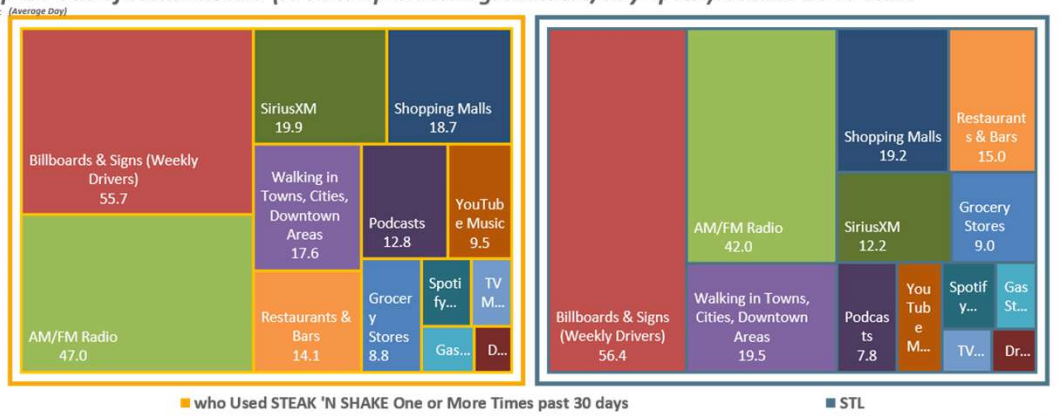
Quick service restaurants used past 30 days: Lion's Choice

97,381 or 87.8% of Adults 18 or older who Used STEAK 'N SHAKE One or More Times past 30 days spend an average of 55.7 minutes per day driving, seeing Billboards and Signs. 71.3% Listen to Local Radio Stations Out-of-Home for an average of 43.2 minutes/day

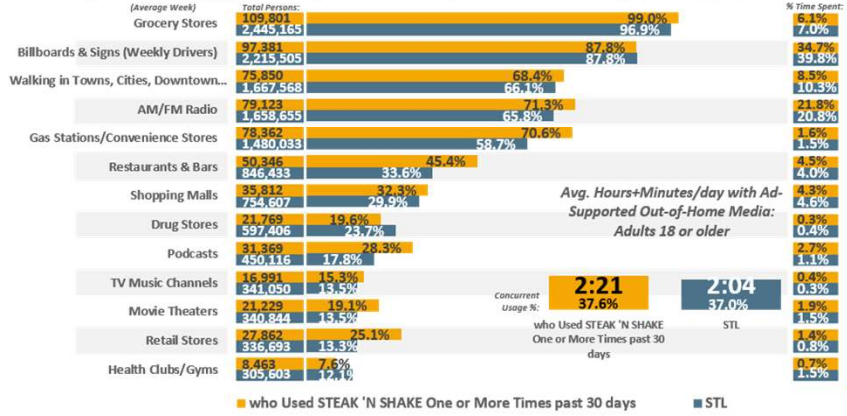
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



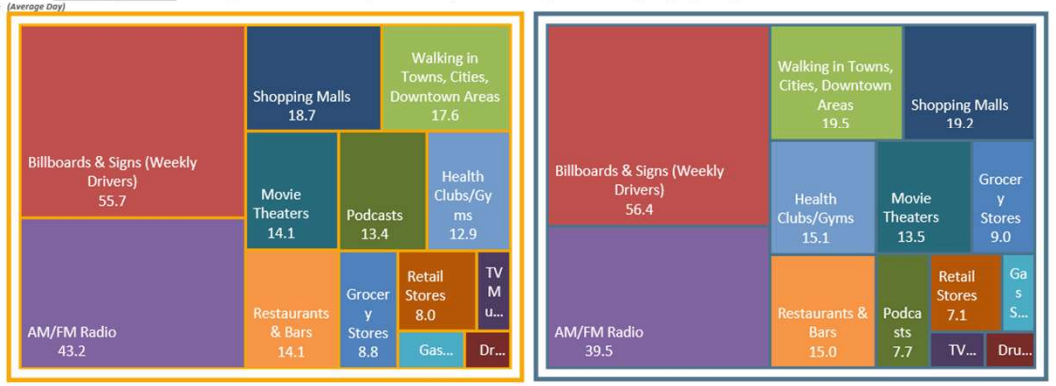
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 100

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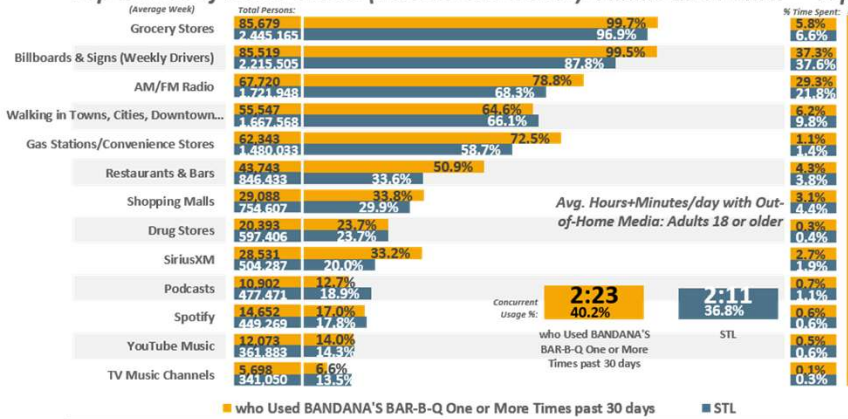
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Sit-down restaurants used past 30 days: Steak 'n Shake

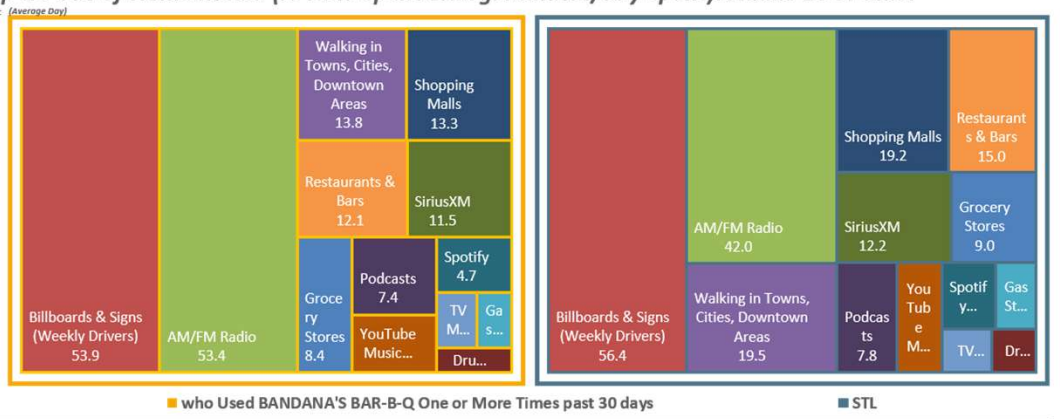


85,519 or 99.5% of Adults 18 or older who Used BANDANA'S BAR-B-Q One or More Times past 30 days spend an average of 53.9 minutes per day driving, seeing Billboards and Signs. 74.6% Listen to Local Radio Stations Out-of-Home for an average of 48.6 minutes/

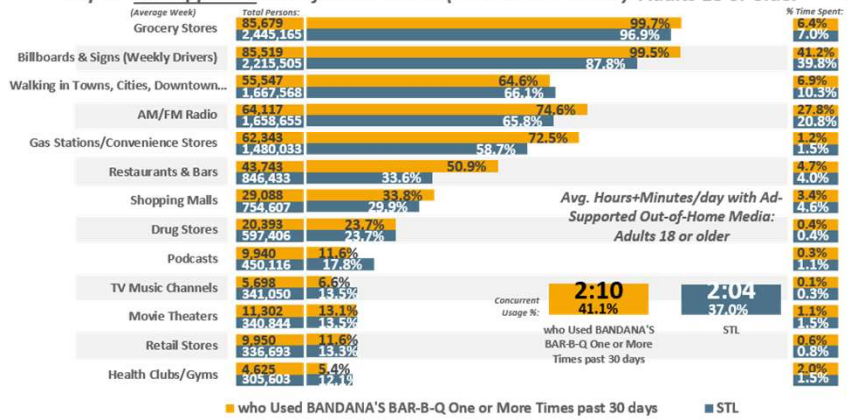
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



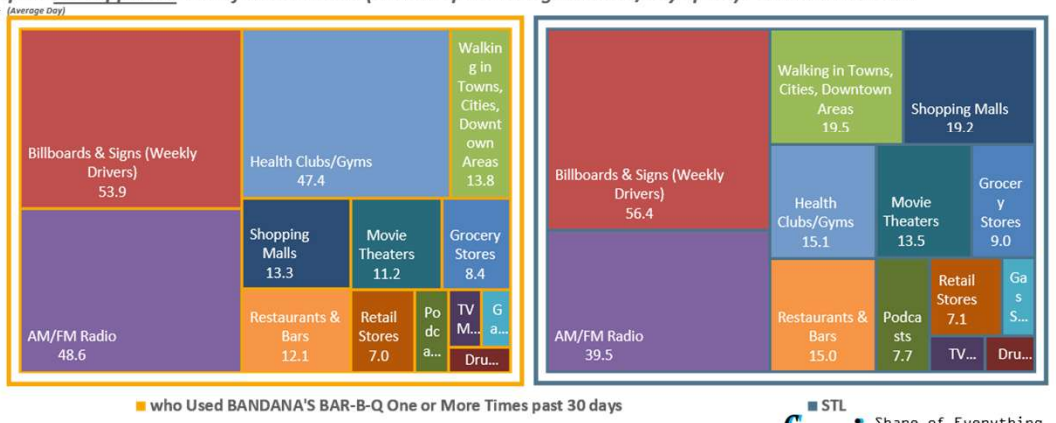
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 65

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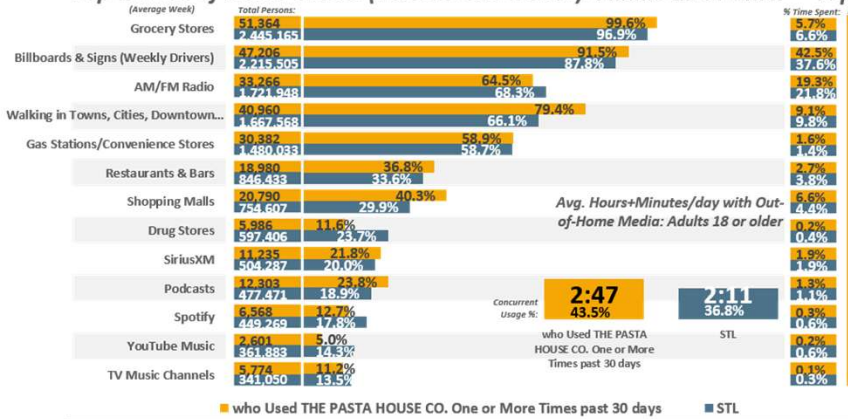
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Sit-down restaurants used past 30 days: Bandana's Bar-B-Q

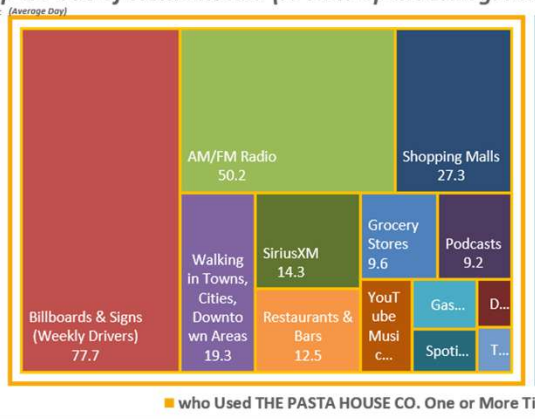


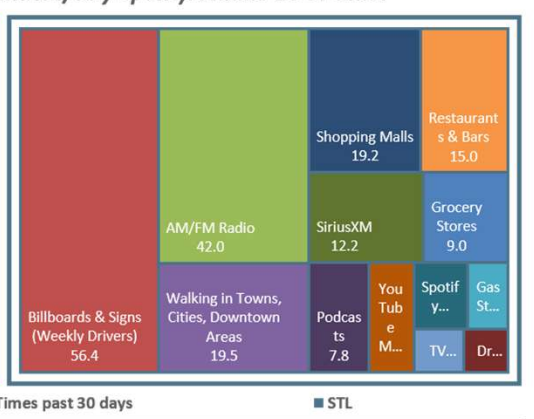
47,206 or 91.5% of Adults 18 or older who Used THE PASTA HOUSE CO. One or More Times past 30 days spend an average of 77.7 minutes per day driving, seeing Billboards and Signs. 62.6% Listen to Local Radio Stations Out-of-Home for an average of 46.9 minute

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

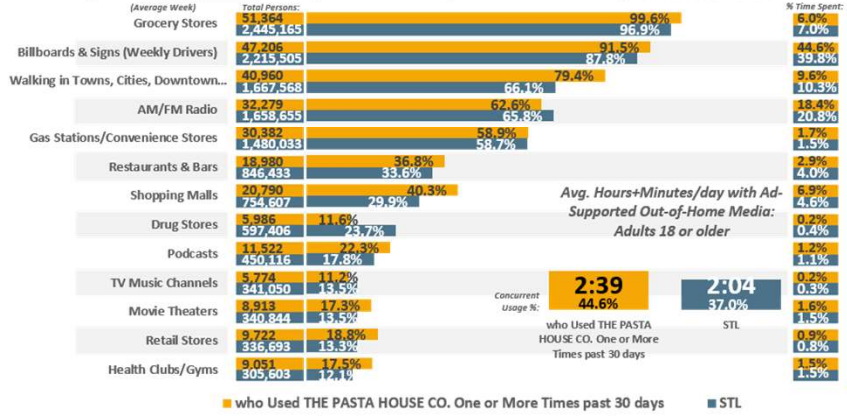


Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

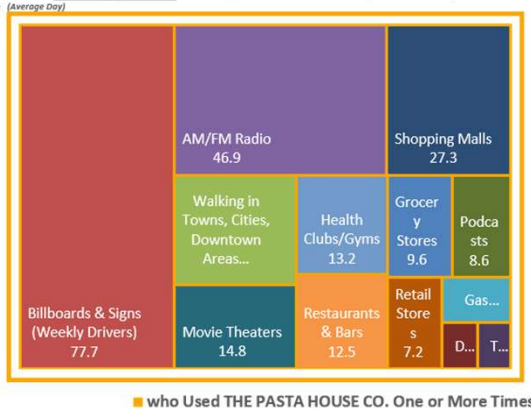


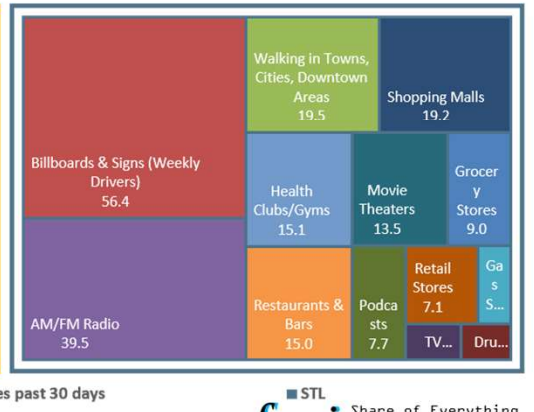


Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



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





STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 57

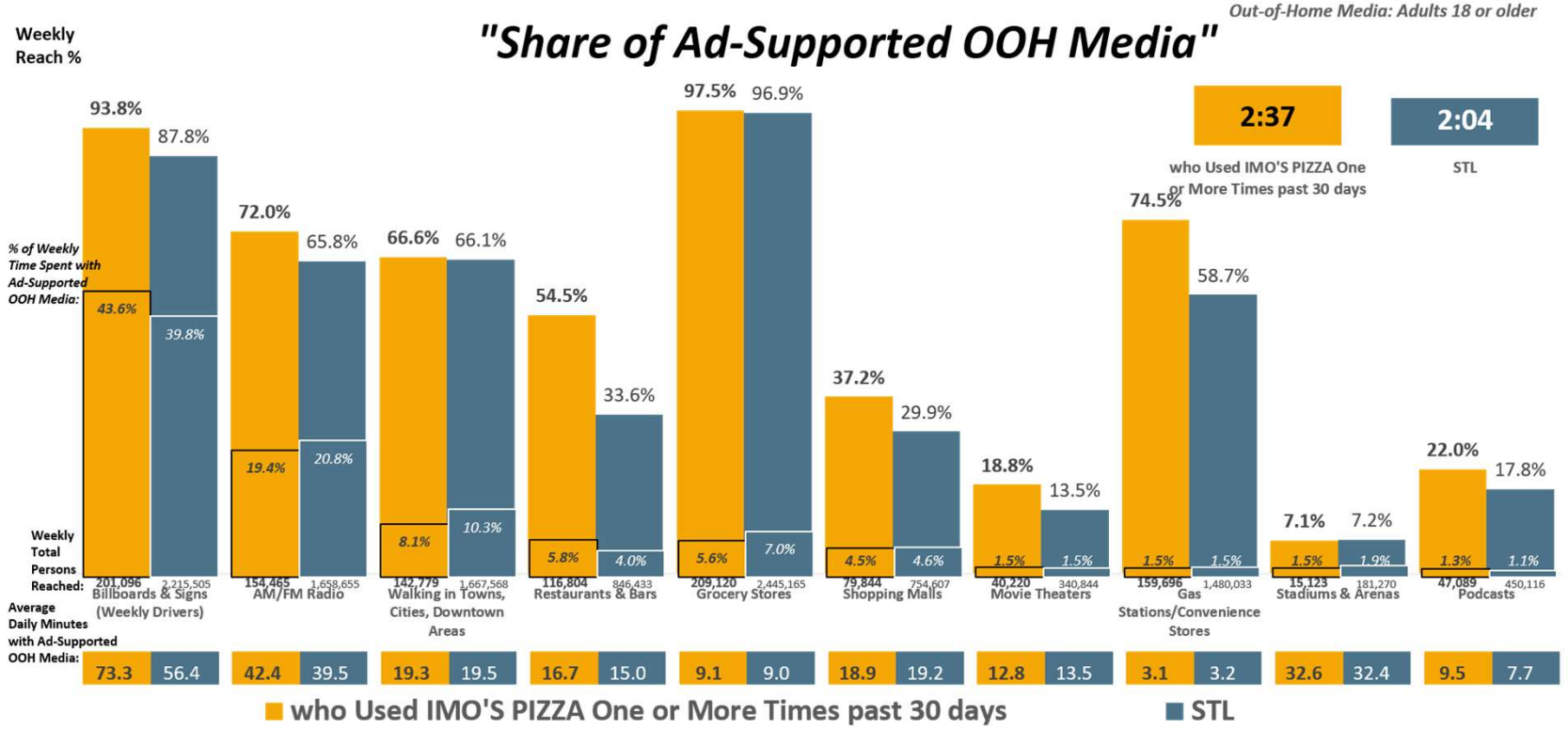
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Sit-down restaurants used past 30 days: The Pasta House Co.

201,096 or 93.8% of Adults 18 or older who Used IMO'S PIZZA One or More Times past 30 days spend an average of 73.3 minutes per day driving, seeing Billboards and Signs representing 43.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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



STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 169 STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

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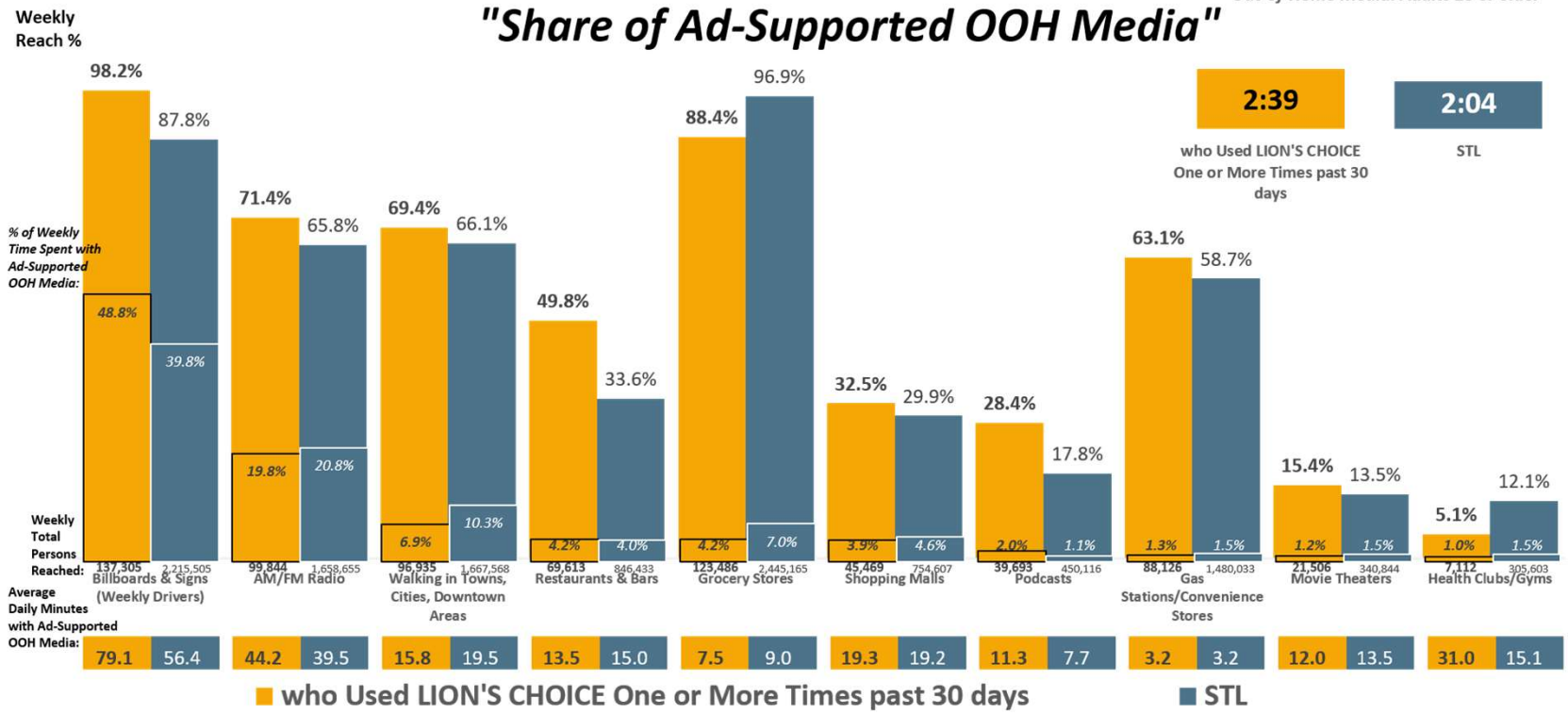
Quick service restaurants used past 30 days: Imo's Pizza



137,305 or 98.2% of Adults 18 or older who Used LION'S CHOICE One or More Times past 30 days spend an average of 79.1 minutes per day driving, seeing Billboards and Signs representing 48.8% 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

"Share of Ad-Supported OOH Media"



STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 111 STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

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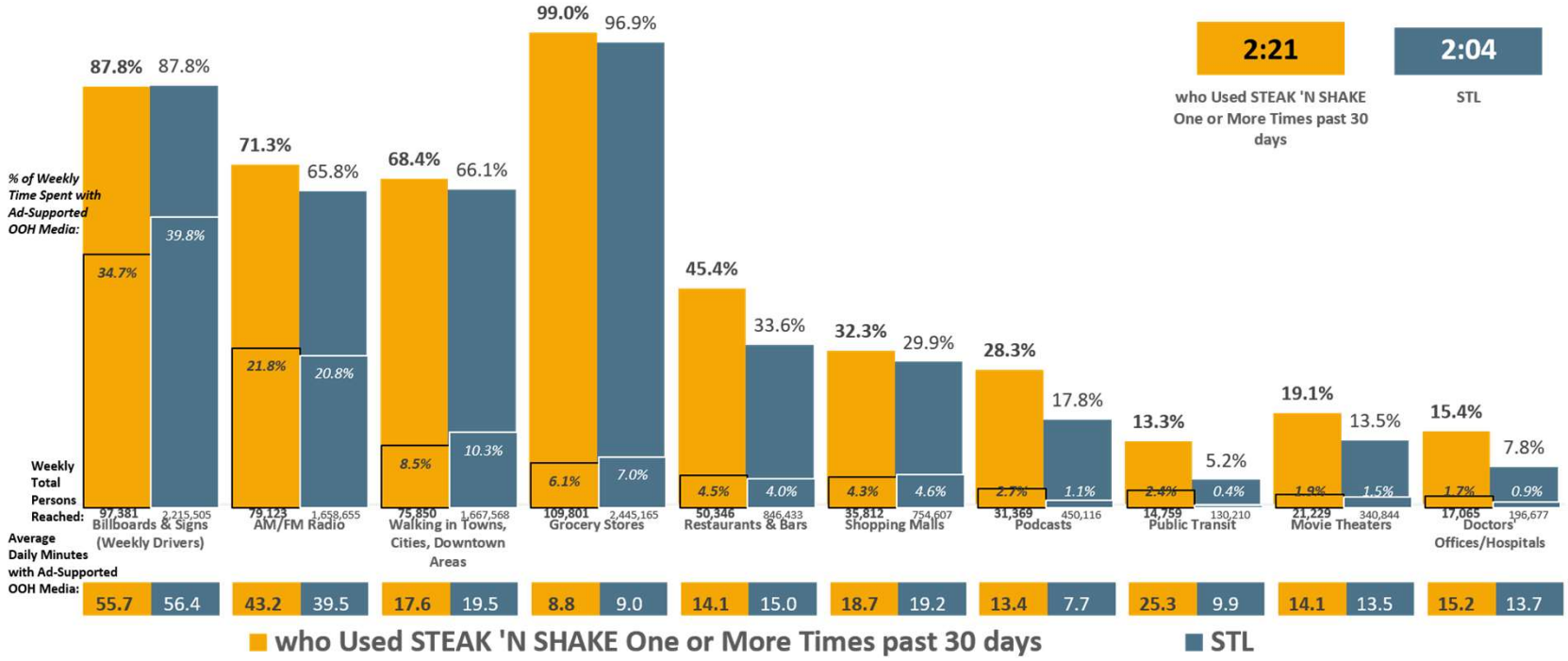
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Quick service restaurants used past 30 days: Lion's Choice

97,381 or 87.8% of Adults 18 or older who Used STEAK 'N SHAKE One or More Times past 30 days spend an average of 55.7 minutes per day driving, seeing Billboards and Signs representing 34.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 100 STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

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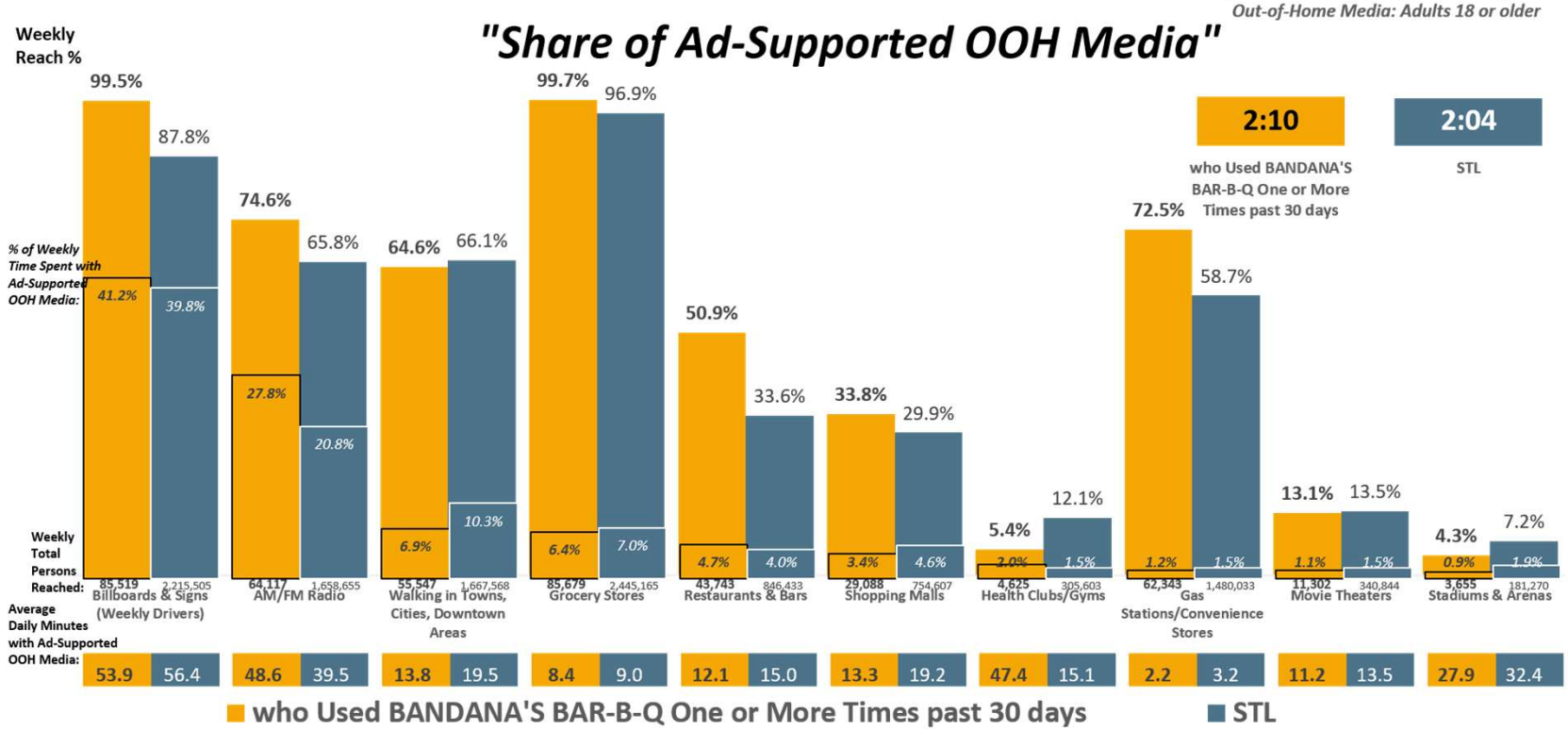
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Sit-down restaurants used past 30 days: Steak 'n Shake



85,519 or 99.5% of Adults 18 or older who Used BANDANA'S BAR-B-Q One or More Times past 30 days spend an average of 53.9 minutes per day driving, seeing Billboards and Signs representing 41.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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



STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 65 STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

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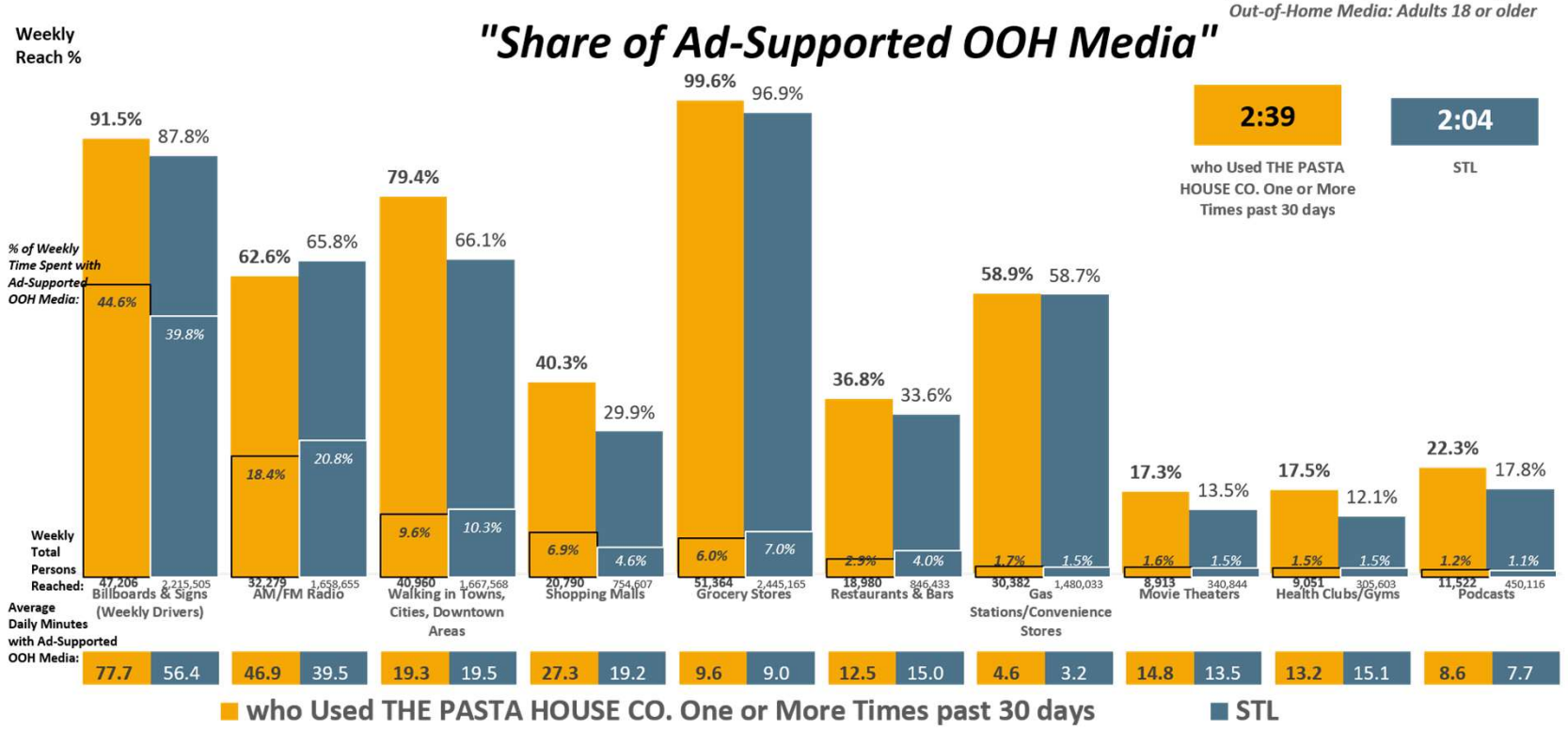
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Sit-down restaurants used past 30 days: Bandana's Bar-B-Q



47,206 or 91.5% of Adults 18 or older who Used THE PASTA HOUSE CO. One or More Times past 30 days spend an average of 77.7 minutes per day driving, seeing Billboards and Signs representing 44.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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



STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 57 STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

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Sit-down restaurants used past 30 days: The Pasta House Co.



201,096 or 93.8% of Adults 18 or older who Used IMO'S PIZZA One or More Times past 30 days spend an average of 73.3 minutes per day driving an average of 42.7 miles each day and are 106.6% more likely to use Martin Luther King Bridge than the Metro averag

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

	who Used IMO'S PIZZA One or More Times past 30 days		STL	
I-270	119,937	55.9%	1,087,488	43.1%
I-70	110,912	51.7%	1,050,809	41.7%
I-64/Highway 40	103,659	48.3%	1,073,813	42.6%
Lindbergh Blvd	88,612	41.3%	661,741	26.2%
I-170/Highway 170	80,550	37.6%	552,247	21.9%
I-44/Highway 44	77,082	35.9%	809,583	32.1%
I-55	72,249	33.7%	698,968	27.7%
Highway 67/Highway 111	48,071	22.4%	283,637	11.2%
Page Avenue	45,494	21.2%	314,101	12.5%
I-255	43,031	20.1%	401,033	15.9%
Manchester Road/Highway 100	42,480	19.8%	474,323	18.8%
Highway 94	35,059	16.3%	341,321	13.5%
Highway 370	30,998	14.5%	178,797	7.1%
Poplar Street Bridge	21,422	10.0%	185,773	7.4%
Highway K	20,533	9.6%	303,571	12.0%
Martin Luther King Bridge	18,207	8.5%	103,6	4.1%
Stan Musial Veterans Memorial Bridge	18,095	8.4%	113,79	4.5%
Green Mount Road	16,814	7.8%	183,168	7.3%
Route 15	12,262	5.7%	96,82	3.8%
#VALUE!	0	0.0%	0	0.0%
#VALUE!	0	0.0%	0	0.0%
#VALUE!	0	0.0%	0	0.0%
#VALUE!	0	0.0%	0	0.0%
#VALUE!	0	0.0%	0	0.0%
#VALUE!	0	0.0%	0	0.0%
#VALUE!	0	0.0%	0	0.0%



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

Avg. Miles/Day Driving:

who Used IMO'S PIZZA One or More Times past 30 days	STL
1:13	0:56
42.7	32.8

Top-26 Residential Zip Codes: Adults 18 or older

63125	21,321	9.94%	40,484	1.61%
63136	10,340	4.82%	25,5	1.01%
63033	8,910	4.15%	26,3	1.04%
63116	8,755	4.08%	42,986	1.70%
62269	8,252	3.85%	38,642	1.53%
65401	7,453	3.48%	33,25	1.32%
63376	6,834	3.19%	62,072	2.46%
63123	6,177	2.88%	40,016	1.59%
63044	5,467	2.55%	16	0.67%
63129	5,218	2.43%	35,90	1.42%
63114	5,011	2.34%	37,76	1.50%
63664	4,873	2.27%	1	0.42%
63017	4,520	2.11%	27,4	1.09%
63301	3,995	1.86%	41,387	1.64%
62223	3,896	1.82%	1	0.42%
62226	3,726	1.74%	22,2	0.88%
63130	3,586	1.67%	21,7	0.86%
63134	3,547	1.65%	[illegible]	0.79%
63052	3,345	1.56%	30,69	1.22%
63050	3,324	1.55%	14	0.58%
63368	3,183	1.48%	30,60	1.21%
63131	3,175	1.48%	[illegible]	0.74%
63122	2,997	1.40%	32,32	1.28%
63128	2,990	1.39%	11	0.44%
62298	2,959	1.38%	20,	0.82%
62062	2,817	1.31%	16	0.63%



Top-26 Employment Zip Codes: Adults 18 or older

63125	12,808	5.97%	14,9	0.59%
63116	8,439	3.94%	21,964	0.87%
63131	7,289	3.40%	19,11	0.76%
63042	5,847	2.73%	10	0.43%
63044	5,478	2.55%	23,567	0.93%
63114	5,011	2.34%	19,22	0.76%
63664	4,873	2.27%	7,	0.30%
63123	4,414	2.06%	23,737	0.94%
63012	4,186	1.95%	7,	0.31%
63138	4,142	1.93%	4	0.17%
63366	3,940	1.84%	24,518	0.97%
62223	3,595	1.68%	21,567	0.86%
63134	3,547	1.65%	14,3	0.57%
63301	3,456	1.61%	49,806	1.97%
63028	3,212	1.50%	17,41	0.69%
63368	3,183	1.48%	27,853	1.10%
63104	3,061	1.43%	11	0.44%
63108	2,901	1.35%	24,671	0.98%
63129	2,888	1.35%	8,	0.35%
62062	2,817	1.31%	10	0.41%
63010	2,727	1.27%	24,942	0.99%
63122	2,482	1.16%	14,4	0.57%
63021	2,433	1.13%	16,7	0.66%
63040	2,176	1.01%	[illegible]	0.15%
63020	1,926	0.90%	[illegible]	0.16%
63103	1,886	0.88%	23,142	0.92%



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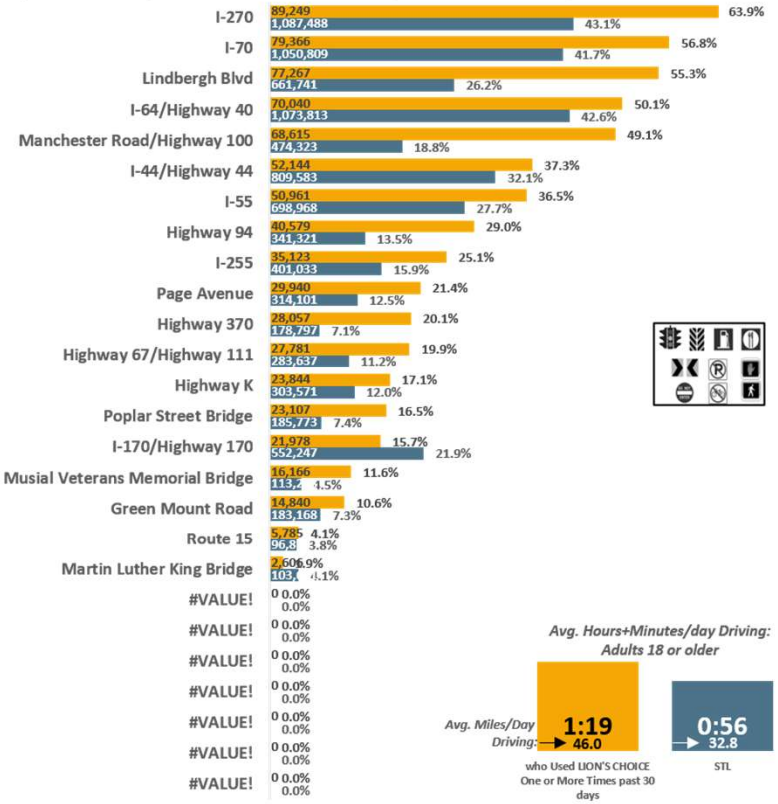
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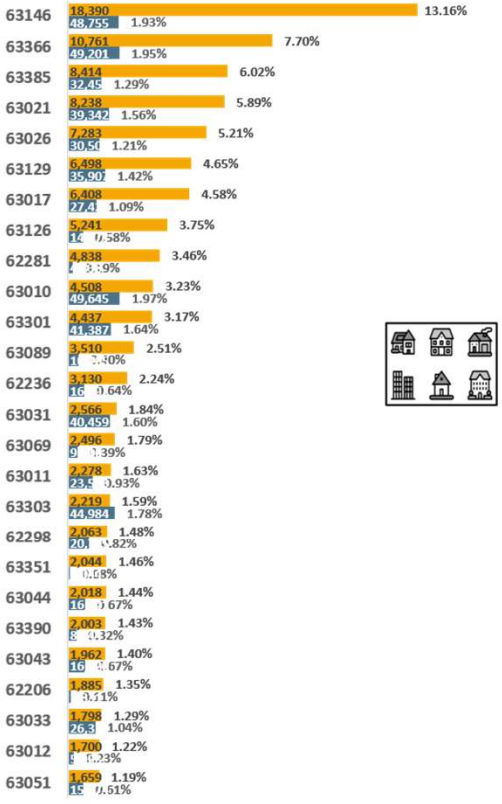
Quick service restaurants used past 30 days: Imo's Pizza

137,305 or 98.2% of Adults 18 or older who Used LION'S CHOICE One or More Times past 30 days spend an average of 79.1 minutes per day driving an average of 46. miles each day and are 183.2% more likely to use Highway 370 than the Metro average.

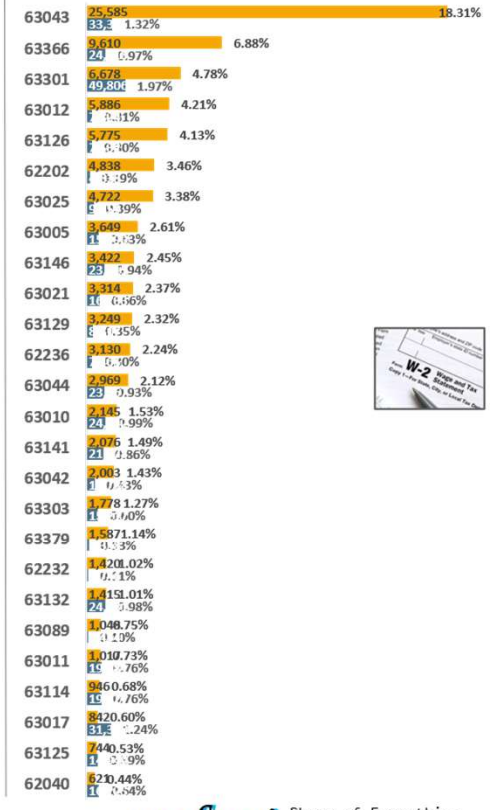
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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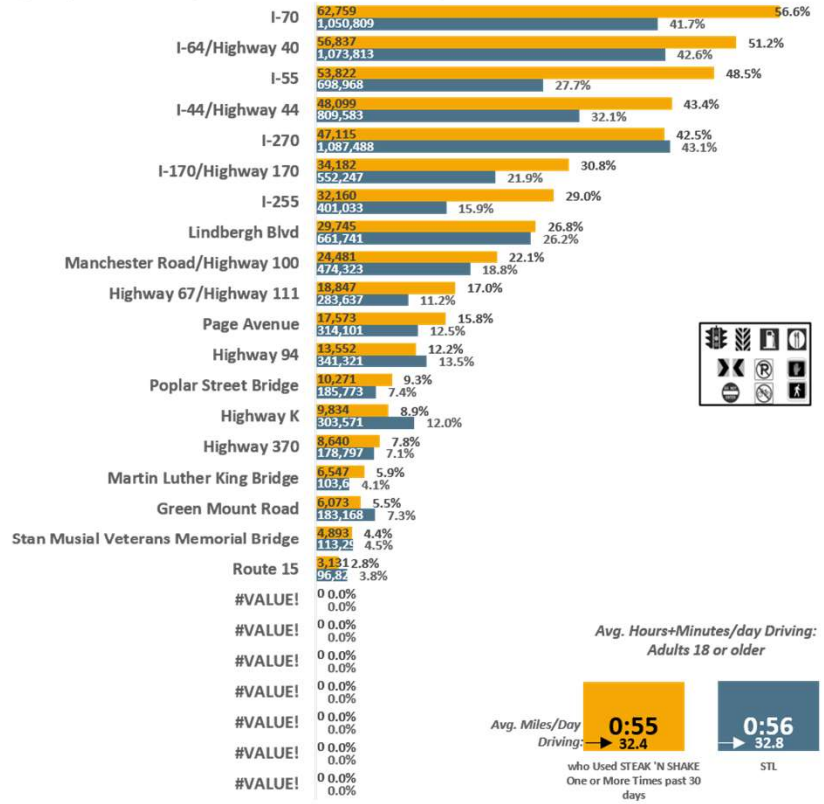
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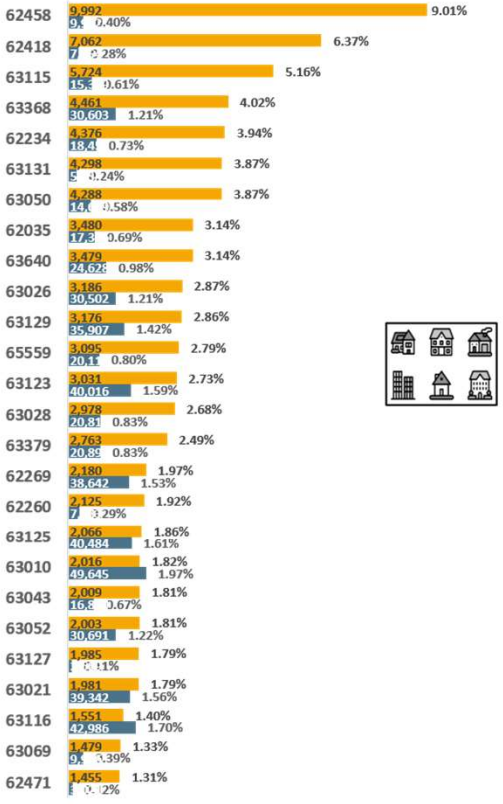
Quick service restaurants used past 30 days: Lion's Choice

97,381 or 87.8% of Adults 18 or older who Used STEAK 'N SHAKE One or More Times past 30 days spend an average of 55.7 minutes per day driving an average of 32.4 miles each day and are 82.3% more likely to use I-255 than the Metro average.

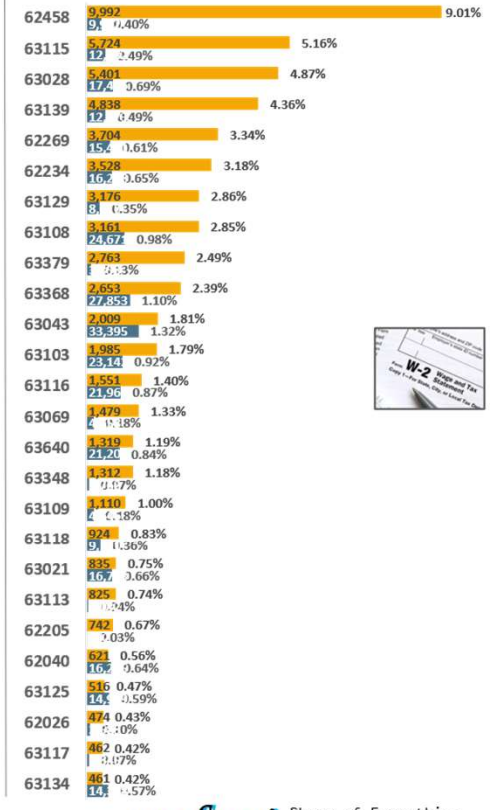
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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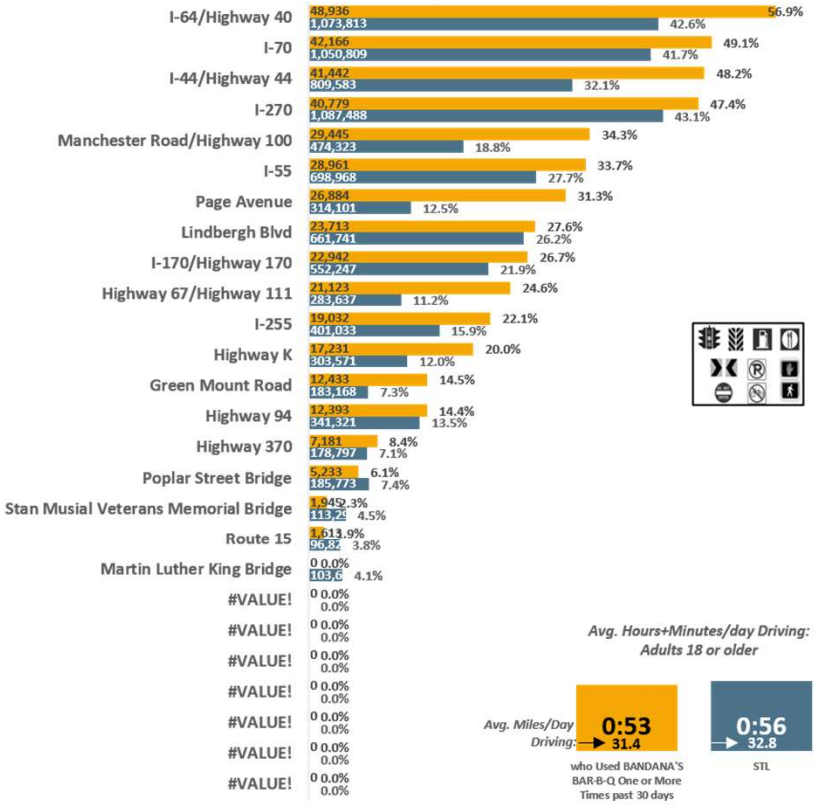
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Sit-down restaurants used past 30 days: Steak 'n Shake



85,519 or 99.5% of Adults 18 or older who Used BANDANA'S BAR-B-Q One or More Times past 30 days spend an average of 53.9 minutes per day driving an average of 31.4 miles each day and are 151.2% more likely to use Page Avenue than the Metro average.

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

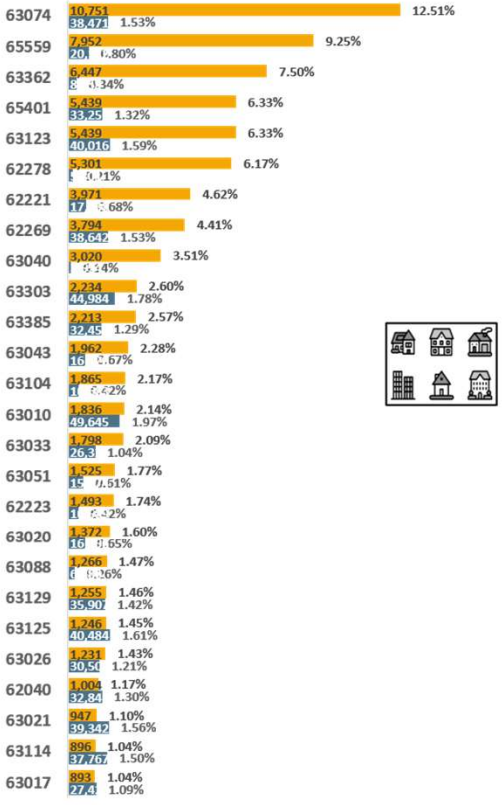


Avg. Hours+Minutes/day Driving: Adults 18 or older

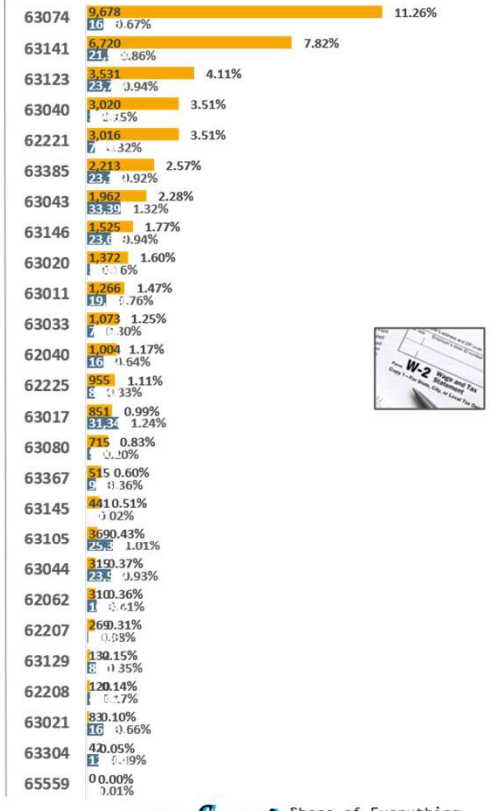
Avg. Miles/Day Driving:

■ who Used BANDANA'S BAR-B-Q One or More Times past 30 days ■ STL

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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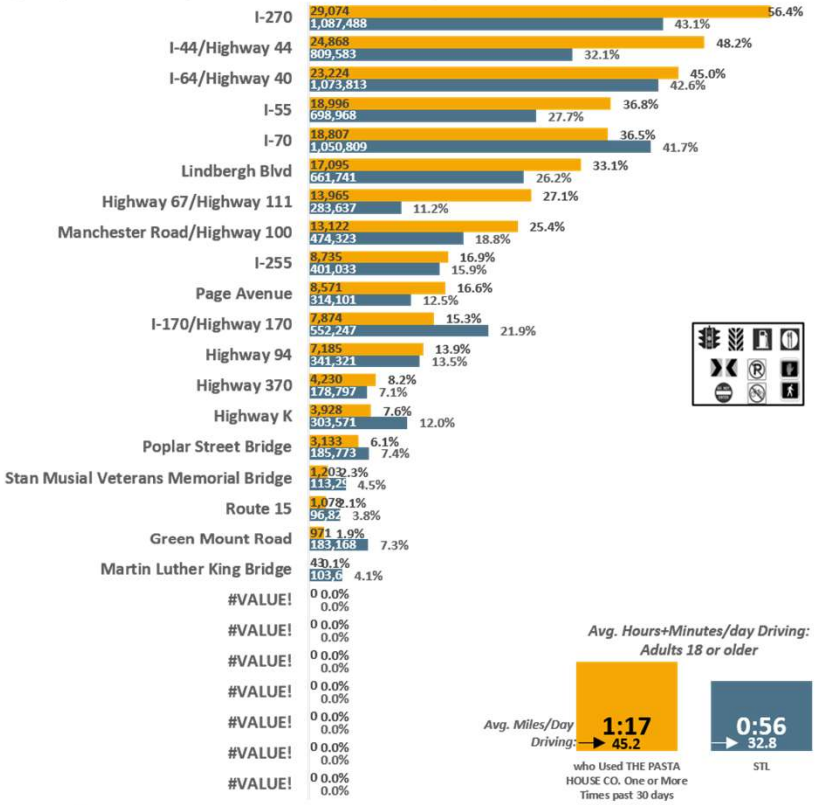
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Sit-down restaurants used past 30 days: Bandana's Bar-B-Q



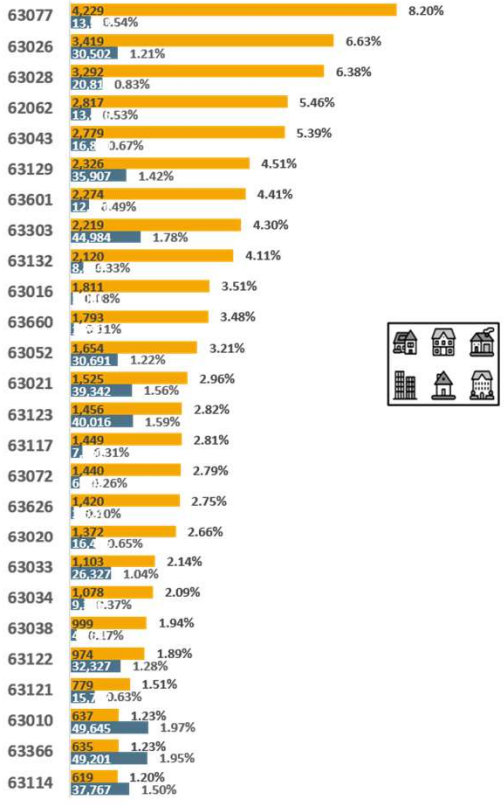
47,206 or 91.5% of Adults 18 or older who Used THE PASTA HOUSE CO. One or More Times past 30 days spend an average of 77.7 minutes per day driving an average of 45.2 miles each day and are 140.7% more likely to use Highway 67/Highway 111 than the Metro av

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

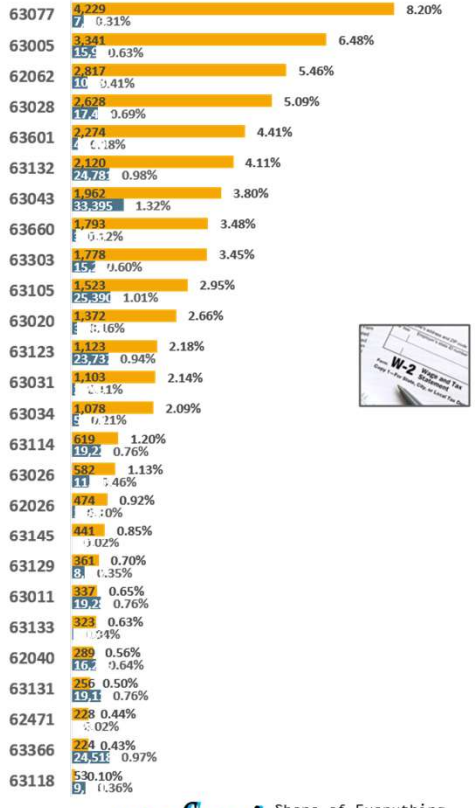


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



■ who Used THE PASTA HOUSE CO. One or More Times past 30 days ■ STL

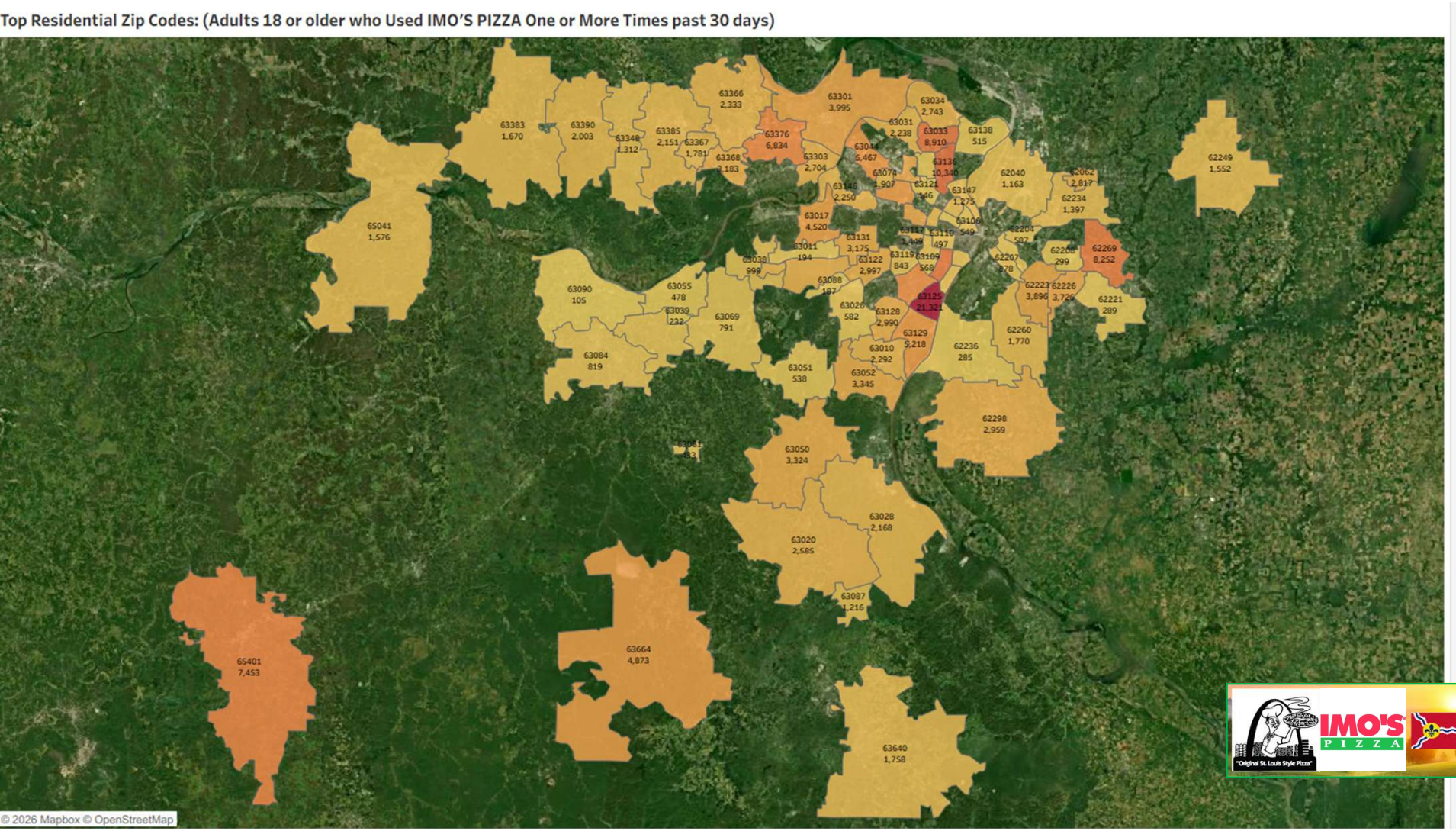
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Sit-down restaurants used past 30 days: The Pasta House Co.

Top Residential Zip Codes: (Adults 18 or older who Used IMO'S PIZZA One or More Times past 30 days)



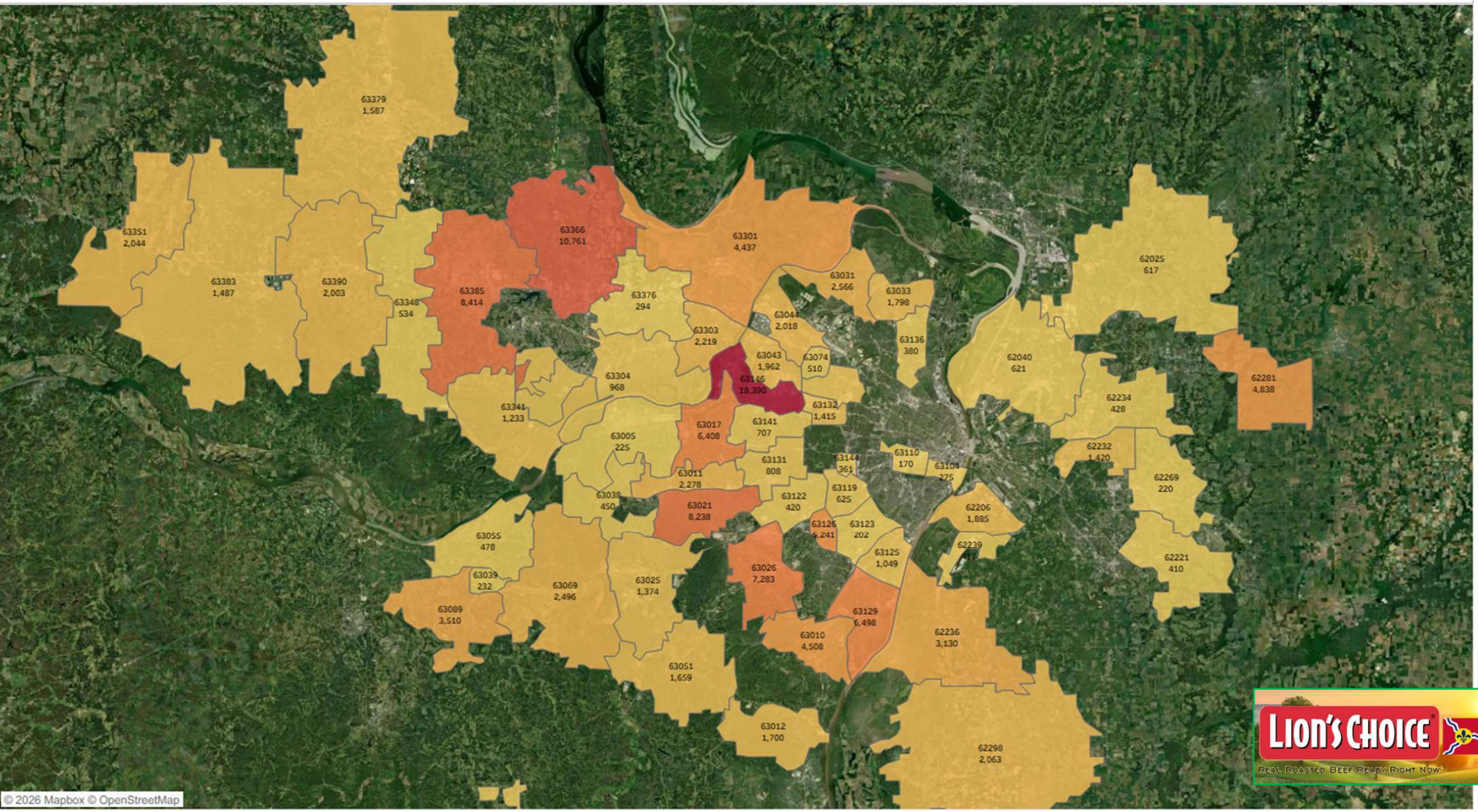
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Quick service restaurants used past 30 days: Imo's Pizza

Top Residential Zip Codes: (Adults 18 or older who Used LION'S CHOICE One or More Times past 30 days)

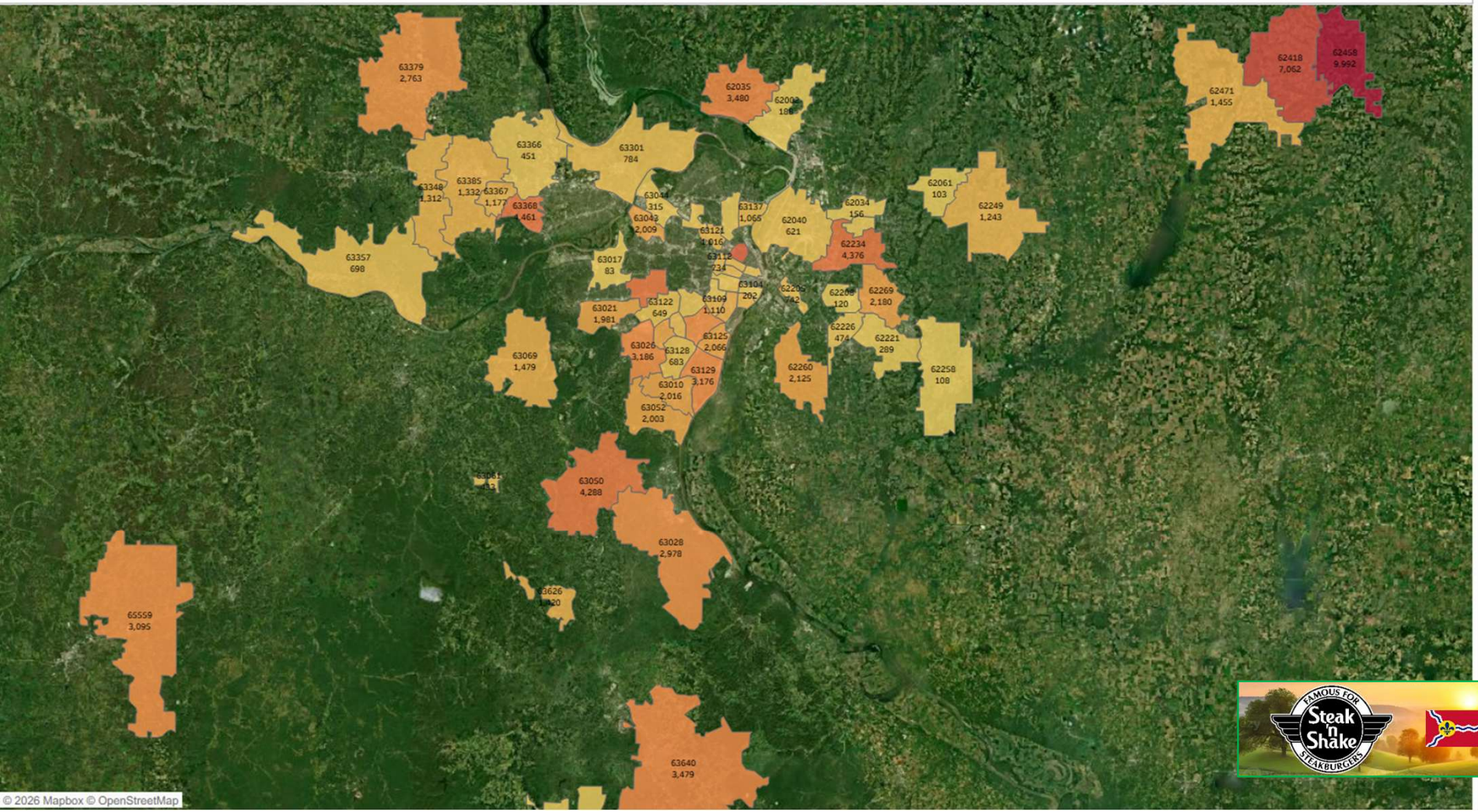


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Quick service restaurants used past 30 days: Lion's Choice

Top Residential Zip Codes: (Adults 18 or older who Used STEAK 'N SHAKE One or More Times past 30 days)

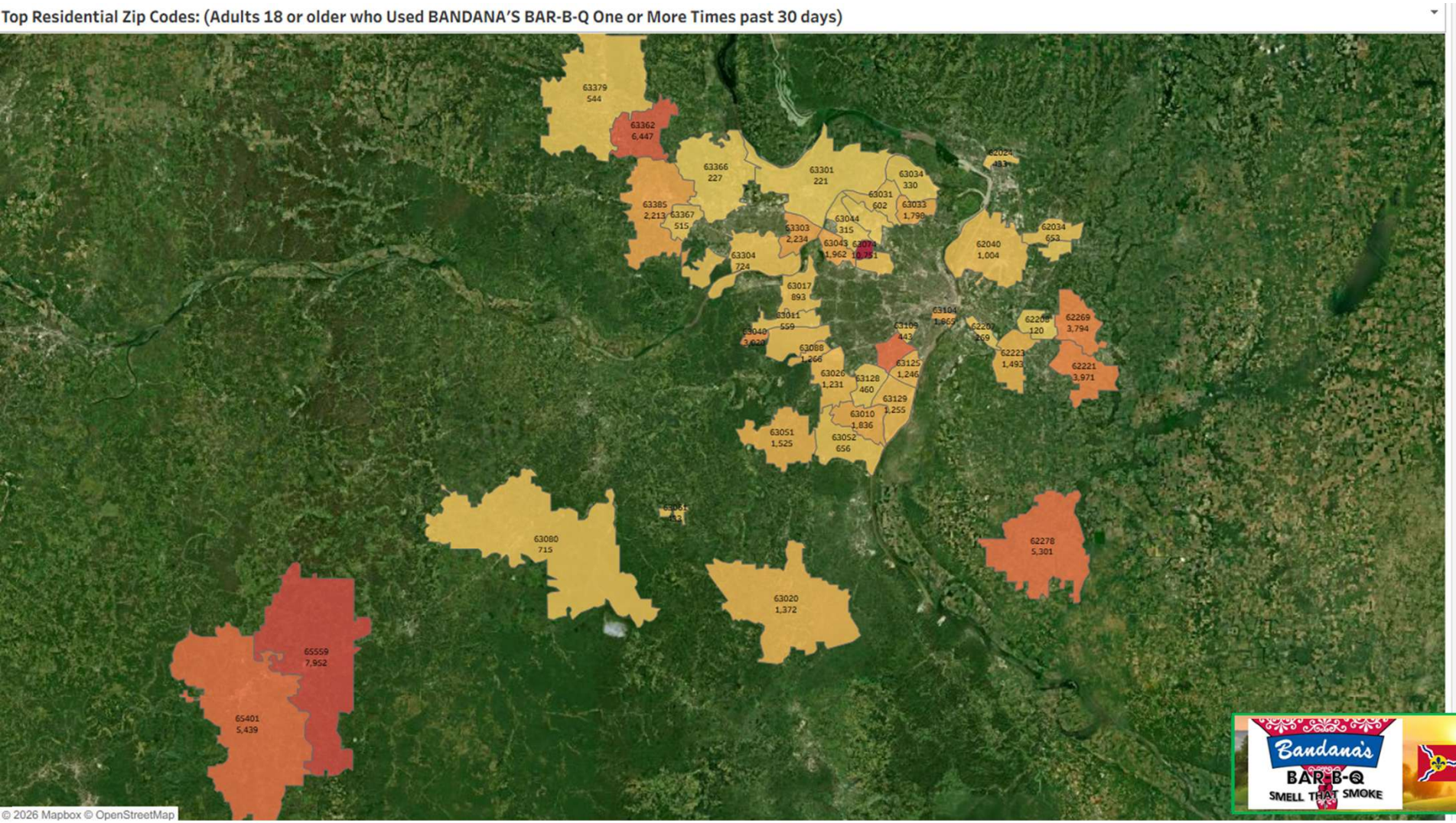


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Sit-down restaurants used past 30 days: Steak 'n Shake

Top Residential Zip Codes: (Adults 18 or older who Used BANDANA'S BAR-B-Q One or More Times past 30 days)

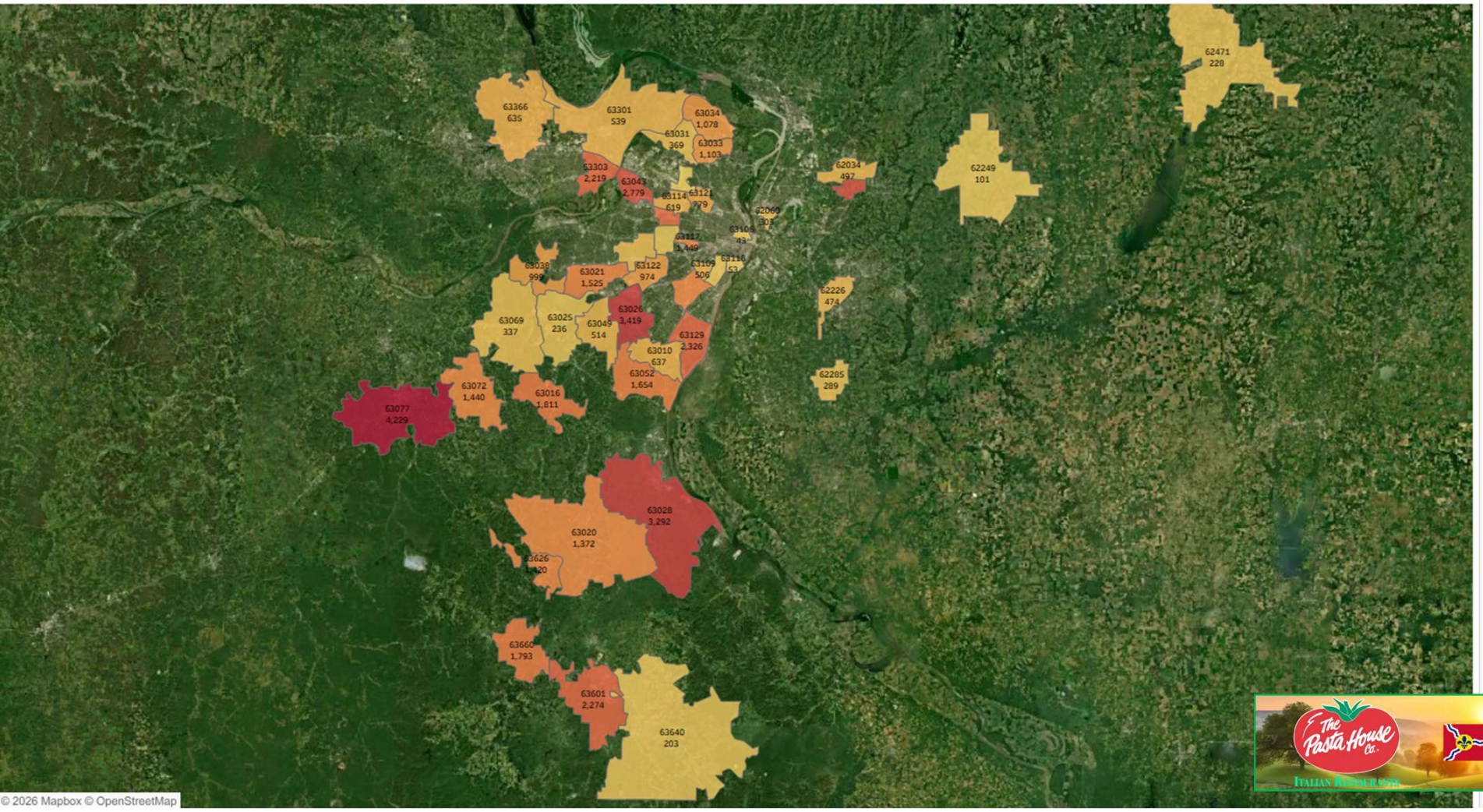


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Sit-down restaurants used past 30 days: Bandana's Bar-B-Q

Top Residential Zip Codes: (Adults 18 or older who Used THE PASTA HOUSE CO. One or More Times past 30 days)



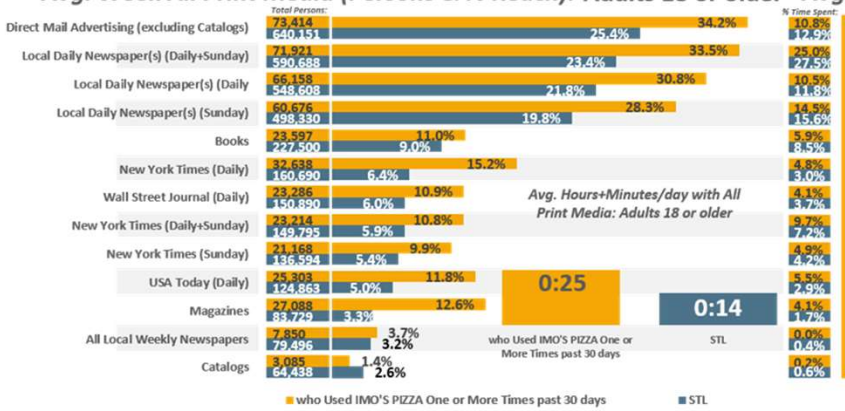
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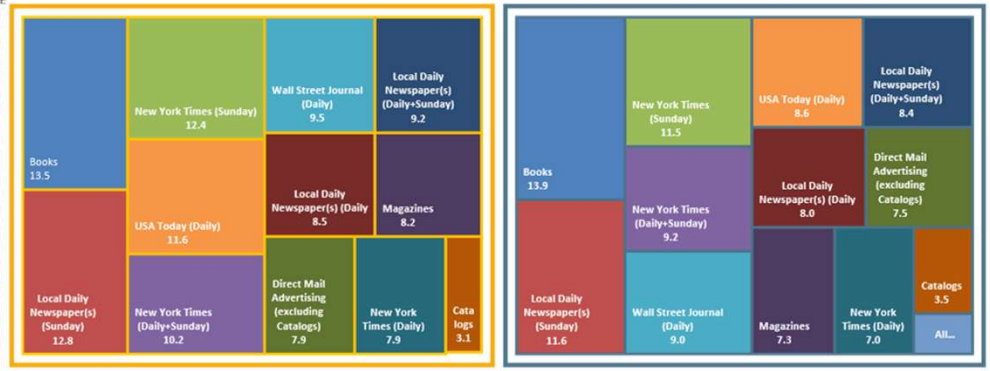
Sit-down restaurants used past 30 days: The Pasta House Co.

71,921 or 33.5% of Adults 18 or older who Used IMO'S PIZZA One or More Times past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.2 minutes every day representing 26.6% of all time spent daily with All forms of Print Media.

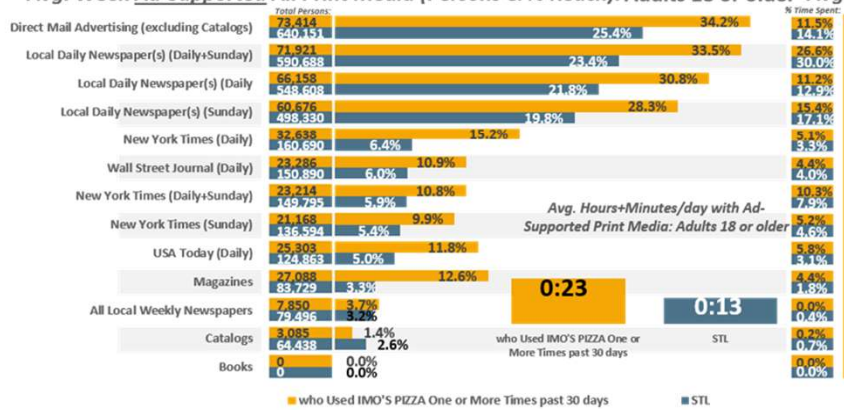
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 169

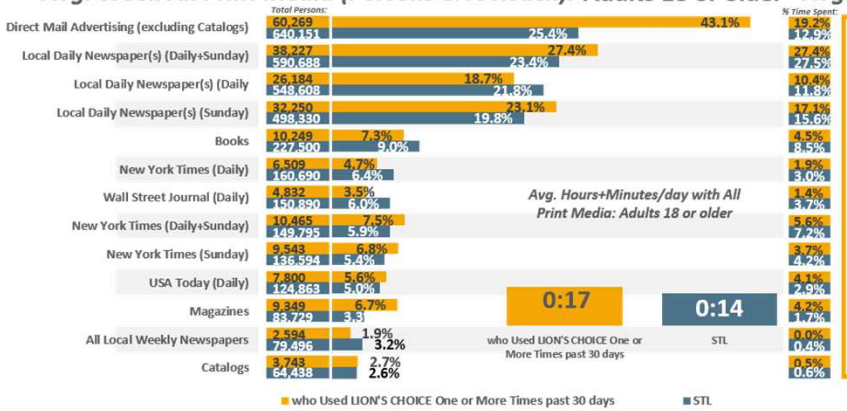
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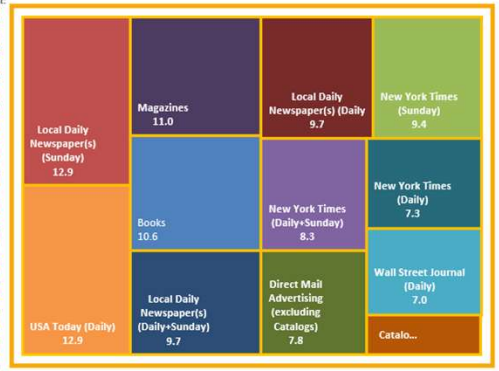
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Quick service restaurants used past 30 days: Imo's Pizza

38,227 or 27.4% of Adults 18 or older who Used LION'S CHOICE One or More Times past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.7 minutes every day representing 28.7% of all time spent daily with All forms of Print Media.

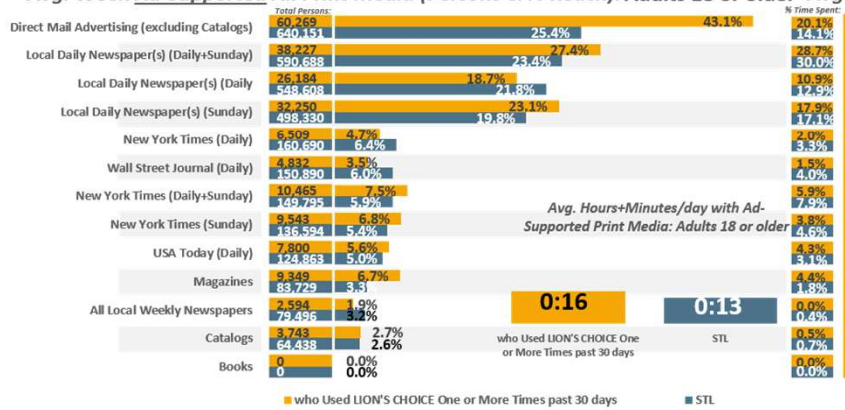
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

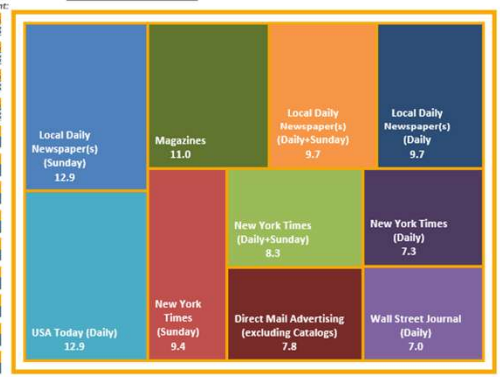


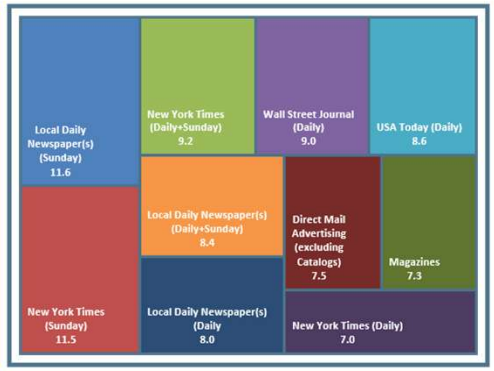




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 111

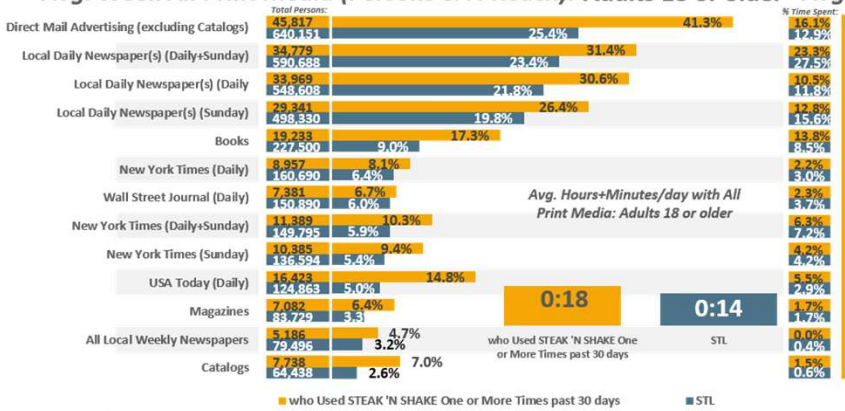
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Quick service restaurants used past 30 days: Lion's Choice

34,779 or 31.4% of Adults 18 or older who Used STEAK 'N SHAKE One or More Times past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.4 minutes every day representing 27.% of all time spent daily with All forms of Print Media.

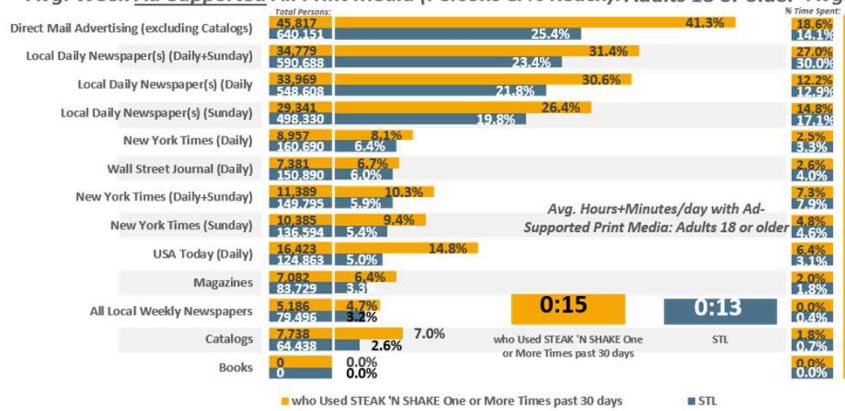
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



STL DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 100

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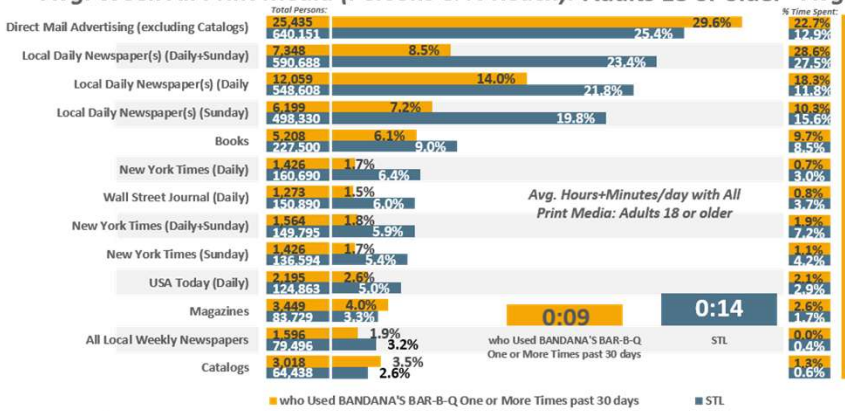
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Sit-down restaurants used past 30 days: Steak 'n Shake

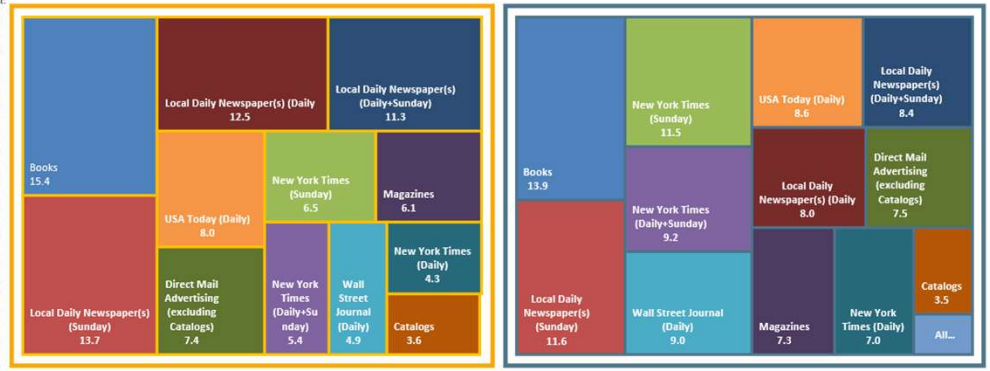


7,348 or 8.5% of Adults 18 or older who Used BANDANA'S BAR-B-Q One or More Times past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.3 minutes every day representing 31.6% of all time spent daily with All forms of Print Media.

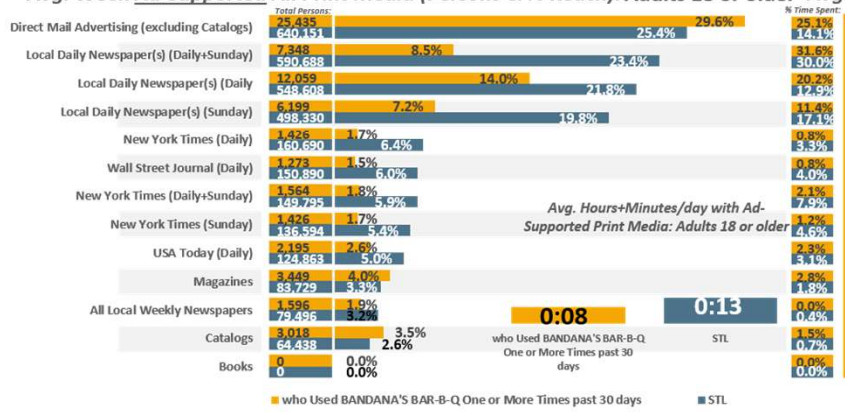
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



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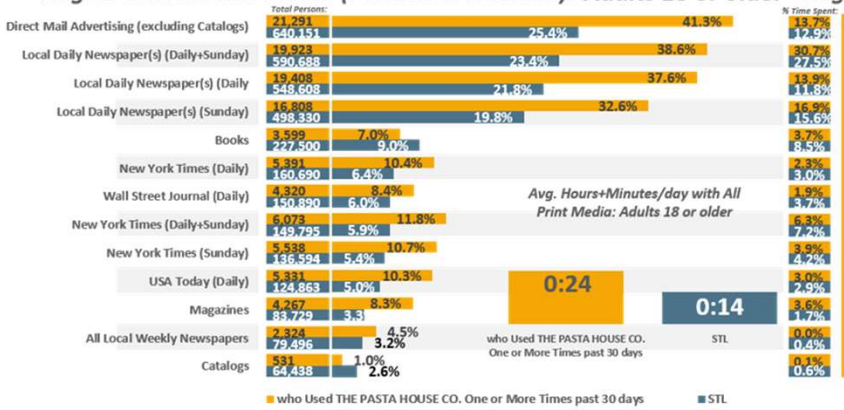
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Sit-down restaurants used past 30 days: Bandana's Bar-B-Q

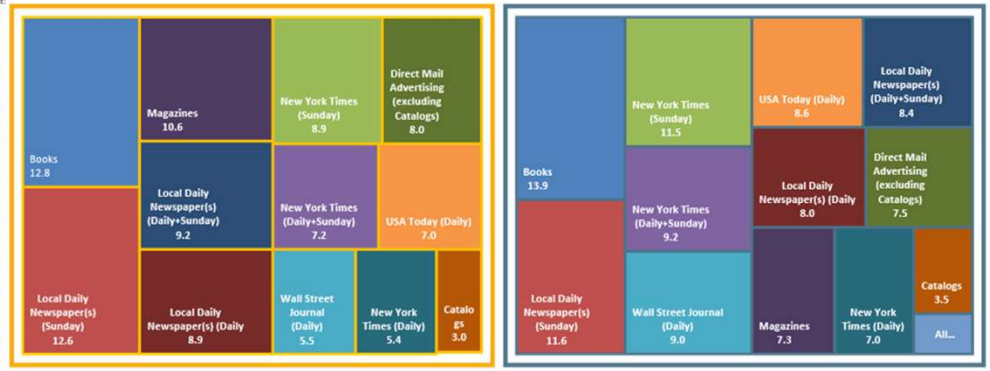


19,923 or 38.6% of Adults 18 or older who Used THE PASTA HOUSE CO. One or More Times past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.2 minutes every day representing 31.9% of all time spent daily with All forms of Print Medi

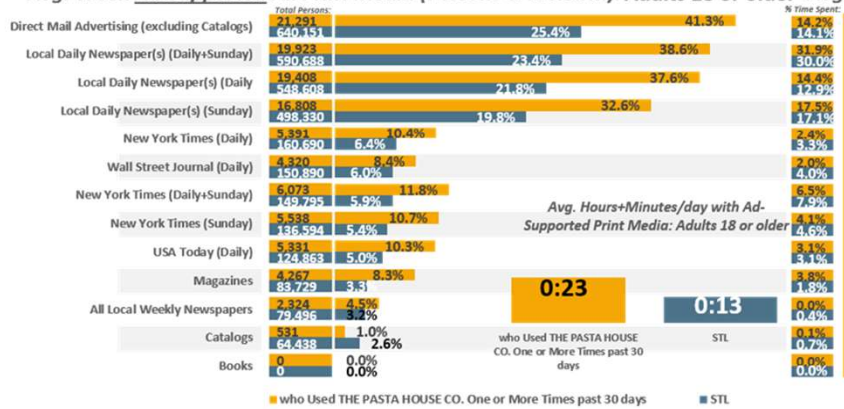
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



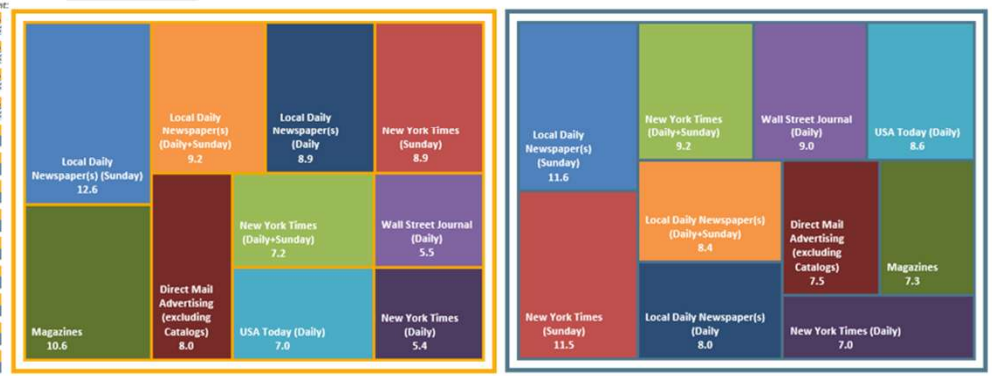
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



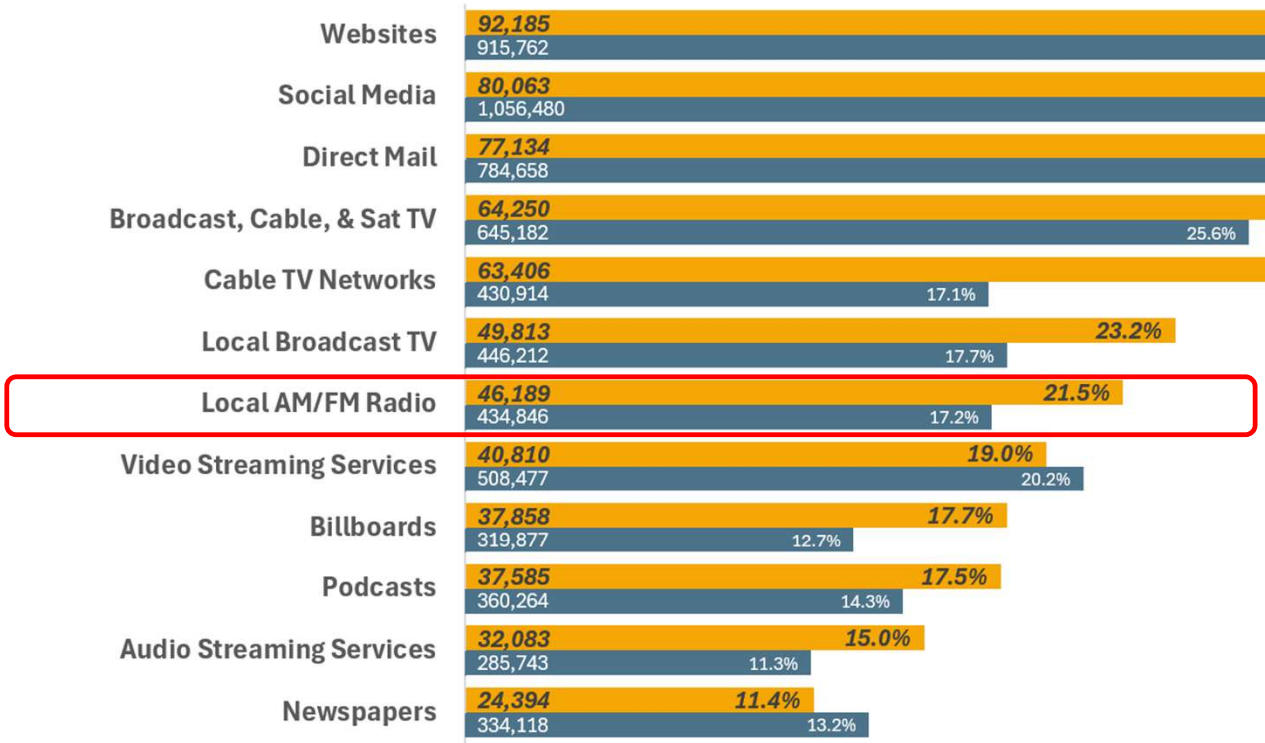
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Sit-down restaurants used past 30 days: The Pasta House Co.

"Advertising Actions"

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



Why Use Local AM/FM Radio?

21.5% of ST. LOUIS DMA P18+ who used IMO'S PIZZA in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 25% Above the ST. LOUIS DMA Market Average of 17.2%.

ST. LOUIS

ST. LOUIS DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab: 169

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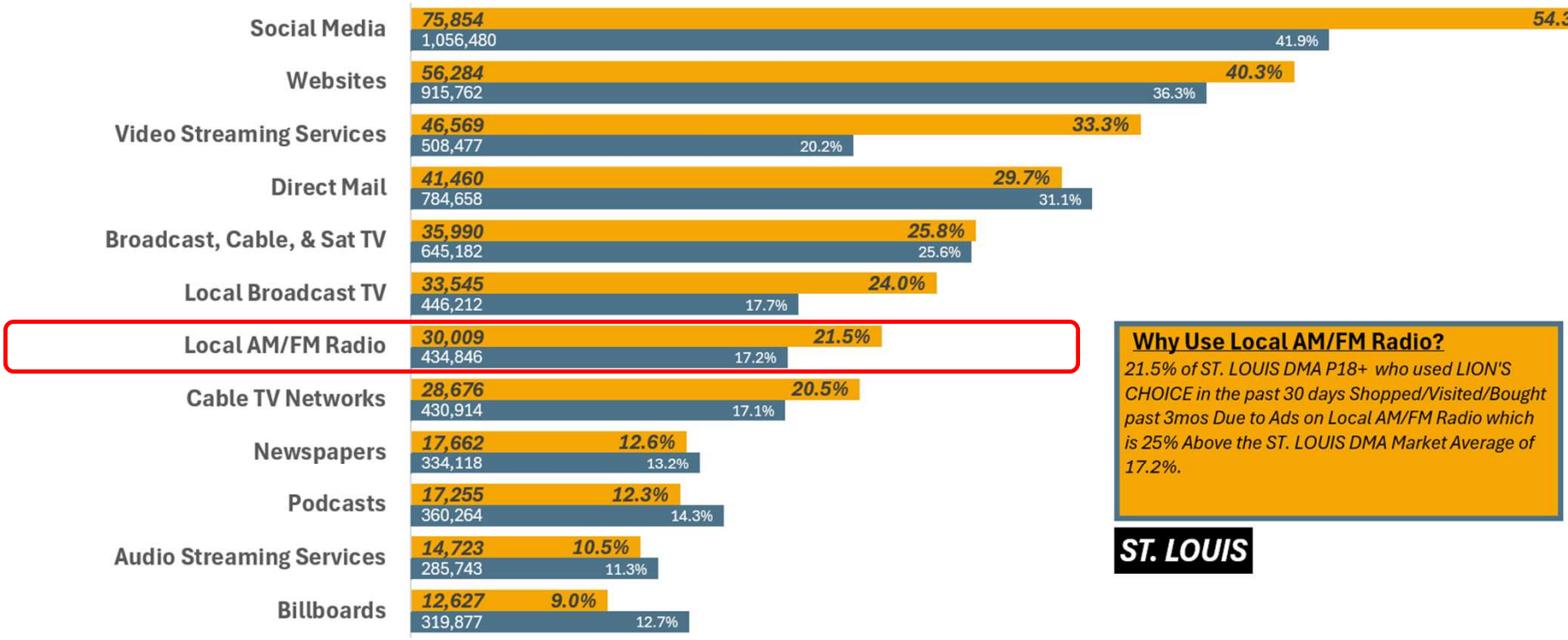
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Quick service restaurants used past 30 days: Imo's Pizza



"Advertising Actions"

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



Why Use Local AM/FM Radio?

21.5% of ST. LOUIS DMA P18+ who used LION'S CHOICE in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 25% Above the ST. LOUIS DMA Market Average of 17.2%.

ST. LOUIS

ST. LOUIS DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab: 111

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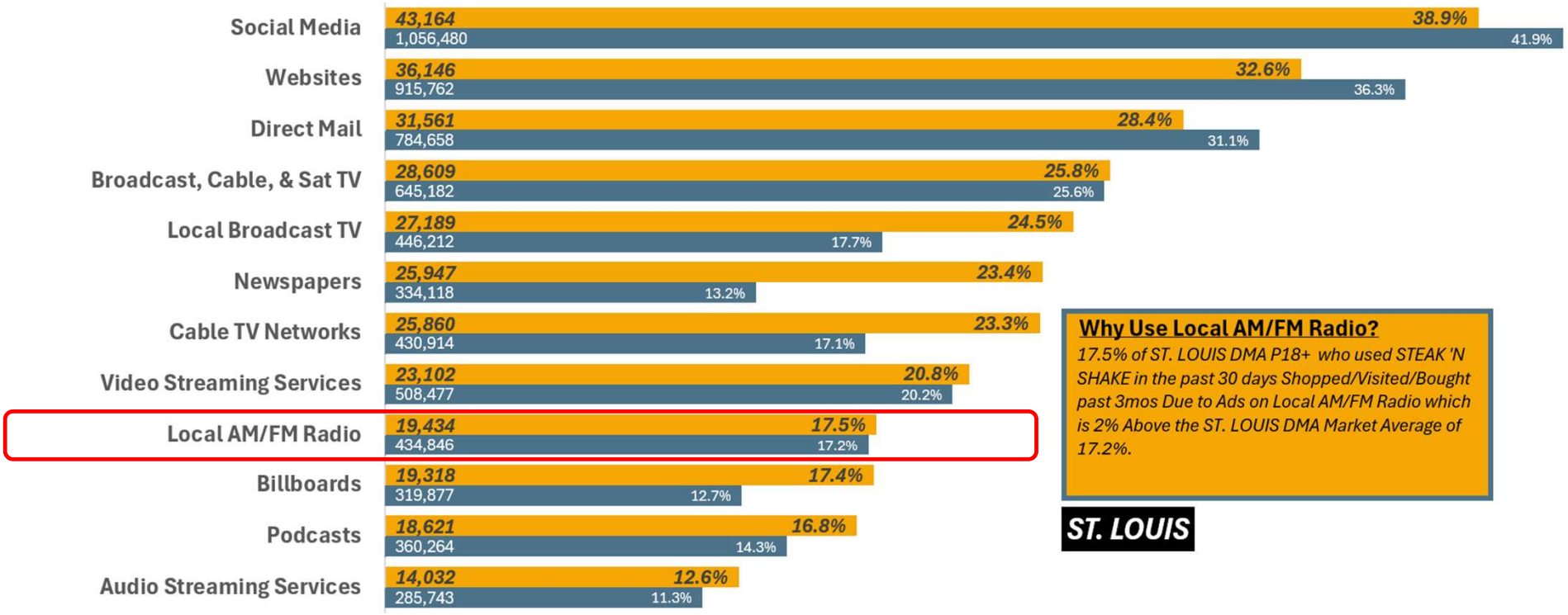
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Quick service restaurants used past 30 days: Lion's Choice



"Advertising Actions"

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



Why Use Local AM/FM Radio?

17.5% of ST. LOUIS DMA P18+ who used STEAK 'N SHAKE in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 2% Above the ST. LOUIS DMA Market Average of 17.2%.

ST. LOUIS

ST. LOUIS DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab: 100

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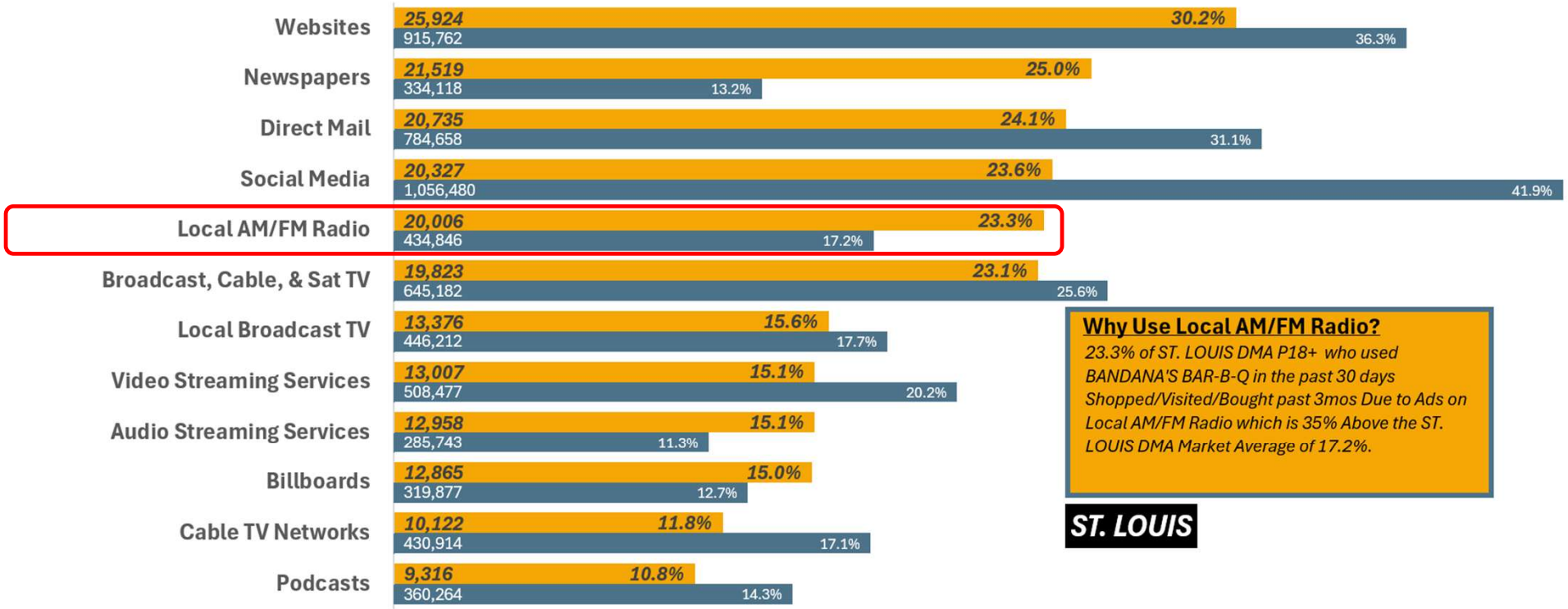
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Sit-down restaurants used past 30 days: Steak 'n Shake



"Advertising Actions"

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



Why Use Local AM/FM Radio?

23.3% of ST. LOUIS DMA P18+ who used BANDANA'S BAR-B-Q in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 35% Above the ST. LOUIS DMA Market Average of 17.2%.

ST. LOUIS

ST. LOUIS DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab: 65

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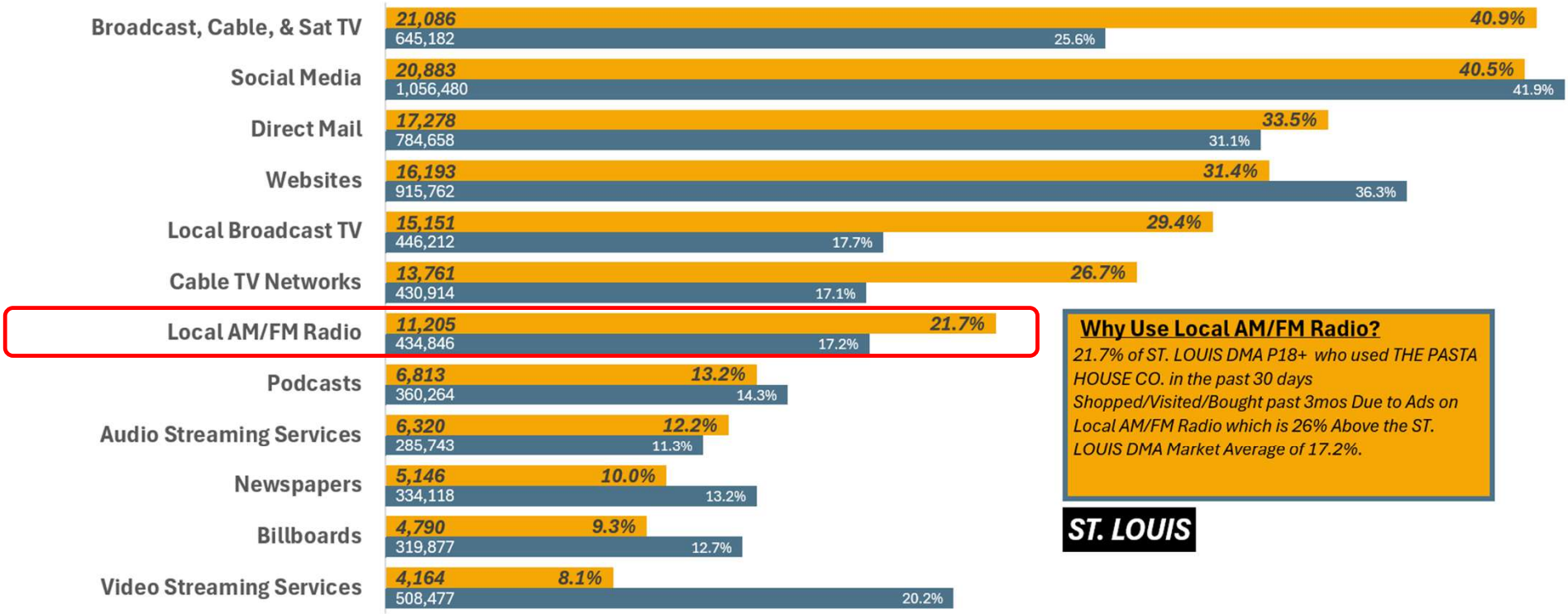
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Sit-down restaurants used past 30 days: Bandana's Bar-B-Q



"Advertising Actions"

P18+ who used THE PASTA HOUSE CO. in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

21.7% of ST. LOUIS DMA P18+ who used THE PASTA HOUSE CO. in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 26% Above the ST. LOUIS DMA Market Average of 17.2%.

ST. LOUIS

ST. LOUIS DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab: 57

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Sit-down restaurants used past 30 days: The Pasta House Co.