ST. LOUIS, MO, Metro – 5 P18+ Profiles of AUDACY RADIO Listeners!

Brand New Data as of August 31, 2026!

Complete Demographic & Media Use Profiles







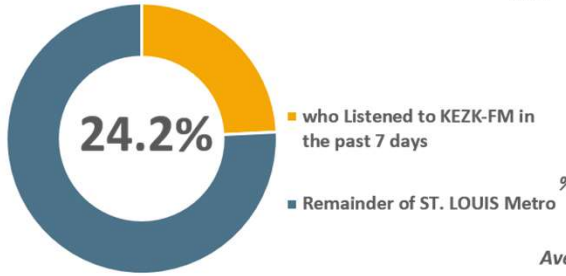
102.5KEZK
97.1 FM TALK
1120 AM • 98.7 FM KMOX The Voice of St. Louis
Y98 ST. LOUIS
96.3 R&B for The Lou
Hubbard media that connects

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

Radio Stations: KEZK-FM Radio Stations: KFTK-FM Radio Stations: KMOX-FM Radio Stations: KYKY-FM Radio Stations: WFUN-FM

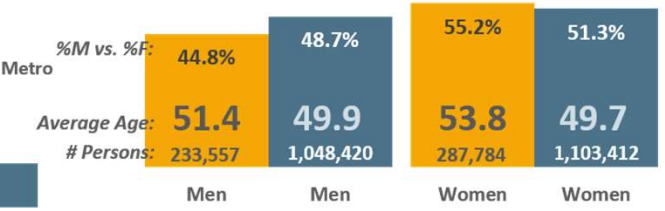
24.2% or 521,341 of ST. LOUIS Metro Adults 18 or older Listened to KEZK-FM in the past 7 days.
Typical Adults 18 or older who Listened to KEZK-FM in the past 7 days are 52.6 years old (5.6% older than average) and have a $112,350 (.6% higher than average) annual household income.

Percent of Market: Adults 18 or older

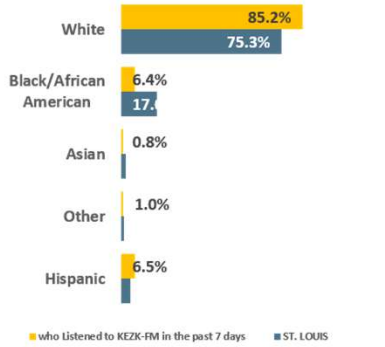




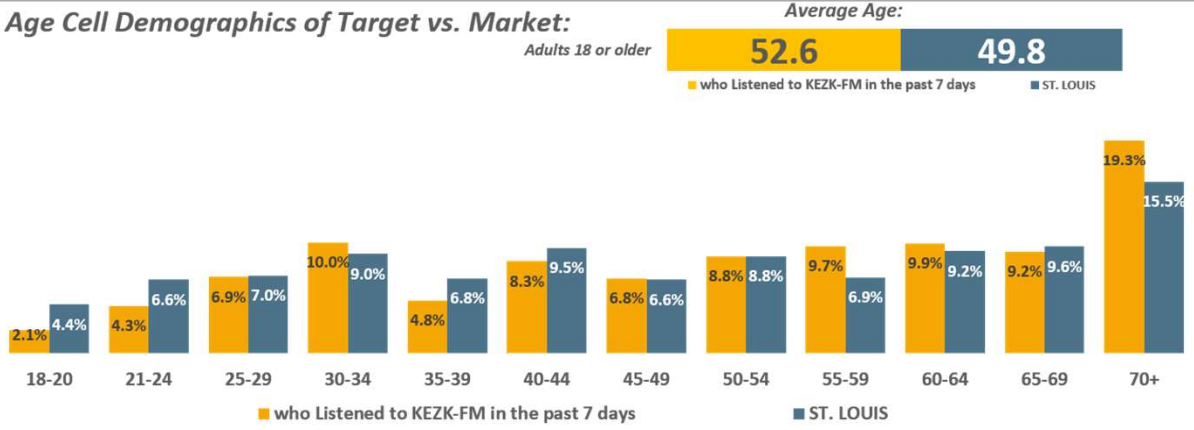
Gender of Target vs. Market: Adults 18 or older



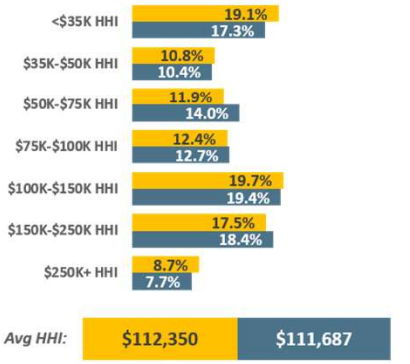
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

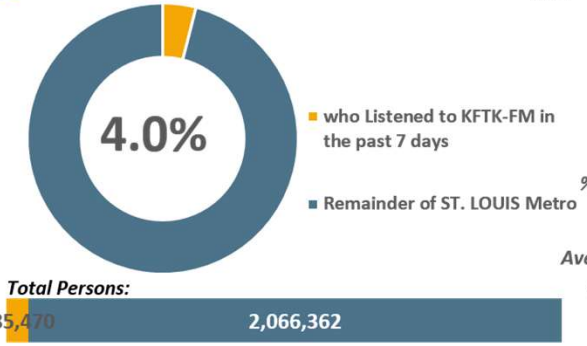


ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 435

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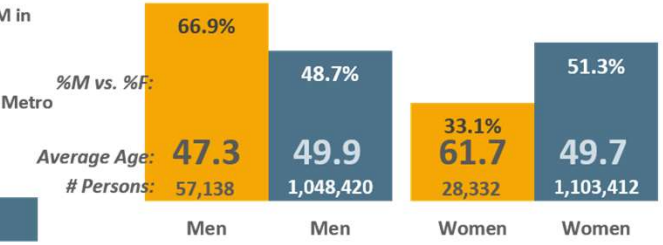
4.% or 85,470 of ST. LOUIS Metro Adults 18 or older Listened to KFTK-FM in the past 7 days.
Typical Adults 18 or older who Listened to KFTK-FM in the past 7 days are 54. years old (8.5% older than average) and have a $114,841 (2.8% higher than average) annual household income.

Percent of Market: Adults 18 or older

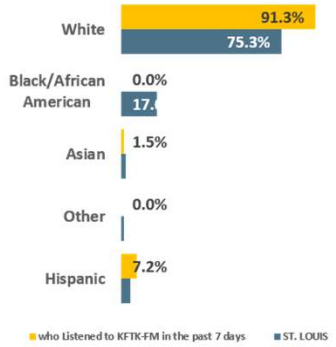


Total Persons:

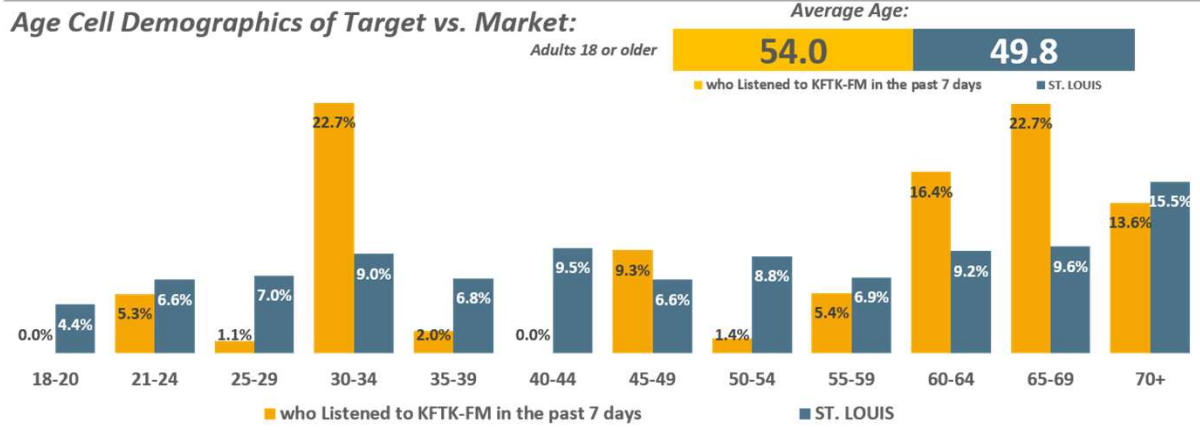
Gender of Target vs. Market: Adults 18 or older



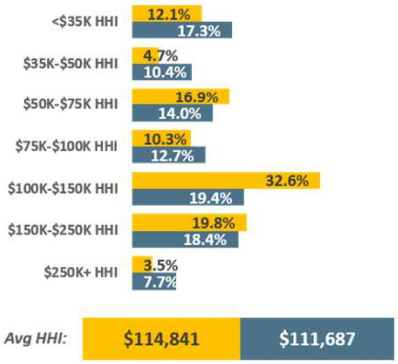
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 65

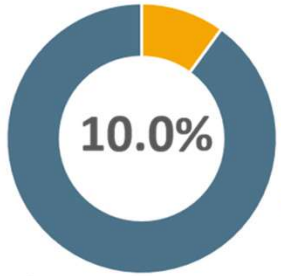
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Radio Stations: KFTK-FM

1120 AM • 98.7 FM
KMOX
The Voice of St. Louis

10.% or 215,737 of ST. LOUIS Metro Adults 18 or older Listened to KMOX-FM in the past 7 days.
Typical Adults 18 or older who Listened to KMOX-FM in the past 7 days are 54.4 years old (9.4% older than average) and have a $115,556 (3.5% higher than average) annual household income.

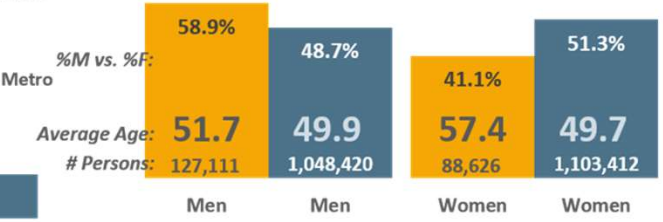
Percent of Market: Adults 18 or older



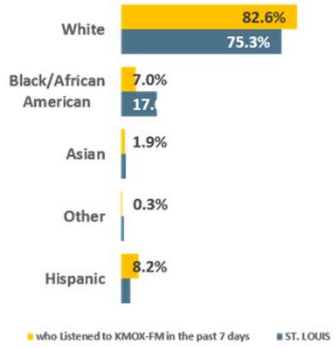
Total Persons:



Gender of Target vs. Market: Adults 18 or older



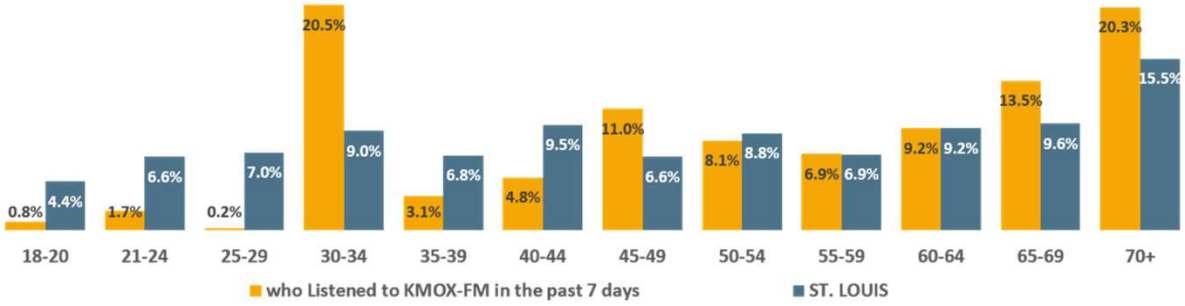
Ethnicity of Target vs. Market:



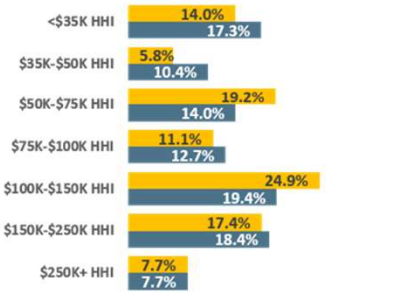
Age Cell Demographics of Target vs. Market:

Average Age:





HHI of Target vs. Market:



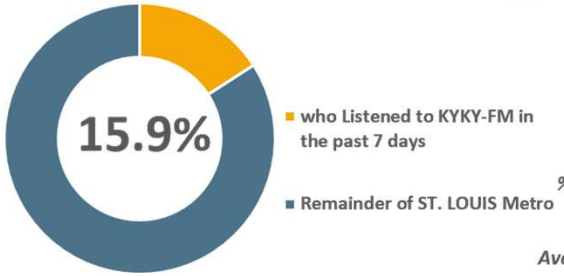
Avg HHI: $115,556 $111,687

ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 174

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15.9% or 342,159 of ST. LOUIS Metro Adults 18 or older Listened to KYKY-FM in the past 7 days.
Typical Adults 18 or older who Listened to KYKY-FM in the past 7 days are 44.4 years old (10.8% younger than average) and have a $118,742 (6.3% higher than average) annual household income.

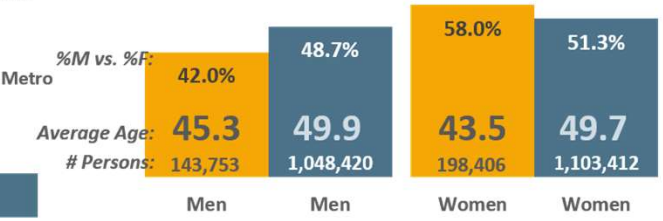
Percent of Market: Adults 18 or older



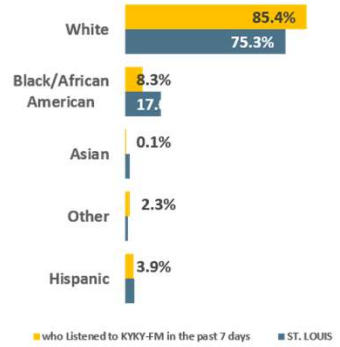
Total Persons:



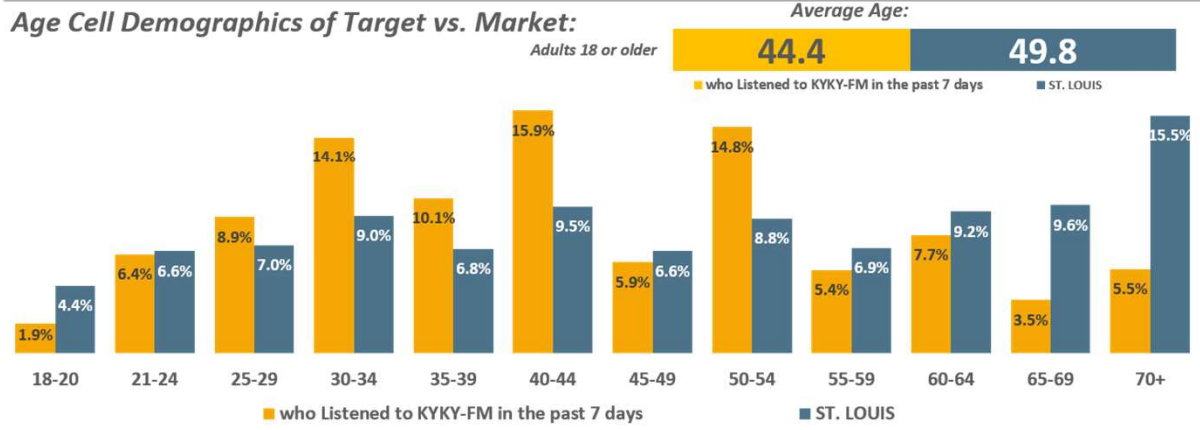
Gender of Target vs. Market: Adults 18 or older



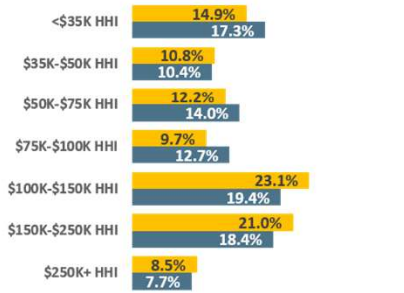
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



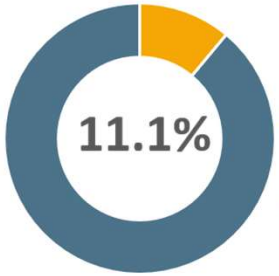
Avg HHI: $118,742 | $111,687

ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 281

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11.1% or 237,952 of ST. LOUIS Metro Adults 18 or older Listened to WFUN-FM in the past 7 days.
Typical Adults 18 or older who Listened to WFUN-FM in the past 7 days are 45.3 years old (9.% younger than average) and have a $87,799 (21.4% lower than average) annual household income.

Percent of Market: Adults 18 or older

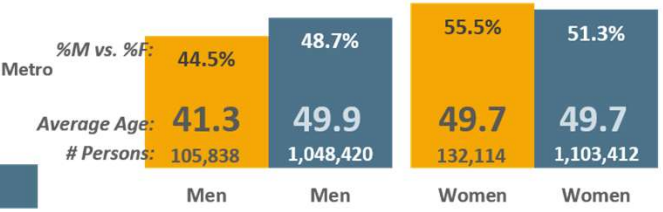


- who Listened to WFUN-FM in the past 7 days
- Remainder of ST. LOUIS Metro

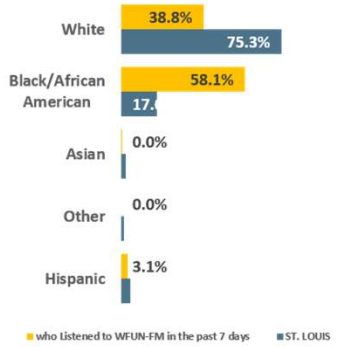
Total Persons:



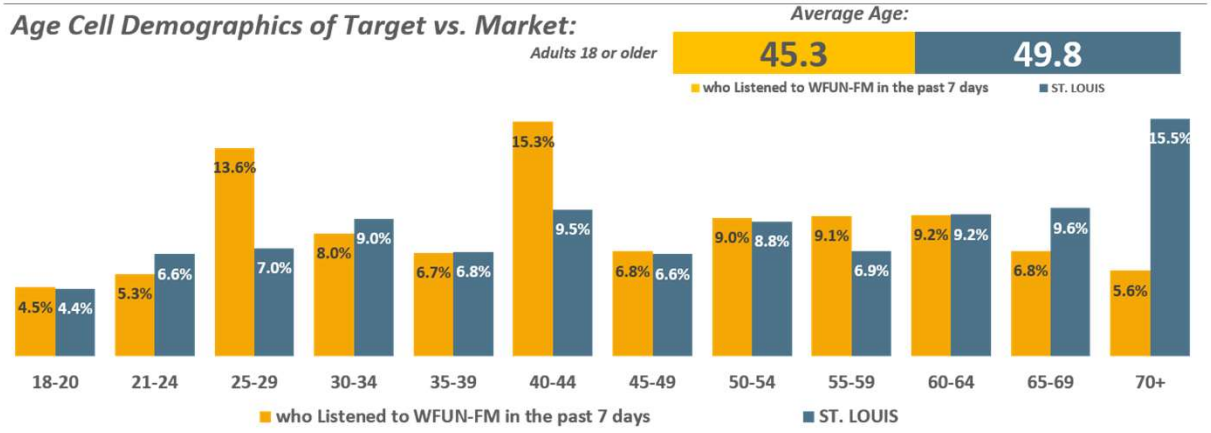
Gender of Target vs. Market: Adults 18 or older



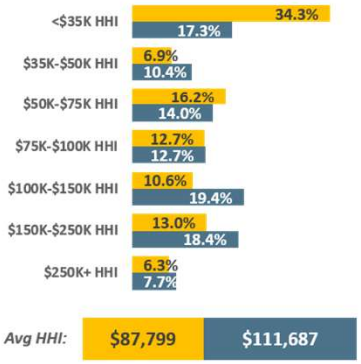
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

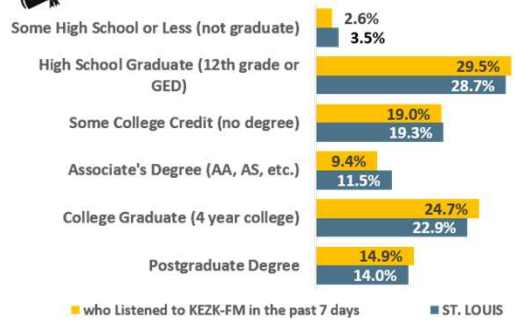


ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 176

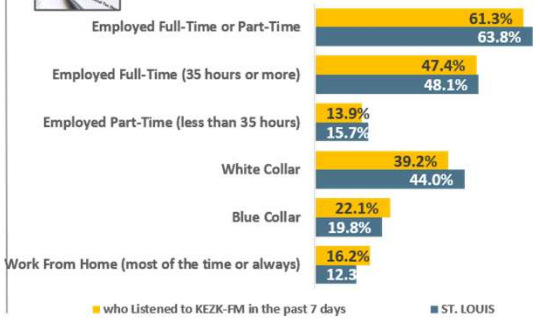
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24.2% or 521,341 of ST. LOUIS Metro Adults 18 or older Listened to KEZK-FM in the past 7 days. Adults 18 or older who Listened to KEZK-FM in the past 7 days are 7.2% more likely to be a college graduate, 1.4% less likely to work full-time, .1% more likely to be married, 4.4% more likely to be a parent of 1 or more children under 18.

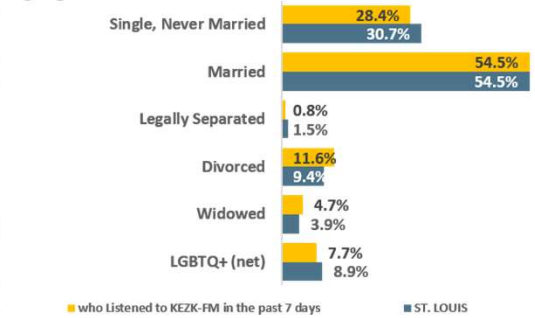
Education Levels: Adults 18 or older



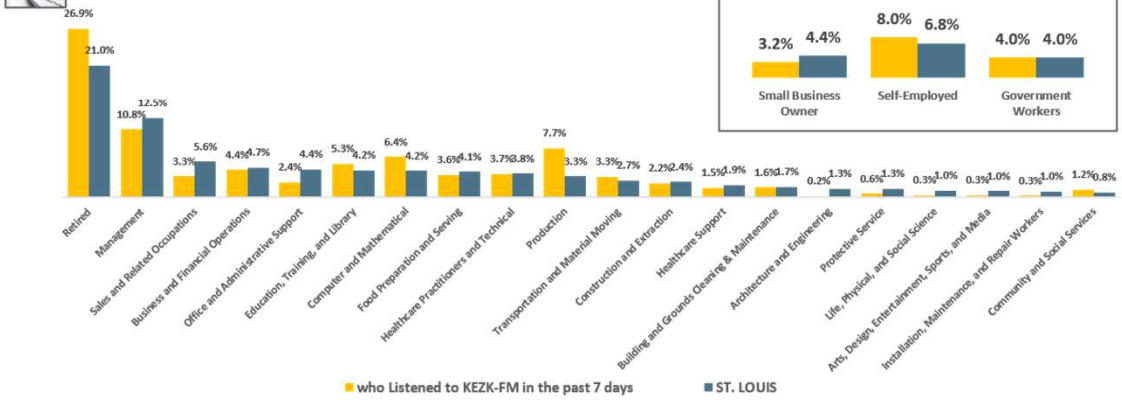
Employment: Adults 18 or older



Marital Status: Adults 18 or older

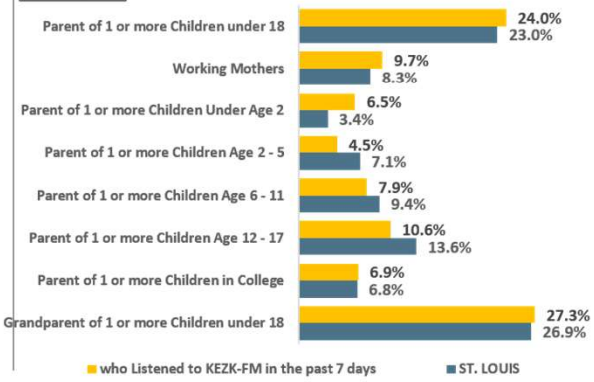


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older

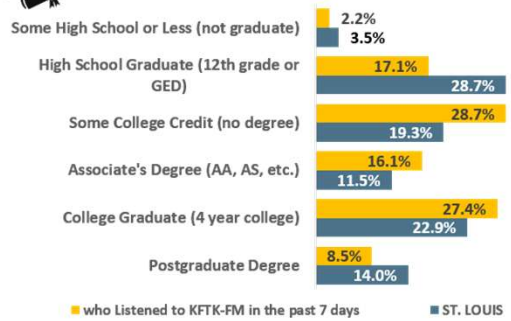


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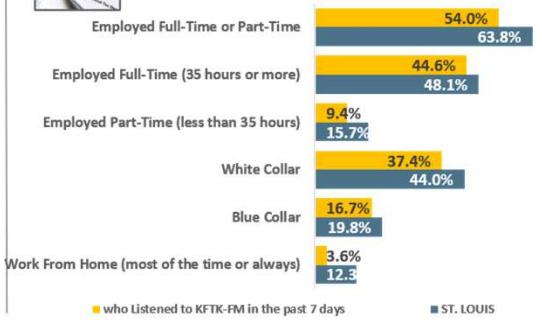
Radio Stations: KEZK-FM

4.% or 85,470 of ST. LOUIS Metro Adults 18 or older Listened to KFTK-FM in the past 7 days.
Adults 18 or older who Listened to KFTK-FM in the past 7 days are 2.5% less likely to be a college graduate, 7.3% less likely to work full-time, 49.8% more likely to be married, 57.4% less likely to be a parent of 1 or more children under 18.

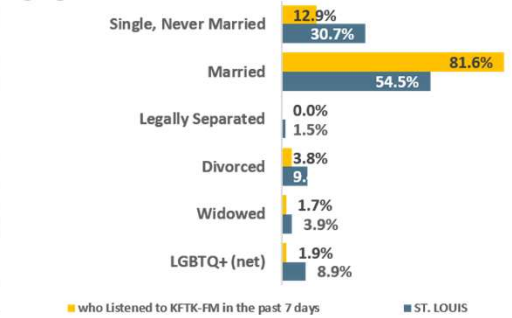
Education Levels: Adults 18 or older



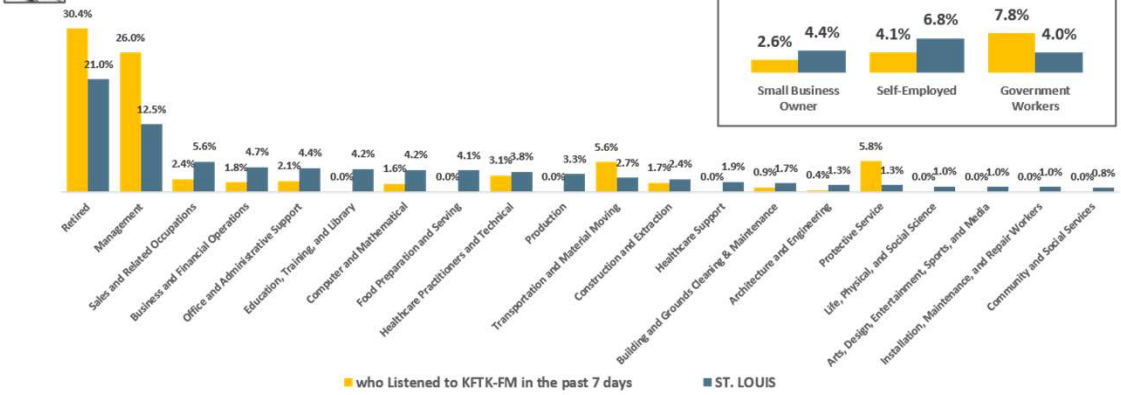
Employment: Adults 18 or older



Marital Status: Adults 18 or older

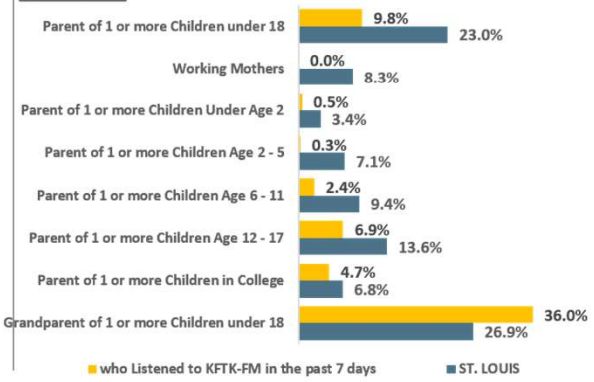


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



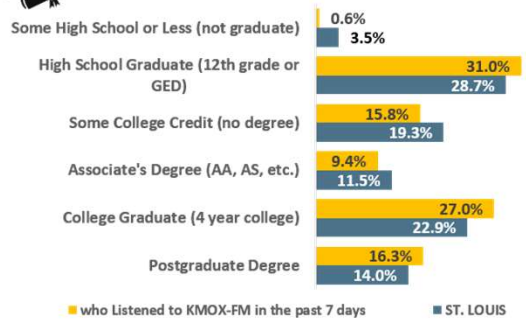
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Radio Stations: KFTK-FM

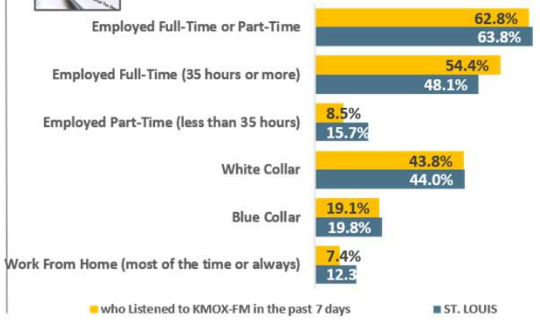
1120 AM • 98.7 FM
KMOX
The Voice of St. Louis

10.% or 215,737 of ST. LOUIS Metro Adults 18 or older Listened to KMOX-FM in the past 7 days. Adults 18 or older who Listened to KMOX-FM in the past 7 days are 17.2% more likely to be a college graduate, 13.% more likely to work full-time, 14.1% more likely to be married, 19.6% less likely to be a parent of 1 or more children under 18.

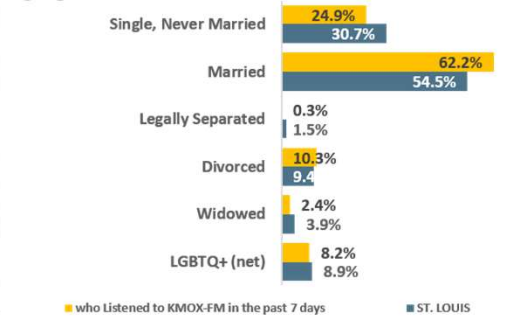
Education Levels: Adults 18 or older



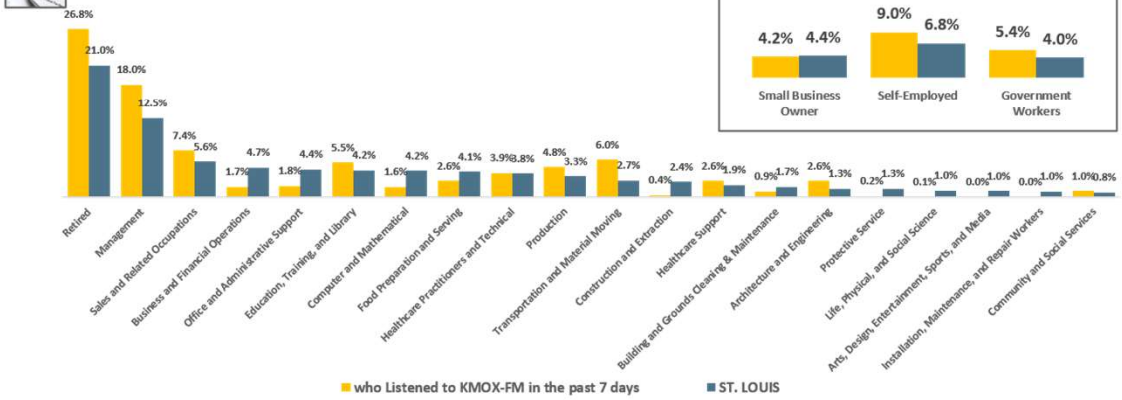
Employment: Adults 18 or older



Marital Status: Adults 18 or older

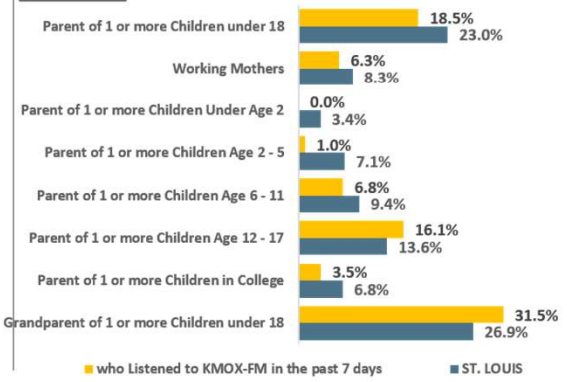


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

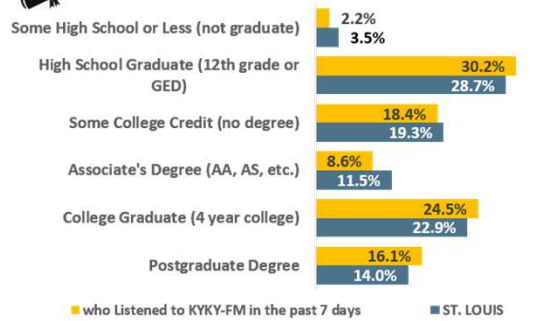
Stage in Life: Adults 18 or older



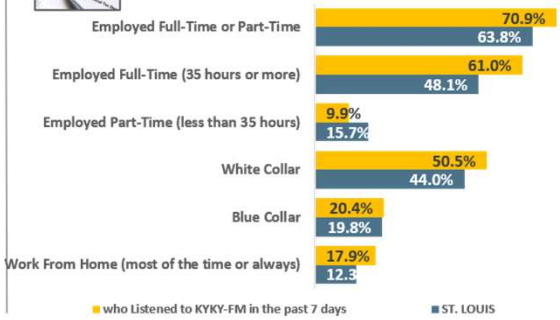
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15.9% or 342,159 of ST. LOUIS Metro Adults 18 or older Listened to KYKY-FM in the past 7 days. Adults 18 or older who Listened to KYKY-FM in the past 7 days are 10.1% more likely to be a college graduate, 26.9% more likely to work full-time, 5.6% less likely to be married, 29.5% more likely to be a parent of 1 or more children under 18.

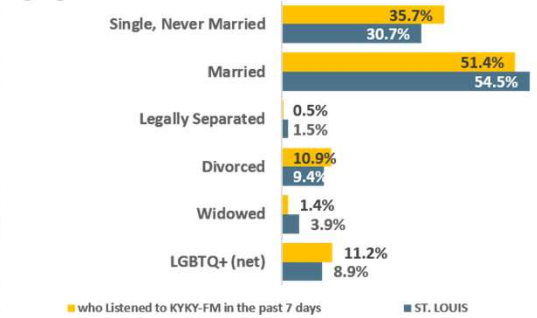
Education Levels: Adults 18 or older



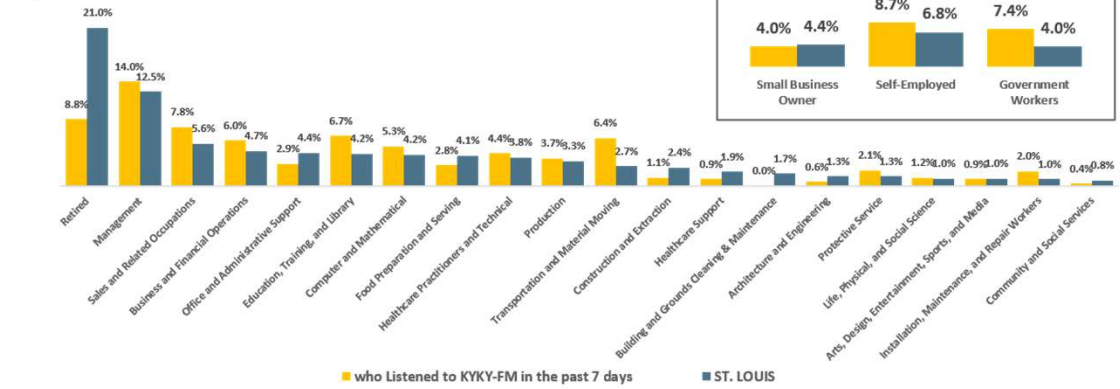
Employment: Adults 18 or older



Marital Status: Adults 18 or older

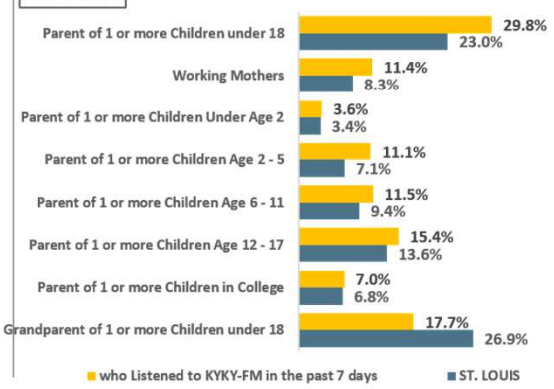


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

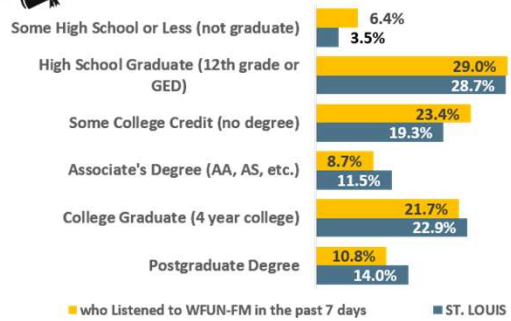
Stage in Life: Adults 18 or older



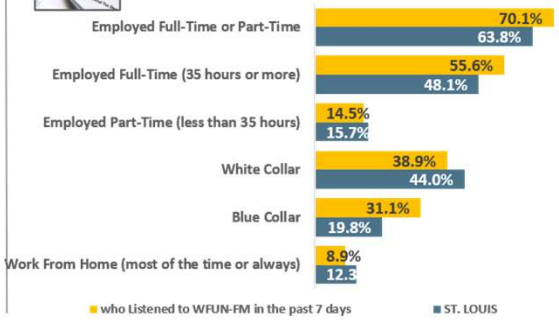
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11.1% or 237,952 of ST. LOUIS Metro Adults 18 or older Listened to WFUN-FM in the past 7 days. Adults 18 or older who Listened to WFUN-FM in the past 7 days are 12.% less likely to be a college graduate, 15.6% more likely to work full-time, 26.8% less likely to be married, 19.8% more likely to be a parent of 1 or more children under 18.

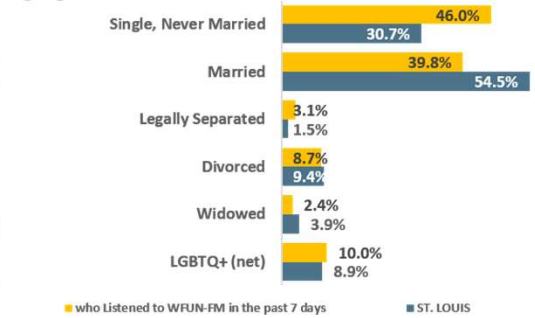
Education Levels: Adults 18 or older



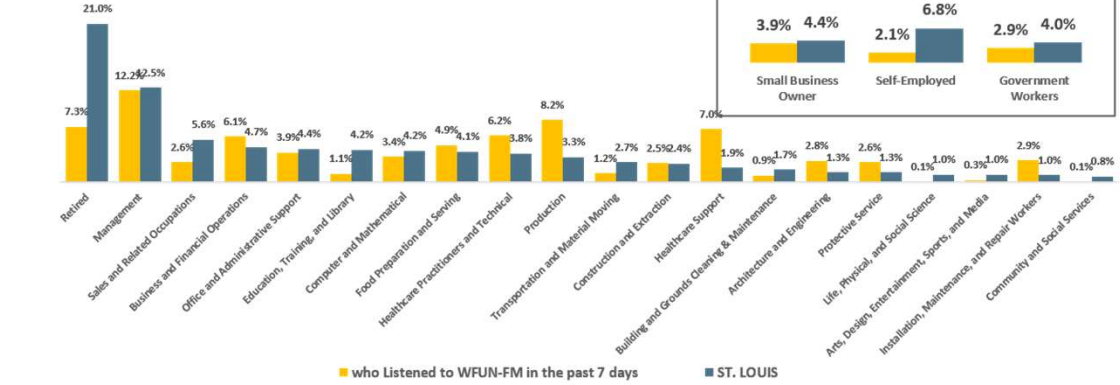
Employment: Adults 18 or older



Marital Status: Adults 18 or older

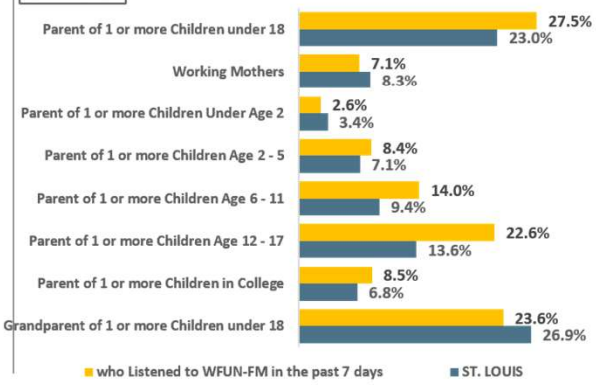


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

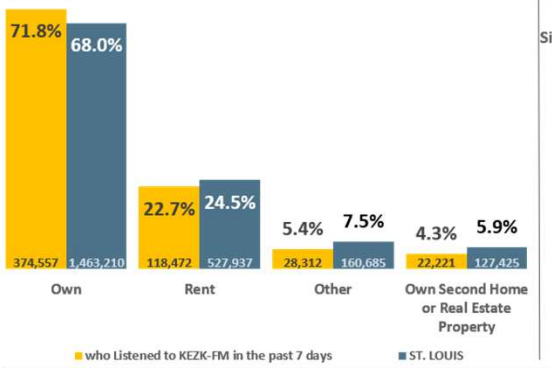
Stage in Life: Adults 18 or older



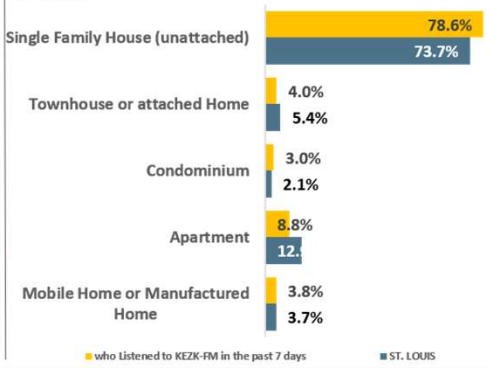
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24.2% or 521,341 of ST. LOUIS Metro Adults 18 or older Listened to KEZK-FM in the past 7 days. Adults 18 or older who Listened to KEZK-FM in the past 7 days are 5.7% more likely to own their home, 7.9% more likely to own a higher valued home, 6.5% more likely to have a single-family home, .5% more likely to have a dog.

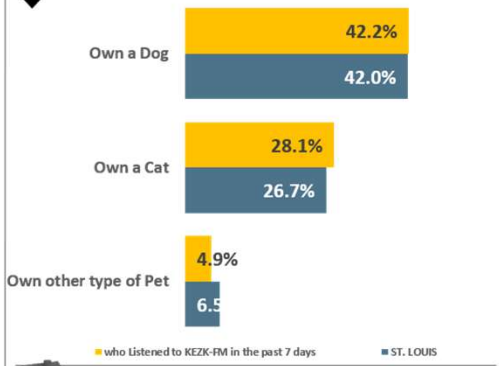
Own/Rent/Other: Adults 18 or older



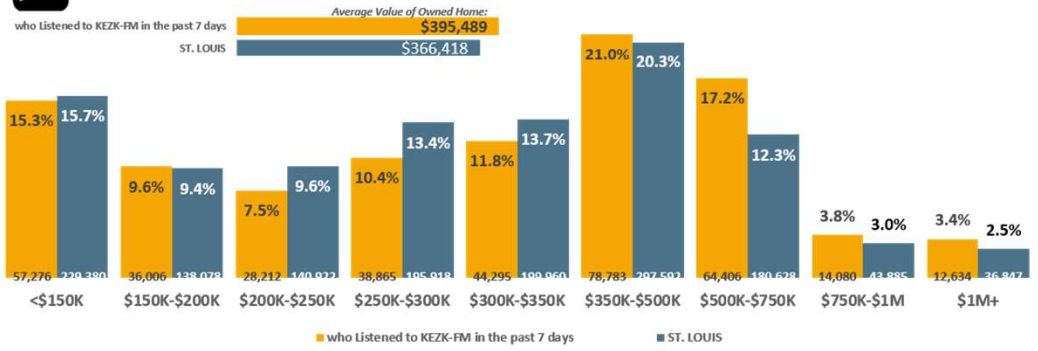
Type of Home: Adults 18 or older



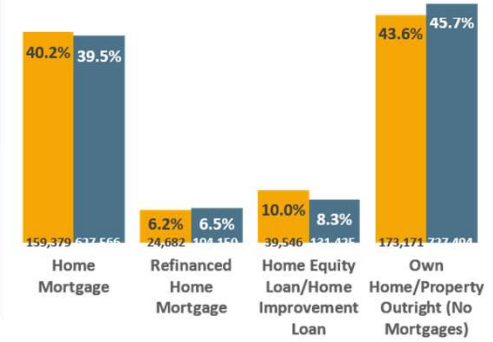
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



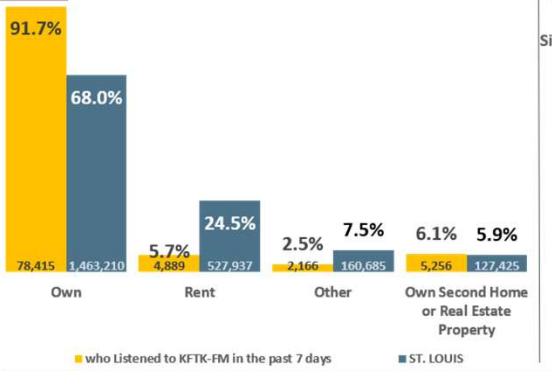
ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 435

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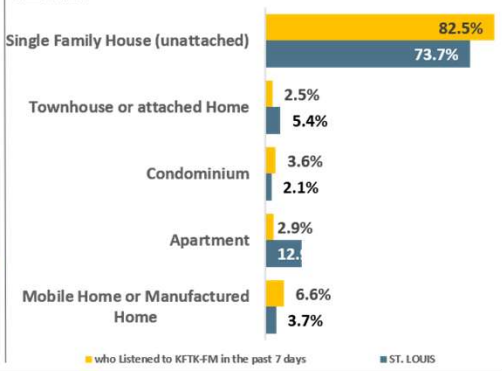
Radio Stations: KEZK-FM

4.% or 85,470 of ST. LOUIS Metro Adults 18 or older Listened to KFTK-FM in the past 7 days.
Adults 18 or older who Listened to KFTK-FM in the past 7 days are 34.9% more likely to own their home, 5.3% more likely to own a lower valued home, 12.% more likely to have a single-family home, 19.7% more likely to have a dog.

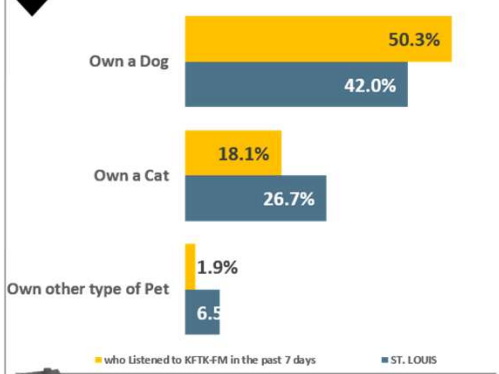
Own/Rent/Other: Adults 18 or older



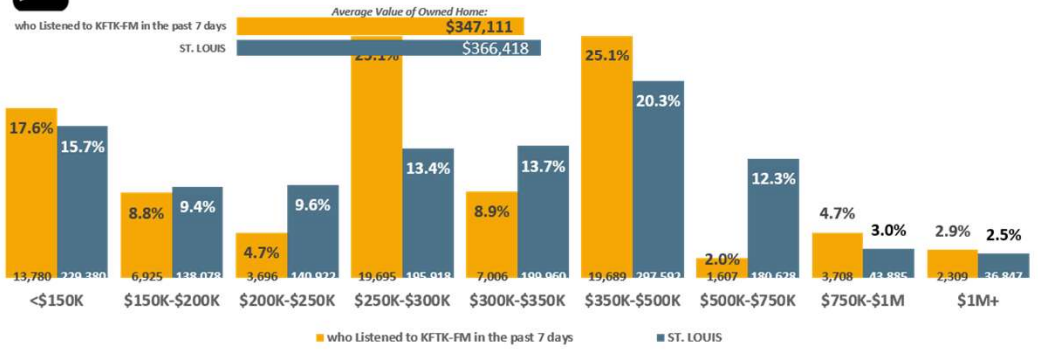
Type of Home: Adults 18 or older



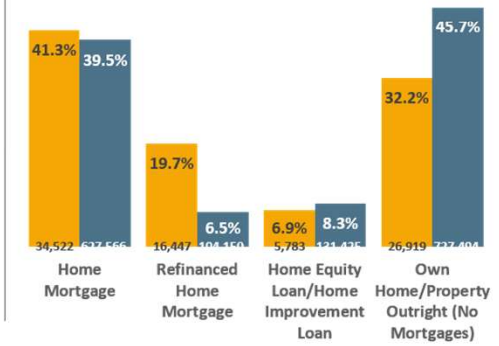
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 65

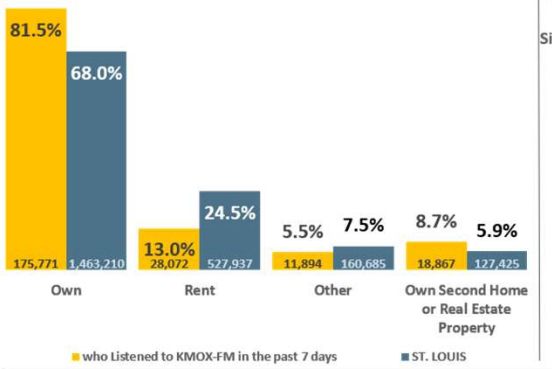
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Radio Stations: KFTK-FM

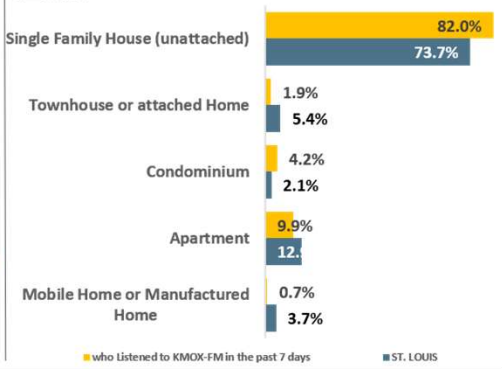
1120 AM • 98.7 FM
KMOX
The Voice of St. Louis

10.% or 215,737 of ST. LOUIS Metro Adults 18 or older Listened to KMOX-FM in the past 7 days.
Adults 18 or older who Listened to KMOX-FM in the past 7 days are 19.8% more likely to own their home, 8.7% more likely to own a lower valued home, 11.3% more likely to have a single-family home, 5.3% less likely to have a dog.

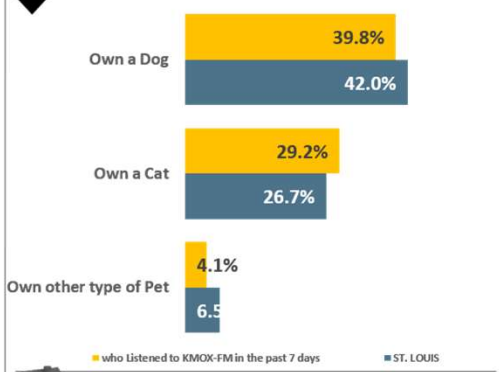
Own/Rent/Other: Adults 18 or older



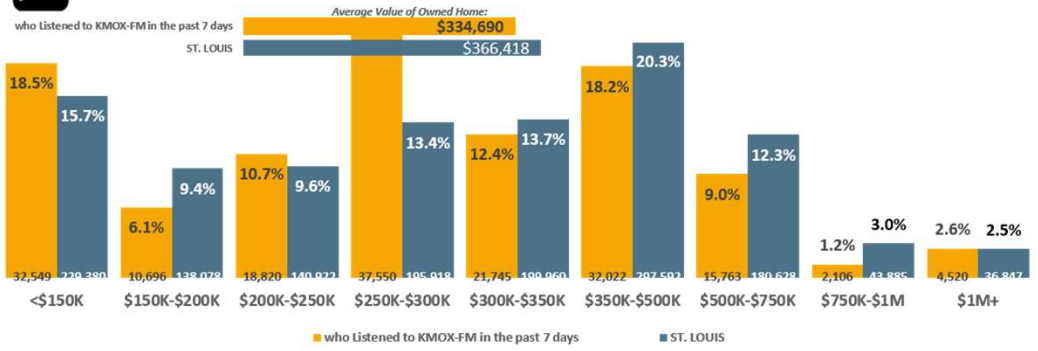
Type of Home: Adults 18 or older



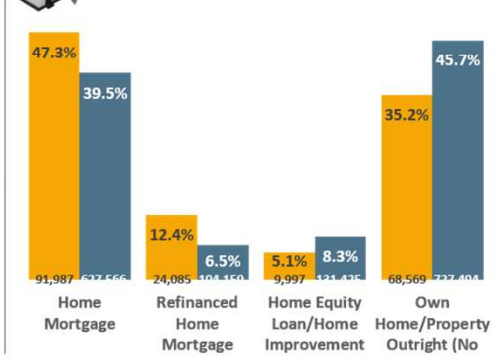
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



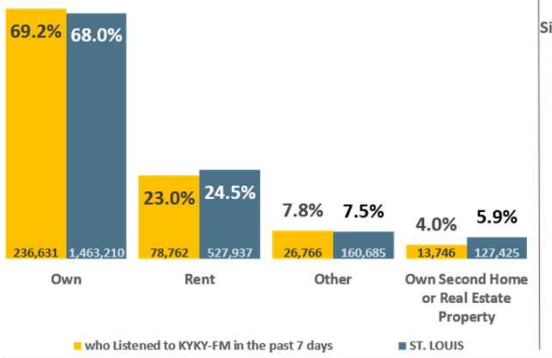
ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 174

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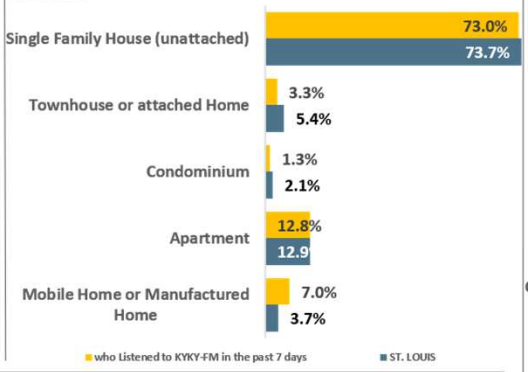
Radio Stations: KMOX-FM

15.9% or 342,159 of ST. LOUIS Metro Adults 18 or older Listened to KYKY-FM in the past 7 days.
Adults 18 or older who Listened to KYKY-FM in the past 7 days are 1.7% more likely to own their home, 1.% more likely to own a lower valued home, .9% less likely to have a single-family home, 3.4% more likely to have a dog.

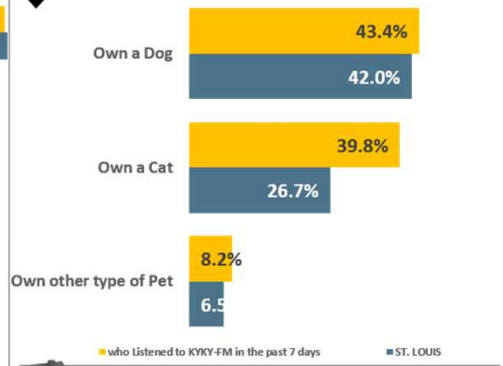
Own/Rent/Other: Adults 18 or older



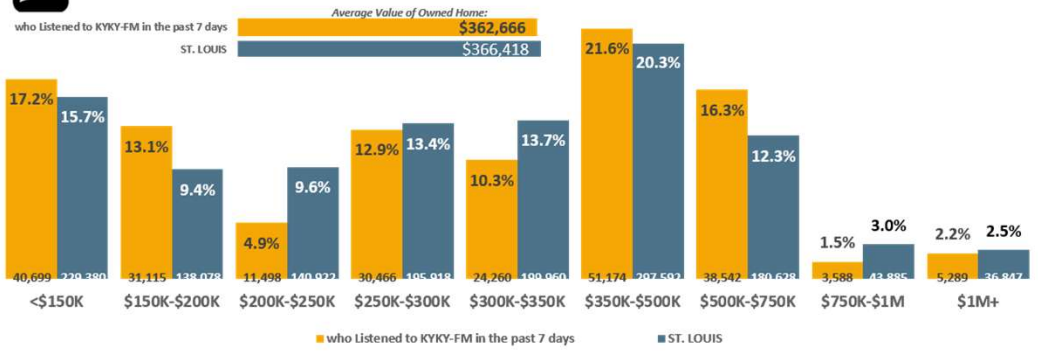
Type of Home: Adults 18 or older



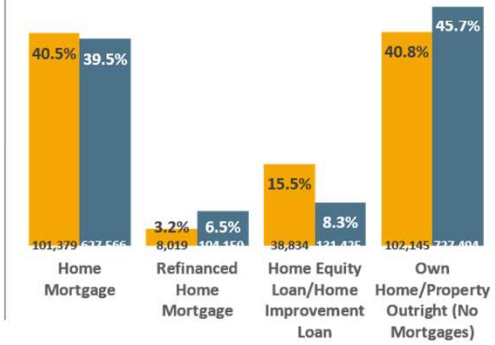
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



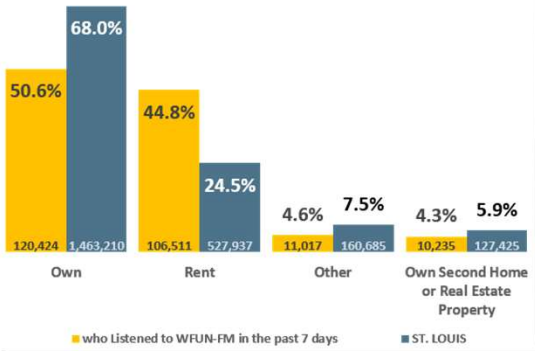
ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 281

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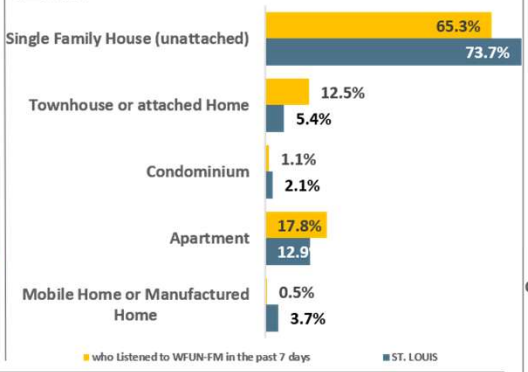
Radio Stations: KYKY-FM

11.1% or 237,952 of ST. LOUIS Metro Adults 18 or older Listened to WFUN-FM in the past 7 days. Adults 18 or older who Listened to WFUN-FM in the past 7 days are 25.6% less likely to own their home, 7.2% more likely to own a lower valued home, 11.4% less likely to have a single-family home, 2.3% less likely to have a dog.

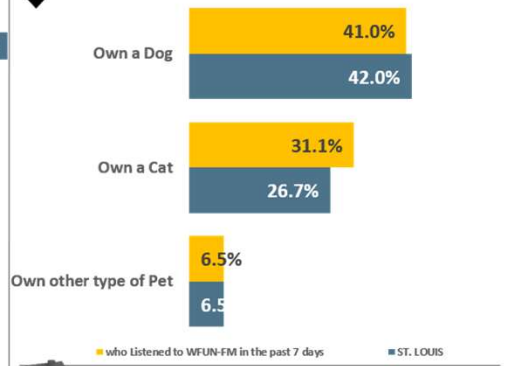
Own/Rent/Other: Adults 18 or older



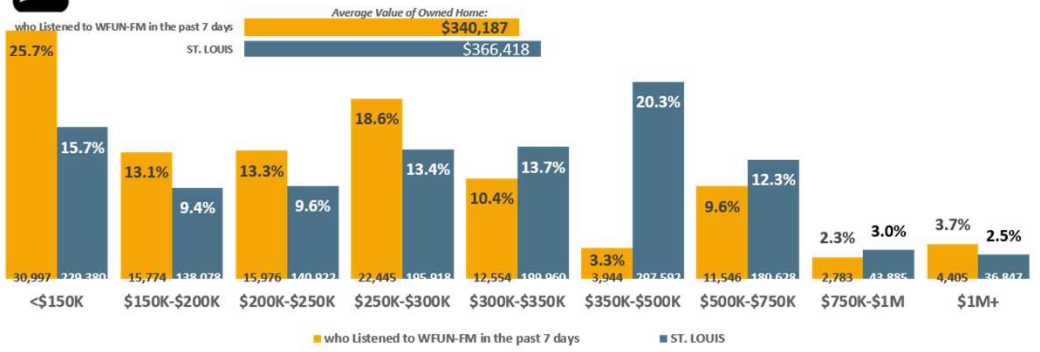
Type of Home: Adults 18 or older



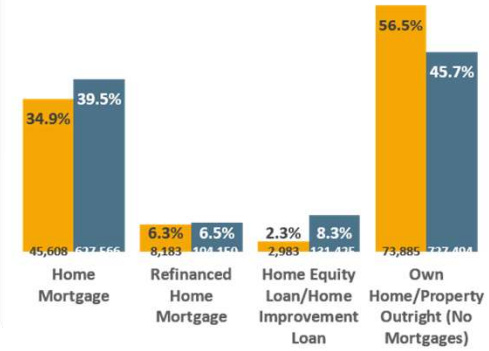
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



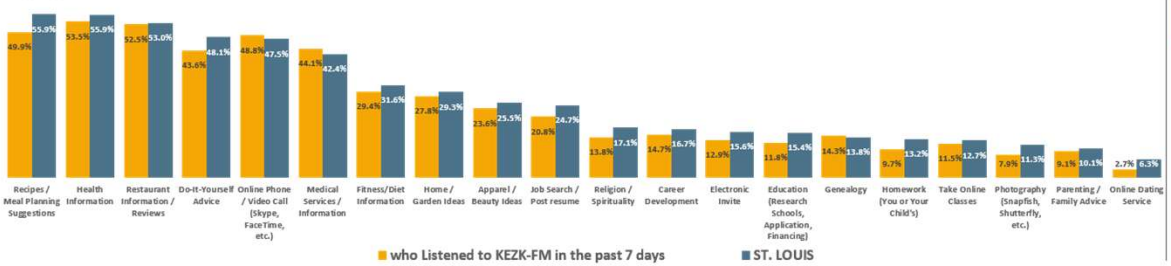
ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 176

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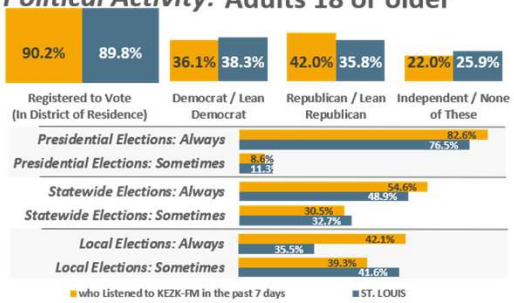
Radio Stations: WFUN-FM

24.2% or 521,341 of ST. LOUIS Metro Adults 18 or older Listened to KEZK-FM in the past 7 days.
Adults 18 or older who Listened to KEZK-FM in the past 7 days are 9.5% less likely to look up D-I-Y advice online, 18.6% more likely to always vote in local elections, 1.5% more likely to belong to a gym, 6.7% more likely to fly domestic past yr.

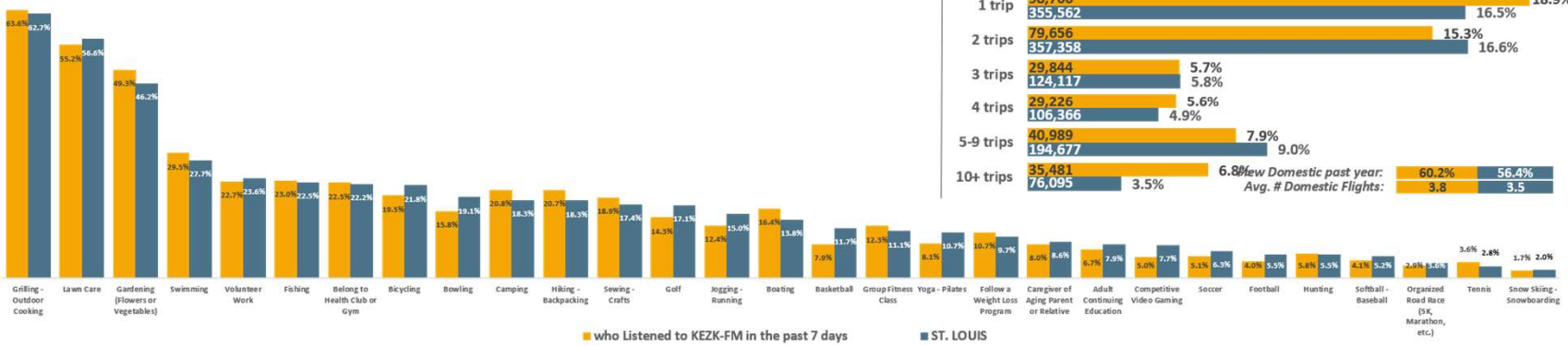
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

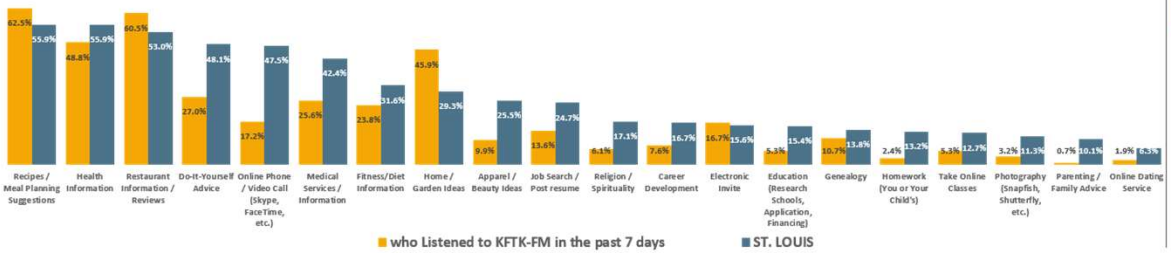
ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 435

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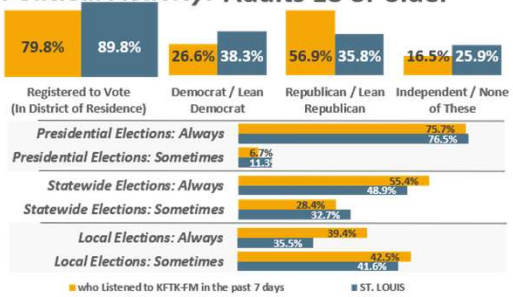
Radio Stations: KEZK-FM

4.% or 85,470 of ST. LOUIS Metro Adults 18 or older Listened to KFTK-FM in the past 7 days.
Adults 18 or older who Listened to KFTK-FM in the past 7 days are 43.8% less likely to look up D-I-Y advice online, 11.% more likely to always vote in local elections, 14.3% more likely to belong to a gym, 46.% more likely to fly domestic past yr.

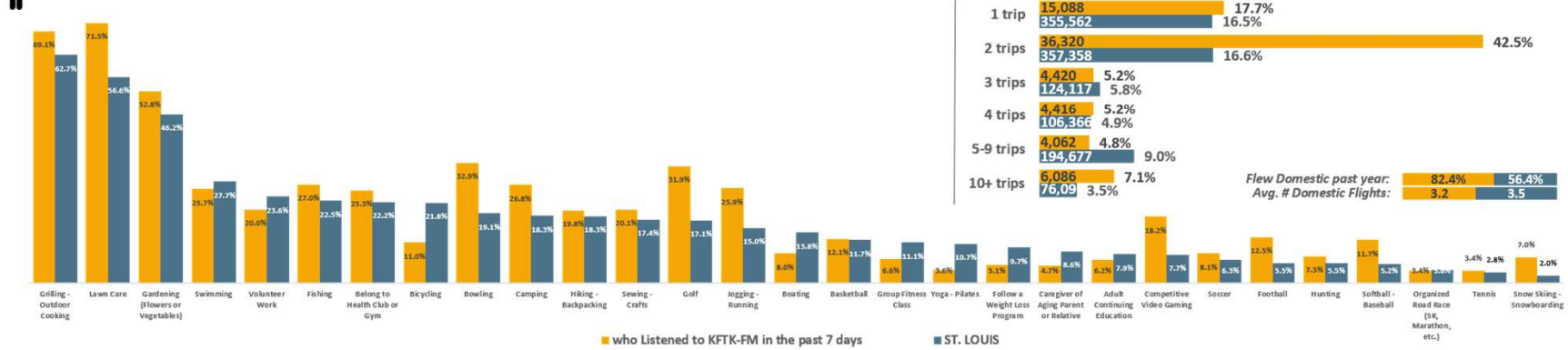
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



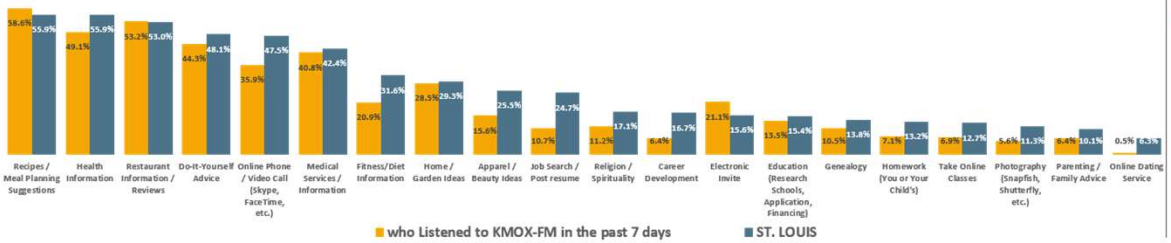
Past 12-months Domestic Airline Trips: Adults 18 or older

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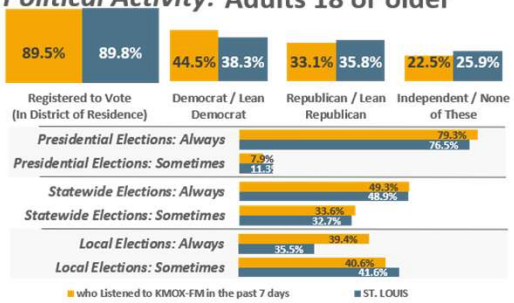
Radio Stations: KFTK-FM

10.% or 215,737 of ST. LOUIS Metro Adults 18 or older Listened to KMOX-FM in the past 7 days. Adults 18 or older who Listened to KMOX-FM in the past 7 days are 7.9% less likely to look up D-I-Y advice online, 11.1% more likely to always vote in local elections, 39.3% more likely to belong to a gym, 10.5% more likely to fly domestic past yr.

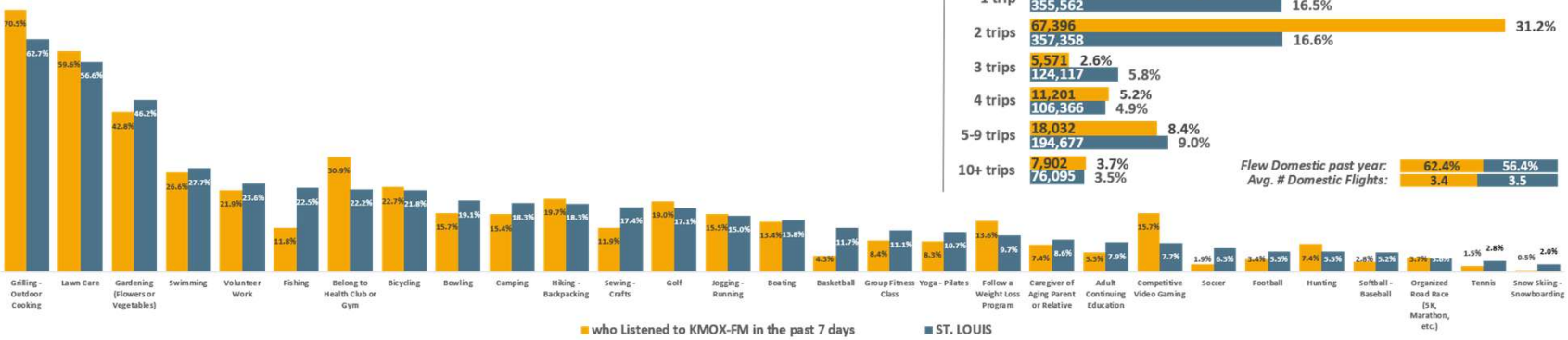
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



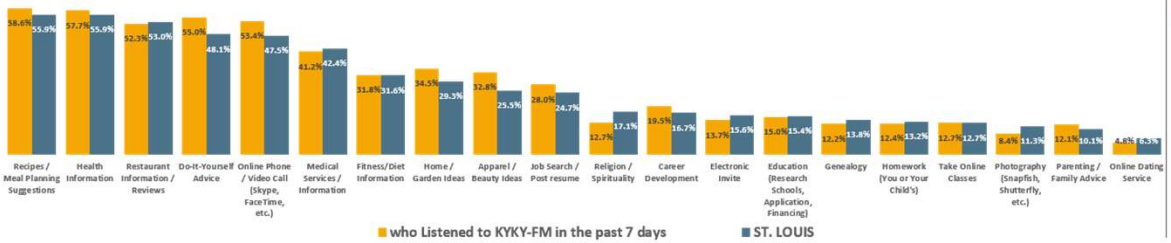
Past 12-months Domestic Airline Trips: Adults 18 or older

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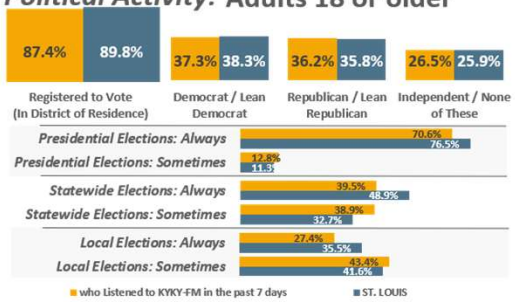
Radio Stations: KMOX-FM

15.9% or 342,159 of ST. LOUIS Metro Adults 18 or older Listened to KYKY-FM in the past 7 days. Adults 18 or older who Listened to KYKY-FM in the past 7 days are 14.2% more likely to look up D-I-Y advice online, 22.9% less likely to always vote in local elections, 10.1% less likely to belong to a gym, 1.7% less likely to fly domestic past yr.

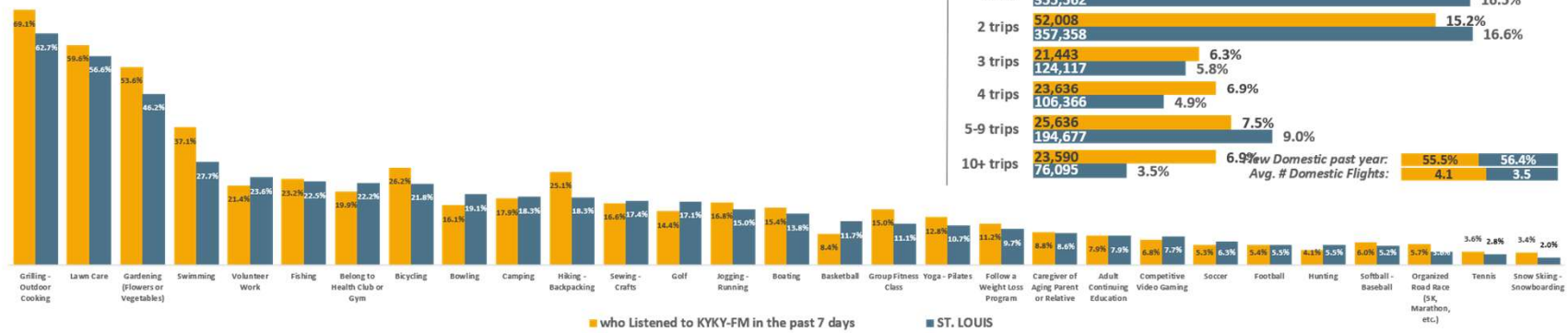
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

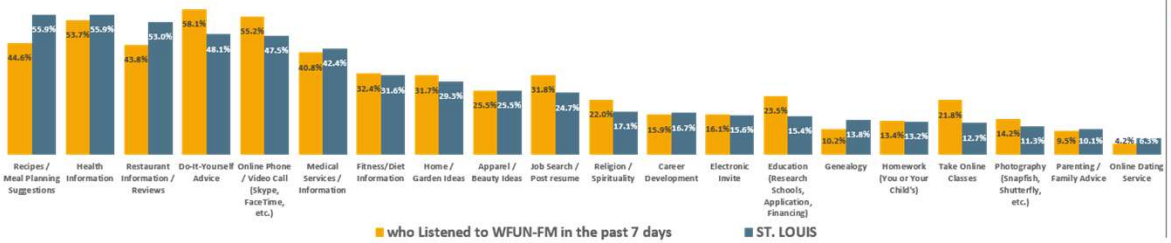
ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 281

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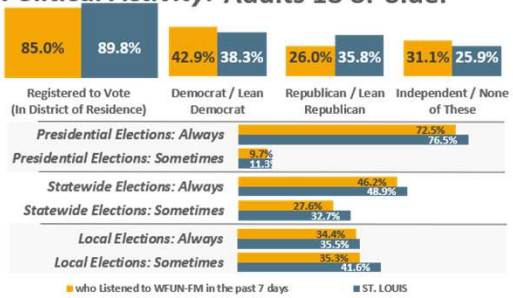
Radio Stations: KYKY-FM

11.1% or 237,952 of ST. LOUIS Metro Adults 18 or older Listened to WFUN-FM in the past 7 days. Adults 18 or older who Listened to WFUN-FM in the past 7 days are 20.7% more likely to look up D-I-Y advice online, 3.2% less likely to always vote in local elections, 17.% less likely to belong to a gym, 13.3% less likely to fly domestic past yr.

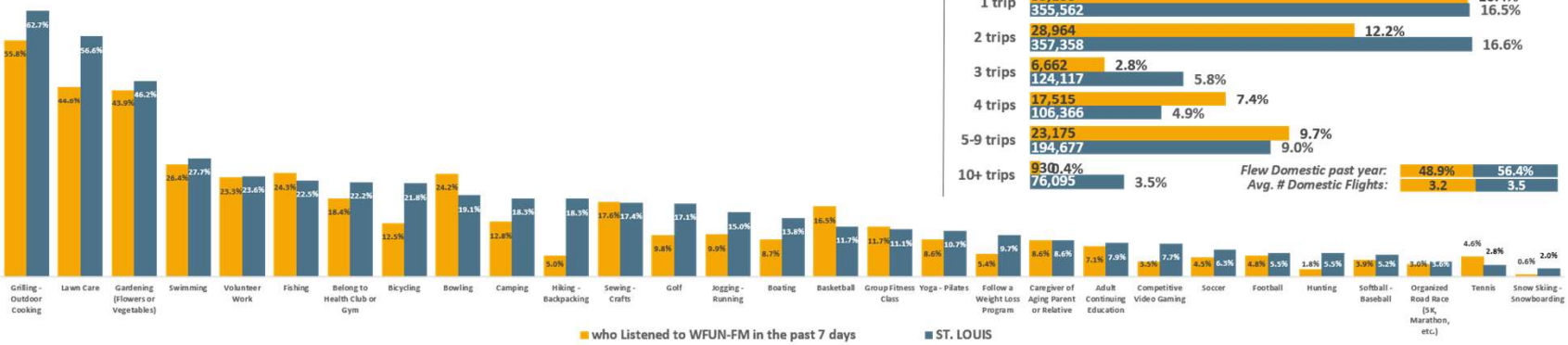
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

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Radio Stations: WFUN-FM

24.2% or 521,341 of ST. LOUIS Metro Adults 18 or older Listened to KEZK-FM in the past 7 days.
Adults 18 or older who Listened to KEZK-FM in the past 7 days are 2.8% more likely to use QSRs past mo., 12.% more likely to use Sit-Down Restaurants past mo., .7% less likely to use Casinos past yr., 3.7% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

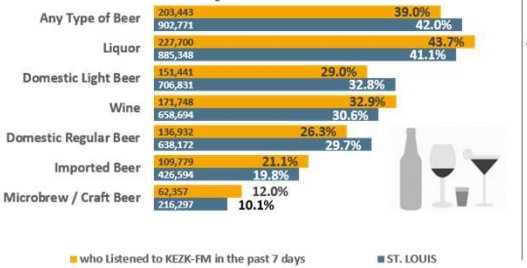
(Sit-Down Restaurants Used Past 30-days)



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

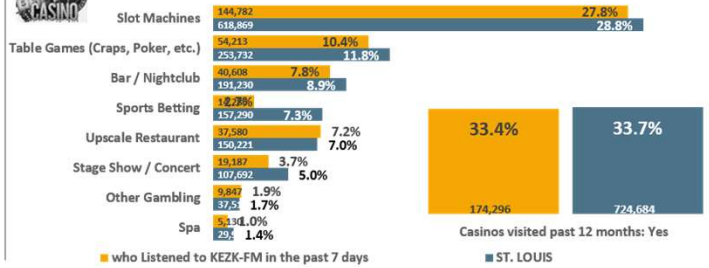


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 435

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Radio Stations: KEZK-FM

4.% or 85,470 of ST. LOUIS Metro Adults 18 or older Listened to KFTK-FM in the past 7 days.
Adults 18 or older who Listened to KFTK-FM in the past 7 days are 2.6% more likely to use QSRs past mo., 11.6% more likely to use Sit-Down Restaurants past mo., 44.5% more likely to use Casinos past yr., 85.1% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

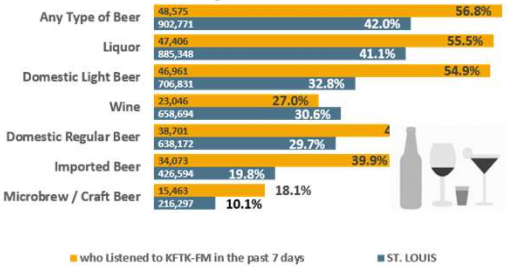
(Sit-Down Restaurants Used Past 30-days)



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

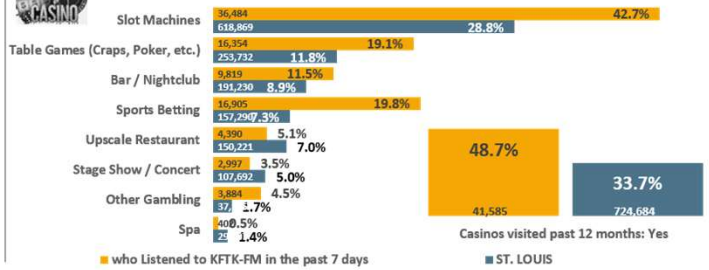


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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Radio Stations: KFTK-FM

1120 AM • 98.7 FM
KMOX
The Voice of St. Louis

10.% or 215,737 of ST. LOUIS Metro Adults 18 or older Listened to KMOX-FM in the past 7 days.
Adults 18 or older who Listened to KMOX-FM in the past 7 days are 5.5% more likely to use QSRs past mo., 14.1% more likely to use Sit-Down Restaurants past mo., 2.9% more likely to use Casinos past yr., 39.% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

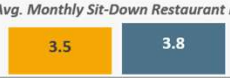
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

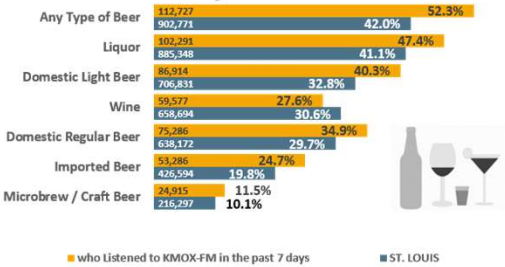
(Sit-Down Restaurants Used Past 30-days)



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

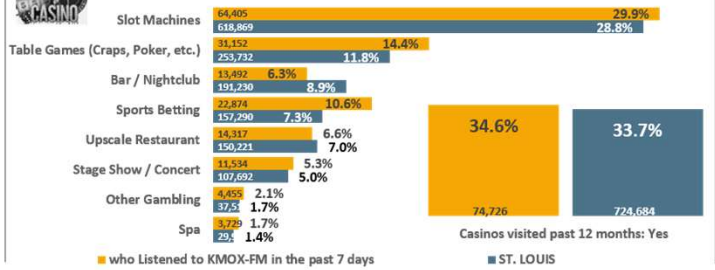


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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Radio Stations: KMOX-FM

15.9% or 342,159 of ST. LOUIS Metro Adults 18 or older Listened to KYKY-FM in the past 7 days.
Adults 18 or older who Listened to KYKY-FM in the past 7 days are 4.1% more likely to use QSRs past mo., 2.5% less likely to use Sit-Down Restaurants past mo., 14.3% more likely to use Casinos past yr., 18.% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

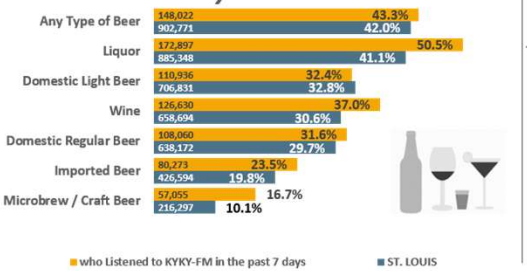
(Sit-Down Restaurants Used Past 30-days)



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

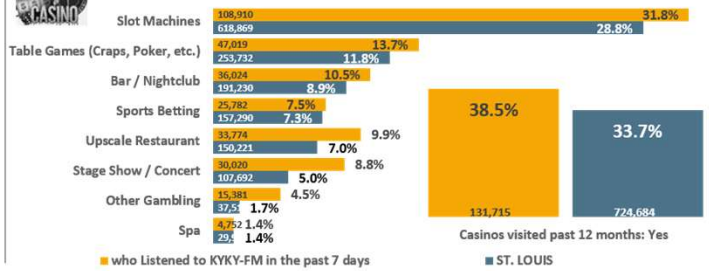


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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Radio Stations: KYKY-FM

11.1% or 237,952 of ST. LOUIS Metro Adults 18 or older Listened to WFUN-FM in the past 7 days.
Adults 18 or older who Listened to WFUN-FM in the past 7 days are 6.6% more likely to use QSRs past mo., 1.% less likely to use Sit-Down Restaurants past mo., 18.5% more likely to use Casinos past yr., 42.7% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

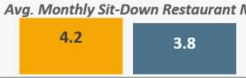
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

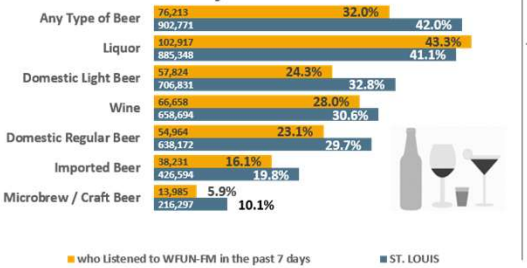
(Sit-Down Restaurants Used Past 30-days)



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

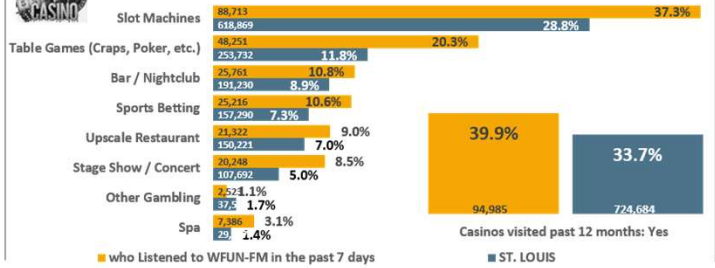


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older

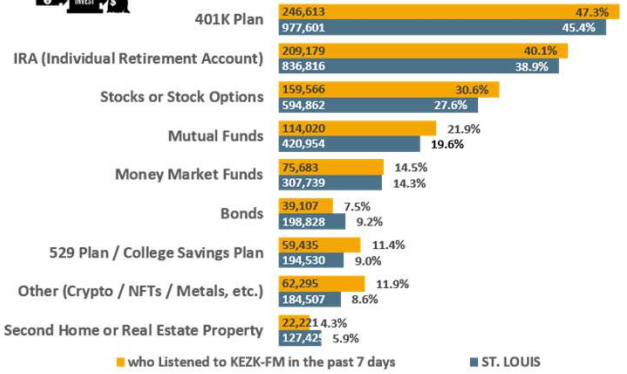


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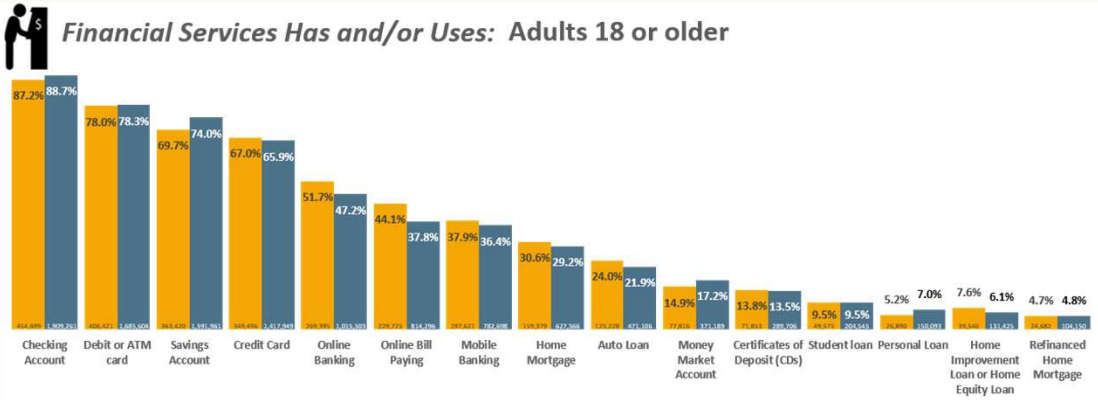
Radio Stations: WFUN-FM

24.2% or 521,341 of ST. LOUIS Metro Adults 18 or older Listened to KEZK-FM in the past 7 days.
Adults 18 or older who Listened to KEZK-FM in the past 7 days are 4.1% more likely to have a 401K, 9.7% more likely to have an Auto Loan, 26.1% less likely to Invest/Trade Stocks Online, 4.2% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



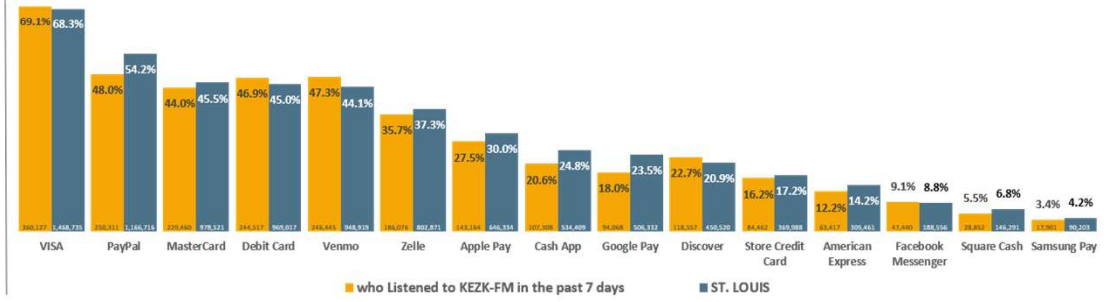
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



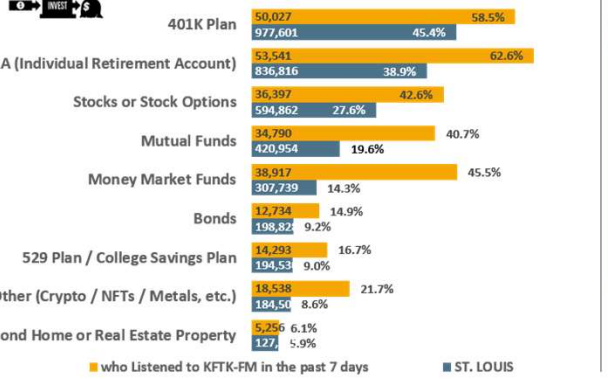
ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 435

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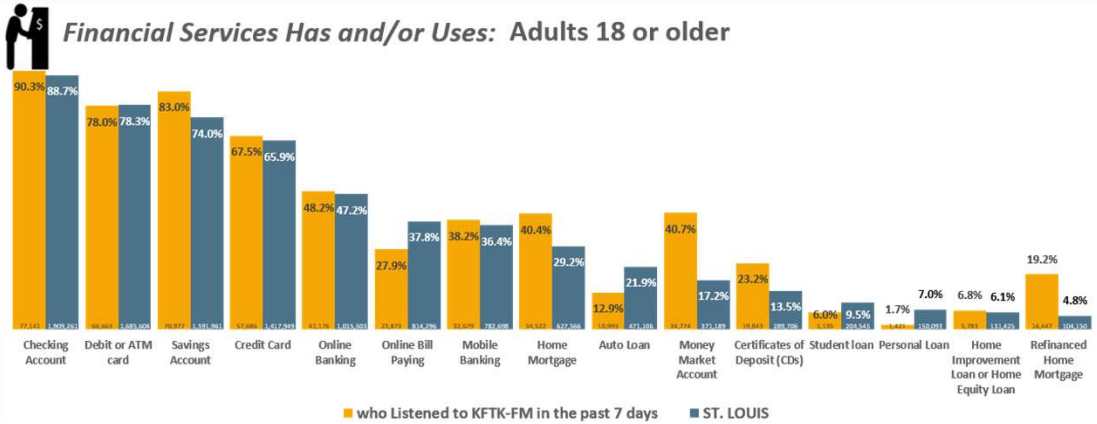
Radio Stations: KEZK-FM

4.% or 85,470 of ST. LOUIS Metro Adults 18 or older Listened to KFTK-FM in the past 7 days.
Adults 18 or older who Listened to KFTK-FM in the past 7 days are 28.8% more likely to have a 401K, 41.3% less likely to have an Auto Loan, 38.2% more likely to Invest/Trade Stocks Online, 49.1% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



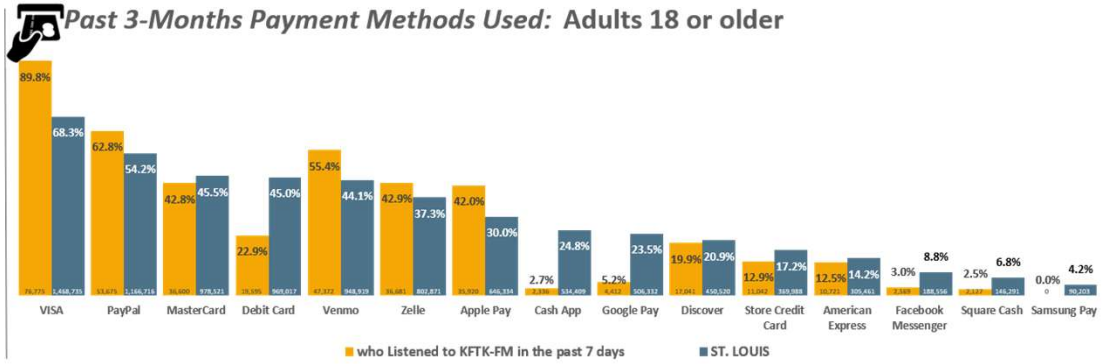
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



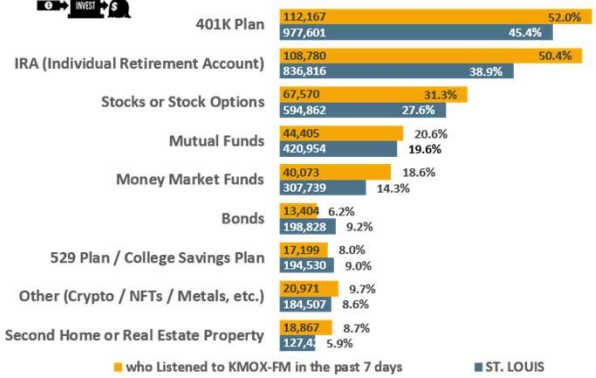
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Radio Stations: KFTK-FM

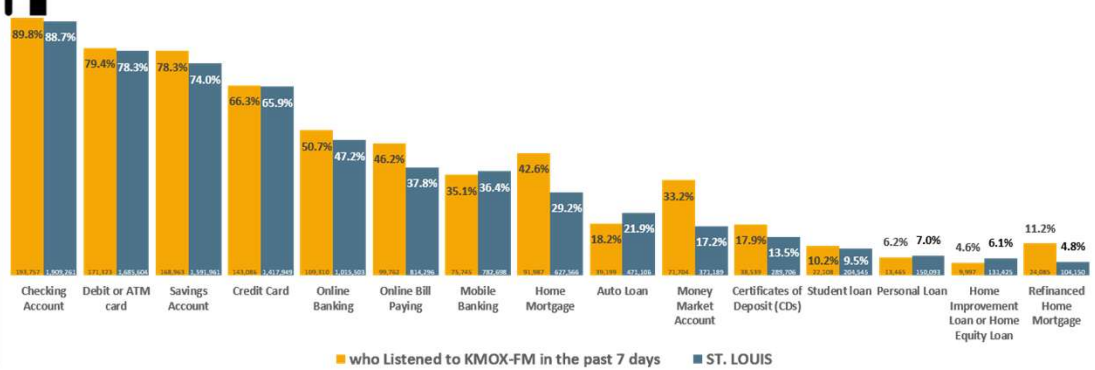
1120 AM • 98.7 FM
KMOX
The Voice of St. Louis

10.% or 215,737 of ST. LOUIS Metro Adults 18 or older Listened to KMOX-FM in the past 7 days.
Adults 18 or older who Listened to KMOX-FM in the past 7 days are 14.4% more likely to have a 401K, 17.% less likely to have an Auto Loan, 28.1% more likely to Invest/Trade Stocks Online, 4.9% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

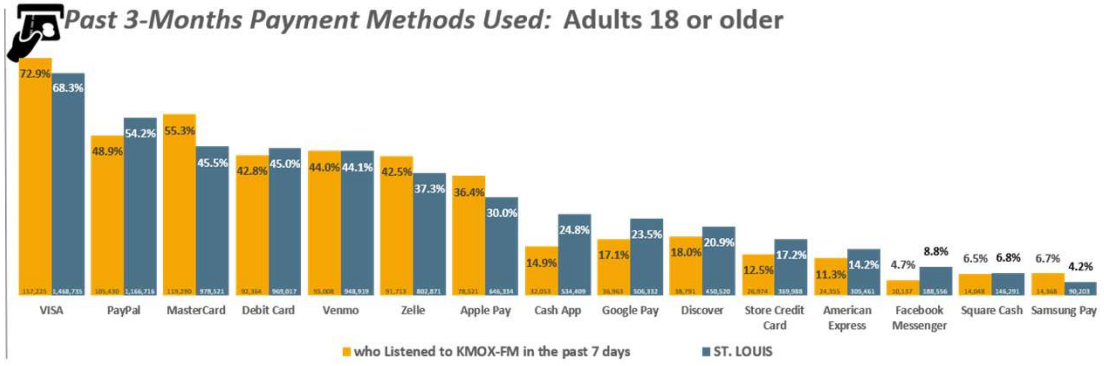


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

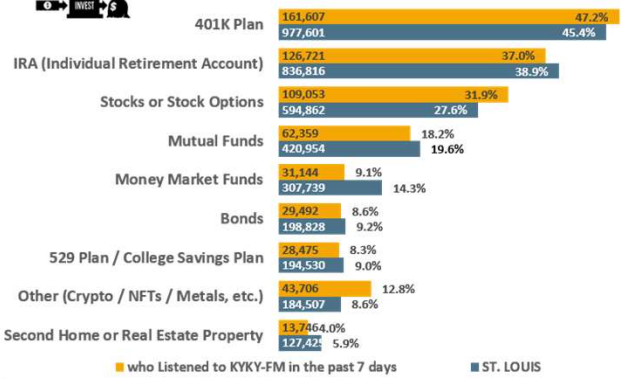
Past 3-Months Payment Methods Used: Adults 18 or older



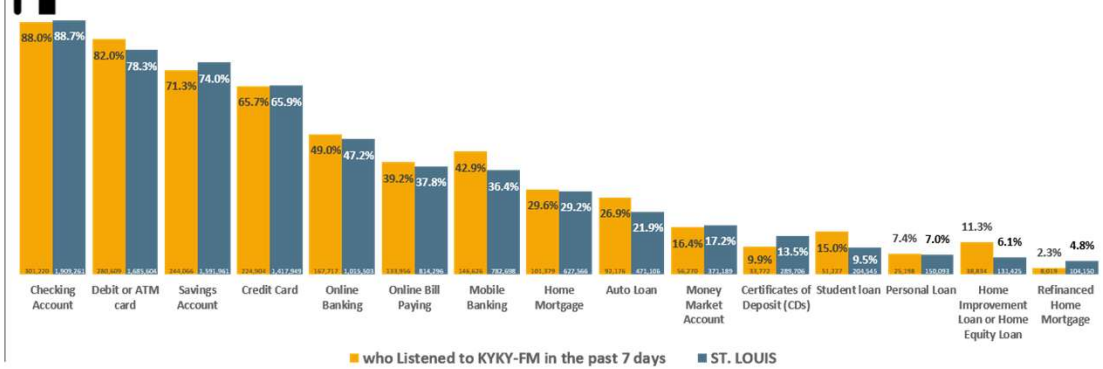
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15.9% or 342,159 of ST. LOUIS Metro Adults 18 or older Listened to KYKY-FM in the past 7 days.
Adults 18 or older who Listened to KYKY-FM in the past 7 days are 4.% more likely to have a 401K, 23.% more likely to have an Auto Loan, 31.8% more likely to Invest/Trade Stocks Online, 6.8% less likely to pay with their Debit Card.

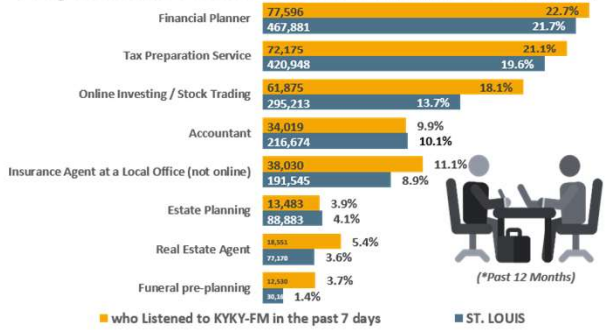
Investments Owned: Adults 18 or older



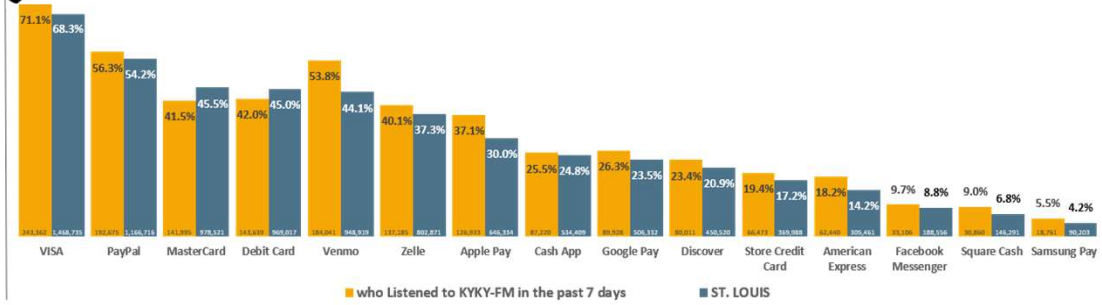
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



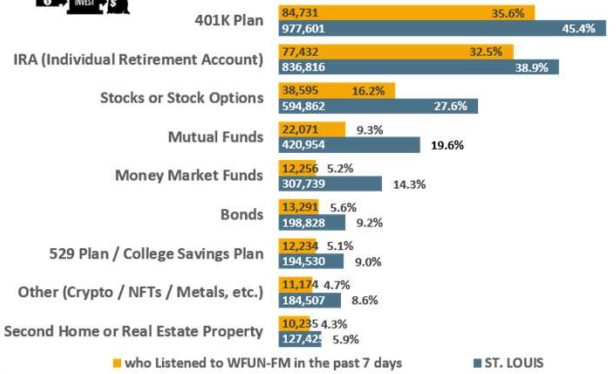
ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 281

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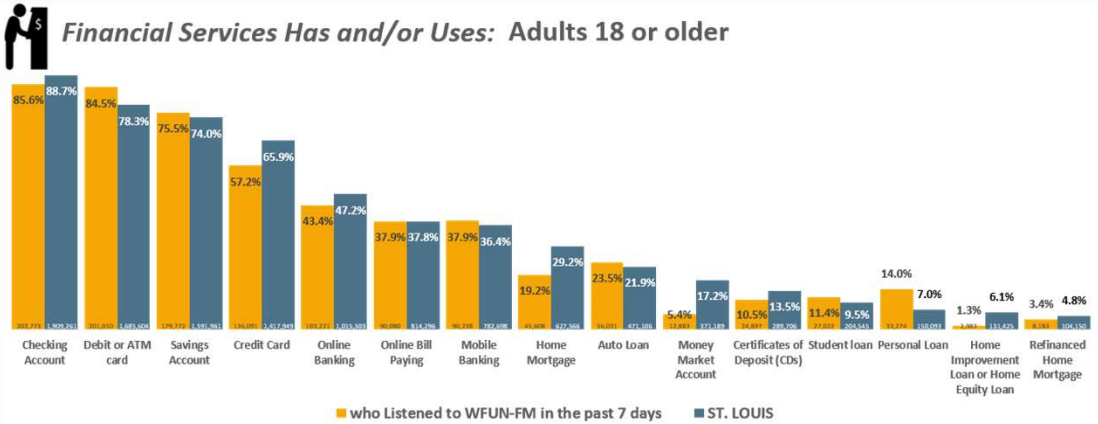
Radio Stations: KYKY-FM

11.1% or 237,952 of ST. LOUIS Metro Adults 18 or older Listened to WFUN-FM in the past 7 days.
Adults 18 or older who Listened to WFUN-FM in the past 7 days are 21.6% less likely to have a 401K, 7.6% more likely to have an Auto Loan, 37.2% less likely to Invest/Trade Stocks Online, 41.3% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



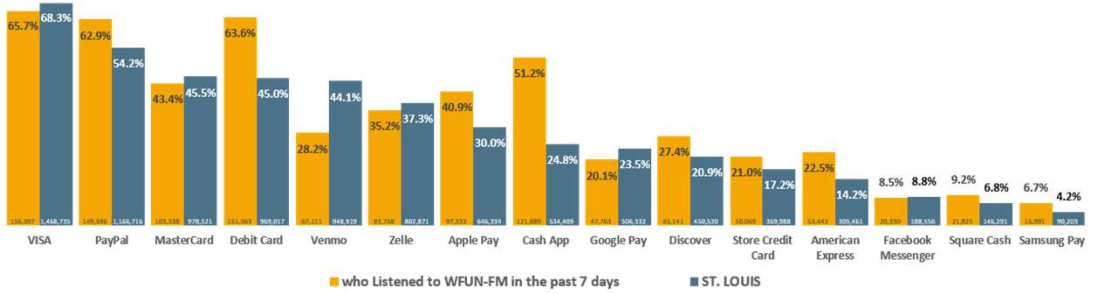
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



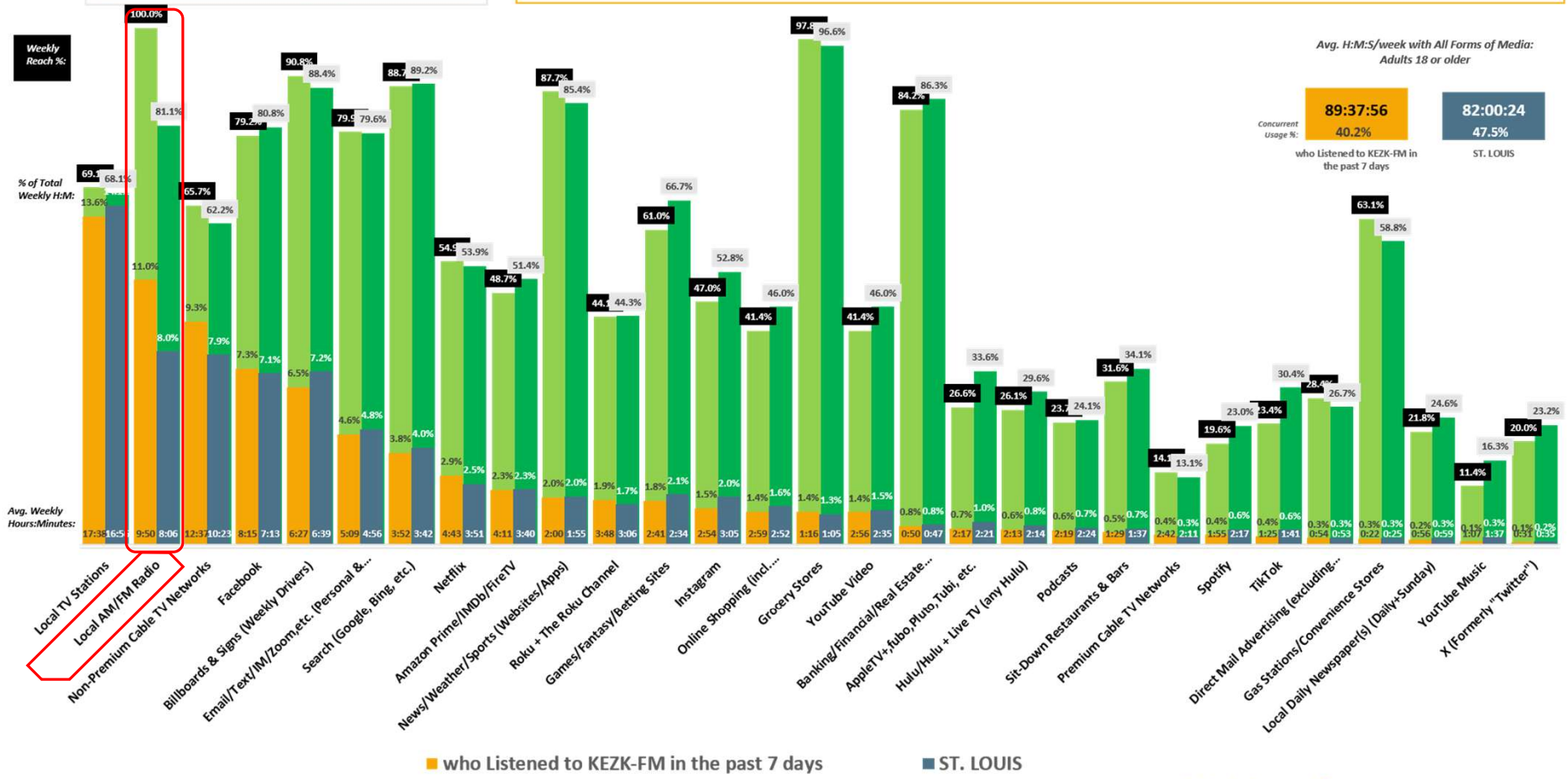
ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 176

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Radio Stations: WFUN-FM

Adults 18 or older who Listened to KEZK-FM in the past 7 days spend an average of 3 days, 17 hours, 37 minutes and 56 seconds each week with All Forms of Media.

100.% of Adults 18 or older who Listened to KEZK-FM in the past 7 days spend an avg. of 9 hours and 50 minutes each week listening to All Local AM/FM Radio, representing 11.% of total time spent with all forms of Media.



ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 435 ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,754

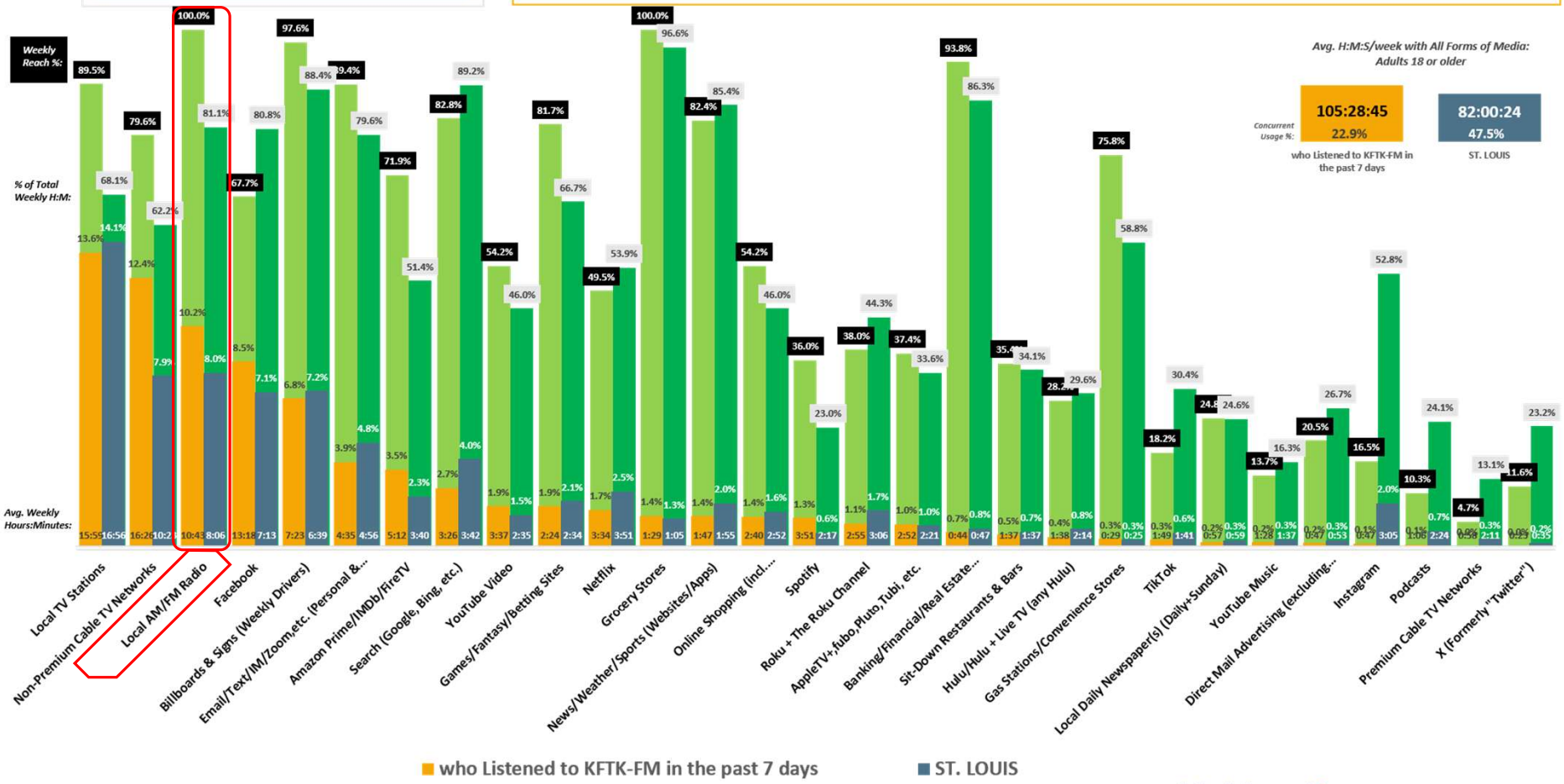
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Hubbard media that connects soefa.ai Share of Everything for Anything

Radio Stations: KEZK-FM

Adults 18 or older who Listened to KFTK-FM in the past 7 days spend an average of 4 days, 9 hours, 28 minutes and 45 seconds each week with All Forms of Media.

100.% of Adults 18 or older who Listened to KFTK-FM in the past 7 days spend an avg. of 10 hours and 43 minutes each week listening to All Local AM/FM Radio, representing 10.2% of total time spent with all forms of Media.



ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 65 ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,754

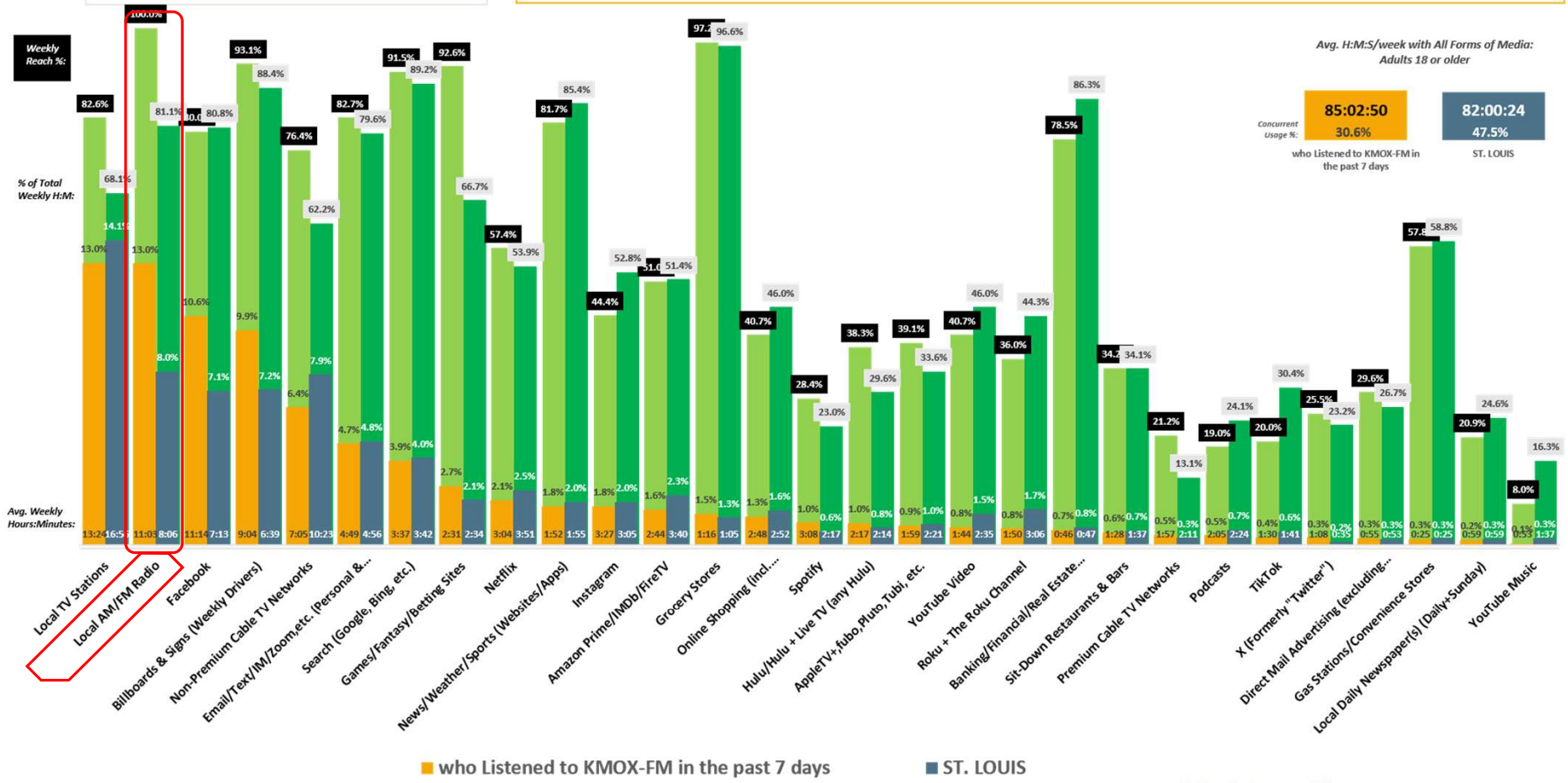
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Radio Stations: KFTK-FM

1120 AM • 98.7 FM
KMOX
The Voice of St. Louis

Adults 18 or older who Listened to KMOX-FM in the past 7 days spend an average of 3 days, 13 hours, 2 minutes and 50 seconds each week with All Forms of Media.

100.% of Adults 18 or older who Listened to KMOX-FM in the past 7 days spend an avg. of 11 hours and 3 minutes each week listening to All Local AM/FM Radio, representing 13.% of total time spent with all forms of Media.

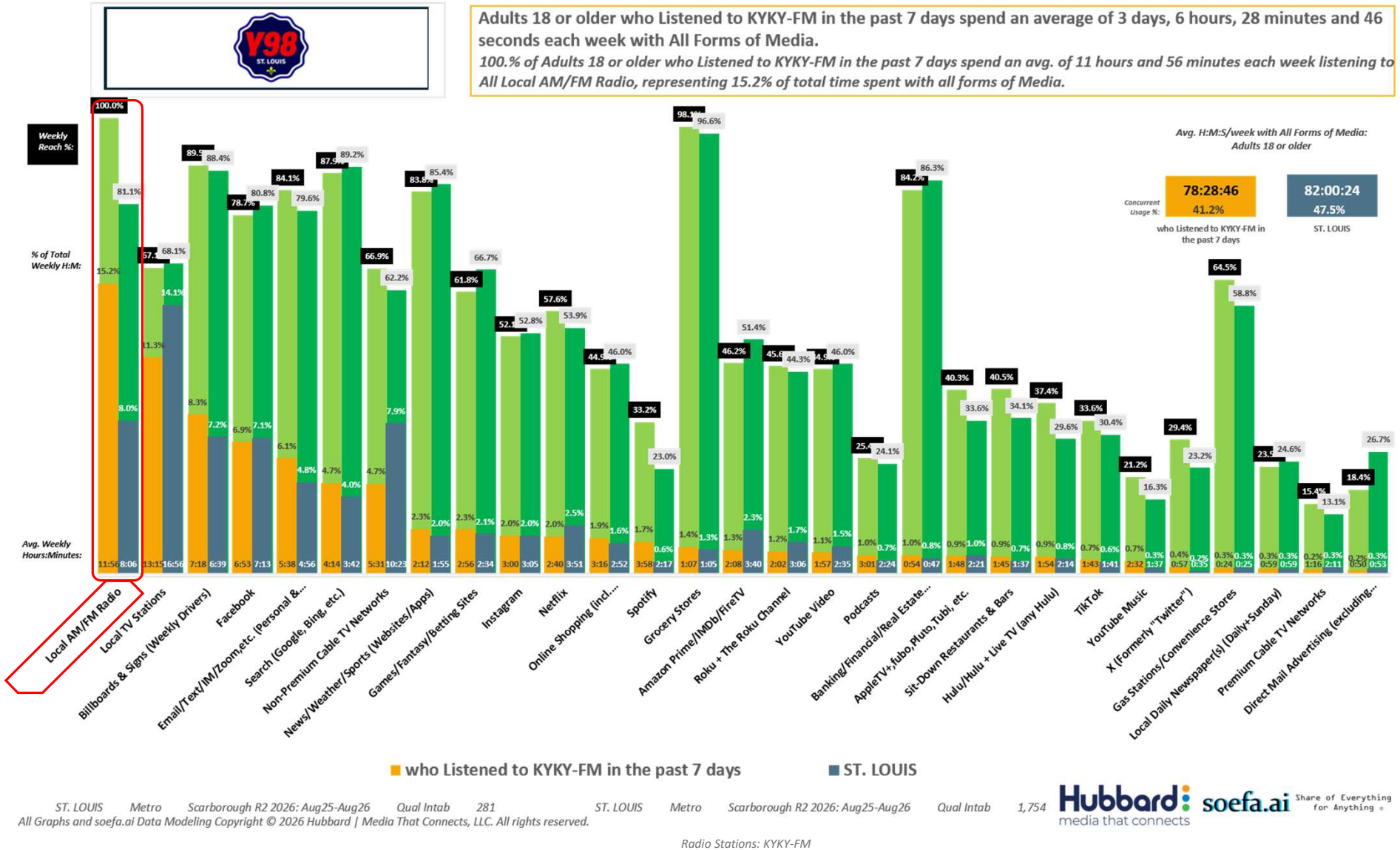


ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 174 ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,754

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Hubbard media that connects soefa.ai Share of Everything for Anything

Radio Stations: KMOX-FM

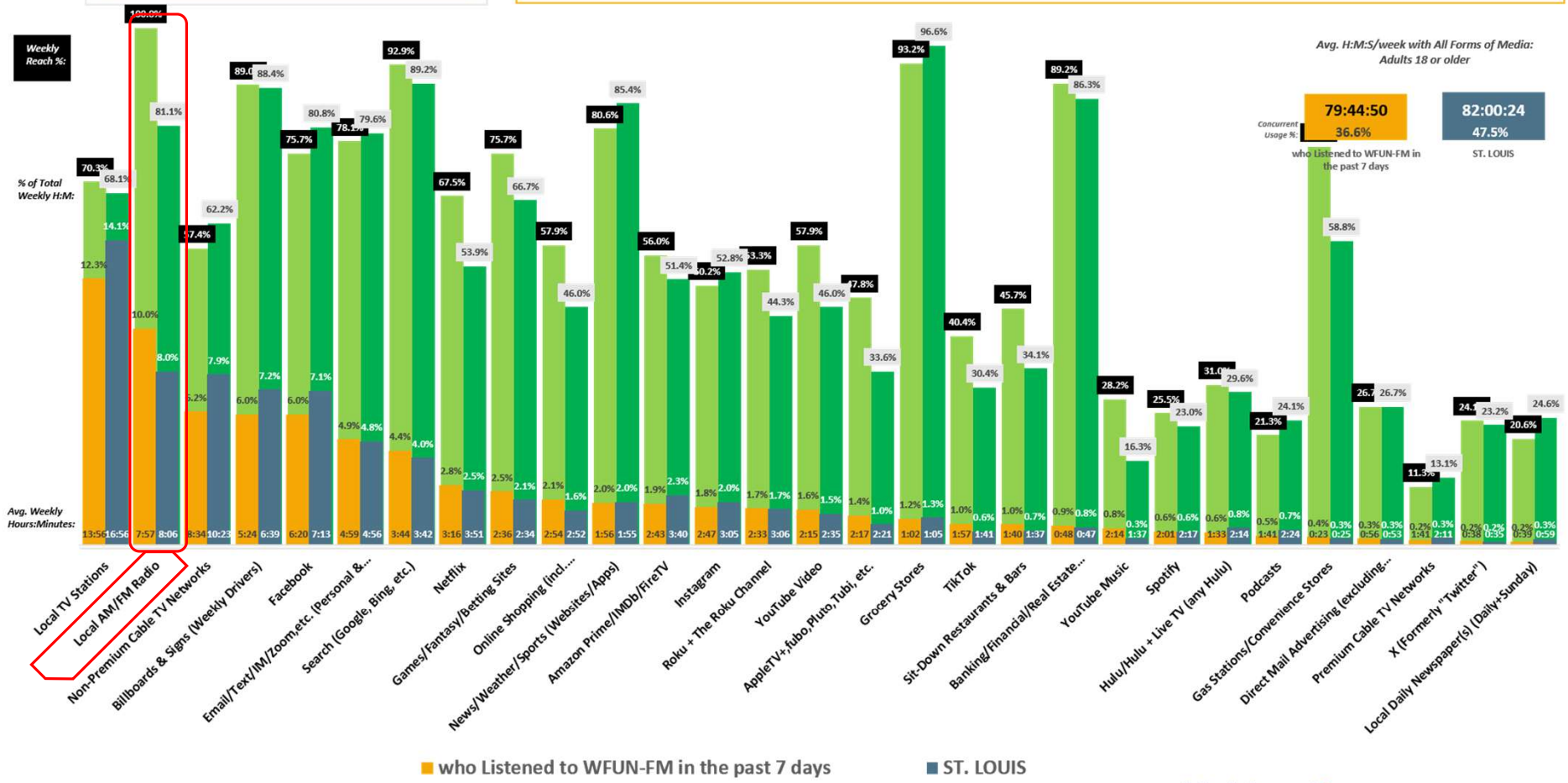


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Radio Stations: KYKY-FM

Adults 18 or older who Listened to WFUN-FM in the past 7 days spend an average of 3 days, 7 hours, 44 minutes and 50 seconds each week with All Forms of Media.

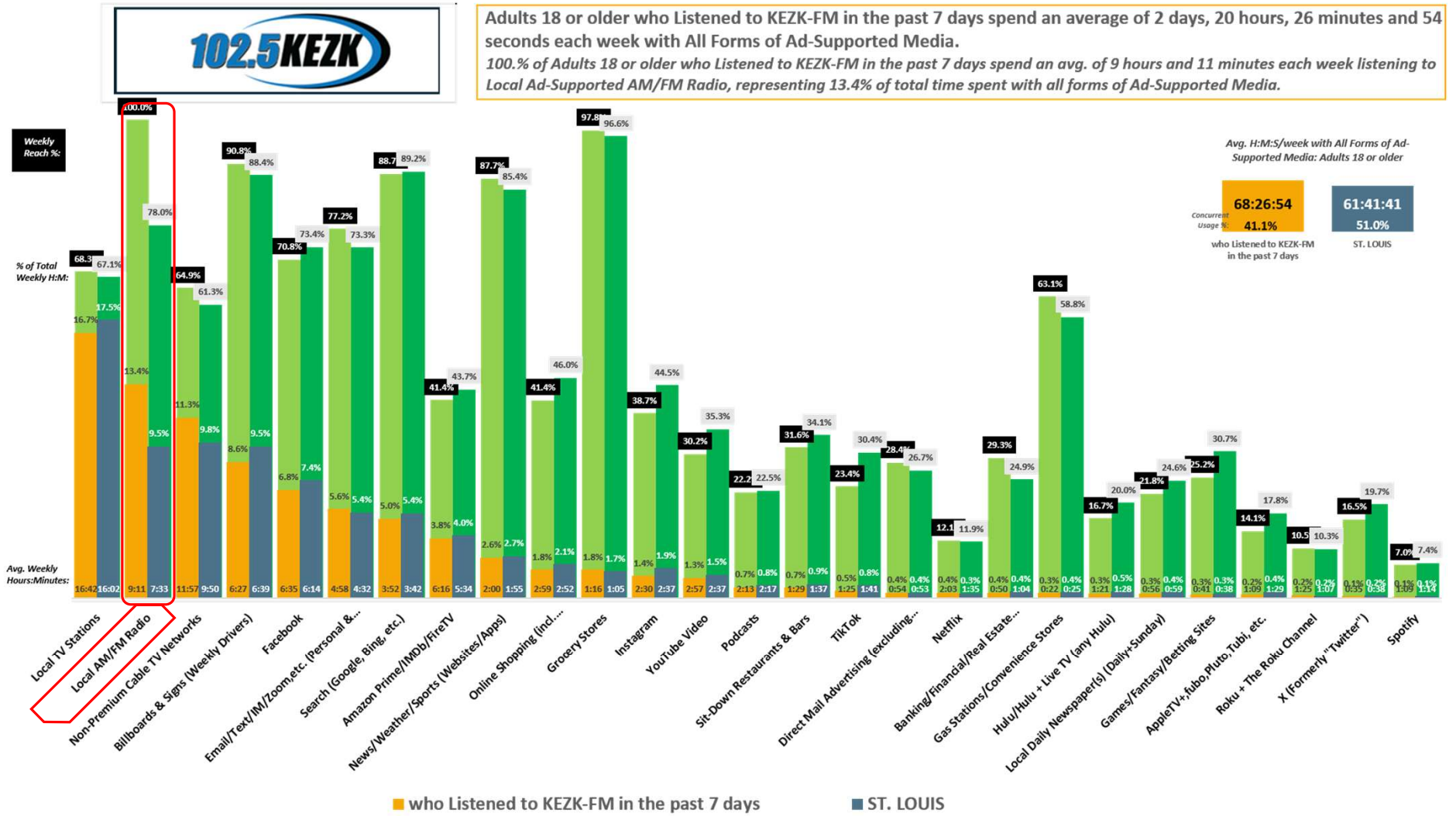
100.% of Adults 18 or older who Listened to WFUN-FM in the past 7 days spend an avg. of 7 hours and 57 minutes each week listening to All Local AM/FM Radio, representing 10.% of total time spent with all forms of Media.



ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 176 ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,754

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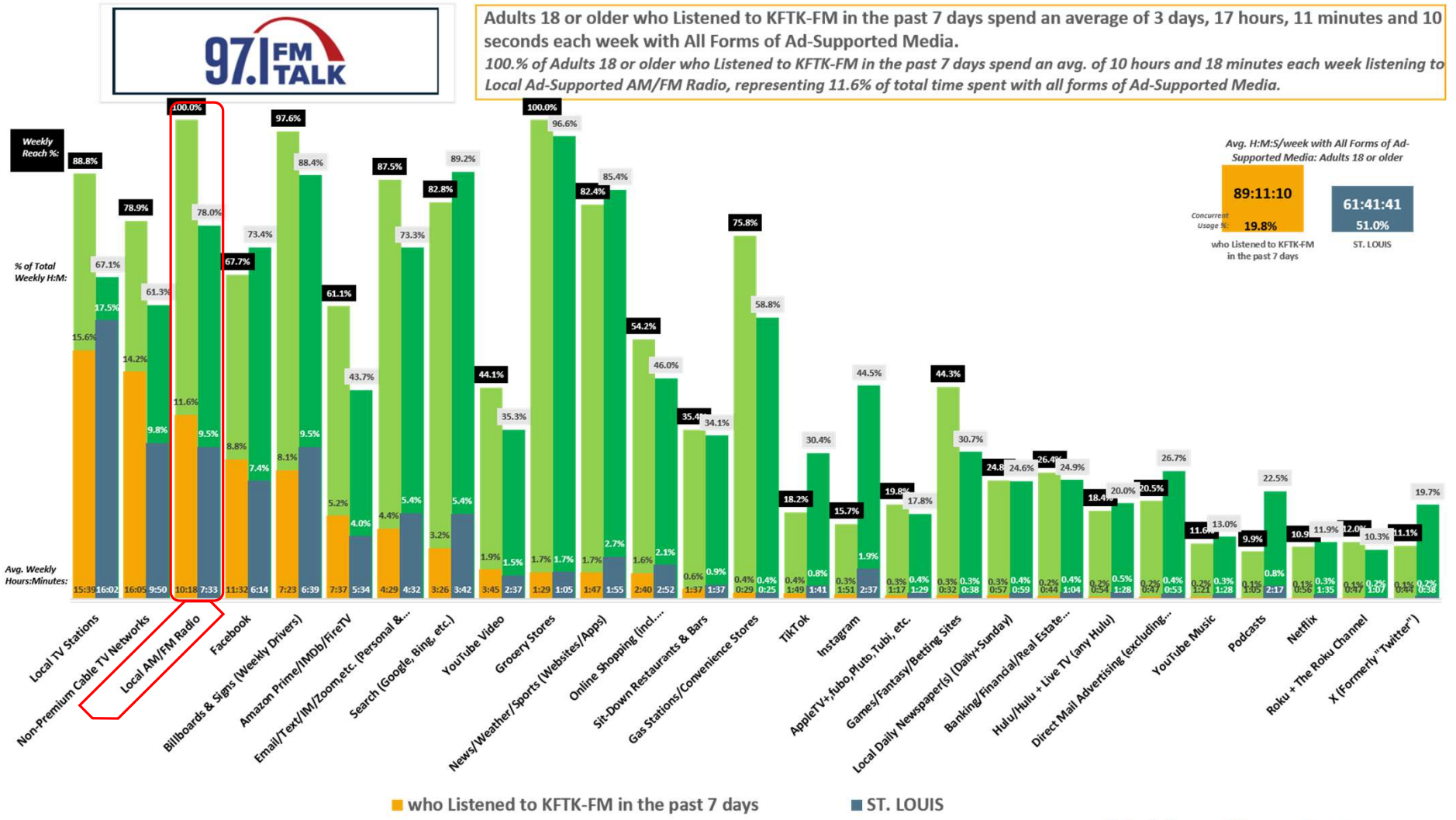
Radio Stations: WFUN-FM



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Radio Stations: KEZK-FM



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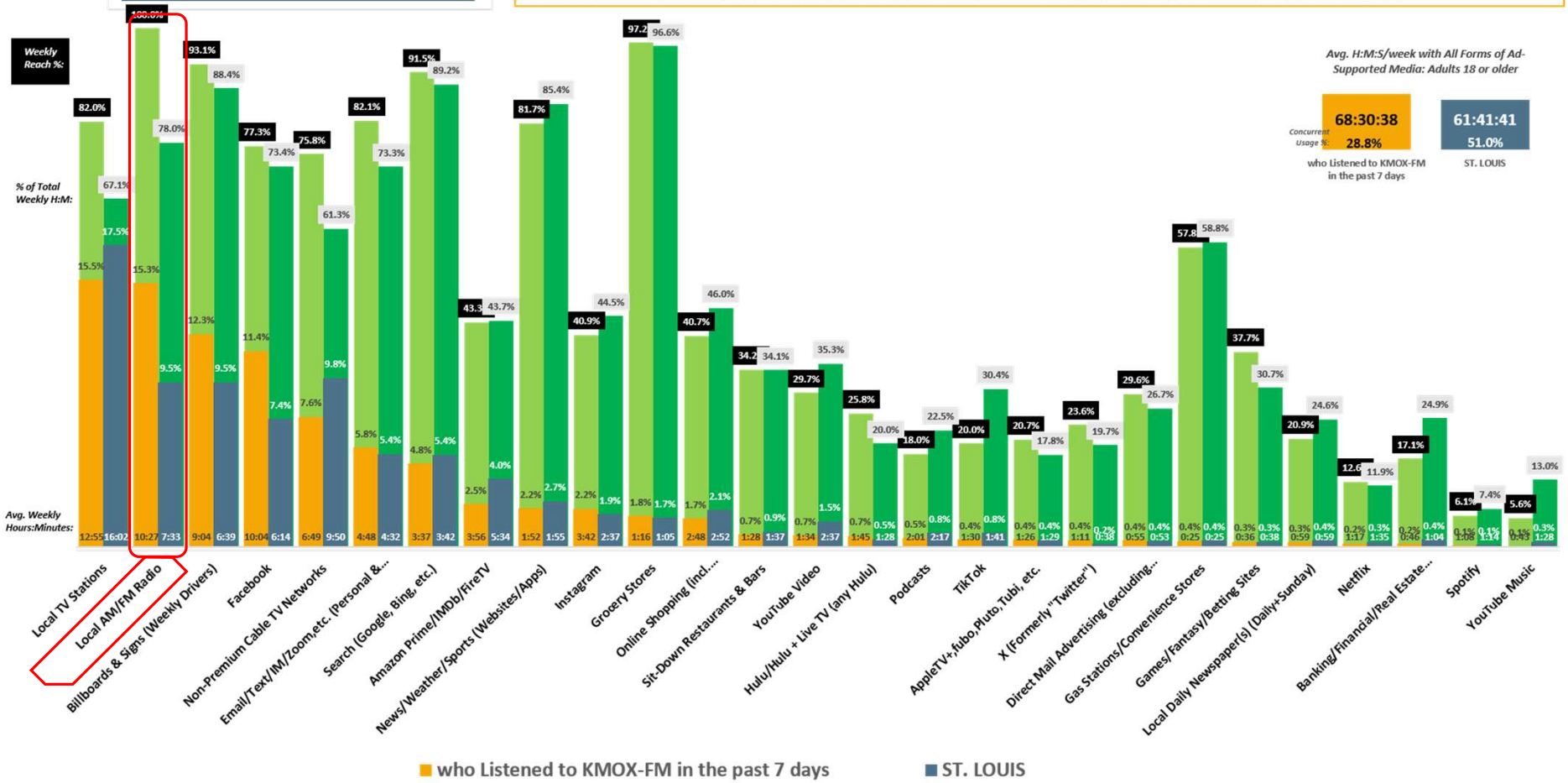
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Radio Stations: KFTK-FM

1120 AM • 98.7 FM
KMOX
The Voice of St. Louis

Adults 18 or older who Listened to KMOX-FM in the past 7 days spend an average of 2 days, 20 hours, 30 minutes and 38 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who Listened to KMOX-FM in the past 7 days spend an avg. of 10 hours and 27 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.3% of total time spent with all forms of Ad-Supported Media.



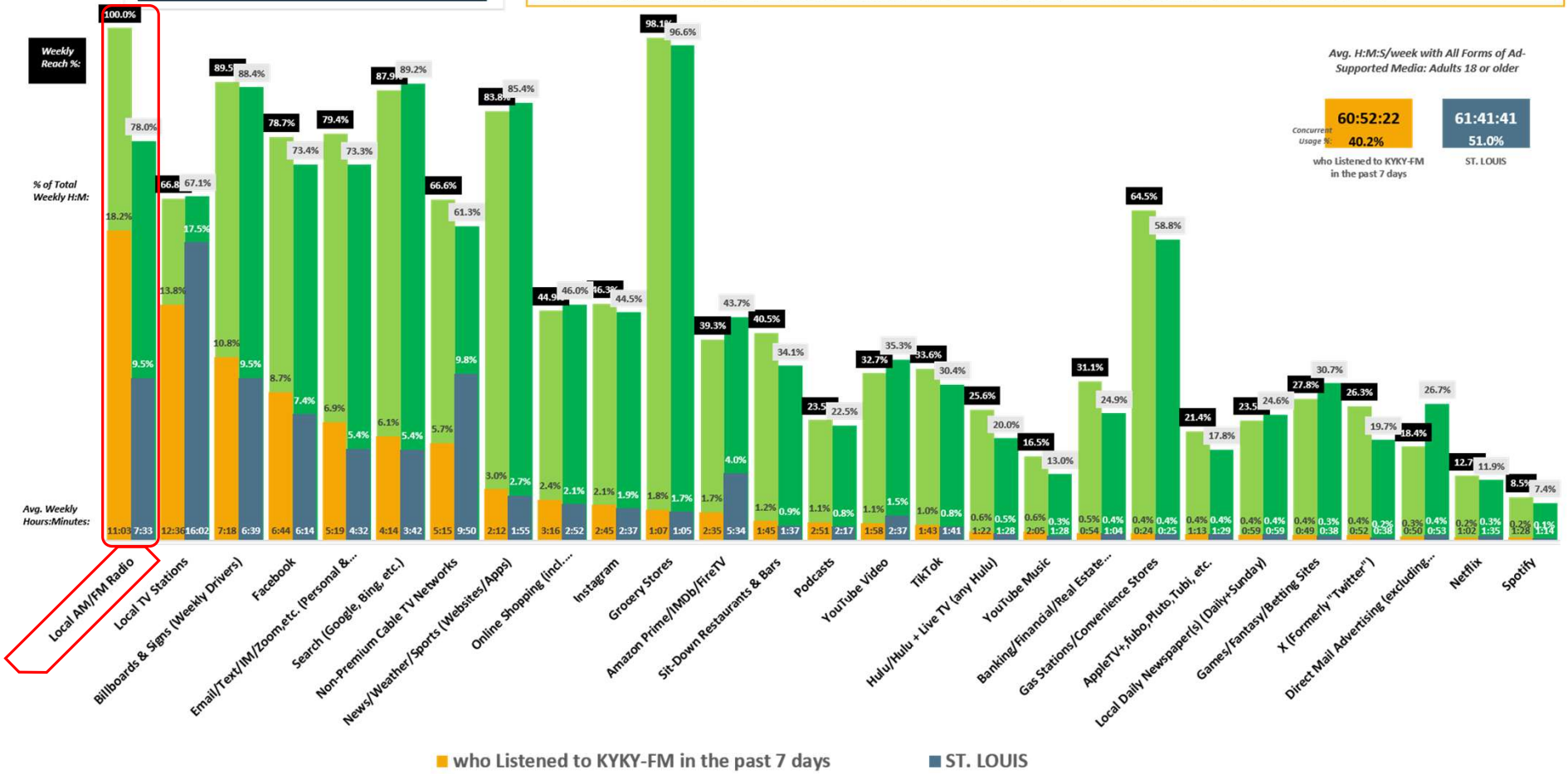
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Radio Stations: KMOX-FM

Adults 18 or older who Listened to KYKY-FM in the past 7 days spend an average of 2 days, 12 hours, 52 minutes and 22 seconds each week with All Forms of Ad-Supported Media.

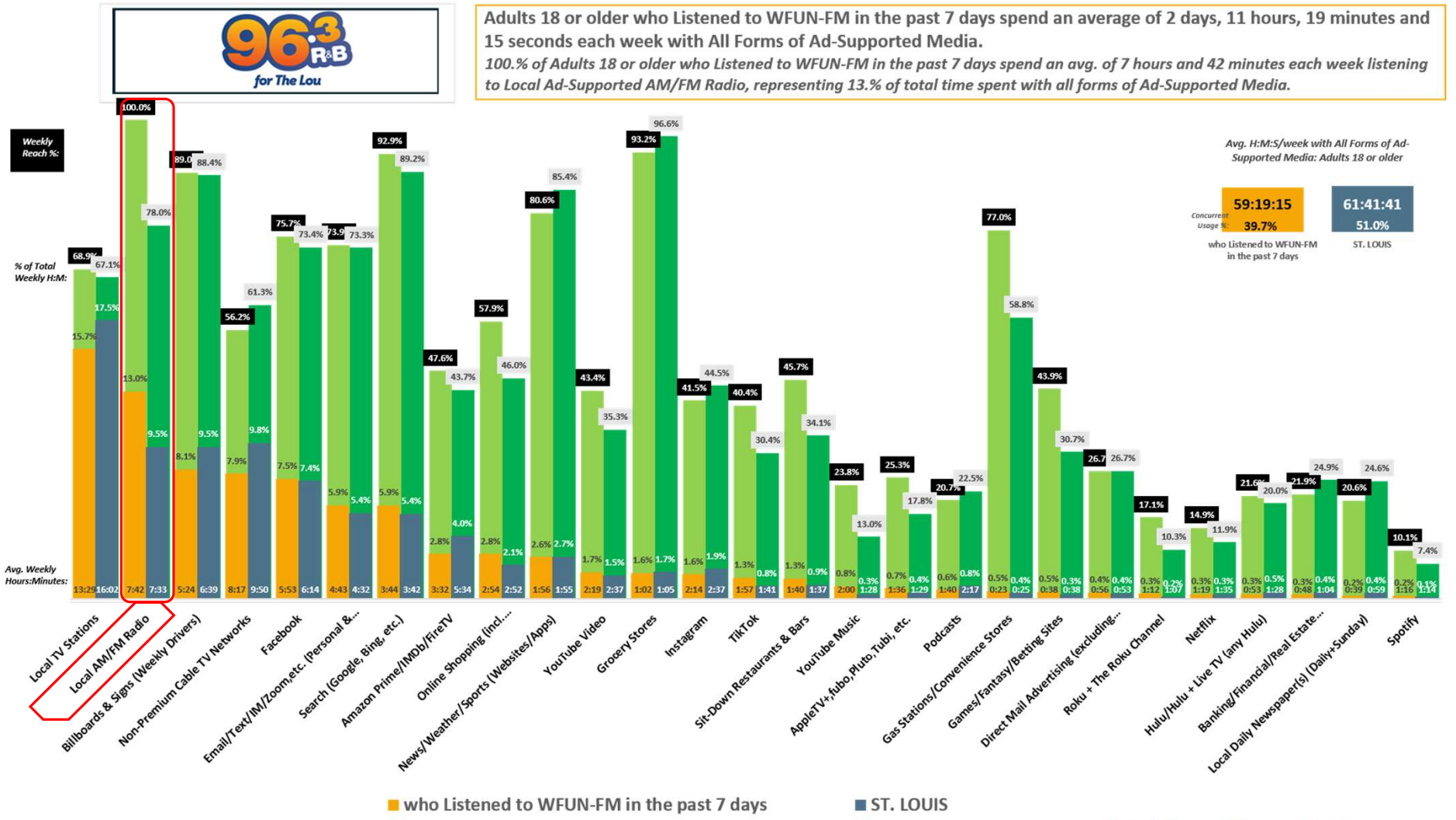
100.% of Adults 18 or older who Listened to KYKY-FM in the past 7 days spend an avg. of 11 hours and 3 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 18.2% of total time spent with all forms of Ad-Supported Media.



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Radio Stations: KYKY-FM



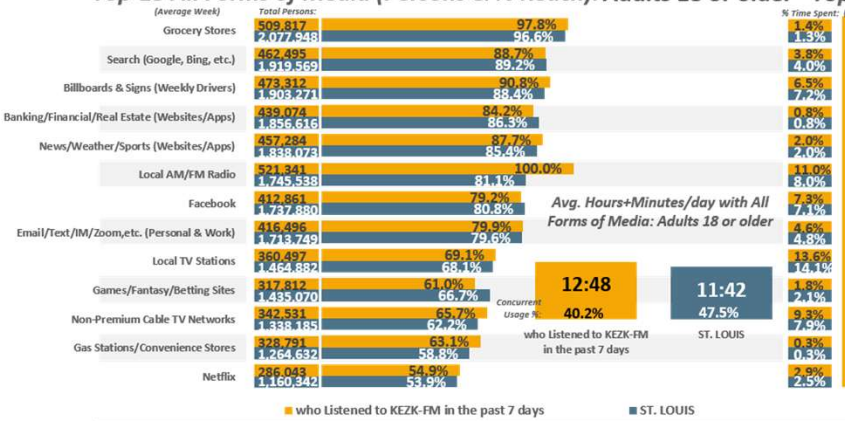
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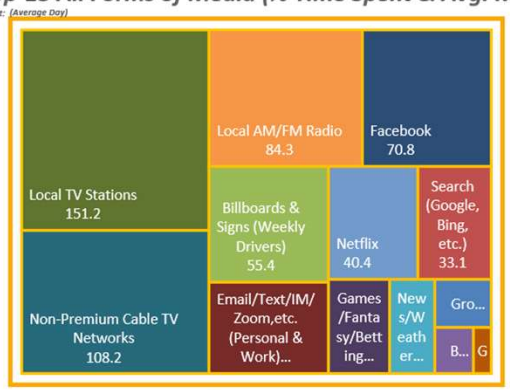
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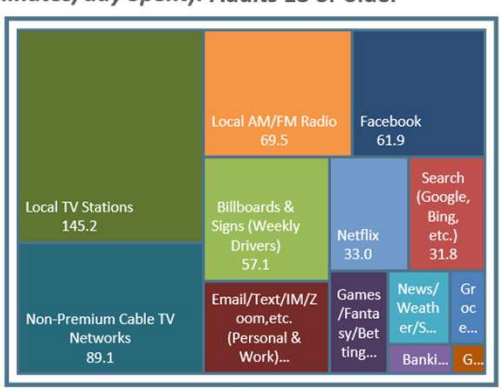
Radio Stations: WFUN-FM

Adults 18 or older who Listened to KEZK-FM in the past 7 days spend an average of 9 hours and 46 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 78.8 minutes/day. *(Local Radio delivers 13.4% of Time with Ad-Supported Media.)*

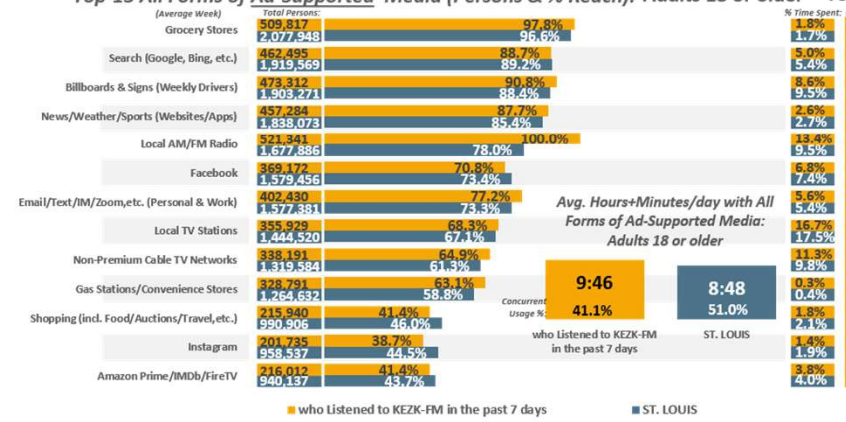
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

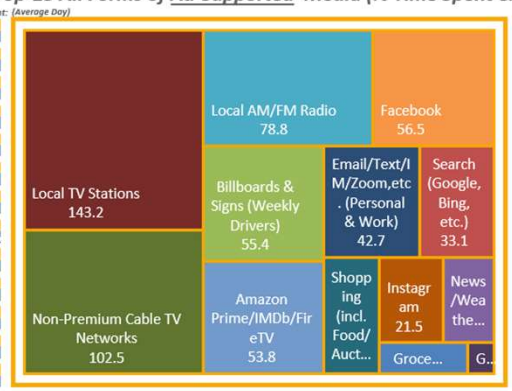


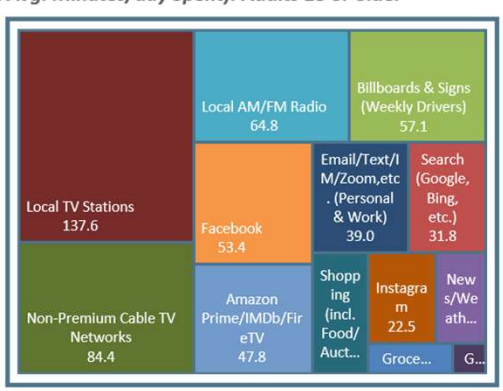




Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older







ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 435

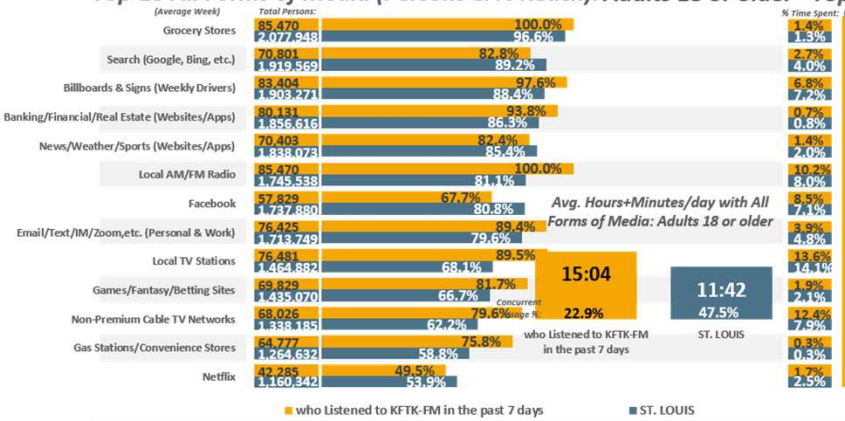
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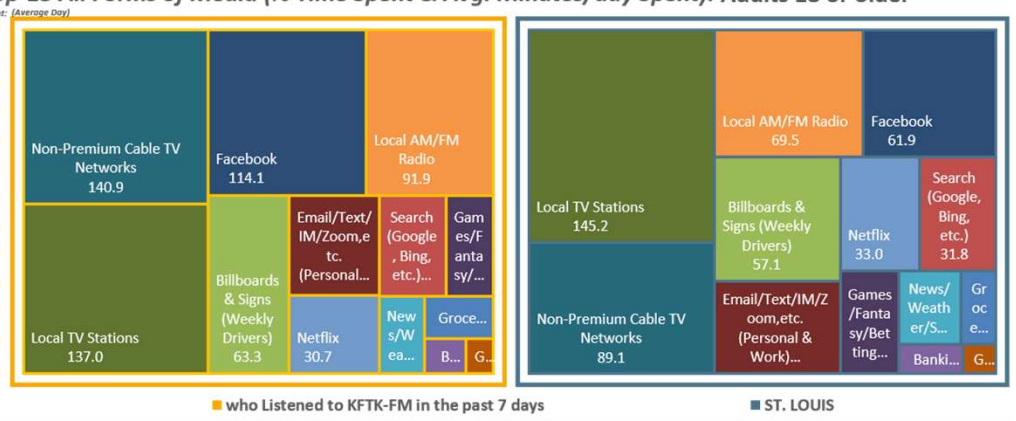
Radio Stations: KEZK-FM

Adults 18 or older who Listened to KFTK-FM in the past 7 days spend an average of 12 hours and 44 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 88.3 minutes/day. *(Local Radio delivers 11.6% of Time with Ad-Supported Media.)*

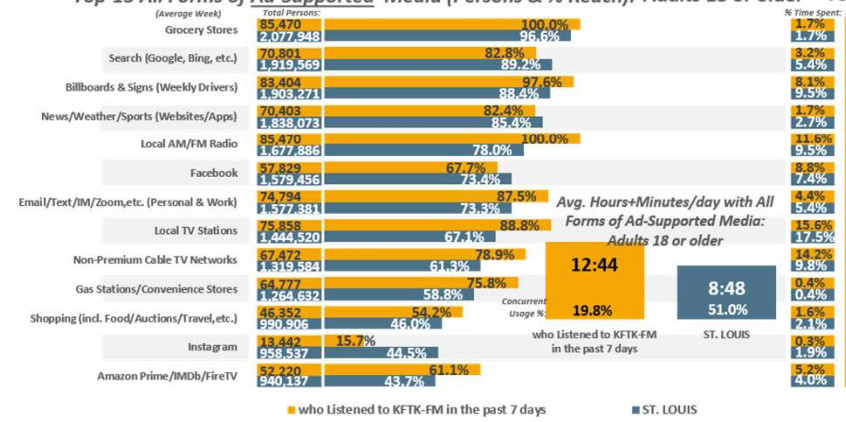
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



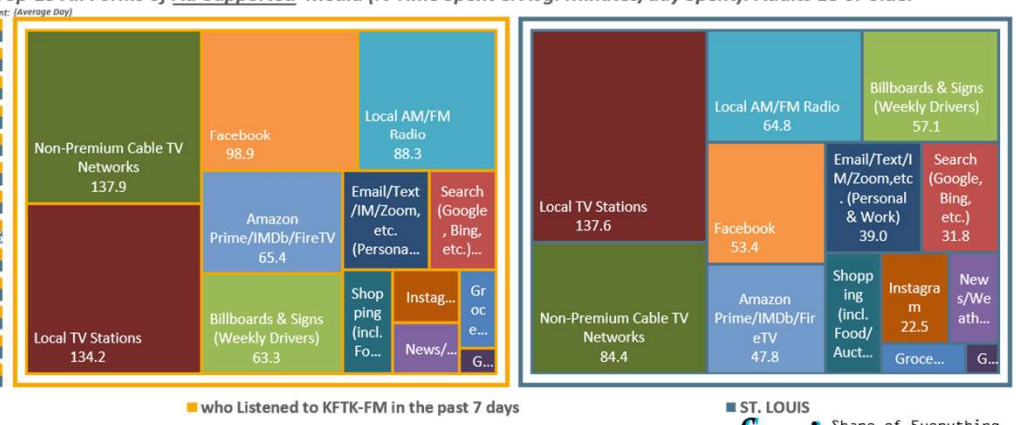
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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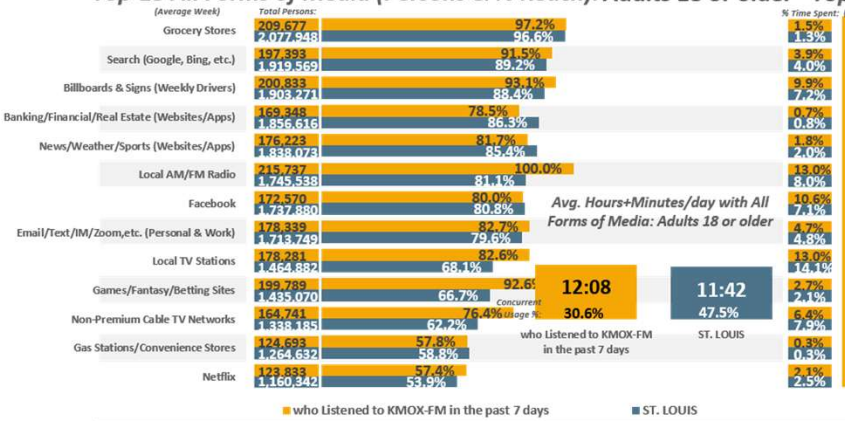
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Radio Stations: KFTK-FM

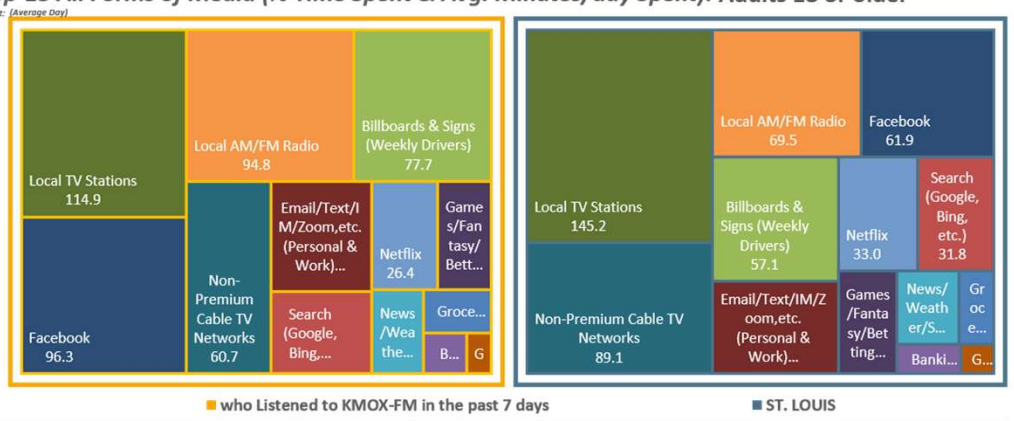
1120 AM • 98.7 FM
KMOX
The Voice of St. Louis

Adults 18 or older who Listened to KMOX-FM in the past 7 days spend an average of 9 hours and 47 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 89.7 minutes/day. *(Local Radio delivers 15.3% of Time with Ad-Supported Media.)*

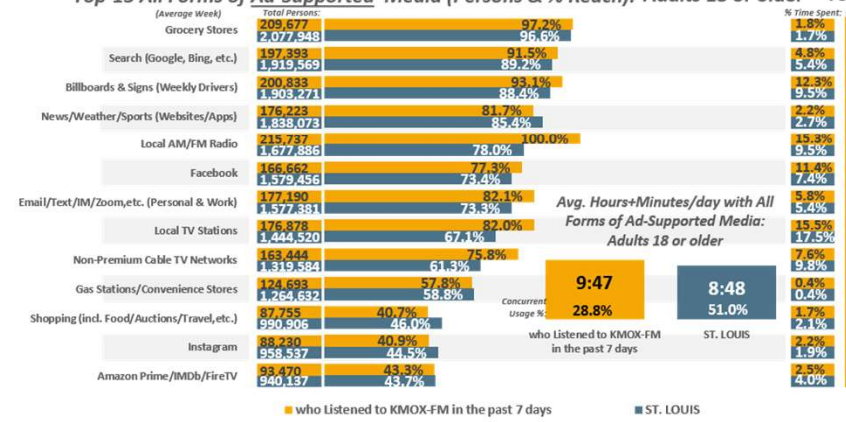
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



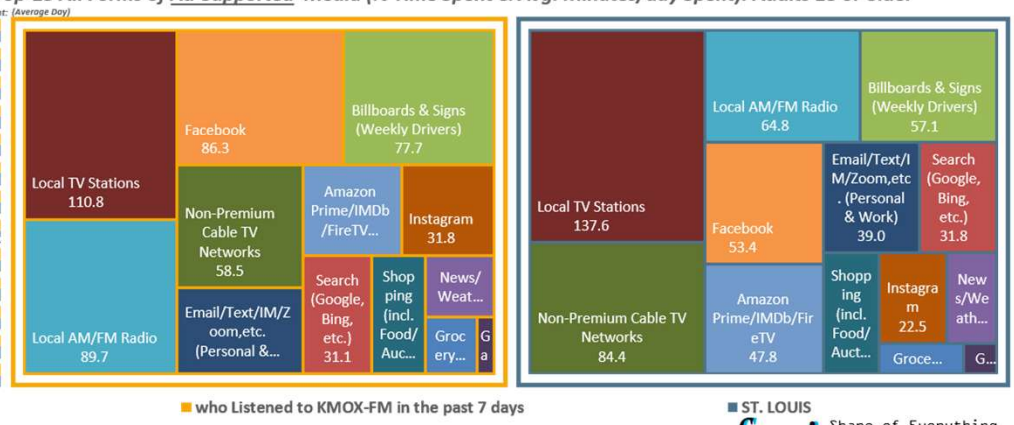
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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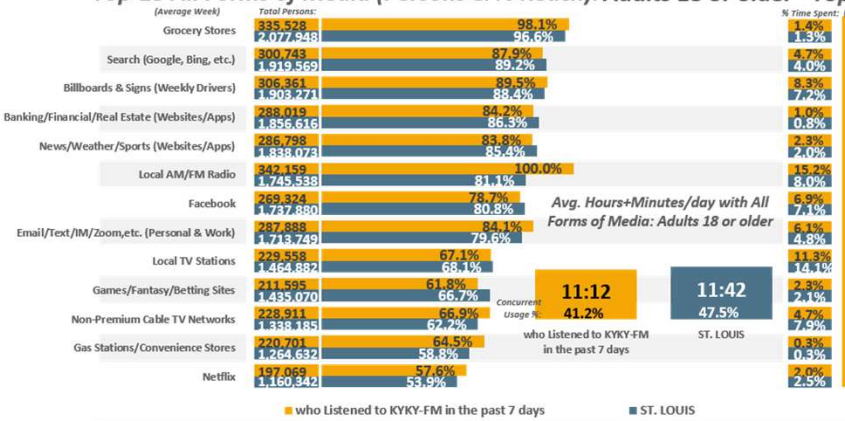
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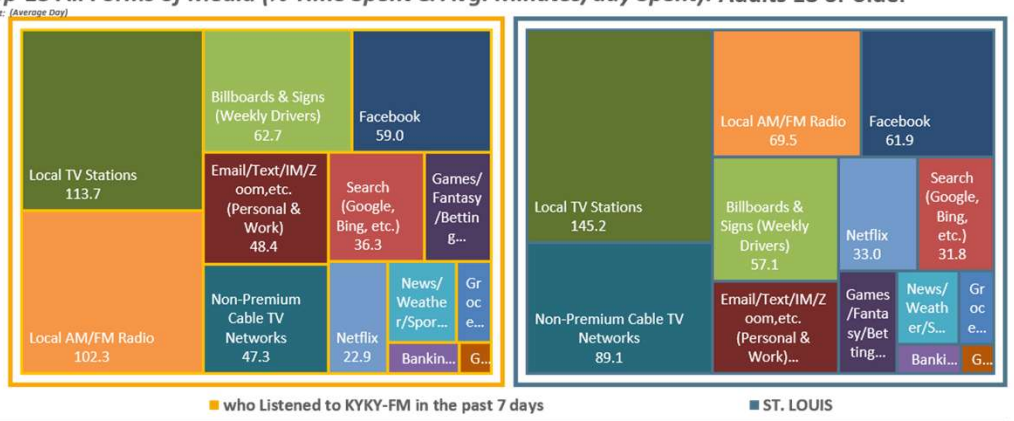
Radio Stations: KMOX-FM

Adults 18 or older who Listened to KYKY-FM in the past 7 days spend an average of 8 hours and 41 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 94.8 minutes/day. *(Local Radio delivers 18.2% of Time with Ad-Supported Media.)*

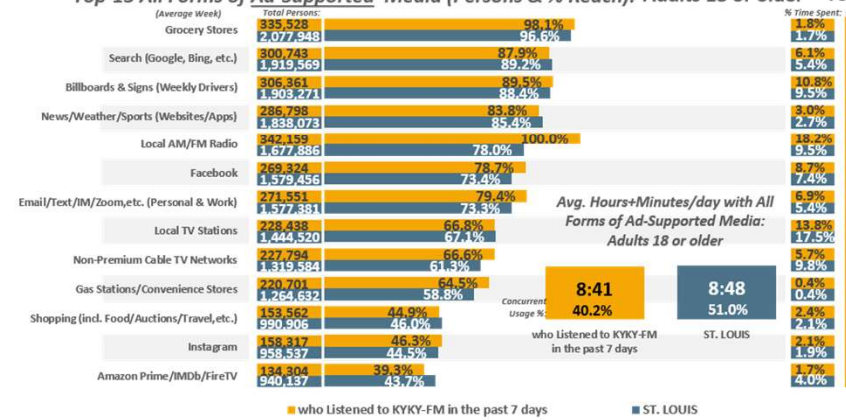
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



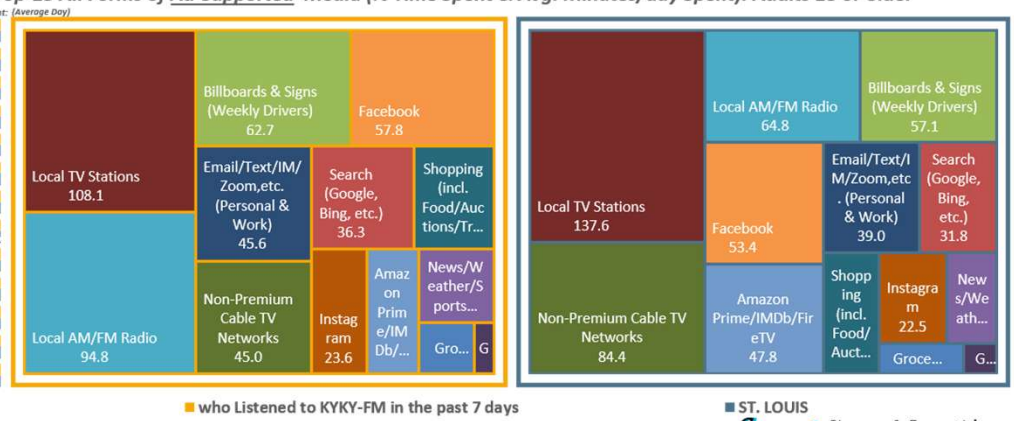
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 281

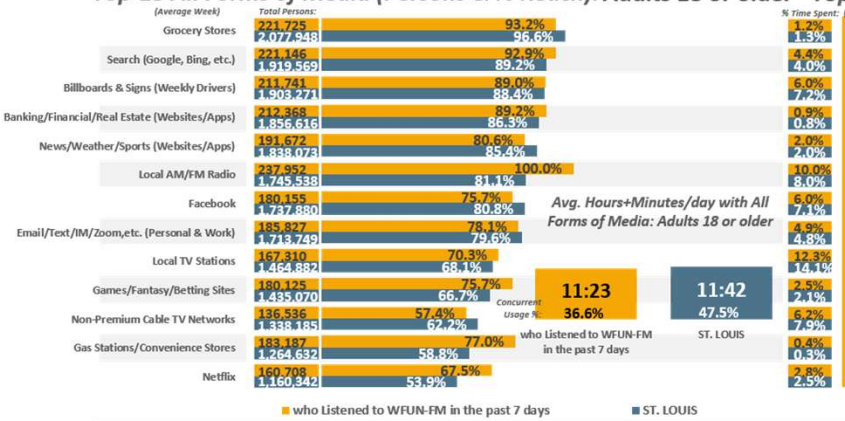
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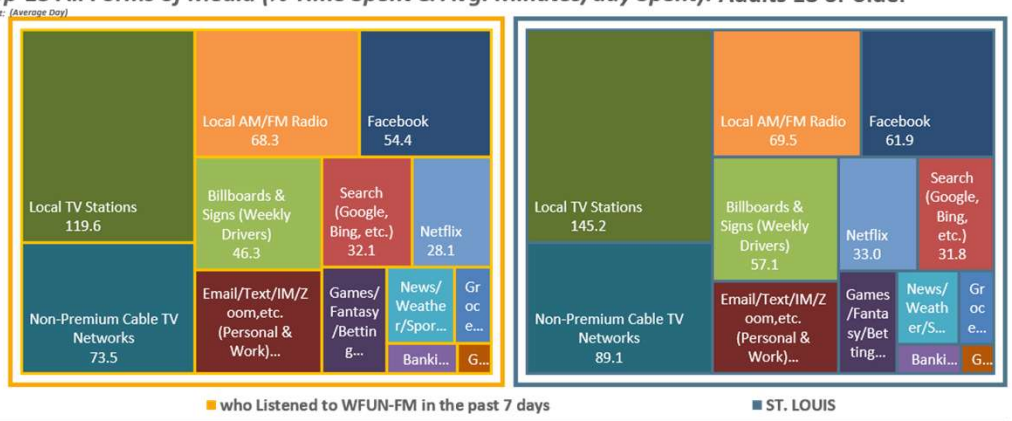
Radio Stations: KYKY-FM

Adults 18 or older who Listened to WFUN-FM in the past 7 days spend an average of 8 hours and 28 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 66.1 minutes/day. *(Local Radio delivers 13.% of Time with Ad-Supported Media.)*

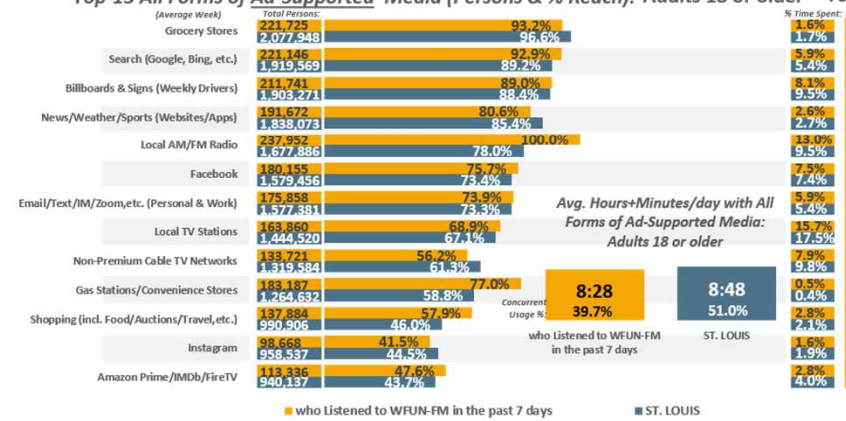
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



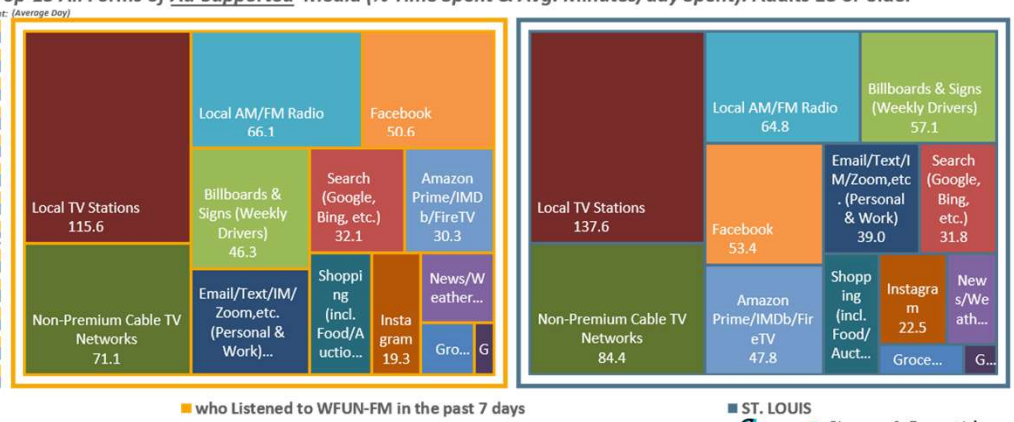
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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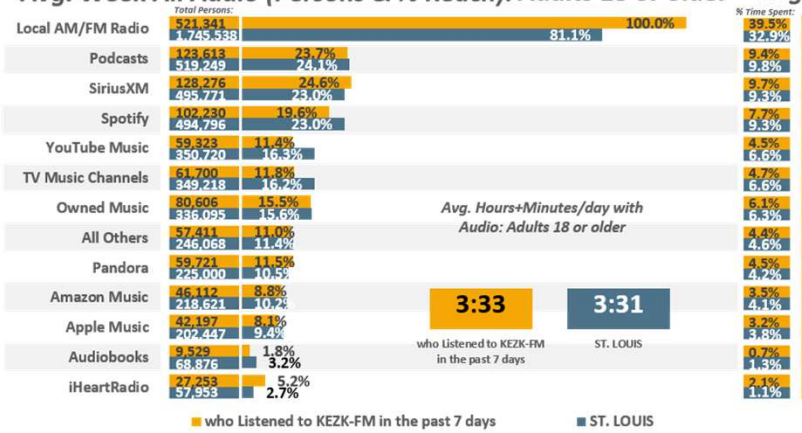
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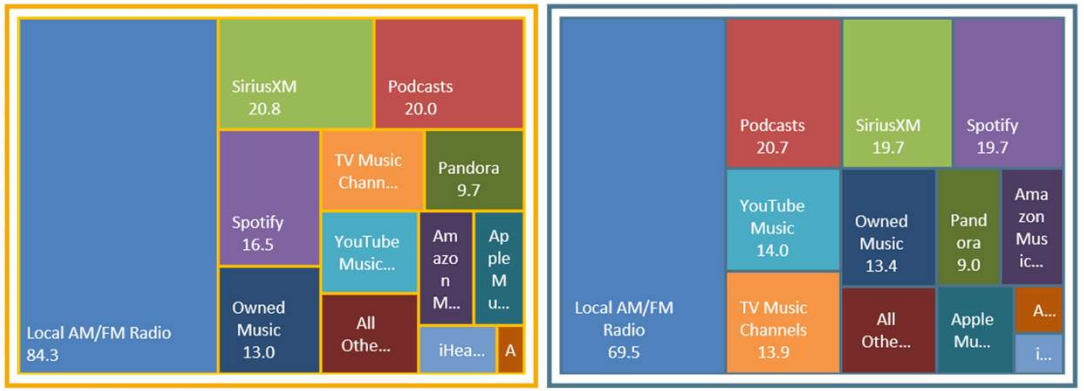
Radio Stations: WFUN-FM

521,341 or 100.% of Adults 18 or older who Listened to KEZK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 78.8 minutes every day representing 50.9% of all time spent daily with Ad-Supported Audio.

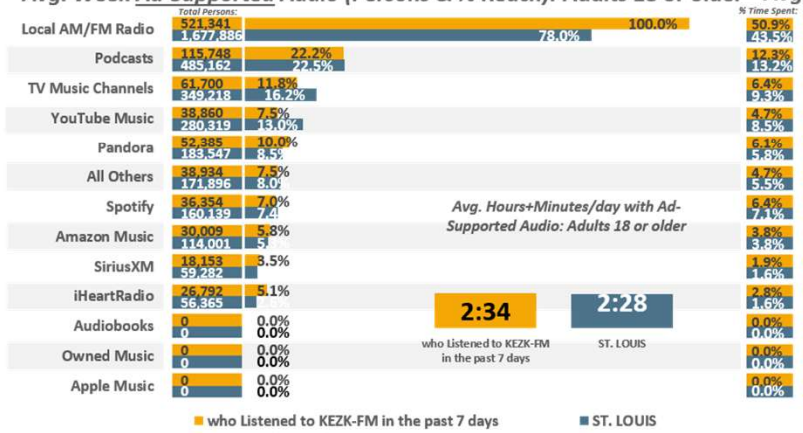
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



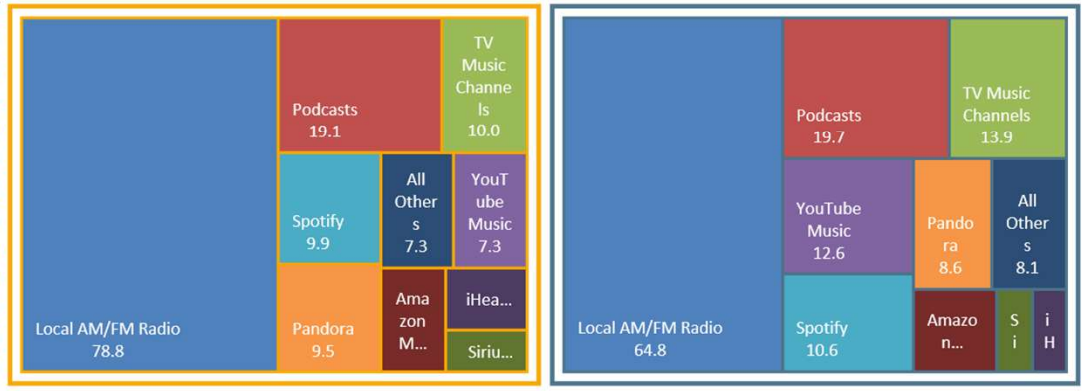
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 435

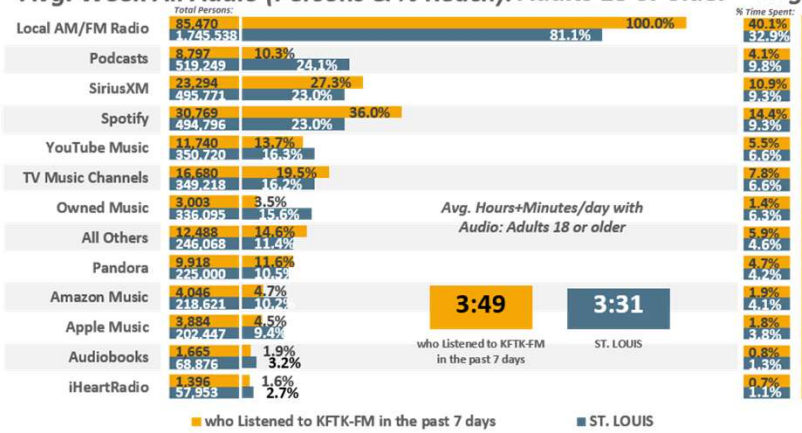
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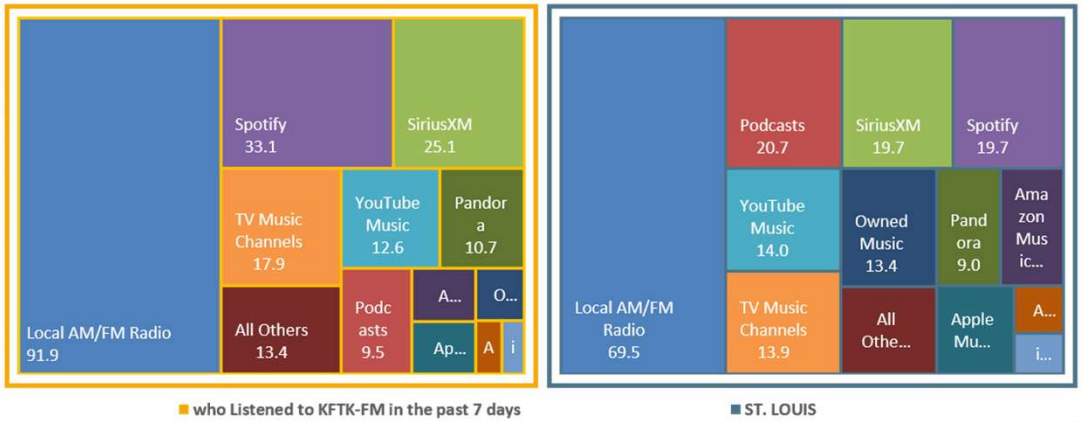
Radio Stations: KEZK-FM

85,470 or 100.% of Adults 18 or older who Listened to KFTK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 88.3 minutes every day representing 54.3% of all time spent daily with Ad-Supported Audio.

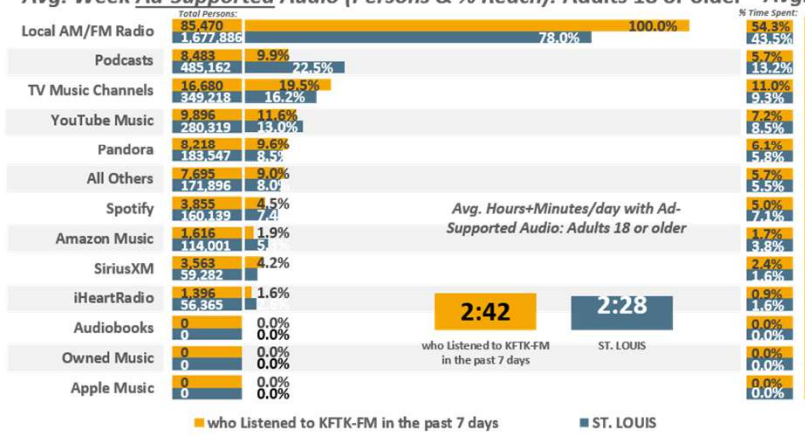
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



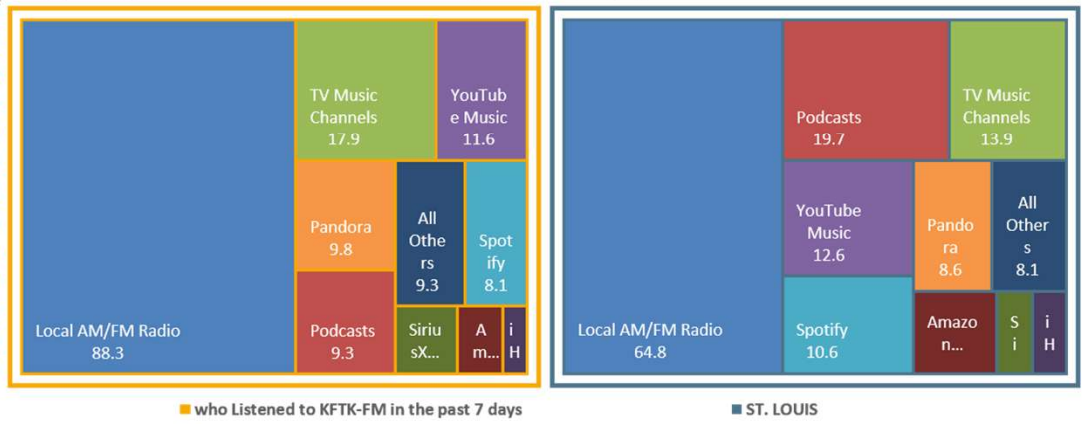
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 65

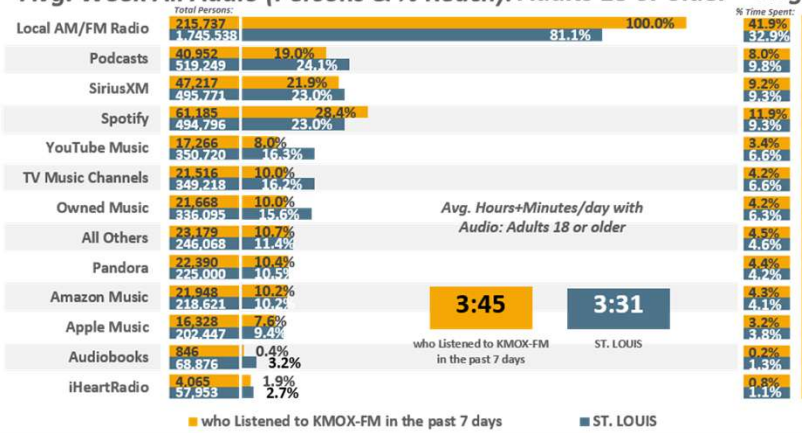
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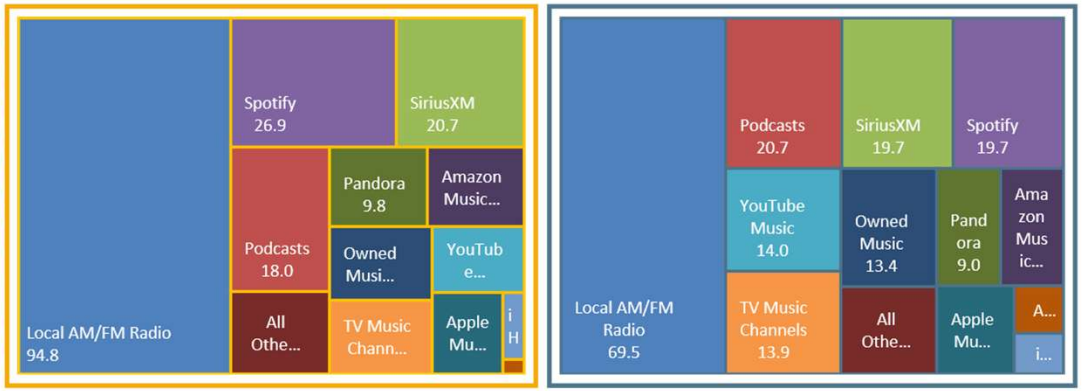
Radio Stations: KFTK-FM

215,737 or 100.% of Adults 18 or older who Listened to KMOX-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 89.7 minutes every day representing 57.4% of all time spent daily with Ad-Supported Audio.

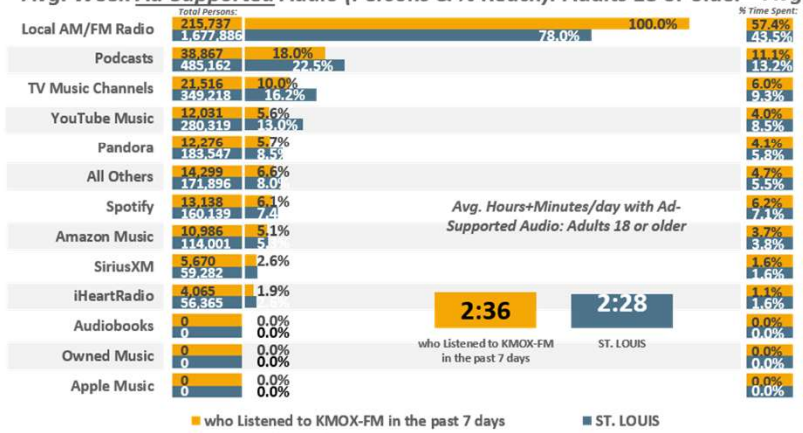
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



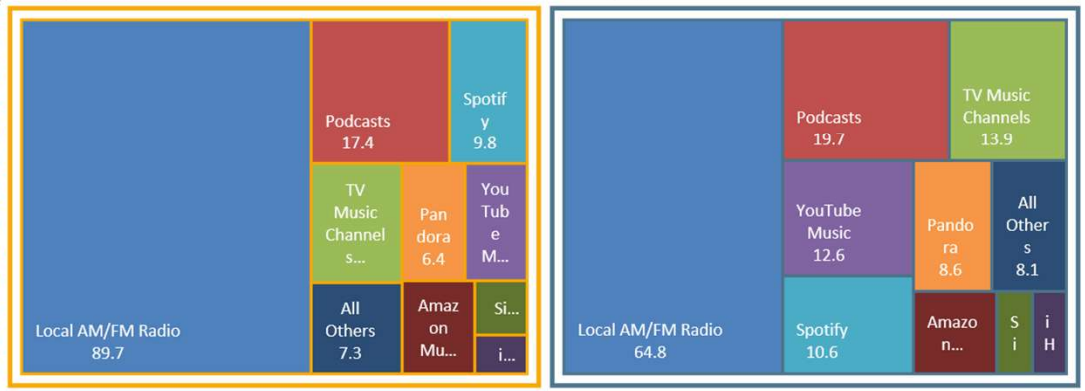
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 174

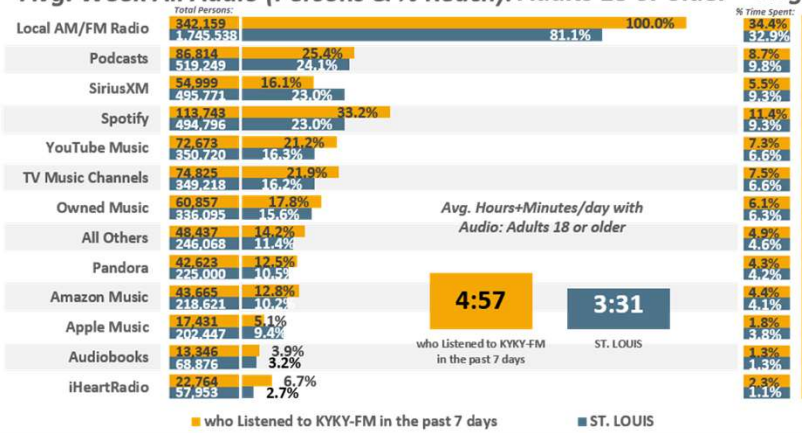
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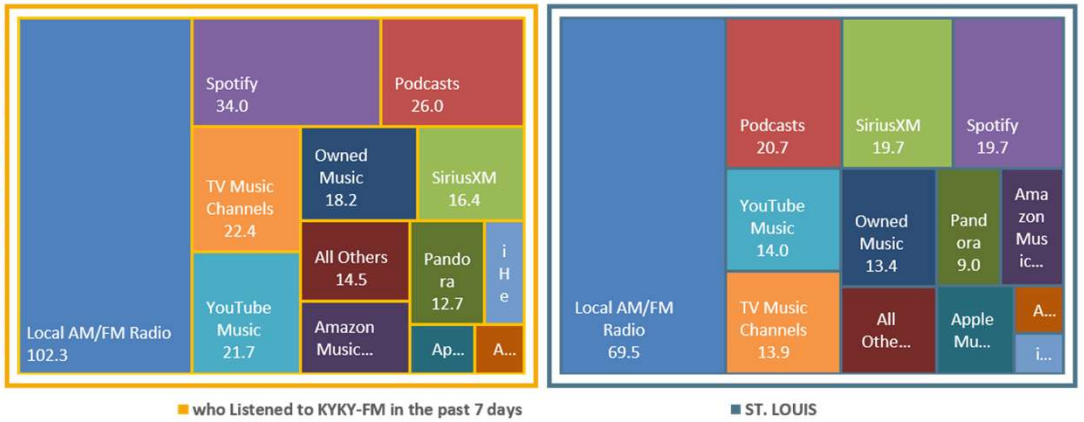
Radio Stations: KMOX-FM

342,159 or 100.% of Adults 18 or older who Listened to KYKY-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 94.8 minutes every day representing 45.1% of all time spent daily with Ad-Supported Audio.

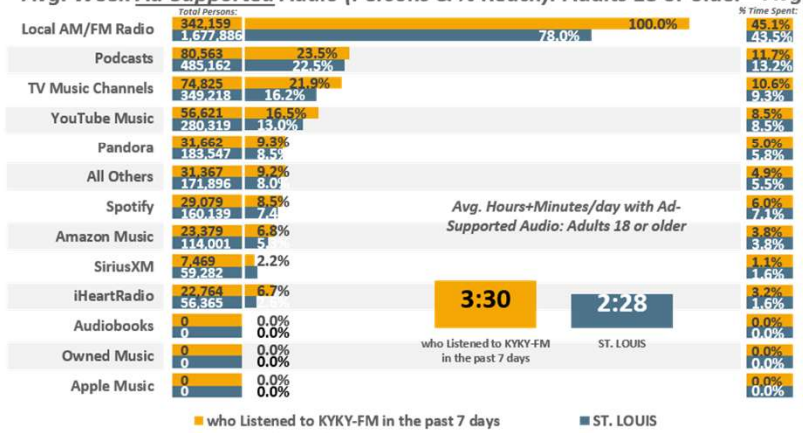
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



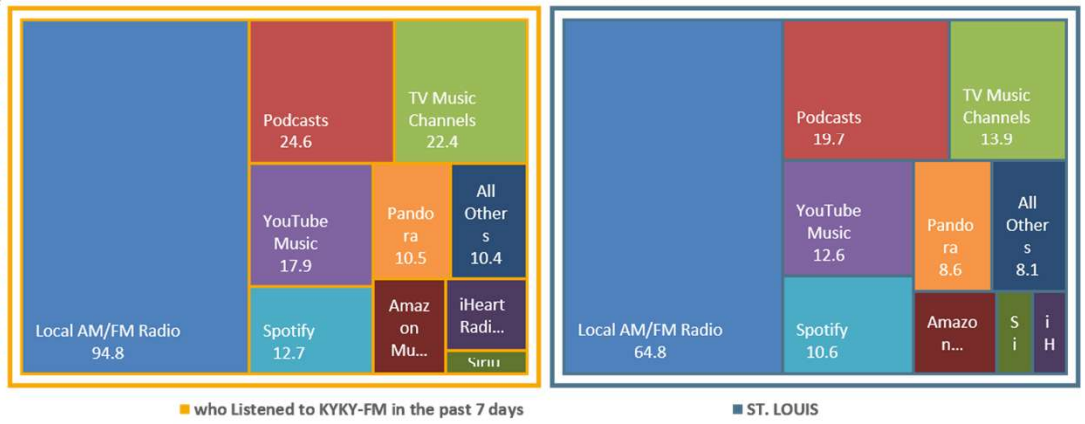
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 281

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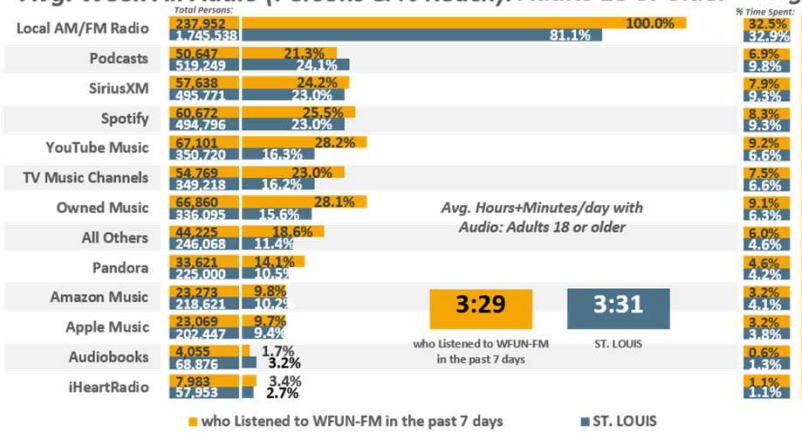
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Radio Stations: KYKY-FM

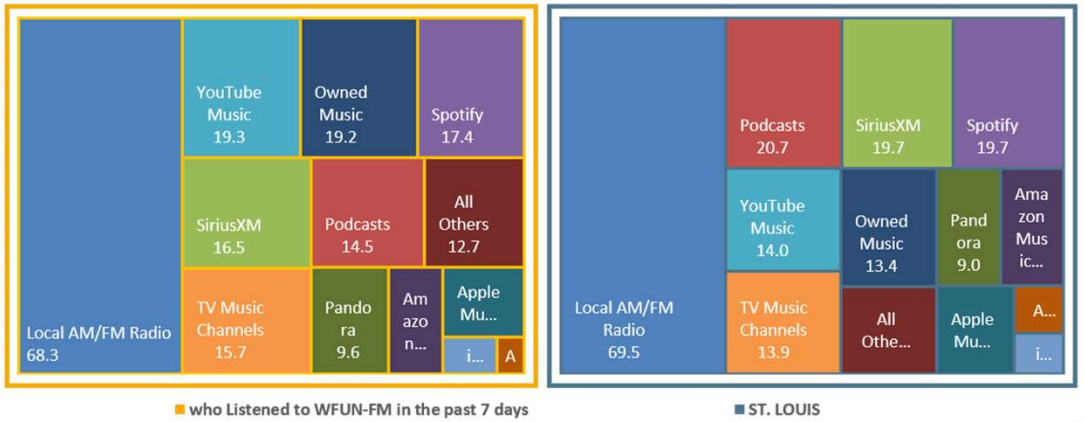


237,952 or 100.% of Adults 18 or older who Listened to WFUN-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 66.1 minutes every day representing 43.5% of all time spent daily with Ad-Supported Audio.

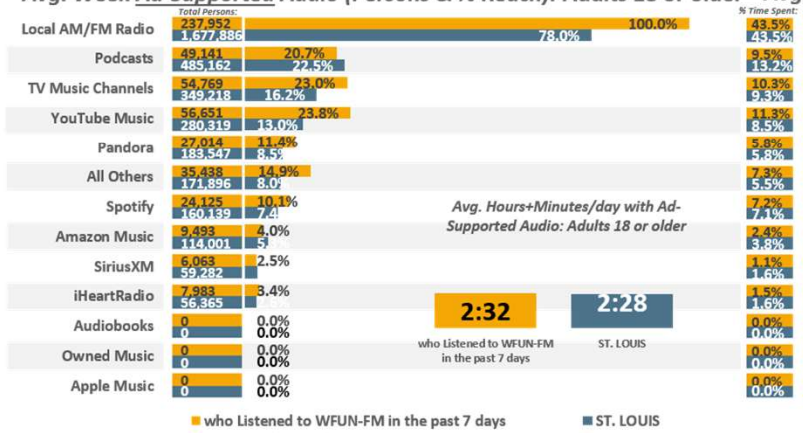
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



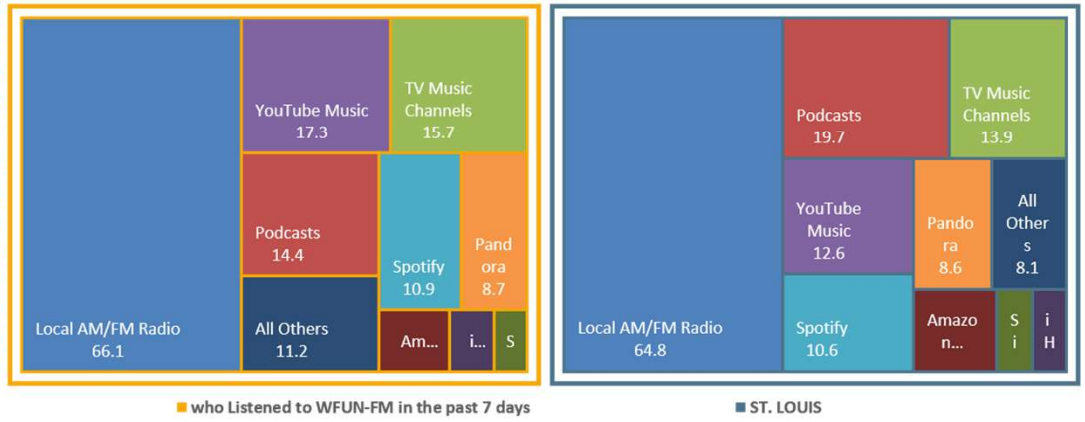
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



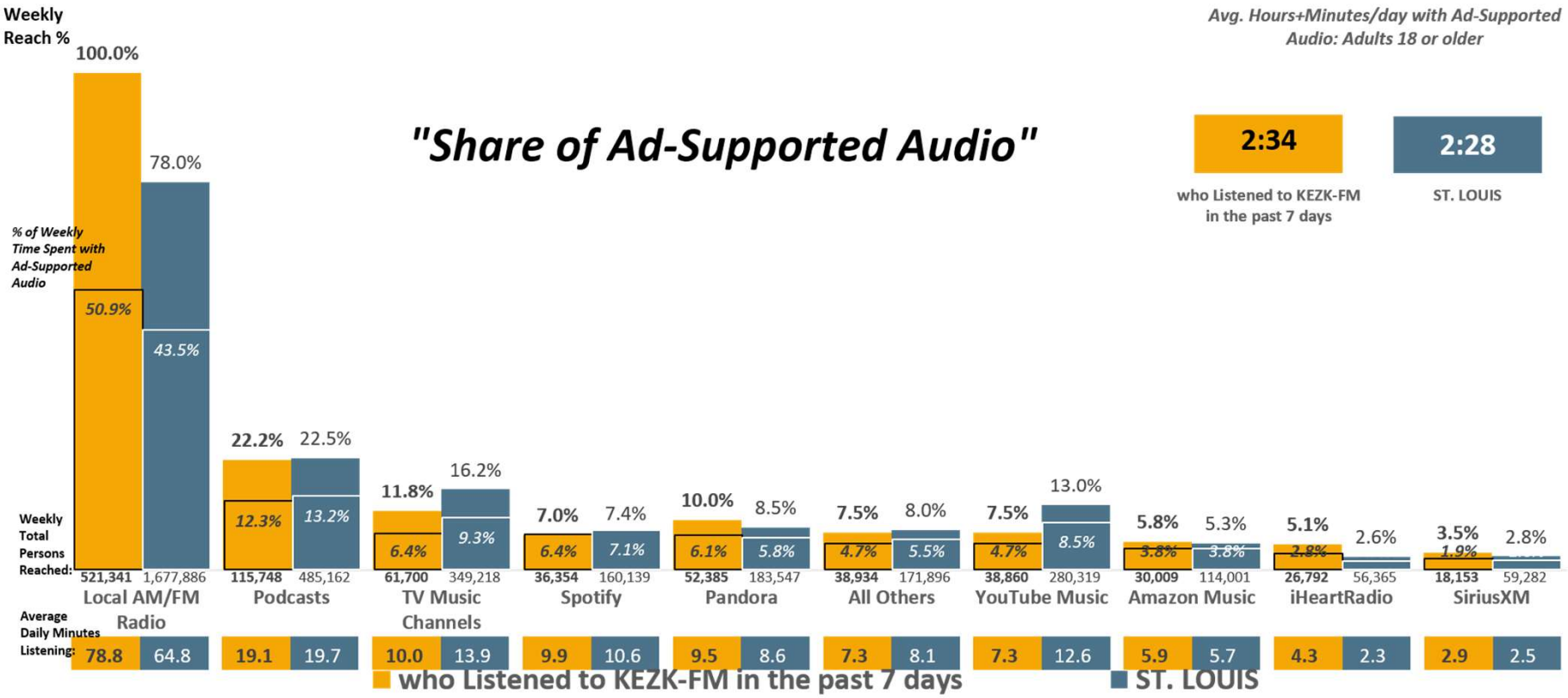
ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 176

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Radio Stations: WFUN-FM

521,341 or 100.% of Adults 18 or older who Listened to KEZK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 78.8 minutes every day representing 50.9% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	TV Music Channels	Spotify	Pandora	All Others	YouTube Music	Amazon Music	iHeartRadio	SiriusXM
Weekly Reach %	100.0% / 78.0%	22.2% / 22.5%	11.8% / 16.2%	7.0% / 7.4%	10.0% / 8.5%	7.5% / 8.0%	7.5% / 13.0%	5.8% / 5.3%	5.1% / 2.6%	3.5% / 2.8%
% of Weekly Time Spent with Ad-Supported Audio	50.9% / 43.5%	12.3% / 13.2%	6.4% / 9.3%	6.4% / 7.1%	6.1% / 5.8%	4.7% / 5.5%	4.7% / 8.5%	3.8% / 3.8%	2.8% /	1.9% /
Weekly Total Persons Reached:	521,341 / 1,677,886	115,748 / 485,162	61,700 / 349,218	36,354 / 160,139	52,385 / 183,547	38,934 / 171,896	38,860 / 280,319	30,009 / 114,001	26,792 / 56,365	18,153 / 59,282
Average Daily Minutes Listening:	78.8 / 64.8	19.1 / 19.7	10.0 / 13.9	9.9 / 10.6	9.5 / 8.6	7.3 / 8.1	7.3 / 12.6	5.9 / 5.7	4.3 / 2.3	2.9 / 2.5

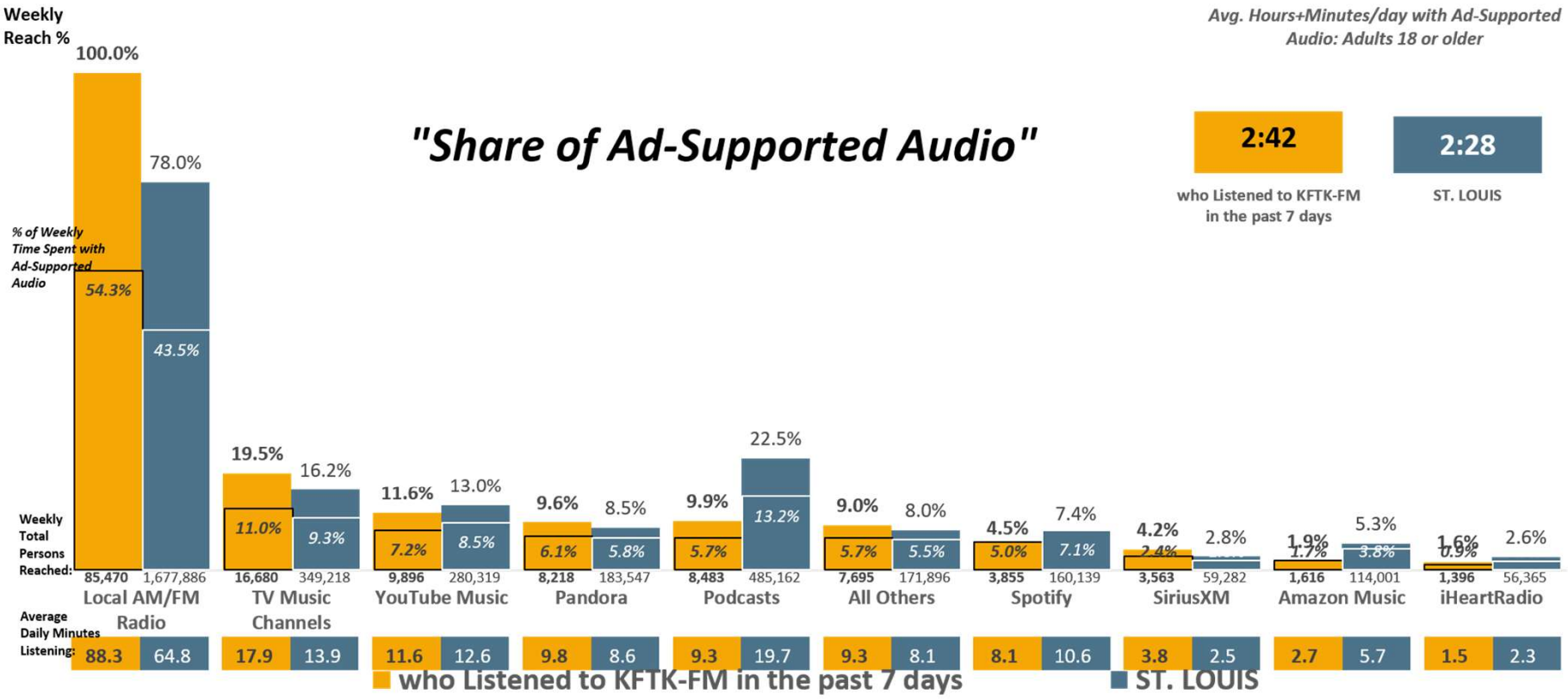
ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 435 ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,754

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Radio Stations: KEZK-FM

85,470 or 100.% of Adults 18 or older who Listened to KFTK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 88.3 minutes every day representing 54.3% of all time spent daily with Ad-Supported Audio.



ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 65 ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,754

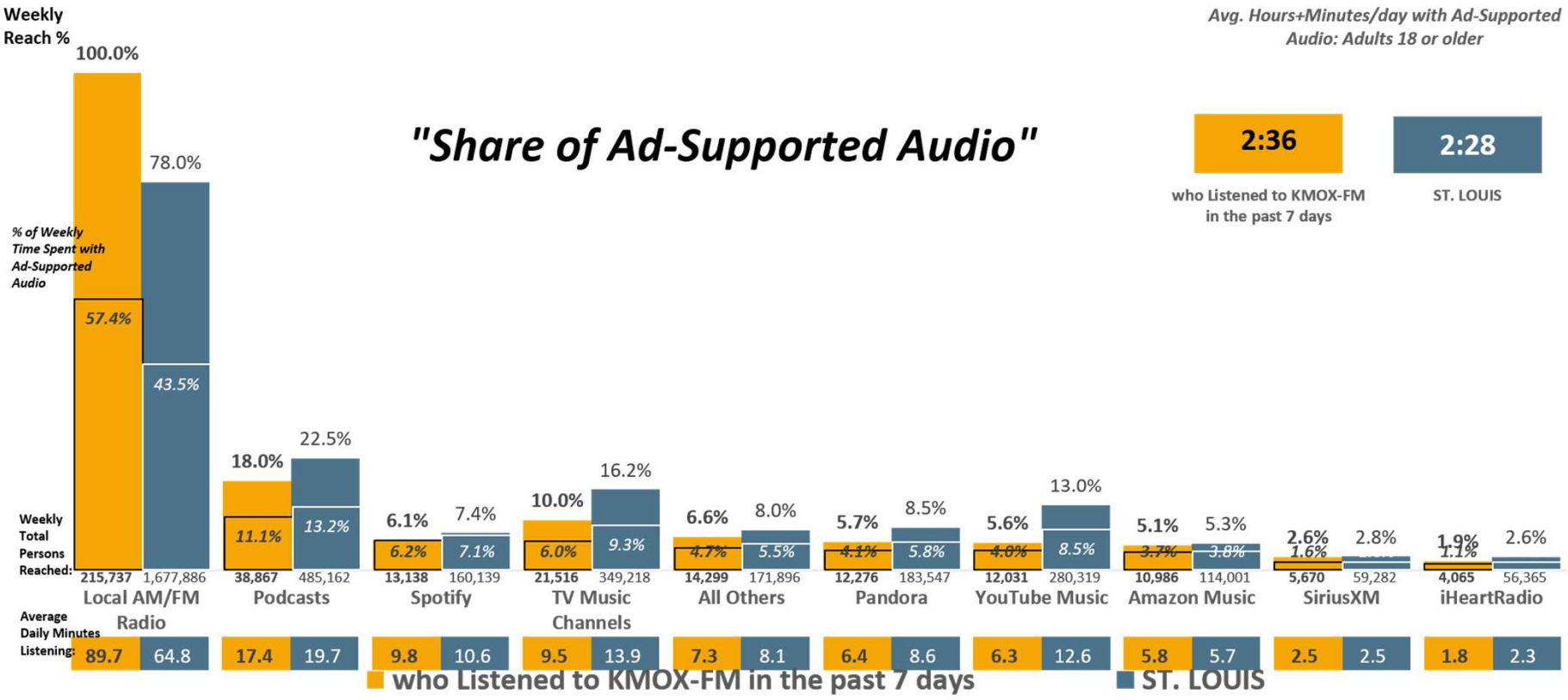
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Radio Stations: KFTK-FM

1120 AM • 98.7 FM KMOX The Voice of St. Louis

215,737 or 100.% of Adults 18 or older who Listened to KMOX-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 89.7 minutes every day representing 57.4% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	Spotify	TV Music Channels	All Others	Pandora	YouTube Music	Amazon Music	SiriusXM	iHeartRadio
Weekly Reach %	100.0% / 78.0%	18.0% / 22.5%	6.1% / 7.4%	10.0% / 16.2%	6.6% / 8.0%	5.7% / 8.5%	5.6% / 13.0%	5.1% / 5.3%	2.6% / 2.8%	1.9% / 2.6%
% of Weekly Time Spent with Ad-Supported Audio	57.4% / 43.5%	11.1% / 13.2%	6.2% / 7.1%	6.0% / 9.3%	4.7% / 5.5%	4.1% / 5.8%	4.0% / 8.5%	3.7% / 3.8%	1.6% /	1.1% /
Weekly Total Persons Reached:	215,737 / 1,677,886	38,867 / 485,162	13,138 / 160,139	21,516 / 349,218	14,299 / 171,896	12,276 / 183,547	12,031 / 280,319	10,986 / 114,001	5,670 / 59,282	4,065 / 56,365
Average Daily Minutes Listening:	89.7 / 64.8	17.4 / 19.7	9.8 / 10.6	9.5 / 13.9	7.3 / 8.1	6.4 / 8.6	6.3 / 12.6	5.8 / 5.7	2.5 / 2.5	1.8 / 2.3

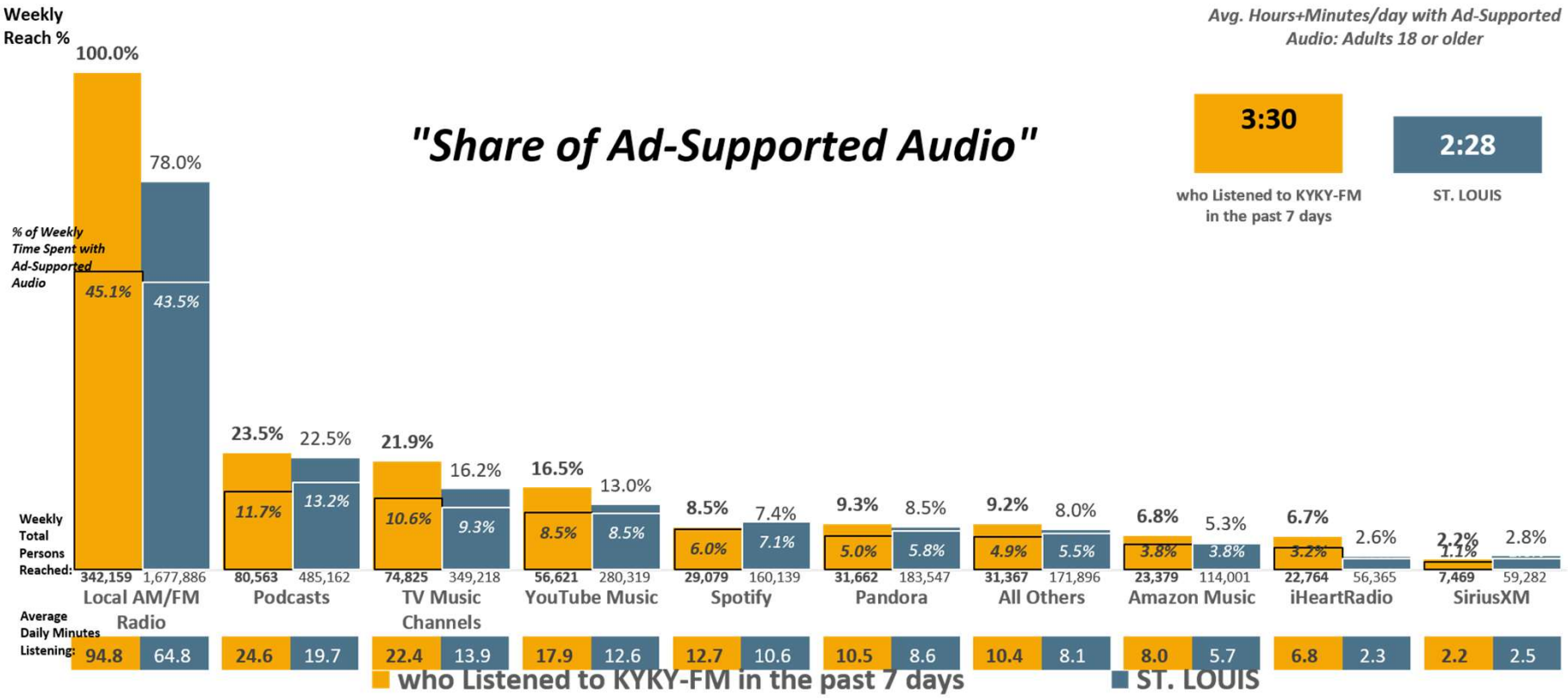
ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 174 ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,754

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Radio Stations: KMOX-FM

342,159 or 100.% of Adults 18 or older who Listened to KYKY-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 94.8 minutes every day representing 45.1% of all time spent daily with Ad-Supported Audio.



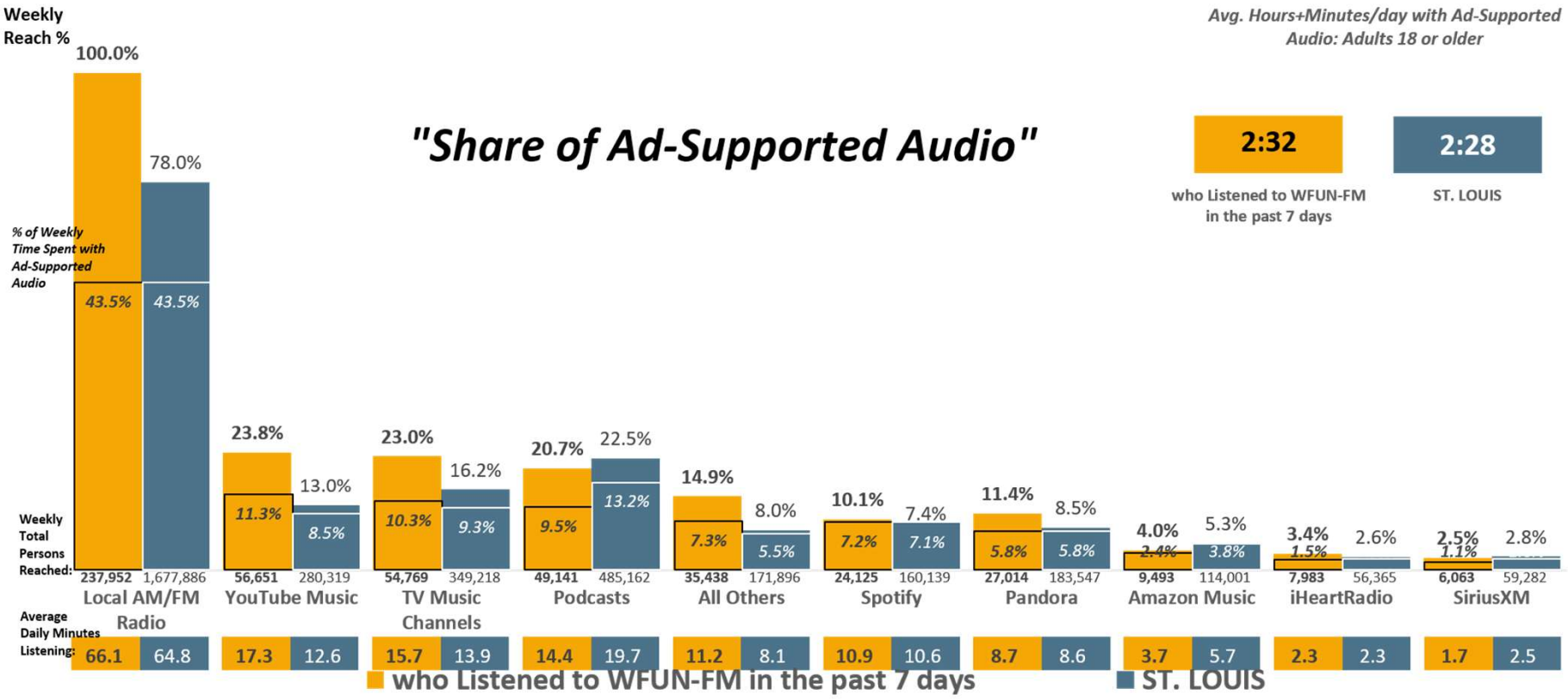
ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 281 ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,754

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Radio Stations: KYKY-FM

237,952 or 100.% of Adults 18 or older who Listened to WFUN-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 66.1 minutes every day representing 43.5% of all time spent daily with Ad-Supported Audio.



ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 176 ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,754

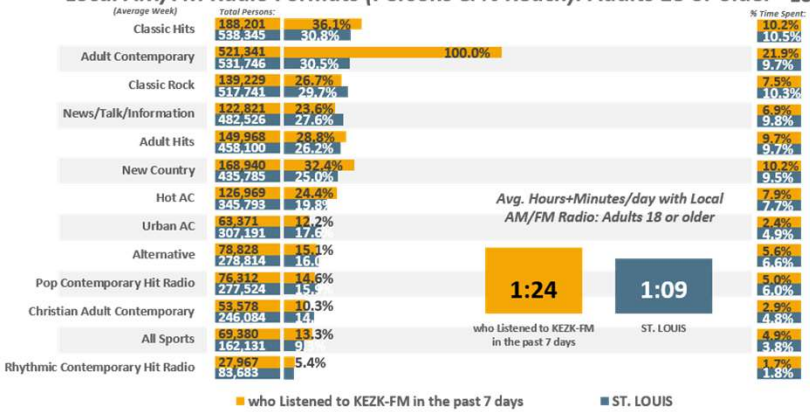
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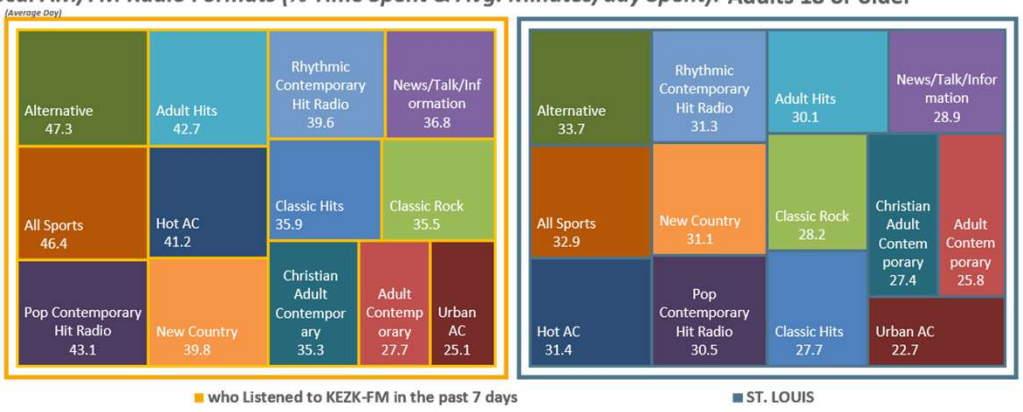
Radio Stations: WFUN-FM

521,341 or 100.% of Adults 18 or older who Listened to KEZK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, New Country, Adult Hits, and Classic Rock.

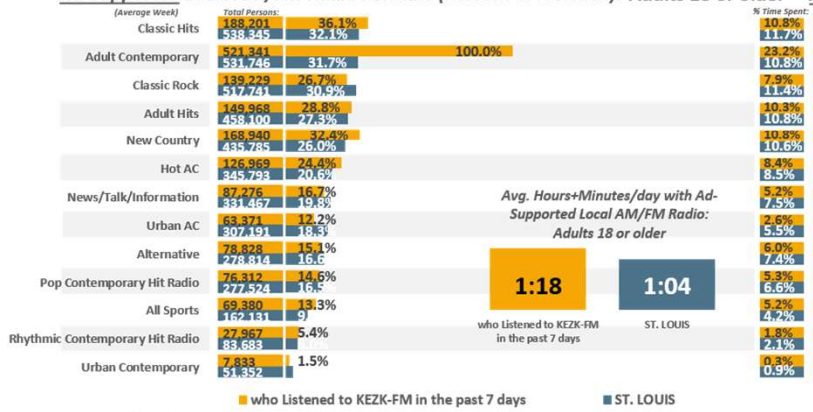
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



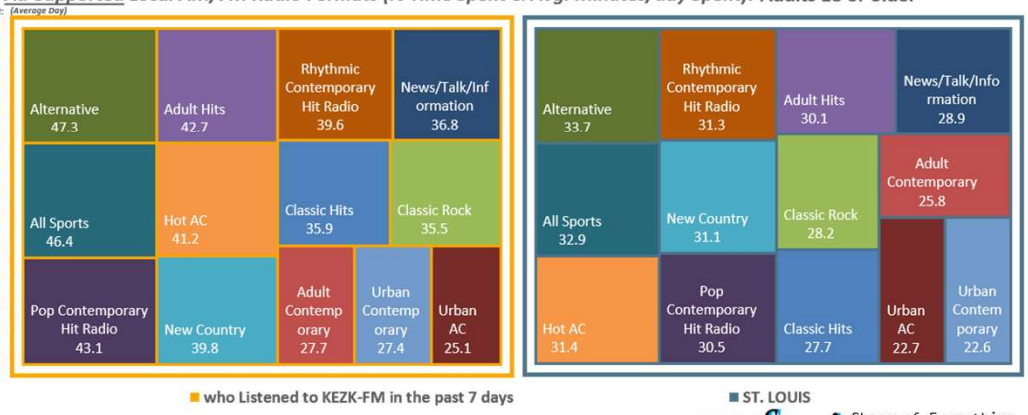
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 435

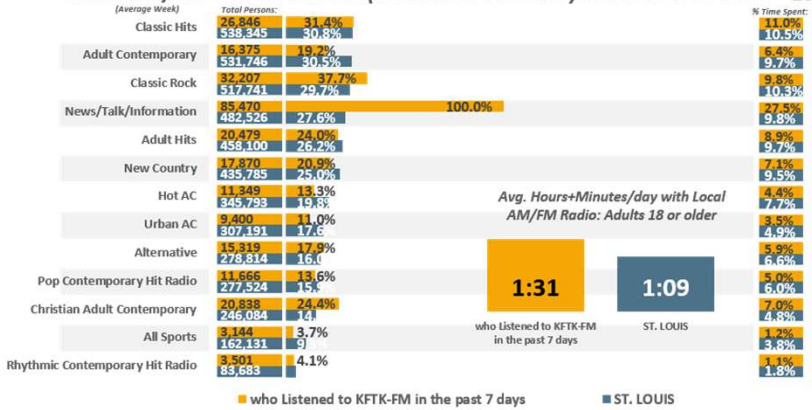
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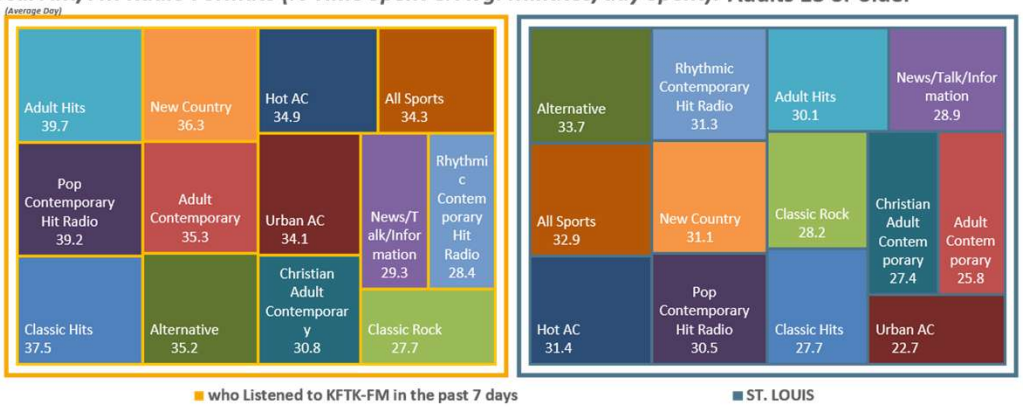
Radio Stations: KEZK-FM

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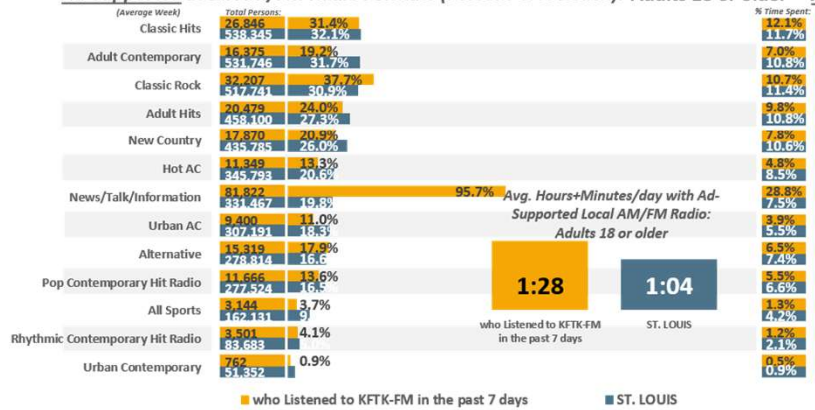
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



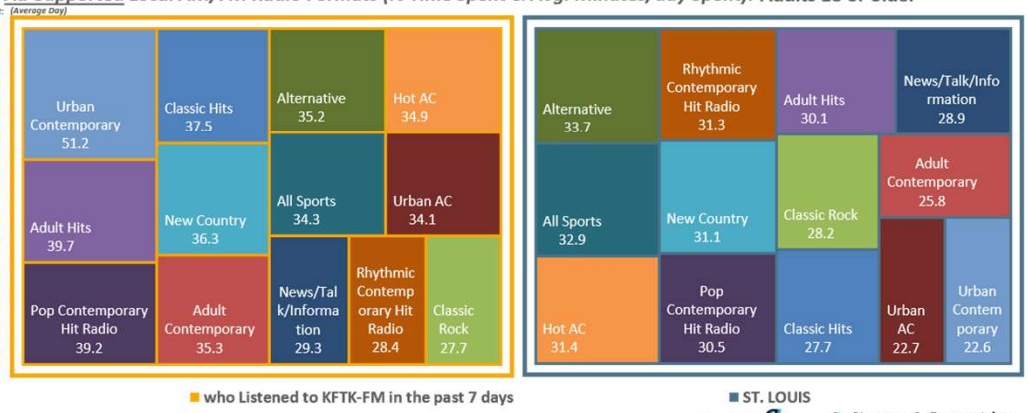
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



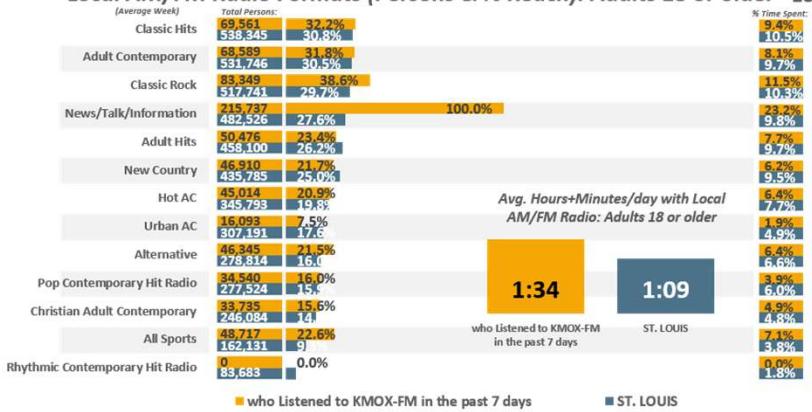
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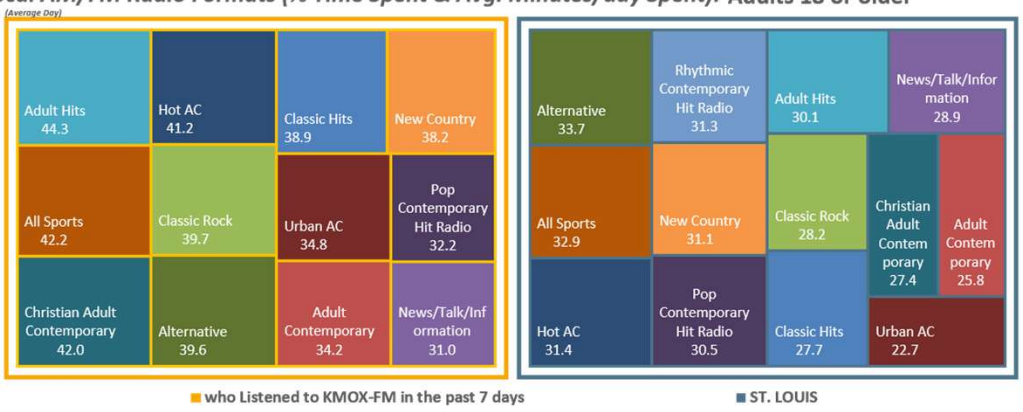
Radio Stations: KFTK-FM

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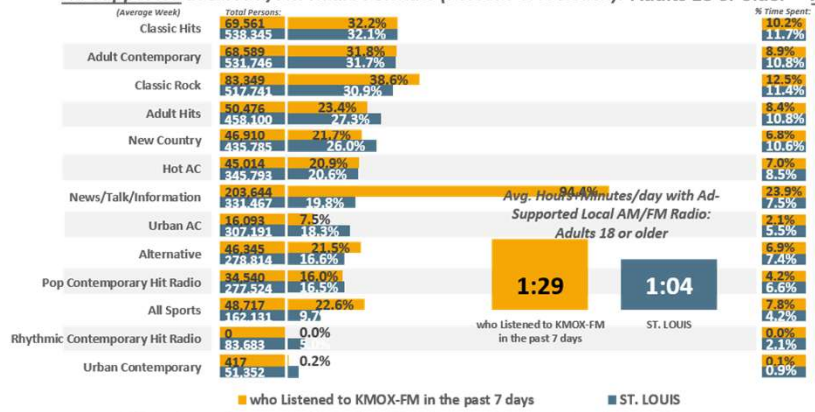
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



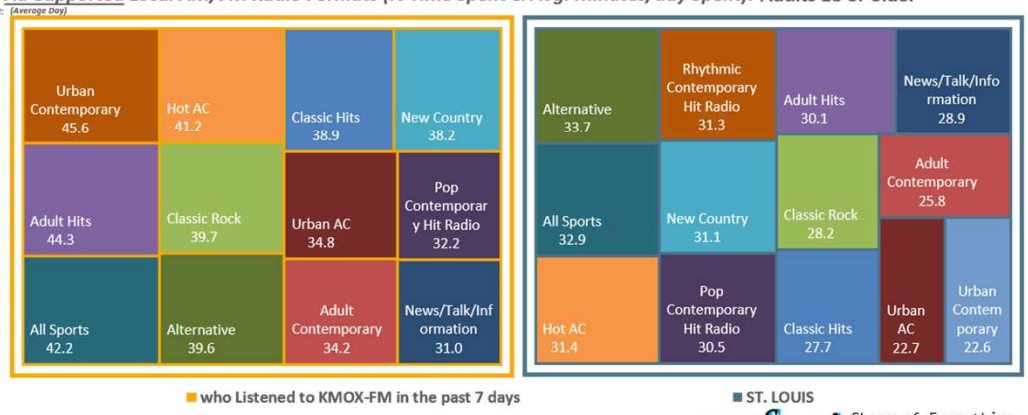
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



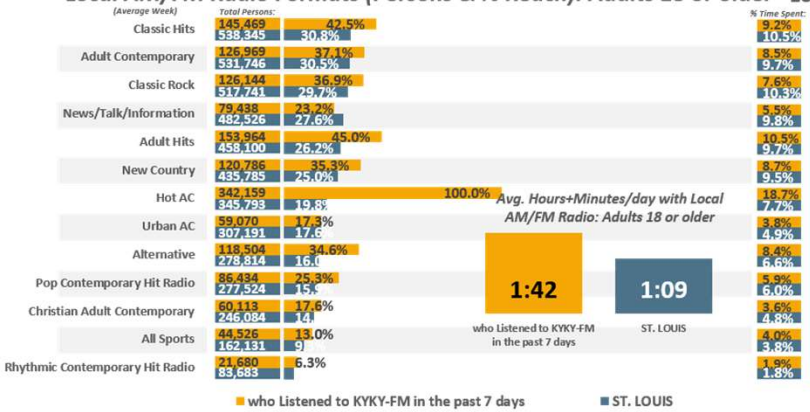
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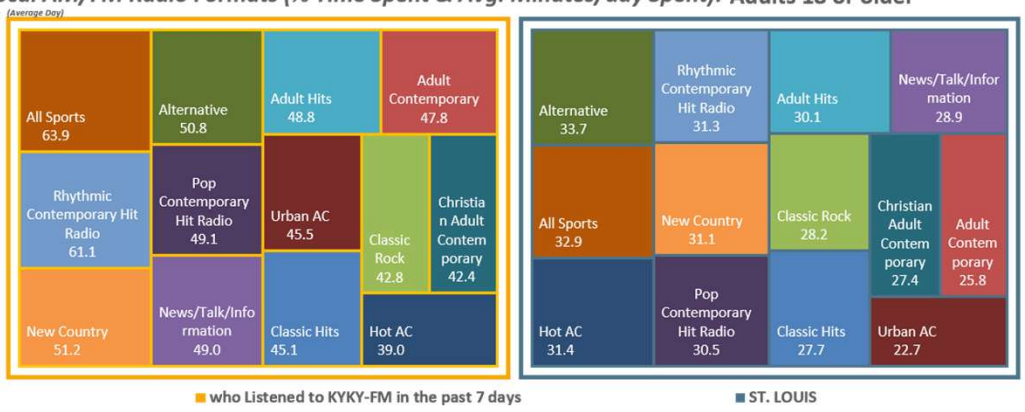
Radio Stations: KMOX-FM

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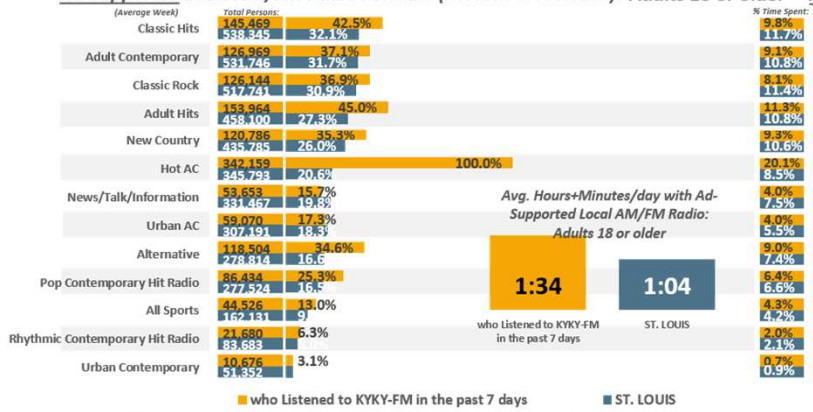
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



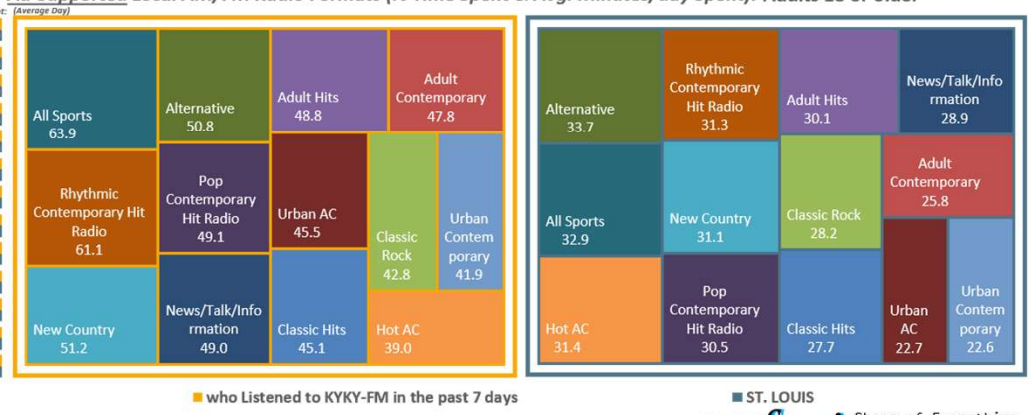
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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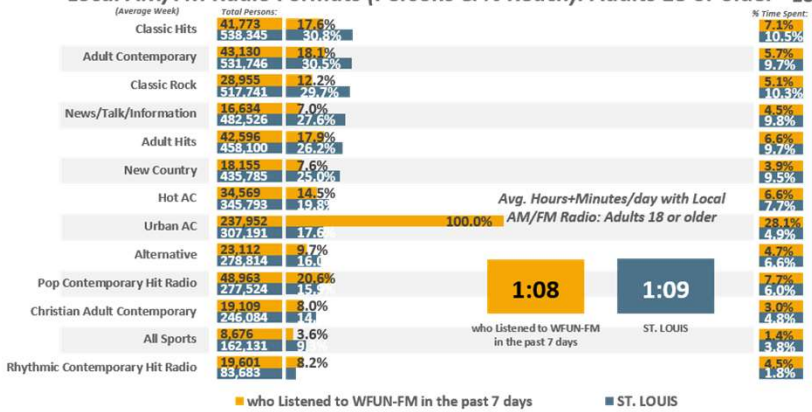
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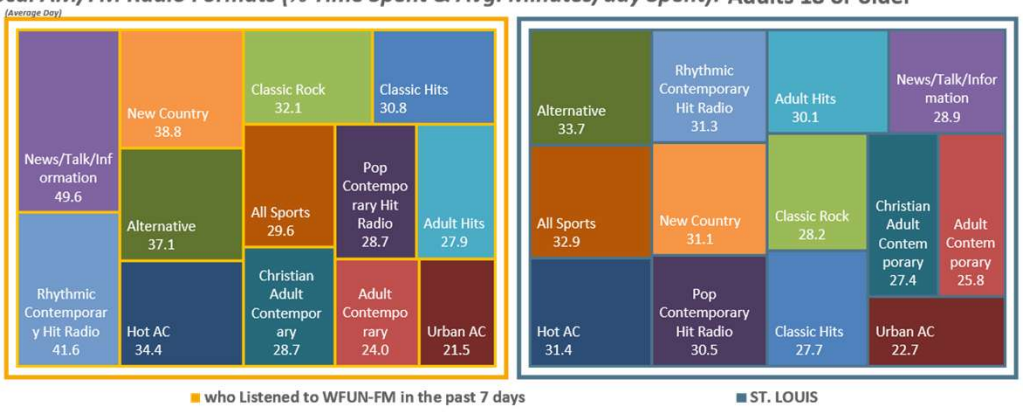
Radio Stations: KYKY-FM

237,952 or 100.% of Adults 18 or older who Listened to WFUN-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Urban AC, Pop Contemporary Hit Radio, Adult Contemporary, Adult Hits, and Classic Hits.

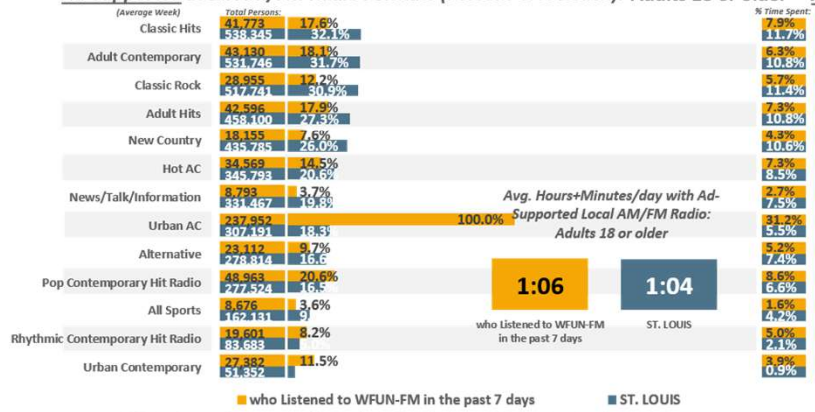
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



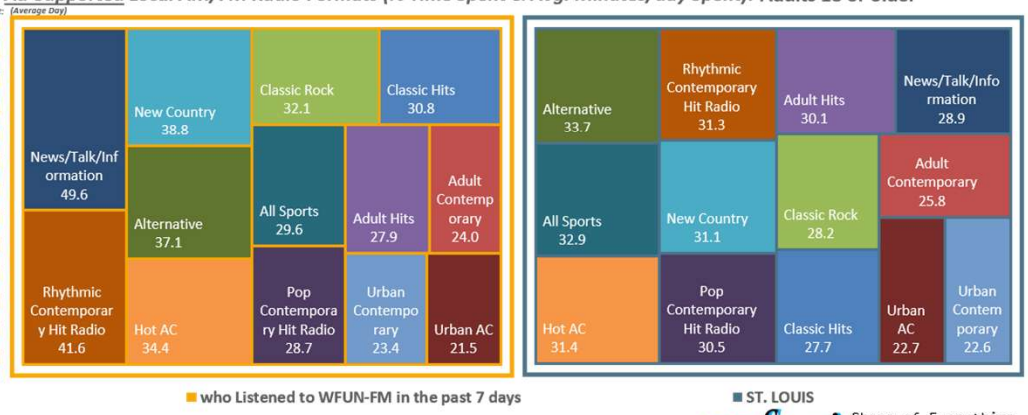
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



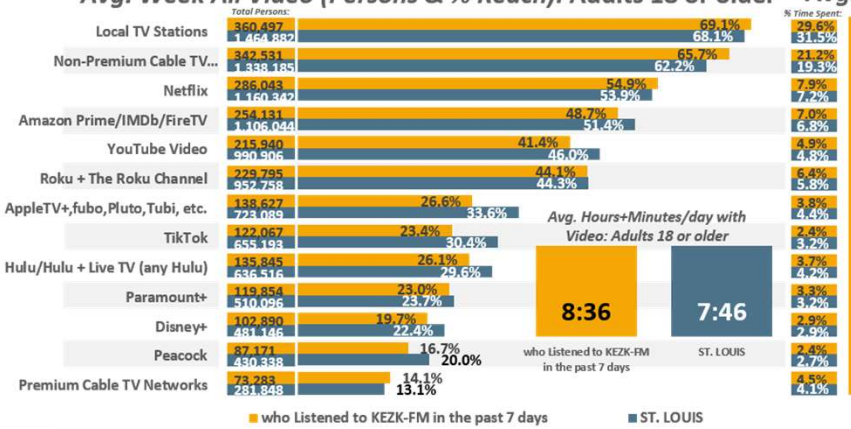
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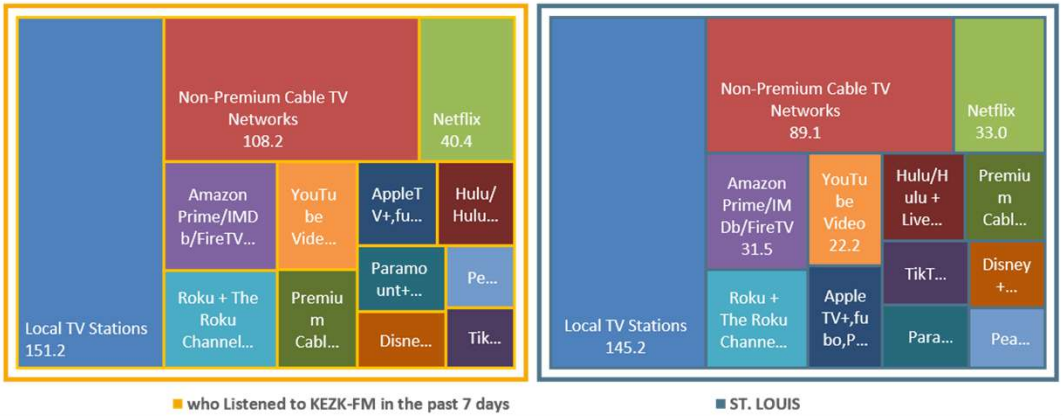
Radio Stations: WFUN-FM

355,929 or 68.3% of Adults 18 or older who Listened to KEZK-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 143.2 minutes every day representing 35.1% of all time spent daily with Ad-Supported Video.

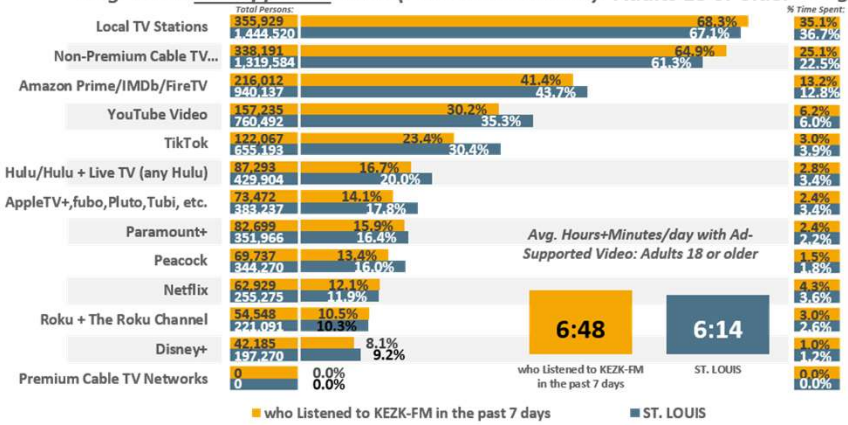
Avg. Week All Video (Persons & % Reach): Adults 18 or older



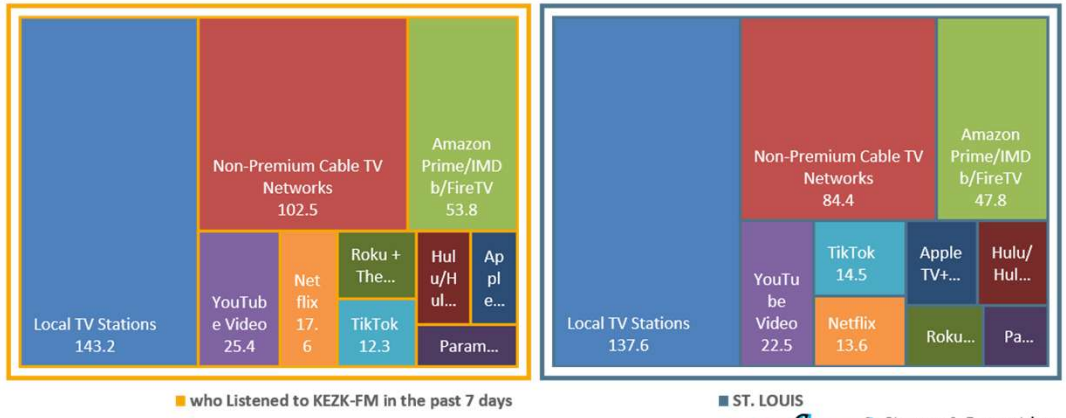
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 435

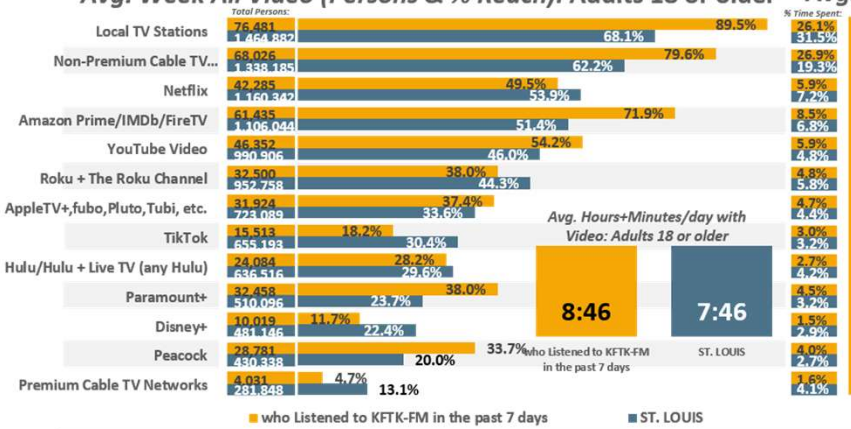
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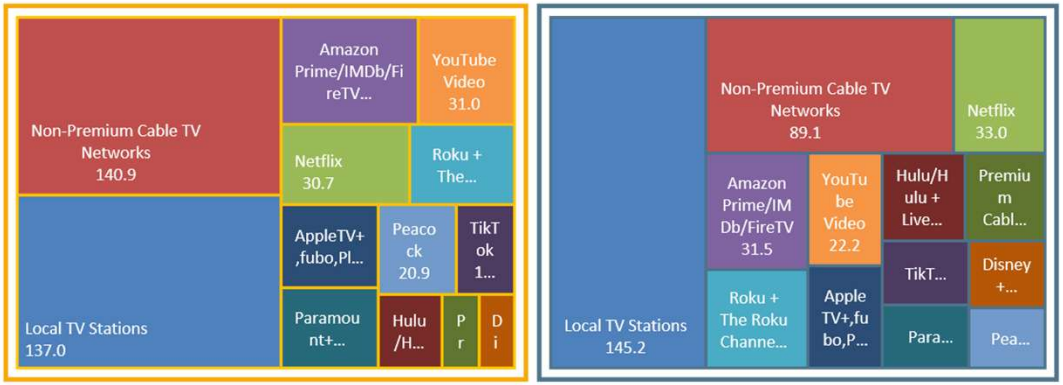
Radio Stations: KEZK-FM

75,858 or 88.8% of Adults 18 or older who Listened to KFTK-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 134.2 minutes every day representing 29.9% of all time spent daily with Ad-Supported Video.

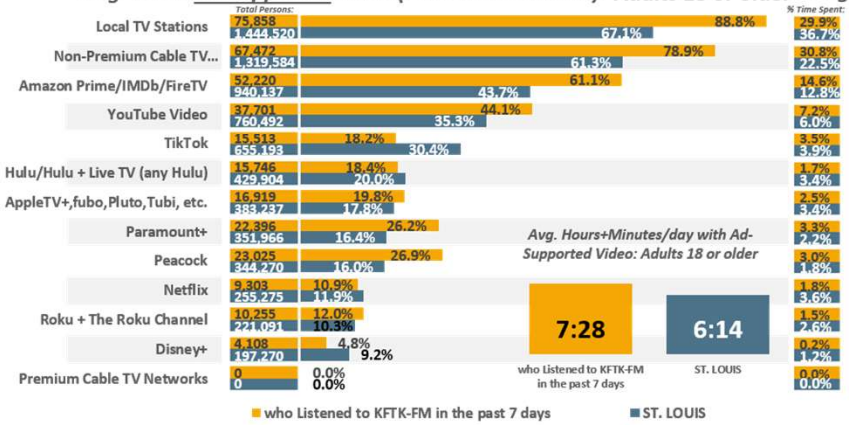
Avg. Week All Video (Persons & % Reach): Adults 18 or older



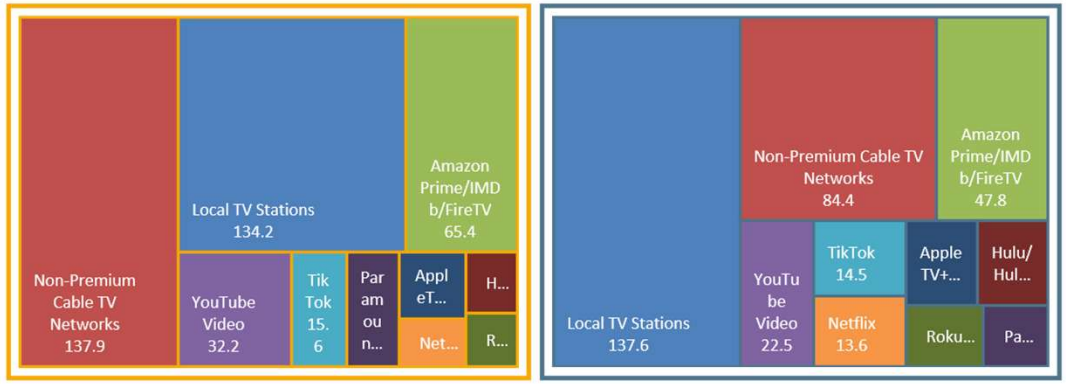
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 65

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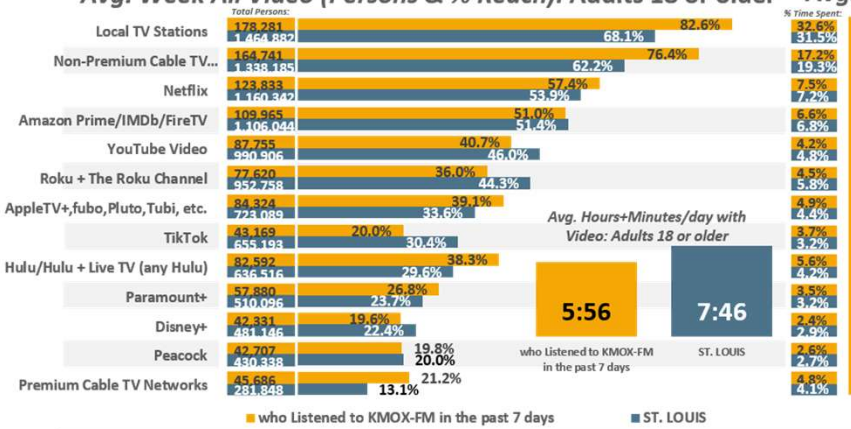
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Radio Stations: KFTK-FM

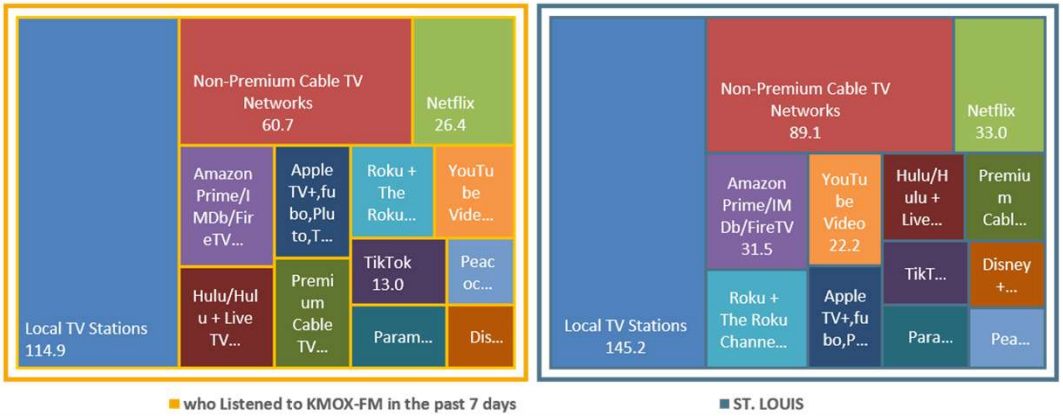
1120 AM • 98.7 FM
KMOX
The Voice of St. Louis

176,878 or 82.% of Adults 18 or older who Listened to KMOX-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 110.8 minutes every day representing 38.7% of all time spent daily with Ad-Supported Video.

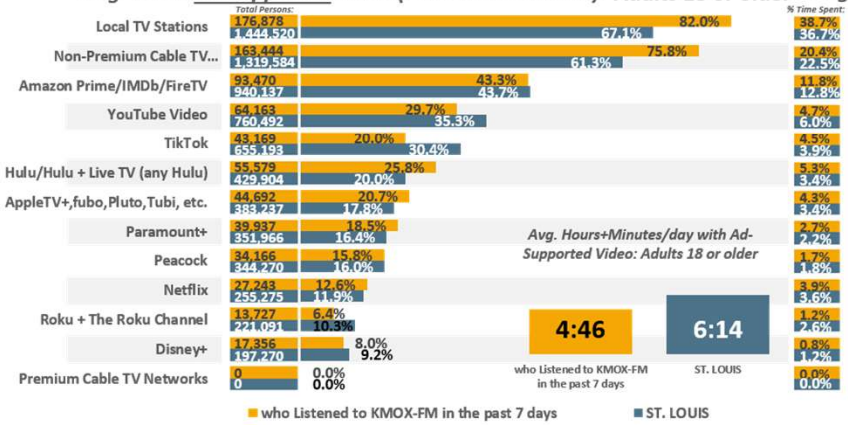
Avg. Week All Video (Persons & % Reach): Adults 18 or older



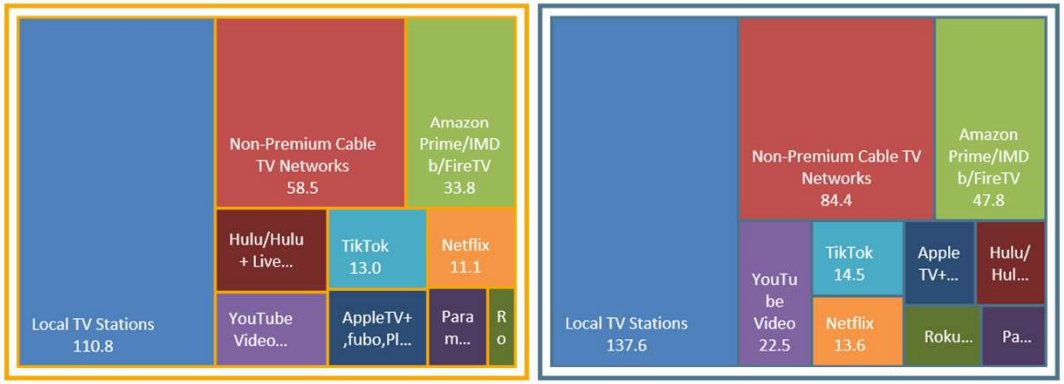
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 174

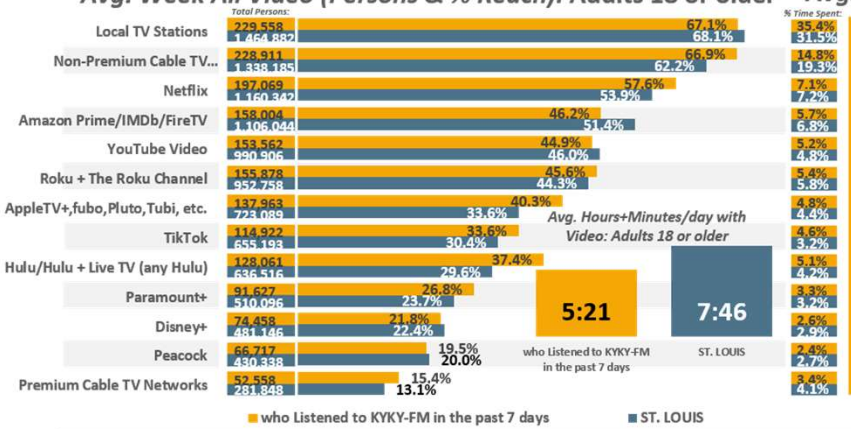
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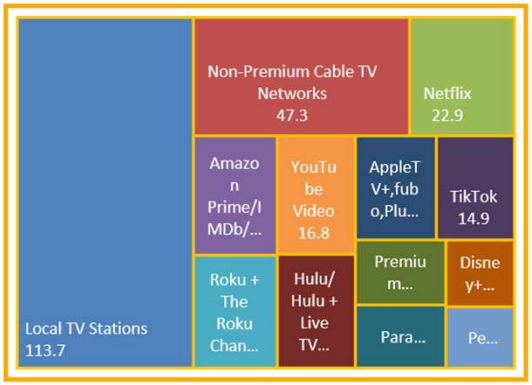
Radio Stations: KMOX-FM

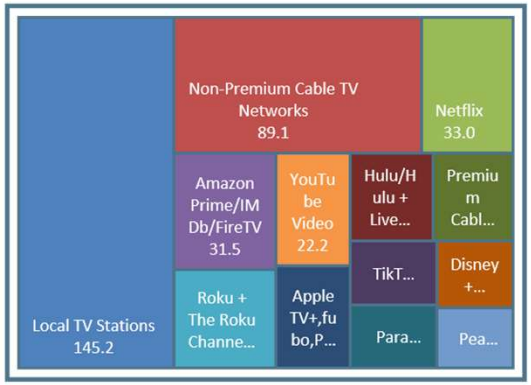
228,438 or 66.8% of Adults 18 or older who Listened to KYKY-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 108.1 minutes every day representing 42.2% of all time spent daily with Ad-Supported Video.

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

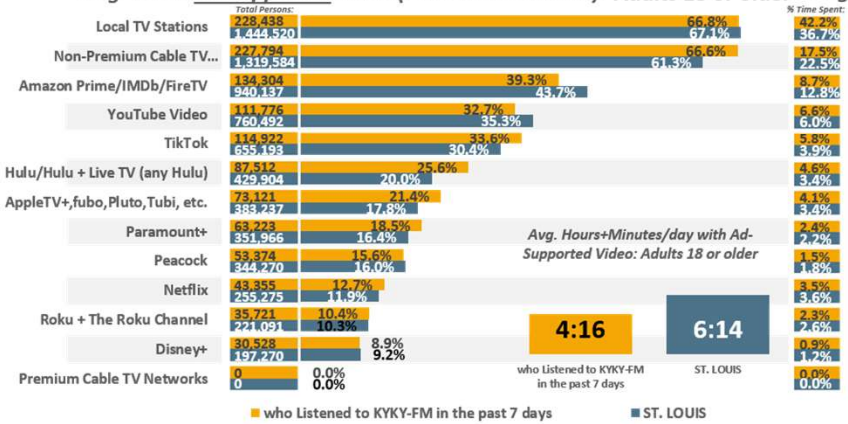


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

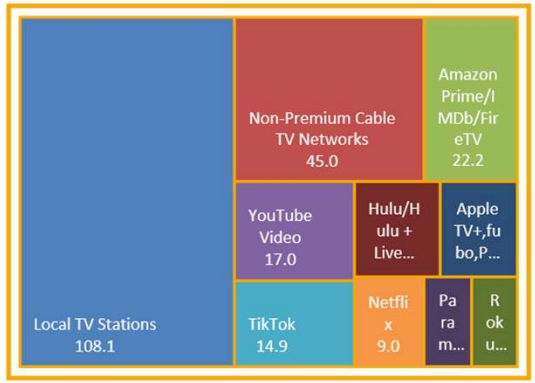


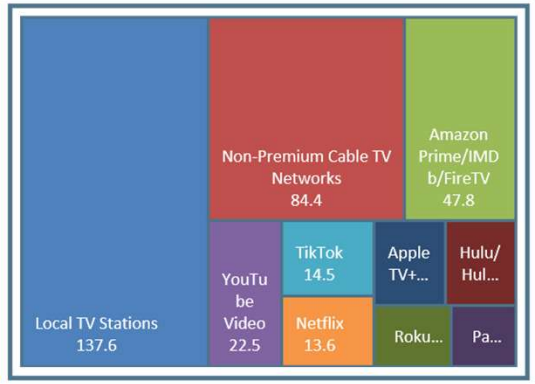


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 281

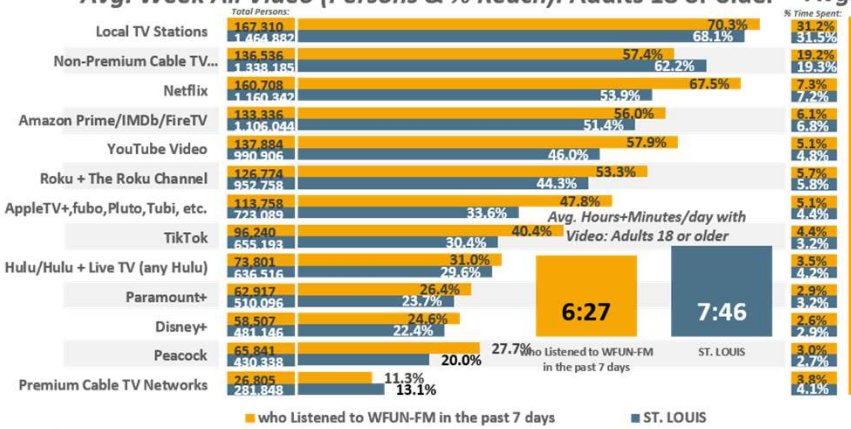
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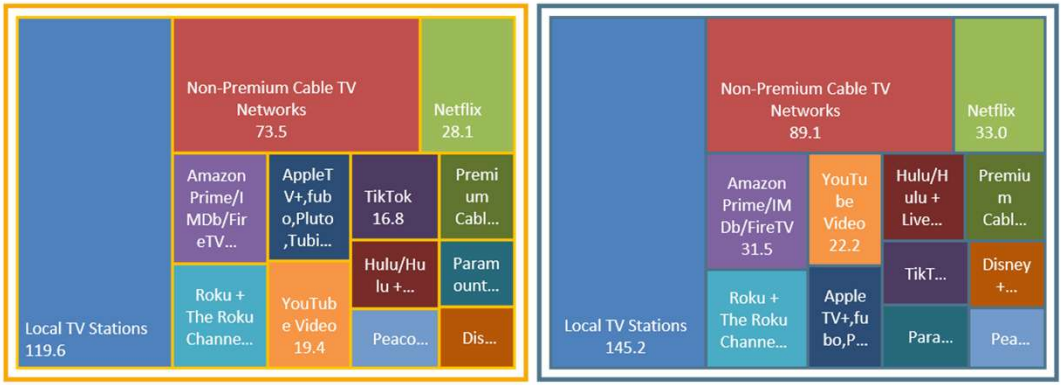
Radio Stations: KYKY-FM

163,860 or 68.9% of Adults 18 or older who Listened to WFUN-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 115.6 minutes every day representing 37.% of all time spent daily with Ad-Supported Video.

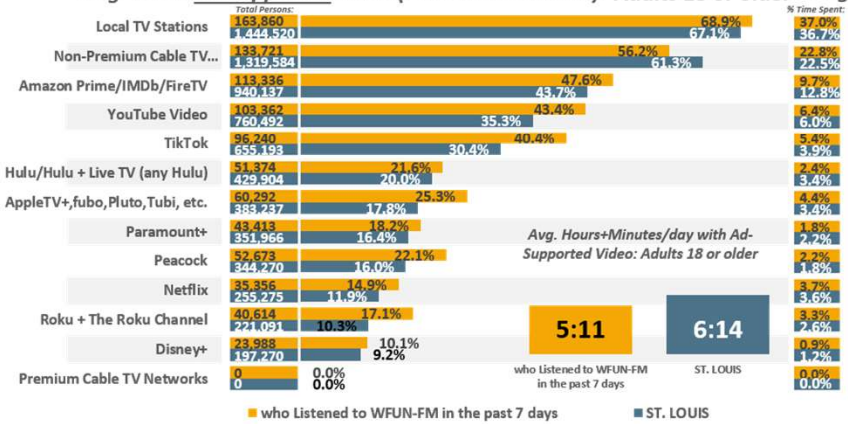
Avg. Week All Video (Persons & % Reach): Adults 18 or older



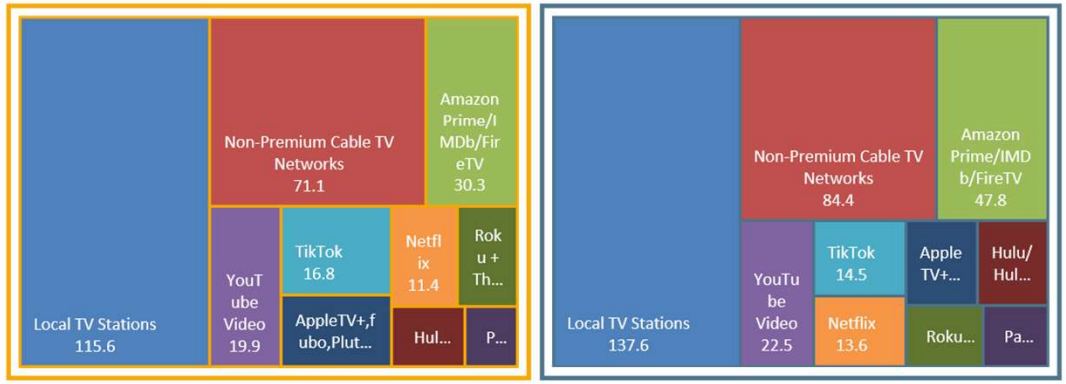
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



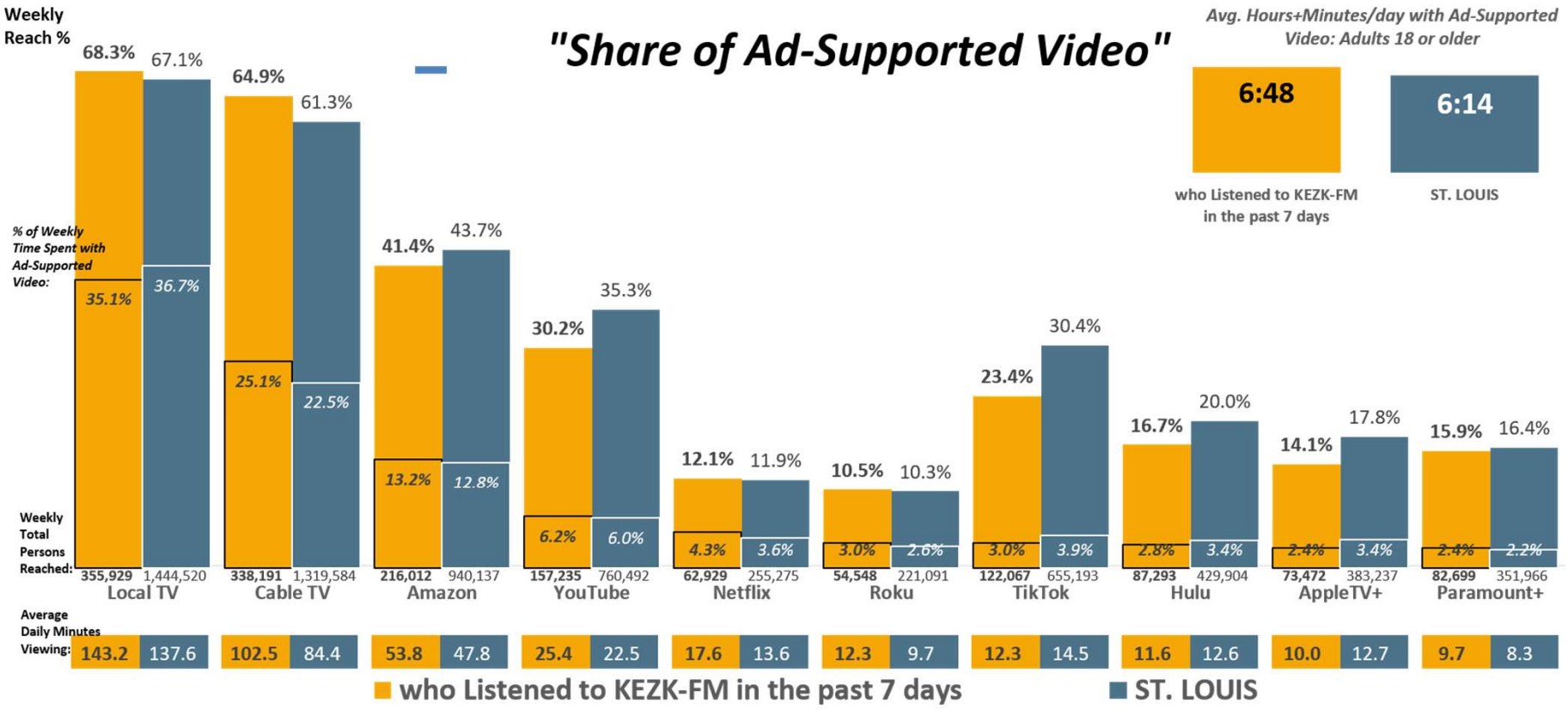
ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 176

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Radio Stations: WFUN-FM

355,929 or 68.3% of Adults 18 or older who Listened to KEZK-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 143.2 minutes every day representing 35.1% of all time spent daily with Ad-Supported Video.



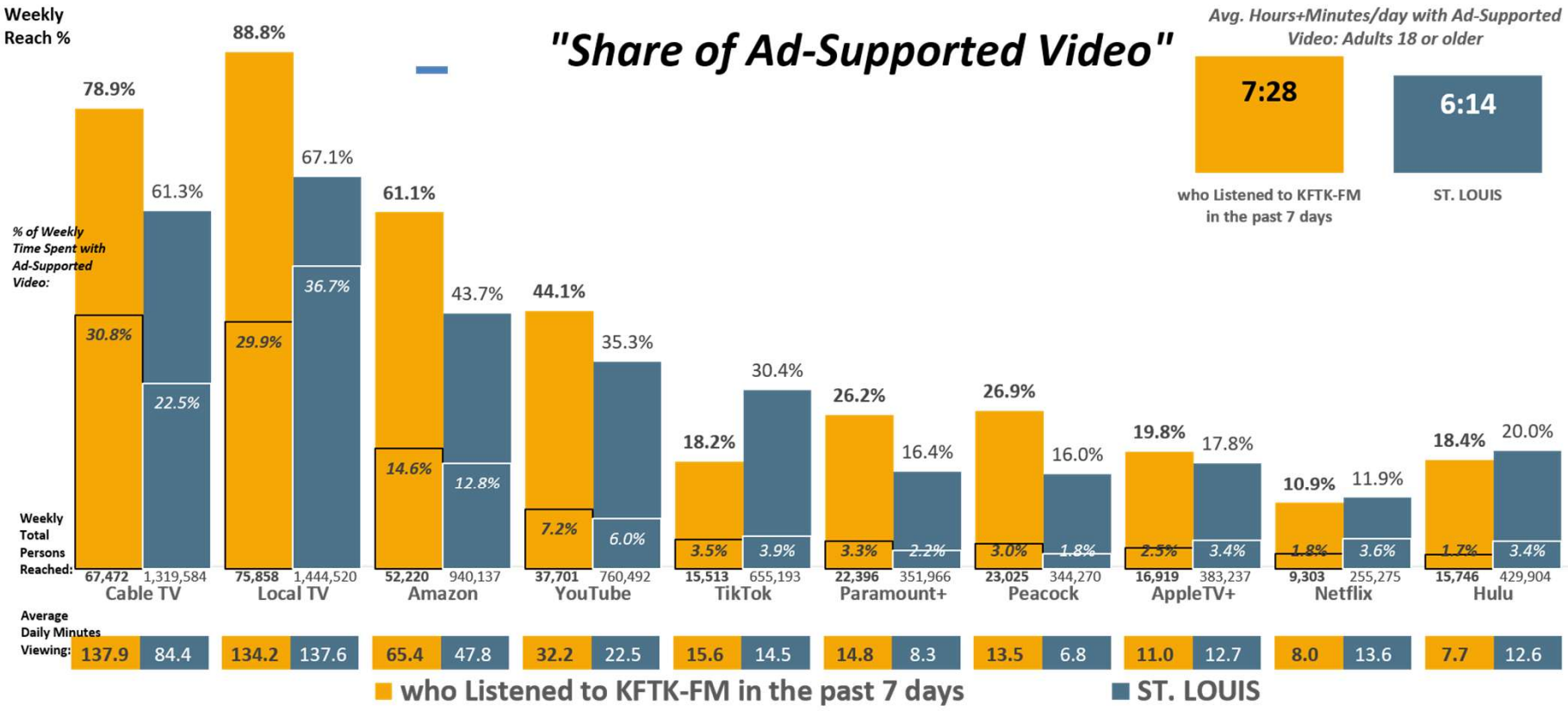
ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 435 ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,754

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Radio Stations: KEZK-FM

75,858 or 88.8% of Adults 18 or older who Listened to KFTK-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 134.2 minutes every day representing 29.9% of all time spent daily with Ad-Supported Video.



ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 65 ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,754

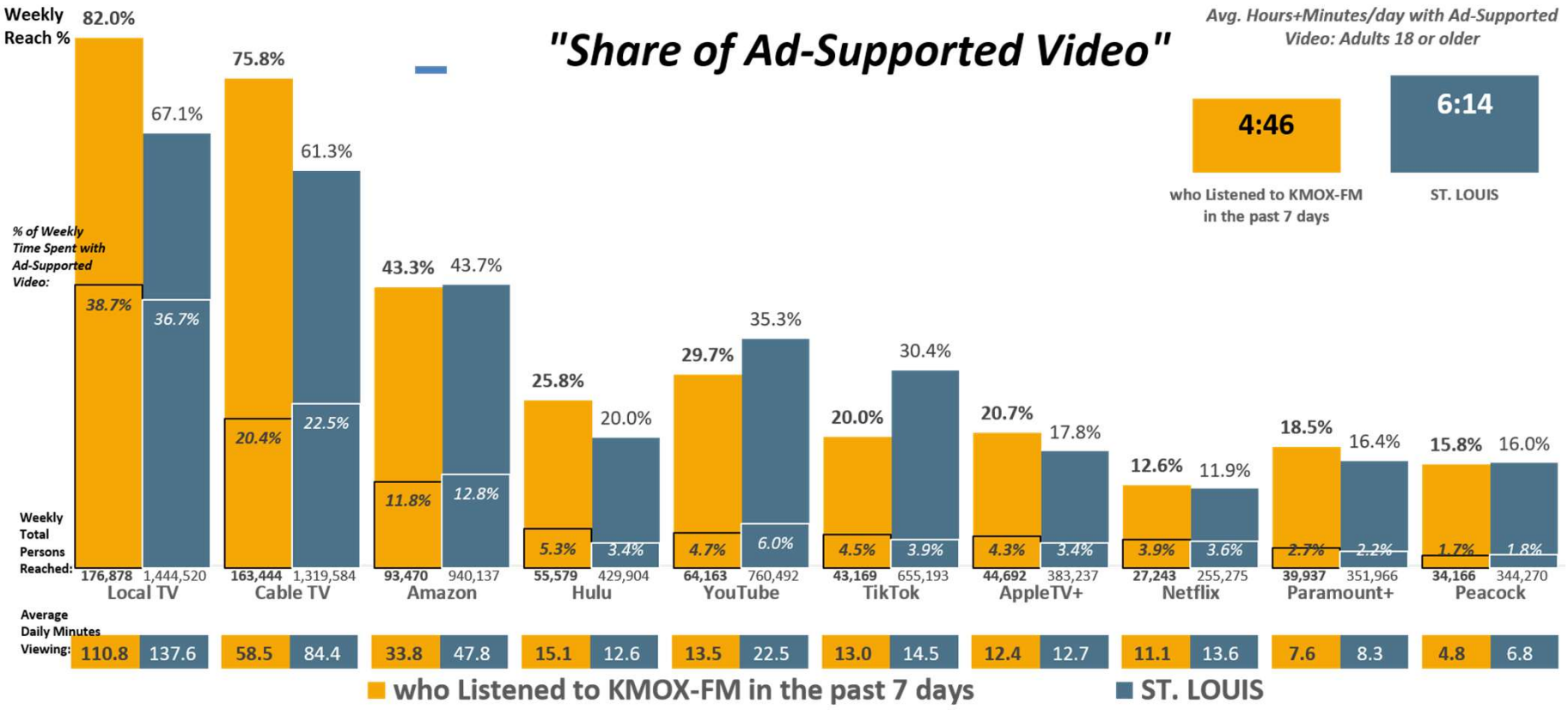
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Radio Stations: KFTK-FM

1120 AM • 98.7 FM KMOX The Voice of St. Louis

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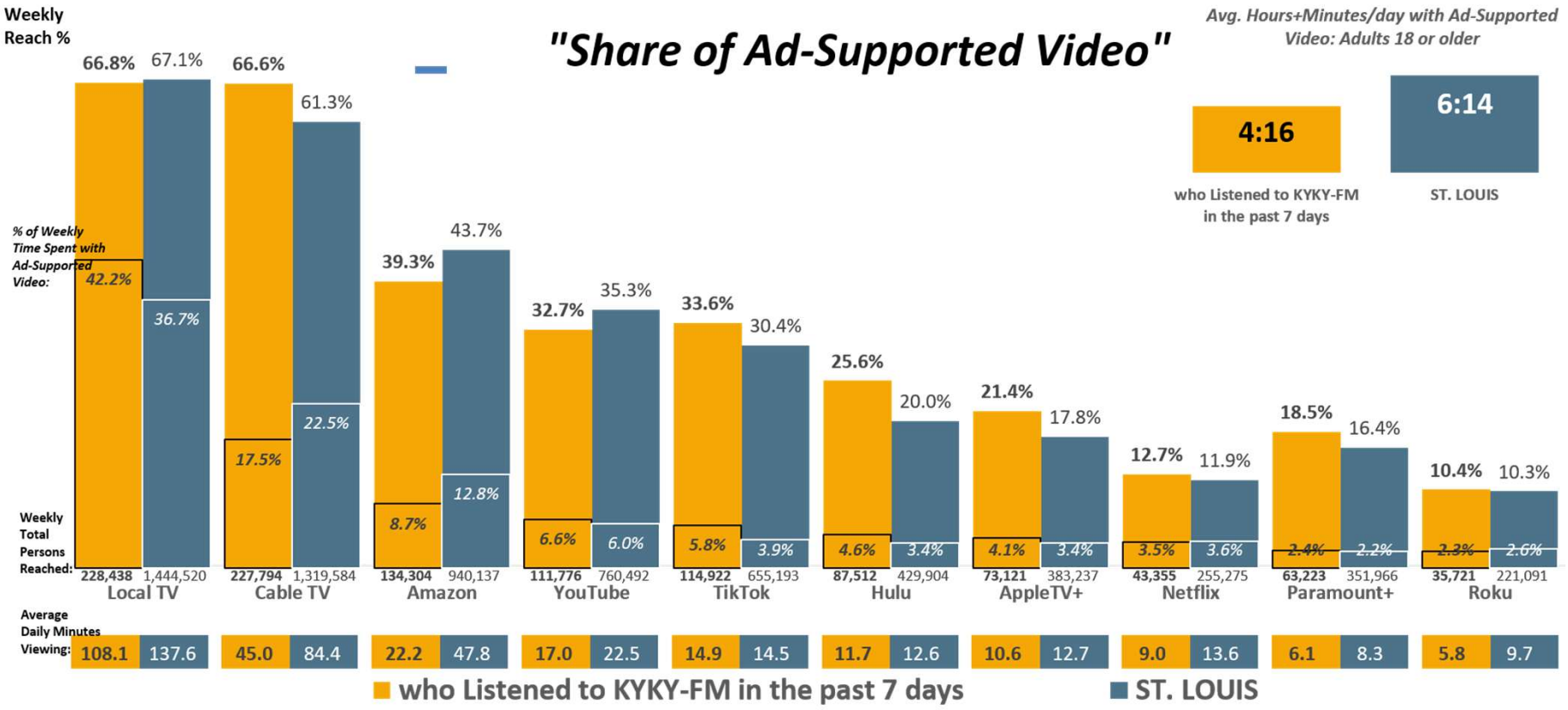
ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 174 ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,754

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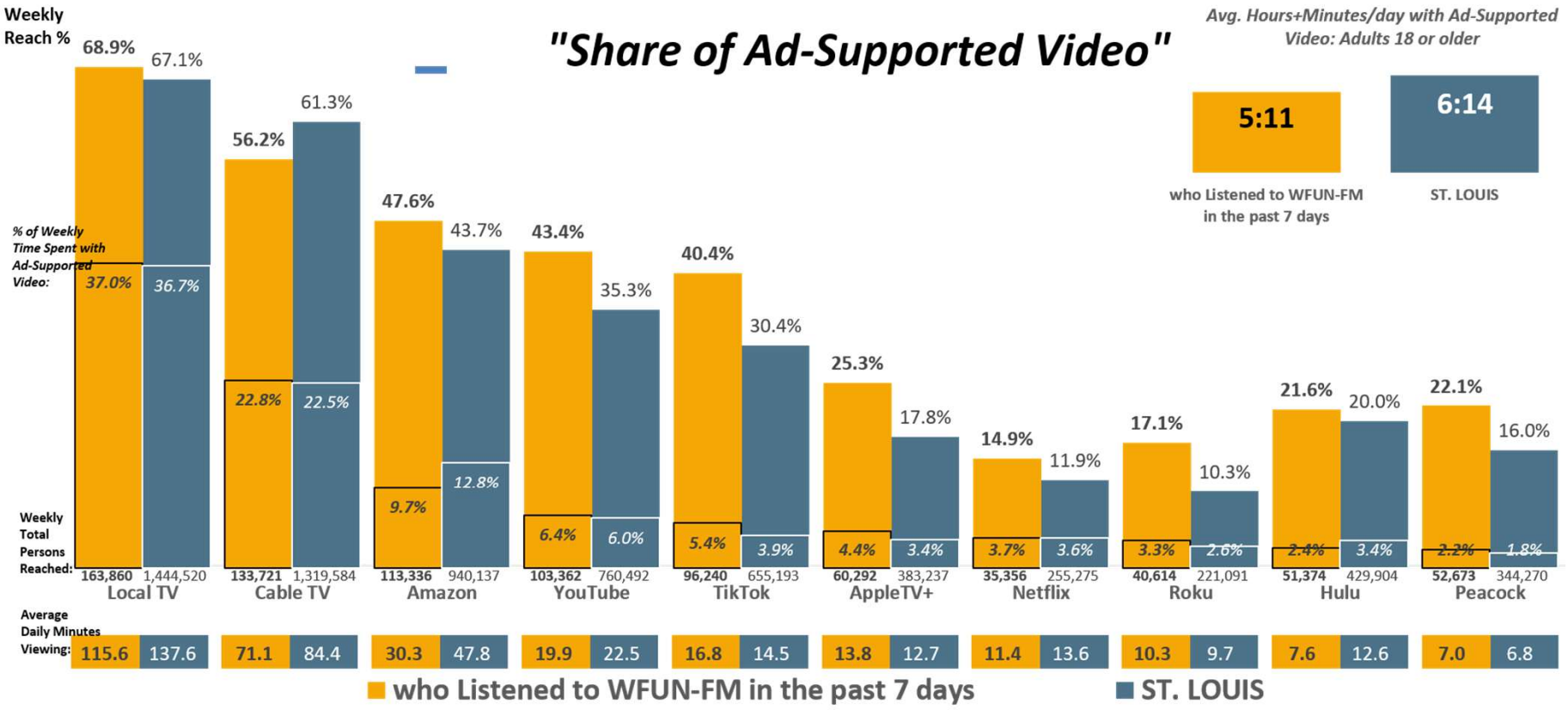
ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 281 ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,754

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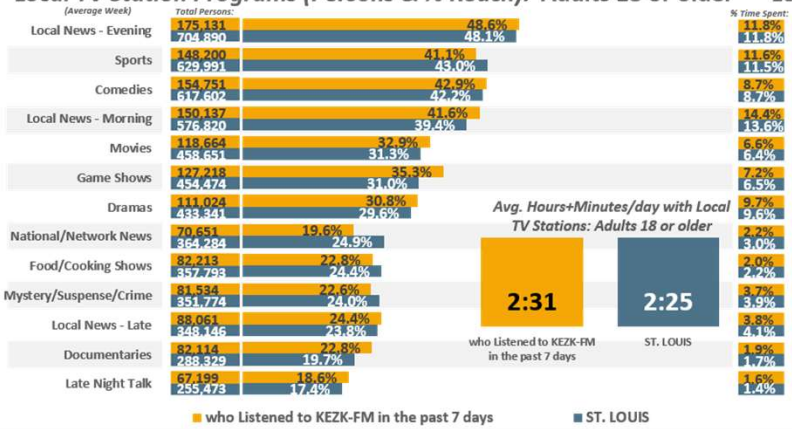
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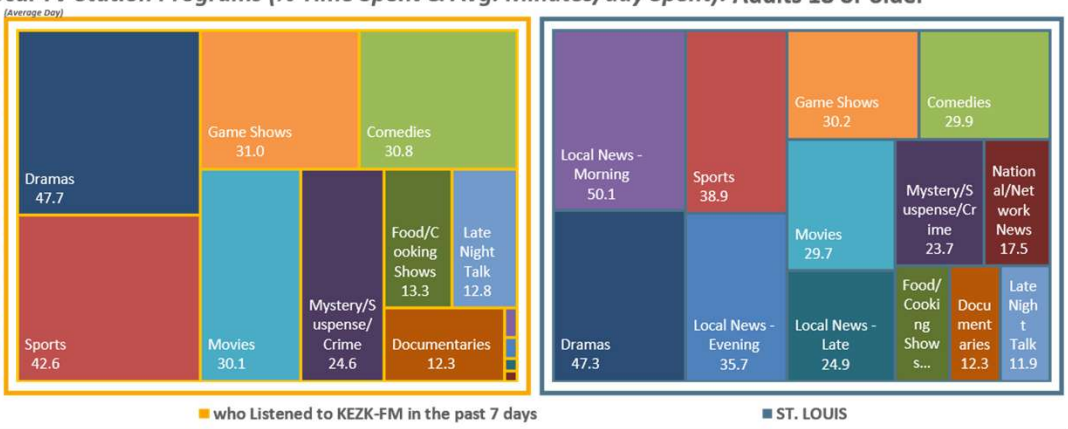
Radio Stations: WFUN-FM

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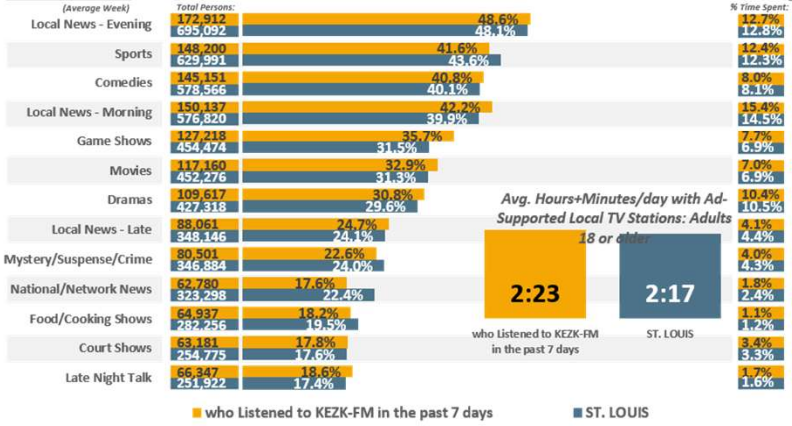
Local TV Station Programs (Persons & % Reach): Adults 18 or older



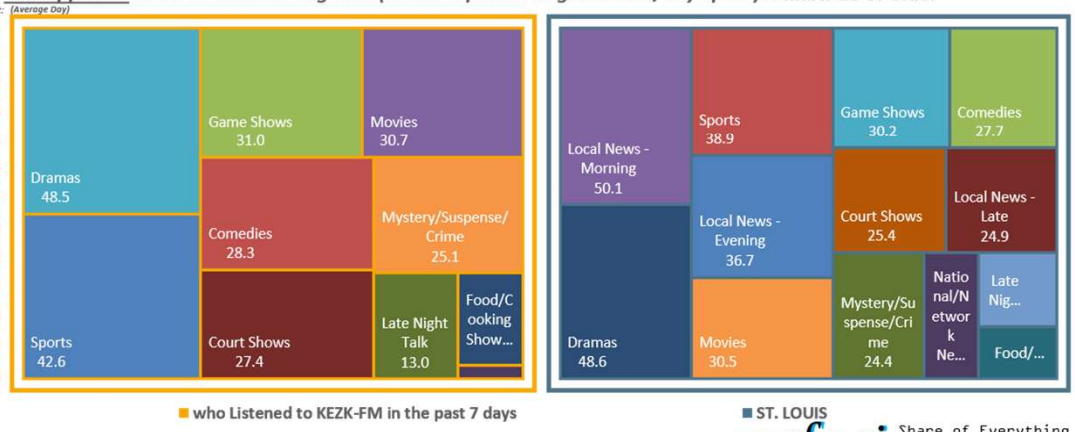
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 435

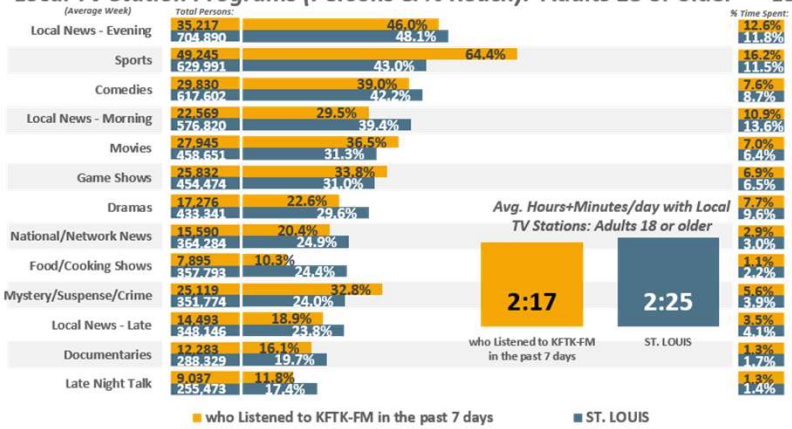
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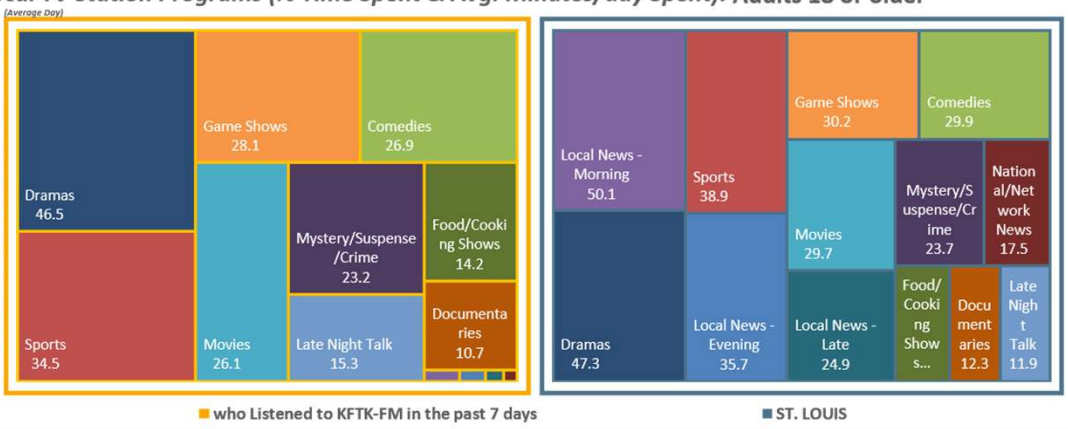
Radio Stations: KEZK-FM

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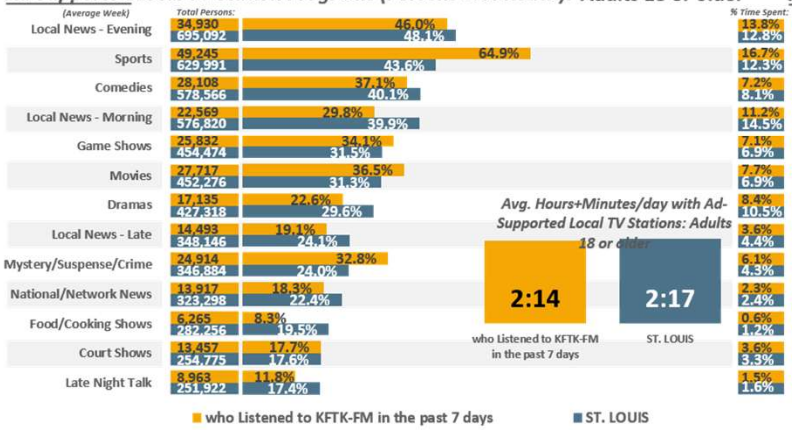
Local TV Station Programs (Persons & % Reach): Adults 18 or older



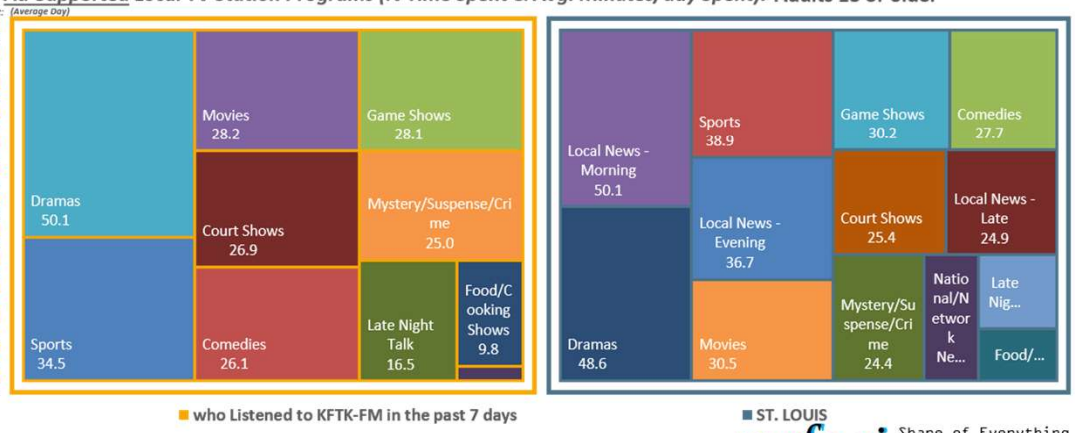
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 65

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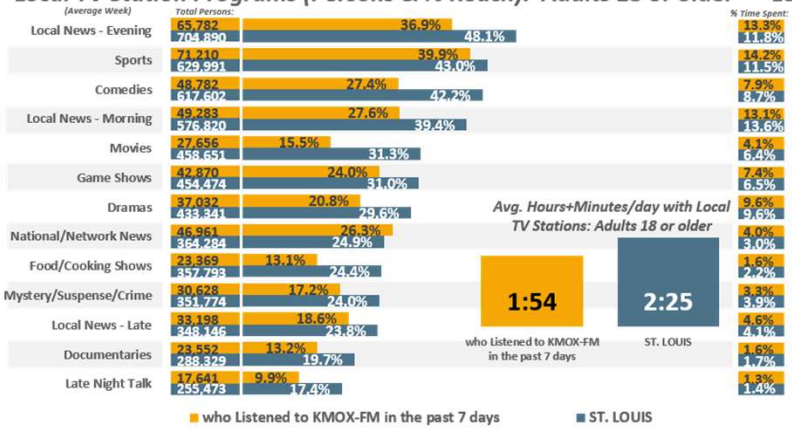
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Radio Stations: KFTK-FM

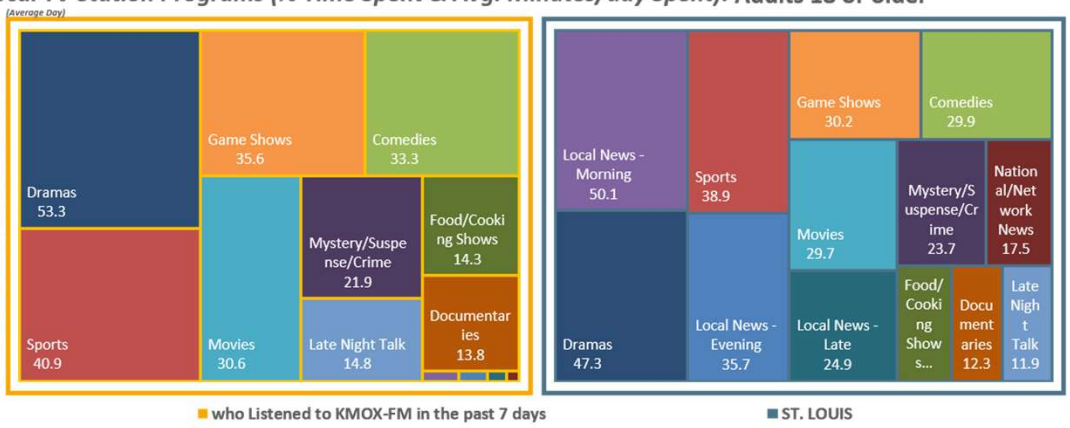
1120 AM • 98.7 FM
KMOX
The Voice of St. Louis

176,878 or 82.% of Adults 18 or older who Listened to KMOX-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and National/Network News.

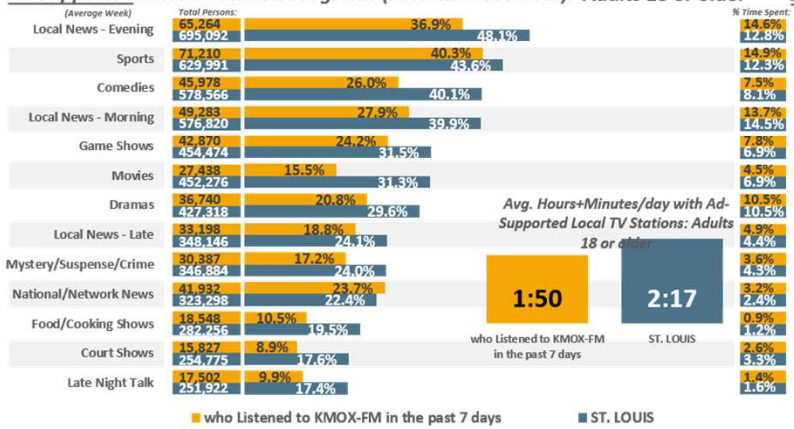
Local TV Station Programs (Persons & % Reach): Adults 18 or older



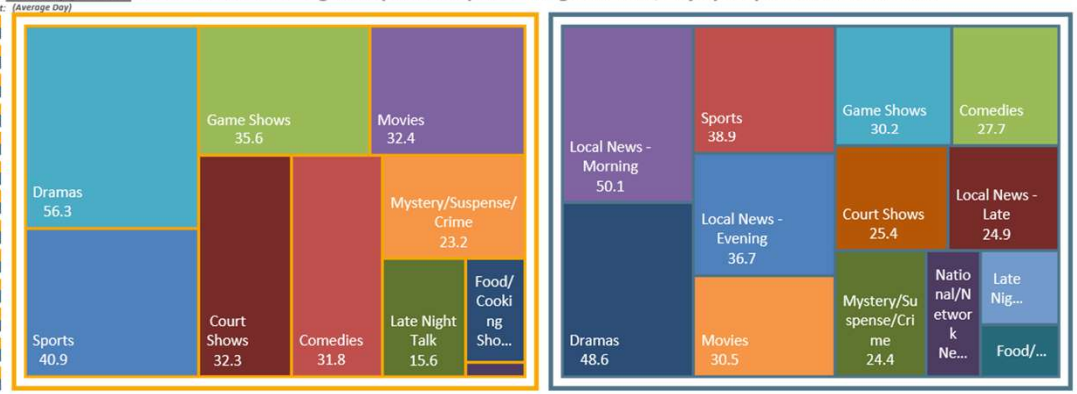
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 174

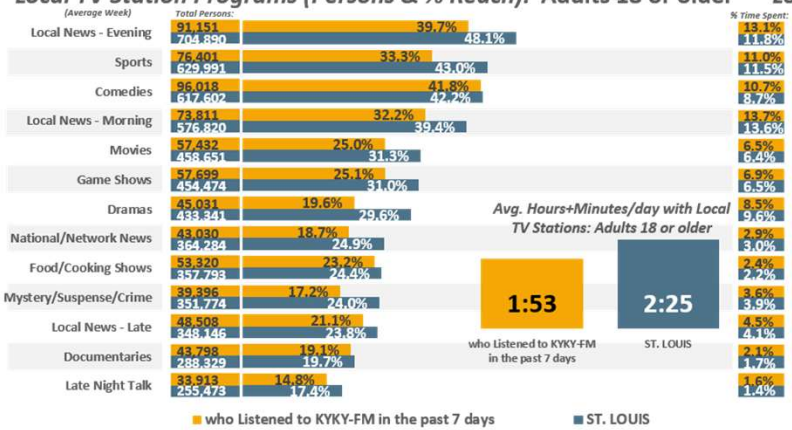
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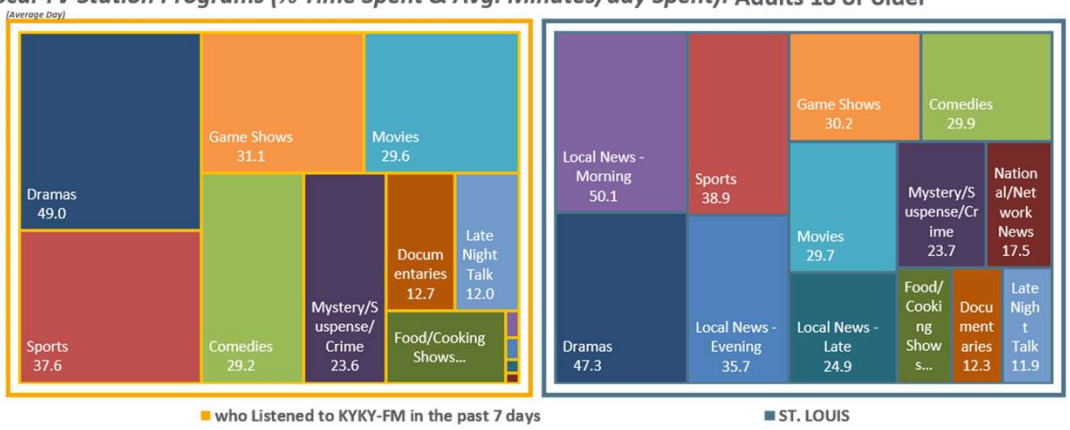
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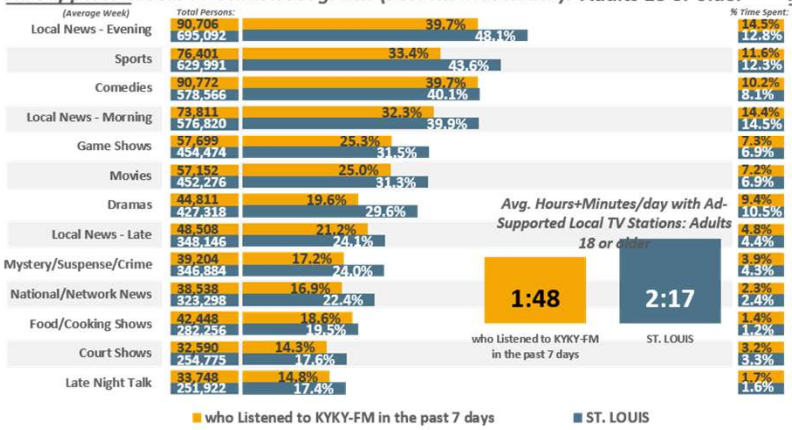
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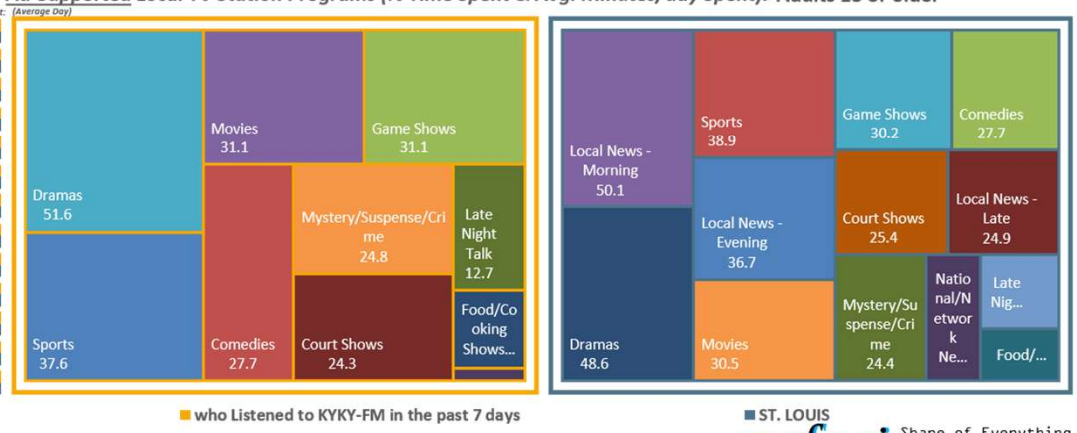
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 281

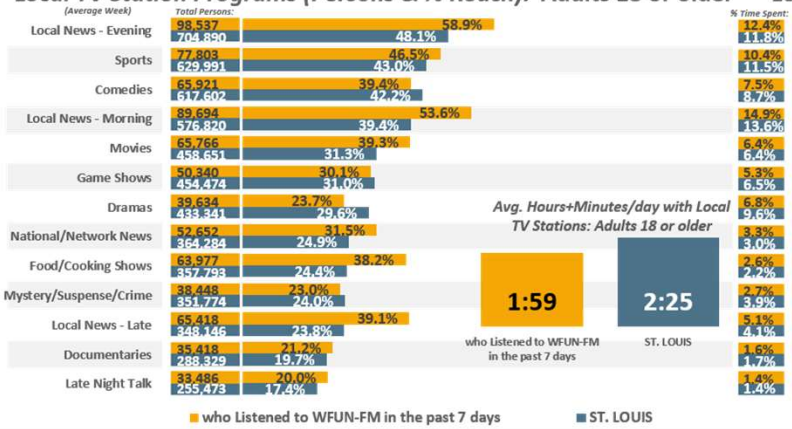
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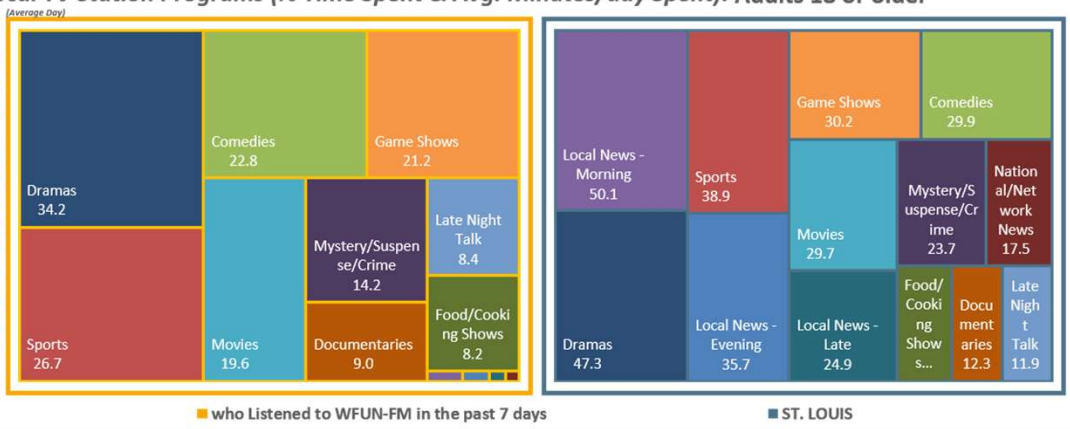
Radio Stations: KYKY-FM

163,860 or 68.9% of Adults 18 or older who Listened to WFUN-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Local News - Late, Movies, and Comedies.

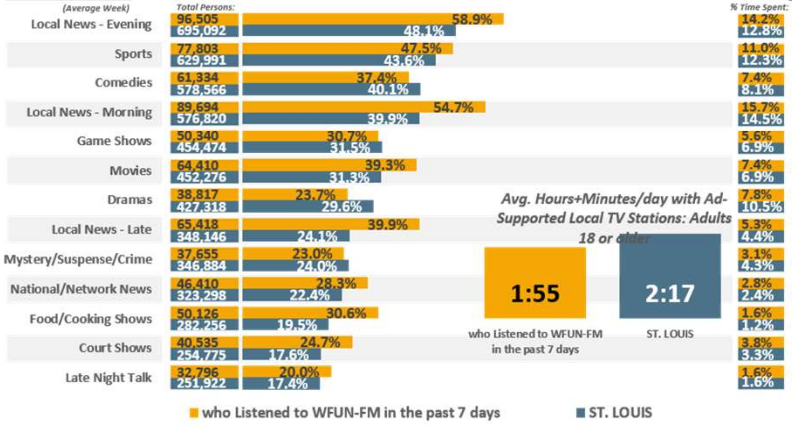
Local TV Station Programs (Persons & % Reach): Adults 18 or older



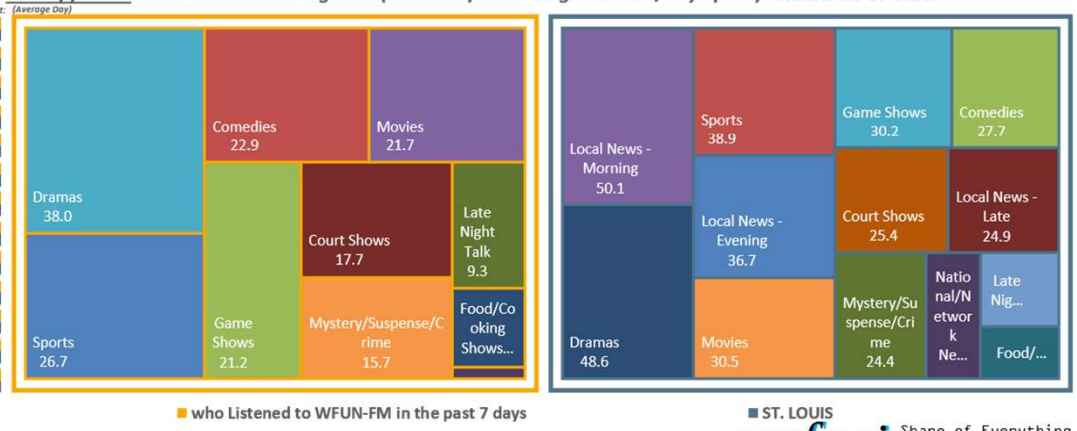
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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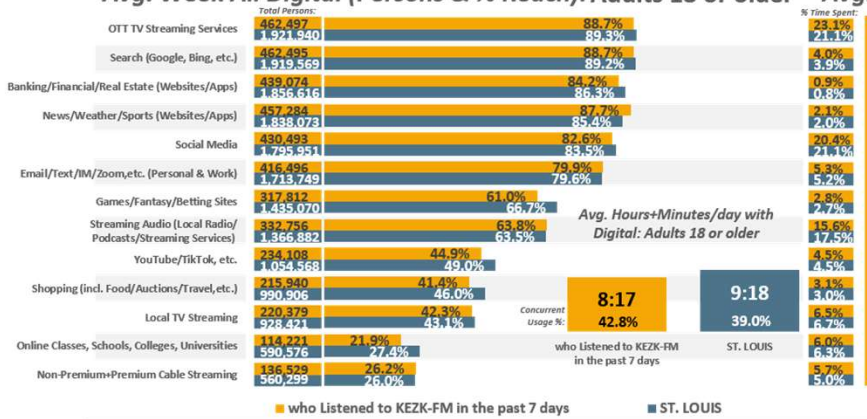
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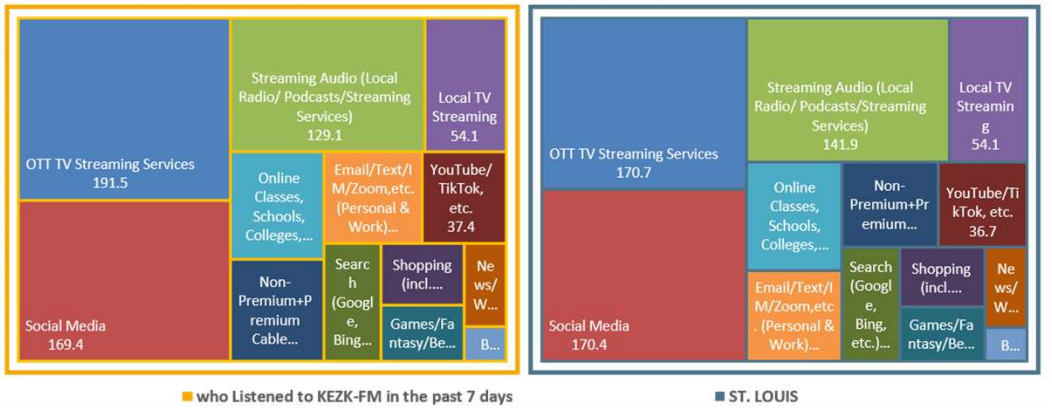
Radio Stations: WFUN-FM

369,172 or 70.8% of Adults 18 or older who Listened to KEZK-FM in the past 7 days use Ad-Supported Social Media for an average of 145.3 minutes every day representing 24.1% of all time spent daily with Ad-Supported Digital Media.

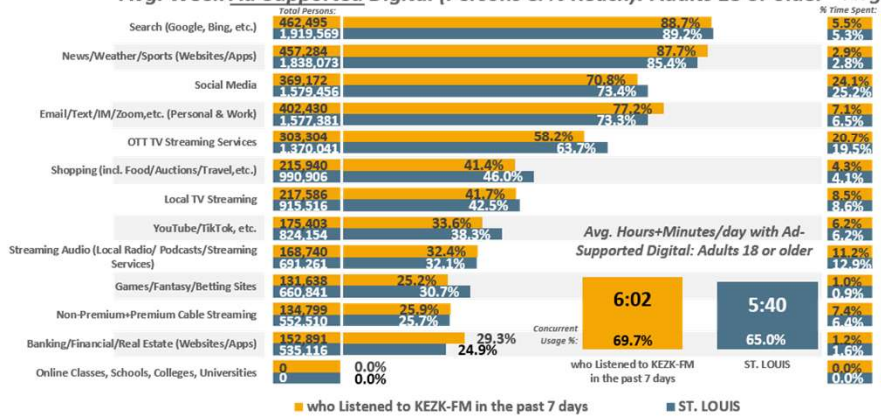
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



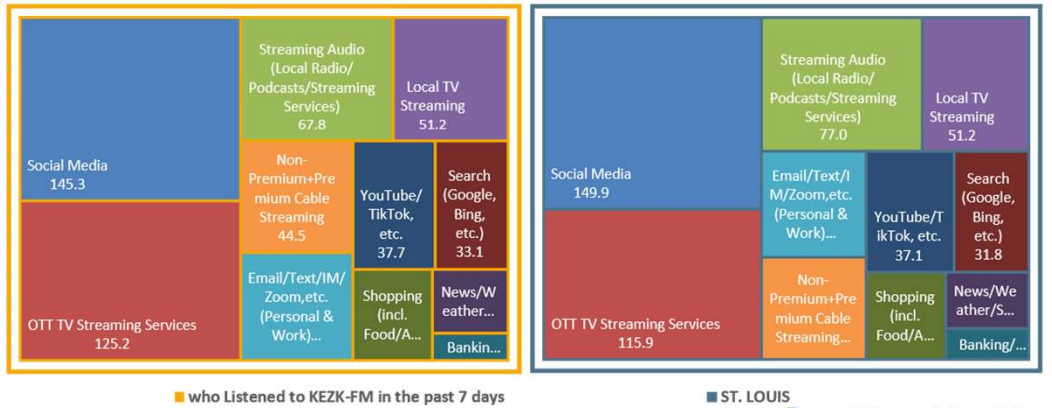
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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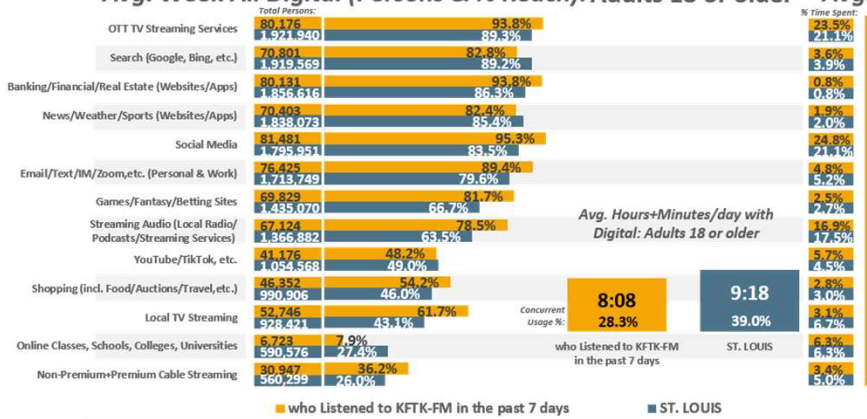
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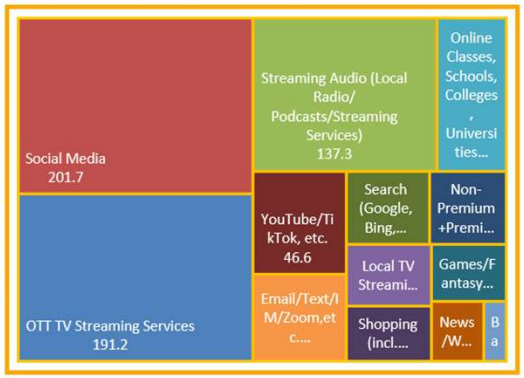
Radio Stations: KEZK-FM

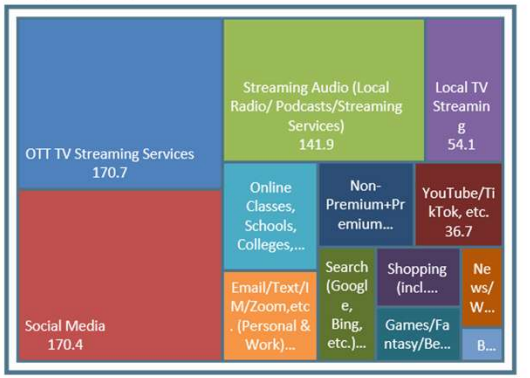
81,131 or 94.9% of Adults 18 or older who Listened to KFTK-FM in the past 7 days use Ad-Supported Social Media for an average of 200.8 minutes every day representing 32.8% of all time spent daily with Ad-Supported Digital Media.

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

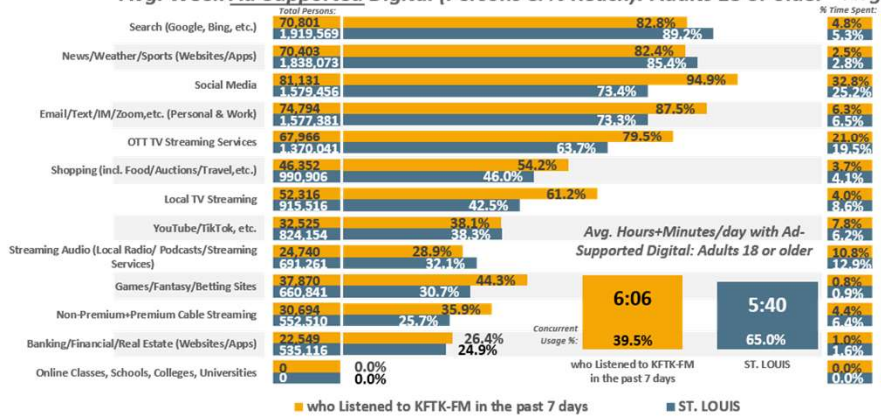


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

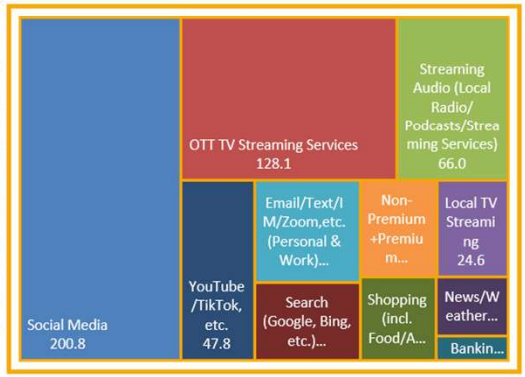




Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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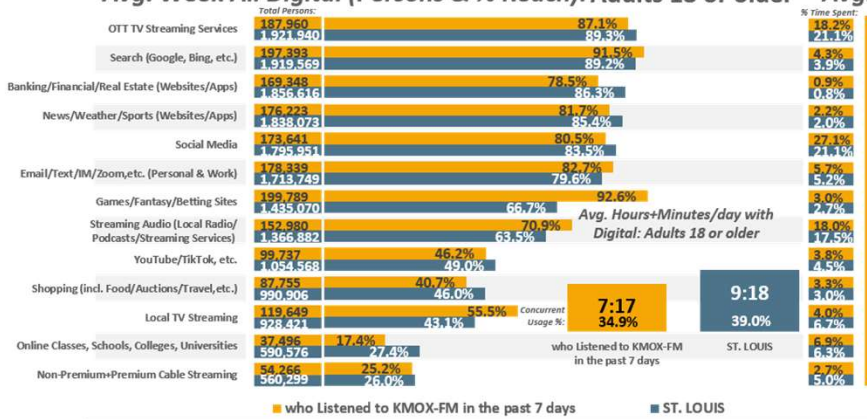
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Radio Stations: KFTK-FM

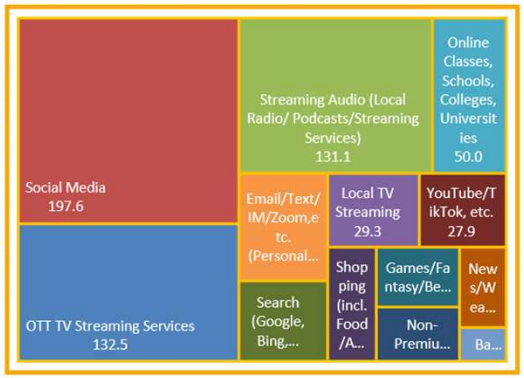
1120 AM • 98.7 FM
KMOX
The Voice of St. Louis

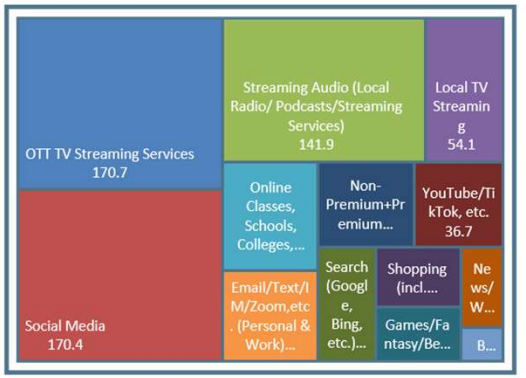
166,662 or 77.3% of Adults 18 or older who Listened to KMOX-FM in the past 7 days use Ad-Supported Social Media for an average of 189.7 minutes every day representing 35.3% of all time spent daily with Ad-Supported Digital Media.

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

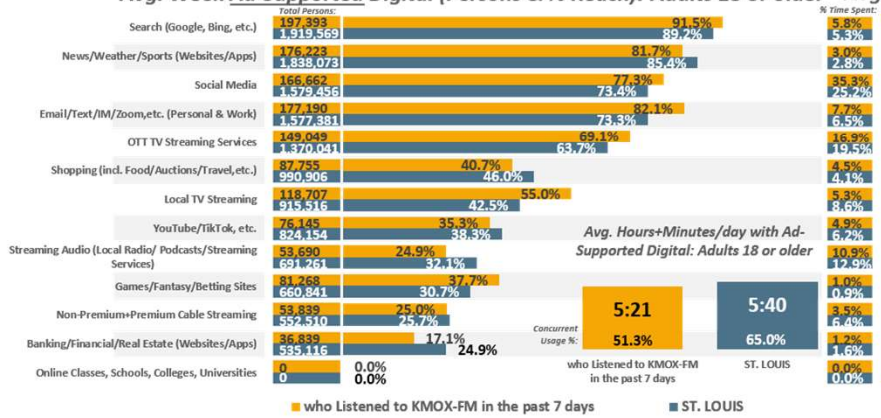


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

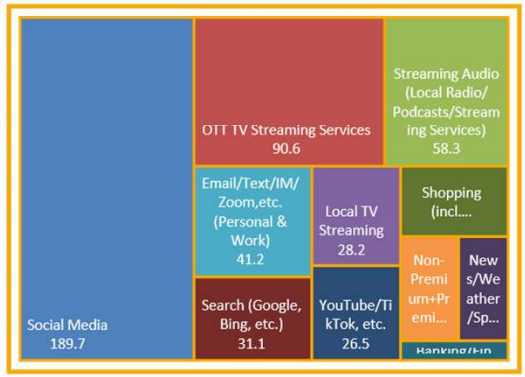


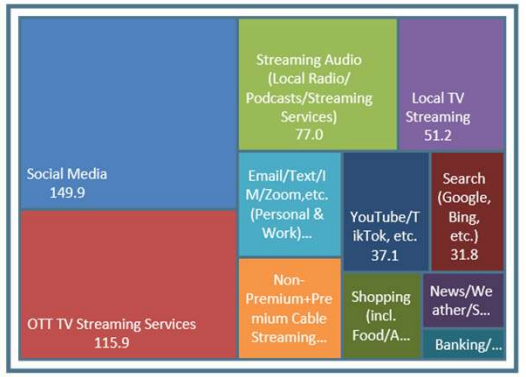


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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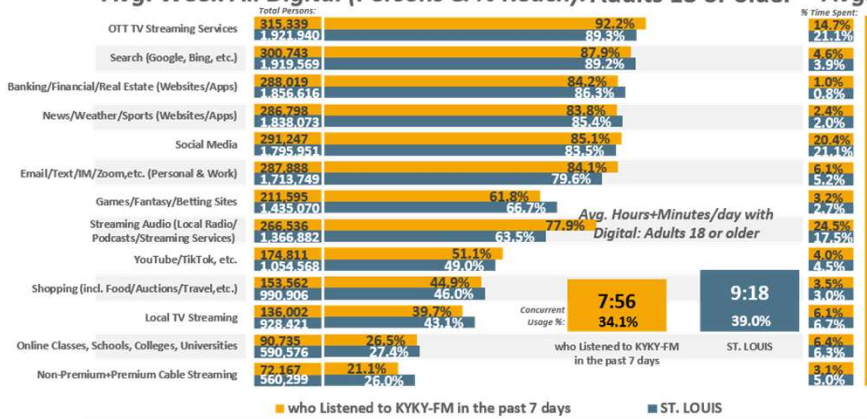
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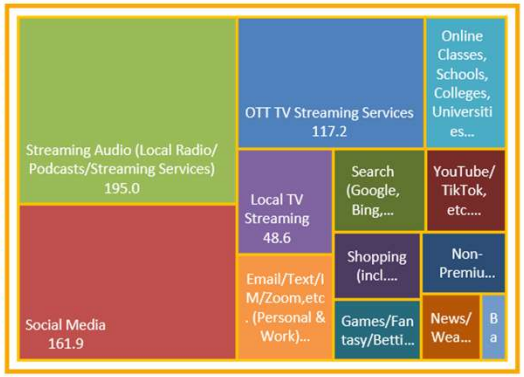
Radio Stations: KMOX-FM

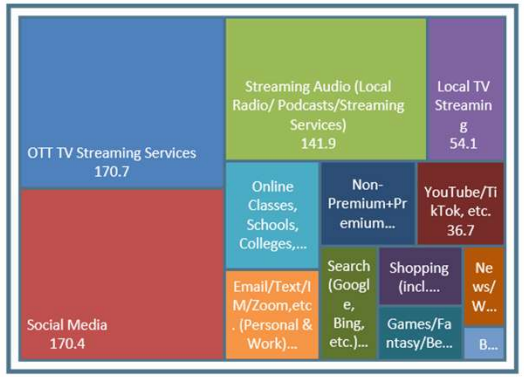
269,860 or 78.9% of Adults 18 or older who Listened to KYKY-FM in the past 7 days use Ad-Supported Social Media for an average of 150. minutes every day representing 26.1% of all time spent daily with Ad-Supported Digital Media.

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

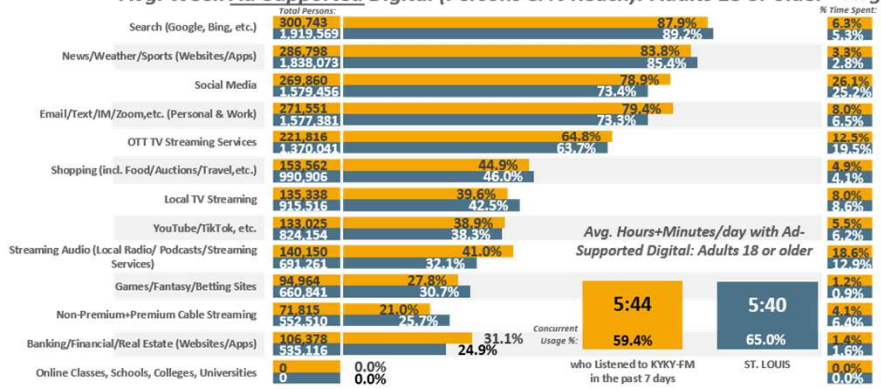


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

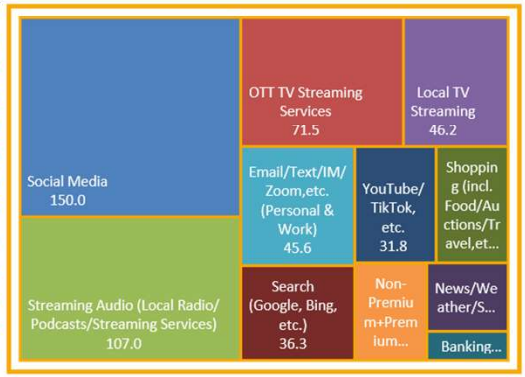


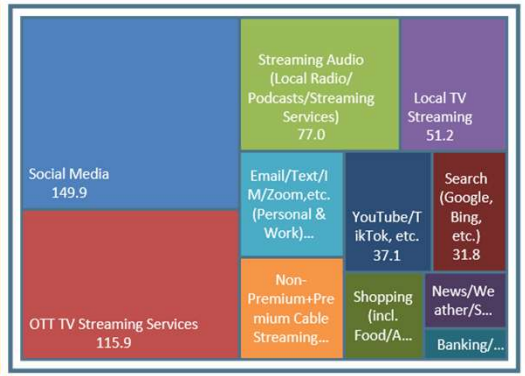


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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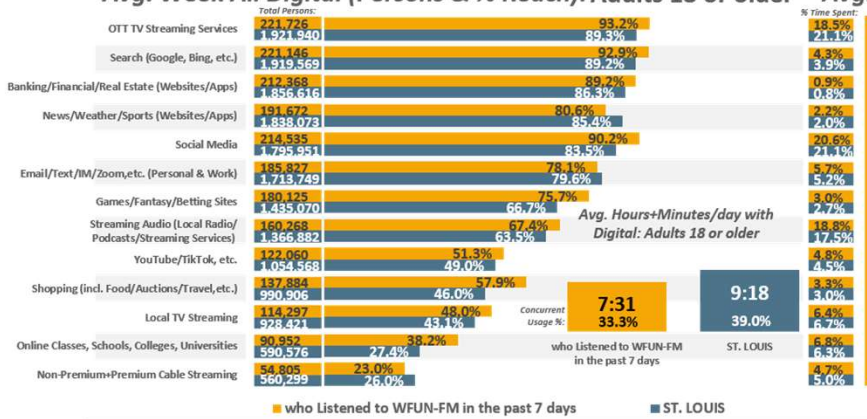
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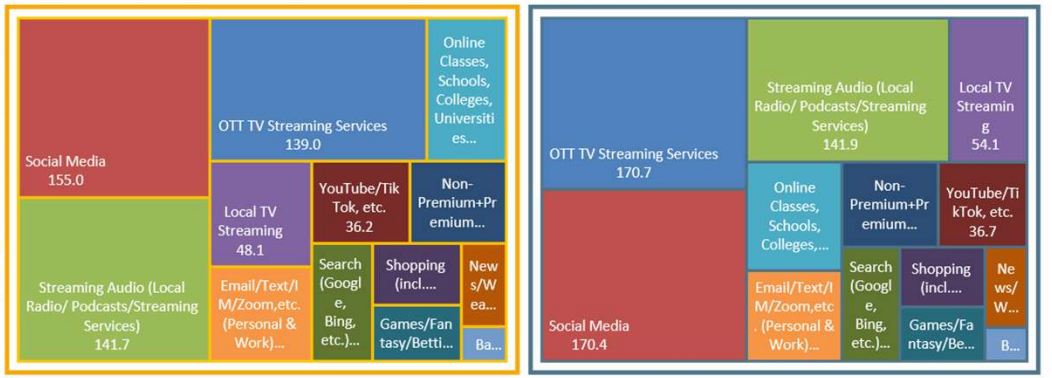
Radio Stations: KYKY-FM

184,658 or 77.6% of Adults 18 or older who Listened to WFUN-FM in the past 7 days use Ad-Supported Social Media for an average of 133.4 minutes every day representing 24.5% of all time spent daily with Ad-Supported Digital Media.

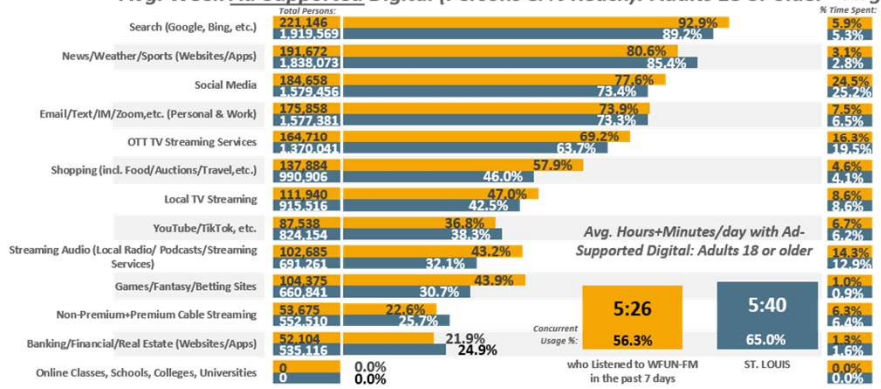
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



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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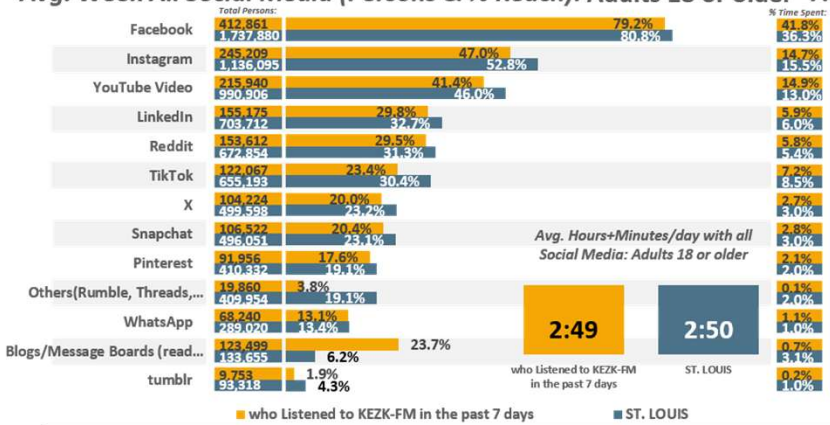
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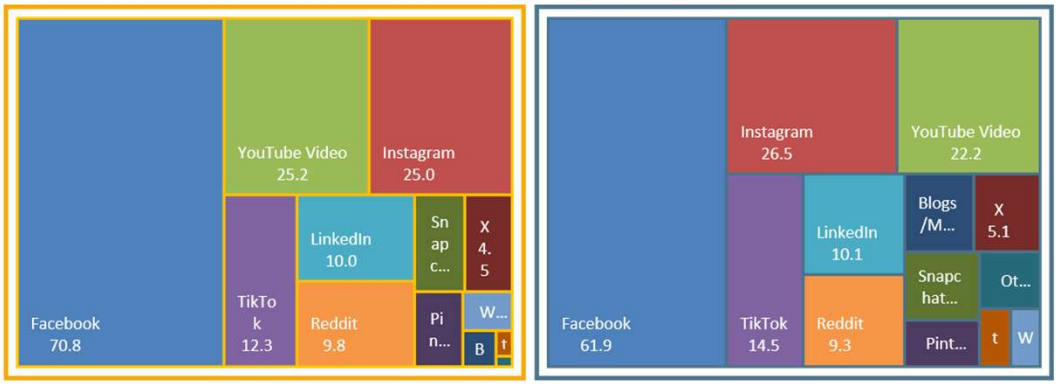
Radio Stations: WFUN-FM

369,172 or 70.8% of Adults 18 or older who Listened to KEZK-FM in the past 7 days use Ad-Supported Facebook for an average of 56.5 minutes every day representing 38.9% of all time spent daily with Ad-Supported Social Media.

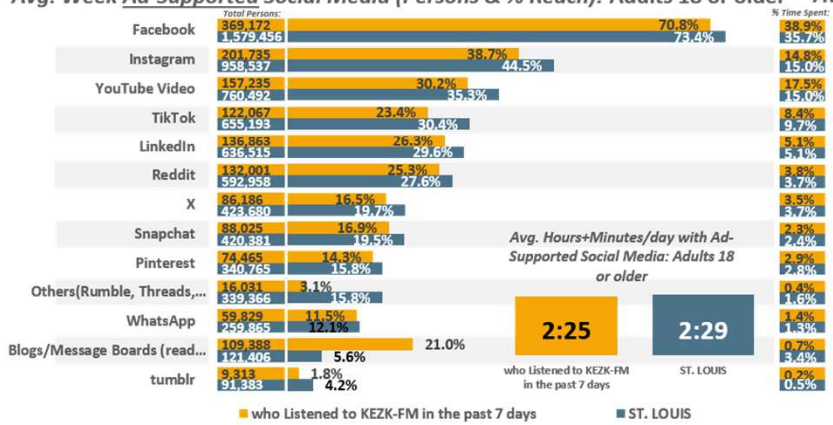
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



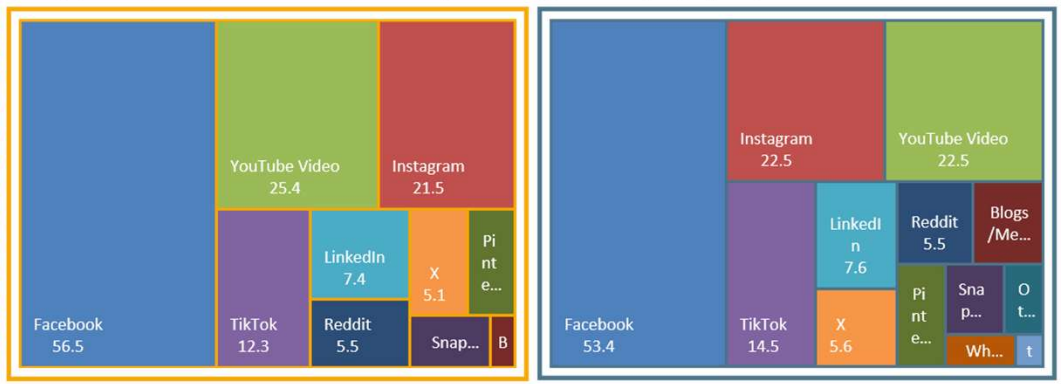
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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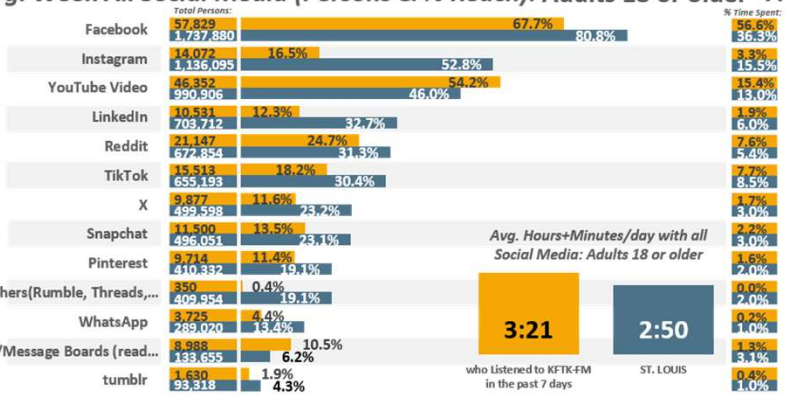
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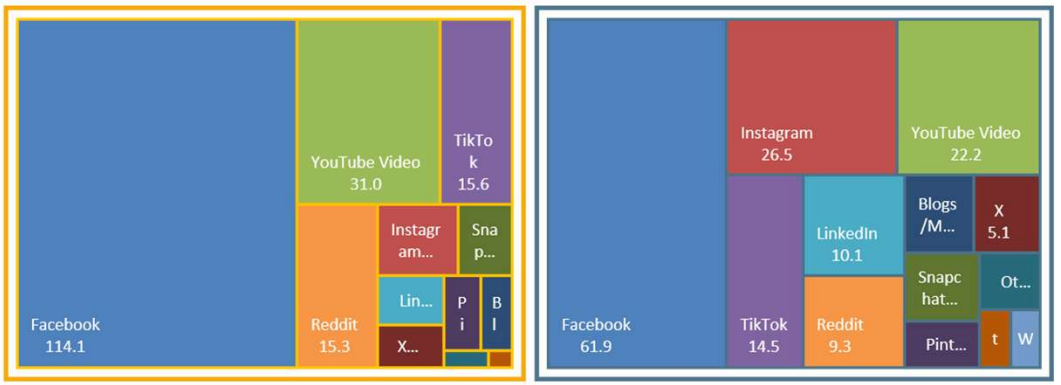
Radio Stations: KEZK-FM

57,829 or 67.7% of Adults 18 or older who Listened to KFTK-FM in the past 7 days use Ad-Supported Facebook for an average of 98.9 minutes every day representing 49.3% of all time spent daily with Ad-Supported Social Media.

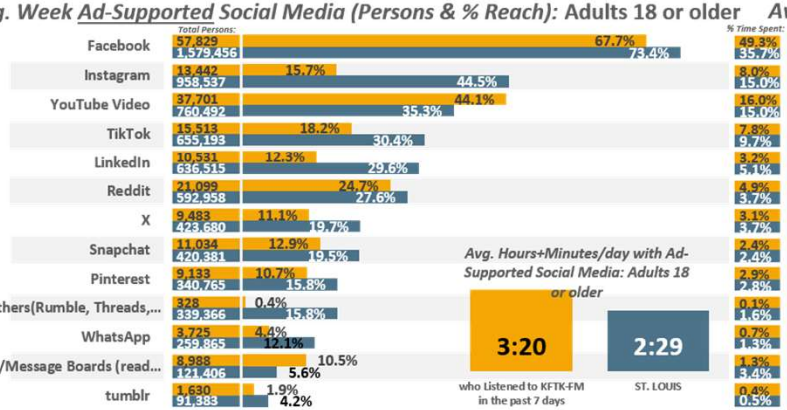
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



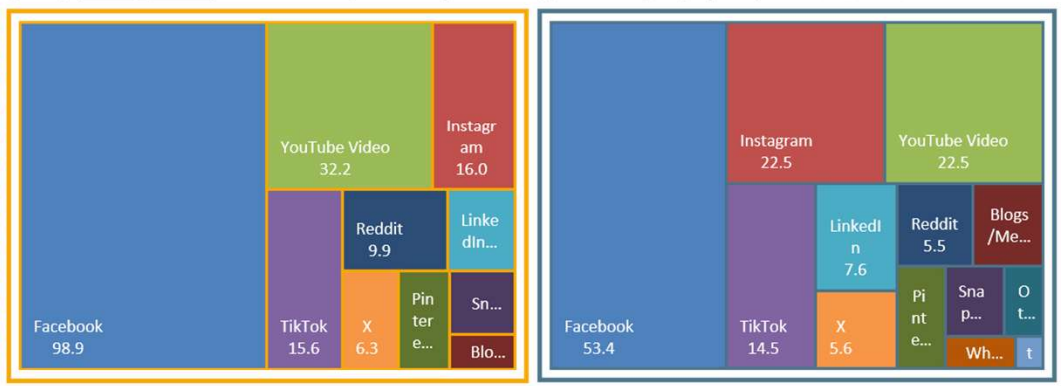
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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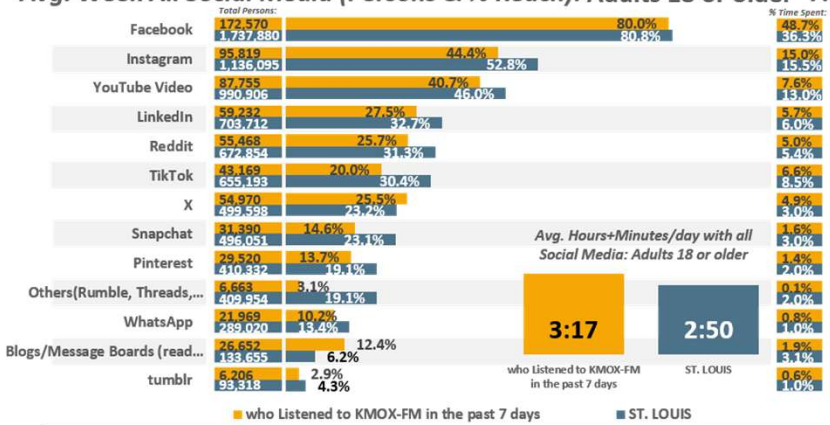
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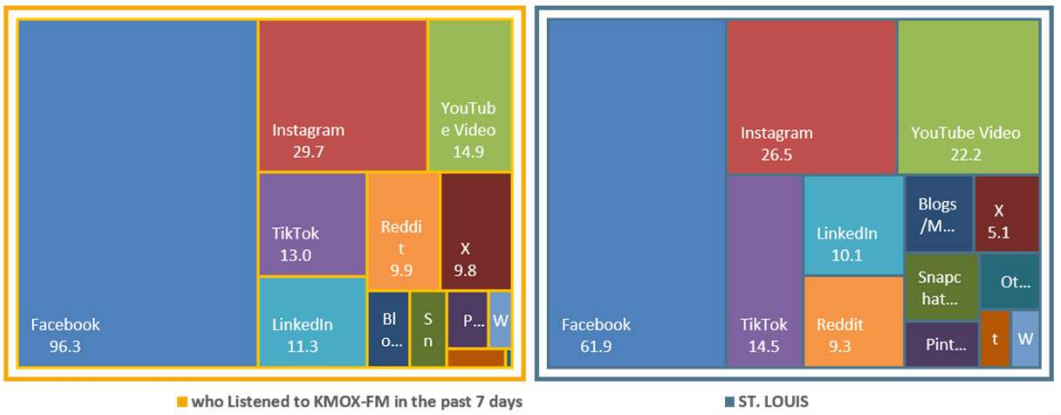
Radio Stations: KFTK-FM

166,662 or 77.3% of Adults 18 or older who Listened to KMOX-FM in the past 7 days use Ad-Supported Facebook for an average of 86.3 minutes every day representing 45.5% of all time spent daily with Ad-Supported Social Media.

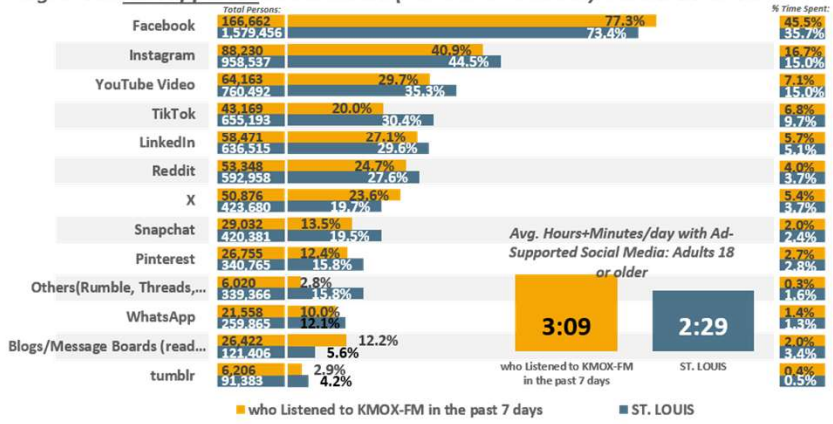
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



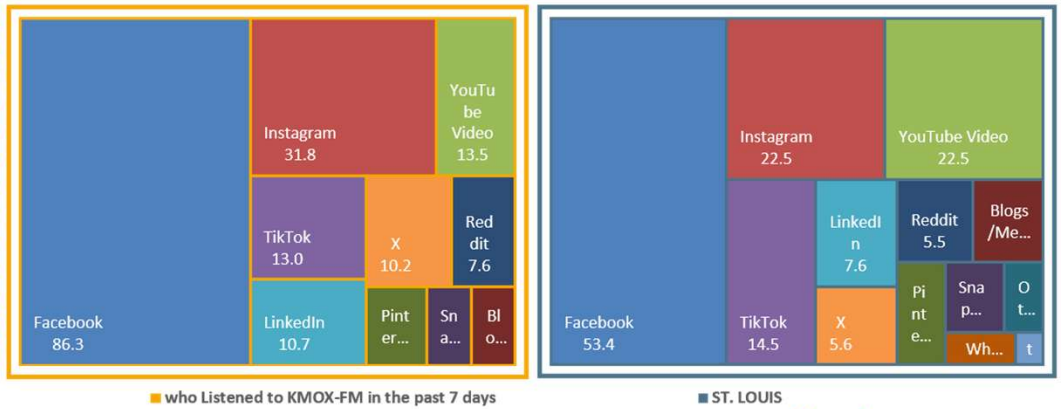
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 174

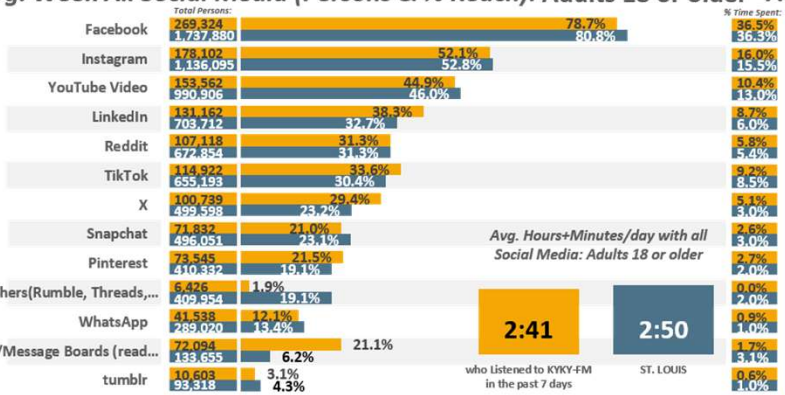
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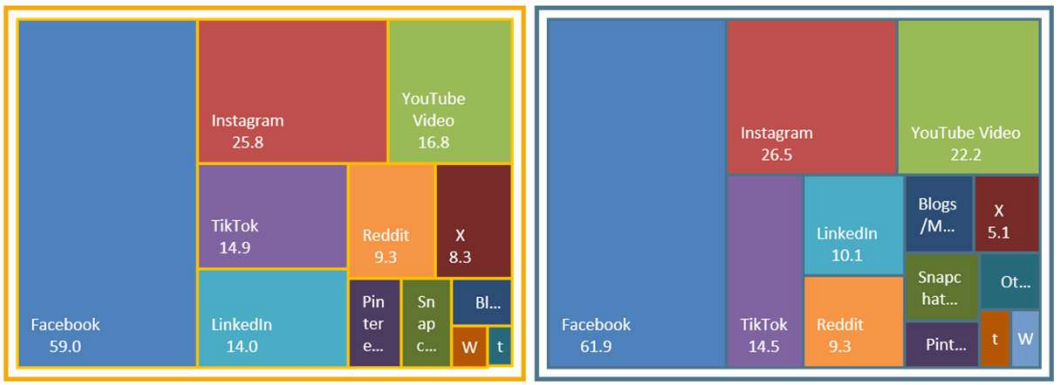
Radio Stations: KMOX-FM

269,324 or 78.7% of Adults 18 or older who Listened to KYKY-FM in the past 7 days use Ad-Supported Facebook for an average of 57.8 minutes every day representing 38.5% of all time spent daily with Ad-Supported Social Media.

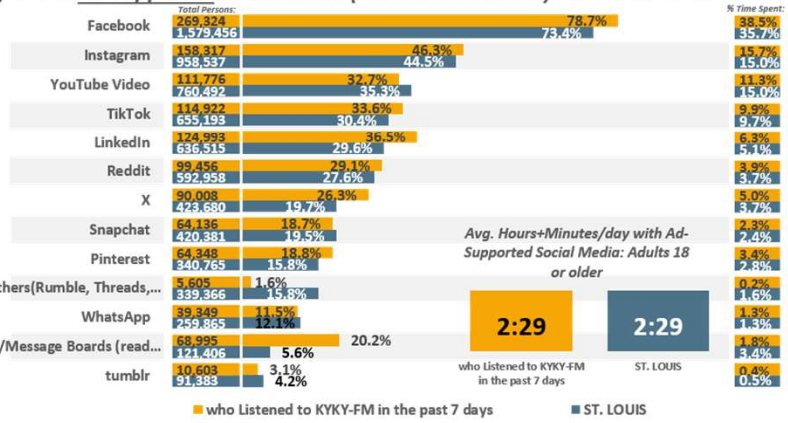
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



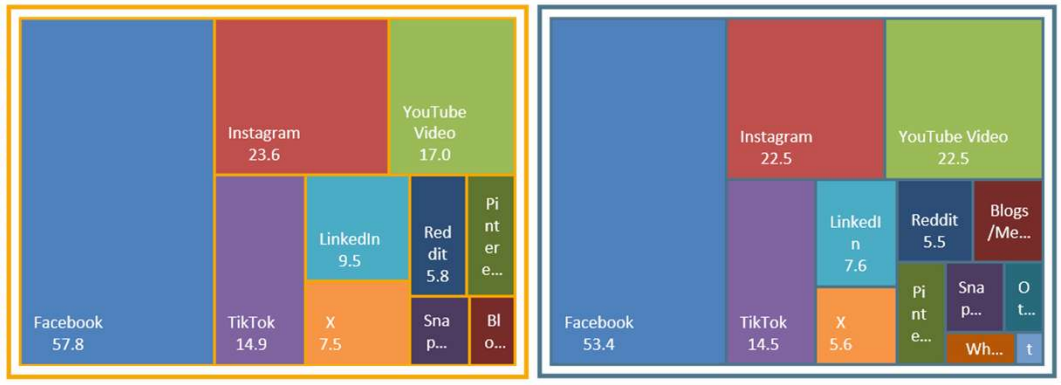
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 281

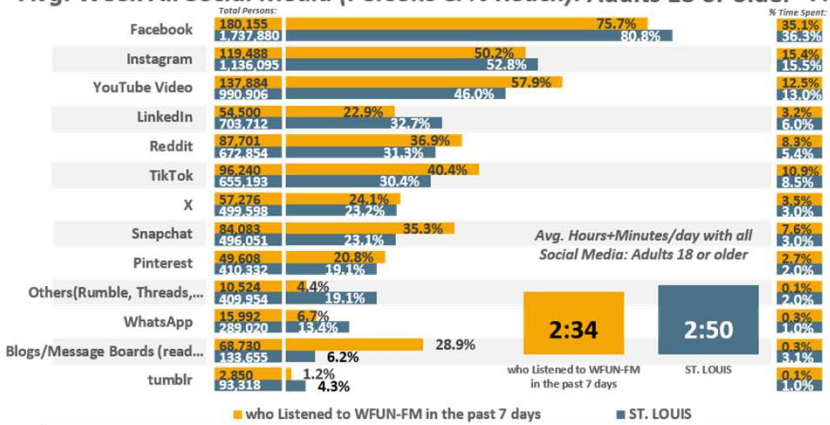
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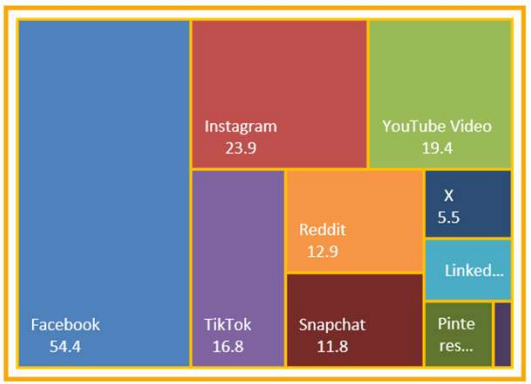
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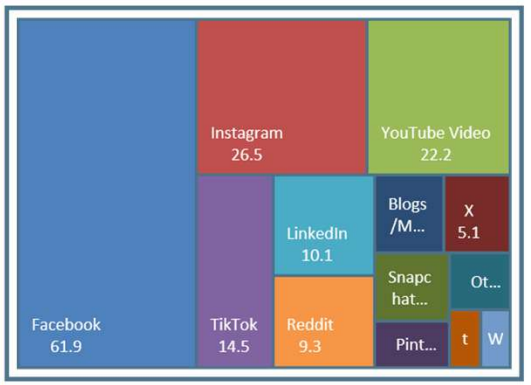
Radio Stations: KYKY-FM

180,155 or 75.7% of Adults 18 or older who Listened to WFUN-FM in the past 7 days use Ad-Supported Facebook for an average of 50.6 minutes every day representing 37.9% of all time spent daily with Ad-Supported Social Media.

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

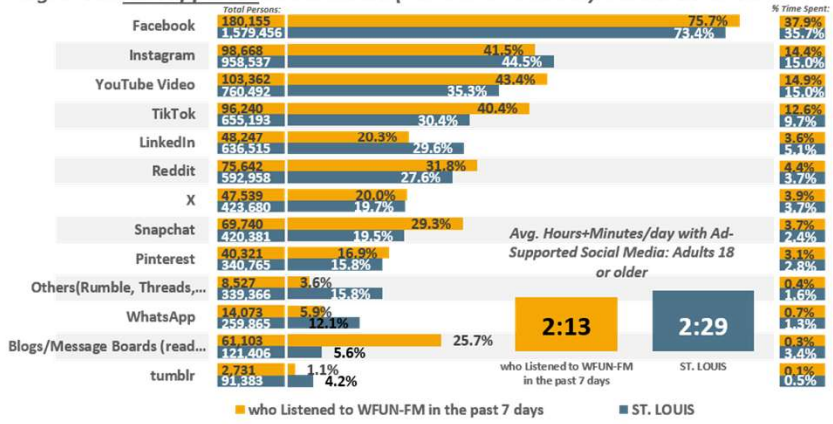


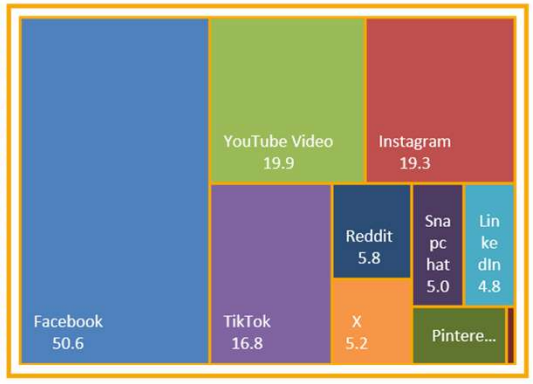


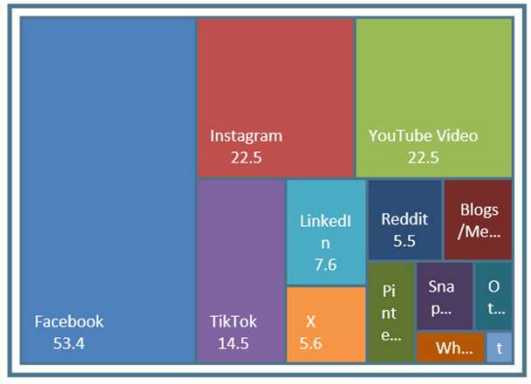


who Listened to WFUN-FM in the past 7 days ■ ST. LOUIS

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







who Listened to WFUN-FM in the past 7 days ■ ST. LOUIS

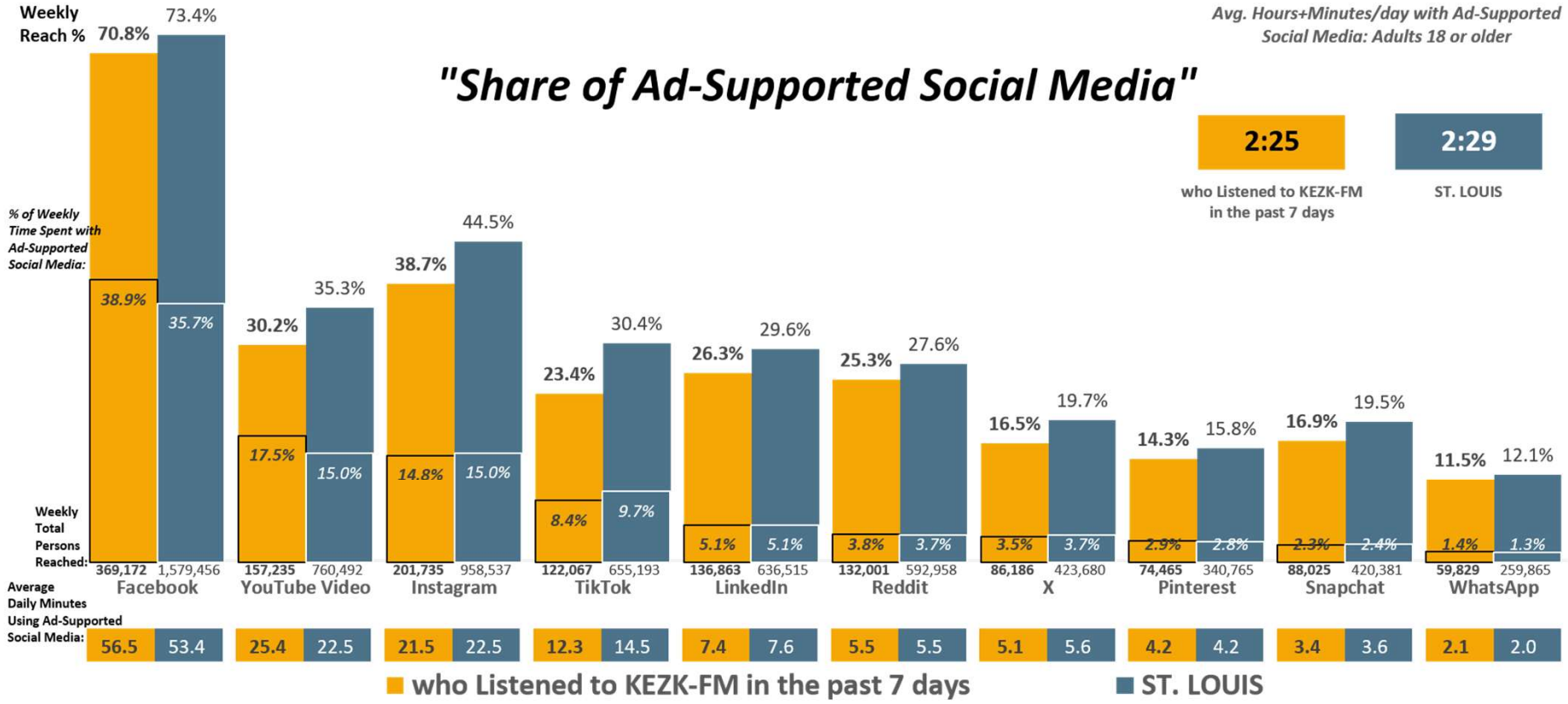
ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 176

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Radio Stations: WFUN-FM

369,172 or 70.8% of Adults 18 or older who Listened to KEZK-FM in the past 7 days use Ad-Supported Facebook for an average of 56.5 minutes every day representing 38.9% of all time spent daily with Ad-Supported Social Media.

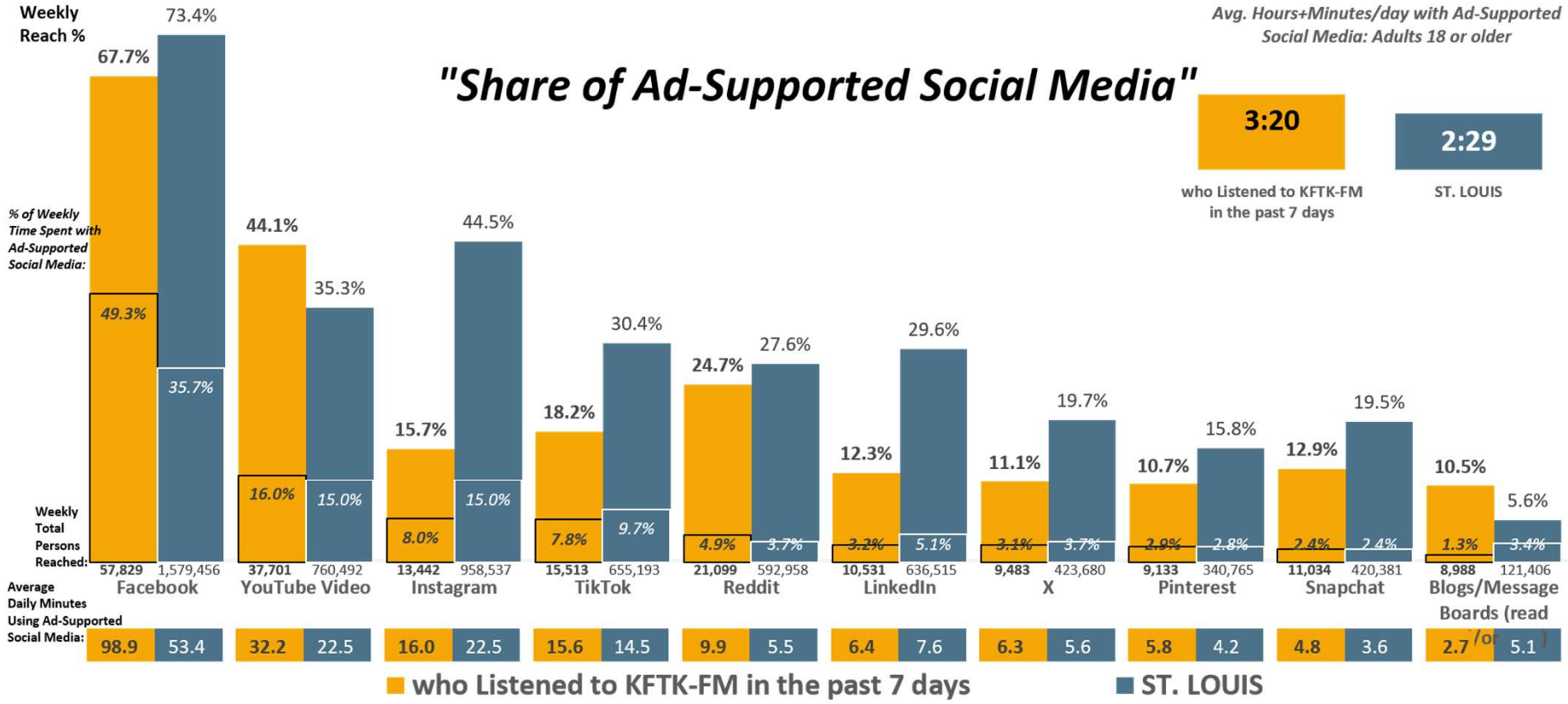


ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 435 ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,754
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Radio Stations: KEZK-FM

57,829 or 67.7% of Adults 18 or older who Listened to KFTK-FM in the past 7 days use Ad-Supported Facebook for an average of 98.9 minutes every day representing 49.3% of all time spent daily with Ad-Supported Social Media.



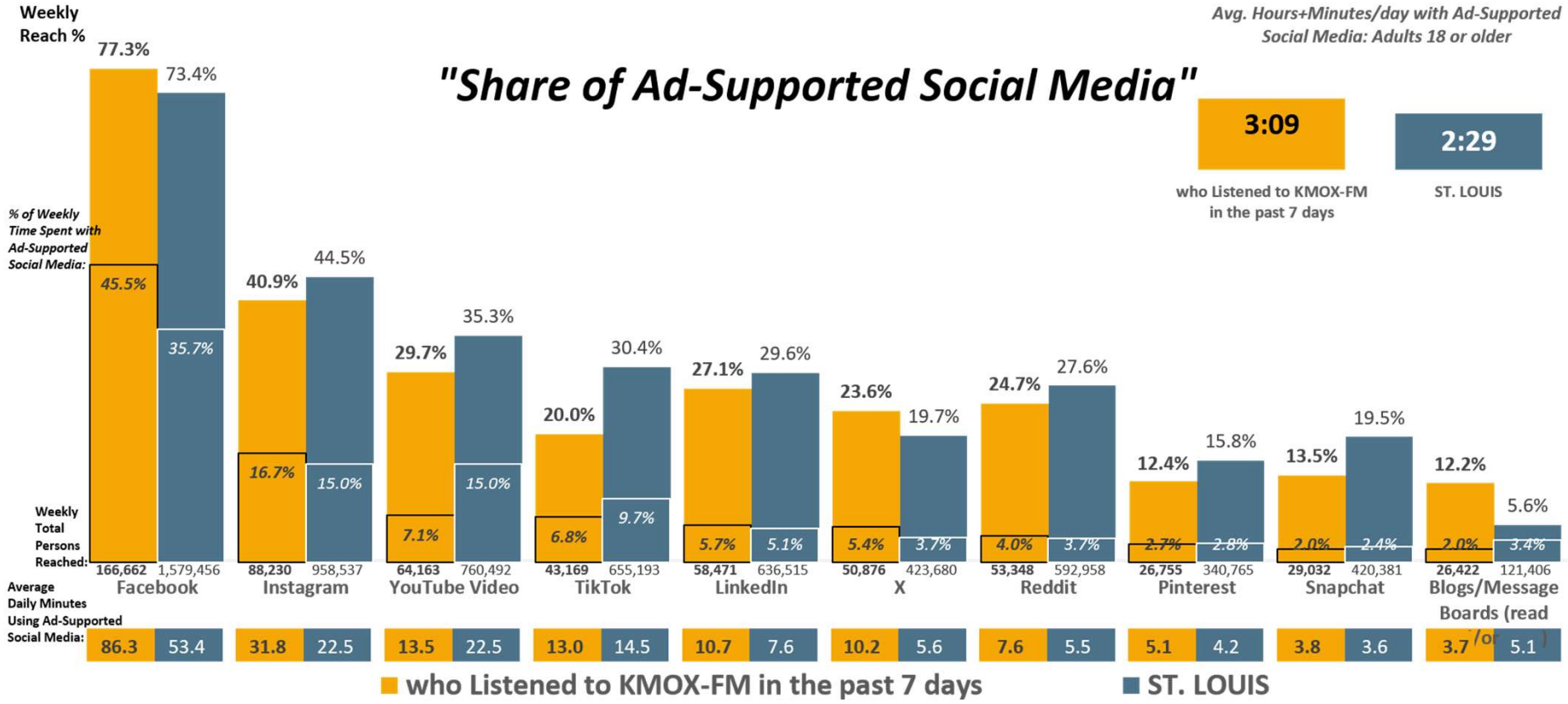
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Radio Stations: KFTK-FM

166,662 or 77.3% of Adults 18 or older who Listened to KMOX-FM in the past 7 days use Ad-Supported Facebook for an average of 86.3 minutes every day representing 45.5% of all time spent daily with Ad-Supported Social Media.



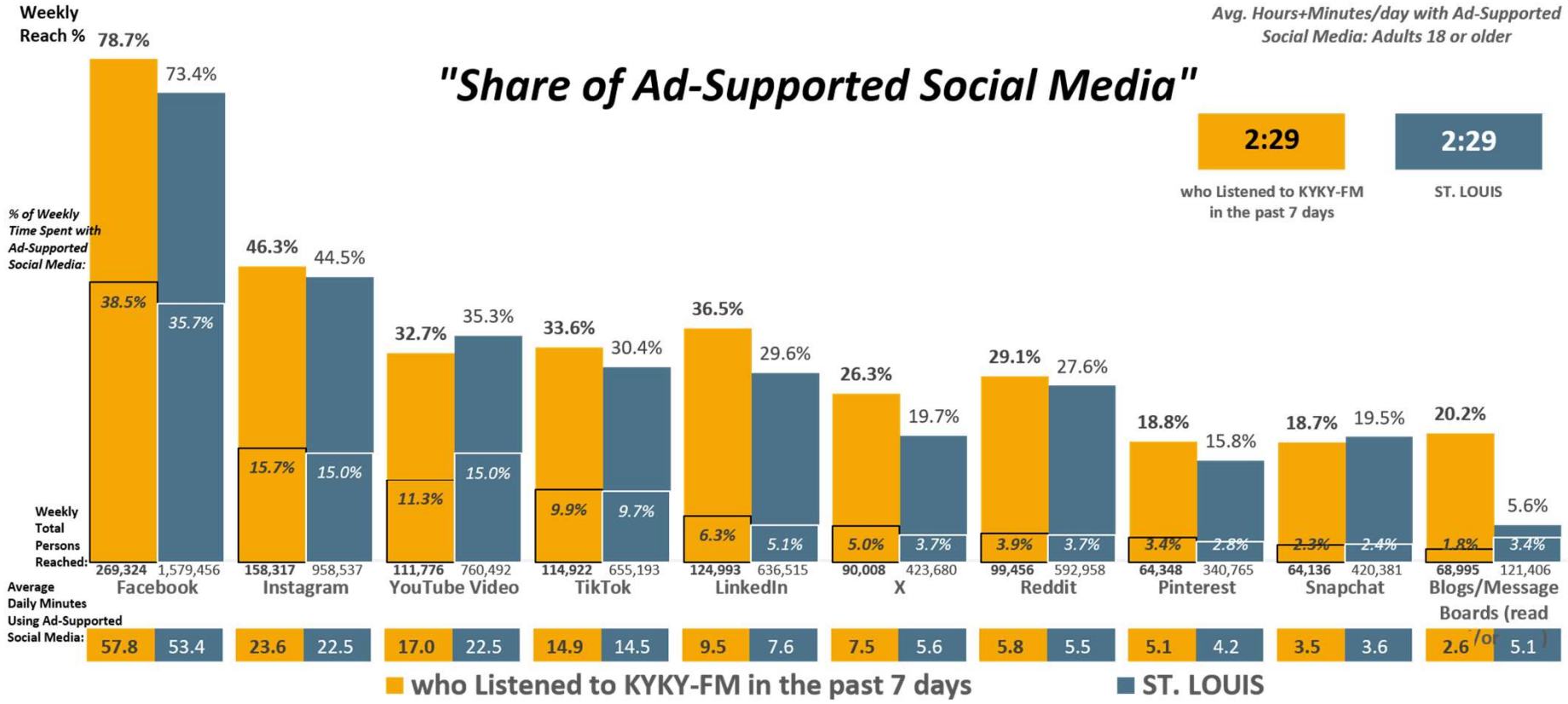
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Radio Stations: KMOX-FM

269,324 or 78.7% of Adults 18 or older who Listened to KYKY-FM in the past 7 days use Ad-Supported Facebook for an average of 57.8 minutes every day representing 38.5% of all time spent daily with Ad-Supported Social Media.



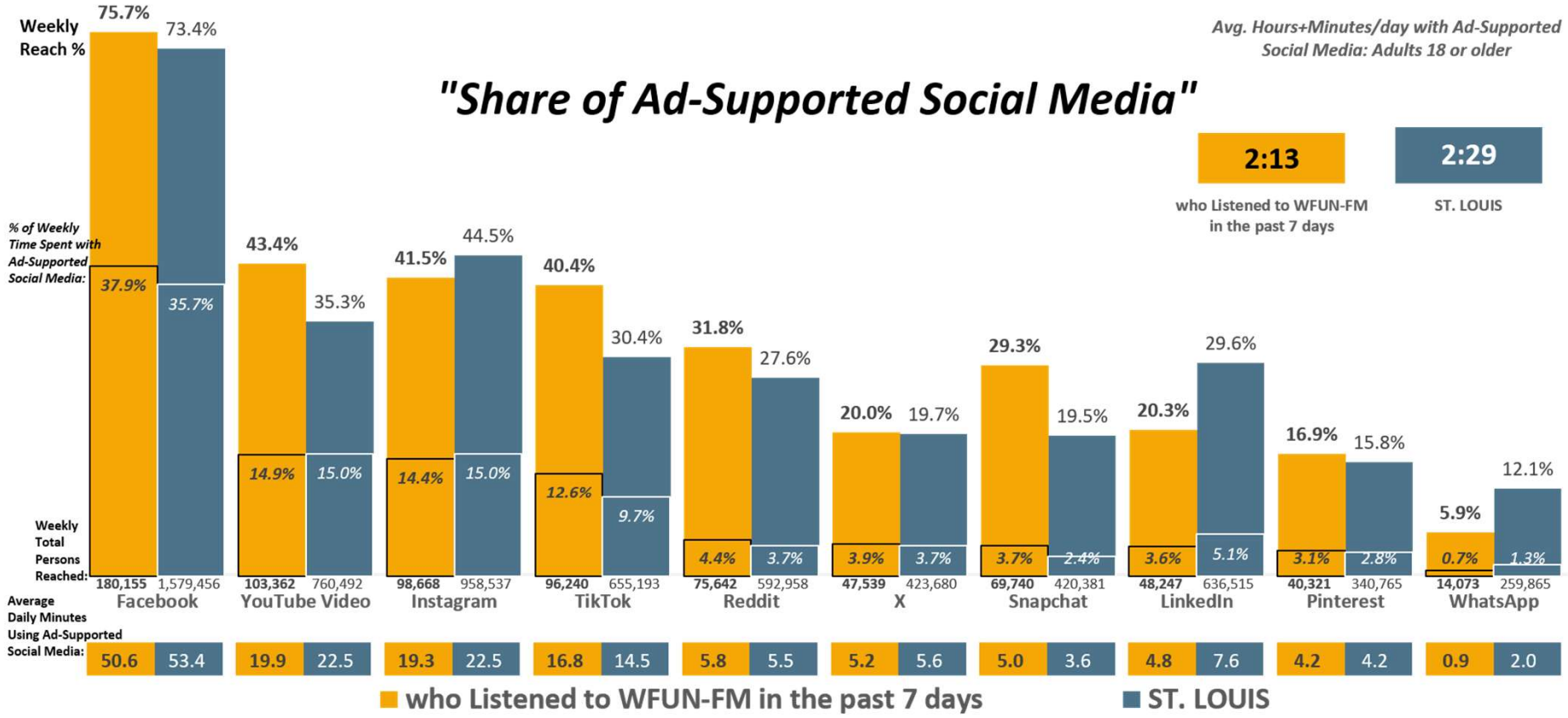
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Radio Stations: KYKY-FM

180,155 or 75.7% of Adults 18 or older who Listened to WFUN-FM in the past 7 days use Ad-Supported Facebook for an average of 50.6 minutes every day representing 37.9% of all time spent daily with Ad-Supported Social Media.



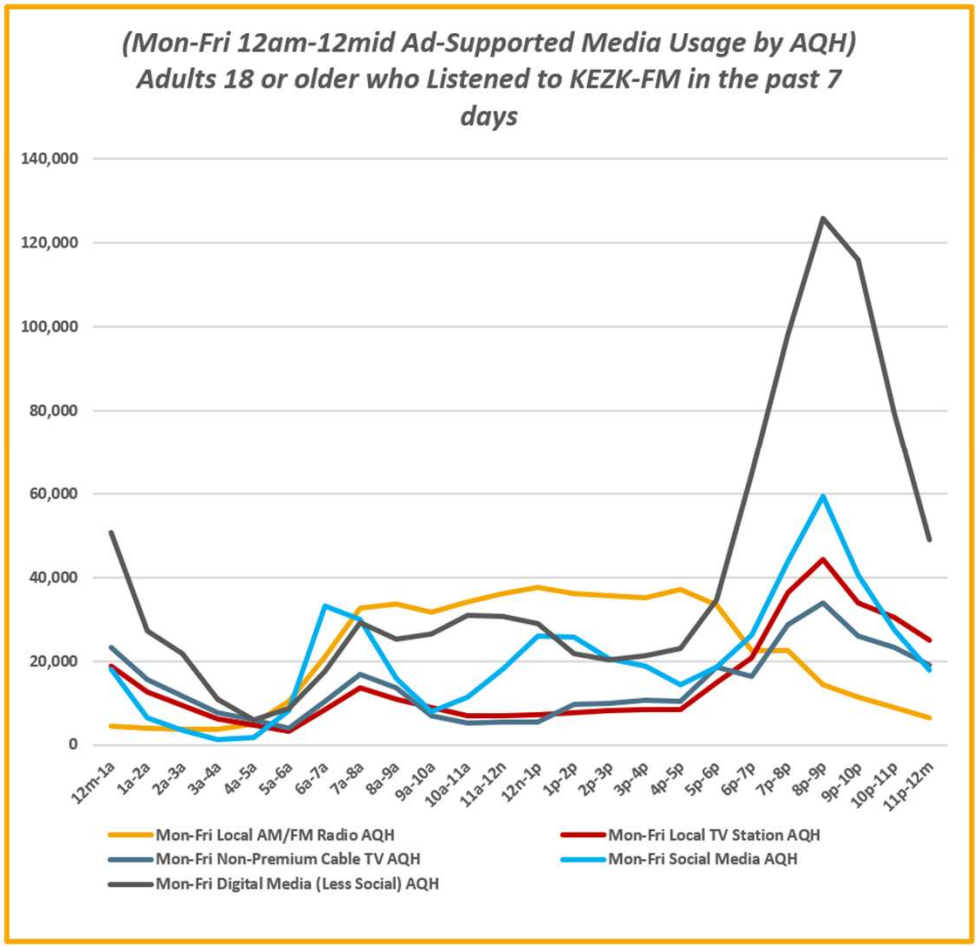
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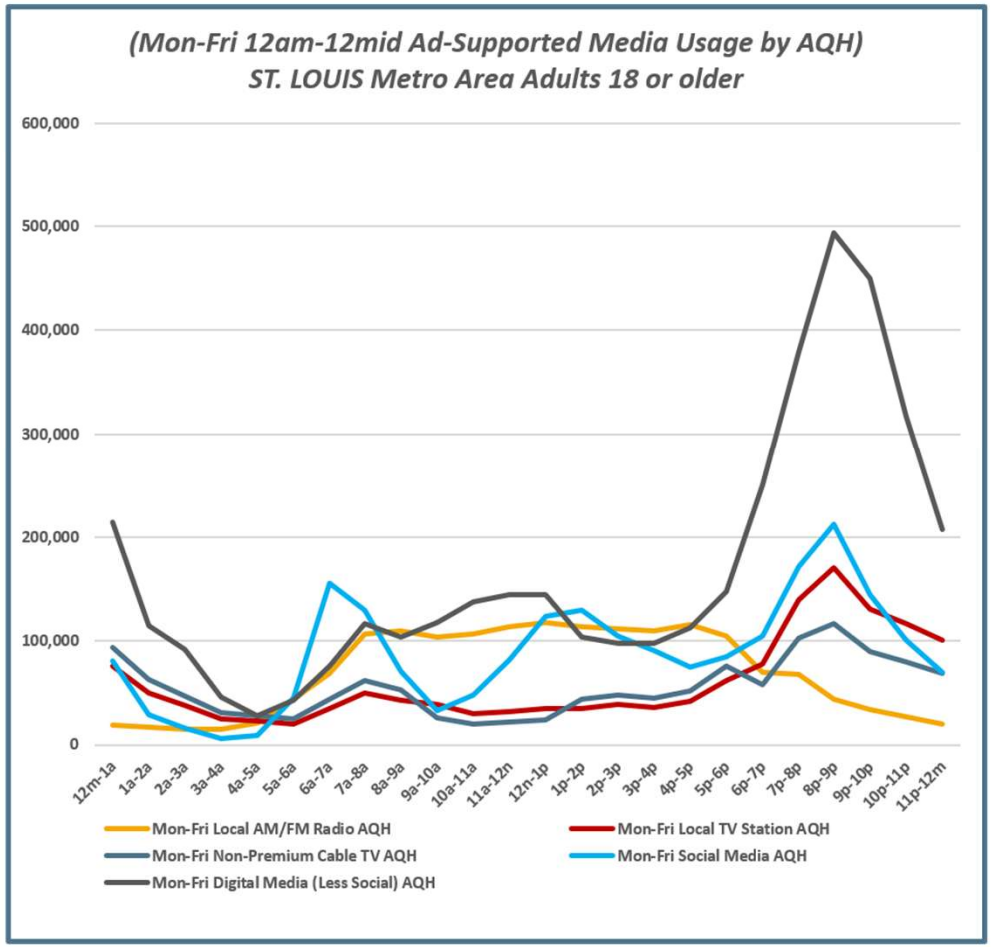
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Radio Stations: WFUN-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 32,813; All Other Digital Media: 28,826; Social Media: 20,504; Non-Prem. Cable: 10,715; Local TV: 10,098 reaching Adults 18 or older who Listened to KEZK-FM in the past 7 days.





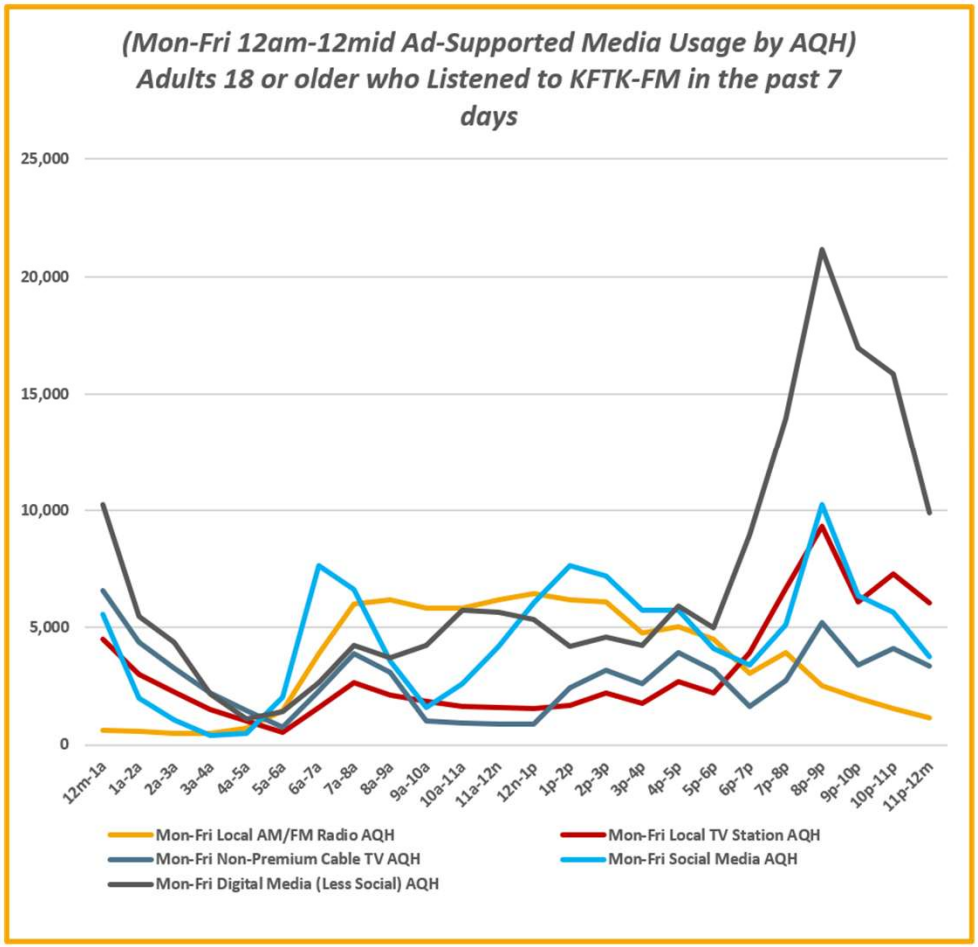
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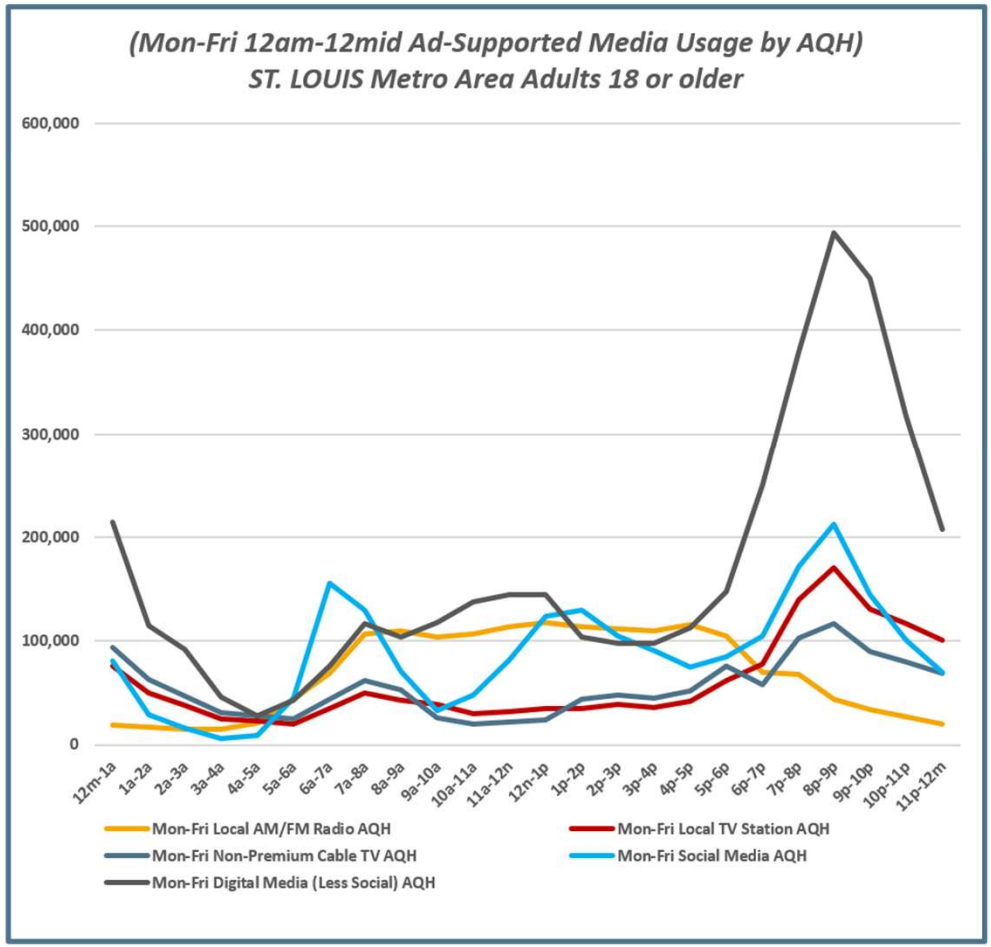
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Radio Stations: KEZK-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 5,387; Social Media: 5,084; All Other Digital Media: 4,969; Non-Prem. Cable: 2,307; Local TV: 2,121 reaching Adults 18 or older who Listened to KFTK-FM in the past 7 days.





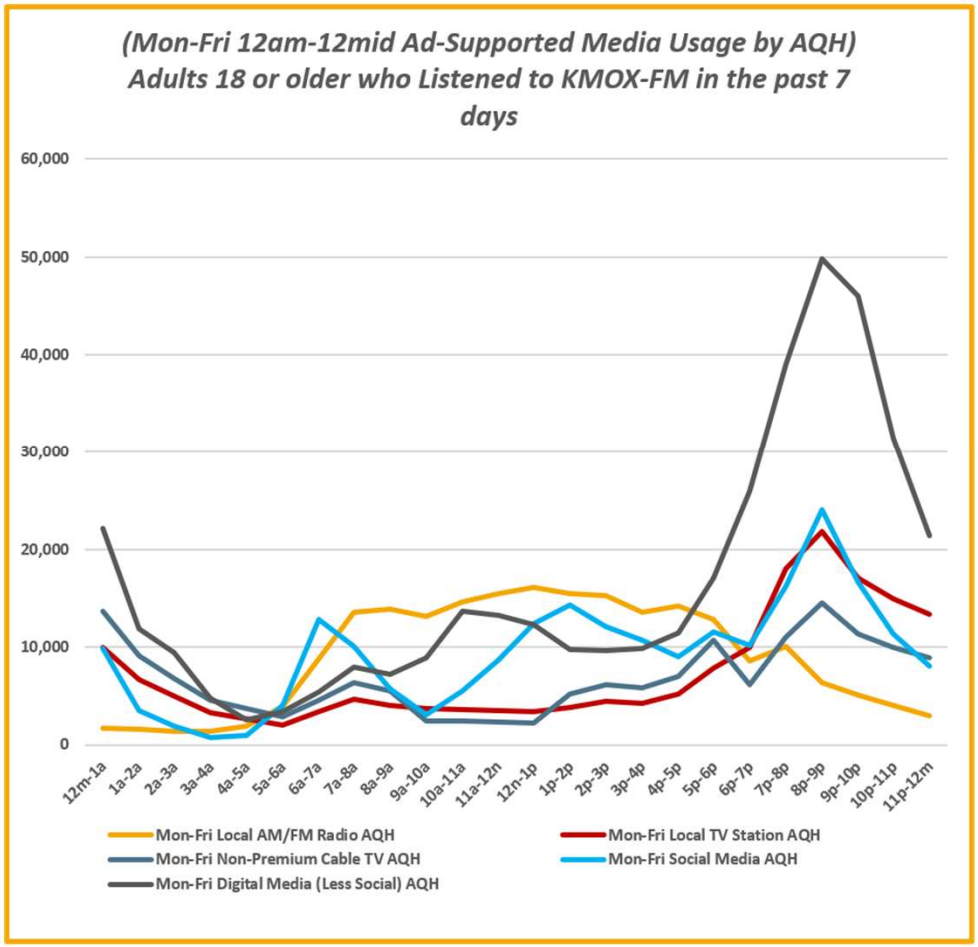
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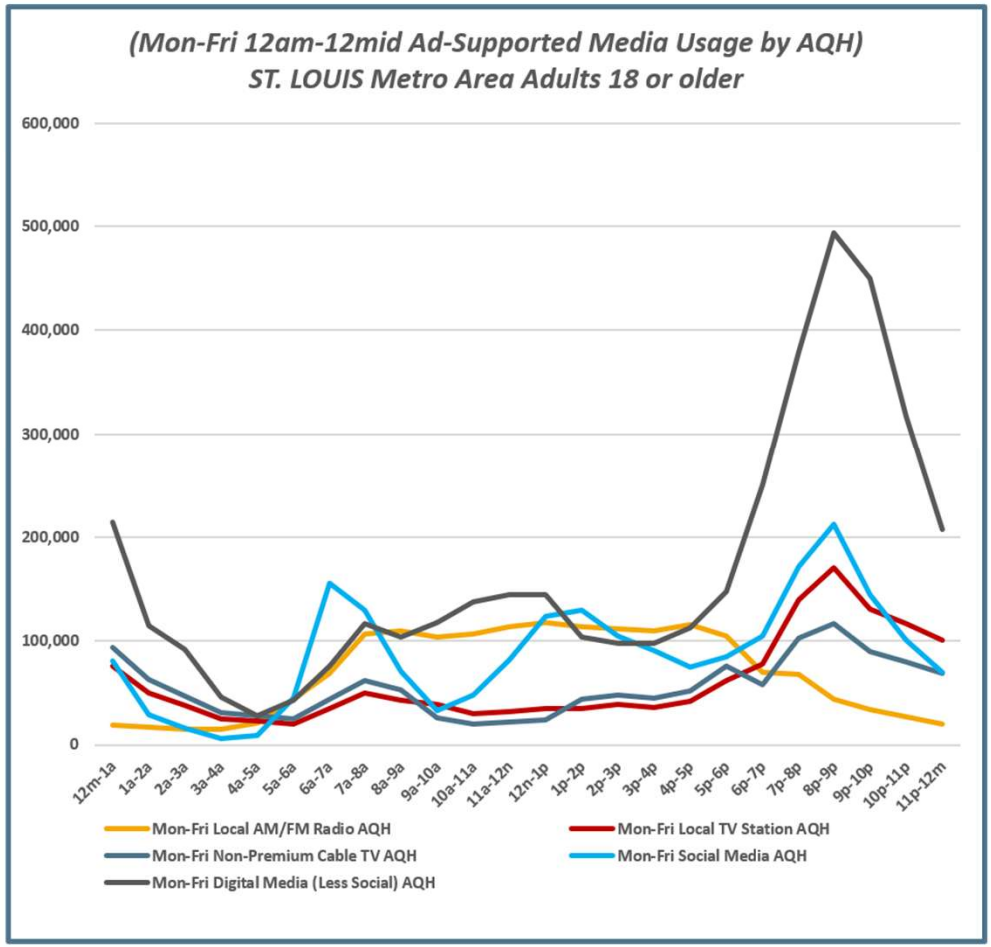
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Radio Stations: KFTK-FM

1120 AM • 98.7 FM
KMOX
The Voice of St. Louis

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 13,489; All Other Digital Media: 11,716; Social Media: 9,708; Non-Prem. Cable: 5,159; Local TV: 4,766 reaching Adults 18 or older who Listened to KMOX-FM in the past 7 days.





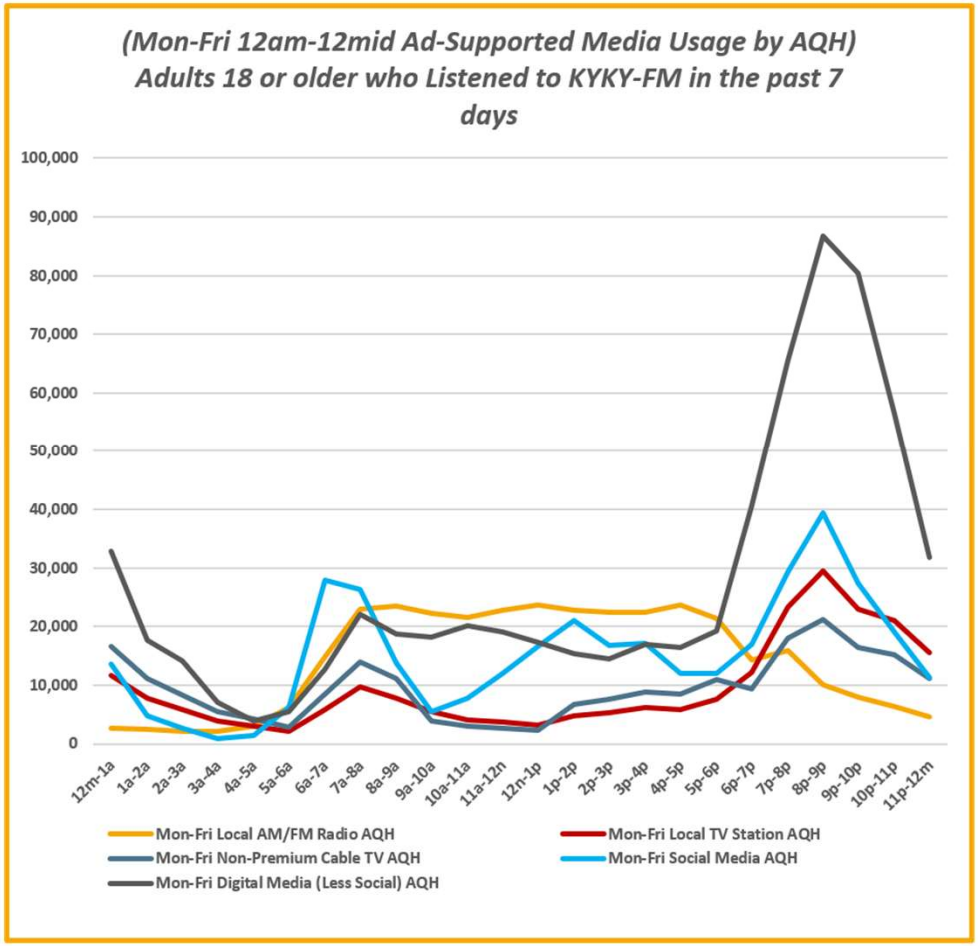
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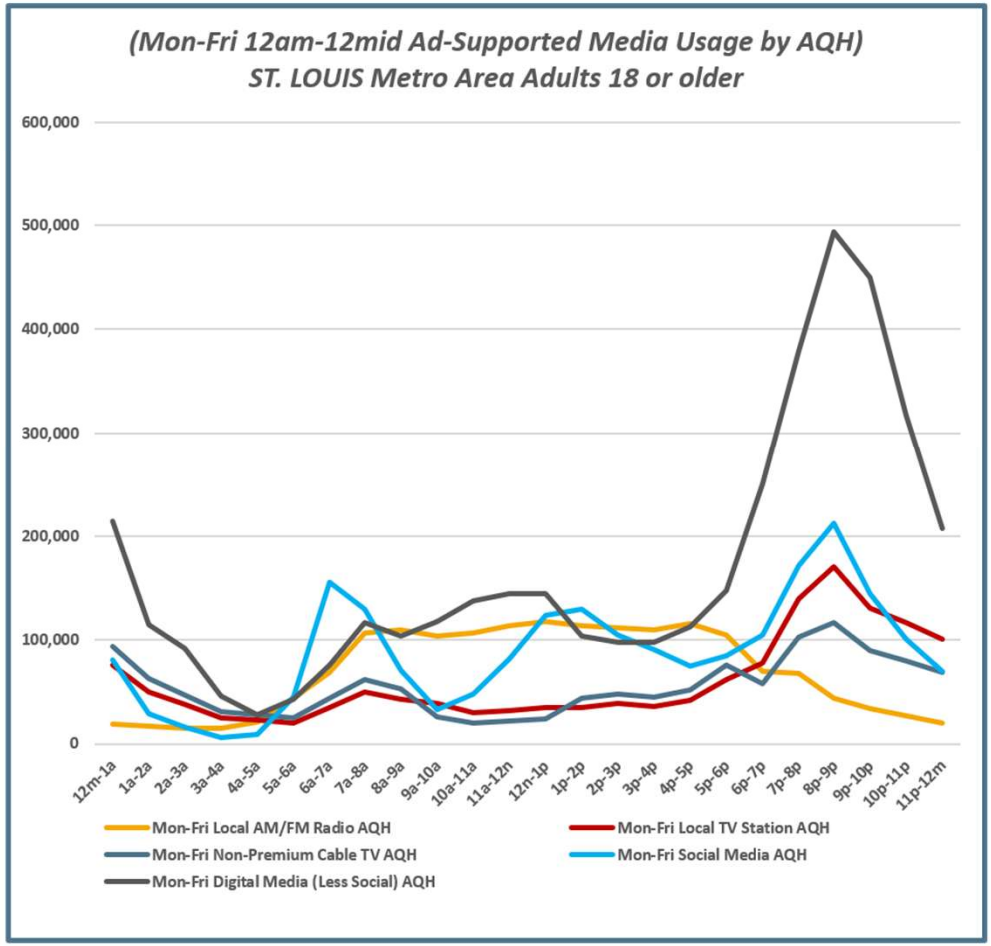
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Radio Stations: KMOX-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 21,439; All Other Digital Media: 19,309; Social Media: 15,822; Non-Prem. Cable: 7,466; Local TV: 6,288 reaching Adults 18 or older who Listened to KYKY-FM in the past 7 days.





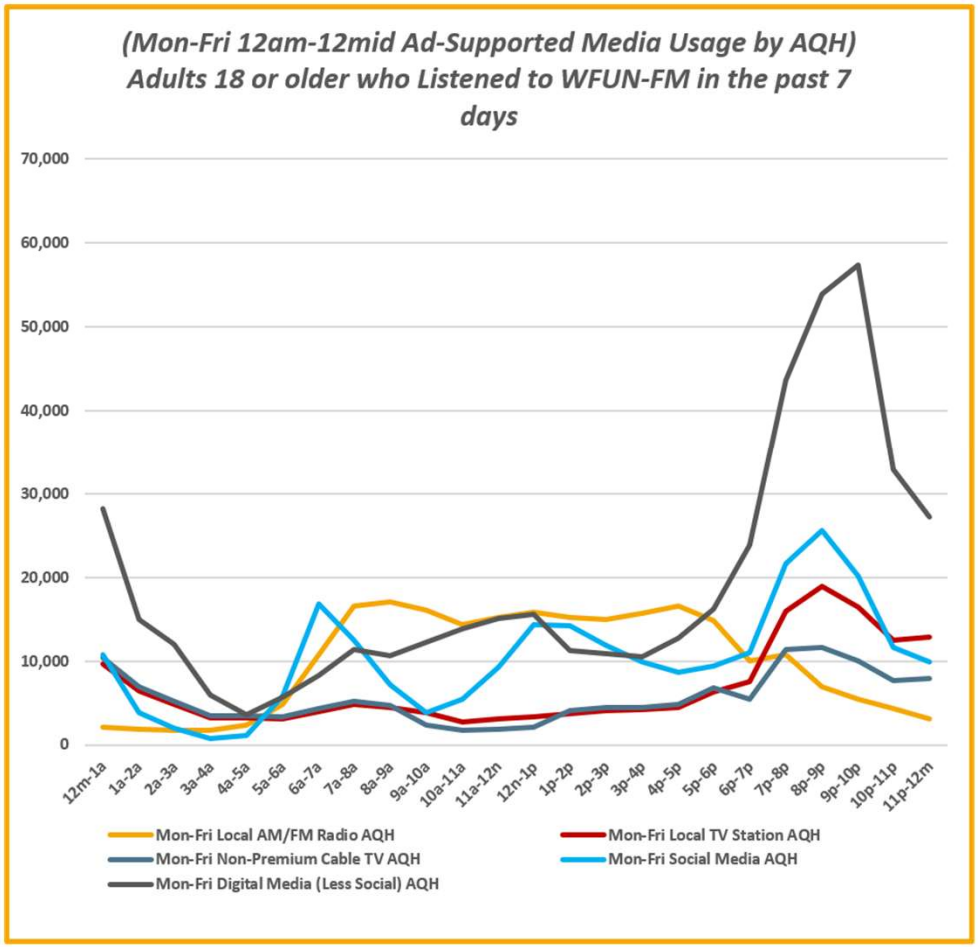
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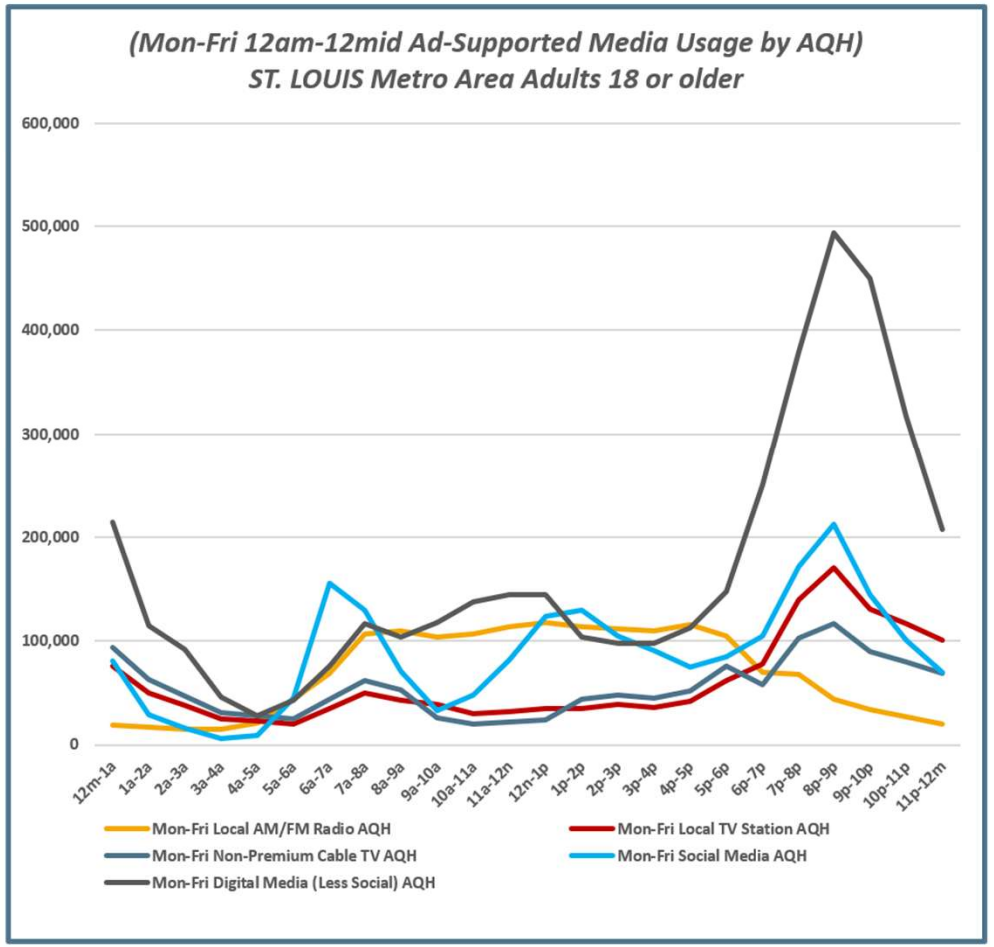
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Radio Stations: KYKY-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 14,842; All Other Digital Media: 13,270; Social Media: 10,333; Local TV: 4,359; Non-Prem. Cable: 4,020 reaching Adults 18 or older who Listened to WFUN-FM in the past 7 days.





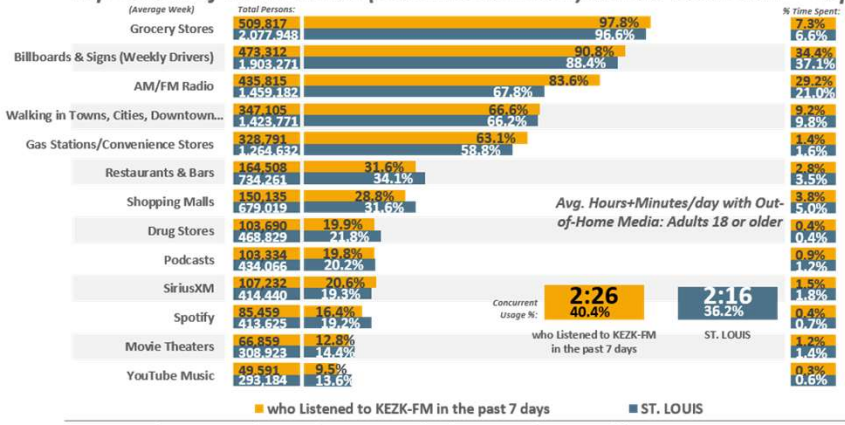
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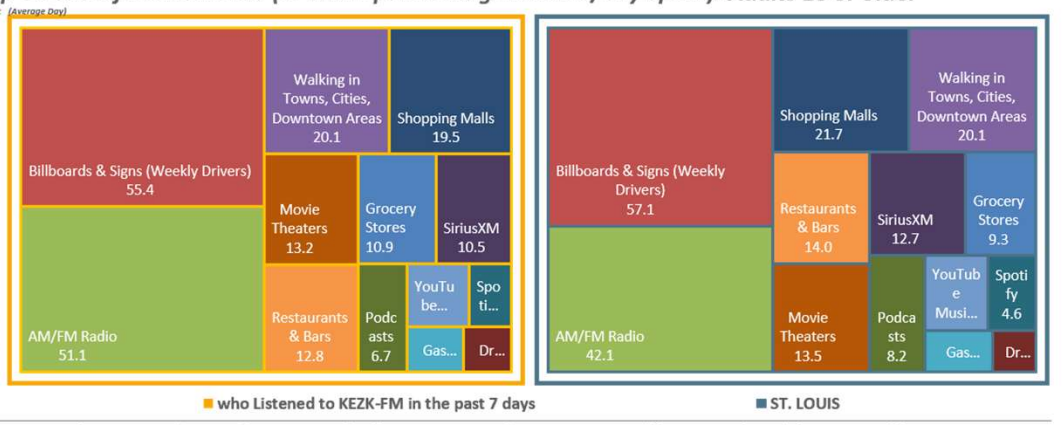
Radio Stations: WFUN-FM

473,312 or 90.8% of Adults 18 or older who Listened to KEZK-FM in the past 7 days spend an average of 55.4 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 47.7 minutes/day.

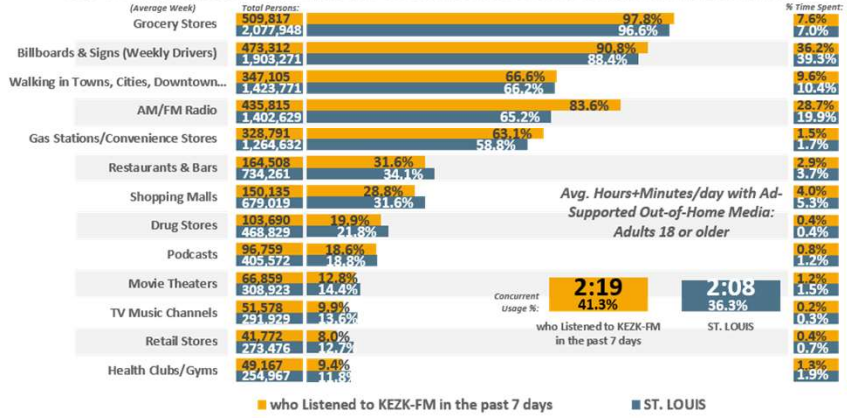
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



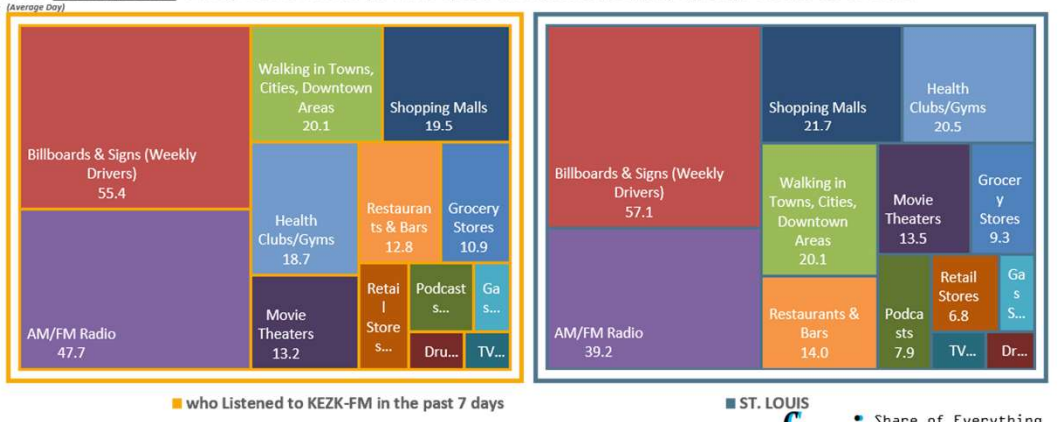
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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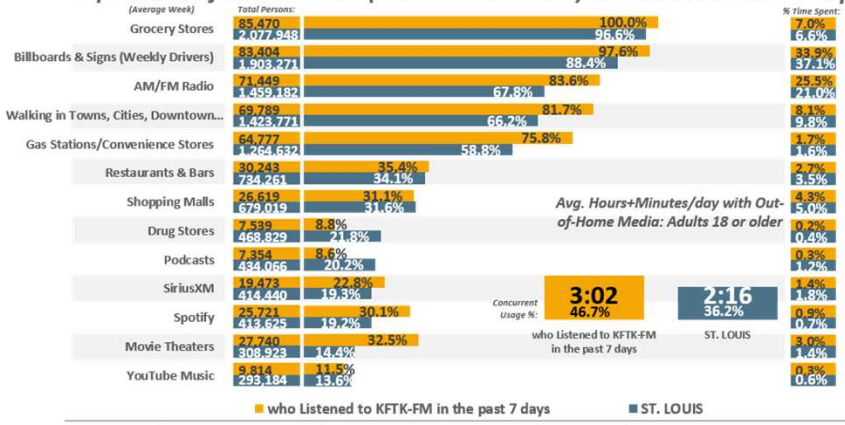
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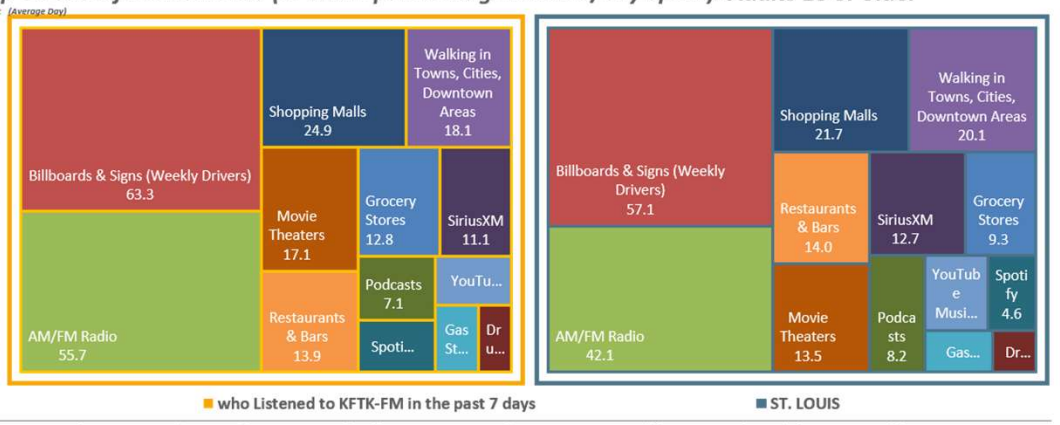
Radio Stations: KEZK-FM

83,404 or 97.6% of Adults 18 or older who Listened to KFTK-FM in the past 7 days spend an average of 63.3 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 53.5 minutes/day.

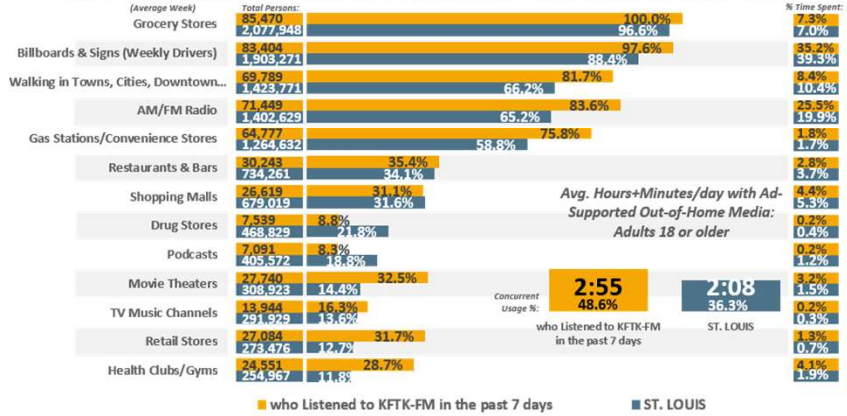
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



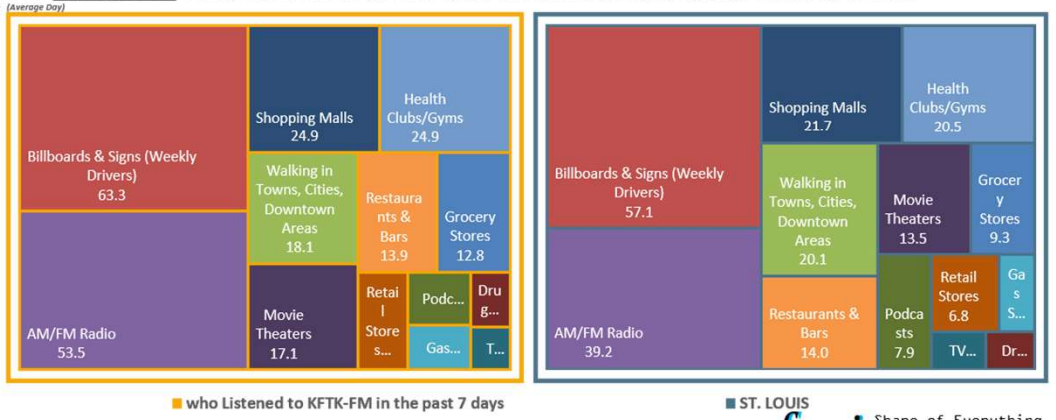
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 65

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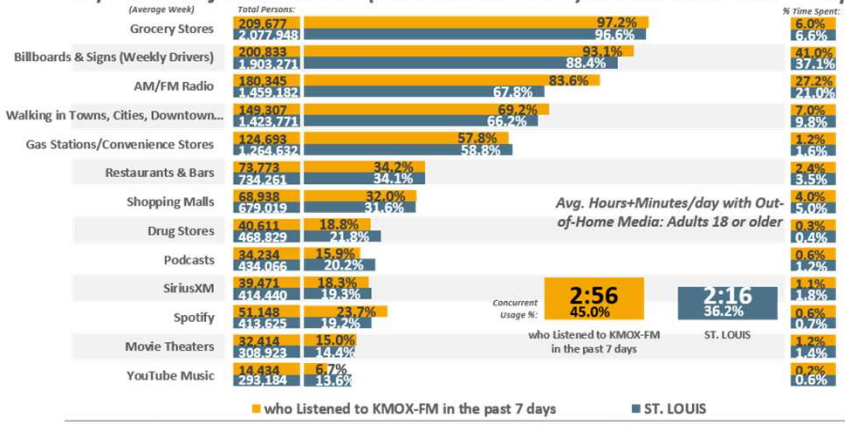
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Radio Stations: KFTK-FM

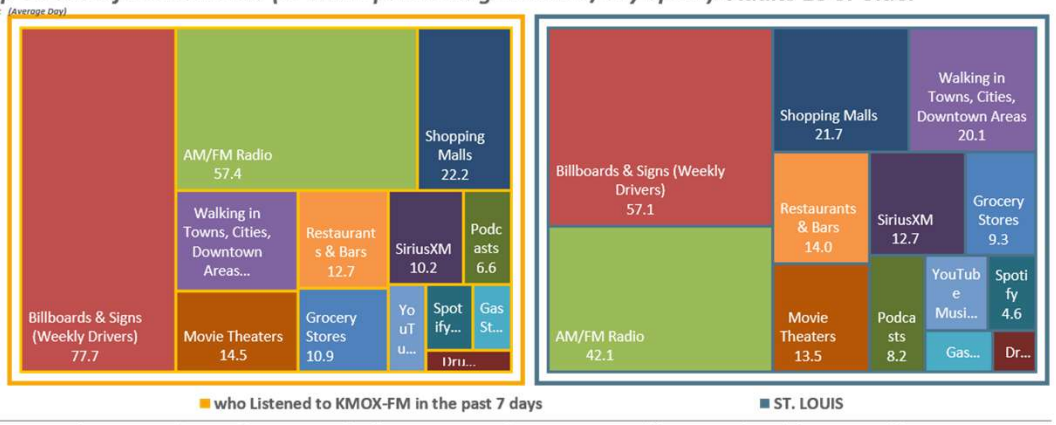
1120 AM • 98.7 FM
KMOX
The Voice of St. Louis

200,833 or 93.1% of Adults 18 or older who Listened to KMOX-FM in the past 7 days spend an average of 77.7 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 54.3 minutes/day.

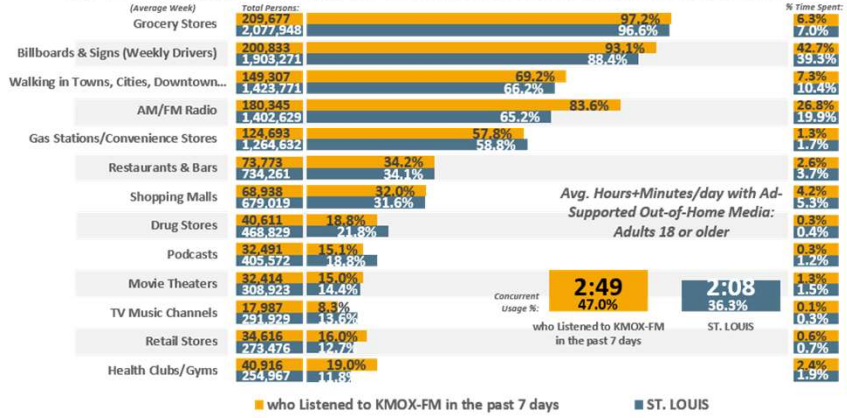
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



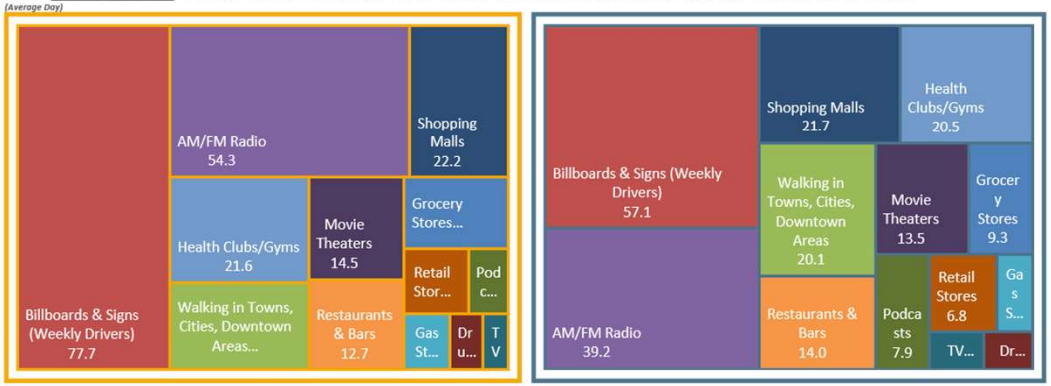
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 174

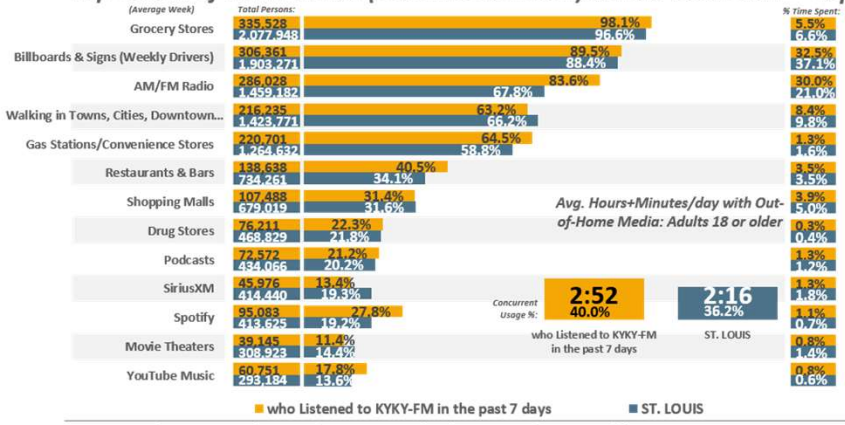
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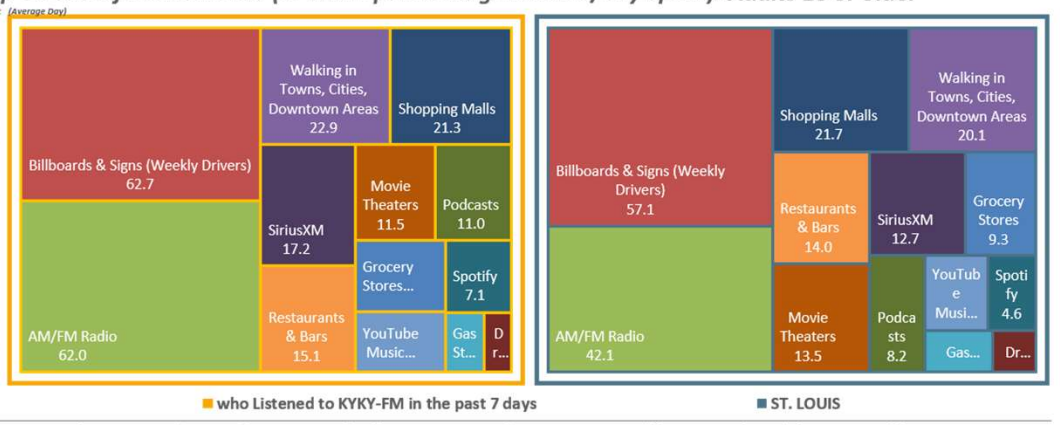
Radio Stations: KMOX-FM

306,361 or 89.5% of Adults 18 or older who Listened to KYKY-FM in the past 7 days spend an average of 62.7 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 57.4 minutes/day.

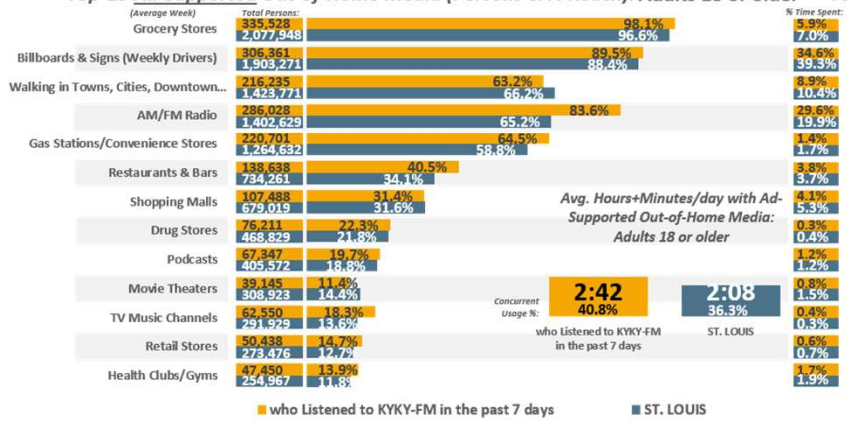
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



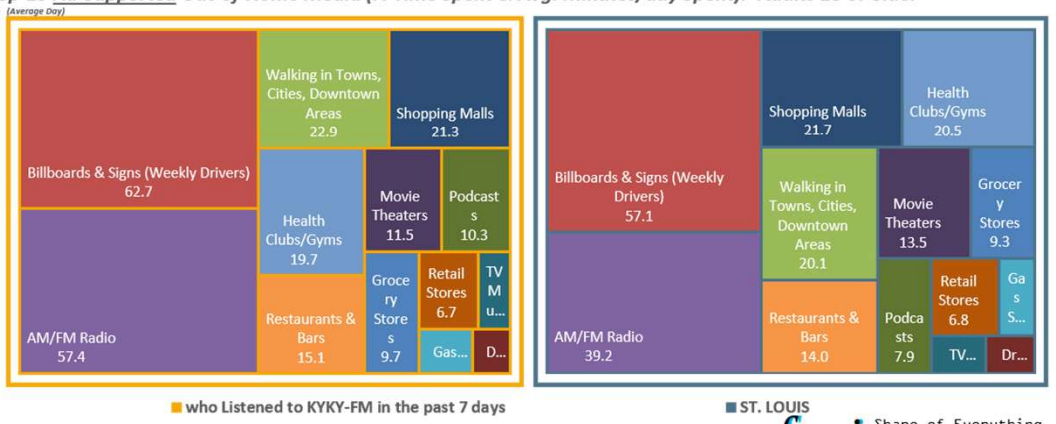
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 281

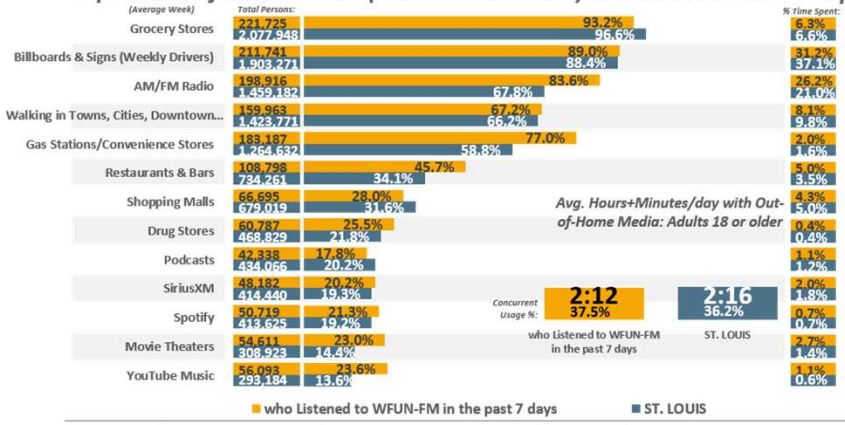
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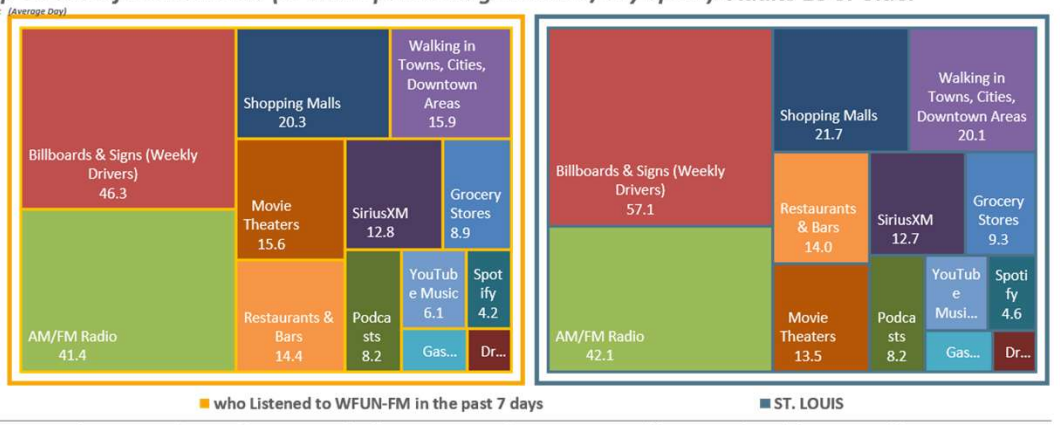
Radio Stations: KYKY-FM

211,741 or 89.% of Adults 18 or older who Listened to WFUN-FM in the past 7 days spend an average of 46.3 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 40.1 minutes/day.

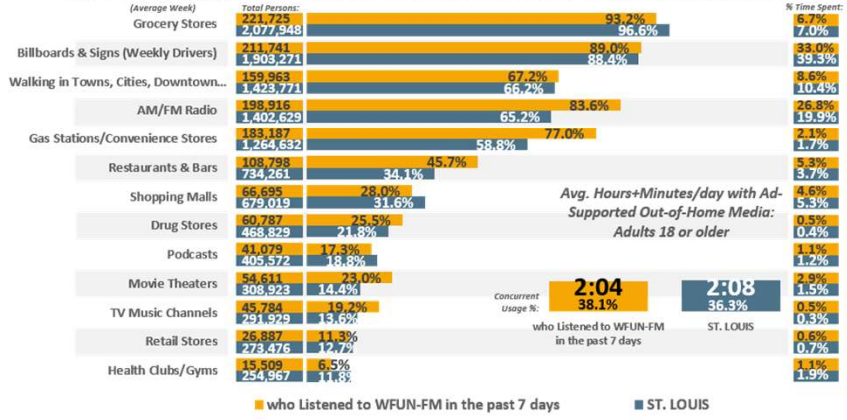
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



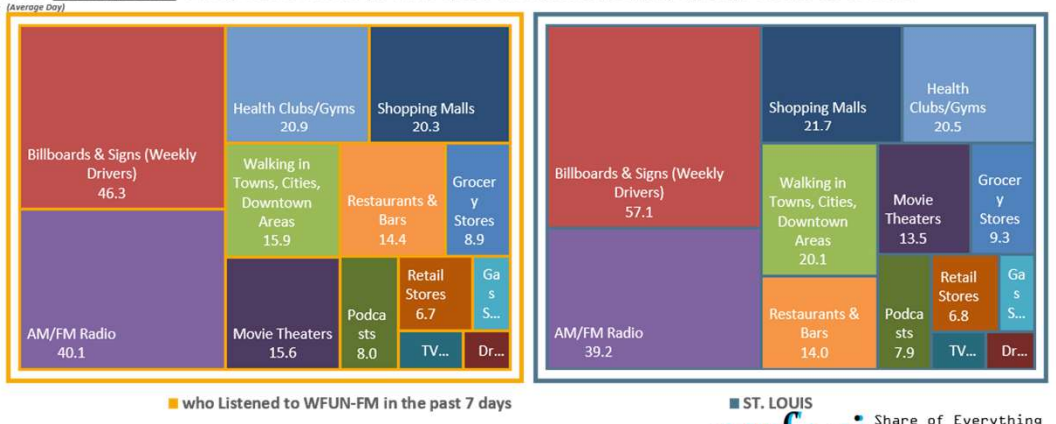
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 176

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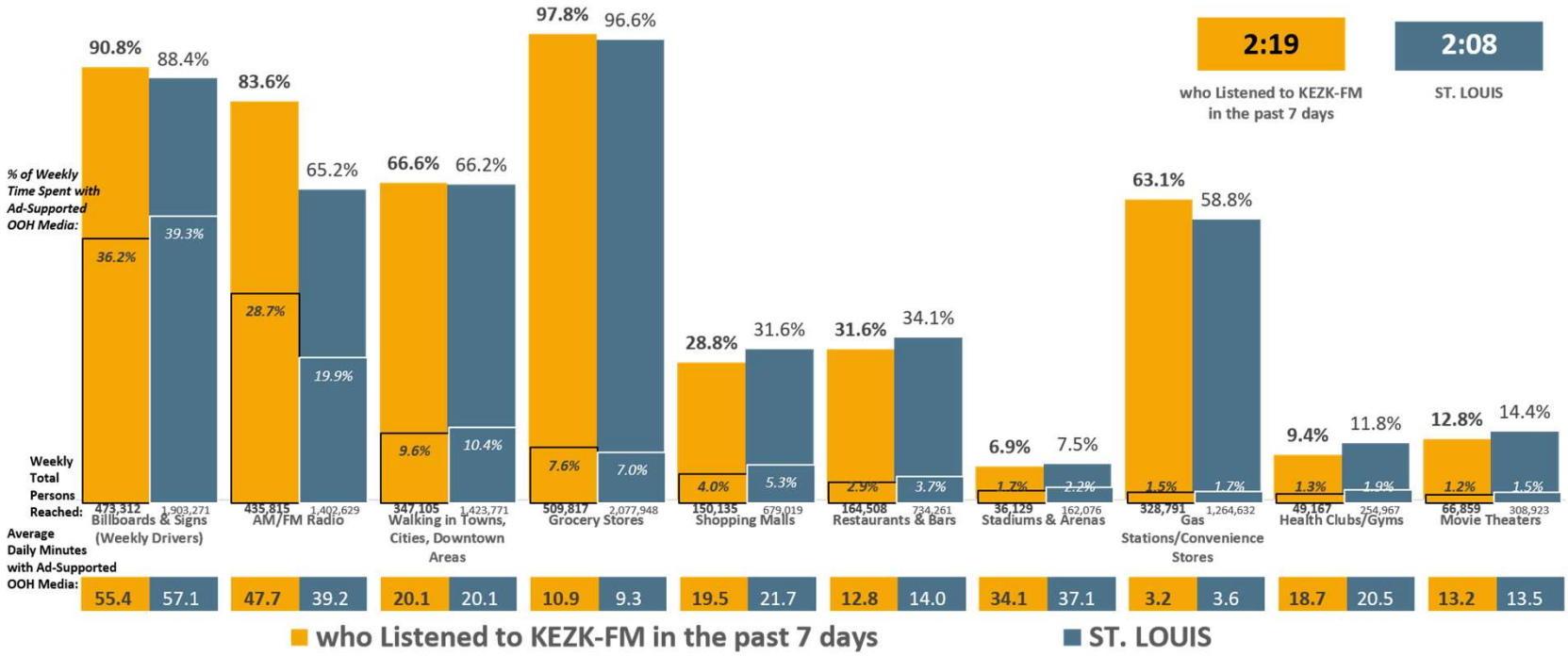
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Radio Stations: WFUN-FM

473,312 or 90.8% of Adults 18 or older who Listened to KEZK-FM in the past 7 days spend an average of 55.4 minutes per day driving, seeing Billboards and Signs representing 36.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 435 ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,754

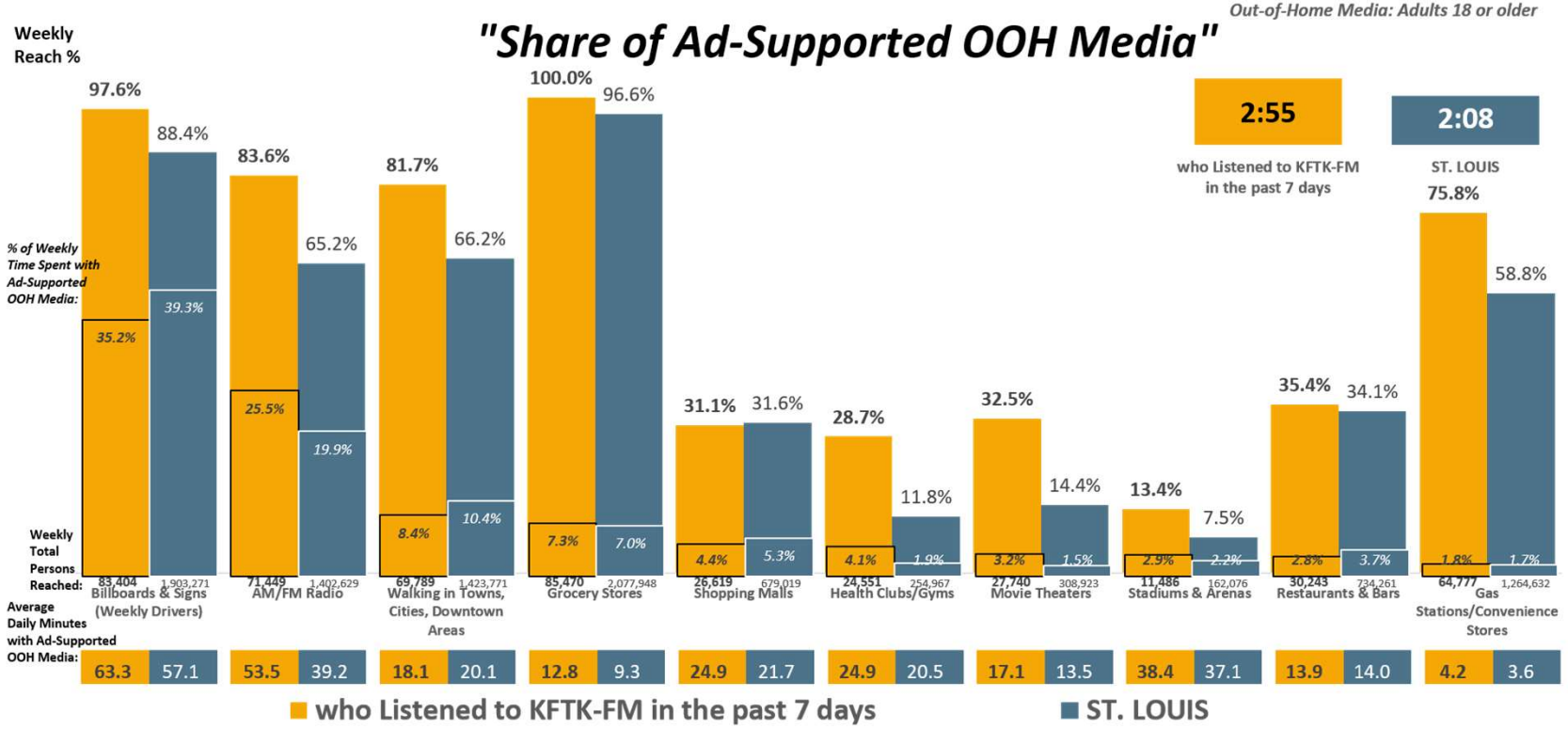
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Radio Stations: KEZK-FM

83,404 or 97.6% of Adults 18 or older who Listened to KFTK-FM in the past 7 days spend an average of 63.3 minutes per day driving, seeing Billboards and Signs representing 35.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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



ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 65 ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,754

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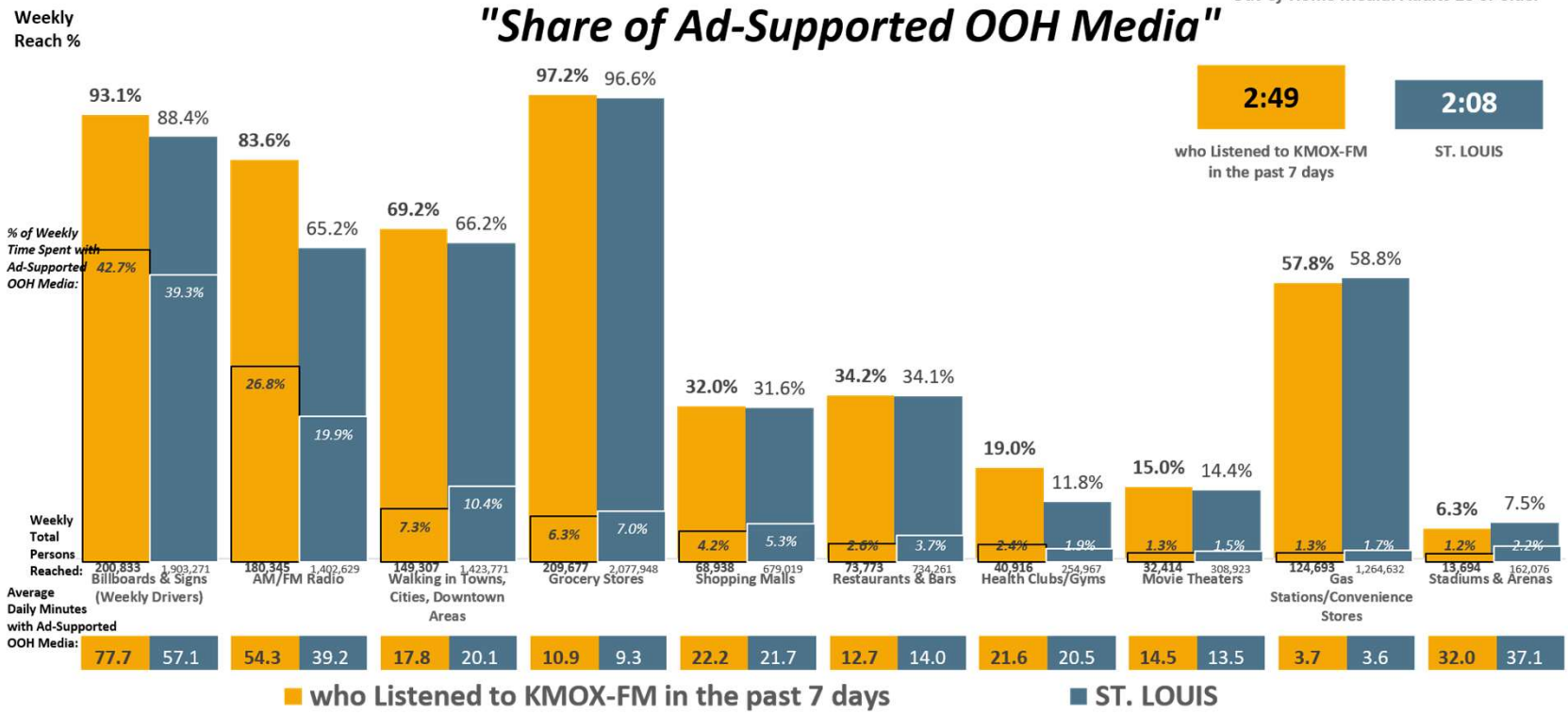
Radio Stations: KFTK-FM

1120 AM • 98.7 FM
KMOX
The Voice of St. Louis

200,833 or 93.1% of Adults 18 or older who Listened to KMOX-FM in the past 7 days spend an average of 77.7 minutes per day driving, seeing Billboards and Signs representing 42.7% 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

"Share of Ad-Supported OOH Media"



ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 174 ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,754

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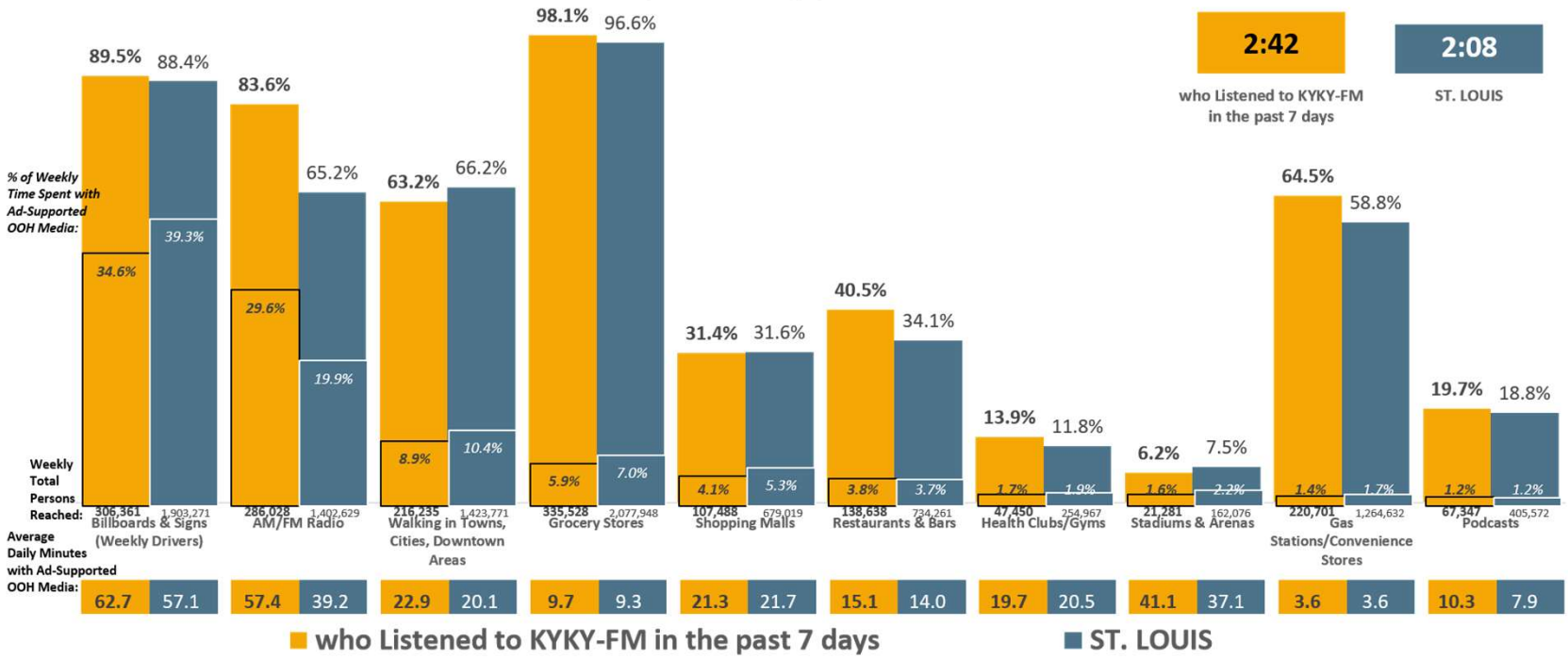
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Radio Stations: KMOX-FM

306,361 or 89.5% of Adults 18 or older who Listened to KYKY-FM in the past 7 days spend an average of 62.7 minutes per day driving, seeing Billboards and Signs representing 34.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 281 ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,754
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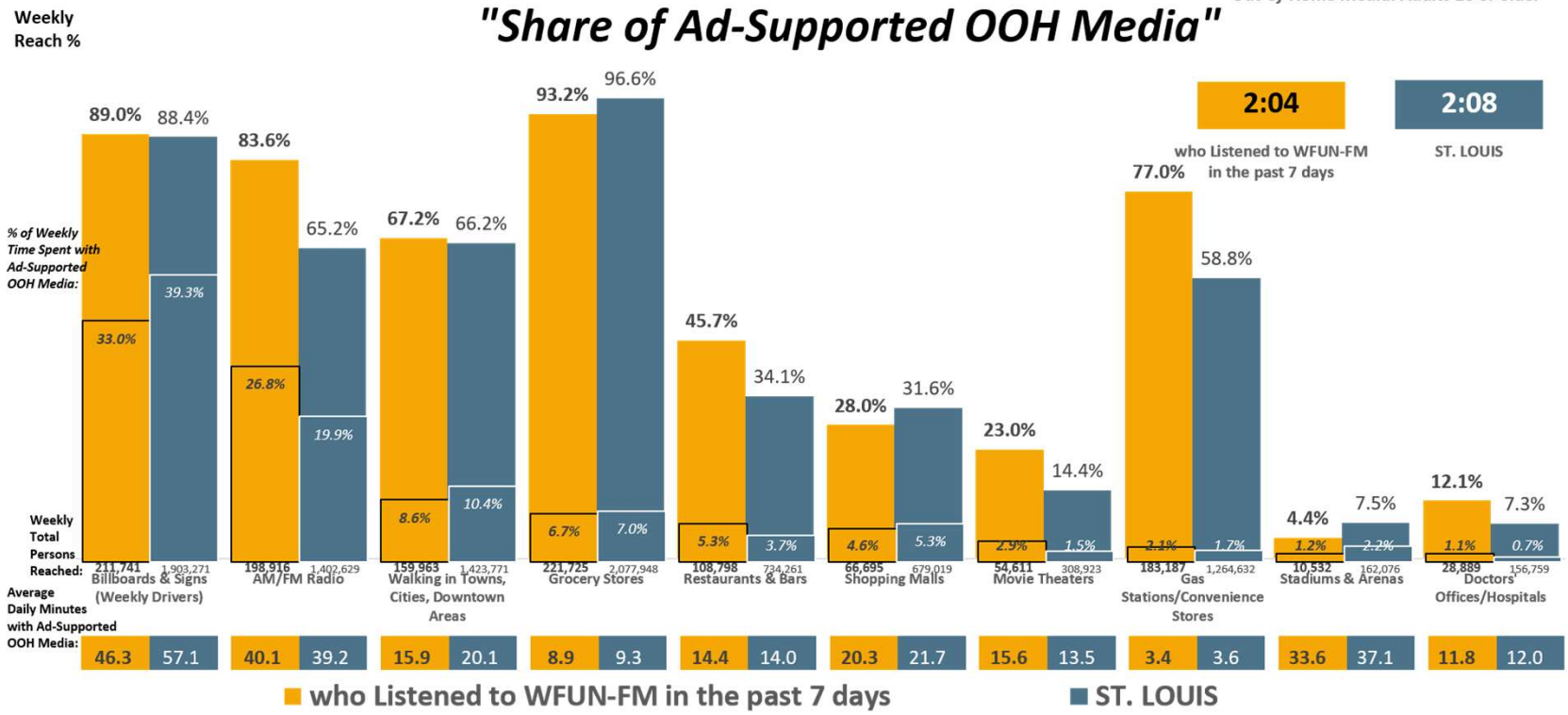
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Radio Stations: KYKY-FM

211,741 or 89.% of Adults 18 or older who Listened to WFUN-FM in the past 7 days spend an average of 46.3 minutes per day driving, seeing Billboards and Signs representing 33.% 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"



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Radio Stations: WFUN-FM

473,312 or 90.8% of Adults 18 or older who Listened to KEZK-FM in the past 7 days spend an average of 55.4 minutes per day driving an average of 32.2 miles each day and are 40.3% more likely to use Highway K than the Metro average.

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

I-64/Highway 40	250,816	48.1%
	1,008,503	46.9%
I-270	238,257	45.7%
	1,020,650	47.4%
I-70	232,486	44.6%
	952,358	44.3%
I-44/Highway 44	169,541	32.5%
	720,055	33.5%
Lindbergh Blvd	145,043	27.8%
	638,585	29.7%
I-55	142,741	27.4%
	599,031	27.8%
I-170/Highway 170	106,529	20.4%
	508,756	23.6%
Highway 94	104,838	20.1%
	337,924	15.7%
Highway K	99,116	19.0%
	291,527	13.5%
Manchester Road/Highway 100	95,250	18.3%
	451,735	21.0%
Page Avenue	72,974	14.0%
	296,562	13.8%
I-255	63,229	12.1%
	358,763	16.7%
Highway 370	53,161	10.2%
	178,430	8.3%
Highway 67/Highway 111	52,713	10.1%
	235,092	10.9%
Green Mount Road	32,557	6.2%
	160,652	7.5%
Poplar Street Bridge	30,759	5.9%
	172,874	8.0%
Stan Musial Veterans Memorial Bridge	19,658	3.8%
	111,29	5.2%
Route 15	11,46	2%
	80,25	4.0%
Martin Luther King Bridge	9,27	.8%
	88,11	4.1%
#VALUE!	0	0.0%
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Avg. Hours+Minutes/day Driving: Adults 18 or older



■ who Listened to KEZK-FM in the past 7 days ■ ST. LOUIS

Top-26 Residential Zip Codes: Adults 18 or older

63366	21,254	4.08%
	49,201	2.29%
63114	19,966	3.83%
	37,767	1.76%
63376	18,692	3.59%
	62,072	2.88%
63304	15,142	2.90%
	42,301	1.97%
63369	14,697	2.82%
	14,697	0.68%
63301	12,967	2.49%
	41,387	1.92%
63017	12,198	2.34%
	27,424	1.27%
63118	11,874	2.28%
	25,334	1.18%
63368	10,868	2.08%
	30,603	1.42%
63303	10,799	2.07%
	44,984	2.09%
63021	10,697	2.05%
	39,342	1.83%
62236	10,576	2.03%
	16,197	0.75%
63123	10,534	2.02%
	40,016	1.86%
63116	10,108	1.94%
	42,986	2.00%
63033	9,985	1.92%
	26,327	1.22%
63010	9,921	1.90%
	49,645	2.31%
62034	8,691	1.67%
	18,744	0.87%
63122	8,553	1.64%
	32,327	1.50%
63385	8,357	1.60%
	32,452	1.51%
63074	8,352	1.60%
	38,471	1.79%
63125	8,199	1.57%
	40,484	1.88%
63379	8,197	1.57%
	20,890	0.97%
63031	8,147	1.56%
	40,459	1.88%
62269	7,345	1.41%
	38,642	1.80%
63108	7,201	1.38%
	14,703	0.68%
63052	7,169	1.38%
	30,691	1.43%



Top-26 Employment Zip Codes: Adults 18 or older

63017	14,927	2.86%
	31,340	1.46%
63368	13,610	2.61%
	27,853	1.29%
63301	13,017	2.50%
	47,306	2.20%
63385	12,722	2.44%
	23,152	1.08%
62234	10,611	2.04%
	16,298	0.76%
63366	8,100	1.55%
	24,518	1.14%
63021	7,539	1.45%
	16,733	0.78%
63303	7,531	1.44%
	15,217	0.71%
63114	7,042	1.35%
	19,227	0.89%
63116	7,008	1.34%
	21,964	1.02%
63108	6,905	1.32%
	24,671	1.15%
63123	6,492	1.25%
	23,737	1.10%
64779	6,211	1.19%
	6,21	0.29%
63376	6,142	1.18%
	55,657	2.59%
63012	6,124	1.17%
	7,824	0.36%
62062	5,337	1.02%
	10,382	0.48%
62035	4,977	0.95%
	9,573	0.44%
62202	4,838	0.93%
	4,8	0.22%
63042	4,834	0.93%
	10,788	0.50%
63131	4,694	0.90%
	19,113	0.89%
62221	4,659	0.89%
	7,997	0.37%
63102	4,637	0.89%
	17,621	0.82%
62236	4,500	0.86%
	7,469	0.35%
63144	4,444	0.85%
	8,752	0.41%
63141	4,209	0.81%
	21,578	1.00%
63044	4,201	0.81%
	23,567	1.10%



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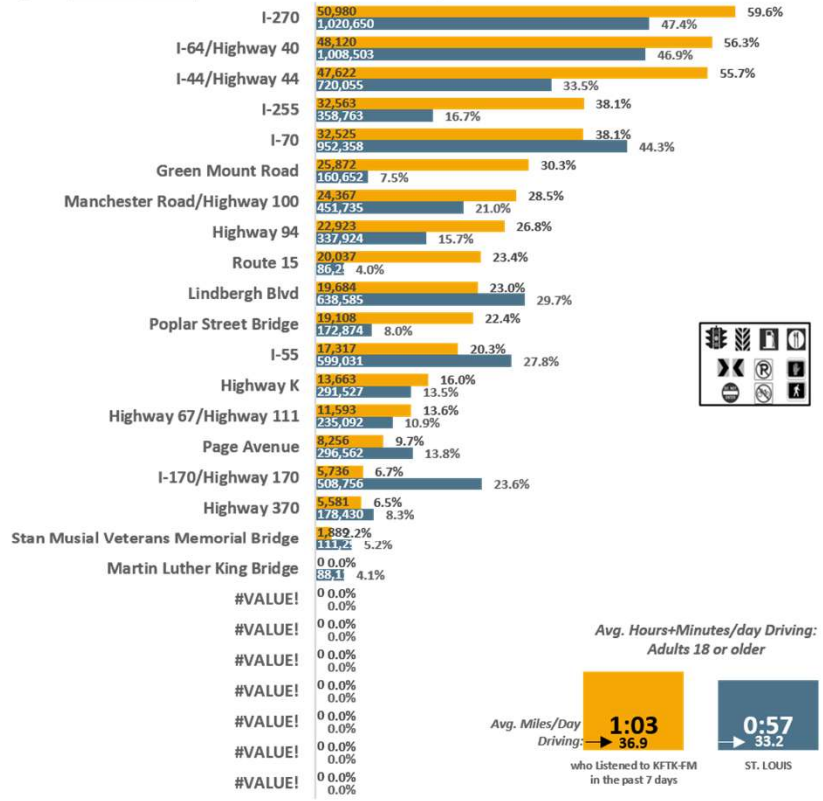
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Radio Stations: KEZK-FM

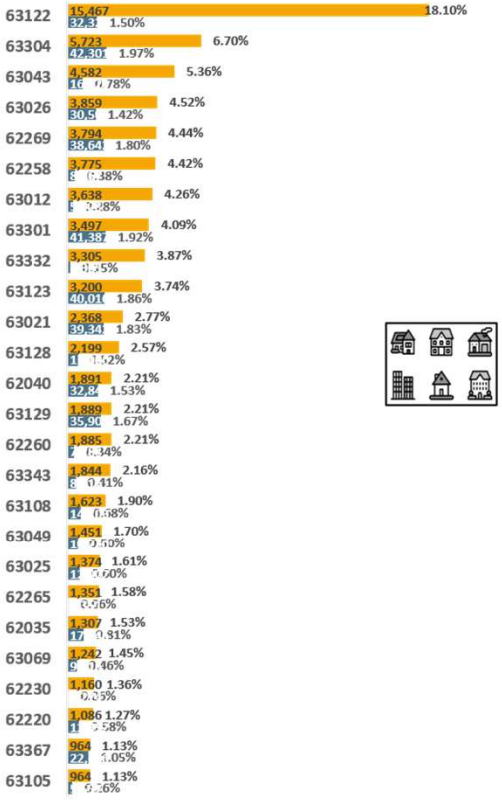
83,404 or 97.6% of Adults 18 or older who Listened to KFTK-FM in the past 7 days spend an average of 63.3 minutes per day driving an average of 36.9 miles each day and are 484.8% more likely to use Route 15 than the Metro average.

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

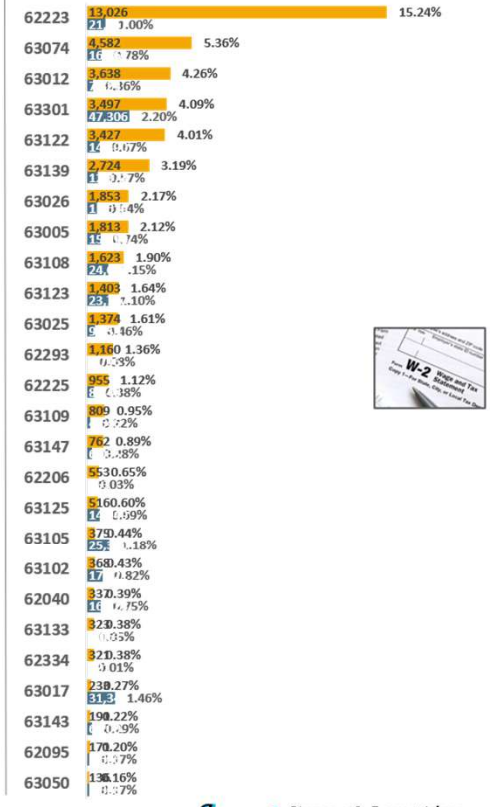


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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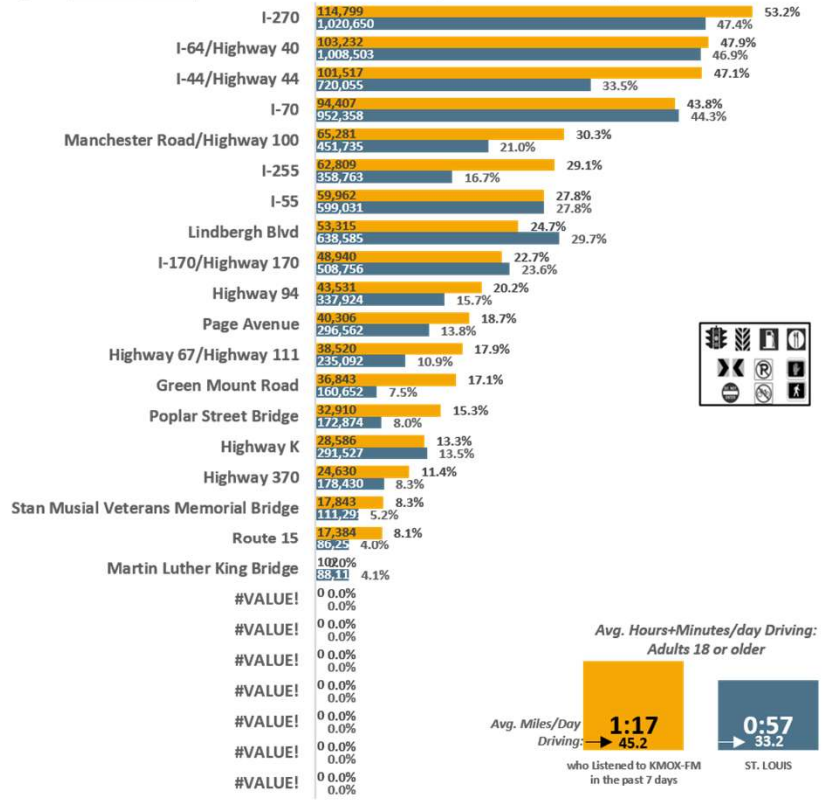
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Radio Stations: KFTK-FM

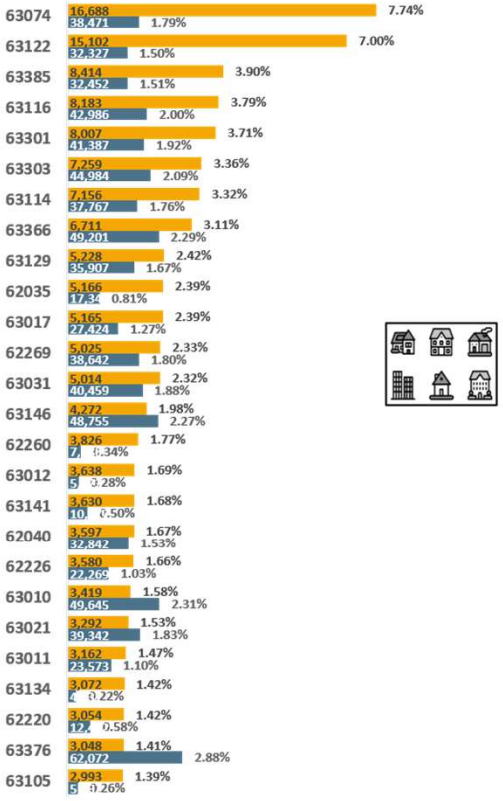
1120 AM • 98.7 FM
KMOX
The Voice of St. Louis

200,833 or 93.1% of Adults 18 or older who Listened to KMOX-FM in the past 7 days spend an average of 77.7 minutes per day driving an average of 45.2 miles each day and are 128.7% more likely to use Green Mount Road than the Metro average.

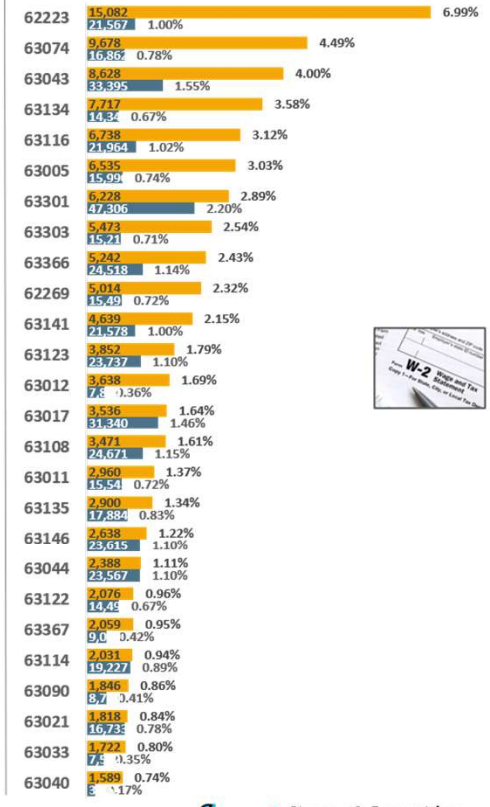
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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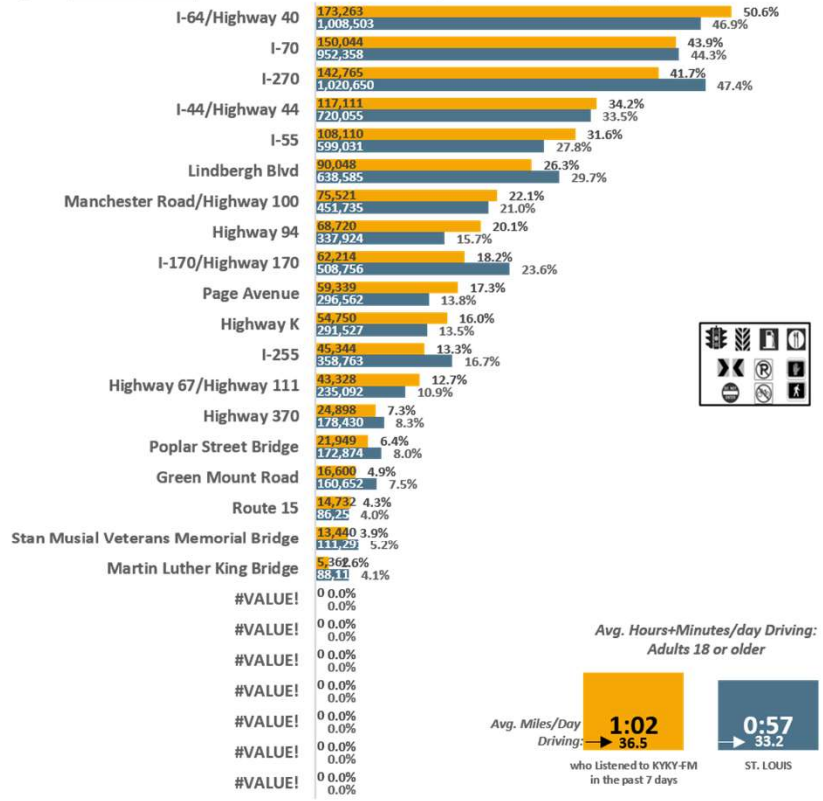
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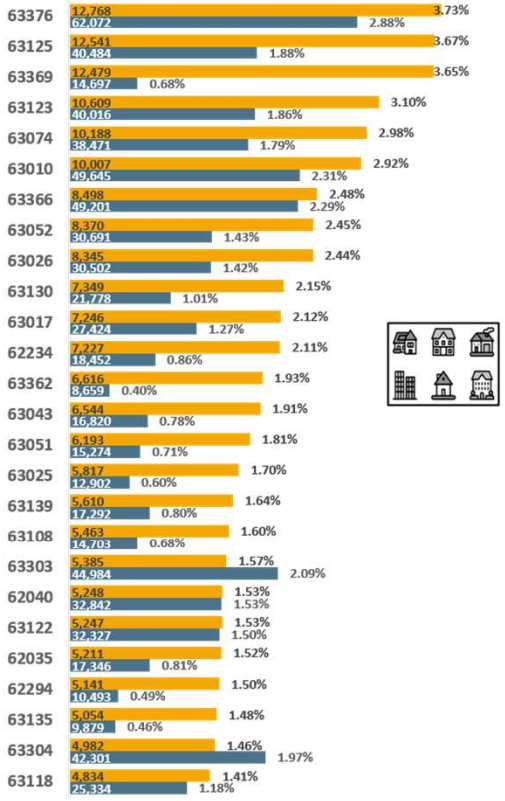
Radio Stations: KMOX-FM

306,361 or 89.5% of Adults 18 or older who Listened to KYKY-FM in the past 7 days spend an average of 62.7 minutes per day driving an average of 36.5 miles each day and are 27.9% more likely to use Highway 94 than the Metro average.

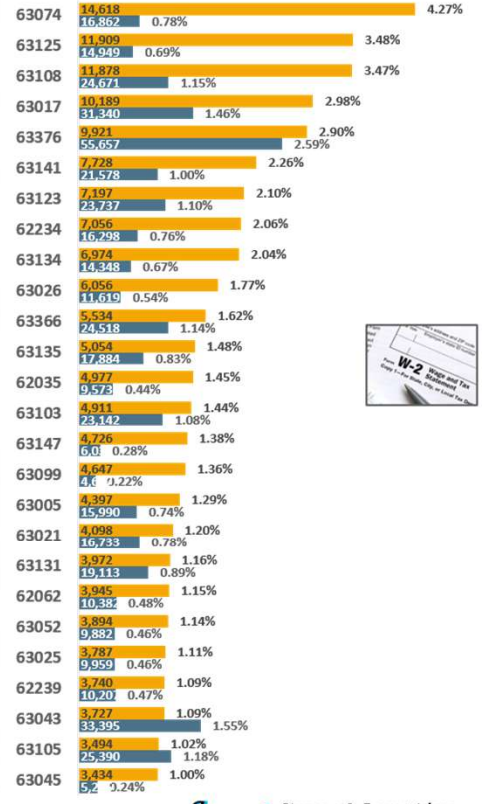
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



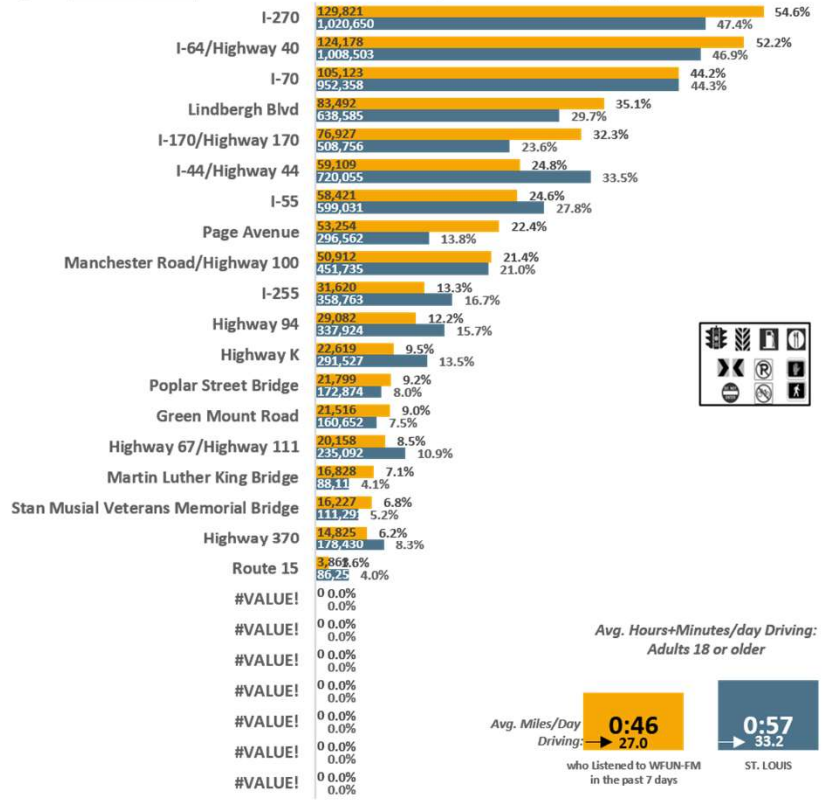
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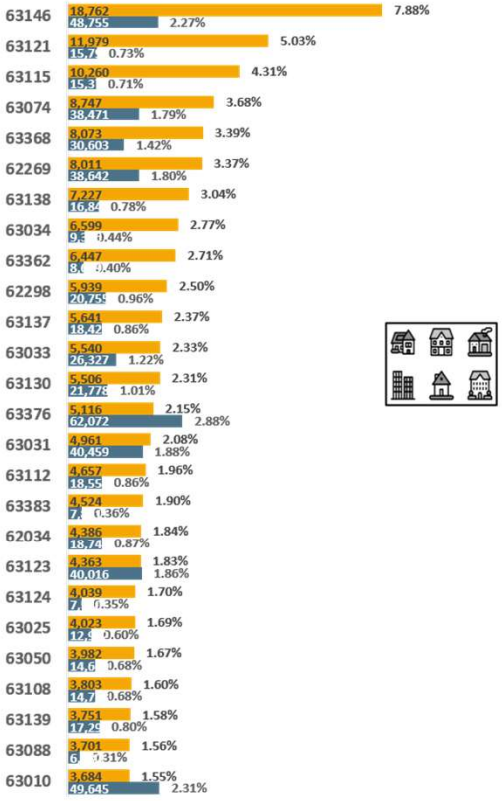
Radio Stations: KYKY-FM

211,741 or 89.% of Adults 18 or older who Listened to WFUN-FM in the past 7 days spend an average of 46.3 minutes per day driving an average of 27. miles each day and are 72.7% more likely to use Martin Luther King Bridge than the Metro average.

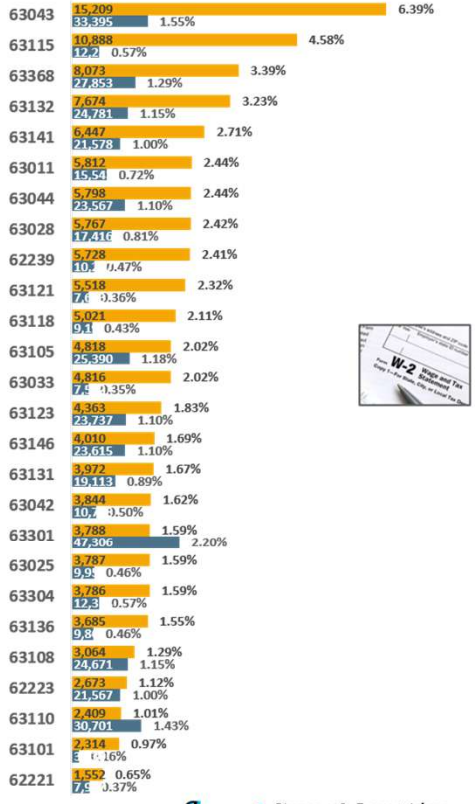
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



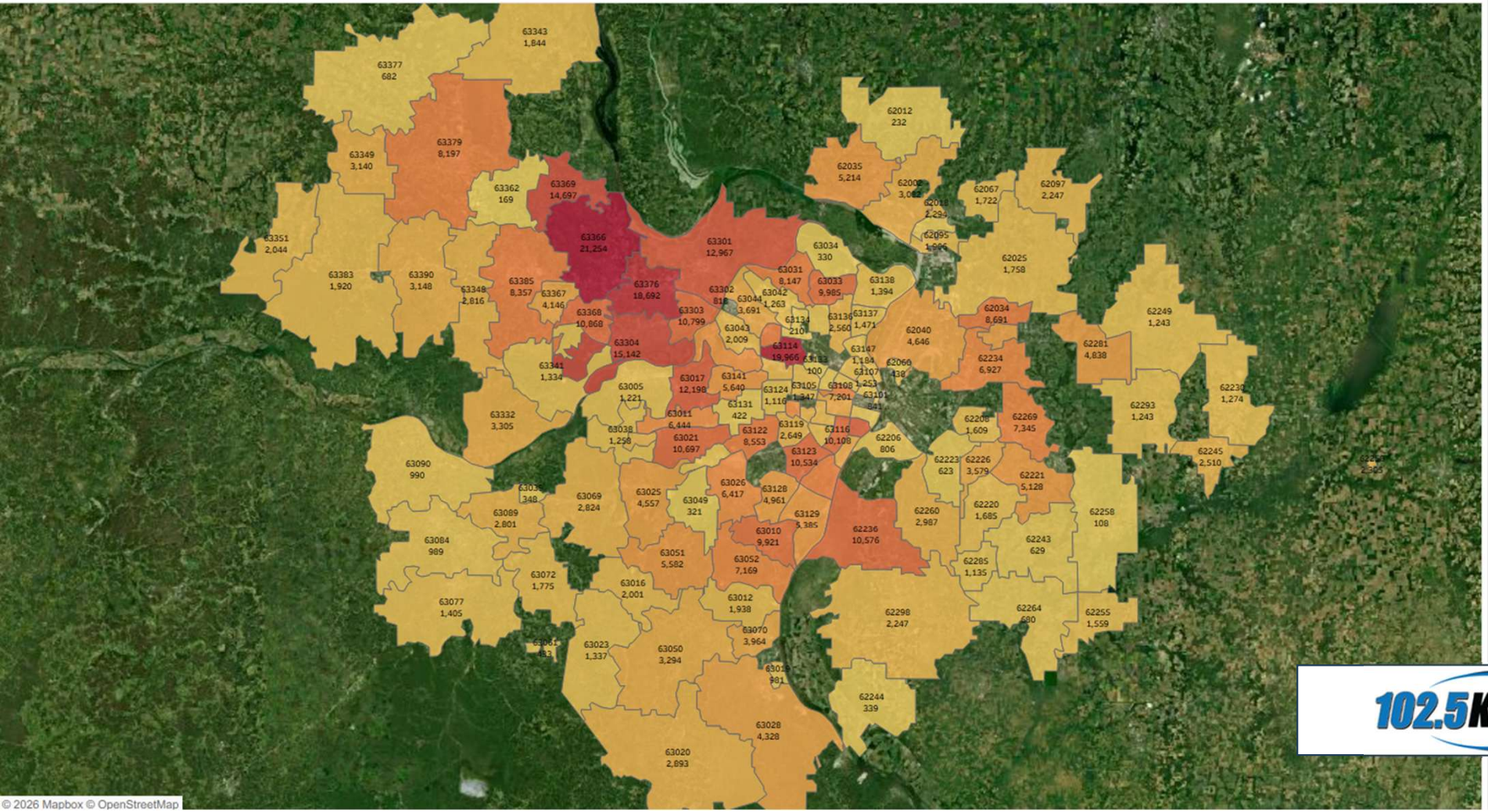
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Radio Stations: WFUN-FM

Top Residential Zip Codes: (Adults 18 or older who Listened to KEZK-FM in the past 7 days)



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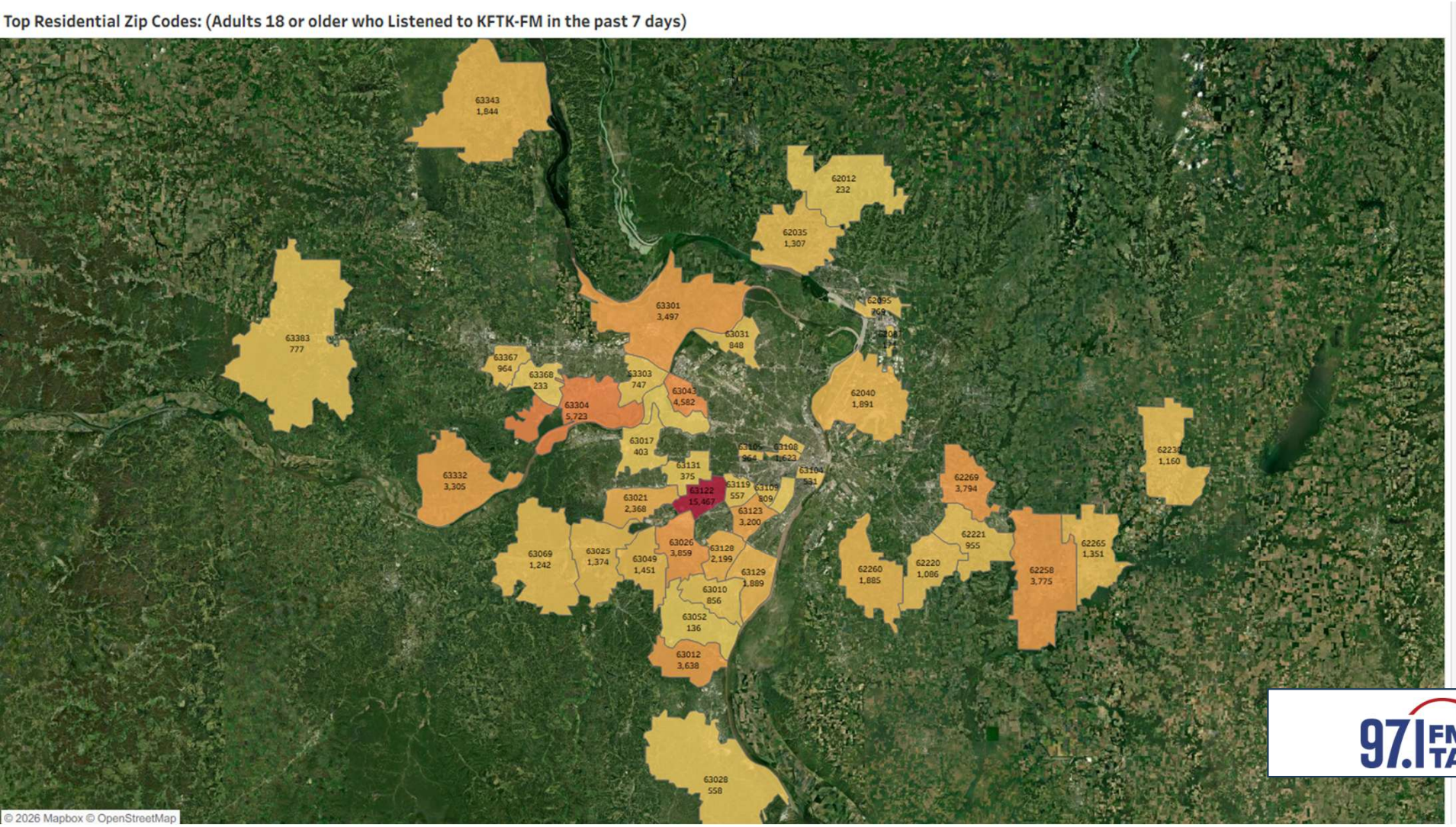
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Radio Stations: KEZK-FM

Top Residential Zip Codes: (Adults 18 or older who Listened to KFTK-FM in the past 7 days)



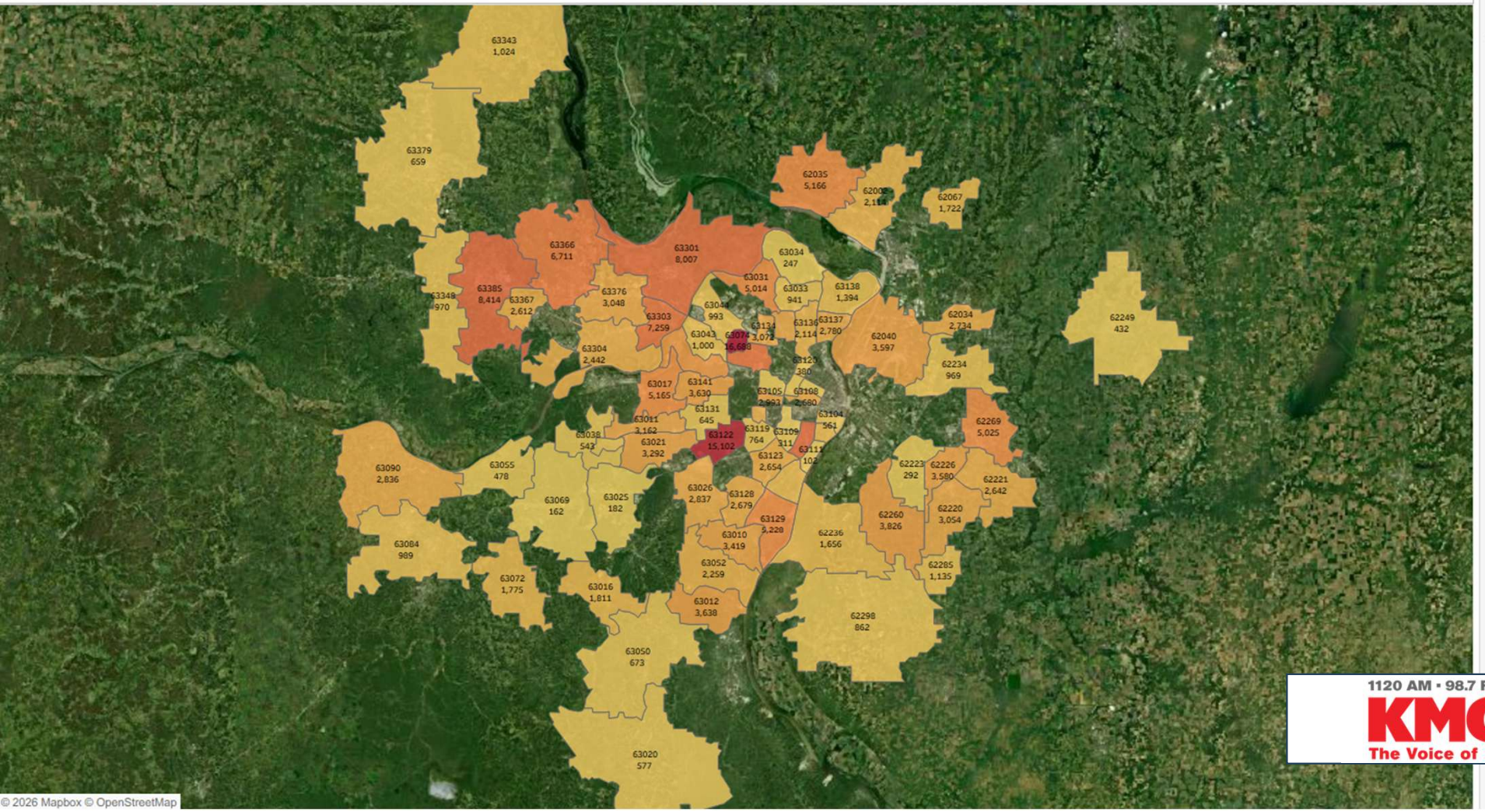
97.1 FM TALK

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Radio Stations: KFTK-FM

Top Residential Zip Codes: (Adults 18 or older who Listened to KMOX-FM in the past 7 days)



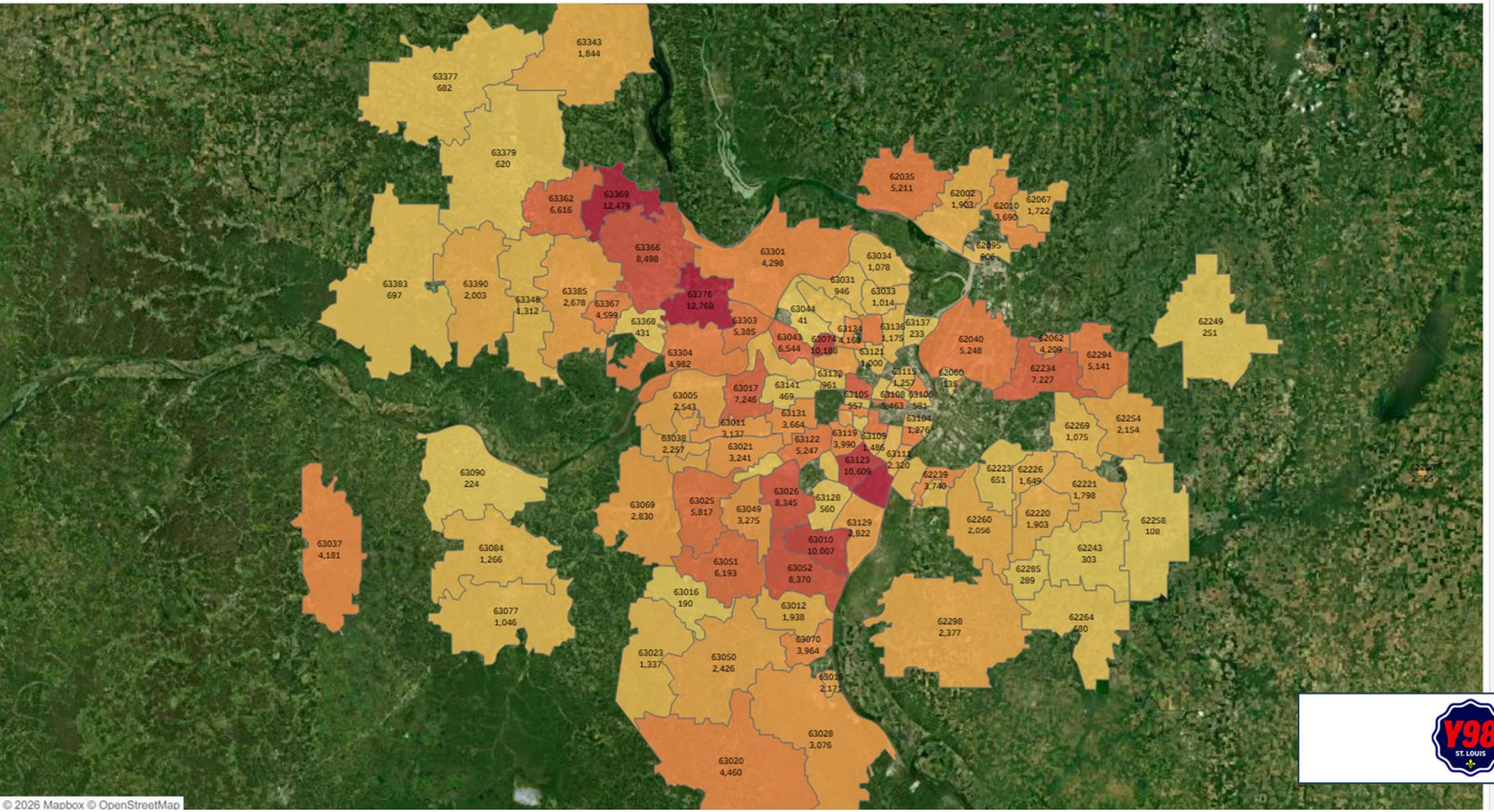
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Radio Stations: KMOX-FM

Top Residential Zip Codes: (Adults 18 or older who Listened to KYKY-FM in the past 7 days)

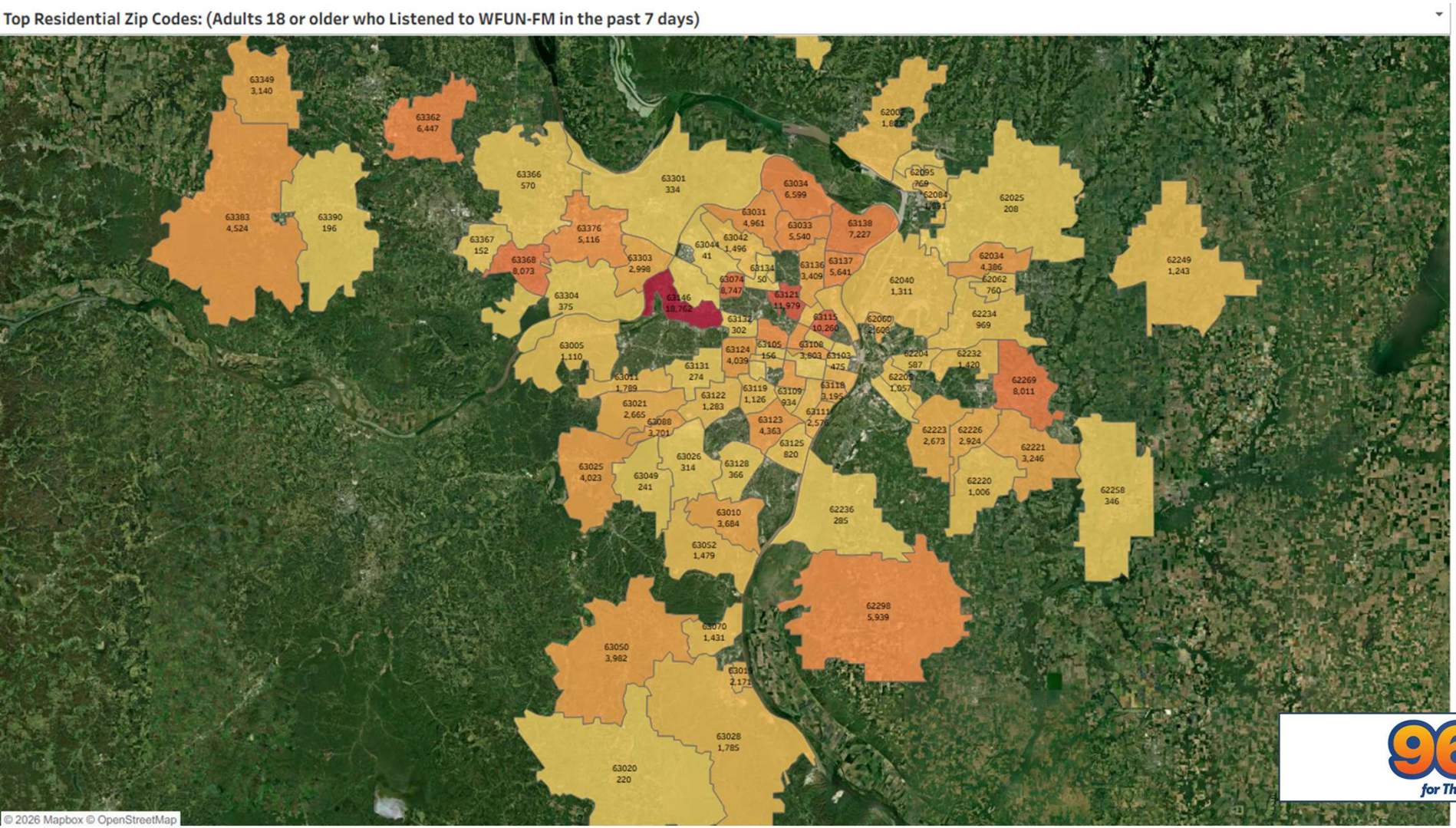


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Radio Stations: KYKY-FM

Top Residential Zip Codes: (Adults 18 or older who Listened to WFUN-FM in the past 7 days)



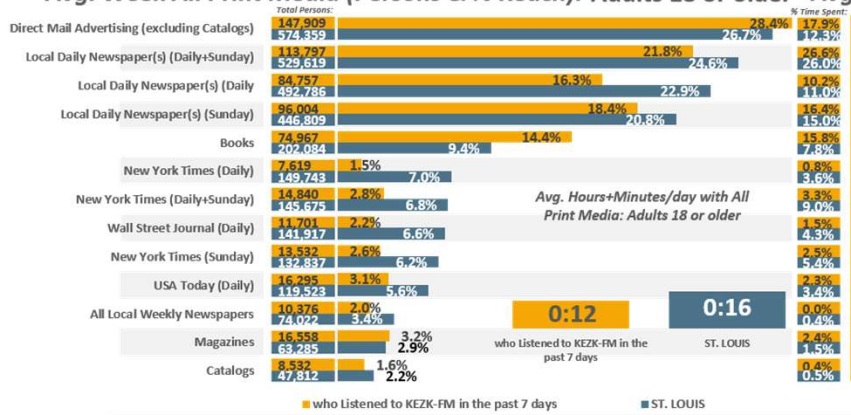
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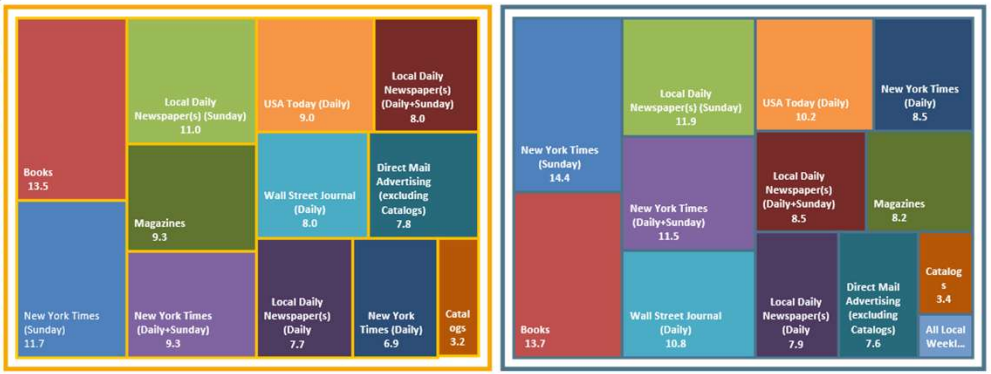
Radio Stations: WFUN-FM

113,797 or 21.8% of Adults 18 or older who Listened to KEZK-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8. minutes every day representing 31.6% of all time spent daily with All forms of Print Media.

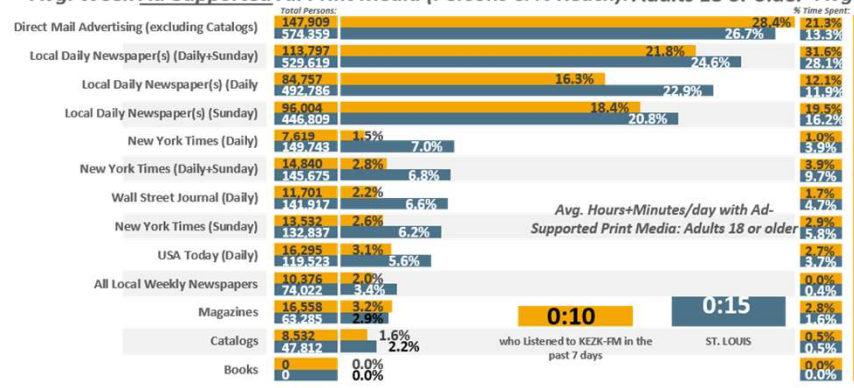
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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 Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 435

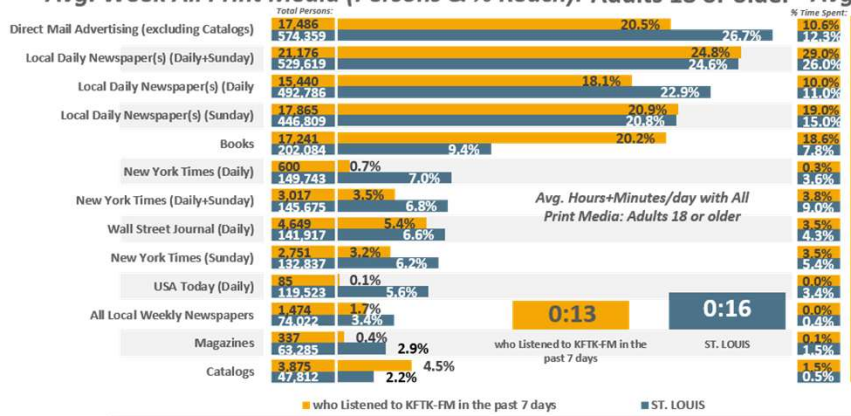
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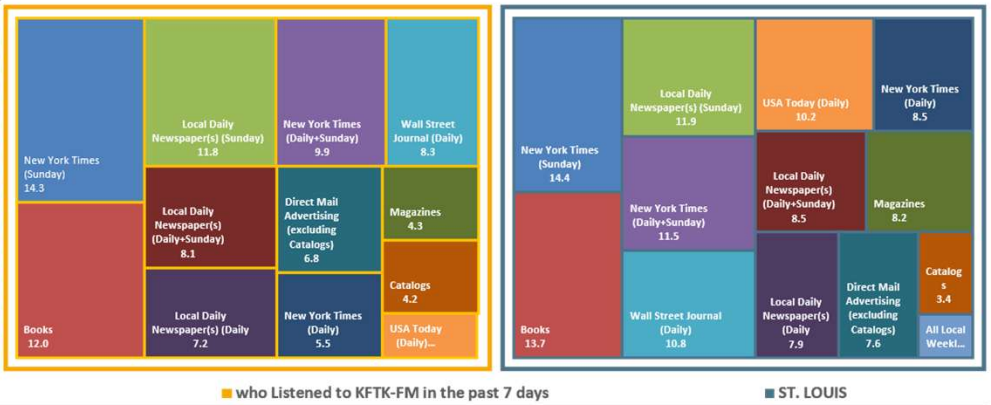
Radio Stations: KEZK-FM

21,176 or 24.8% of Adults 18 or older who Listened to KFTK-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.1 minutes every day representing 35.6% of all time spent daily with All forms of Print Media.

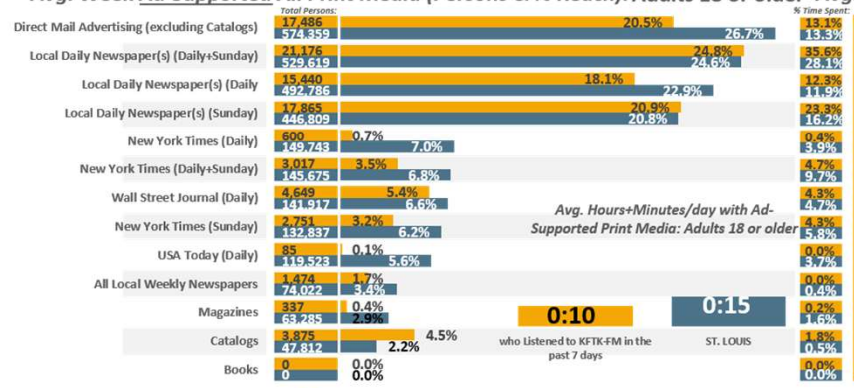
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



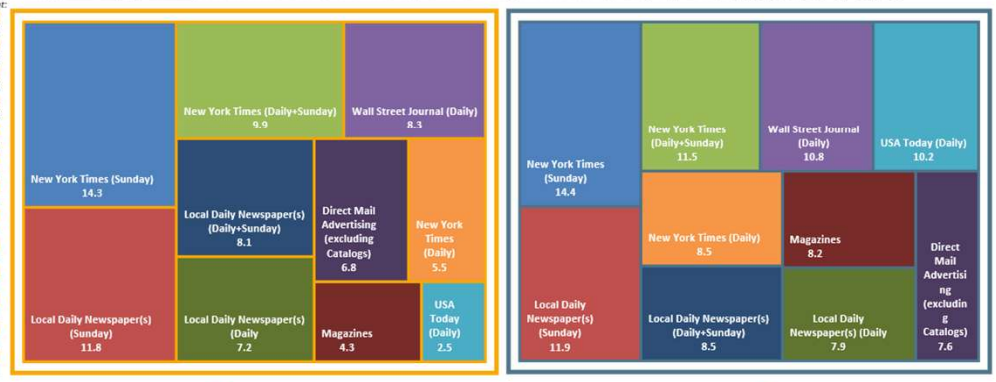
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 65

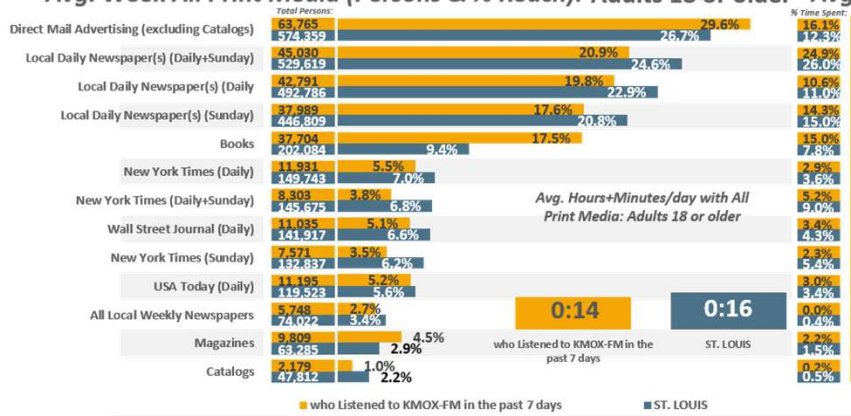
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Radio Stations: KFTK-FM

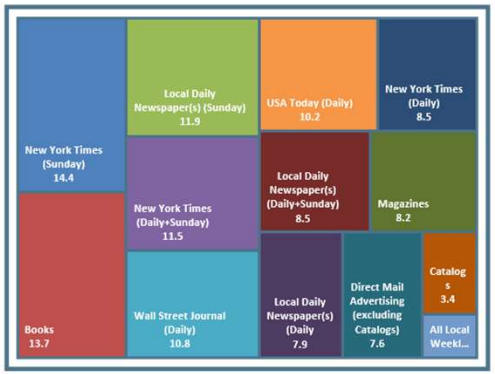
45,030 or 20.9% of Adults 18 or older who Listened to KMOX-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.5 minutes every day representing 29.3% of all time spent daily with All forms of Print Media.

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

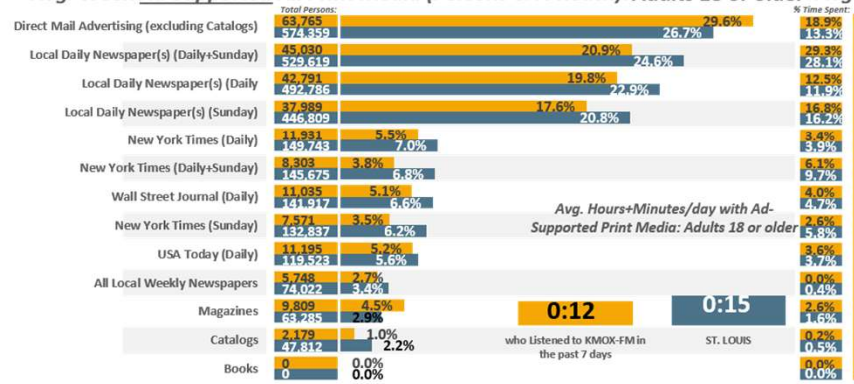


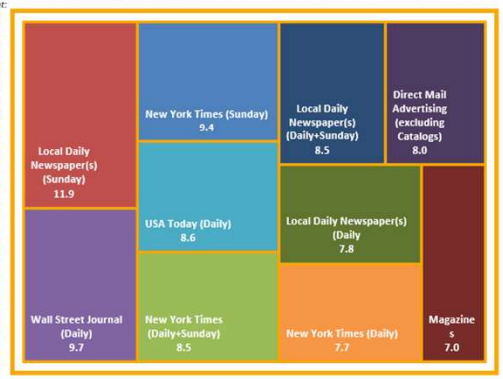


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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





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



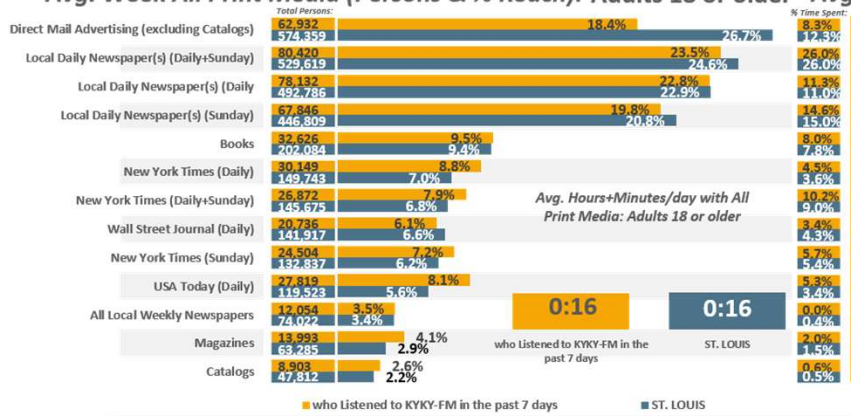
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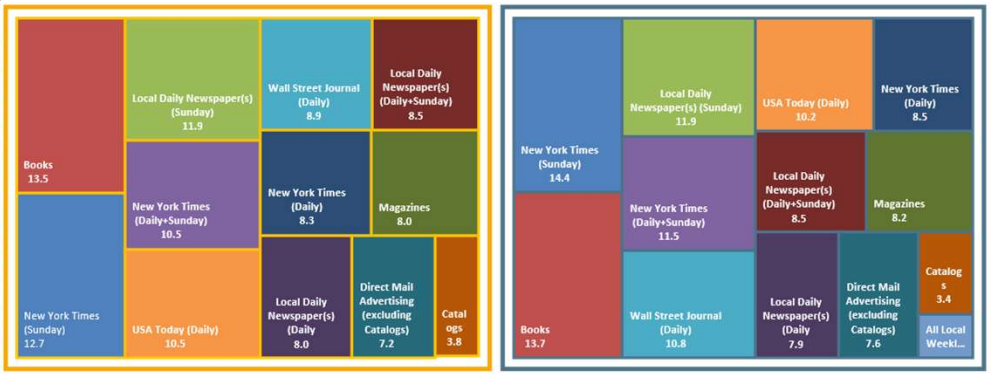
Radio Stations: KMOX-FM

80,420 or 23.5% of Adults 18 or older who Listened to KYKY-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.5 minutes every day representing 28.2% of all time spent daily with All forms of Print Media.

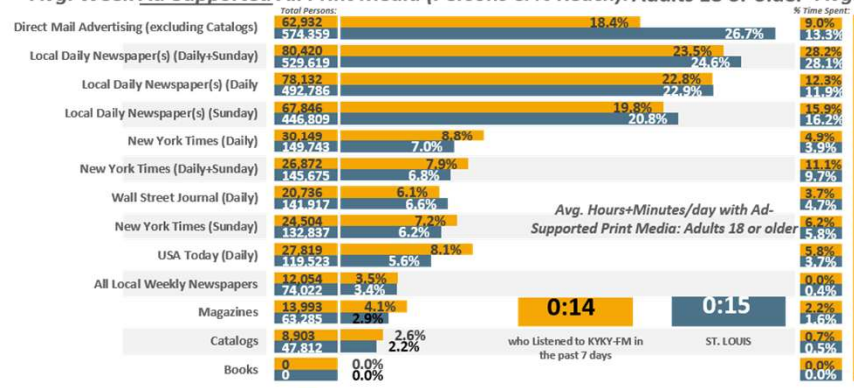
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



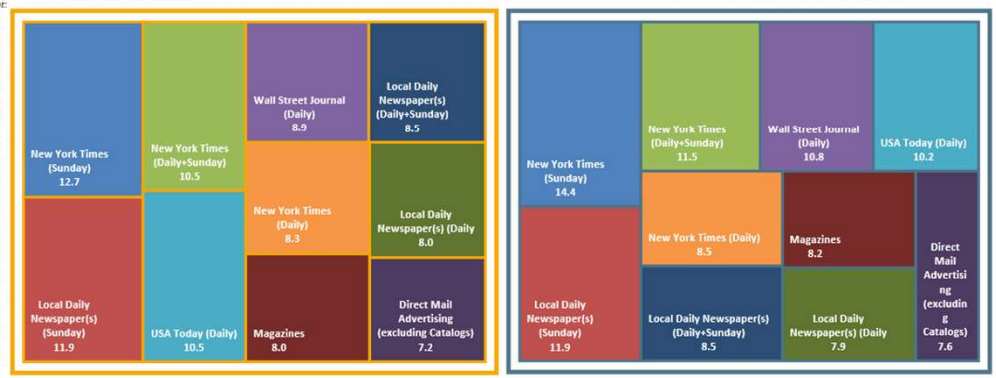
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 281

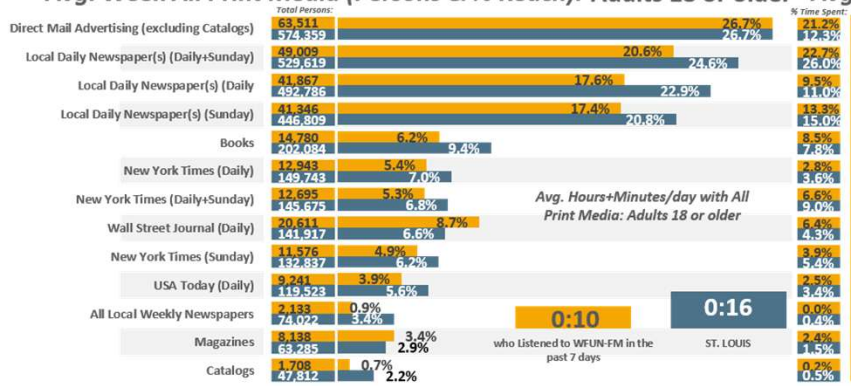
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Radio Stations: KYKY-FM

49,009 or 20.6% of Adults 18 or older who Listened to WFUN-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 5.6 minutes every day representing 24.9% of all time spent daily with All forms of Print Media.

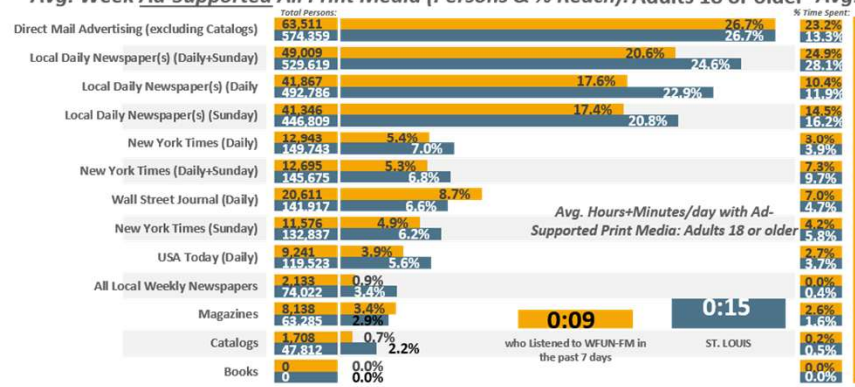
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



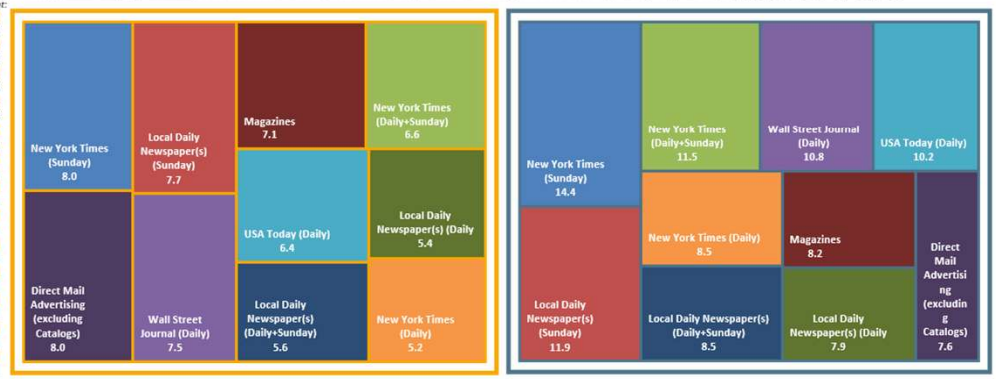
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 176

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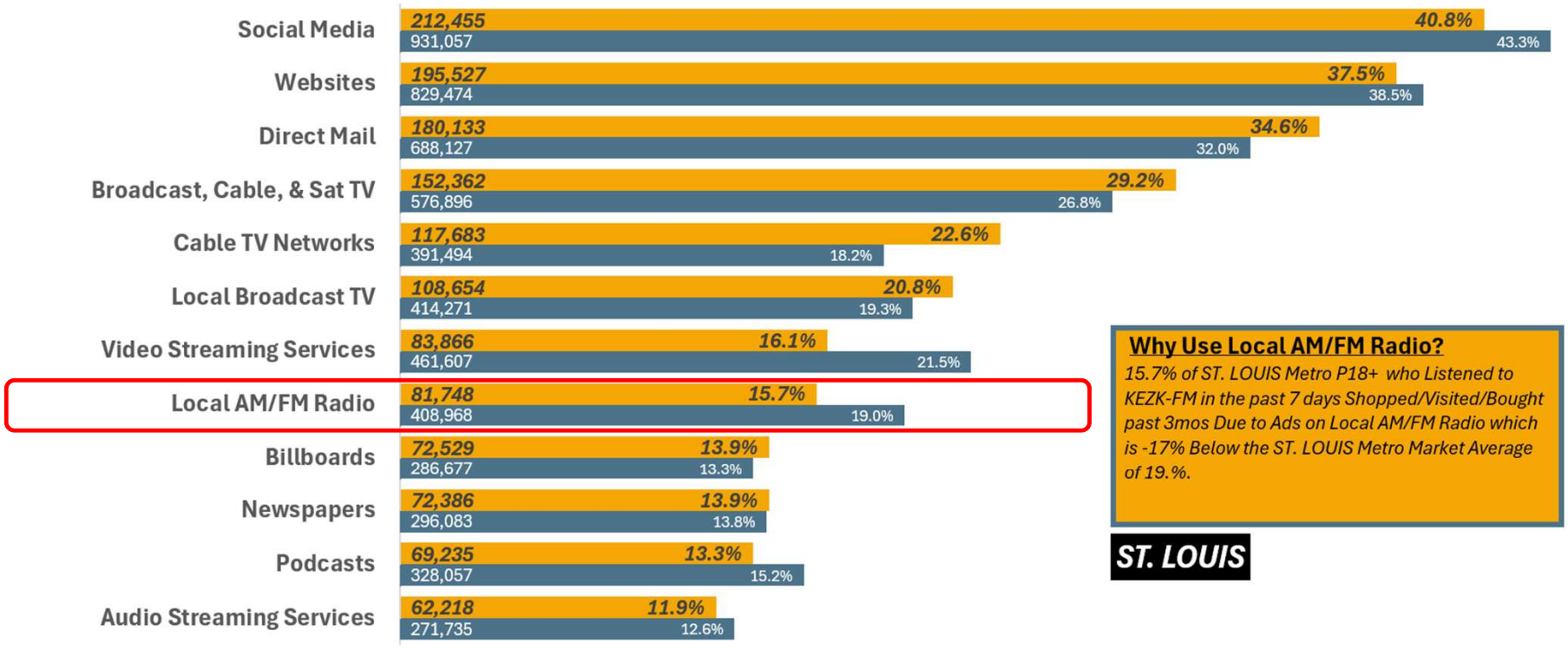
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Radio Stations: WFUN-FM

102.5KEZK

"Advertising Actions"

P18+ who Listened to KEZK-FM in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

15.7% of ST. LOUIS Metro P18+ who Listened to KEZK-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -17% Below the ST. LOUIS Metro Market Average of 19.%.

ST. LOUIS

ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab: 435

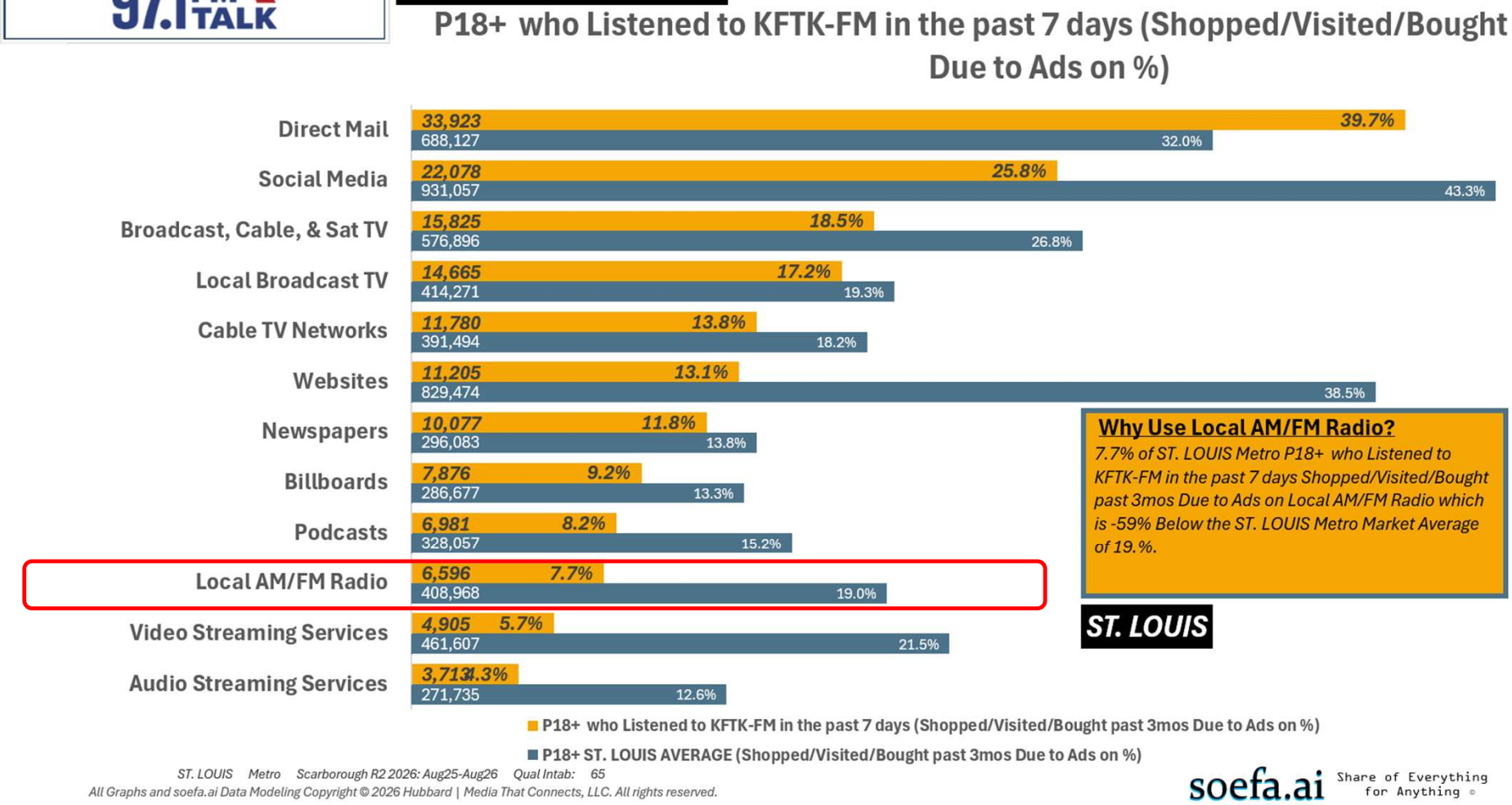
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Radio Stations: KEZK-FM

97.1 FM TALK

"Advertising Actions"



Why Use Local AM/FM Radio?

7.7% of ST. LOUIS Metro P18+ who Listened to KFTK-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -59% Below the ST. LOUIS Metro Market Average of 19.%.

ST. LOUIS

ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab: 65

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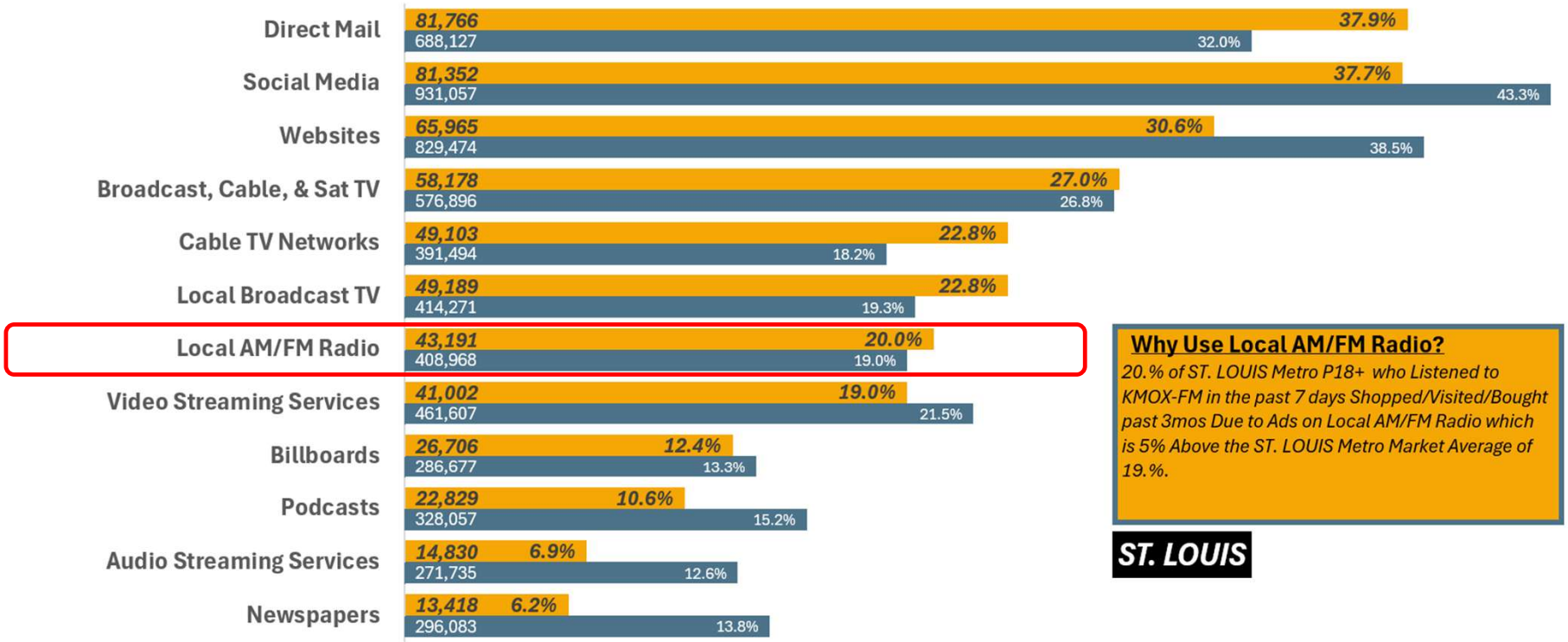
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Radio Stations: KFTK-FM

1120 AM • 98.7 FM
KMOX
The Voice of St. Louis

"Advertising Actions"

P18+ who Listened to KMOX-FM in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

20.% of ST. LOUIS Metro P18+ who Listened to KMOX-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 5% Above the ST. LOUIS Metro Market Average of 19.%.

ST. LOUIS

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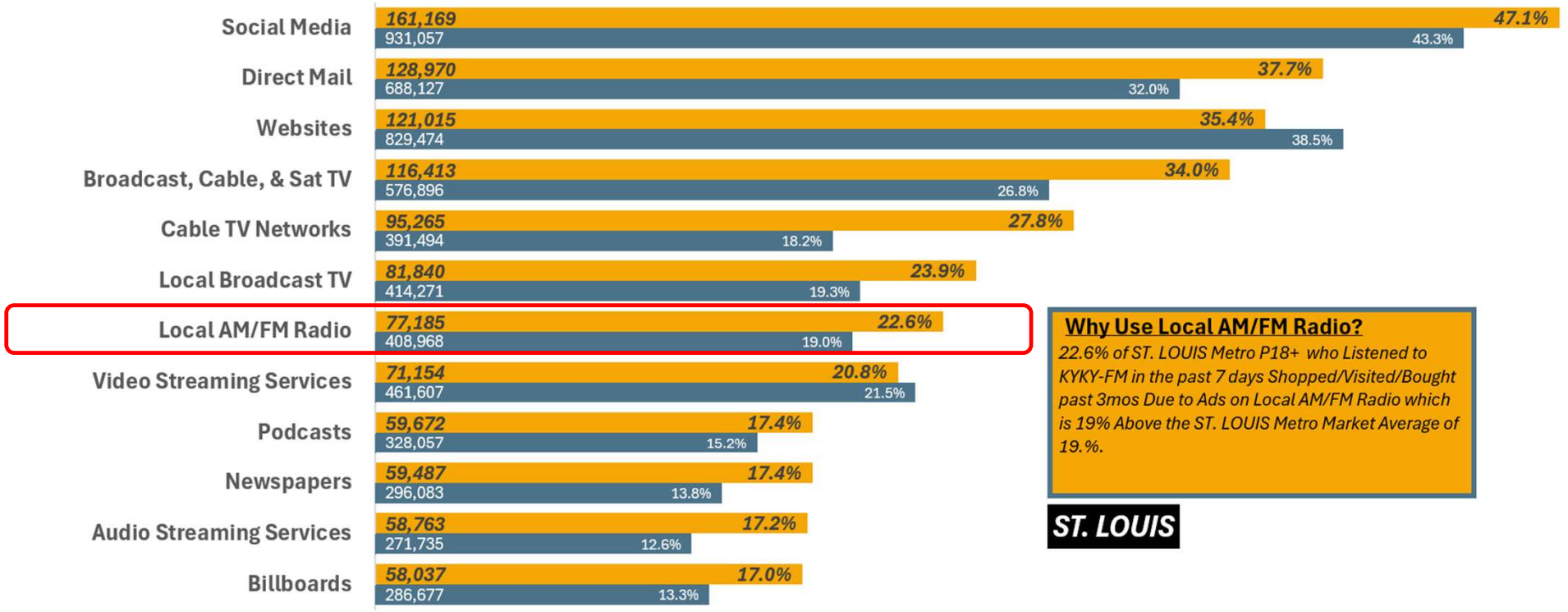
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Radio Stations: KMOX-FM

"Advertising Actions"

P18+ who Listened to KYKY-FM in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

22.6% of ST. LOUIS Metro P18+ who Listened to KYKY-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 19% Above the ST. LOUIS Metro Market Average of 19.%.

ST. LOUIS

ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab: 281

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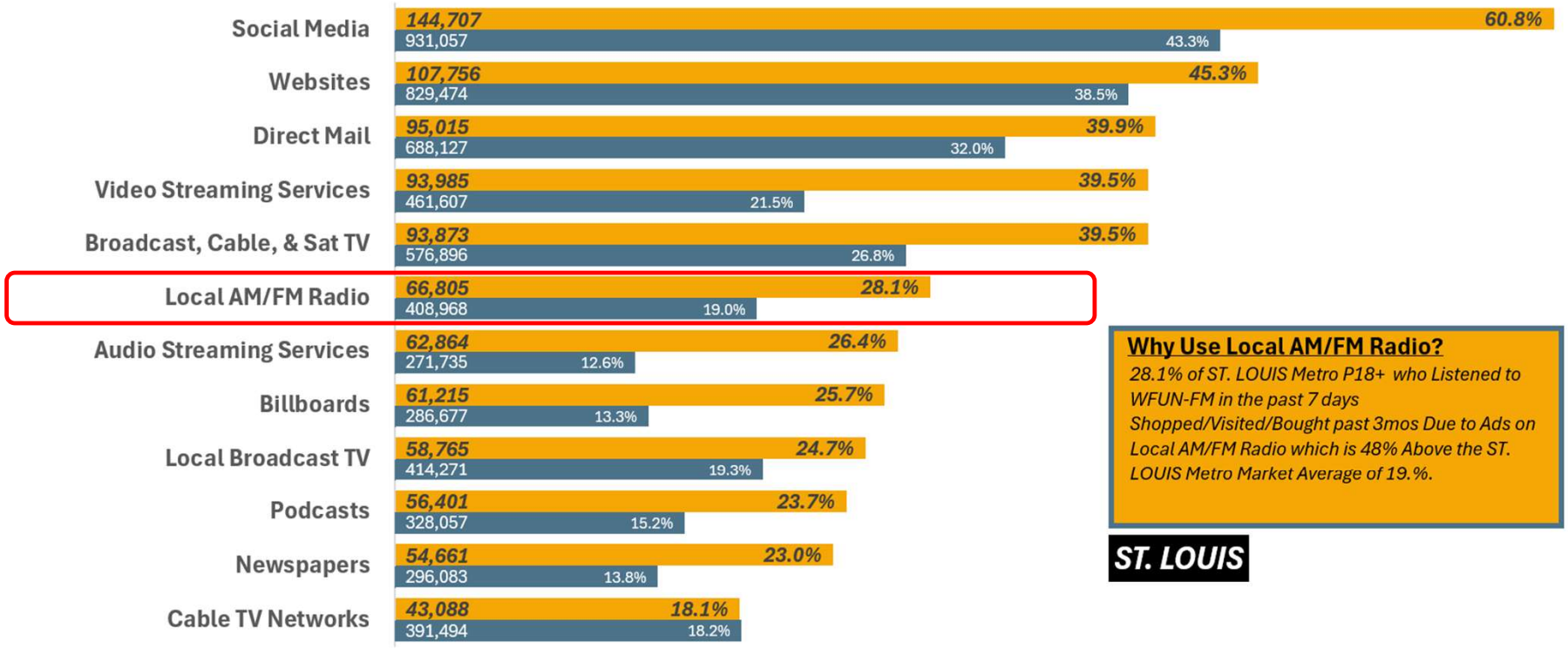
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Radio Stations: KYKY-FM

96.3 R&B for The Lou

"Advertising Actions"

P18+ who Listened to WFUN-FM in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

28.1% of ST. LOUIS Metro P18+ who Listened to WFUN-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 48% Above the ST. LOUIS Metro Market Average of 19.%.

ST. LOUIS

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Radio Stations: WFUN-FM