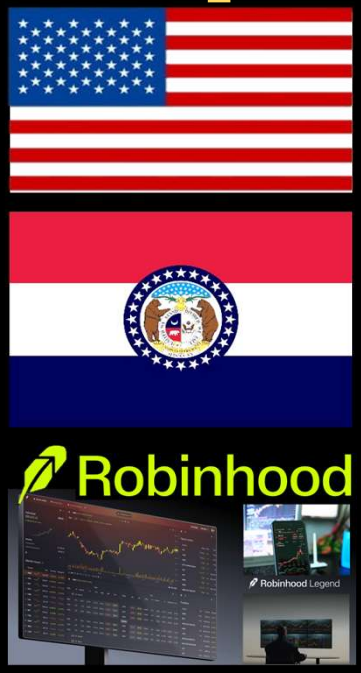
ST. LOUIS, MO, Metro – 5 P18+ Profiles of HUBBARD RADIO Listeners!

Brand New Data as of August 31, 2026!

Complete Demographic & Media Use Profiles







105.7 THE POINT EVERYTHING ALTERNATIVE

K-SHE-95

106-5 THE ARCH

92-3 WIL NEW COUNTRY FOR THE STL

101 ESPN Sports Talk For St. Louis

Hubbard media that connects

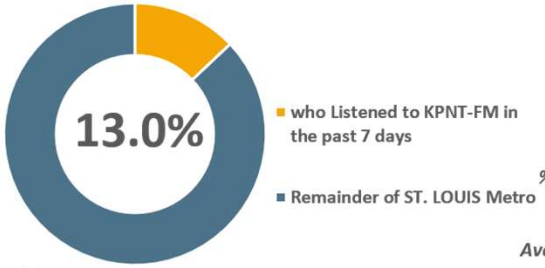
And, Yes! You ARE Smart Enough to Read a Robinhood Legend. So get ready to Learn!

Radio Stations: KPNT-FM Radio Stations: KSHE-FM Radio Stations: WARH-FM Radio Stations: WIL-FM Radio Stations: WXOS-FM

105.7 THE POINT
EVERYTHING ALTERNATIVE

13.% or 278,814 of ST. LOUIS Metro Adults 18 or older Listened to KPNT-FM in the past 7 days.
Typical Adults 18 or older who Listened to KPNT-FM in the past 7 days are 46. years old (7.7% younger than average) and have a $137,662 (23.3% higher than average) annual household income.

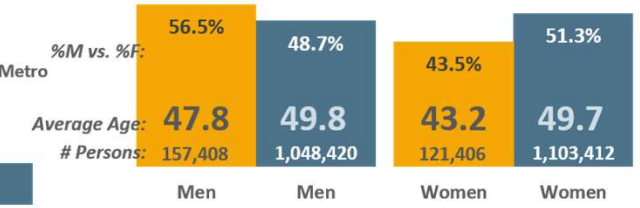
Percent of Market: Adults 18 or older



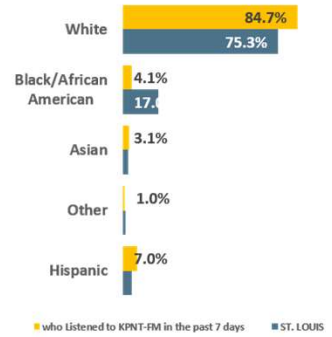
Total Persons:



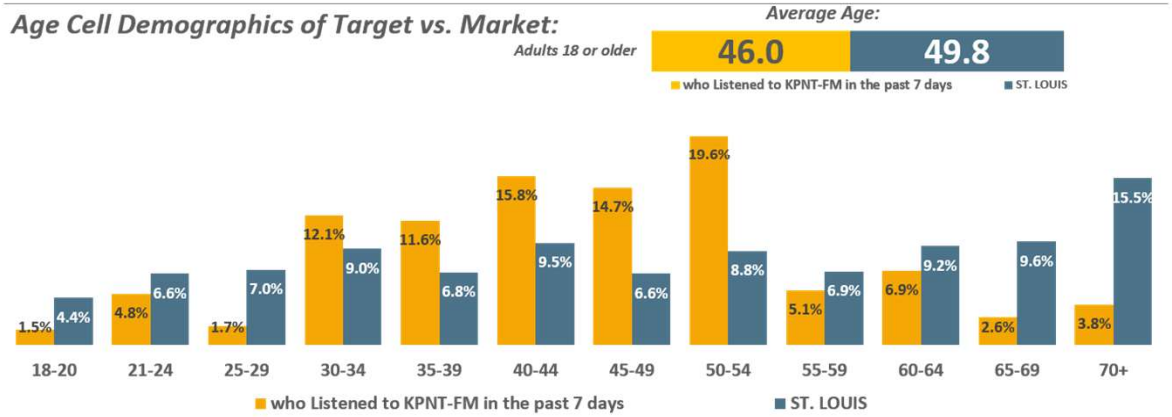
Gender of Target vs. Market: Adults 18 or older



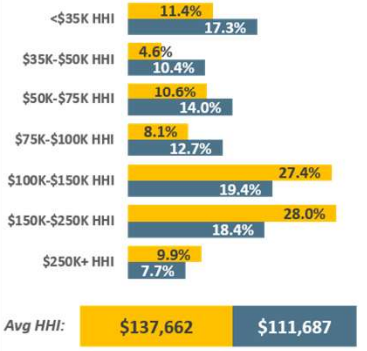
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



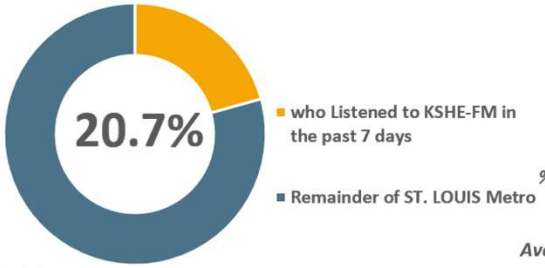
ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 226

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Radio Stations: KPNT-FM

20.7% or 444,981 of ST. LOUIS Metro Adults 18 or older Listened to KSHE-FM in the past 7 days.
Typical Adults 18 or older who Listened to KSHE-FM in the past 7 days are 49.1 years old (1.4% younger than average) and have a $116,715 (4.5% higher than average) annual household income.

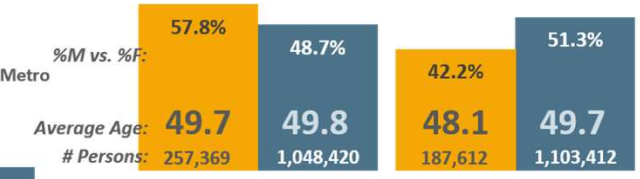
Percent of Market: Adults 18 or older



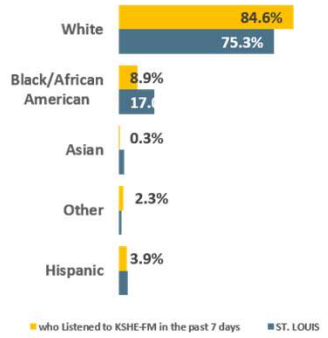
Total Persons:

444,981	1,706,851

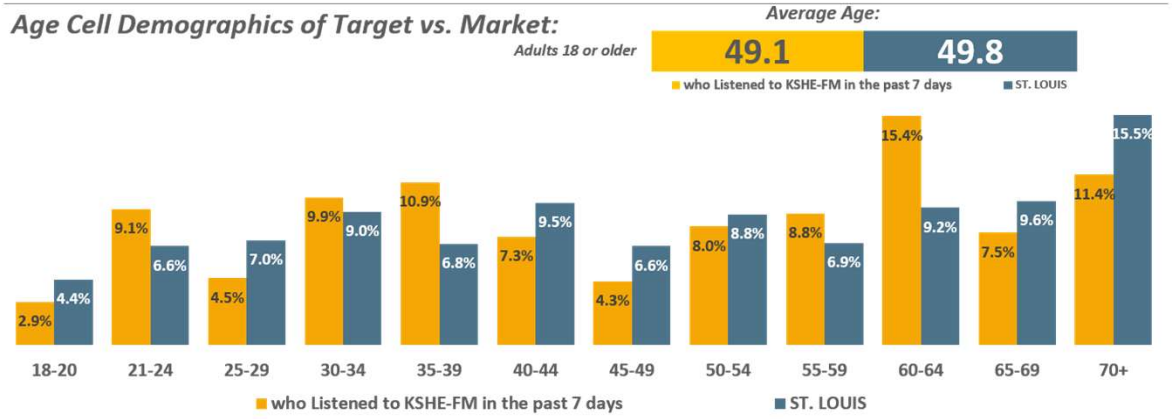
Gender of Target vs. Market: Adults 18 or older



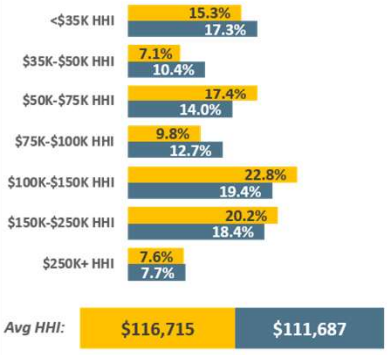
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

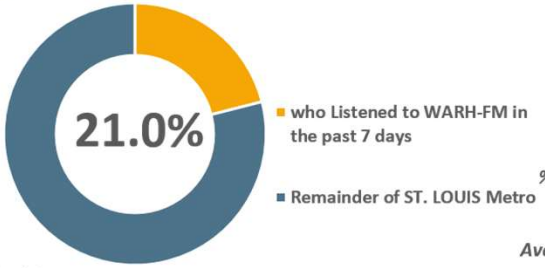


ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 358

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21.% or 452,604 of ST. LOUIS Metro Adults 18 or older Listened to WARH-FM in the past 7 days.
Typical Adults 18 or older who Listened to WARH-FM in the past 7 days are 48.7 years old (2.2% younger than average) and have a $127,652 (14.3% higher than average) annual household income.

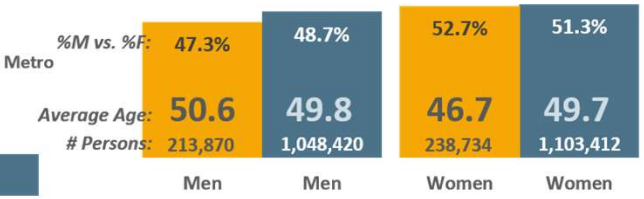
Percent of Market: Adults 18 or older



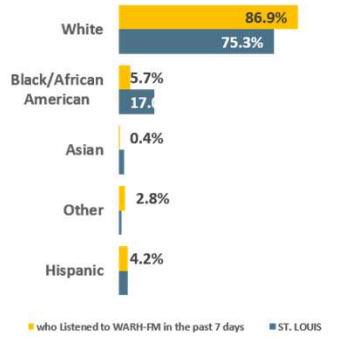
Total Persons:

452,604	1,699,228

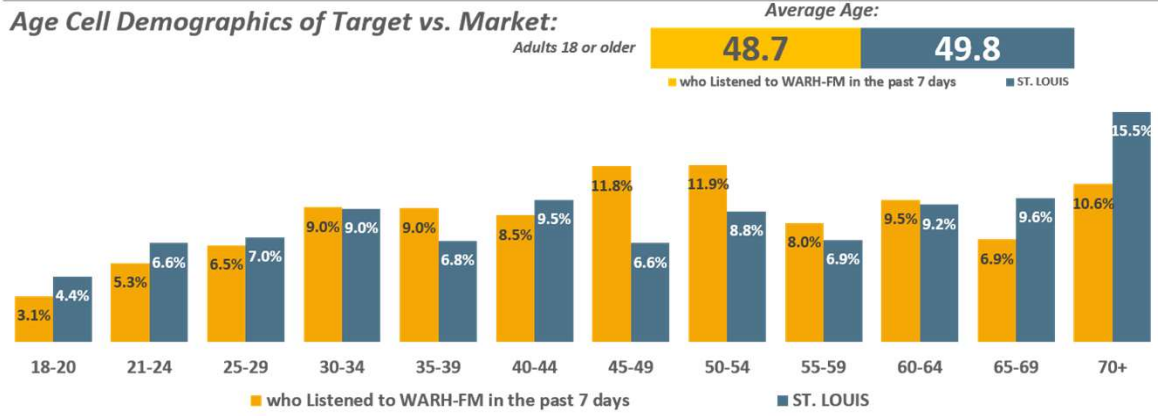
Gender of Target vs. Market: Adults 18 or older



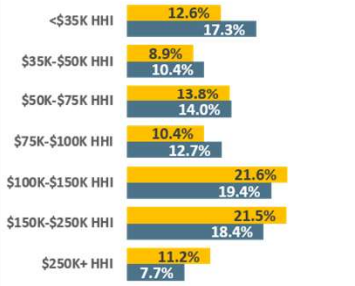
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



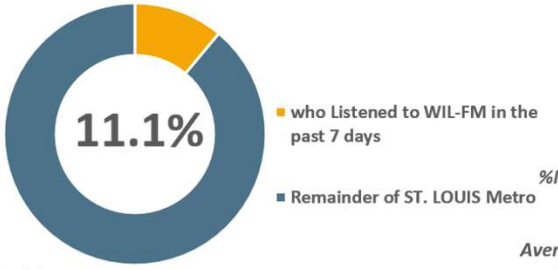
Avg HHI:	$127,652	$111,687

ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 344

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11.1% or 238,349 of ST. LOUIS Metro Adults 18 or older Listened to WIL-FM in the past 7 days.
Typical Adults 18 or older who Listened to WIL-FM in the past 7 days are 52.5 years old (5.4% older than average) and have a $126,800 (13.5% higher than average) annual household income.

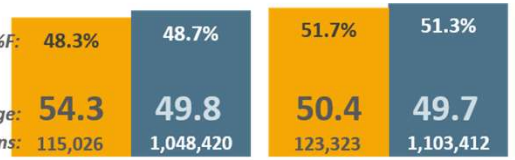
Percent of Market: Adults 18 or older



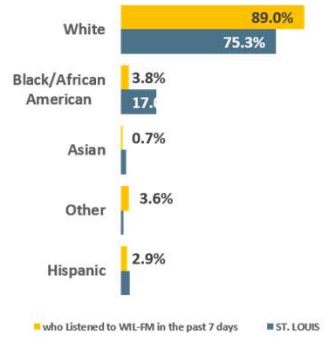
Total Persons:



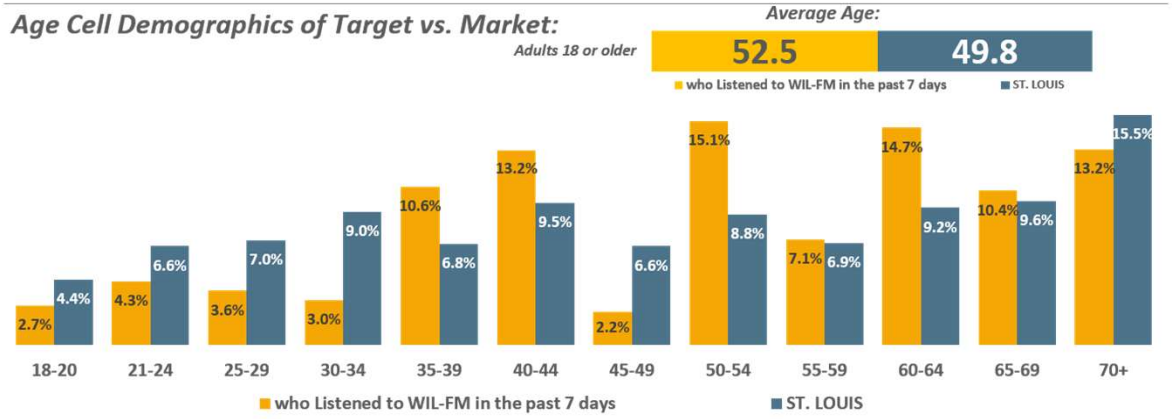
Gender of Target vs. Market: Adults 18 or older



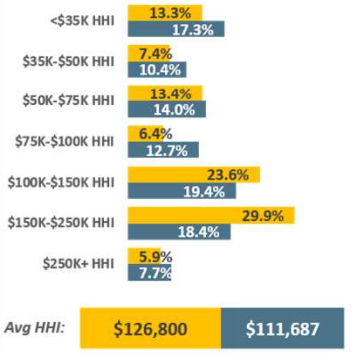
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



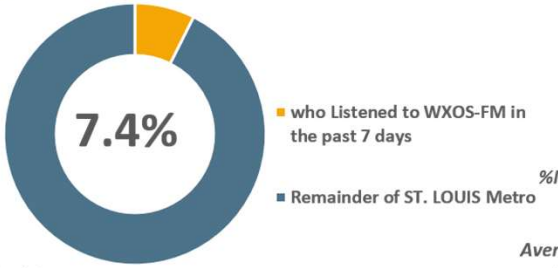
ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 191

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101 ESPN Sports Talk For St. Louis

7.4% or 159,341 of ST. LOUIS Metro Adults 18 or older Listened to WXOS-FM in the past 7 days.
Typical Adults 18 or older who Listened to WXOS-FM in the past 7 days are 53.1 years old (6.7% older than average) and have a $127,704 (14.3% higher than average) annual household income.

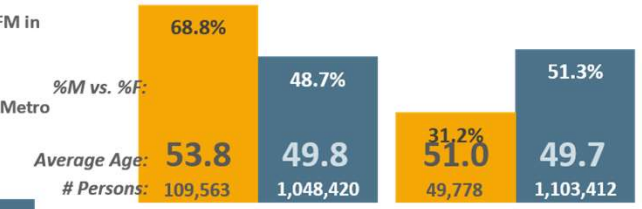
Percent of Market: Adults 18 or older



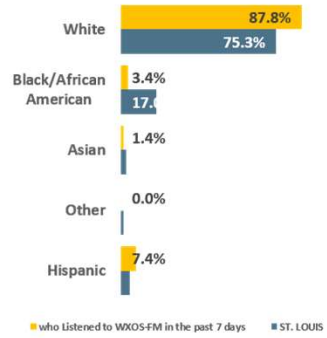
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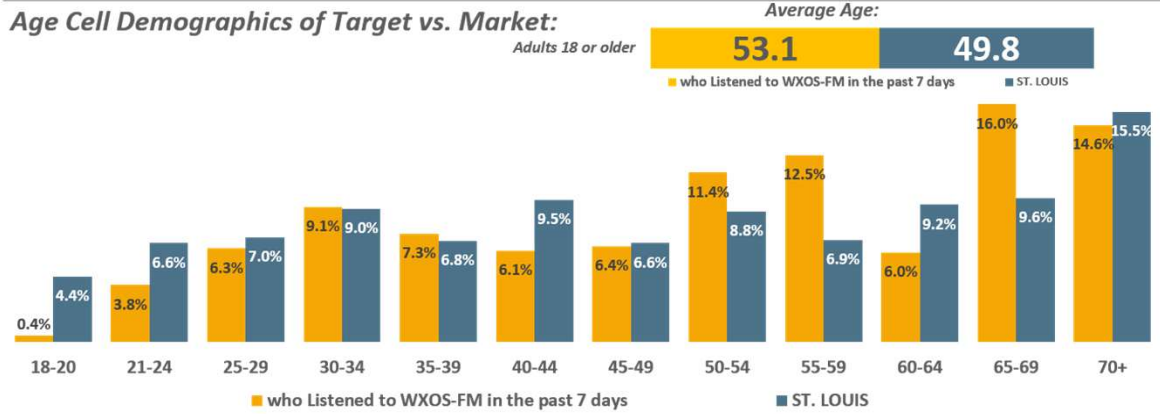
Gender of Target vs. Market: Adults 18 or older



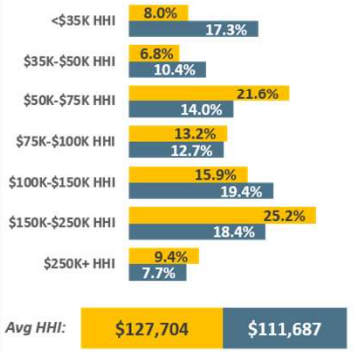
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



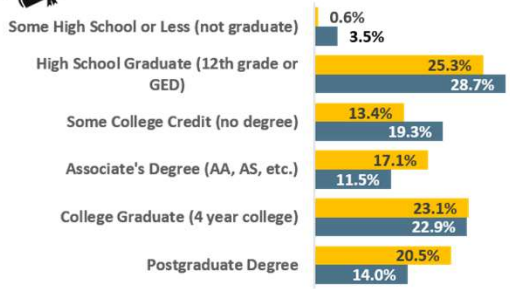
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Radio Stations: WXOS-FM

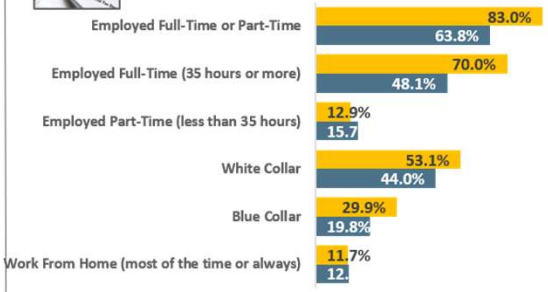
105.7 THE POINT
EVERYTHING ALTERNATIVE

13.% or 278,814 of ST. LOUIS Metro Adults 18 or older Listened to KPNT-FM in the past 7 days. Adults 18 or older who Listened to KPNT-FM in the past 7 days are 18.2% more likely to be a college graduate, 45.6% more likely to work full-time, 14.7% more likely to be married, 52.4% more likely to be a parent of 1 or more children under 18.

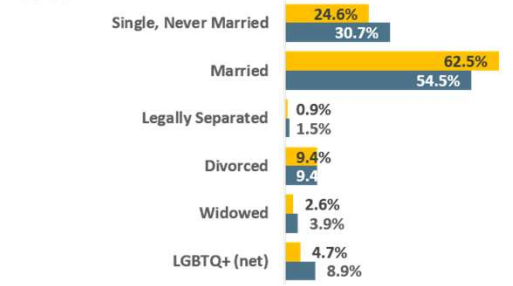
Education Levels: Adults 18 or older



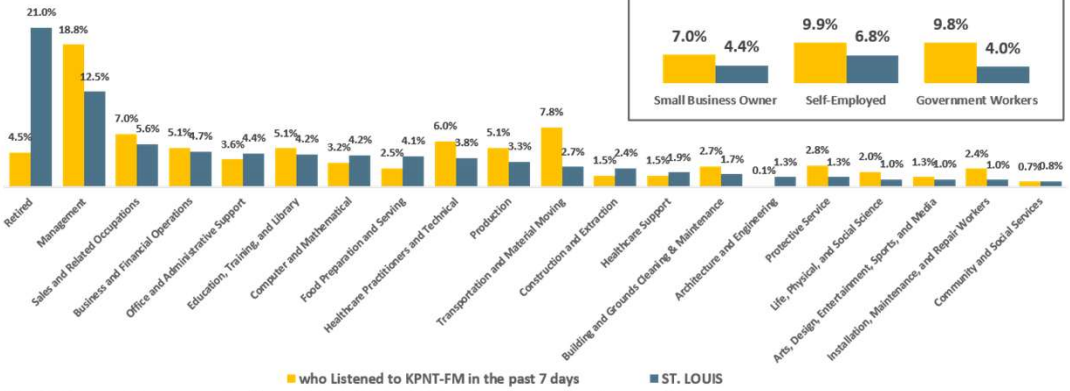
Employment: Adults 18 or older



Marital Status: Adults 18 or older

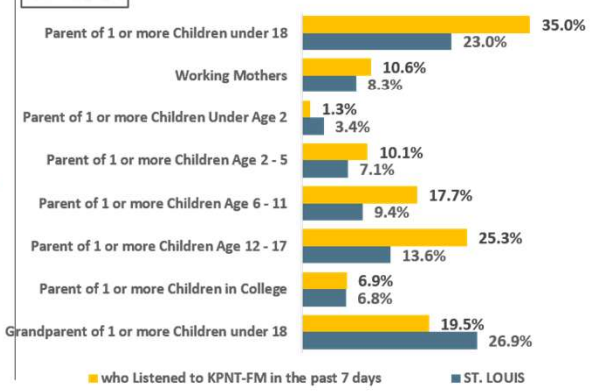


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older

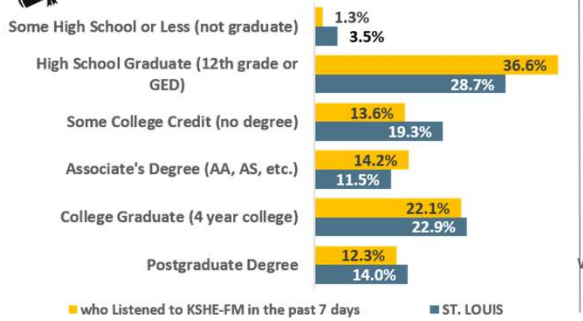


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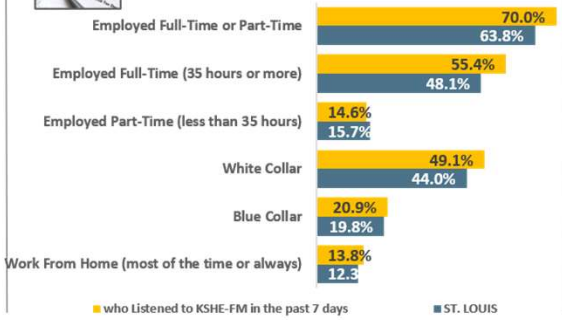
Radio Stations: KPNT-FM

20.7% or 444,981 of ST. LOUIS Metro Adults 18 or older Listened to KSHE-FM in the past 7 days. Adults 18 or older who Listened to KSHE-FM in the past 7 days are 6.8% less likely to be a college graduate, 15.2% more likely to work full-time, 2.7% more likely to be married, 12.2% more likely to be a parent of 1 or more children under 18.

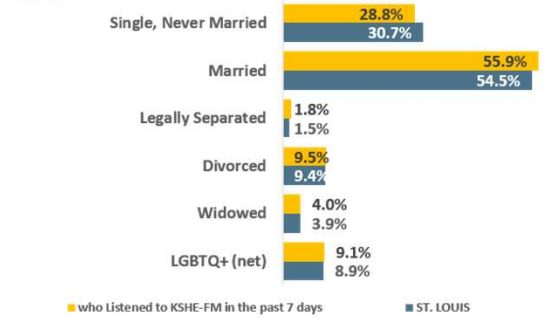
Education Levels: Adults 18 or older



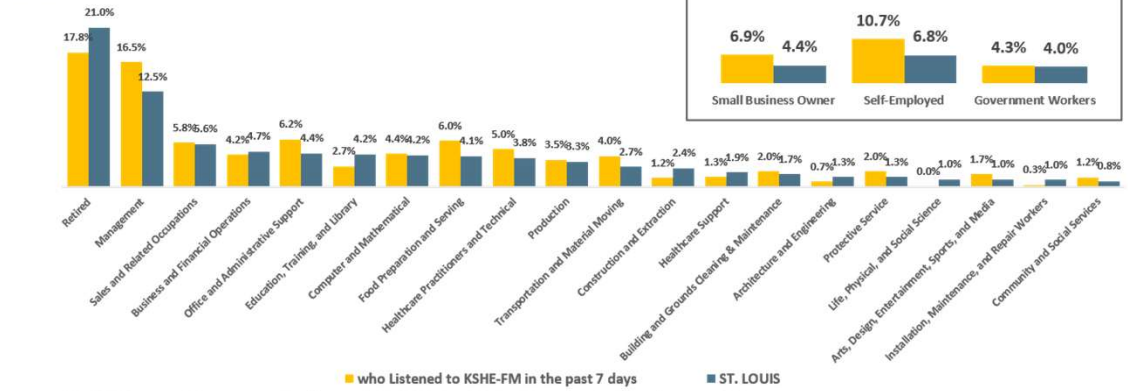
Employment: Adults 18 or older



Marital Status: Adults 18 or older

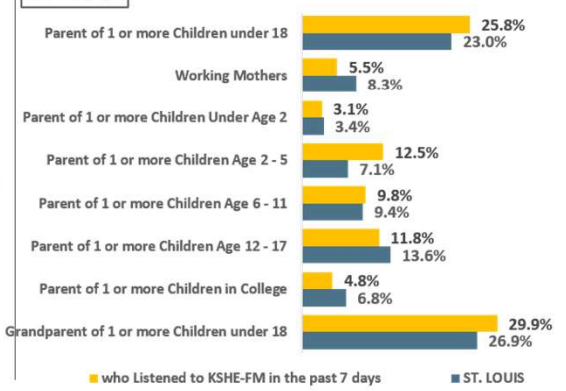


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

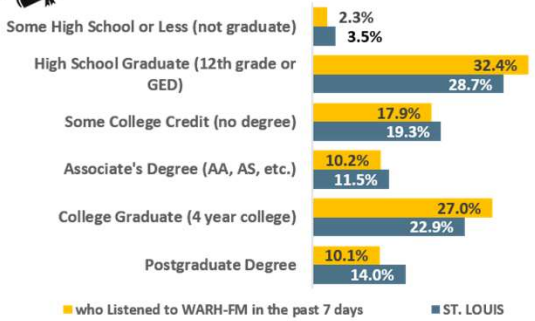
Stage in Life: Adults 18 or older



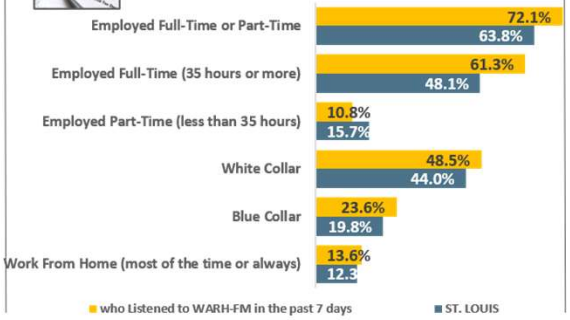
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21.% or 452,604 of ST. LOUIS Metro Adults 18 or older Listened to WARH-FM in the past 7 days. Adults 18 or older who Listened to WARH-FM in the past 7 days are .6% more likely to be a college graduate, 27.4% more likely to work full-time, 8.5% more likely to be married, 12.5% more likely to be a parent of 1 or more children under 18.

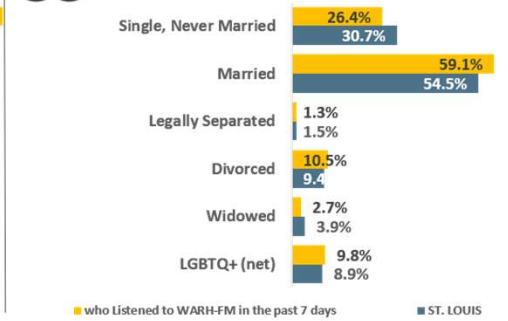
Education Levels: Adults 18 or older



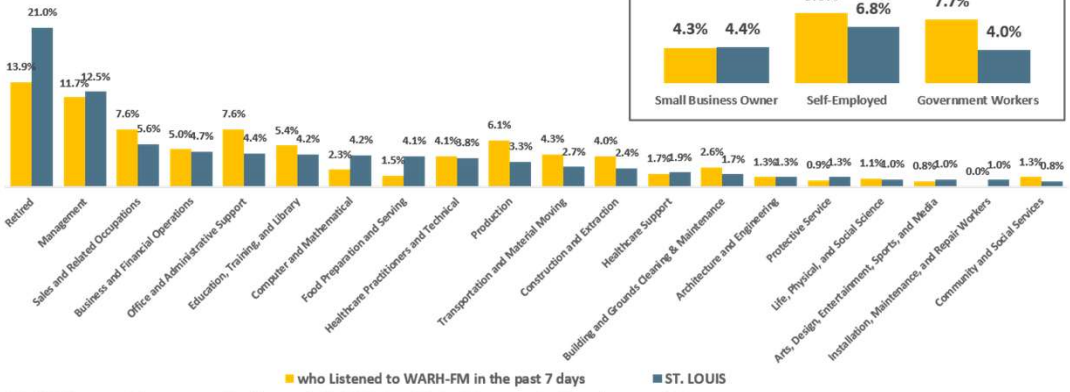
Employment: Adults 18 or older



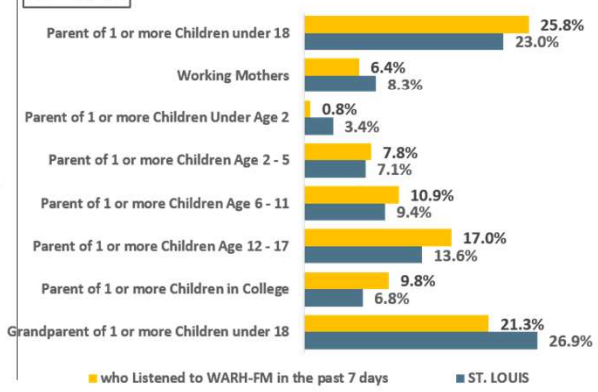
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

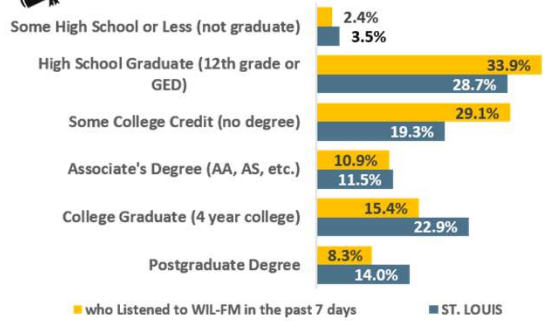


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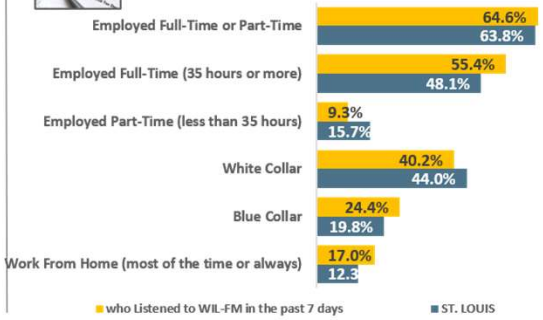
Radio Stations: WARH-FM

11.1% or 238,349 of ST. LOUIS Metro Adults 18 or older Listened to WIL-FM in the past 7 days. Adults 18 or older who Listened to WIL-FM in the past 7 days are 35.7% less likely to be a college graduate, 15.1% more likely to work full-time, 17.5% more likely to be married, 1.6% less likely to be a parent of 1 or more children under 18.

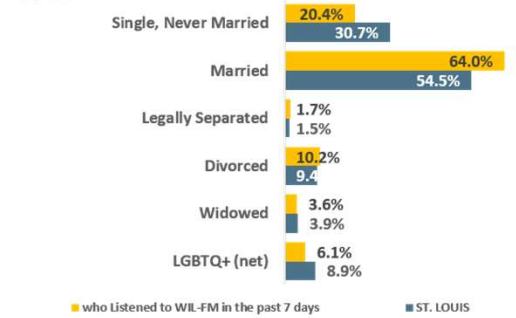
Education Levels: Adults 18 or older



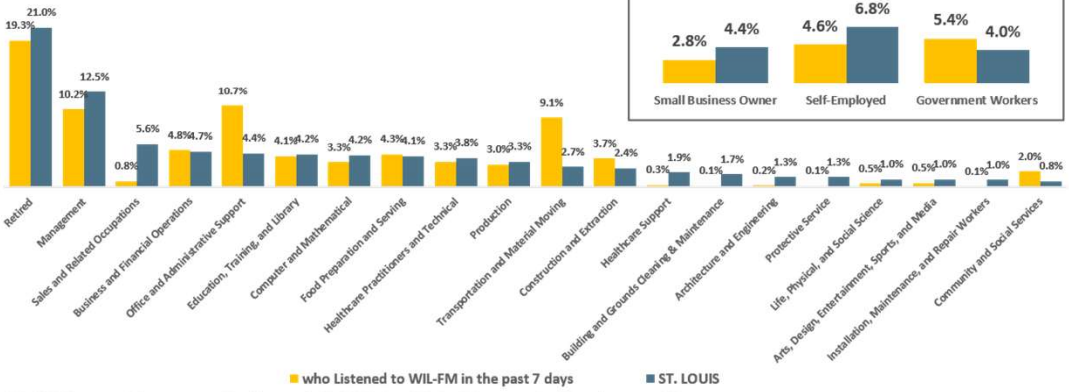
Employment: Adults 18 or older



Marital Status: Adults 18 or older

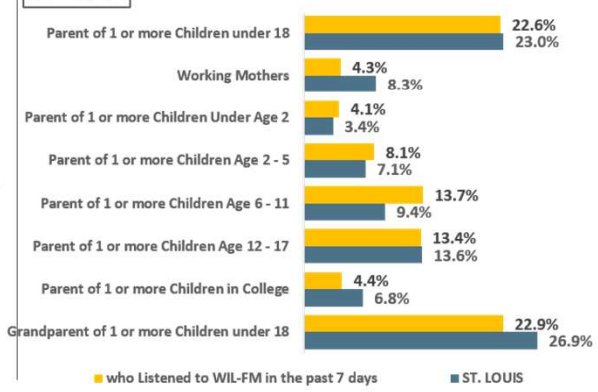


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



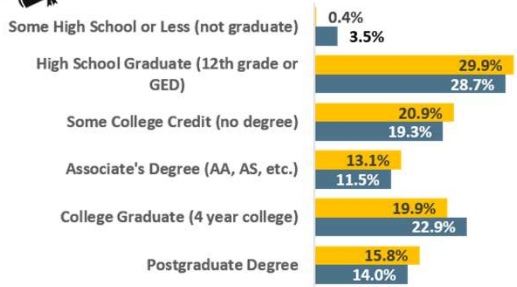
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Radio Stations: WIL-FM

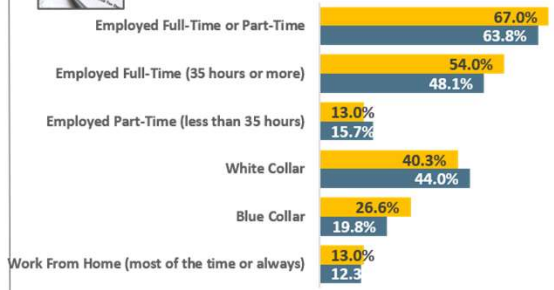
101 ESPN Sports Talk For St. Louis

7.4% or 159,341 of ST. LOUIS Metro Adults 18 or older Listened to WXOS-FM in the past 7 days. Adults 18 or older who Listened to WXOS-FM in the past 7 days are 3.1% less likely to be a college graduate, 12.3% more likely to work full-time, 11.5% more likely to be married, 3.1% less likely to be a parent of 1 or more children under 18.

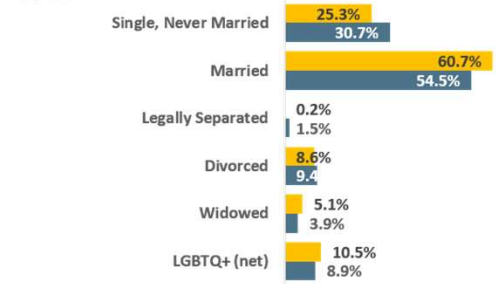
Education Levels: Adults 18 or older



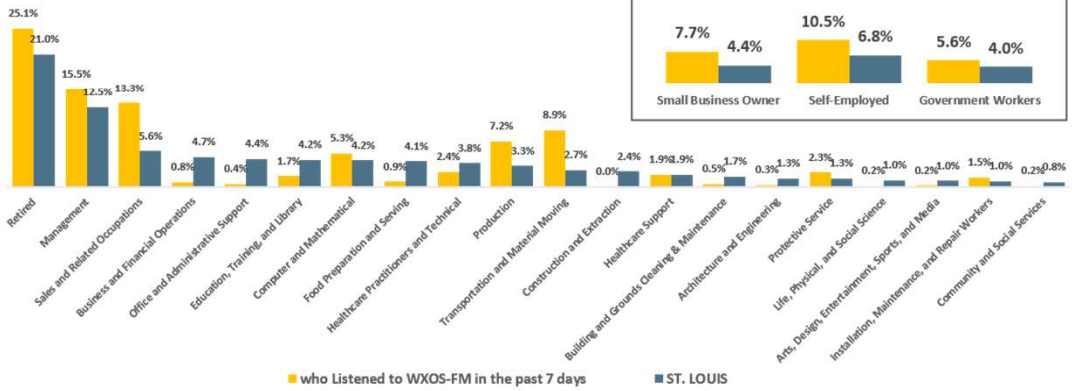
Employment: Adults 18 or older



Marital Status: Adults 18 or older

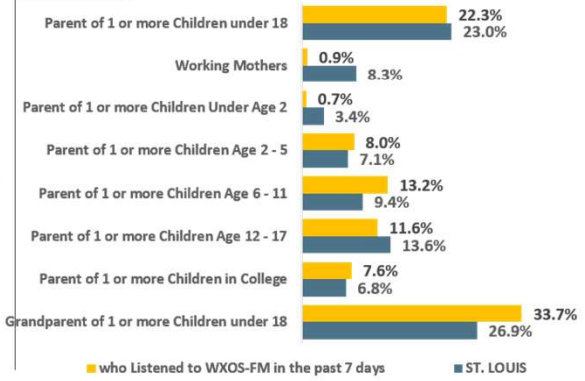


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



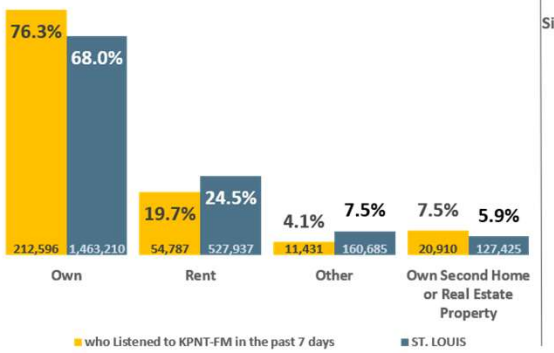
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Radio Stations: WXOS-FM

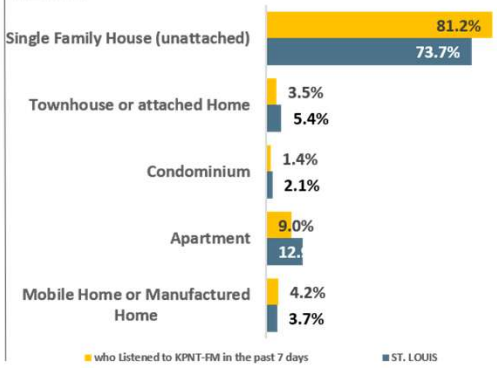
105.7 THE POINT
EVERYTHING ALTERNATIVE

13.% or 278,814 of ST. LOUIS Metro Adults 18 or older Listened to KPNT-FM in the past 7 days. Adults 18 or older who Listened to KPNT-FM in the past 7 days are 12.1% more likely to own their home, 12.3% more likely to own a higher valued home, 10.2% more likely to have a single-family home, 30.1% more likely to have a dog.

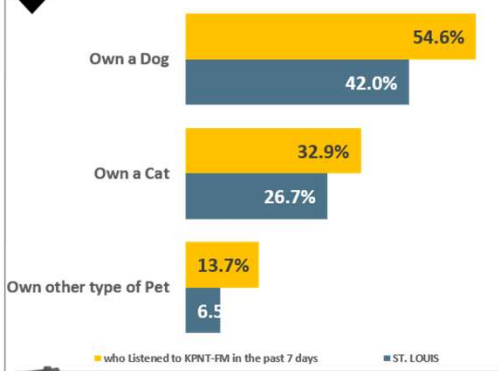
Own/Rent/Other: Adults 18 or older



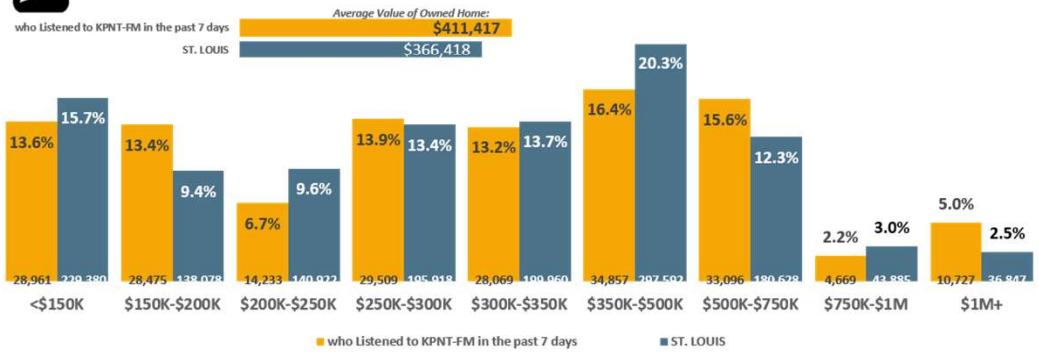
Type of Home: Adults 18 or older



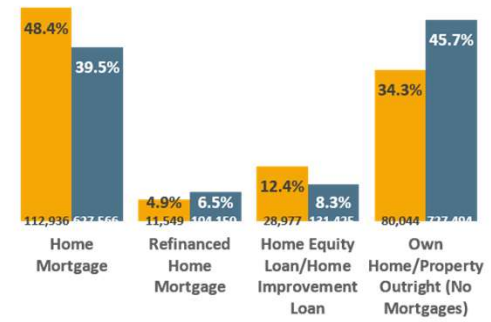
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



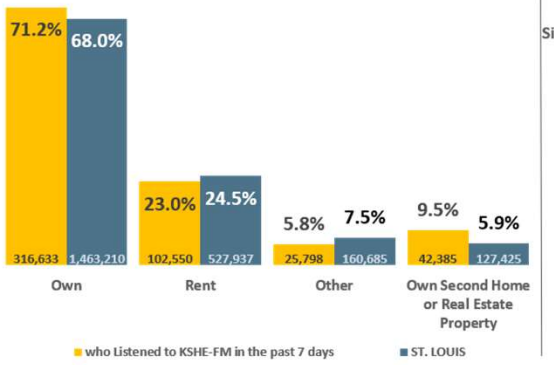
ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 226

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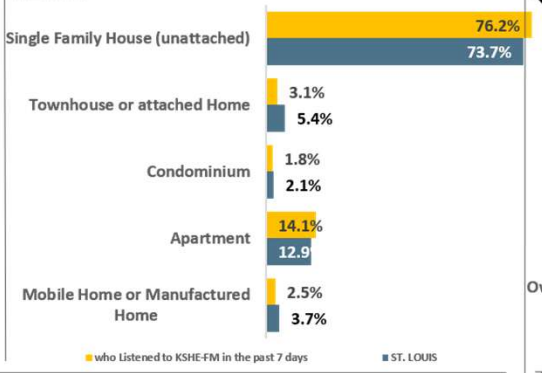
Radio Stations: KPNT-FM

20.7% or 444,981 of ST. LOUIS Metro Adults 18 or older Listened to KSHE-FM in the past 7 days.
Adults 18 or older who Listened to KSHE-FM in the past 7 days are 4.6% more likely to own their home, 2.% more likely to own a higher valued home, 3.3% more likely to have a single-family home, 15.5% more likely to have a dog.

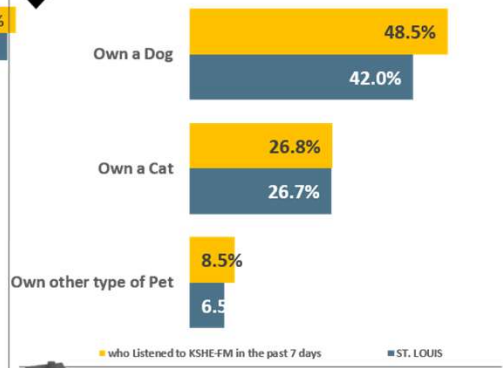
Own/Rent/Other: Adults 18 or older



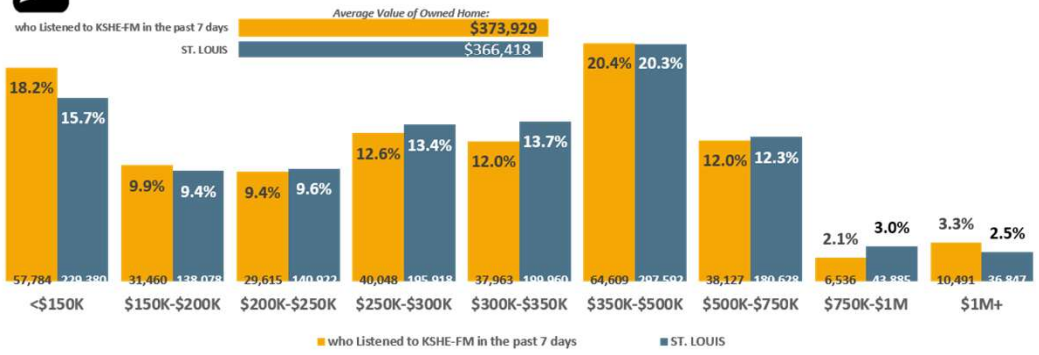
Type of Home: Adults 18 or older



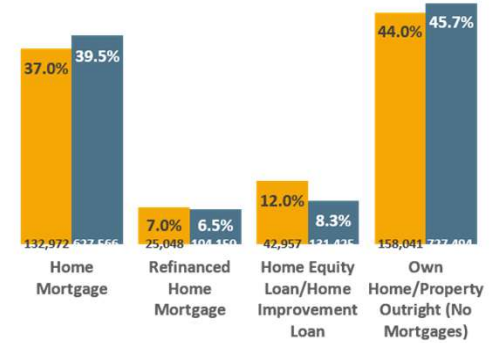
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



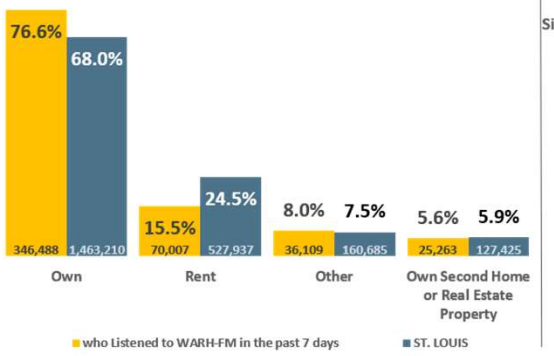
ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 358

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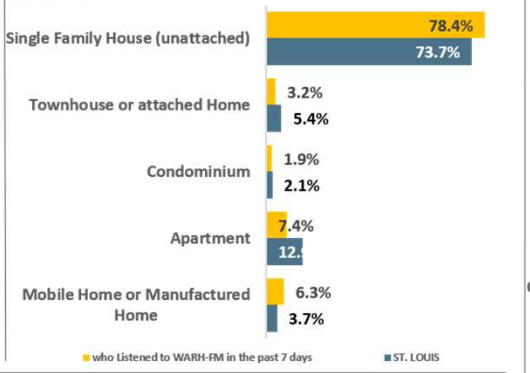
Radio Stations: KSHE-FM

21.% or 452,604 of ST. LOUIS Metro Adults 18 or older Listened to WARH-FM in the past 7 days.
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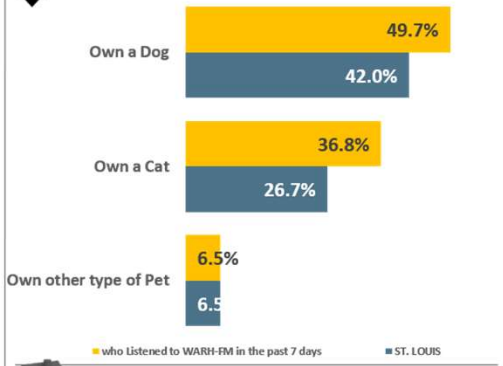
Own/Rent/Other: Adults 18 or older



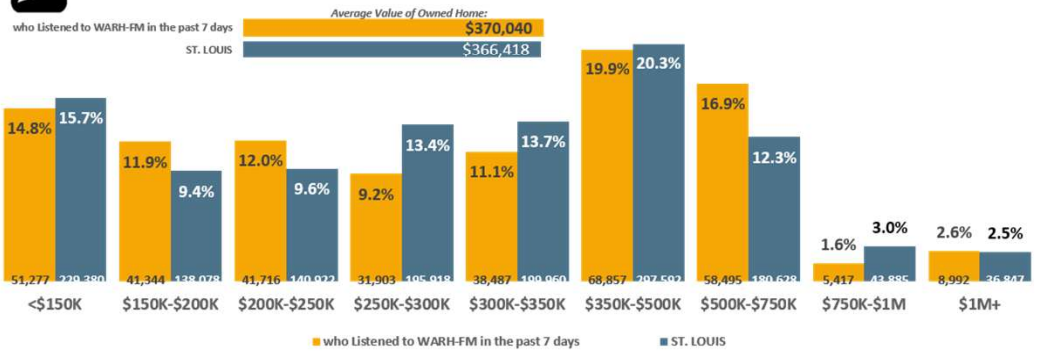
Type of Home: Adults 18 or older



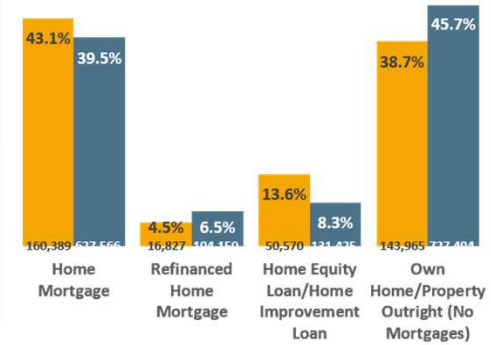
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



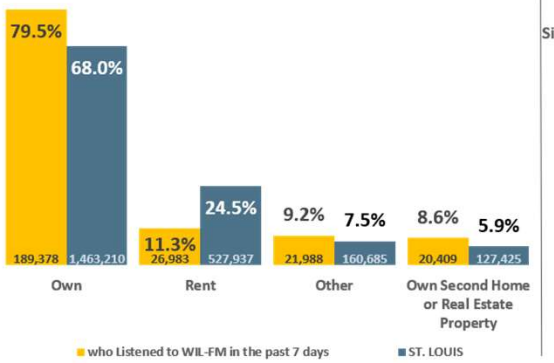
ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 344

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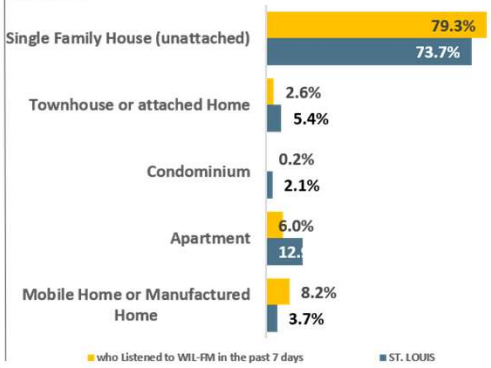
Radio Stations: WARH-FM

11.1% or 238,349 of ST. LOUIS Metro Adults 18 or older Listened to WIL-FM in the past 7 days. Adults 18 or older who Listened to WIL-FM in the past 7 days are 16.8% more likely to own their home, 6.% more likely to own a higher valued home, 7.5% more likely to have a single-family home, 5.5% less likely to have a dog.

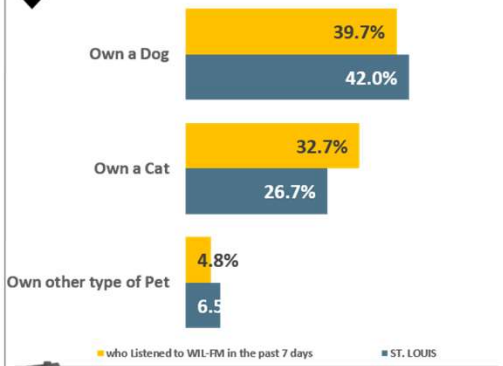
Own/Rent/Other: Adults 18 or older



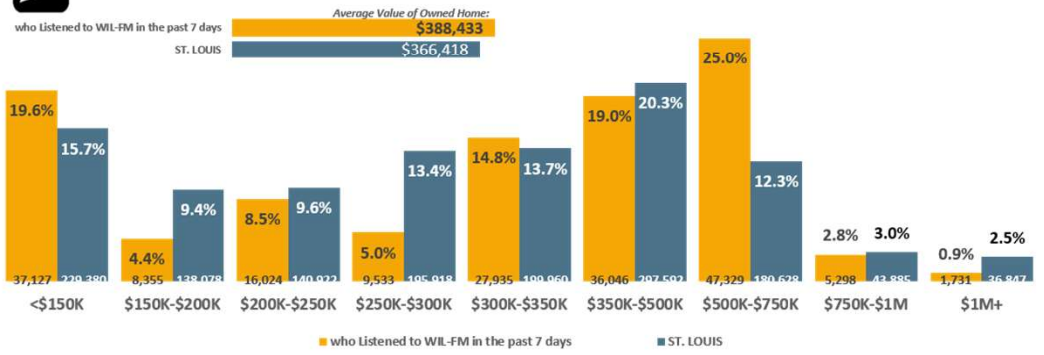
Type of Home: Adults 18 or older



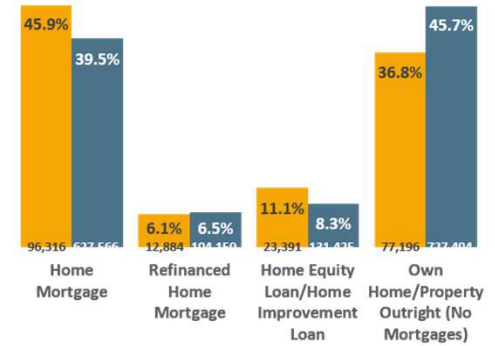
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 191

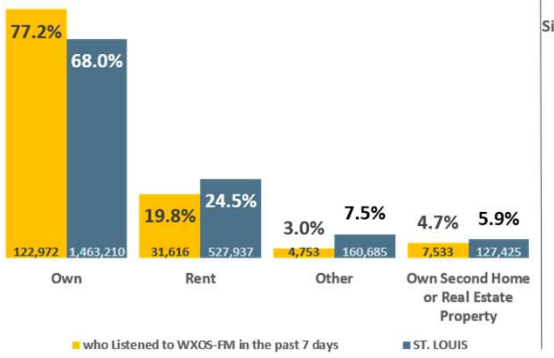
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Radio Stations: WIL-FM

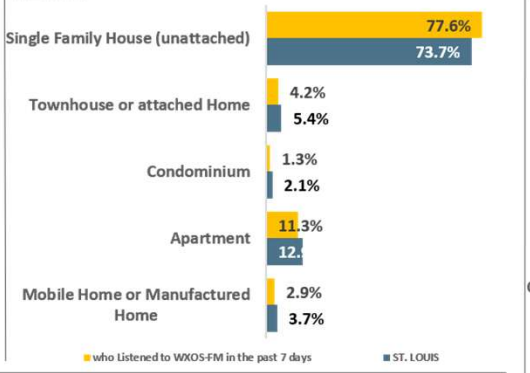
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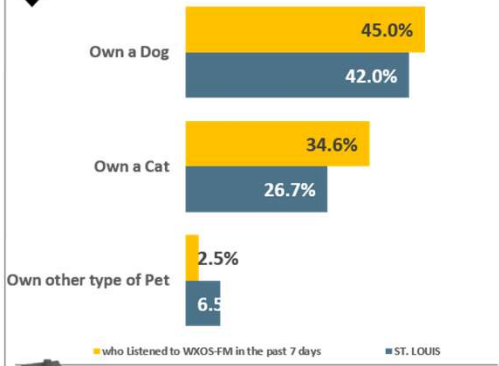
Own/Rent/Other: Adults 18 or older



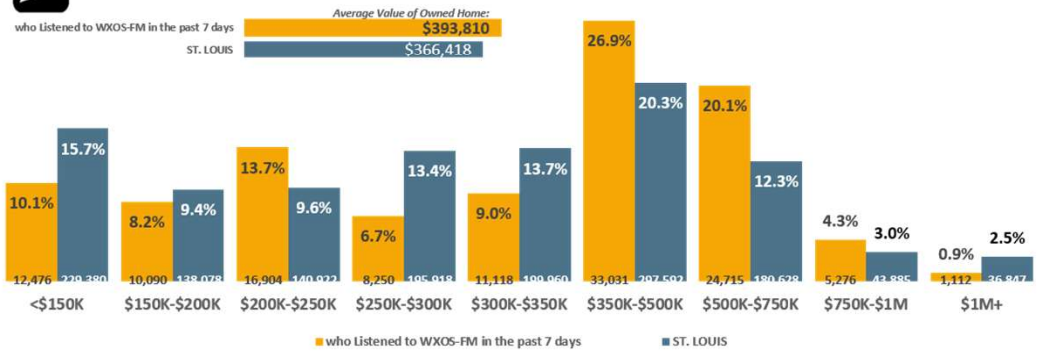
Type of Home: Adults 18 or older



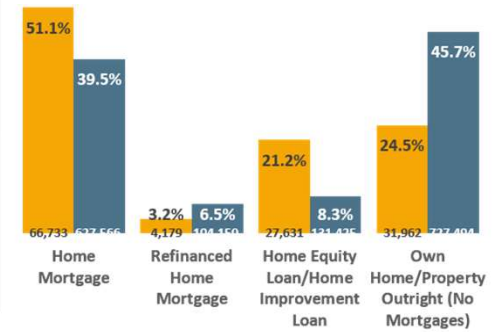
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



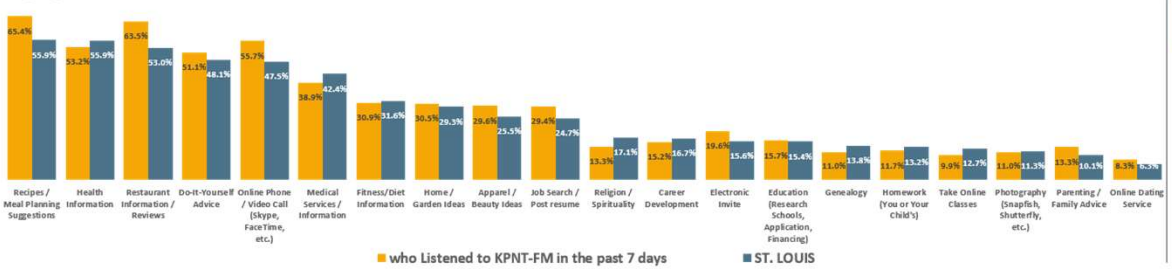
ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 131

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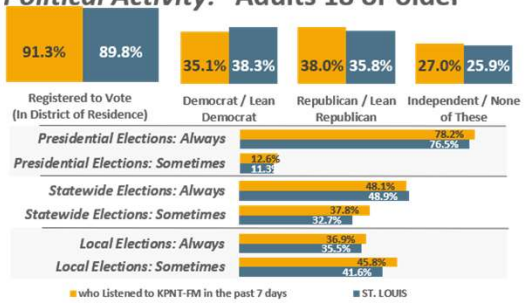
Radio Stations: WXOS-FM

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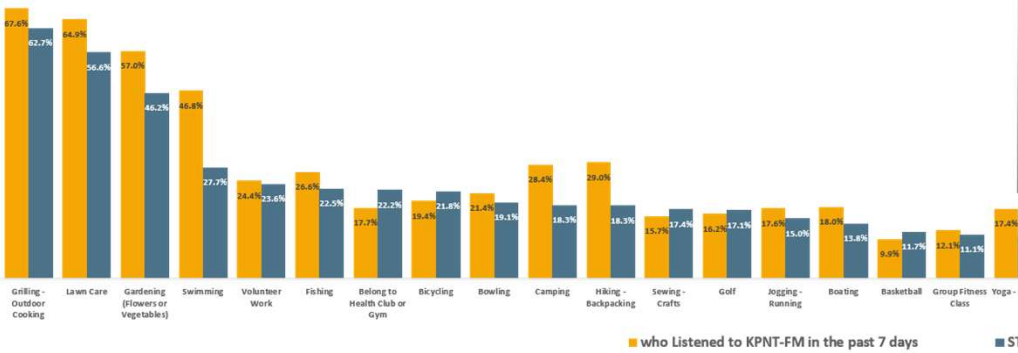
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



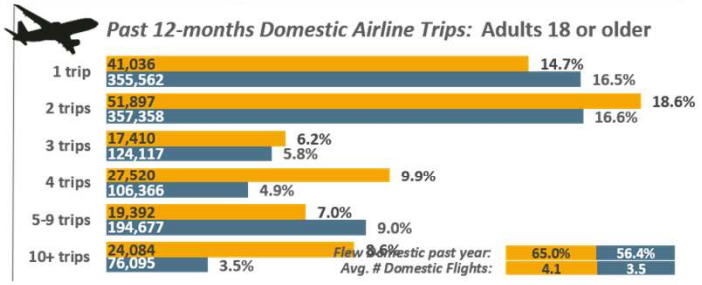
Political Activity: Adults 18 or older



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



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



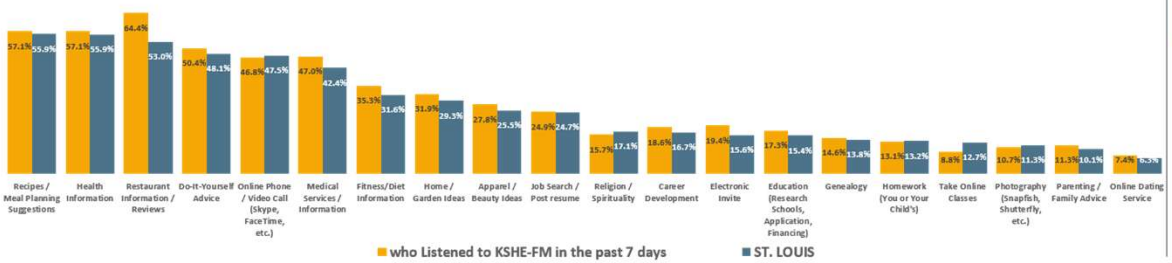
ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 226

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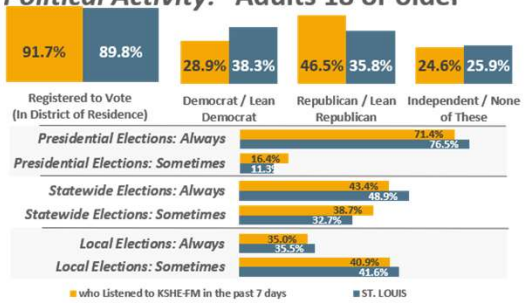
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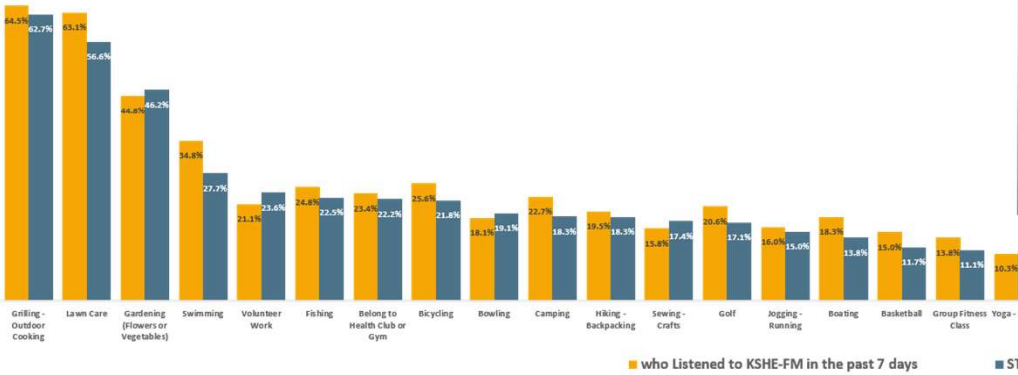
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



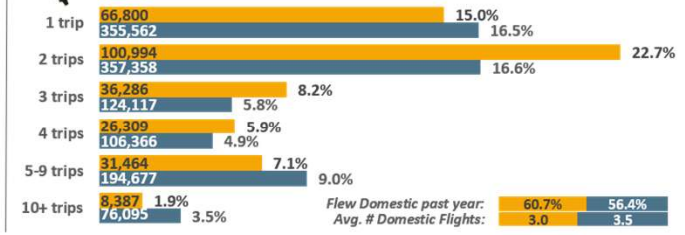
Political Activity: Adults 18 or older



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



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

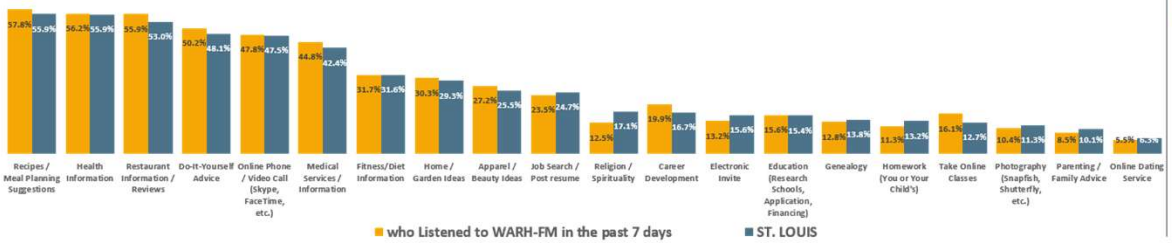


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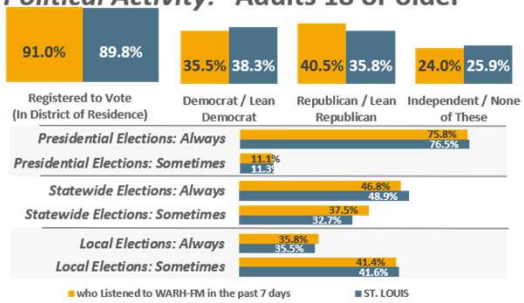
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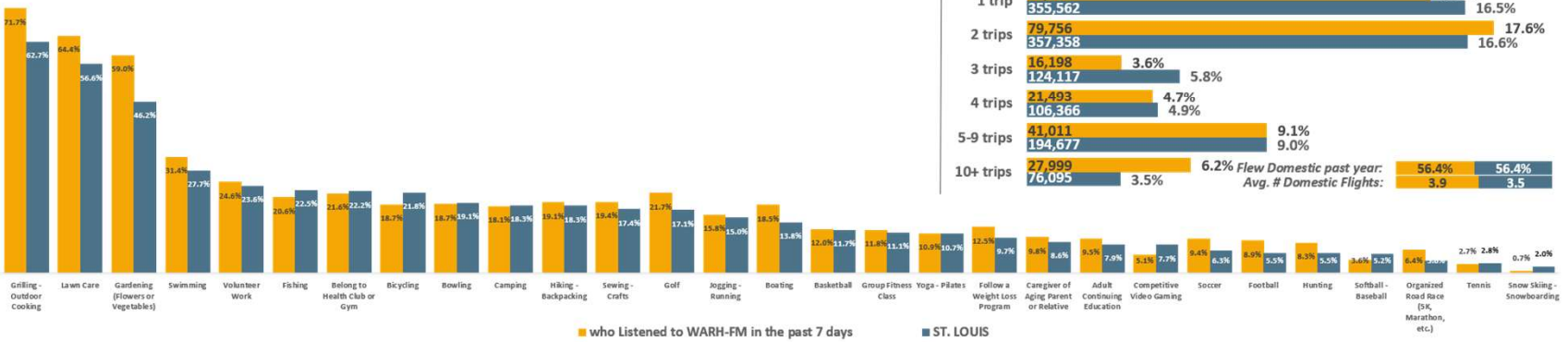
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



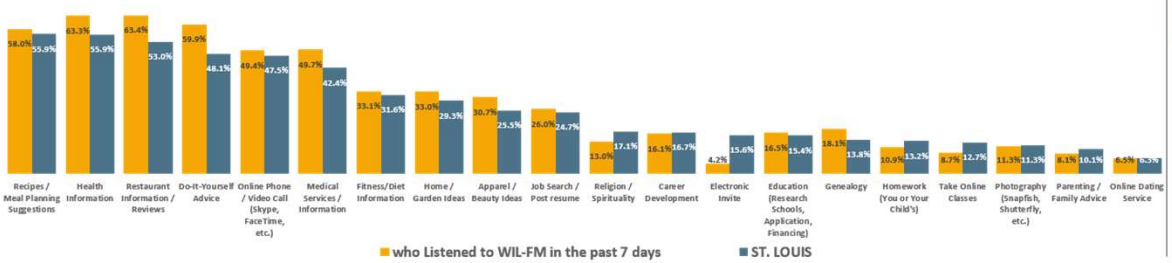
Past 12-months Domestic Airline Trips: Adults 18 or older

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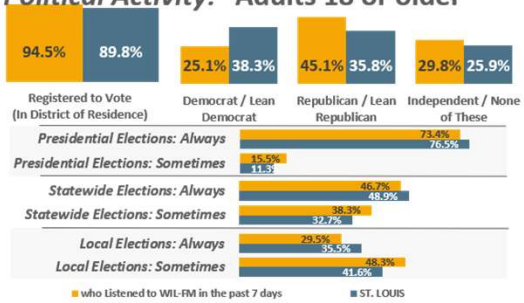
Radio Stations: WARH-FM

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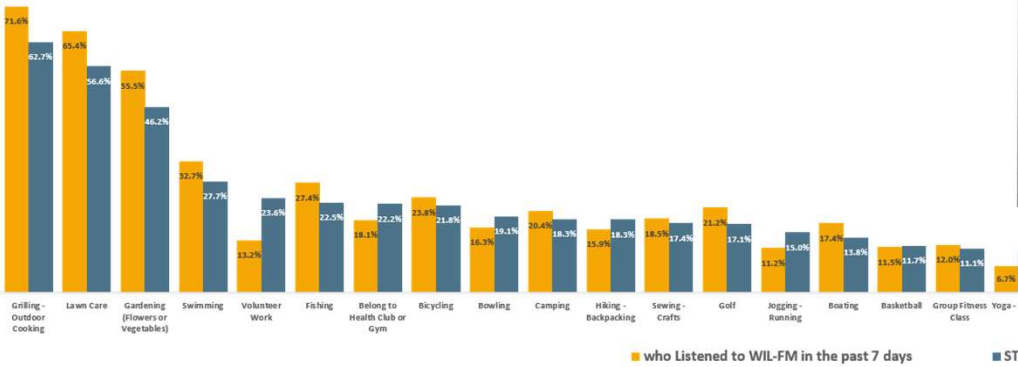
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



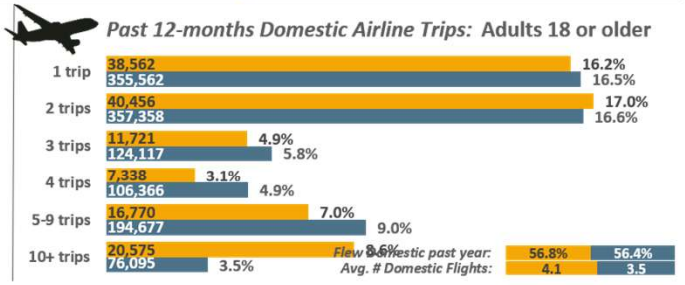
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Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



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



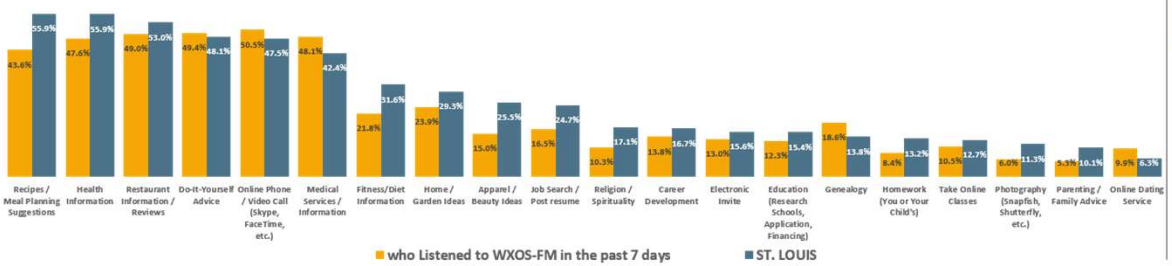
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Radio Stations: WIL-FM

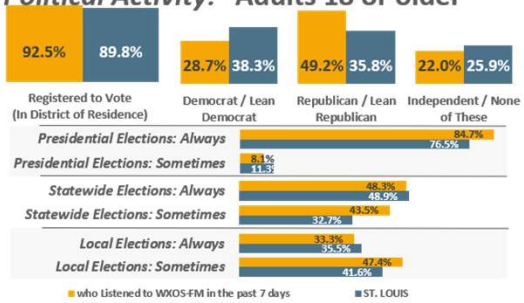
101 ESPN
Sports Talk For St. Louis

7.4% or 159,341 of ST. LOUIS Metro Adults 18 or older Listened to WXOS-FM in the past 7 days. Adults 18 or older who Listened to WXOS-FM in the past 7 days are 2.7% more likely to look up D-I-Y advice online, 6.1% less likely to always vote in local elections, 35.5% more likely to belong to a gym, 21.2% more likely to fly domestic past yr.

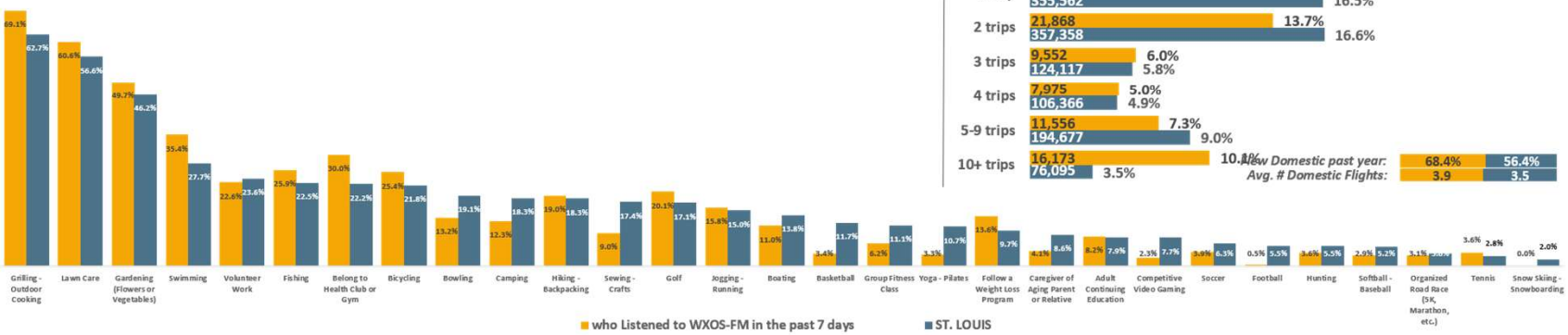
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

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Radio Stations: WXOS-FM

105.7 THE POINT
EVERYTHING ALTERNATIVE

13.% or 278,814 of ST. LOUIS Metro Adults 18 or older Listened to KPNT-FM in the past 7 days.
Adults 18 or older who Listened to KPNT-FM in the past 7 days are 5.5% more likely to use QSRs past mo., 14.6% more likely to use Sit-Down Restaurants past mo., 11.8% less likely to use Casinos past yr., 7.7% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:
91.0% 253,787
86.3% 1,857,400

Avg. Monthly QSR Meals:
6.0
6.1

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



Total Monthly Sit-Down Restaurant Users:
85.1% 237,314
74.3% 1,598,383

Avg. Monthly Sit-Down Restaurant Meals:
3.4
3.8

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



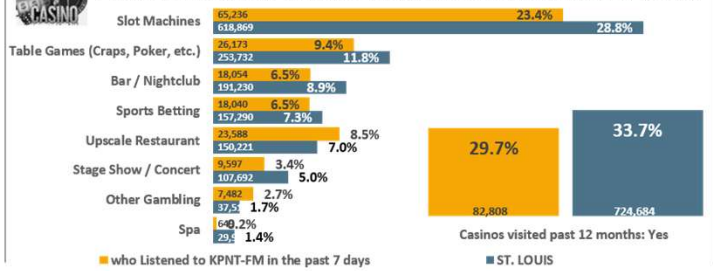
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Listened to KPNT-FM in the past 7 days 35,152 12.6%
ST. LOUIS 396,936 18.4%

Drank Past 30-days: Adults 18 or older





Past 12 months Casino Activities: Adults 18 or older



Casinos visited past 12 months: Yes
29.7% 82,808
33.7% 724,684

Used Past 30-days: Adults 18 or older



ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 226

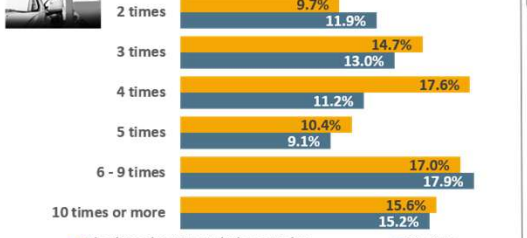
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Radio Stations: KPNT-FM

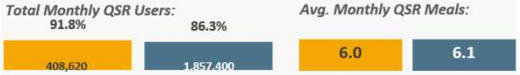
20.7% or 444,981 of ST. LOUIS Metro Adults 18 or older Listened to KSHE-FM in the past 7 days.
Adults 18 or older who Listened to KSHE-FM in the past 7 days are 6.4% more likely to use QSRs past mo., 9.% more likely to use Sit-Down Restaurants past mo., 35.1% more likely to use Casinos past yr., 32.2% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older





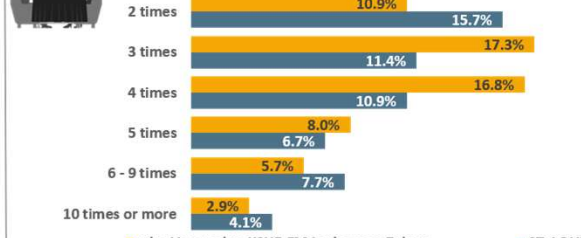
Total Monthly QSR Users:



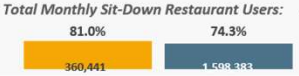
Avg. Monthly QSR Meals:

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

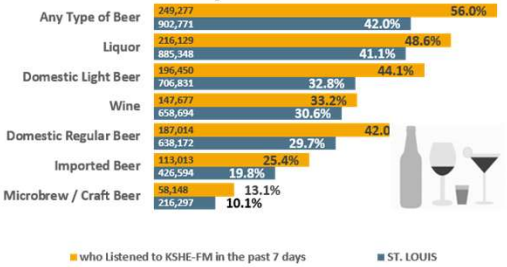
(Sit-Down Restaurants Used Past 30-days)



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

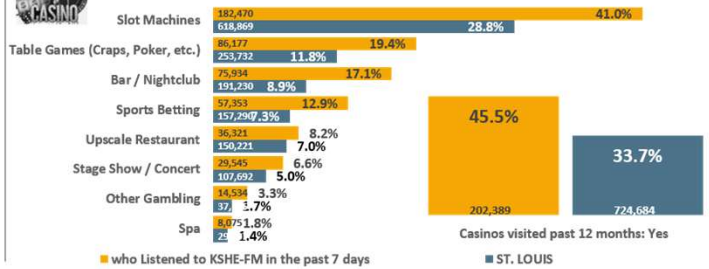


Drank Past 30-days: Adults 18 or older



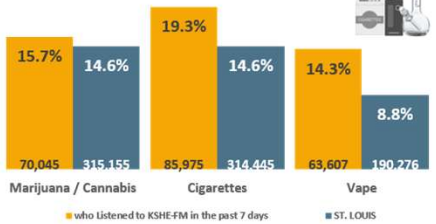
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 358

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Radio Stations: KSHE-FM

21.% or 452,604 of ST. LOUIS Metro Adults 18 or older Listened to WARH-FM in the past 7 days.
Adults 18 or older who Listened to WARH-FM in the past 7 days are 2.6% more likely to use QSRs past mo., 3.5% more likely to use Sit-Down Restaurants past mo., 9.3% more likely to use Casinos past yr., 9.9% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:
88.5% 400,641
86.3% 1,857,400

Avg. Monthly QSR Meals:
6.3
6.1

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



Total Monthly Sit-Down Restaurant Users:
76.9% 348,007
74.3% 1,598,383

Avg. Monthly Sit-Down Restaurant Meals:
3.8
3.8

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



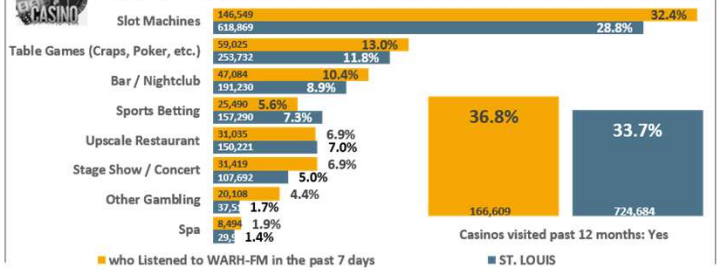
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Listened to WARH-FM in the past 7 days 74,279 16.4%
ST. LOUIS 396,936 18.4%

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: WARH-FM

11.1% or 238,349 of ST. LOUIS Metro Adults 18 or older Listened to WIL-FM in the past 7 days.
Adults 18 or older who Listened to WIL-FM in the past 7 days are 8.9% more likely to use QSRs past mo., 1.5% more likely to use Sit-Down Restaurants past mo., 23.% more likely to use Casinos past yr., 14.% 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

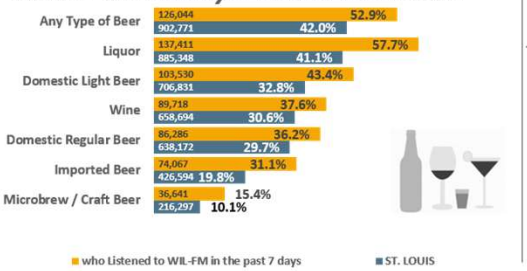
(Sit-Down Restaurants Used Past 30-days)



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

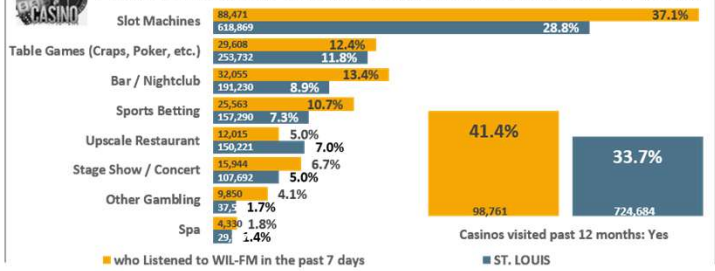


Drank Past 30-days: Adults 18 or older



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 191

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Radio Stations: WIL-FM

101 ESPN
Sports Talk For St. Louis

7.4% or 159,341 of ST. LOUIS Metro Adults 18 or older Listened to WXOS-FM in the past 7 days.
Adults 18 or older who Listened to WXOS-FM in the past 7 days are 2.8% more likely to use QSRs past mo., 9.9% more likely to use Sit-Down Restaurants past mo., 23.% less likely to use Casinos past yr., 36.6% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

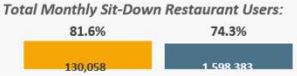


Avg. Monthly QSR Meals:

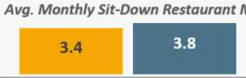
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

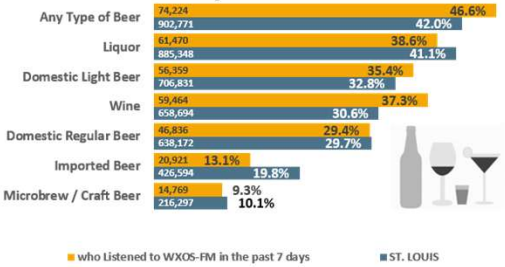
(Sit-Down Restaurants Used Past 30-days)



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

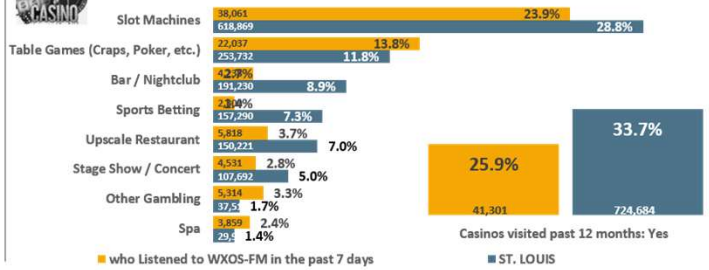


Drank Past 30-days: Adults 18 or older



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 131

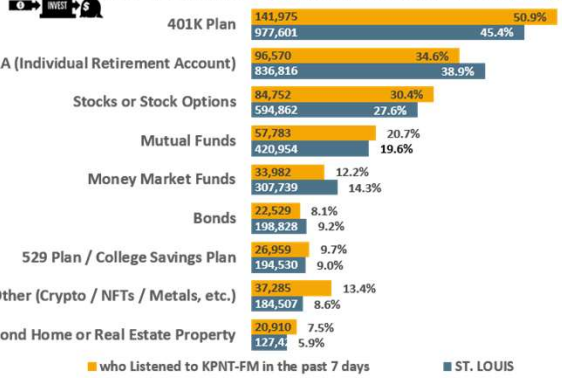
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Radio Stations: WXOS-FM

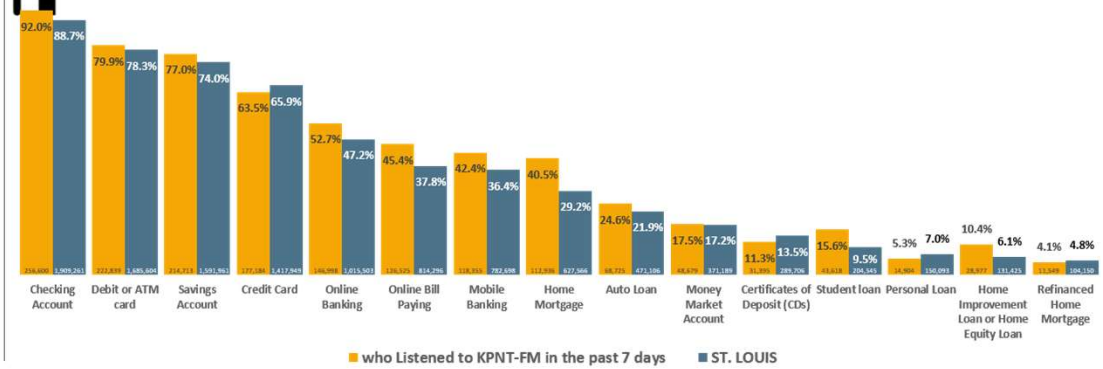
105.7 THE POINT
EVERYTHING ALTERNATIVE

13.% or 278,814 of ST. LOUIS Metro Adults 18 or older Listened to KPNT-FM in the past 7 days.
Adults 18 or older who Listened to KPNT-FM in the past 7 days are 12.1% more likely to have a 401K, 12.6% more likely to have an Auto Loan, 18.9% less likely to Invest/Trade Stocks Online, 2.8% less likely to pay with their Debit Card.

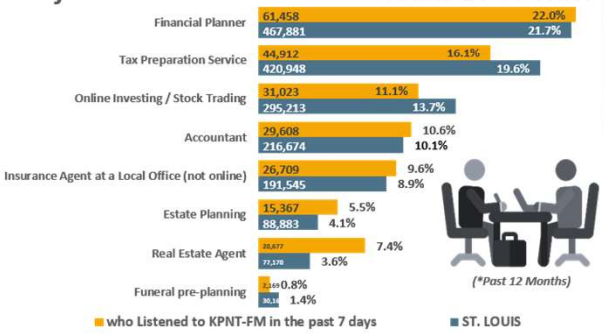
Investments Owned: Adults 18 or older



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

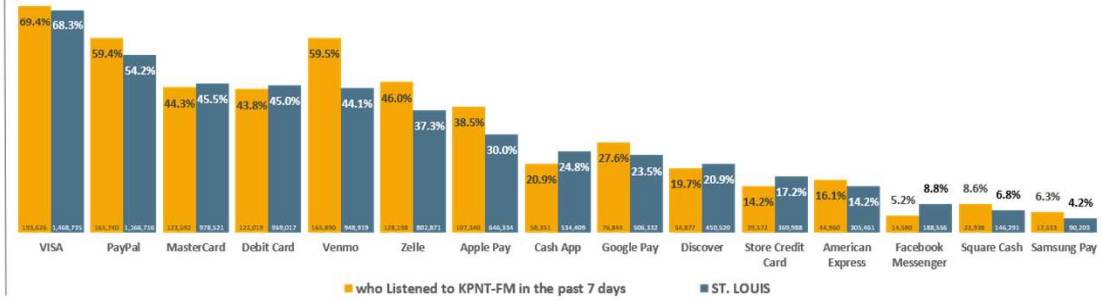


Professional Services Used:* Adults 18 or older



(*Past 12 Months)

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



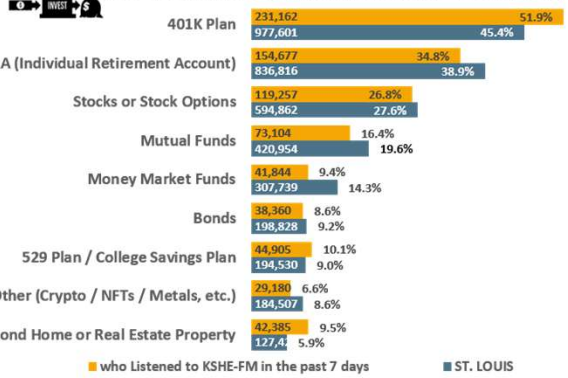
ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 226

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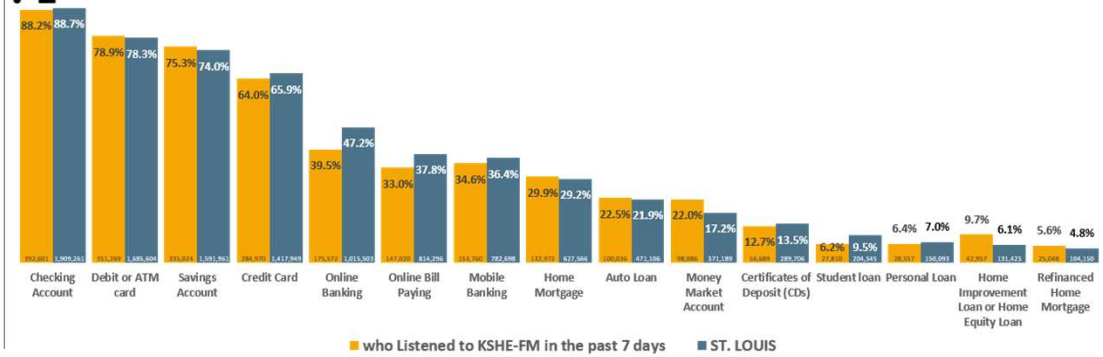
Radio Stations: KPNT-FM

20.7% or 444,981 of ST. LOUIS Metro Adults 18 or older Listened to KSHE-FM in the past 7 days.
Adults 18 or older who Listened to KSHE-FM in the past 7 days are 14.3% more likely to have a 401K, 2.7% more likely to have an Auto Loan, 28.6% more likely to Invest/Trade Stocks Online, 4.6% more likely to pay with their Debit Card.

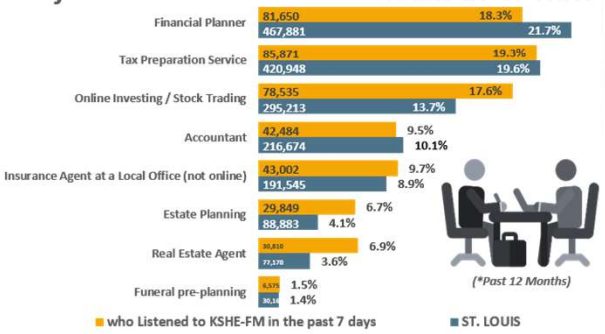
Investments Owned: Adults 18 or older



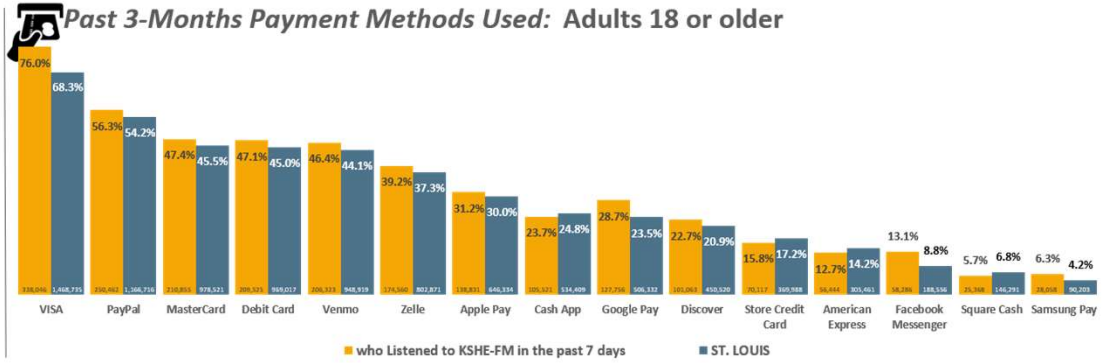
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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

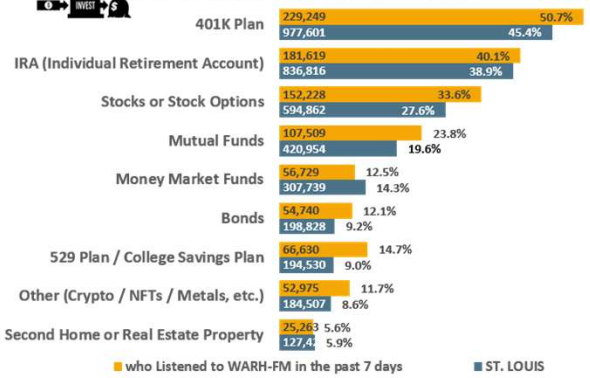


ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 358

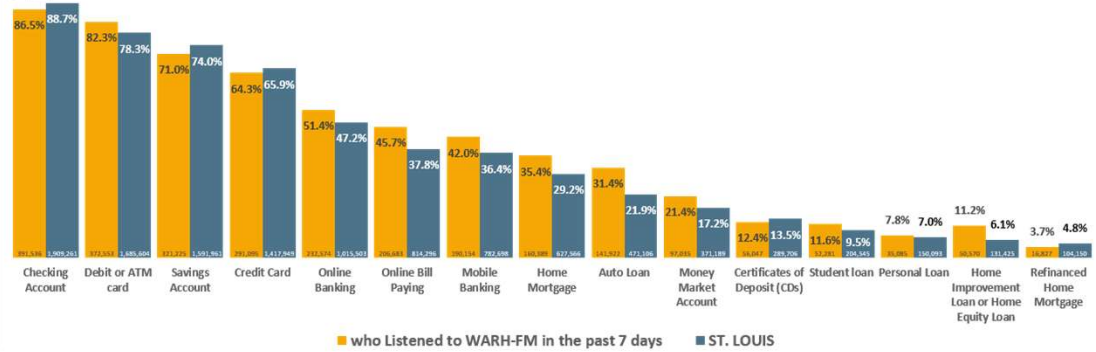
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21.% or 452,604 of ST. LOUIS Metro Adults 18 or older Listened to WARH-FM in the past 7 days.
Adults 18 or older who Listened to WARH-FM in the past 7 days are 11.5% more likely to have a 401K, 43.2% more likely to have an Auto Loan, 14.8% more likely to Invest/Trade Stocks Online, 7.2% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



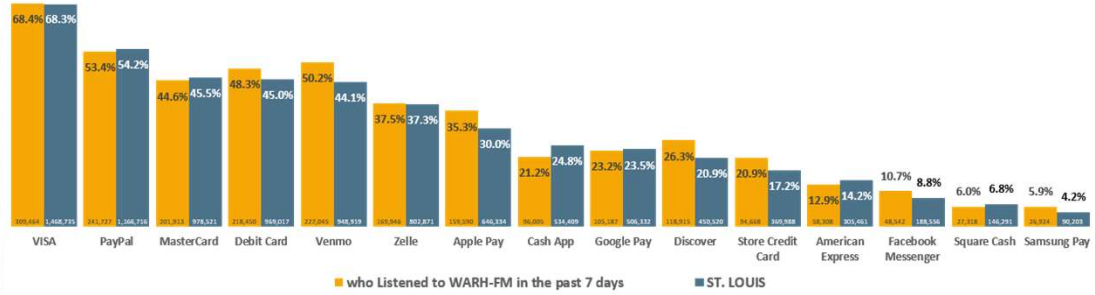
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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

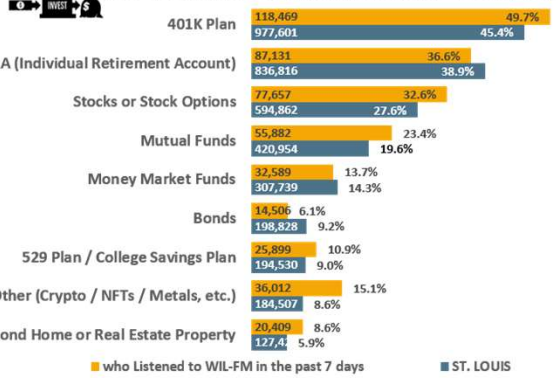


ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 344

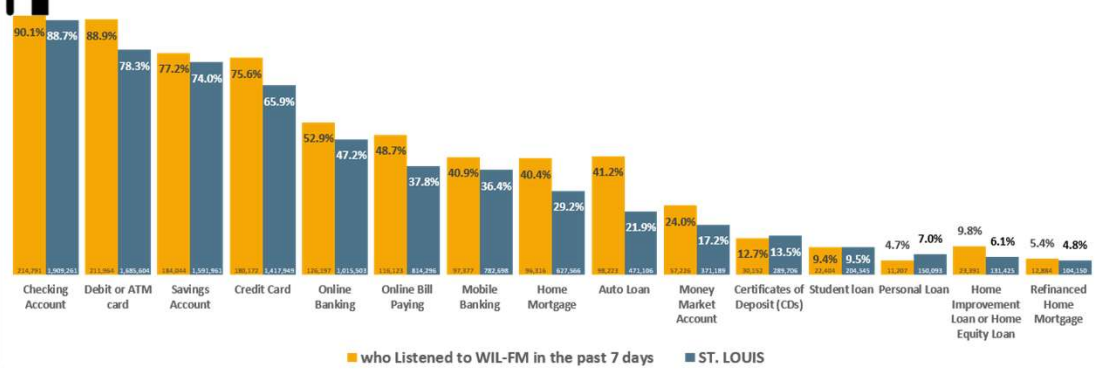
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11.1% or 238,349 of ST. LOUIS Metro Adults 18 or older Listened to WIL-FM in the past 7 days.
Adults 18 or older who Listened to WIL-FM in the past 7 days are 9.4% more likely to have a 401K, 88.2% more likely to have an Auto Loan, 43.4% more likely to Invest/Trade Stocks Online, 9.% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

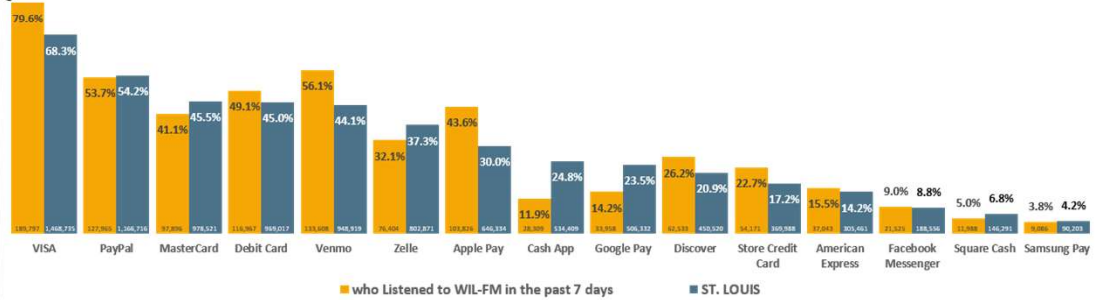


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



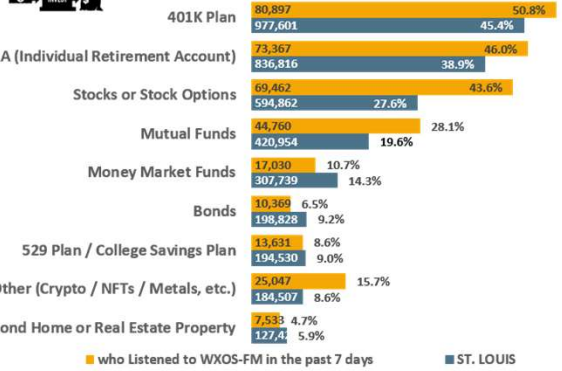
ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 191

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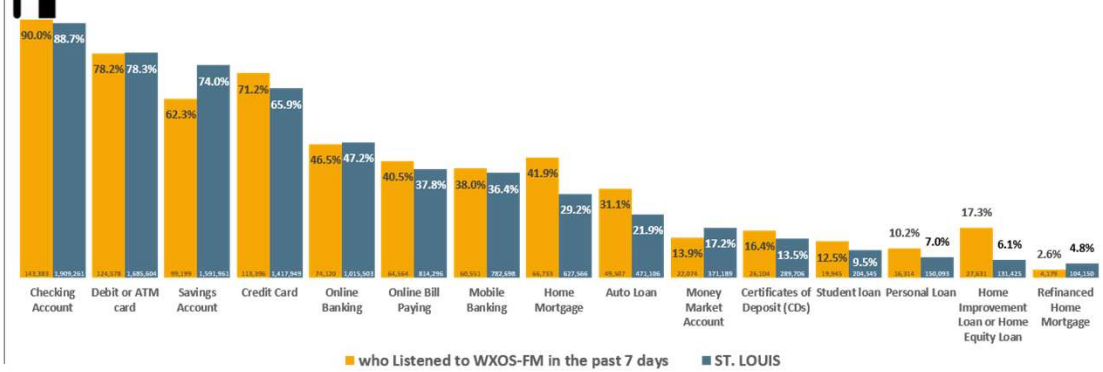
101 ESPN
Sports Talk For St. Louis

7.4% or 159,341 of ST. LOUIS Metro Adults 18 or older Listened to WXOS-FM in the past 7 days.
Adults 18 or older who Listened to WXOS-FM in the past 7 days are 11.8% more likely to have a 401K, 41.9% more likely to have an Auto Loan, 2.1% less likely to Invest/Trade Stocks Online, 9.2% less likely to pay with their Debit Card.

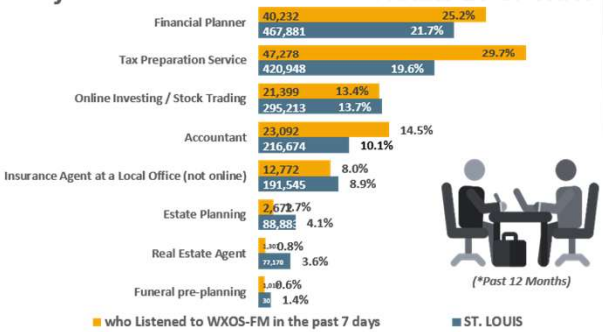
Investments Owned: Adults 18 or older



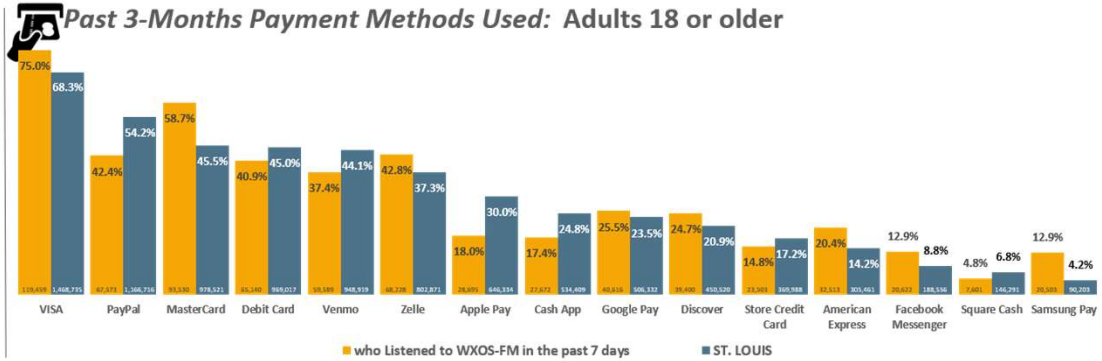
Financial Services Has and/or Uses: Adults 18 or older



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 131

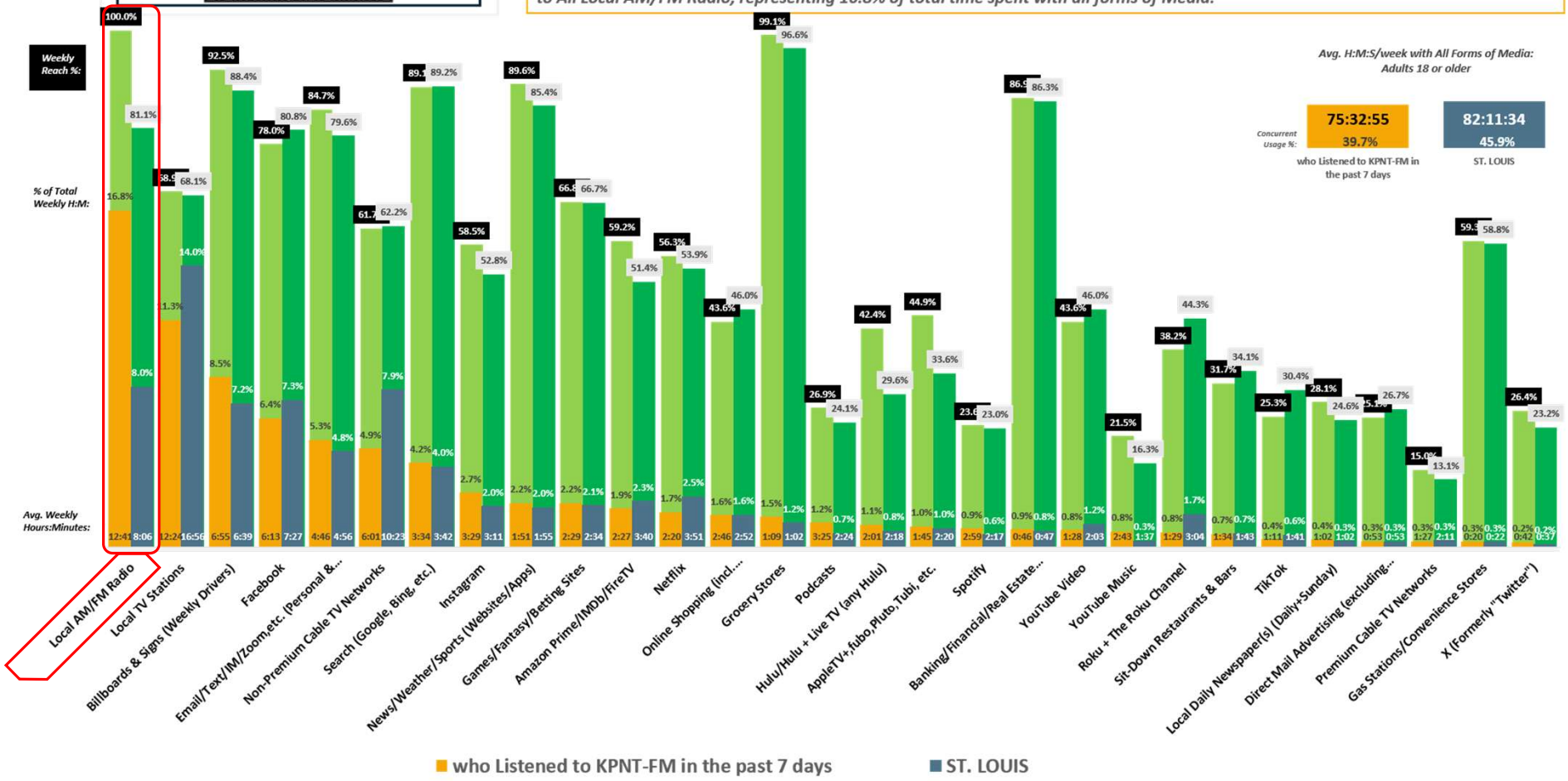
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Radio Stations: WXOS-FM

105.7 THE POINT
EVERYTHING ALTERNATIVE

Adults 18 or older who Listened to KPNT-FM in the past 7 days spend an average of 3 days, 3 hours, 32 minutes and 55 seconds each week with All Forms of Media.

100.% of Adults 18 or older who Listened to KPNT-FM in the past 7 days spend an avg. of 12 hours and 41 minutes each week listening to All Local AM/FM Radio, representing 16.8% of total time spent with all forms of Media.



ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,754
ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 226

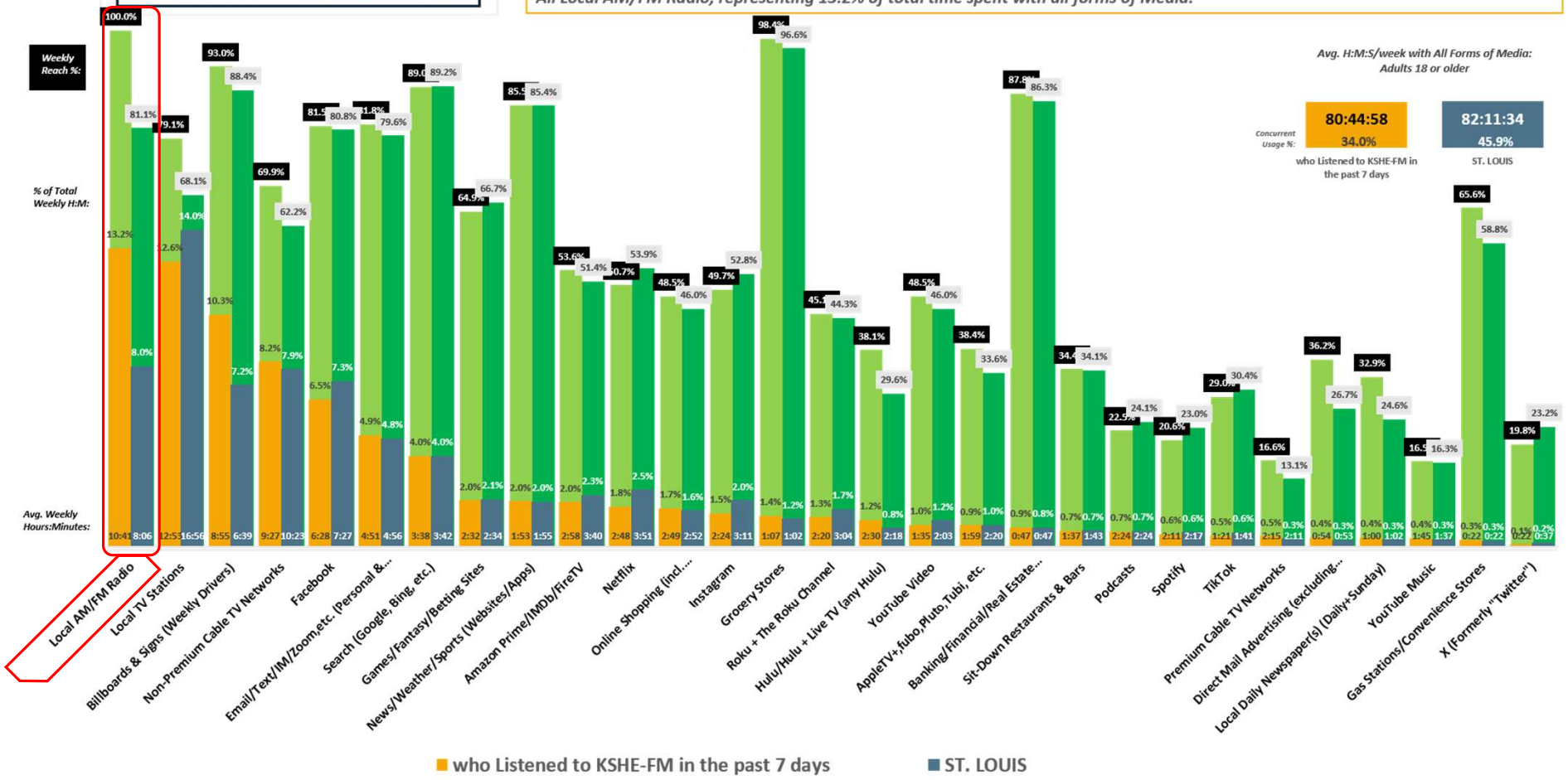
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Radio Stations: KPNT-FM

Adults 18 or older who Listened to KSHE-FM in the past 7 days spend an average of 3 days, 8 hours, 44 minutes and 58 seconds each week with All Forms of Media.

100.% of Adults 18 or older who Listened to KSHE-FM in the past 7 days spend an avg. of 10 hours and 41 minutes each week listening to All Local AM/FM Radio, representing 13.2% of total time spent with all forms of Media.



ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,754
ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 358

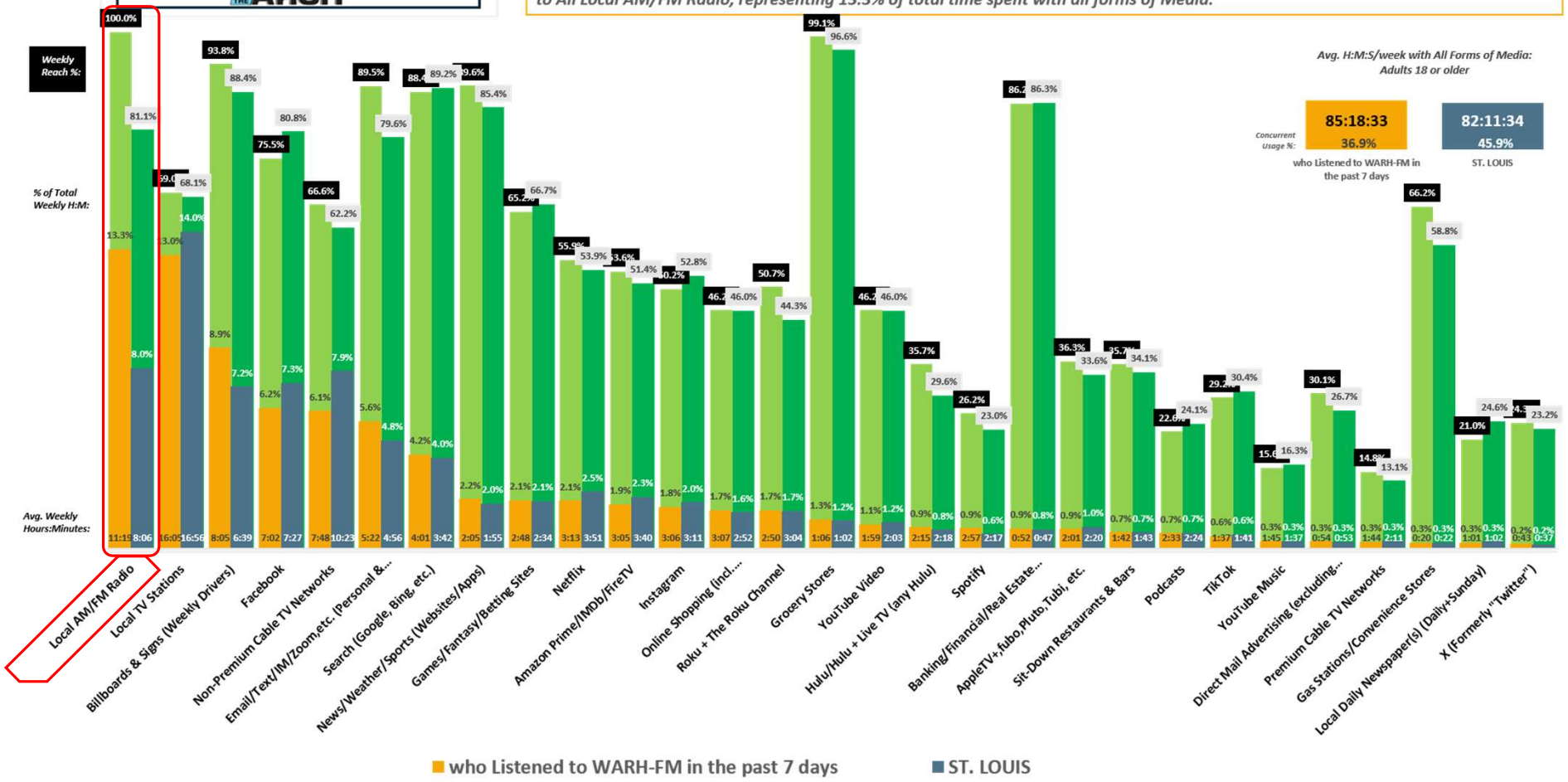
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Radio Stations: KSHE-FM

Adults 18 or older who Listened to WARH-FM in the past 7 days spend an average of 3 days, 13 hours, 18 minutes and 33 seconds each week with All Forms of Media.

100.% of Adults 18 or older who Listened to WARH-FM in the past 7 days spend an avg. of 11 hours and 19 minutes each week listening to All Local AM/FM Radio, representing 13.3% of total time spent with all forms of Media.

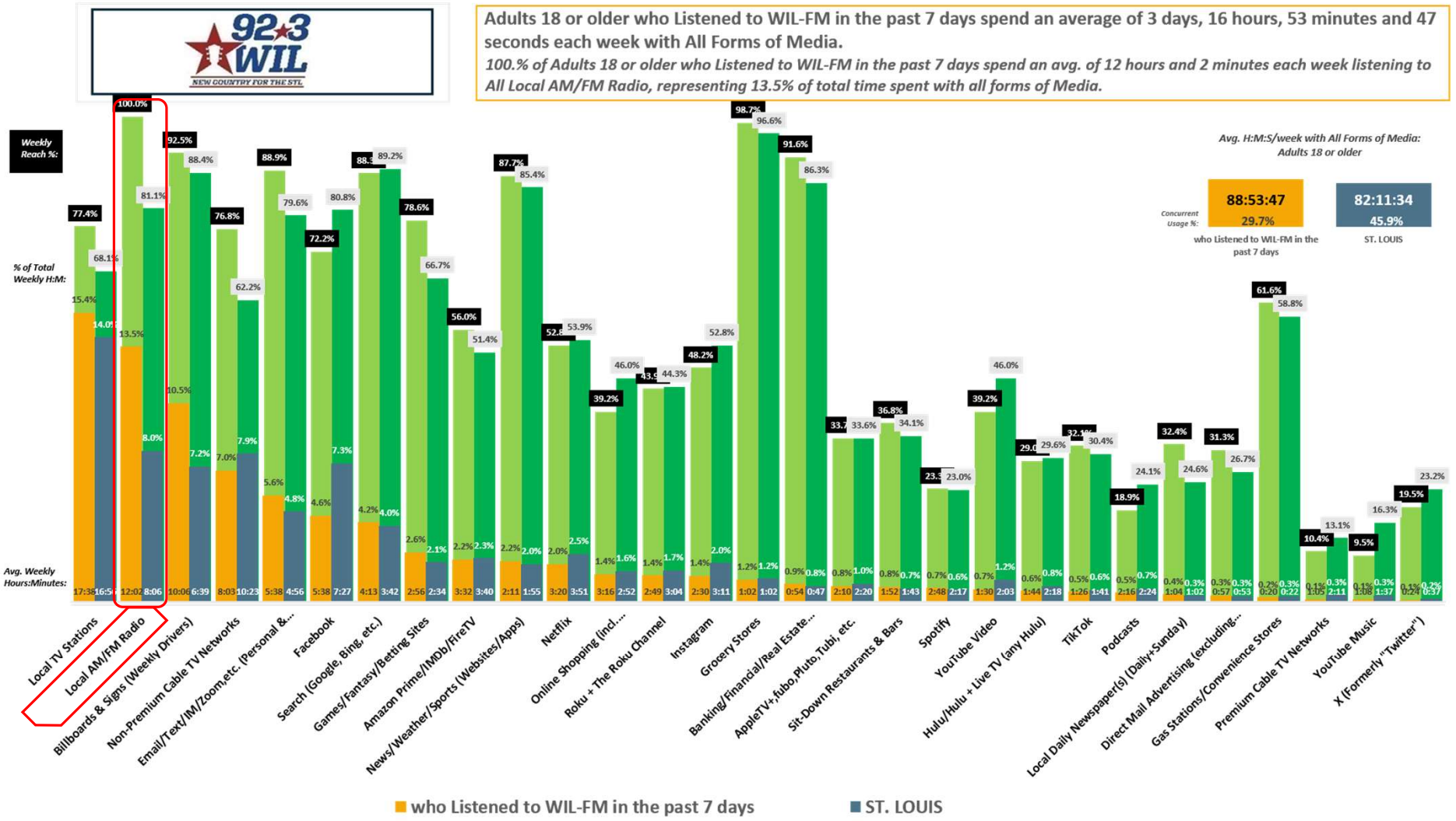


ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,754
ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 344

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Radio Stations: WARH-FM

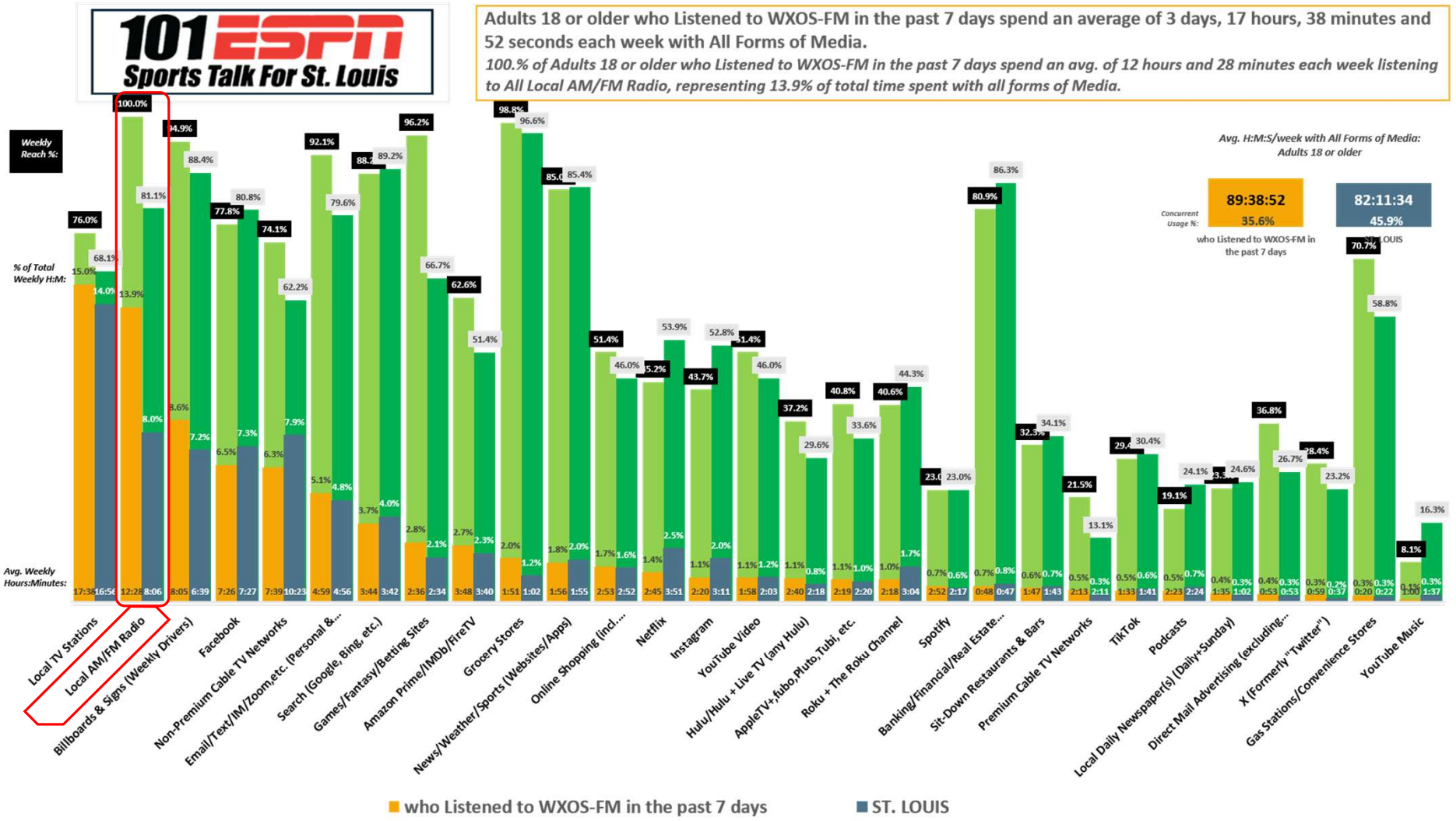


ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,754
ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 191

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Radio Stations: WIL-FM

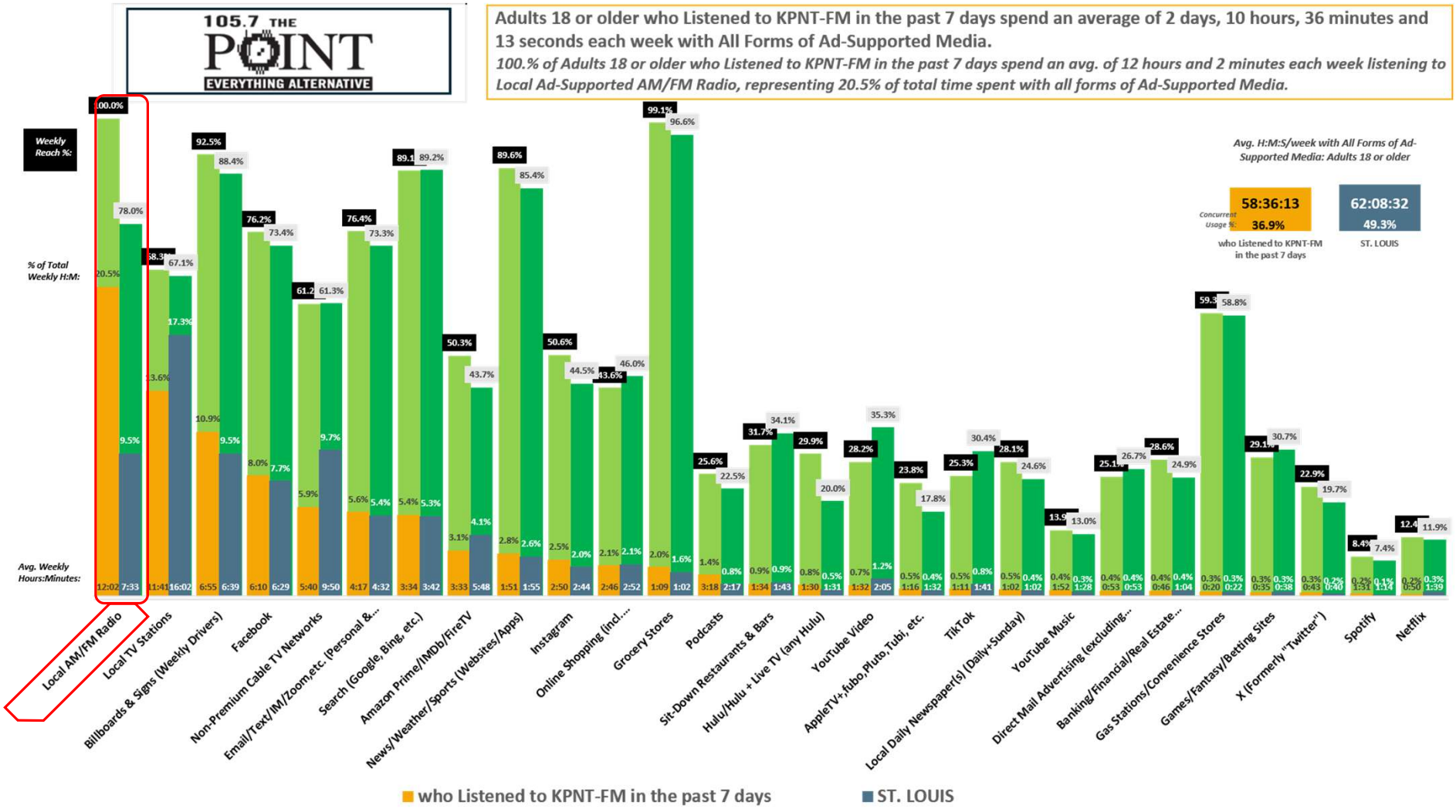


ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,754
ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 131

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Radio Stations: WXOS-FM

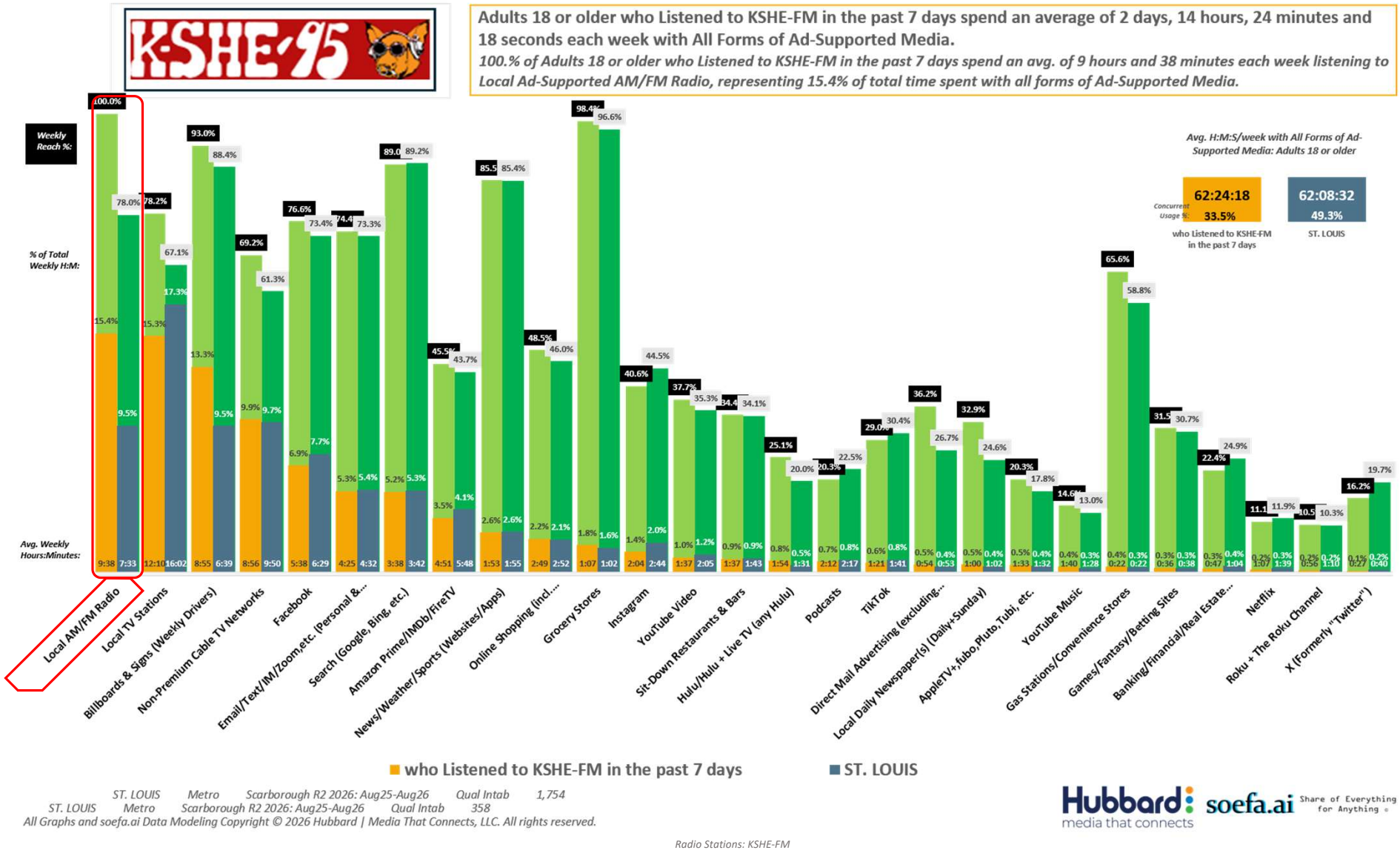


ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,754
ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 226

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Radio Stations: KPNT-FM



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ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 358

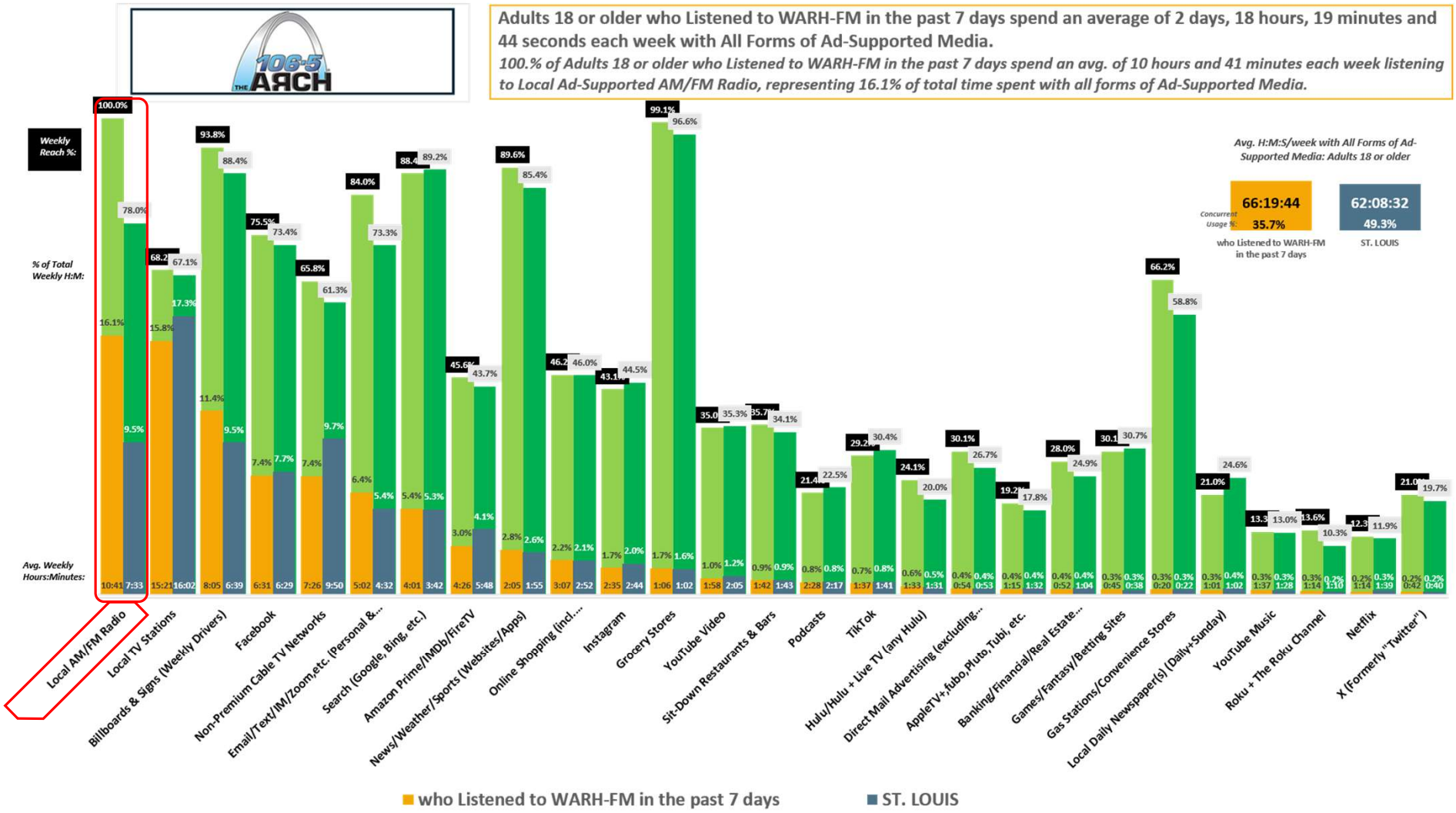
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Radio Stations: KSHE-FM

Adults 18 or older who Listened to WARH-FM in the past 7 days spend an average of 2 days, 18 hours, 19 minutes and 44 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who Listened to WARH-FM in the past 7 days spend an avg. of 10 hours and 41 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 16.1% of total time spent with all forms of Ad-Supported Media.

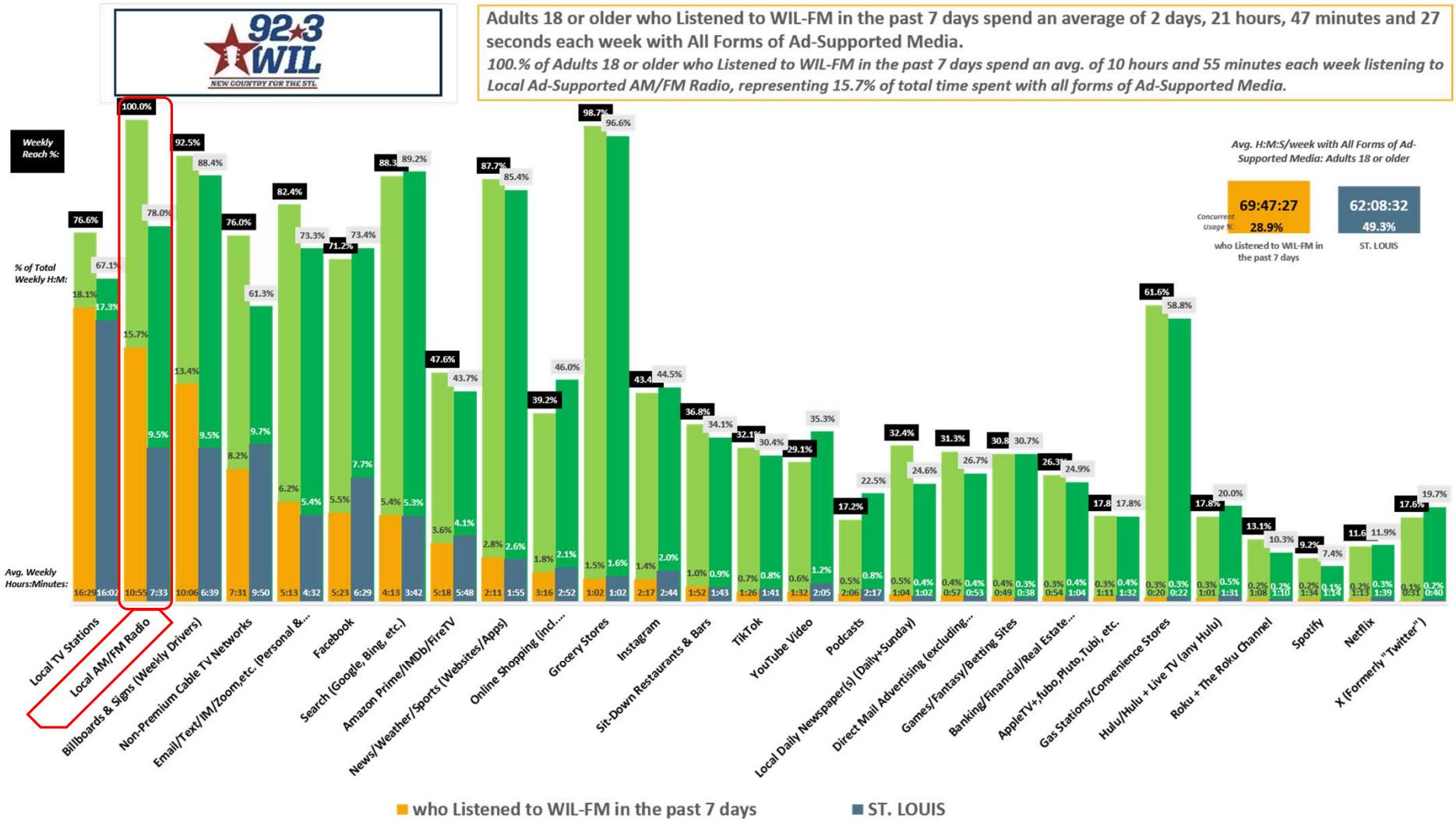


ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,754
ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 344

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Radio Stations: WARH-FM

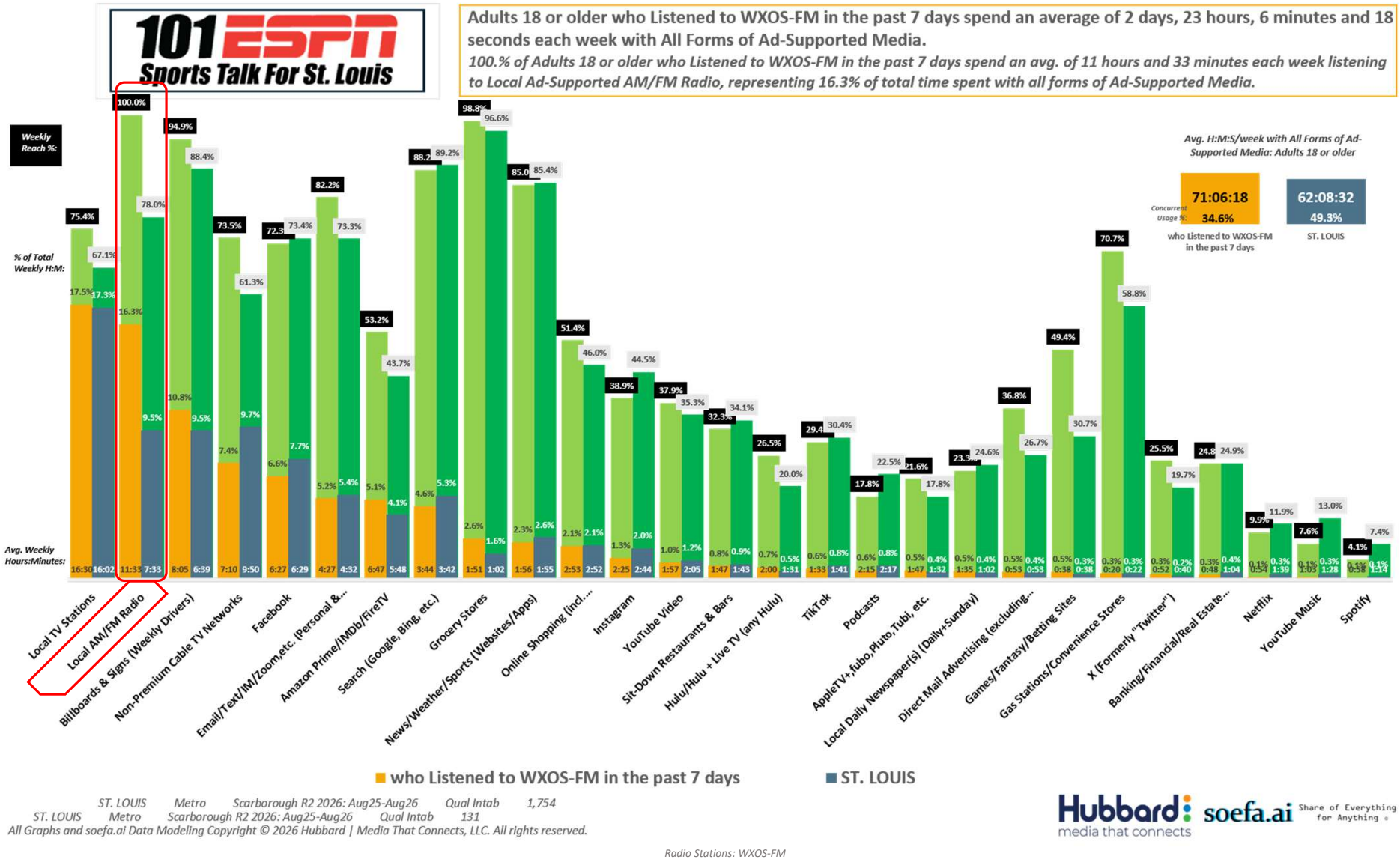


ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,754
ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 191

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Radio Stations: WIL-FM



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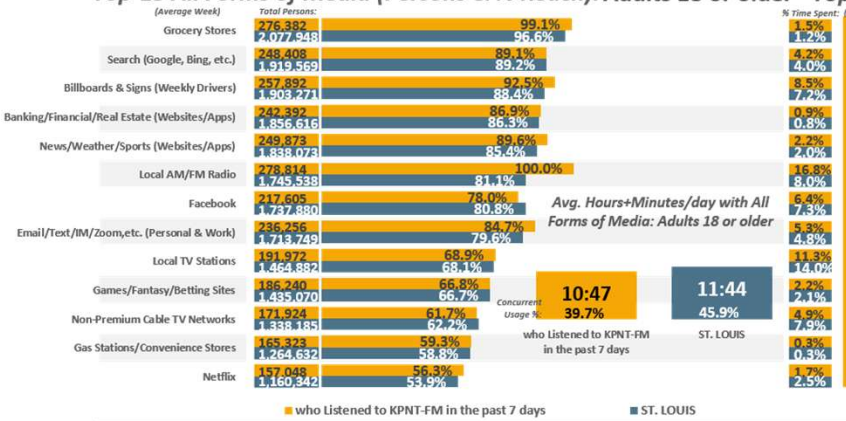
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Radio Stations: WXOS-FM

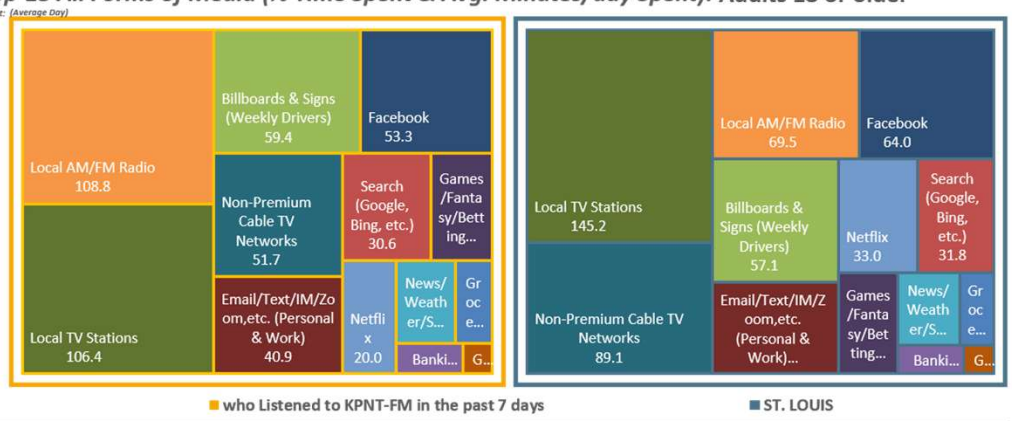
105.7 THE POINT
EVERYTHING ALTERNATIVE

Adults 18 or older who Listened to KPNT-FM in the past 7 days spend an average of 8 hours and 22 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 103.2 minutes/day. *(Local Radio delivers 20.5% of Time with Ad-Supported Media.)*

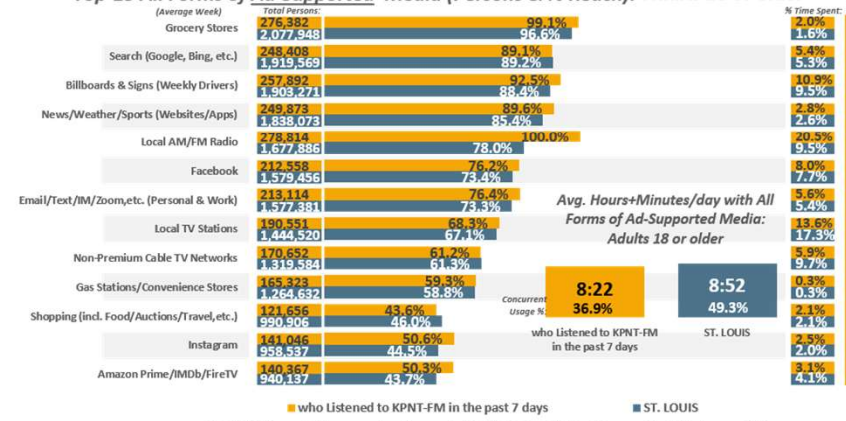
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



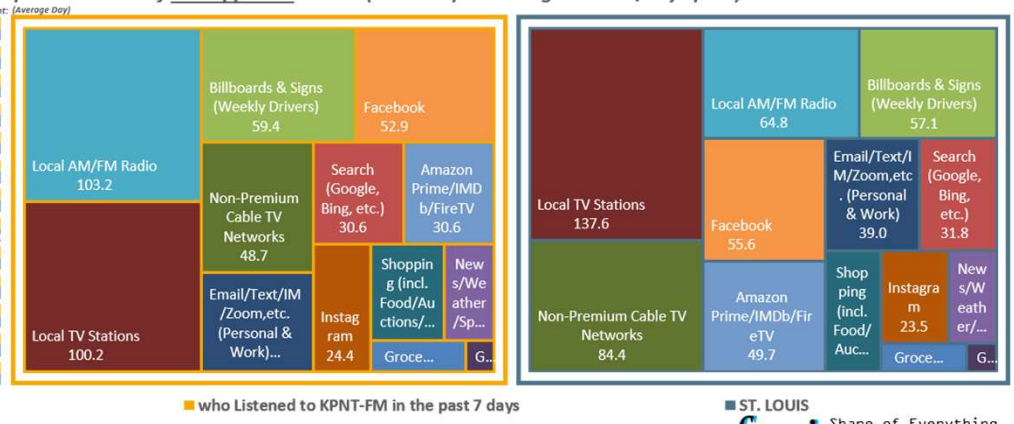
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 226

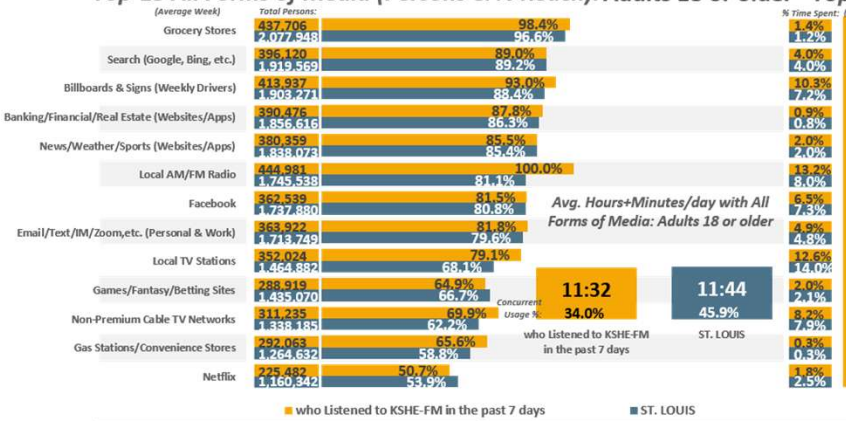
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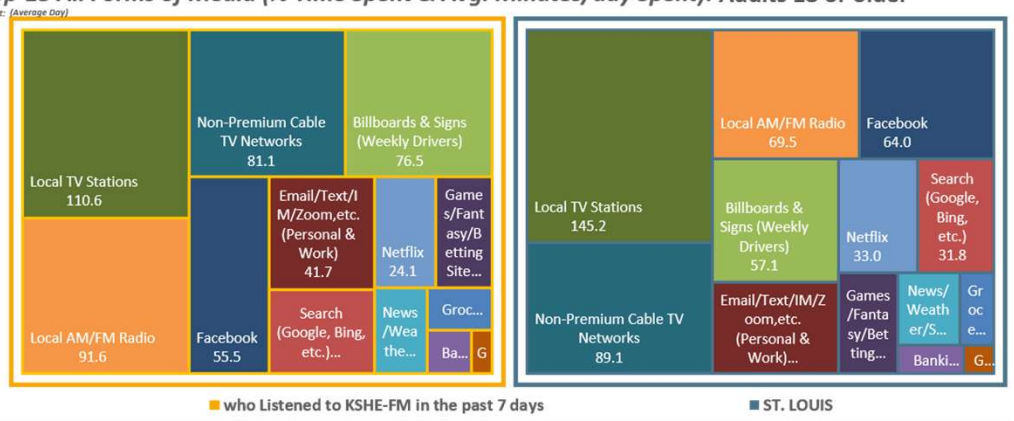
Radio Stations: KPNT-FM

Adults 18 or older who Listened to KSHE-FM in the past 7 days spend an average of 8 hours and 54 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 82.6 minutes/day. *(Local Radio delivers 15.4% of Time with Ad-Supported Media.)*

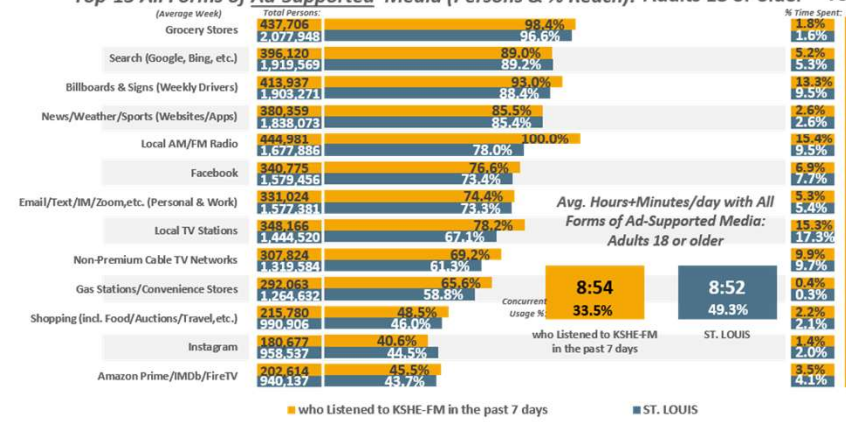
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



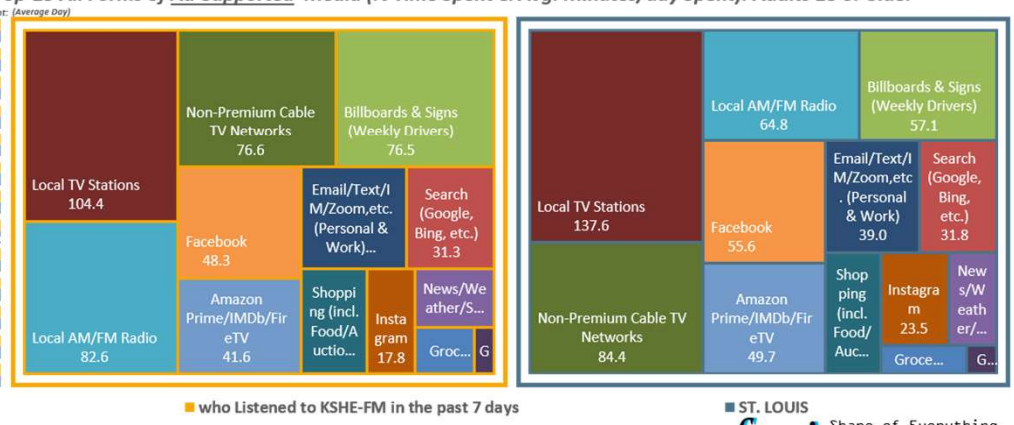
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 358

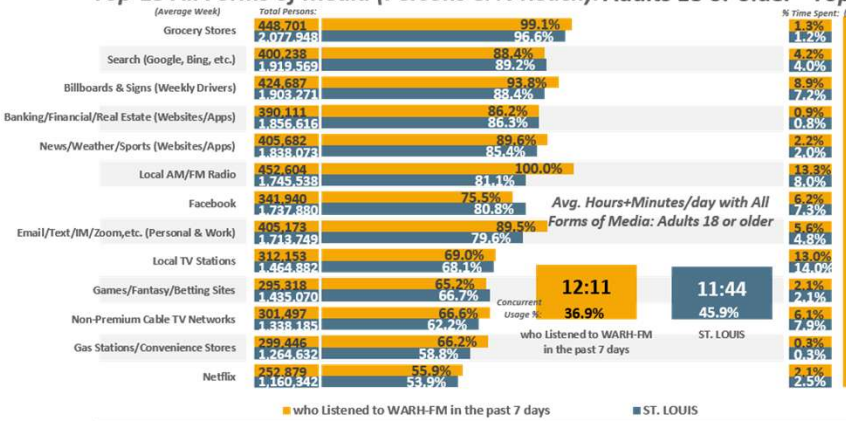
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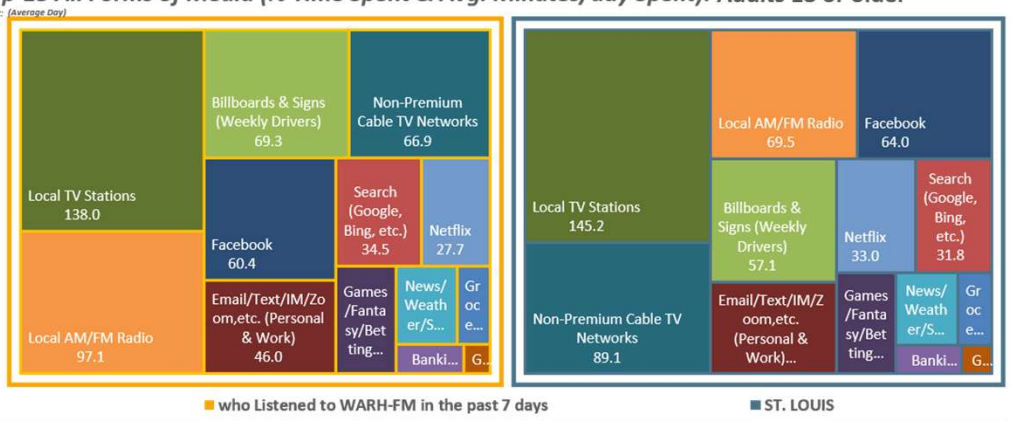
Radio Stations: KSHE-FM

Adults 18 or older who Listened to WARH-FM in the past 7 days spend an average of 9 hours and 28 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 91.6 minutes/day. *(Local Radio delivers 16.1% of Time with Ad-Supported Media.)*

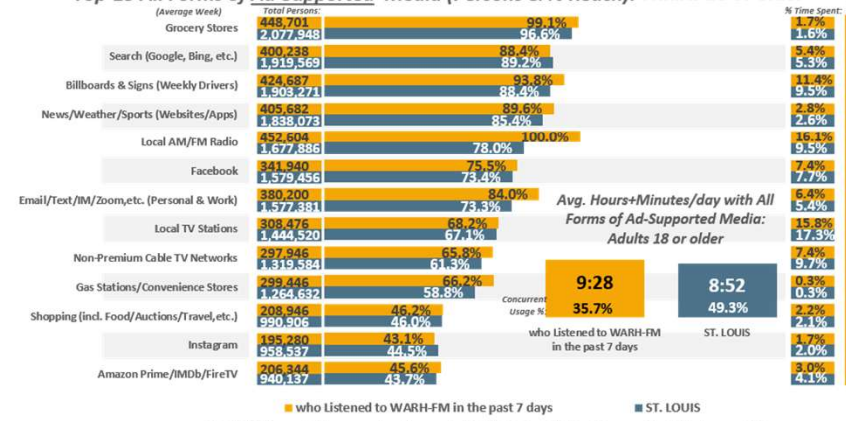
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



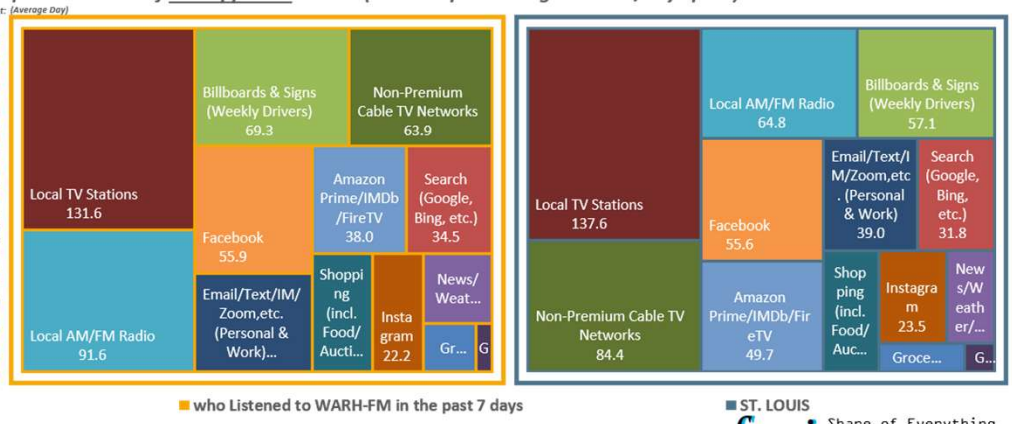
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 344

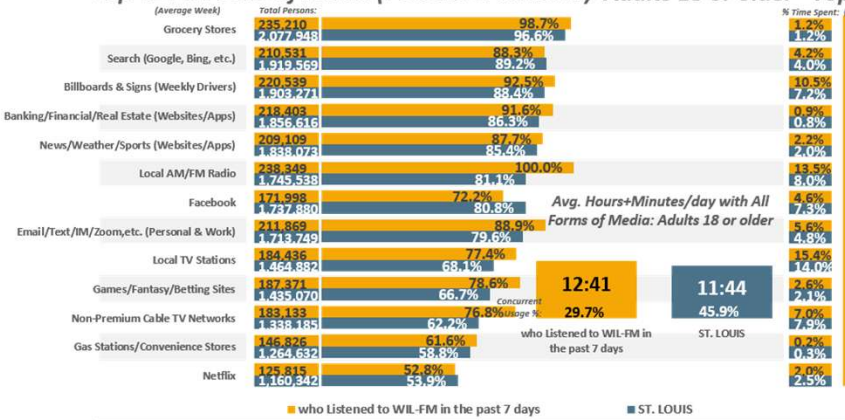
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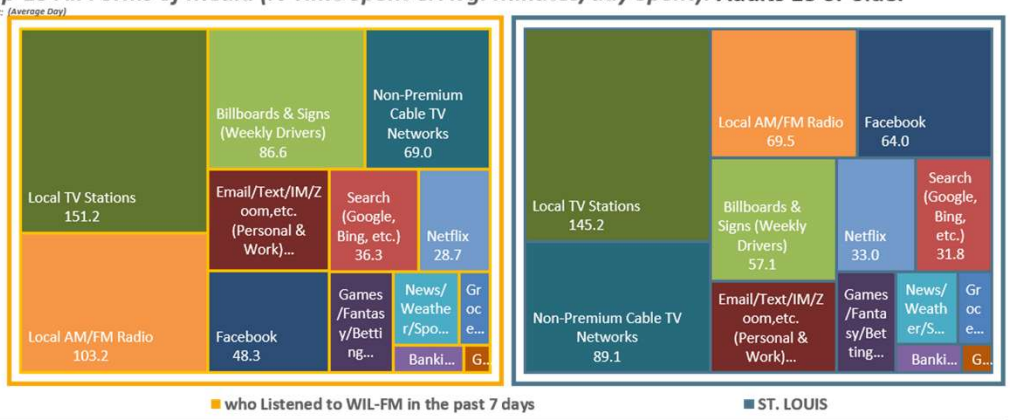
Radio Stations: WARH-FM

Adults 18 or older who Listened to WIL-FM in the past 7 days spend an average of 9 hours and 58 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 93.6 minutes/day. *(Local Radio delivers 15.7% of Time with Ad-Supported Media.)*

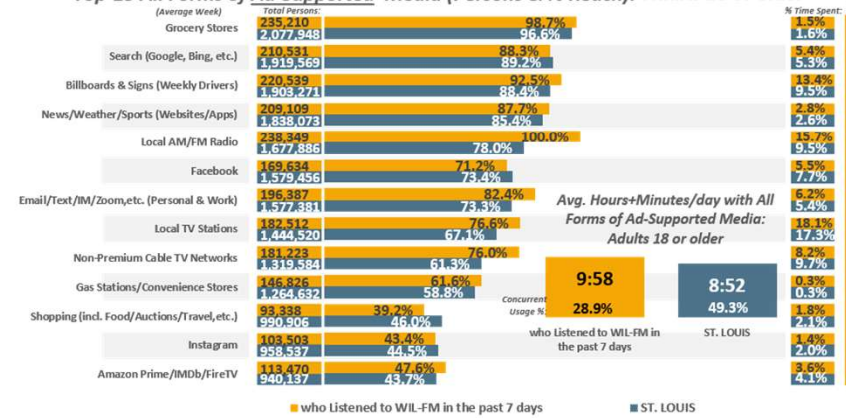
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



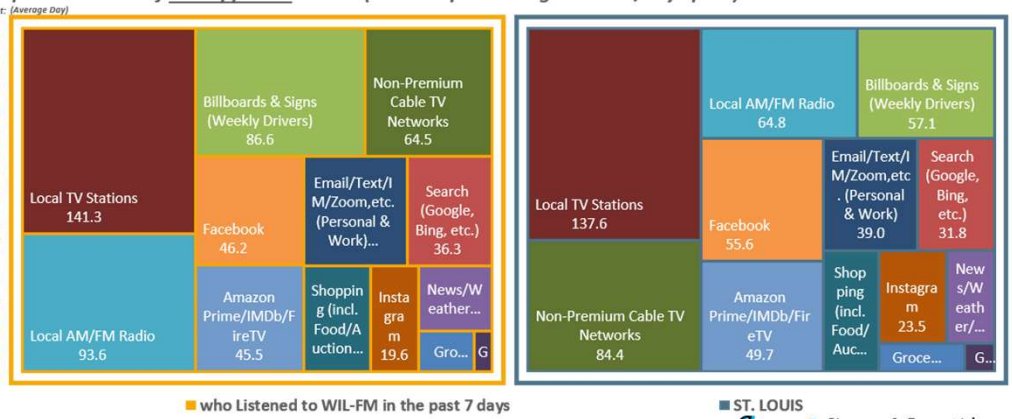
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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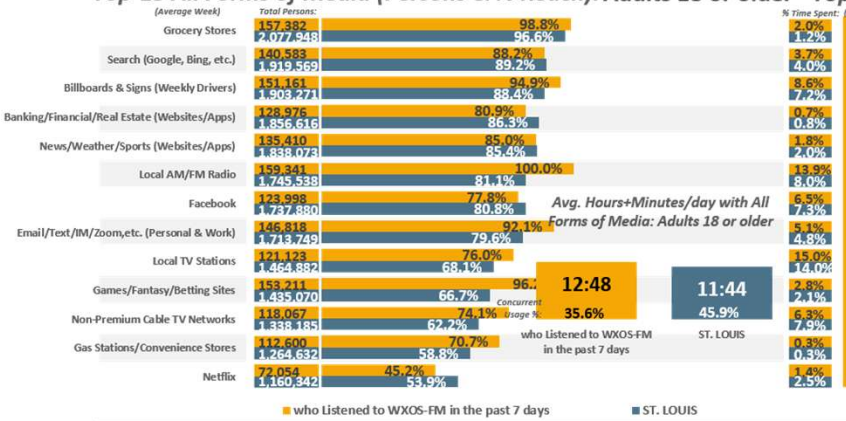
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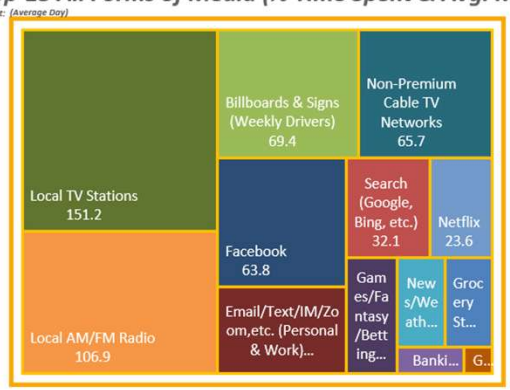
Radio Stations: WIL-FM

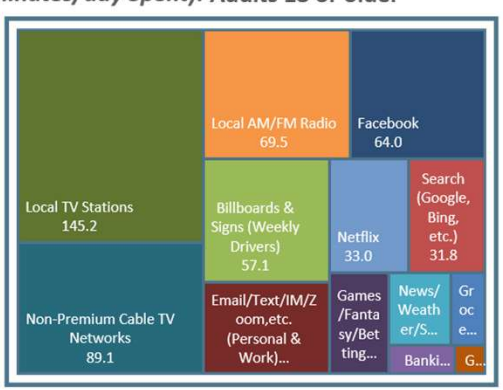
101 ESPN
Sports Talk For St. Louis

Adults 18 or older who Listened to WXOS-FM in the past 7 days spend an average of 10 hours and 9 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 99.1 minutes/day. *(Local Radio delivers 16.3% of Time with Ad-Supported Media.)*

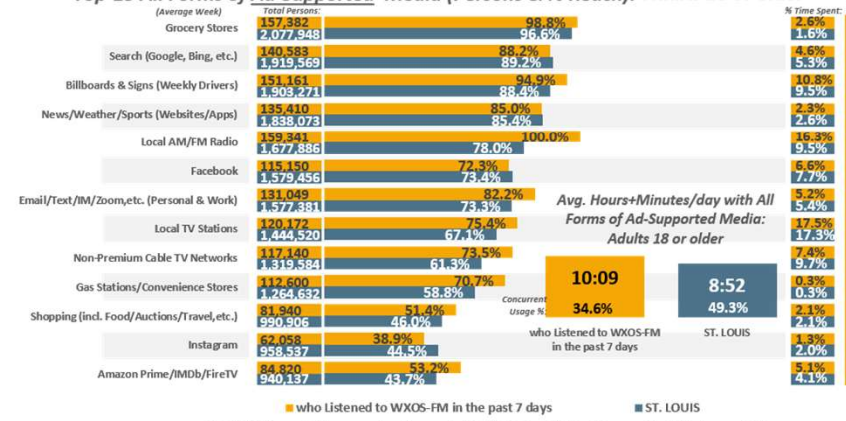
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

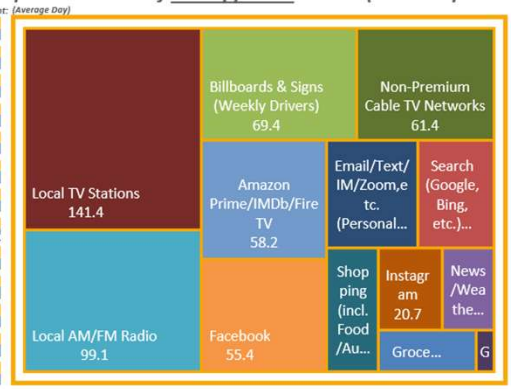


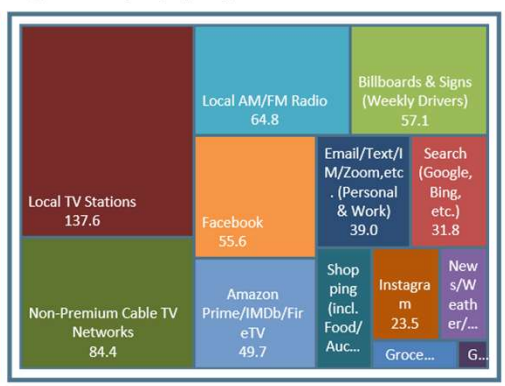




Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older







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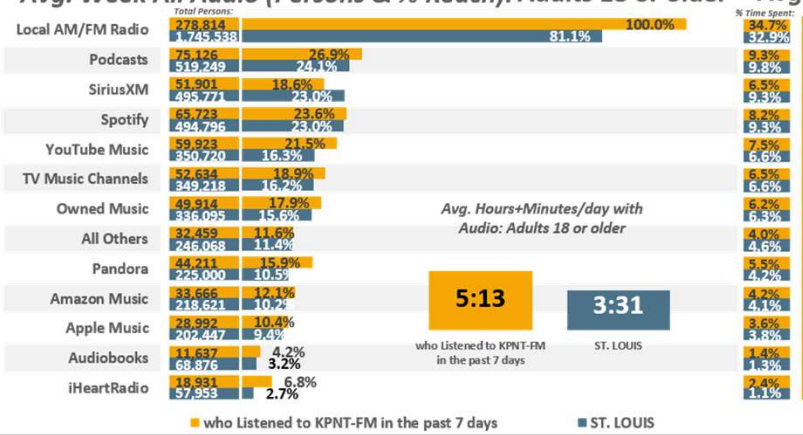
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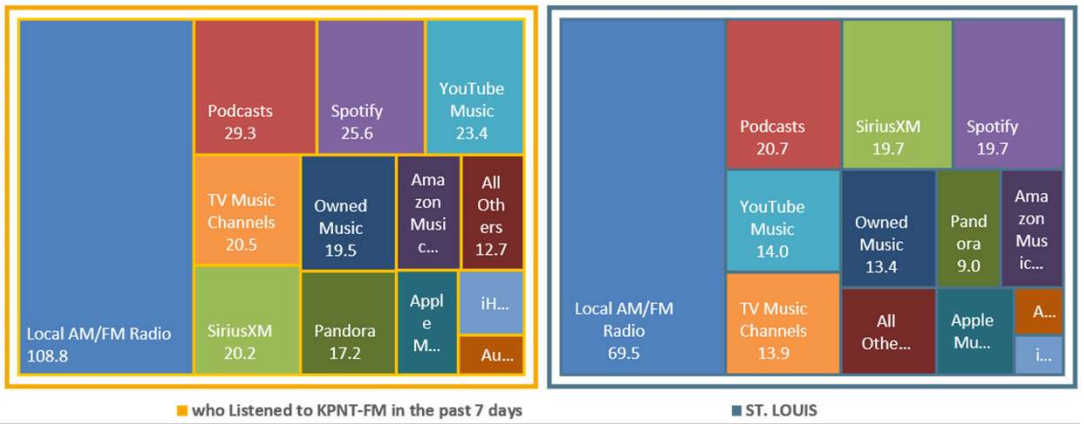
Radio Stations: WXOS-FM

278,814 or 100.% of Adults 18 or older who Listened to KPNT-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 103.2 minutes every day representing 47.6% of all time spent daily with Ad-Supported Audio.

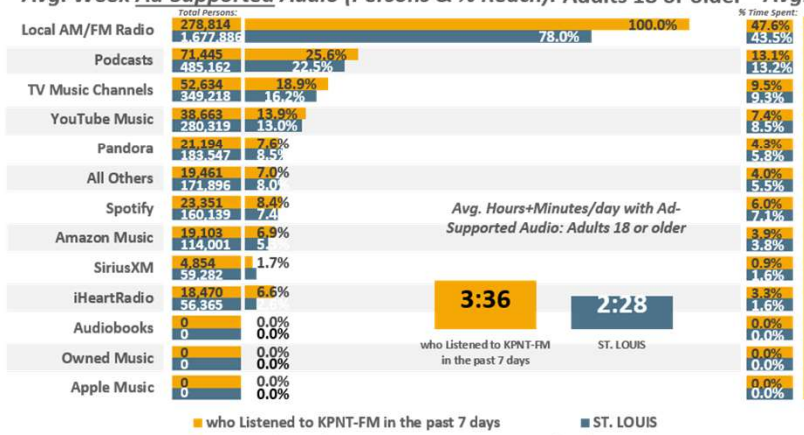
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



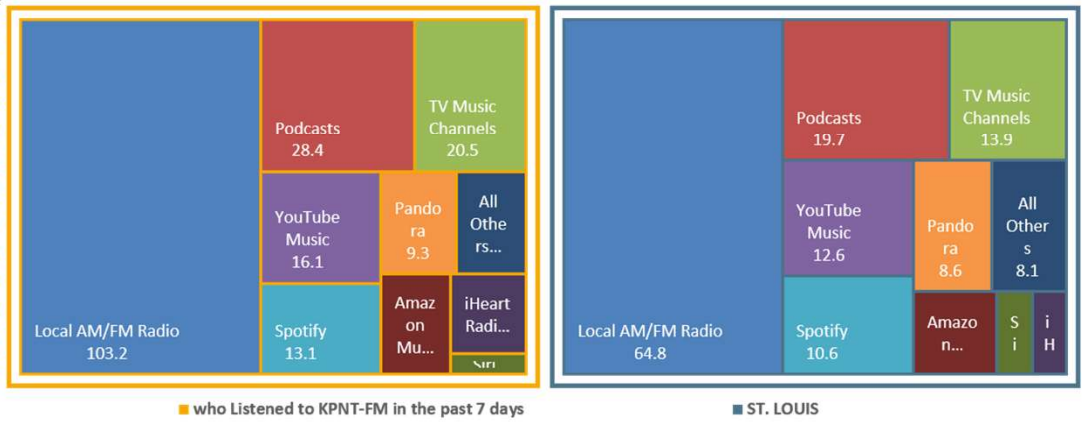
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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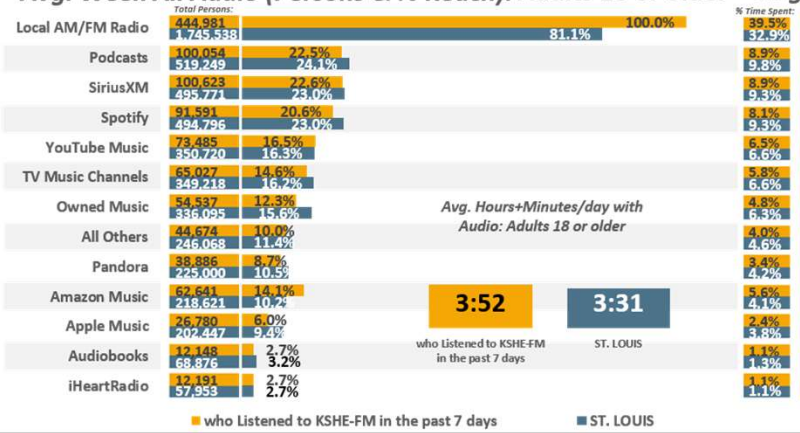
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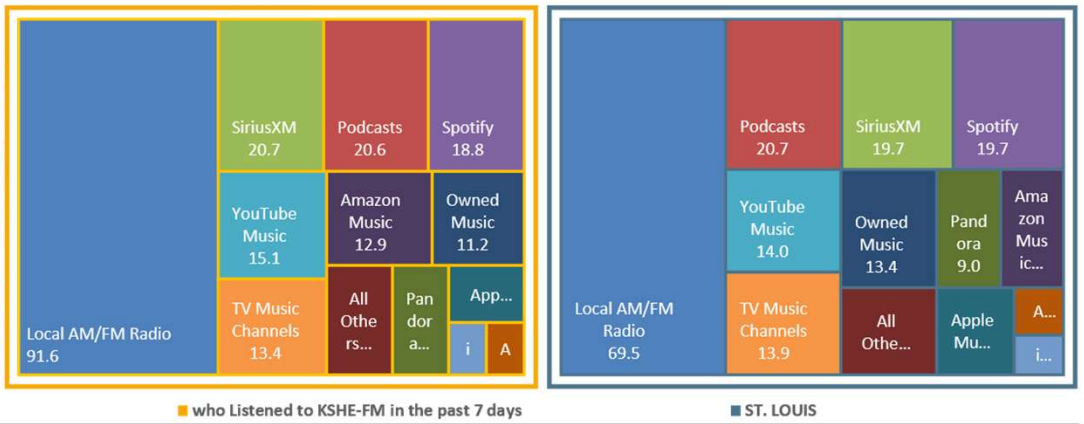
Radio Stations: KPNT-FM

444,981 or 100.% of Adults 18 or older who Listened to KSHE-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 82.6 minutes every day representing 50.4% of all time spent daily with Ad-Supported Audio.

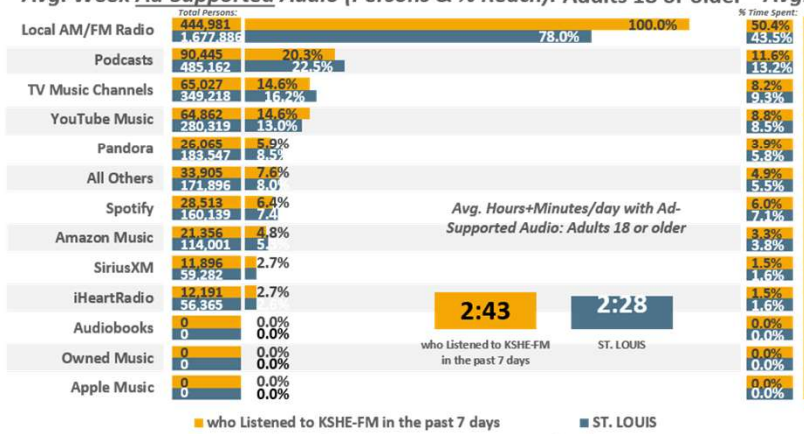
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



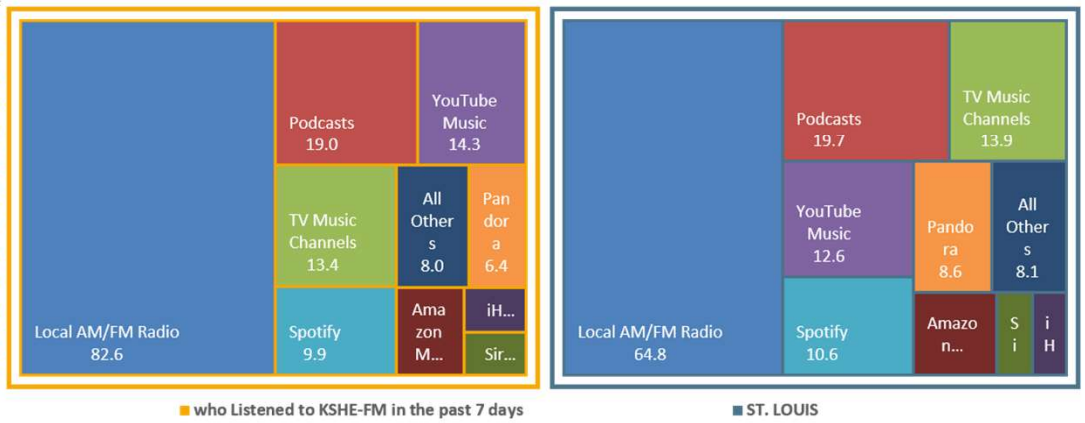
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 358

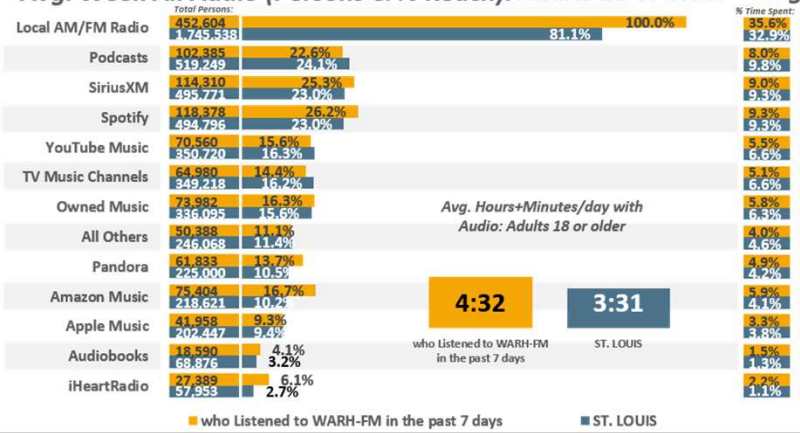
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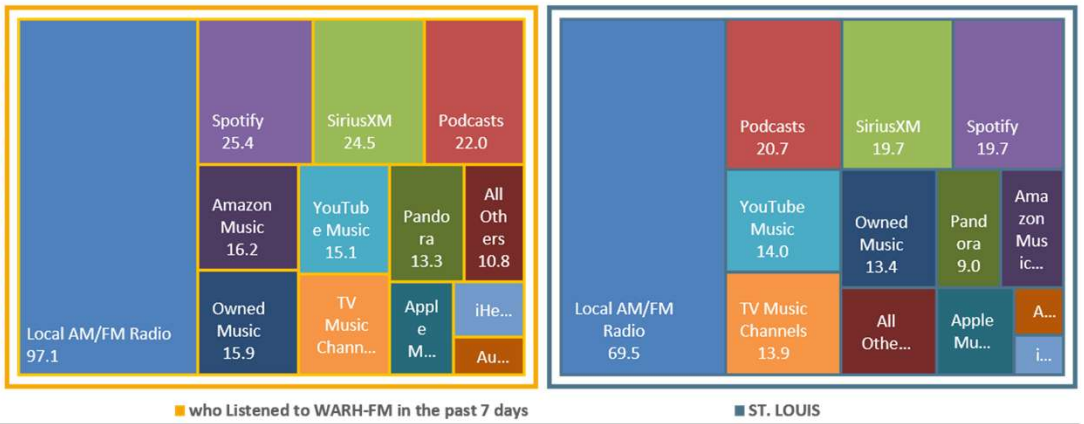
Radio Stations: KSHE-FM

452,604 or 100.% of Adults 18 or older who Listened to WARH-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 91.6 minutes every day representing 48.1% of all time spent daily with Ad-Supported Audio.

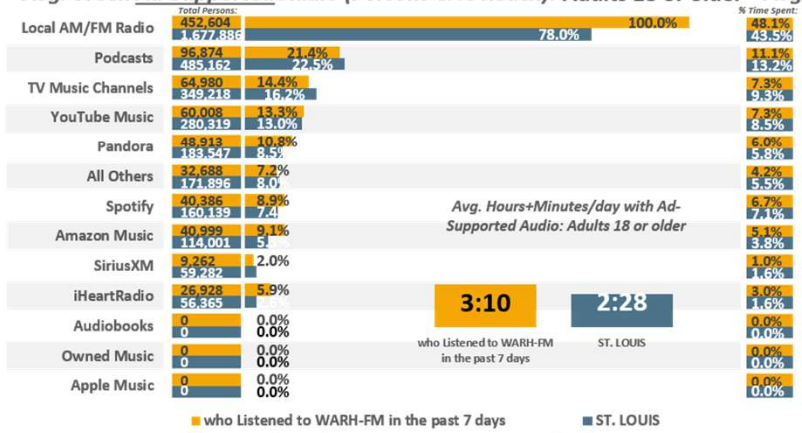
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



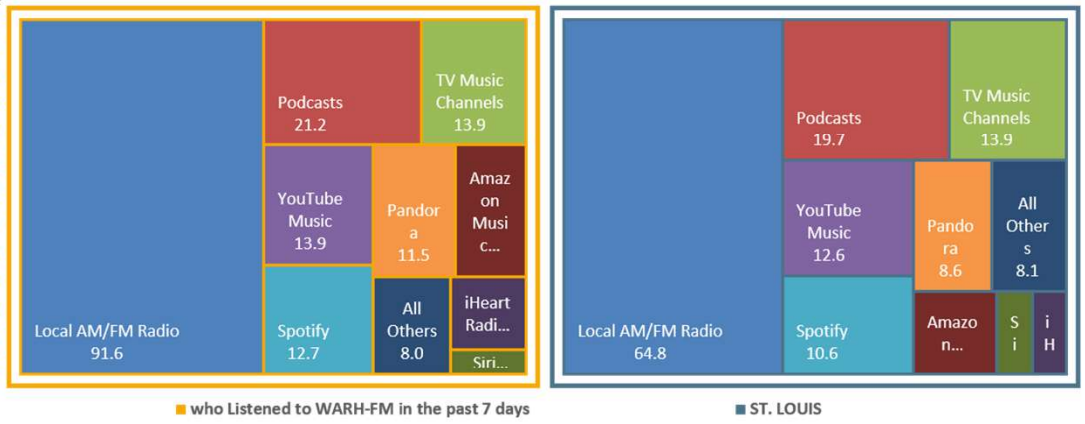
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 344

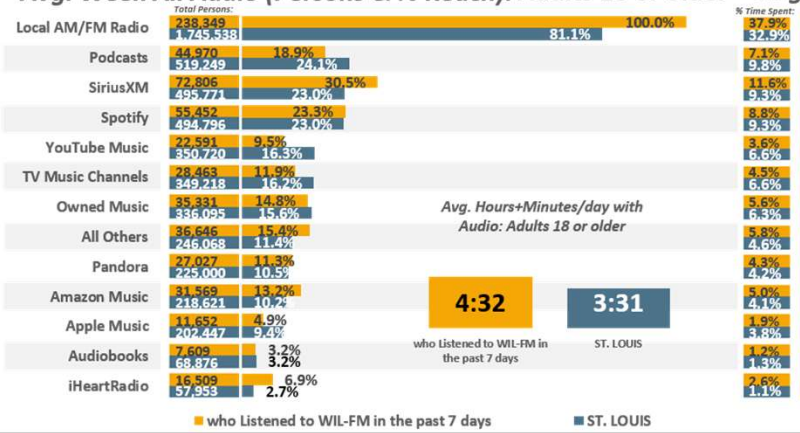
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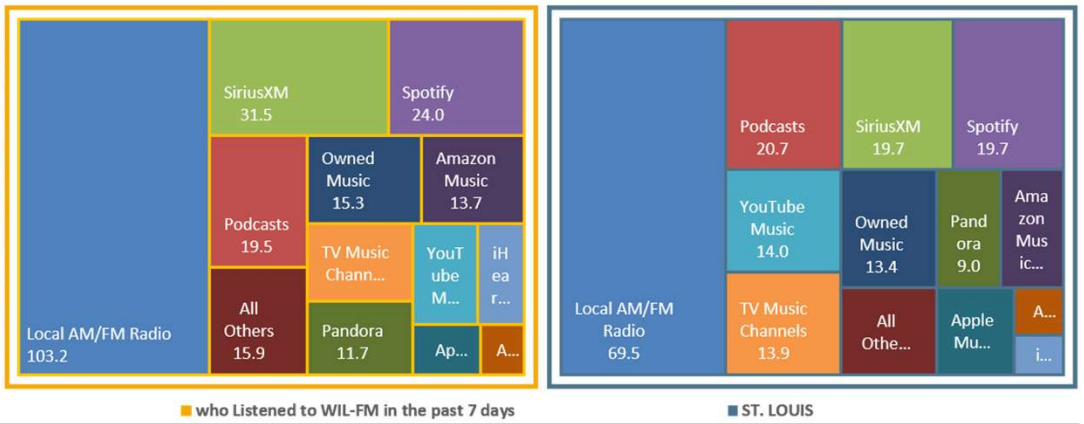
Radio Stations: WARH-FM

238,349 or 100.% of Adults 18 or older who Listened to WIL-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 93.6 minutes every day representing 49.4% of all time spent daily with Ad-Supported Audio.

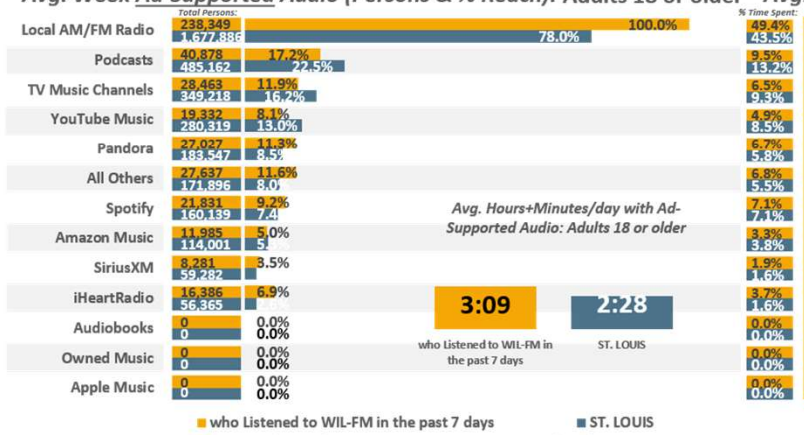
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



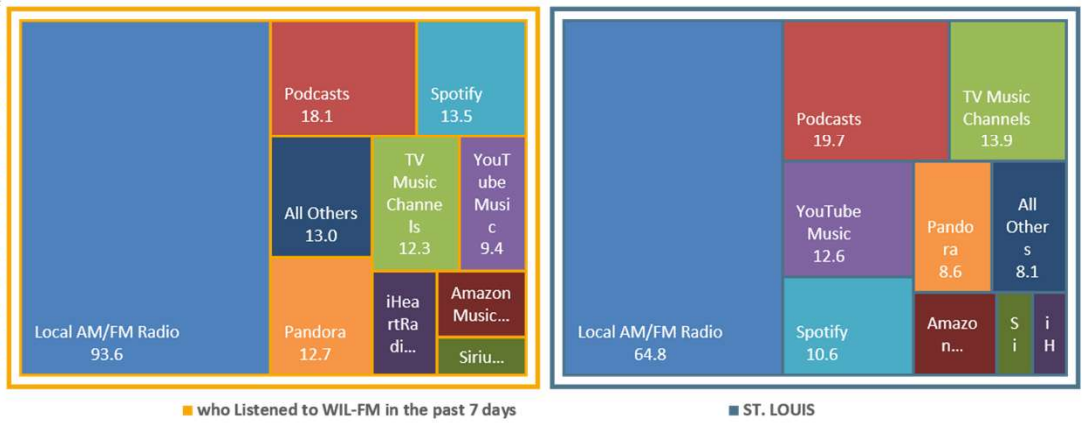
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 191

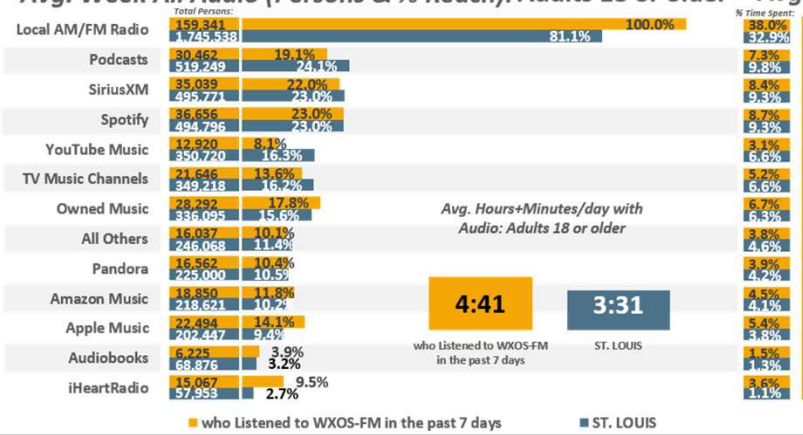
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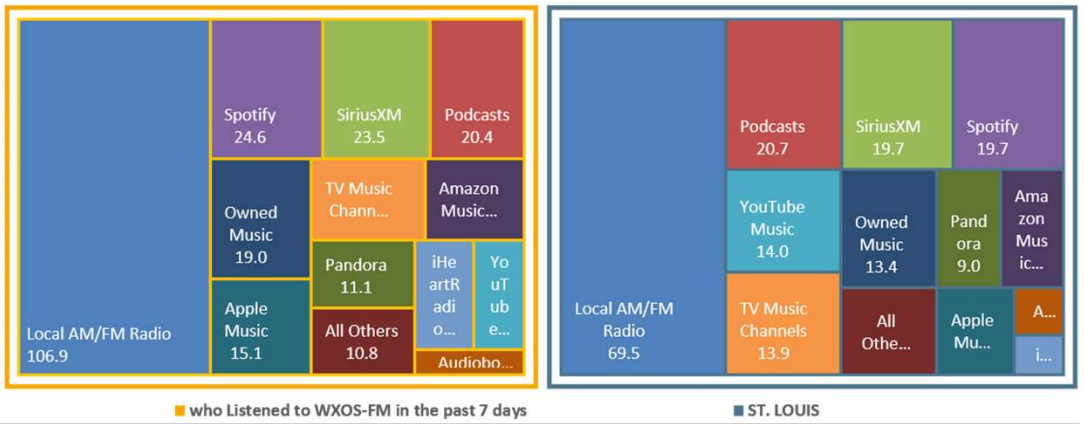
Radio Stations: WIL-FM

159,341 or 100.% of Adults 18 or older who Listened to WXOS-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 99.1 minutes every day representing 53.1% of all time spent daily with Ad-Supported Audio.

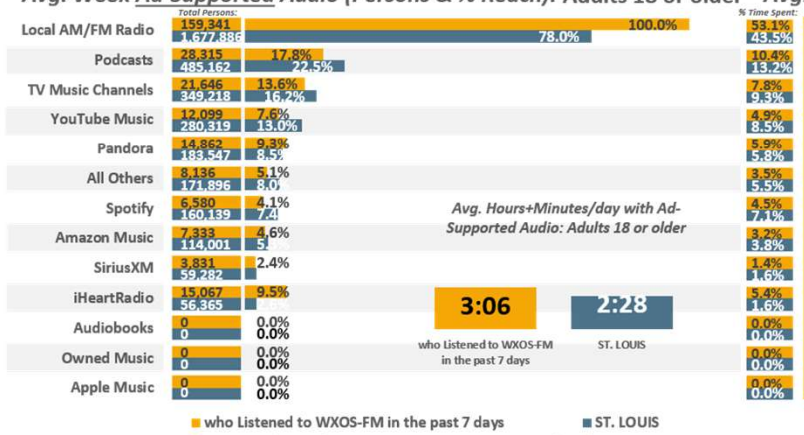
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



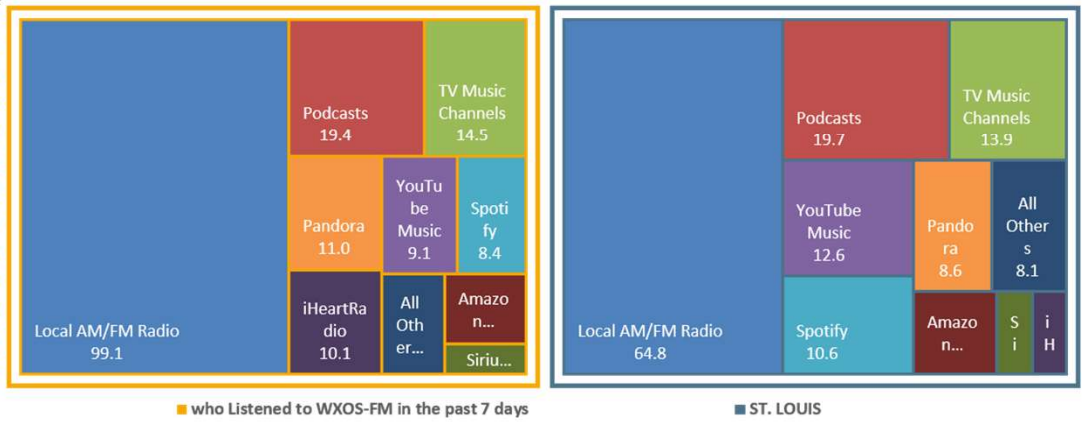
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 131

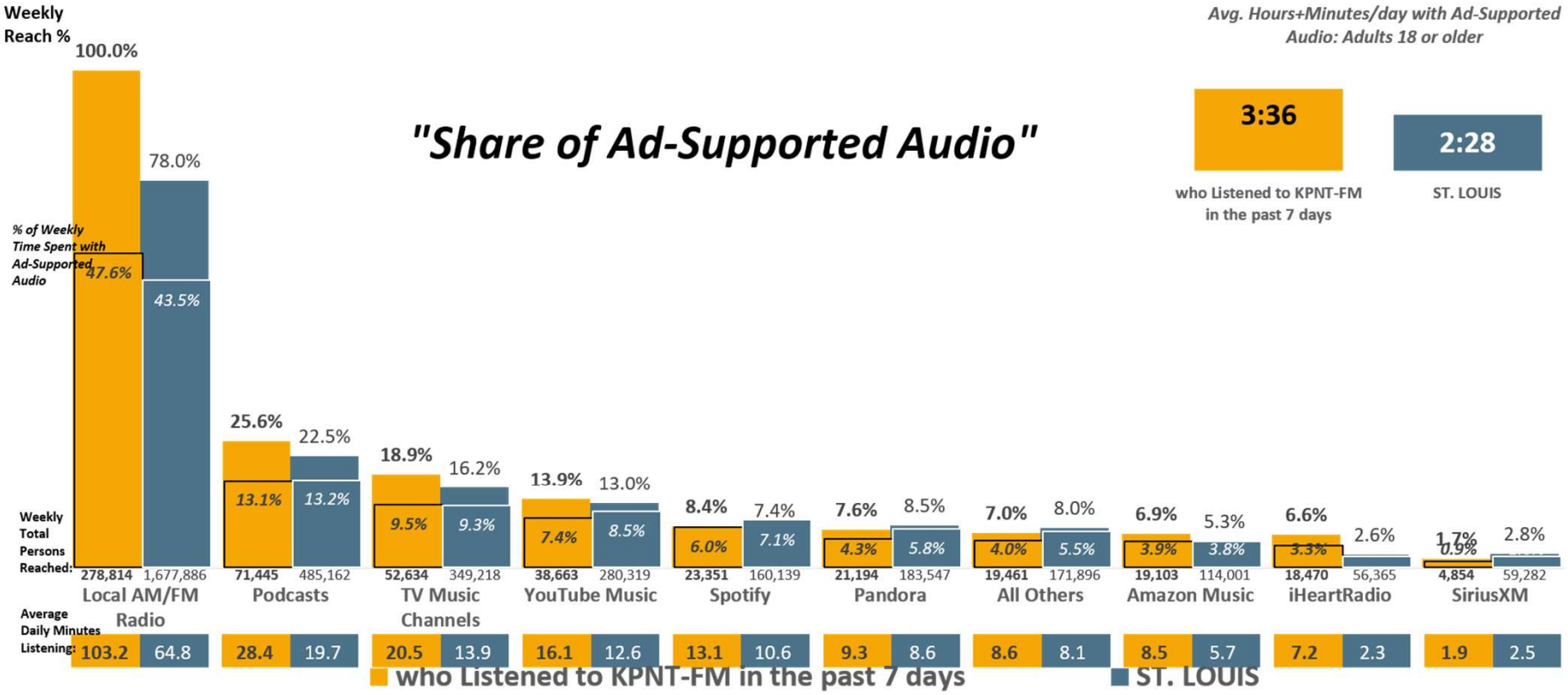
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Radio Stations: WXOS-FM

105.7 THE POINT
EVERYTHING ALTERNATIVE

278,814 or 100.% of Adults 18 or older who Listened to KPNT-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 103.2 minutes every day representing 47.6% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	TV Music Channels	YouTube Music	Spotify	Pandora	All Others	Amazon Music	iHeartRadio	SiriusXM
Weekly Reach %	100.0%	25.6%	18.9%	13.9%	8.4%	7.6%	7.0%	6.9%	6.6%	1.7%
ST. LOUIS Weekly Reach %	78.0%	22.5%	16.2%	13.0%	7.4%	8.5%	8.0%	5.3%	2.6%	2.8%
% of Weekly Time Spent with Ad-Supported Audio	47.6%	13.1%	9.5%	7.4%	6.0%	4.3%	4.0%	3.9%	3.3%	0.9%
ST. LOUIS % of Weekly Time Spent with Ad-Supported Audio	43.5%	13.2%	9.3%	8.5%	7.1%	5.8%	5.5%	3.8%		
Weekly Total Persons Reached:	278,814	71,445	52,634	38,663	23,351	21,194	19,461	19,103	18,470	4,854
ST. LOUIS Weekly Total Persons Reached:	1,677,886	485,162	349,218	280,319	160,139	183,547	171,896	114,001	56,365	59,282
Average Daily Minutes Listening:	103.2	28.4	20.5	16.1	13.1	9.3	8.6	8.5	7.2	1.9
ST. LOUIS Average Daily Minutes Listening:	64.8	19.7	13.9	12.6	10.6	8.6	8.1	5.7	2.3	2.5

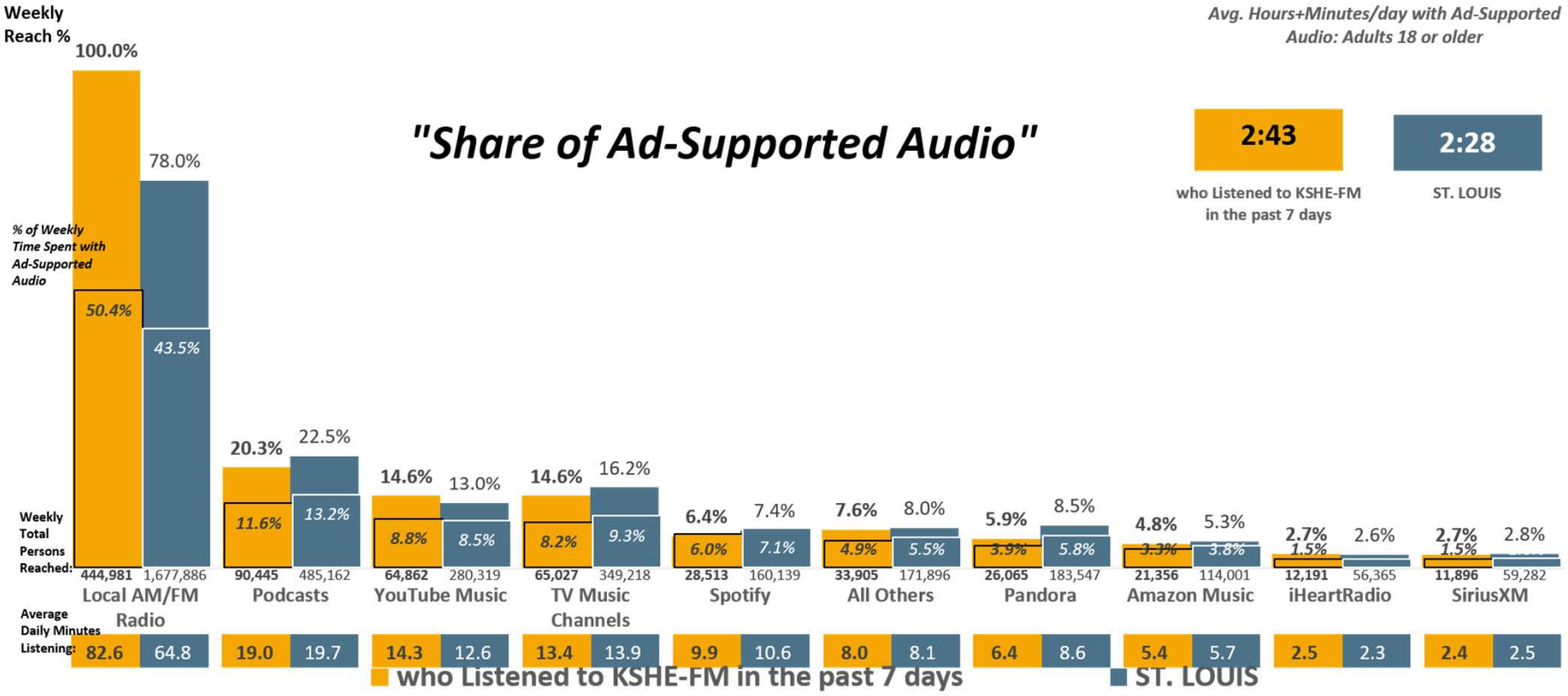
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Radio Stations: KPNT-FM

444,981 or 100.% of Adults 18 or older who Listened to KSHE-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 82.6 minutes every day representing 50.4% of all time spent daily with Ad-Supported Audio.



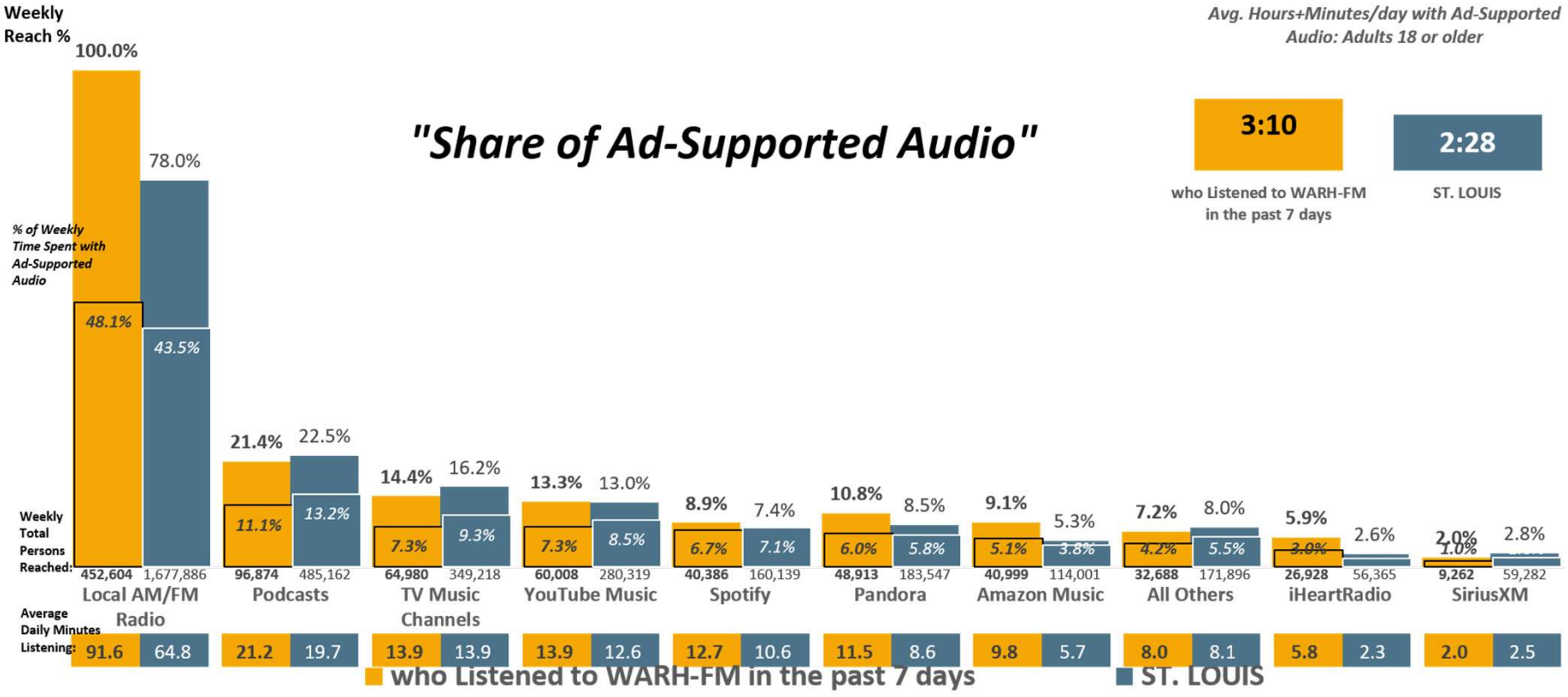
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Radio Stations: KSHE-FM

452,604 or 100.% of Adults 18 or older who Listened to WARH-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 91.6 minutes every day representing 48.1% of all time spent daily with Ad-Supported Audio.



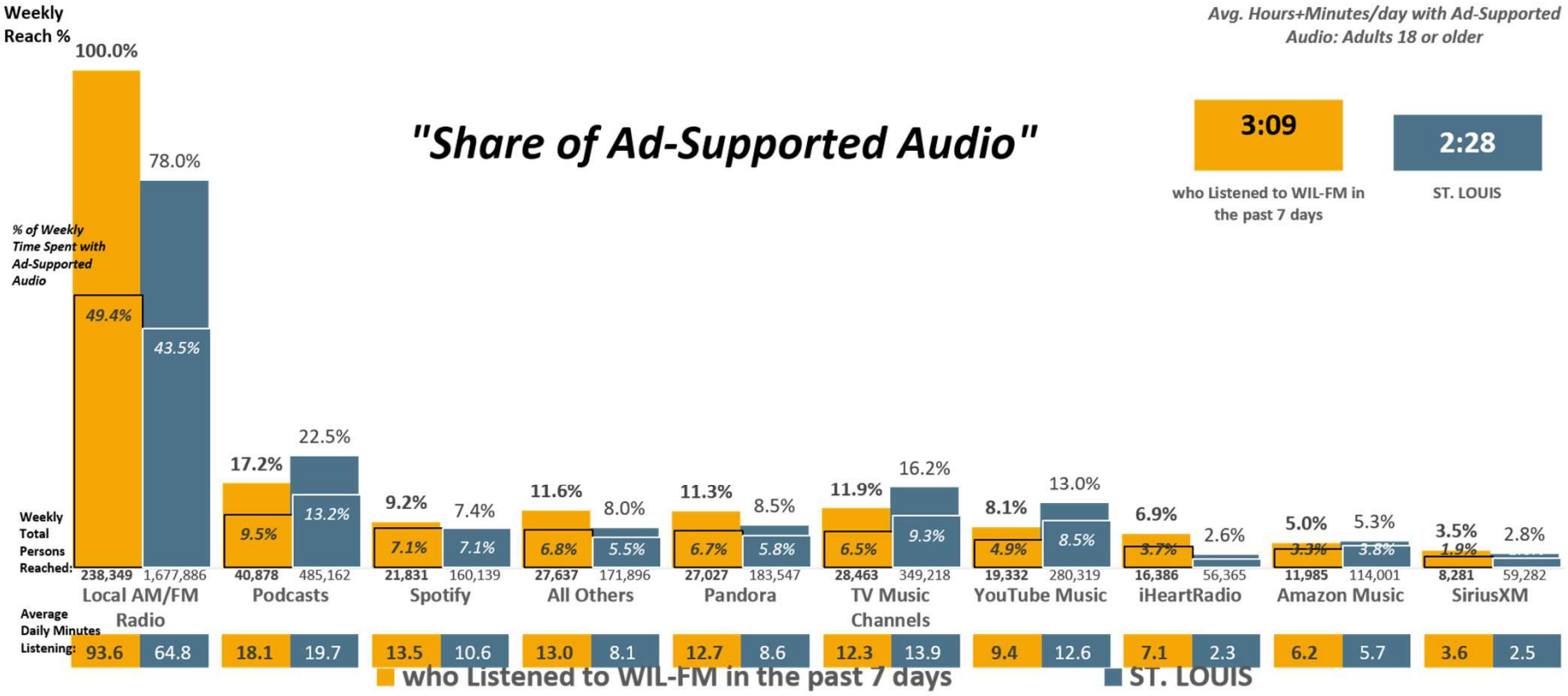
ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 344 ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,754

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Radio Stations: WARH-FM

238,349 or 100.% of Adults 18 or older who Listened to WIL-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 93.6 minutes every day representing 49.4% of all time spent daily with Ad-Supported Audio.



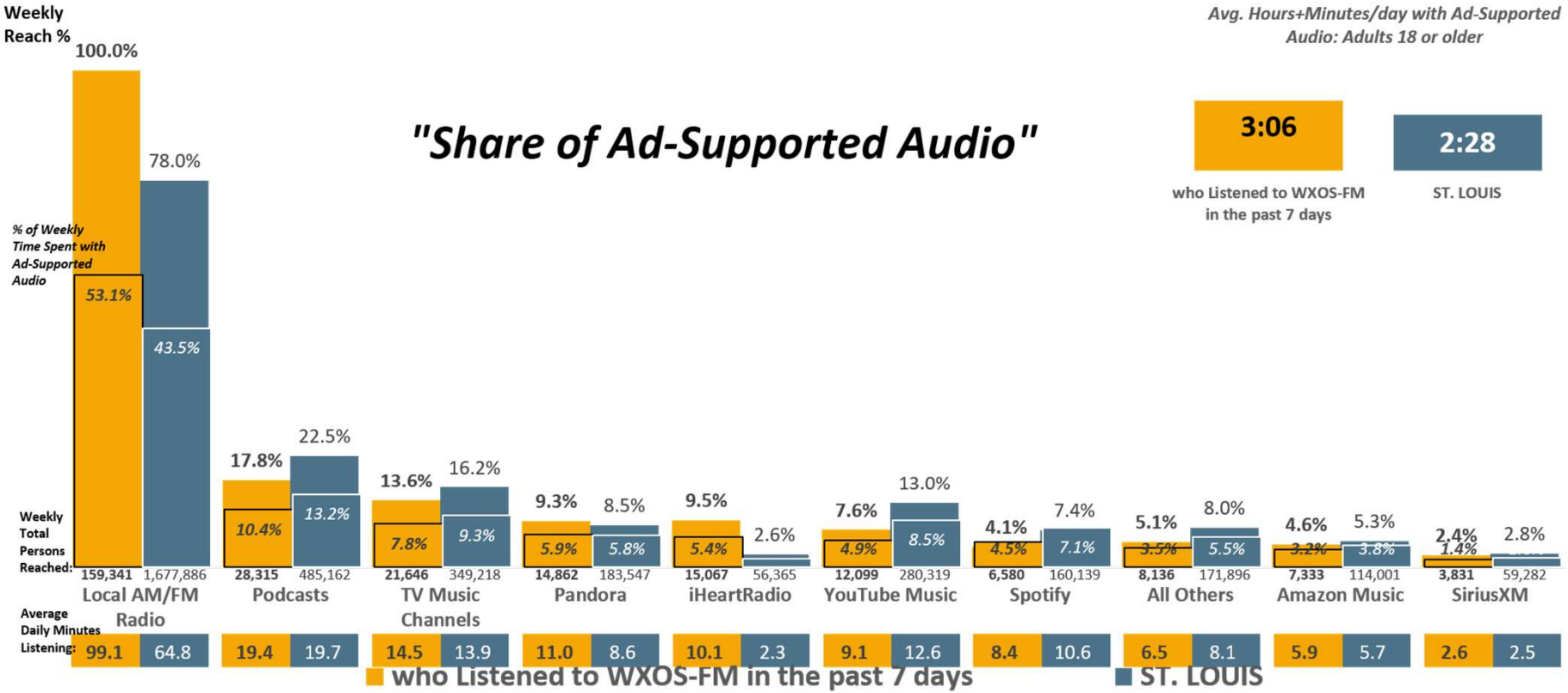
ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 191 ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,754

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Radio Stations: WIL-FM

159,341 or 100.% of Adults 18 or older who Listened to WXOS-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 99.1 minutes every day representing 53.1% of all time spent daily with Ad-Supported Audio.



ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 131 ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,754

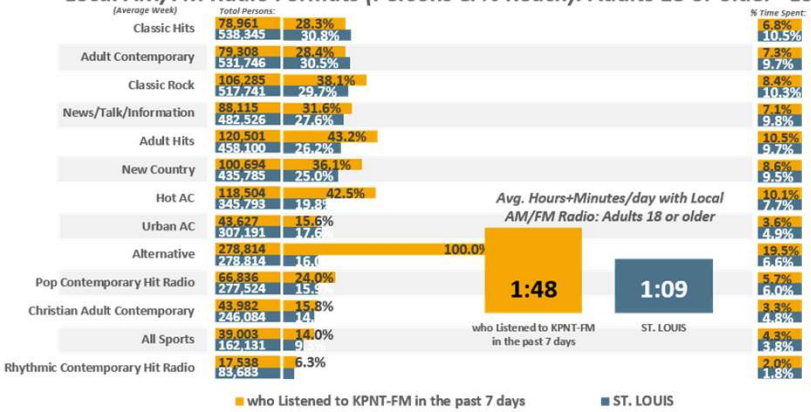
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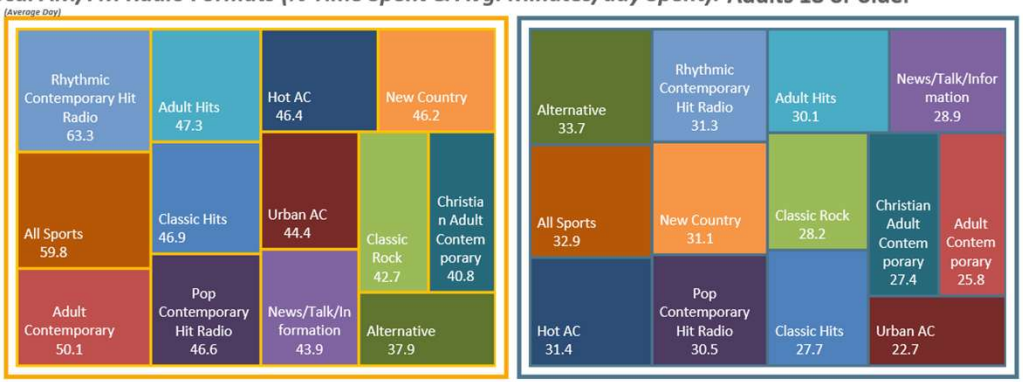
Radio Stations: WXOS-FM

278,814 or 100.% of Adults 18 or older who Listened to KPNT-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Alternative, Adult Hits, Hot AC, Classic Rock, and New Country.

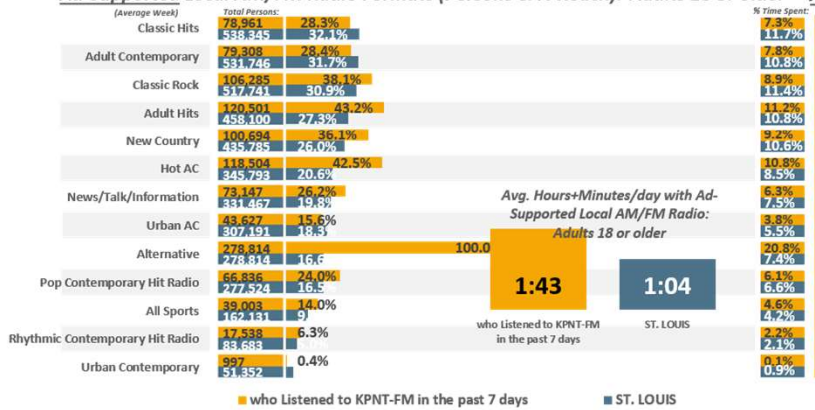
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



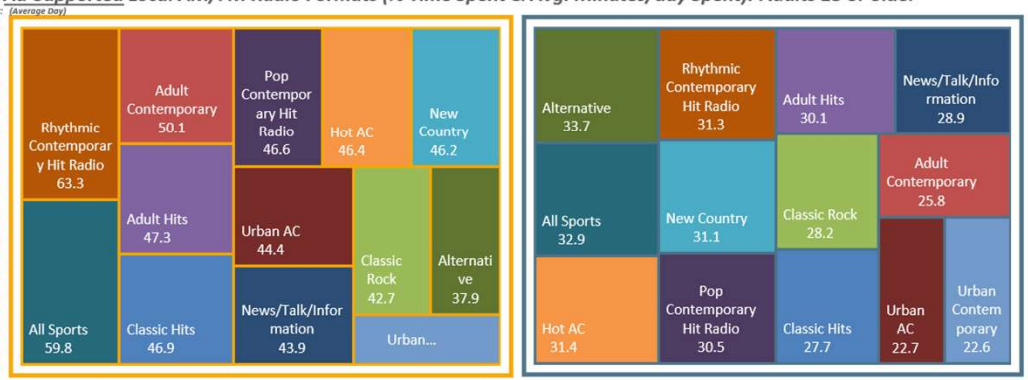
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 226

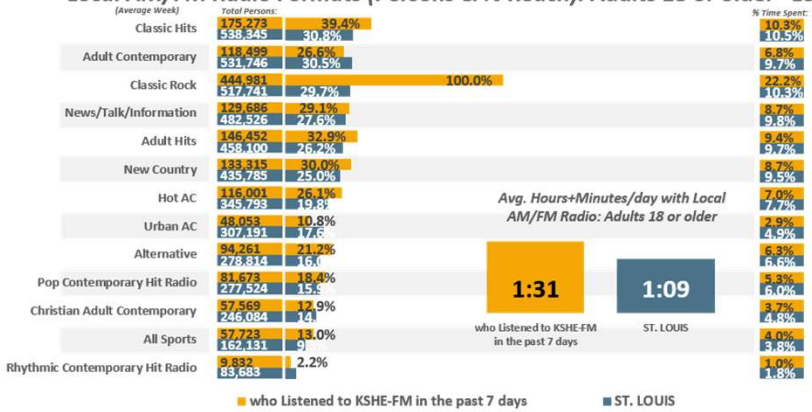
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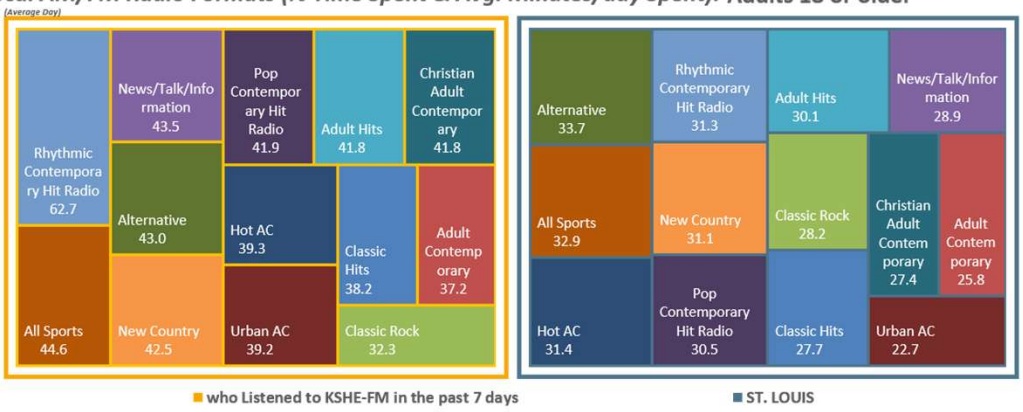
Radio Stations: KPNT-FM

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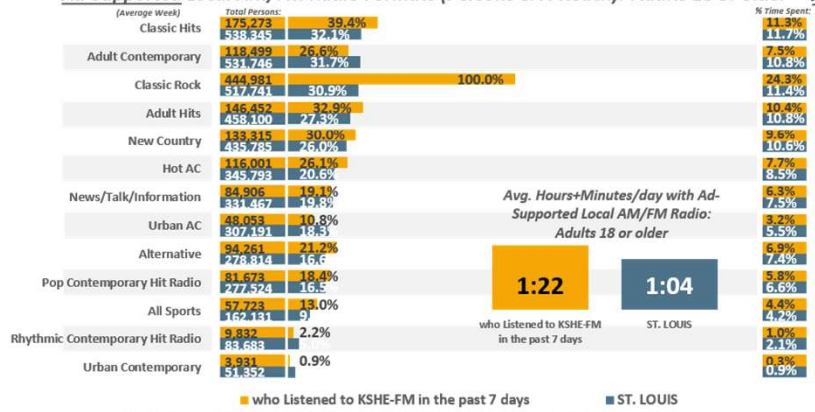
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



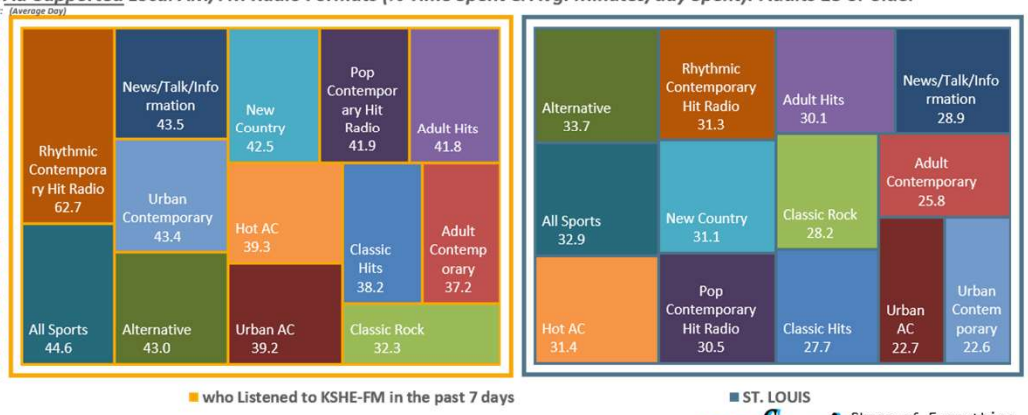
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 358

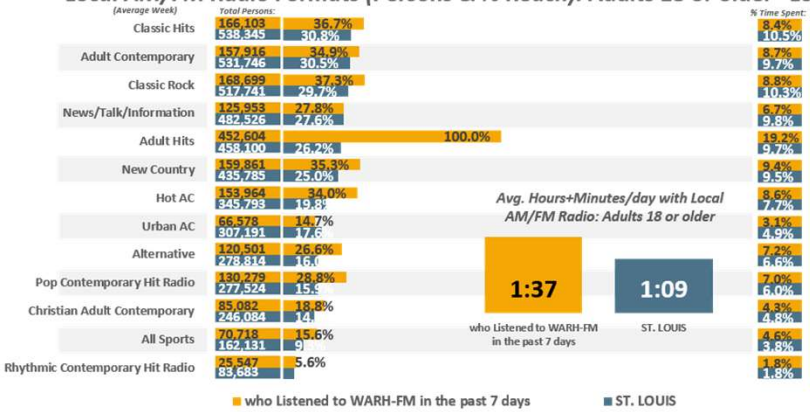
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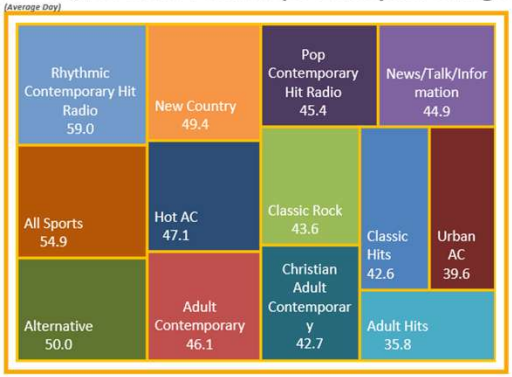
Radio Stations: KSHE-FM

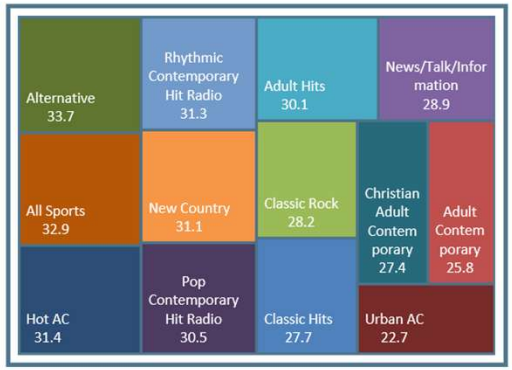
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Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older

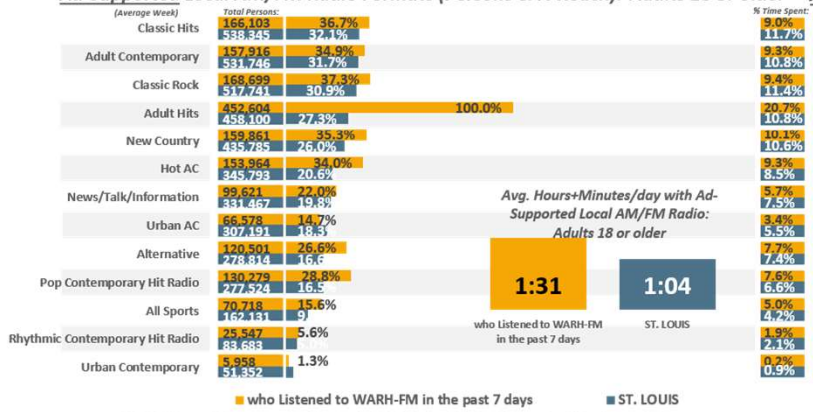


Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

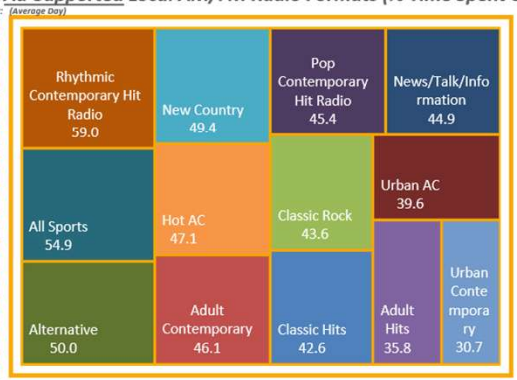


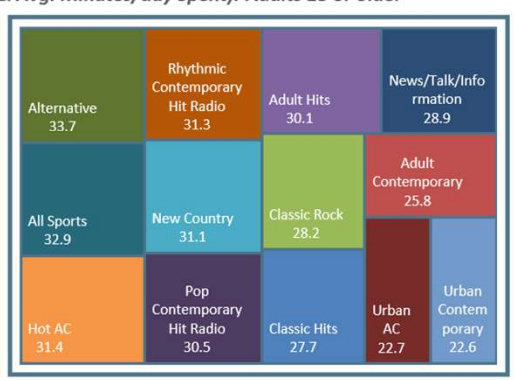


Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



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





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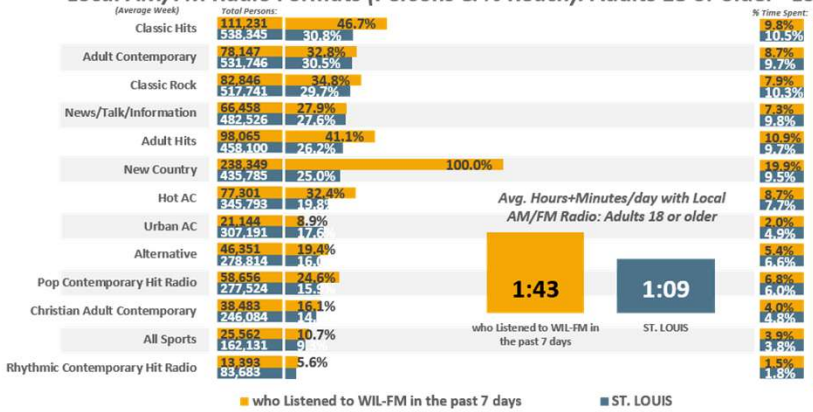
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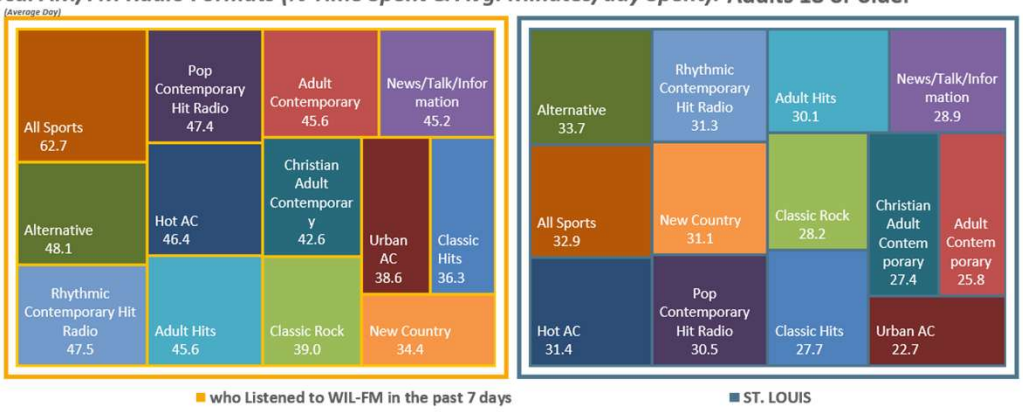
Radio Stations: WARH-FM

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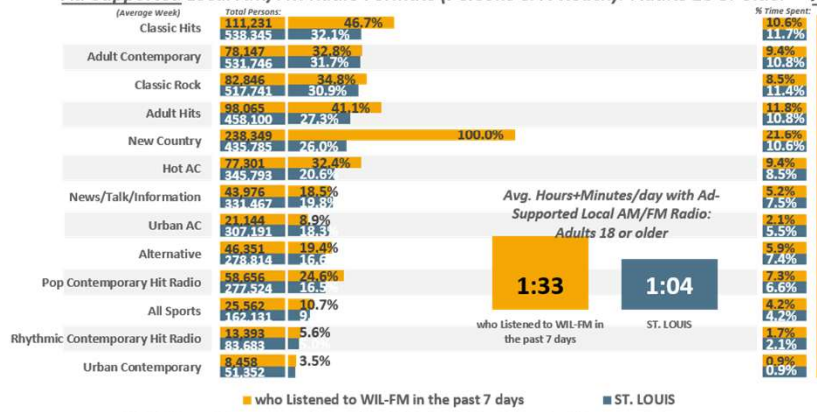
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



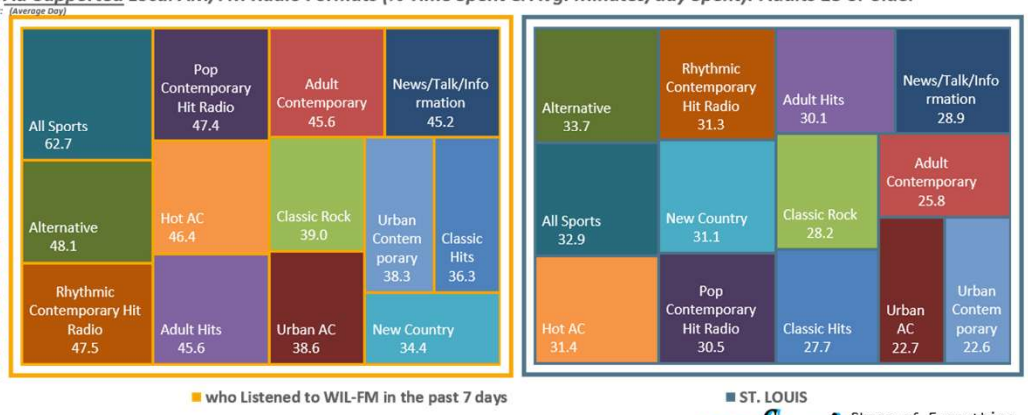
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 191

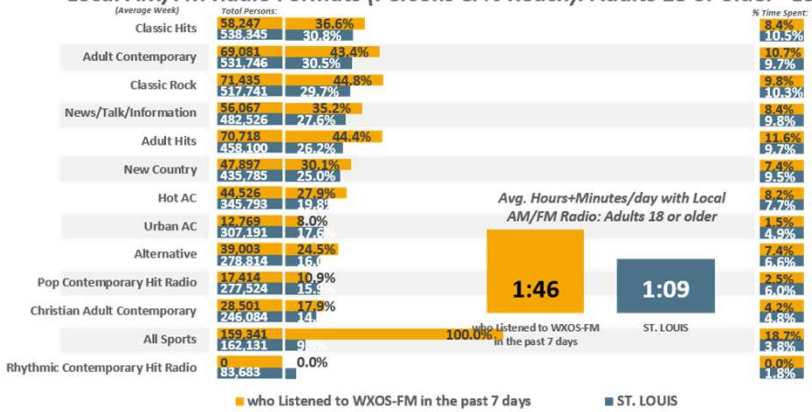
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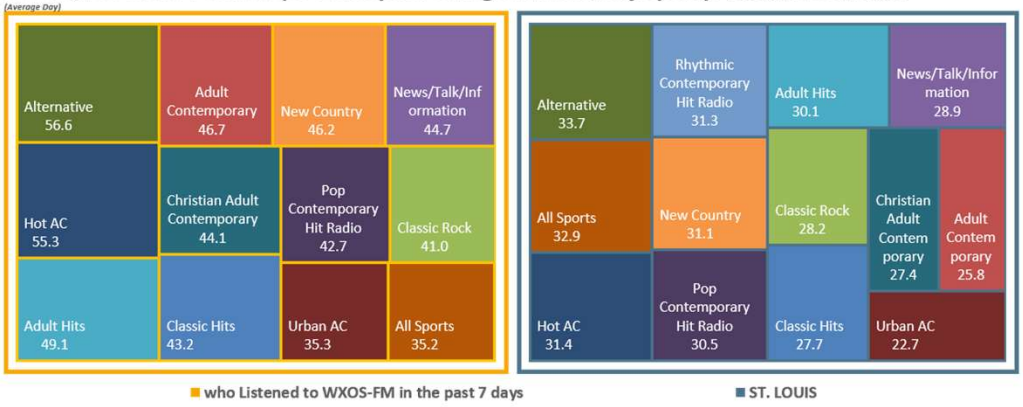
Radio Stations: WIL-FM

159,341 or 100.% of Adults 18 or older who Listened to WXOS-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All Sports, Classic Rock, Adult Hits, Adult Contemporary, and Classic Hits.

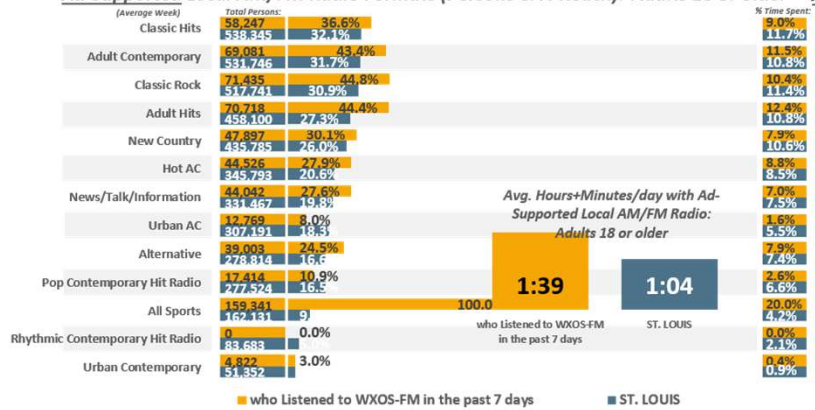
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



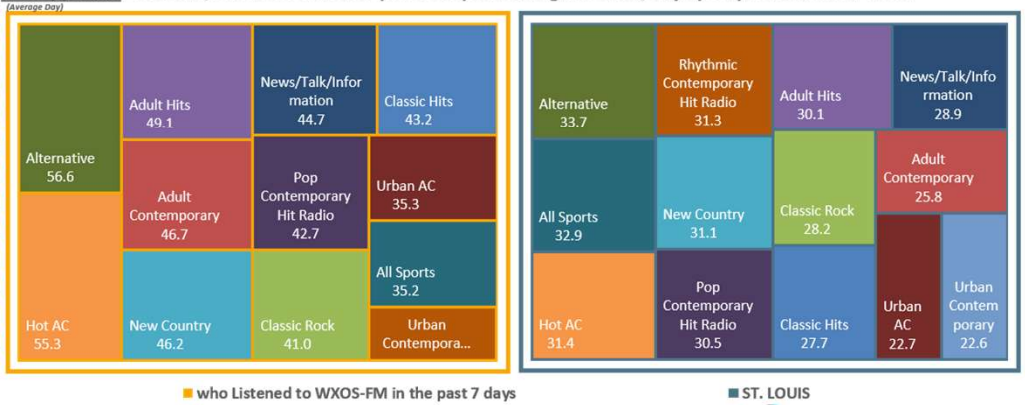
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 131

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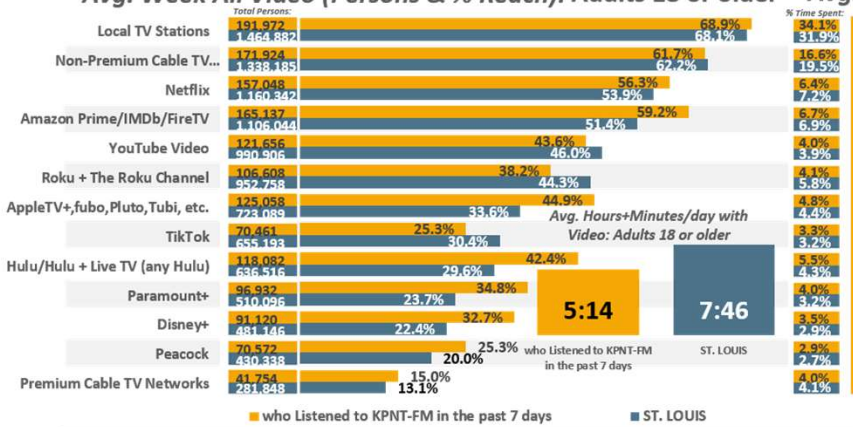
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Radio Stations: WXOS-FM

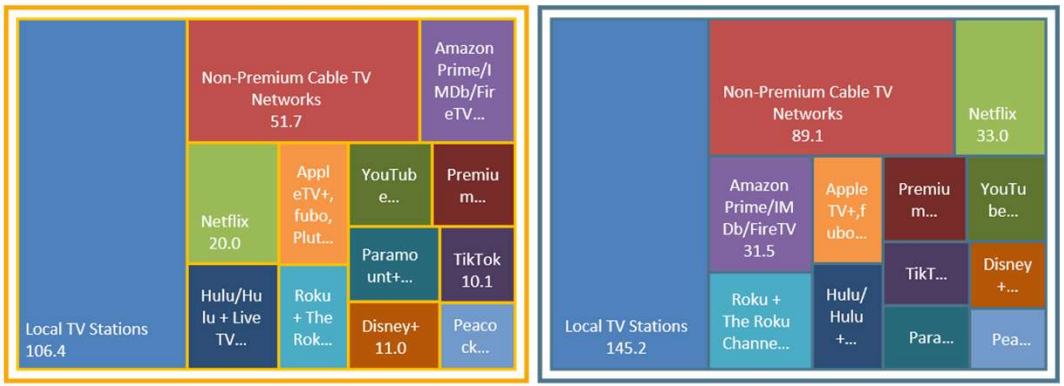
105.7 THE POINT
EVERYTHING ALTERNATIVE

190,551 or 68.3% of Adults 18 or older who Listened to KPNT-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 100.2 minutes every day representing 39.2% of all time spent daily with Ad-Supported Video.

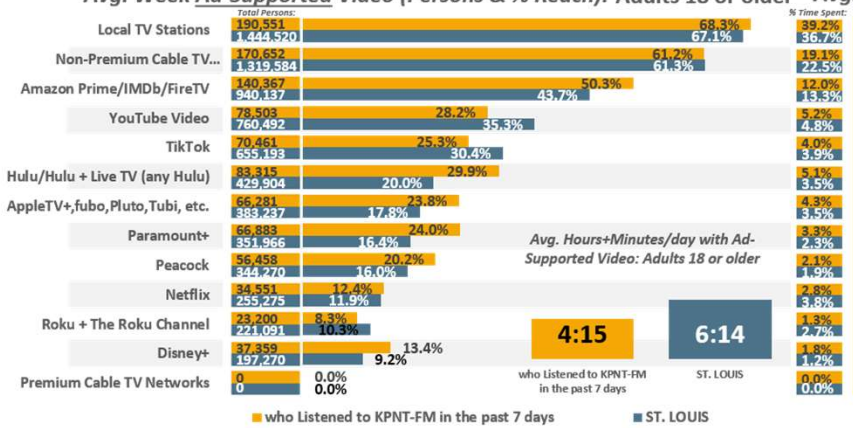
Avg. Week All Video (Persons & % Reach): Adults 18 or older



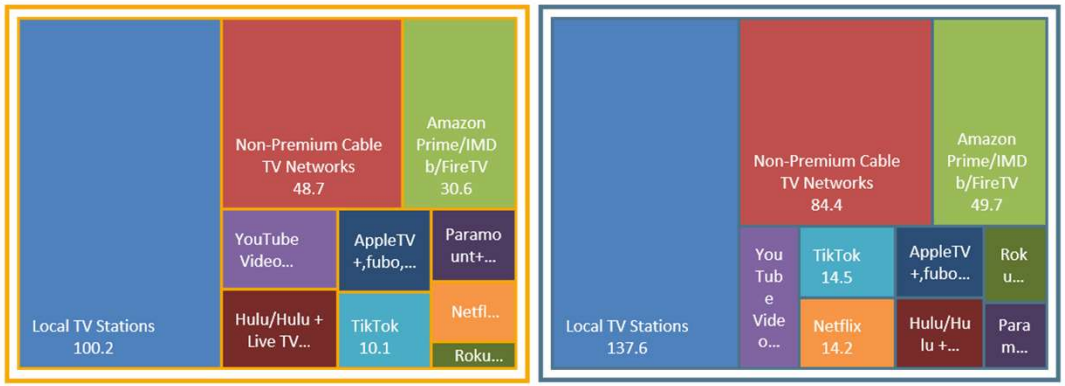
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week <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 226

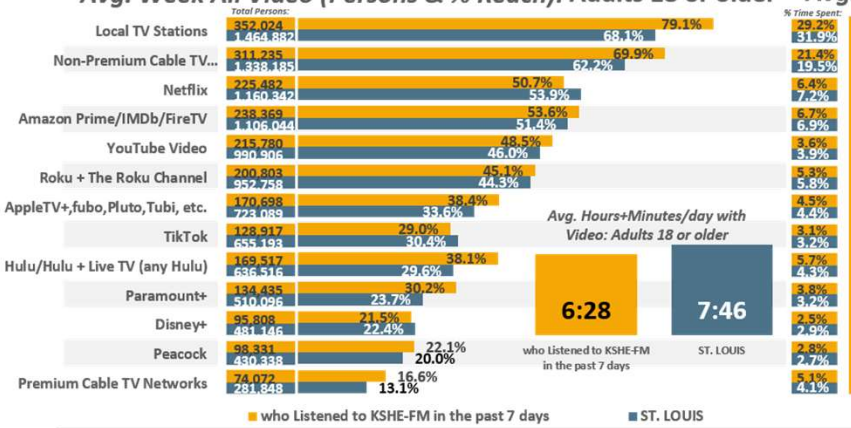
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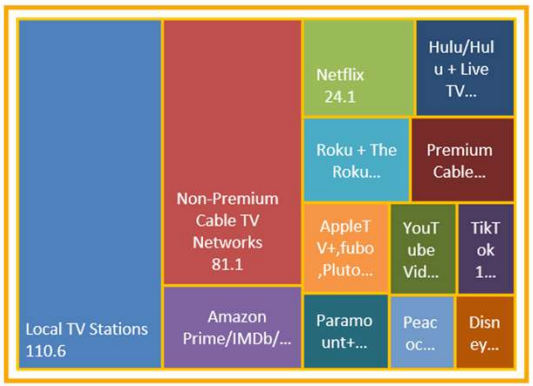
Radio Stations: KPNT-FM

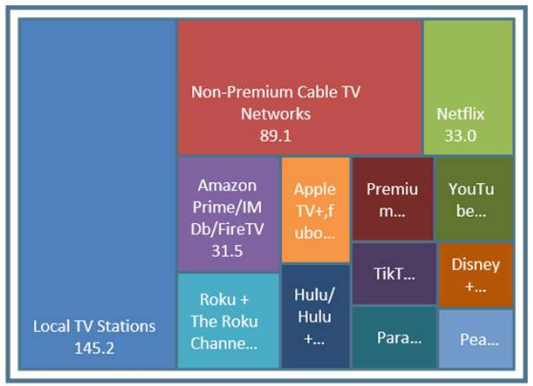
348,166 or 78.2% of Adults 18 or older who Listened to KSHE-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 104.4 minutes every day representing 33.% of all time spent daily with Ad-Supported Video.

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

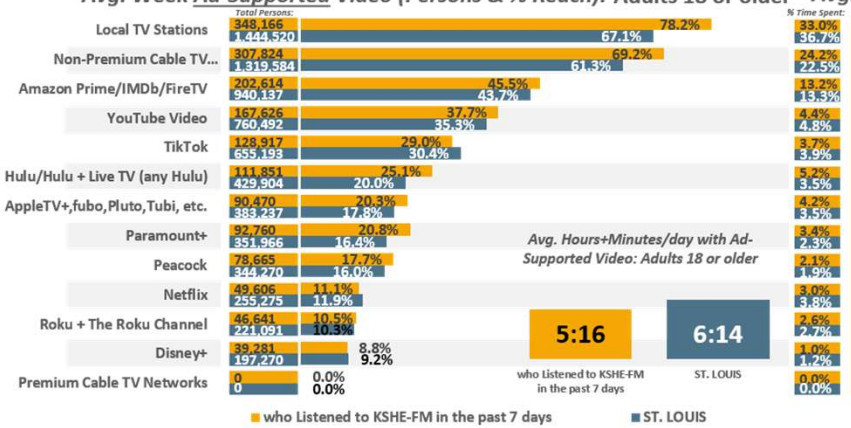


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

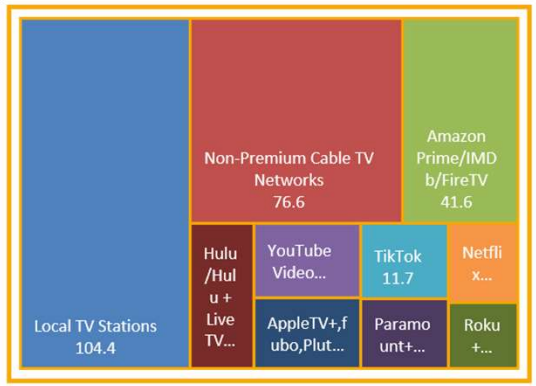


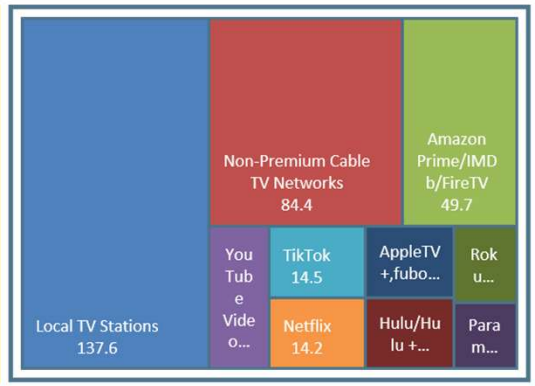


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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 358

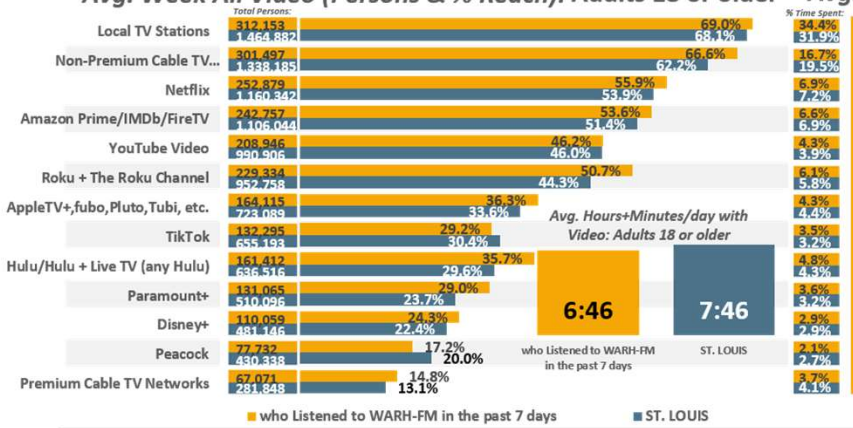
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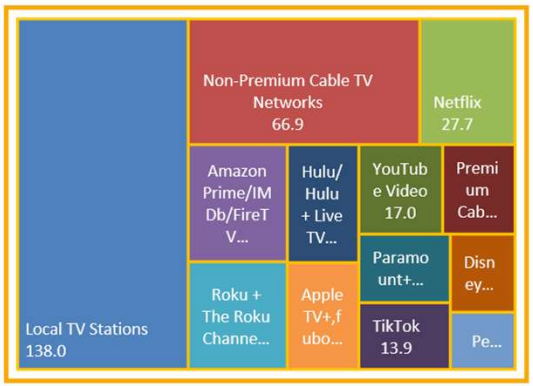
Radio Stations: KSHE-FM

308,476 or 68.2% of Adults 18 or older who Listened to WARH-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 131.6 minutes every day representing 40.3% of all time spent daily with Ad-Supported Video.

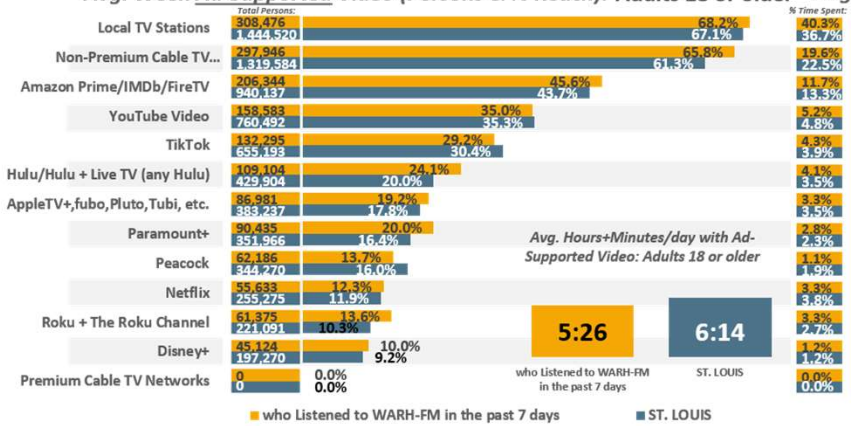
Avg. Week All Video (Persons & % Reach): Adults 18 or older



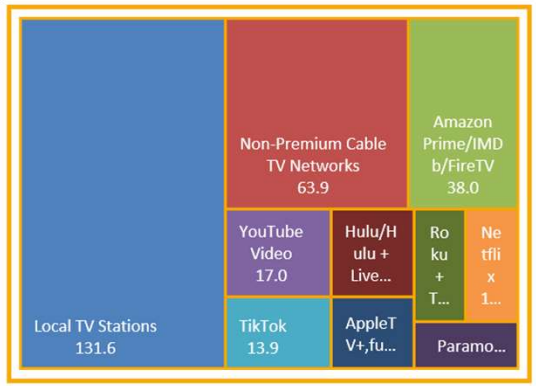
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 344

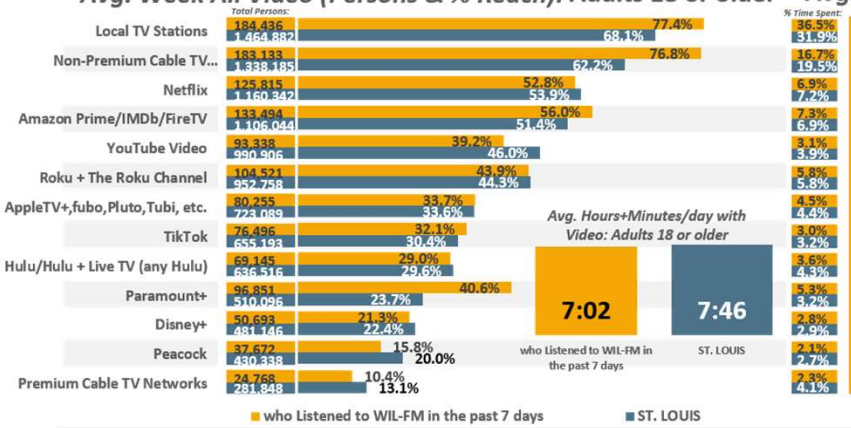
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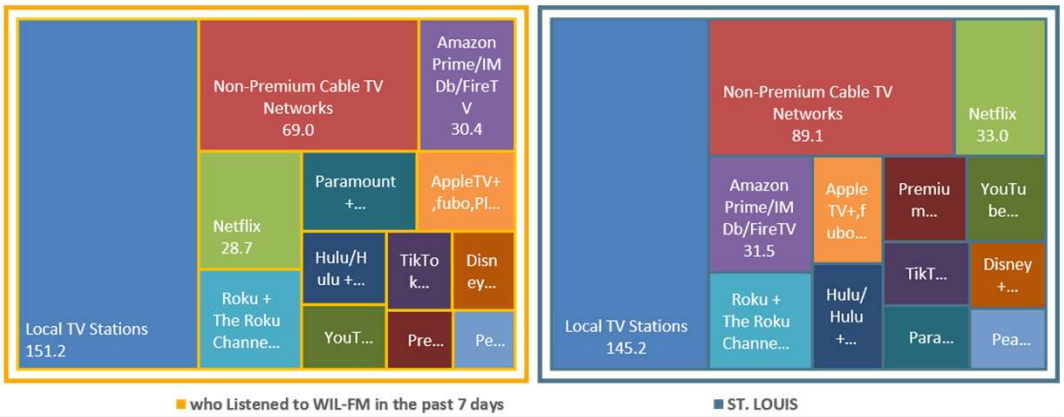
Radio Stations: WARH-FM

182,512 or 76.6% of Adults 18 or older who Listened to WIL-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 141.3 minutes every day representing 41.3% of all time spent daily with Ad-Supported Video.

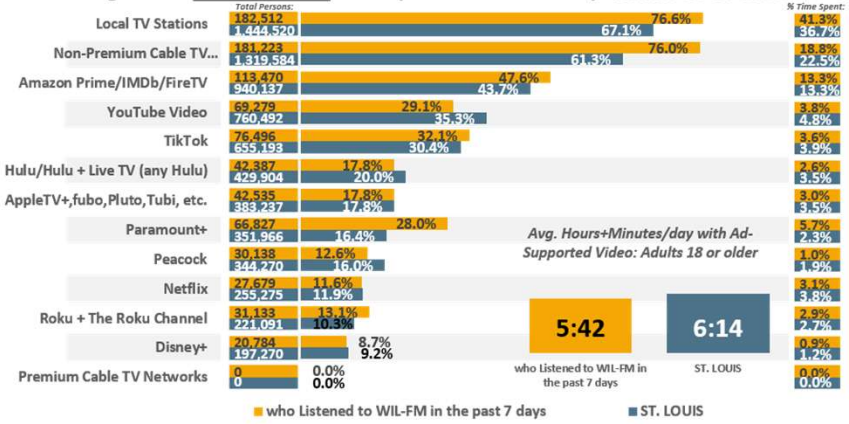
Avg. Week All Video (Persons & % Reach): Adults 18 or older



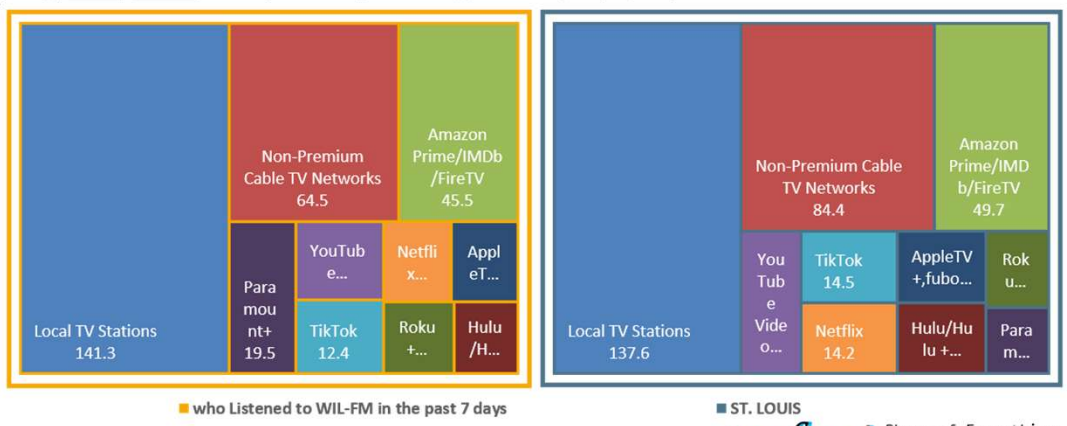
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 191

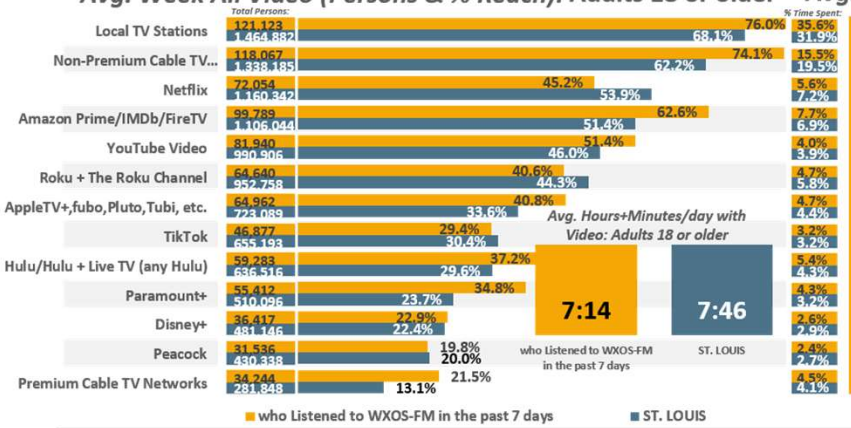
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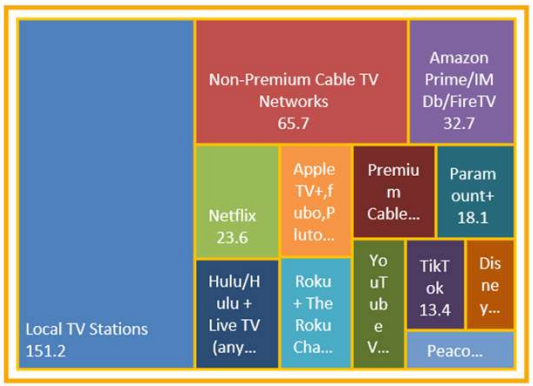
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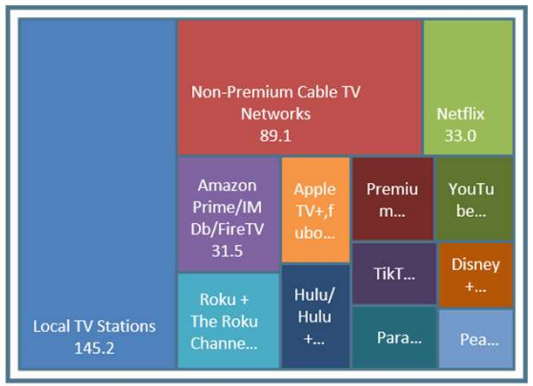
Radio Stations: WIL-FM

120,172 or 75.4% of Adults 18 or older who Listened to WXOS-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 141.4 minutes every day representing 39.3% of all time spent daily with Ad-Supported Video.

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

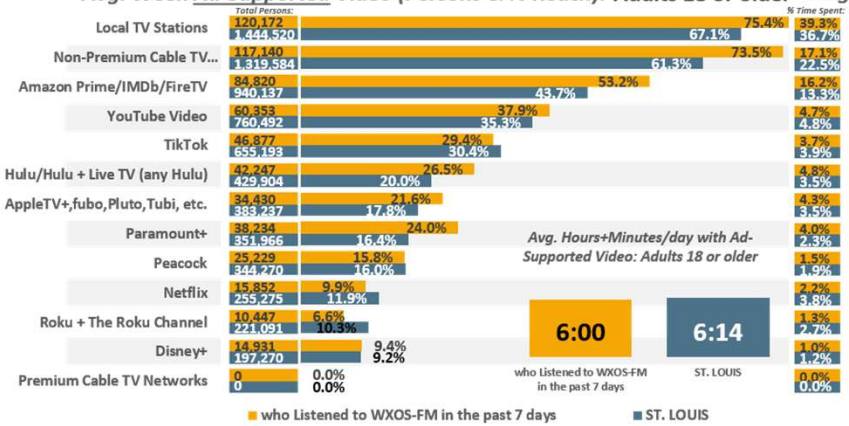


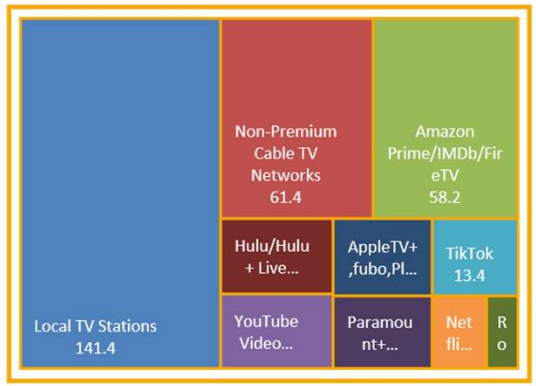


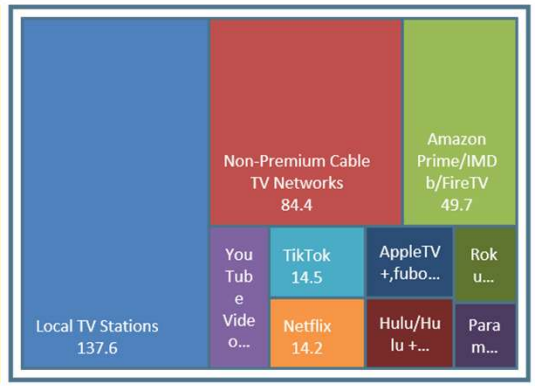


who Listened to WXOS-FM in the past 7 days ■ ST. LOUIS

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







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

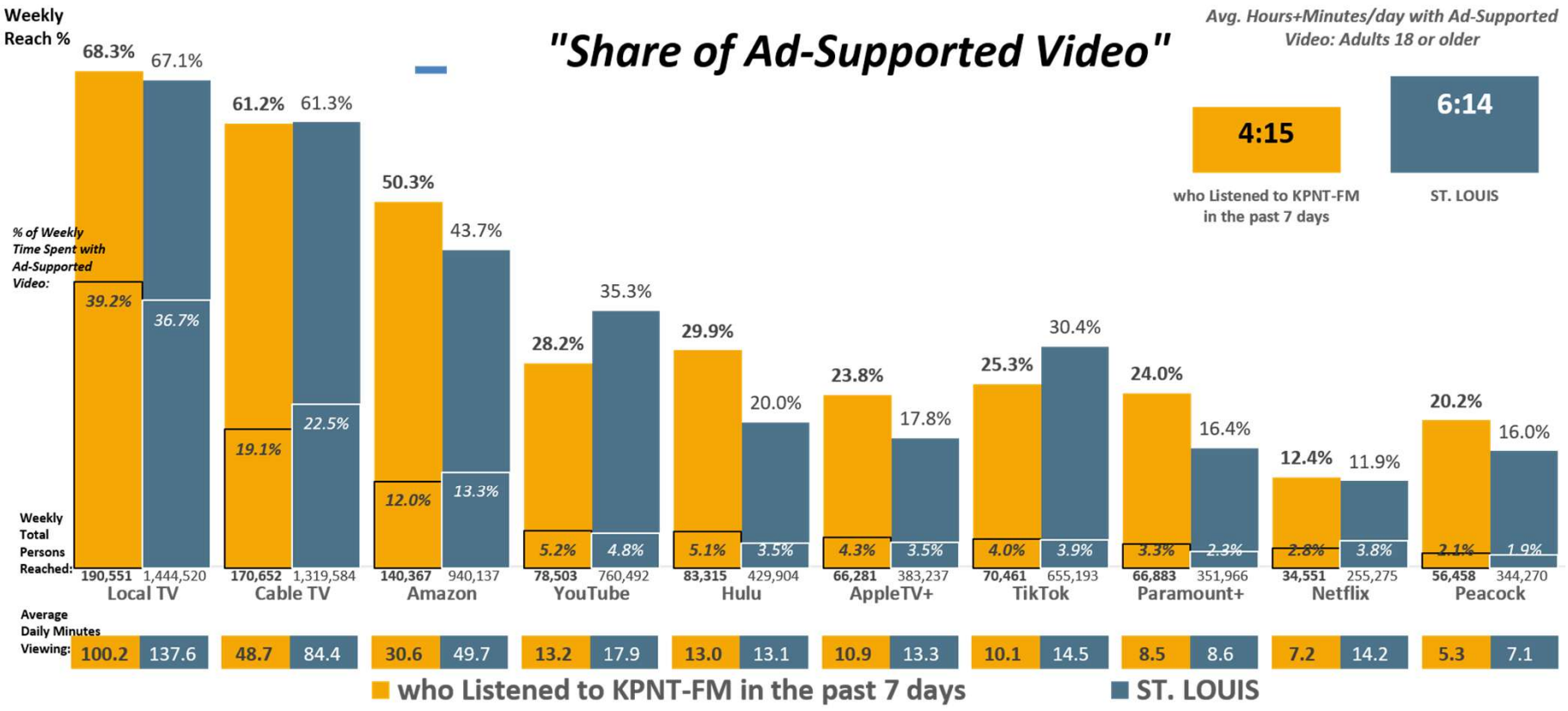
ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 131

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Radio Stations: WXOS-FM

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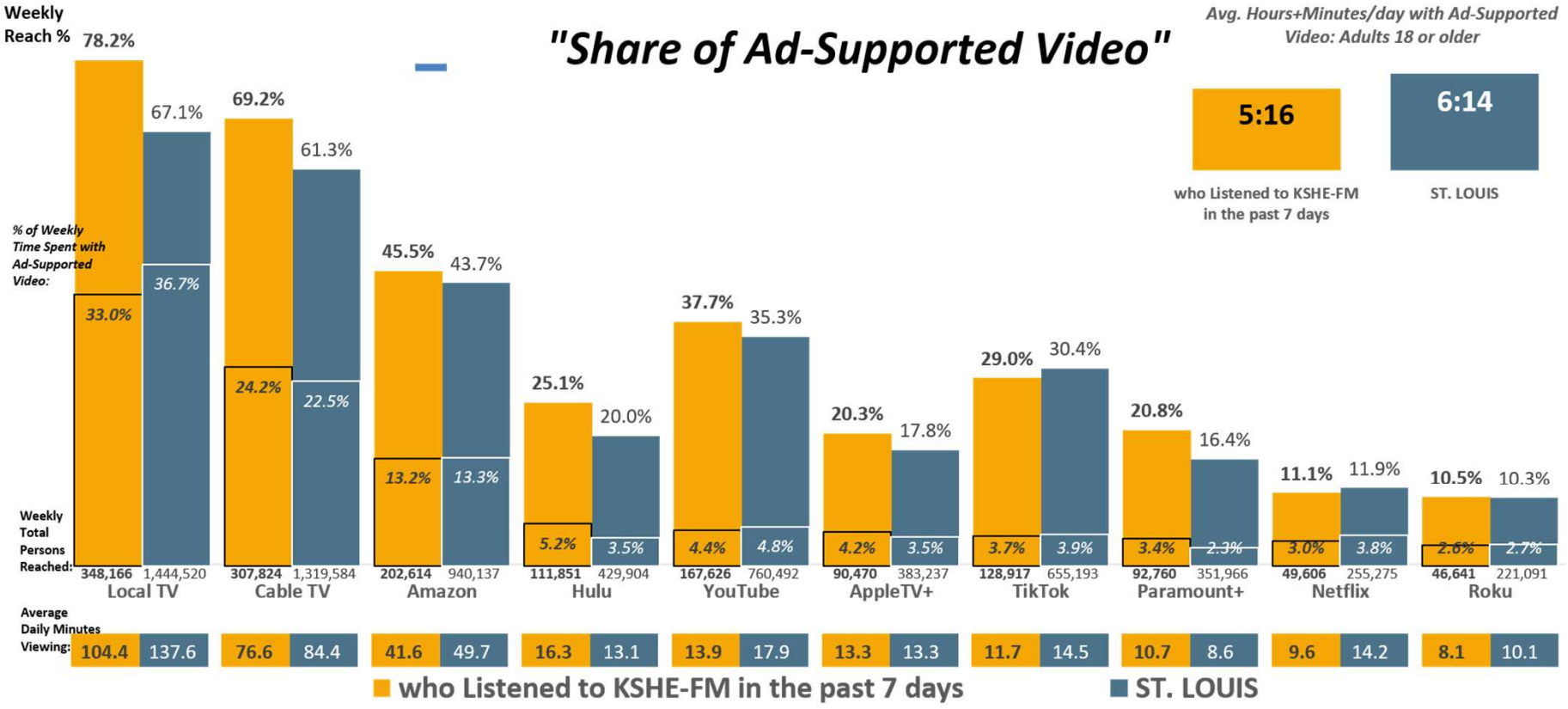
ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 226 ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,754

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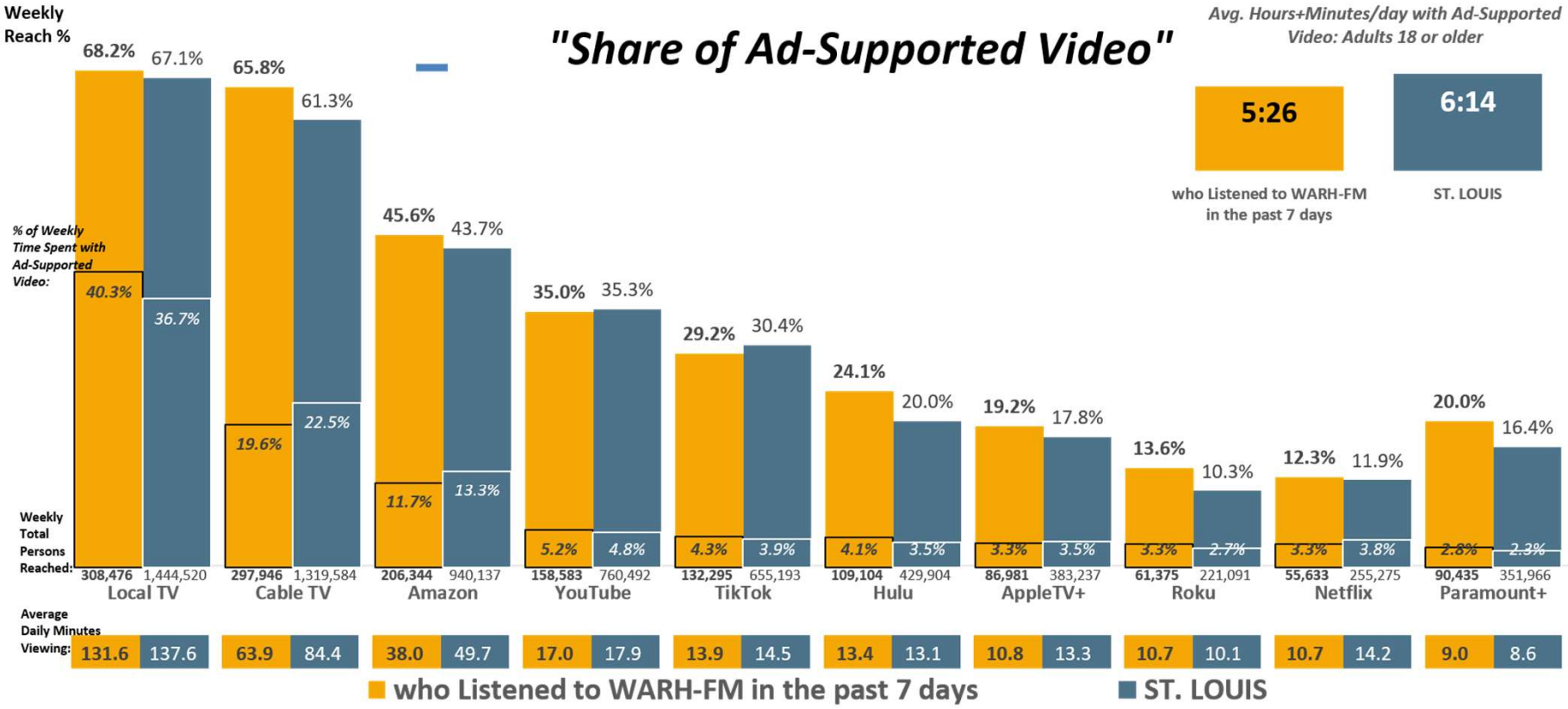
ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 358 ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,754

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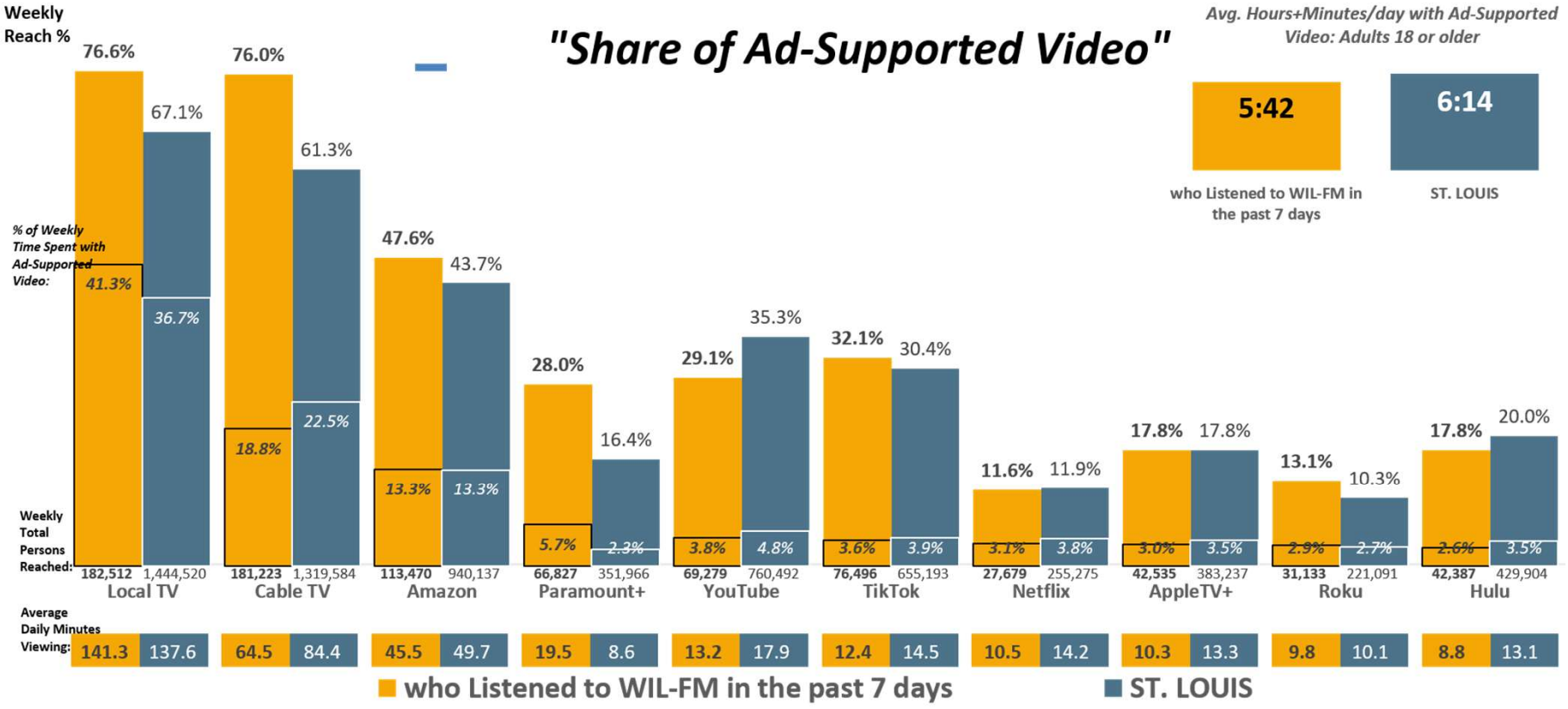
ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 344 ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,754

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ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 191 ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,754

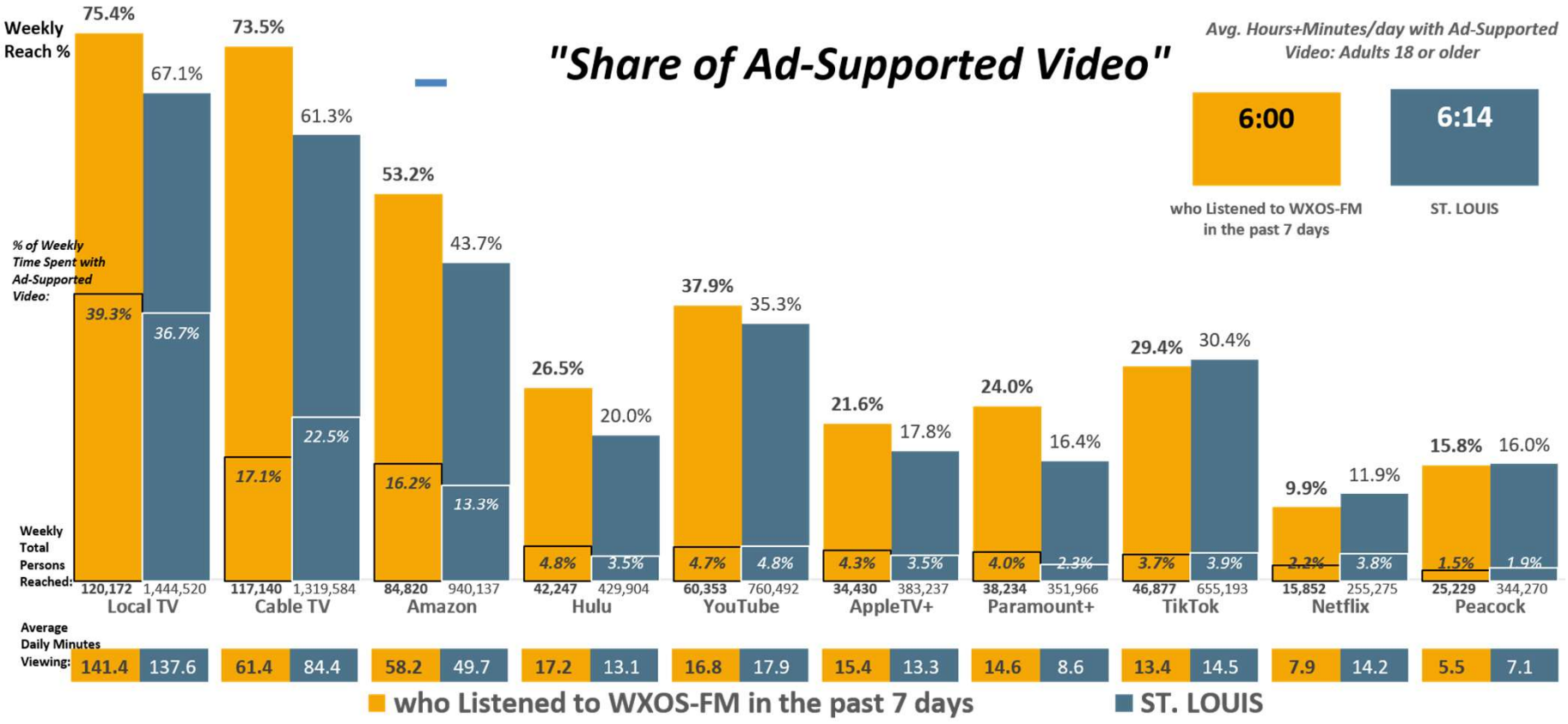
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Radio Stations: WIL-FM

101 ESPN Sports Talk For St. Louis

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ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 131 ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,754

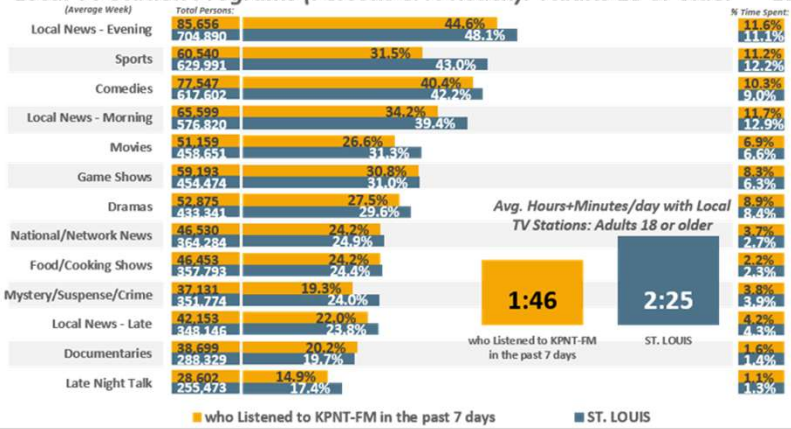
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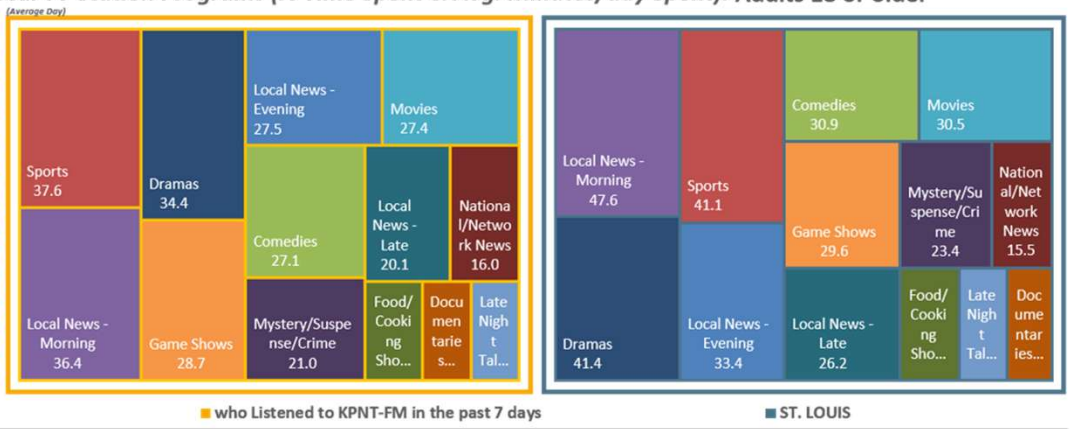
Radio Stations: WXOS-FM

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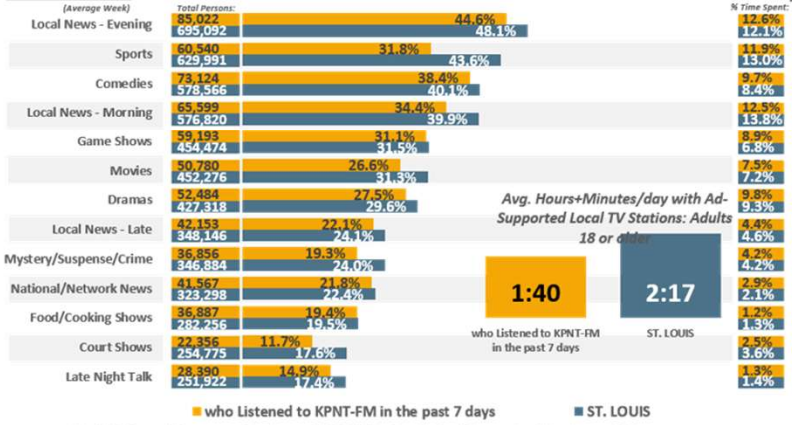
Local TV Station Programs (Persons & % Reach): Adults 18 or older



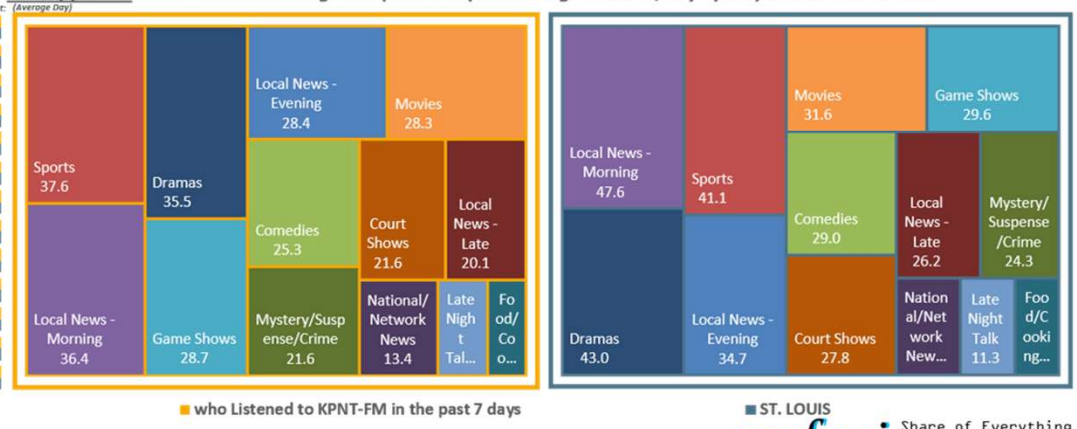
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 226

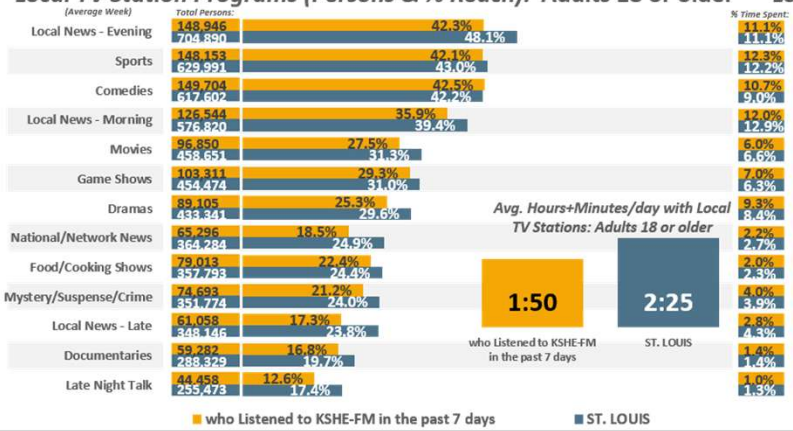
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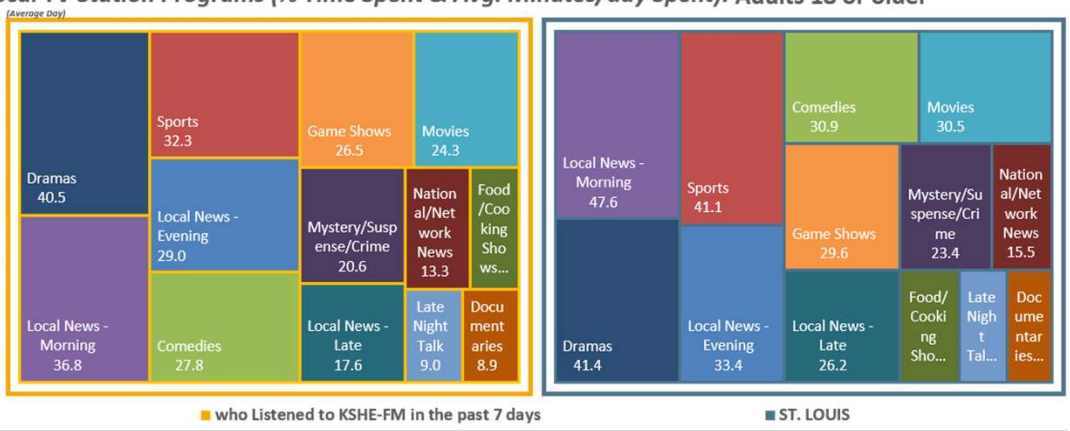
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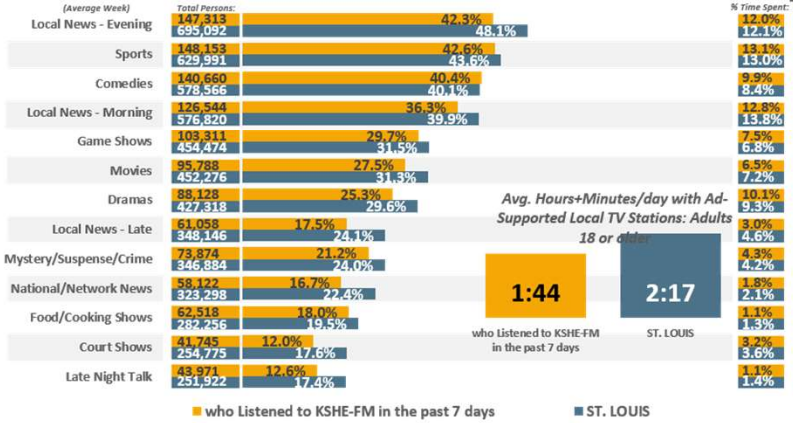
Local TV Station Programs (Persons & % Reach): Adults 18 or older



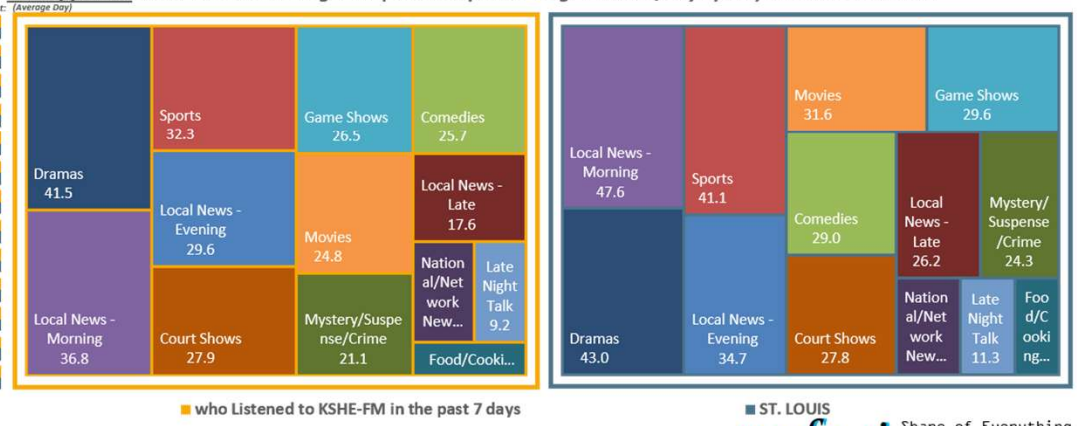
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 358

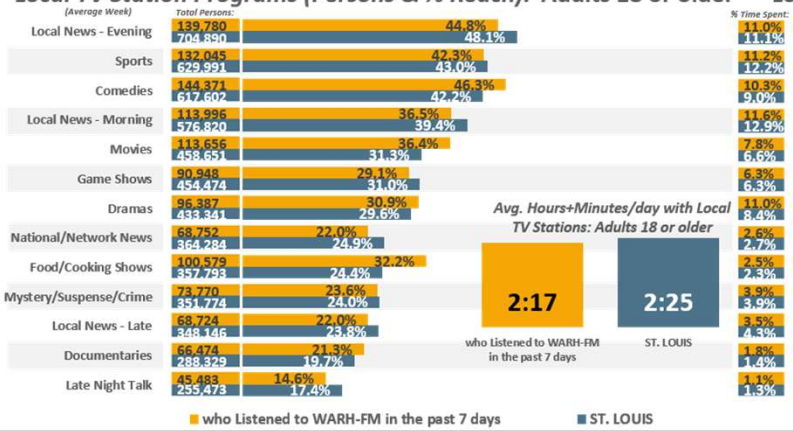
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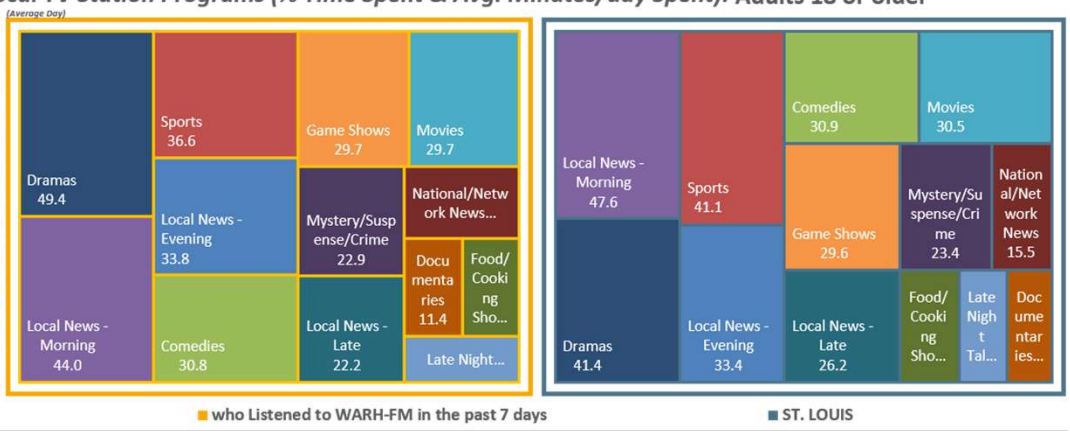
Radio Stations: KSHE-FM

308,476 or 68.2% of Adults 18 or older who Listened to WARH-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Sports, Local News - Morning, Movies, and Dramas.

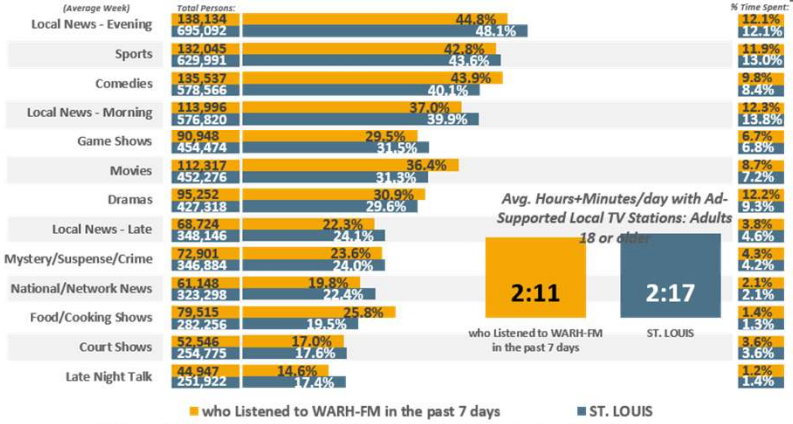
Local TV Station Programs (Persons & % Reach): Adults 18 or older



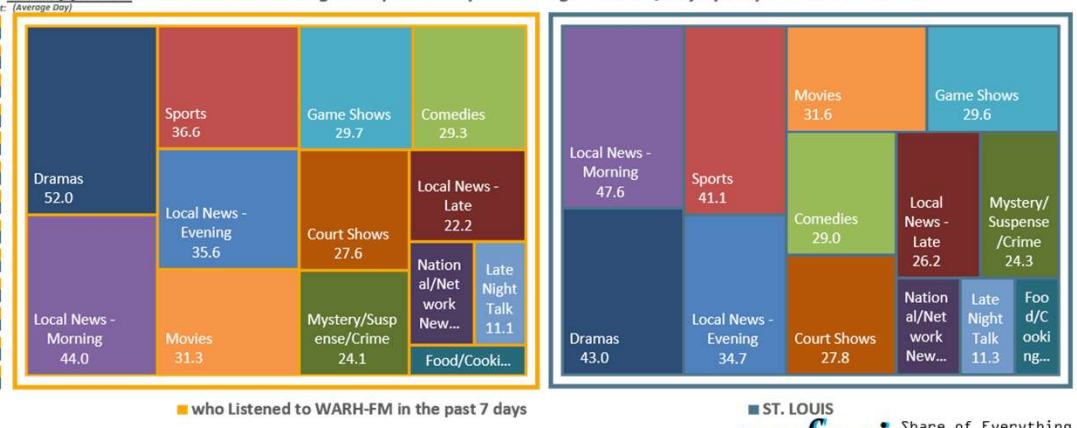
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 344

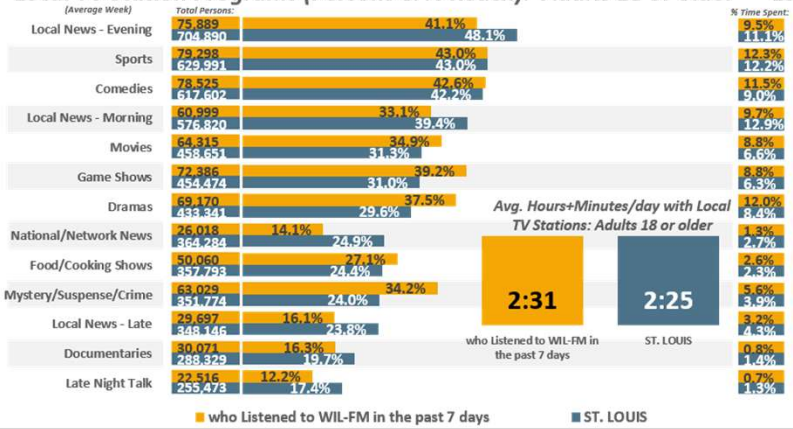
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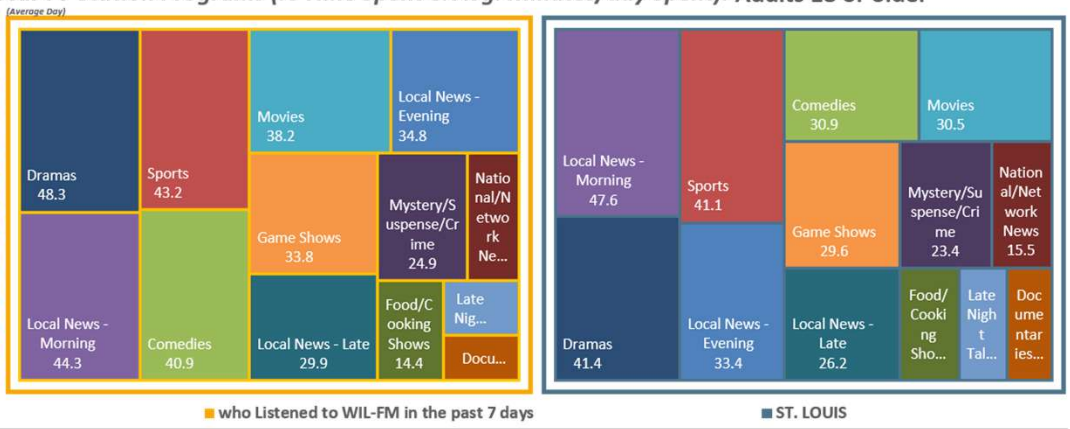
Radio Stations: WARH-FM

182,512 or 76.6% of Adults 18 or older who Listened to WIL-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Game Shows, Dramas, and Movies.

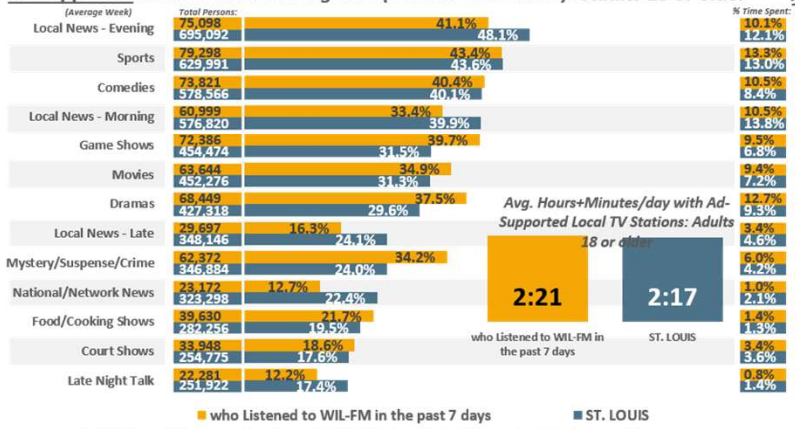
Local TV Station Programs (Persons & % Reach): Adults 18 or older



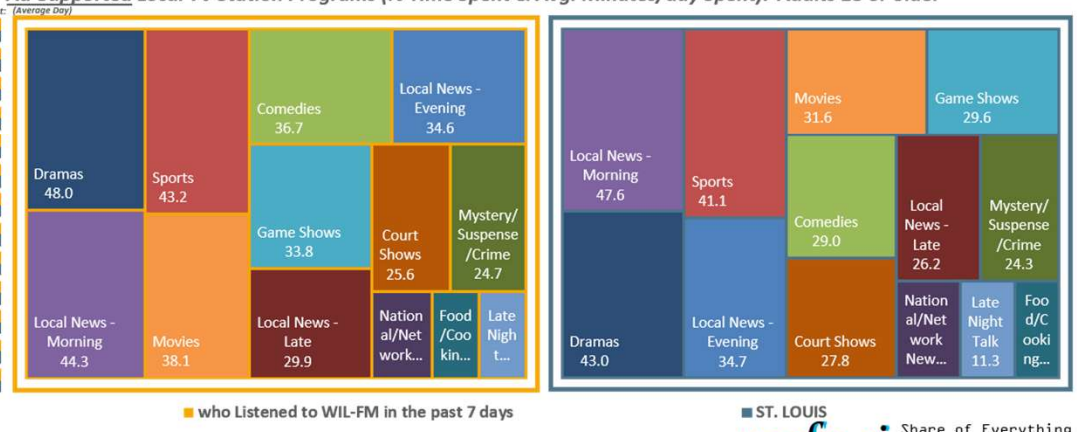
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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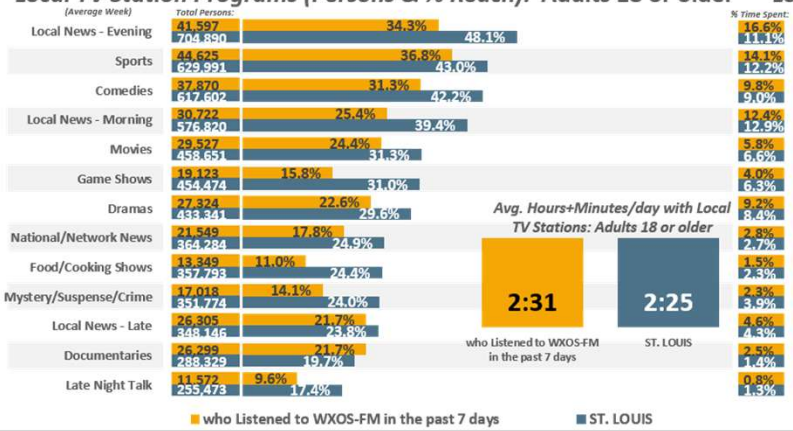
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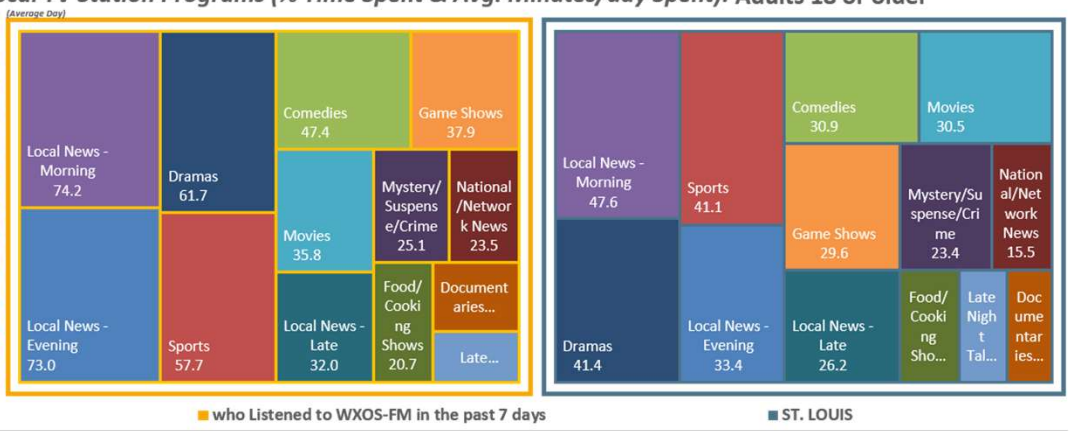
Radio Stations: WIL-FM

120,172 or 75.4% of Adults 18 or older who Listened to WXOS-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Dramas.

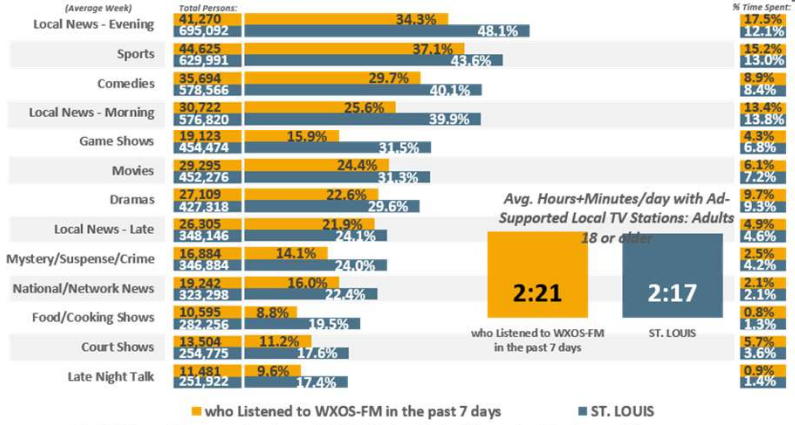
Local TV Station Programs (Persons & % Reach): Adults 18 or older



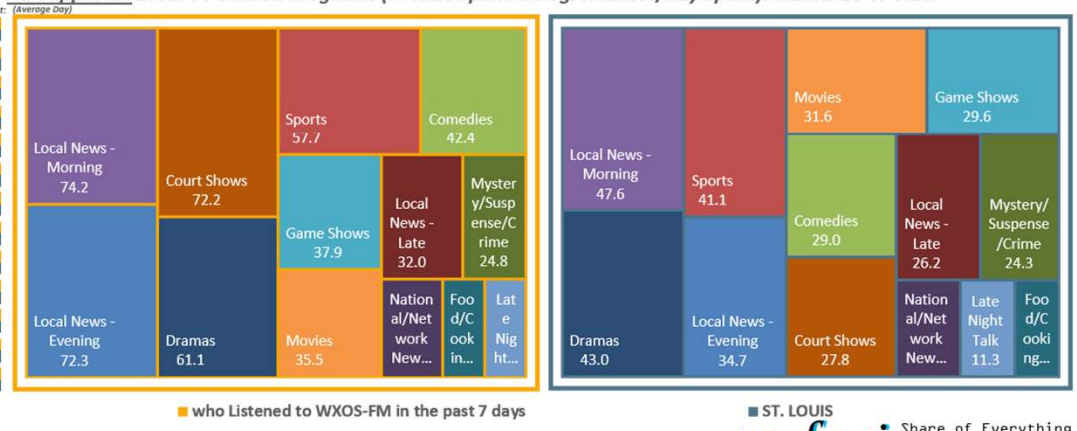
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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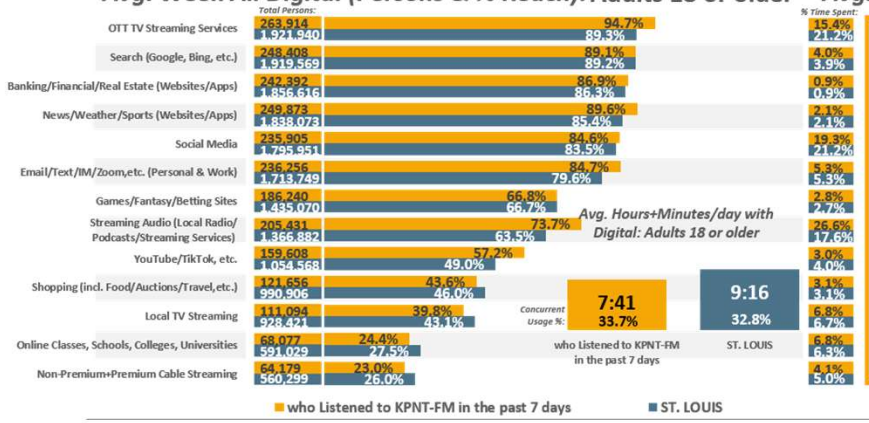
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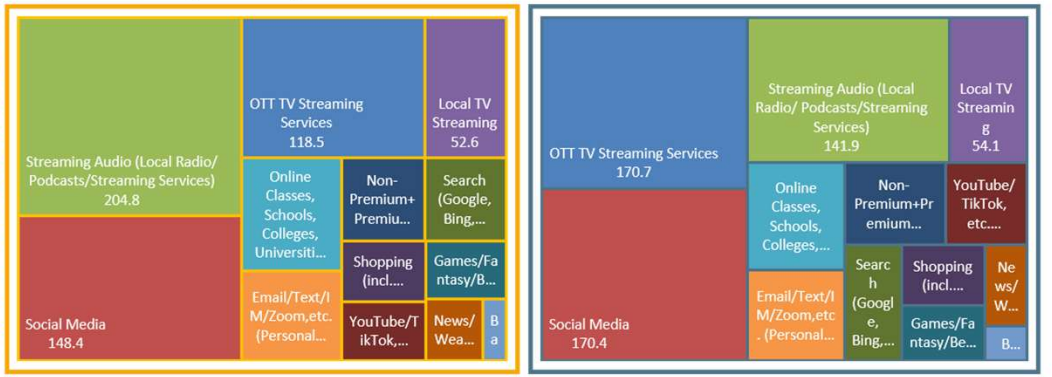
Radio Stations: WXOS-FM

212,558 or 76.2% of Adults 18 or older who Listened to KPNT-FM in the past 7 days use Ad-Supported Social Media for an average of 133.7 minutes every day representing 24.6% of all time spent daily with Ad-Supported Digital Media.

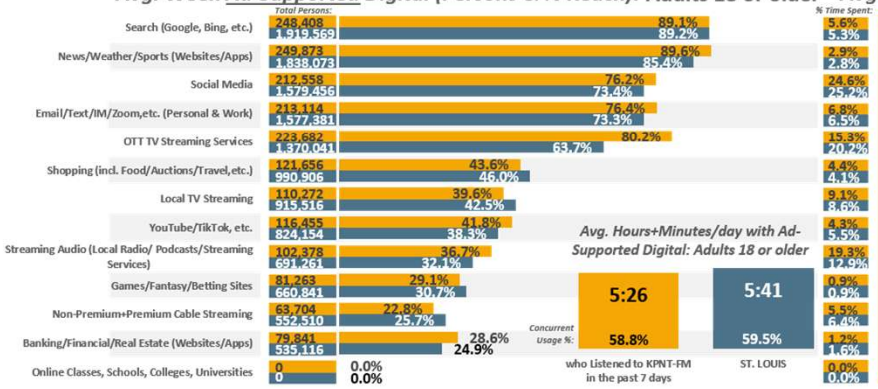
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



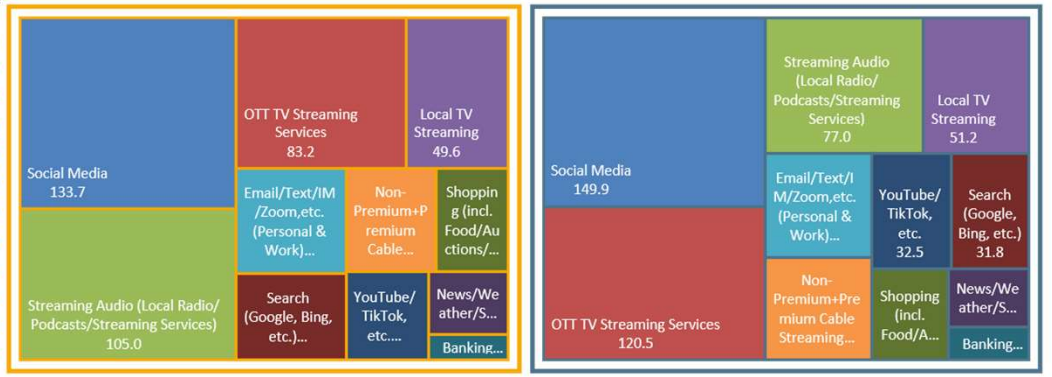
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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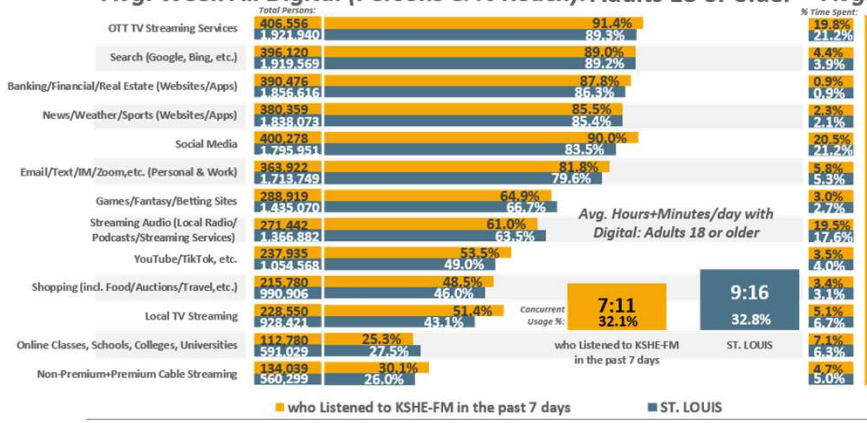
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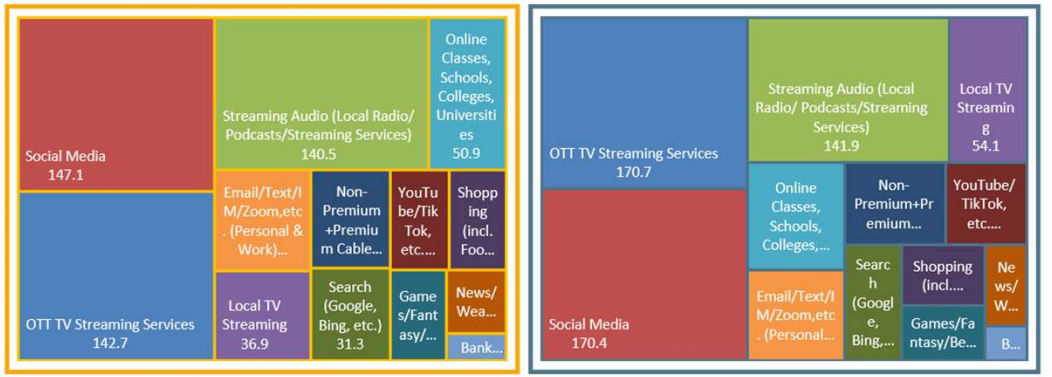
Radio Stations: KPNT-FM

340,775 or 76.6% of Adults 18 or older who Listened to KSHE-FM in the past 7 days use Ad-Supported Social Media for an average of 125.3 minutes every day representing 24.% of all time spent daily with Ad-Supported Digital Media.

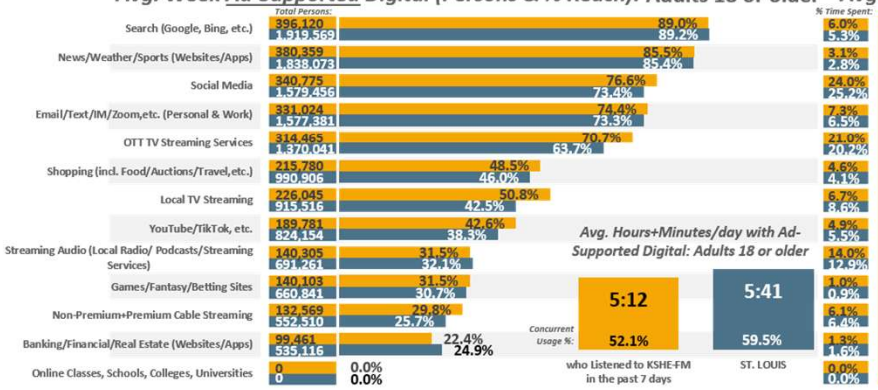
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



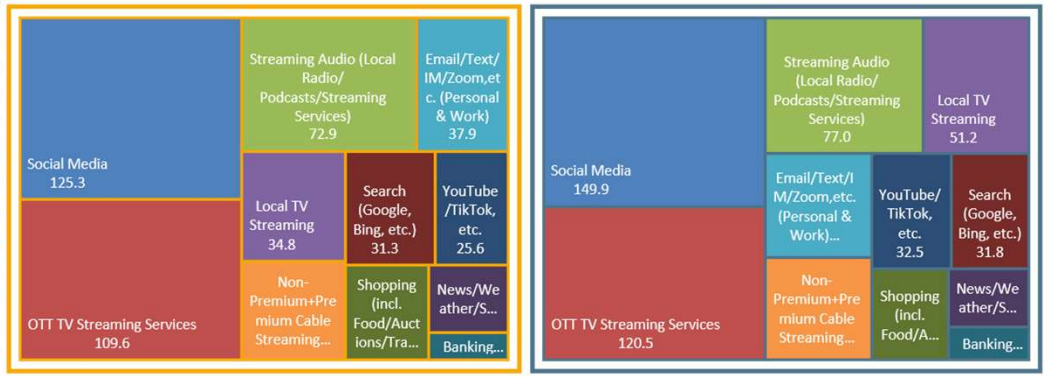
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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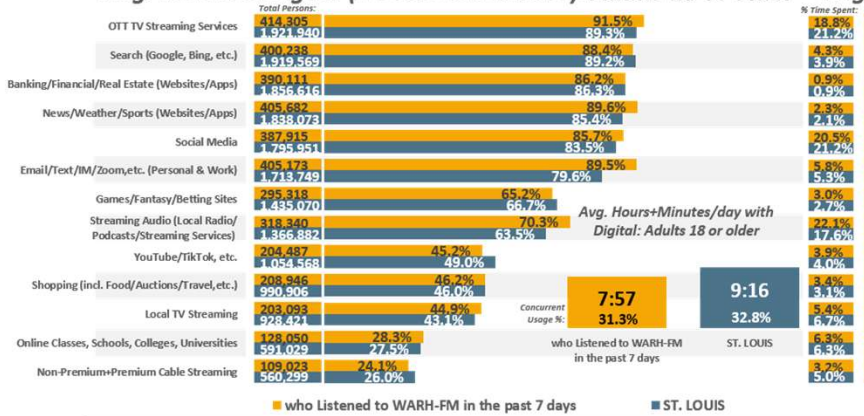
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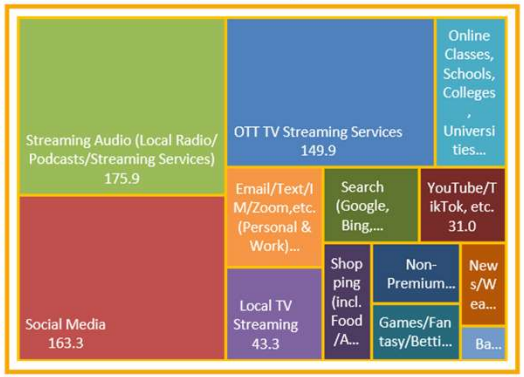
Radio Stations: KSHE-FM

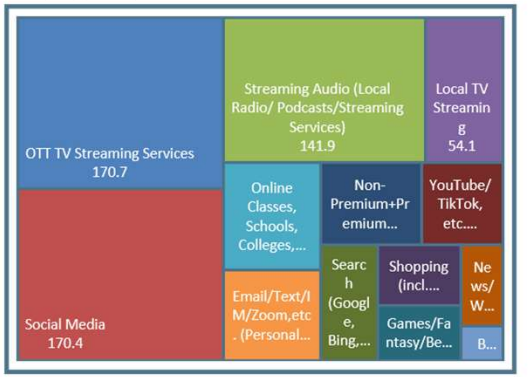
347,402 or 76.8% of Adults 18 or older who Listened to WARH-FM in the past 7 days use Ad-Supported Social Media for an average of 146.3 minutes every day representing 25.7% of all time spent daily with Ad-Supported Digital Media.

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

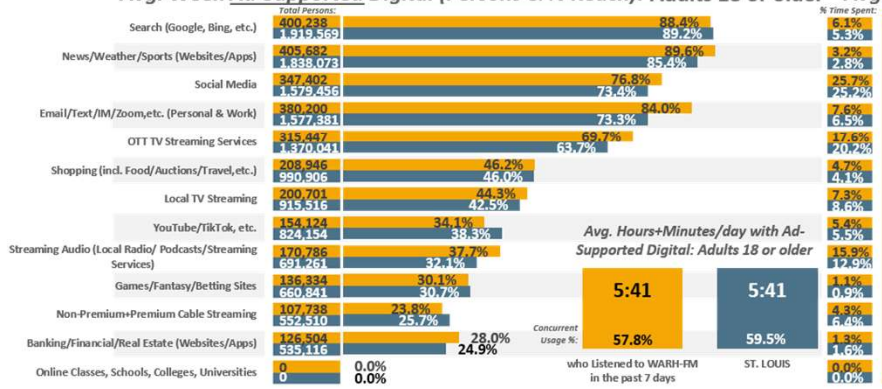


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

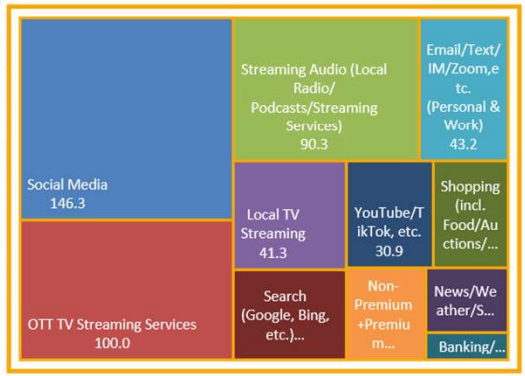


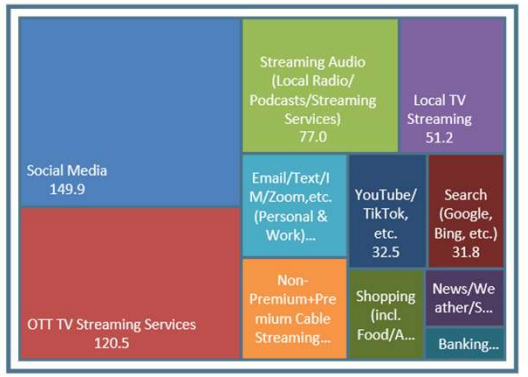


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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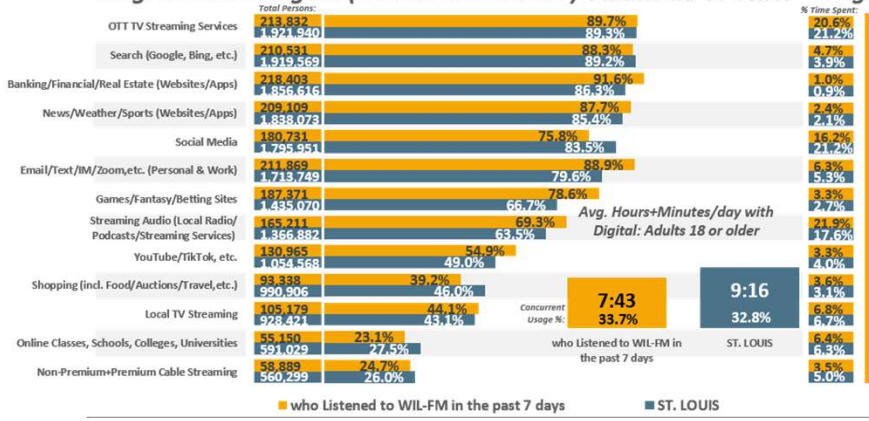
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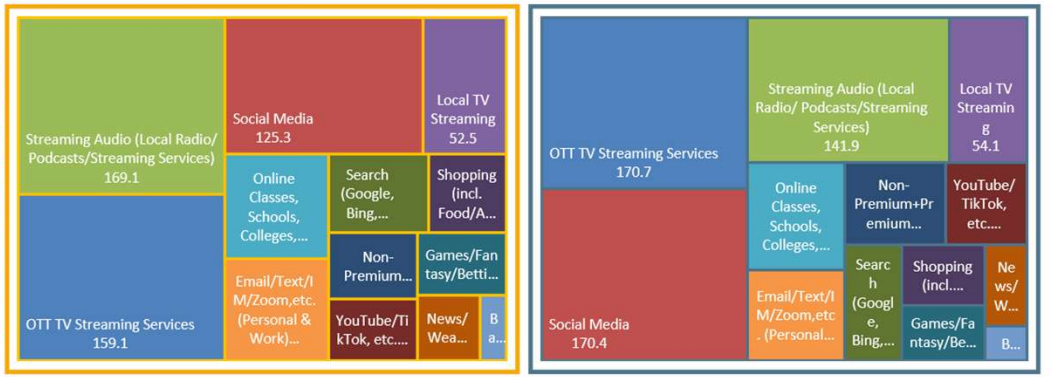
Radio Stations: WARH-FM

169,634 or 71.2% of Adults 18 or older who Listened to WIL-FM in the past 7 days use Ad-Supported Social Media for an average of 117.6 minutes every day representing 21.% of all time spent daily with Ad-Supported Digital Media.

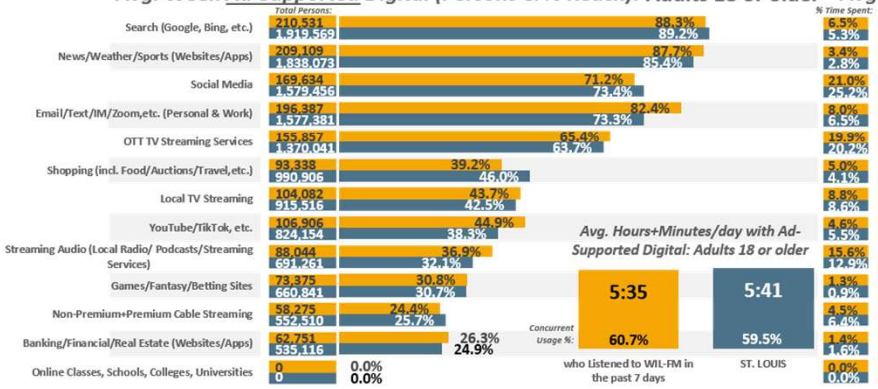
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



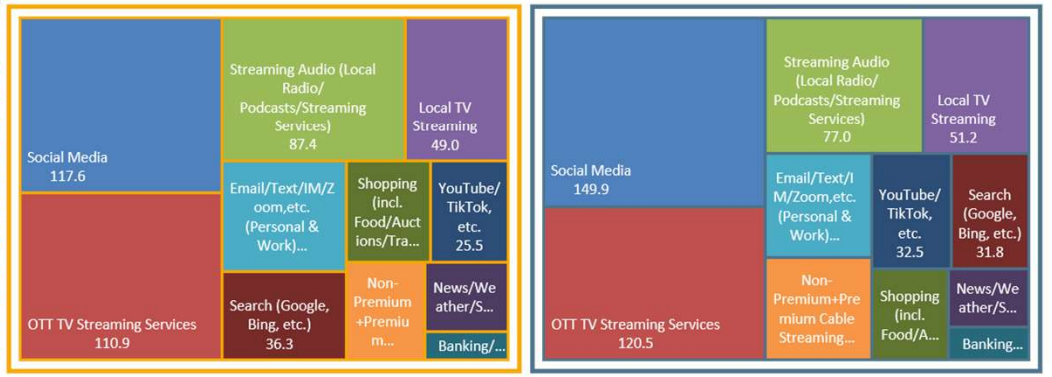
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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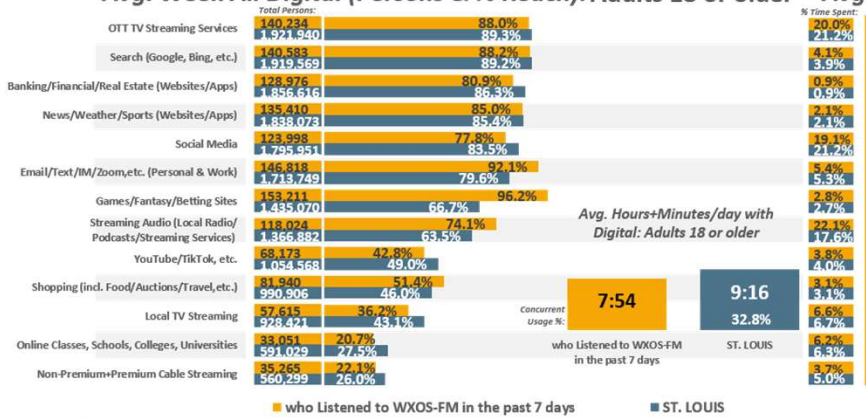
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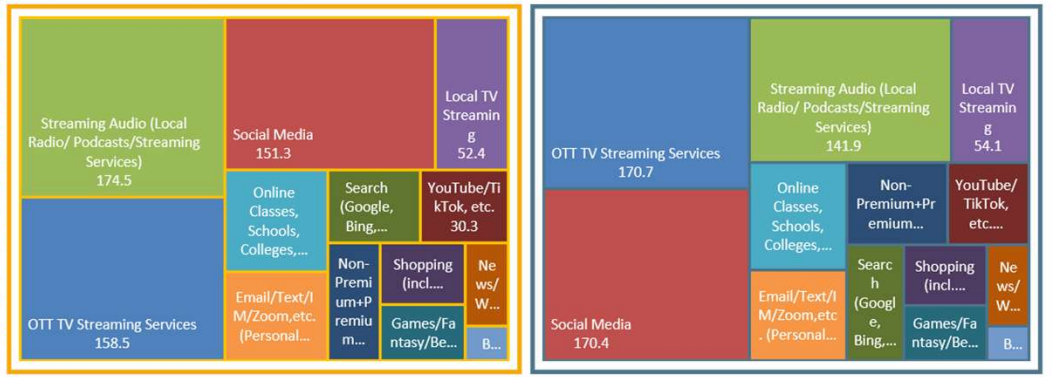
Radio Stations: WIL-FM

115,150 or 72.3% of Adults 18 or older who Listened to WXOS-FM in the past 7 days use Ad-Supported Social Media for an average of 140.5 minutes every day representing 24.3% of all time spent daily with Ad-Supported Digital Media.

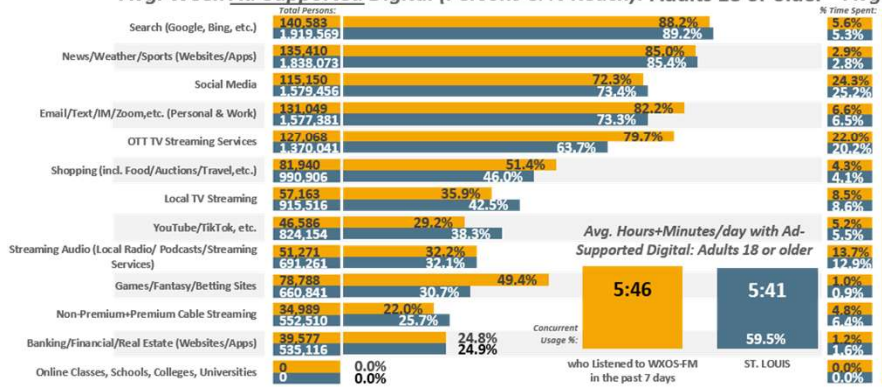
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



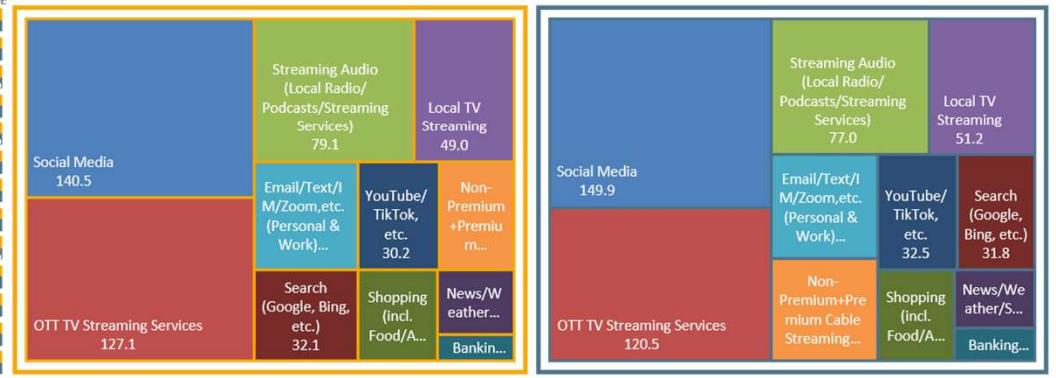
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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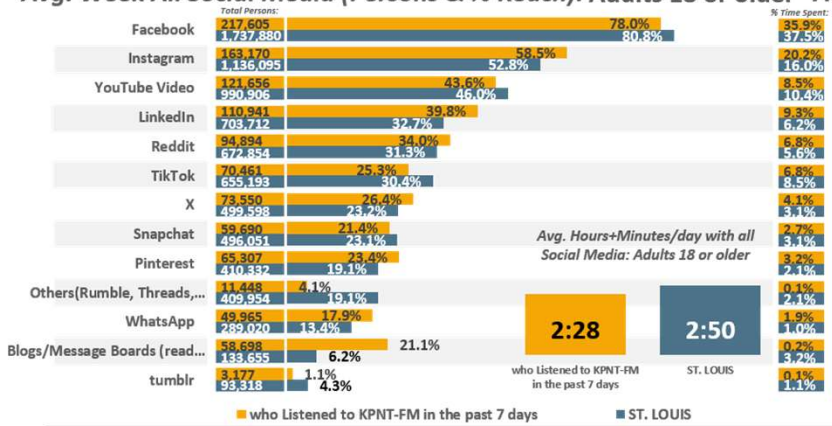
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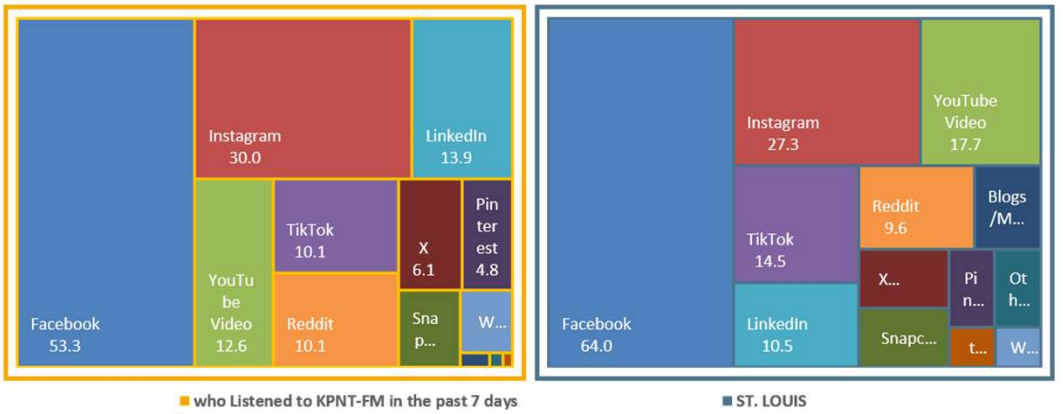
Radio Stations: WXOS-FM

212,558 or 76.2% of Adults 18 or older who Listened to KPNT-FM in the past 7 days use Ad-Supported Facebook for an average of 52.9 minutes every day representing 39.6% of all time spent daily with Ad-Supported Social Media.

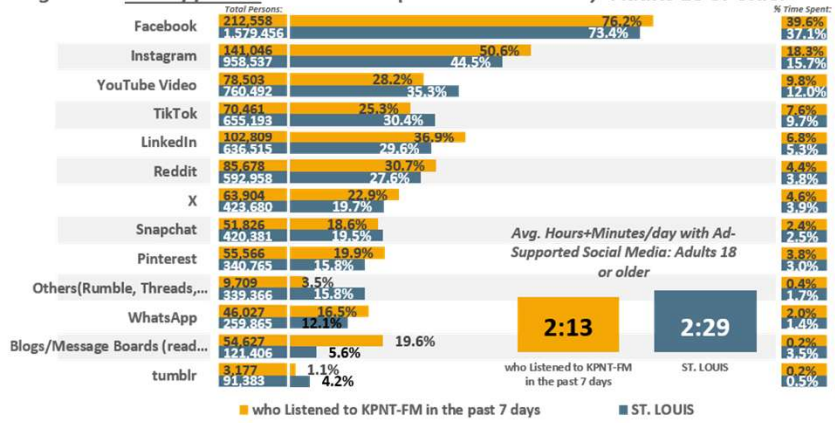
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



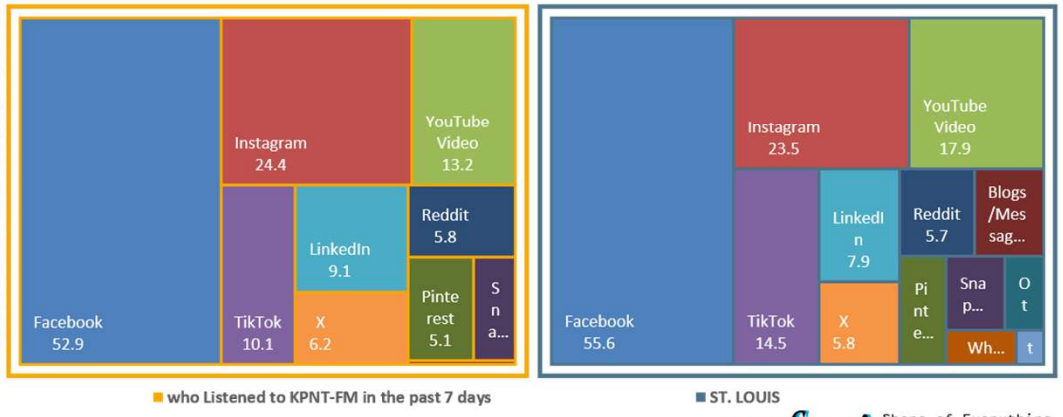
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 226

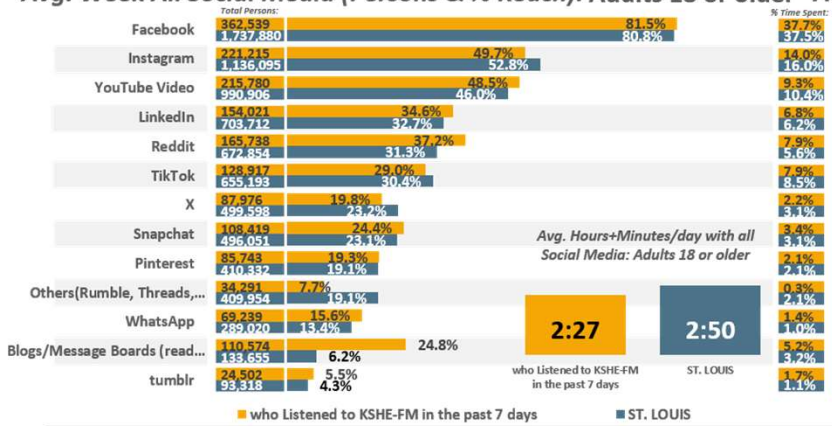
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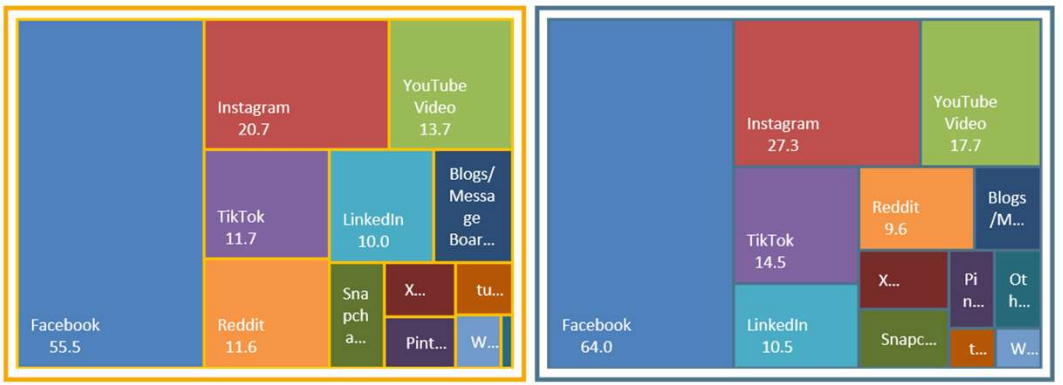
Radio Stations: KPNT-FM

340,775 or 76.6% of Adults 18 or older who Listened to KSHE-FM in the past 7 days use Ad-Supported Facebook for an average of 48.3 minutes every day representing 38.6% of all time spent daily with Ad-Supported Social Media.

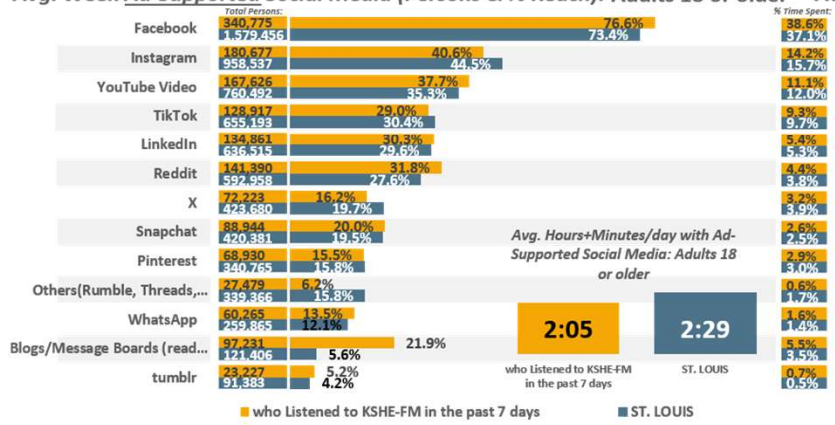
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



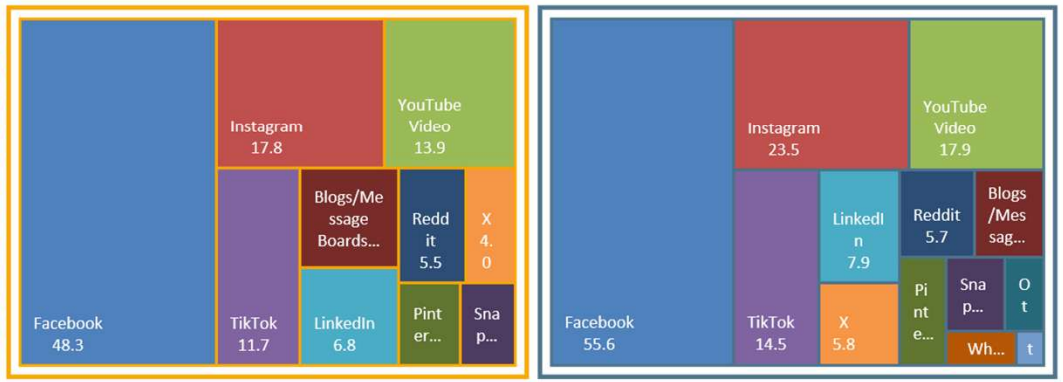
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 358

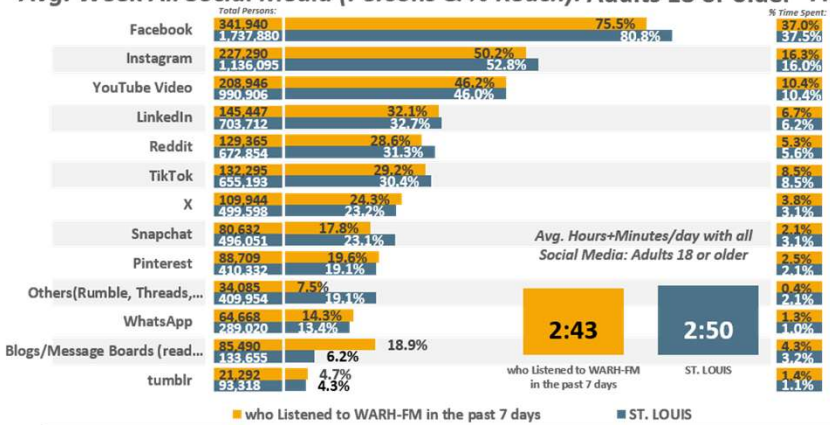
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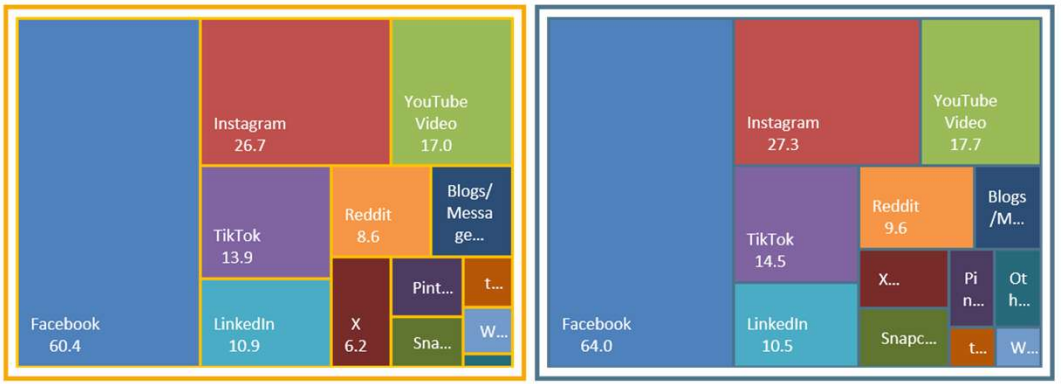
Radio Stations: KSHE-FM

341,940 or 75.5% of Adults 18 or older who Listened to WARH-FM in the past 7 days use Ad-Supported Facebook for an average of 55.9 minutes every day representing 38.2% of all time spent daily with Ad-Supported Social Media.

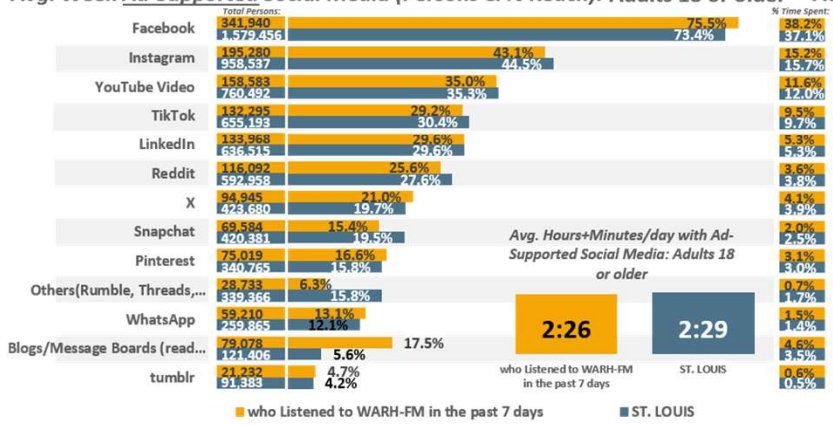
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



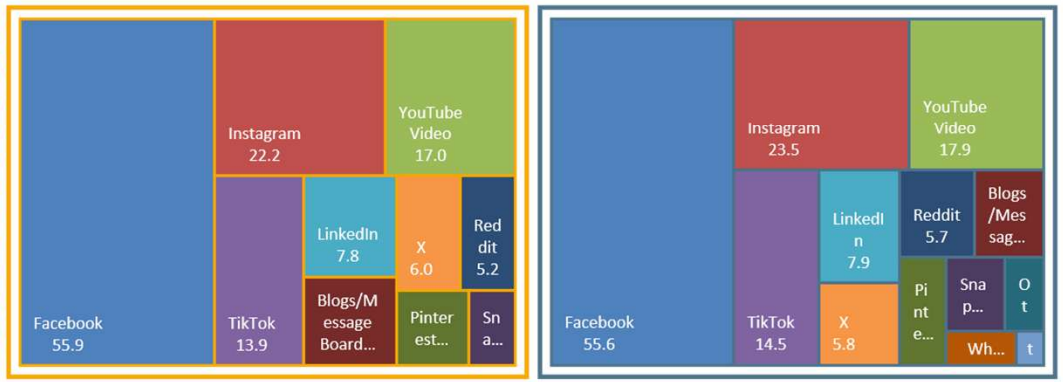
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 344

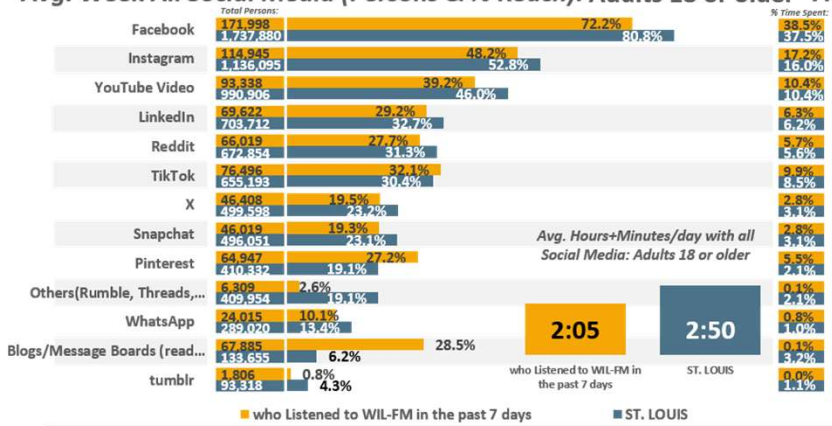
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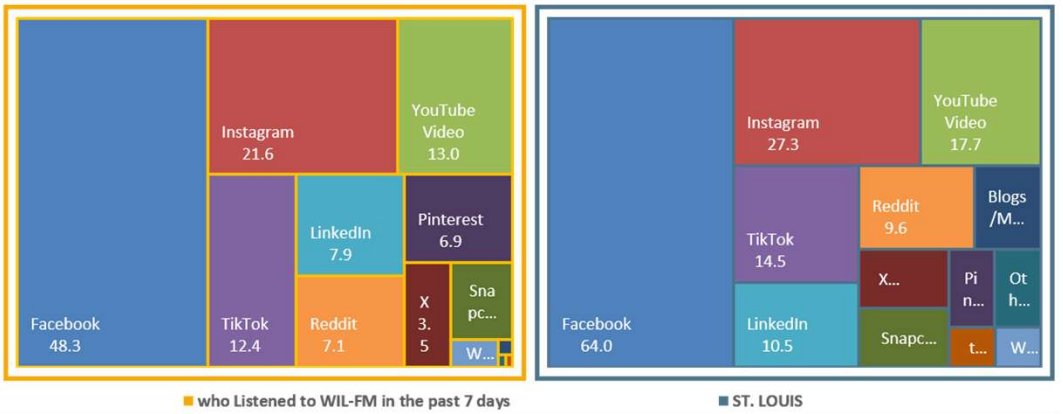
Radio Stations: WARH-FM

169,634 or 71.2% of Adults 18 or older who Listened to WIL-FM in the past 7 days use Ad-Supported Facebook for an average of 46.2 minutes every day representing 39.3% of all time spent daily with Ad-Supported Social Media.

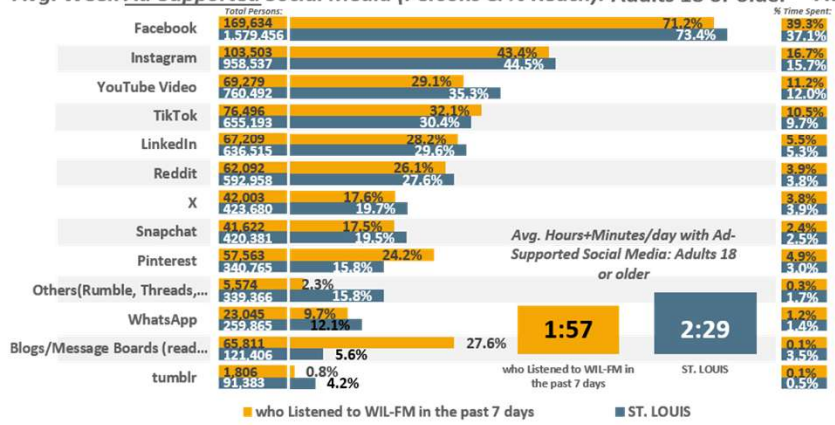
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



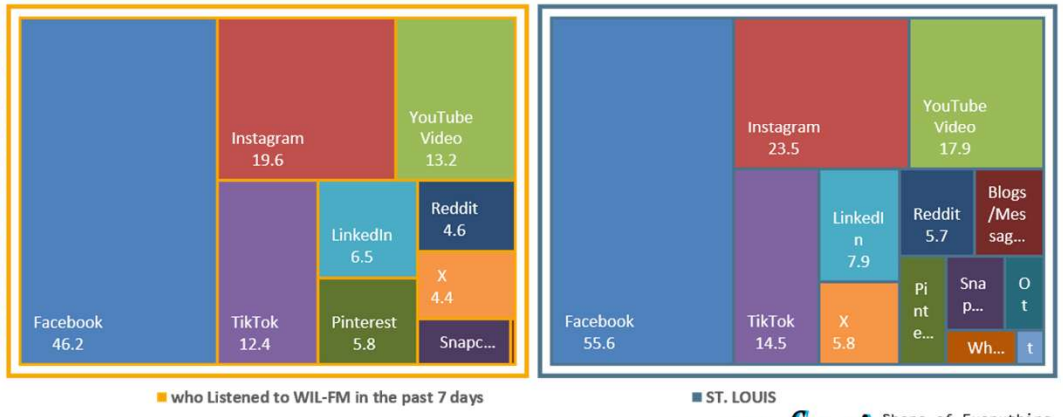
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 191

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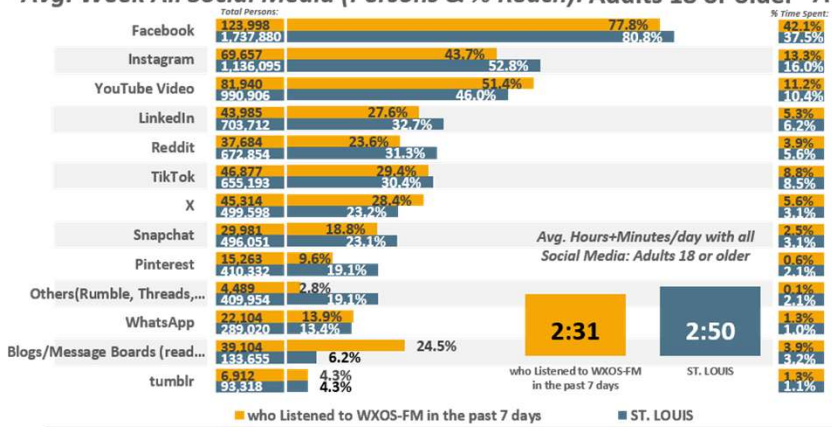
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Radio Stations: WIL-FM

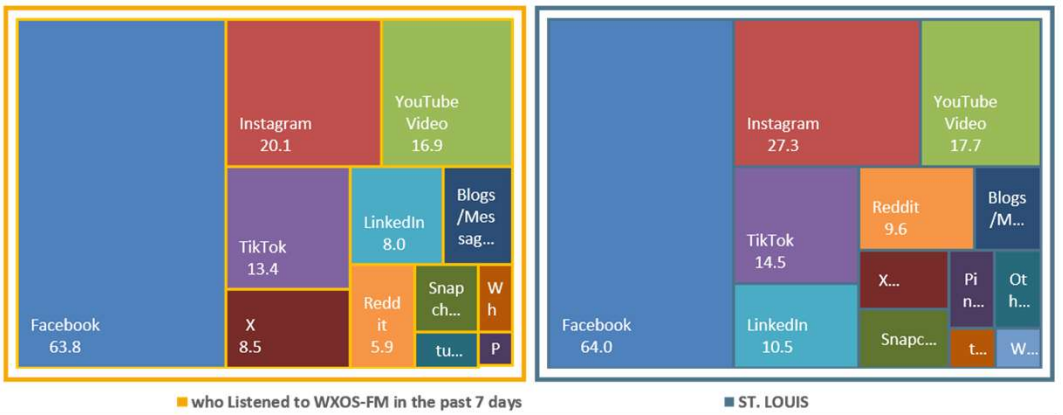
101 ESPN
Sports Talk For St. Louis

115,150 or 72.3% of Adults 18 or older who Listened to WXOS-FM in the past 7 days use Ad-Supported Facebook for an average of 55.4 minutes every day representing 39.4% of all time spent daily with Ad-Supported Social Media.

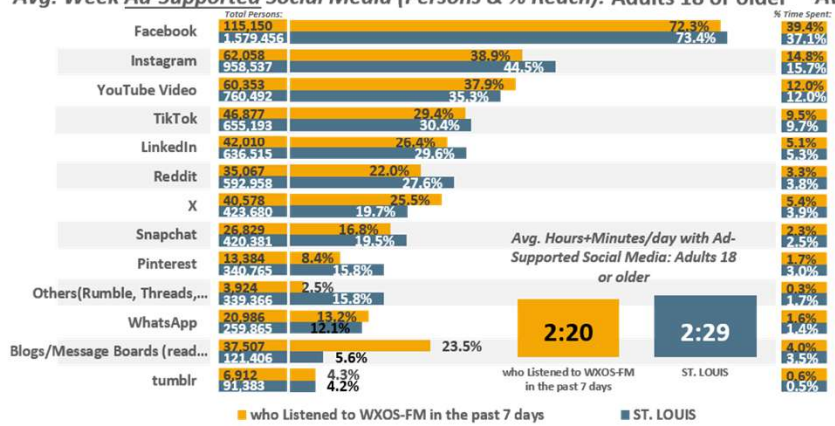
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



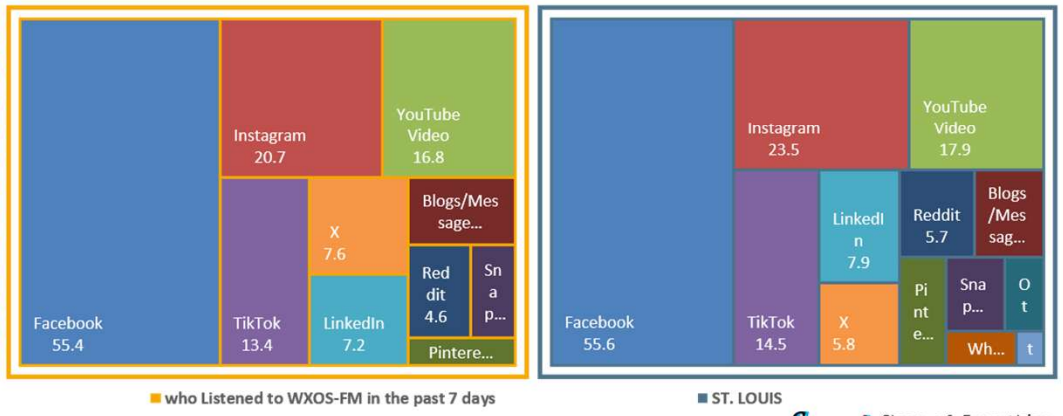
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



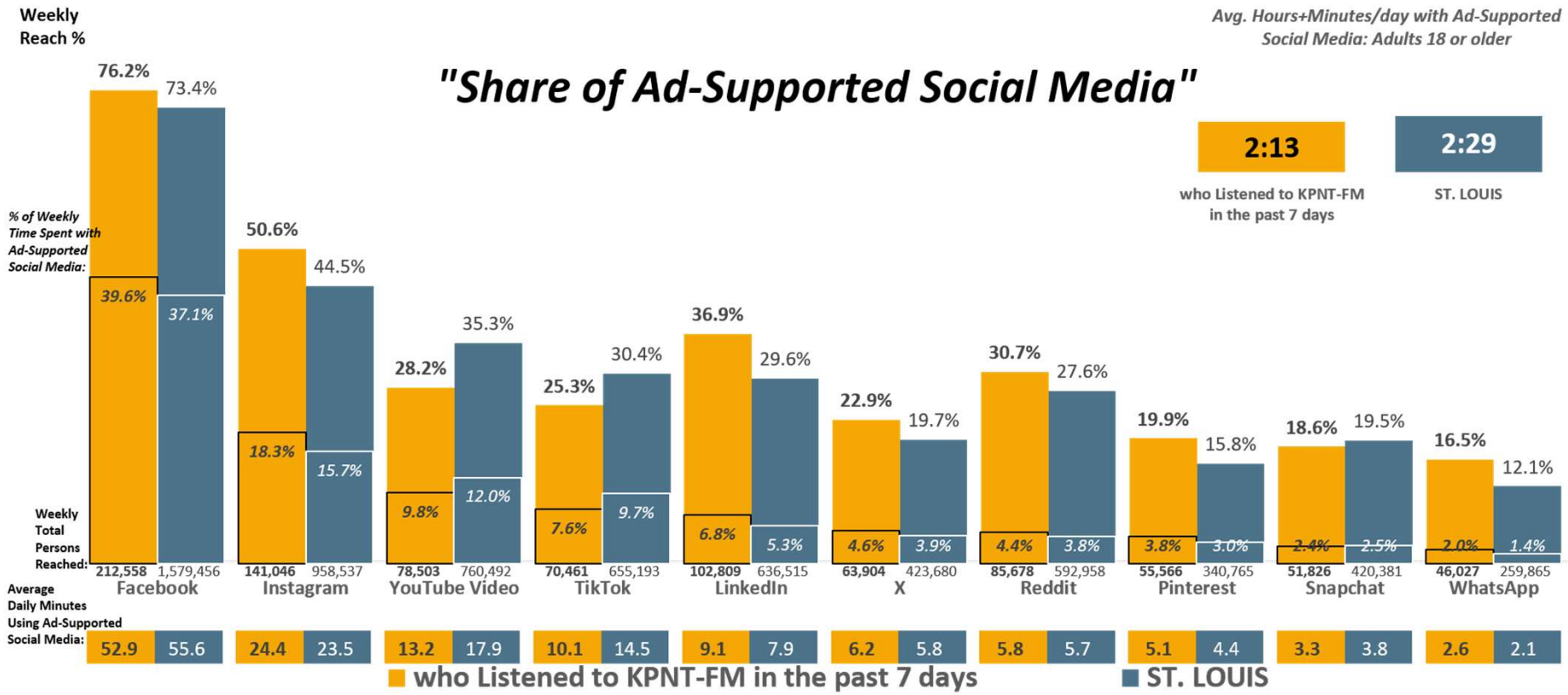
ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 131

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Radio Stations: WXOS-FM

212,558 or 76.2% of Adults 18 or older who Listened to KPNT-FM in the past 7 days use Ad-Supported Facebook for an average of 52.9 minutes every day representing 39.6% of all time spent daily with Ad-Supported Social Media.



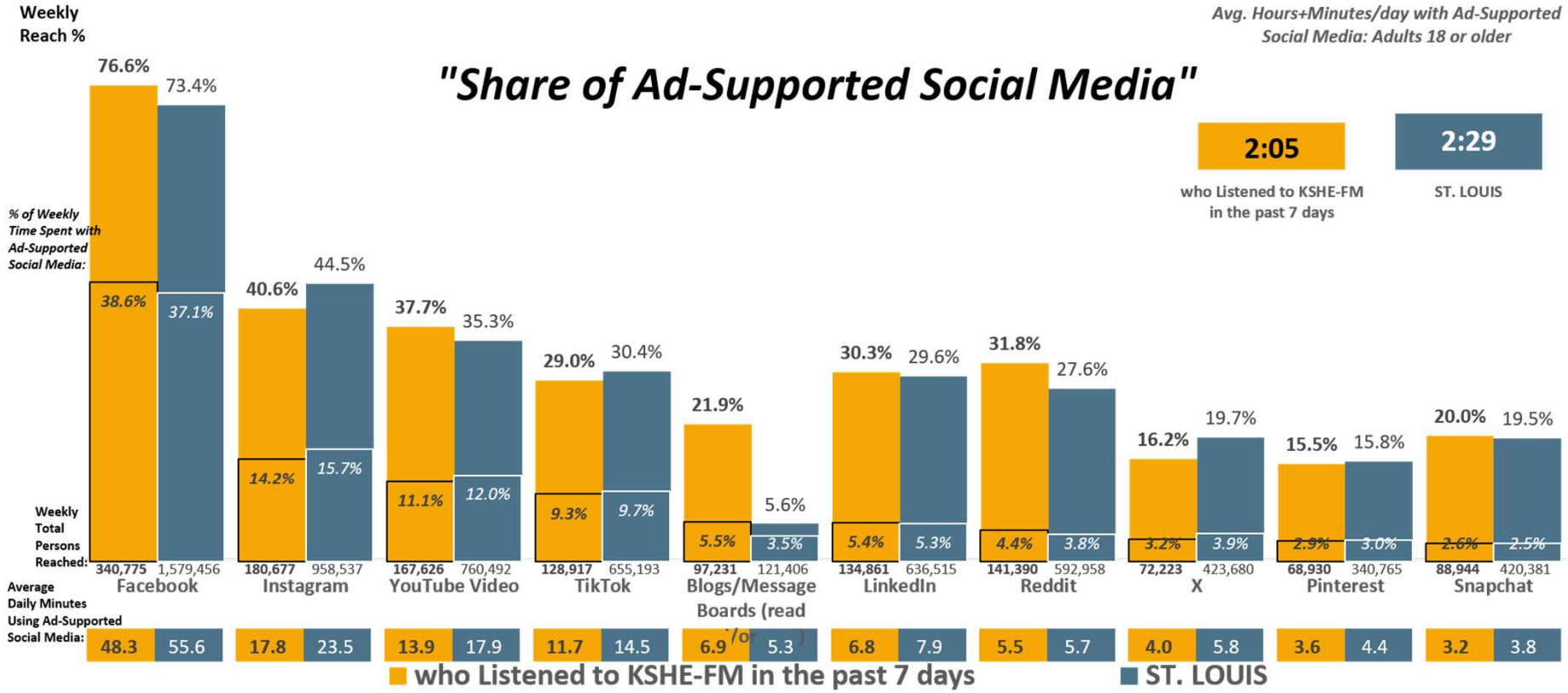
ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 226 ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,754

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Radio Stations: KPNT-FM

340,775 or 76.6% of Adults 18 or older who Listened to KSHE-FM in the past 7 days use Ad-Supported Facebook for an average of 48.3 minutes every day representing 38.6% of all time spent daily with Ad-Supported Social Media.



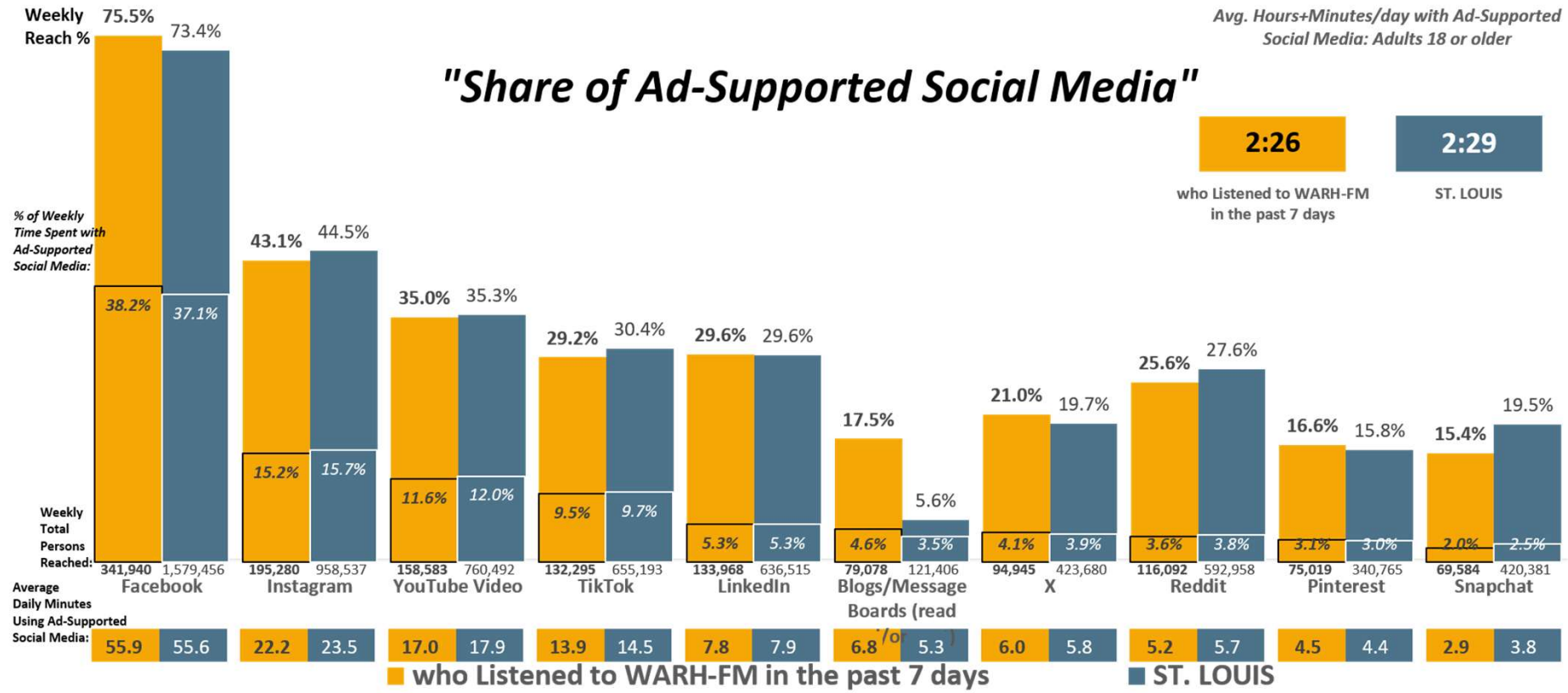
ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 358 ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,754

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Radio Stations: KSHE-FM

341,940 or 75.5% of Adults 18 or older who Listened to WARH-FM in the past 7 days use Ad-Supported Facebook for an average of 55.9 minutes every day representing 38.2% of all time spent daily with Ad-Supported Social Media.



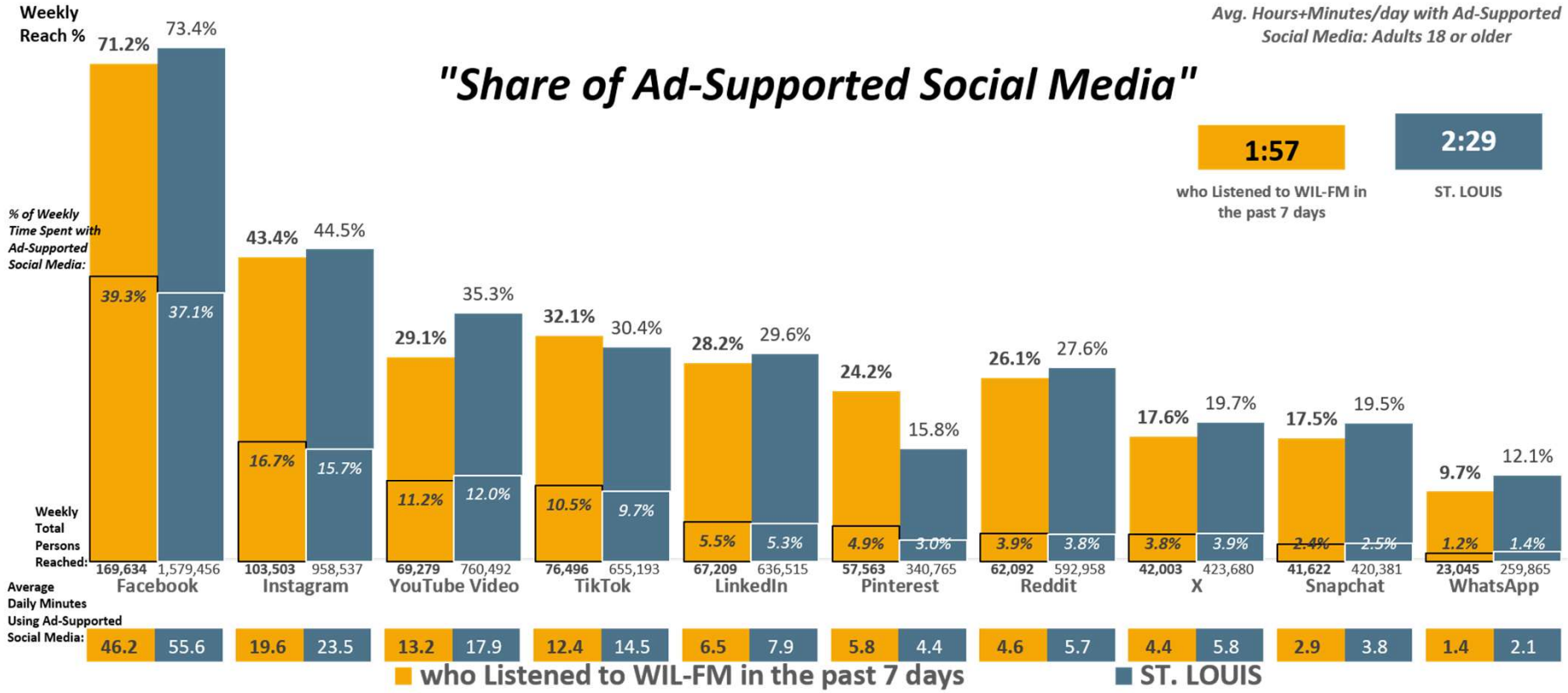
ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 344 ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,754

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Radio Stations: WARH-FM

169,634 or 71.2% of Adults 18 or older who Listened to WIL-FM in the past 7 days use Ad-Supported Facebook for an average of 46.2 minutes every day representing 39.3% of all time spent daily with Ad-Supported Social Media.



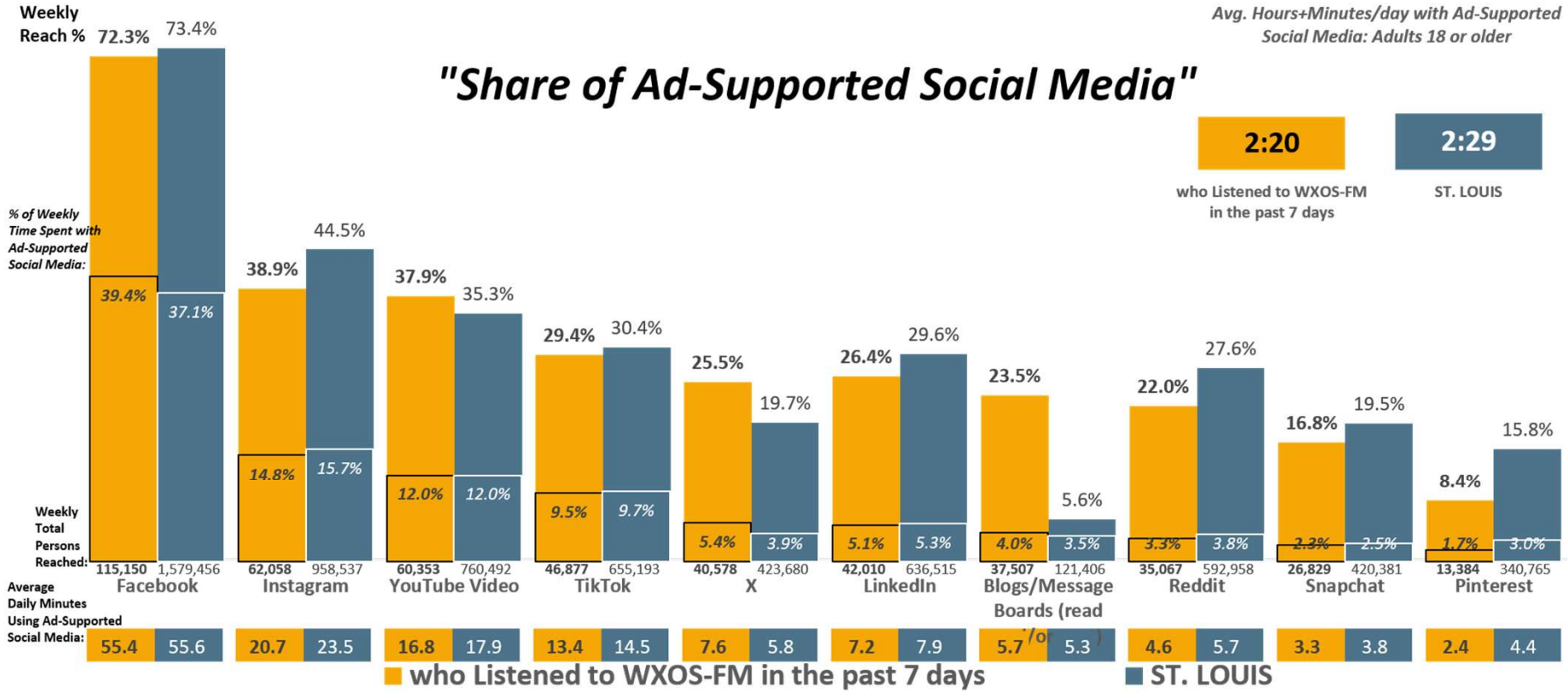
ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 191 ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,754

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Radio Stations: WIL-FM

115,150 or 72.3% of Adults 18 or older who Listened to WXOS-FM in the past 7 days use Ad-Supported Facebook for an average of 55.4 minutes every day representing 39.4% of all time spent daily with Ad-Supported Social Media.



ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 131 ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,754

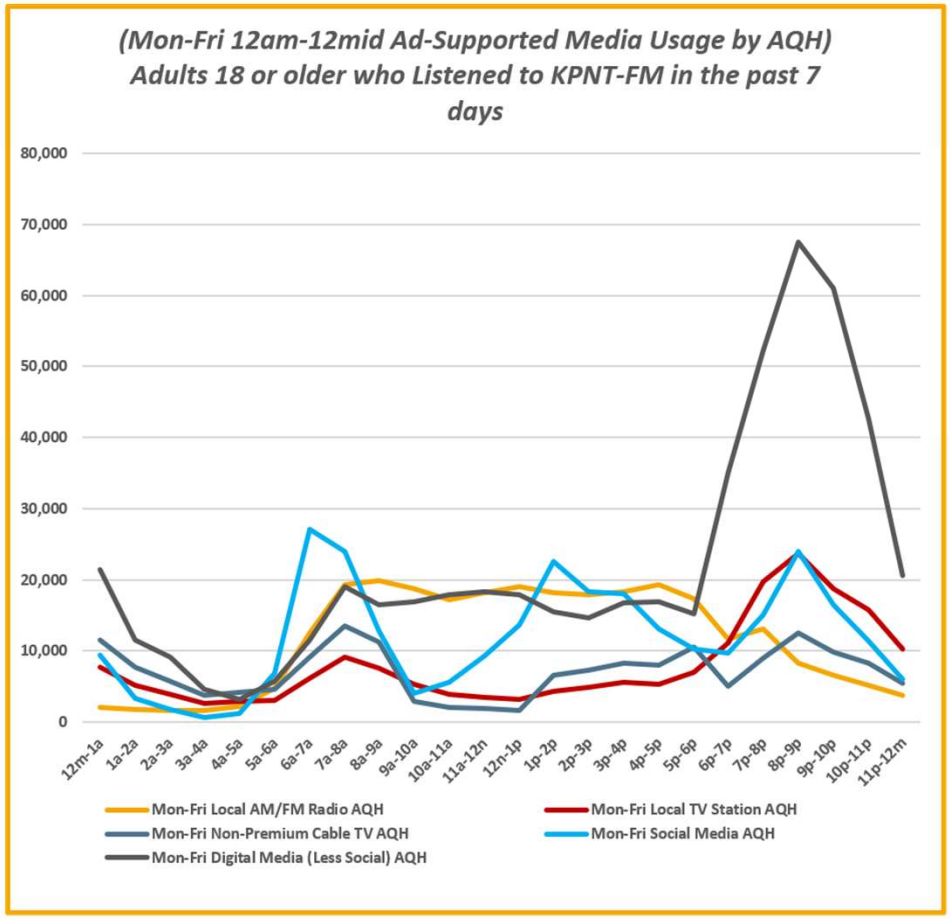
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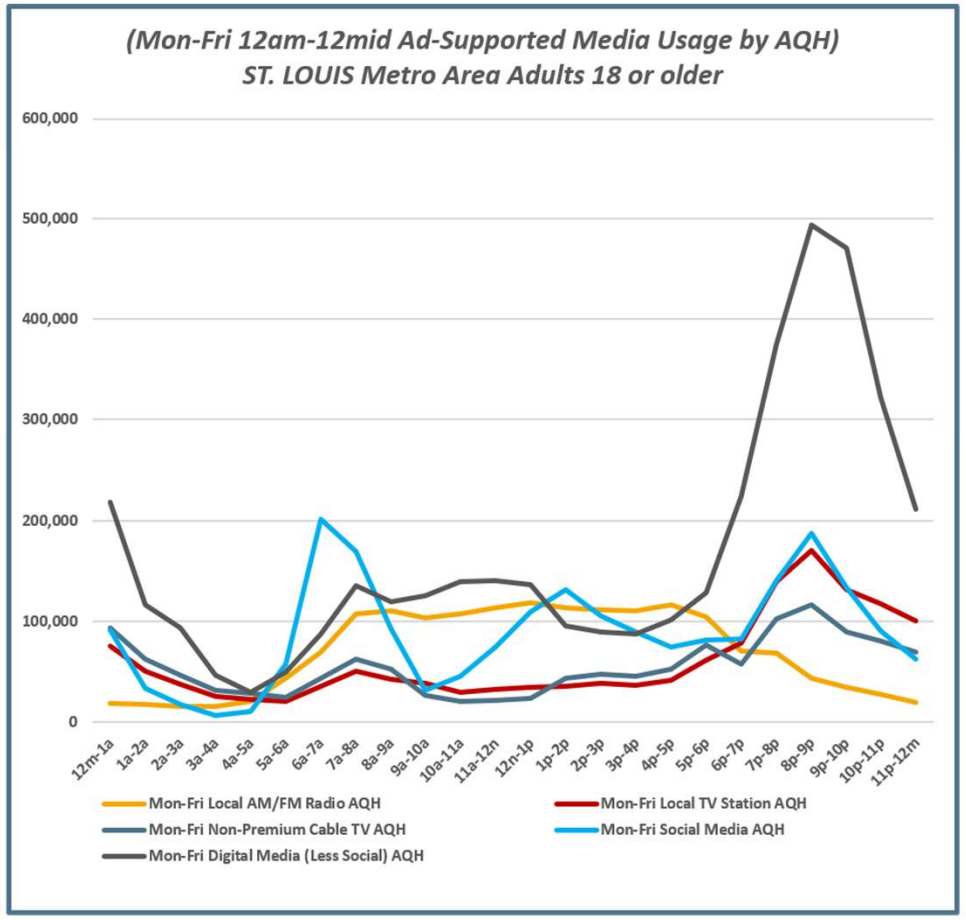
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Radio Stations: WXOS-FM

105.7 THE POINT
EVERYTHING ALTERNATIVE

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 17,842; Local Radio: 17,502; Social Media: 14,496; Non-Prem. Cable: 6,766; Local TV: 5,930 reaching Adults 18 or older who Listened to KPNT-FM in the past 7 days.





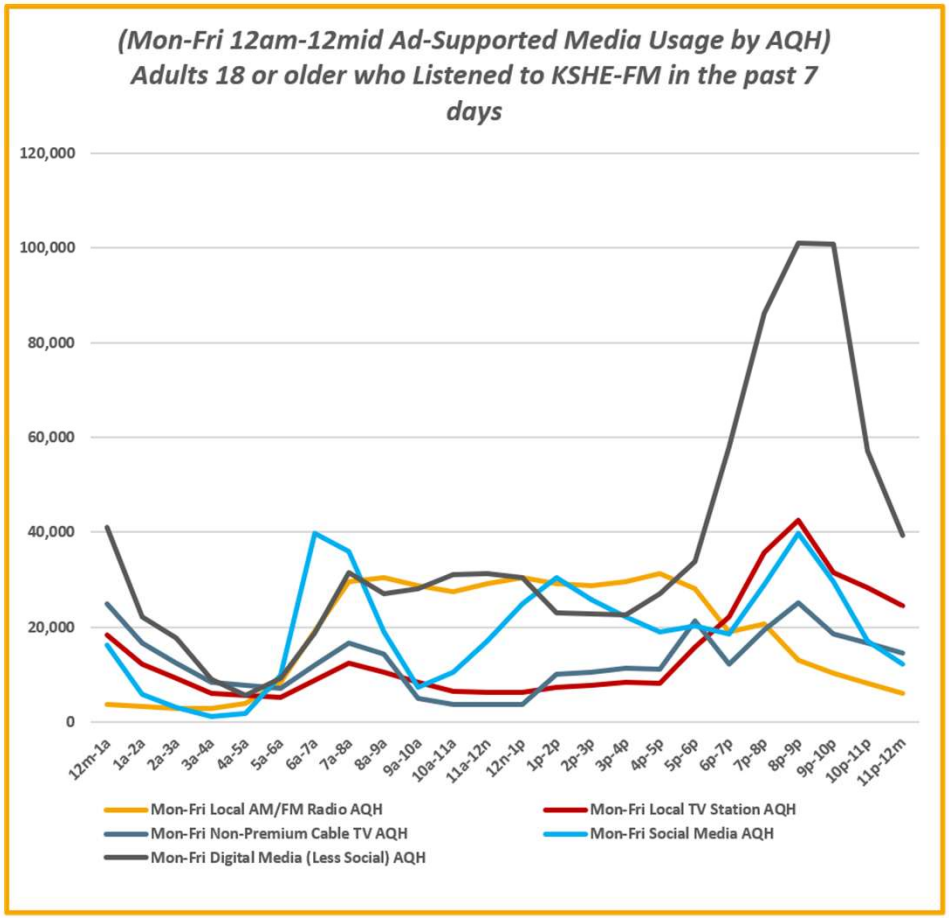
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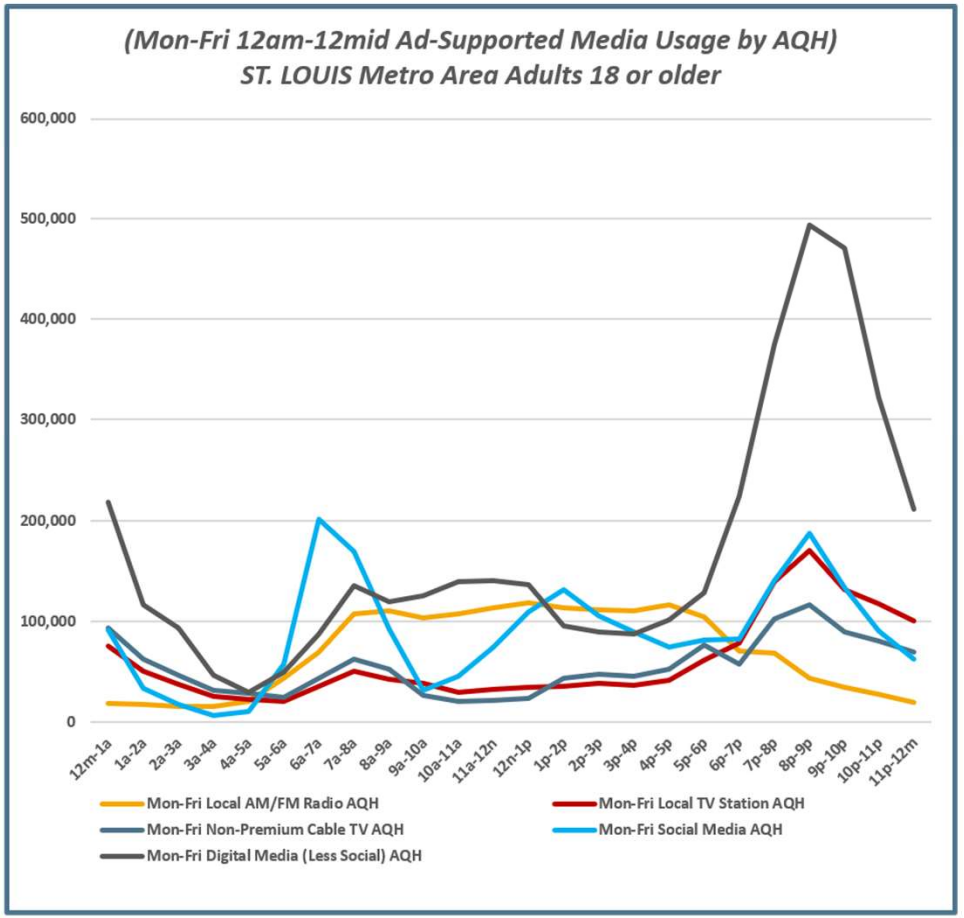
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Radio Stations: KPNT-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 29,654; Local Radio: 27,794; Social Media: 22,374; Non-Prem. Cable: 10,459; Local TV: 9,918 reaching Adults 18 or older who Listened to KSHE-FM in the past 7 days.





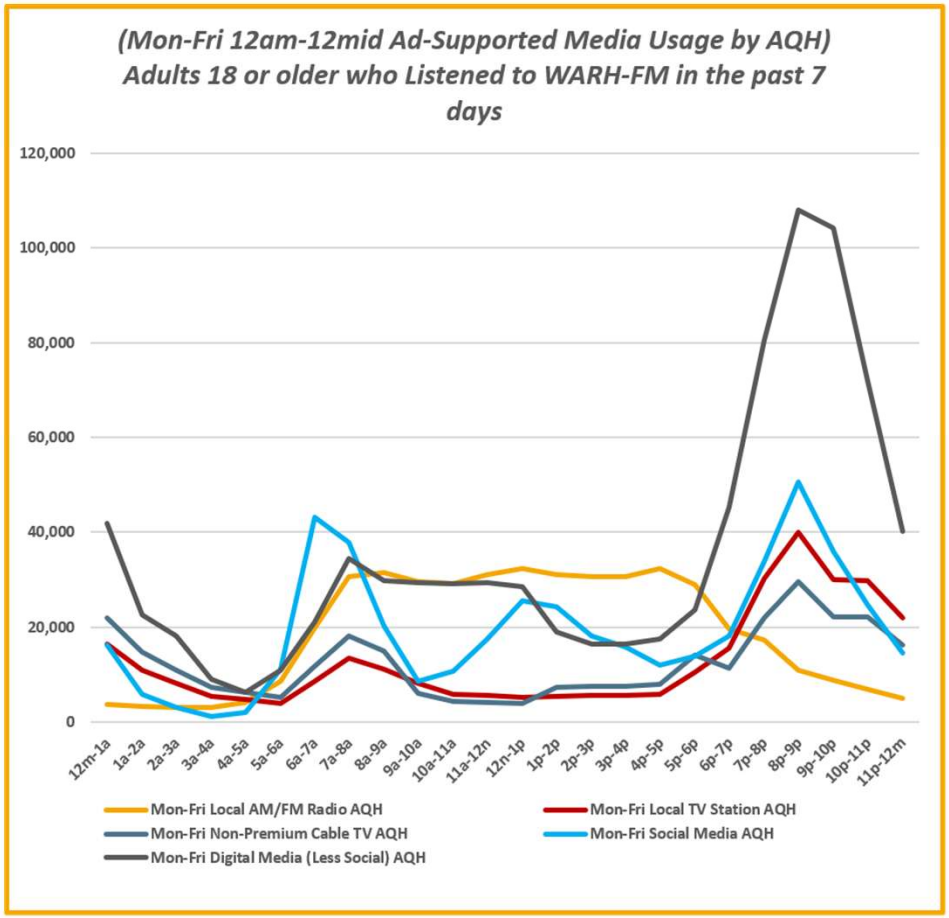
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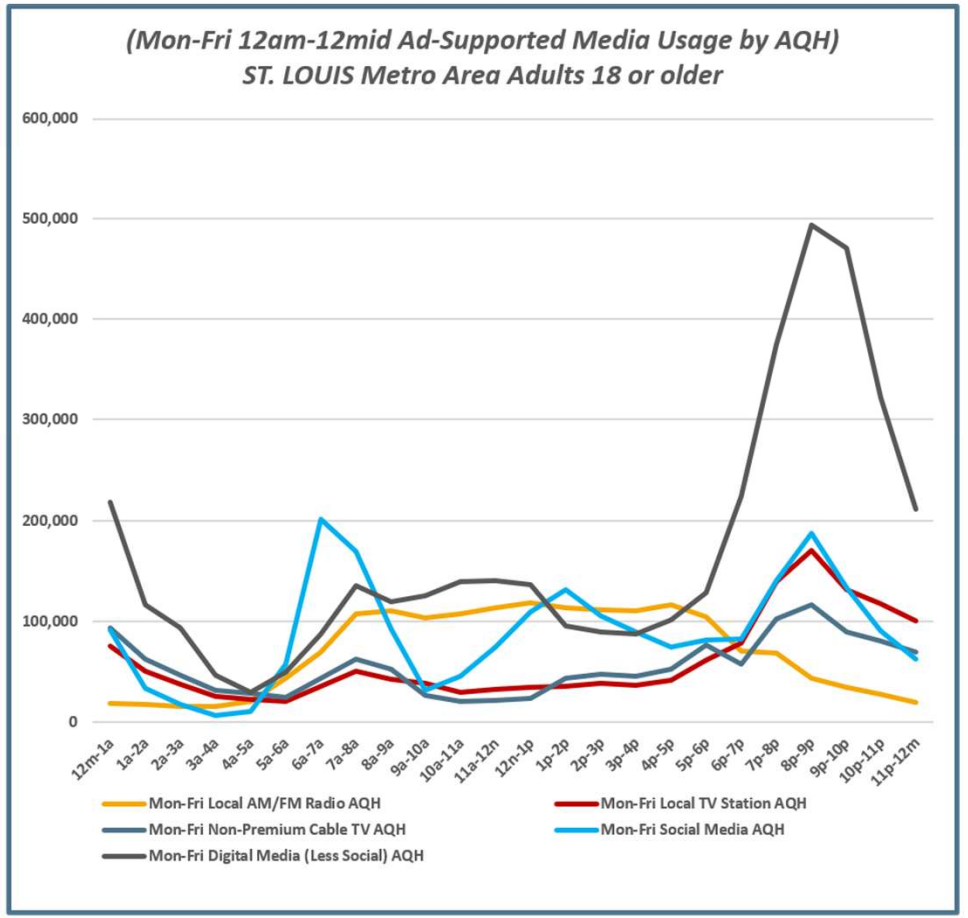
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Radio Stations: KSHE-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 29,040; All Other Digital Media: 26,183; Social Media: 20,478; Non-Prem. Cable: 9,153; Local TV: 8,228 reaching Adults 18 or older who Listened to WARH-FM in the past 7 days.





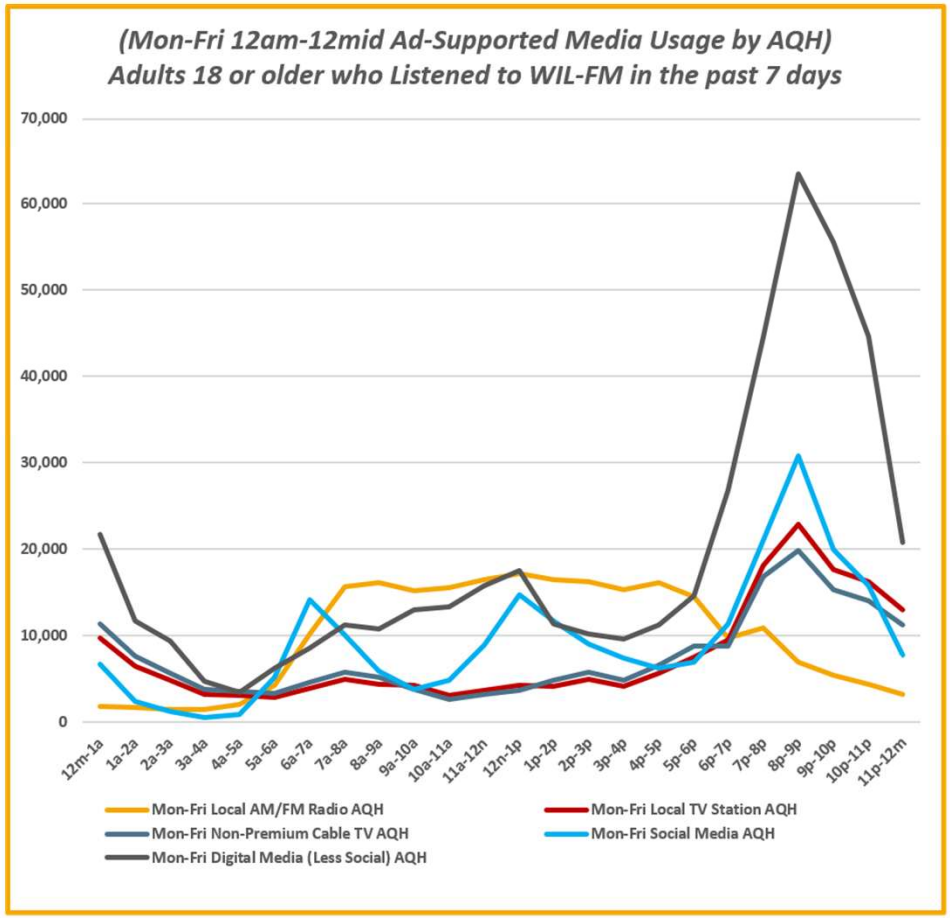
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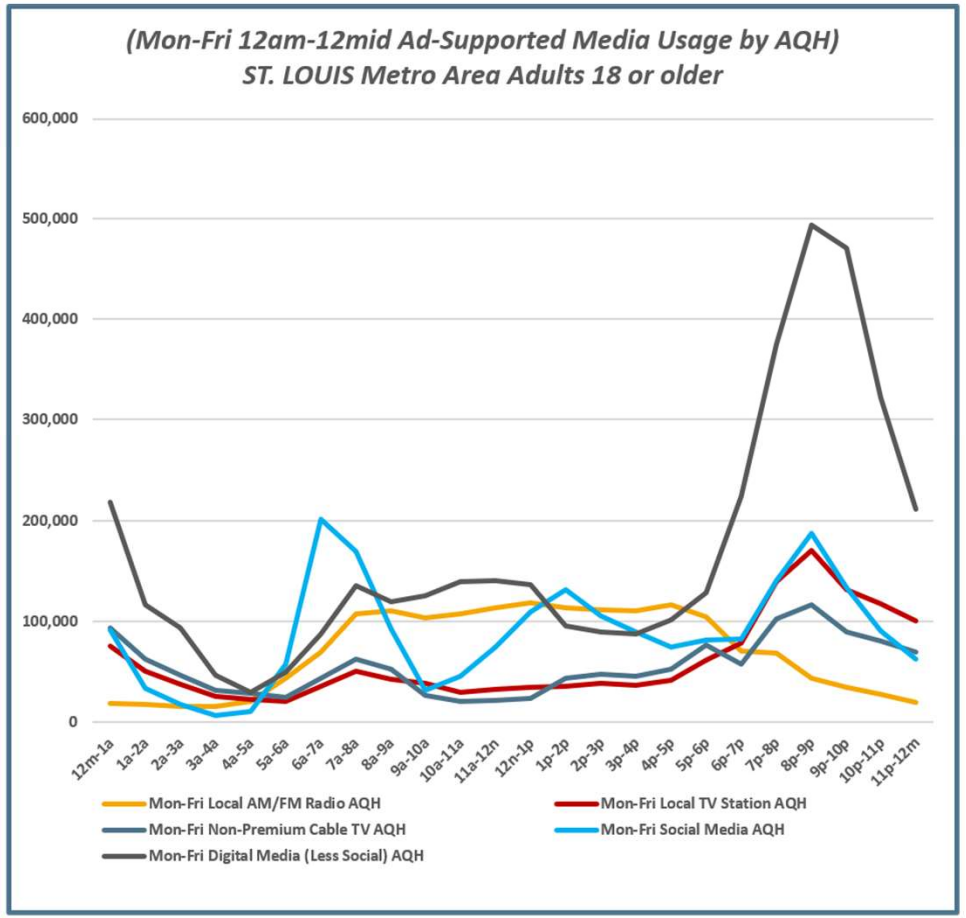
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Radio Stations: WARH-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 14,976; All Other Digital Media: 13,400; Social Media: 8,853; Non-Prem. Cable: 5,270; Local TV: 4,957 reaching Adults 18 or older who Listened to WIL-FM in the past 7 days.





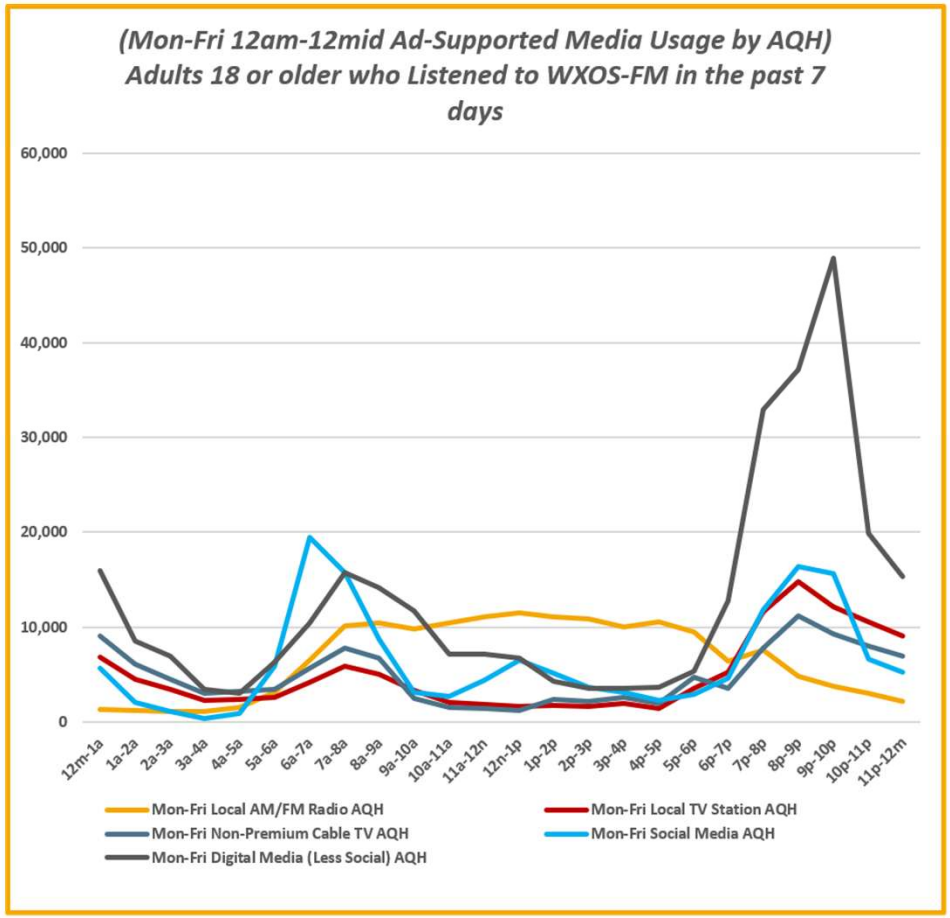
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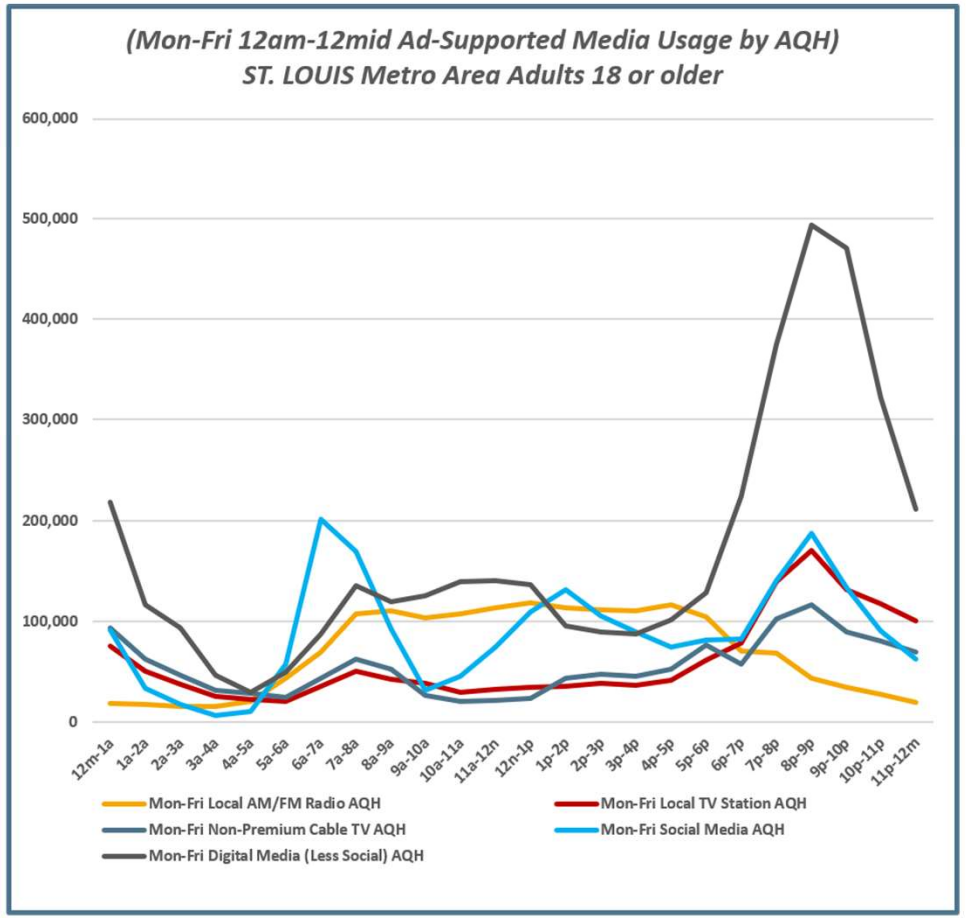
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Radio Stations: WIL-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 9,888; All Other Digital Media: 8,184; Social Media: 6,345; Non-Prem. Cable: 3,418; Local TV: 3,059 reaching Adults 18 or older who Listened to WXOS-FM in the past 7 days.





ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 131

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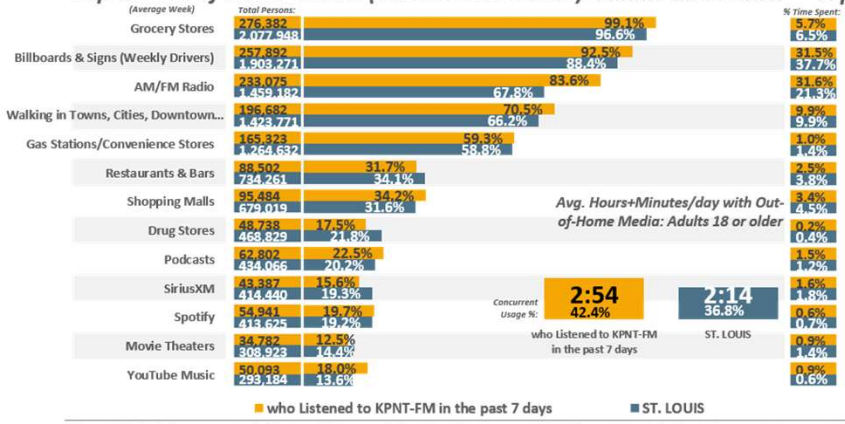
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Radio Stations: WXOS-FM

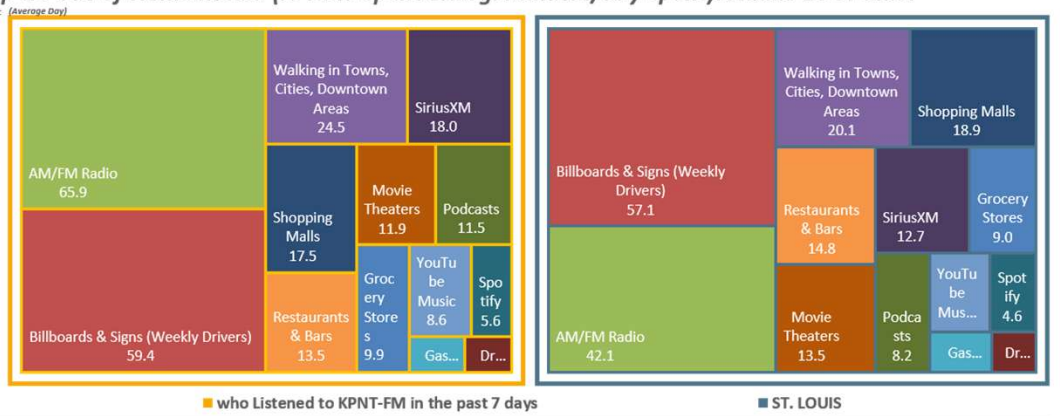
105.7 THE POINT
EVERYTHING ALTERNATIVE

257,892 or 92.5% of Adults 18 or older who Listened to KPNT-FM in the past 7 days spend an average of 59.4 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 62.5 minutes/day.

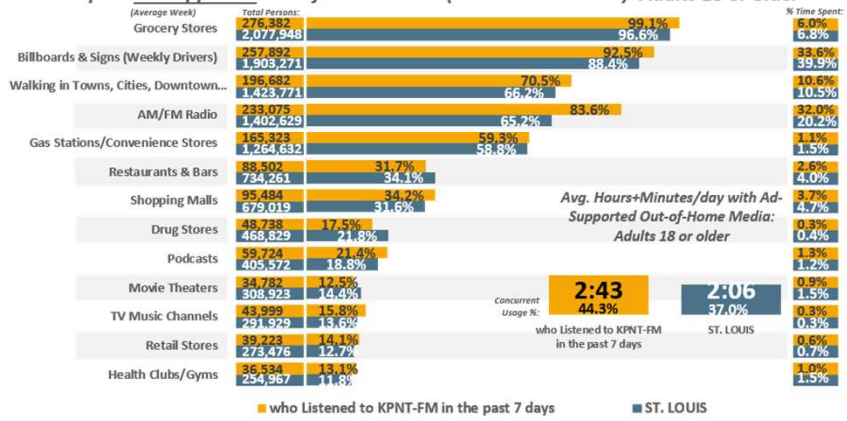
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



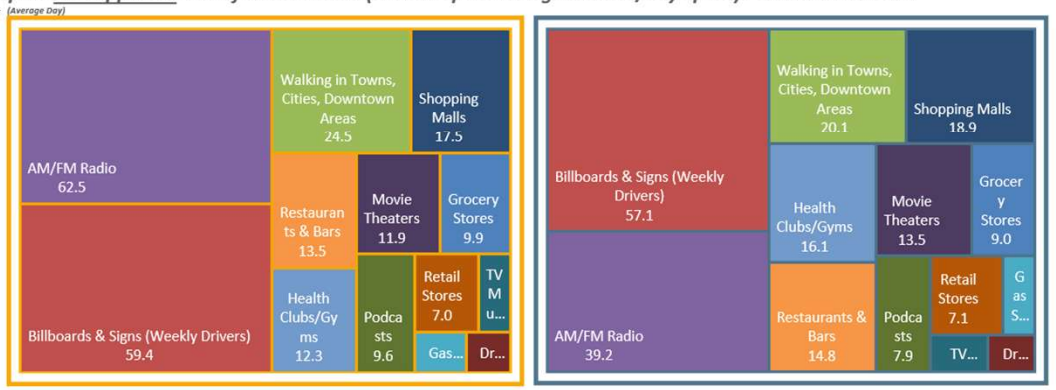
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 226

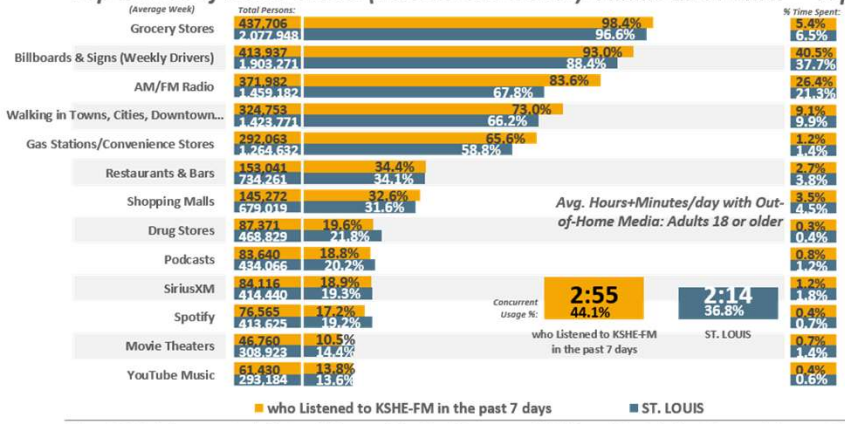
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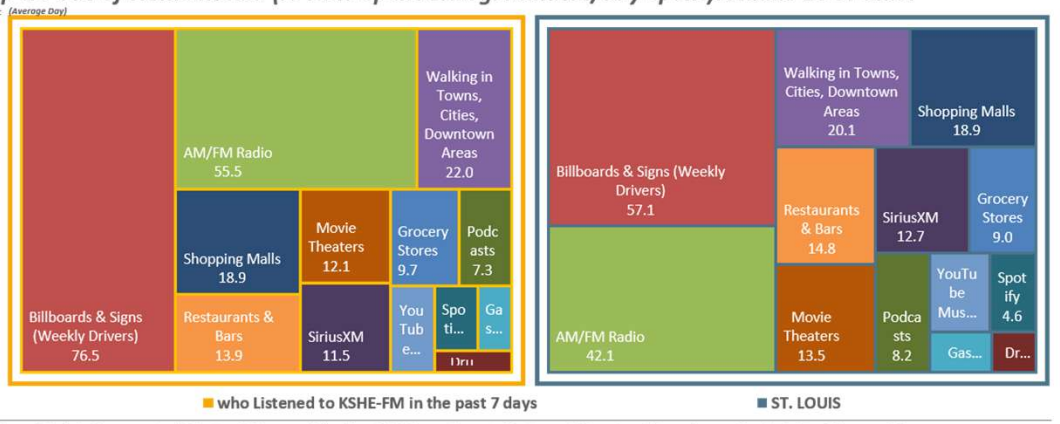
Radio Stations: KPNT-FM

413,937 or 93.% of Adults 18 or older who Listened to KSHE-FM in the past 7 days spend an average of 76.5 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 50. minutes/day.

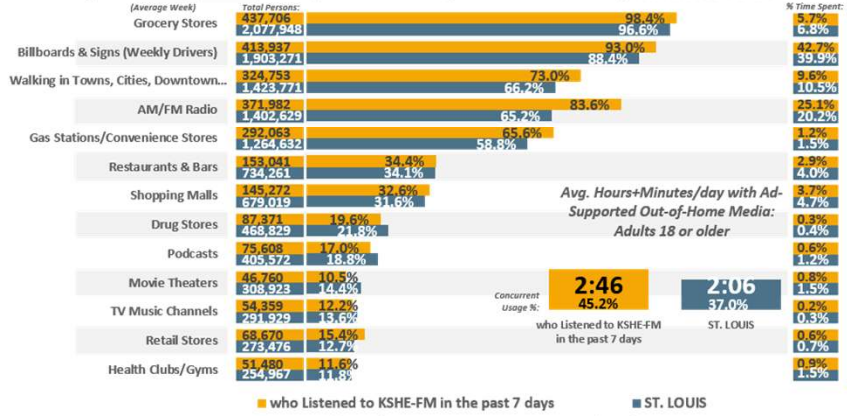
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



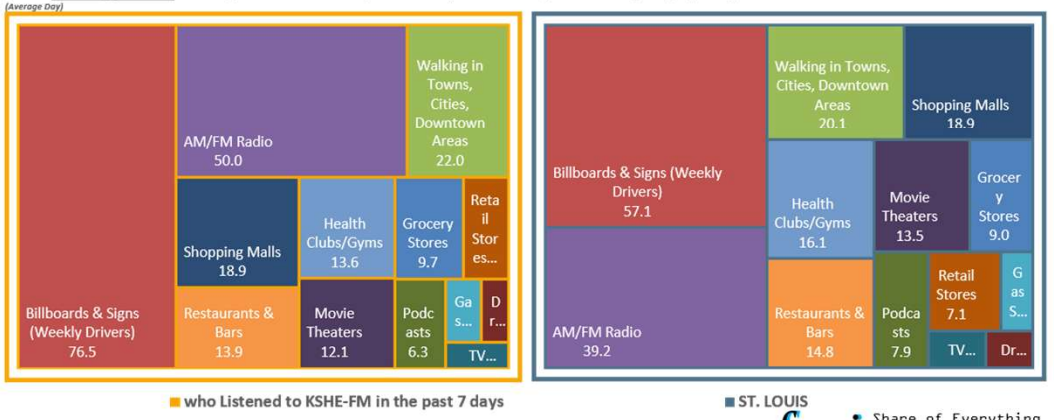
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 358

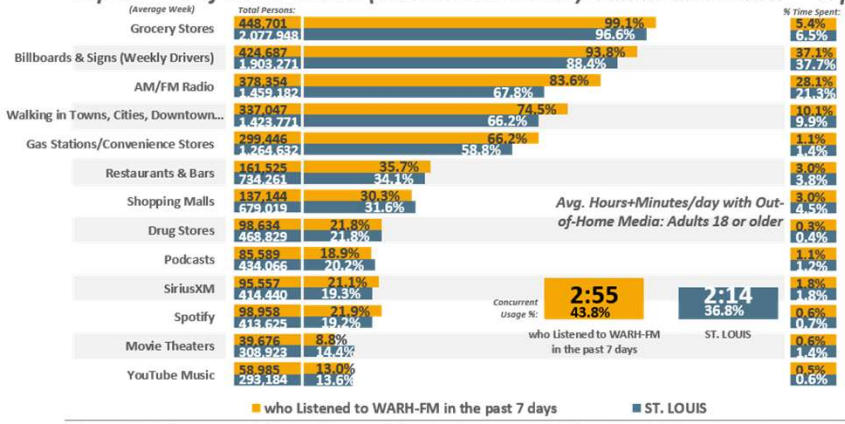
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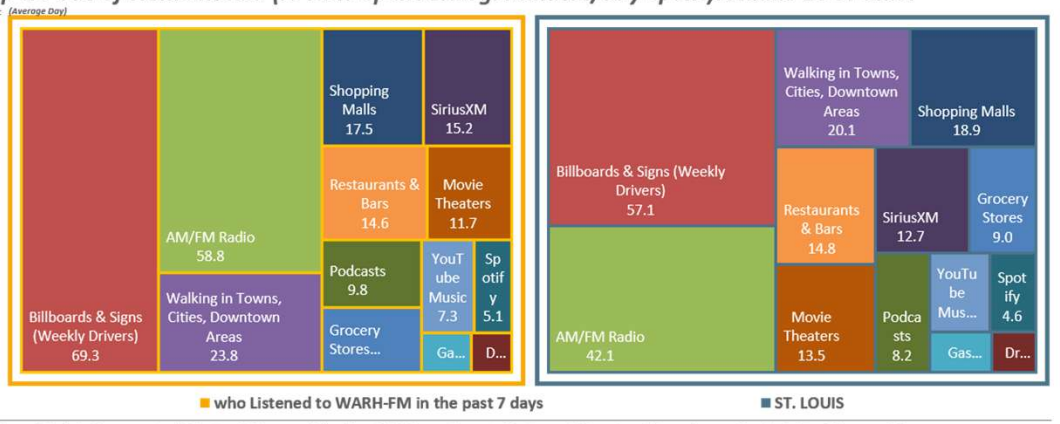
Radio Stations: KSHE-FM

424,687 or 93.8% of Adults 18 or older who Listened to WARH-FM in the past 7 days spend an average of 69.3 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 55.5 minutes/day.

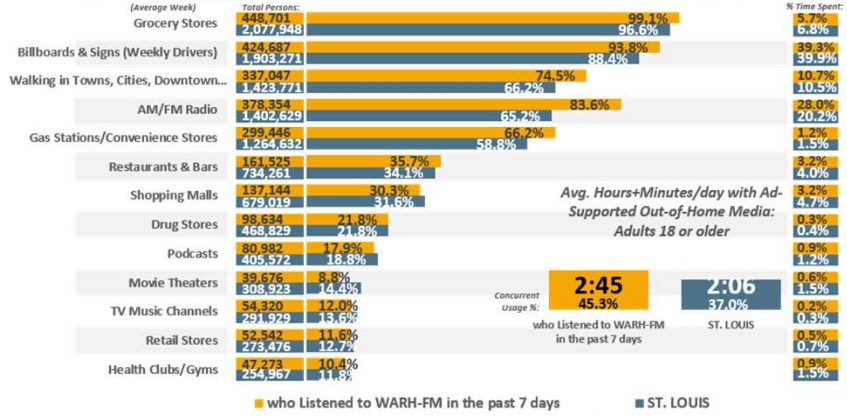
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



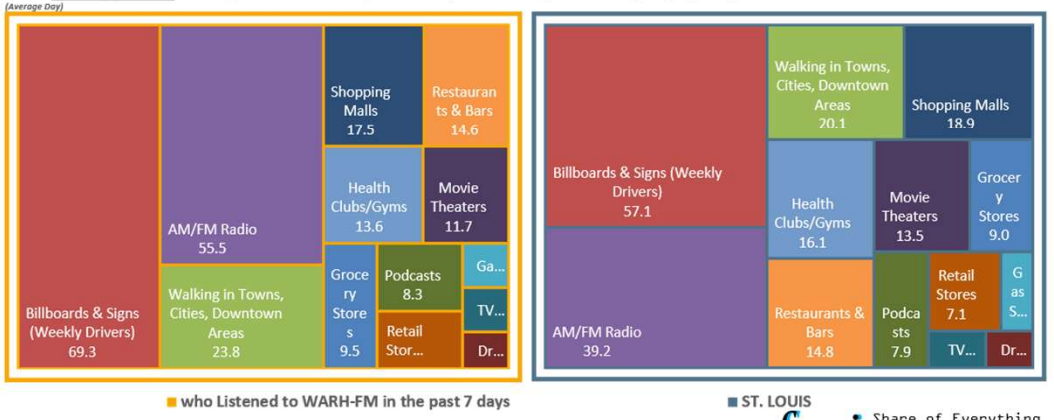
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 344

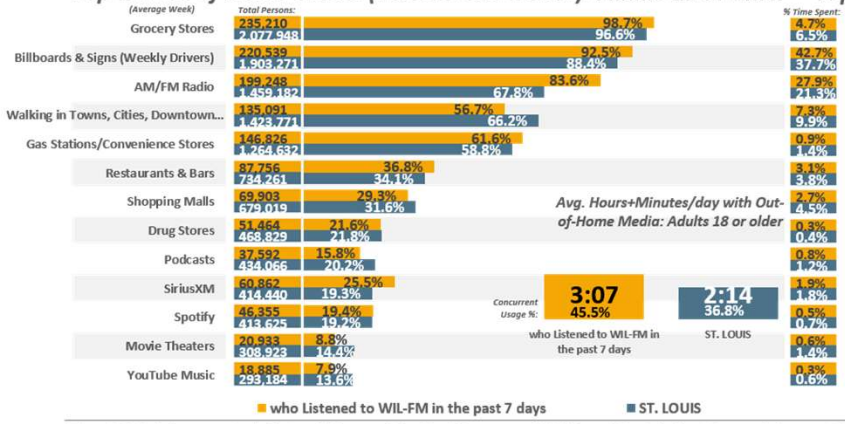
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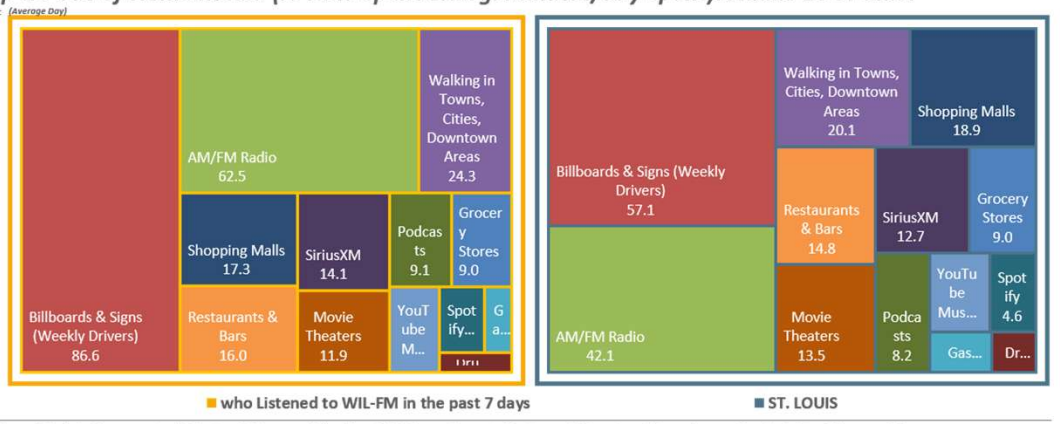
Radio Stations: WARH-FM

220,539 or 92.5% of Adults 18 or older who Listened to WIL-FM in the past 7 days spend an average of 86.6 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 56.7 minutes/day.

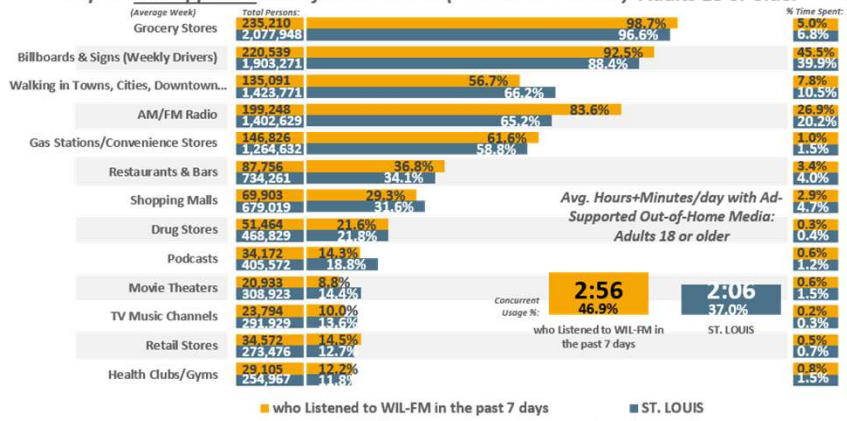
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



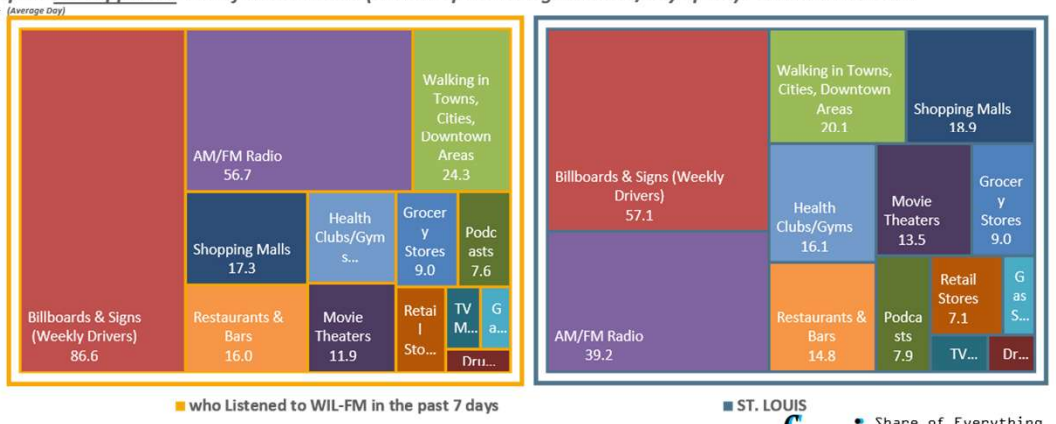
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 191

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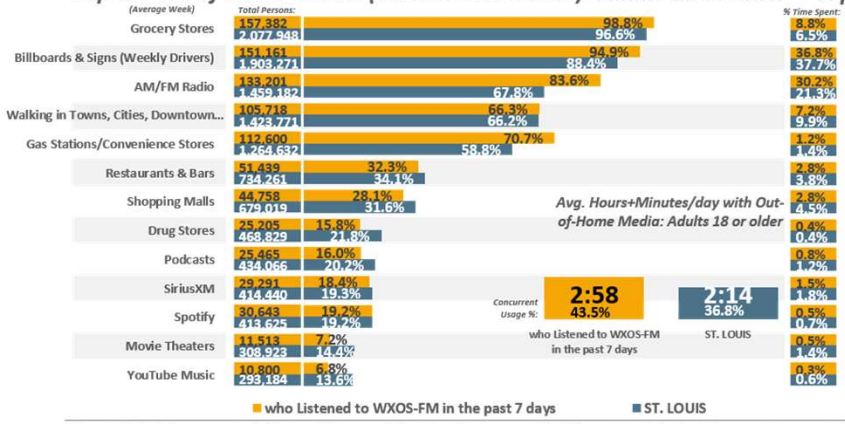
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Radio Stations: WIL-FM

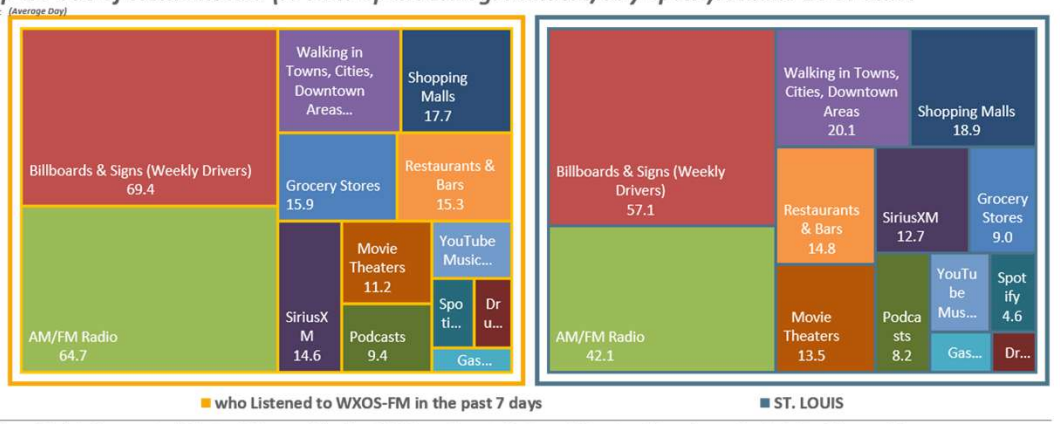
101 ESPN Sports Talk For St. Louis

151,161 or 94.9% of Adults 18 or older who Listened to WXOS-FM in the past 7 days spend an average of 69.4 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 60. minutes/day.

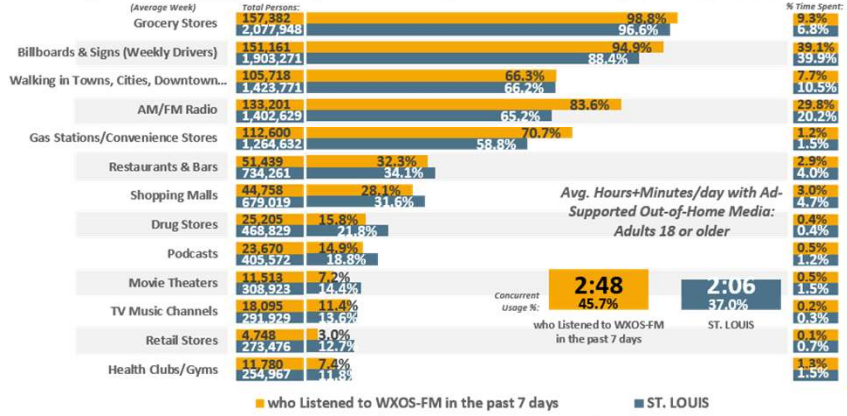
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



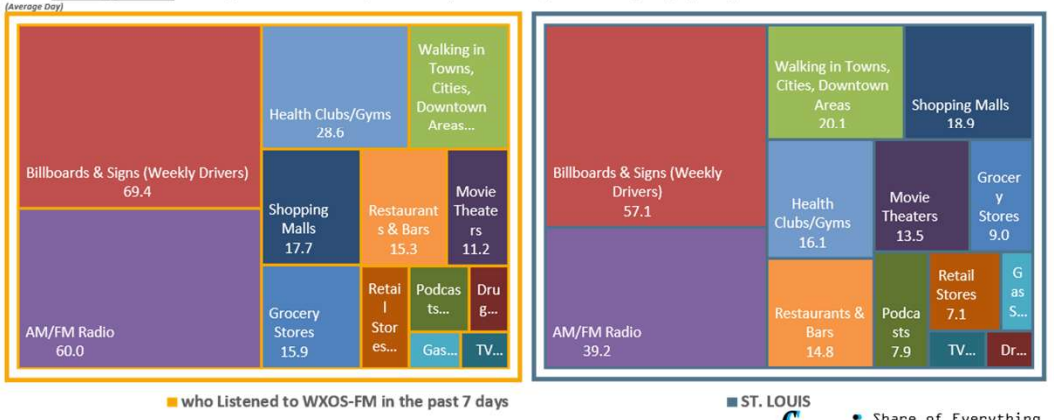
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 131

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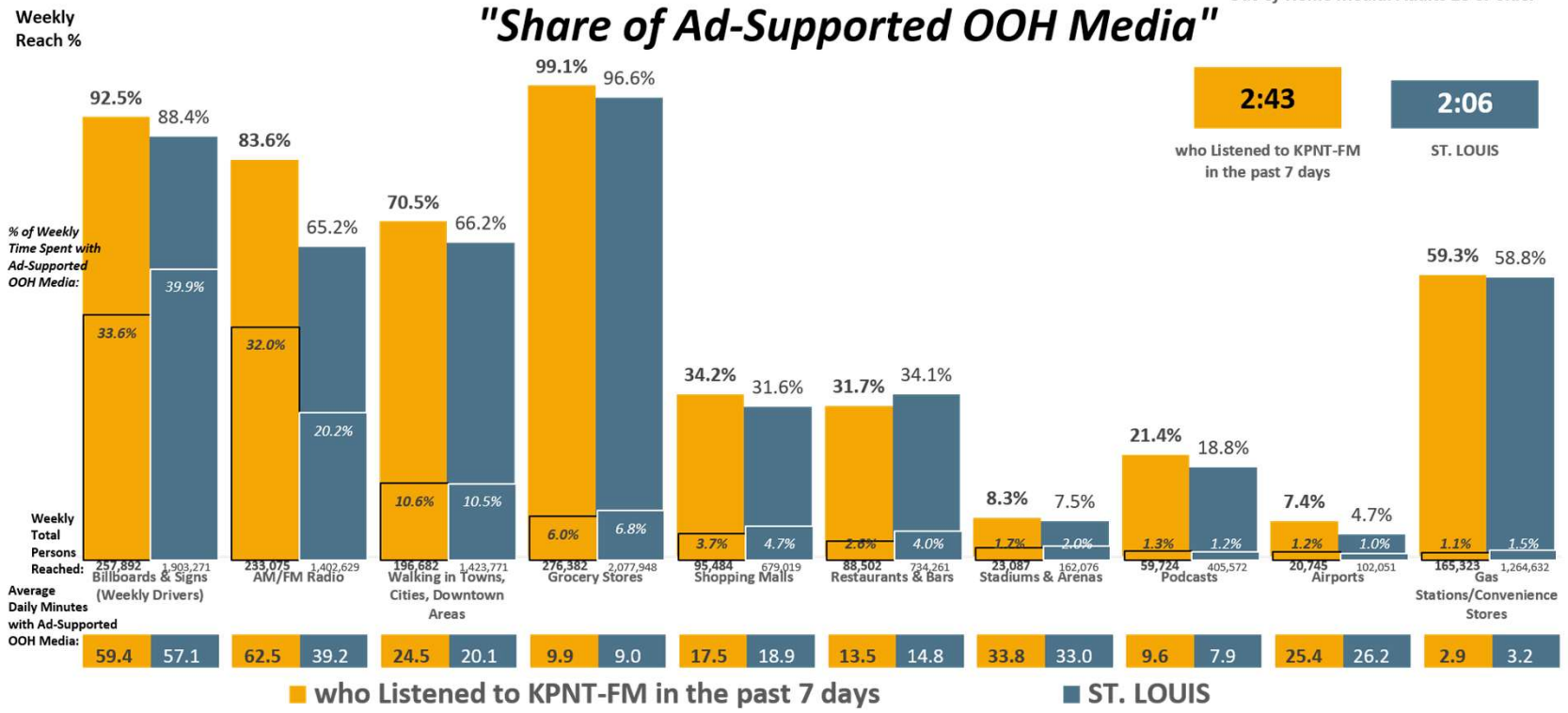
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Radio Stations: WXOS-FM

257,892 or 92.5% of Adults 18 or older who Listened to KPNT-FM in the past 7 days spend an average of 59.4 minutes per day driving, seeing Billboards and Signs representing 33.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 226 ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,754

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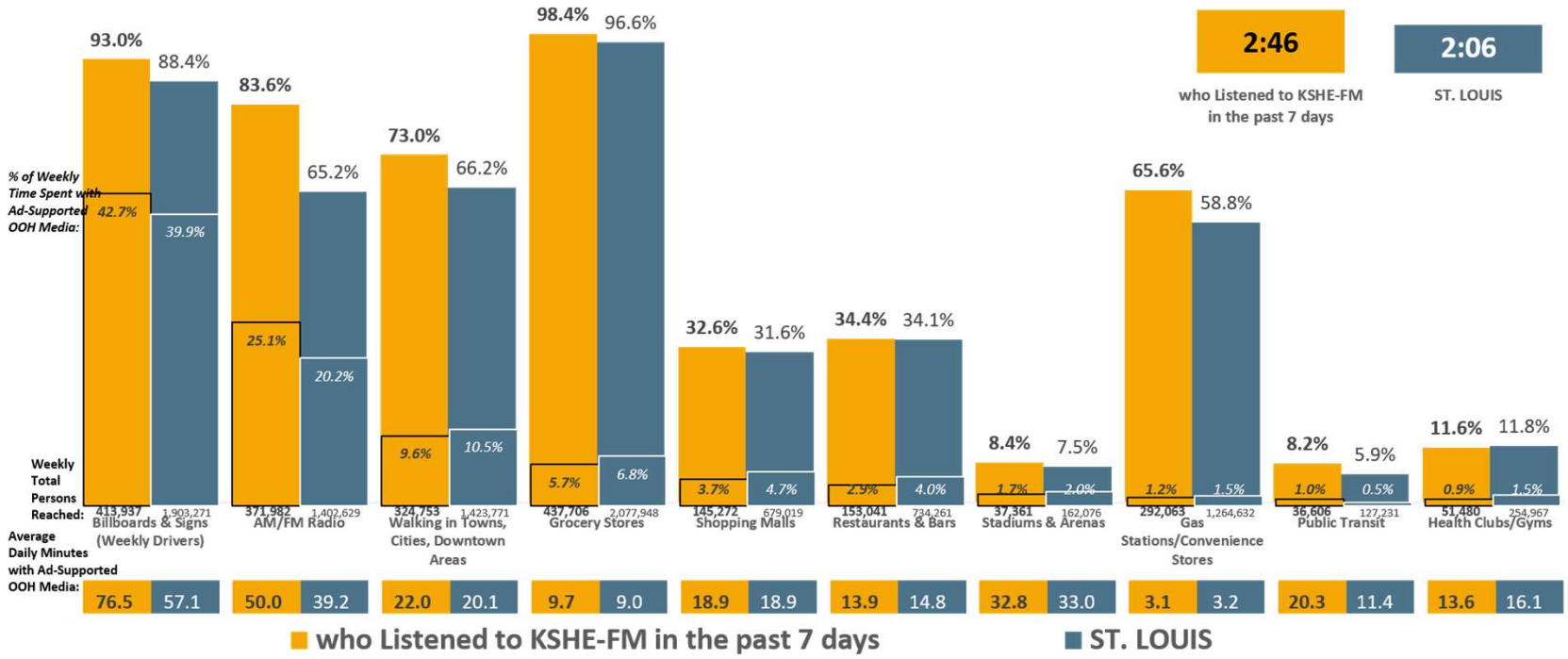
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Radio Stations: KPNT-FM

413,937 or 93.% of Adults 18 or older who Listened to KSHE-FM in the past 7 days spend an average of 76.5 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 358 ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,754

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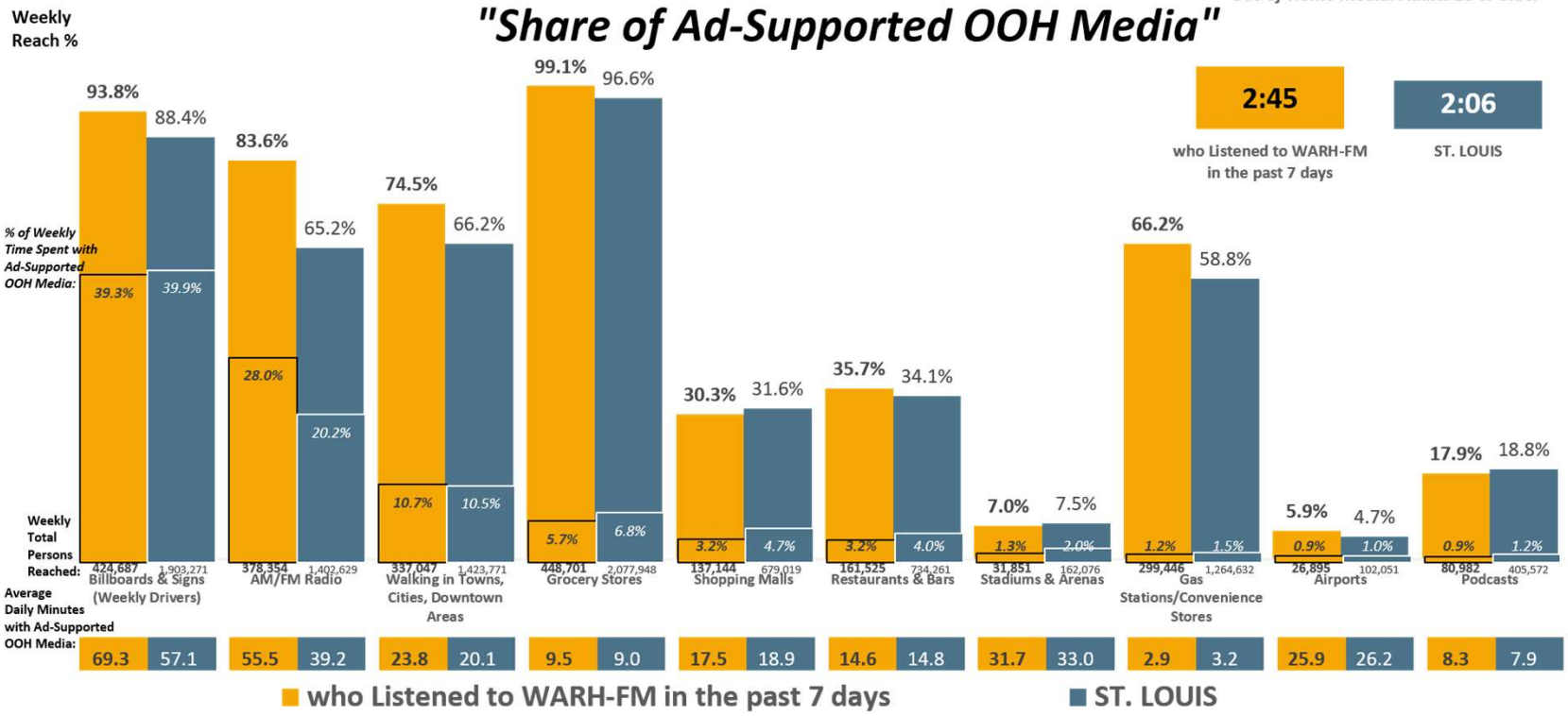
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Radio Stations: KSHE-FM

424,687 or 93.8% of Adults 18 or older who Listened to WARH-FM in the past 7 days spend an average of 69.3 minutes per day driving, seeing Billboards and Signs representing 39.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 344 ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,754

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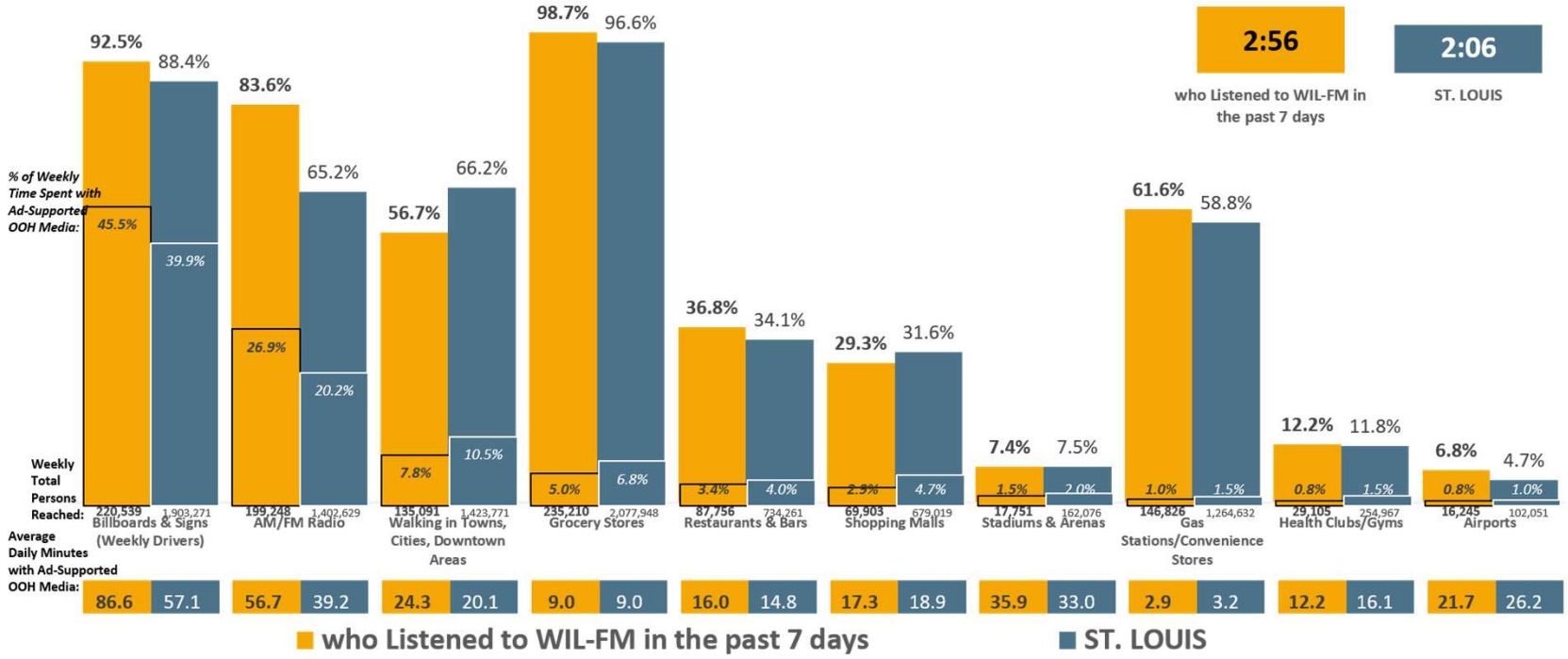
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Radio Stations: WARH-FM

220,539 or 92.5% of Adults 18 or older who Listened to WIL-FM in the past 7 days spend an average of 86.6 minutes per day driving, seeing Billboards and Signs representing 45.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 191 ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,754

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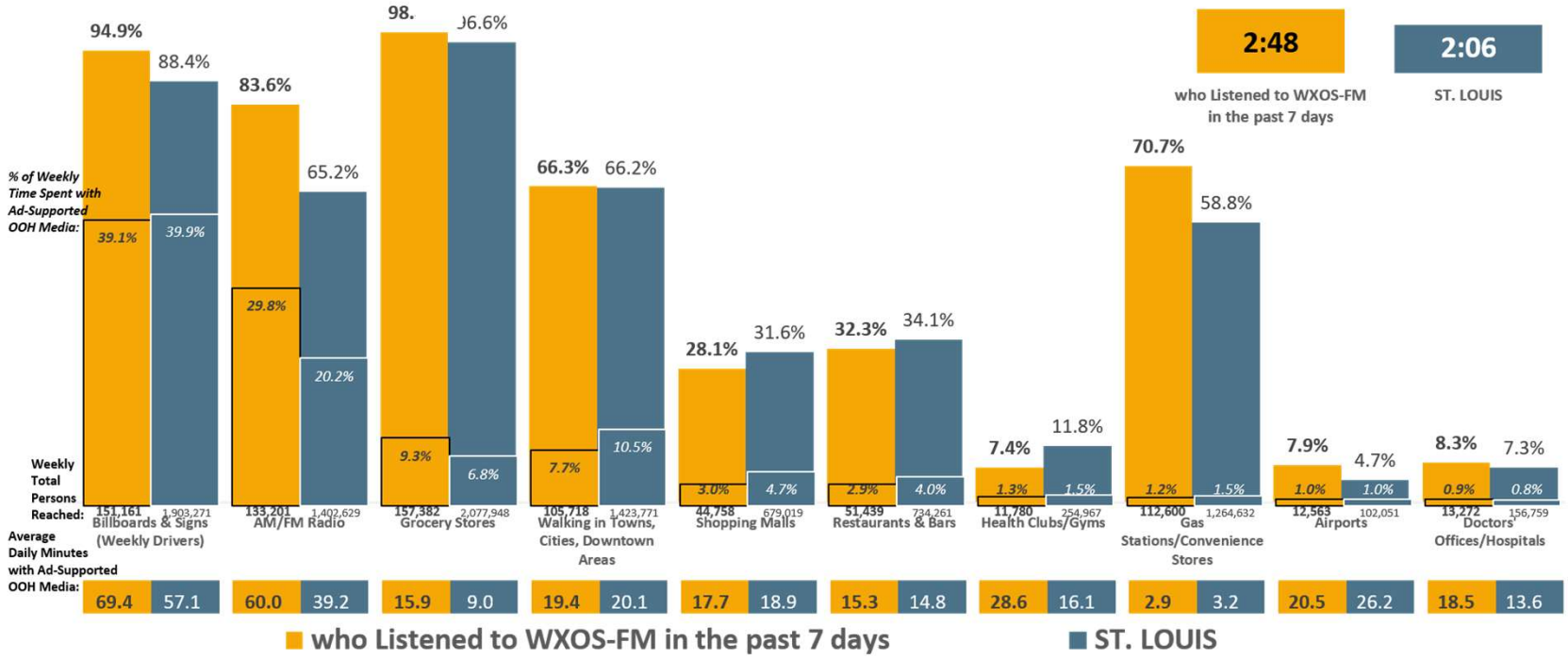
Radio Stations: WIL-FM

101 ESPN Sports Talk For St. Louis

151,161 or 94.9% of Adults 18 or older who Listened to WXOS-FM in the past 7 days spend an average of 69.4 minutes per day driving, seeing Billboards and Signs representing 39.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 131 ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,754

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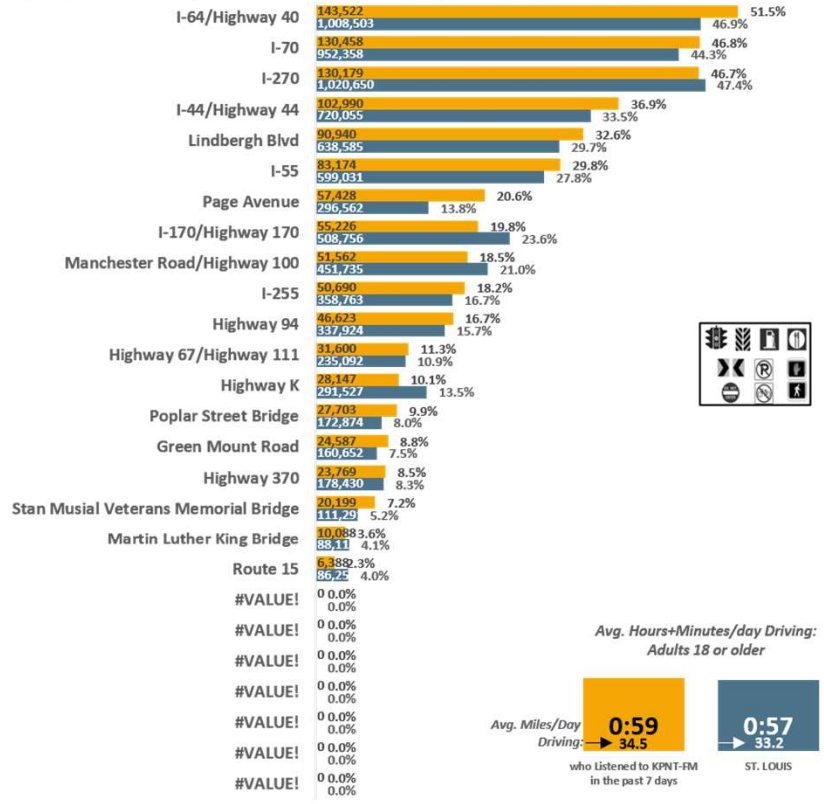
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Radio Stations: WXOS-FM

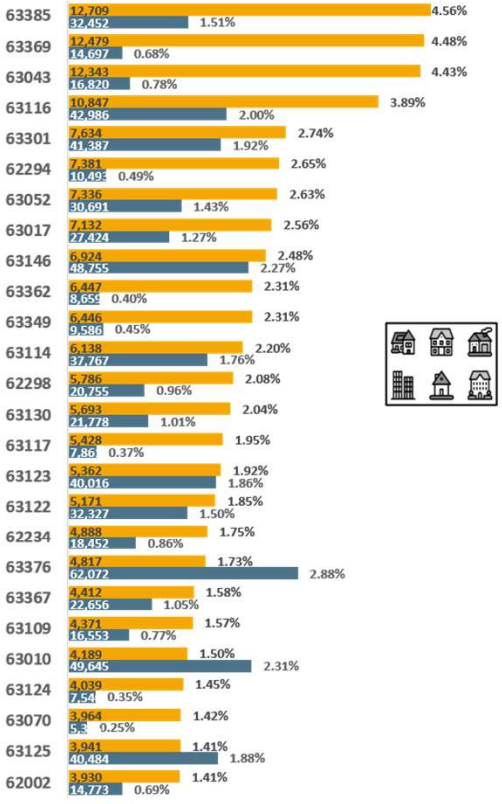
105.7 THE POINT
EVERYTHING ALTERNATIVE

257,892 or 92.5% of Adults 18 or older who Listened to KPNT-FM in the past 7 days spend an average of 59.4 minutes per day driving an average of 34.5 miles each day and are 49.5% more likely to use Page Avenue than the Metro average.

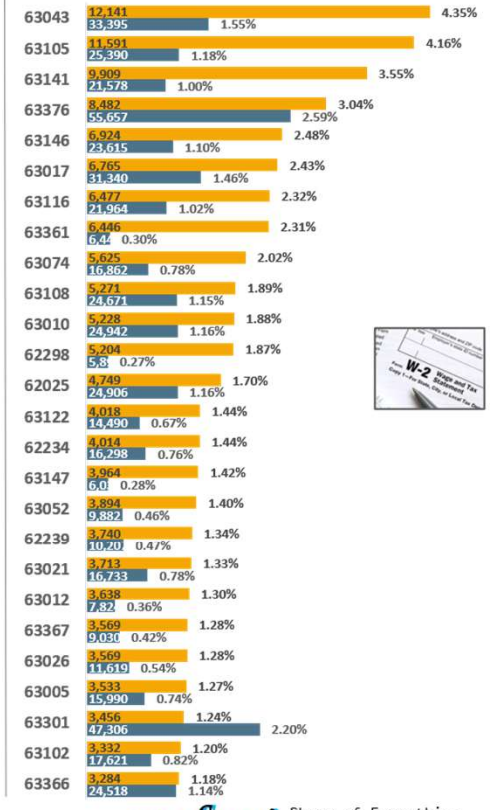
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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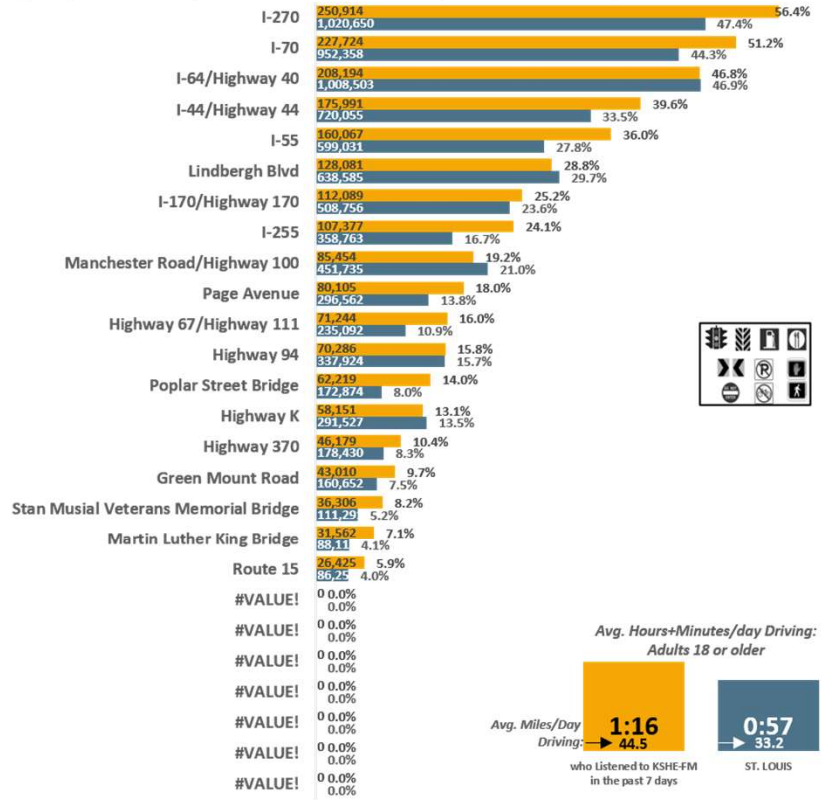
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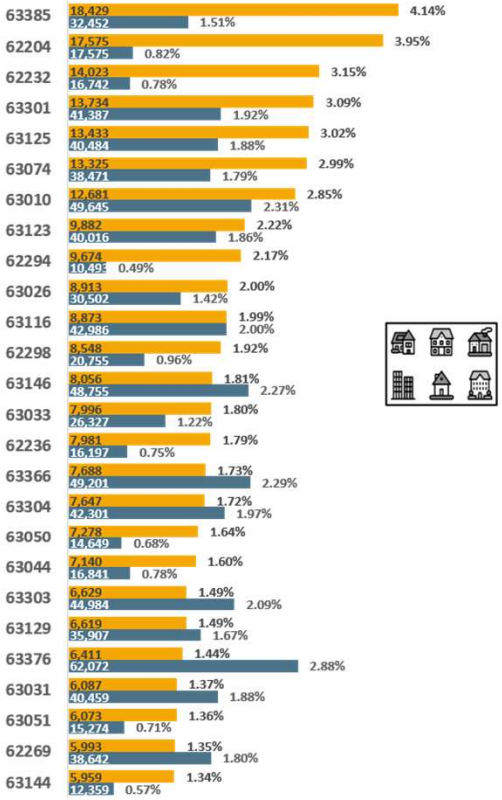
Radio Stations: KPNT-FM

413,937 or 93.% of Adults 18 or older who Listened to KSHE-FM in the past 7 days spend an average of 76.5 minutes per day driving an average of 44.5 miles each day and are 74.% more likely to use Poplar Street Bridge than the Metro average.

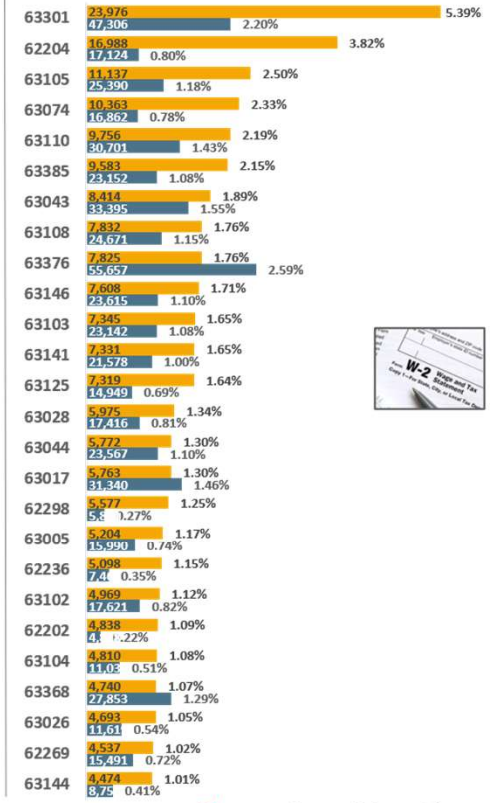
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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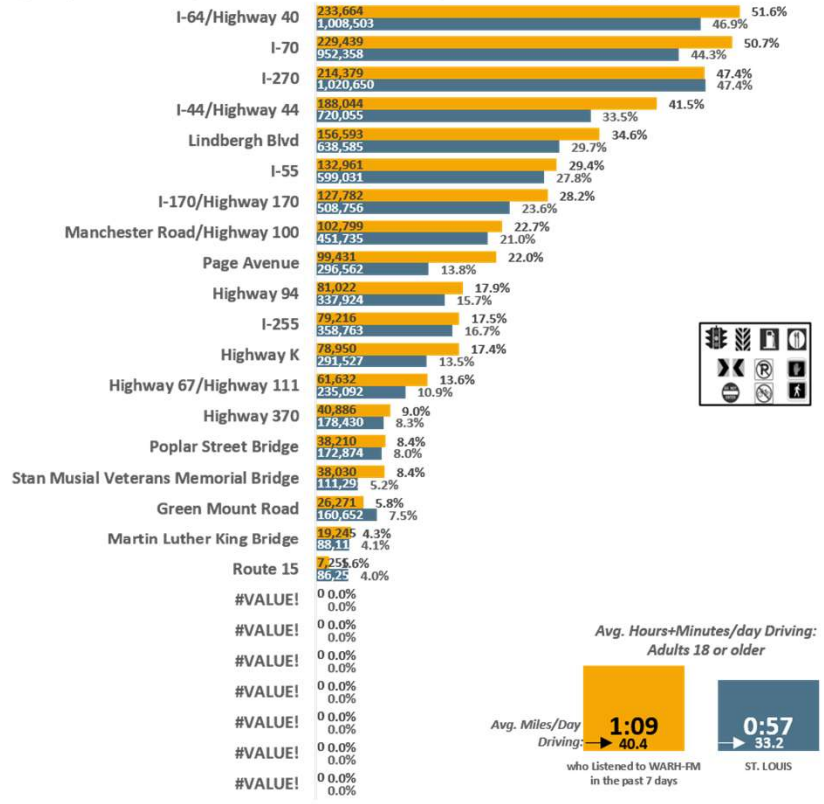
ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab 358

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Radio Stations: KSHE-FM

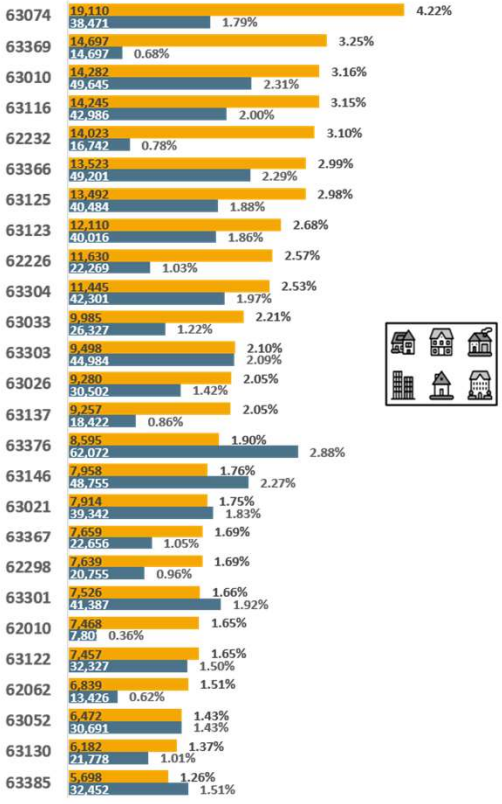
424,687 or 93.8% of Adults 18 or older who Listened to WARH-FM in the past 7 days spend an average of 69.3 minutes per day driving an average of 40.4 miles each day and are 62.5% more likely to use Stan Musial Veterans Memorial Bridge than the Metro avera

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

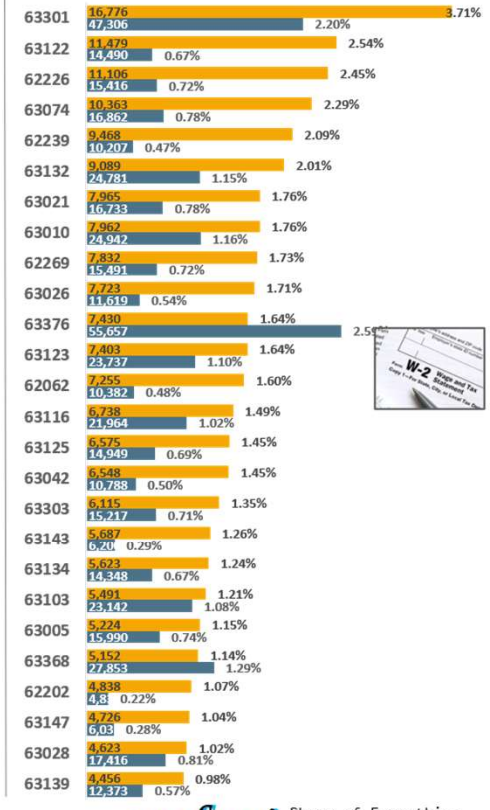


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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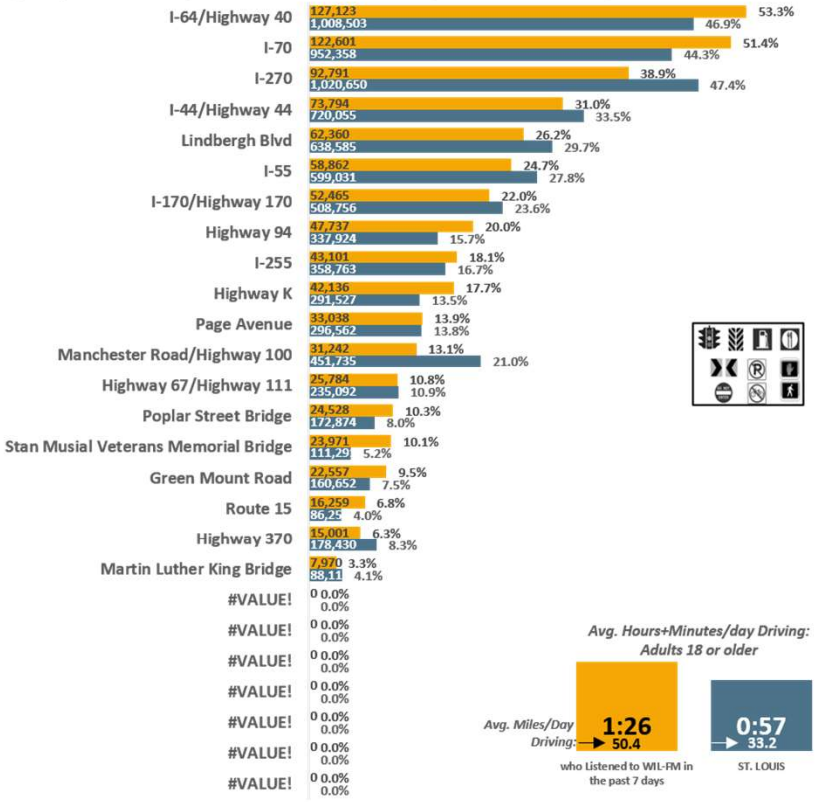
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Radio Stations: WARH-FM

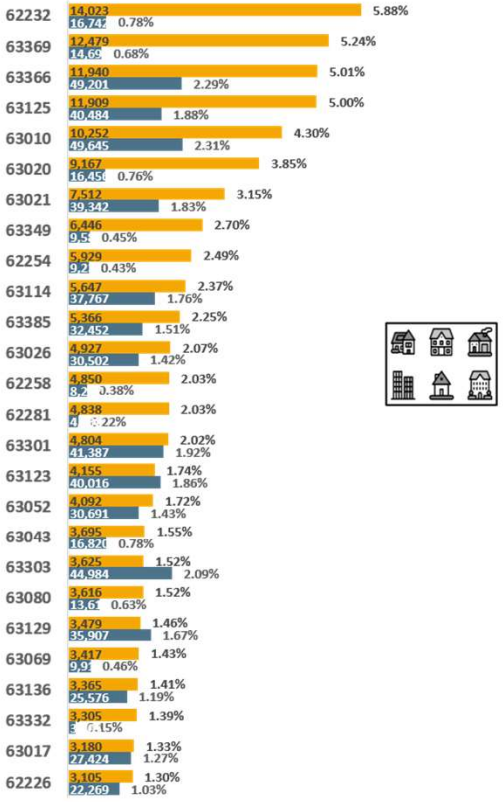
220,539 or 92.5% of Adults 18 or older who Listened to WIL-FM in the past 7 days spend an average of 86.6 minutes per day driving an average of 50.4 miles each day and are 94.5% more likely to use Stan Musial Veterans Memorial Bridge than the Metro averag

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

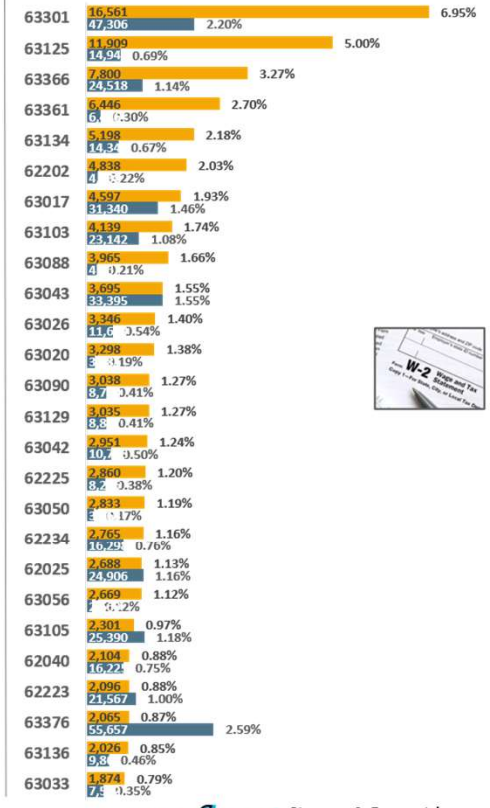


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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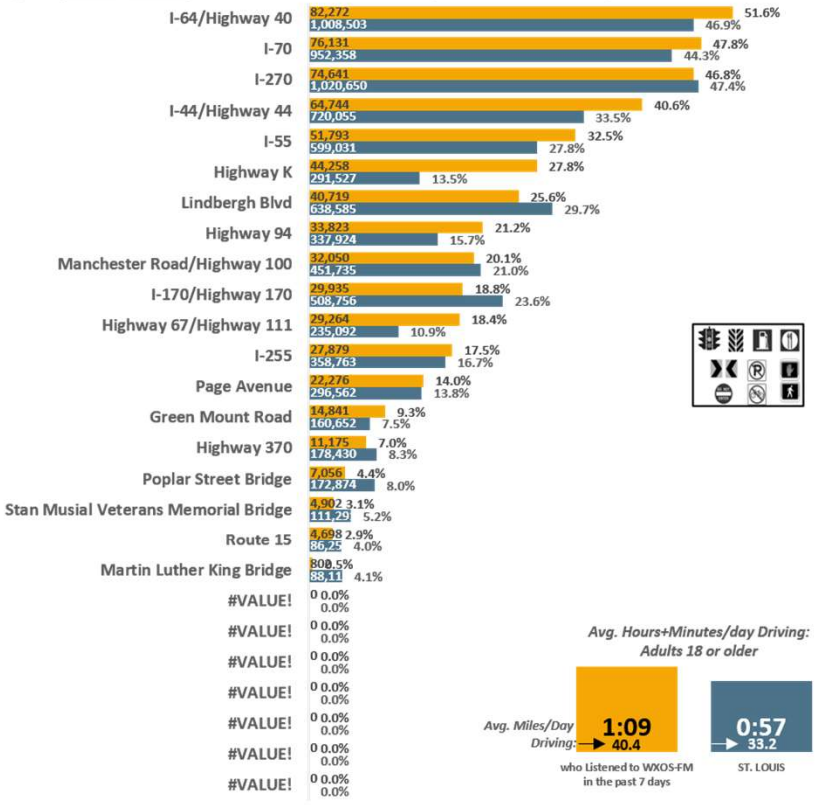
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Radio Stations: WIL-FM

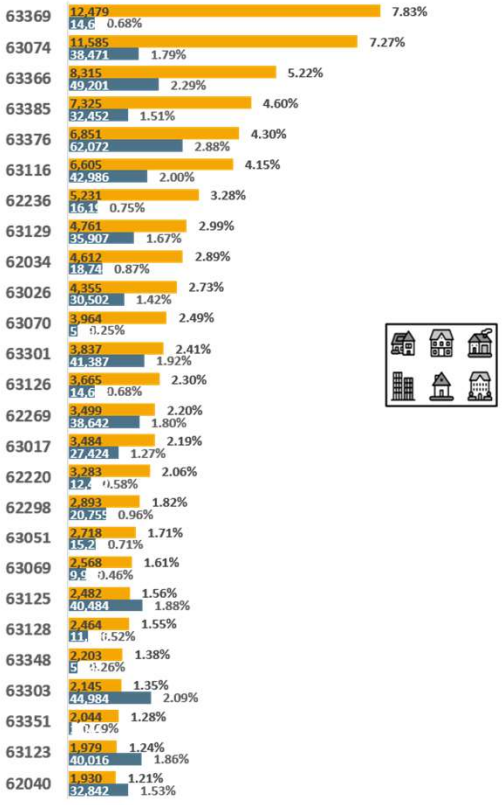


151,161 or 94.9% of Adults 18 or older who Listened to WXOS-FM in the past 7 days spend an average of 69.4 minutes per day driving an average of 40.4 miles each day and are 105.% more likely to use Highway K than the Metro average.

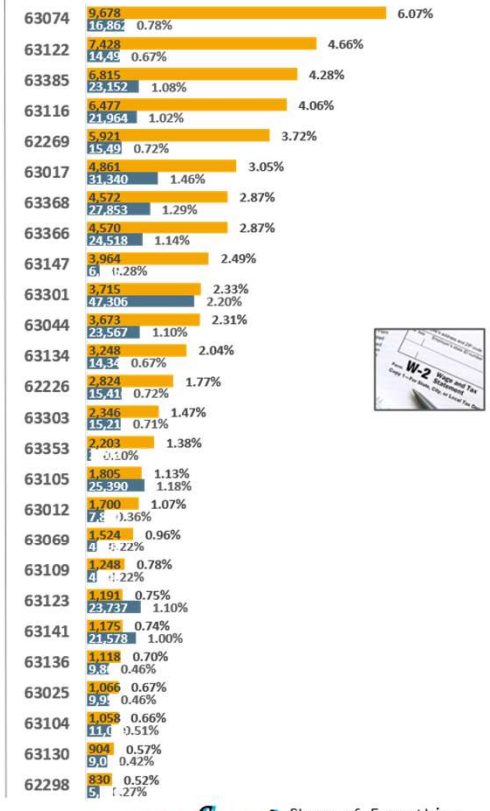
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



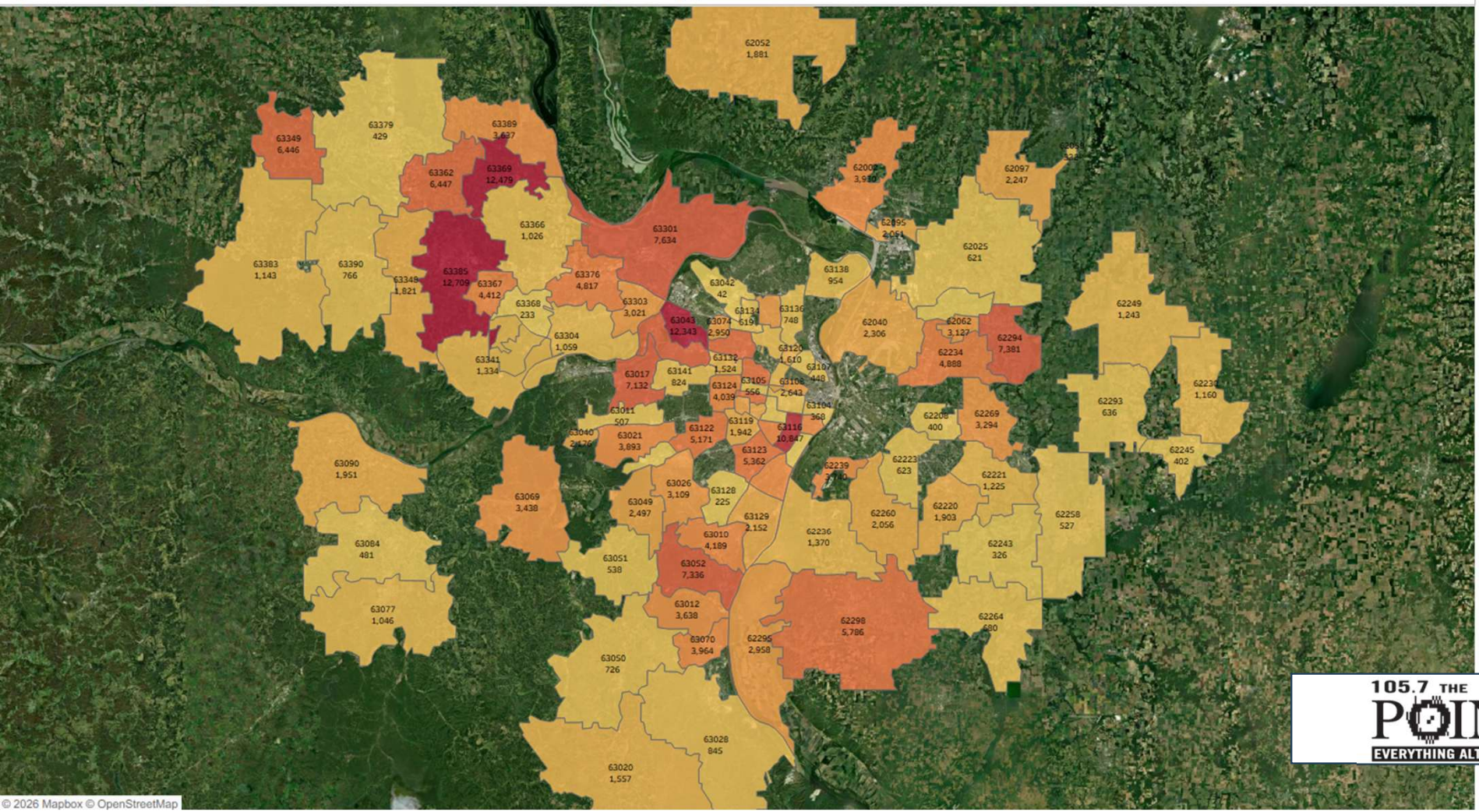
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Radio Stations: WXOS-FM

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

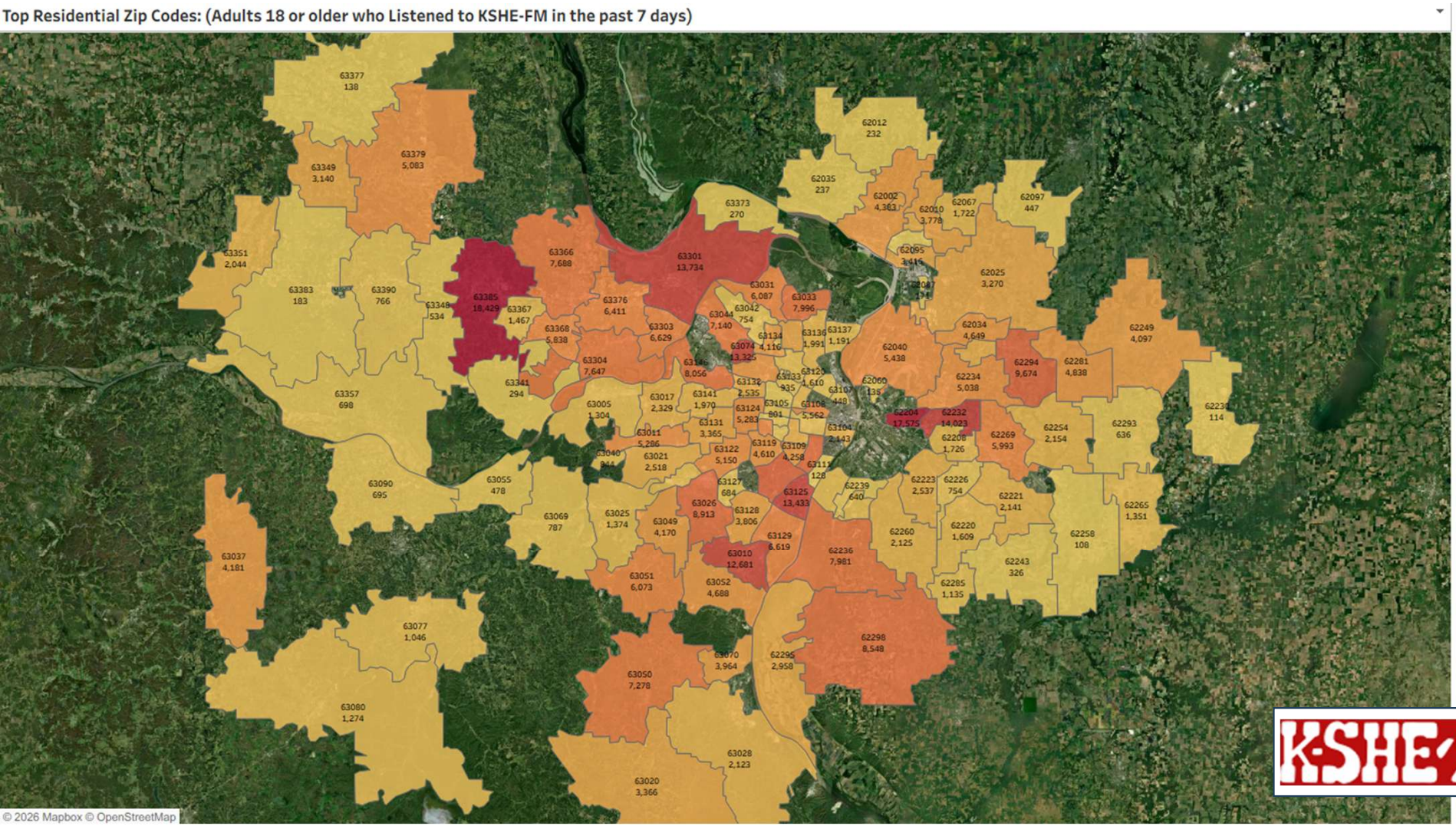


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Radio Stations: KPNT-FM

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

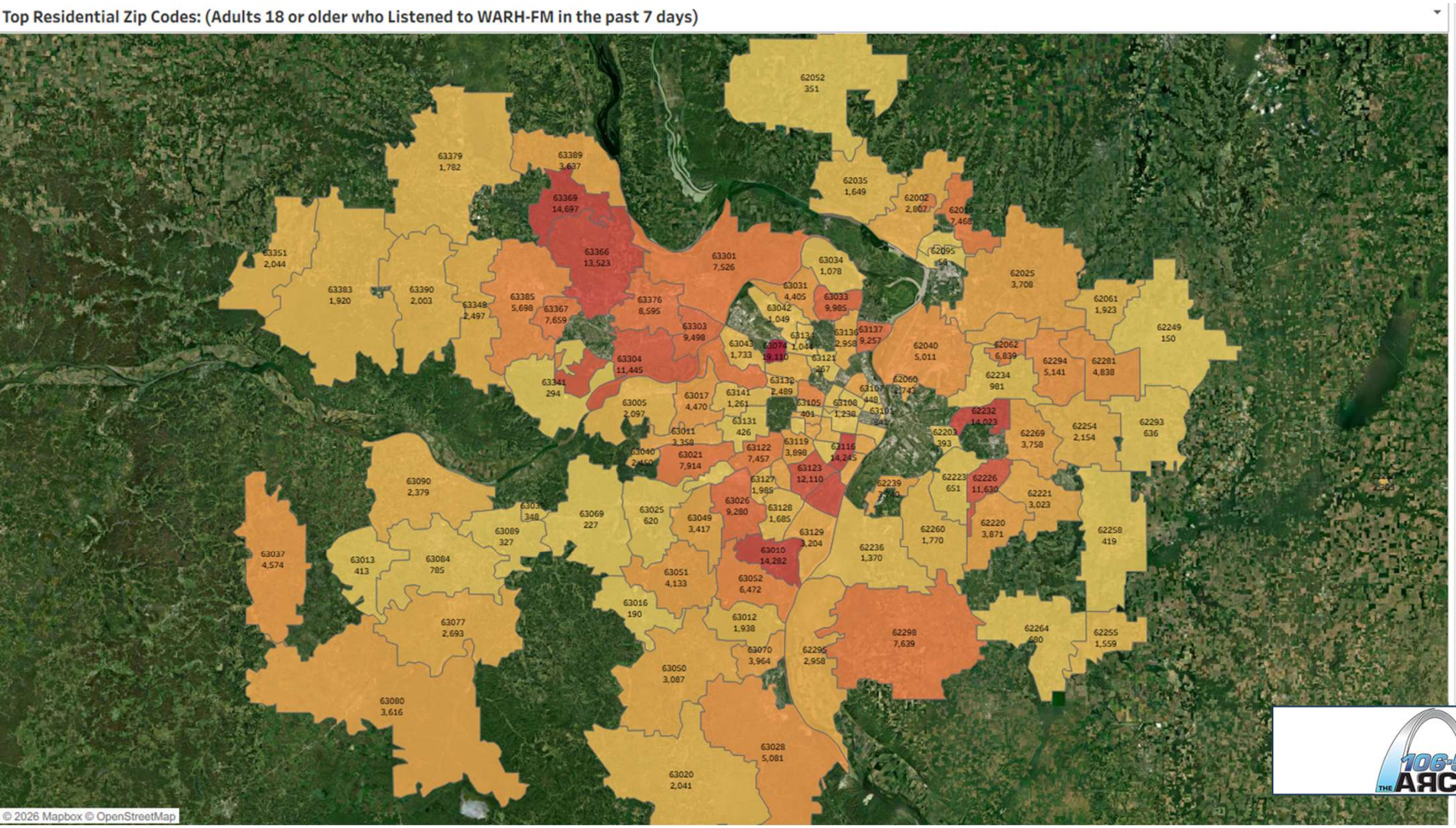


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Radio Stations: KSHE-FM

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

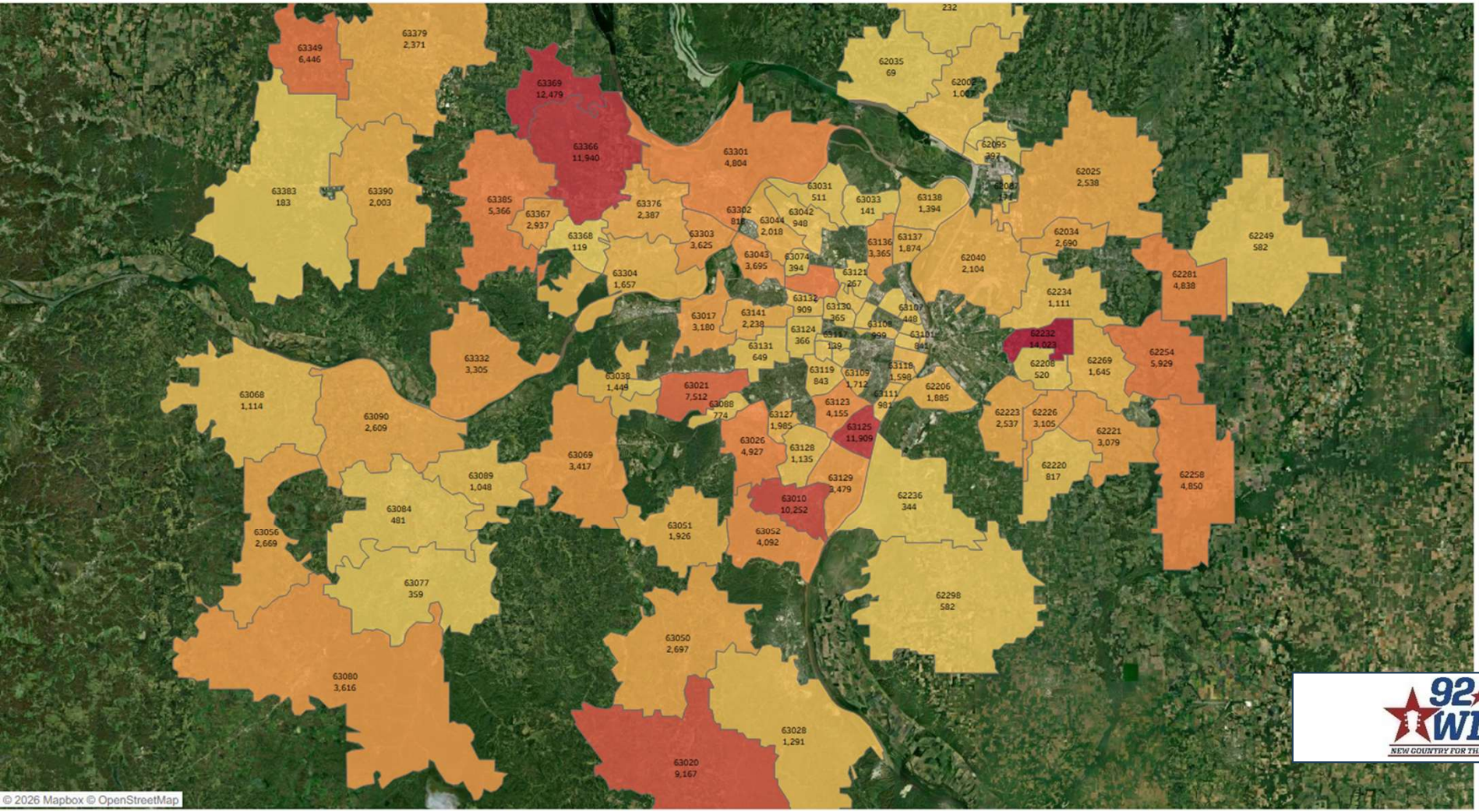


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Radio Stations: WARH-FM

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

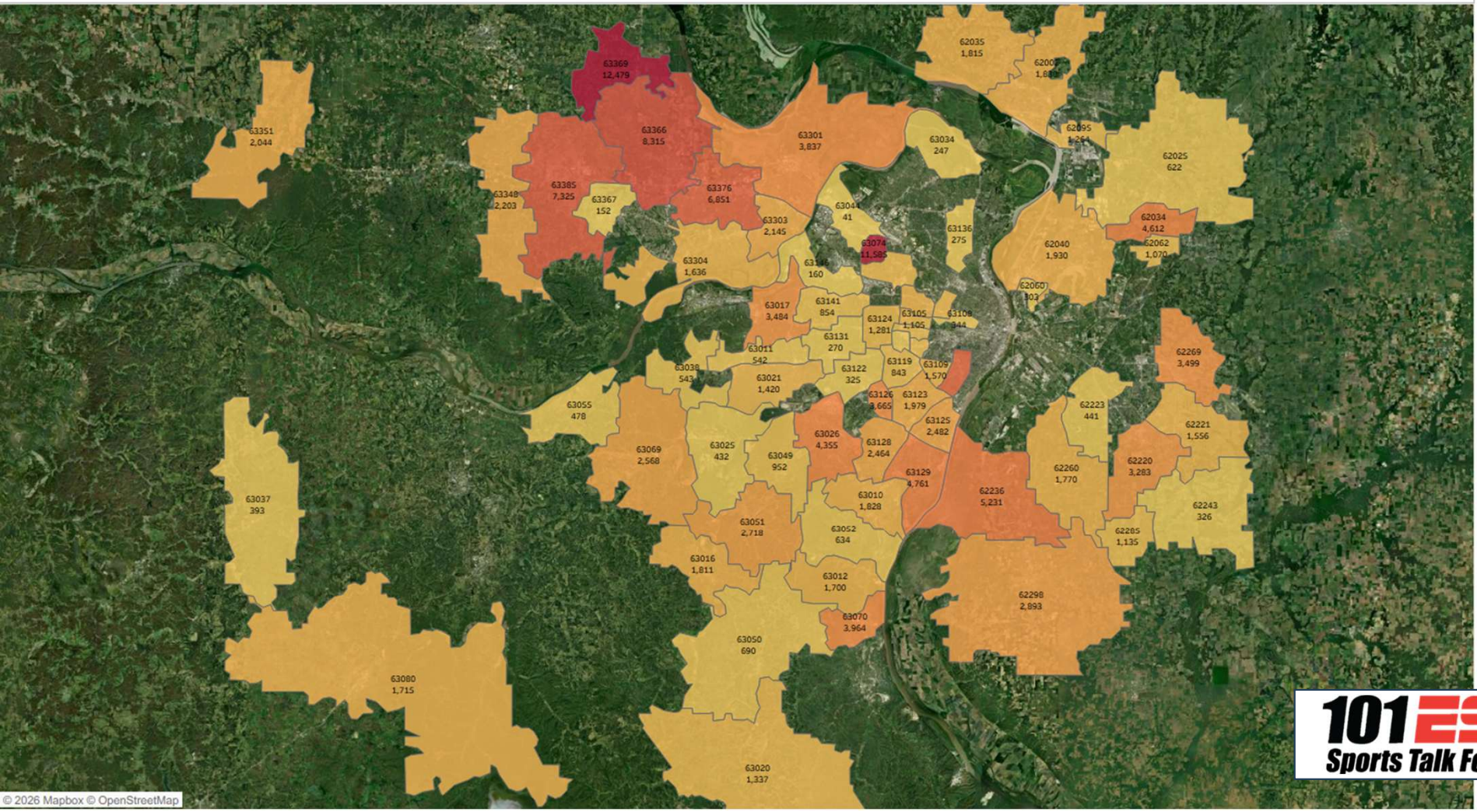


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Radio Stations: WIL-FM

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



101 ESPN Sports Talk For St. Louis

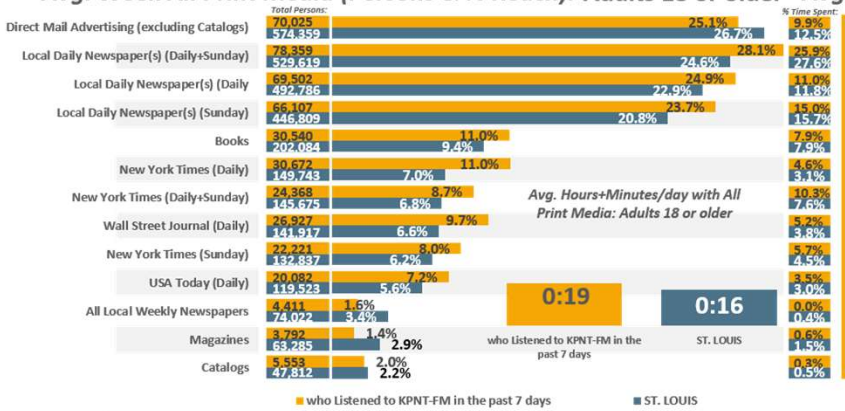
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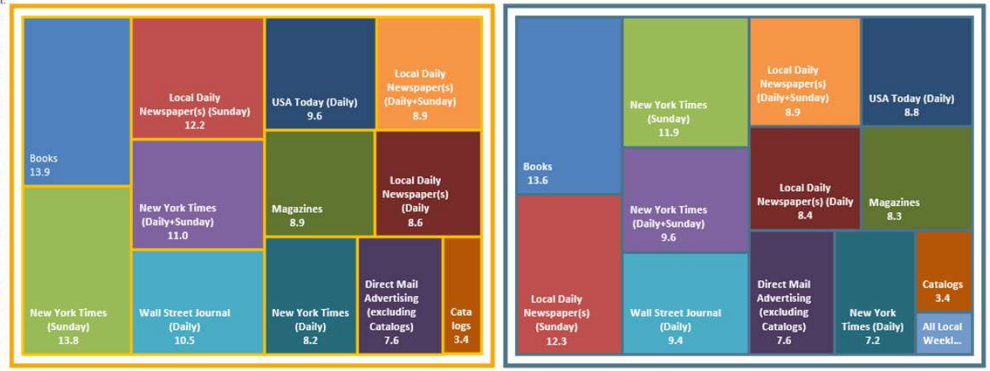
Radio Stations: WXOS-FM

78,359 or 28.1% of Adults 18 or older who Listened to KPNT-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 28.2% of all time spent daily with All forms of Print Media.

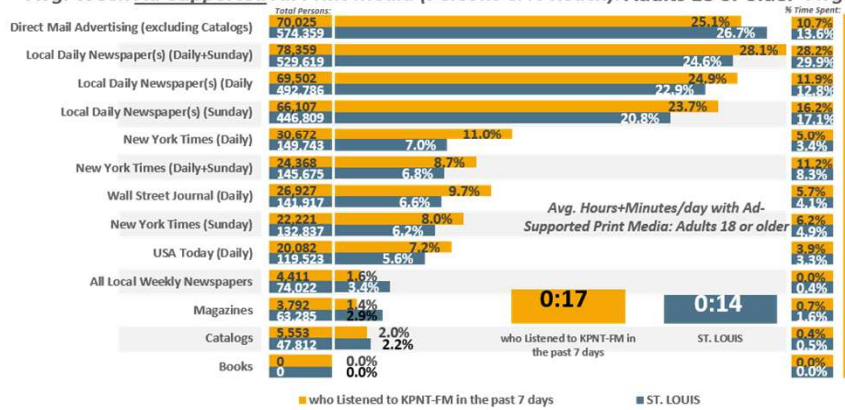
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



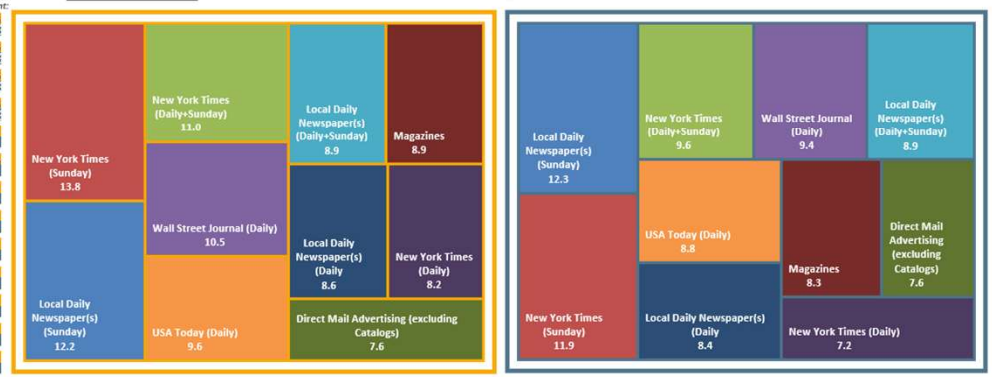
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



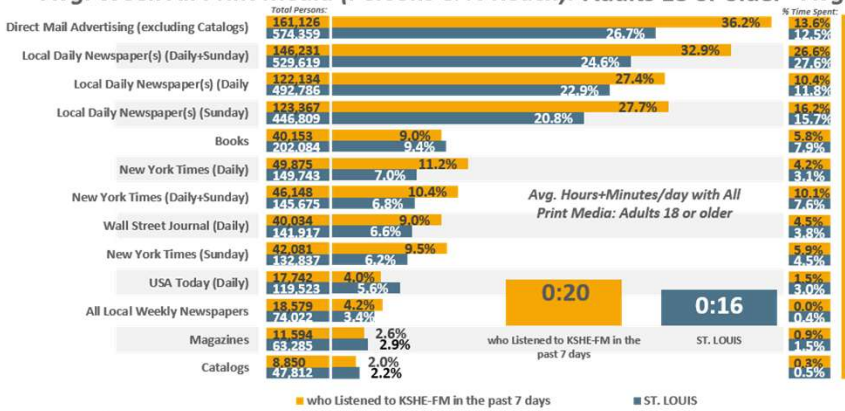
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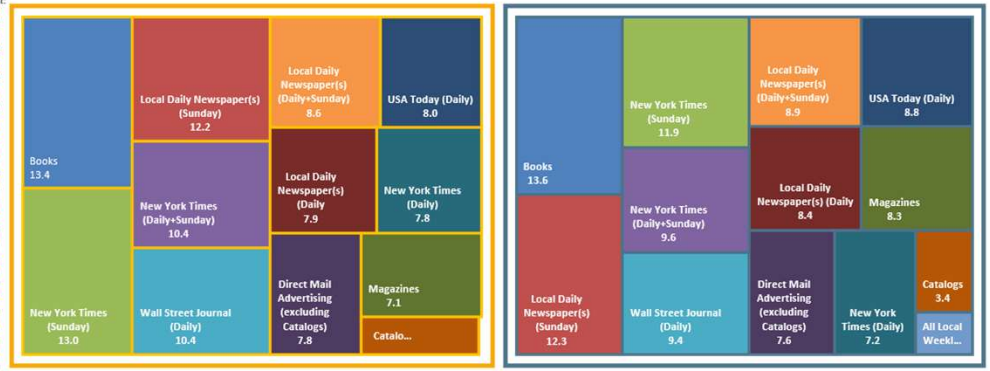
Radio Stations: KPNT-FM

146,231 or 32.9% of Adults 18 or older who Listened to KSHE-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 28.2% of all time spent daily with All forms of Print Media.

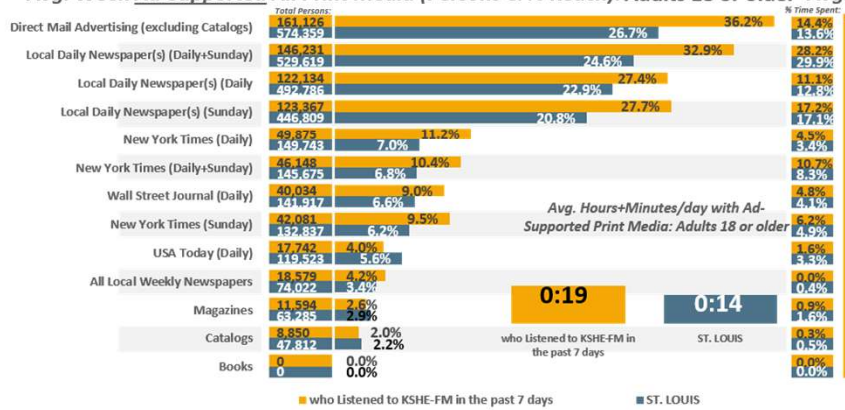
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



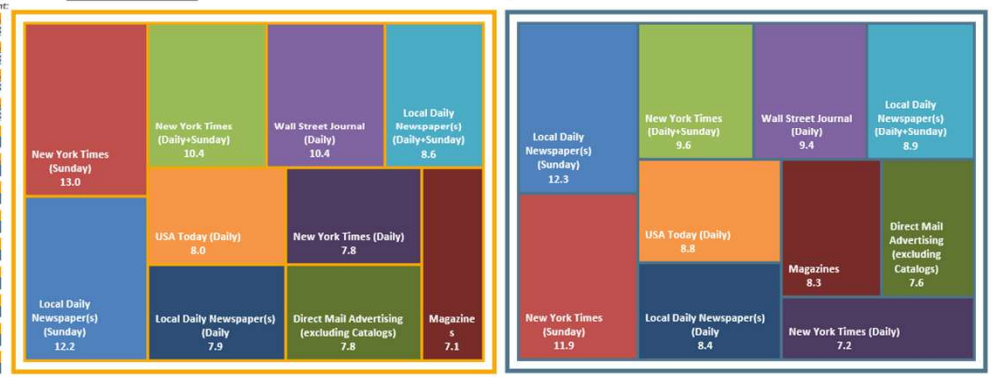
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



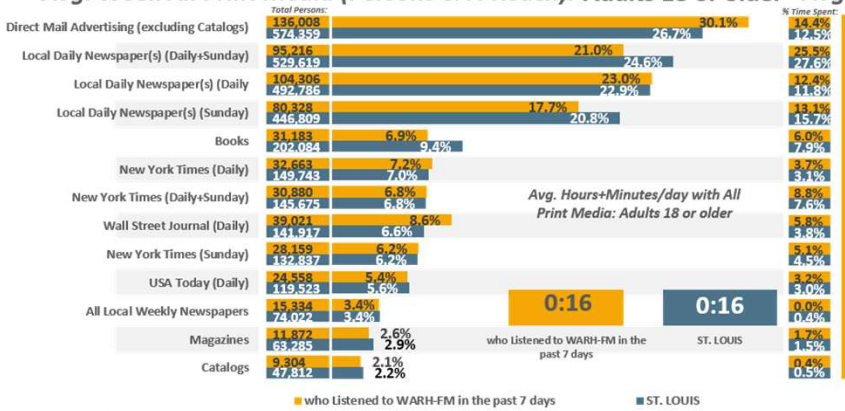
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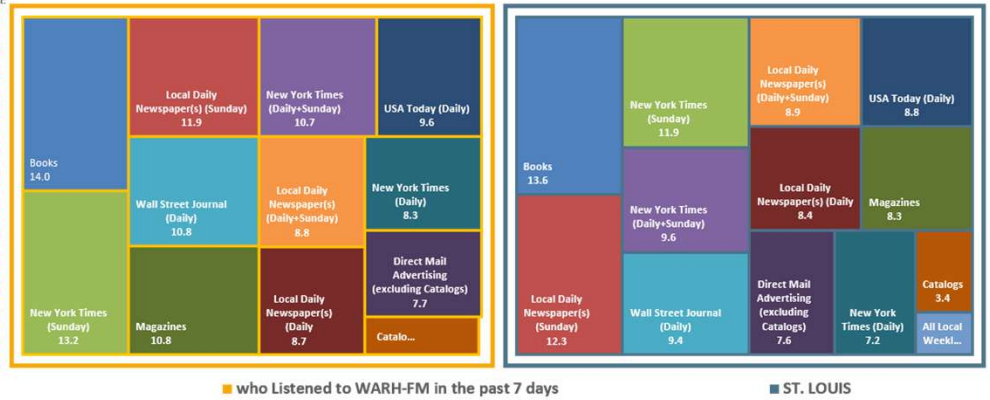
Radio Stations: KSHE-FM

95,216 or 21.% of Adults 18 or older who Listened to WARH-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 27.1% of all time spent daily with All forms of Print Media.

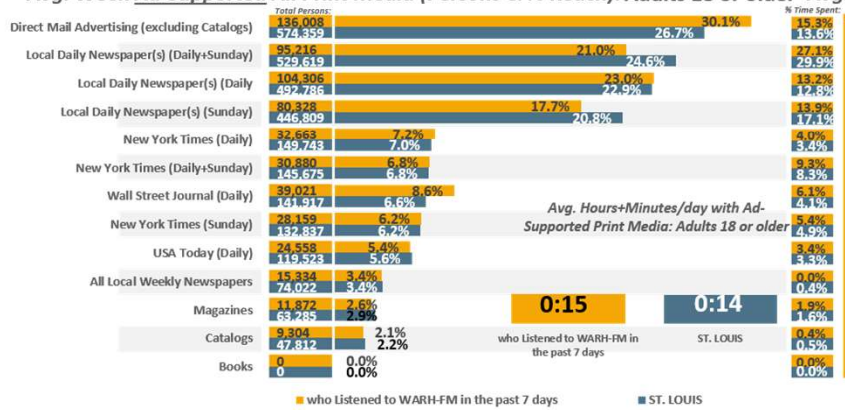
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



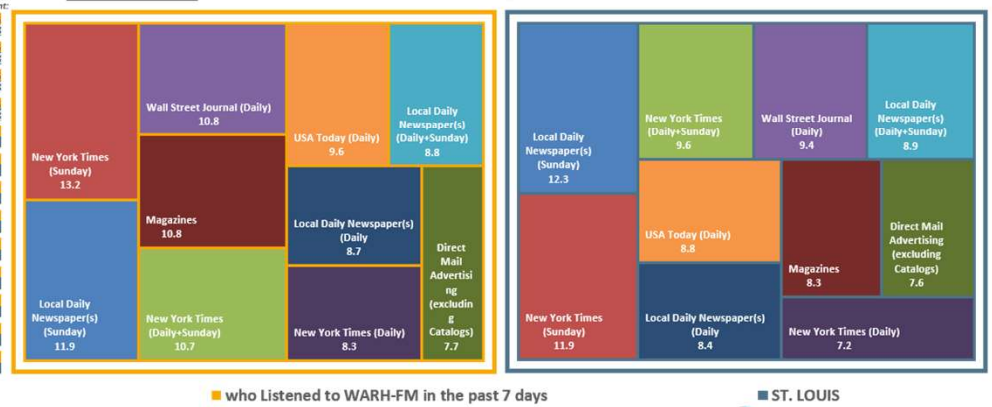
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



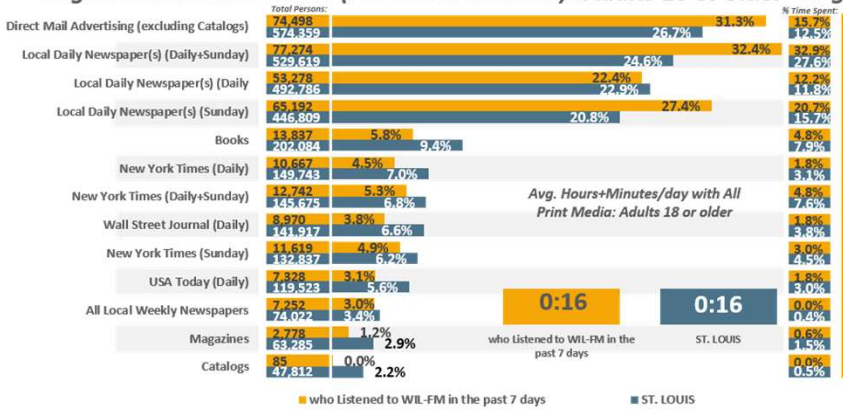
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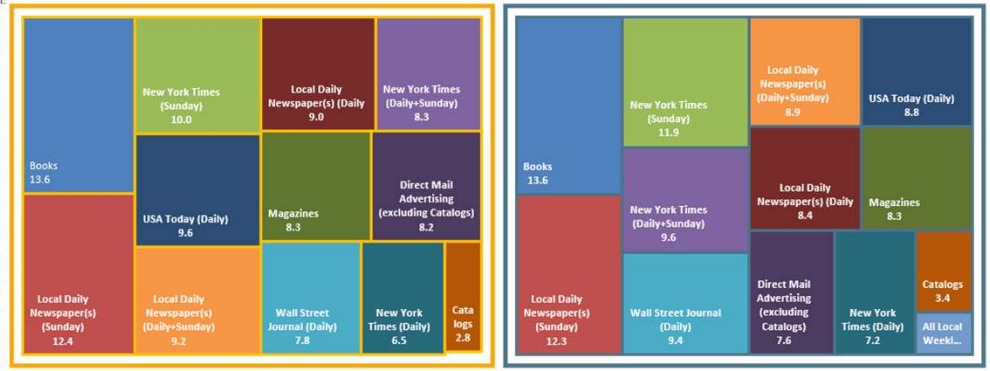
Radio Stations: WARH-FM

77,274 or 32.4% of Adults 18 or older who Listened to WIL-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.2 minutes every day representing 34.6% of all time spent daily with All forms of Print Media.

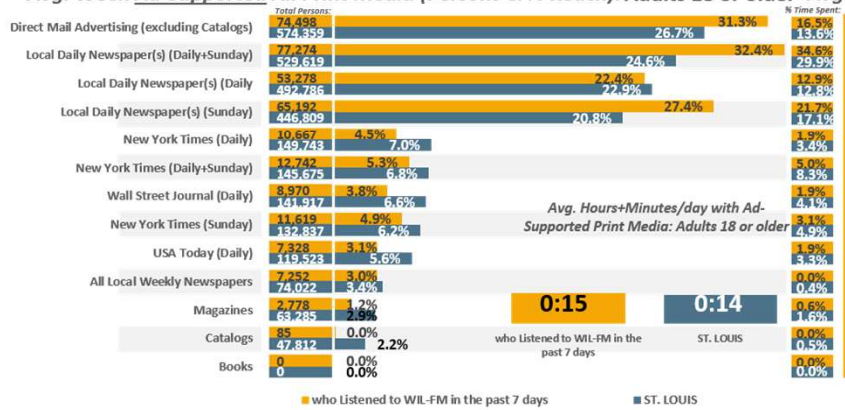
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



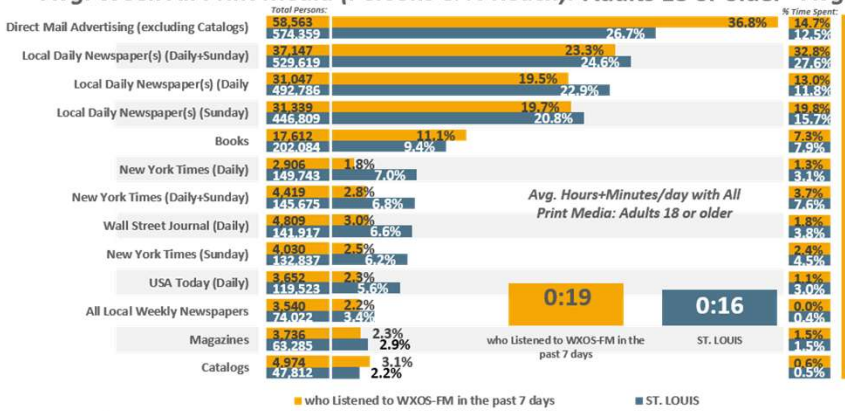
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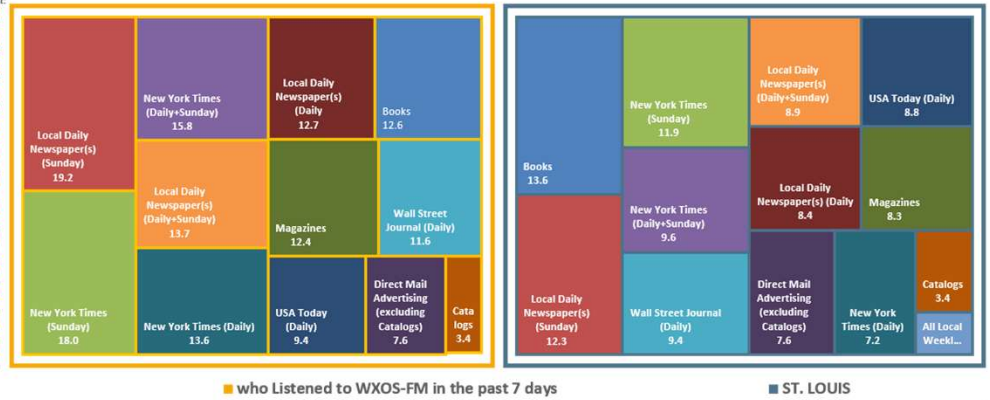
Radio Stations: WIL-FM

37,147 or 23.3% of Adults 18 or older who Listened to WXOS-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 13.7 minutes every day representing 35.4% of all time spent daily with All forms of Print Media.

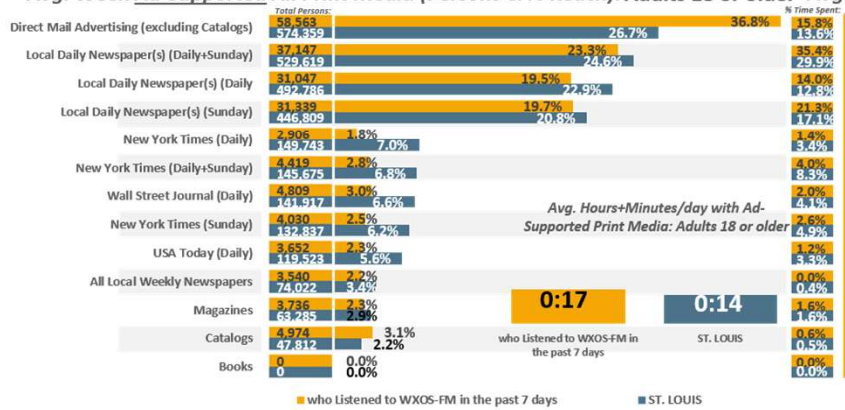
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



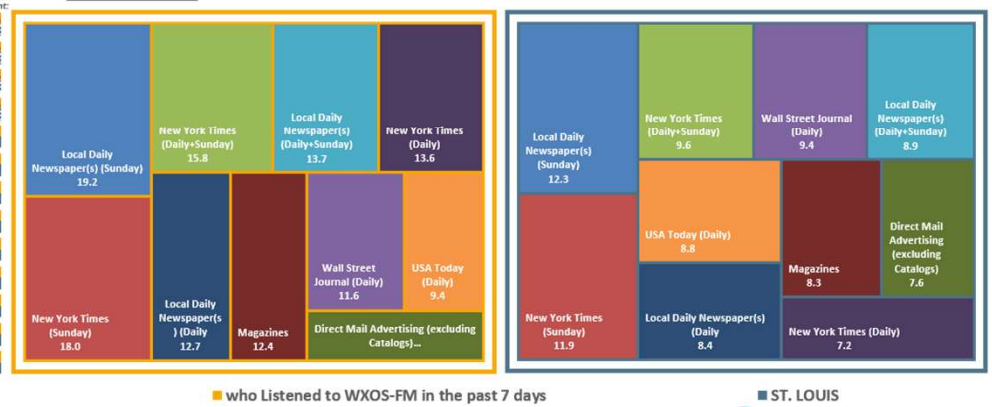
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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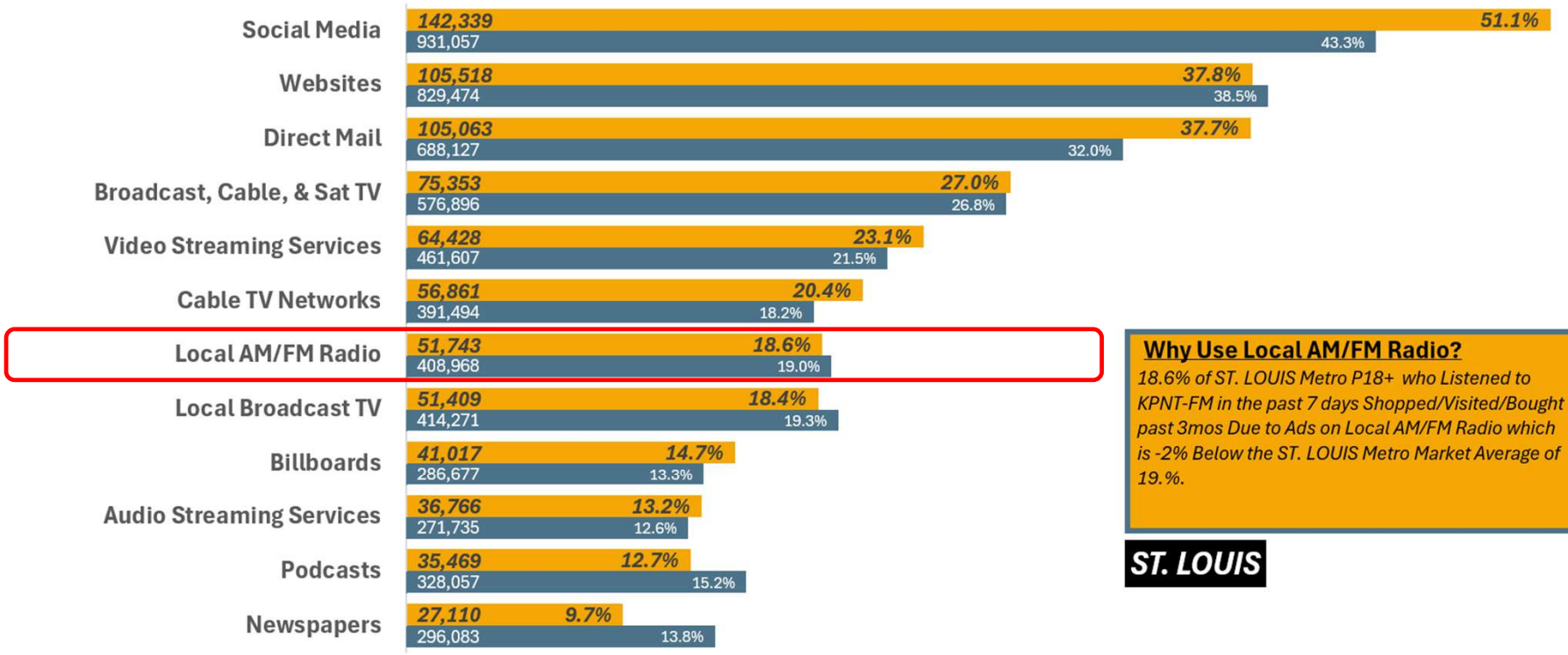
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Radio Stations: WXOS-FM

105.7 THE POINT
EVERYTHING ALTERNATIVE

"Advertising Actions"

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



Why Use Local AM/FM Radio?

18.6% of ST. LOUIS Metro P18+ who Listened to KPNT-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -2% Below the ST. LOUIS Metro Market Average of 19.%.

ST. LOUIS

ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab: 226

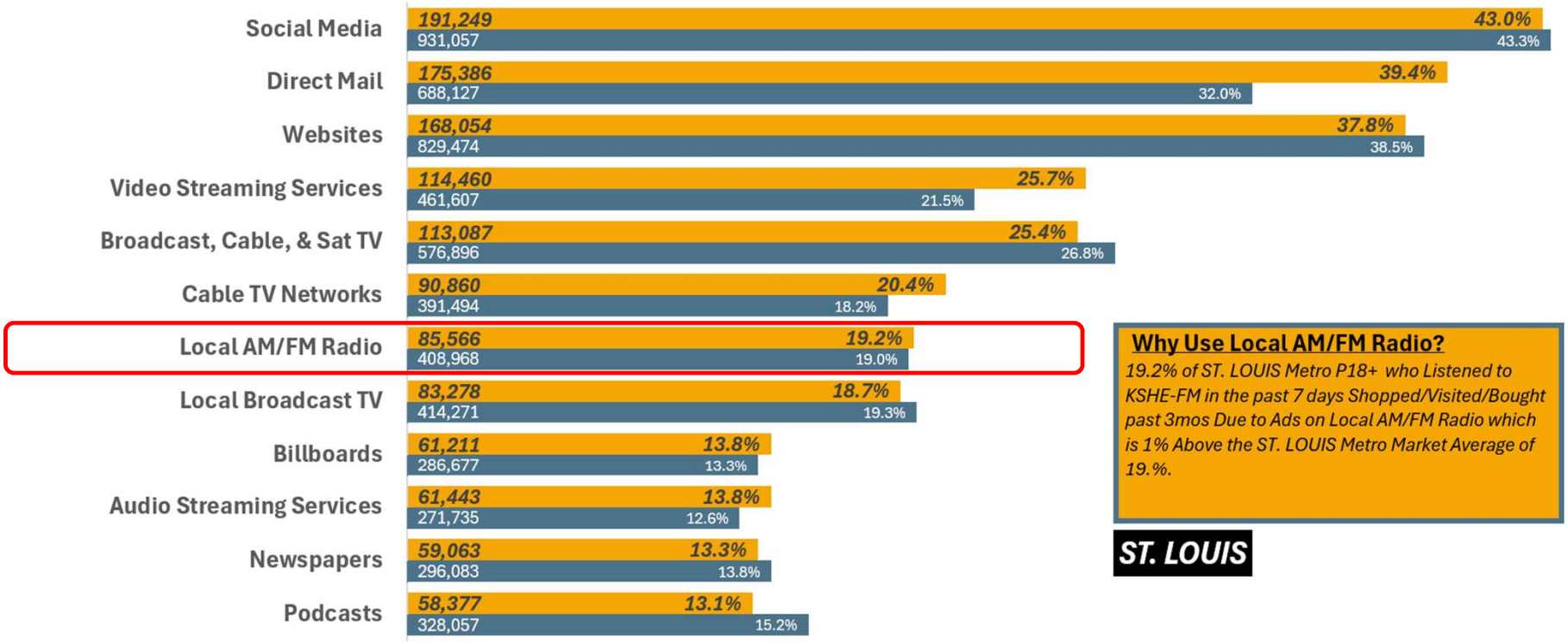
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Radio Stations: KPNT-FM

"Advertising Actions"

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



Why Use Local AM/FM Radio?

19.2% of ST. LOUIS Metro P18+ who Listened to KSHE-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 1% Above the ST. LOUIS Metro Market Average of 19.%.

ST. LOUIS

ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab: 358

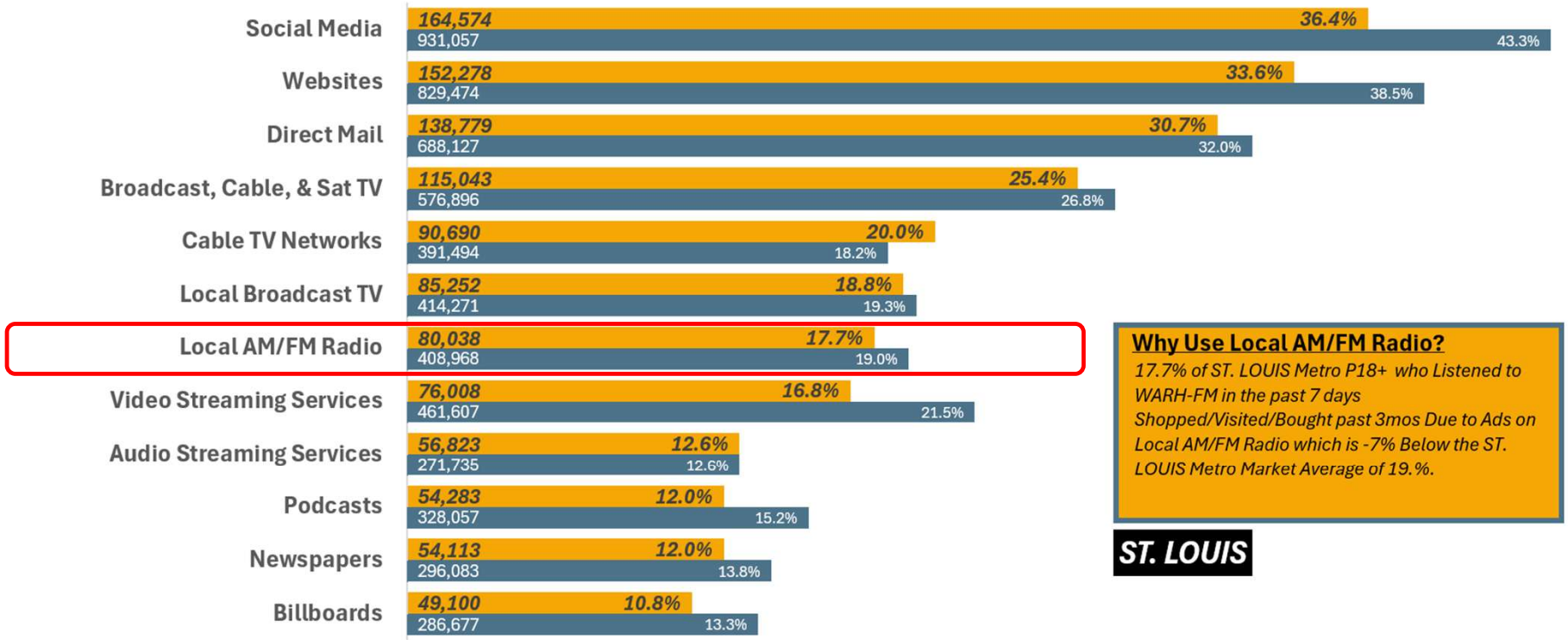
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Radio Stations: KSHE-FM

"Advertising Actions"

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



Why Use Local AM/FM Radio?

17.7% of ST. LOUIS Metro P18+ who Listened to WARH-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -7% Below the ST. LOUIS Metro Market Average of 19.%.

ST. LOUIS

ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab: 344

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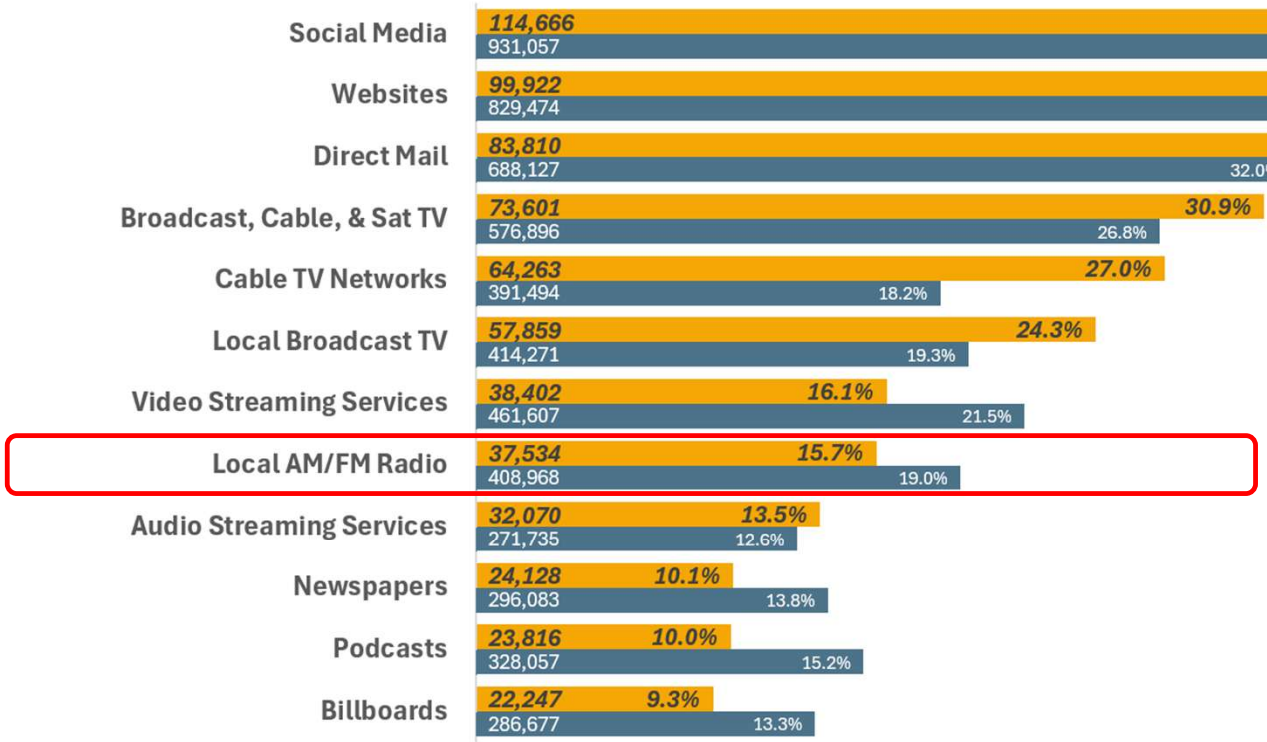
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Radio Stations: WARH-FM

92.3 WIL — NEW COUNTRY FOR THE STL

"Advertising Actions"

P18+ who Listened to WIL-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 WIL-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

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

P18+ ST. LOUIS AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab: 191

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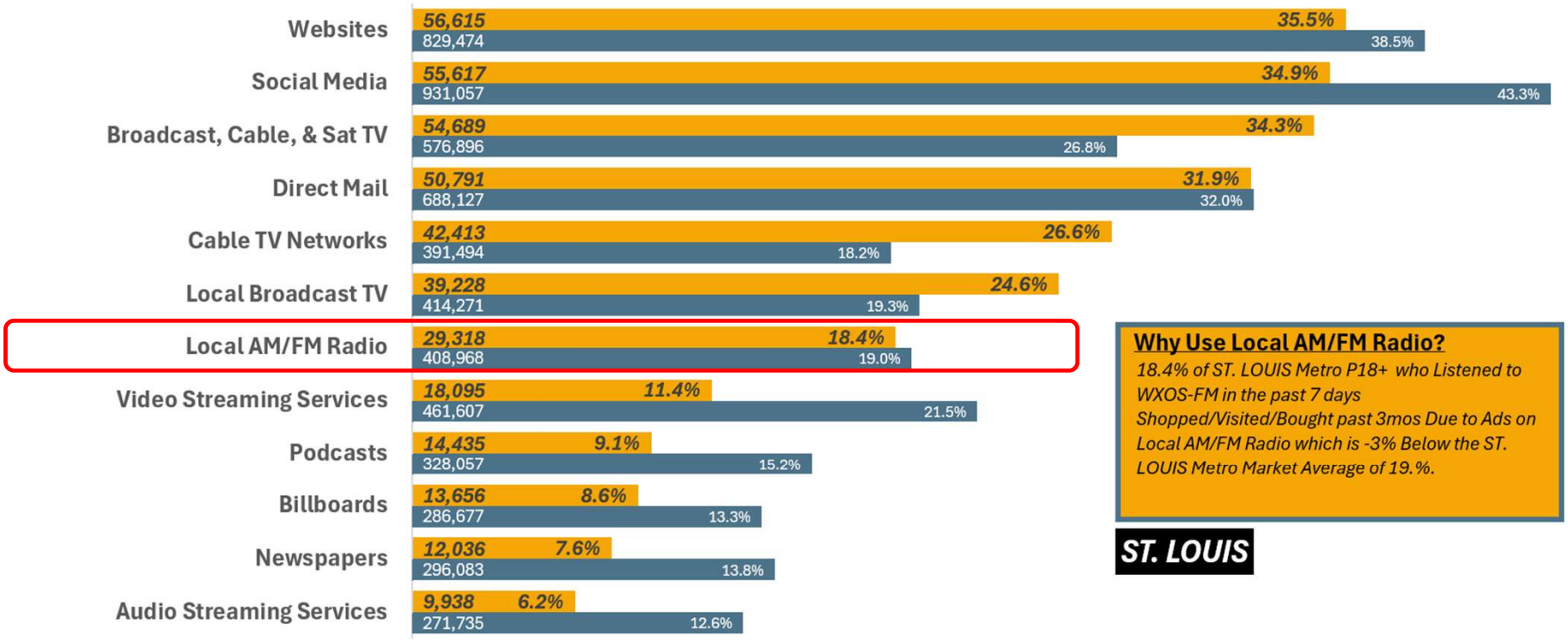
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Radio Stations: WIL-FM

101 ESPN Sports Talk For St. Louis

"Advertising Actions"

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



Why Use Local AM/FM Radio?

18.4% of ST. LOUIS Metro P18+ who Listened to WXOS-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -3% Below the ST. LOUIS Metro Market Average of 19.%.

ST. LOUIS

ST. LOUIS Metro Scarborough R2 2026: Aug25-Aug26 Qual Intab: 131

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Radio Stations: WXOS-FM