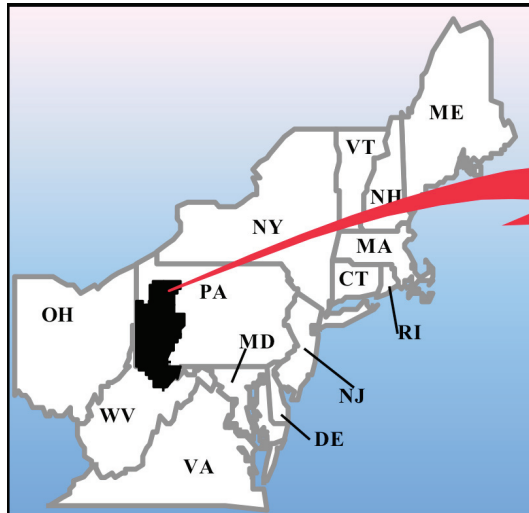
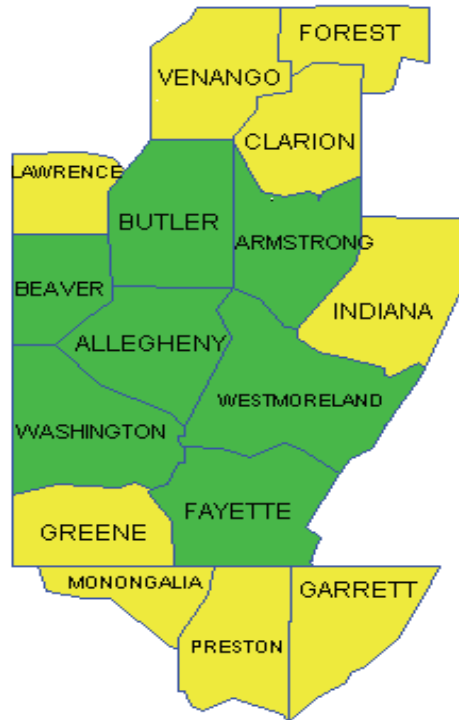


Pittsburgh: A Top 25 Metro



More than \$34 billion is generated in retail sales annually in the Pittsburgh DMA!



Pittsburgh DMA

- Population 2,881,200 (#24 in U.S.)
- Households 1,178,600 (#22)

Pittsburgh MSA

- Population 2,412,500 (#21 in U.S.)
- Households 993,800 (#21)

Allegheny County

- Accounts for 44% of DMA Households; 52% of MSA Households
- Population = 1,263,600
- Households = 532,600