

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

Brand New Data as of February 28, 2026!

Complete Demographic & Media Use Profiles



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

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

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

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

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

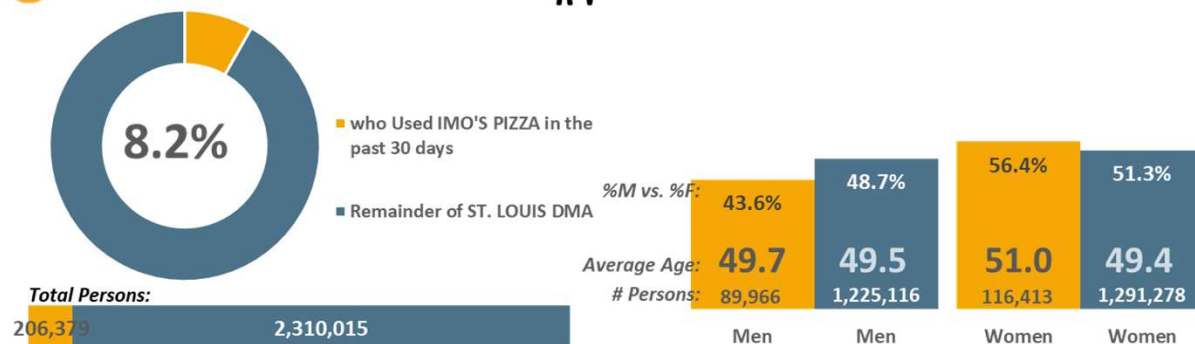
Sit-down restaurants used past 30 days: The Pasta House Co.



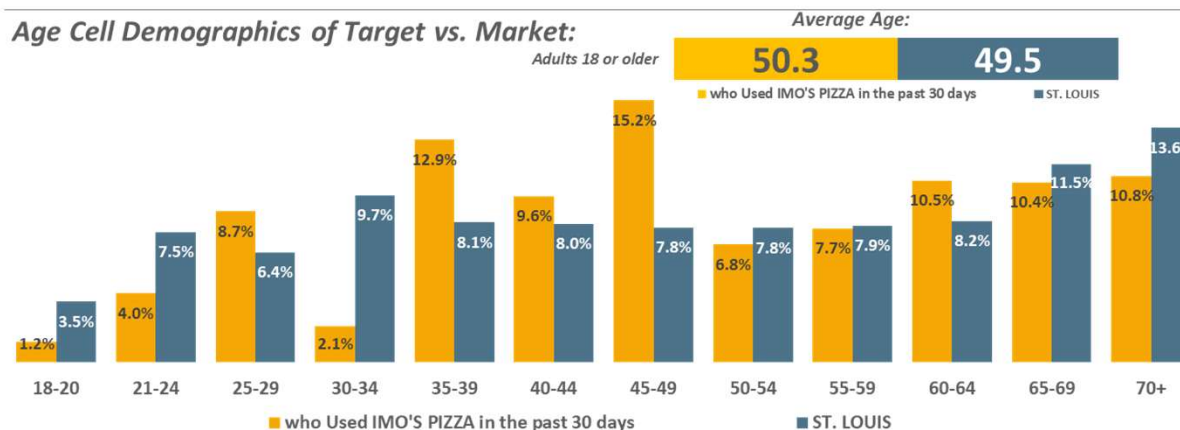


8.2% or 206,379 of ST. LOUIS DMA Adults 18 or older Used IMO'S PIZZA in the past 30 days.
 Typical Adults 18 or older who Used IMO'S PIZZA in the past 30 days are 50.3 years old (1.7% older than average) and have a \$103,992 (.% higher than average) annual household income.

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

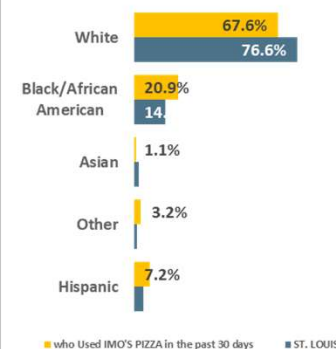


Age Cell Demographics of Target vs. Market:

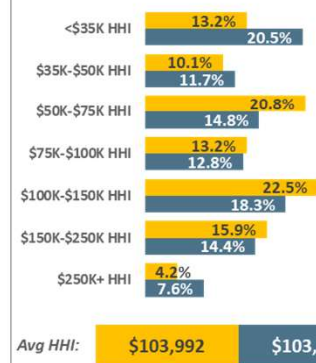


ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 181
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Ethnicity of Target vs. Market:



HHI of Target vs. Market:



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



5.5% or 138,394 of ST. LOUIS DMA Adults 18 or older Used LION'S CHOICE in the past 30 days.
Typical Adults 18 or older who Used LION'S CHOICE in the past 30 days are 52.7 years old (6.6% older than average) and have a \$135,517 (30.4% higher than average) annual household income.

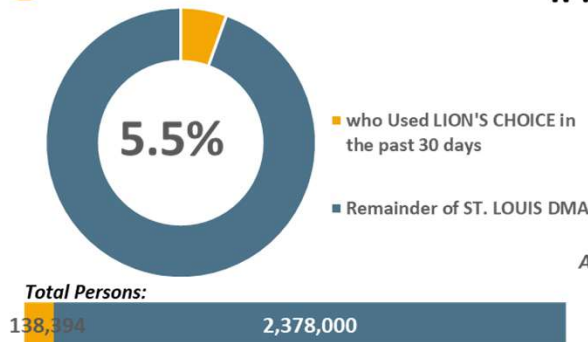


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

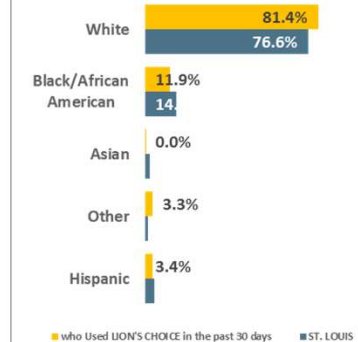
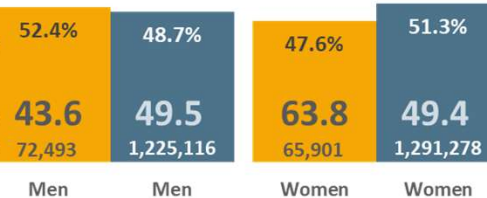
Ethnicity of Target vs. Market:



%M vs. %F:

Average Age:

Persons:



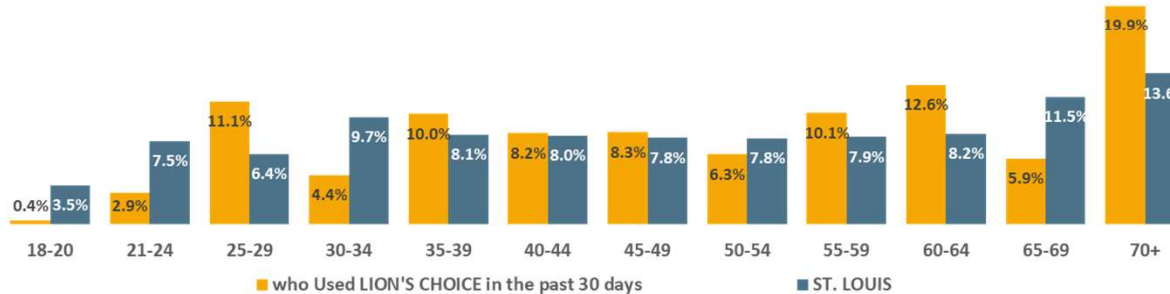
Age Cell Demographics of Target vs. Market:

Average Age:

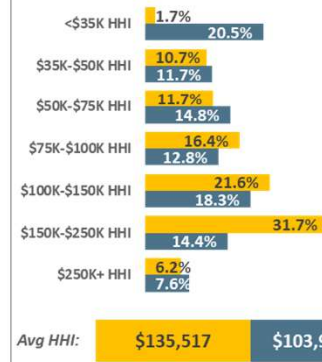
Adults 18 or older

who Used LION'S CHOICE in the past 30 days

ST. LOUIS



HHI of Target vs. Market:





4.7% or 119,398 of ST. LOUIS DMA Adults 18 or older Used STEAK 'N SHAKE in the past 30 days.
Typical Adults 18 or older who Used STEAK 'N SHAKE in the past 30 days are 54.9 years old (10.9% older than average) and have a \$91,455 (12.% lower than average) annual household income.

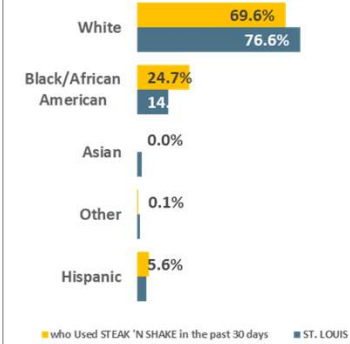
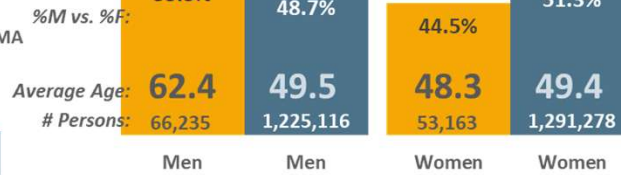
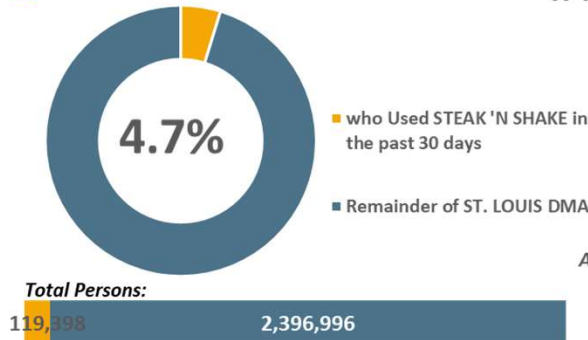


Percent of Market: Adults 18 or older



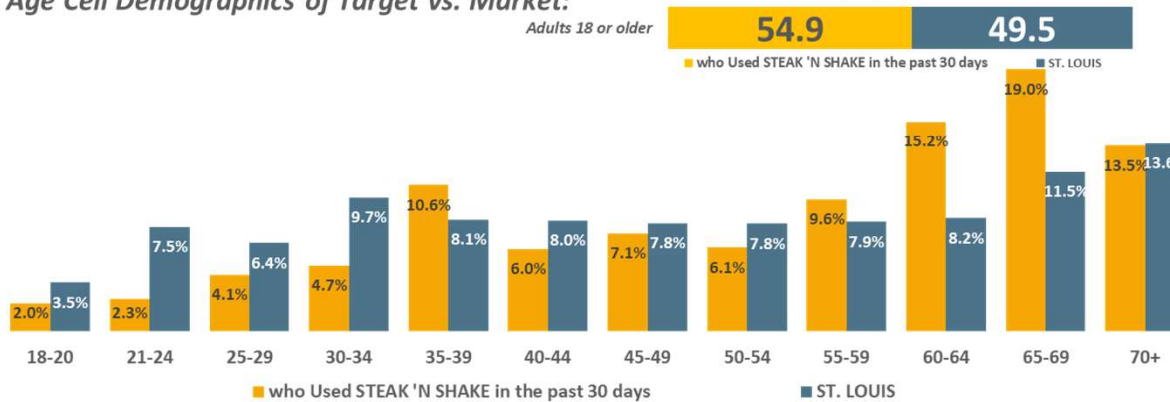
Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:

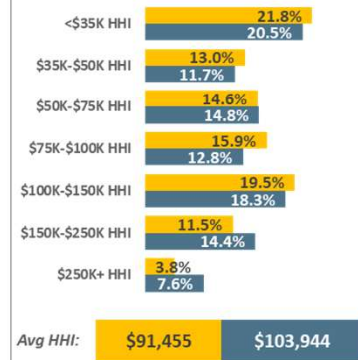


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:





3.4% or 86,620 of ST. LOUIS DMA Adults 18 or older Used BANDANA'S BAR-B-Q in the past 30 days.
Typical Adults 18 or older who Used BANDANA'S BAR-B-Q in the past 30 days are 55.7 years old (12.5% older than average) and have a \$96,981 (6.7% lower than average) annual household income.

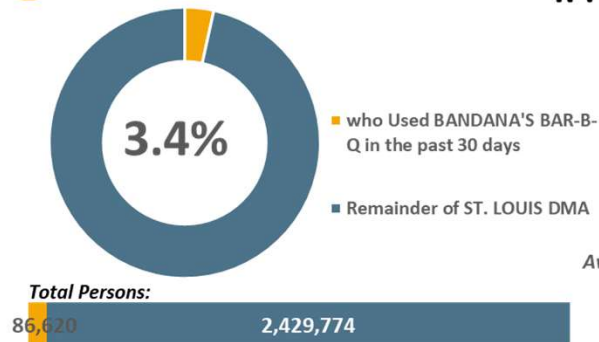


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

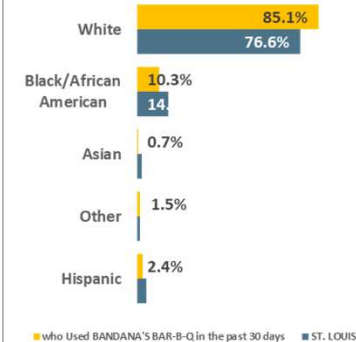
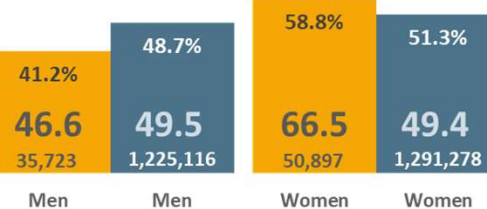
Ethnicity of Target vs. Market:



%M vs. %F

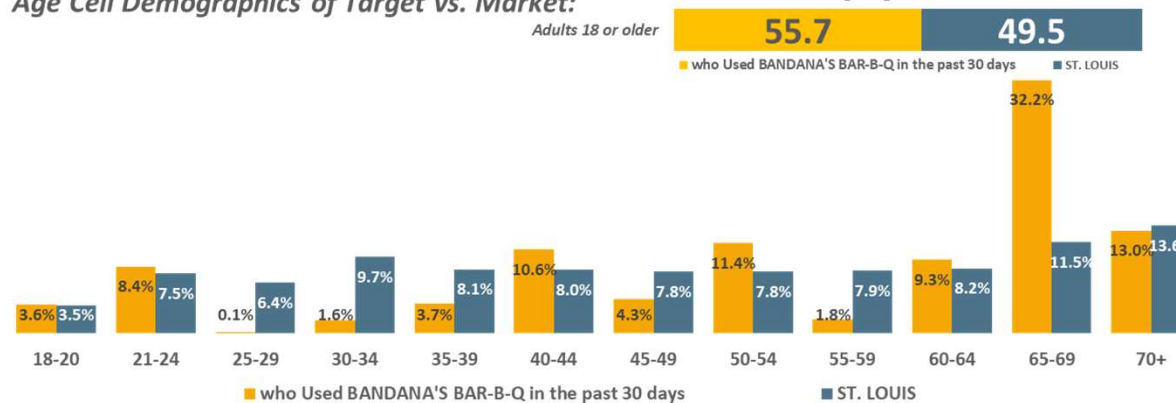
Average Age:

Persons:

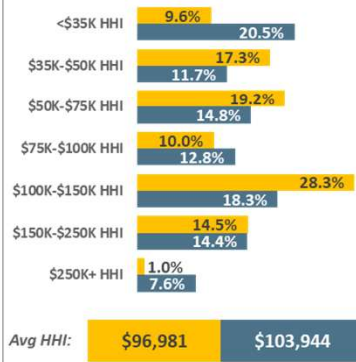


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:





2.5% or 63,258 of ST. LOUIS DMA Adults 18 or older Used THE PASTA HOUSE CO. in the past 30 days.
 Typical Adults 18 or older who Used THE PASTA HOUSE CO. in the past 30 days are 51.2 years old (3.5% older than average) and have a \$92,400 (11.1% lower than average) annual household income.

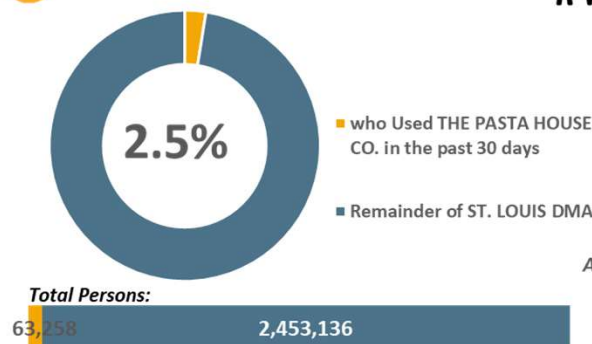


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

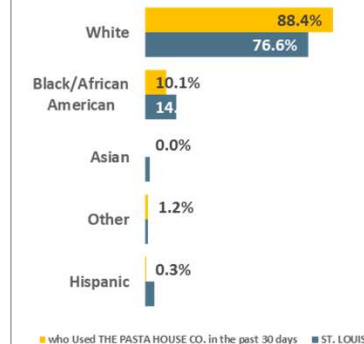
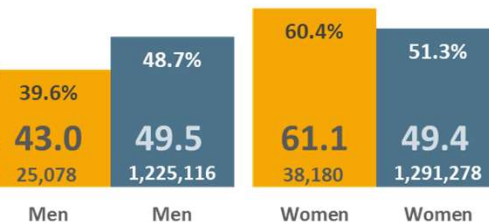
Ethnicity of Target vs. Market:



%M vs. %F:

Average Age:

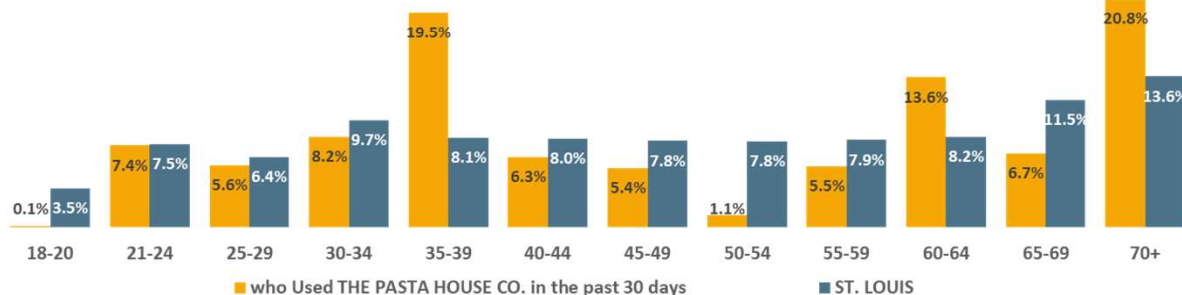
Persons:



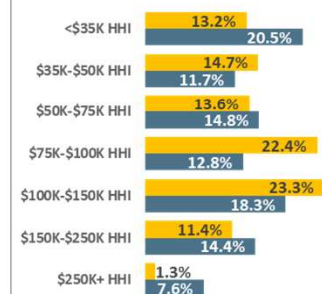
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older



HHI of Target vs. Market:



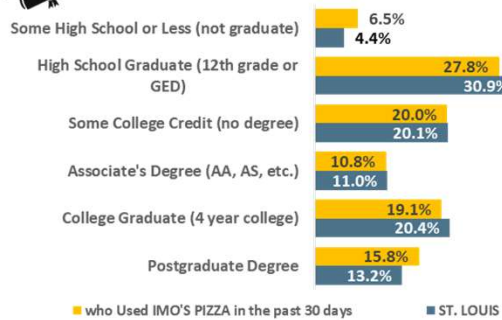
Avg HHI: \$92,400 (Target) vs \$103,944 (Market)



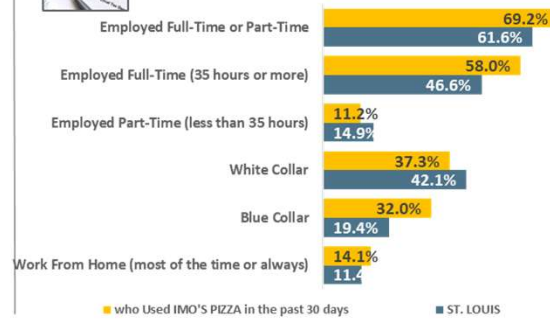
8.2% or 206,379 of ST. LOUIS DMA Adults 18 or older Used IMO'S PIZZA in the past 30 days. Adults 18 or older who Used IMO'S PIZZA in the past 30 days are 3.9% more likely to be a college graduate, 24.4% more likely to work full-time, 7.3% less likely to be married, 52.3% more likely to be a parent of 1 or more children under 18.



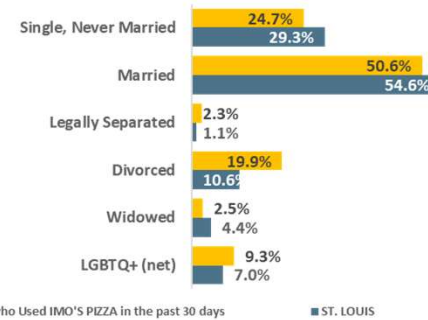
Education Levels: Adults 18 or older



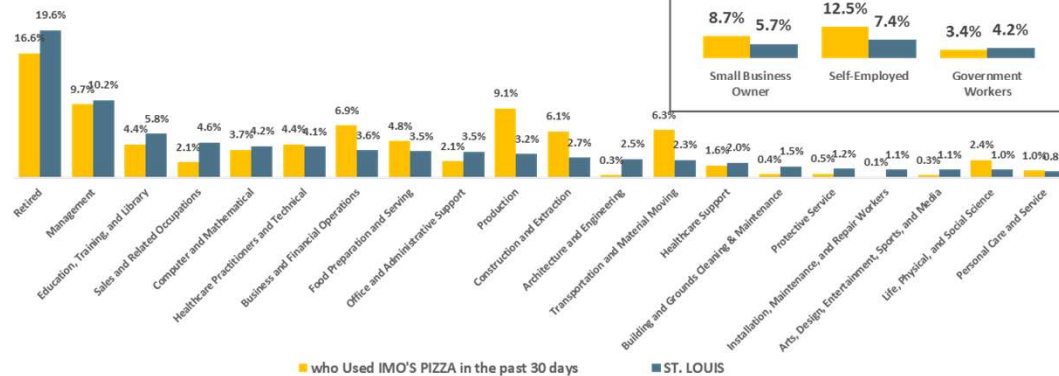
Employment: Adults 18 or older



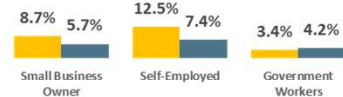
Marital Status: Adults 18 or older



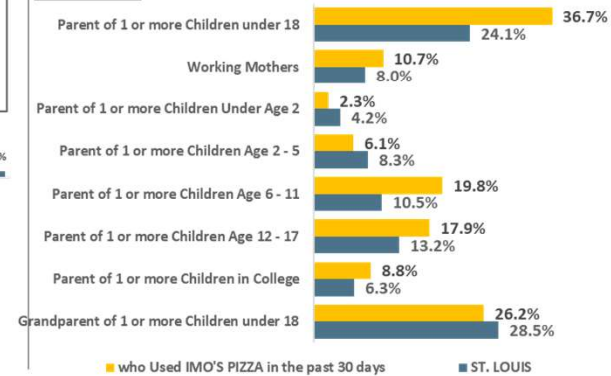
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

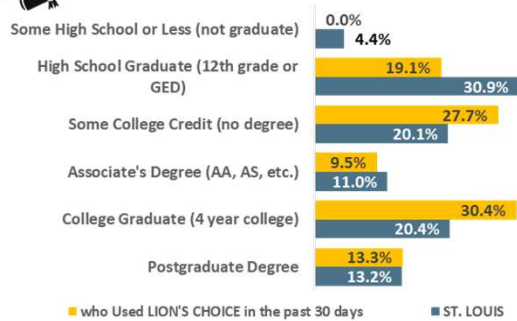




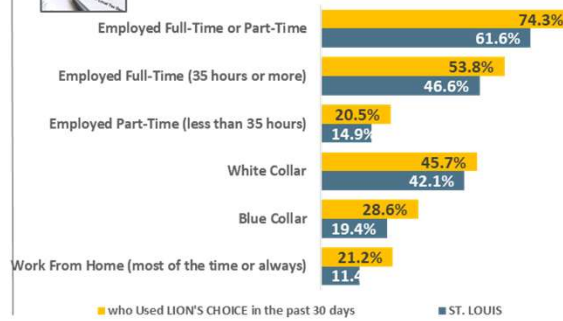
5.5% or 138,394 of ST. LOUIS DMA Adults 18 or older Used LION'S CHOICE in the past 30 days. Adults 18 or older who Used LION'S CHOICE in the past 30 days are 30.2% more likely to be a college graduate, 15.5% more likely to work full-time, 19.5% more likely to be married, 11.2% less likely to be a parent of 1 or more children under 18.



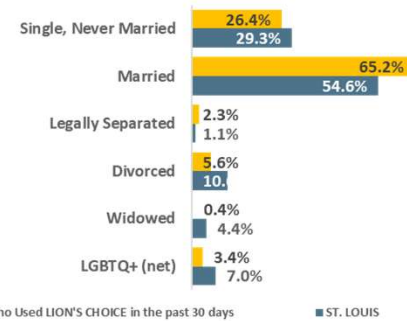
Education Levels: Adults 18 or older



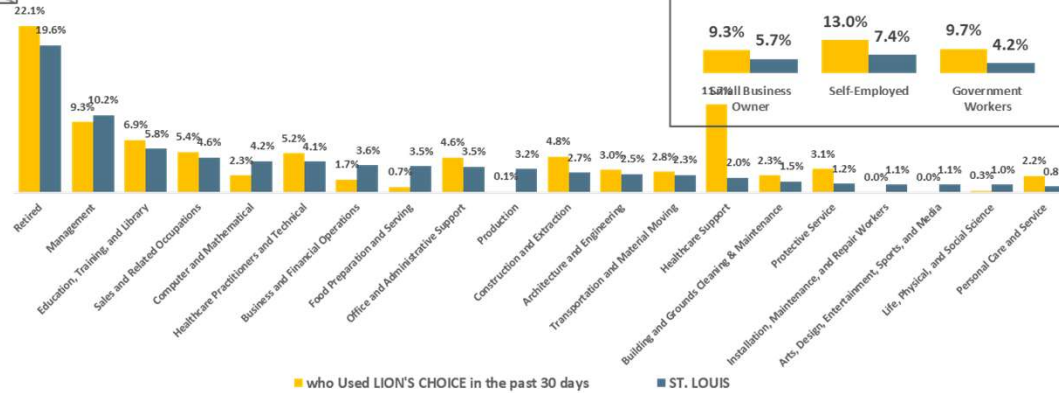
Employment: Adults 18 or older



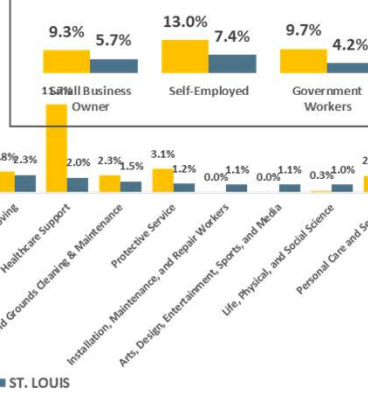
Marital Status: Adults 18 or older



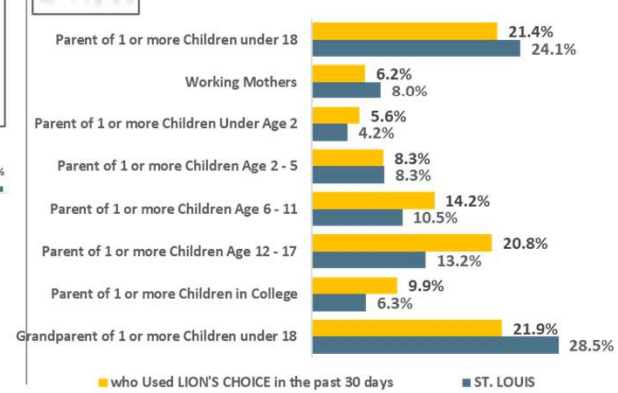
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

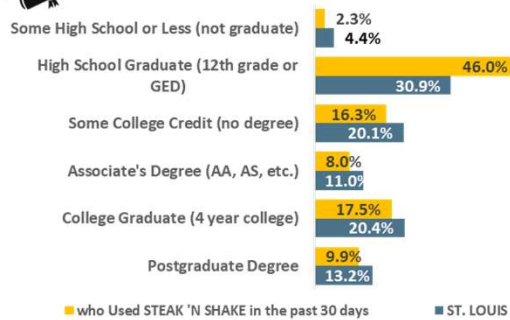




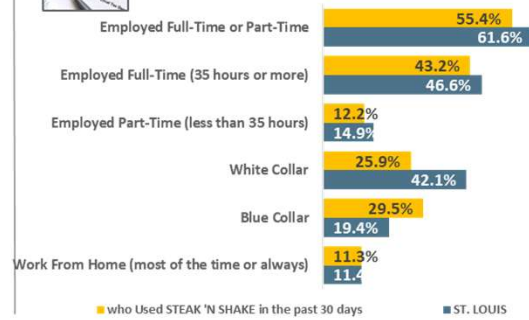
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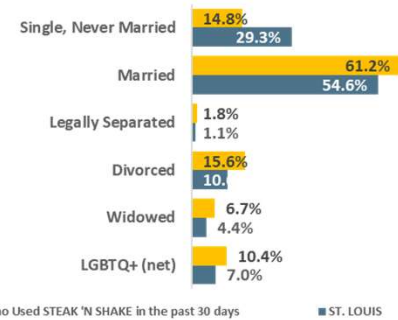
Education Levels: Adults 18 or older



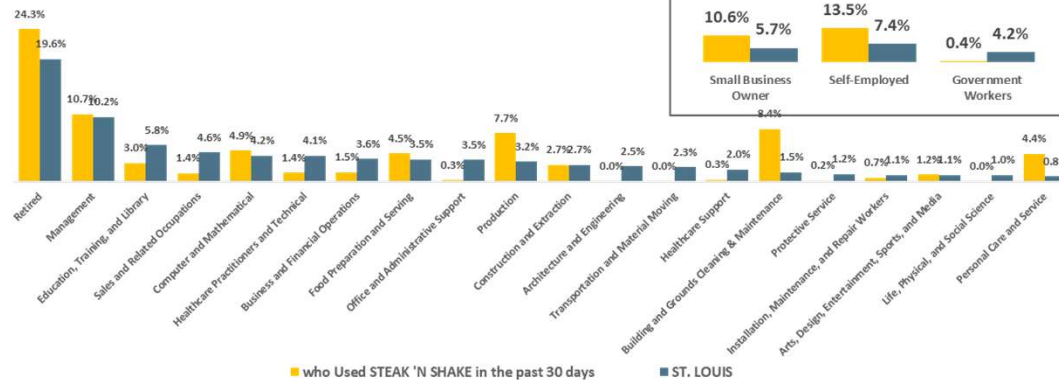
Employment: Adults 18 or older



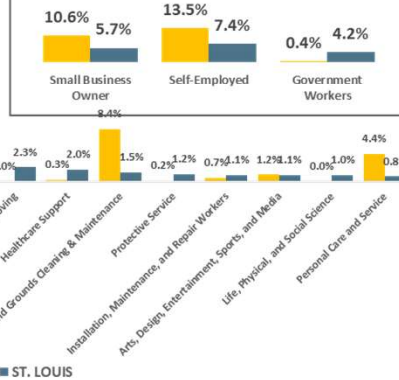
Marital Status: Adults 18 or older



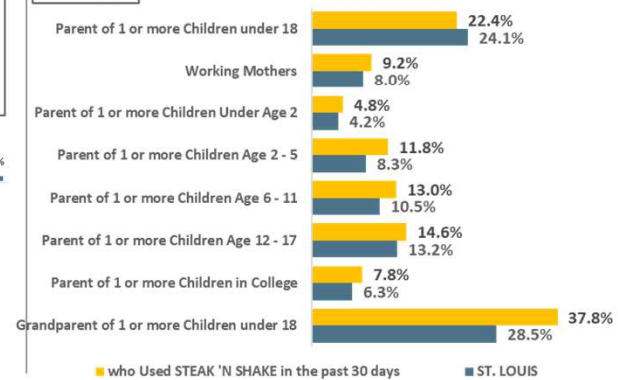
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

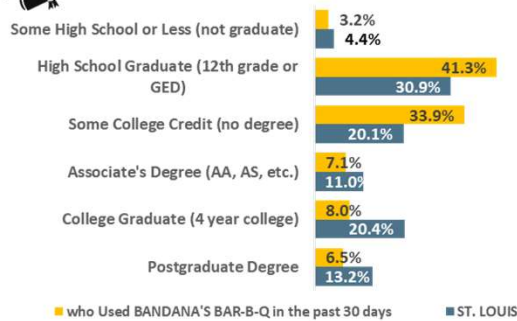




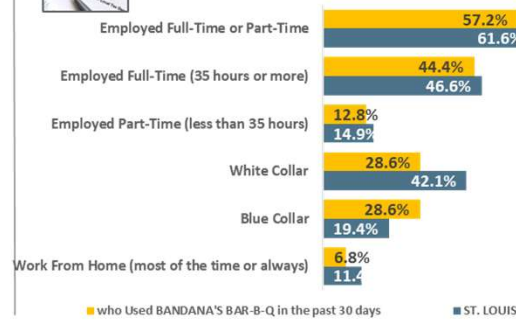
3.4% or 86,620 of ST. LOUIS DMA Adults 18 or older Used BANDANA'S BAR-B-Q in the past 30 days. Adults 18 or older who Used BANDANA'S BAR-B-Q in the past 30 days are 56.9% less likely to be a college graduate, 4.8% less likely to work full-time, 25.% more likely to be married, 5.1% less likely to be a parent of 1 or more children under 18.



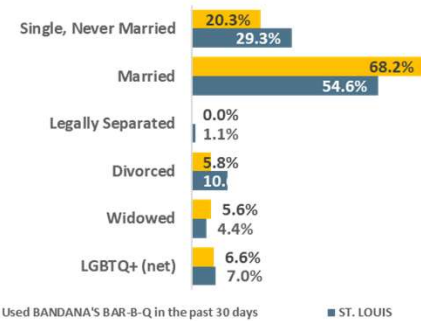
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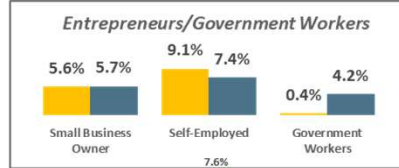
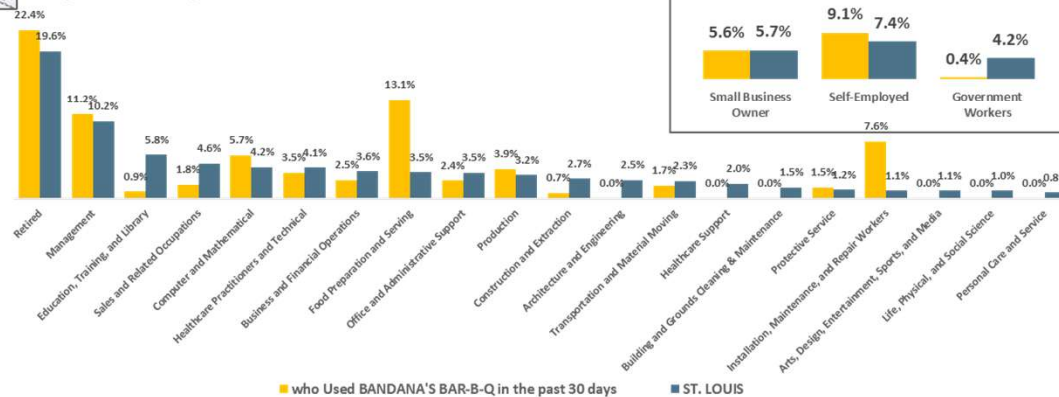
Employment: Adults 18 or older



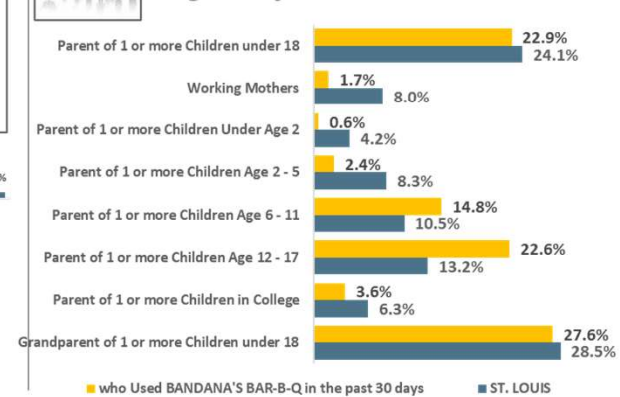
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

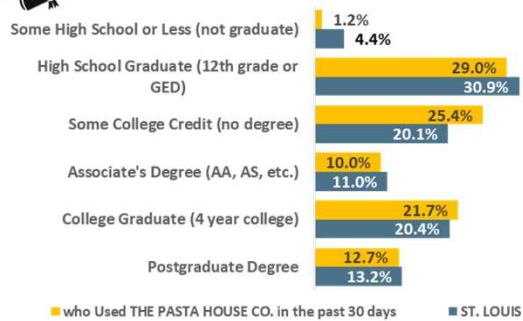




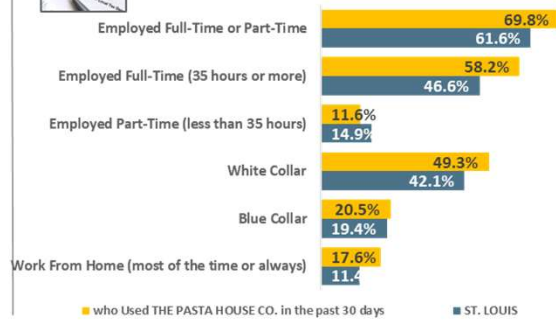
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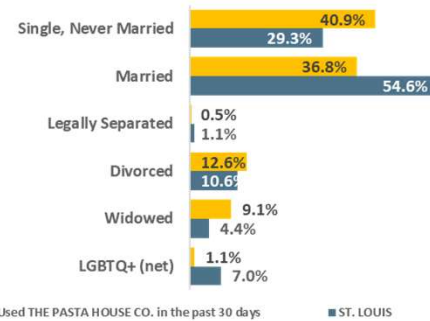
Education Levels: Adults 18 or older



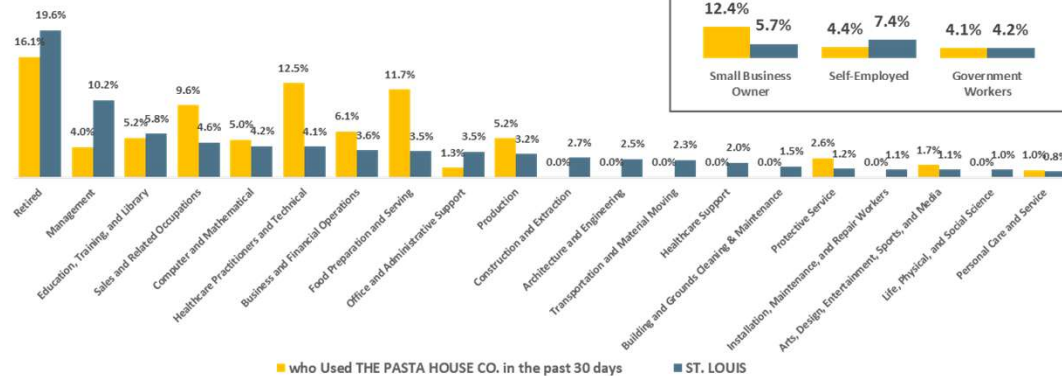
Employment: Adults 18 or older



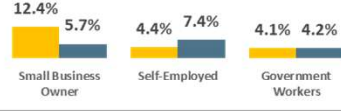
Marital Status: Adults 18 or older



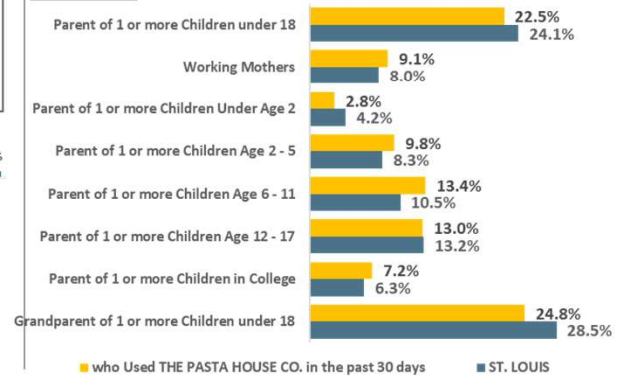
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

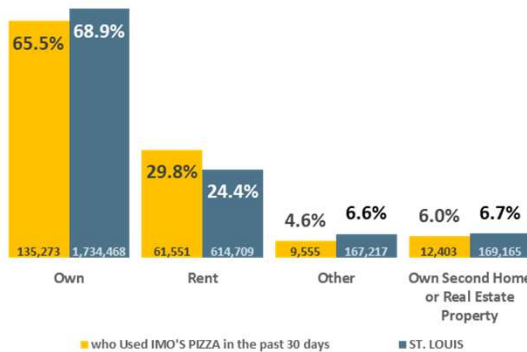




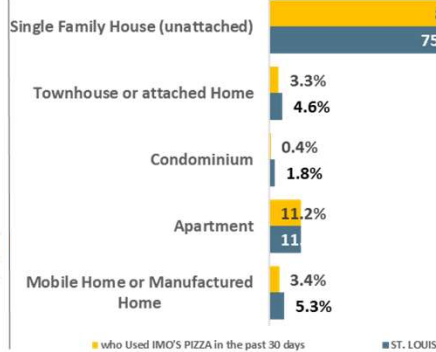
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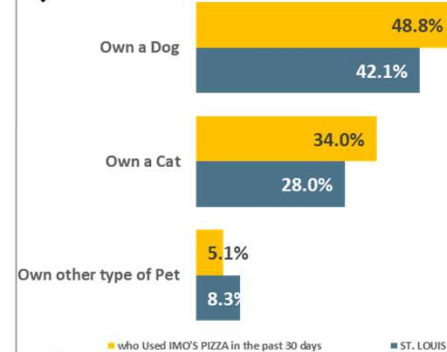
Own/Rent/Other: Adults 18 or older



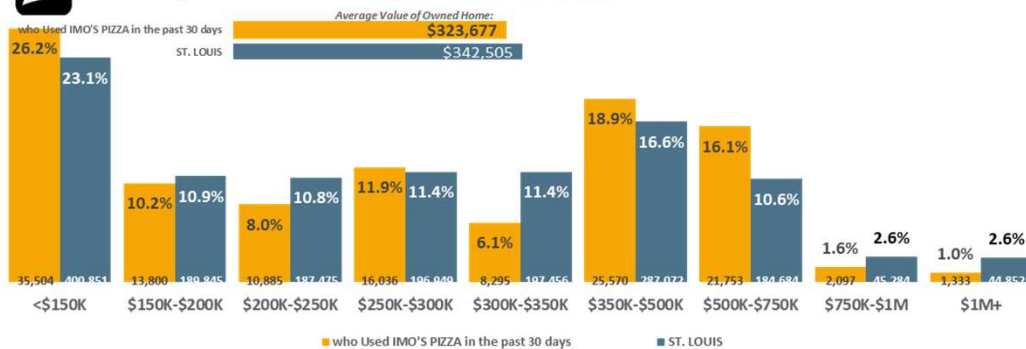
Type of Home: Adults 18 or older



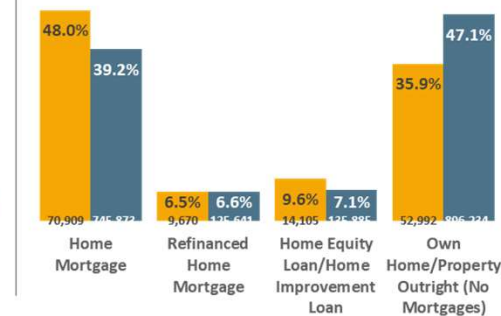
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

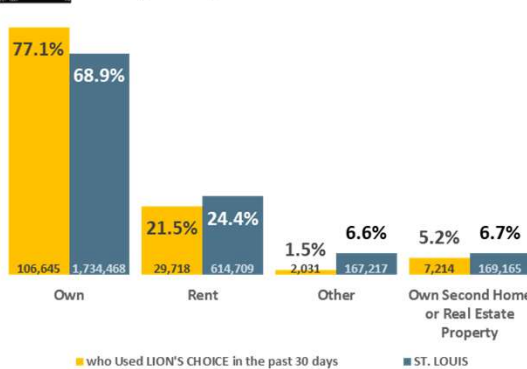




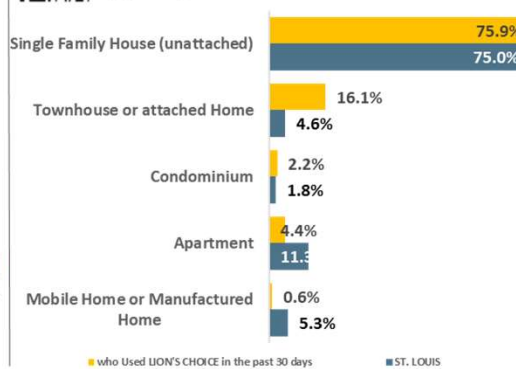
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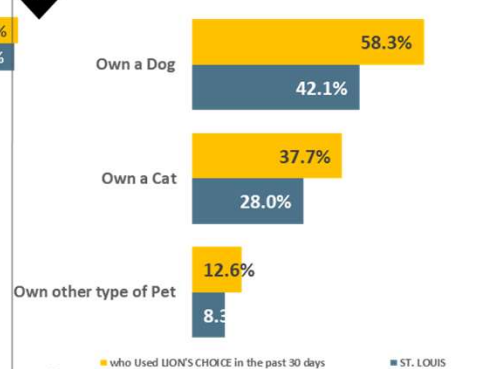
Own/Rent/Other: Adults 18 or older



Type of Home: Adults 18 or older



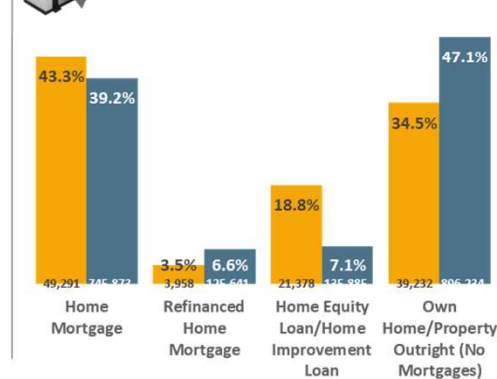
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

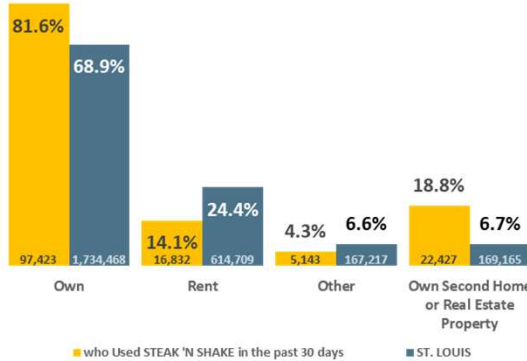




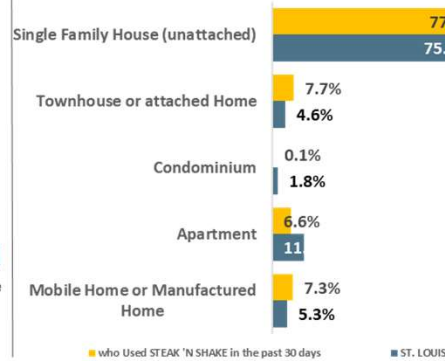
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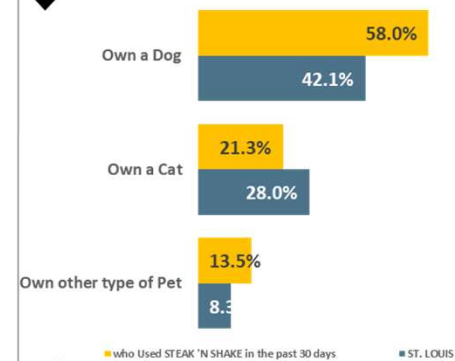
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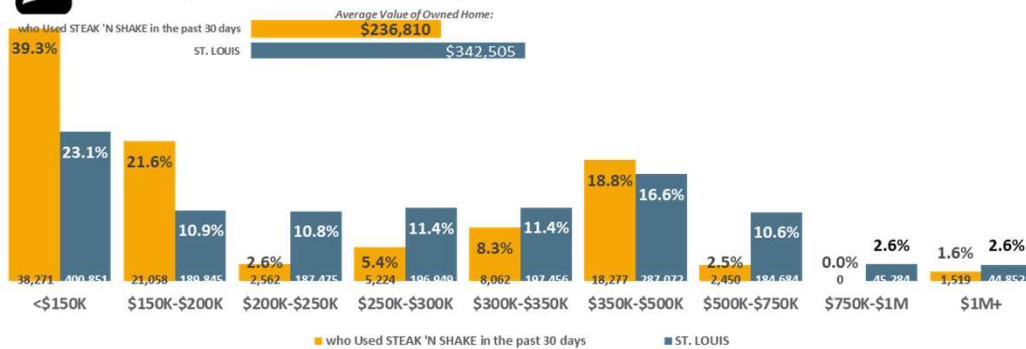
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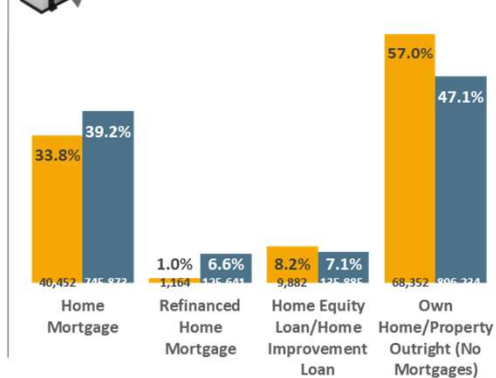
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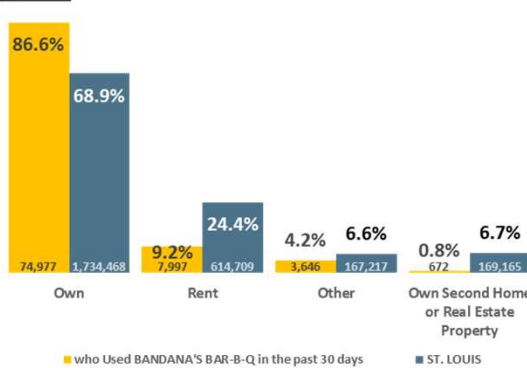




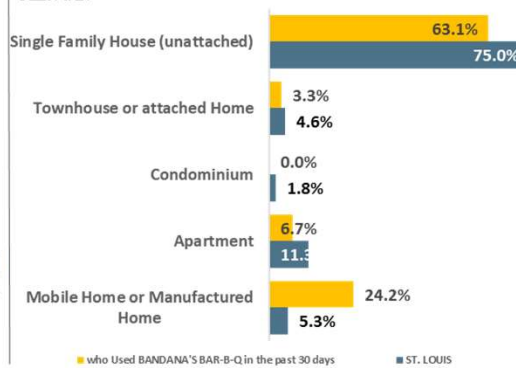
3.4% or 86,620 of ST. LOUIS DMA Adults 18 or older Used BANDANA'S BAR-B-Q in the past 30 days. Adults 18 or older who Used BANDANA'S BAR-B-Q in the past 30 days are 25.6% more likely to own their home, 35.8% more likely to own a lower valued home, 15.9% less likely to have a single-family home, 30.5% less likely to have a dog.



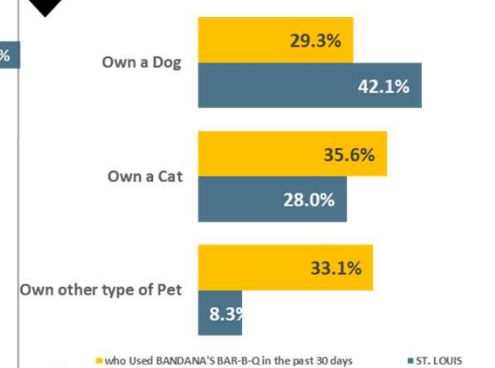
Own/Rent/Other: Adults 18 or older



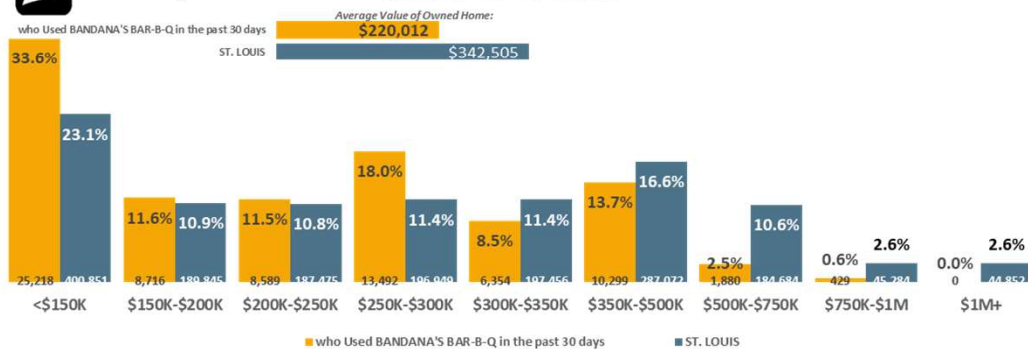
Type of Home: Adults 18 or older



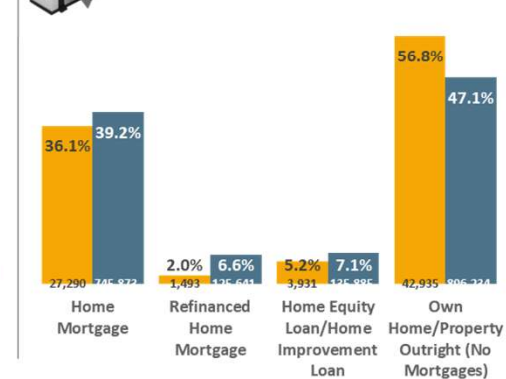
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

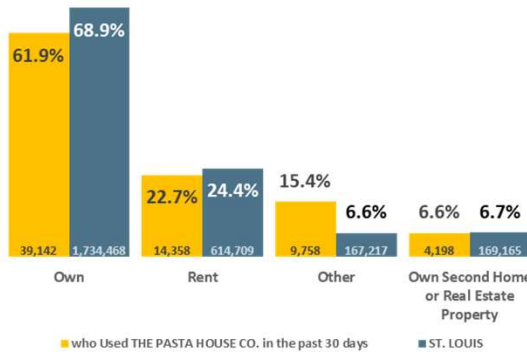




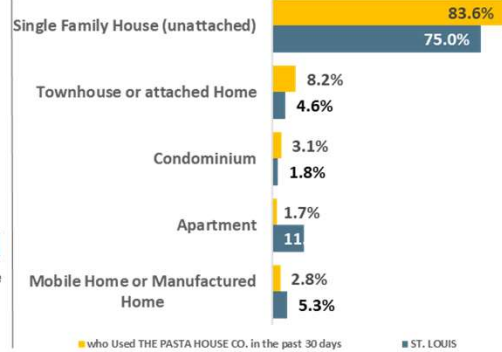
2.5% or 63,258 of ST. LOUIS DMA Adults 18 or older Used THE PASTA HOUSE CO. in the past 30 days. Adults 18 or older who Used THE PASTA HOUSE CO. in the past 30 days are 10.2% less likely to own their home, 1.9% more likely to own a lower valued home, 11.5% more likely to have a single-family home, 11.9% more likely to have a dog.



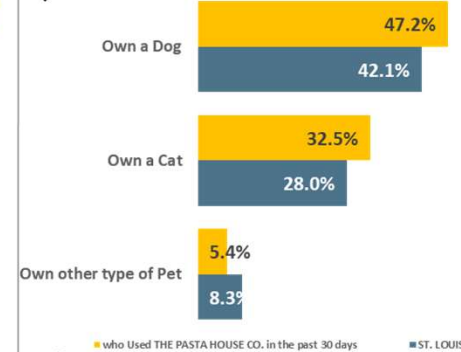
Own/Rent/Other: Adults 18 or older



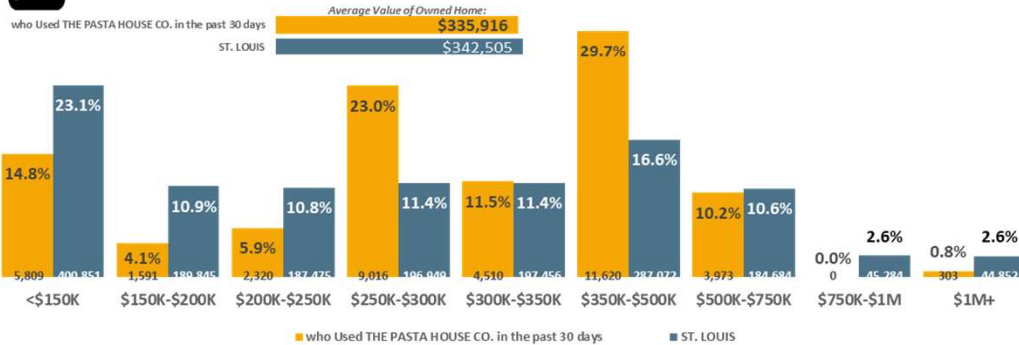
Type of Home: Adults 18 or older



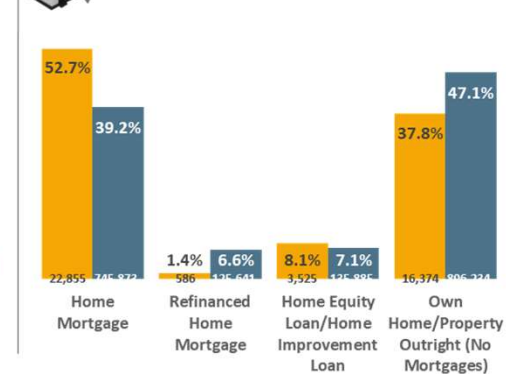
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

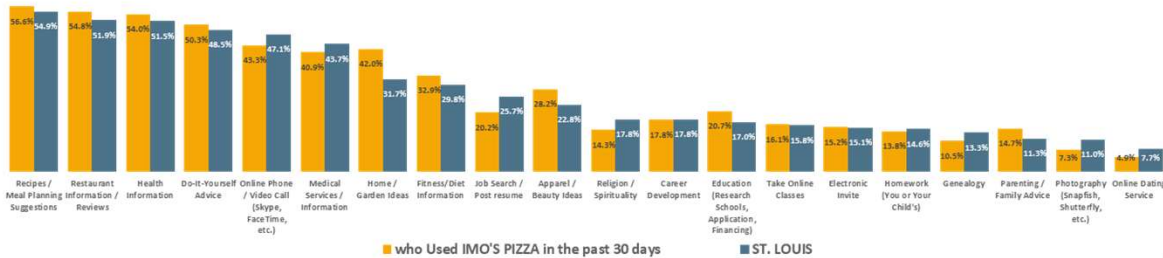




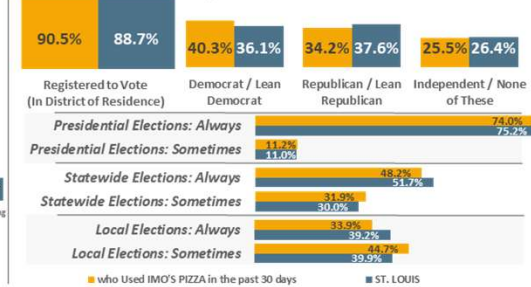
8.2% or 206,379 of ST. LOUIS DMA Adults 18 or older Used IMO'S PIZZA in the past 30 days. Adults 18 or older who Used IMO'S PIZZA in the past 30 days are 3.6% more likely to look up D-I-Y advice online, 13.5% less likely to always vote in local elections, 26.9% more likely to belong to a gym, 34.4% more likely to fly domestic past yr.



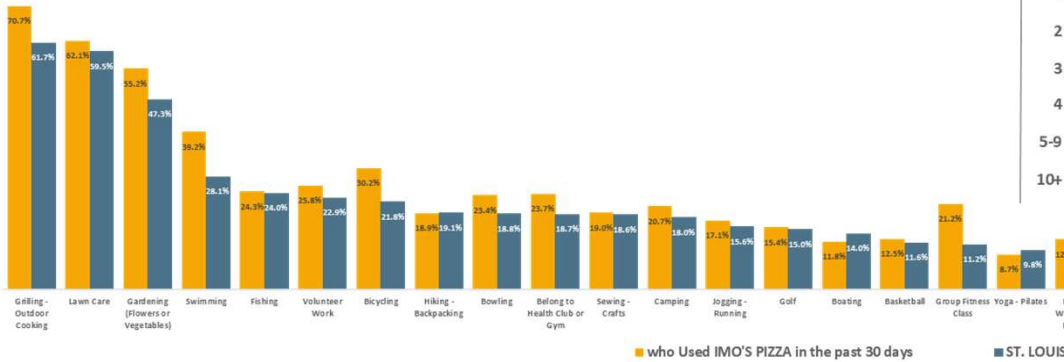
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



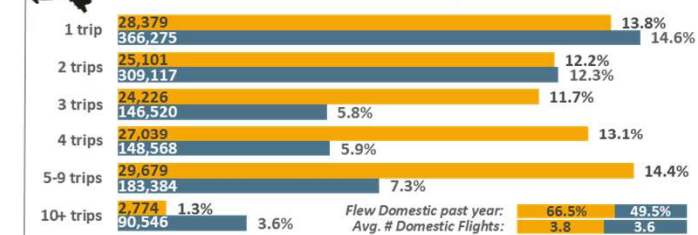
Political Activity: Adults 18 or older



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



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

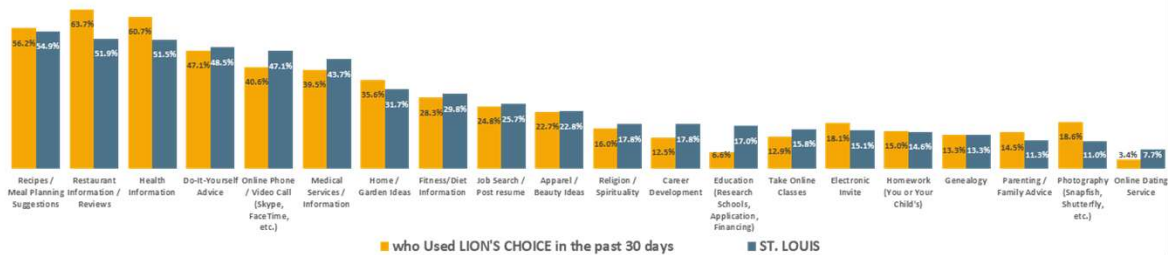




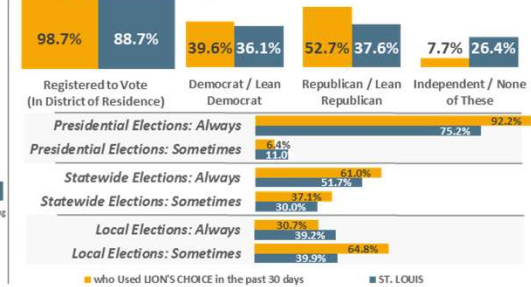
5.5% or 138,394 of ST. LOUIS DMA Adults 18 or older Used LION'S CHOICE in the past 30 days. Adults 18 or older who Used LION'S CHOICE in the past 30 days are 3.1% less likely to look up D-I-Y advice online, 21.8% less likely to always vote in local elections, 28.2% less likely to belong to a gym, 12.1% more likely to fly domestic past yr.



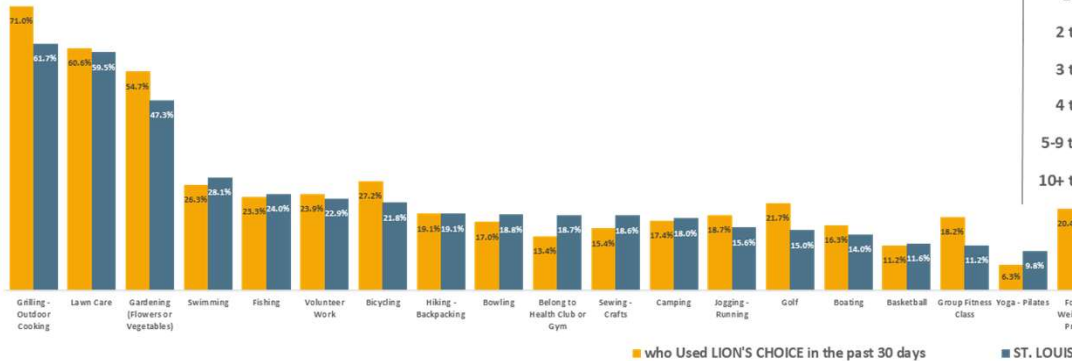
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



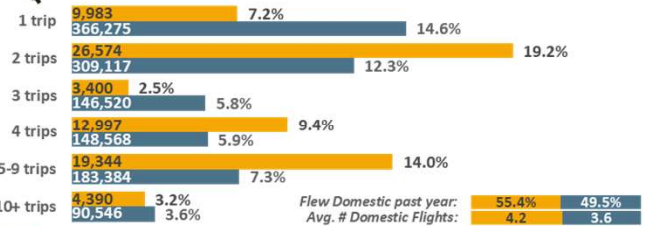
Political Activity: Adults 18 or older



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



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

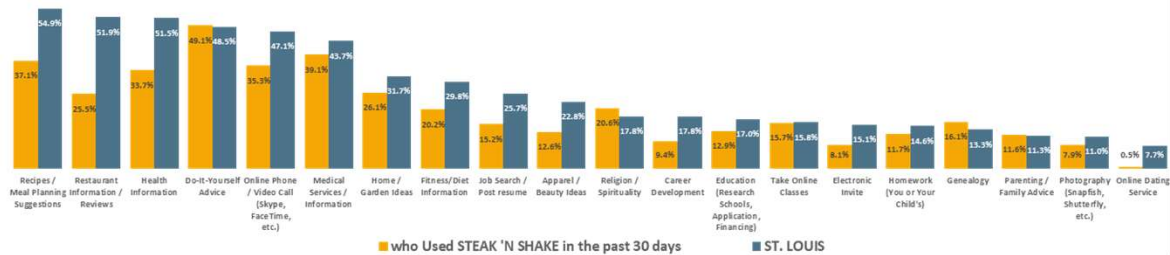




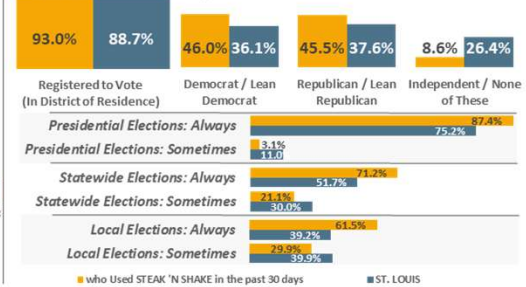
4.7% or 119,398 of ST. LOUIS DMA Adults 18 or older Used STEAK 'N SHAKE in the past 30 days. Adults 18 or older who Used STEAK 'N SHAKE in the past 30 days are 1.2% more likely to look up D-I-Y advice online, 56.7% more likely to always vote in local elections, 15.1% less likely to belong to a gym, 3.2% more likely to fly domestic past yr.



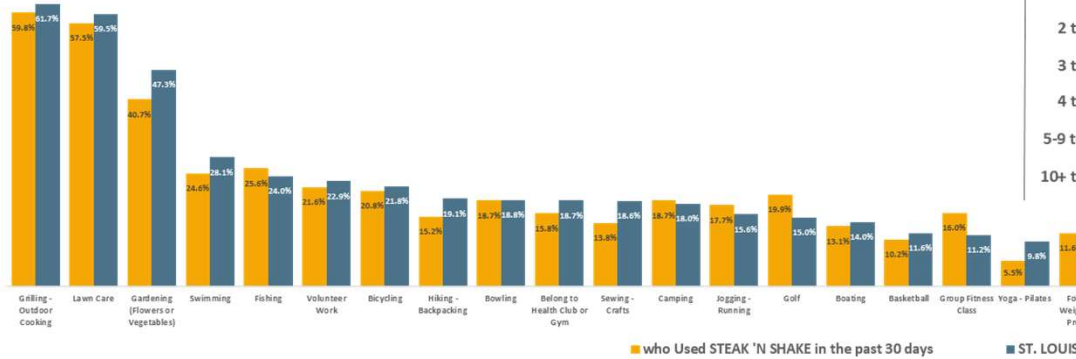
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



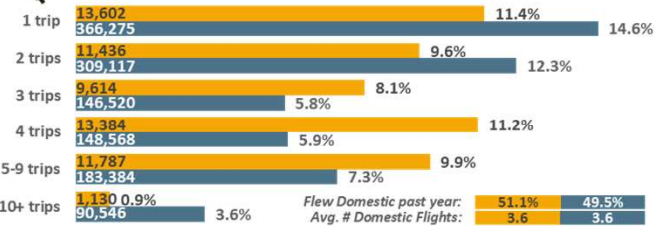
Political Activity: Adults 18 or older



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



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



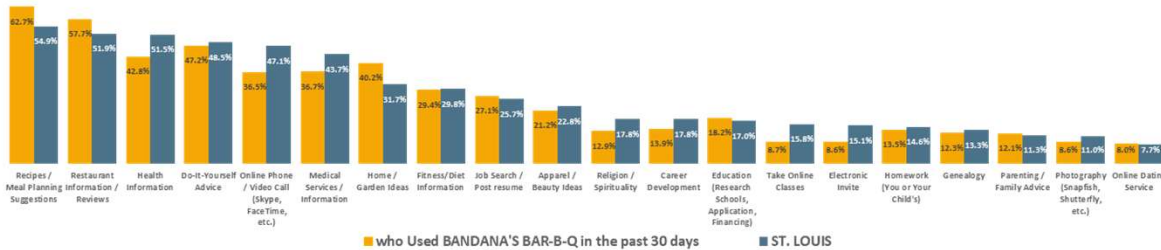
Flew Domestic past year: 51.1%
Avg. # Domestic Flights: 3.6



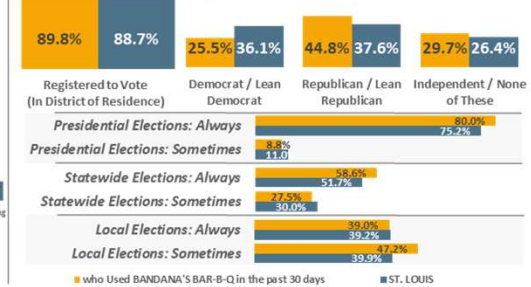
3.4% or 86,620 of ST. LOUIS DMA Adults 18 or older Used BANDANA'S BAR-B-Q in the past 30 days. Adults 18 or older who Used BANDANA'S BAR-B-Q in the past 30 days are 2.7% less likely to look up D-I-Y advice online, .5% less likely to always vote in local elections, 22.3% less likely to belong to a gym, 8.3% less likely to fly domestic past yr.



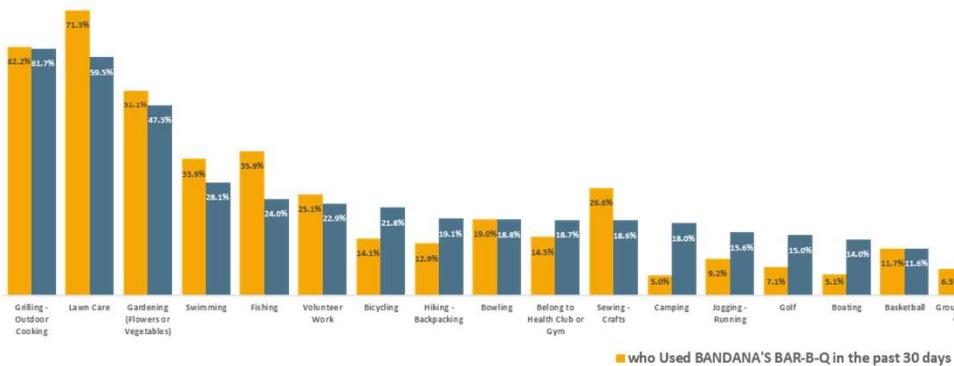
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



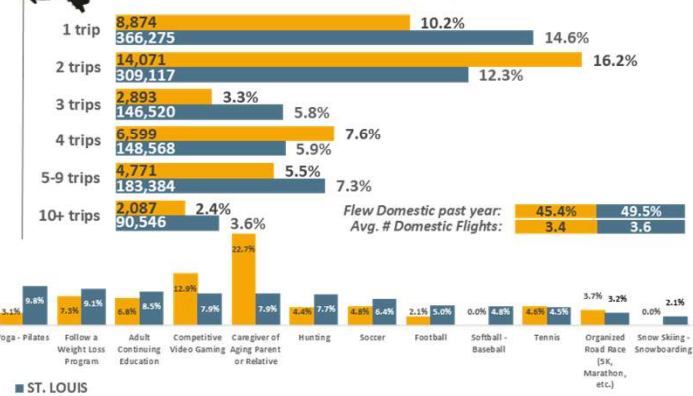
Political Activity: Adults 18 or older



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



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

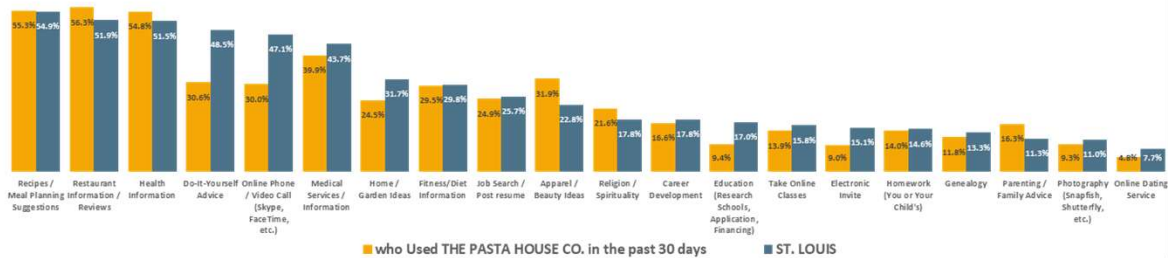




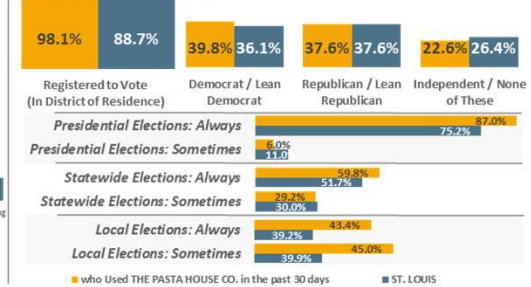
2.5% or 63,258 of ST. LOUIS DMA Adults 18 or older Used THE PASTA HOUSE CO. in the past 30 days. Adults 18 or older who Used THE PASTA HOUSE CO. in the past 30 days are 36.9% less likely to look up D-I-Y advice online, 10.7% more likely to always vote in local elections, 17.9% less likely to belong to a gym, 22.1% more likely to fly domestic past yr.



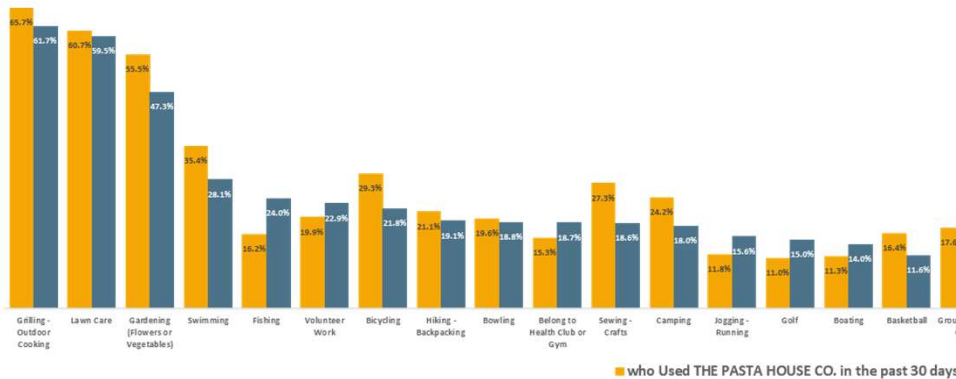
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



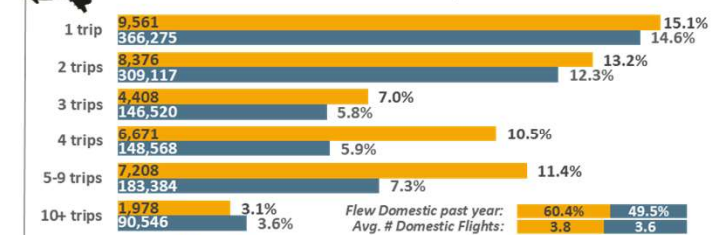
Political Activity: Adults 18 or older



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



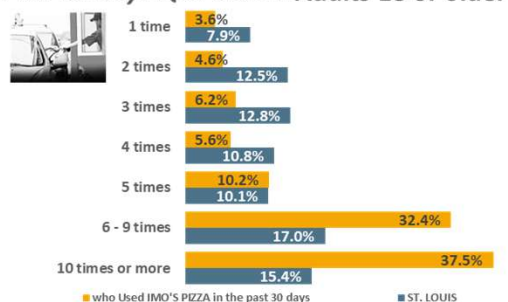
Past 12-months Domestic Airline Trips: Adults 18 or older



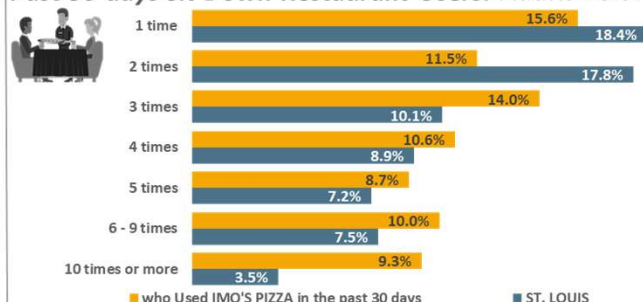


8.2% or 206,379 of ST. LOUIS DMA Adults 18 or older Used IMO'S PIZZA in the past 30 days.
 Adults 18 or older who Used IMO'S PIZZA in the past 30 days are 15.5% more likely to use QSRs past mo.,
 8.6% more likely to use Sit-Down Restaurants past mo., 59.4% more likely to use Casinos past yr., 52.5%
 more likely to smoke cigarettes.

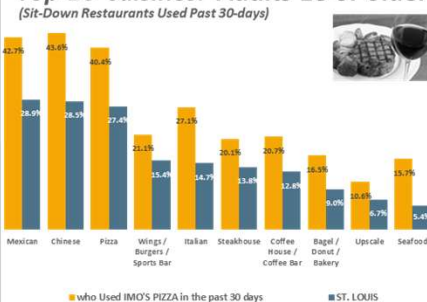
Past 30-days QSR Users: Adults 18 or older



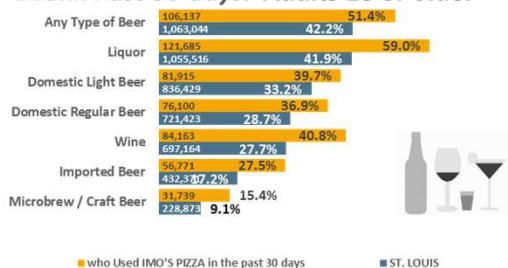
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



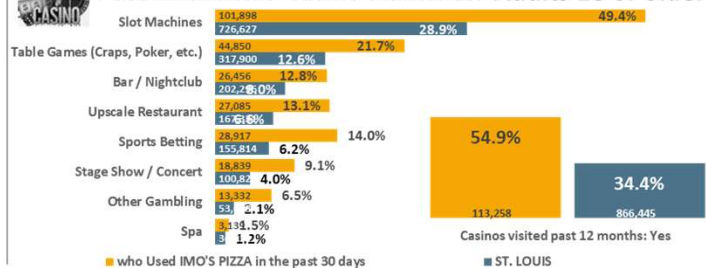
Top-10 Cuisines: Adults 18 or older



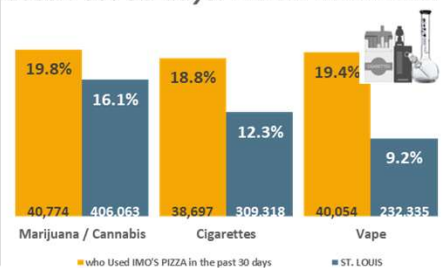
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



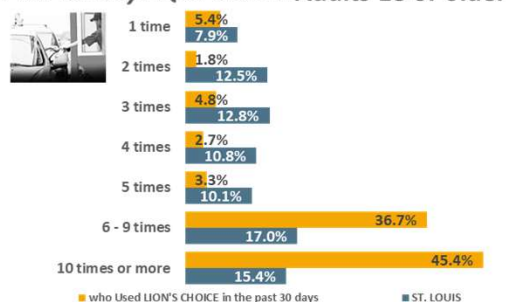
Used Past 30-days: Adults 18 or older



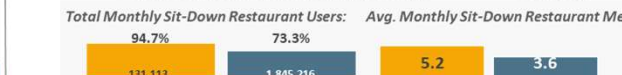
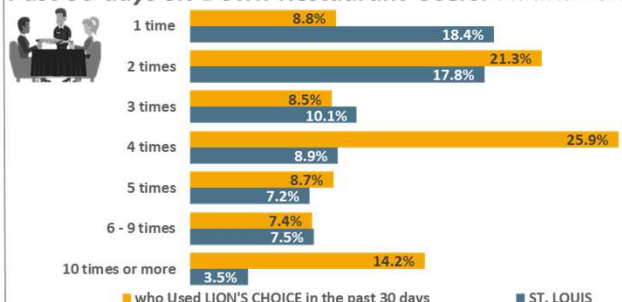


5.5% or 138,394 of ST. LOUIS DMA Adults 18 or older Used LION'S CHOICE in the past 30 days.
Adults 18 or older who Used LION'S CHOICE in the past 30 days are 15.5% more likely to use QSRs past mo.,
29.2% more likely to use Sit-Down Restaurants past mo., 18.6% more likely to use Casinos past yr., 65.6%
less likely to smoke cigarettes.

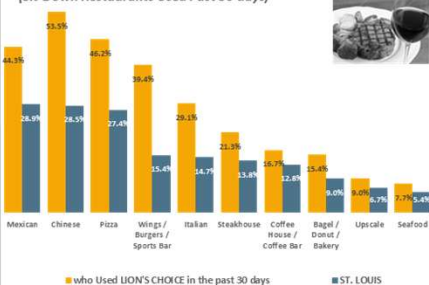
Past 30-days QSR Users: Adults 18 or older



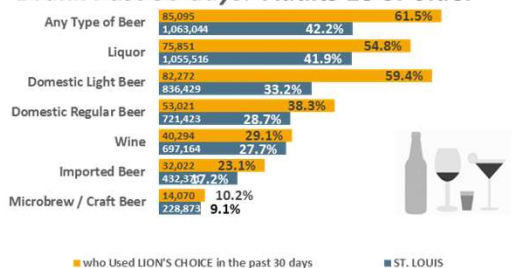
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



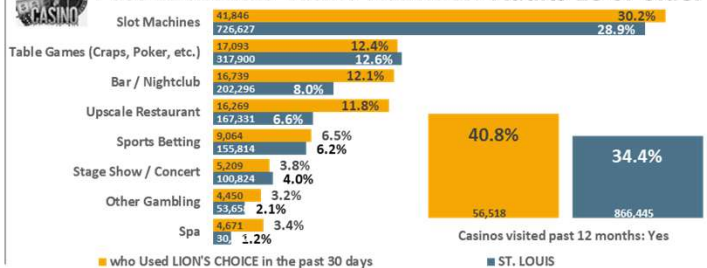
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



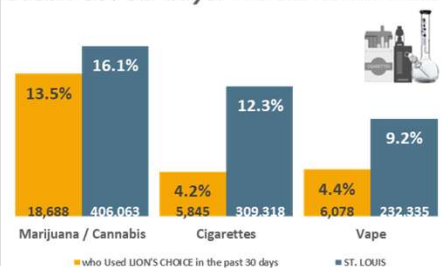
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



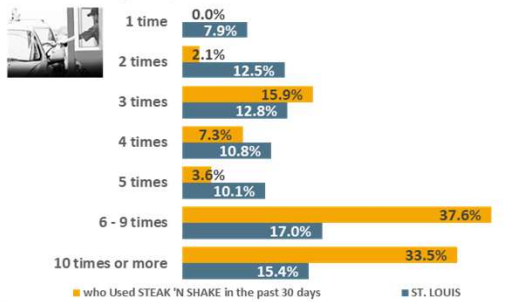
Used Past 30-days: Adults 18 or older



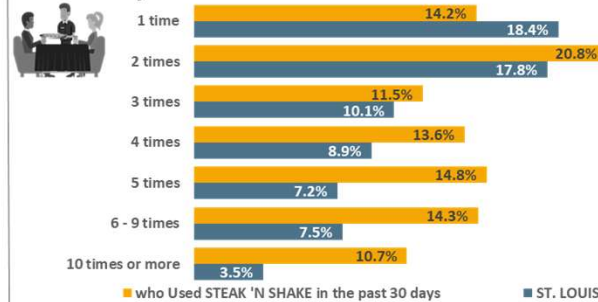


4.7% or 119,398 of ST. LOUIS DMA Adults 18 or older Used STEAK 'N SHAKE in the past 30 days. Adults 18 or older who Used STEAK 'N SHAKE in the past 30 days are 15.5% more likely to use QSRs past mo., 36.4% more likely to use Sit-Down Restaurants past mo., 39.7% more likely to use Casinos past yr., 10.3% more likely to smoke cigarettes.

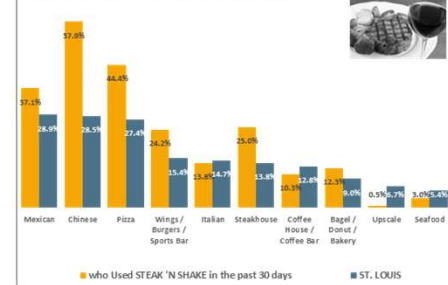
Past 30-days QSR Users: Adults 18 or older



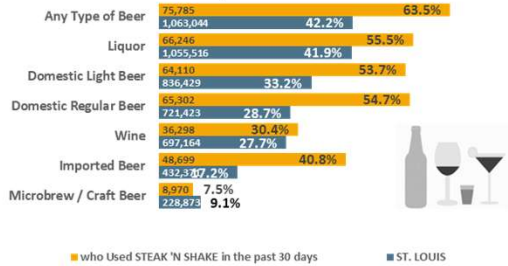
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



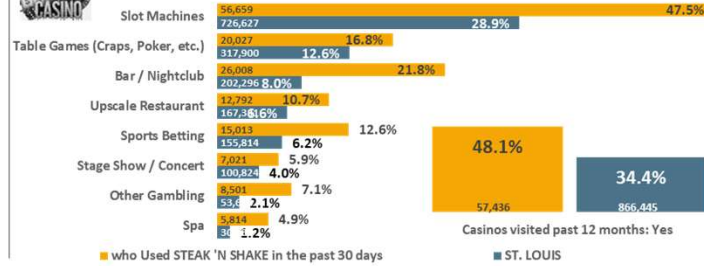
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



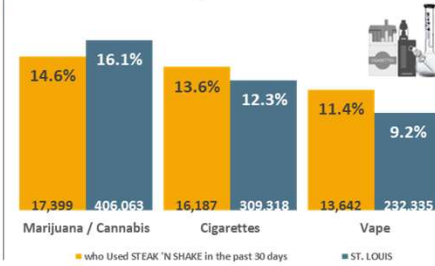
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



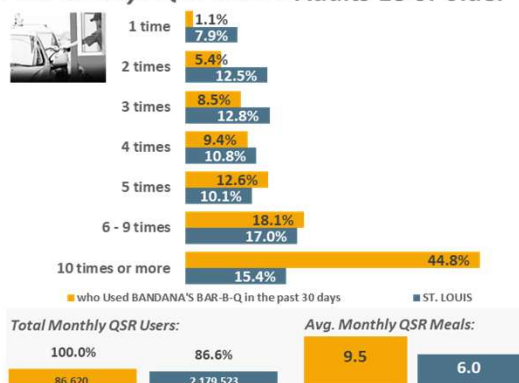
Used Past 30-days: Adults 18 or older



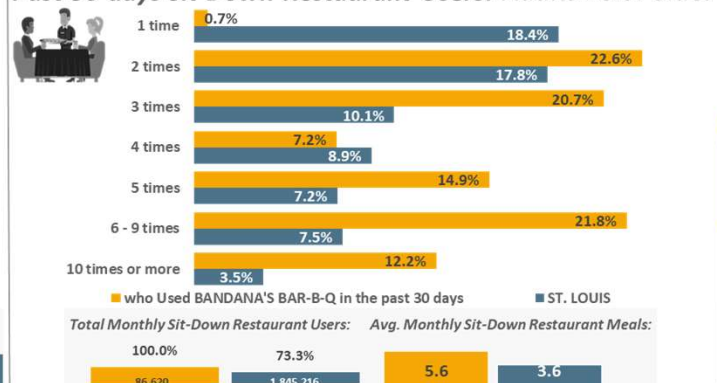


3.4% or 86,620 of ST. LOUIS DMA Adults 18 or older Used BANDANA'S BAR-B-Q in the past 30 days. Adults 18 or older who Used BANDANA'S BAR-B-Q in the past 30 days are 15.5% more likely to use QSRs past mo., 36.4% more likely to use Sit-Down Restaurants past mo., 12.7% more likely to use Casinos past yr., 23.8% less likely to smoke cigarettes.

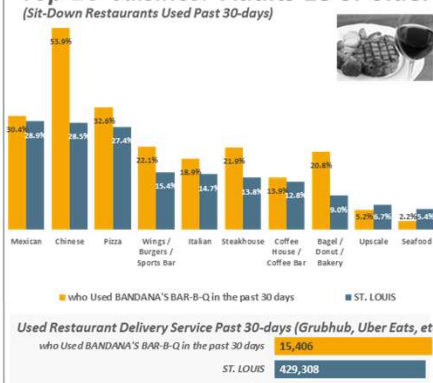
Past 30-days QSR Users: Adults 18 or older



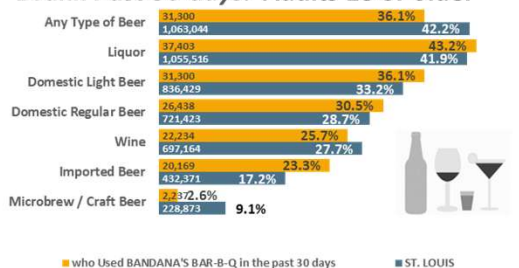
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



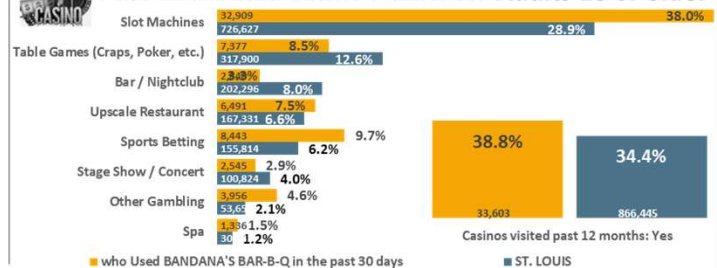
Top-10 Cuisines: Adults 18 or older



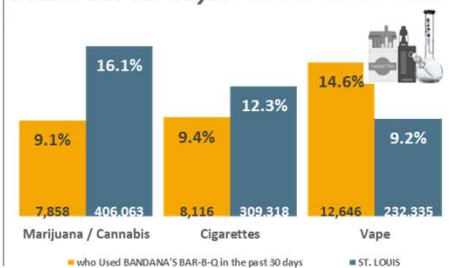
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



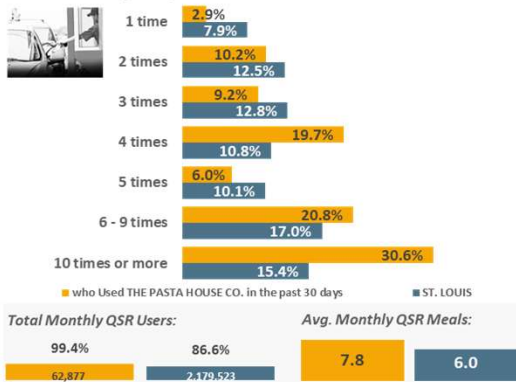
Used Past 30-days: Adults 18 or older



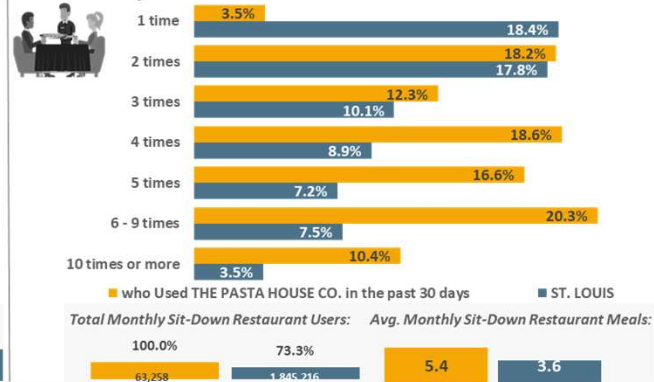


2.5% or 63,258 of ST. LOUIS DMA Adults 18 or older Used THE PASTA HOUSE CO. in the past 30 days. Adults 18 or older who Used THE PASTA HOUSE CO. in the past 30 days are 14.8% more likely to use QSRs past mo., 36.4% more likely to use Sit-Down Restaurants past mo., 56.% more likely to use Casinos past yr., 71.8% more likely to smoke cigarettes.

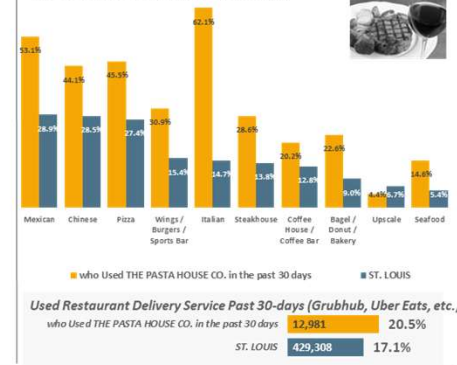
Past 30-days QSR Users: Adults 18 or older



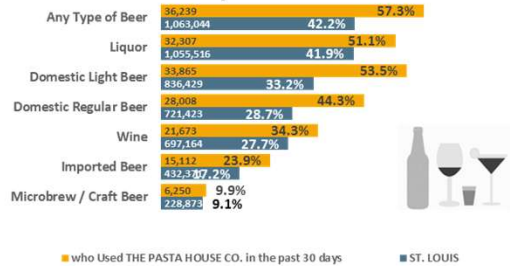
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



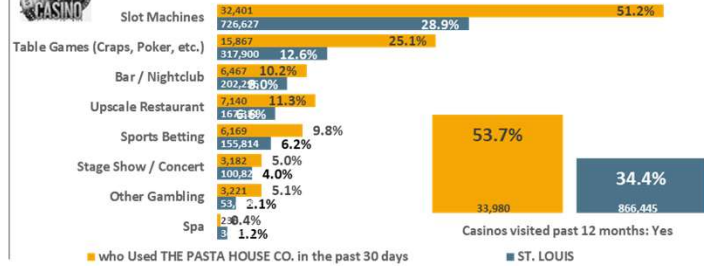
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



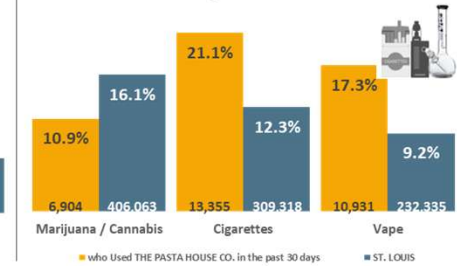
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

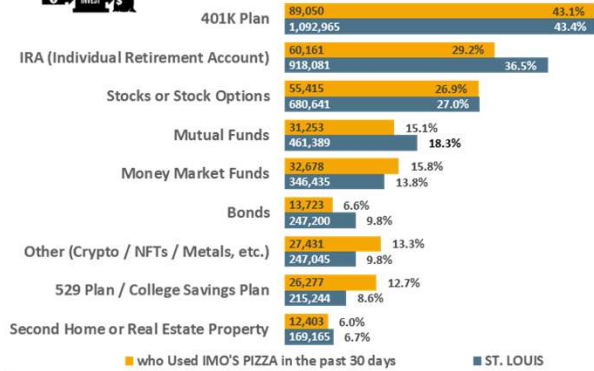




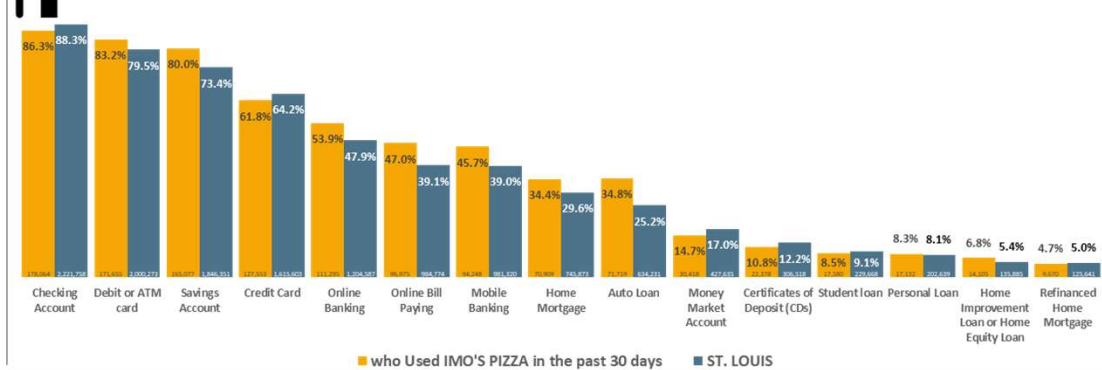
8.2% or 206,379 of ST. LOUIS DMA Adults 18 or older Used IMO'S PIZZA in the past 30 days.
Adults 18 or older who Used IMO'S PIZZA in the past 30 days are .7% less likely to have a 401K, 37.9% more likely to have an Auto Loan, 35.% more likely to Invest/Trade Stocks Online, 10.7% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



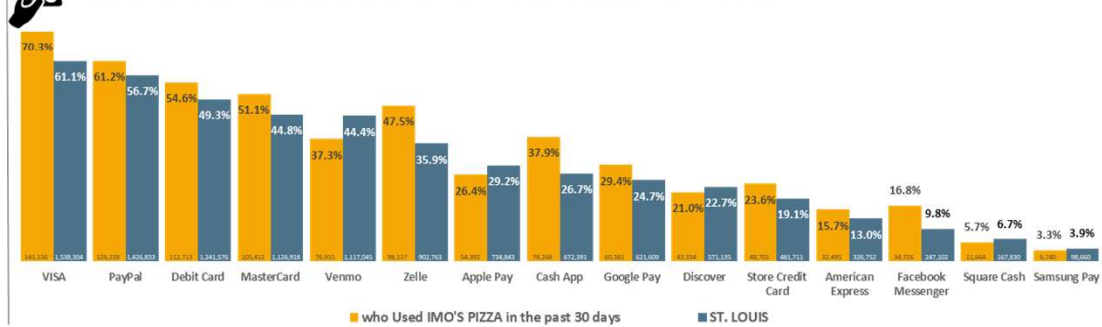
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

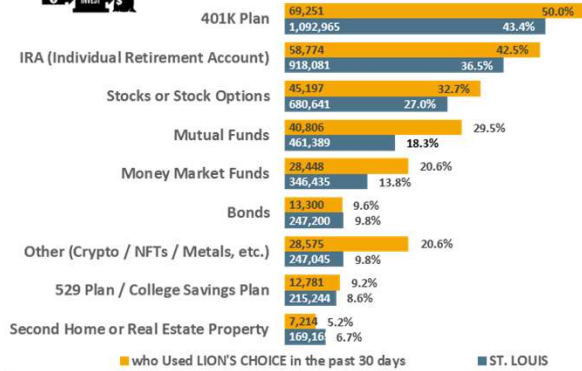




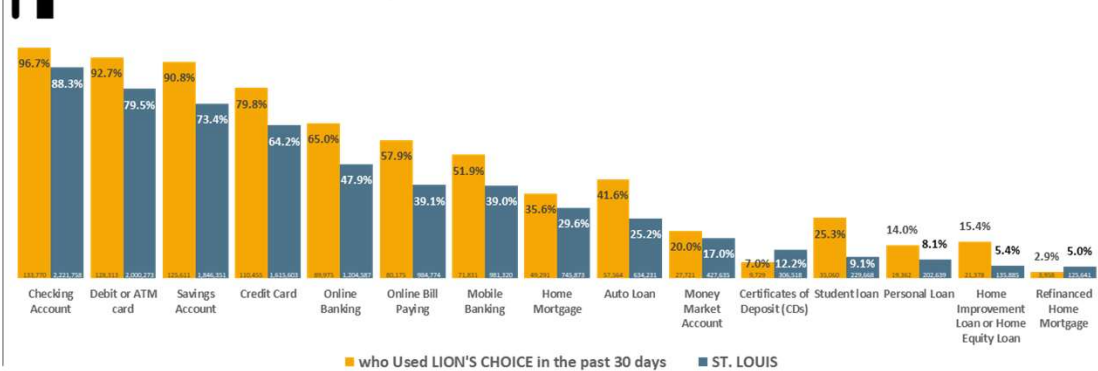
5.5% or 138,394 of ST. LOUIS DMA Adults 18 or older Used LION'S CHOICE in the past 30 days.
Adults 18 or older who Used LION'S CHOICE in the past 30 days are 15.2% more likely to have a 401K, 65.% more likely to have an Auto Loan, 55.6% more likely to Invest/Trade Stocks Online, 13.% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



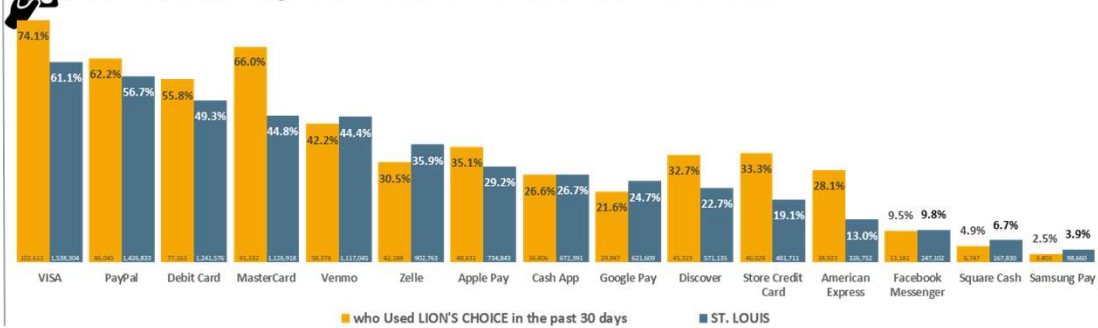
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

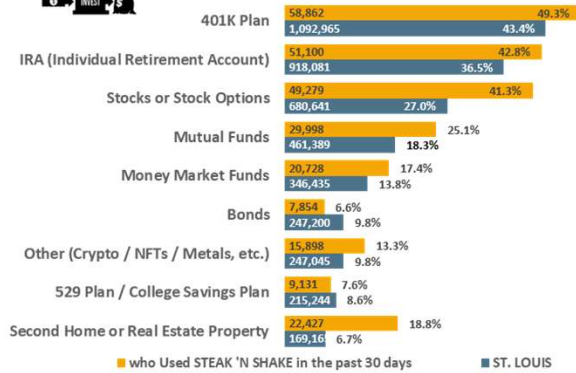




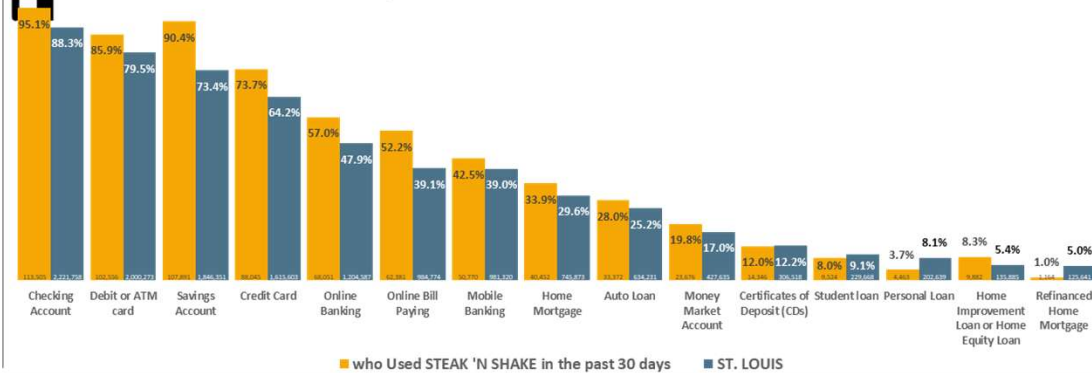
4.7% or 119,398 of ST. LOUIS DMA Adults 18 or older Used STEAK 'N SHAKE in the past 30 days.
Adults 18 or older who Used STEAK 'N SHAKE in the past 30 days are 13.5% more likely to have a 401K, 10.9% more likely to have an Auto Loan, 63.3% more likely to Invest/Trade Stocks Online, 3.3% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



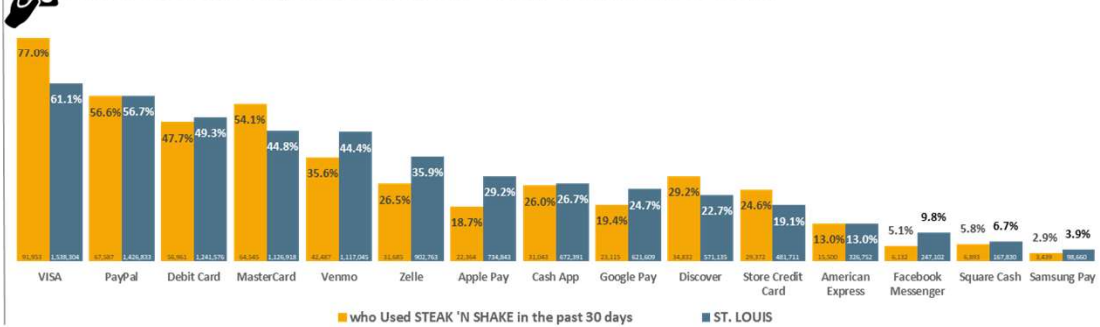
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





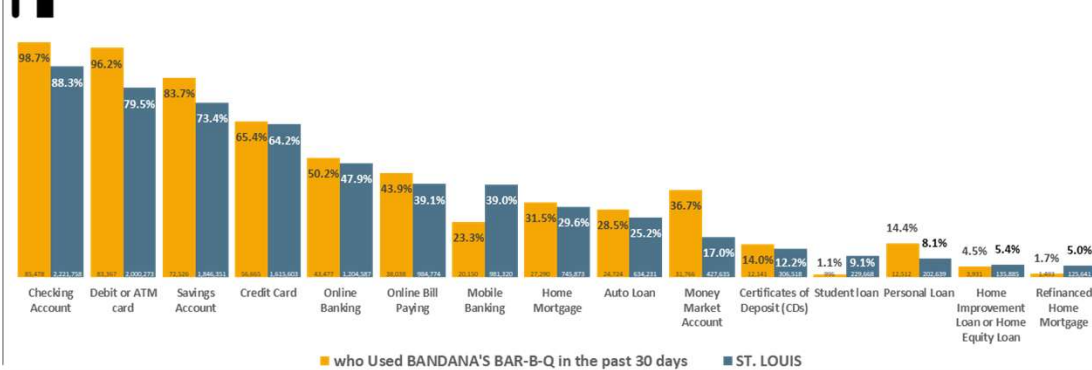
3.4% or 86,620 of ST. LOUIS DMA Adults 18 or older Used BANDANA'S BAR-B-Q in the past 30 days. Adults 18 or older who Used BANDANA'S BAR-B-Q in the past 30 days are 14.6% less likely to have a 401K, 13.2% more likely to have an Auto Loan, 14.8% less likely to Invest/Trade Stocks Online, 40.7% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



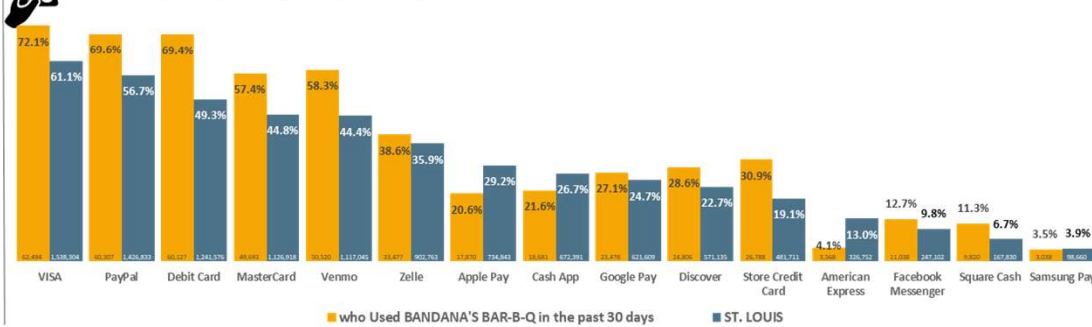
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





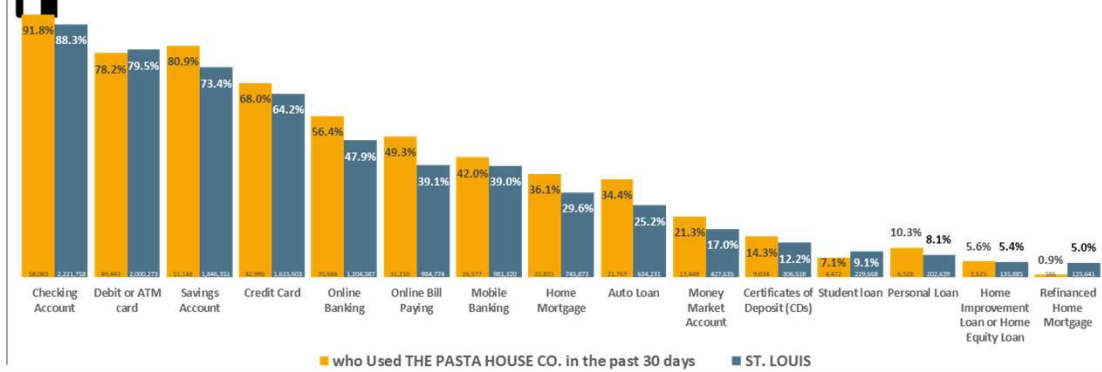
2.5% or 63,258 of ST. LOUIS DMA Adults 18 or older Used THE PASTA HOUSE CO. in the past 30 days. Adults 18 or older who Used THE PASTA HOUSE CO. in the past 30 days are 34.8% more likely to have a 401K, 36.5% more likely to have an Auto Loan, 103.5% more likely to Invest/Trade Stocks Online, 10.2% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



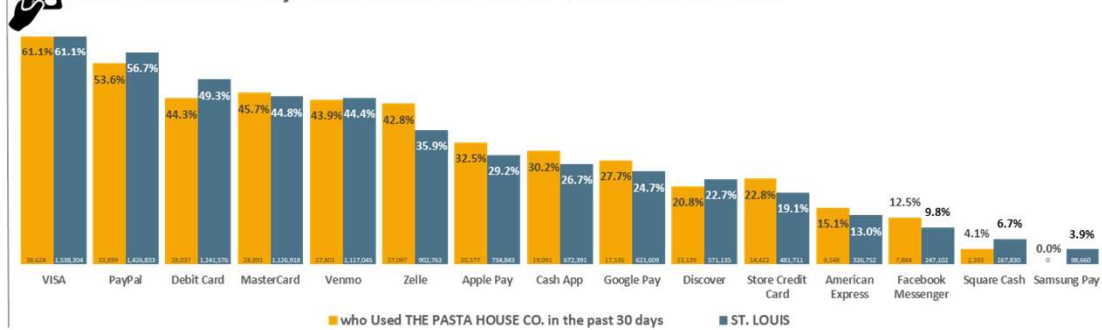
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

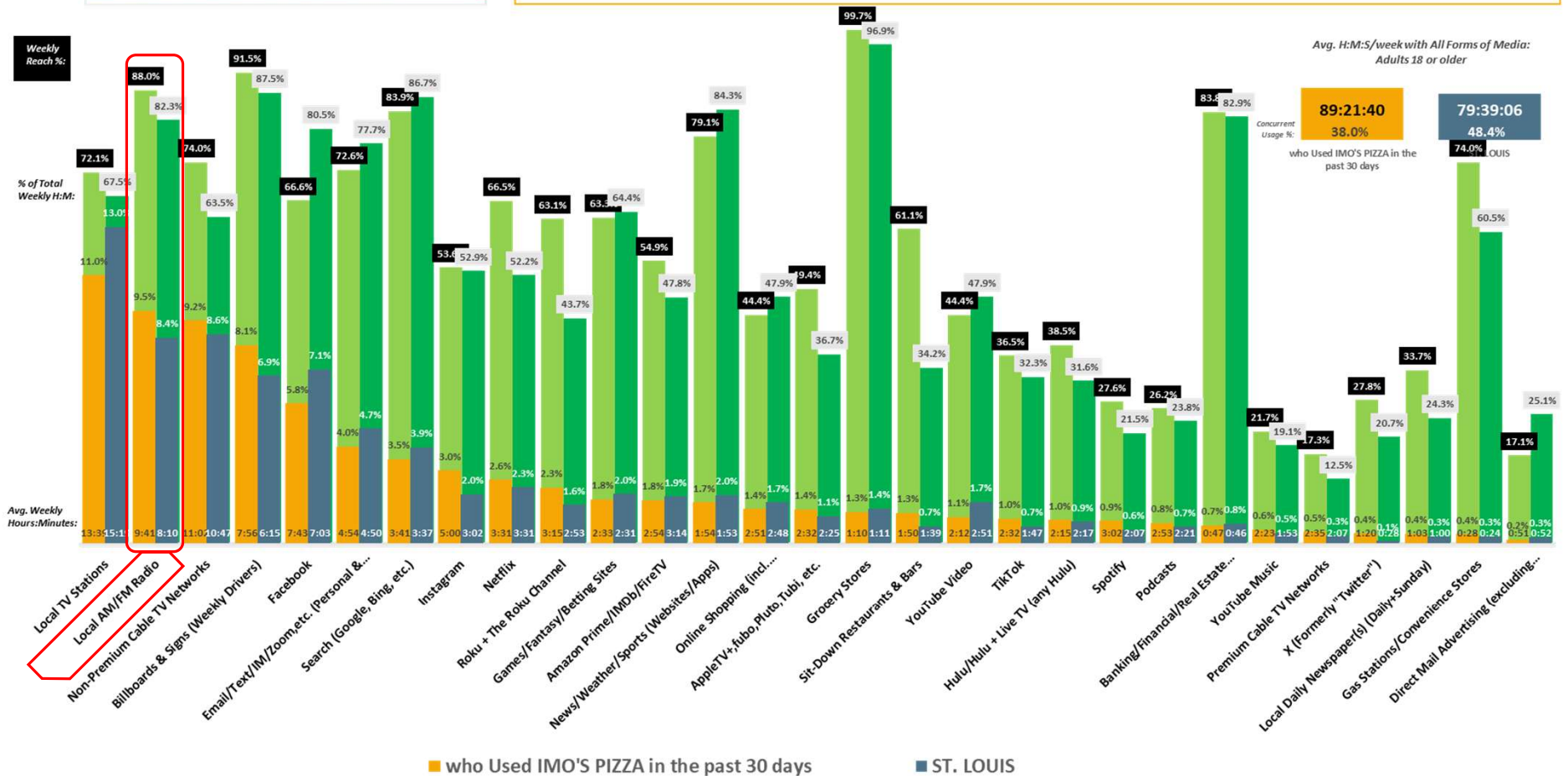


Past 3-Months Payment Methods Used: Adults 18 or older



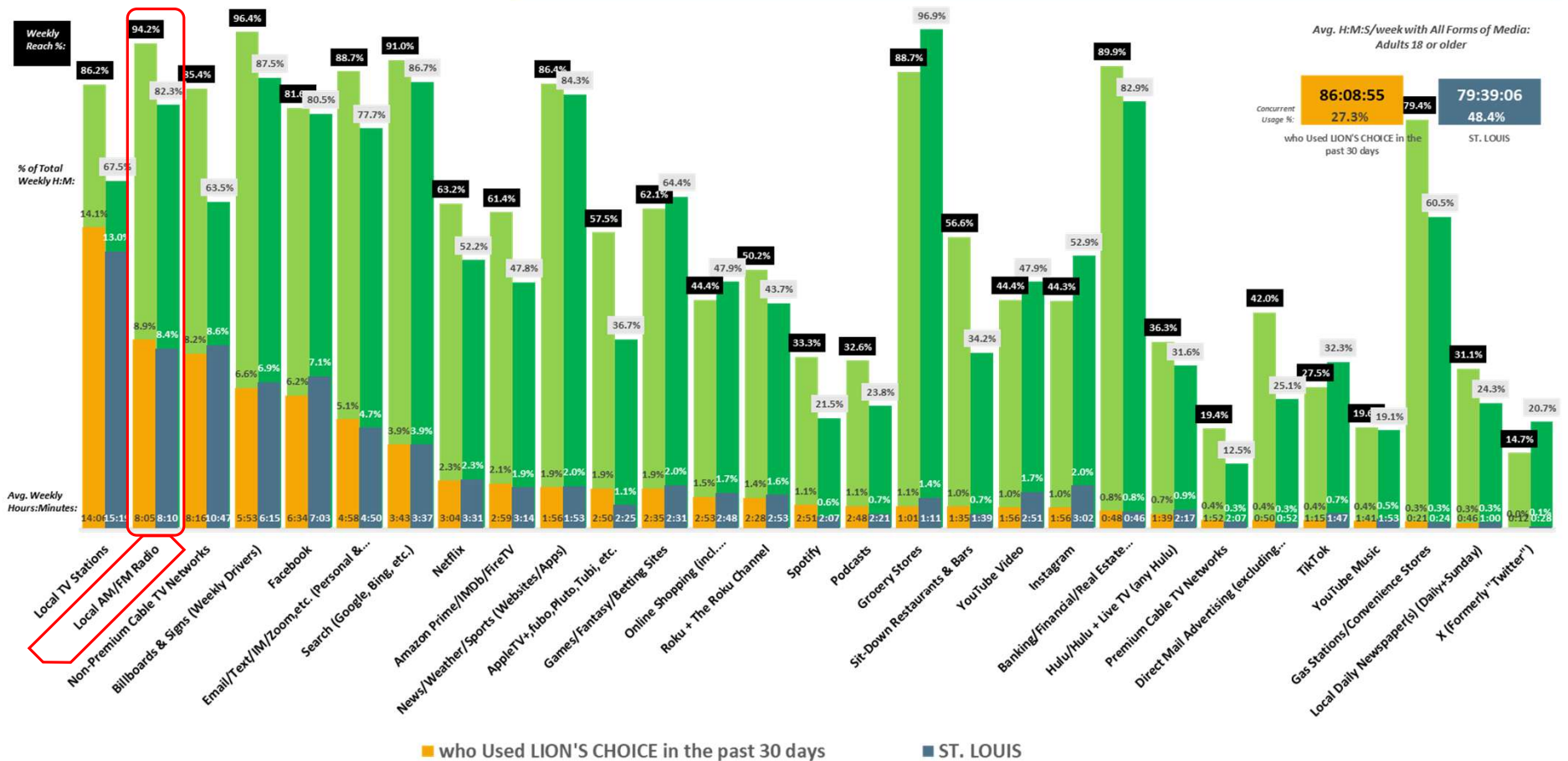


Adults 18 or older who Used IMO'S PIZZA in the past 30 days spend an average of 3 days, 17 hours, 21 minutes and 40 seconds each week with All Forms of Media.
 88.8% of Adults 18 or older who Used IMO'S PIZZA in the past 30 days spend an avg. of 9 hours and 41 minutes each week listening to All Local AM/FM Radio, representing 9.5% of total time spent with all forms of Media.





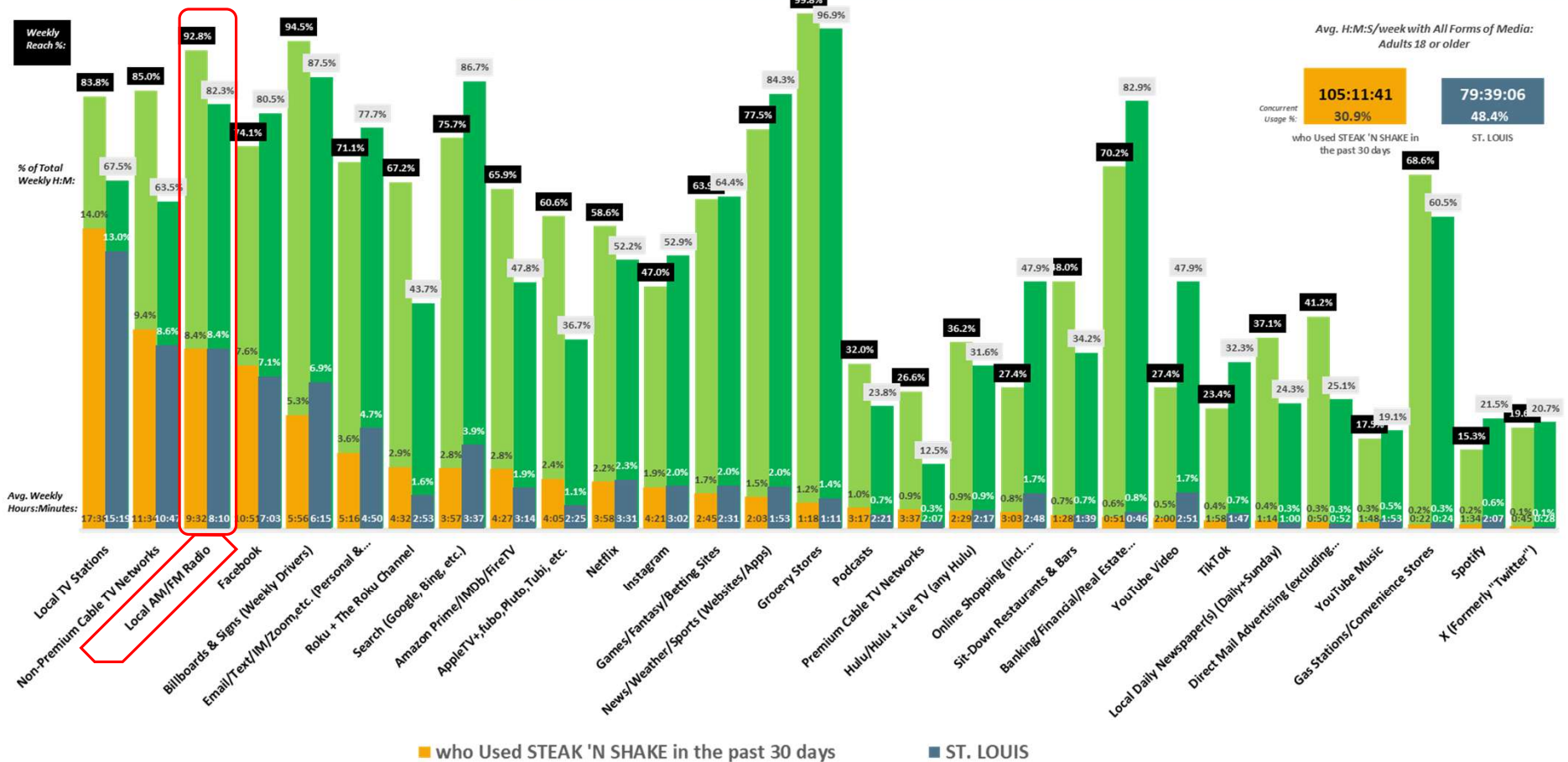
Adults 18 or older who Used LION'S CHOICE in the past 30 days spend an average of 3 days, 14 hours, 8 minutes and 55 seconds each week with All Forms of Media.
 94.2% of Adults 18 or older who Used LION'S CHOICE in the past 30 days spend an avg. of 8 hours and 5 minutes each week listening to All Local AM/FM Radio, representing 8.9% of total time spent with all forms of Media.





Adults 18 or older who Used STEAK 'N SHAKE in the past 30 days spend an average of 4 days, 9 hours, 11 minutes and 41 seconds each week with All Forms of Media.

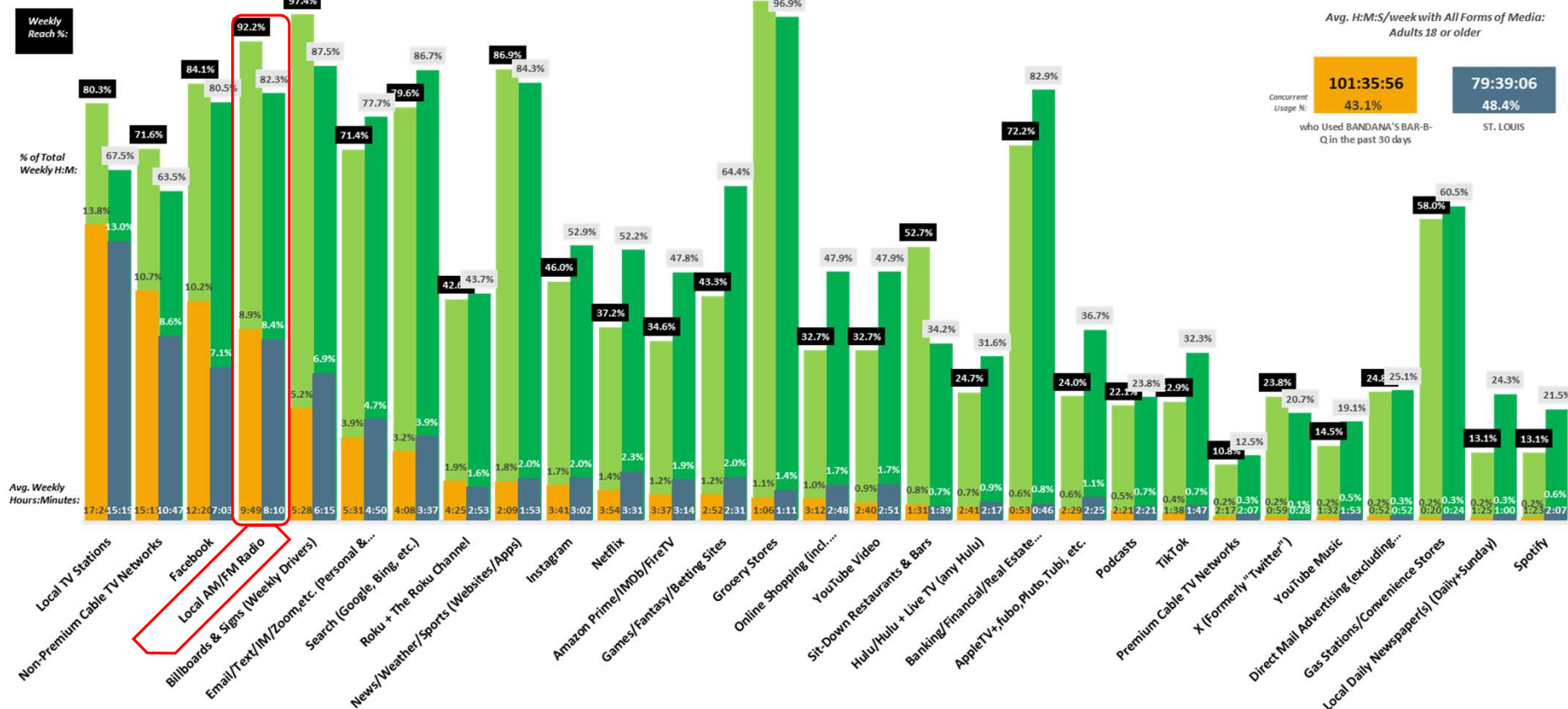
92.8% of Adults 18 or older who Used STEAK 'N SHAKE in the past 30 days spend an avg. of 9 hours and 32 minutes each week listening to All Local AM/FM Radio, representing 8.4% of total time spent with all forms of Media.





Adults 18 or older who Used BANDANA'S BAR-B-Q in the past 30 days spend an average of 4 days, 5 hours, 35 minutes and 56 seconds each week with All Forms of Media.

92.2% of Adults 18 or older who Used BANDANA'S BAR-B-Q in the past 30 days spend an avg. of 9 hours and 49 minutes each week listening to All Local AM/FM Radio, representing 8.9% of total time spent with all forms of Media.

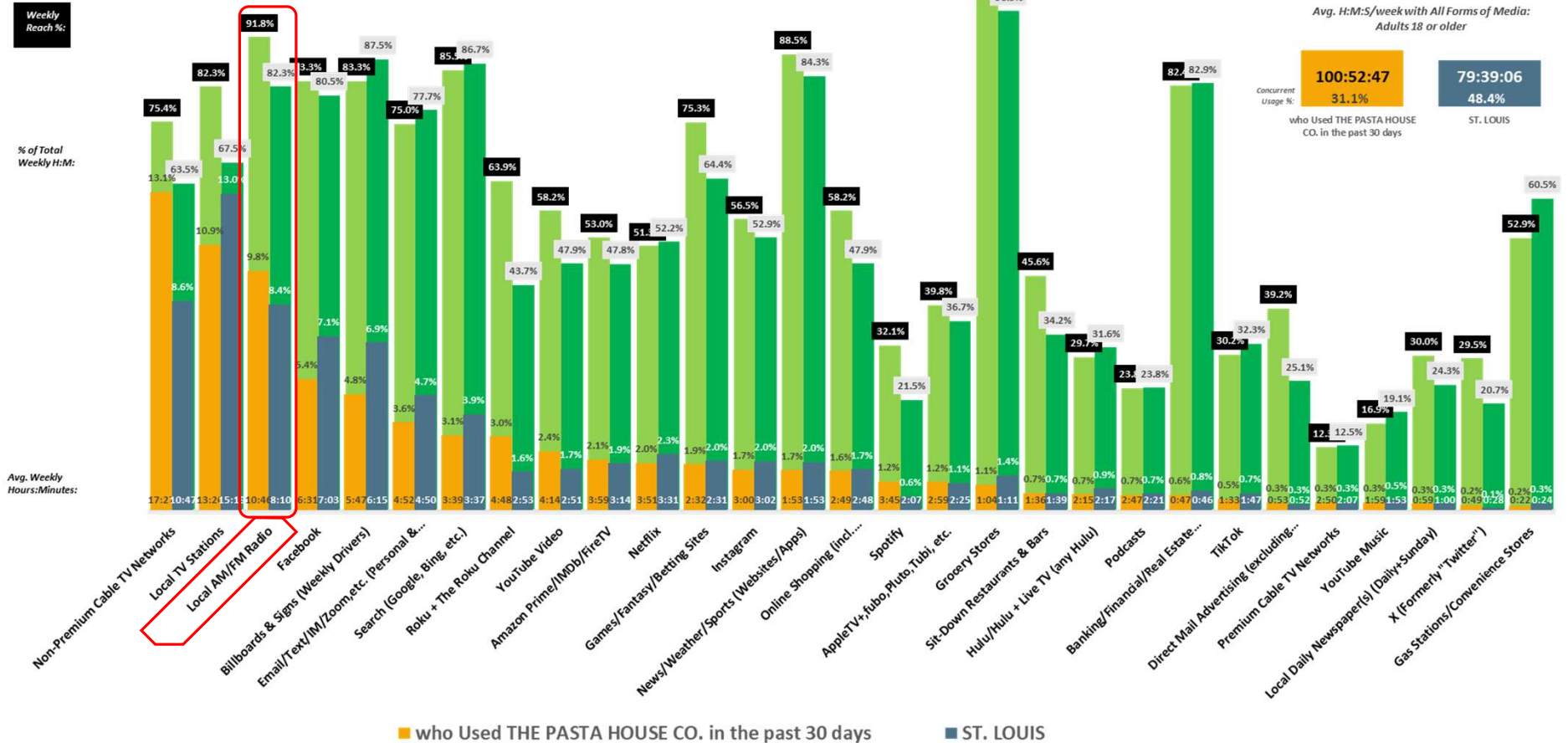


■ who Used BANDANA'S BAR-B-Q in the past 30 days

■ ST. LOUIS



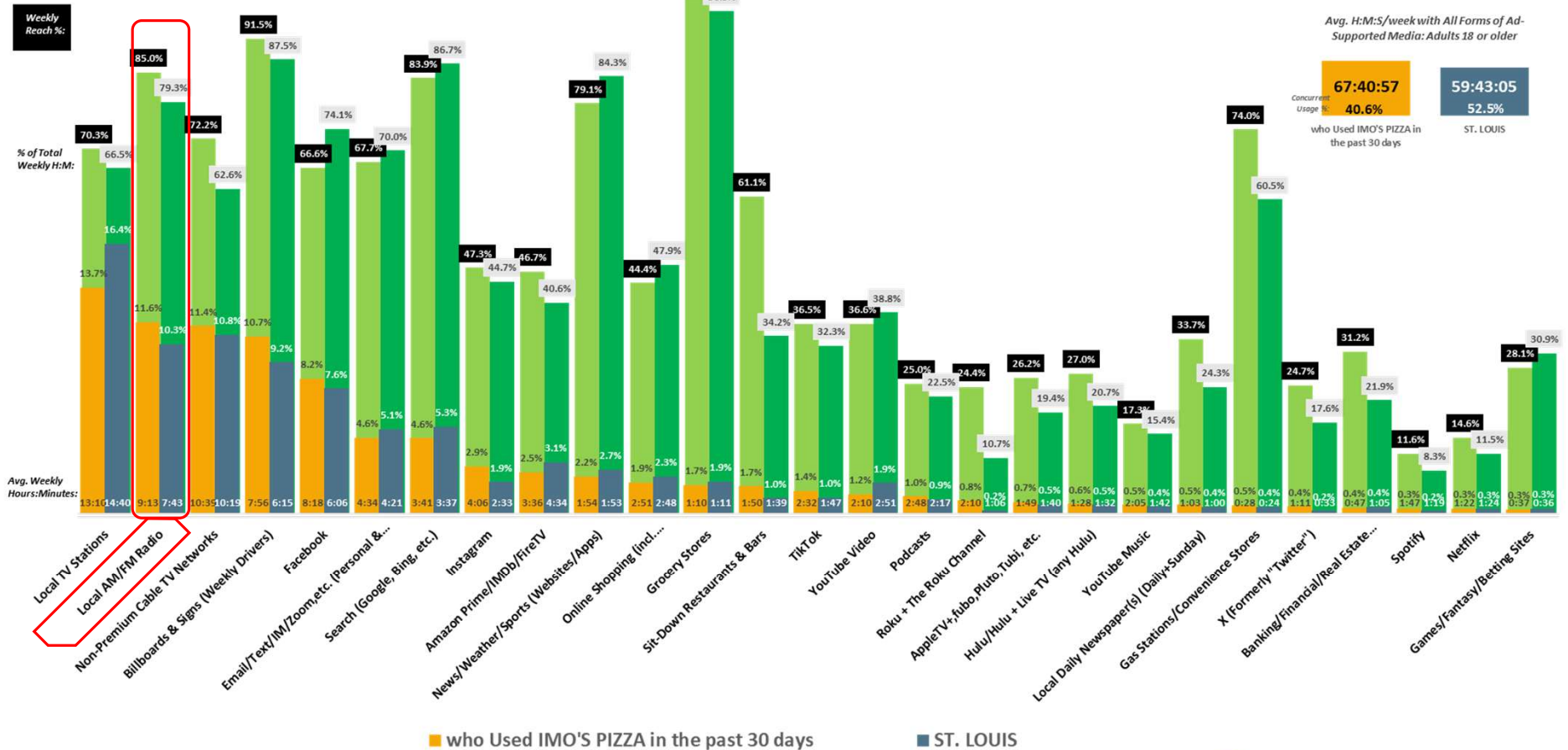
Adults 18 or older who Used THE PASTA HOUSE CO. in the past 30 days spend an average of 4 days, 4 hours, 52 minutes and 47 seconds each week with All Forms of Media.
 91.8% of Adults 18 or older who Used THE PASTA HOUSE CO. in the past 30 days spend an avg. of 10 hours and 46 minutes each week listening to All Local AM/FM Radio, representing 9.8% of total time spent with all forms of Media.





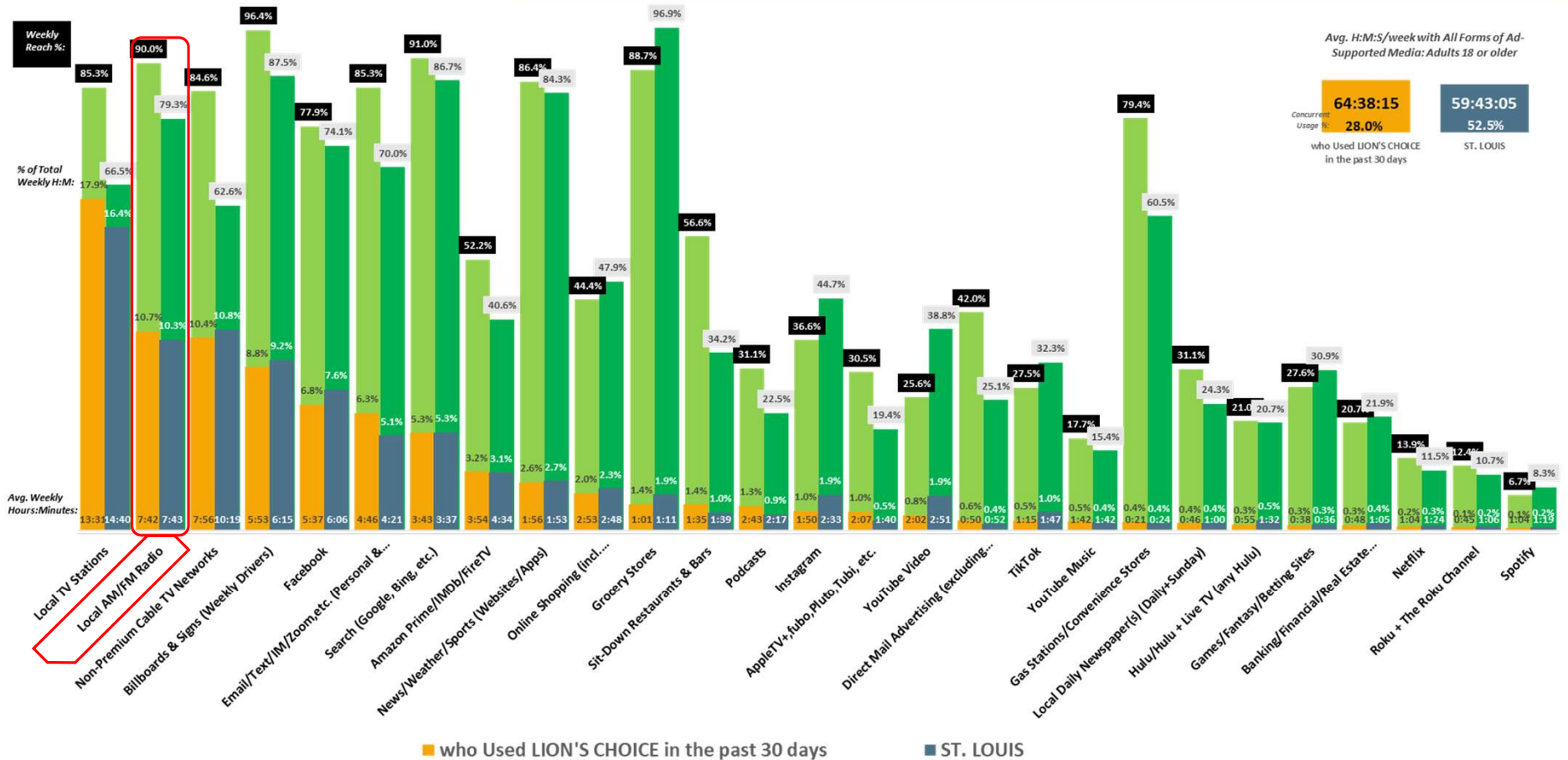
Adults 18 or older who Used IMO'S PIZZA in the past 30 days spend an average of 2 days, 19 hours, 40 minutes and 57 seconds each week with All Forms of Ad-Supported Media.

85.% of Adults 18 or older who Used IMO'S PIZZA in the past 30 days spend an avg. of 9 hours and 13 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.6% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Used LION'S CHOICE in the past 30 days spend an average of 2 days, 16 hours, 38 minutes and 15 seconds each week with All Forms of Ad-Supported Media.
 90.% of Adults 18 or older who Used LION'S CHOICE in the past 30 days spend an avg. of 7 hours and 42 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.7% of total time spent with all forms of Ad-Supported Media.



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

Concurrent Usage %: 28.0%

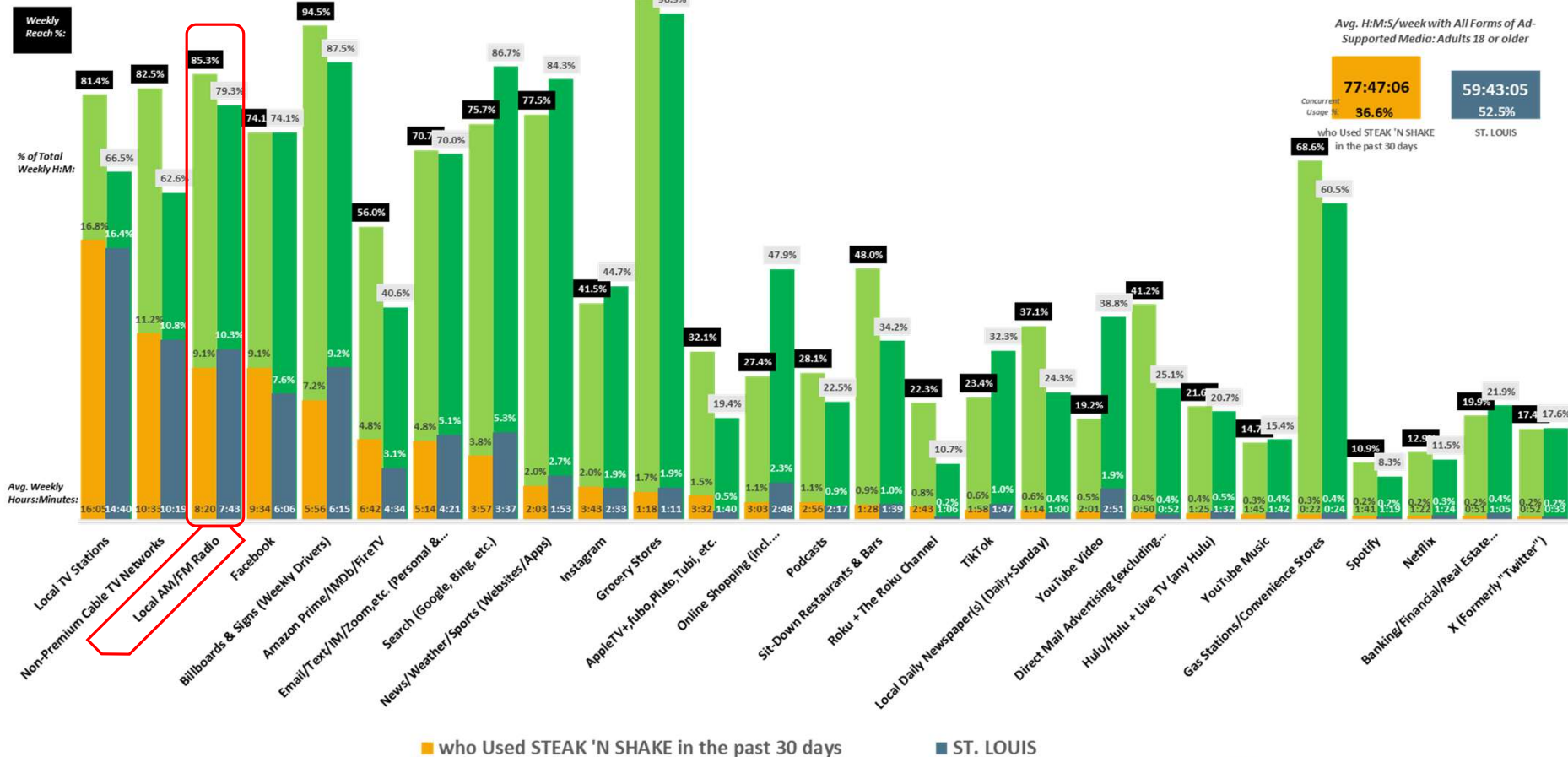
who Used LION'S CHOICE in the past 30 days

ST. LOUIS



Adults 18 or older who Used STEAK 'N SHAKE in the past 30 days spend an average of 3 days, 5 hours, 47 minutes and 6 seconds each week with All Forms of Ad-Supported Media.

85.3% of Adults 18 or older who Used STEAK 'N SHAKE in the past 30 days spend an avg. of 8 hours and 20 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.1% of total time spent with all forms of Ad-Supported Media.



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

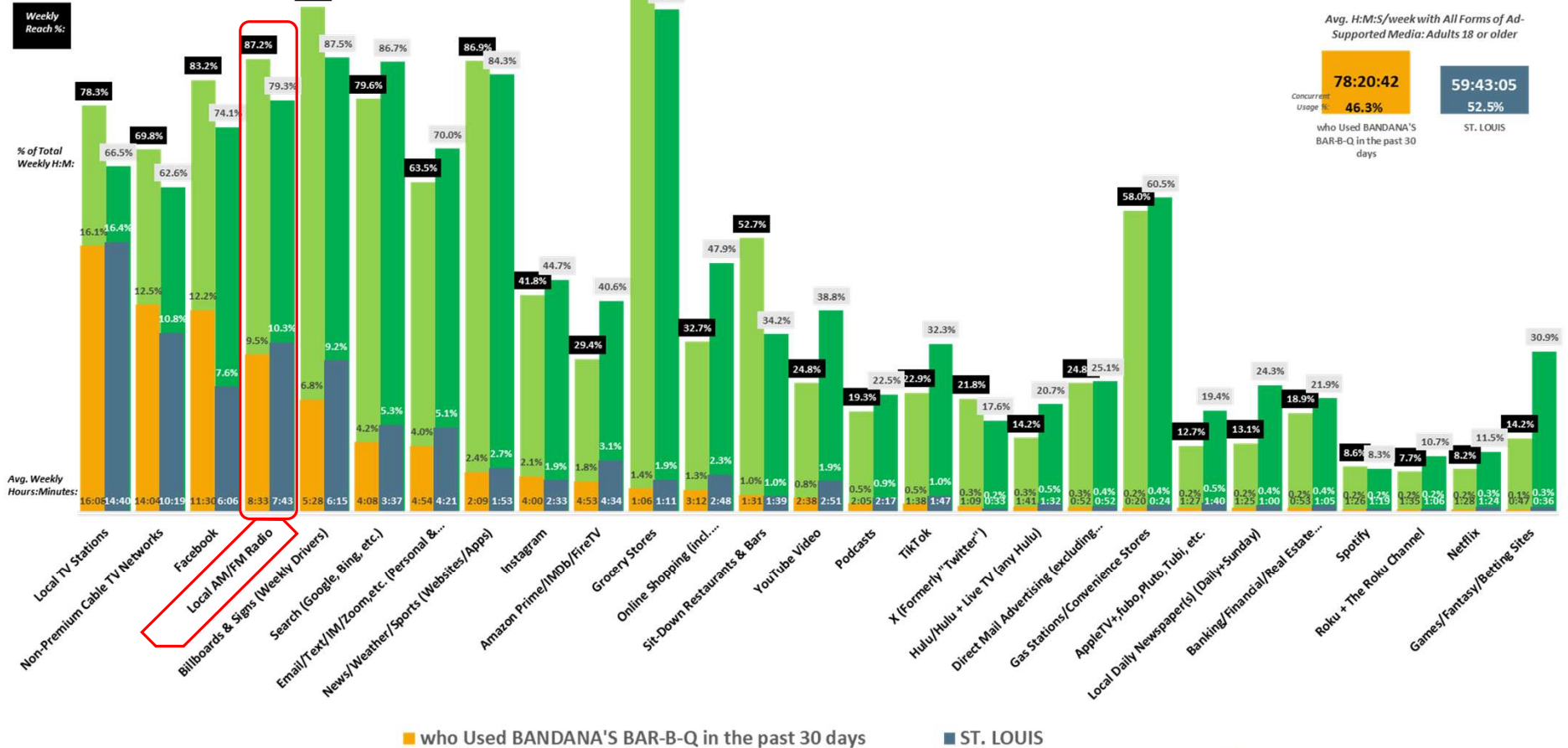
Concurrent Usage %: 36.6%

who Used STEAK 'N SHAKE in the past 30 days: 77:47:06

ST. LOUIS: 59:43:05

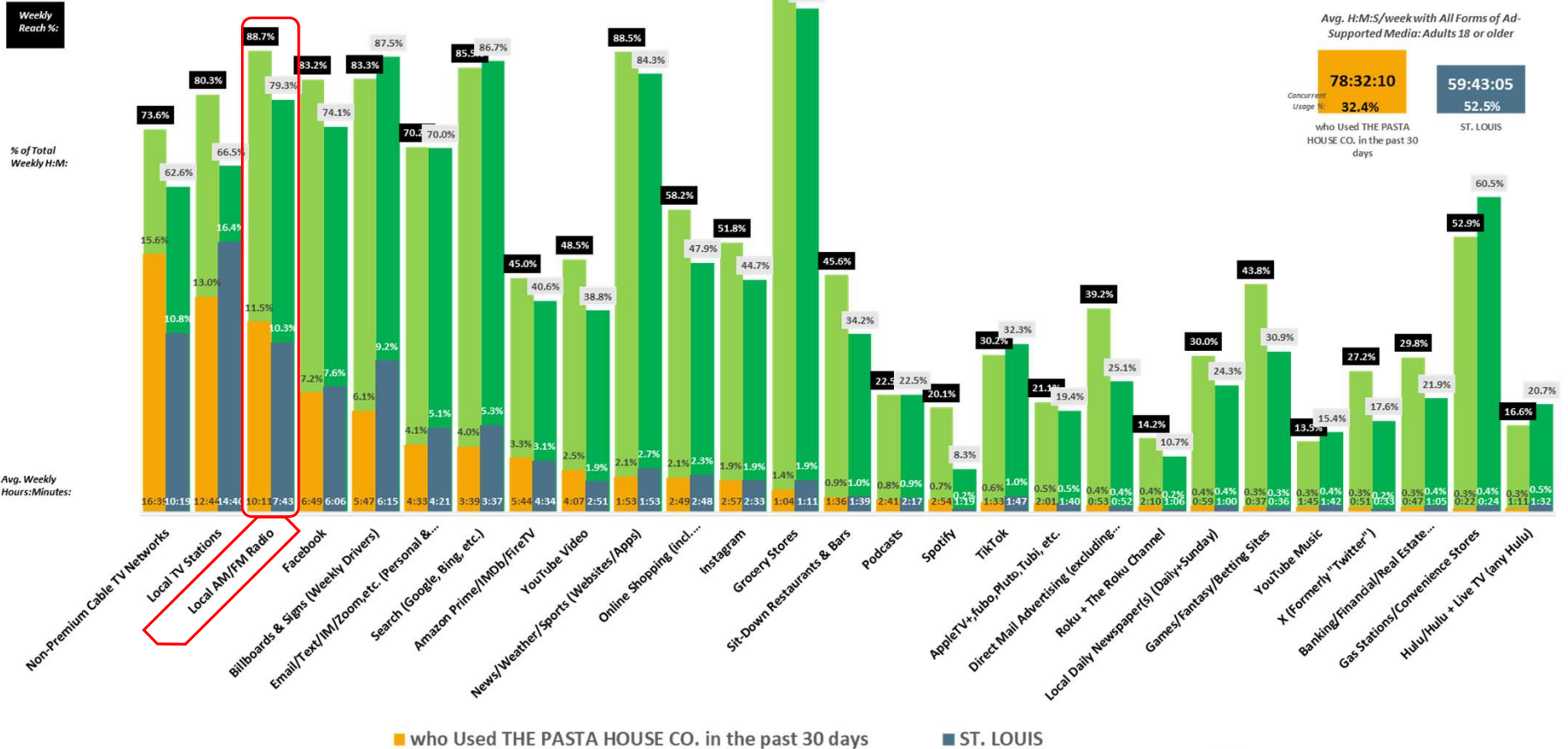


Adults 18 or older who Used BANDANA'S BAR-B-Q in the past 30 days spend an average of 3 days, 6 hours, 20 minutes and 42 seconds each week with All Forms of Ad-Supported Media.
 87.2% of Adults 18 or older who Used BANDANA'S BAR-B-Q in the past 30 days spend an avg. of 8 hours and 33 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.5% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Used THE PASTA HOUSE CO. in the past 30 days spend an average of 3 days, 6 hours, 32 minutes and 10 seconds each week with All Forms of Ad-Supported Media.
 88.7% of Adults 18 or older who Used THE PASTA HOUSE CO. in the past 30 days spend an avg. of 10 hours and 11 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.5% of total time spent with all forms of Ad-Supported Media.



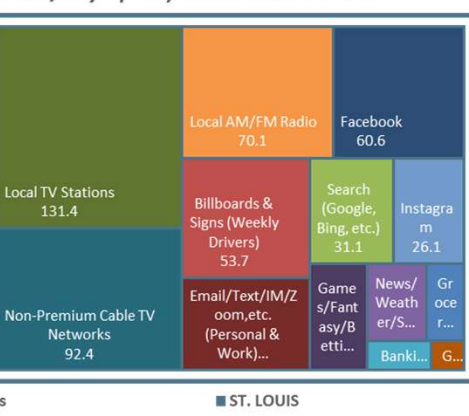
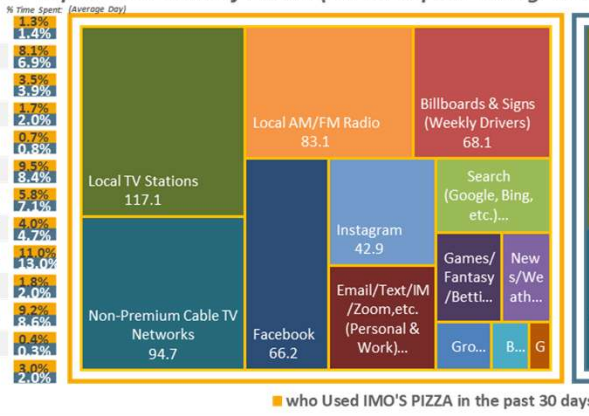
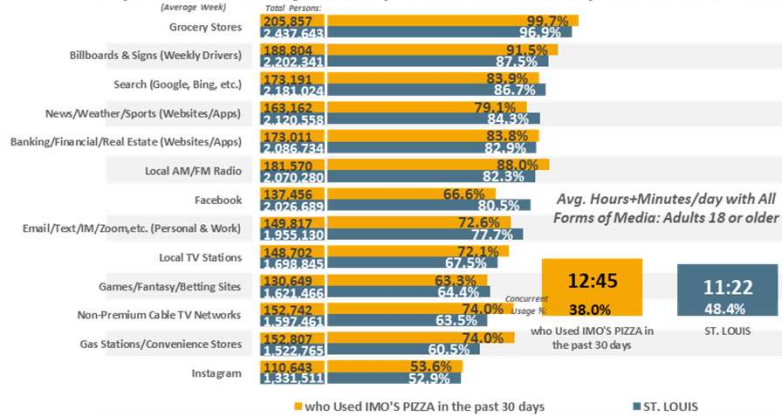
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

Concurrent Usage %: **78:32:10** (Who Used THE PASTA HOUSE CO. in the past 30 days) vs **59:43:05** (ST. LOUIS)

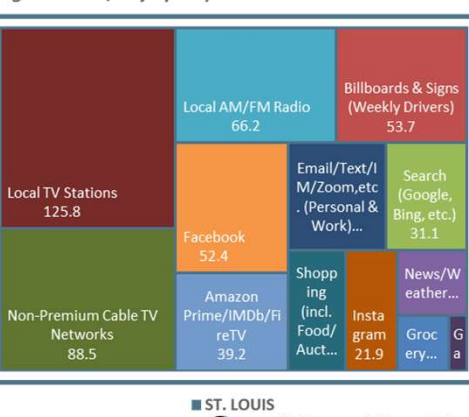
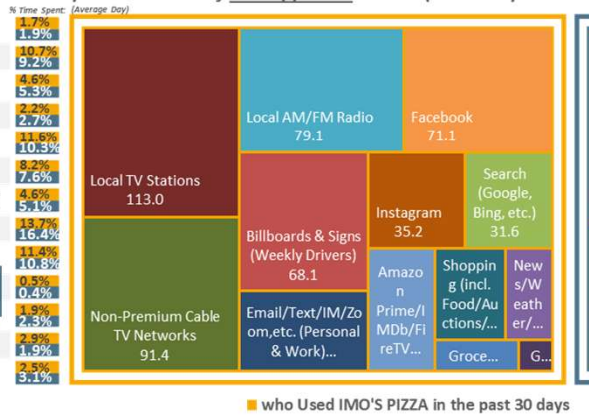
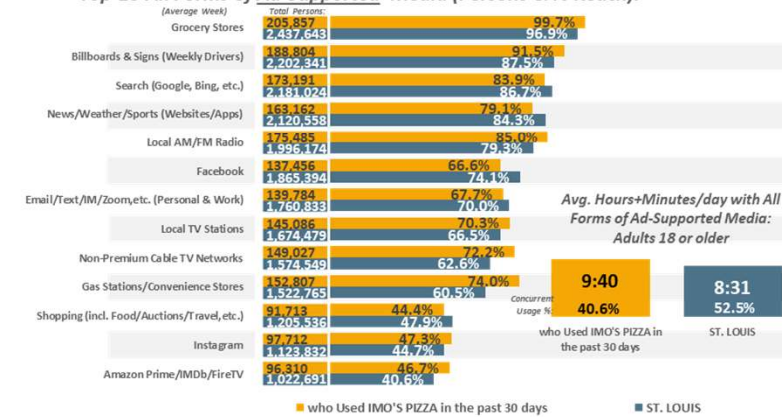


Adults 18 or older who Used IMO'S PIZZA in the past 30 days spend an average of 9 hours and 40 minutes each day with All Forms of Ad-Supported Media. 85.% listen to Local AM/FM Radio for an avg. of 79.1 minutes/day. *(Local Radio delivers 11.6% of Time with Ad-Supported Media.)*

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



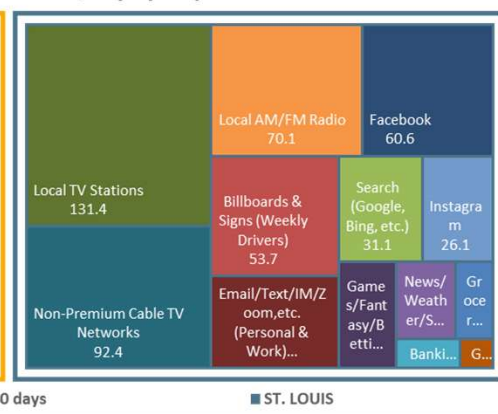
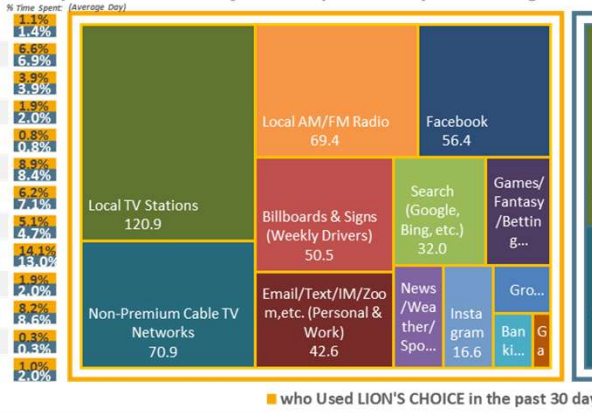
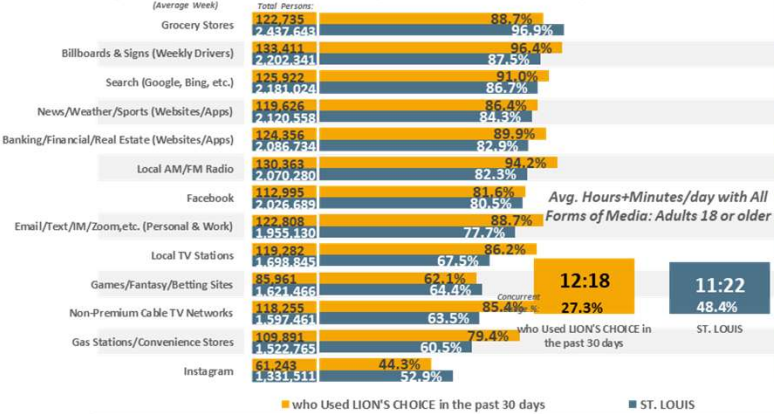
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



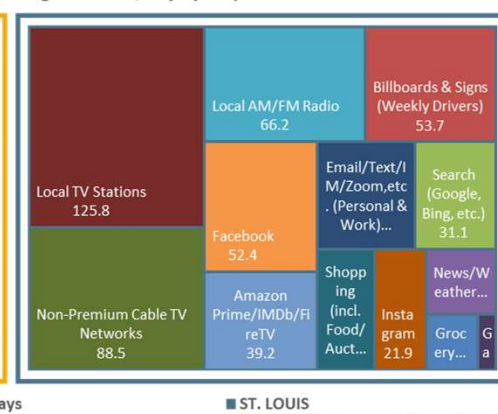
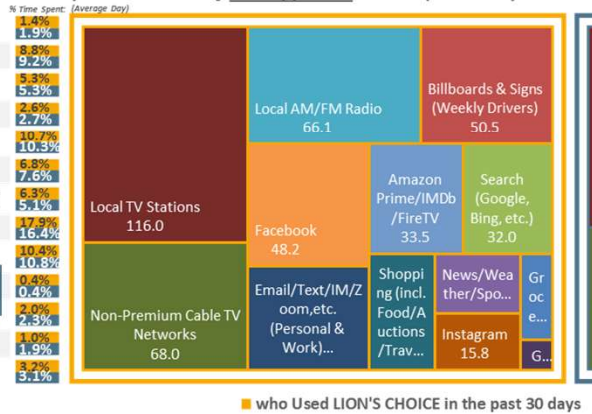
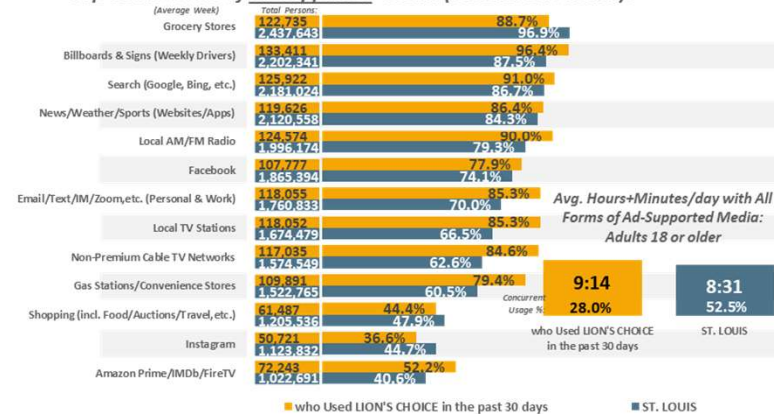


Adults 18 or older who Used LION'S CHOICE in the past 30 days spend an average of 9 hours and 14 minutes each day with All Forms of Ad-Supported Media. 90.% listen to Local AM/FM Radio for an avg. of 66.1 minutes/day. (Local Radio delivers 10.7% of Time with Ad-Supported Media.)

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



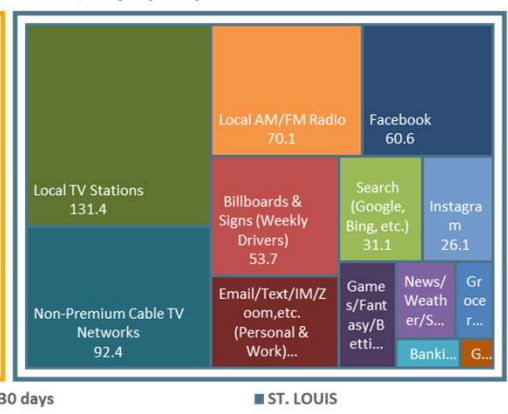
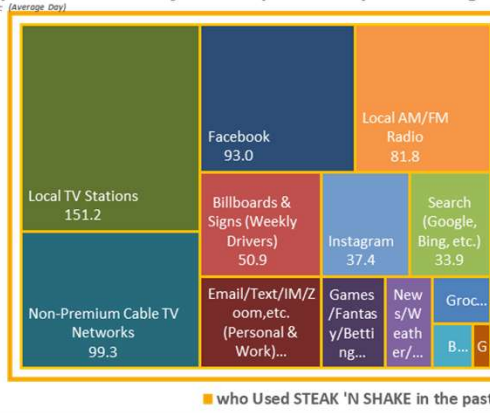
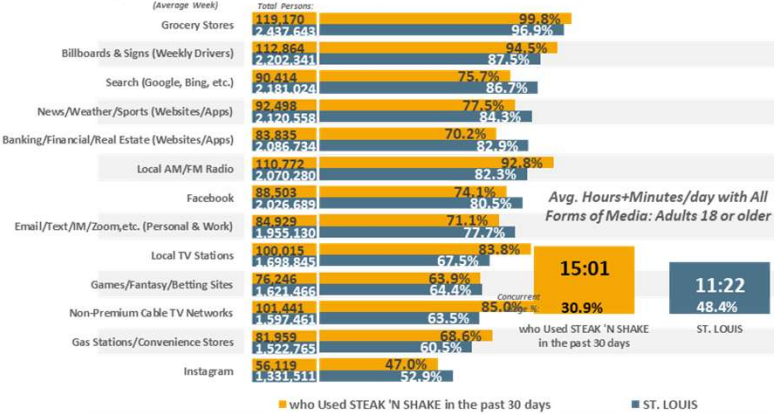
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



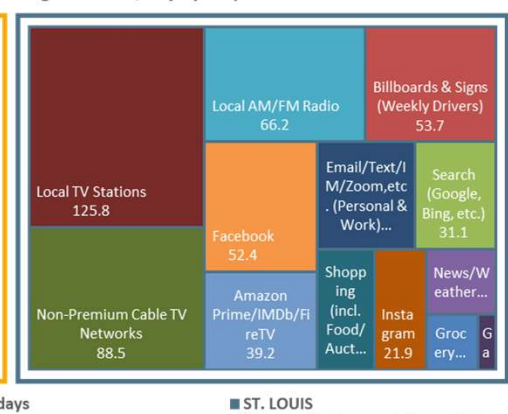
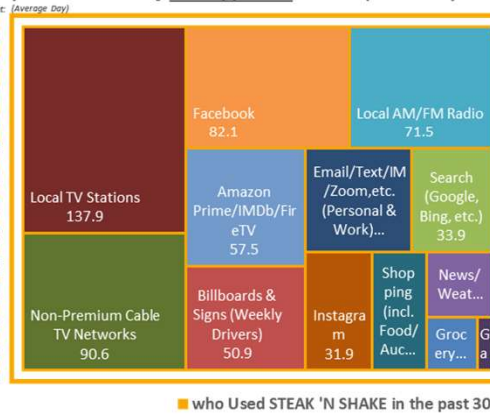
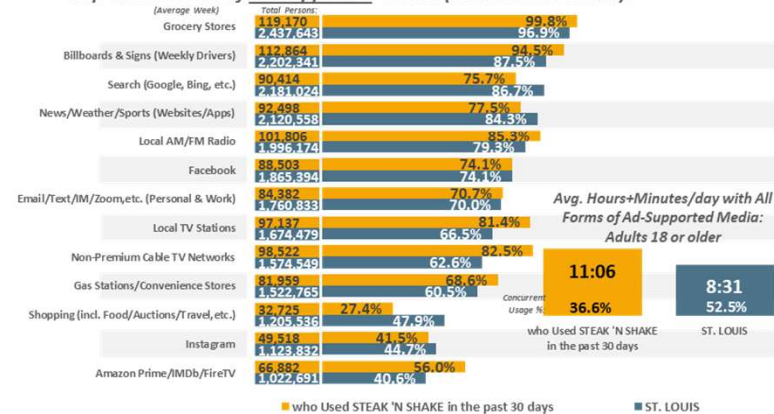


Adults 18 or older who Used STEAK 'N SHAKE in the past 30 days spend an average of 11 hours and 6 minutes each day with All Forms of Ad-Supported Media. 85.3% listen to Local AM/FM Radio for an avg. of 71.5 minutes/day. (Local Radio delivers 9.1% of Time with Ad-Supported Media.)

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



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



ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 94
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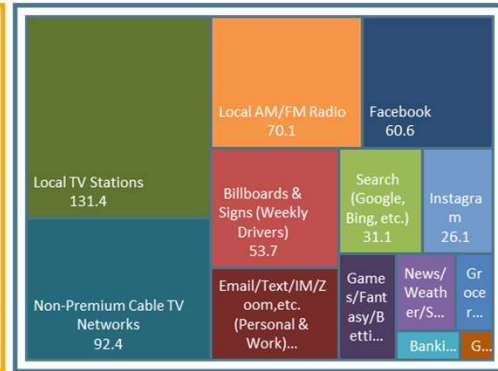
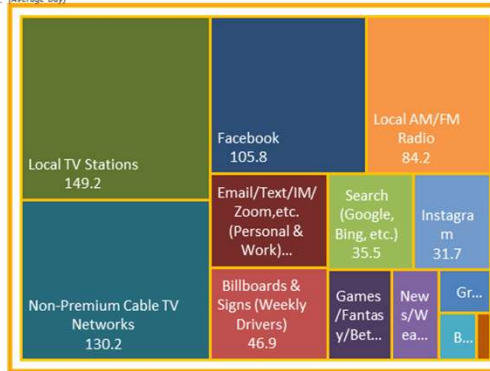
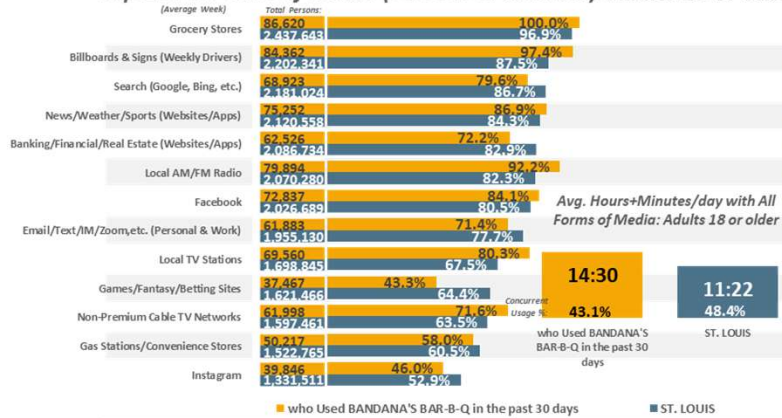
Sit-down restaurants used past 30 days: Steak 'n Shake



Adults 18 or older who Used BANDANA'S BAR-B-Q in the past 30 days spend an average of 11 hours and 11 minutes each day with All Forms of Ad-Supported Media. 87.2% listen to Local AM/FM Radio for an avg. of 73.3 minutes/day. (Local Radio delivers 9.5% of Time with Ad-Supported Media.)

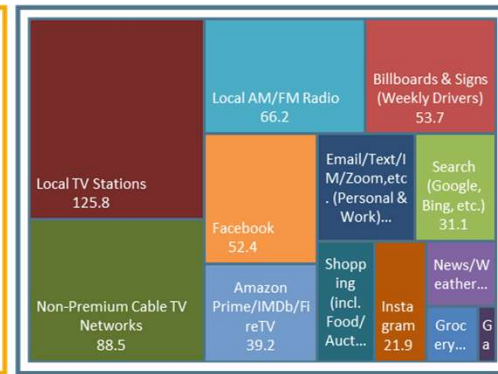
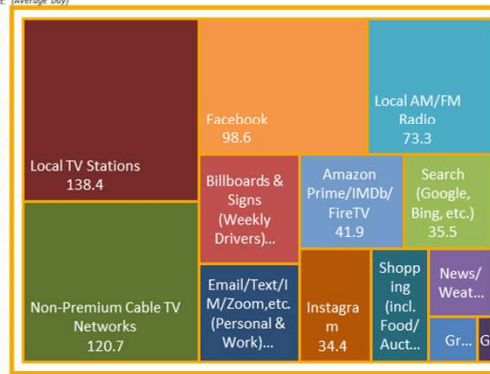
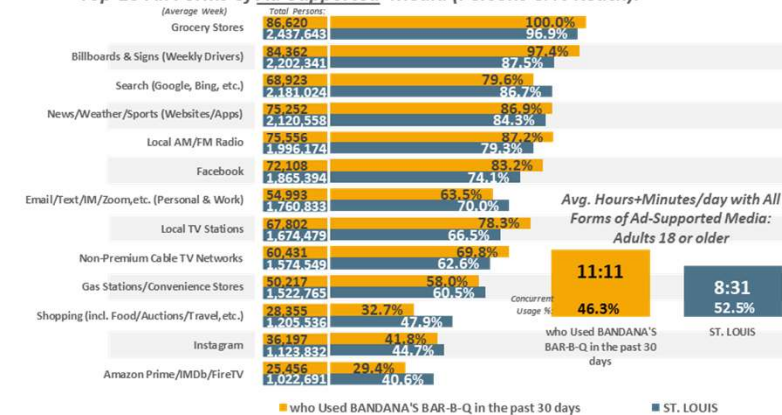
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 68
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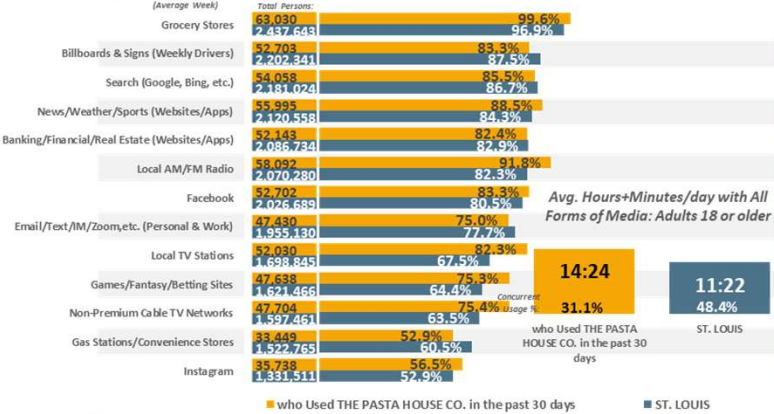
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Sit-down restaurants used past 30 days: Bandana's Bar-B-Q

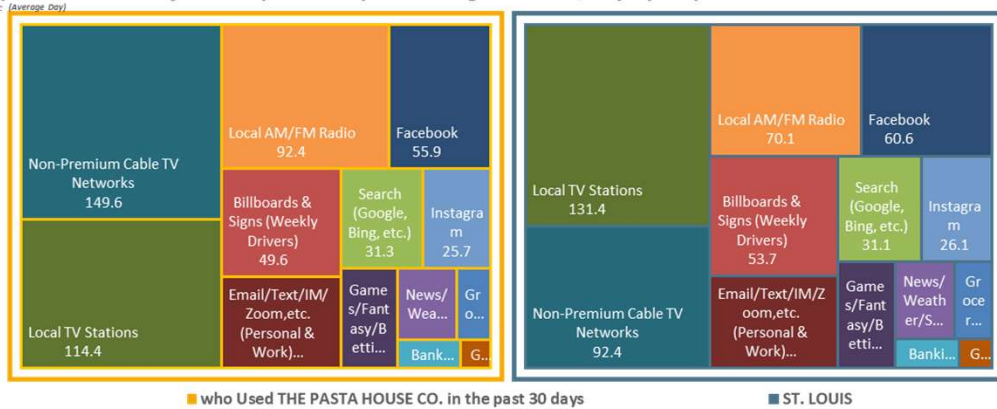


Adults 18 or older who Used THE PASTA HOUSE CO. in the past 30 days spend an average of 11 hours and 13 minutes each day with All Forms of Ad-Supported Media. 88.7% listen to Local AM/FM Radio for an avg. of 87.4 minutes/day. (Local Radio delivers 11.5% of Time with Ad-Supported Media.)

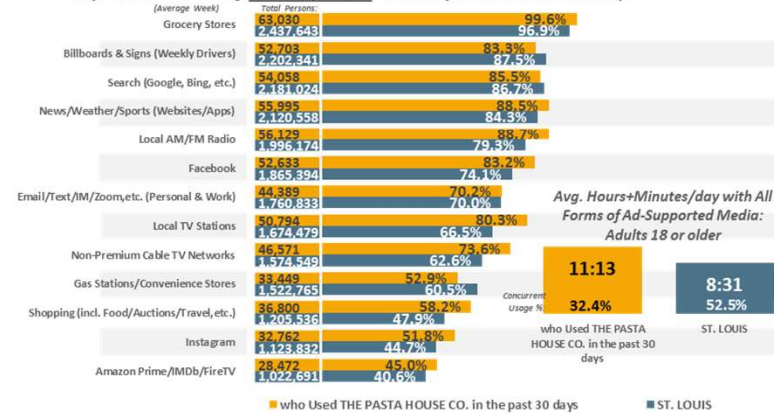
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



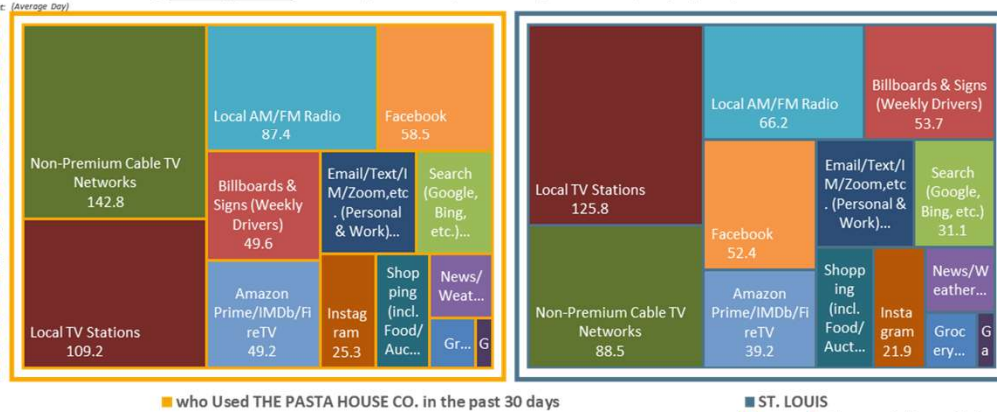
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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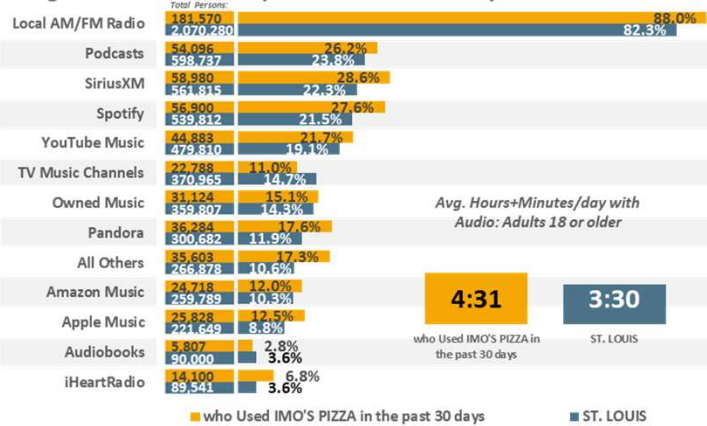
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Sit-down restaurants used past 30 days: The Pasta House Co.

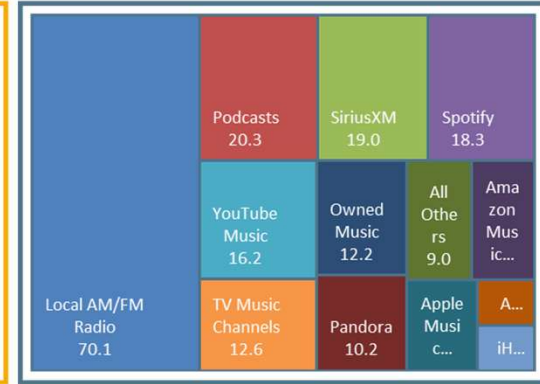
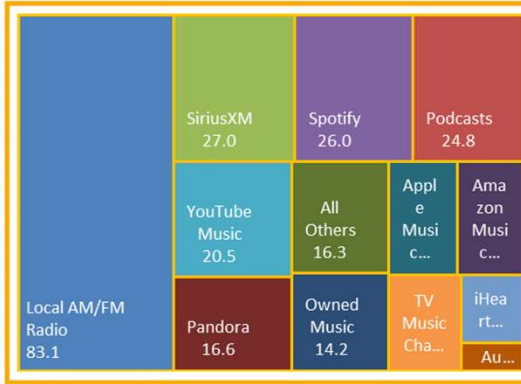


175,485 or 85.0% of Adults 18 or older who Used IMO'S PIZZA in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 79.1 minutes every day representing 41.1% of all time spent daily with Ad-Supported Audio.

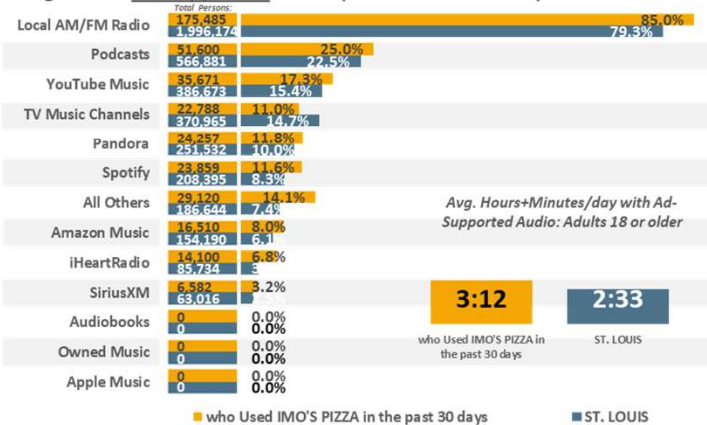
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



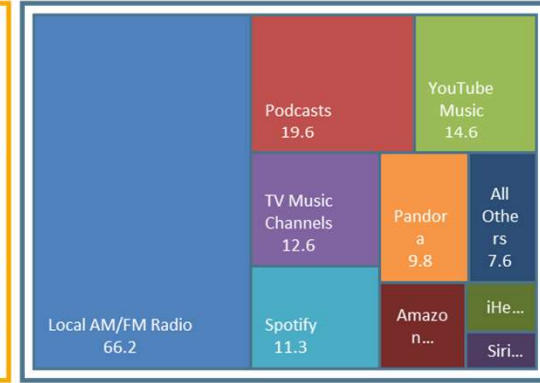
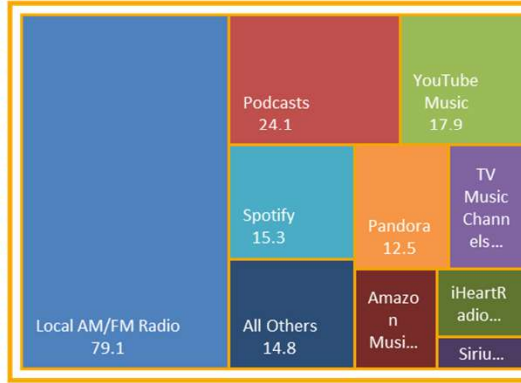
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



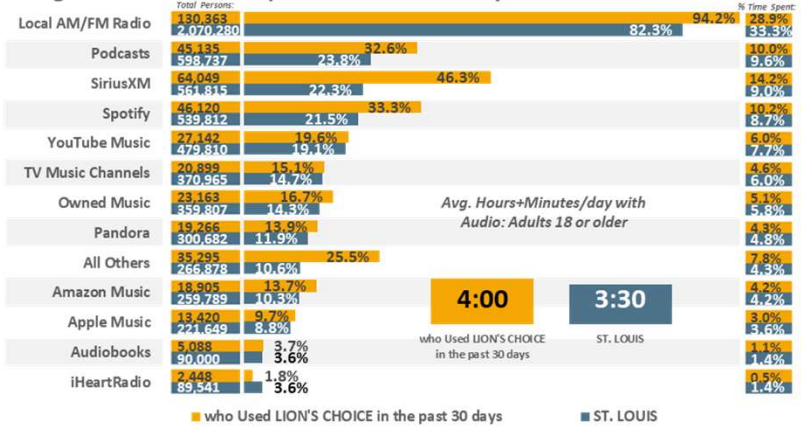
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



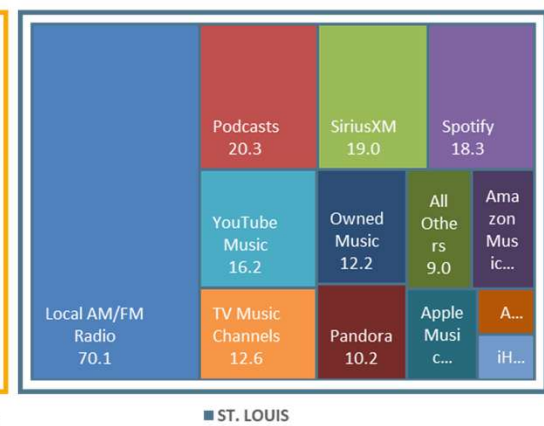
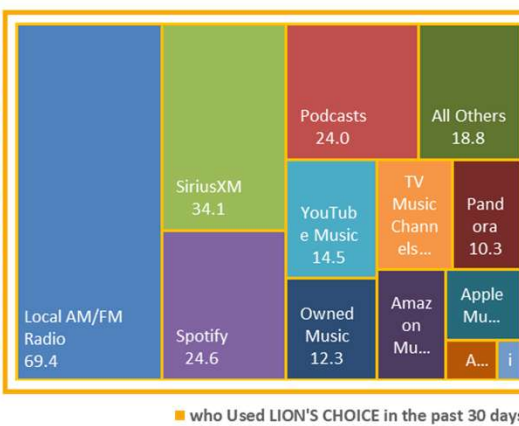


124,574 or 90.% of Adults 18 or older who Used LION'S CHOICE in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 66.1 minutes every day representing 40.7% of all time spent daily with Ad-Supported Audio.

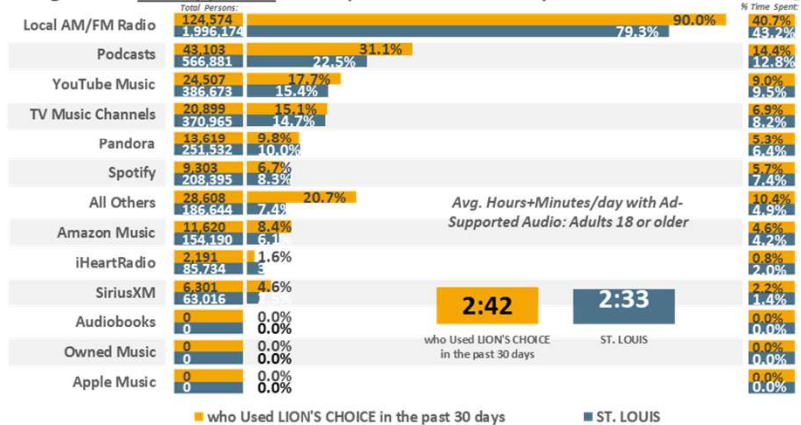
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



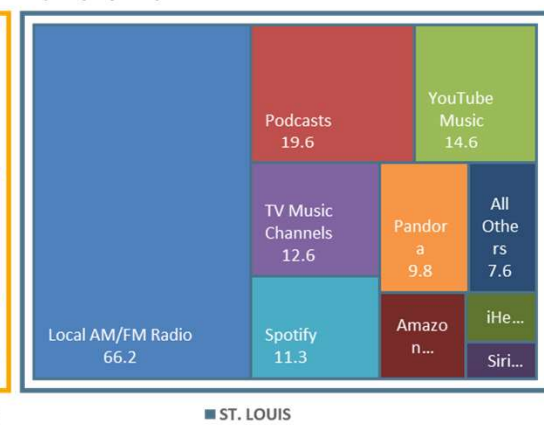
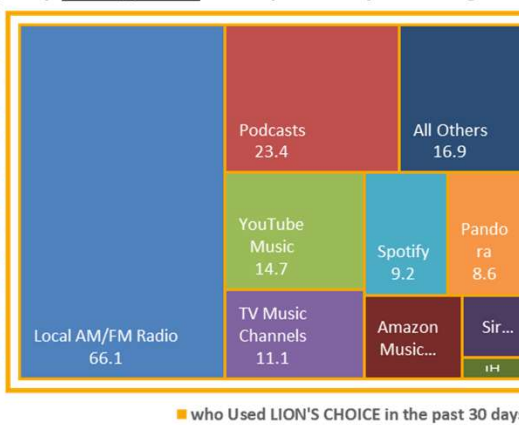
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

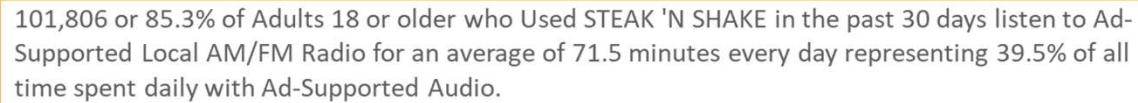


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older

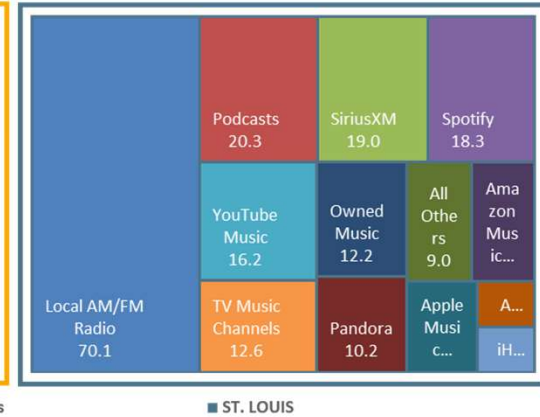
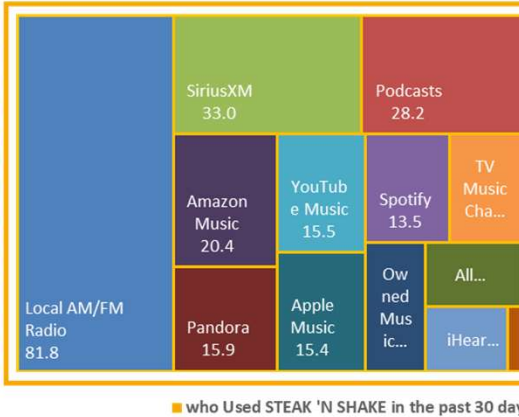


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

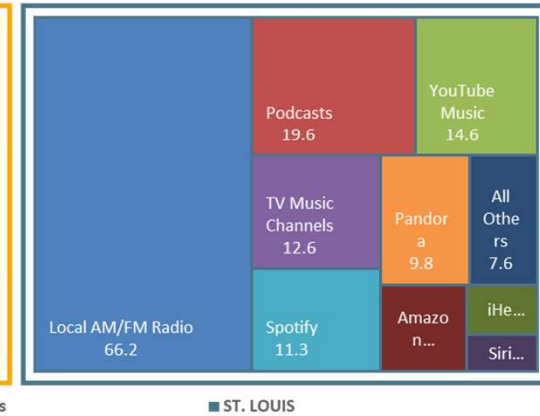
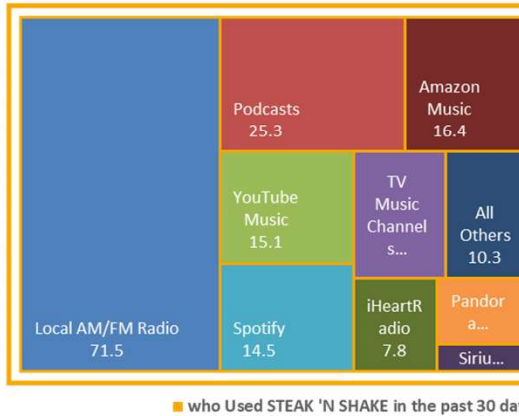




Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



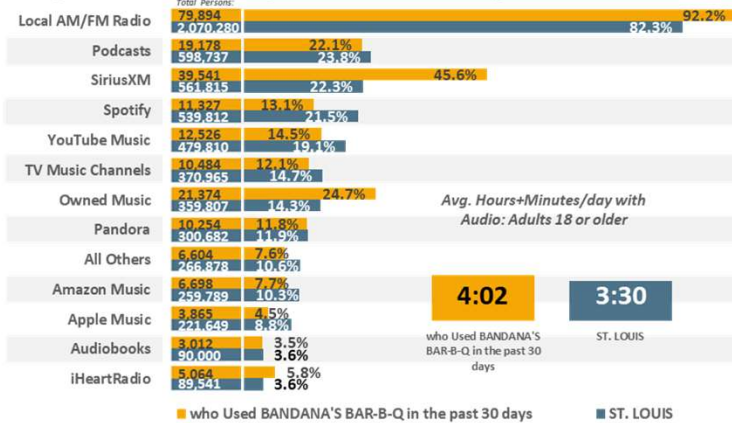
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Sit-down restaurants used past 30 days: Steak 'n Shake

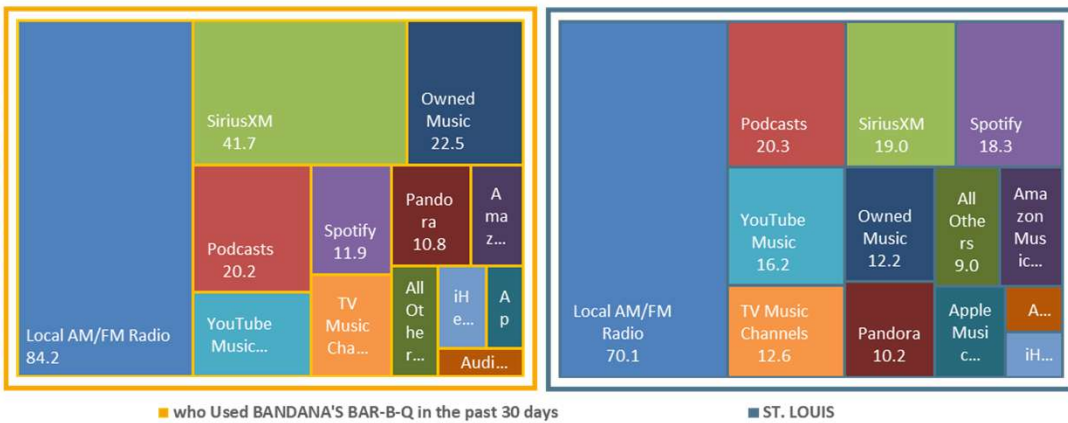


75,556 or 87.2% of Adults 18 or older who Used BANDANA'S BAR-B-Q in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 73.3 minutes every day representing 47.1% of all time spent daily with Ad-Supported Audio.

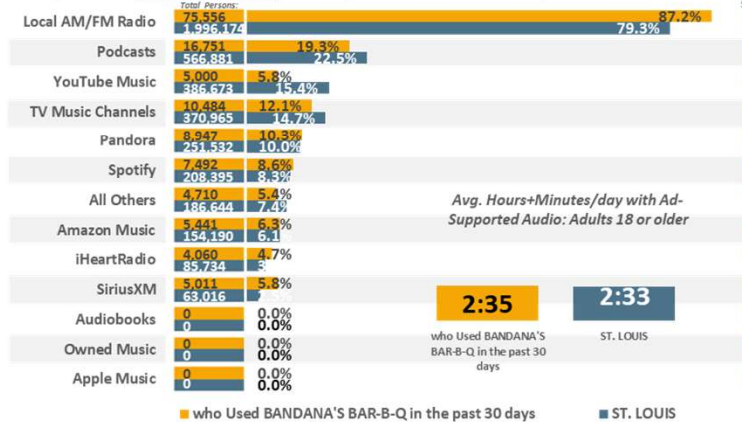
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



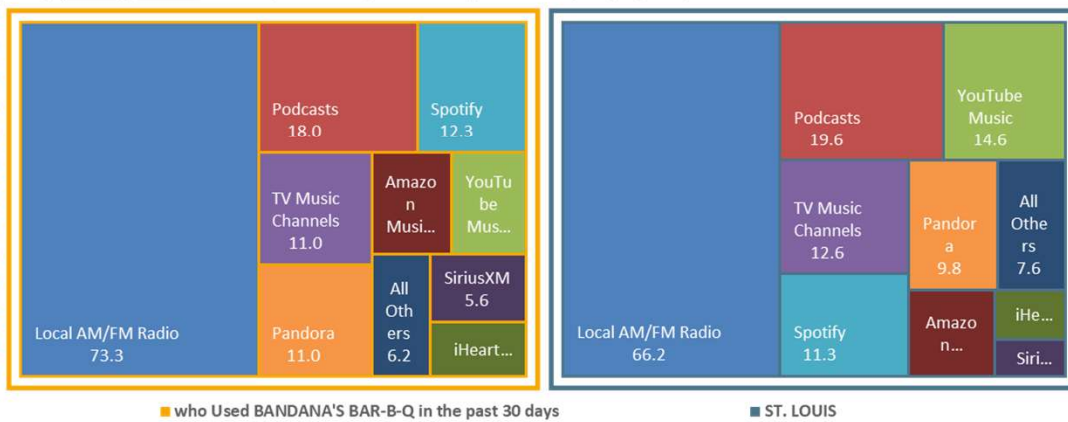
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



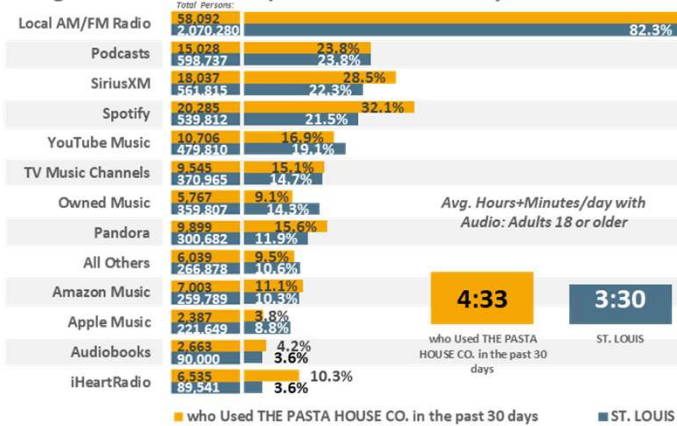
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



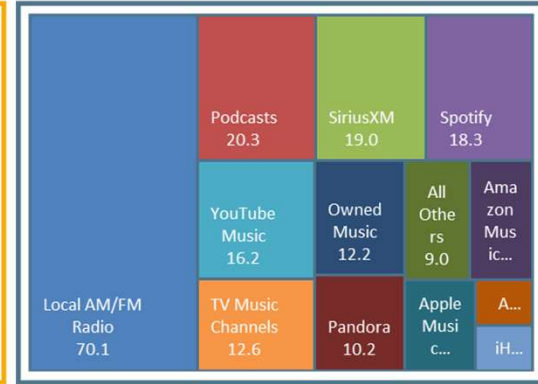
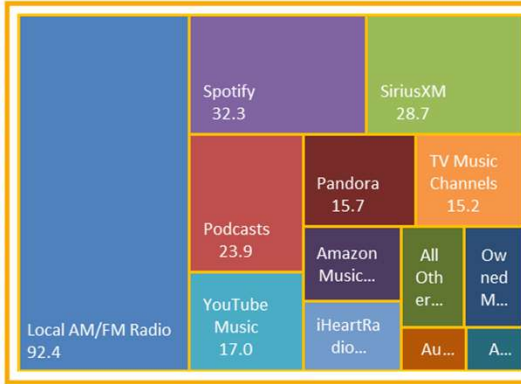


56,129 or 88.7% of Adults 18 or older who Used THE PASTA HOUSE CO. in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 87.4 minutes every day representing 41.2% of all time spent daily with Ad-Supported Audio.

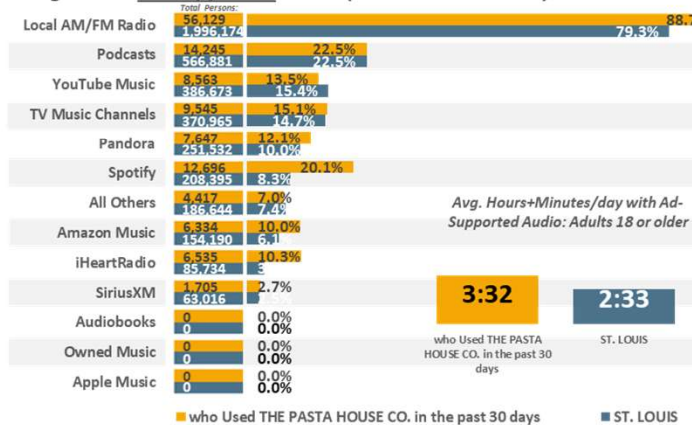
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



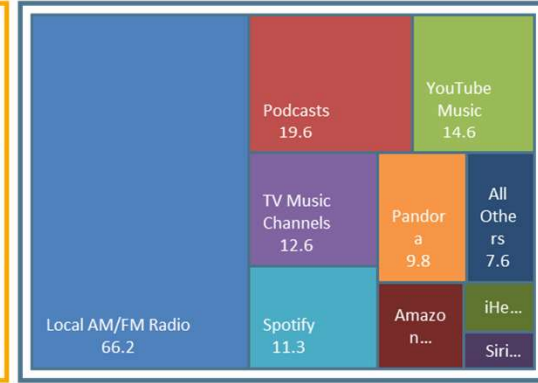
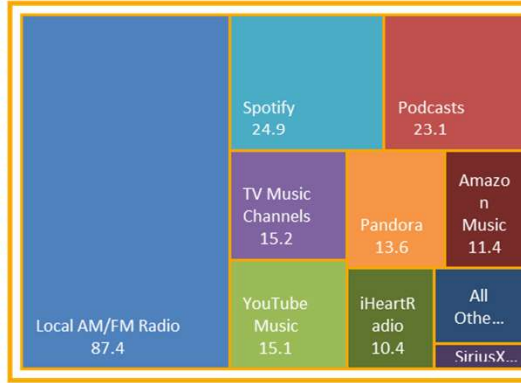
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

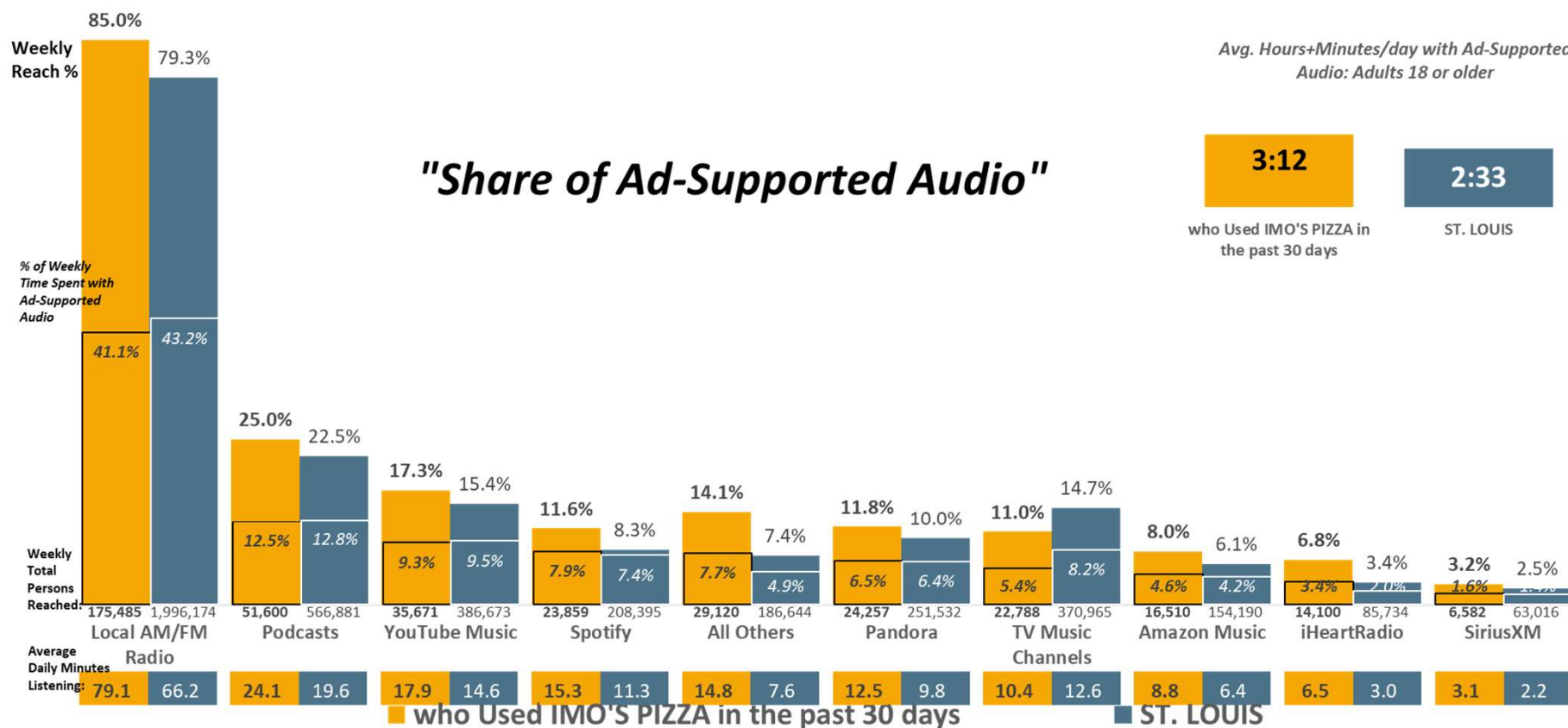


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



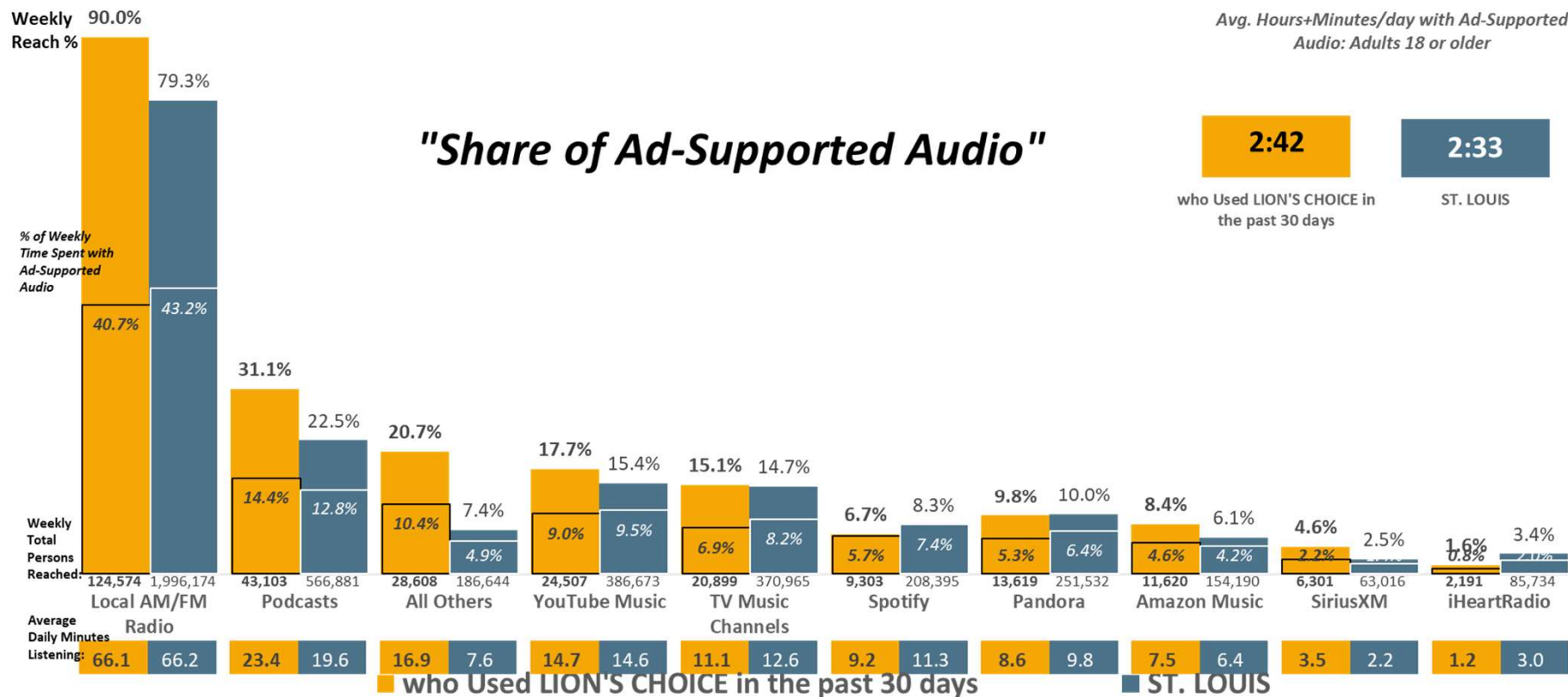


175,485 or 85.0% of Adults 18 or older who Used IMO'S PIZZA in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 79.1 minutes every day representing 41.1% of all time spent daily with Ad-Supported Audio.



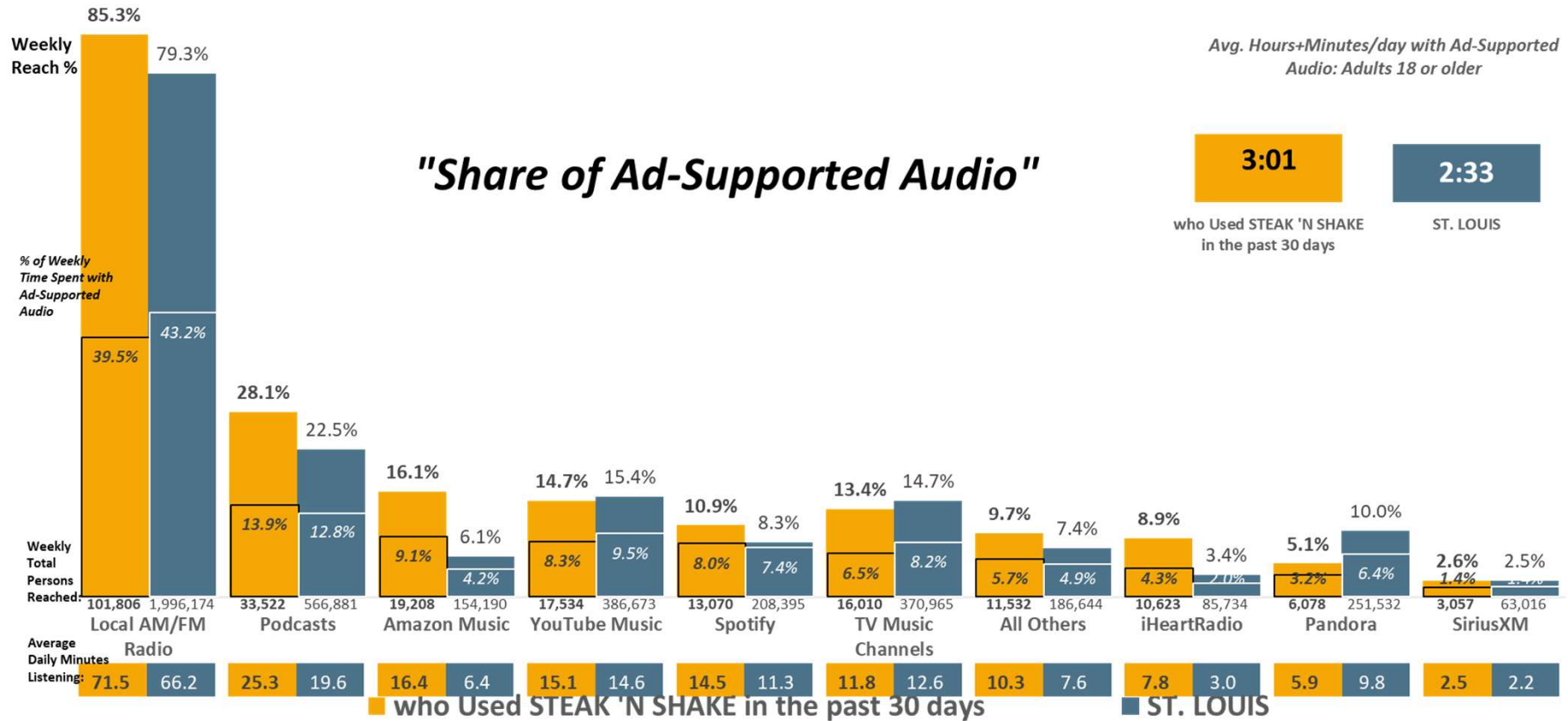


124,574 or 90.% of Adults 18 or older who Used LION'S CHOICE in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 66.1 minutes every day representing 40.7% of all time spent daily with Ad-Supported Audio.



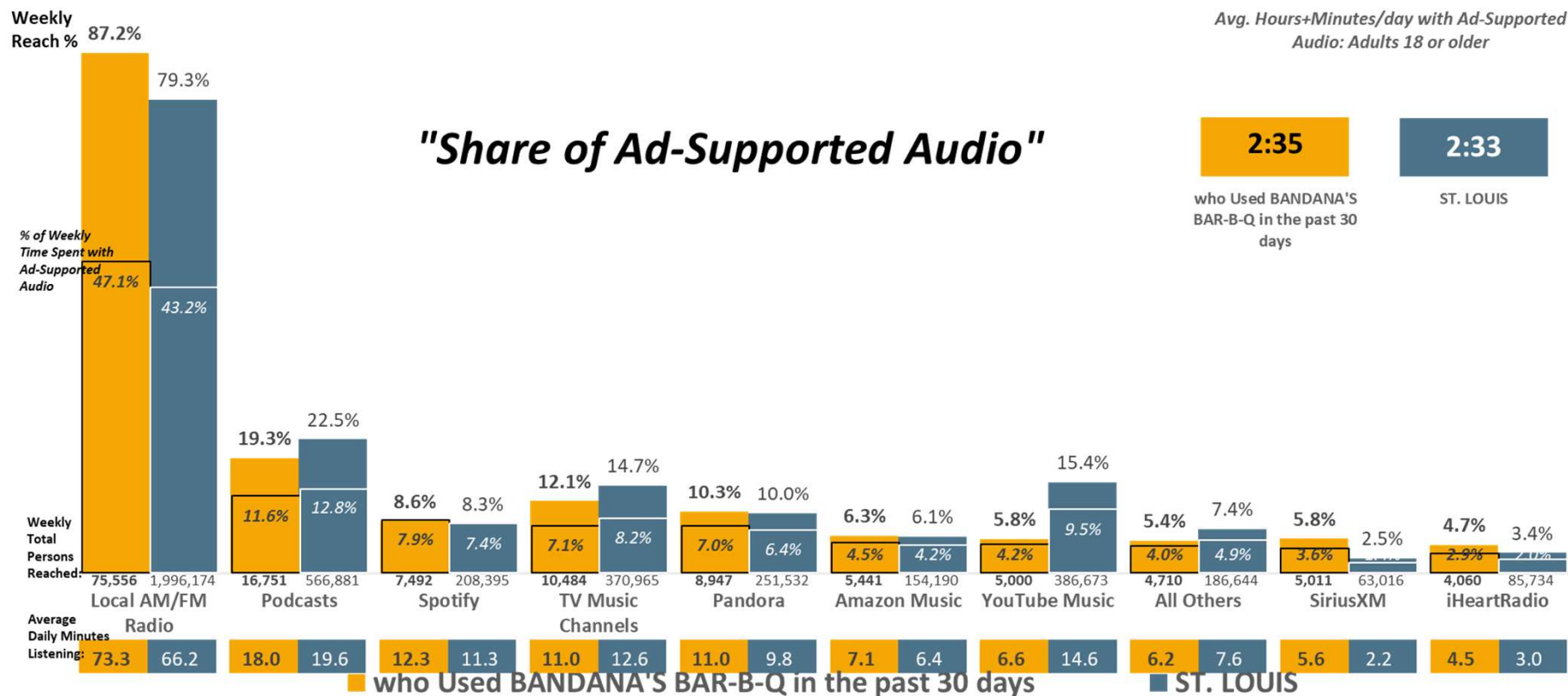


101,806 or 85.3% of Adults 18 or older who Used STEAK 'N SHAKE in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 71.5 minutes every day representing 39.5% of all time spent daily with Ad-Supported Audio.



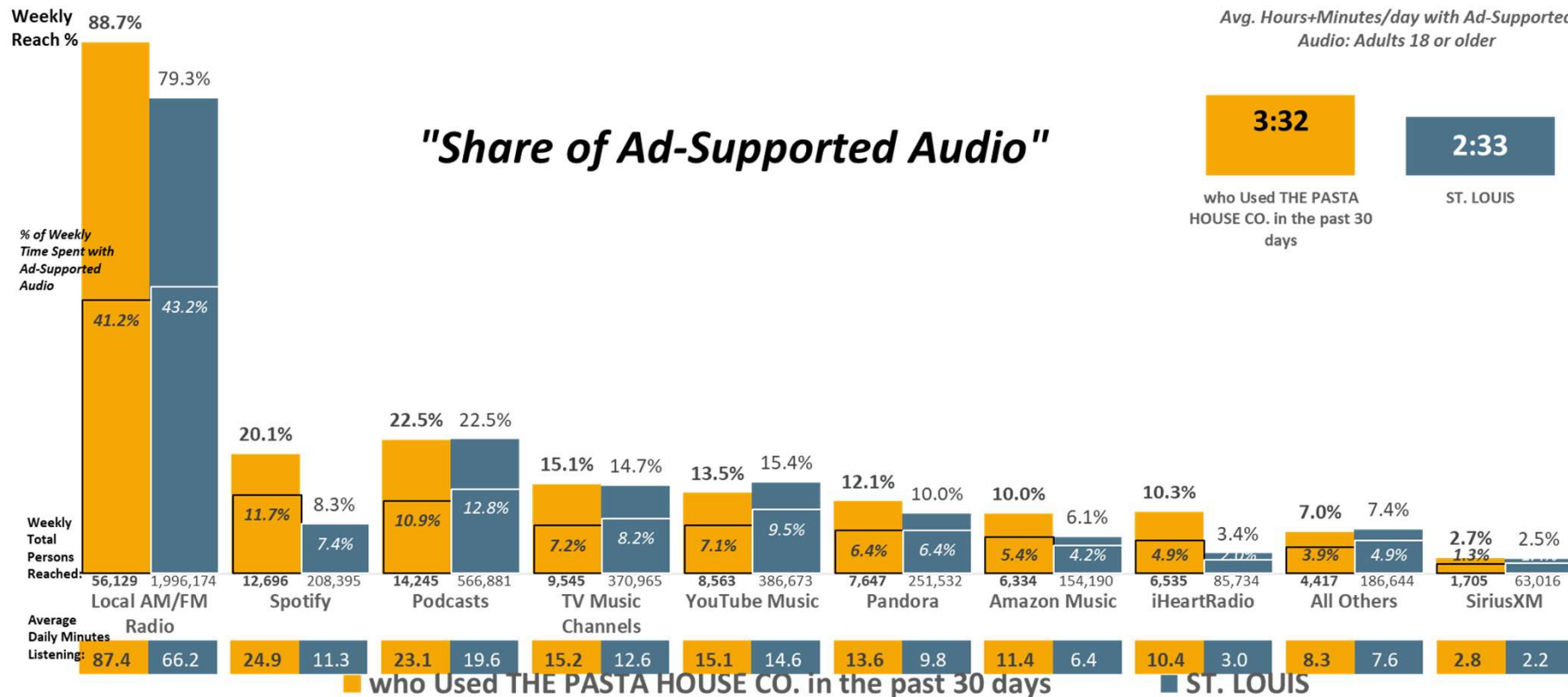


75,556 or 87.2% of Adults 18 or older who Used BANDANA'S BAR-B-Q in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 73.3 minutes every day representing 47.1% of all time spent daily with Ad-Supported Audio.





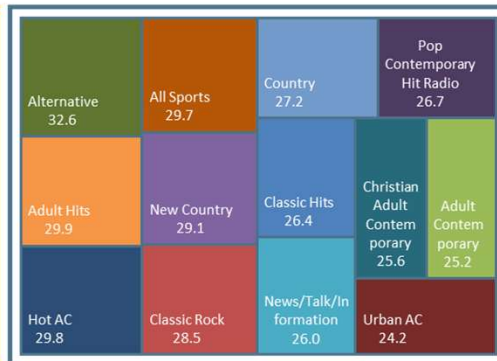
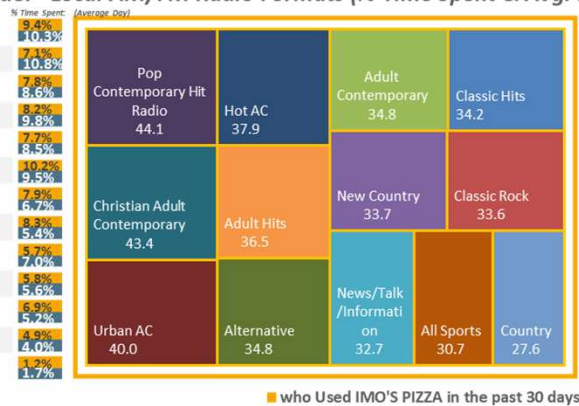
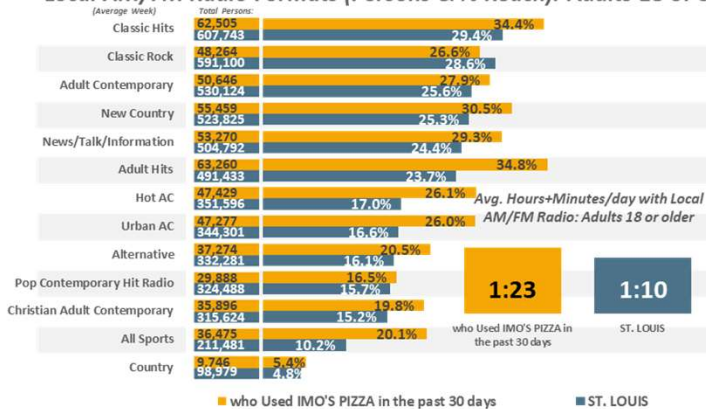
56,129 or 88.7% of Adults 18 or older who Used THE PASTA HOUSE CO. in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 87.4 minutes every day representing 41.2% of all time spent daily with Ad-Supported Audio.



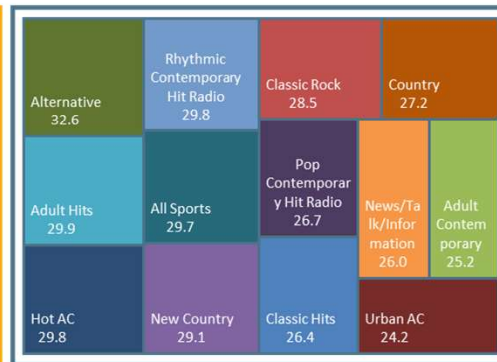
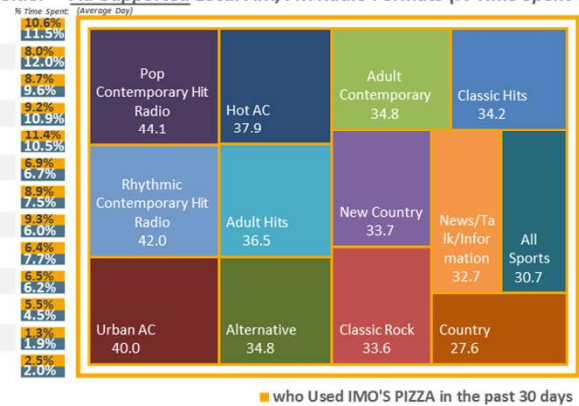
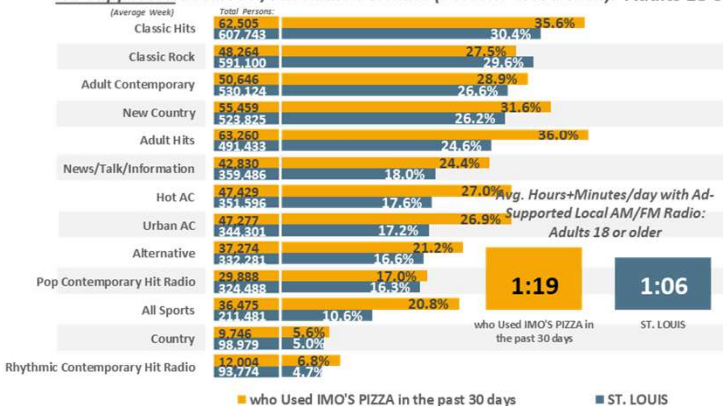


175,485 or 85.% of Adults 18 or older who Used IMO'S PIZZA in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Hits, Classic Hits, New Country, Adult Contemporary, and Classic Rock.

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



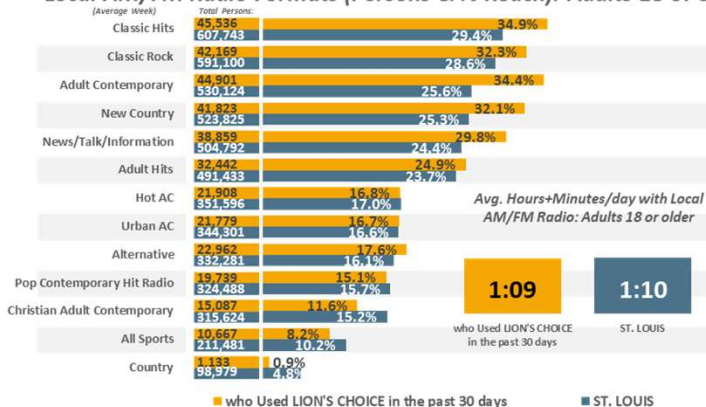
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



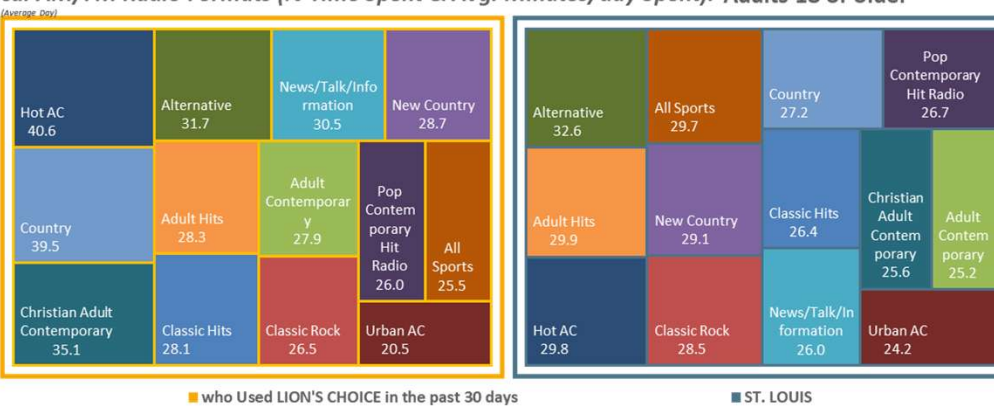


124,574 or 90.% of Adults 18 or older who Used LION'S CHOICE in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Classic Rock, New Country, and Adult Hits.

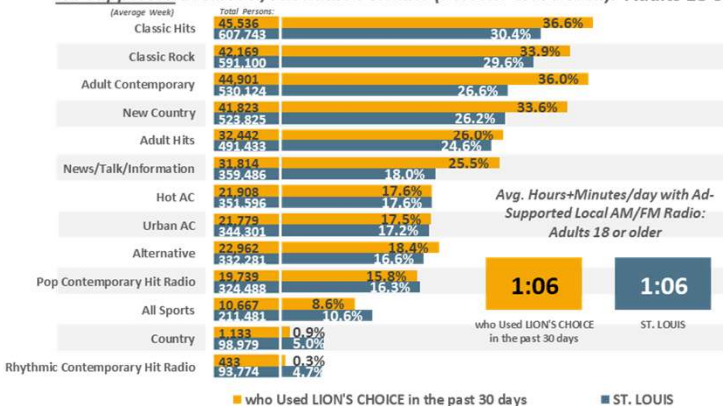
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



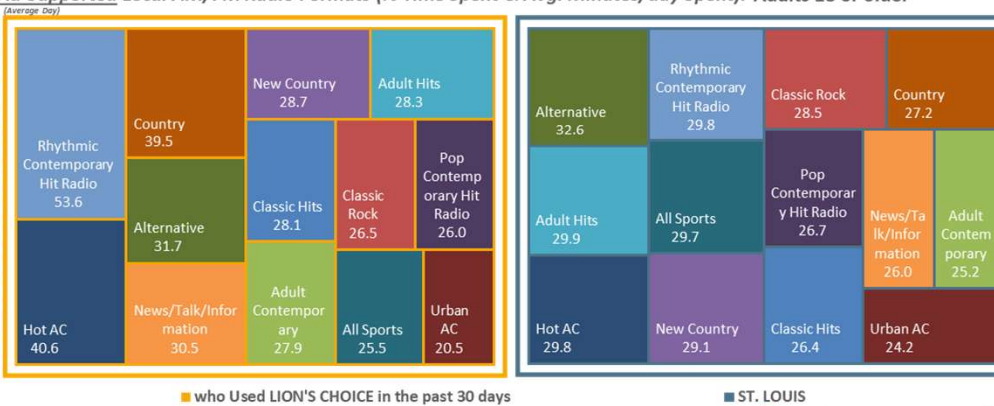
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



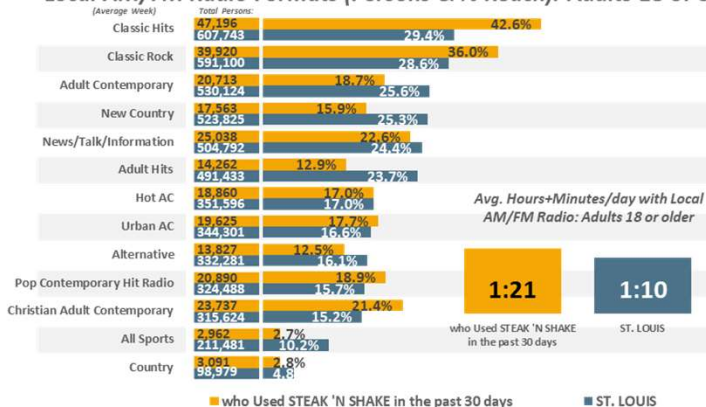
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



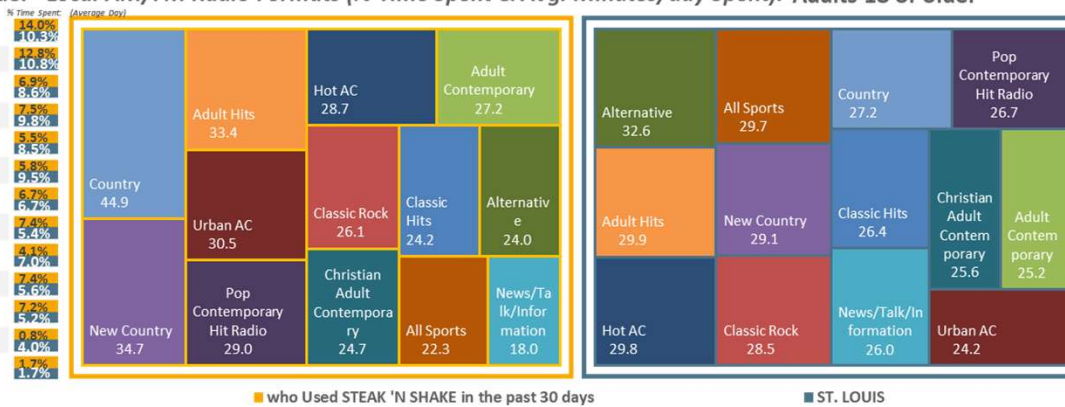


101,806 or 85.3% of Adults 18 or older who Used STEAK 'N SHAKE in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Classic Rock, Pop Contemporary Hit Radio, Adult Contemporary, and Urban AC.

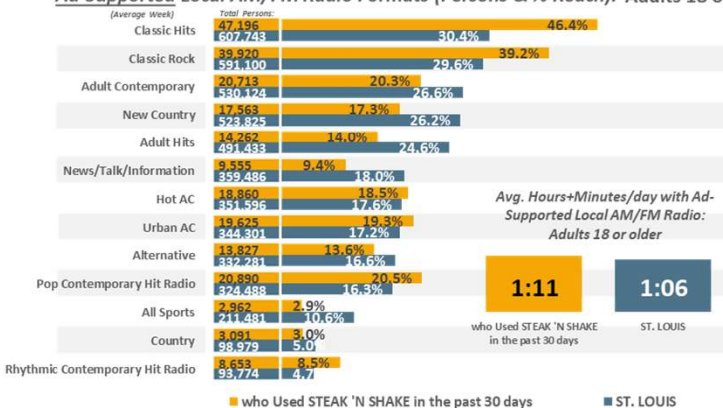
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



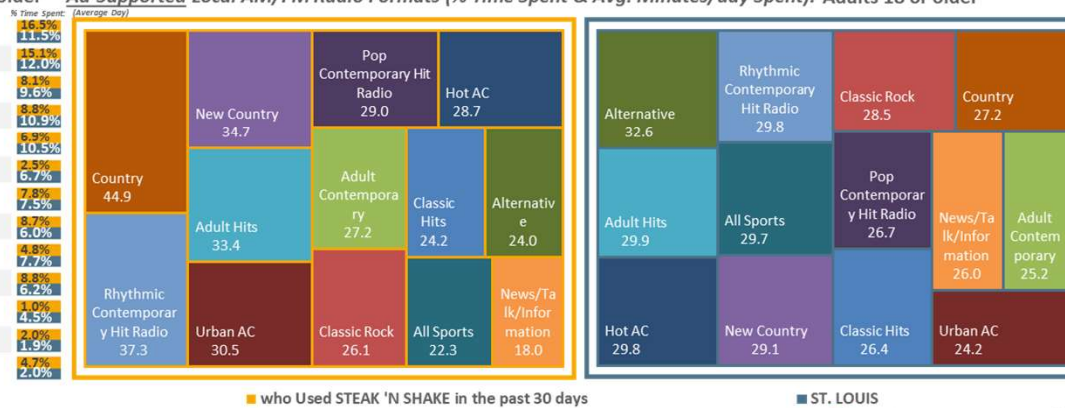
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



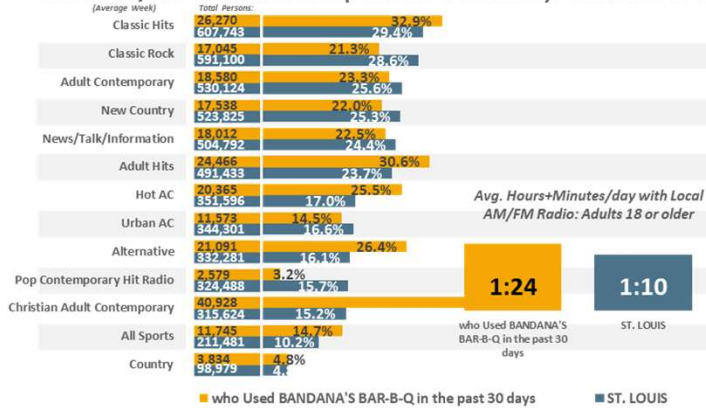
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



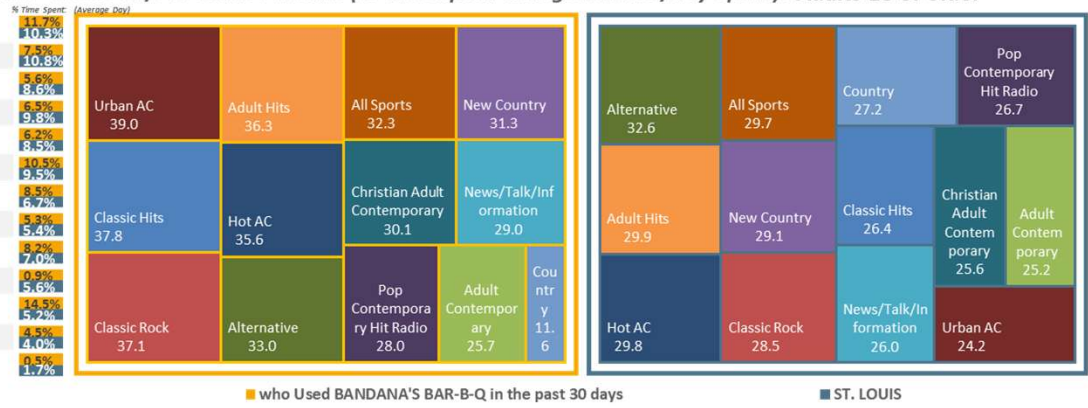


75,556 or 87.2% of Adults 18 or older who Used BANDANA'S BAR-B-Q in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Hits, Alternative, Hot AC, and Adult Contemporary.

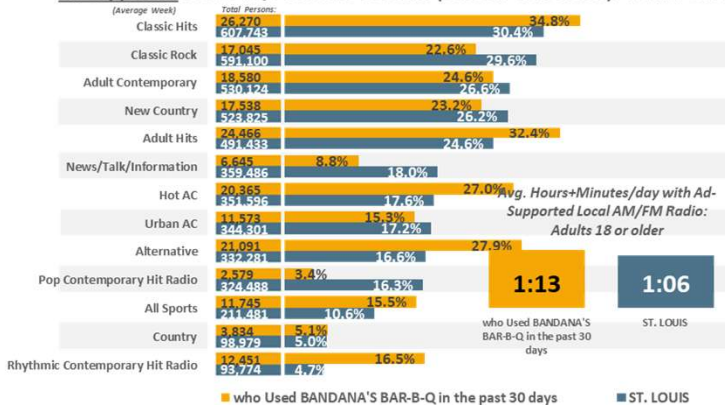
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



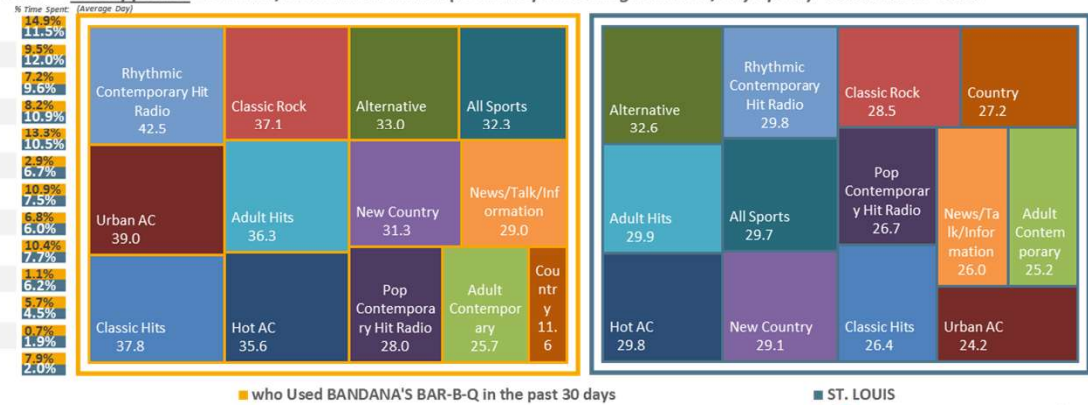
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



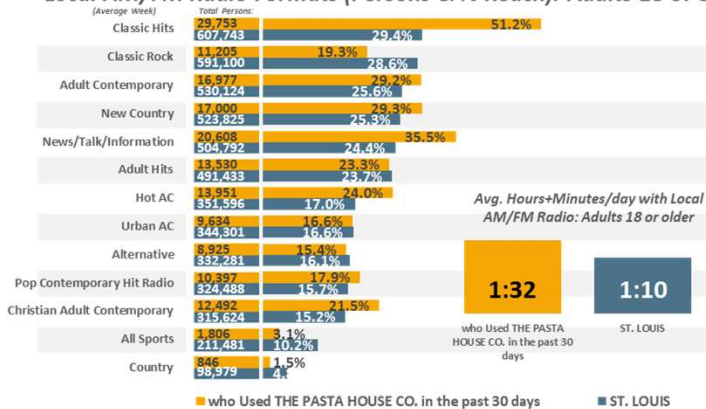
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



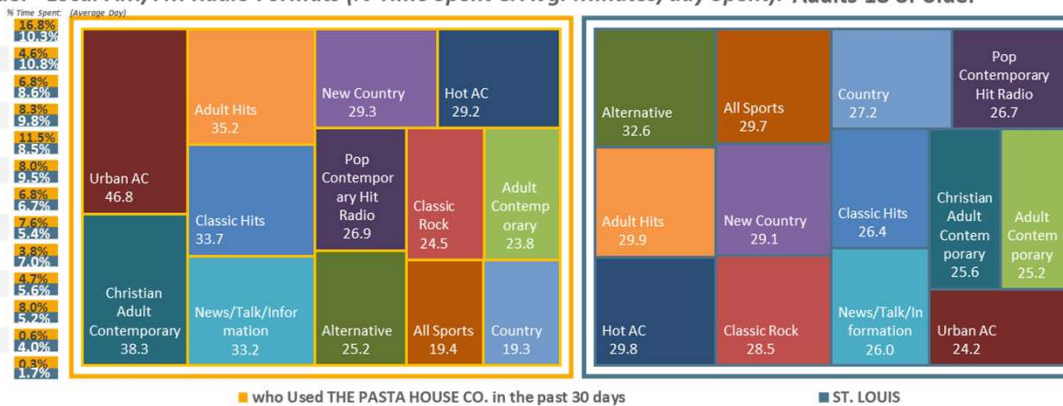


56,129 or 88.7% of Adults 18 or older who Used THE PASTA HOUSE CO. in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, News/Talk/Information, New Country, Adult Contemporary, and Hot AC.

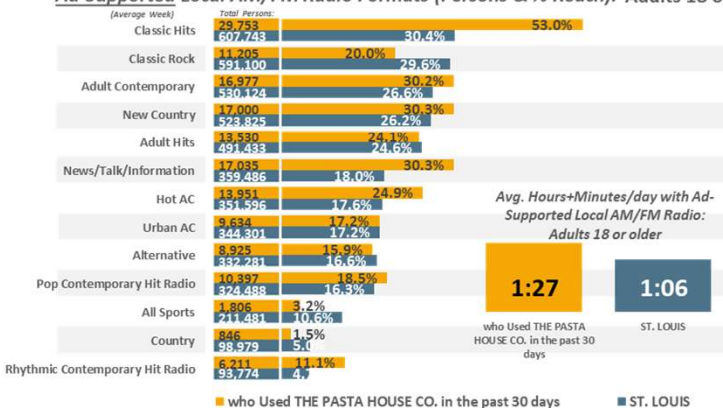
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



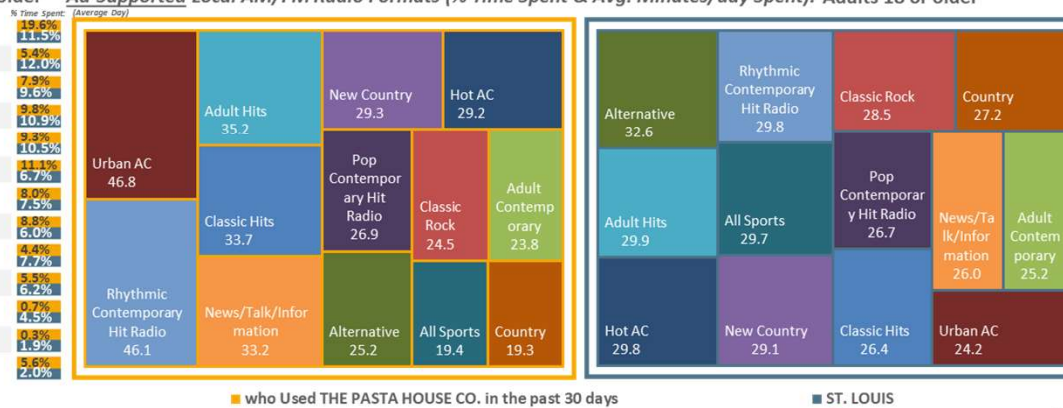
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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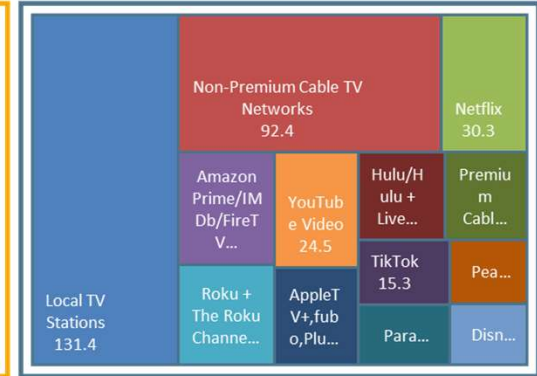
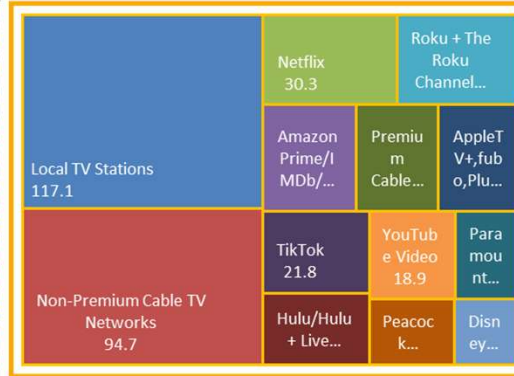
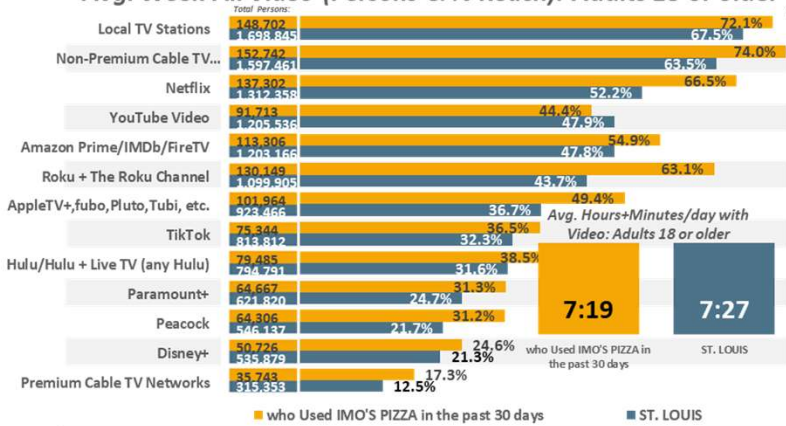
Sit-down restaurants used past 30 days: The Pasta House Co.



145,086 or 70.3% of Adults 18 or older who Used IMO'S PIZZA in the past 30 days watch Ad-Supported Local TV Stations for an average of 113. minutes every day representing 31.8% of all time spent daily with Ad-Supported Video.

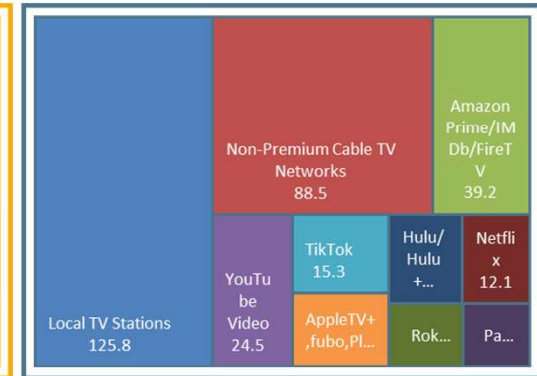
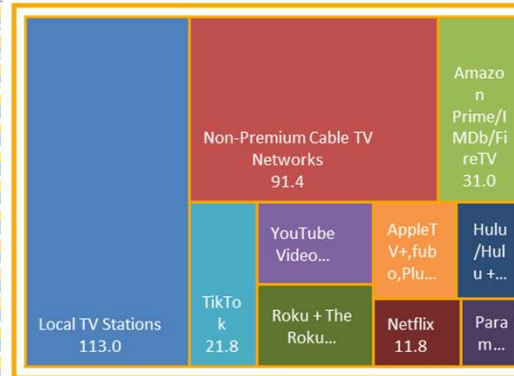
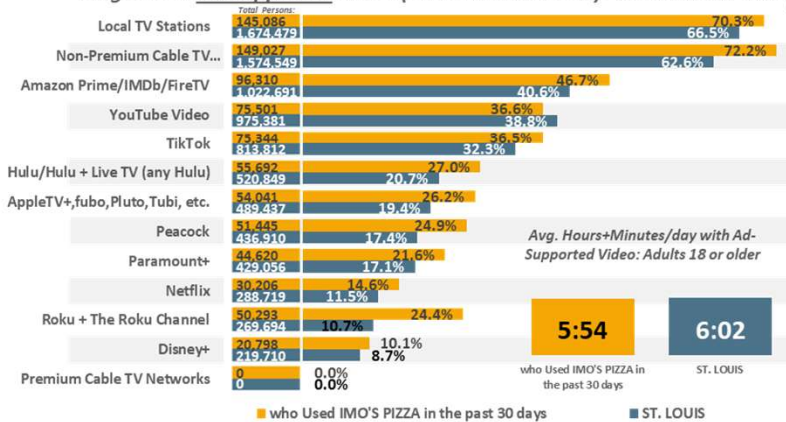
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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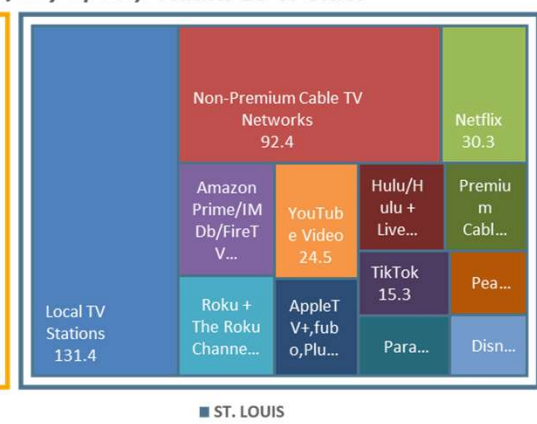
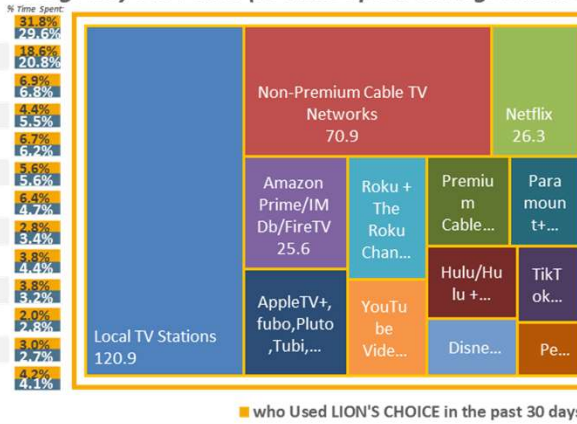
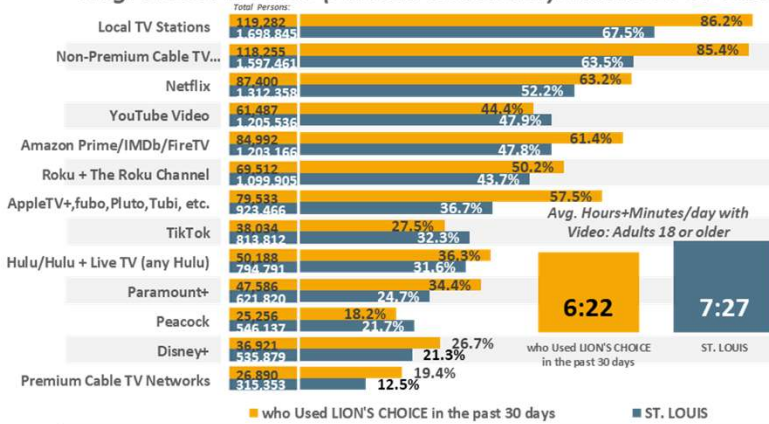
Quick service restaurants used past 30 days: Imo's Pizza



118,052 or 85.3% of Adults 18 or older who Used LION'S CHOICE in the past 30 days watch Ad-Supported Local TV Stations for an average of 116. minutes every day representing 38.4% of all time spent daily with Ad-Supported Video.

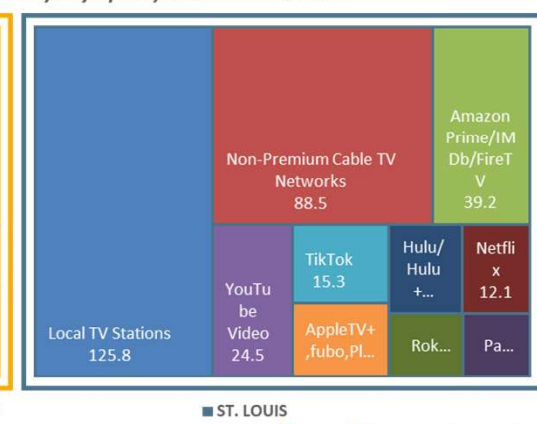
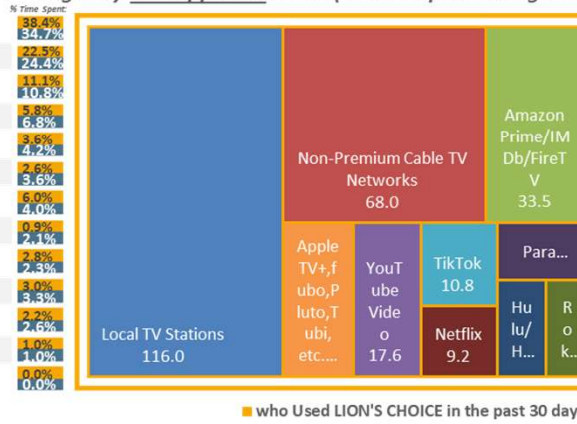
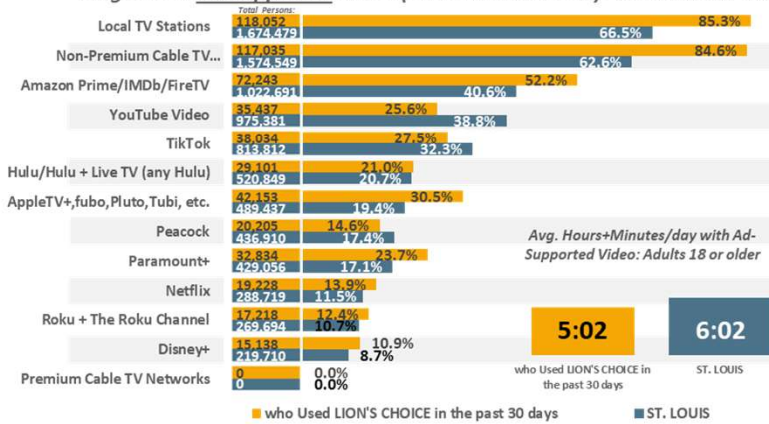
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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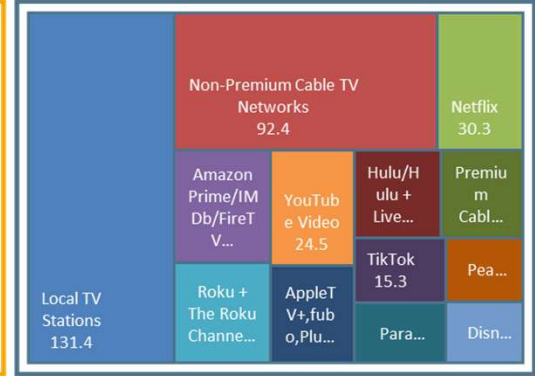
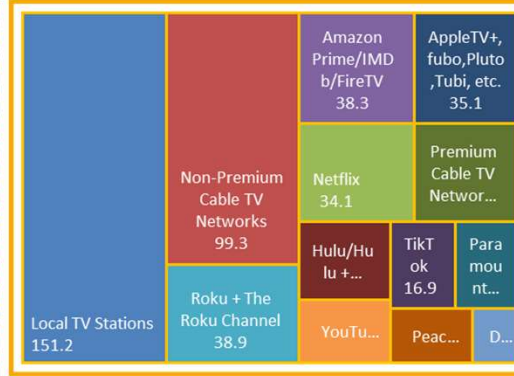
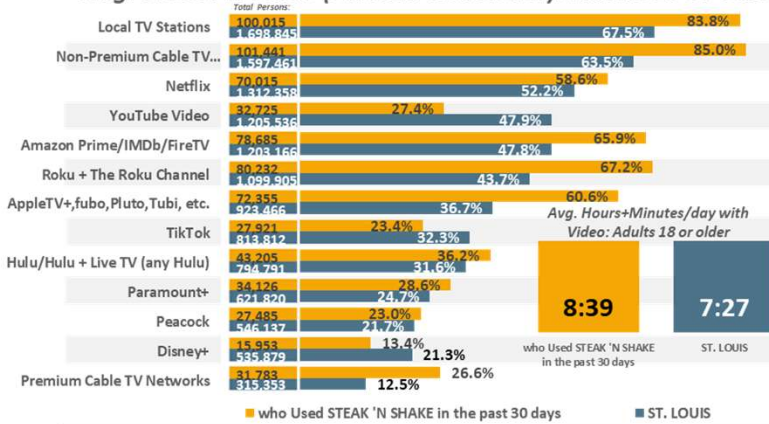
Quick service restaurants used past 30 days: Lion's Choice



97,137 or 81.4% of Adults 18 or older who Used STEAK 'N SHAKE in the past 30 days watch Ad-Supported Local TV Stations for an average of 137.9 minutes every day representing 33.3% of all time spent daily with Ad-Supported Video.

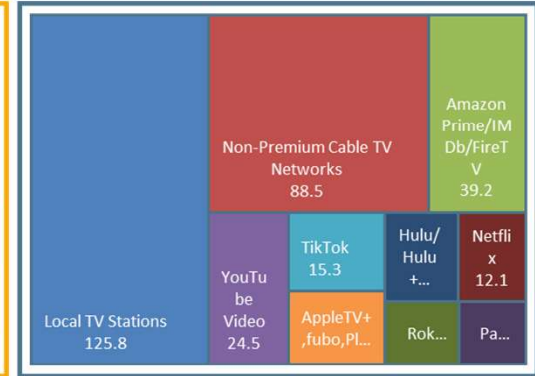
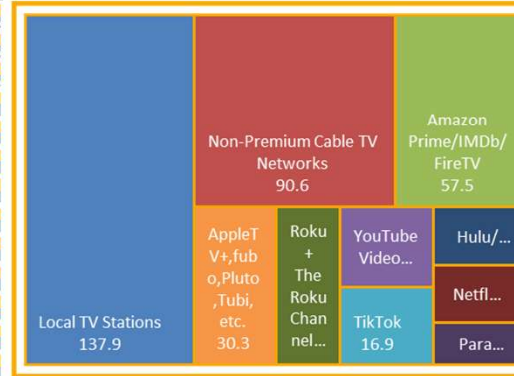
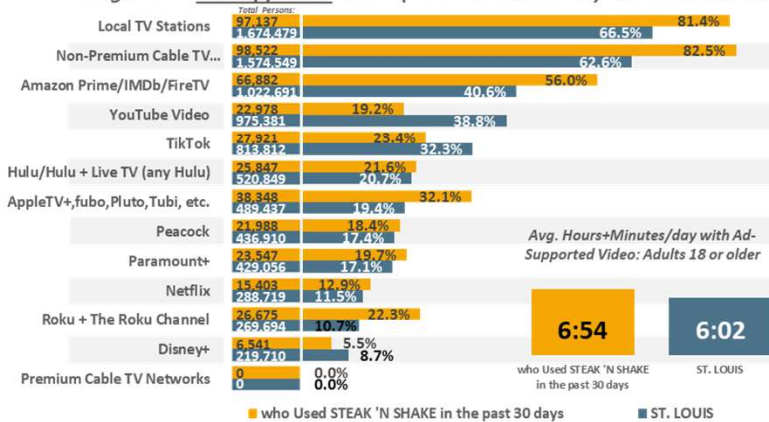
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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

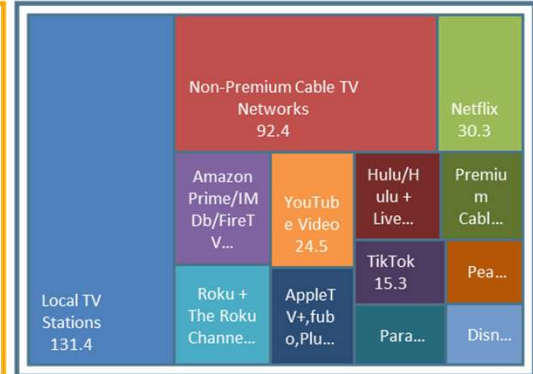
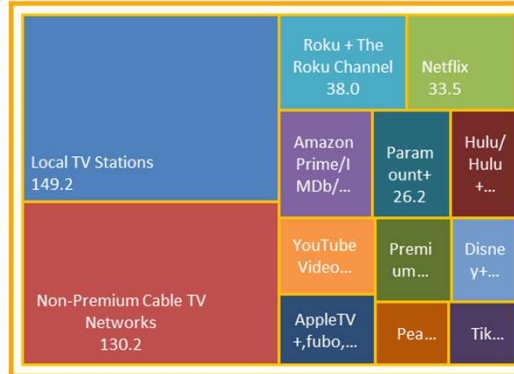
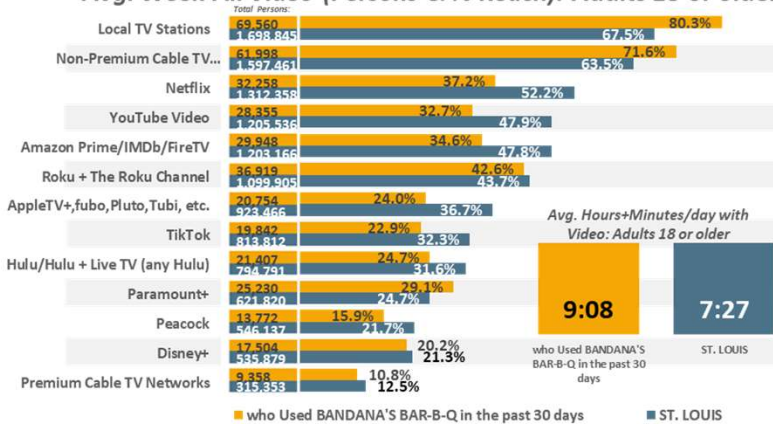




67,802 or 78.3% of Adults 18 or older who Used BANDANA'S BAR-B-Q in the past 30 days watch Ad-Supported Local TV Stations for an average of 138.4 minutes every day representing 32.1% of all time spent daily with Ad-Supported Video.

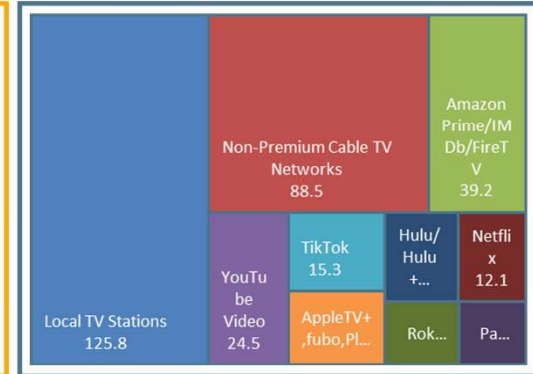
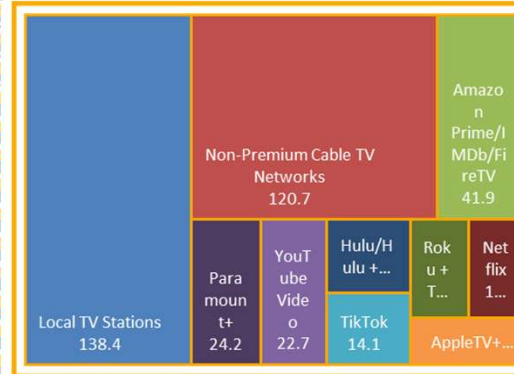
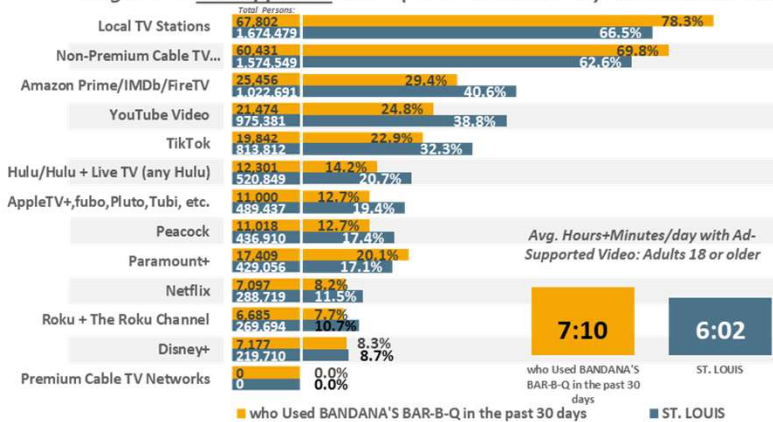
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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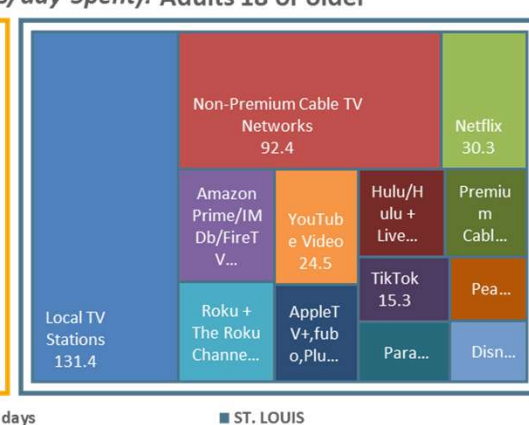
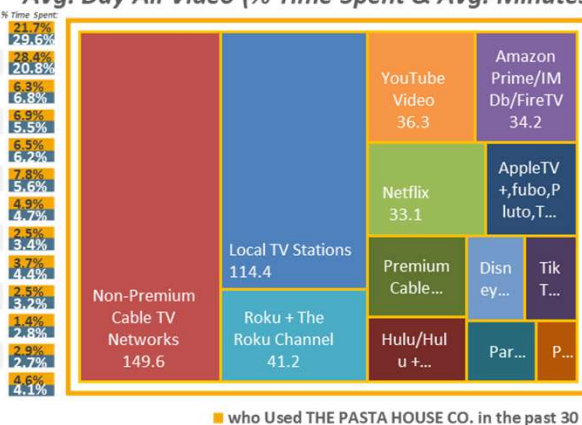
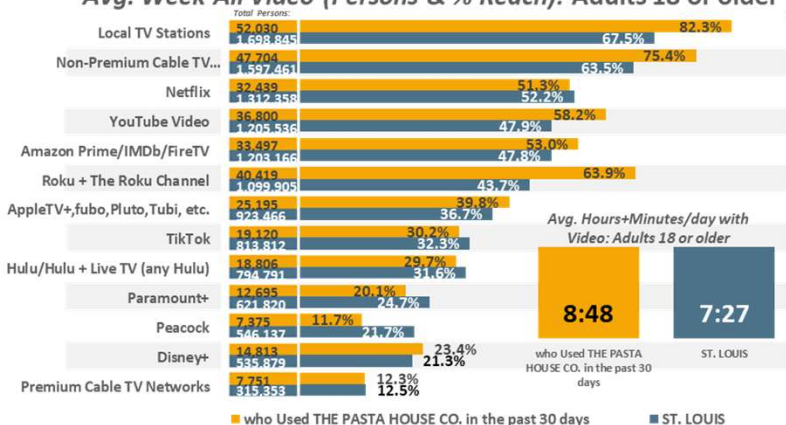
Sit-down restaurants used past 30 days: Bandana's Bar-B-Q



50,794 or 80.3% of Adults 18 or older who Used THE PASTA HOUSE CO. in the past 30 days watch Ad-Supported Local TV Stations for an average of 109.2 minutes every day representing 26.% of all time spent daily with Ad-Supported Video.

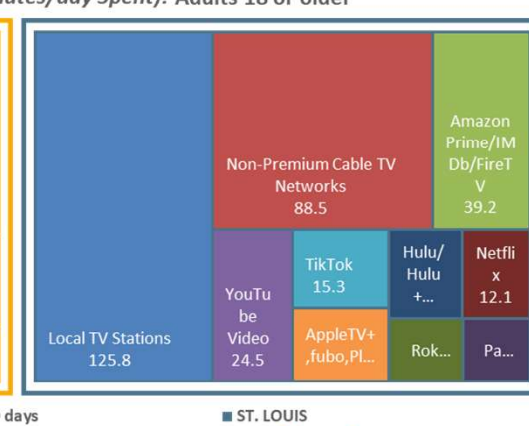
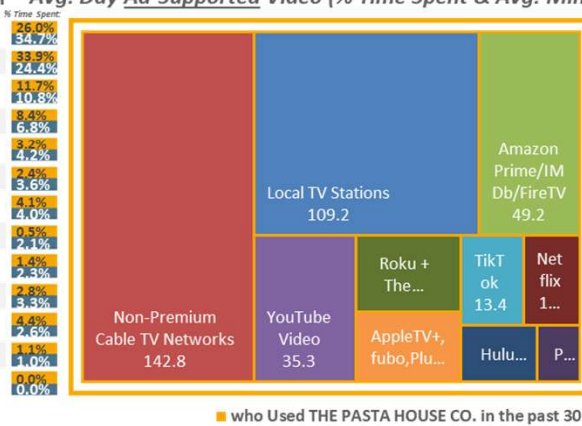
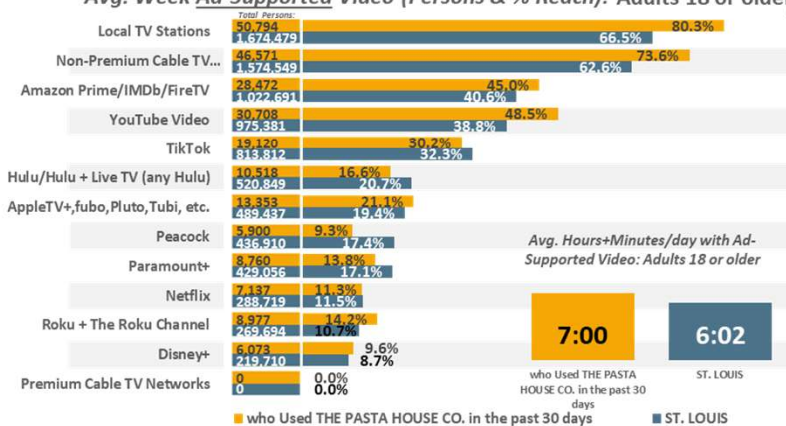
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

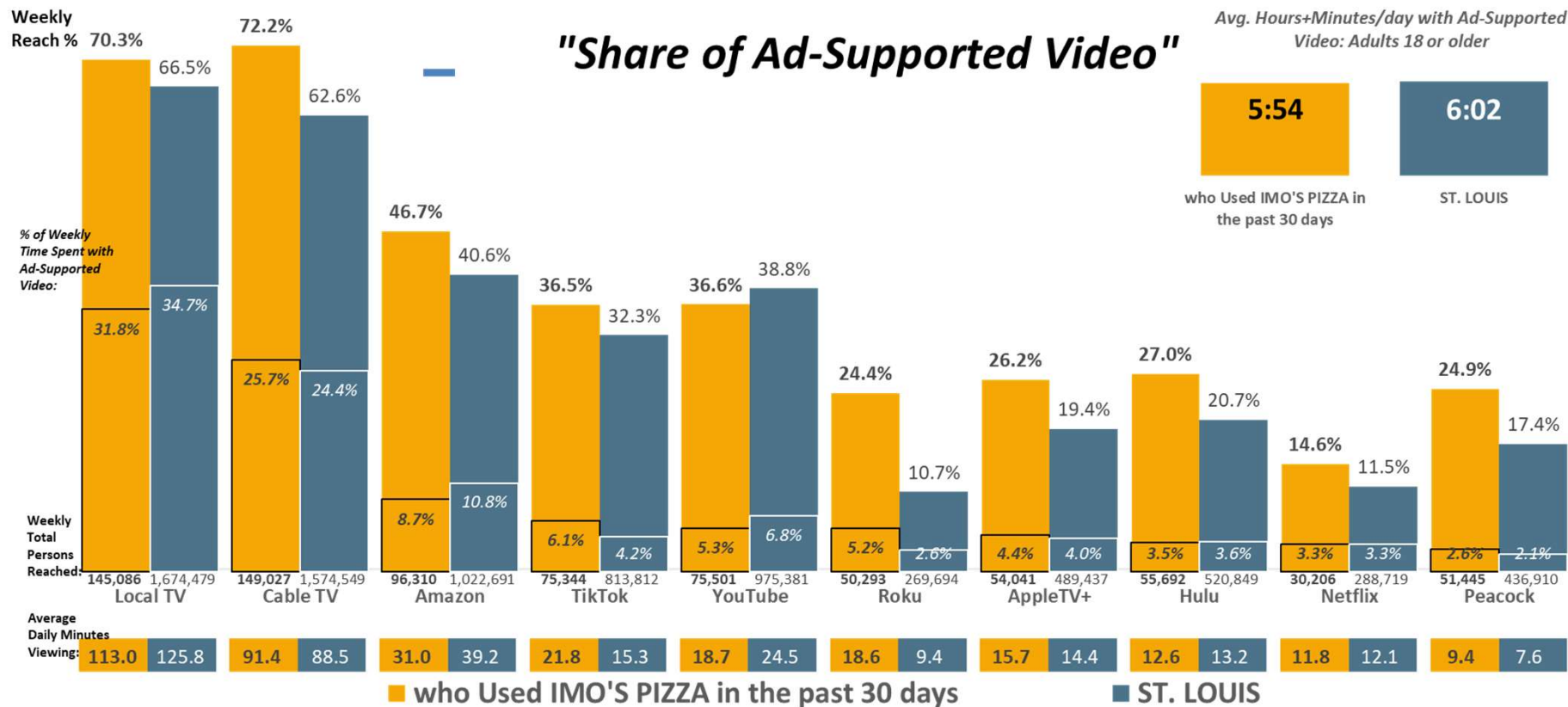
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





145,086 or 70.3% of Adults 18 or older who Used IMO'S PIZZA in the past 30 days watch Ad-Supported Local TV Stations for an average of 113. minutes every day representing 31.8% of all time spent daily with Ad-Supported Video.

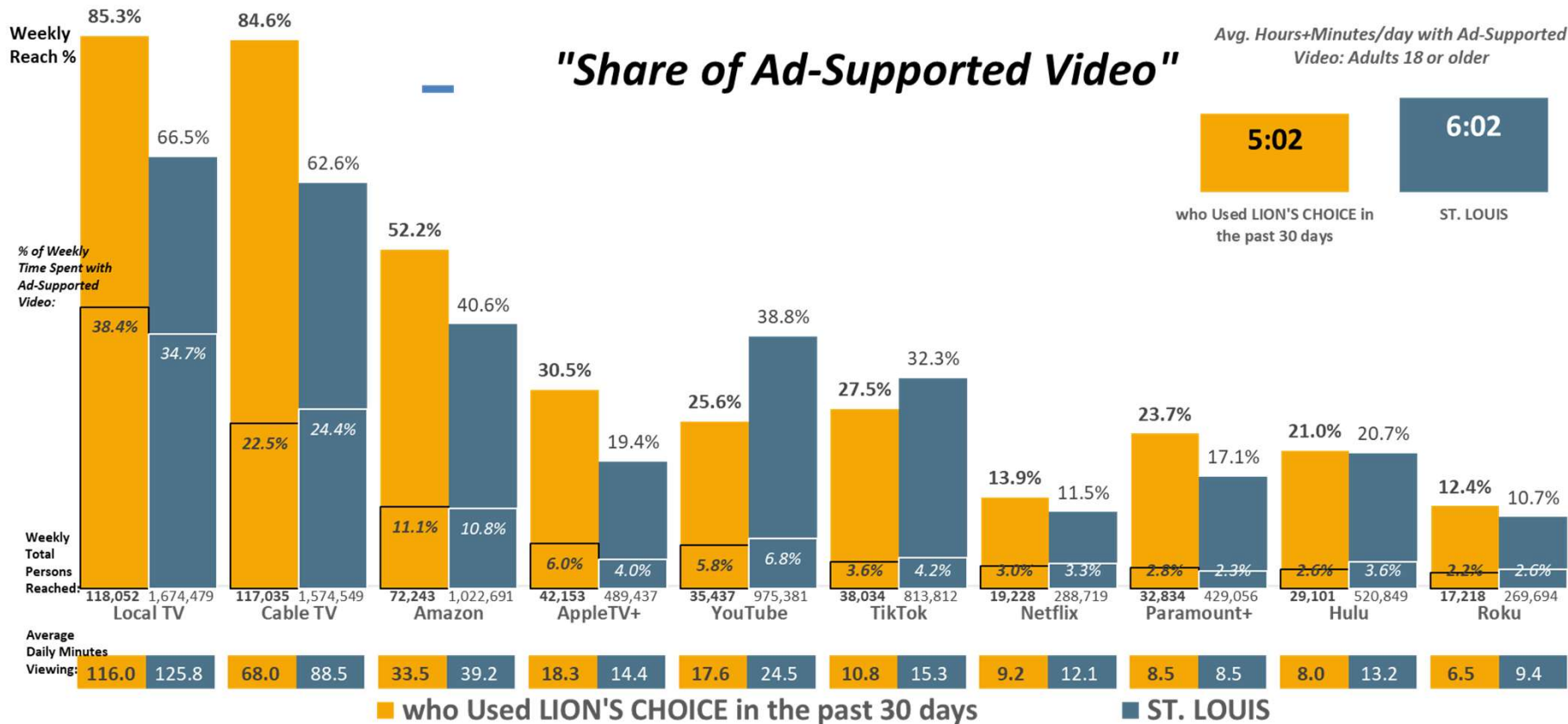
"Share of Ad-Supported Video"





118,052 or 85.3% of Adults 18 or older who Used LION'S CHOICE in the past 30 days watch Ad-Supported Local TV Stations for an average of 116. minutes every day representing 38.4% of all time spent daily with Ad-Supported Video.

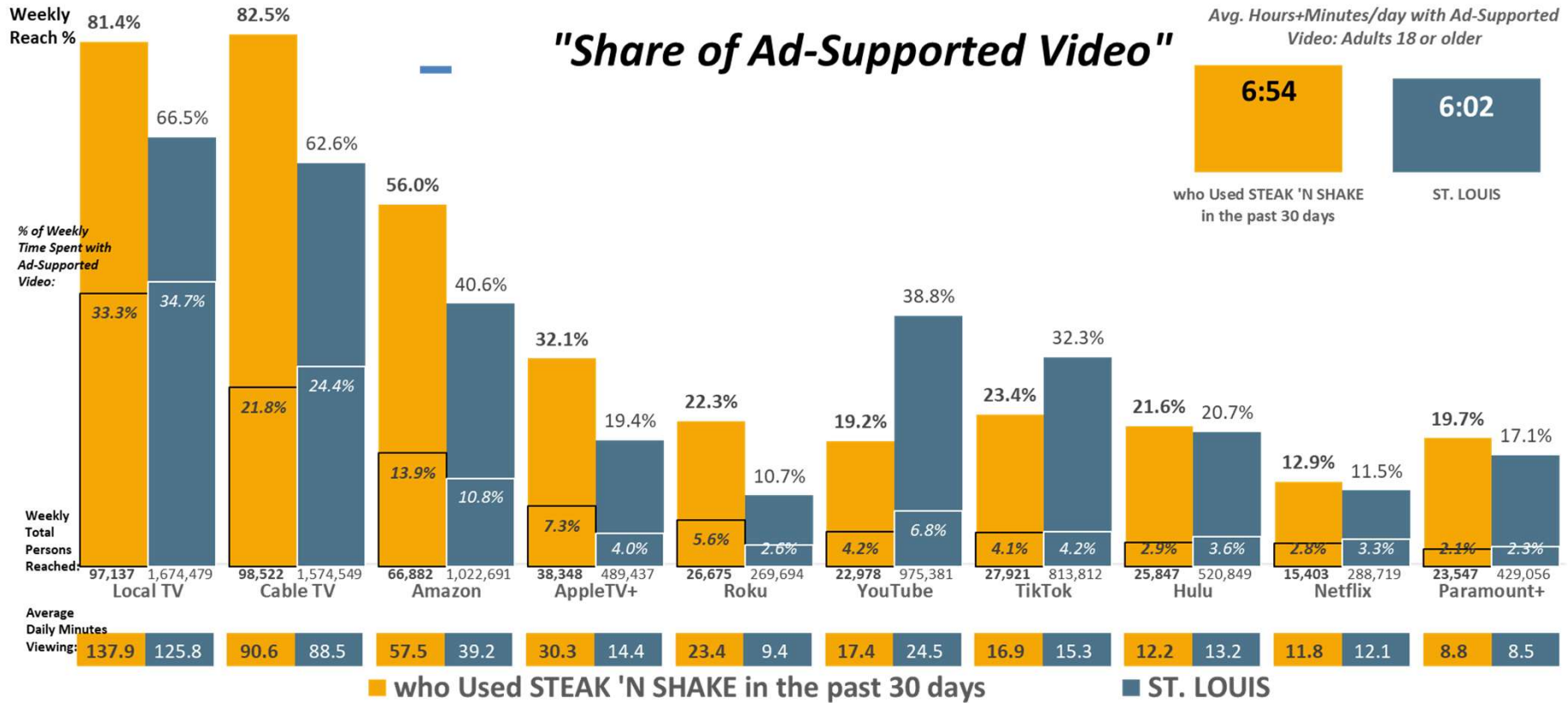
"Share of Ad-Supported Video"





97,137 or 81.4% of Adults 18 or older who Used STEAK 'N SHAKE in the past 30 days watch Ad-Supported Local TV Stations for an average of 137.9 minutes every day representing 33.3% of all time spent daily with Ad-Supported Video.

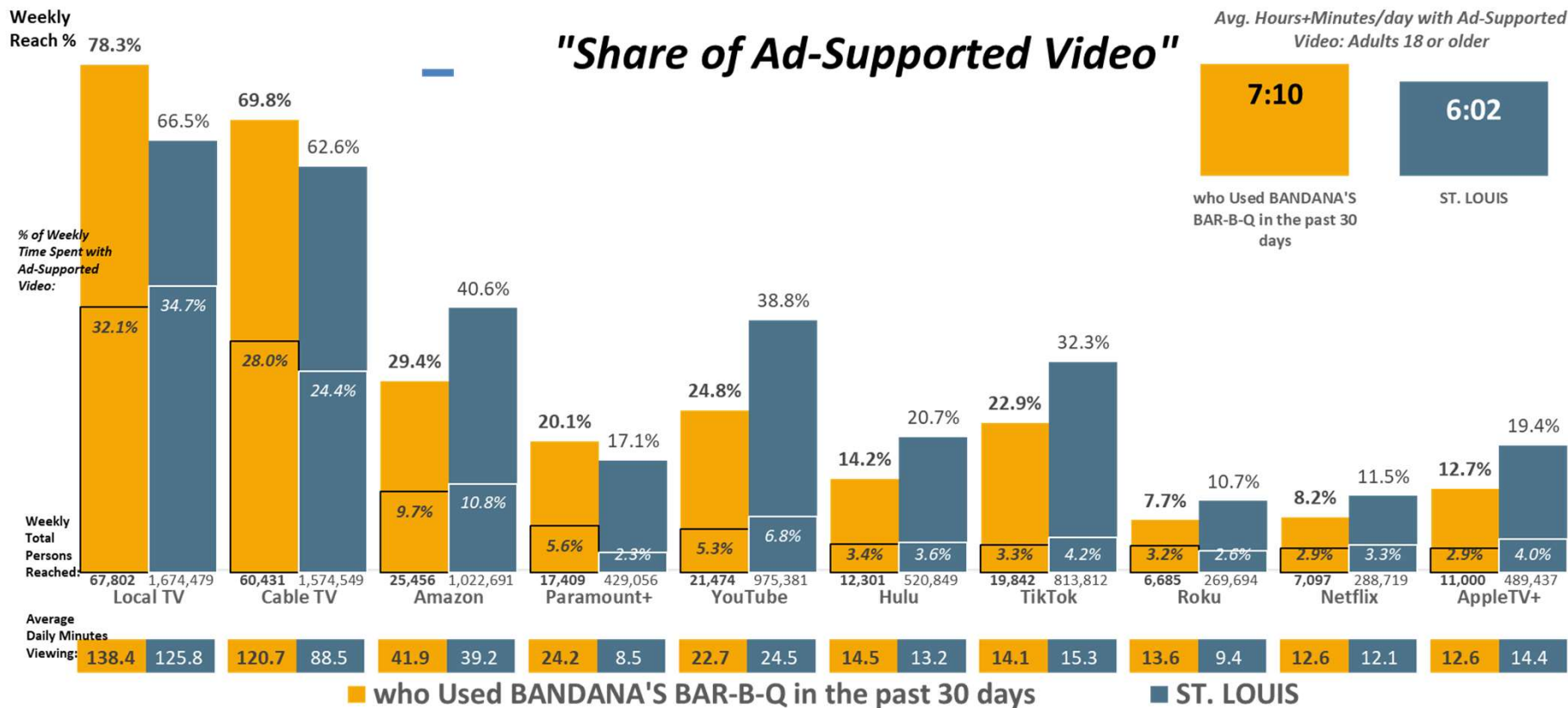
"Share of Ad-Supported Video"





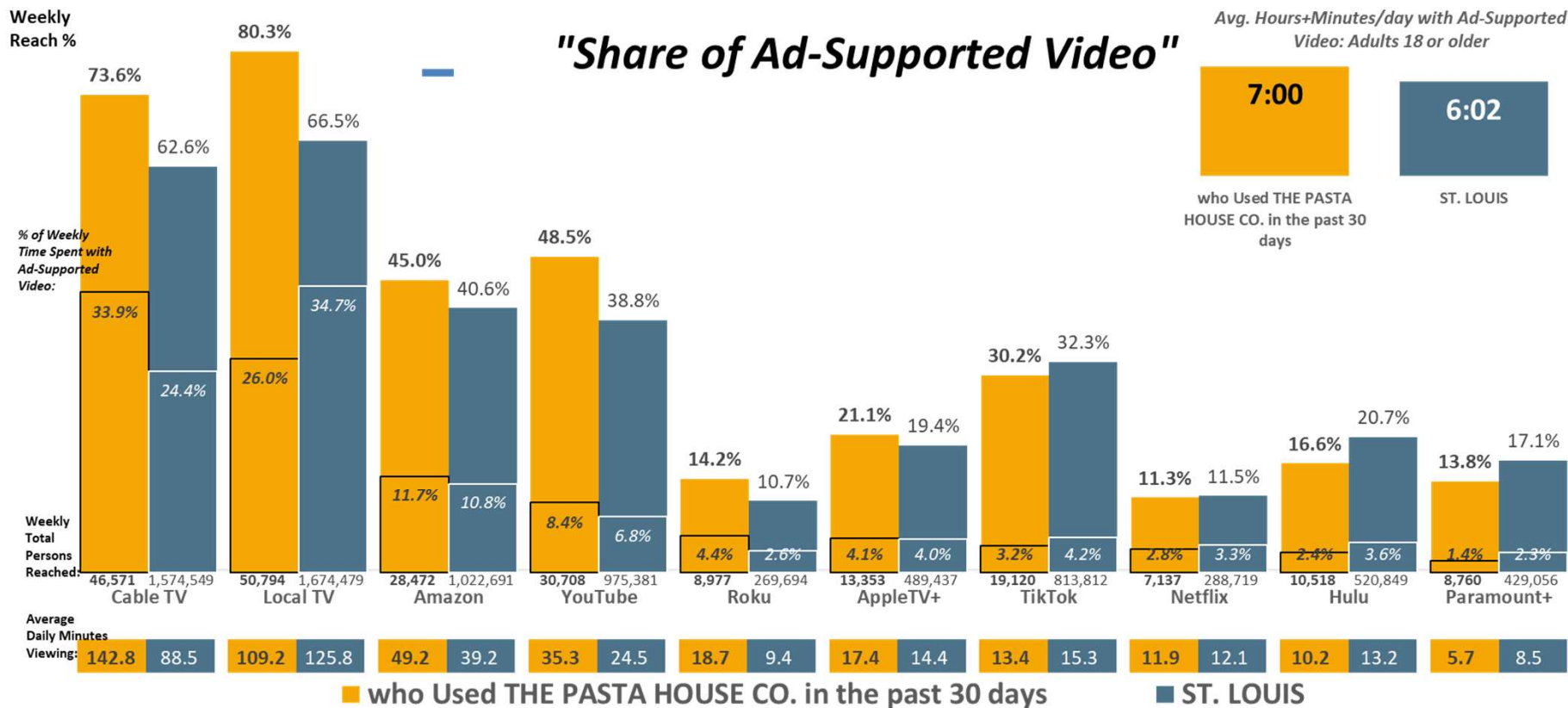
67,802 or 78.3% of Adults 18 or older who Used BANDANA'S BAR-B-Q in the past 30 days watch Ad-Supported Local TV Stations for an average of 138.4 minutes every day representing 32.1% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"





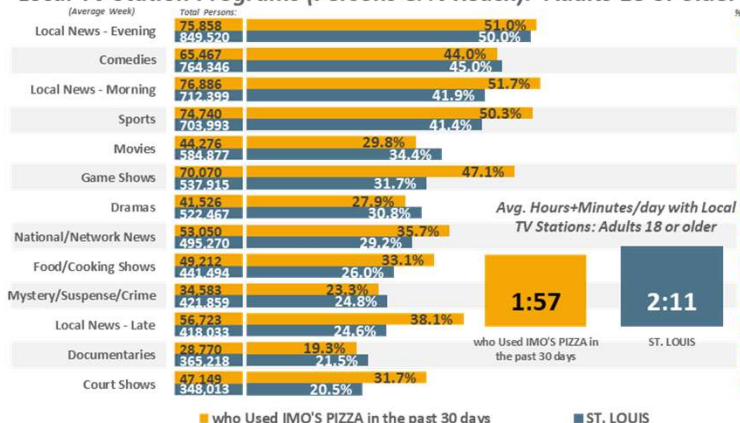
50,794 or 80.3% of Adults 18 or older who Used THE PASTA HOUSE CO. in the past 30 days watch Ad-Supported Local TV Stations for an average of 109.2 minutes every day representing 26.0% of all time spent daily with Ad-Supported Video.



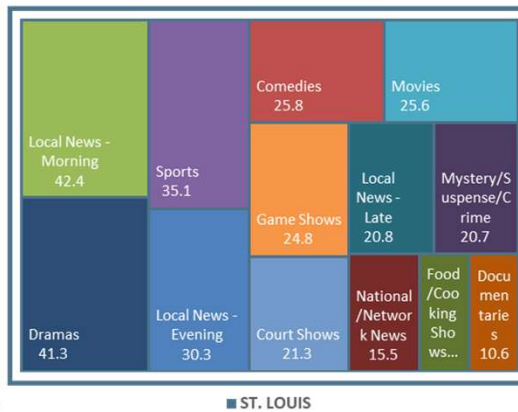
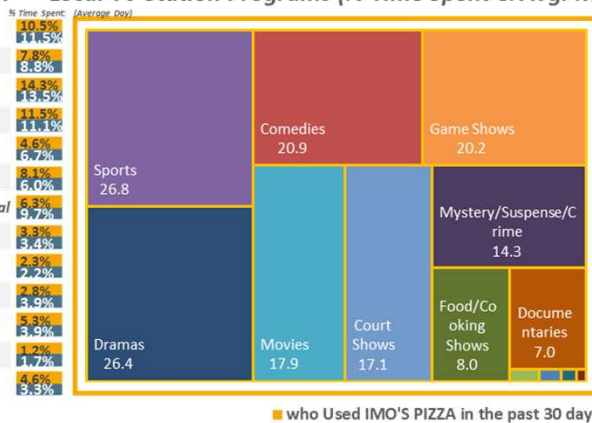


145,086 or 70.3% of Adults 18 or older who Used IMO'S PIZZA in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Sports, Local News - Evening, Game Shows, Comedies, and Local News - Late.

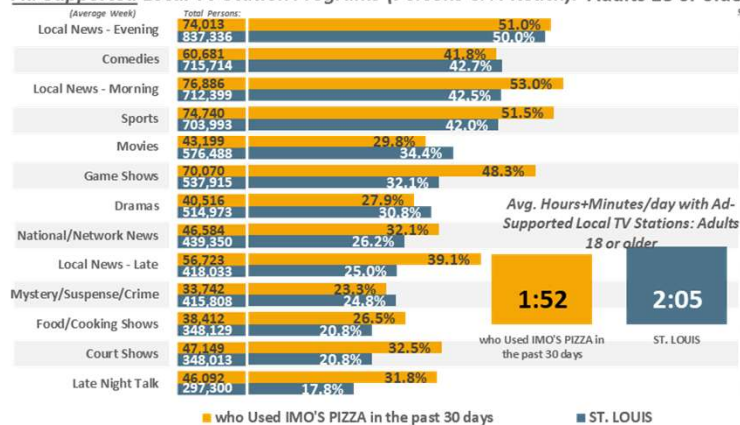
Local TV Station Programs (Persons & % Reach): Adults 18 or older



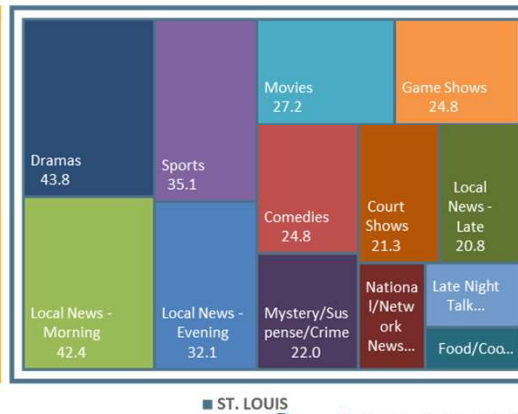
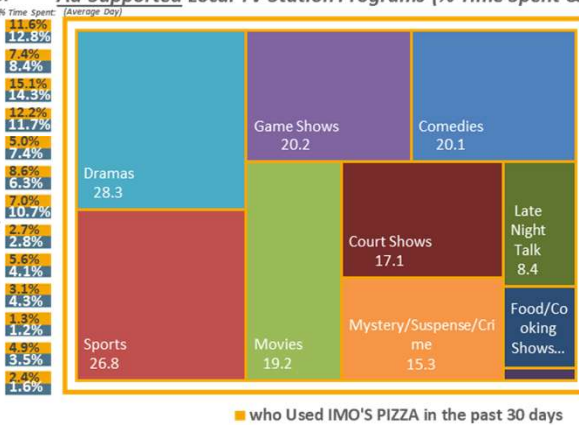
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



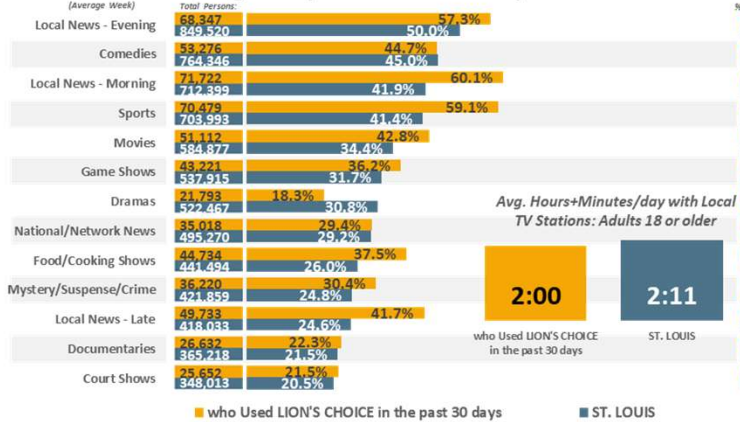
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



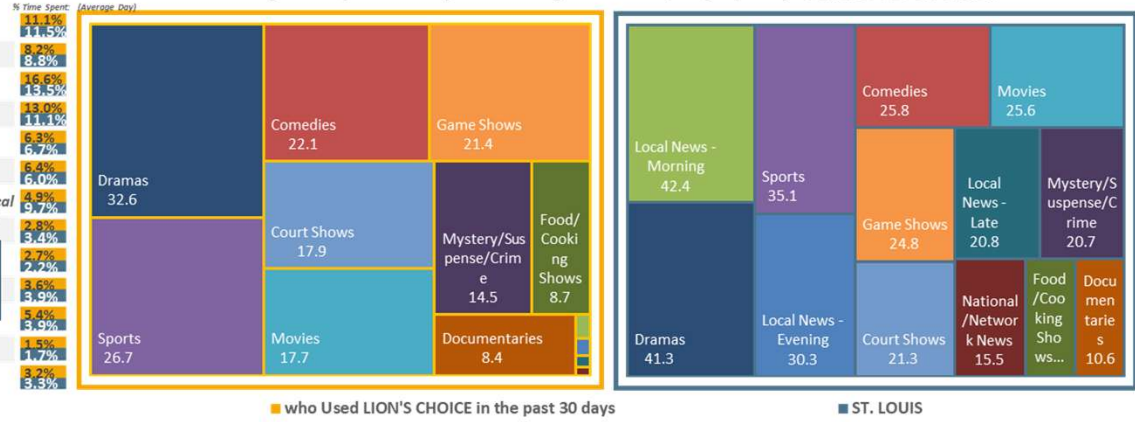


118,052 or 85.3% of Adults 18 or older who Used LION'S CHOICE in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Sports, Local News - Evening, Movies, Comedies, and Local News - Late.

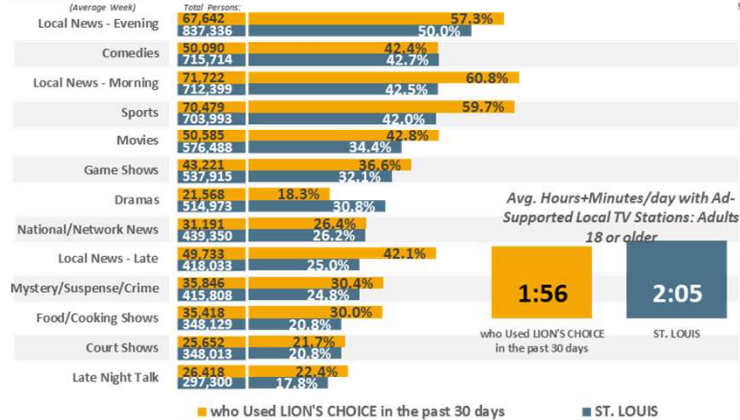
Local TV Station Programs (Persons & % Reach): Adults 18 or older



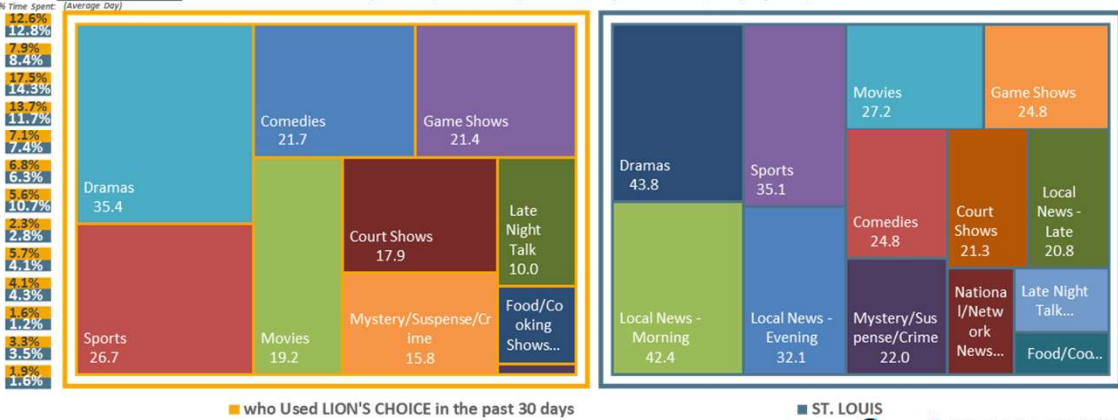
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



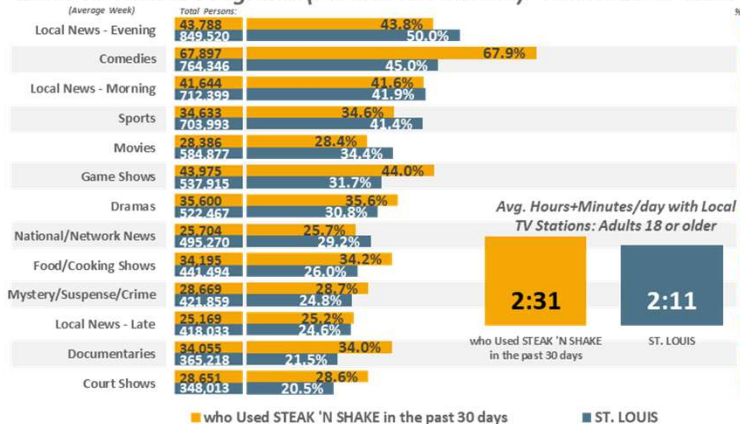
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



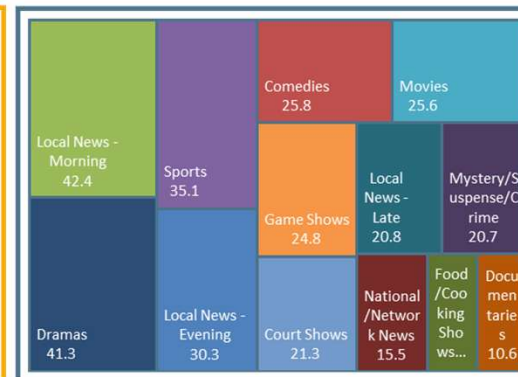
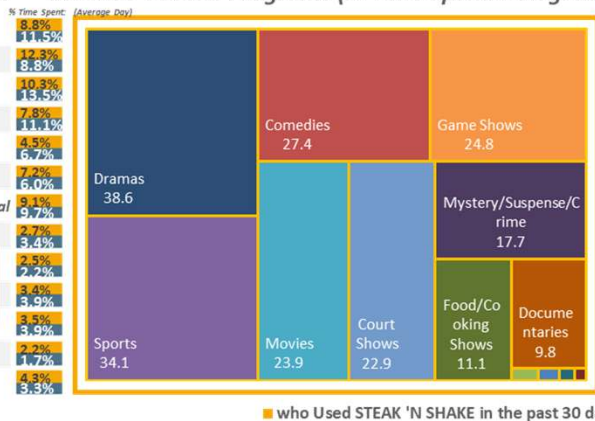


97,137 or 81.4% of Adults 18 or older who Used STEAK 'N SHAKE in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Game Shows, Local News - Evening, Local News - Morning, Sports, and Dramas.

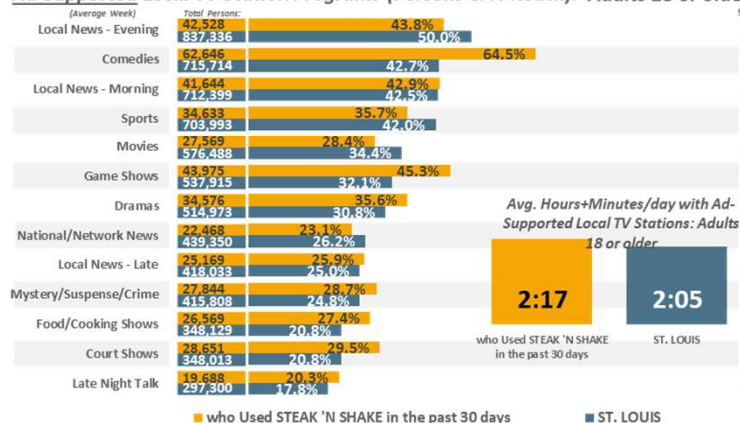
Local TV Station Programs (Persons & % Reach): Adults 18 or older



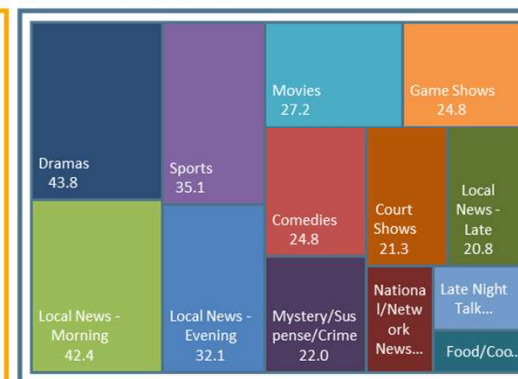
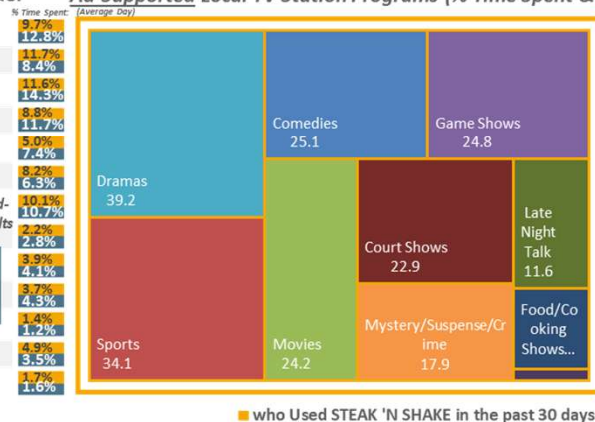
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



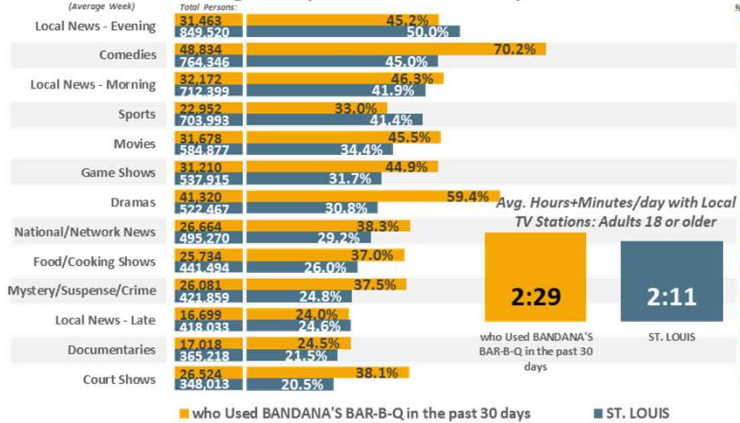
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



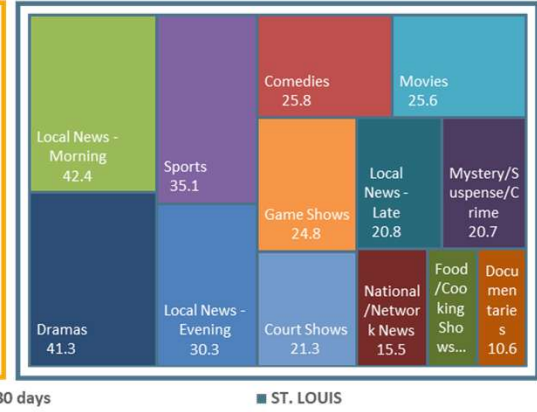
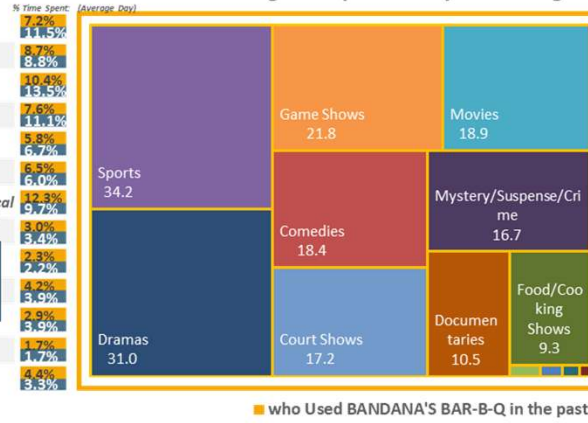


67,802 or 78.3% of Adults 18 or older who Used BANDANA'S BAR-B-Q in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Dramas, Local News - Morning, Game Shows, Movies, and Local News - Evening.

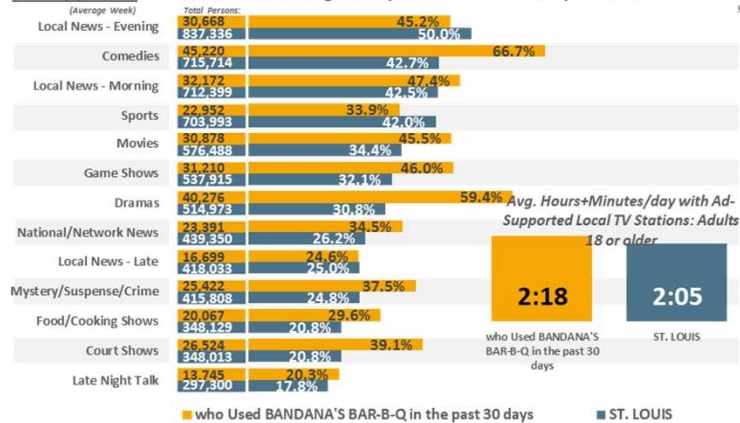
Local TV Station Programs (Persons & % Reach): Adults 18 or older



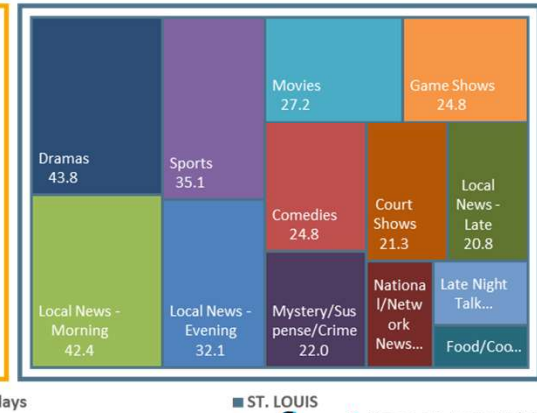
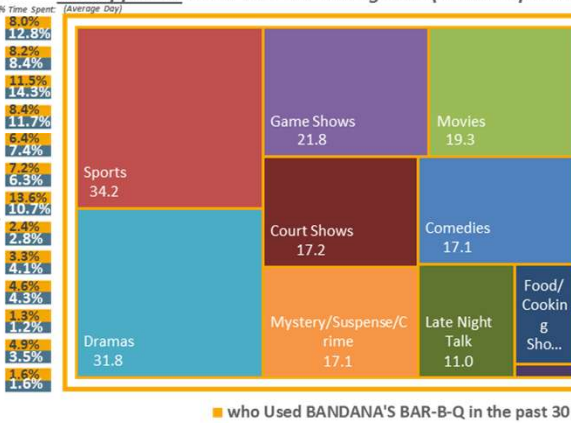
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



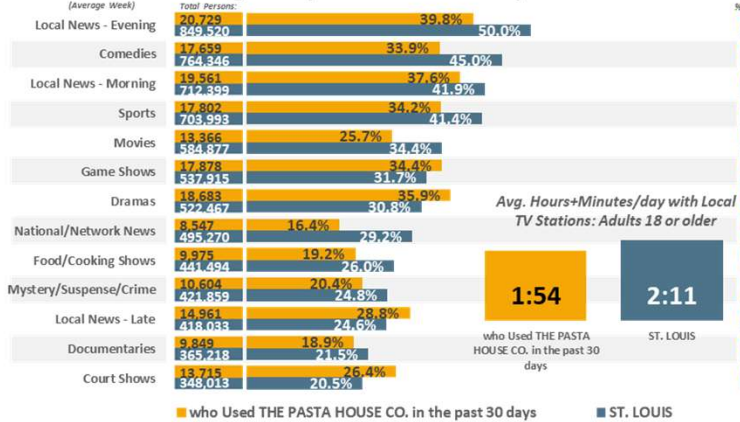
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



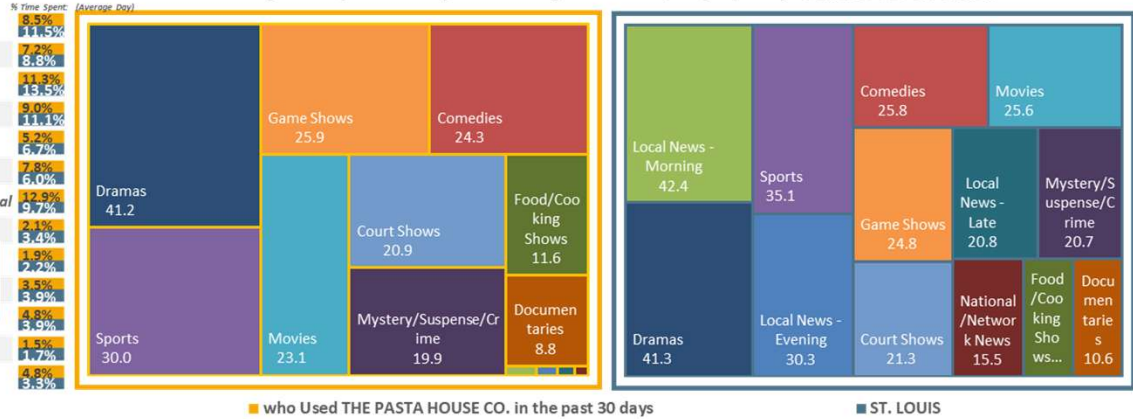


50,794 or 80.3% of Adults 18 or older who Used THE PASTA HOUSE CO. in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Dramas, Game Shows, Sports, and Comedies.

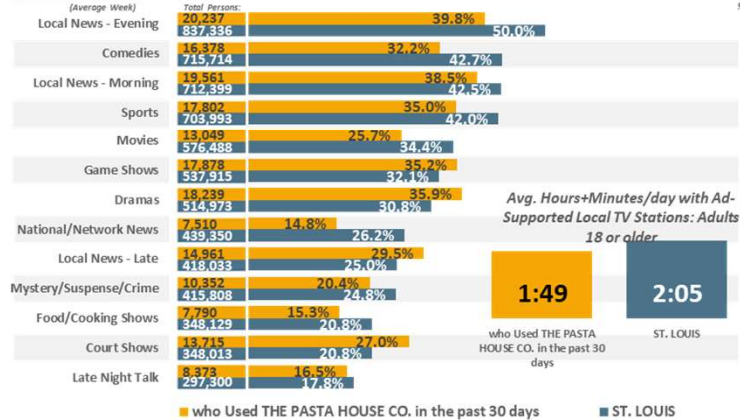
Local TV Station Programs (Persons & % Reach): Adults 18 or older



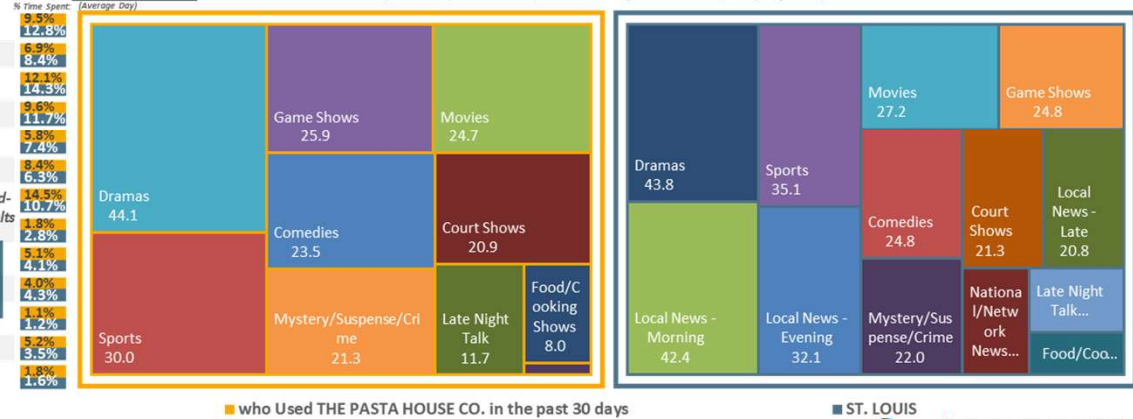
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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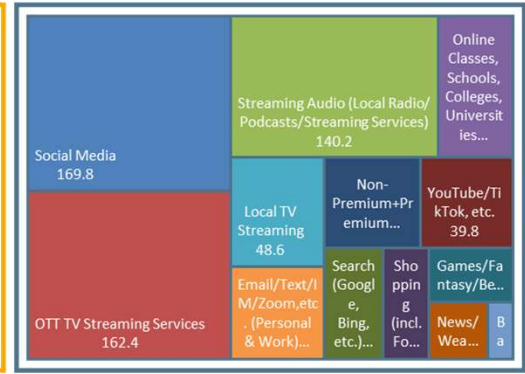
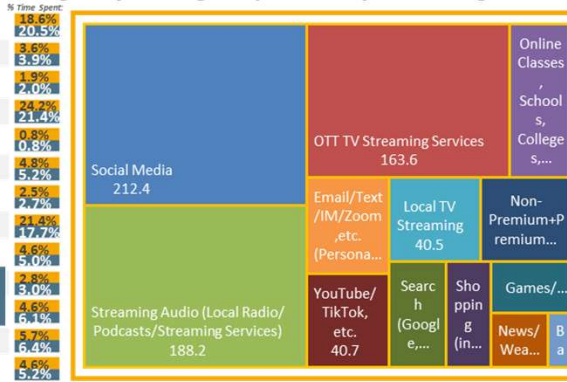
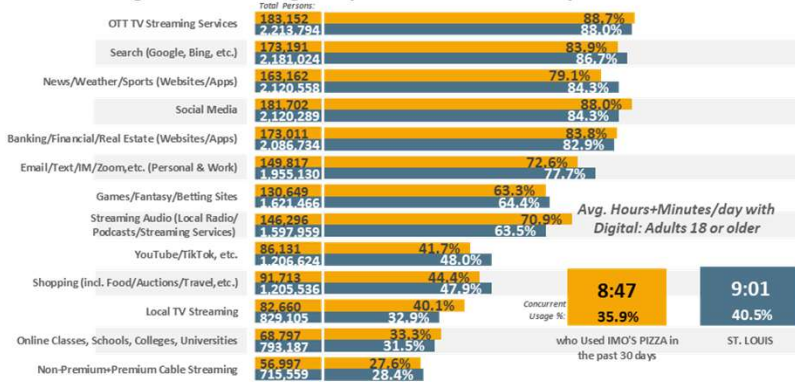
Sit-down restaurants used past 30 days: The Pasta House Co.



167,264 or 81.1% of Adults 18 or older who Used IMO'S PIZZA in the past 30 days use Ad-Supported Social Media for an average of 195.5 minutes every day representing 29.9% of all time spent daily with Ad-Supported Digital Media.

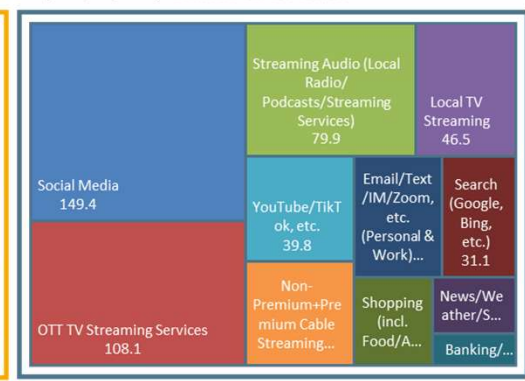
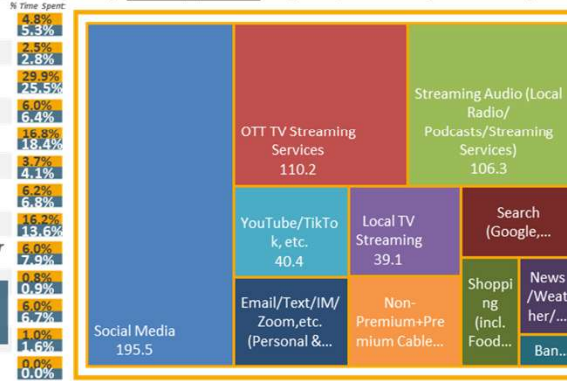
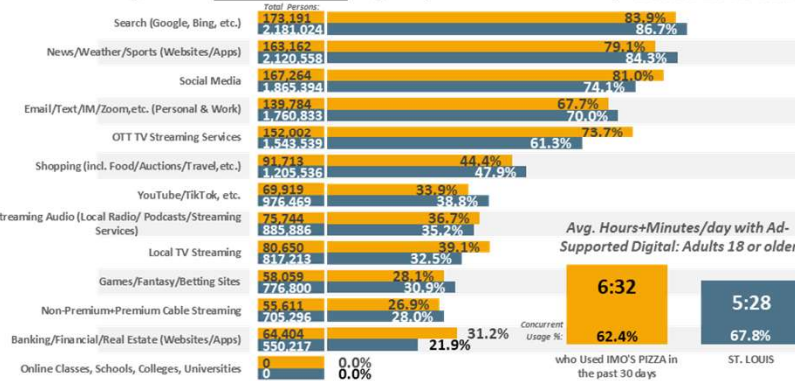
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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

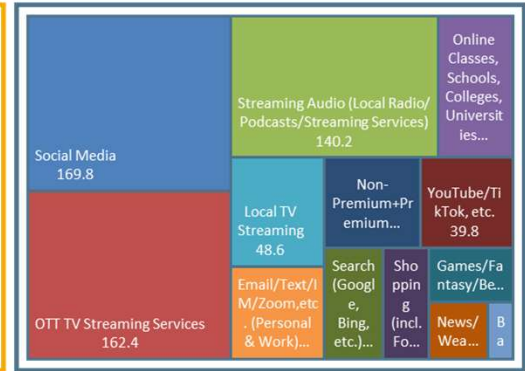
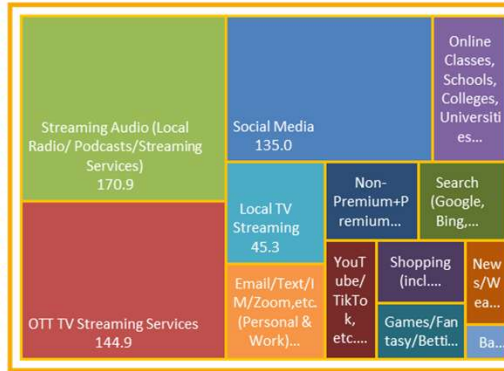
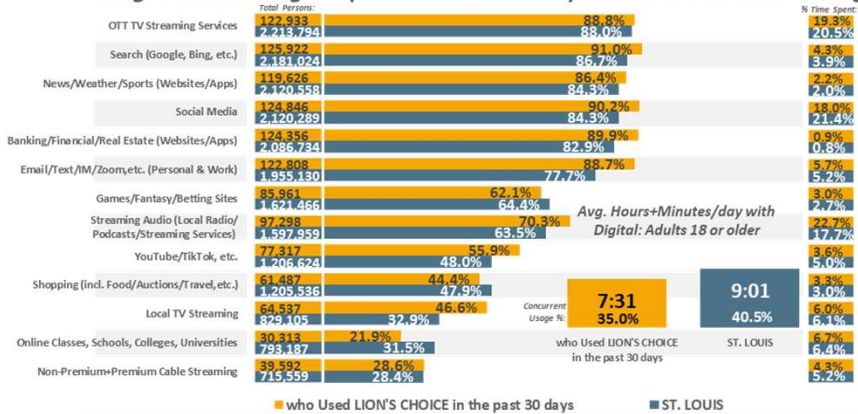




107,777 or 77.9% of Adults 18 or older who Used LION'S CHOICE in the past 30 days use Ad-Supported Social Media for an average of 116.6 minutes every day representing 22.2% of all time spent daily with Ad-Supported Digital Media.

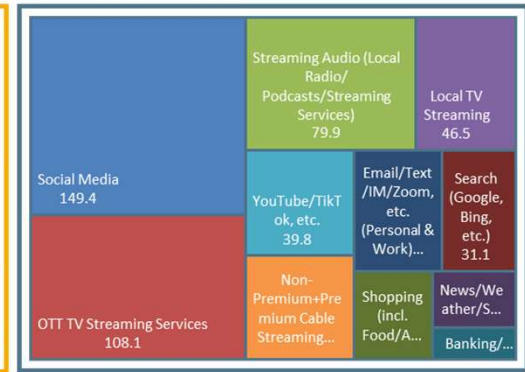
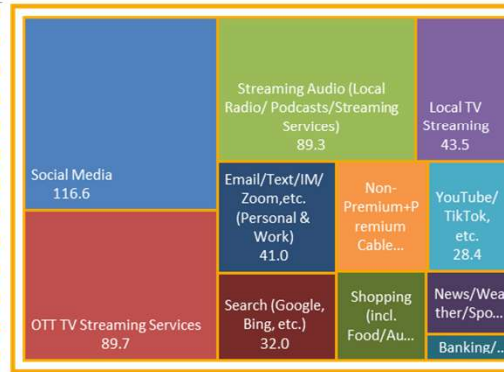
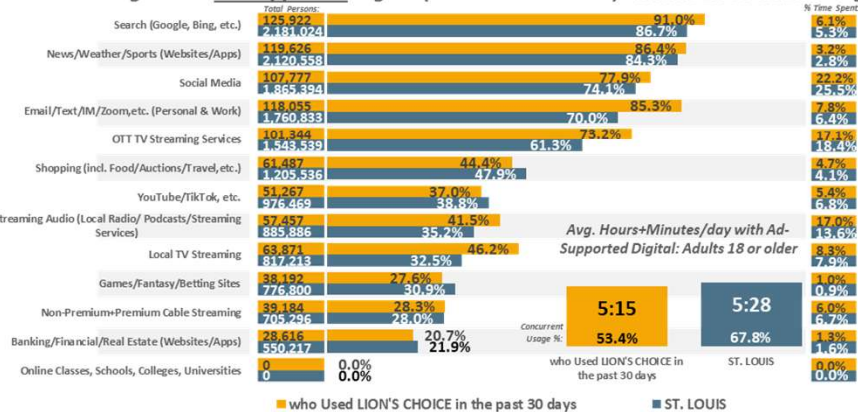
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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

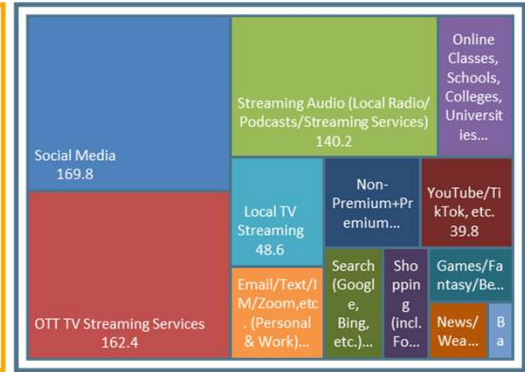
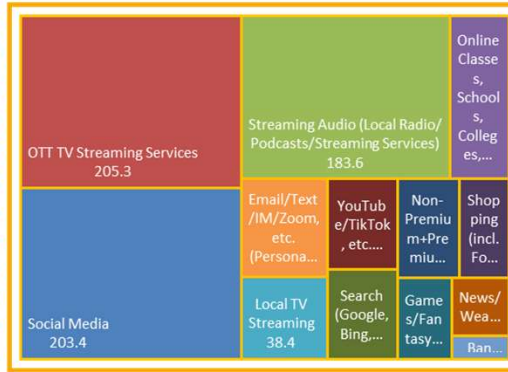
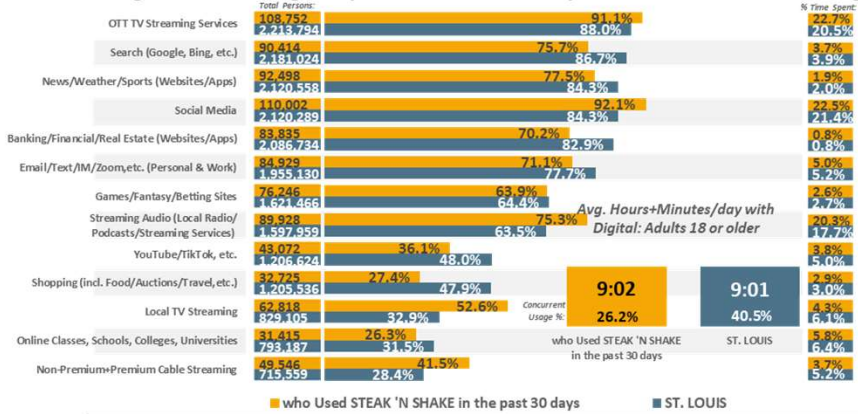




101,175 or 84.7% of Adults 18 or older who Used STEAK 'N SHAKE in the past 30 days use Ad-Supported Social Media for an average of 187.1 minutes every day representing 27.5% of all time spent daily with Ad-Supported Digital Media.

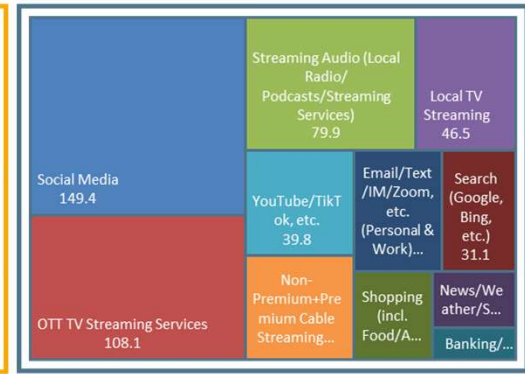
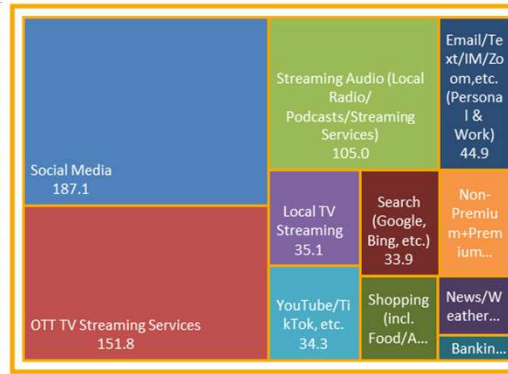
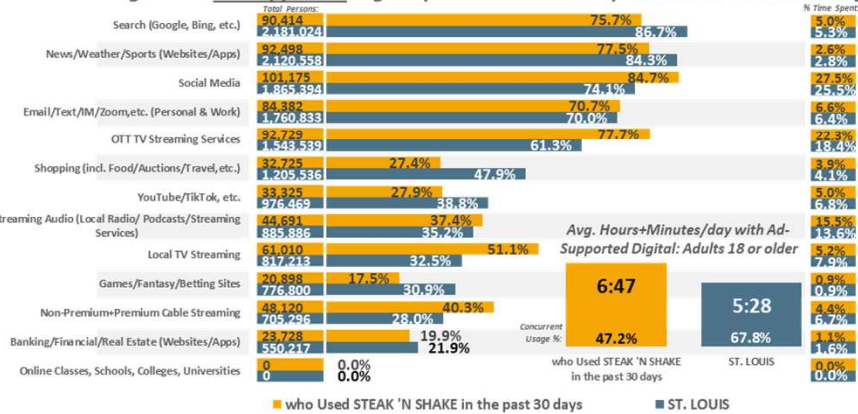
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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

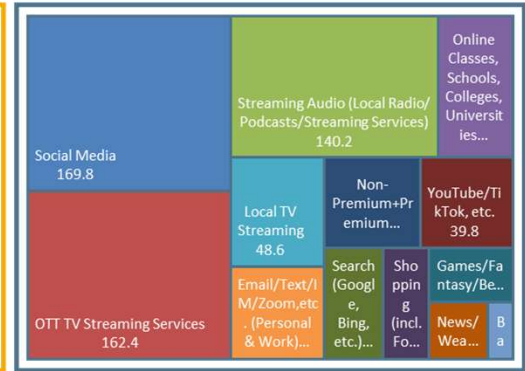
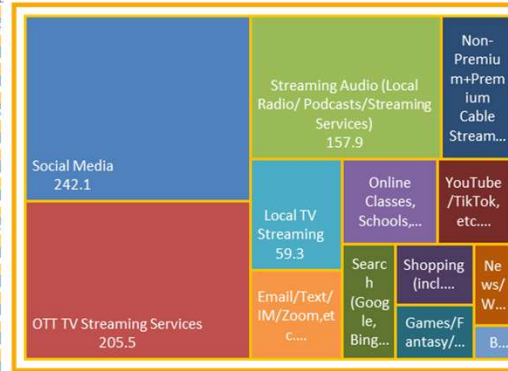
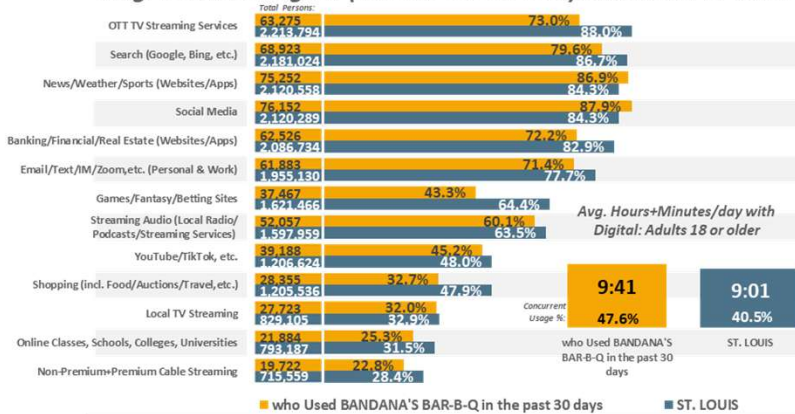




72,108 or 83.2% of Adults 18 or older who Used BANDANA'S BAR-B-Q in the past 30 days use Ad-Supported Social Media for an average of 229.2 minutes every day representing 31.6% of all time spent daily with Ad-Supported Digital Media.

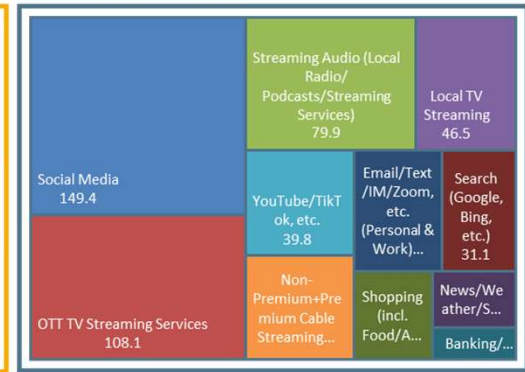
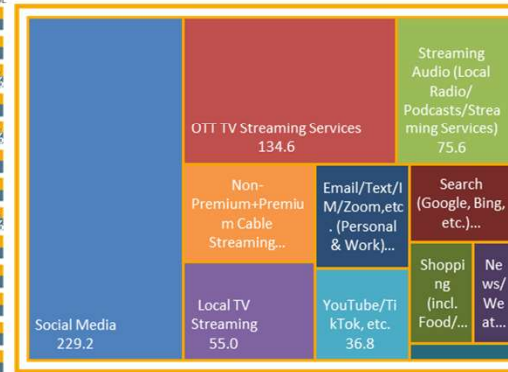
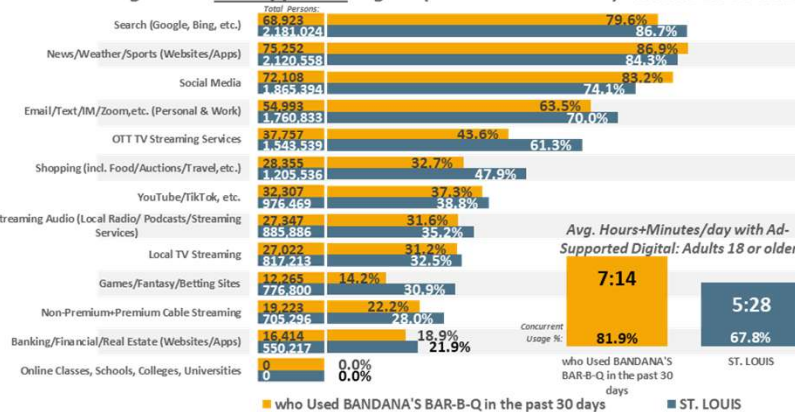
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

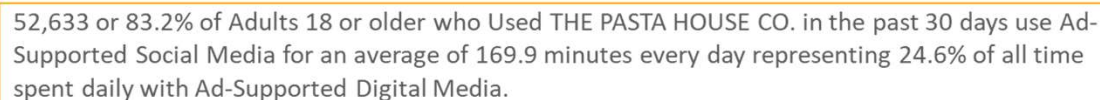
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



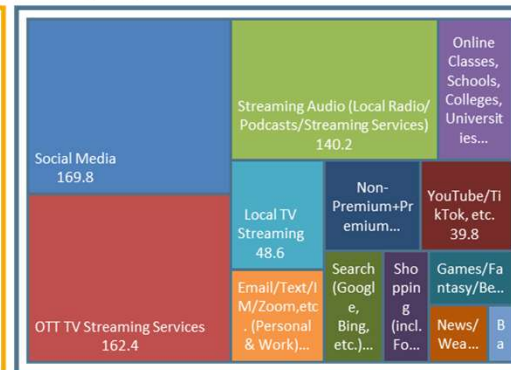
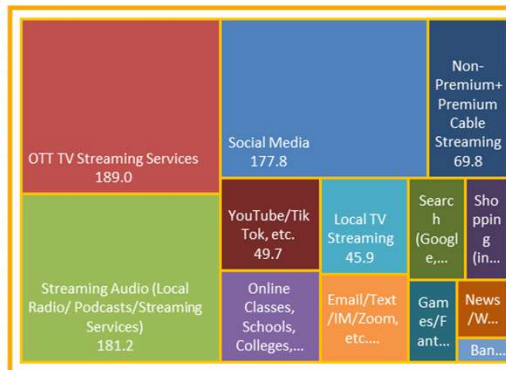
Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older

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

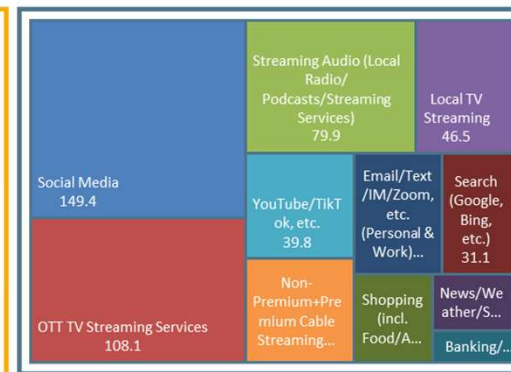
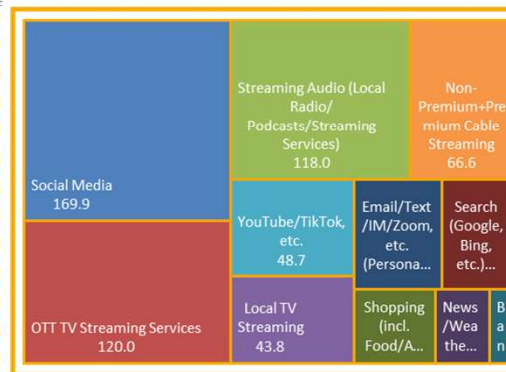




Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



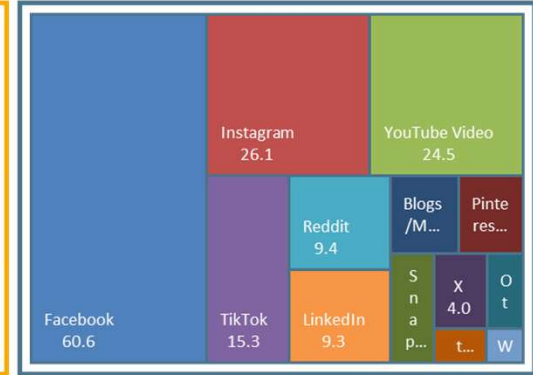
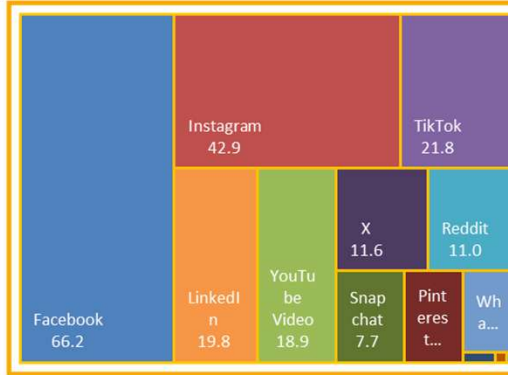
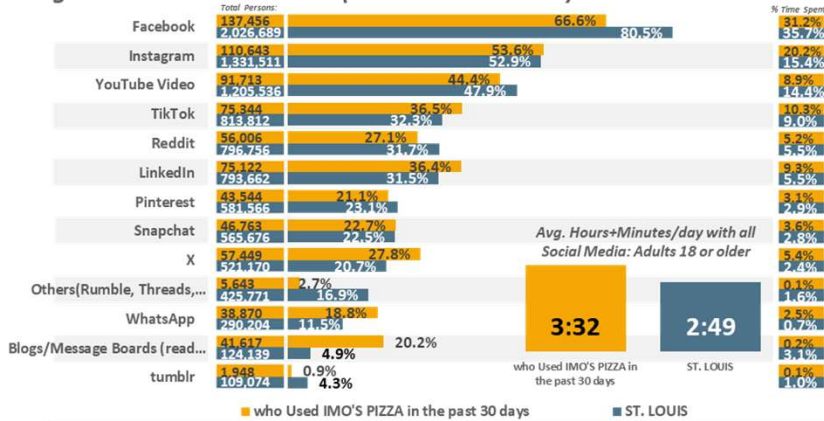
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for Anything.

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

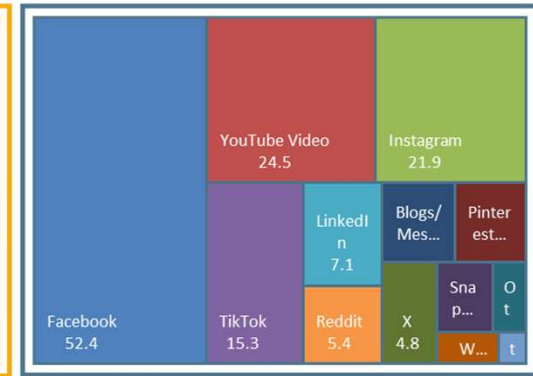
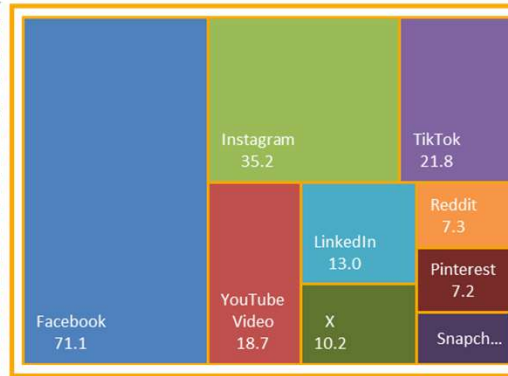
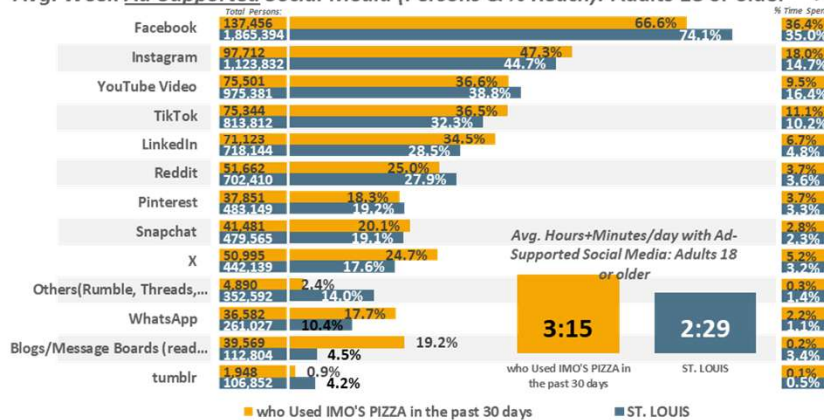


137,456 or 66.6% of Adults 18 or older who Used IMO'S PIZZA in the past 30 days use Ad-Supported Facebook for an average of 71.1 minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.

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



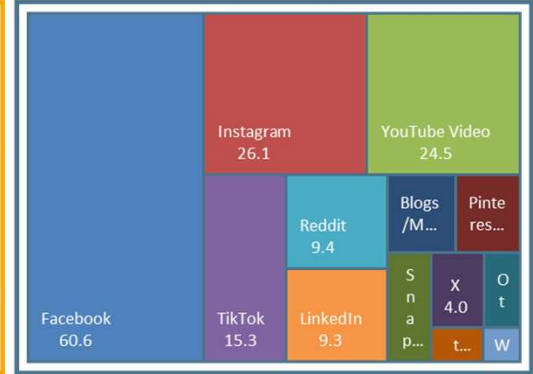
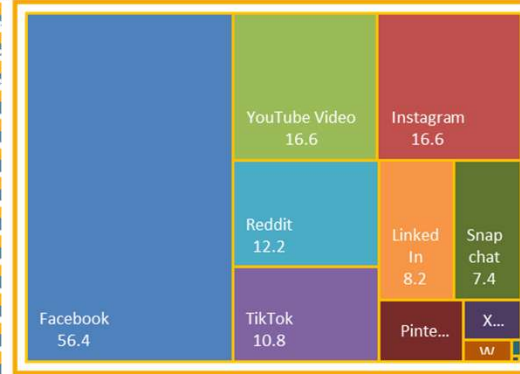
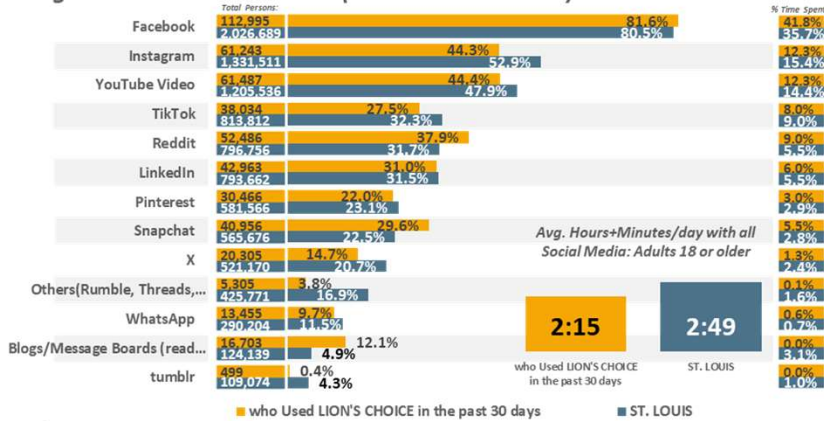
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



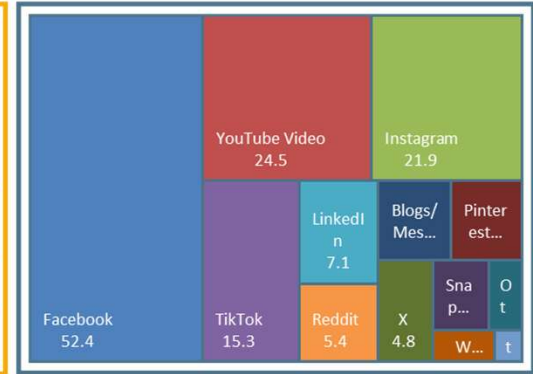
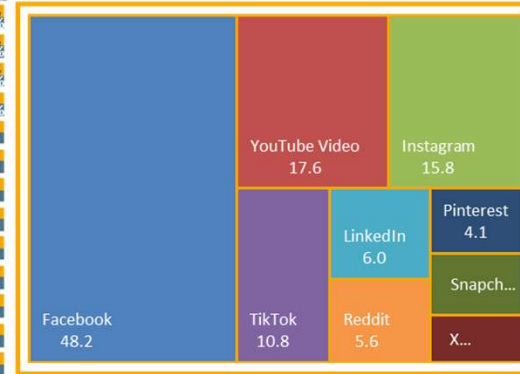
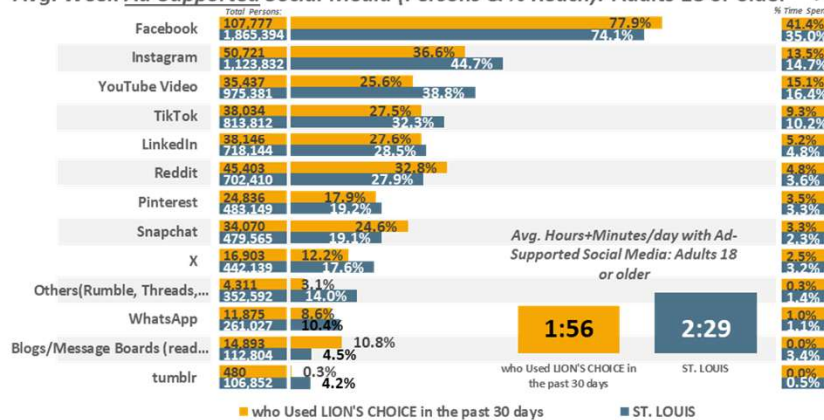


107,777 or 77.9% of Adults 18 or older who Used LION'S CHOICE in the past 30 days use Ad-Supported Facebook for an average of 48.2 minutes every day representing 41.4% of all time spent daily with Ad-Supported Social Media.

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



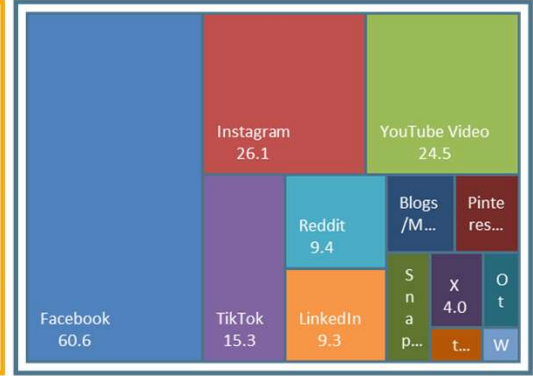
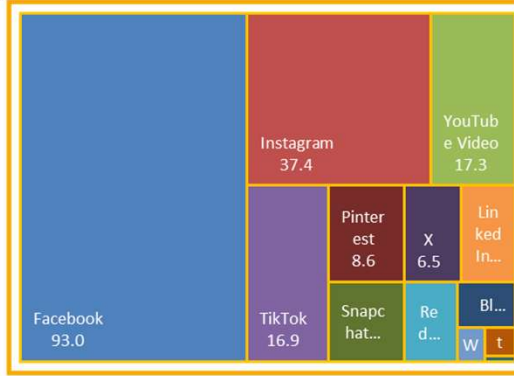
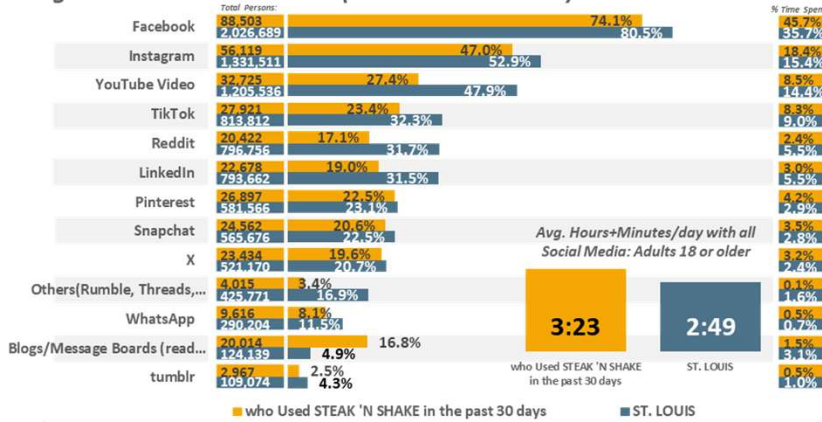
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



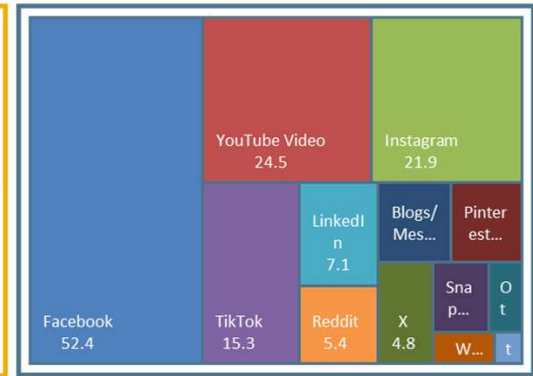
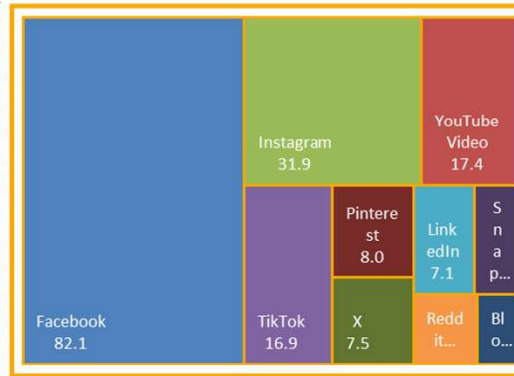
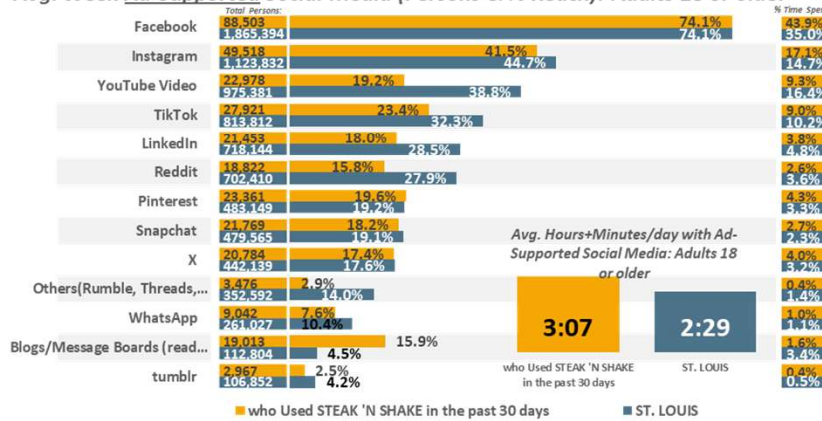


88,503 or 74.1% of Adults 18 or older who Used STEAK 'N SHAKE in the past 30 days use Ad-Supported Facebook for an average of 82.1 minutes every day representing 43.9% of all time spent daily with Ad-Supported Social Media.

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



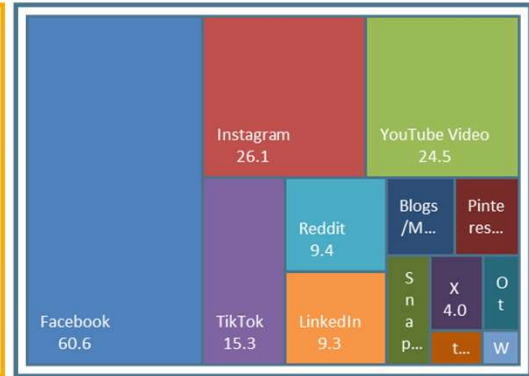
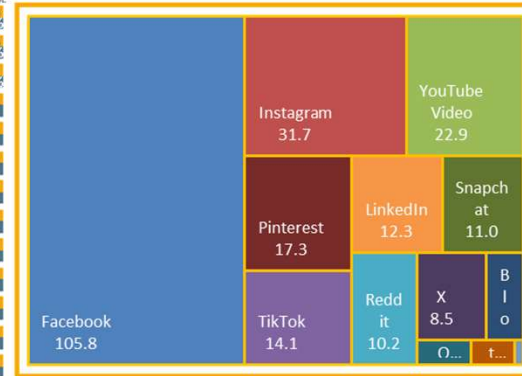
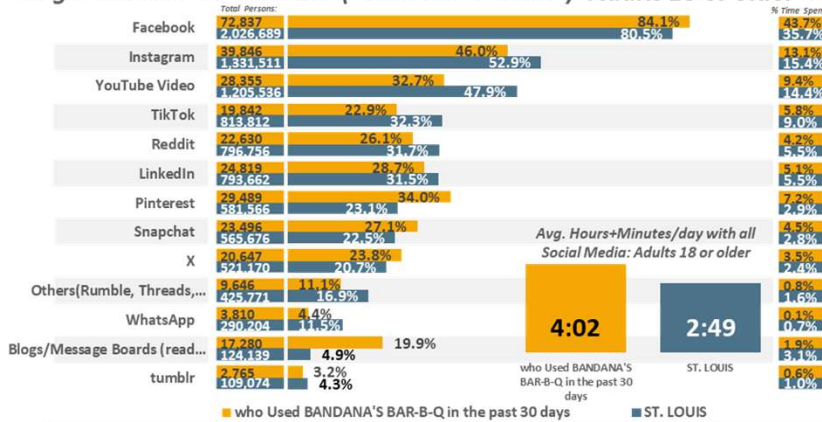
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



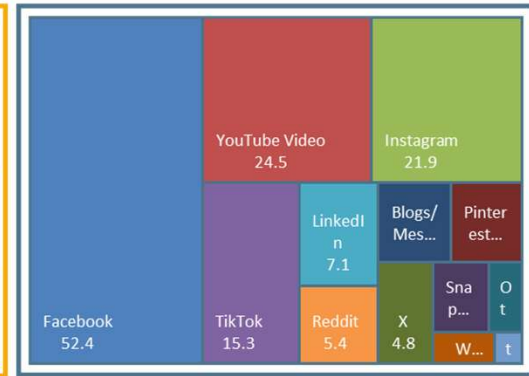
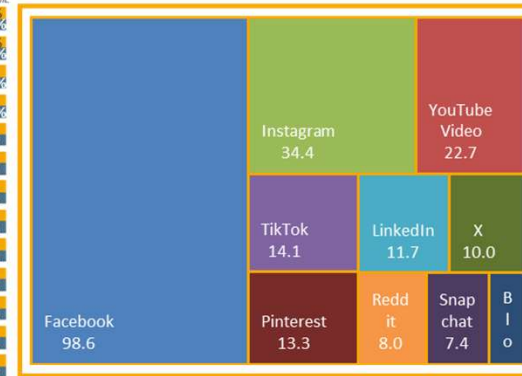
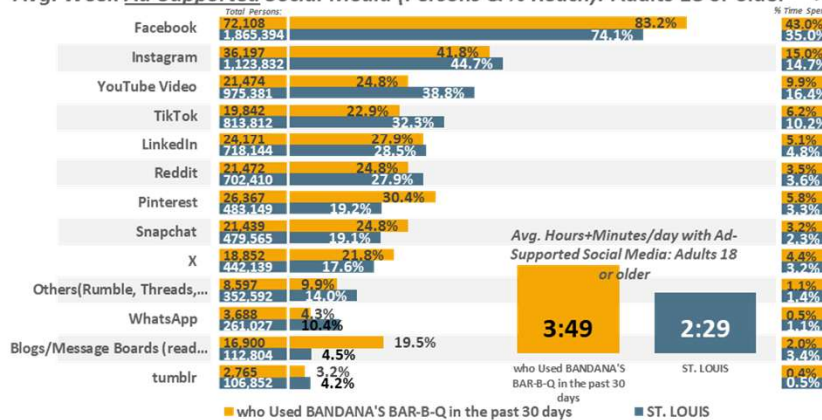


72,108 or 83.2% of Adults 18 or older who Used BANDANA'S BAR-B-Q in the past 30 days use Ad-Supported Facebook for an average of 98.6 minutes every day representing 43.% of all time spent daily with Ad-Supported Social Media.

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



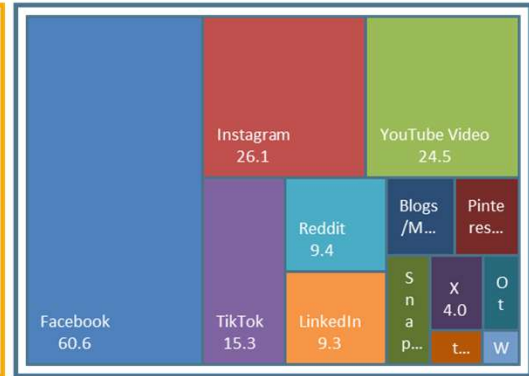
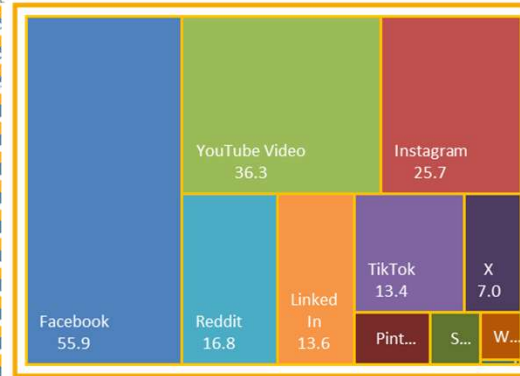
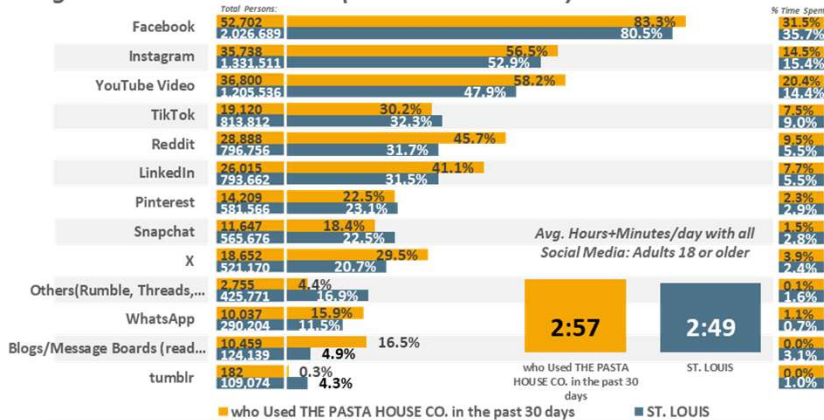
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



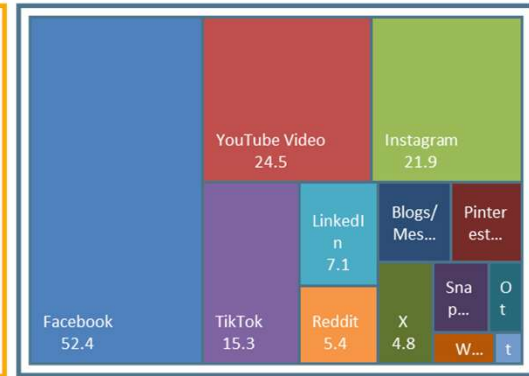
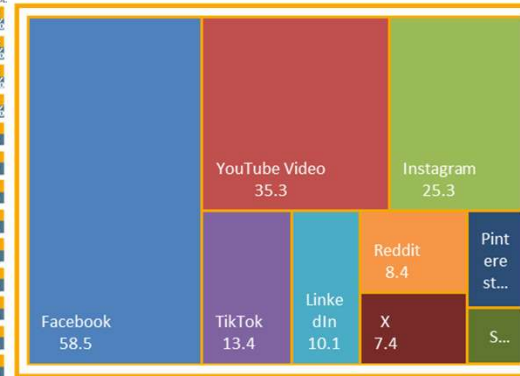
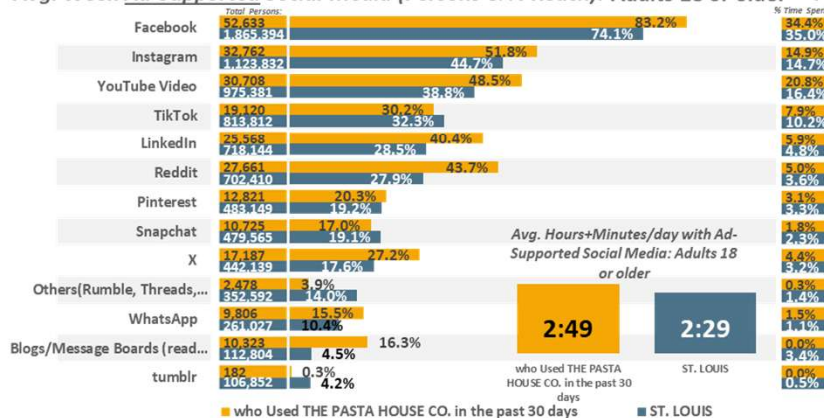


52,633 or 83.2% of Adults 18 or older who Used THE PASTA HOUSE CO. in the past 30 days use Ad-Supported Facebook for an average of 58.5 minutes every day representing 34.4% of all time spent daily with Ad-Supported Social Media.

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



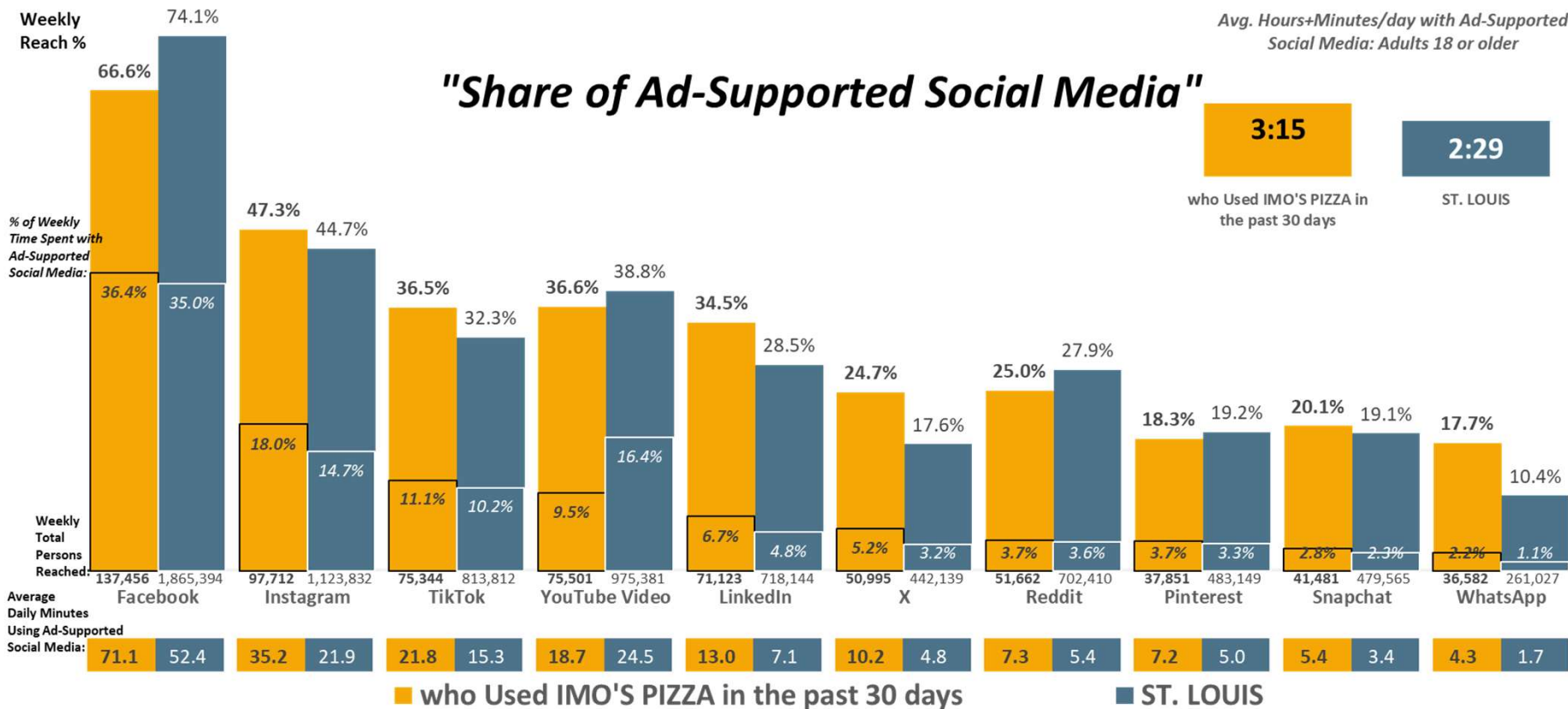
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





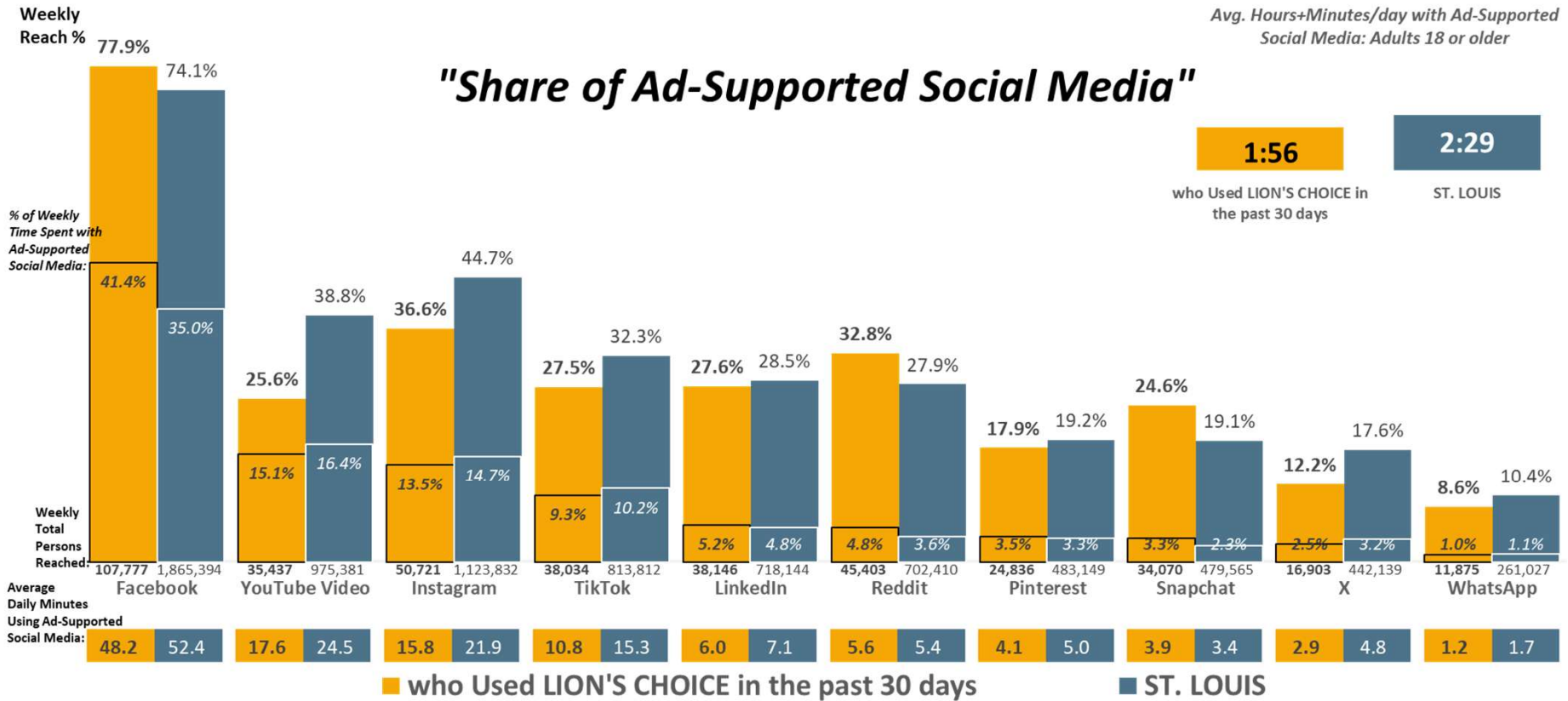
137,456 or 66.6% of Adults 18 or older who Used IMO'S PIZZA in the past 30 days use Ad-Supported Facebook for an average of 71.1 minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"





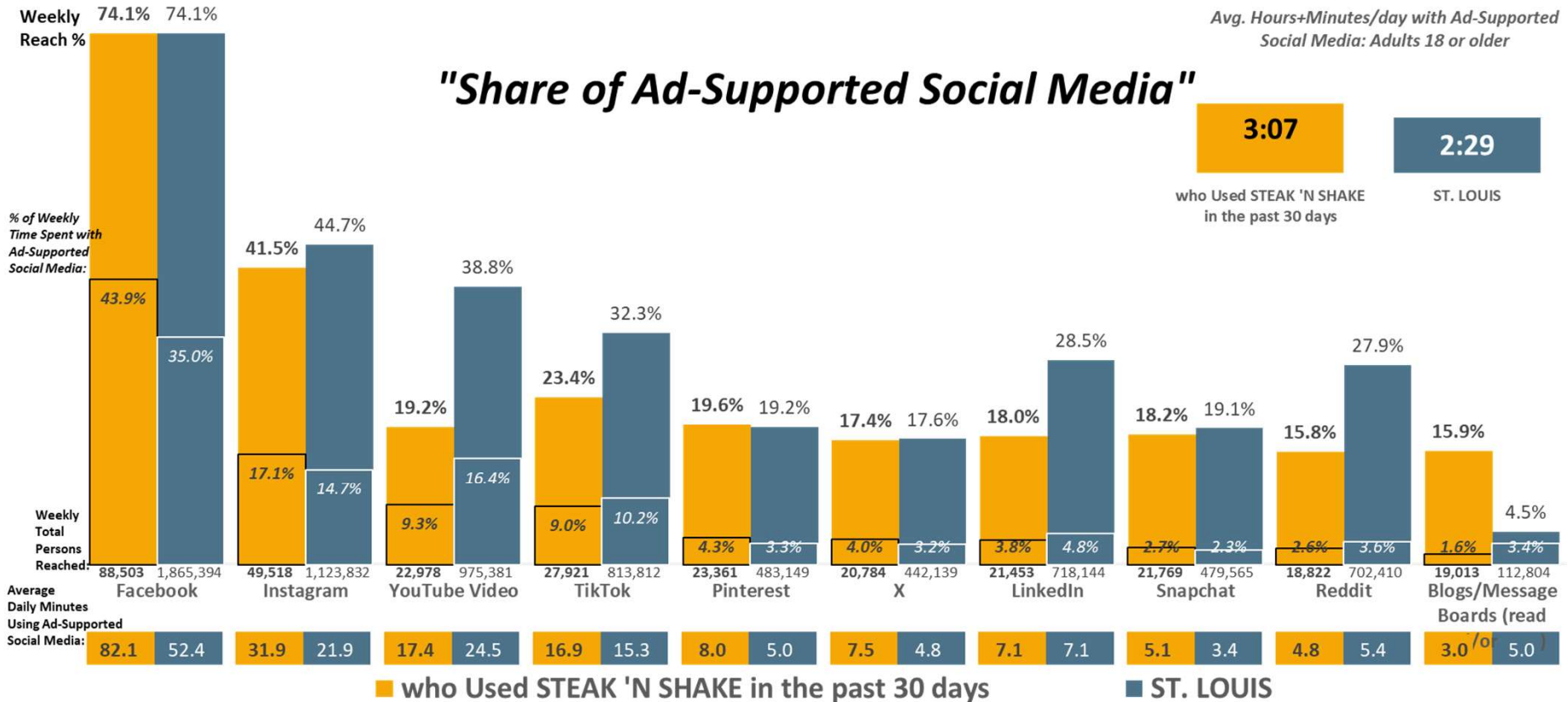
107,777 or 77.9% of Adults 18 or older who Used LION'S CHOICE in the past 30 days use Ad-Supported Facebook for an average of 48.2 minutes every day representing 41.4% of all time spent daily with Ad-Supported Social Media.





88,503 or 74.1% of Adults 18 or older who Used STEAK 'N SHAKE in the past 30 days use Ad-Supported Facebook for an average of 82.1 minutes every day representing 43.9% of all time spent daily with Ad-Supported Social Media.

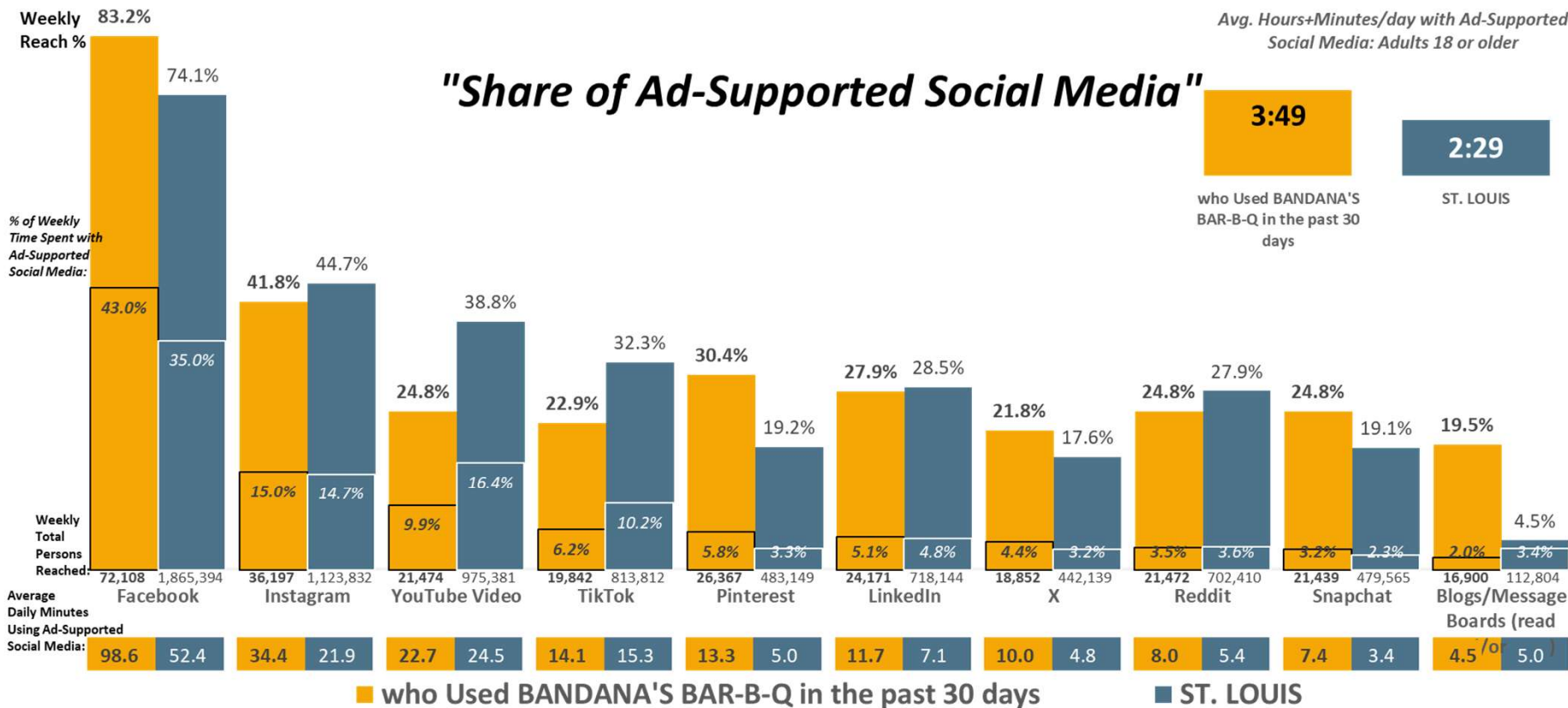
"Share of Ad-Supported Social Media"





72,108 or 83.2% of Adults 18 or older who Used BANDANA'S BAR-B-Q in the past 30 days use Ad-Supported Facebook for an average of 98.6 minutes every day representing 43.% of all time spent daily with Ad-Supported Social Media.

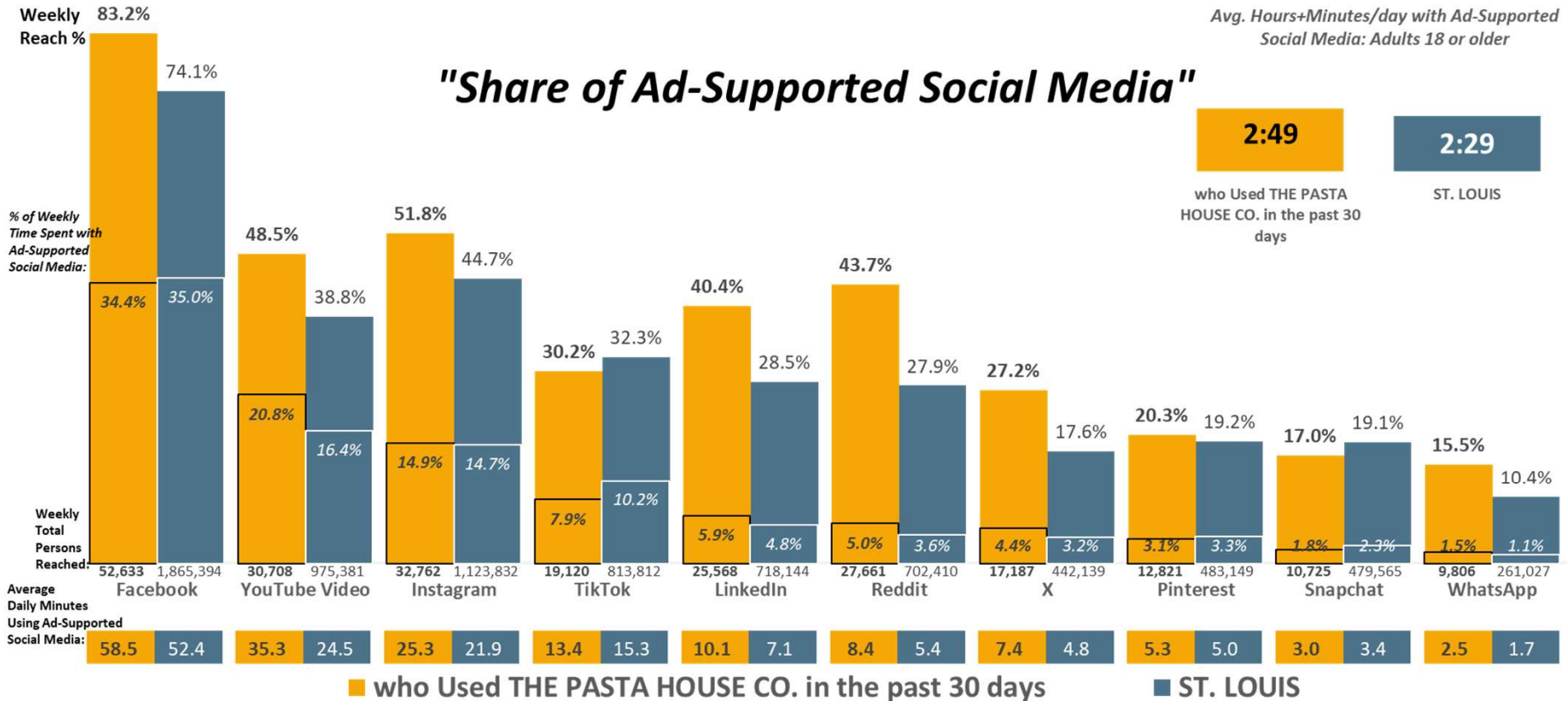
"Share of Ad-Supported Social Media"





52,633 or 83.2% of Adults 18 or older who Used THE PASTA HOUSE CO. in the past 30 days use Ad-Supported Facebook for an average of 58.5 minutes every day representing 34.4% of all time spent daily with Ad-Supported Social Media.

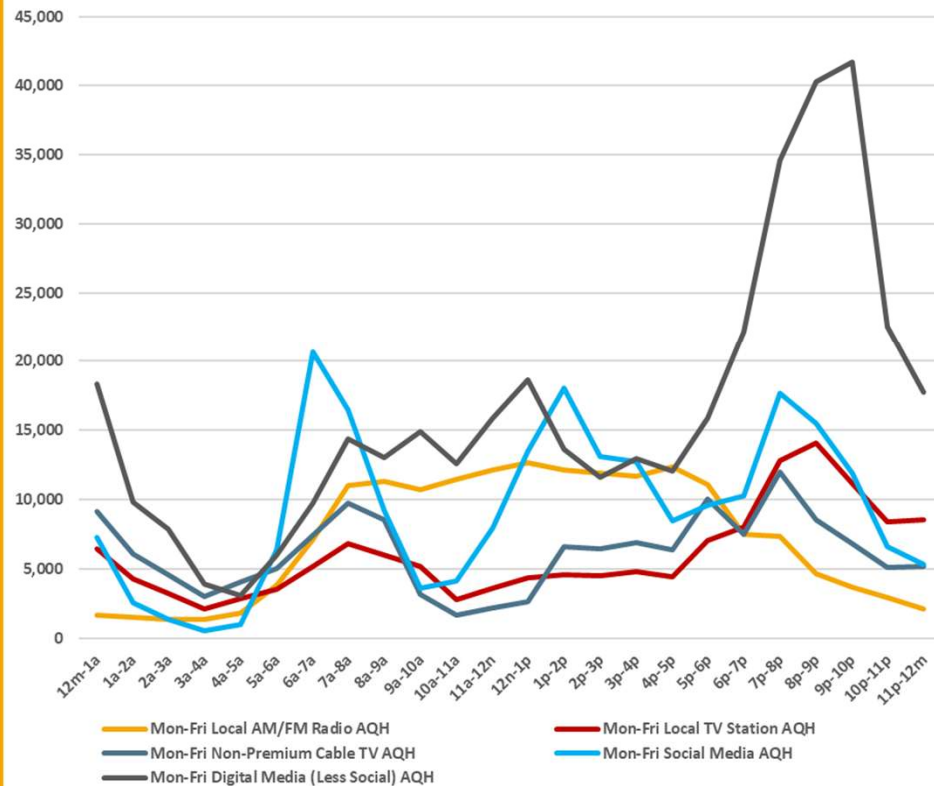
"Share of Ad-Supported Social Media"



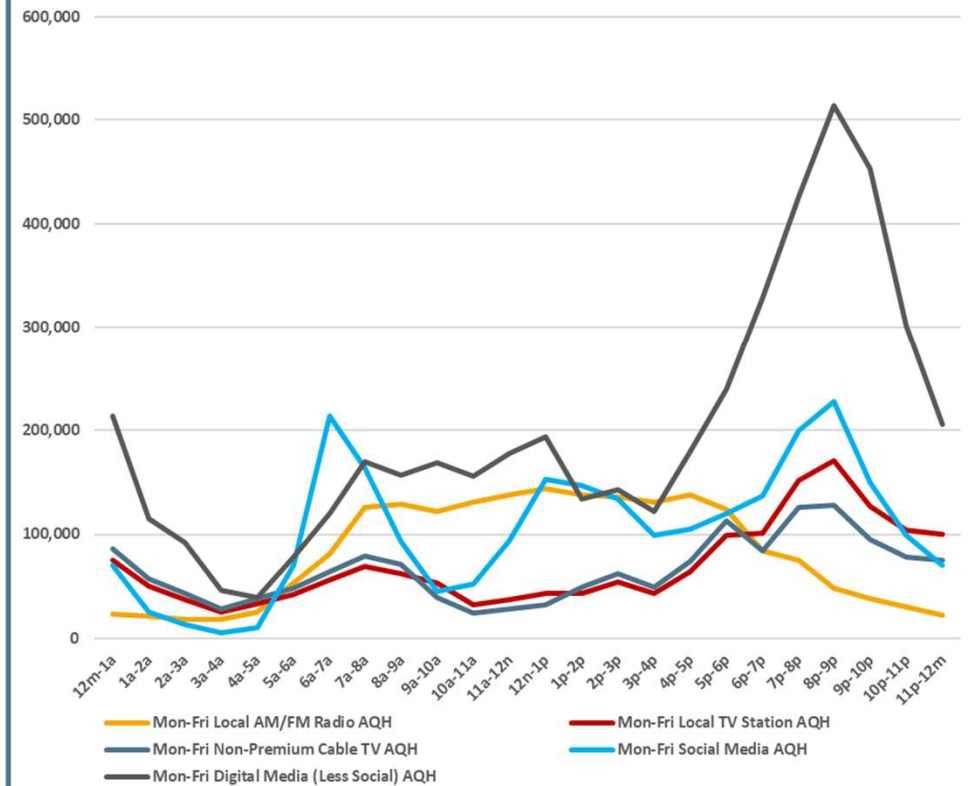


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 14,422; Social Media: 11,375; Local Radio: 11,005; Non-Prem. Cable: 6,103; Local TV: 5,201 reaching Adults 18 or older who Used IMO'S PIZZA in the past 30 days.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Used IMO'S PIZZA in the past 30 days



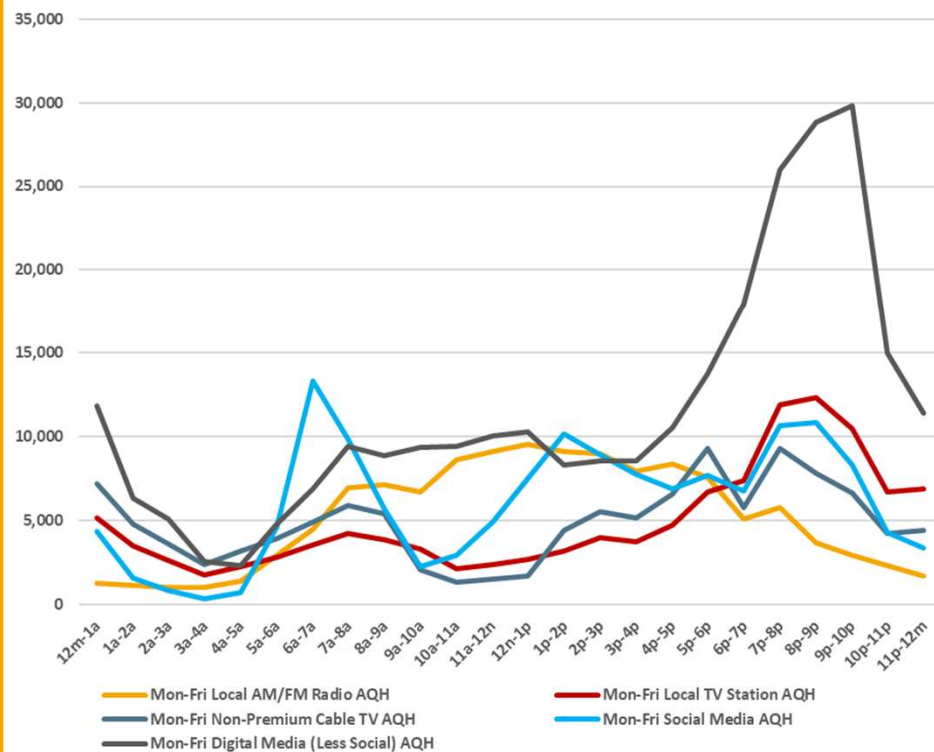
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
ST. LOUIS Metro Area Adults 18 or older



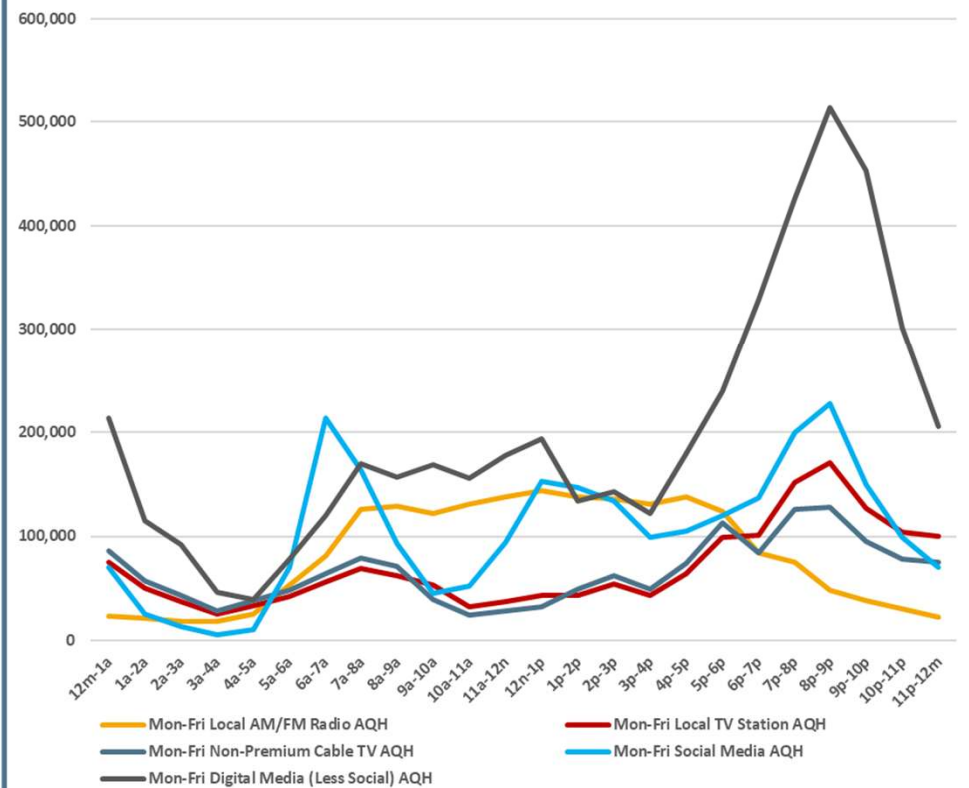


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 10,156;
Local Radio: 7,660; Social Media: 7,277; Non-Prem. Cable: 4,582; Local TV: 3,980 reaching
Adults 18 or older who Used LION'S CHOICE in the past 30 days.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Used LION'S CHOICE in the past 30
days**



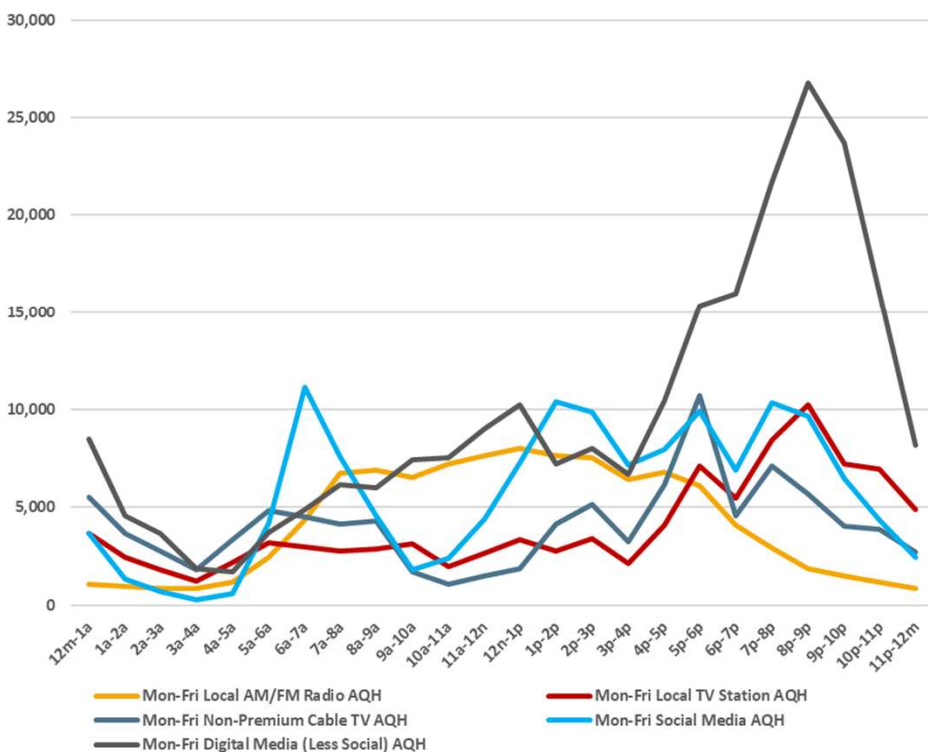
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
ST. LOUIS Metro Area Adults 18 or older**



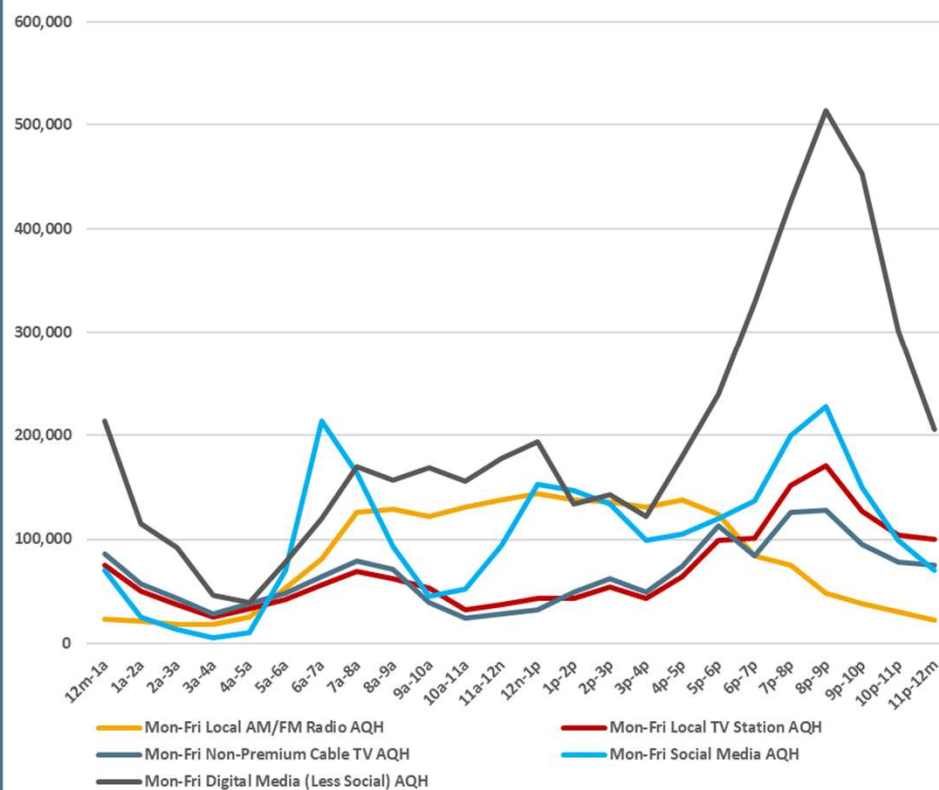


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 8,843;
Social Media: 7,038; Local Radio: 6,628; Non-Prem. Cable: 4,088; Local TV: 3,441 reaching
Adults 18 or older who Used STEAK 'N SHAKE in the past 30 days.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Used STEAK 'N SHAKE in the past 30
days



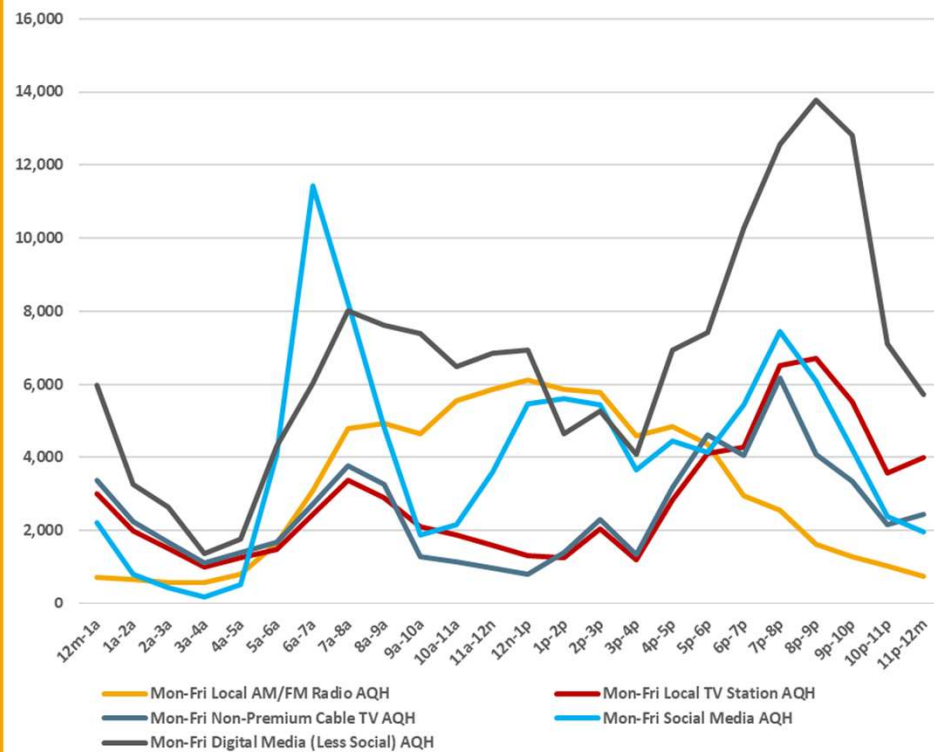
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
ST. LOUIS Metro Area Adults 18 or older



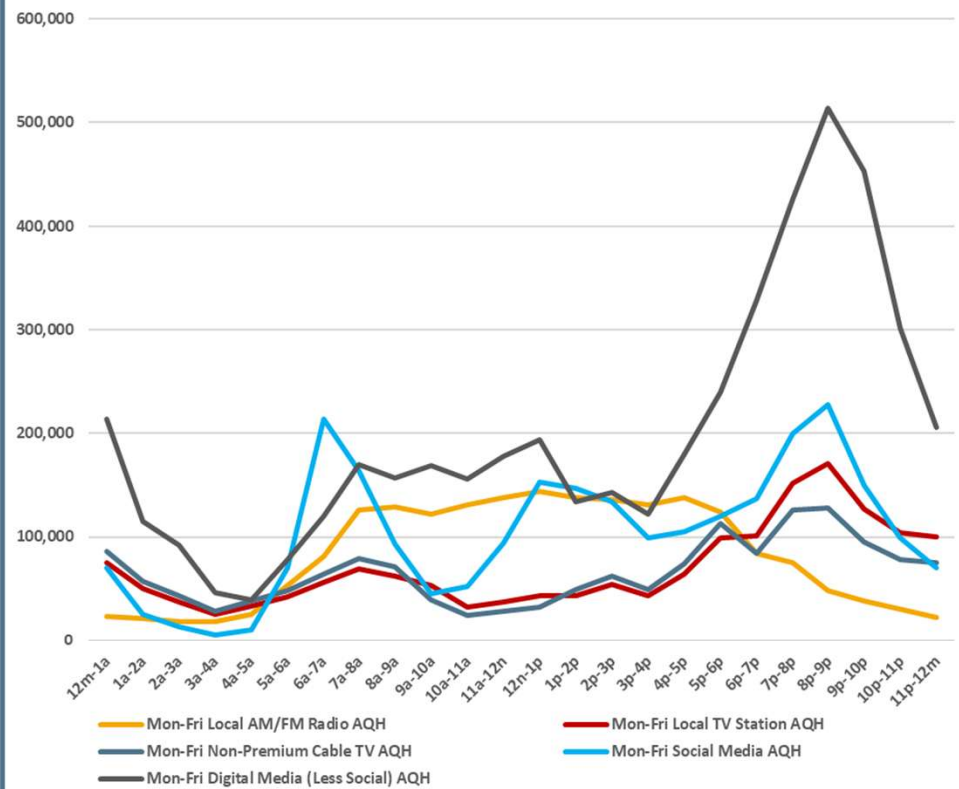


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,763;
Social Media: 5,102; Local Radio: 4,873; Local TV: 2,407; Non-Prem. Cable: 2,368 reaching
Adults 18 or older who Used BANDANA'S BAR-B-Q in the past 30 days.

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Used BANDANA'S BAR-B-Q in the
past 30 days*



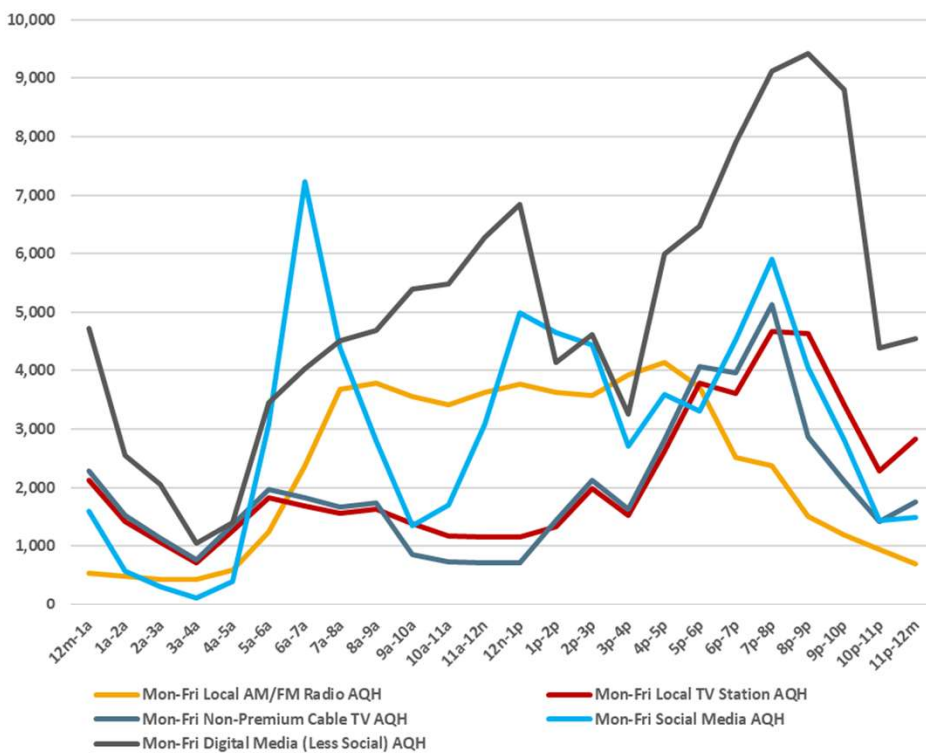
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
ST. LOUIS Metro Area Adults 18 or older*



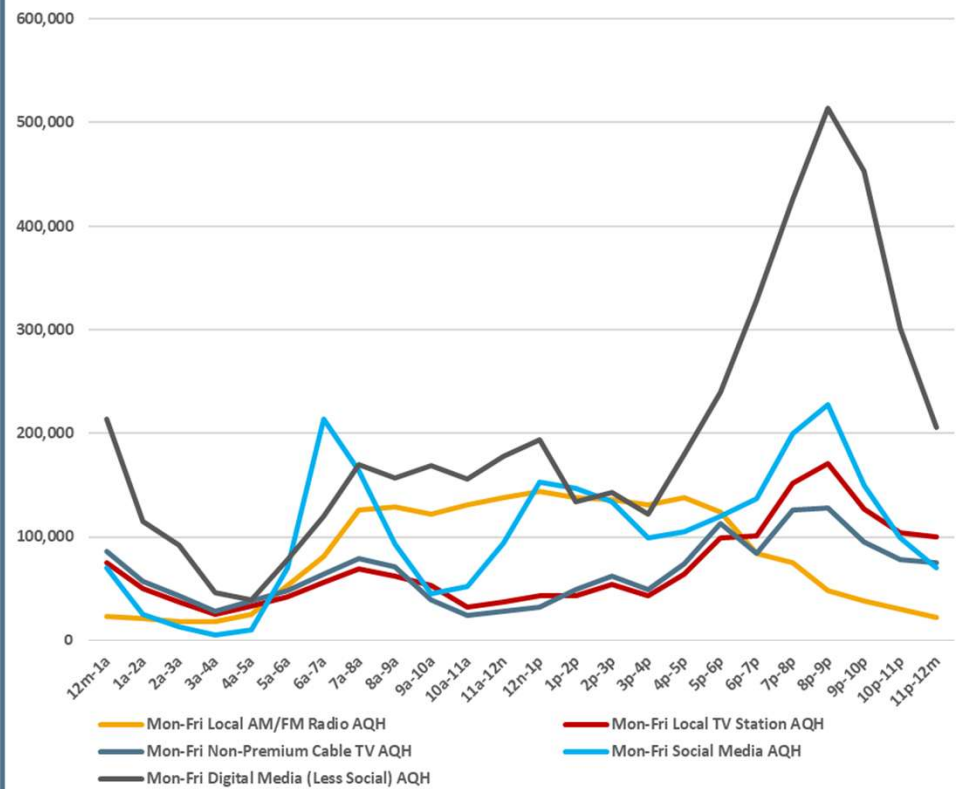


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,355;
Social Media: 3,751; Local Radio: 3,515; Local TV: 1,890; Non-Prem. Cable: 1,867 reaching
Adults 18 or older who Used THE PASTA HOUSE CO. in the past 30 days.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Used THE PASTA HOUSE CO. in the
past 30 days



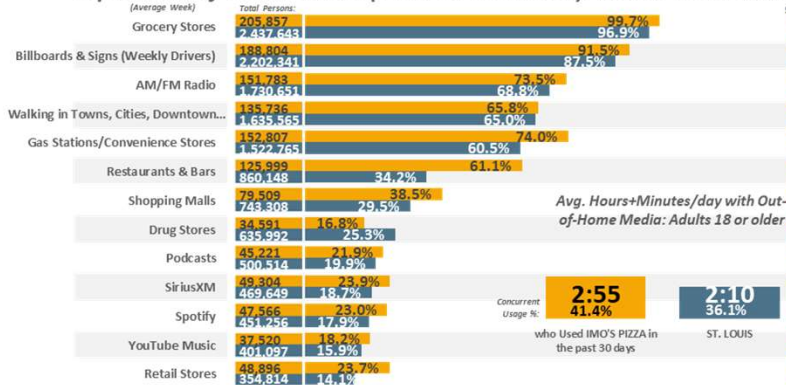
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
ST. LOUIS Metro Area Adults 18 or older



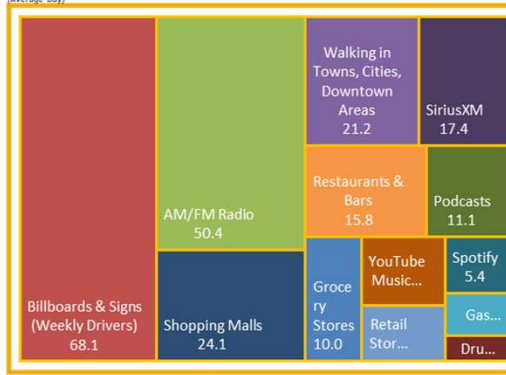


188,804 or 91.5% of Adults 18 or older who Used IMO'S PIZZA in the past 30 days spend an average of 68.1 minutes per day driving, seeing Billboards and Signs. 71.1% Listen to Local Radio Stations Out-of-Home for an average of 47.9 minutes/day.

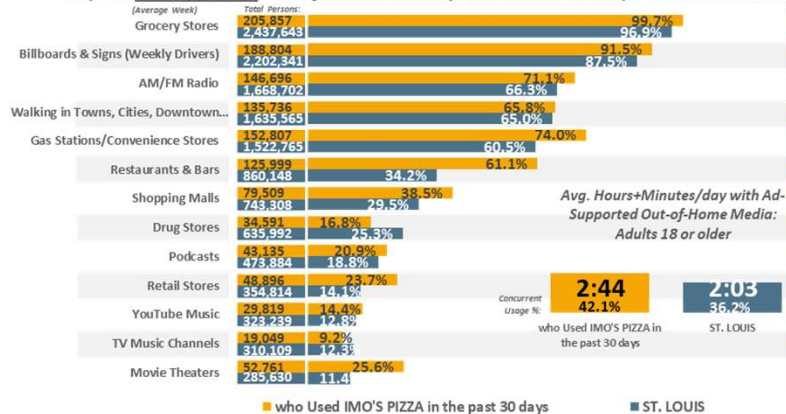
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



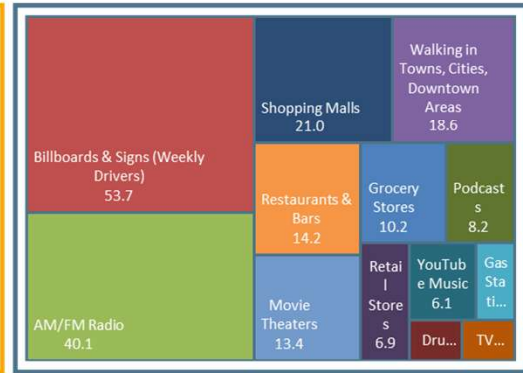
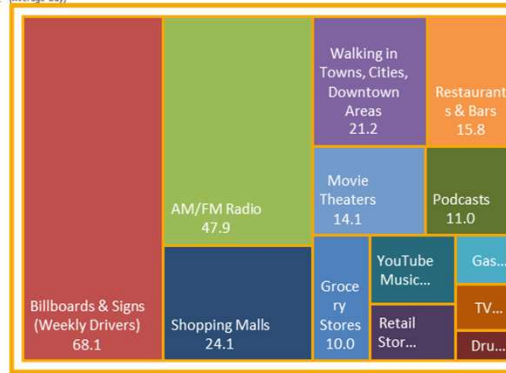
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



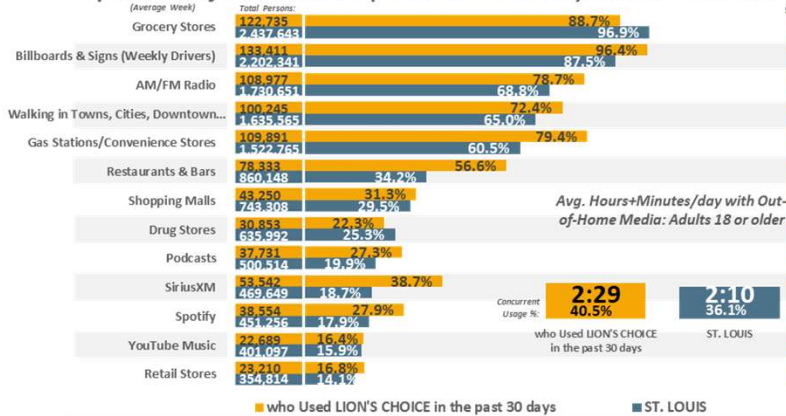
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



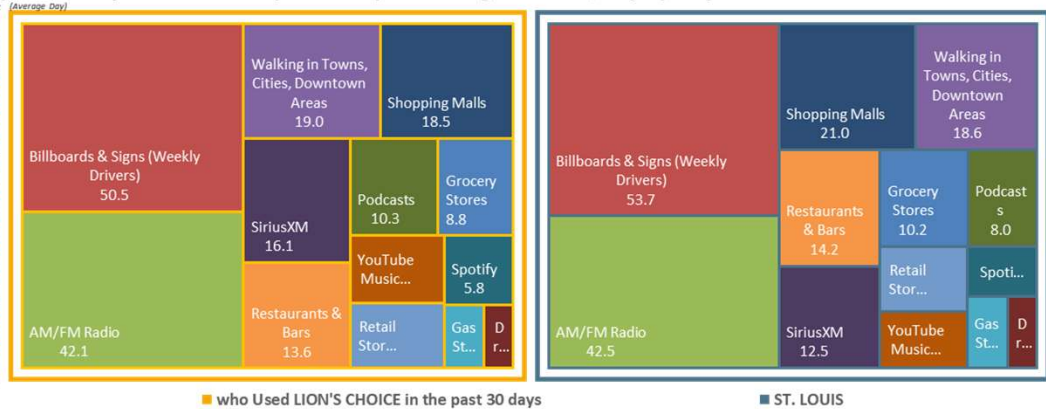


133,411 or 96.4% of Adults 18 or older who Used LION'S CHOICE in the past 30 days spend an average of 50.5 minutes per day driving, seeing Billboards and Signs. 75.2% Listen to Local Radio Stations Out-of-Home for an average of 40. minutes/day.

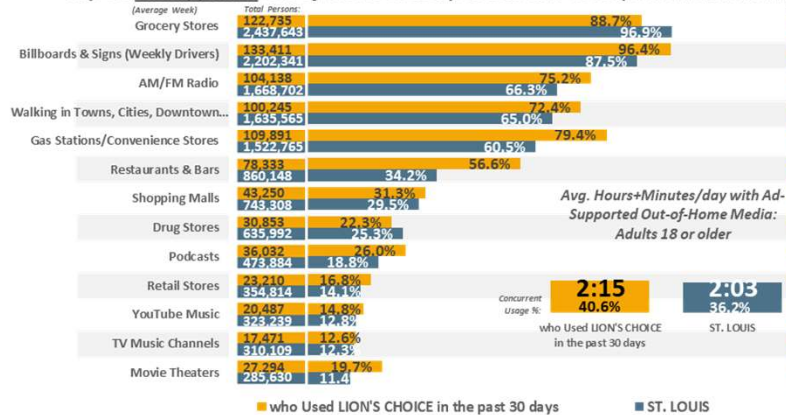
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



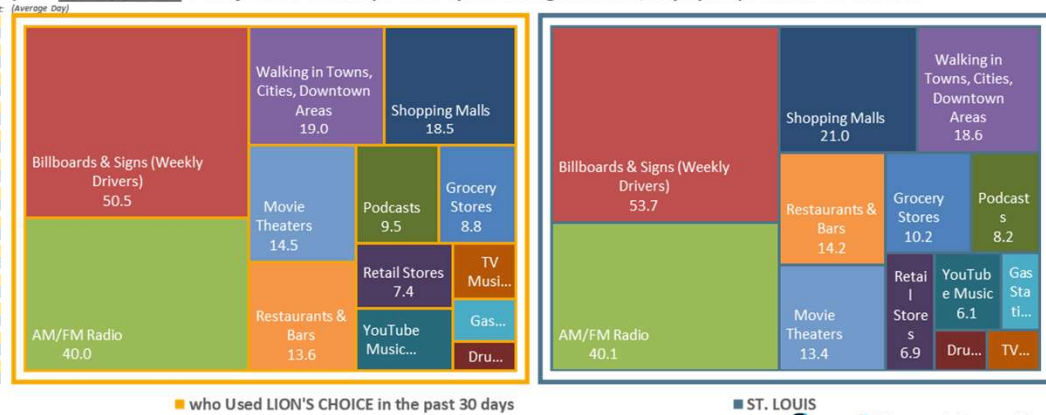
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



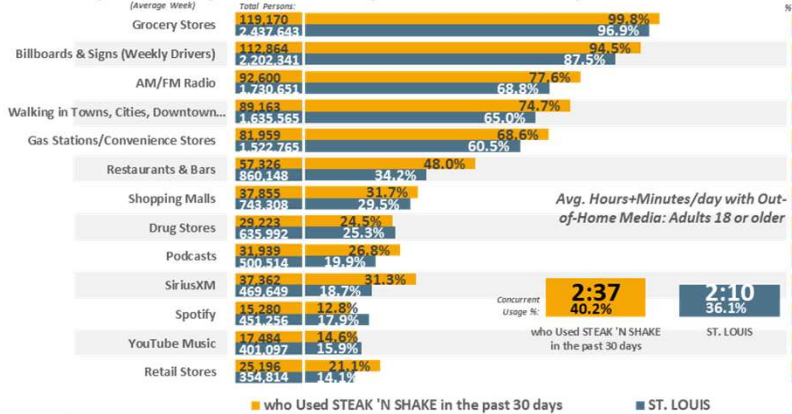
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



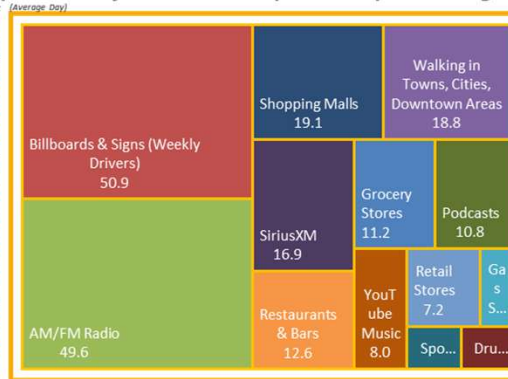


112,864 or 94.5% of Adults 18 or older who Used STEAK 'N SHAKE in the past 30 days spend an average of 50.9 minutes per day driving, seeing Billboards and Signs. 71.3% Listen to Local Radio Stations Out-of-Home for an average of 43.3 minutes/day.

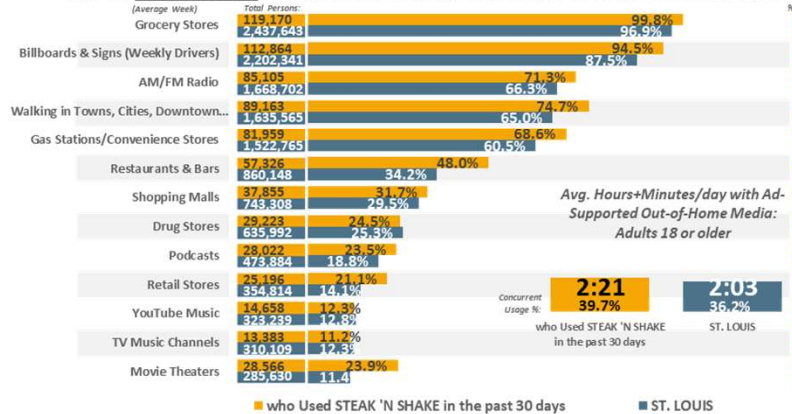
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



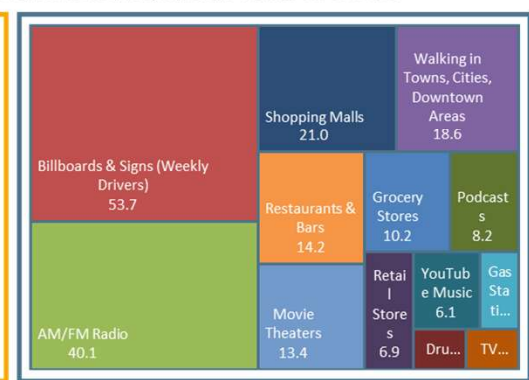
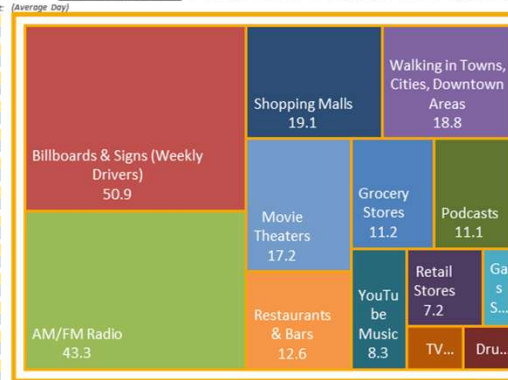
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



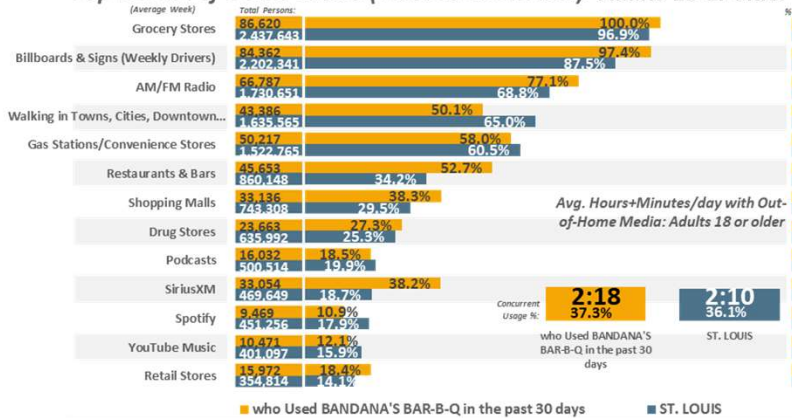
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





84,362 or 97.4% of Adults 18 or older who Used BANDANA'S BAR-B-Q in the past 30 days spend an average of 46.9 minutes per day driving, seeing Billboards and Signs. 72.9% Listen to Local Radio Stations Out-of-Home for an average of 44.4 minutes/day.

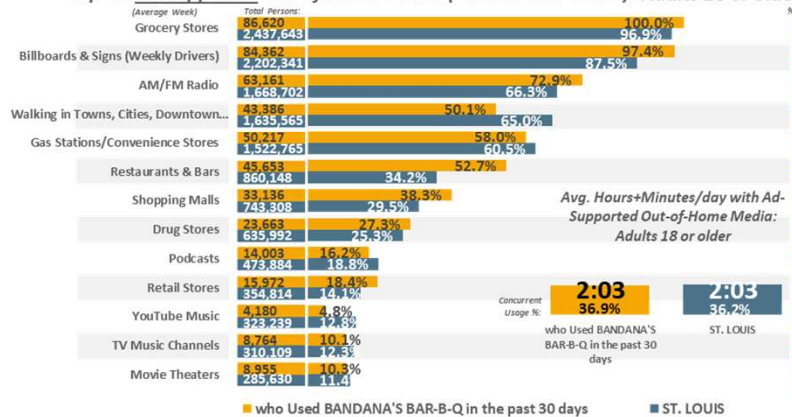
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



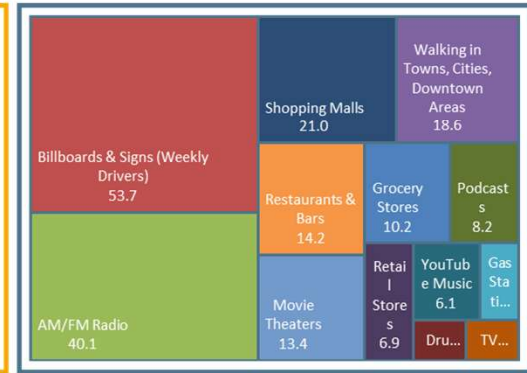
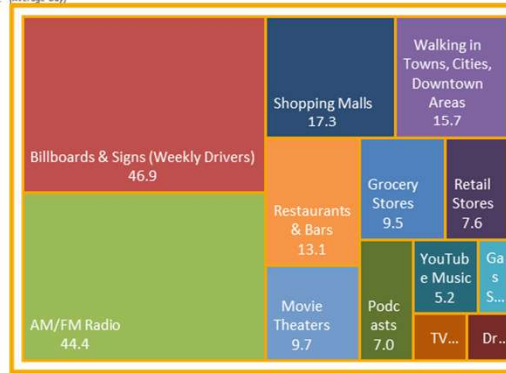
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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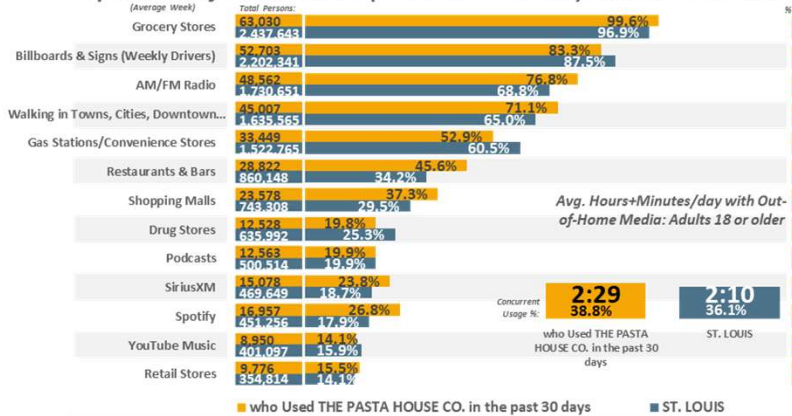
soefa.ai Share of Everything for Anything

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

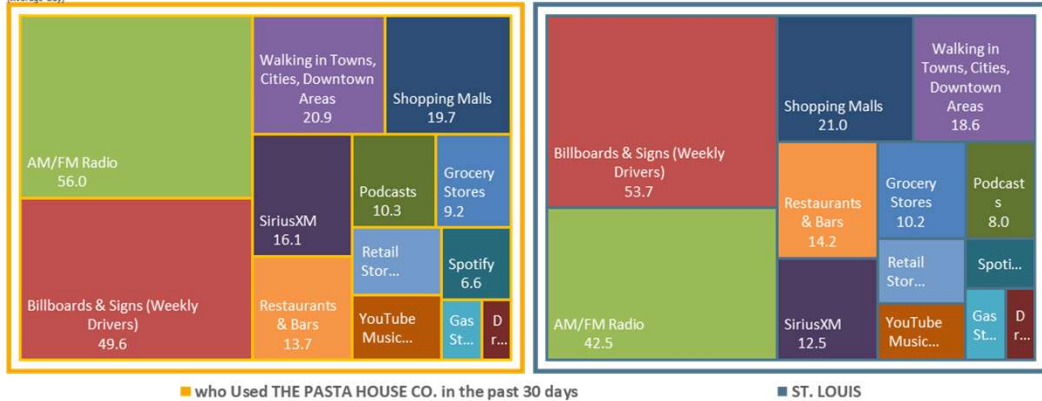


52,703 or 83.3% of Adults 18 or older who Used THE PASTA HOUSE CO. in the past 30 days spend an average of 49.6 minutes per day driving, seeing Billboards and Signs. 74.2% Listen to Local Radio Stations Out-of-Home for an average of 53. minutes/day.

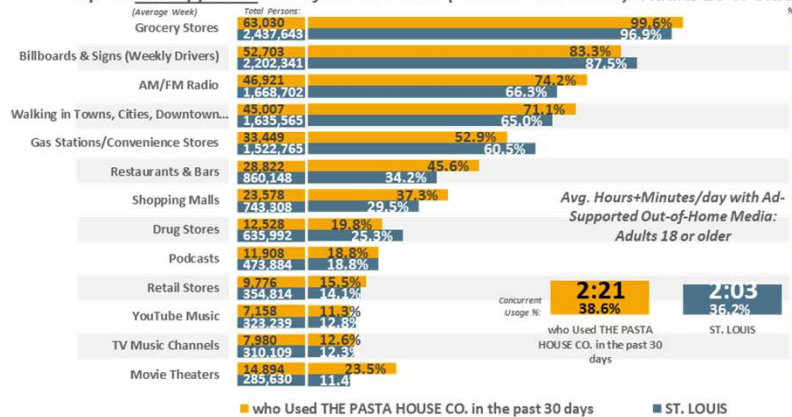
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



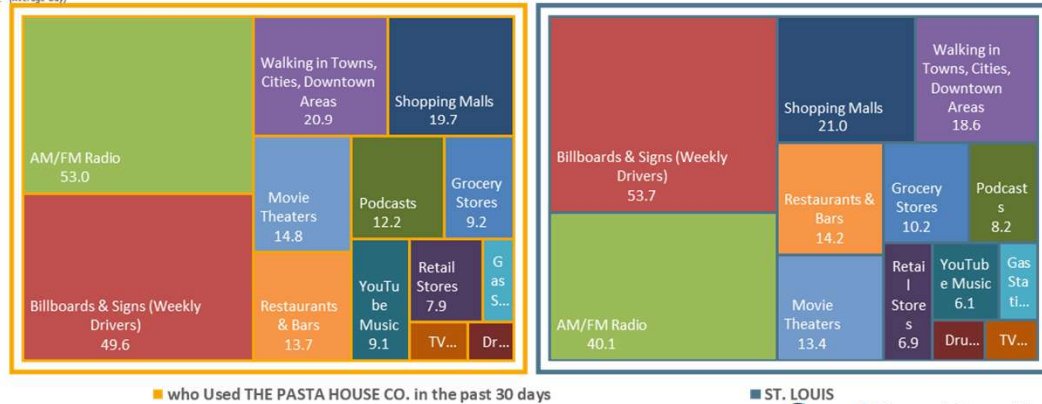
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

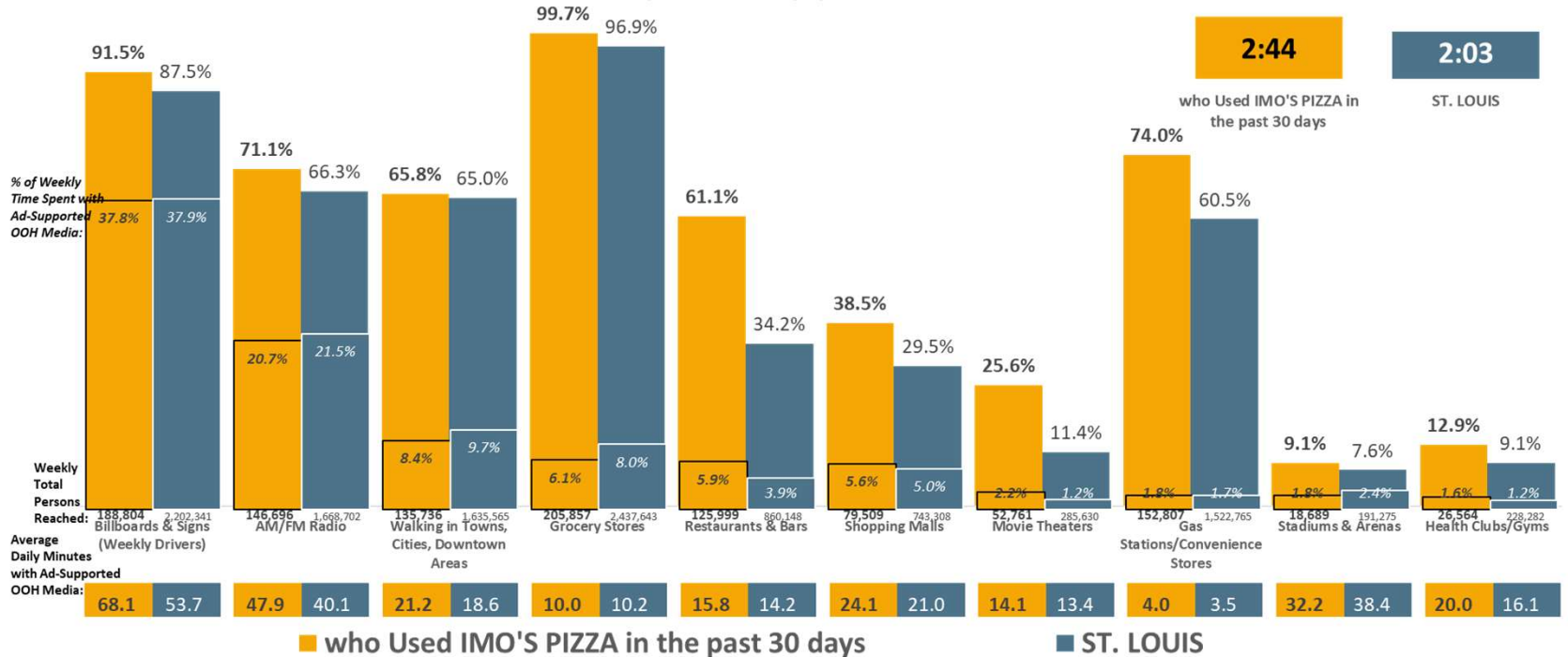


188,804 or 91.5% of Adults 18 or older who Used IMO'S PIZZA in the past 30 days spend an average of 68.1 minutes per day driving, seeing Billboards and Signs representing 37.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



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

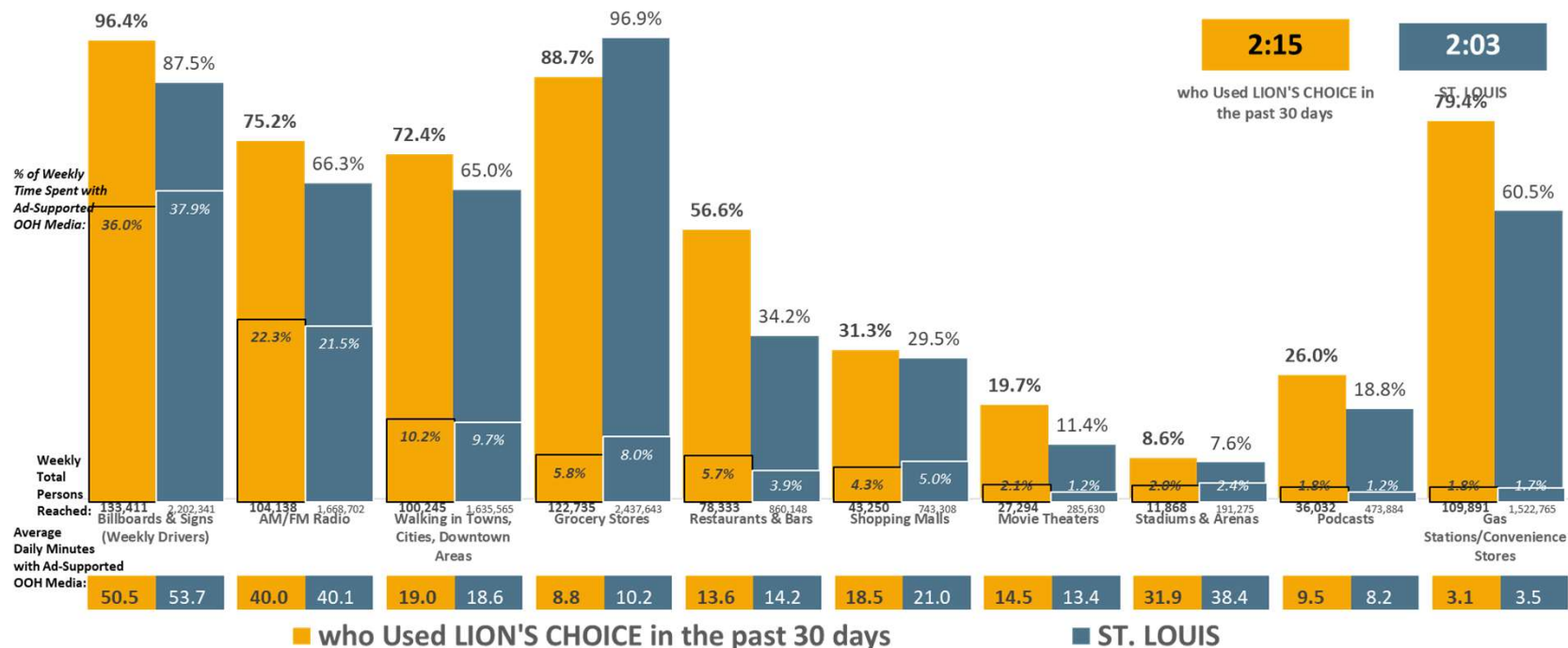


133,411 or 96.4% of Adults 18 or older who Used LION'S CHOICE in the past 30 days spend an average of 50.5 minutes per day driving, seeing Billboards and Signs representing 36.0% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



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

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

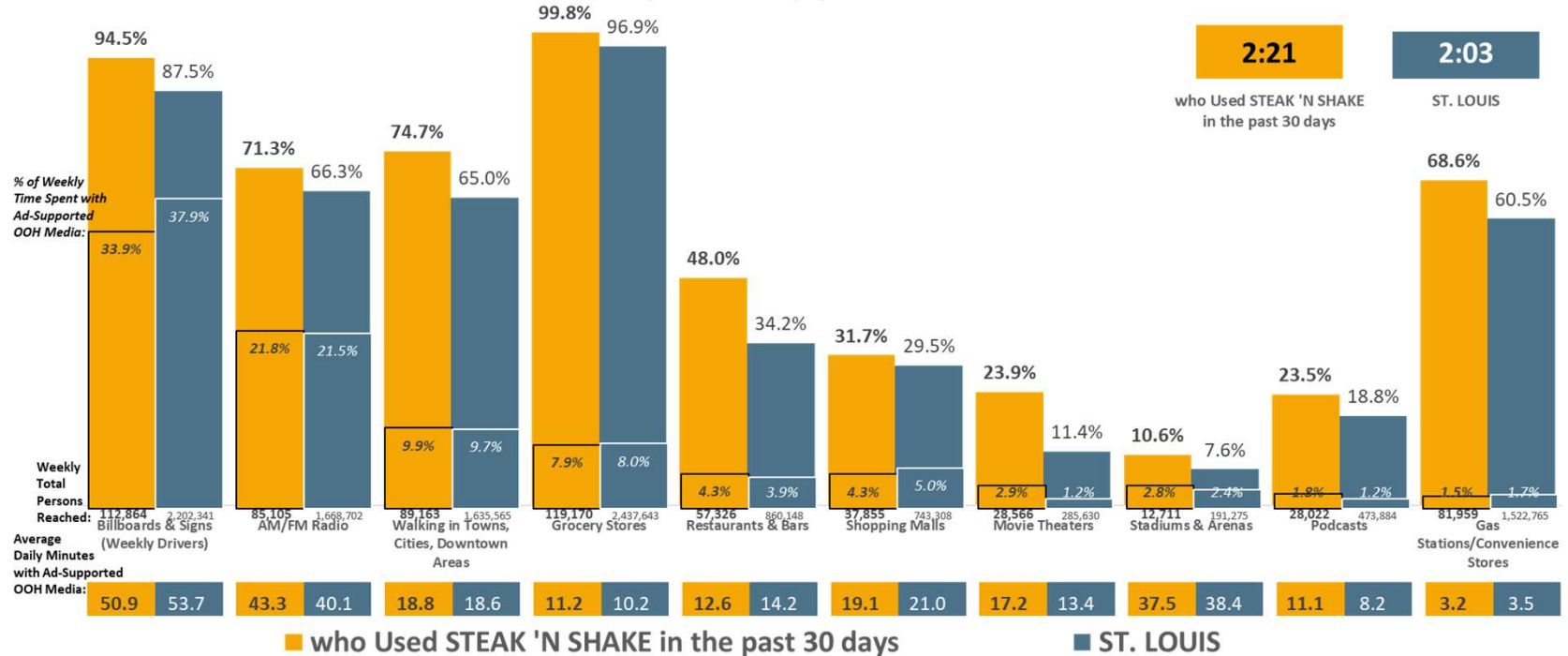


112,864 or 94.5% of Adults 18 or older who Used STEAK 'N SHAKE in the past 30 days spend an average of 50.9 minutes per day driving, seeing Billboards and Signs representing 33.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



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

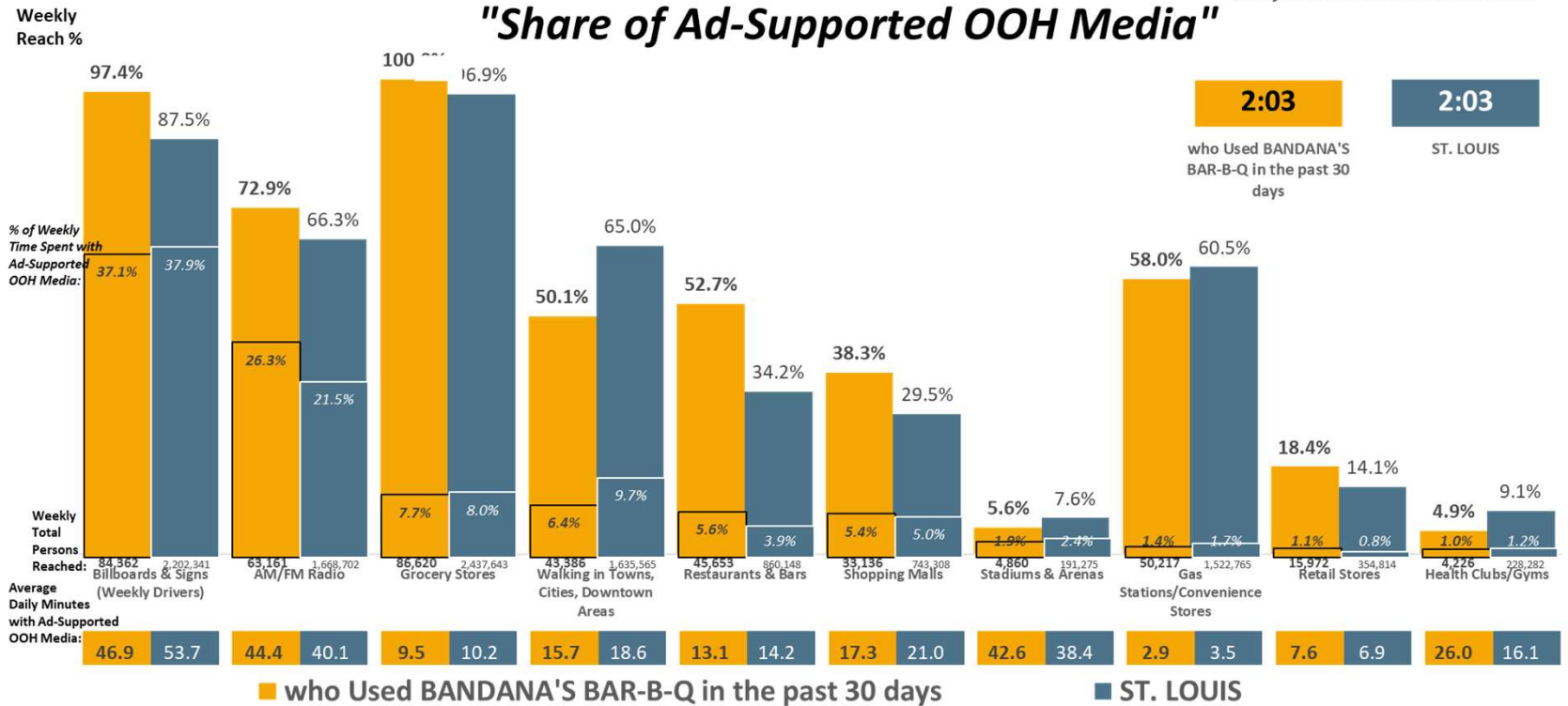
soefa.ai Share of Everything for Anything

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



84,362 or 97.4% of Adults 18 or older who Used BANDANA'S BAR-B-Q in the past 30 days spend an average of 46.9 minutes per day driving, seeing Billboards and Signs representing 37.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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



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

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

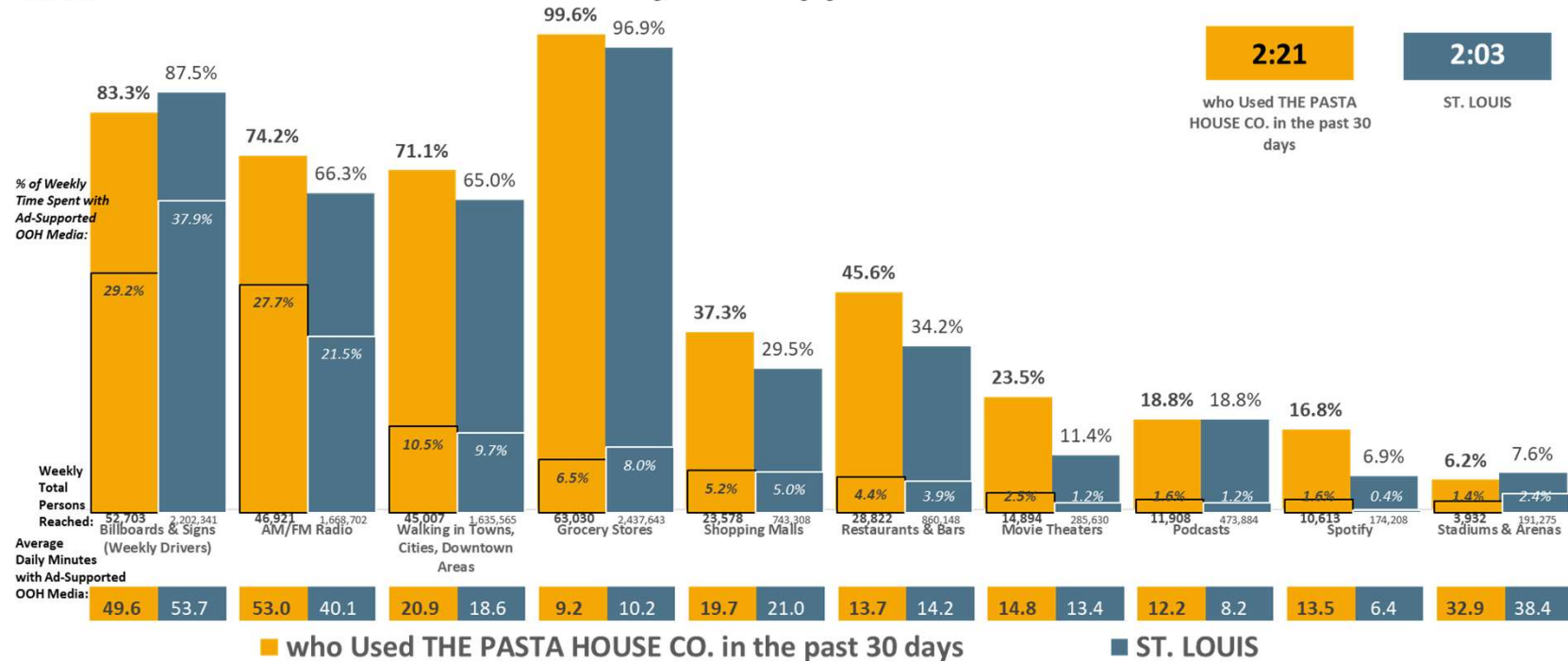


52,703 or 83.3% of Adults 18 or older who Used THE PASTA HOUSE CO. in the past 30 days spend an average of 49.6 minutes per day driving, seeing Billboards and Signs representing 29.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



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

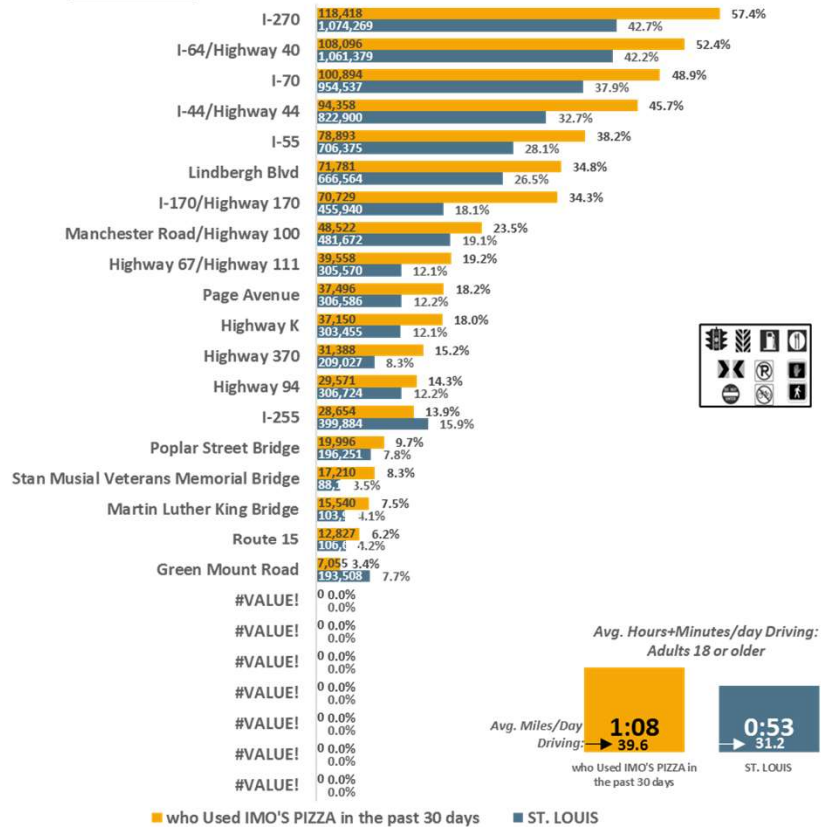
soefa.ai Share of Everything for Anything

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

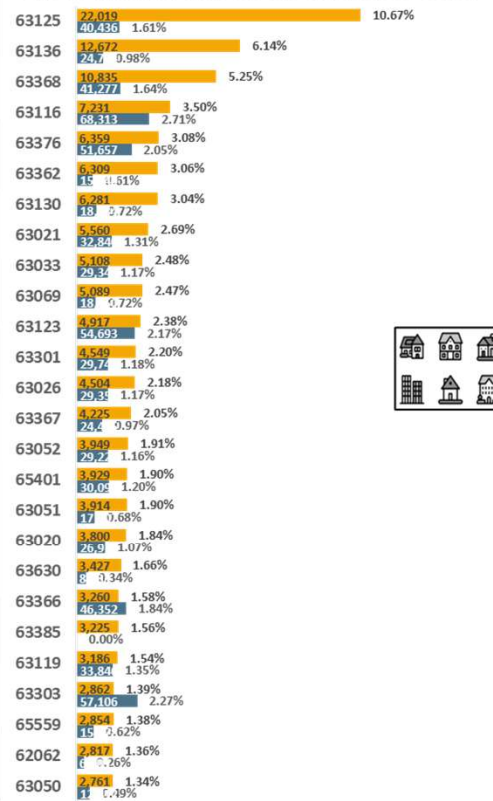


188,804 or 91.5% of Adults 18 or older who Used IMO'S PIZZA in the past 30 days spend an average of 68.1 minutes per day driving an average of 39.6 miles each day and are 137.9% more likely to use Stan Musial Veterans Memorial Bridge than the Metro averag

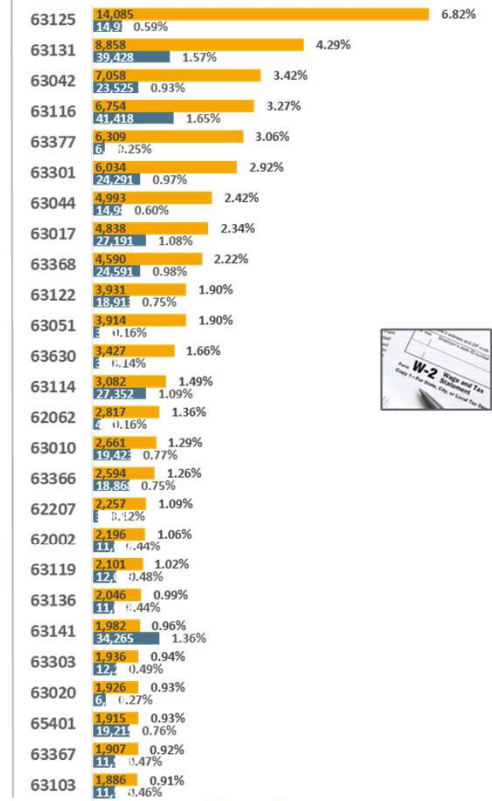
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



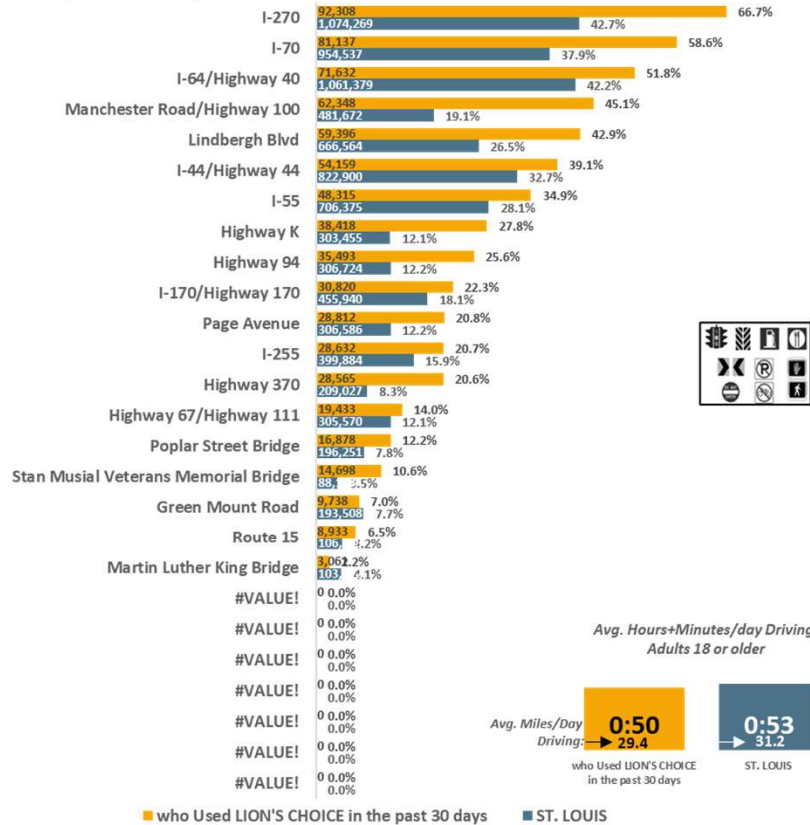
Top-26 Employment Zip Codes: Adults 18 or older



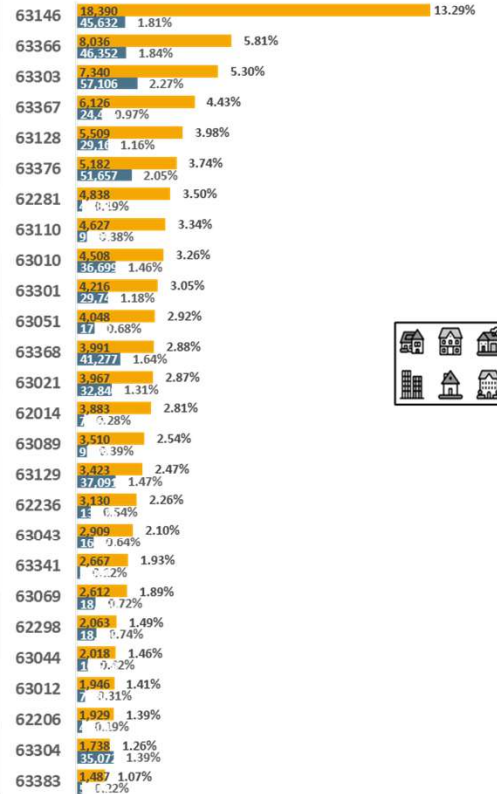


133,411 or 96.4% of Adults 18 or older who Used LION'S CHOICE in the past 30 days spend an average of 50.5 minutes per day driving an average of 29.4 miles each day and are 203.% more likely to use Stan Musial Veterans Memorial Bridge than the Metro avera

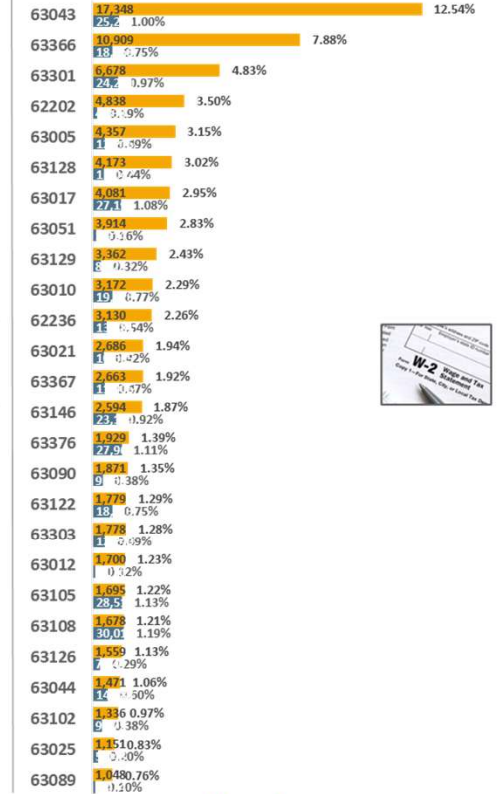
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



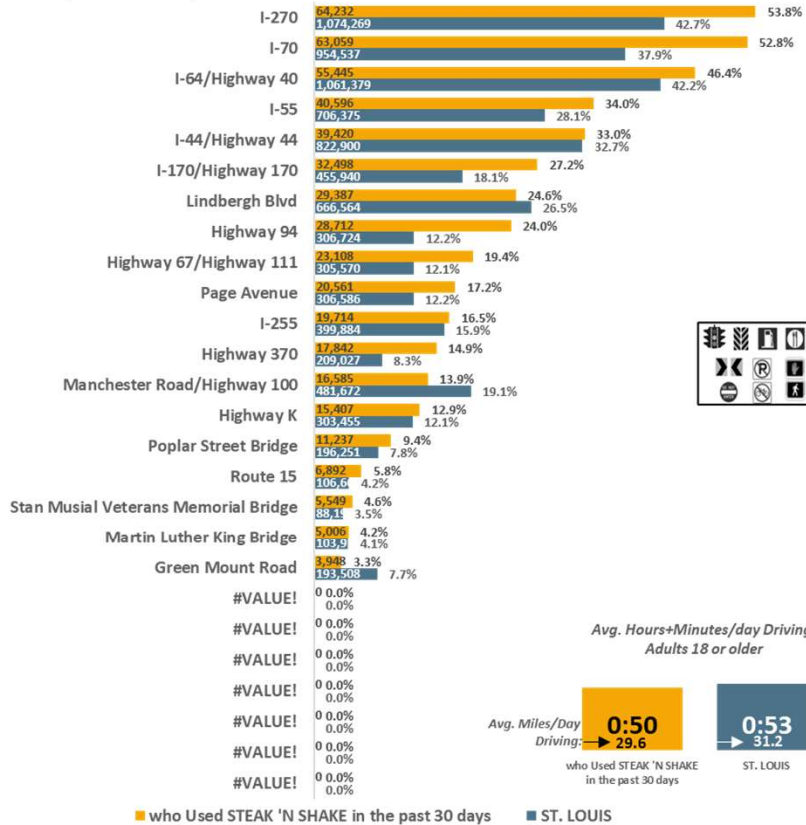
Top-26 Employment Zip Codes: Adults 18 or older



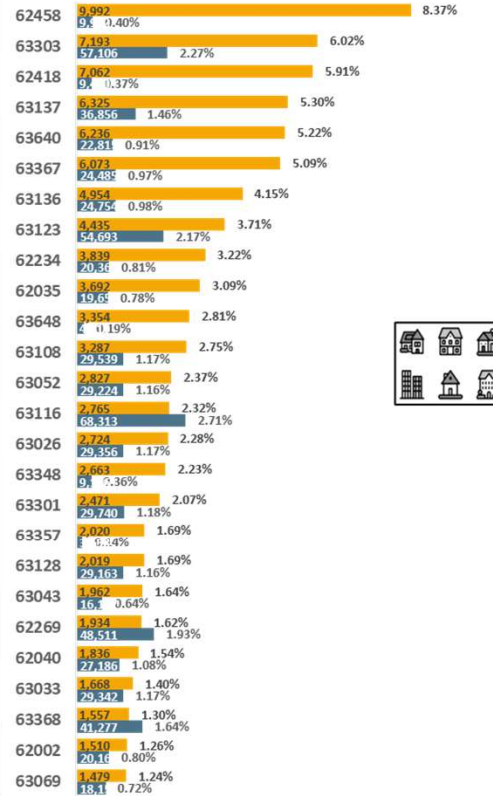


112,864 or 94.5% of Adults 18 or older who Used STEAK 'N SHAKE in the past 30 days spend an average of 50.9 minutes per day driving an average of 29.6 miles each day and are 97.3% more likely to use Highway 94 than the Metro average.

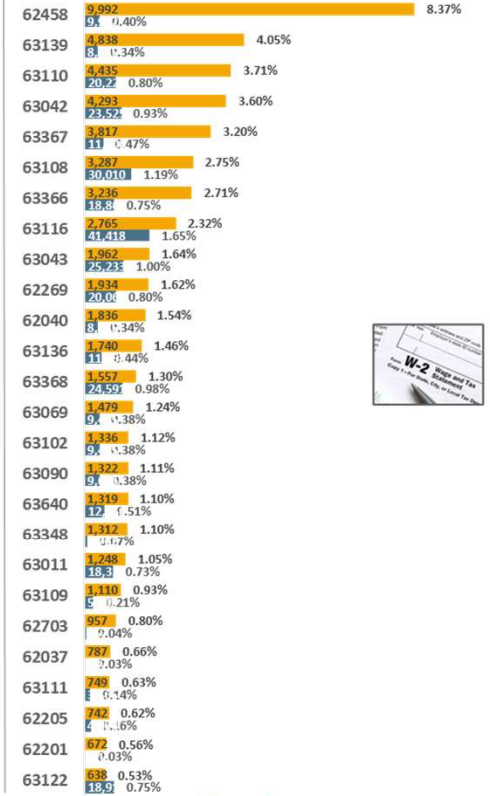
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



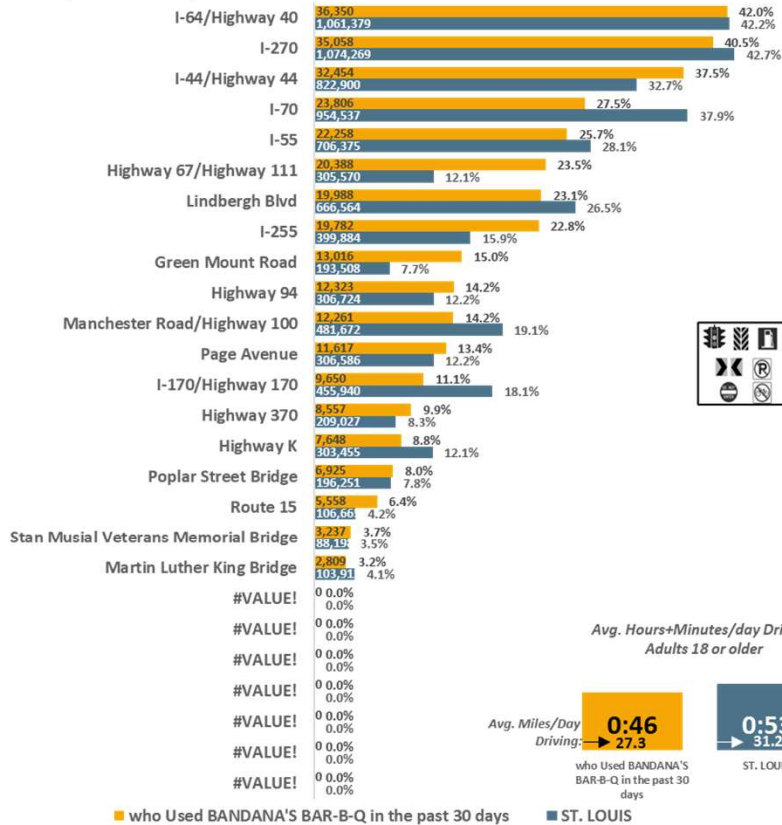
Top-26 Employment Zip Codes: Adults 18 or older



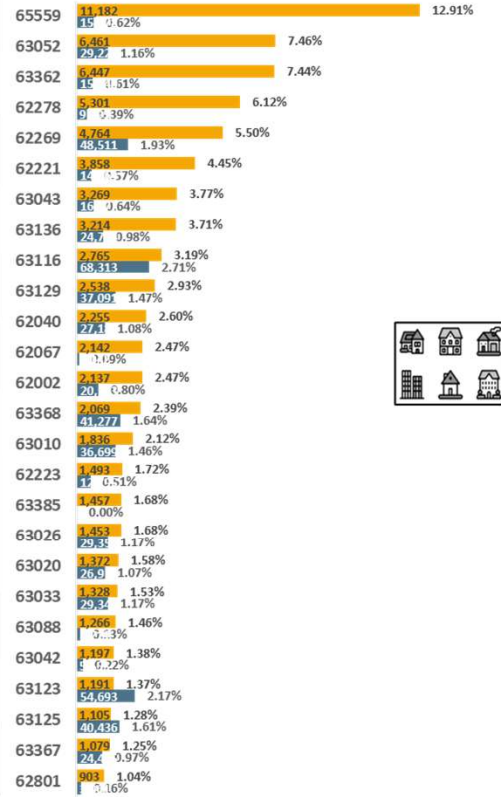


84,362 or 97.4% of Adults 18 or older who Used BANDANA'S BAR-B-Q in the past 30 days spend an average of 46.9 minutes per day driving an average of 27.3 miles each day and are 95.4% more likely to use Green Mount Road than the Metro average.

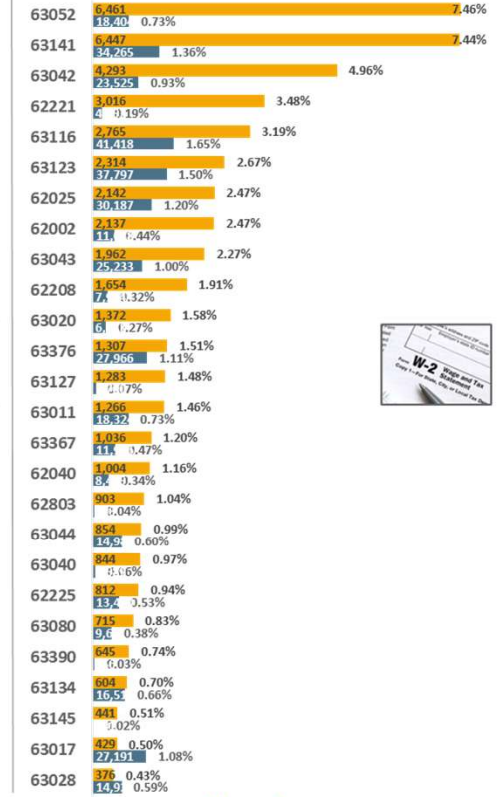
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



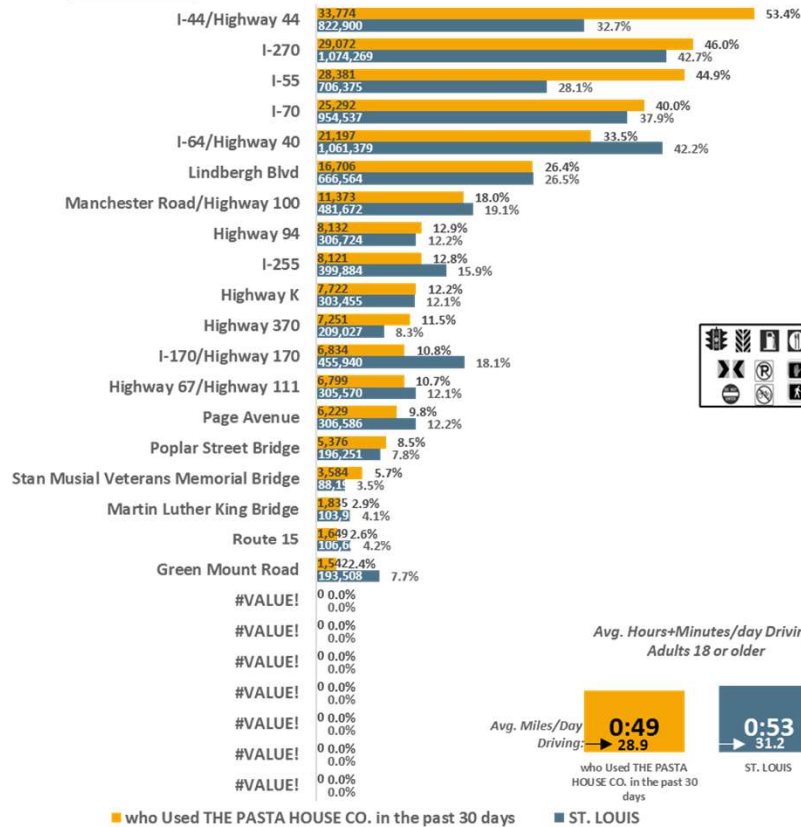
Top-26 Employment Zip Codes: Adults 18 or older



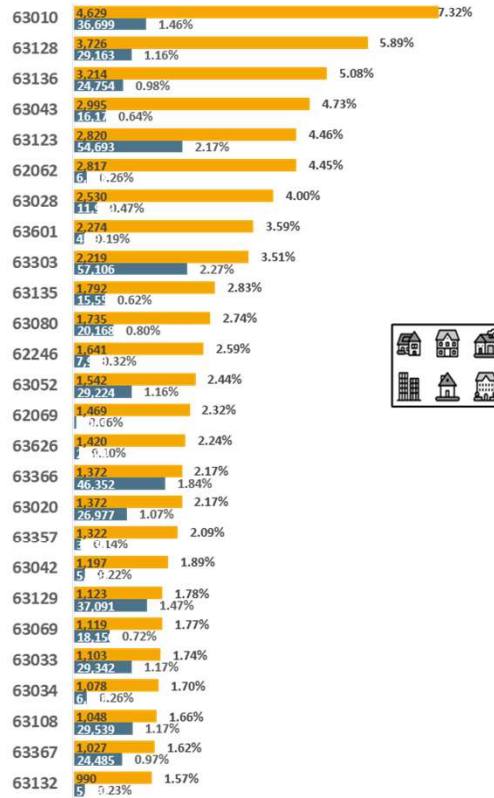


52,703 or 83.3% of Adults 18 or older who Used THE PASTA HOUSE CO. in the past 30 days spend an average of 49.6 minutes per day driving an average of 28.9 miles each day and are 63.3% more likely to use I-44/Highway 44 than the Metro average.

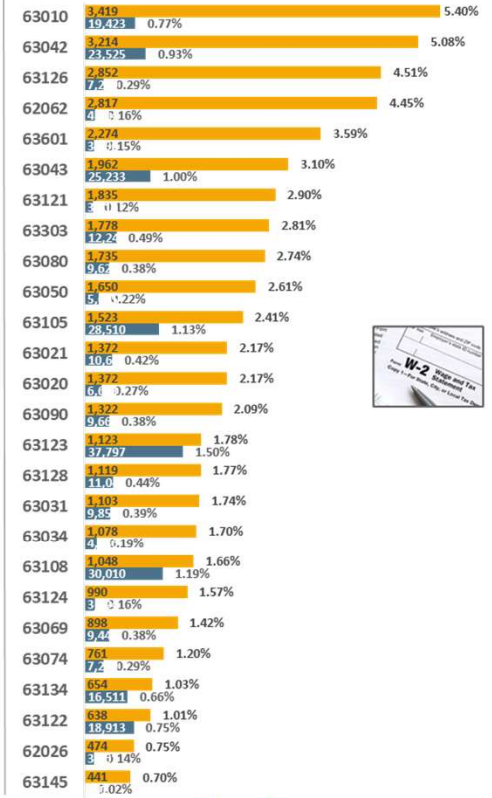
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



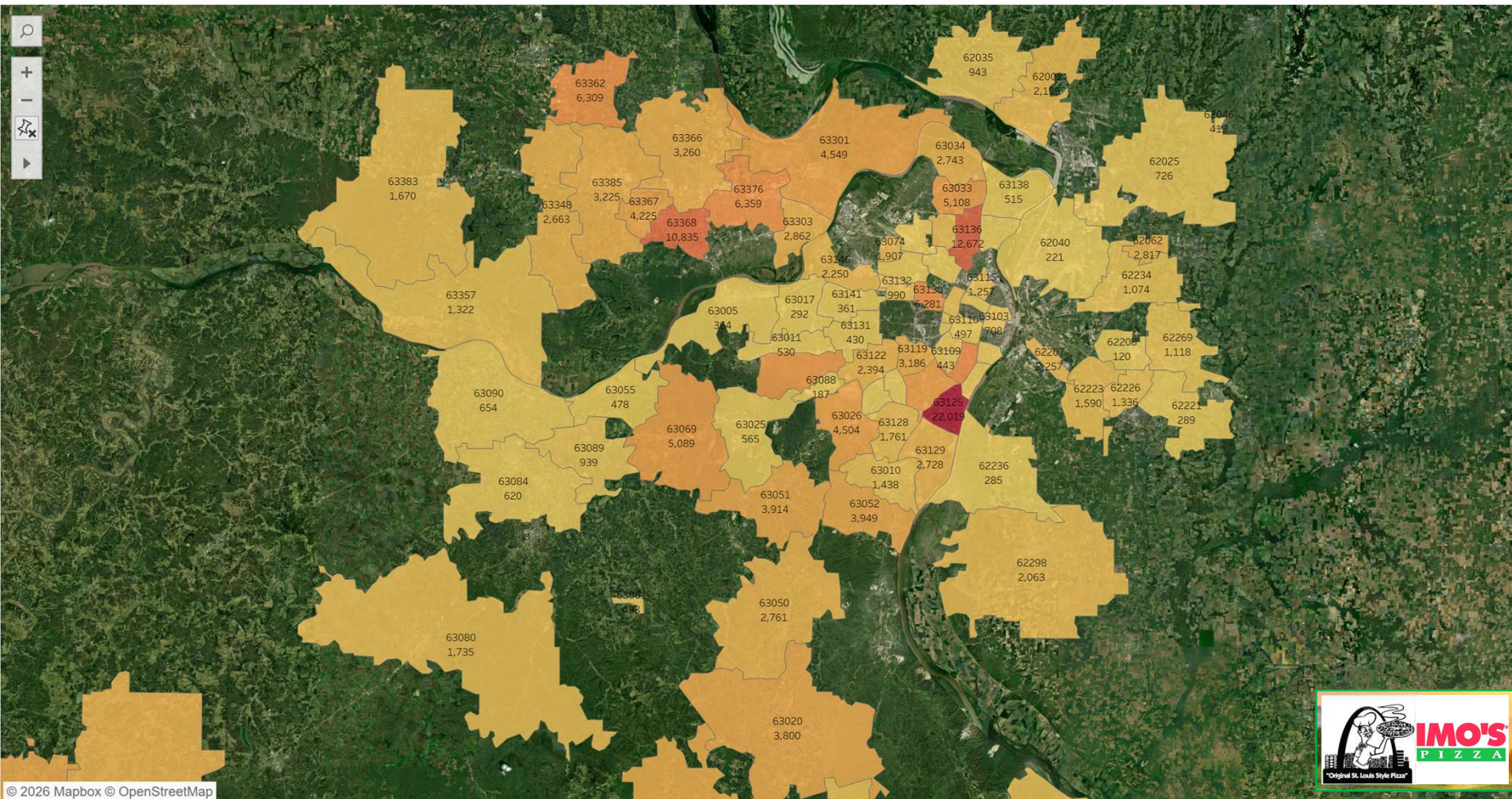
Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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



SUM(Adults 18 or older...

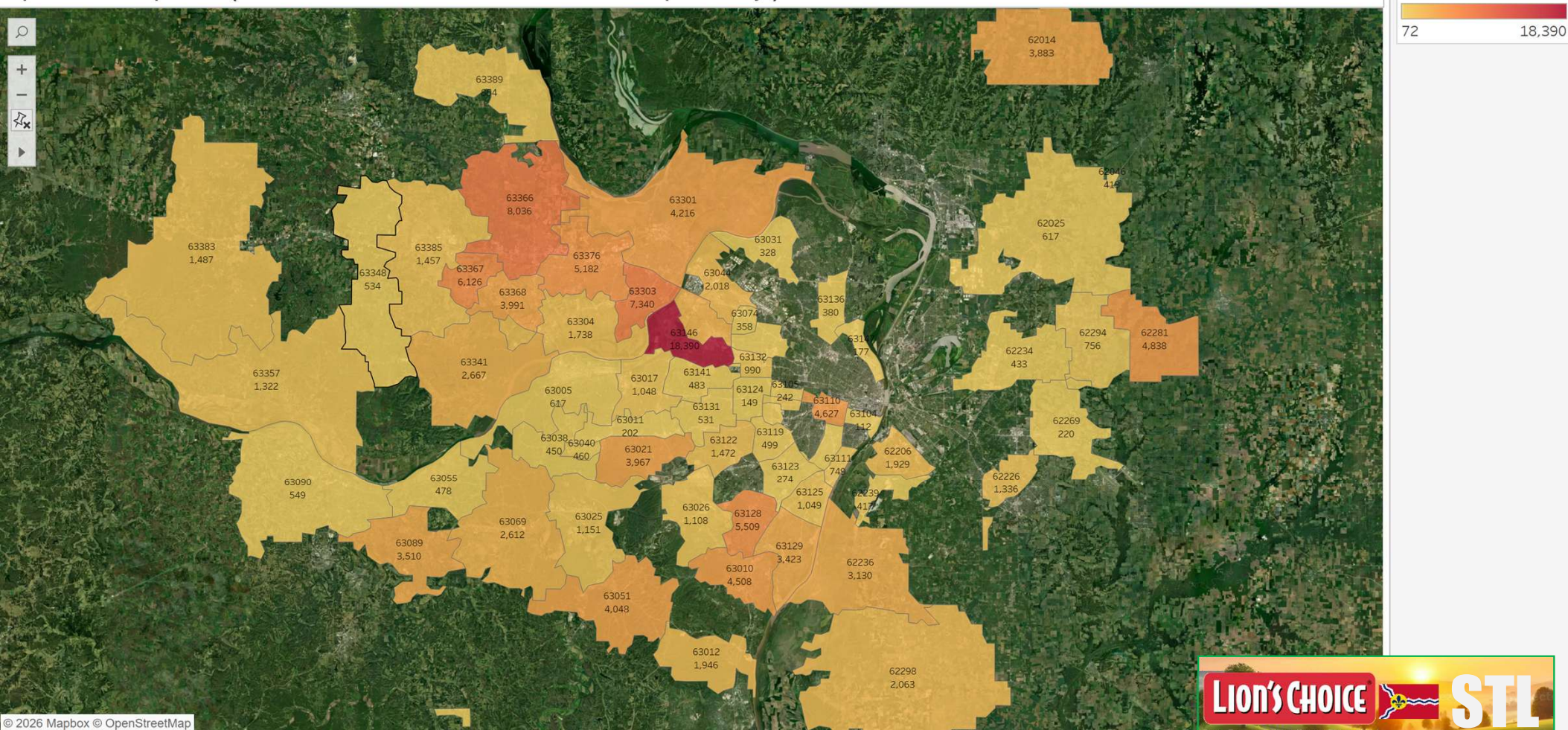


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Quick service restaurants used past 30 days: Imo's Pizza

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



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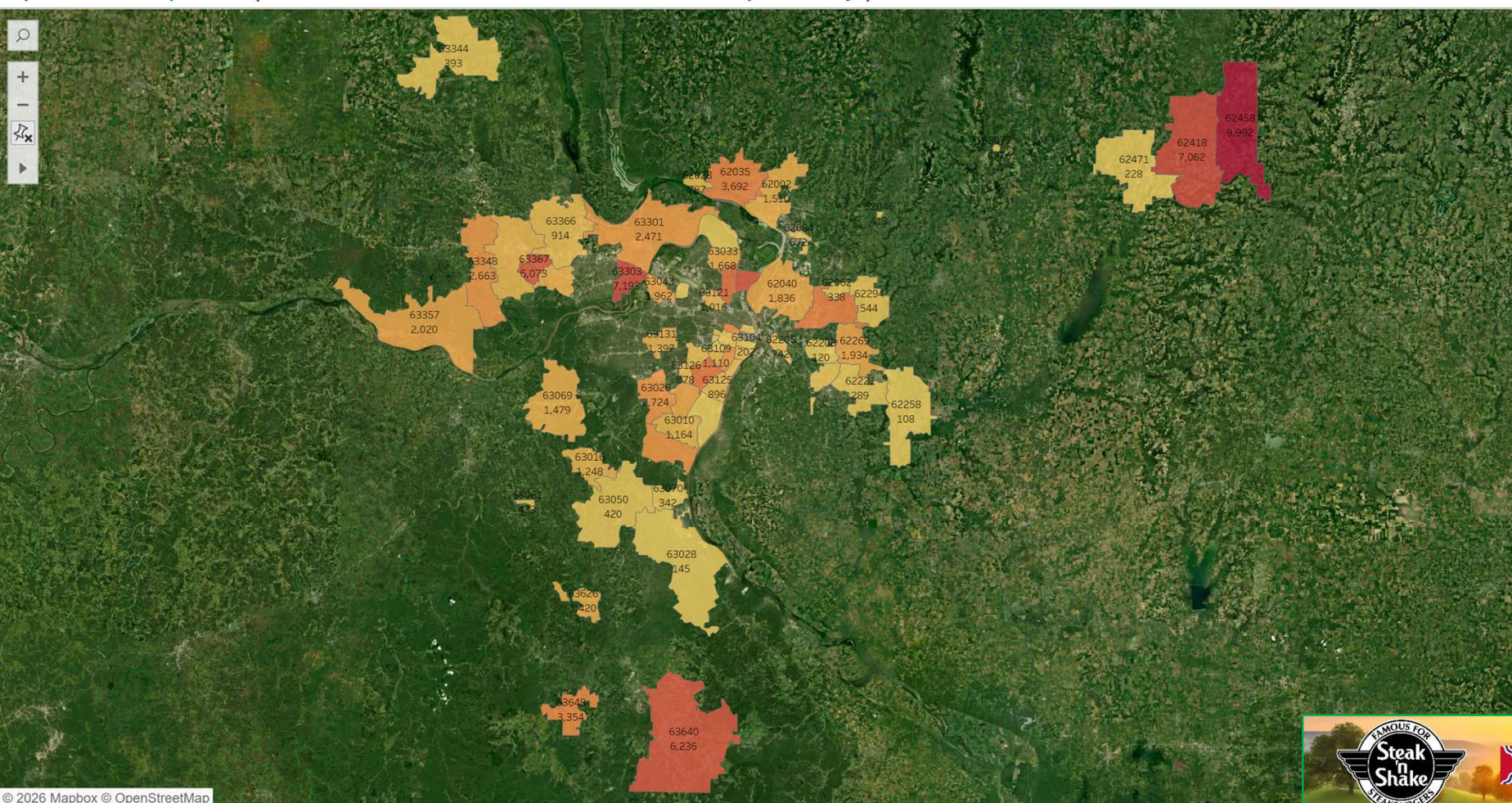
Lion's Choice **STL**
REAL ROASTED BEEF REARY RIGHT NOW.

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

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



SUM(Adults 18 or older...



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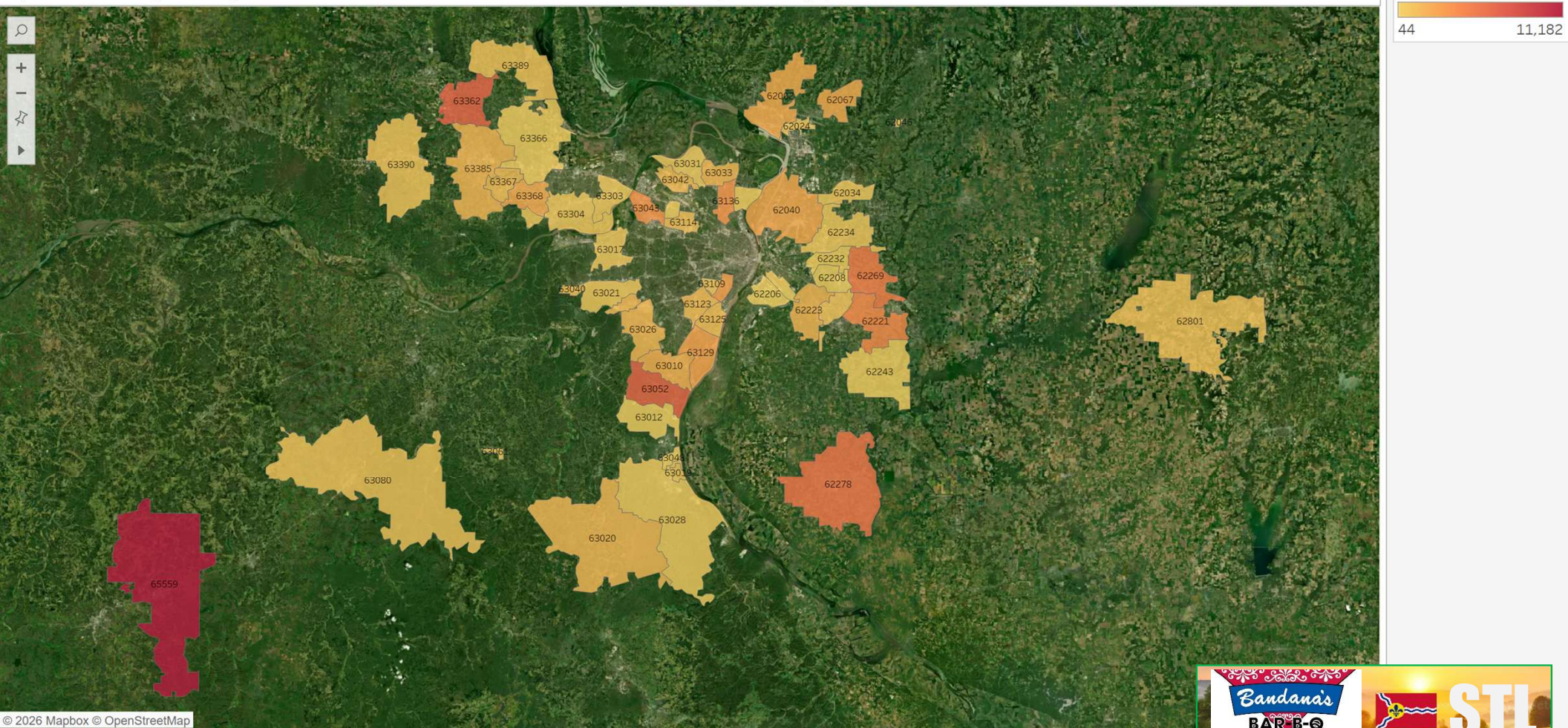
ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intob 94

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

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

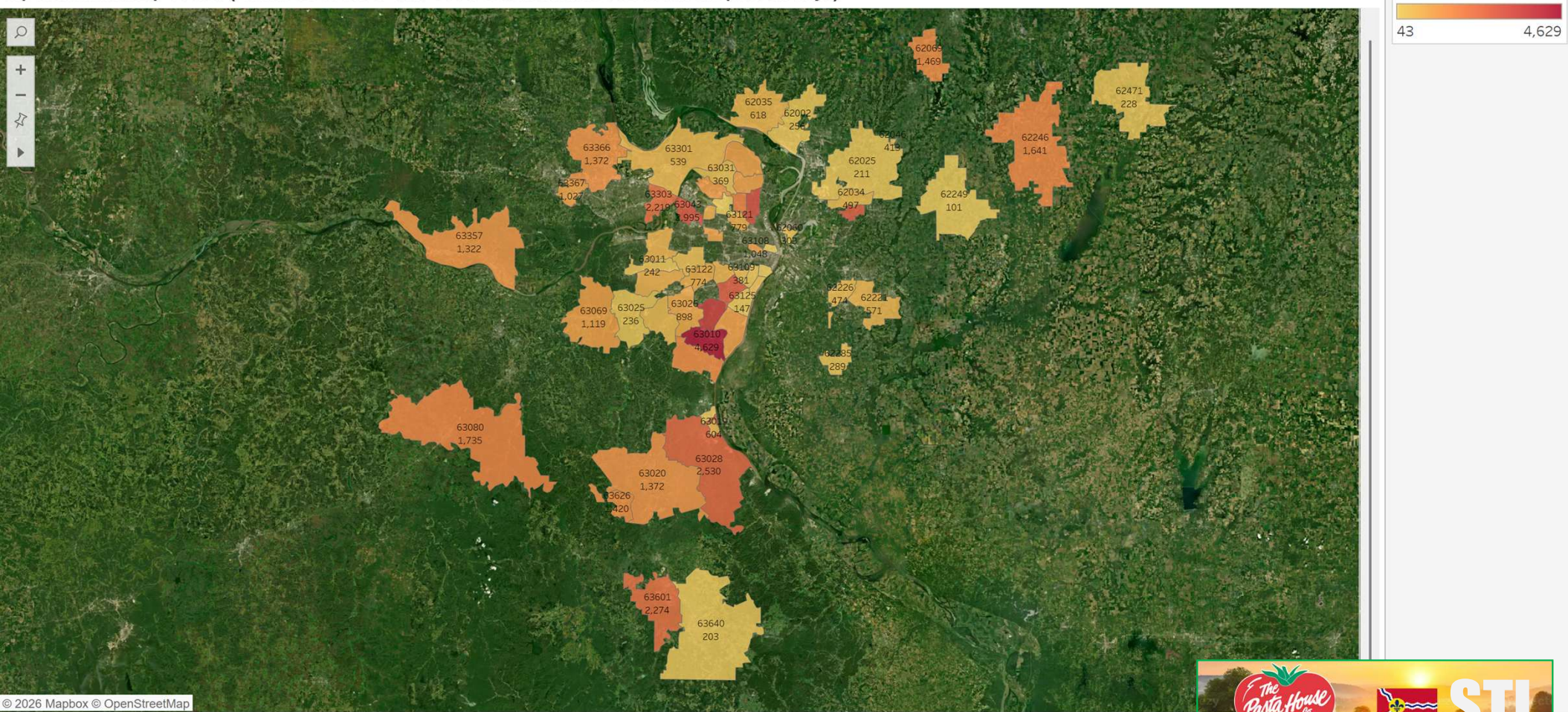


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Sit-down restaurants used past 30 days: Bandana's Bar-B-Q

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



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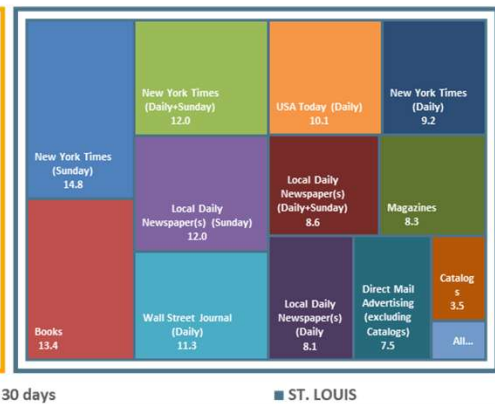
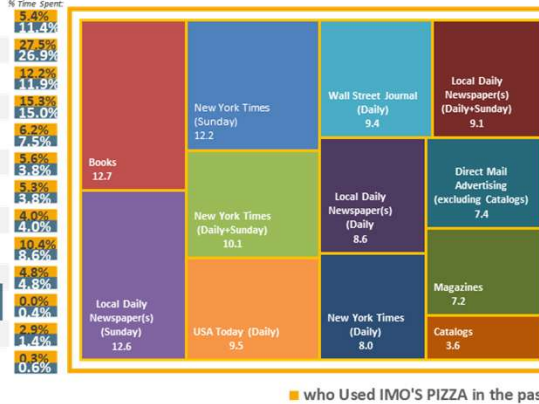
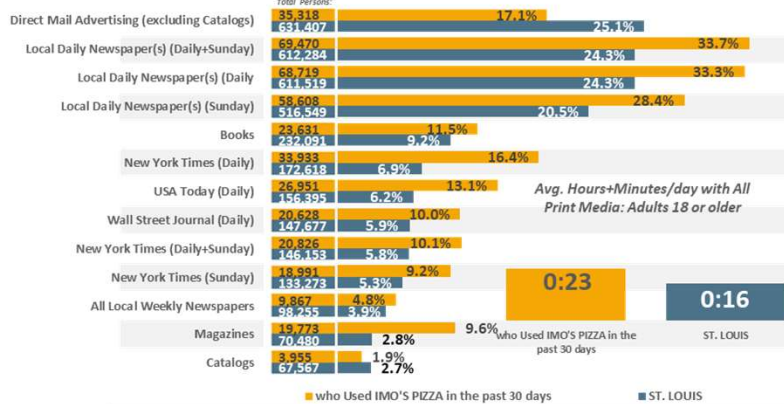
soefa.ai Share of Everything for Anything

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

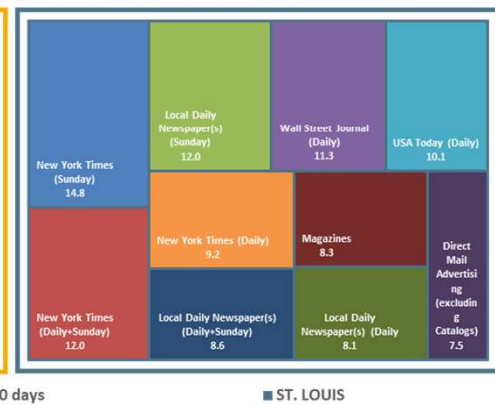
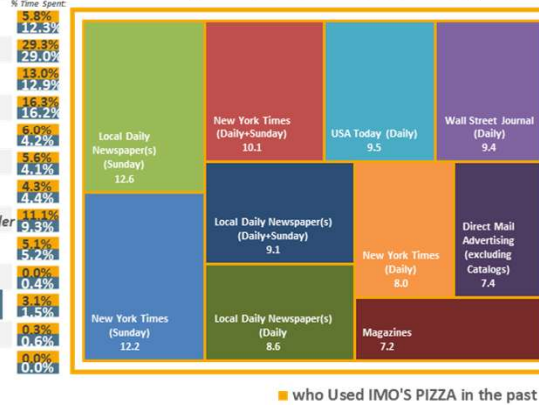
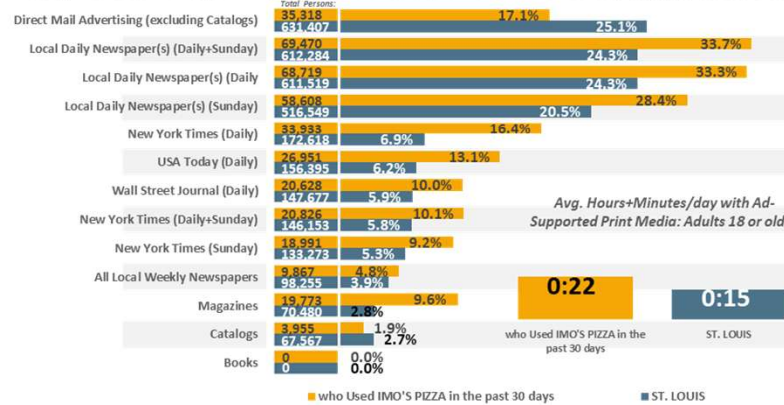


69,470 or 33.7% of Adults 18 or older who Used IMO'S PIZZA in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 29.3% of all time spent daily with All forms of Print Media.

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



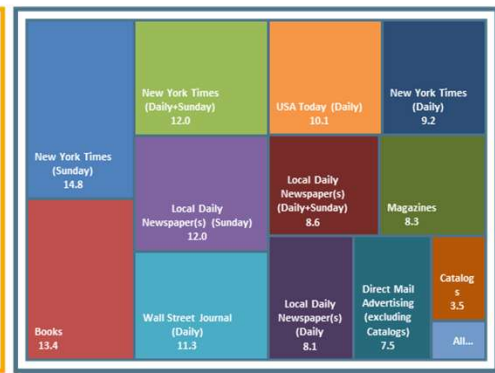
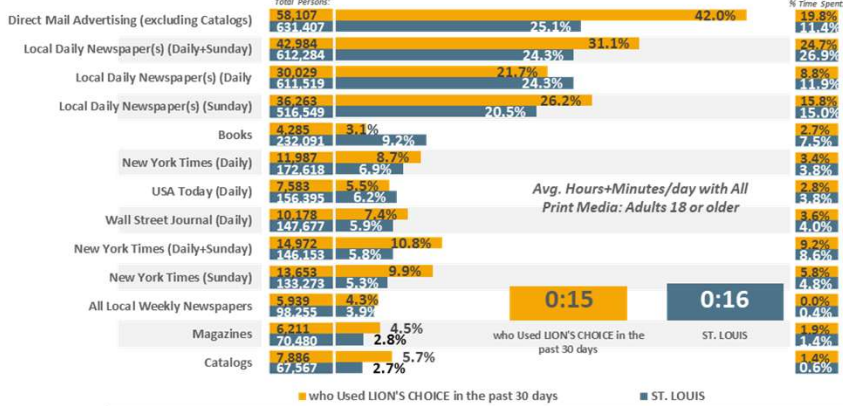
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



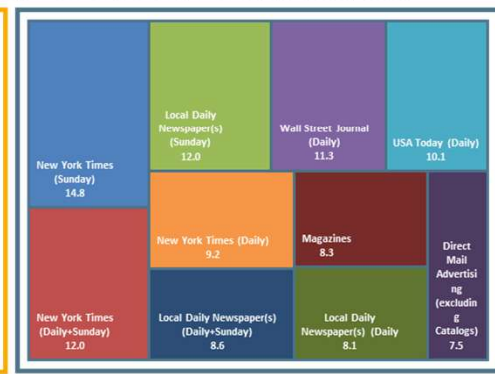
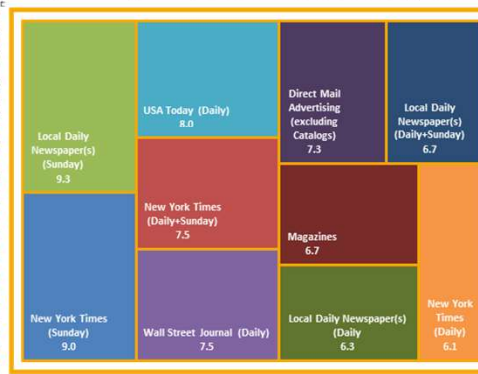
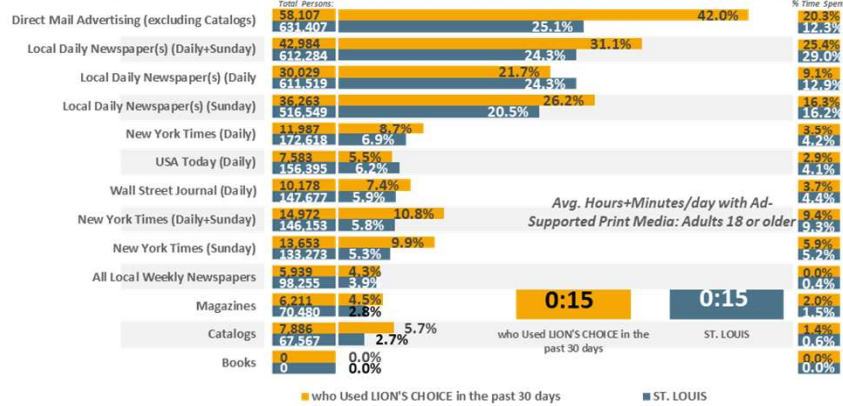


42,984 or 31.1% of Adults 18 or older who Used LION'S CHOICE in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.7 minutes every day representing 25.4% of all time spent daily with All forms of Print Media.

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



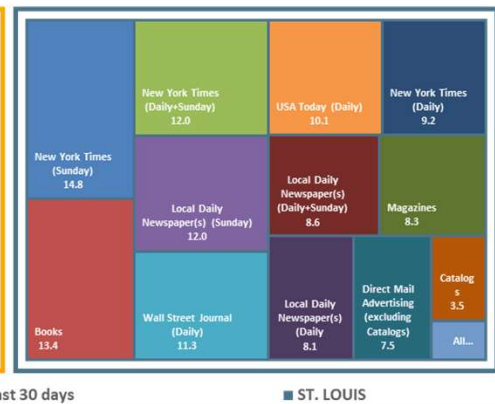
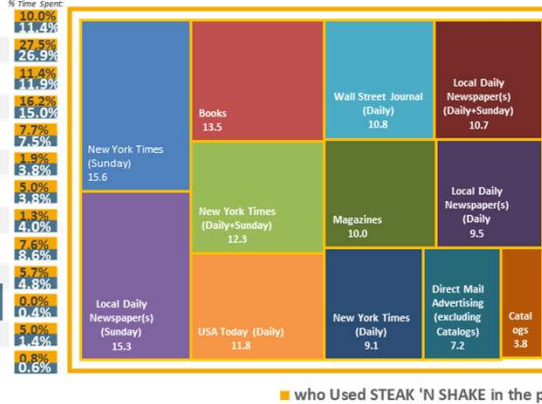
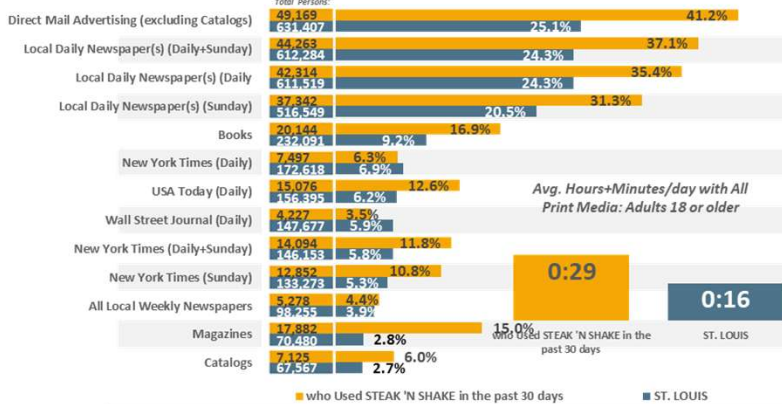
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



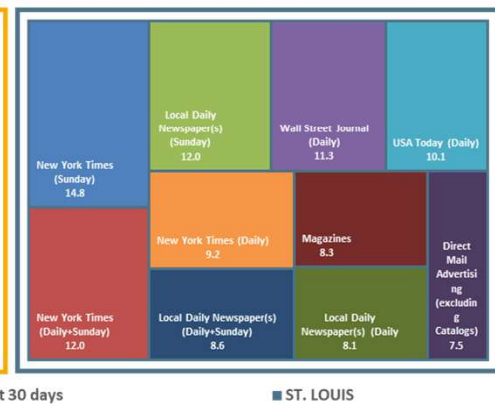
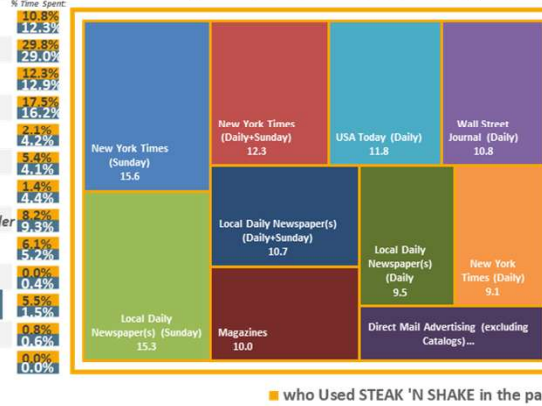
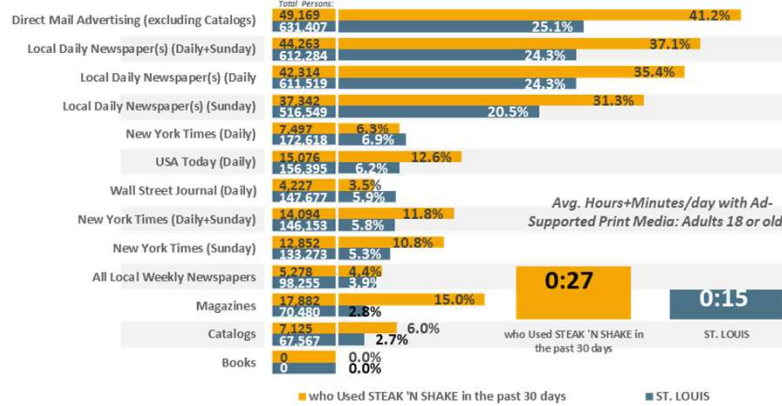


44,263 or 37.1% of Adults 18 or older who Used STEAK 'N SHAKE in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.7 minutes every day representing 29.8% of all time spent daily with All forms of Print Media.

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



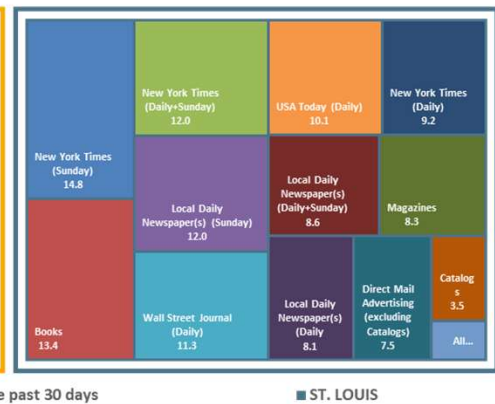
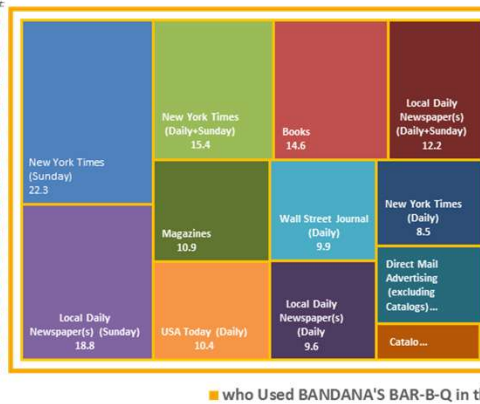
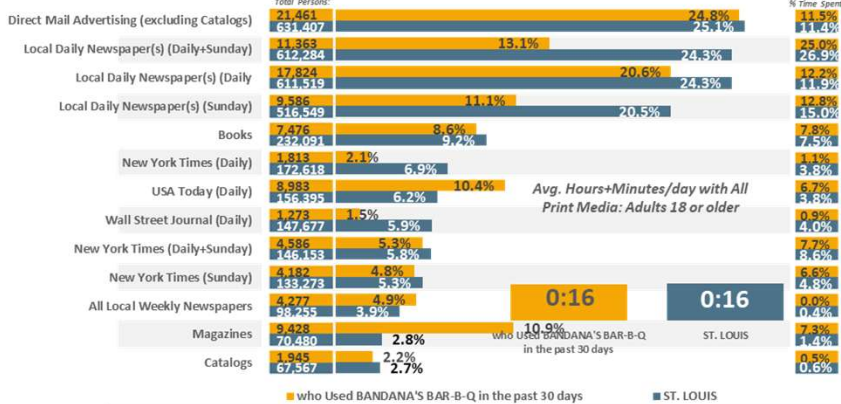
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



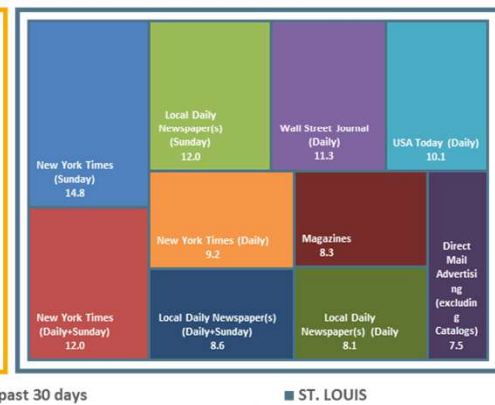
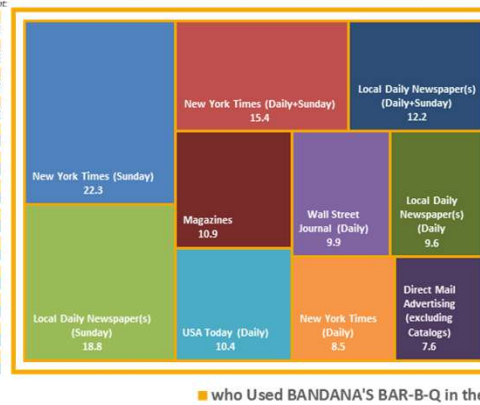
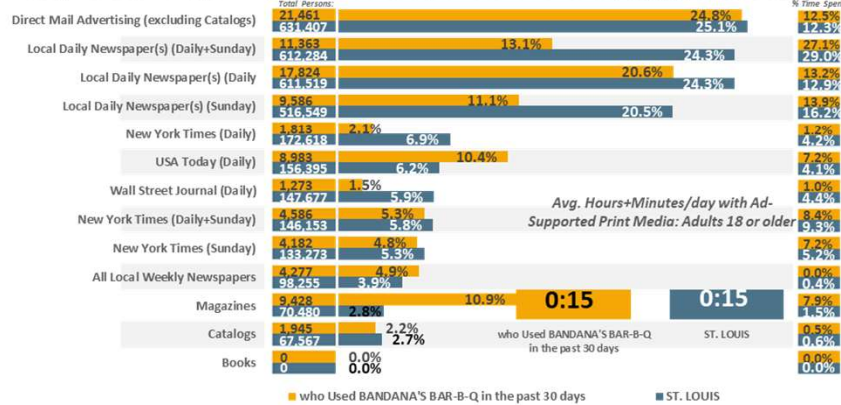


11,363 or 13.1% of Adults 18 or older who Used BANDANA'S BAR-B-Q in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.2 minutes every day representing 27.1% of all time spent daily with All forms of Print Media.

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



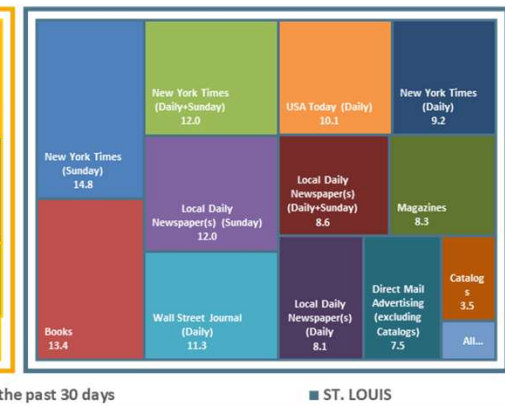
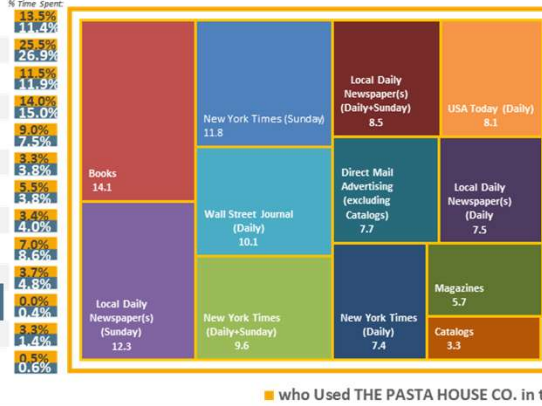
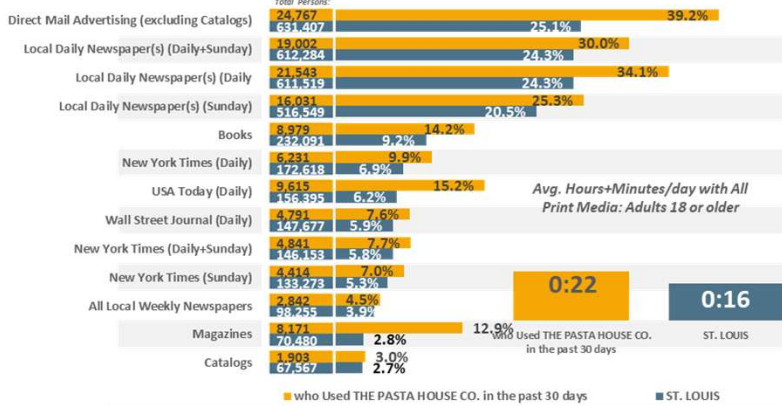
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



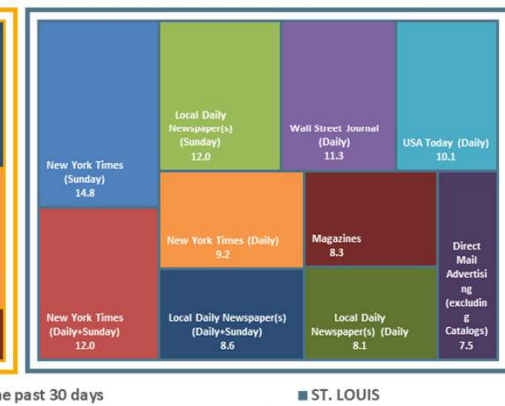
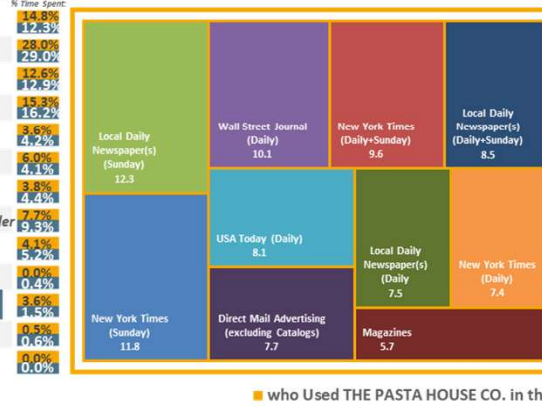
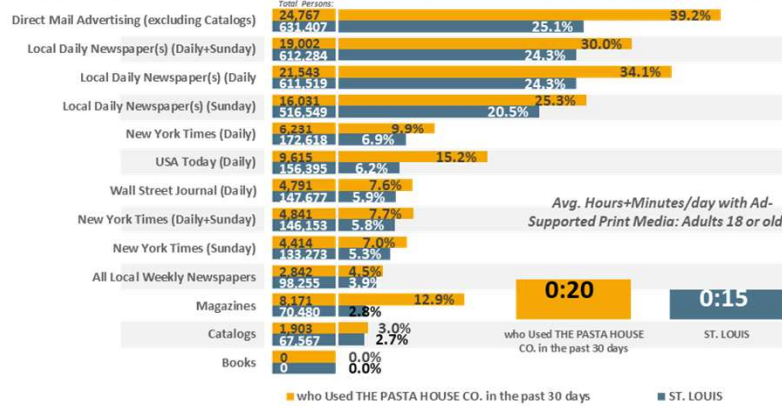


19,002 or 30.% of Adults 18 or older who Used THE PASTA HOUSE CO. in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.5 minutes every day representing 28.% of all time spent daily with All forms of Print Media.

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



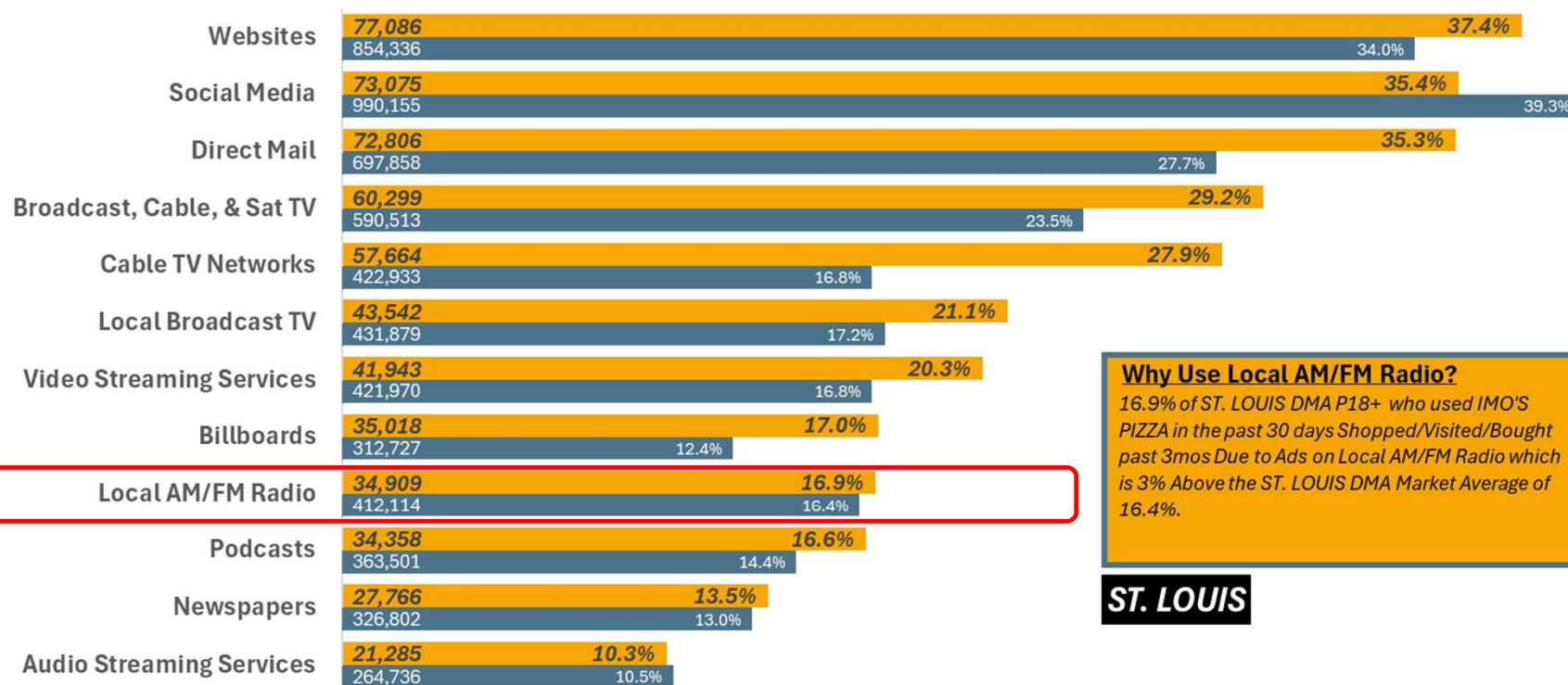
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"Advertising Actions"

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



Why Use Local AM/FM Radio?

16.9% of ST. LOUIS DMA P18+ who used IMO'S PIZZA in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 3% Above the ST. LOUIS DMA Market Average of 16.4%.

ST. LOUIS

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

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

ST. LOUIS DMA ScarboroughR1 2026:Feb25-Feb26 QualIntab: 181
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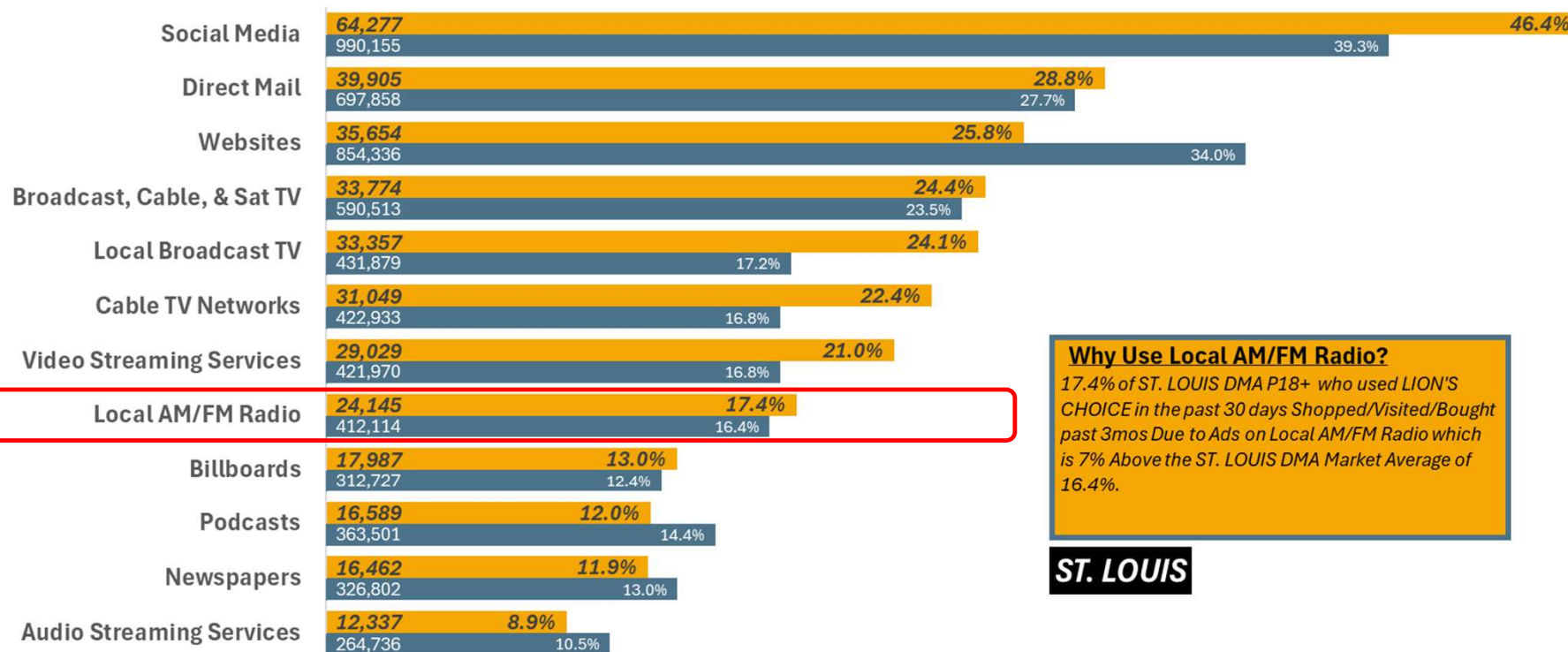
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Quick service restaurants used past 30 days: Imo's Pizza



"Advertising Actions"

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



Why Use Local AM/FM Radio?

17.4% of ST. LOUIS DMA P18+ who used LION'S CHOICE in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 7% Above the ST. LOUIS DMA Market Average of 16.4%.

ST. LOUIS

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

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

ST. LOUIS DMA ScarboroughR1 2026:Feb25-Feb26 Qual Intab: 121
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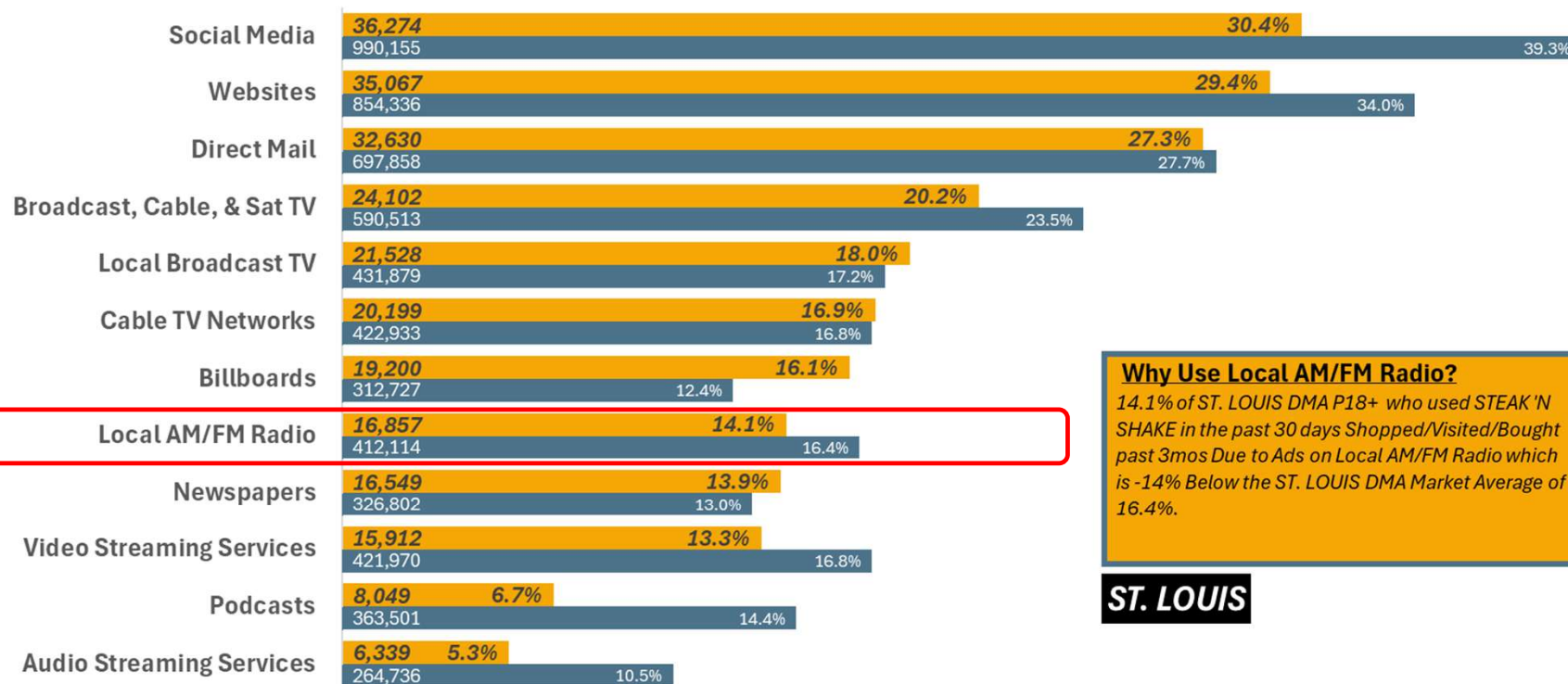
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Quick service restaurants used past 30 days: Lion's Choice



"Advertising Actions"

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



Why Use Local AM/FM Radio?

14.1% of ST. LOUIS DMA P18+ who used STEAK 'N SHAKE in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -14% Below the ST. LOUIS DMA Market Average of 16.4%.

ST. LOUIS

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

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

ST. LOUIS DMA ScarboroughR1 2026:Feb25-Feb26 Qual Intab: 94
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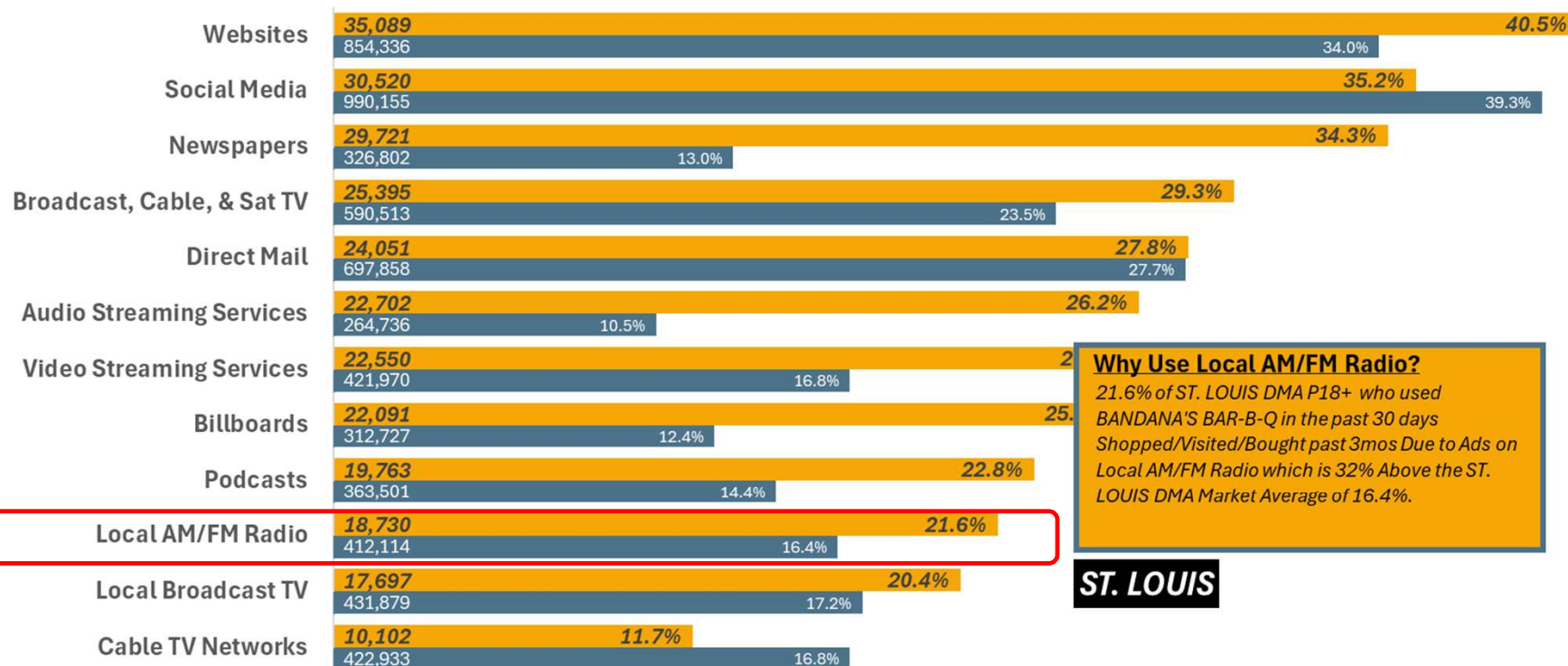
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Sit-down restaurants used past 30 days: Steak 'n Shake



"Advertising Actions"

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



Why Use Local AM/FM Radio?

21.6% of ST. LOUIS DMA P18+ who used BANDANA'S BAR-B-Q in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 32% Above the ST. LOUIS DMA Market Average of 16.4%.

ST. LOUIS

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

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

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 68
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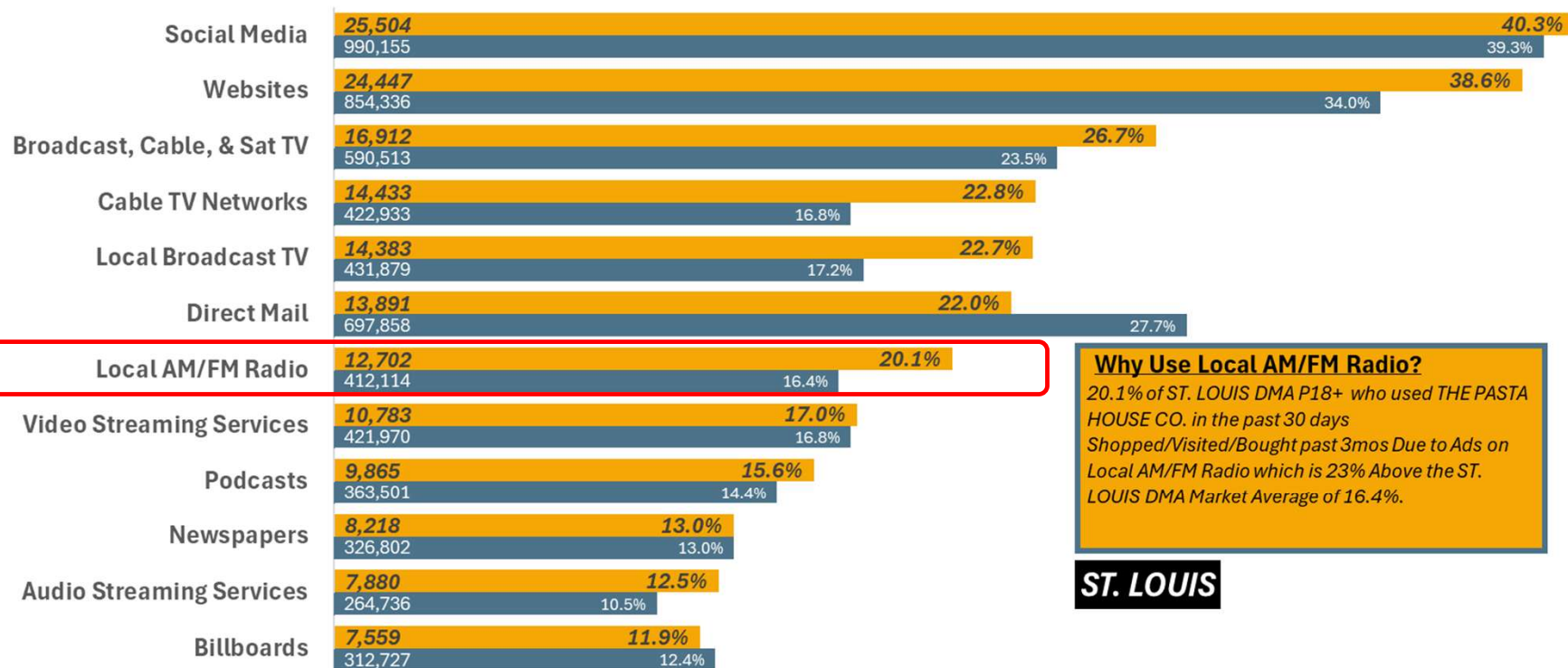
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Sit-down restaurants used past 30 days: Bandana's Bar-B-Q



"Advertising Actions"

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



Why Use Local AM/FM Radio?

20.1% of ST. LOUIS DMA P18+ who used THE PASTA HOUSE CO. in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 23% Above the ST. LOUIS DMA Market Average of 16.4%.

ST. LOUIS

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

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

ST. LOUIS DMA ScarboroughR1 2026:Feb25-Feb26 Qual Intab: 76
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Sit-down restaurants used past 30 days: The Pasta House Co.