USA –P21+ Local DMA past 12mo Users of 5 More of the 4 "H-Brand" National CASINOS!

Complete Demographic & Media Use Profiles



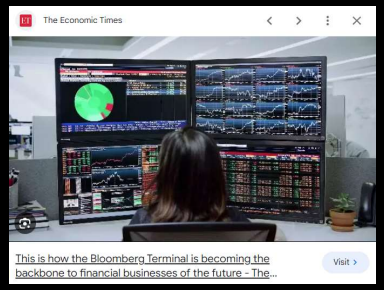
Hard Rock HOTEL & CASINO

Harrah's

HOLLYWOOD Casino

HORSESHOE. CASINO

Complete Demographic, Psychographic, and Total Media Usage Profiles of USA P18+ in 5 different DMAs who used a HARD ROCK, HARRAH'S, HOLLYWOOD, or HORSESHOE CASINO in the past 12mos as of April 2024!





Harrah's Ak-Chin Casino (PHX)



Hollywood Casino (STL)



Horseshoe St. Louis (STL)



Hollywood Casino at CTR (WDC)



Seminole Hard Rock Casino (WPB)

P21+

Casinos visited past 12 months (by name): Harrah's Ak-Chin Casino
Casinos visited past 12 months (by name): Hollywood Casino
Casinos visited past 12 months (by name): Horseshoe St. Louis
Casinos visited past 12 months (by name): Hollywood Casino at Charles Town Races
Casinos visited past 12 months (by name): Seminole Hard Rock Hotel & Casino

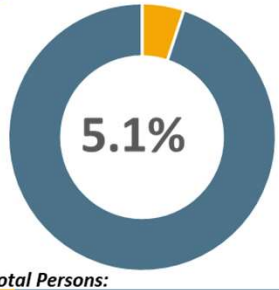
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

HUBBARD BROADCASTING INC. HB



5.1% or 222,832 of PHOENIX DMA Adults 21 or older used the HARRAH'S CASINO past 12mos.
Typical Adults 21 or older who used the HARRAH'S CASINO past 12mos are 53.2 years old (5.1% older than average) and have a $105,142 (12.5% higher than average) annual household income.

Percent of Market: Adults 21 or older



- who used the HARRAH'S CASINO past 12mos
- Remainder of PHOENIX DMA

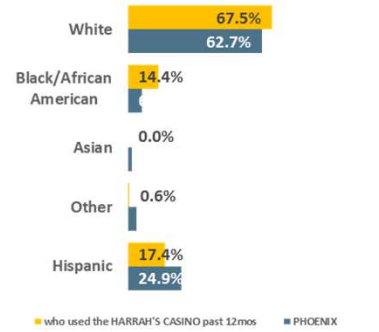
Total Persons:

222,832 | 4,164,686

Gender of Target vs. Market: Adults 21 or older

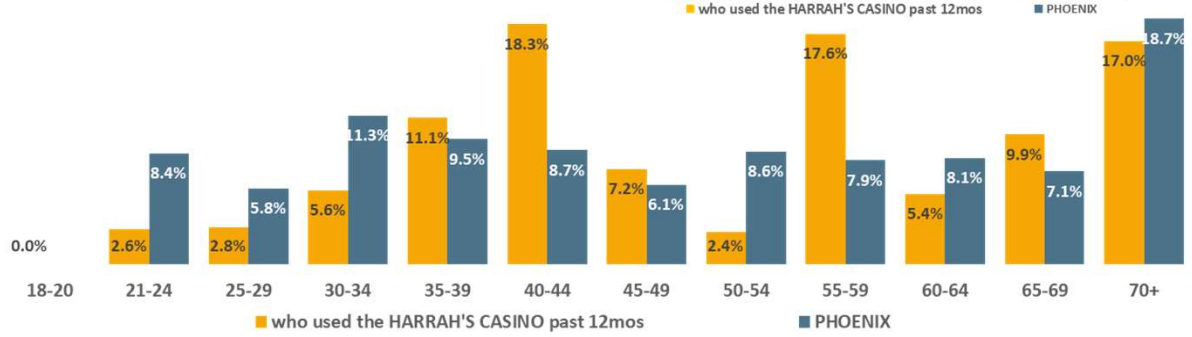
	Men	Men	Women	Women
%M vs. %F:	48.6%	49.4%	51.4%	50.6%
Average Age:	53.8	50.2	52.4	51.1
# Persons:	108,332	2,165,450	114,500	2,222,068

Ethnicity of Target vs. Market:

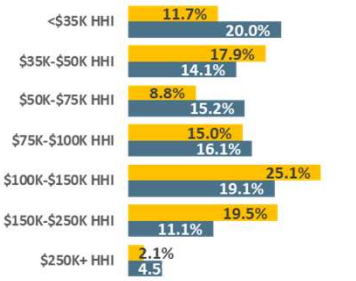


Age Cell Demographics of Target vs. Market:

Average Age:	Adults 21 or older	who used the HARRAH'S CASINO past 12mos	PHOENIX
		53.2	50.6



HHI of Target vs. Market:



Avg HHI:	$105,142	$93,446

PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 140

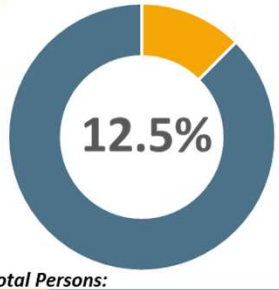
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Casinos visited past 12 months (by name): Harrah's Ak-Chin Casino



12.5% or 298,075 of ST. LOUIS DMA Adults 21 or older used the HOLLYWOOD CASINO past 12mos. Typical Adults 21 or older who used the HOLLYWOOD CASINO past 12mos are 47.3 years old (7.3% younger than average) and have a $83,550 (10.8% lower than average) annual household income.

Percent of Market: Adults 21 or older



- who used the HOLLYWOOD CASINO past 12mos
- Remainder of ST. LOUIS DMA

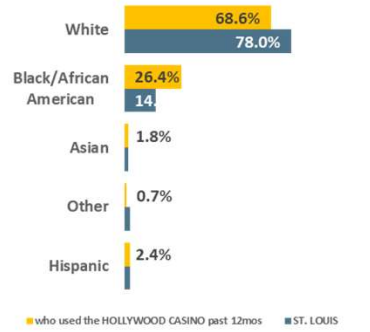
Total Persons:



Gender of Target vs. Market: Adults 21 or older

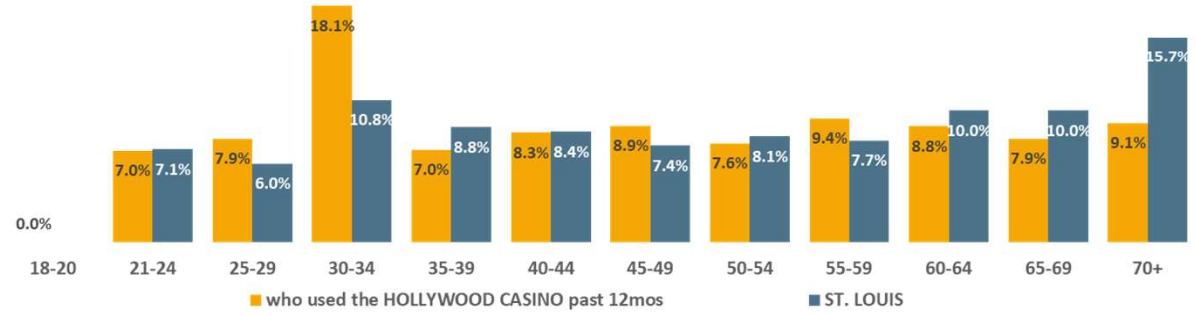
	Men	Men	Women	Women
%M vs. %F:	40.5%	48.3%	59.5%	51.7%
Average Age:	46.6	50.6	47.7	51.4
# Persons:	120,662	1,155,818	177,413	1,235,976

Ethnicity of Target vs. Market:

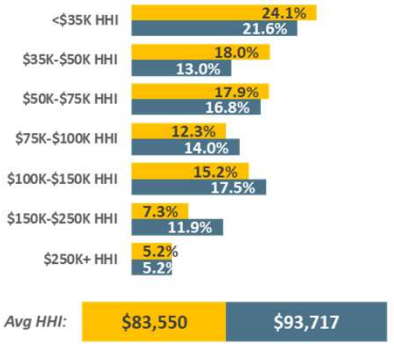


Age Cell Demographics of Target vs. Market:

Average Age:	Adults 21 or older	47.3	51.0



HHI of Target vs. Market:



Avg HHI:	$83,550	$93,717

ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 240

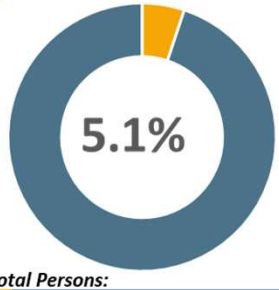
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Casinos visited past 12 months (by name): Hollywood Casino



5.1% or 122,298 of ST. LOUIS DMA Adults 21 or older used the HORSESHOE CASINO past 12mos.
Typical Adults 21 or older who used the HORSESHOE CASINO past 12mos are 42.7 years old (16.3% younger than average) and have a $71,555 (23.6% lower than average) annual household income.

Percent of Market: Adults 21 or older



- who used the HORSESHOE CASINO past 12mos
- Remainder of ST. LOUIS DMA

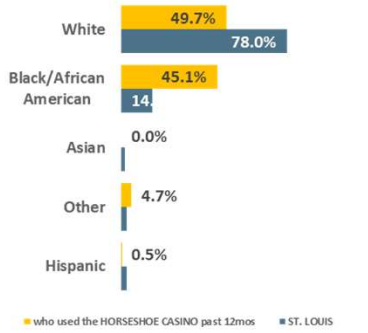
Total Persons:

122,298	2,269,496

Gender of Target vs. Market: Adults 21 or older

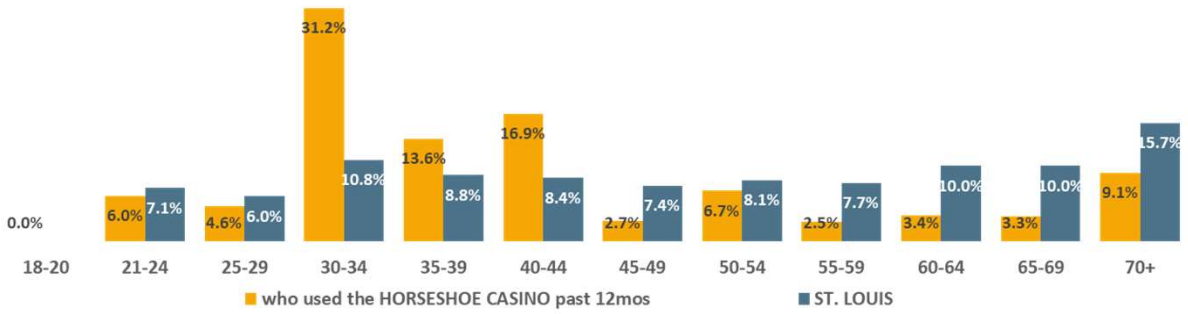
	Men	Men	Women	Women
%M vs. %F:	47.7%	48.3%	52.3%	51.7%
Average Age:	42.3	50.6	42.9	51.4
# Persons:	58,363	1,155,818	63,935	1,235,976

Ethnicity of Target vs. Market:

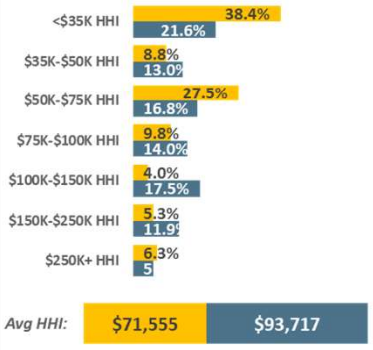


Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 21 or older	42.7	51.0



HHI of Target vs. Market:



Avg HHI:	$71,555	$93,717

ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 89

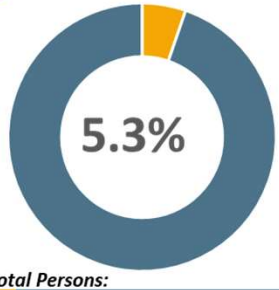
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Casinos visited past 12 months (by name): Horseshoe St. Louis



5.3% or 282,715 of WASHINGTON, DC DMA Adults 21 or older used the HOLLYWOOD CASINO past 12mos. Typical Adults 21 or older who used the HOLLYWOOD CASINO past 12mos are 51.3 years old (3.5% older than average) and have a $105,379 (18.% lower than average) annual household income.

Percent of Market: Adults 21 or older



- who used the HOLLYWOOD CASINO past 12mos
- Remainder of WASHINGTON, DC DMA

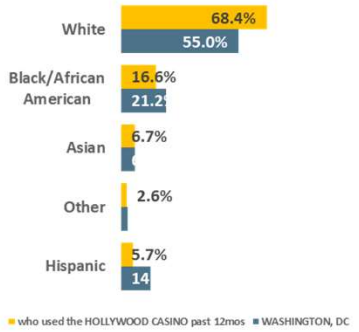
Total Persons:

282,715 | 5,069,133

Gender of Target vs. Market: Adults 21 or older

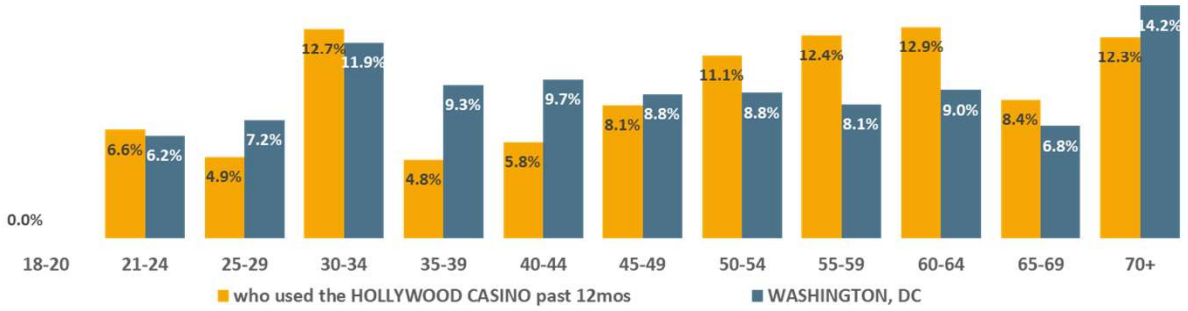
	Men	Men	Women	Women
%M vs. %F:	46.0%	48.2%	54.0%	51.8%
Average Age:	52.8	49.7	50.2	49.4
# Persons:	130,164	2,577,318	152,551	2,774,530

Ethnicity of Target vs. Market:

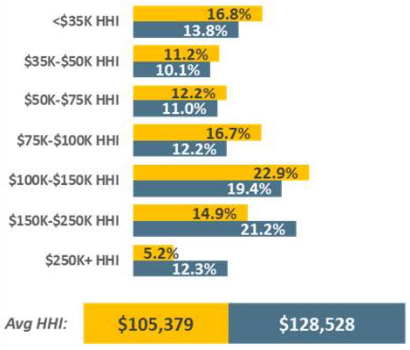


Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 21 or older	51.3	49.5



HHI of Target vs. Market:



Avg HHI:	$105,379	$128,528

WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 265

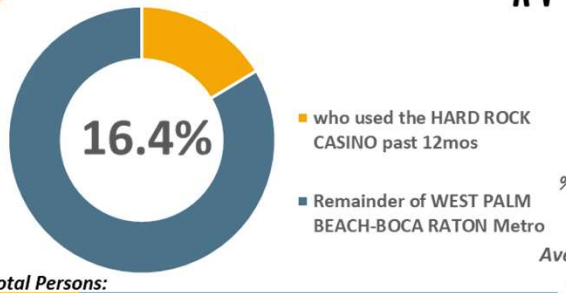
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Casinos visited past 12 months (by name): Hollywood Casino at Charles Town Races



16.4% or 290,328 of WEST PALM BEACH-BOCA RATON DMA Adults 21 or older used the HARD ROCK CASINO past… Typical Adults 21 or older who used the HARD ROCK CASINO past 12mos are 51.6 years old (6.2% younger than average) and have a $123,725 (27.% higher than average) annual household income.

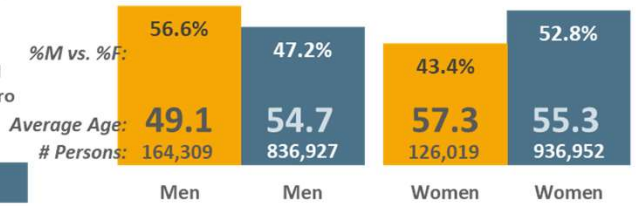
Percent of Market: Adults 21 or older



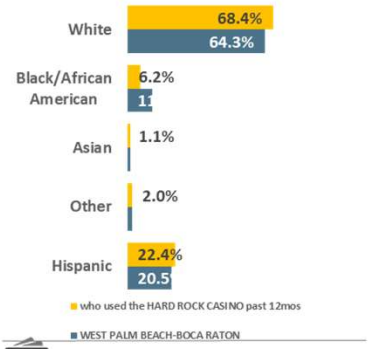
Total Persons:



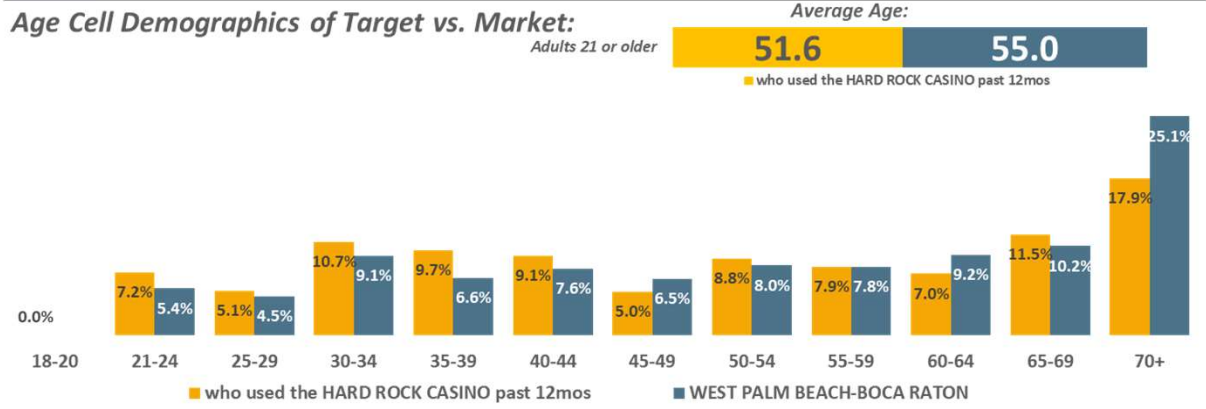
Gender of Target vs. Market: Adults 21 or older



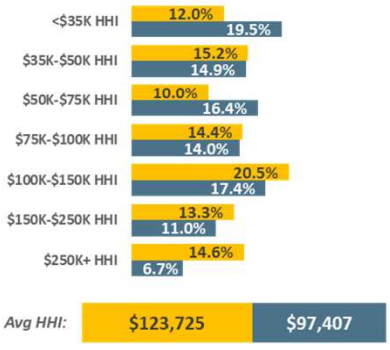
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 349

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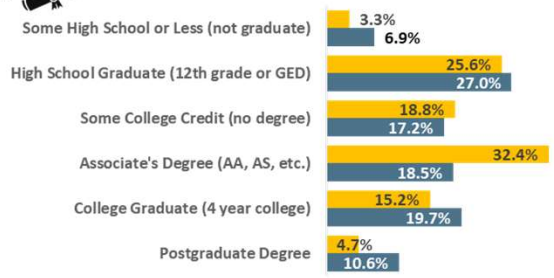
Casinos visited past 12 months (by name): Seminole Hard Rock Hotel & Casino



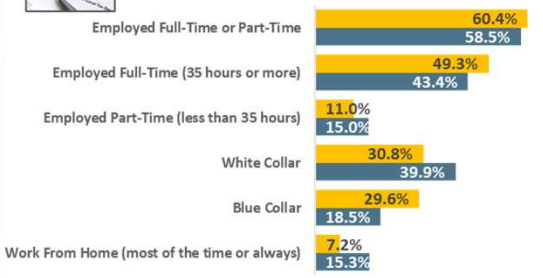
PHX

5.1% or 222,832 of PHOENIX DMA Adults 21 or older used the HARRAH'S CASINO past 12mos.
Adults 21 or older who used the HARRAH'S CASINO past 12mos are 34.4% less likely to be a college graduate, 13.6% more likely to work full-time, 22.8% less likely to be married, 2.7% less likely to be a parent of 1 or more children under 18.

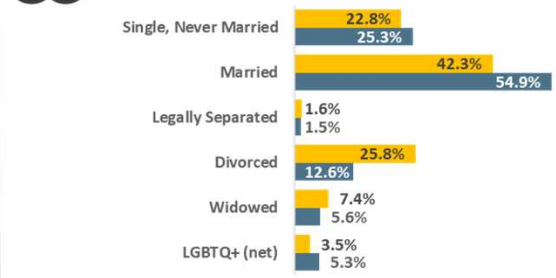
Education Levels: Adults 21 or older



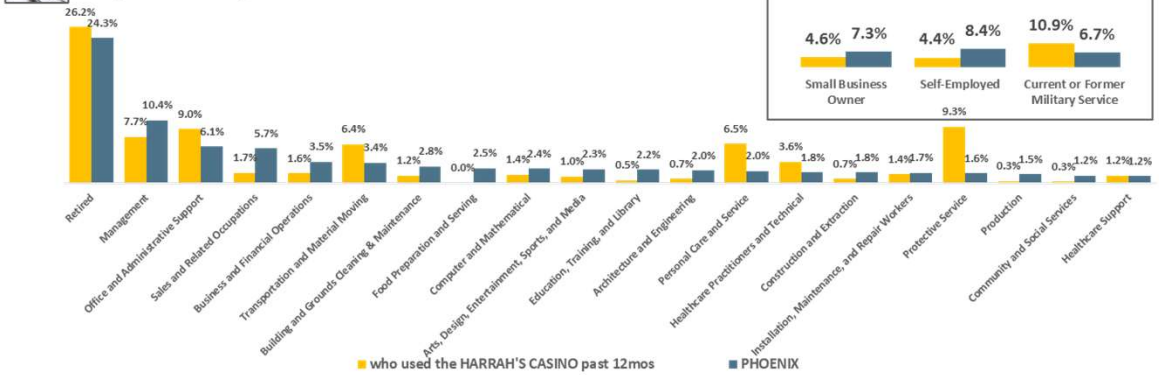
Employment: Adults 21 or older



Marital Status: Adults 21 or older

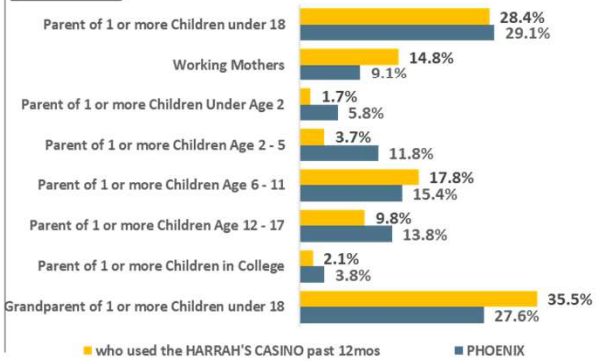


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 140

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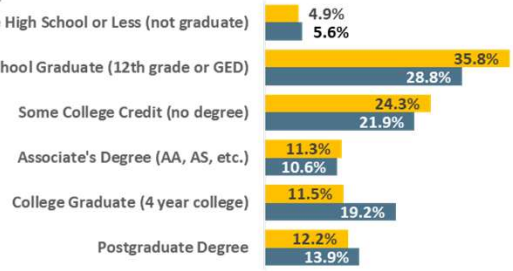
Casinos visited past 12 months (by name): Harrah's Ak-Chin Casino



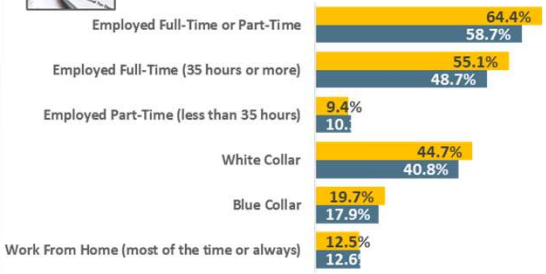
STL

12.5% or 298,075 of ST. LOUIS DMA Adults 21 or older used the HOLLYWOOD CASINO past 12mos. Adults 21 or older who used the HOLLYWOOD CASINO past 12mos are 28.5% less likely to be a college graduate, 13.2% more likely to work full-time, 31.9% less likely to be married, 5.6% less likely to be a parent of 1 or more children under 18.

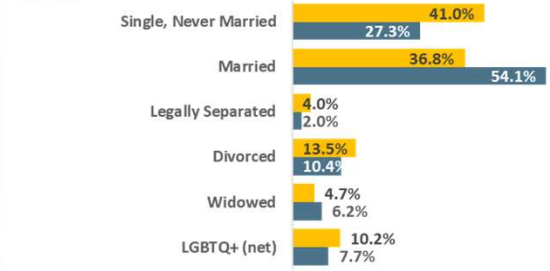
Education Levels: Adults 21 or older



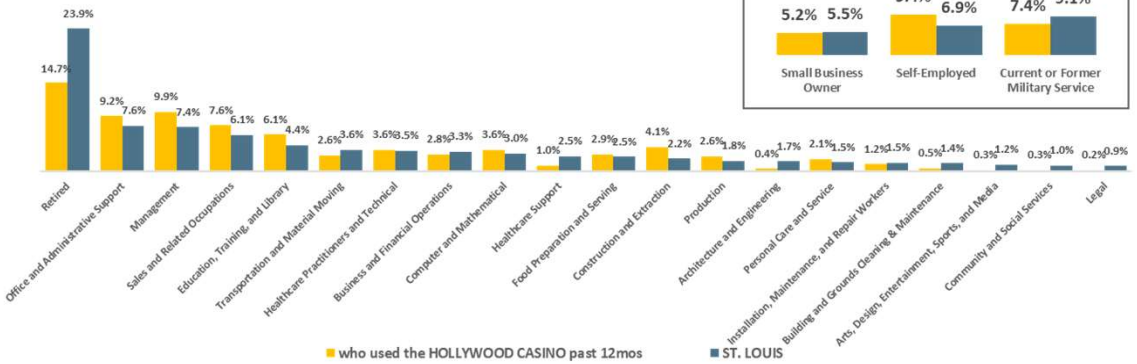
Employment: Adults 21 or older



Marital Status: Adults 21 or older

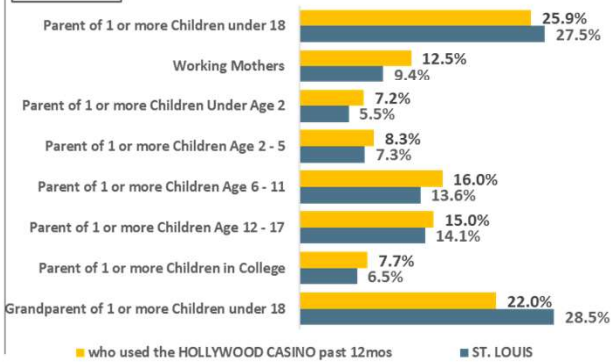


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 240

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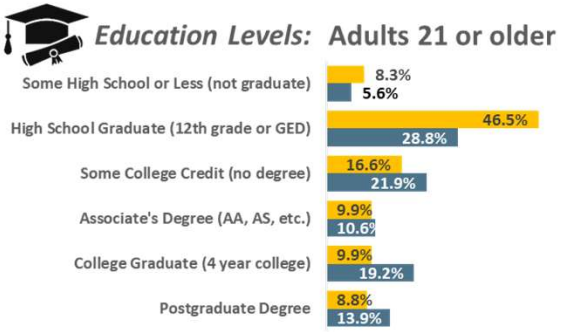
Casinos visited past 12 months (by name): Hollywood Casino



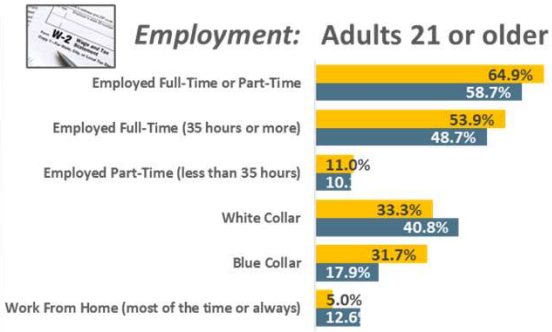
STL

5.1% or 122,298 of ST. LOUIS DMA Adults 21 or older used the HORSESHOE CASINO past 12mos. Adults 21 or older who used the HORSESHOE CASINO past 12mos are 43.2% less likely to be a college graduate, 10.9% more likely to work full-time, 58.6% less likely to be married, 28.2% more likely to be a parent of 1 or more children under 18.

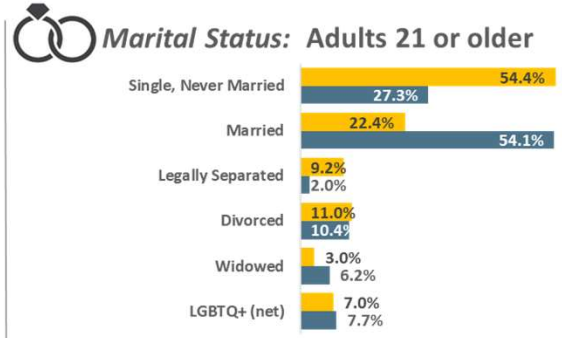
Education Levels: Adults 21 or older



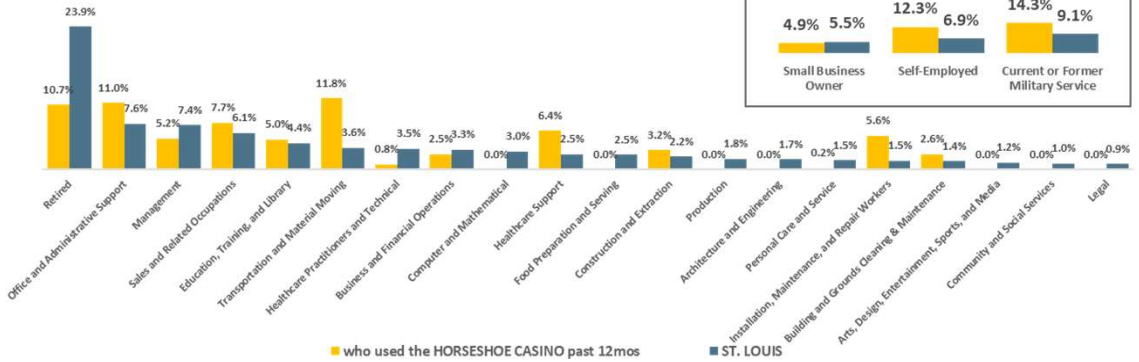
Employment: Adults 21 or older



Marital Status: Adults 21 or older

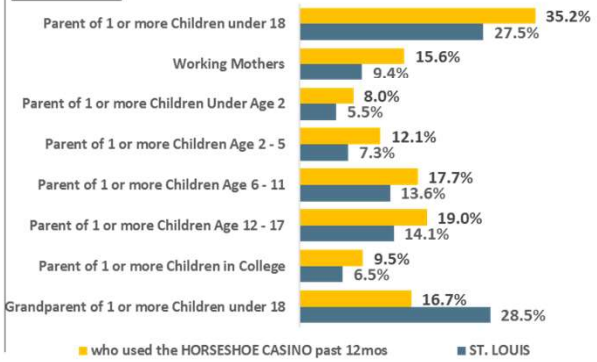


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 89

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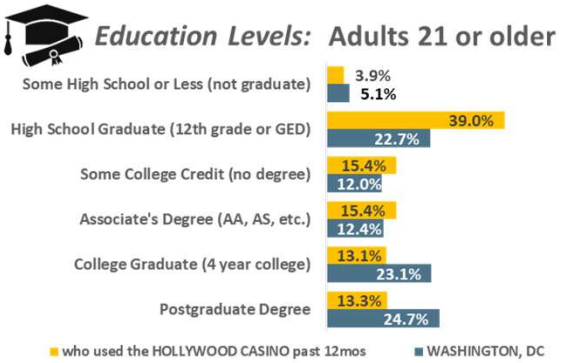
Casinos visited past 12 months (by name): Horseshoe St. Louis



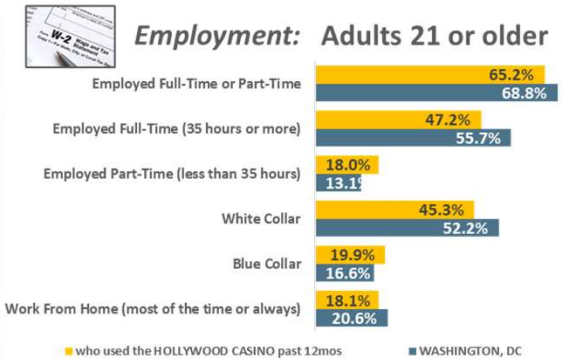
WDC

5.3% or 282,715 of WASHINGTON, DC DMA Adults 21 or older used the HOLLYWOOD CASINO past 12mos. Adults 21 or older who used the HOLLYWOOD CASINO past 12mos are 44.8% less likely to be a college graduate, 15.2% less likely to work full-time, 2.2% more likely to be married, 7.% less likely to be a parent of 1 or more children under 18.

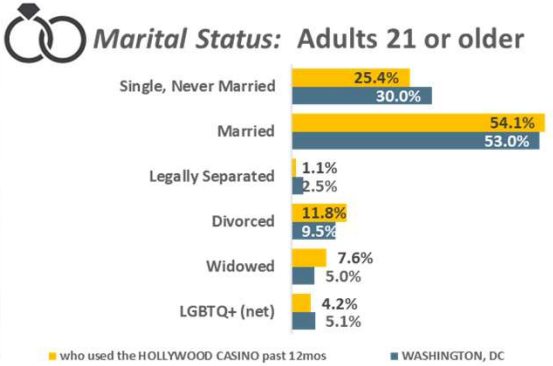
Education Levels: Adults 21 or older



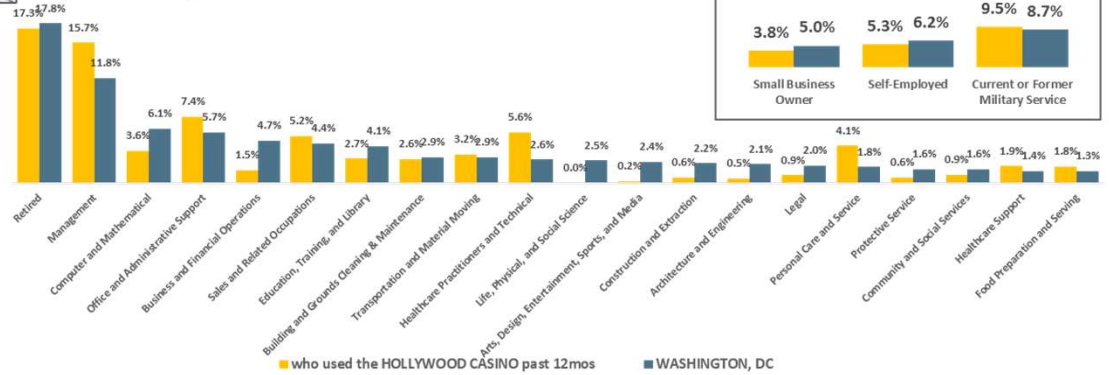
Employment: Adults 21 or older



Marital Status: Adults 21 or older

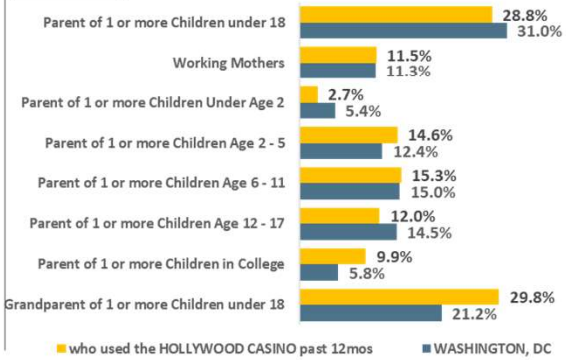


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 265

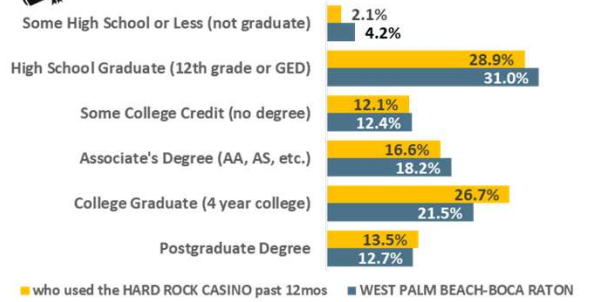
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Casinos visited past 12 months (by name): Hollywood Casino at Charles Town Races

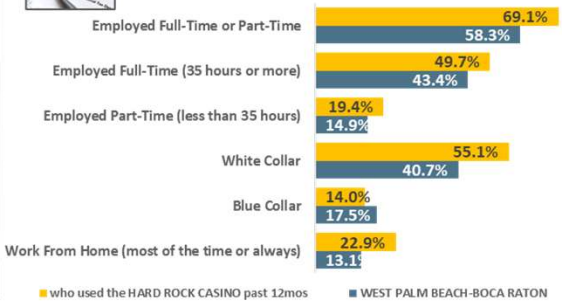


16.4% or 290,328 of WEST PALM BEACH-BOCA RATON DMA Adults 21 or older used the HARD ROCK CASINO… Adults 21 or older who used the HARD ROCK CASINO past 12mos are 17.7% more likely to be a college graduate, 14.5% more likely to work full-time, 13.1% more likely to be married, 4.% less likely to be a parent of 1 or more children under 18.

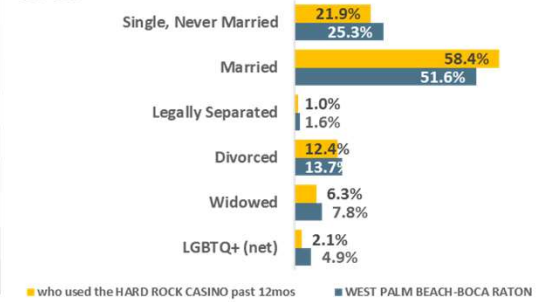
Education Levels: Adults 21 or older



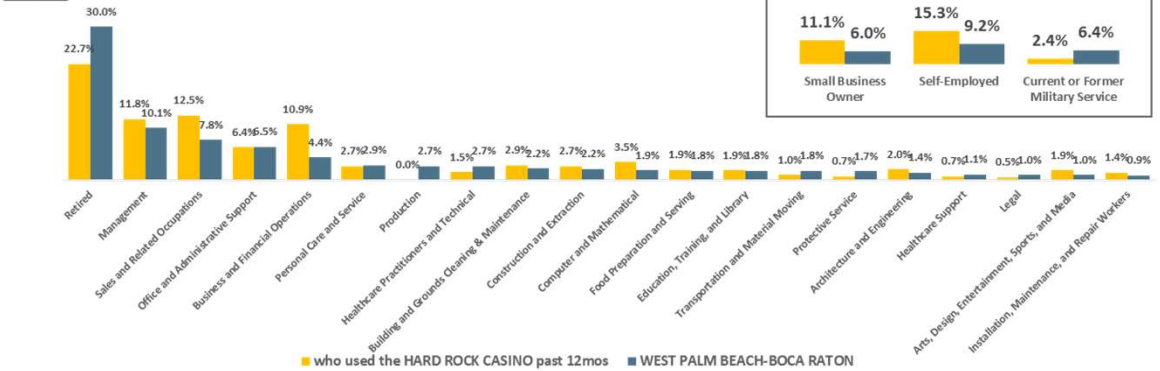
Employment: Adults 21 or older



Marital Status: Adults 21 or older

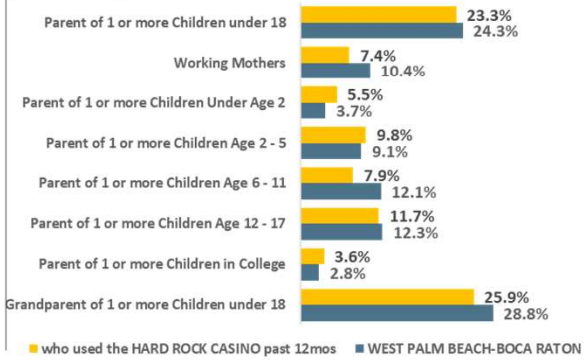


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 349

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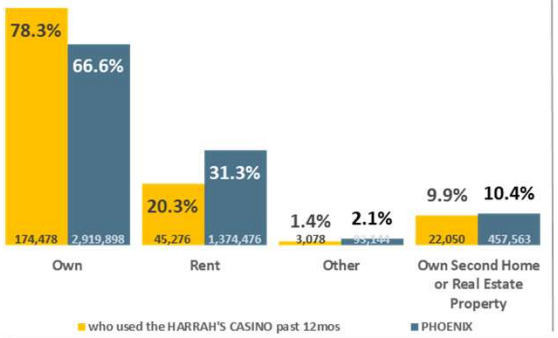
Casinos visited past 12 months (by name): Seminole Hard Rock Hotel & Casino



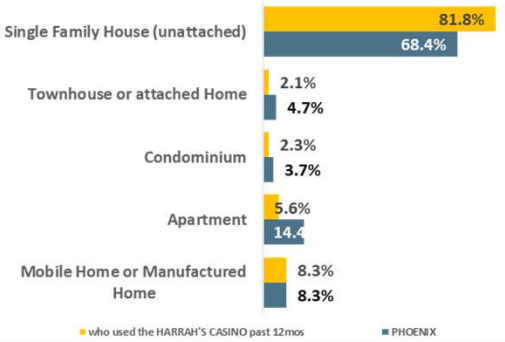
PHX

5.1% or 222,832 of PHOENIX DMA Adults 21 or older used the HARRAH'S CASINO past 12mos.
Adults 21 or older who used the HARRAH'S CASINO past 12mos are 17.7% more likely to own their home, 15.2% more likely to own a lower valued home, 19.5% more likely to have a single-family home, 2.2% more likely to have a dog.

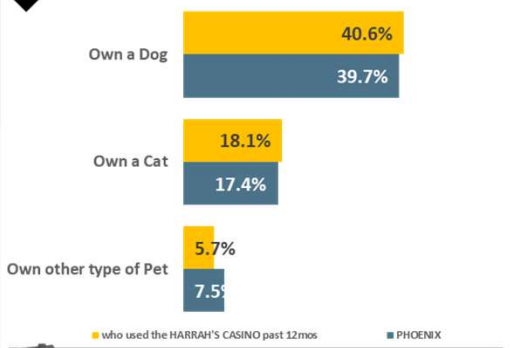
Own/Rent/Other: Adults 21 or older



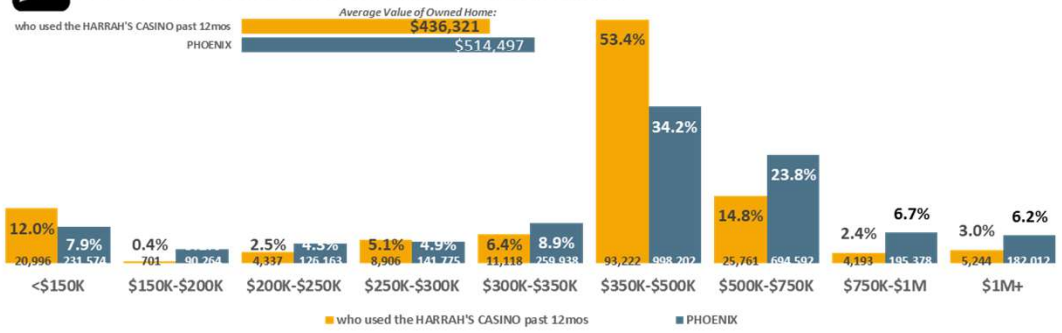
Type of Home: Adults 21 or older



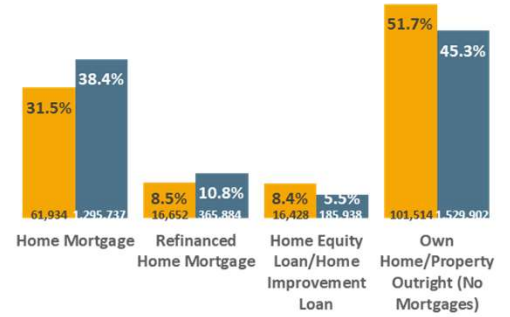
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 140

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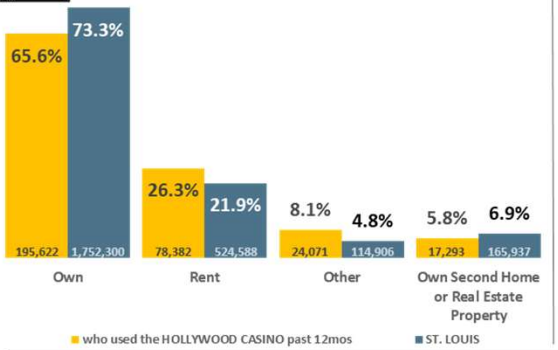
Casinos visited past 12 months (by name): Harrah's Ak-Chin Casino



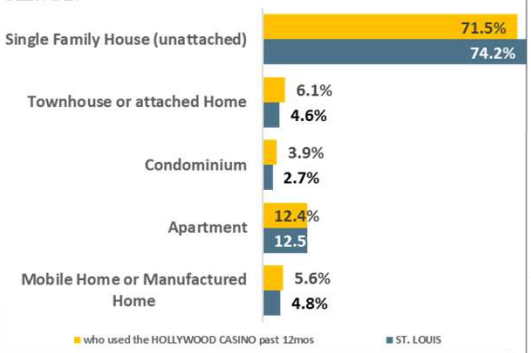
STL

12.5% or 298,075 of ST. LOUIS DMA Adults 21 or older used the HOLLYWOOD CASINO past 12mos. Adults 21 or older who used the HOLLYWOOD CASINO past 12mos are 10.4% less likely to own their home, 17.7% more likely to own a lower valued home, 3.7% less likely to have a single-family home, 2.6% less likely to have a dog.

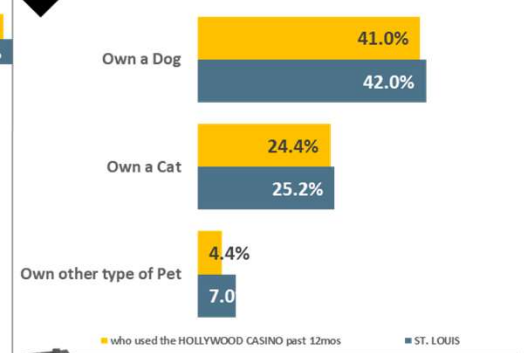
Own/Rent/Other: Adults 21 or older



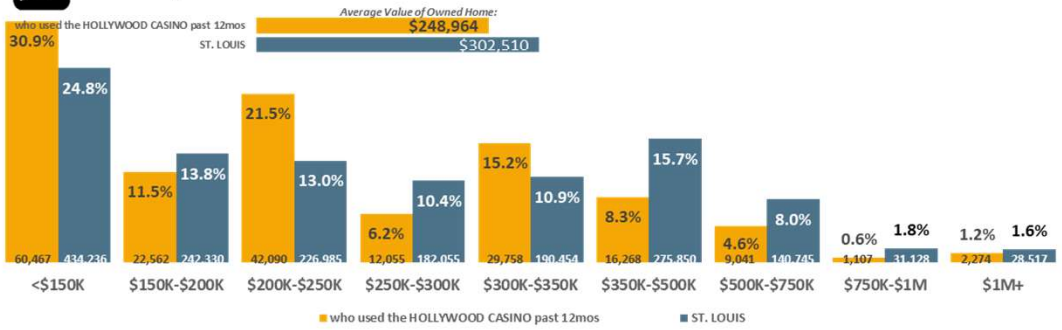
Type of Home: Adults 21 or older



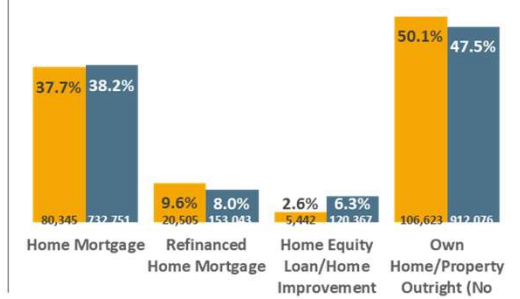
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 240

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Casinos visited past 12 months (by name): Hollywood Casino

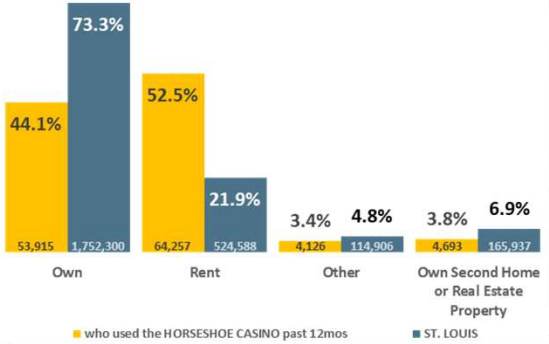
HORSESHOE CASINO



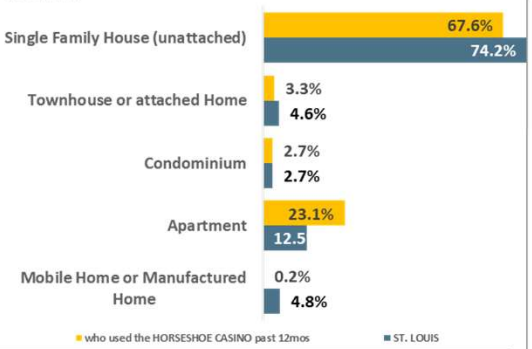
STL

5.1% or 122,298 of ST. LOUIS DMA Adults 21 or older used the HORSESHOE CASINO past 12mos.
Adults 21 or older who used the HORSESHOE CASINO past 12mos are 39.8% less likely to own their home, 15.4% more likely to own a lower valued home, 8.8% less likely to have a single-family home, 2.9% less likely to have a dog.

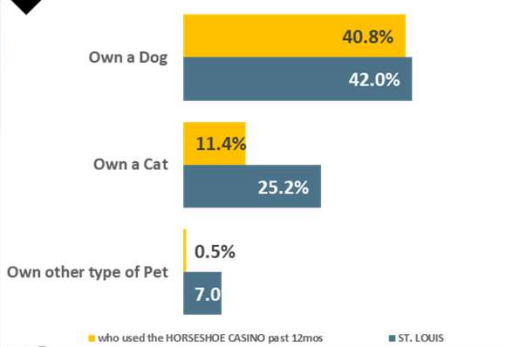
Own/Rent/Other: Adults 21 or older



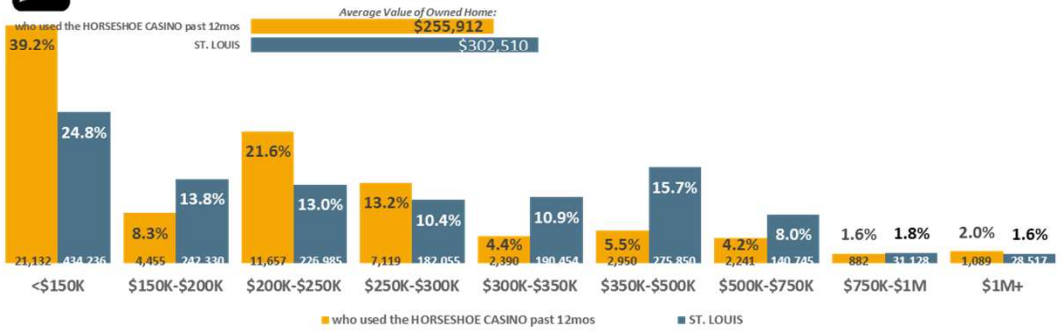
Type of Home: Adults 21 or older



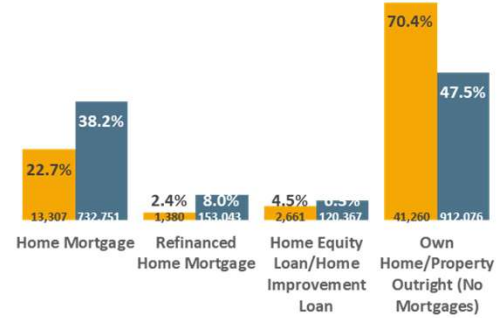
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 89

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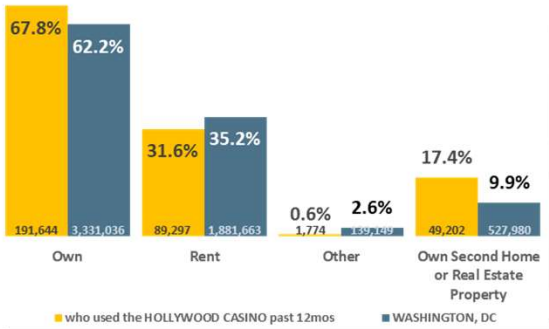
Casinos visited past 12 months (by name): Horseshoe St. Louis



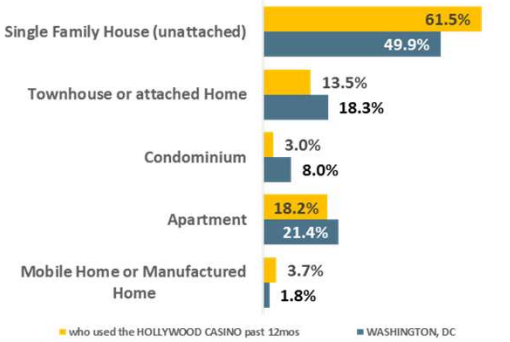
WDC

5.3% or 282,715 of WASHINGTON, DC DMA Adults 21 or older used the HOLLYWOOD CASINO past 12mos. Adults 21 or older who used the HOLLYWOOD CASINO past 12mos are 8.9% more likely to own their home, 18.6% more likely to own a lower valued home, 23.2% more likely to have a single-family home, 18.6% more likely to have a dog.

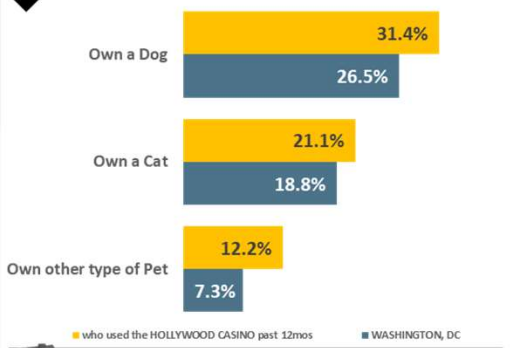
Own/Rent/Other: Adults 21 or older



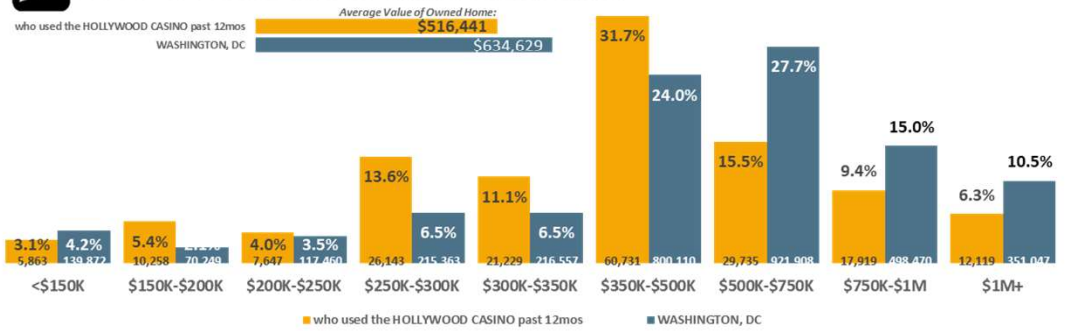
Type of Home: Adults 21 or older



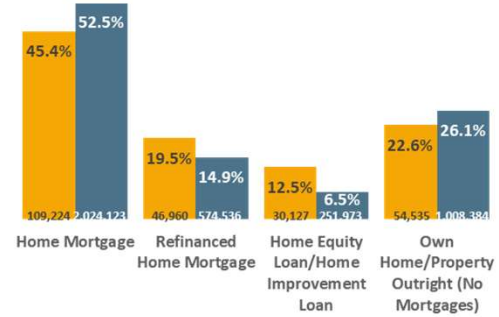
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 265

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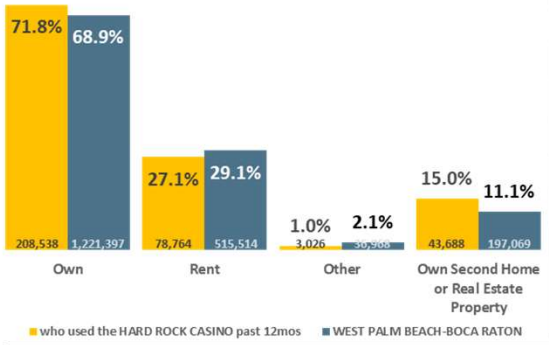
Casinos visited past 12 months (by name): Hollywood Casino at Charles Town Races



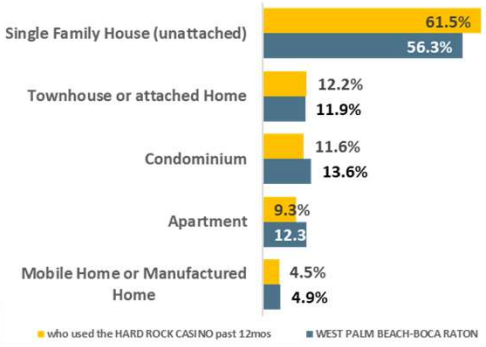
WPB

16.4% or 290,328 of WEST PALM BEACH-BOCA RATON DMA Adults 21 or older used the HARD ROCK CASINO past… Adults 21 or older who used the HARD ROCK CASINO past 12mos are 4.3% more likely to own their home, 15.5% more likely to own a higher valued home, 9.2% more likely to have a single-family home, 2.6% less likely to have a dog.

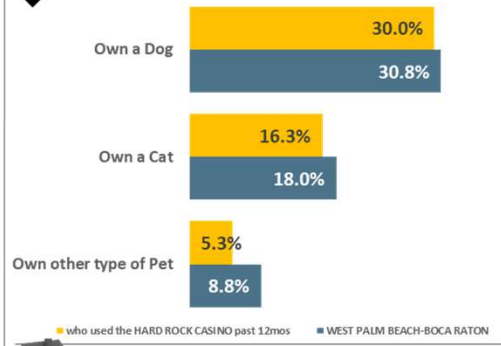
Own/Rent/Other: Adults 21 or older



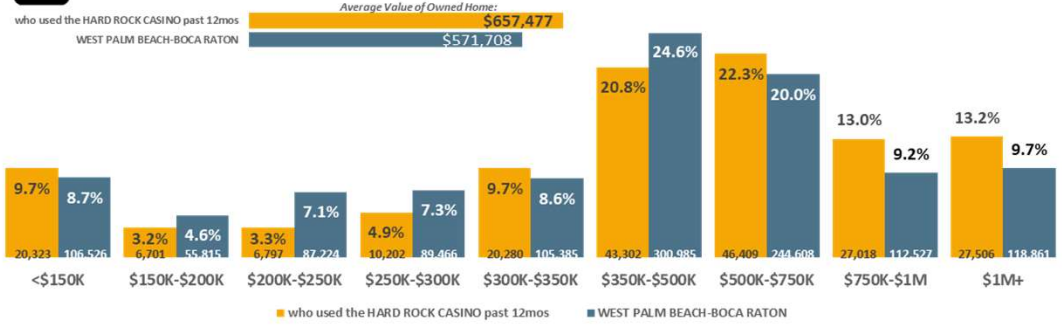
Type of Home: Adults 21 or older



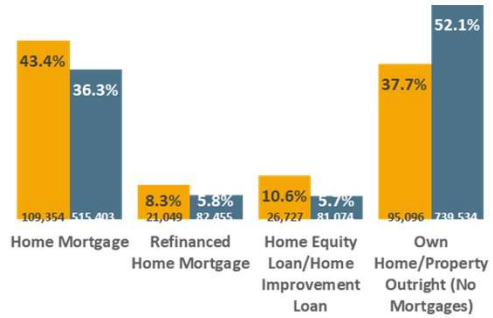
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 349

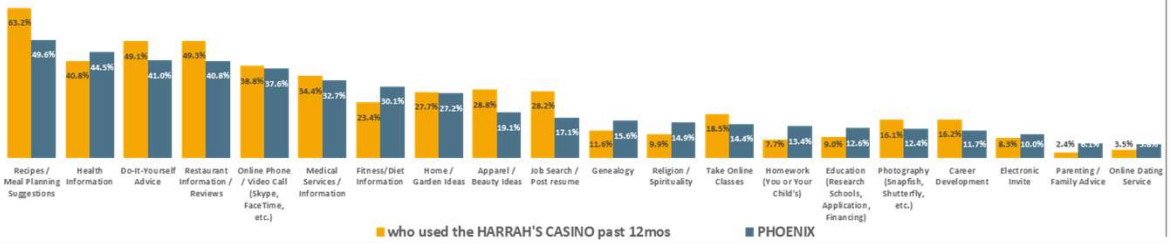
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Casinos visited past 12 months (by name): Seminole Hard Rock Hotel & Casino

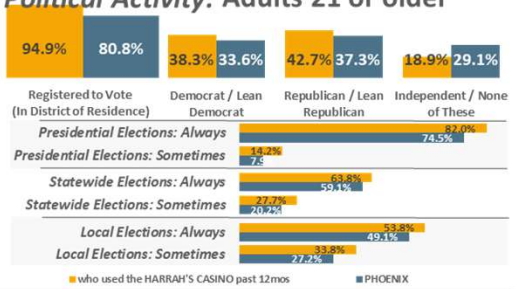
Harrah's  **PHX**

5.1% or 222,832 of PHOENIX DMA Adults 21 or older used the HARRAH'S CASINO past 12mos.
Adults 21 or older who used the HARRAH'S CASINO past 12mos are 19.7% more likely to look up D-I-Y advice online, 9.4% more likely to always vote in local elections, 14.2% less likely to belong to a gym, 11.3% more likely to fly domestic past yr.

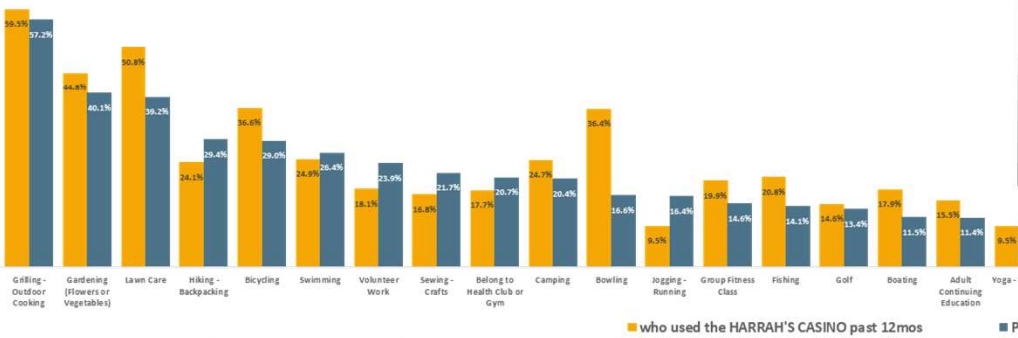
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



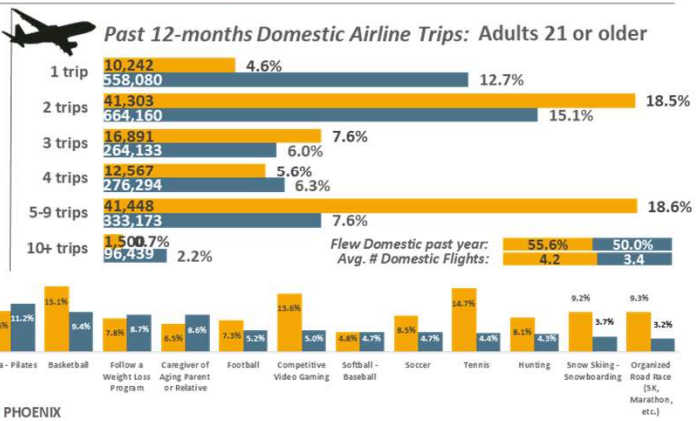
Political Activity: Adults 21 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 21 or older



Past 12-months Domestic Airline Trips: Adults 21 or older



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 140

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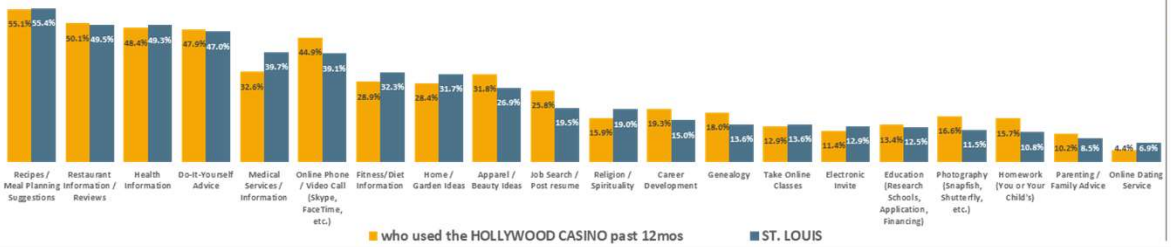
Casinos visited past 12 months (by name): Harrah's Ak-Chin Casino



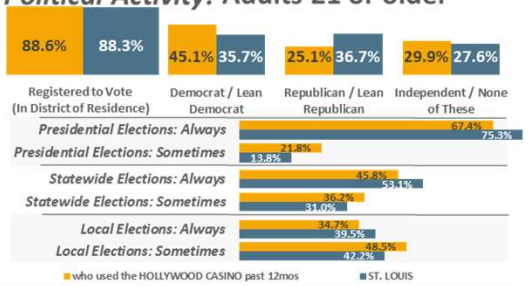
STL

12.5% or 298,075 of ST. LOUIS DMA Adults 21 or older used the HOLLYWOOD CASINO past 12mos. Adults 21 or older who used the HOLLYWOOD CASINO past 12mos are 1.9% more likely to look up D-I-Y advice online, 12.1% less likely to always vote in local elections, 9.% more likely to belong to a gym, 27.5% more likely to fly domestic past yr.

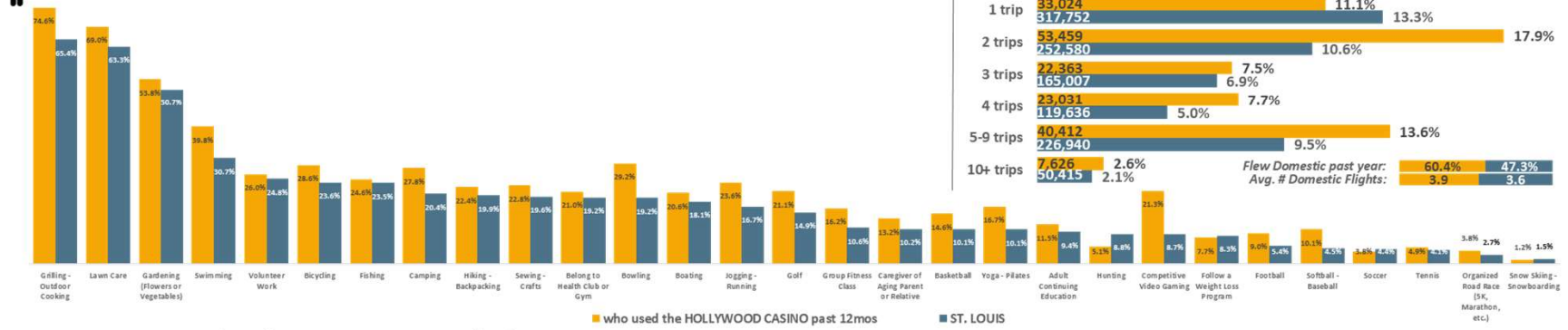
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



Political Activity: Adults 21 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 21 or older



Past 12-months Domestic Airline Trips: Adults 21 or older

ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 240

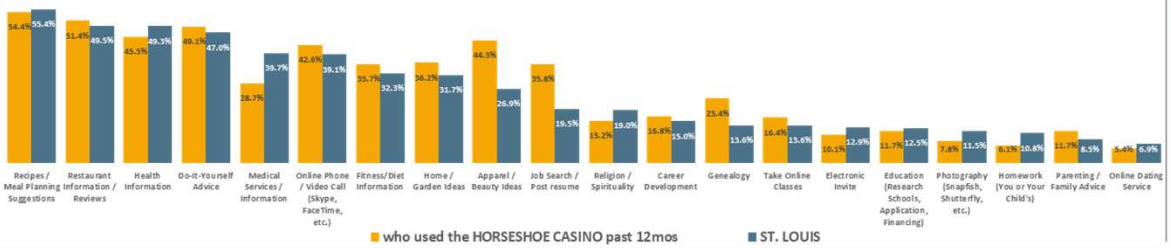
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Casinos visited past 12 months (by name): Hollywood Casino

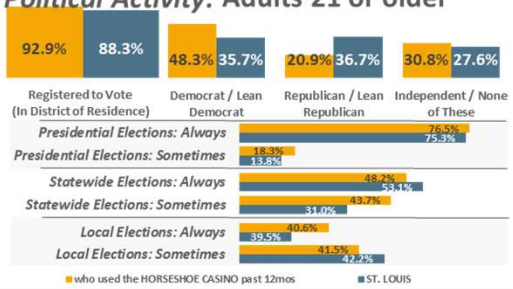


5.1% or 122,298 of ST. LOUIS DMA Adults 21 or older used the HORSESHOE CASINO past 12mos.
Adults 21 or older who used the HORSESHOE CASINO past 12mos are 4.5% more likely to look up D-I-Y advice online, 2.7% more likely to always vote in local elections, 29.5% more likely to belong to a gym, 55.1% more likely to fly domestic past yr.

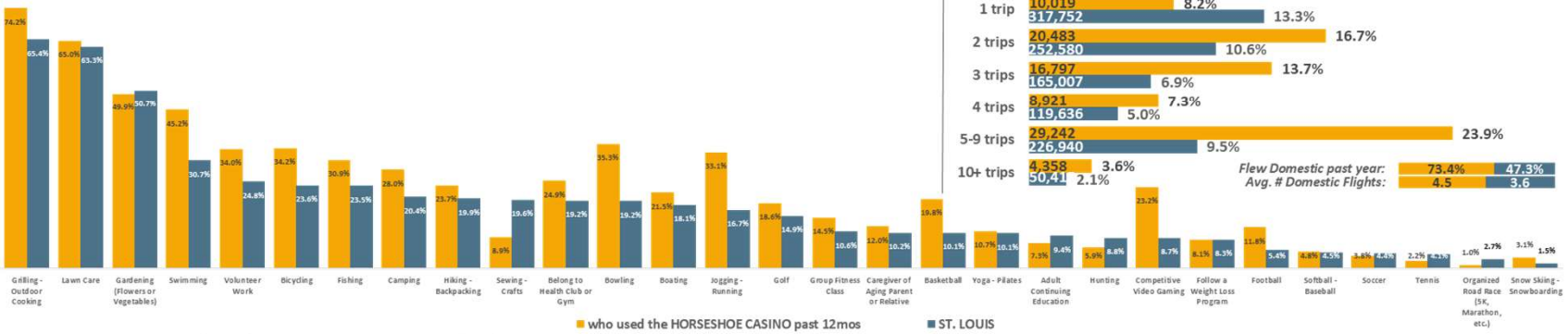
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



Political Activity: Adults 21 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 21 or older



Past 12-months Domestic Airline Trips: Adults 21 or older

ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 89

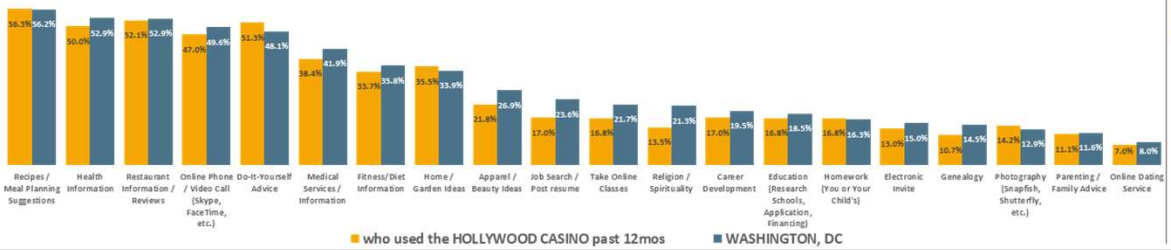
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Casinos visited past 12 months (by name): Horseshoe St. Louis

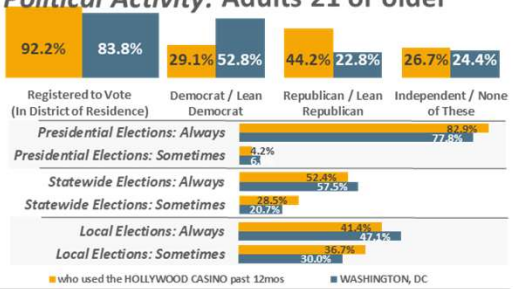


5.3% or 282,715 of WASHINGTON, DC DMA Adults 21 or older used the HOLLYWOOD CASINO past 12mos. Adults 21 or older who used the HOLLYWOOD CASINO past 12mos are 6.7% more likely to look up D-I-Y advice online, 12.% less likely to always vote in local elections, 8.3% less likely to belong to a gym, 3.1% less likely to fly domestic past yr.

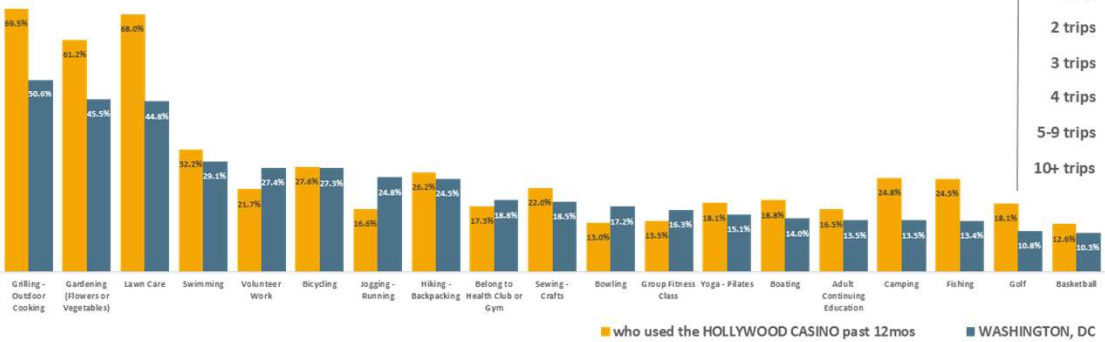
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



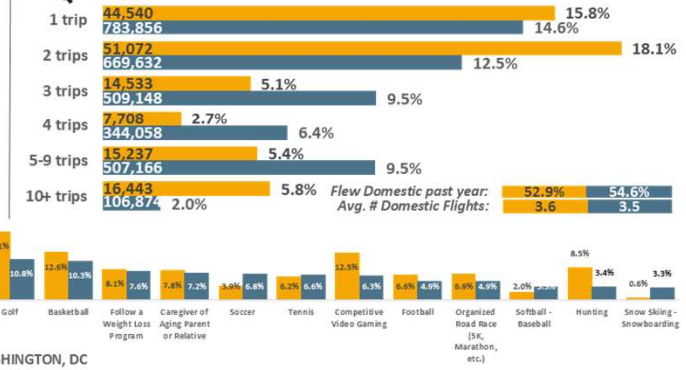
Political Activity: Adults 21 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 21 or older



Past 12-months Domestic Airline Trips: Adults 21 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 265

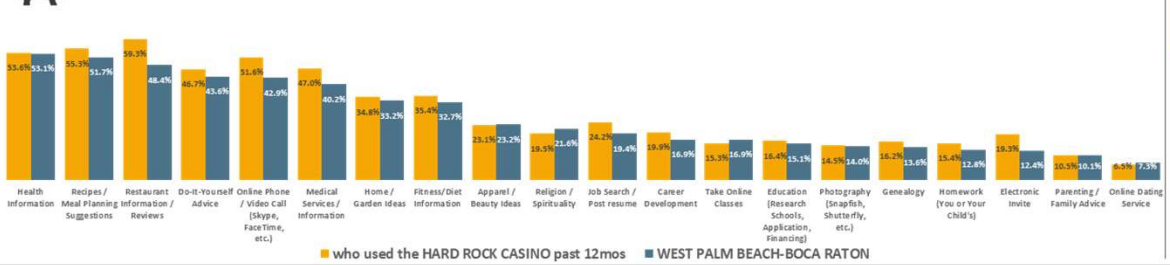
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Casinos visited past 12 months (by name): Hollywood Casino at Charles Town Races

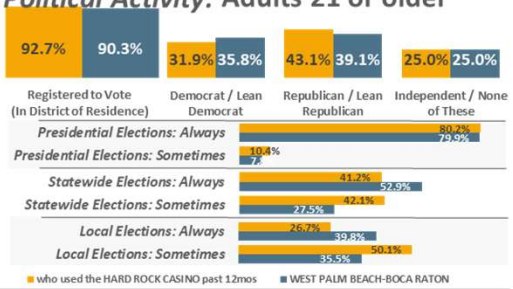


16.4% or 290,328 of WEST PALM BEACH-BOCA RATON DMA Adults 21 or older used the HARD ROCK CASINO… Adults 21 or older who used the HARD ROCK CASINO past 12mos are 7.% more likely to look up D-I-Y advice online, 32.8% less likely to always vote in local elections, 45.9% more likely to belong to a gym, 27.7% more likely to fly domestic past yr.

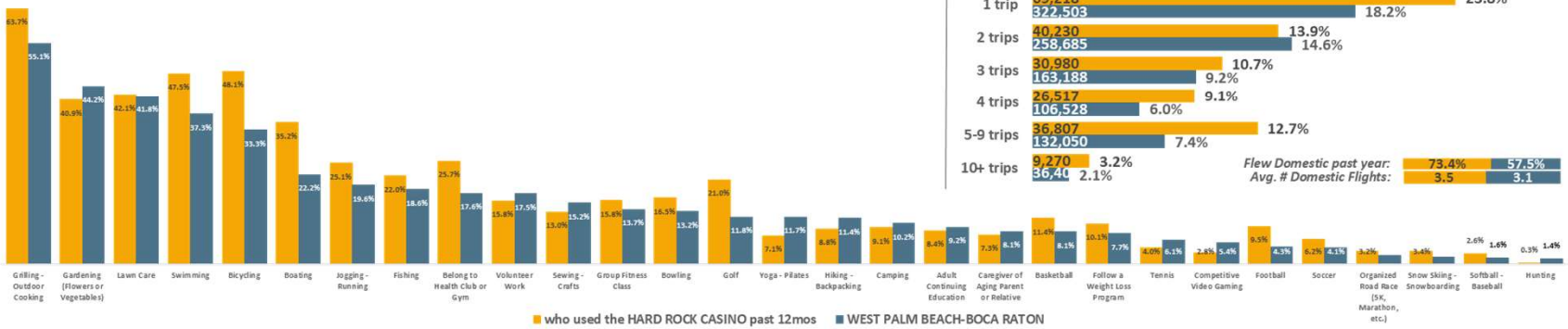
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



Political Activity: Adults 21 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 21 or older



Past 12-months Domestic Airline Trips: Adults 21 or older

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 349

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Casinos visited past 12 months (by name): Seminole Hard Rock Hotel & Casino



PHX

5.1% or 222,832 of PHOENIX DMA Adults 21 or older used the HARRAH'S CASINO past 12mos.
Adults 21 or older who used the HARRAH'S CASINO past 12mos are 8.6% more likely to use QSRs past mo., 17.6% more likely to use Sit-Down Restaurants past mo., 134.1% more likely to use Casinos past yr., 18.% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

Past 30-days Sit-Down Restaurant Users: Adults 21 or older



Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 21 or older

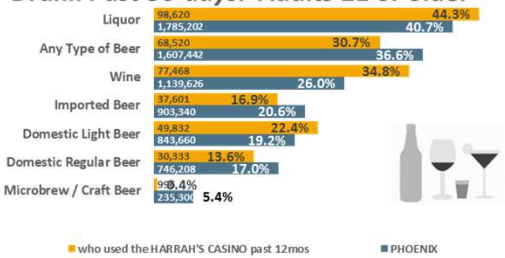
(Sit-Down Restaurants Used Past 30-days)



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

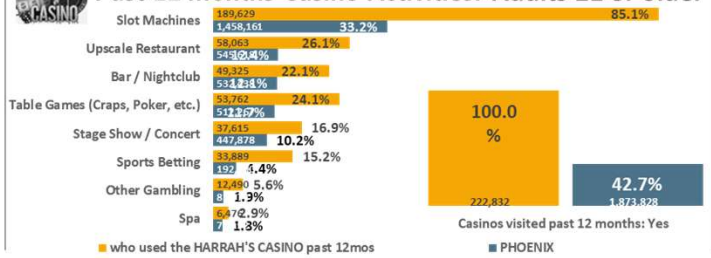


Drank Past 30-days: Adults 21 or older



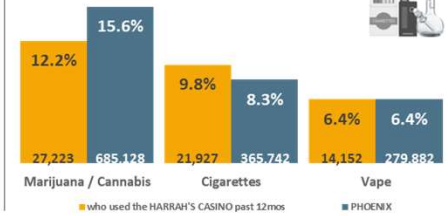
Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older





PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 140

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Casinos visited past 12 months (by name): Harrah's Ak-Chin Casino



STL

12.5% or 298,075 of ST. LOUIS DMA Adults 21 or older used the HOLLYWOOD CASINO past 12mos. Adults 21 or older who used the HOLLYWOOD CASINO past 12mos are 3.2% more likely to use QSRs past mo., 3.6% more likely to use Sit-Down Restaurants past mo., 232.9% more likely to use Casinos past yr., 130.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users:



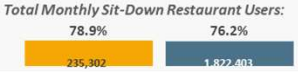
Avg. Monthly QSR Meals:



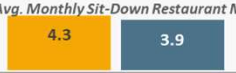
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 21 or older

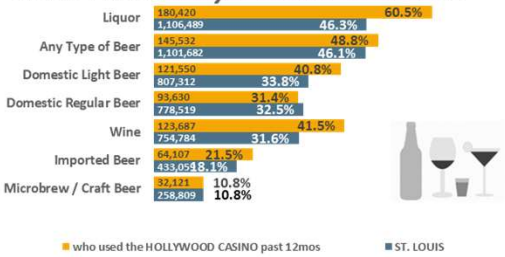
(Sit-Down Restaurants Used Past 30-days)



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

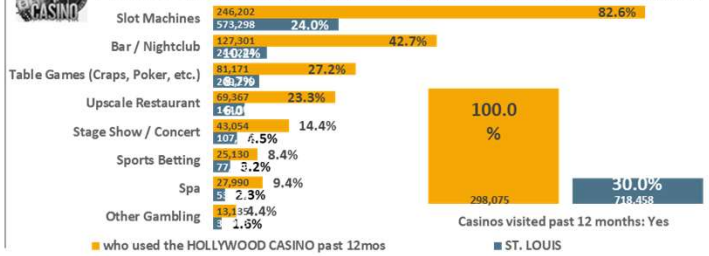


Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 240

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Casinos visited past 12 months (by name): Hollywood Casino



STL

5.1% or 122,298 of ST. LOUIS DMA Adults 21 or older used the HORSESHOE CASINO past 12mos. Adults 21 or older who used the HORSESHOE CASINO past 12mos are 11.2% more likely to use QSRs past mo., 7.6% less likely to use Sit-Down Restaurants past mo., 232.9% more likely to use Casinos past yr., 123.2% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users:

99.1% | 89.2%

121,242 | 2,132,589

Avg. Monthly QSR Meals:

6.7 | 6.5

Past 30-days Sit-Down Restaurant Users: Adults 21 or older



Total Monthly Sit-Down Restaurant Users:

70.4% | 76.2%

86,062 | 1,822,403

Avg. Monthly Sit-Down Restaurant Meals:

4.2 | 3.9

Top-10 Cuisines: Adults 21 or older

(Sit-Down Restaurants Used Past 30-days)



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

who used the HORSESHOE CASINO past 12mos 34,194 28.0%

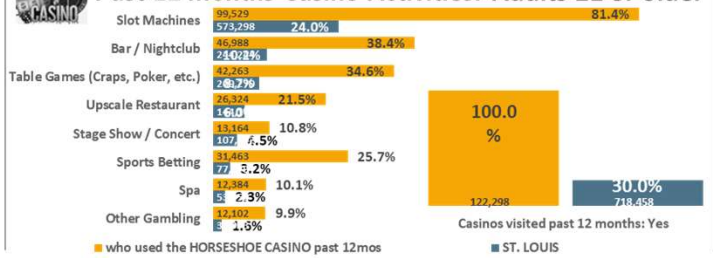
ST. LOUIS 288,828 12.1%

Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older



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Casinos visited past 12 months (by name): Horseshoe St. Louis



5.3% or 282,715 of WASHINGTON, DC DMA Adults 21 or older used the HOLLYWOOD CASINO past 12mos. Adults 21 or older who used the HOLLYWOOD CASINO past 12mos are 4.9% more likely to use QSRs past mo., 13.9% more likely to use Sit-Down Restaurants past mo., 306.3% more likely to use Casinos past yr., 55.9% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users:



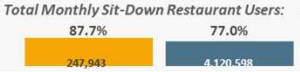
Avg. Monthly QSR Meals:



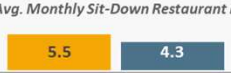
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 21 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 21 or older



Past 12 months Casino Activities: Adults 21 or older



Used Past 30-days: Adults 21 or older



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Casinos visited past 12 months (by name): Hollywood Casino at Charles Town Races



16.4% or 290,328 of WEST PALM BEACH-BOCA RATON DMA Adults 21 or older used the HARD ROCK CASINO past... Adults 21 or older who used the HARD ROCK CASINO past 12mos are 9.5% more likely to use QSRs past mo., 11.9% more likely to use Sit-Down Restaurants past mo., 233.8% more likely to use Casinos past yr., 9.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users: 90.7% 263,408 | 82.9% 1,470,394

Avg. Monthly QSR Meals: 5.8 | 6.0

Past 30-days Sit-Down Restaurant Users: Adults 21 or older



Total Monthly Sit-Down Restaurant Users: 89.6% 260,026 | 80.0% 1,419,841

Avg. Monthly Sit-Down Restaurant Meals: 5.2 | 4.7

Top-10 Cuisines: Adults 21 or older

(Sit-Down Restaurants Used Past 30-days)



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

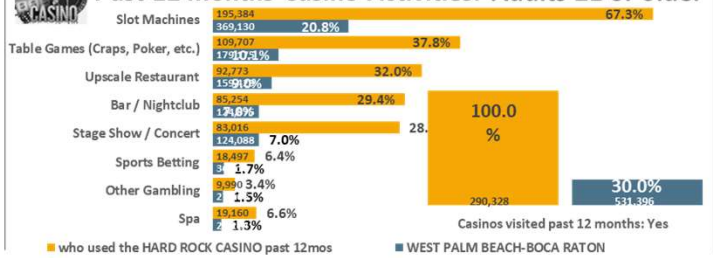
who used the HARD ROCK CASINO past 12mos	46,490	16.0%
WEST PALM BEACH-BOCA RATON	297,235	16.8%

Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older



WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 349

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Casinos visited past 12 months (by name): Seminole Hard Rock Hotel & Casino

Harrah's



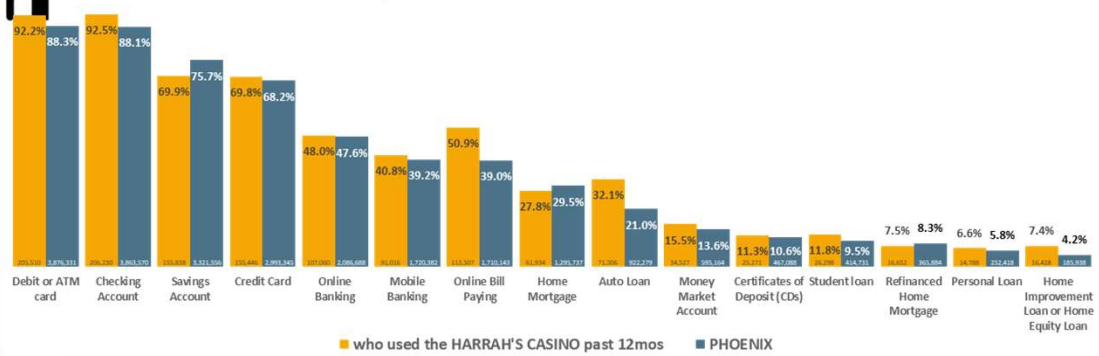
PHX

5.1% or 222,832 of PHOENIX DMA Adults 21 or older used the HARRAH'S CASINO past 12mos.
Adults 21 or older who used the HARRAH'S CASINO past 12mos are 5.3% less likely to have a 401K, 52.7% more likely to have an Auto Loan, 38.3% less likely to Invest/Trade Stocks Online, 5.% less likely to pay with their Debit Card.

Investments Owned: Adults 21 or older



Financial Services Has and/or Uses: Adults 21 or older

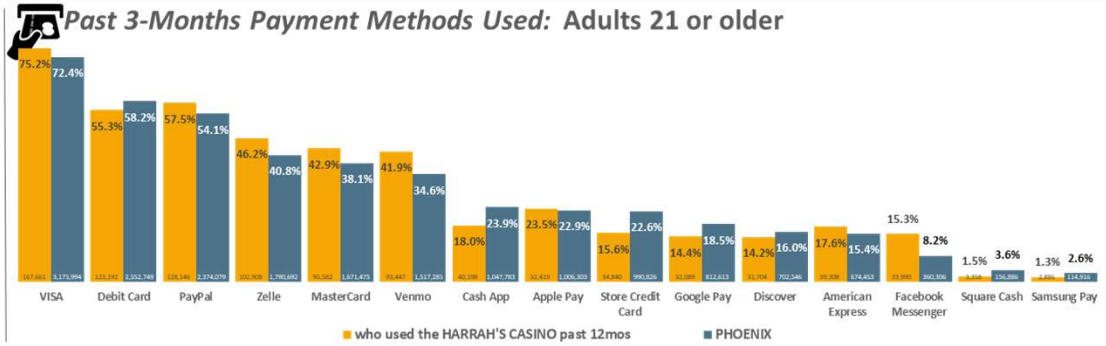


Professional Services Used:* Adults 21 or older



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 21 or older



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 140

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Casinos visited past 12 months (by name): Harrah's Ak-Chin Casino



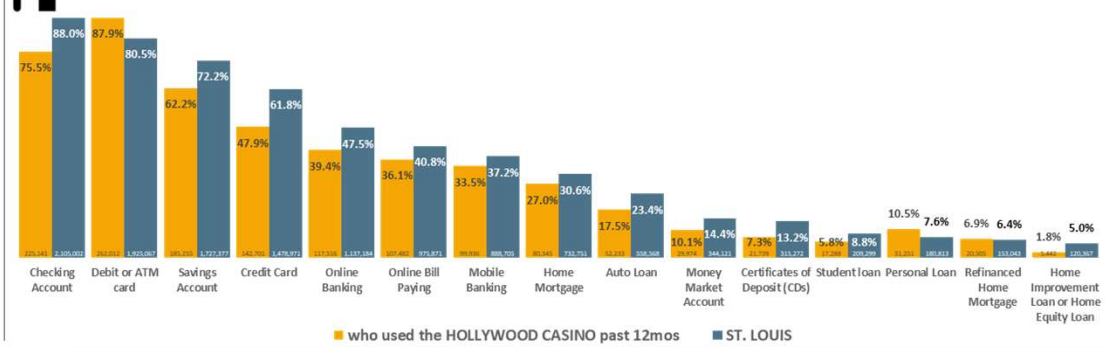
STL

12.5% or 298,075 of ST. LOUIS DMA Adults 21 or older used the HOLLYWOOD CASINO past 12mos. Adults 21 or older who used the HOLLYWOOD CASINO past 12mos are 17.7% less likely to have a 401K, 25.% less likely to have an Auto Loan, 19.% less likely to Invest/Trade Stocks Online, 17.4% more likely to pay with their Debit Card.

Investments Owned: Adults 21 or older



Financial Services Has and/or Uses: Adults 21 or older

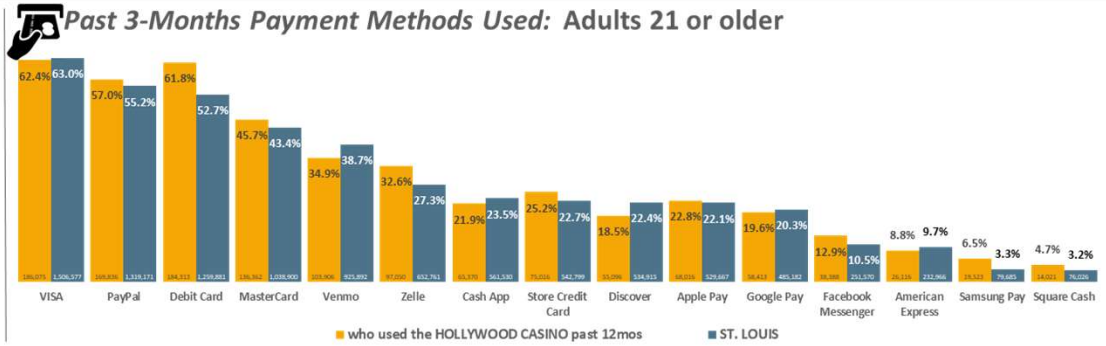


Professional Services Used:* Adults 21 or older



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 21 or older



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 240

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Casinos visited past 12 months (by name): Hollywood Casino

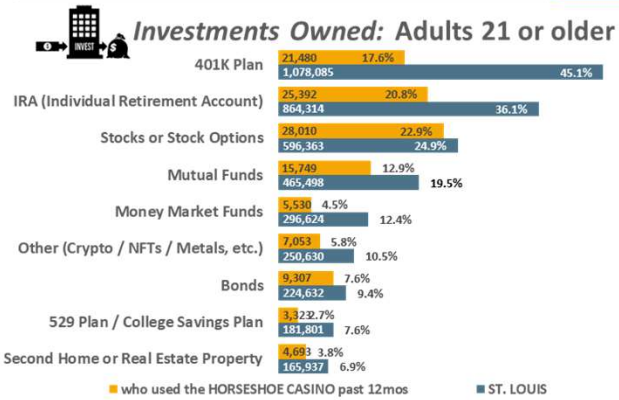
HORSESHOE CASINO



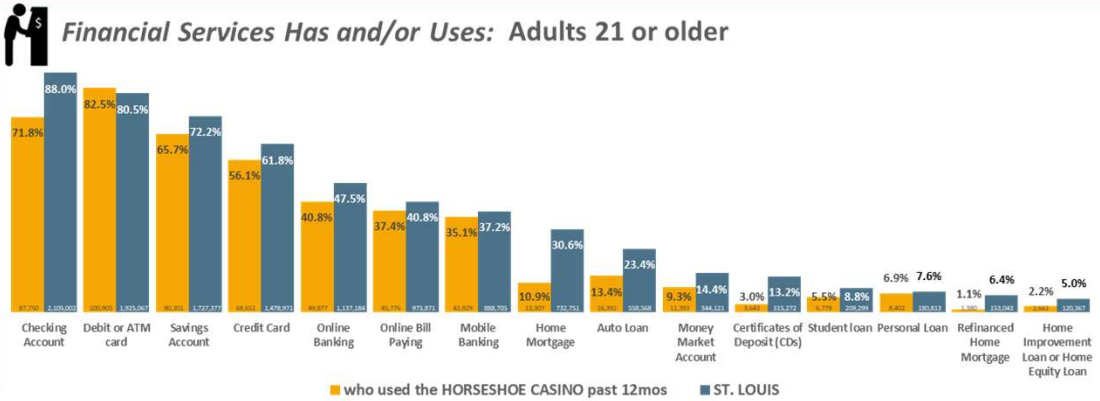
STL

5.1% or 122,298 of ST. LOUIS DMA Adults 21 or older used the HORSESHOE CASINO past 12mos. Adults 21 or older who used the HORSESHOE CASINO past 12mos are 61.% less likely to have a 401K, 42.6% less likely to have an Auto Loan, .1% less likely to Invest/Trade Stocks Online, 29.9% more likely to pay with their Debit Card.

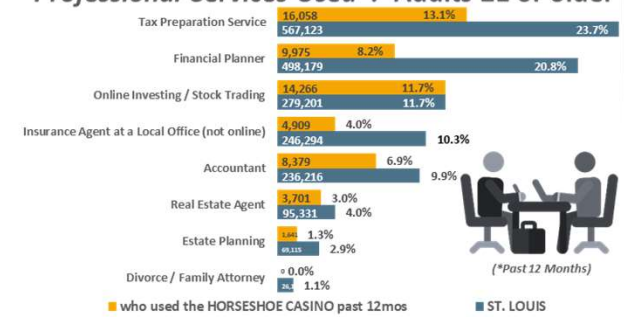
Investments Owned: Adults 21 or older



Financial Services Has and/or Uses: Adults 21 or older

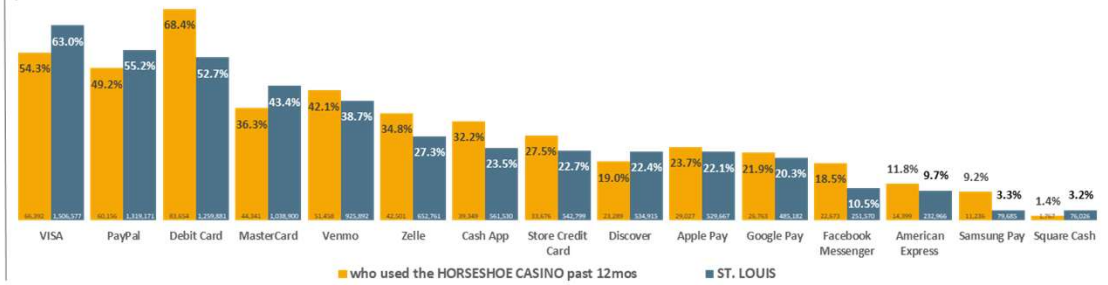


Professional Services Used:* Adults 21 or older



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 21 or older



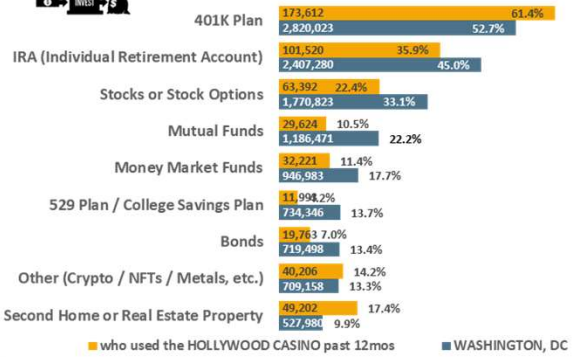
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Casinos visited past 12 months (by name): Horseshoe St. Louis

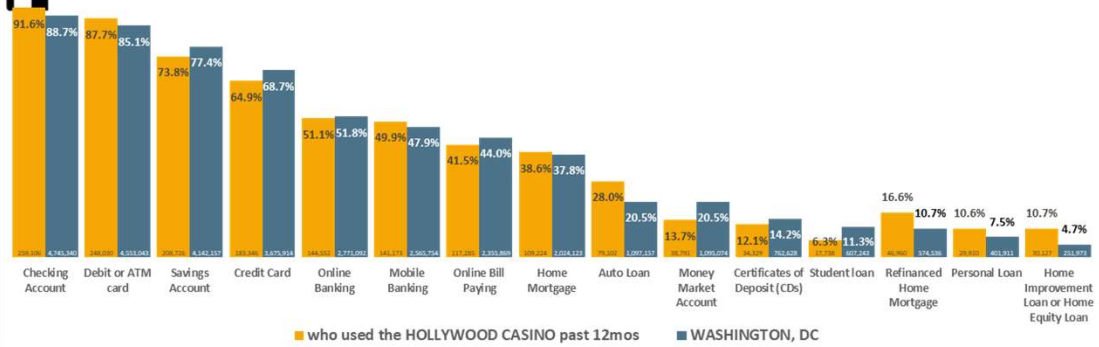


5.3% or 282,715 of WASHINGTON, DC DMA Adults 21 or older used the HOLLYWOOD CASINO past 12mos. Adults 21 or older who used the HOLLYWOOD CASINO past 12mos are 16.5% more likely to have a 401K, 36.5% more likely to have an Auto Loan, 23.9% less likely to Invest/Trade Stocks Online, 28.% more likely to pay with their Debit Card.

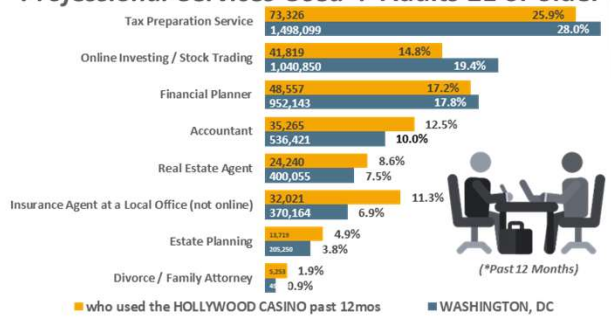
Investments Owned: Adults 21 or older



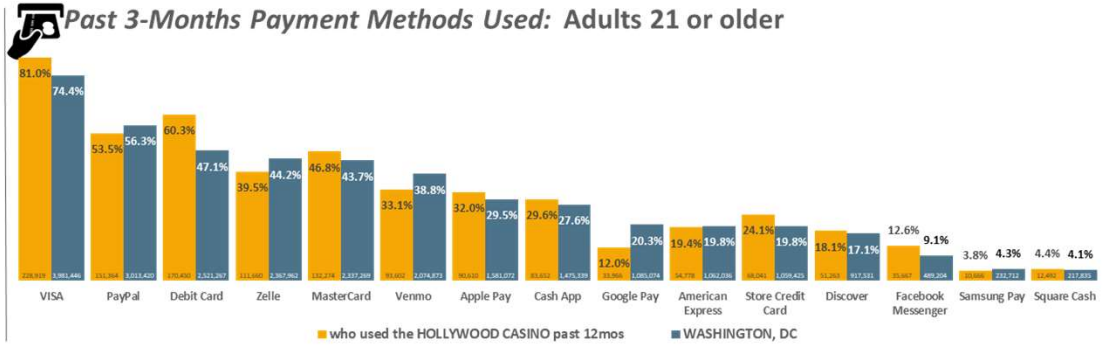
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used:* Adults 21 or older



Past 3-Months Payment Methods Used: Adults 21 or older



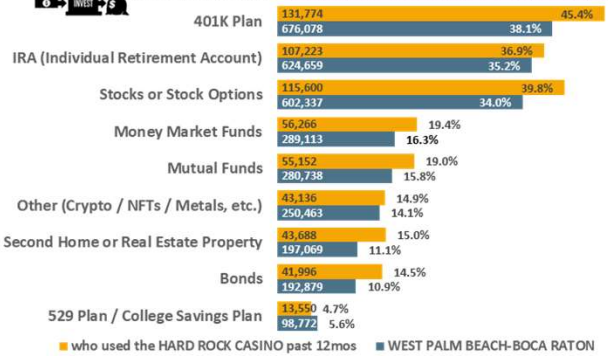
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Casinos visited past 12 months (by name): Hollywood Casino at Charles Town Races

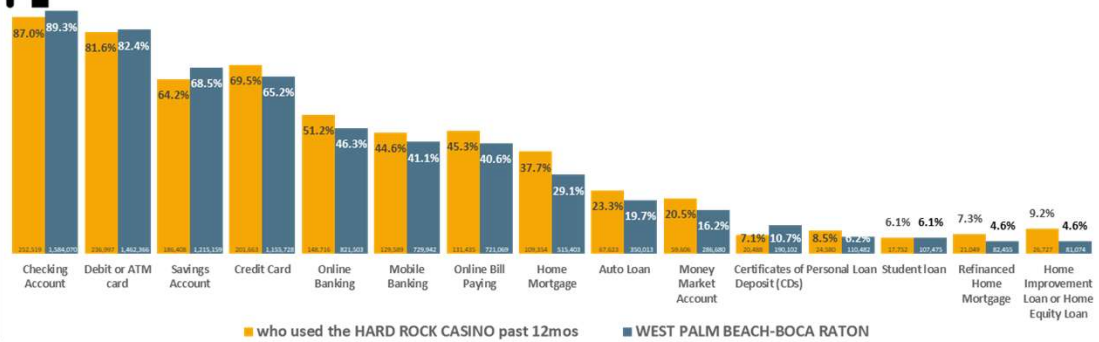


16.4% or 290,328 of WEST PALM BEACH-BOCA RATON DMA Adults 21 or older used the HARD ROCK CASINO… Adults 21 or older who used the HARD ROCK CASINO past 12mos are 19.1% more likely to have a 401K, 18.% more likely to have an Auto Loan, 34.% more likely to Invest/Trade Stocks Online, 7.8% less likely to pay with their Debit Card.

Investments Owned: Adults 21 or older



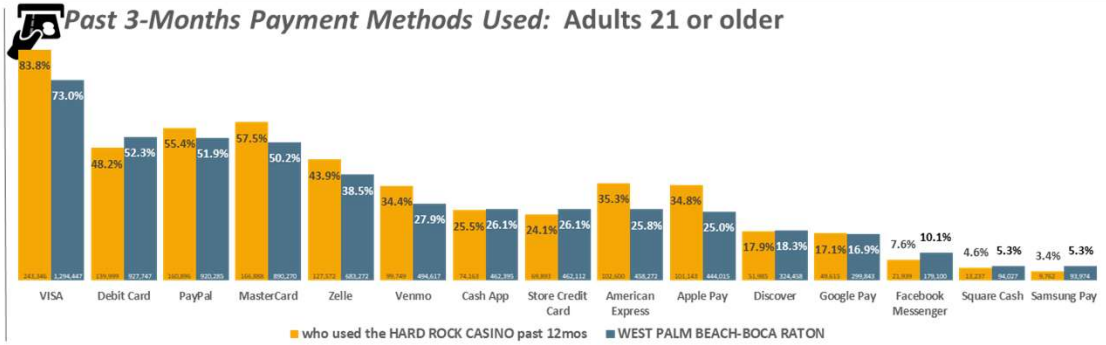
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used:* Adults 21 or older

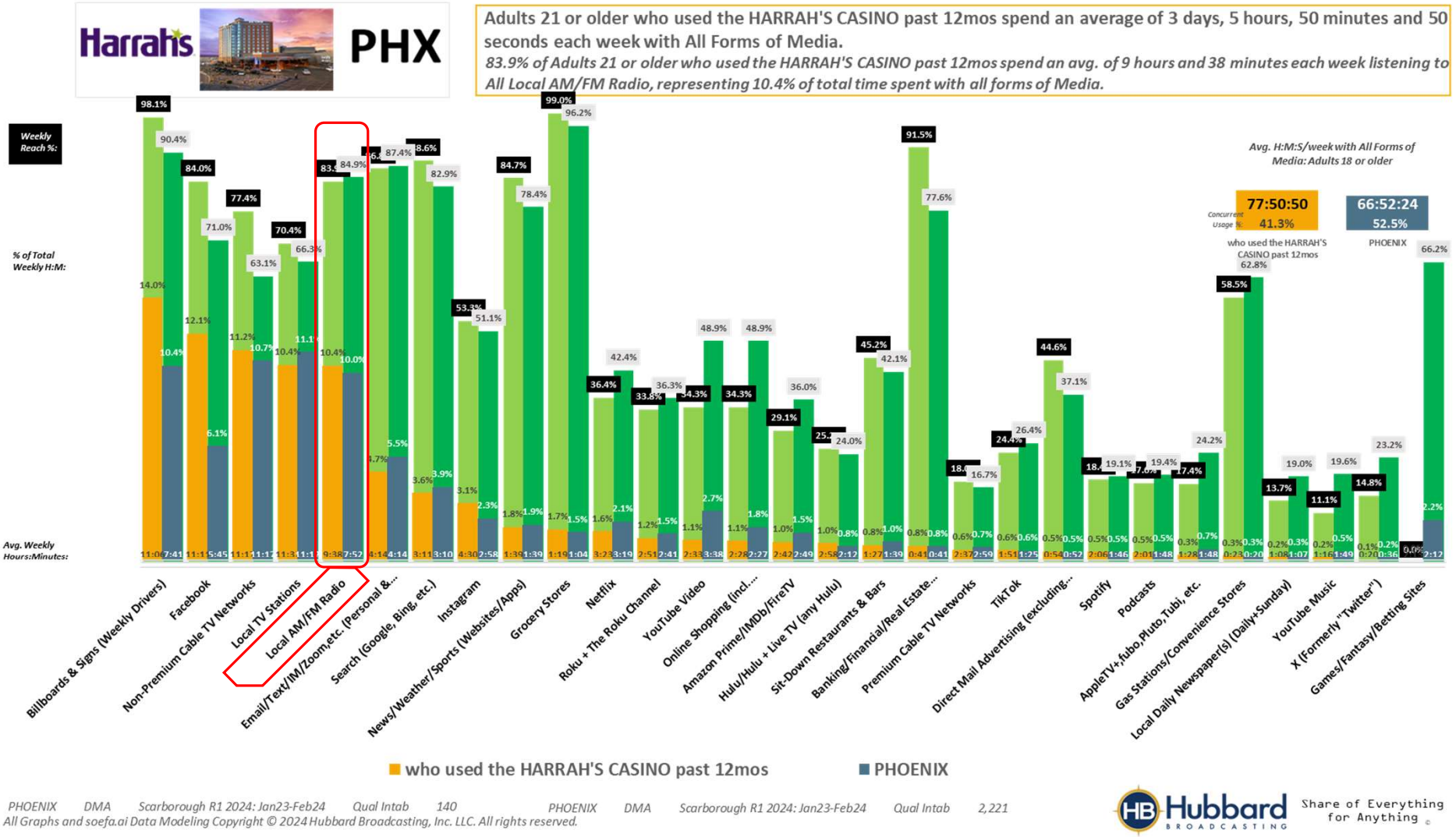


Past 3-Months Payment Methods Used: Adults 21 or older



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Casinos visited past 12 months (by name): Seminole Hard Rock Hotel & Casino

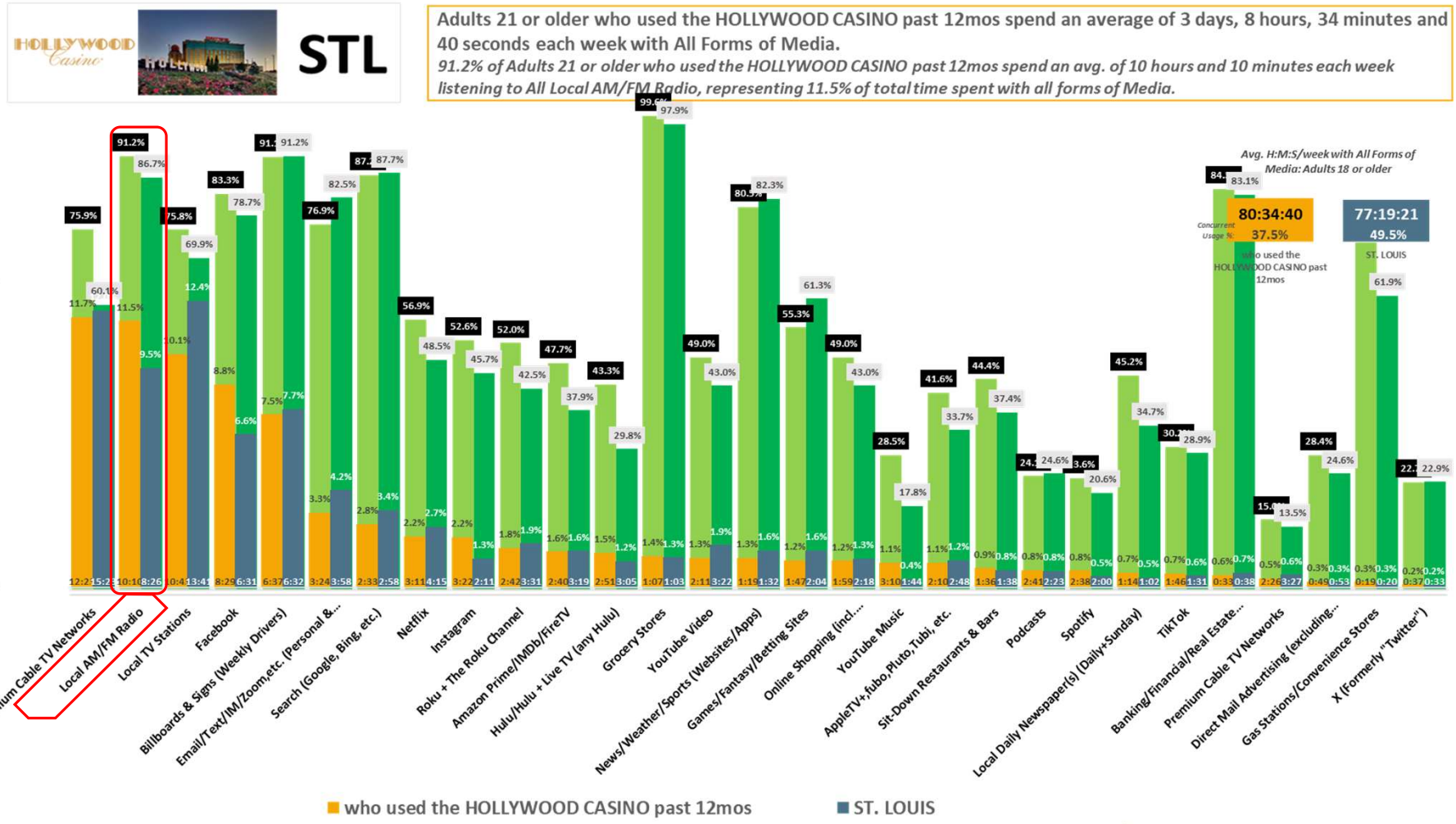


PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 140 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,221

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Casinos visited past 12 months (by name): Harrah's Ak-Chin Casino



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 240 ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,909

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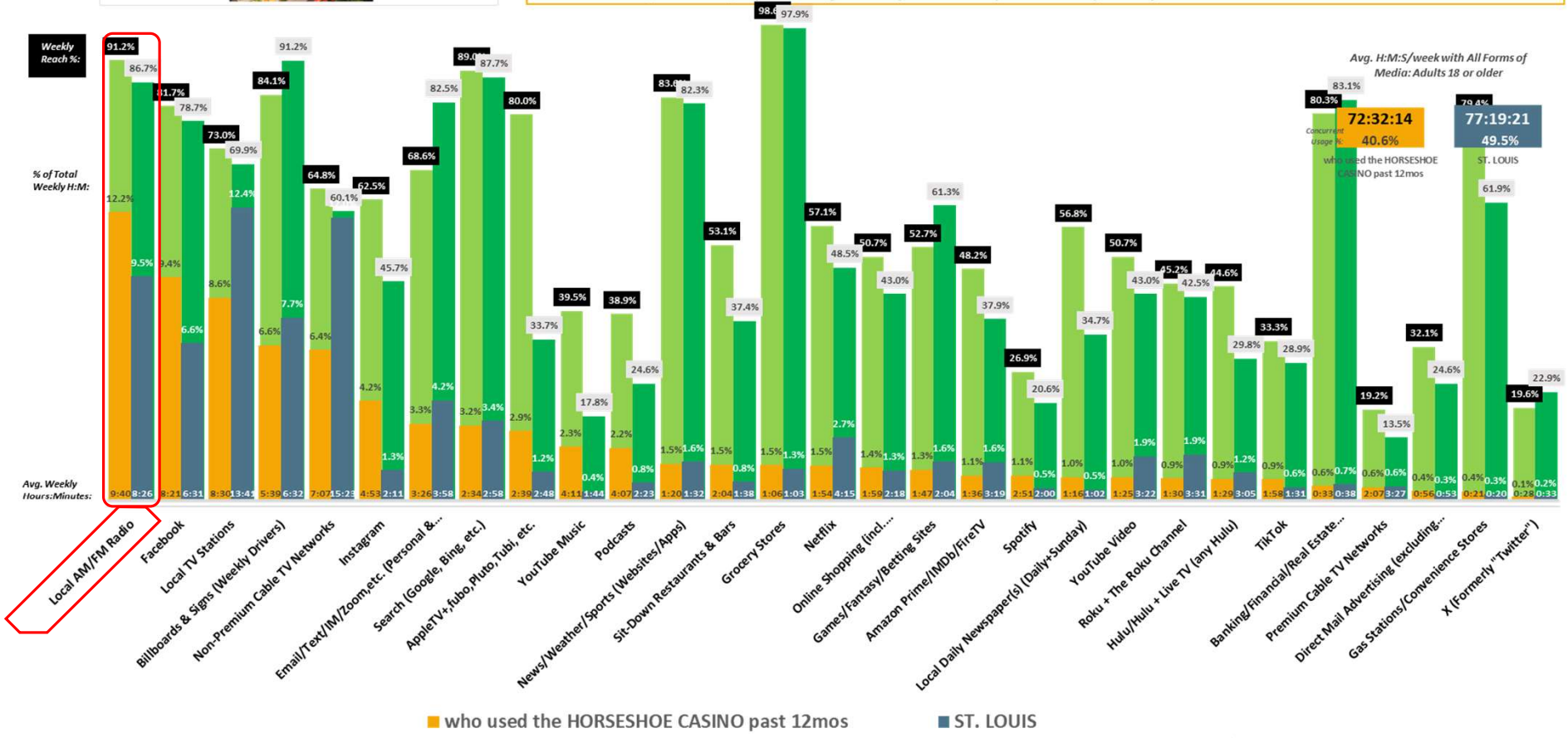
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Casinos visited past 12 months (by name): Hollywood Casino



Adults 21 or older who used the HORSESHOE CASINO past 12mos spend an average of 3 days, 0 hours, 32 minutes and 14 seconds each week with All Forms of Media.

91.2% of Adults 21 or older who used the HORSESHOE CASINO past 12mos spend an avg. of 9 hours and 40 minutes each week listening to All Local AM/FM Radio, representing 12.2% of total time spent with all forms of Media.



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 89 ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,909

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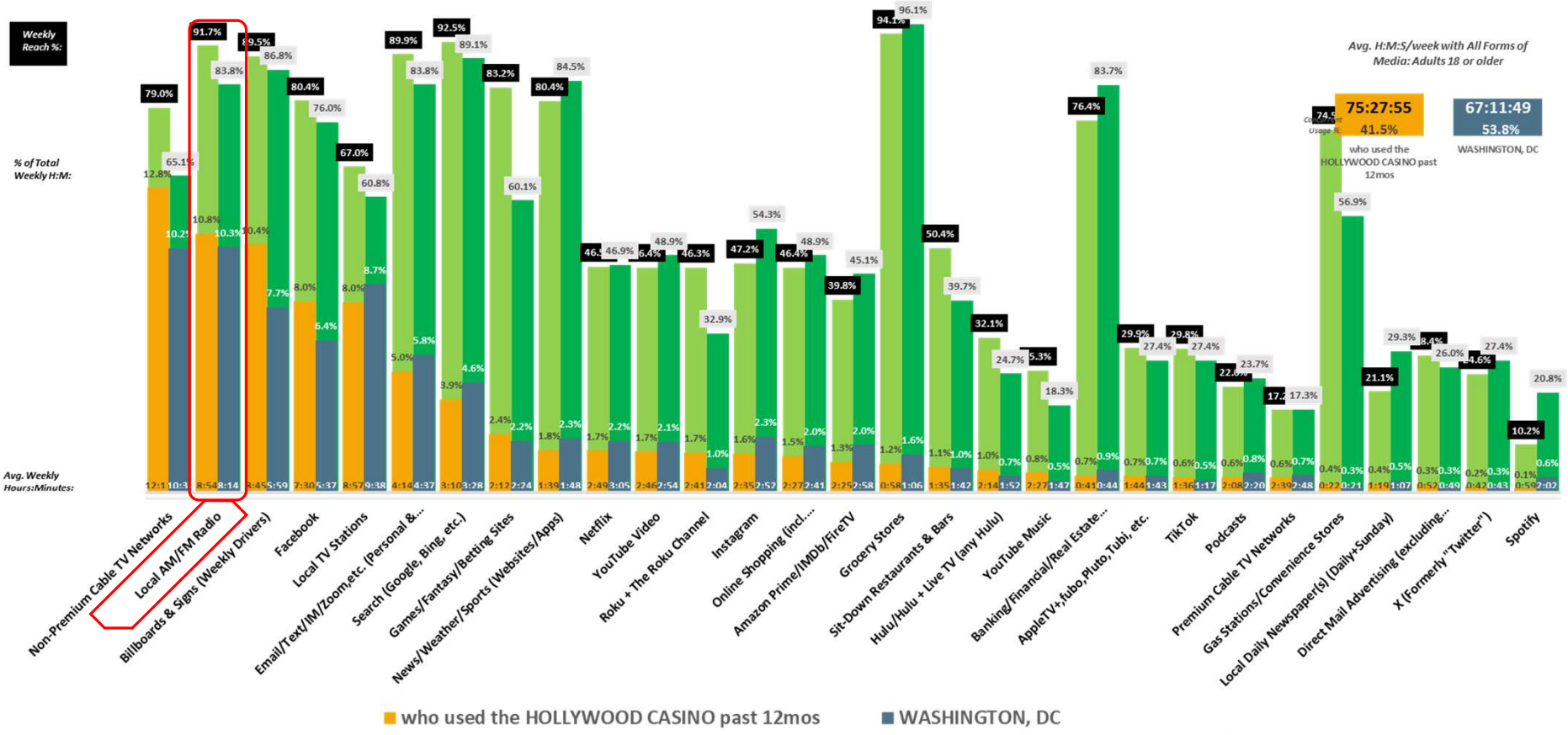
Casinos visited past 12 months (by name): Horseshoe St. Louis



WDC

Adults 21 or older who used the HOLLYWOOD CASINO past 12mos spend an average of 3 days, 3 hours, 27 minutes and 55 seconds each week with All Forms of Media.

91.7% of Adults 21 or older who used the HOLLYWOOD CASINO past 12mos spend an avg. of 8 hours and 54 minutes each week listening to All Local AM/FM Radio, representing 10.8% of total time spent with all forms of Media.



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 265 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,323

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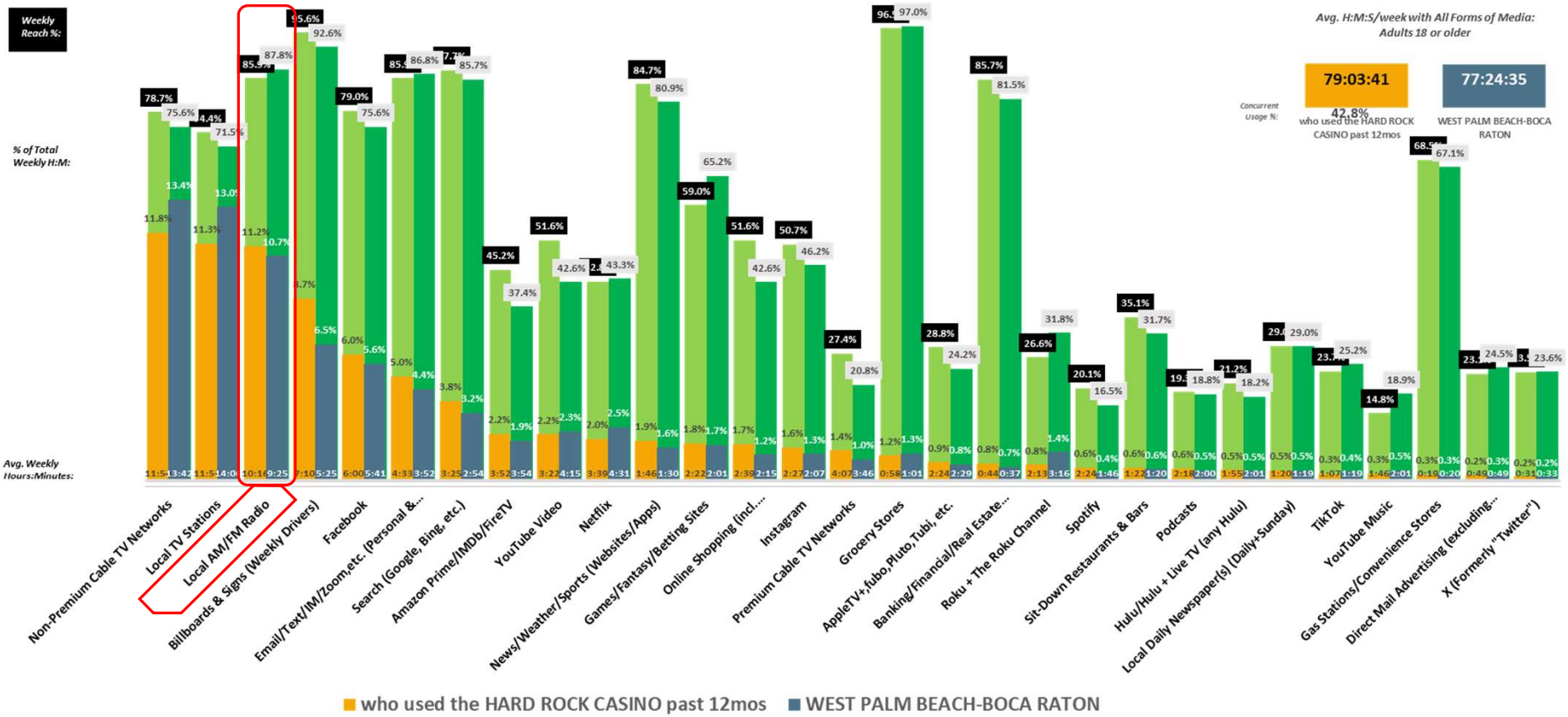
Casinos visited past 12 months (by name): Hollywood Casino at Charles Town Races



WPB

Adults 21 or older who used the HARD ROCK CASINO past 12mos spend an average of 3 days, 7 hours, 3 minutes and 41 seconds each week with All Forms of Media.

85.9% of Adults 21 or older who used the HARD ROCK CASINO past 12mos spend an avg. of 10 hours and 16 minutes each week listening to All Local AM/FM Radio, representing 11.2% of total time spent with all forms of Media.

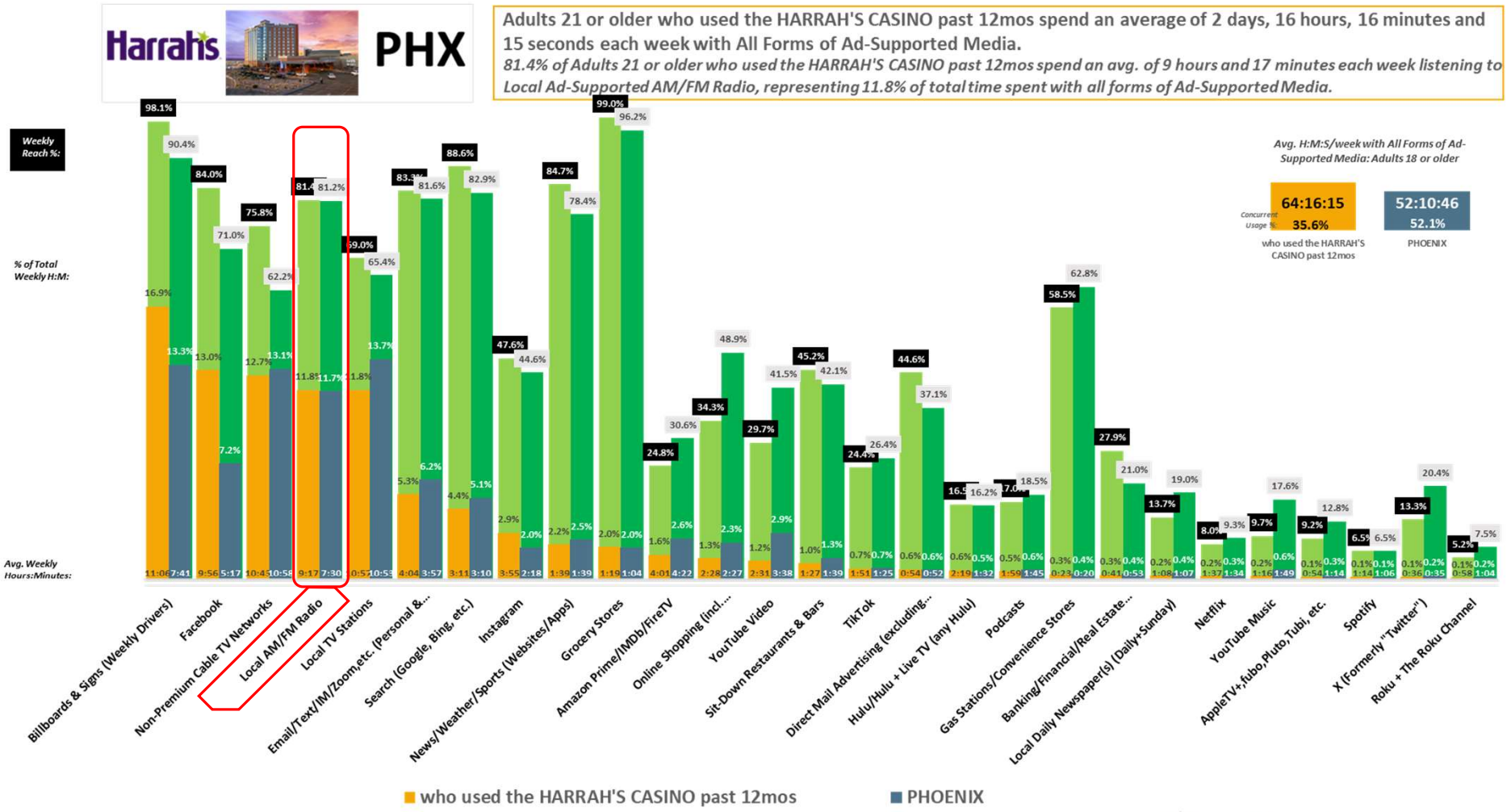


WEST PALM BEACH-BOCA RATON DMA WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,429

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Casinos visited past 12 months (by name): Seminole Hard Rock Hotel & Casino

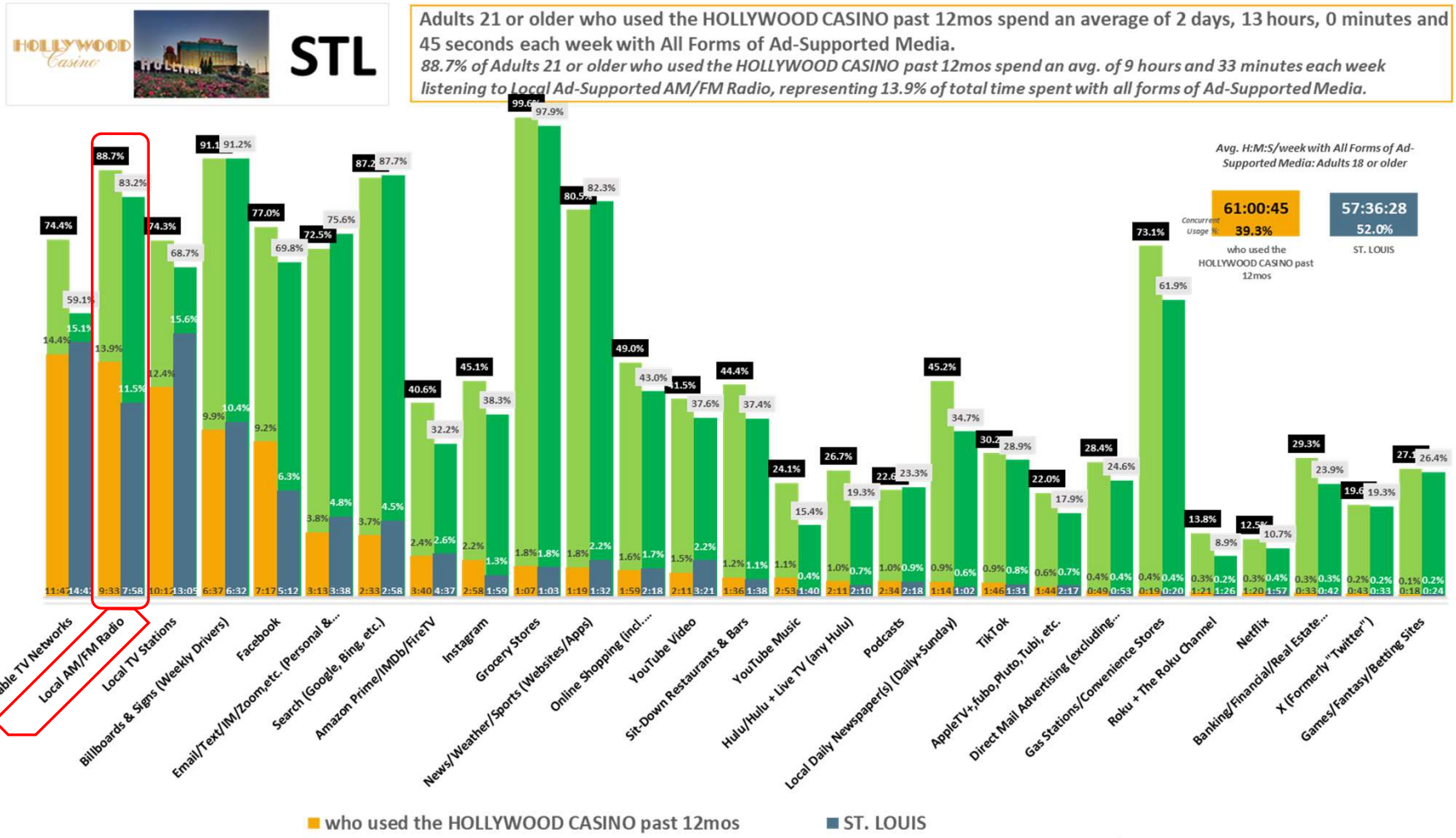


PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 140 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,221

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Casinos visited past 12 months (by name): Harrah's Ak-Chin Casino



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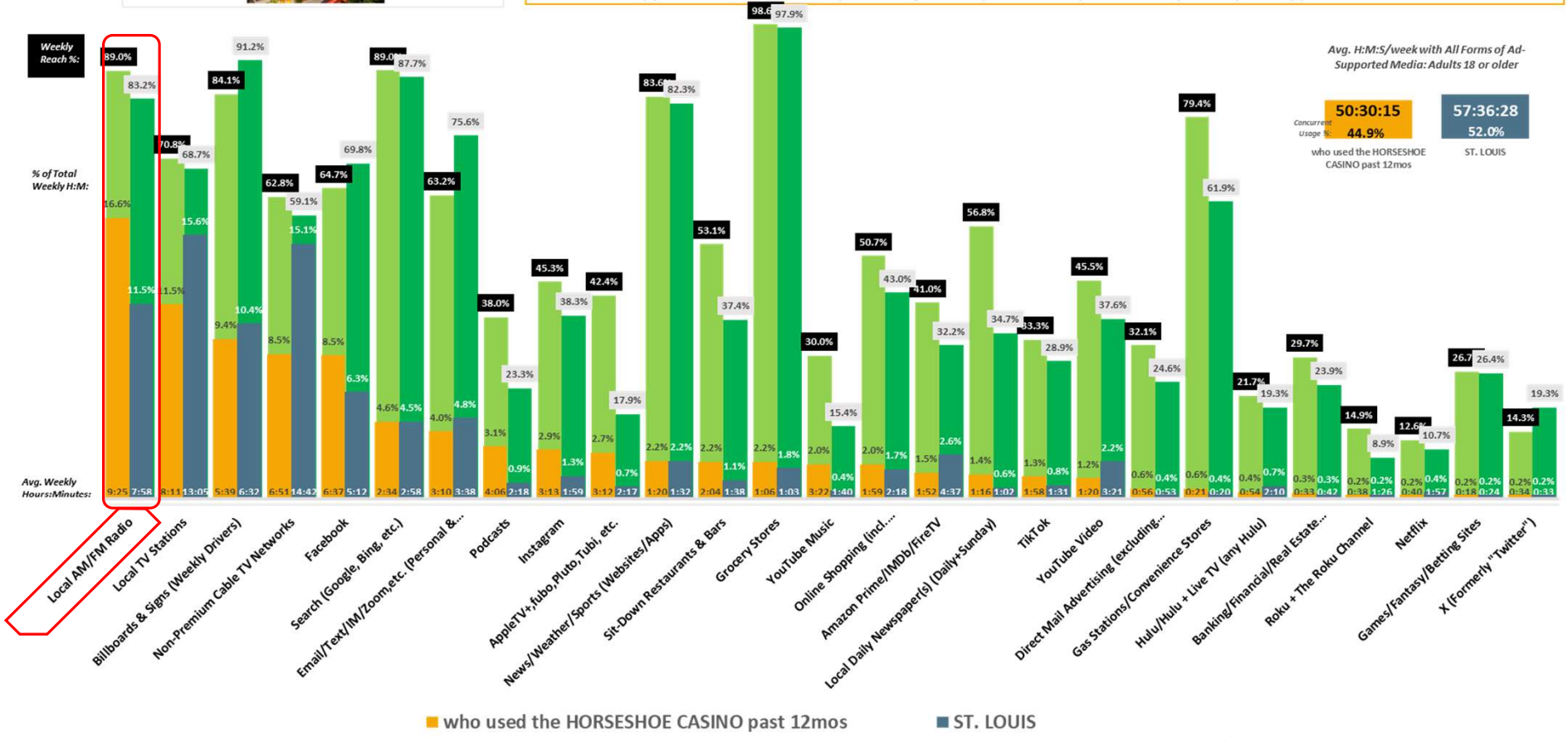
Casinos visited past 12 months (by name): Hollywood Casino



STL

Adults 21 or older who used the HORSESHOE CASINO past 12mos spend an average of 2 days, 2 hours, 30 minutes and 15 seconds each week with All Forms of Ad-Supported Media.

89.% of Adults 21 or older who used the HORSESHOE CASINO past 12mos spend an avg. of 9 hours and 25 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 16.6% of total time spent with all forms of Ad-Supported Media.



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 89 ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,909

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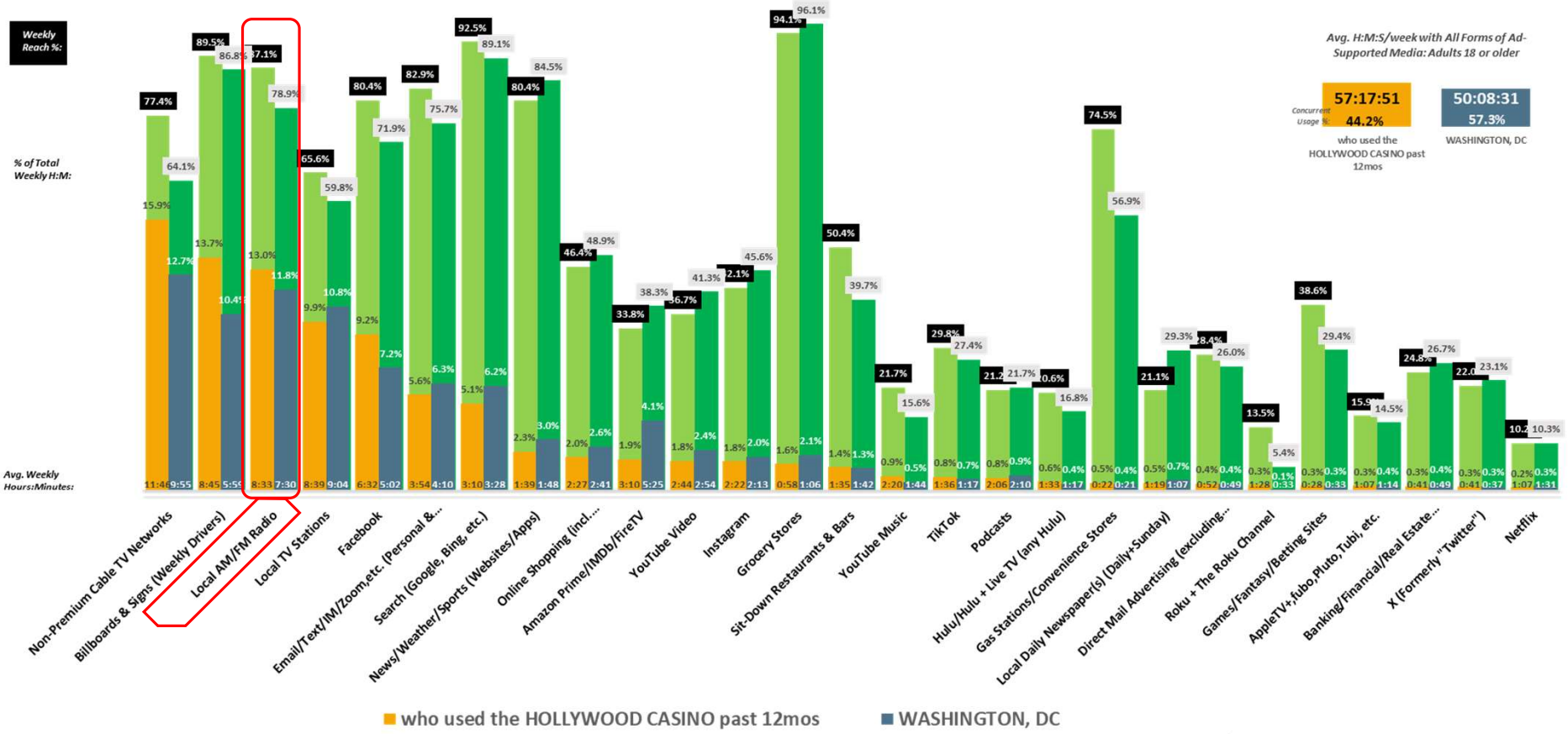
Casinos visited past 12 months (by name): Horseshoe St. Louis



WDC

Adults 21 or older who used the HOLLYWOOD CASINO past 12mos spend an average of 2 days, 9 hours, 17 minutes and 51 seconds each week with All Forms of Ad-Supported Media.

87.1% of Adults 21 or older who used the HOLLYWOOD CASINO past 12mos spend an avg. of 8 hours and 33 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.% of total time spent with all forms of Ad-Supported Media.



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 265 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,323

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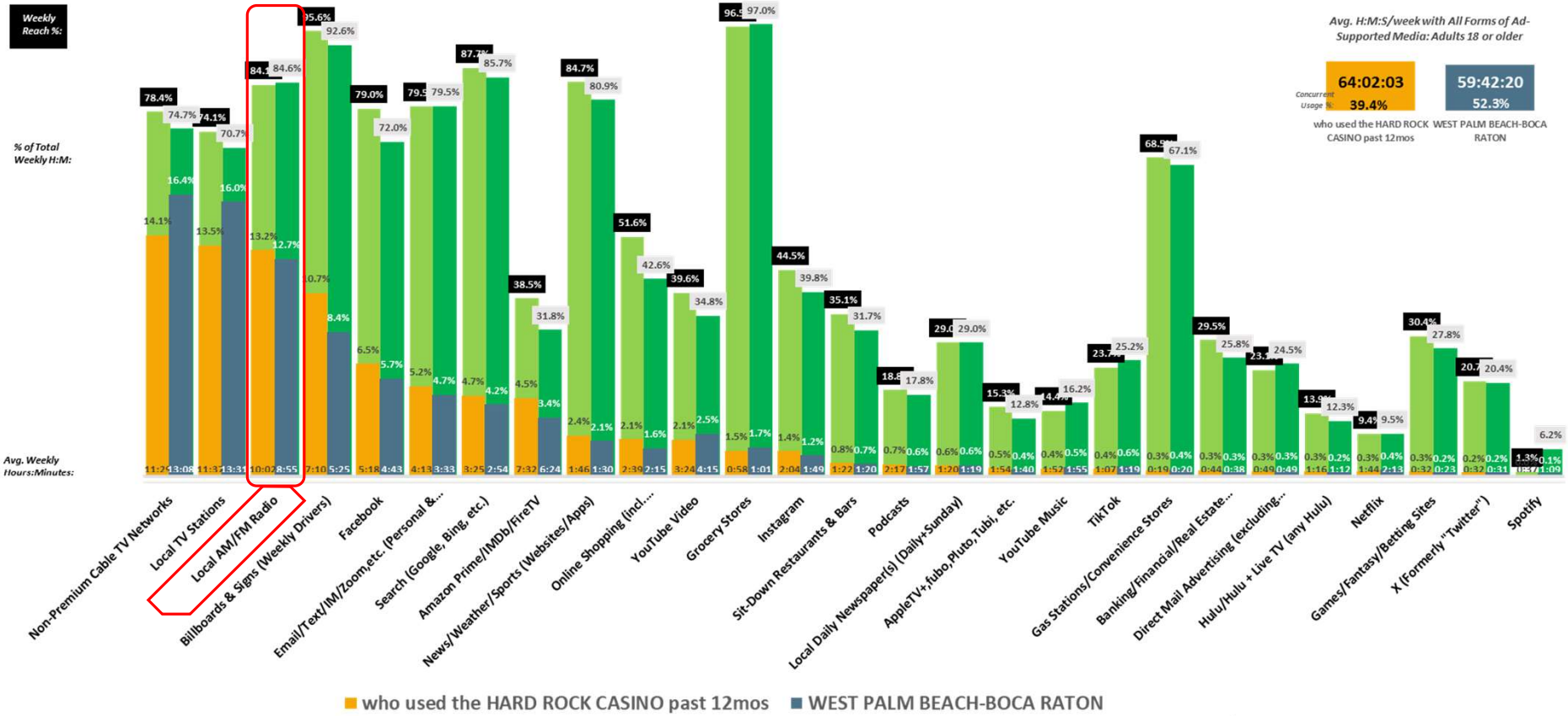
Casinos visited past 12 months (by name): Hollywood Casino at Charles Town Races



WPB

Adults 21 or older who used the HARD ROCK CASINO past 12mos spend an average of 2 days, 16 hours, 2 minutes and 3 seconds each week with All Forms of Ad-Supported Media.

84.1% of Adults 21 or older who used the HARD ROCK CASINO past 12mos spend an avg. of 10 hours and 2 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.2% of total time spent with all forms of Ad-Supported Media.



WEST PALM BEACH-BOCA RATON DMA WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,429

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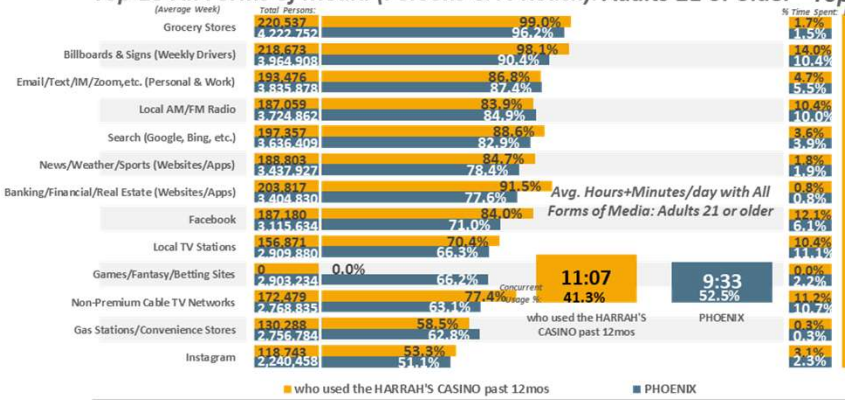
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Casinos visited past 12 months (by name): Seminole Hard Rock Hotel & Casino

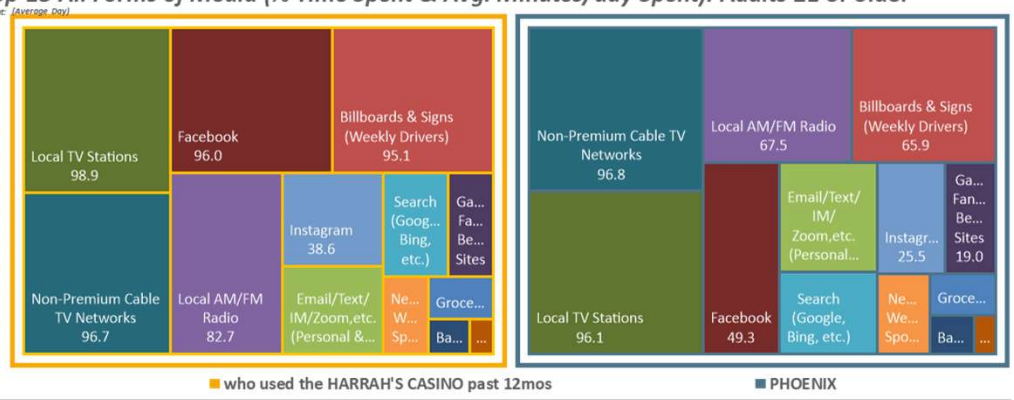


Adults 21 or older who used the HARRAH'S CASINO past 12mos spend an average of 9 hours and 10 minutes each day with All Forms of Ad-Supported Media. 81.4% listen to Local AM/FM Radio for an avg. of 79.7 minutes/day. *(Local Radio delivers 11.8% of Time with Ad-Supported Media.)*

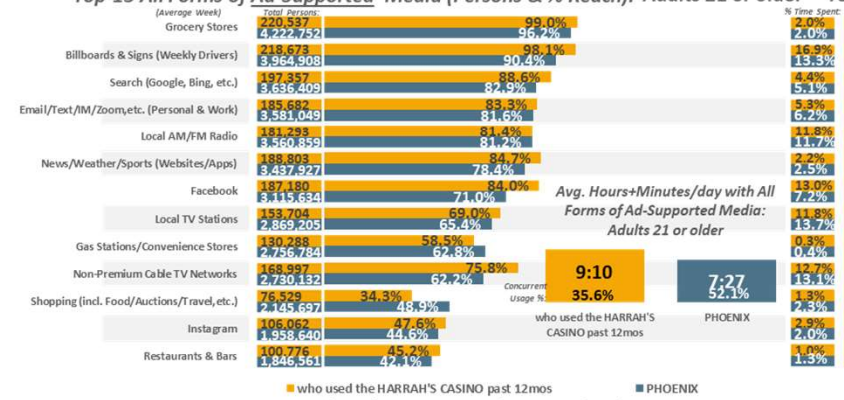
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



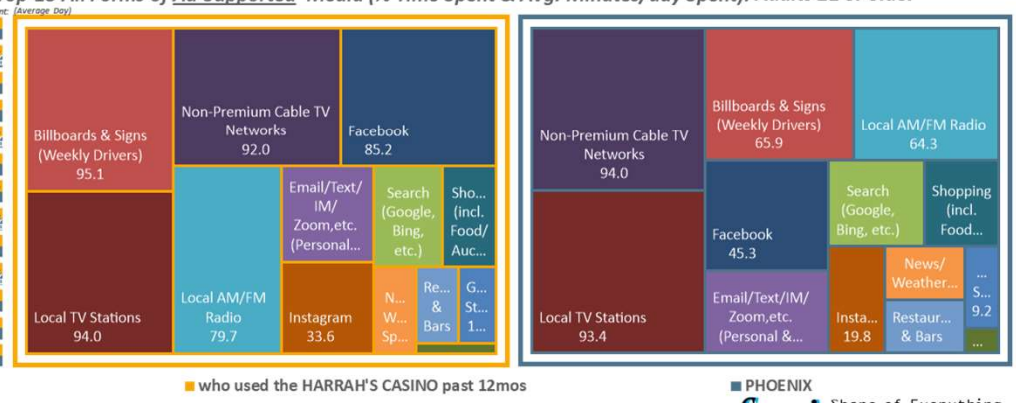
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 140

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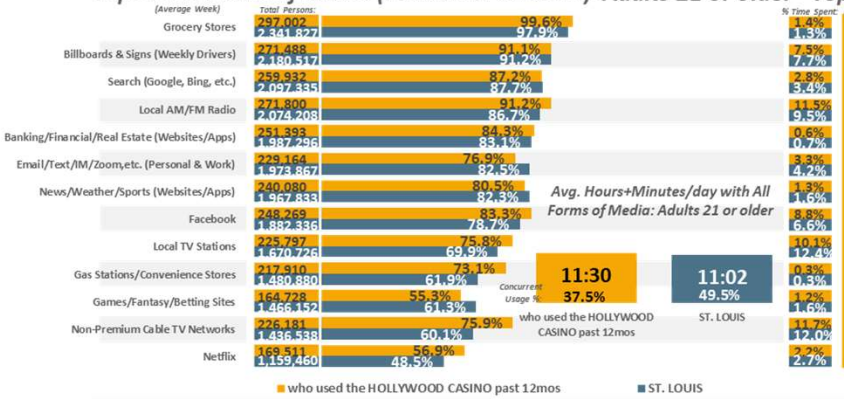
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Casinos visited past 12 months (by name): Harrah's Ak-Chin Casino

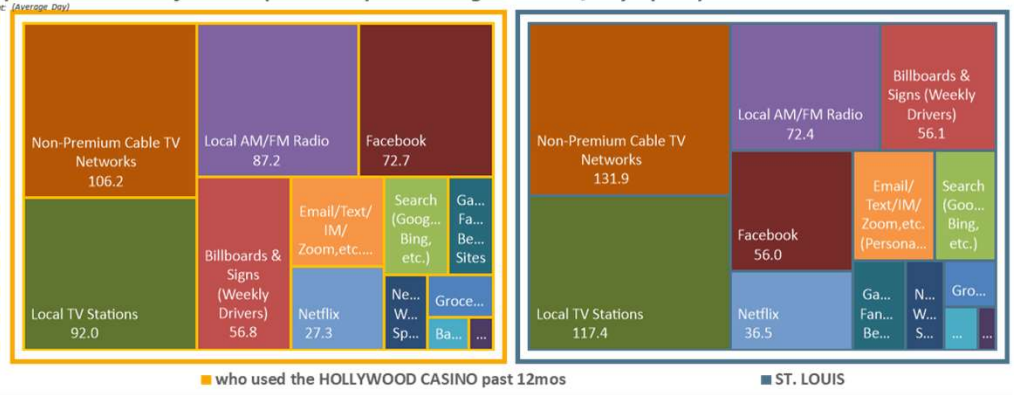


Adults 21 or older who used the HOLLYWOOD CASINO past 12mos spend an average of 8 hours and 42 minutes each day with All Forms of Ad-Supported Media. 88.7% listen to Local AM/FM Radio for an avg. of 81.9 minutes/day. *(Local Radio delivers 13.9% of Time with Ad-Supported Media.)*

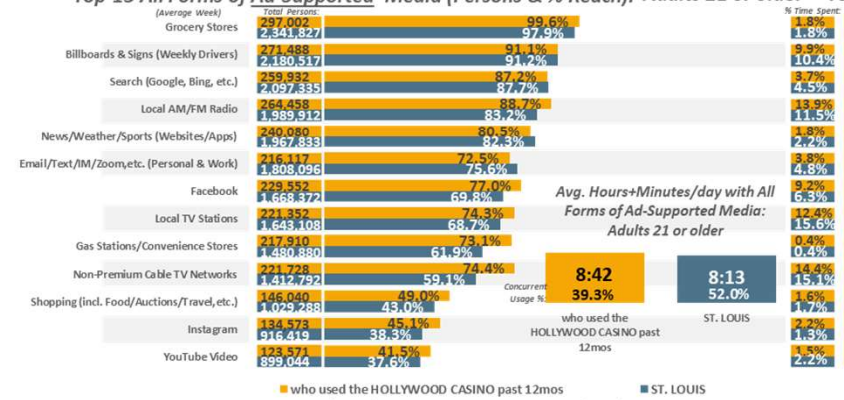
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



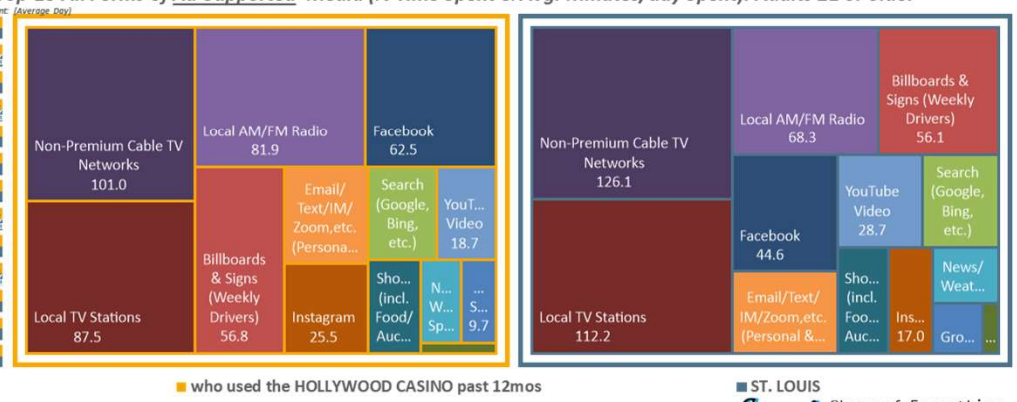
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 240

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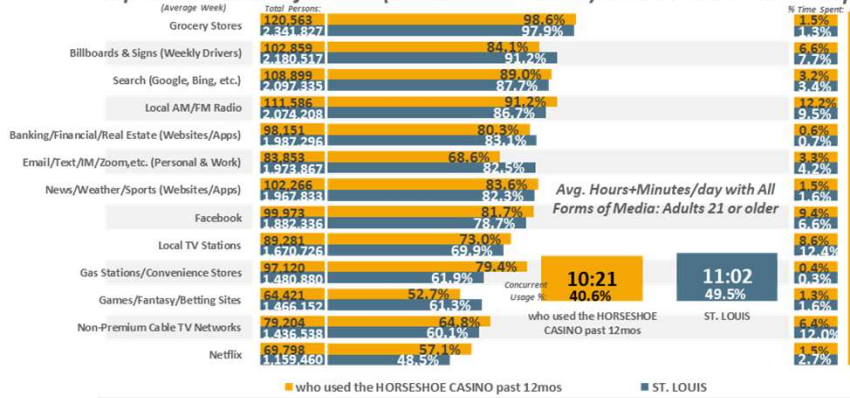
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Casinos visited past 12 months (by name): Hollywood Casino

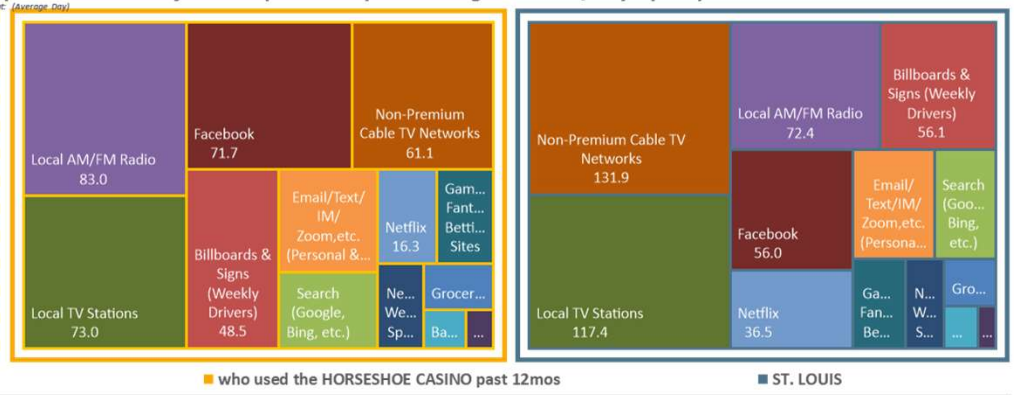


Adults 21 or older who used the HORSESHOE CASINO past 12mos spend an average of 7 hours and 12 minutes each day with All Forms of Ad-Supported Media. 89.% listen to Local AM/FM Radio for an avg. of 80.8 minutes/day. *(Local Radio delivers 16.6% of Time with Ad-Supported Media.)*

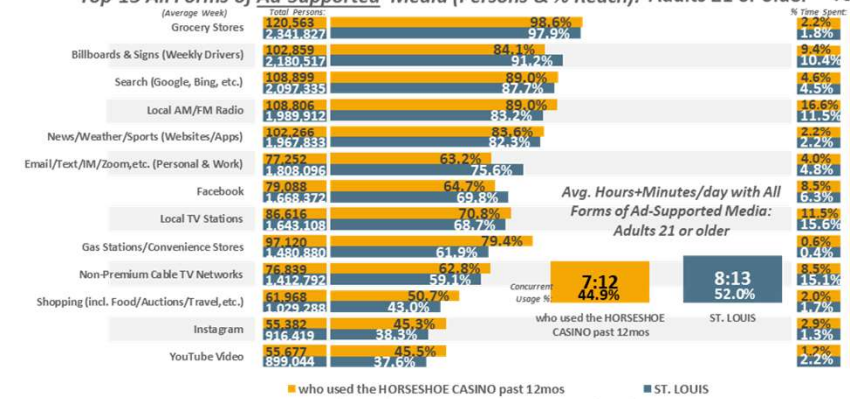
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



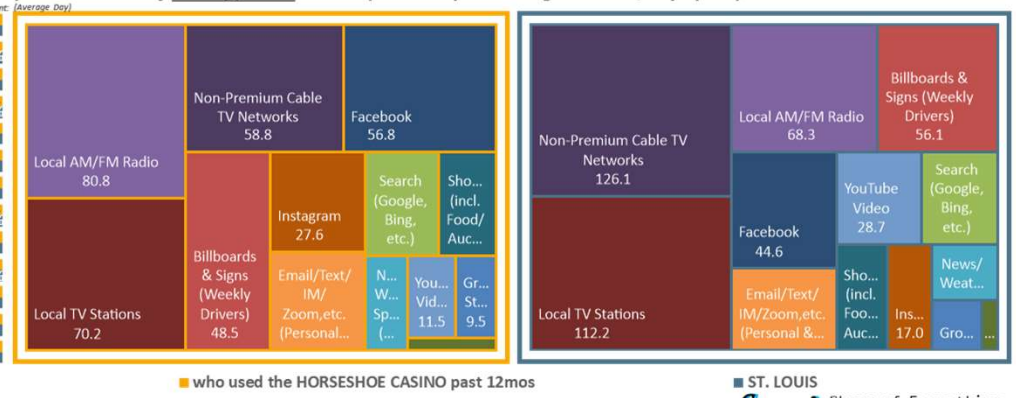
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 89

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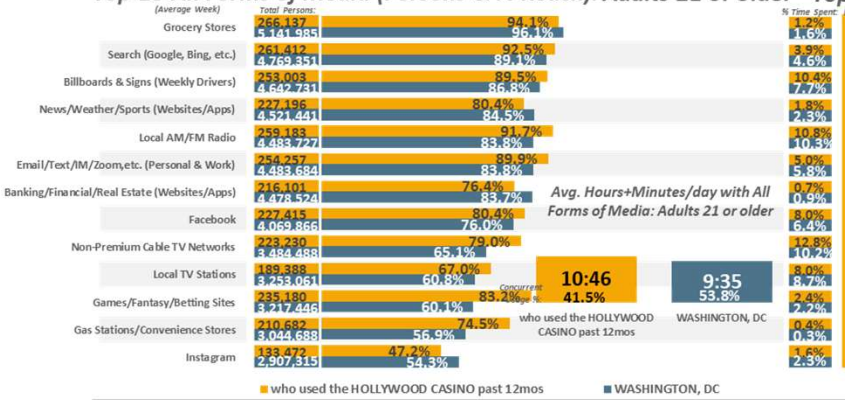
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Casinos visited past 12 months (by name): Horseshoe St. Louis

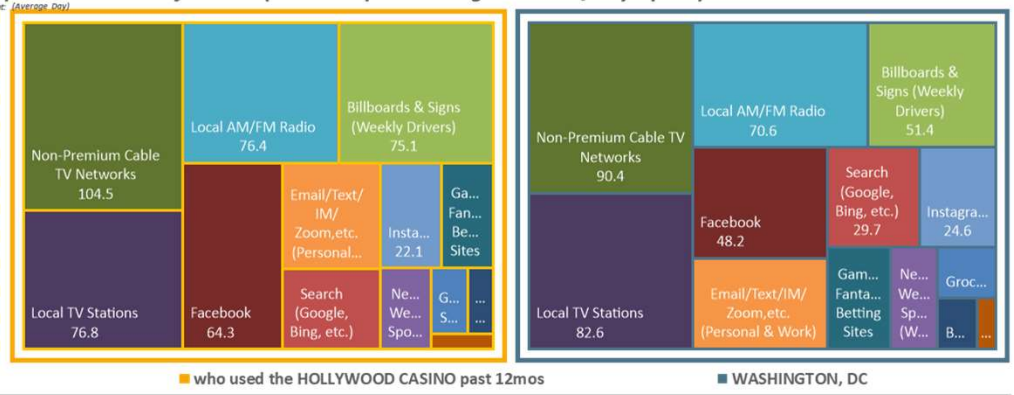


Adults 21 or older who used the HOLLYWOOD CASINO past 12mos spend an average of 8 hours and 11 minutes each day with All Forms of Ad-Supported Media. 87.1% listen to Local AM/FM Radio for an avg. of 73.3 minutes/day. *(Local Radio delivers 13.% of Time with Ad-Supported Media.)*

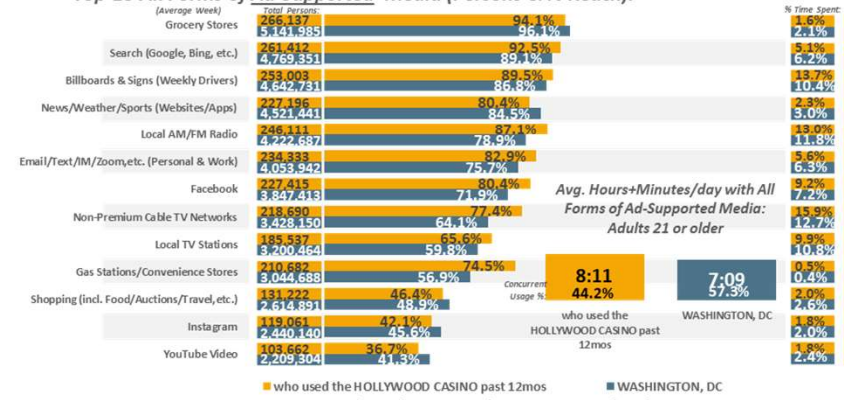
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



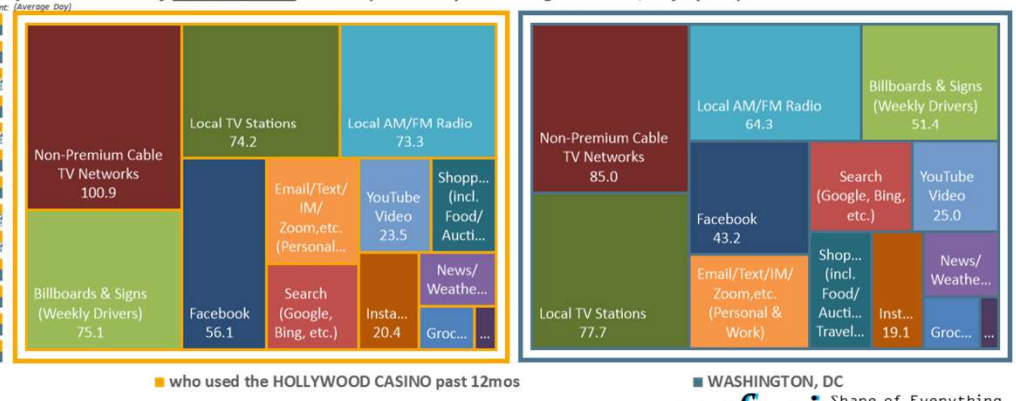
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 265

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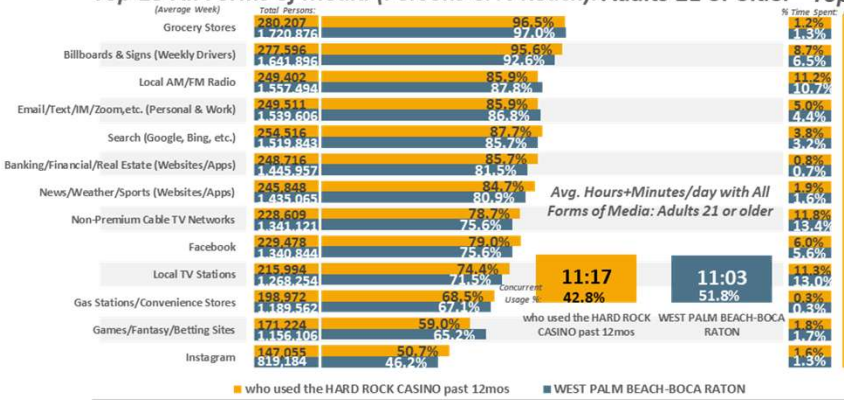
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Casinos visited past 12 months (by name): Hollywood Casino at Charles Town Races

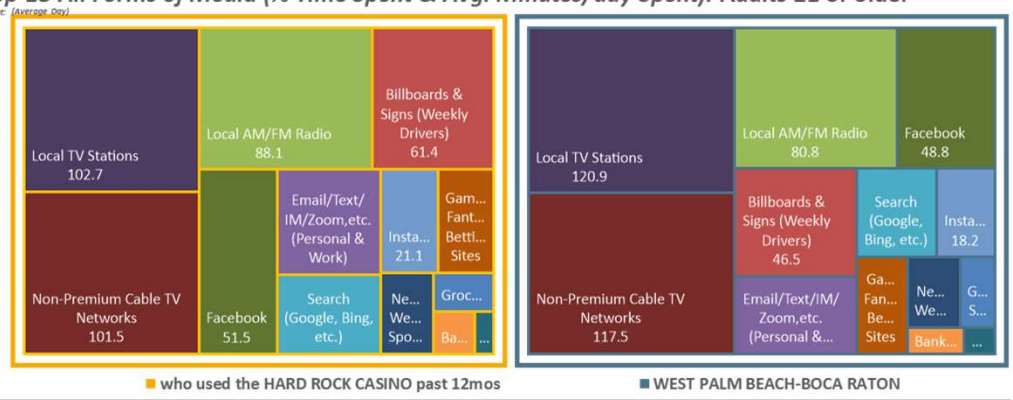


Adults 21 or older who used the HARD ROCK CASINO past 12mos spend an average of 9 hours and 8 minutes each day with All Forms of Ad-Supported Media. 84.1% listen to Local AM/FM Radio for an avg. of 86. minutes/day. *(Local Radio delivers 13.2% of Time with Ad-Supported Media.)*

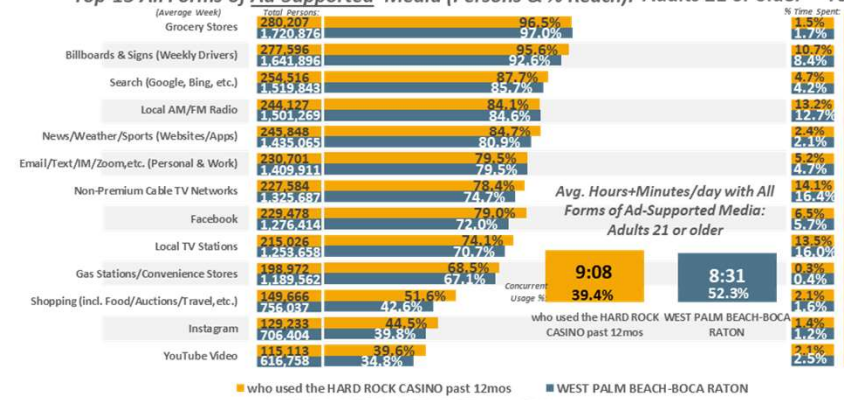
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



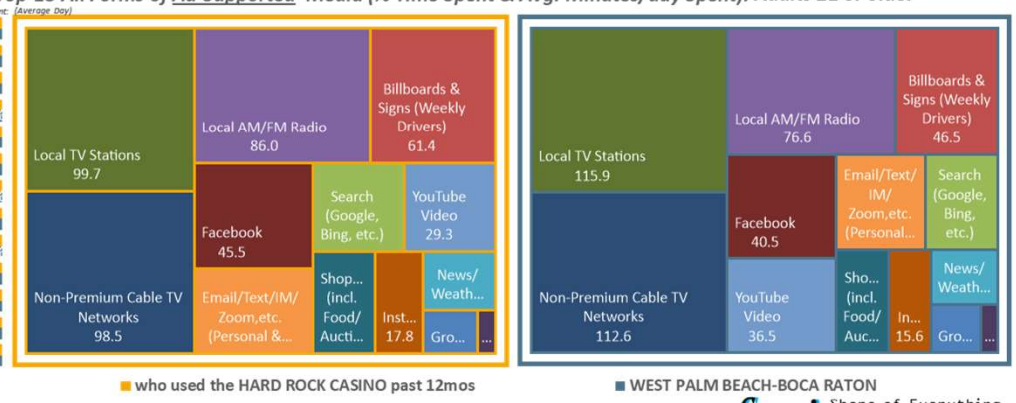
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



WEST PALM BEACH-BOCA RATON DMA

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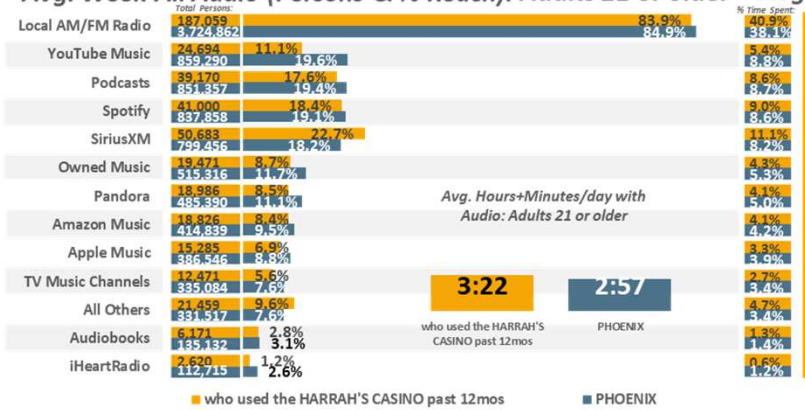
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Casinos visited past 12 months (by name): Seminole Hard Rock Hotel & Casino

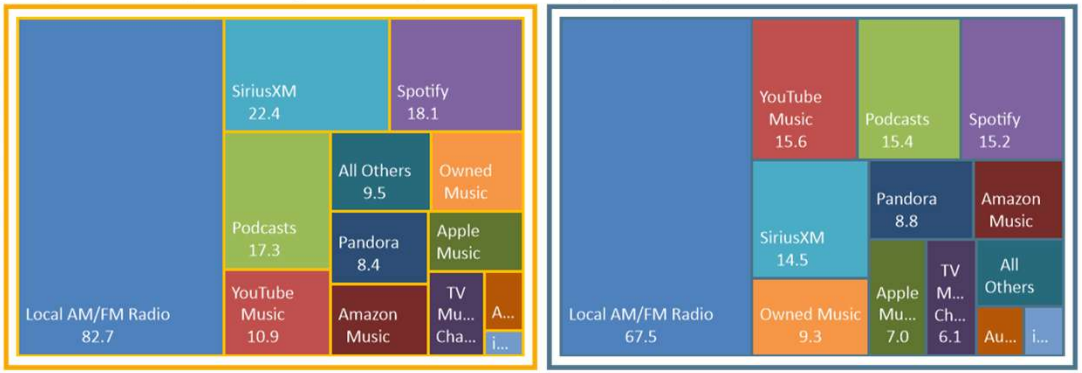


181,293 or 81.4% of Adults 21 or older who used the HARRAH'S CASINO past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 79.7 minutes every day representing 53.8% of all time spent daily with Ad-Supported Audio.

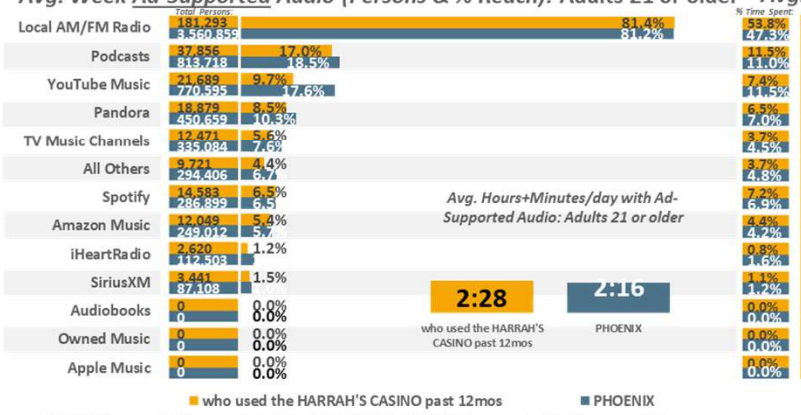
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



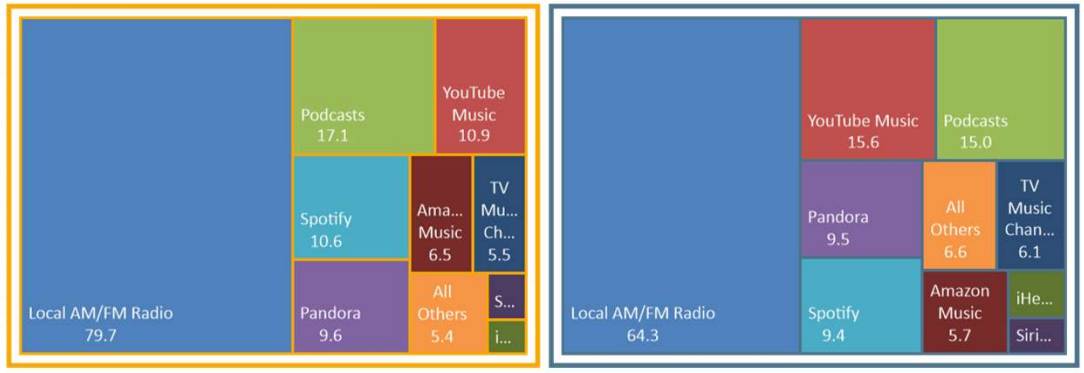
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 140

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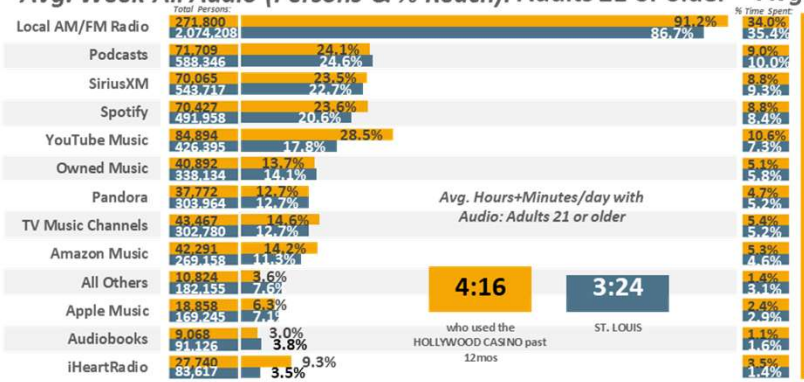
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Casinos visited past 12 months (by name): Harrah's Ak-Chin Casino

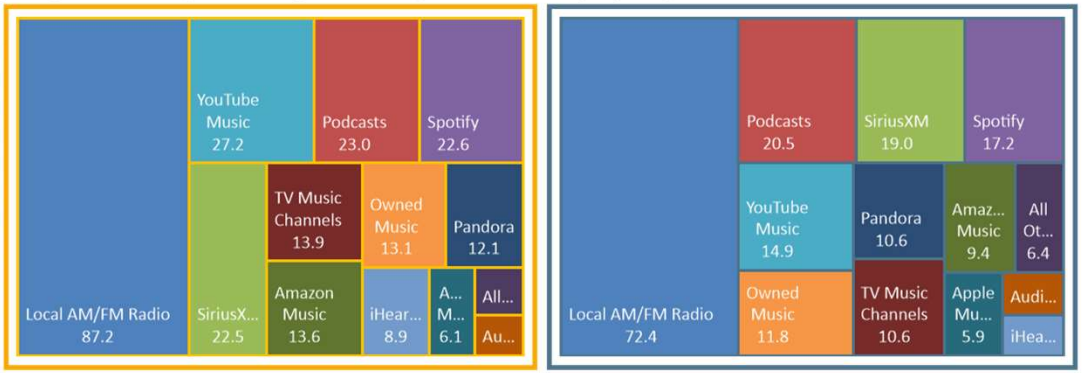


264,458 or 88.7% of Adults 21 or older who used the HOLLYWOOD CASINO past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 81.9 minutes every day representing 42.9% of all time spent daily with Ad-Supported Audio.

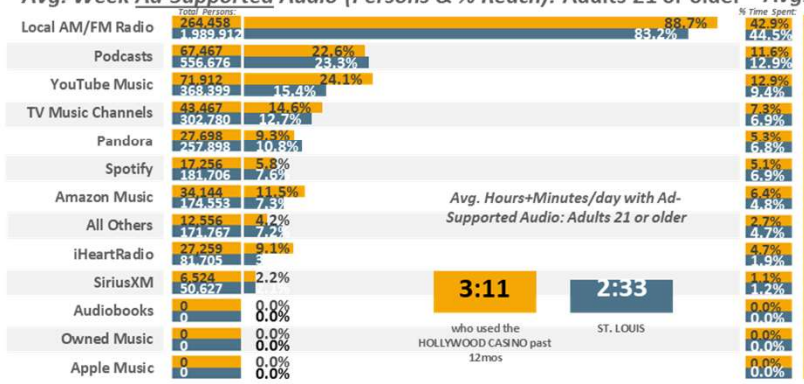
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



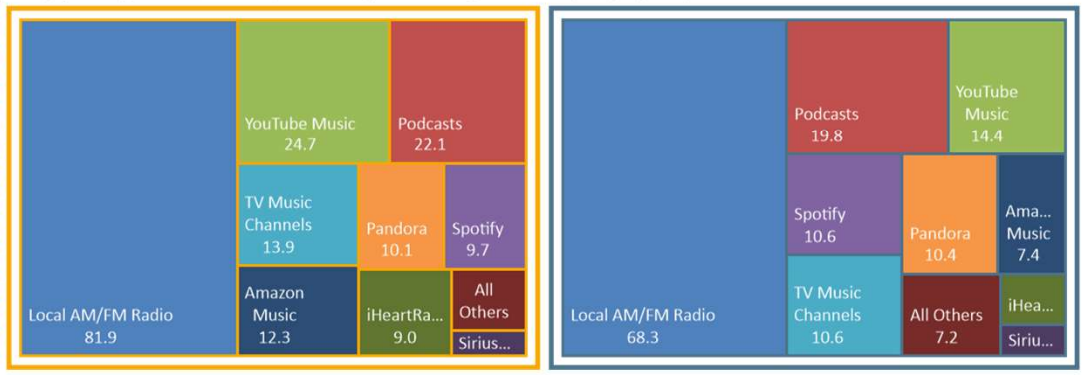
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 240

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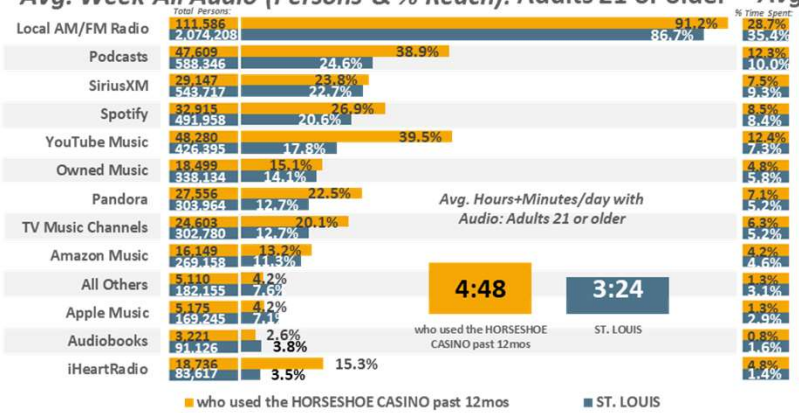
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Casinos visited past 12 months (by name): Hollywood Casino

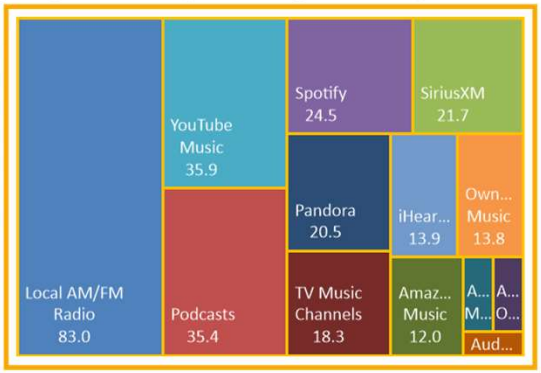


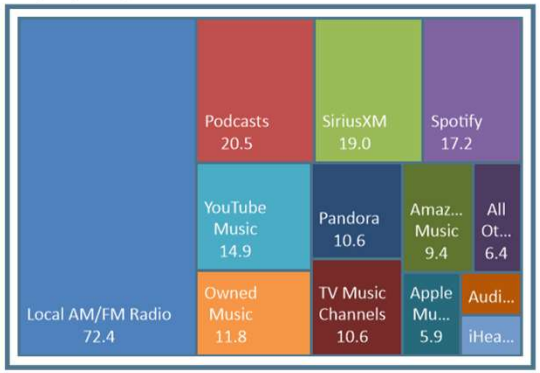
108,806 or 89.% of Adults 21 or older who used the HORSESHOE CASINO past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 80.8 minutes every day representing 36.2% of all time spent daily with Ad-Supported Audio.

Avg. Week All Audio (Persons & % Reach): Adults 21 or older

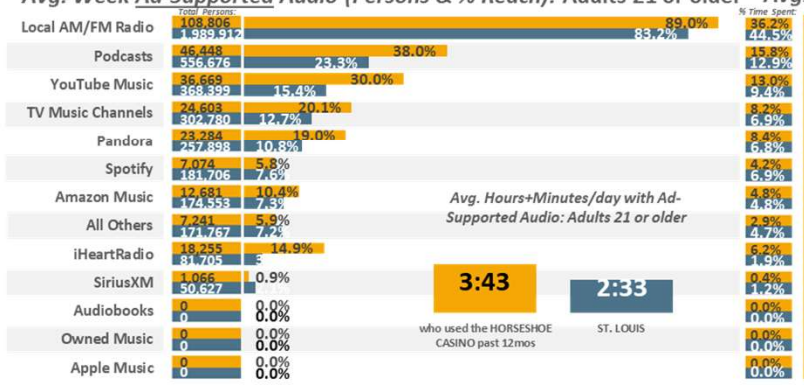


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

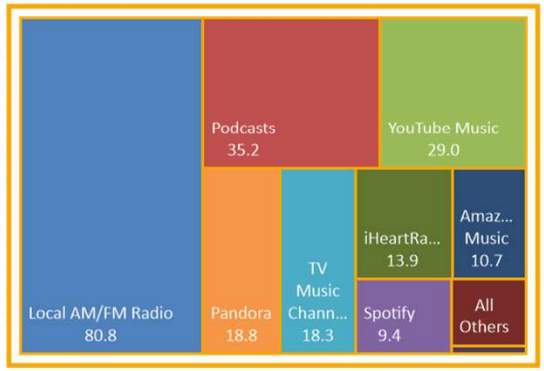


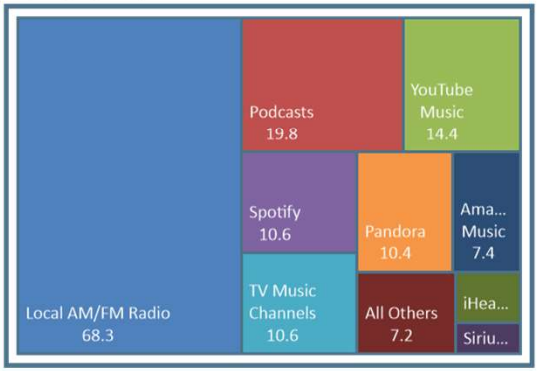


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 89

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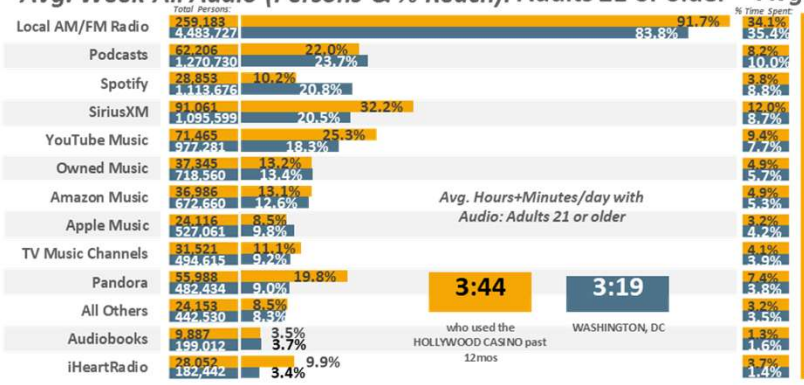
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Casinos visited past 12 months (by name): Horseshoe St. Louis

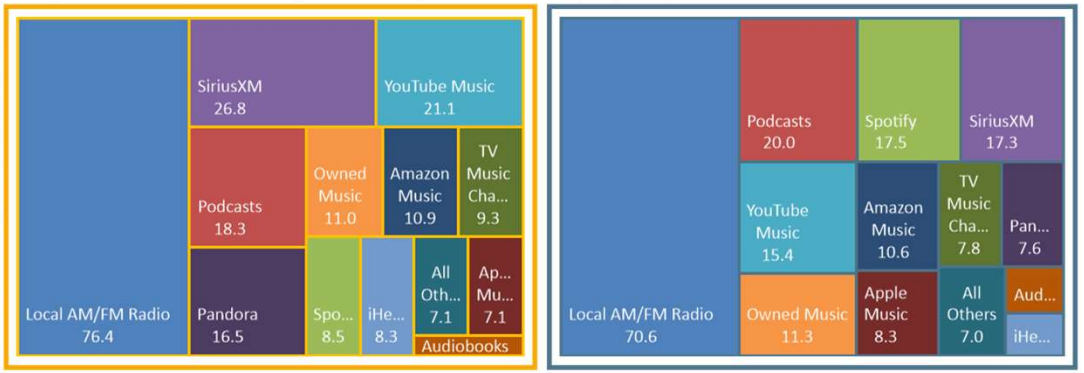


246,111 or 87.1% of Adults 21 or older who used the HOLLYWOOD CASINO past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 73.3 minutes every day representing 42.3% of all time spent daily with Ad-Supported Audio.

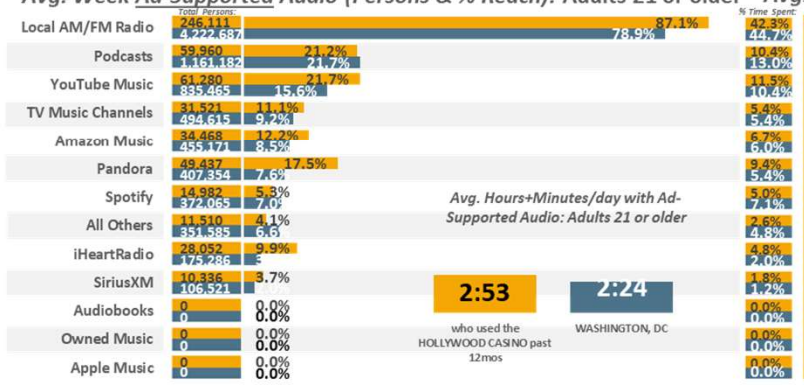
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



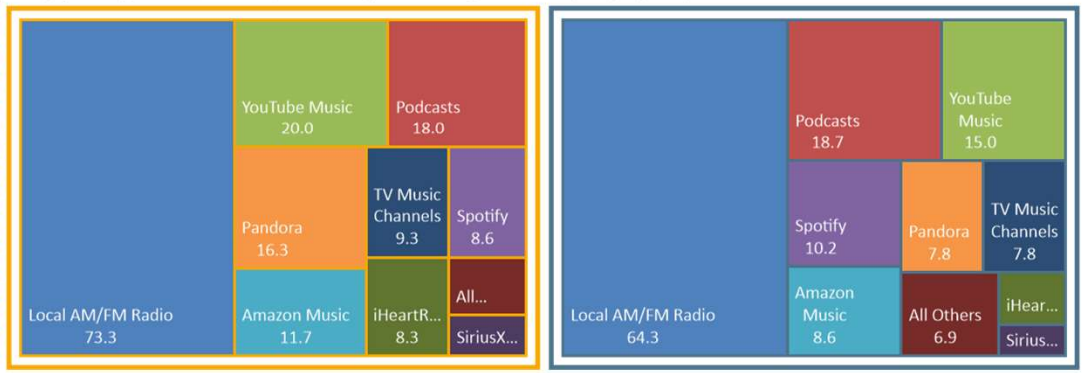
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 265

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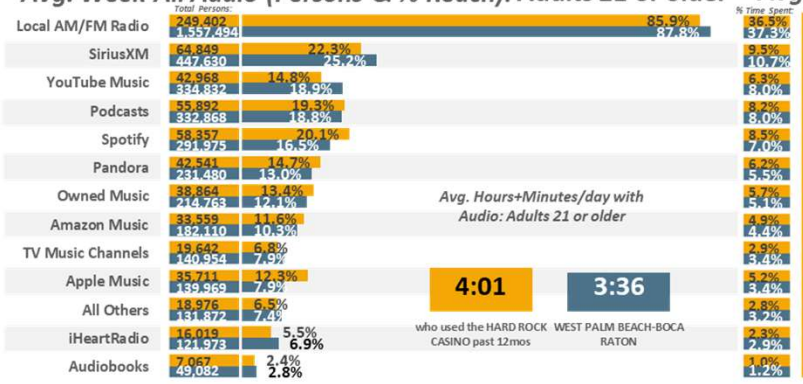
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Casinos visited past 12 months (by name): Hollywood Casino at Charles Town Races

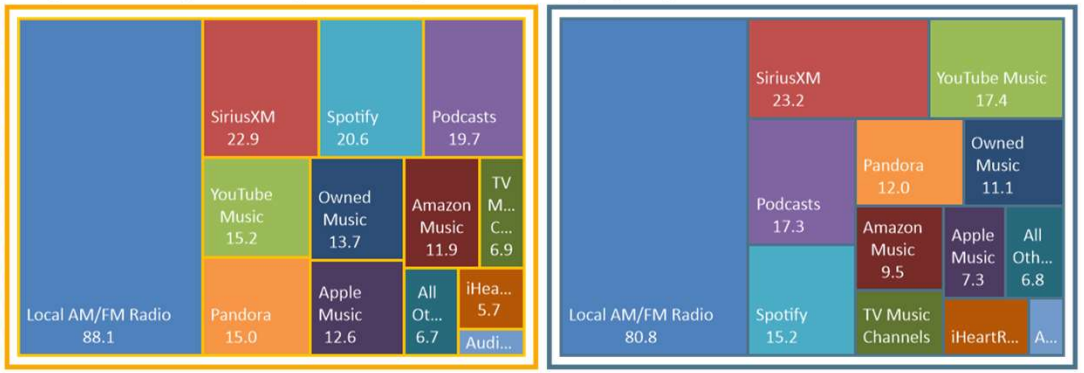


244,127 or 84.1% of Adults 21 or older who used the HARD ROCK CASINO past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 86. minutes every day representing 49.2% of all time spent daily with Ad-Supported Audio.

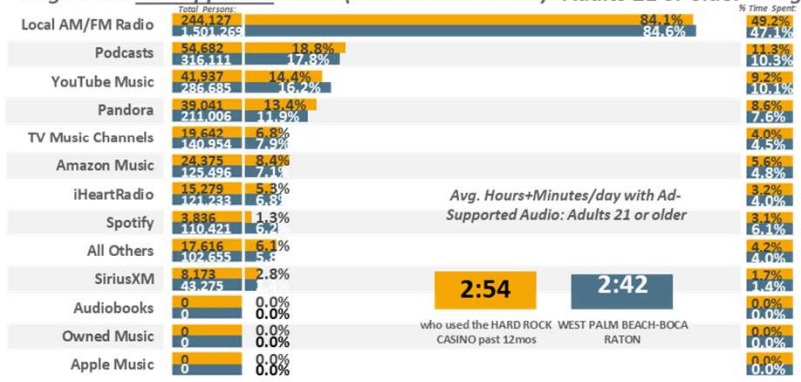
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



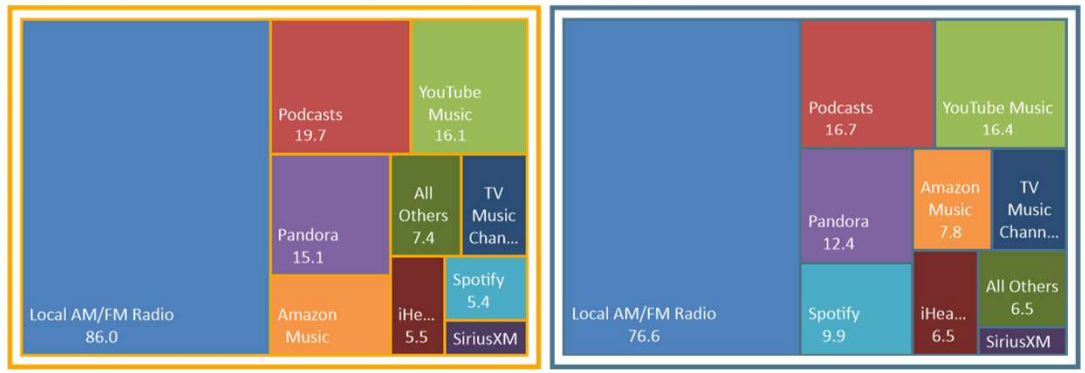
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 349

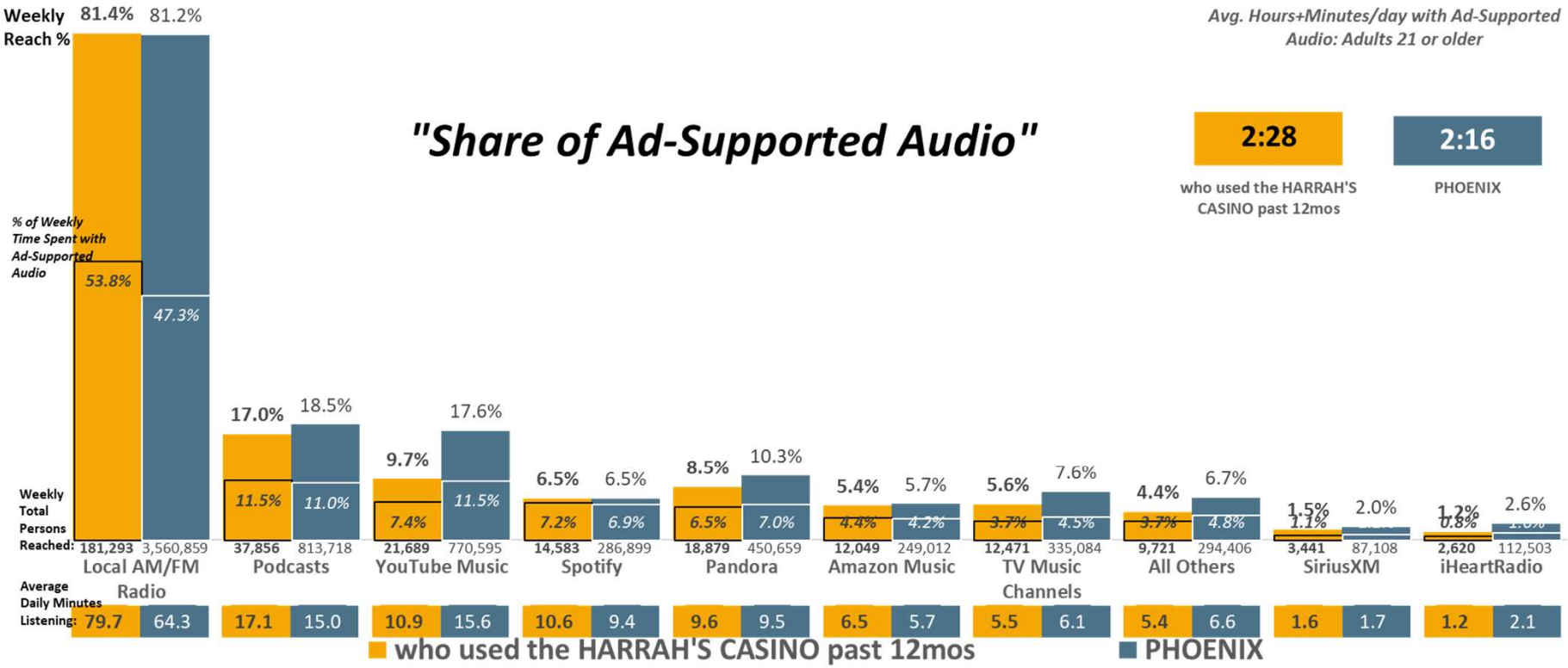
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Casinos visited past 12 months (by name): Seminole Hard Rock Hotel & Casino



181,293 or 81.4% of Adults 21 or older who used the HARRAH'S CASINO past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 79.7 minutes every day representing 53.8% of all time spent daily with Ad-Supported Audio.



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 140 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,221

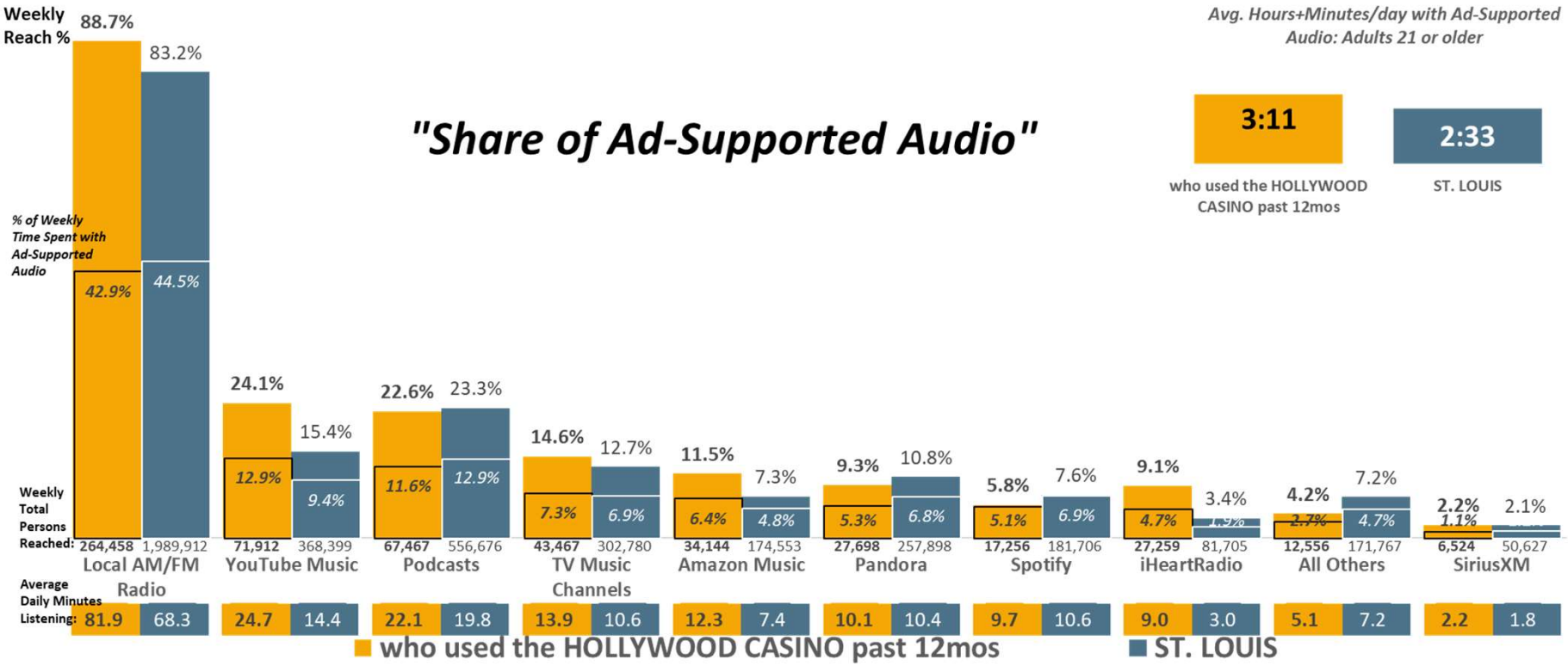
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Casinos visited past 12 months (by name): Harrah's Ak-Chin Casino



264,458 or 88.7% of Adults 21 or older who used the HOLLYWOOD CASINO past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 81.9 minutes every day representing 42.9% of all time spent daily with Ad-Supported Audio.



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 240 ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,909

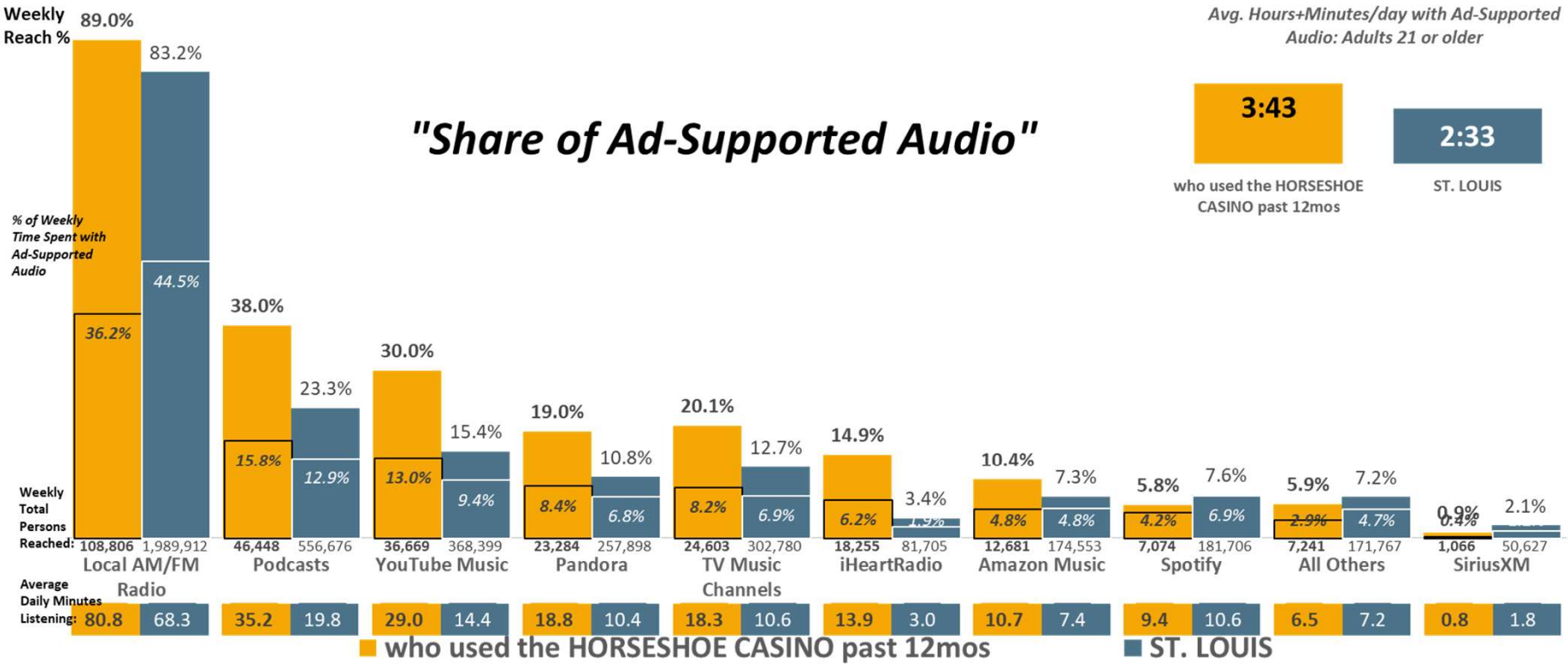
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Casinos visited past 12 months (by name): Hollywood Casino



108,806 or 89.% of Adults 21 or older who used the HORSESHOE CASINO past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 80.8 minutes every day representing 36.2% of all time spent daily with Ad-Supported Audio.



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 89 ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,909

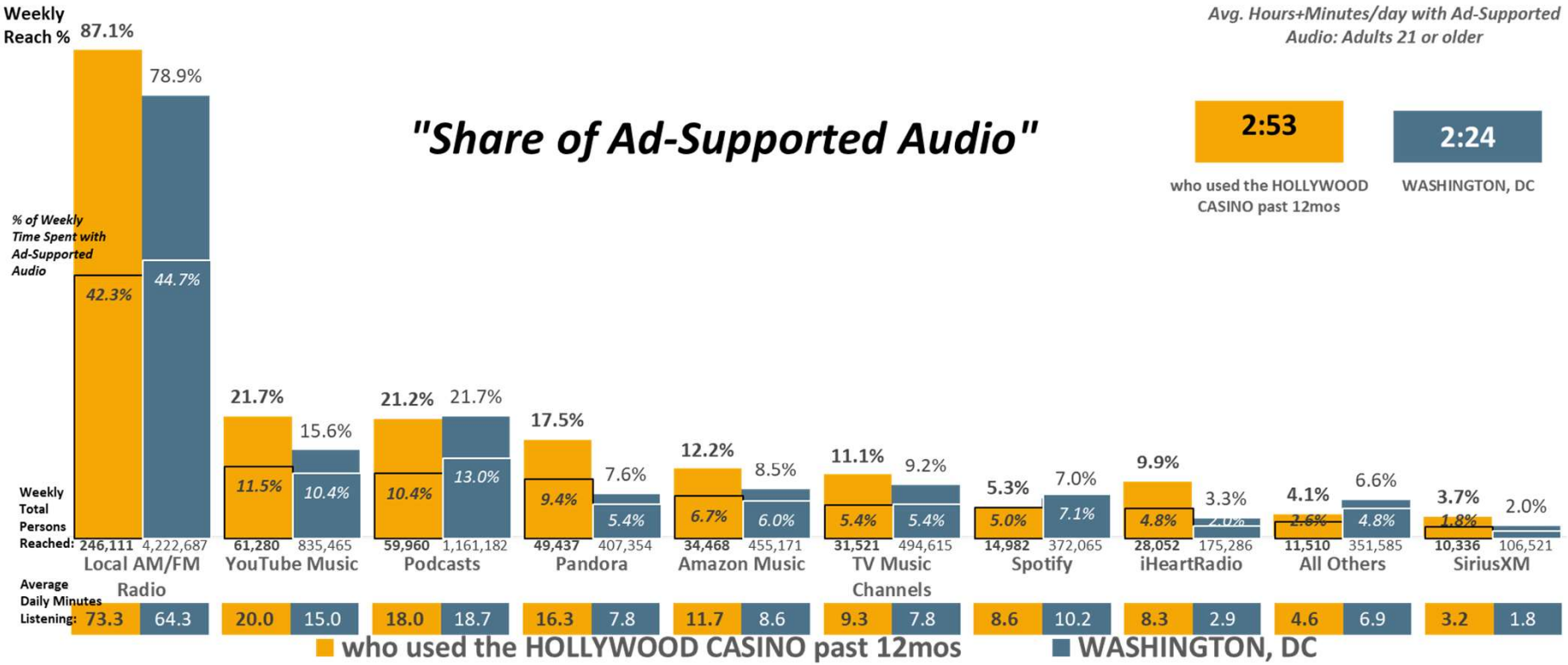
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Casinos visited past 12 months (by name): Horseshoe St. Louis



246,111 or 87.1% of Adults 21 or older who used the HOLLYWOOD CASINO past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 73.3 minutes every day representing 42.3% of all time spent daily with Ad-Supported Audio.



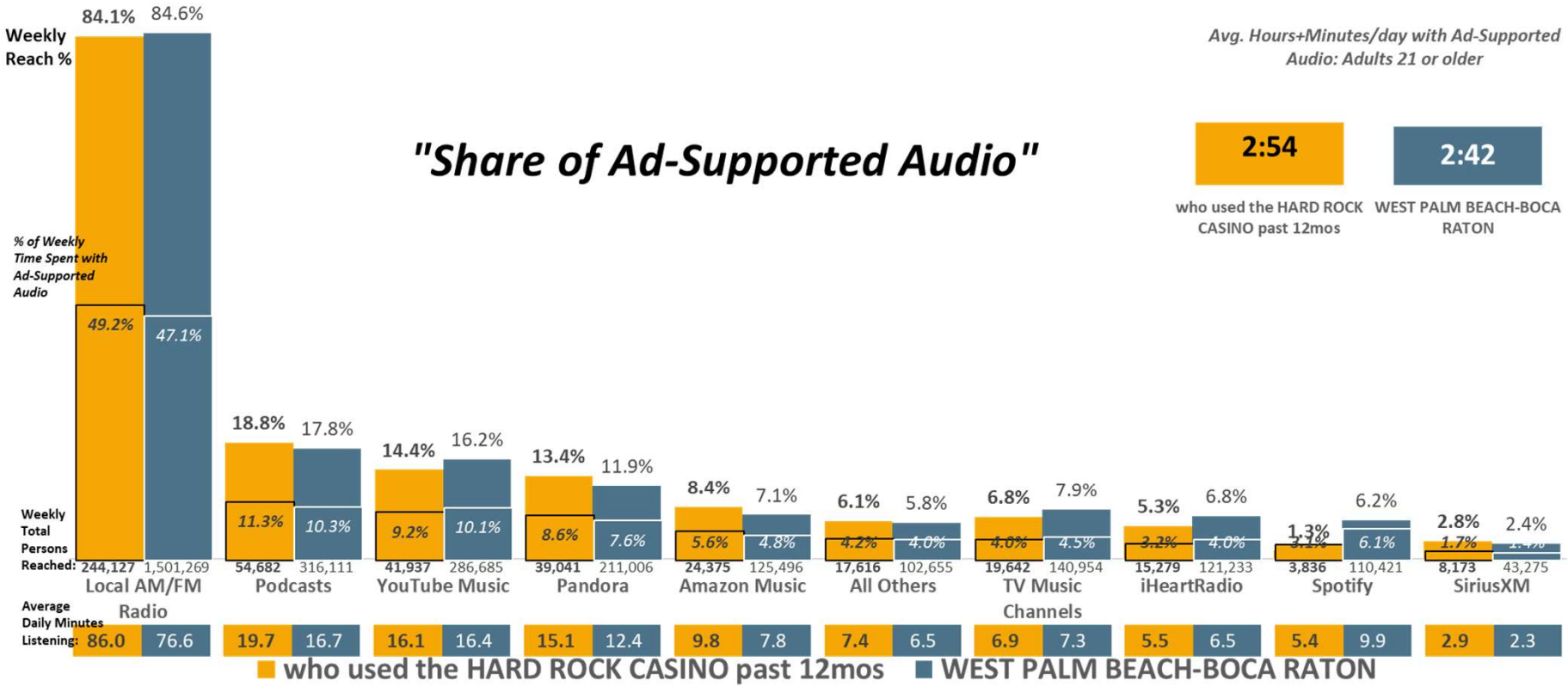
WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 265 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,323
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Casinos visited past 12 months (by name): Hollywood Casino at Charles Town Races



244,127 or 84.1% of Adults 21 or older who used the HARD ROCK CASINO past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 86. minutes every day representing 49.2% of all time spent daily with Ad-Supported Audio.



WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 349 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,429

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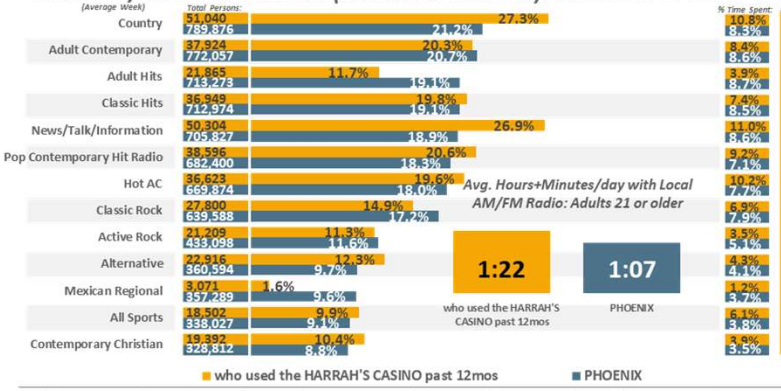
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Casinos visited past 12 months (by name): Seminole Hard Rock Hotel & Casino

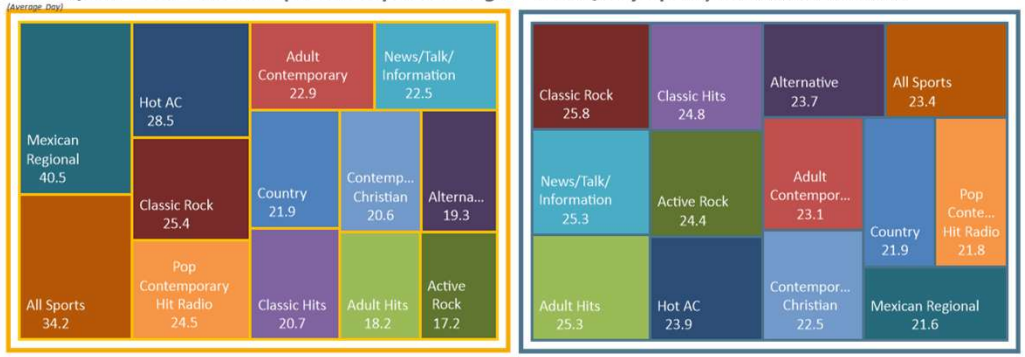
Harrah's PHX

181,293 or 81.4% of Adults 21 or older who used the HARRAH'S CASINO past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, News/Talk/Information, Pop Contemporary Hit Radio, Adult Contemporary, and Classic Hits.

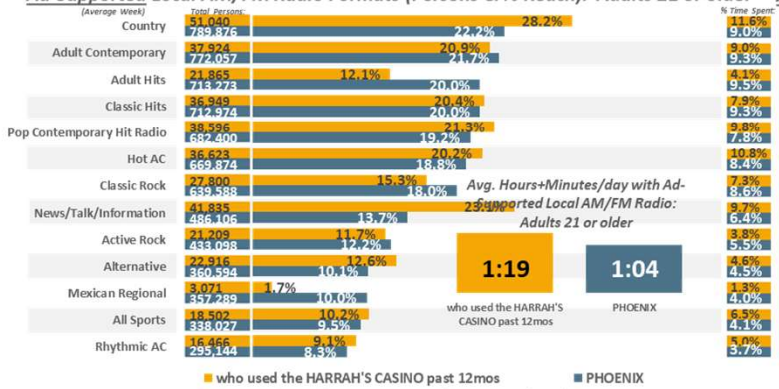
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



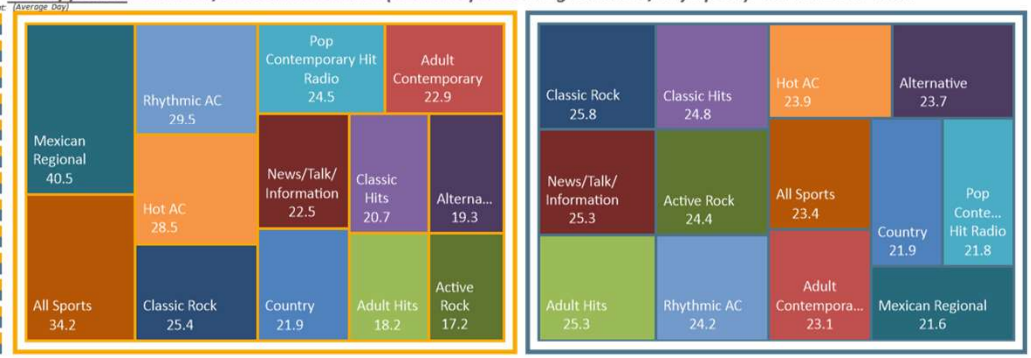
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 140

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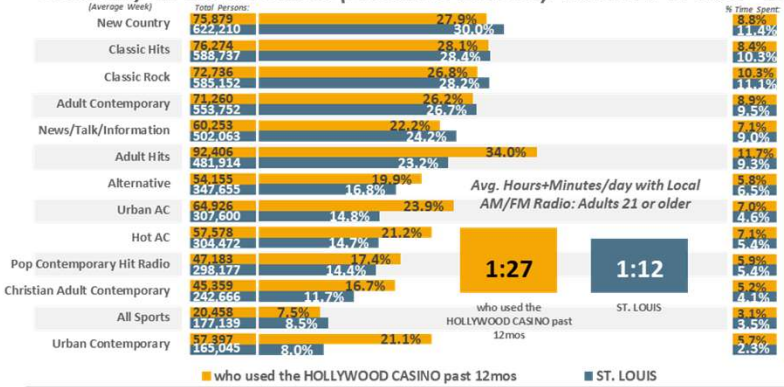
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Casinos visited past 12 months (by name): Harrah's Ak-Chin Casino

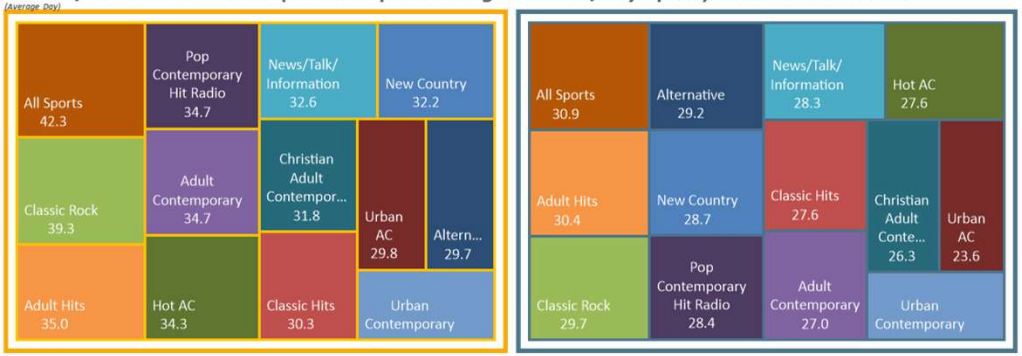


264,458 or 88.7% of Adults 21 or older who used the HOLLYWOOD CASINO past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Hits, Classic Hits, New Country, Classic Rock, and Adult Contemporary.

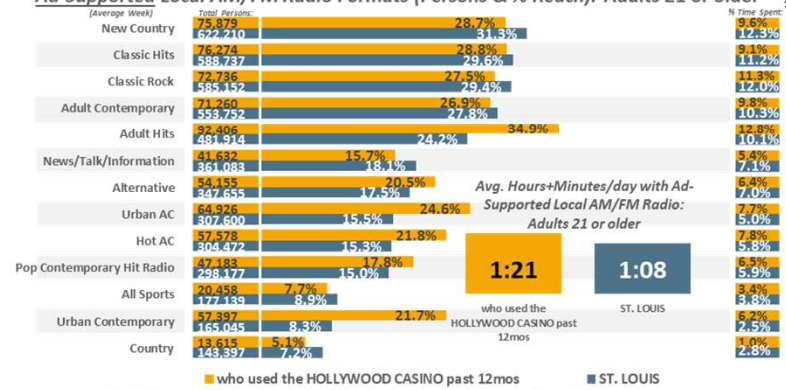
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



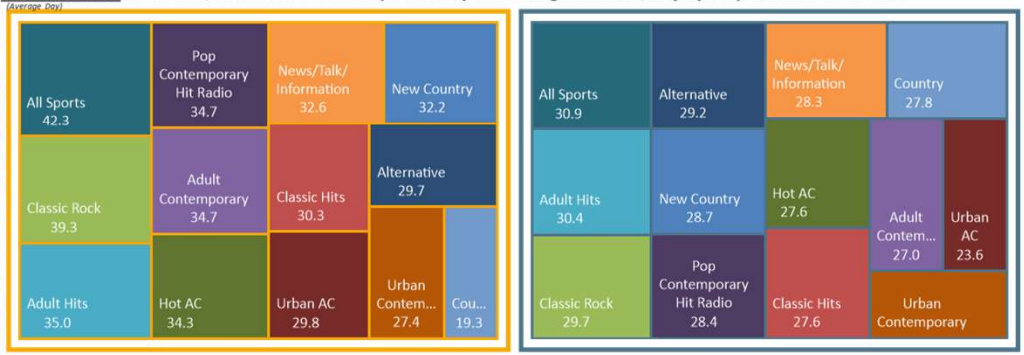
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 240

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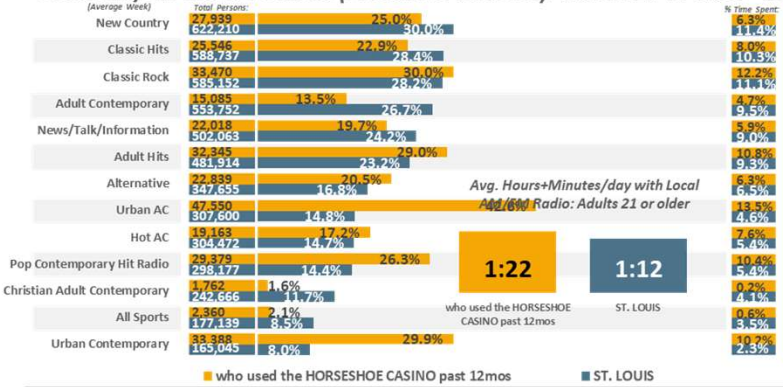
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Casinos visited past 12 months (by name): Hollywood Casino

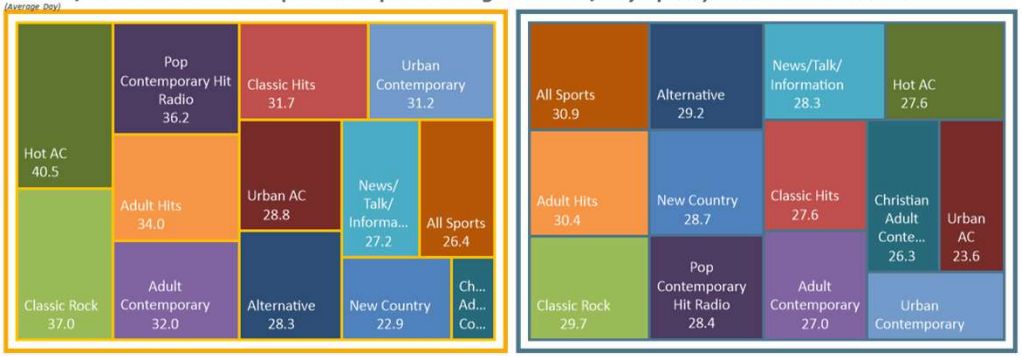


108,806 or 89.% of Adults 21 or older who used the HORSESHOE CASINO past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Urban AC, Classic Rock, Urban Contemporary, Adult Hits, and Pop Contemporary Hit Radio.

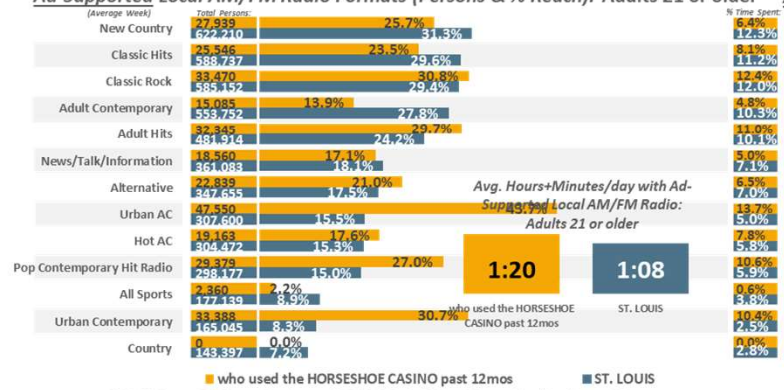
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



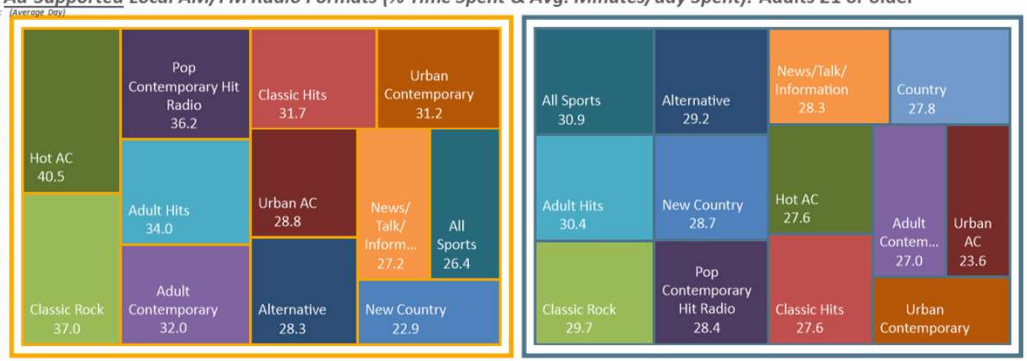
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 89

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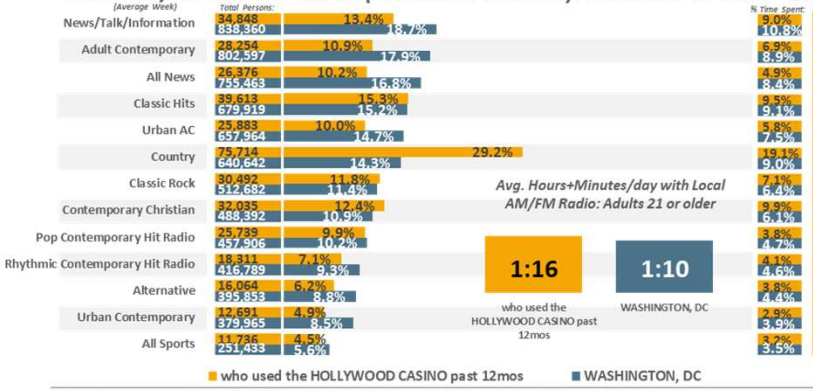
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Casinos visited past 12 months (by name): Horseshoe St. Louis

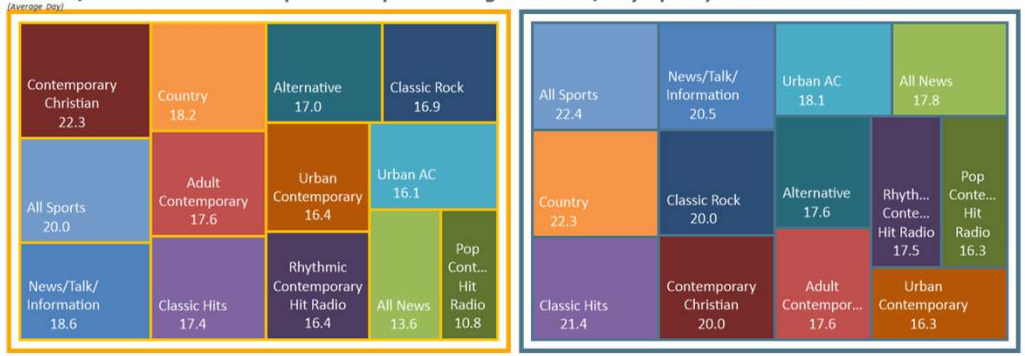


246,111 or 87.1% of Adults 21 or older who used the HOLLYWOOD CASINO past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Hits, Classic Rock, Adult Contemporary, and All News.

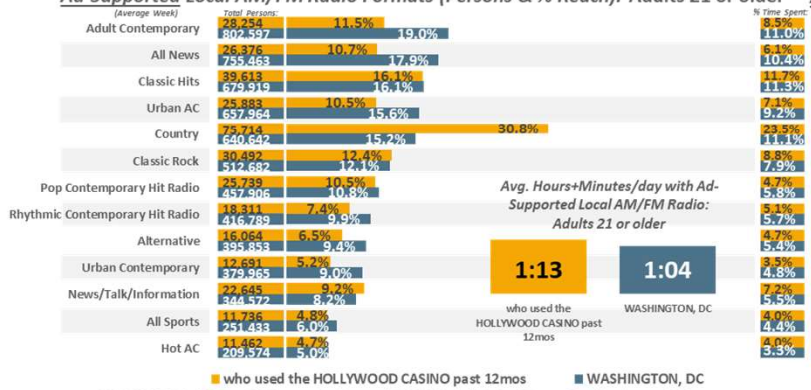
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



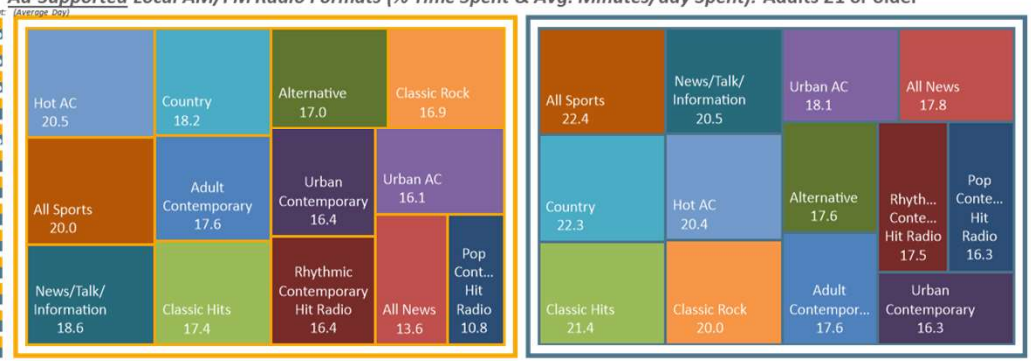
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 265

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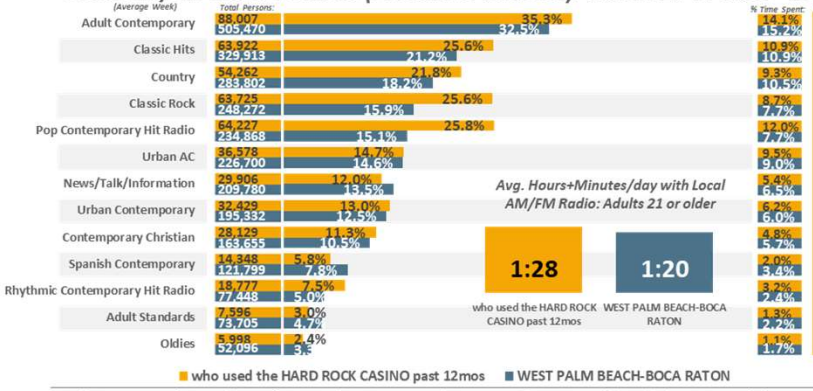
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Casinos visited past 12 months (by name): Hollywood Casino at Charles Town Races

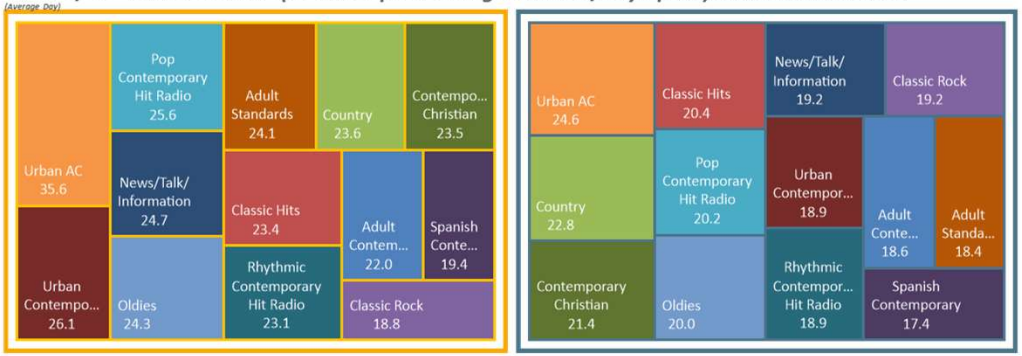


244,127 or 84.1% of Adults 21 or older who used the HARD ROCK CASINO past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Classic Rock, and Country.

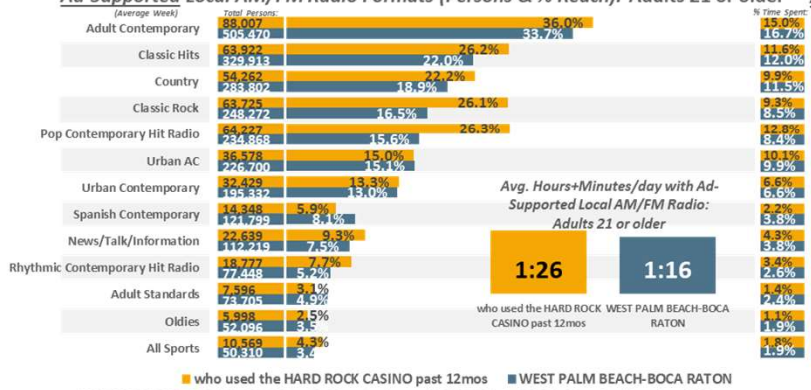
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



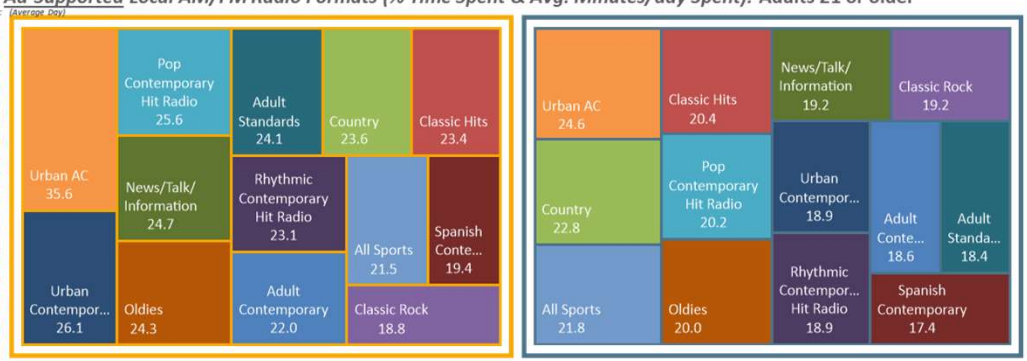
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 349

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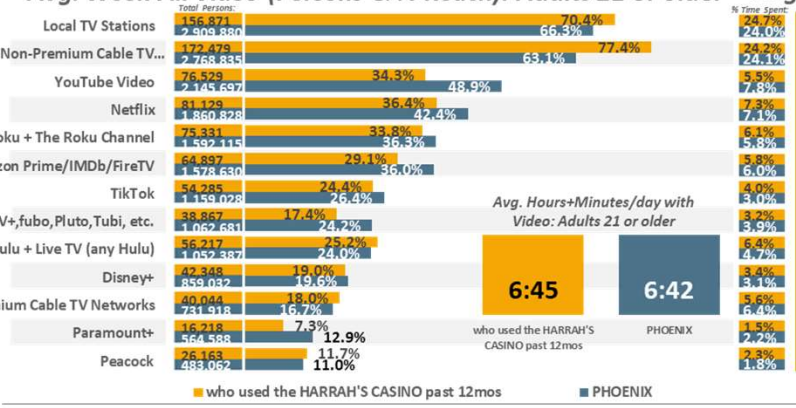
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Casinos visited past 12 months (by name): Seminole Hard Rock Hotel & Casino

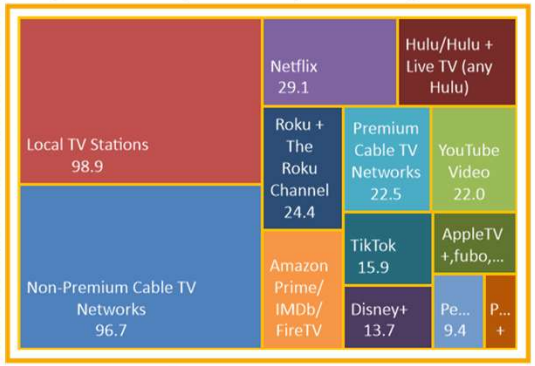


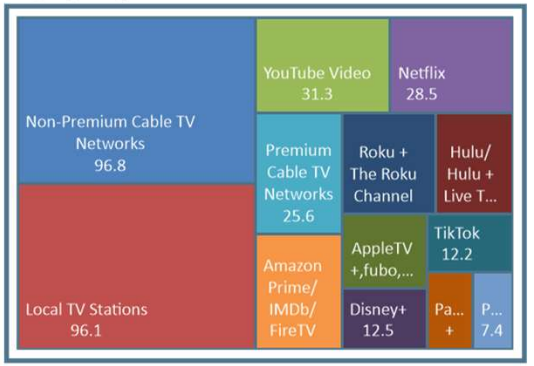
153,704 or 69.% of Adults 21 or older who used the HARRAH'S CASINO past 12mos watch Ad-Supported Local TV Stations for an average of 94. minutes every day representing 29.2% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 21 or older

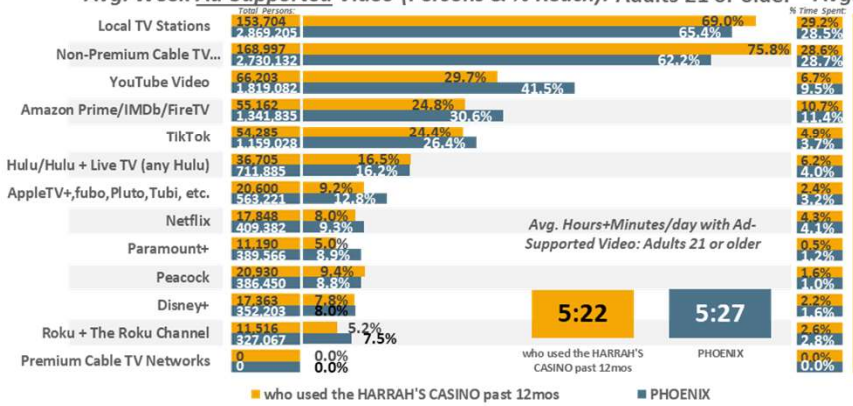


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

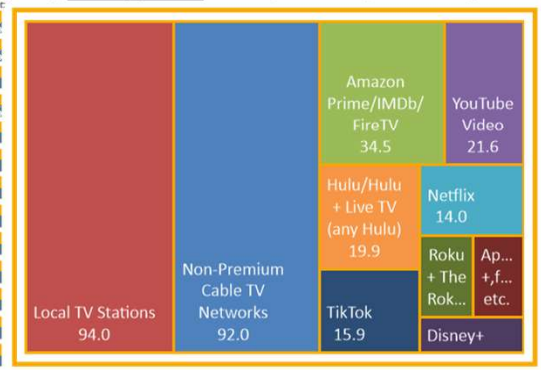


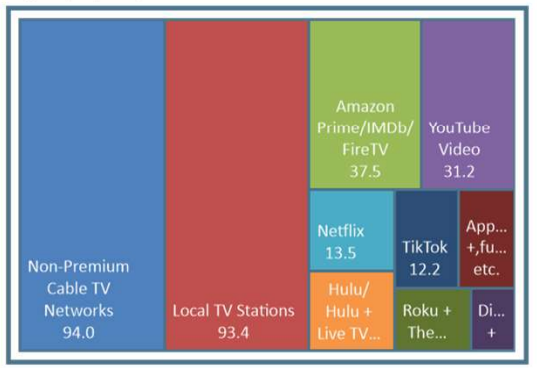


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 140

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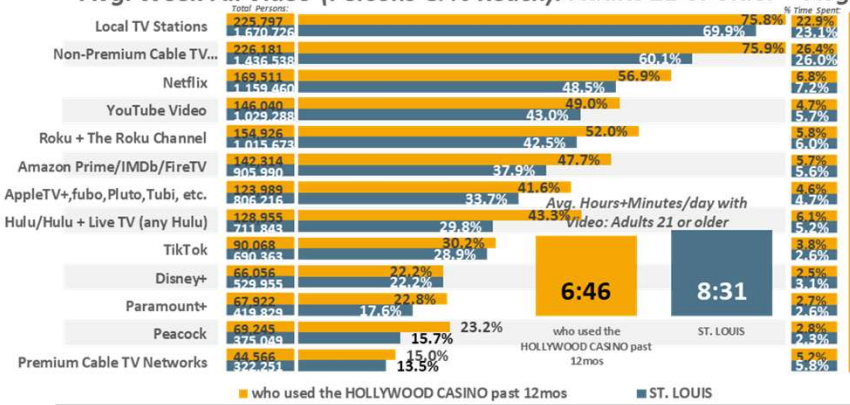
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Casinos visited past 12 months (by name): Harrah's Ak-Chin Casino

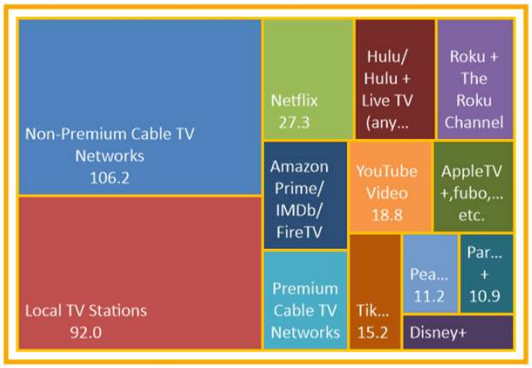


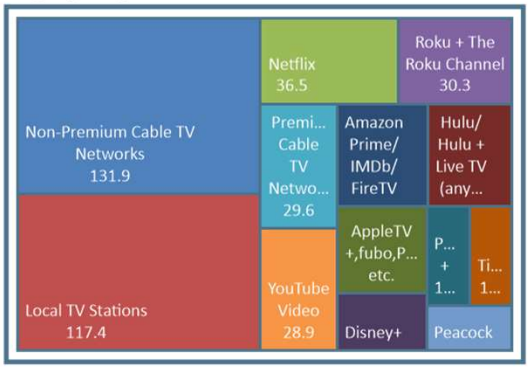
221,352 or 74.3% of Adults 21 or older who used the HOLLYWOOD CASINO past 12mos watch Ad-Supported Local TV Stations for an average of 87.5 minutes every day representing 26.8% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 21 or older

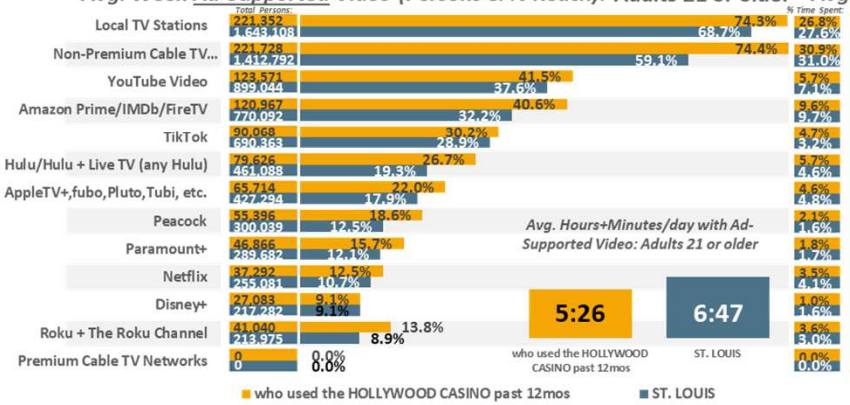


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

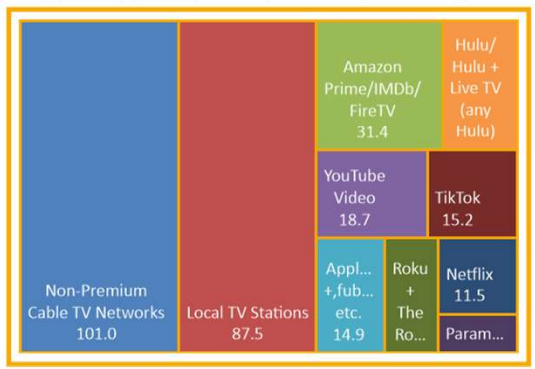


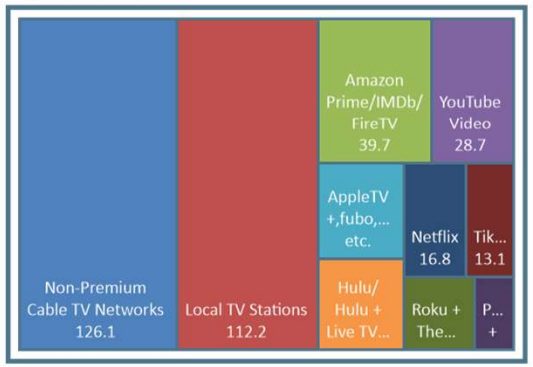


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 240

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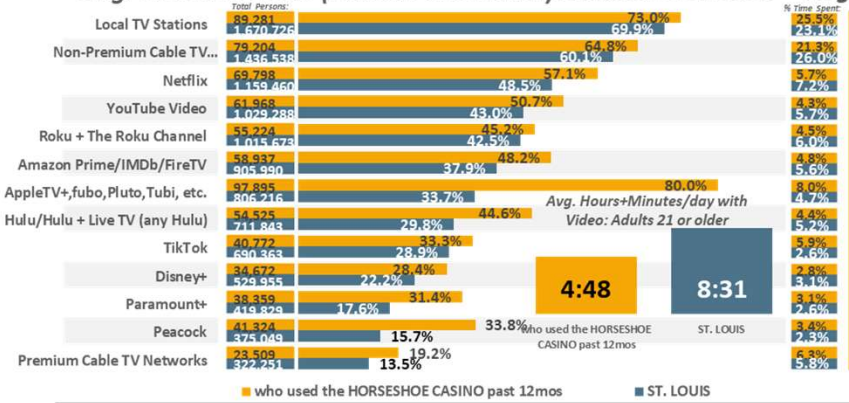
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Casinos visited past 12 months (by name): Hollywood Casino

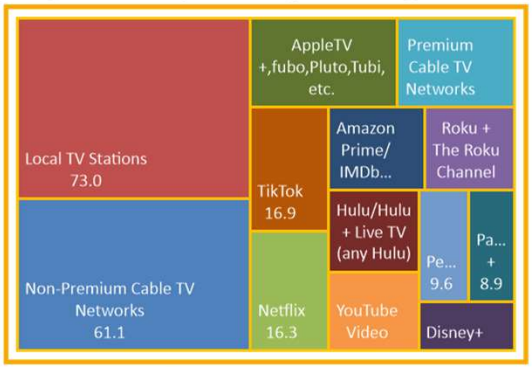


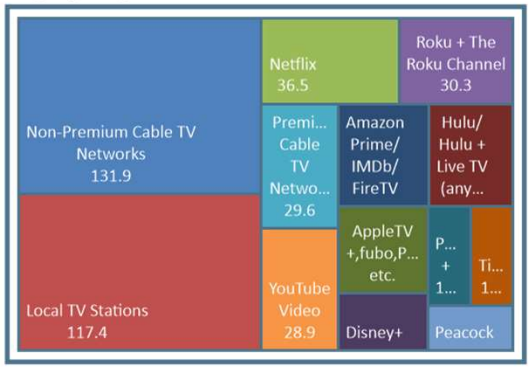
86,616 or 70.8% of Adults 21 or older who used the HORSESHOE CASINO past 12mos watch Ad-Supported Local TV Stations for an average of 70.2 minutes every day representing 29.8% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 21 or older

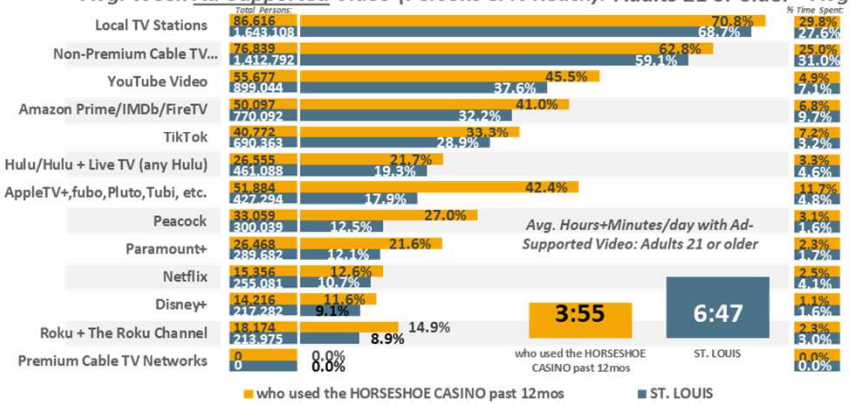


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

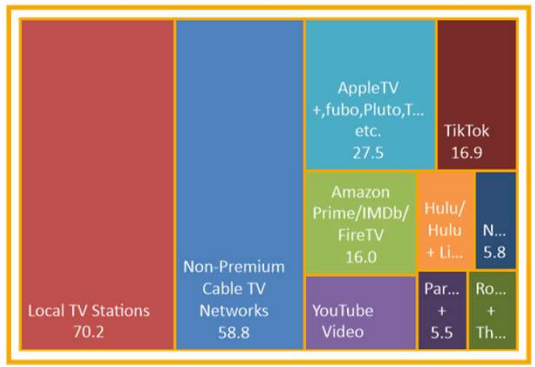


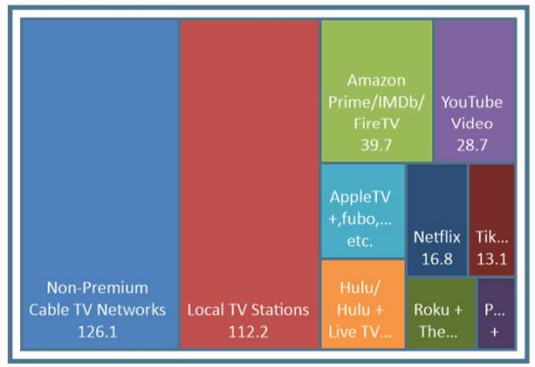


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 89

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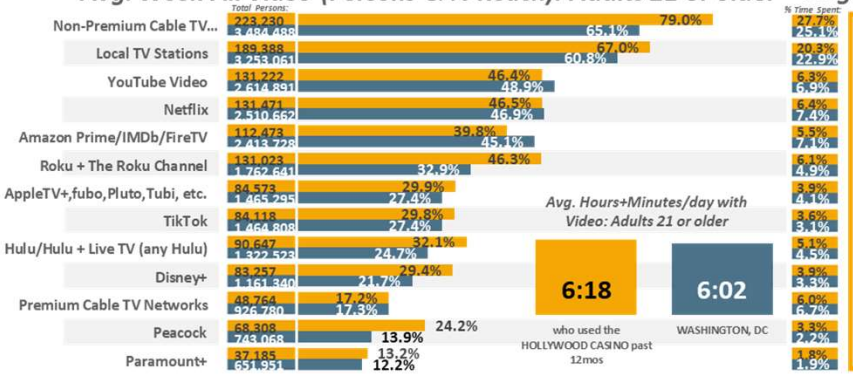
soefa.ai Share of Everything for Anything ©

Casinos visited past 12 months (by name): Horseshoe St. Louis

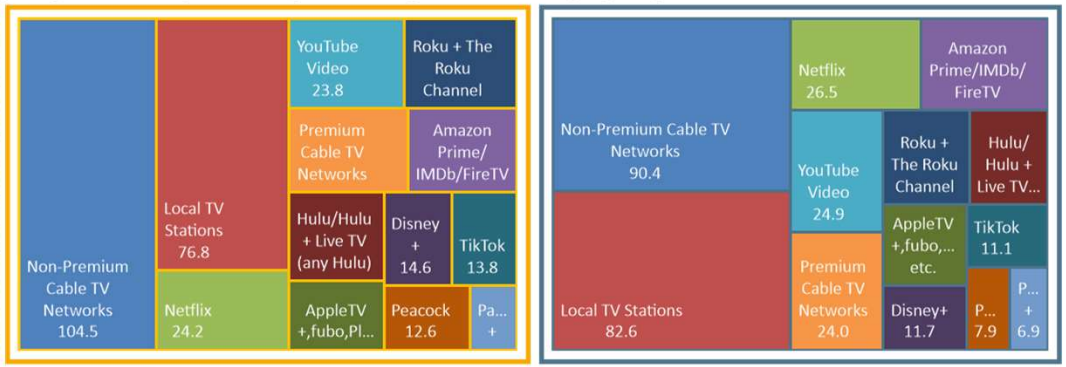


185,537 or 65.6% of Adults 21 or older who used the HOLLYWOOD CASINO past 12mos watch Ad-Supported Local TV Stations for an average of 74.2 minutes every day representing 24.4% of all time spent daily with Ad-Supported Video.

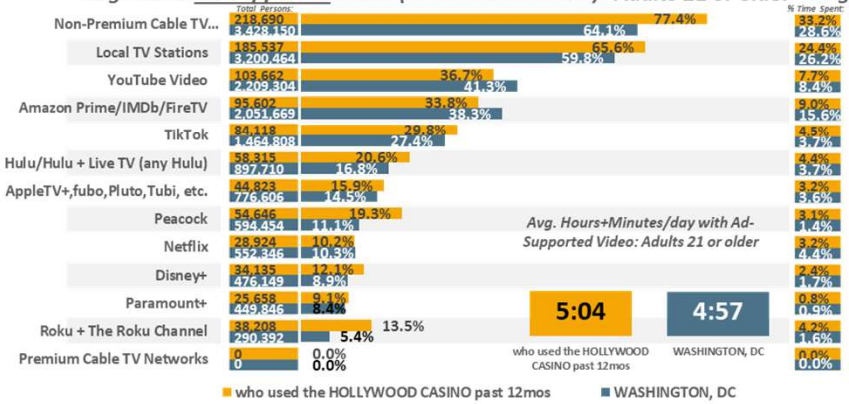
Avg. Week All Video (Persons & % Reach): Adults 21 or older



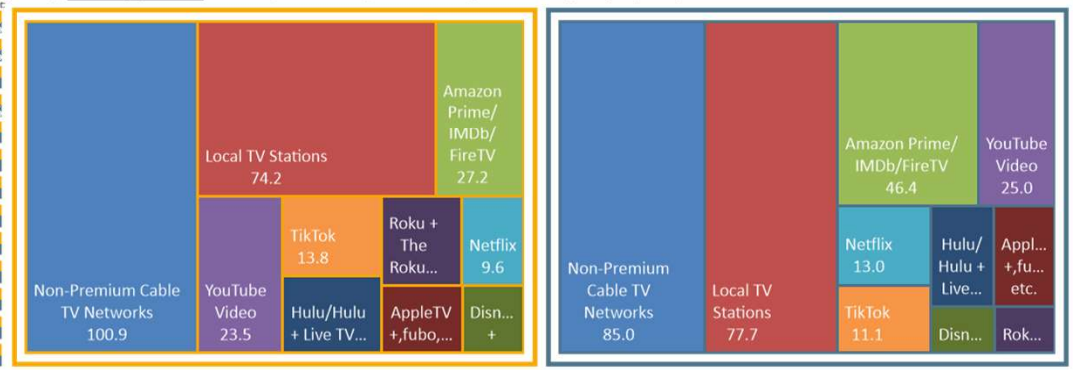
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 265

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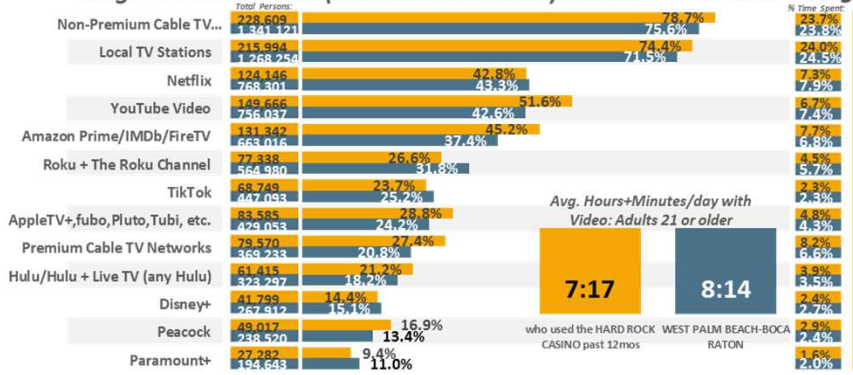
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Casinos visited past 12 months (by name): Hollywood Casino at Charles Town Races

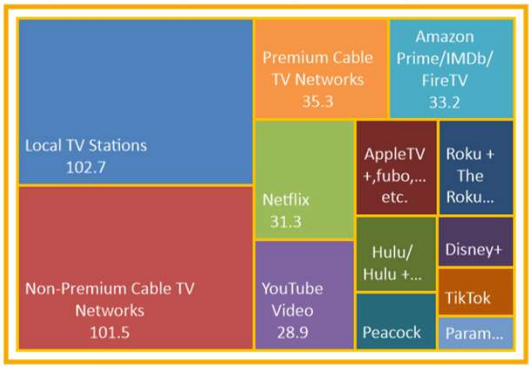


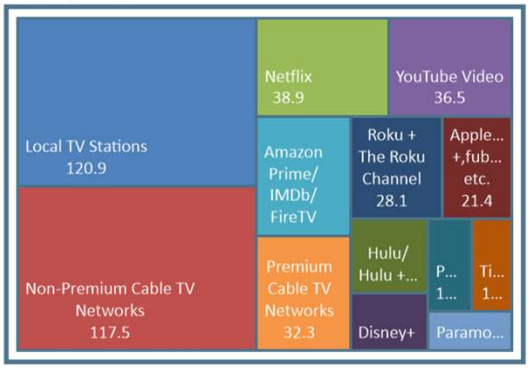
215,026 or 74.1% of Adults 21 or older who used the HARD ROCK CASINO past 12mos watch Ad-Supported Local TV Stations for an average of 99.7 minutes every day representing 27.7% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 21 or older

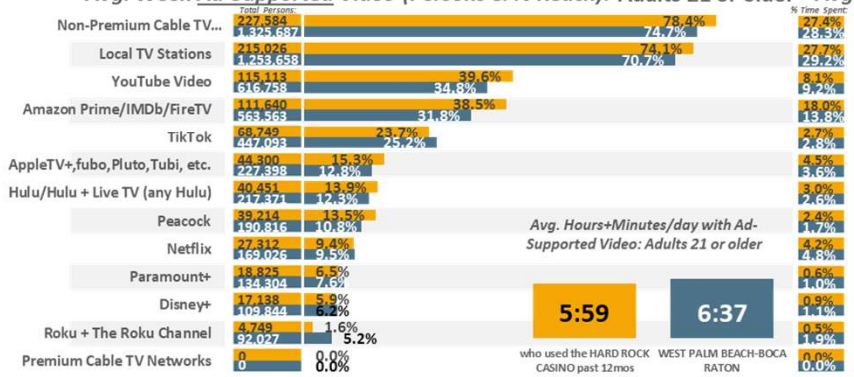


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

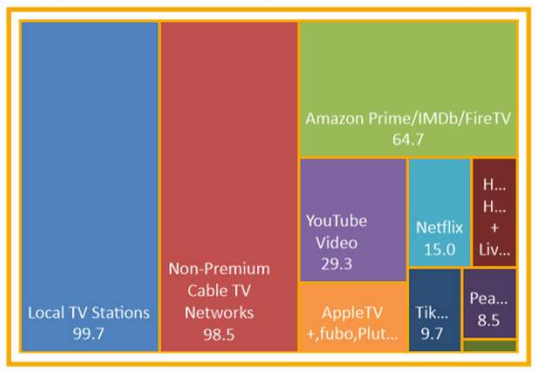


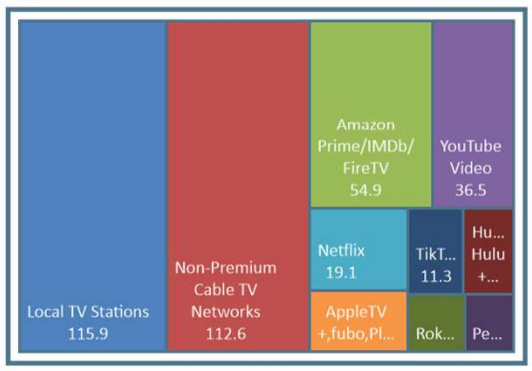


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 349

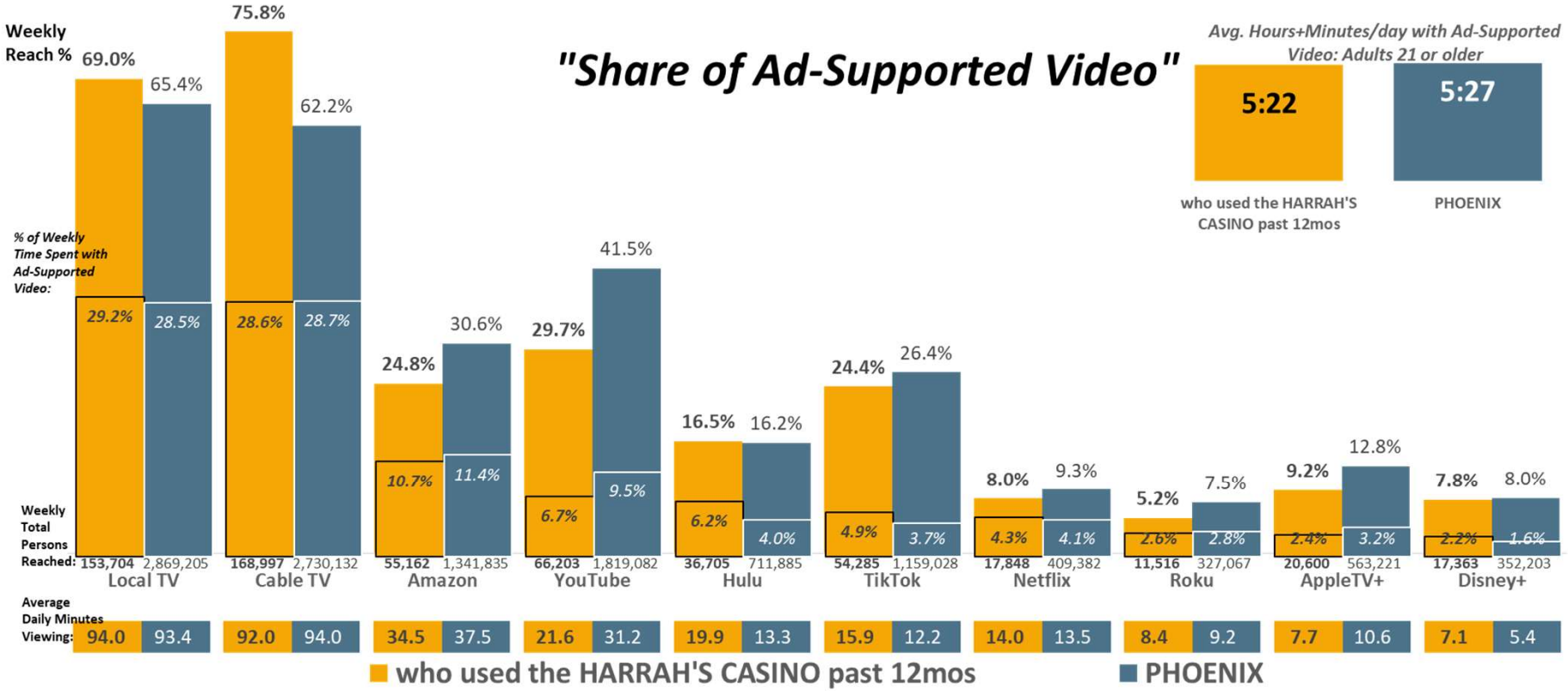
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Casinos visited past 12 months (by name): Seminole Hard Rock Hotel & Casino



153,704 or 69.% of Adults 21 or older who used the HARRAH'S CASINO past 12mos watch Ad-Supported Local TV Stations for an average of 94. minutes every day representing 29.2% of all time spent daily with Ad-Supported Video.



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 140 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,221

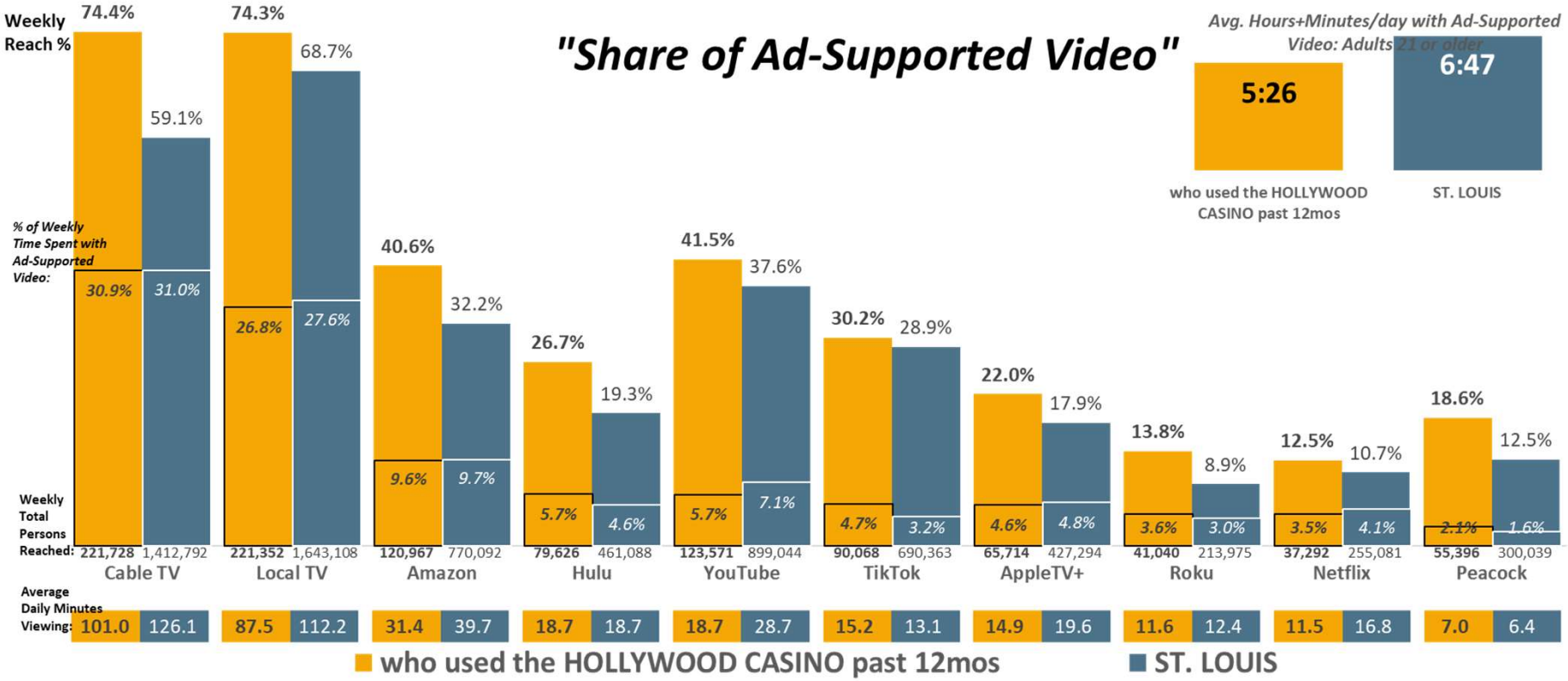
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Casinos visited past 12 months (by name): Harrah's Ak-Chin Casino



221,352 or 74.3% of Adults 21 or older who used the HOLLYWOOD CASINO past 12mos watch Ad-Supported Local TV Stations for an average of 87.5 minutes every day representing 26.8% of all time spent daily with Ad-Supported Video.



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 240 ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,909

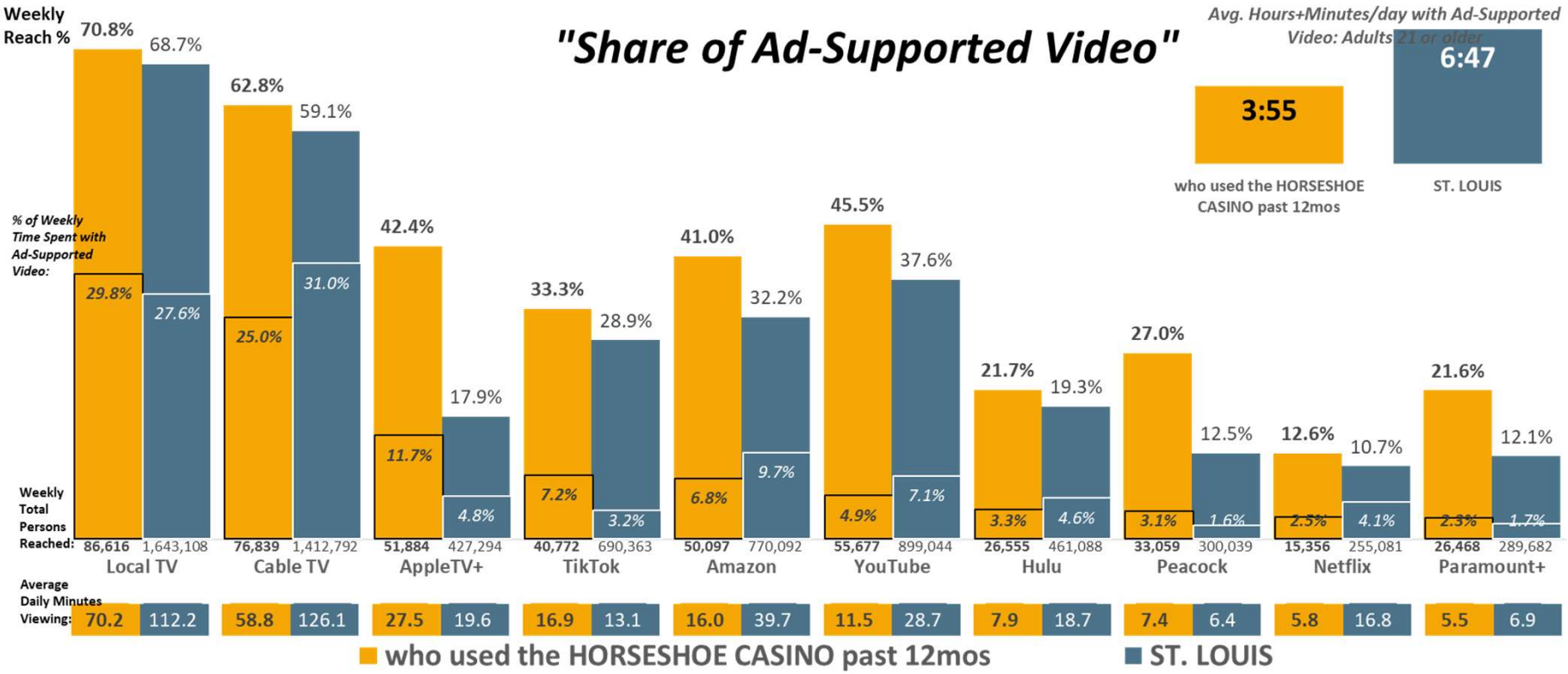
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Casinos visited past 12 months (by name): Hollywood Casino



86,616 or 70.8% of Adults 21 or older who used the HORSESHOE CASINO past 12mos watch Ad-Supported Local TV Stations for an average of 70.2 minutes every day representing 29.8% of all time spent daily with Ad-Supported Video.



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 89 ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,909

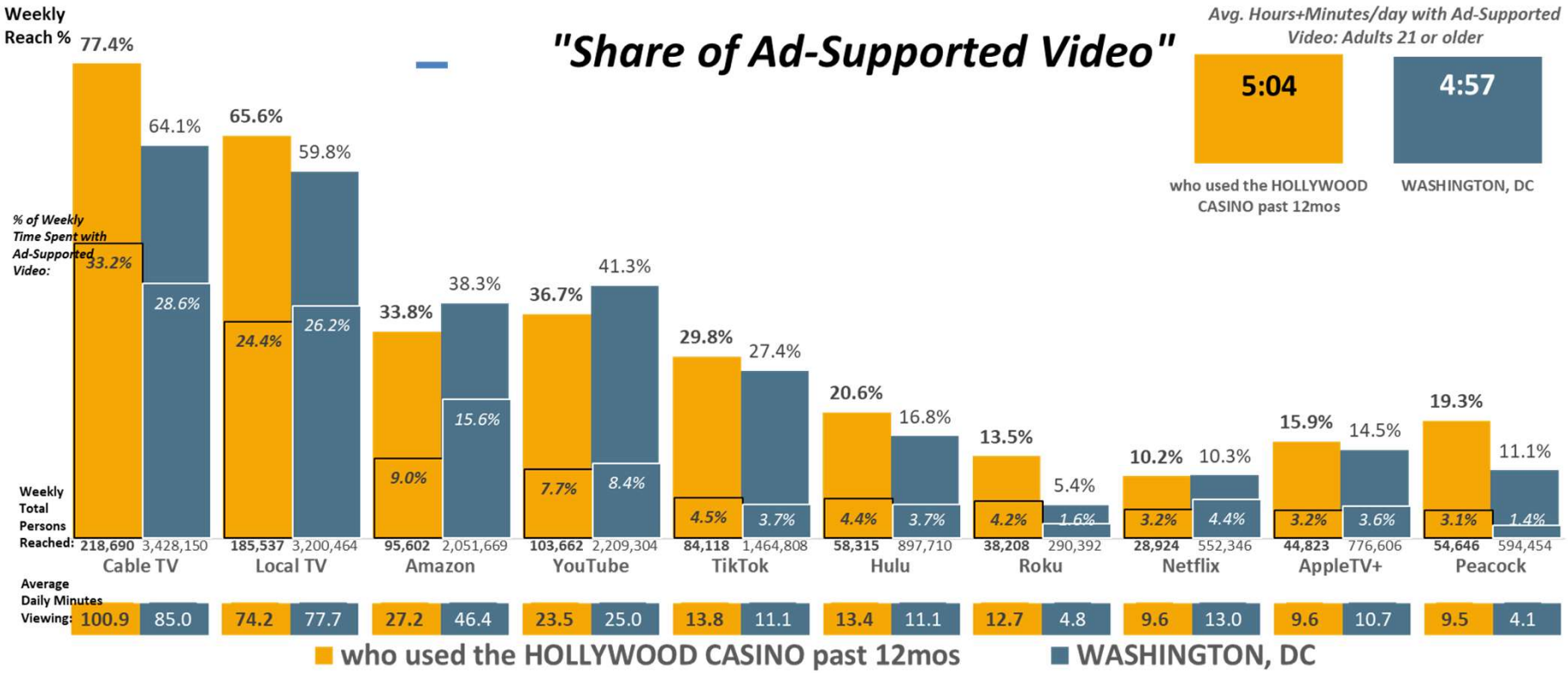
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Casinos visited past 12 months (by name): Horseshoe St. Louis



185,537 or 65.6% of Adults 21 or older who used the HOLLYWOOD CASINO past 12mos watch Ad-Supported Local TV Stations for an average of 74.2 minutes every day representing 24.4% of all time spent daily with Ad-Supported Video.



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 265 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,323

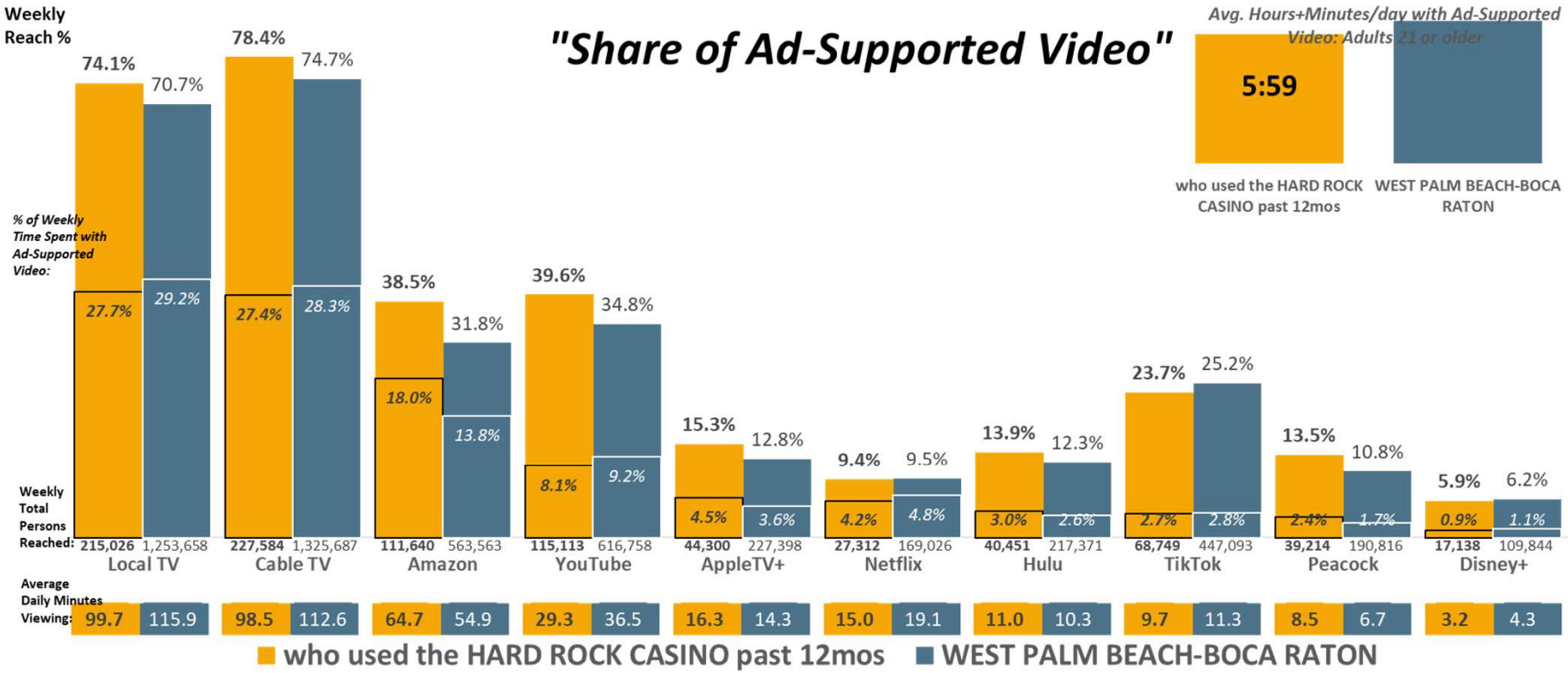
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Casinos visited past 12 months (by name): Hollywood Casino at Charles Town Races



215,026 or 74.1% of Adults 21 or older who used the HARD ROCK CASINO past 12mos watch Ad-Supported Local TV Stations for an average of 99.7 minutes every day representing 27.7% of all time spent daily with Ad-Supported Video.



WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 349 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,429

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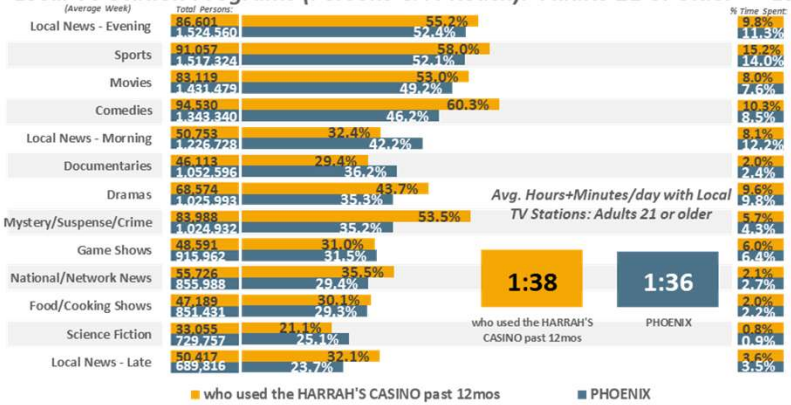
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Casinos visited past 12 months (by name): Seminole Hard Rock Hotel & Casino

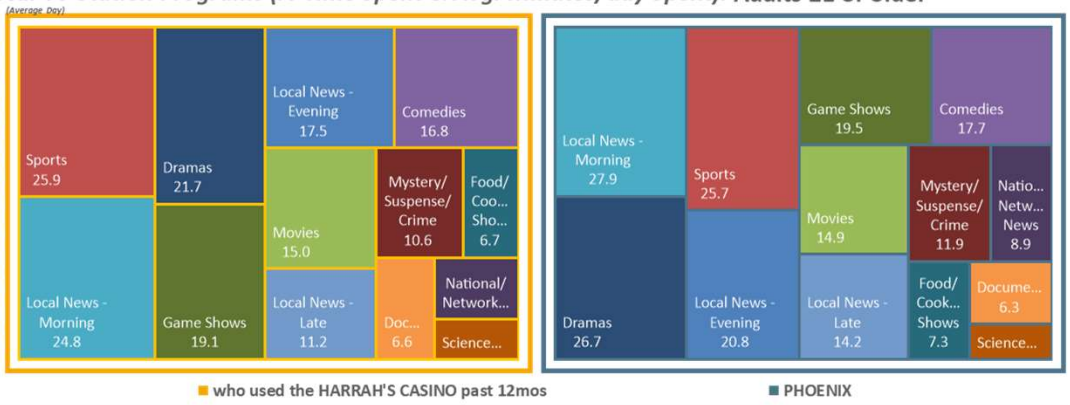


153,704 or 69.% of Adults 21 or older who used the HARRAH'S CASINO past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Mystery/Suspense/Crime, Movies, and Dramas.

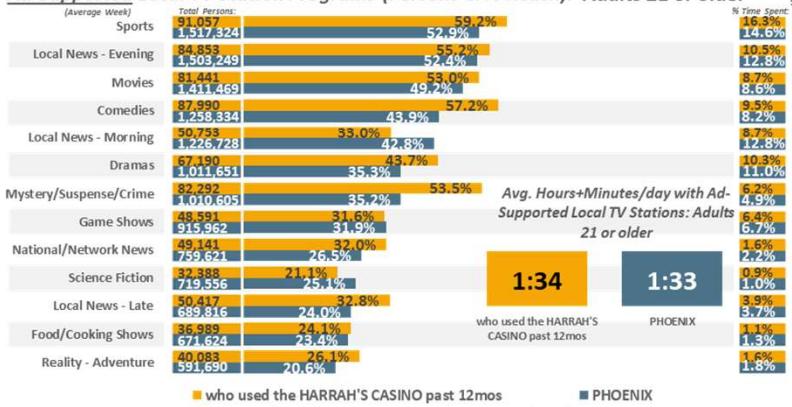
Local TV Station Programs (Persons & % Reach): Adults 21 or older



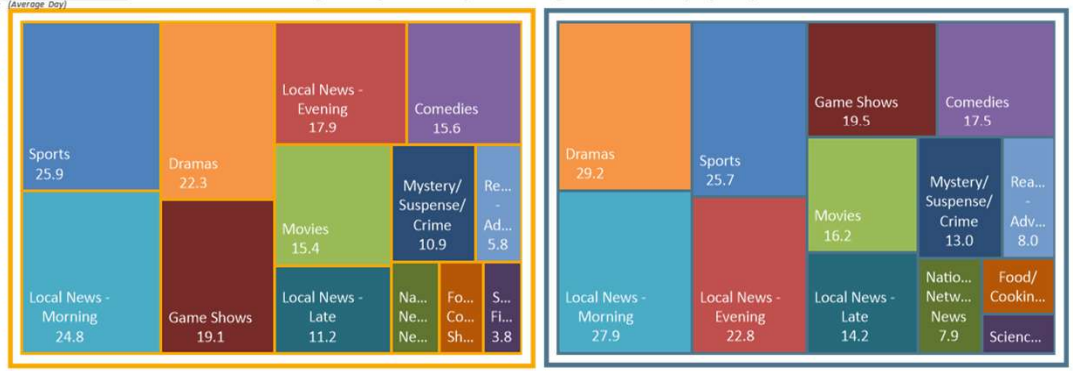
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 21 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 140

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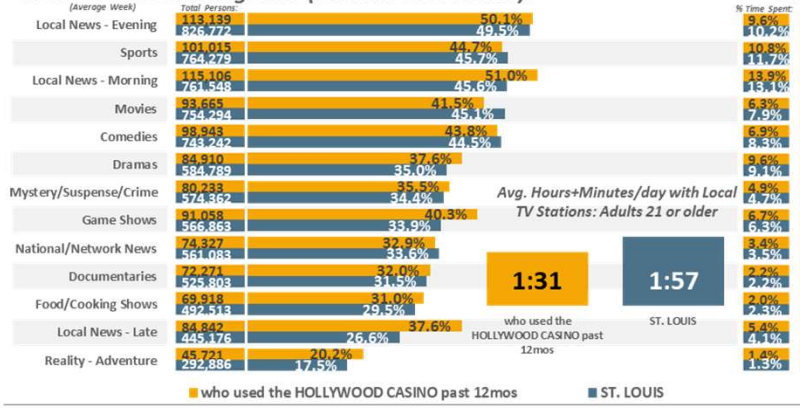
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Casinos visited past 12 months (by name): Harrah's Ak-Chin Casino

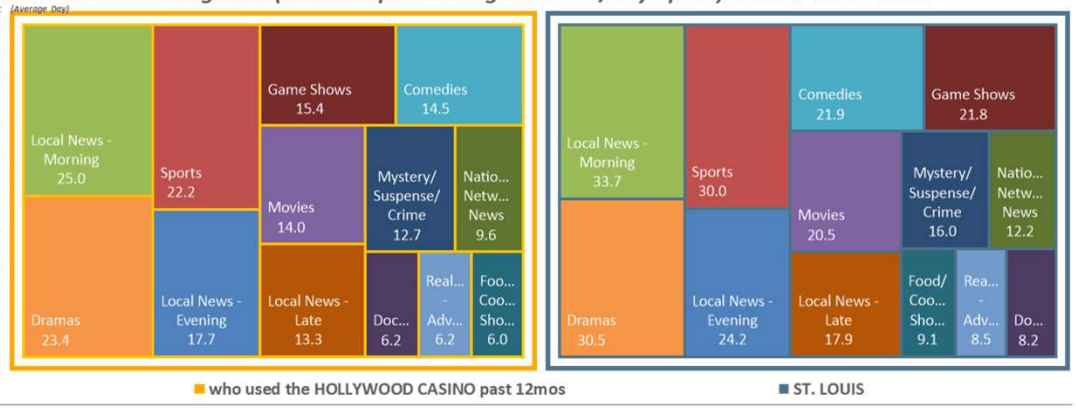


221,352 or 74.3% of Adults 21 or older who used the HOLLYWOOD CASINO past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Local News - Evening, Sports, Comedies, Movies, and Game Shows.

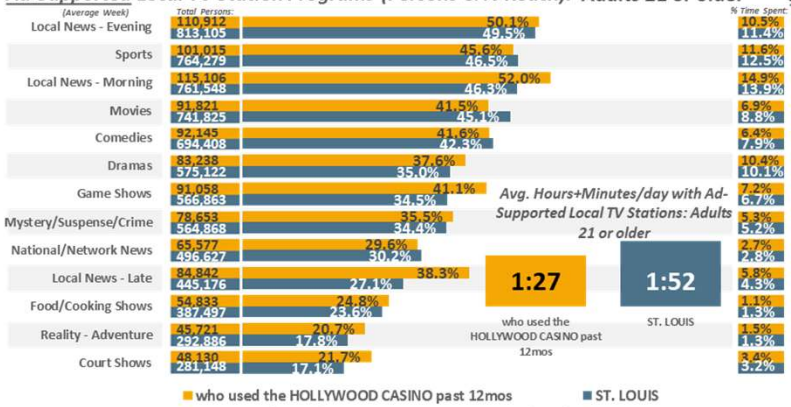
Local TV Station Programs (Persons & % Reach): Adults 21 or older



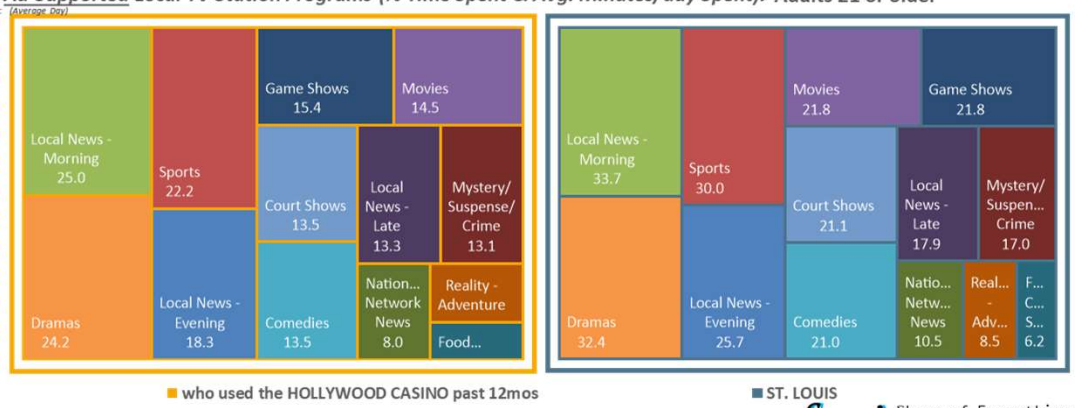
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 21 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 240

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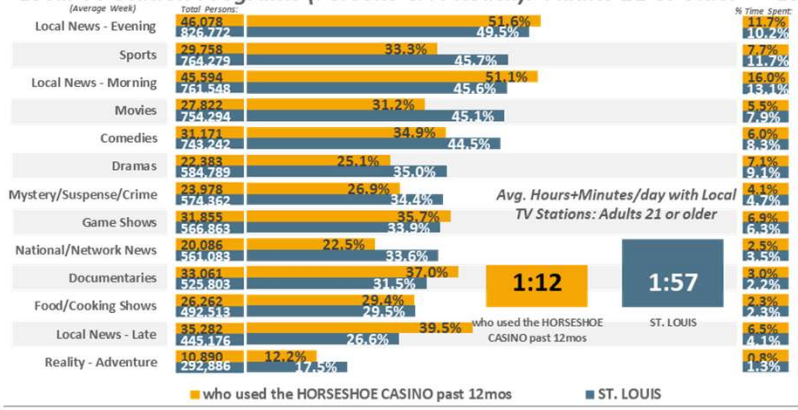
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Casinos visited past 12 months (by name): Hollywood Casino

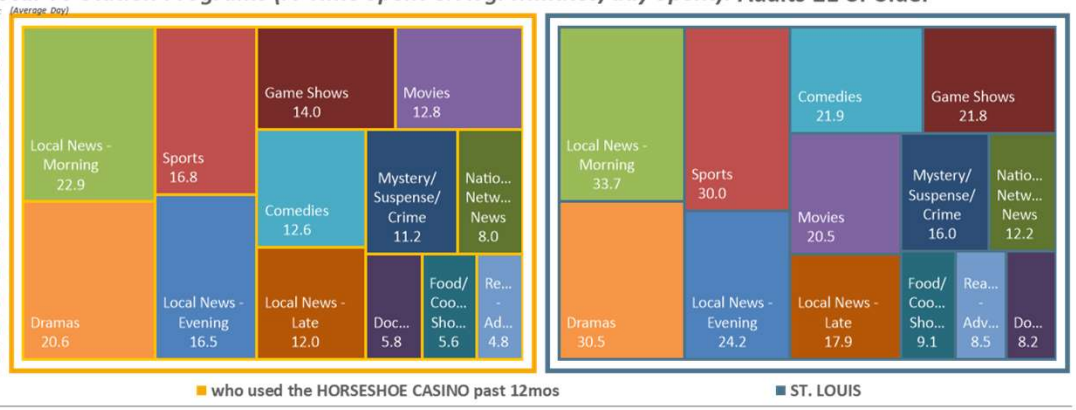


86,616 or 70.8% of Adults 21 or older who used the HORSESHOE CASINO past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Local News - Evening, Local News - Late, Game Shows, Sports, and Comedies.

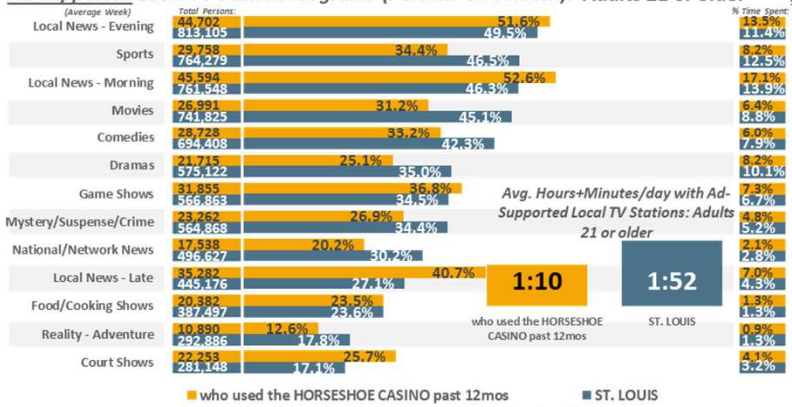
Local TV Station Programs (Persons & % Reach): Adults 21 or older



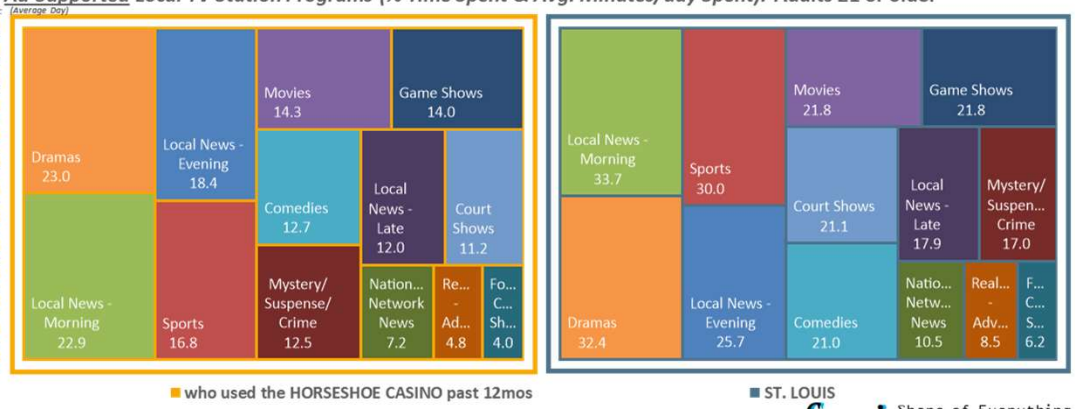
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 21 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 89

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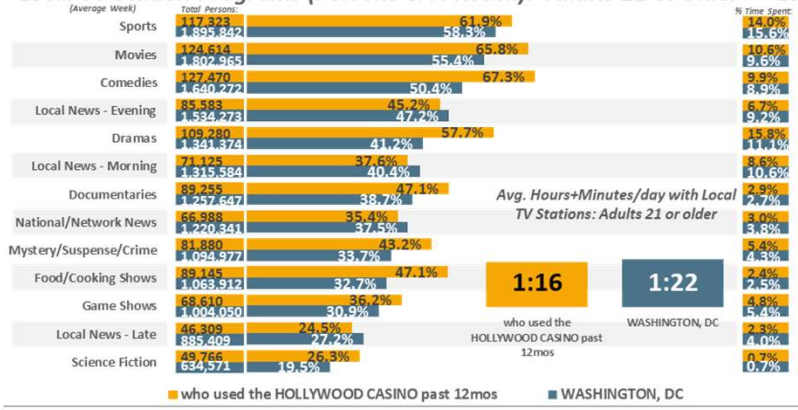
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Casinos visited past 12 months (by name): Horseshoe St. Louis

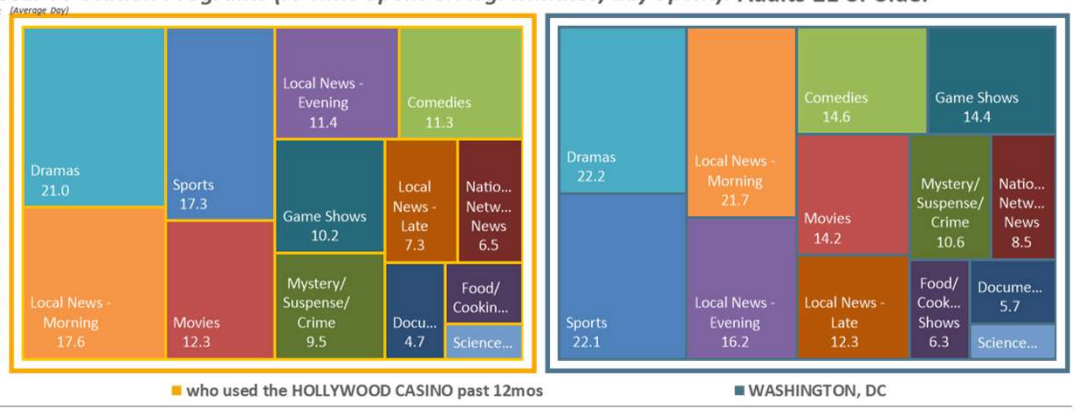


185,537 or 65.6% of Adults 21 or older who used the HOLLYWOOD CASINO past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Comedies, Sports, Dramas, Local News - Evening, and Mystery/Suspense/Crime.

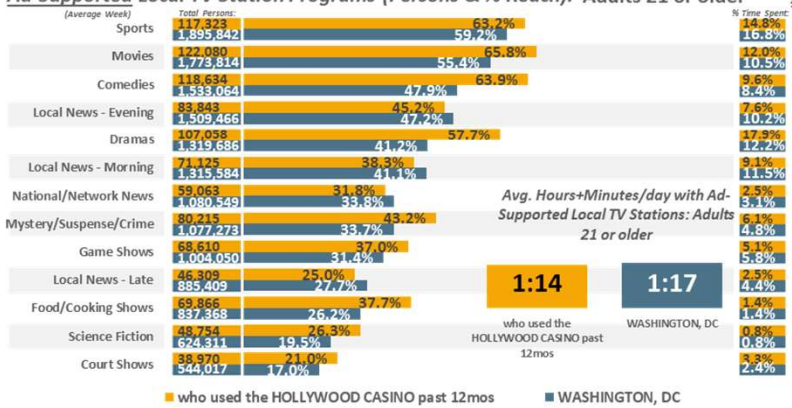
Local TV Station Programs (Persons & % Reach): Adults 21 or older



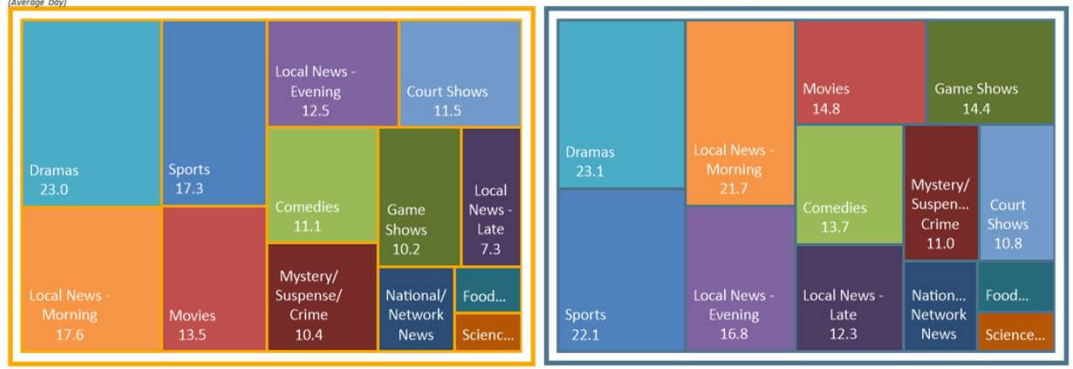
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 21 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 265

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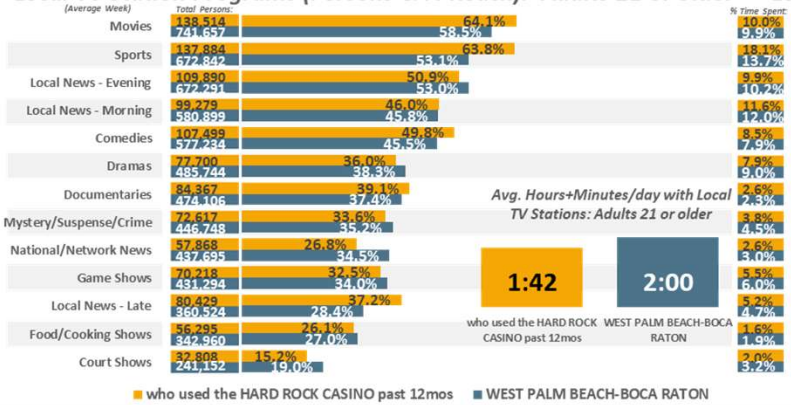
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Casinos visited past 12 months (by name): Hollywood Casino at Charles Town Races

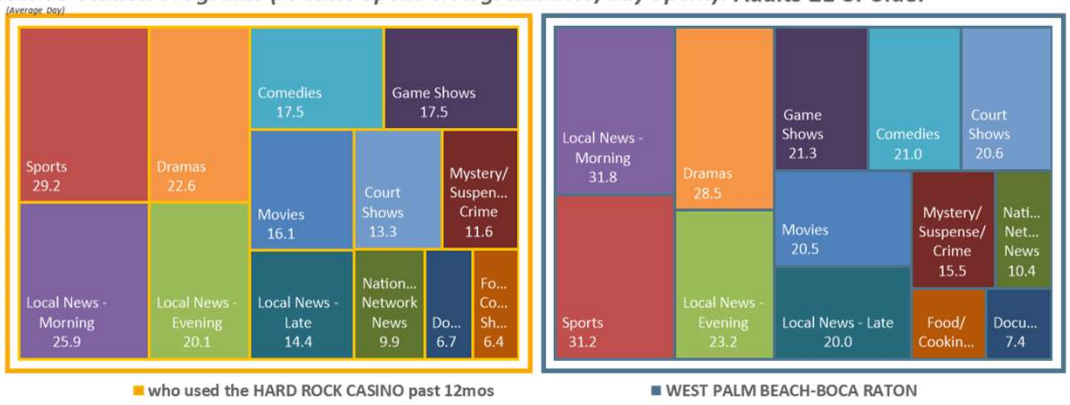
WPB

215,026 or 74.1% of Adults 21 or older who used the HARD ROCK CASINO past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Sports, Local News - Evening, Comedies, Local News - Morning, and Local News - Late.

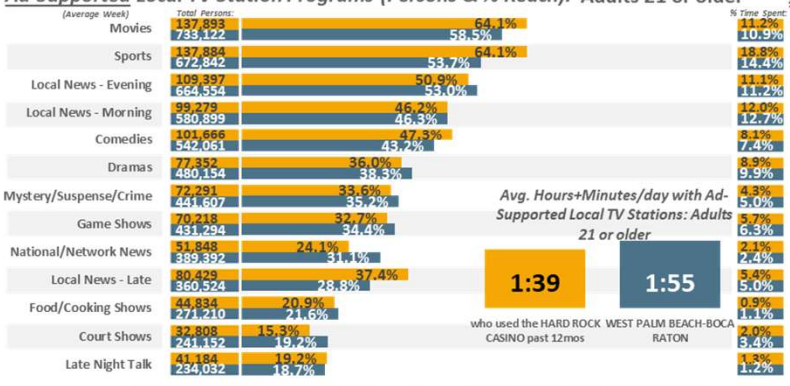
Local TV Station Programs (Persons & % Reach): Adults 21 or older



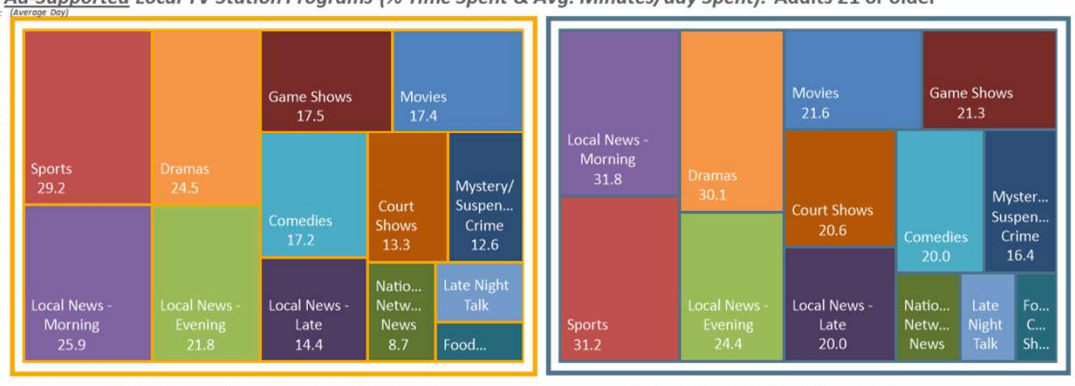
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 21 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 349

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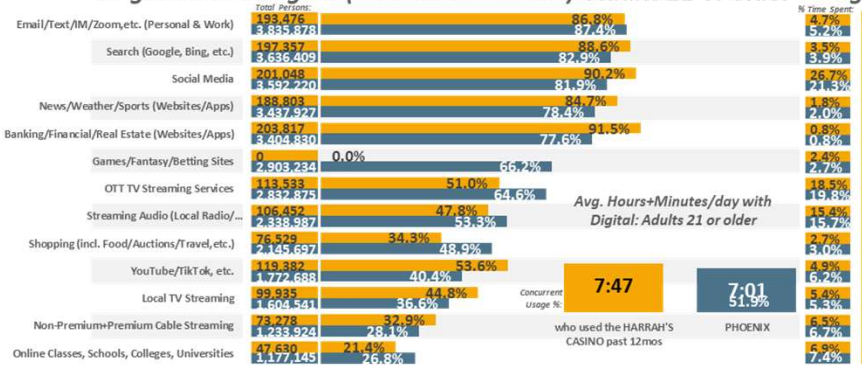
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Casinos visited past 12 months (by name): Seminole Hard Rock Hotel & Casino

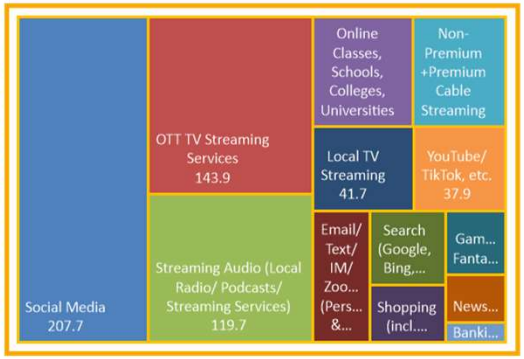


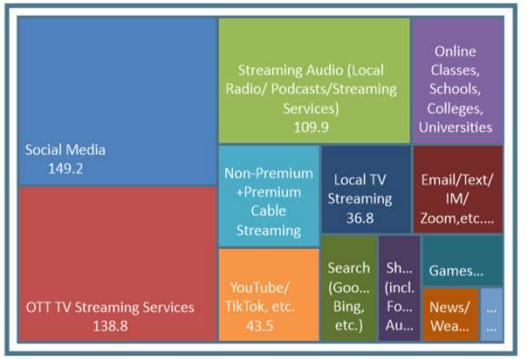
187,185 or 84.% of Adults 21 or older who used the HARRAH'S CASINO past 12mos use Ad-Supported Social Media for an average of 193.4 minutes every day representing 33.% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 21 or older

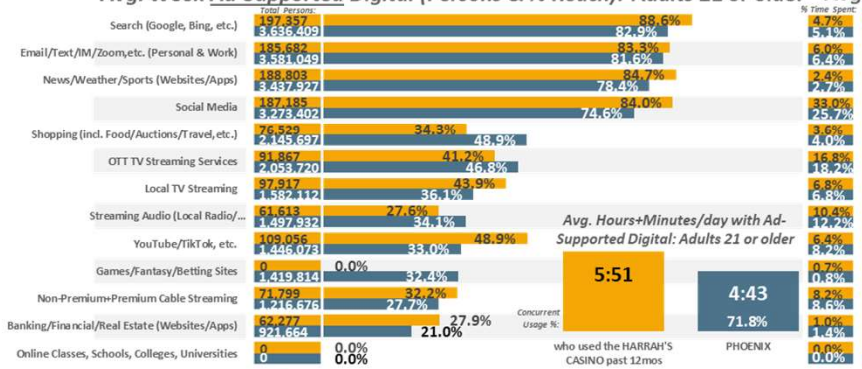


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

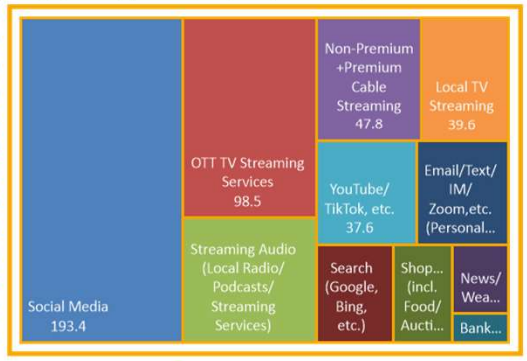


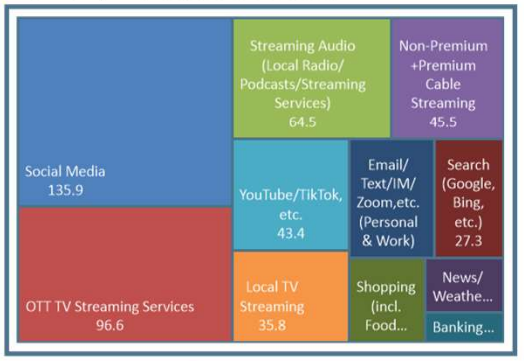


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 140

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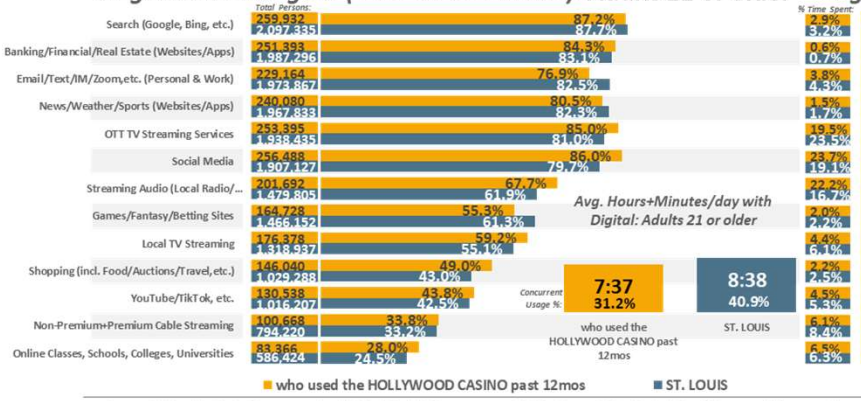
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Casinos visited past 12 months (by name): Harrah's Ak-Chin Casino

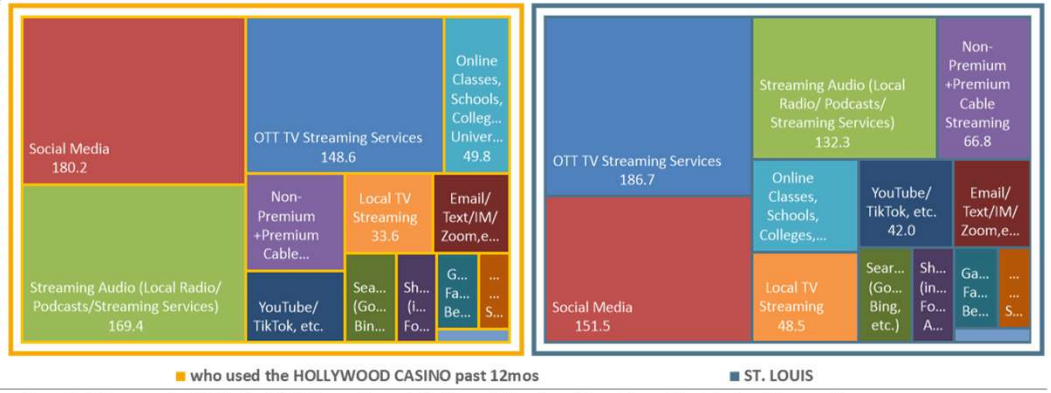


229,552 or 77.% of Adults 21 or older who used the HOLLYWOOD CASINO past 12mos use Ad-Supported Social Media for an average of 161.3 minutes every day representing 28.7% of all time spent daily with Ad-Supported Digital Media.

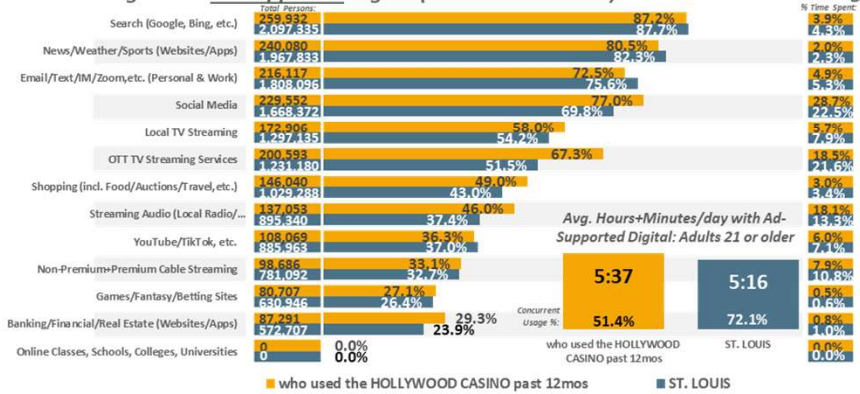
Avg. Week All Digital (Persons & % Reach): Adults 21 or older



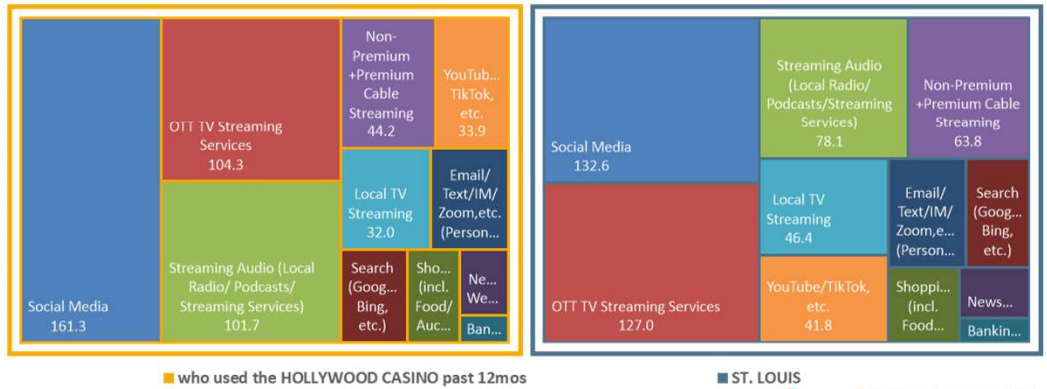
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 240

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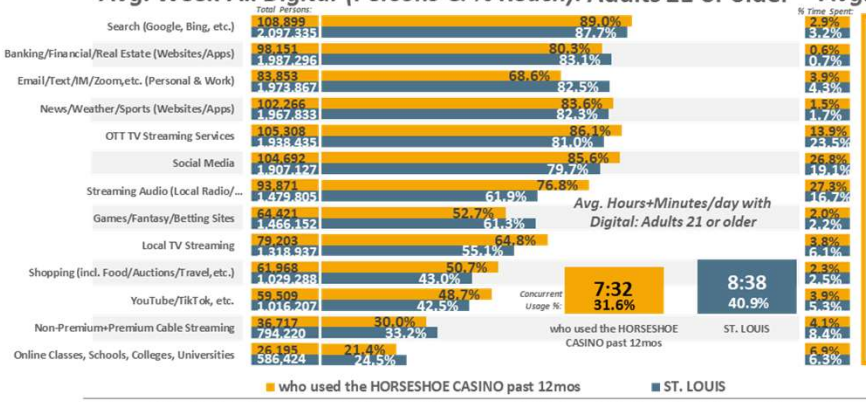
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Casinos visited past 12 months (by name): Hollywood Casino

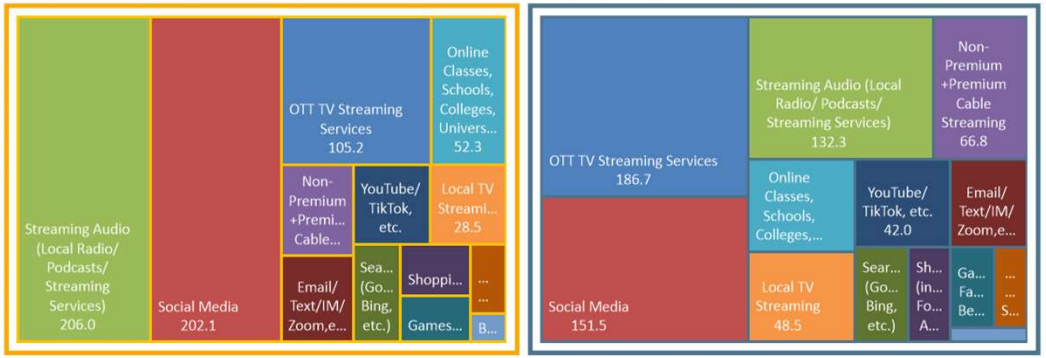


79,088 or 64.7% of Adults 21 or older who used the HORSESHOE CASINO past 12mos use Ad-Supported Social Media for an average of 152.6 minutes every day representing 28.4% of all time spent daily with Ad-Supported Digital Media.

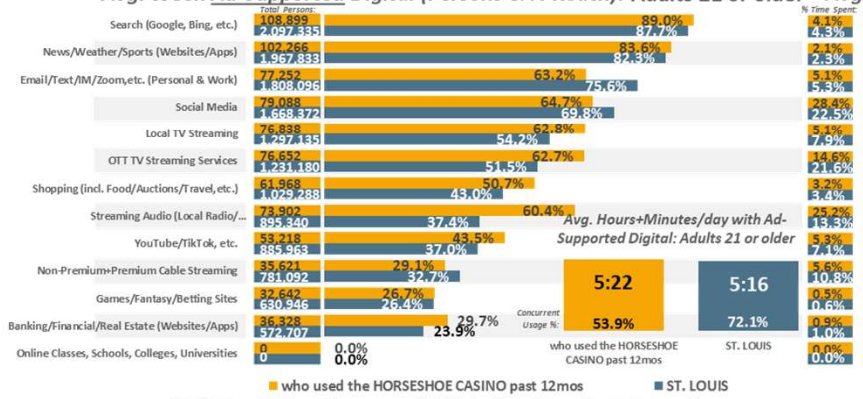
Avg. Week All Digital (Persons & % Reach): Adults 21 or older



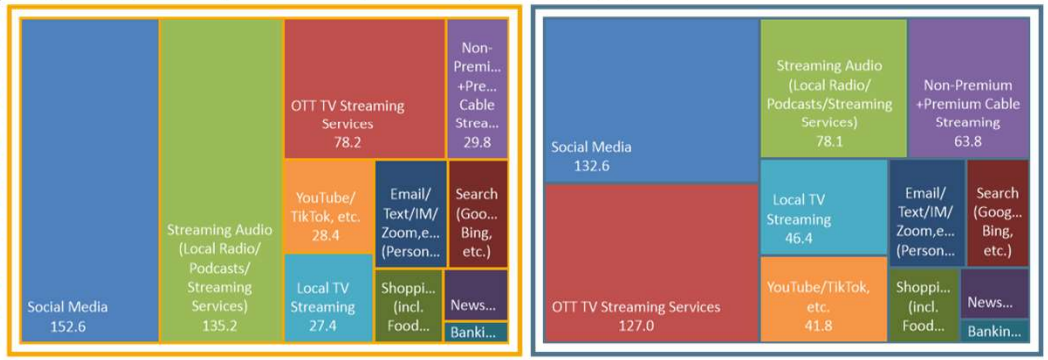
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 89

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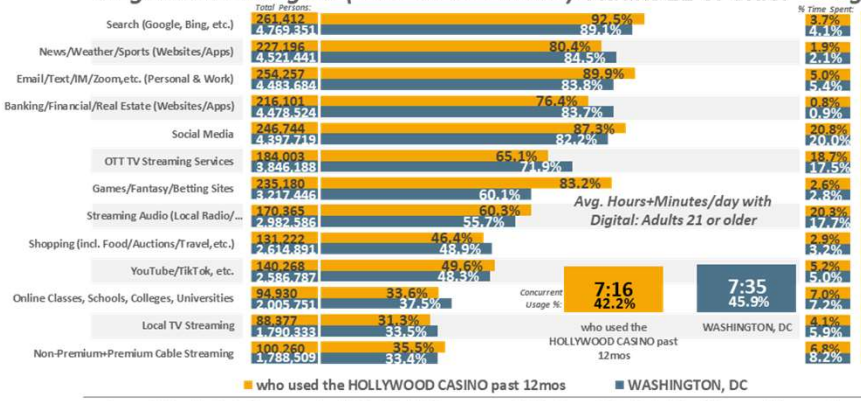
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Casinos visited past 12 months (by name): Horseshoe St. Louis

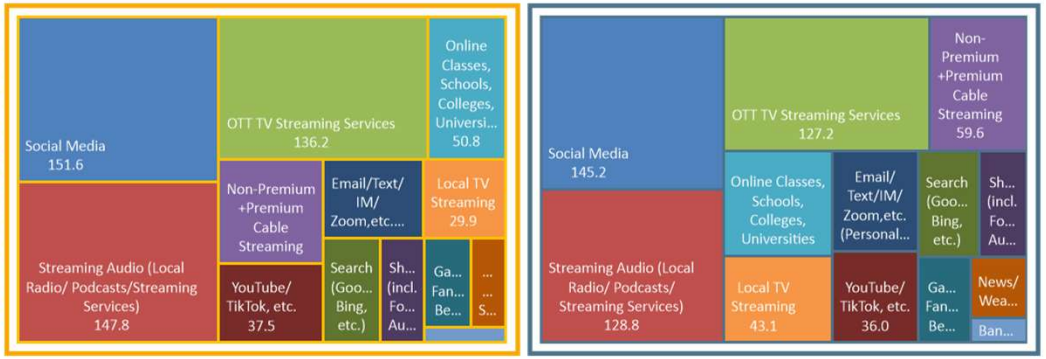


229,428 or 81.2% of Adults 21 or older who used the HOLLYWOOD CASINO past 12mos use Ad-Supported Social Media for an average of 140.9 minutes every day representing 25.8% of all time spent daily with Ad-Supported Digital Media.

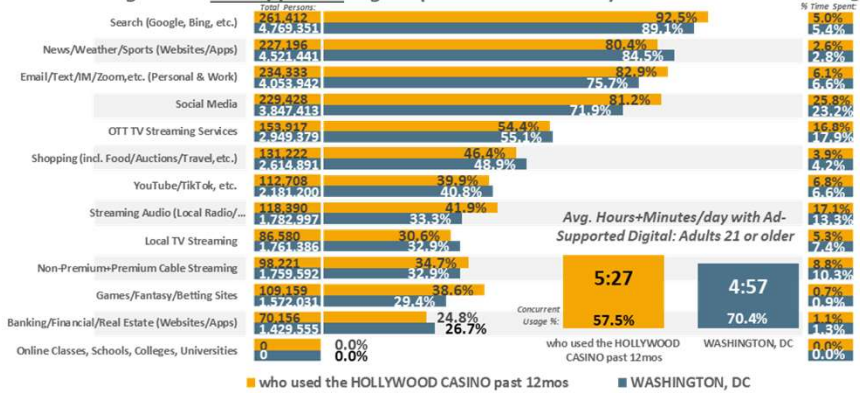
Avg. Week All Digital (Persons & % Reach): Adults 21 or older



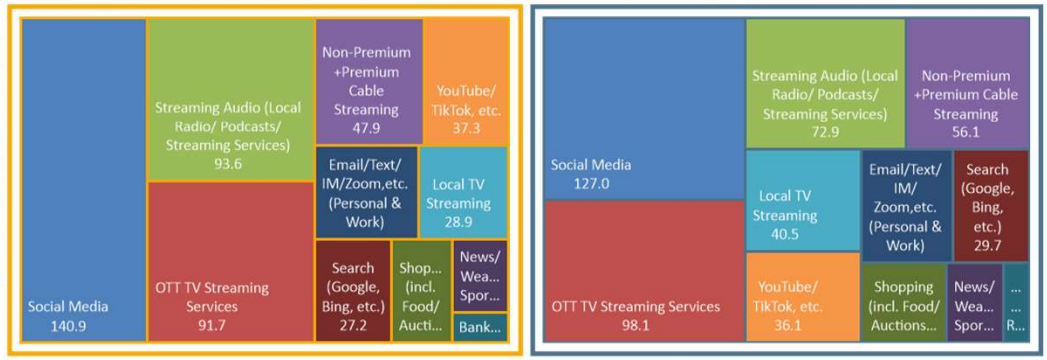
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 265

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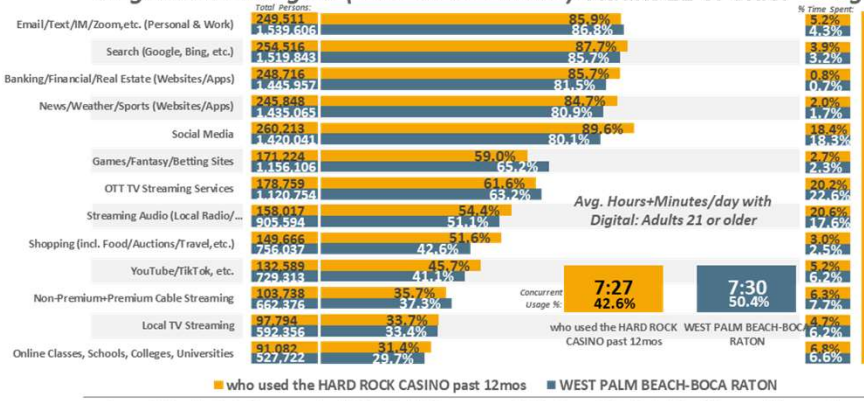
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Casinos visited past 12 months (by name): Hollywood Casino at Charles Town Races

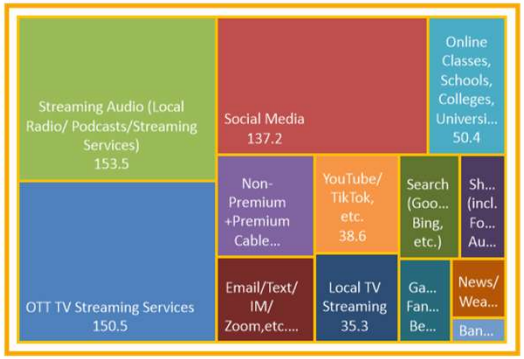


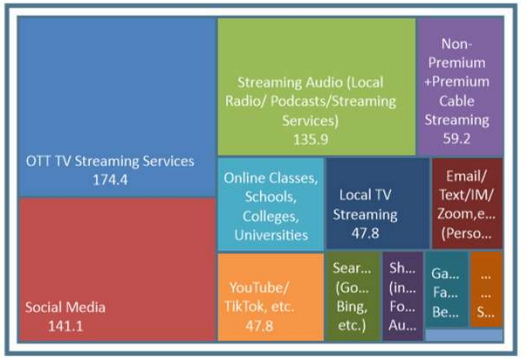
238,365 or 82.1% of Adults 21 or older who used the HARD ROCK CASINO past 12mos use Ad-Supported Social Media for an average of 125.7 minutes every day representing 22.3% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 21 or older



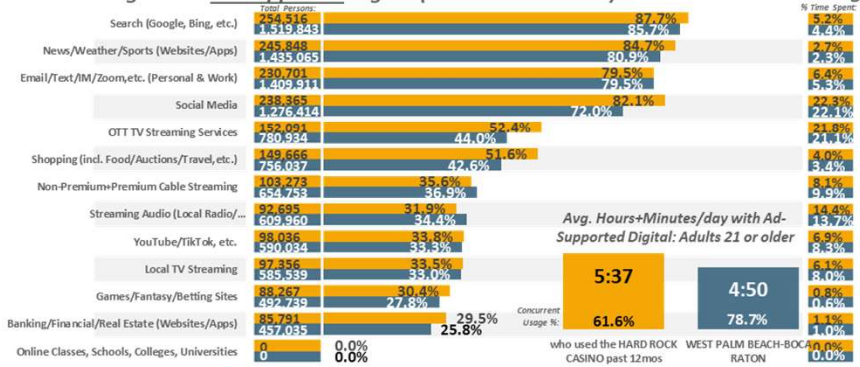
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



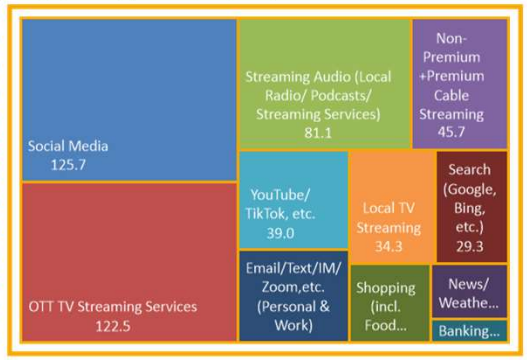


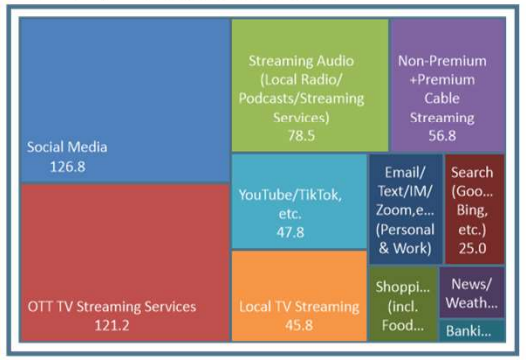
who used the HARD ROCK CASINO past 12mos ■ WEST PALM BEACH-BOCA RATON

Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





who used the HARD ROCK CASINO past 12mos ■ WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 349

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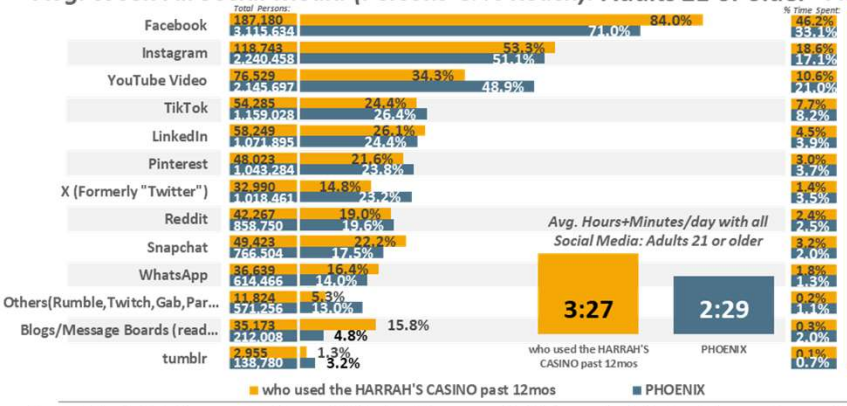
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Casinos visited past 12 months (by name): Seminole Hard Rock Hotel & Casino

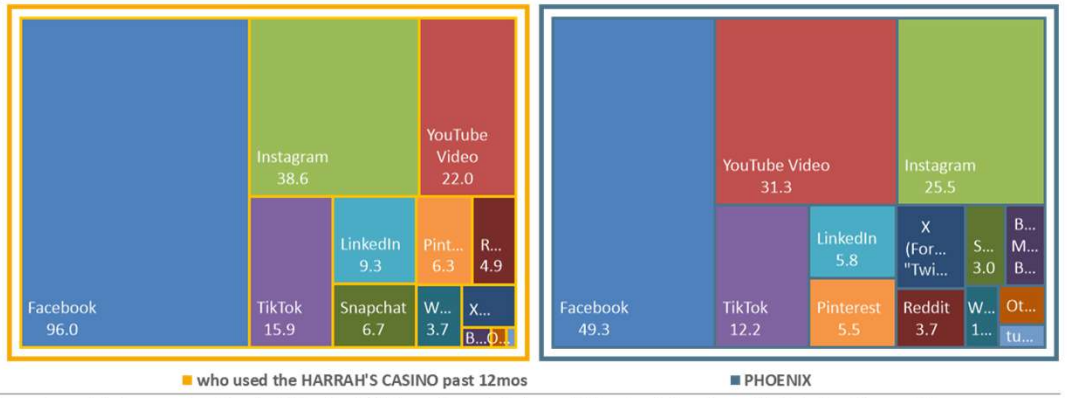


187,180 or 84.% of Adults 21 or older who used the HARRAH'S CASINO past 12mos use Ad-Supported Facebook for an average of 85.2 minutes every day representing 44.1% of all time spent daily with Ad-Supported Social Media.

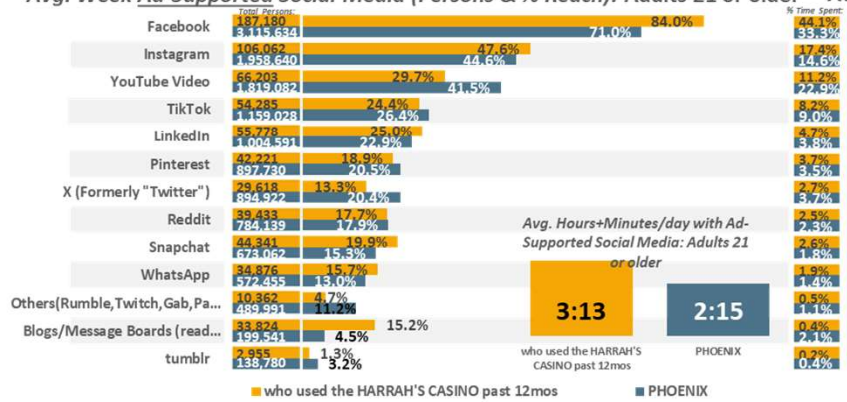
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



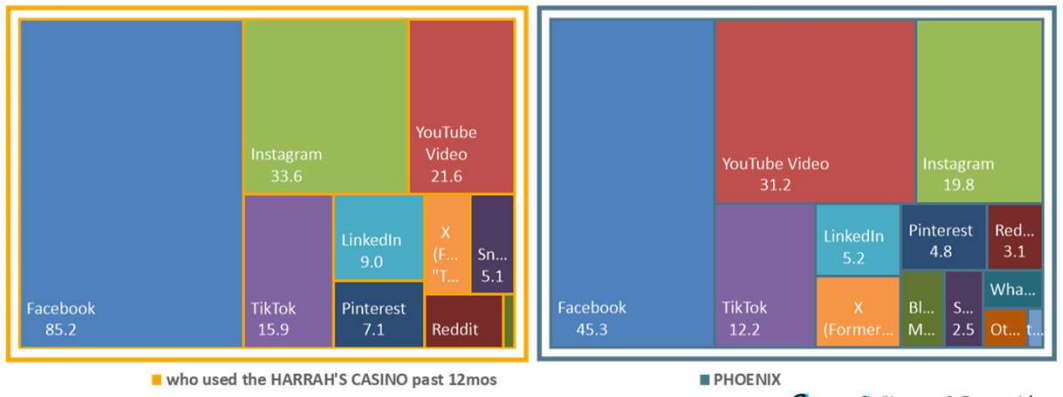
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 140

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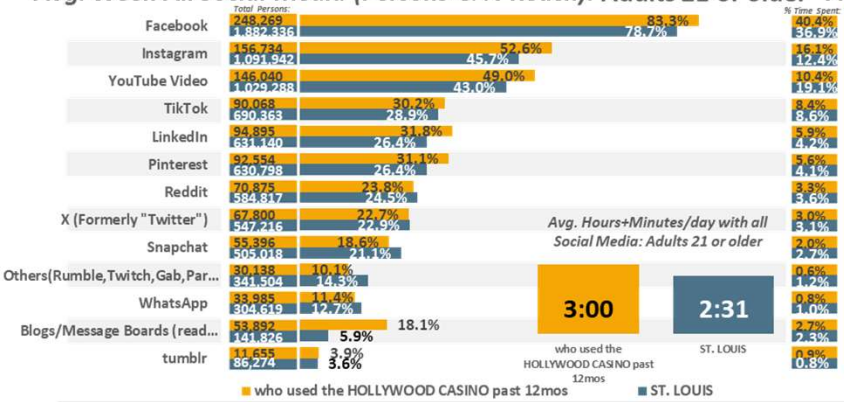
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Casinos visited past 12 months (by name): Harrah's Ak-Chin Casino

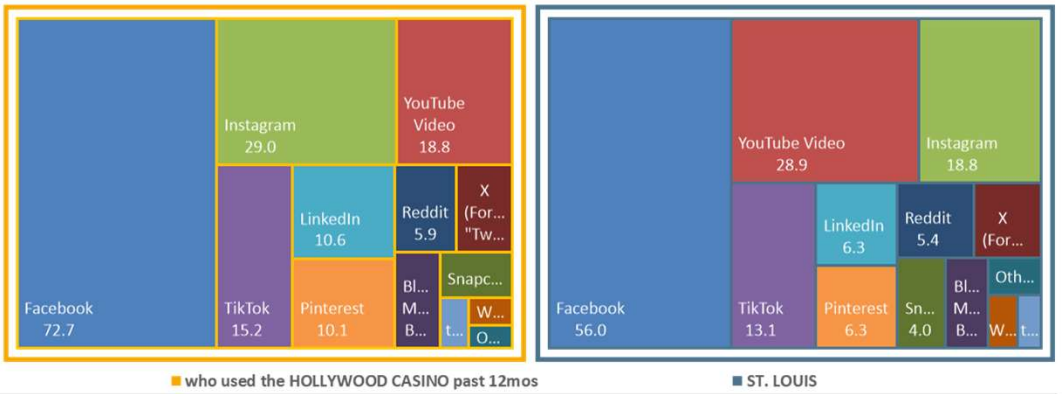


229,552 or 77.% of Adults 21 or older who used the HOLLYWOOD CASINO past 12mos use Ad-Supported Facebook for an average of 62.5 minutes every day representing 38.8% of all time spent daily with Ad-Supported Social Media.

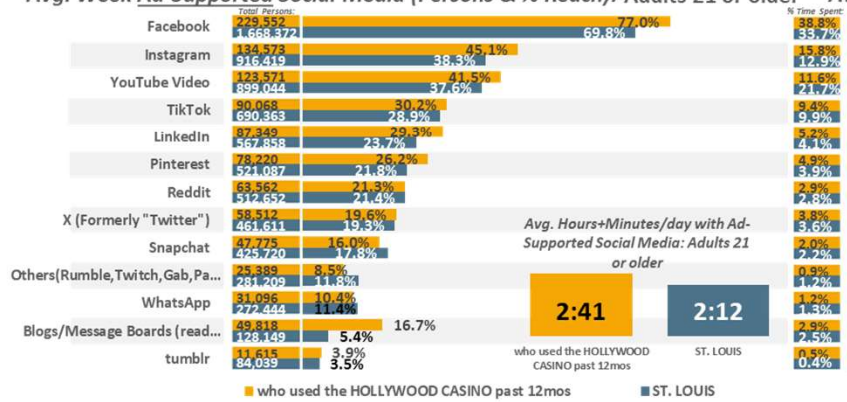
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



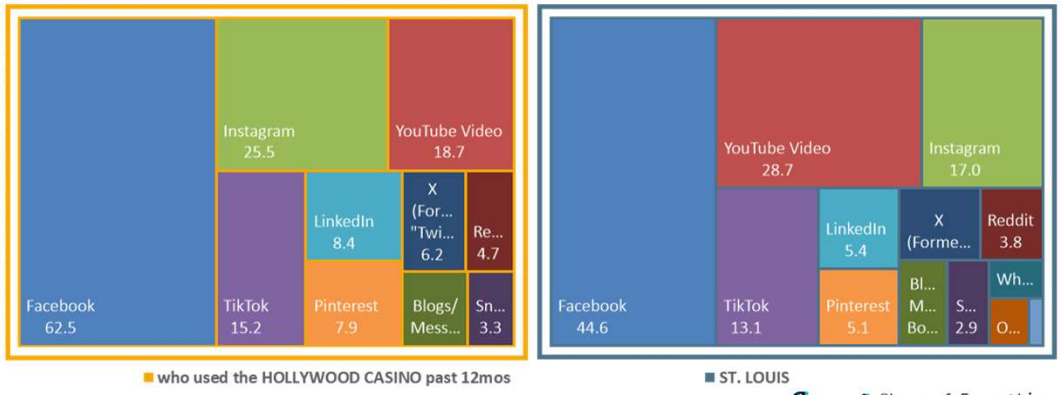
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 240

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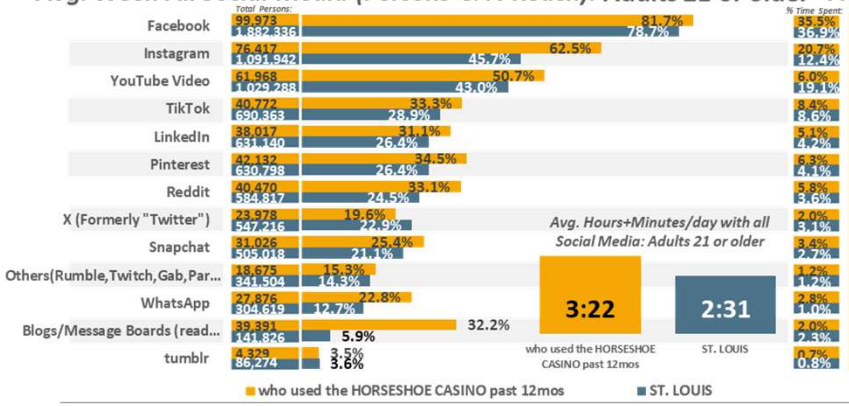
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Casinos visited past 12 months (by name): Hollywood Casino

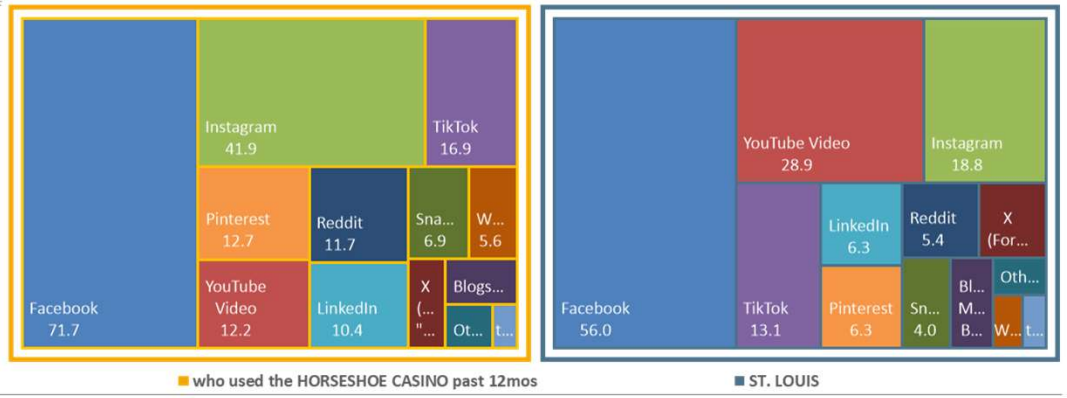


79,088 or 64.7% of Adults 21 or older who used the HORSESHOE CASINO past 12mos use Ad-Supported Facebook for an average of 56.8 minutes every day representing 37.2% of all time spent daily with Ad-Supported Social Media.

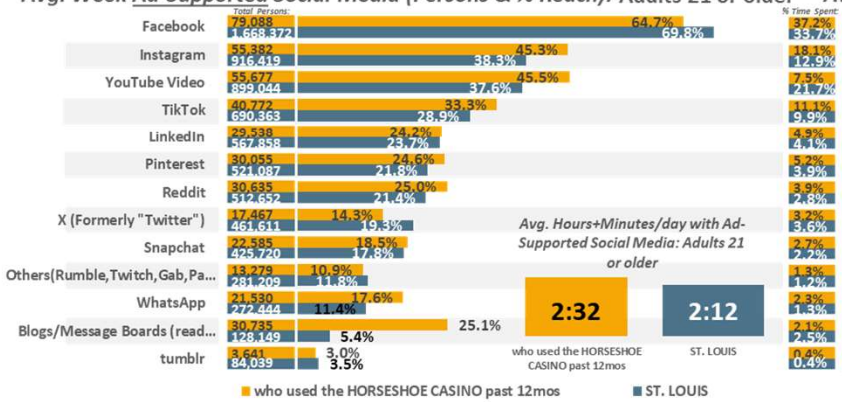
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



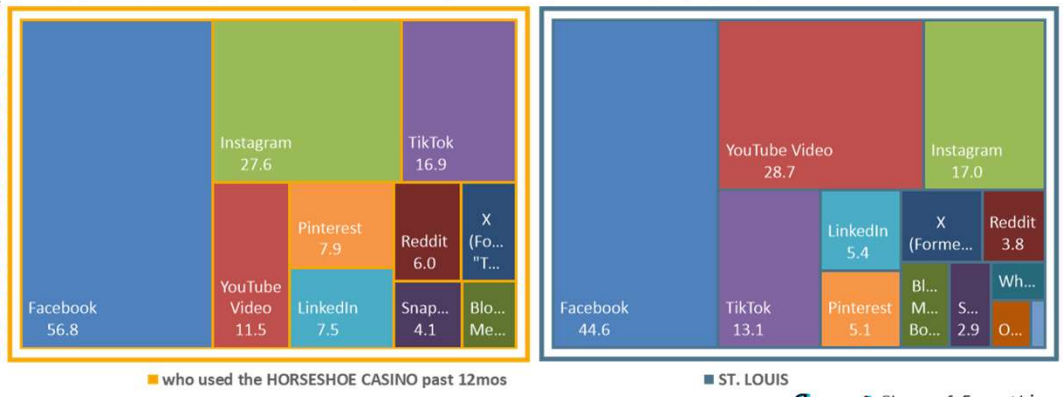
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 89

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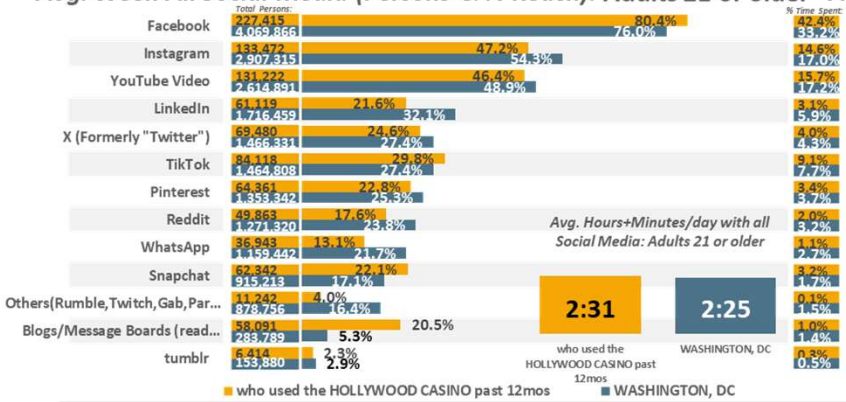
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Casinos visited past 12 months (by name): Horseshoe St. Louis

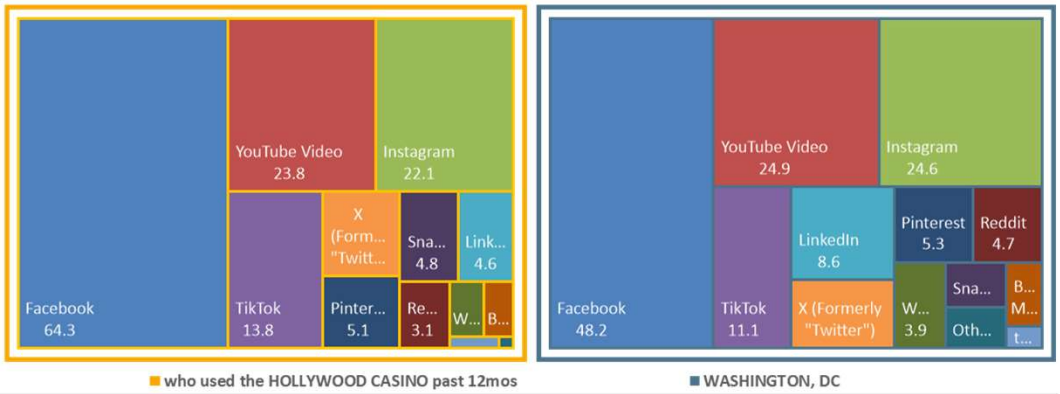


227,415 or 80.4% of Adults 21 or older who used the HOLLYWOOD CASINO past 12mos use Ad-Supported Facebook for an average of 56.1 minutes every day representing 39.8% of all time spent daily with Ad-Supported Social Media.

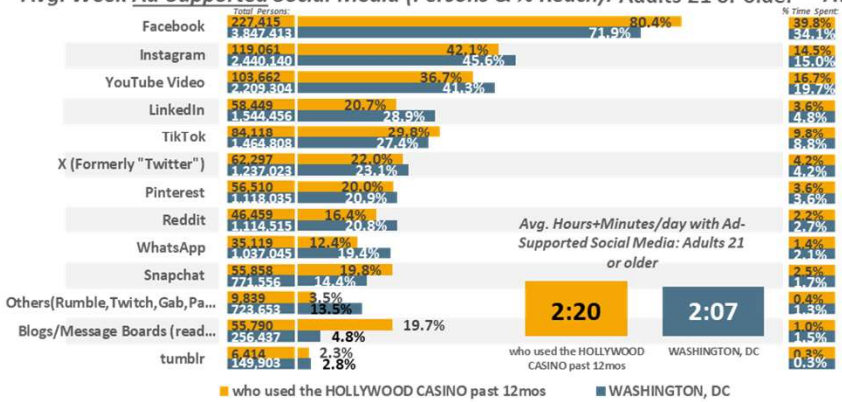
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



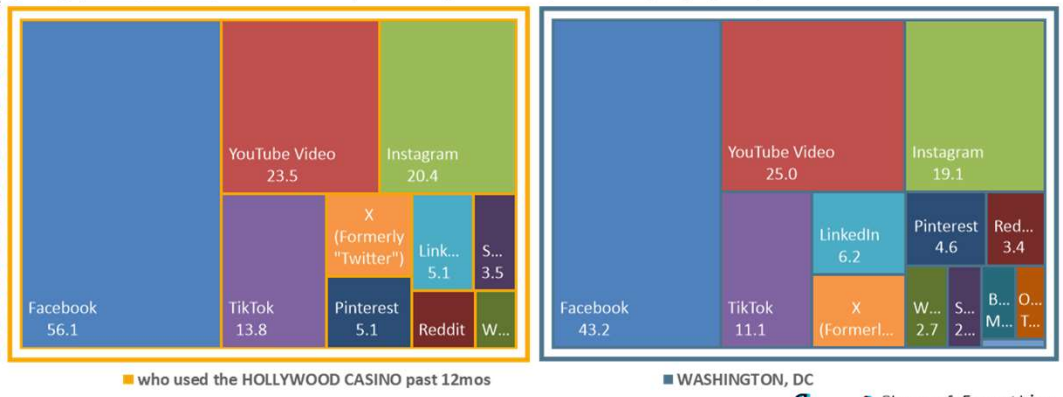
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 265

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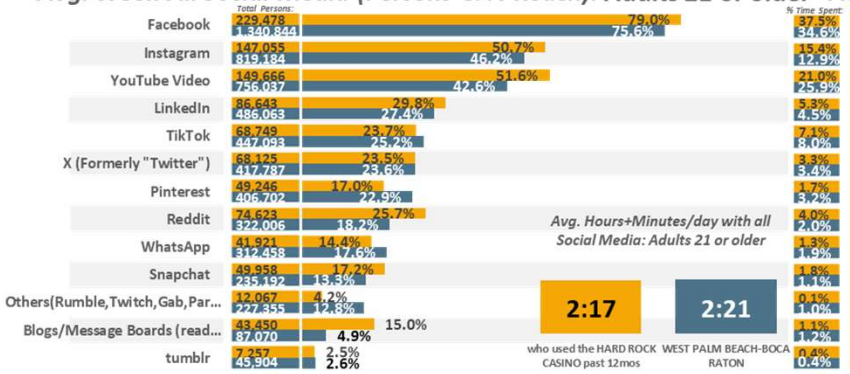
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Casinos visited past 12 months (by name): Hollywood Casino at Charles Town Races

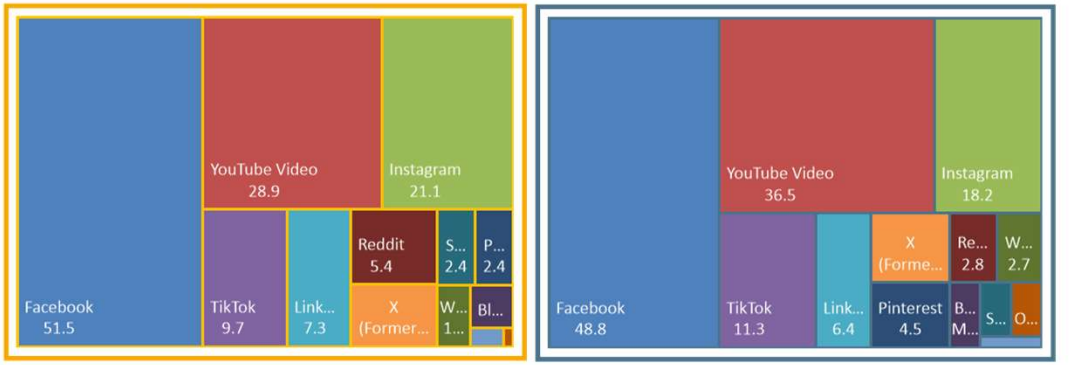


229,478 or 79.% of Adults 21 or older who used the HARD ROCK CASINO past 12mos use Ad-Supported Facebook for an average of 45.5 minutes every day representing 36.2% of all time spent daily with Ad-Supported Social Media.

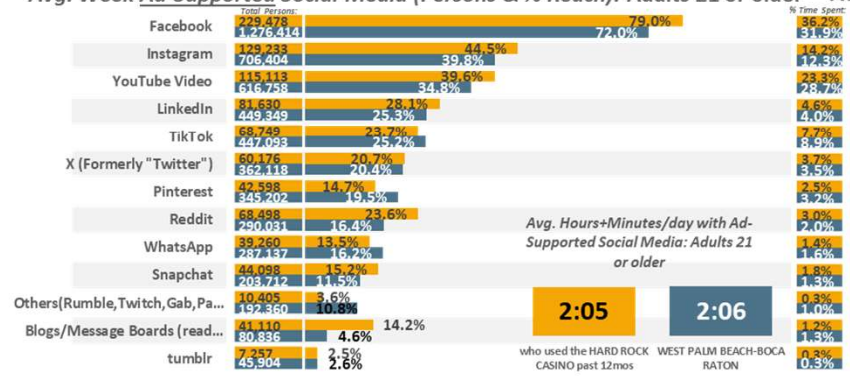
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



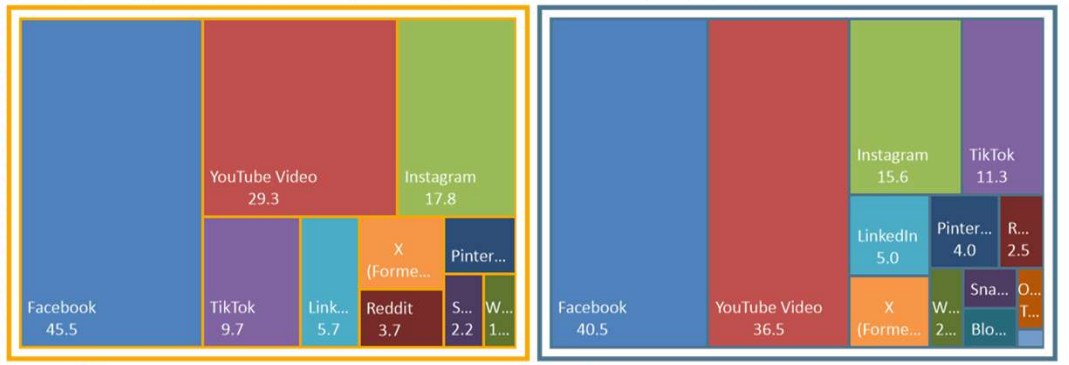
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 349

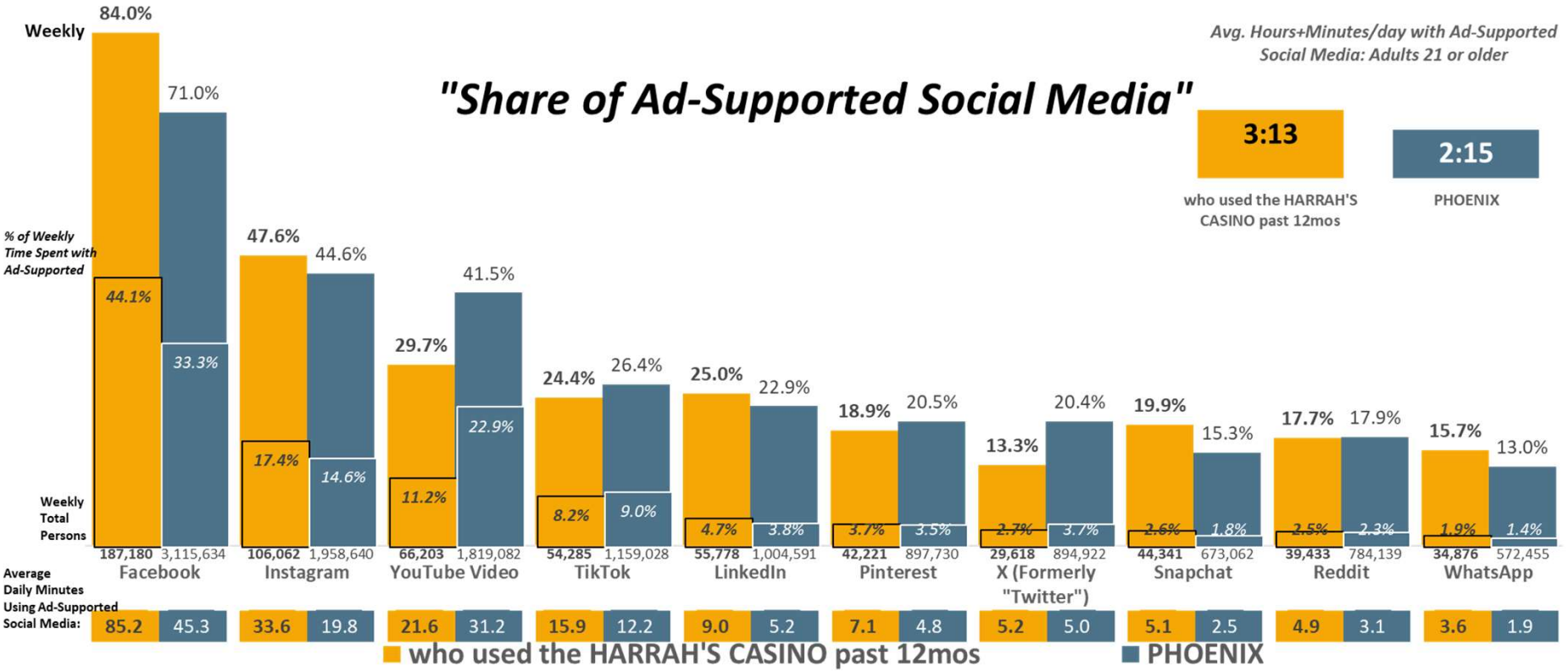
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Casinos visited past 12 months (by name): Seminole Hard Rock Hotel & Casino



187,180 or 84.% of Adults 21 or older who used the HARRAH'S CASINO past 12mos use Ad-Supported Facebook for an average of 85.2 minutes every day representing 44.1% of all time spent daily with Ad-Supported Social Media.



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 140 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,221

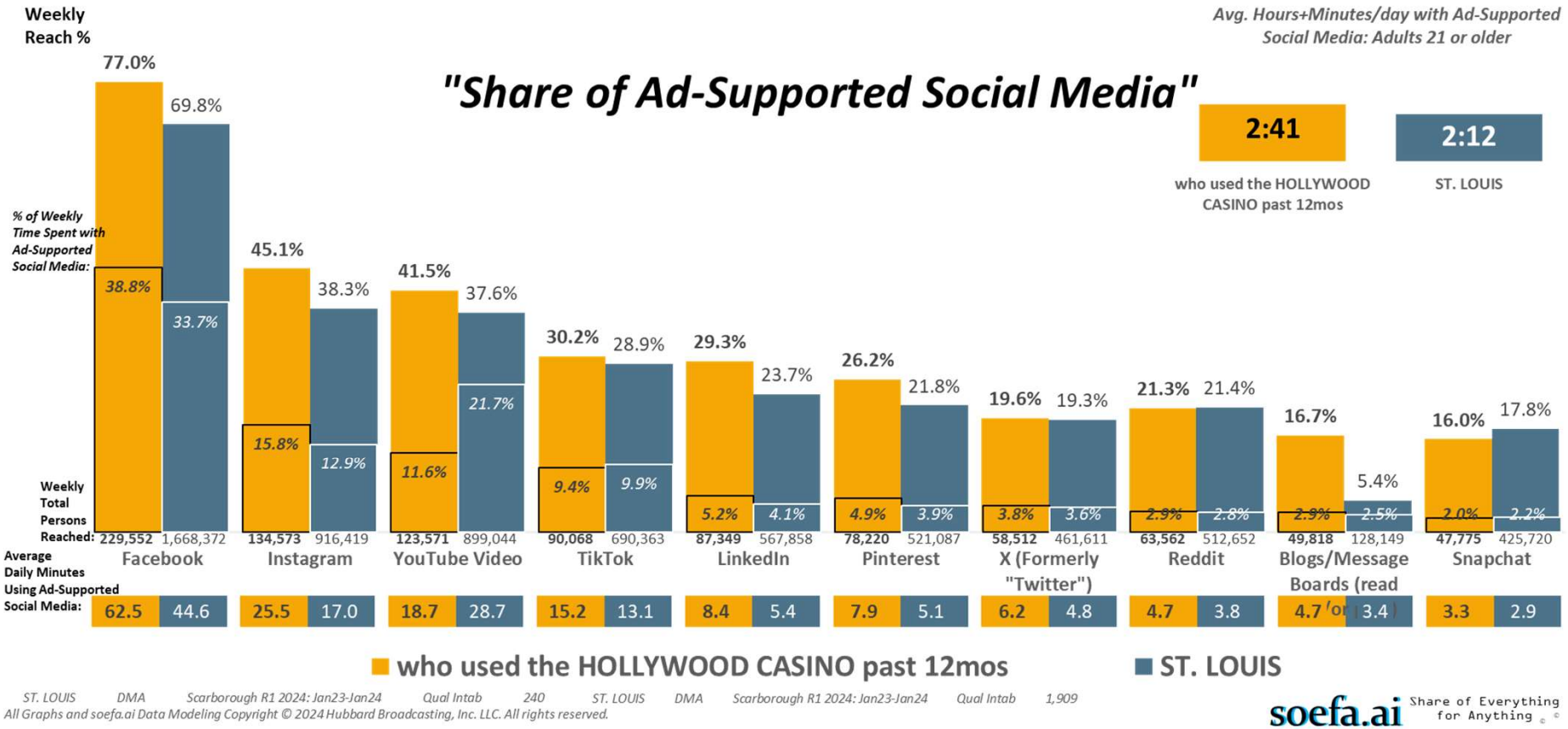
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Casinos visited past 12 months (by name): Harrah's Ak-Chin Casino



229,552 or 77.7% of Adults 21 or older who used the HOLLYWOOD CASINO past 12mos use Ad-Supported Facebook for an average of 62.5 minutes every day representing 38.8% of all time spent daily with Ad-Supported Social Media.



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 240 ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,909

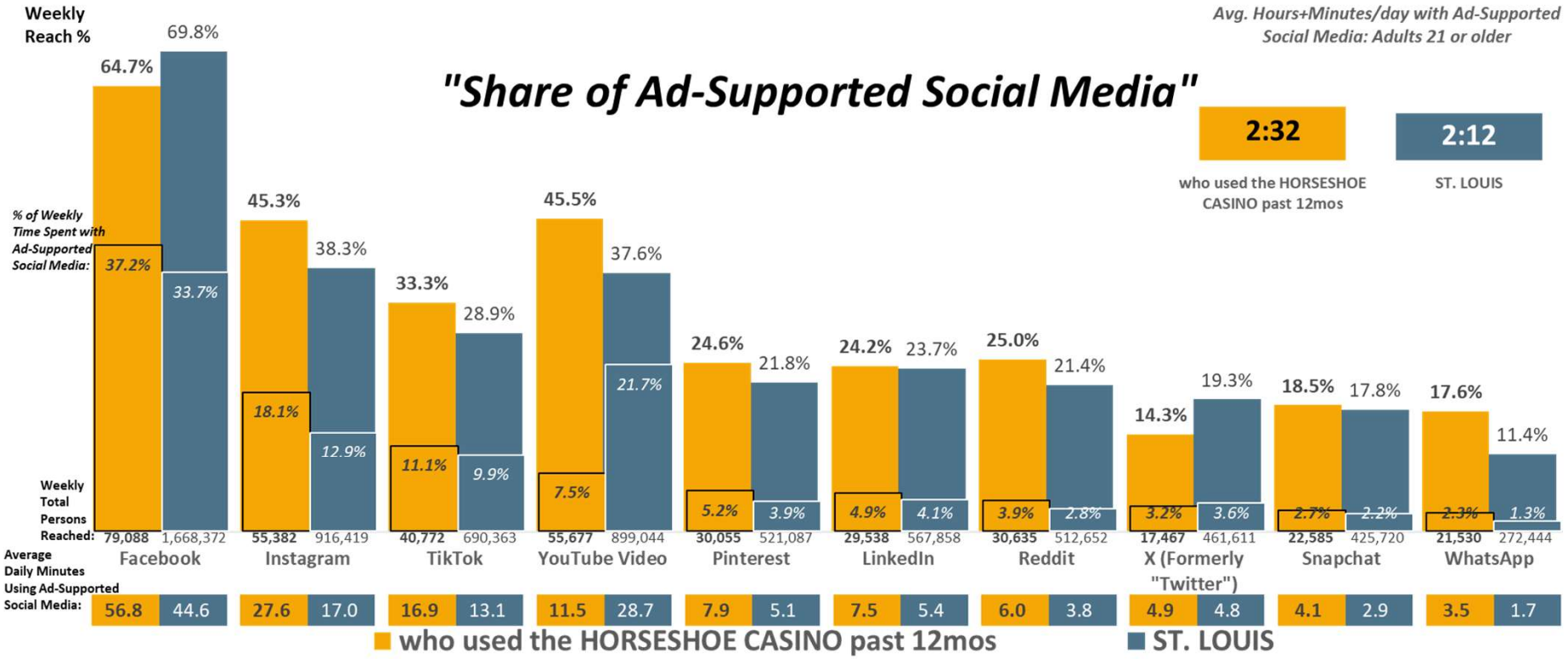
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Casinos visited past 12 months (by name): Hollywood Casino



79,088 or 64.7% of Adults 21 or older who used the HORSESHOE CASINO past 12mos use Ad-Supported Facebook for an average of 56.8 minutes every day representing 37.2% of all time spent daily with Ad-Supported Social Media.



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 89 ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,909

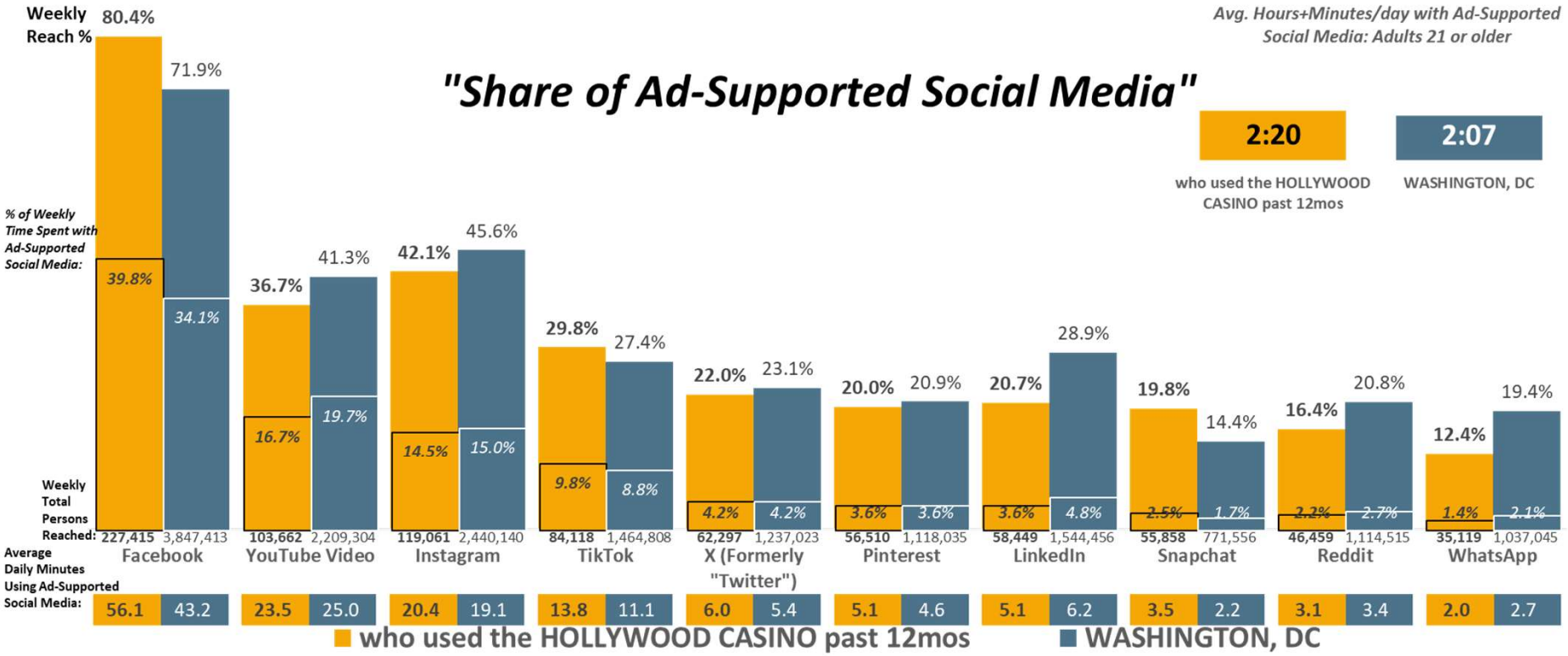
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Casinos visited past 12 months (by name): Horseshoe St. Louis



227,415 or 80.4% of Adults 21 or older who used the HOLLYWOOD CASINO past 12mos use Ad-Supported Facebook for an average of 56.1 minutes every day representing 39.8% of all time spent daily with Ad-Supported Social Media.



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 265 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,323

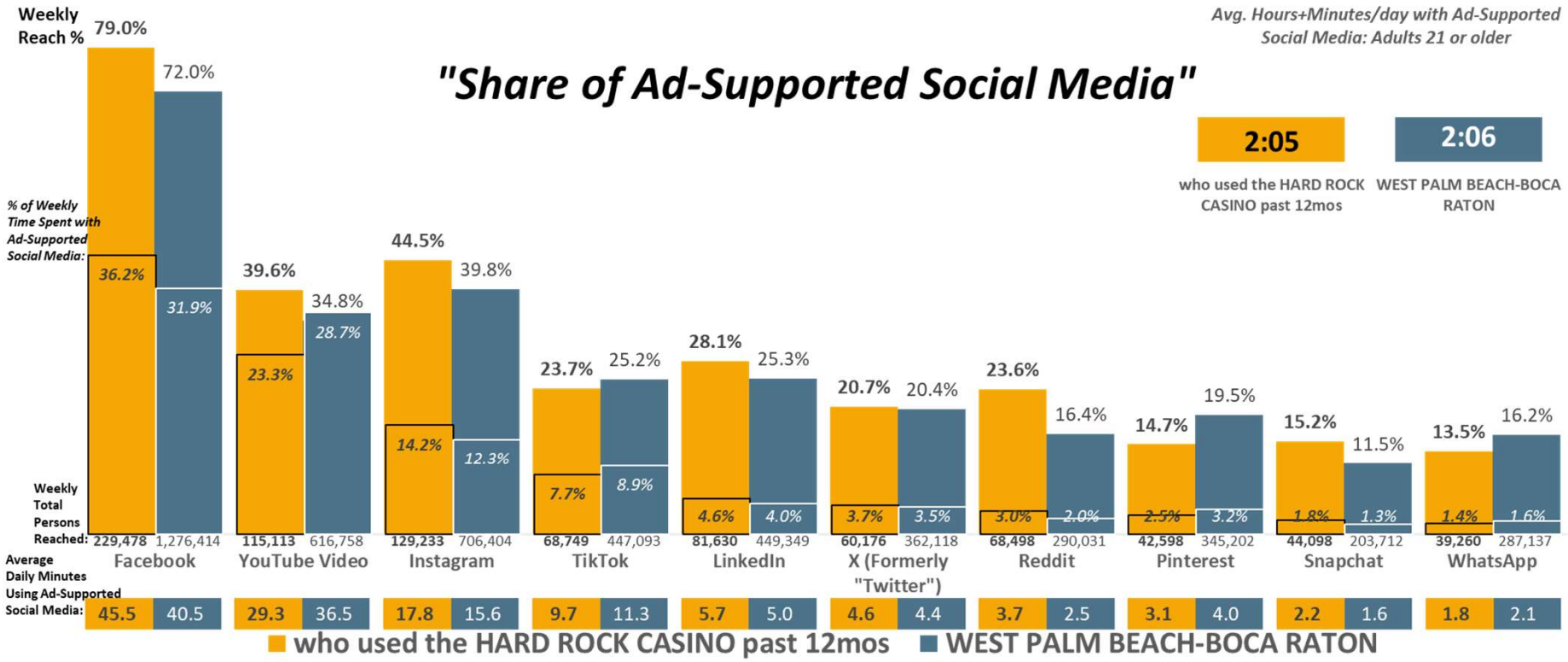
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Casinos visited past 12 months (by name): Hollywood Casino at Charles Town Races



229,478 or 79.% of Adults 21 or older who used the HARD ROCK CASINO past 12mos use Ad-Supported Facebook for an average of 45.5 minutes every day representing 36.2% of all time spent daily with Ad-Supported Social Media.



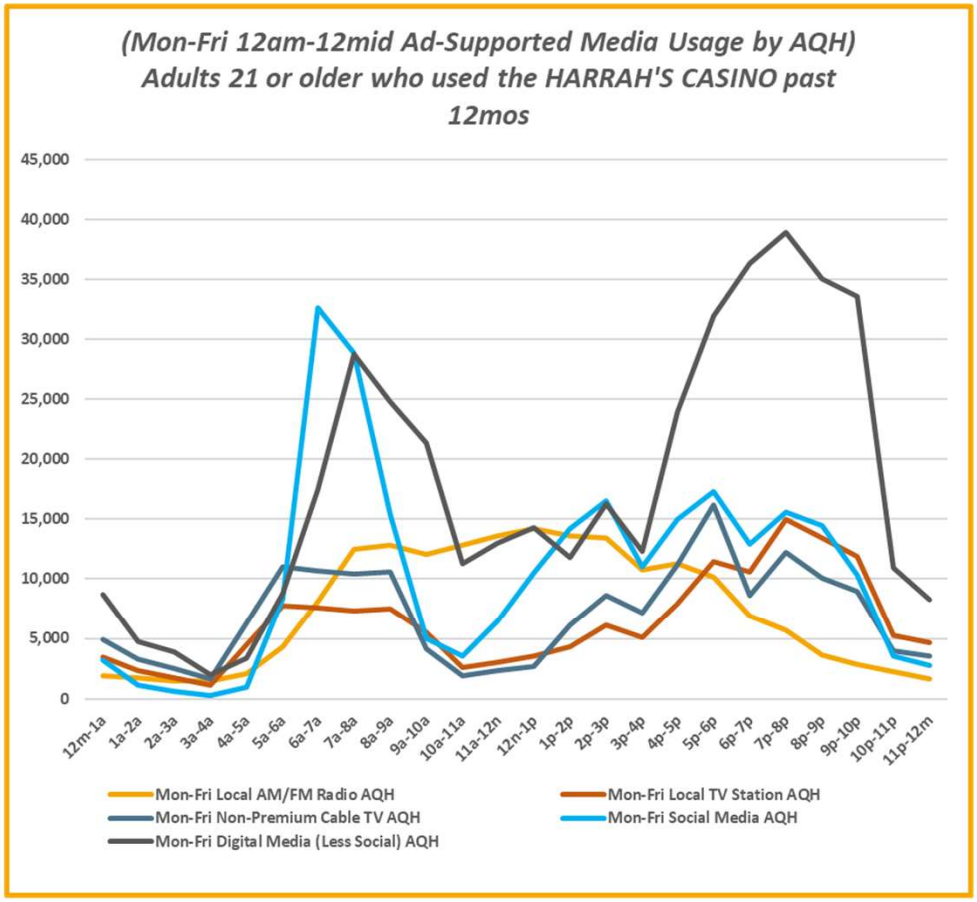
WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 349WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,429
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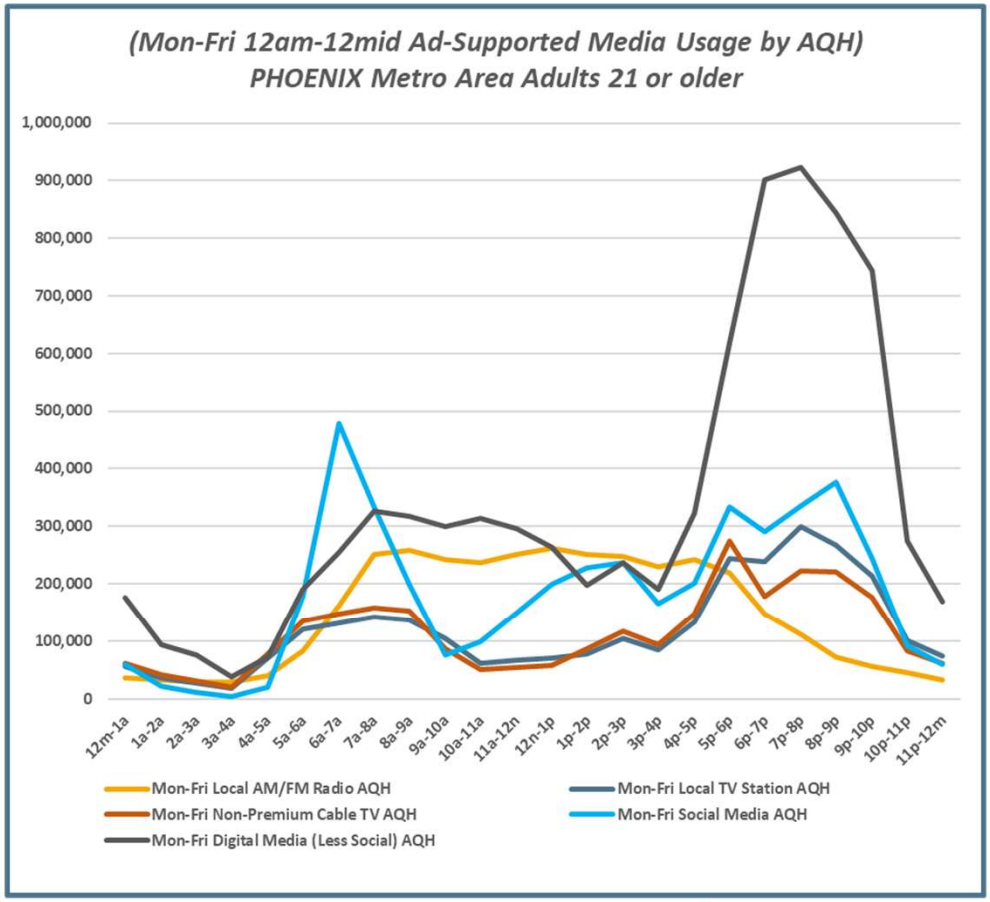
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Casinos visited past 12 months (by name): Seminole Hard Rock Hotel & Casino



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 20,286; Social Media: 14,572; Local Radio: 11,711; Non-Prem. Cable: 7,737; Local TV: 6,344 reaching Adults 21 or older who used the HARRAH'S CASINO past 12mos.





PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 140

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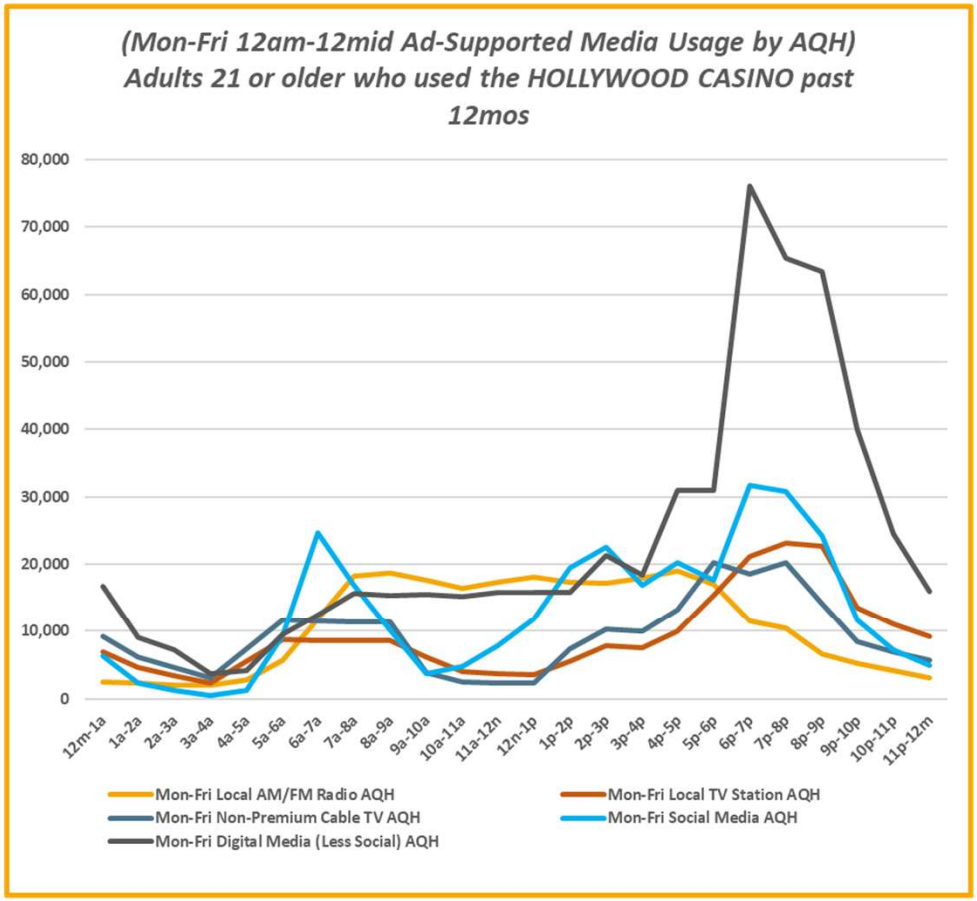
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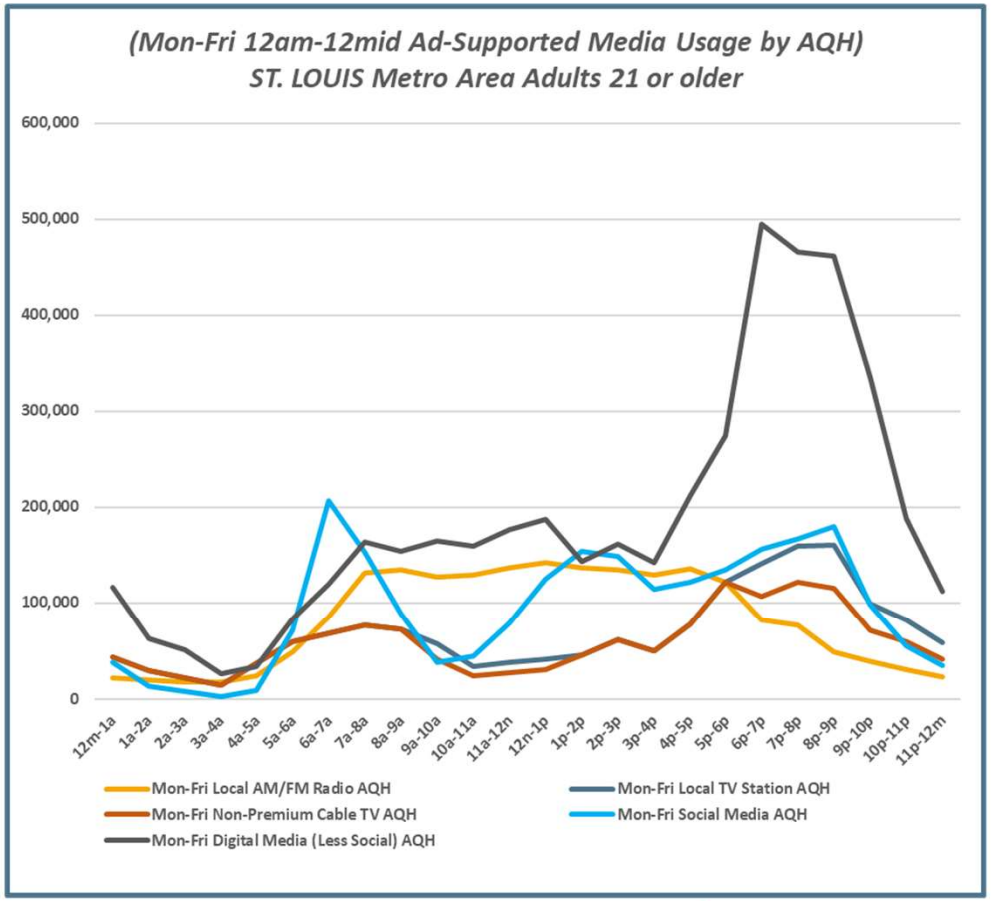
Casinos visited past 12 months (by name): Harrah's Ak-Chin Casino



STL

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 23,005; Local Radio: 16,773; Social Media: 15,996; Non-Prem. Cable: 9,587; Local TV: 8,494 reaching Adults 21 or older who used the HOLLYWOOD CASINO past 12mos.





ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 240

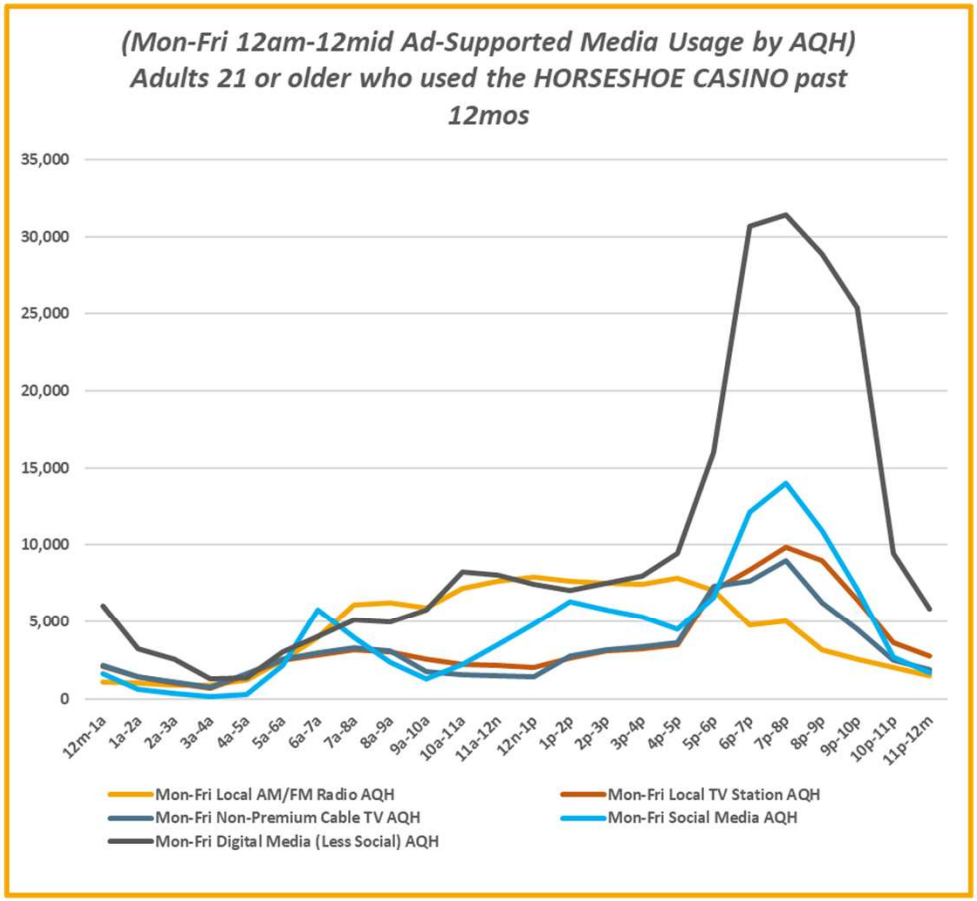
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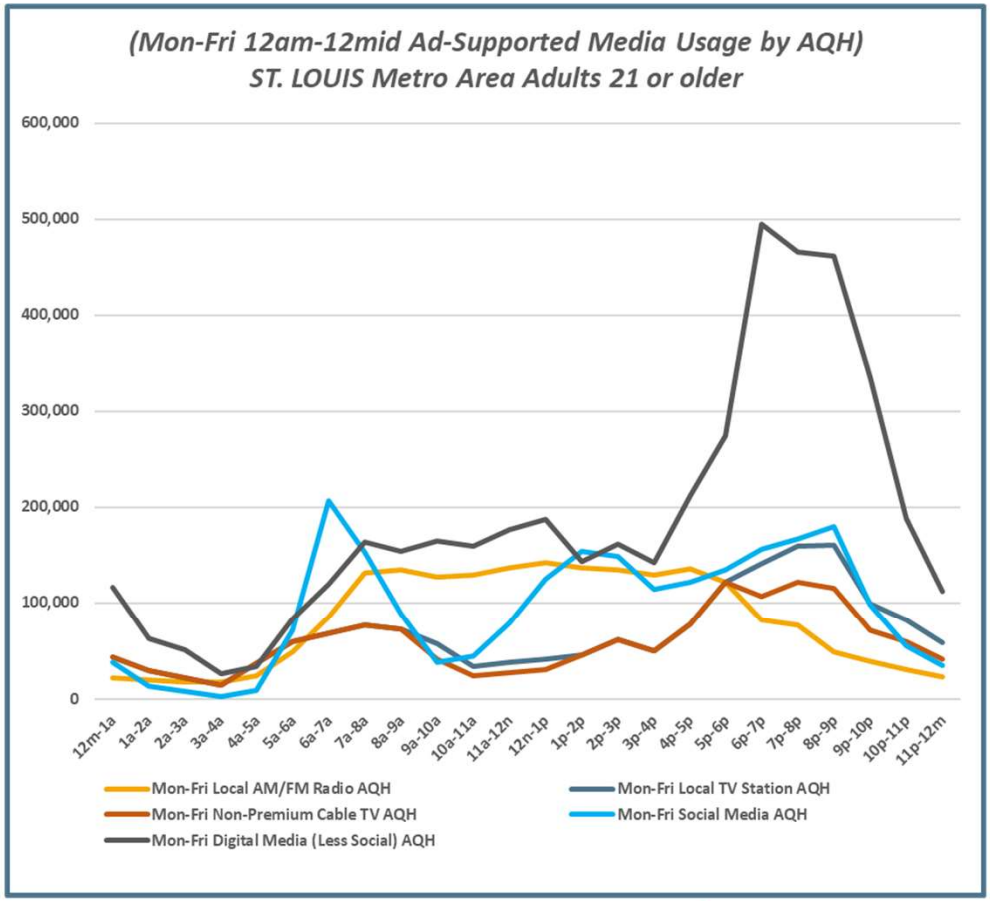
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Casinos visited past 12 months (by name): Hollywood Casino



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 9,406; Local Radio: 6,704; Social Media: 4,957; Local TV: 3,518; Non-Prem. Cable: 3,328 reaching Adults 21 or older who used the HORSESHOE CASINO past 12mos.





ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 89

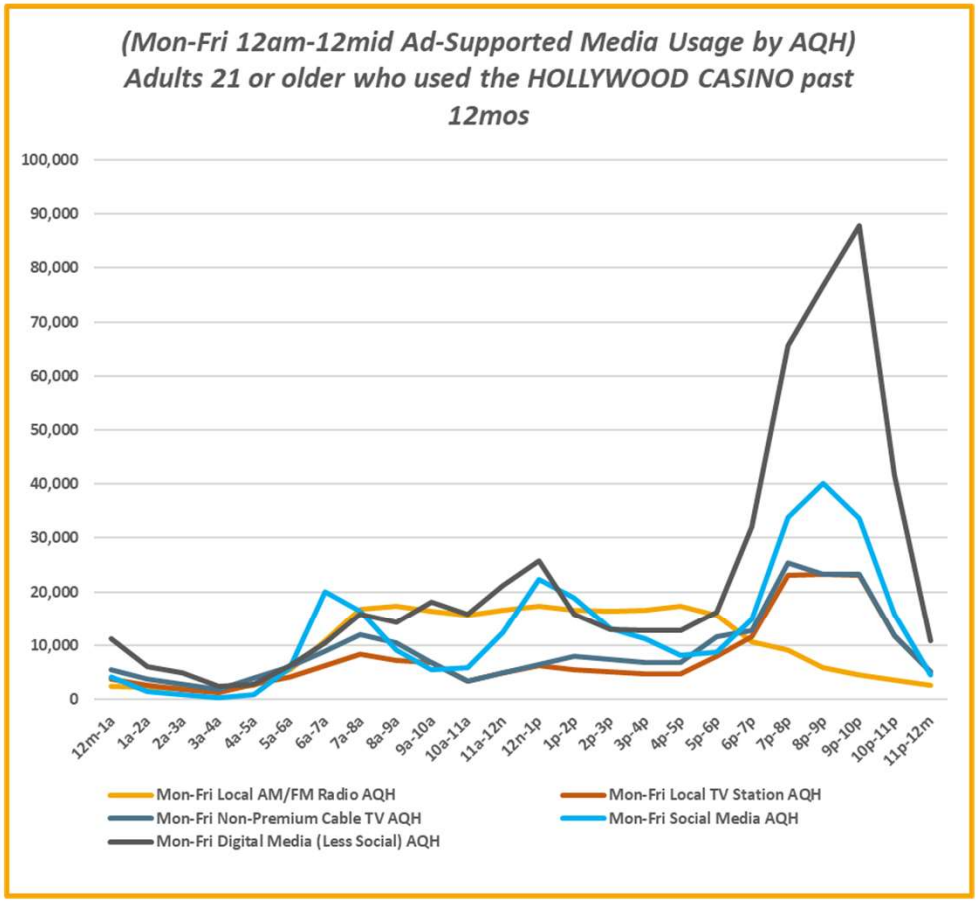
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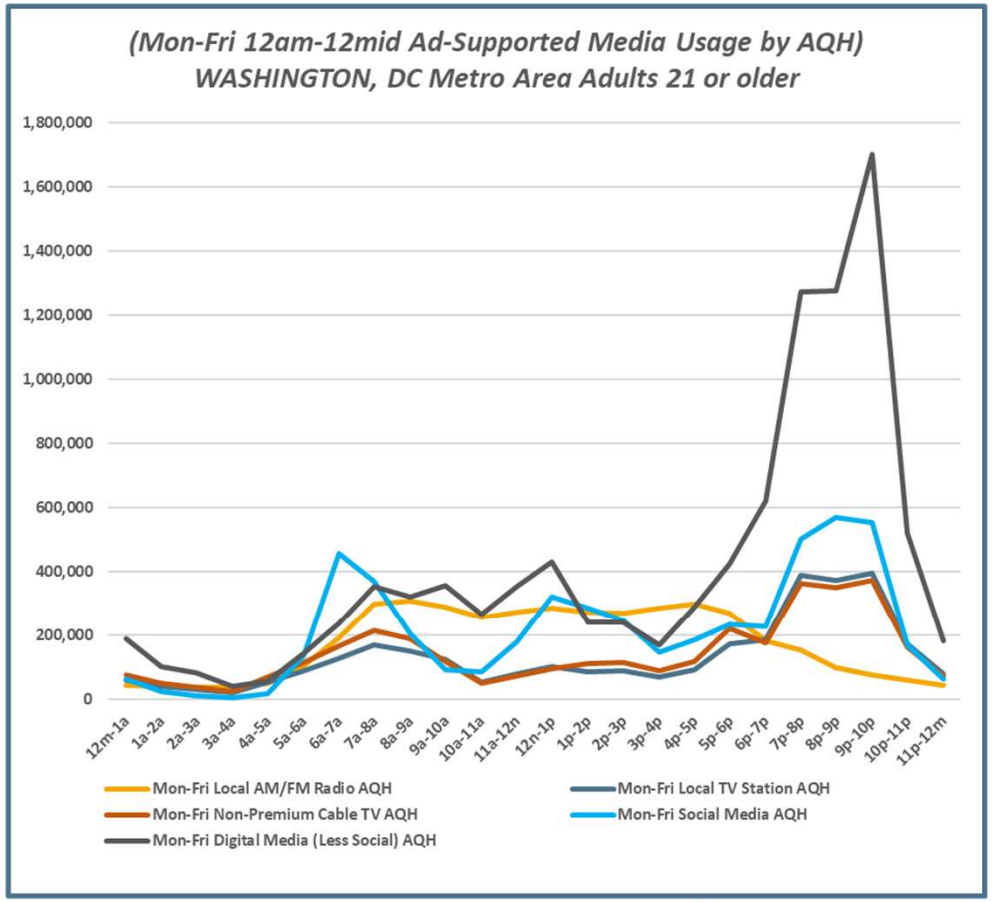
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Casinos visited past 12 months (by name): Horseshoe St. Louis



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 17,233; Local Radio: 15,689; Social Media: 12,790; Non-Prem. Cable: 8,181; Local TV: 6,380 reaching Adults 21 or older who used the HOLLYWOOD CASINO past 12mos.





WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 265

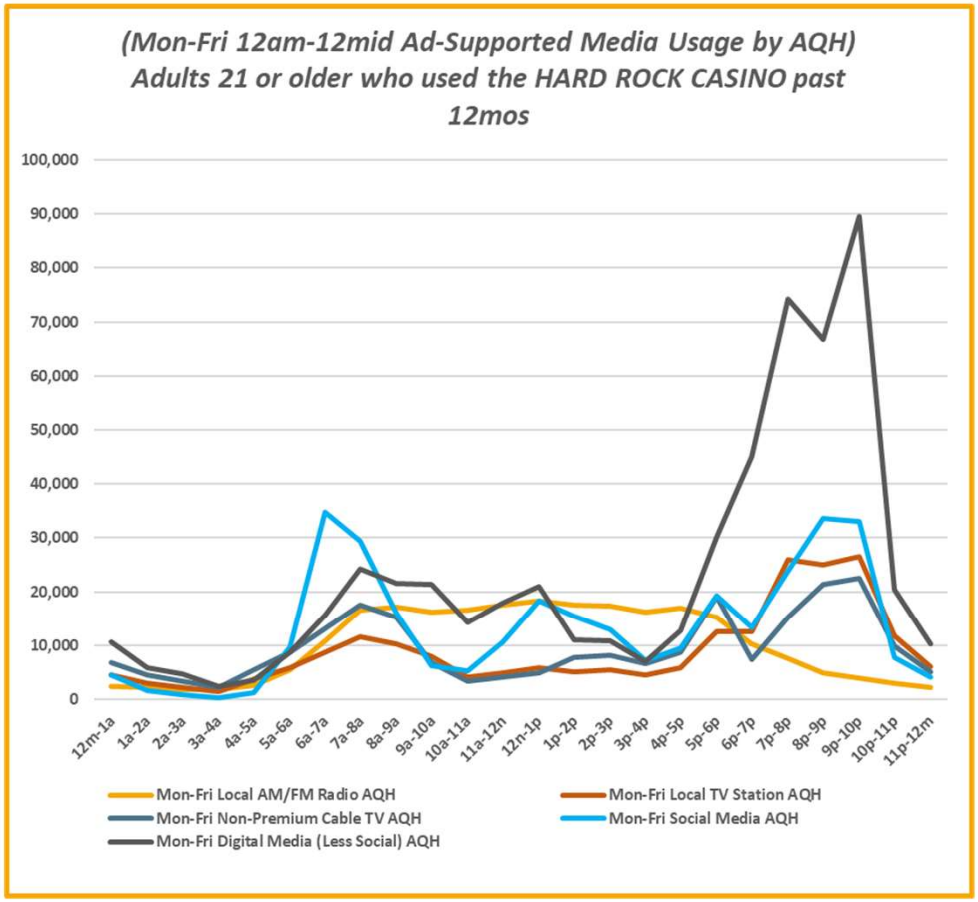
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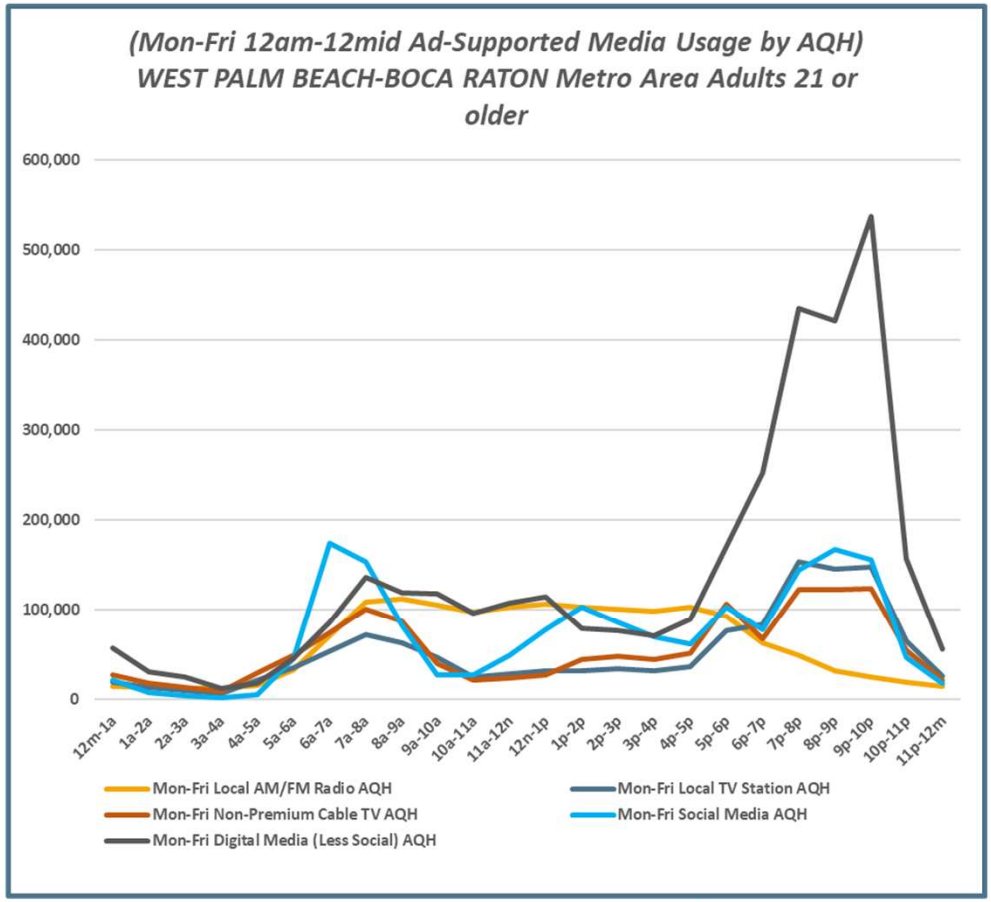
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Casinos visited past 12 months (by name): Hollywood Casino at Charles Town Races



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 19,420; Local Radio: 15,874; Social Media: 15,285; Non-Prem. Cable: 9,423; Local TV: 7,624 reaching Adults 21 or older who used the HARD ROCK CASINO past 12mos.





WEST PALM BEACH-BOCA RATON DMA

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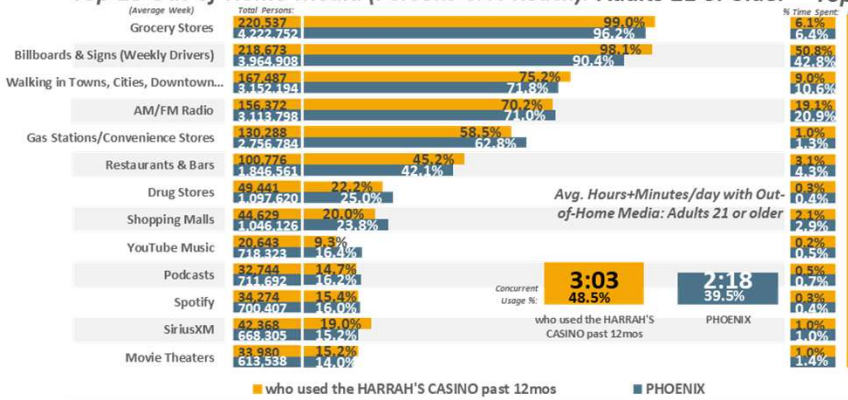
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Casinos visited past 12 months (by name): Seminole Hard Rock Hotel & Casino

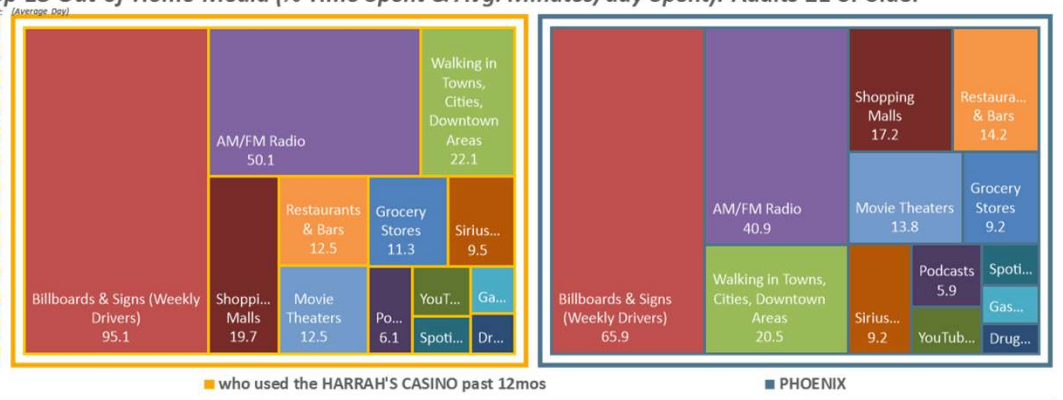


218,673 or 98.1% of Adults 21 or older who used the HARRAH'S CASINO past 12mos spend an average of 95.1 minutes per day driving, seeing Billboards and Signs. 68.% Listen to Local Radio Stations Out-of-Home for an average of 48.3 minutes/day.

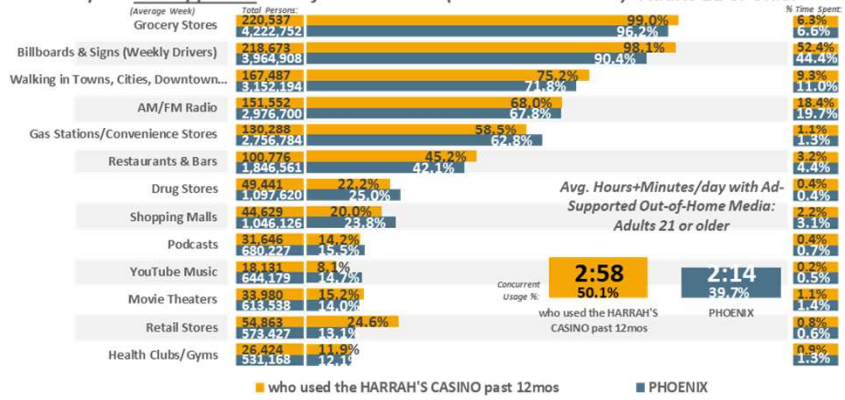
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



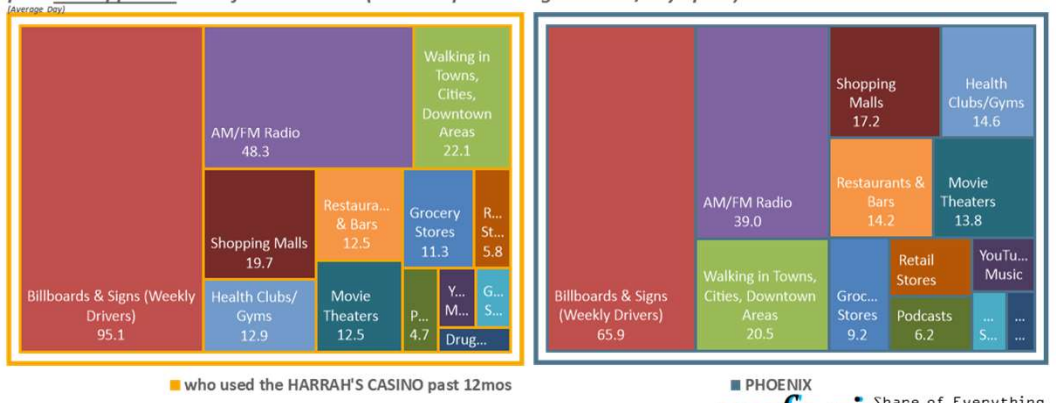
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 140

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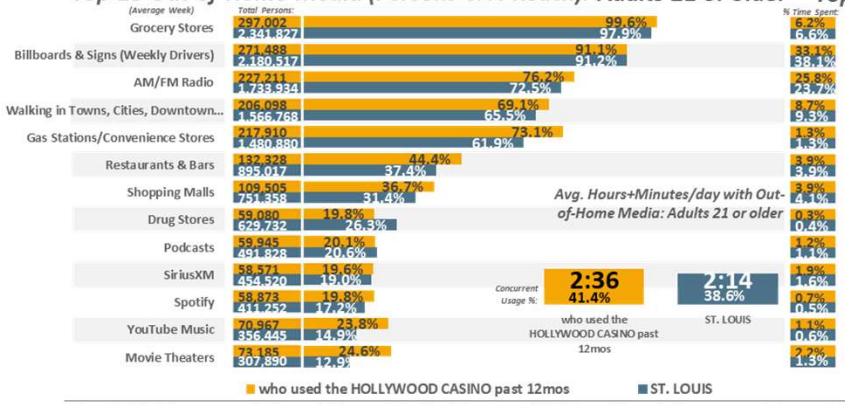
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Casinos visited past 12 months (by name): Harrah's Ak-Chin Casino

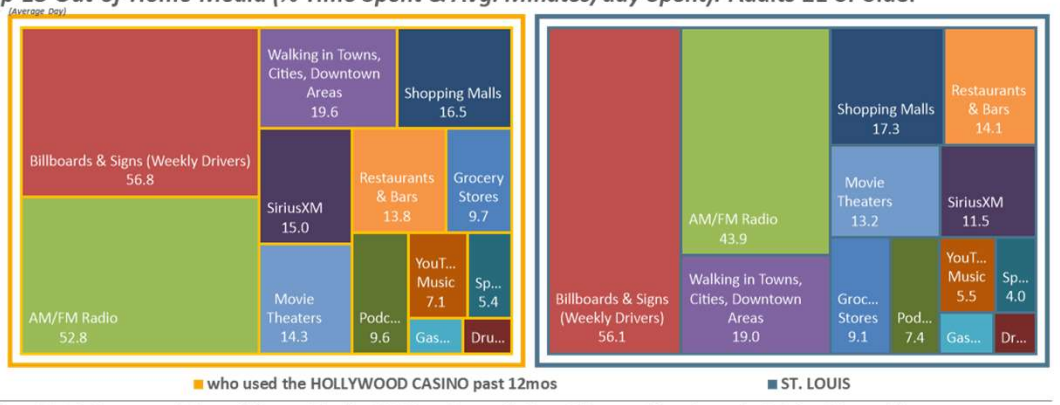


271,488 or 91.1% of Adults 21 or older who used the HOLLYWOOD CASINO past 12mos spend an average of 56.8 minutes per day driving, seeing Billboards and Signs. 74.2% Listen to Local Radio Stations Out-of-Home for an average of 49.6 minutes/day.

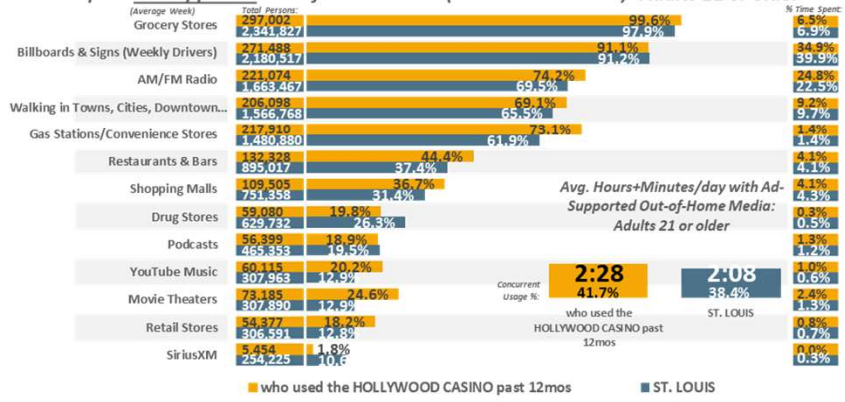
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



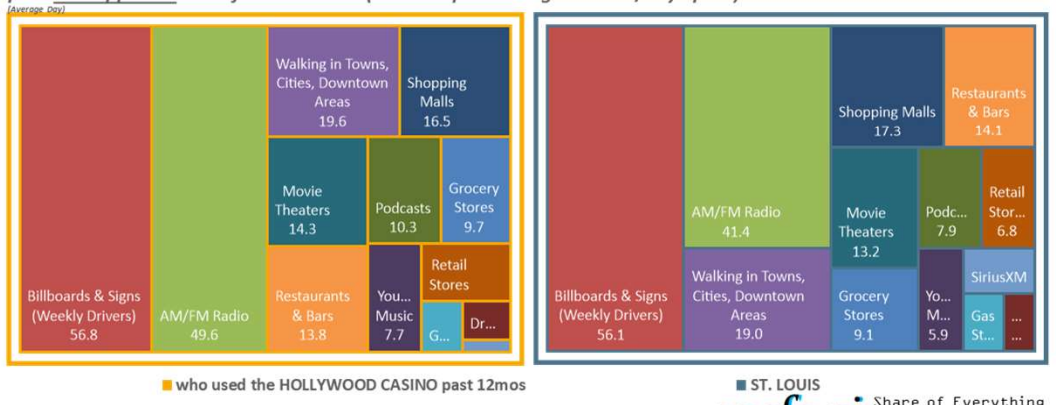
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 240

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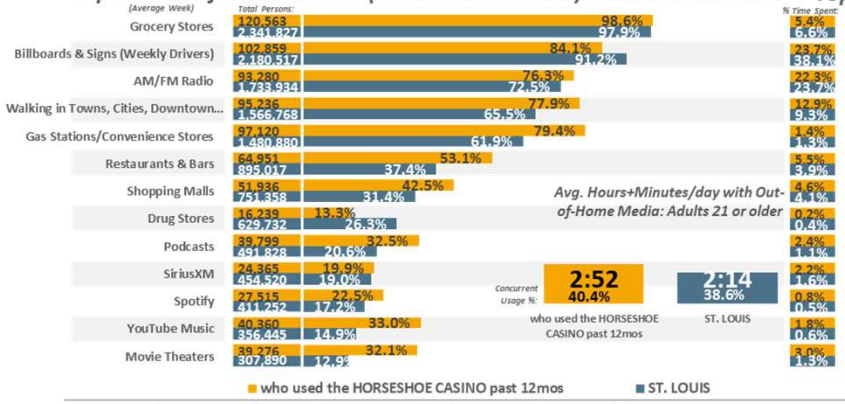
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Casinos visited past 12 months (by name): Hollywood Casino

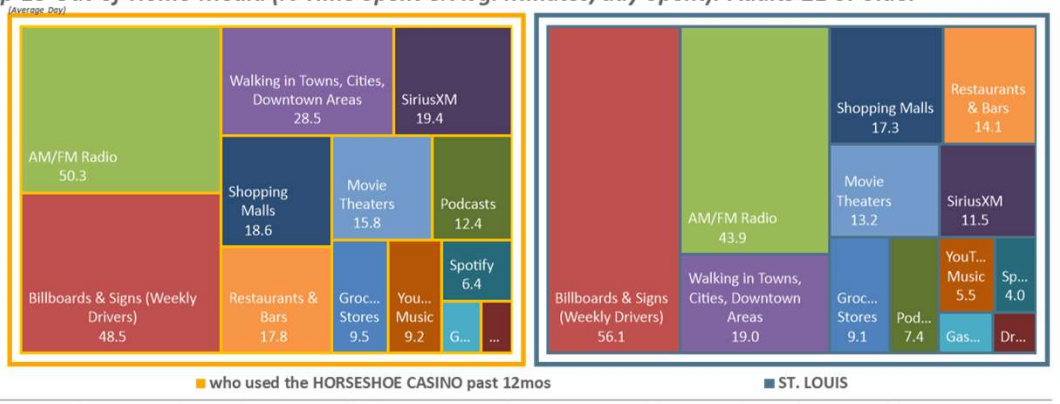


102,859 or 84.1% of Adults 21 or older who used the HORSESHOE CASINO past 12mos spend an average of 48.5 minutes per day driving, seeing Billboards and Signs. 74.4% Listen to Local Radio Stations Out-of-Home for an average of 49. minutes/day.

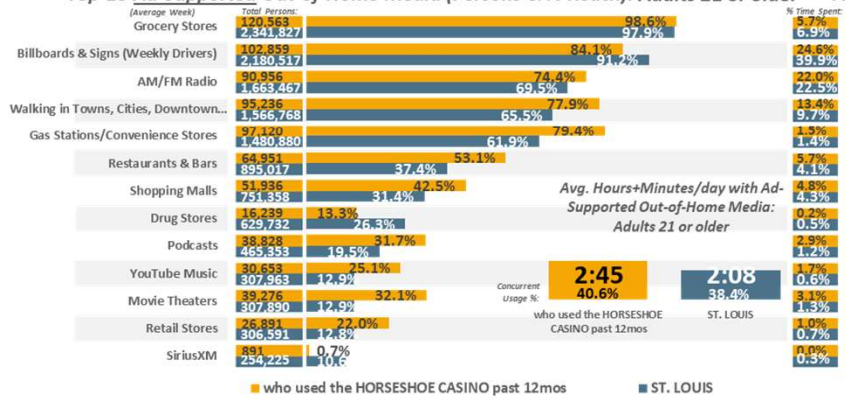
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



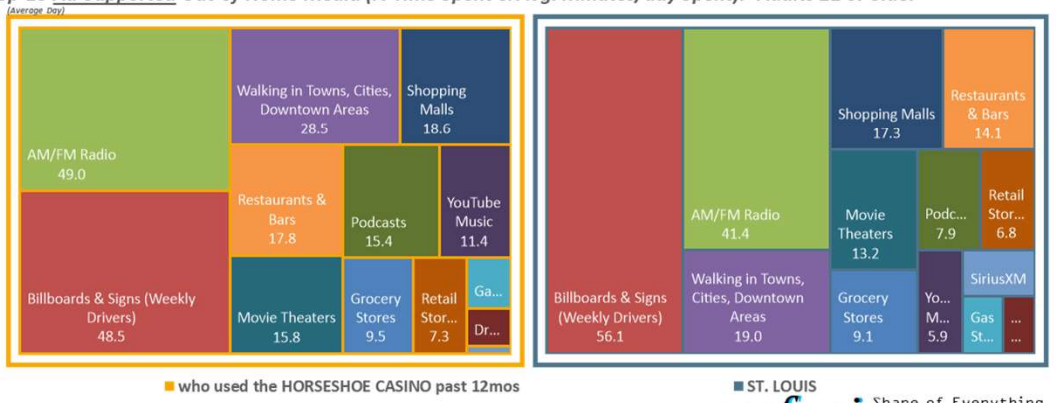
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 89

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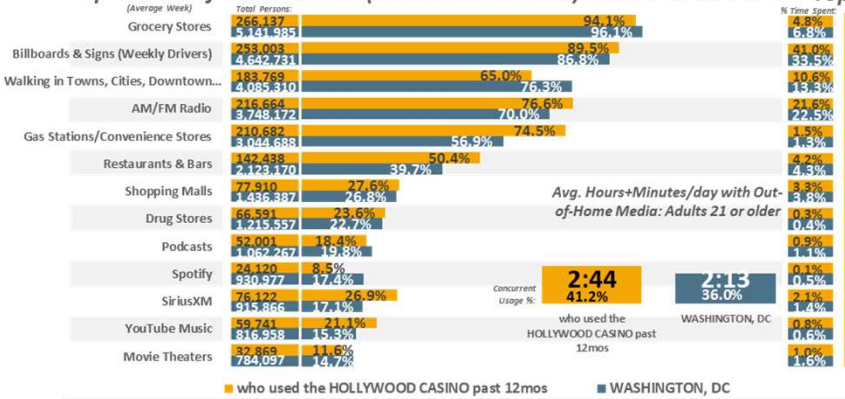
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Casinos visited past 12 months (by name): Horseshoe St. Louis

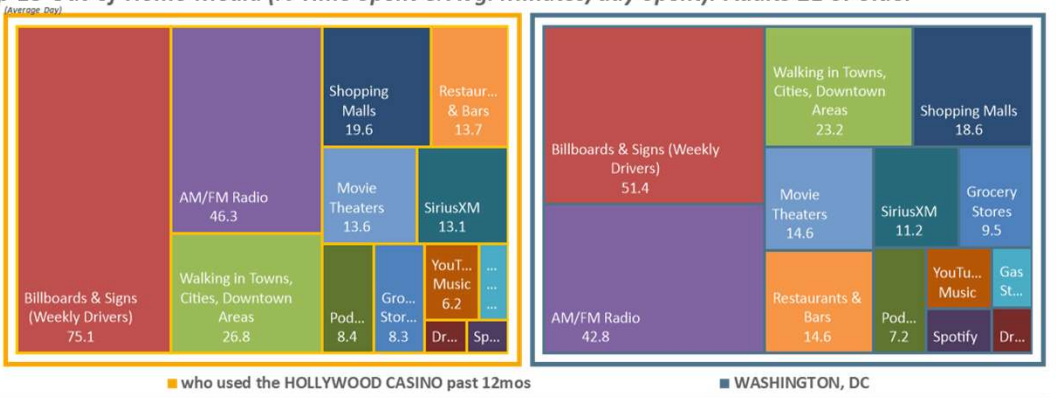


253,003 or 89.5% of Adults 21 or older who used the HOLLYWOOD CASINO past 12mos spend an average of 75.1 minutes per day driving, seeing Billboards and Signs. 72.8% Listen to Local Radio Stations Out-of-Home for an average of 44.4 minutes/day.

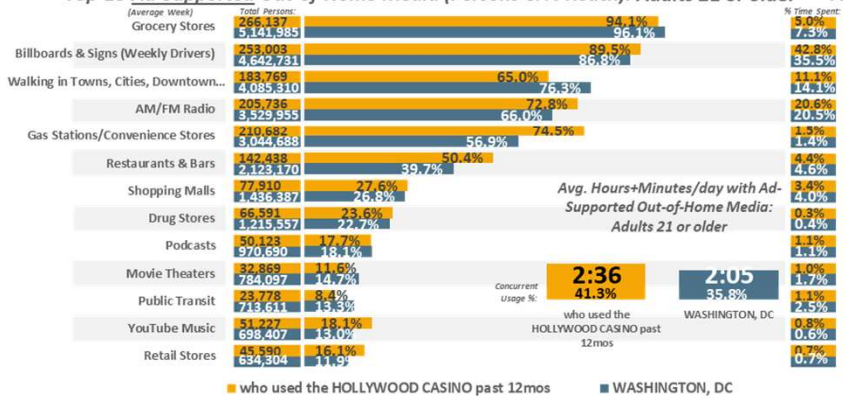
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



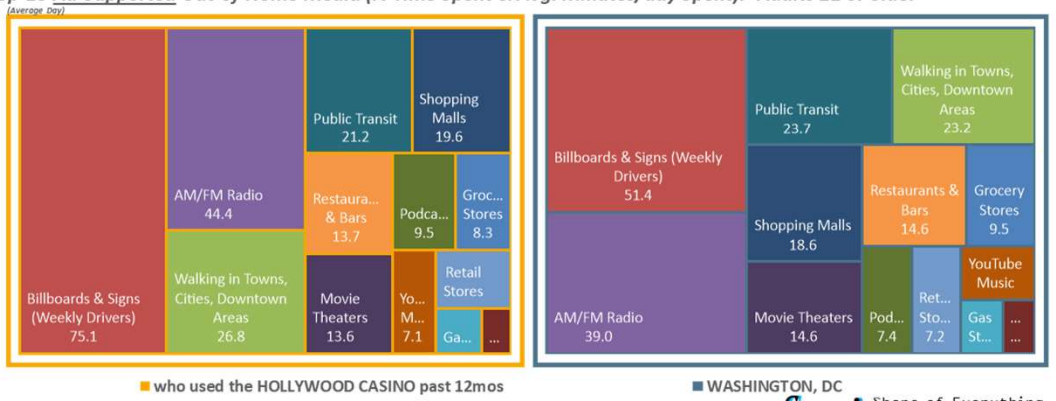
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 265

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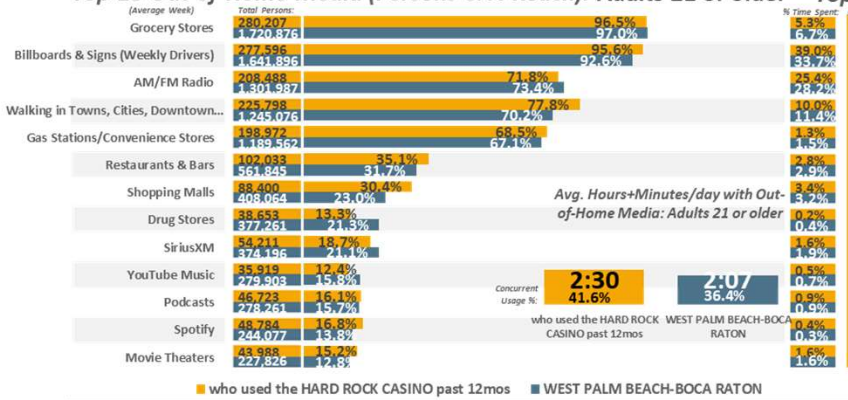
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Casinos visited past 12 months (by name): Hollywood Casino at Charles Town Races

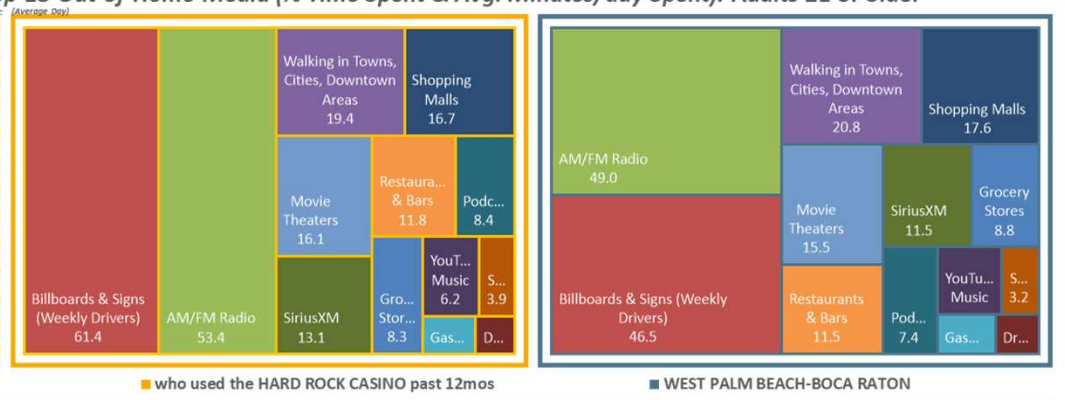


277,596 or 95.6% of Adults 21 or older who used the HARD ROCK CASINO past 12mos spend an average of 61.4 minutes per day driving, seeing Billboards and Signs. 70.3% Listen to Local Radio Stations Out-of-Home for an average of 52.1 minutes/day.

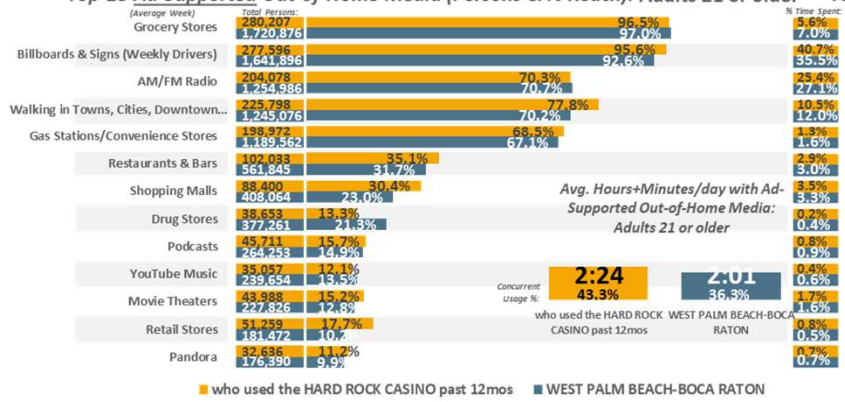
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



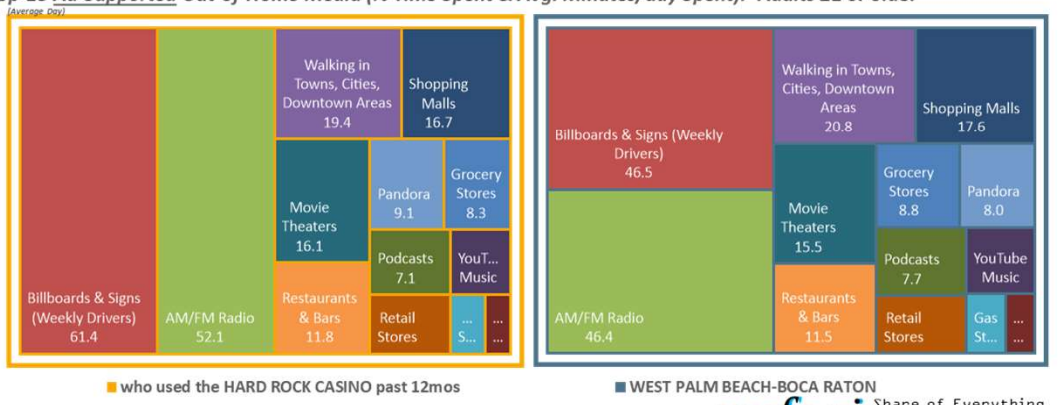
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 349

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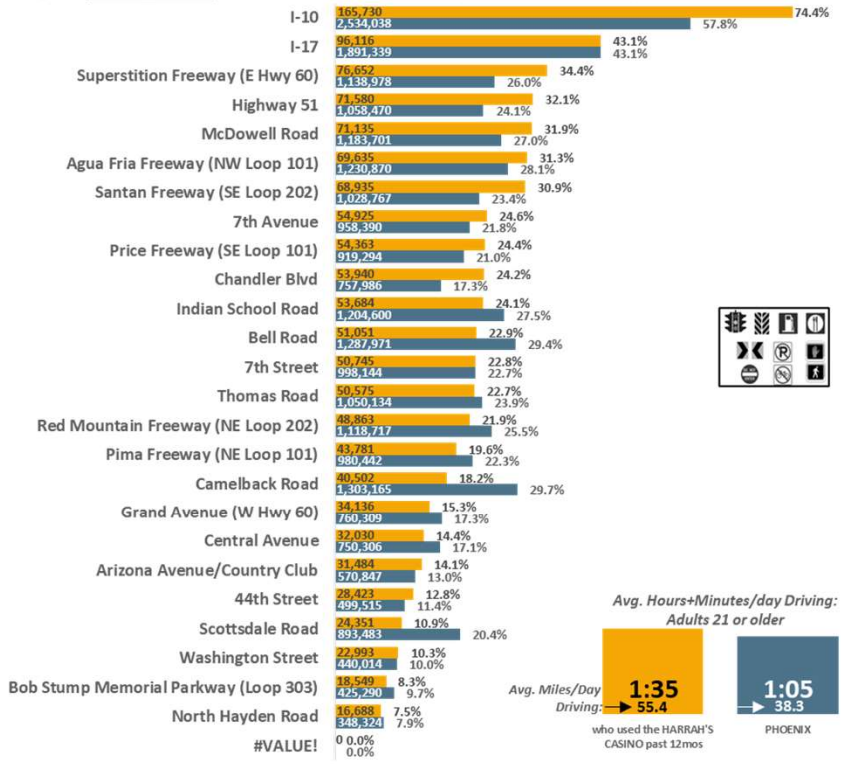
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Casinos visited past 12 months (by name): Seminole Hard Rock Hotel & Casino

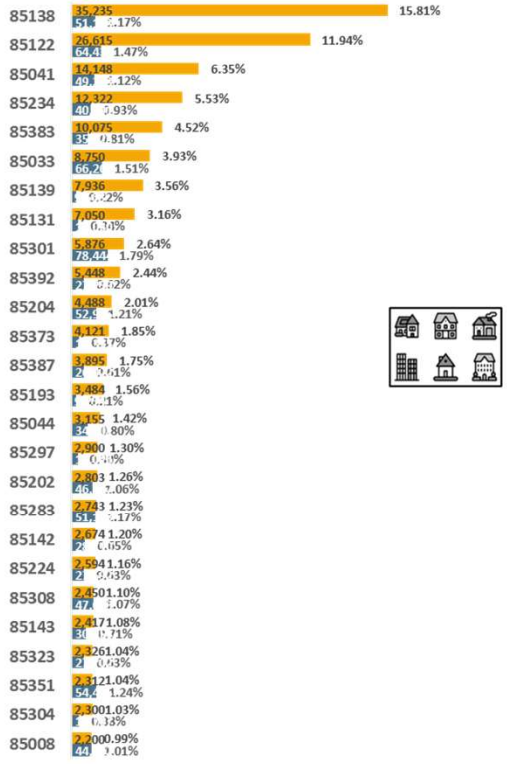


218,673 or 98.1% of Adults 21 or older who used the HARRAH'S CASINO past 12mos spend an average of 95.1 minutes per day driving an average of 55.4 miles each day and are 40.1% more likely to use Chandler Blvd than the Metro average.

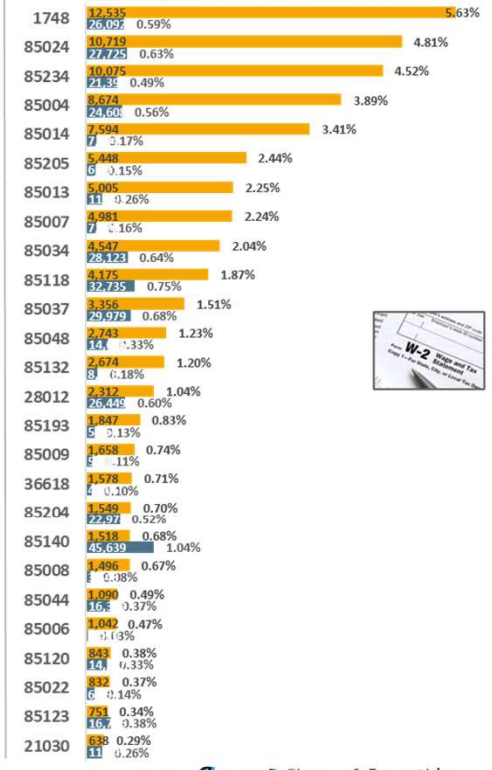
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older



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PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 140

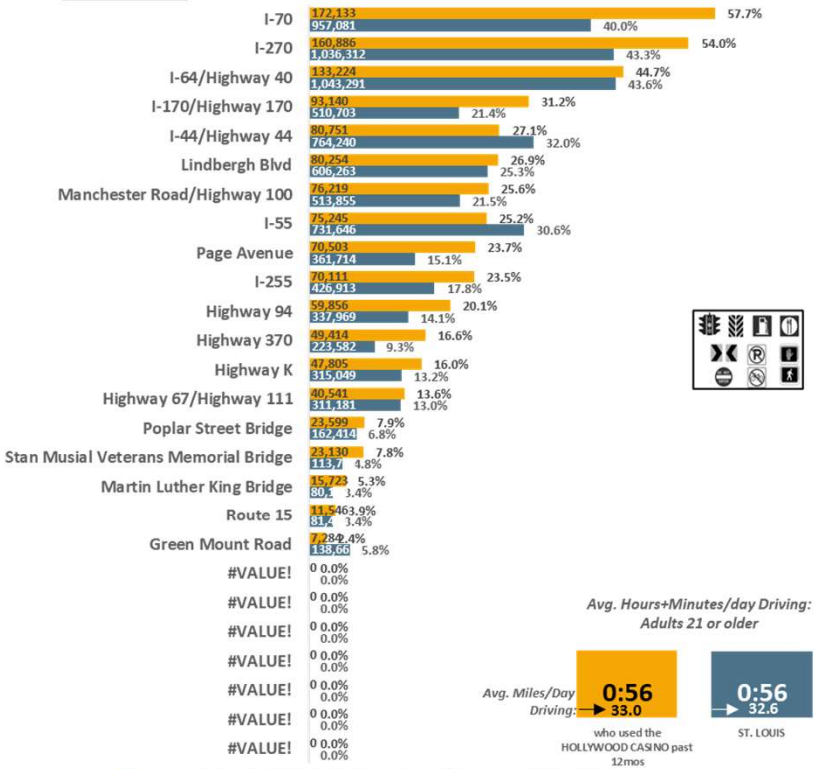
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Casinos visited past 12 months (by name): Harrah's Ak-Chin Casino



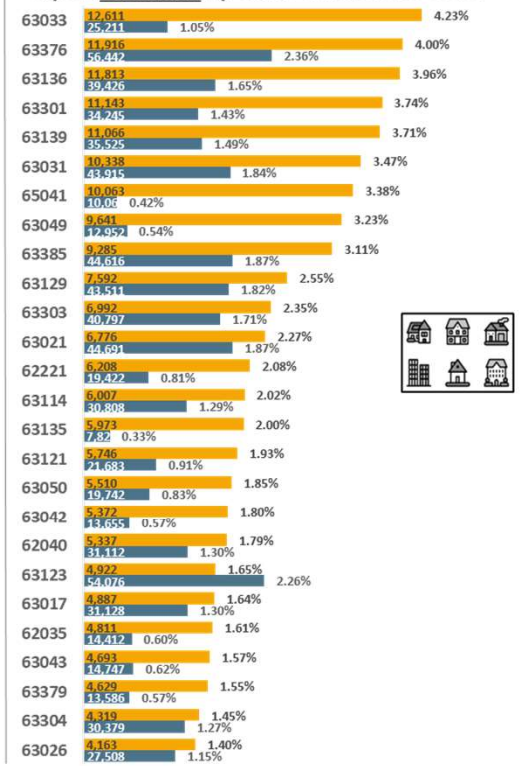
271,488 or 91.1% of Adults 21 or older who used the HOLLYWOOD CASINO past 12mos spend an average of 56.8 minutes per day driving an average of 33. miles each day and are 77.3% more likely to use Highway 370 than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older

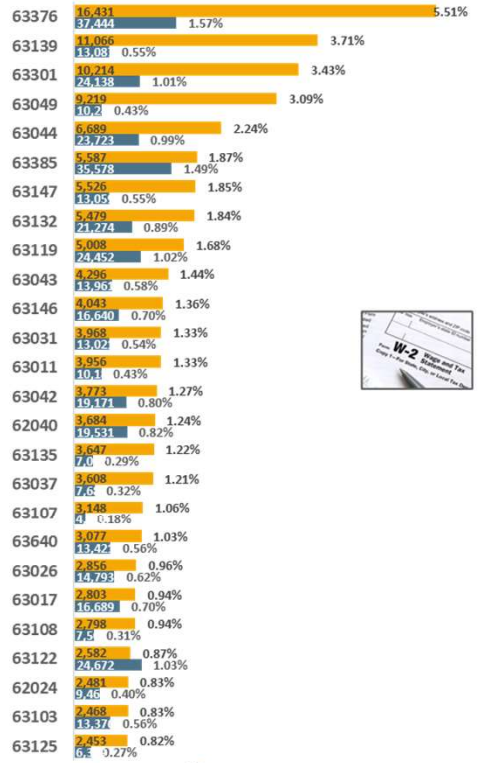


Avg. Hours+Minutes/day Driving: Adults 21 or older

Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older



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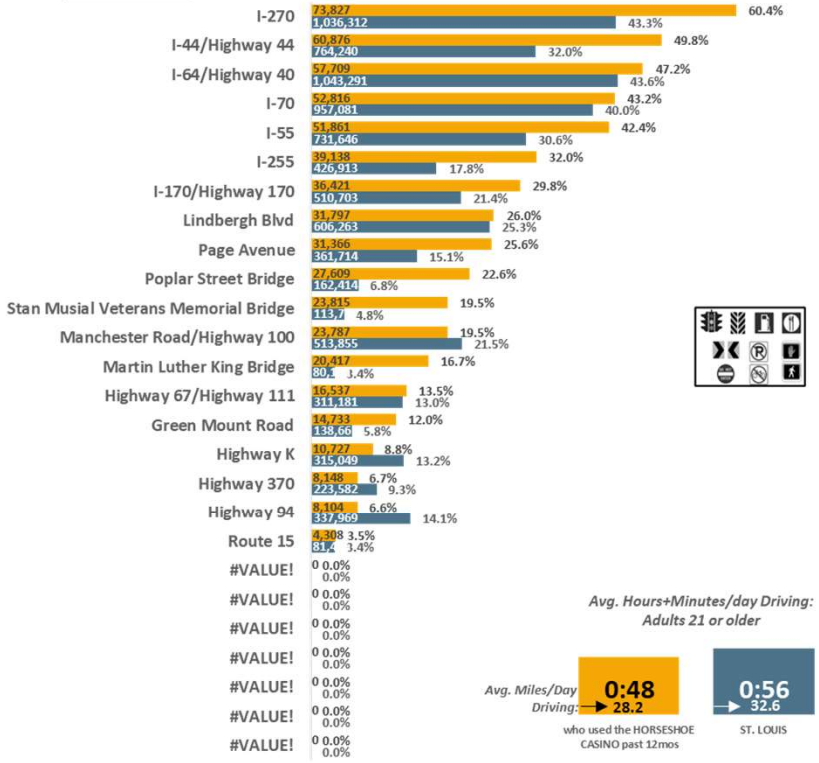
ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 240
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Casinos visited past 12 months (by name): Hollywood Casino



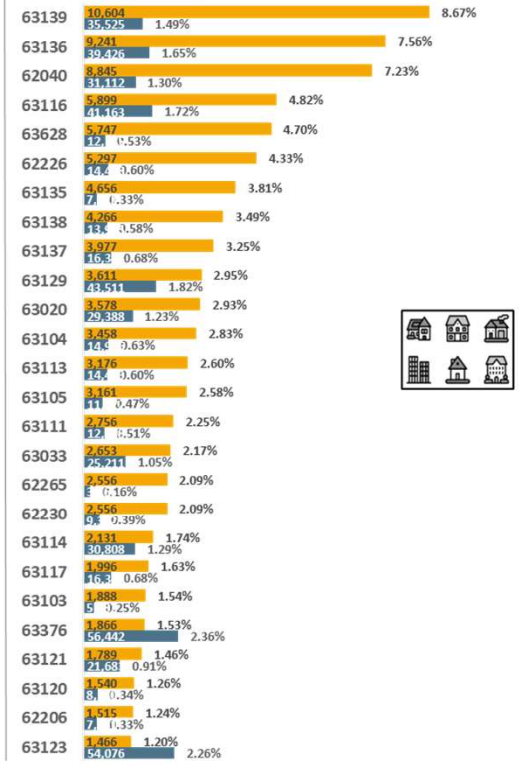
102,859 or 84.1% of Adults 21 or older who used the HORSESHOE CASINO past 12mos spend an average of 48.5 minutes per day driving an average of 28.2 miles each day and are 398.3% more likely to use Martin Luther King Bridge than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older

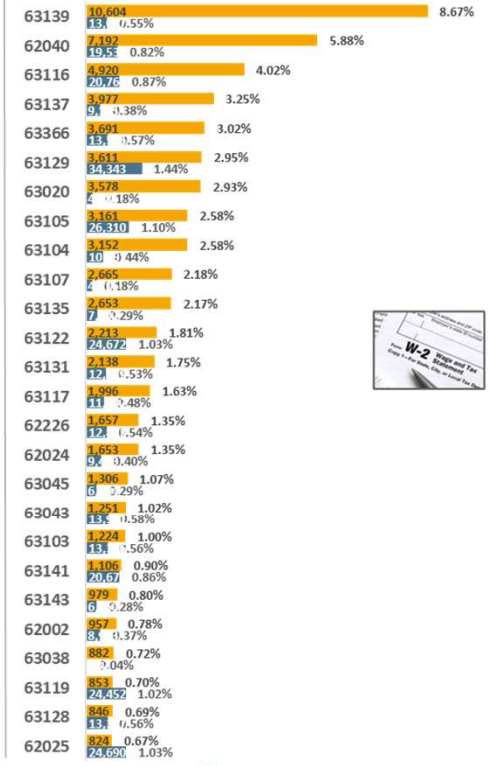


Avg. Hours+Minutes/day Driving: Adults 21 or older

Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older



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ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 89

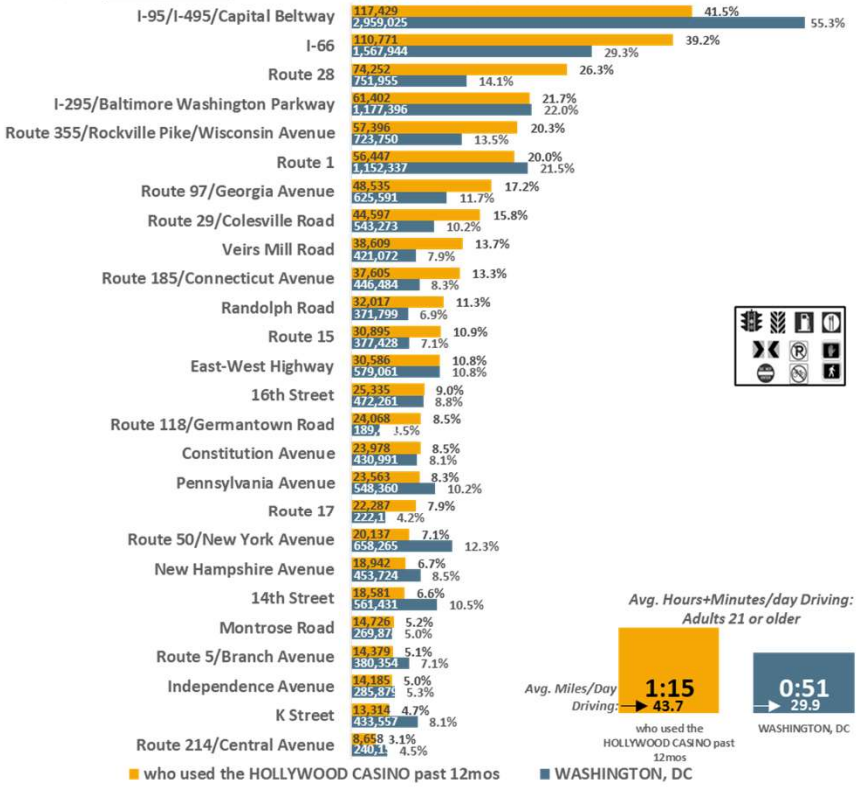
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Casinos visited past 12 months (by name): Horseshoe St. Louis



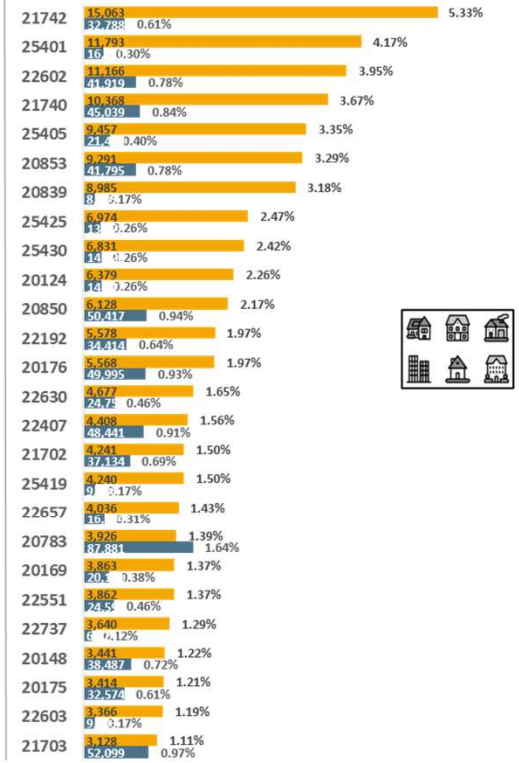
253,003 or 89.5% of Adults 21 or older who used the HOLLYWOOD CASINO past 12mos spend an average of 75.1 minutes per day driving an average of 43.7 miles each day and are 140.5% more likely to use Route 118/Germantown Road than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older

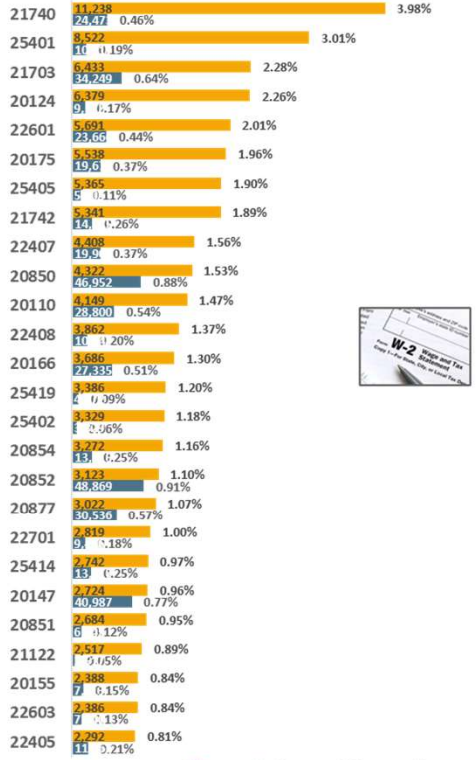


Avg. Hours+Minutes/day Driving: Adults 21 or older

Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older



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WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 265

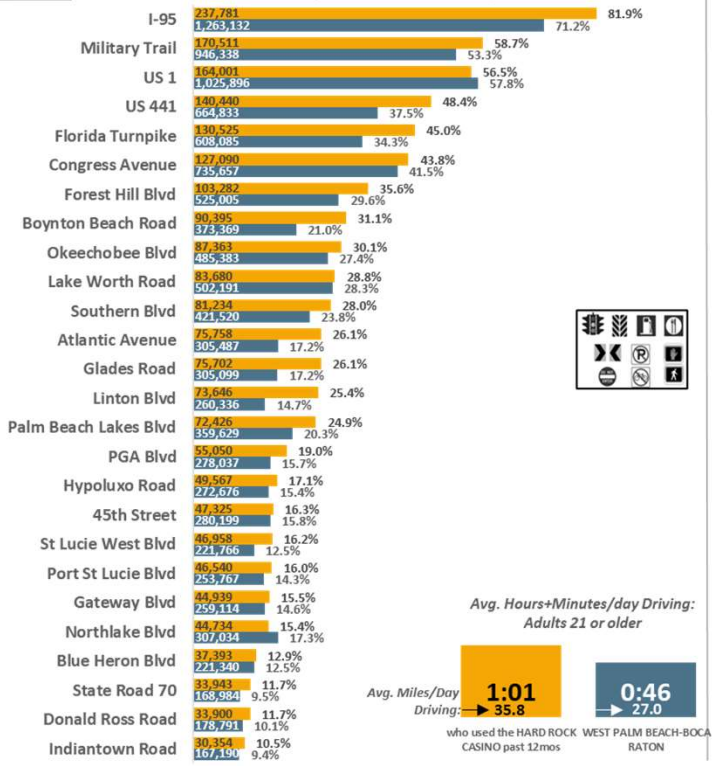
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Casinos visited past 12 months (by name): Hollywood Casino at Charles Town Races



277,596 or 95.6% of Adults 21 or older who used the HARD ROCK CASINO past 12mos spend an average of 61.4 minutes per day driving an average of 35.8 miles each day and are 72.8% more likely to use Linton Blvd than the Metro average.

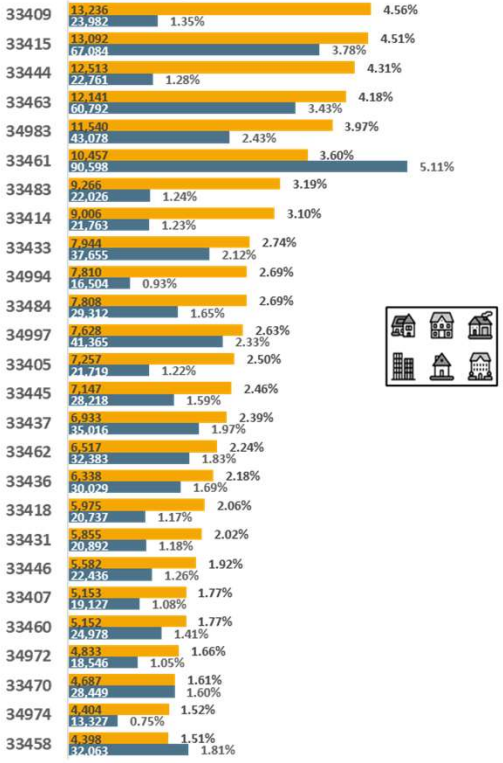
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



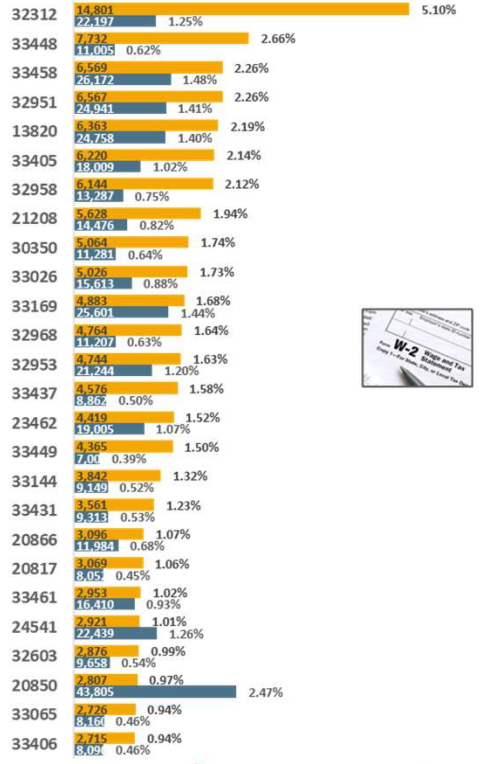
Avg. Hours+Minutes/day Driving: Adults 21 or older

■ who used the HARD ROCK CASINO past 12mos ■ WEST PALM BEACH-BOCA RATON

Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older



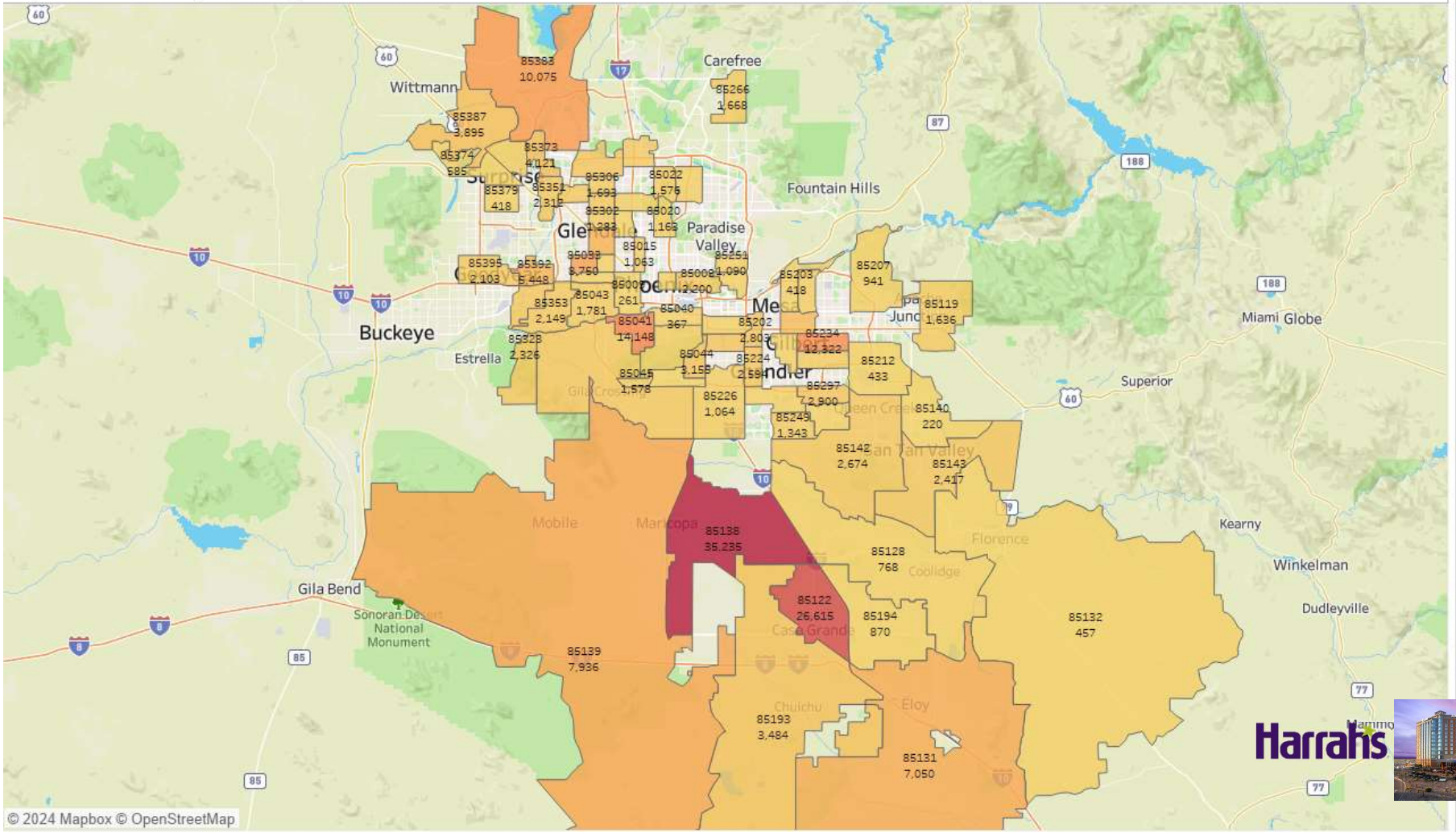
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Casinos visited past 12 months (by name): Seminole Hard Rock Hotel & Casino

Top Residential Zip Codes: (Adults 21 or older who used the HARRAH'S CASINO past 12mos)



Harrah's



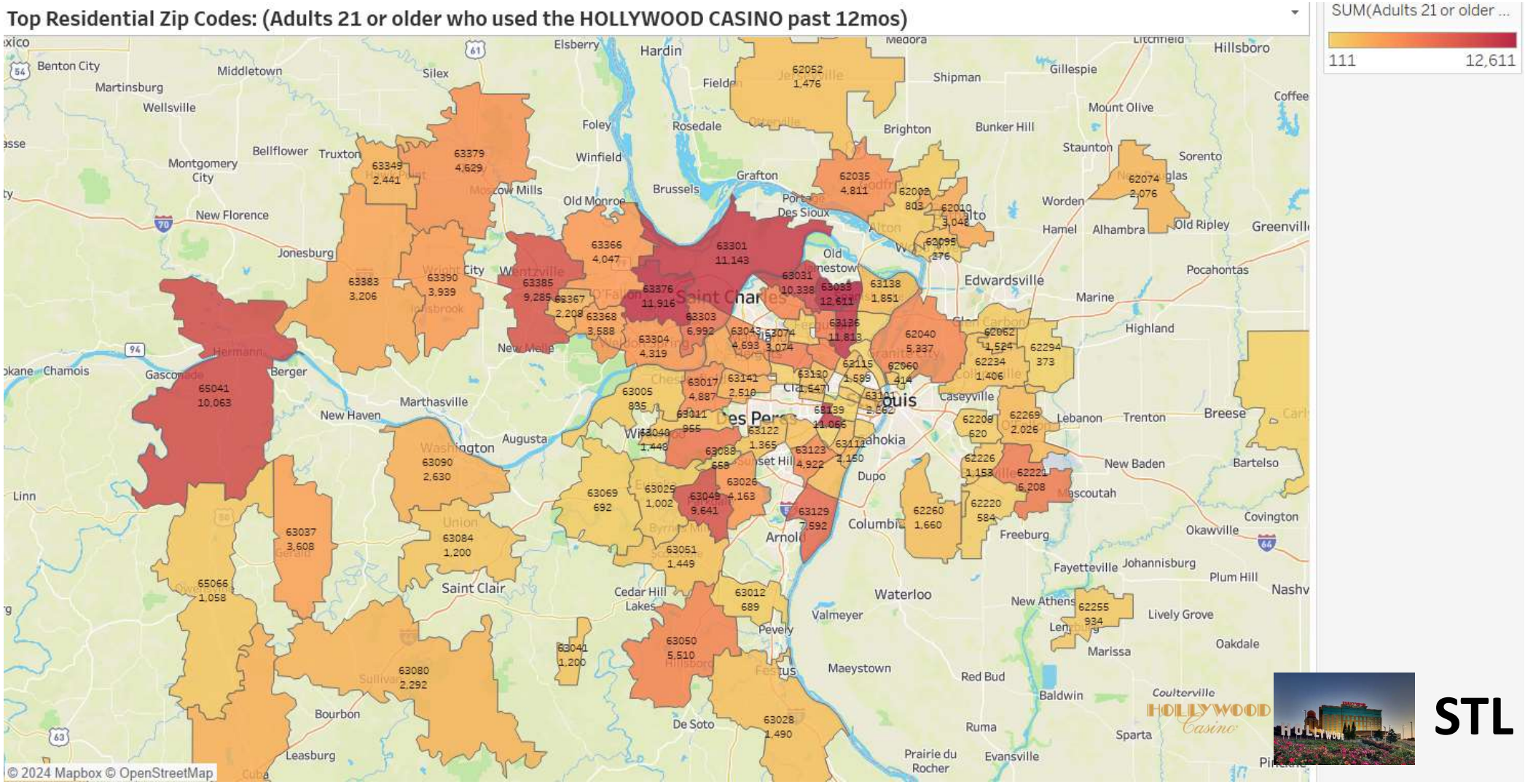
PHX

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Casinos visited past 12 months (by name): Harrah's Ak-Chin Casino

Top Residential Zip Codes: (Adults 21 or older who used the HOLLYWOOD CASINO past 12mos)



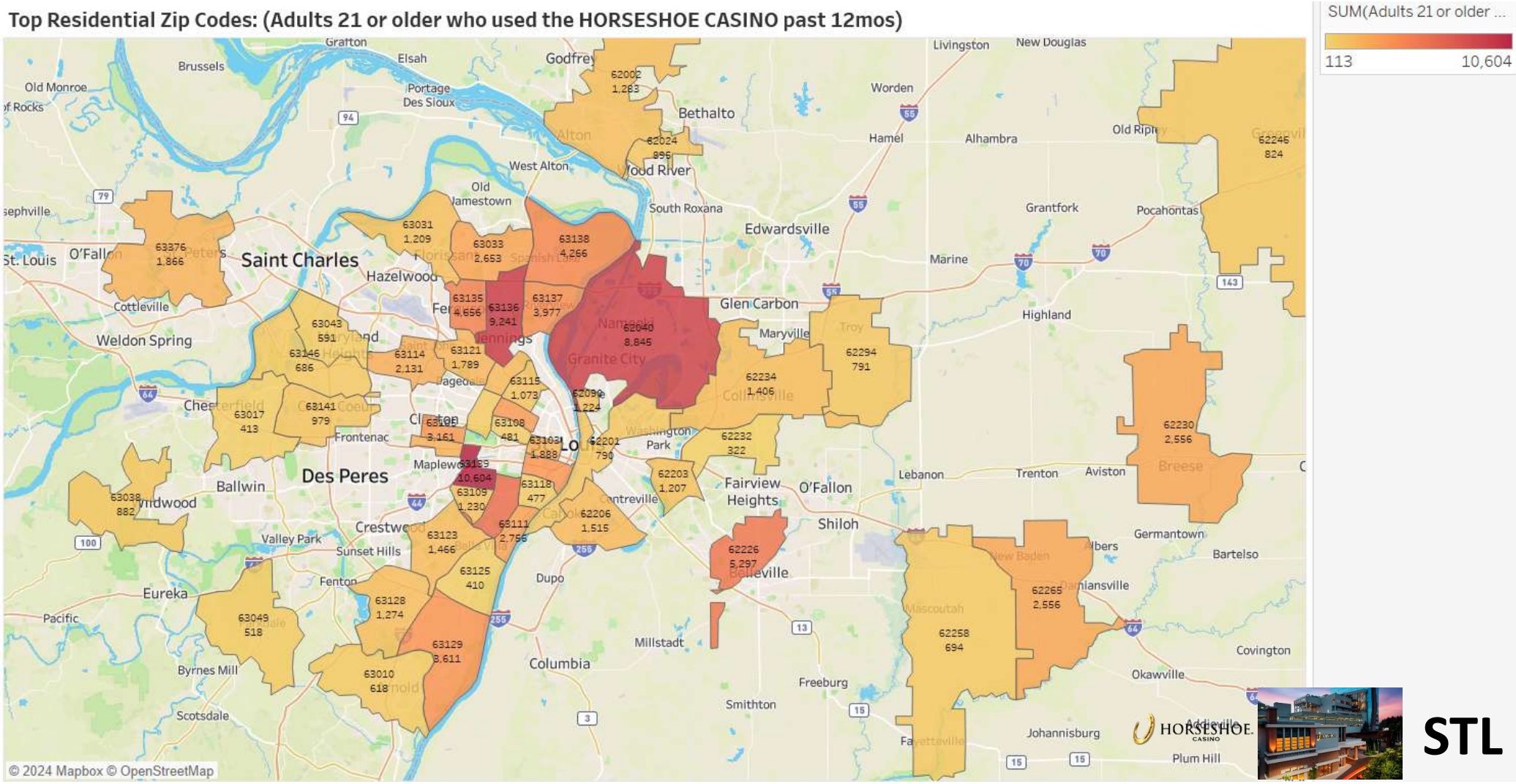
STL

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Casinos visited past 12 months (by name): Hollywood Casino

Top Residential Zip Codes: (Adults 21 or older who used the HORSESHOE CASINO past 12mos)



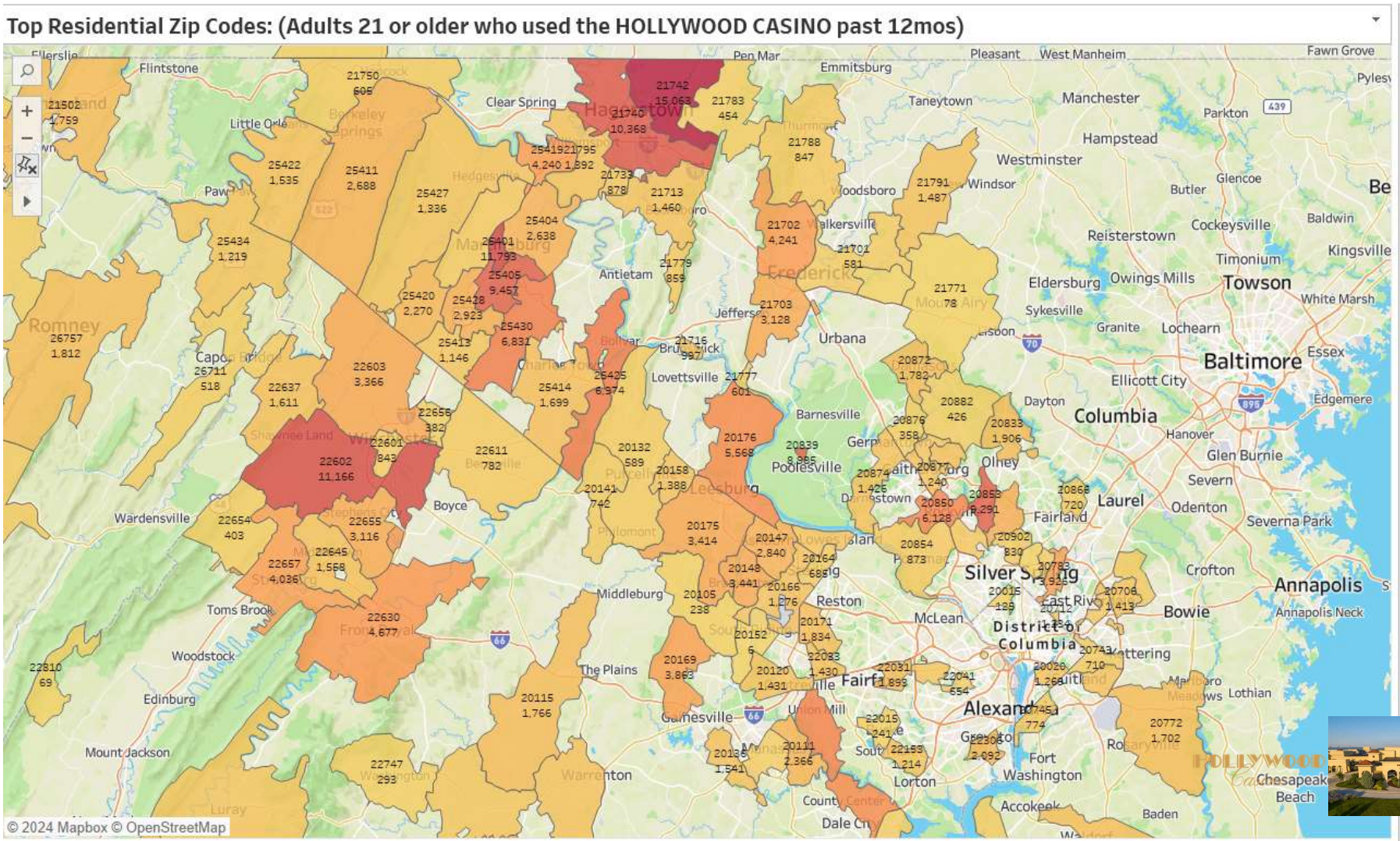
STL

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Casinos visited past 12 months (by name): Horseshoe St. Louis

Top Residential Zip Codes: (Adults 21 or older who used the HOLLYWOOD CASINO past 12mos)





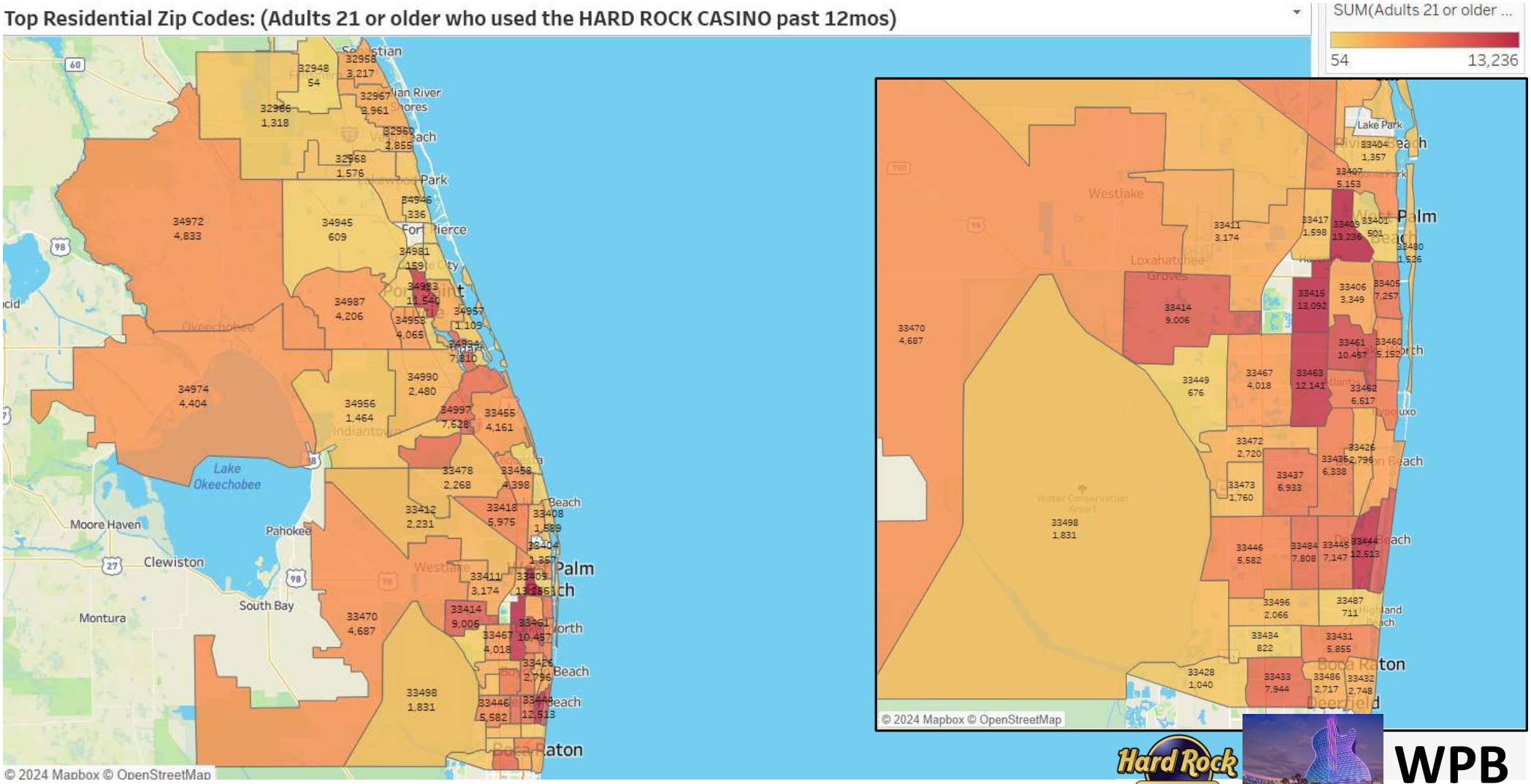
WDC

WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 265
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Casinos visited past 12 months (by name): Hollywood Casino at Charles Town Races

Top Residential Zip Codes: (Adults 21 or older who used the HARD ROCK CASINO past 12mos)



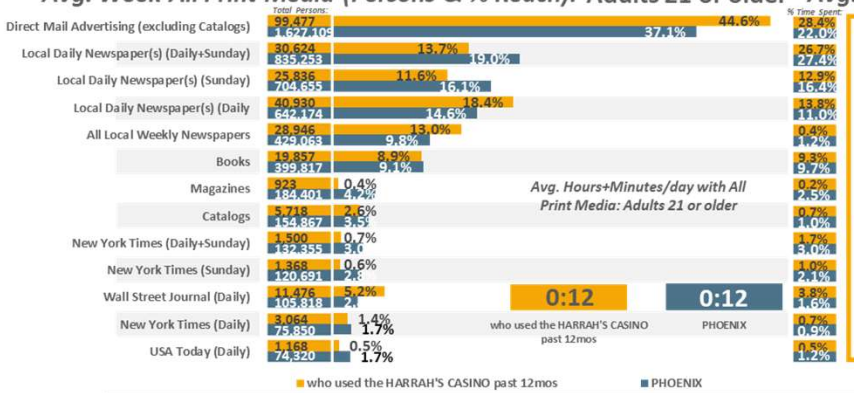
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Casinos visited past 12 months (by name): Seminole Hard Rock Hotel & Casino

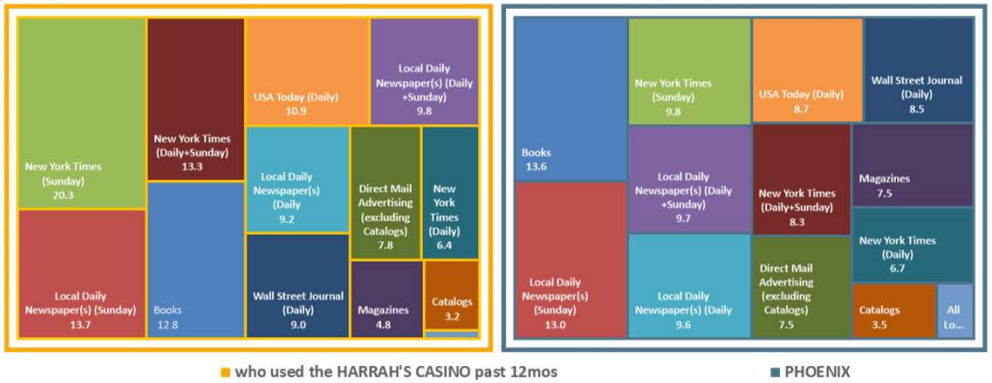


99,477 or 44.6% of Adults 21 or older who used the HARRAH'S CASINO past 12mos read Direct Mail Advertising (excluding Catalogs) for an average of 7.8 minutes every day representing 31.3% of all time spent daily with All forms of Print Media.

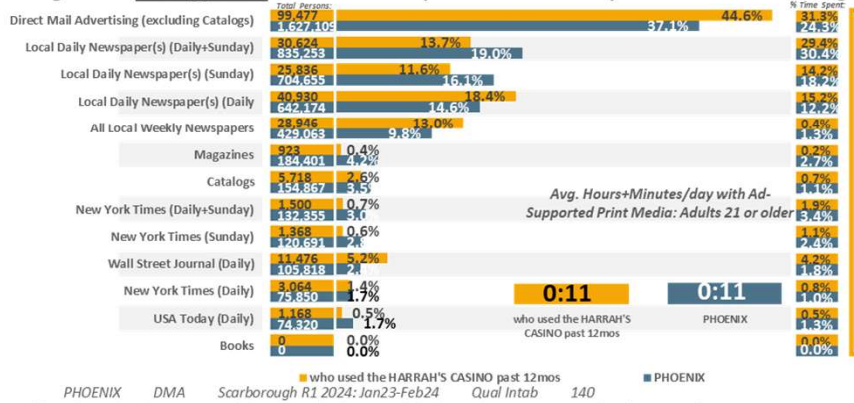
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



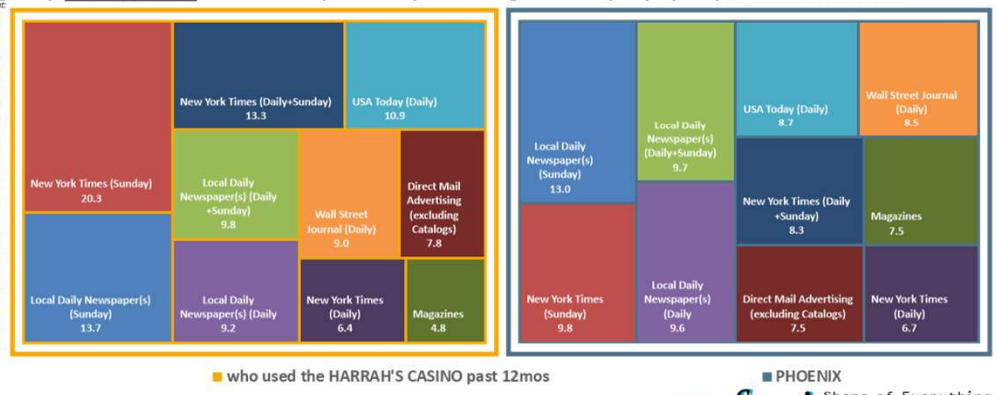
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 140

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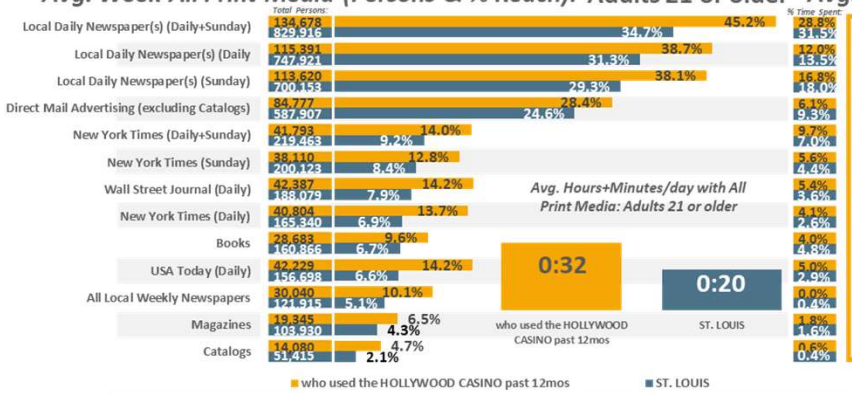
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Casinos visited past 12 months (by name): Harrah's Ak-Chin Casino

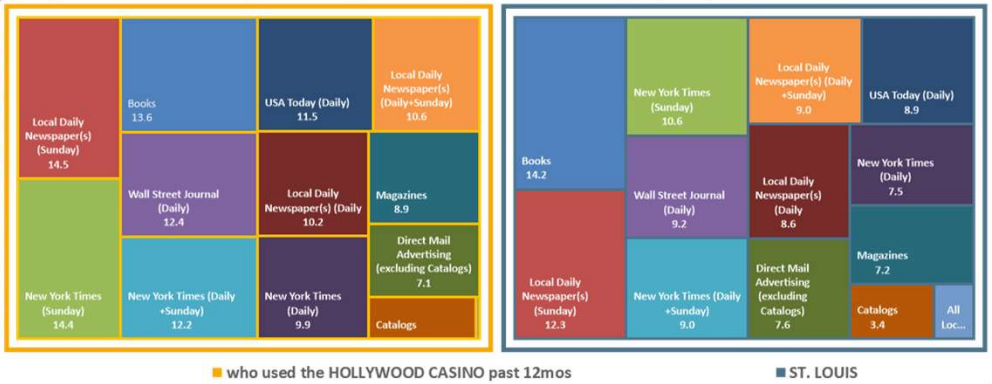


134,678 or 45.2% of Adults 21 or older who used the HOLLYWOOD CASINO past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.6 minutes every day representing 30.% of all time spent daily with All forms of Print Media.

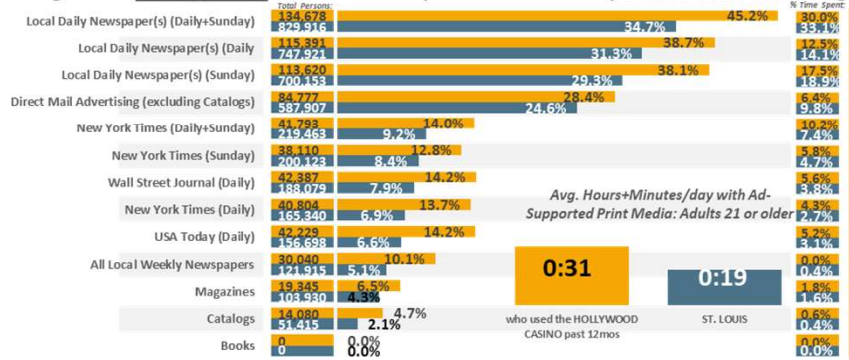
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 240

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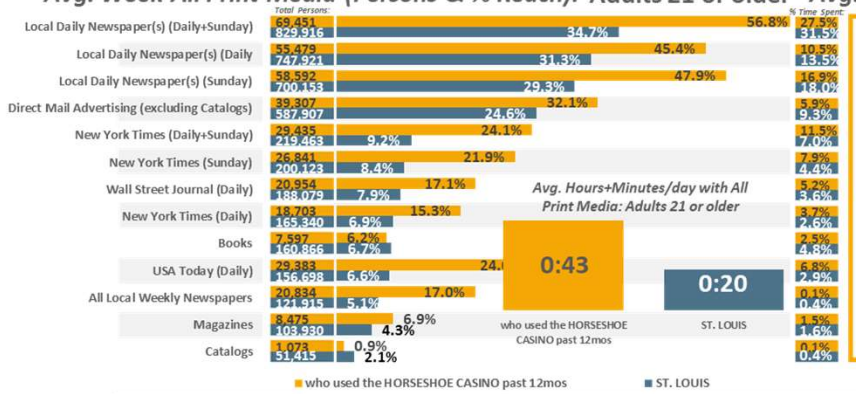
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Casinos visited past 12 months (by name): Hollywood Casino

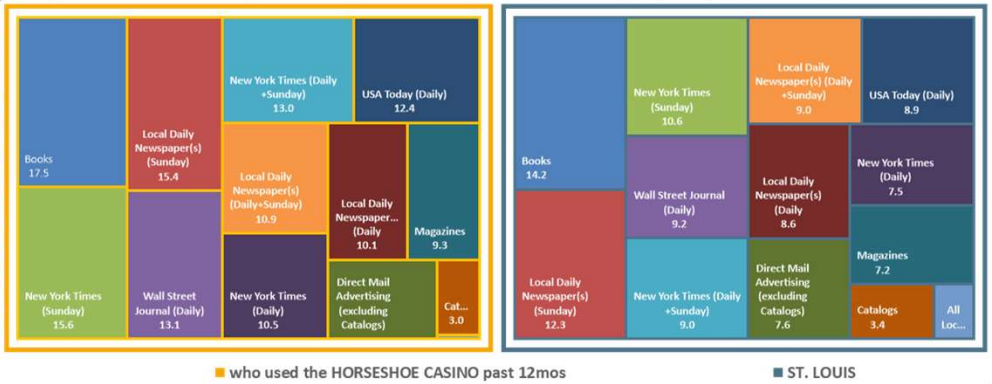


69,451 or 56.8% of Adults 21 or older who used the HORSESHOE CASINO past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.9 minutes every day representing 28.2% of all time spent daily with All forms of Print Media.

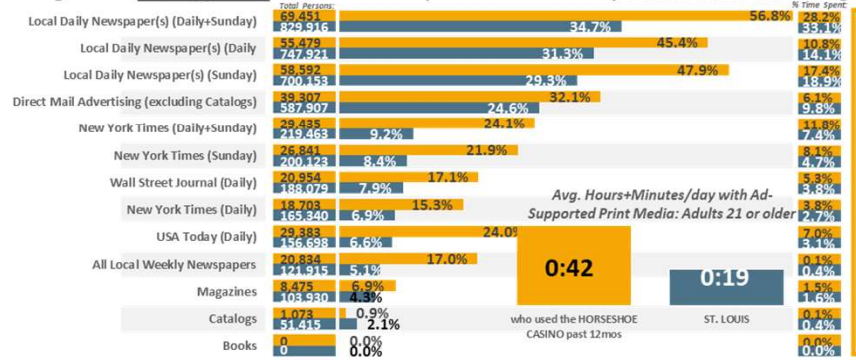
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 89

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Casinos visited past 12 months (by name): Horseshoe St. Louis

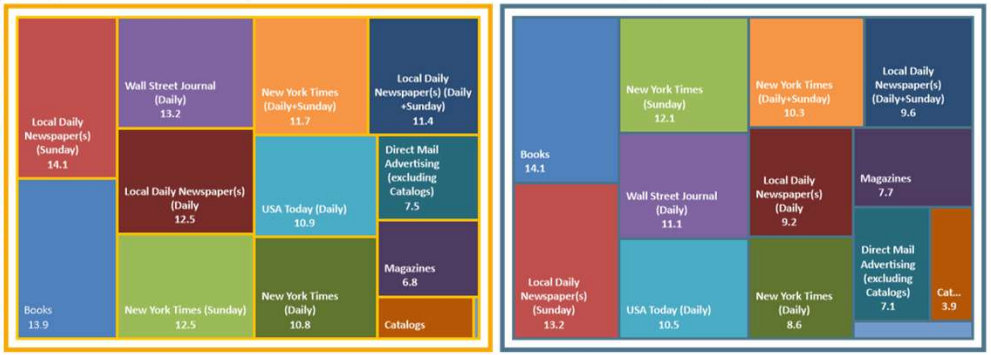


59,596 or 21.1% of Adults 21 or older who used the HOLLYWOOD CASINO past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.4 minutes every day representing 36.3% of all time spent daily with All forms of Print Media.

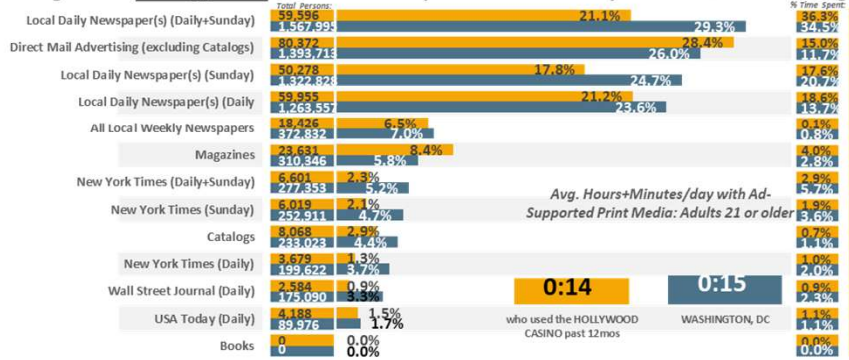
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



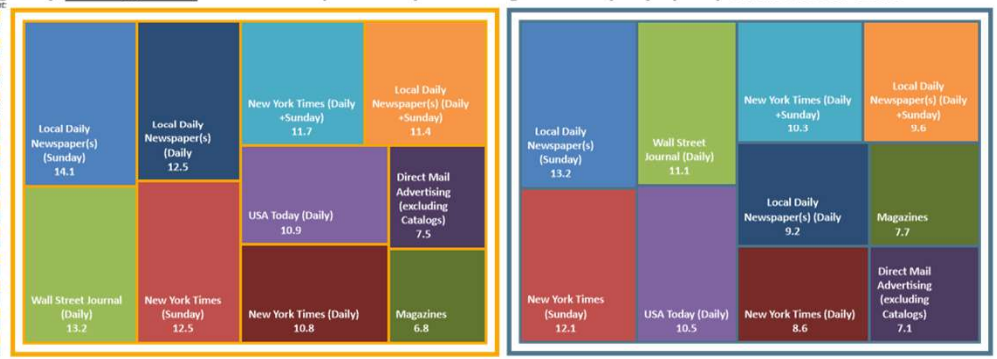
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 265

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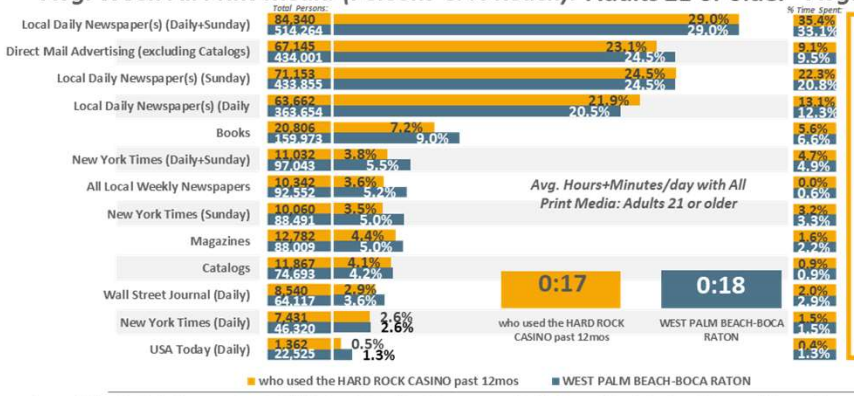
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Casinos visited past 12 months (by name): Hollywood Casino at Charles Town Races

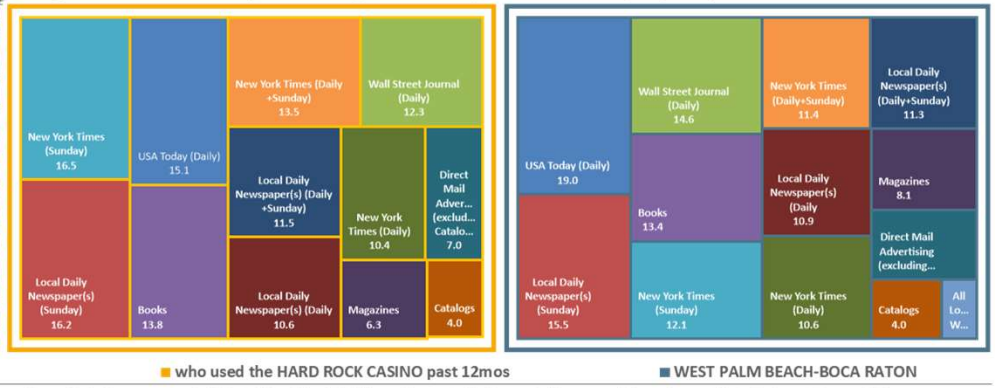


84,340 or 29.% of Adults 21 or older who used the HARD ROCK CASINO past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.5 minutes every day representing 37.5% of all time spent daily with All forms of Print Media.

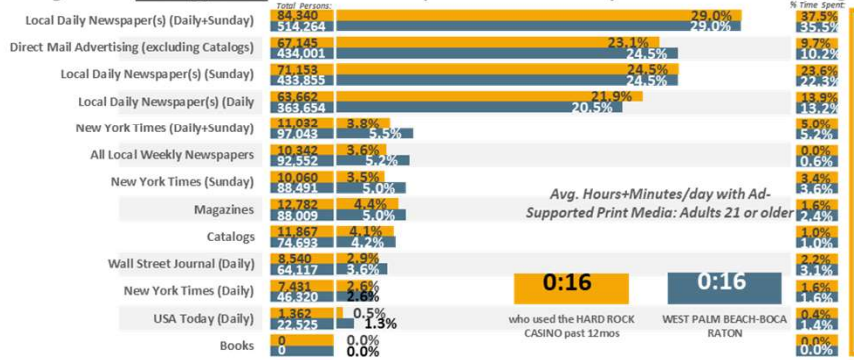
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



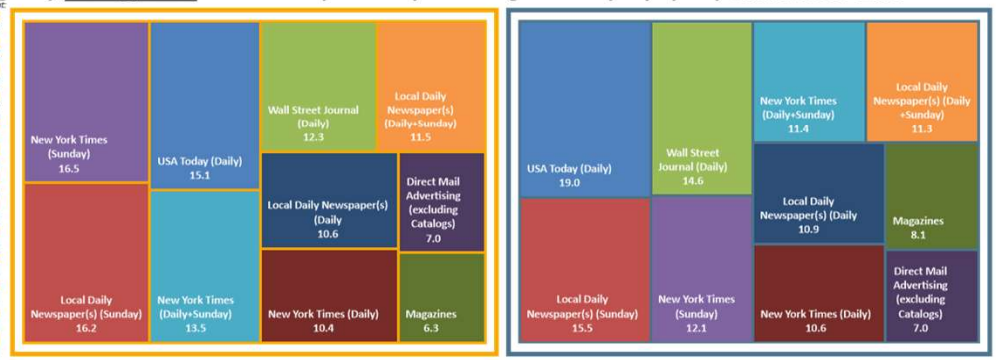
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



WEST PALM BEACH-BOCA RATON DMA

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Casinos visited past 12 months (by name): Seminole Hard Rock Hotel & Casino