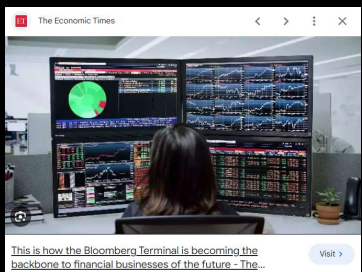


# USA+4 More DMAs – P18+ who Shopped at Any SIMON MALL in the past 30 days!

## Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA P18+ who Shopped at Any SIMON MALL in the past 30 days as of January 31, 2026.



# P18+

Vanguard® BlackRock®

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

Malls shopped/visited past 30 days: Any Simon Mall





16.2% or 42,347,216 of USA DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Typical Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are 45.6 years old (6.5% younger than average) and have a \$120,296 (5.6% higher than average) annual household income.



Percent of Market: Adults 18 or older

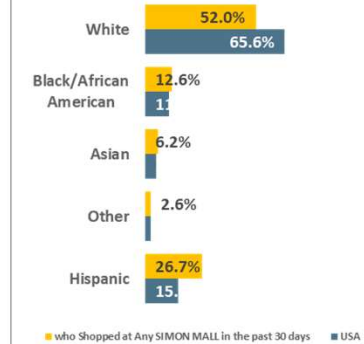


Gender of Target vs. Market: Adults 18 or older

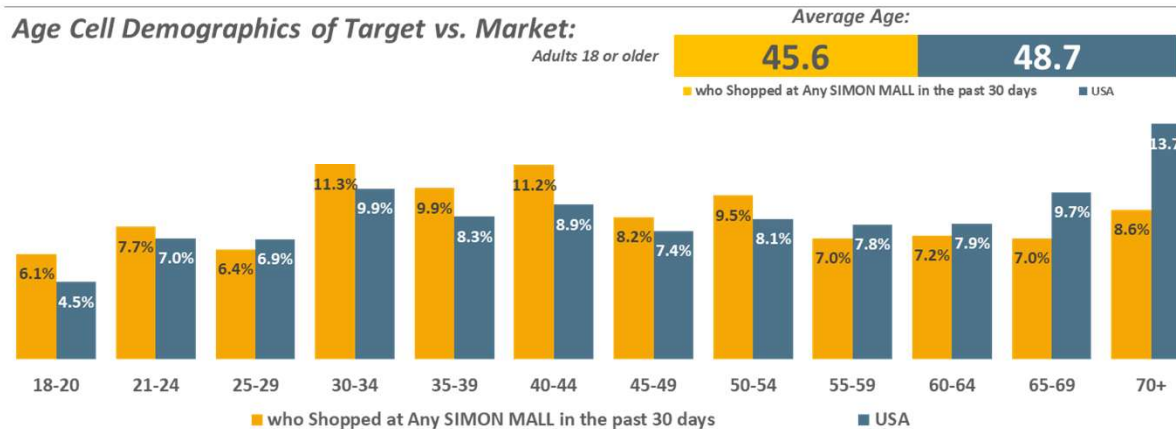
Ethnicity of Target vs. Market:



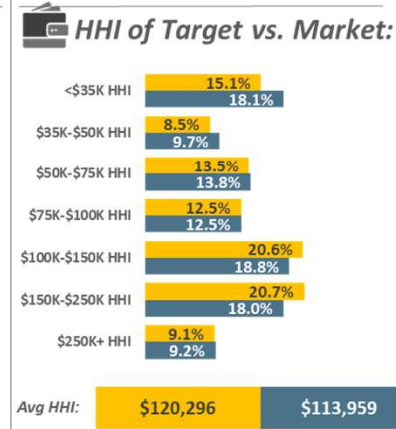
%M vs. %F:	48.5%	49.2%	51.5%	50.8%
Average Age:	45.6	48.5	45.6	49.0
# Persons:	20,537,073	129,069,272	21,810,143	133,105,228
	Men	Men	Women	Women



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:







11.8% or 457,871 of MSP DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Typical Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are 46.9 years old (3.9% younger than average) and have a \$139,439 (26.4% higher than average) annual household income.

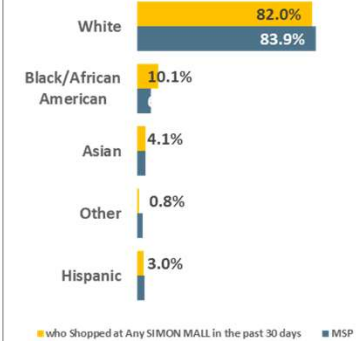
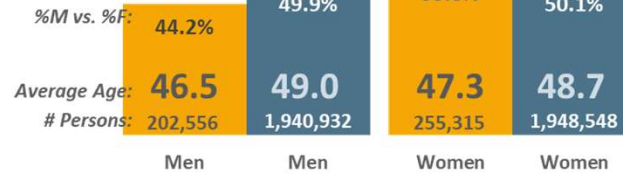


### Percent of Market: Adults 18 or older

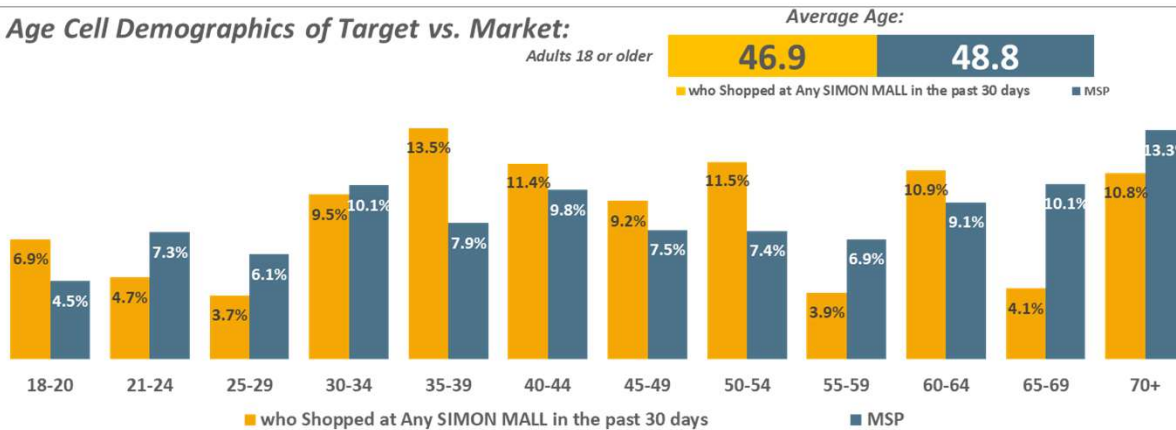


### Gender of Target vs. Market: Adults 18 or older

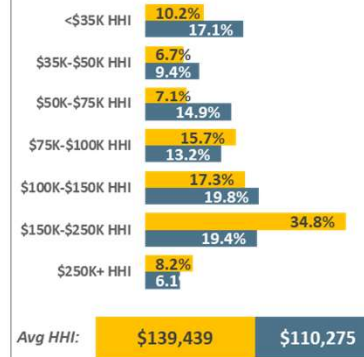
### Ethnicity of Target vs. Market:



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



### HHI of Target vs. Market:





5.7% or 142,859 of STL DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Typical Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are 45.8 years old (7.1% younger than average) and have a \$129,518 (29.% higher than average) annual household income.



Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

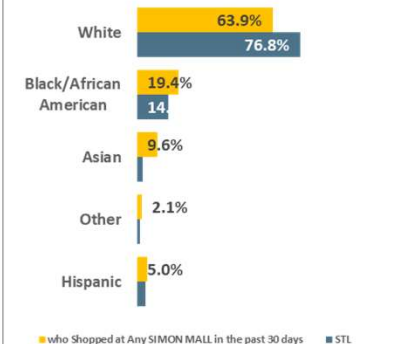
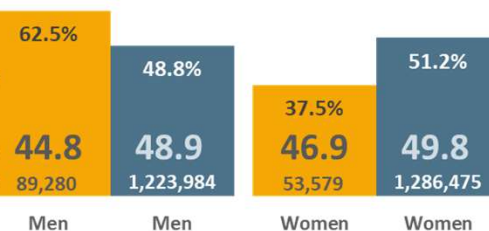
Ethnicity of Target vs. Market:



%M vs. %F:

Average Age:

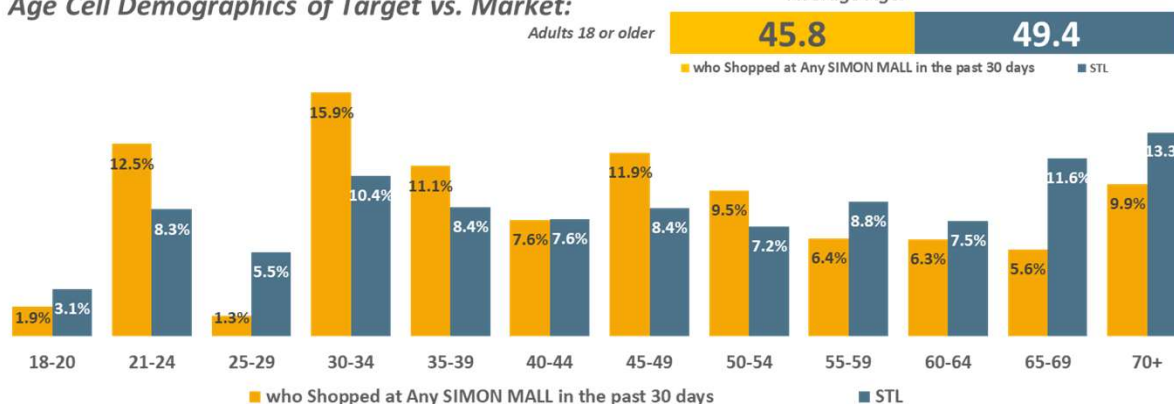
# Persons:



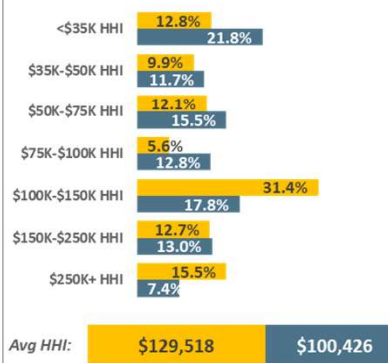
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older



HHI of Target vs. Market:





5.6% or 107,857 of CIN DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Typical Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are 50.2 years old (3.1% older than average) and have a \$121,185 (20.7% higher than average) annual household income.



## Percent of Market: Adults 18 or older

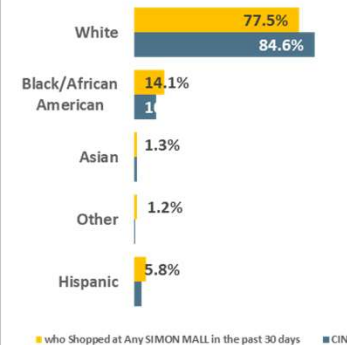


## Gender of Target vs. Market: Adults 18 or older

## Ethnicity of Target vs. Market:

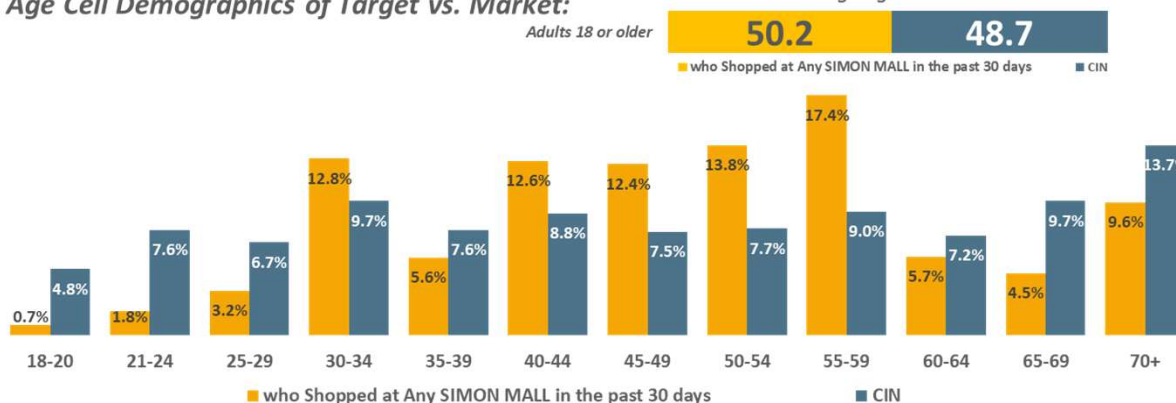


%M vs. %F:	46.2%	49.0%	53.8%	51.0%
Average Age:	51.1	48.5	49.2	48.8
# Persons:	49,881	947,183	57,976	986,301
	Men	Men	Women	Women

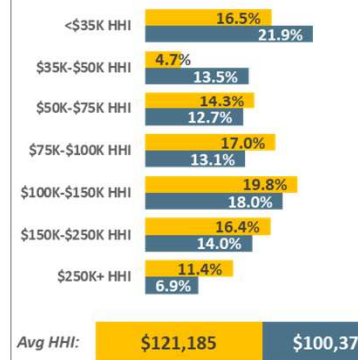


## Age Cell Demographics of Target vs. Market:

### Average Age:



## HHI of Target vs. Market:





22.8% or 443,351 of WPB DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Typical Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are 52.4 years old (1.6% younger than average) and have a \$120,868 (14.7% higher than average) annual household income.

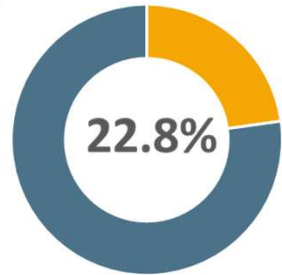


### Percent of Market: Adults 18 or older



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

### Ethnicity of Target vs. Market:

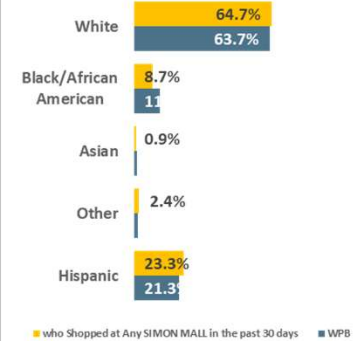
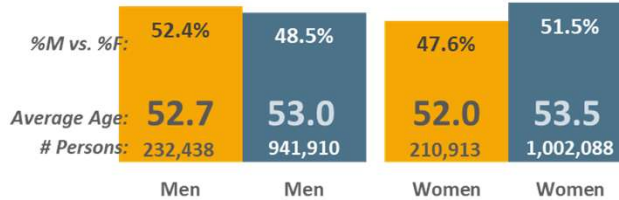


■ who Shopped at Any SIMON MALL in the past 30 days  
■ Remainder of WPB DMA

Total Persons:

443,351

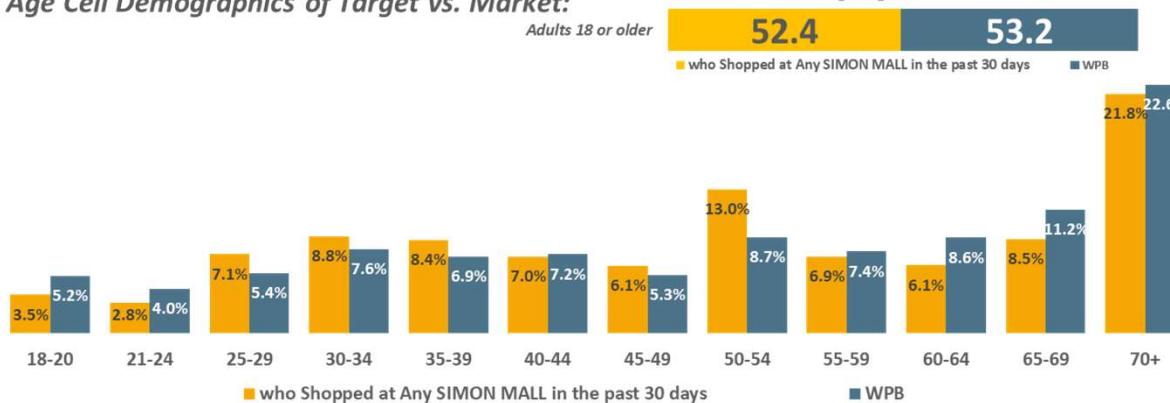
1,500,647



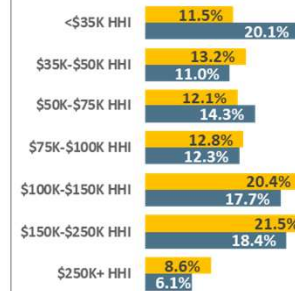
### Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older



### HHI of Target vs. Market:



Avg HHI:

\$120,868

\$105,392

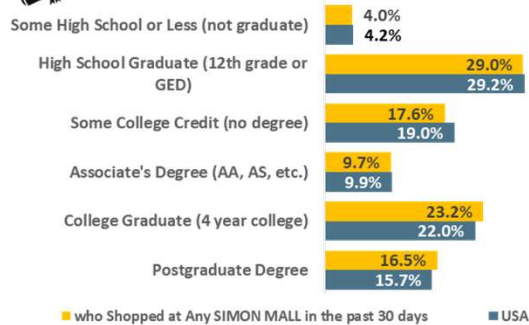




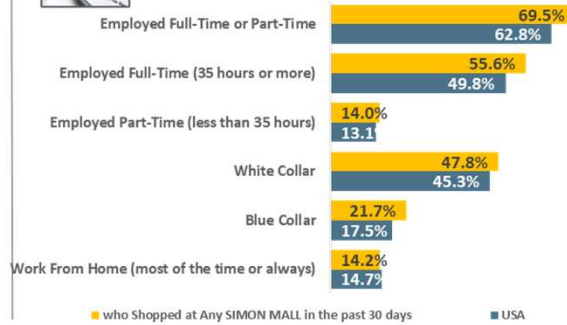
16.2% or 42,347,216 of USA DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are 5.3% more likely to be a college graduate, 11.7% more likely to work full-time, 2.4% more likely to be married, 27.4% more likely to be a parent of 1 or more children under 18.



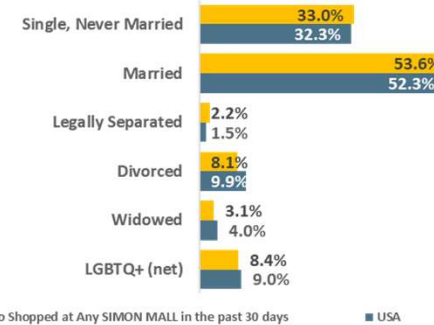
### Education Levels: Adults 18 or older



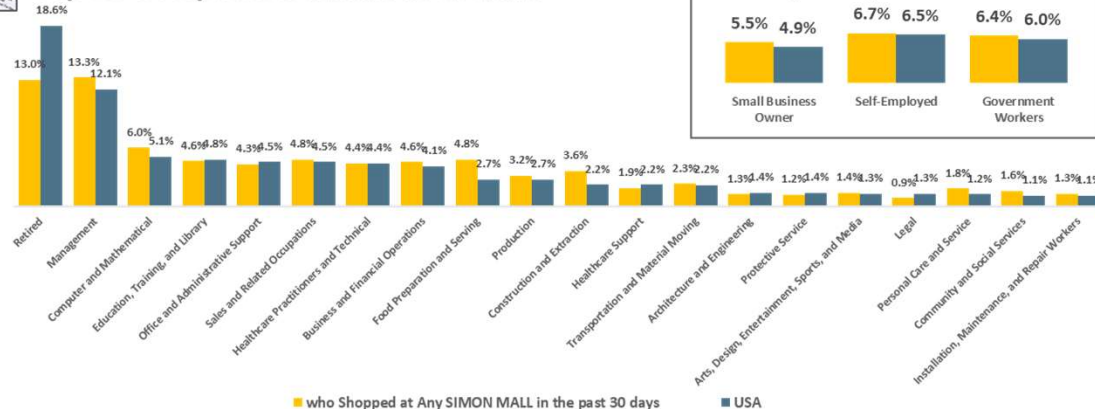
### Employment: Adults 18 or older



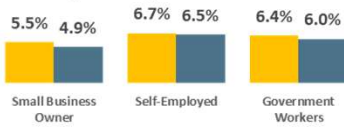
### Marital Status: Adults 18 or older



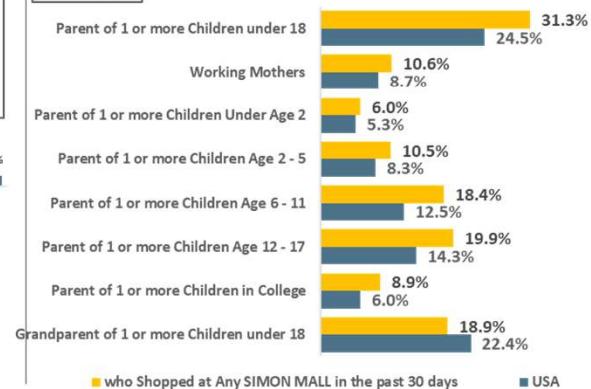
### Top-20 Occupations: Adults 18 or older



#### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 4,424  
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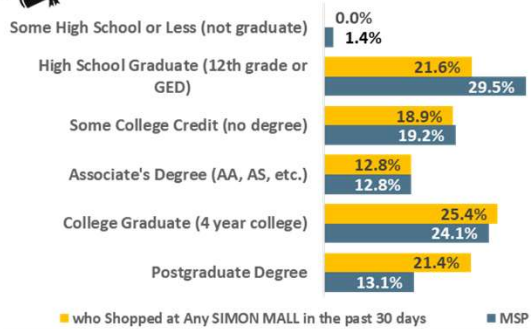
Malls shopped/visited past 30 days: Any Simon Mall



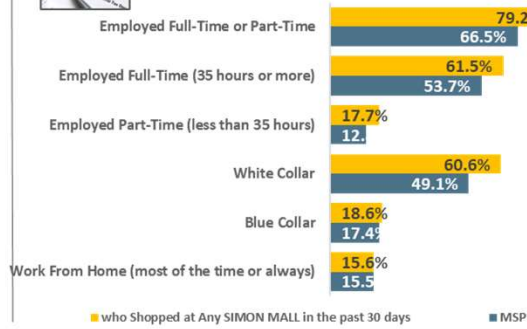
11.8% or 457,871 of MSP DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are 25.9% more likely to be a college graduate, 14.5% more likely to work full-time, 6.8% more likely to be married, 29.5% more likely to be a parent of 1 or more children under 18.



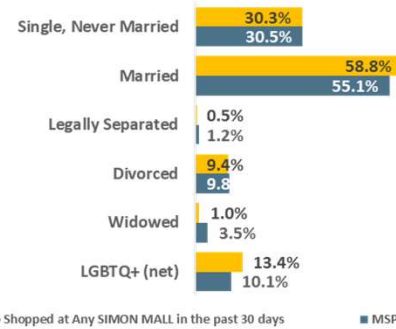
### Education Levels: Adults 18 or older



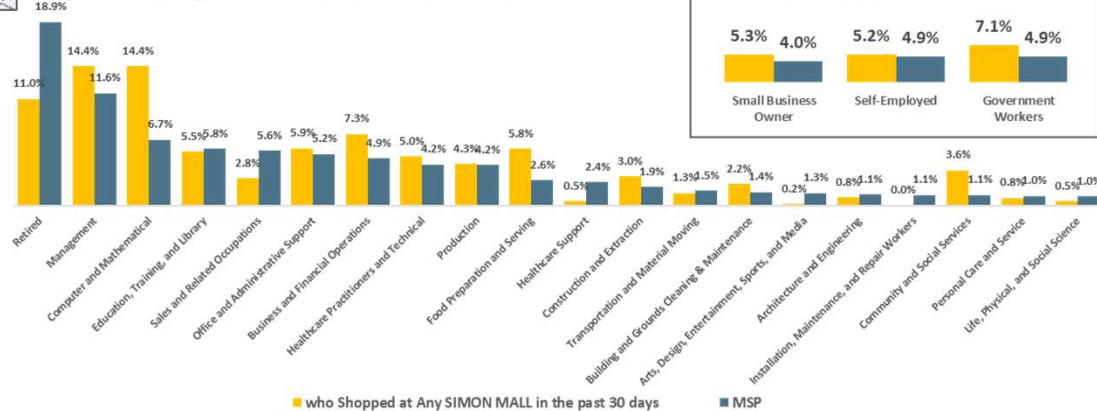
### Employment: Adults 18 or older



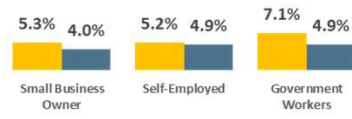
### Marital Status: Adults 18 or older



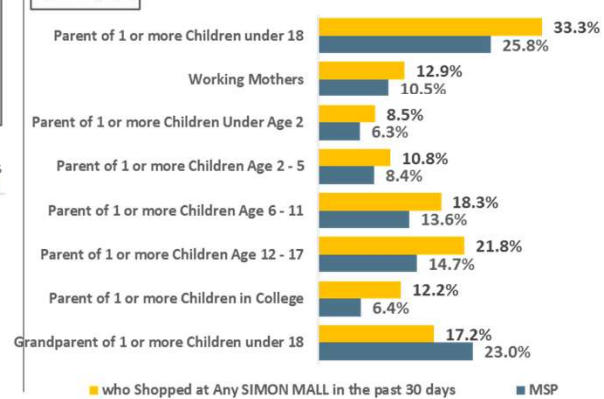
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older

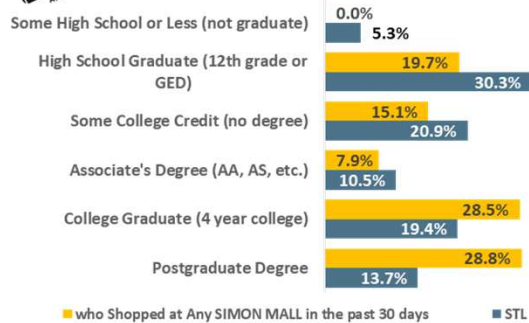




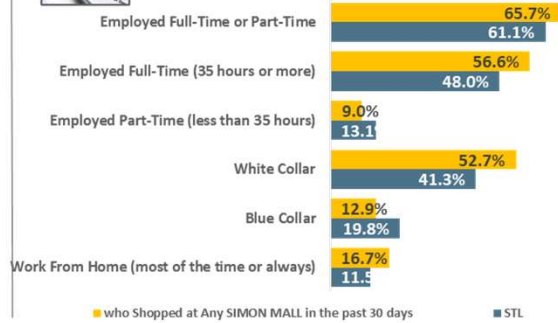
5.7% or 142,859 of STL DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are 73.2% more likely to be a college graduate, 18.% more likely to work full-time, 8.8% more likely to be married, 6.% more likely to be a parent of 1 or more children under 18.



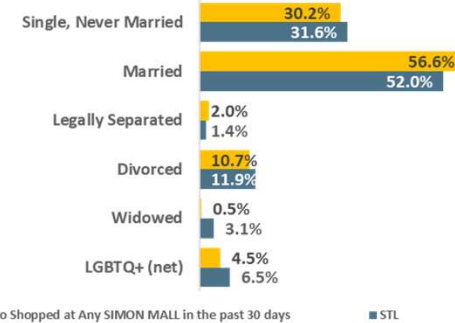
### Education Levels: Adults 18 or older



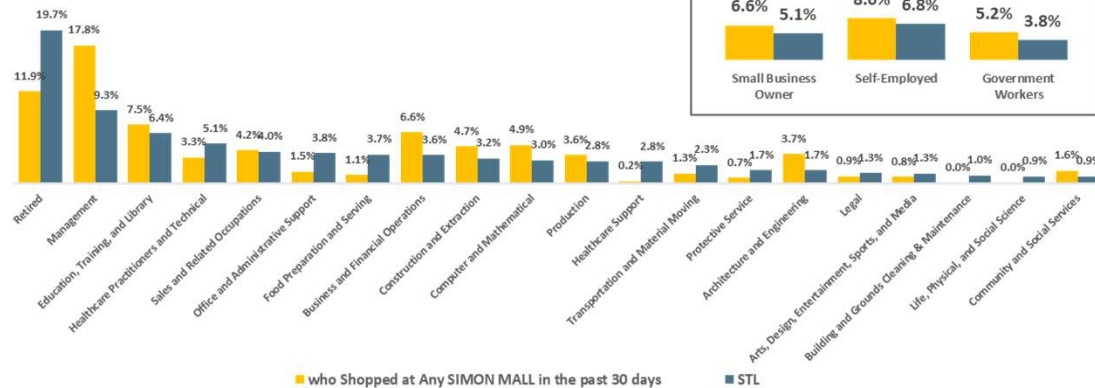
### Employment: Adults 18 or older



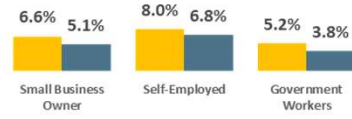
### Marital Status: Adults 18 or older



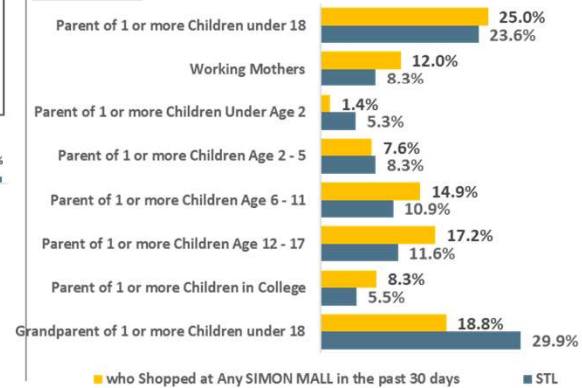
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older



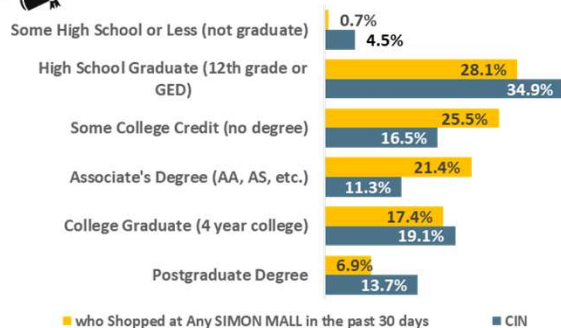




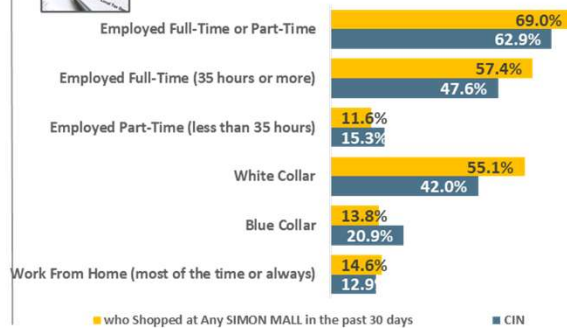
5.6% or 107,857 of CIN DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are 25.8% less likely to be a college graduate, 20.6% more likely to work full-time, 17.% more likely to be married, 38.% more likely to be a parent of 1 or more children under 18.



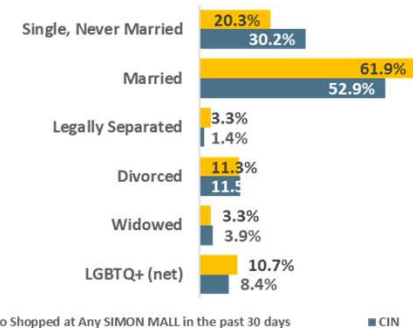
### Education Levels: Adults 18 or older



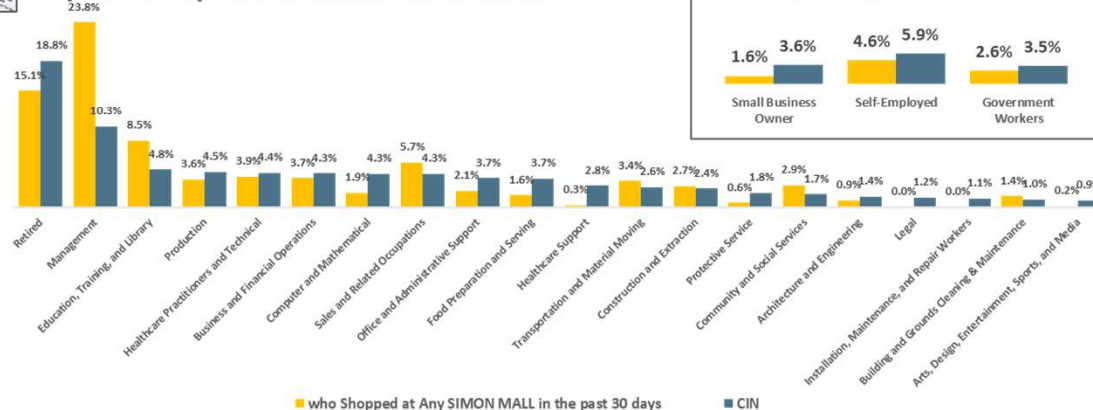
### Employment: Adults 18 or older



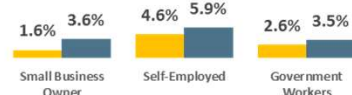
### Marital Status: Adults 18 or older



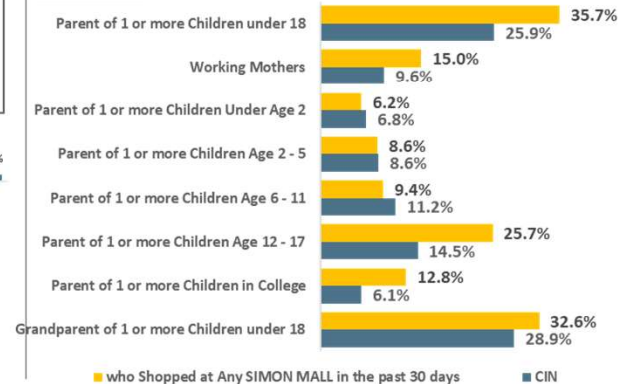
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older



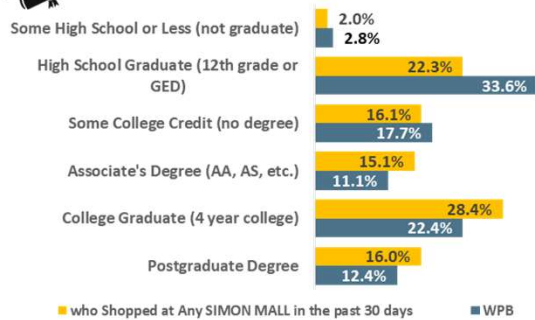




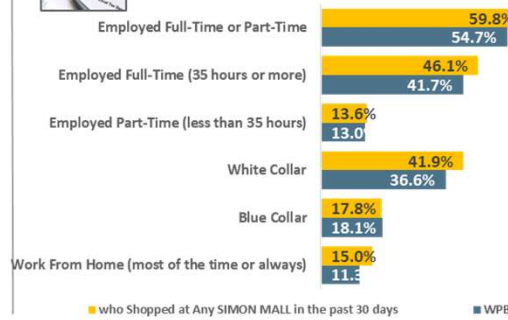
22.8% or 443,351 of WPB DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are 27.6% more likely to be a college graduate, 10.5% more likely to work full-time, 10.5% more likely to be married, 16.5% more likely to be a parent of 1 or more children under 18.



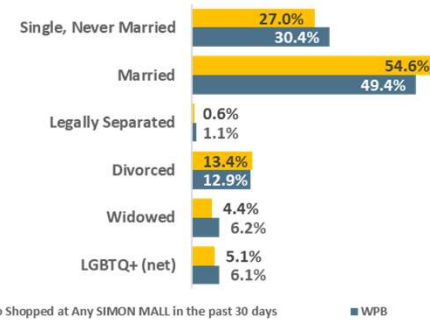
### Education Levels: Adults 18 or older



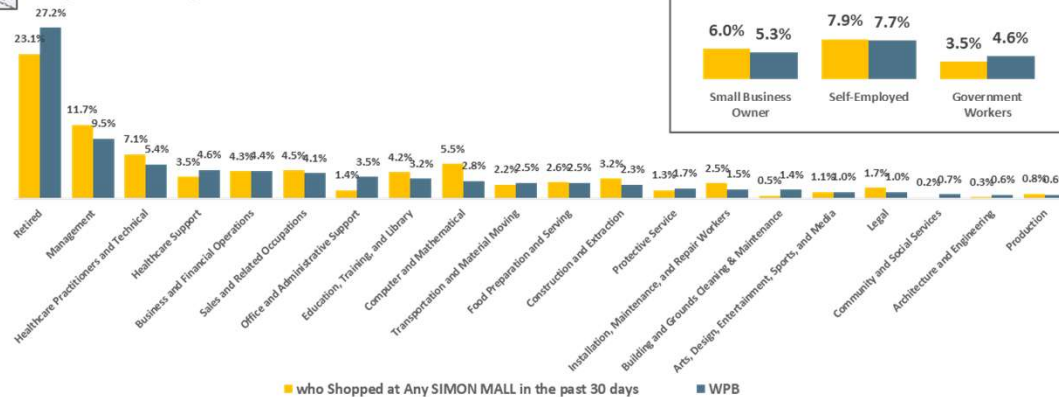
### Employment: Adults 18 or older



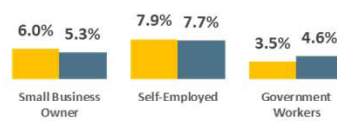
### Marital Status: Adults 18 or older



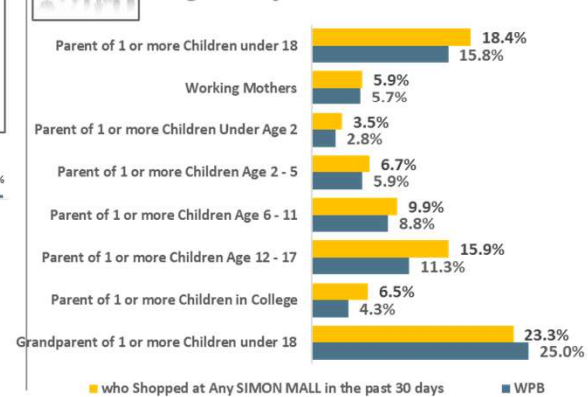
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers

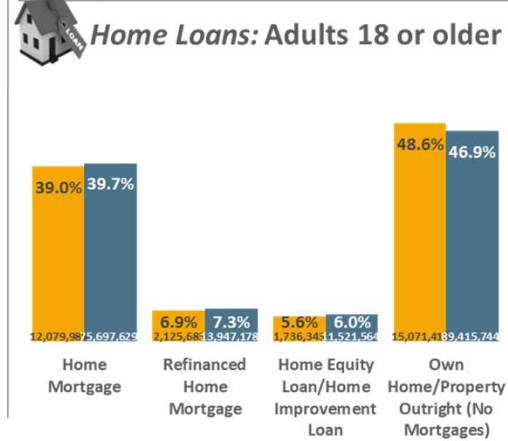
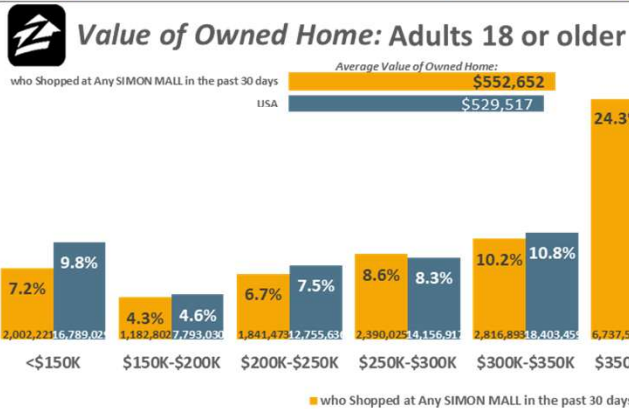
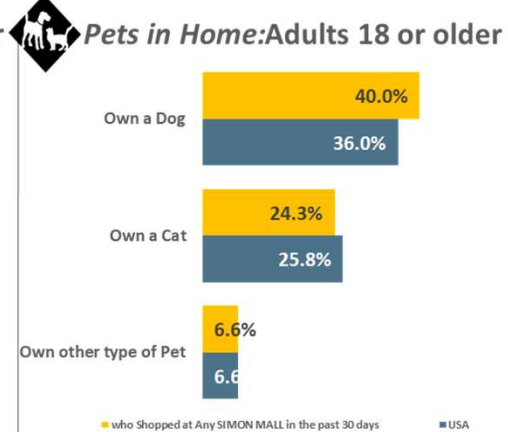
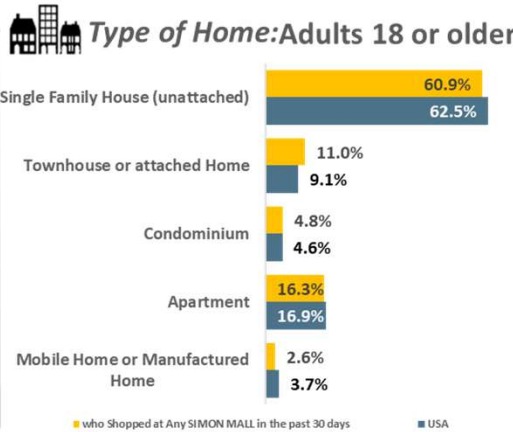
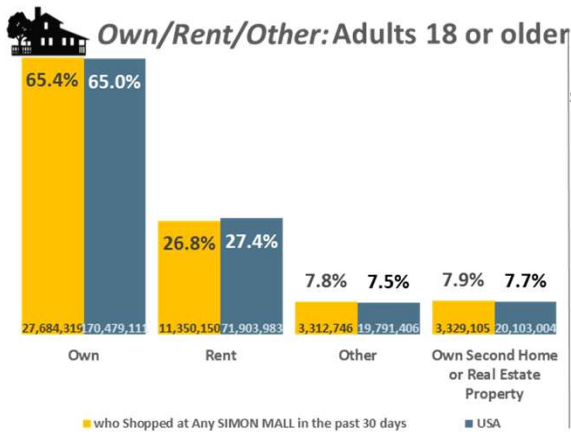


### Stage in Life: Adults 18 or older





16.2% or 42,347,216 of USA DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are .5% more likely to own their home, 4.4% more likely to own a higher valued home, 2.6% less likely to have a single-family home, 11.1% more likely to have a dog.



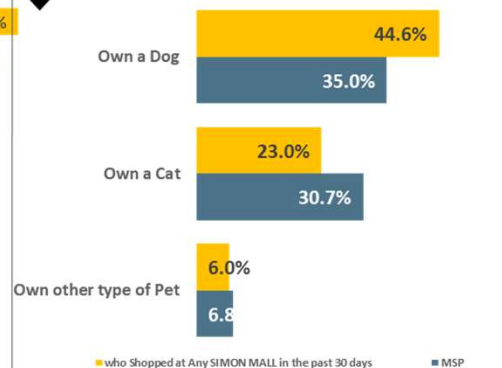
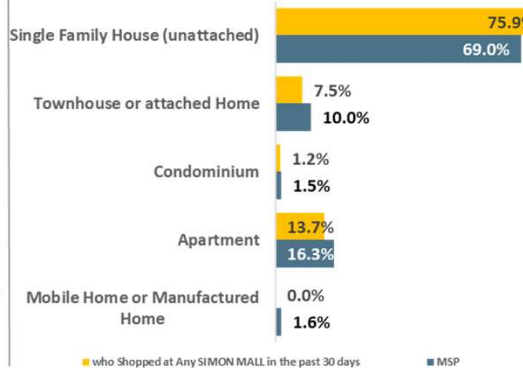
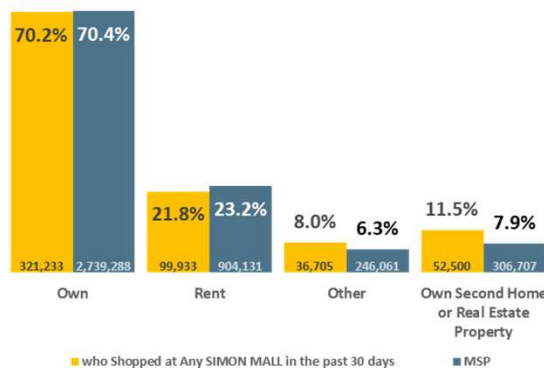


11.8% or 457,871 of MSP DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are .4% less likely to own their home, 29.2% more likely to own a higher valued home, 10.% more likely to have a single-family home, 27.5% more likely to have a dog.

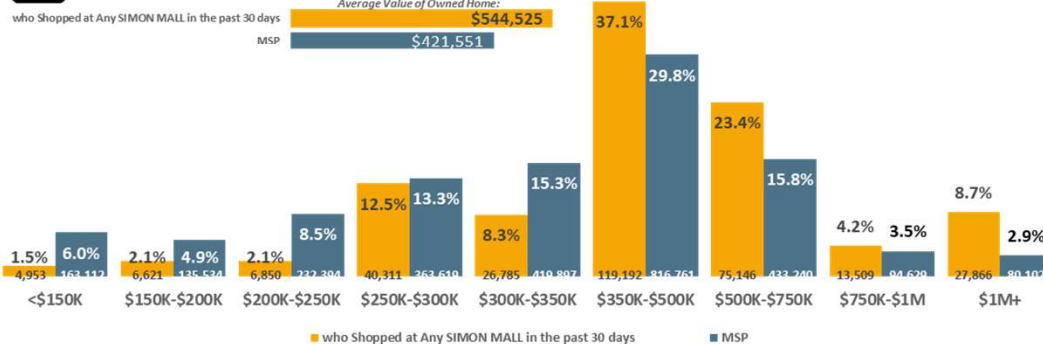
### Own/Rent/Other: Adults 18 or older

### Type of Home: Adults 18 or older

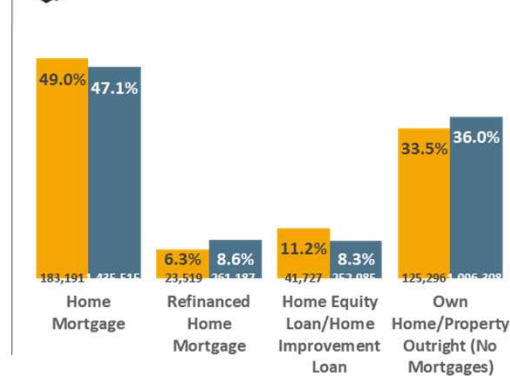
### Pets in Home: Adults 18 or older



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



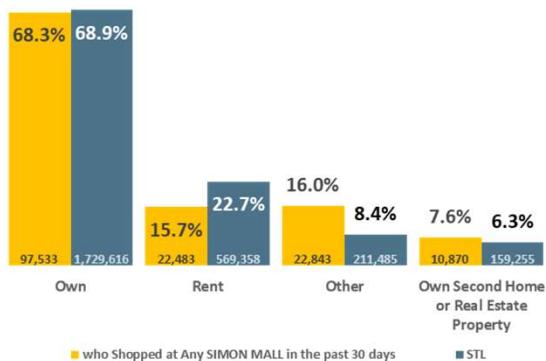
### Home Loans: Adults 18 or older



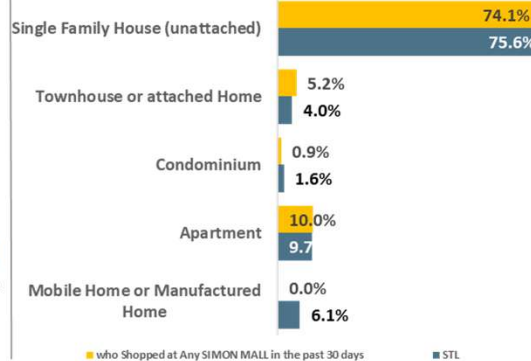


5.7% or 142,859 of STL DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are .9% less likely to own their home, 31.4% more likely to own a higher valued home, 1.9% less likely to have a single-family home, 9.1% less likely to have a dog.

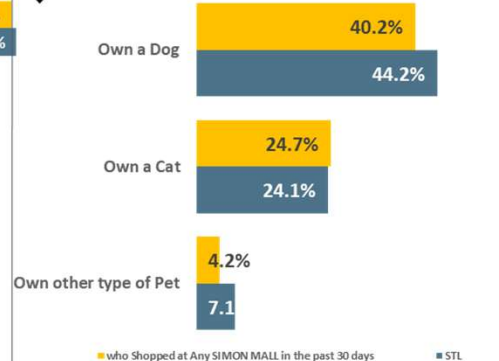
### Own/Rent/Other: Adults 18 or older



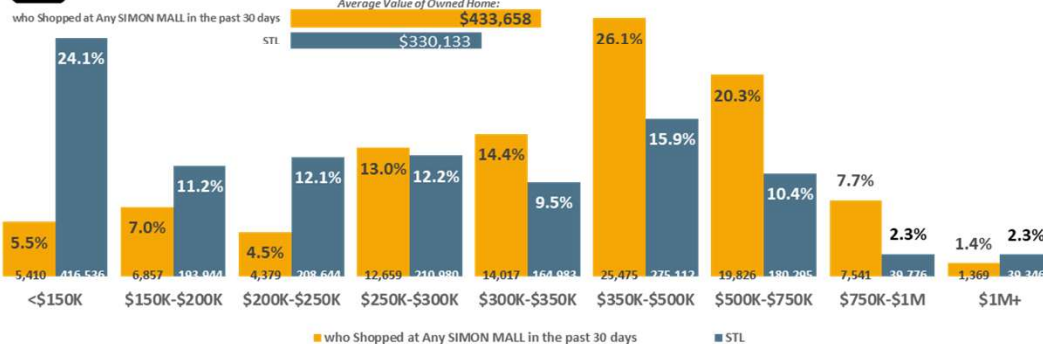
### Type of Home: Adults 18 or older



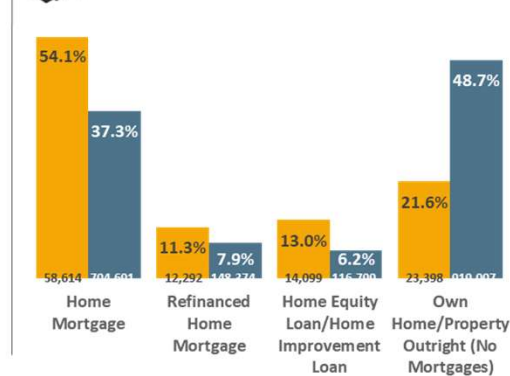
### Pets in Home: Adults 18 or older



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



### Home Loans: Adults 18 or older

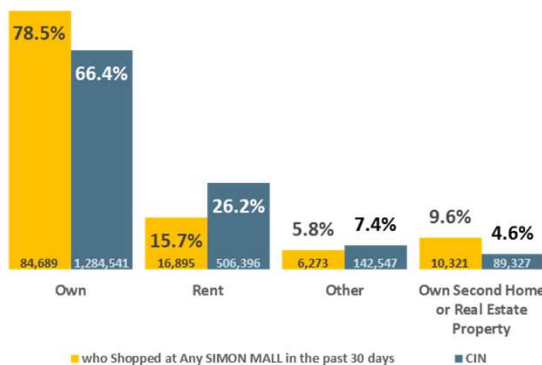




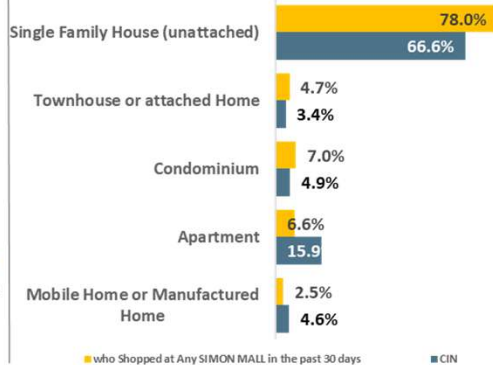


5.6% or 107,857 of CIN DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are 18.2% more likely to own their home, .8% more likely to own a lower valued home, 17.2% more likely to have a single-family home, 1.8% more likely to have a dog.

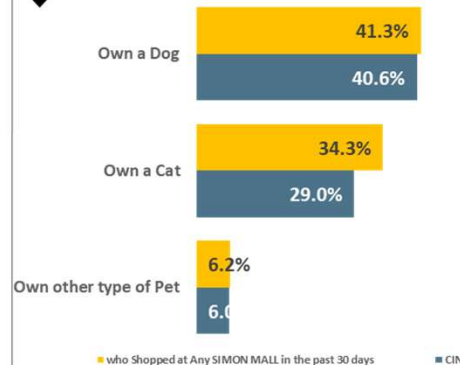
### Own/Rent/Other: Adults 18 or older



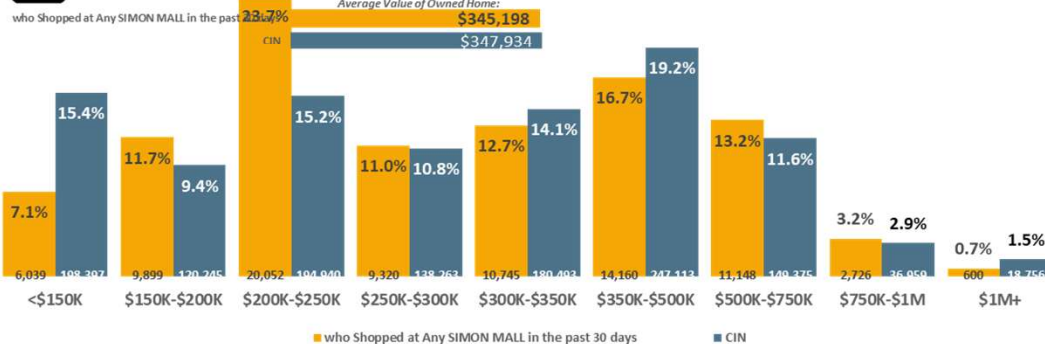
### Type of Home: Adults 18 or older



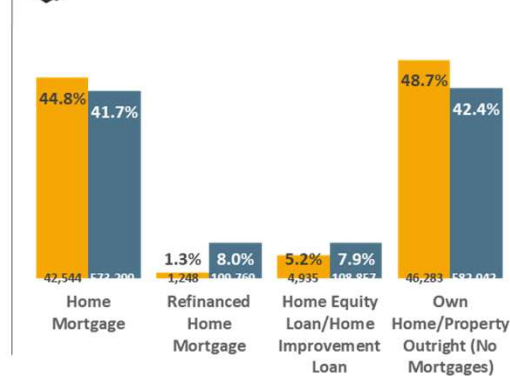
### Pets in Home: Adults 18 or older



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



### Home Loans: Adults 18 or older

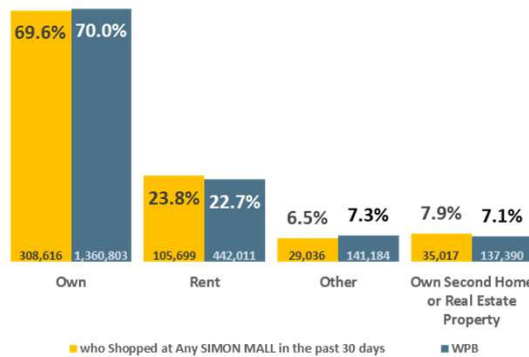




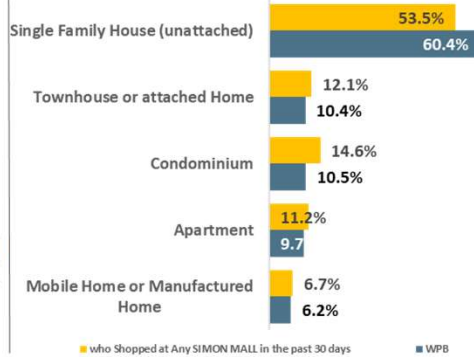
22.8% or 443,351 of WPB DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are .6% less likely to own their home, 17.8% more likely to own a higher valued home, 11.4% less likely to have a single-family home, .8% less likely to have a dog.



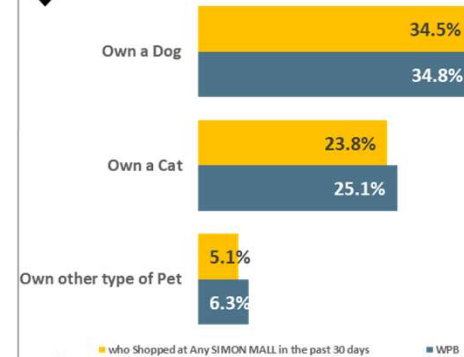
### Own/Rent/Other: Adults 18 or older



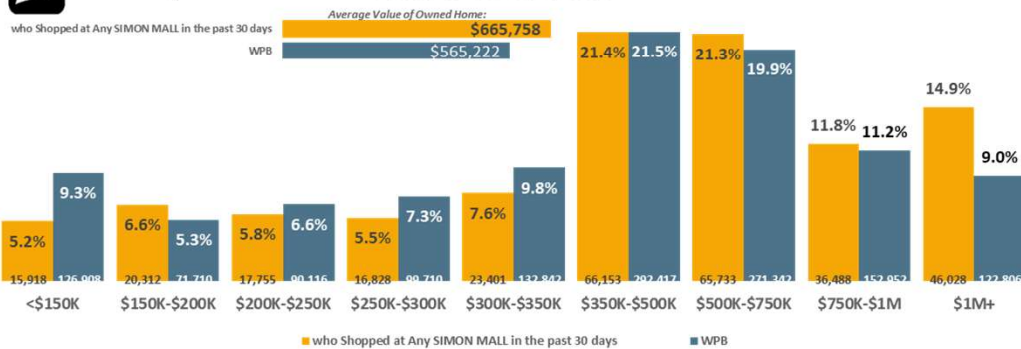
### Type of Home: Adults 18 or older



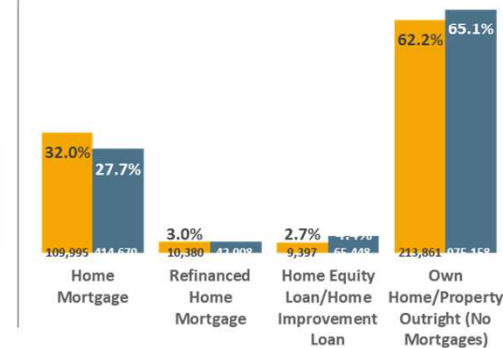
### Pets in Home: Adults 18 or older



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



### Home Loans: Adults 18 or older

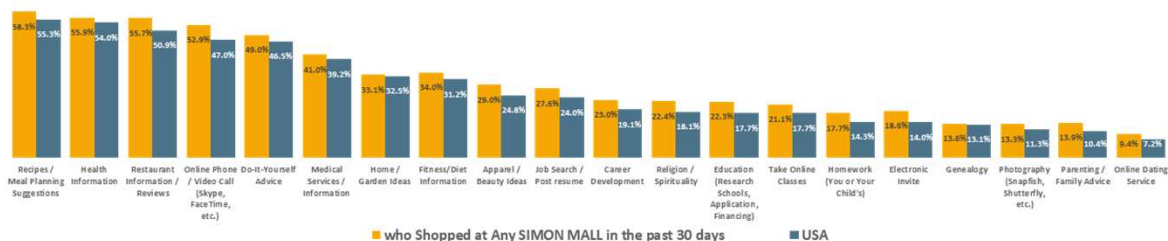




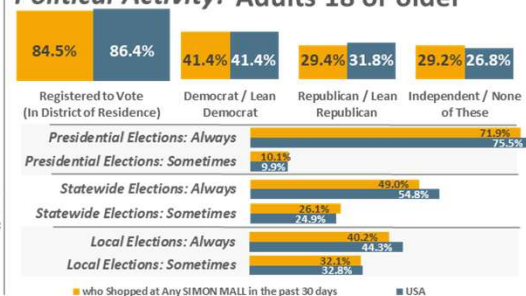
16.2% or 42,347,216 of USA DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are 5.4% more likely to look up D-I-Y advice online, 9.2% less likely to always vote in local elections, 25.3% more likely to belong to a gym, 18.3% more likely to fly domestic past yr.



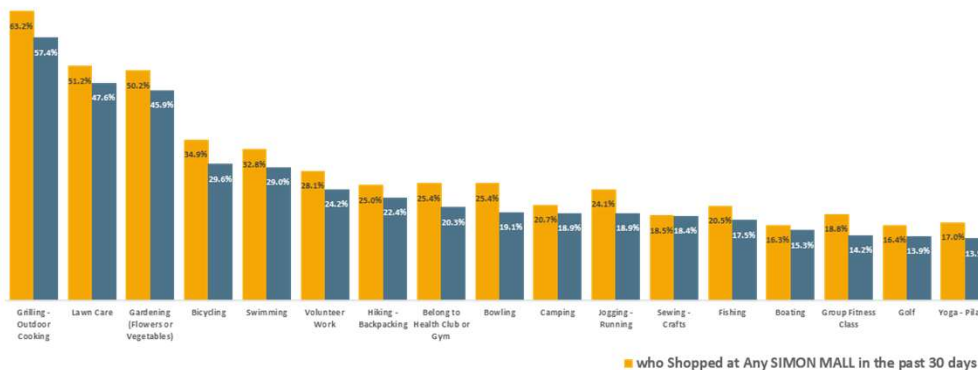
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



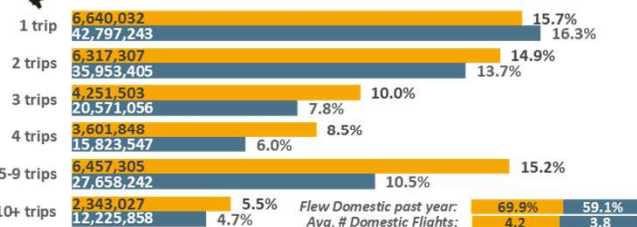
### Political Activity: Adults 18 or older



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



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

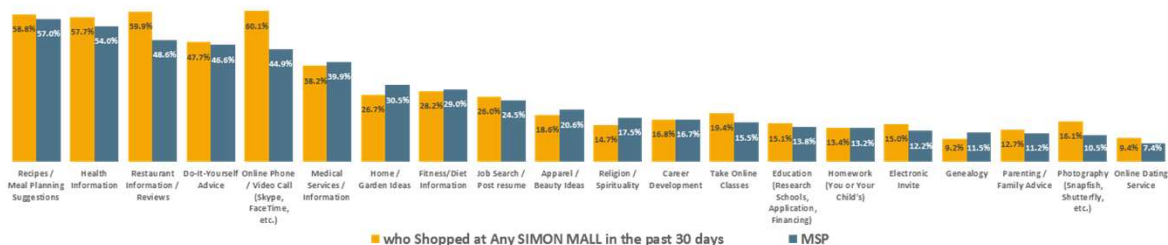




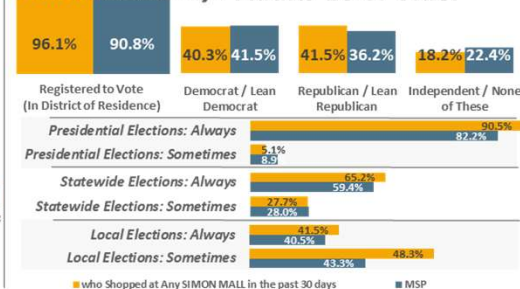
11.8% or 457,871 of MSP DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are 2.4% more likely to look up D-I-Y advice online, 2.5% more likely to always vote in local elections, 39.9% more likely to belong to a gym, 33.4% more likely to fly domestic past yr.



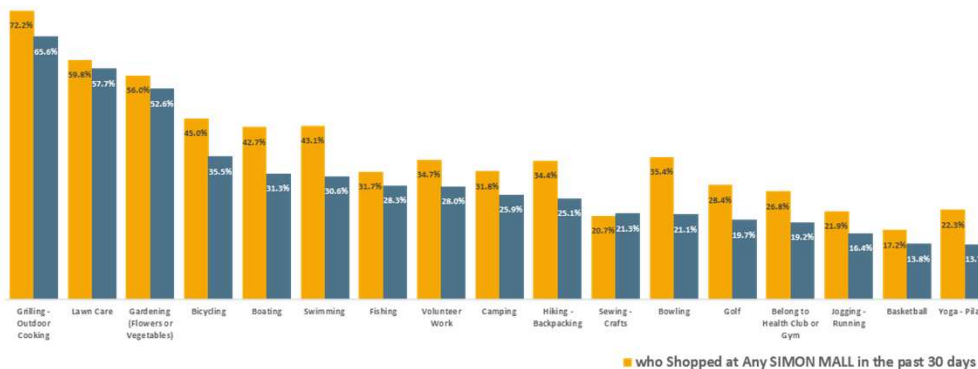
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



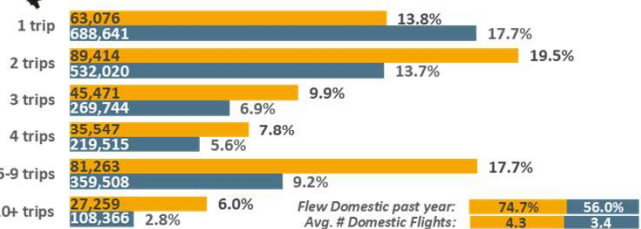
### Political Activity: Adults 18 or older



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



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



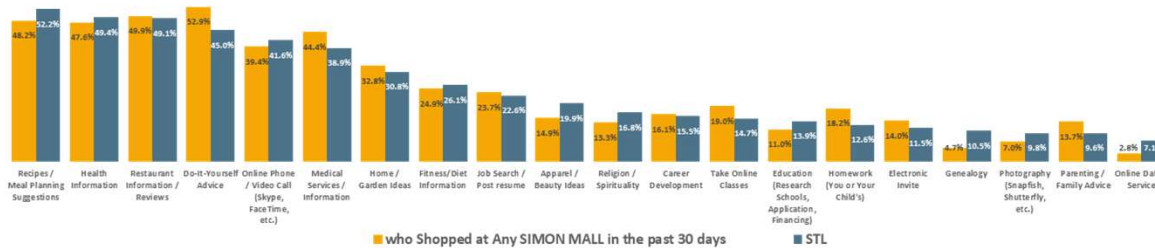




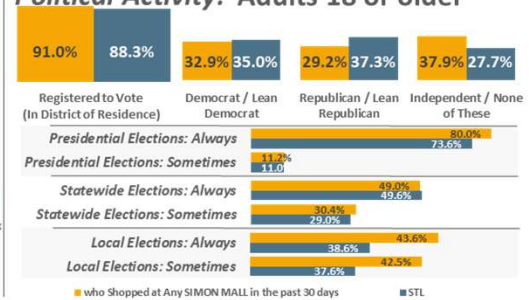
5.7% or 142,859 of STL DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are 17.6% more likely to look up D-I-Y advice online, 12.8% more likely to always vote in local elections, 20.8% more likely to belong to a gym, 71.3% more likely to fly domestic past yr



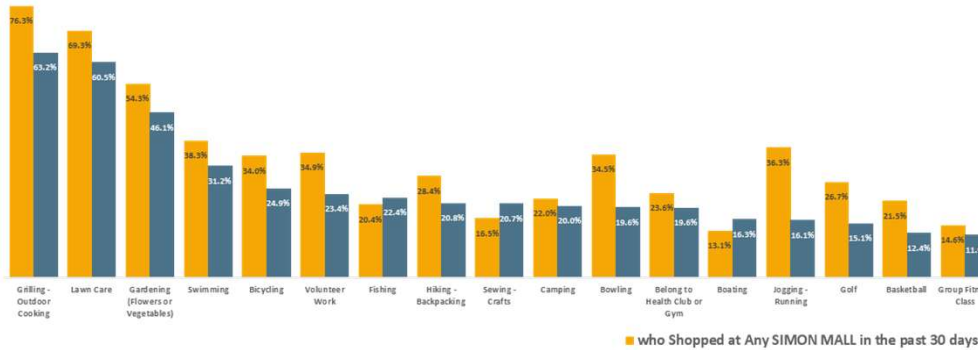
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



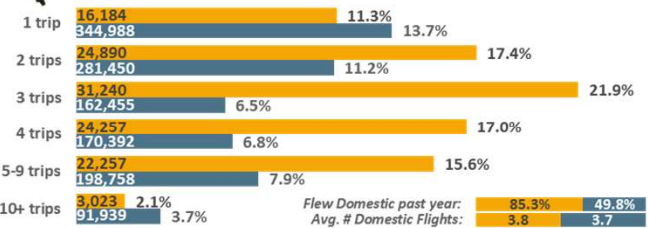
### Political Activity: Adults 18 or older



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



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

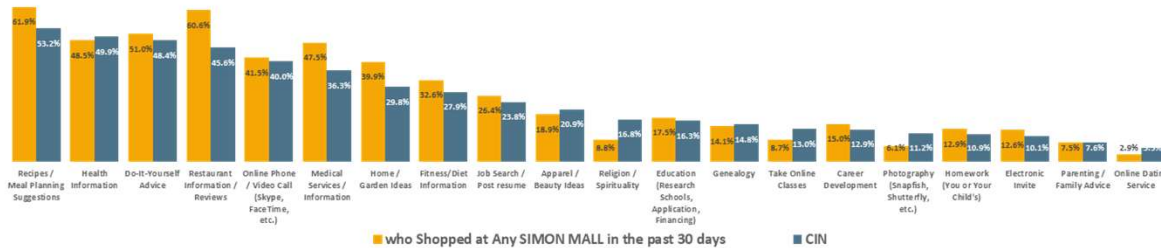




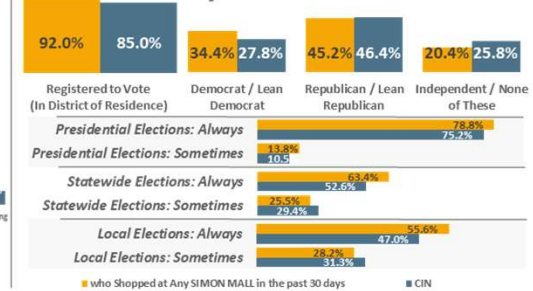
5.6% or 107,857 of CIN DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are 5.3% more likely to look up D-I-Y advice online, 18.2% more likely to always vote in local elections, 36.6% more likely to belong to a gym, 29.8% more likely to fly domestic past yr.



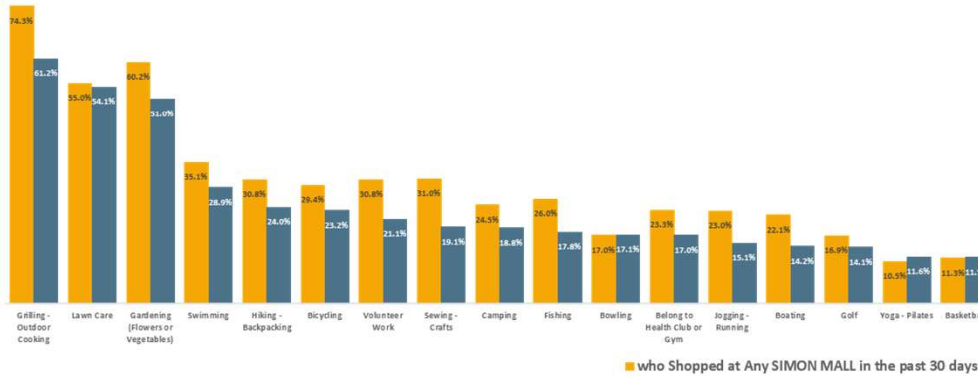
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



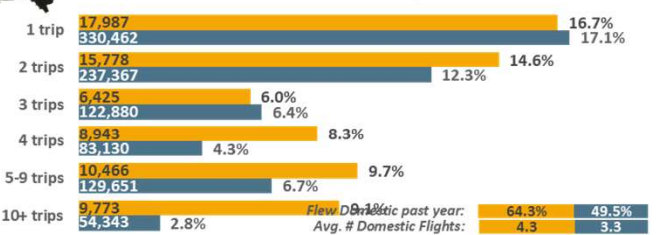
### Political Activity: Adults 18 or older



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



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

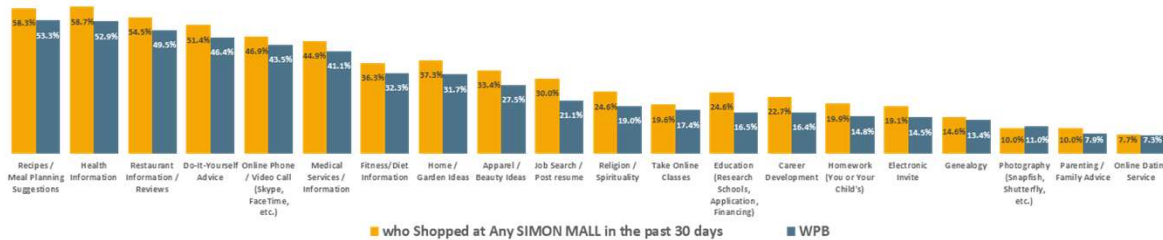




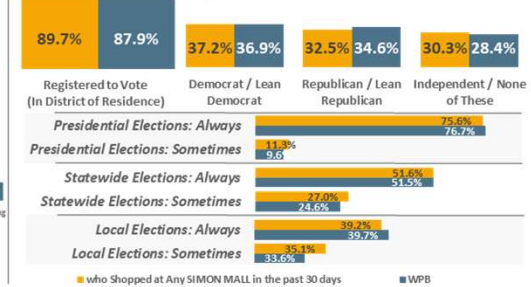
22.8% or 443,351 of WPB DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are 10.8% more likely to look up D-I-Y advice online, 1.4% less likely to always vote in local elections, 66.4% more likely to belong to a gym, 23.7% more likely to fly domestic past yr.



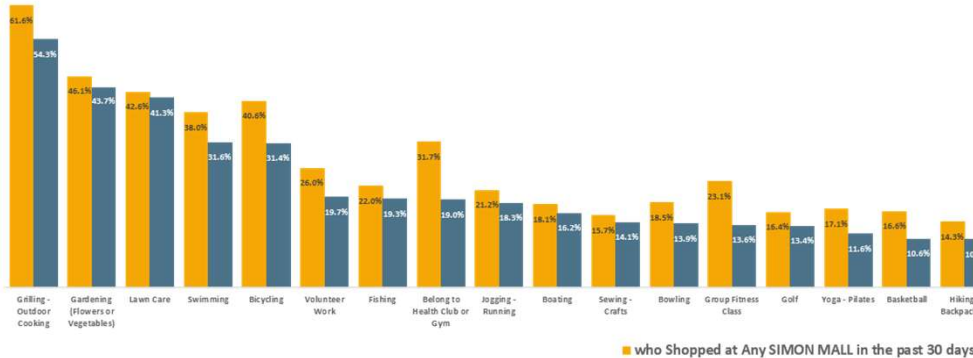
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



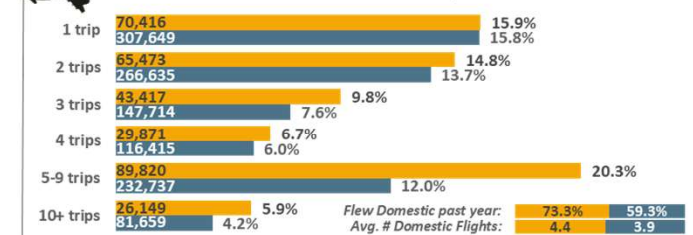
### Political Activity: Adults 18 or older



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



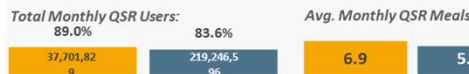
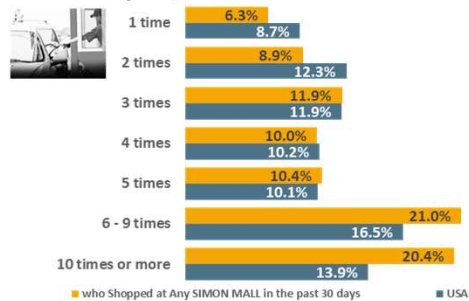
### Past 12-months Domestic Airline Trips: Adults 18 or older



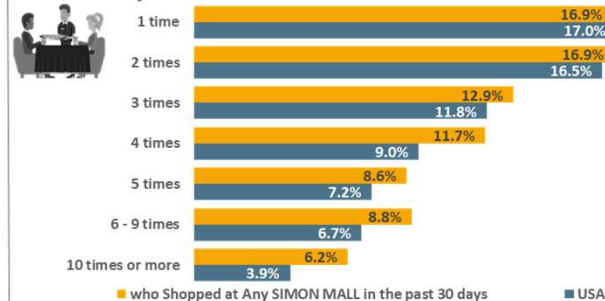


16.2% or 42,347,216 of USA DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are 6.5% more likely to use QSRs past mo., 13.6% more likely to use Sit-Down Restaurants past mo., 25.9% more likely to use Casinos past yr., 4.2% more likely to smoke cigarettes.

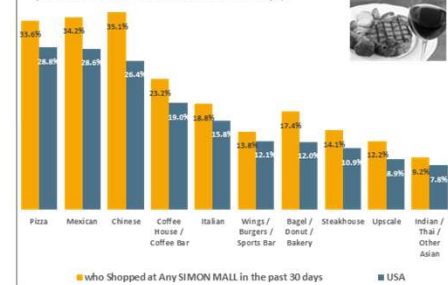
### Past 30-days QSR Users: Adults 18 or older



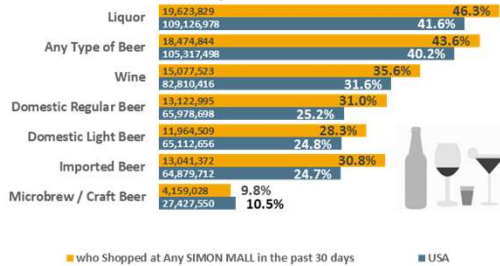
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



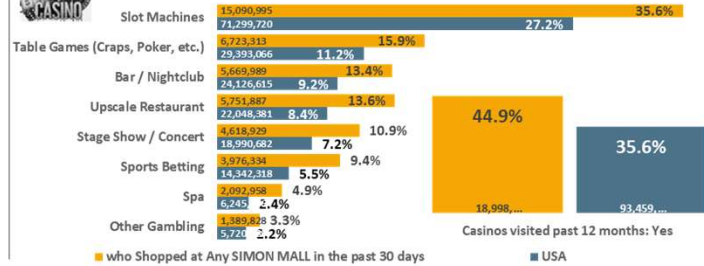
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



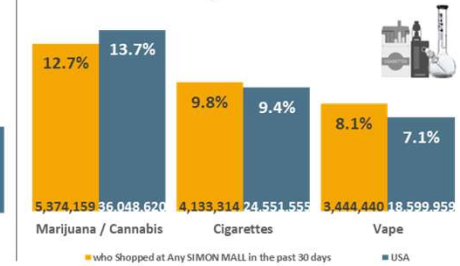
### Drank Past 30-days: Adults 18 or older



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



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





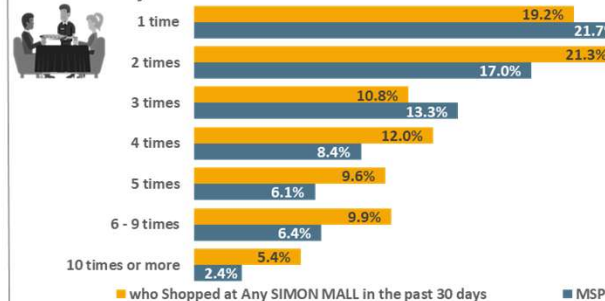


11.8% or 457,871 of MSP DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are 9.8% more likely to use QSRs past mo., 17.3% more likely to use Sit-Down Restaurants past mo., 44.9% more likely to use Casinos past yr., 22.% more likely to smoke cigarettes.

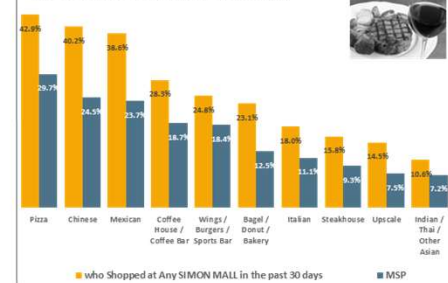
### Past 30-days QSR Users: Adults 18 or older



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



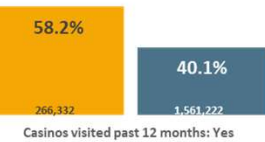
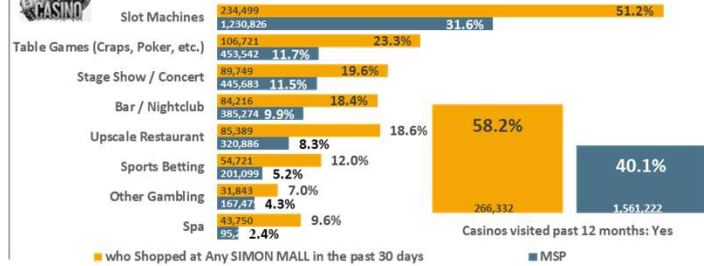
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



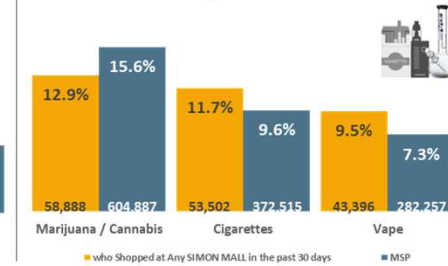
### Drank Past 30-days: Adults 18 or older



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



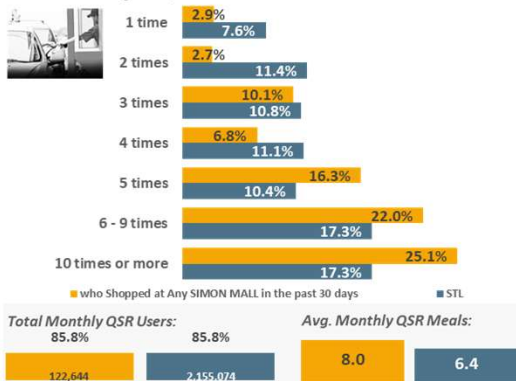
### Used Past 30-days: Adults 18 or older



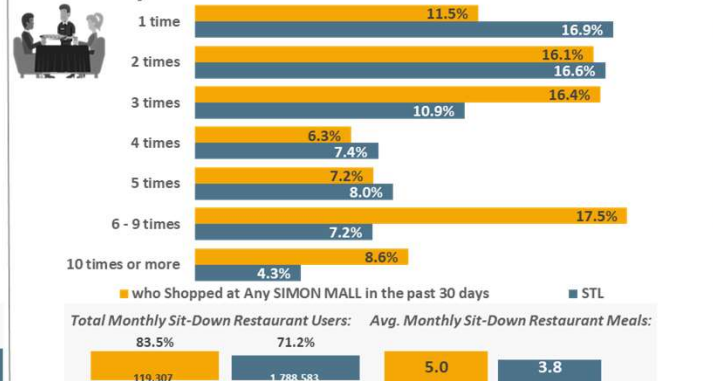


5.7% or 142,859 of STL DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are .% more likely to use QSRs past mo., 17.2% more likely to use Sit-Down Restaurants past mo., 49.4% more likely to use Casinos past yr., 16.8% less likely to smoke cigarettes.

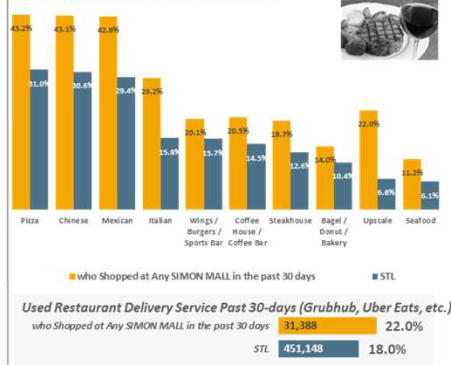
### Past 30-days QSR Users: Adults 18 or older



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



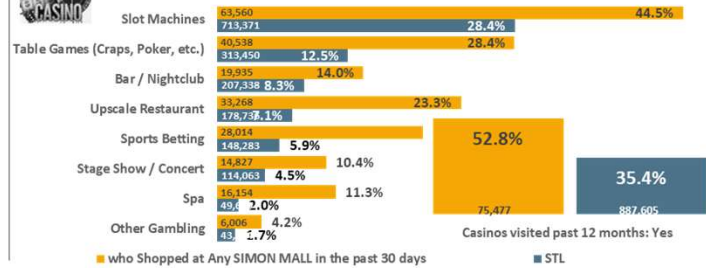
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



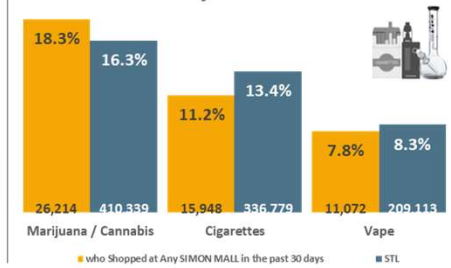
### Drank Past 30-days: Adults 18 or older



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



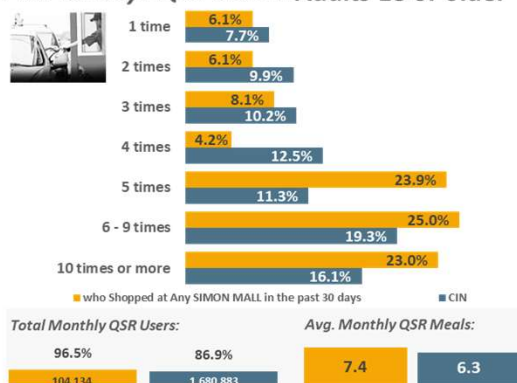
### Used Past 30-days: Adults 18 or older



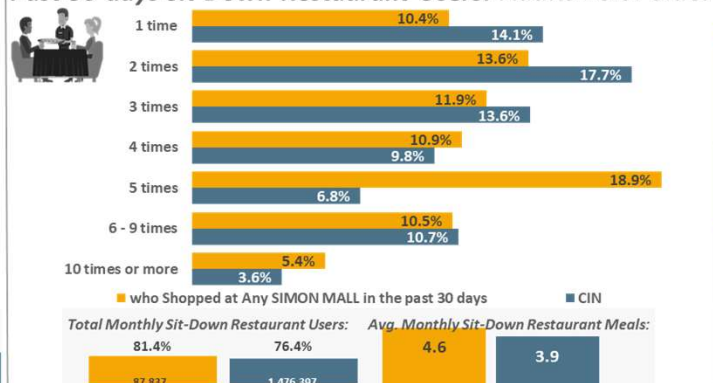


5.6% or 107,857 of CIN DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are 11.1% more likely to use QSRs past mo., 6.7% more likely to use Sit-Down Restaurants past mo., 63.3% more likely to use Casinos past yr., 78.6% more likely to smoke cigarettes.

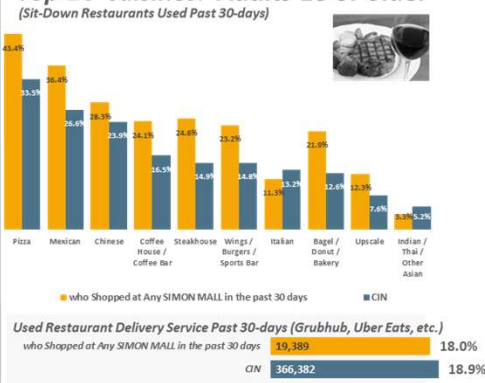
### Past 30-days QSR Users: Adults 18 or older



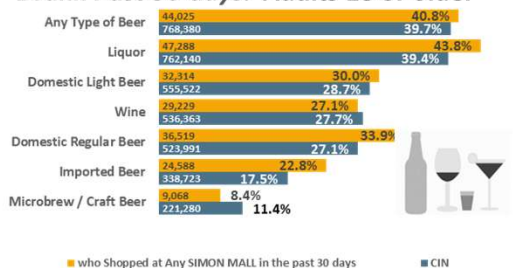
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



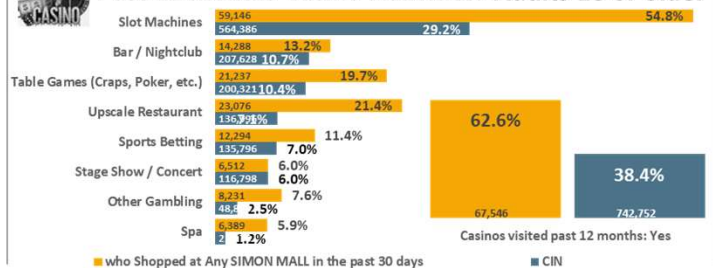
### Top-10 Cuisines: Adults 18 or older



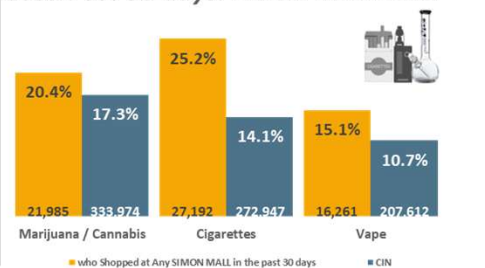
### Drank Past 30-days: Adults 18 or older



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



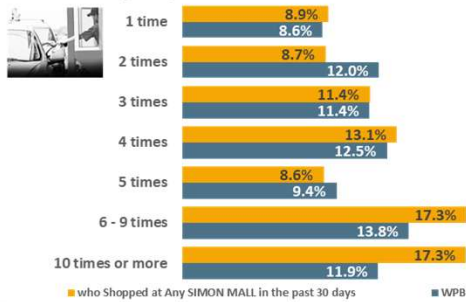
### Used Past 30-days: Adults 18 or older





22.8% or 443,351 of WPB DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are 7.3% more likely to use QSRs past mo., 12.2% more likely to use Sit-Down Restaurants past mo., 26.7% more likely to use Casinos past yr., 31.2% more likely to smoke cigarettes.

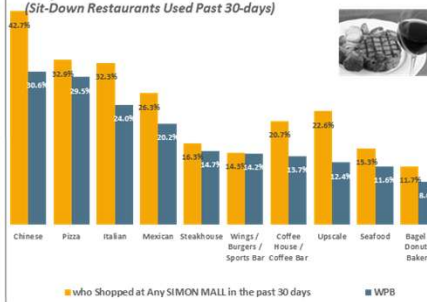
### Past 30-days QSR Users: Adults 18 or older



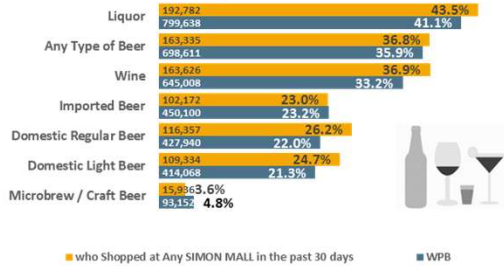
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



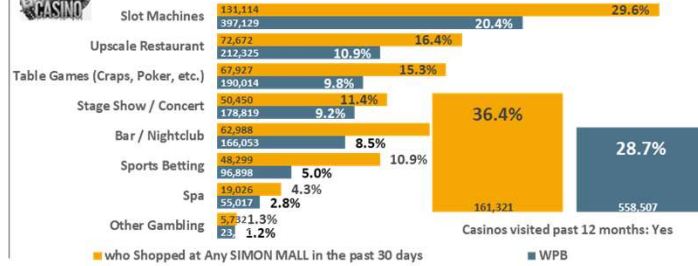
### Top-10 Cuisines: Adults 18 or older



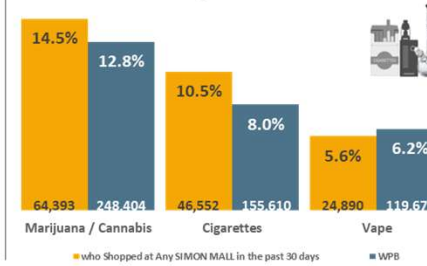
### Drank Past 30-days: Adults 18 or older



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



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



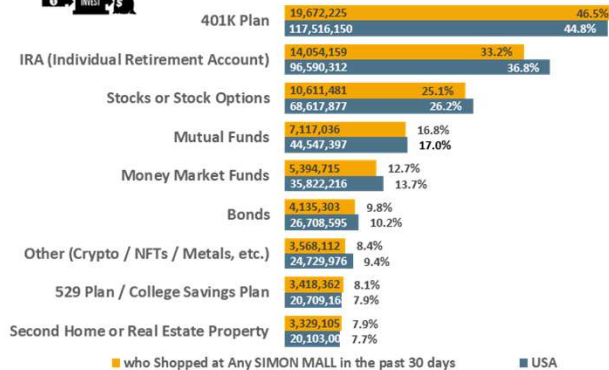




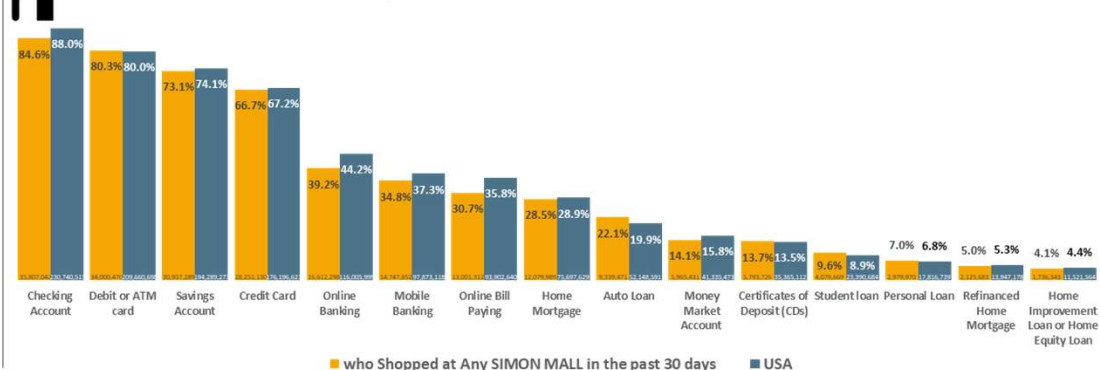
16.2% or 42,347,216 of USA DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are 3.6% more likely to have a 401K, 10.9% more likely to have an Auto Loan, 12.3% more likely to Invest/Trade Stocks Online, 3.1% more likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



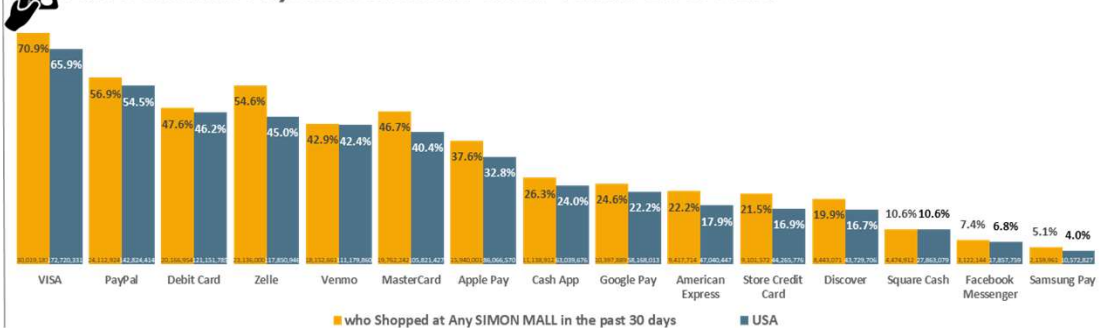
### Financial Services Has and/or Uses: Adults 18 or older



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

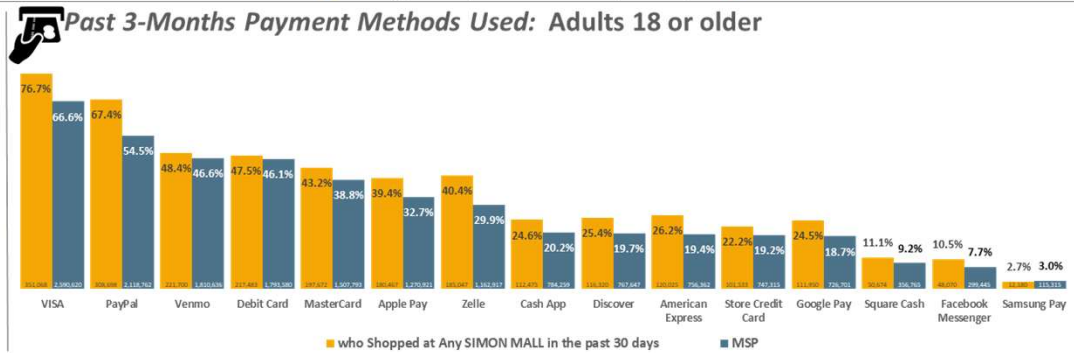
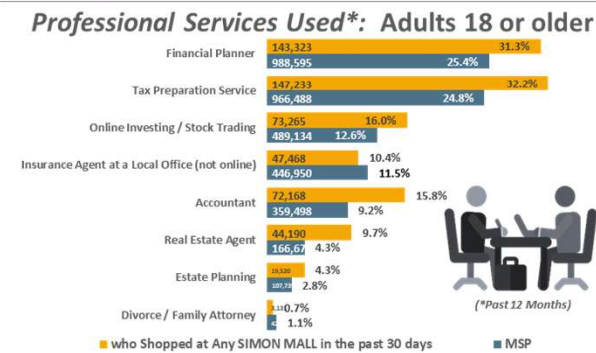
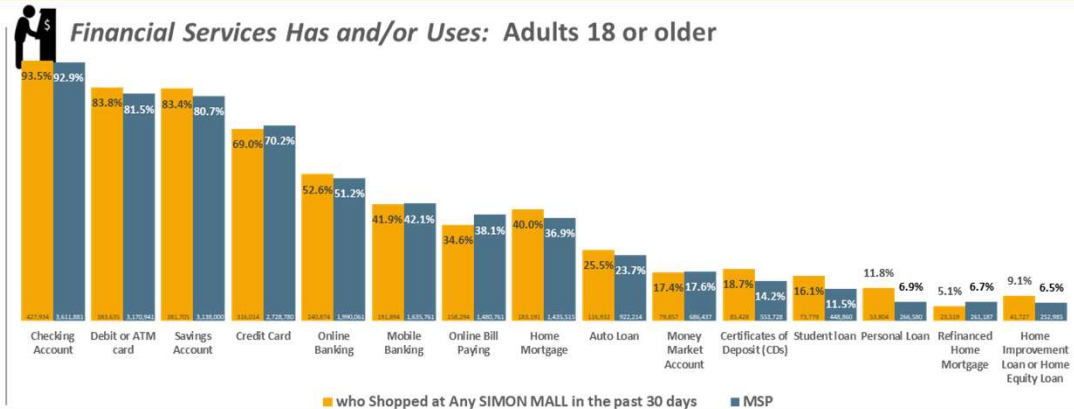
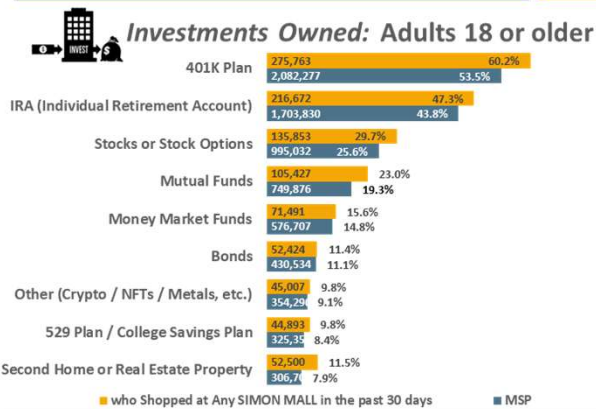


### Past 3-Months Payment Methods Used: Adults 18 or older





11.8% or 457,871 of MSP DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are 12.5% more likely to have a 401K, 7.7% more likely to have an Auto Loan, 27.2% more likely to Invest/Trade Stocks Online, 3% more likely to pay with their Debit Card.

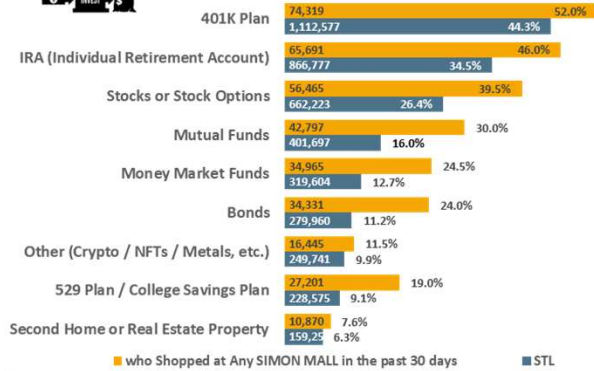




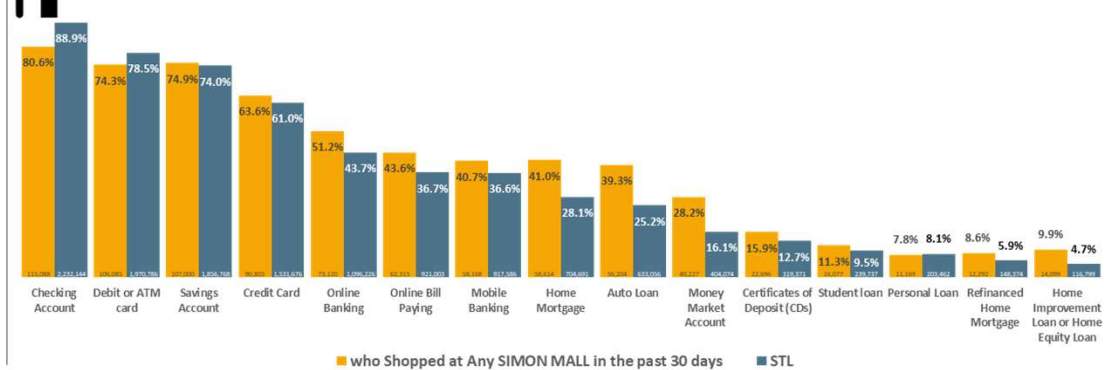
5.7% or 142,859 of STL DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are 17.4% more likely to have a 401K, 56.6% more likely to have an Auto Loan, 91.5% more likely to Invest/Trade Stocks Online, 18.6% less likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



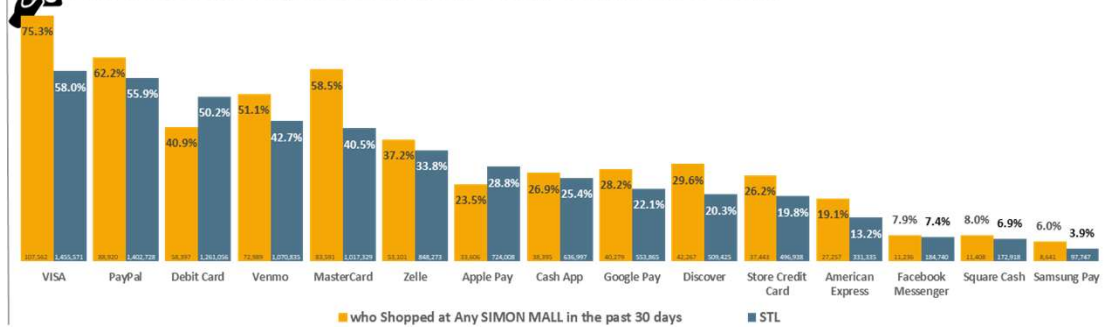
### Financial Services Has and/or Uses: Adults 18 or older



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



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





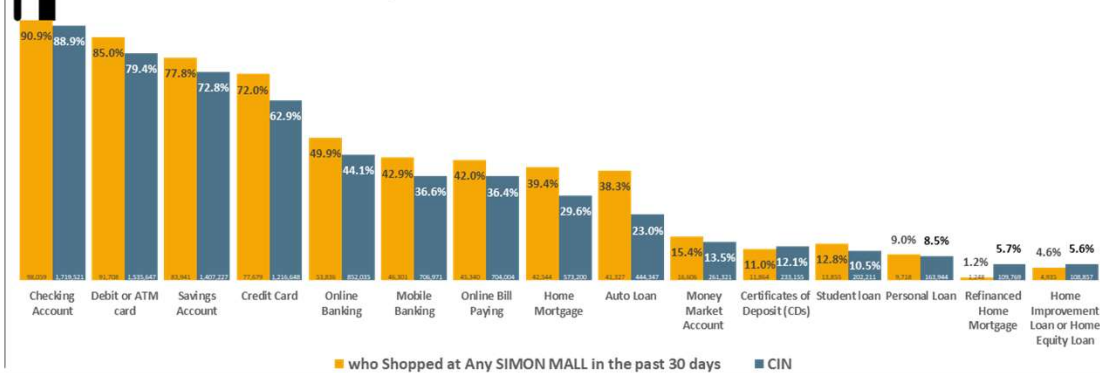
5.6% or 107,857 of CIN DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are 28.7% more likely to have a 401K, 66.7% more likely to have an Auto Loan, 34.8% more likely to Invest/Trade Stocks Online, 11.8% less likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



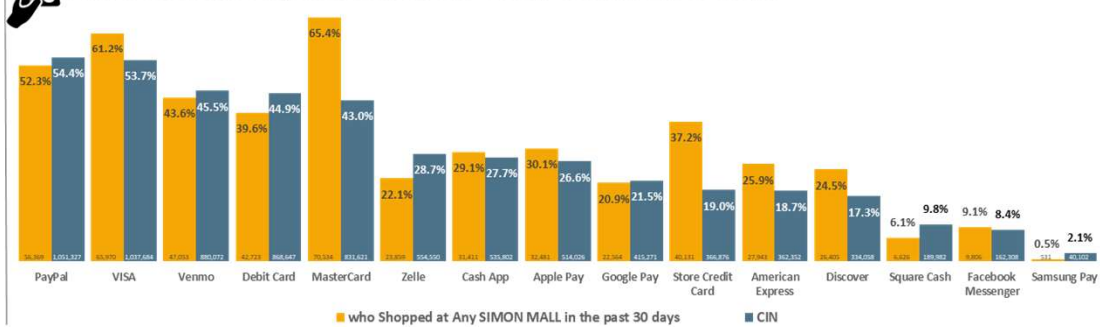
### Financial Services Has and/or Uses: Adults 18 or older



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



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



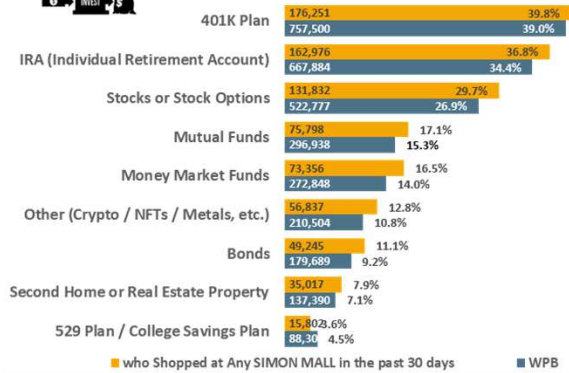




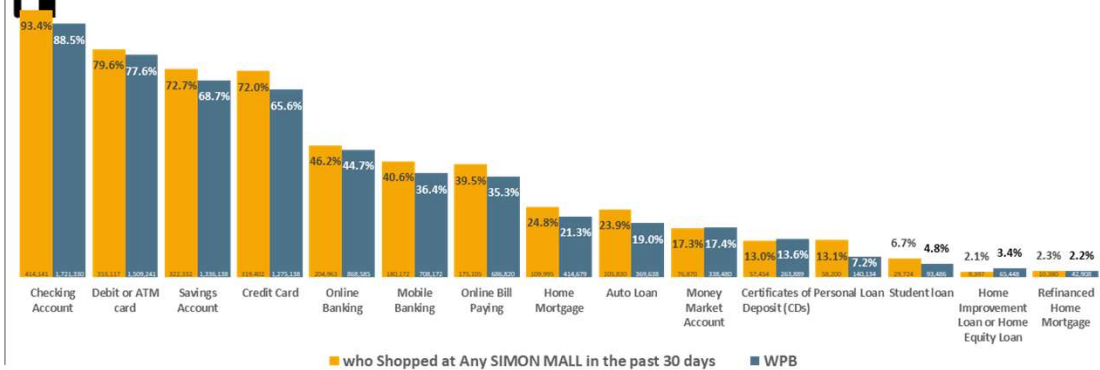
22.8% or 443,351 of WPB DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days.  
Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are 2.% more likely to have a 401K, 25.5% more likely to have an Auto Loan, 22.9% more likely to Invest/Trade Stocks Online, .7% more likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



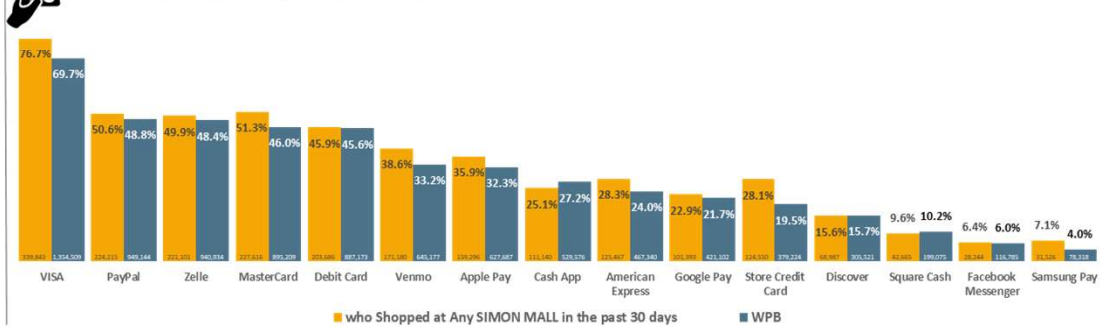
### Financial Services Has and/or Uses: Adults 18 or older



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

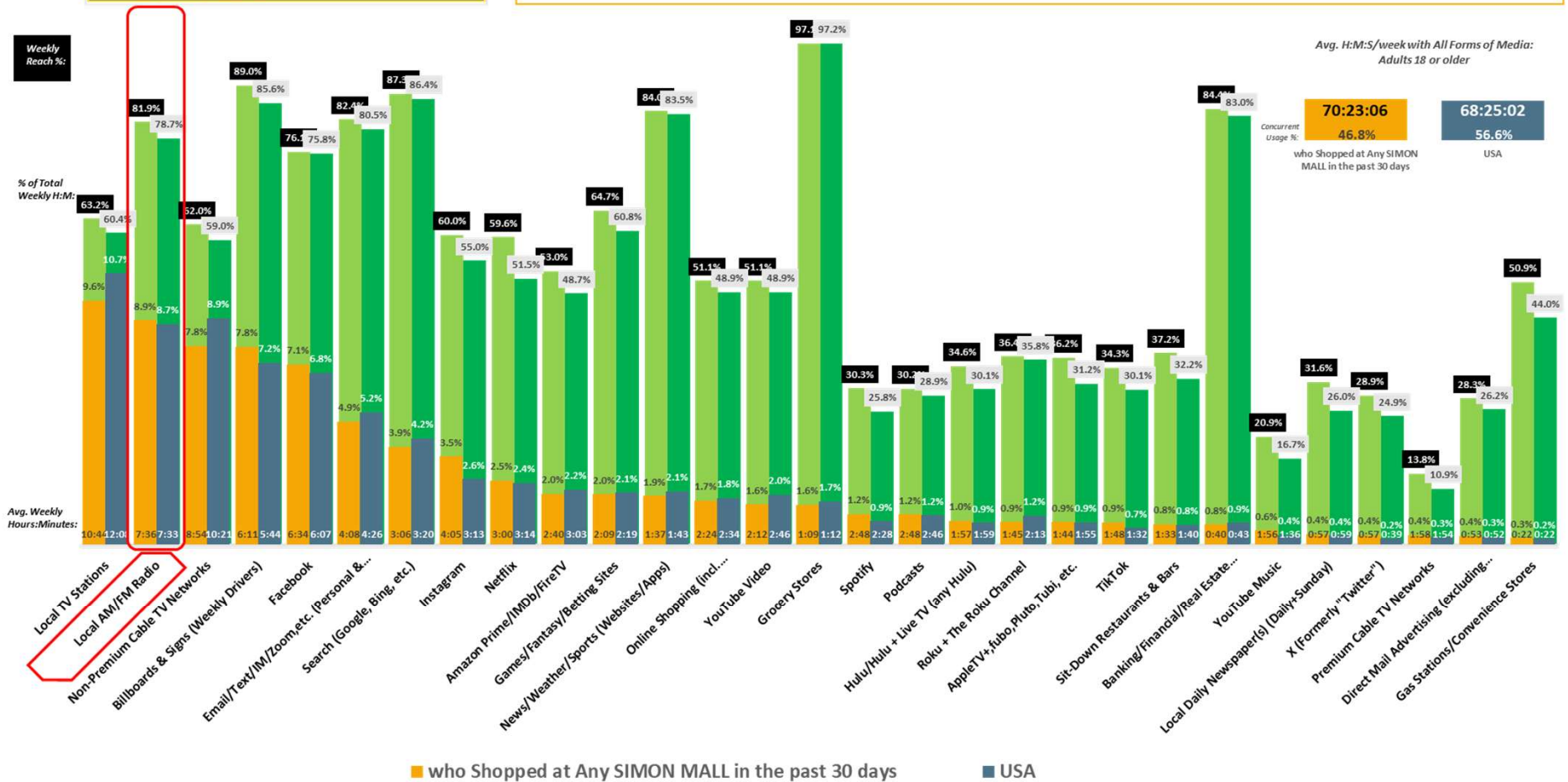


### Past 3-Months Payment Methods Used: Adults 18 or older



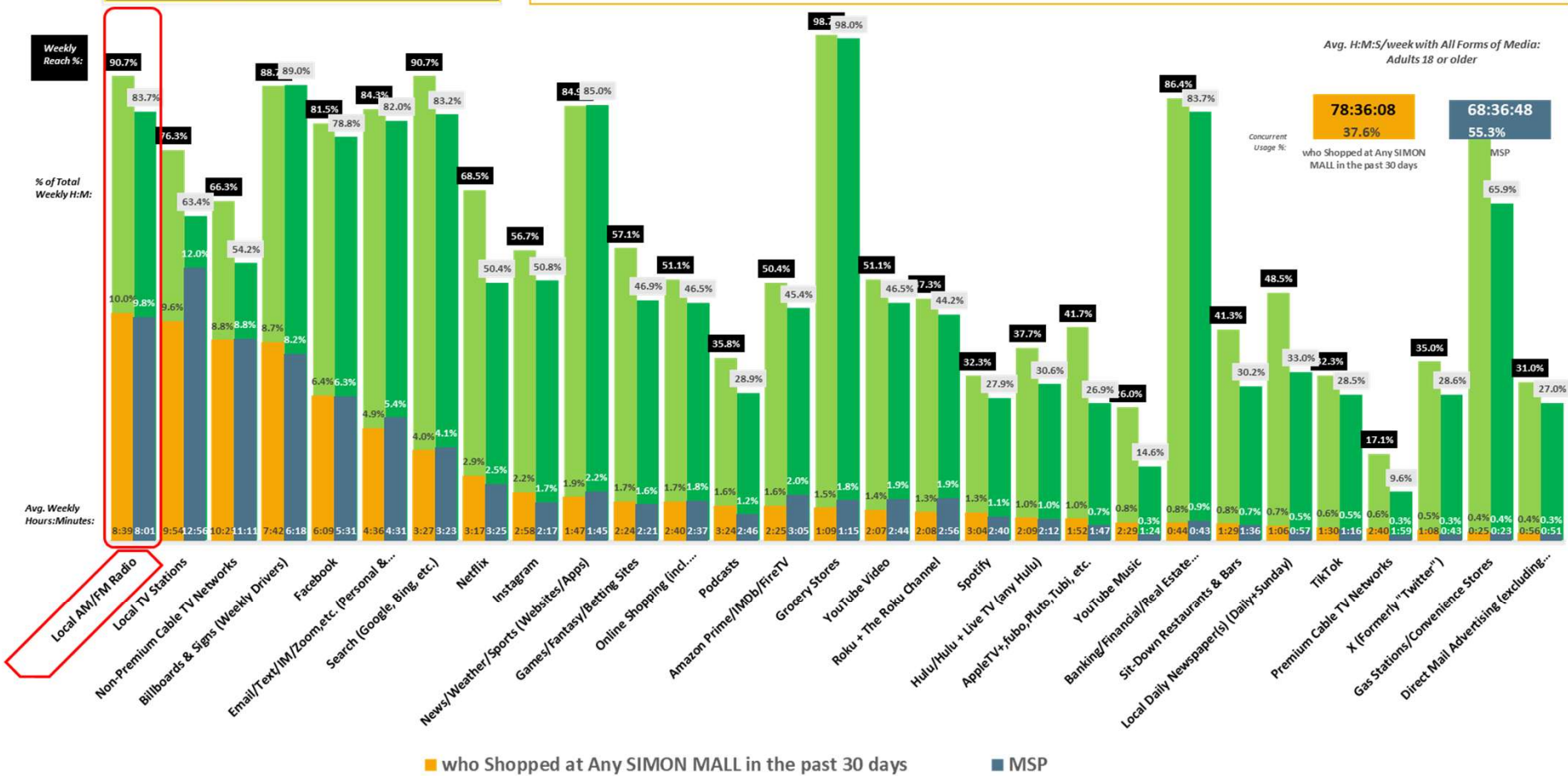


Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an average of 2 days, 22 hours, 23 minutes and 6 seconds each week with All Forms of Media.  
 81.9% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an avg. of 7 hours and 36 minutes each week listening to All Local AM/FM Radio, representing 8.9% of total time spent with all forms of Media.



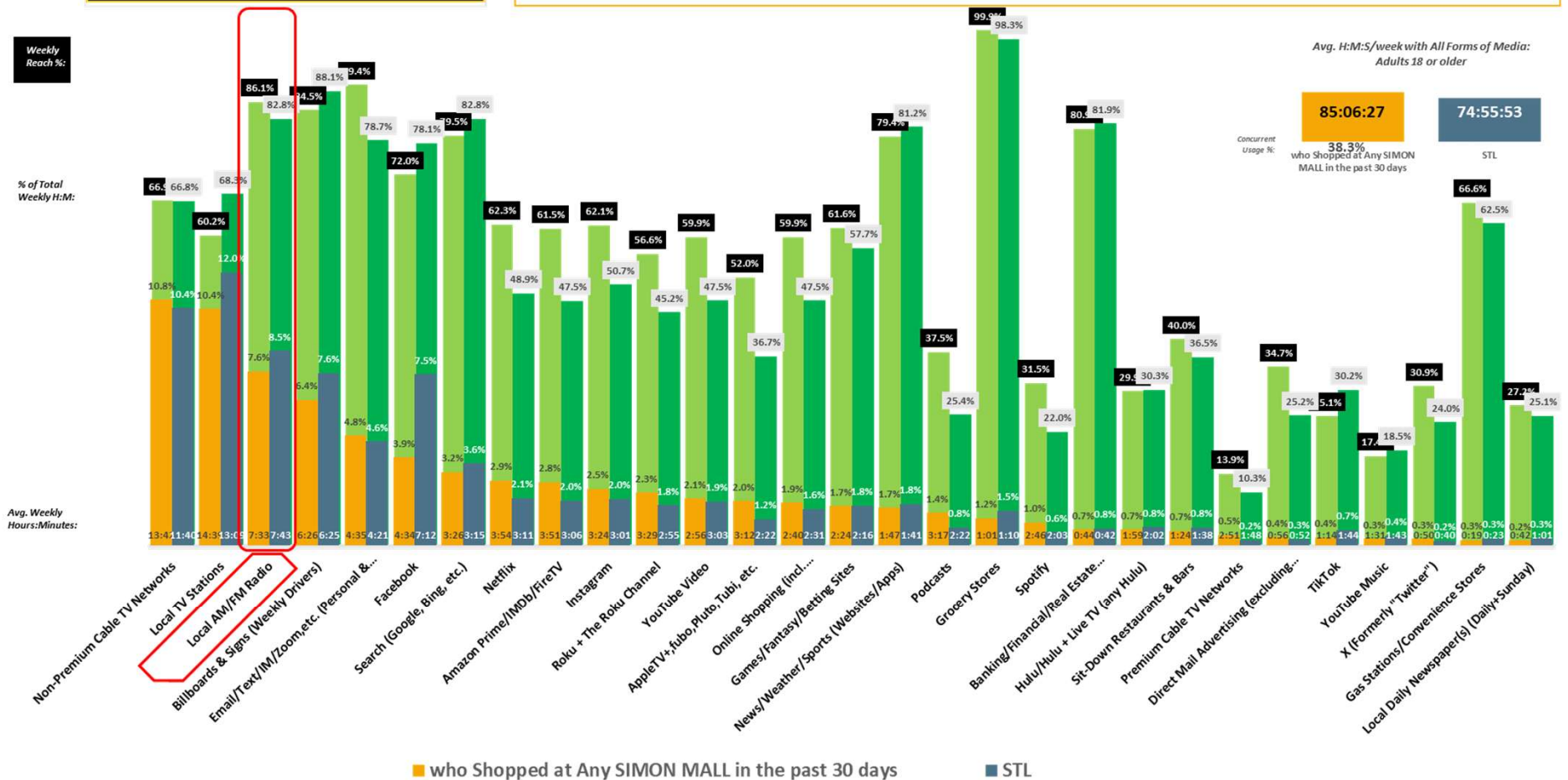


Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an average of 3 days, 6 hours, 36 minutes and 8 seconds each week with All Forms of Media.  
 90.7% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an avg. of 8 hours and 39 minutes each week listening to All Local AM/FM Radio, representing 10.% of total time spent with all forms of Media.





Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an average of 3 days, 13 hours, 6 minutes and 27 seconds each week with All Forms of Media.  
 86.1% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an avg. of 7 hours and 33 minutes each week listening to All Local AM/FM Radio, representing 7.6% of total time spent with all forms of Media.

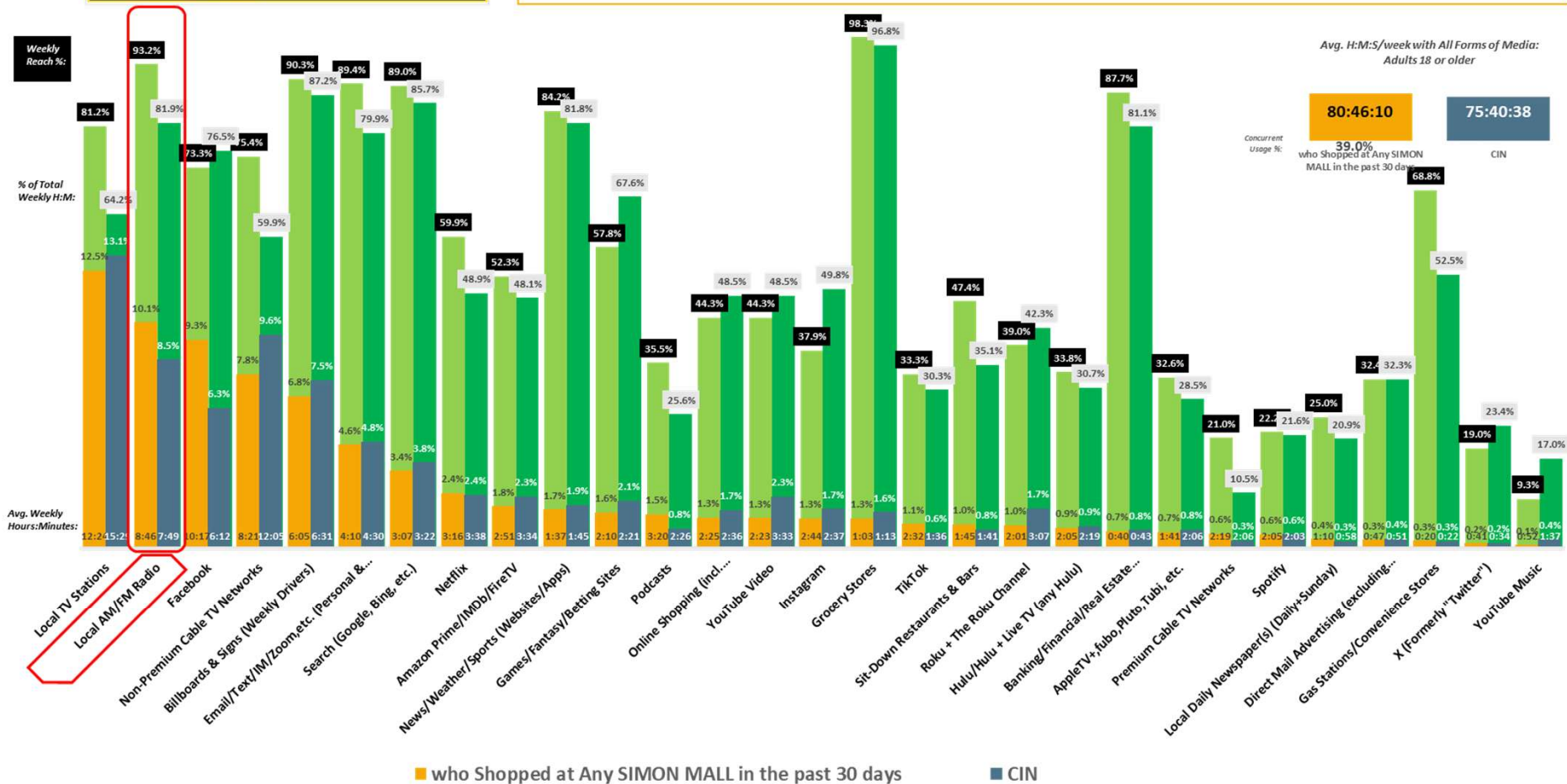






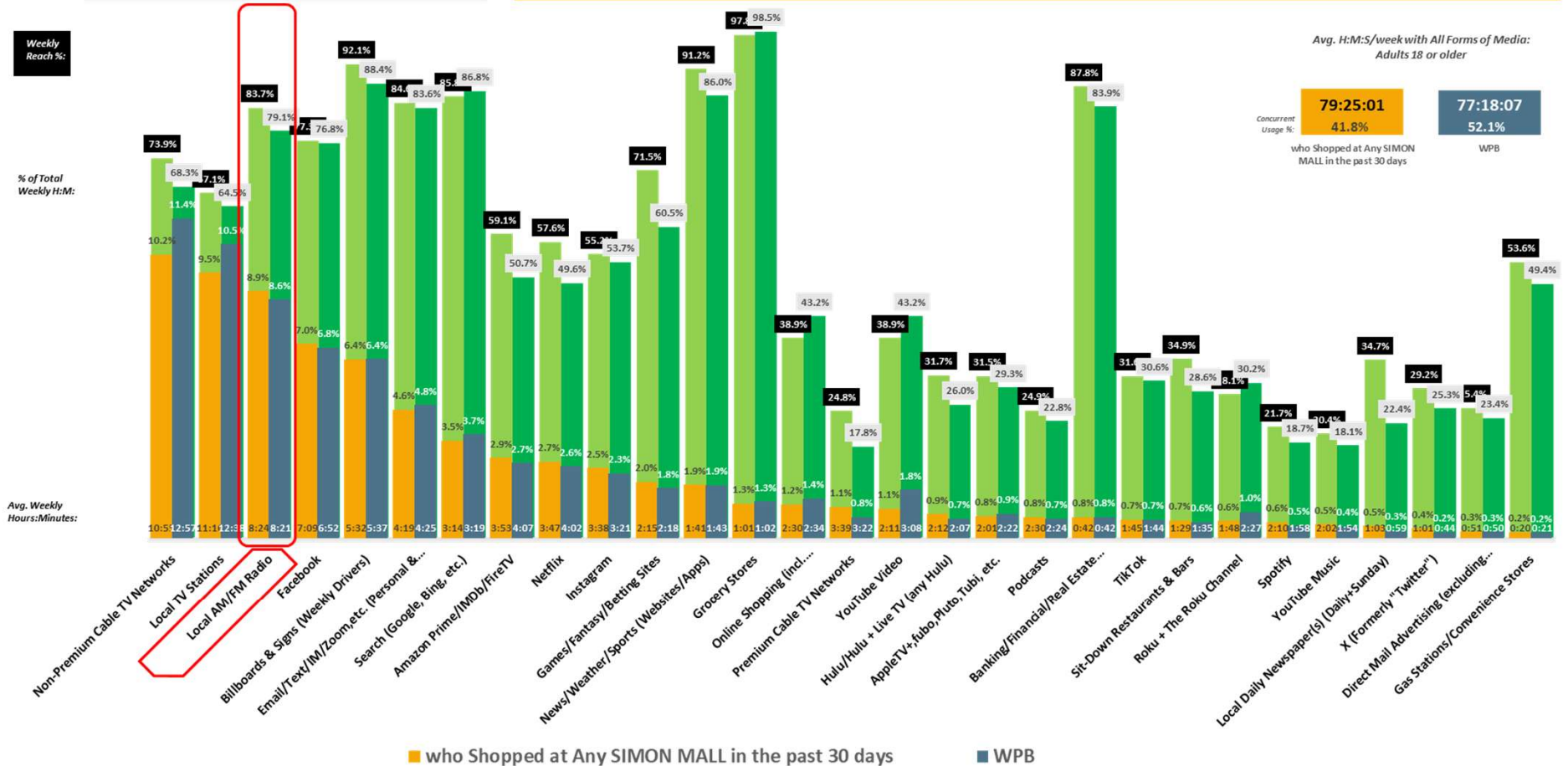
Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an average of 3 days, 8 hours, 46 minutes and 10 seconds each week with All Forms of Media.

93.2% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an avg. of 8 hours and 46 minutes each week listening to All Local AM/FM Radio, representing 10.1% of total time spent with all forms of Media.



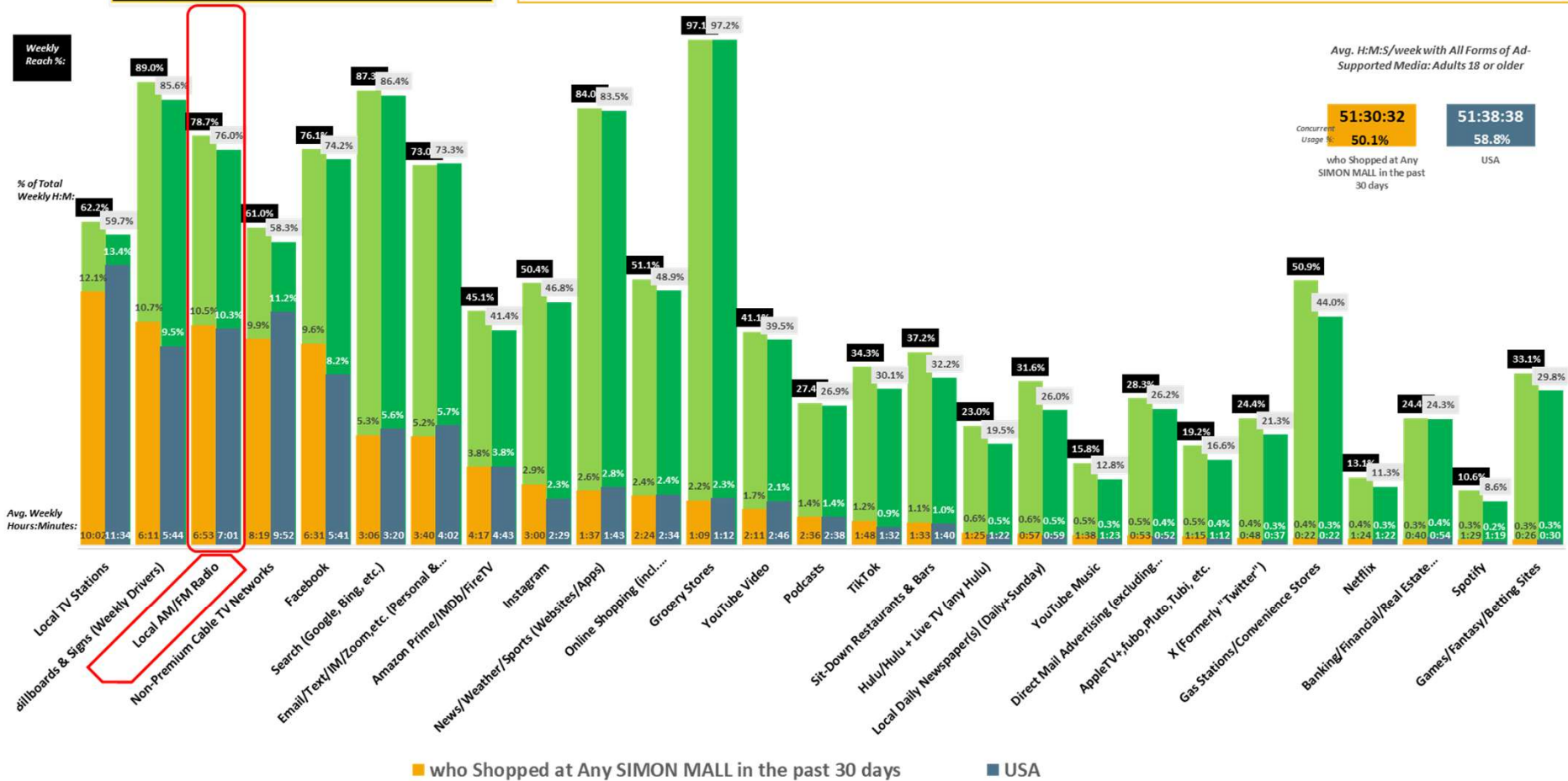


Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an average of 3 days, 7 hours, 25 minutes and 1 seconds each week with All Forms of Media.  
 83.7% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an avg. of 8 hours and 24 minutes each week listening to All Local AM/FM Radio, representing 8.9% of total time spent with all forms of Media.



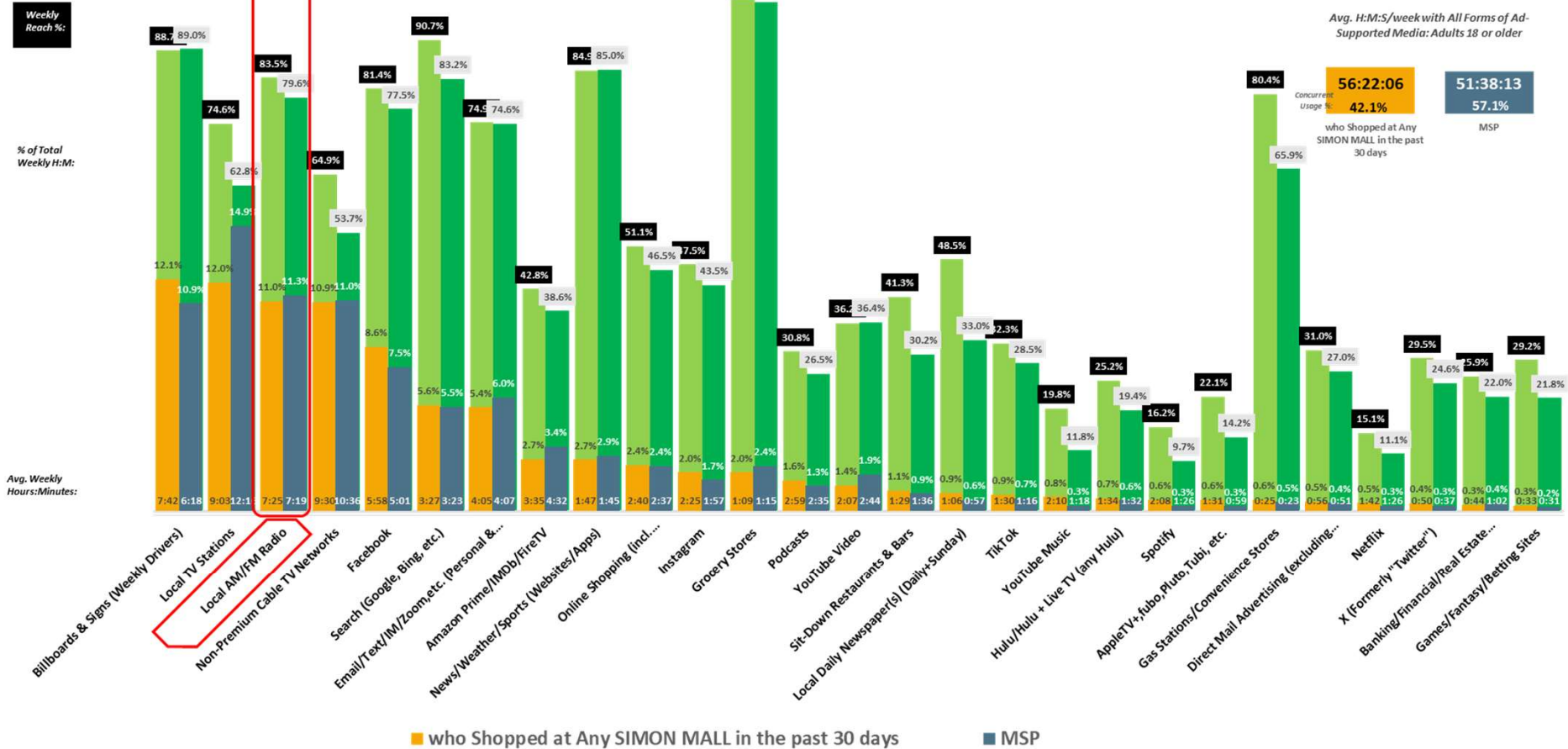


Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an average of 2 days, 3 hours, 30 minutes and 32 seconds each week with All Forms of Ad-Supported Media.  
 78.7% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an avg. of 6 hours and 53 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.5% of total time spent with all forms of Ad-Supported Media.





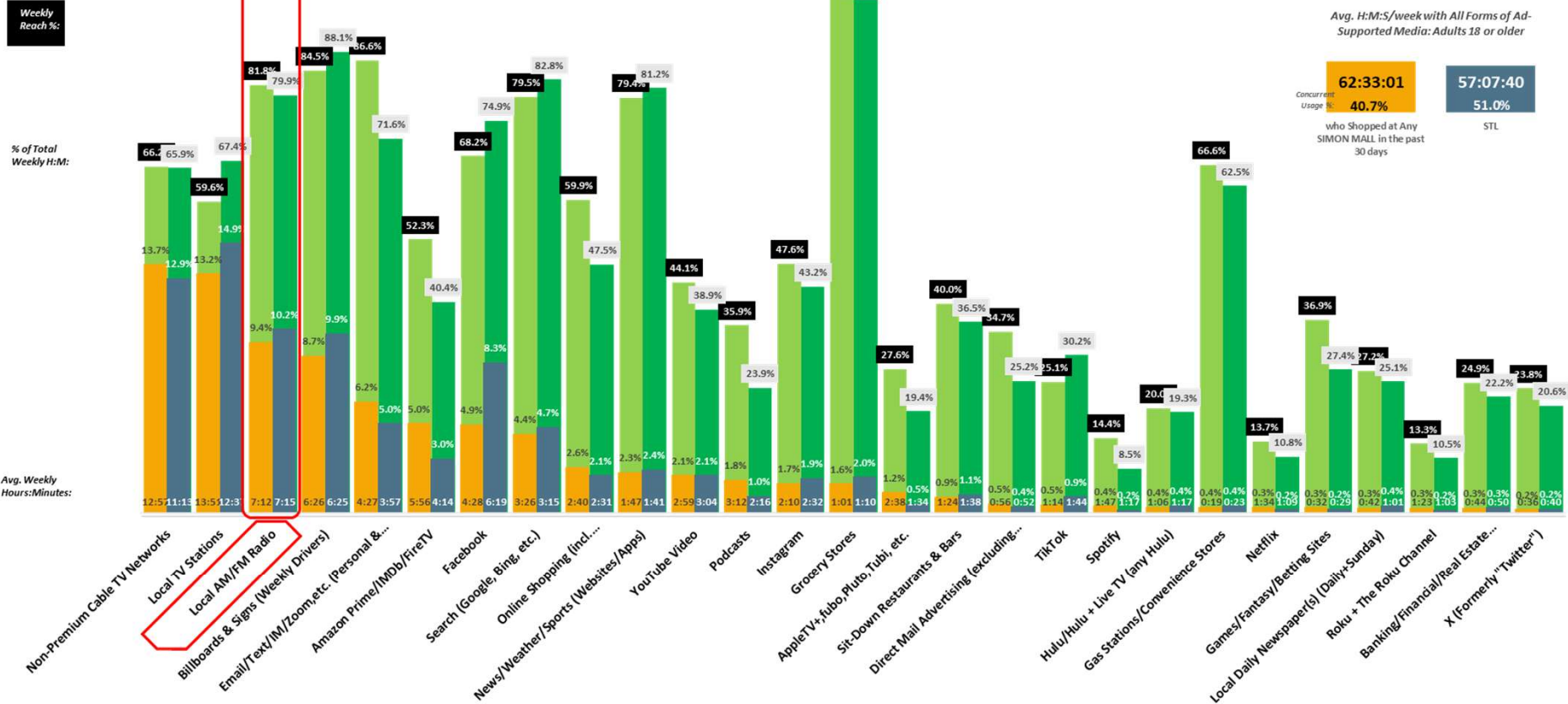
Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an average of 2 days, 8 hours, 22 minutes and 6 seconds each week with All Forms of Ad-Supported Media.  
 83.5% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an avg. of 7 hours and 25 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.1% of total time spent with all forms of Ad-Supported Media.







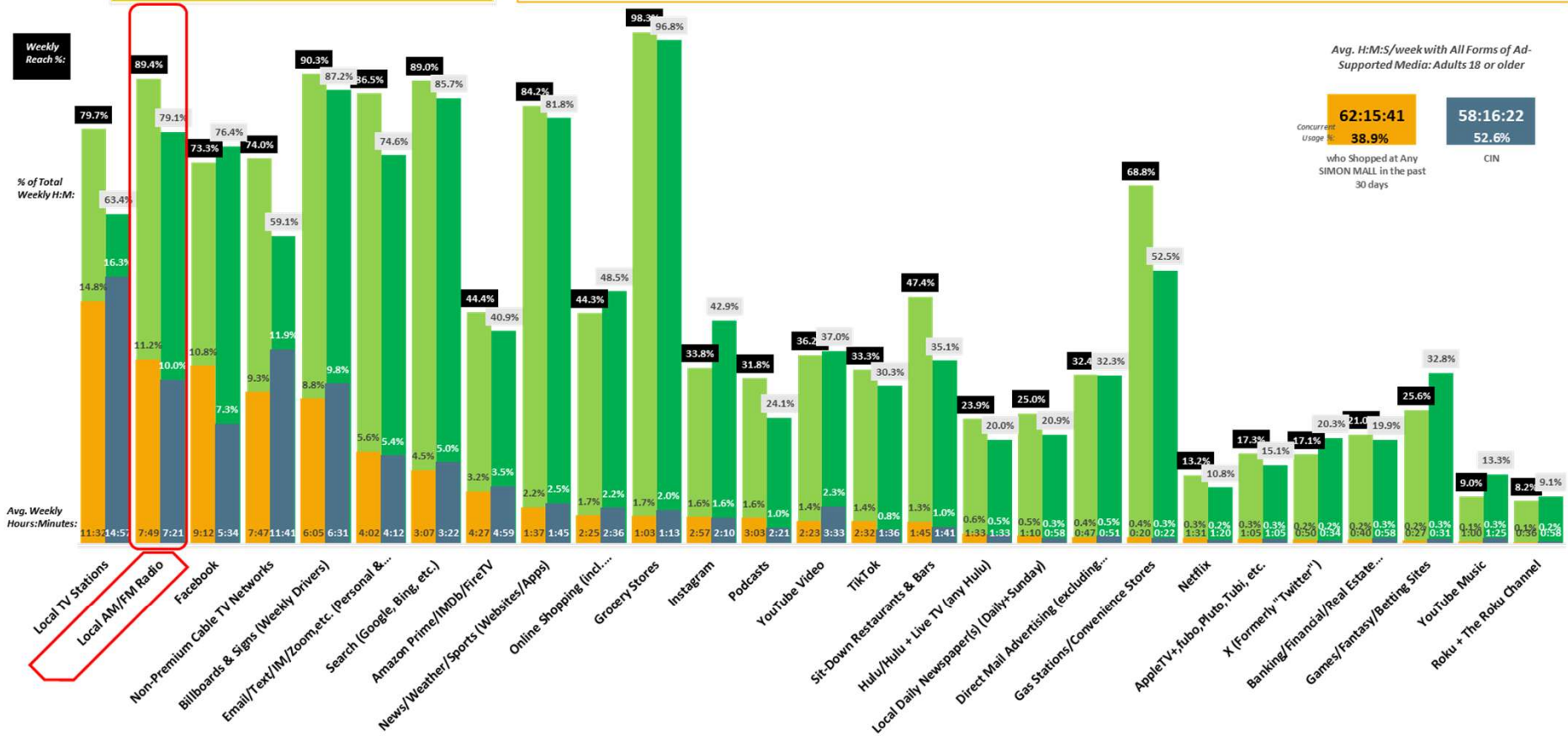
Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an average of 2 days, 14 hours, 33 minutes and 1 seconds each week with All Forms of Ad-Supported Media.  
 81.8% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an avg. of 7 hours and 12 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.4% of total time spent with all forms of Ad-Supported Media.



■ who Shopped at Any SIMON MALL in the past 30 days ■ STL



Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an average of 2 days, 14 hours, 15 minutes and 41 seconds each week with All Forms of Ad-Supported Media.  
 89.4% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an avg. of 7 hours and 49 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.2% of total time spent with all forms of Ad-Supported Media.



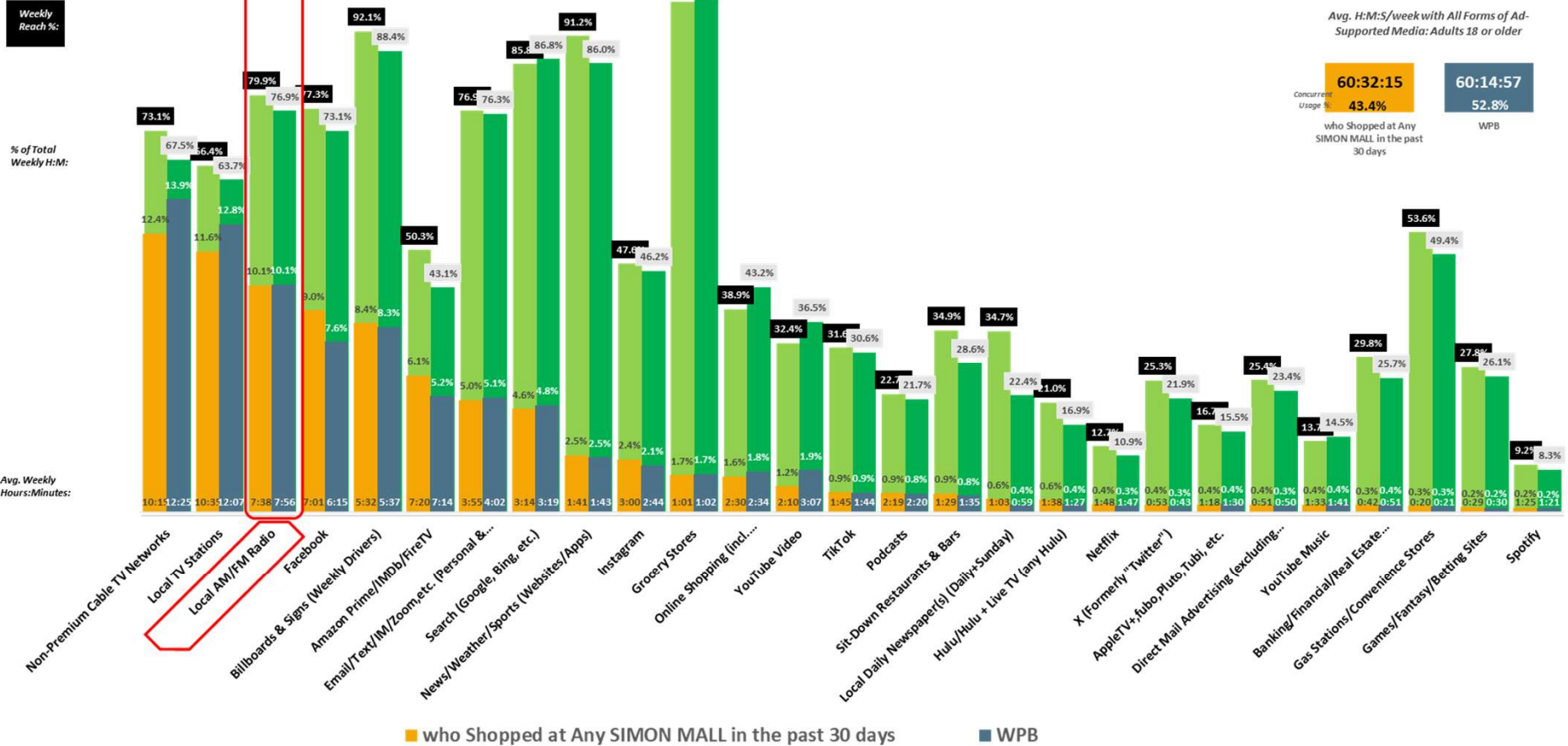
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

who Shopped at Any SIMON MALL in the past 30 days	CIN
62:15:41	58:16:22
38.9%	52.6%

who Shopped at Any SIMON MALL in the past 30 days CIN



Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an average of 2 days, 12 hours, 32 minutes and 15 seconds each week with All Forms of Ad-Supported Media.  
 79.9% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an avg. of 7 hours and 38 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.1% of total time spent with all forms of Ad-Supported Media.



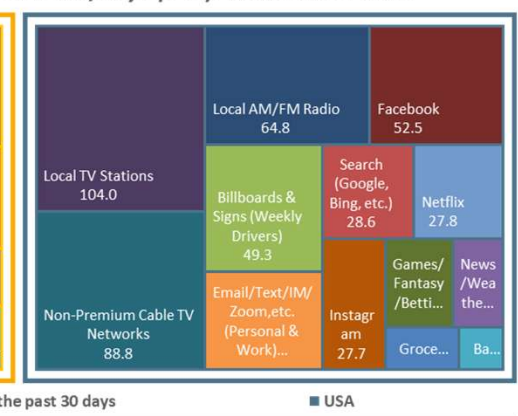
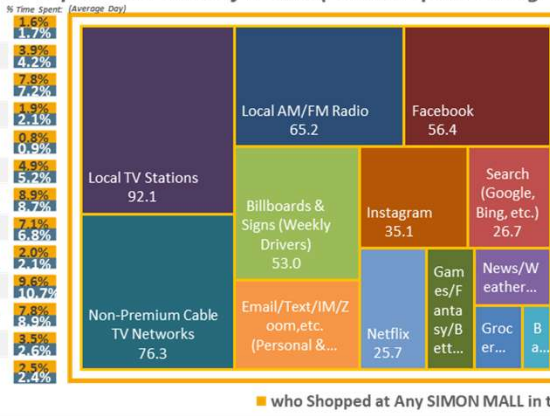
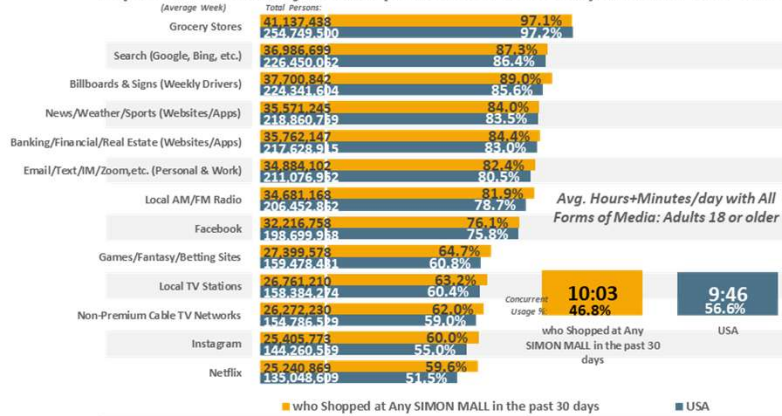




Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an average of 7 hours and 21 minutes each day with All Forms of Ad-Supported Media. 78.7% listen to Local AM/FM Radio for an avg. of 59.1 minutes/day. (Local Radio delivers 10.5% of Time with Ad-Supported Media.)

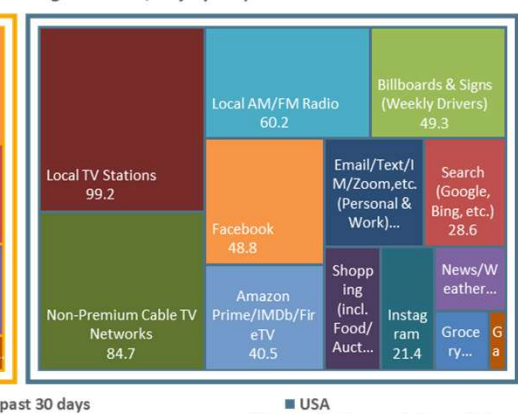
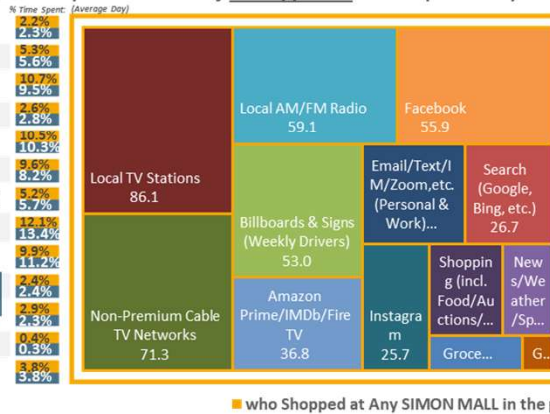
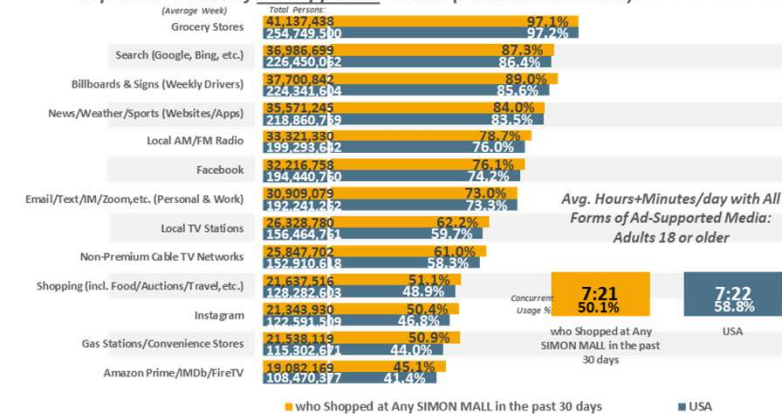
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



USA USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 4,424  
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Malls shopped/visited past 30 days: Any Simon Mall

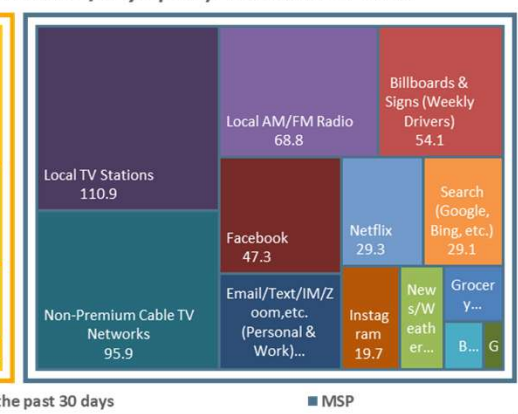
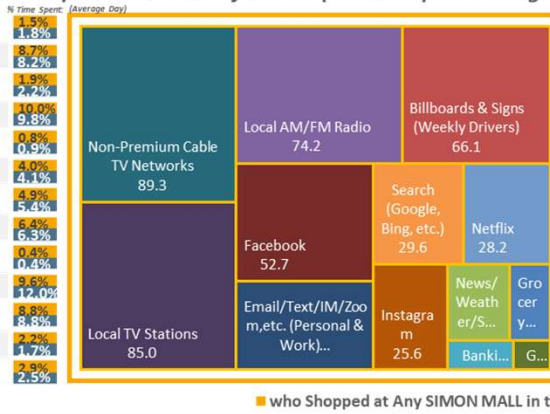
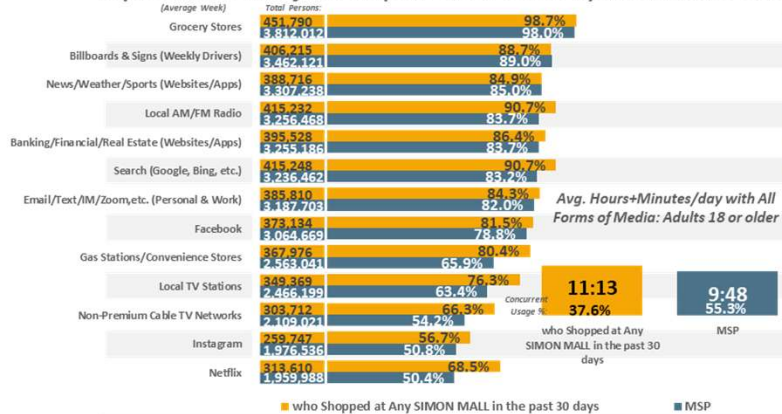




Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an average of 8 hours and 3 minutes each day with All Forms of Ad-Supported Media. 83.5% listen to Local AM/FM Radio for an avg. of 63.6 minutes/day. (Local Radio delivers 11.% of Time with Ad-Supported Media.)

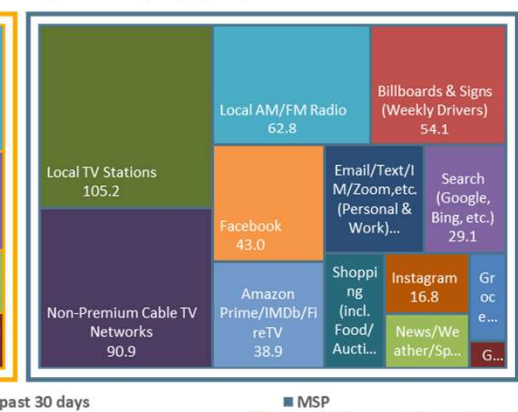
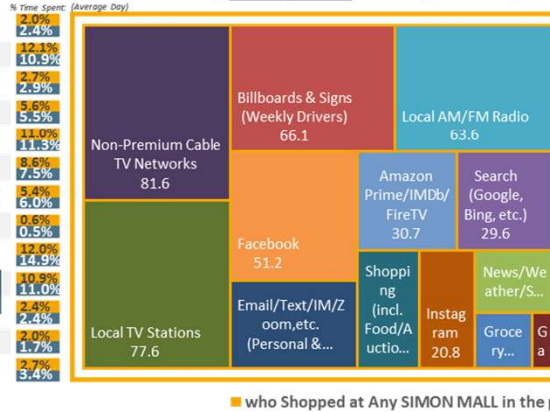
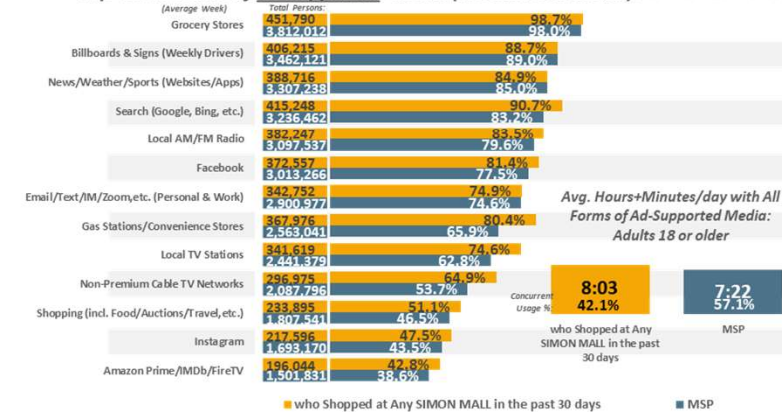
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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

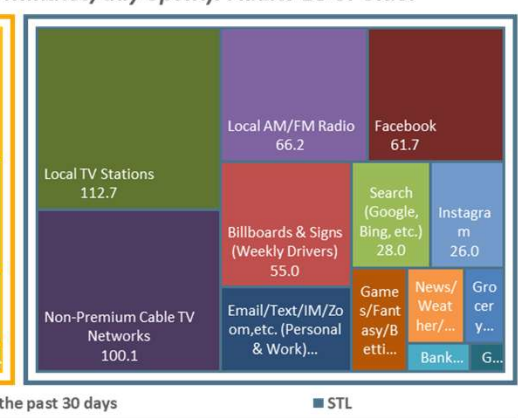
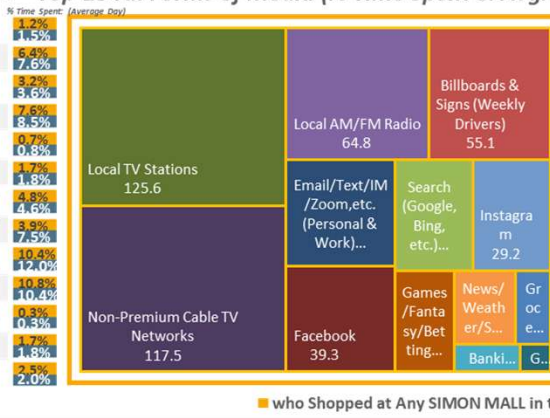
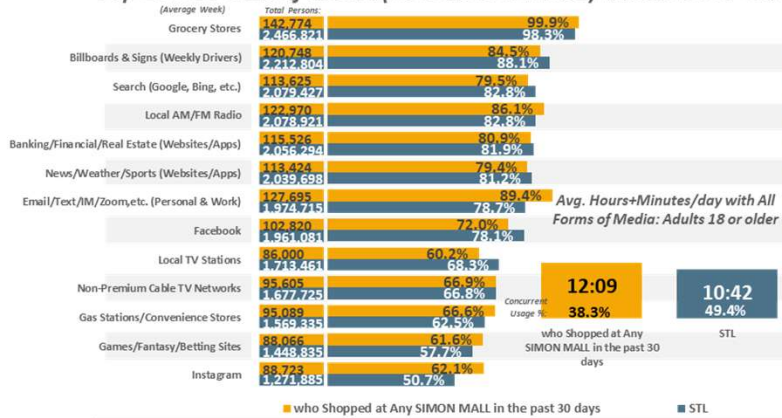




Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an average of 8 hours and 56 minutes each day with All Forms of Ad-Supported Media. 81.8% listen to Local AM/FM Radio for an avg. of 61.8 minutes/day. (Local Radio delivers 9.4% of Time with Ad-Supported Media.)

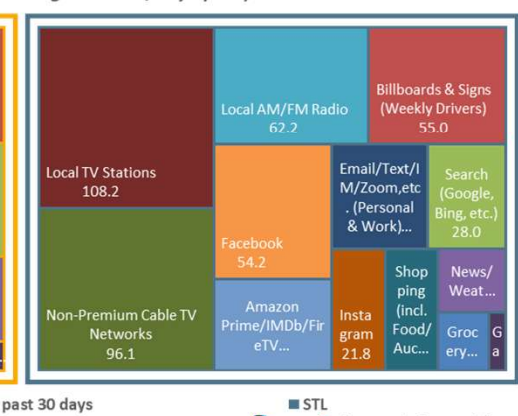
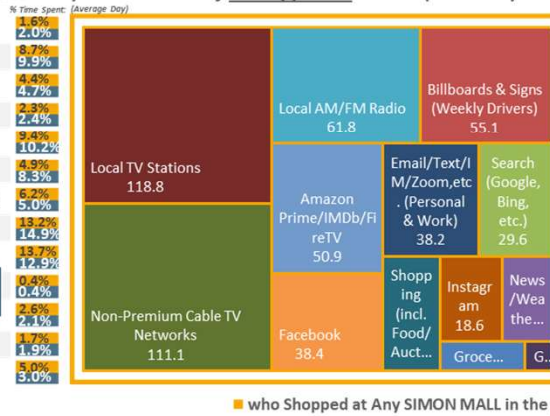
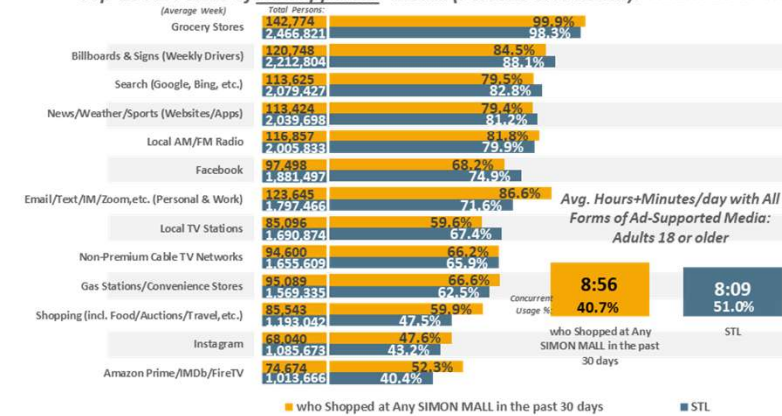
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



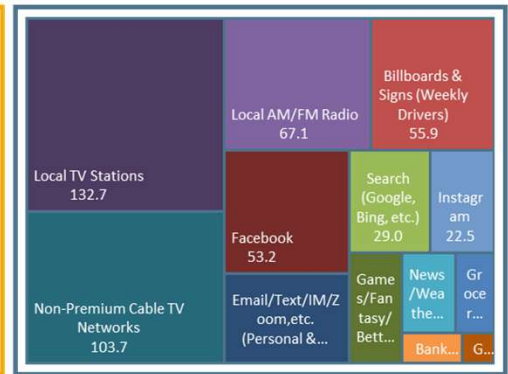
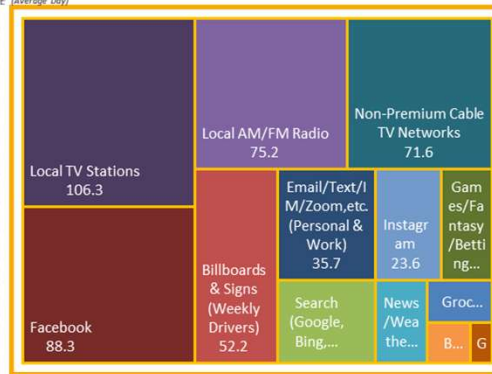
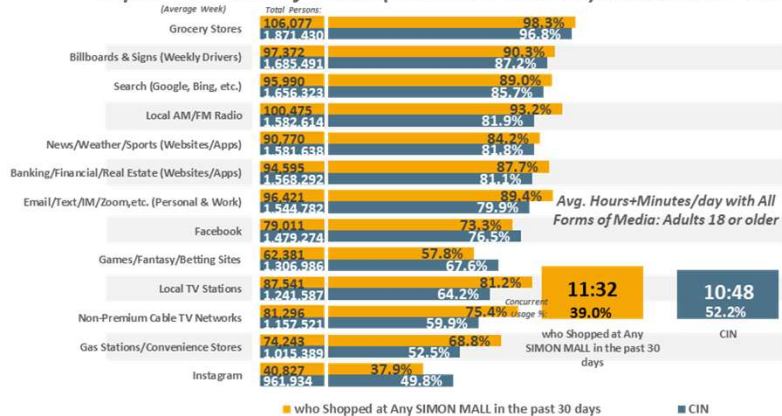




Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an average of 8 hours and 53 minutes each day with All Forms of Ad-Supported Media. 89.4% listen to Local AM/FM Radio for an avg. of 67.1 minutes/day. (Local Radio delivers 11.2% of Time with Ad-Supported Media.)

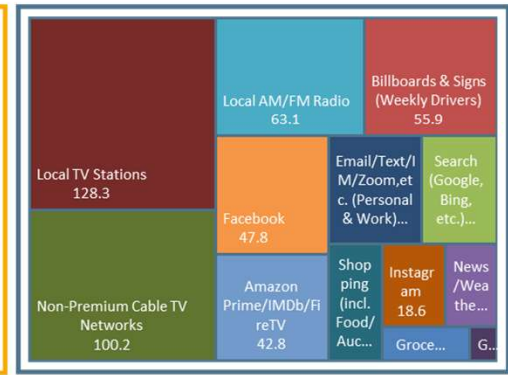
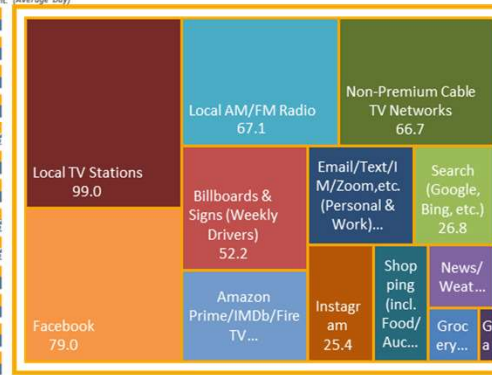
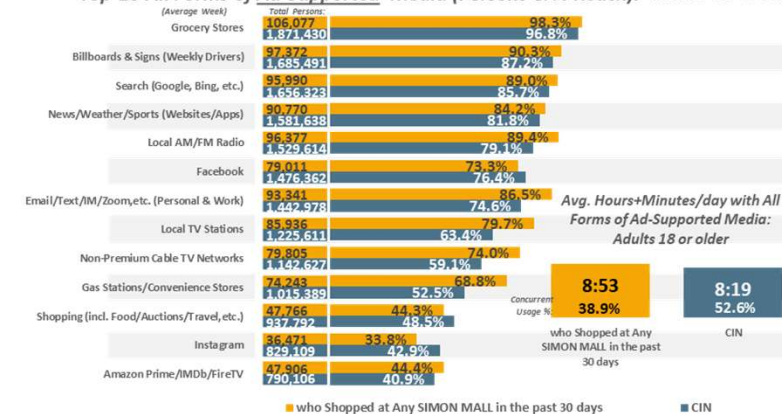
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

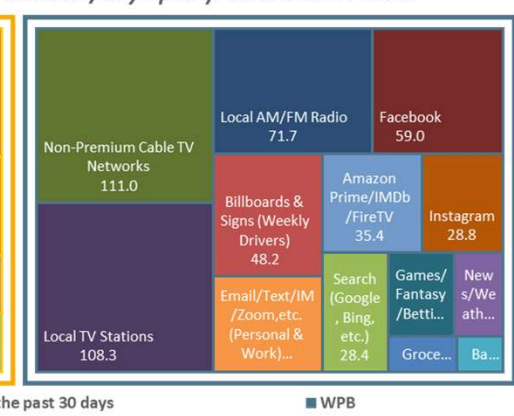
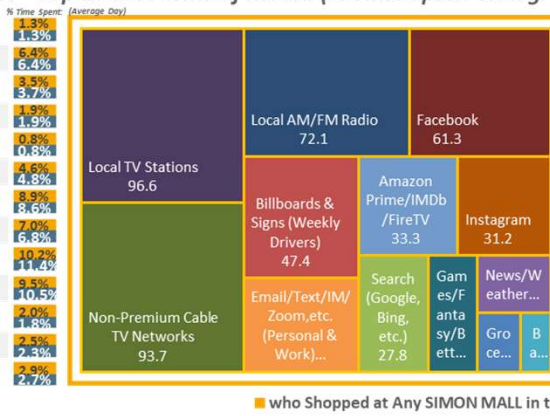
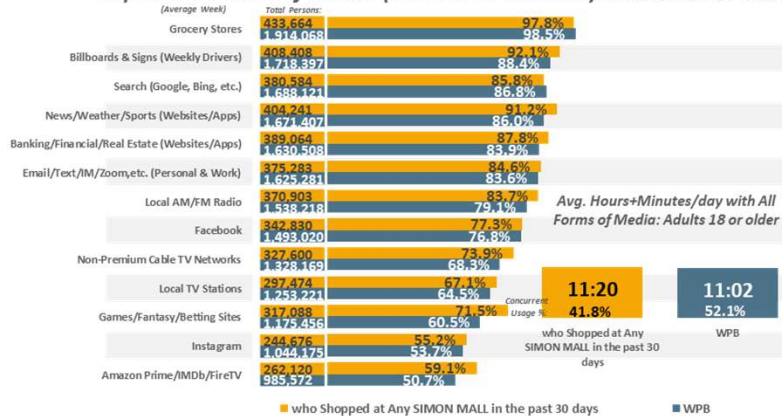
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



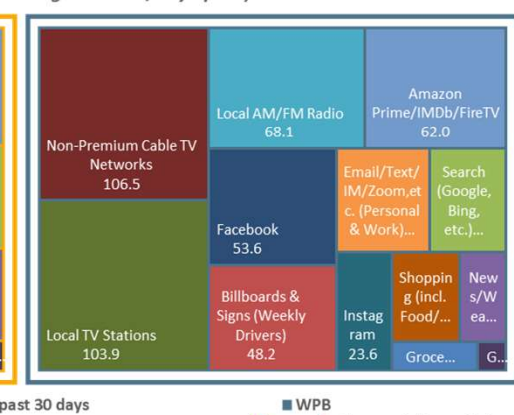
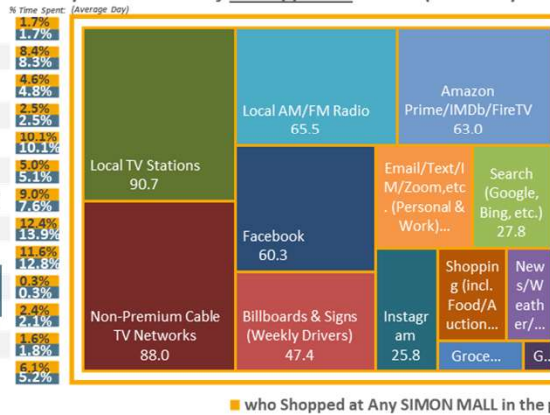
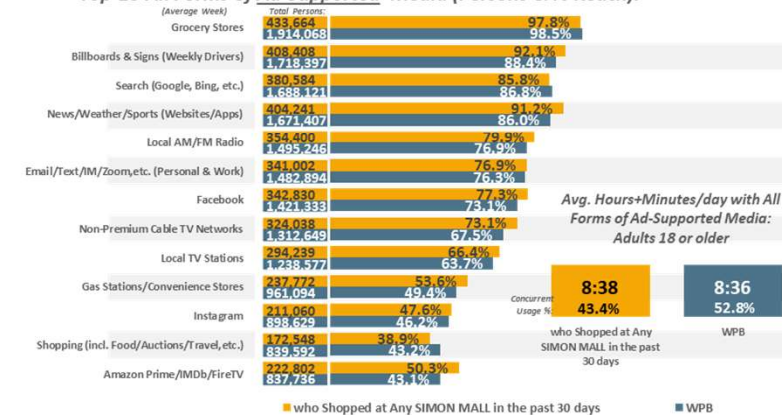


Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an average of 8 hours and 38 minutes each day with All Forms of Ad-Supported Media. 79.9% listen to Local AM/FM Radio for an avg. of 65.5 minutes/day. (Local Radio delivers 10.1% of Time with Ad-Supported Media.)

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



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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 614  
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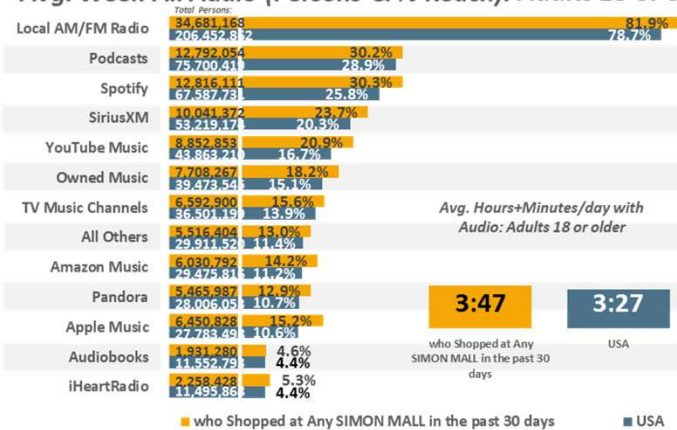
Malls shopped/visited past 30 days: Any Simon Mall



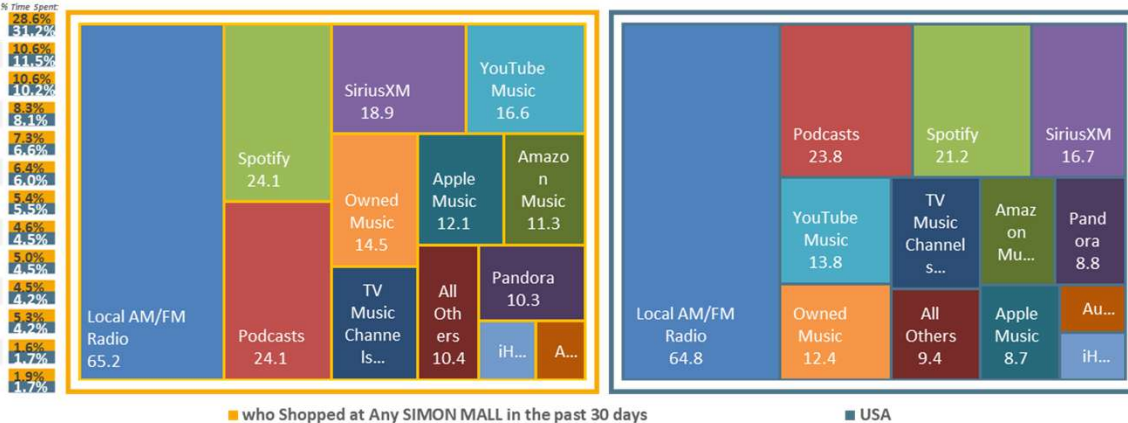


33,321,330 or 78.7% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 59.1 minutes every day representing 38.7% of all time spent daily with Ad-Supported Audio.

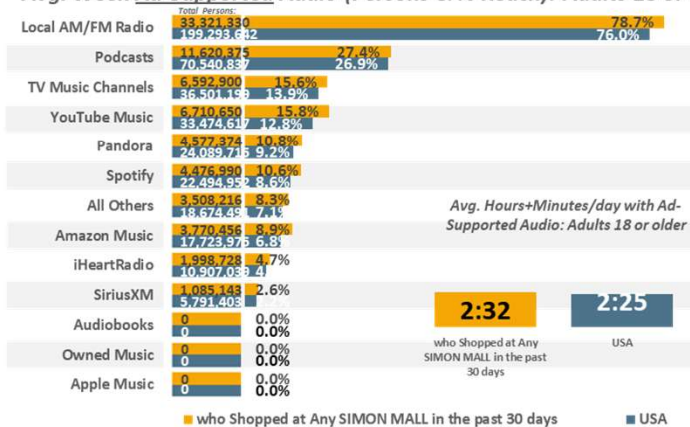
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



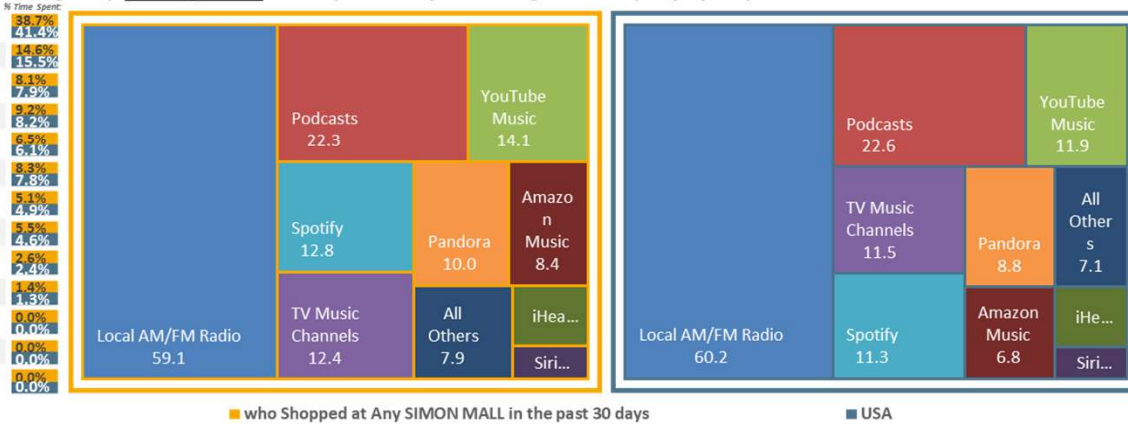
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



**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**



USA USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 4,424  
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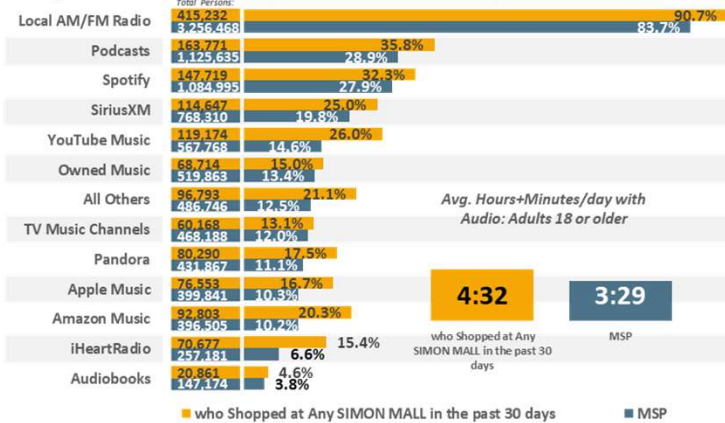
soefa.ai Share of Everything for Anything

Malls shopped/visited past 30 days: Any Simon Mall

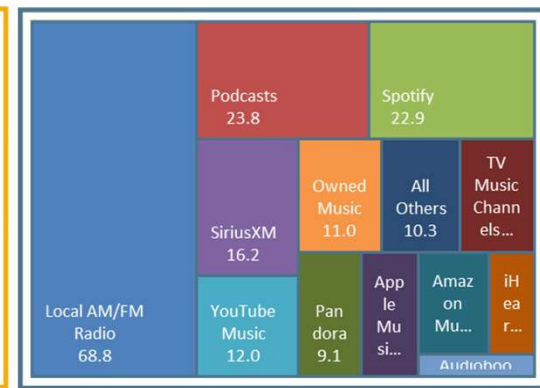
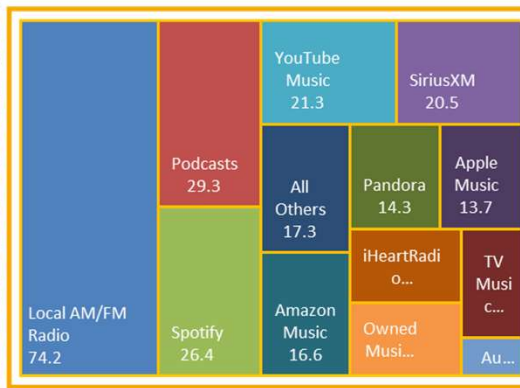


382,247 or 83.5% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 63.6 minutes every day representing 33.1% of all time spent daily with Ad-Supported Audio.

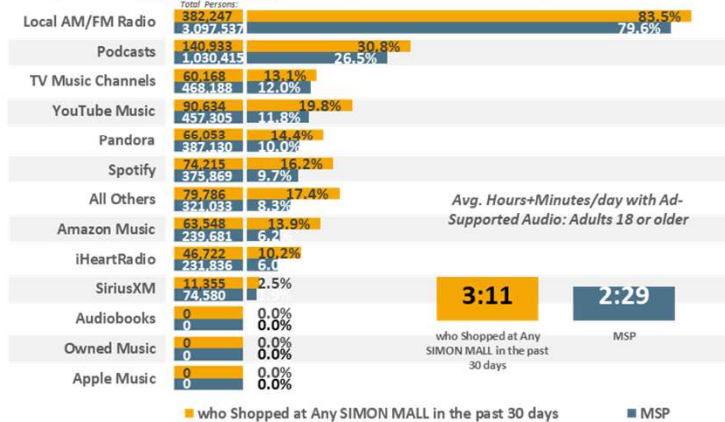
#### Avg. Week All Audio (Persons & % Reach): Adults 18 or older



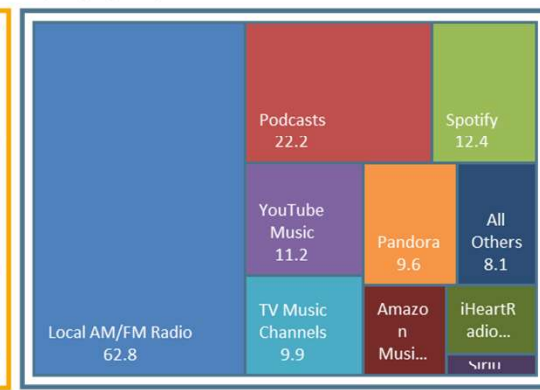
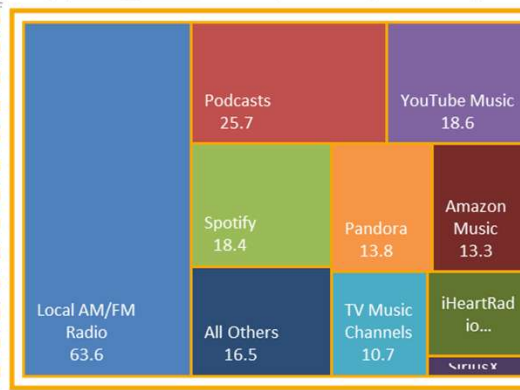
#### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



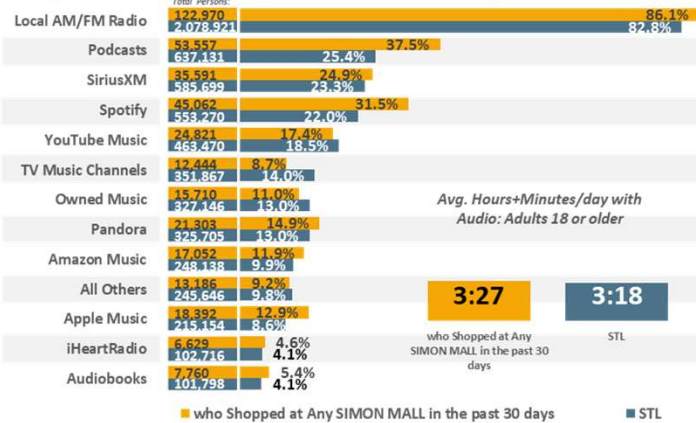
#### Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



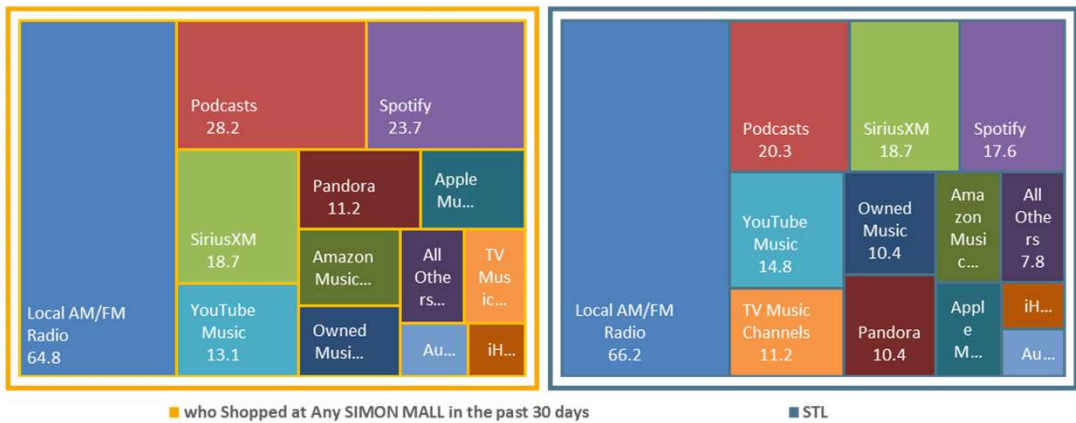


116,857 or 81.8% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 61.8 minutes every day representing 42.4% of all time spent daily with Ad-Supported Audio.

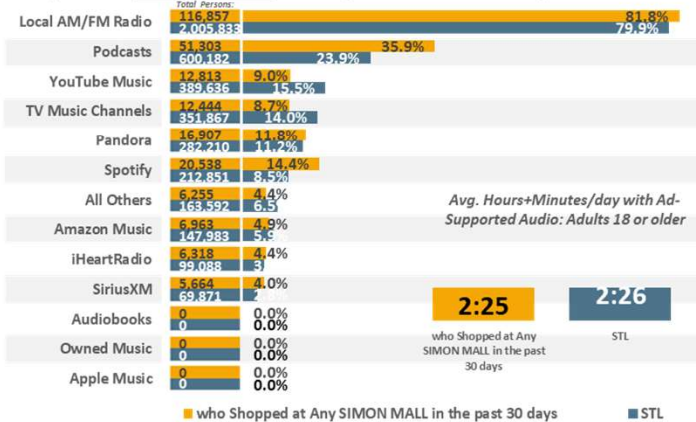
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



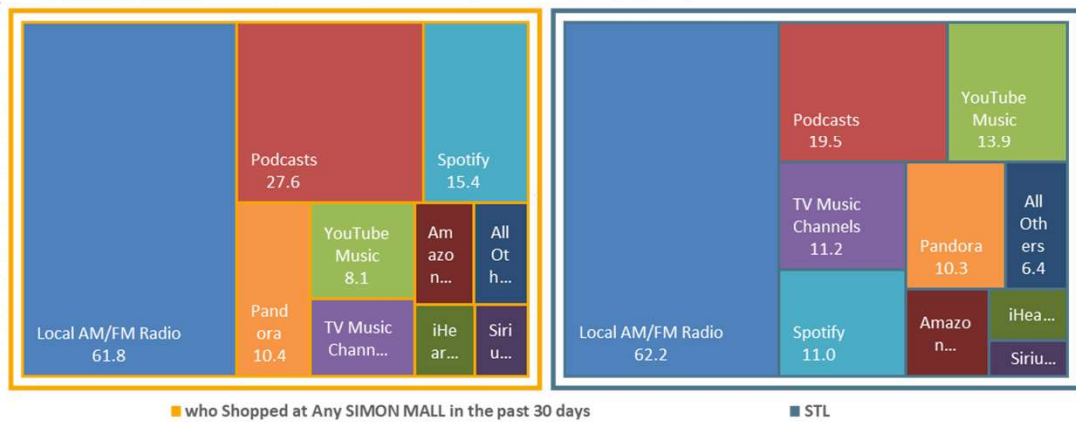
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



**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**

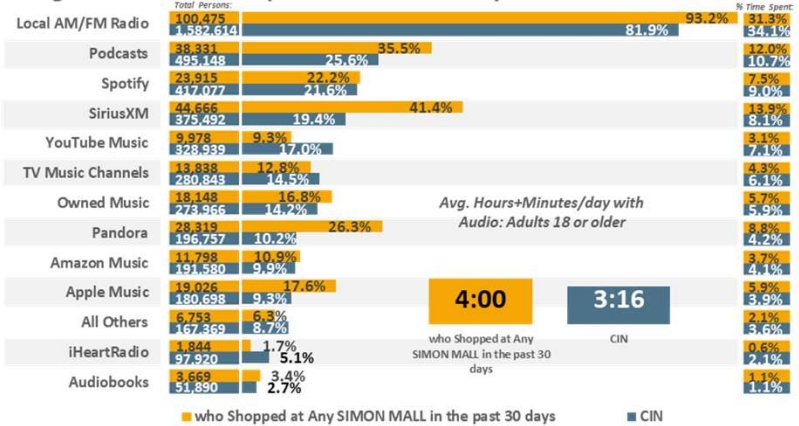




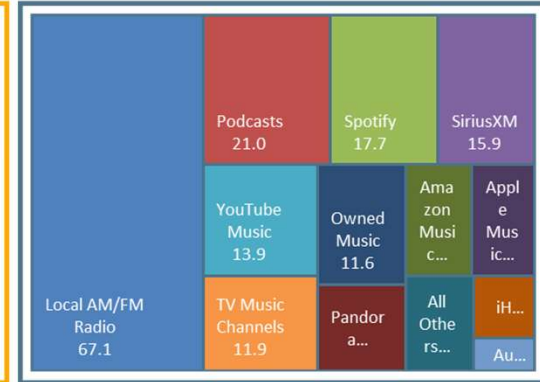
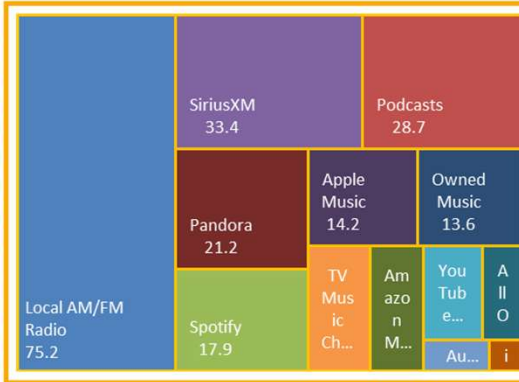


96,377 or 89.4% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 67.1 minutes every day representing 44.2% of all time spent daily with Ad-Supported Audio.

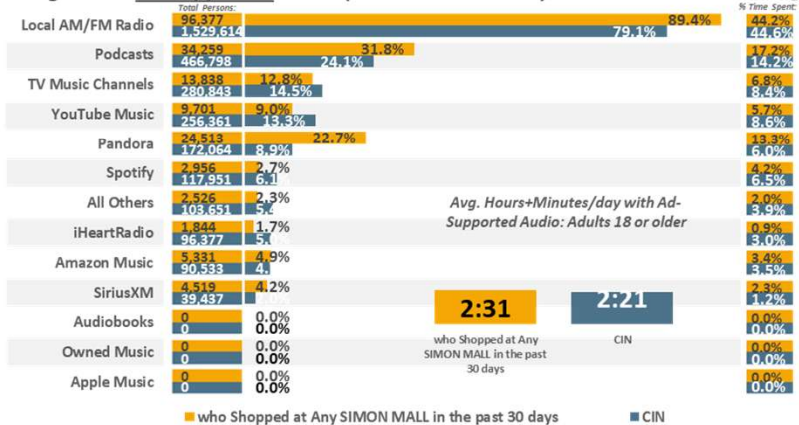
#### Avg. Week All Audio (Persons & % Reach): Adults 18 or older



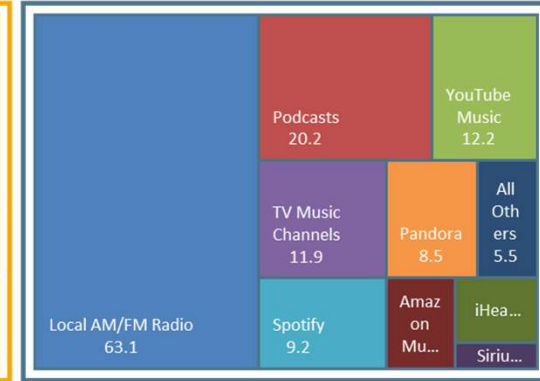
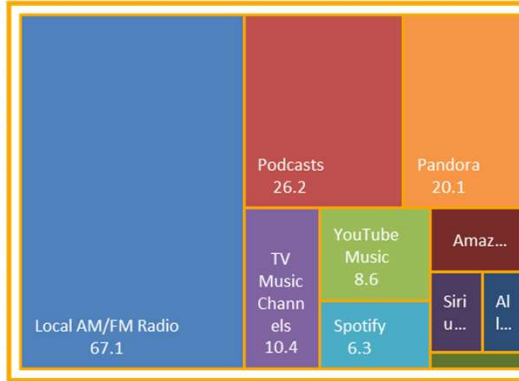
#### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



#### 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

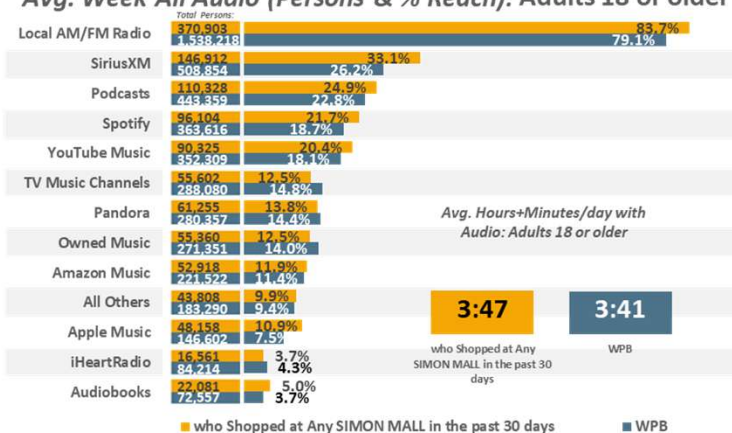




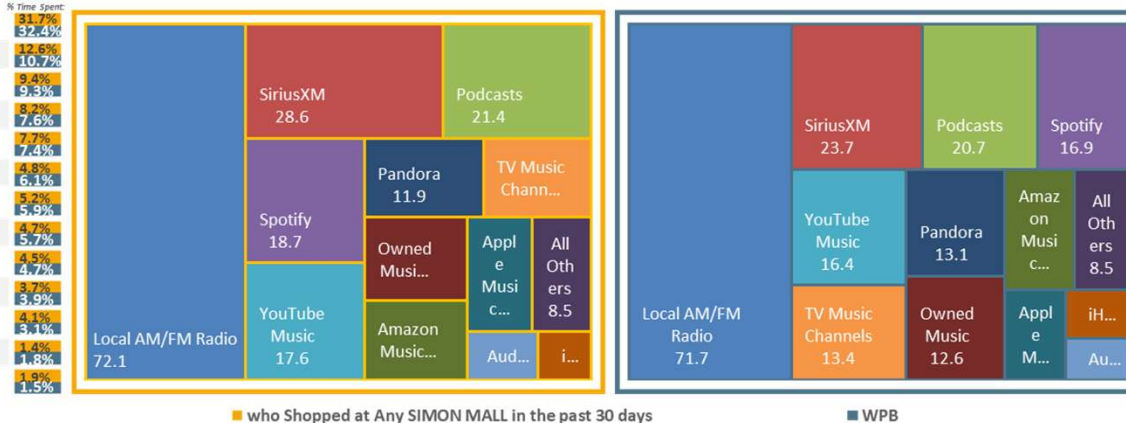


354,400 or 79.9% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 65.5 minutes every day representing 41.7% of all time spent daily with Ad-Supported Audio.

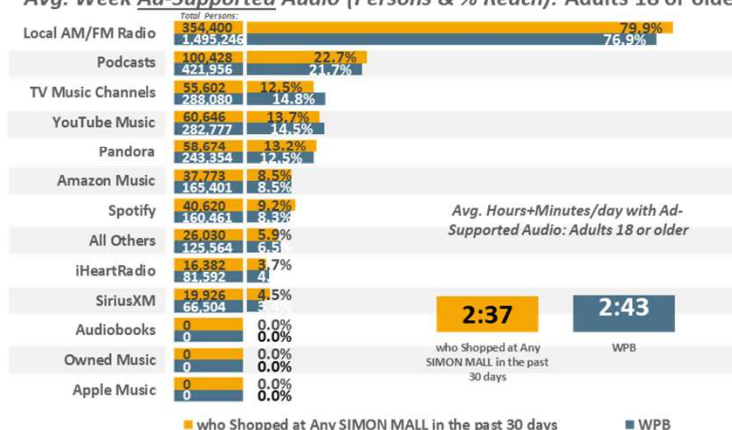
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



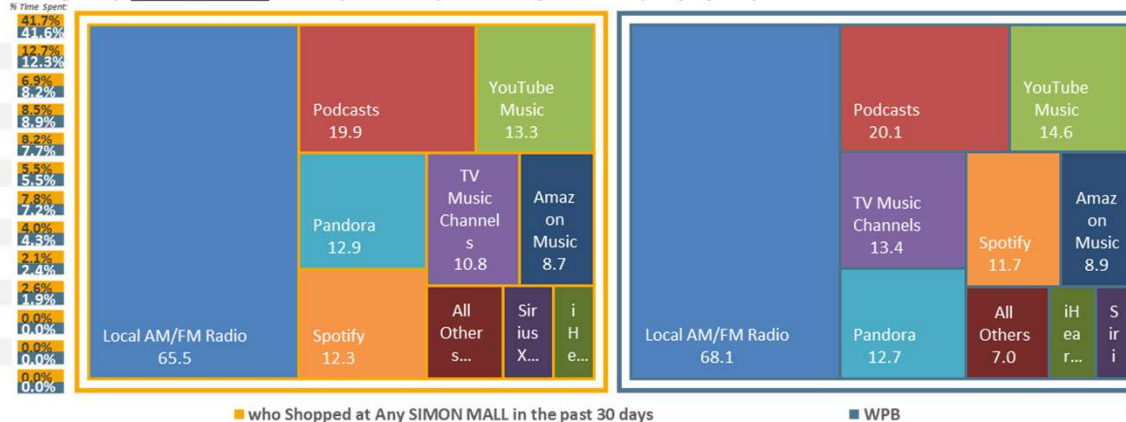
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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

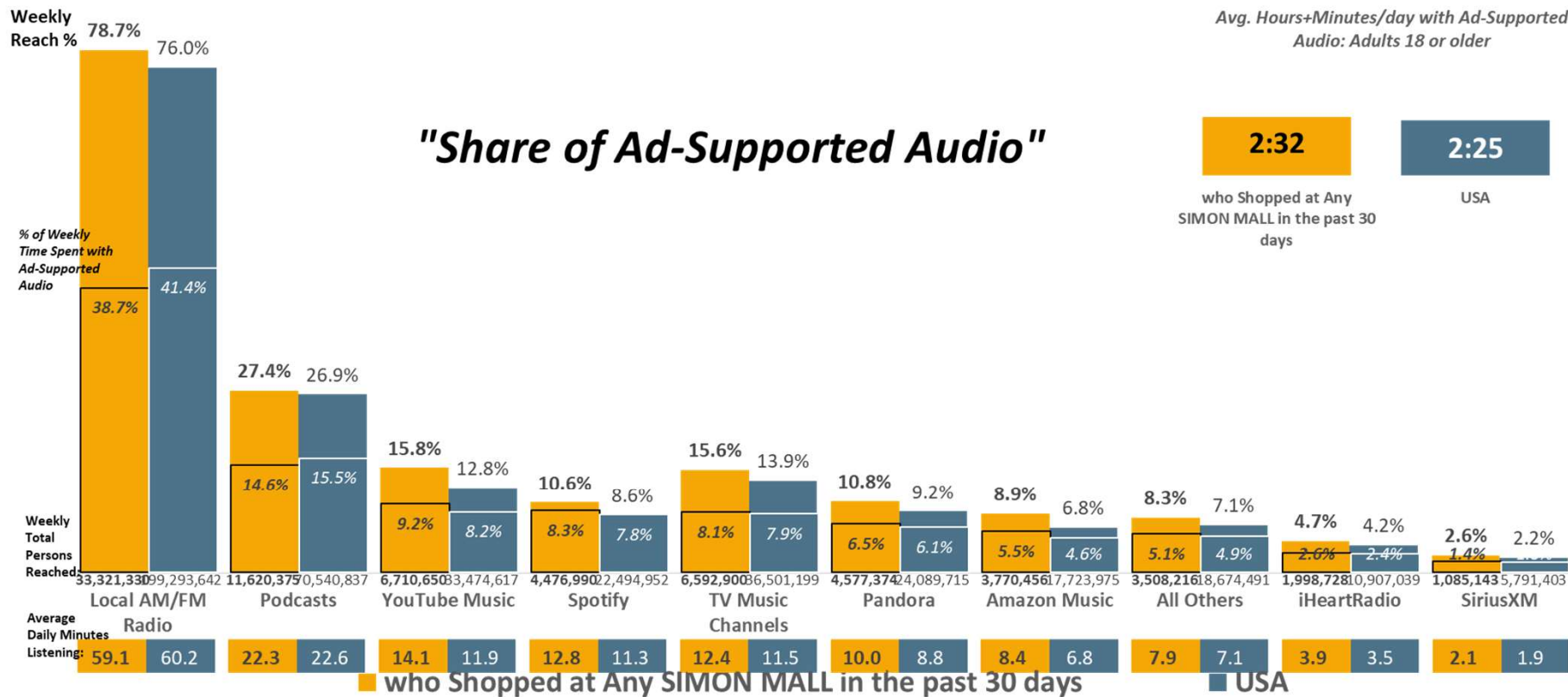


**Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



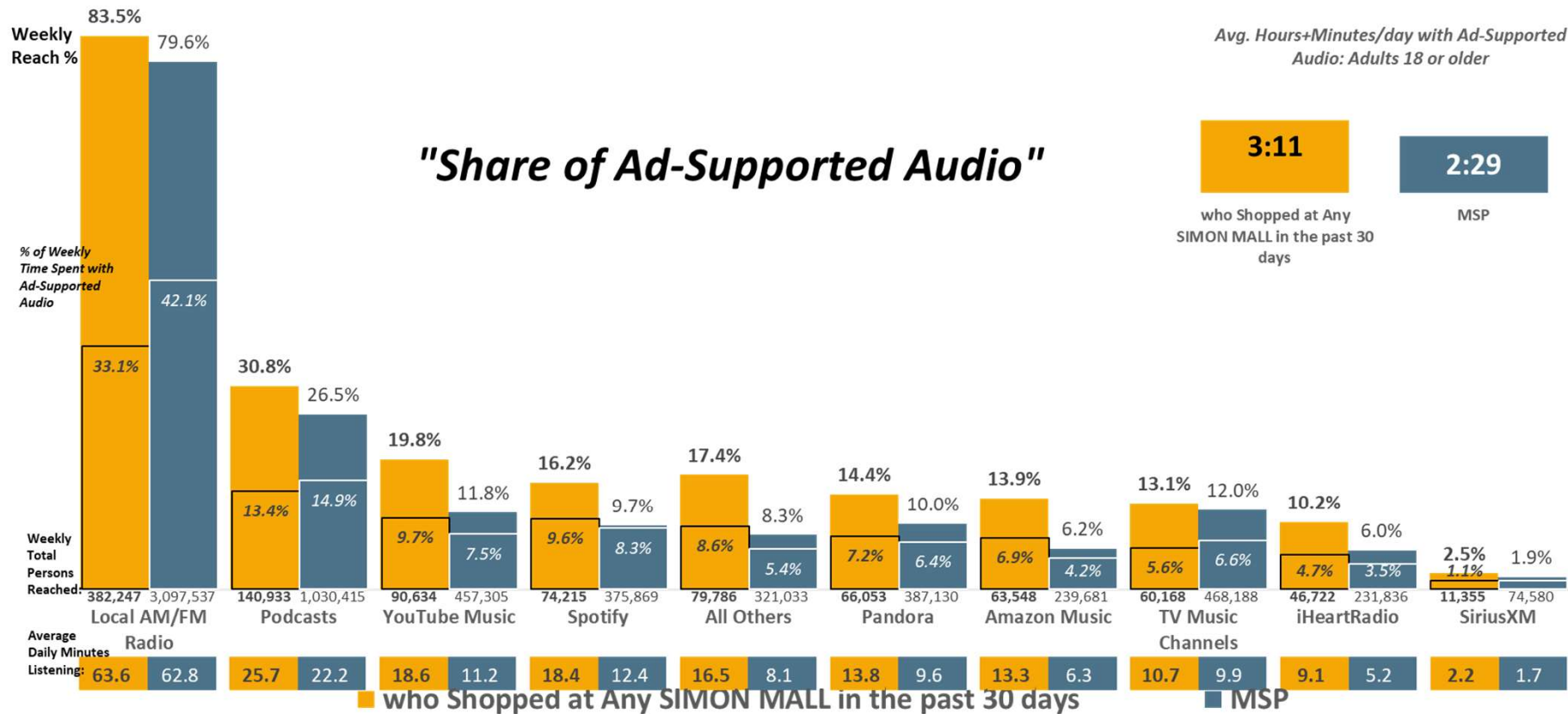


33,321,330 or 78.7% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 59.1 minutes every day representing 38.7% of all time spent daily with Ad-Supported Audio.



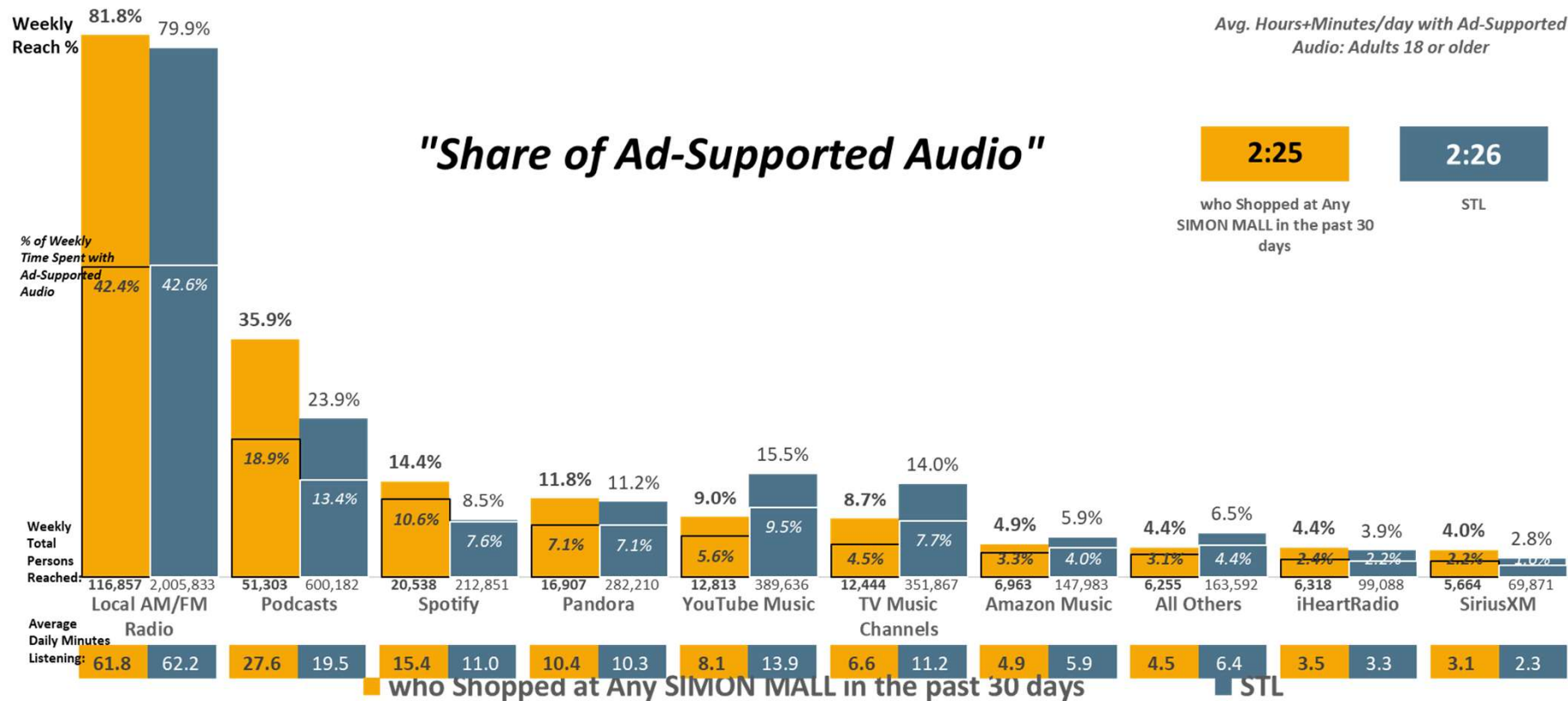


382,247 or 83.5% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 63.6 minutes every day representing 33.1% of all time spent daily with Ad-Supported Audio.





116,857 or 81.8% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 61.8 minutes every day representing 42.4% of all time spent daily with Ad-Supported Audio.

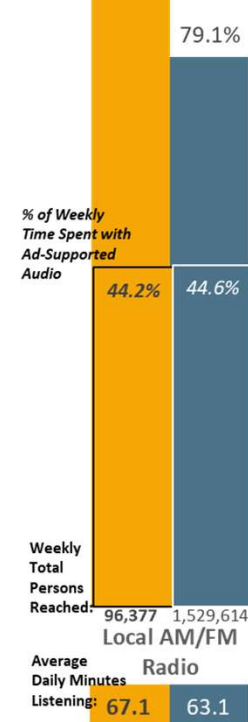




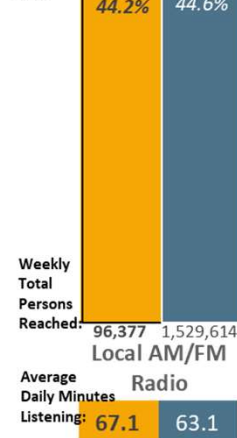


96,377 or 89.4% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 67.1 minutes every day representing 44.2% of all time spent daily with Ad-Supported Audio.

Weekly Reach %

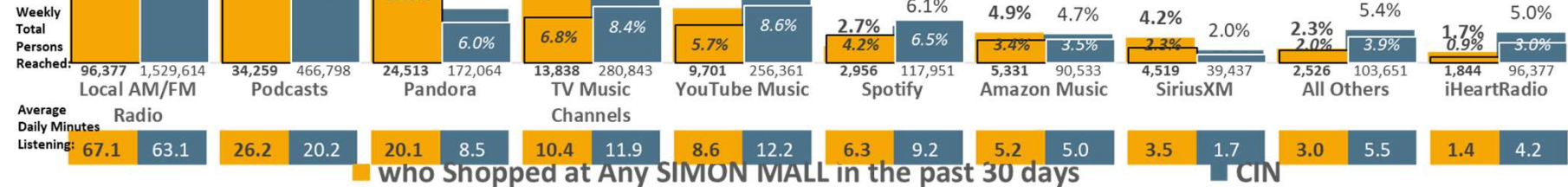


% of Weekly Time Spent with Ad-Supported Audio



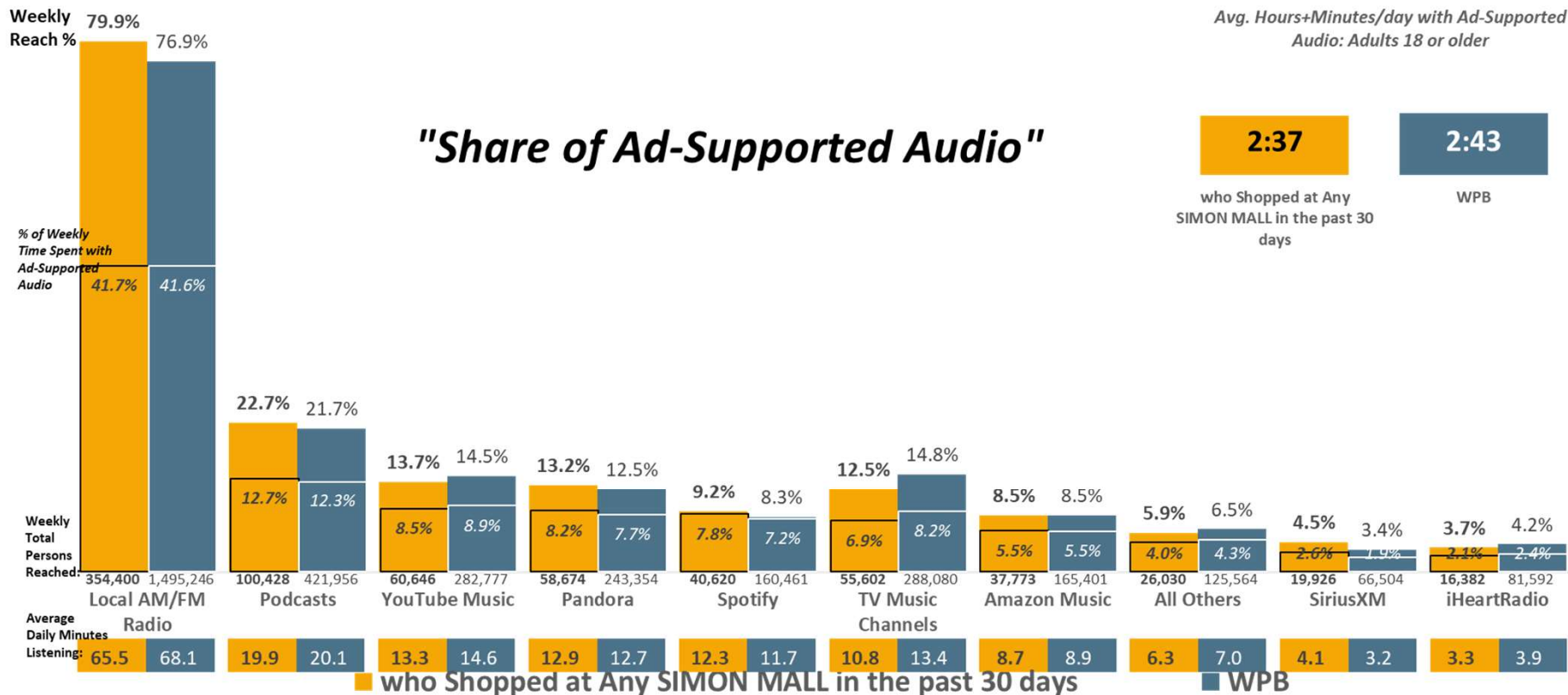
## "Share of Ad-Supported Audio"

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





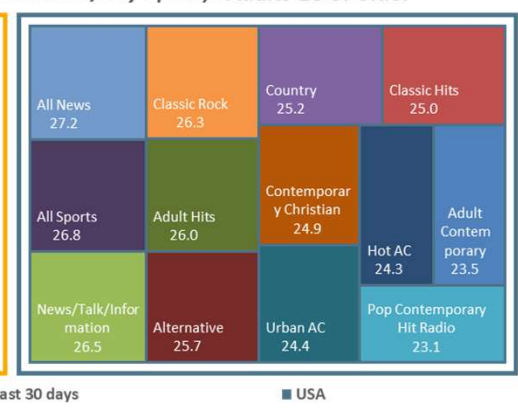
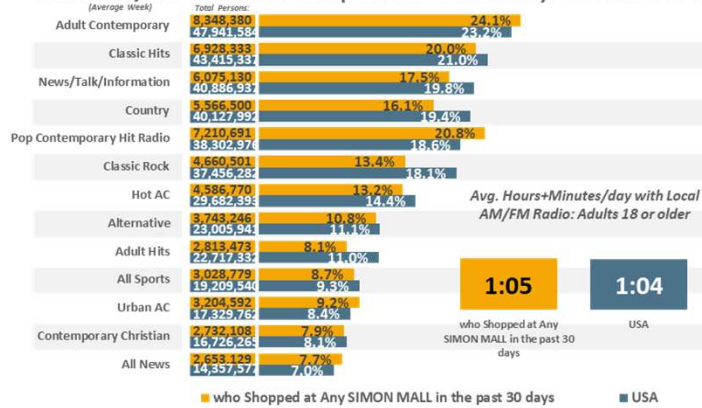
354,400 or 79.9% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 65.5 minutes every day representing 41.7% of all time spent daily with Ad-Supported Audio.



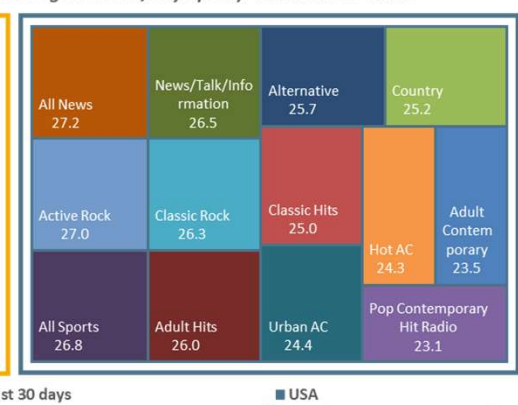
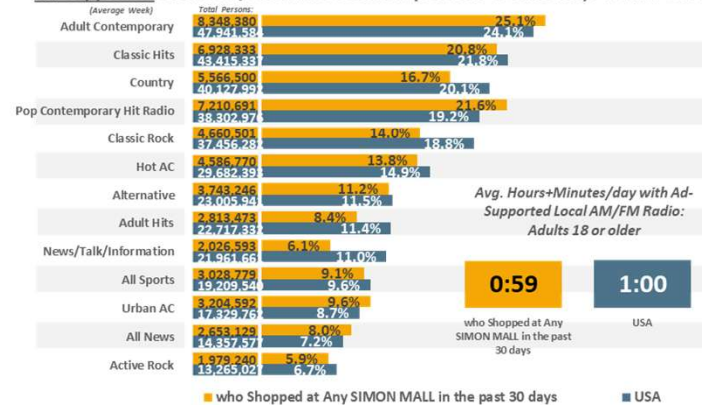


33,321,330 or 78.7% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Classic Rock.

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



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



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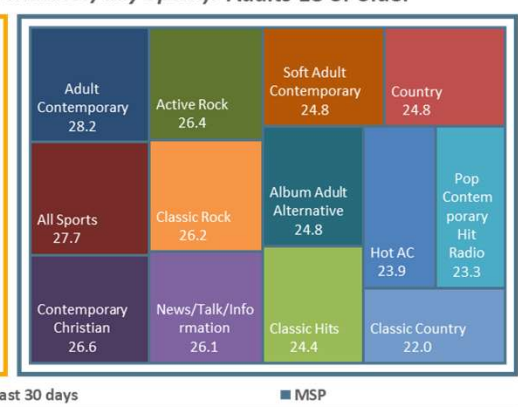
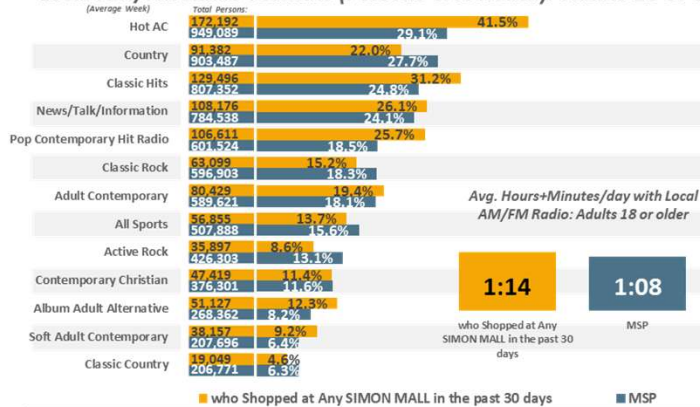
Malls shopped/visited past 30 days: Any Simon Mall



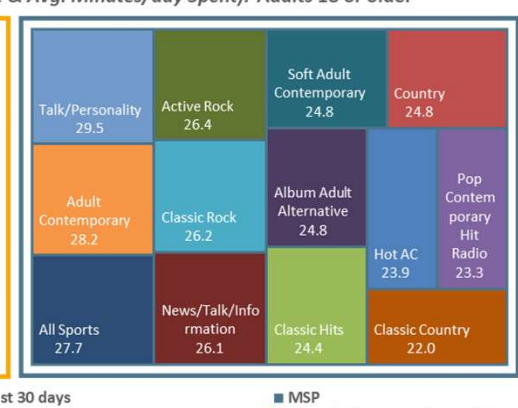
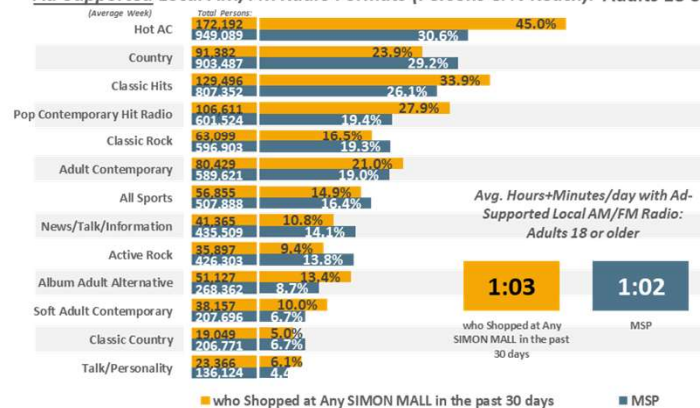


382,247 or 83.5% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Classic Hits, Pop Contemporary Hit Radio, Country, and Adult Contemporary.

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



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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 268  
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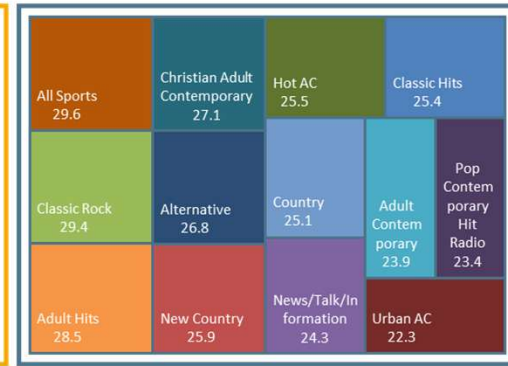
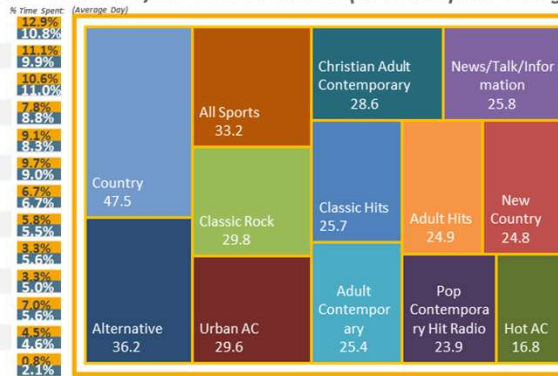
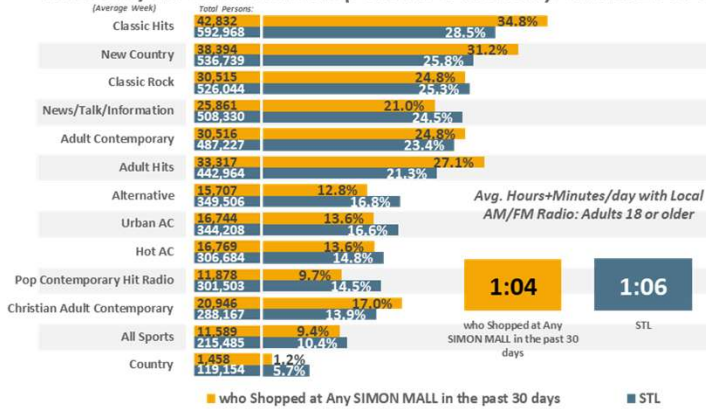
Malls shopped/visited past 30 days: Any Simon Mall



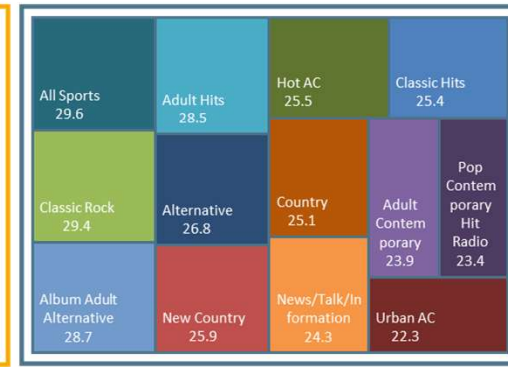
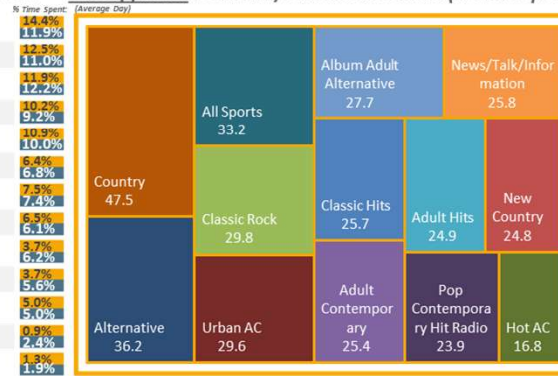
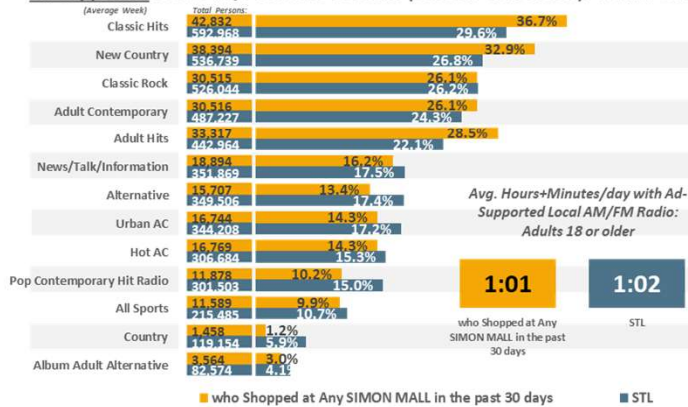


116,857 or 81.8% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, New Country, Adult Hits, Adult Contemporary, and Classic Rock.

**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**



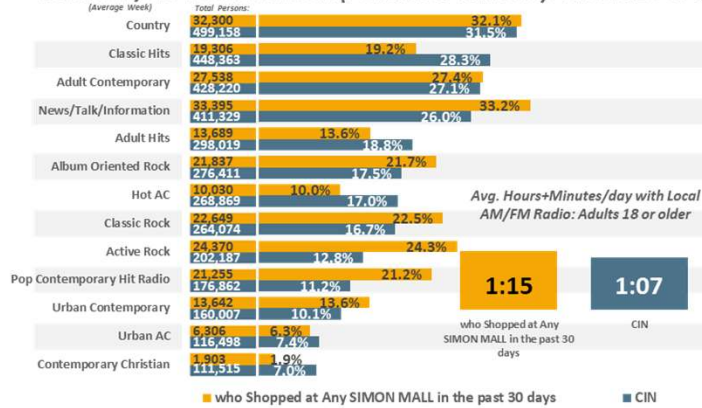
**Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older** **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



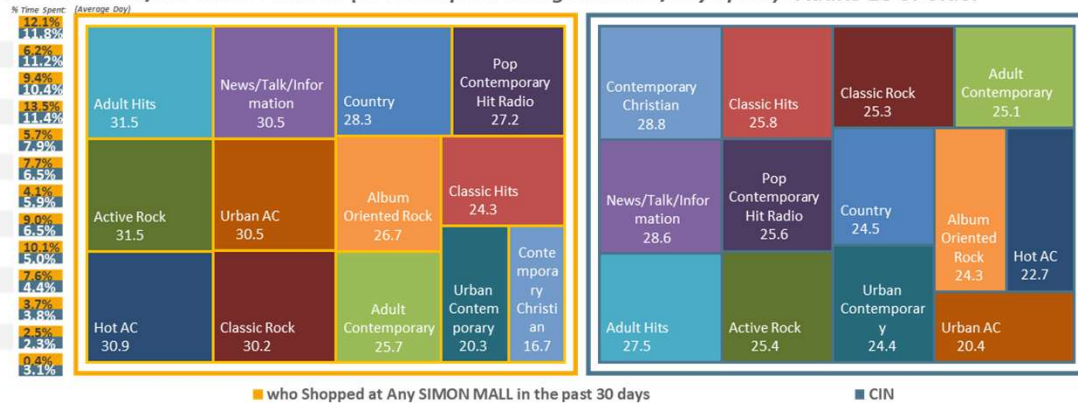


96,377 or 89.4% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Active Rock, Classic Rock, and Album Oriented Rock.

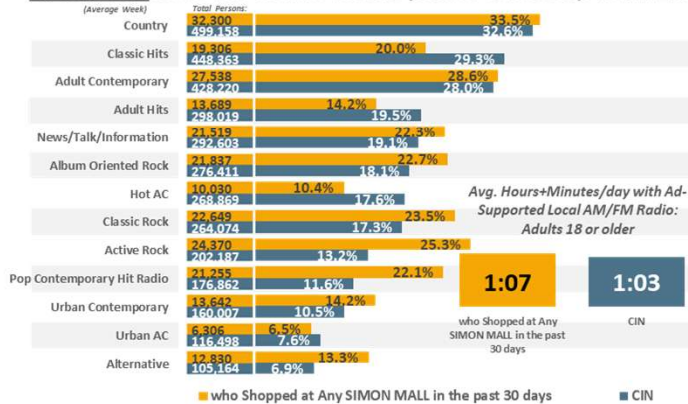
### Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



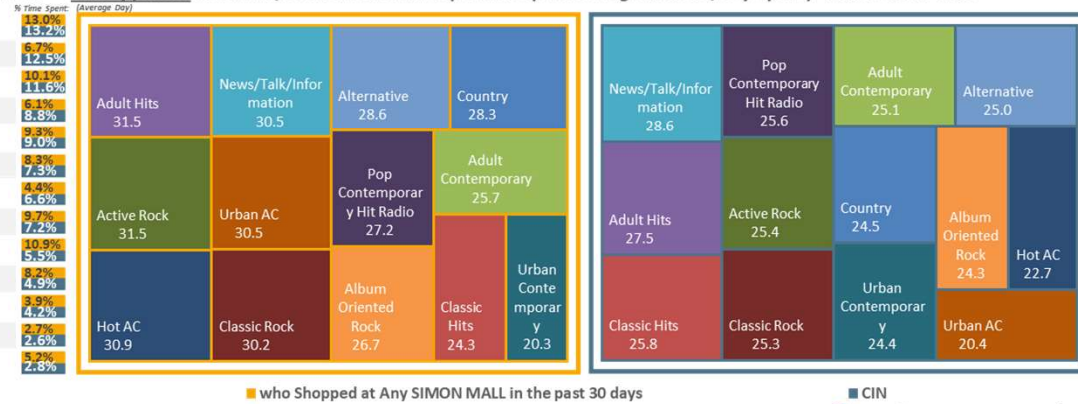
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



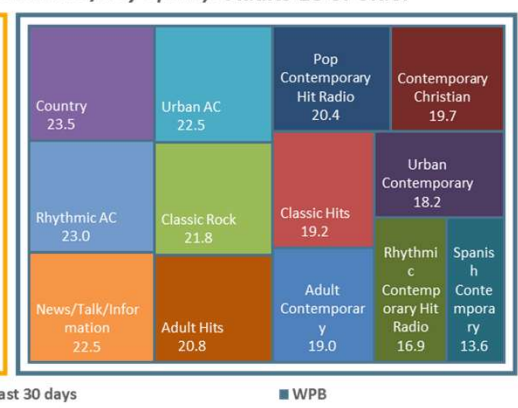
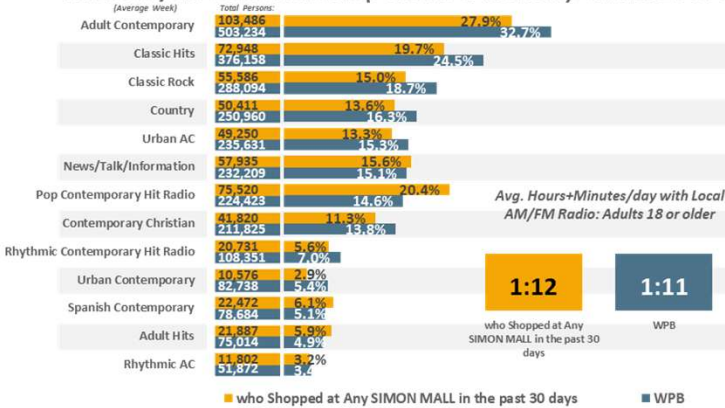
### Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



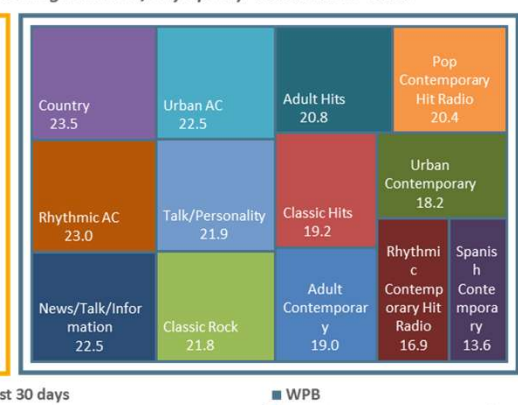
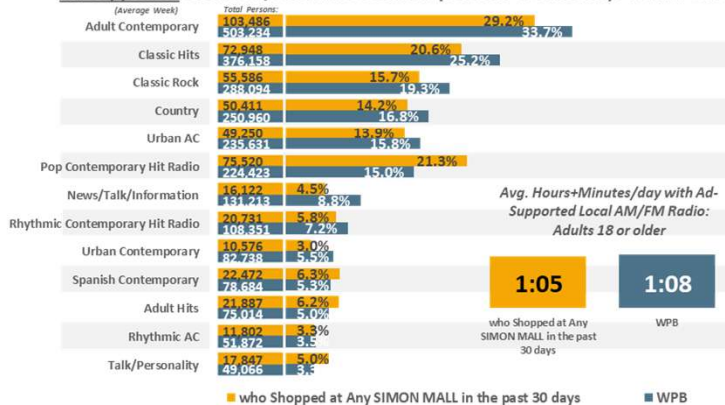


354,400 or 79.9% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Classic Rock, and Country.

**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**



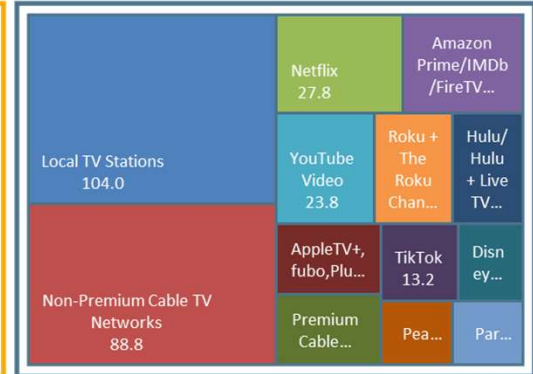
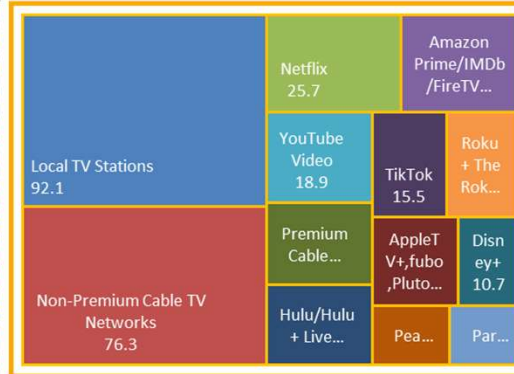
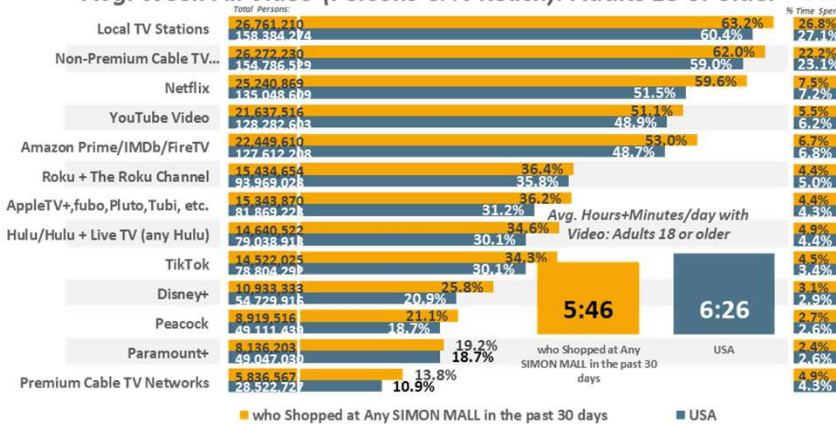




26,328,780 or 62.2% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days watch Ad-Supported Local TV Stations for an average of 86.1 minutes every day representing 30.6% of all time spent daily with Ad-Supported Video.

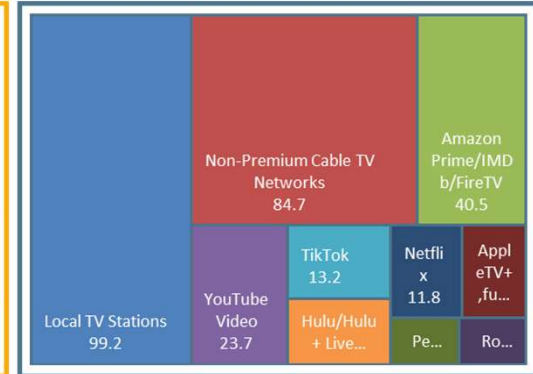
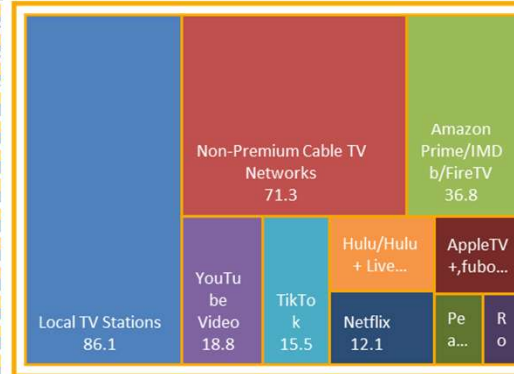
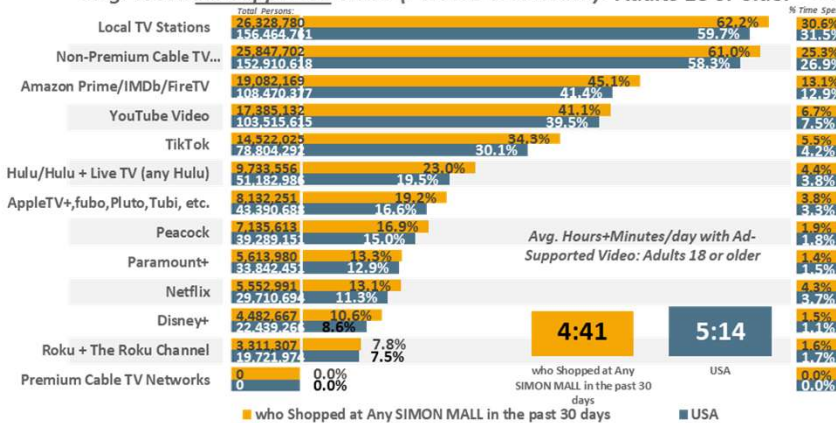
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

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



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

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



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Malls shopped/visited past 30 days: Any Simon Mall

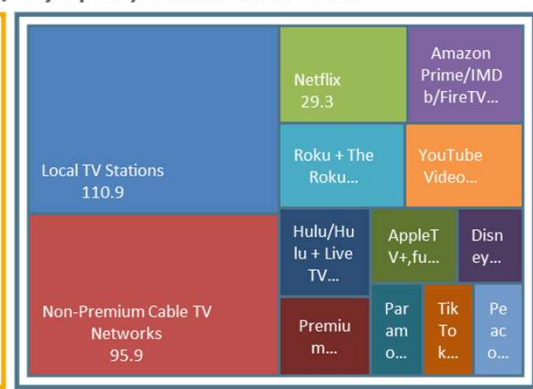
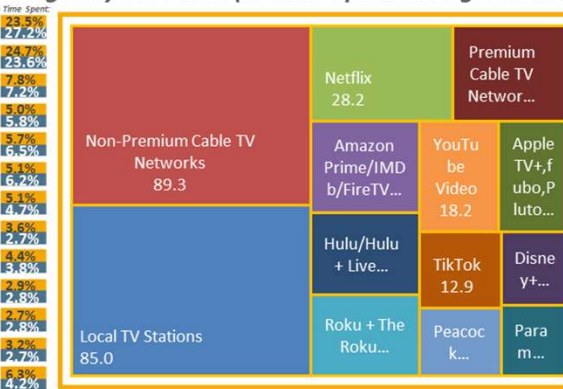
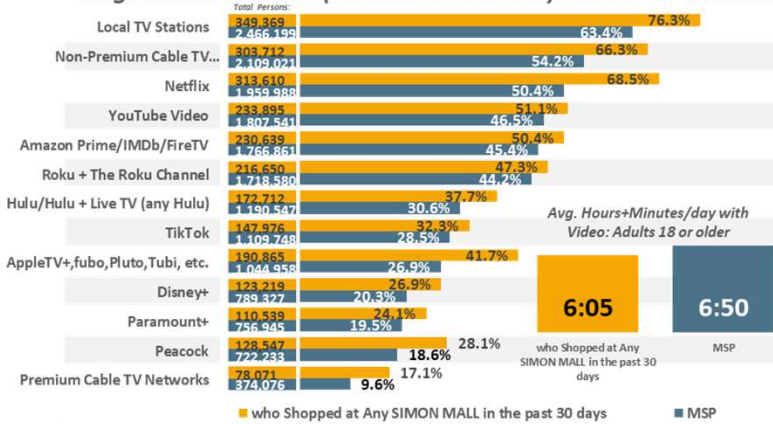




341,619 or 74.6% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days watch Ad-Supported Local TV Stations for an average of 77.6 minutes every day representing 26.9% of all time spent daily with Ad-Supported Video.

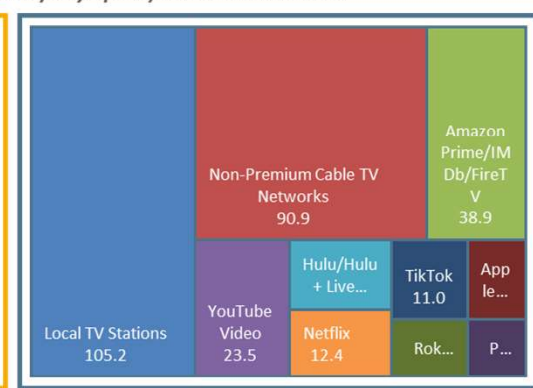
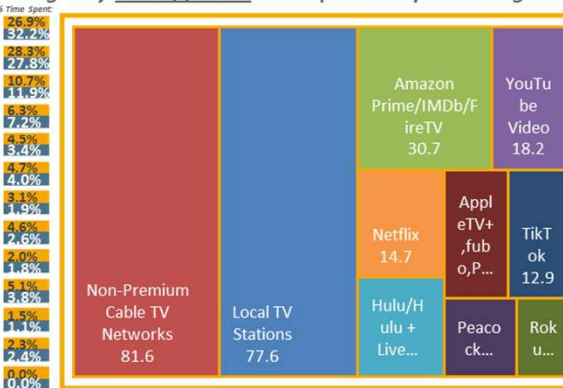
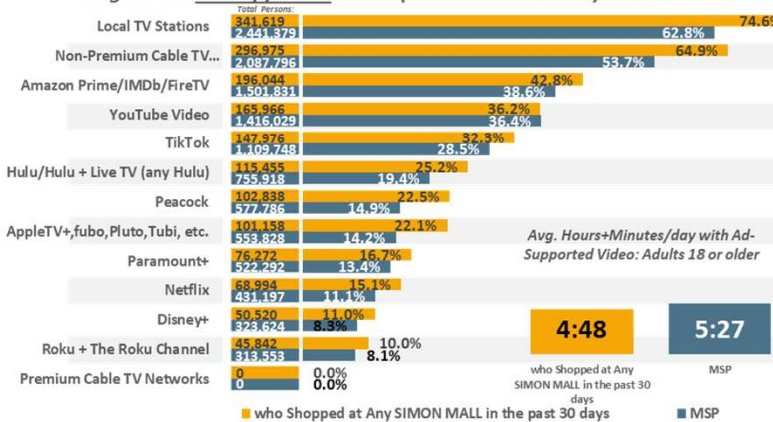
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

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



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

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

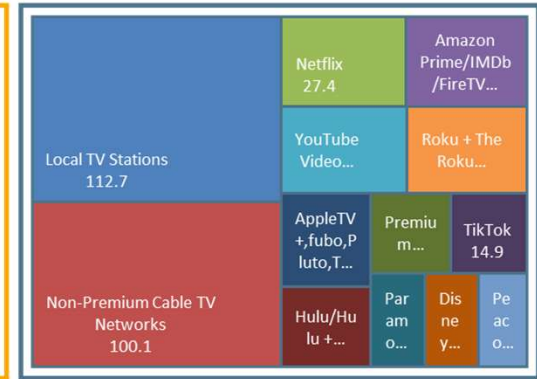
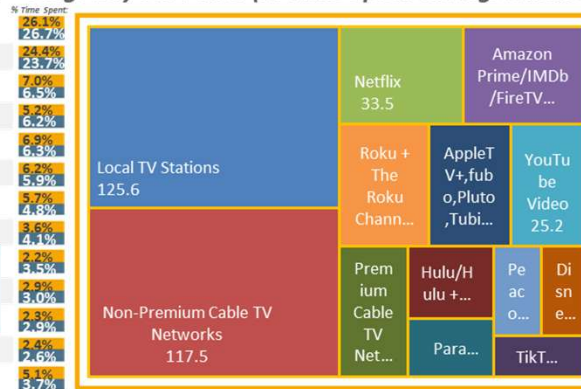
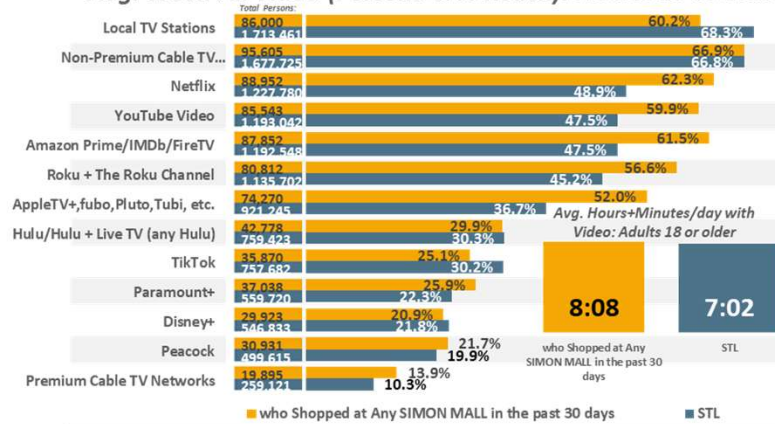




85,096 or 59.6% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days watch Ad-Supported Local TV Stations for an average of 118.8 minutes every day representing 30.4% of all time spent daily with Ad-Supported Video.

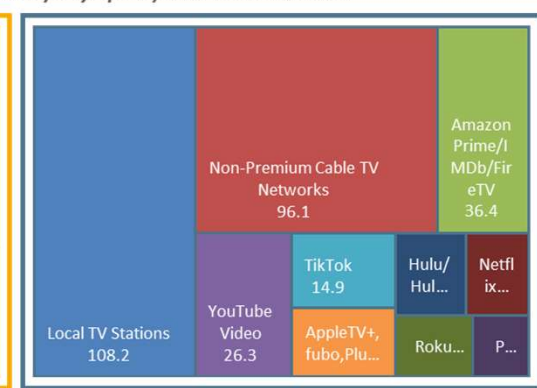
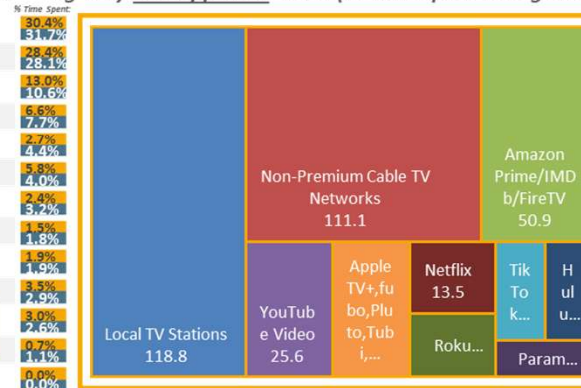
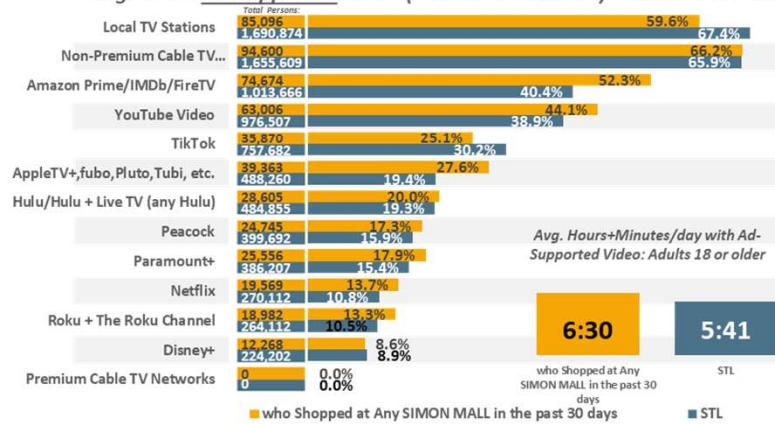
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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

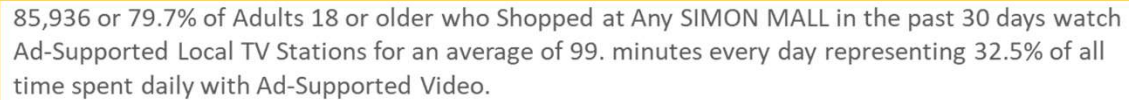
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



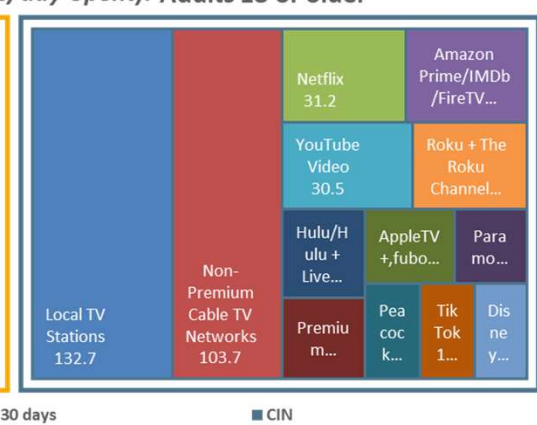
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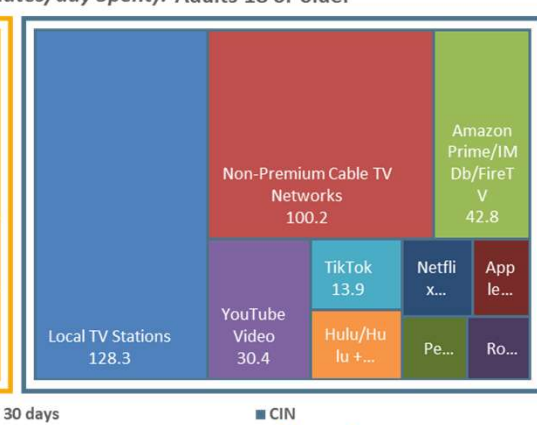
Malls shopped/visited past 30 days: Any Simon Mall



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



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



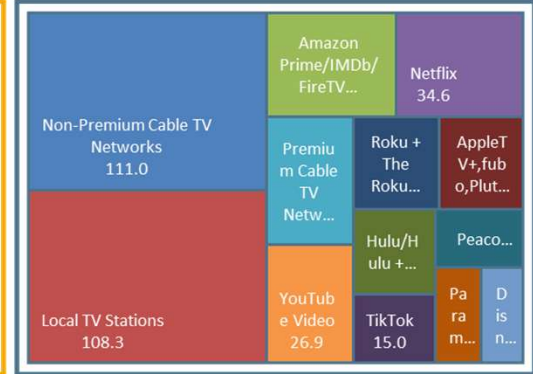
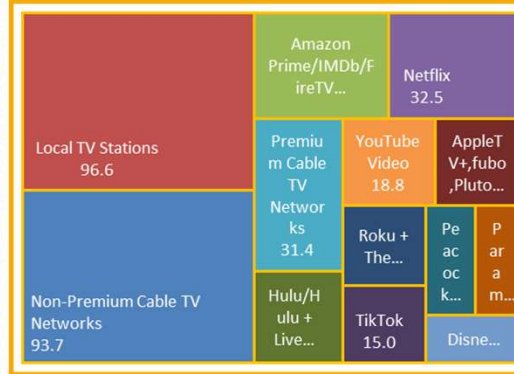
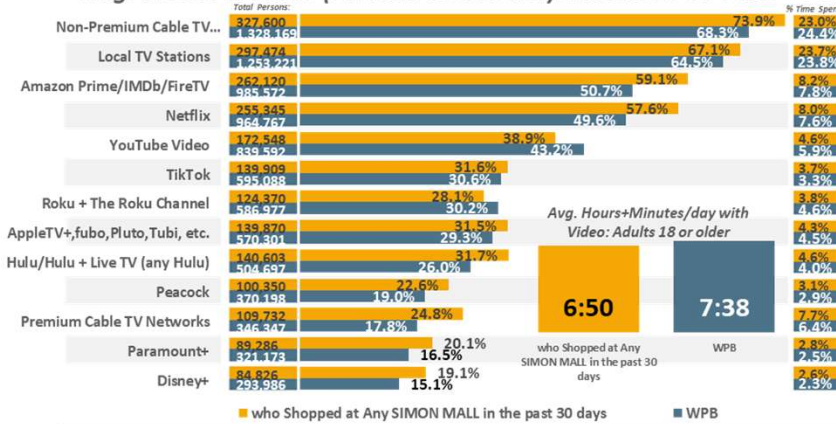




294,239 or 66.4% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days watch Ad-Supported Local TV Stations for an average of 90.7 minutes every day representing 26.9% of all time spent daily with Ad-Supported Video.

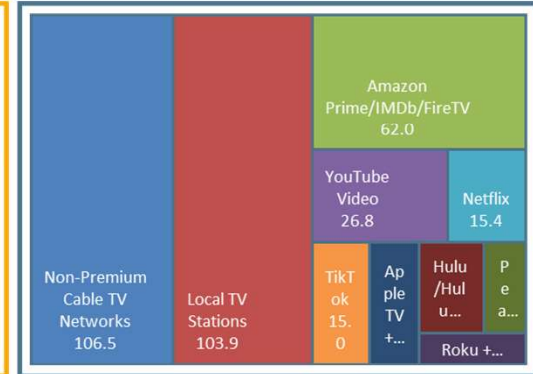
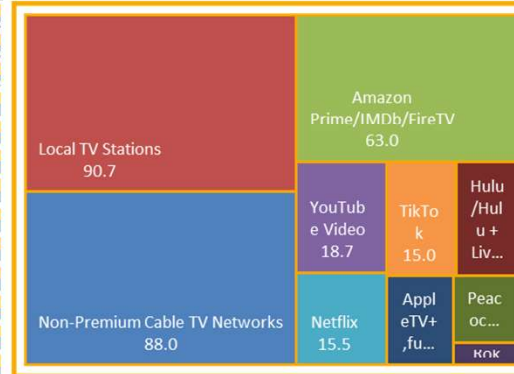
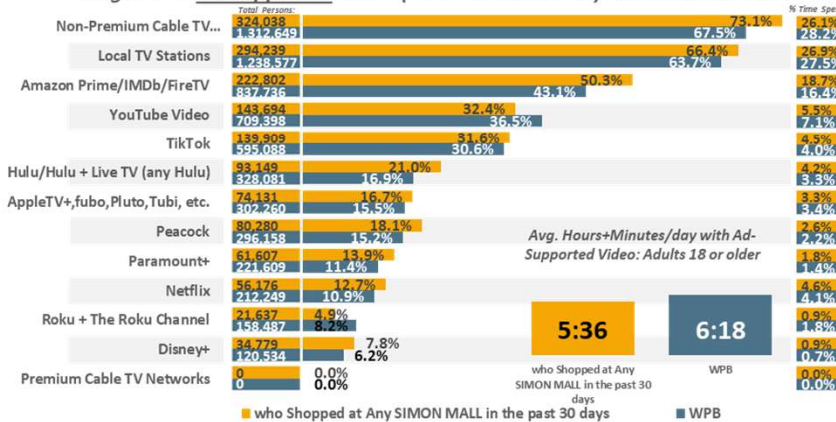
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

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



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

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

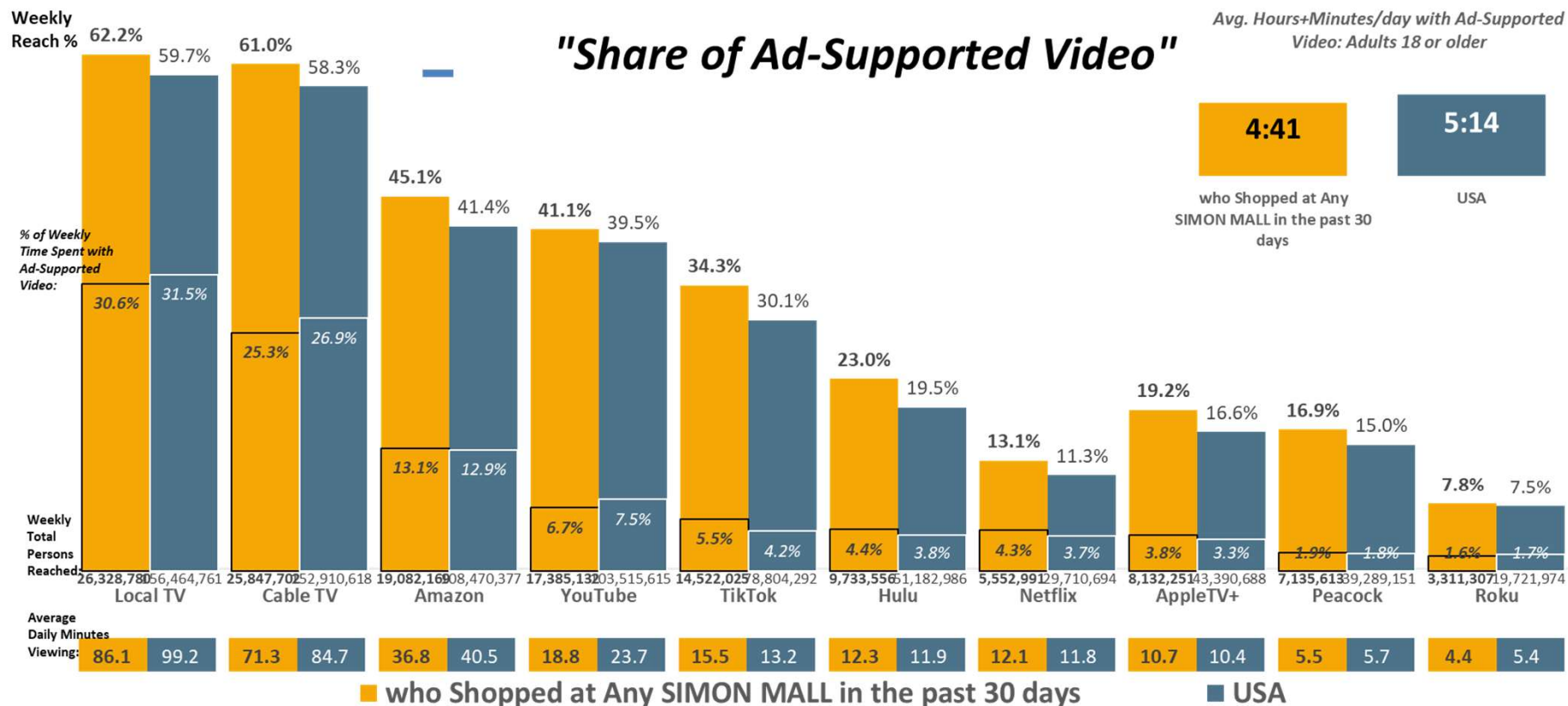






26,328,780 or 62.2% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days watch Ad-Supported Local TV Stations for an average of 86.1 minutes every day representing 30.6% of all time spent daily with Ad-Supported Video.

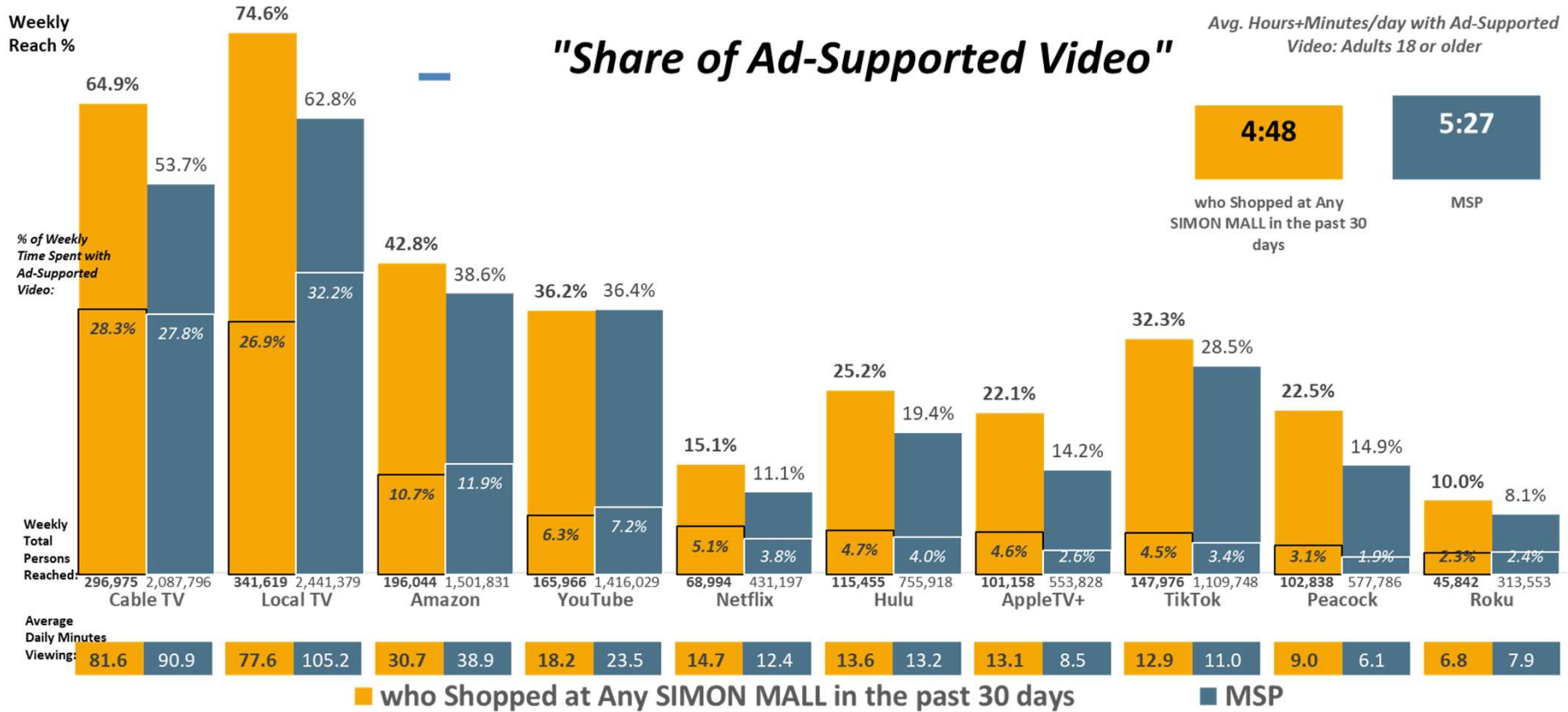
## "Share of Ad-Supported Video"





341,619 or 74.6% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days watch Ad-Supported Local TV Stations for an average of 77.6 minutes every day representing 26.9% of all time spent daily with Ad-Supported Video.

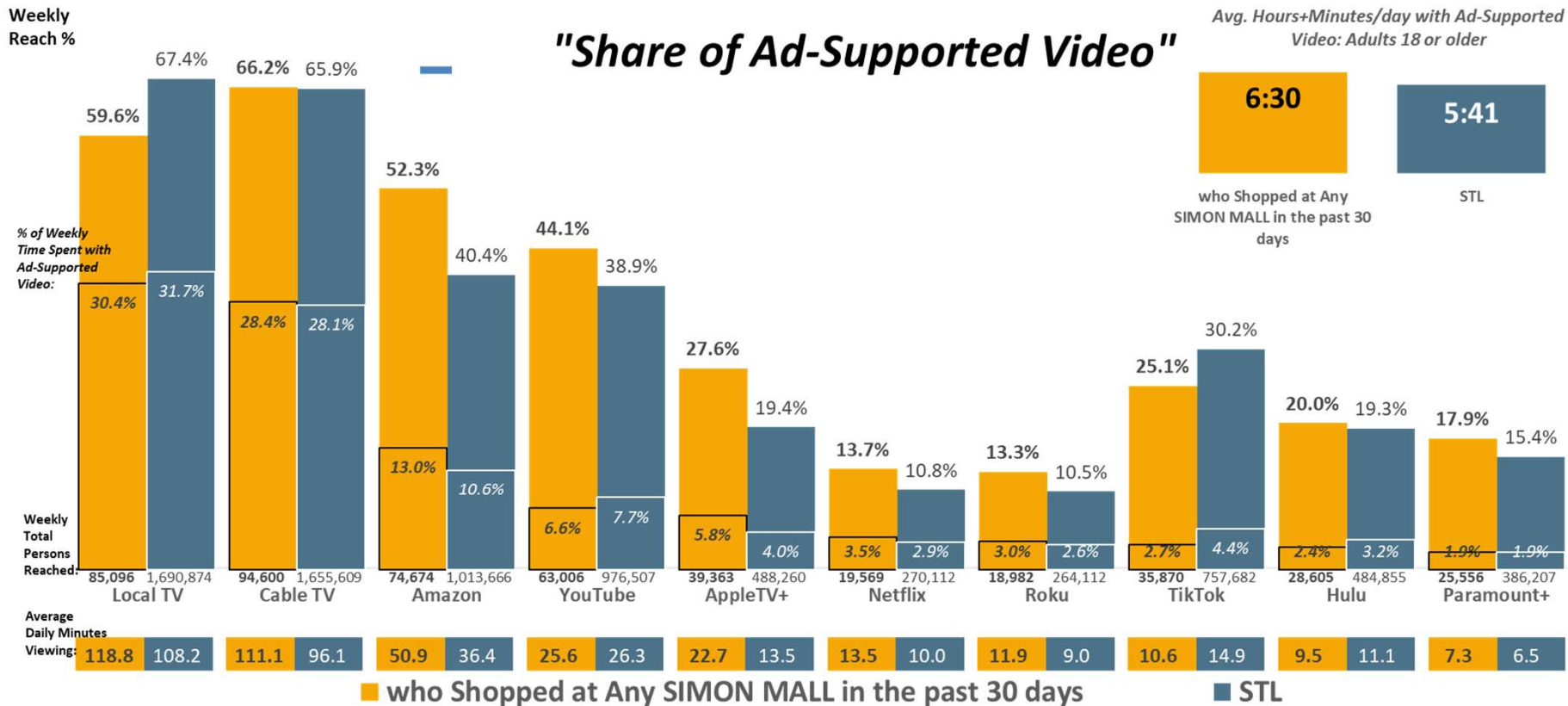
## "Share of Ad-Supported Video"





85,096 or 59.6% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days watch Ad-Supported Local TV Stations for an average of 118.8 minutes every day representing 30.4% of all time spent daily with Ad-Supported Video.

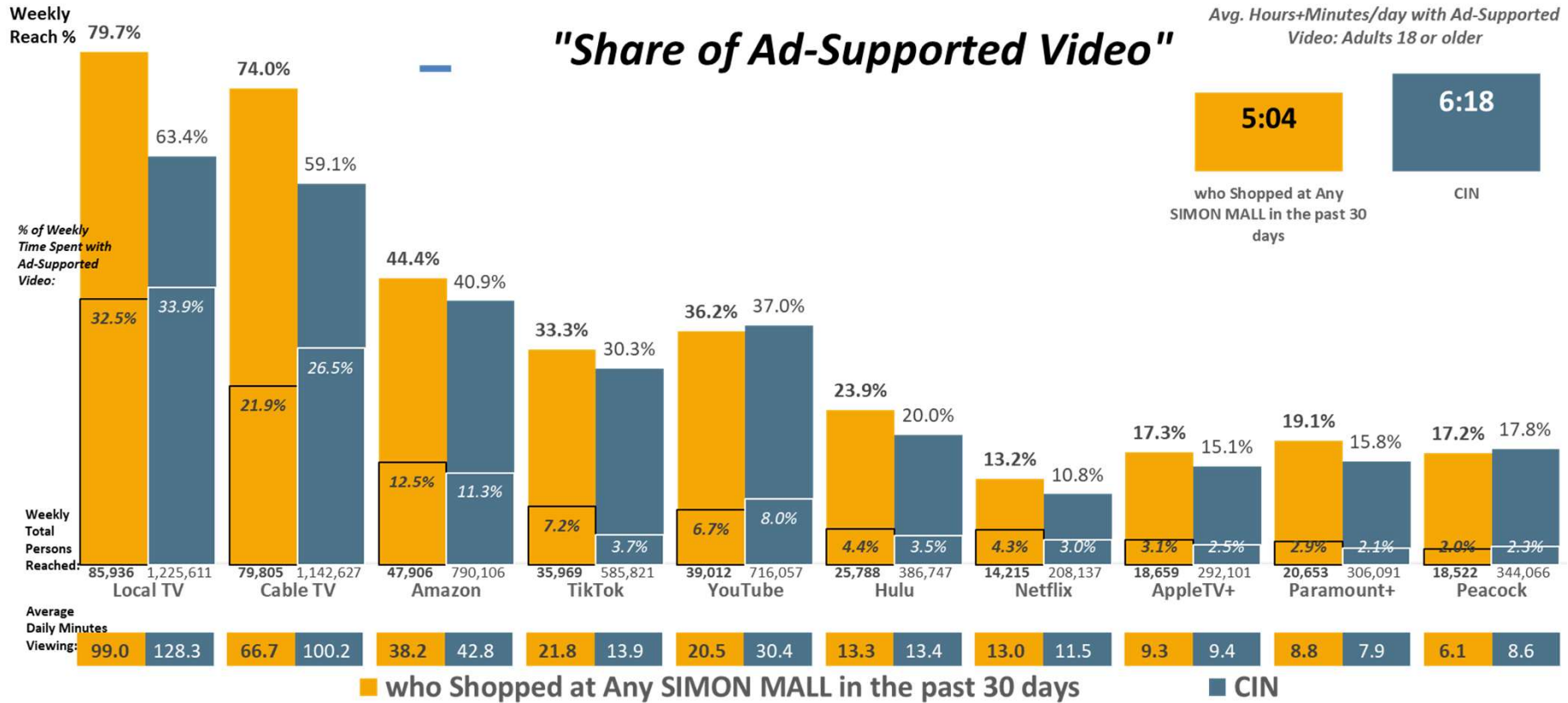
# "Share of Ad-Supported Video"





85,936 or 79.7% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days watch Ad-Supported Local TV Stations for an average of 99. minutes every day representing 32.5% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"

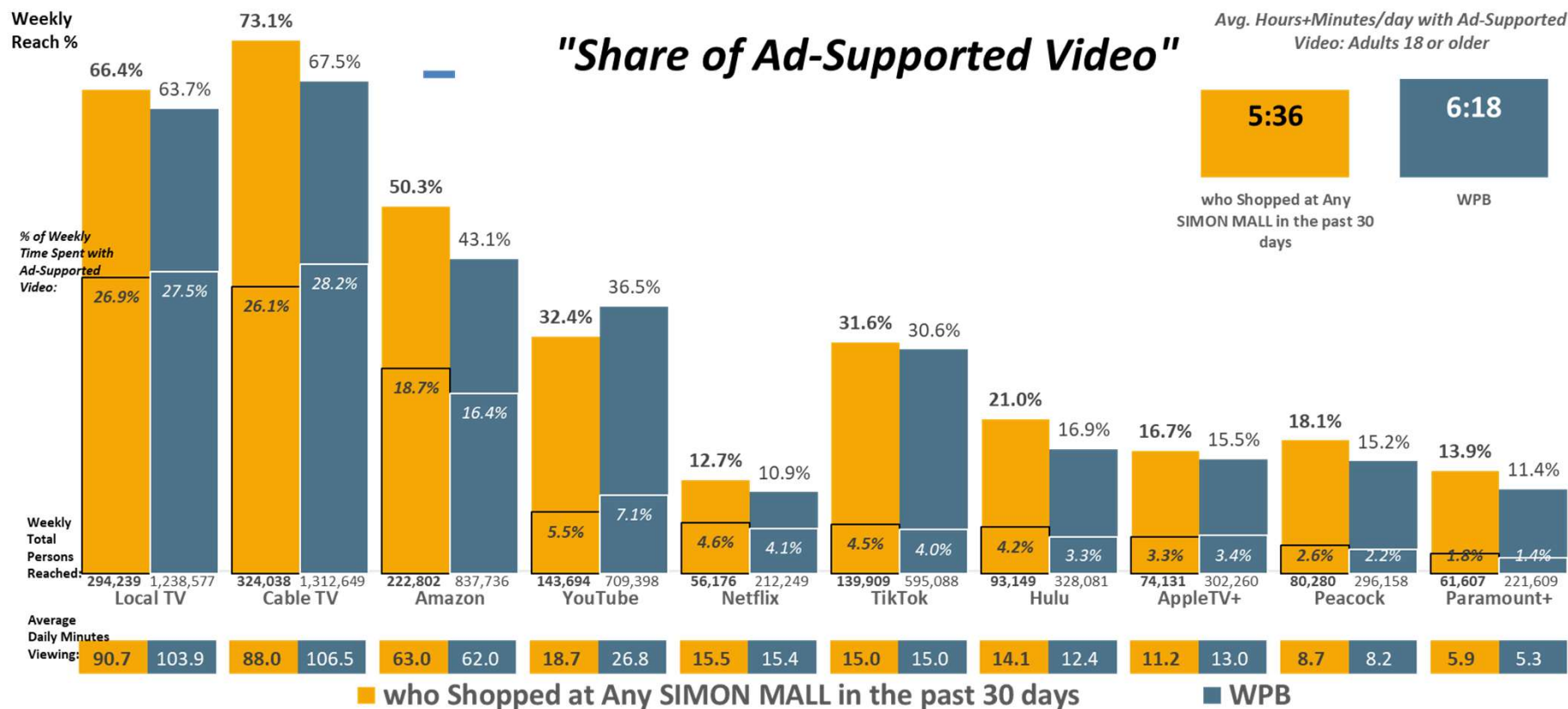






294,239 or 66.4% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days watch Ad-Supported Local TV Stations for an average of 90.7 minutes every day representing 26.9% of all time spent daily with Ad-Supported Video.

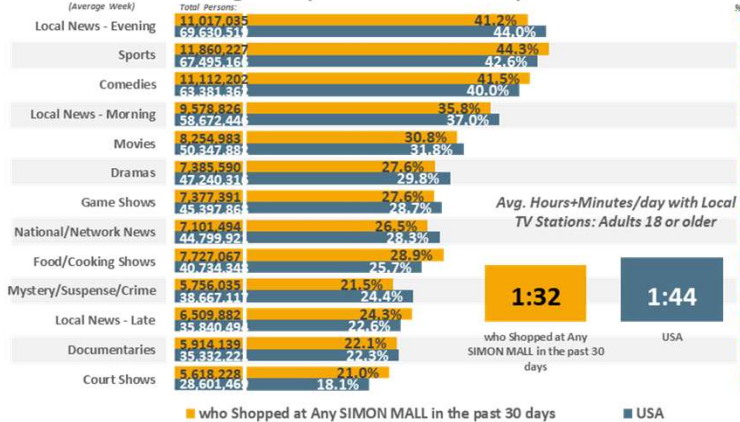
## "Share of Ad-Supported Video"



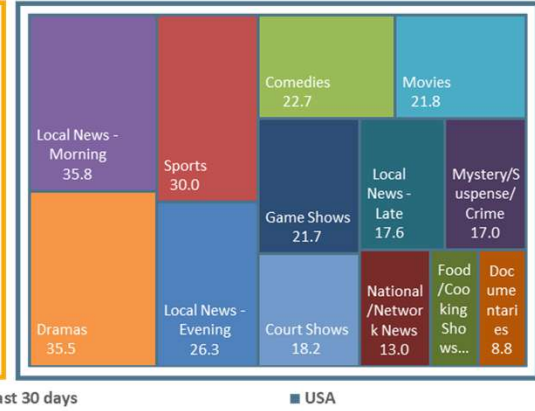


26,328,780 or 62.2% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Game Shows.

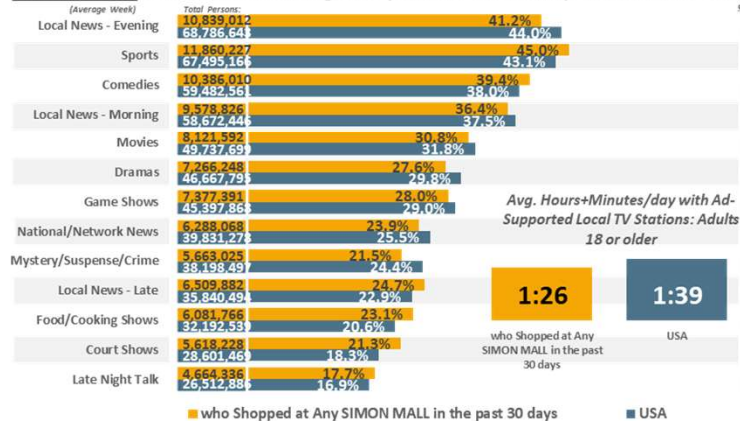
Local TV Station Programs (Persons & % Reach): Adults 18 or older



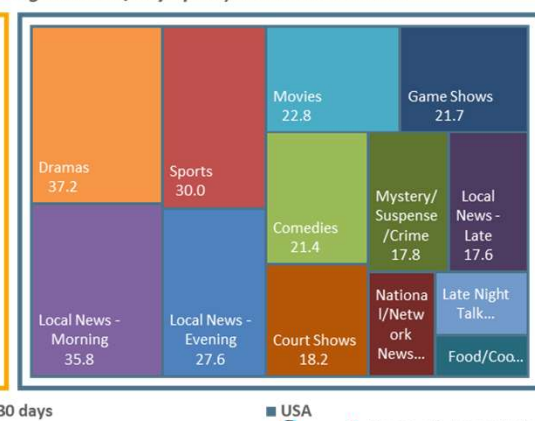
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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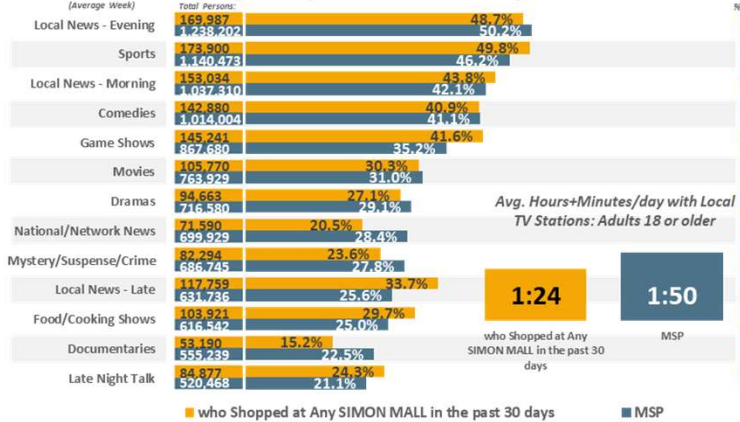
soefa.ai Share of Everything for Anything

Malls shopped/visited past 30 days: Any Simon Mall

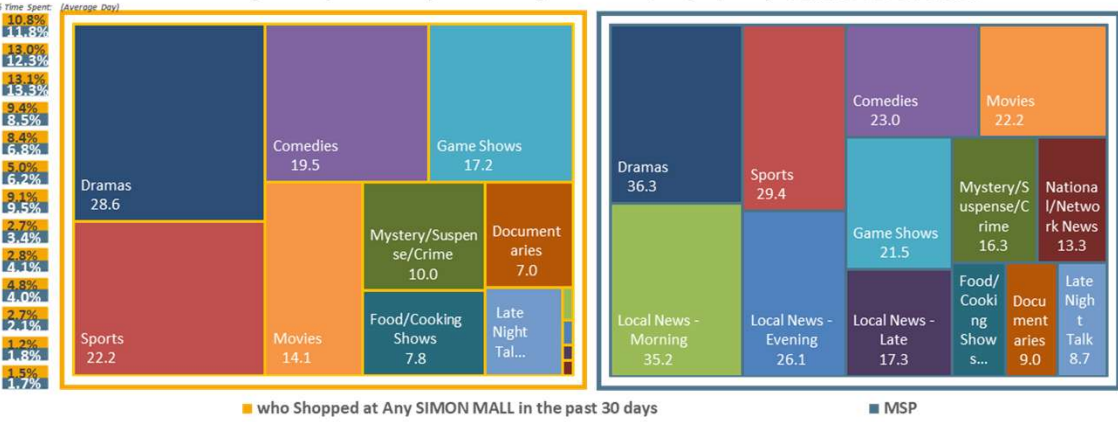


341,619 or 74.6% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Game Shows, Comedies, and Local News - Late.

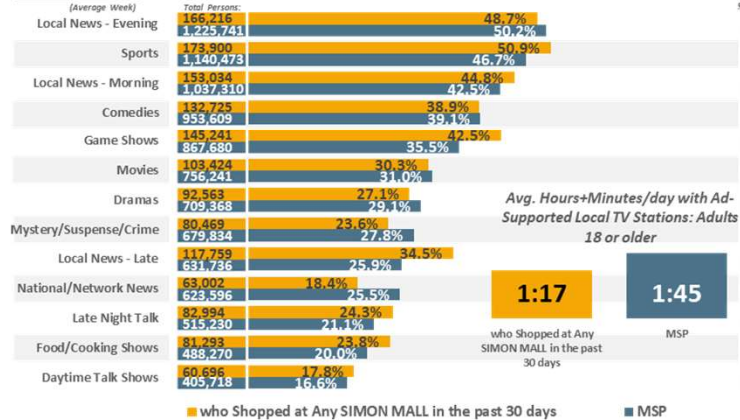
**Local TV Station Programs (Persons & % Reach): Adults 18 or older**



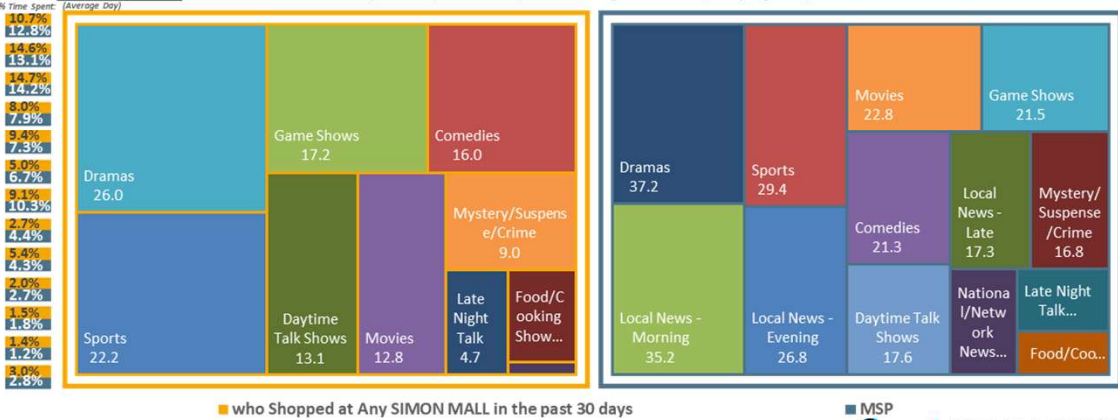
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



**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**

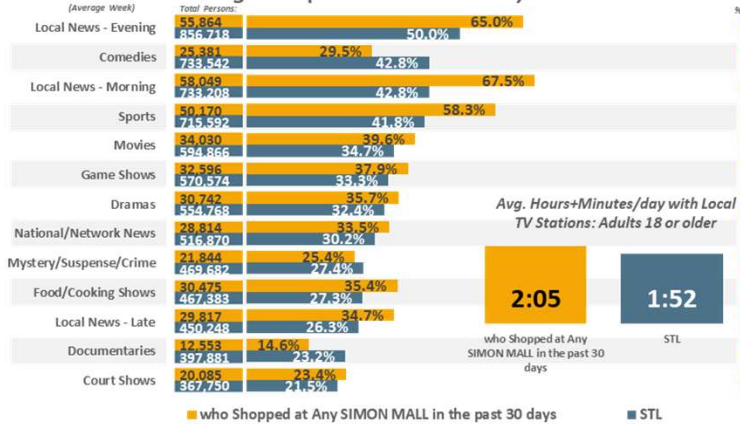




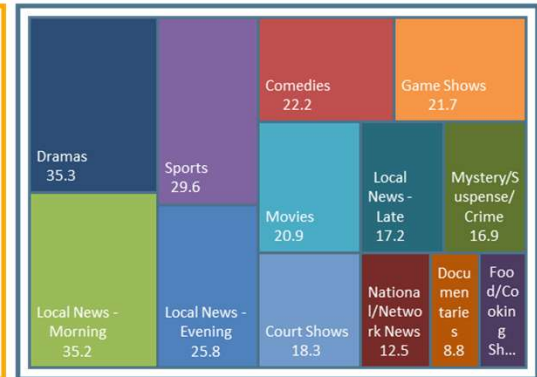
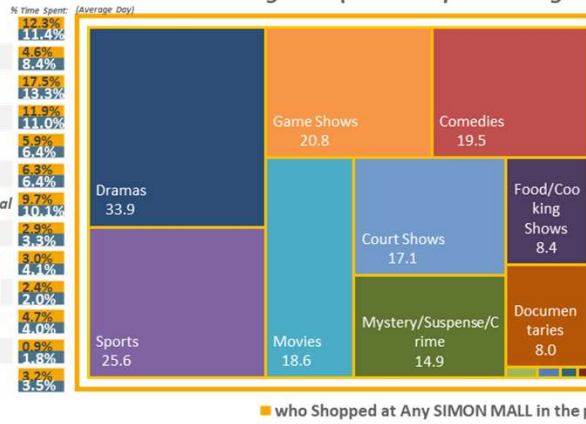


85,096 or 59.6% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Local News - Evening, Sports, Movies, Game Shows, and Dramas.

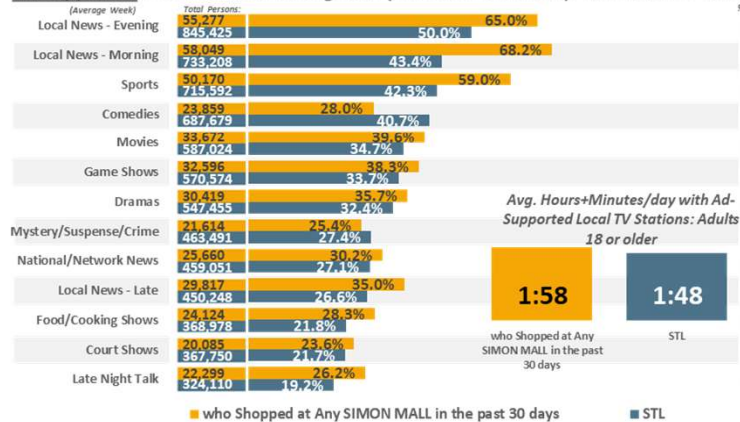
**Local TV Station Programs (Persons & % Reach): Adults 18 or older**



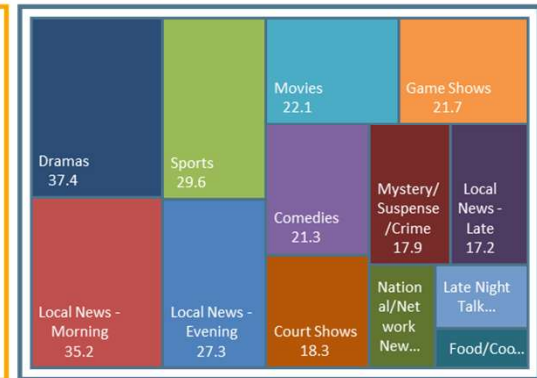
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



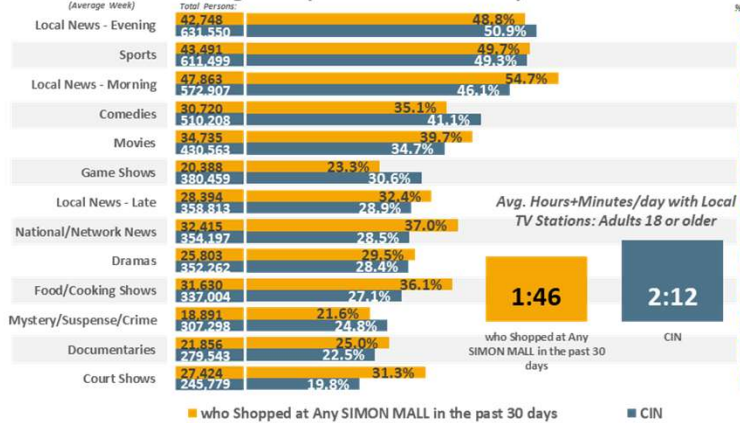
**Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



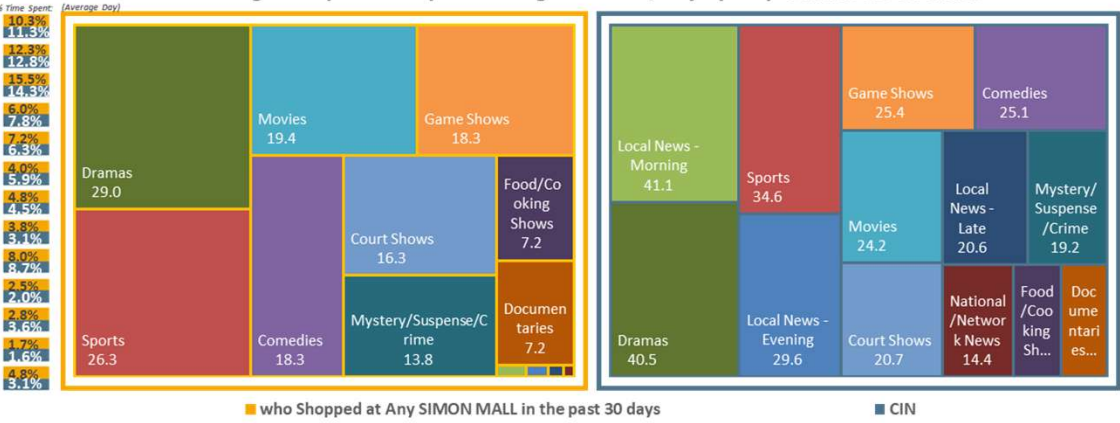


85,936 or 79.7% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Sports, Local News - Evening, Movies, Comedies, and National/Network News.

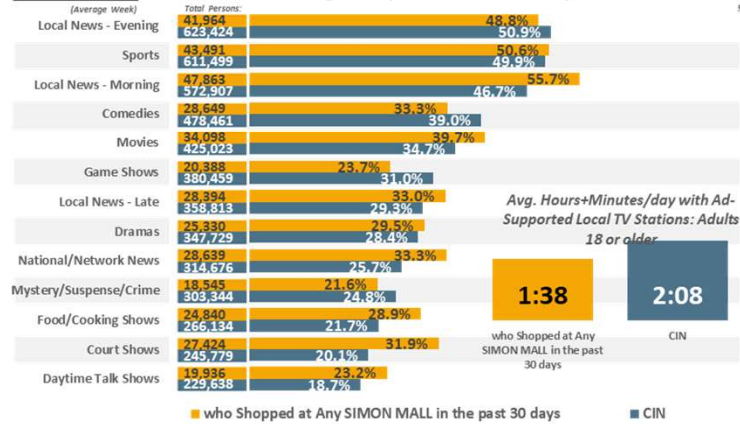
Local TV Station Programs (Persons & % Reach): Adults 18 or older



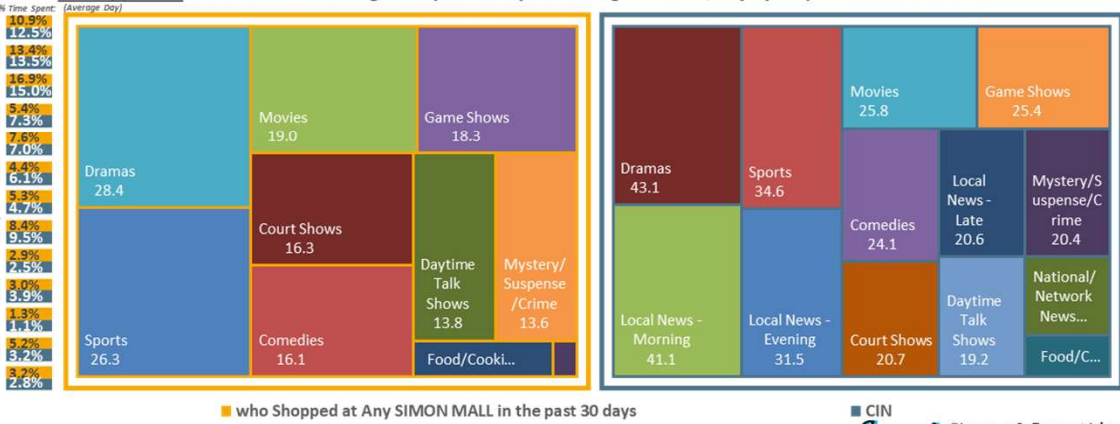
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



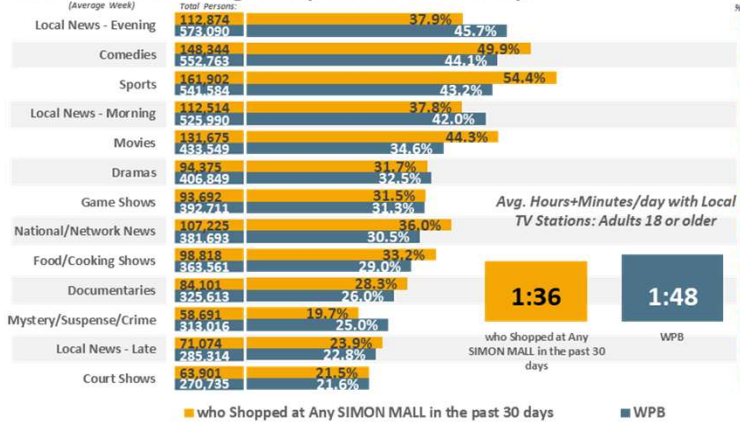
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



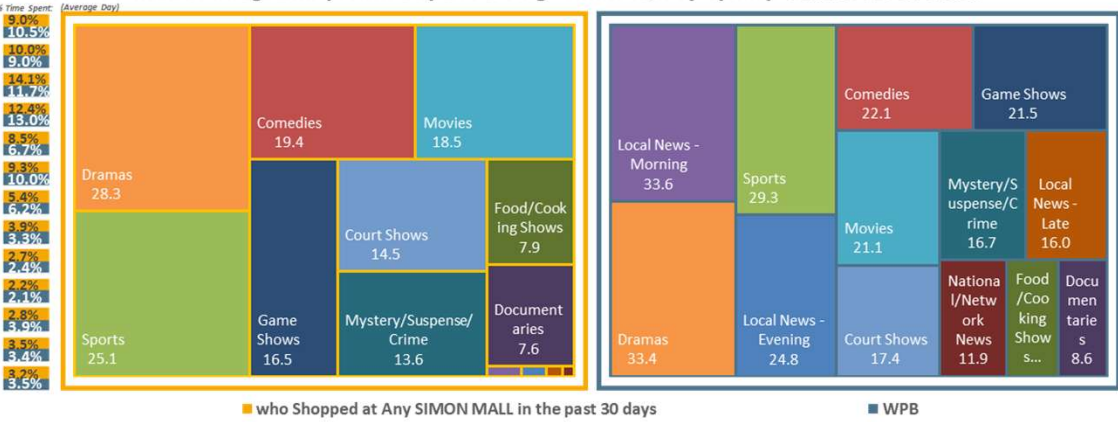


294,239 or 66.4% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Movies, Local News - Morning, Local News - Evening, and National/Network News.

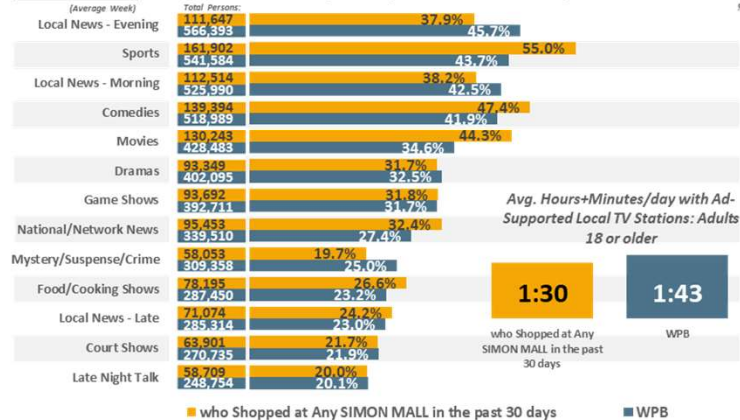
#### Local TV Station Programs (Persons & % Reach): Adults 18 or older



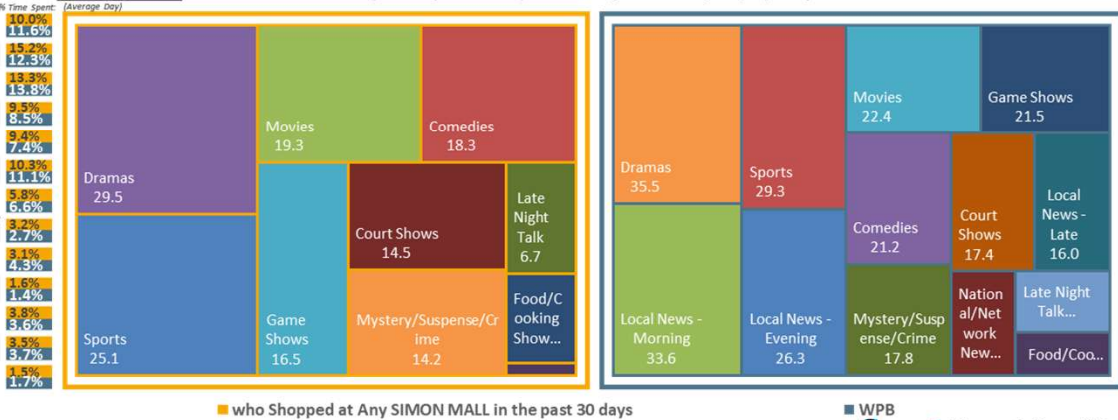
#### Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



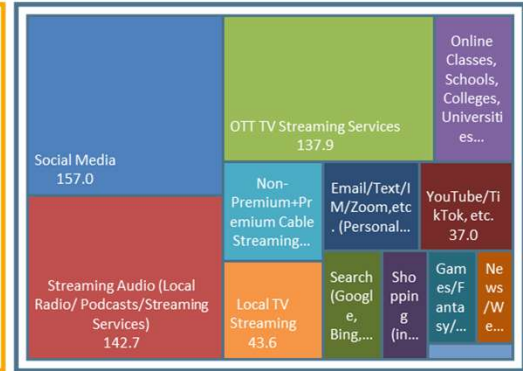
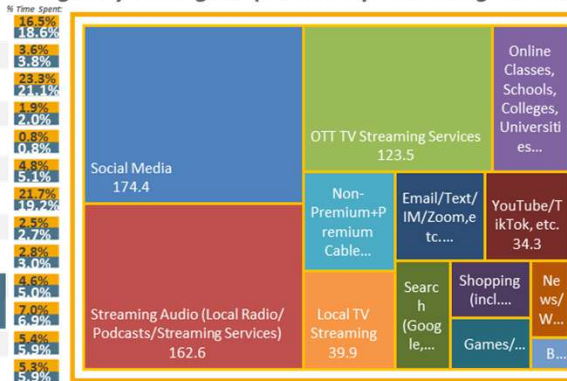
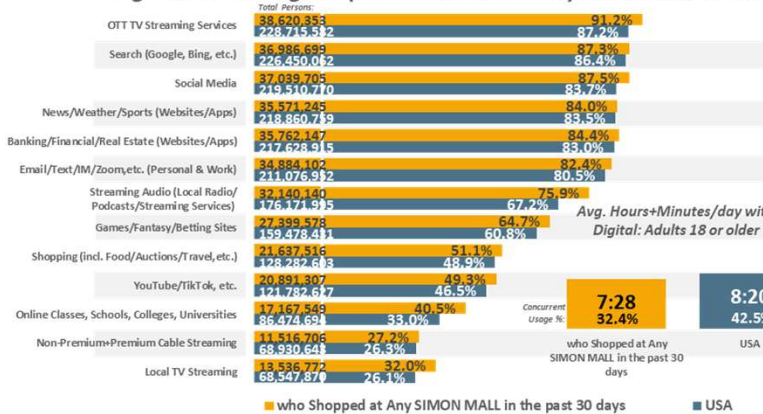




32,436,067 or 76.6% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days use Ad-Supported Social Media for an average of 152.7 minutes every day representing 28.2% of all time spent daily with Ad-Supported Digital Media.

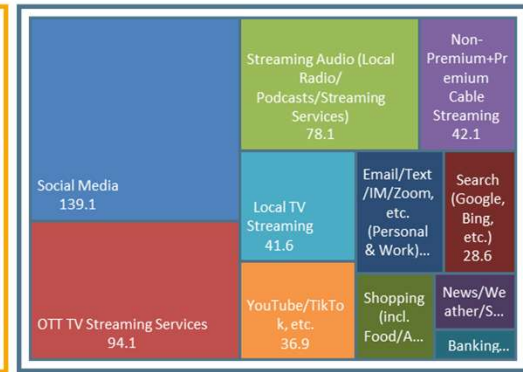
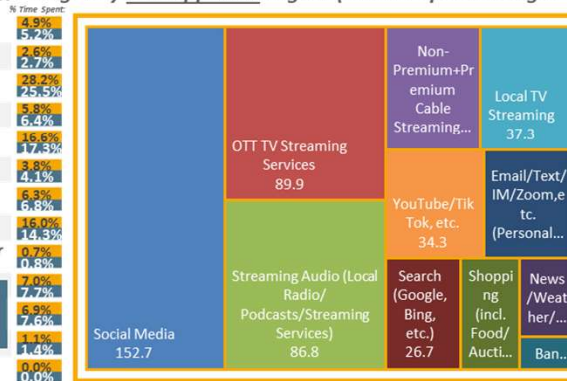
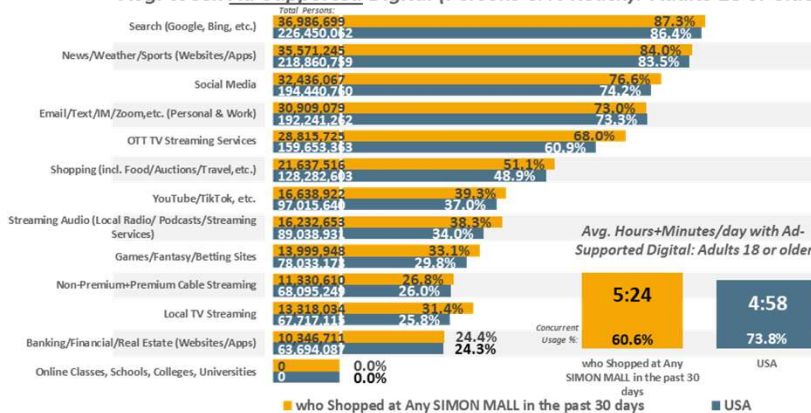
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

### 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



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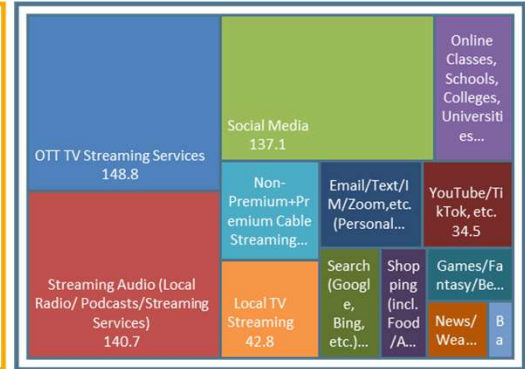
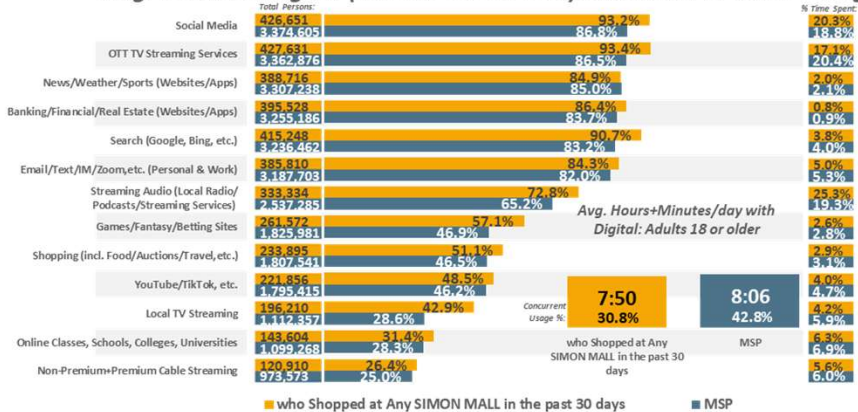
Malls shopped/visited past 30 days: Any Simon Mall



372,557 or 81.4% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days use Ad-Supported Social Media for an average of 138.7 minutes every day representing 24.1% of all time spent daily with Ad-Supported Digital Media.

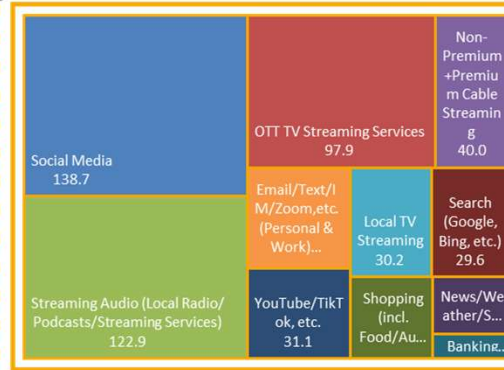
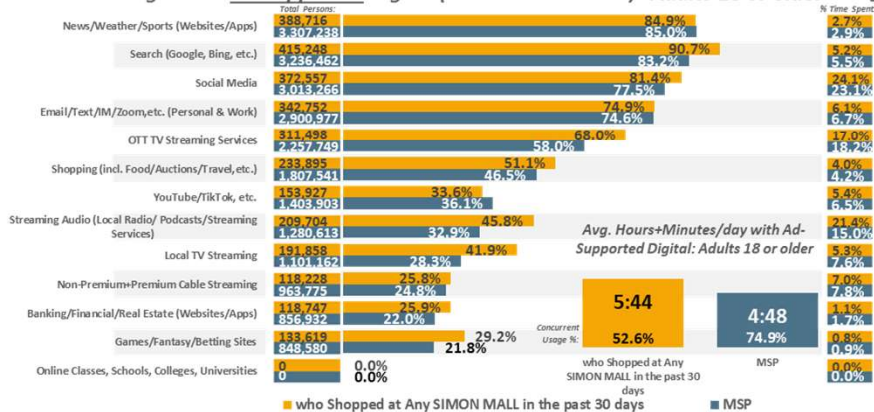
**Avg. Week All Digital (Persons & % Reach): Adults 18 or older**

**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**



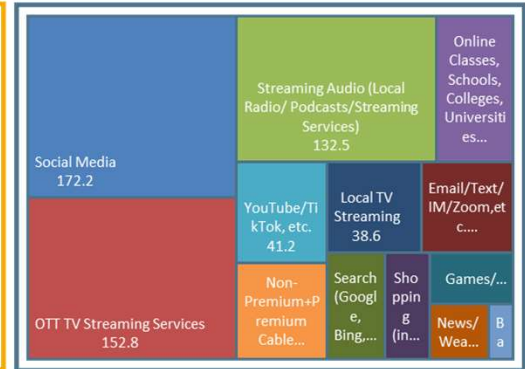
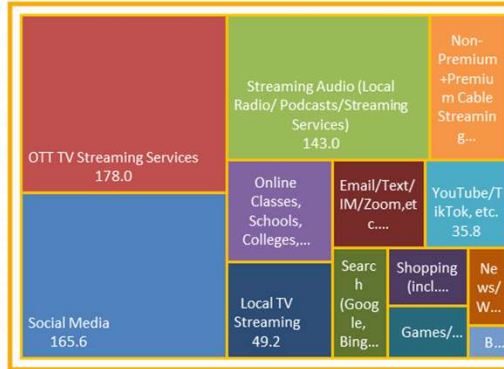
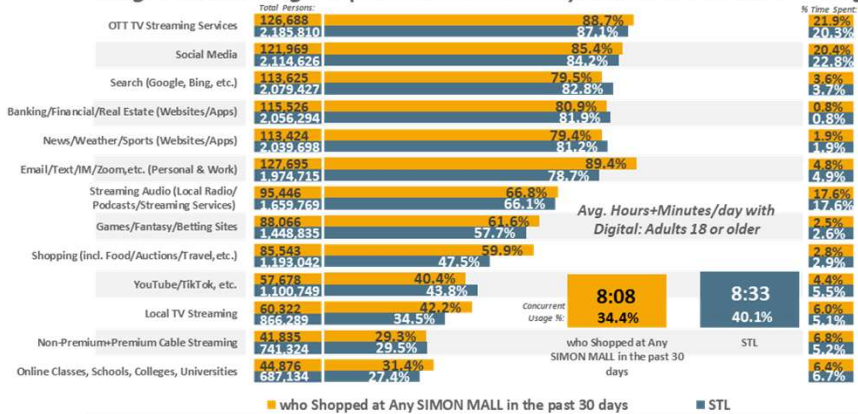




97,498 or 68.2% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days use Ad-Supported Social Media for an average of 132.4 minutes every day representing 22.6% of all time spent daily with Ad-Supported Digital Media.

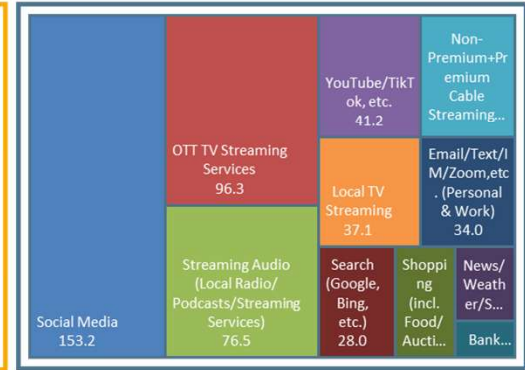
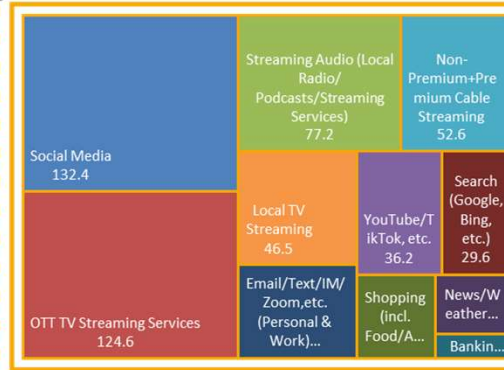
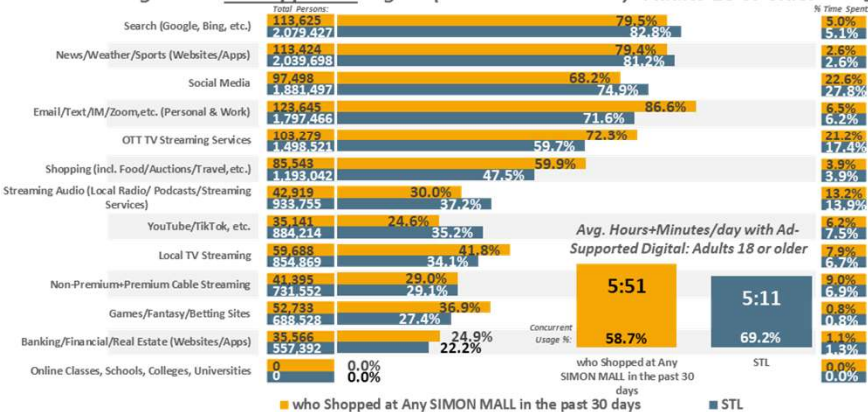
**Avg. Week All Digital (Persons & % Reach): Adults 18 or older**

**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**



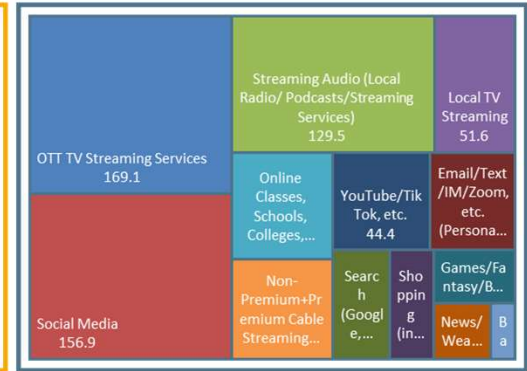
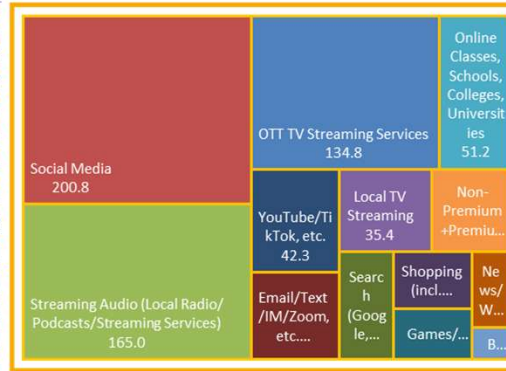
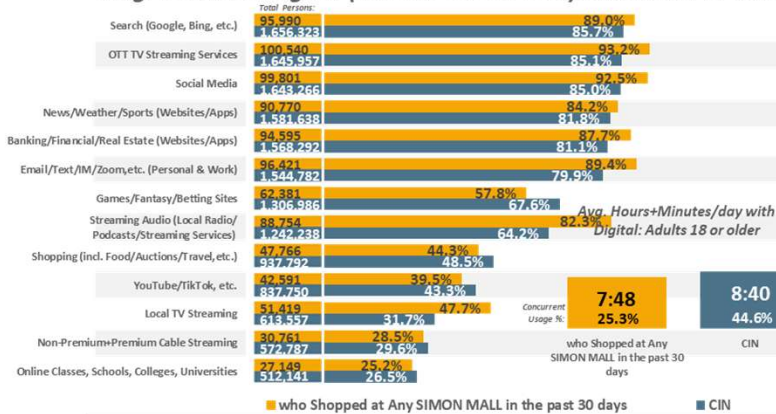




92,929 or 86.2% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days use Ad-Supported Social Media for an average of 187. minutes every day representing 32.8% of all time spent daily with Ad-Supported Digital Media.

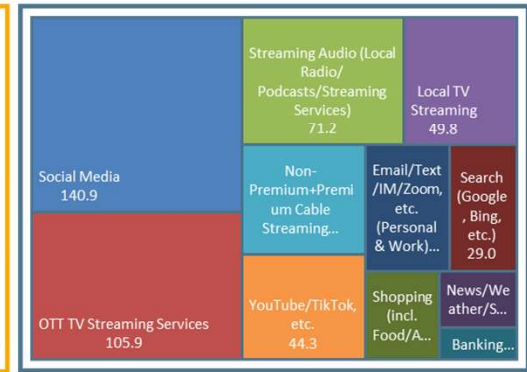
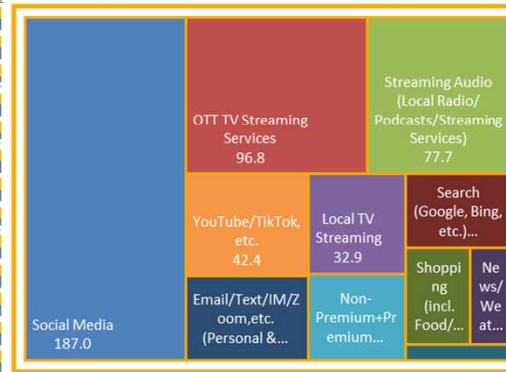
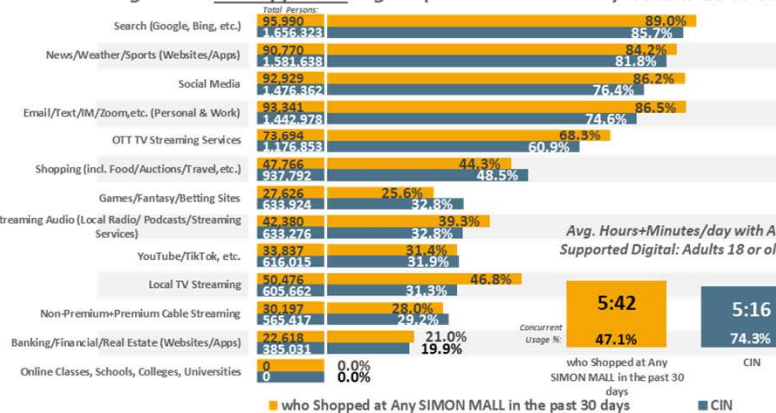
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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

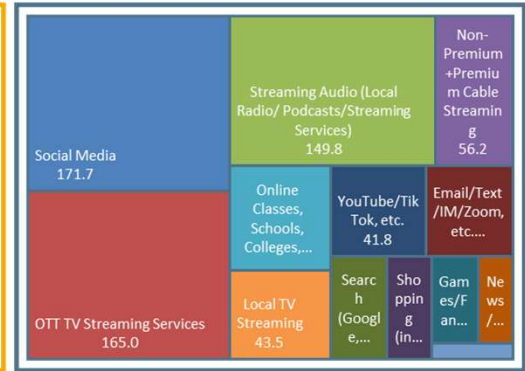
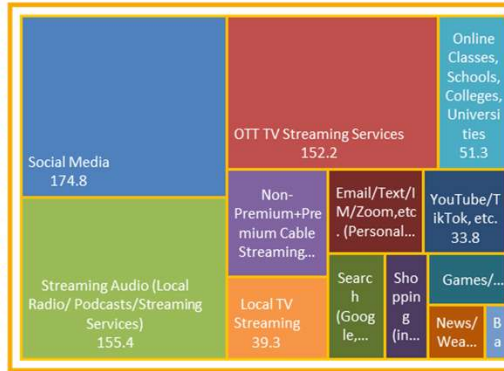
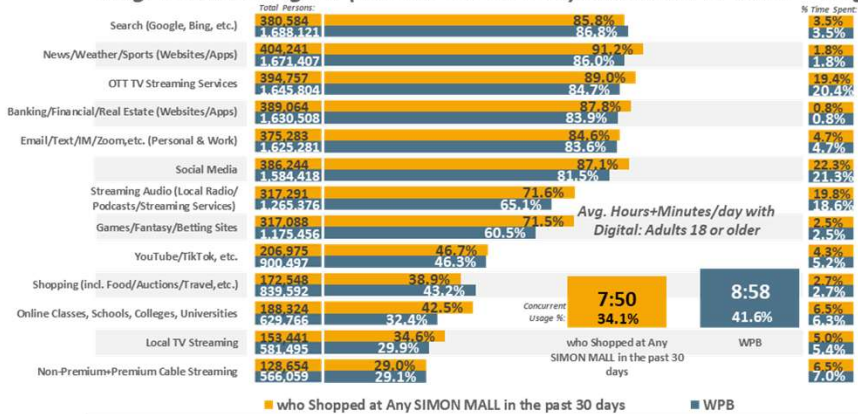




347,292 or 78.3% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days use Ad-Supported Social Media for an average of 157.1 minutes every day representing 26.5% of all time spent daily with Ad-Supported Digital Media.

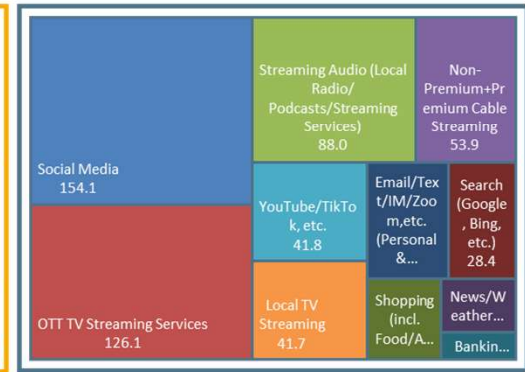
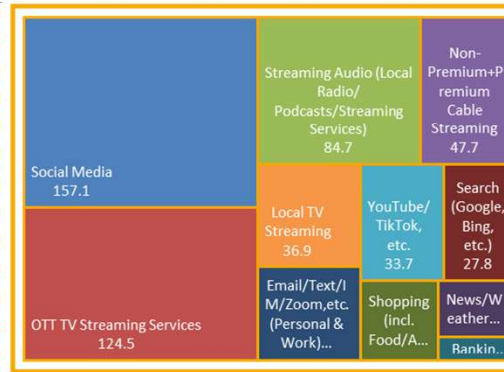
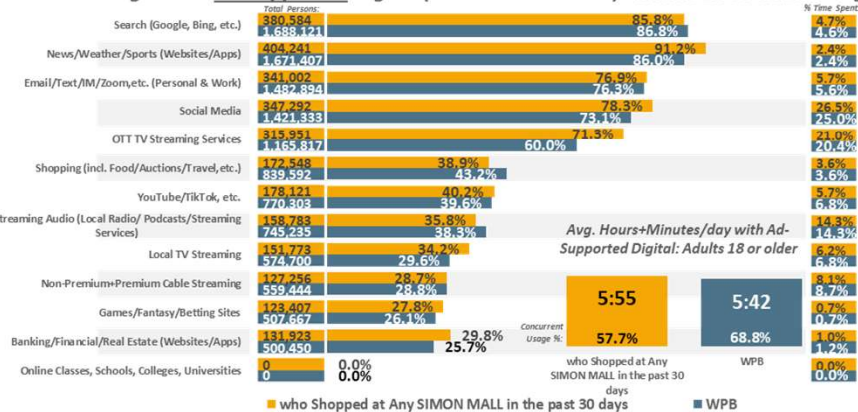
**Avg. Week All Digital (Persons & % Reach): Adults 18 or older**

**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**

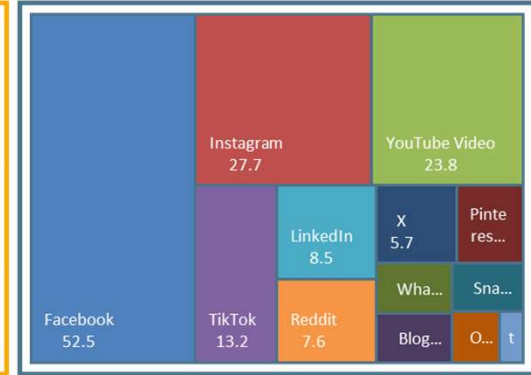
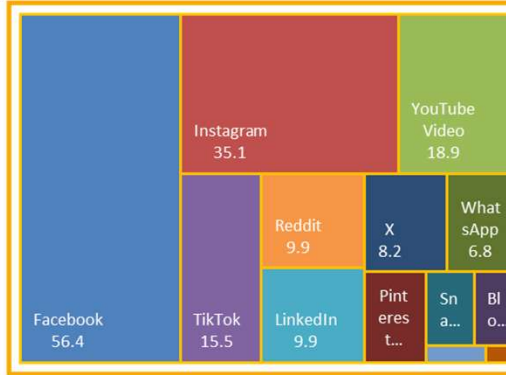
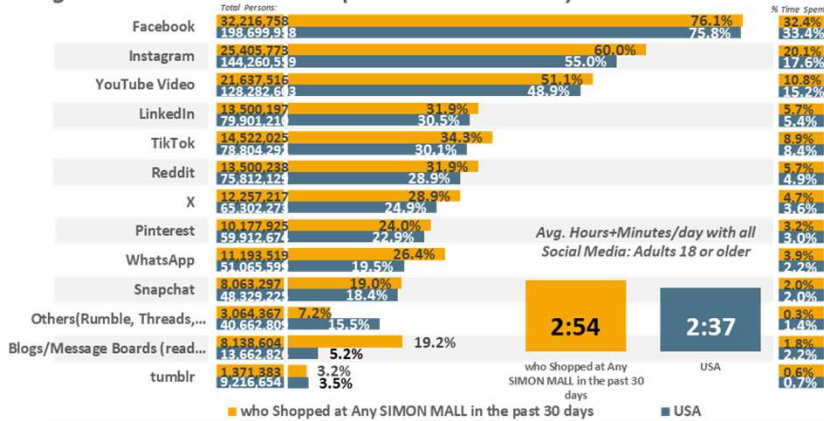




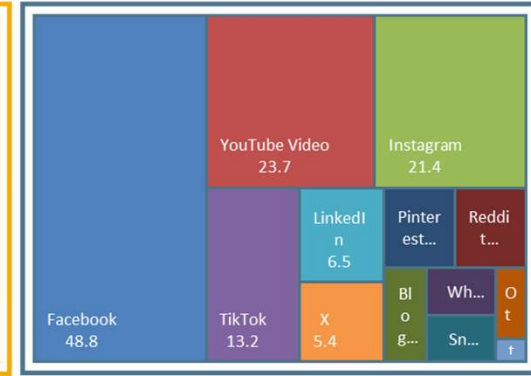
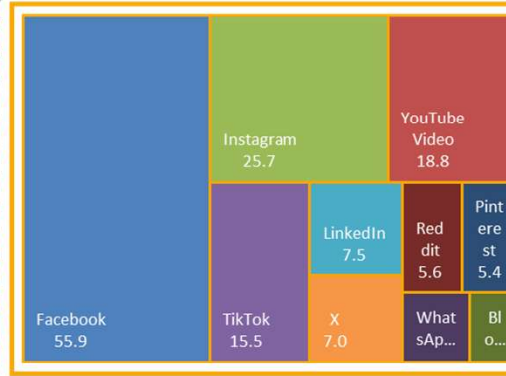
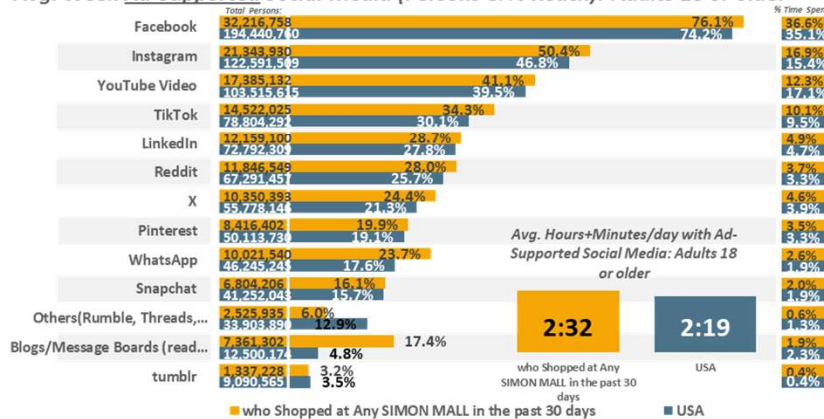


32,216,758 or 76.1% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days use Ad-Supported Facebook for an average of 55.9 minutes every day representing 36.6% of all time spent daily with Ad-Supported Social Media.

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



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



USA      USA Projection      Scarborough R1 2026: Sep24-Jan26      Qual Intab      4,424  
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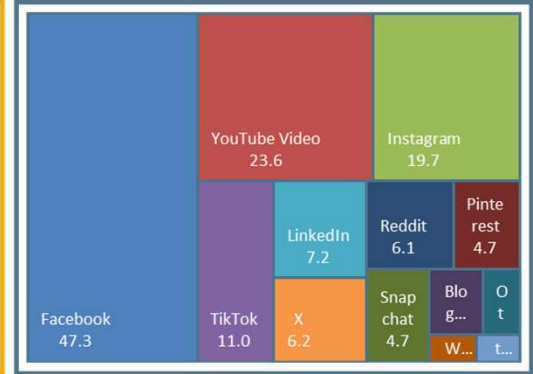
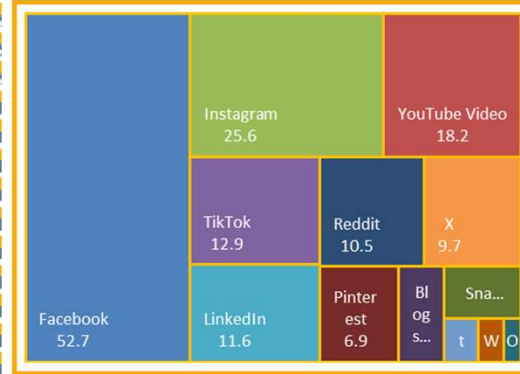
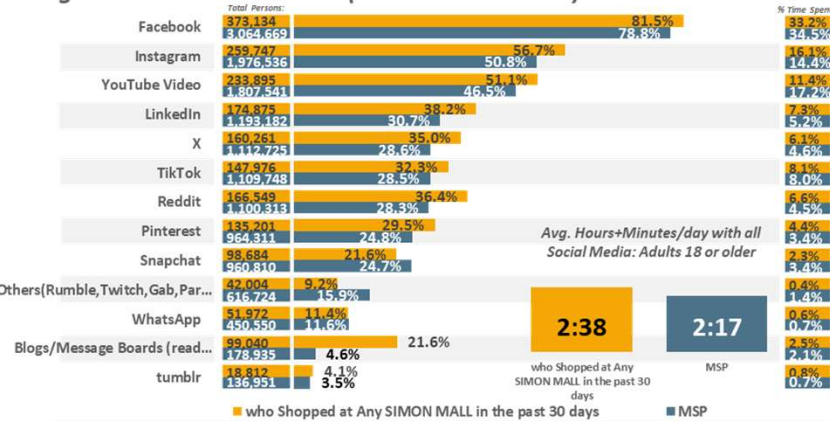
Malls shopped/visited past 30 days: Any Simon Mall



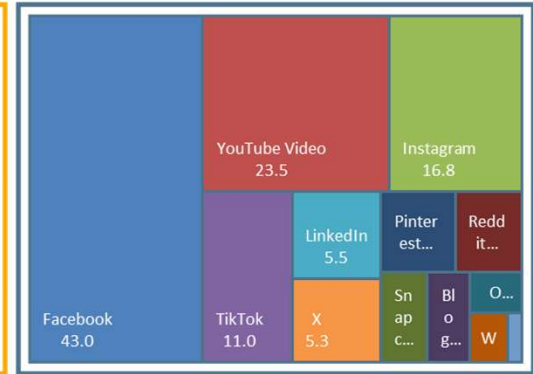
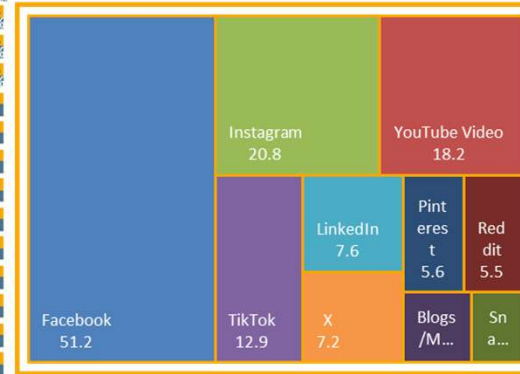
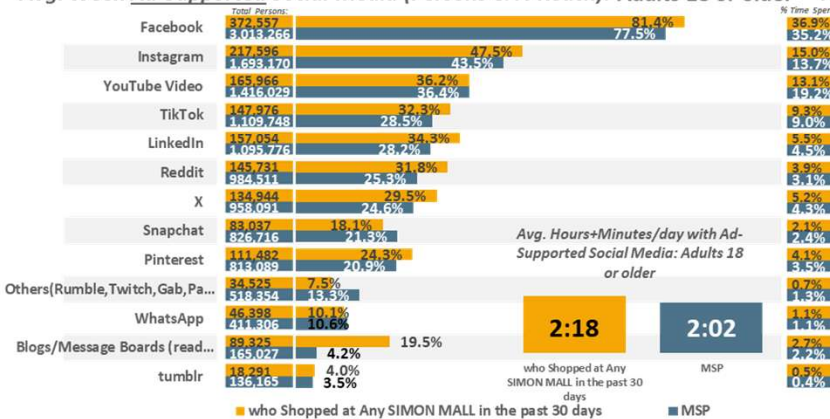


372,557 or 81.4% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days use Ad-Supported Facebook for an average of 51.2 minutes every day representing 36.9% of all time spent daily with Ad-Supported Social Media.

**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**



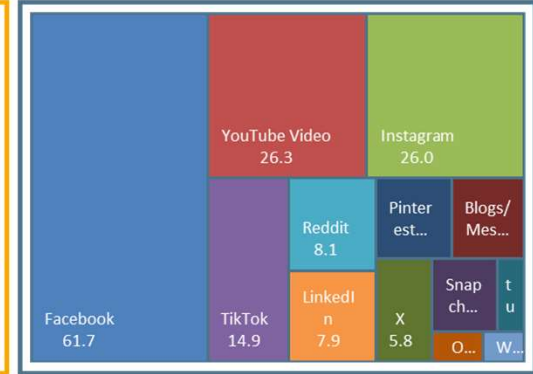
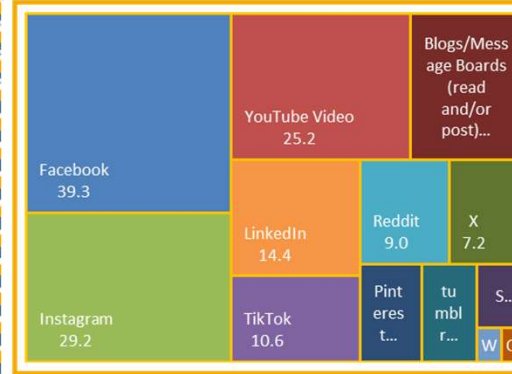
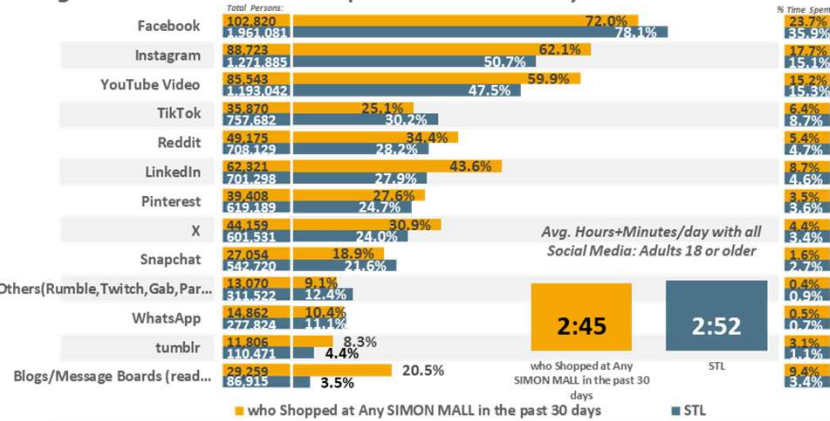
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



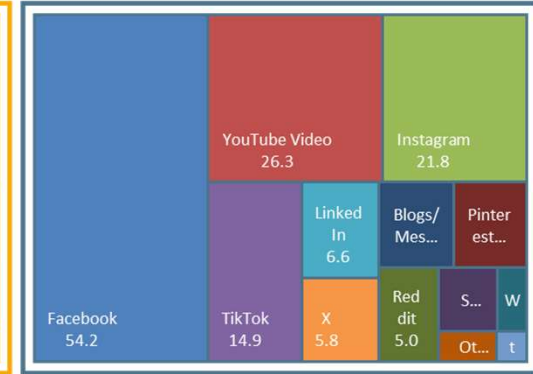
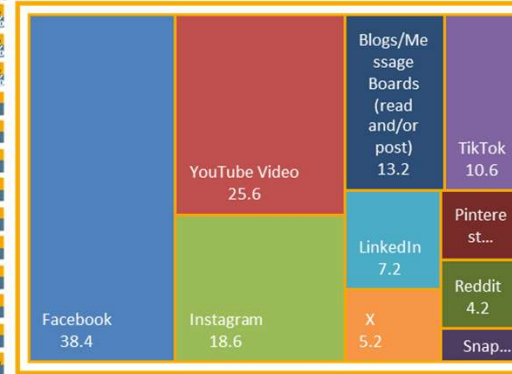
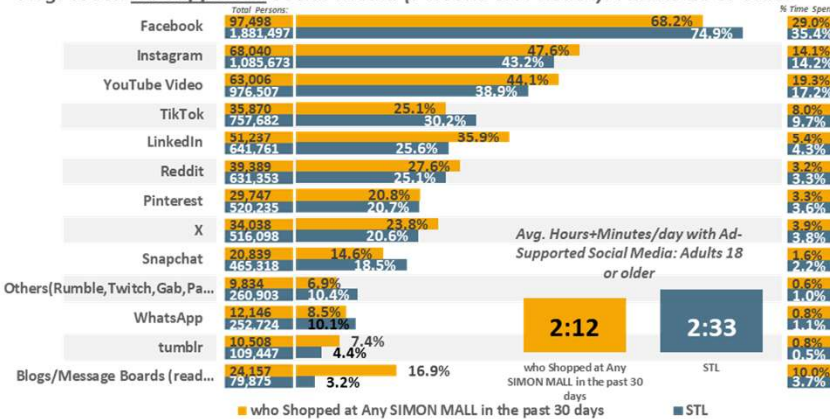


97,498 or 68.2% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days use Ad-Supported Facebook for an average of 38.4 minutes every day representing 29.% of all time spent daily with Ad-Supported Social Media.

**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**



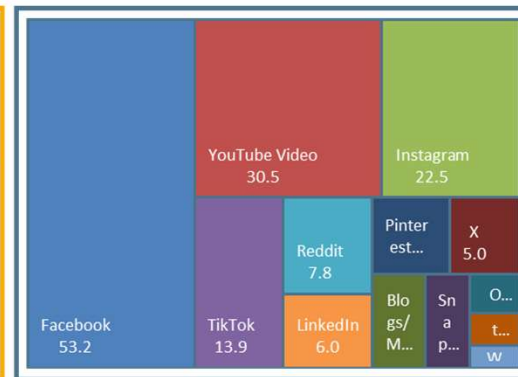
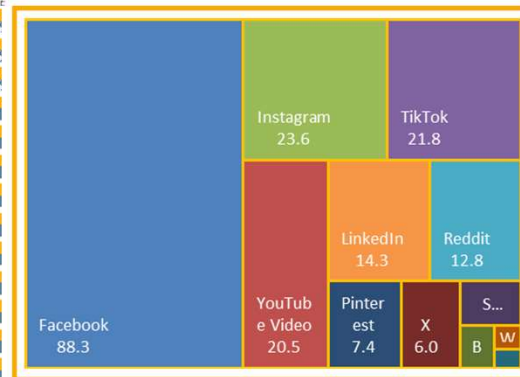
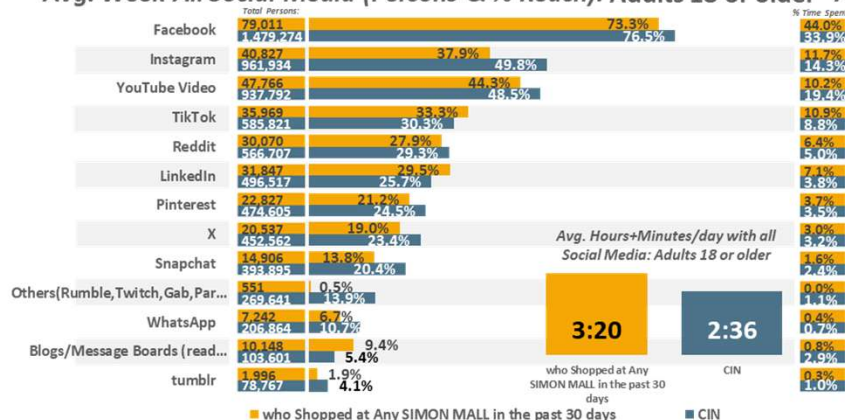
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



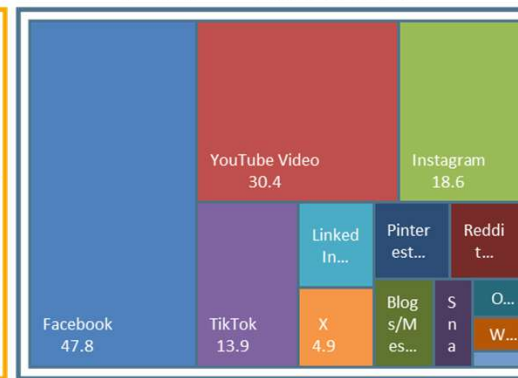
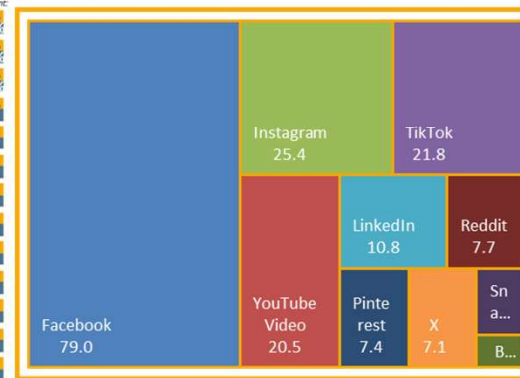
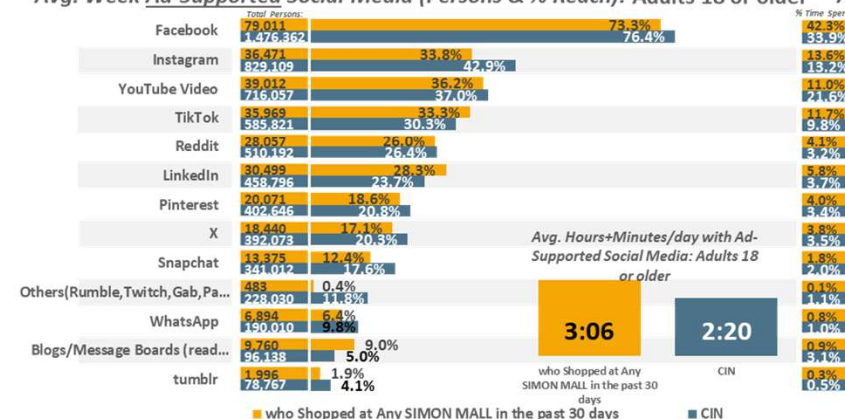


79,011 or 73.3% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days use Ad-Supported Facebook for an average of 79. minutes every day representing 42.3% of all time spent daily with Ad-Supported Social Media.

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



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

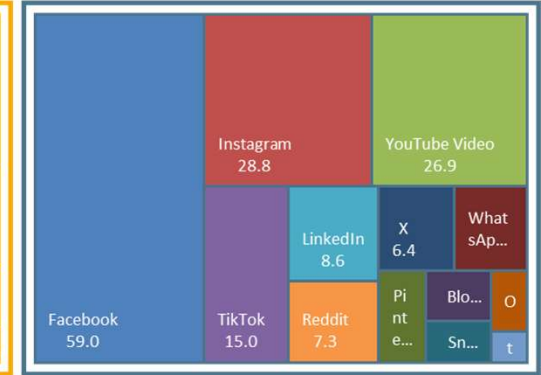
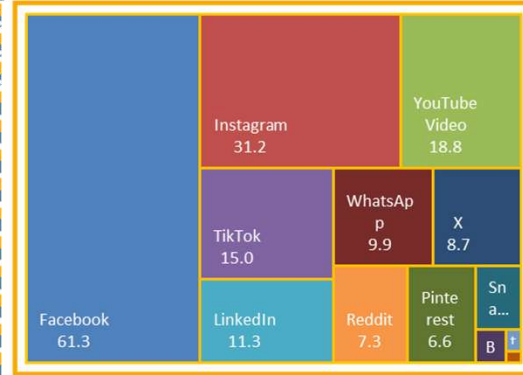
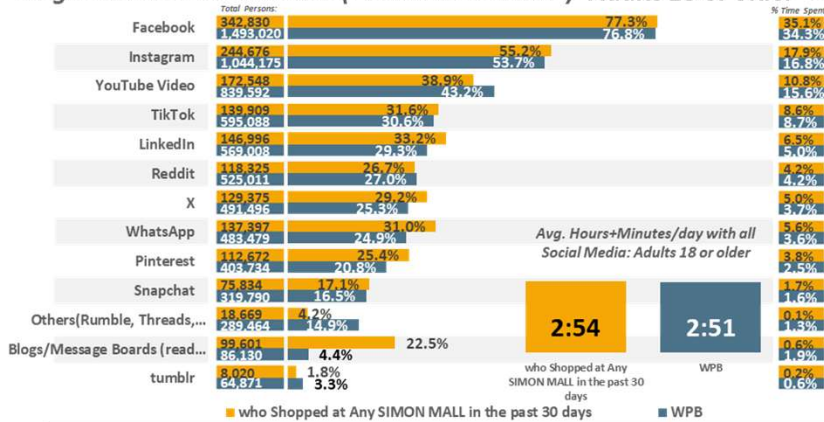




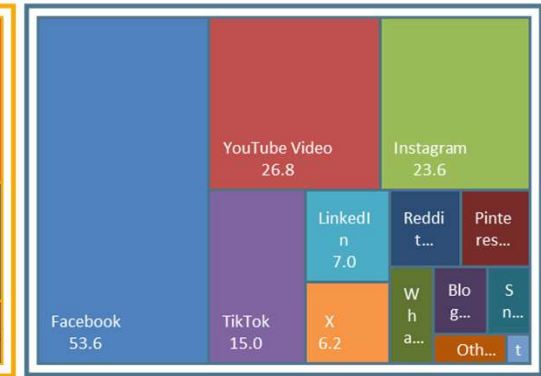
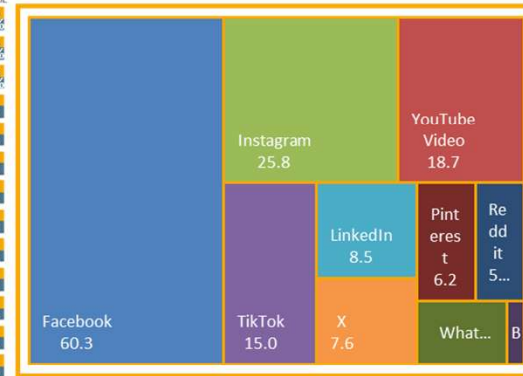
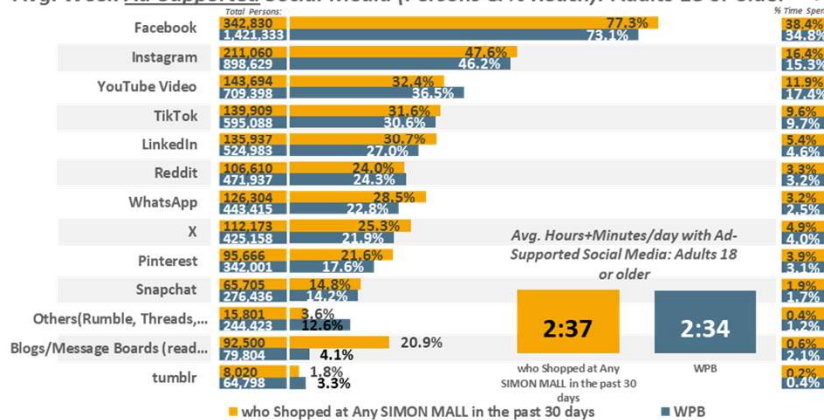


342,830 or 77.3% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days use Ad-Supported Facebook for an average of 60.3 minutes every day representing 38.4% of all time spent daily with Ad-Supported Social Media.

**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**



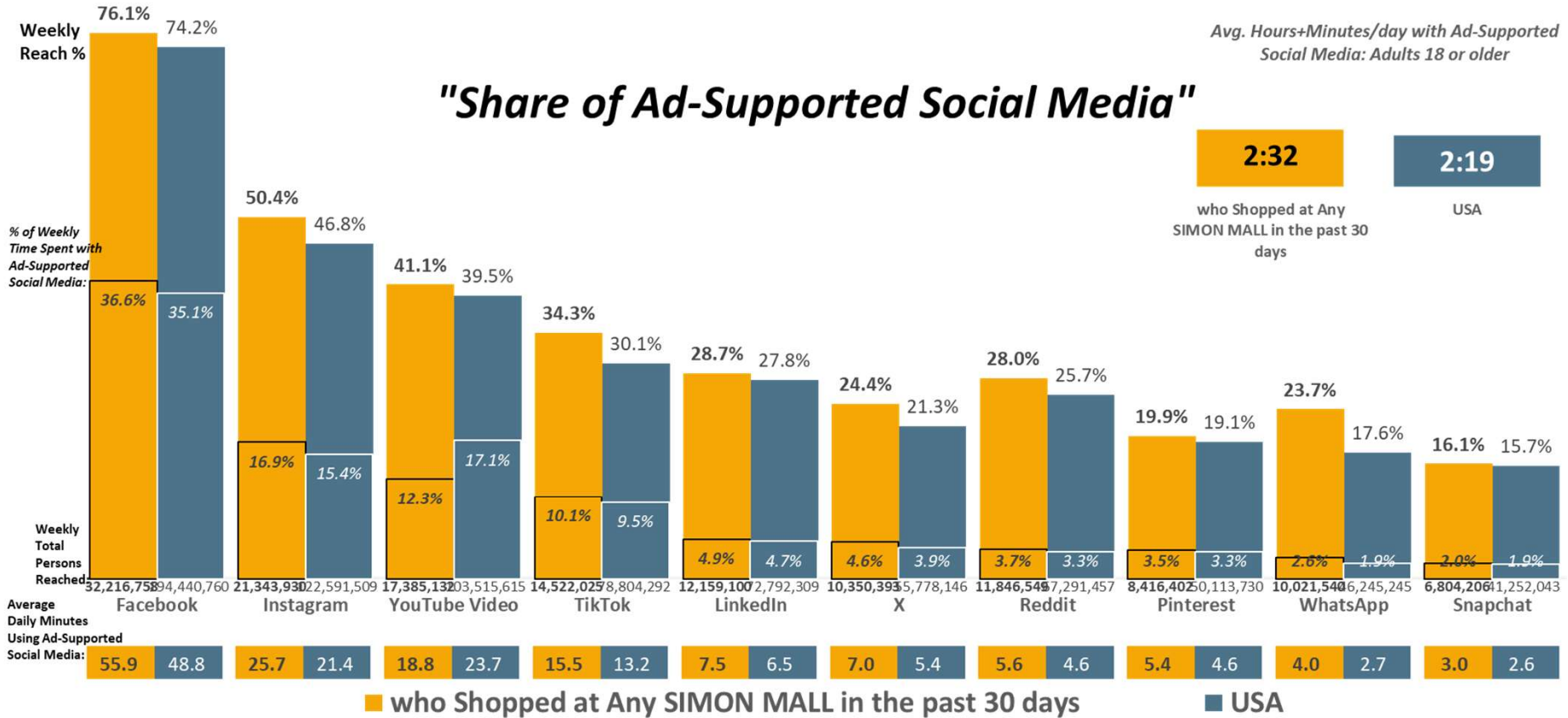
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





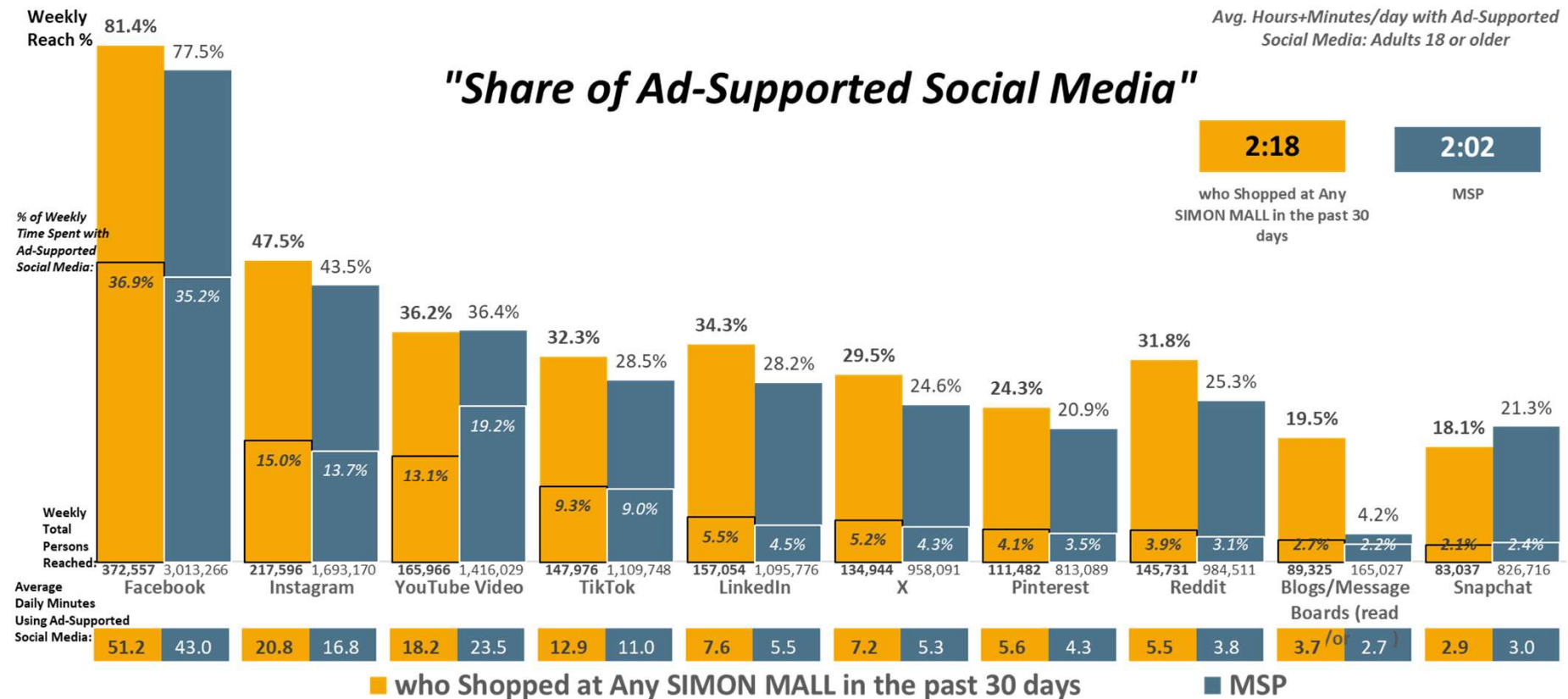
32,216,758 or 76.1% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days use Ad-Supported Facebook for an average of 55.9 minutes every day representing 36.6% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"





372,557 or 81.4% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days use Ad-Supported Facebook for an average of 51.2 minutes every day representing 36.9% of all time spent daily with Ad-Supported Social Media.

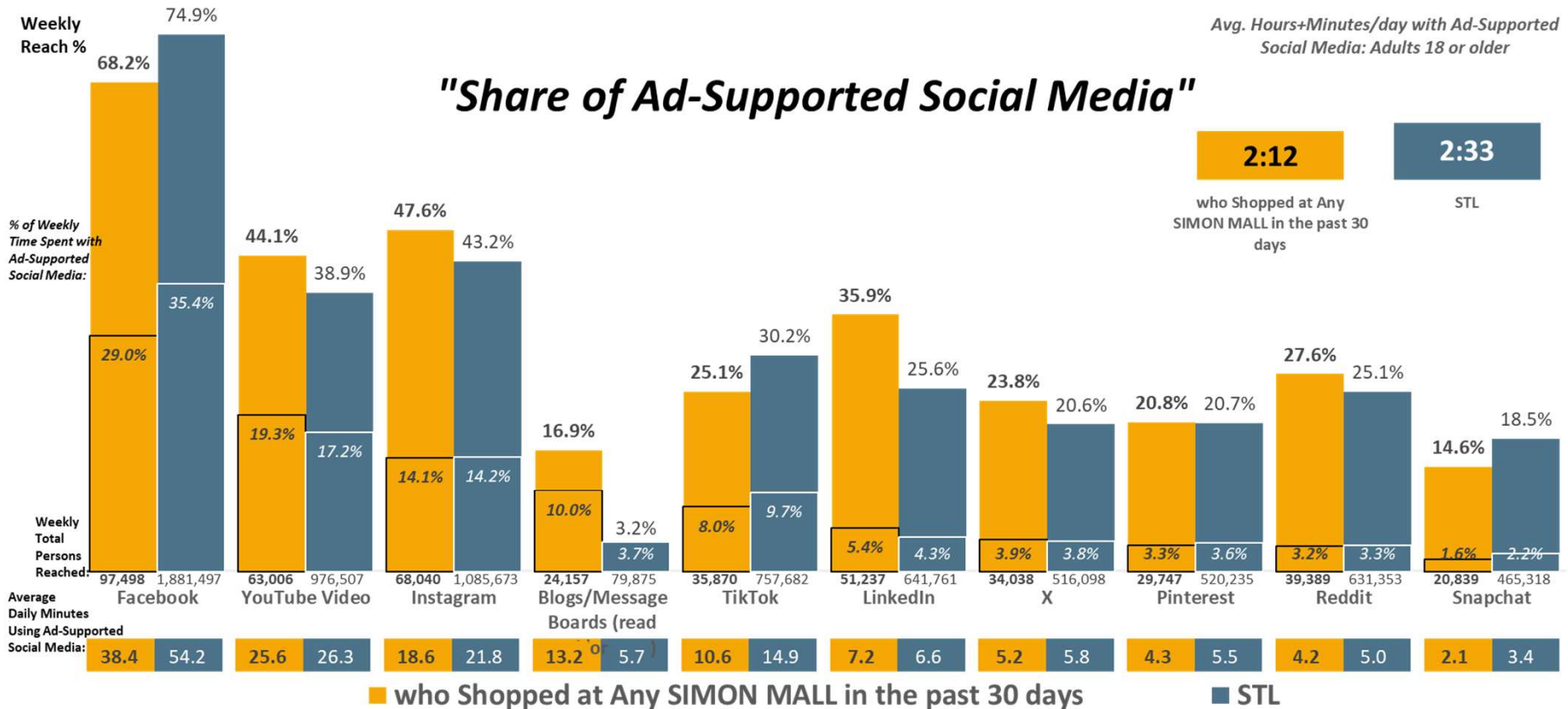






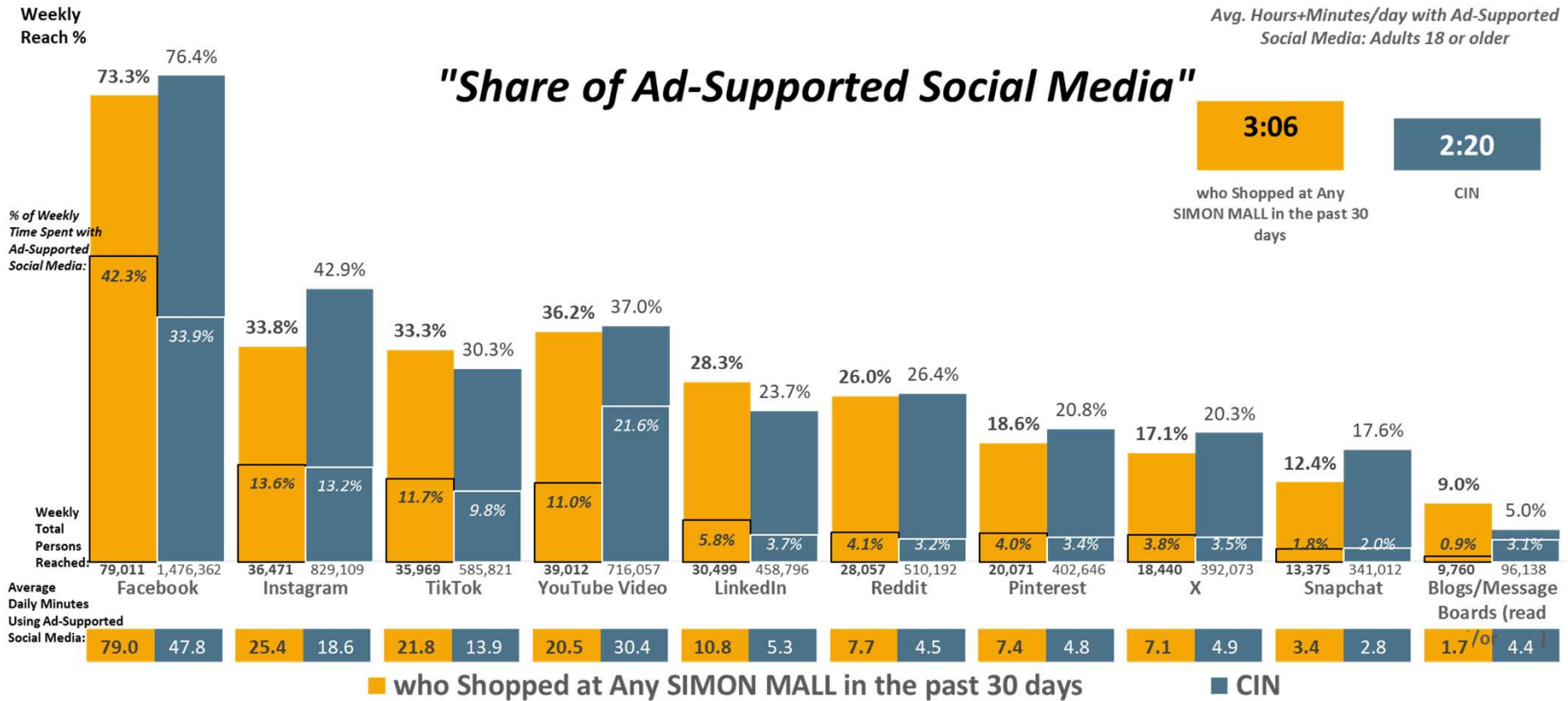
97,498 or 68.2% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days use Ad-Supported Facebook for an average of 38.4 minutes every day representing 29.% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"





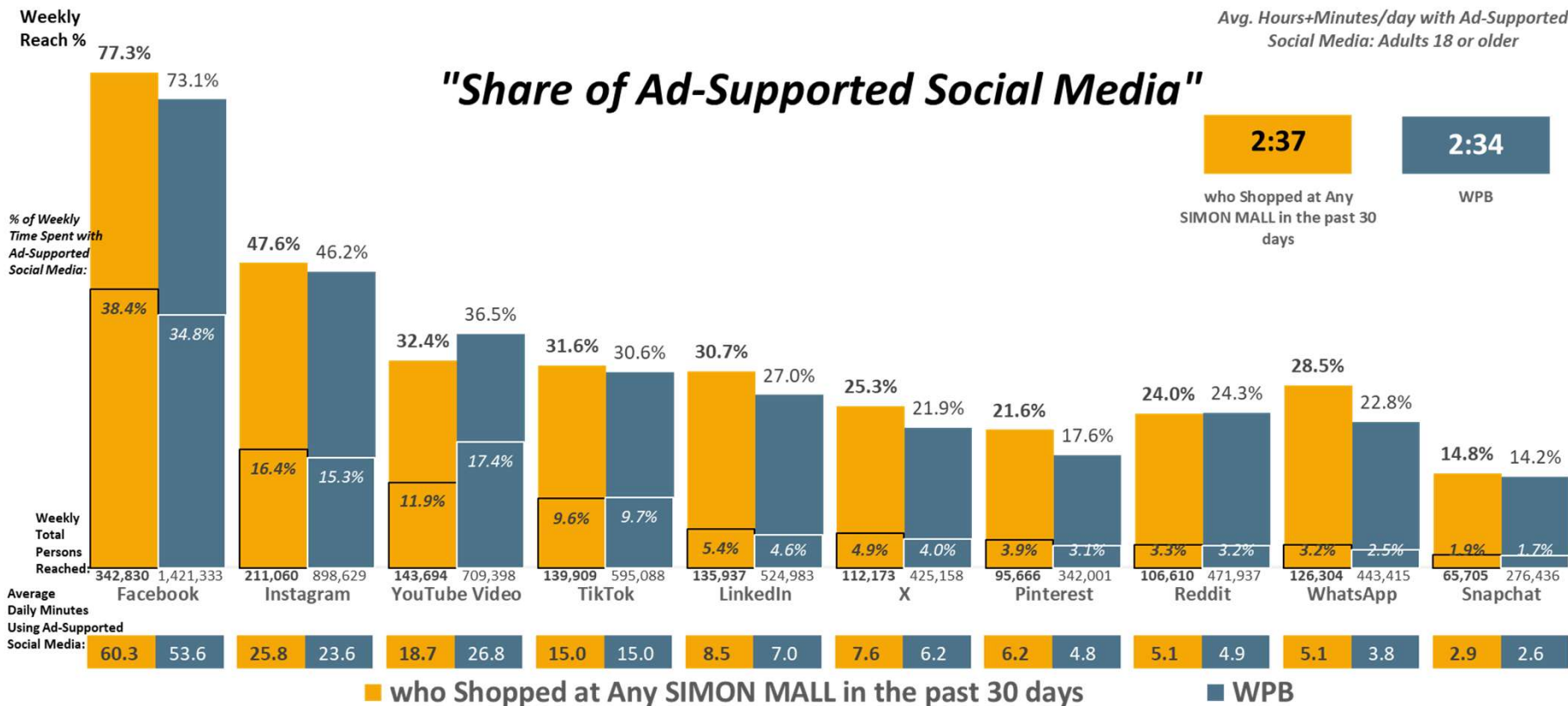
79,011 or 73.3% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days use Ad-Supported Facebook for an average of 79. minutes every day representing 42.3% of all time spent daily with Ad-Supported Social Media.





342,830 or 77.3% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days use Ad-Supported Facebook for an average of 60.3 minutes every day representing 38.4% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"

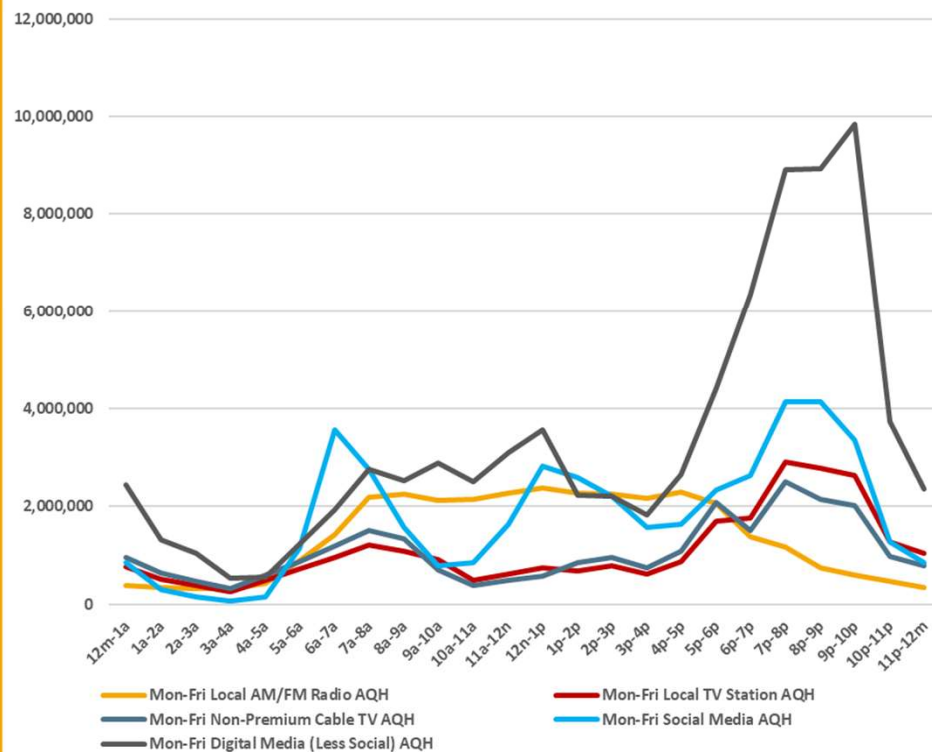




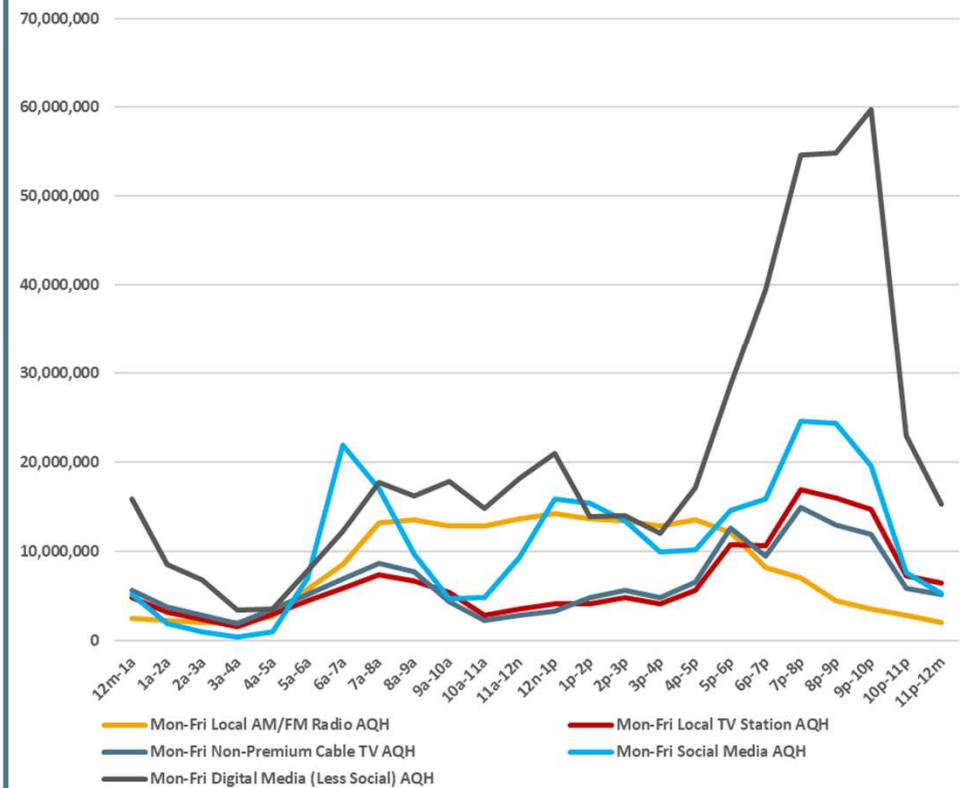


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,998,667;  
Local Radio: 2,096,717; Social Media: 2,078,269; Non-Prem. Cable: 1,037,656; Local TV:  
963,448 reaching Adults 18 or older who Shopped at Any SIMON MALL in the

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who Shopped at Any SIMON MALL in the  
past 30 days*



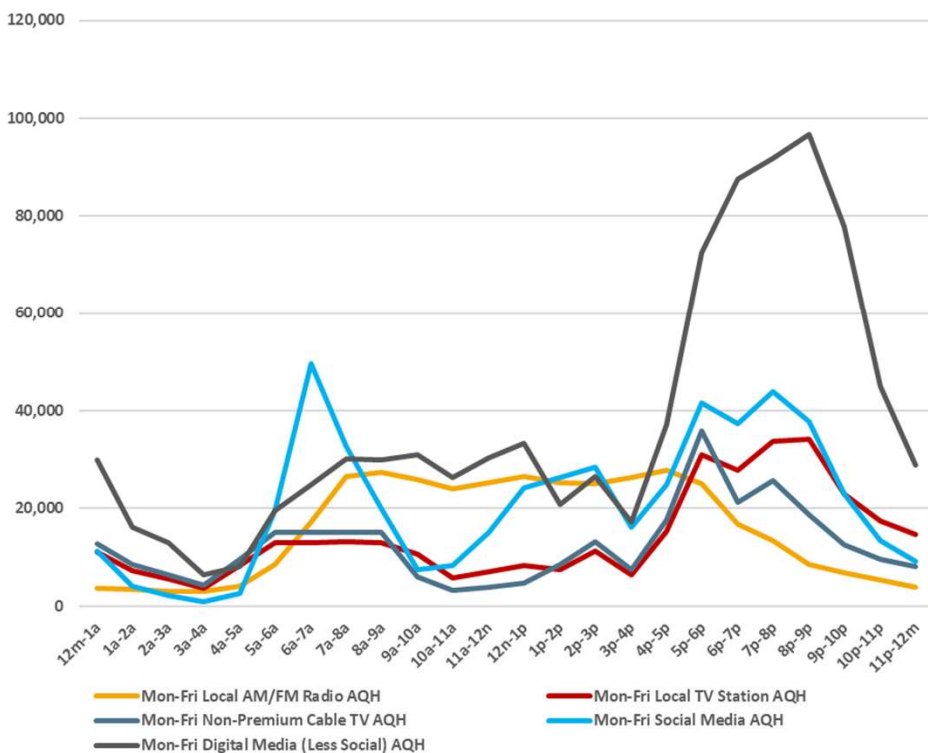
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
USA Metro Area Adults 18 or older*



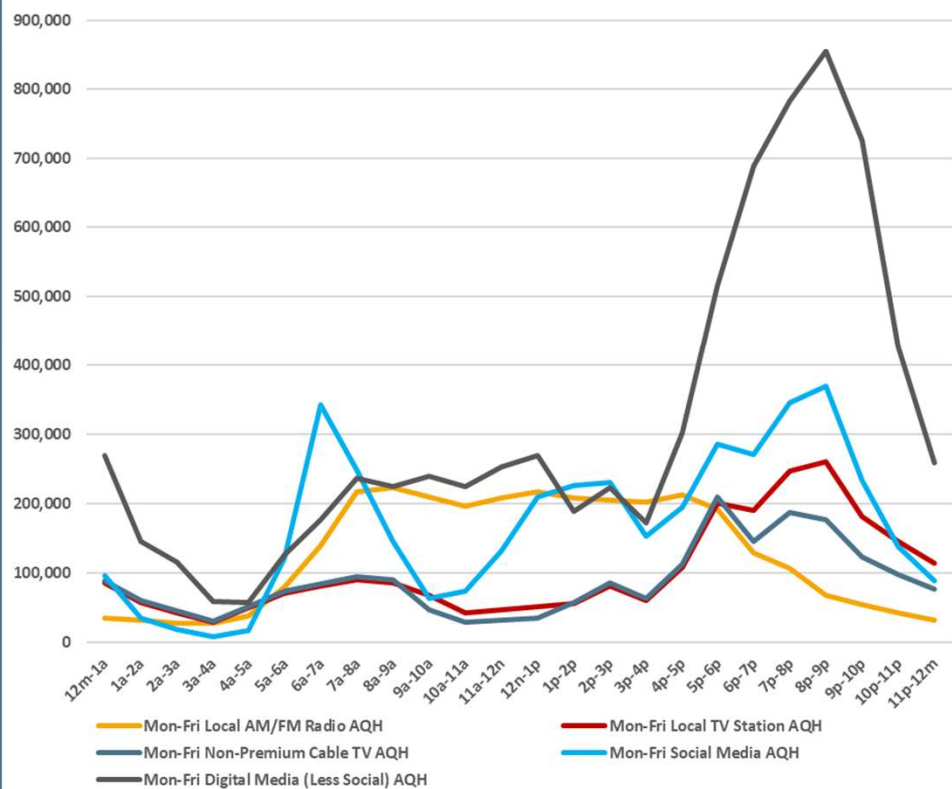


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 35,960; Social Media: 25,527; Local Radio: 24,537; Local TV: 13,086; Non-Prem. Cable: 12,791 reaching Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days



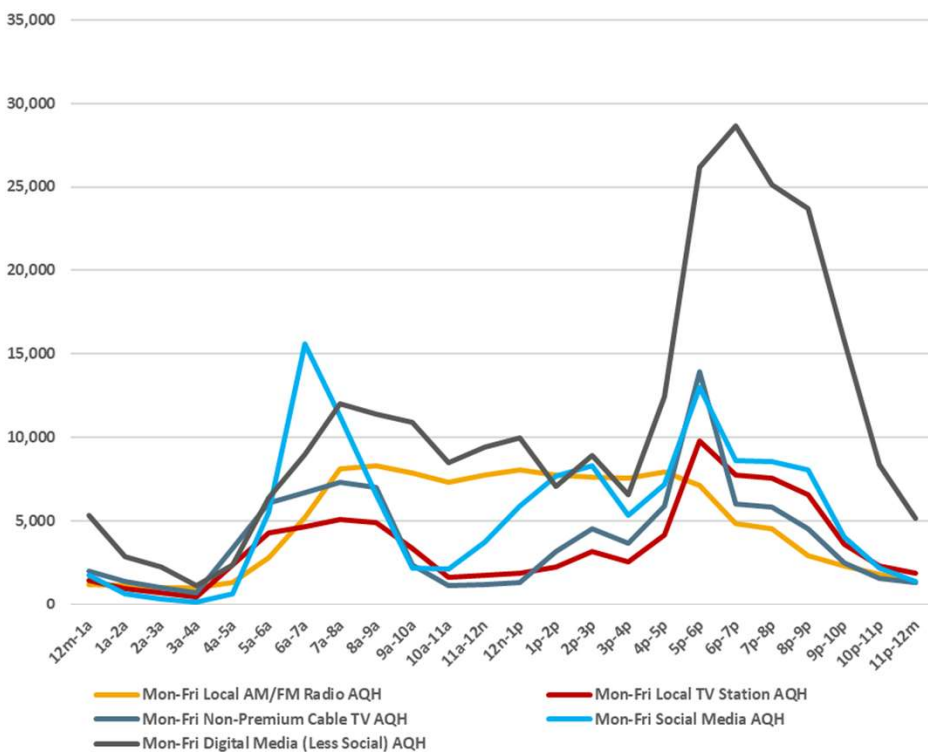
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
MSP Metro Area Adults 18 or older



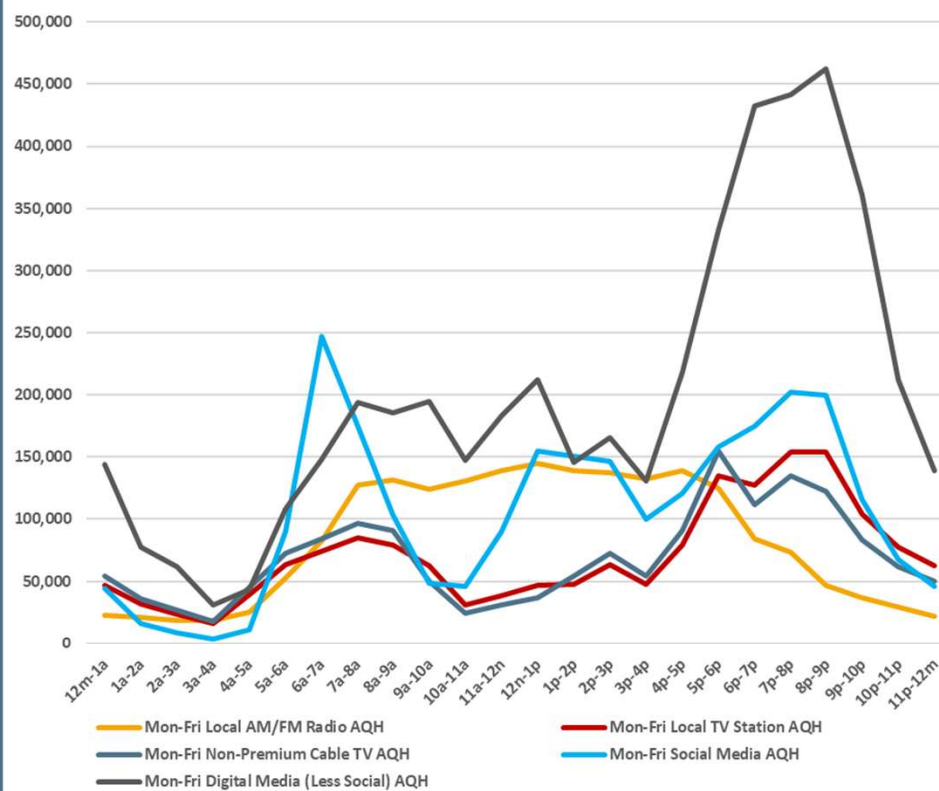


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 12,387; Social Media: 7,496; Local Radio: 7,347; Non-Prem. Cable: 4,941; Local TV: 4,075 reaching Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days.

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who Shopped at Any SIMON MALL in the  
past 30 days*



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

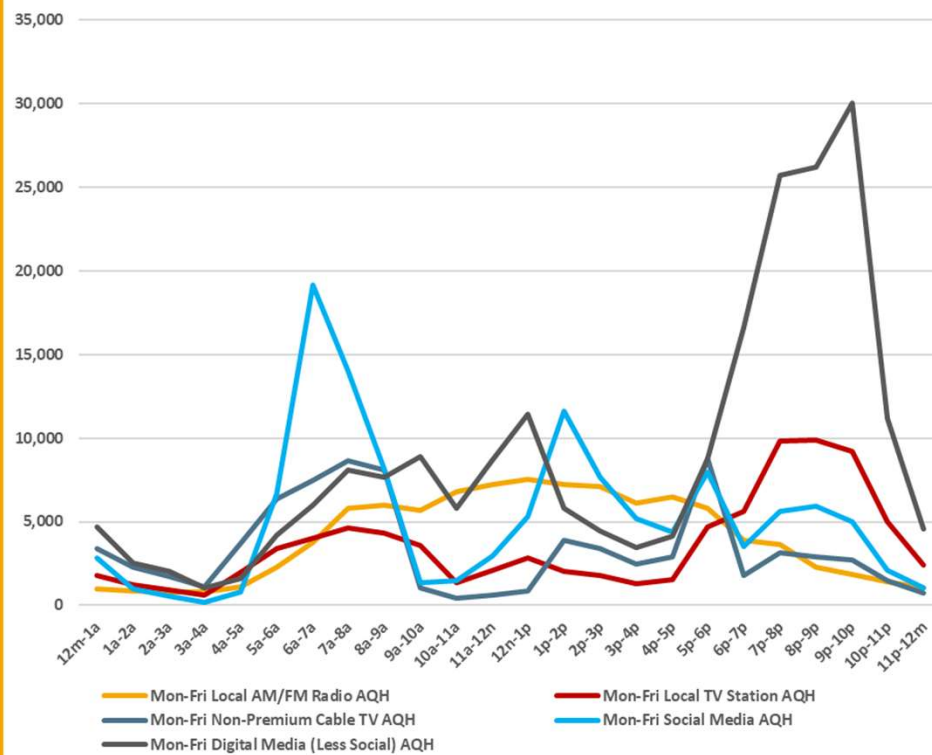




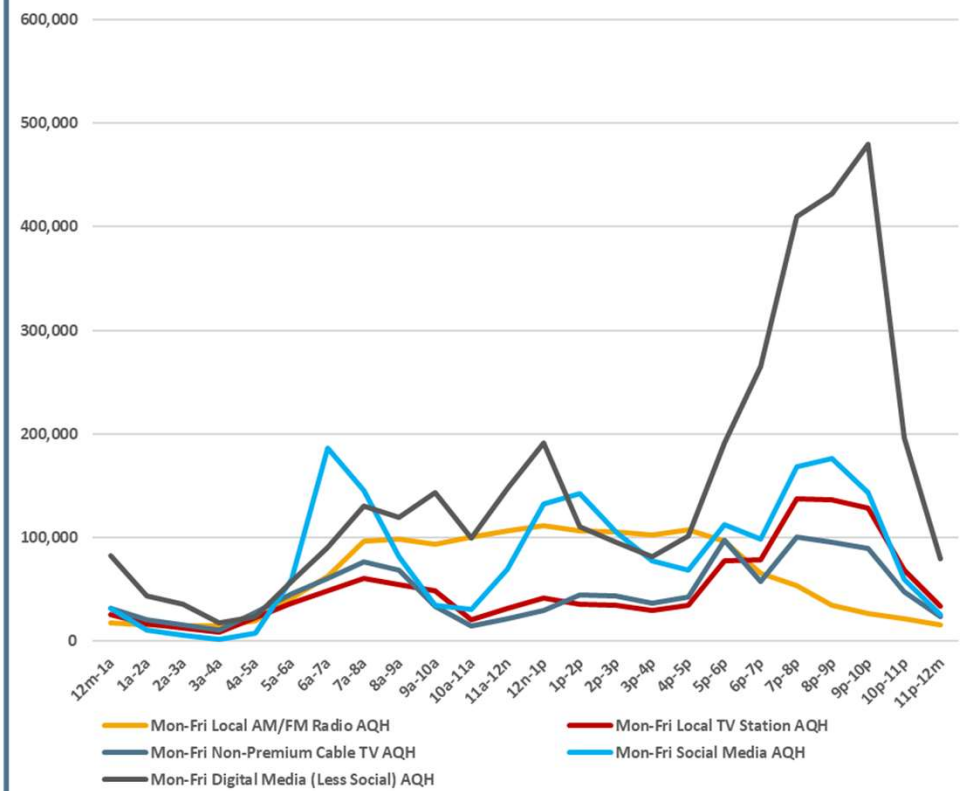


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,683; Social Media: 7,136; Local Radio: 6,107; Non-Prem. Cable: 3,869; Local TV: 3,057 reaching Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who Shopped at Any SIMON MALL in the  
past 30 days**



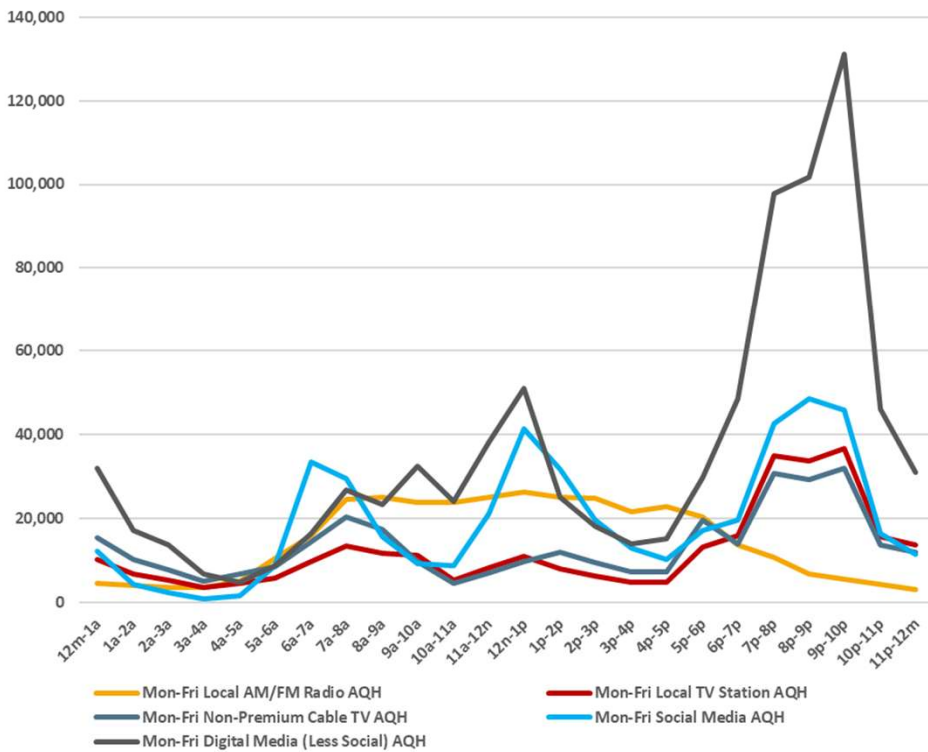
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
CIN Metro Area Adults 18 or older**



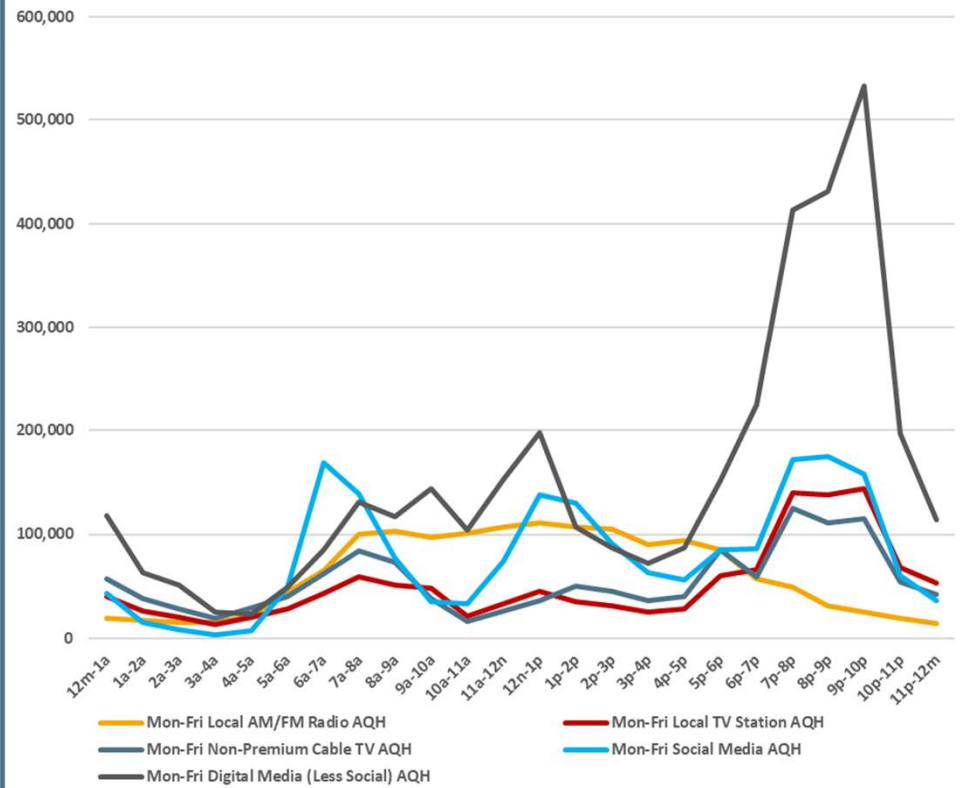


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 27,909; Local Radio: 22,519; Social Media: 20,809; Non-Prem. Cable: 11,730; Local TV: 9,494 reaching Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days



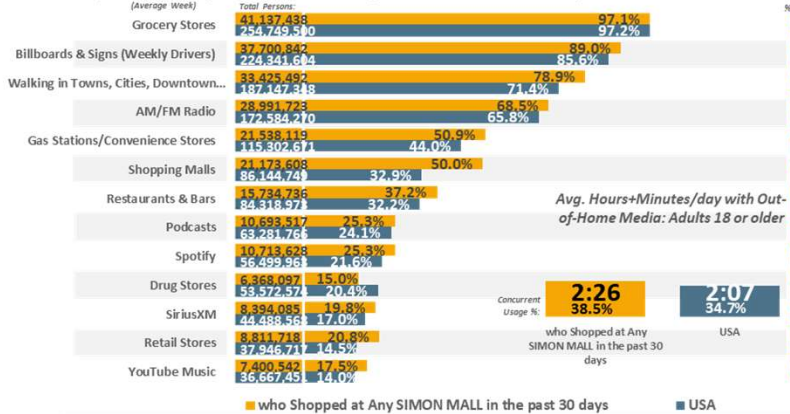
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
WPB Metro Area Adults 18 or older



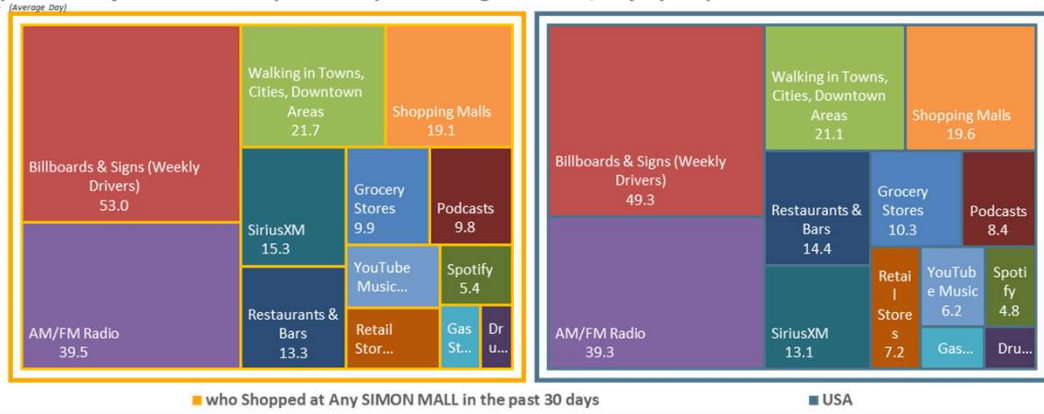


37,700,842 or 89.% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an average of 53. minutes per day driving, seeing Billboards and Signs. 65.8% Listen to Local Radio Stations Out-of-Home for an average of 35.8 minutes/day.

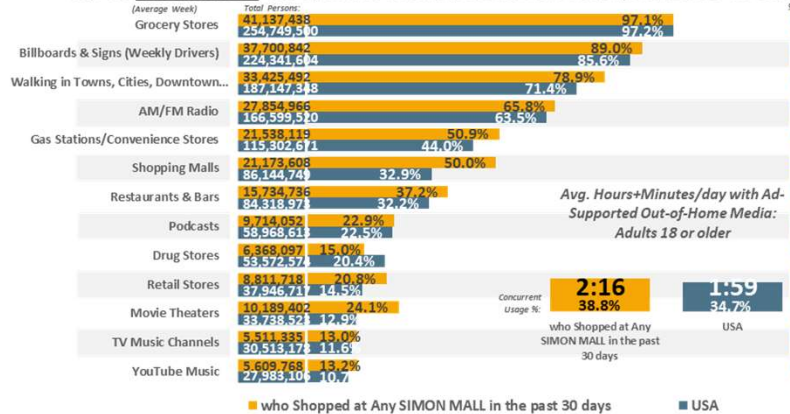
**Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older**



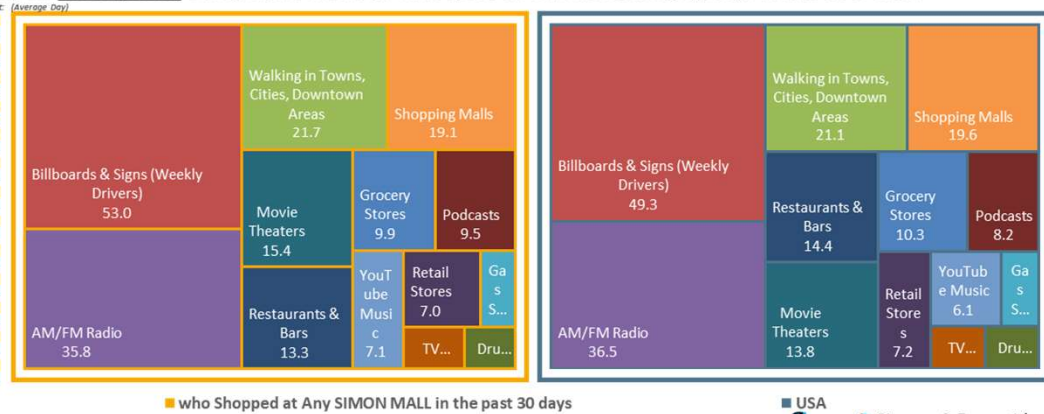
**Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



**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**



USA USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 4,424  
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soefa.ai Share of Everything for Anything

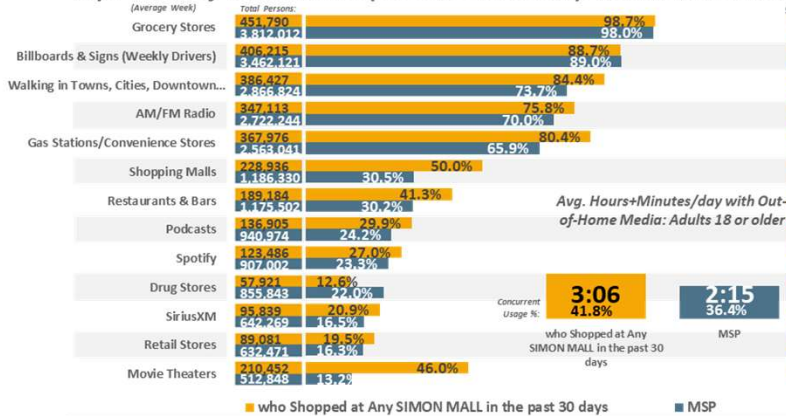
Malls shopped/visited past 30 days: Any Simon Mall



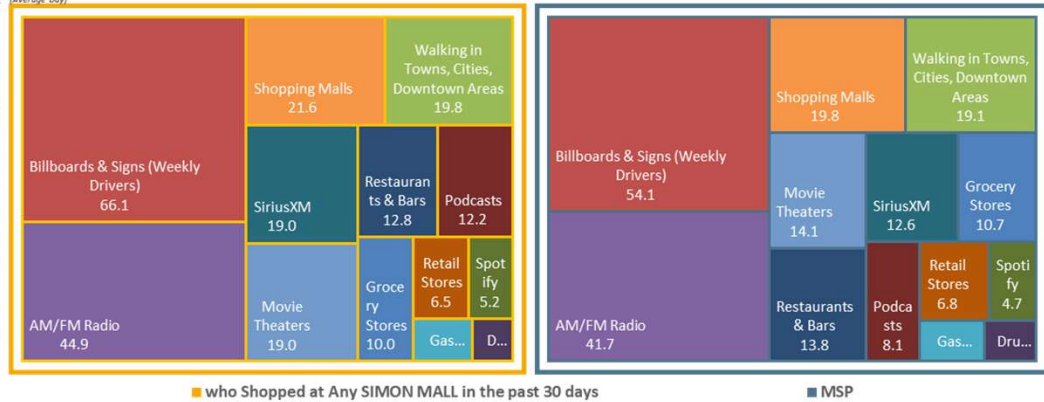


406,215 or 88.7% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an average of 66.1 minutes per day driving, seeing Billboards and Signs. 69.8% Listen to Local Radio Stations Out-of-Home for an average of 38.5 minutes/day.

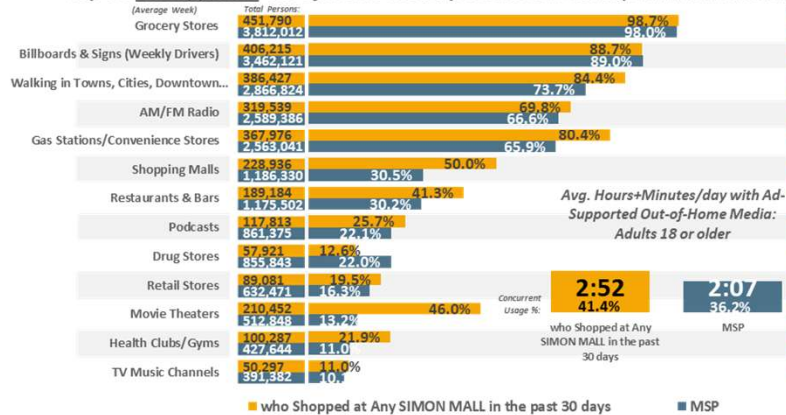
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



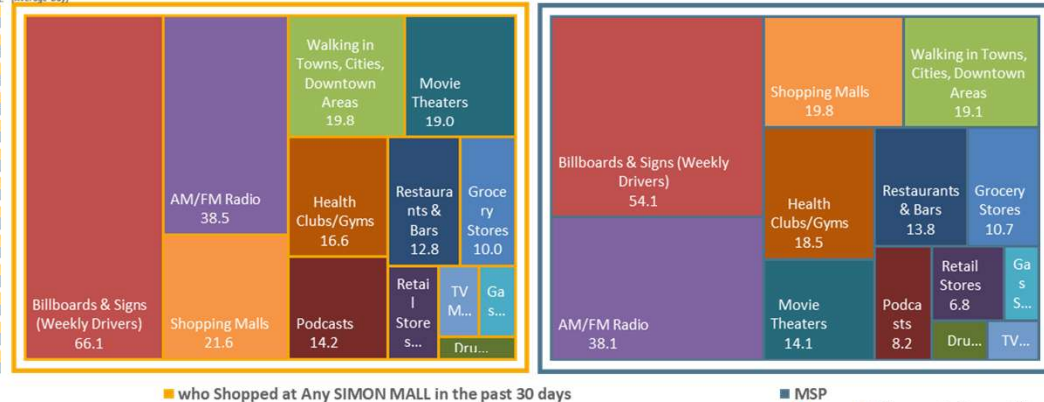
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



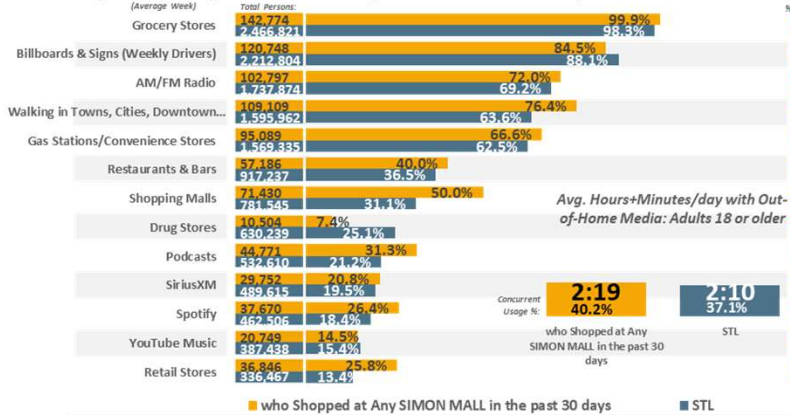
### Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



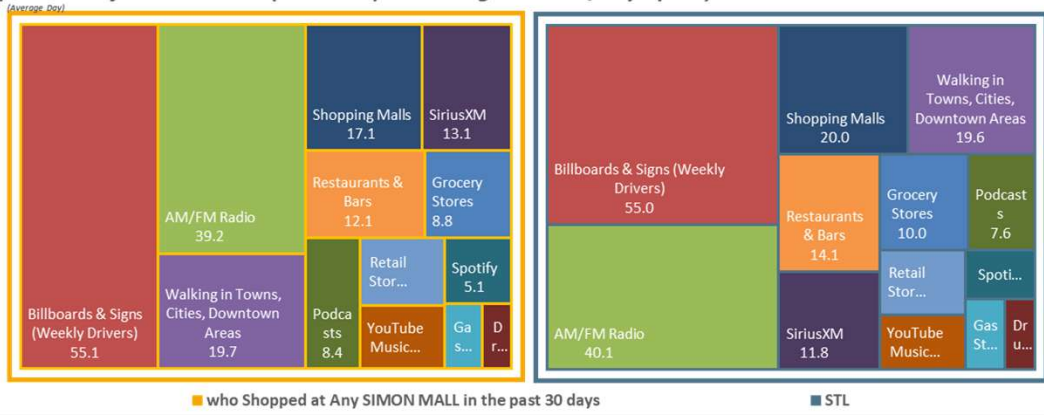


120,748 or 84.5% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an average of 55.1 minutes per day driving, seeing Billboards and Signs. 68.4% Listen to Local Radio Stations Out-of-Home for an average of 37.5 minutes/day.

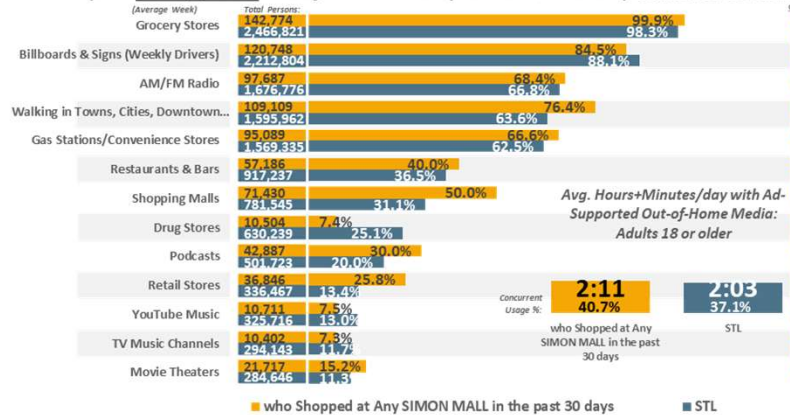
**Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older**



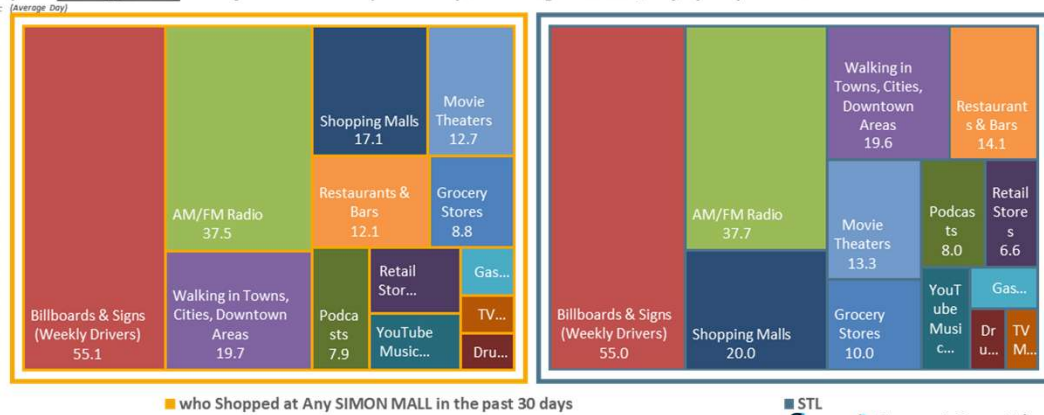
**Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



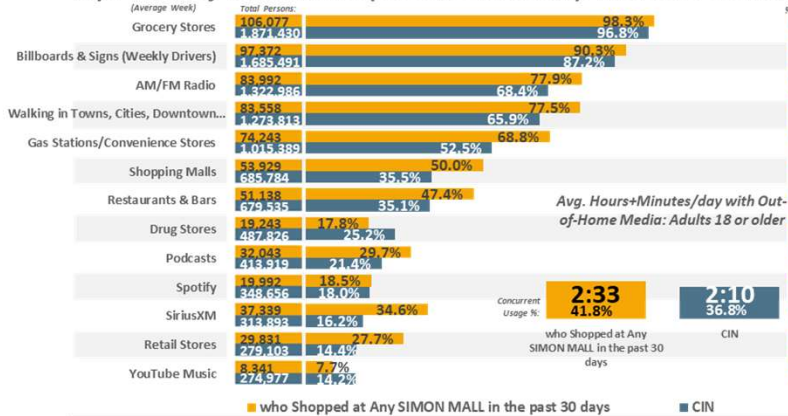
**Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



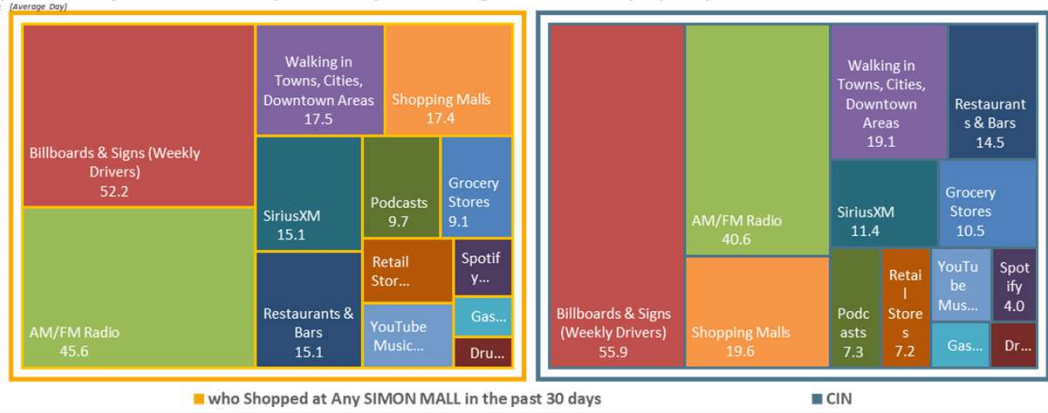


97,372 or 90.3% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an average of 52.2 minutes per day driving, seeing Billboards and Signs. 74.7% Listen to Local Radio Stations Out-of-Home for an average of 40.7 minutes/day.

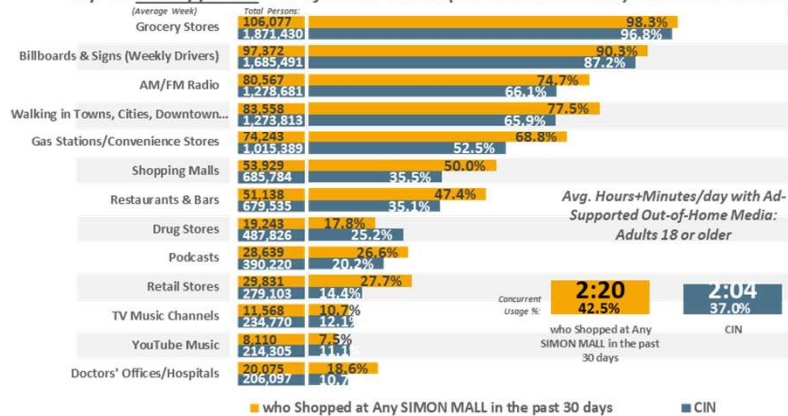
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



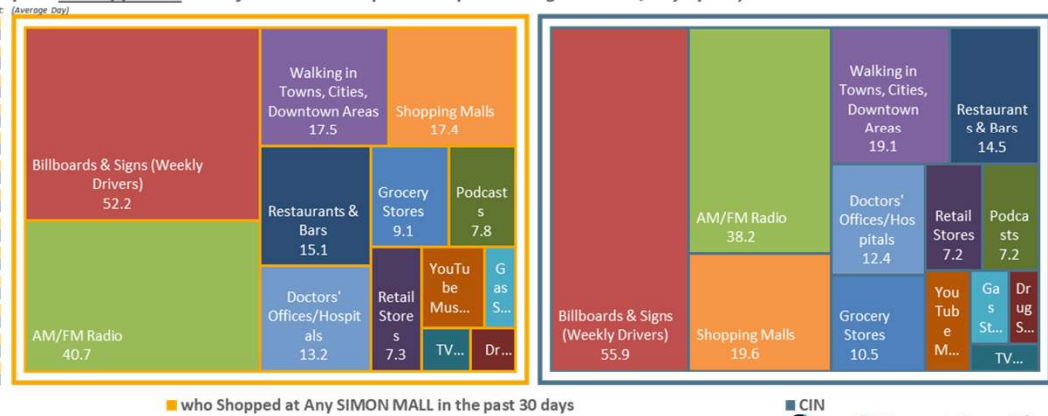
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

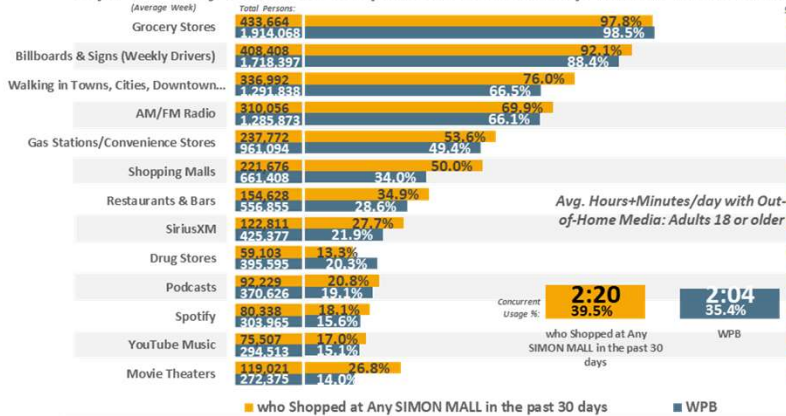




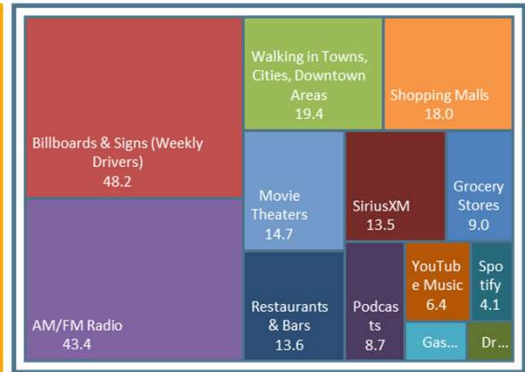
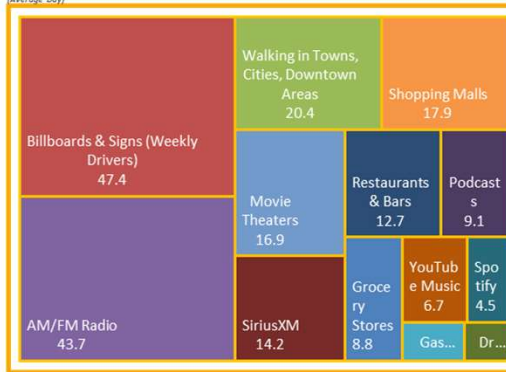


408,408 or 92.1% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an average of 47.4 minutes per day driving, seeing Billboards and Signs. 66.8% Listen to Local Radio Stations Out-of-Home for an average of 39.7 minutes/day.

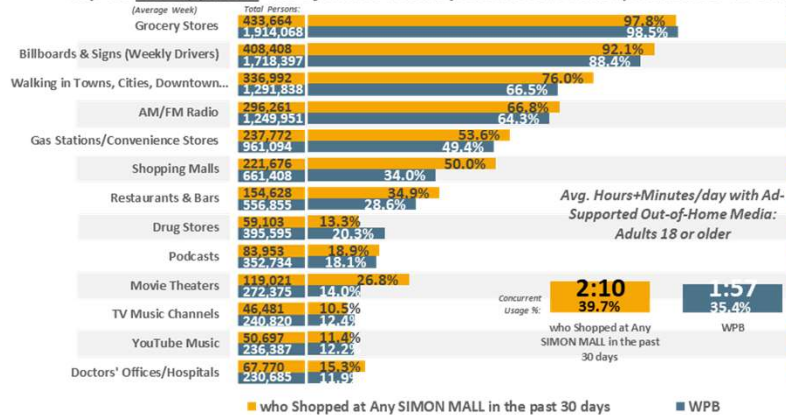
**Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older**



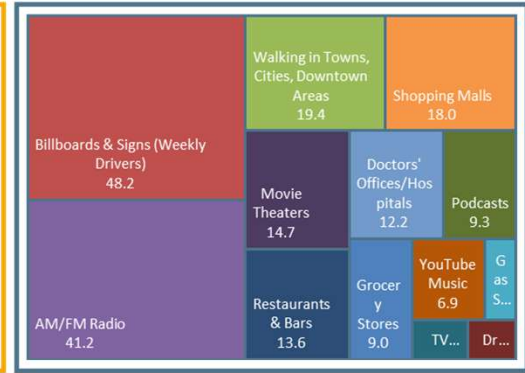
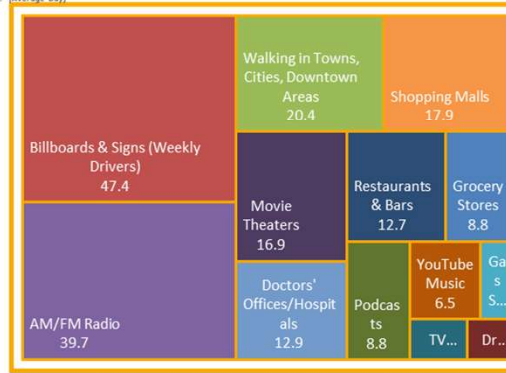
**Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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



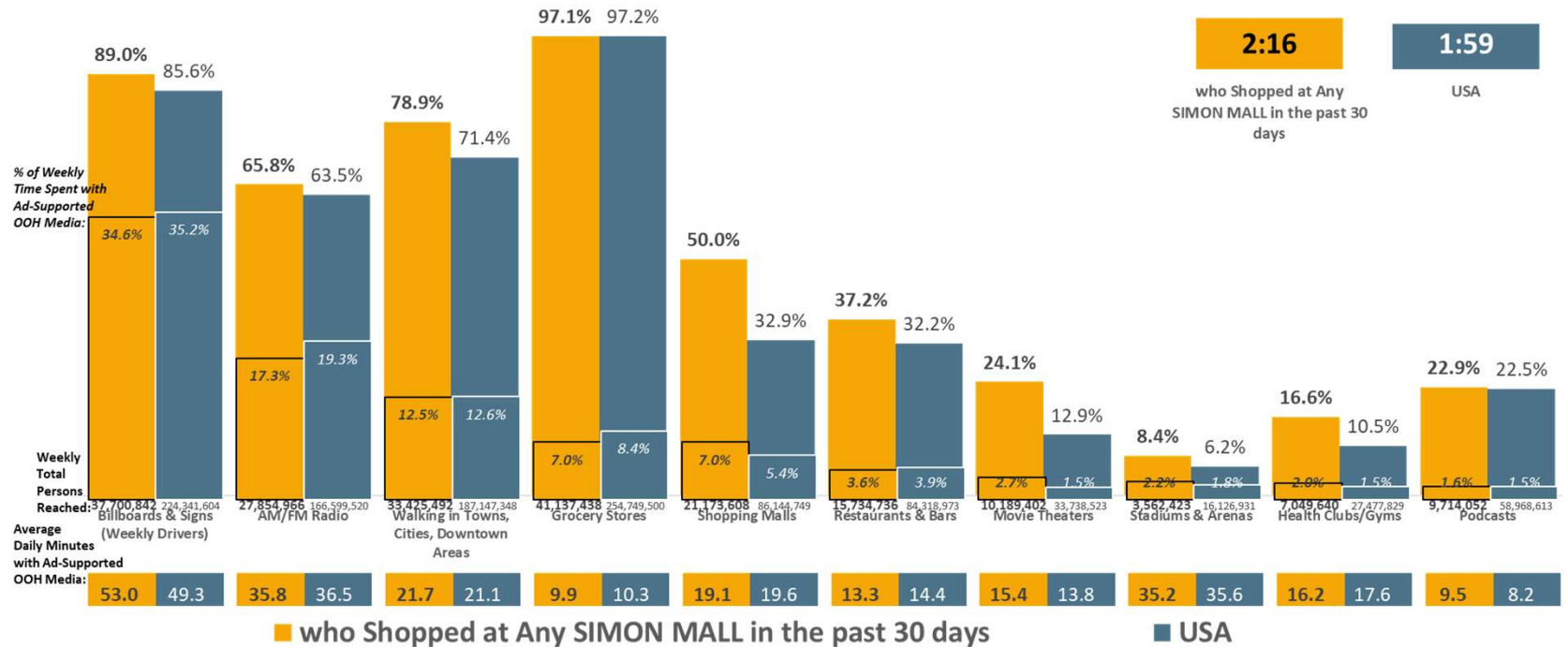


37,700,842 or 89.% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an average of 53. minutes per day driving, seeing Billboards and Signs representing 34.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 4,424 Scarborough R1 2026: Sep24-Jan26 USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 25,371

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Malls shopped/visited past 30 days: Any Simon Mall

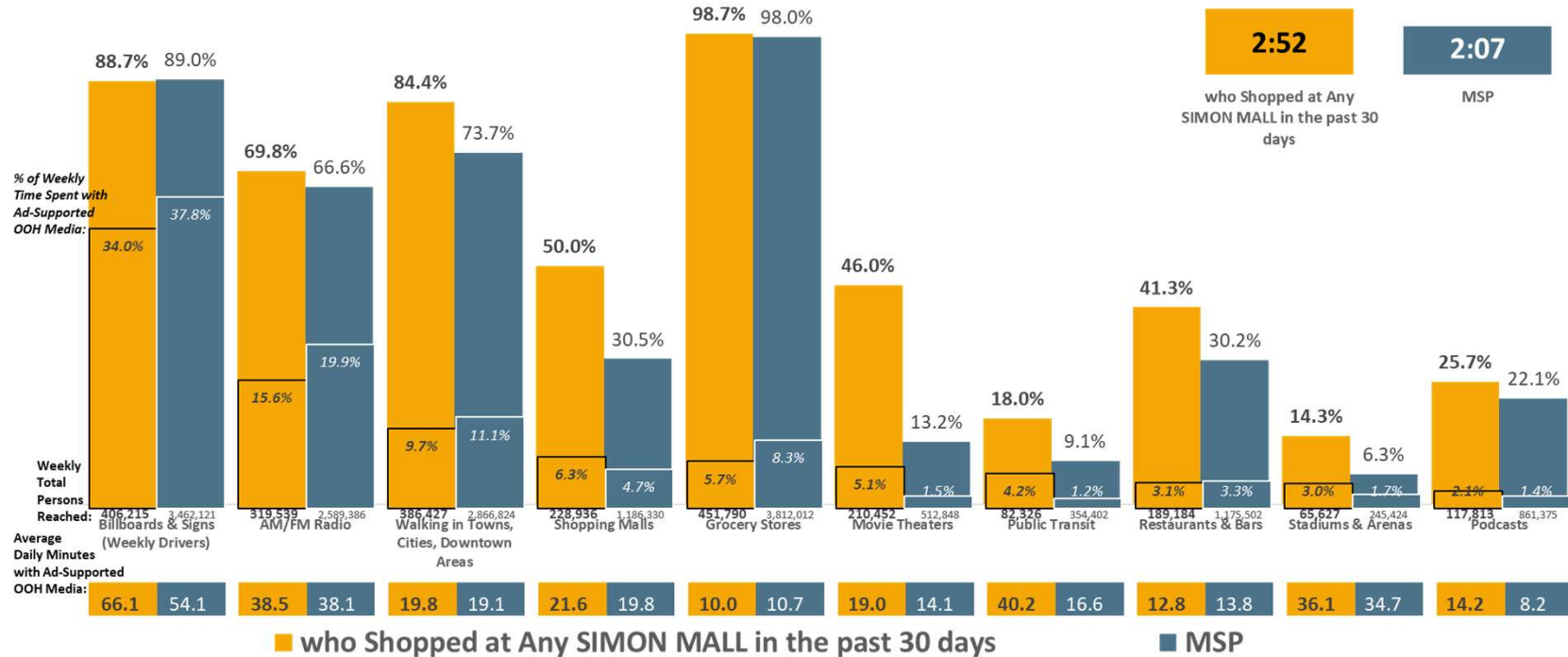


406,215 or 88.7% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an average of 66.1 minutes per day driving, seeing Billboards and Signs representing 34.% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 268 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081  
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soefa.ai Share of Everything for Anything

Malls shopped/visited past 30 days: Any Simon Mall



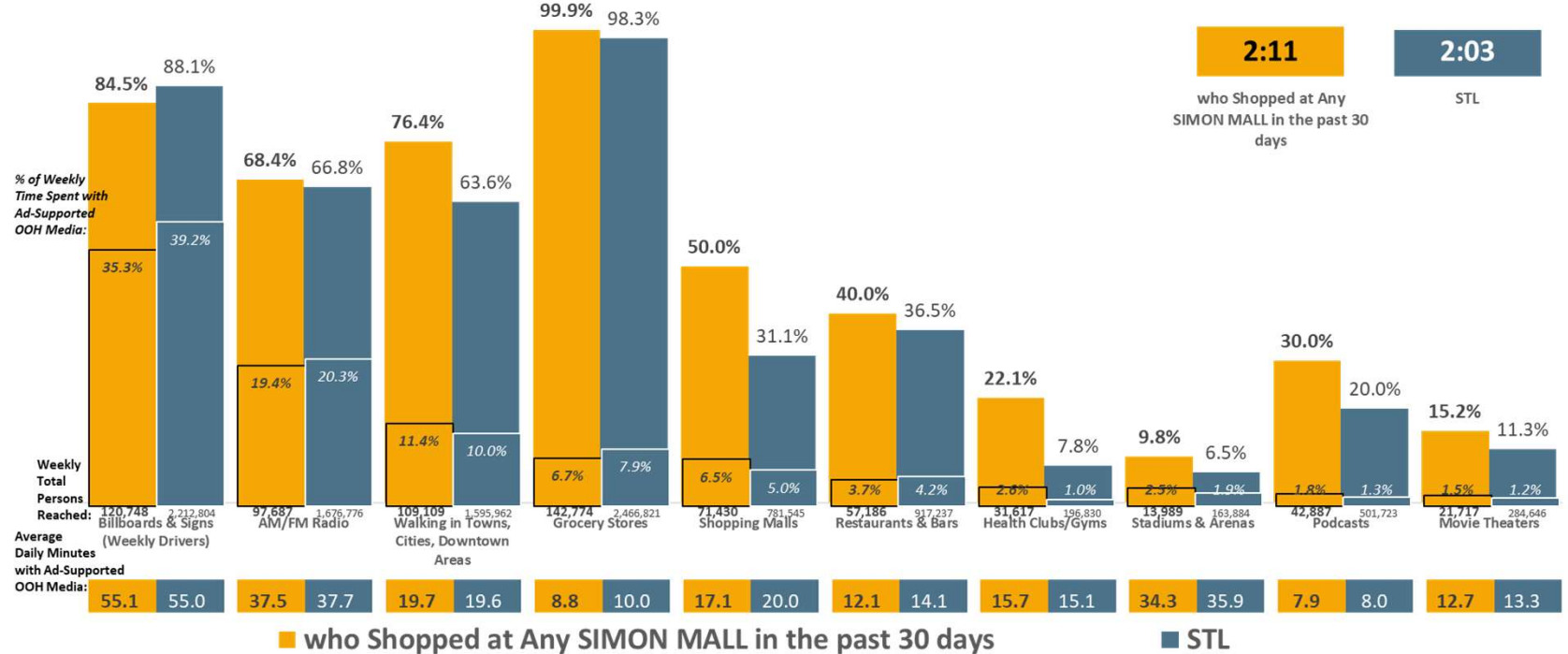


120,748 or 84.5% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an average of 55.1 minutes per day driving, seeing Billboards and Signs representing 35.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 131  
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ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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Malls shopped/visited past 30 days: Any Simon Mall

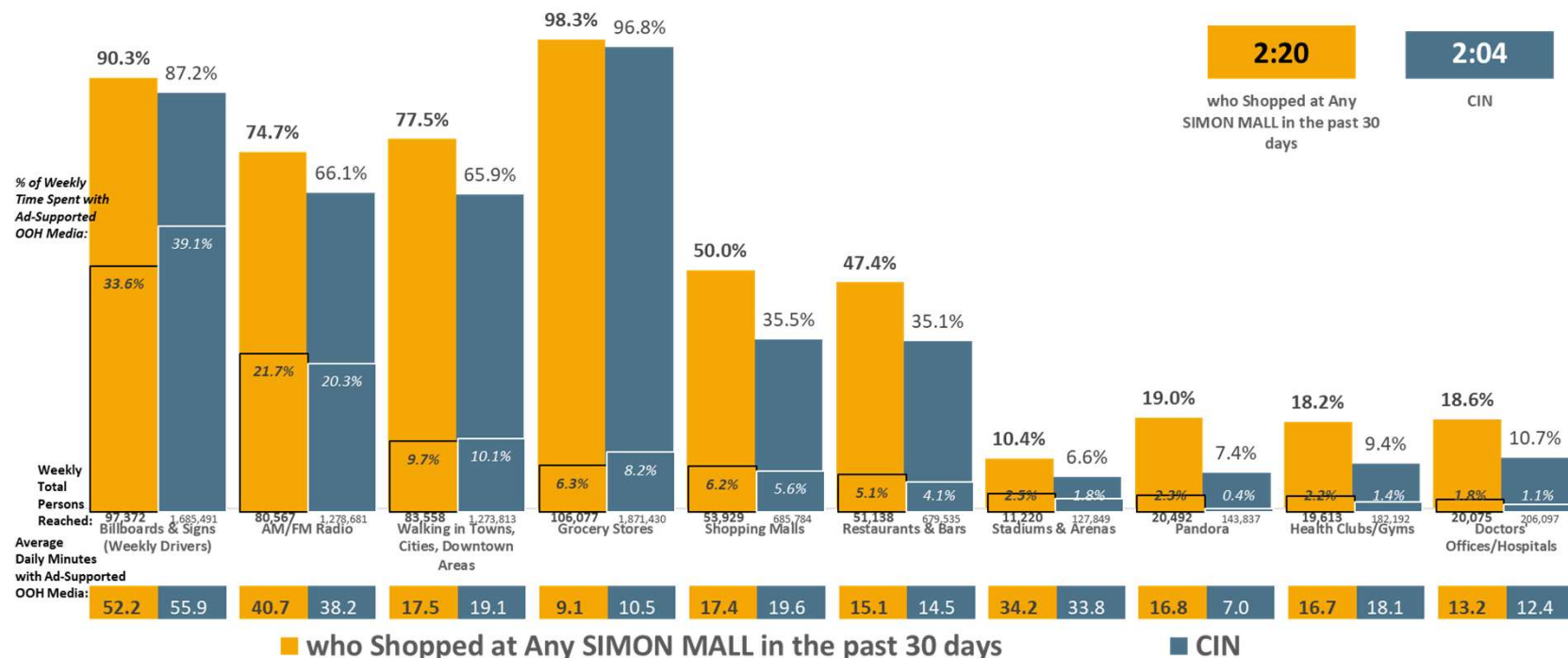


97,372 or 90.3% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an average of 52.2 minutes per day driving, seeing Billboards and Signs representing 33.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



2:20

who Shopped at Any SIMON MALL in the past 30 days

2:04

CIN

CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 134 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033  
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Malls shopped/visited past 30 days: Any Simon Mall

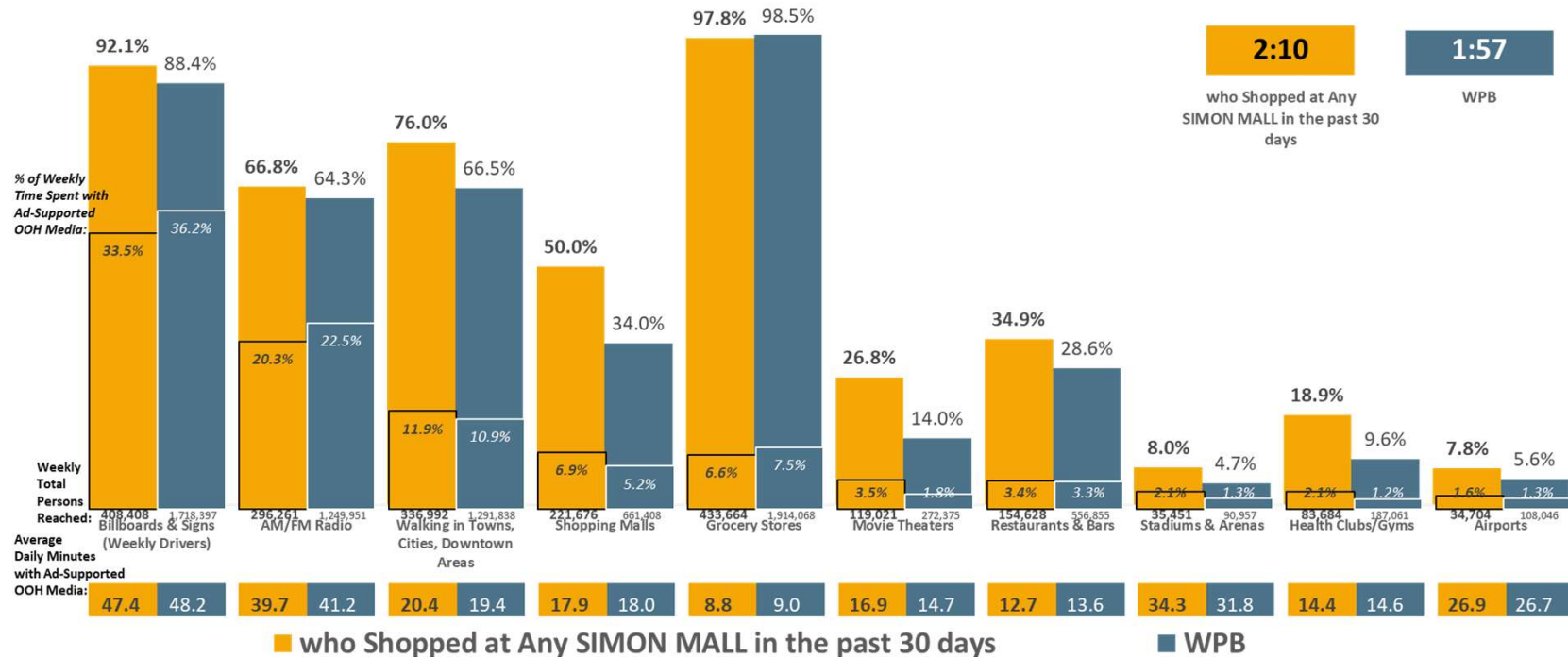


408,408 or 92.1% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an average of 47.4 minutes per day driving, seeing Billboards and Signs representing 33.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 614 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551  
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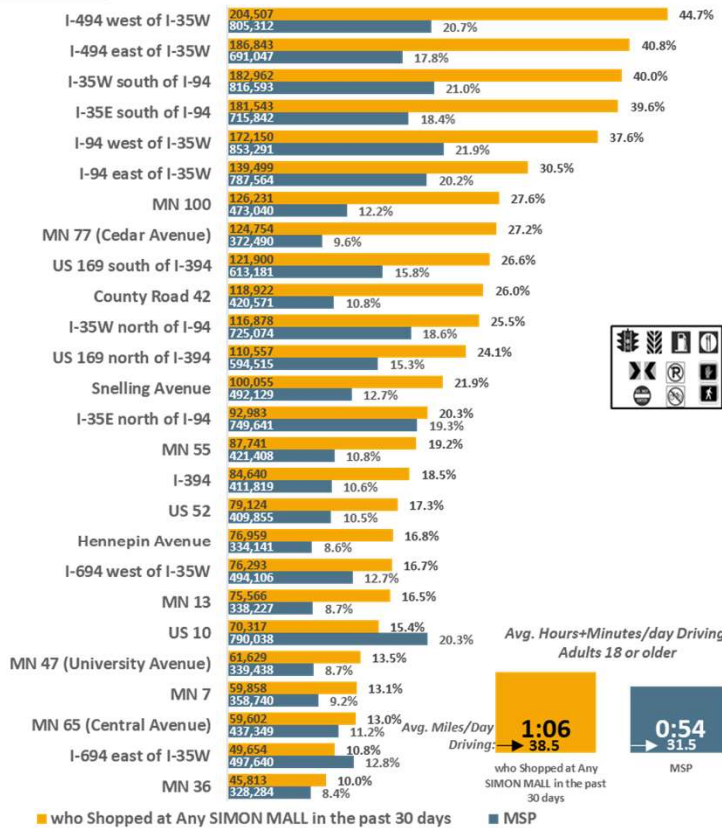
Malls shopped/visited past 30 days: Any Simon Mall



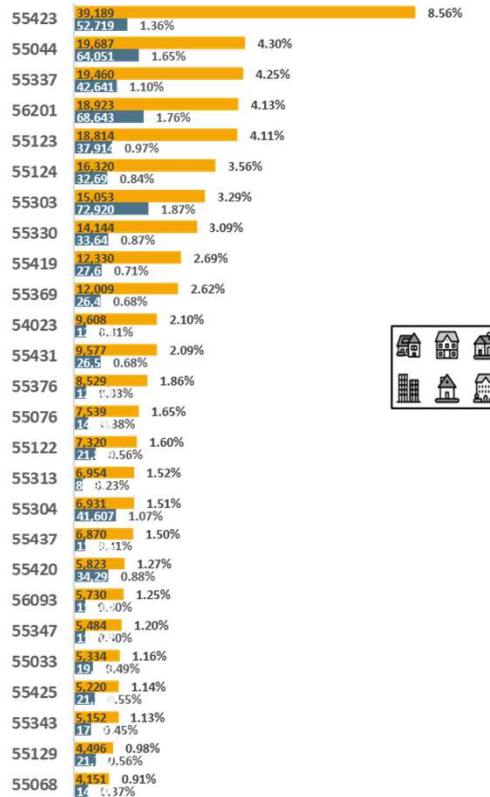


406,215 or 88.7% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an average of 66.1 minutes per day driving an average of 38.5 miles each day and are 184.5% more likely to use MN 77 (Cedar Avenue) than the Metro average.

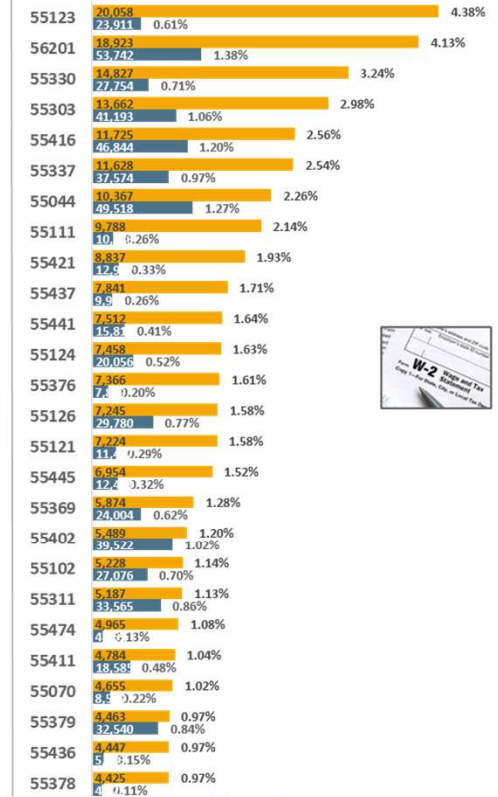
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



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



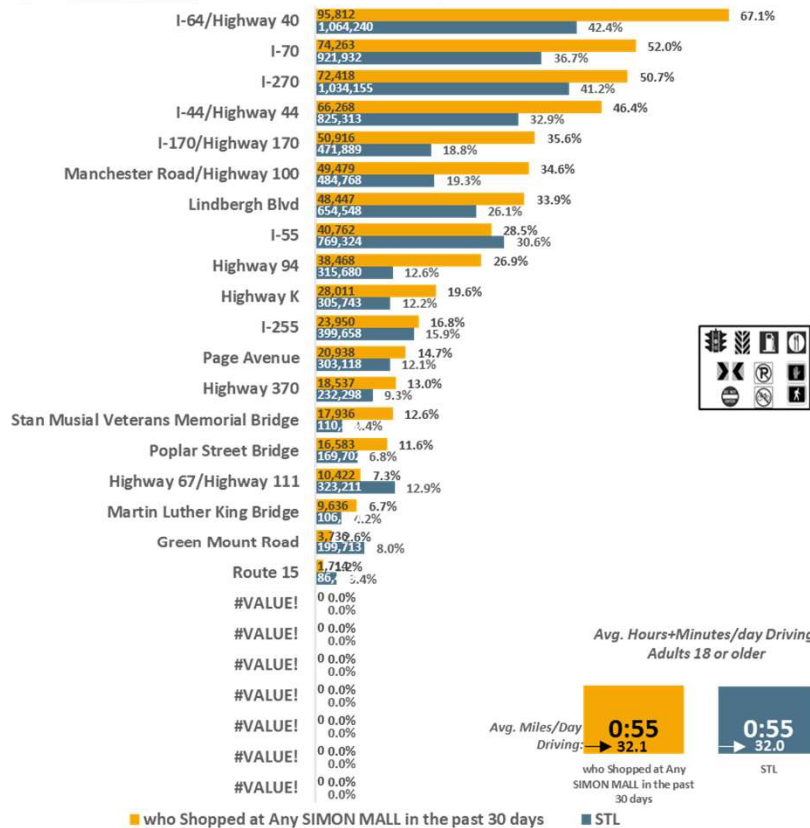
#### Top-26 Employment Zip Codes: Adults 18 or older



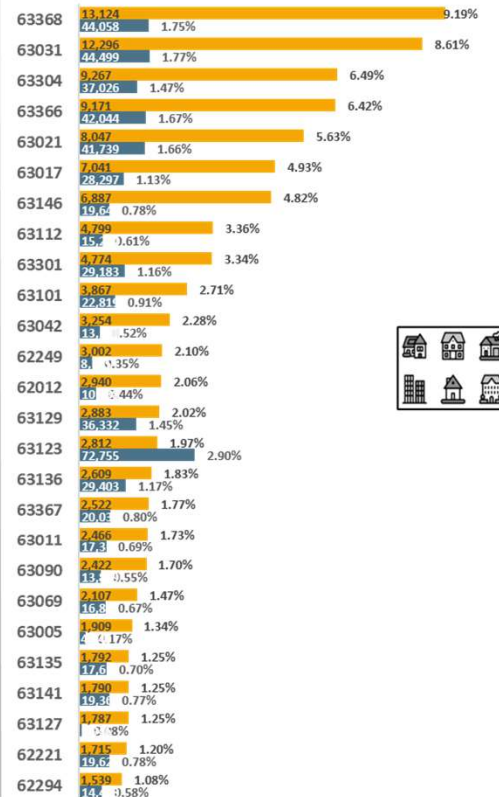


120,748 or 84.5% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an average of 55.1 minutes per day driving an average of 32.1 miles each day and are 184.3% more likely to use Stan Musial Veterans Memorial Bridge than the Met

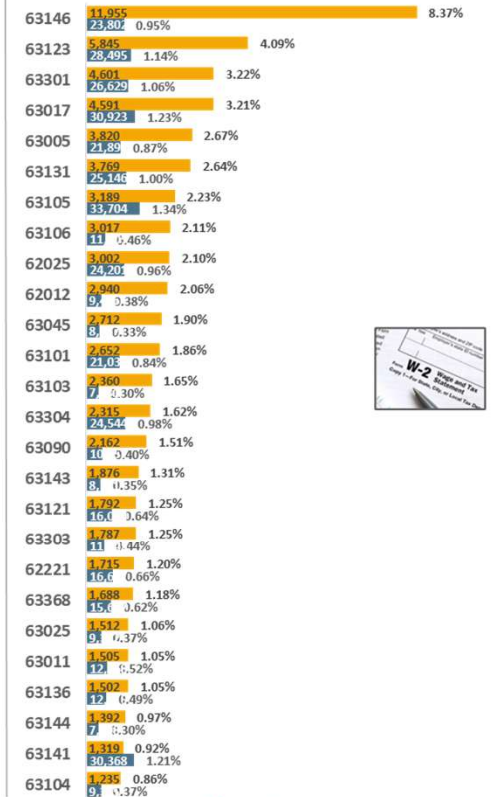
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



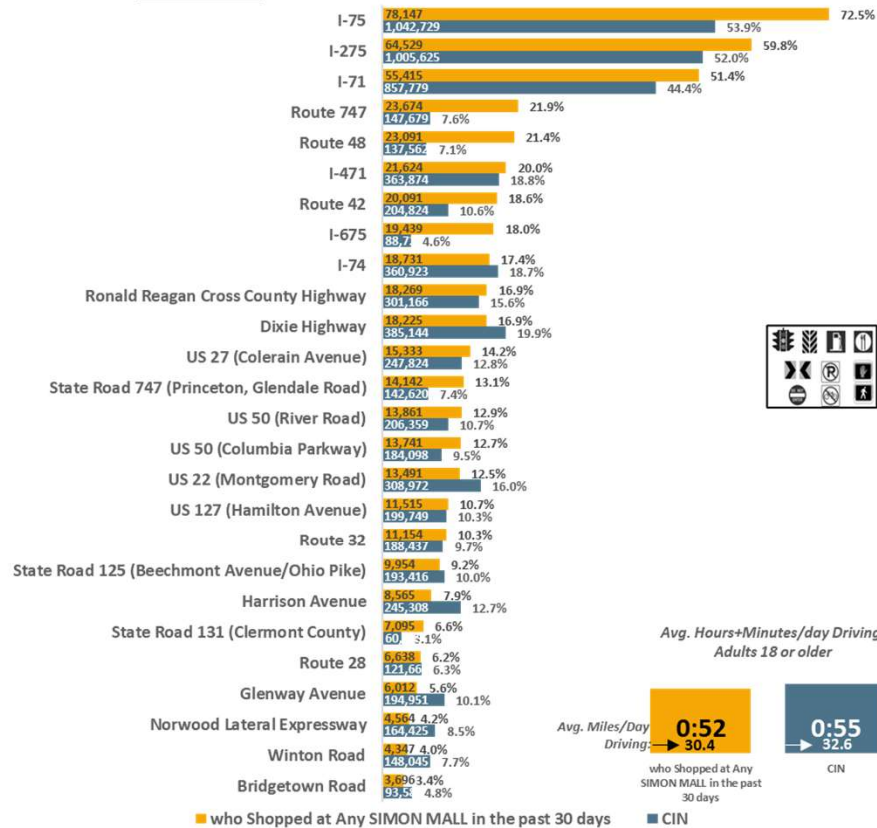
Top-26 Employment Zip Codes: Adults 18 or older





97,372 or 90.3% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an average of 52.2 minutes per day driving an average of 30.4 miles each day and are 292.8% more likely to use I-675 than the Metro average.

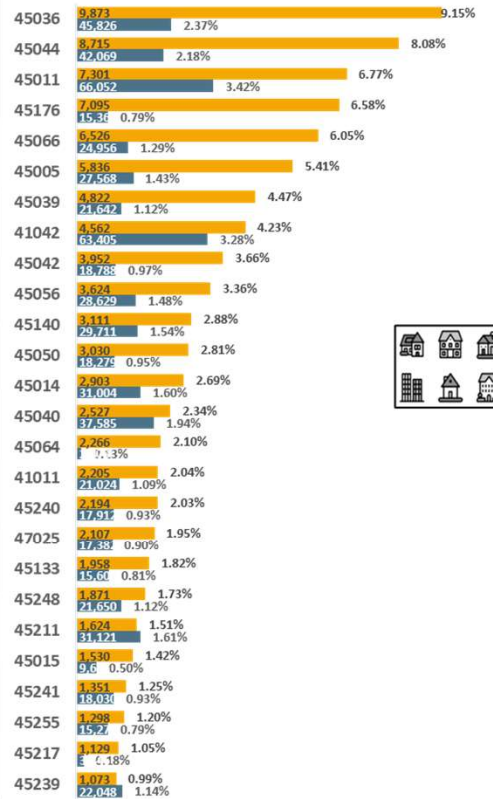
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



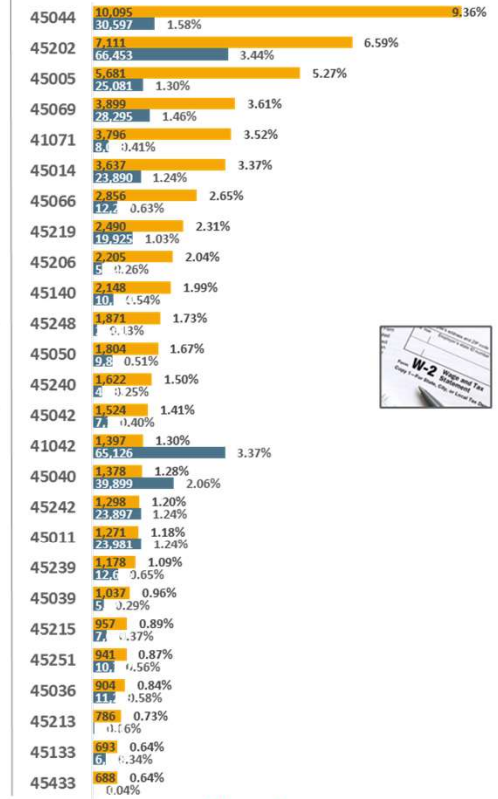
Avg. Hours+Minutes/day Driving:  
Adults 18 or older



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



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

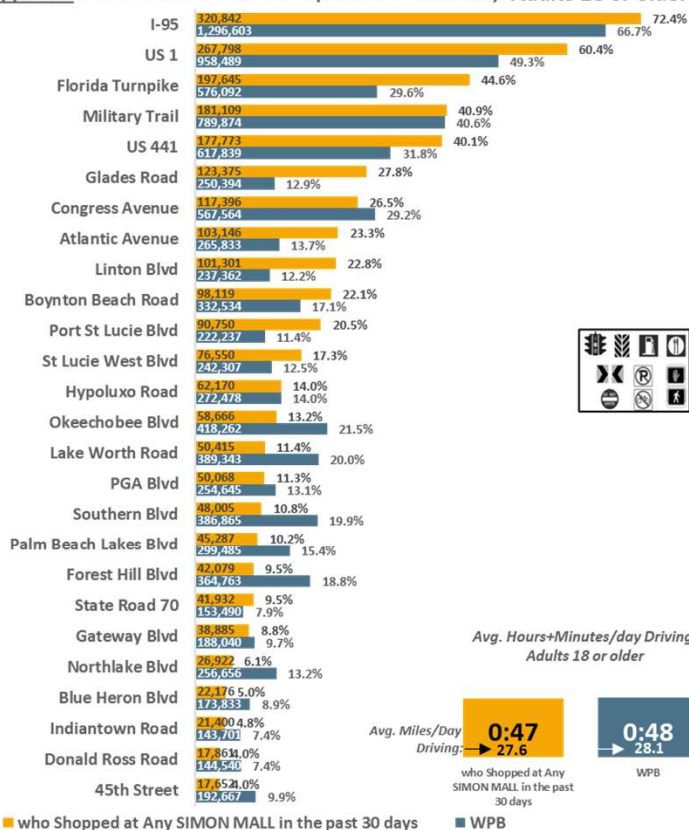






408,408 or 92.1% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an average of 47.4 minutes per day driving an average of 27.6 miles each day and are 116.% more likely to use Glades Road than the Metro average.

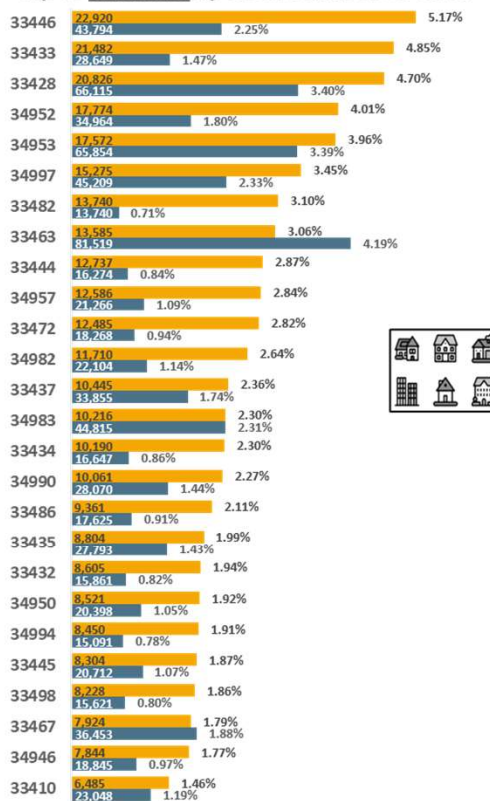
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



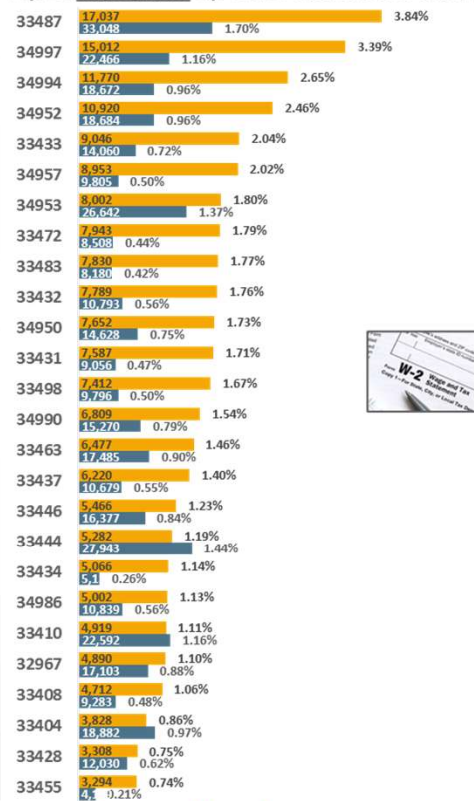
Avg. Hours+Minutes/day Driving:  
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older

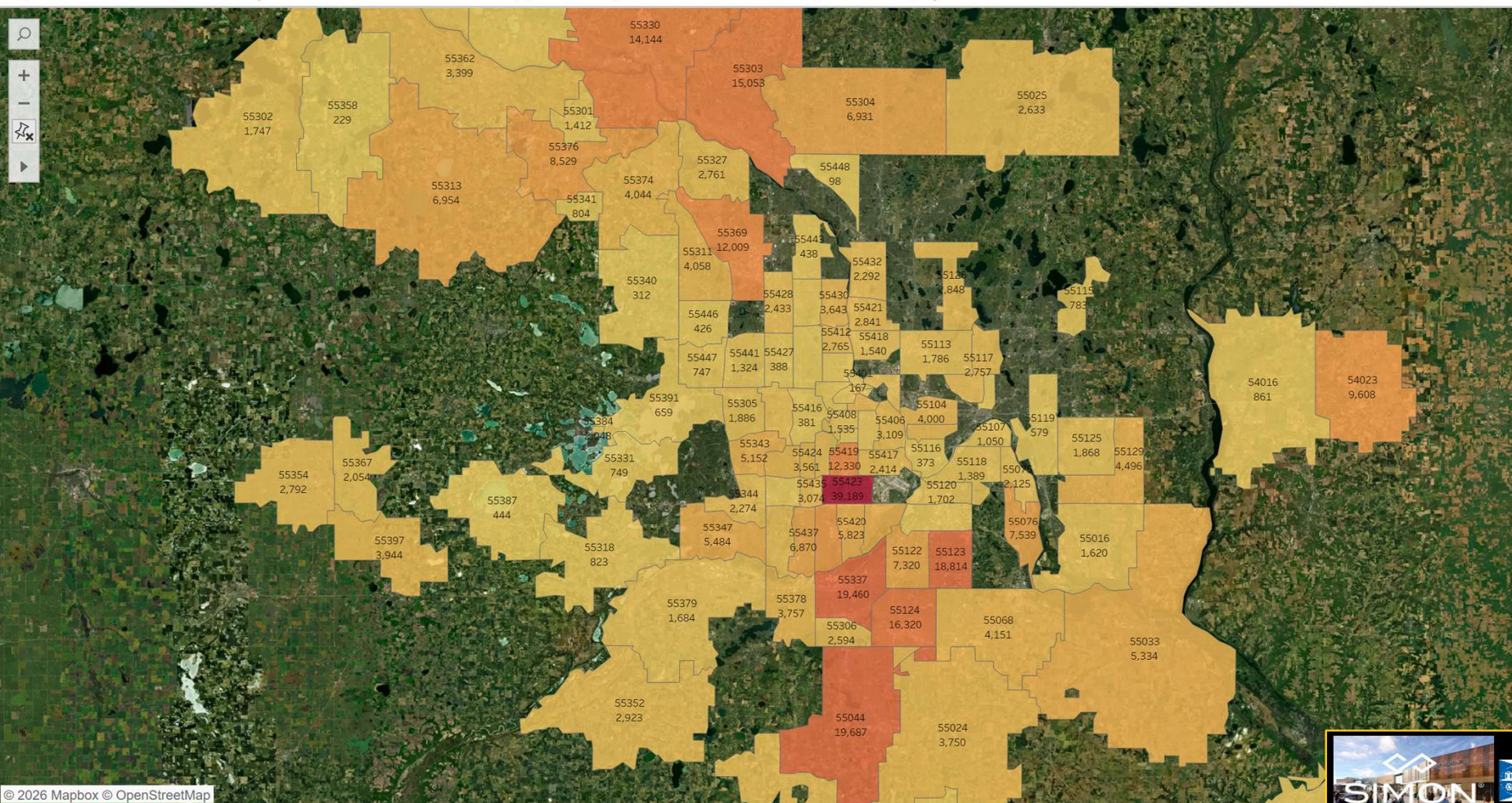


Top-26 Employment Zip Codes: Adults 18 or older





# Top Residential Zip Codes: (Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days)

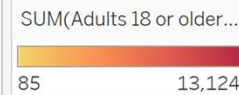
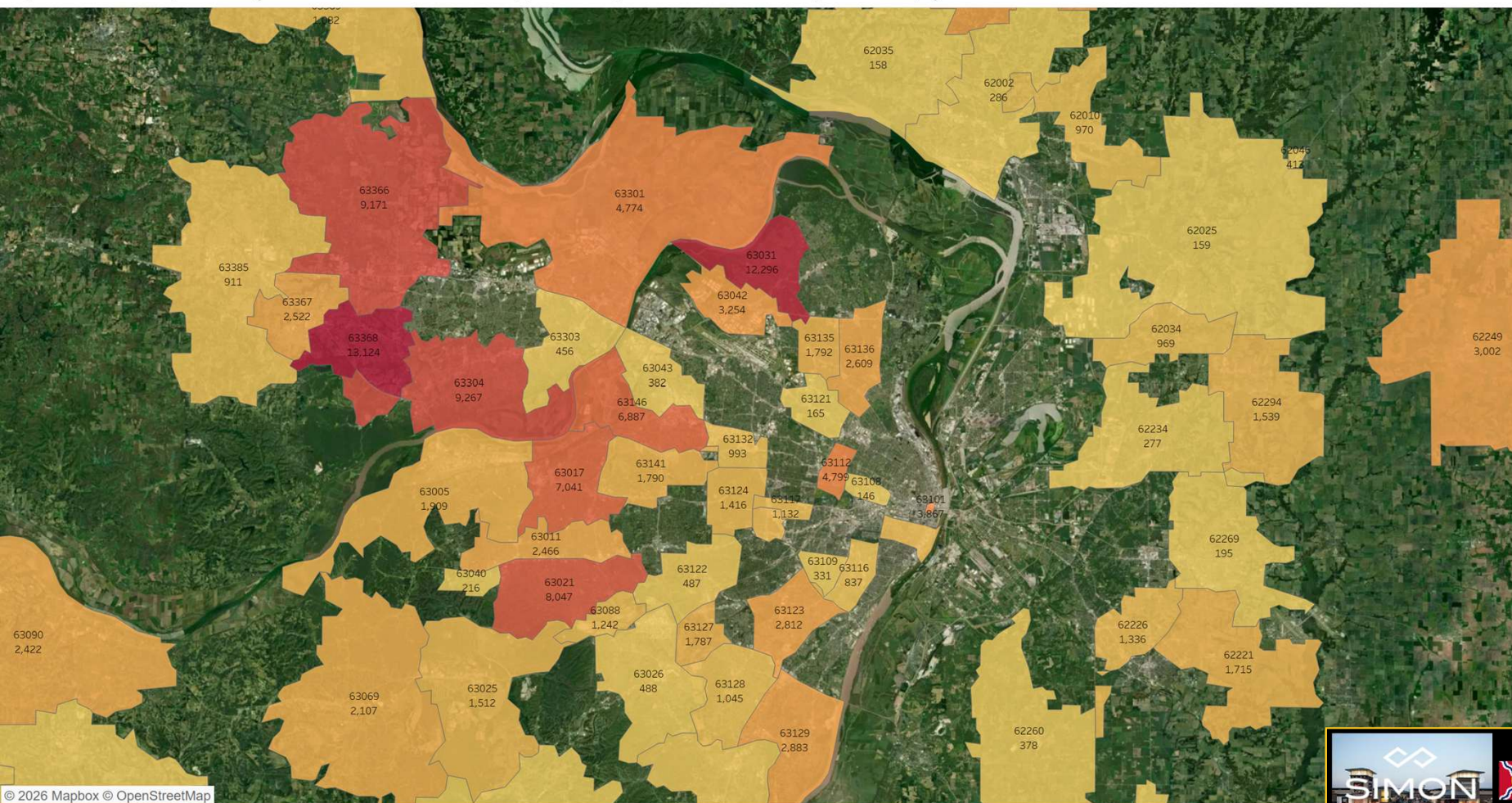


SUM(Adults 18 or older...  
98 39,189





# Top Residential Zip Codes: (Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days)



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Malls shopped/visited past 30 days: Any Simon Mall



SUM(Adults 18 or older...



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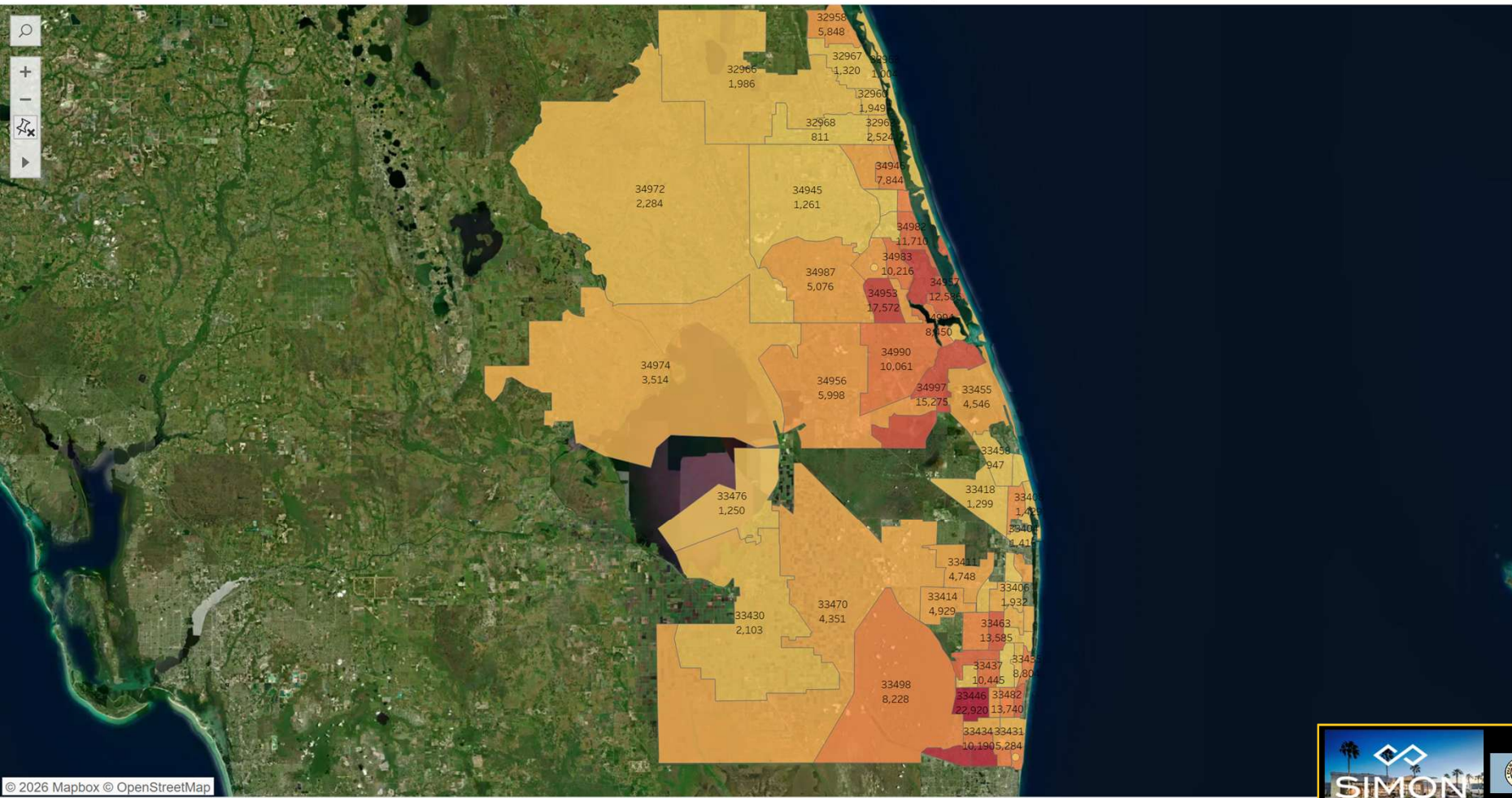
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CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 134  
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Malls shopped/visited past 30 days: Any Simon Mall



Top Residential Zip Codes: (Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days)



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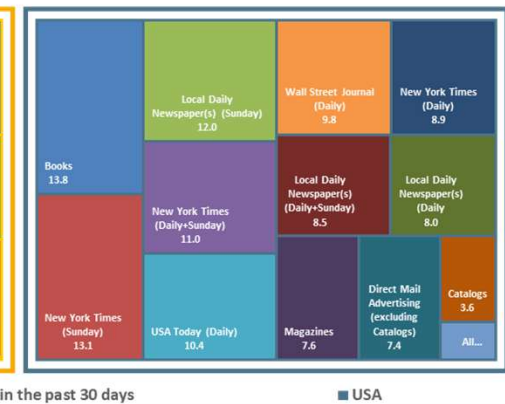
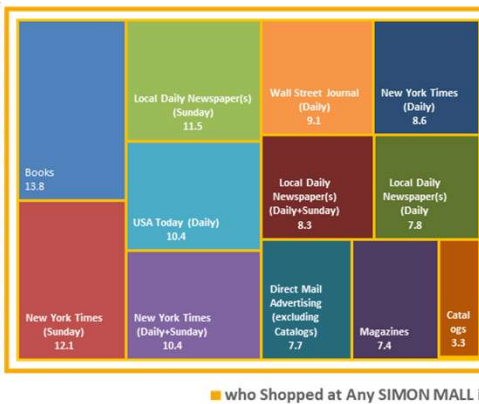
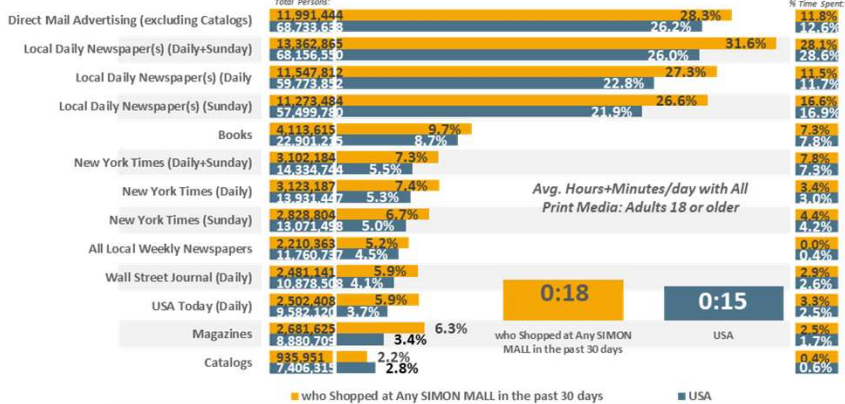
WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 614  
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Malls shopped/visited past 30 days: Any Simon Mall

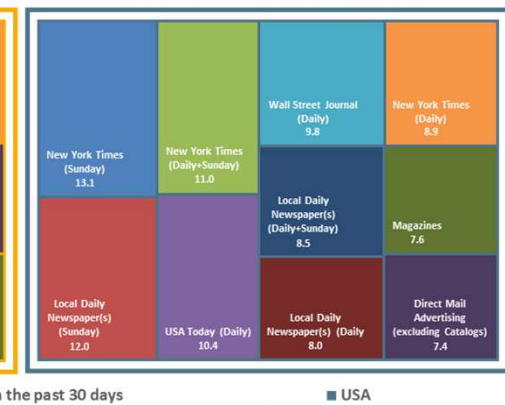
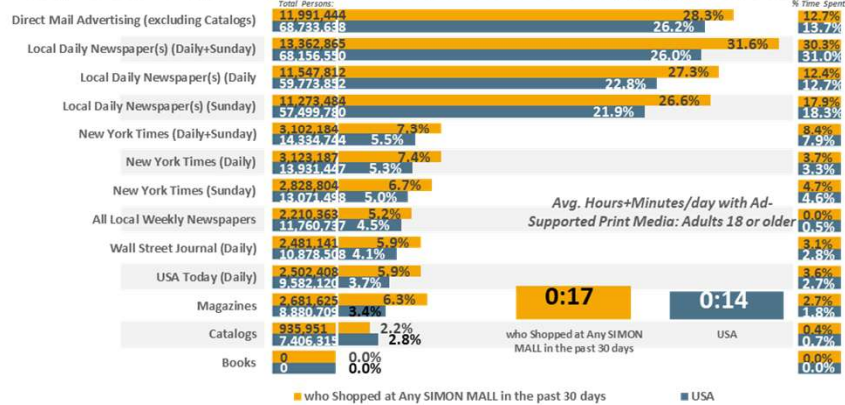


13,362,865 or 31.6% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.3 minutes every day representing 30.3% of all time spent daily with All forms of Print Media.

**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**



USA USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 4,424  
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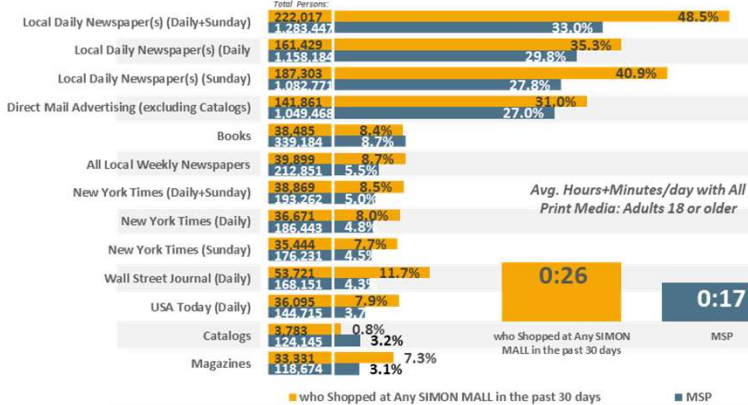
Malls shopped/visited past 30 days: Any Simon Mall





222,017 or 48.5% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 33.5% of all time spent daily with All forms of Print Media.

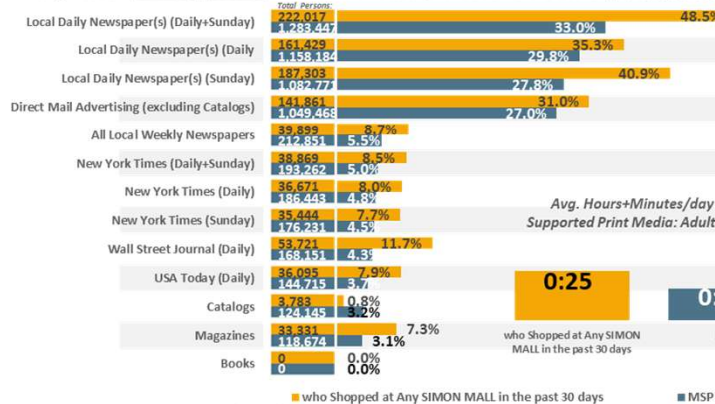
**Avg. Week All Print Media (Persons & % Reach): Adults 18 or older**



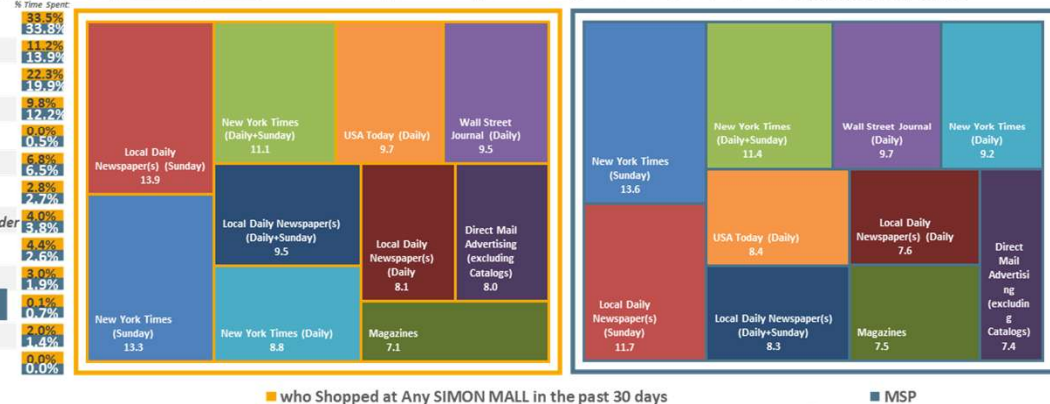
**Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



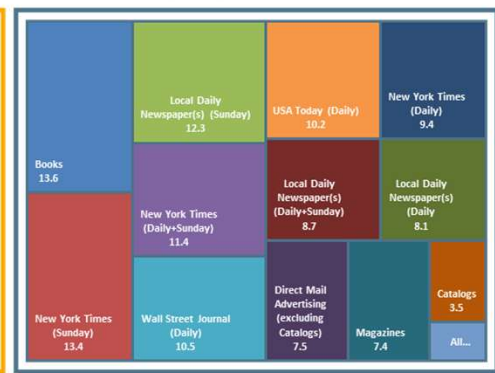
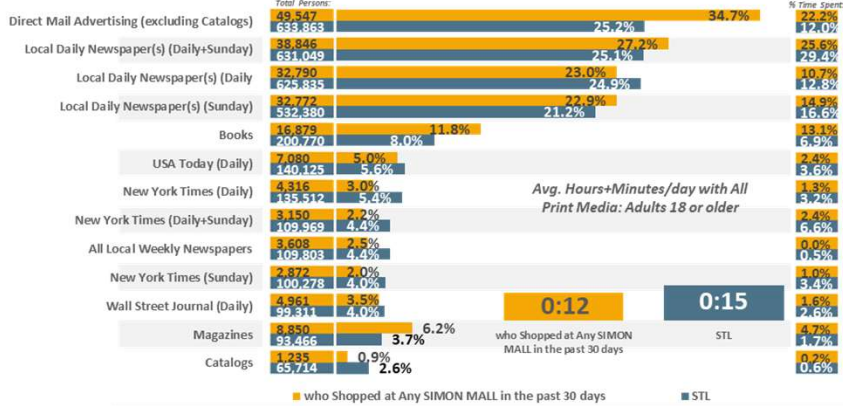
**Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



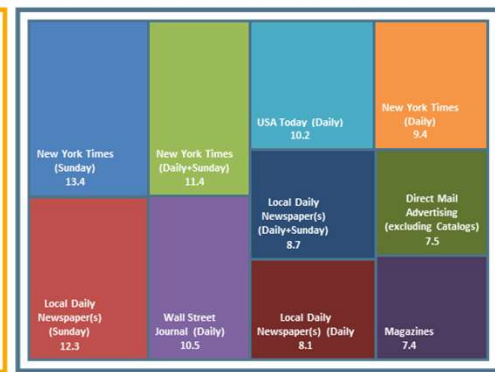
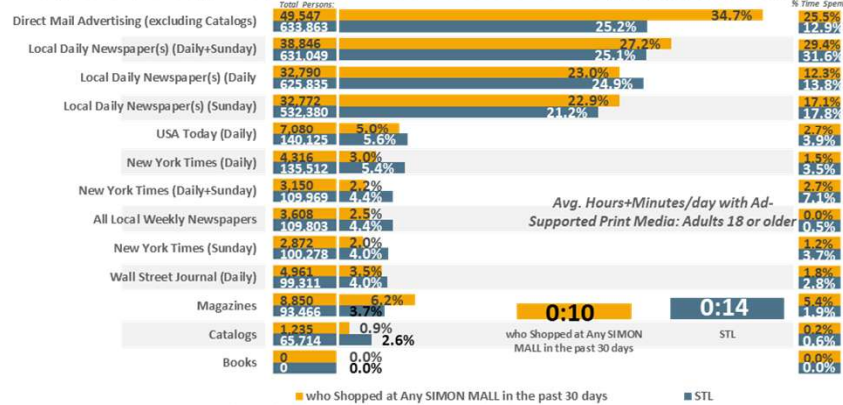


38,846 or 27.2% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6. minutes every day representing 29.4% of all time spent daily with All forms of Print Media.

**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**



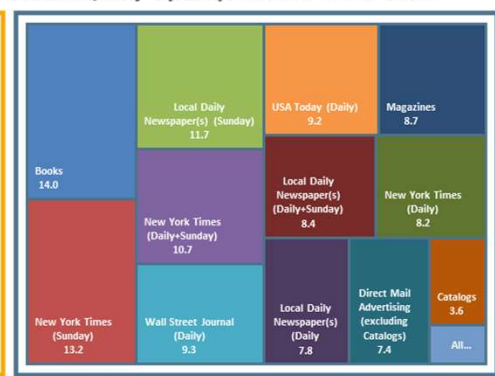
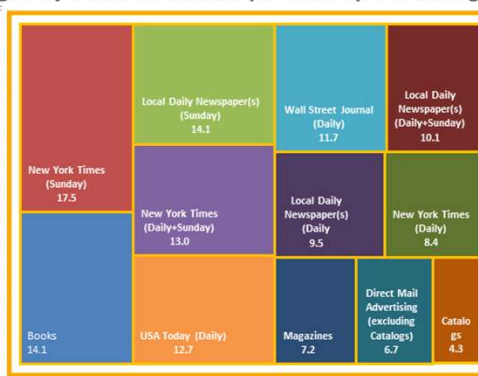
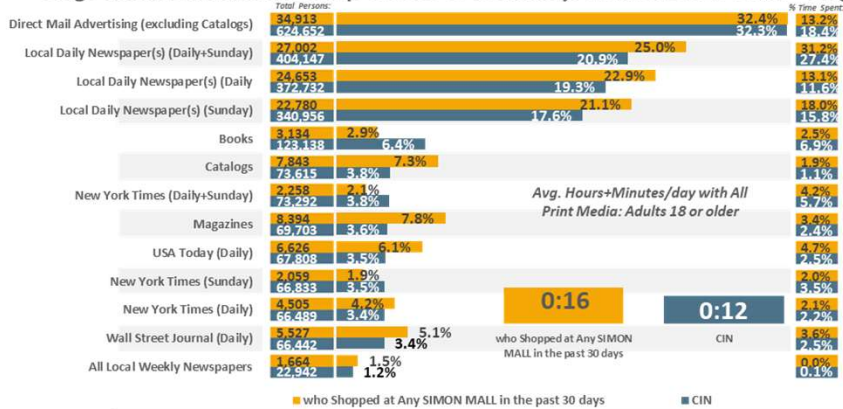
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



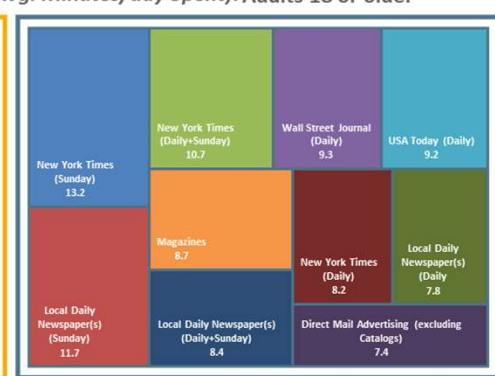
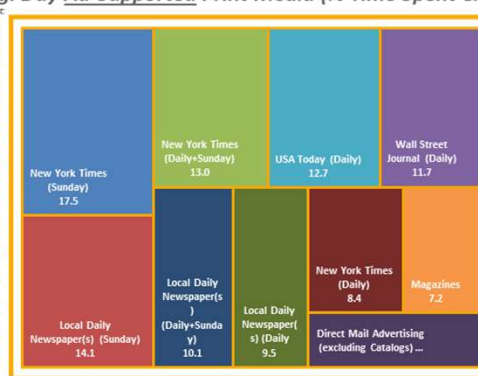
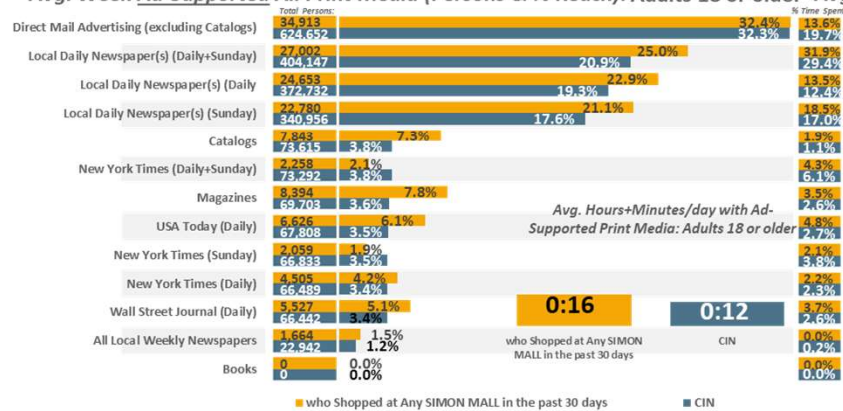


27,002 or 25.% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.1 minutes every day representing 31.9% of all time spent daily with All forms of Print Media.

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



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

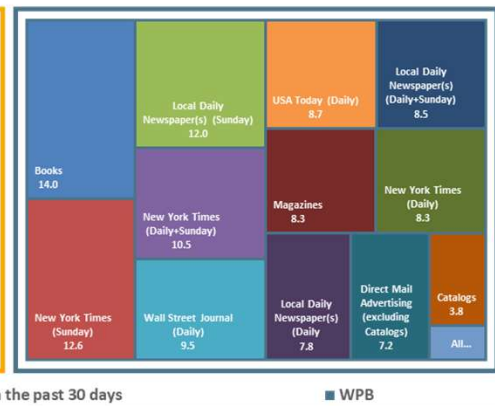
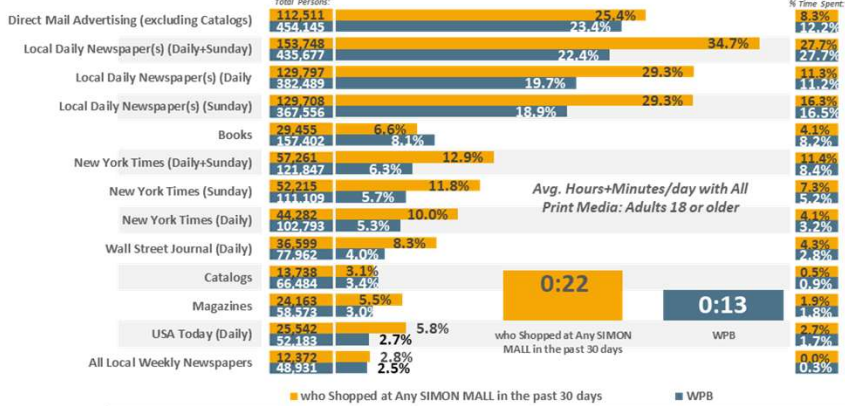




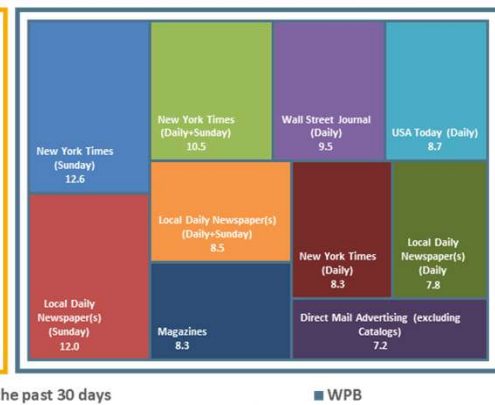
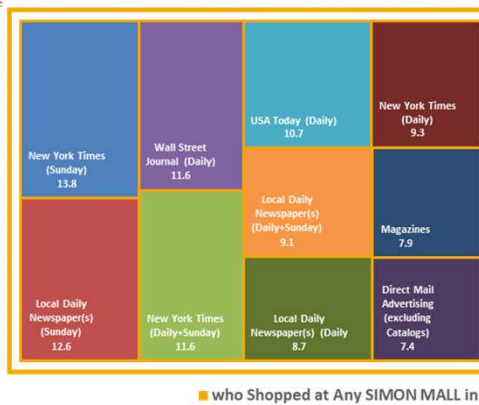
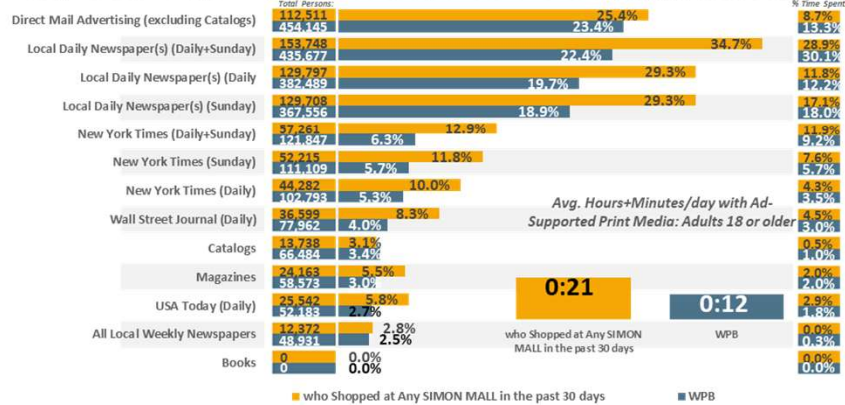


153,748 or 34.7% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 28.9% of all time spent daily with All forms of Print Media.

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



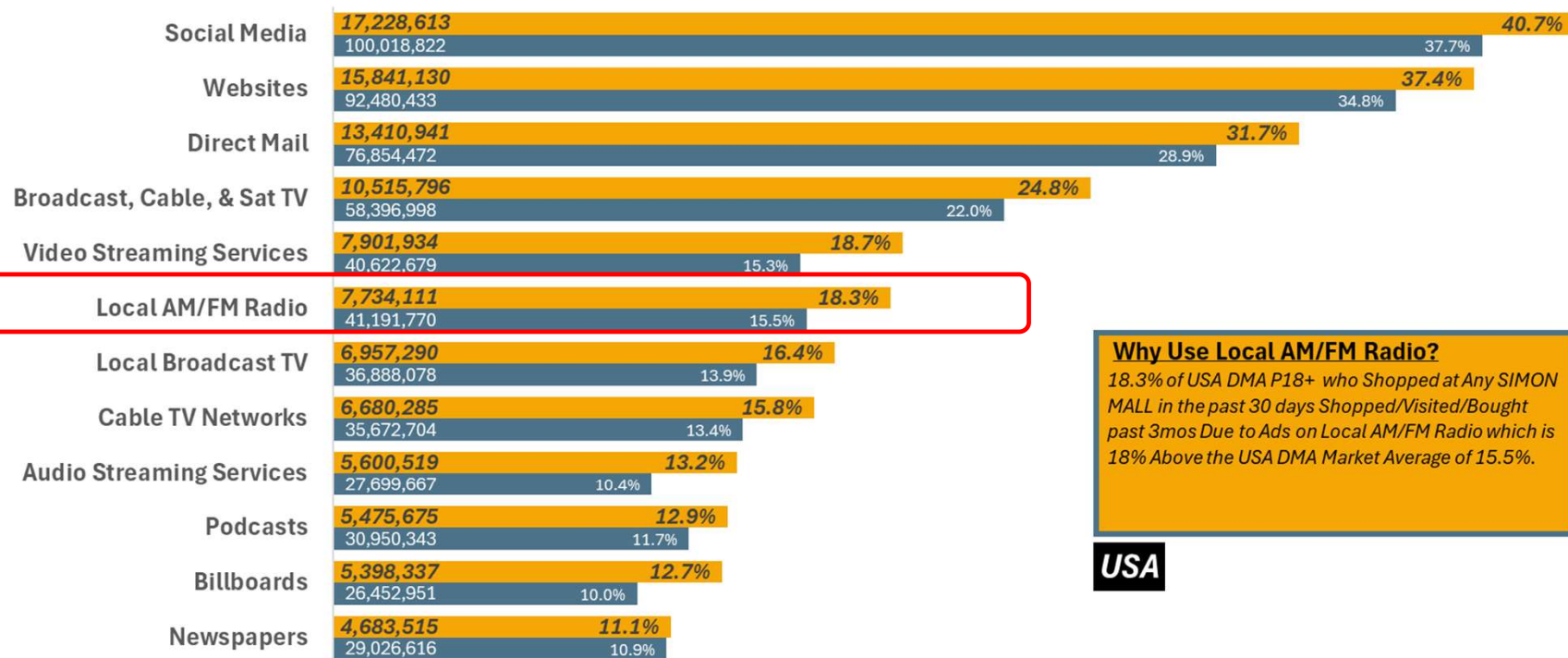
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





## "Advertising Actions"

**P18+ who Shopped at Any SIMON MALL in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio?

18.3% of USA DMA P18+ who Shopped at Any SIMON MALL in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 18% Above the USA DMA Market Average of 15.5%.

**USA**

■ P18+ who Shopped at Any SIMON MALL in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

USA DMA ScarboroughR1 2026: Sep24-Jan26 Qual Intab: 4424

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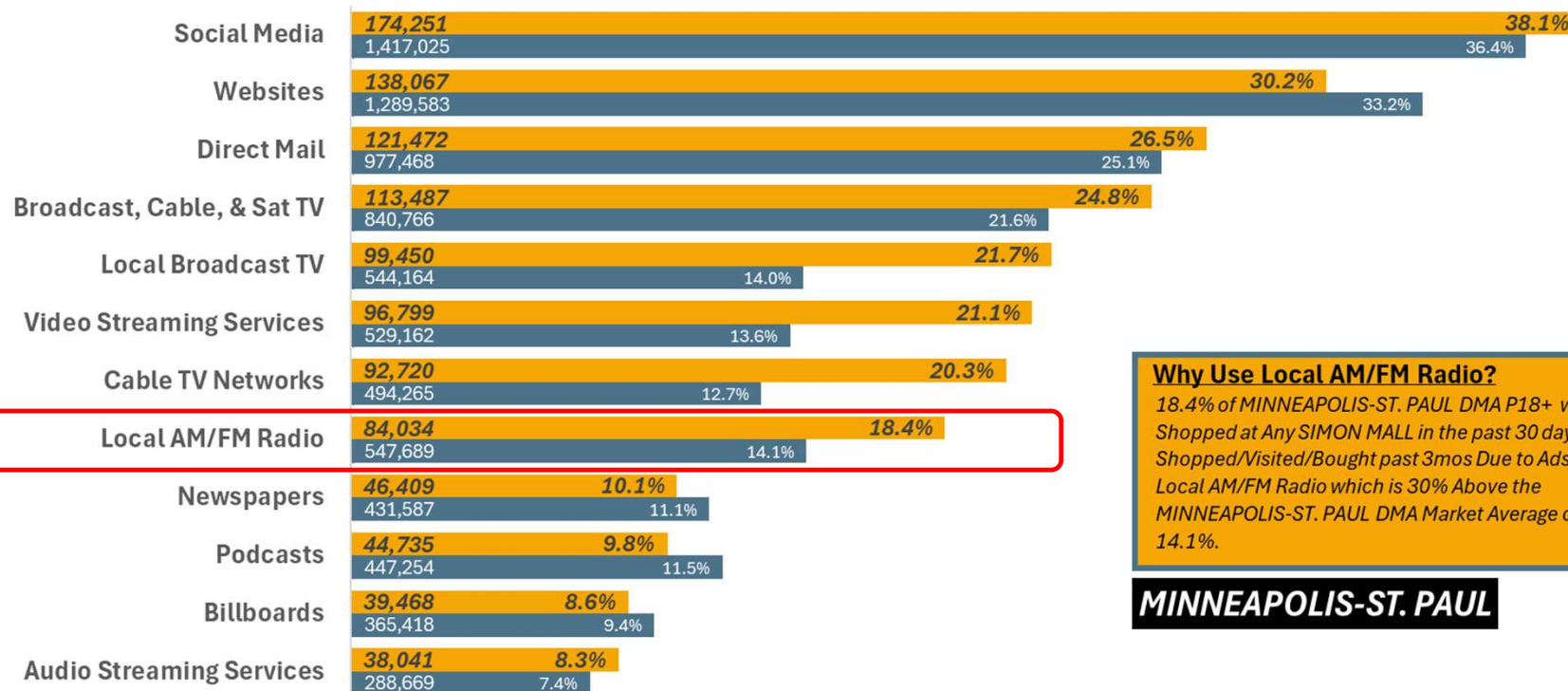
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Malls shopped/visited past 30 days: Any Simon Mall



## "Advertising Actions"

**P18+ who Shopped at Any SIMON MALL in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio?

18.4% of MINNEAPOLIS-ST. PAUL DMA P18+ who Shopped at Any SIMON MALL in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 30% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 14.1%.

**MINNEAPOLIS-ST. PAUL**

■ P18+ who Shopped at Any SIMON MALL in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 268  
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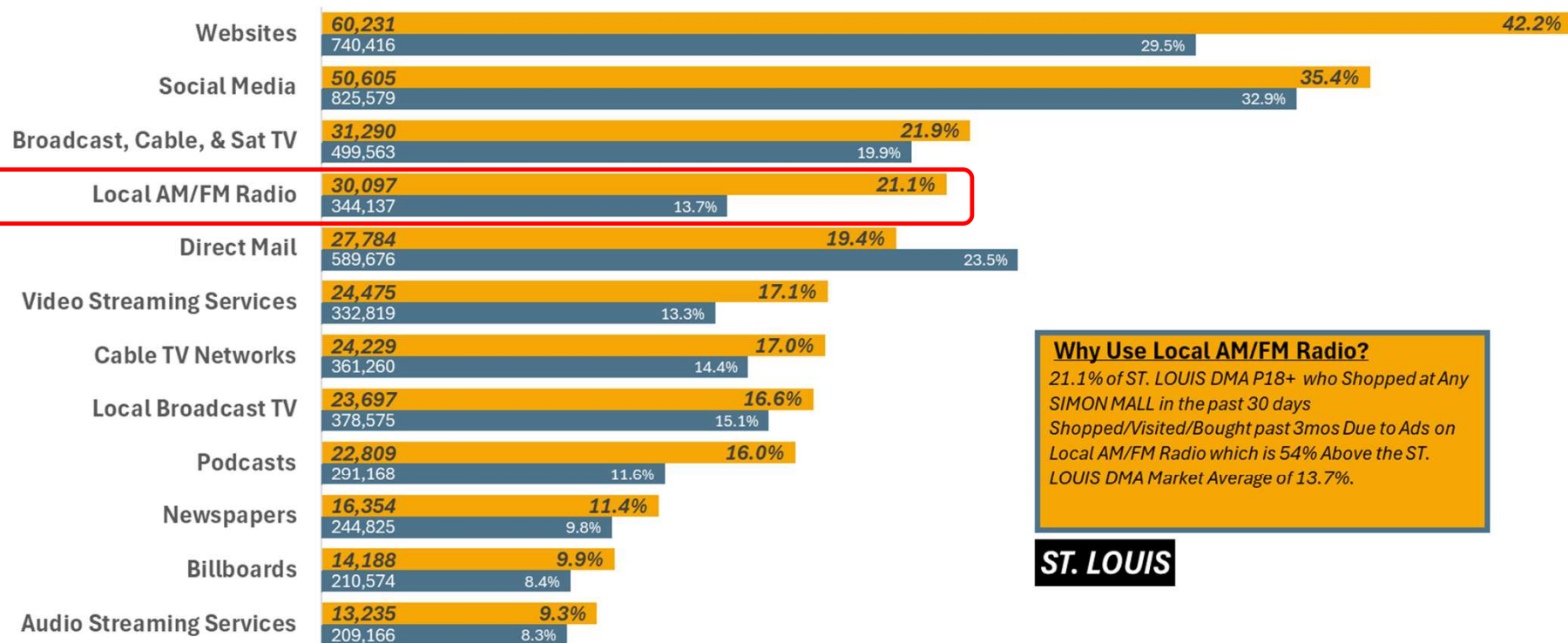
Malls shopped/visited past 30 days: Any Simon Mall





## "Advertising Actions"

**P18+ who Shopped at Any SIMON MALL in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio?

21.1% of ST. LOUIS DMA P18+ who Shopped at Any SIMON MALL in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 54% Above the ST. LOUIS DMA Market Average of 13.7%.

**ST. LOUIS**

■ P18+ who Shopped at Any SIMON MALL 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 ScarboroughR2 2025: Aug24-Jul25 Qual Intab: 131  
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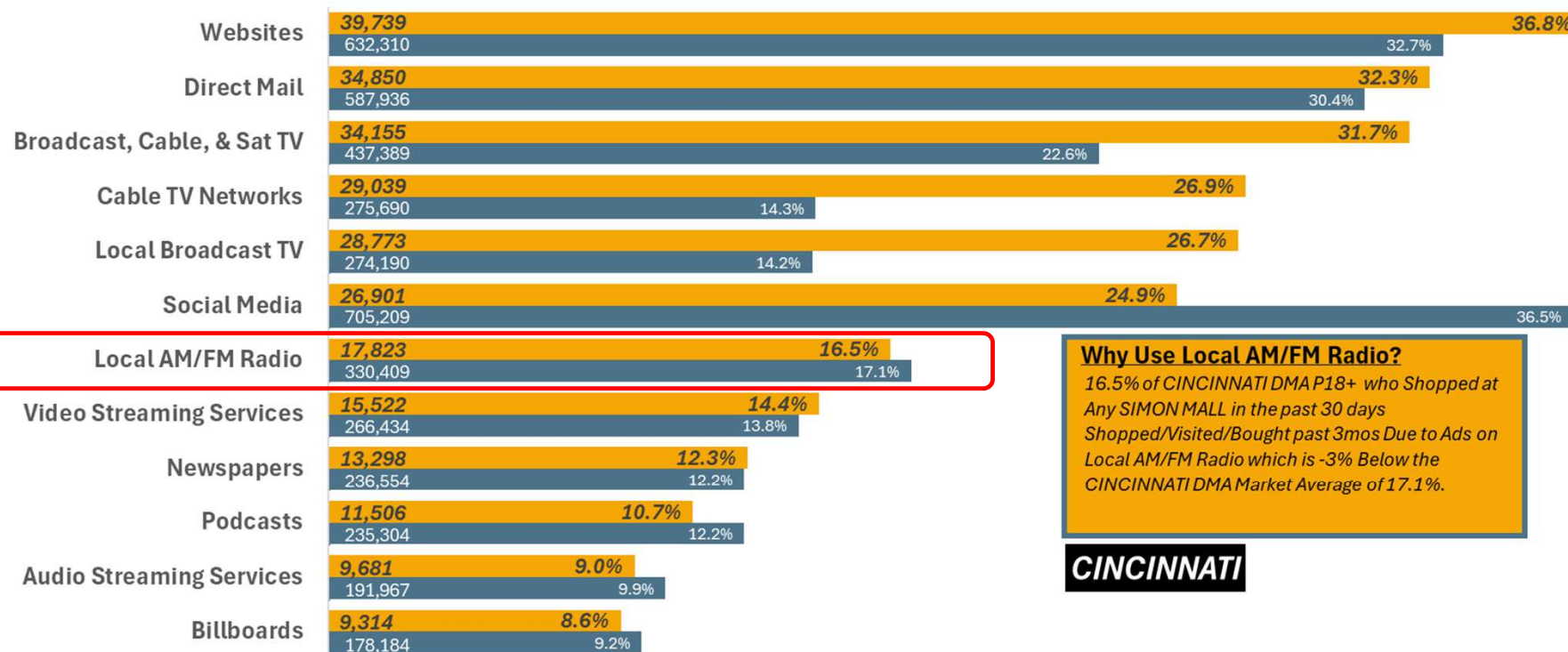
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Malls shopped/visited past 30 days: Any Simon Mall



## "Advertising Actions"

P18+ who Shopped at Any SIMON MALL in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



### Why Use Local AM/FM Radio?

16.5% of CINCINNATI DMA P18+ who Shopped at Any SIMON MALL in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -3% Below the CINCINNATI DMA Market Average of 17.1%.

**CINCINNATI**

■ P18+ who Shopped at Any SIMON MALL in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 134  
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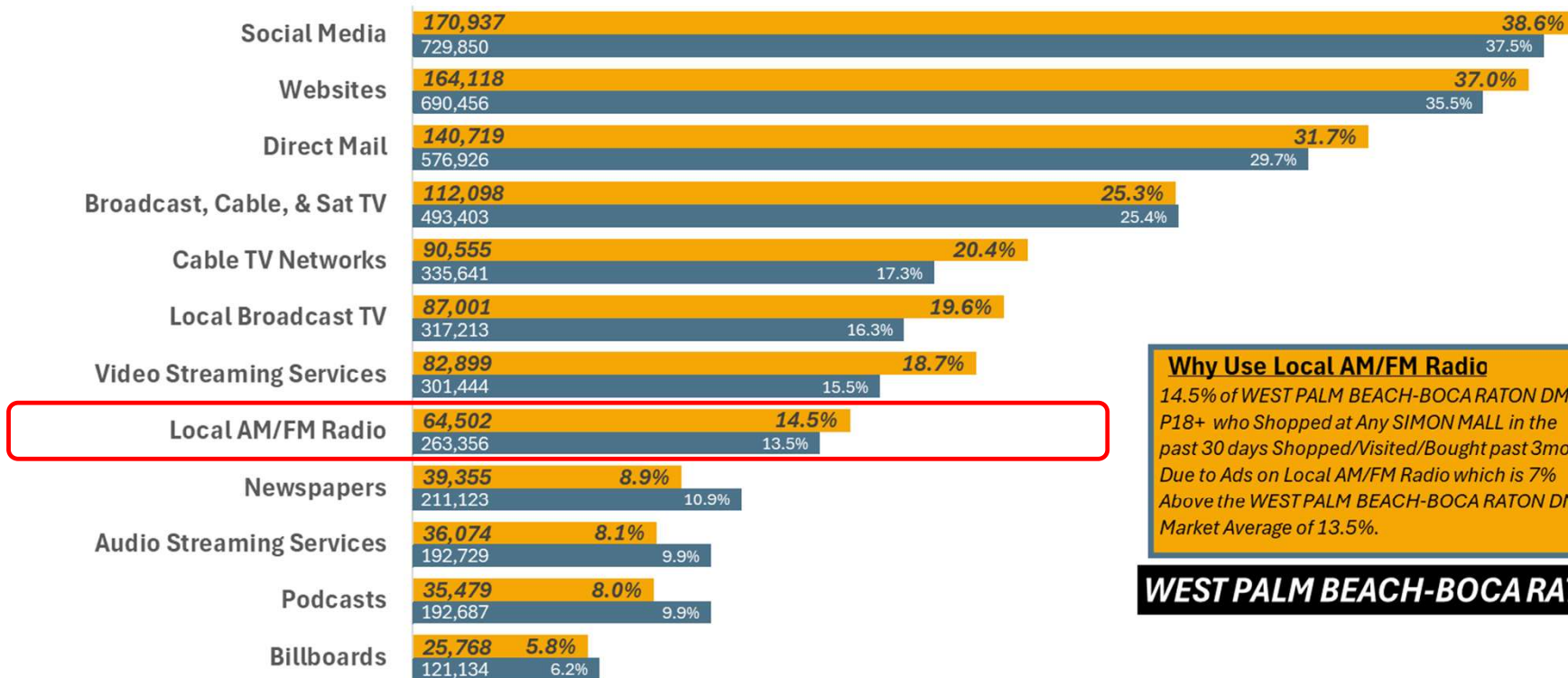
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Malls shopped/visited past 30 days: Any Simon Mall



## "Advertising Actions"

**P18+ who Shopped at Any SIMON MALL in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio

14.5% of WEST PALM BEACH-BOCA RATON DMA P18+ who Shopped at Any SIMON MALL in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 7% Above the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.5%.

**WEST PALM BEACH-BOCA RATON**

■ P18+ who Shopped at Any SIMON MALL in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 614

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Malls shopped/visited past 30 days: Any Simon Mall