Des Moines Area Adults Fast Facts

- **69%** own their own home.
- **38%** have household incomes over $75K.
- **17%** are new to their community within the past 2 years.
- **10%** are new to their community within the past 3-4 years.
- The average age of a Des Moines area adult is **47**.
- **52%** watch KCCI for weekday morning, evening or late news each week.
- **29%** say television is the most influential medium.
- **42%** would consider streaming a local newscast online.
- **25%** say television ads trigger online searches.
- **57%** watched television through a streaming service.

Des Moines and Surrounding Areas Composition

**GENDER**
- **51%** Women
- **49%** Men

**ETHNIC BACKGROUND**
- **88%** Caucasian
- **5%** Hispanic
- **4%** African American
- **2%** Asian
- **1%** Native American

**AGE RANGE**
- 18 - 24: 15%
- 25 - 34: 18%
- 35 - 44: 14%
- 45 - 54: 19%
- 55 - 64: 16%
- 65+: 18%

**OCCUPATIONS**
- **38%** White Collar, Managerial, Professional
- **20%** Retired
- **10%** Blue Collar, Operative Worker
- **7%** Homemaker
- **3%** Student

**YEARS PRESENT IN COMMUNITY**
- 1 - 2 Years: 17%
- 3 - 4 Years: 10%
- 5 - 15 Years: 25%
- 16+ Years: 48%

**HOUSEHOLD INCOME**
- < $30 K: 24%
- $30 - 50 K: 19%
- $50 - 75 K: 19%
- $75 - 100 K: 15%
- $100 K: 23%

Source: Marshall Marketing, Survey 2019
67,787 of Central Iowans plan to purchase a new vehicle within the next 12 months

48% of “intenders” TV triggers online search

52% of “intenders” visit KCCI.com

31% of “intenders” livestream KCCI News, almost twice as much as all local competitors combined

56% of “intenders” consider KCCI overall favorite

FUELS PROFITS FOR LOCAL AUTO DEALERS

Source: Nielsen May 2019
Which of the following media types is most influential?

- Television
- Social Media
- Internet
- Search
- Radio
- Newspaper
- Inserts
- Newspaper
- Other

Adults 18+ in Total Survey Area

Weekly Average Viewers

<table>
<thead>
<tr>
<th>Channel</th>
<th>Viewers</th>
</tr>
</thead>
<tbody>
<tr>
<td>KCCI-CH8</td>
<td>584,000</td>
</tr>
<tr>
<td>WHO-CH13</td>
<td>158,000</td>
</tr>
<tr>
<td>TV-CH5</td>
<td>96,000</td>
</tr>
<tr>
<td>KCCI-CH8</td>
<td>109,334</td>
</tr>
</tbody>
</table>

Monthly Average Users

<table>
<thead>
<tr>
<th>Channel</th>
<th>Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>KCCI-CH8</td>
<td>2,259,320</td>
</tr>
<tr>
<td>TV-CH5</td>
<td>203,049</td>
</tr>
<tr>
<td>KCCI-CH8</td>
<td>368,283</td>
</tr>
</tbody>
</table>

KCCI has a Loyal Audience on TV, Multicast, Online, and Social!

Take advantage of KCCI's Audience Beyond Broadcast TV and expand your reach to all KCCI platforms.

Which stations have you watched a livestream newscast of in the past seven days?

- KCCI-TV, Ch. 8 CBS
- WHO-TV, Ch. 13 NBC
- CNN
- KDSM-TV, Ch. 17 FOX
- MSNBN
- WOI-TV, Ch. 5 ABC
- KCWI-TV Ch. 23 CW
- Other

AGE GROUP SURVEY

Weekly Average Cume Sign on/Sign off Duplicated P2+

May 2019; Google Analytics, KCCI.com Responsive Website & KCCI Mobile Apps, 2019 6 Month Average, Weekly Duplicated Sessions Cume;

Facebook, July 2019 Fans

Who have you watched a livestream newscast of in the past seven days?

- KCCI-CH8 CBS
- WHO-CH13 NBC
- CNN
- KDSM-CH17 FOX
- MSNBN
- WOI-CH5 ABC
- KCWI-CH23 CW
- Other

Source: Marshall Marketing Survey 2019; Des Moines IA DMA Nielsen Media Research Weekly Average Cume Sign on/Sign off Duplicated P2+

Influential Media and Online Search

Which of the following triggers you to start an online search?

- Television Ads
- Internet Ads
- Coupons
- Online Commercials or Videos
- Email Ads
- Direct Mail
- Radio Ads
- In-Store Ads
- Newspaper
- Magazine

Adults 18+ in Total Survey Area

Source: Marshall Marketing Survey 2019

Who have you watched a livestream newscast of in the past seven days?

- KCCI-CH8 CBS
- WHO-CH13 NBC
- CNN
- KDSM-CH17 FOX
- MSNBN
- WOI-CH5 ABC
- KCWI-CH23 CW
- Other

Source: Marshall Marketing Survey 2019
OUR VIEWERS

Viewership would fill the HILTON COLISEUM and DES MOINES CIVIC CENTER, combined.

5:00 am News
18,100 VIEWERS

6:00 am News
34,000 VIEWERS

Viewership would fill the UNI-DOME and WELLS FARGO ARENA, combined.

5:00 pm News
57,600 VIEWERS

6:00 pm News
47,000 VIEWERS x 4

Viewership would fill PRINCIPAL PARK four times.

5:00 pm News
47,000 VIEWERS

10:00 pm News
50,400 VIEWERS

Viewership of both the 6:00pm and 10:00pm News would fill the JACK TRICE STADIUM.

Source: Nielsen May 2019

OUR WEATHER PARTNERS

Source: Marshall Marketing Survey 2019

OUR VIEWERS

MILLENIALS (b. 1982 - 2004)

64% KCCI-TV Ch. 8 CBS
30% WHO-TV Ch. 13 NBC
1% WOI-TV Ch. 5 ABC
4% KDSM-TV Ch. 17 FOX

Generation X (b. 1965 - 1981)

62% KCCI-TV Ch. 8 CBS
33% WHO-TV Ch. 13 NBC
2% WOI-TV Ch. 5 ABC
0.8% KDSM-TV Ch. 17 FOX

BABY BOOMERS (b. 1946-1964)

57% KCCI-TV Ch. 8 CBS
35% WHO-TV Ch. 13 NBC
7% WOI-TV Ch. 5 ABC
0.6% KDSM-TV Ch. 17 FOX

SENIORS (b. before 1945)

53% KCCI-TV Ch. 8 CBS
32% WHO-TV Ch. 13 NBC
13% WOI-TV Ch. 5 ABC
0% KDSM-TV Ch. 17 FOX

Source: Marshall Marketing Survey 2019

OUR WEATHER PARTNERS

Which local TV station do you watch most often for the local weather?
Expanding the A25-54 demo just ten years to A25-64 results in a significant increase in consumers compared to our competition.

**BREAKING DOWN THE 55-64 DEMO**

- **71%** are married.
- **61%** are employed.
- **84%** own their own home.
- **39%** have a college degree and 20% have a graduate degree.
- **78%** have lived in their community for 16 or more years.
- **45%** are empty nesters, while 55% still have children living in the home.
- **11,280** have a roof over 16 years old.
- **4,512** plan on purchasing new tires for their car or truck.
- **8,460** plan on purchasing a new or used vehicle.
- **6,204** plan on purchasing furniture over $500.
- **3,384** plan on purchasing a new home.
- **6,768** plan on buying energy efficient windows or doors for their home.
- **7,332** plan on investing in solar panels.
- **7,896** have an HVAC unit over 16 years old.
- **24,816** have a household income of $75,000+
- **24,252** will make a charitable donation over $100 this year.
- **14,100** will be making decisions for an elderly parent.
- **7,896** plan on purchasing a new mattress.
- **23,124** will buy eyeglasses.
- **24,100** have a household income of $100,000+
- **6,204** plan on purchasing a new mattress.
- **7,896** plan on purchasing a new mattress.

Source: Nielsen May 2019
**Viewer Profiles**

### Household Income

<table>
<thead>
<tr>
<th>Income Range</th>
<th>19th</th>
<th>29th</th>
</tr>
</thead>
<tbody>
<tr>
<td>$50 - 75K</td>
<td>62,604</td>
<td>$11,844</td>
</tr>
<tr>
<td>$75 - 100K</td>
<td>50,196</td>
<td>9,024</td>
</tr>
<tr>
<td>$100K+</td>
<td>78,396</td>
<td>9,588</td>
</tr>
</tbody>
</table>

### Occupation

- **White Collar, Managerial, Professional**
  - 18th: 128,028
  - 29th: 20,868
- **Working Women**
  - 12th: 107,724
  - 22nd: 13,536
- **Retired**
  - 20th: 65,988
  - 25th: 15,228
- **Blue Collar, Operative Worker**
  - 10th: 32,712
  - 14th: 8,460

### Buyer Testimonial

For 2Q, I sent a buy over for the entire quarter. We have also been seeing consistent results on MCCI, so I wanted to continue the partnership for UHC! Thanks!

**Carly Davies**

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**MeTV DES MOINES**

Which of the following programs do you regularly watch or plan to watch on ME-TV Des Moines?

- **M.A.S.H.**
  - 17th
  - 110,427
- **KCCI 8 News at 9 on MeTV**
  - 12th
  - 79,813
- **The Andy Griffith Show**
  - 9th
  - 59,040
- **Perry Mason**
  - 8th
  - 51,387
- **Gunsmoke**
  - 8th
  - 51,387
- **The Twilight Zone**
  - 7th
  - 44,827
- **Bonanza**
  - 7th
  - 43,733
- **Hogan’s Heroes**
  - 7th
  - 42,640
- **Star Trek**
  - 7th
  - 42,640
- **The Beverly Hillbillies**
  - 6th
  - 41,547
- **The Rifleman**
  - 6th
  - 41,547
- **Mama’s Family**
  - 5th
  - 32,800
- **Gilligan’s Island**
  - 5th
  - 31,707
- **Columbo**
  - 5th
  - 29,520
- **Brady Bunch**
  - 4th
  - 28,427
- **Alfred Hitchcock Hour**
  - 4th
  - 27,333
- **Rawhide**
  - 4th
  - 27,333
- **Matlock**
  - 4th
  - 26,240
- **WKRP in Cincinnati**
  - 3rd
  - 20,773
- **Diagnosis Murder**
  - 3rd
  - 19,680
- **Green Acres**
  - 3rd
  - 19,680
- **Wagon Train**
  - 3rd
  - 18,587
- **Wonder Woman**
  - 2nd
  - 14,213
- **The Wild Wild West**
  - 2nd
  - 13,120
- **The Monkees**
  - 2nd
  - 10,933
- **Charlie’s Angels**
  - 2nd
  - 10,933
- **The Jeffersons**
  - 2nd
  - 9,840

**TOTAL ADULTS**

**MY DES MOINES VIEWERS**

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KCCI SALES MEDIA GUIDE | 13
Veteran journalist Soledad O’Brien, whose resume includes time at NBC and CNN, hosts this weekly newsmagazine that focuses on political and socioeconomic issues affecting America. “Matter of Fact” promises to provide balanced coverage of issues that will impact the future and discuss what’s really going on in the country’s political scene. The program includes interviews with decision makers and people who influence policy and can help institute changes. O’Brien says her goal with the show is “to expand the conversation around the issues that truly matter with those who are most directly able to impact our everyday lives.”

Nationally, Matter of Fact delivers nearly a million HHs, in aggregate across US metered market stations on broadcast airings and the FYI cable network.

KCCI 8 News Close Up is a half hour news interview program. In political seasons, KCCI Commitment coverage will extend to KCCI 8 News Close Up, providing in-depth conversations with candidates.

KCCI Testimonials

“We would like to thank KCCI for assembling an amazing staff! From our initial meeting with our account rep, we thought, “hey this is different.” Thank you for taking the time to listen. The production crew was amazing, creative and very professional. Since this commercial has aired it has improved our overall call volume in the hours we are promoting. Thank you again for thinking outside the box.”
— ROY CONNETT

“I would like to express how much the commercial KCCI produced and aired has improved my retail business. Your team is amazing in producing commercials and making it fun as well. This is truly the best advertising money I have spent in the three years of running my business. Thank you and your group for doing such a great job in making my business successful.”
— JULIA PRENDERGAST
CBS Sports & Specials

Stay-in-the-know on entertainment’s brightest stars when you watch the Grammys, the Tonys, the Kennedy Center Honors, and the ACM awards on KCCI.

Year-round coverage of your favorite sports, including SEC and NFL Football, NCAA Basketball, and Pro Golf.

KCCI CARES ABOUT THE COMMUNITY
2019 PARTNERSHIPS

IOWA STATE FAIR
BBB INTEGRITY AWARDS
CHILDserve

AMERICAN HEART ASSOCIATION
TOYS FOR TOTS
BLANK PARK ZOO
IOWA’S LATINO HERITAGE FESTIVAL

MAKE-A-WISH IOWA
FOOD BANK OF IOWA
DES MOINES PERFORMING ARTS