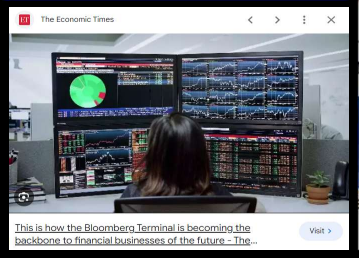
USA–5 QSRs and RESTAURANTS of the ST. LOUIS, MO DMA...

Brand New Data as of JULY 31, 2025!

Complete Demographic & Media Use Profiles











DMA #24

P18+

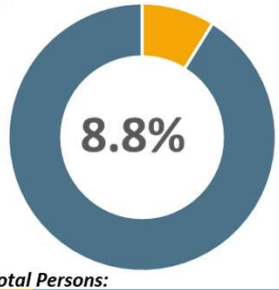
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

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

HUBBARD BROADCASTING INC. HB INC.

8.8% or 221,796 of ST. LOUIS DMA Adults 18 or older used IMO'S PIZZA in the past 30 days.
Typical Adults 18 or older who used IMO'S PIZZA in the past 30 days are 49.6 years old (.6% older than average) and have a $97,741 (2.7% lower than average) annual household income.

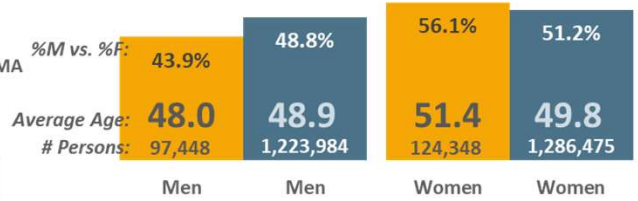
Percent of Market: Adults 18 or older



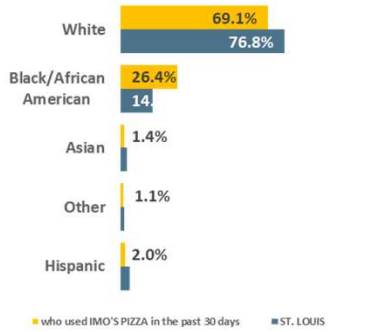
Total Persons:



Gender of Target vs. Market: Adults 18 or older



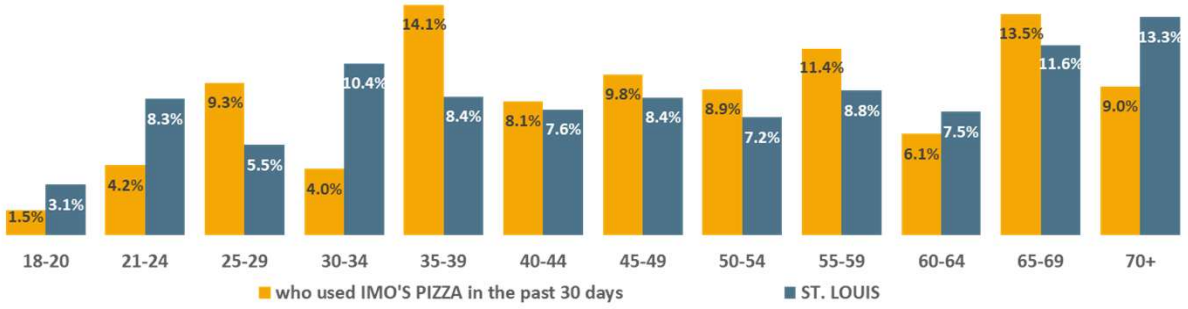
Ethnicity of Target vs. Market:



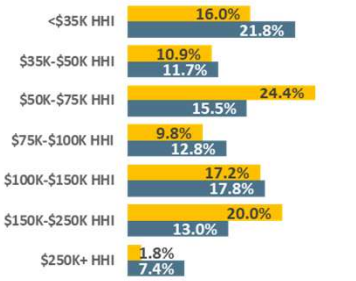
Age Cell Demographics of Target vs. Market:

Average Age:





HHI of Target vs. Market:



Avg HHI:



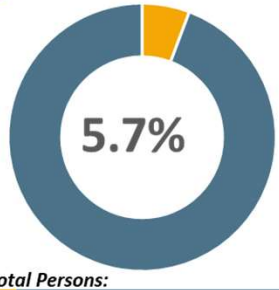
ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 224

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5.7% or 144,099 of ST. LOUIS DMA Adults 18 or older used LION'S CHOICE in the past 30 days.
Typical Adults 18 or older who used LION'S CHOICE in the past 30 days are 53.8 years old (9.% older than average) and have a $124,190 (23.7% higher than average) annual household income.

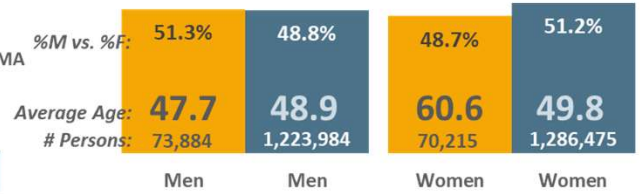
Percent of Market: Adults 18 or older



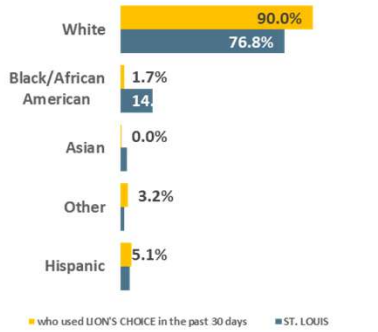
Total Persons:

144,099 | 2,366,360

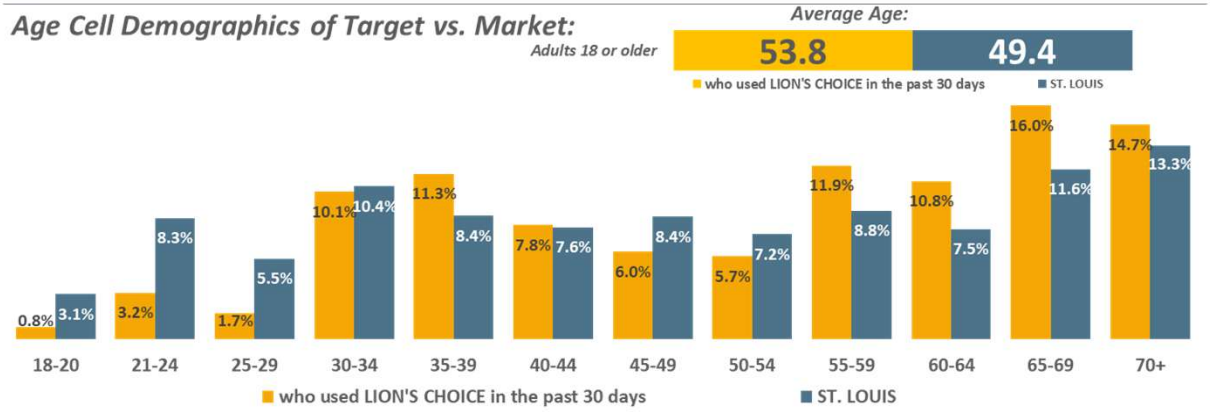
Gender of Target vs. Market: Adults 18 or older



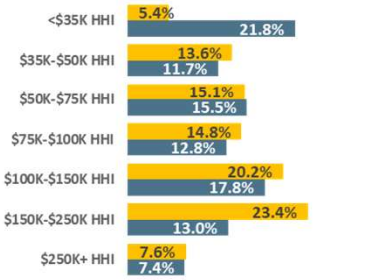
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



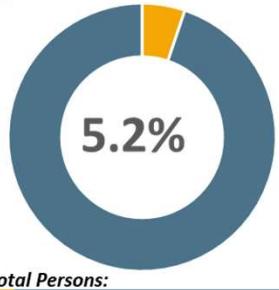
Avg HHI: $124,190 | $100,426

ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 135

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5.2% or 130,116 of ST. LOUIS DMA Adults 18 or older used STEAK 'N SHAKE in the past 30 days.
Typical Adults 18 or older who used STEAK 'N SHAKE in the past 30 days are 50.7 years old (2.7% older than average) and have a $100,353 (.1% lower than average) annual household income.

Percent of Market: Adults 18 or older



- who used STEAK 'N SHAKE in the past 30 days
- Remainder of ST. LOUIS DMA

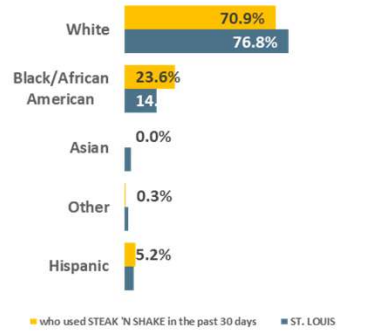
Total Persons:

130,116	2,380,343

Gender of Target vs. Market: Adults 18 or older

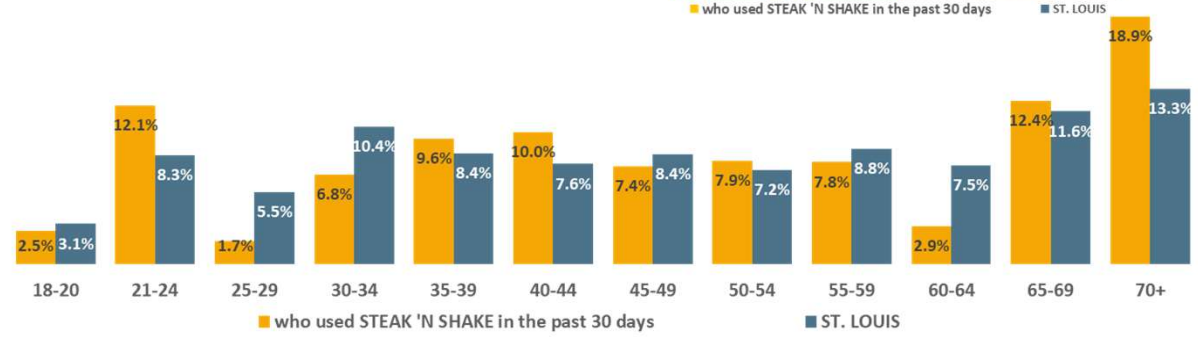
	Men	Men	Women	Women
%M vs. %F:	47.3%	48.8%	52.7%	51.2%
Average Age:	55.6	48.9	46.3	49.8
# Persons:	61,526	1,223,984	68,590	1,286,475

Ethnicity of Target vs. Market:

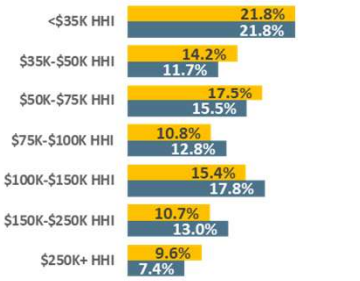


Age Cell Demographics of Target vs. Market:

Average Age:	Adults 18 or older
who used STEAK 'N SHAKE in the past 30 days	50.7
ST. LOUIS	49.4



HHI of Target vs. Market:



Avg HHI:	$100,353	$100,426

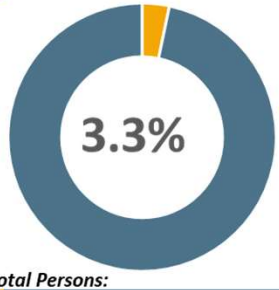
ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 97

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

3.3% or 82,203 of ST. LOUIS DMA Adults 18 or older used BANDANA'S BAR-B-Q in the past 30 days. Typical Adults 18 or older who used BANDANA'S BAR-B-Q in the past 30 days are 54.6 years old (10.6% older than average) and have a $87,818 (12.6% lower than average) annual household income.

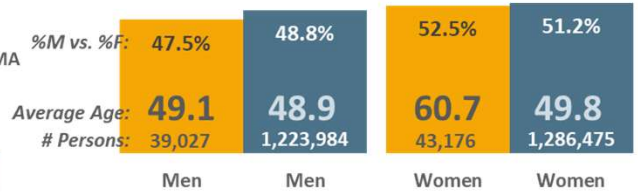
Percent of Market: Adults 18 or older



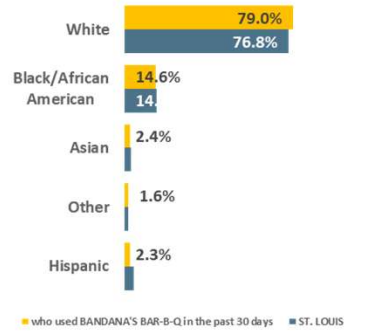
Total Persons:



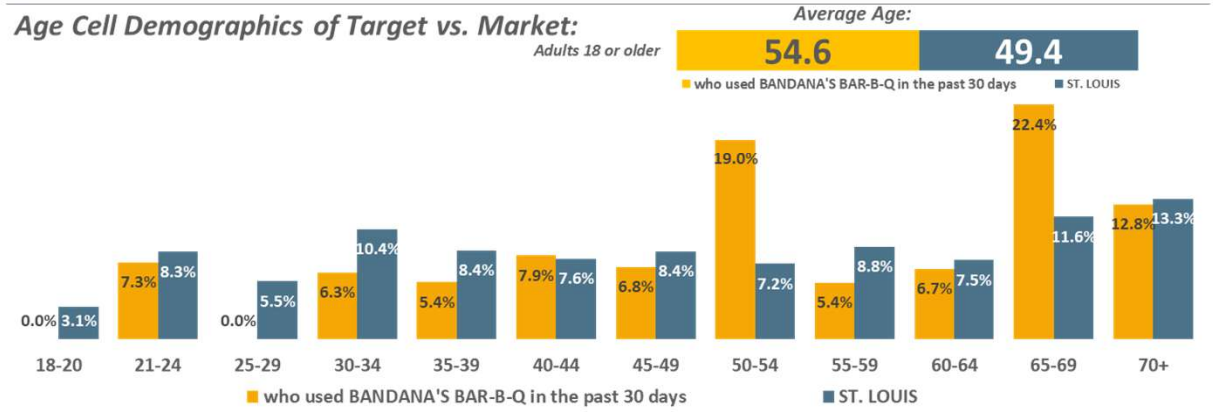
Gender of Target vs. Market: Adults 18 or older



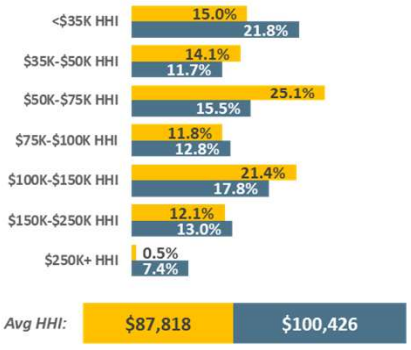
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 74

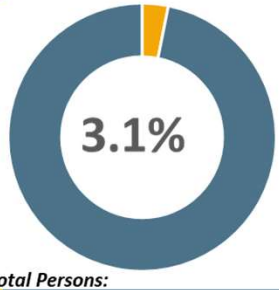
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Sit-down restaurants used past 30 days: Bandana's Bar-B-Q



3.1% or 79,047 of ST. LOUIS DMA Adults 18 or older used THE PASTA HOUSE CO. in the past 30 days. Typical Adults 18 or older who used THE PASTA HOUSE CO. in the past 30 days are 52.1 years old (5.6% older than average) and have a $98,058 (2.4% lower than average) annual household income.

Percent of Market: Adults 18 or older

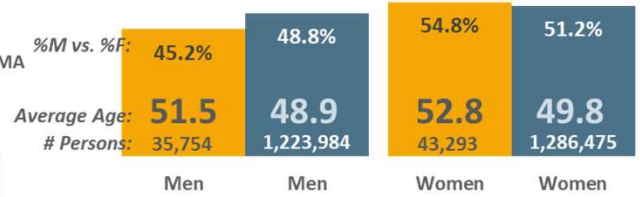


- who used THE PASTA HOUSE CO. in the past 30 days
- Remainder of ST. LOUIS DMA

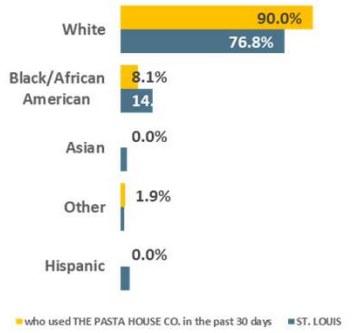
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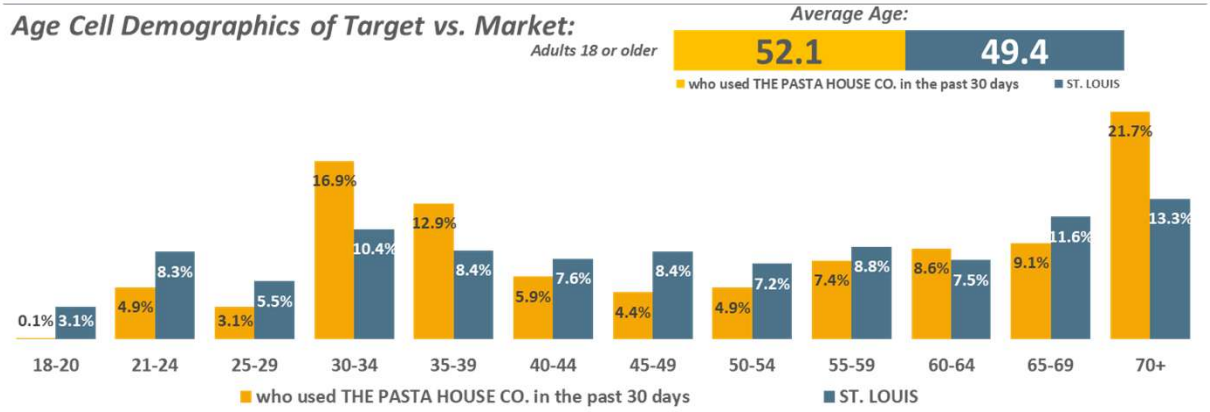
Gender of Target vs. Market: Adults 18 or older



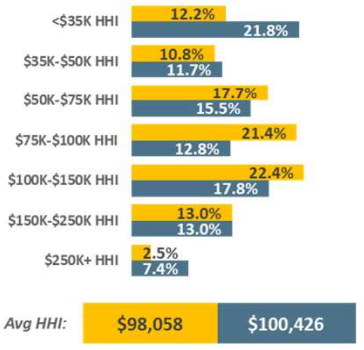
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



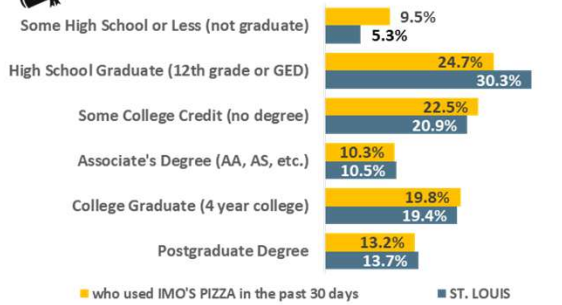
ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 94

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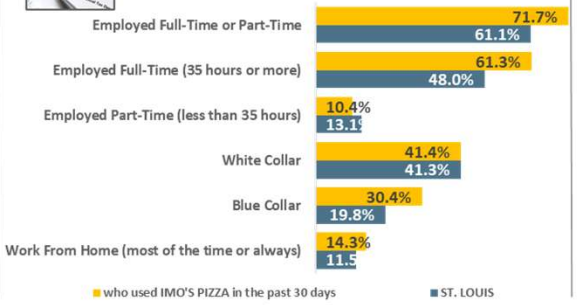
Sit-down restaurants used past 30 days: The Pasta House Co.

8.8% or 221,796 of ST. LOUIS DMA Adults 18 or older used IMO'S PIZZA in the past 30 days.
Adults 18 or older who used IMO'S PIZZA in the past 30 days are .1% less likely to be a college graduate, 27.7% more likely to work full-time, 19.% less likely to be married, 27.2% more likely to be a parent of 1 or more children under 18.

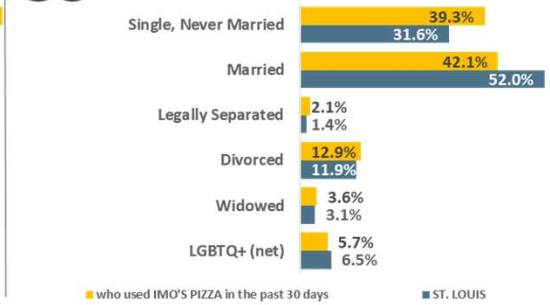
Education Levels: Adults 18 or older



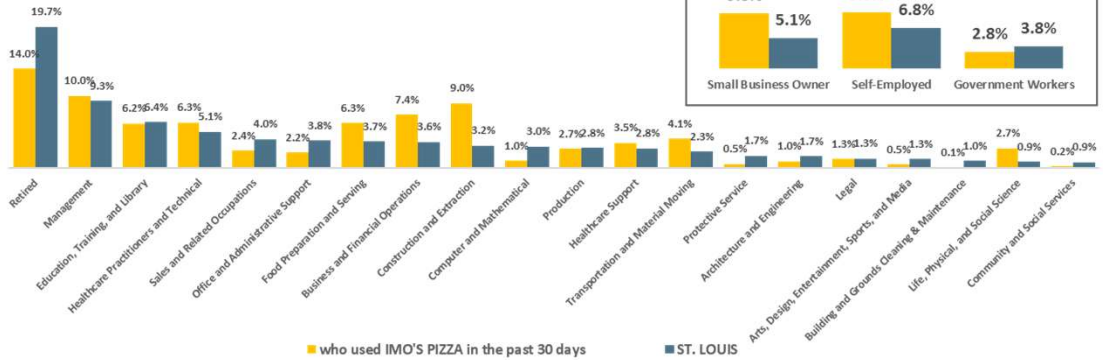
Employment: Adults 18 or older



Marital Status: Adults 18 or older

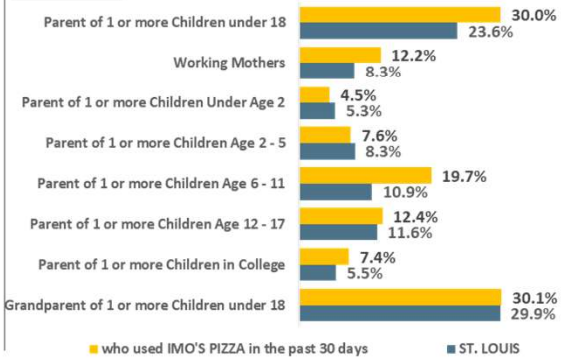


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



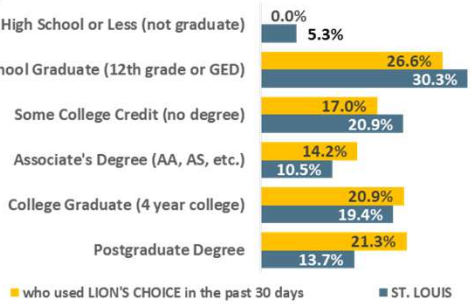
ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 224

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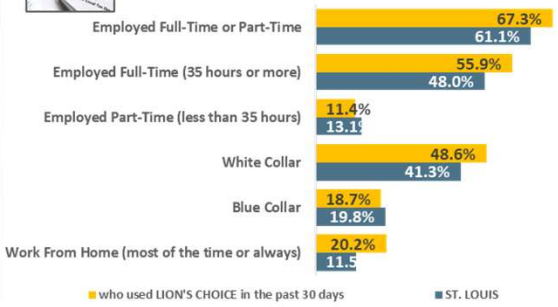
Quick service restaurants used past 30 days: Imo's Pizza

5.7% or 144,099 of ST. LOUIS DMA Adults 18 or older used LION'S CHOICE in the past 30 days.
Adults 18 or older who used LION'S CHOICE in the past 30 days are 27.6% more likely to be a college graduate, 16.4% more likely to work full-time, 30.% more likely to be married, 9.7% less likely to be a parent of 1 or more children under 18.

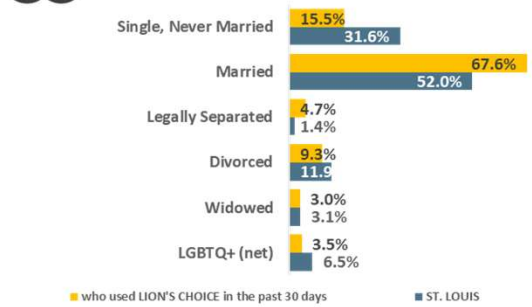
Education Levels: Adults 18 or older



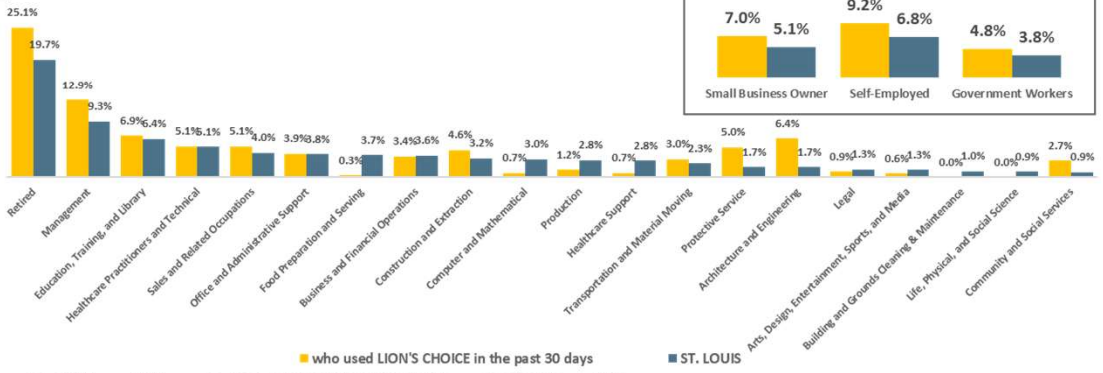
Employment: Adults 18 or older



Marital Status: Adults 18 or older

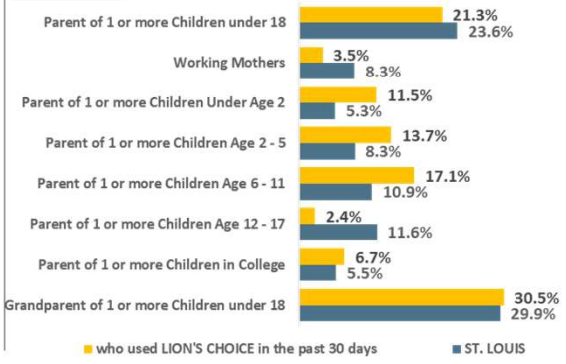


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 135

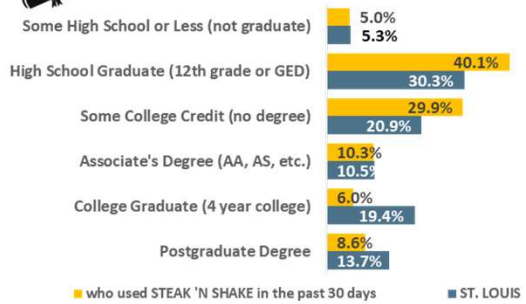
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Quick service restaurants used past 30 days: Lion's Choice

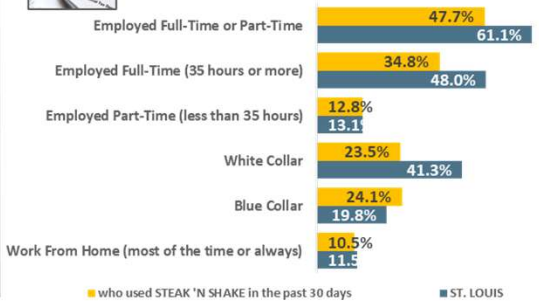


5.2% or 130,116 of ST. LOUIS DMA Adults 18 or older used STEAK 'N SHAKE in the past 30 days. Adults 18 or older who used STEAK 'N SHAKE in the past 30 days are 55.8% less likely to be a college graduate, 27.5% less likely to work full-time, 12.% less likely to be married, 7.5% less likely to be a parent of 1 or more children under 18.

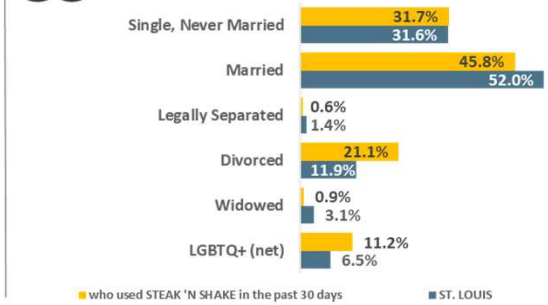
Education Levels: Adults 18 or older



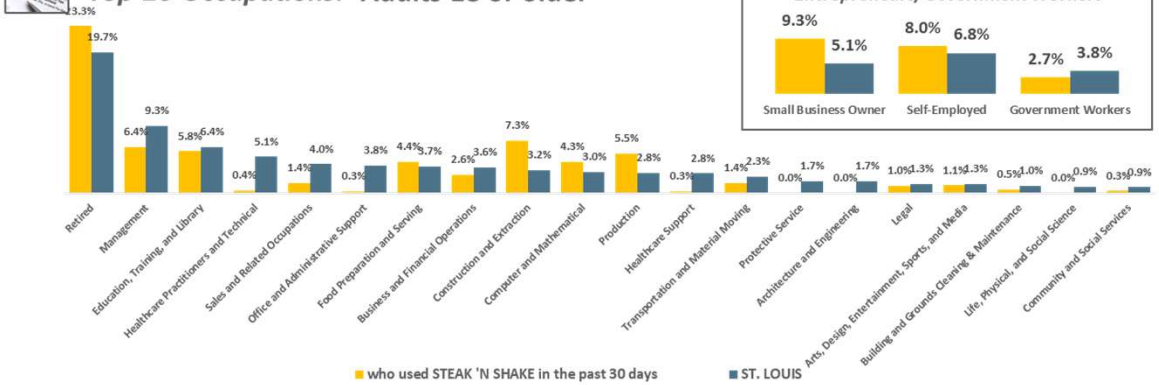
Employment: Adults 18 or older



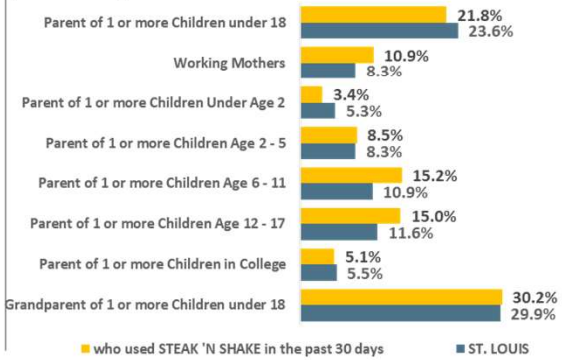
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older



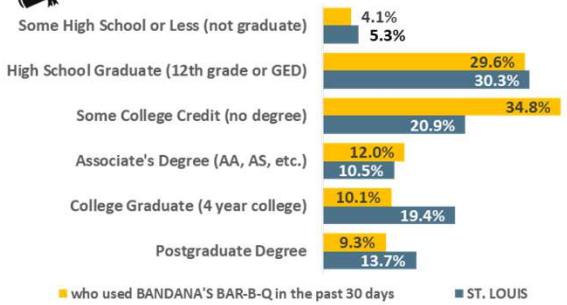
ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 97

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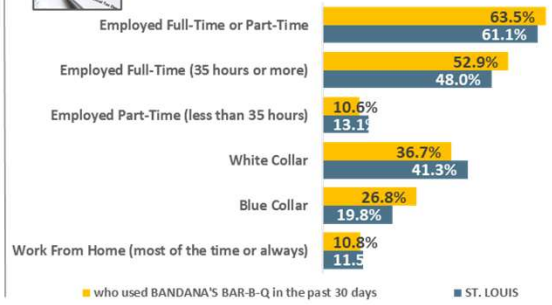
Sit-down restaurants used past 30 days: Steak 'n Shake

3.3% or 82,203 of ST. LOUIS DMA Adults 18 or older used BANDANA'S BAR-B-Q in the past 30 days. Adults 18 or older who used BANDANA'S BAR-B-Q in the past 30 days are 41.2% less likely to be a college graduate, 10.2% more likely to work full-time, 16.2% more likely to be married, 6.5% more likely to be a parent of 1 or more children under 18.

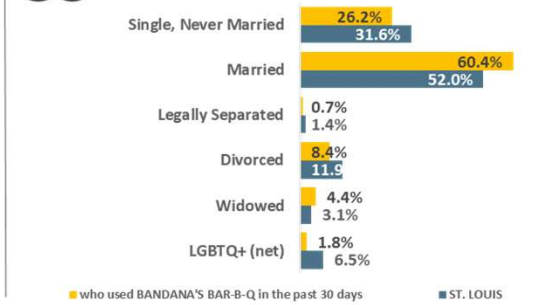
Education Levels: Adults 18 or older



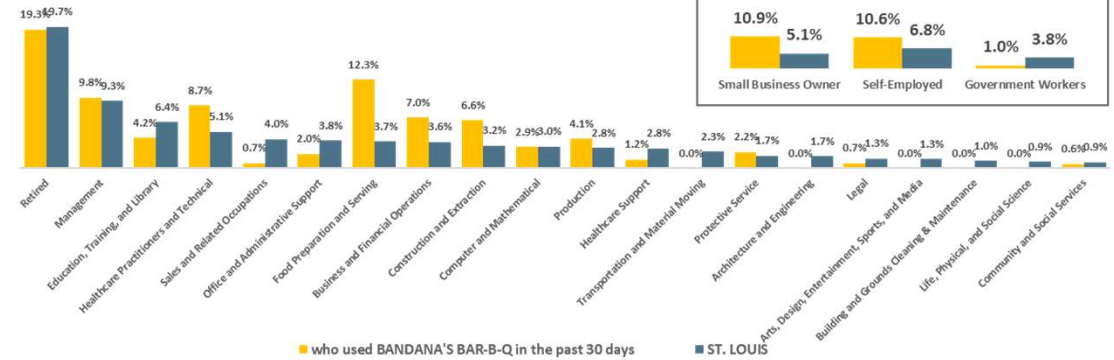
Employment: Adults 18 or older



Marital Status: Adults 18 or older

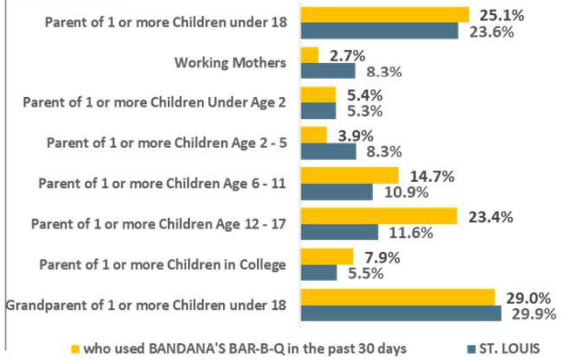


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 74

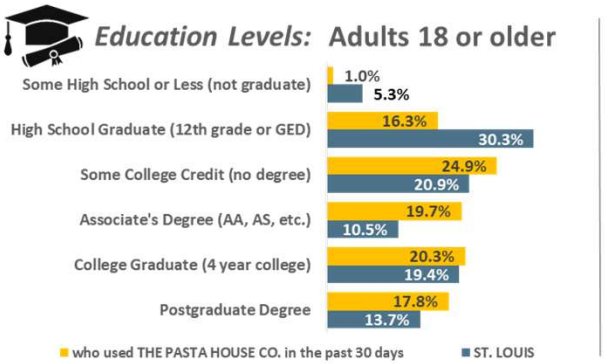
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Sit-down restaurants used past 30 days: Bandana's Bar-B-Q

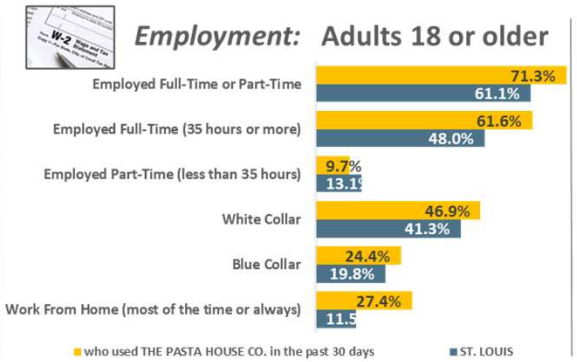


3.1% or 79,047 of ST. LOUIS DMA Adults 18 or older used THE PASTA HOUSE CO. in the past 30 days. Adults 18 or older who used THE PASTA HOUSE CO. in the past 30 days are 15.2% more likely to be a college graduate, 28.3% more likely to work full-time, 2.3% less likely to be married, 22.1% more likely to be a parent of 1 or more children under 18.

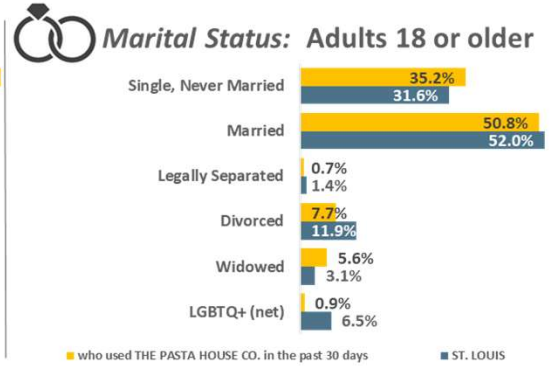
Education Levels: Adults 18 or older



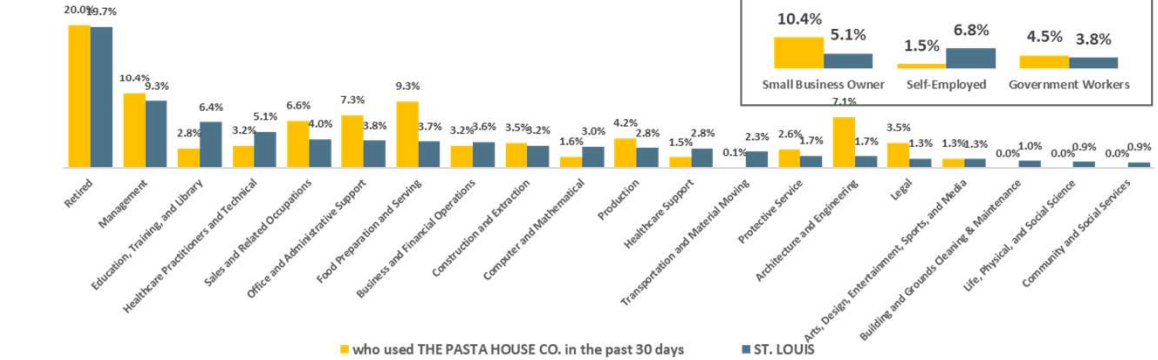
Employment: Adults 18 or older



Marital Status: Adults 18 or older

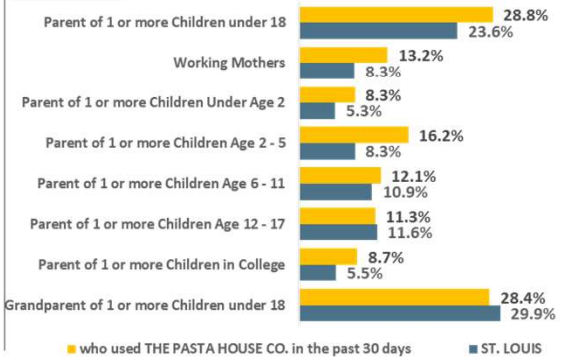


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



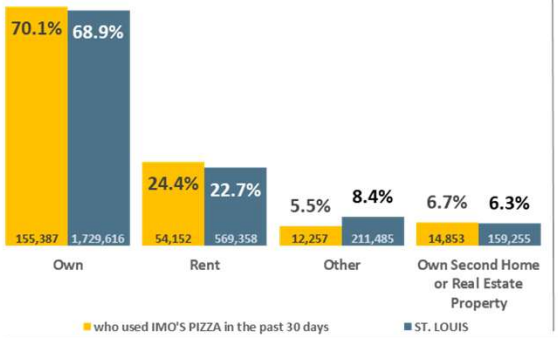
ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 94

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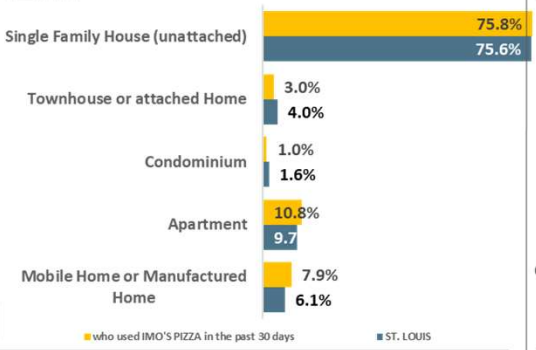
Sit-down restaurants used past 30 days: The Pasta House Co.

8.8% or 221,796 of ST. LOUIS DMA Adults 18 or older used IMO'S PIZZA in the past 30 days.
Adults 18 or older who used IMO'S PIZZA in the past 30 days are 1.7% more likely to own their home, 11.5% more likely to own a lower valued home, .4% more likely to have a single-family home, .2% more likely to have a dog.

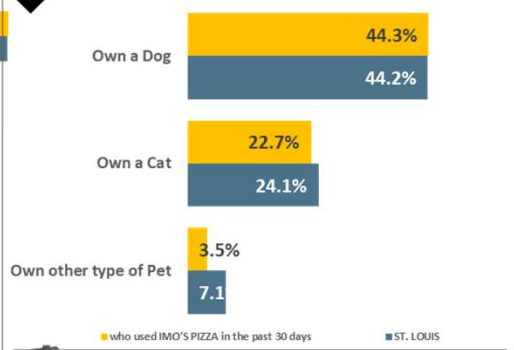
Own/Rent/Other: Adults 18 or older



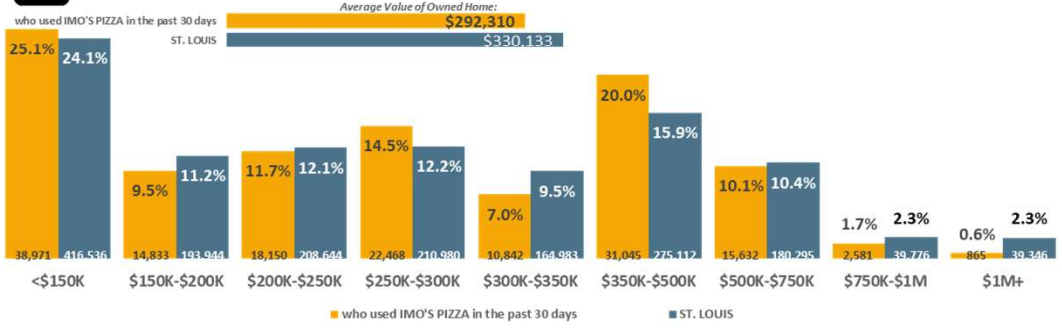
Type of Home: Adults 18 or older



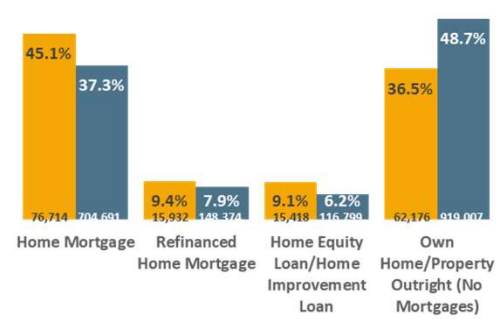
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 224

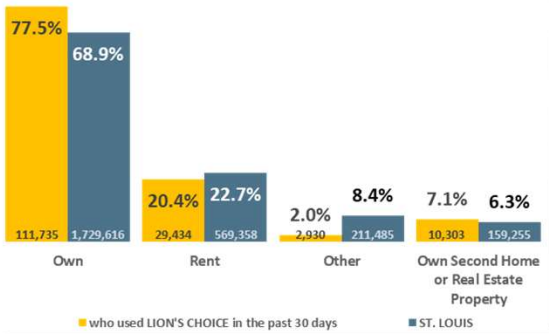
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Quick service restaurants used past 30 days: Imo's Pizza

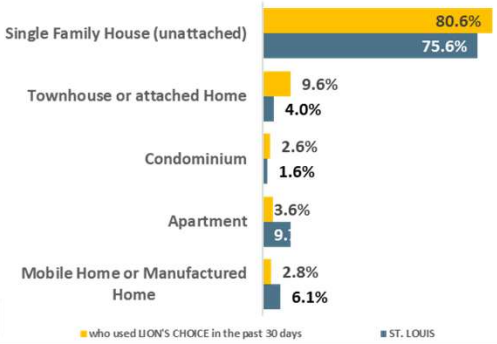


5.7% or 144,099 of ST. LOUIS DMA Adults 18 or older used LION'S CHOICE in the past 30 days.
Adults 18 or older who used LION'S CHOICE in the past 30 days are 12.5% more likely to own their home, 19.2% more likely to own a higher valued home, 6.7% more likely to have a single-family home, 14.9% more likely to have a dog.

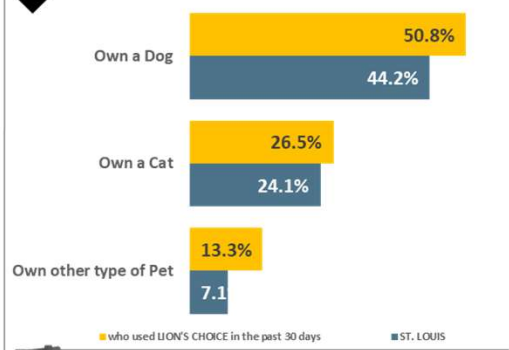
Own/Rent/Other: Adults 18 or older



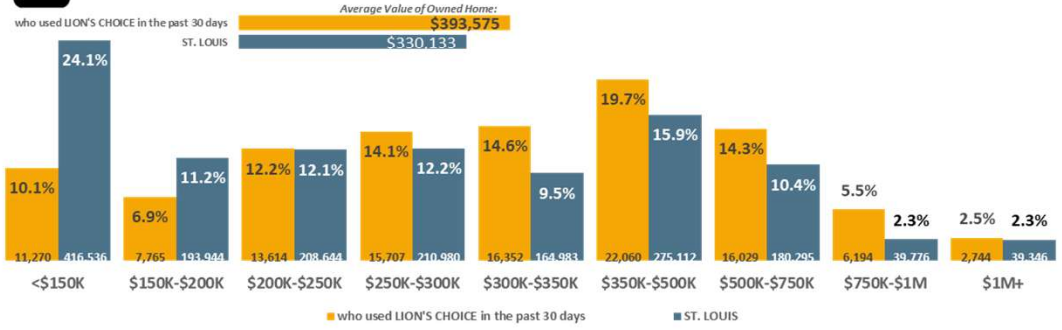
Type of Home: Adults 18 or older



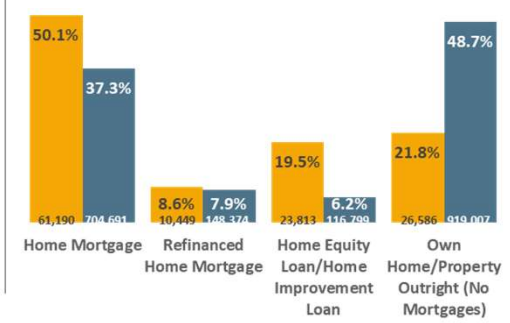
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



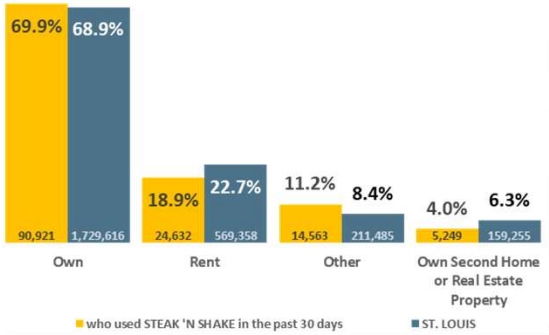
ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 135

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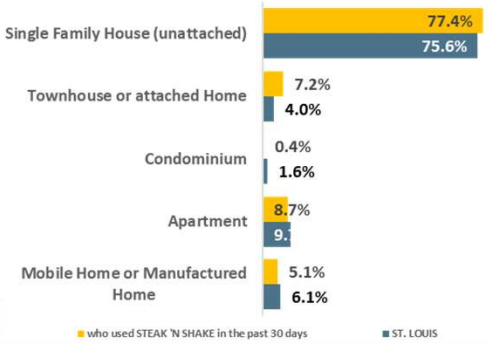
Quick service restaurants used past 30 days: Lion's Choice

5.2% or 130,116 of ST. LOUIS DMA Adults 18 or older used STEAK 'N SHAKE in the past 30 days.
Adults 18 or older who used STEAK 'N SHAKE in the past 30 days are 1.4% more likely to own their home, 32.6% more likely to own a lower valued home, 2.5% more likely to have a single-family home, 18.% more likely to have a dog.

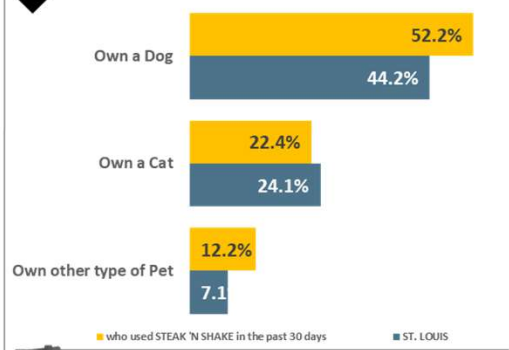
Own/Rent/Other: Adults 18 or older



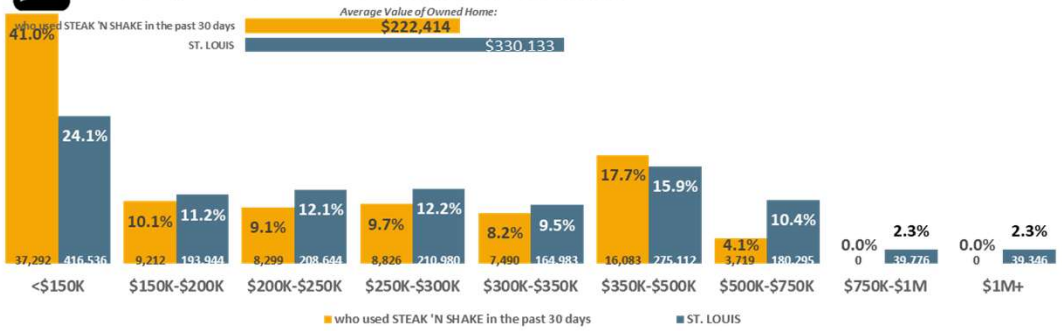
Type of Home: Adults 18 or older



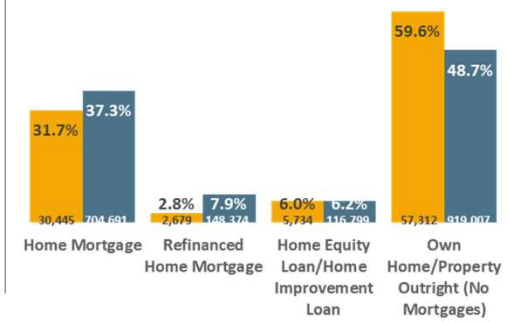
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



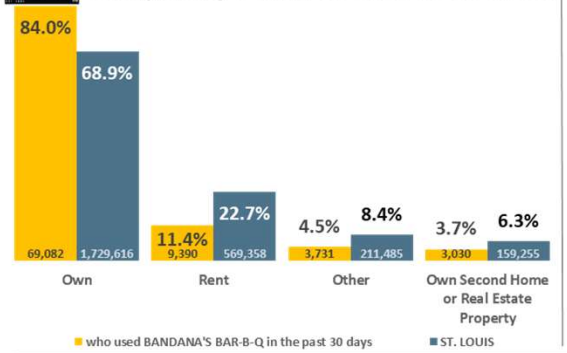
ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 97

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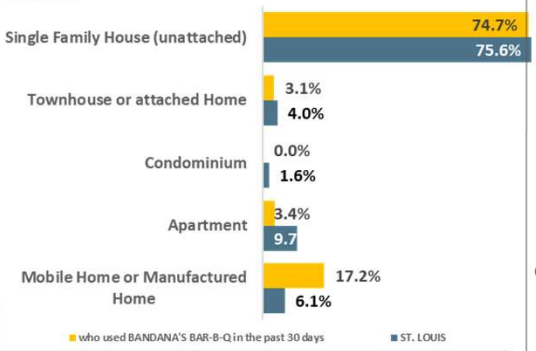
Sit-down restaurants used past 30 days: Steak 'n Shake

3.3% or 82,203 of ST. LOUIS DMA Adults 18 or older used BANDANA'S BAR-B-Q in the past 30 days. Adults 18 or older who used BANDANA'S BAR-B-Q in the past 30 days are 22.% more likely to own their home, 32.7% more likely to own a lower valued home, 1.2% less likely to have a single-family home, 15.2% less likely to have a dog.

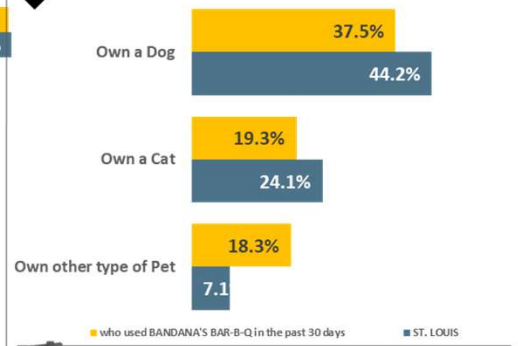
Own/Rent/Other: Adults 18 or older



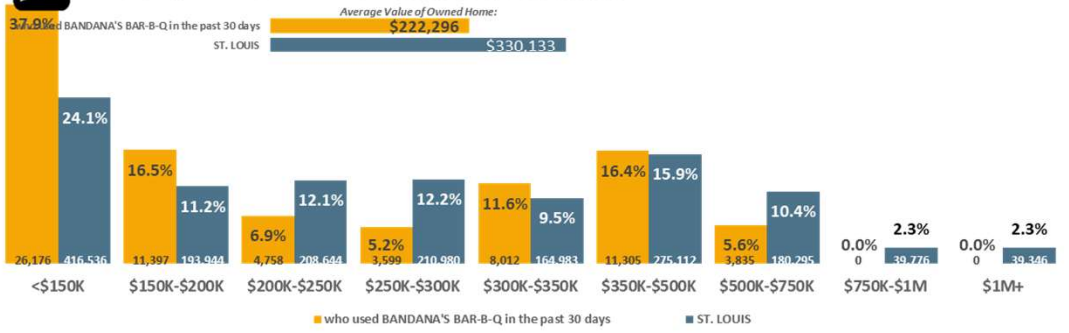
Type of Home: Adults 18 or older



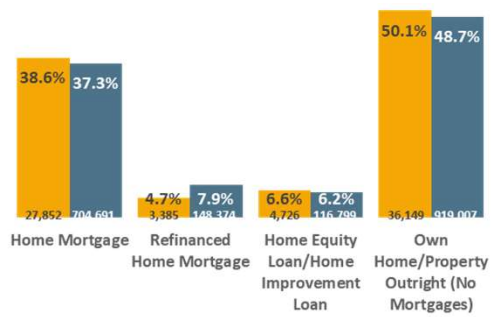
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



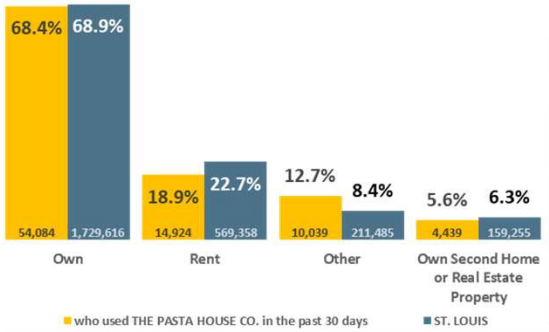
ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 74

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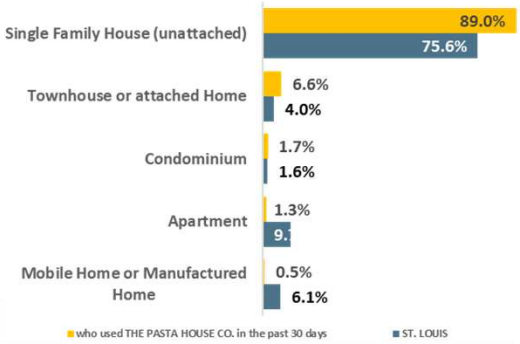
Sit-down restaurants used past 30 days: Bandana's Bar-B-Q

3.1% or 79,047 of ST. LOUIS DMA Adults 18 or older used THE PASTA HOUSE CO. in the past 30 days. Adults 18 or older who used THE PASTA HOUSE CO. in the past 30 days are .7% less likely to own their home, .8% more likely to own a lower valued home, 17.8% more likely to have a single-family home, 10.6% more likely to have a dog.

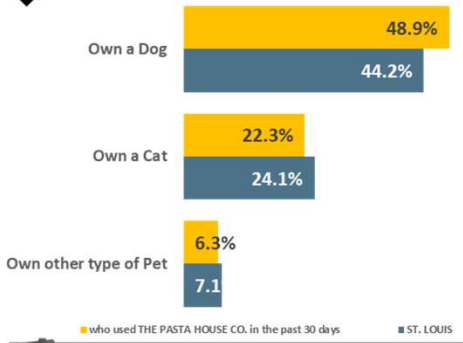
Own/Rent/Other: Adults 18 or older



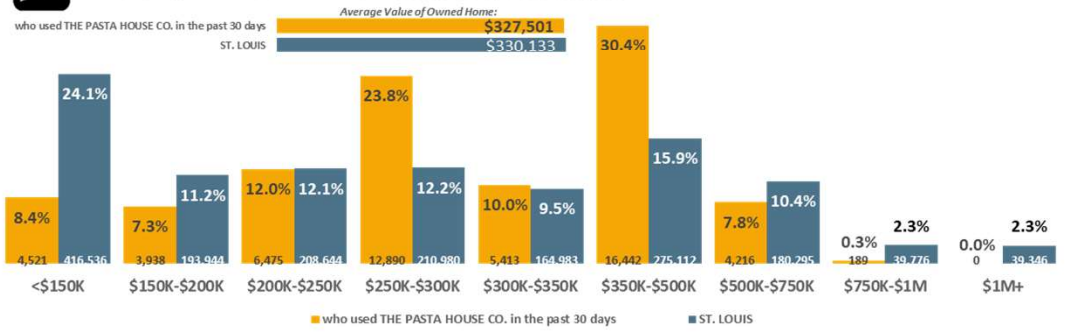
Type of Home: Adults 18 or older



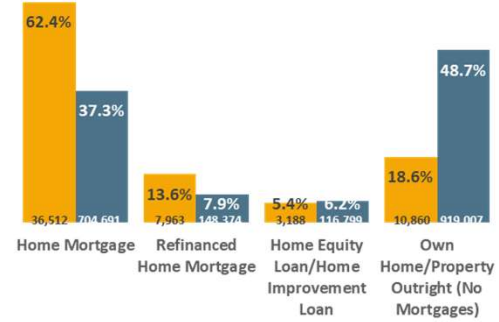
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



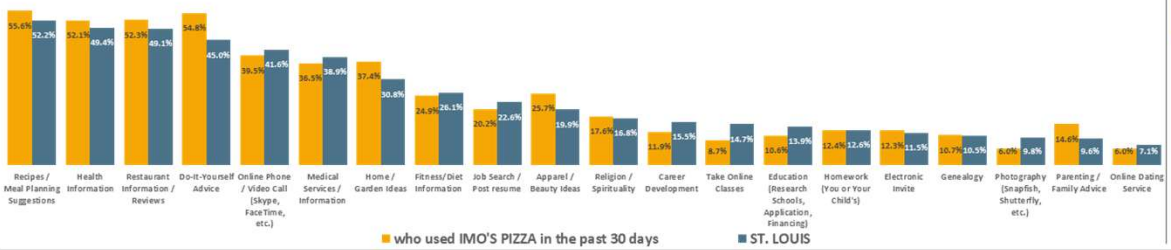
ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 94

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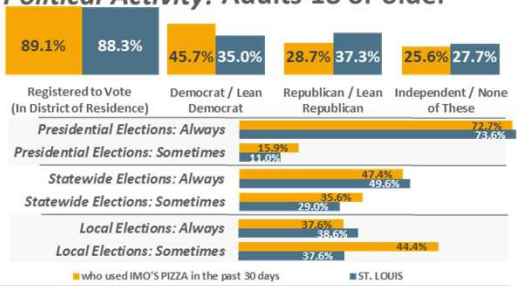
Sit-down restaurants used past 30 days: The Pasta House Co.

8.8% or 221,796 of ST. LOUIS DMA Adults 18 or older used IMO'S PIZZA in the past 30 days.
Adults 18 or older who used IMO'S PIZZA in the past 30 days are 21.8% more likely to look up D-I-Y advice online, 2.8% less likely to always vote in local elections, 27.3% more likely to belong to a gym, 34.2% more likely to fly domestic past yr.

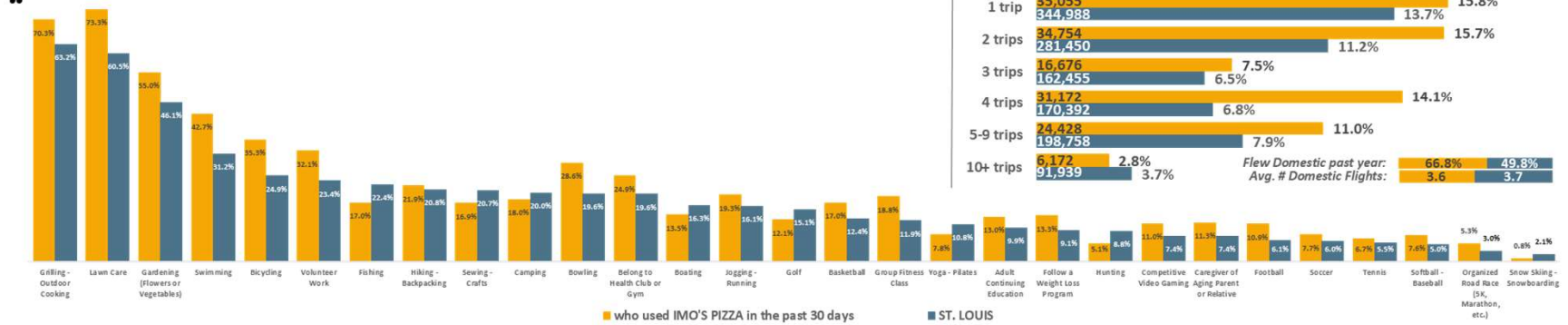
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

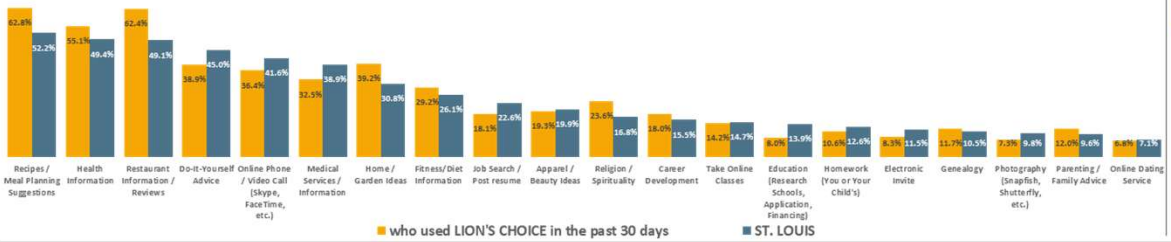
ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 224

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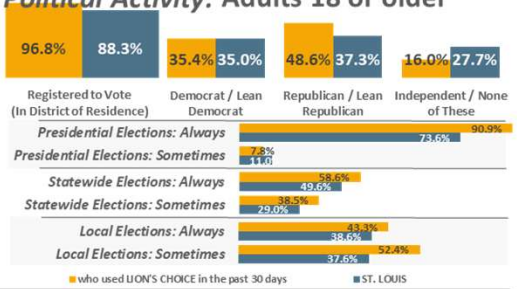
Quick service restaurants used past 30 days: Imo's Pizza

5.7% or 144,099 of ST. LOUIS DMA Adults 18 or older used LION'S CHOICE in the past 30 days.
Adults 18 or older who used LION'S CHOICE in the past 30 days are 13.6% less likely to look up D-I-Y advice online, 12.2% more likely to always vote in local elections, 27.% more likely to belong to a gym, 31.4% more likely to fly domestic past yr.

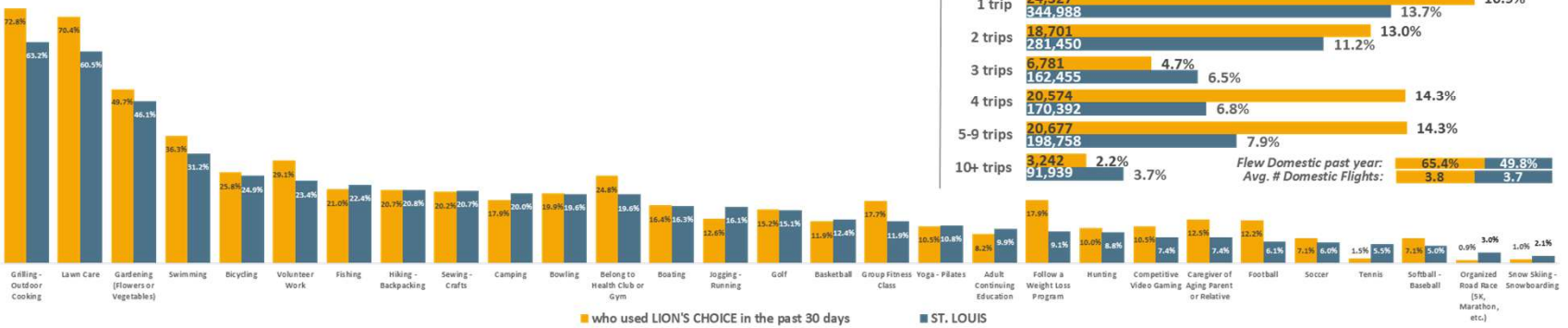
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

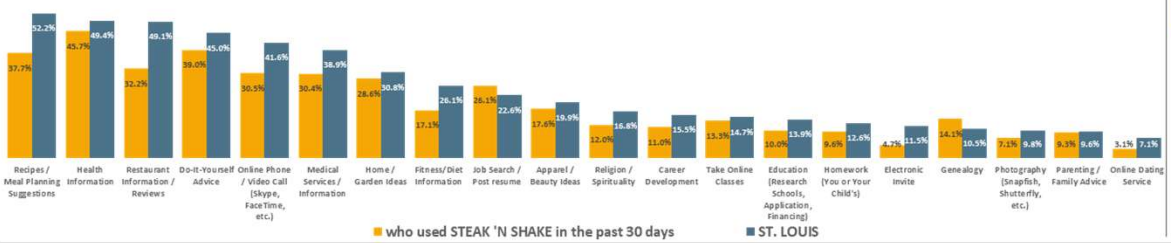
ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 135

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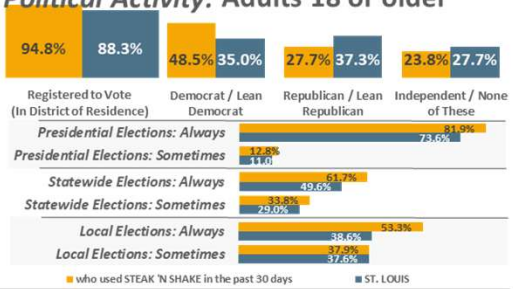
Quick service restaurants used past 30 days: Lion's Choice

5.2% or 130,116 of ST. LOUIS DMA Adults 18 or older used STEAK 'N SHAKE in the past 30 days.
Adults 18 or older who used STEAK 'N SHAKE in the past 30 days are 13.4% less likely to look up D-I-Y advice online, 37.9% more likely to always vote in local elections, 60.9% more likely to belong to a gym, 15.5% more likely to fly domestic past yr.

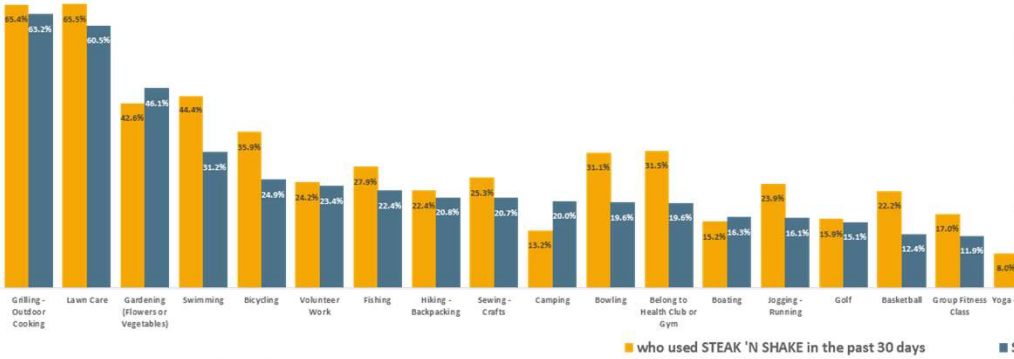
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



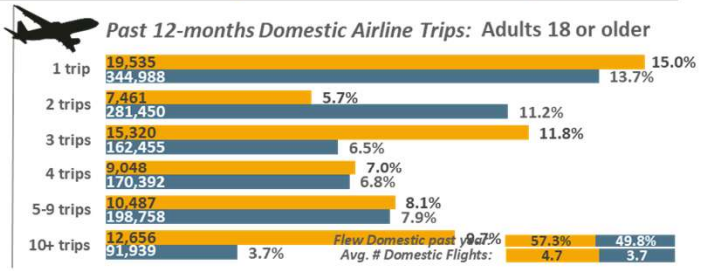
Political Activity: Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 97

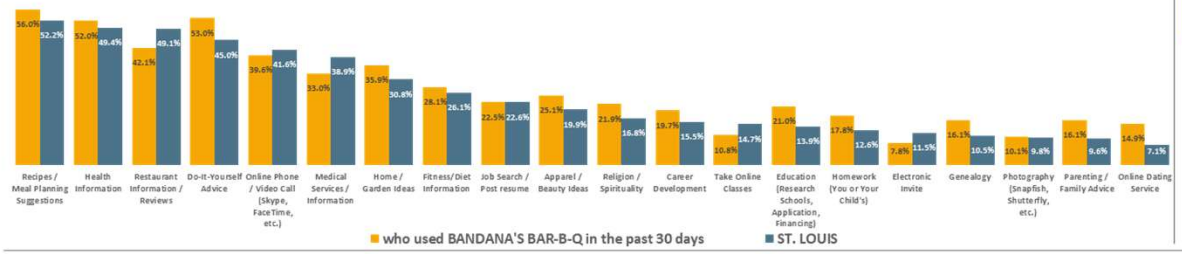
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Sit-down restaurants used past 30 days: Steak 'n Shake

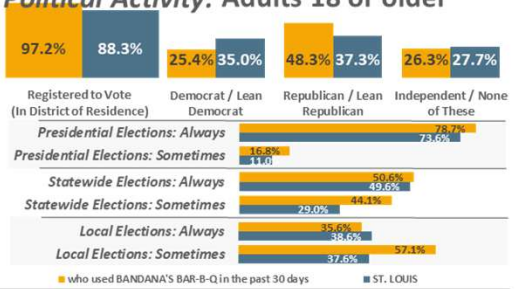


3.3% or 82,203 of ST. LOUIS DMA Adults 18 or older used BANDANA'S BAR-B-Q in the past 30 days. Adults 18 or older who used BANDANA'S BAR-B-Q in the past 30 days are 17.7% more likely to look up D-I-Y advice online, 7.7% less likely to always vote in local elections, 12.5% more likely to belong to a gym, 19.9% more likely to fly domestic past yr.

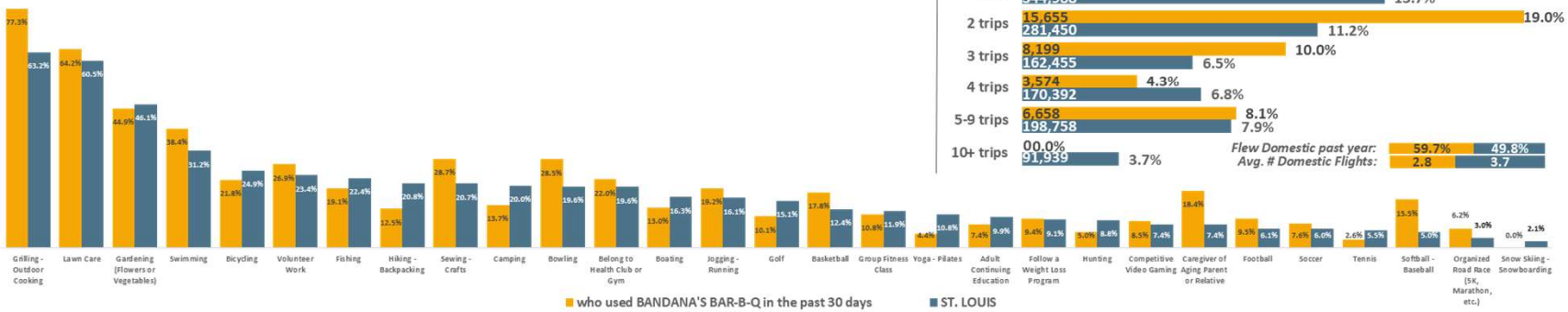
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

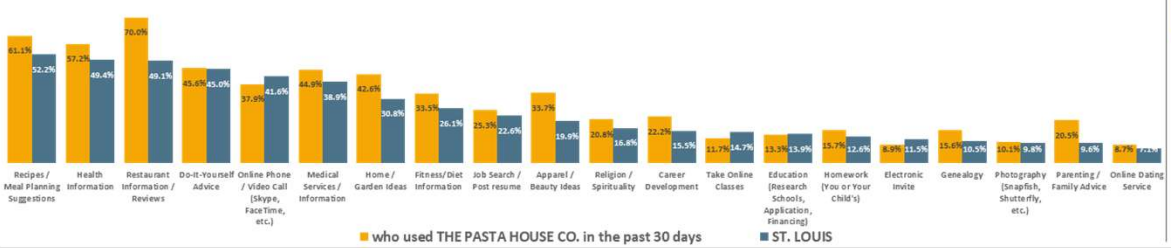
ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 74

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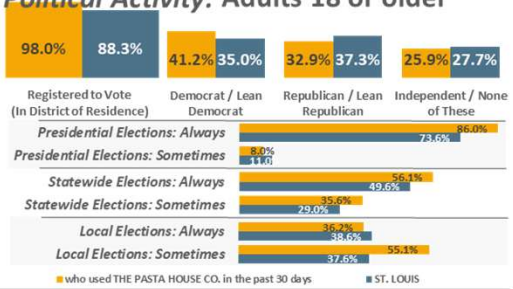
Sit-down restaurants used past 30 days: Bandana's Bar-B-Q

3.1% or 79,047 of ST. LOUIS DMA Adults 18 or older used THE PASTA HOUSE CO. in the past 30 days. Adults 18 or older who used THE PASTA HOUSE CO. in the past 30 days are 1.3% more likely to look up D-I-Y advice online, 6.4% less likely to always vote in local elections, 75.% more likely to belong to a gym, 8.% more likely to fly domestic past yr.

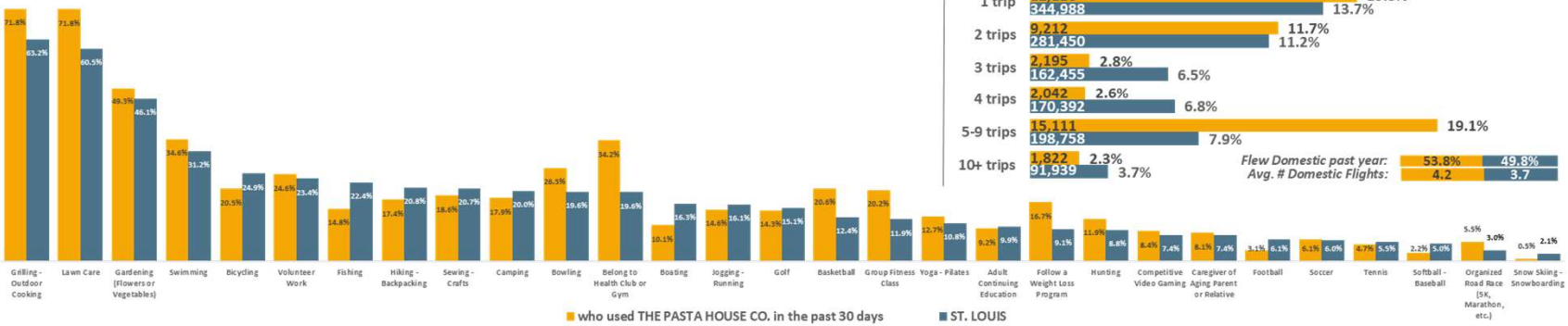
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 94

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

8.8% or 221,796 of ST. LOUIS DMA Adults 18 or older used IMO'S PIZZA in the past 30 days.
Adults 18 or older who used IMO'S PIZZA in the past 30 days are 16.5% more likely to use QSRs past mo., 18.4% more likely to use Sit-Down Restaurants past mo., 50.% more likely to use Casinos past yr., 57.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 100.0% 221,796 | 85.8% 2,155,074

Avg. Monthly QSR Meals: 9.7

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



Total Monthly Sit-Down Restaurant Users: 84.3% 187,082 | 71.2% 1,788,583

Avg. Monthly Sit-Down Restaurant Meals: 5.3 | 3.8

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who used IMO'S PIZZA in the past 30 days 70,357 31.7%

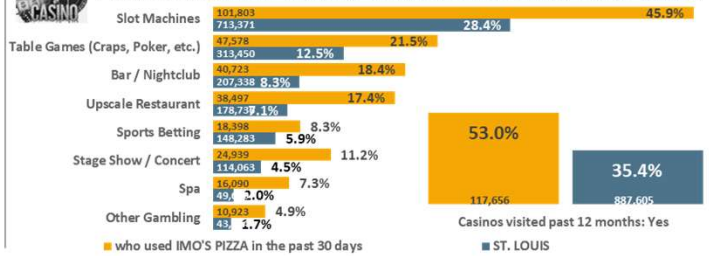
ST. LOUIS 451,148 18.0%

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



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 224

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

5.7% or 144,099 of ST. LOUIS DMA Adults 18 or older used LION'S CHOICE in the past 30 days.
Adults 18 or older who used LION'S CHOICE in the past 30 days are 16.5% more likely to use QSRs past mo., 28.2% more likely to use Sit-Down Restaurants past mo., 21.7% more likely to use Casinos past yr., 66.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 100.0% 144,099 | 85.8% 2,155,074

Avg. Monthly QSR Meals: 9.9

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



Total Monthly Sit-Down Restaurant Users: 91.4% 131,663 | 71.2% 1,788,583

Avg. Monthly Sit-Down Restaurant Meals: 5.2 | 3.8

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who used LION'S CHOICE in the past 30 days 39,686 27.5%

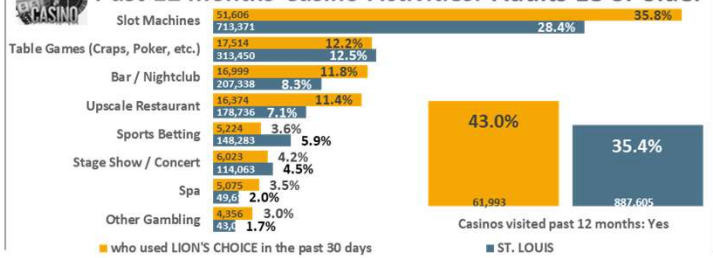
ST. LOUIS 451,148 18.0%

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



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 135

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



5.2% or 130,116 of ST. LOUIS DMA Adults 18 or older used STEAK 'N SHAKE in the past 30 days. Adults 18 or older who used STEAK 'N SHAKE in the past 30 days are 16.5% more likely to use QSRs past mo., 40.4% more likely to use Sit-Down Restaurants past mo., 53.6% more likely to use Casinos past yr., 11.4% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 100.0% 130,116 | 85.8% 2,155,074

Avg. Monthly QSR Meals: 9.8

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



Total Monthly Sit-Down Restaurant Users: 100.0% 130,116 | 71.2% 1,788,583

Avg. Monthly Sit-Down Restaurant Meals: 5.4 | 3.8

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)

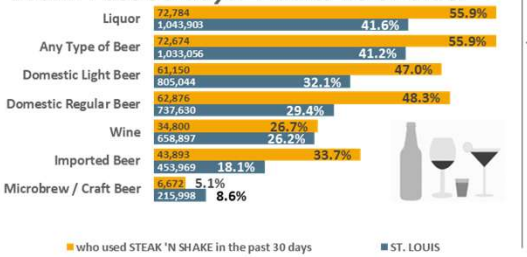


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

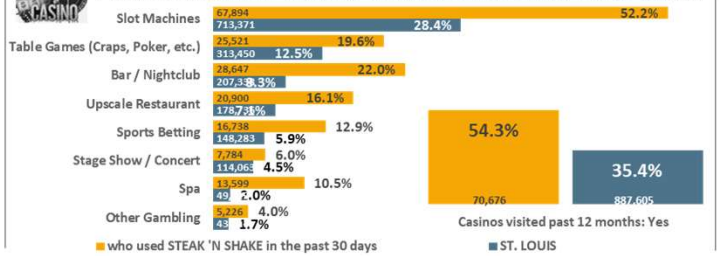
who used STEAK 'N SHAKE in the past 30 days 48,171 37.0%

ST. LOUIS 451,148 18.0%

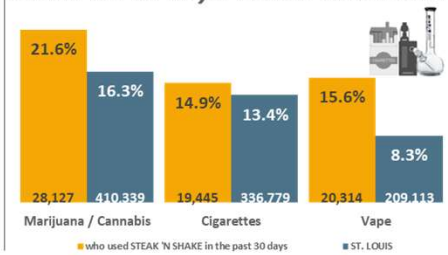
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older



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



3.3% or 82,203 of ST. LOUIS DMA Adults 18 or older used BANDANA'S BAR-B-Q in the past 30 days. Adults 18 or older who used BANDANA'S BAR-B-Q in the past 30 days are 15.% more likely to use QSRs past mo., 40.4% more likely to use Sit-Down Restaurants past mo., 62.4% more likely to use Casinos past yr., 46.8% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 98.7% 81,136 | 85.8% 2,155,074

Avg. Monthly QSR Meals: 9.6 | [illegible]

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



Total Monthly Sit-Down Restaurant Users: 100.0% 82,203 | 71.2% 1,788,583

Avg. Monthly Sit-Down Restaurant Meals: 6.0 | 3.8

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)

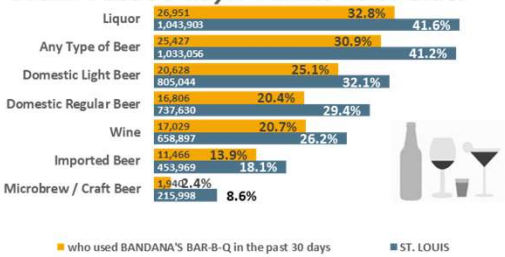


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who used BANDANA'S BAR-B-Q in the past 30 days 20,682 25.2%

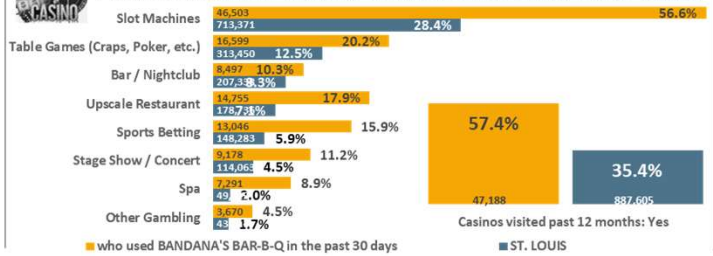
ST. LOUIS 451,148 18.0%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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



3.1% or 79,047 of ST. LOUIS DMA Adults 18 or older used THE PASTA HOUSE CO. in the past 30 days. Adults 18 or older who used THE PASTA HOUSE CO. in the past 30 days are 13.7% more likely to use QSRs past mo., 40.4% more likely to use Sit-Down Restaurants past mo., 19.8% more likely to use Casinos past yr., 16.9% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 97.6% 77,180 | 85.8% 2,155,074

Avg. Monthly QSR Meals: 8.1 | 6.4

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



Total Monthly Sit-Down Restaurant Users: 100.0% 79,047 | 71.2% 1,788,583

Avg. Monthly Sit-Down Restaurant Meals: 5.4 | 3.8

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who used THE PASTA HOUSE CO. in the past 30 days 22,208 28.1%

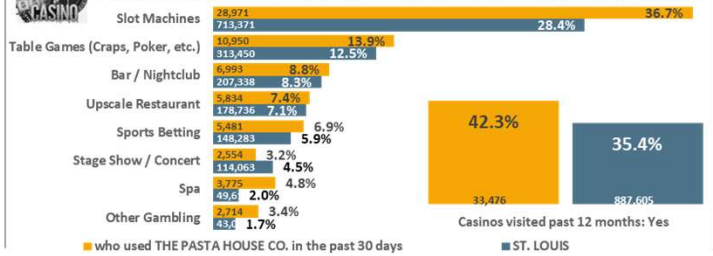
ST. LOUIS 451,148 18.0%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older

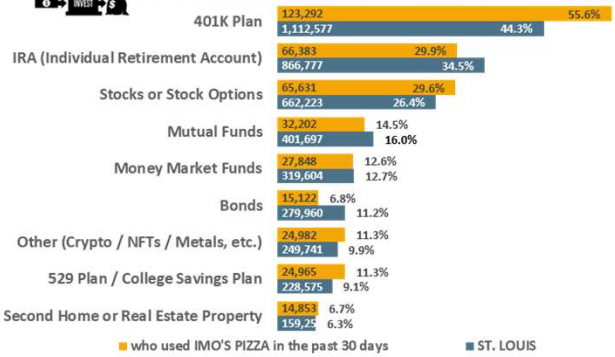


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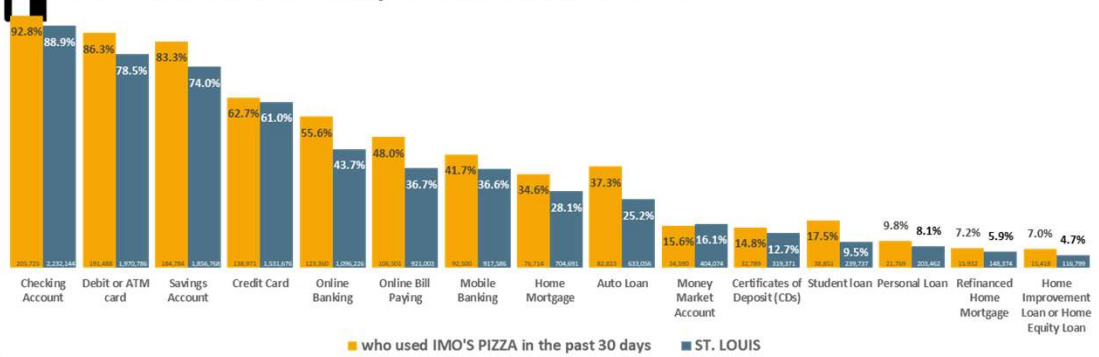
Sit-down restaurants used past 30 days: The Pasta House Co.

8.8% or 221,796 of ST. LOUIS DMA Adults 18 or older used IMO'S PIZZA in the past 30 days.
Adults 18 or older who used IMO'S PIZZA in the past 30 days are 25.4% more likely to have a 401K, 48.1% more likely to have an Auto Loan, 31.4% more likely to Invest/Trade Stocks Online, 24.9% more likely to pay with their Debit Card.

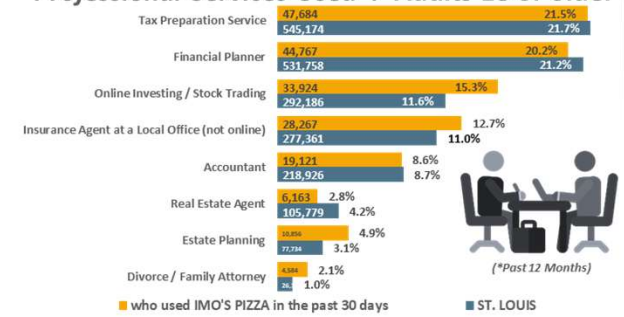
Investments Owned: Adults 18 or older



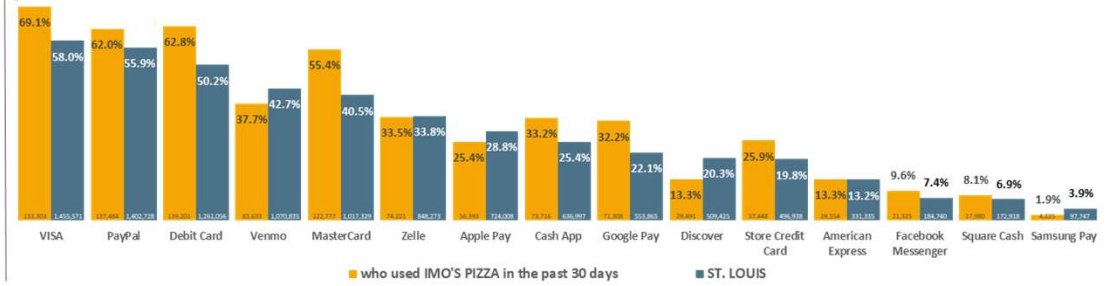
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 224

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

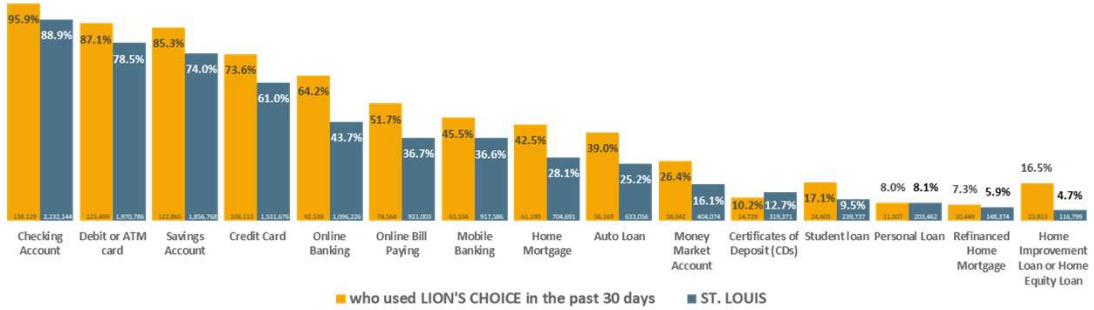


5.7% or 144,099 of ST. LOUIS DMA Adults 18 or older used LION'S CHOICE in the past 30 days.
Adults 18 or older who used LION'S CHOICE in the past 30 days are 29.4% more likely to have a 401K, 54.6% more likely to have an Auto Loan, 77.8% more likely to Invest/Trade Stocks Online, 2.% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

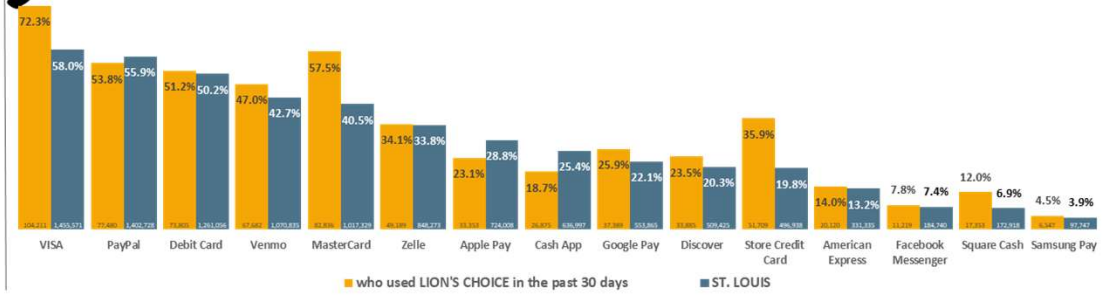


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 135

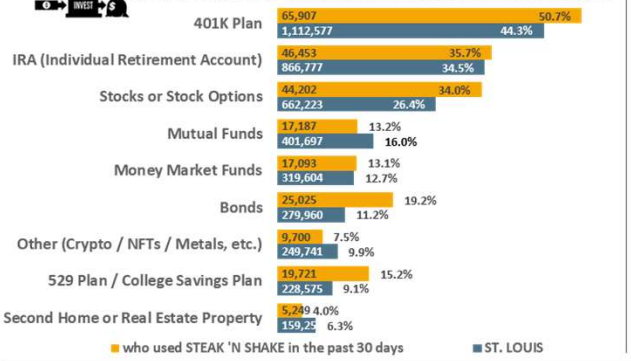
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Quick service restaurants used past 30 days: Lion's Choice

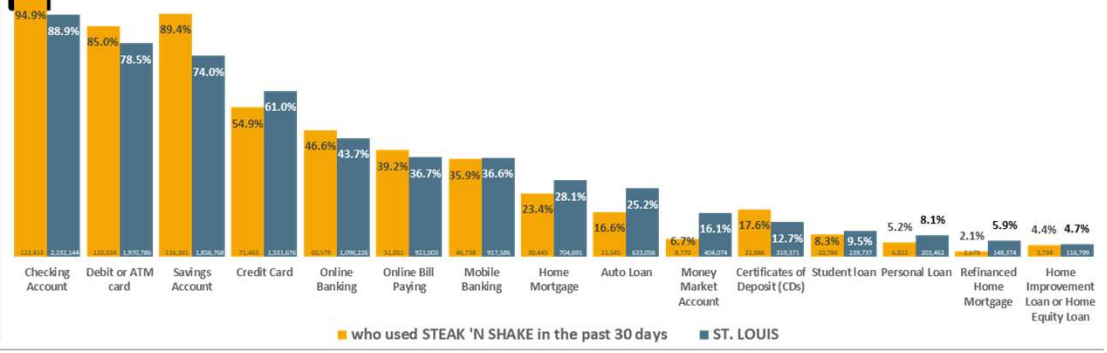


5.2% or 130,116 of ST. LOUIS DMA Adults 18 or older used STEAK 'N SHAKE in the past 30 days.
Adults 18 or older who used STEAK 'N SHAKE in the past 30 days are 14.3% more likely to have a 401K, 34.3% less likely to have an Auto Loan, 75.7% more likely to Invest/Trade Stocks Online, 13.5% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

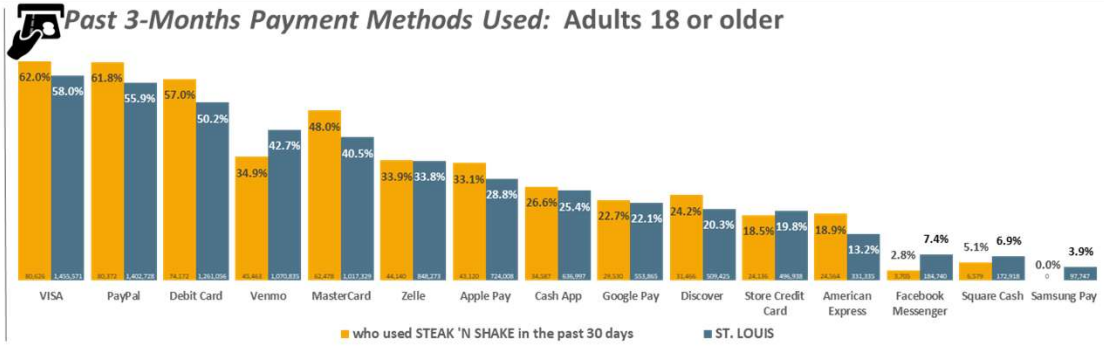


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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

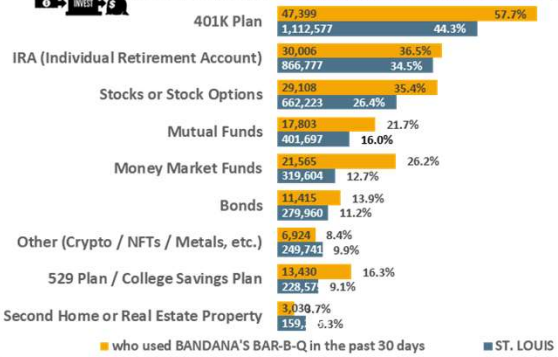


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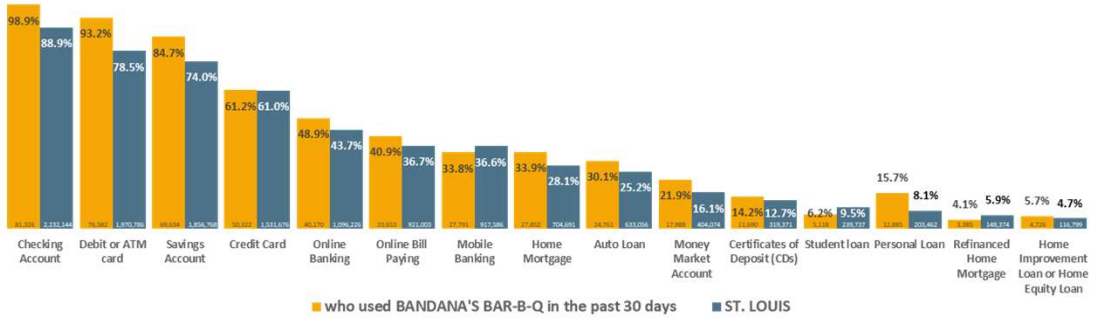
Sit-down restaurants used past 30 days: Steak 'n Shake

3.3% or 82,203 of ST. LOUIS DMA Adults 18 or older used BANDANA'S BAR-B-Q in the past 30 days.
Adults 18 or older who used BANDANA'S BAR-B-Q in the past 30 days are 30.1% more likely to have a 401K, 19.5% more likely to have an Auto Loan, 34.3% less likely to Invest/Trade Stocks Online, 19.6% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

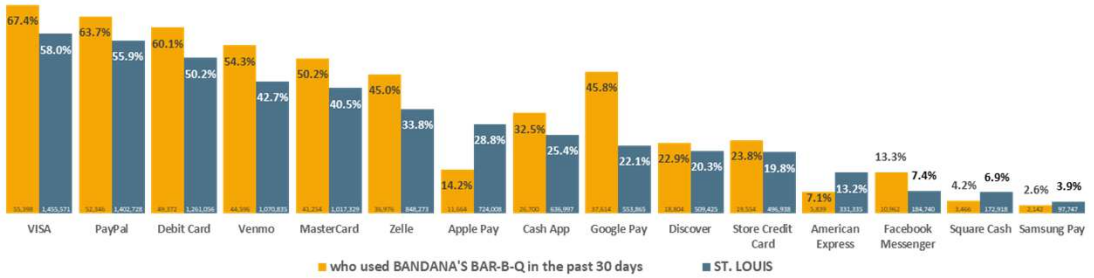


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



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

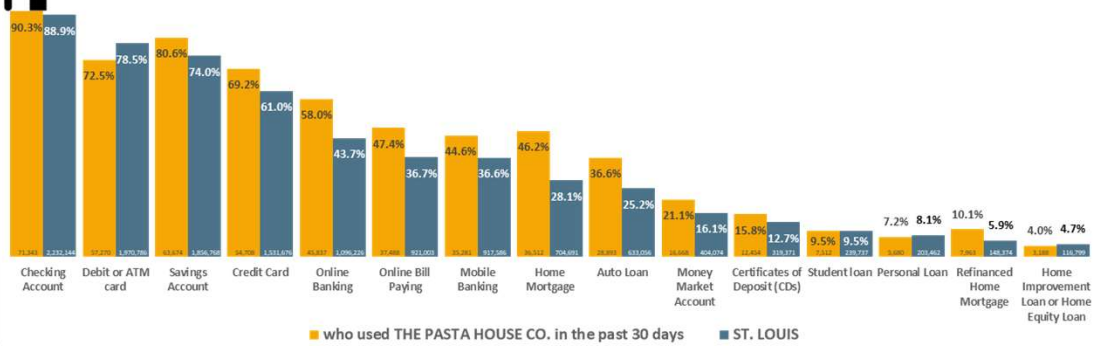


3.1% or 79,047 of ST. LOUIS DMA Adults 18 or older used THE PASTA HOUSE CO. in the past 30 days. Adults 18 or older who used THE PASTA HOUSE CO. in the past 30 days are 58.4% more likely to have a 401K, 45.% more likely to have an Auto Loan, 93.5% more likely to Invest/Trade Stocks Online, .4% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



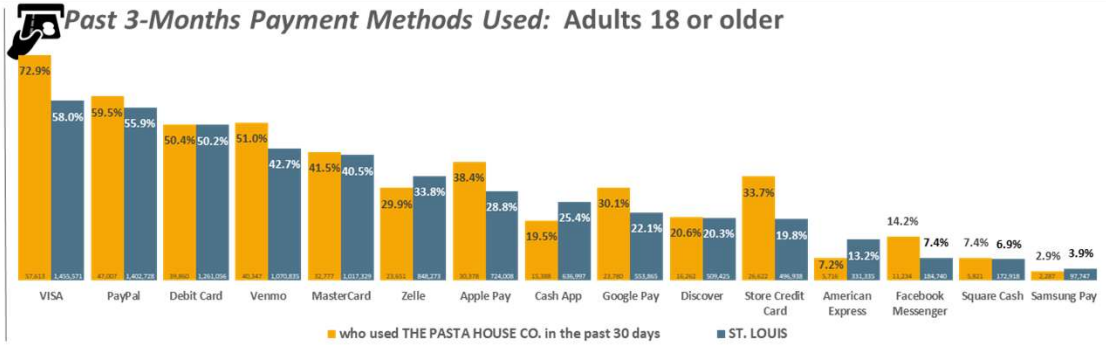
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



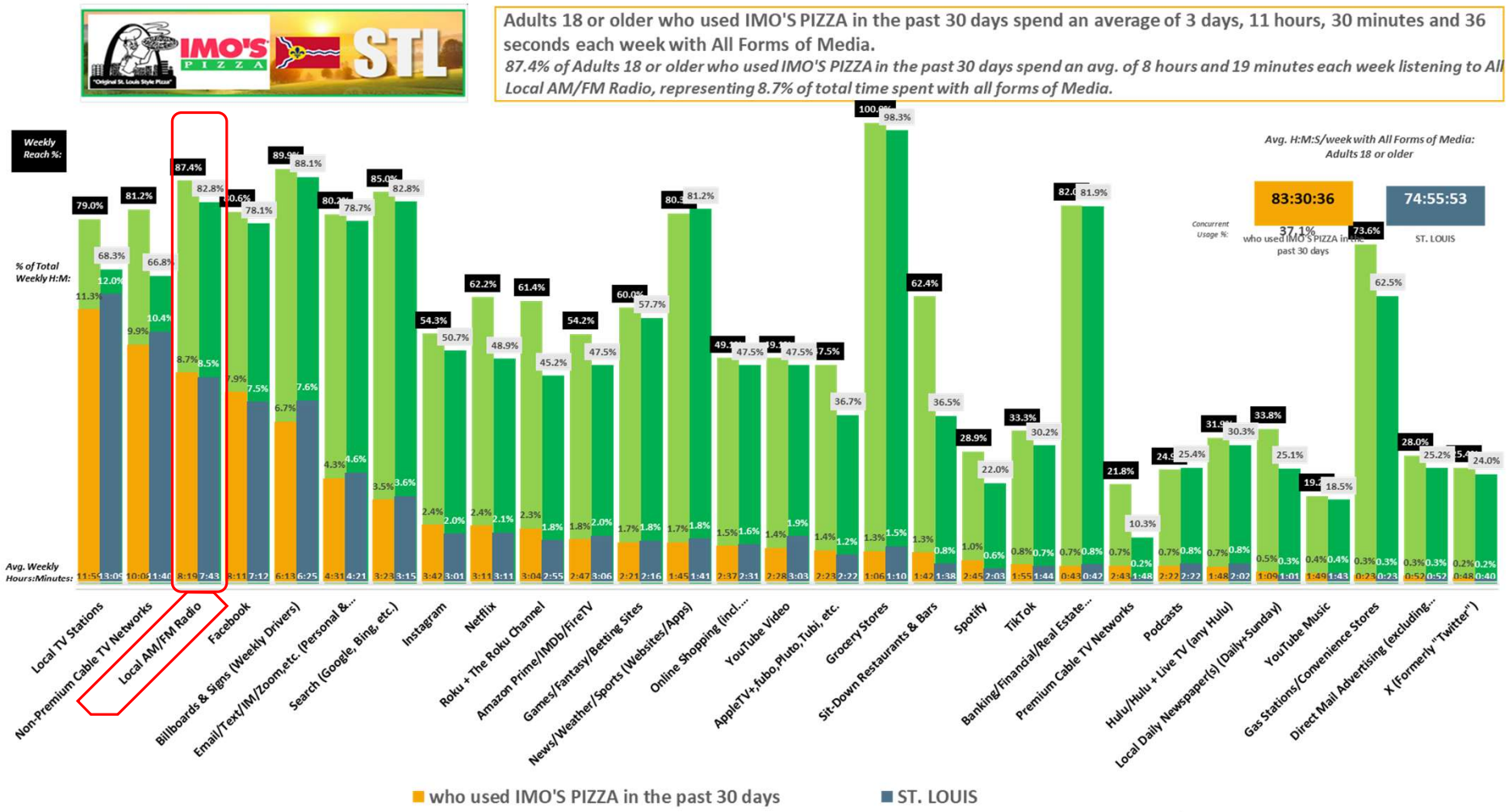
Past 3-Months Payment Methods Used: Adults 18 or older



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 94

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

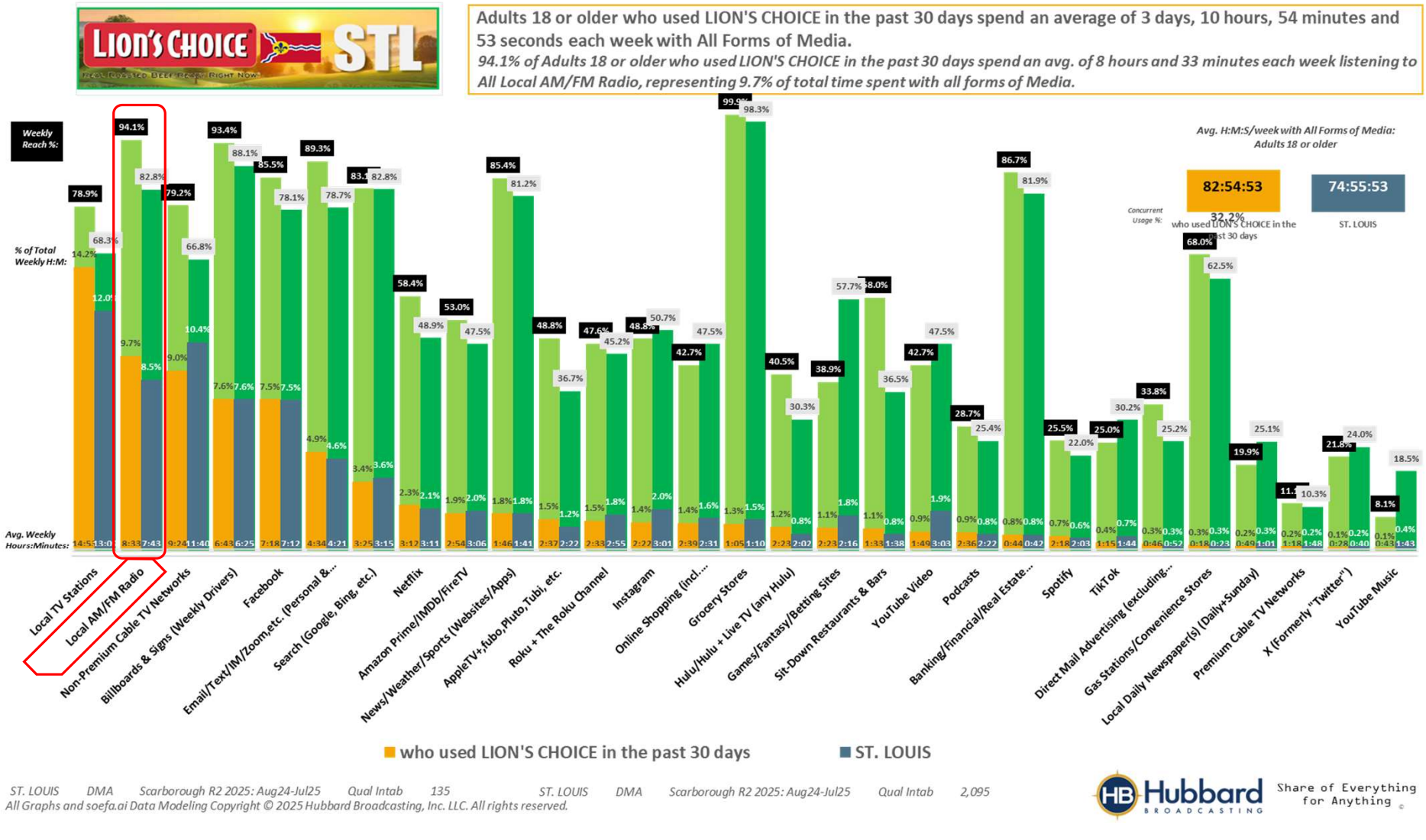


ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 224 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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

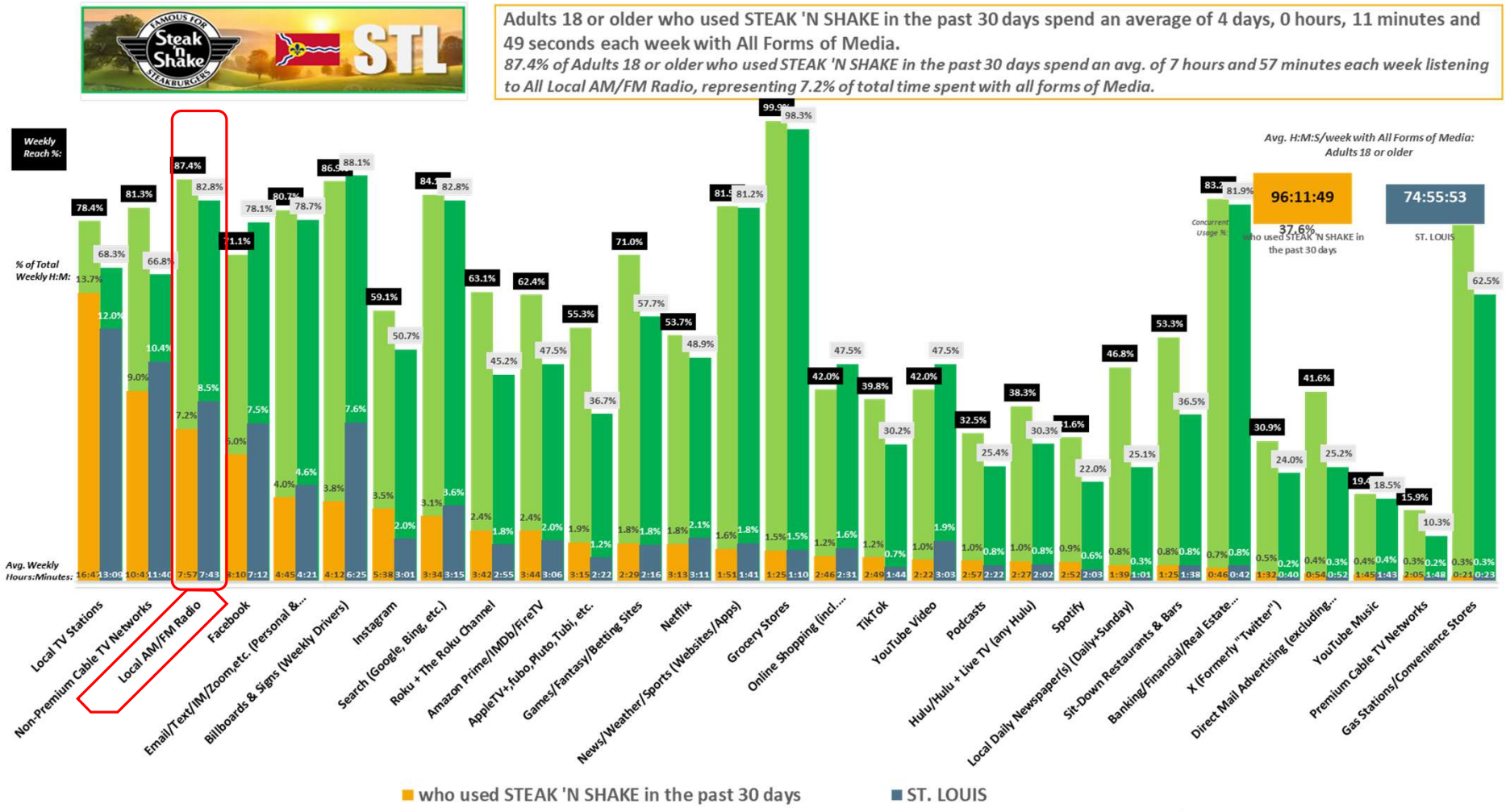


ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 135 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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

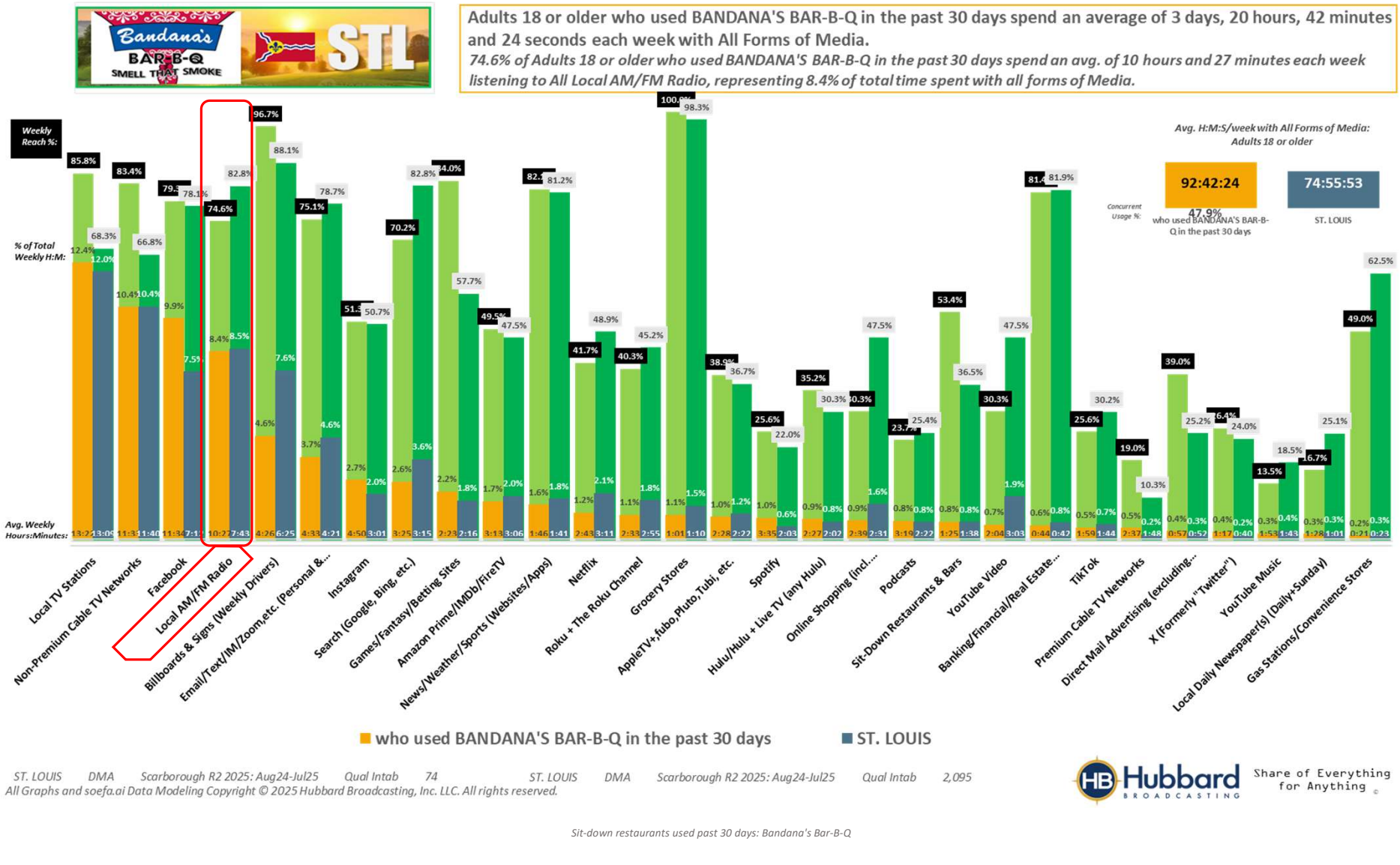


ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 97 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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

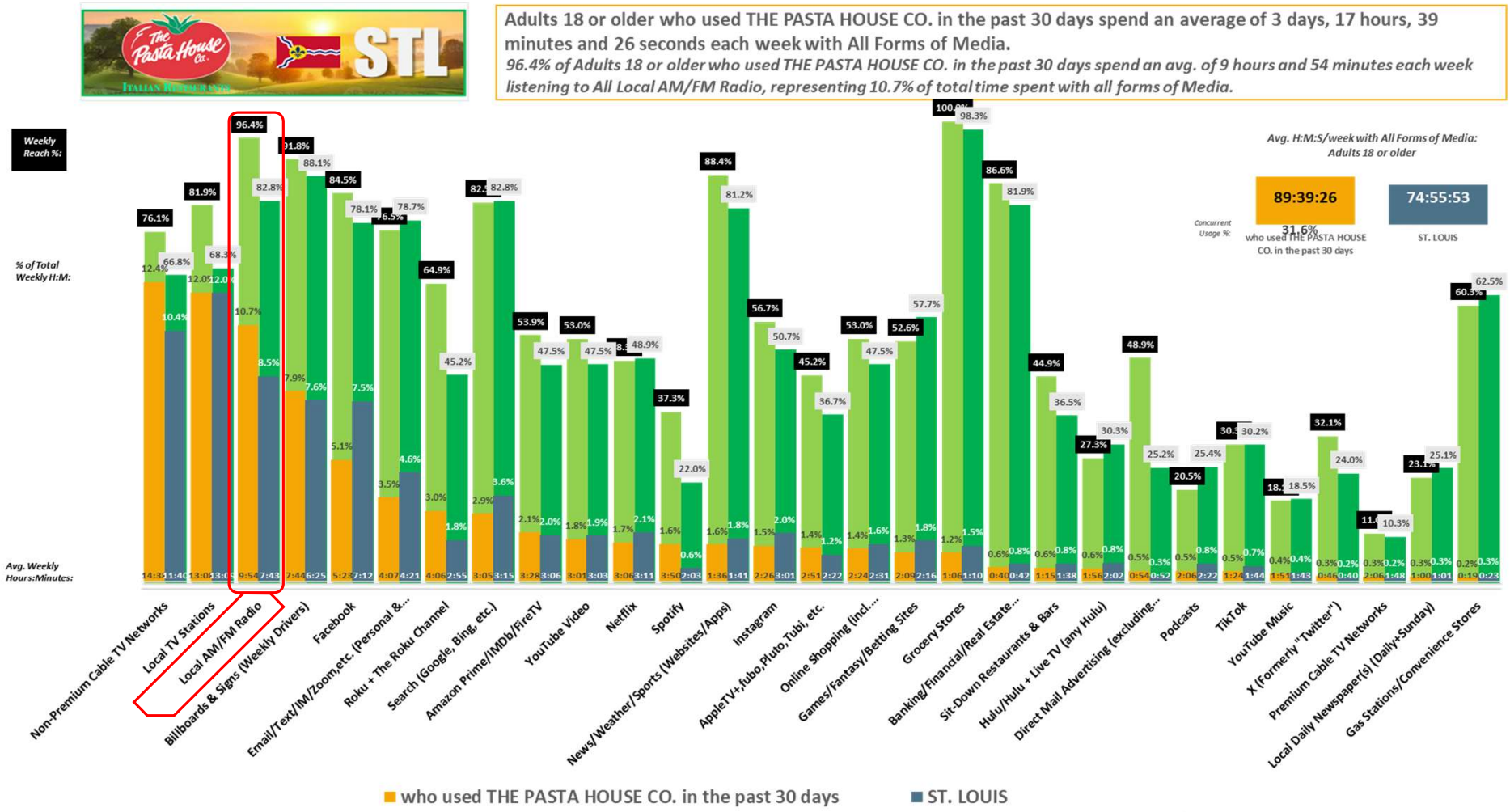


ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 74 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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

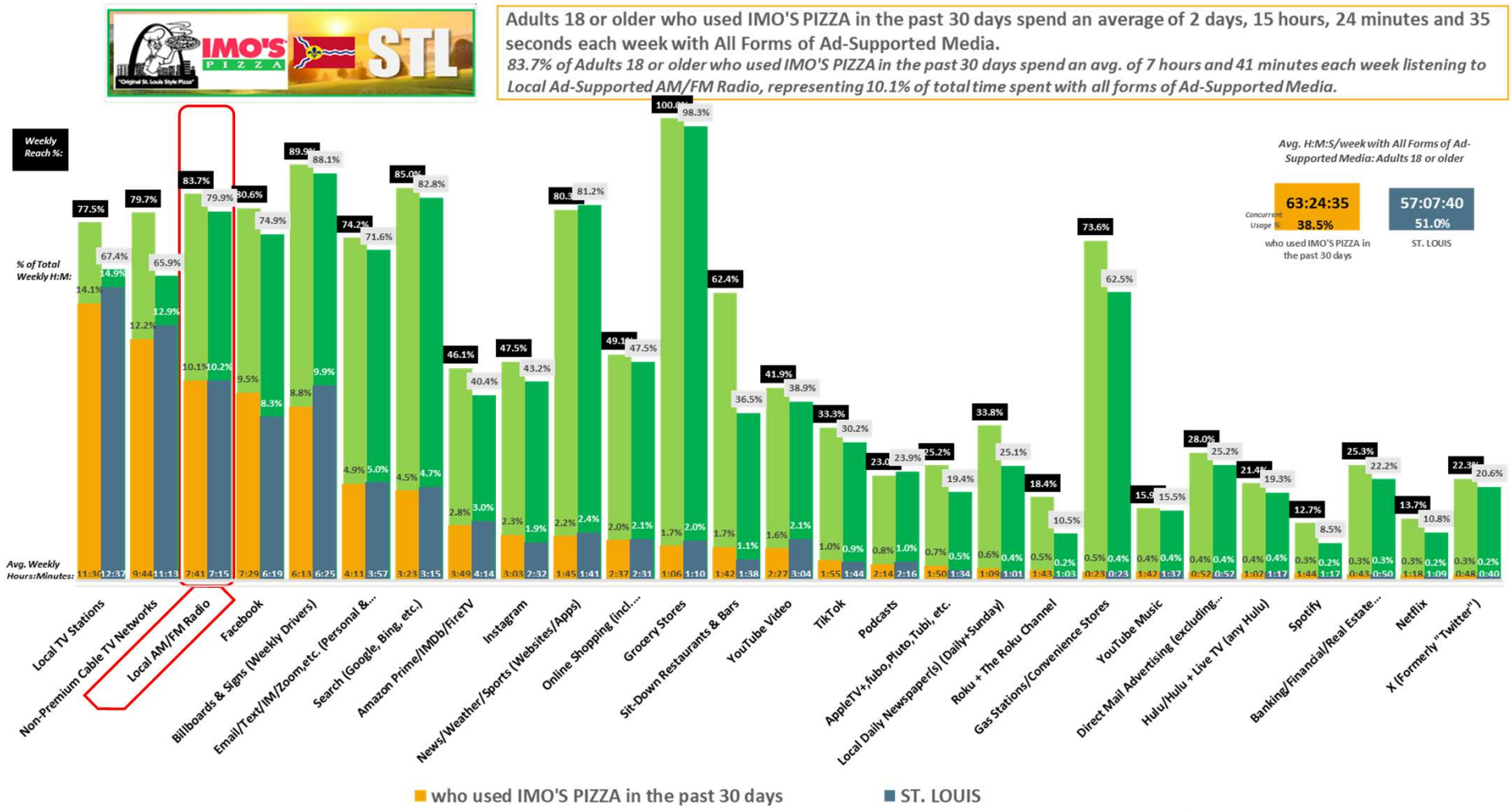


ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 94 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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

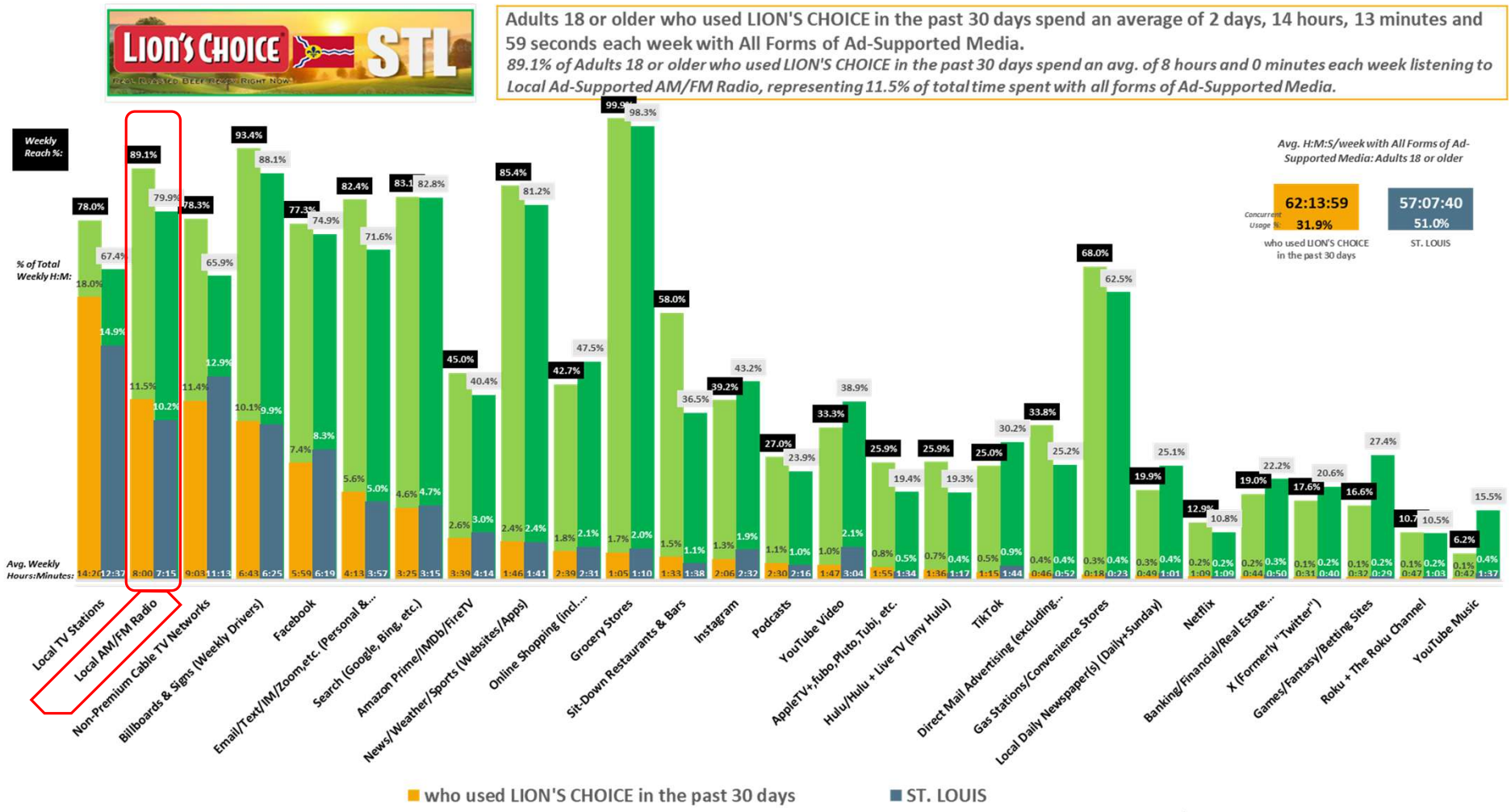


ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 224 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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

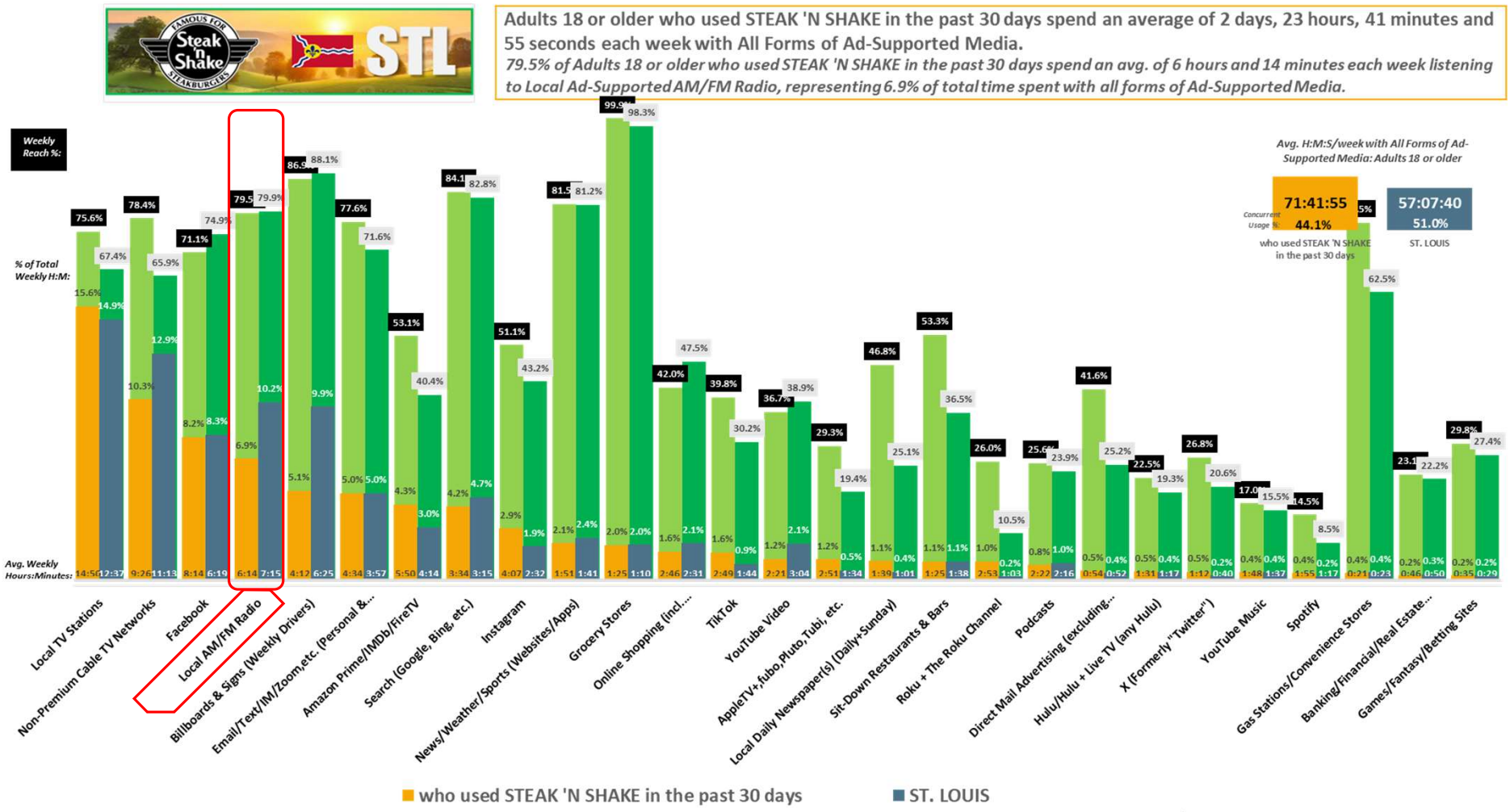


ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 135 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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

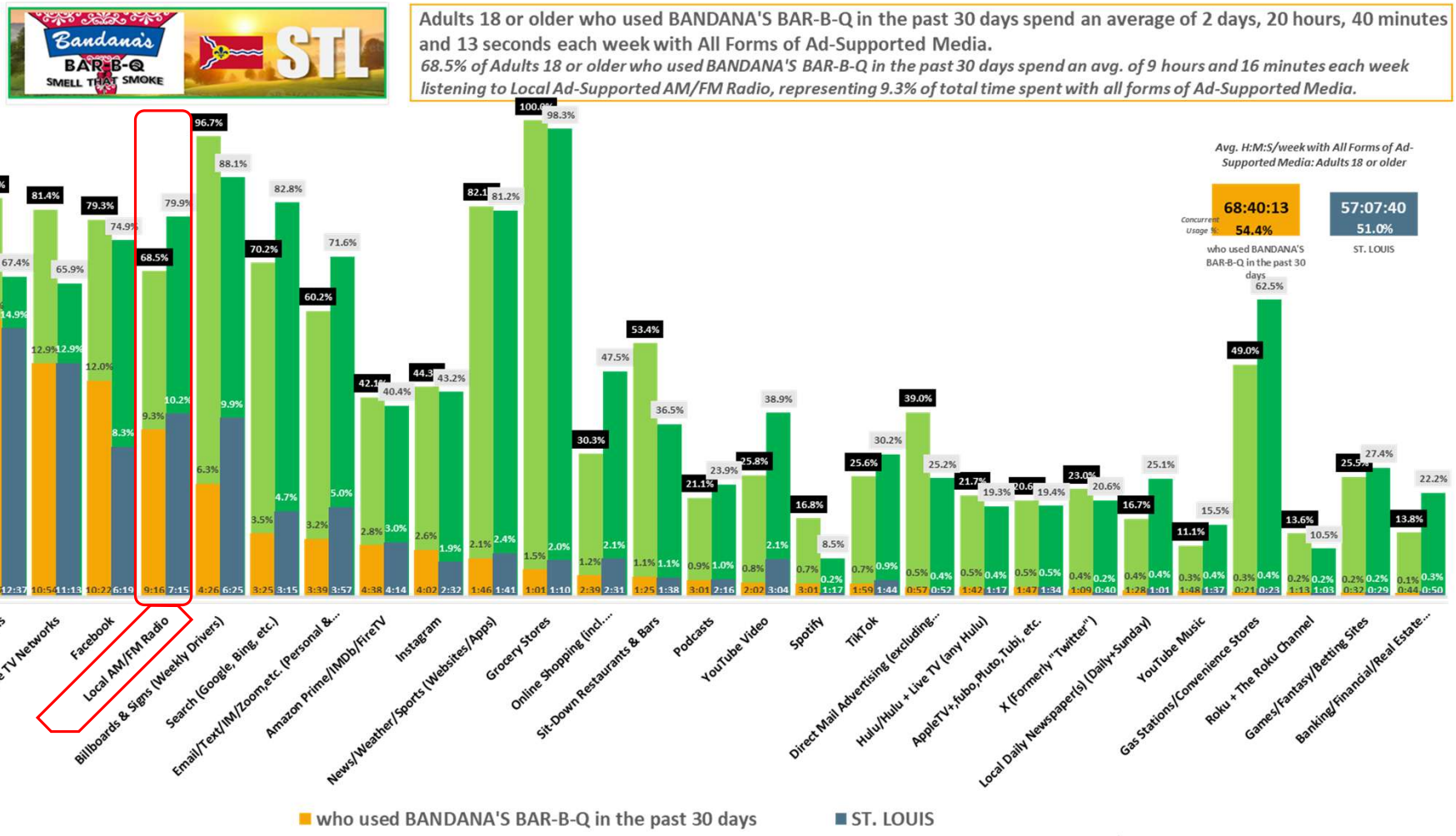


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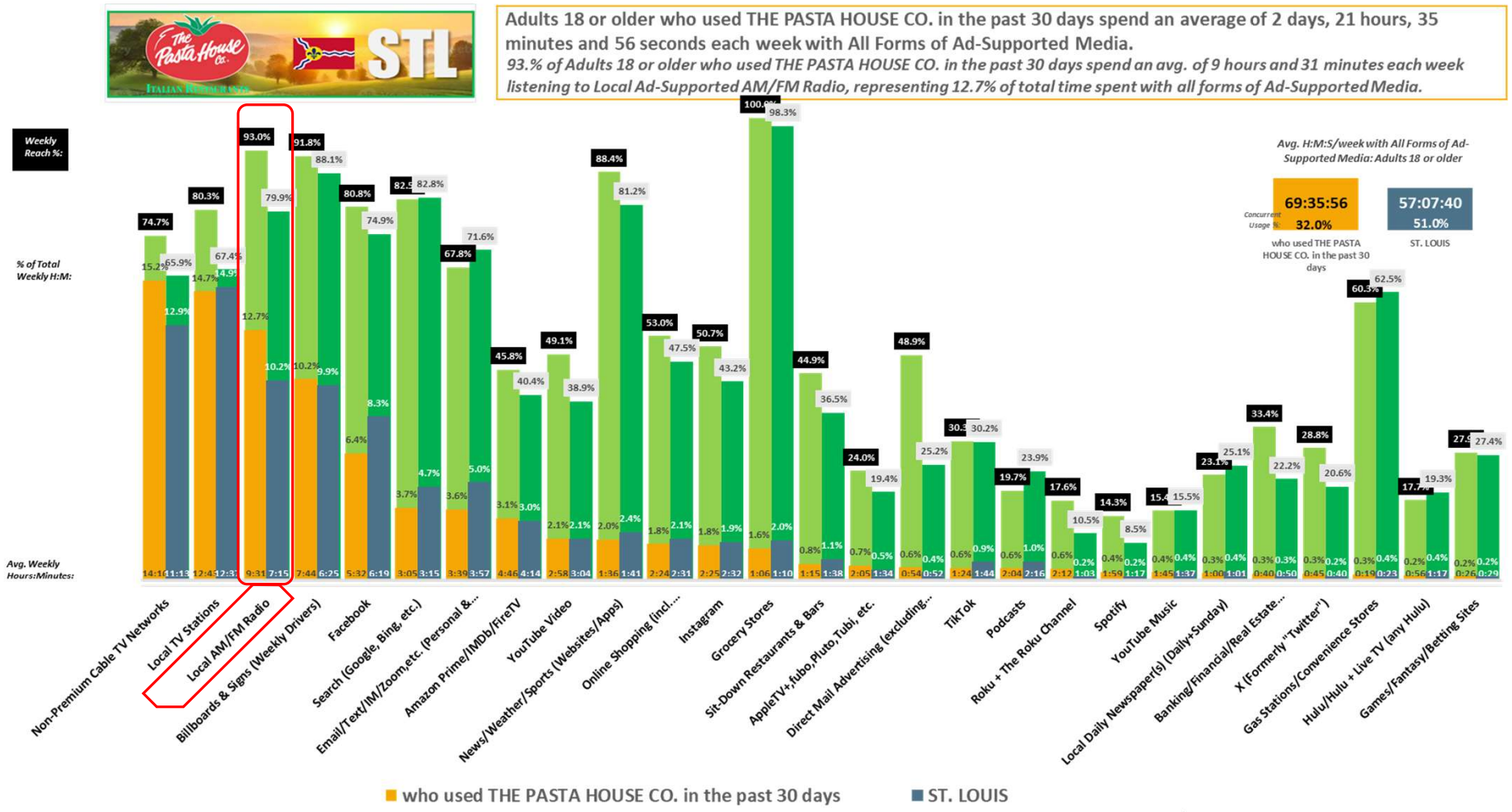
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Sit-down restaurants used past 30 days: Steak 'n Shake



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 74 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095
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Sit-down restaurants used past 30 days: Bandana's Bar-B-Q



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 94 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

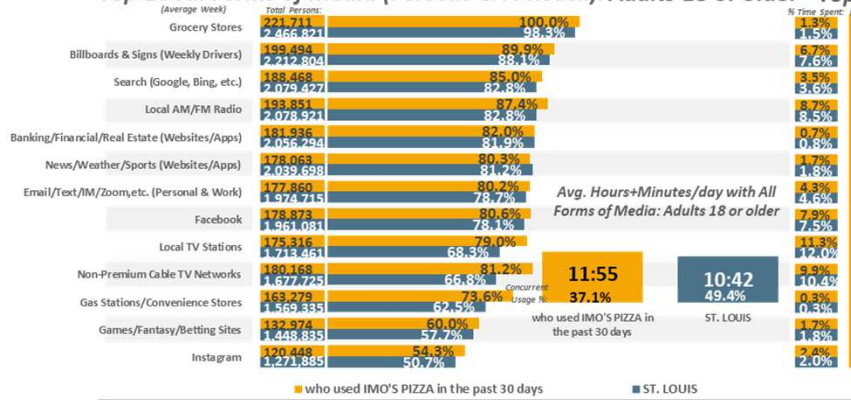
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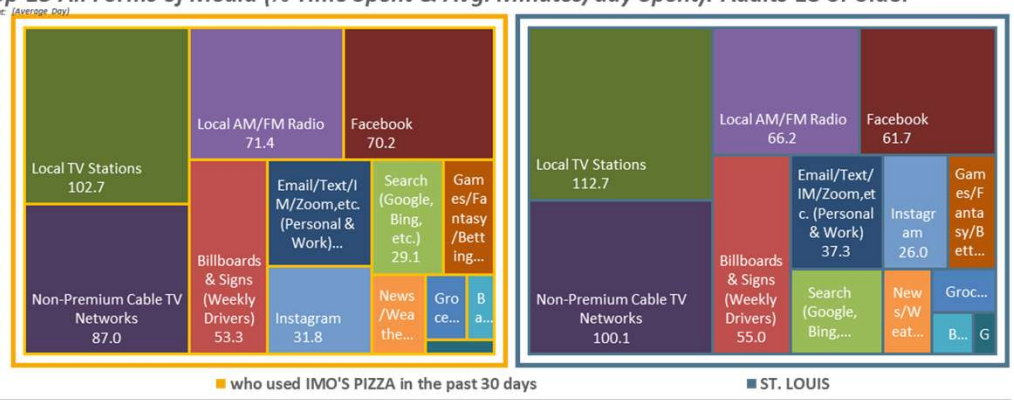
Sit-down restaurants used past 30 days: The Pasta House Co.

Adults 18 or older who used IMO'S PIZZA in the past 30 days spend an average of 9 hours and 3 minutes each day with All Forms of Ad-Supported Media. 83.7% listen to Local AM/FM Radio for an avg. of 65.9 minutes/day. *(Local Radio delivers 10.1% of Time with Ad-Supported Media.)*

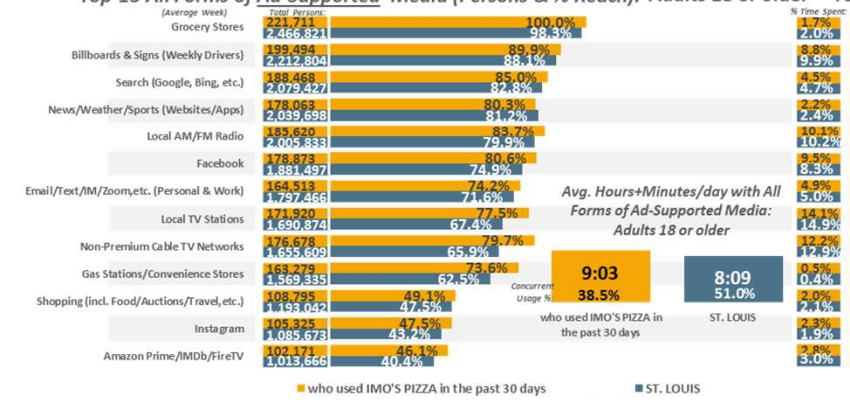
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



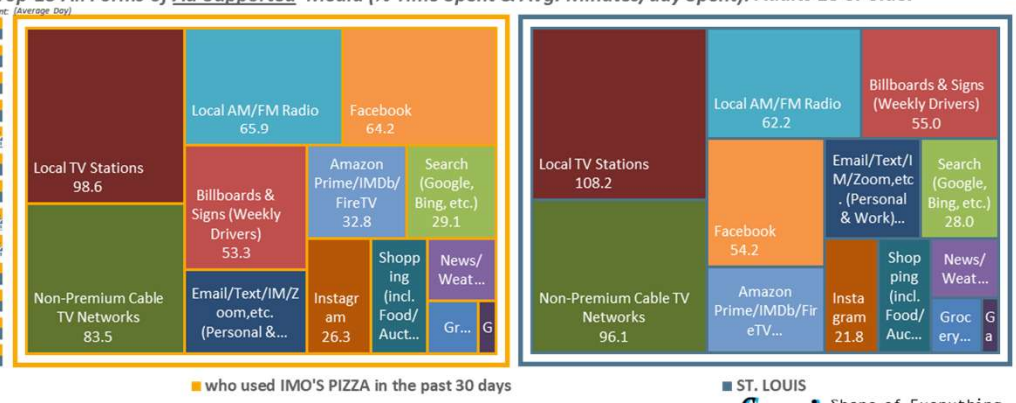
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 224

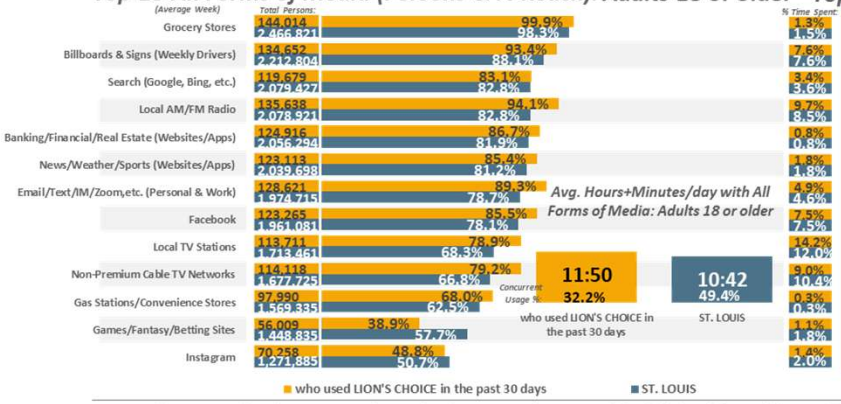
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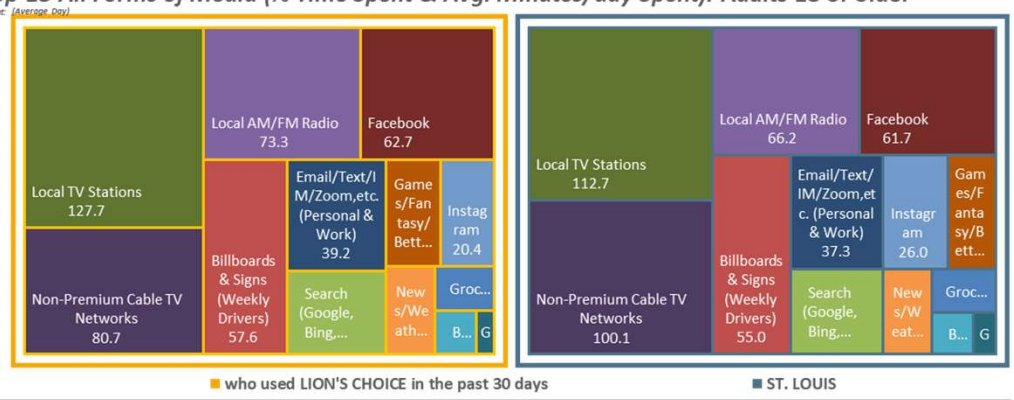
Quick service restaurants used past 30 days: Imo's Pizza

Adults 18 or older who used LION'S CHOICE in the past 30 days spend an average of 8 hours and 53 minutes each day with All Forms of Ad-Supported Media. 89.1% listen to Local AM/FM Radio for an avg. of 68.6 minutes/day. *(Local Radio delivers 11.5% of Time with Ad-Supported Media.)*

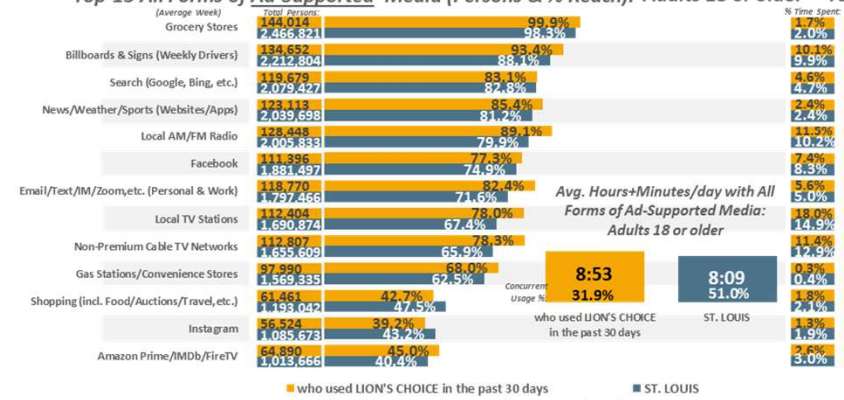
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



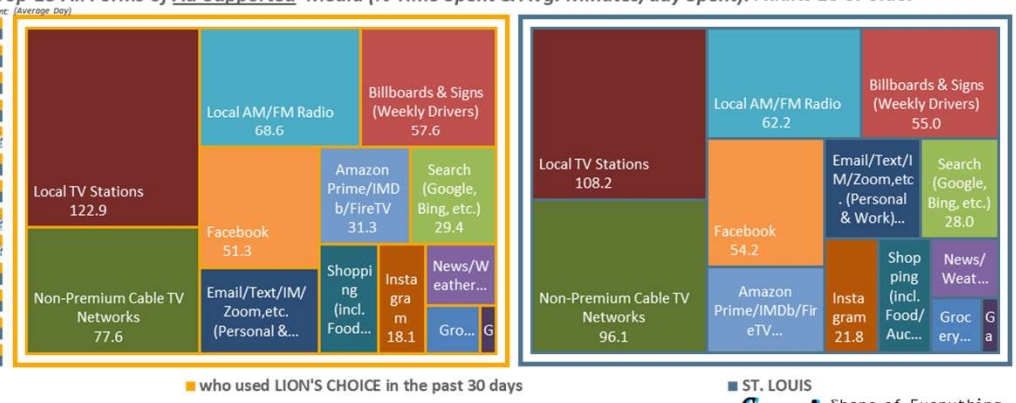
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 135

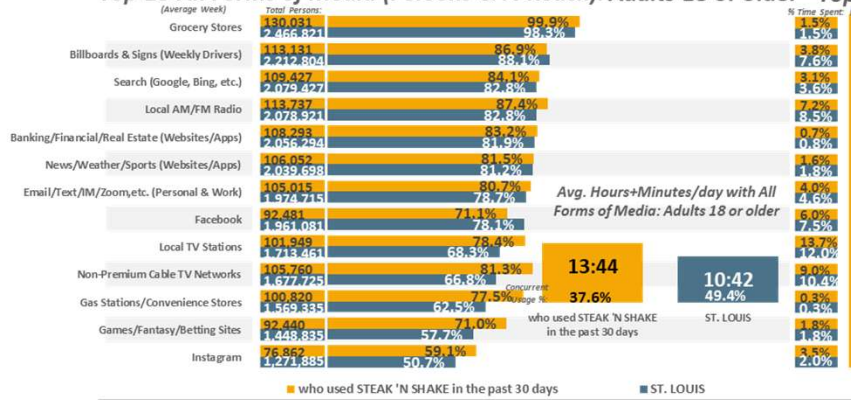
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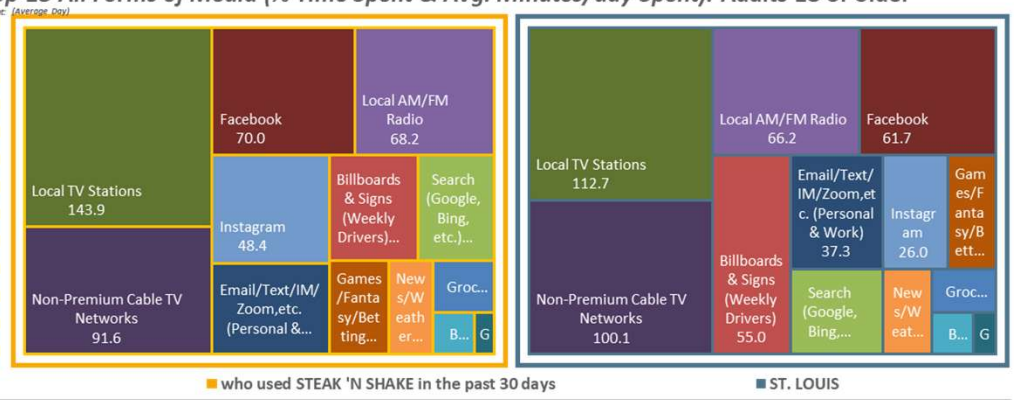
Quick service restaurants used past 30 days: Lion's Choice

Adults 18 or older who used STEAK 'N SHAKE in the past 30 days spend an average of 10 hours and 14 minutes each day with All Forms of Ad-Supported Media. 79.5% listen to Local AM/FM Radio for an avg. of 53.5 minutes/day. *(Local Radio delivers 6.9% of Time with Ad-Supported Media.)*

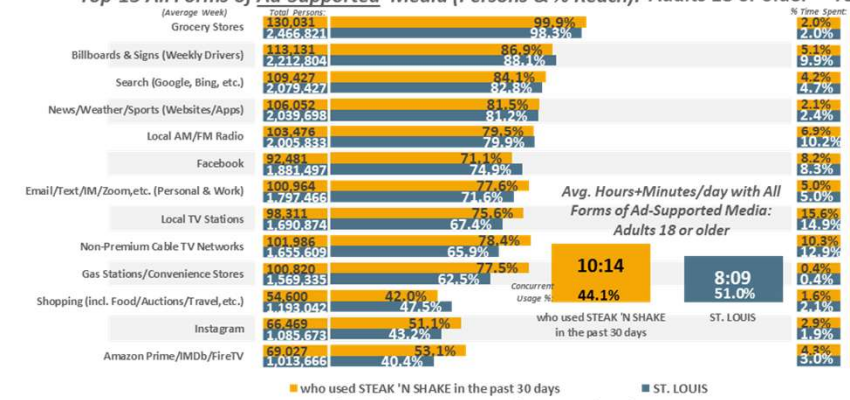
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



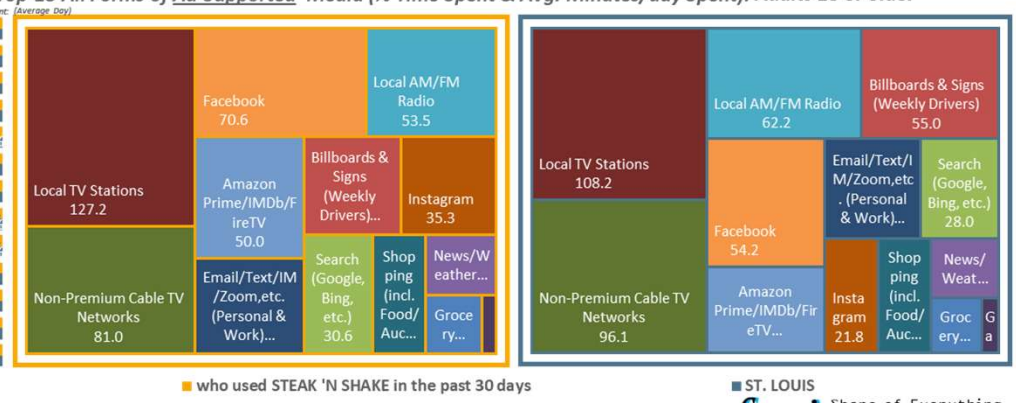
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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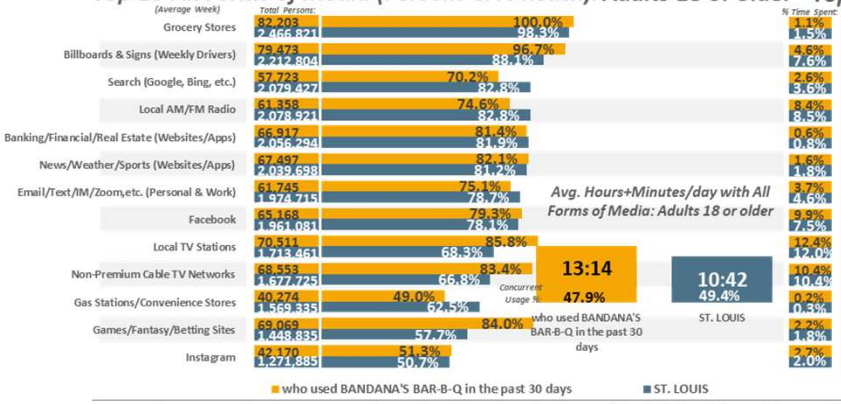
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Sit-down restaurants used past 30 days: Steak 'n Shake

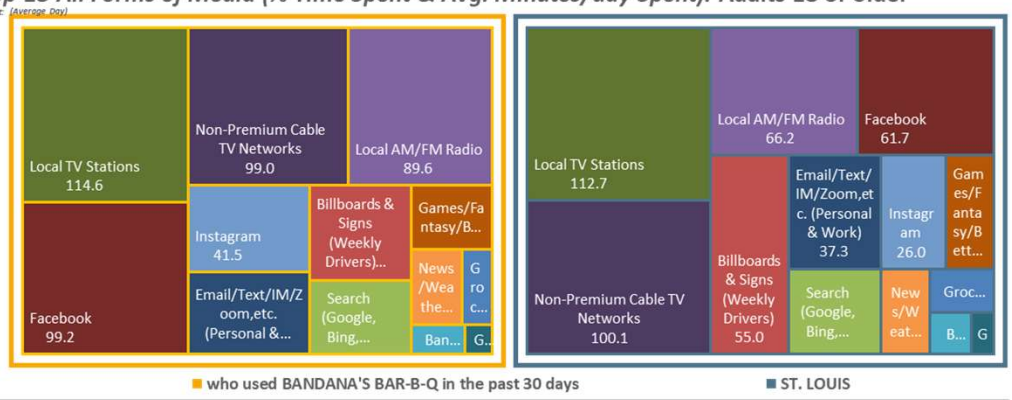


Adults 18 or older who used BANDANA'S BAR-B-Q in the past 30 days spend an average of 9 hours and 48 minutes each day with All Forms of Ad-Supported Media. 68.5% listen to Local AM/FM Radio for an avg. of 79.6 minutes/day. *(Local Radio delivers 9.3% of Time with Ad-Supported Media.)*

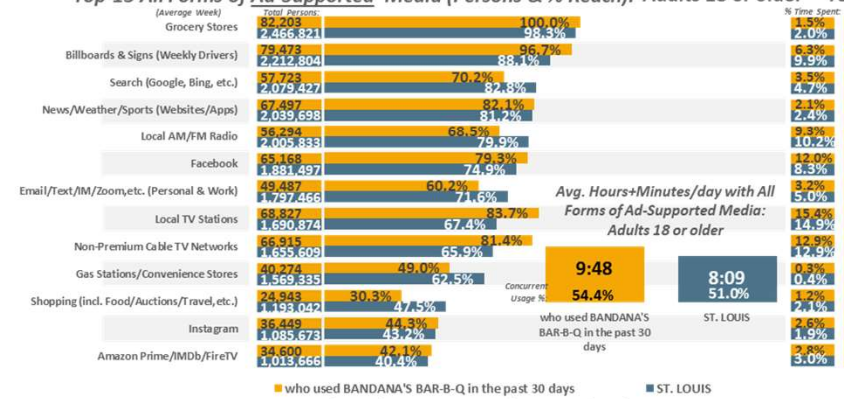
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



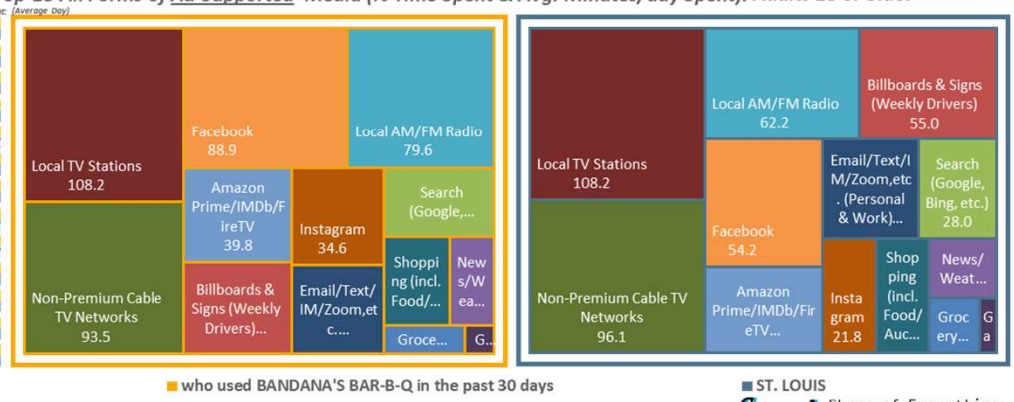
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 74

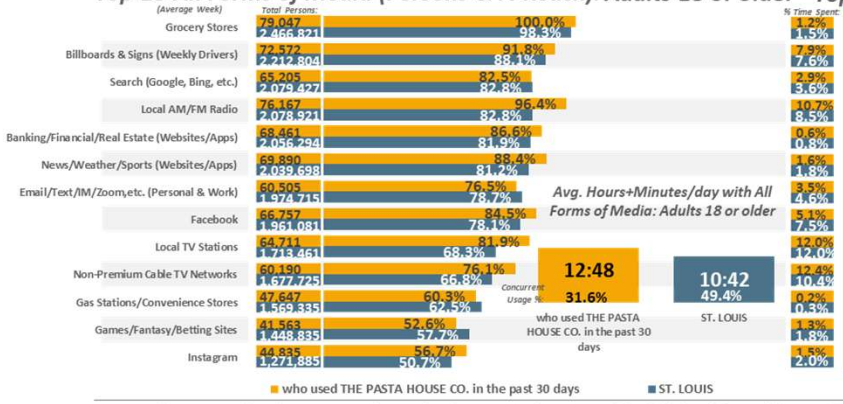
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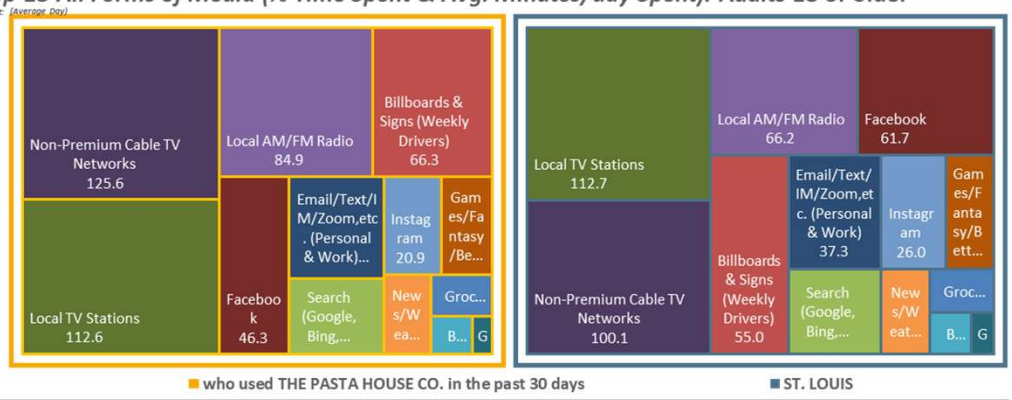
Sit-down restaurants used past 30 days: Bandana's Bar-B-Q

Adults 18 or older who used THE PASTA HOUSE CO. in the past 30 days spend an average of 9 hours and 56 minutes each day with All Forms of Ad-Supported Media. 93.% listen to Local AM/FM Radio for an avg. of 81.6 minutes/day. *(Local Radio delivers 12.7% of Time with Ad-Supported Media.)*

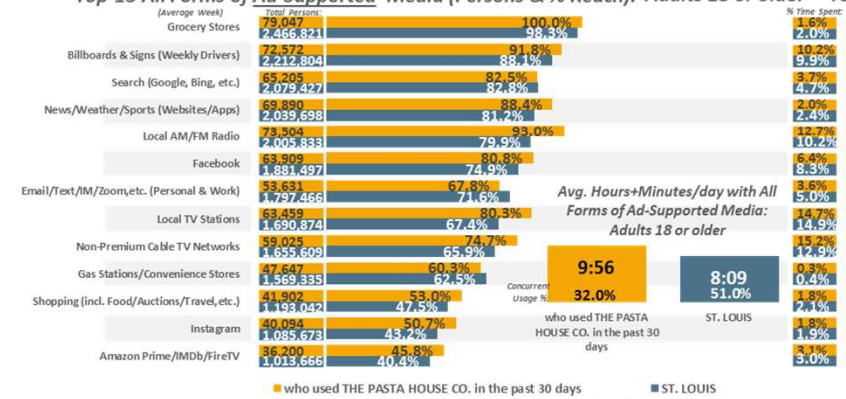
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



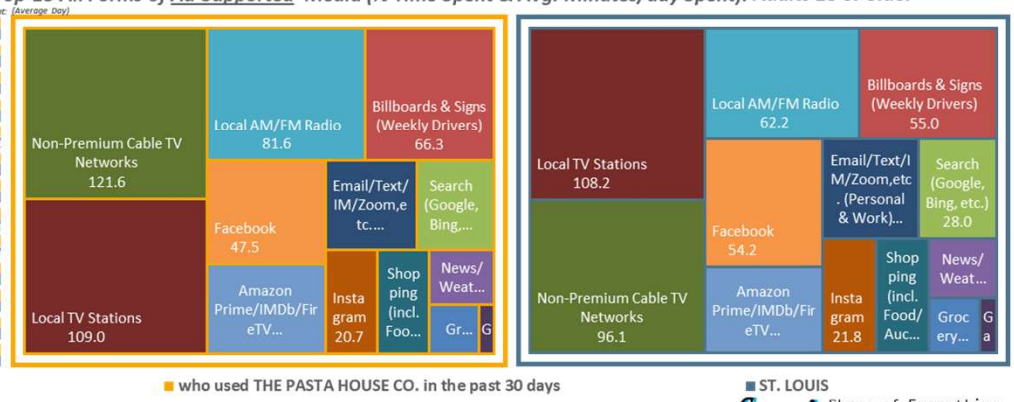
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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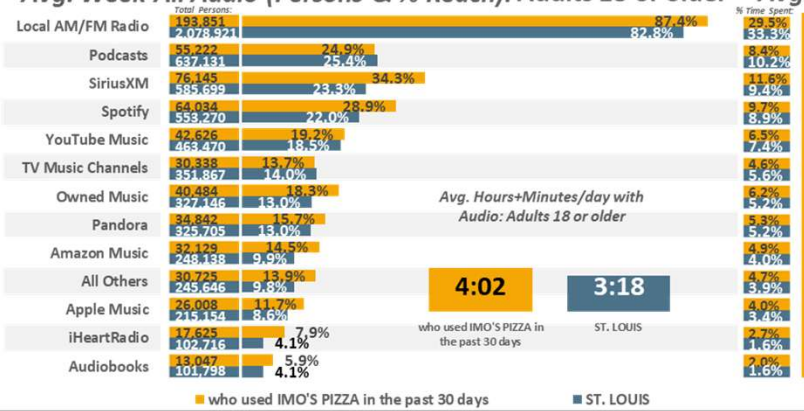
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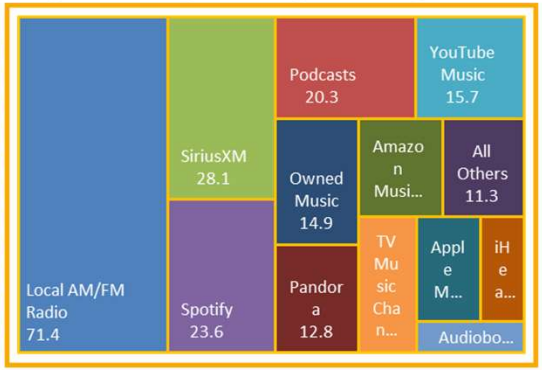
Sit-down restaurants used past 30 days: The Pasta House Co.

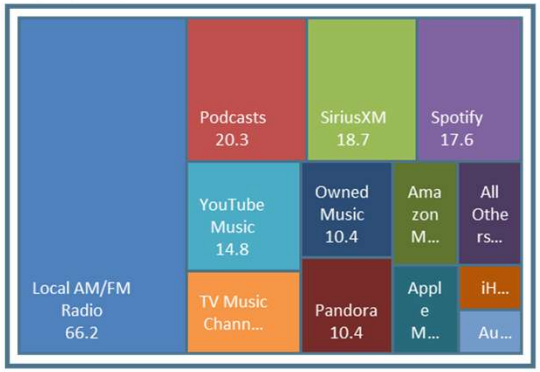
185,620 or 83.7% of Adults 18 or older who used IMO'S PIZZA in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 65.9 minutes every day representing 40.% of all time spent daily with Ad-Supported Audio.

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

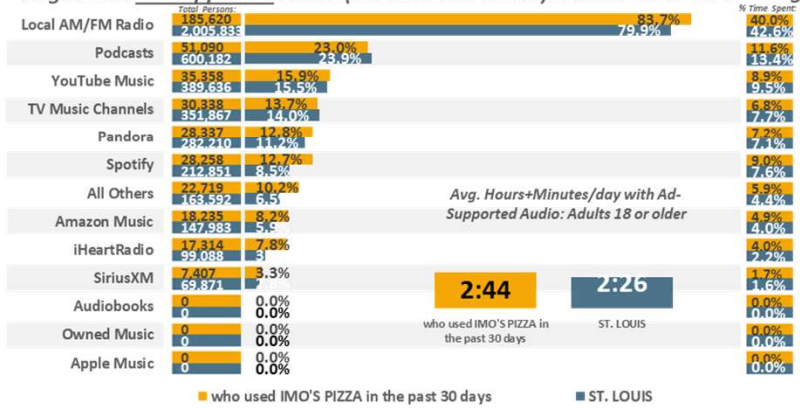


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

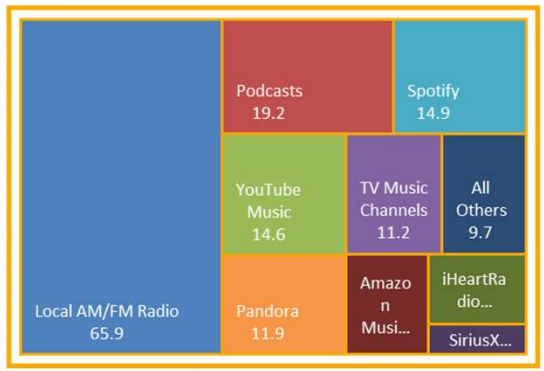


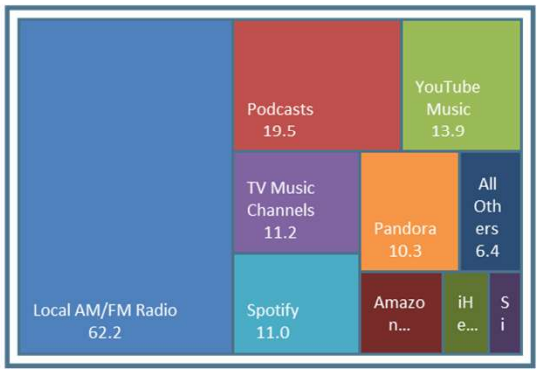


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





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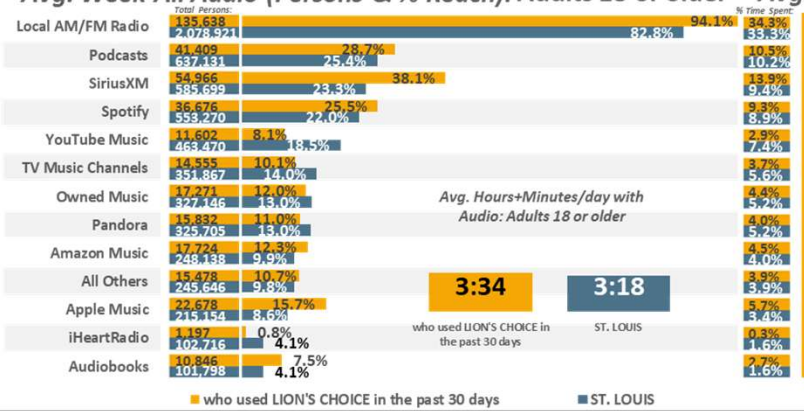
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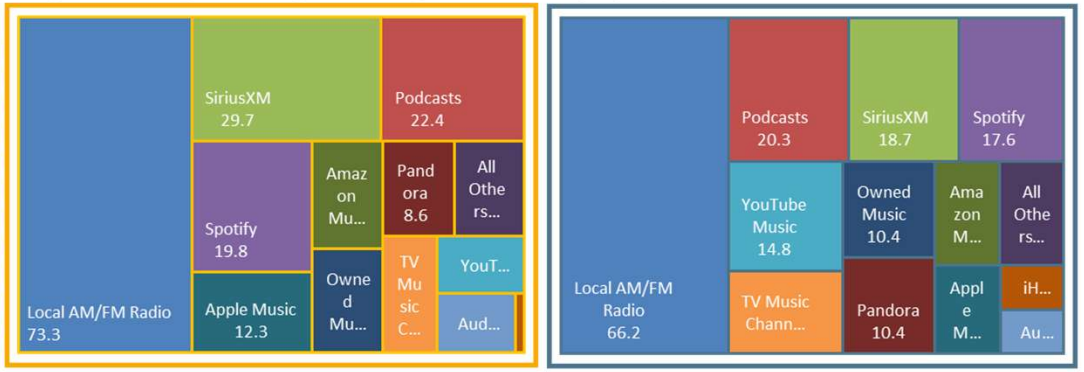
Quick service restaurants used past 30 days: Imo's Pizza

128,448 or 89.1% of Adults 18 or older who used LION'S CHOICE in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 68.6 minutes every day representing 51.% of all time spent daily with Ad-Supported Audio.

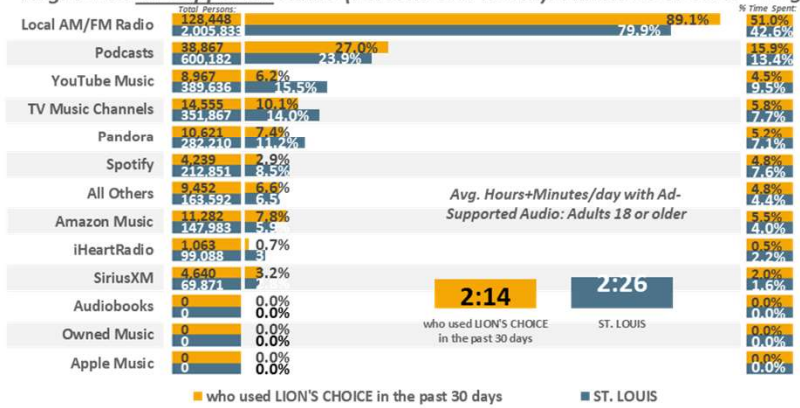
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



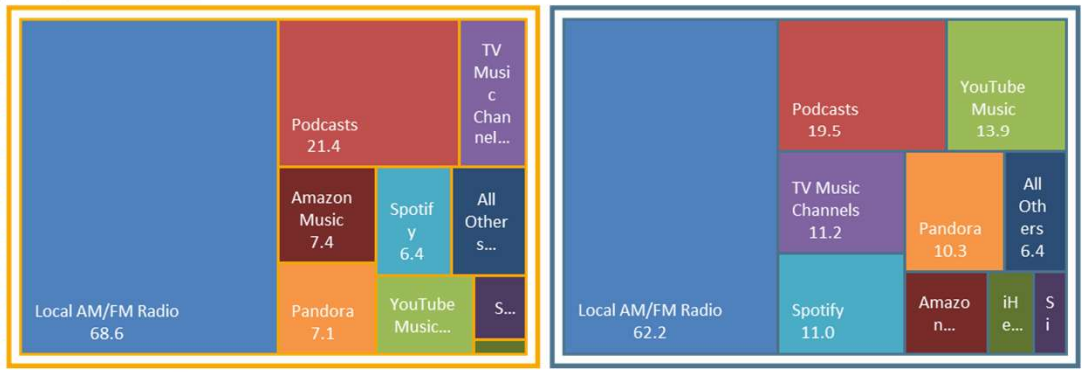
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 135

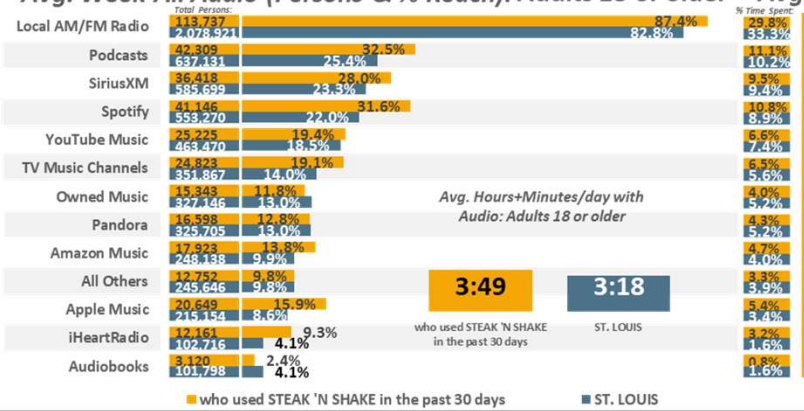
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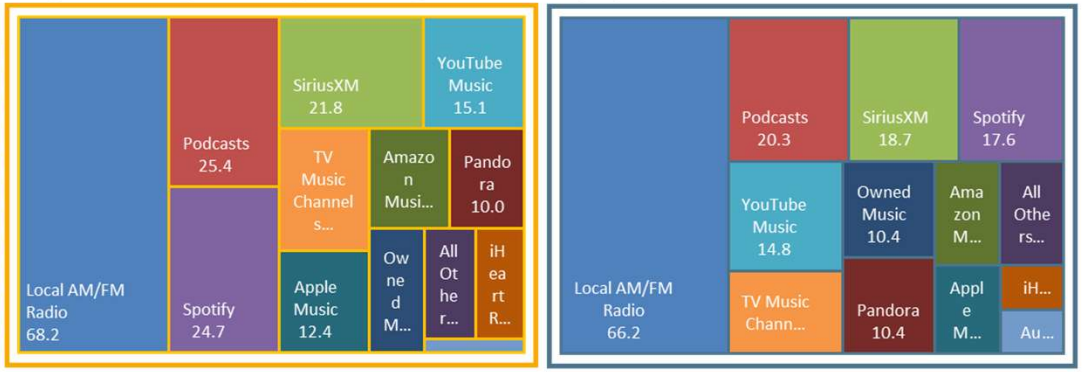
Quick service restaurants used past 30 days: Lion's Choice

103,476 or 79.5% of Adults 18 or older who used STEAK 'N SHAKE in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 53.5 minutes every day representing 34.9% of all time spent daily with Ad-Supported Audio.

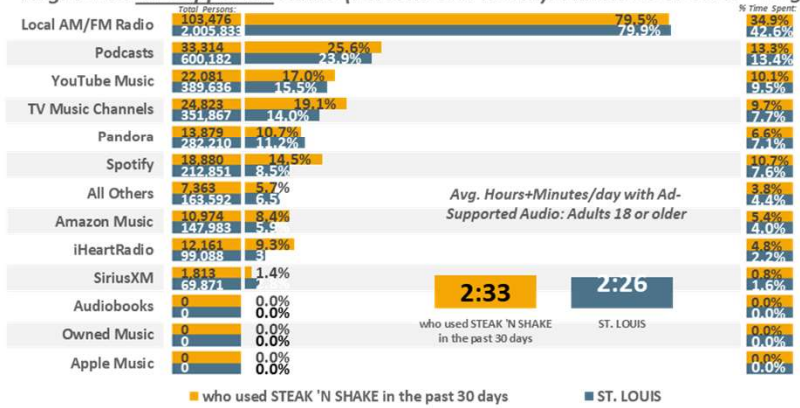
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



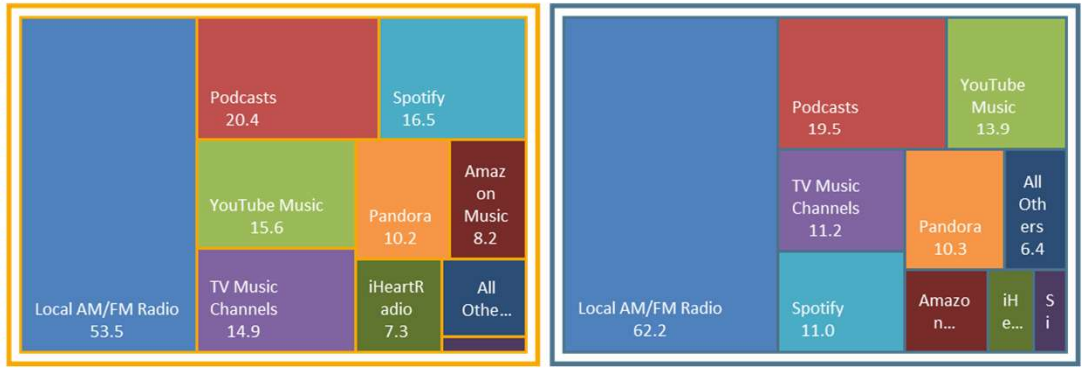
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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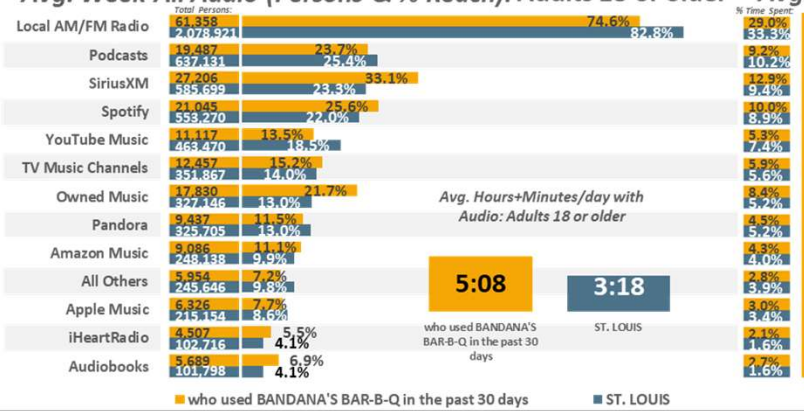
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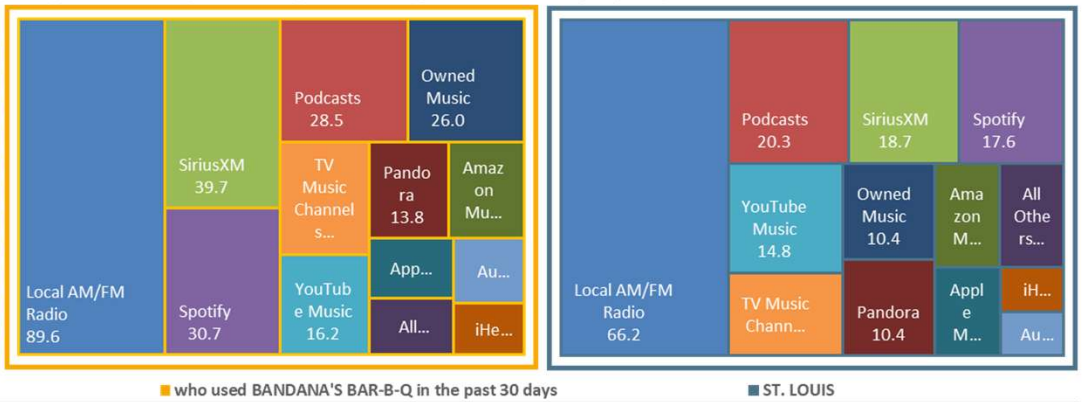
Sit-down restaurants used past 30 days: Steak 'n Shake

56,294 or 68.5% of Adults 18 or older who used BANDANA'S BAR-B-Q in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 79.6 minutes every day representing 38.7% of all time spent daily with Ad-Supported Audio.

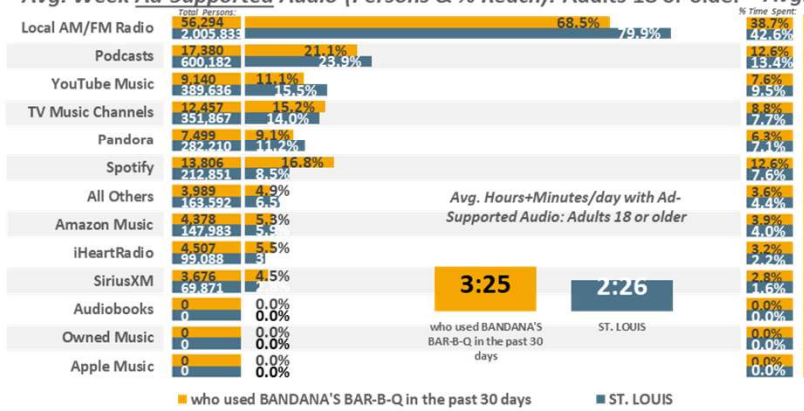
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



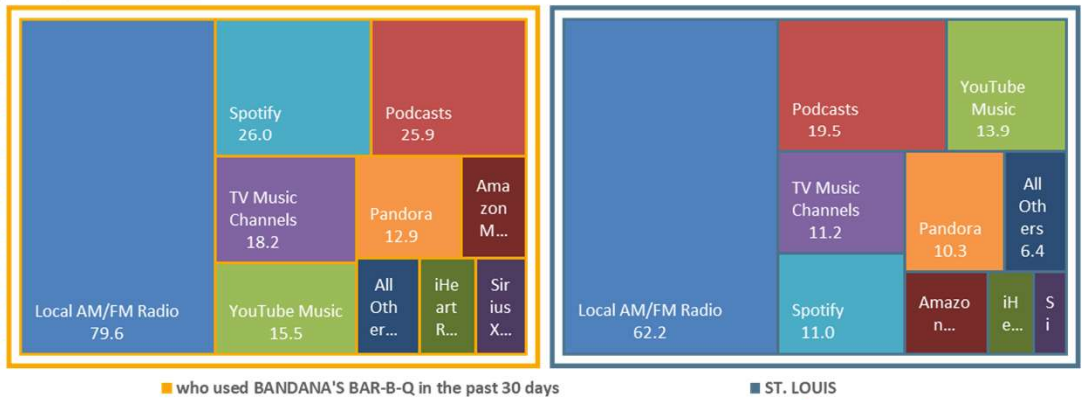
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 74

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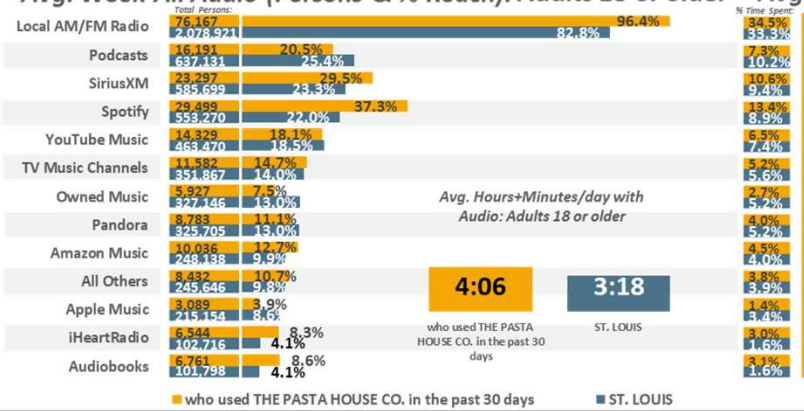
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Sit-down restaurants used past 30 days: Bandana's Bar-B-Q

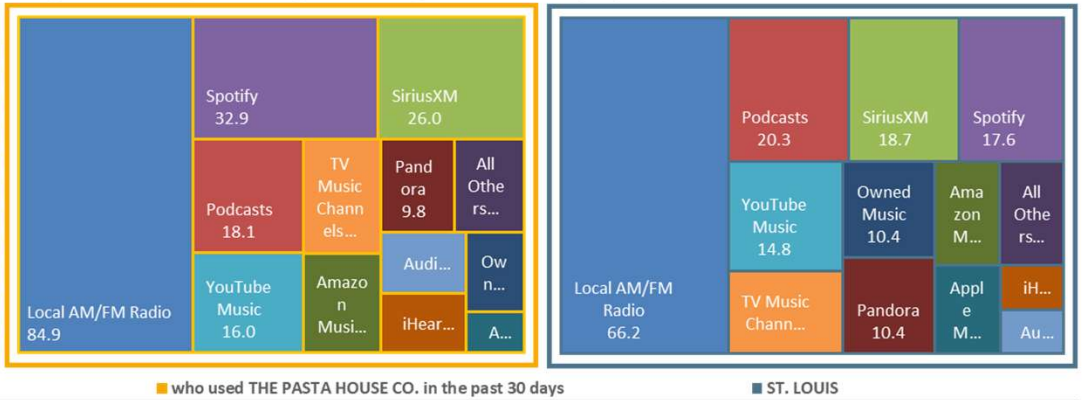


73,504 or 93.% of Adults 18 or older who used THE PASTA HOUSE CO. in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 81.6 minutes every day representing 45.3% of all time spent daily with Ad-Supported Audio.

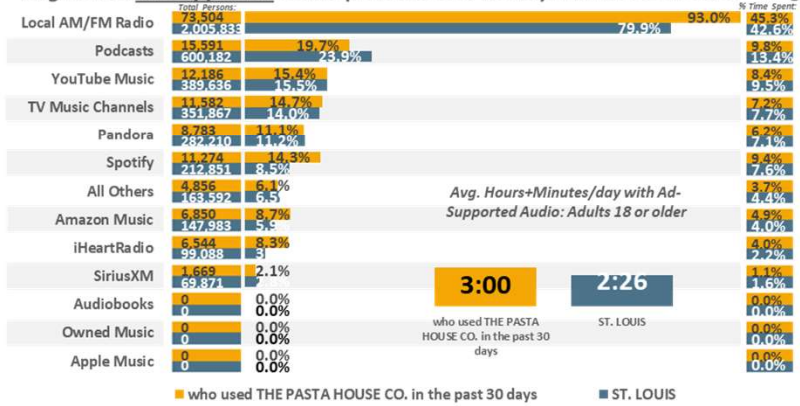
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



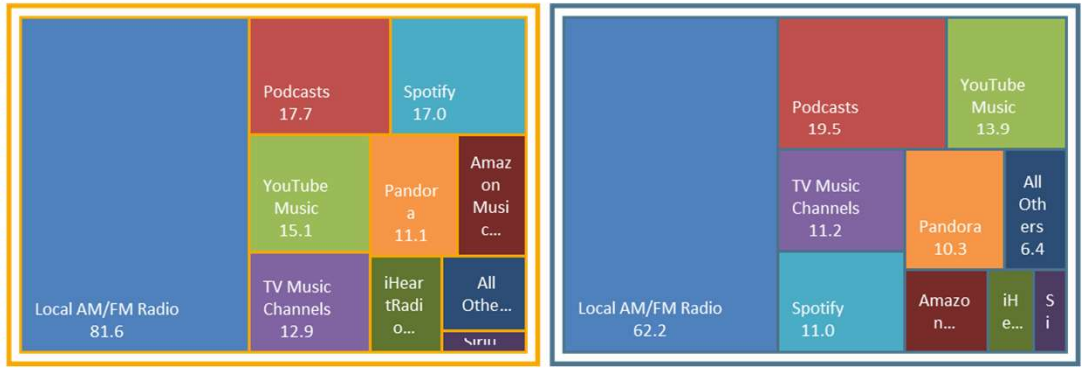
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



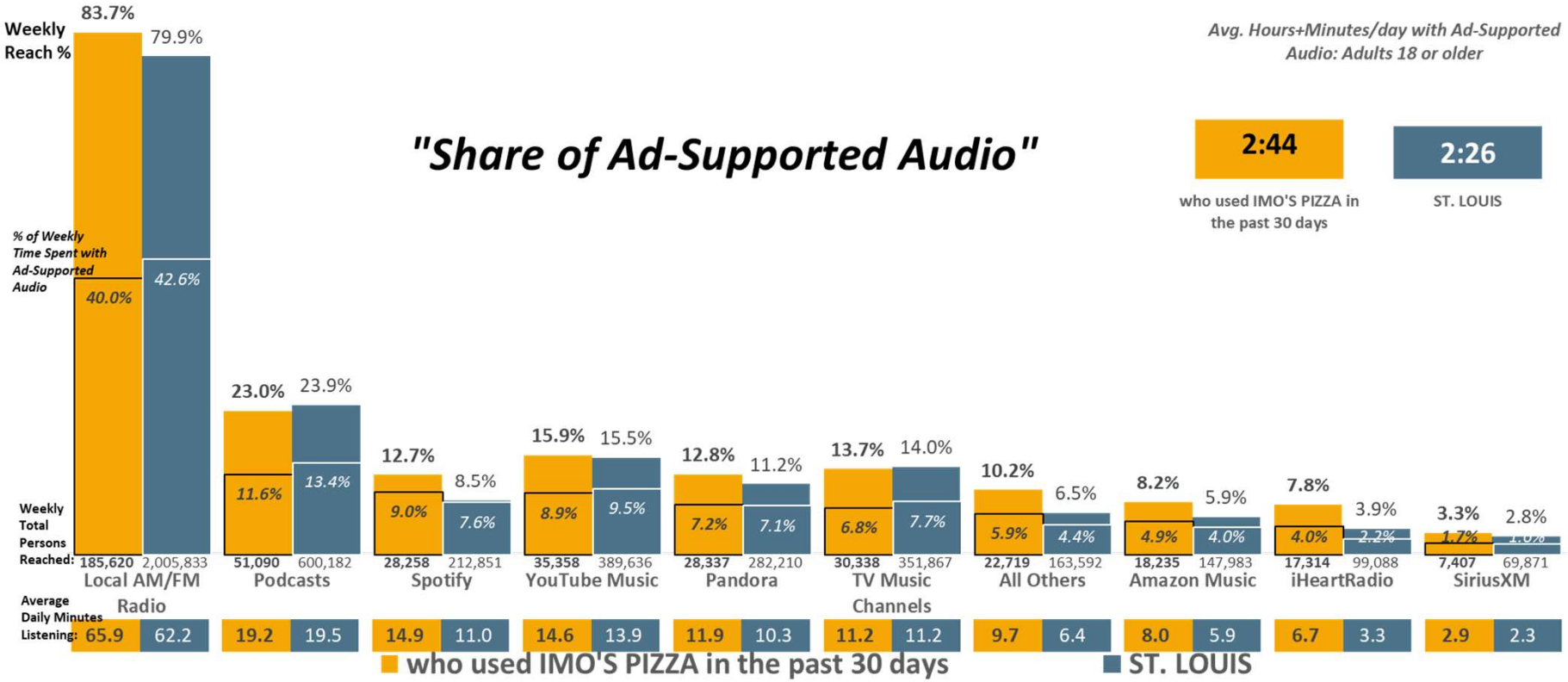
ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 94

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

185,620 or 83.7% of Adults 18 or older who used IMO'S PIZZA in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 65.9 minutes every day representing 40.% of all time spent daily with Ad-Supported Audio.



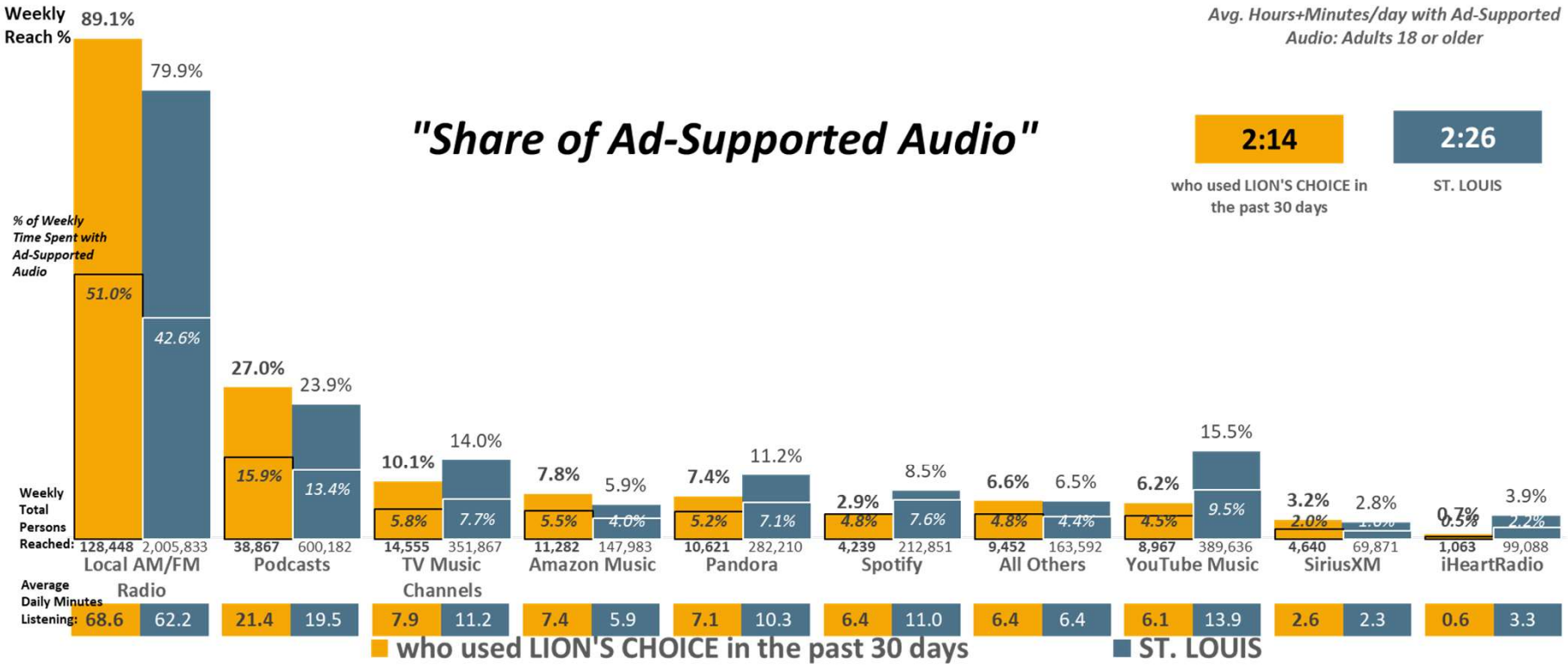
ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 224 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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

128,448 or 89.1% of Adults 18 or older who used LION'S CHOICE in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 68.6 minutes every day representing 51.% of all time spent daily with Ad-Supported Audio.



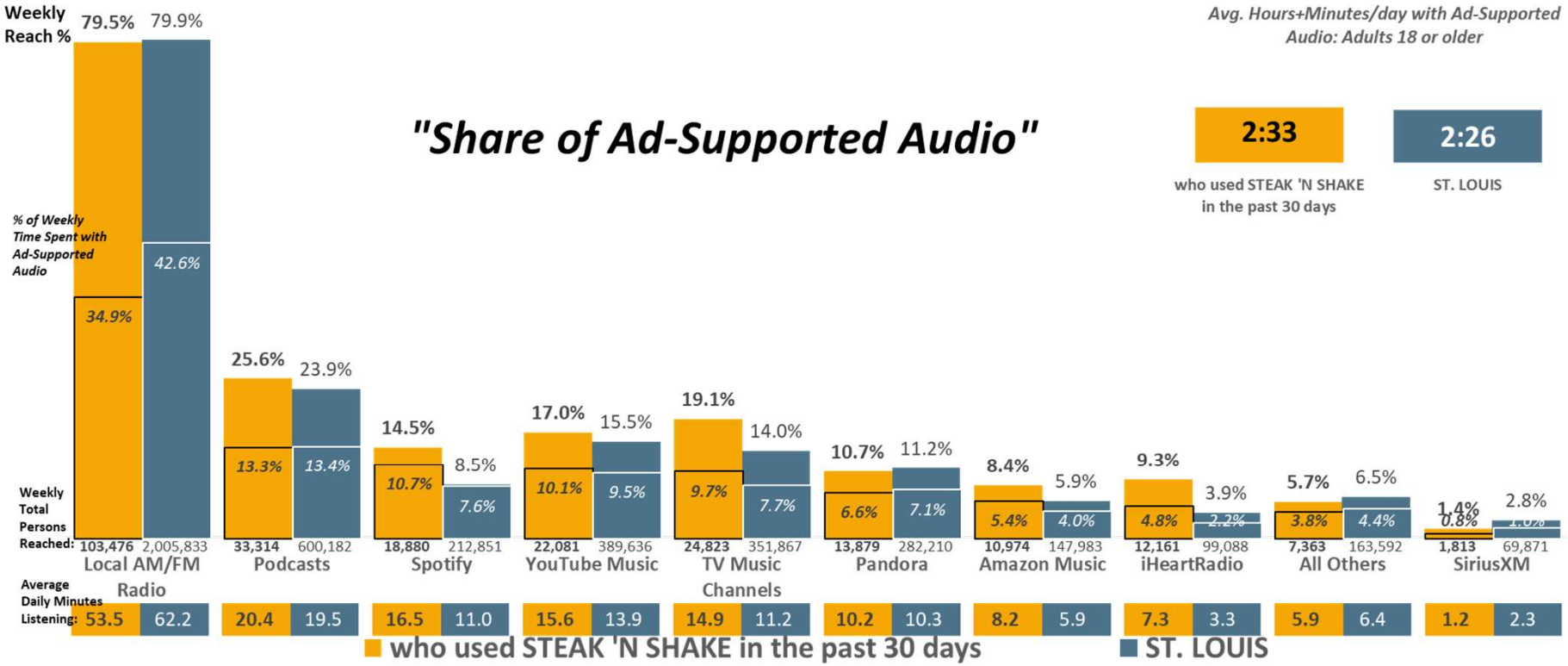
ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 135 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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

103,476 or 79.5% of Adults 18 or older who used STEAK 'N SHAKE in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 53.5 minutes every day representing 34.9% of all time spent daily with Ad-Supported Audio.



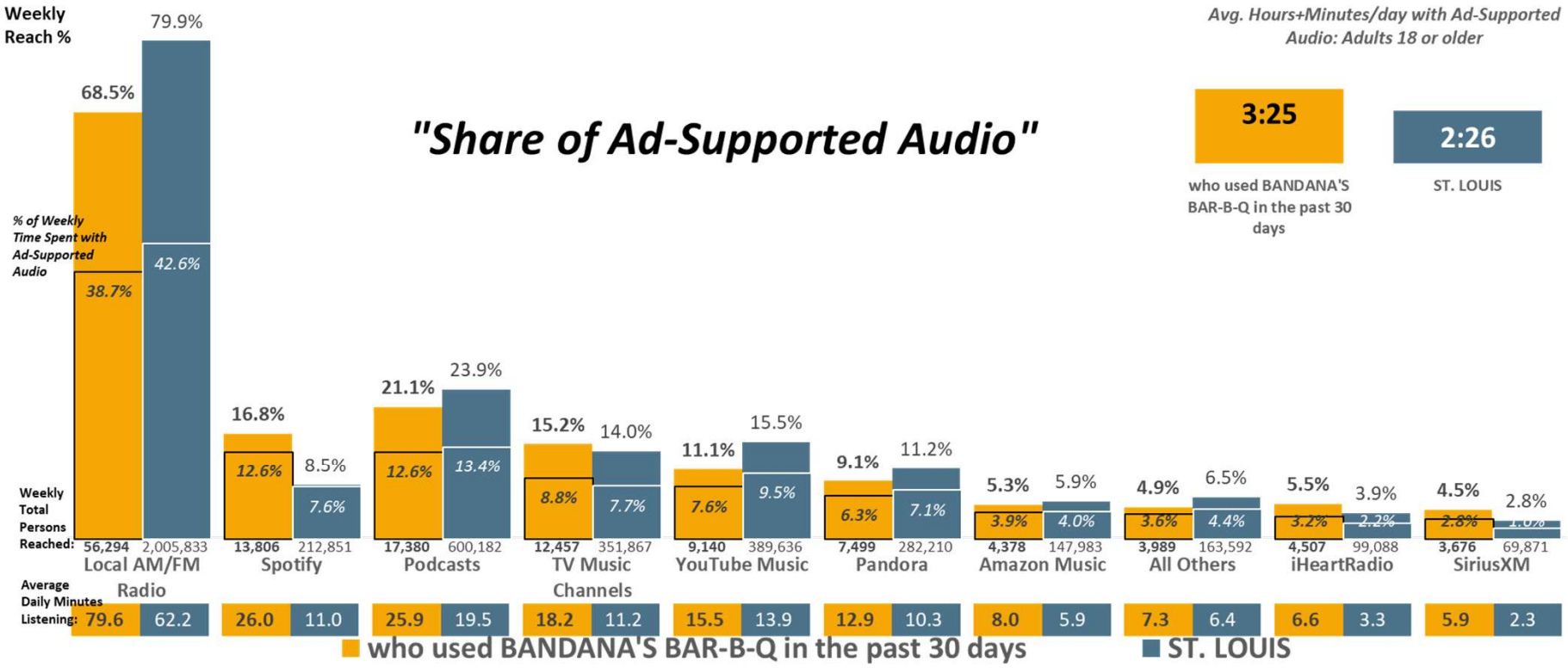
ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 97 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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

56,294 or 68.5% of Adults 18 or older who used BANDANA'S BAR-B-Q in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 79.6 minutes every day representing 38.7% of all time spent daily with Ad-Supported Audio.



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 74 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

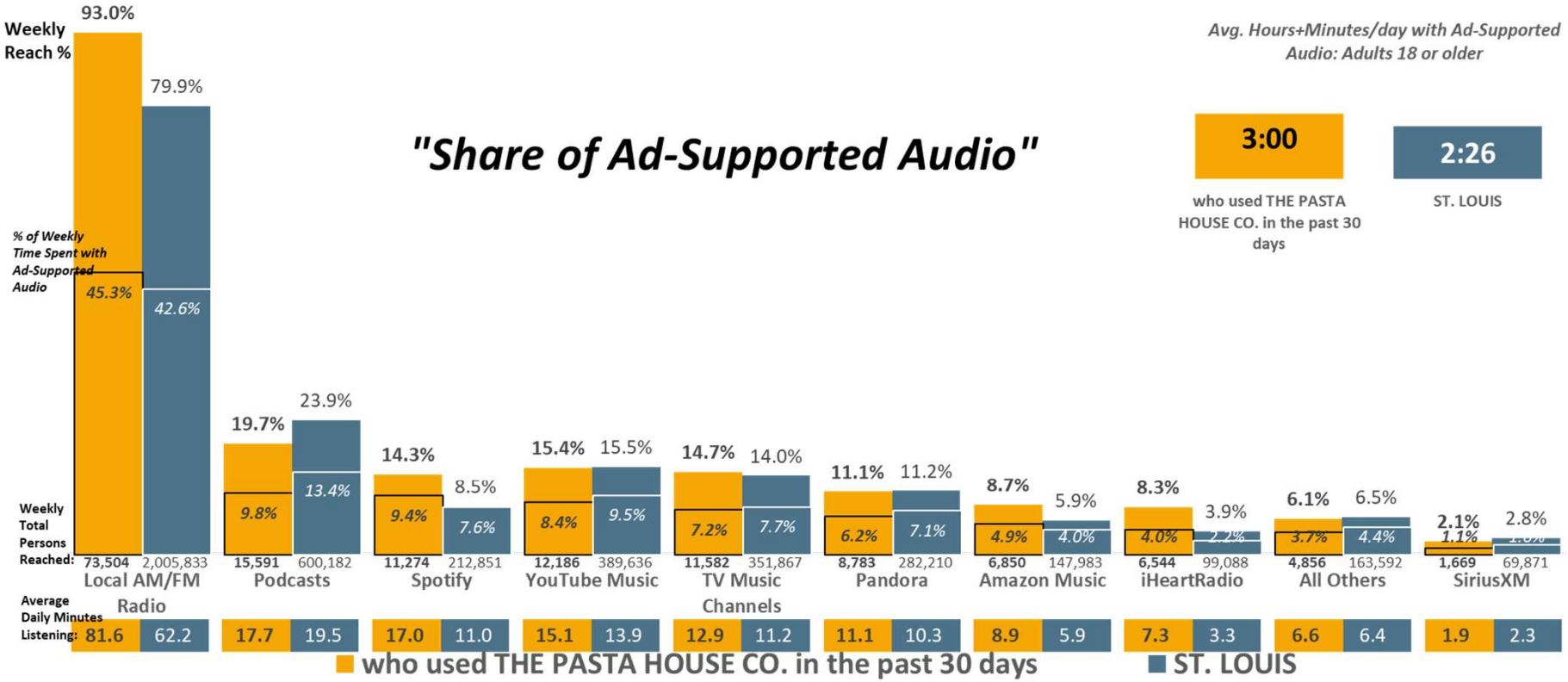
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Sit-down restaurants used past 30 days: Bandana's Bar-B-Q



73,504 or 93.% of Adults 18 or older who used THE PASTA HOUSE CO. in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 81.6 minutes every day representing 45.3% of all time spent daily with Ad-Supported Audio.



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 94 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

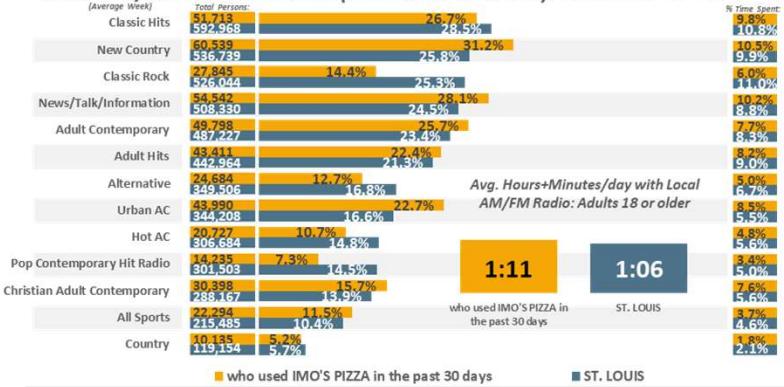
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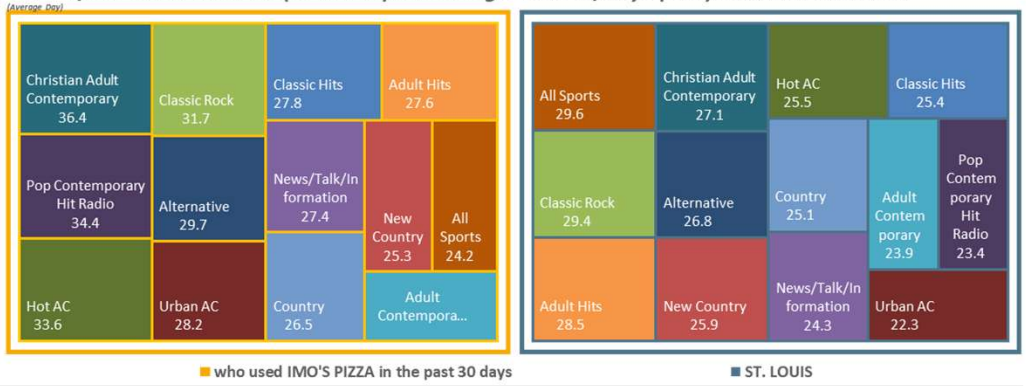
Sit-down restaurants used past 30 days: The Pasta House Co.

185,620 or 83.7% of Adults 18 or older who used IMO'S PIZZA in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are New Country, Classic Hits, Adult Contemporary, Urban AC, and Adult Hits.

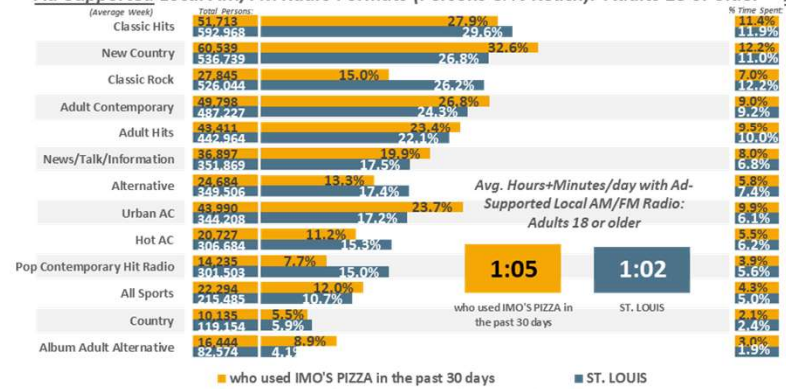
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



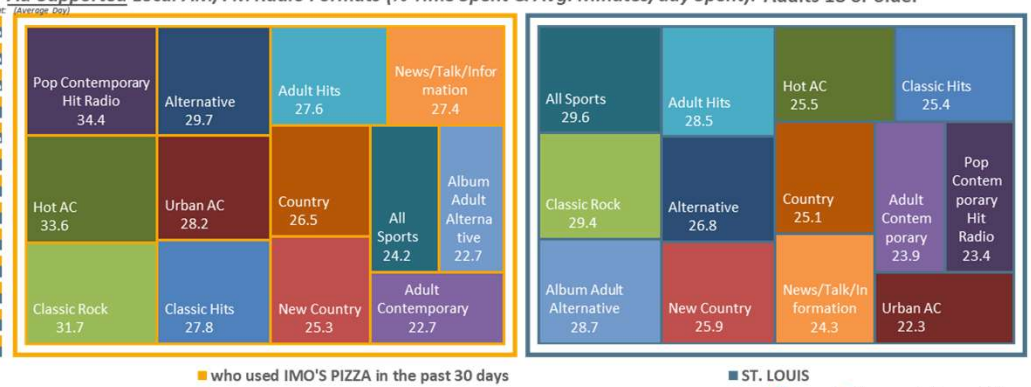
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 224

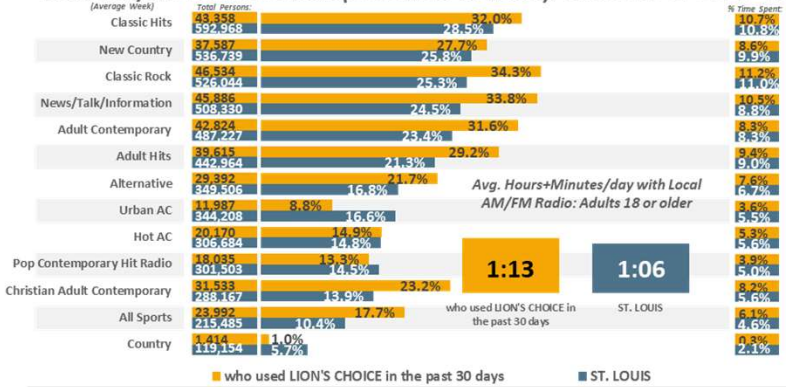
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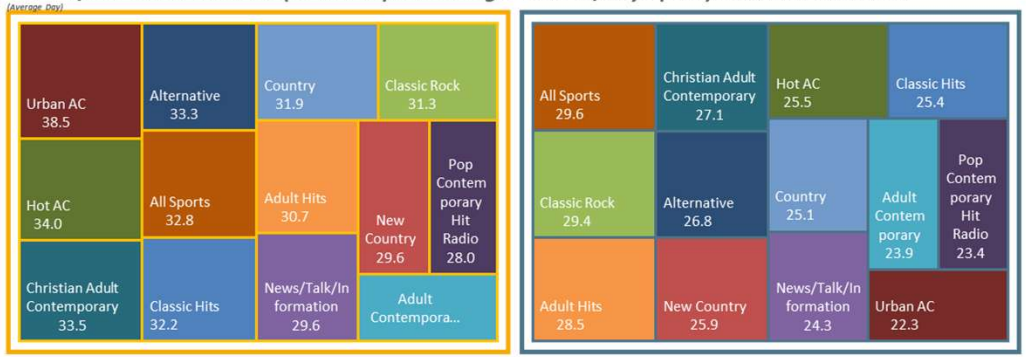
Quick service restaurants used past 30 days: Imo's Pizza

128,448 or 89.1% of Adults 18 or older who used LION'S CHOICE in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Classic Hits, Adult Contemporary, Adult Hits, and New Country.

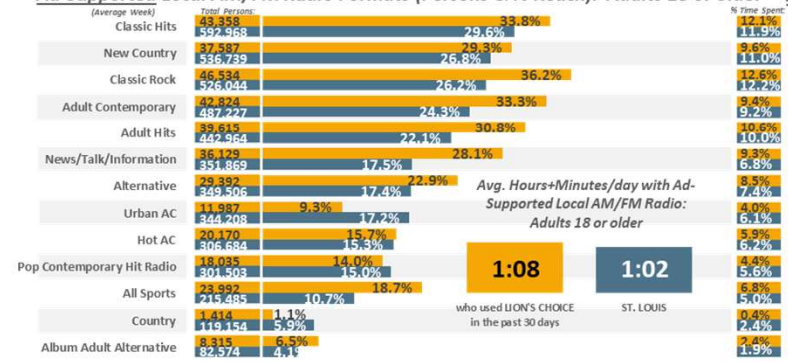
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



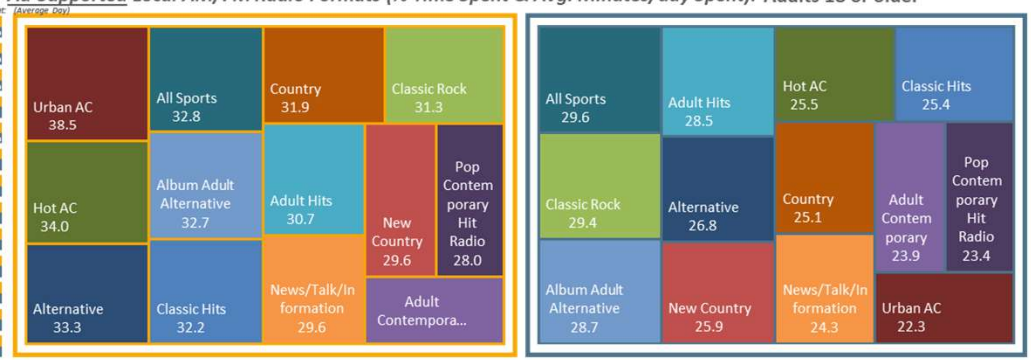
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 135

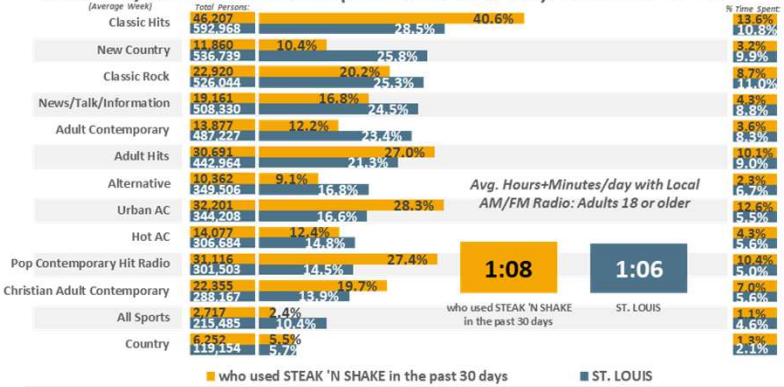
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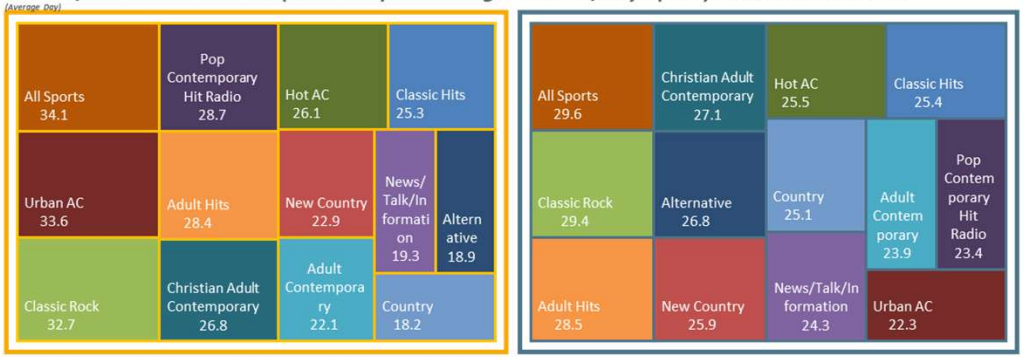
Quick service restaurants used past 30 days: Lion's Choice

103,476 or 79.5% of Adults 18 or older who used STEAK 'N SHAKE in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Urban AC, Pop Contemporary Hit Radio, Adult Hits, and Classic Rock.

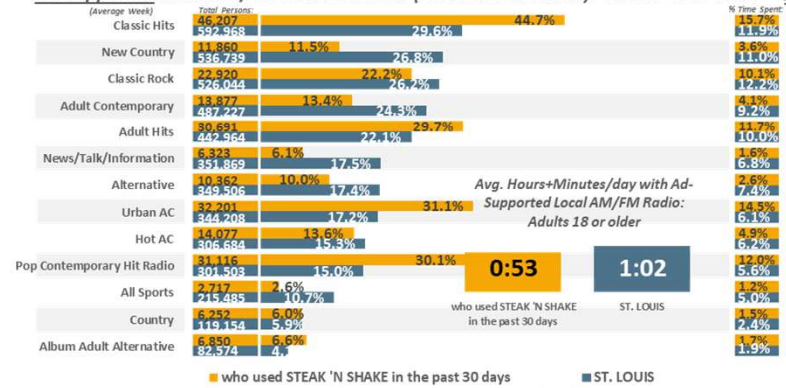
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



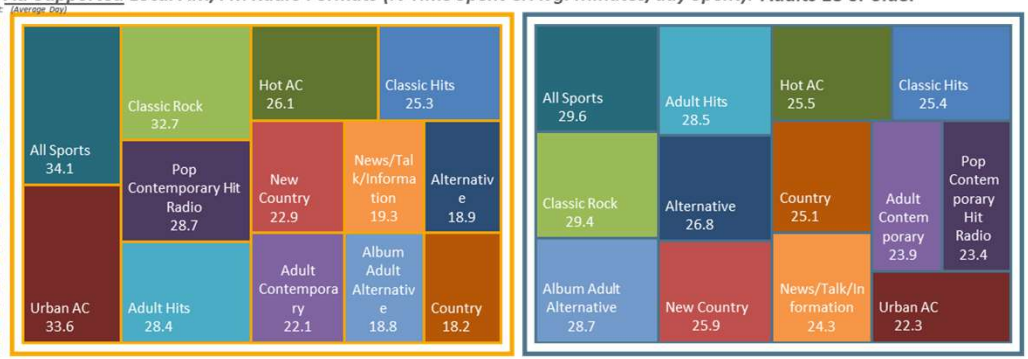
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 97

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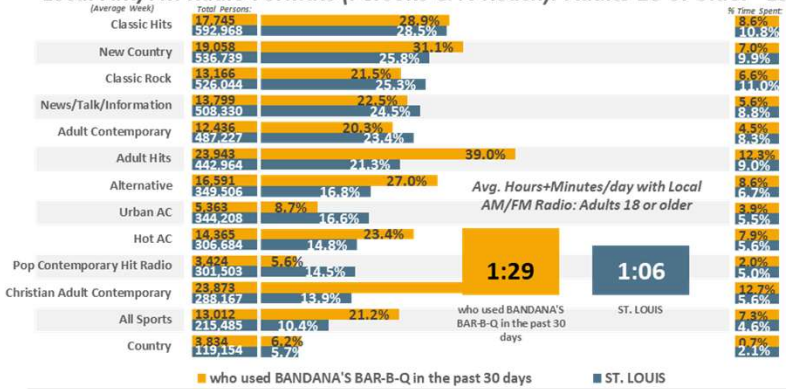
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Sit-down restaurants used past 30 days: Steak 'n Shake

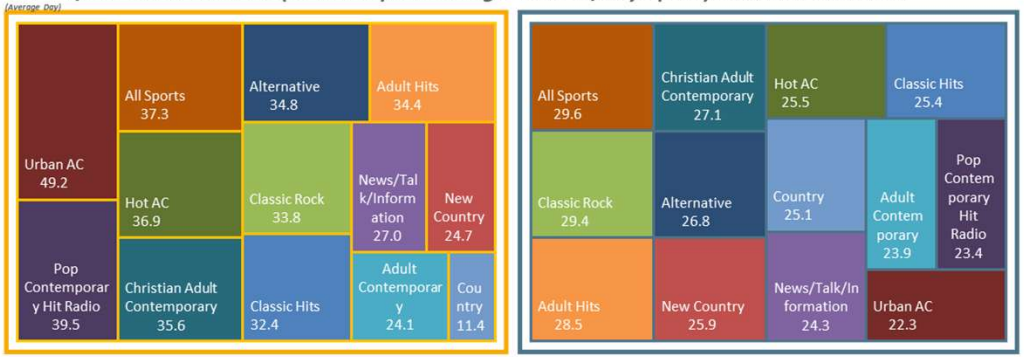


56,294 or 68.5% of Adults 18 or older who used BANDANA'S BAR-B-Q in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Hits, New Country, Classic Hits, Alternative, and Hot AC.

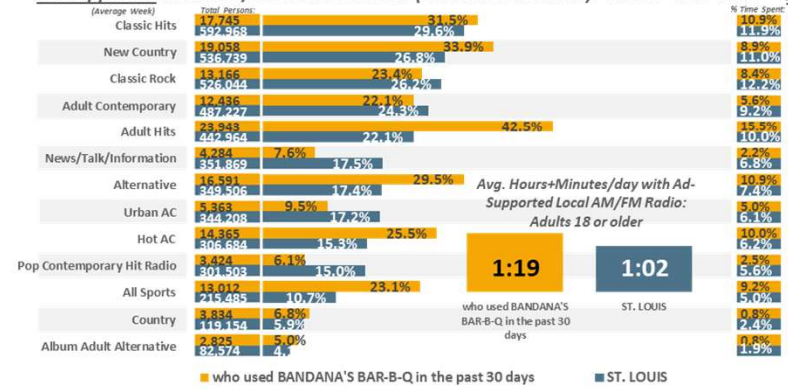
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



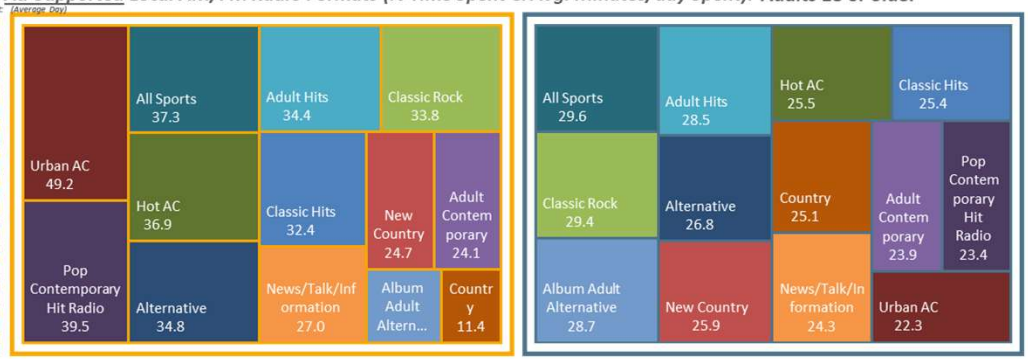
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 74

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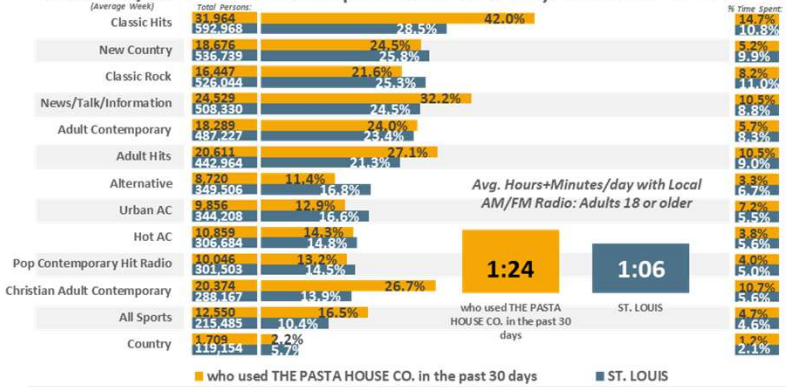
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Sit-down restaurants used past 30 days: Bandana's Bar-B-Q

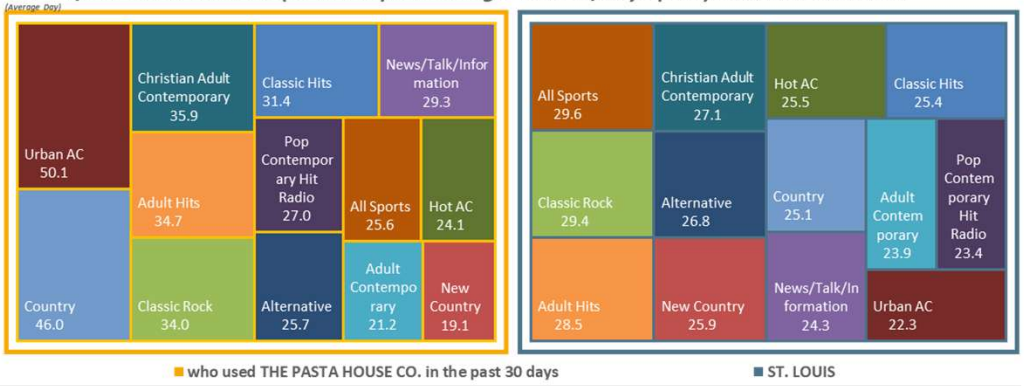


73,504 or 93.% of Adults 18 or older who used THE PASTA HOUSE CO. in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, News/Talk/Information, Adult Hits, New Country, and Adult Contemporary.

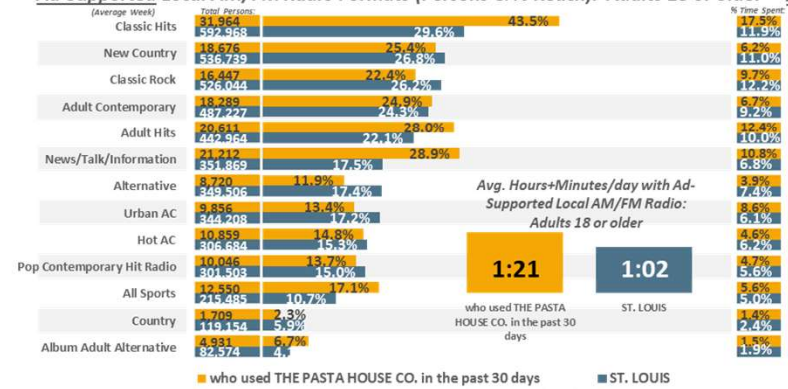
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



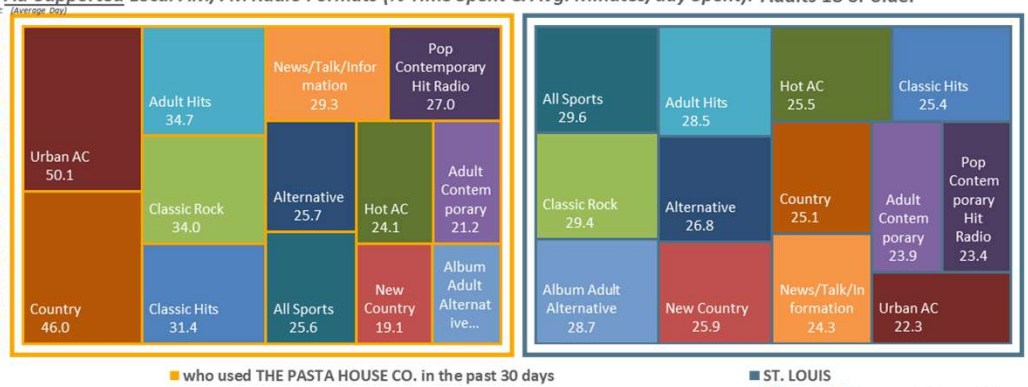
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 94

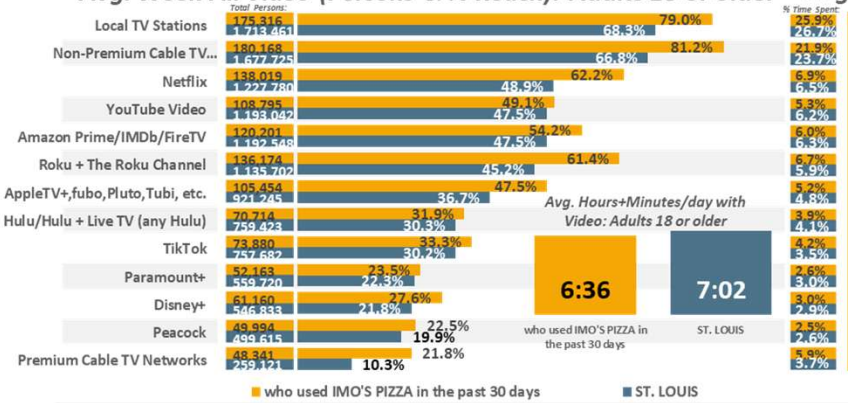
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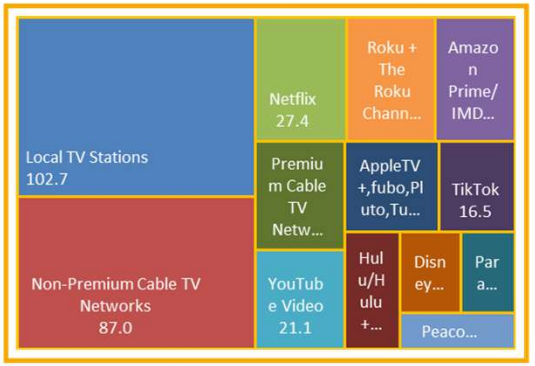
Sit-down restaurants used past 30 days: The Pasta House Co.

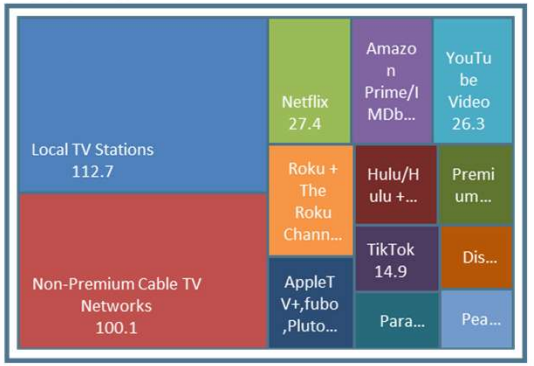
171,920 or 77.5% of Adults 18 or older who used IMO'S PIZZA in the past 30 days watch Ad-Supported Local TV Stations for an average of 98.6 minutes every day representing 31.1% of all time spent daily with Ad-Supported Video.

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



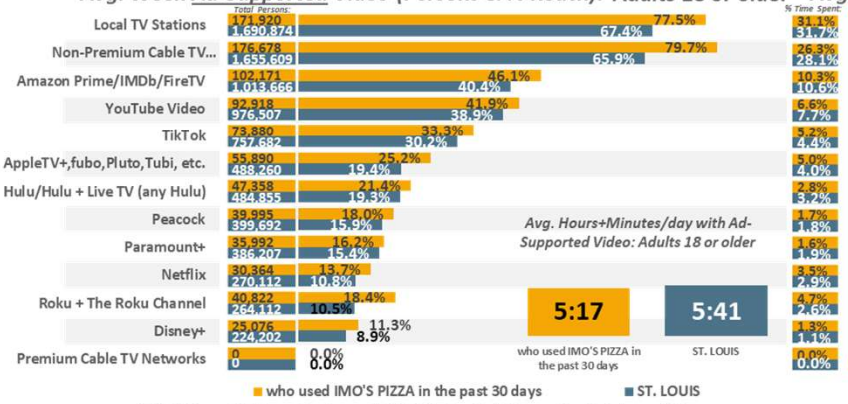
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



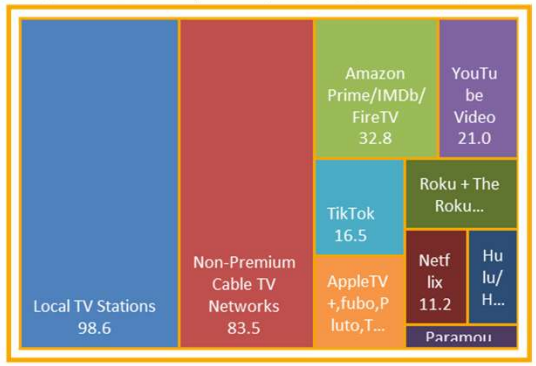


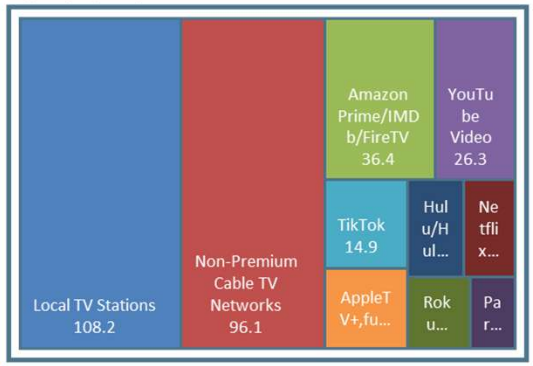
who used IMO'S PIZZA in the past 30 days ■ ST. LOUIS

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



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





who used IMO'S PIZZA in the past 30 days ■ ST. LOUIS

ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 224

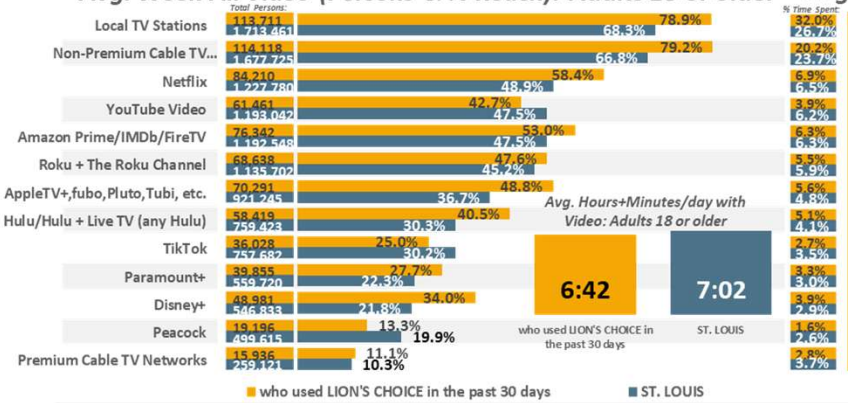
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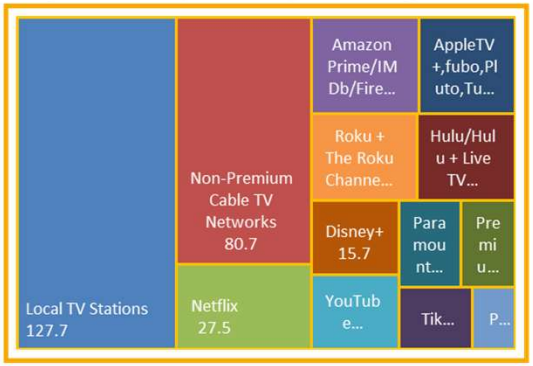
Quick service restaurants used past 30 days: Imo's Pizza

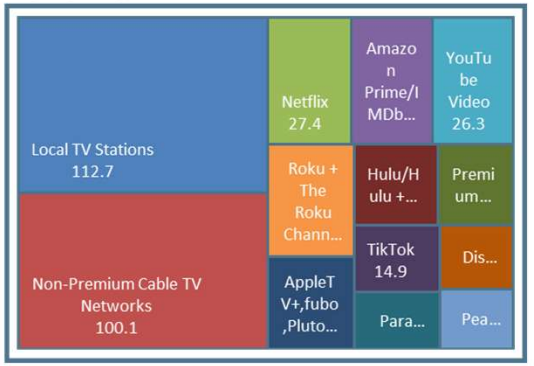
112,404 or 78.% of Adults 18 or older who used LION'S CHOICE in the past 30 days watch Ad-Supported Local TV Stations for an average of 122.9 minutes every day representing 38.4% of all time spent daily with Ad-Supported Video.

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

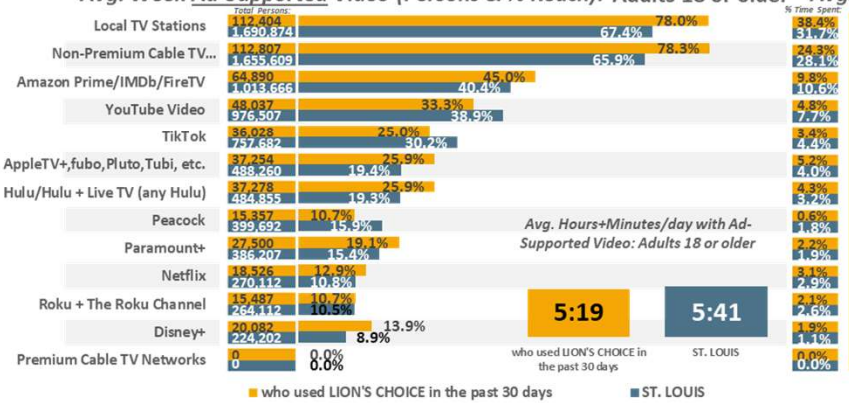


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

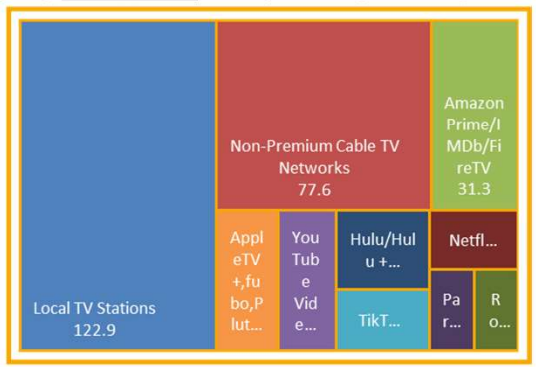


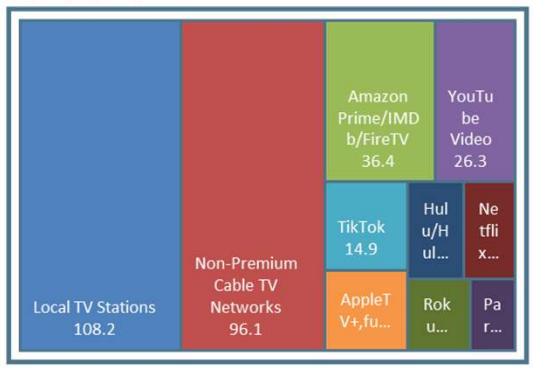


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 135

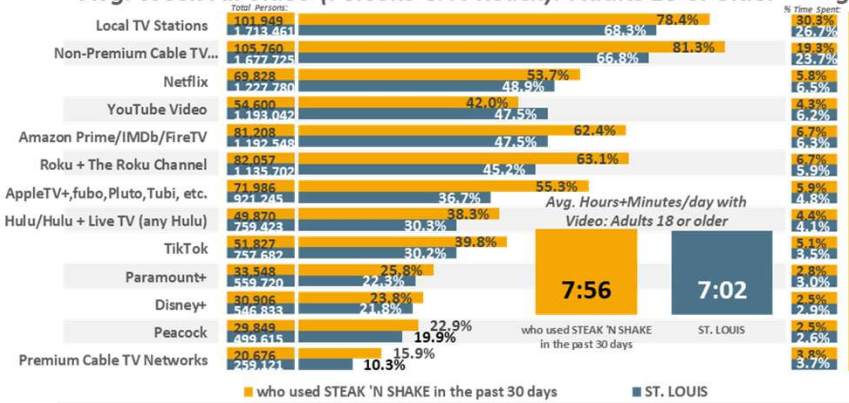
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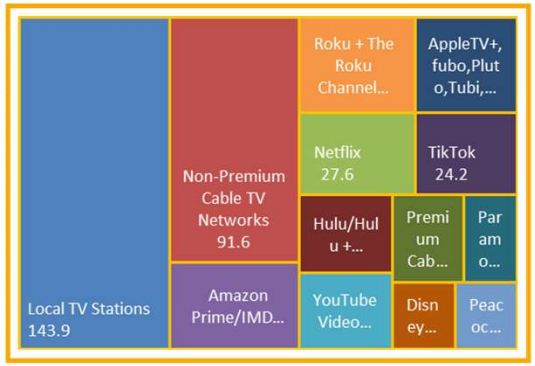
Quick service restaurants used past 30 days: Lion's Choice

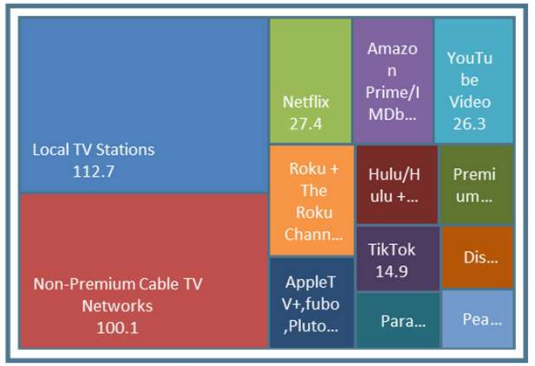
98,311 or 75.6% of Adults 18 or older who used STEAK 'N SHAKE in the past 30 days watch Ad-Supported Local TV Stations for an average of 127.2 minutes every day representing 32.5% of all time spent daily with Ad-Supported Video.

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



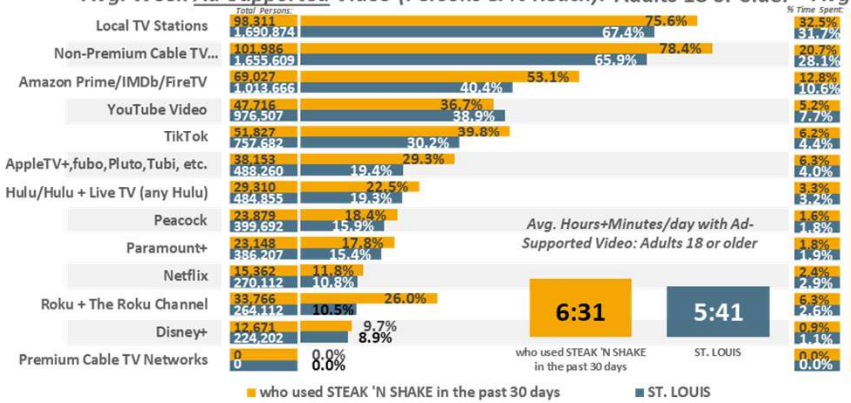
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



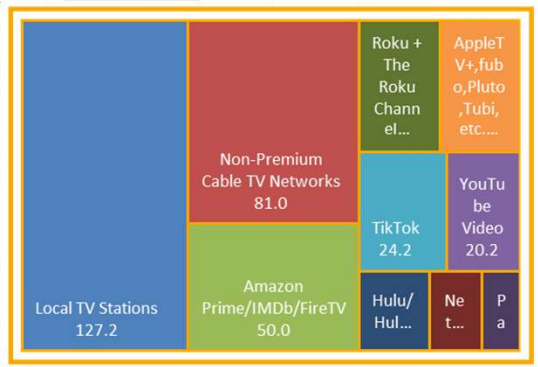


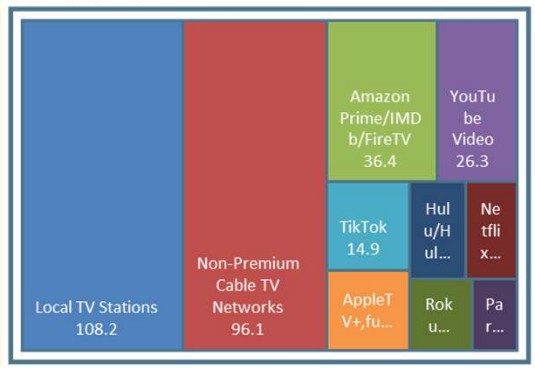
who used STEAK 'N SHAKE in the past 30 days ■ ST. LOUIS

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



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





who used STEAK 'N SHAKE in the past 30 days ■ ST. LOUIS

ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 97

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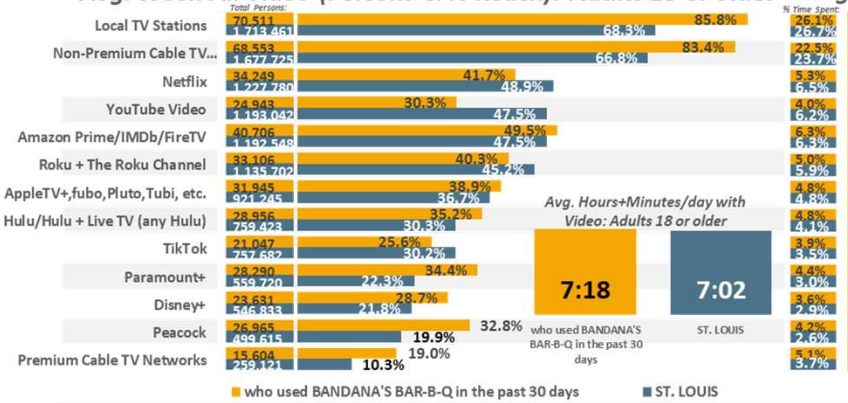
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Sit-down restaurants used past 30 days: Steak 'n Shake

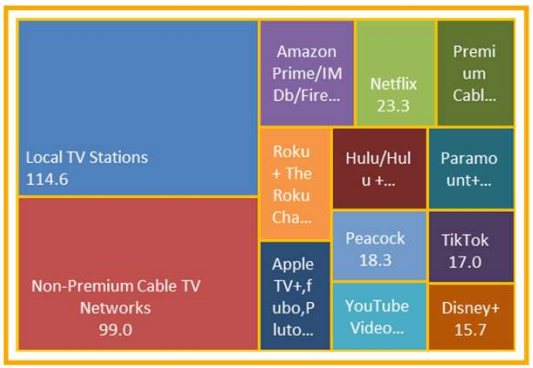


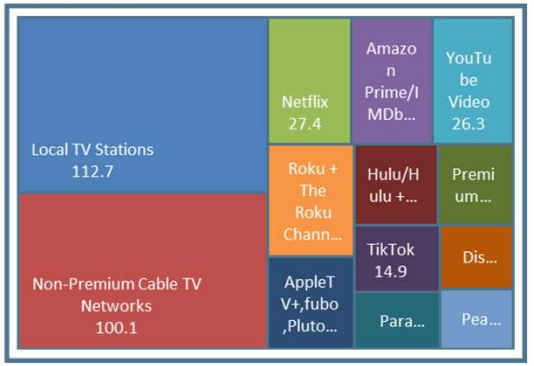
68,827 or 83.7% of Adults 18 or older who used BANDANA'S BAR-B-Q in the past 30 days watch Ad-Supported Local TV Stations for an average of 108.2 minutes every day representing 29.9% of all time spent daily with Ad-Supported Video.

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



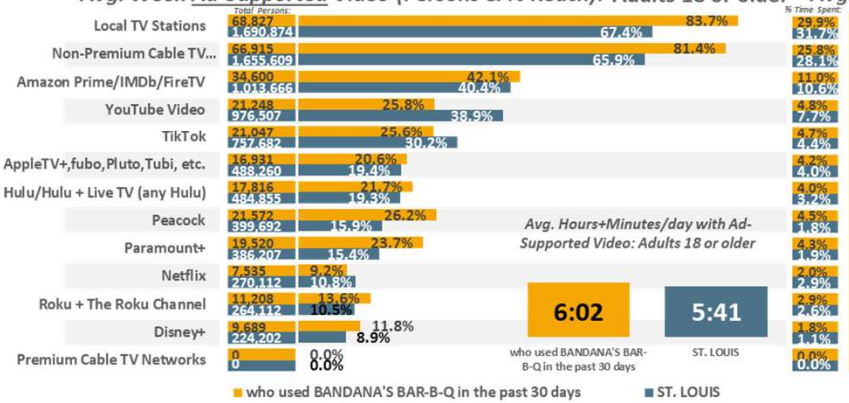
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



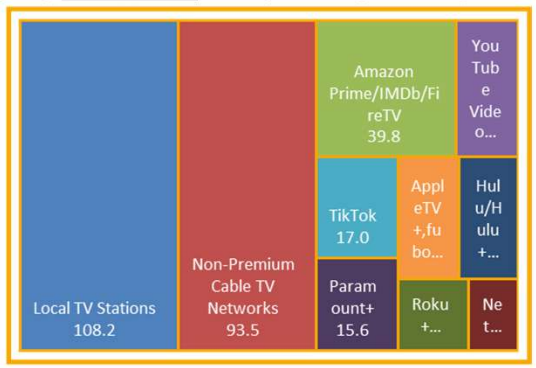


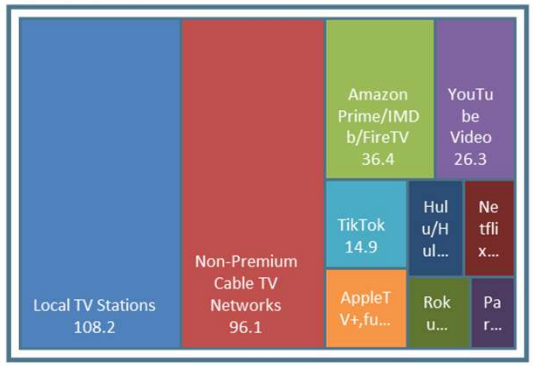
■ who used BANDANA'S BAR-B-Q in the past 30 days ■ ST. LOUIS

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



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





■ who used BANDANA'S BAR-B-Q in the past 30 days ■ ST. LOUIS

ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 74

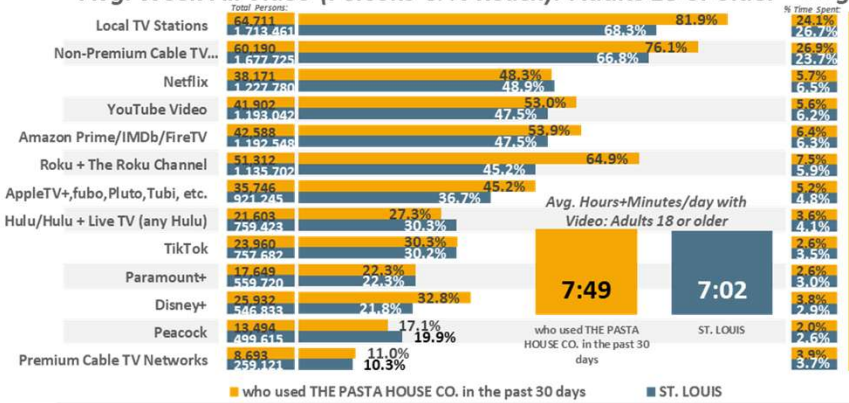
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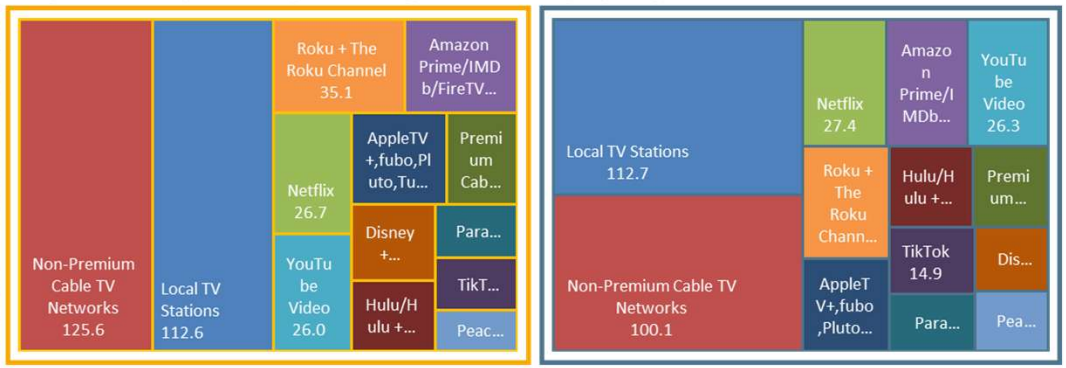
Sit-down restaurants used past 30 days: Bandana's Bar-B-Q

63,459 or 80.3% of Adults 18 or older who used THE PASTA HOUSE CO. in the past 30 days watch Ad-Supported Local TV Stations for an average of 109. minutes every day representing 28.7% of all time spent daily with Ad-Supported Video.

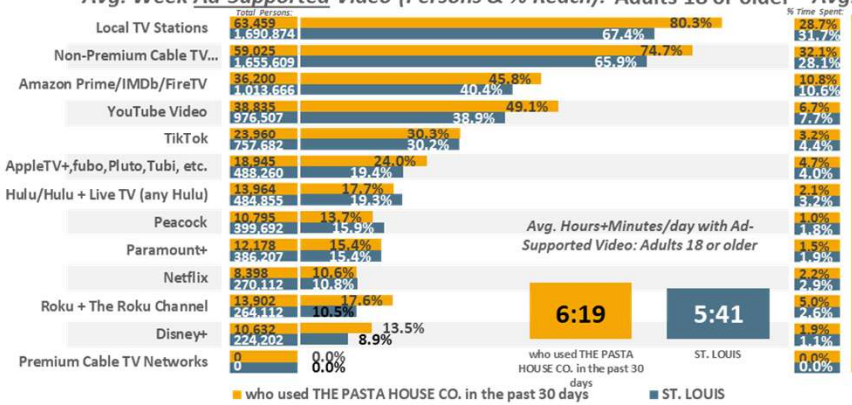
Avg. Week All Video (Persons & % Reach): Adults 18 or older



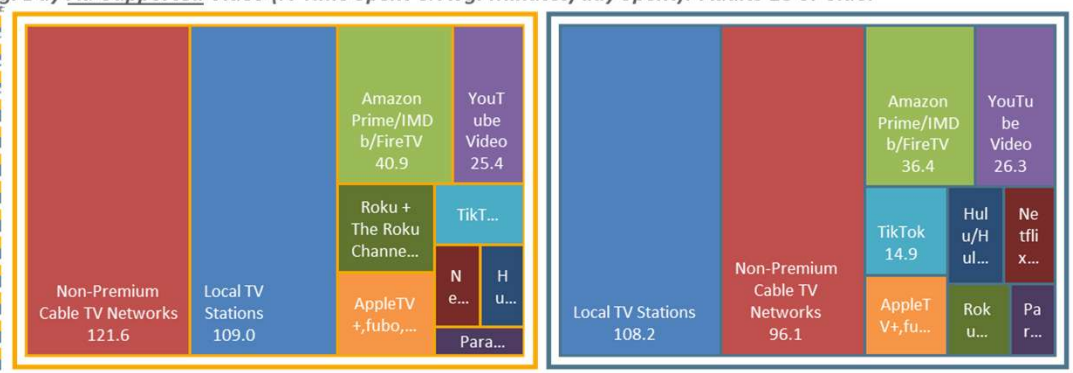
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



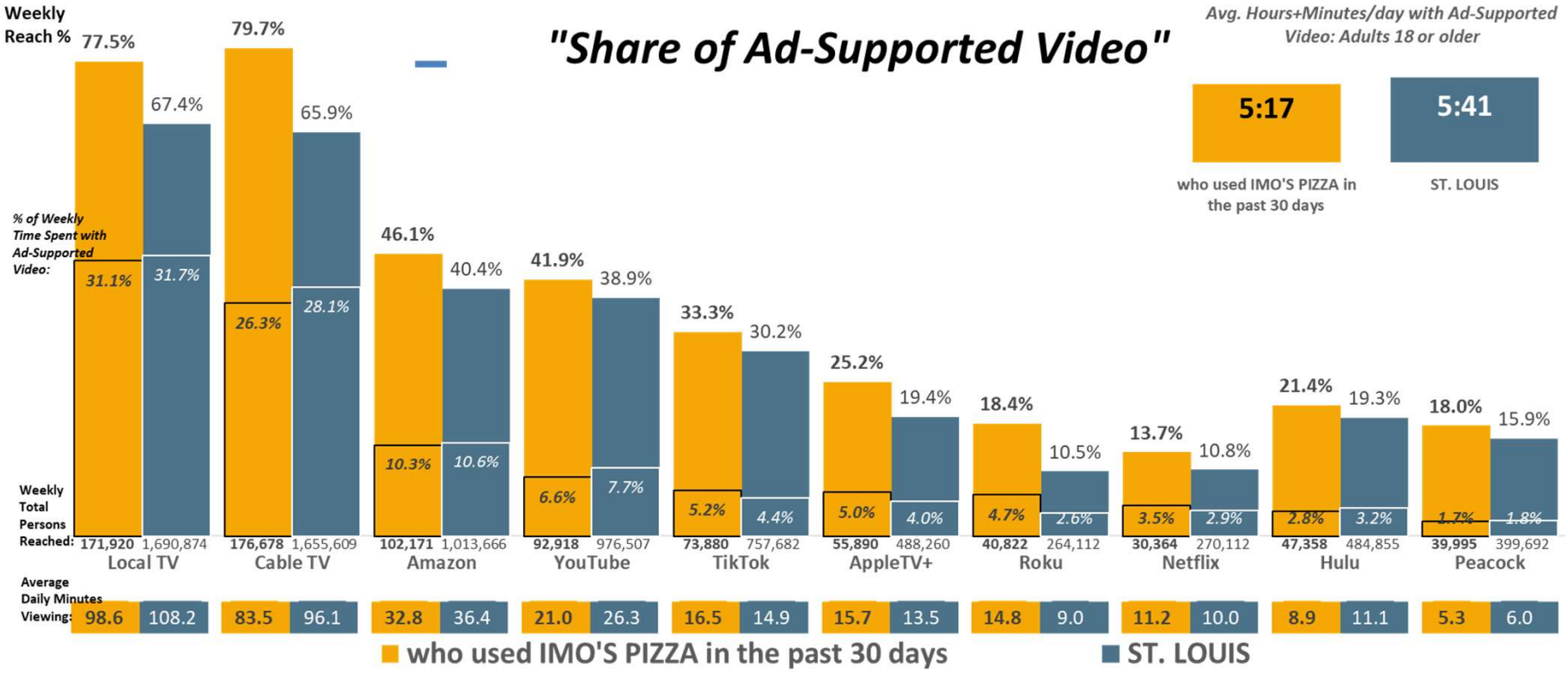
ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 94

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

171,920 or 77.5% of Adults 18 or older who used IMO'S PIZZA in the past 30 days watch Ad-Supported Local TV Stations for an average of 98.6 minutes every day representing 31.1% of all time spent daily with Ad-Supported Video.



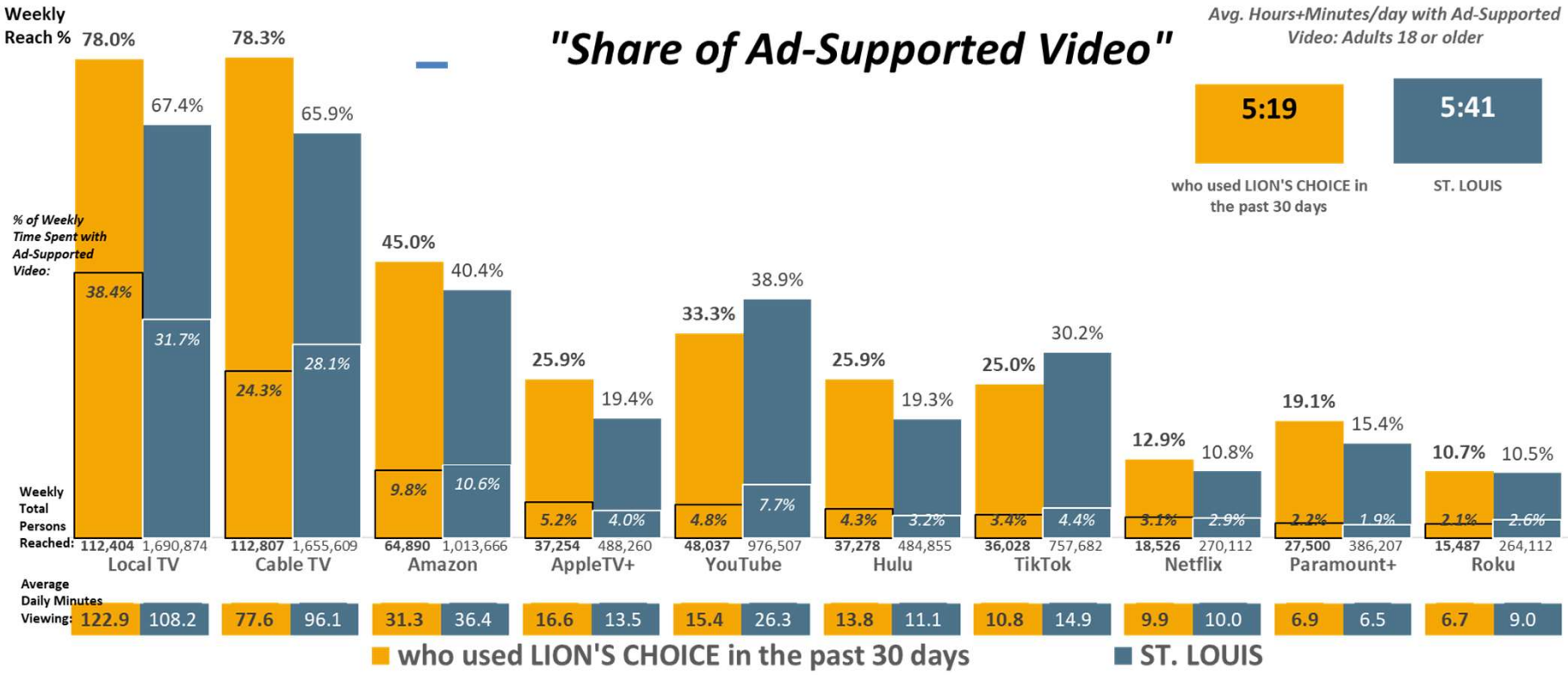
ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 224 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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

112,404 or 78.% of Adults 18 or older who used LION'S CHOICE in the past 30 days watch Ad-Supported Local TV Stations for an average of 122.9 minutes every day representing 38.4% of all time spent daily with Ad-Supported Video.



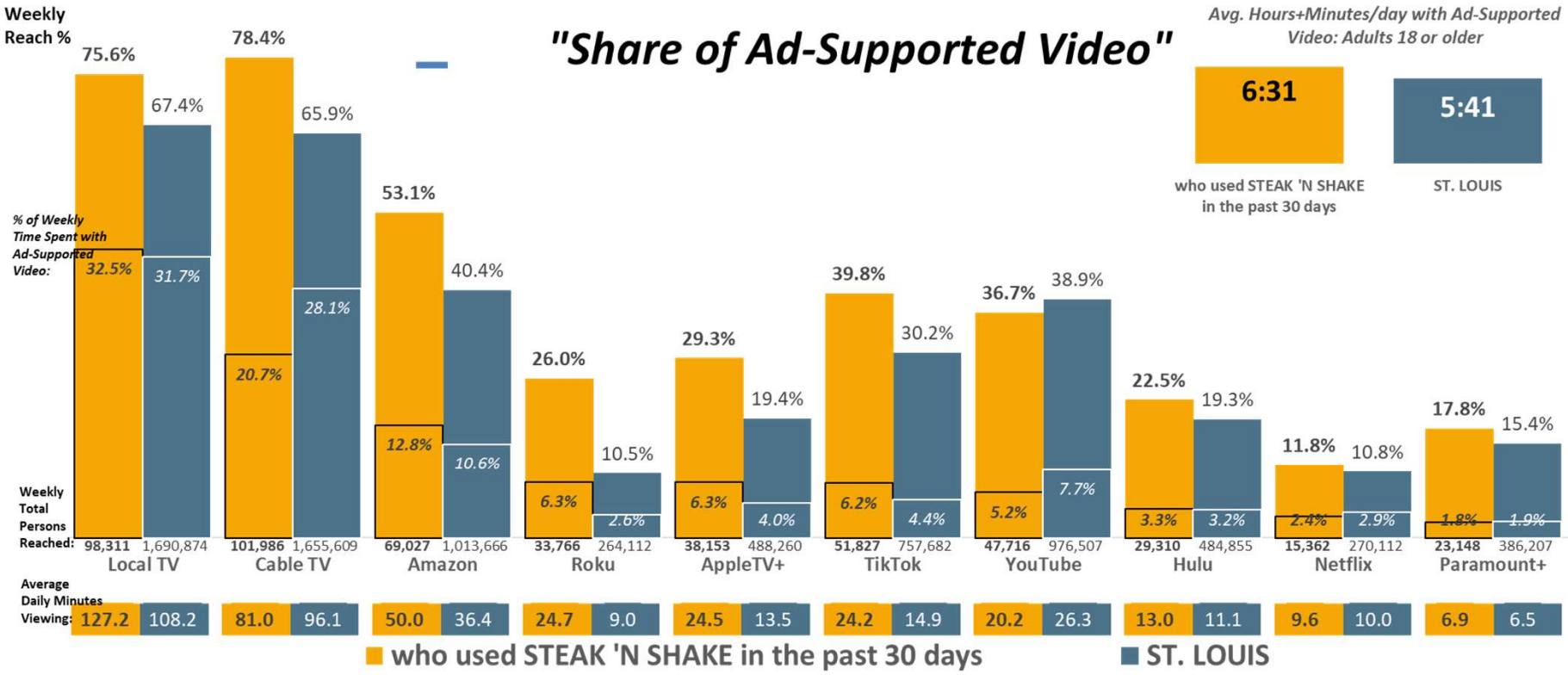
ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 135 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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

98,311 or 75.6% of Adults 18 or older who used STEAK 'N SHAKE in the past 30 days watch Ad-Supported Local TV Stations for an average of 127.2 minutes every day representing 32.5% of all time spent daily with Ad-Supported Video.



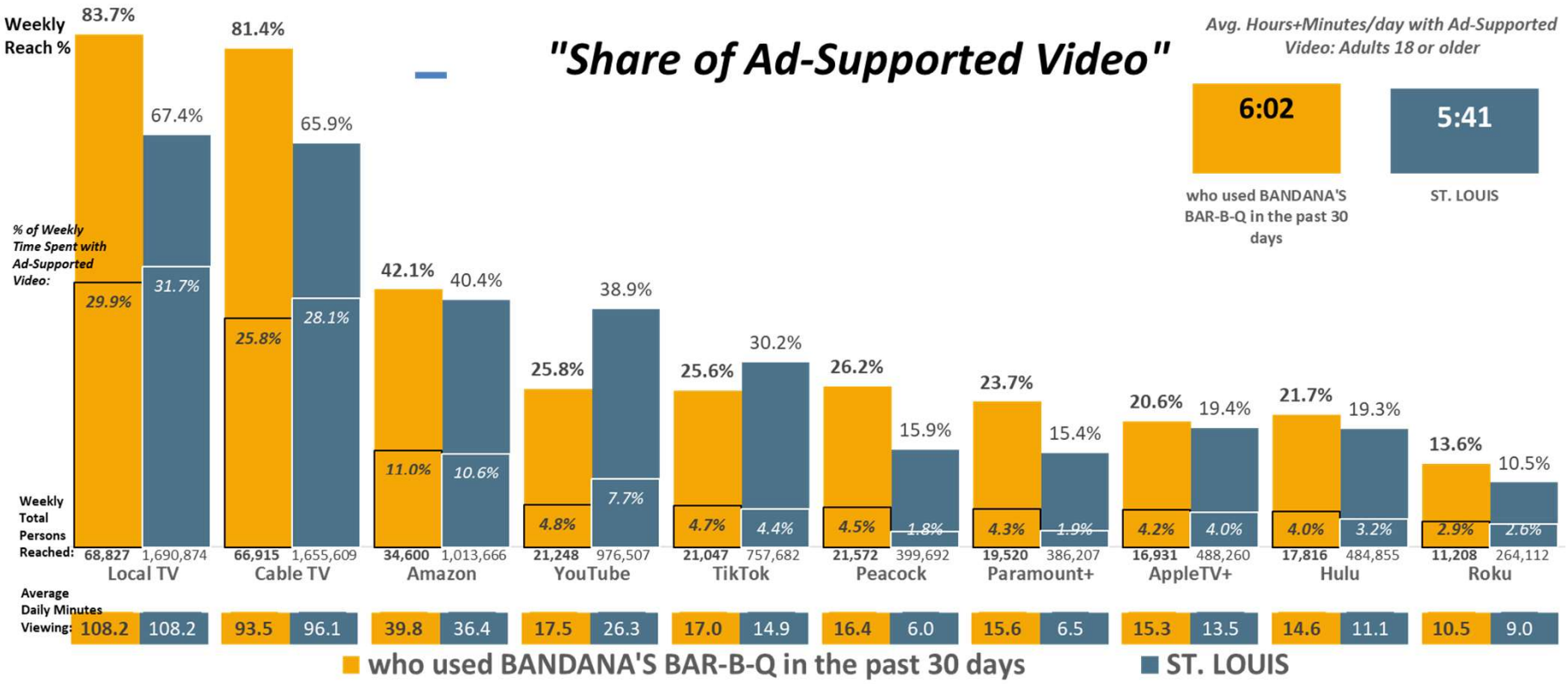
ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 97 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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

68,827 or 83.7% of Adults 18 or older who used BANDANA'S BAR-B-Q in the past 30 days watch Ad-Supported Local TV Stations for an average of 108.2 minutes every day representing 29.9% of all time spent daily with Ad-Supported Video.



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 74 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

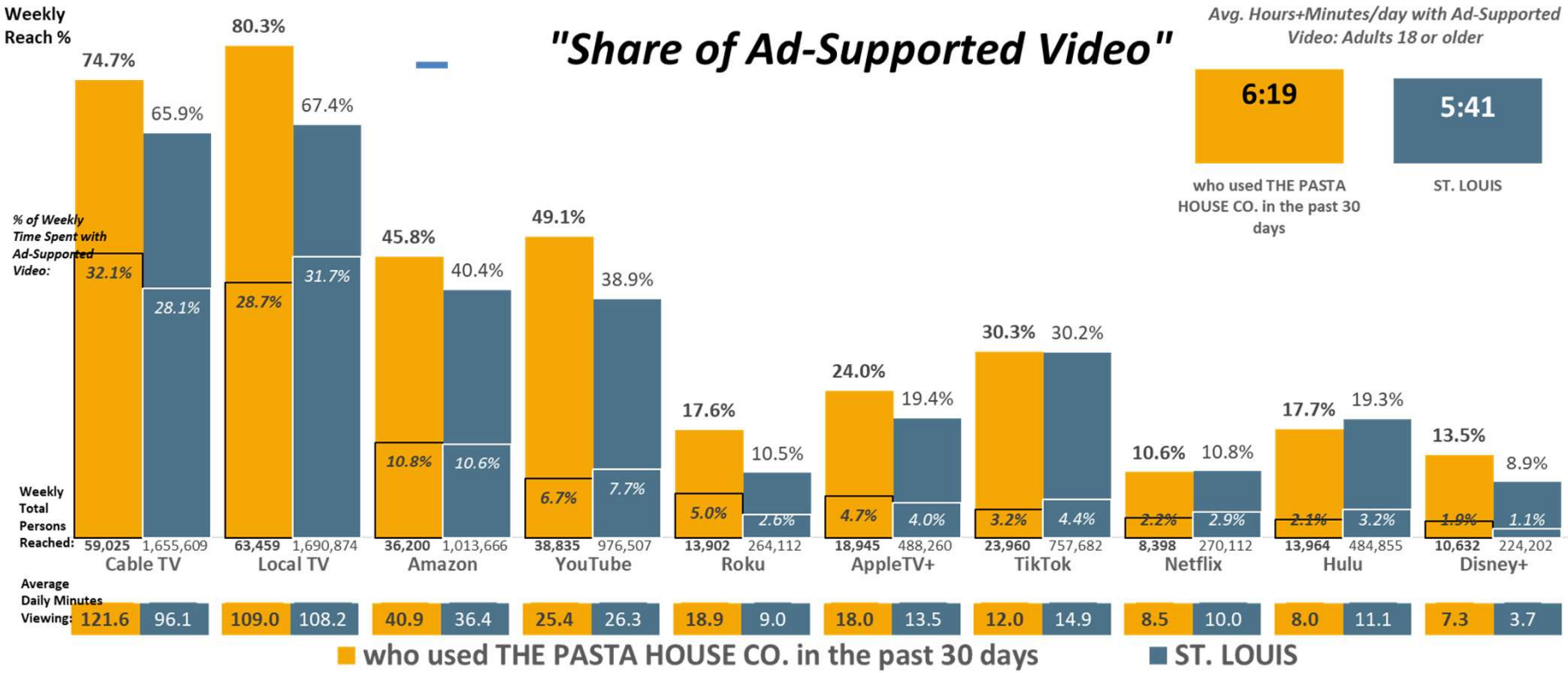
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Sit-down restaurants used past 30 days: Bandana's Bar-B-Q



63,459 or 80.3% of Adults 18 or older who used THE PASTA HOUSE CO. in the past 30 days watch Ad-Supported Local TV Stations for an average of 109. minutes every day representing 28.7% of all time spent daily with Ad-Supported Video.



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 94 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

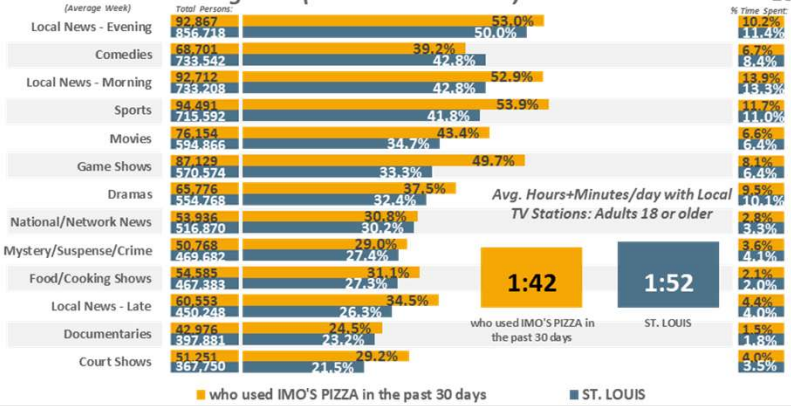
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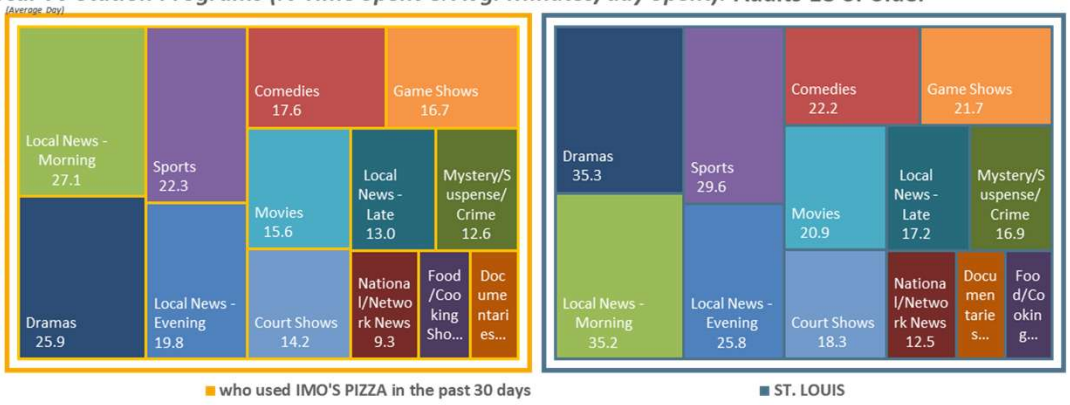
Sit-down restaurants used past 30 days: The Pasta House Co.

171,920 or 77.5% of Adults 18 or older who used IMO'S PIZZA in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Game Shows, Movies, and Dramas.

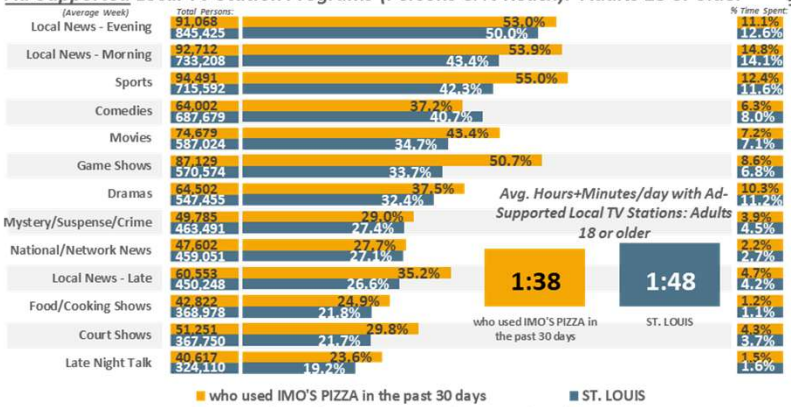
Local TV Station Programs (Persons & % Reach): Adults 18 or older



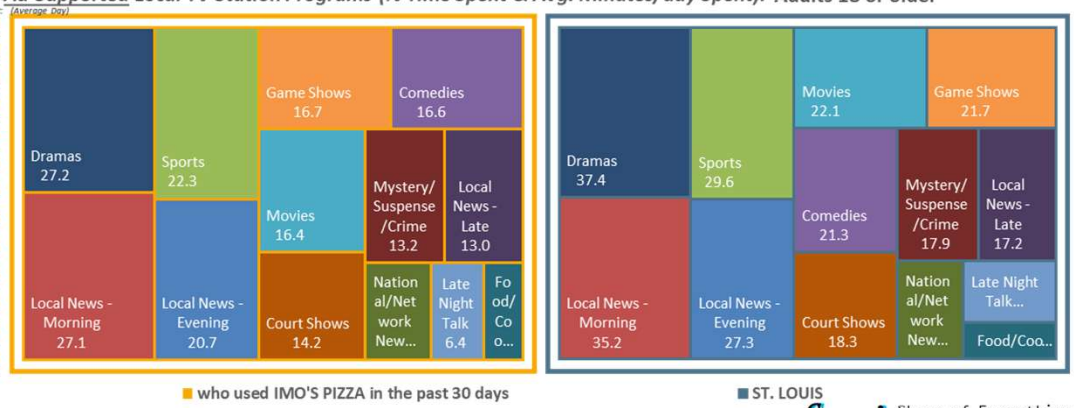
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 224

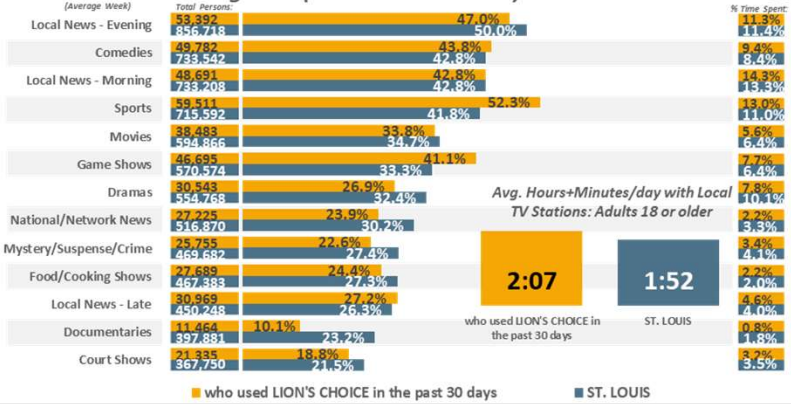
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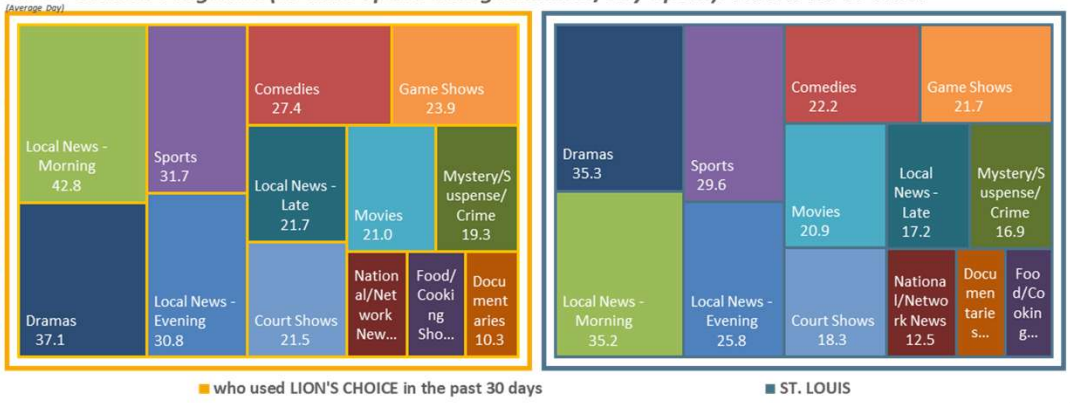
Quick service restaurants used past 30 days: Imo's Pizza

112,404 or 78.% of Adults 18 or older who used LION'S CHOICE in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and Movies.

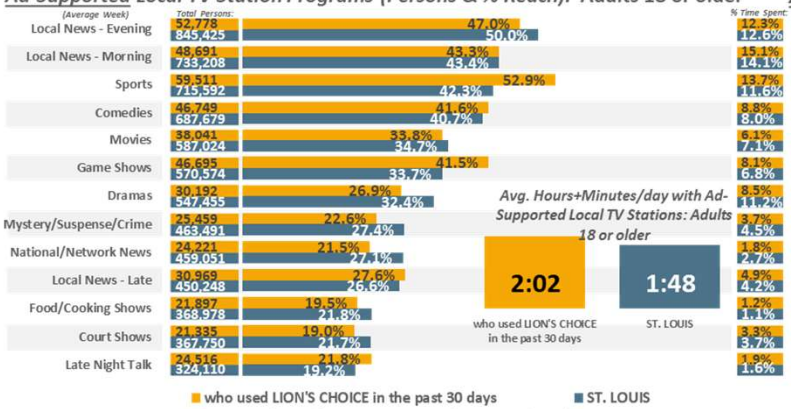
Local TV Station Programs (Persons & % Reach): Adults 18 or older



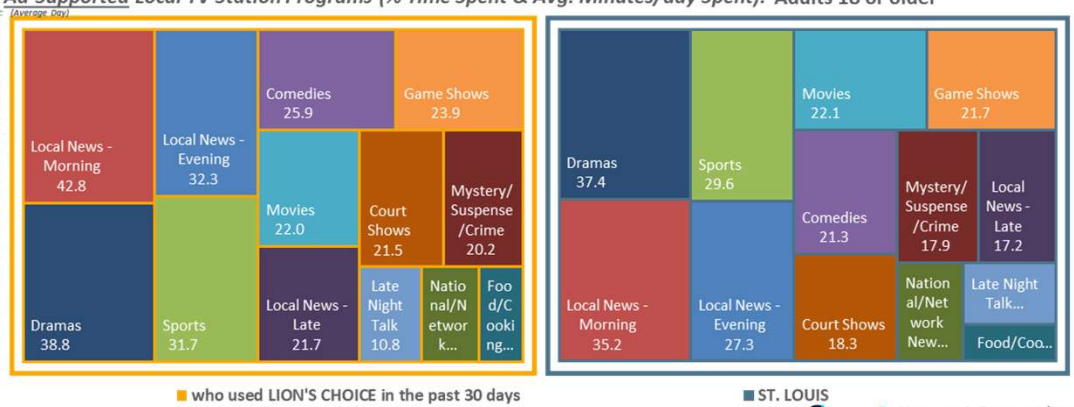
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 135

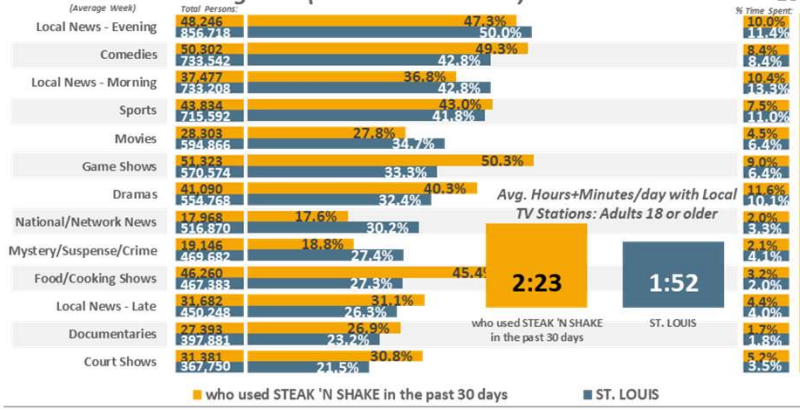
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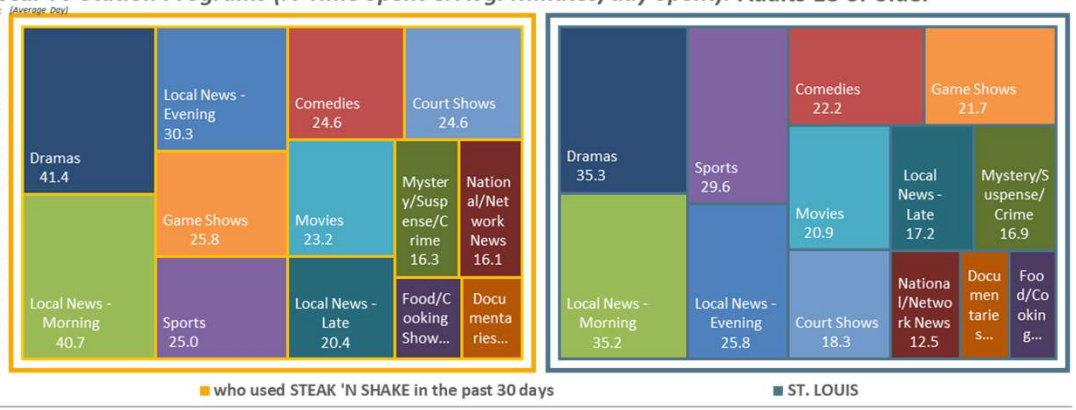
Quick service restaurants used past 30 days: Lion's Choice

98,311 or 75.6% of Adults 18 or older who used STEAK 'N SHAKE in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Game Shows, Local News - Evening, Comedies, Sports, Dramas, and Local News - Morning.

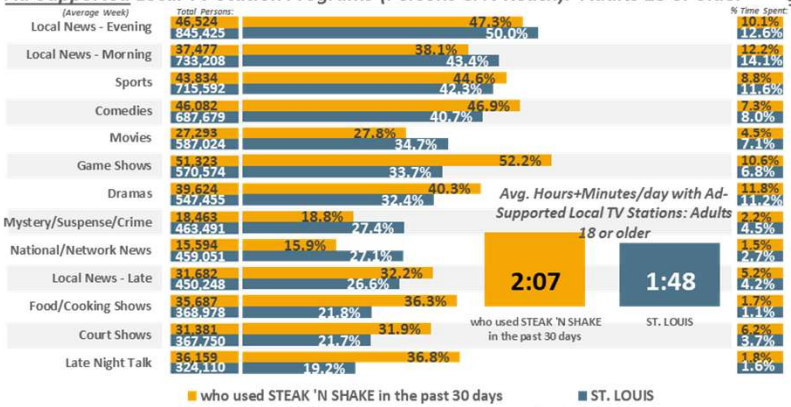
Local TV Station Programs (Persons & % Reach): Adults 18 or older



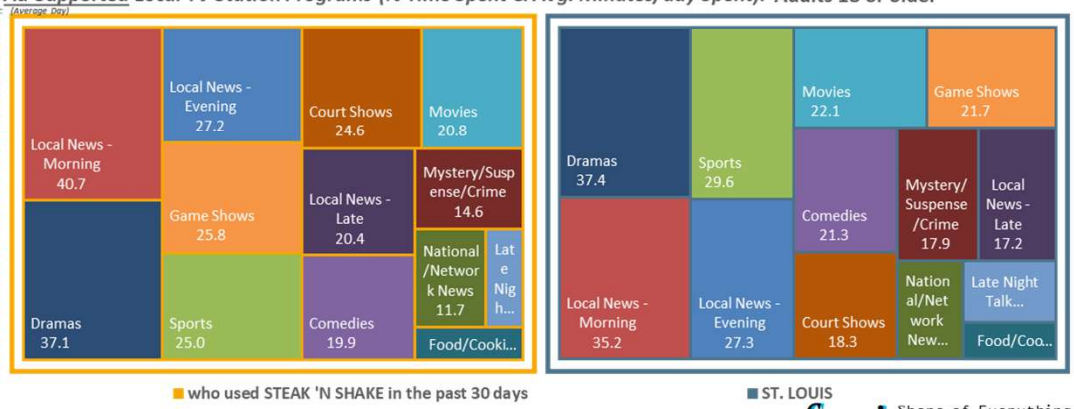
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 97

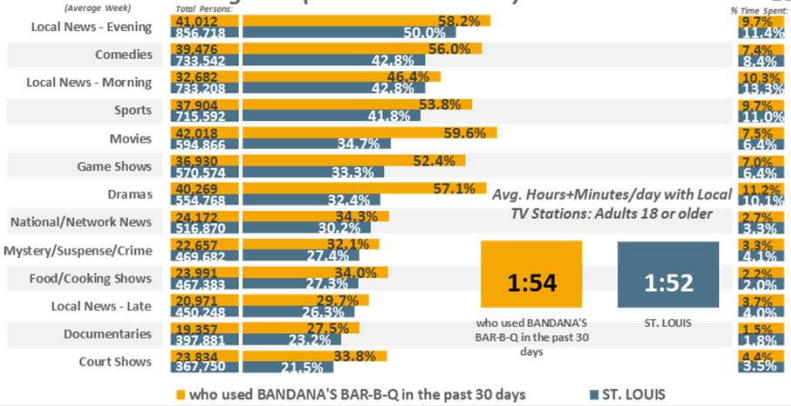
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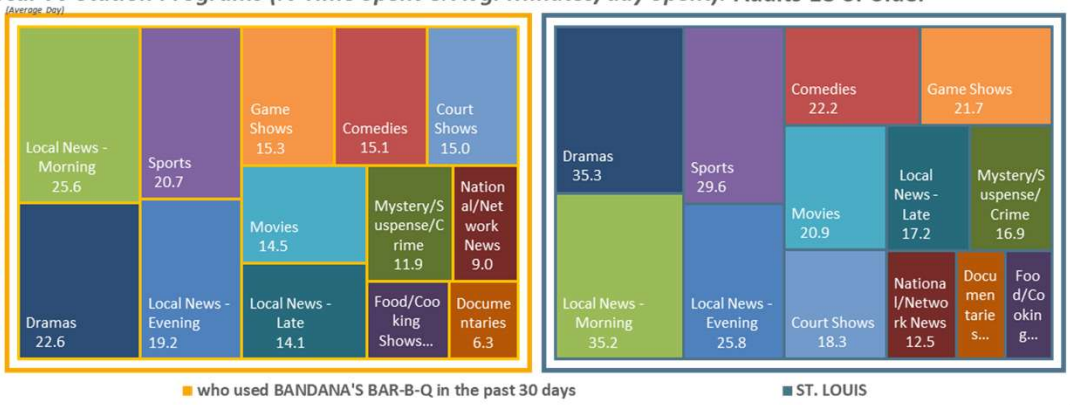
Sit-down restaurants used past 30 days: Steak 'n Shake

68,827 or 83.7% of Adults 18 or older who used BANDANA'S BAR-B-Q in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Local News - Evening, Dramas, Sports, Game Shows, and Comedies.

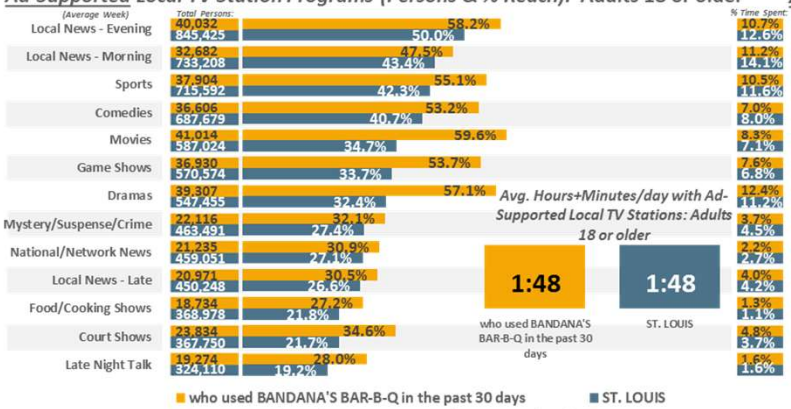
Local TV Station Programs (Persons & % Reach): Adults 18 or older



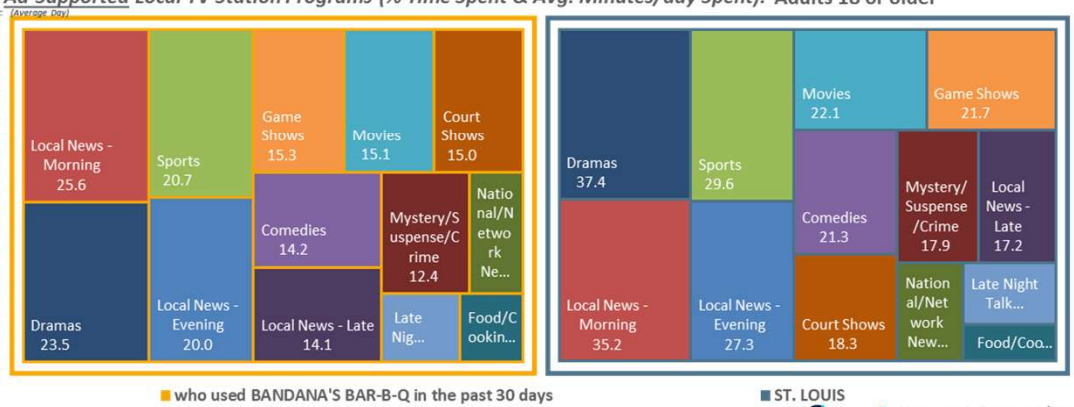
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 74

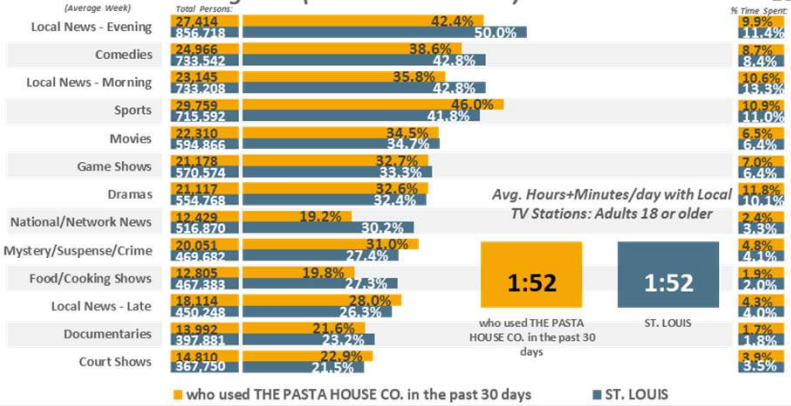
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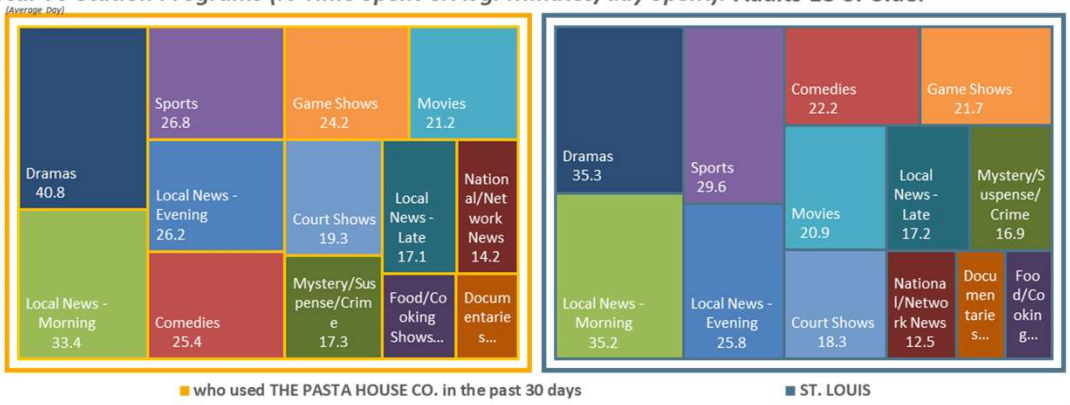
Sit-down restaurants used past 30 days: Bandana's Bar-B-Q

63,459 or 80.3% of Adults 18 or older who used THE PASTA HOUSE CO. in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Game Shows.

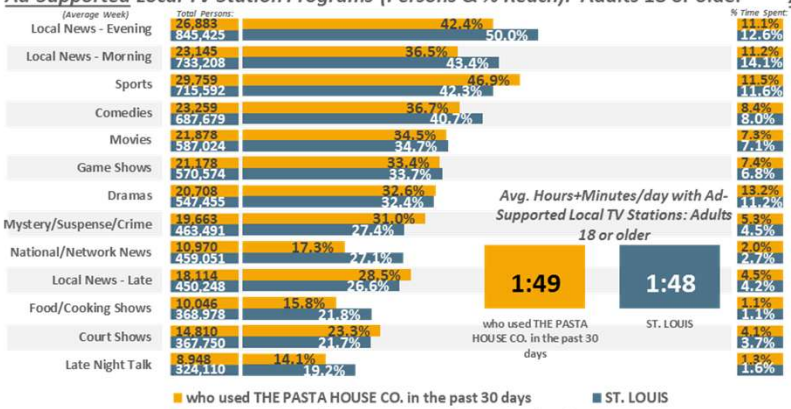
Local TV Station Programs (Persons & % Reach): Adults 18 or older



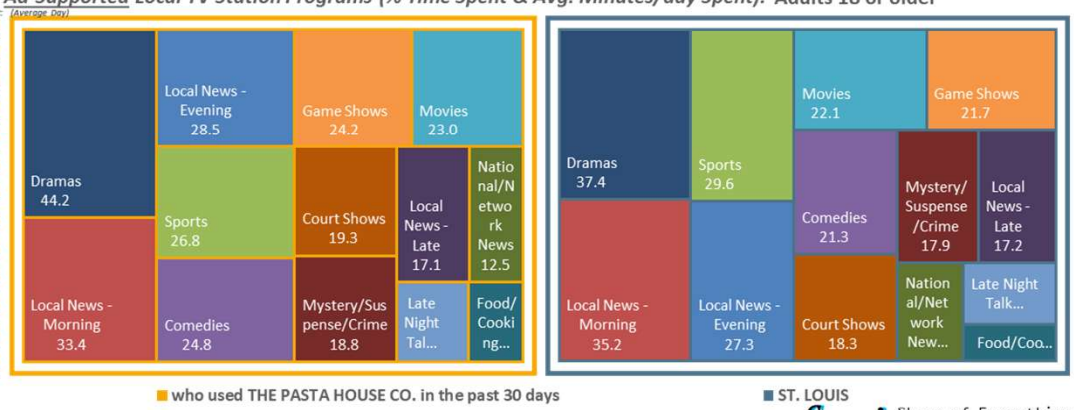
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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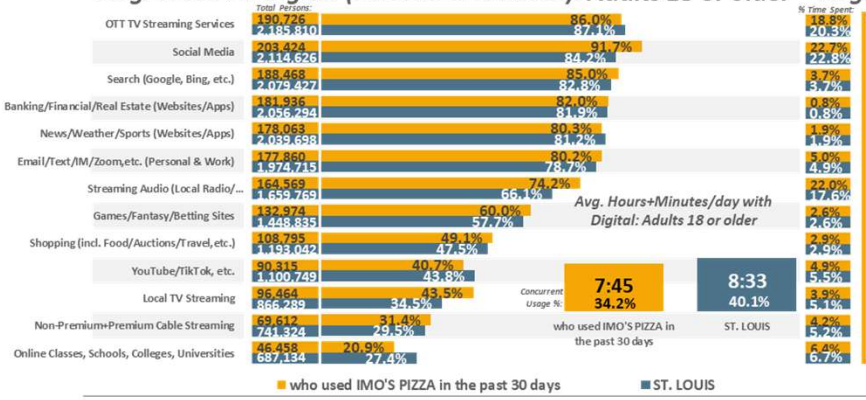
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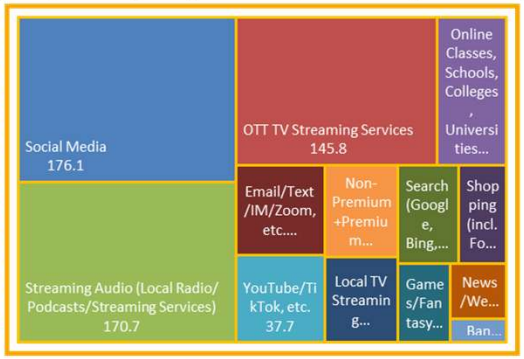
Sit-down restaurants used past 30 days: The Pasta House Co.

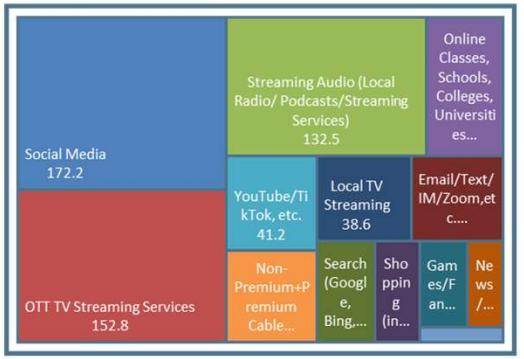
185,419 or 83.6% of Adults 18 or older who used IMO'S PIZZA in the past 30 days use Ad-Supported Social Media for an average of 160.5 minutes every day representing 28.5% of all time spent daily with Ad-Supported Digital Media.

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

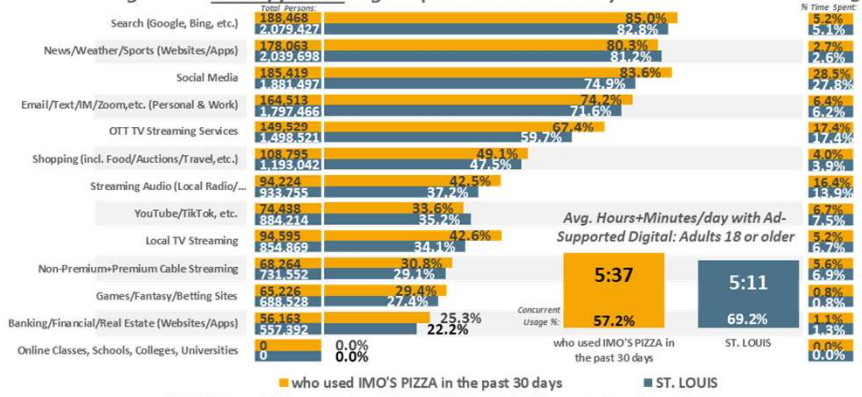


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

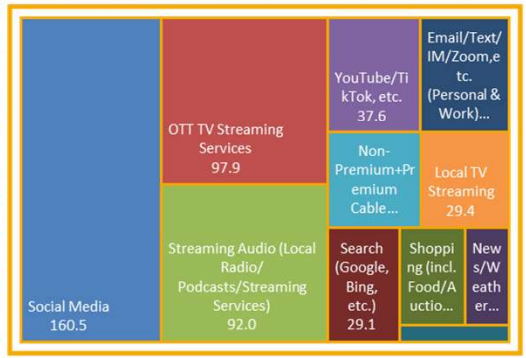


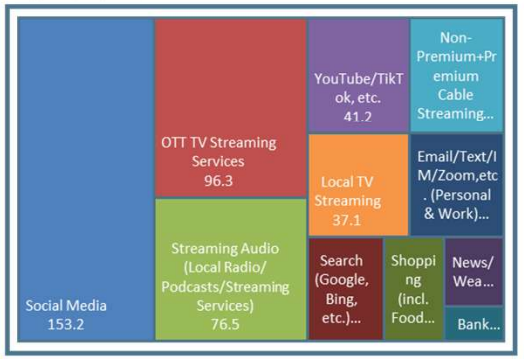


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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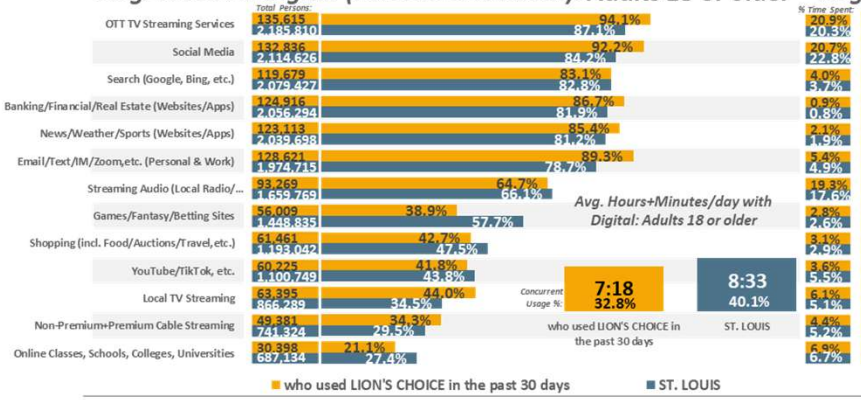
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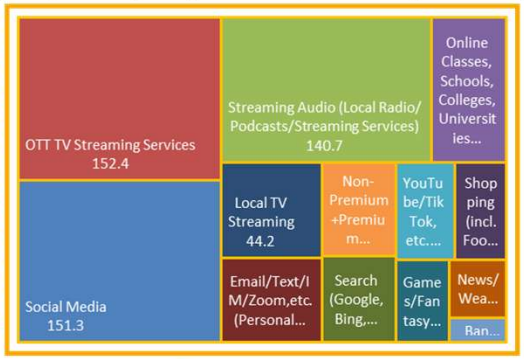
Quick service restaurants used past 30 days: Imo's Pizza

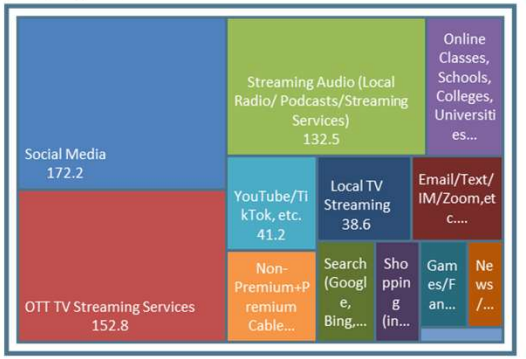
111,396 or 77.3% of Adults 18 or older who used LION'S CHOICE in the past 30 days use Ad-Supported Social Media for an average of 126.8 minutes every day representing 25.7% of all time spent daily with Ad-Supported Digital Media.

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

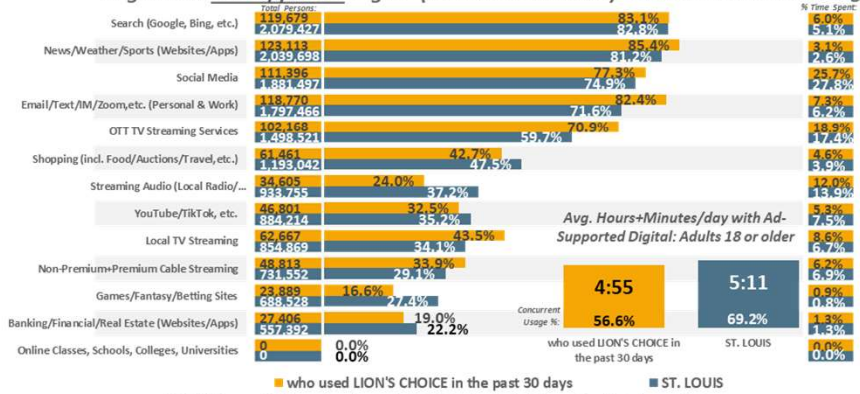


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

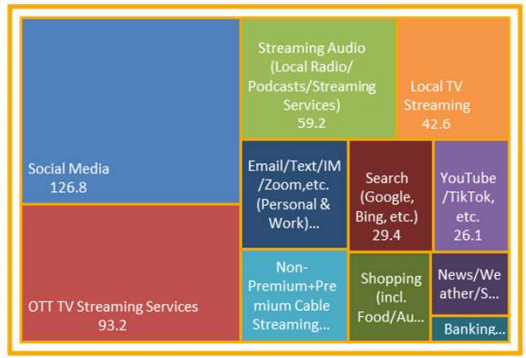


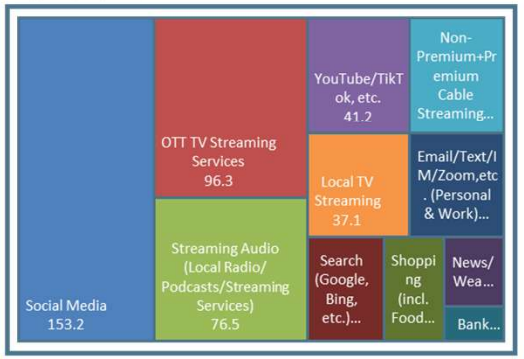


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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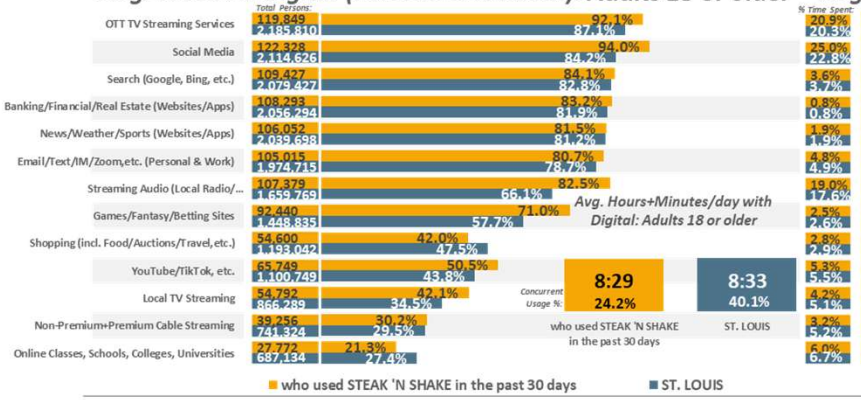
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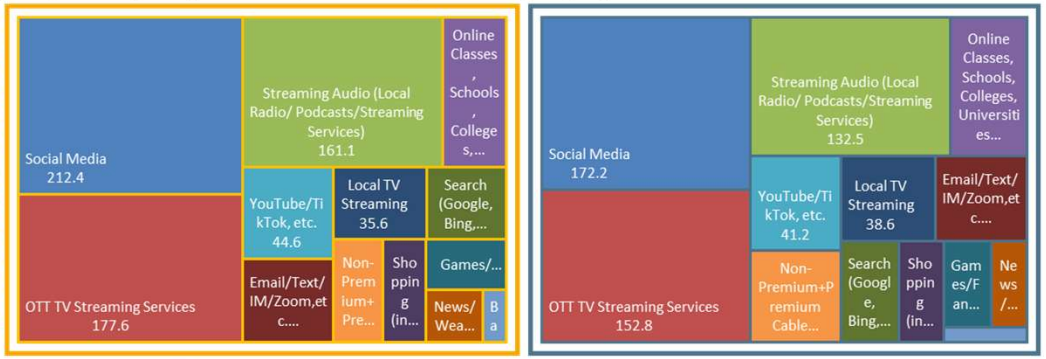
Quick service restaurants used past 30 days: Lion's Choice

110,268 or 84.7% of Adults 18 or older who used STEAK 'N SHAKE in the past 30 days use Ad-Supported Social Media for an average of 191.4 minutes every day representing 29.6% of all time spent daily with Ad-Supported Digital Media.

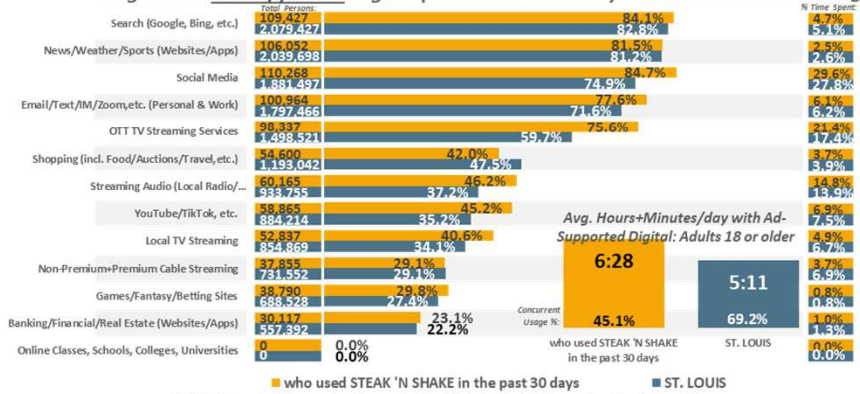
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



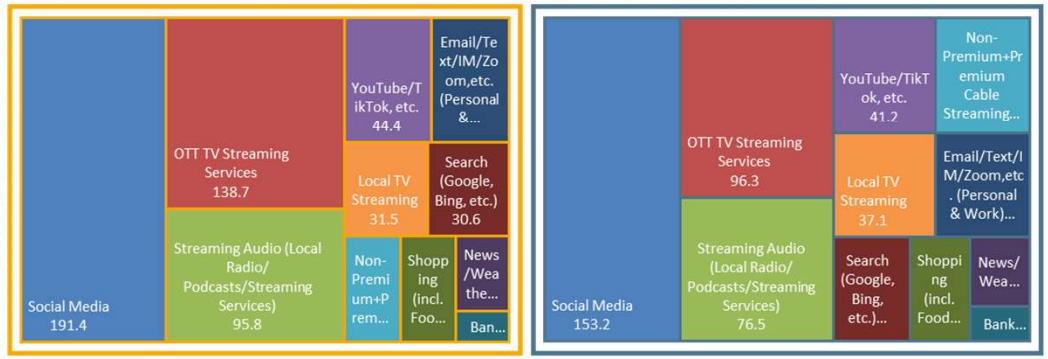
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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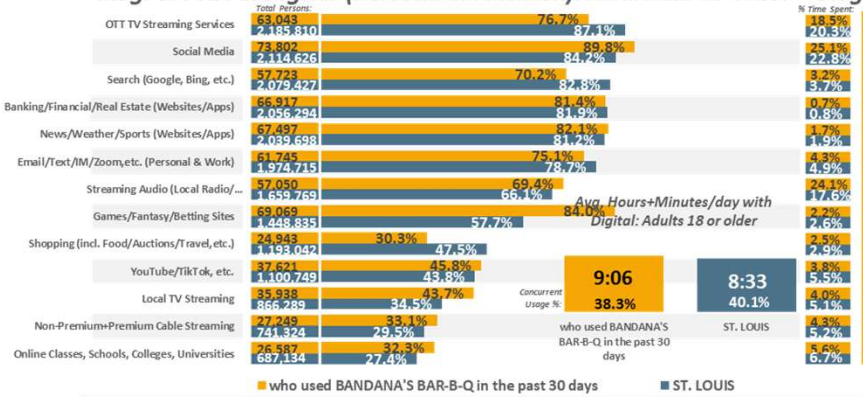
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Sit-down restaurants used past 30 days: Steak 'n Shake



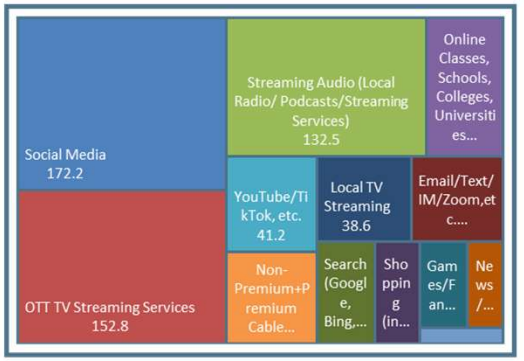
66,492 or 80.9% of Adults 18 or older who used BANDANA'S BAR-B-Q in the past 30 days use Ad-Supported Social Media for an average of 206. minutes every day representing 30.7% of all time spent daily with Ad-Supported Digital Media.

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

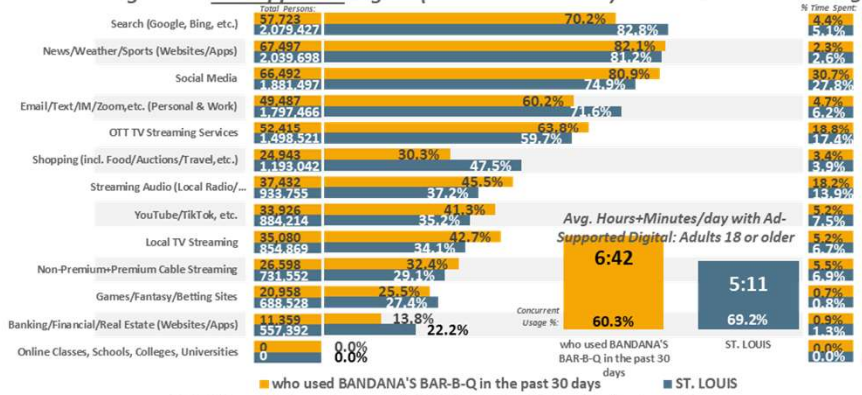


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

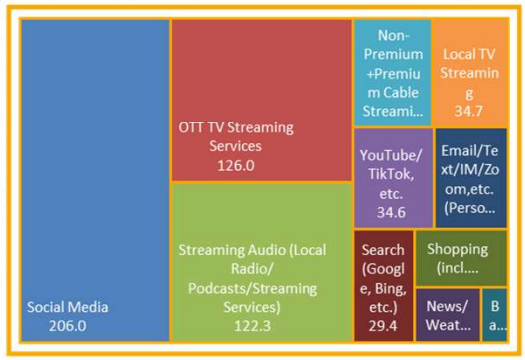


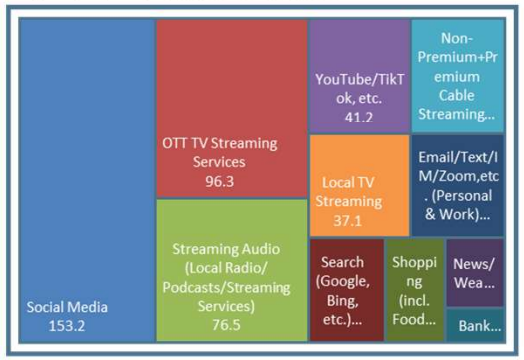


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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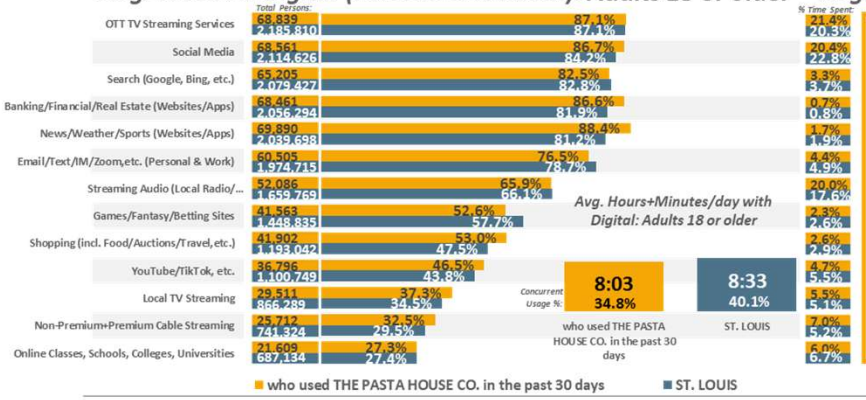
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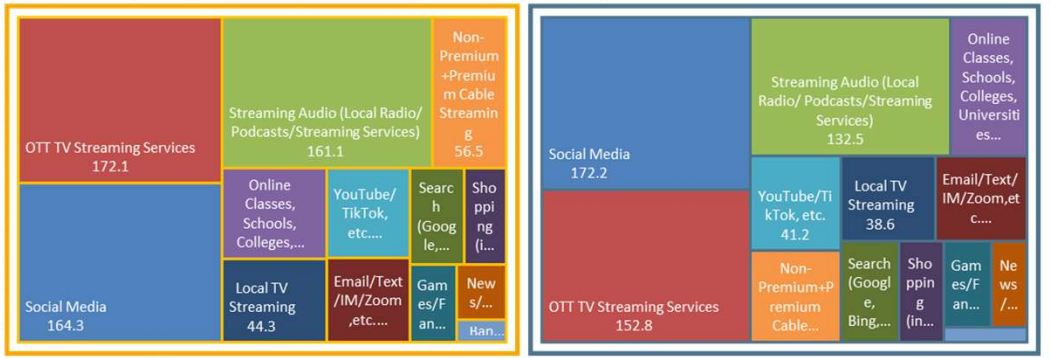
Sit-down restaurants used past 30 days: Bandana's Bar-B-Q

63,909 or 80.8% of Adults 18 or older who used THE PASTA HOUSE CO. in the past 30 days use Ad-Supported Social Media for an average of 153.2 minutes every day representing 25.8% of all time spent daily with Ad-Supported Digital Media.

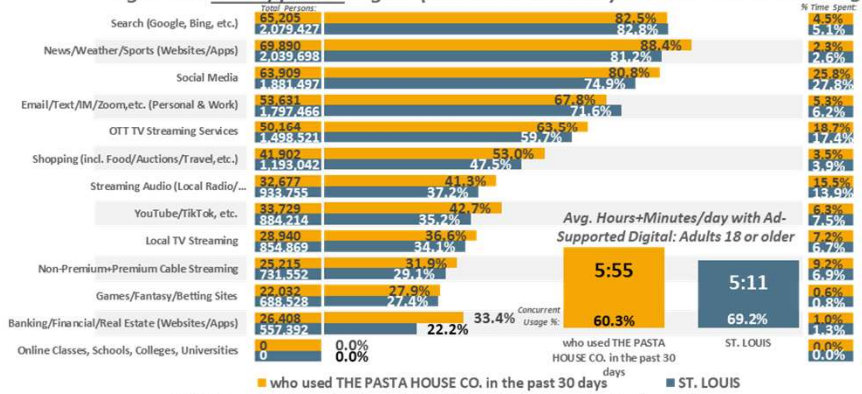
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



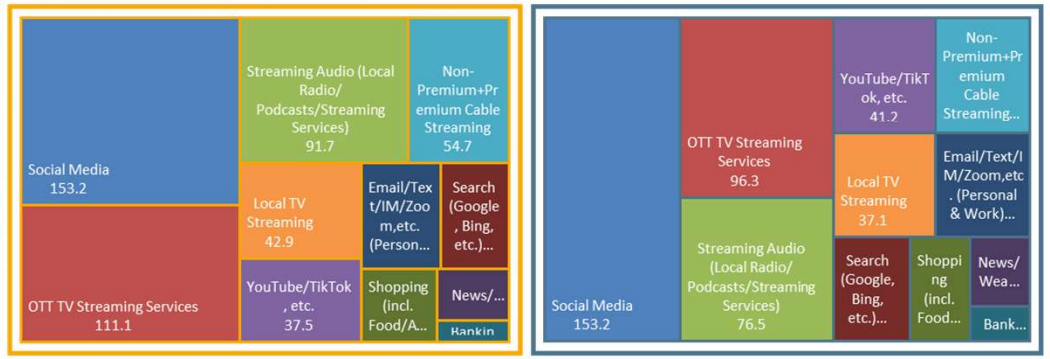
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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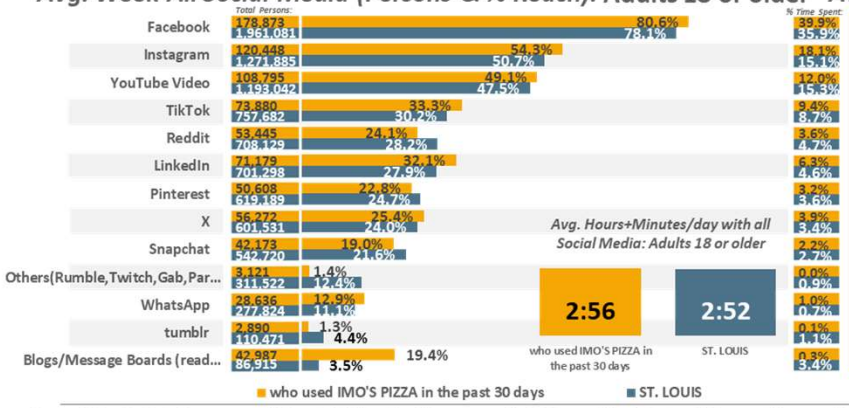
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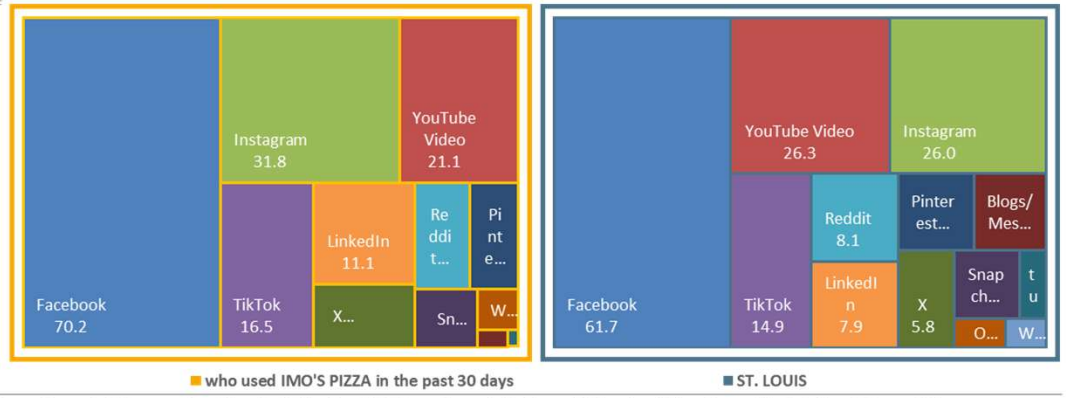
Sit-down restaurants used past 30 days: The Pasta House Co.

178,873 or 80.6% of Adults 18 or older who used IMO'S PIZZA in the past 30 days use Ad-Supported Facebook for an average of 64.2 minutes every day representing 40.% of all time spent daily with Ad-Supported Social Media.

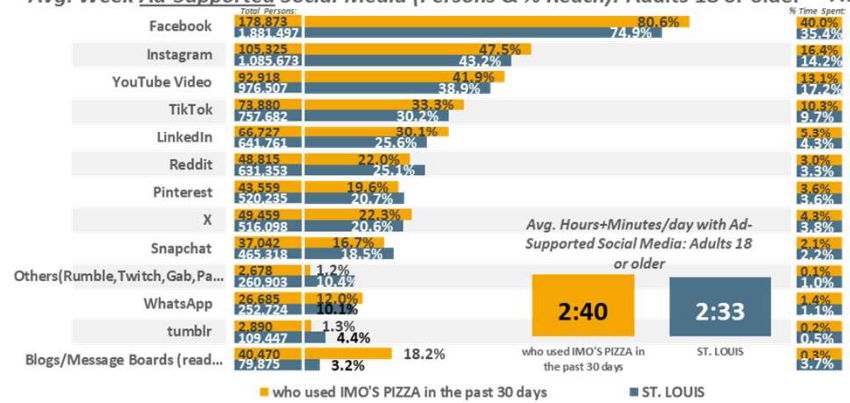
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



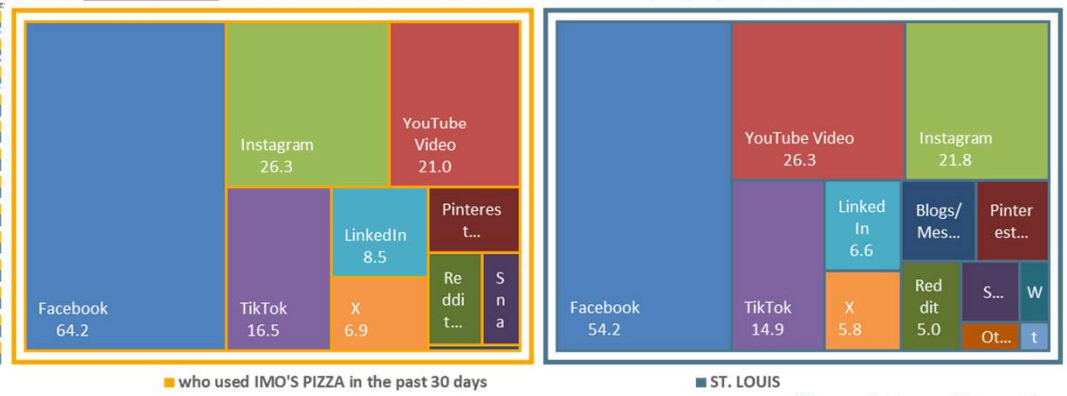
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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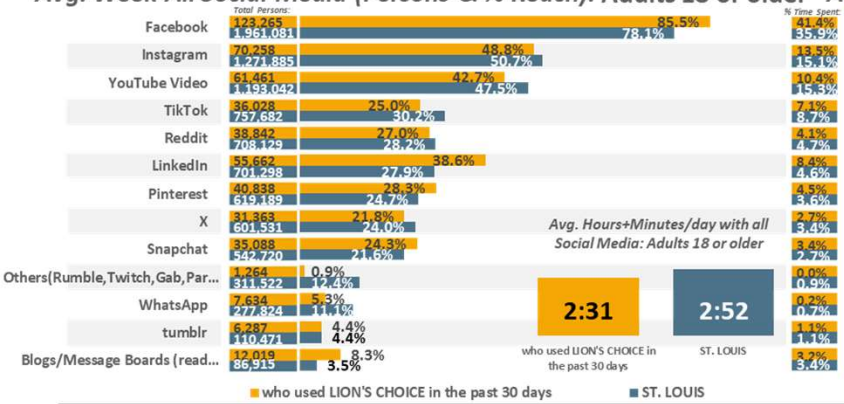
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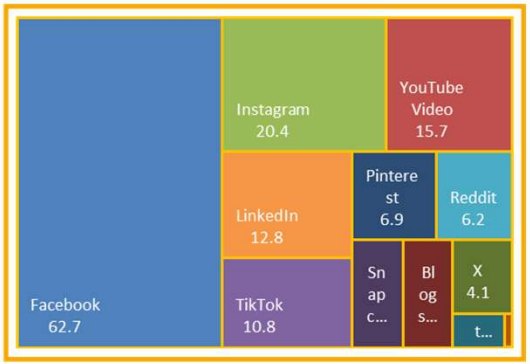
Quick service restaurants used past 30 days: Imo's Pizza

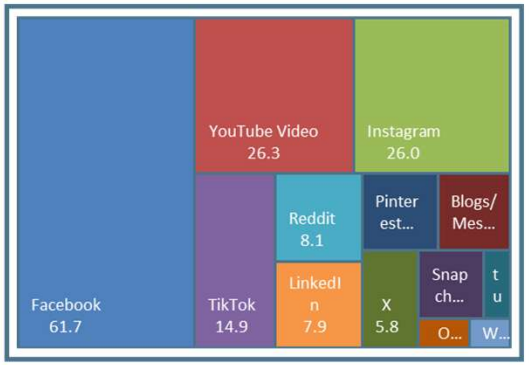
111,396 or 77.3% of Adults 18 or older who used LION'S CHOICE in the past 30 days use Ad-Supported Facebook for an average of 51.3 minutes every day representing 40.5% of all time spent daily with Ad-Supported Social Media.

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

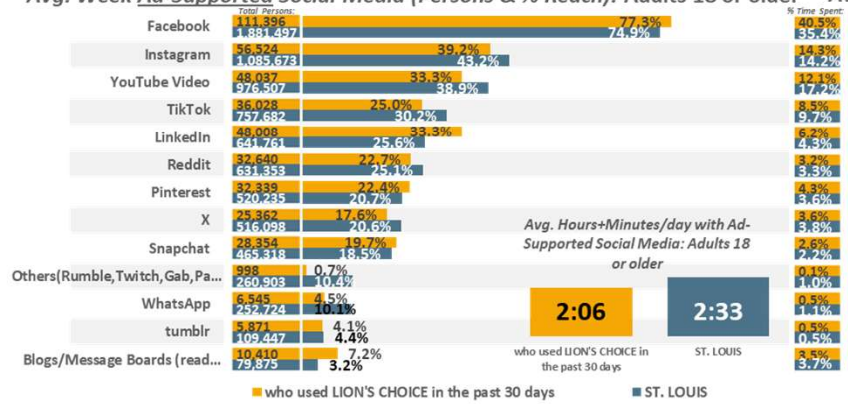


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

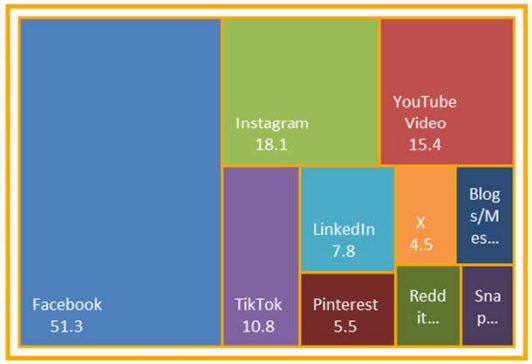


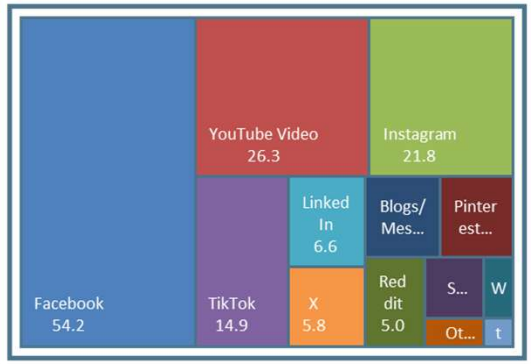


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



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





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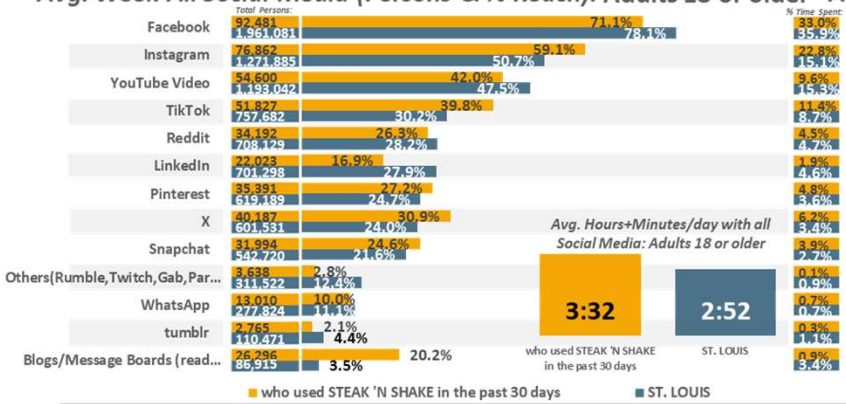
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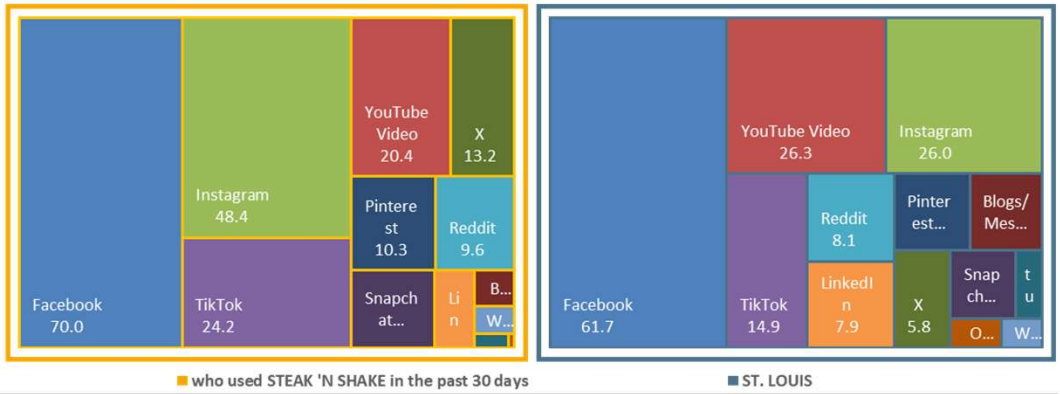
Quick service restaurants used past 30 days: Lion's Choice

92,481 or 71.1% of Adults 18 or older who used STEAK 'N SHAKE in the past 30 days use Ad-Supported Facebook for an average of 70.6 minutes every day representing 36.9% of all time spent daily with Ad-Supported Social Media.

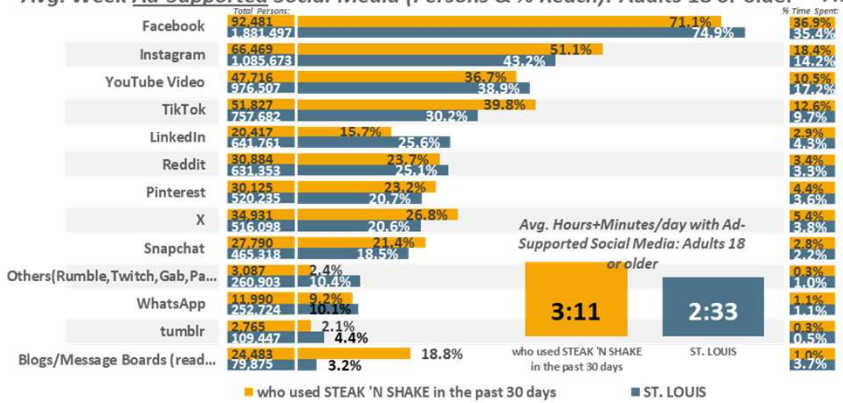
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



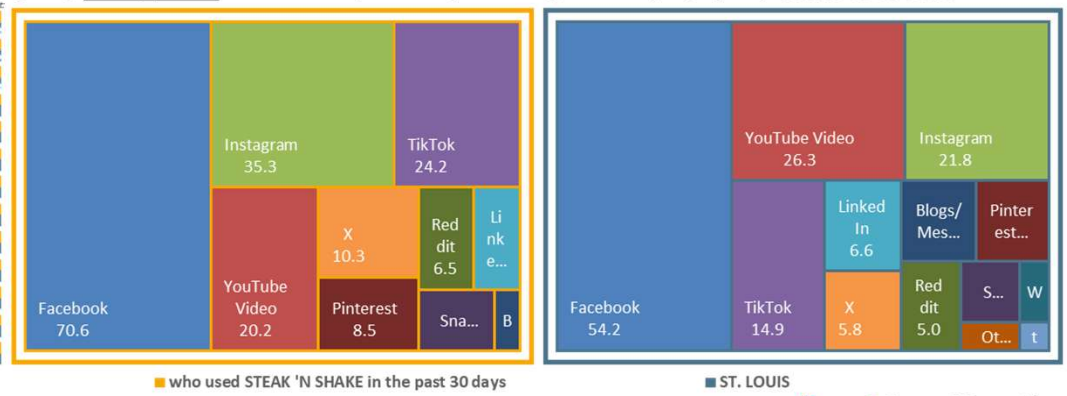
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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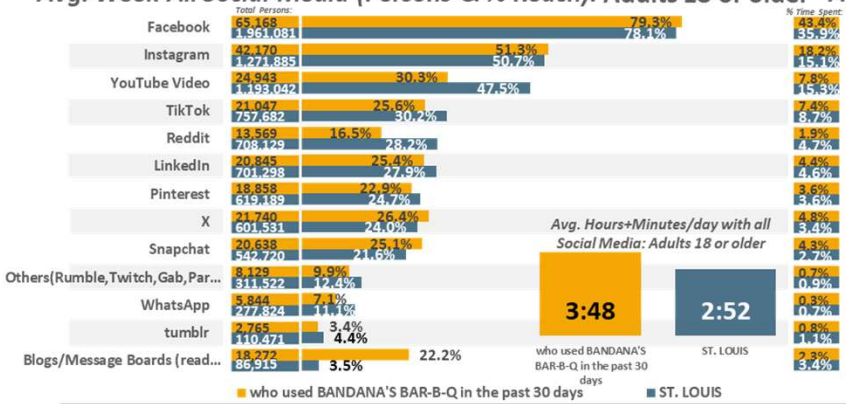
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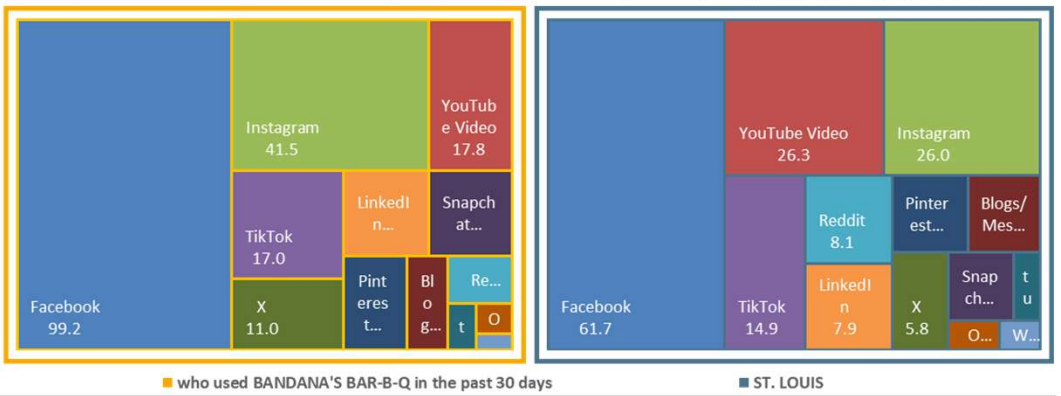
Sit-down restaurants used past 30 days: Steak 'n Shake

65,168 or 79.3% of Adults 18 or older who used BANDANA'S BAR-B-Q in the past 30 days use Ad-Supported Facebook for an average of 88.9 minutes every day representing 43.2% of all time spent daily with Ad-Supported Social Media.

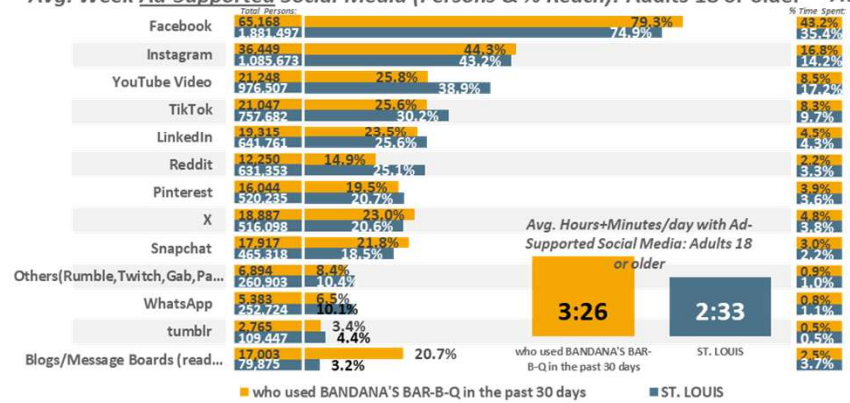
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



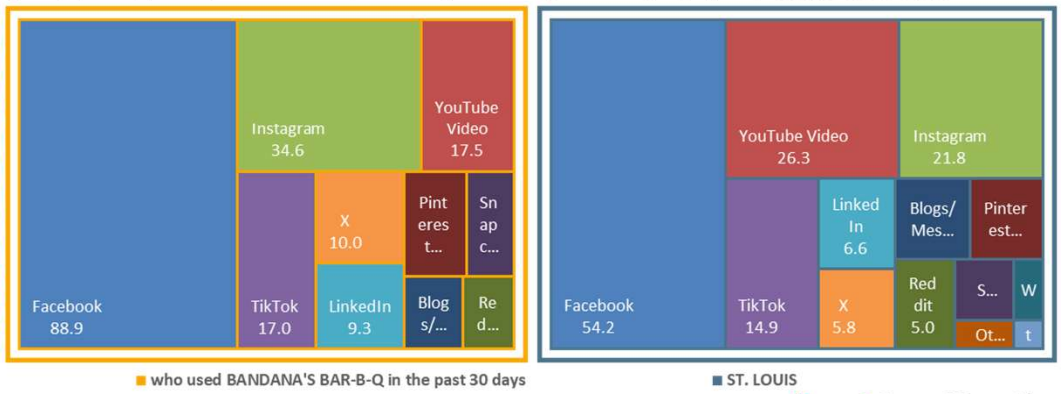
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 74

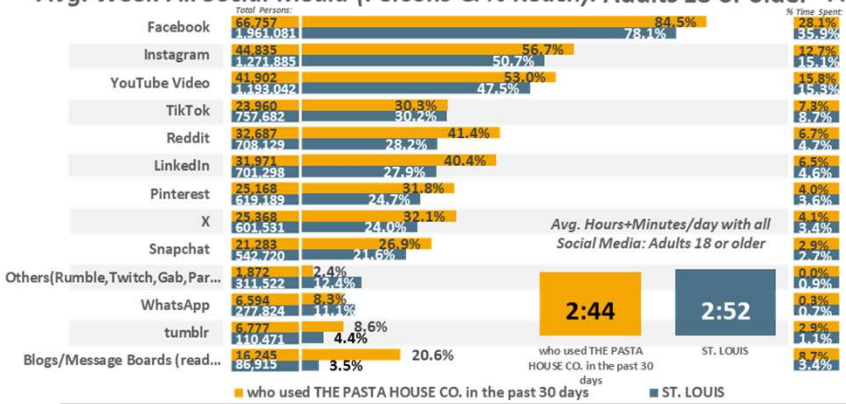
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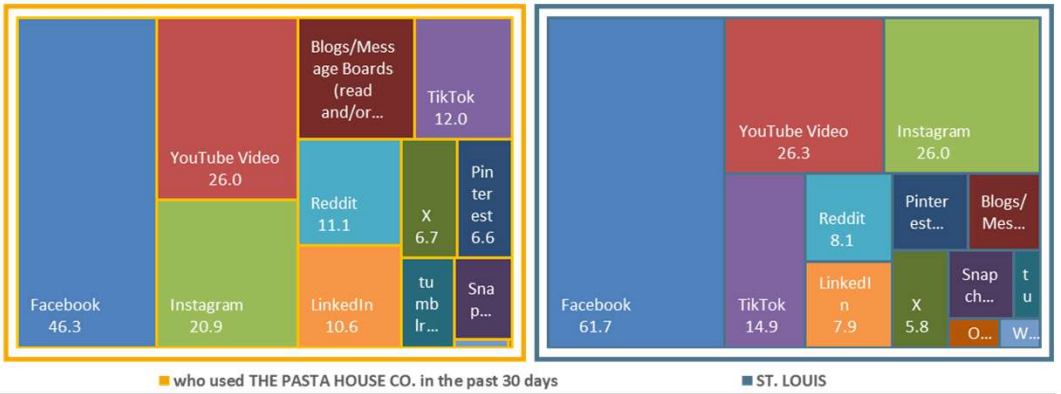
Sit-down restaurants used past 30 days: Bandana's Bar-B-Q

63,909 or 80.8% of Adults 18 or older who used THE PASTA HOUSE CO. in the past 30 days use Ad-Supported Facebook for an average of 47.5 minutes every day representing 31.% of all time spent daily with Ad-Supported Social Media.

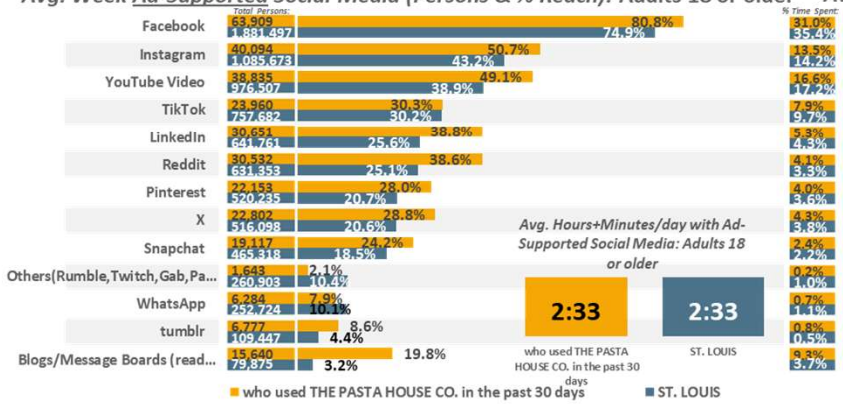
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



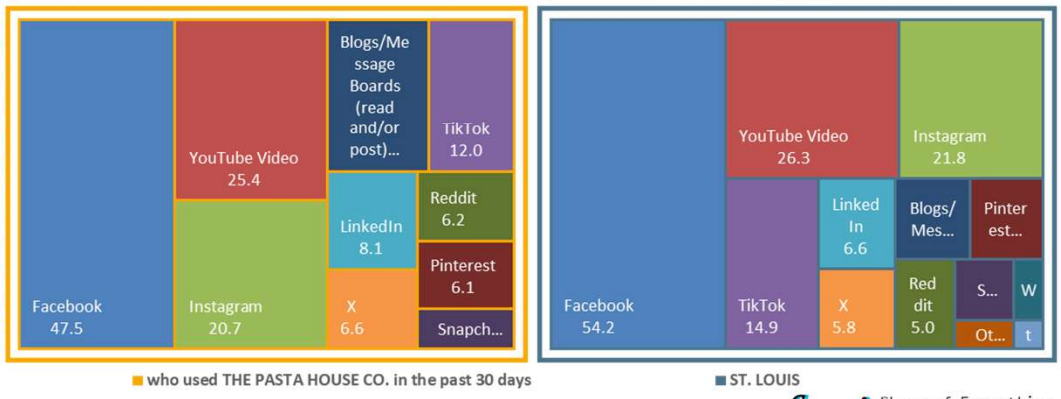
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



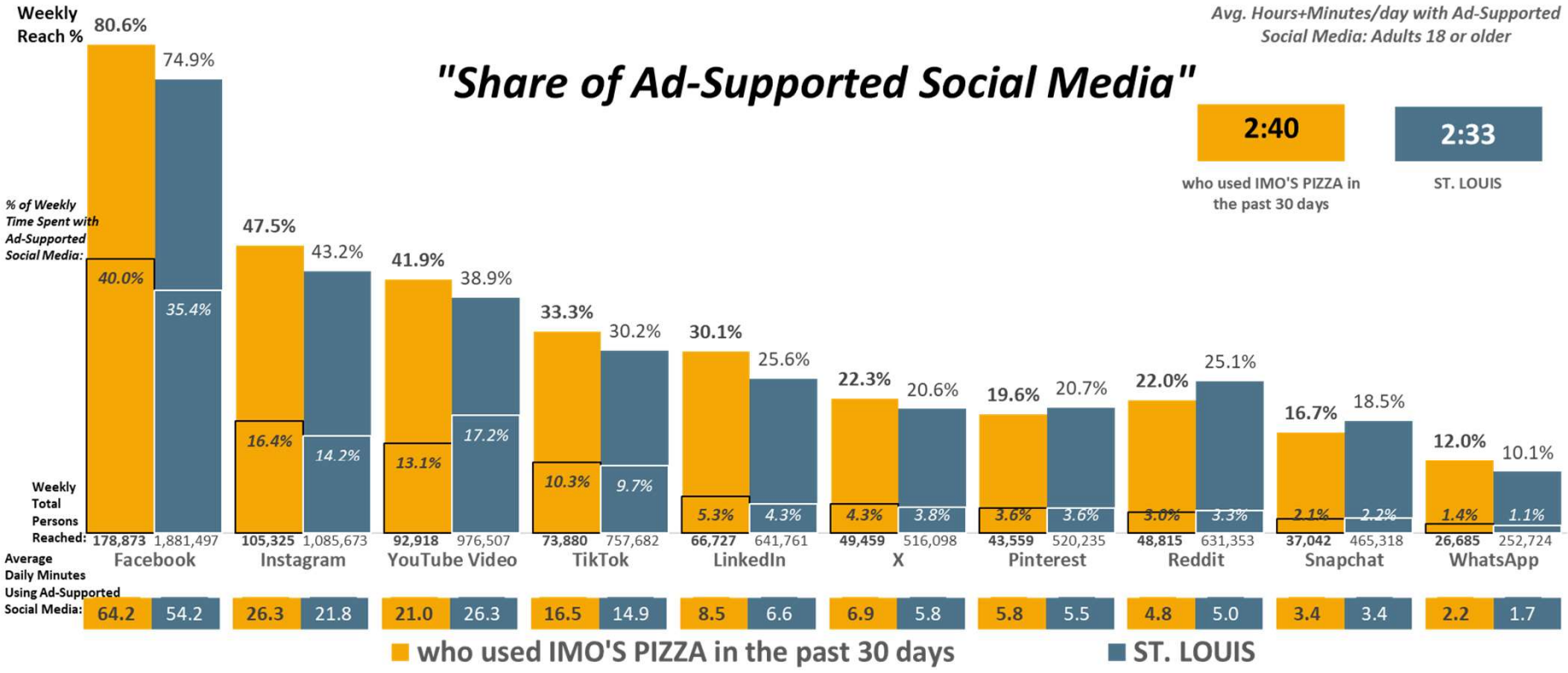
ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 94

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

178,873 or 80.6% of Adults 18 or older who used IMO'S PIZZA in the past 30 days use Ad-Supported Facebook for an average of 64.2 minutes every day representing 40.% of all time spent daily with Ad-Supported Social Media.



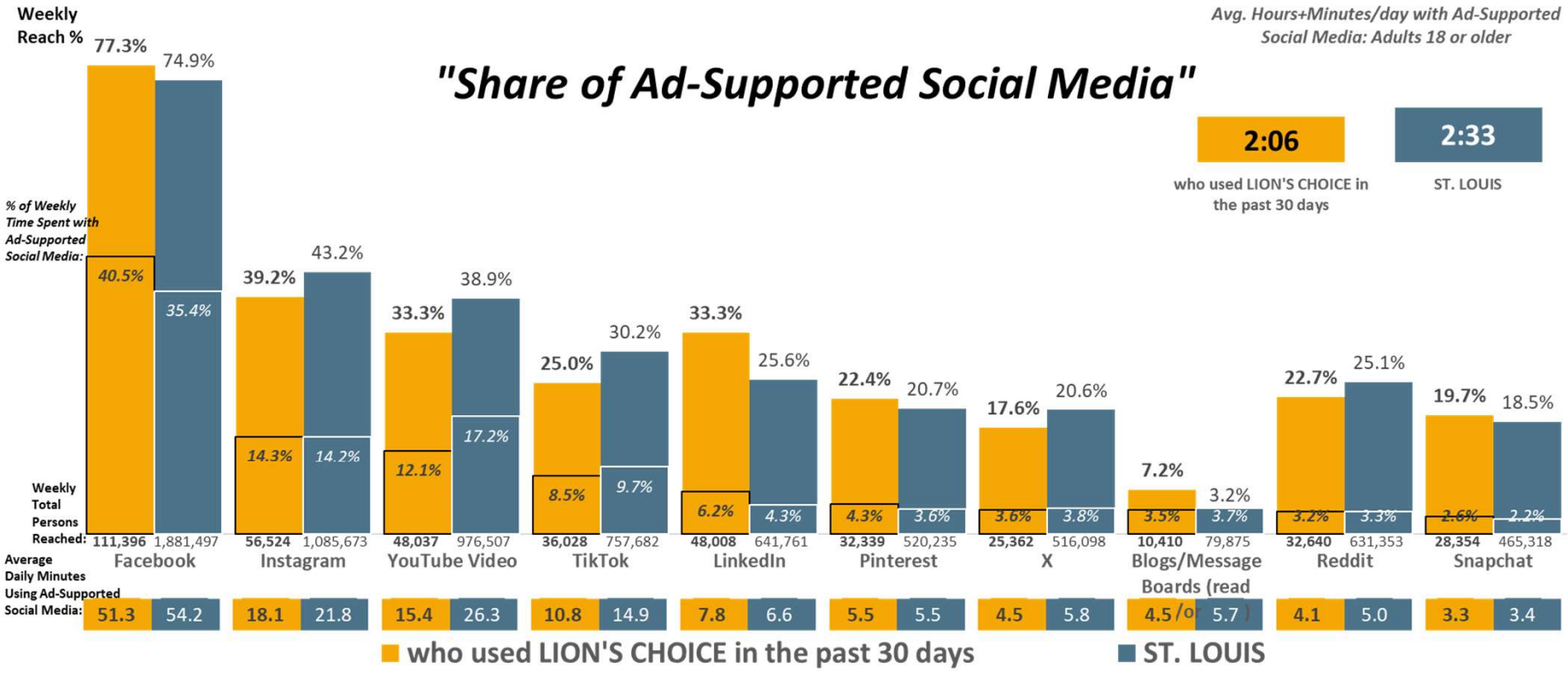
ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 224 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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

111,396 or 77.3% of Adults 18 or older who used LION'S CHOICE in the past 30 days use Ad-Supported Facebook for an average of 51.3 minutes every day representing 40.5% of all time spent daily with Ad-Supported Social Media.



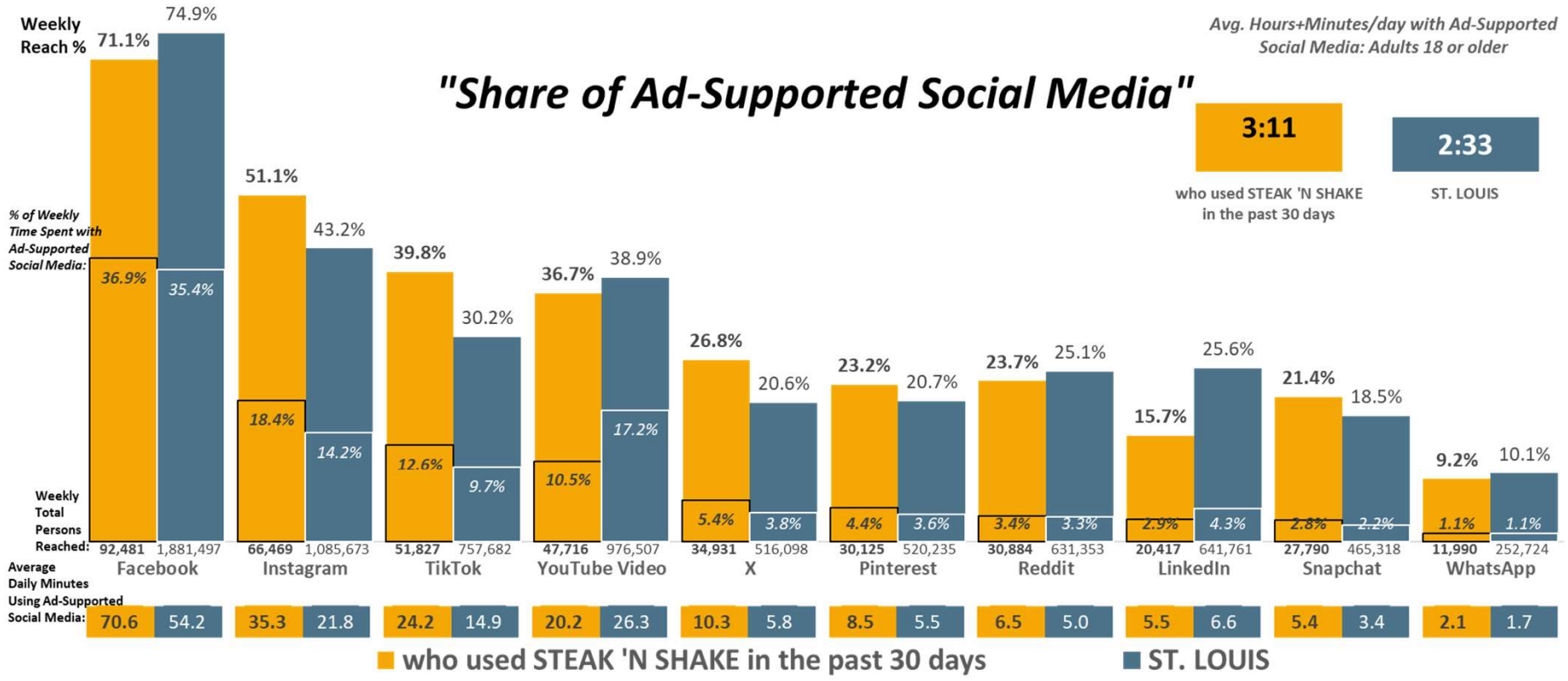
ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 135 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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

92,481 or 71.1% of Adults 18 or older who used STEAK 'N SHAKE in the past 30 days use Ad-Supported Facebook for an average of 70.6 minutes every day representing 36.9% of all time spent daily with Ad-Supported Social Media.



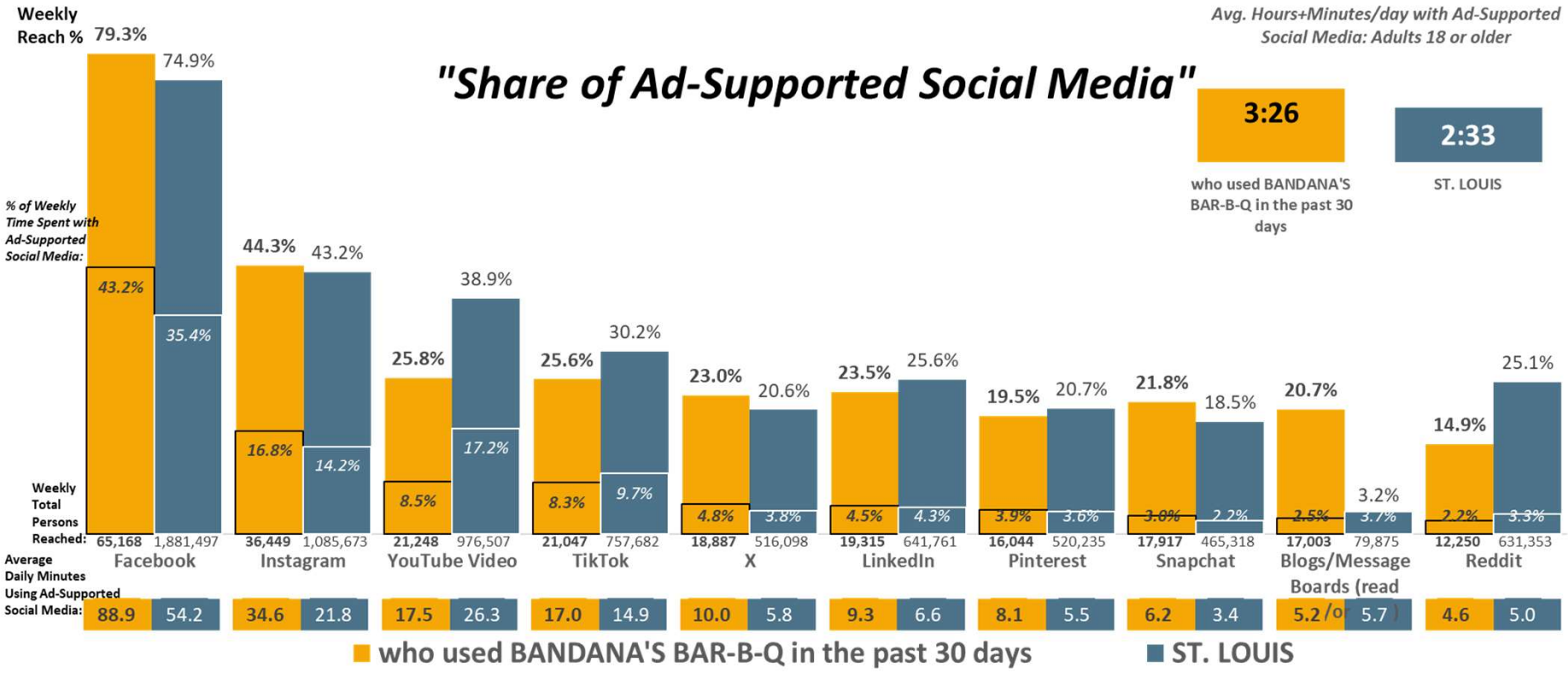
ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 97 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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

65,168 or 79.3% of Adults 18 or older who used BANDANA'S BAR-B-Q in the past 30 days use Ad-Supported Facebook for an average of 88.9 minutes every day representing 43.2% of all time spent daily with Ad-Supported Social Media.



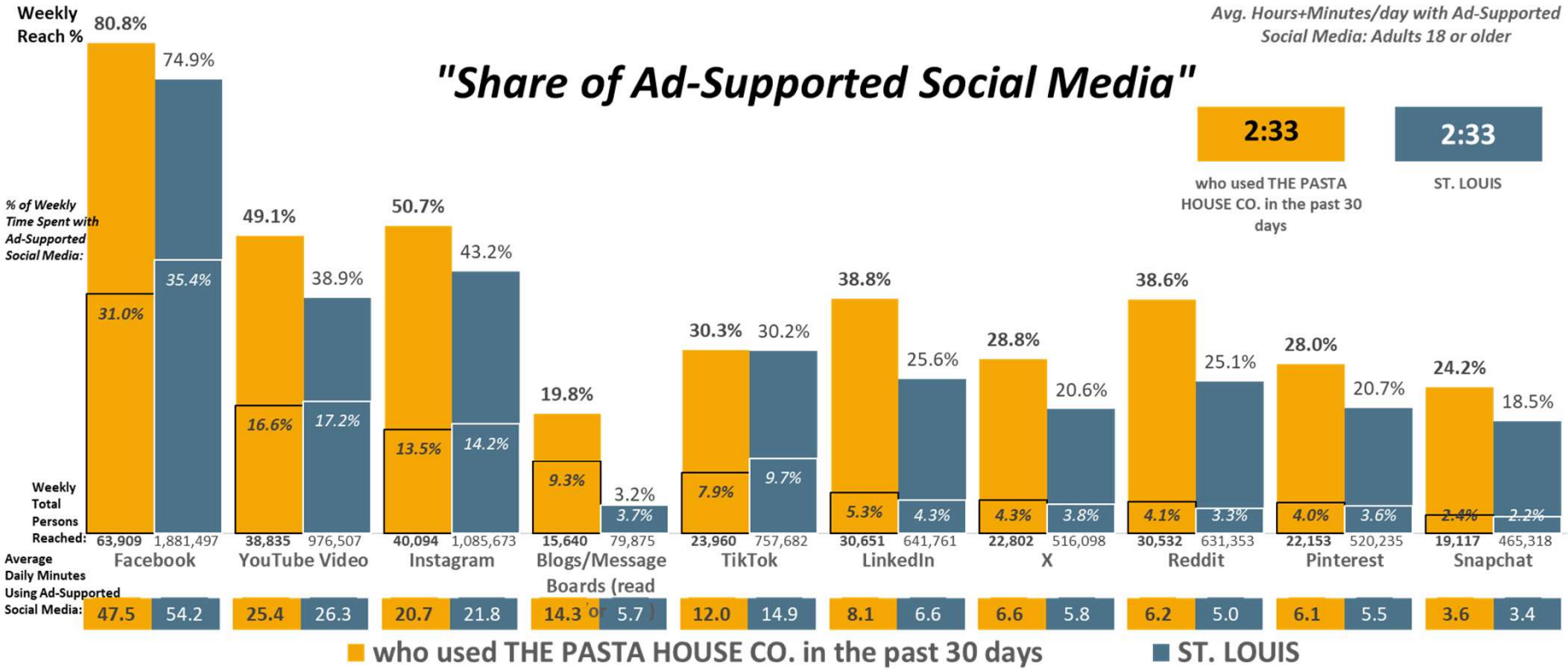
ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 74 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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

63,909 or 80.8% of Adults 18 or older who used THE PASTA HOUSE CO. in the past 30 days use Ad-Supported Facebook for an average of 47.5 minutes every day representing 31.% of all time spent daily with Ad-Supported Social Media.



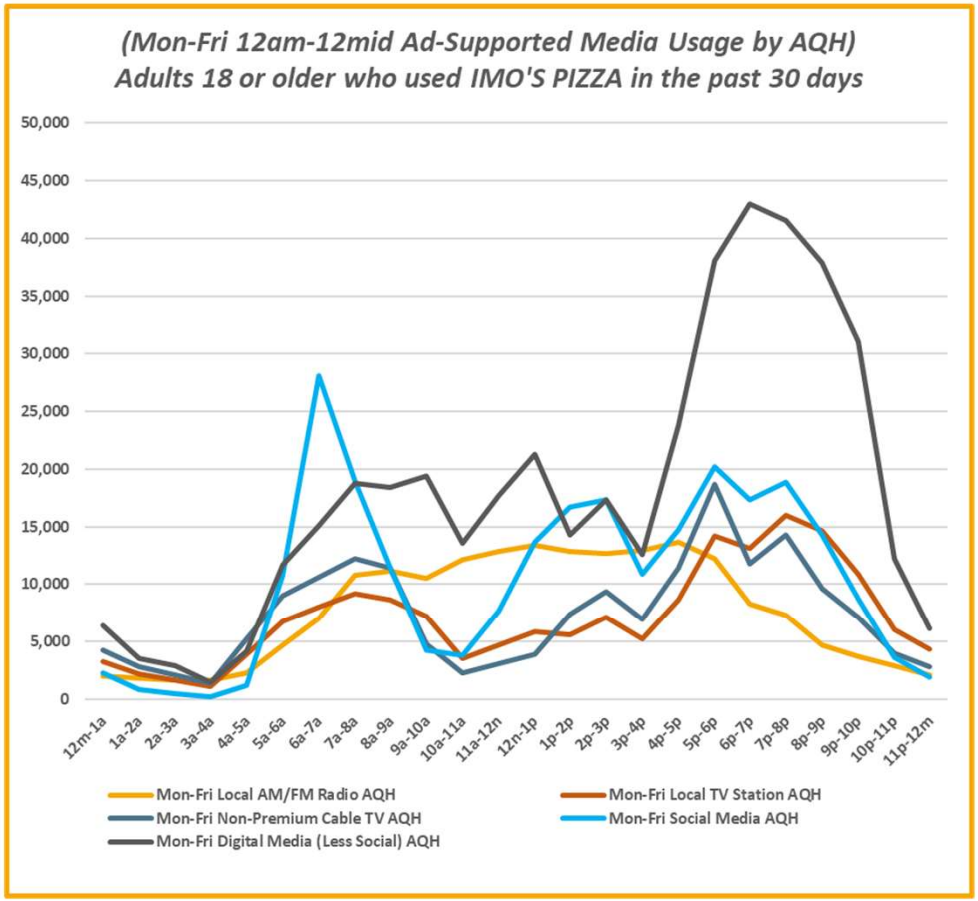
ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 94 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

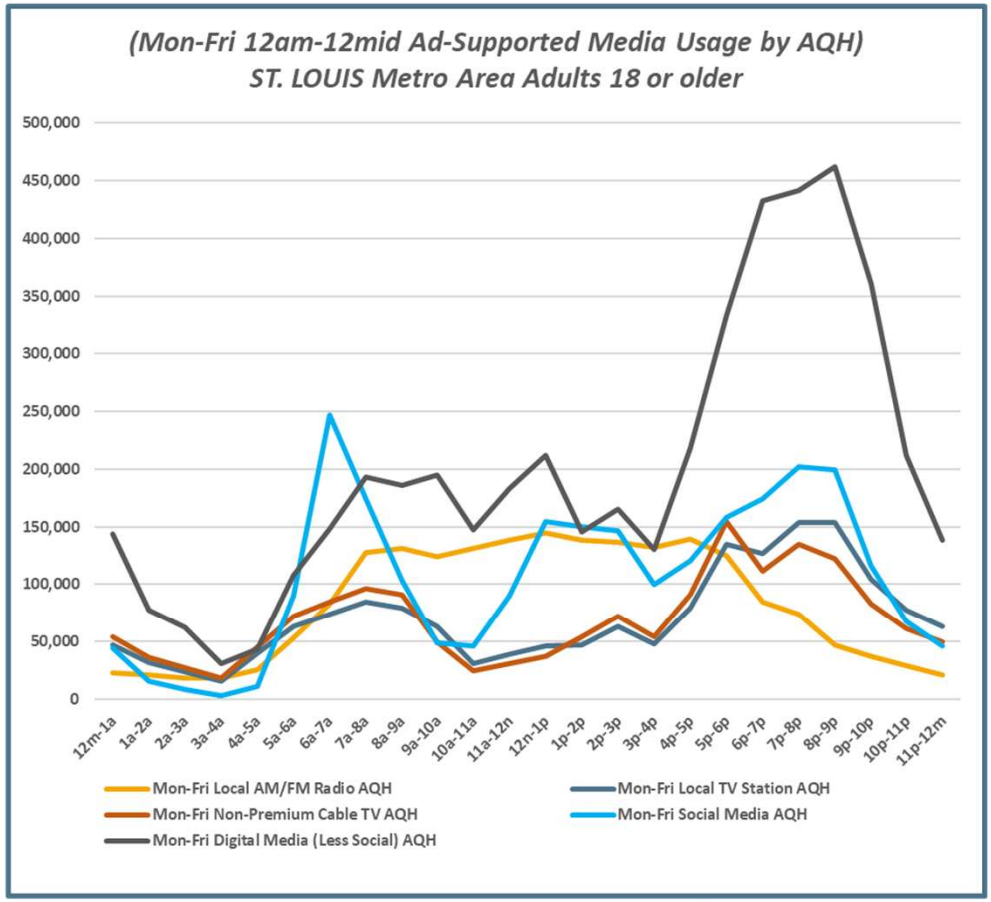
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Sit-down restaurants used past 30 days: The Pasta House Co.

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 21,042; Social Media: 14,246; Local Radio: 11,589; Non-Prem. Cable: 8,759; Local TV: 7,782 reaching Adults 18 or older who used IMO'S PIZZA in the past 30 days.





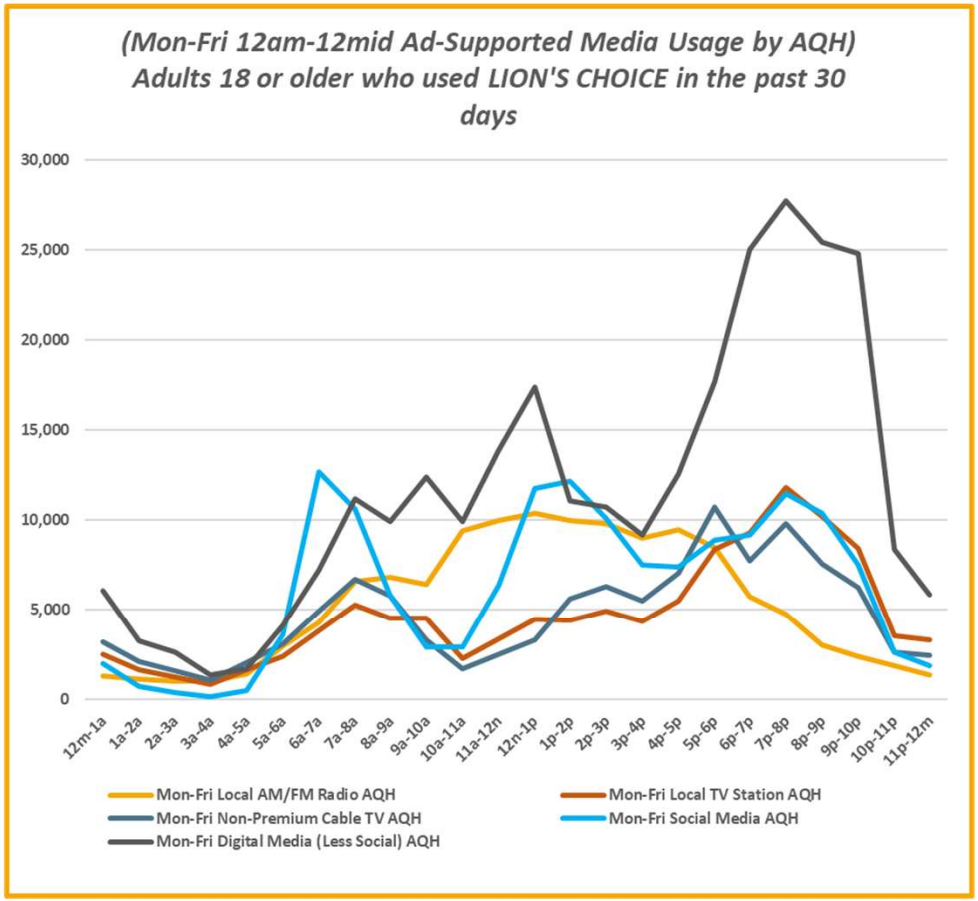
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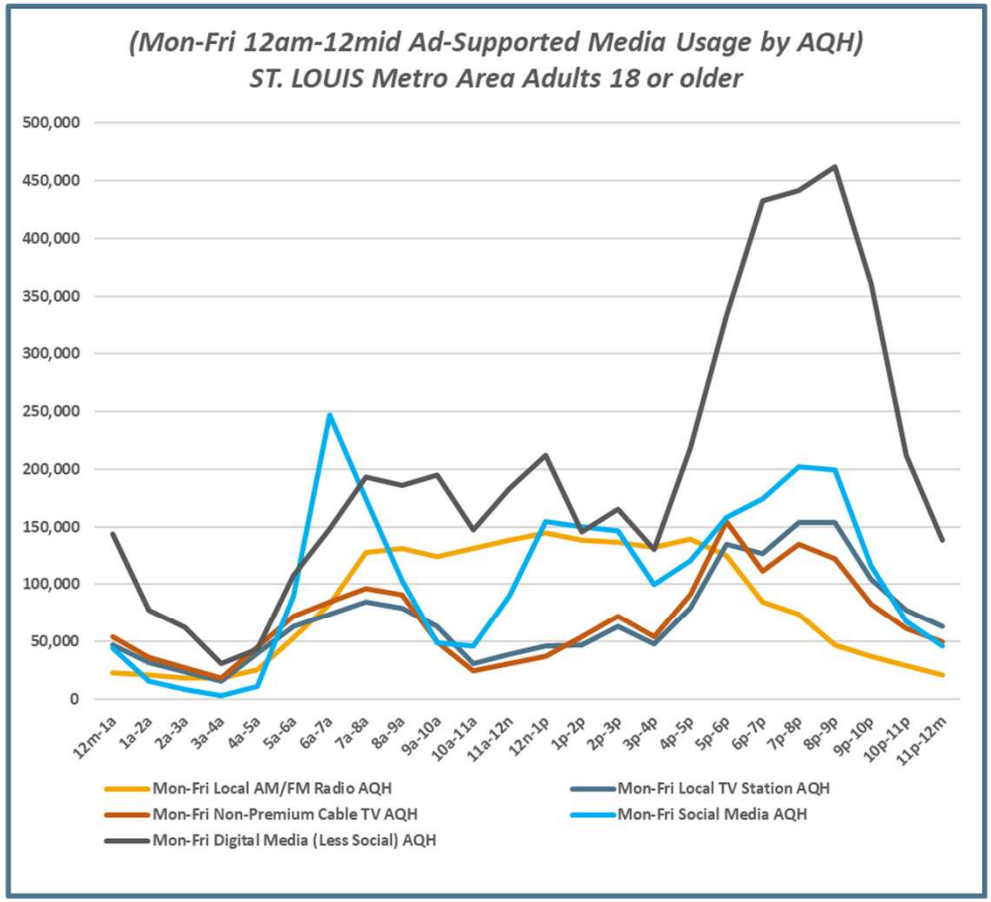
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Quick service restaurants used past 30 days: Imo's Pizza

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 12,930; Social Media: 8,318; Local Radio: 8,177; Non-Prem. Cable: 5,470; Local TV: 5,000 reaching Adults 18 or older who used LION'S CHOICE in the past 30 days.





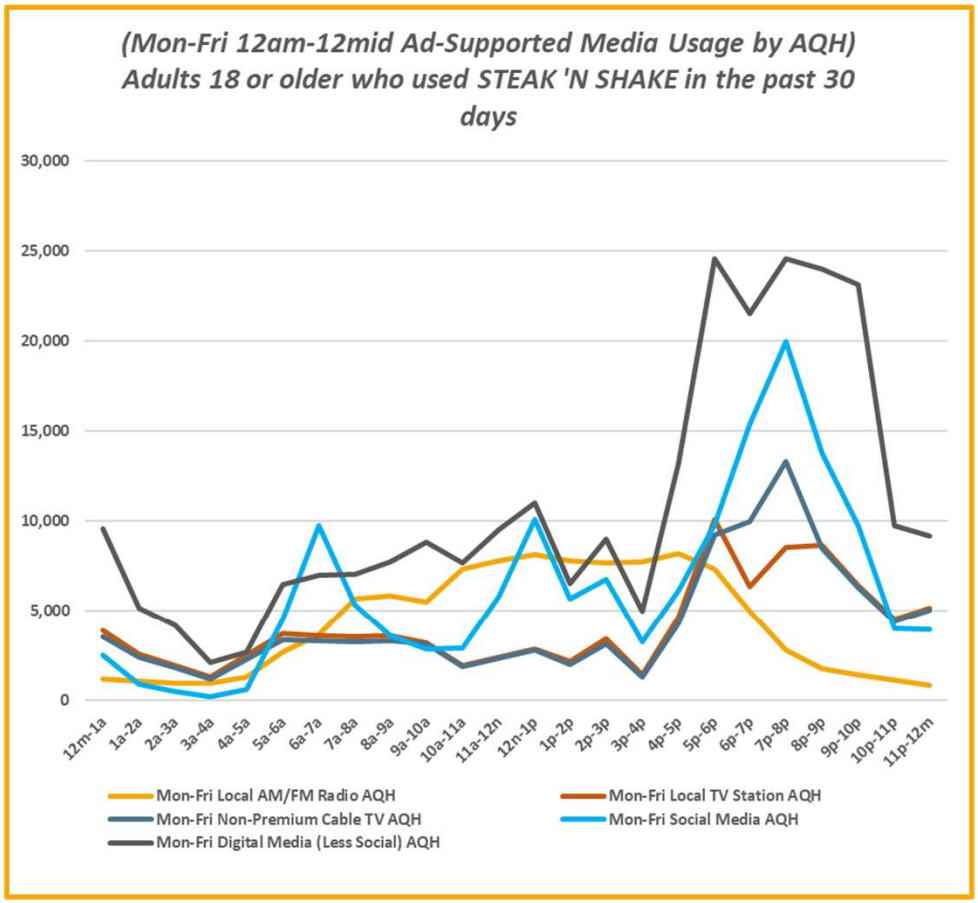
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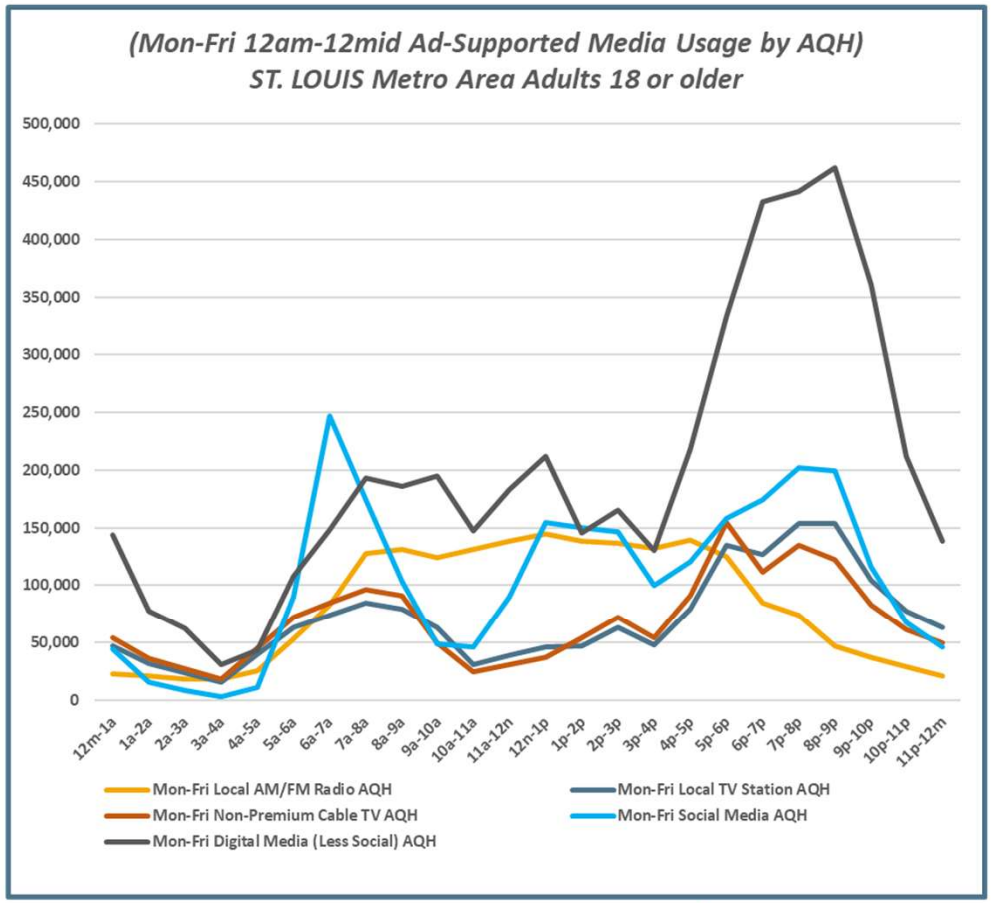
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Quick service restaurants used past 30 days: Lion's Choice

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 10,665; Local Radio: 6,738; Social Media: 6,704; Non-Prem. Cable: 3,838; Local TV: 3,782 reaching Adults 18 or older who used STEAK 'N SHAKE in the past 30 days.





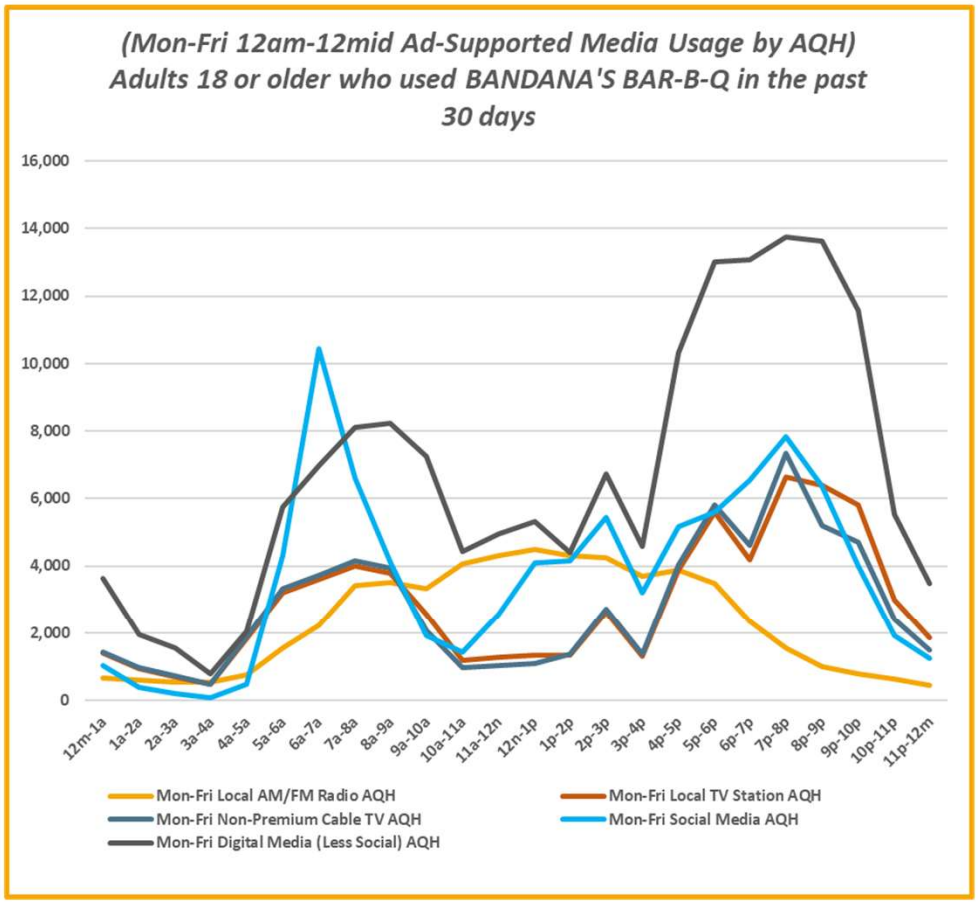
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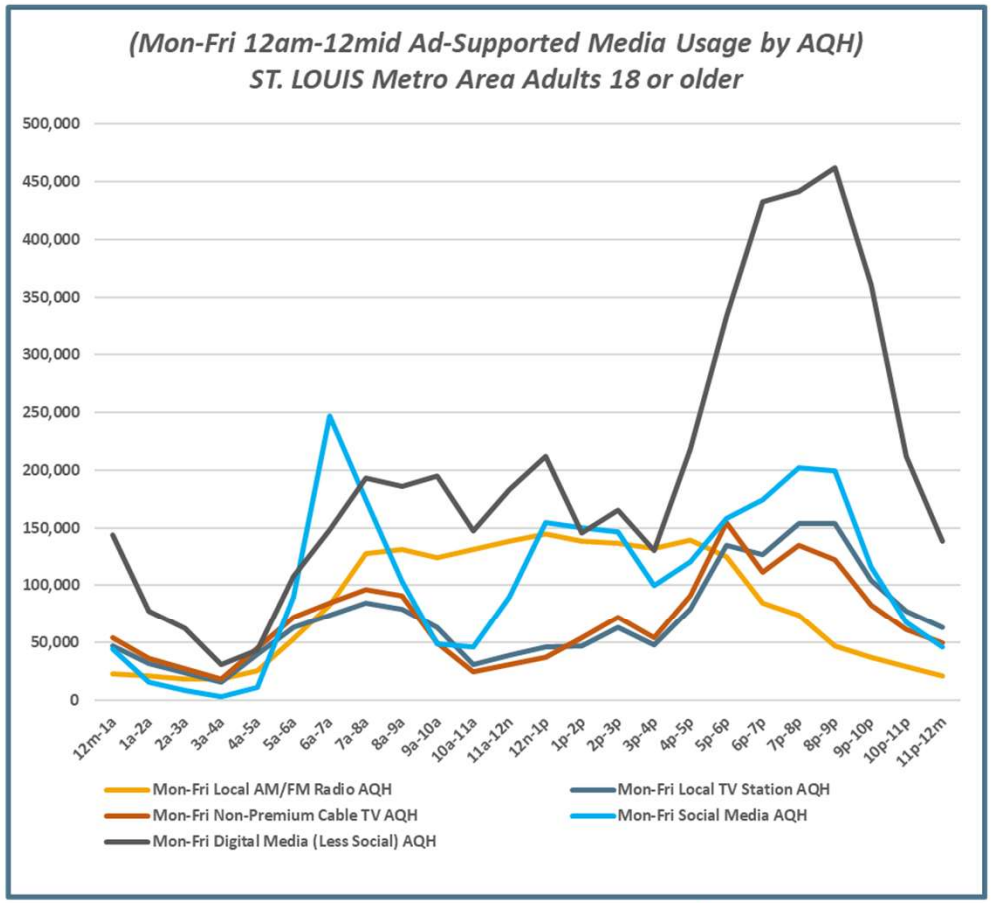
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Sit-down restaurants used past 30 days: Steak 'n Shake

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,489; Social Media: 4,715; Local Radio: 3,636; Non-Prem. Cable: 2,841; Local TV: 2,820 reaching Adults 18 or older who used BANDANA'S BAR-B-Q in the past 30 days.





ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 74

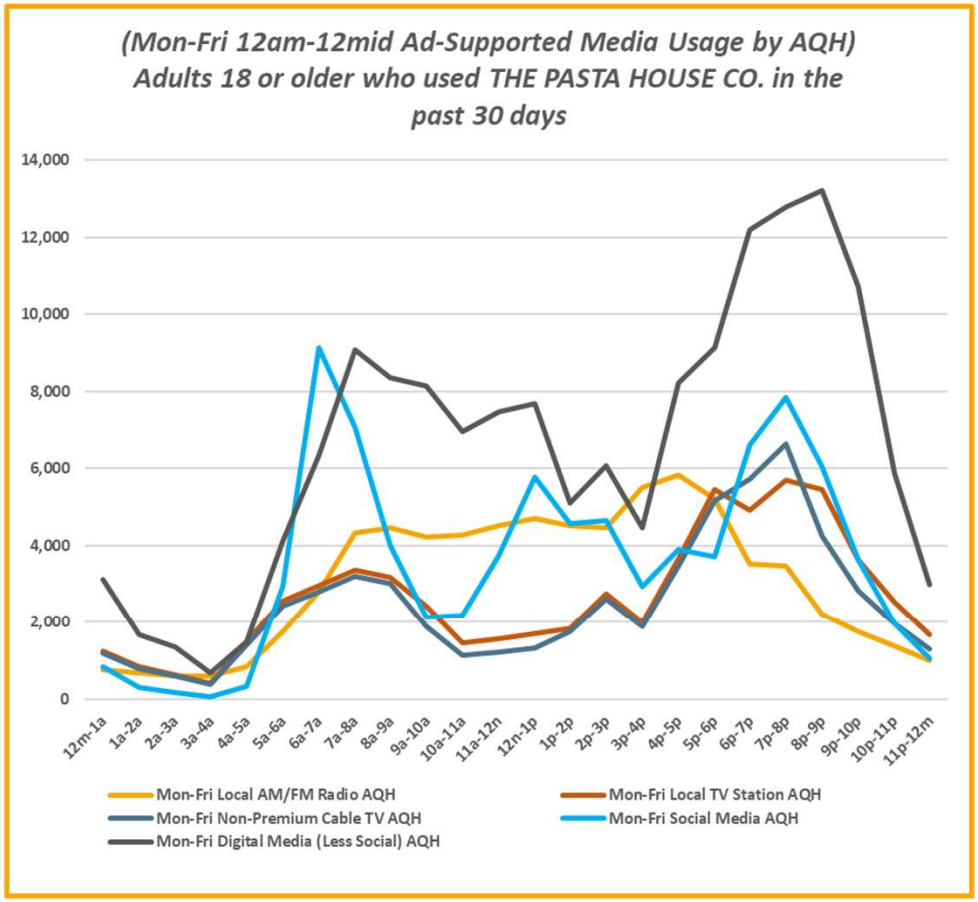
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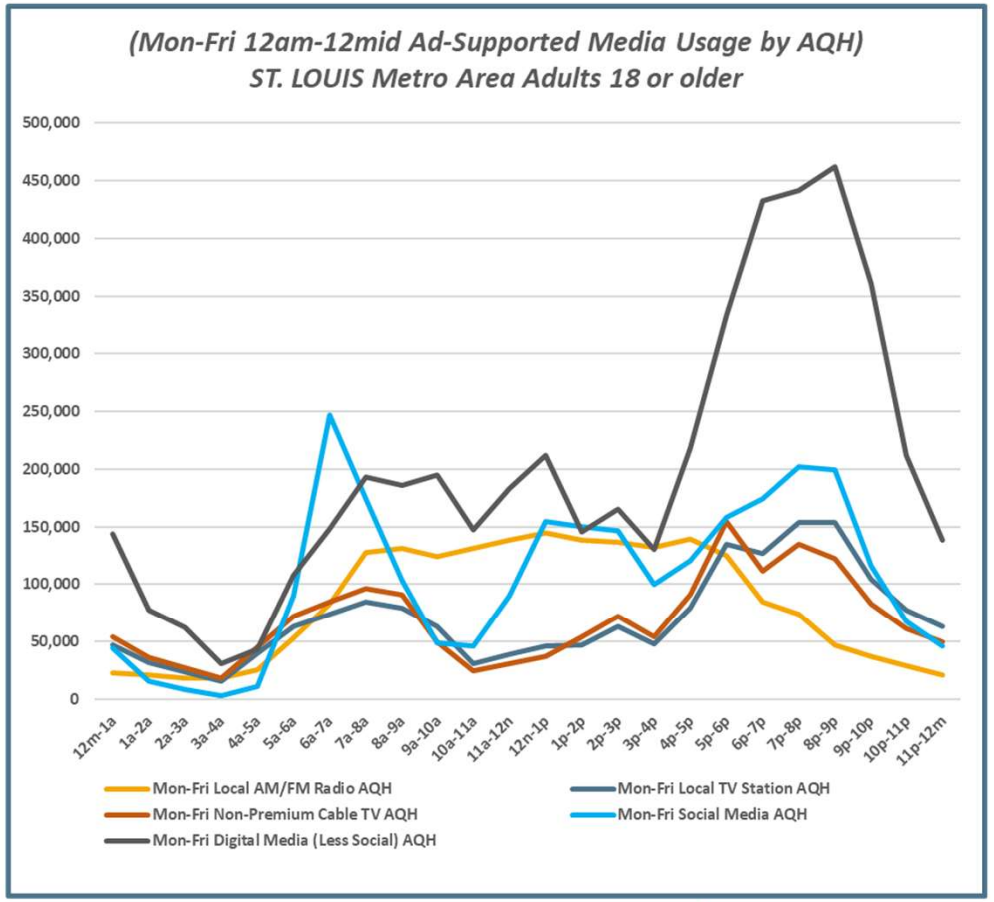
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Sit-down restaurants used past 30 days: Bandana's Bar-B-Q



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,635; Social Media: 4,651; Local Radio: 4,495; Local TV: 2,870; Non-Prem. Cable: 2,711 reaching Adults 18 or older who used THE PASTA HOUSE CO. in the past 30 days.





ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 94

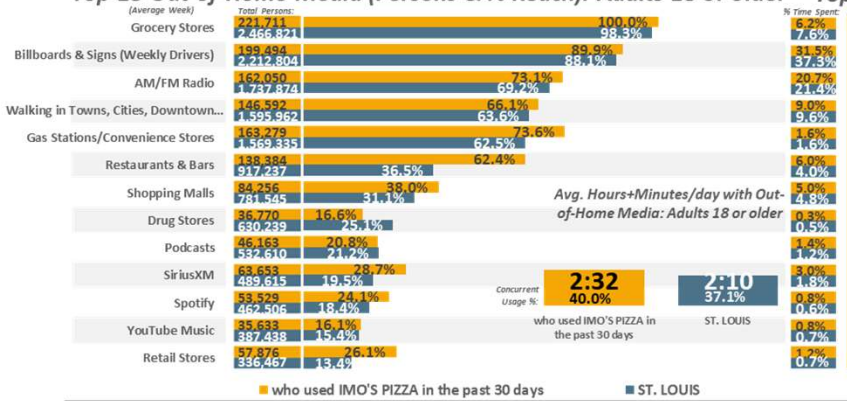
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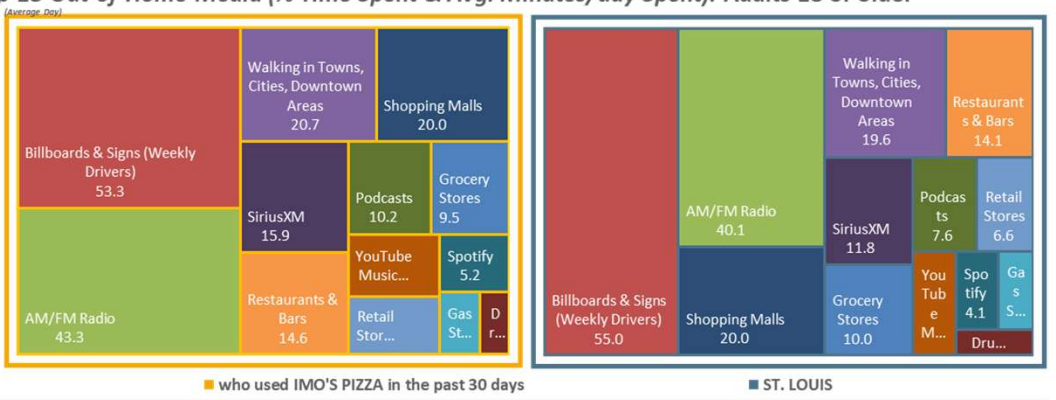
Sit-down restaurants used past 30 days: The Pasta House Co.

199,494 or 89.9% of Adults 18 or older who used IMO'S PIZZA in the past 30 days spend an average of 53.3 minutes per day driving, seeing Billboards and Signs. 70.% Listen to Local Radio Stations Out-of-Home for an average of 39.9 minutes/day.

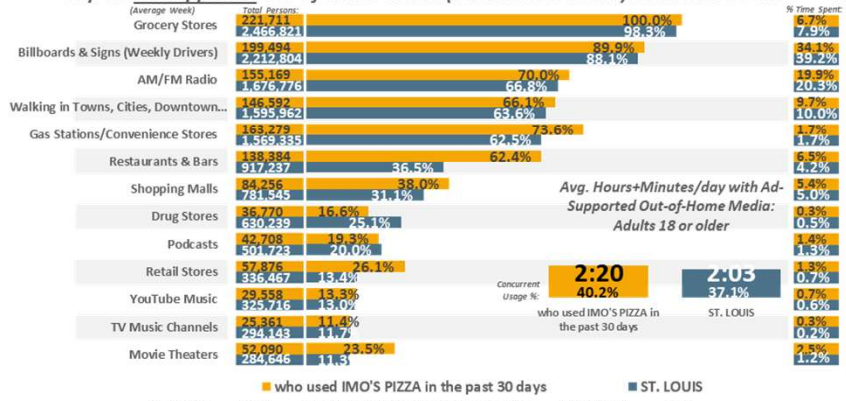
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



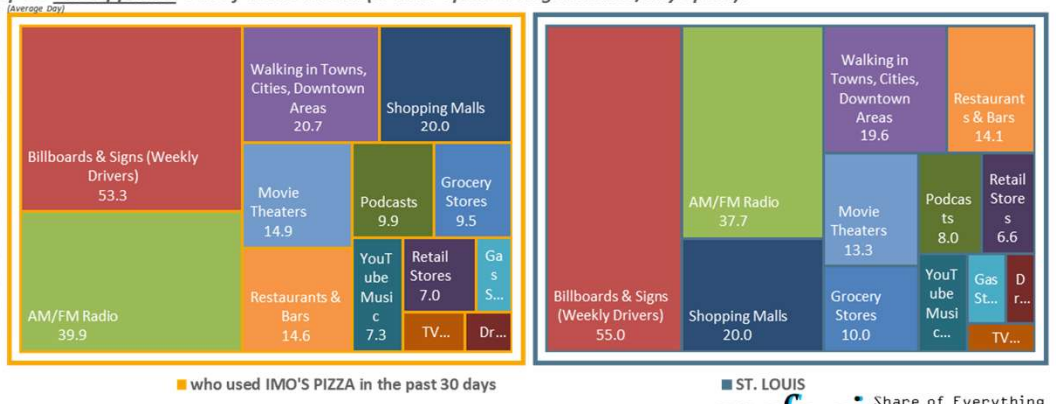
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 224

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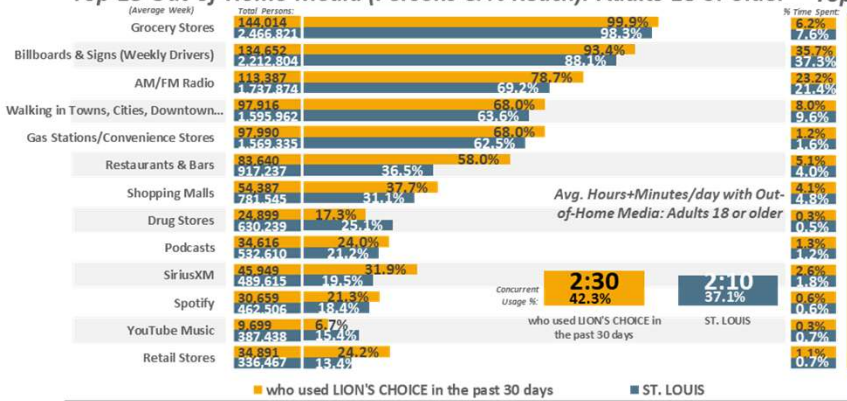
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Quick service restaurants used past 30 days: Imo's Pizza

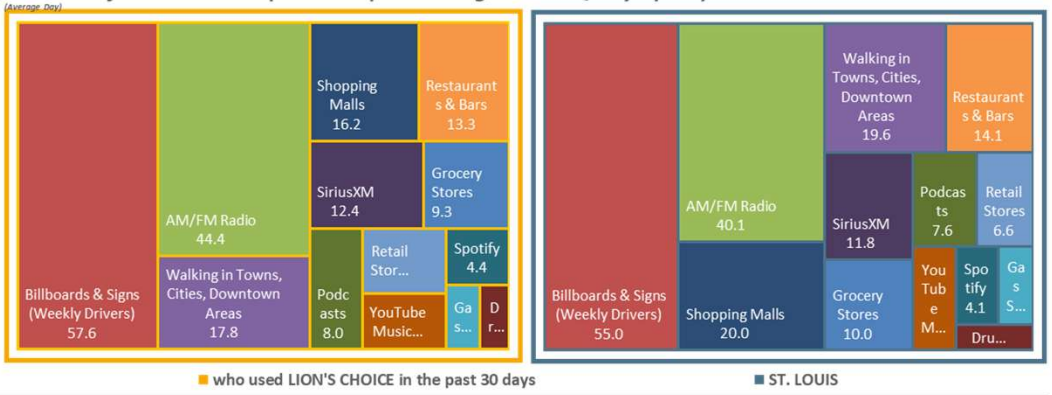


134,652 or 93.4% of Adults 18 or older who used LION'S CHOICE in the past 30 days spend an average of 57.6 minutes per day driving, seeing Billboards and Signs. 74.5% Listen to Local Radio Stations Out-of-Home for an average of 41.6 minutes/day.

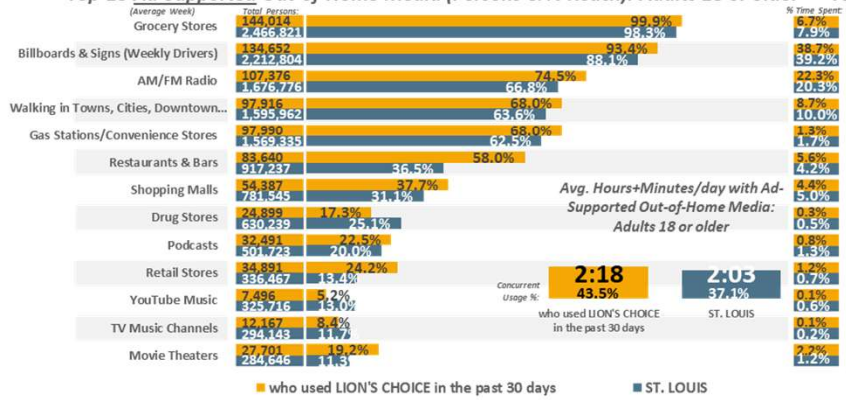
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



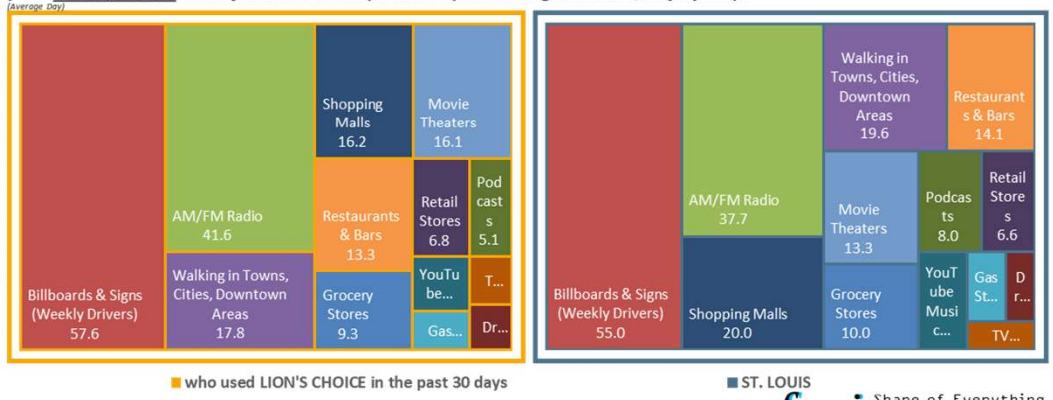
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 135

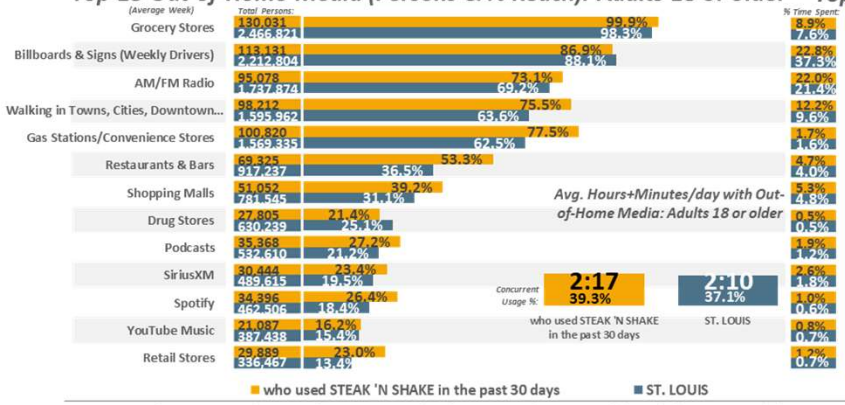
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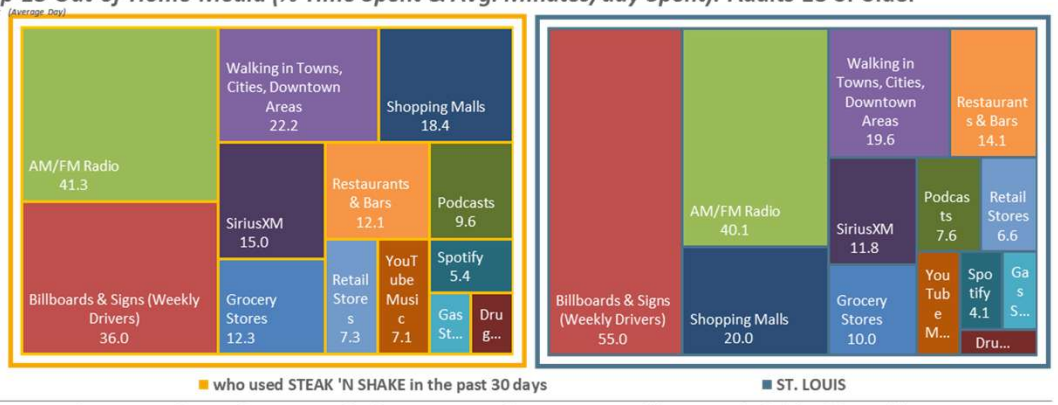
Quick service restaurants used past 30 days: Lion's Choice

113,131 or 86.9% of Adults 18 or older who used STEAK 'N SHAKE in the past 30 days spend an average of 36. minutes per day driving, seeing Billboards and Signs. 66.5% Listen to Local Radio Stations Out-of-Home for an average of 32.4 minutes/day.

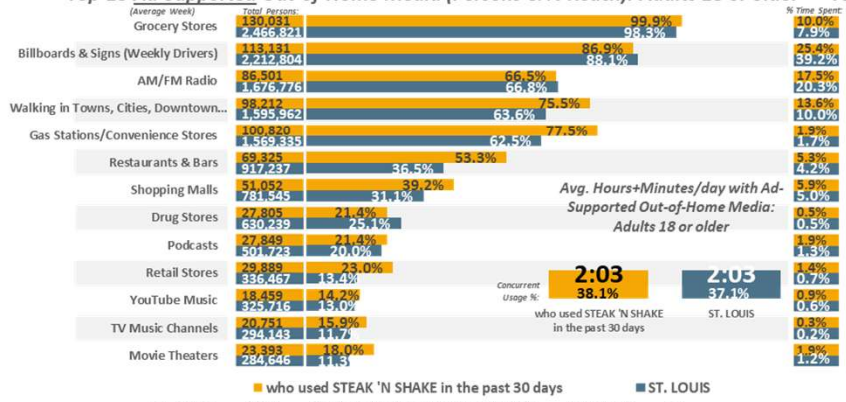
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



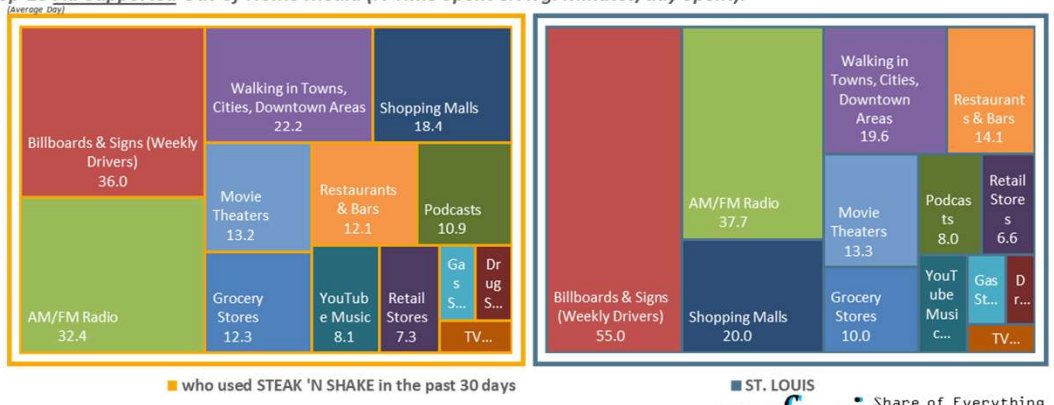
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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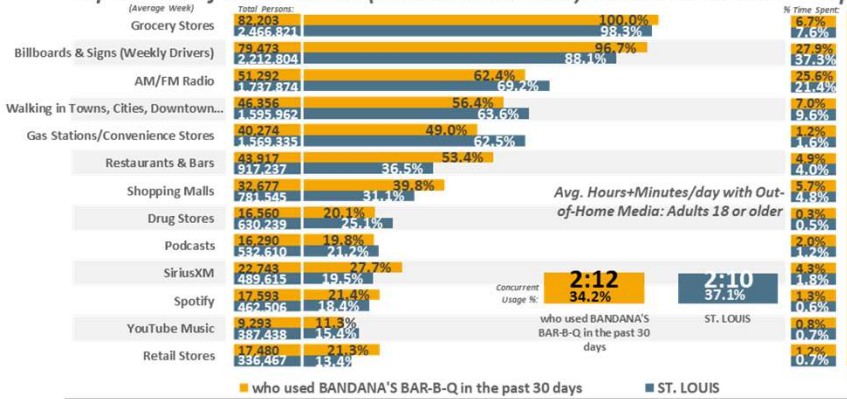
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Sit-down restaurants used past 30 days: Steak 'n Shake

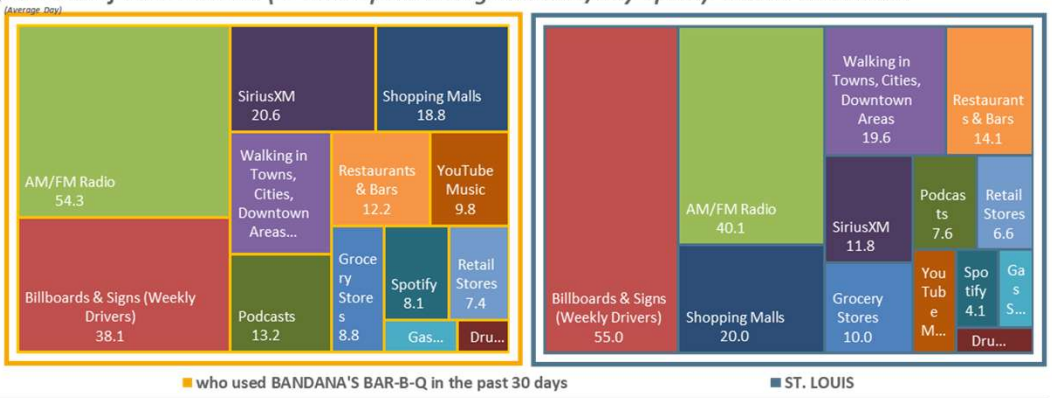


79,473 or 96.7% of Adults 18 or older who used BANDANA'S BAR-B-Q in the past 30 days spend an average of 38.1 minutes per day driving, seeing Billboards and Signs. 57.2% Listen to Local Radio Stations Out-of-Home for an average of 48.2 minutes/day.

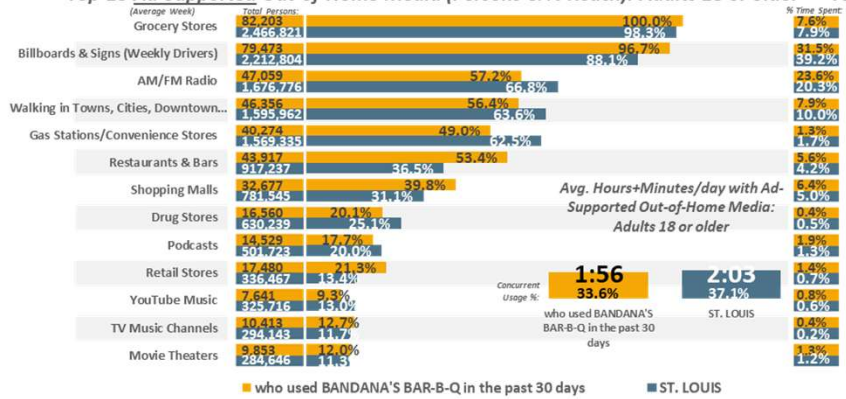
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



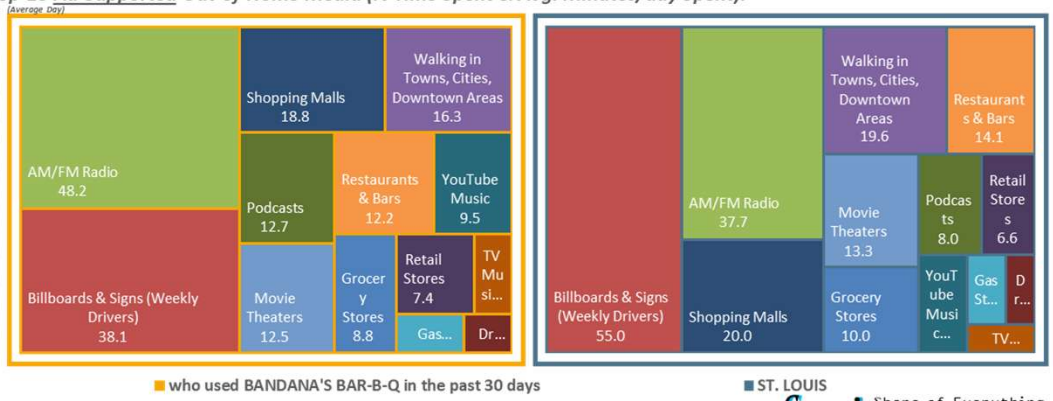
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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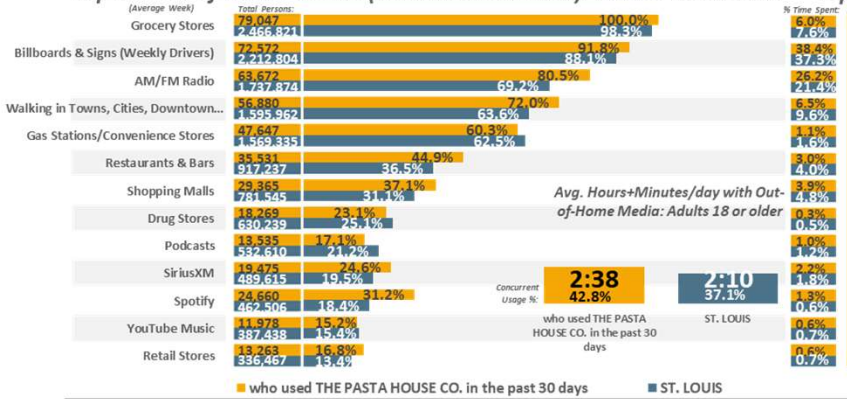
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Sit-down restaurants used past 30 days: Bandana's Bar-B-Q

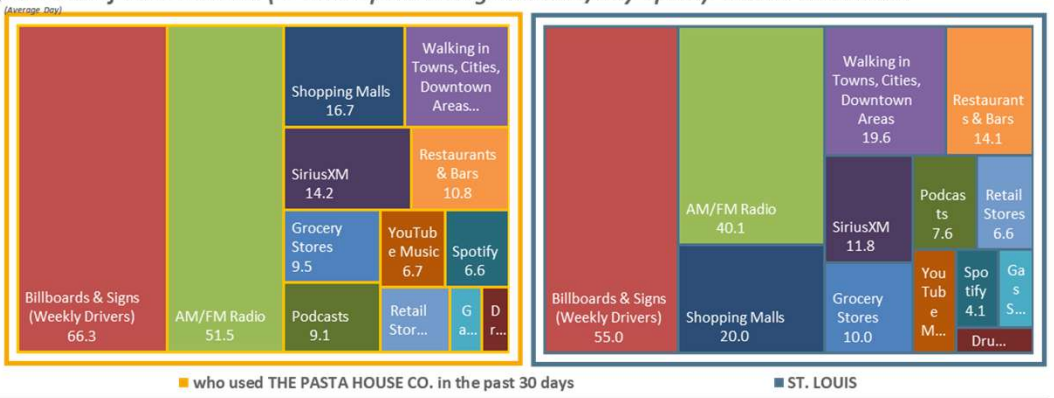


72,572 or 91.8% of Adults 18 or older who used THE PASTA HOUSE CO. in the past 30 days spend an average of 66.3 minutes per day driving, seeing Billboards and Signs. 77.7% Listen to Local Radio Stations Out-of-Home for an average of 49.4 minutes/day.

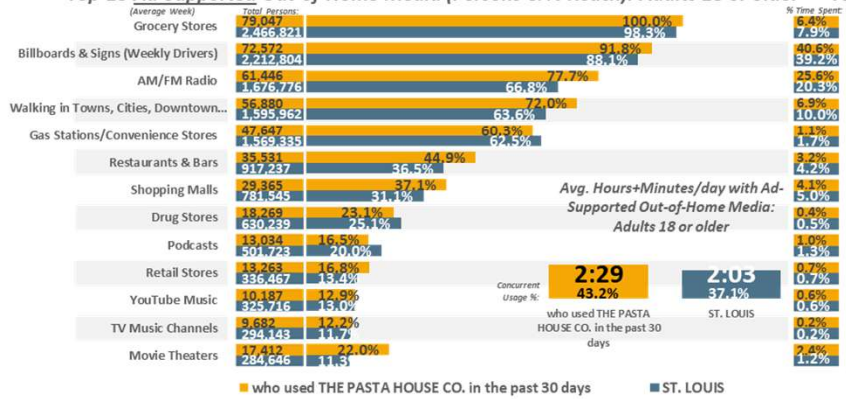
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



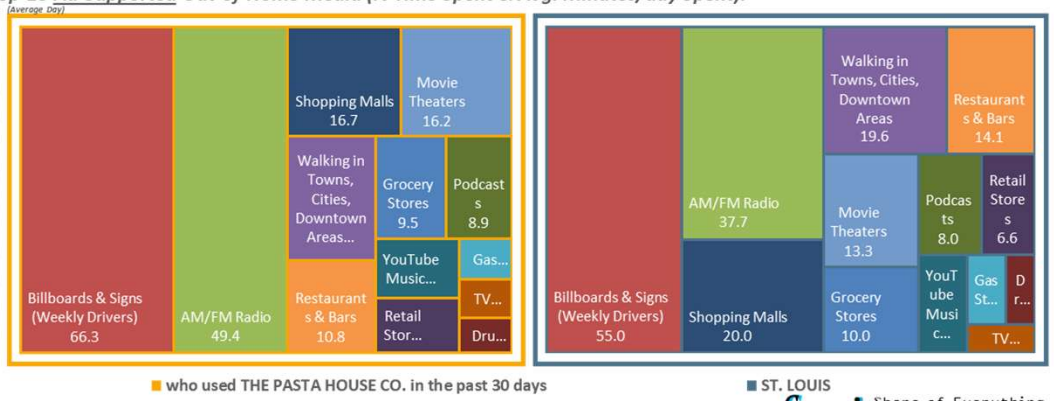
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 94

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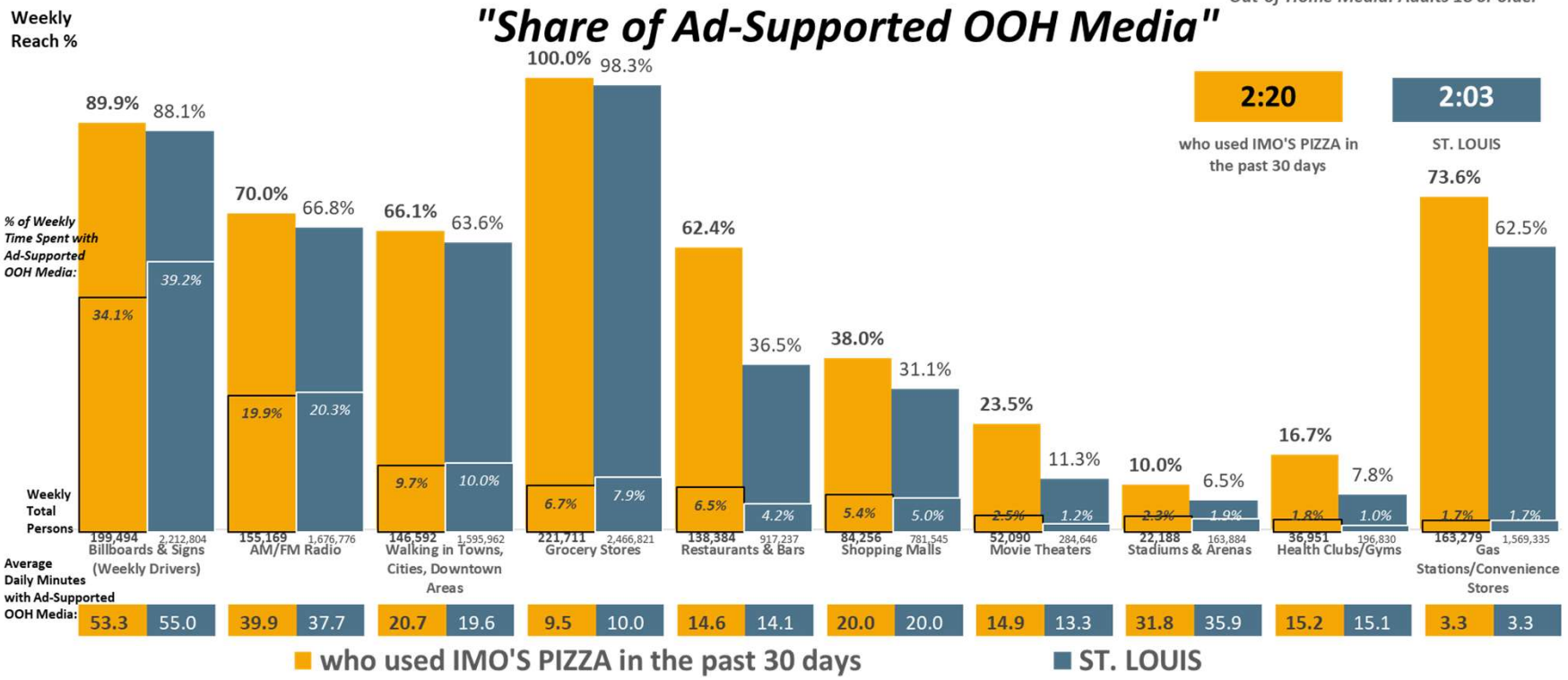
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Sit-down restaurants used past 30 days: The Pasta House Co.

199,494 or 89.9% of Adults 18 or older who used IMO'S PIZZA in the past 30 days spend an average of 53.3 minutes per day driving, seeing Billboards and Signs representing 34.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 224 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

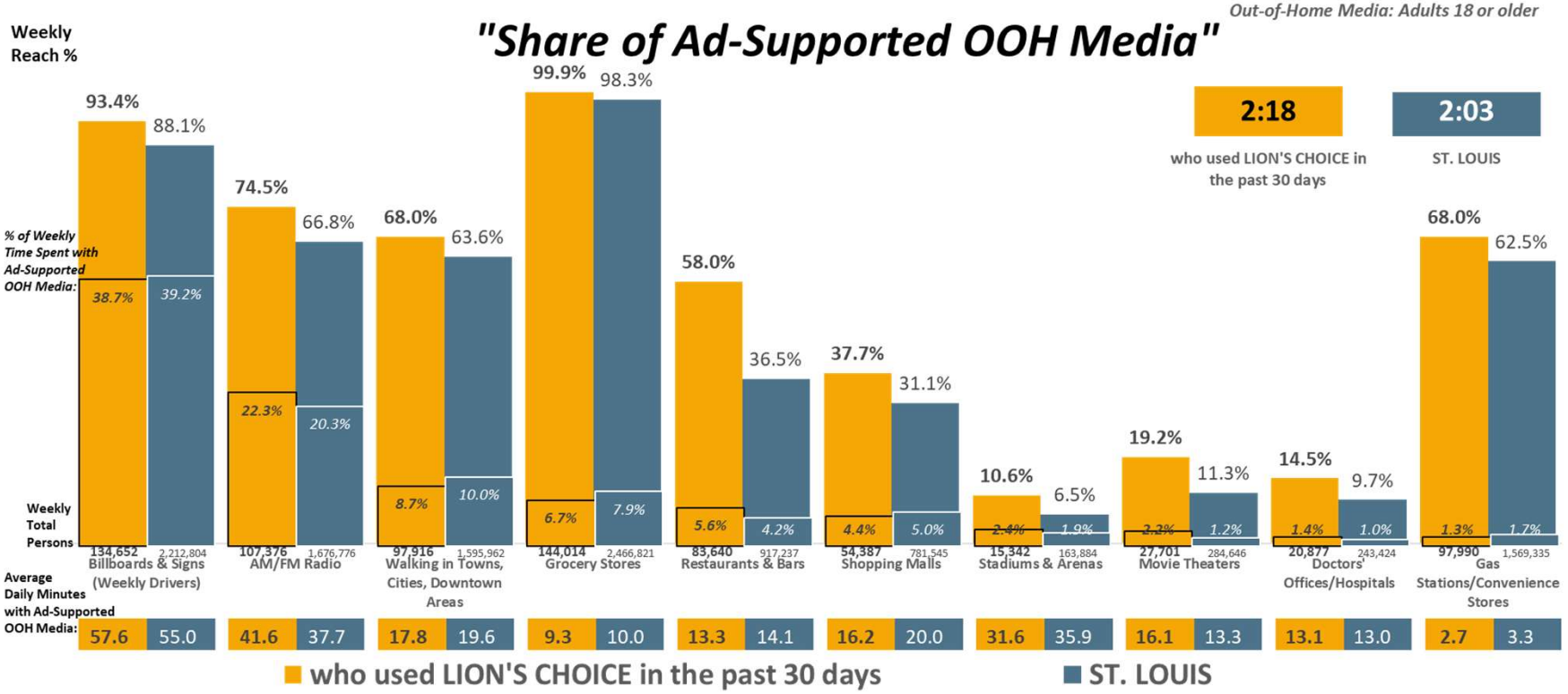
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Quick service restaurants used past 30 days: Imo's Pizza

134,652 or 93.4% of Adults 18 or older who used LION'S CHOICE in the past 30 days spend an average of 57.6 minutes per day driving, seeing Billboards and Signs representing 38.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 135 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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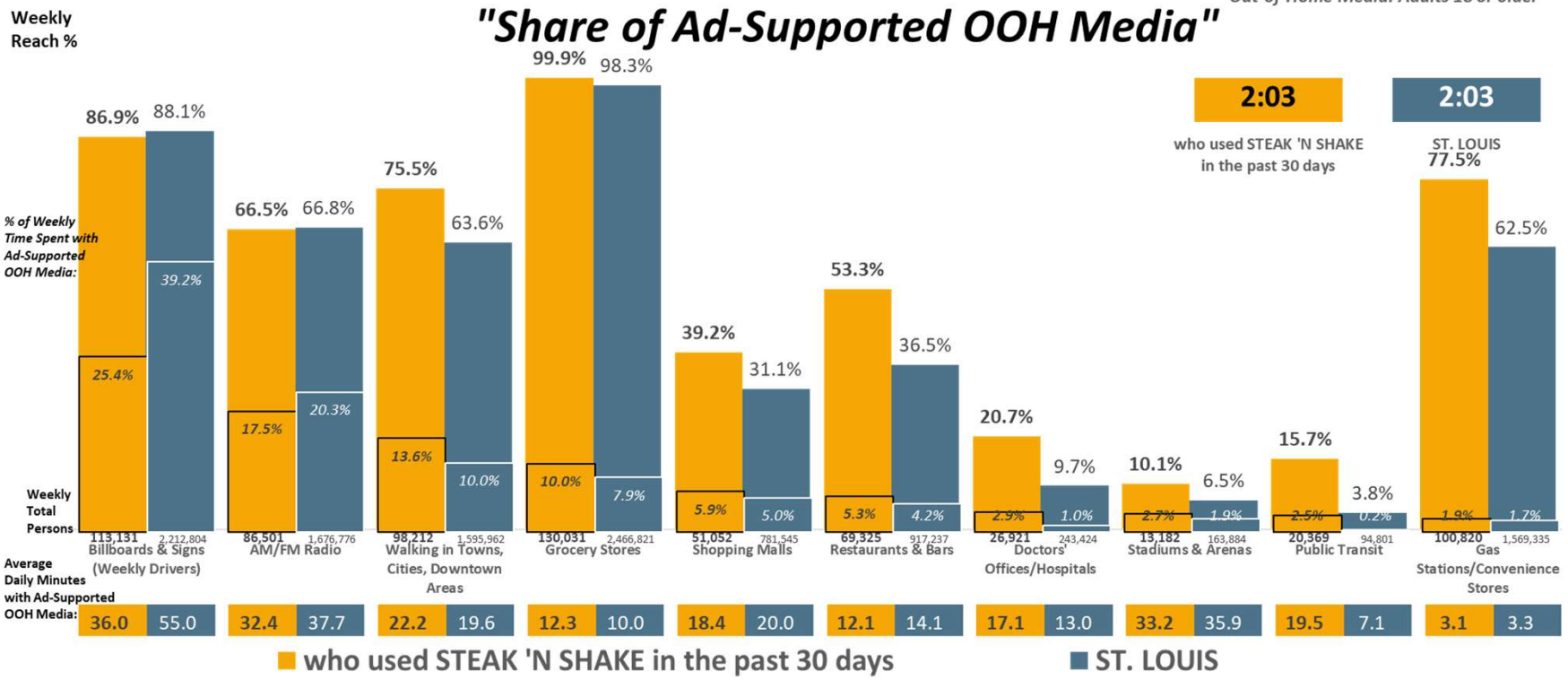
soefa.ai Share of Everything for Anything ©

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

113,131 or 86.9% of Adults 18 or older who used STEAK 'N SHAKE in the past 30 days spend an average of 36. minutes per day driving, seeing Billboards and Signs representing 25.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 97 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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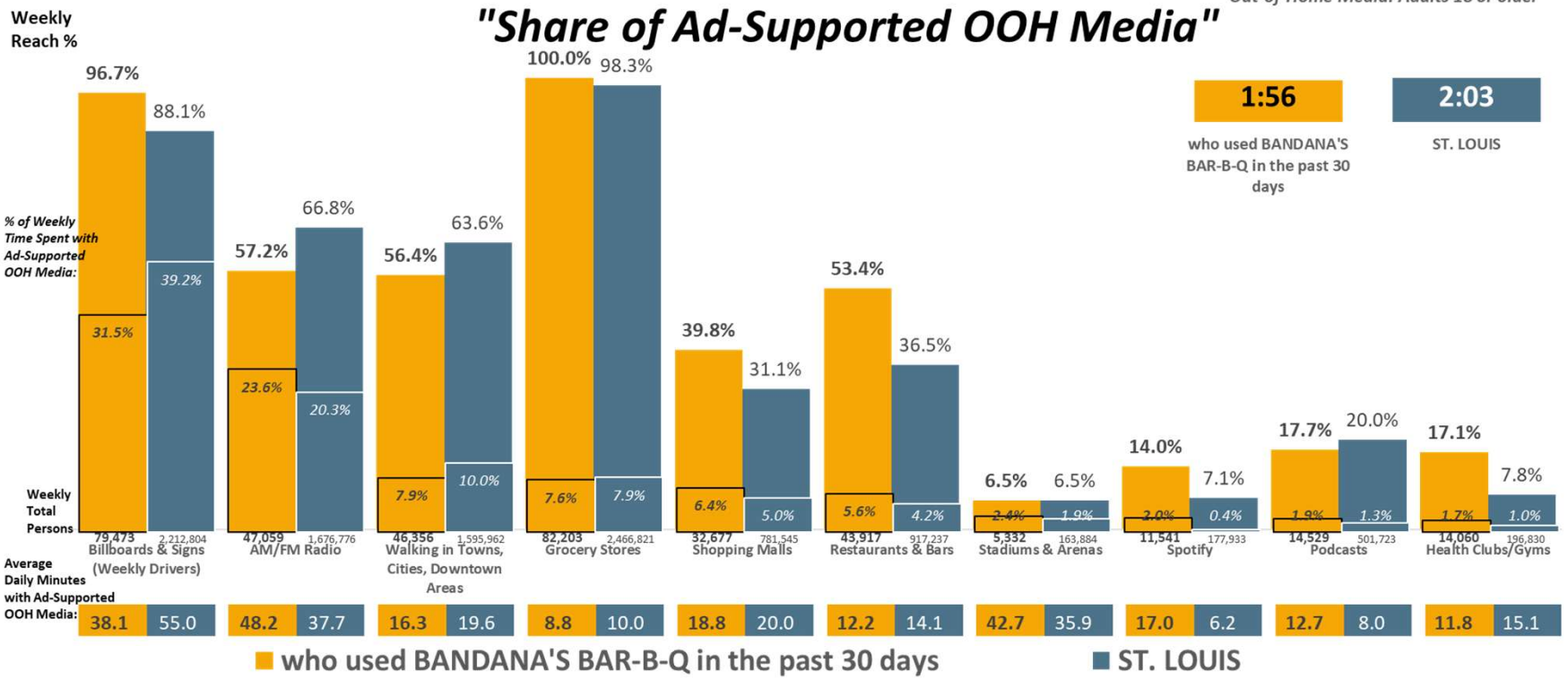
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Sit-down restaurants used past 30 days: Steak 'n Shake

79,473 or 96.7% of Adults 18 or older who used BANDANA'S BAR-B-Q in the past 30 days spend an average of 38.1 minutes per day driving, seeing Billboards and Signs representing 31.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 74 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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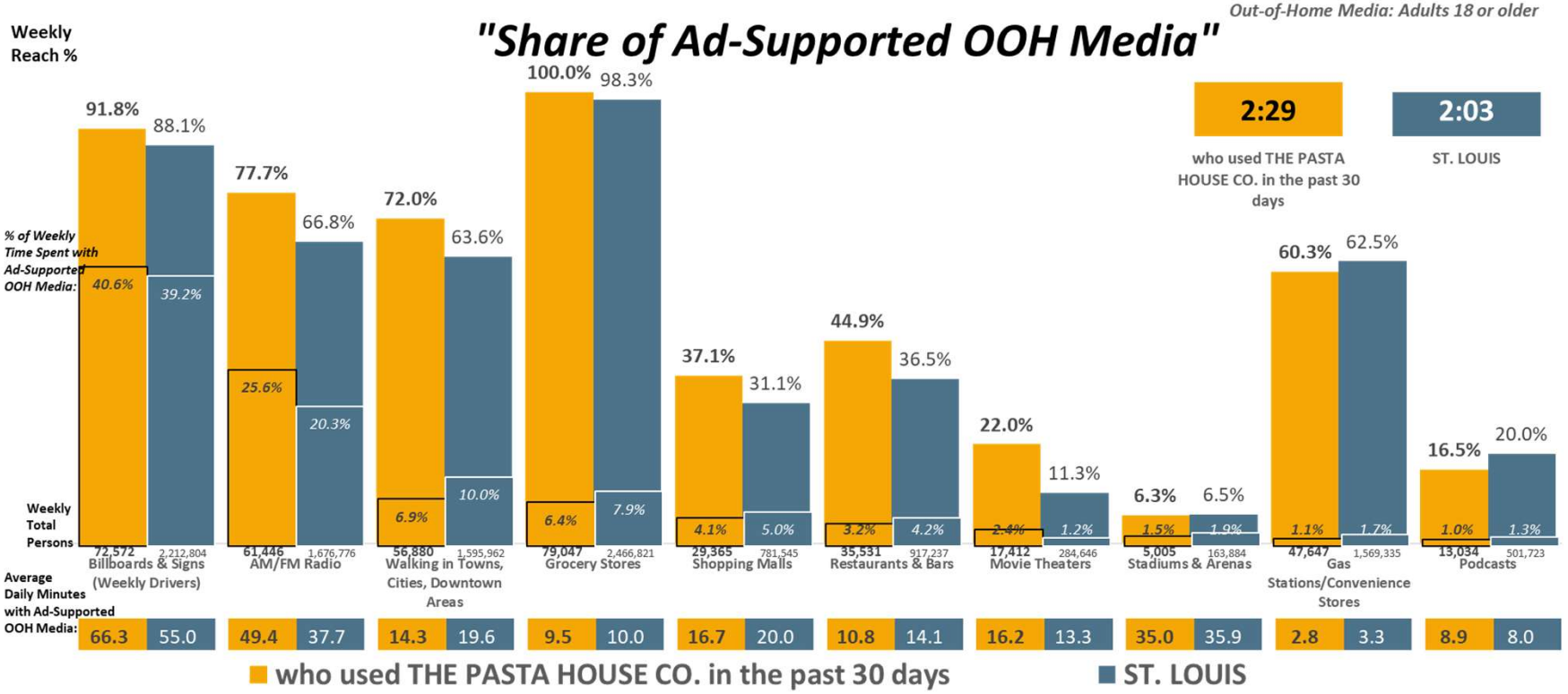
soefa.ai Share of Everything for Anything ©

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



72,572 or 91.8% of Adults 18 or older who used THE PASTA HOUSE CO. in the past 30 days spend an average of 66.3 minutes per day driving, seeing Billboards and Signs representing 40.6% 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



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 94 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

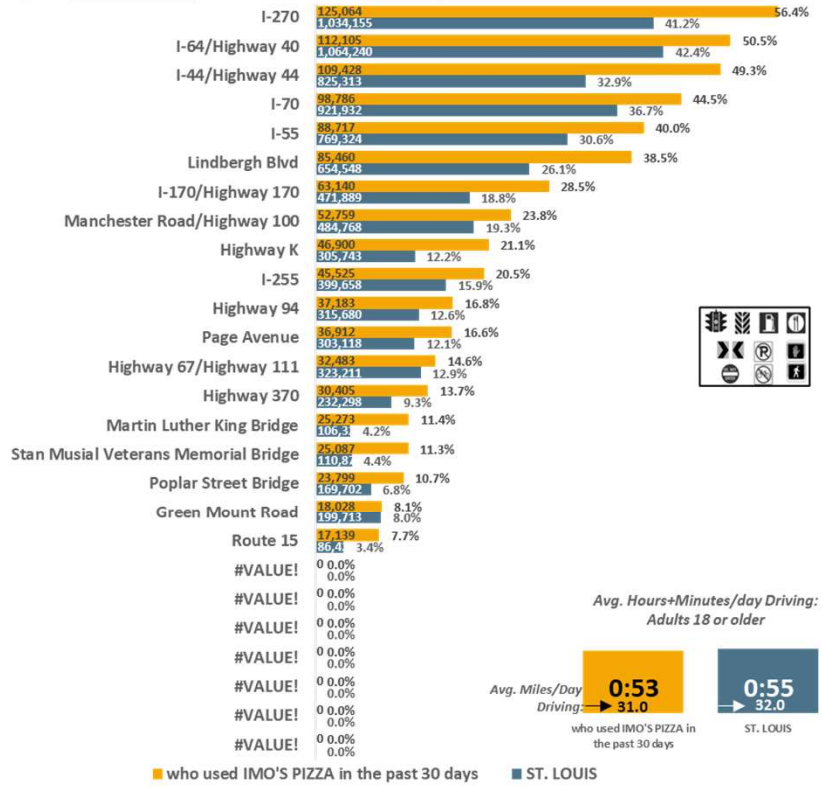
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Sit-down restaurants used past 30 days: The Pasta House Co.

199,494 or 89.9% of Adults 18 or older who used IMO'S PIZZA in the past 30 days spend an average of 53.3 minutes per day driving an average of 31. miles each day and are 169.1% more likely to use Martin Luther King Bridge than the Metro average.

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



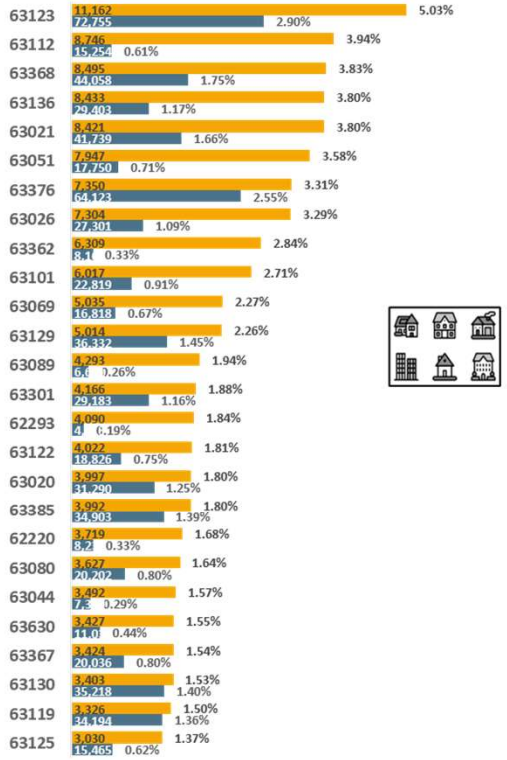
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 31.0

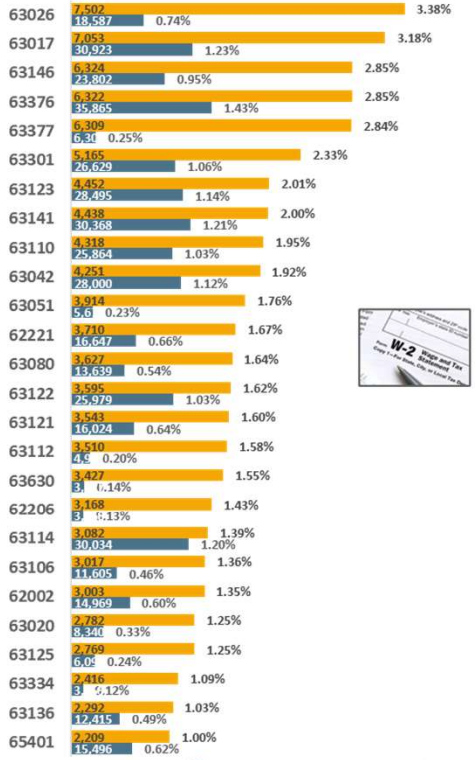
0:53 who used IMO'S PIZZA in the past 30 days

0:55 ST. LOUIS

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 224

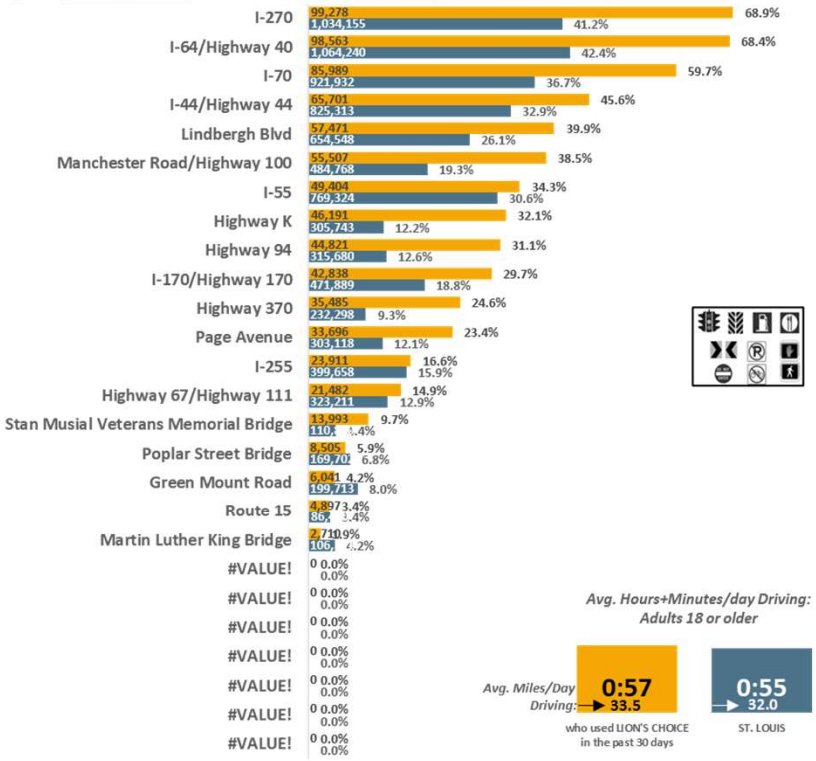
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Quick service restaurants used past 30 days: Imo's Pizza



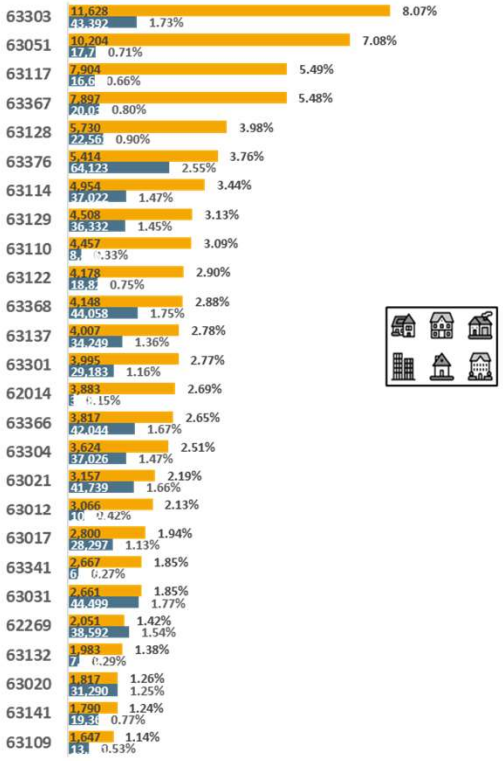
134,652 or 93.4% of Adults 18 or older who used LION'S CHOICE in the past 30 days spend an average of 57.6 minutes per day driving an average of 33.5 miles each day and are 166.1% more likely to use Highway 370 than the Metro average.

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

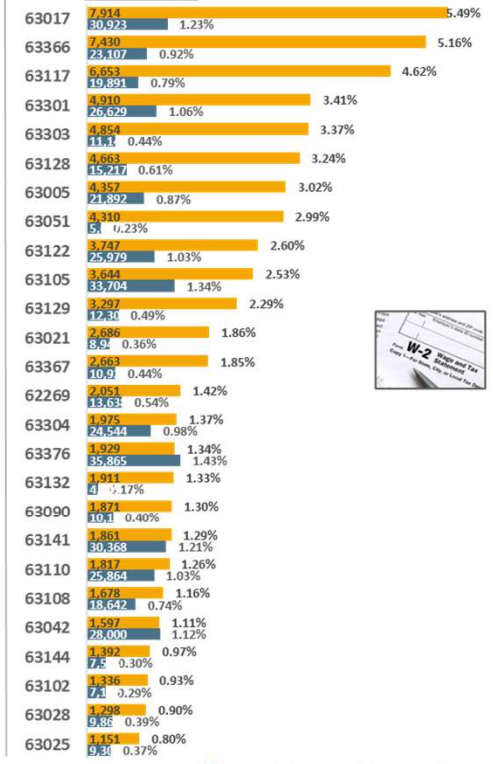


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 135

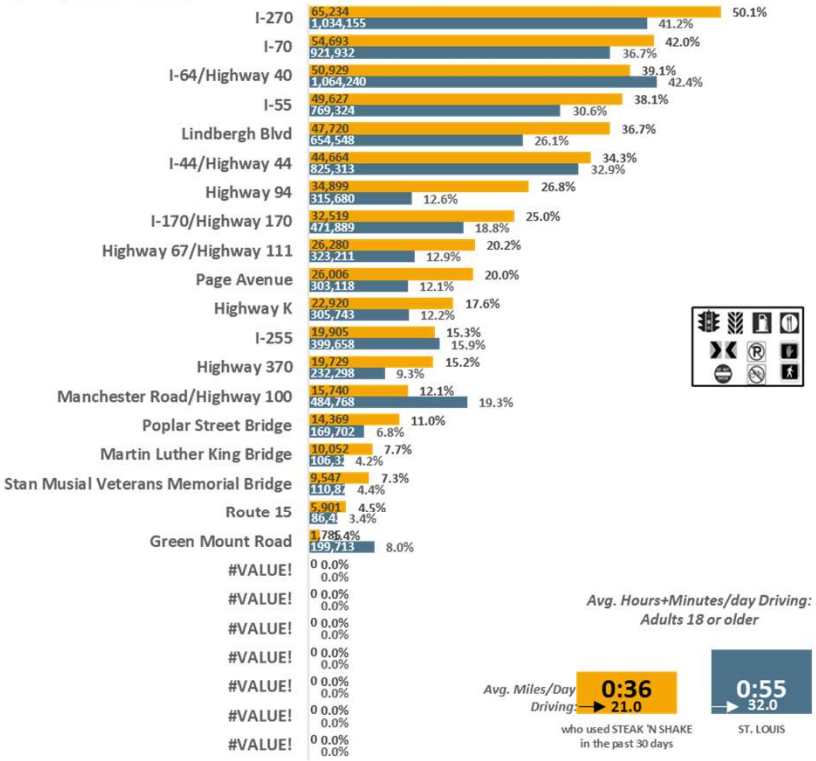
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Quick service restaurants used past 30 days: Lion's Choice



113,131 or 86.9% of Adults 18 or older who used STEAK 'N SHAKE in the past 30 days spend an average of 36. minutes per day driving an average of 21. miles each day and are 113.3% more likely to use Highway 94 than the Metro average.

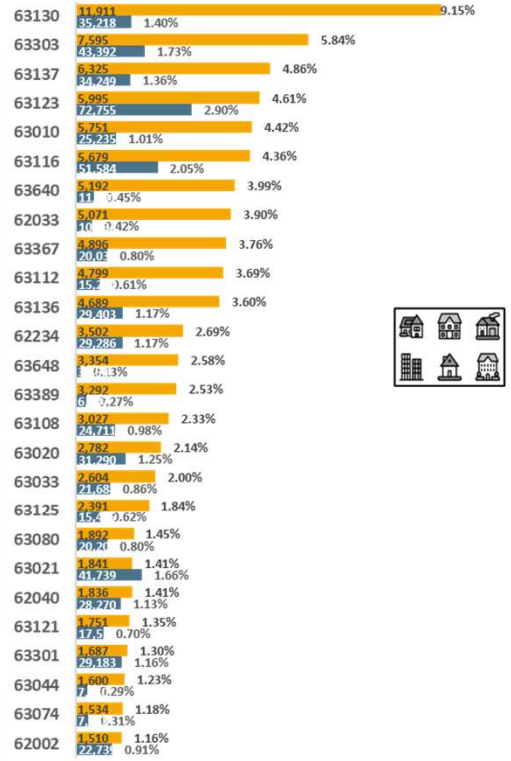
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



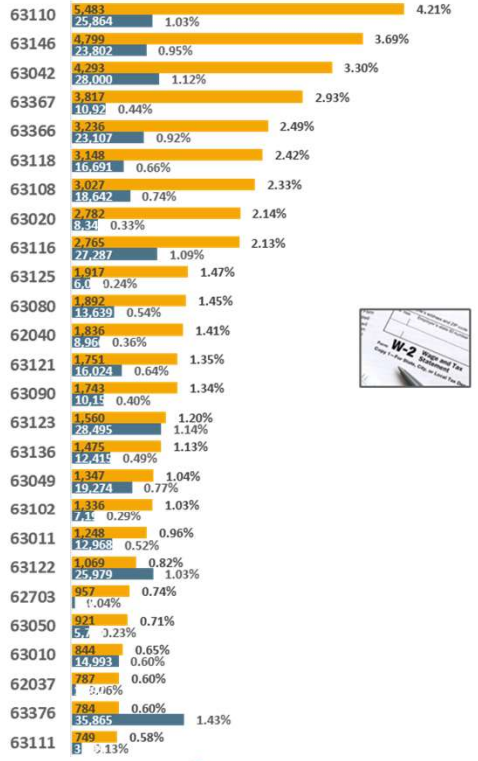
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 97

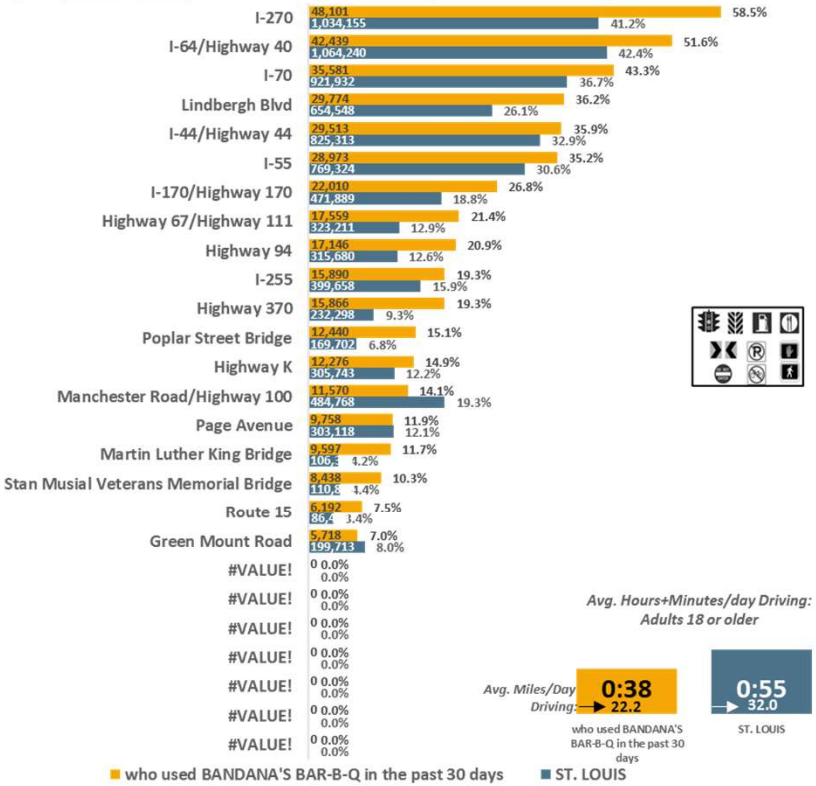
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Sit-down restaurants used past 30 days: Steak 'n Shake



79,473 or 96.7% of Adults 18 or older who used BANDANA'S BAR-B-Q in the past 30 days spend an average of 38.1 minutes per day driving an average of 22.2 miles each day and are 175.7% more likely to use Martin Luther King Bridge than the Metro average.

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



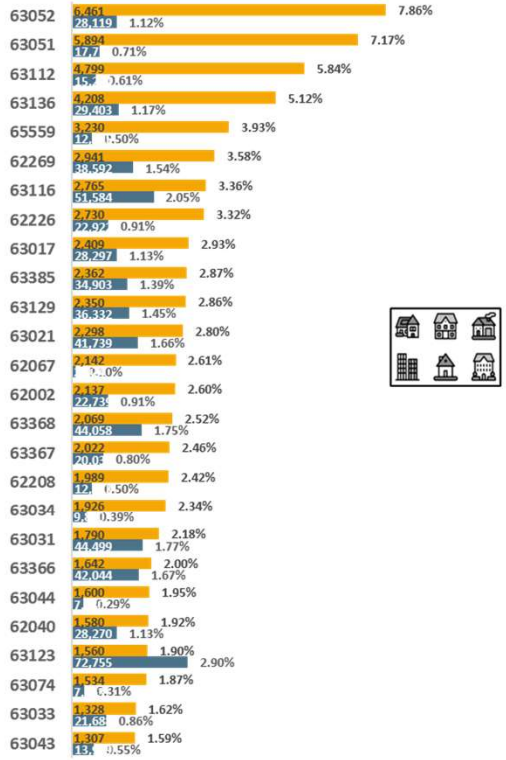
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: → 22.2

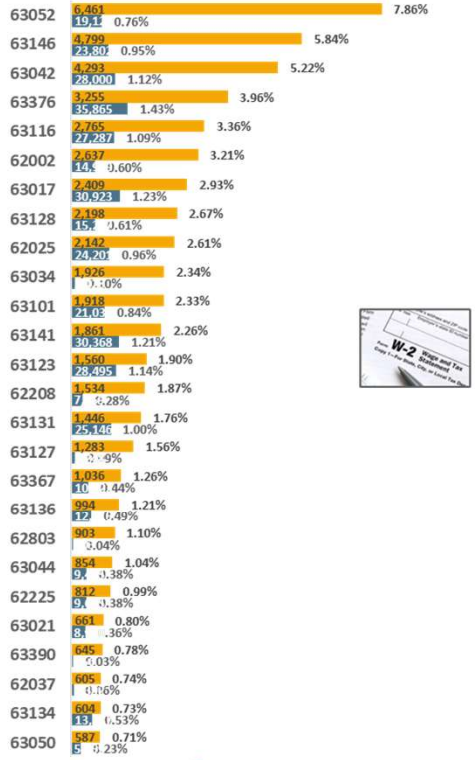
0:38 who used BANDANA'S BAR-B-Q in the past 30 days

0:55 → 32.0 ST. LOUIS

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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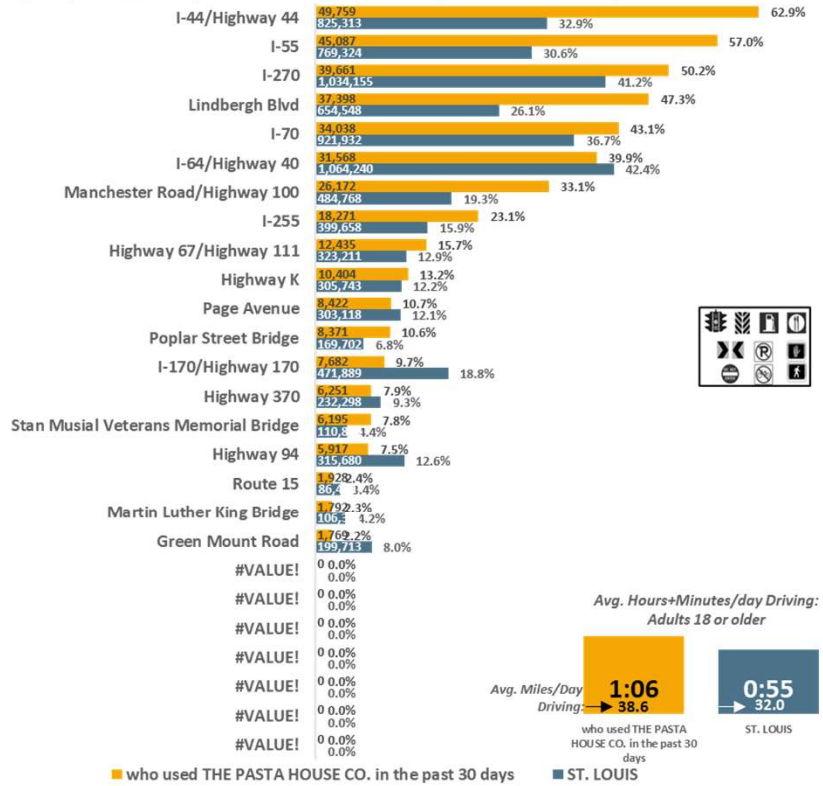
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Sit-down restaurants used past 30 days: Bandana's Bar-B-Q



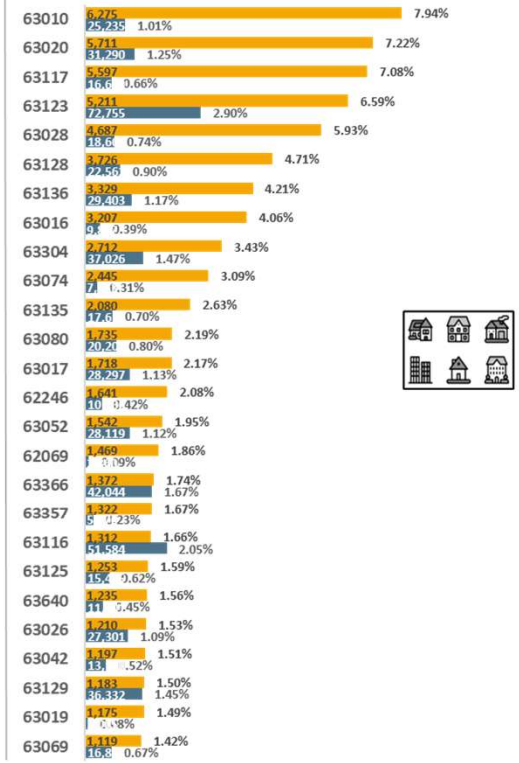
72,572 or 91.8% of Adults 18 or older who used THE PASTA HOUSE CO. in the past 30 days spend an average of 66.3 minutes per day driving an average of 38.6 miles each day and are 91.5% more likely to use I-44/Highway 44 than the Metro average.

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

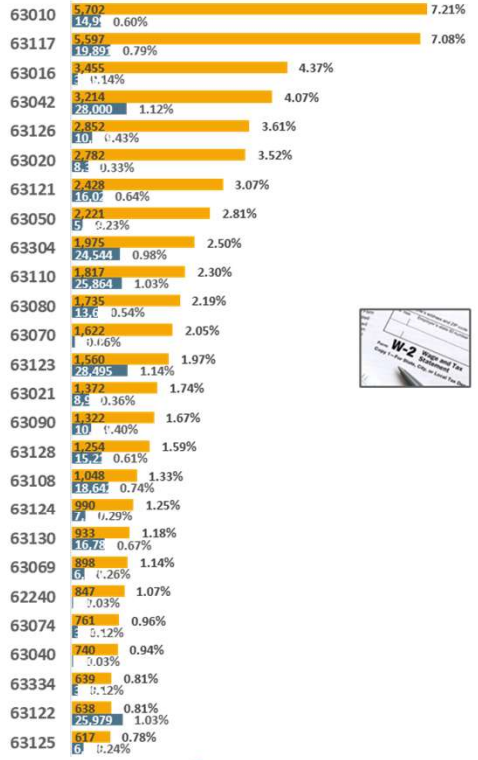


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



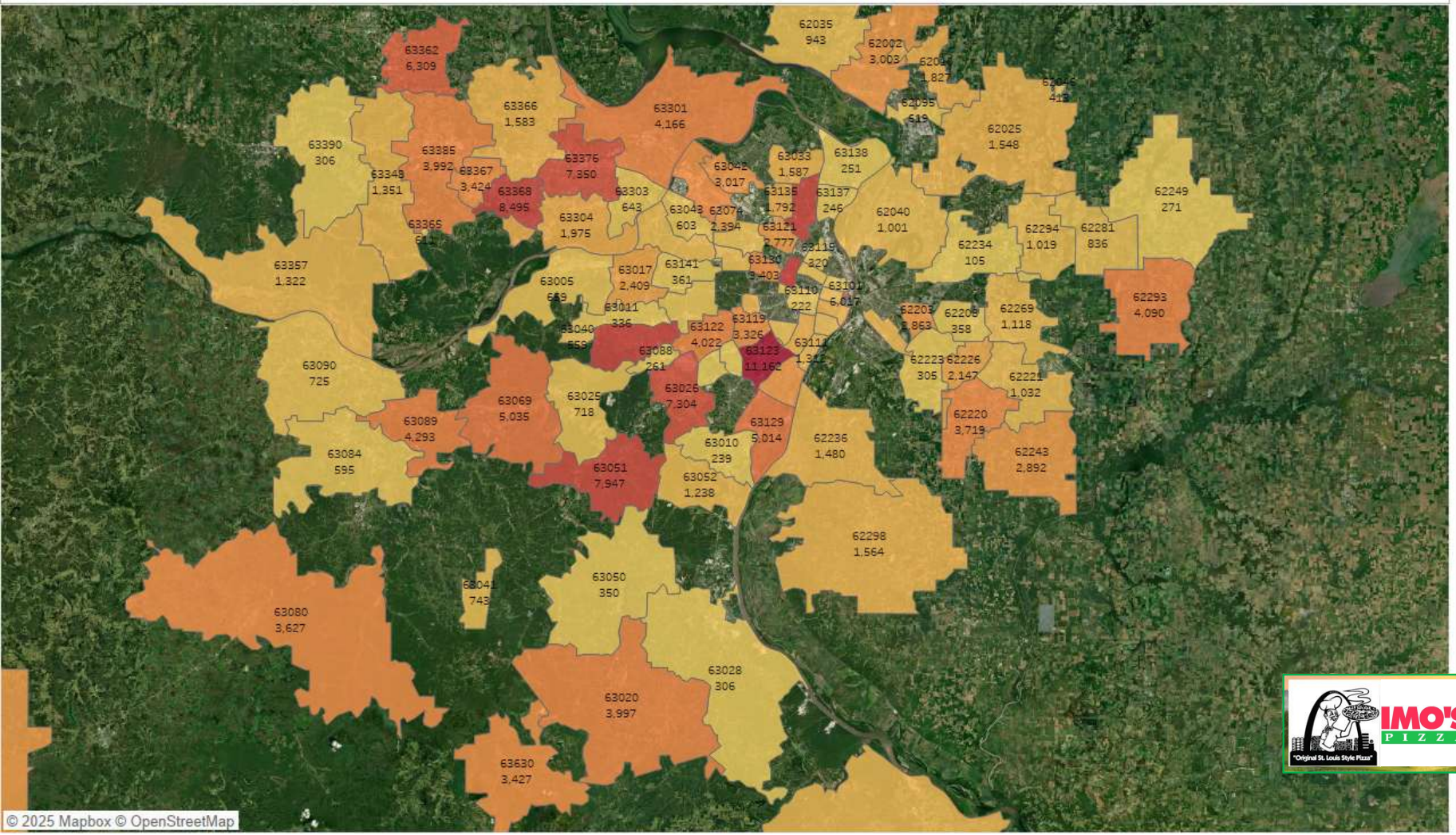
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Sit-down restaurants used past 30 days: The Pasta House Co.

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



SUM(Adults 18 or older ...

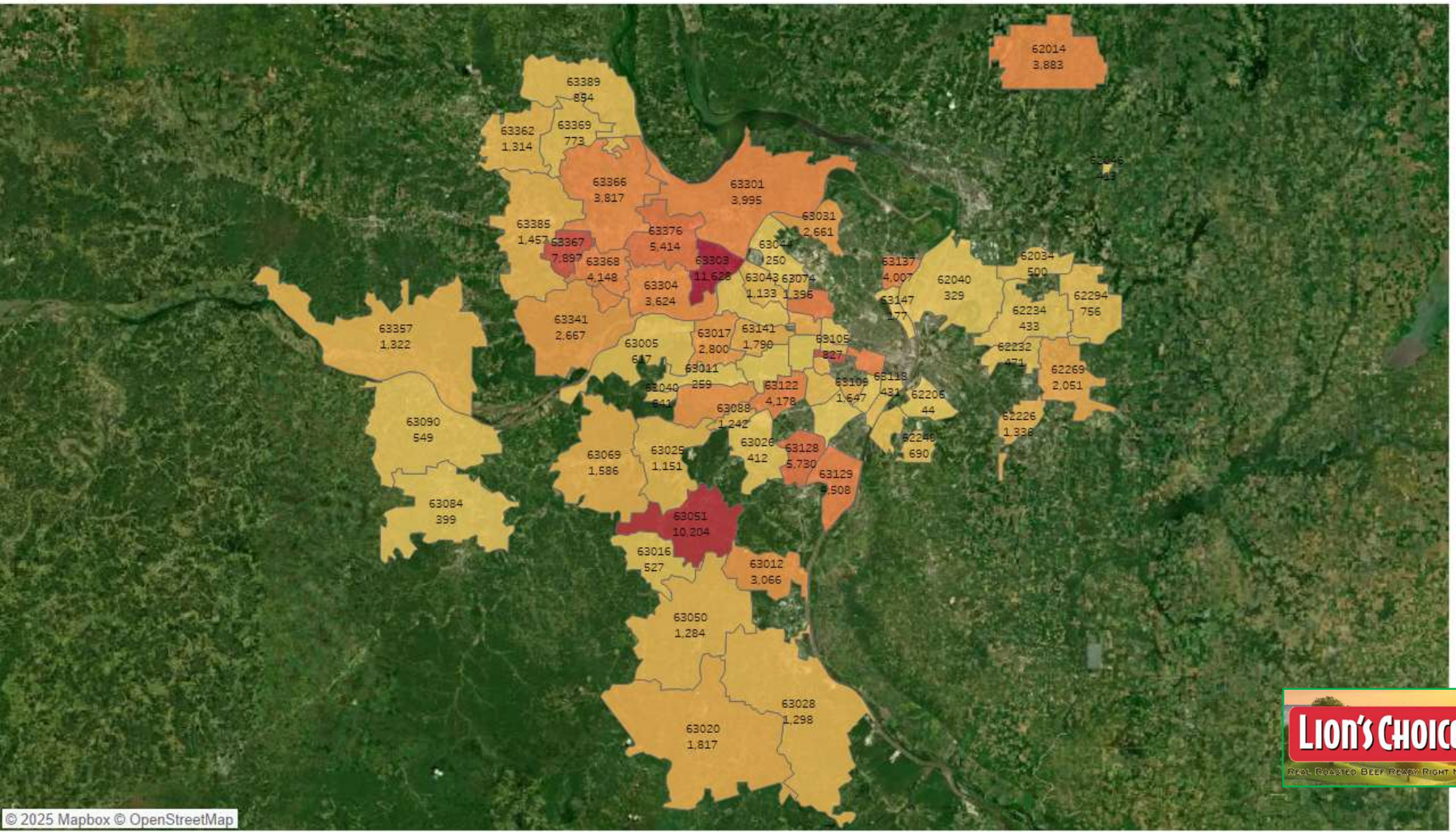
100 11,162

ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 224
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Quick service restaurants used past 30 days: Imo's Pizza

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



SUM(Adults 18 or older ...

44 11,628



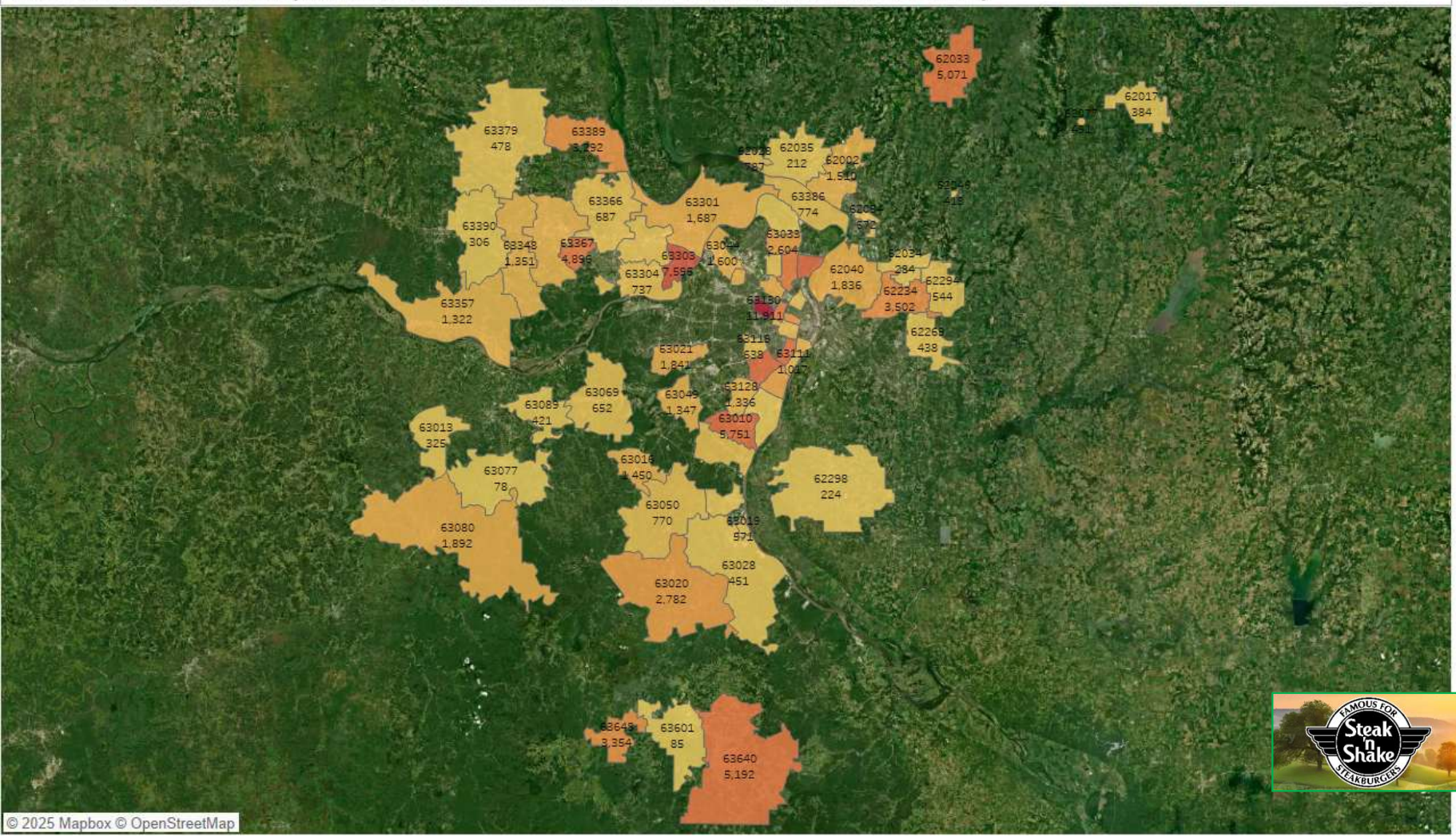
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Quick service restaurants used past 30 days: Lion's Choice

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

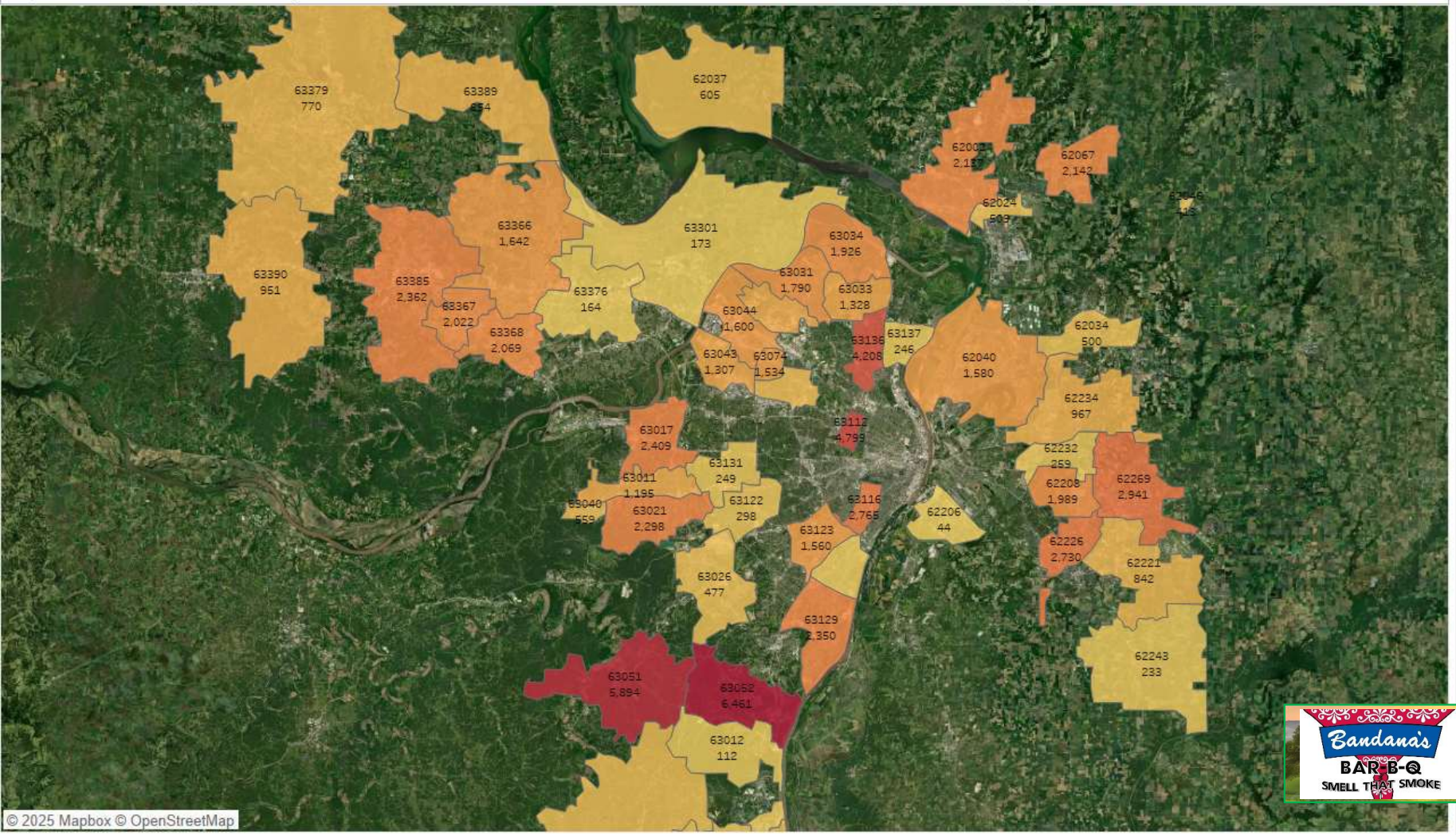


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Sit-down restaurants used past 30 days: Steak 'n Shake

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



SUM(Adults 18 or older ...

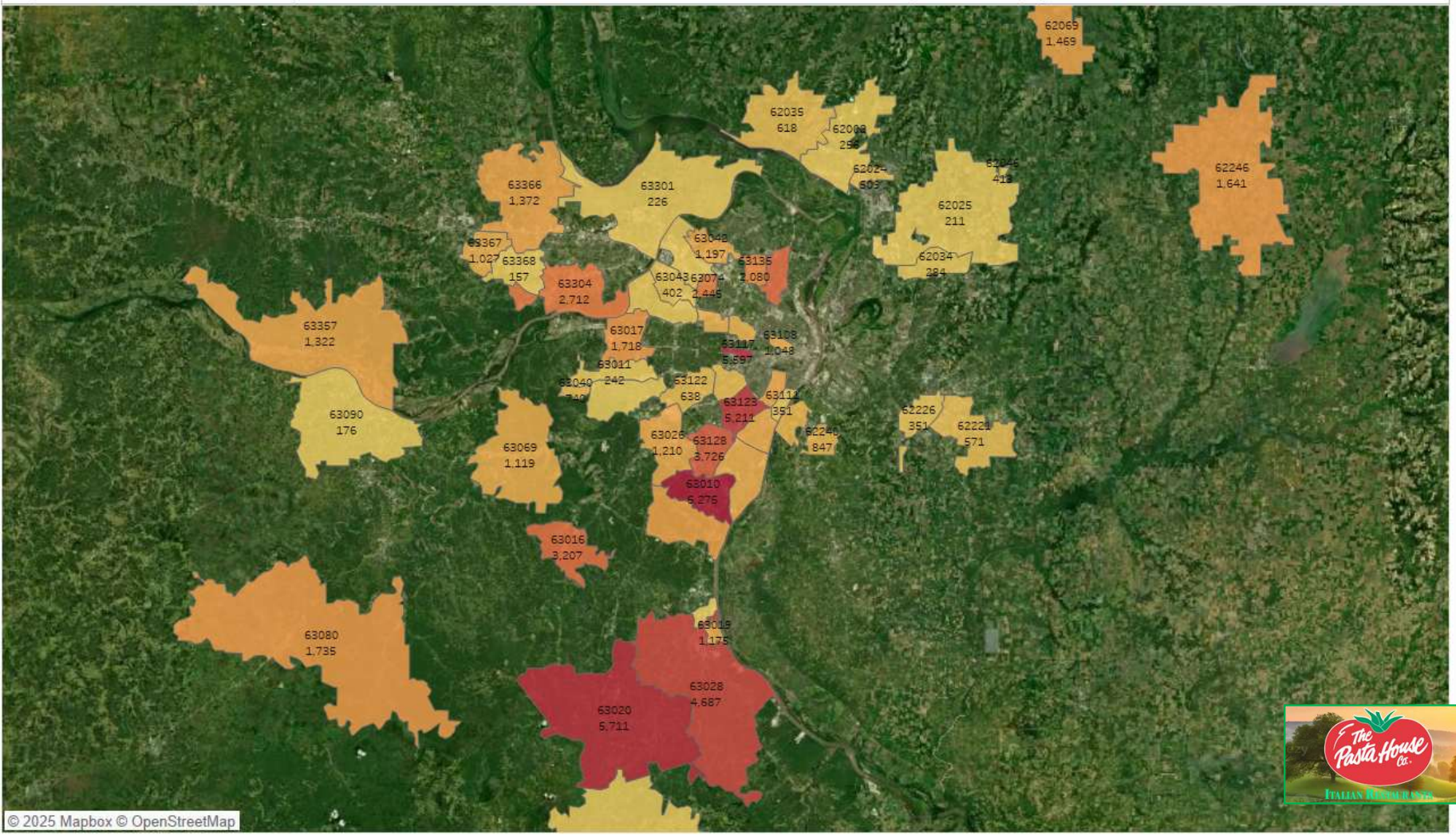
44 6,461

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

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



SUM(Adults 18 or older ...

157 6,275

ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 94

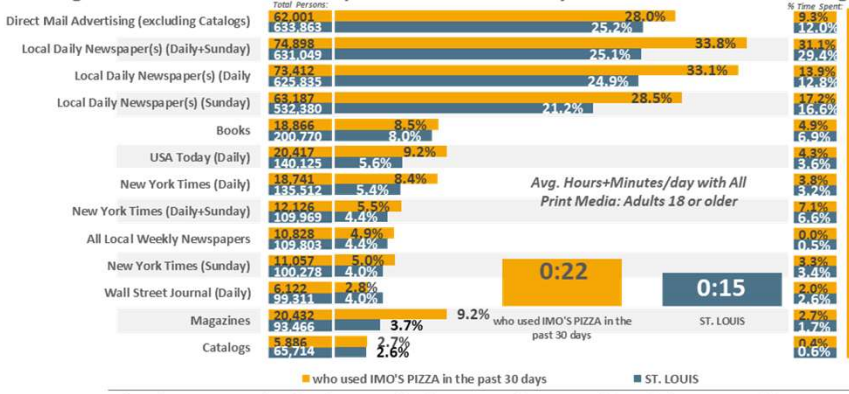
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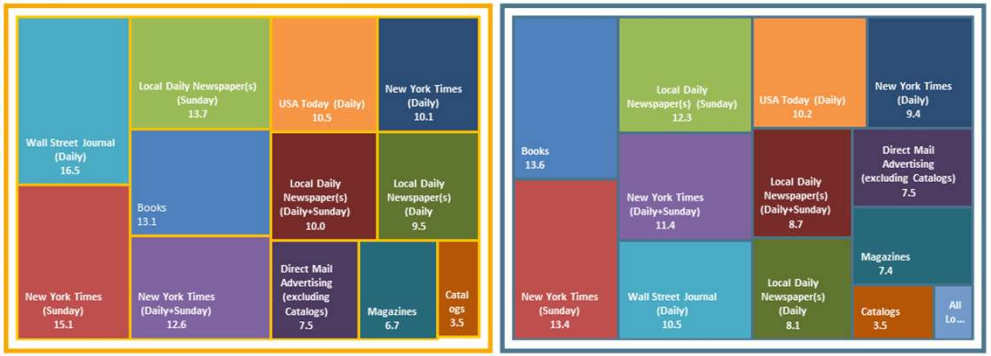
Sit-down restaurants used past 30 days: The Pasta House Co.

74,898 or 33.8% of Adults 18 or older who used IMO'S PIZZA in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10. minutes every day representing 32.7% of all time spent daily with All forms of Print Media.

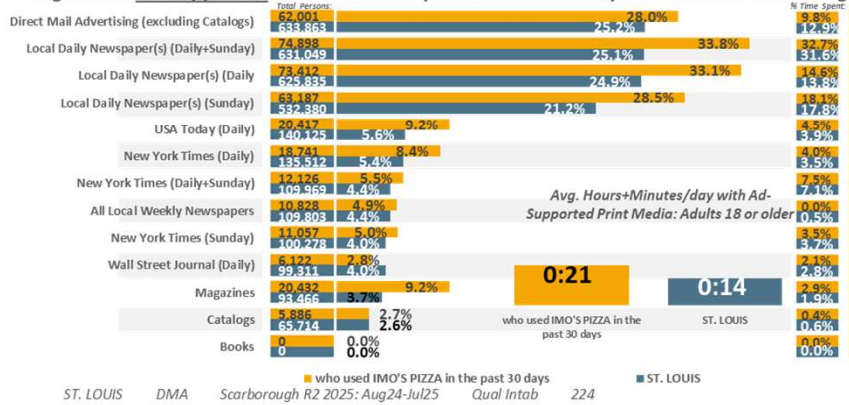
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 224

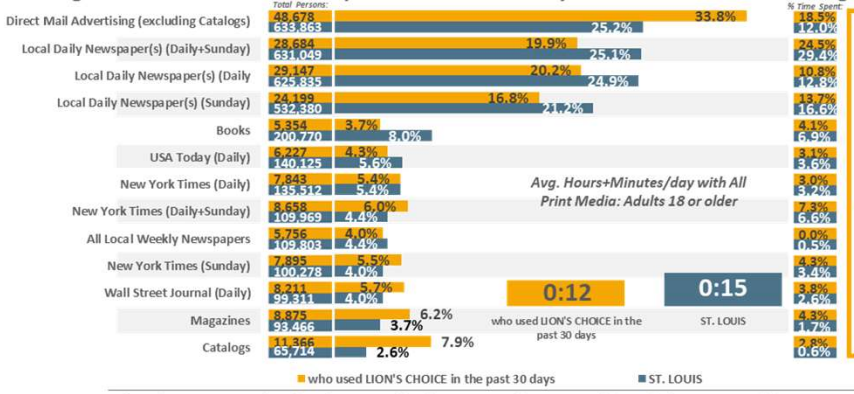
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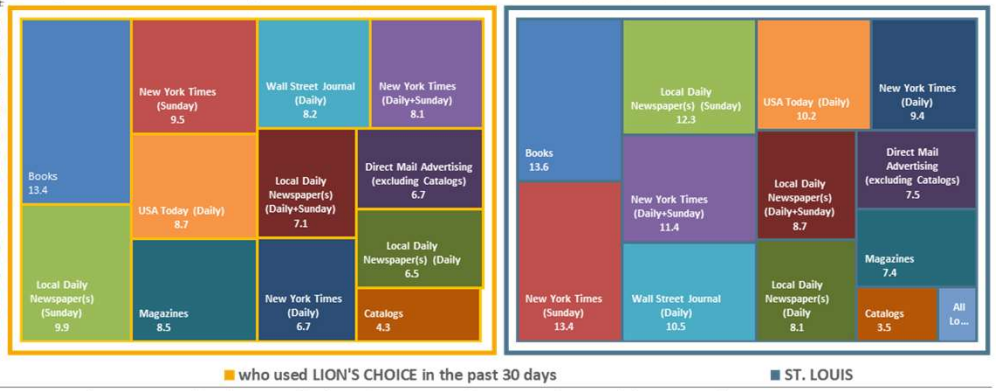
Quick service restaurants used past 30 days: Imo's Pizza

28,684 or 19.9% of Adults 18 or older who used LION'S CHOICE in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.1 minutes every day representing 25.5% of all time spent daily with All forms of Print Media.

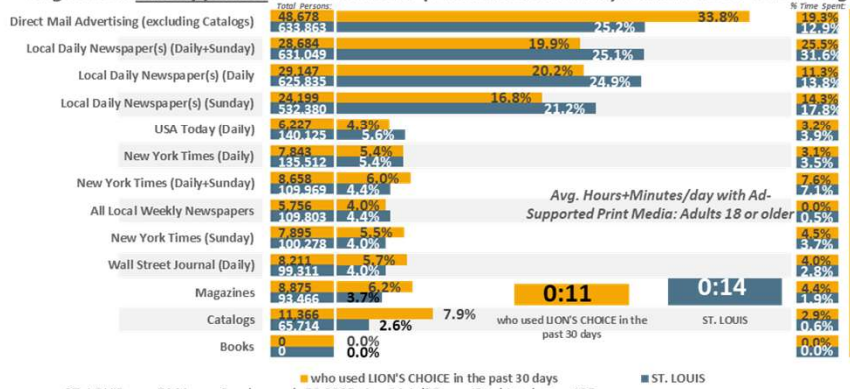
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



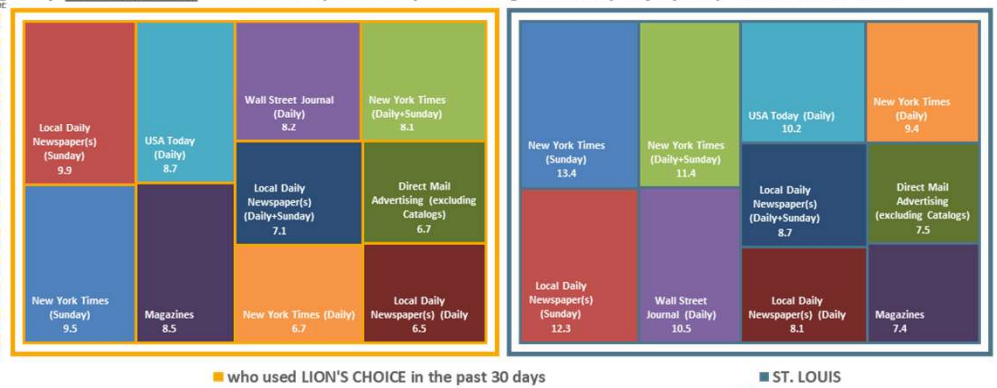
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 135

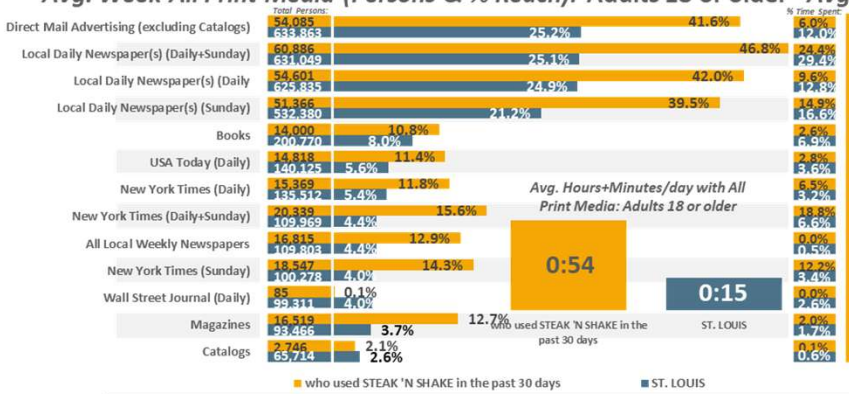
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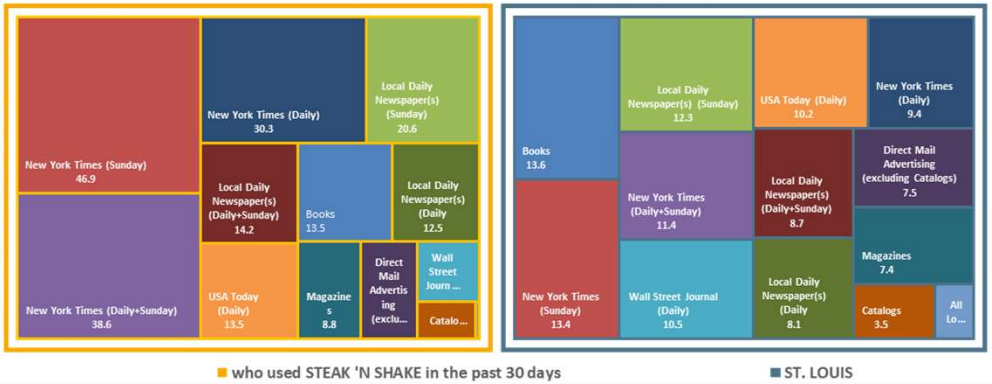
Quick service restaurants used past 30 days: Lion's Choice

60,886 or 46.8% of Adults 18 or older who used STEAK 'N SHAKE in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 14.2 minutes every day representing 25.1% of all time spent daily with All forms of Print Media.

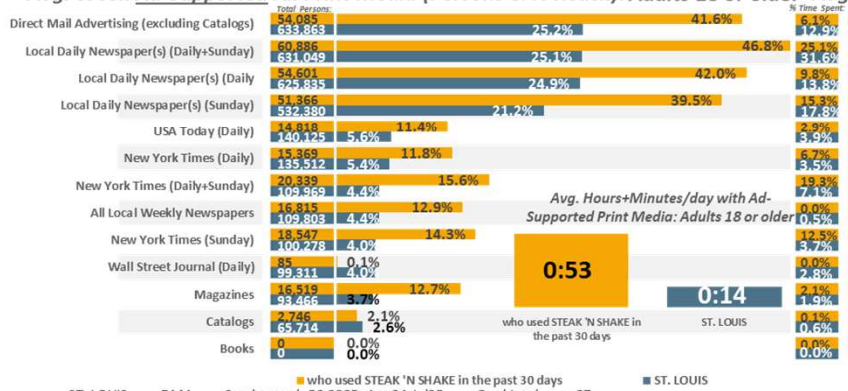
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



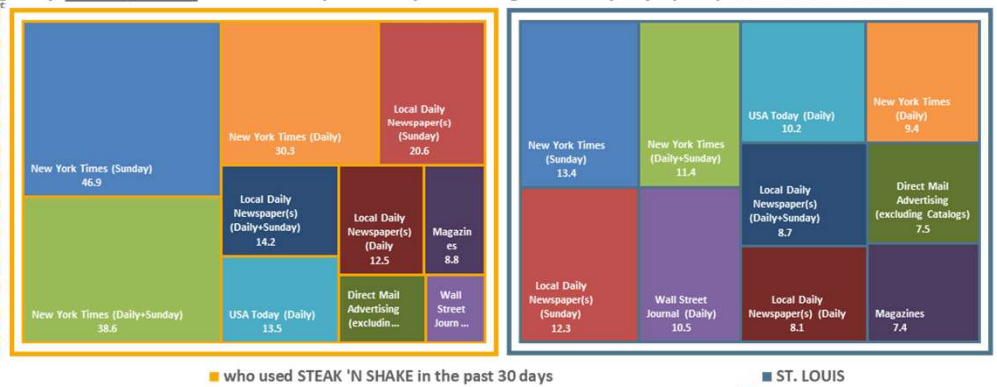
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 97

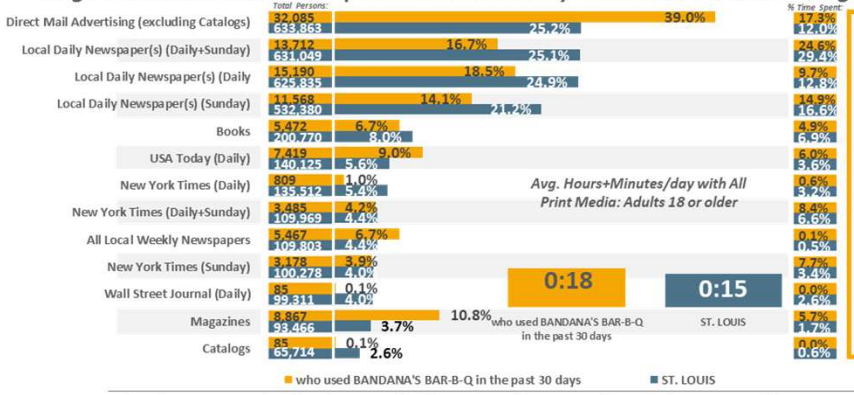
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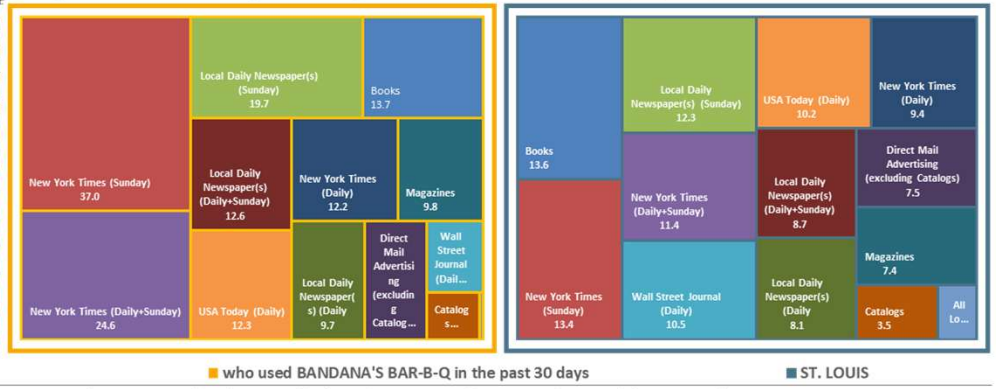
Sit-down restaurants used past 30 days: Steak 'n Shake

13,712 or 16.7% of Adults 18 or older who used BANDANA'S BAR-B-Q in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.6 minutes every day representing 25.9% of all time spent daily with All forms of Print Media.

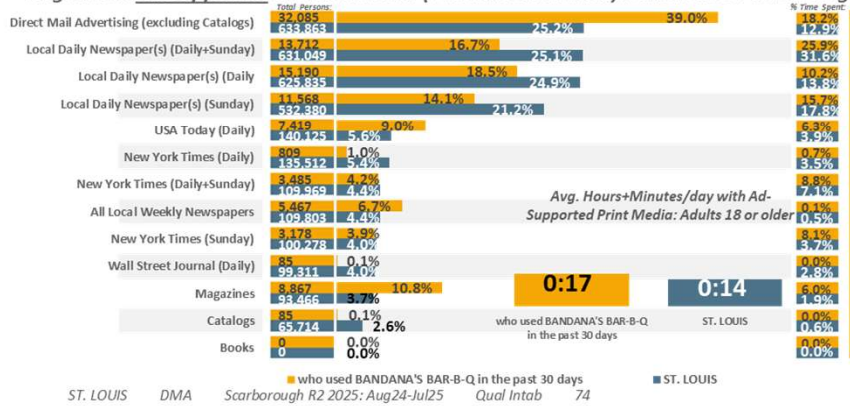
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



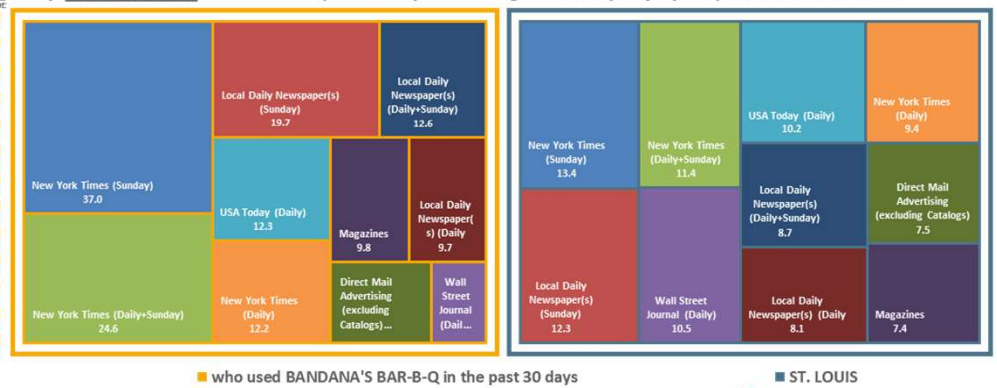
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 74

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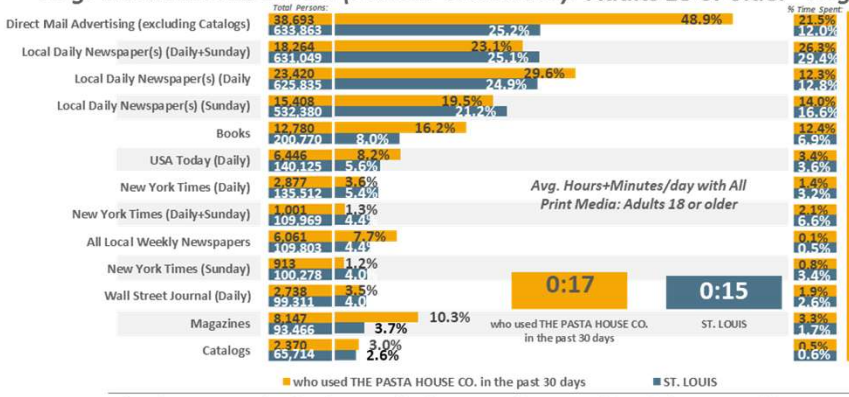
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Sit-down restaurants used past 30 days: Bandana's Bar-B-Q

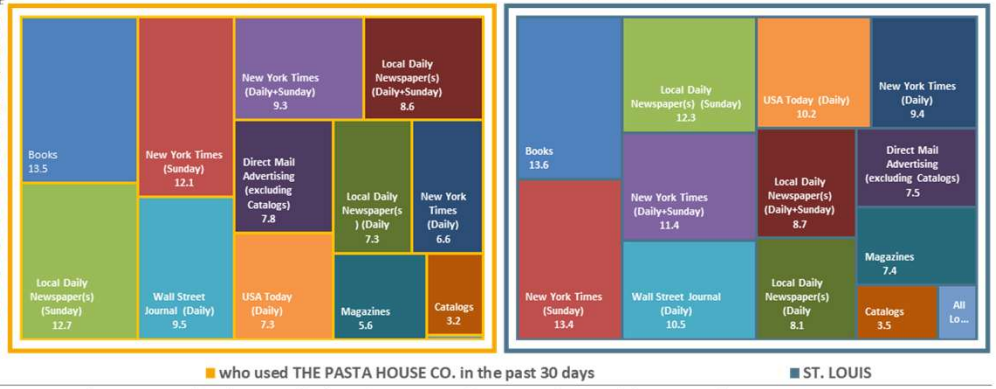


18,264 or 23.1% of Adults 18 or older who used THE PASTA HOUSE CO. in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 30.% of all time spent daily with All forms of Print Media.

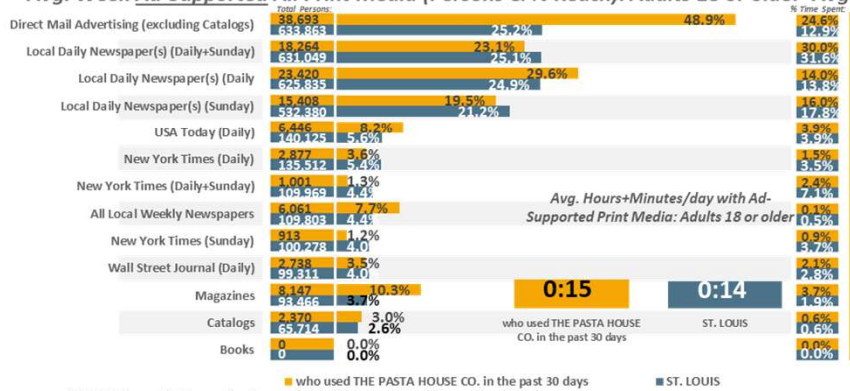
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



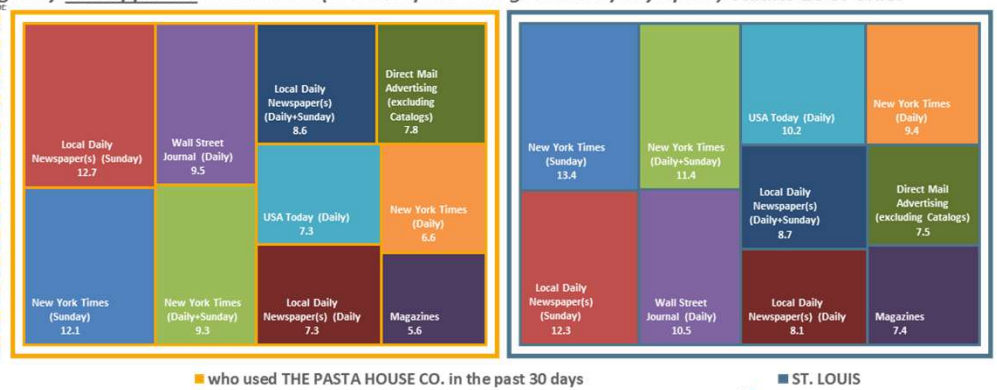
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 94

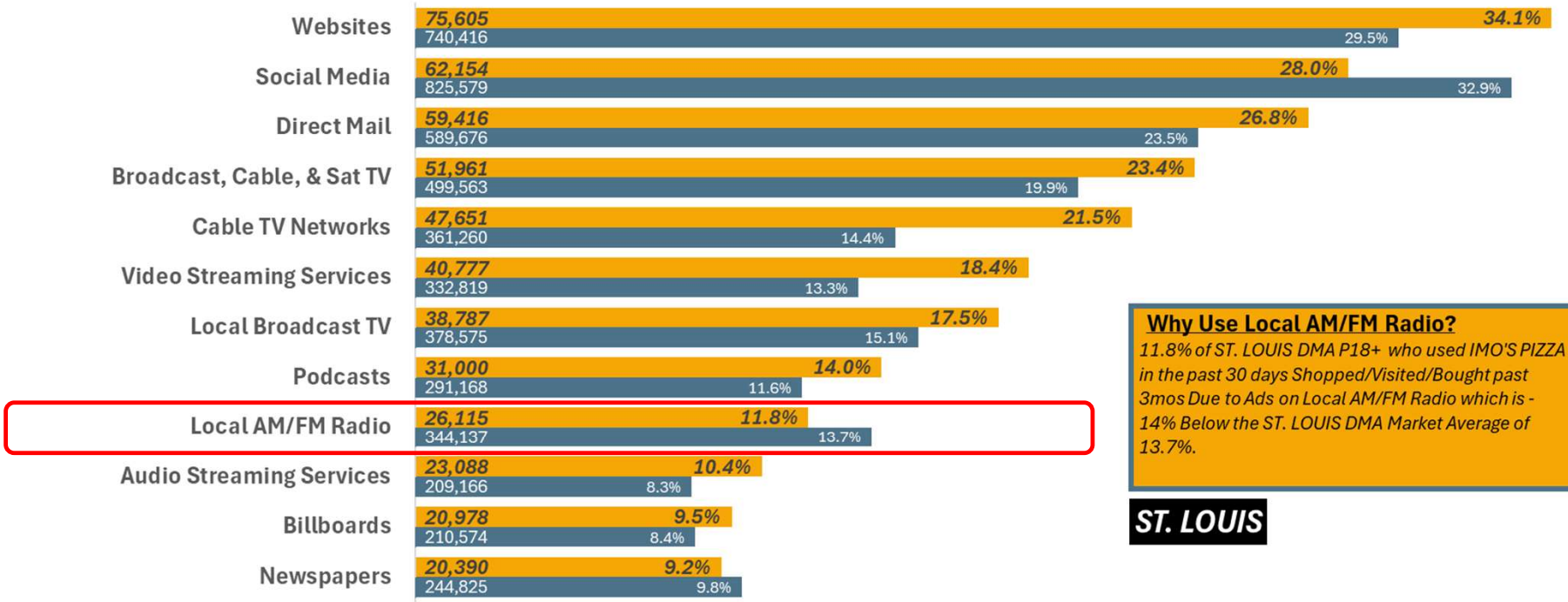
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Sit-down restaurants used past 30 days: The Pasta House Co.

"Advertising Actions"

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



Why Use Local AM/FM Radio?

11.8% of ST. LOUIS DMA P18+ who used IMO'S PIZZA in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -14% Below the ST. LOUIS DMA Market Average of 13.7%.

ST. LOUIS

ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 224

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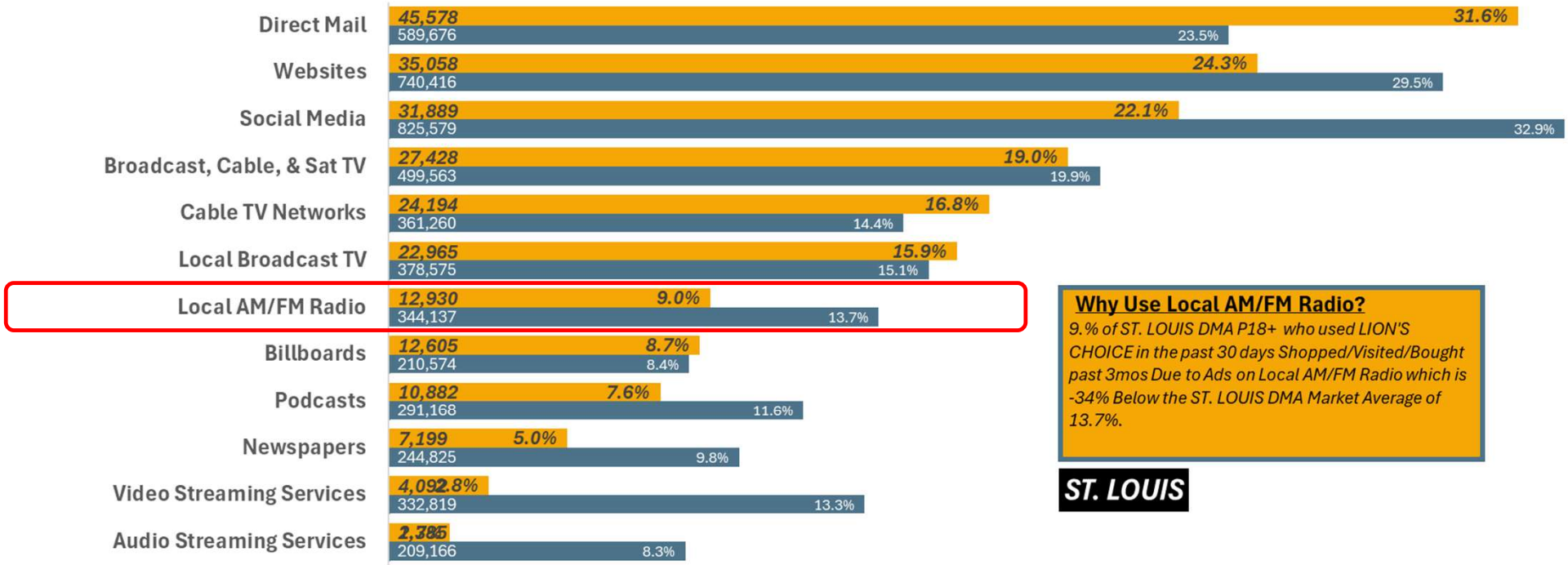
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Quick service restaurants used past 30 days: Imo's Pizza



"Advertising Actions"

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



Why Use Local AM/FM Radio?

9.% of ST. LOUIS DMA P18+ who used LION'S CHOICE in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -34% Below the ST. LOUIS DMA Market Average of 13.7%.

ST. LOUIS

ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 135

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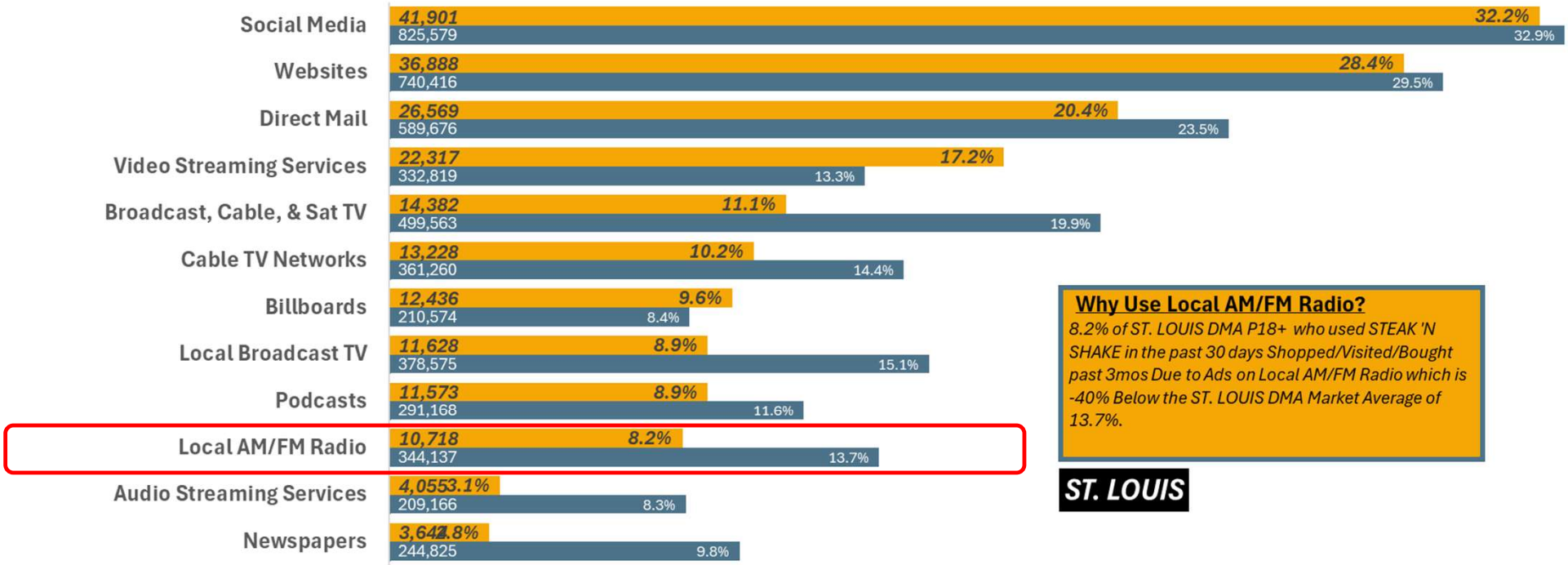
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Quick service restaurants used past 30 days: Lion's Choice



"Advertising Actions"

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



Why Use Local AM/FM Radio?

8.2% of ST. LOUIS DMA P18+ who used STEAK 'N SHAKE in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -40% Below the ST. LOUIS DMA Market Average of 13.7%.

ST. LOUIS

ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 97

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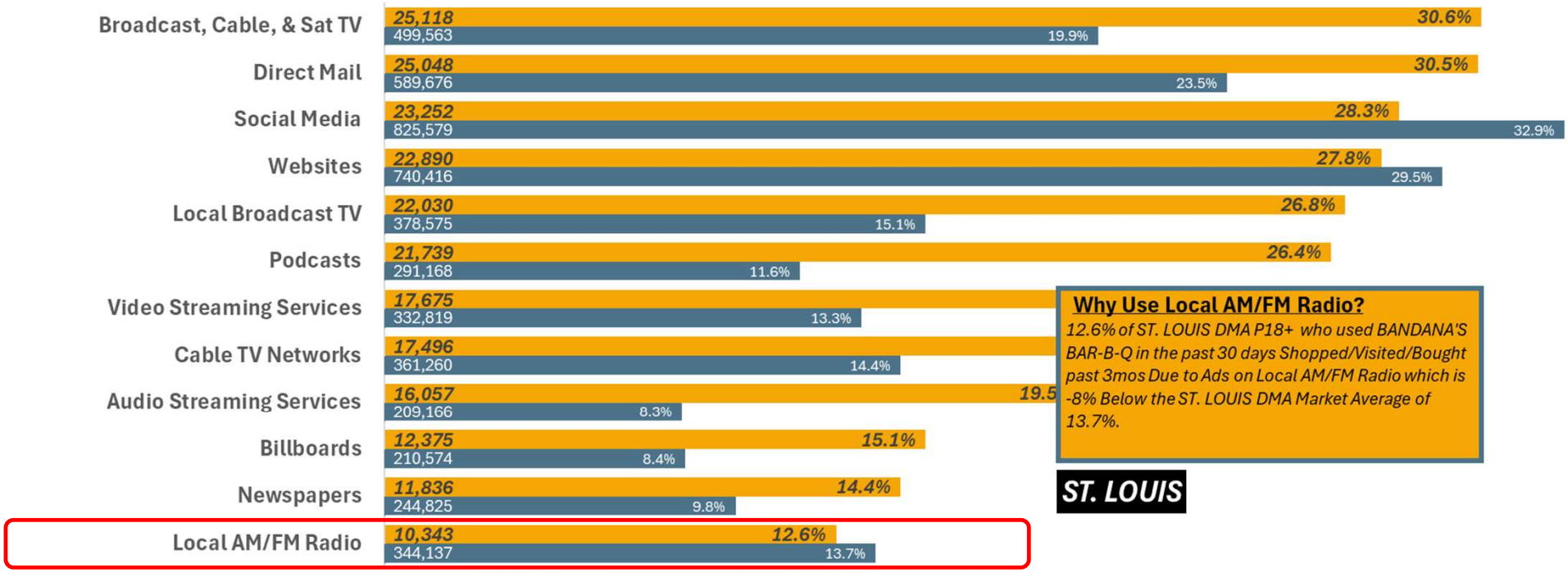
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Sit-down restaurants used past 30 days: Steak 'n Shake



"Advertising Actions"

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



Why Use Local AM/FM Radio?

12.6% of ST. LOUIS DMA P18+ who used BANDANA'S BAR-B-Q in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -8% Below the ST. LOUIS DMA Market Average of 13.7%.

ST. LOUIS

ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 74

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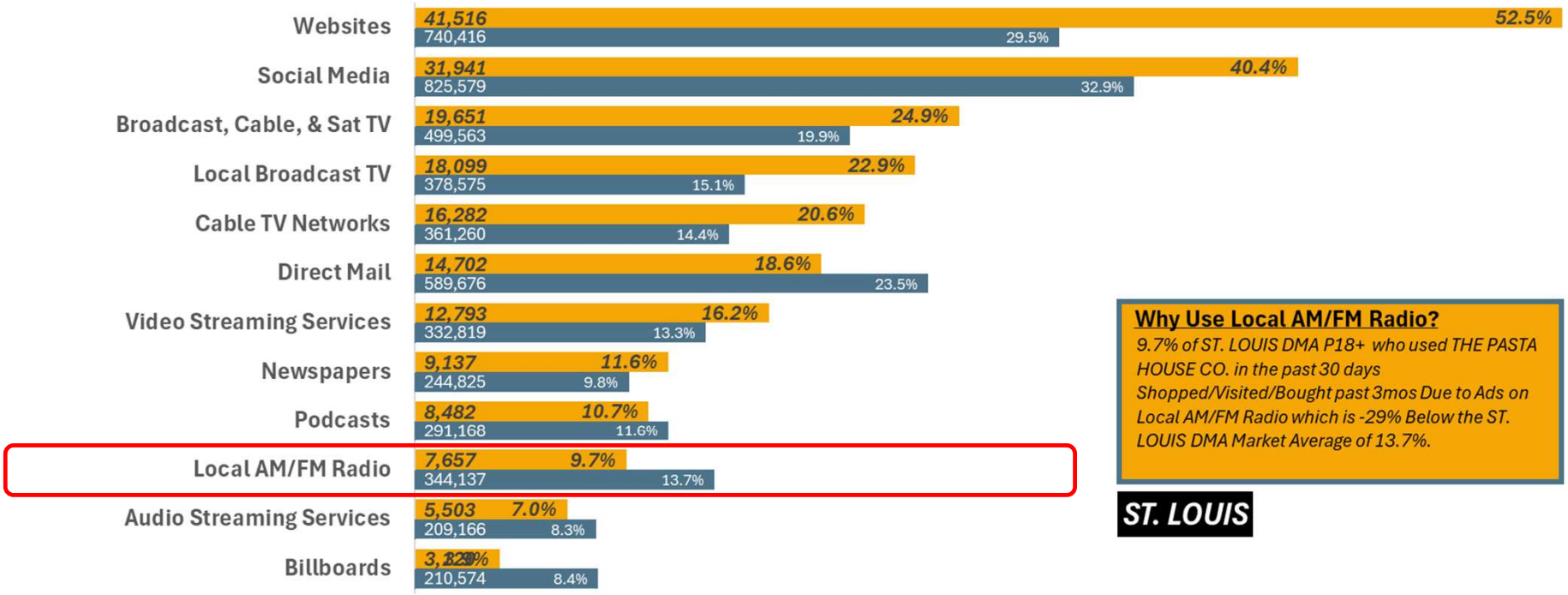
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Sit-down restaurants used past 30 days: Bandana's Bar-B-Q



"Advertising Actions"

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



Why Use Local AM/FM Radio?

9.7% of ST. LOUIS DMA P18+ who used THE PASTA HOUSE CO. in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -29% Below the ST. LOUIS DMA Market Average of 13.7%.

ST. LOUIS

ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 94

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