USA–5 Demos of the ST. LOUIS, MO DMA vs. the USA...

Brand New Data as of August 31, 2026!

Complete Demographic & Media Use Profiles









DMA #25



P18+



P25-54



W25-54



M25-54



P35-64

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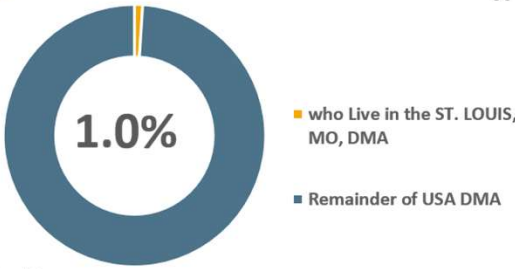
And, Yes! You ARE Smart Enough to Read a Robinhood Legend. So get ready to Learn!



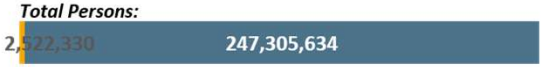
P18+

1.% or 2,522,330 of USA DMA Adults 18 or older Live in the ST. LOUIS, MO, DMA.
Typical Adults 18 or older who Live in the ST. LOUIS, MO, DMA are 49.7 years old (3.5% older than average) and have a $106,111 (6.7% higher than average) annual household income.

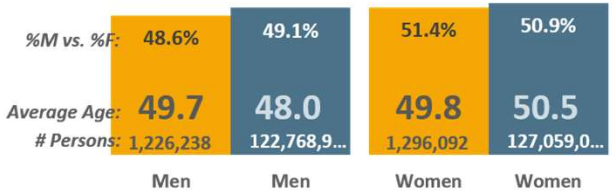
Percent of Market: Adults 18 or older



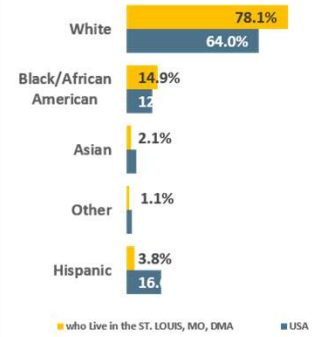
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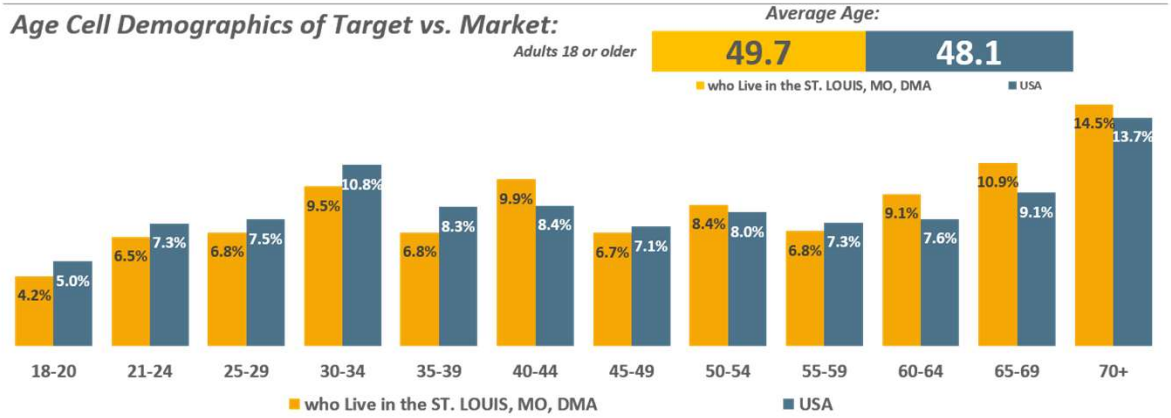
Gender of Target vs. Market: Adults 18 or older



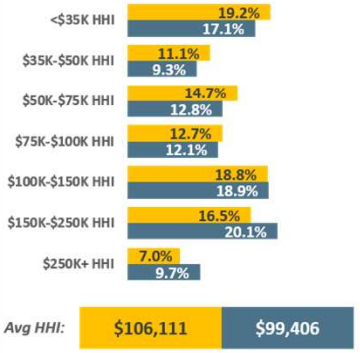
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

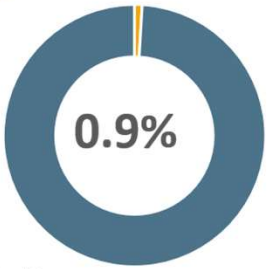
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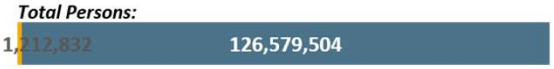


P25-54

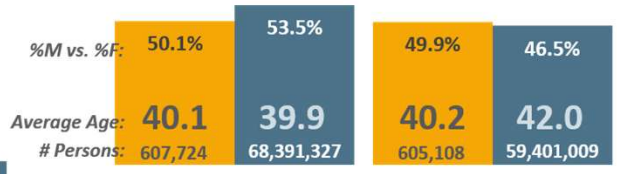
.9% or 1,212,832 of USA DMA Adults 25 - 54 Live in the ST. LOUIS, MO, DMA.
Typical Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA are 40.2 years old (.5% older than average) and have a $107,224 (1.% higher than average) annual household income.

Percent of Market: Adults 25 - 54

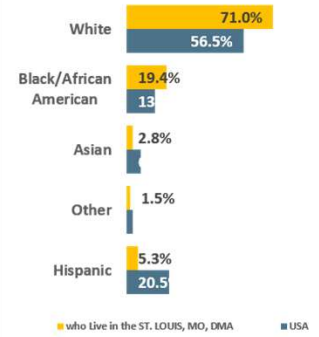




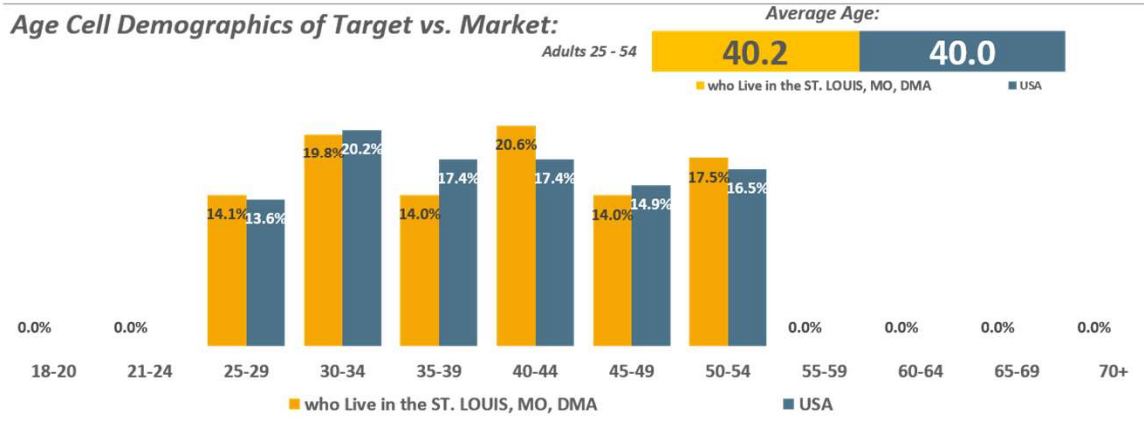
Gender of Target vs. Market: Adults 25 - 54



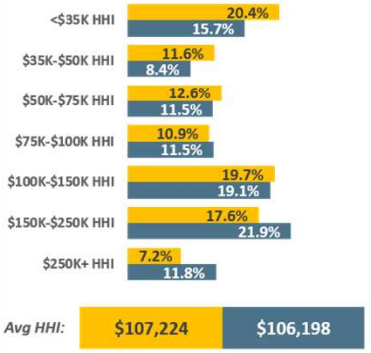
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

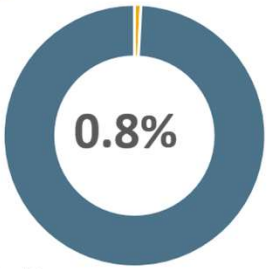
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W25-54

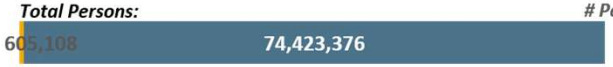
.8% or 605,108 of USA DMA Women 25 - 54 Live in the ST. LOUIS, MO, DMA.
Typical Women 25 - 54 who Live in the ST. LOUIS, MO, DMA are 40.2 years old (4.3% younger than average) and have a $93,067 (5.1% lower than average) annual household income.

Percent of Market: Women 25 - 54

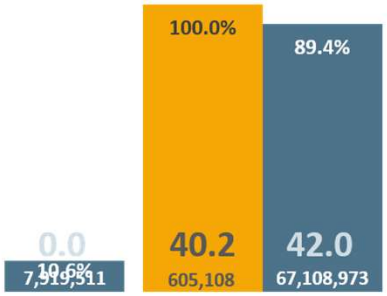


- who Live in the ST. LOUIS, MO, DMA
- Remainder of USA DMA

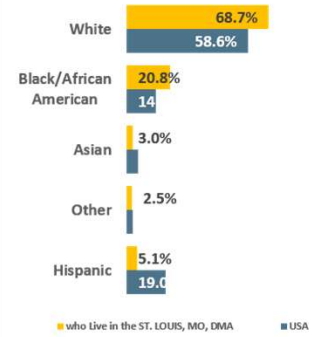
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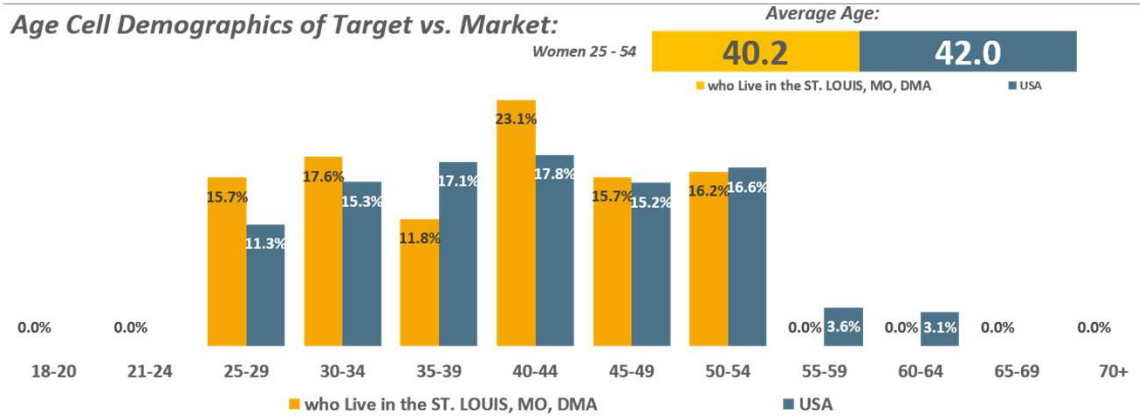
Gender of Target vs. Market: Women 25 - 54



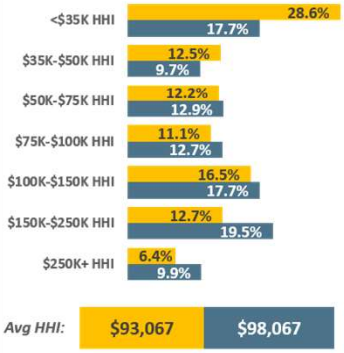
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

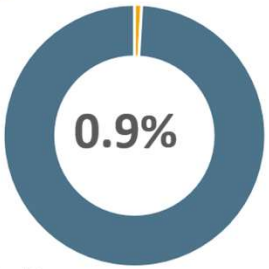
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M25-54

.9% or 607,724 of USA DMA Men 25 - 54 Live in the ST. LOUIS, MO, DMA.
Typical Men 25 - 54 who Live in the ST. LOUIS, MO, DMA are 40.1 years old (.6% older than average) and have a $121,321 (6.% higher than average) annual household income.

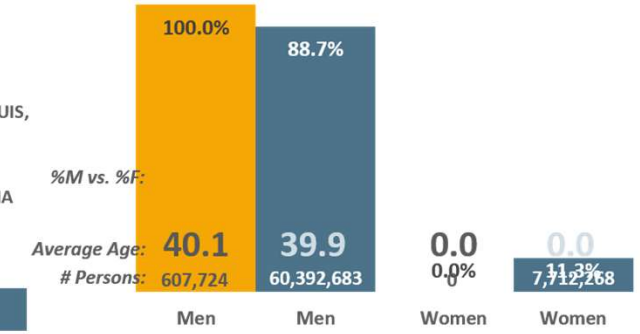
Percent of Market: Men 25 - 54



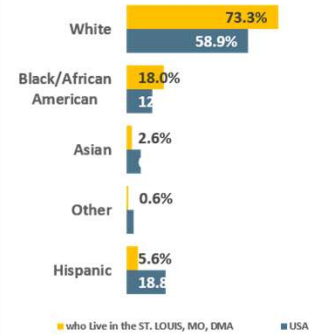
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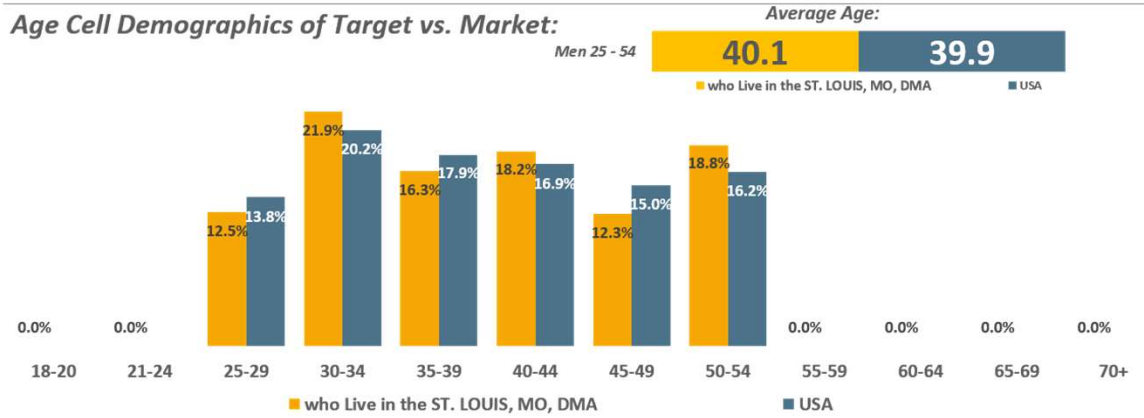
Gender of Target vs. Market: Men 25 - 54



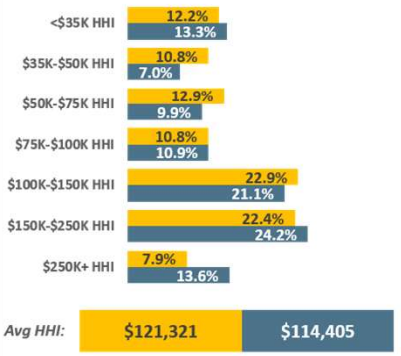
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

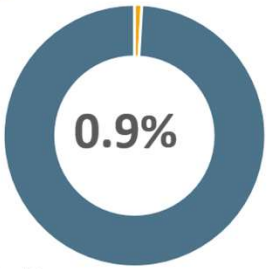
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P35-64

.9% or 1,203,361 of USA DMA Adults 35 - 64 Live in the ST. LOUIS, MO, DMA.
Typical Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA are 50.2 years old (1.1% older than average) and have a $119,478 (8.2% higher than average) annual household income.

Percent of Market: Adults 35 - 64



- who Live in the ST. LOUIS, MO, DMA
- Remainder of USA DMA

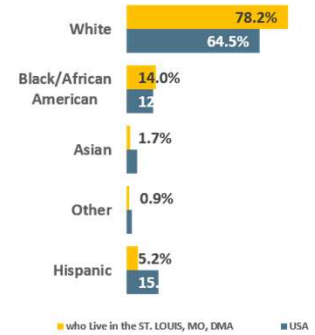
Total Persons:

1,203,361 | 130,825,833

Gender of Target vs. Market: Adults 35 - 64

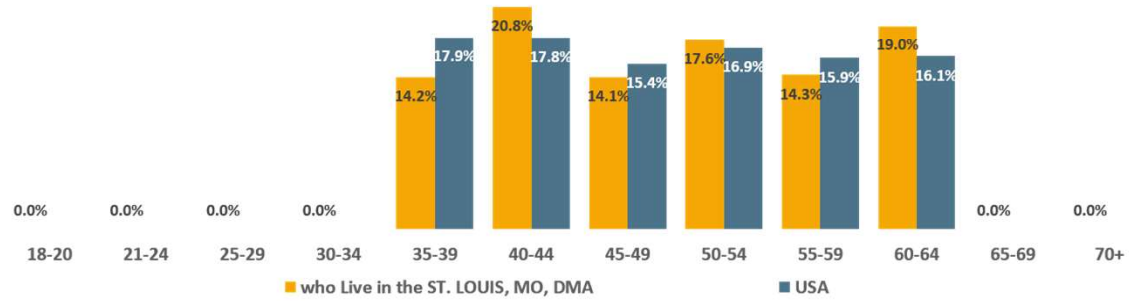
	Men	Men	Women	Women
%M vs. %F:	49.4%	50.0%	50.6%	50.0%
Average Age:	50.2	49.6	50.3	49.7
# Persons:	594,175	65,984,062	609,186	66,045,132

Ethnicity of Target vs. Market:

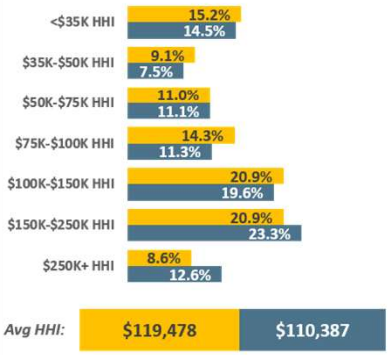


Age Cell Demographics of Target vs. Market:

Average Age:	Adults 35 - 64	
	50.2	49.7
	who Live in the ST. LOUIS, MO, DMA	USA



HHI of Target vs. Market:



USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

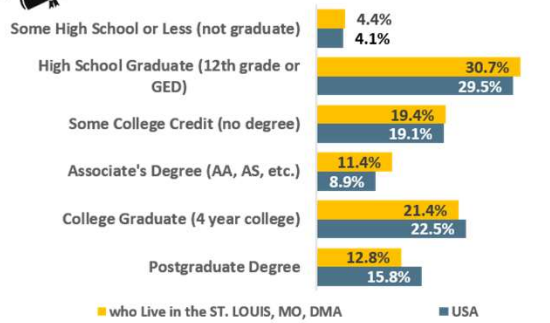
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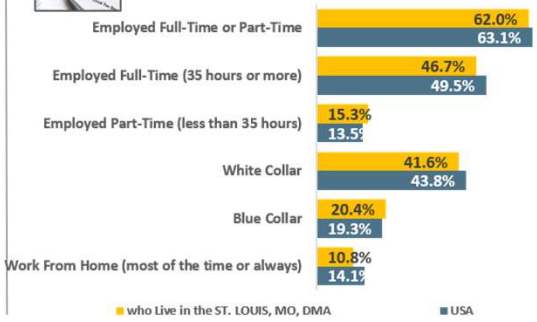
P18+

1.% or 2,522,330 of USA DMA Adults 18 or older Live in the ST. LOUIS, MO, DMA.
Adults 18 or older who Live in the ST. LOUIS, MO, DMA are 10.9% less likely to be a college graduate, 5.7% less likely to work full-time, 5.6% more likely to be married, 3.9% less likely to be a parent of 1 or more children under 18.

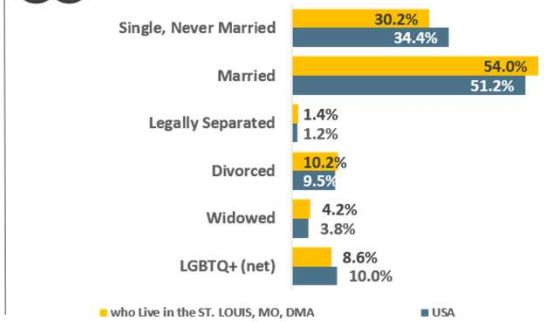
Education Levels: Adults 18 or older



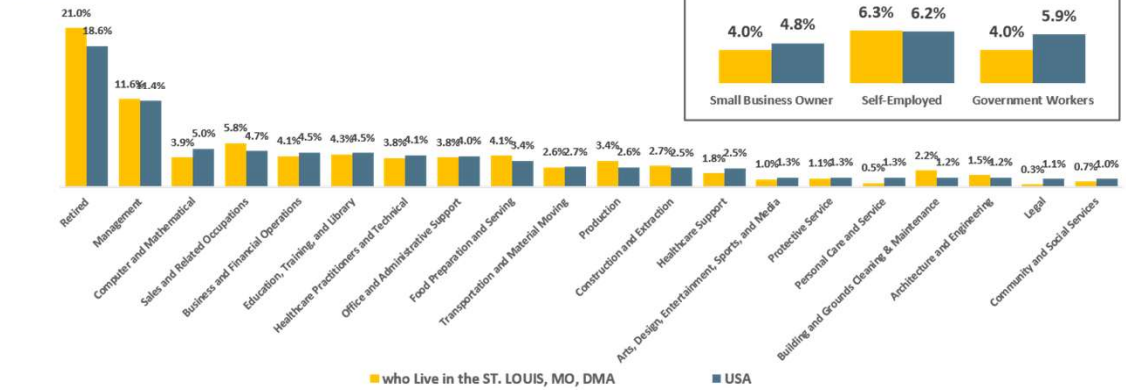
Employment: Adults 18 or older



Marital Status: Adults 18 or older

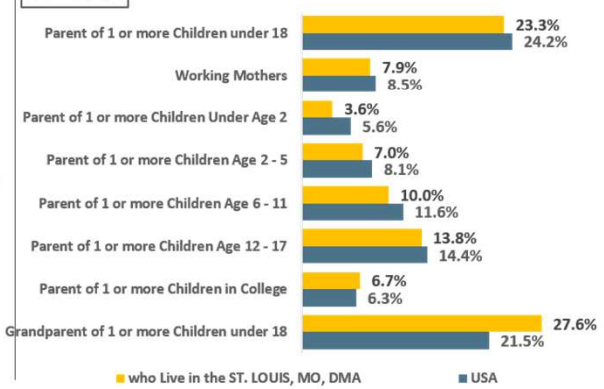


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



USA DMA Scarborough R2 2026; Aug25-Aug26 Qual Intab 1,943

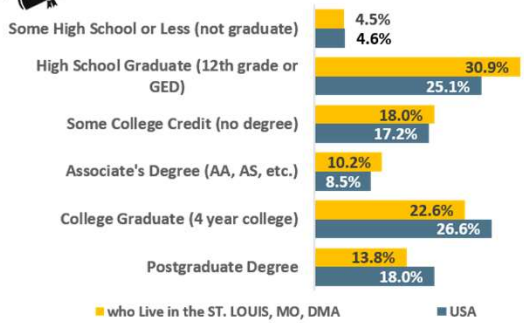
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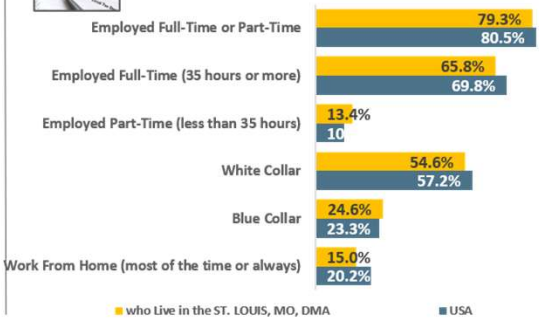
P25-54

.9% or 1,212,832 of USA DMA Adults 25 - 54 Live in the ST. LOUIS, MO, DMA.
Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA are 18.4% less likely to be a college graduate, 5.7% less likely to work full-time, .3% less likely to be married, 1.6% more likely to be a parent of 1 or more children under 18.

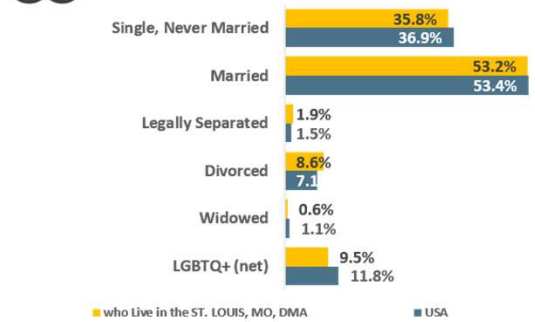
Education Levels: Adults 25 - 54



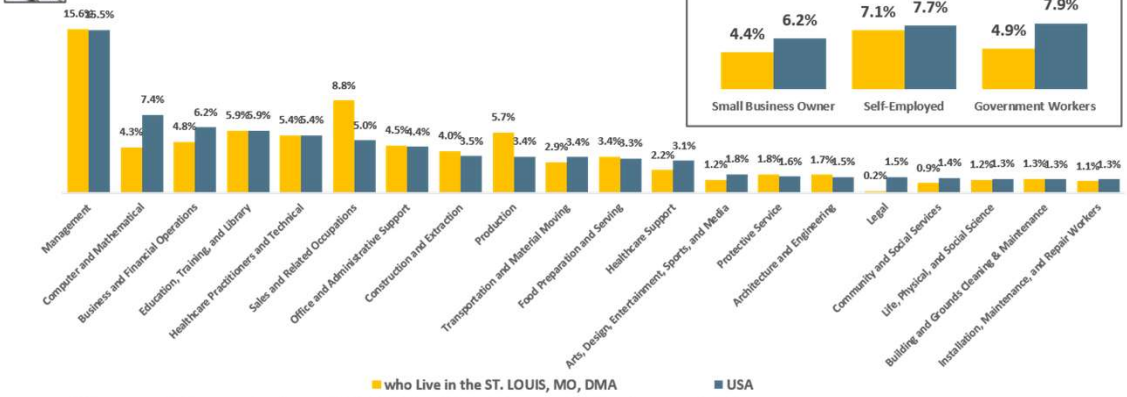
Employment: Adults 25 - 54



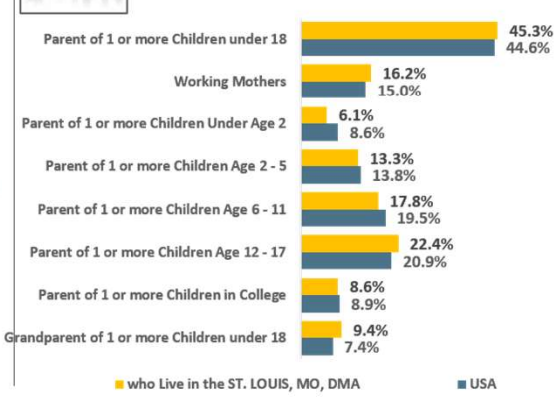
Marital Status: Adults 25 - 54



Top-20 Occupations: Adults 25 - 54



Stage in Life: Adults 25 - 54



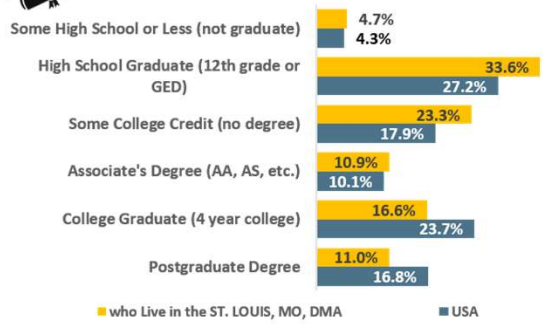
USA DMA Scarborough R2 2026; Aug25-Aug26 Qual Intab 1,943

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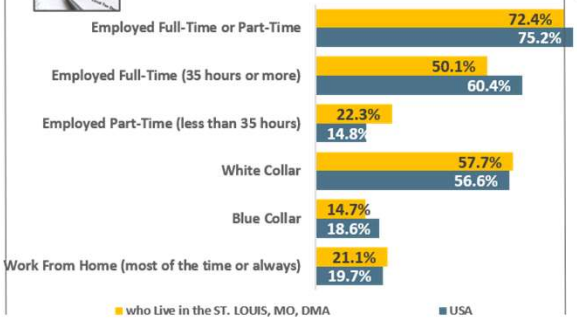


.8% or 605,108 of USA DMA Women 25 - 54 Live in the ST. LOUIS, MO, DMA.
Women 25 - 54 who Live in the ST. LOUIS, MO, DMA are 32.% less likely to be a college graduate, 17.1% less likely to work full-time, 8.5% less likely to be married, .5% less likely to be a parent of 1 or more children under 18.

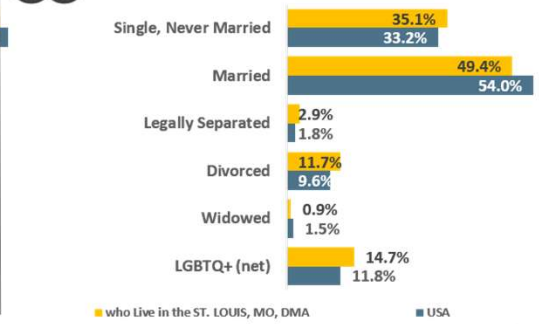
Education Levels: Women 25 - 54



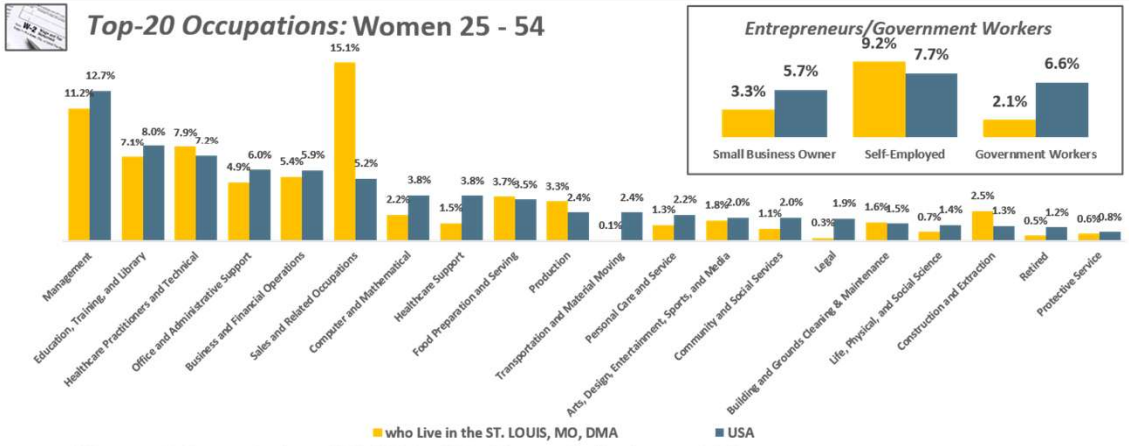
Employment: Women 25 - 54



Marital Status: Women 25 - 54

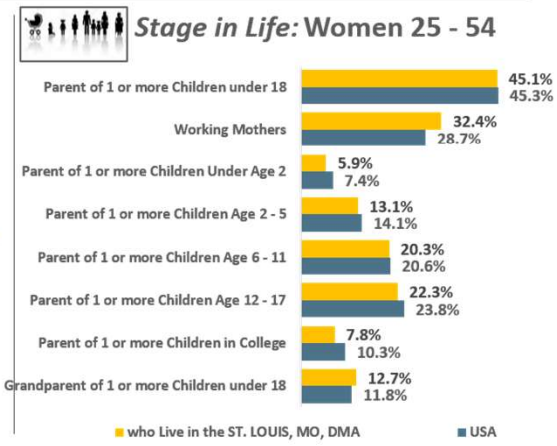


Top-20 Occupations: Women 25 - 54



Entrepreneurs/Government Workers

Stage in Life: Women 25 - 54



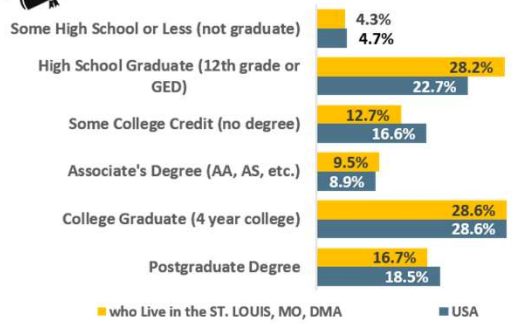
USA DMA Scarborough R2 2026; Aug25-Aug26 Qual Intab 1,943

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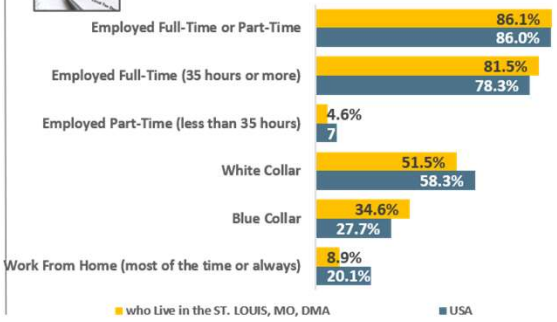


.9% or 607,724 of USA DMA Men 25 - 54 Live in the ST. LOUIS, MO, DMA.
Men 25 - 54 who Live in the ST. LOUIS, MO, DMA are 3.9% less likely to be a college graduate, 4.1% more likely to work full-time, 7.1% more likely to be married, 7.8% more likely to be a parent of 1 or more children under 18.

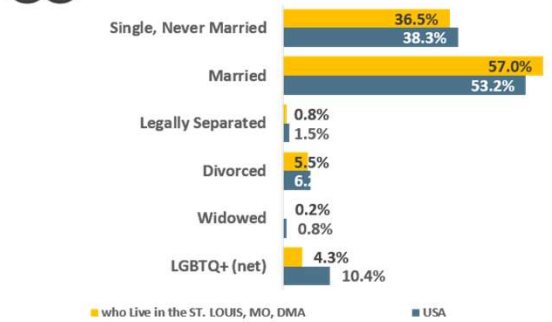
Education Levels: Men 25 - 54



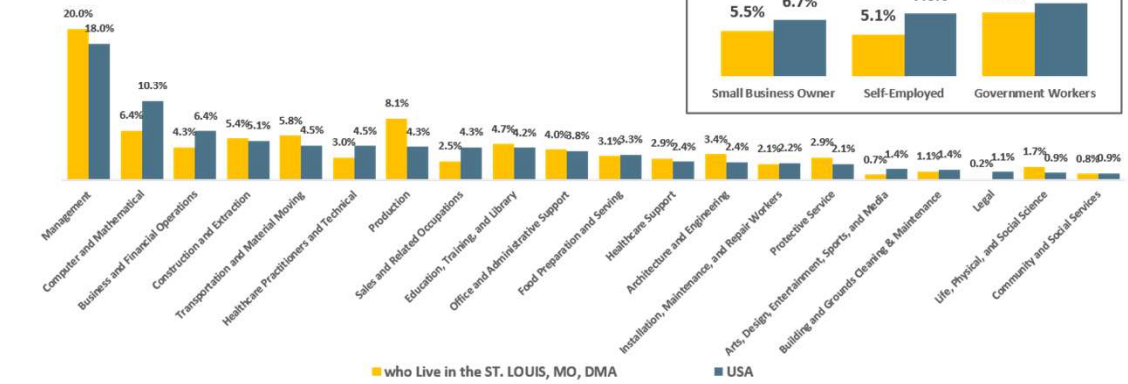
Employment: Men 25 - 54



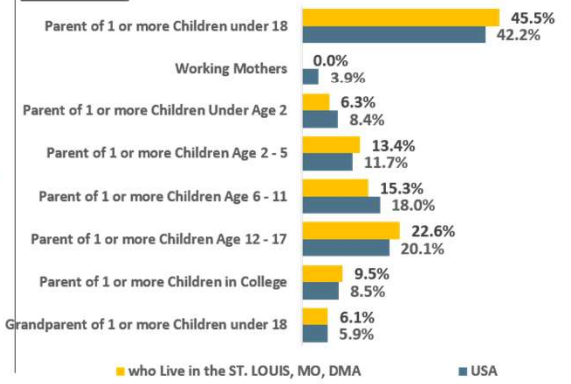
Marital Status: Men 25 - 54



Top-20 Occupations: Men 25 - 54



Stage in Life: Men 25 - 54



USA DMA Scarborough R2 2026; Aug25-Aug26 Qual Intab 1,943

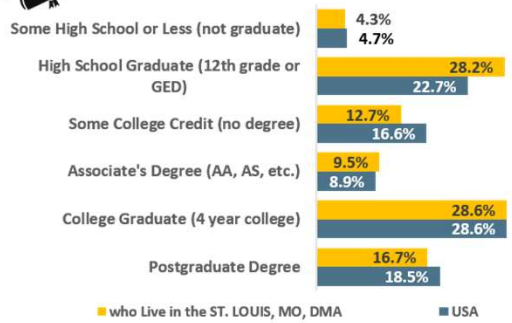
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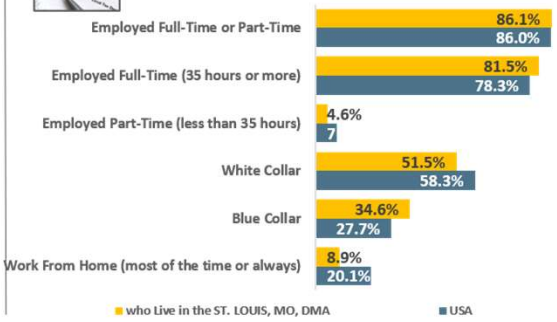
P35-64

.9% or 607,724 of USA DMA Men 25 - 54 Live in the ST. LOUIS, MO, DMA.
Men 25 - 54 who Live in the ST. LOUIS, MO, DMA are 3.9% less likely to be a college graduate, 4.1% more likely to work full-time, 7.1% more likely to be married, 7.8% more likely to be a parent of 1 or more children under 18.

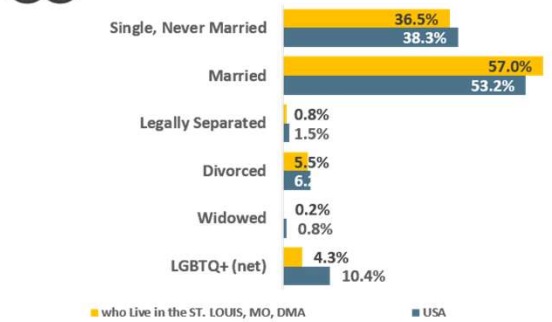
Education Levels: Men 25 - 54



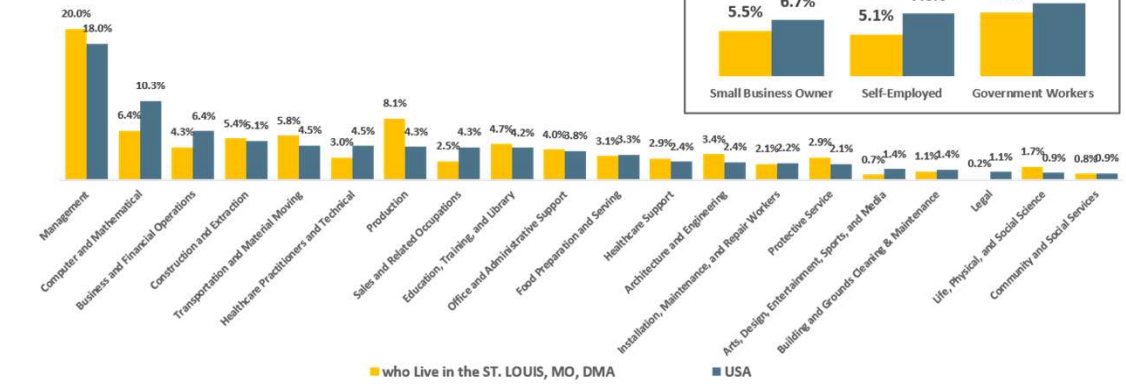
Employment: Men 25 - 54



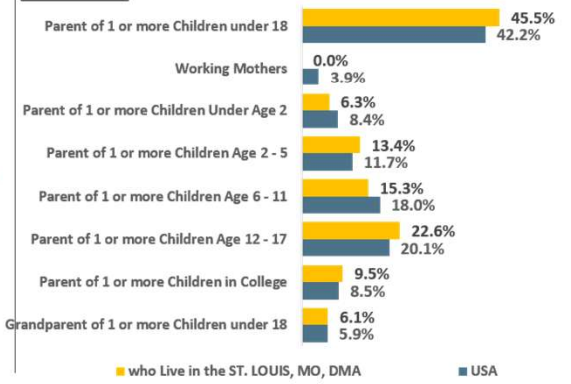
Marital Status: Men 25 - 54



Top-20 Occupations: Men 25 - 54



Stage in Life: Men 25 - 54



USA DMA Scarborough R2 2026; Aug25-Aug26 Qual Intab 1,943

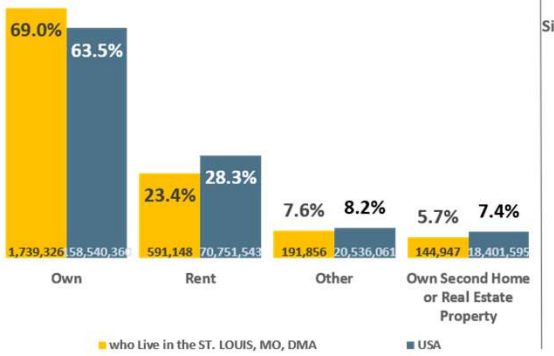
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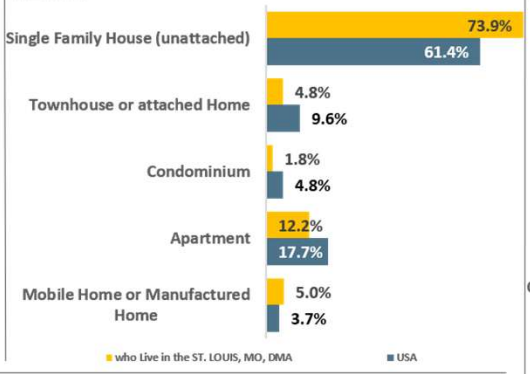
P18+

1.% or 2,522,330 of USA DMA Adults 18 or older Live in the ST. LOUIS, MO, DMA.
Adults 18 or older who Live in the ST. LOUIS, MO, DMA are 8.7% more likely to own their home, 26.2% more likely to own a lower valued home, 20.2% more likely to have a single-family home, 19.6% more likely to have a dog.

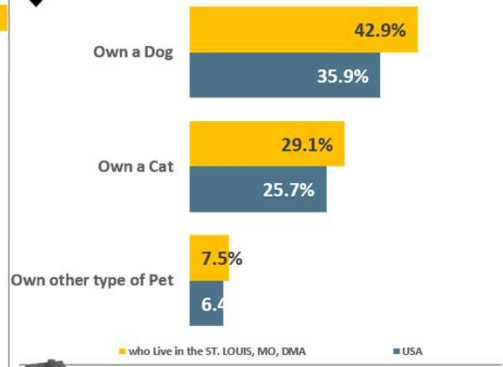
Own/Rent/Other: Adults 18 or older



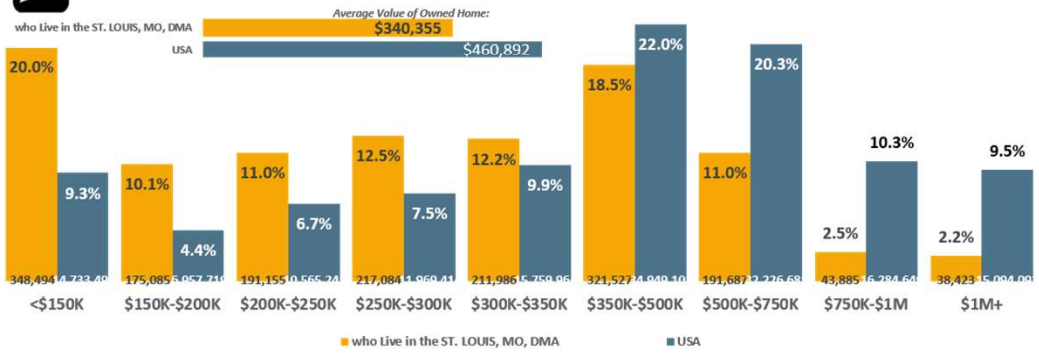
Type of Home: Adults 18 or older



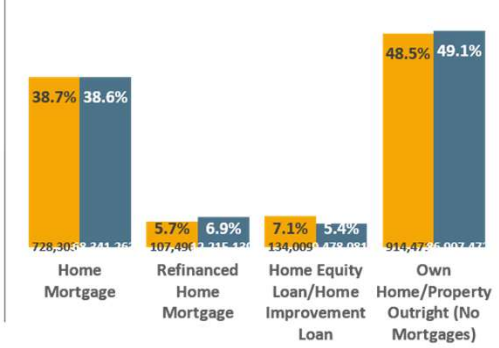
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

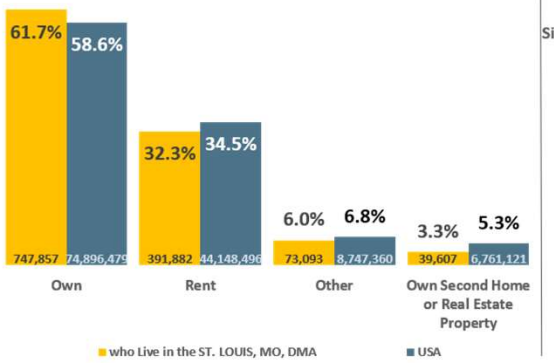
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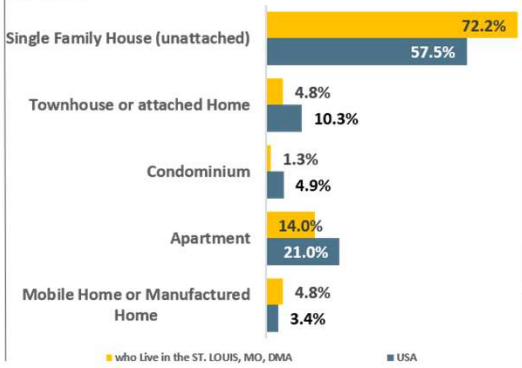
P25-54

.9% or 1,212,832 of USA DMA Adults 25 - 54 Live in the ST. LOUIS, MO, DMA.
Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA are 5.2% more likely to own their home, 23.4% more likely to own a lower valued home, 25.4% more likely to have a single-family home, 26.8% more likely to have a dog.

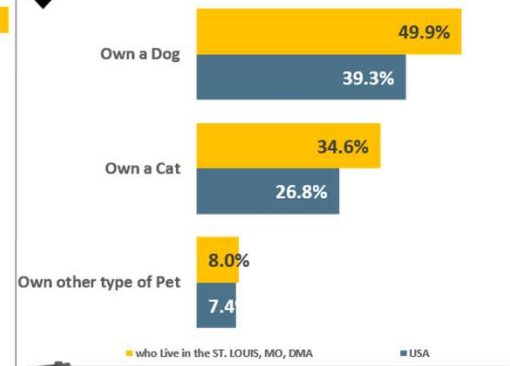
Own/Rent/Other: Adults 25 - 54



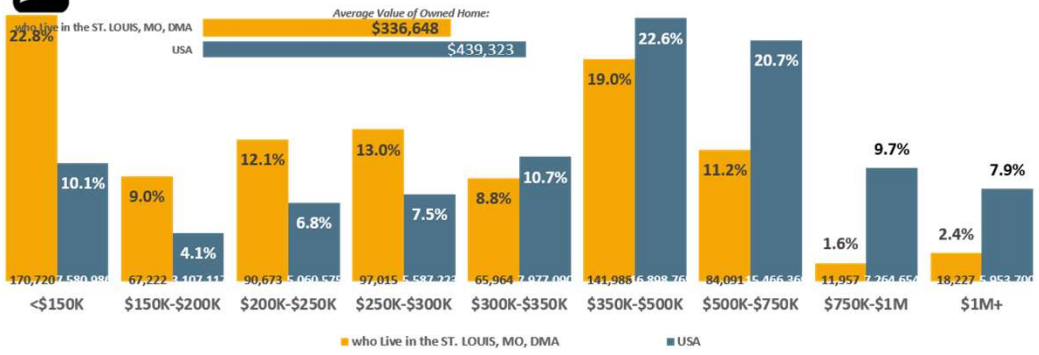
Type of Home: Adults 25 - 54



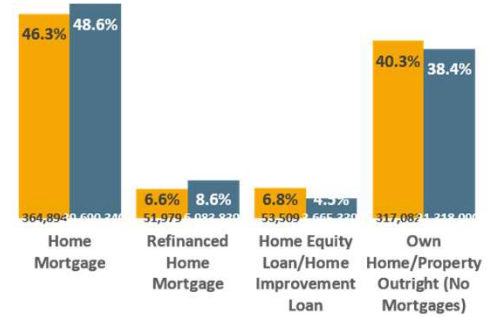
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

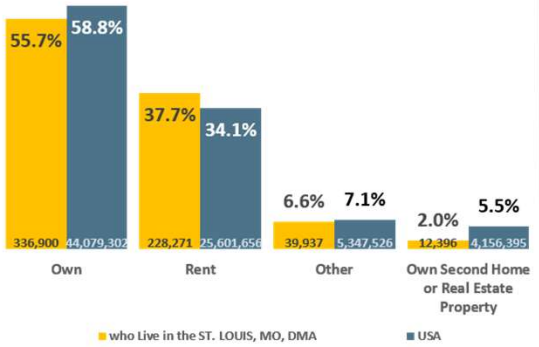
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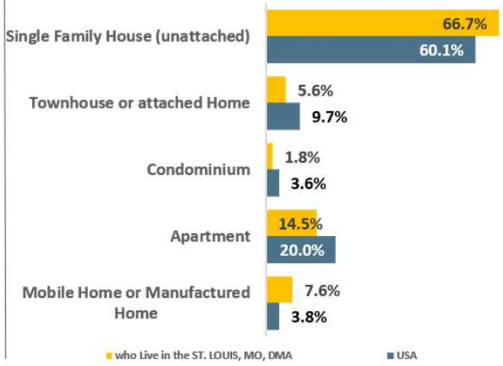
W25-54

.8% or 605,108 of USA DMA Women 25 - 54 Live in the ST. LOUIS, MO, DMA.
Women 25 - 54 who Live in the ST. LOUIS, MO, DMA are 5.2% less likely to own their home, 26.1% more likely to own a lower valued home, 11.1% more likely to have a single-family home, 9.5% more likely to have a dog.

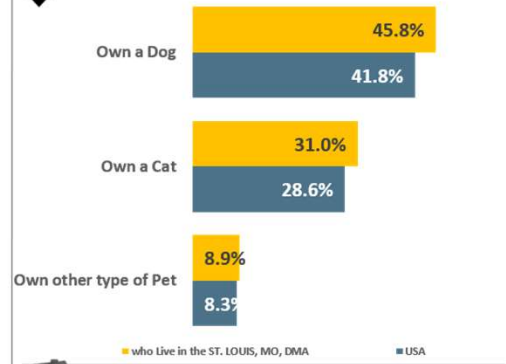
Own/Rent/Other: Women 25 - 54



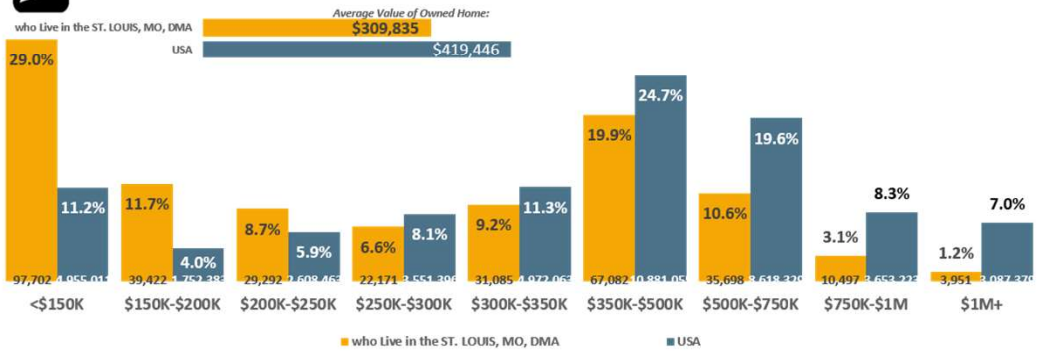
Type of Home: Women 25 - 54



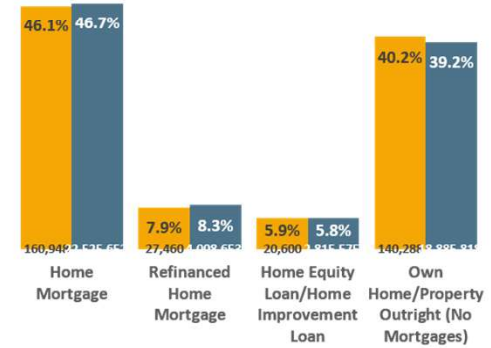
Pets in Home: Women 25 - 54



Value of Owned Home: Women 25 - 54



Home Loans: Women 25 - 54



USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

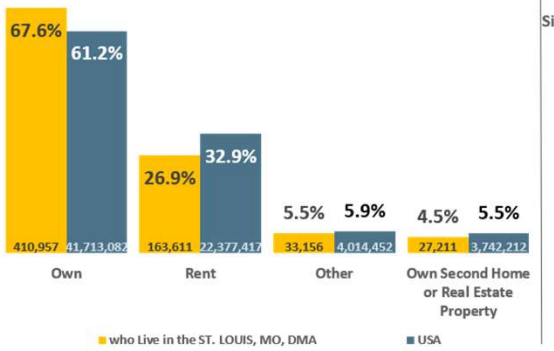
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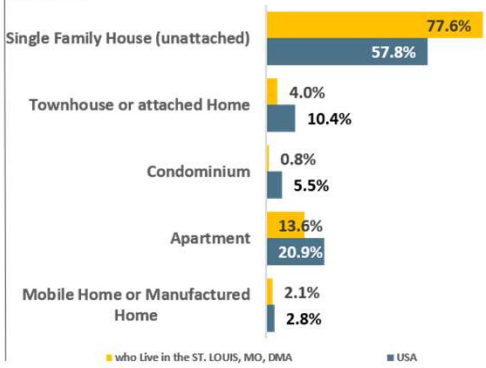
M25-54

.9% or 607,724 of USA DMA Men 25 - 54 Live in the ST. LOUIS, MO, DMA.
Men 25 - 54 who Live in the ST. LOUIS, MO, DMA are 10.4% more likely to own their home, 18.7% more likely to own a lower valued home, 34.3% more likely to have a single-family home, 42.7% more likely to have a dog.

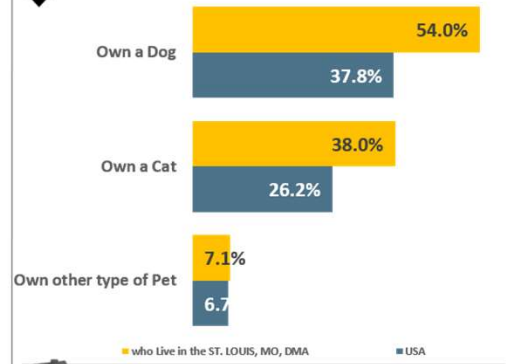
Own/Rent/Other: Men 25 - 54



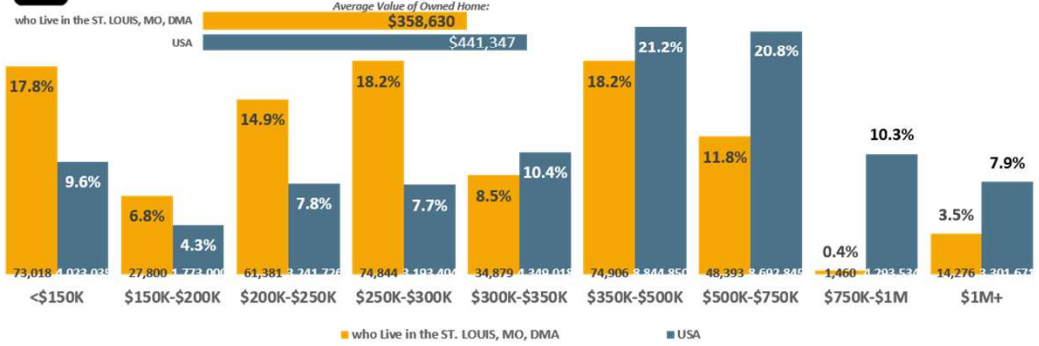
Type of Home: Men 25 - 54



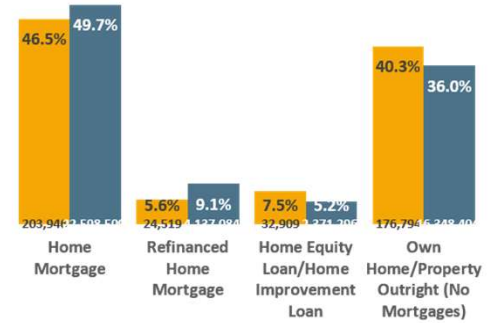
Pets in Home: Men 25 - 54



Value of Owned Home: Men 25 - 54



Home Loans: Men 25 - 54



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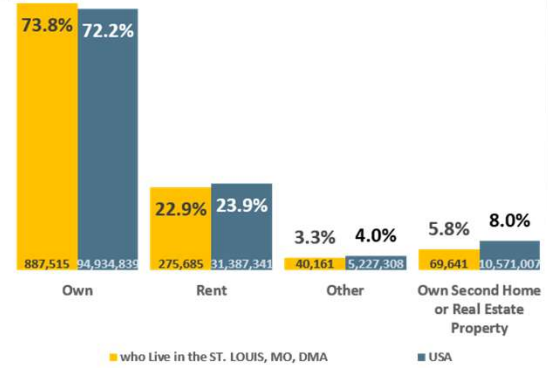
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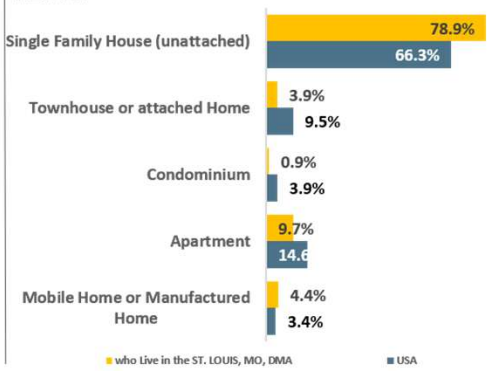
P35-64

.9% or 1,203,361 of USA DMA Adults 35 - 64 Live in the ST. LOUIS, MO, DMA.
Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA are 2.2% more likely to own their home, 20.4% more likely to own a lower valued home, 18.9% more likely to have a single-family home, 21.8% more likely to have a dog.

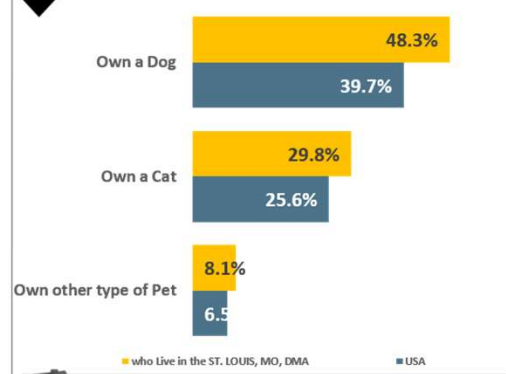
Own/Rent/Other: Adults 35 - 64



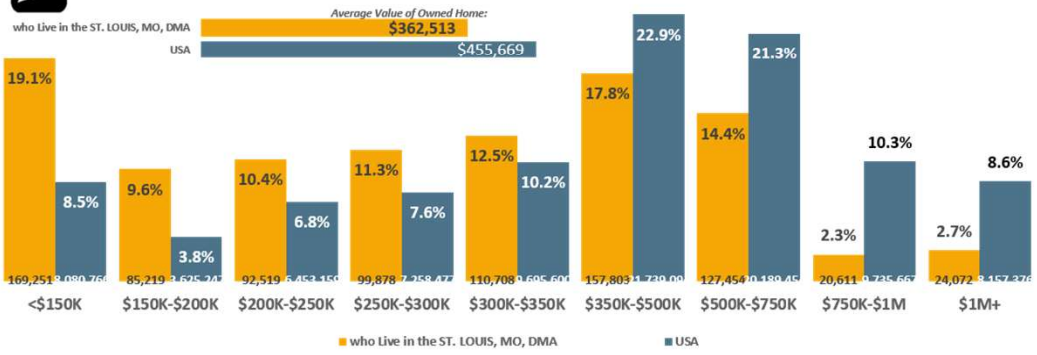
Type of Home: Adults 35 - 64



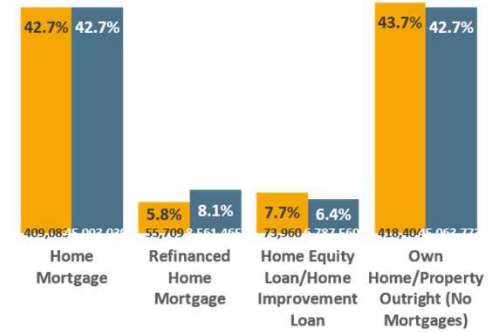
Pets in Home: Adults 35 - 64



Value of Owned Home: Adults 35 - 64



Home Loans: Adults 35 - 64



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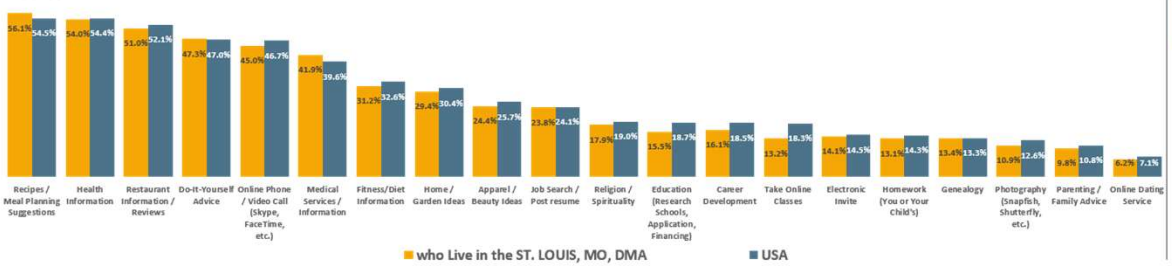
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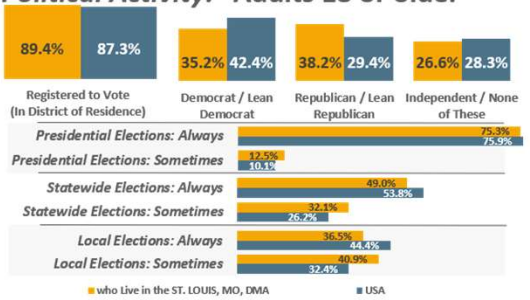
P18+

1.% or 2,522,330 of USA DMA Adults 18 or older Live in the ST. LOUIS, MO, DMA.
Adults 18 or older who Live in the ST. LOUIS, MO, DMA are .7% more likely to look up D-I-Y advice online, 17.7% less likely to always vote in local elections, 2.9% less likely to belong to a gym, 12.4% less likely to fly domestic past yr.

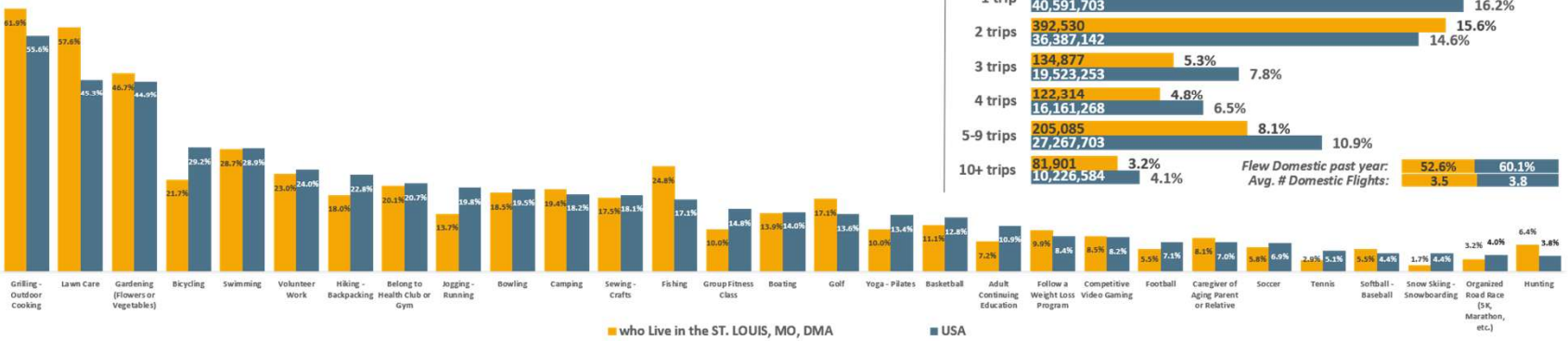
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

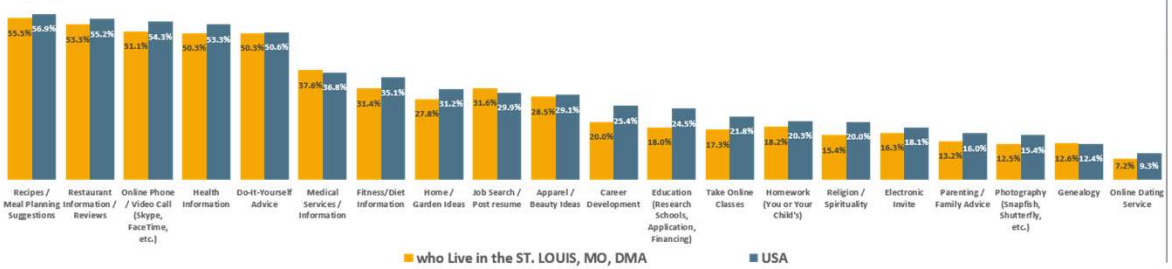
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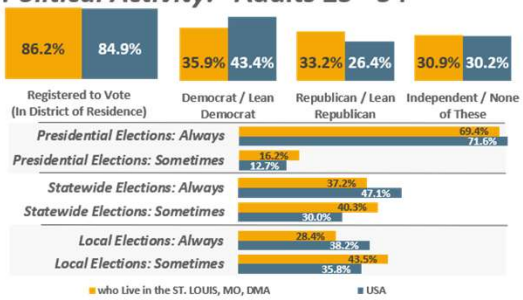
P25-54

.9% or 1,212,832 of USA DMA Adults 25 - 54 Live in the ST. LOUIS, MO, DMA.
Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA are .5% less likely to look up D-I-Y advice online, 25.6% less likely to always vote in local elections, 17.5% less likely to belong to a gym, 15.2% less likely to fly domestic past yr.

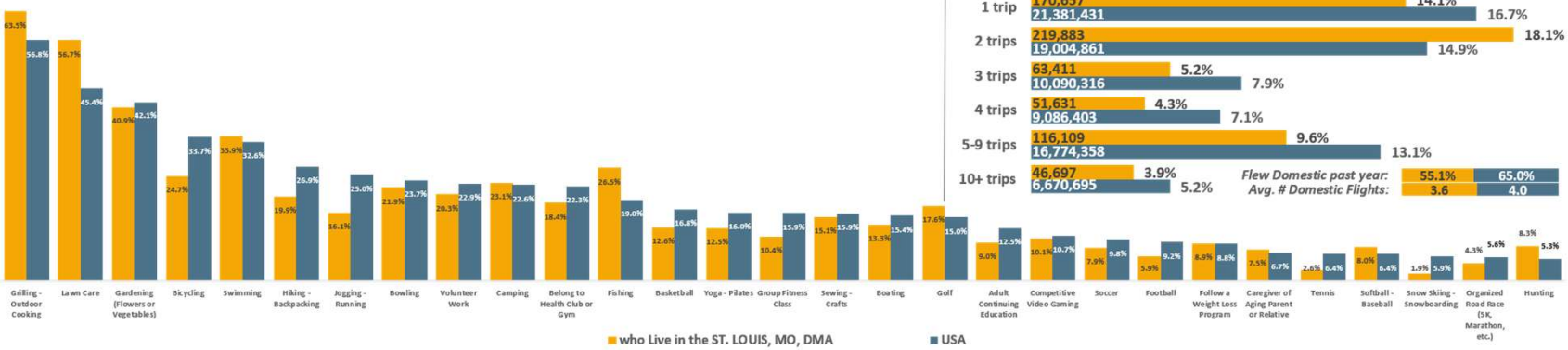
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



Political Activity: Adults 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 54



Past 12-months Domestic Airline Trips: Adults 25 - 54

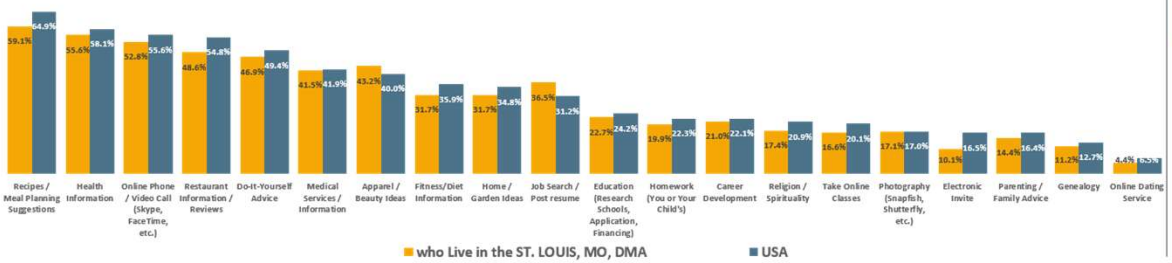
USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

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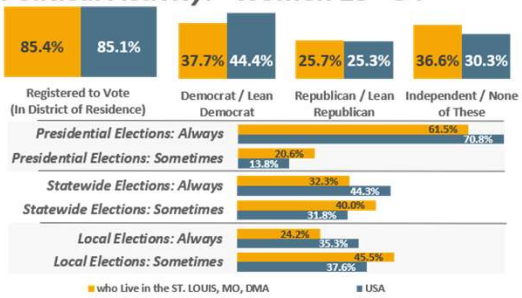


.8% or 605,108 of USA DMA Women 25 - 54 Live in the ST. LOUIS, MO, DMA.
Women 25 - 54 who Live in the ST. LOUIS, MO, DMA are 5.1% less likely to look up D-I-Y advice online, 31.6% less likely to always vote in local elections, 13.9% less likely to belong to a gym, 23.8% less likely to fly domestic past yr.

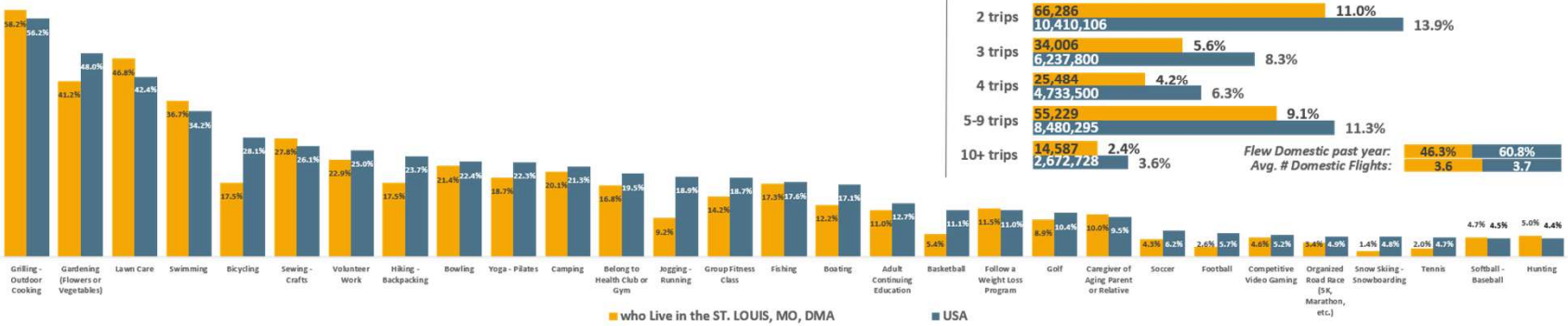
Top-20 past 30-days Online Lifestyle Activites: Women 25 - 54



Political Activity: Women 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Women 25 - 54



Past 12-months Domestic Airline Trips: Women 25 - 54

USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

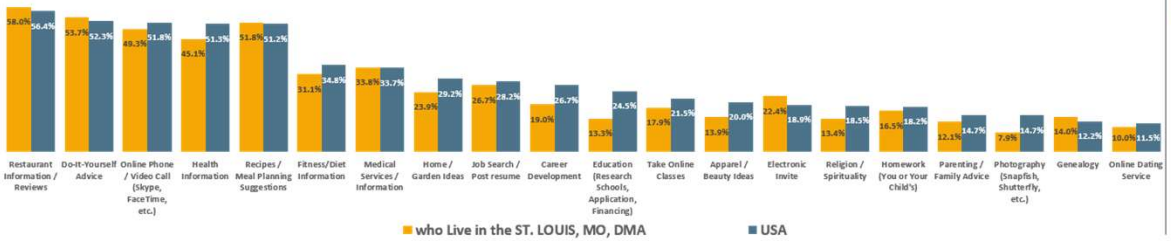
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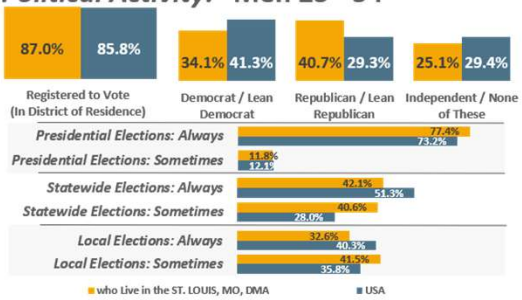
M25-54

.9% or 607,724 of USA DMA Men 25 - 54 Live in the ST. LOUIS, MO, DMA.
Men 25 - 54 who Live in the ST. LOUIS, MO, DMA are 2.8% more likely to look up D-I-Y advice online, 19.3% less likely to always vote in local elections, 17.3% less likely to belong to a gym, 5.6% less likely to fly domestic past yr.

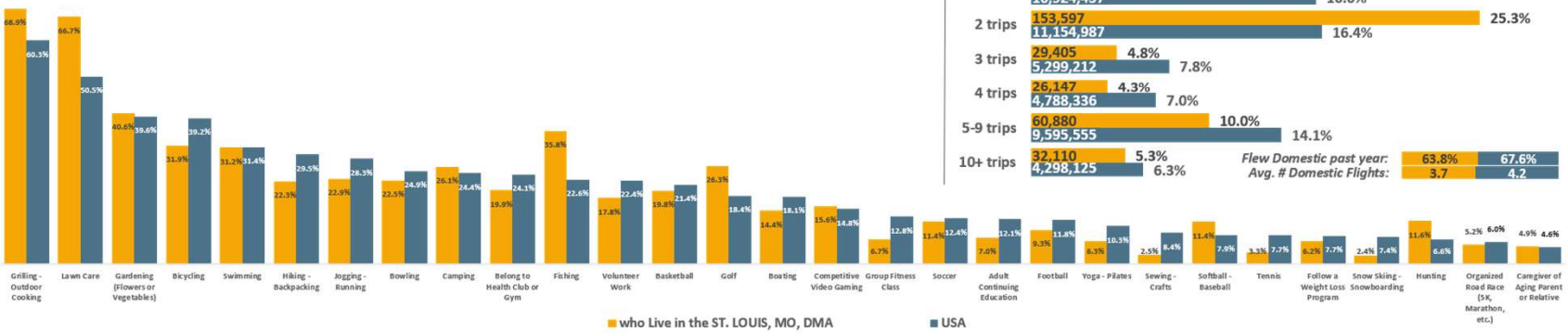
Top-20 past 30-days Online Lifestyle Activites: Men 25 - 54



Political Activity: Men 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Men 25 - 54



Past 12-months Domestic Airline Trips: Men 25 - 54

USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

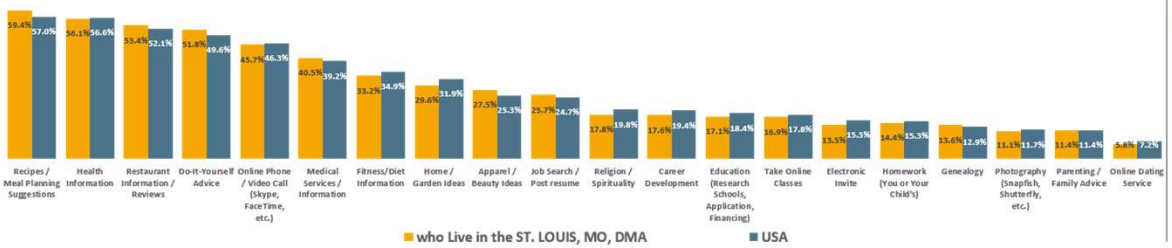
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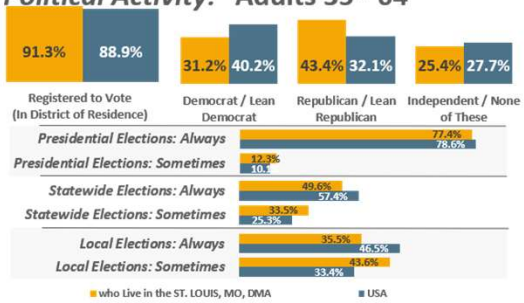
P35-64

.9% or 1,203,361 of USA DMA Adults 35 - 64 Live in the ST. LOUIS, MO, DMA.
Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA are 4.4% more likely to look up D-I-Y advice online, 23.7% less likely to always vote in local elections, 11.4% less likely to belong to a gym, 10.3% less likely to fly domestic past yr.

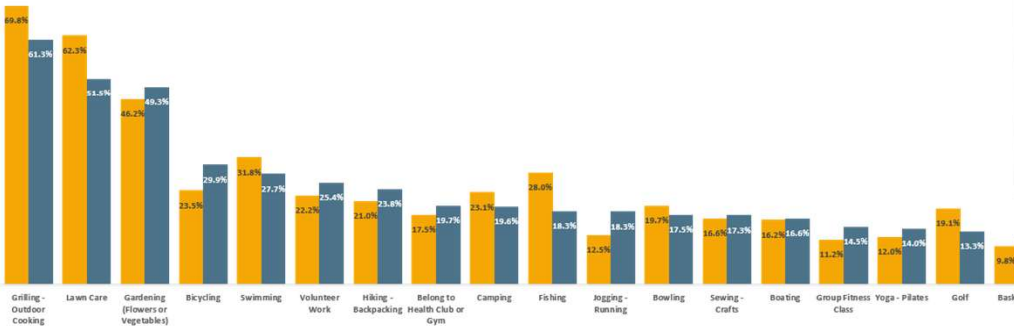
Top-20 past 30-days Online Lifestyle Activites: Adults 35 - 64



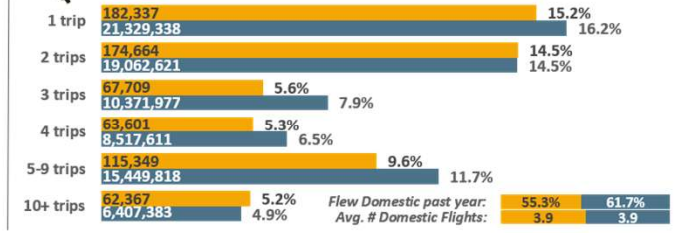
Political Activity: Adults 35 - 64



Top-30 past 12-months Active Lifestyle Activites: Adults 35 - 64



Past 12-months Domestic Airline Trips: Adults 35 - 64



USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

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P18+

1.% or 2,522,330 of USA DMA Adults 18 or older Live in the ST. LOUIS, MO, DMA.
Adults 18 or older who Live in the ST. LOUIS, MO, DMA are 2.5% more likely to use QSRs past mo., 1.7% more likely to use Sit-Down Restaurants past mo., 6.1% less likely to use Casinos past yr., 41.2% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

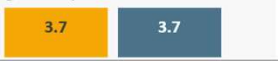
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

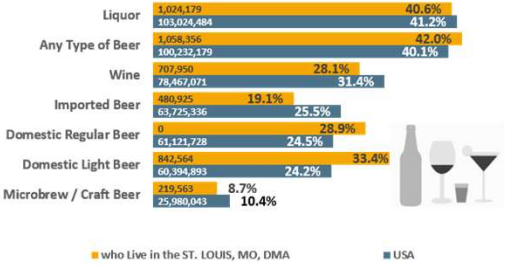
(Sit-Down Restaurants Used Past 30-days)



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

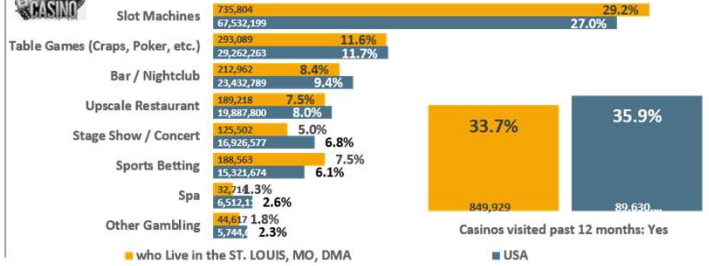


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

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P25-54

.9% or 1,212,832 of USA DMA Adults 25 - 54 Live in the ST. LOUIS, MO, DMA.
Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA are .9% more likely to use QSRs past mo., 2.9% less likely to use Sit-Down Restaurants past mo., .7% more likely to use Casinos past yr., 52.5% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users:
85.5% 84.8%
1,037,219 108,361,9 89

Avg. Monthly QSR Meals:
6.3 6.3

Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



Total Monthly Sit-Down Restaurant Users:
69.1% 71.2%
838,071 90,984,31 6

Avg. Monthly Sit-Down Restaurant Meals:
3.5 3.6

Top-10 Cuisines: Adults 25 - 54

(Sit-Down Restaurants Used Past 30-days)



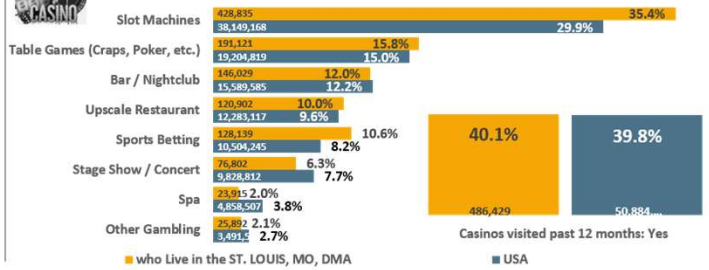
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the ST. LOUIS, MO, DMA 265,557 21.9%
USA 32,870,53 7 25.7%

Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

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W25-54

.8% or 605,108 of USA DMA Women 25 - 54 Live in the ST. LOUIS, MO, DMA.
Women 25 - 54 who Live in the ST. LOUIS, MO, DMA are .5% less likely to use QSRs past mo., 7.% less likely to use Sit-Down Restaurants past mo., 3.2% less likely to use Casinos past yr., 48.7% more likely to smoke cigarettes.

Past 30-days QSR Users: Women 25 - 54



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



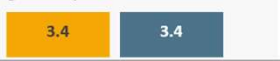
Past 30-days Sit-Down Restaurant Users: Women 25 - 54



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Women 25 - 54

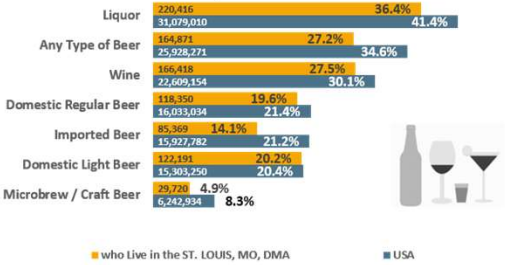
(Sit-Down Restaurants Used Past 30-days)



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

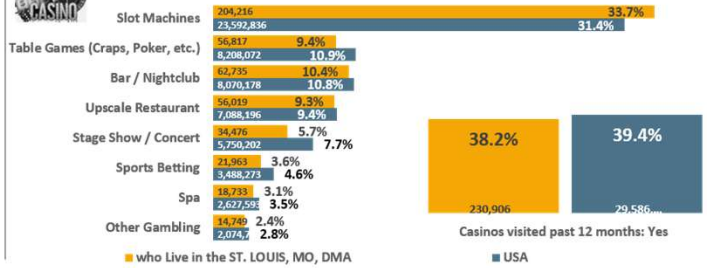


Drank Past 30-days: Women 25 - 54



Past 12 months Casino Activities: Women 25 - 54





Used Past 30-days: Women 25 - 54



USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

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M25-54

.9% or 607,724 of USA DMA Men 25 - 54 Live in the ST. LOUIS, MO, DMA.
Men 25 - 54 who Live in the ST. LOUIS, MO, DMA are 2.1% more likely to use QSRs past mo., 1.9% more likely to use Sit-Down Restaurants past mo., 3.% more likely to use Casinos past yr., 50.1% more likely to smoke cigarettes.

Past 30-days QSR Users: Men 25 - 54



Total Monthly QSR Users:
86.9% 85.1%
528,108 57,971,47 9

Avg. Monthly QSR Meals:
6.7 6.4

Past 30-days Sit-Down Restaurant Users: Men 25 - 54



Total Monthly Sit-Down Restaurant Users:
74.4% 73.0%
452,356 49,727,61 1

Avg. Monthly Sit-Down Restaurant Meals:
3.5 3.9

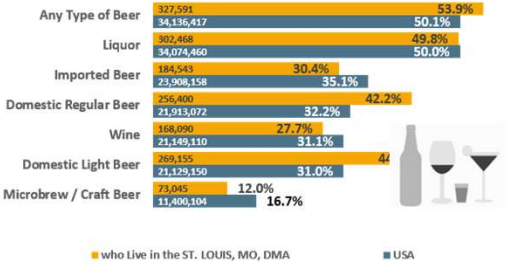
Top-10 Cuisines: Men 25 - 54

(Sit-Down Restaurants Used Past 30-days)



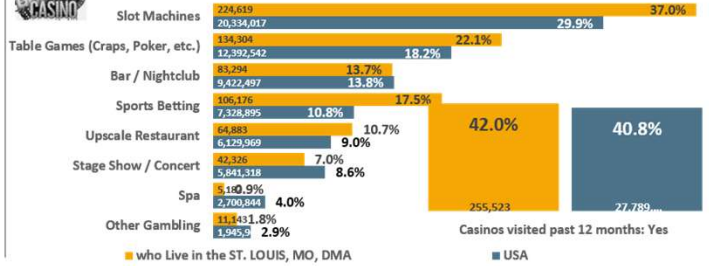
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the ST. LOUIS, MO, DMA 134,743 22.2%
USA 17,384,07 1 25.5%

Drank Past 30-days: Men 25 - 54



Past 12 months Casino Activities: Men 25 - 54





Used Past 30-days: Men 25 - 54



USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

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P35-64

.9% or 1,203,361 of USA DMA Adults 35 - 64 Live in the ST. LOUIS, MO, DMA.
Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA are 3.1% more likely to use QSRs past mo., 3.3% more likely to use Sit-Down Restaurants past mo., 2.6% more likely to use Casinos past yr., 52.1% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 35 - 64



Total Monthly QSR Users:
86.3% 83.7%
1,038,364 110,137,2 81

Avg. Monthly QSR Meals:
6.0 5.8

Past 30-days Sit-Down Restaurant Users: Adults 35 - 64



Total Monthly Sit-Down Restaurant Users:
73.4% 71.1%
883,398 93,512,48 0

Avg. Monthly Sit-Down Restaurant Meals:
3.6 3.7

Top-10 Cuisines: Adults 35 - 64

(Sit-Down Restaurants Used Past 30-days)



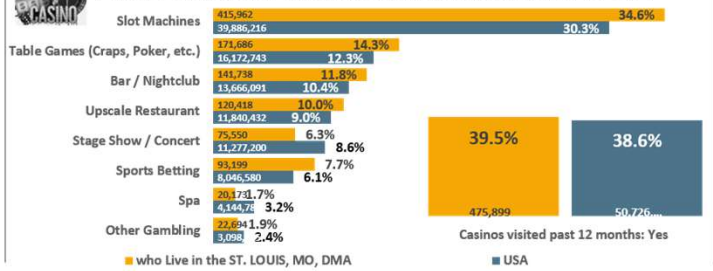
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the ST. LOUIS, MO, DMA 200,785 16.7%
USA 25,522,69 6 19.4%

Drank Past 30-days: Adults 35 - 64



Past 12 months Casino Activities: Adults 35 - 64





Used Past 30-days: Adults 35 - 64



USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

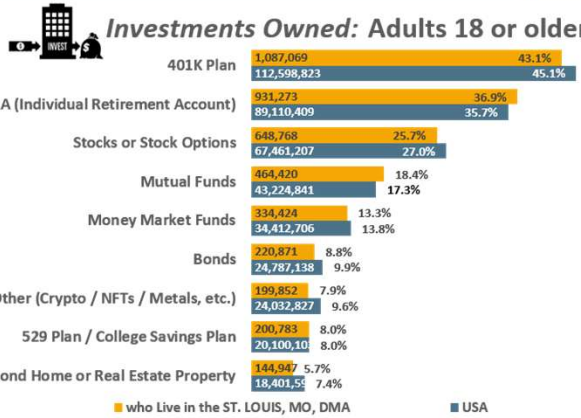
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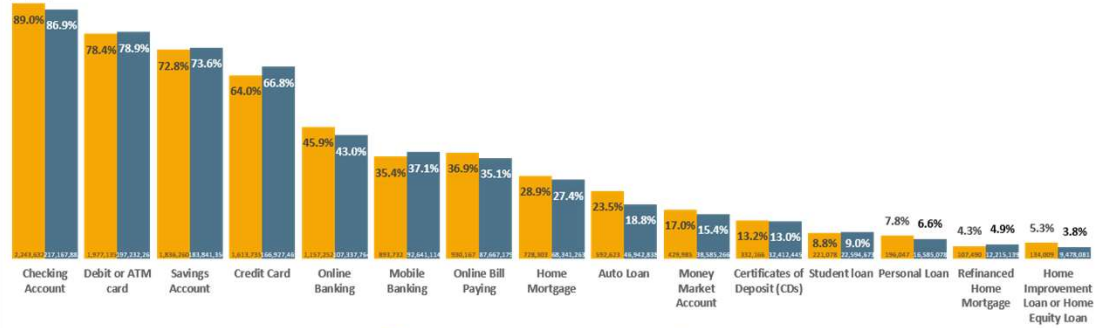
P18+

1.% or 2,522,330 of USA DMA Adults 18 or older Live in the ST. LOUIS, MO, DMA.
Adults 18 or older who Live in the ST. LOUIS, MO, DMA are 4.4% less likely to have a 401K, 25.% more likely to have an Auto Loan, 14.5% less likely to Invest/Trade Stocks Online, 3.1% more likely to pay with their Debit Card.

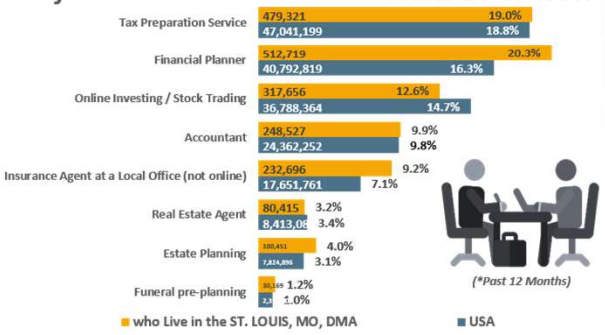
Investments Owned: Adults 18 or older



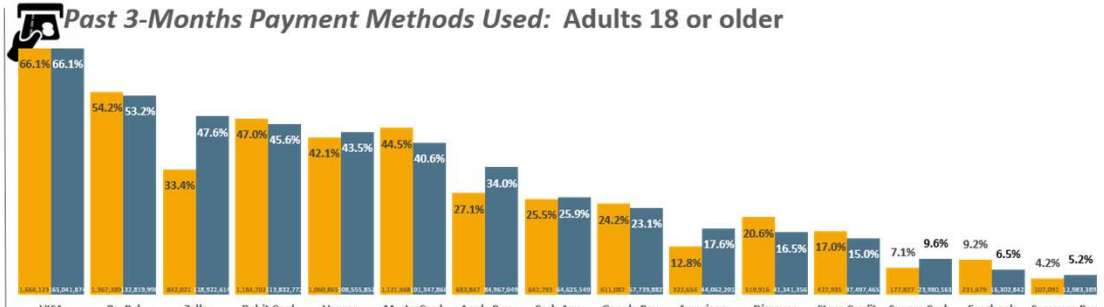
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

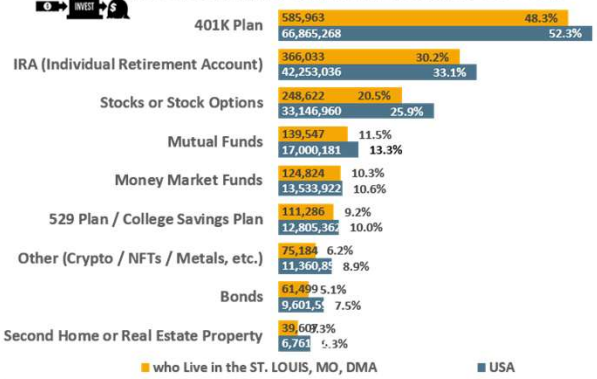
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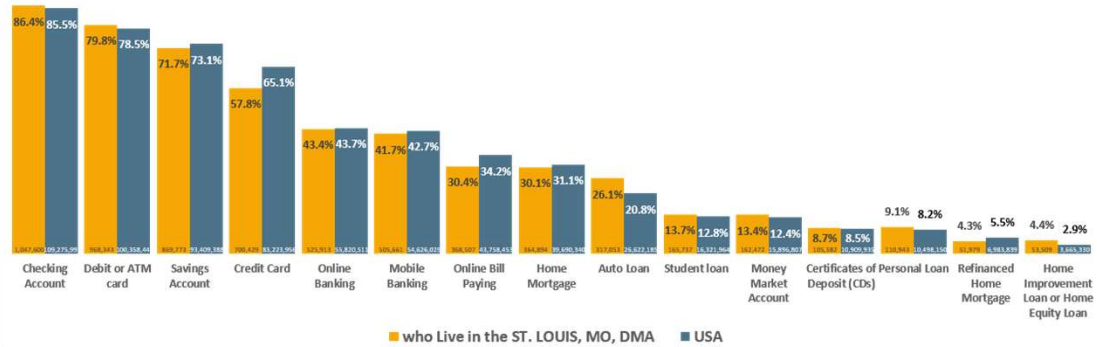
P25-54

.9% or 1,212,832 of USA DMA Adults 25 - 54 Live in the ST. LOUIS, MO, DMA.
Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA are 7.7% less likely to have a 401K, 25.5% more likely to have an Auto Loan, 21.2% less likely to Invest/Trade Stocks Online, 6.5% more likely to pay with their Debit Card.

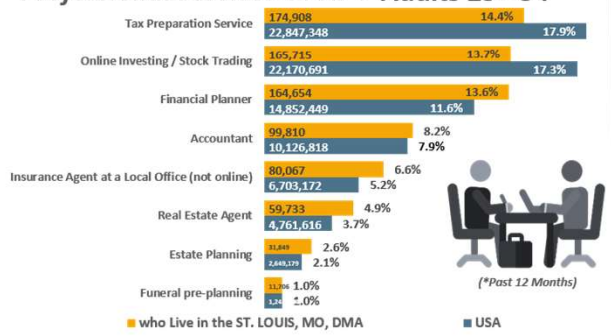
Investments Owned: Adults 25 - 54



Financial Services Has and/or Uses: Adults 25 - 54

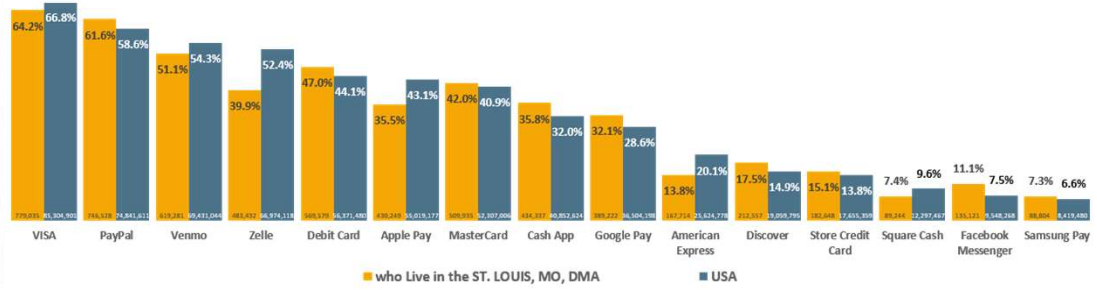


Professional Services Used:* Adults 25 - 54



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 25 - 54



USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

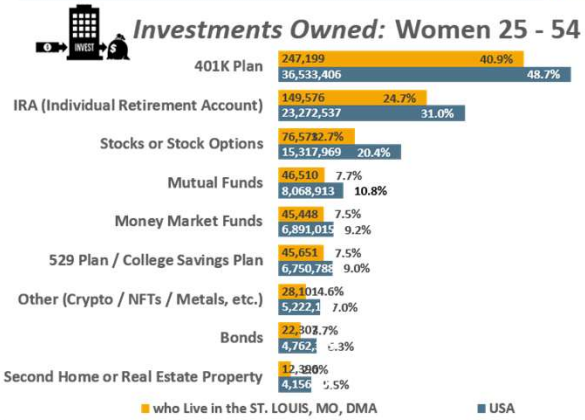
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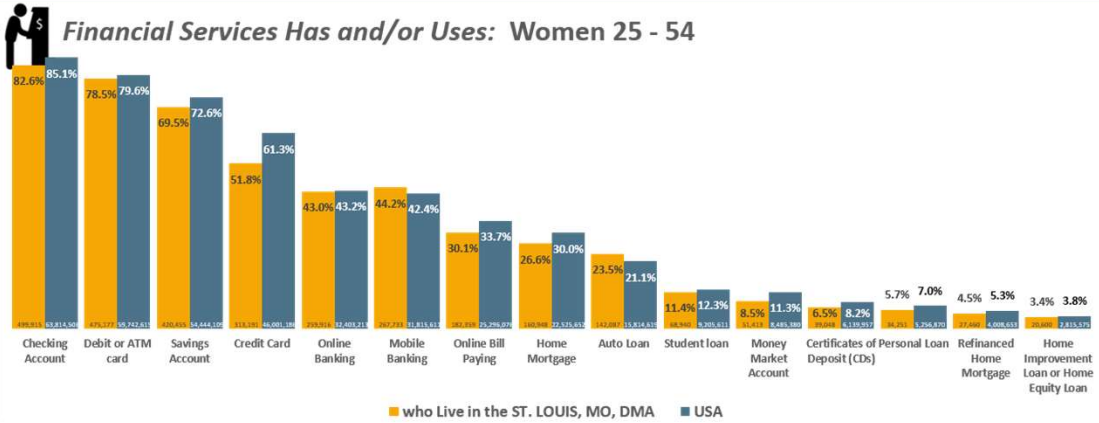
W25-54

.8% or 605,108 of USA DMA Women 25 - 54 Live in the ST. LOUIS, MO, DMA.
Women 25 - 54 who Live in the ST. LOUIS, MO, DMA are 16.1% less likely to have a 401K, 11.4% more likely to have an Auto Loan, 33.5% less likely to Invest/Trade Stocks Online, 9.6% more likely to pay with their Debit Card.

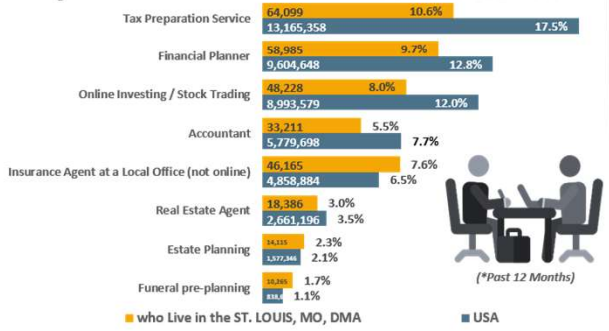
Investments Owned: Women 25 - 54



Financial Services Has and/or Uses: Women 25 - 54

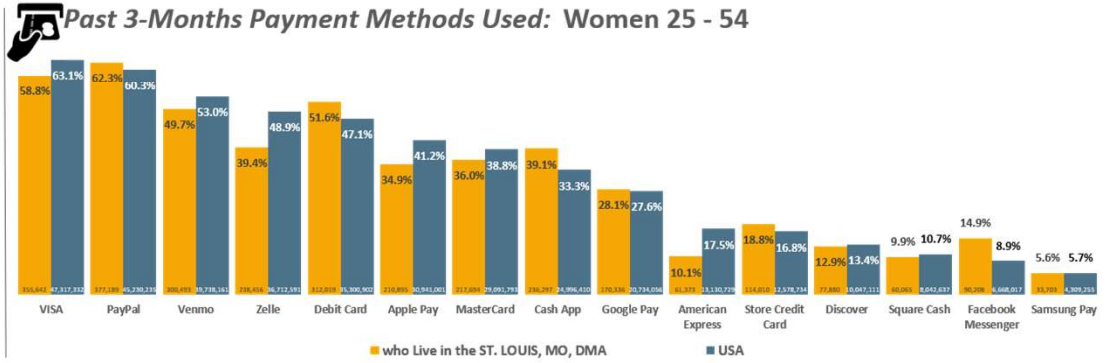


Professional Services Used:* Women 25 - 54



(*Past 12 Months)

Past 3-Months Payment Methods Used: Women 25 - 54



USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

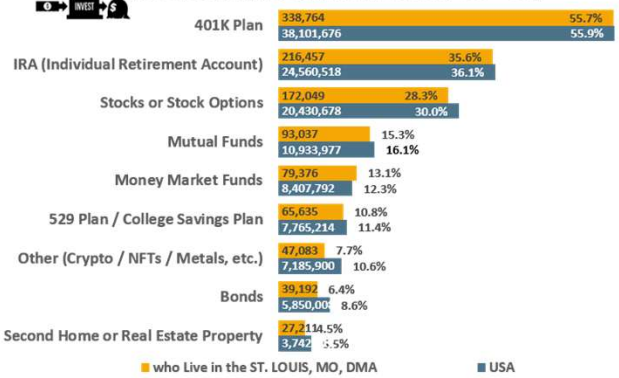
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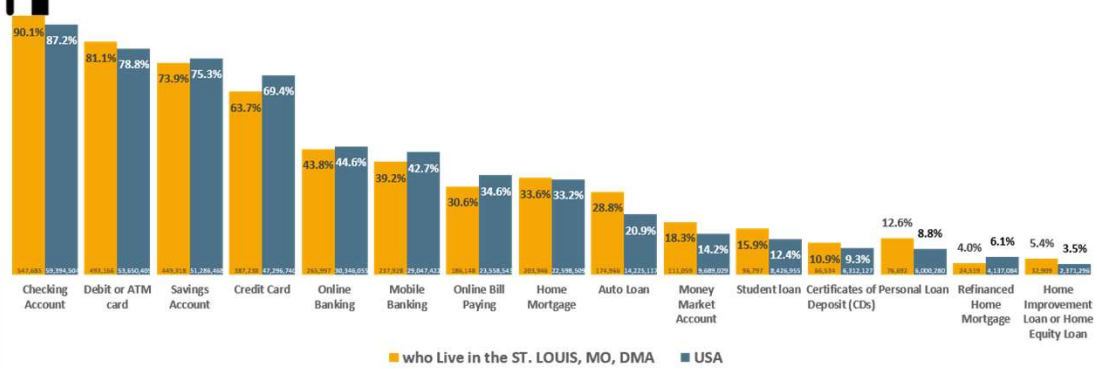
M25-54

.9% or 607,724 of USA DMA Men 25 - 54 Live in the ST. LOUIS, MO, DMA.
Men 25 - 54 who Live in the ST. LOUIS, MO, DMA are .4% less likely to have a 401K, 37.8% more likely to have an Auto Loan, 8.6% less likely to Invest/Trade Stocks Online, 2.3% more likely to pay with their Debit Card.

Investments Owned: Men 25 - 54



Financial Services Has and/or Uses: Men 25 - 54

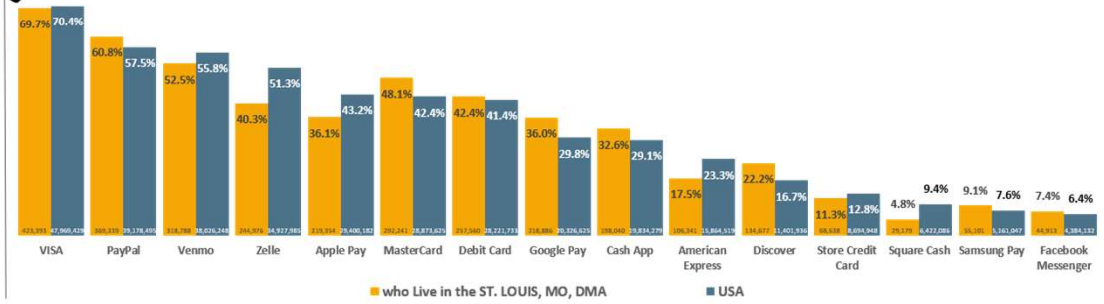


Professional Services Used:* Men 25 - 54



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Men 25 - 54



USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

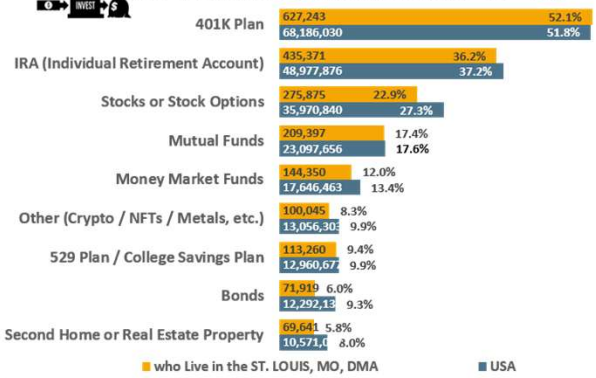
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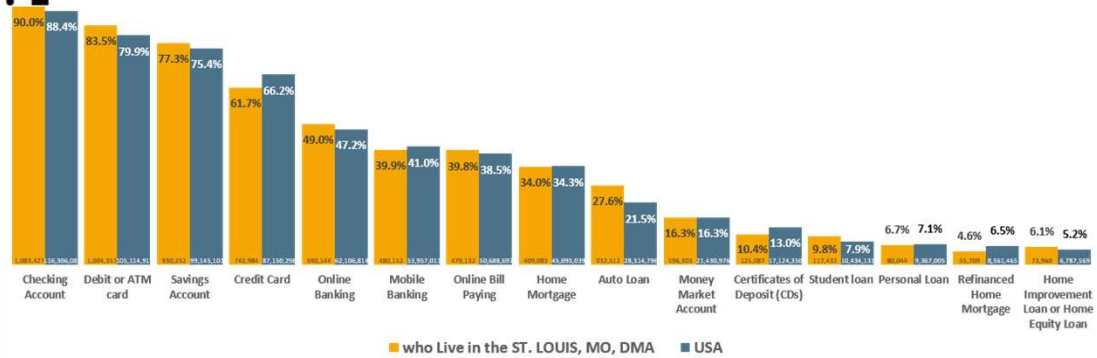
P35-64

.9% or 1,203,361 of USA DMA Adults 35 - 64 Live in the ST. LOUIS, MO, DMA.
Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA are .6% more likely to have a 401K, 28.4% more likely to have an Auto Loan, 22.4% less likely to Invest/Trade Stocks Online, 8.2% more likely to pay with their Debit Card.

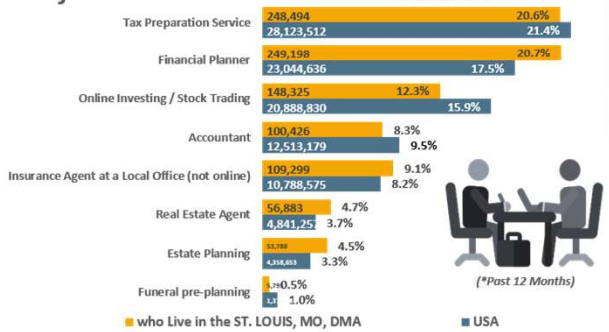
Investments Owned: Adults 35 - 64



Financial Services Has and/or Uses: Adults 35 - 64

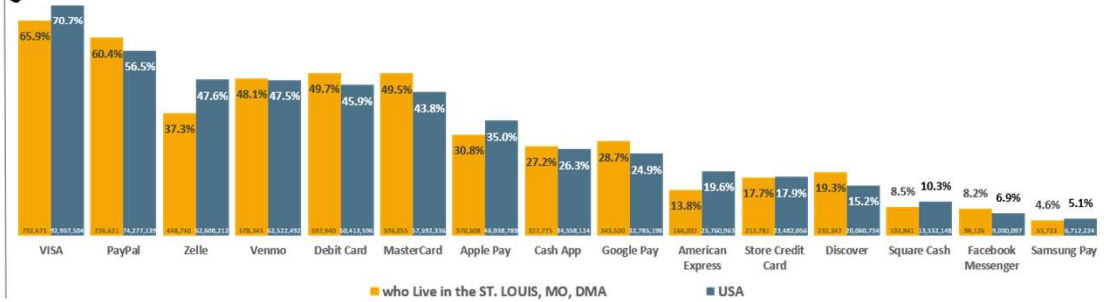


Professional Services Used:* Adults 35 - 64



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 35 - 64



USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

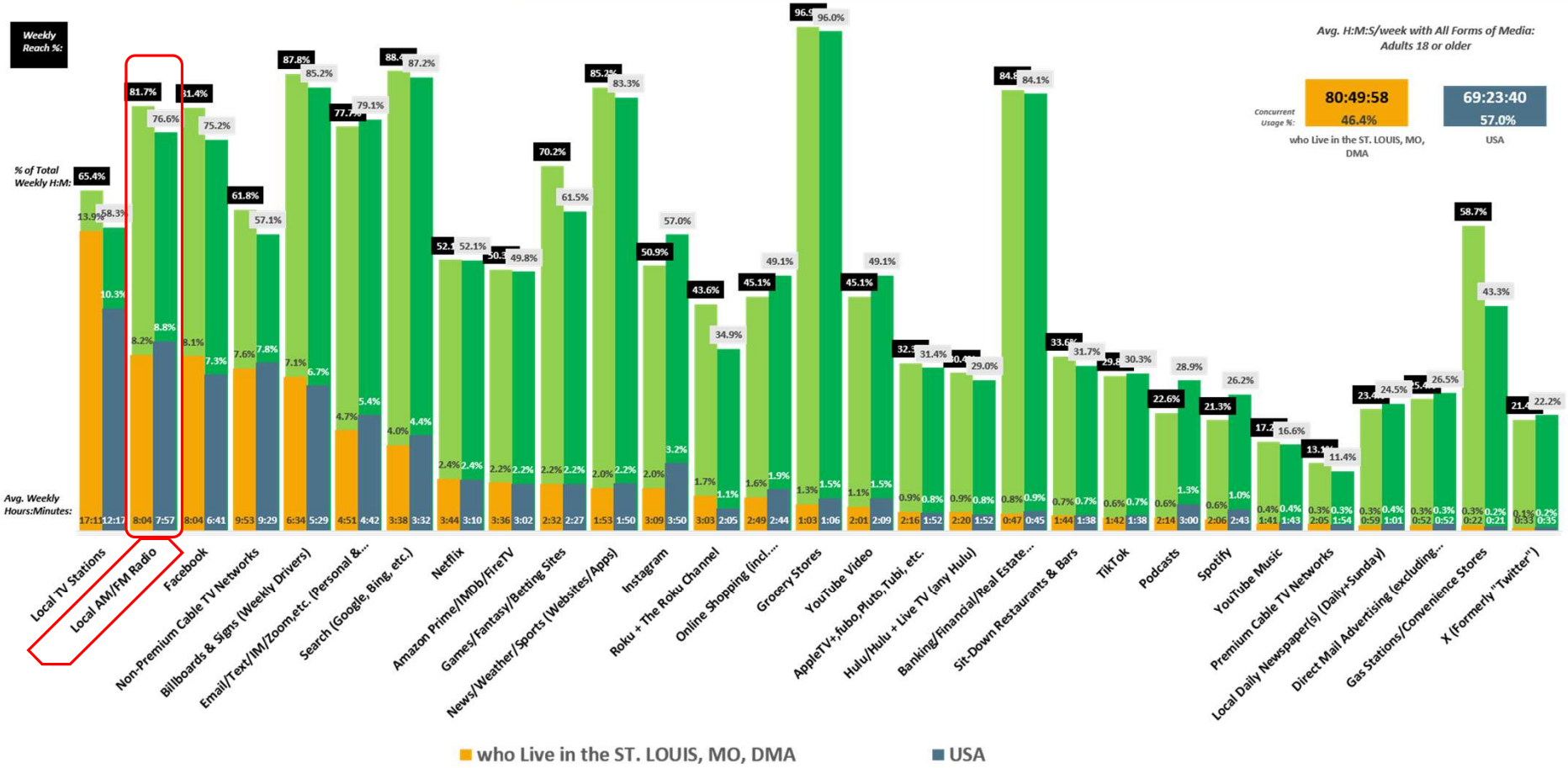
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P18+

Adults 18 or older who Live in the ST. LOUIS, MO, DMA spend an average of 3 days, 8 hours, 49 minutes and 58 seconds each week with All Forms of Media.

81.7% of Adults 18 or older who Live in the ST. LOUIS, MO, DMA spend an avg. of 8 hours and 4 minutes each week listening to All Local AM/FM Radio, representing 8.2% of total time spent with all forms of Media.



Scarborough R2 2026: Feb25-Aug26 USA Projection Scarborough R2 2026: Feb25-Aug26 Qual Intab 24,319
USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

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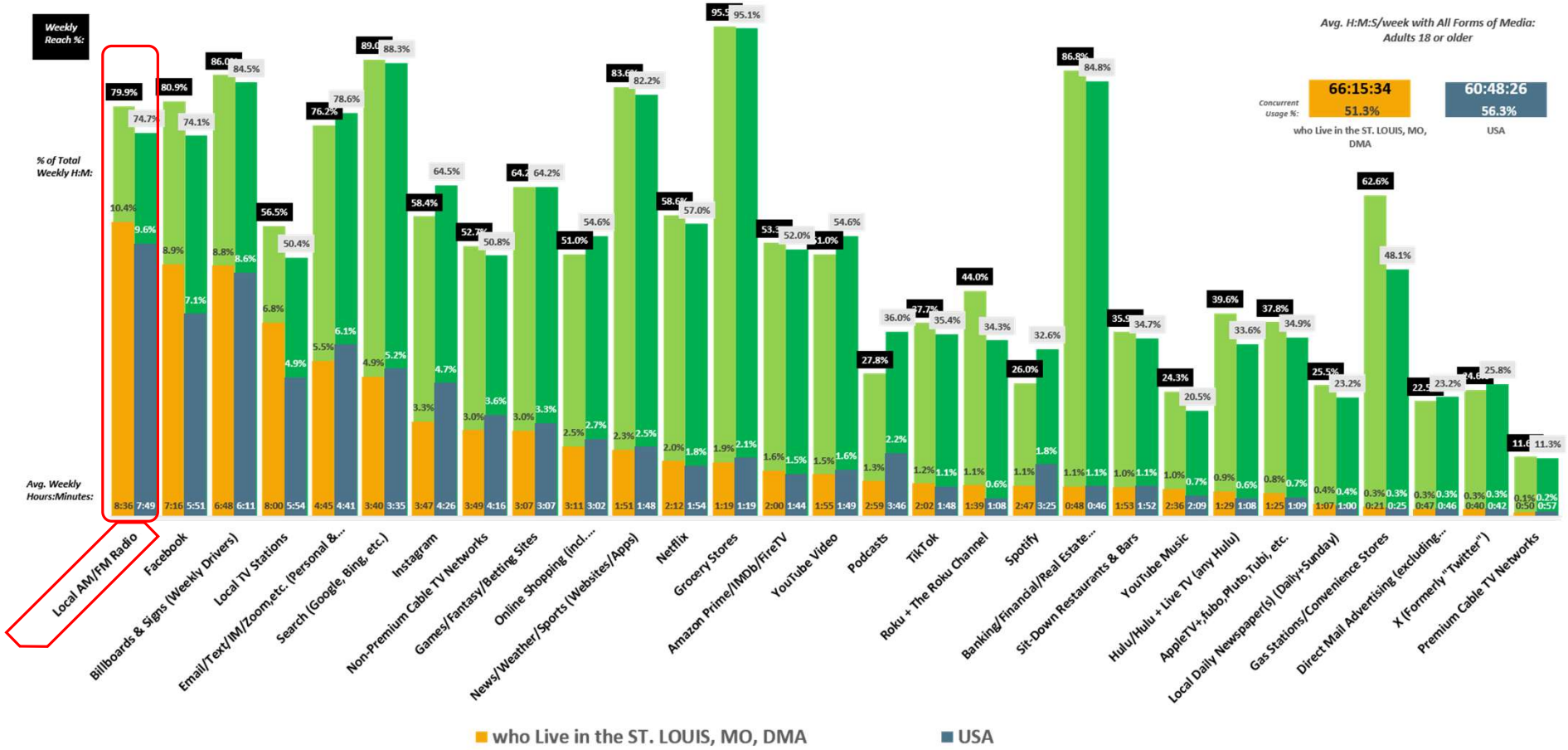
Hubbard media that connects soefa.ai Share of Everything for Anything



P25-54

Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an average of 2 days, 18 hours, 15 minutes and 34 seconds each week with All Forms of Media.

79.9% of Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an avg. of 8 hours and 36 minutes each week listening to All Local AM/FM Radio, representing 10.4% of total time spent with all forms of Media.



Scarborough R2 2026: Feb25-Aug26 USA Projection Scarborough R2 2026: Feb25-Aug26 Qual Intab 24,319
USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

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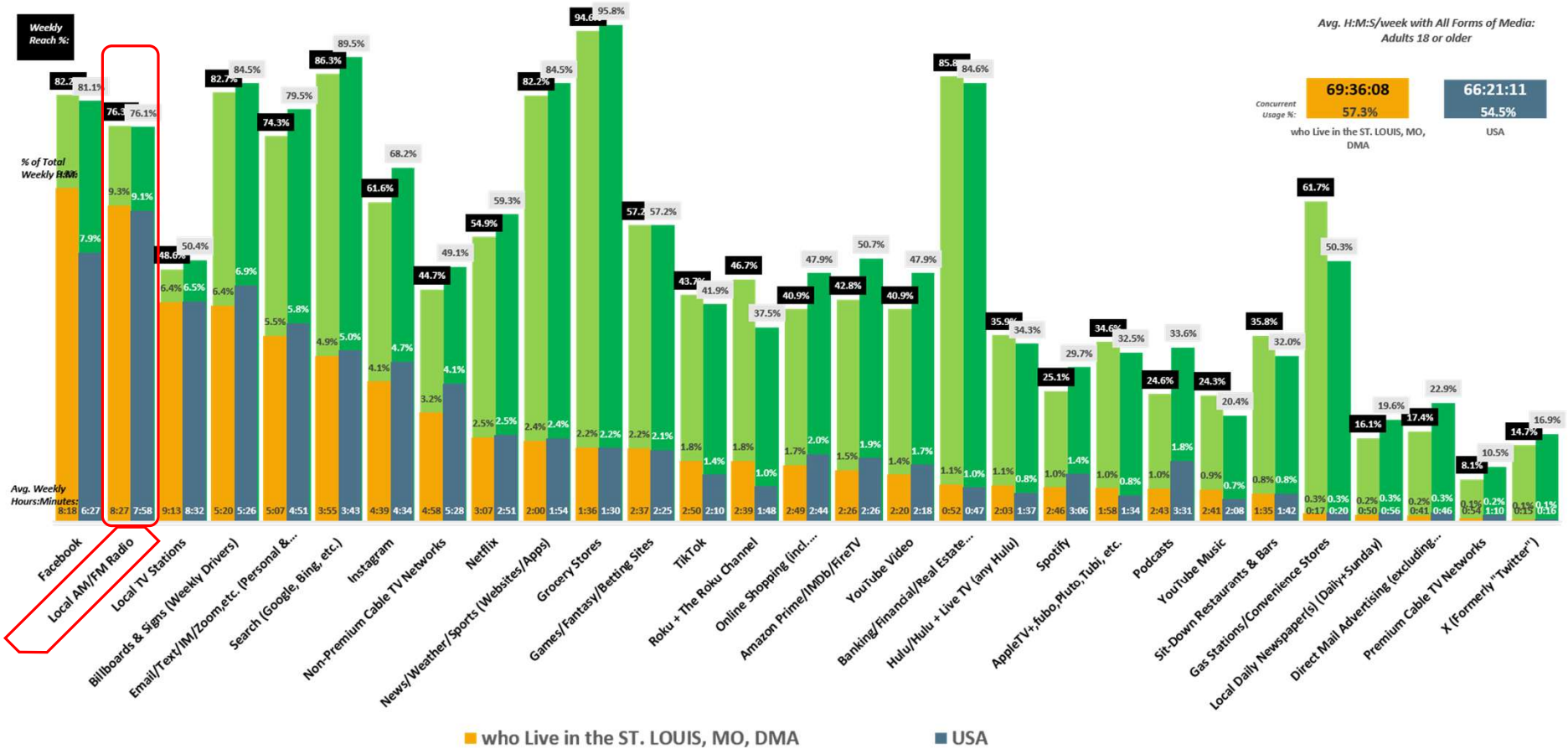
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W25-54

Women 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an average of 2 days, 21 hours, 36 minutes and 8 seconds each week with All Forms of Media.

76.3% of Women 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an avg. of 8 hours and 27 minutes each week listening to All Local AM/FM Radio, representing 9.3% of total time spent with all forms of Media.



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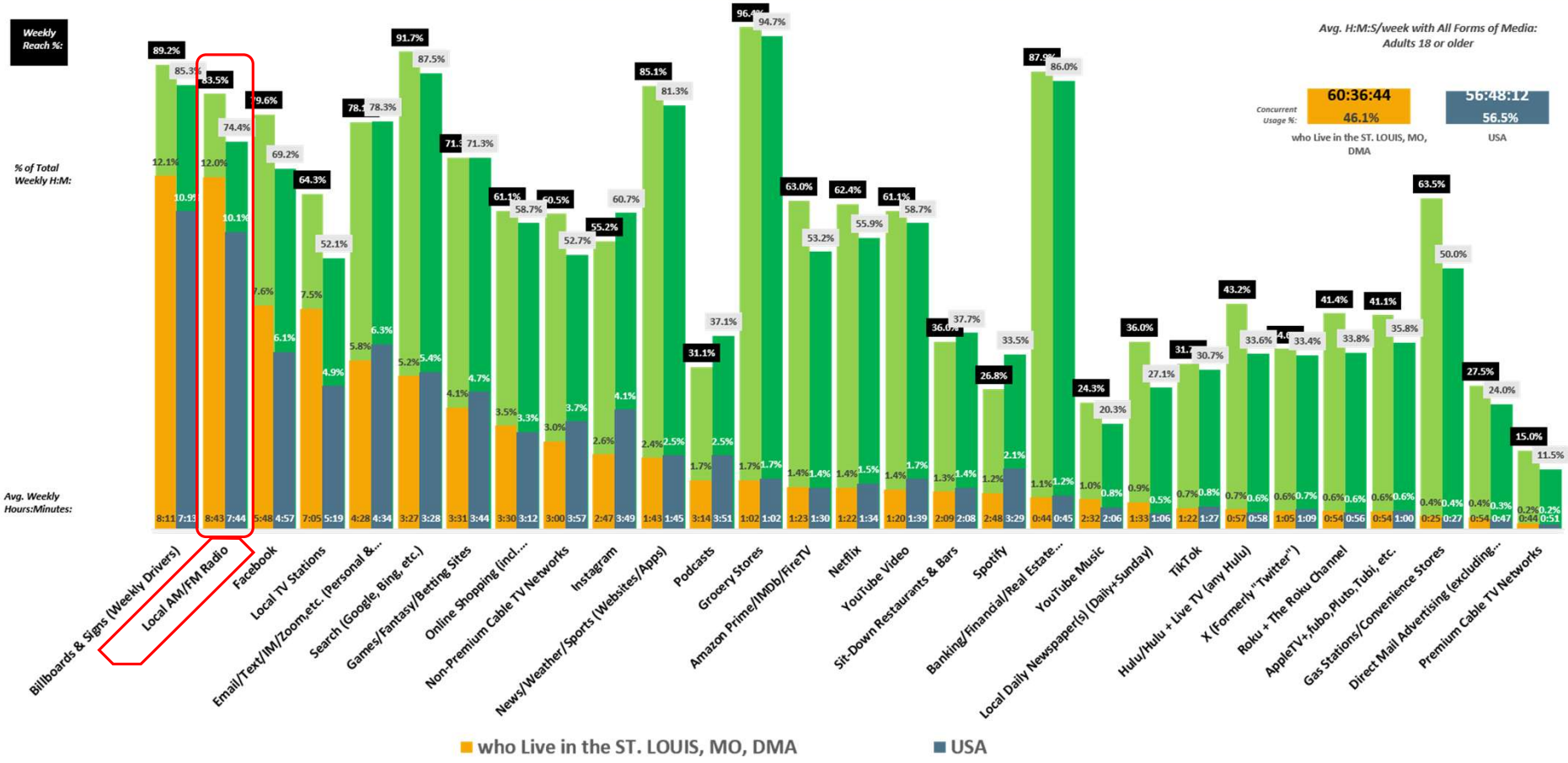
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M25-54

Men 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an average of 2 days, 12 hours, 36 minutes and 44 seconds each week with All Forms of Media.

83.5% of Men 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an avg. of 8 hours and 43 minutes each week listening to All Local AM/FM Radio, representing 12.% of total time spent with all forms of Media.



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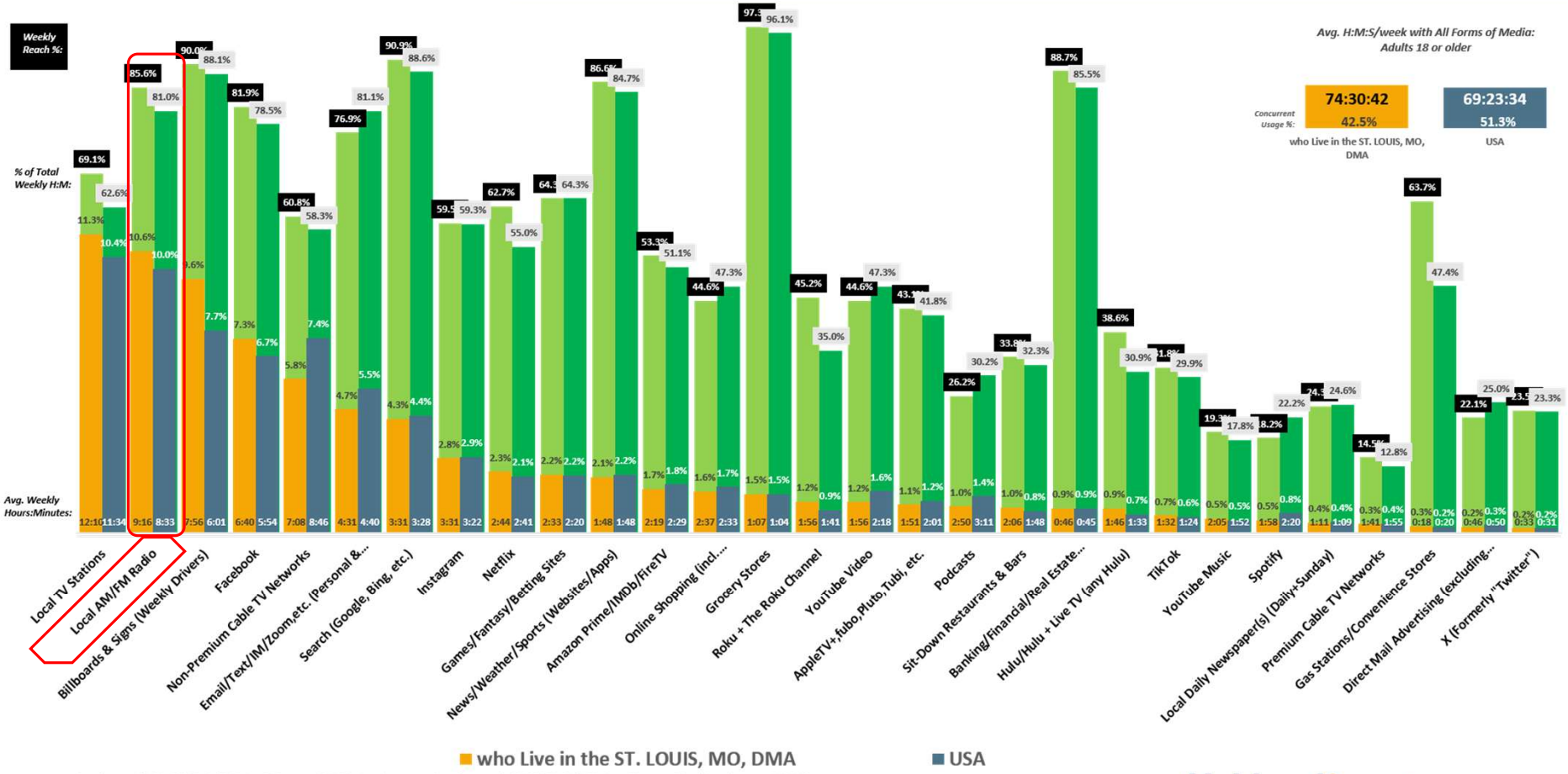
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P35-64

Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA spend an average of 3 days, 2 hours, 30 minutes and 42 seconds each week with All Forms of Media.

85.6% of Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA spend an avg. of 9 hours and 16 minutes each week listening to All Local AM/FM Radio, representing 10.6% of total time spent with all forms of Media.



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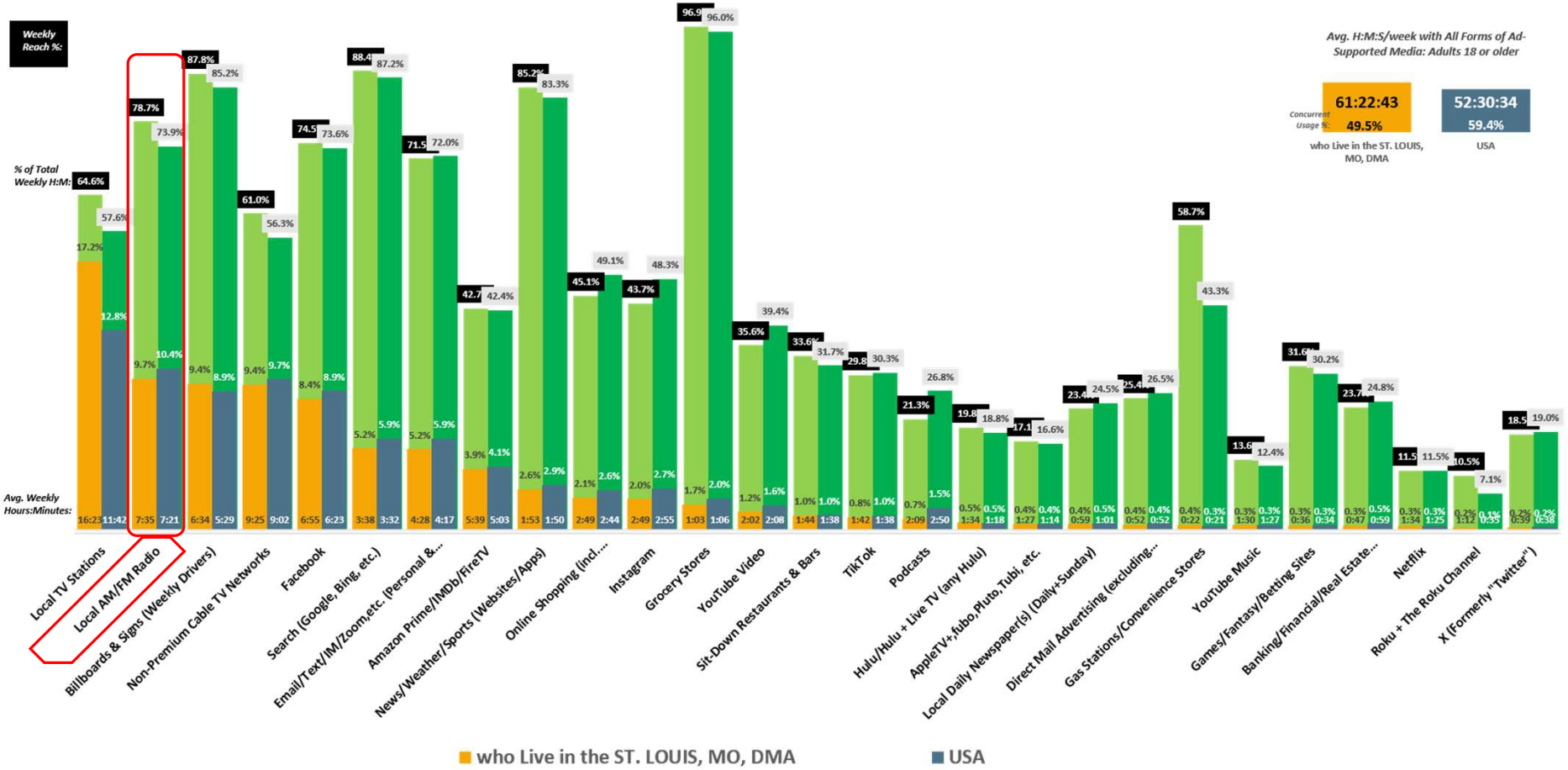
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P18+

Adults 18 or older who Live in the ST. LOUIS, MO, DMA spend an average of 2 days, 13 hours, 22 minutes and 43 seconds each week with All Forms of Ad-Supported Media.

78.7% of Adults 18 or older who Live in the ST. LOUIS, MO, DMA spend an avg. of 7 hours and 35 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.7% of total time spent with all forms of Ad-Supported Media.



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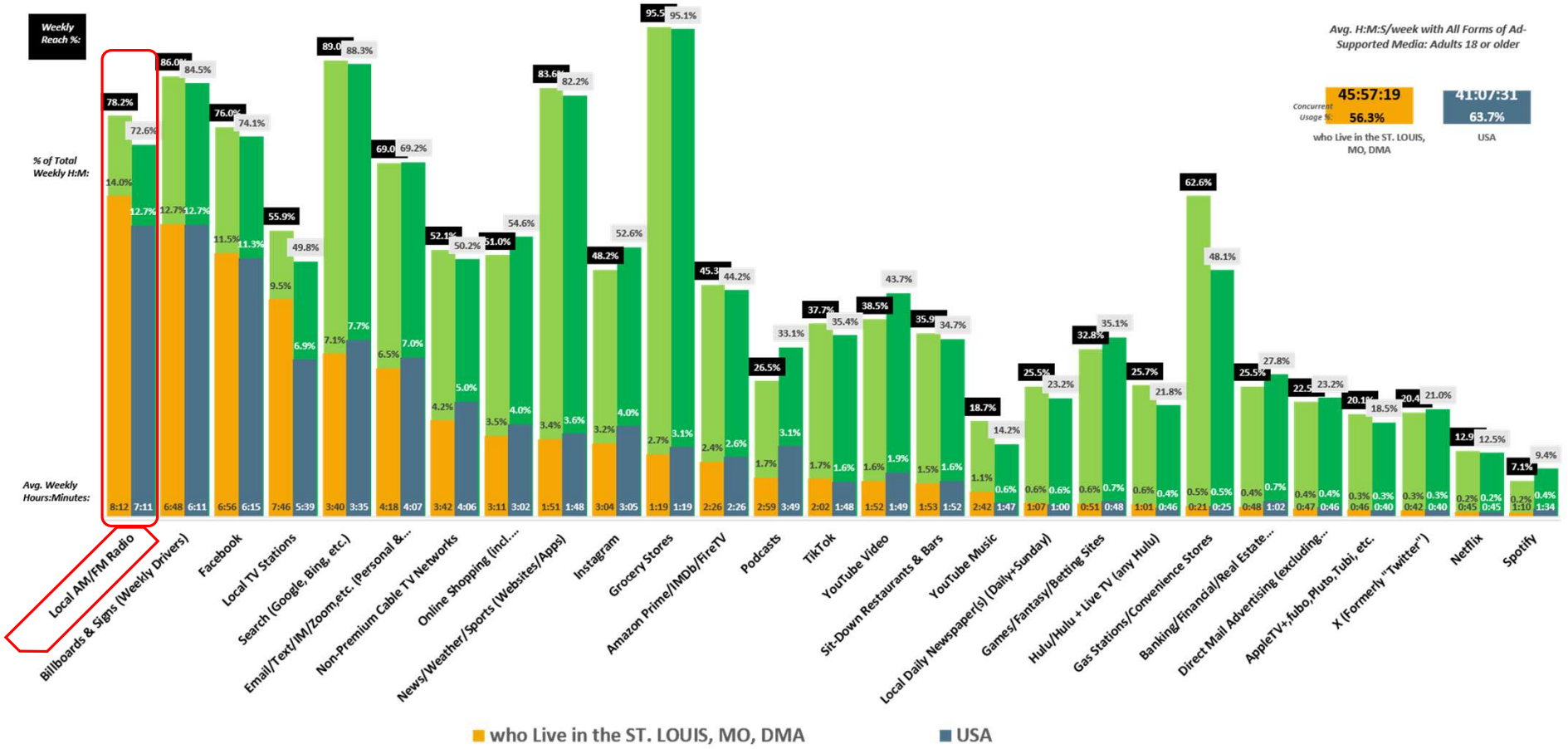
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P25-54

Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an average of 1 days, 21 hours, 57 minutes and 19 seconds each week with All Forms of Ad-Supported Media.

78.2% of Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an avg. of 8 hours and 12 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.% of total time spent with all forms of Ad-Supported Media.



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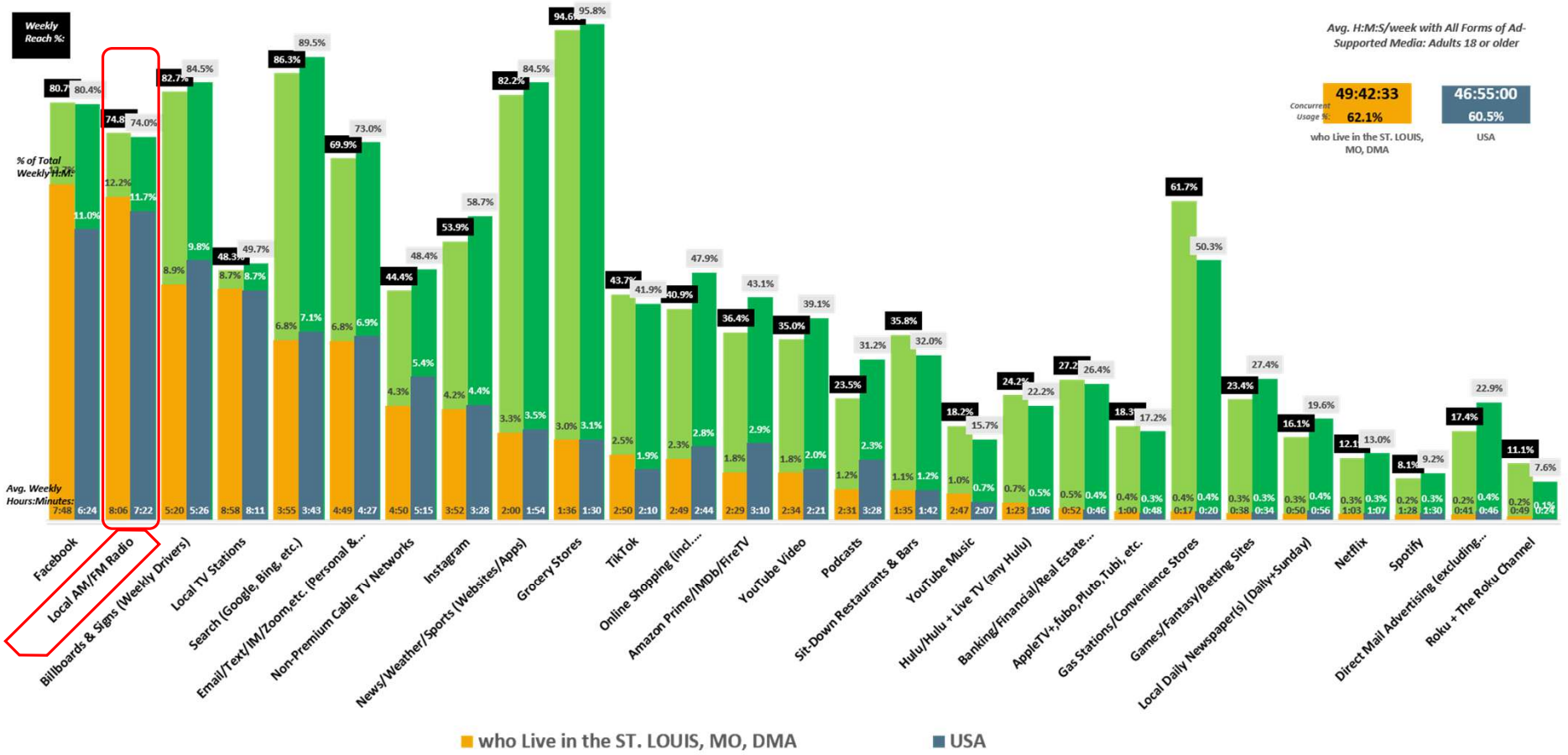
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W25-54

Women 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an average of 2 days, 1 hours, 42 minutes and 33 seconds each week with All Forms of Ad-Supported Media.

74.8% of Women 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an avg. of 8 hours and 6 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.2% of total time spent with all forms of Ad-Supported Media.



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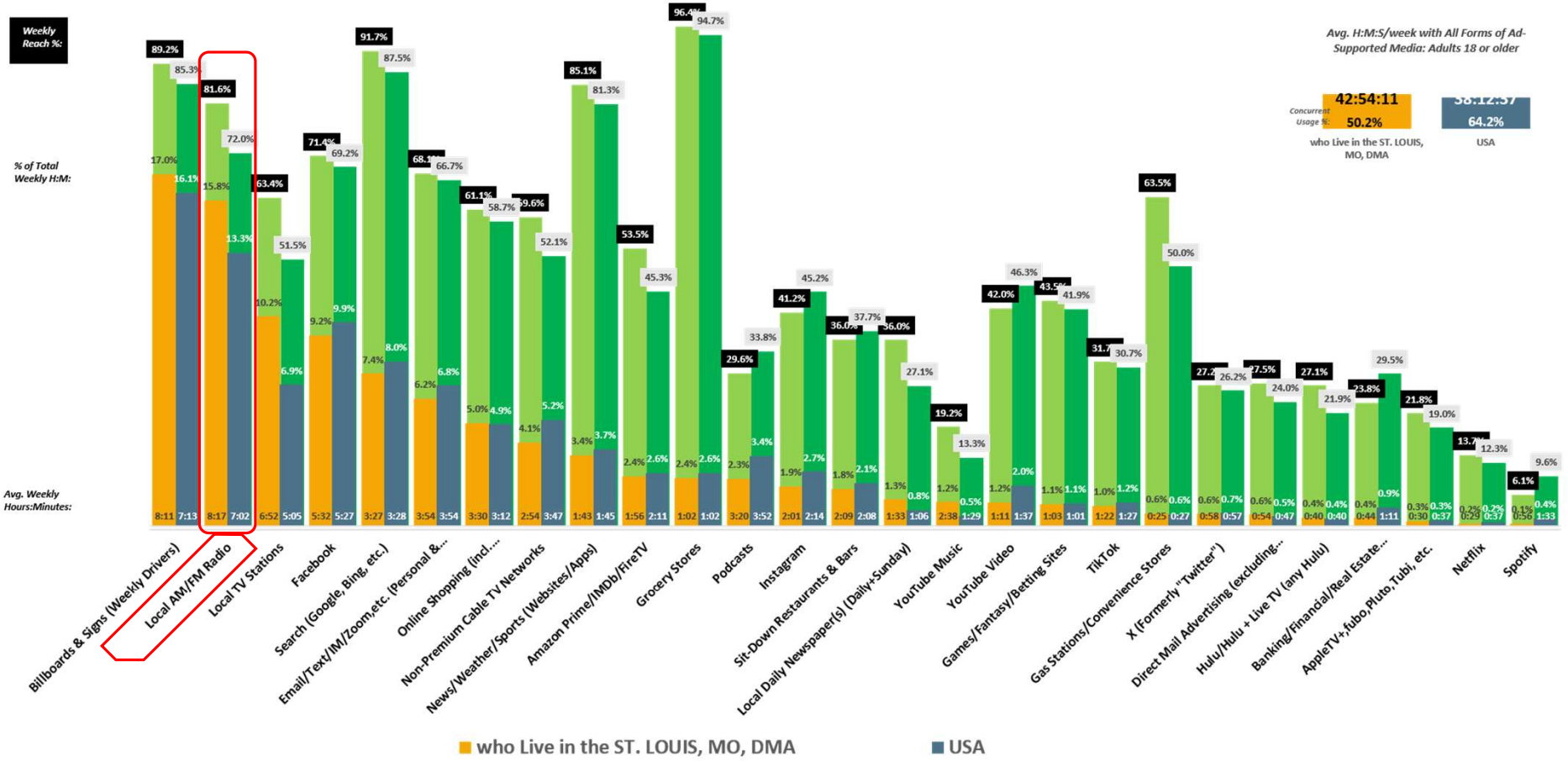
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M25-54

Men 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an average of 1 days, 18 hours, 54 minutes and 11 seconds each week with All Forms of Ad-Supported Media.

81.6% of Men 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an avg. of 8 hours and 17 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.8% of total time spent with all forms of Ad-Supported Media.



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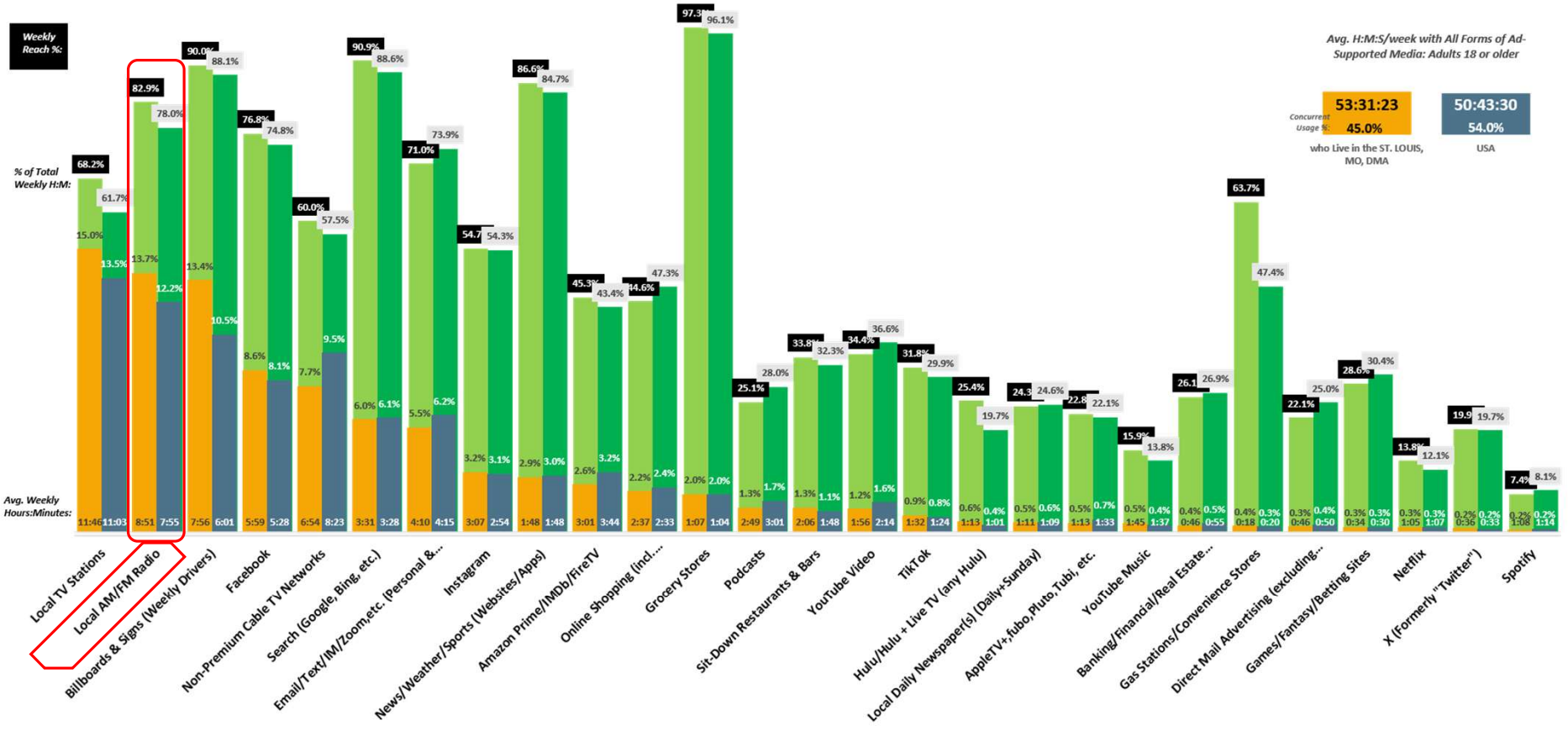
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P35-64

Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA spend an average of 2 days, 5 hours, 31 minutes and 23 seconds each week with All Forms of Ad-Supported Media.

82.9% of Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA spend an avg. of 8 hours and 51 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.7% of total time spent with all forms of Ad-Supported Media.



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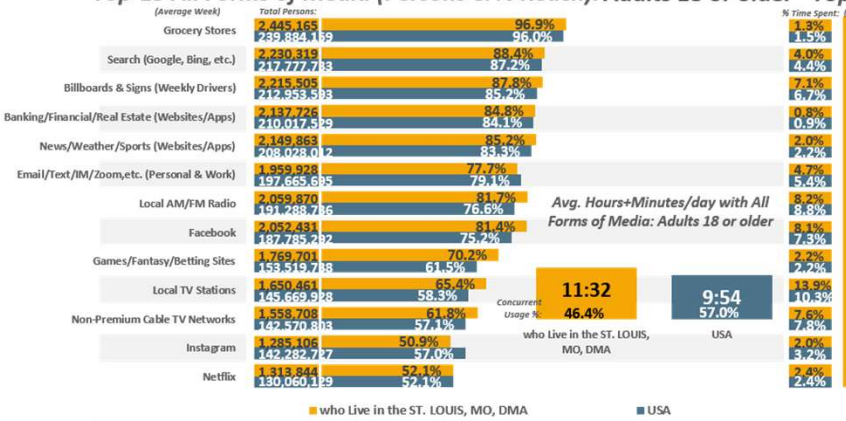
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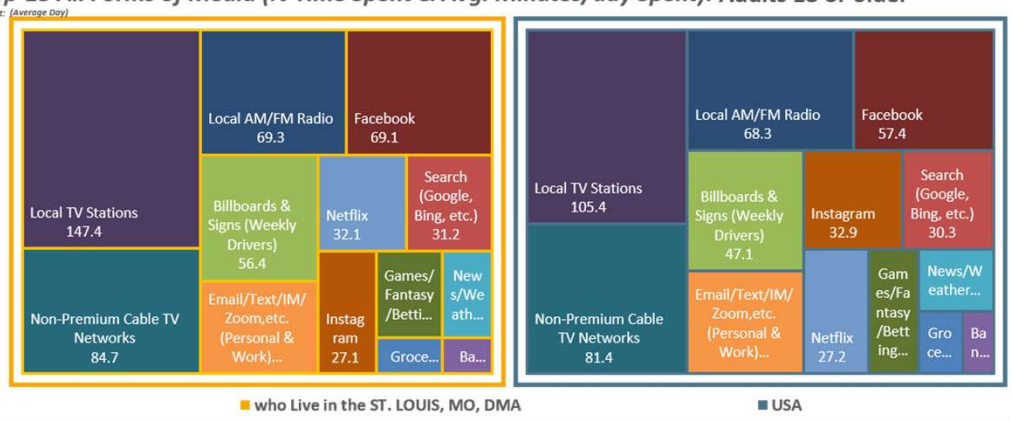
P18+

Adults 18 or older who Live in the ST. LOUIS, MO, DMA spend an average of 8 hours and 46 minutes each day with All Forms of Ad-Supported Media. 78.7% listen to Local AM/FM Radio for an avg. of 65.1 minutes/day. *(Local Radio delivers 9.7% of Time with Ad-Supported Media.)*

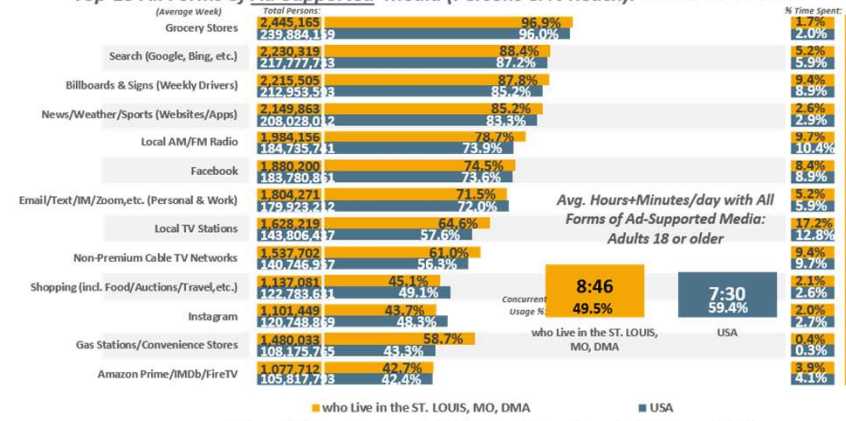
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



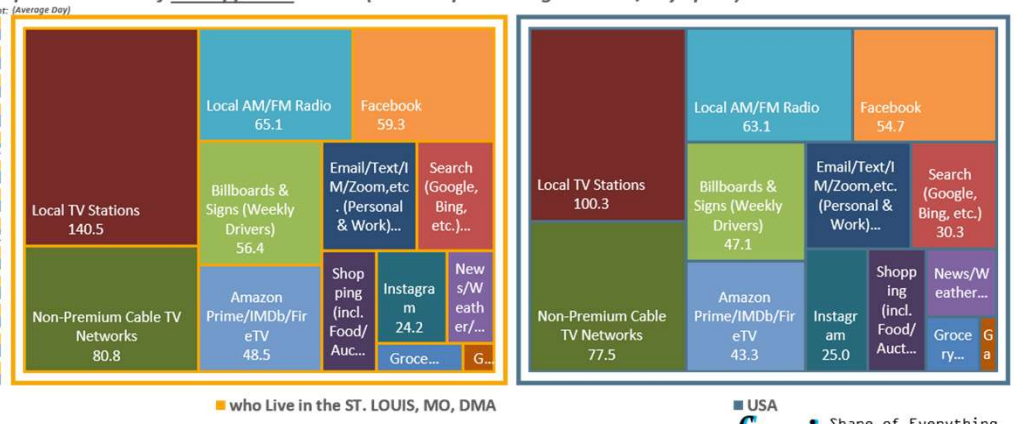
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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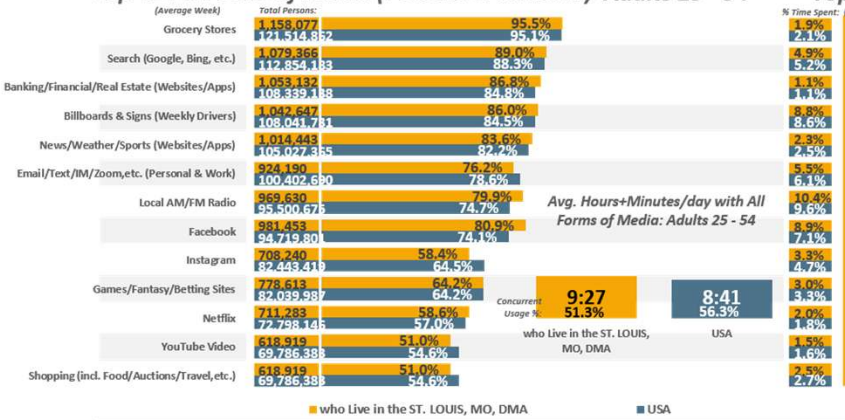
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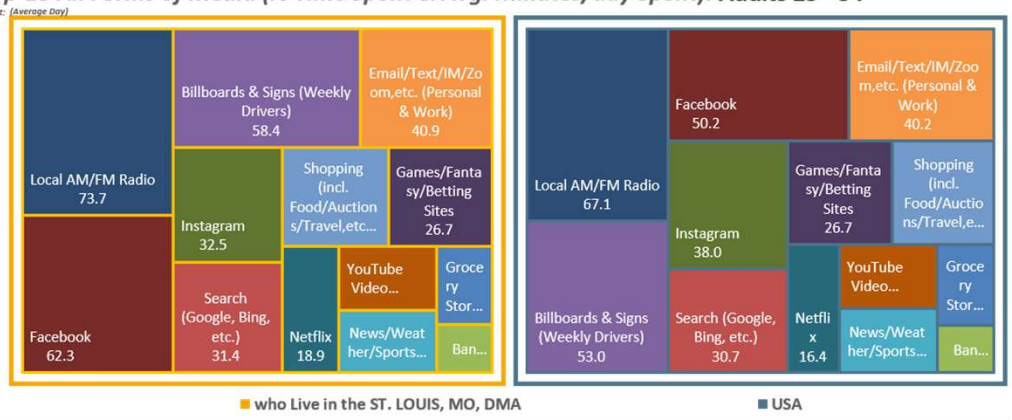
P25-54

Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an average of 6 hours and 33 minutes each day with All Forms of Ad-Supported Media. 78.2% listen to Local AM/FM Radio for an avg. of 70.3 minutes/day. *(Local Radio delivers 14.% of Time with Ad-Supported Media.)*

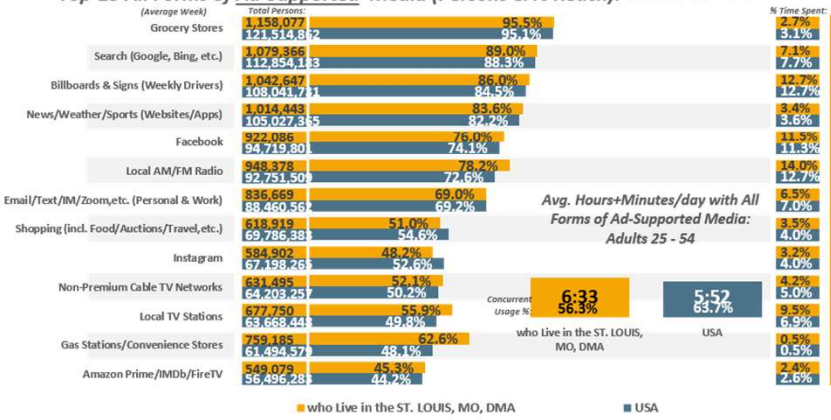
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



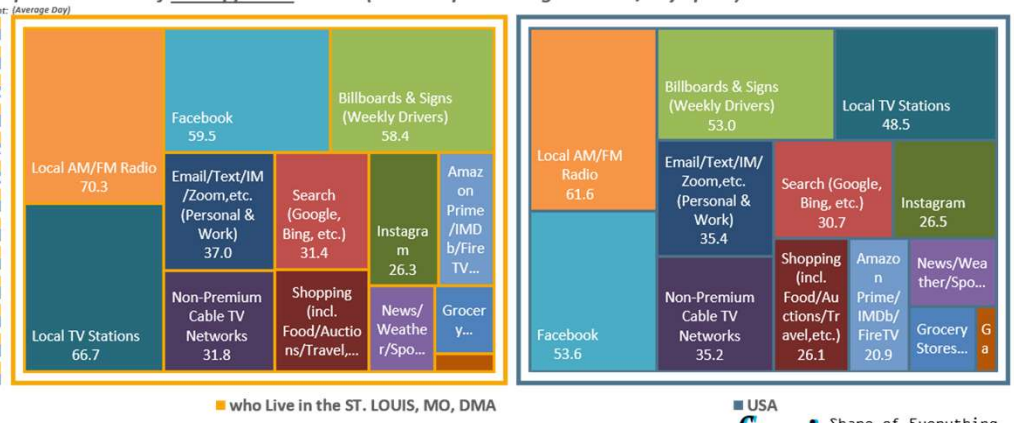
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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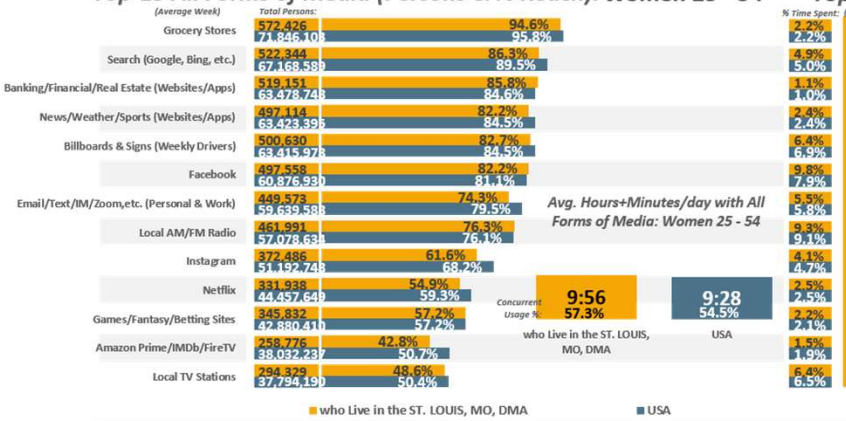
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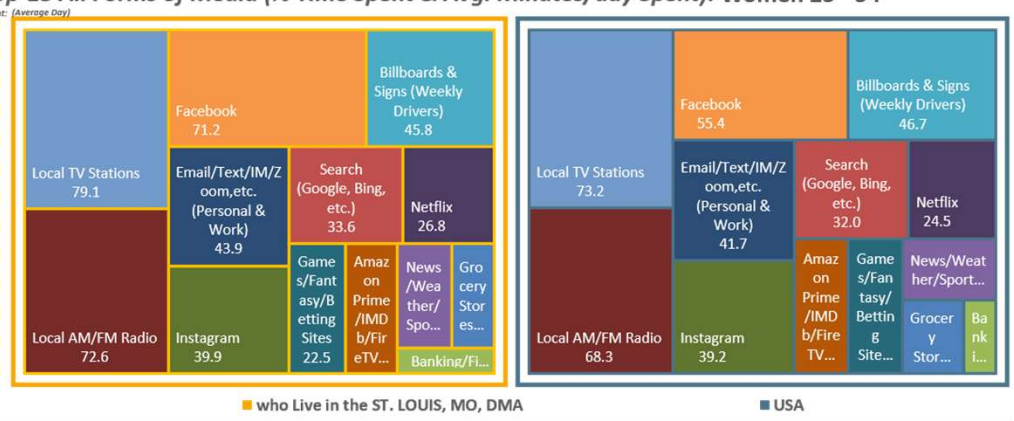
W25-54

Women 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an average of 7 hours and 6 minutes each day with All Forms of Ad-Supported Media. 74.8% listen to Local AM/FM Radio for an avg. of 69.5 minutes/day. *(Local Radio delivers 12.2% of Time with Ad-Supported Media.)*

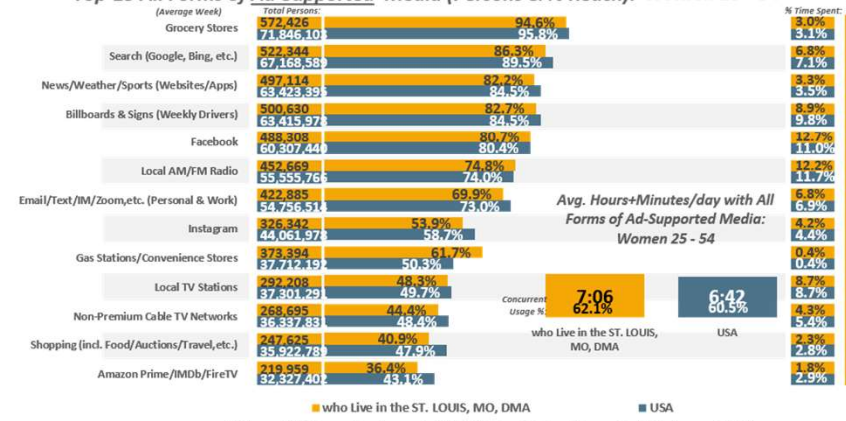
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54



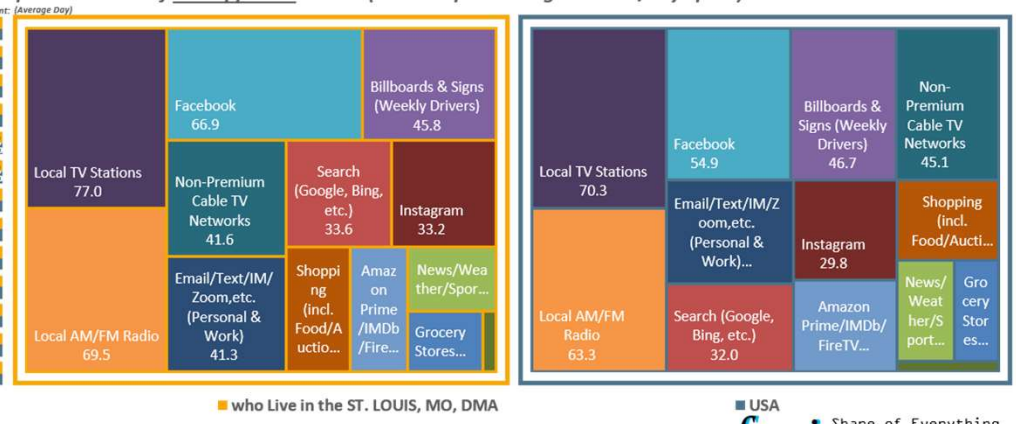
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Women 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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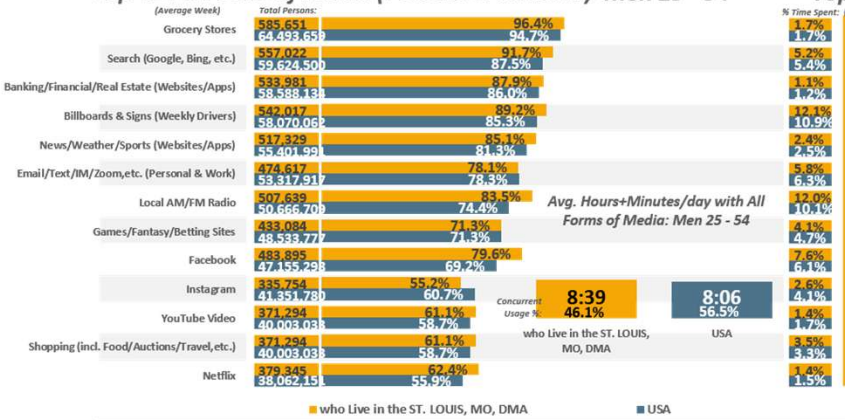
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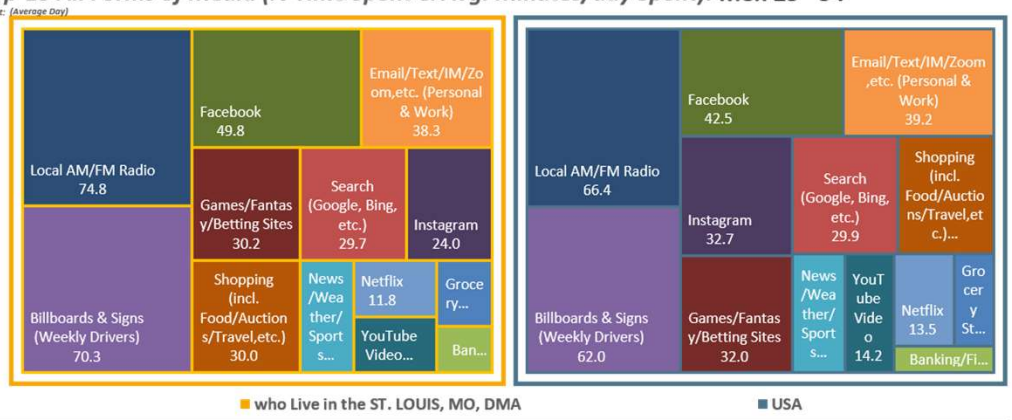
M25-54

Men 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an average of 6 hours and 7 minutes each day with All Forms of Ad-Supported Media. 81.6% listen to Local AM/FM Radio for an avg. of 71.1 minutes/day. *(Local Radio delivers 15.8% of Time with Ad-Supported Media.)*

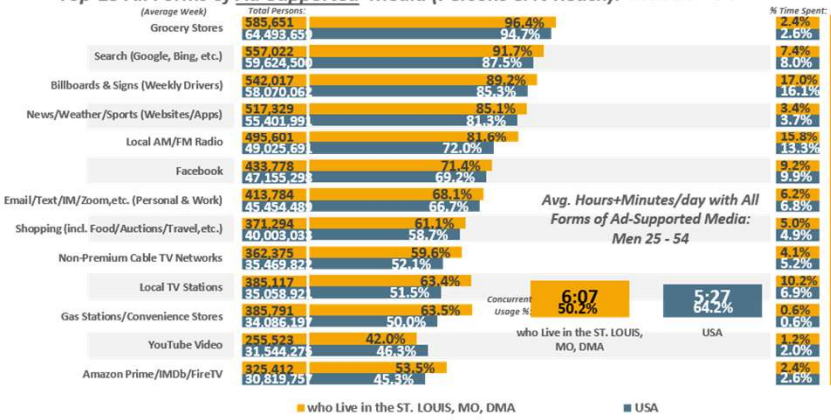
Top-13 All Forms of Media (Persons & % Reach): Men 25 - 54



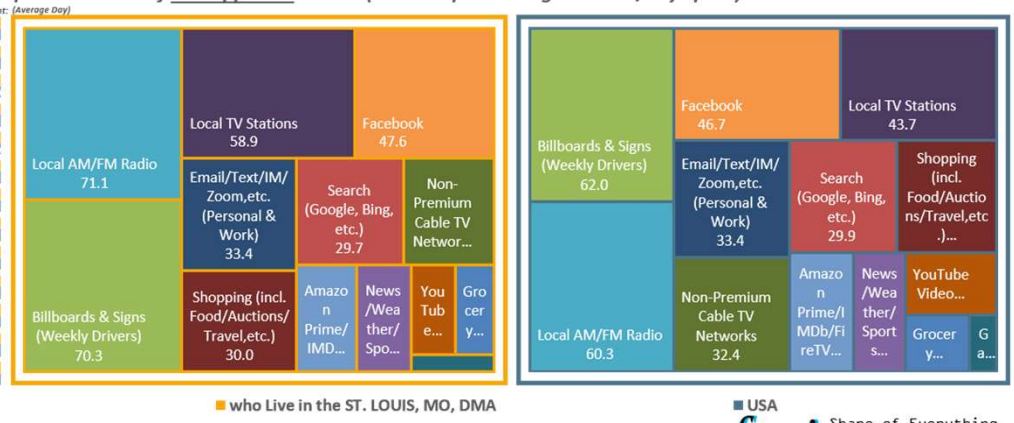
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Men 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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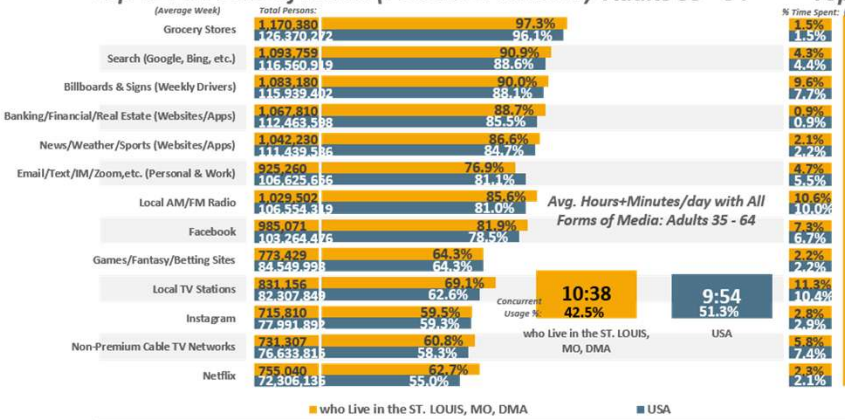
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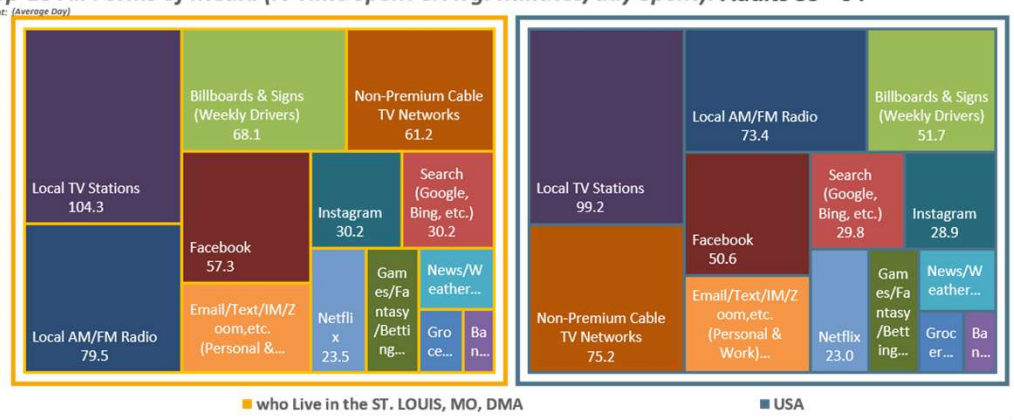
P35-64

Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA spend an average of 7 hours and 38 minutes each day with All Forms of Ad-Supported Media. 82.9% listen to Local AM/FM Radio for an avg. of 75.9 minutes/day. *(Local Radio delivers 13.7% of Time with Ad-Supported Media.)*

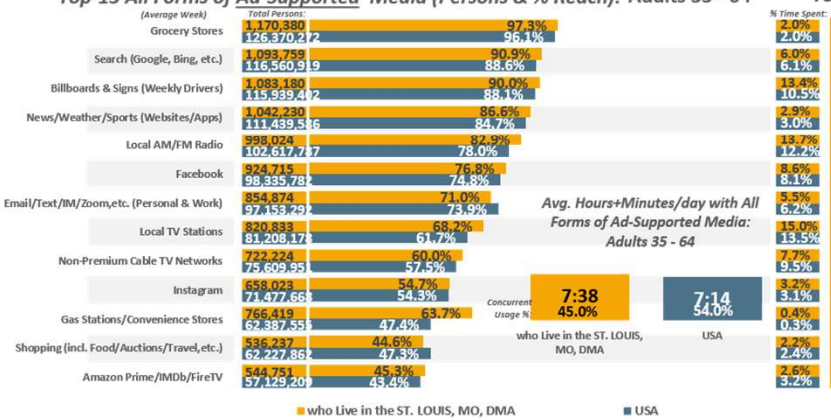
Top-13 All Forms of Media (Persons & % Reach): Adults 35 - 64



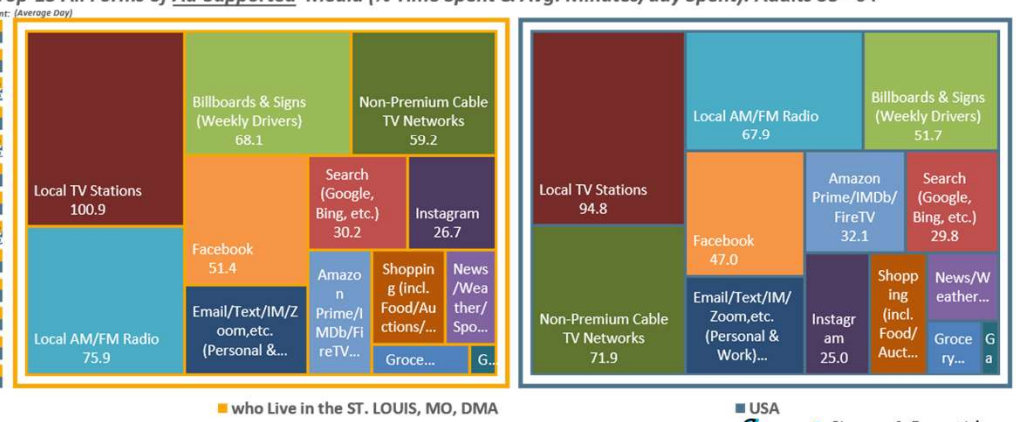
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 35 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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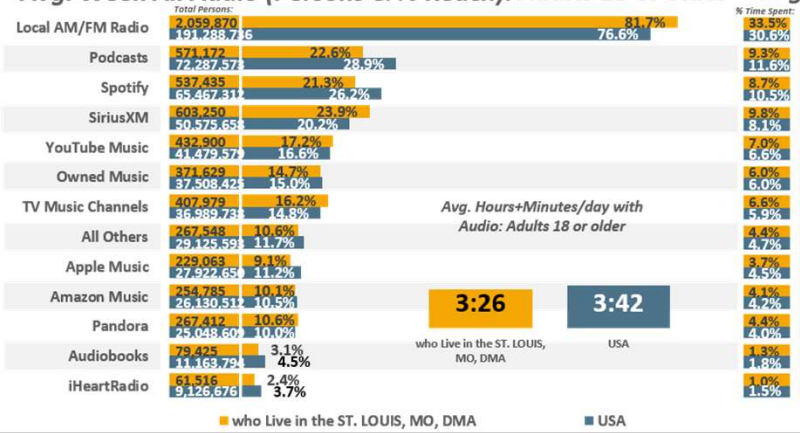
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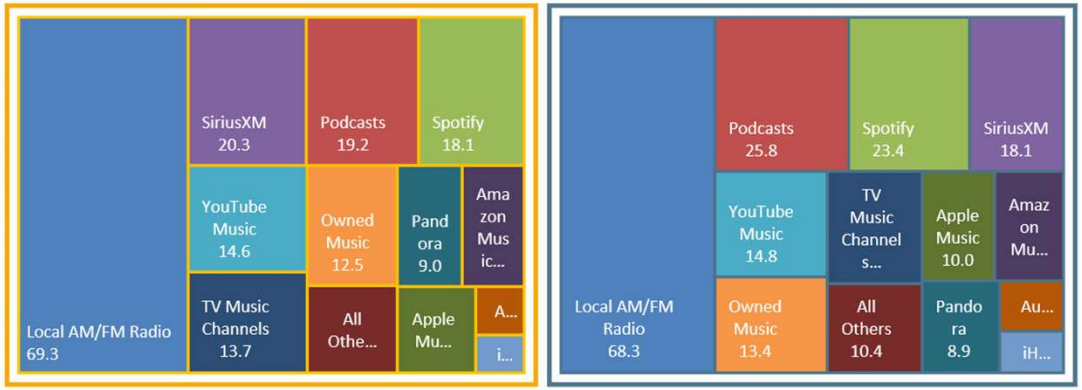
P18+

1,984,156 or 78.7% of Adults 18 or older who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio for an average of 65.1 minutes every day representing 44.4% of all time spent daily with Ad-Supported Audio.

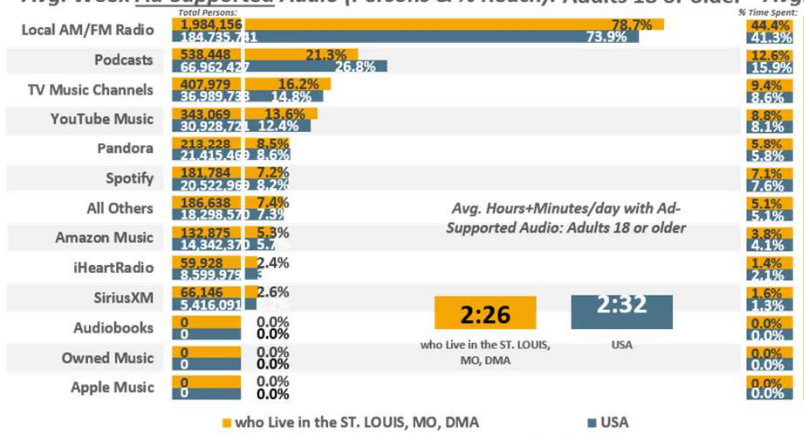
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



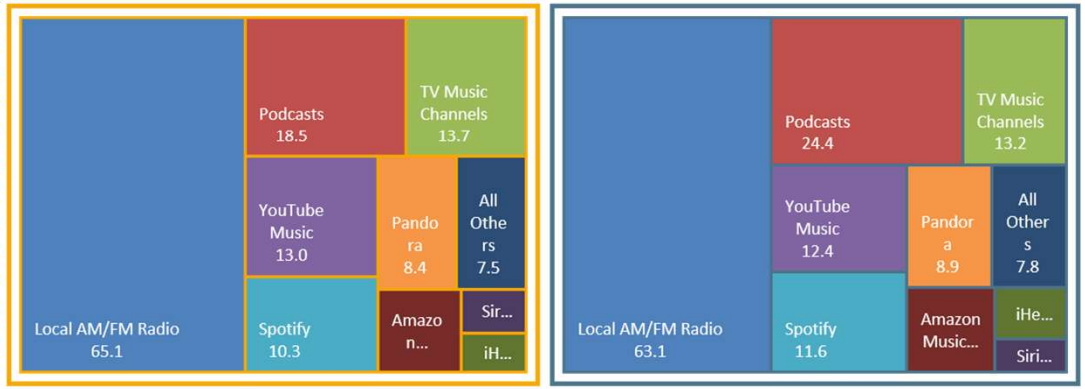
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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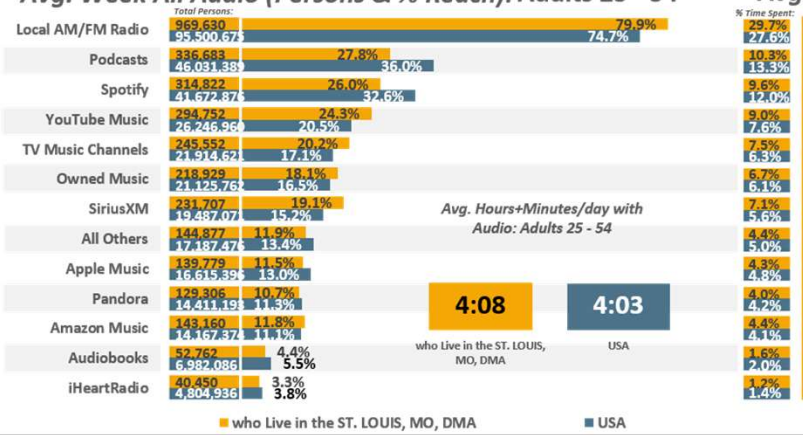
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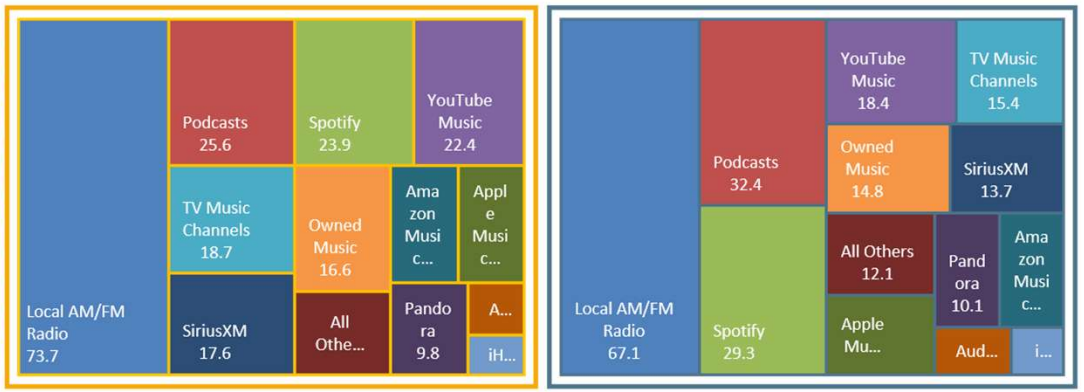
P25-54

948,378 or 78.2% of Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio for an average of 70.3 minutes every day representing 39.4% of all time spent daily with Ad-Supported Audio.

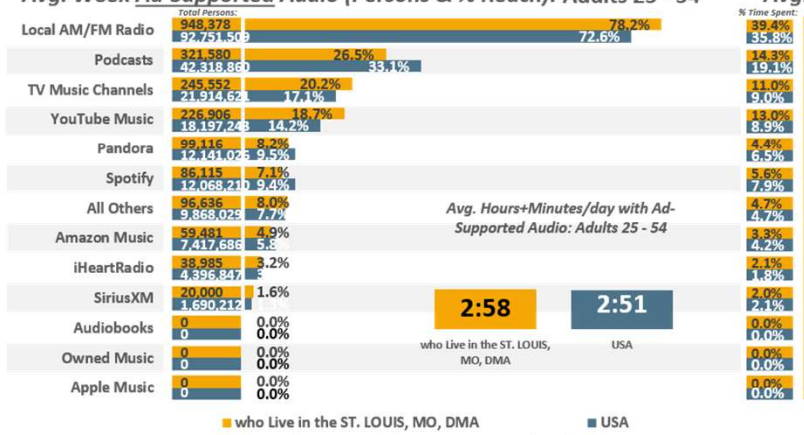
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



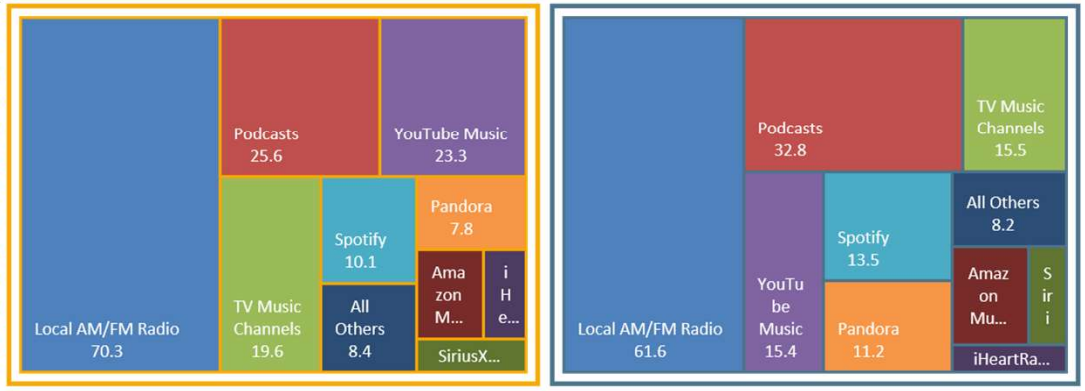
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

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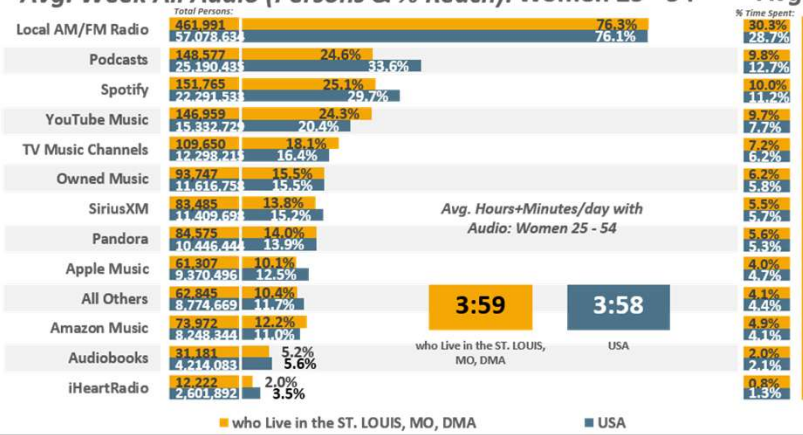
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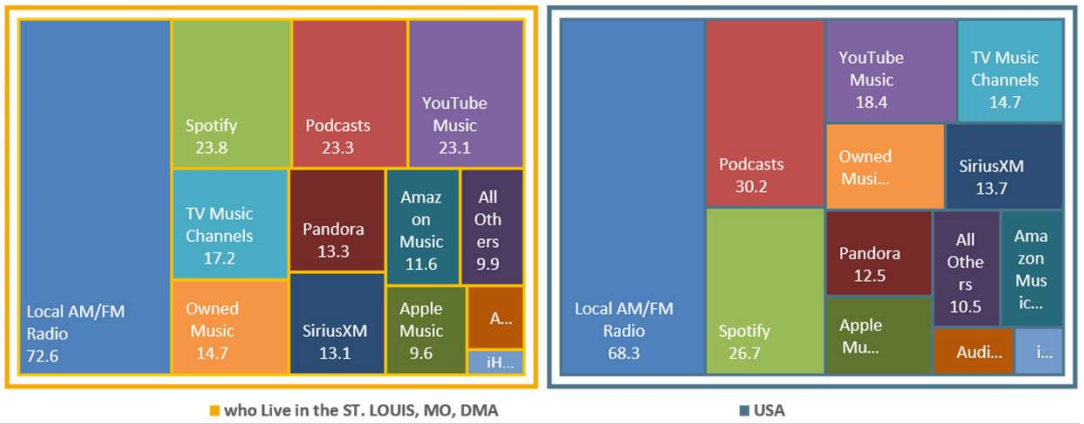
W25-54

452,669 or 74.8% of Women 25 - 54 who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio for an average of 69.5 minutes every day representing 39.% of all time spent daily with Ad-Supported Audio.

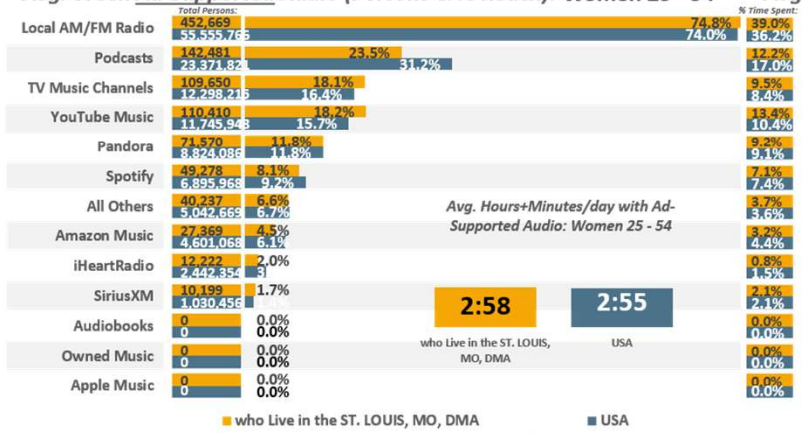
Avg. Week All Audio (Persons & % Reach): Women 25 - 54



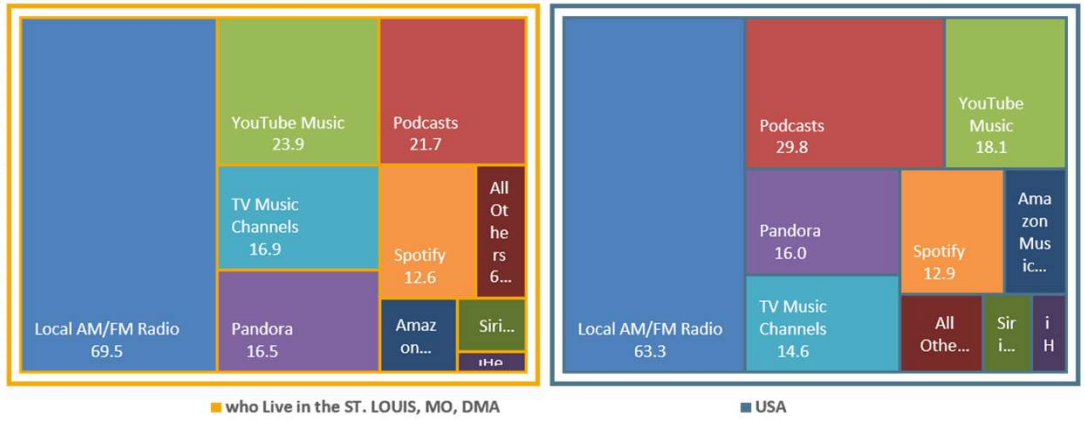
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

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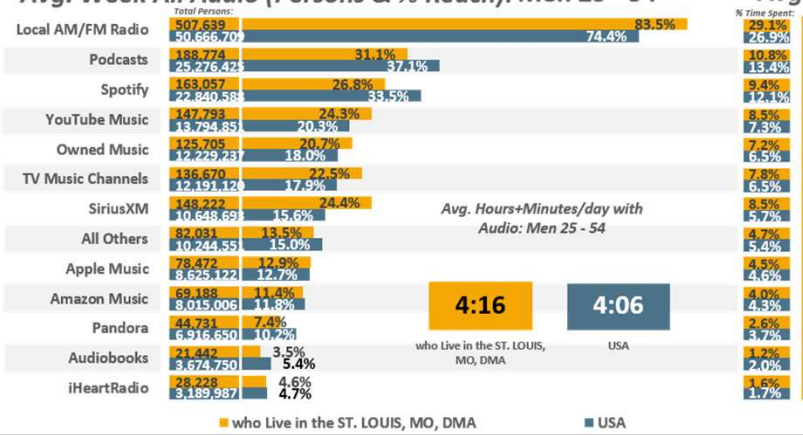
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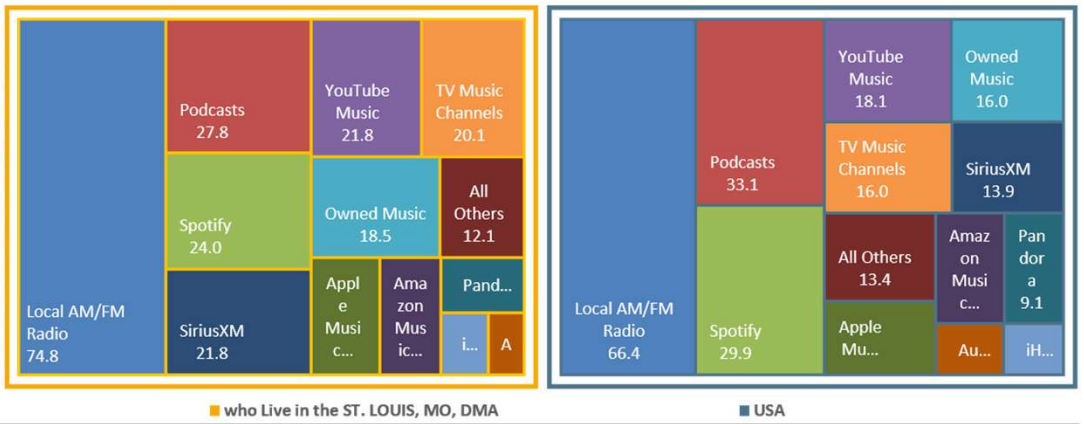
M25-54

495,601 or 81.6% of Men 25 - 54 who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio for an average of 71.1 minutes every day representing 39.1% of all time spent daily with Ad-Supported Audio.

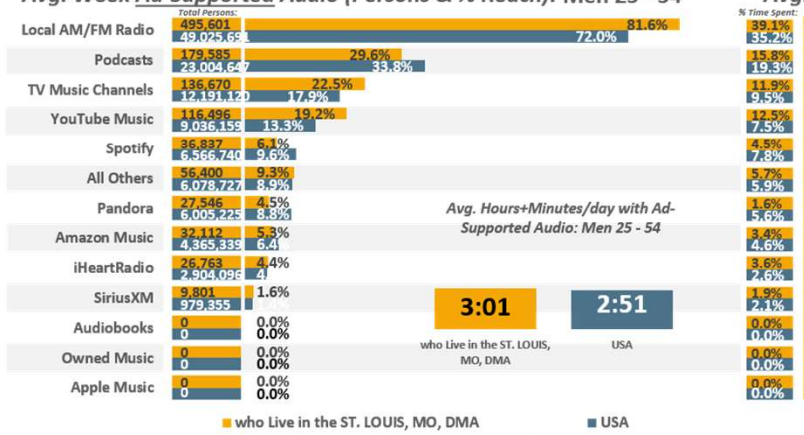
Avg. Week All Audio (Persons & % Reach): Men 25 - 54



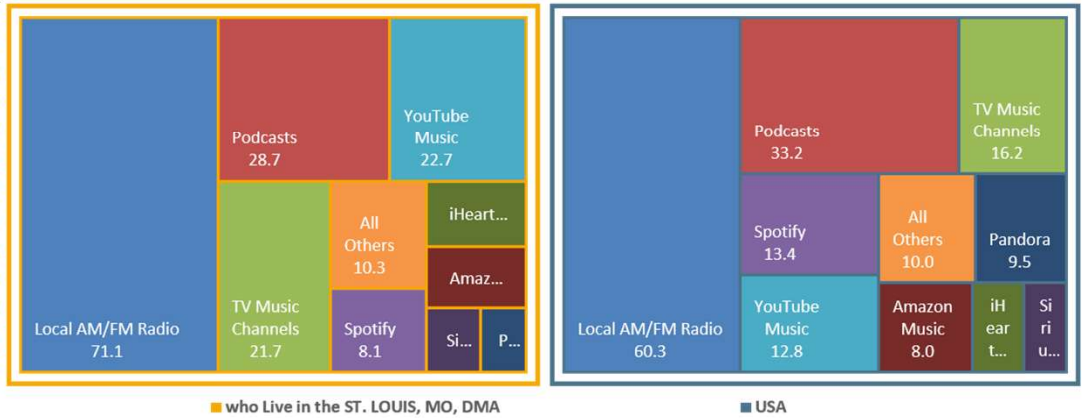
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Men 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

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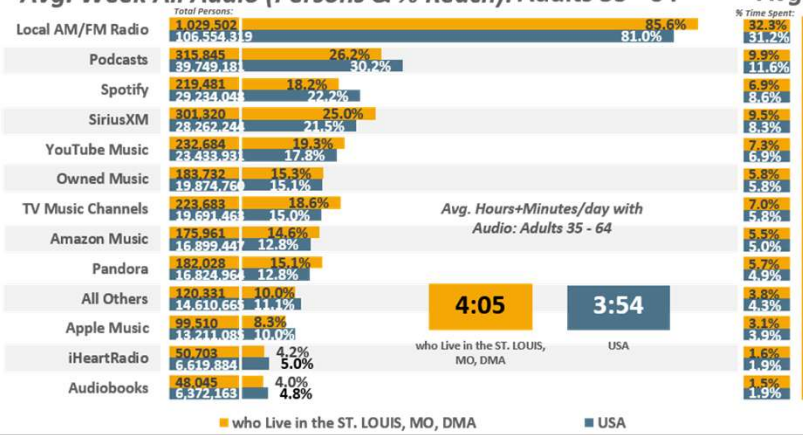
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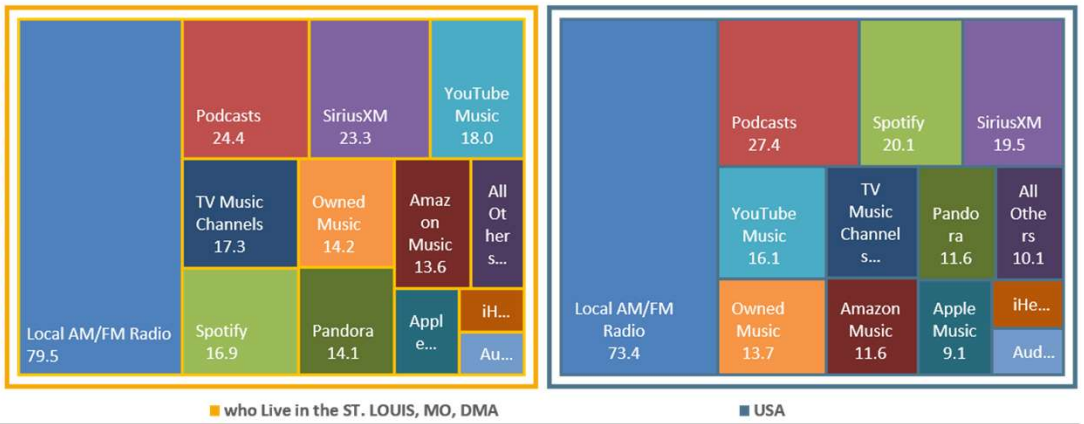
P35-64

998,024 or 82.9% of Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio for an average of 75.9 minutes every day representing 41.2% of all time spent daily with Ad-Supported Audio.

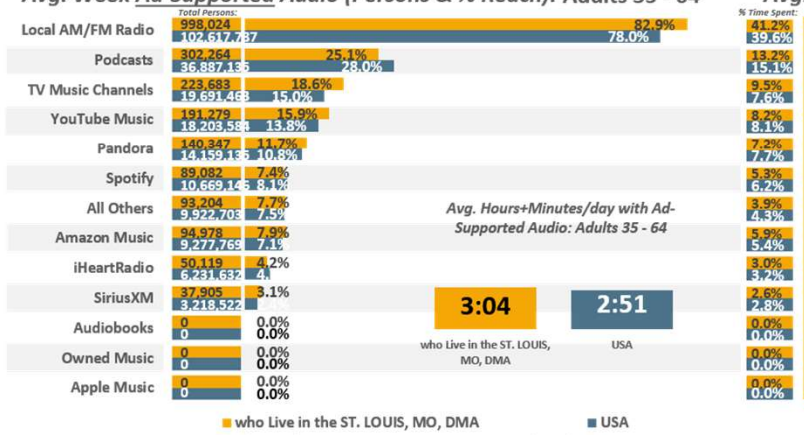
Avg. Week All Audio (Persons & % Reach): Adults 35 - 64



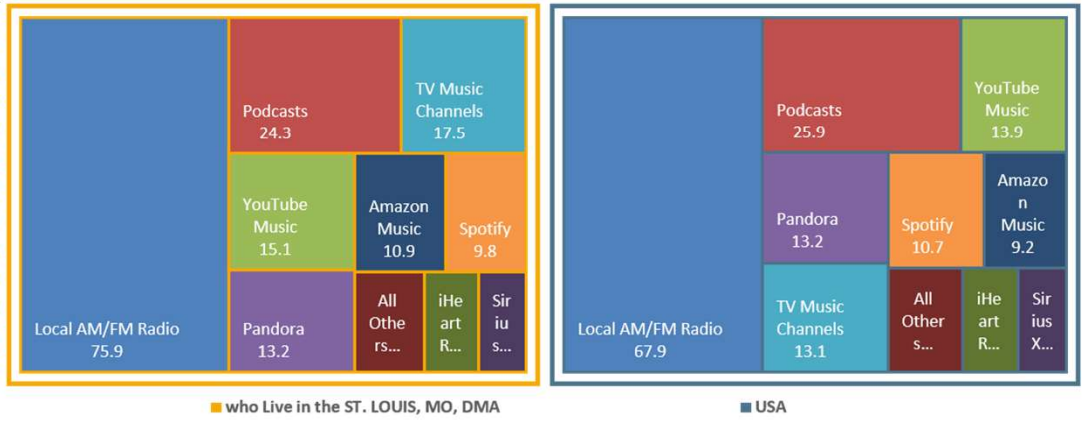
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

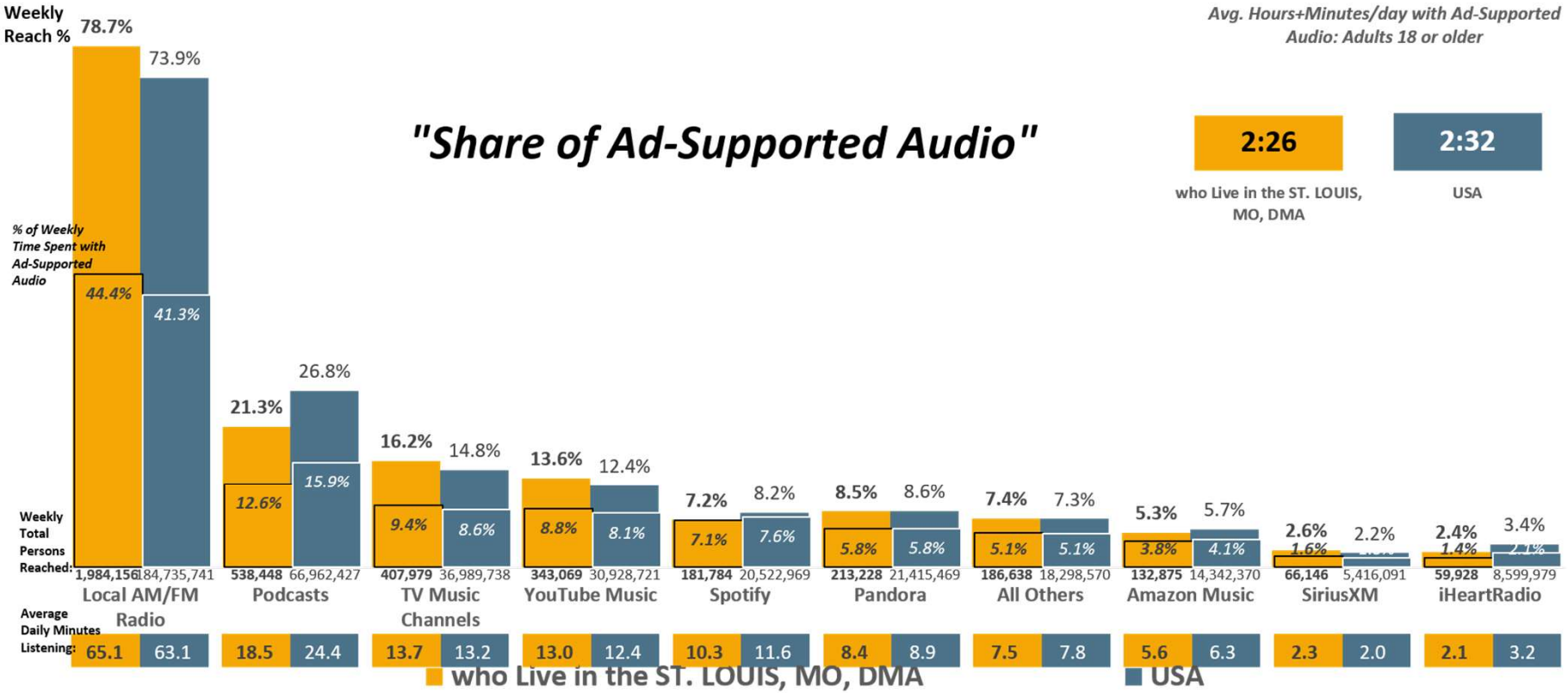
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P18+

1,984,156 or 78.7% of Adults 18 or older who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio for an average of 65.1 minutes every day representing 44.4% of all time spent daily with Ad-Supported Audio.



USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943 Scarborough R2 2026: Feb25-Aug26 USA Projection Scarborough R2 2026: Feb25-Aug26 Qual Intab 24,319

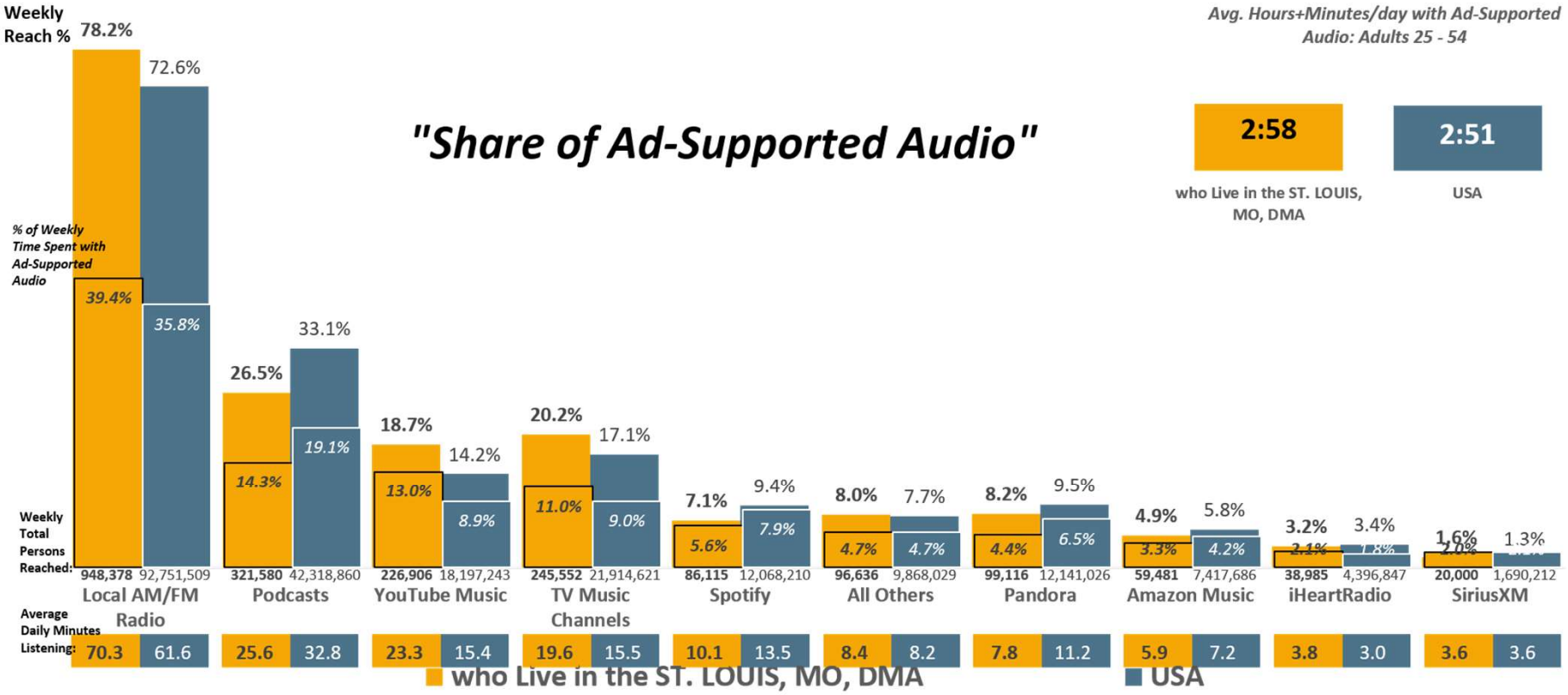
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P25-54

948,378 or 78.2% of Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio for an average of 70.3 minutes every day representing 39.4% of all time spent daily with Ad-Supported Audio.



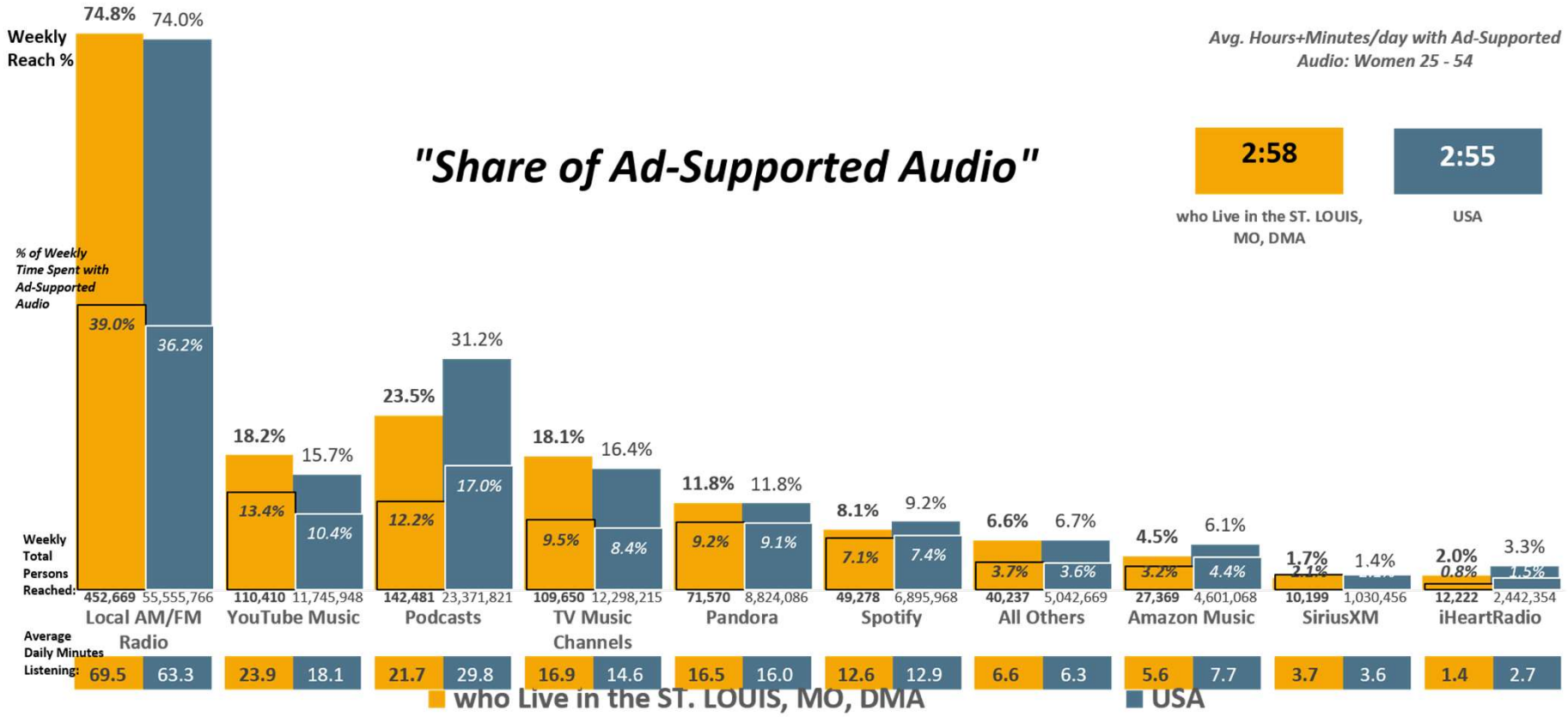
USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943 Scarborough R2 2026: Feb25-Aug26 USA Projection Scarborough R2 2026: Feb25-Aug26 Qual Intab 24,319

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452,669 or 74.8% of Women 25 - 54 who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio for an average of 69.5 minutes every day representing 39.% of all time spent daily with Ad-Supported Audio.



USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943 Scarborough R2 2026: Feb25-Aug26 USA Projection Scarborough R2 2026: Feb25-Aug26 Qual Intab 24,319

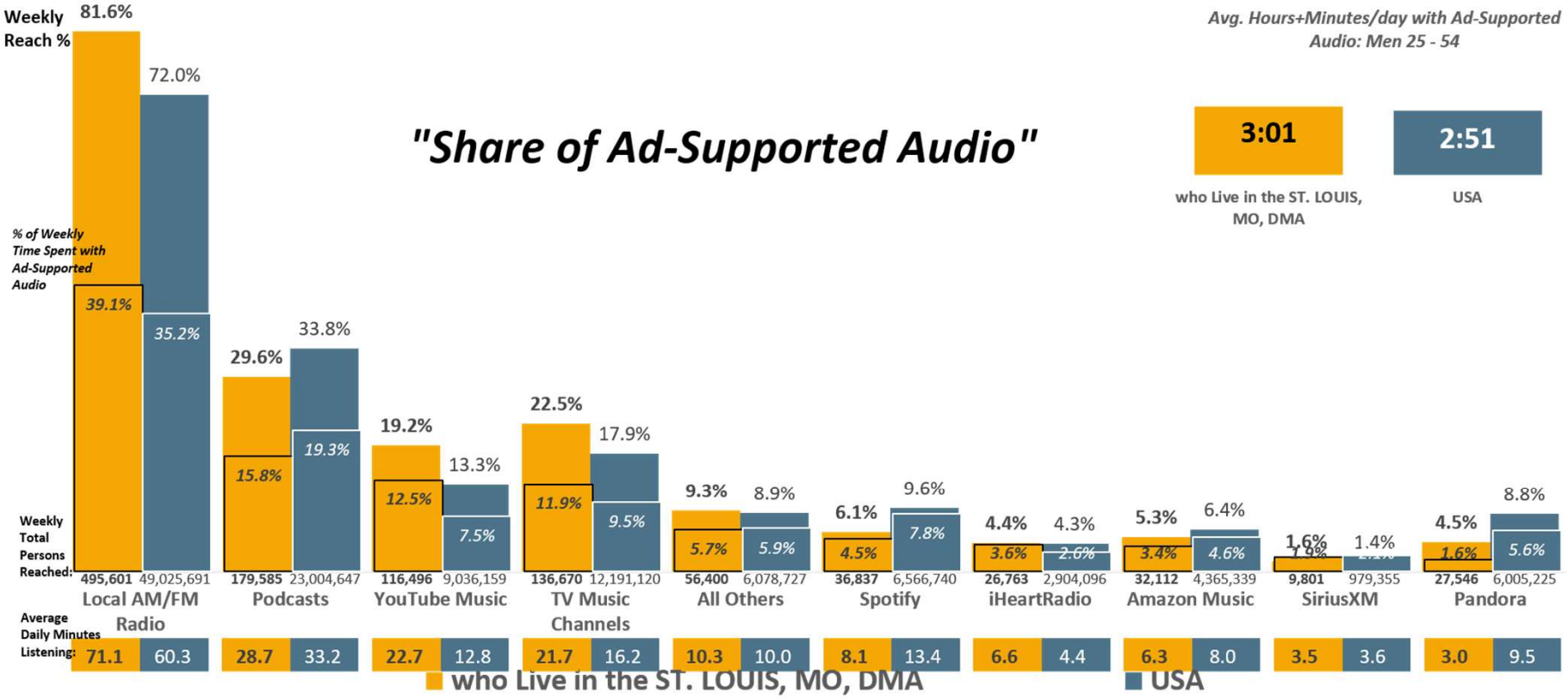
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M25-54

495,601 or 81.6% of Men 25 - 54 who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio for an average of 71.1 minutes every day representing 39.1% of all time spent daily with Ad-Supported Audio.

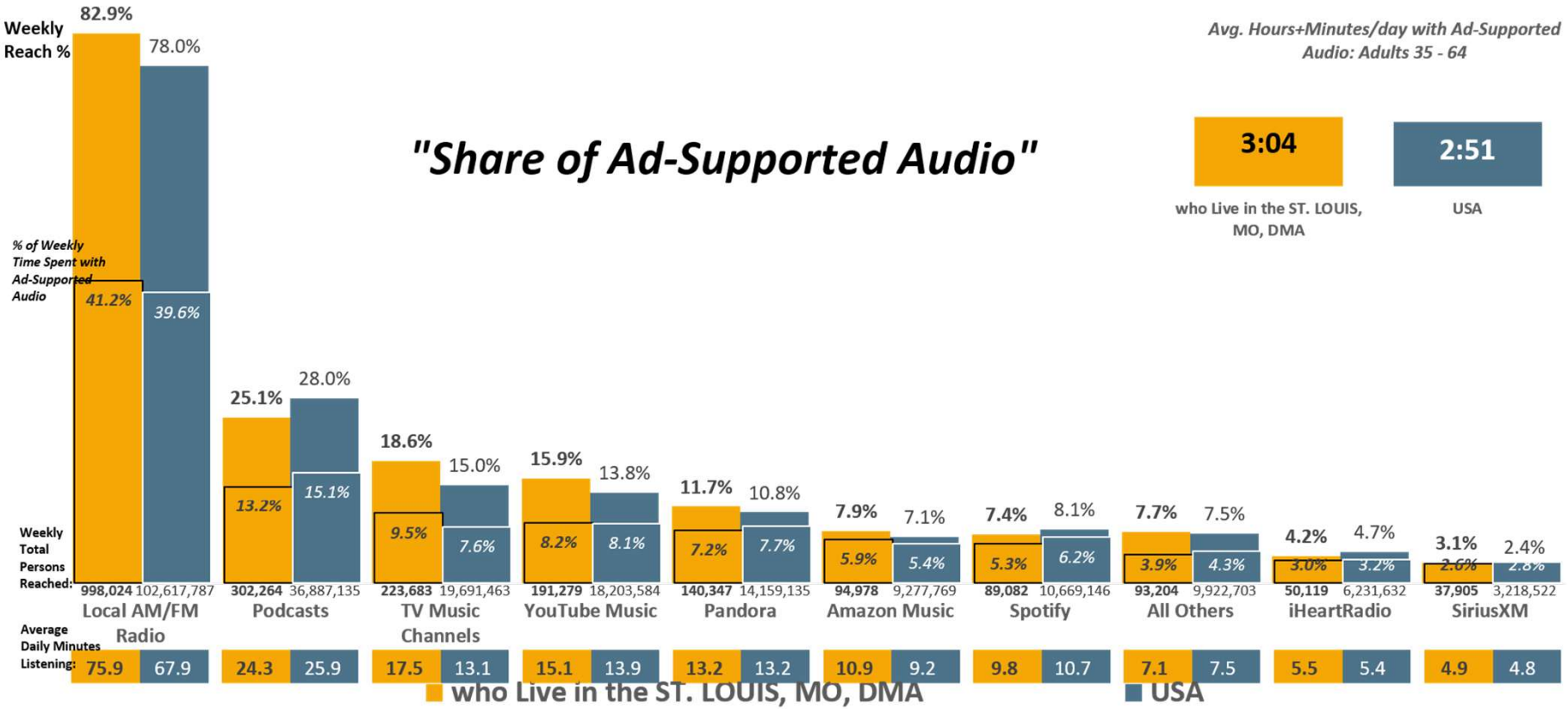


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P35-64

998,024 or 82.9% of Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio for an average of 75.9 minutes every day representing 41.2% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	TV Music Channels	YouTube Music	Pandora	Amazon Music	Spotify	All Others	iHeartRadio	SiriusXM
Weekly Reach % (who Live in the ST. LOUIS, MO, DMA)	82.9%	25.1%	18.6%	15.9%	11.7%	7.9%	7.4%	7.7%	4.2%	3.1%
Weekly Reach % (USA)	78.0%	28.0%	15.0%	13.8%	10.8%	7.1%	8.1%	7.5%	4.7%	2.4%
% of Weekly Time Spent with Ad-Supported Audio (who Live in the ST. LOUIS, MO, DMA)	41.2%	13.2%	9.5%	8.2%	7.2%	5.9%	5.3%	3.9%	3.0%	2.6%
% of Weekly Time Spent with Ad-Supported Audio (USA)	39.6%	15.1%	7.6%	8.1%	7.7%	5.4%	6.2%	4.3%	3.2%	2.8%
Weekly Total Persons Reached: (who Live in the ST. LOUIS, MO, DMA)	998,024	302,264	223,683	191,279	140,347	94,978	89,082	93,204	50,119	37,905
Weekly Total Persons Reached: (USA)	102,617,787	36,887,135	19,691,463	18,203,584	14,159,135	9,277,769	10,669,146	9,922,703	6,231,632	3,218,522
Average Daily Minutes Listening: (who Live in the ST. LOUIS, MO, DMA)	75.9	24.3	17.5	15.1	13.2	10.9	9.8	7.1	5.5	4.9
Average Daily Minutes Listening: (USA)	67.9	25.9	13.1	13.9	13.2	9.2	10.7	7.5	5.4	4.8

USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943 Scarborough R2 2026: Feb25-Aug26 USA Projection Scarborough R2 2026: Feb25-Aug26 Qual Intab 24,319

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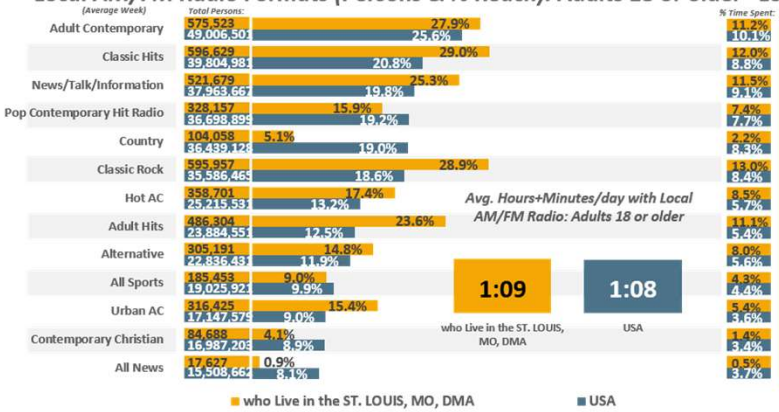
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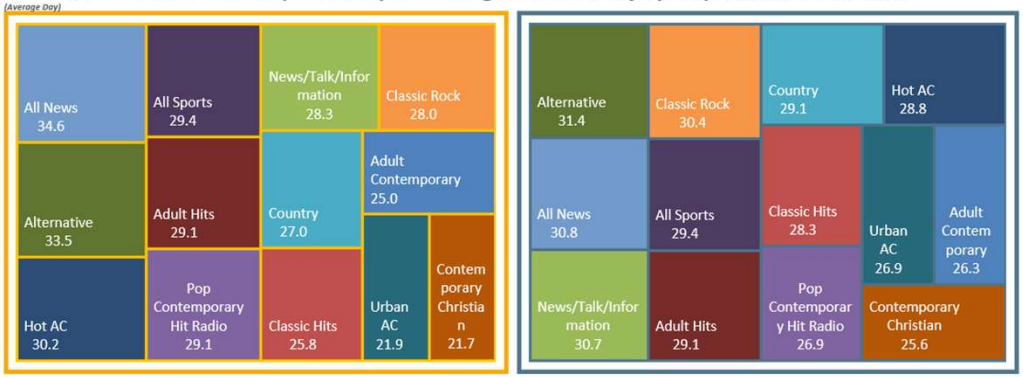
P18+

1,984,156 or 78.7% of Adults 18 or older who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Classic Rock, Adult Contemporary, Adult Hits, and News/Talk/Information.

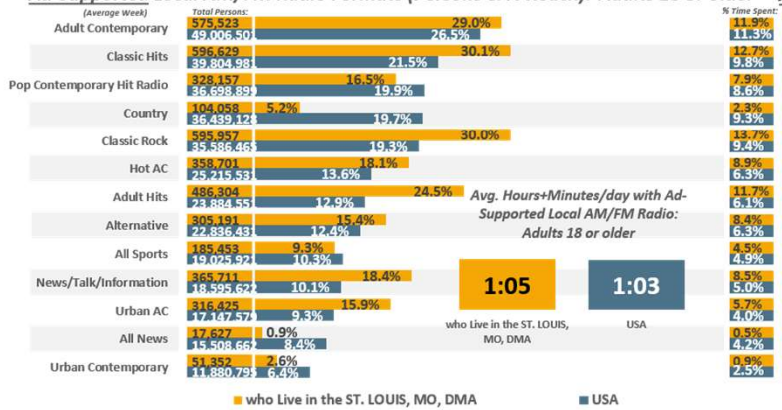
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



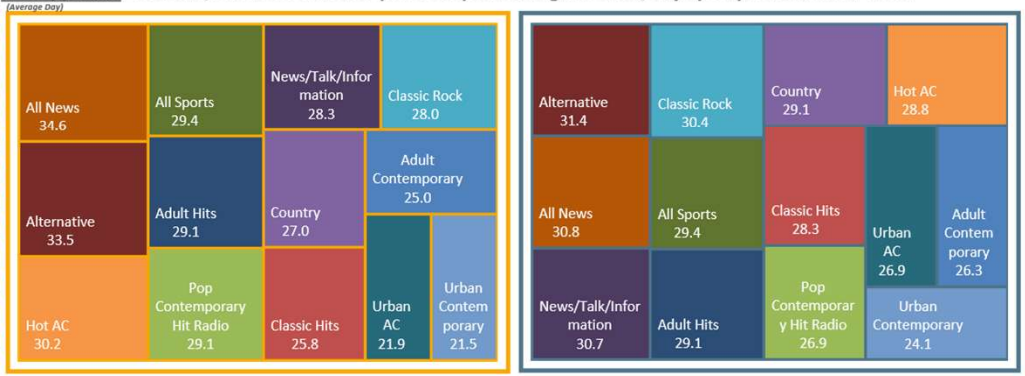
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

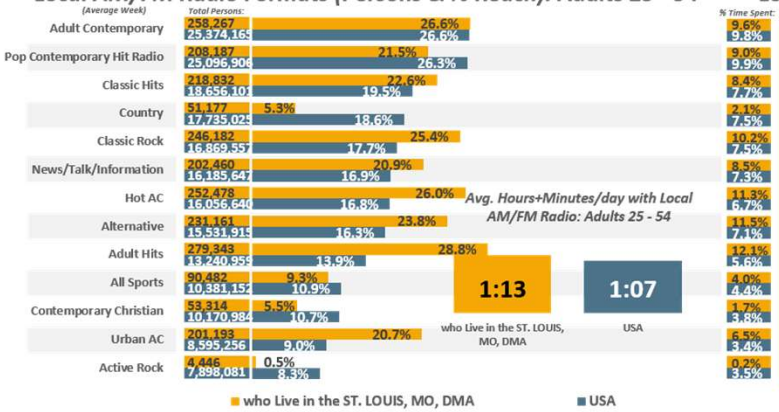
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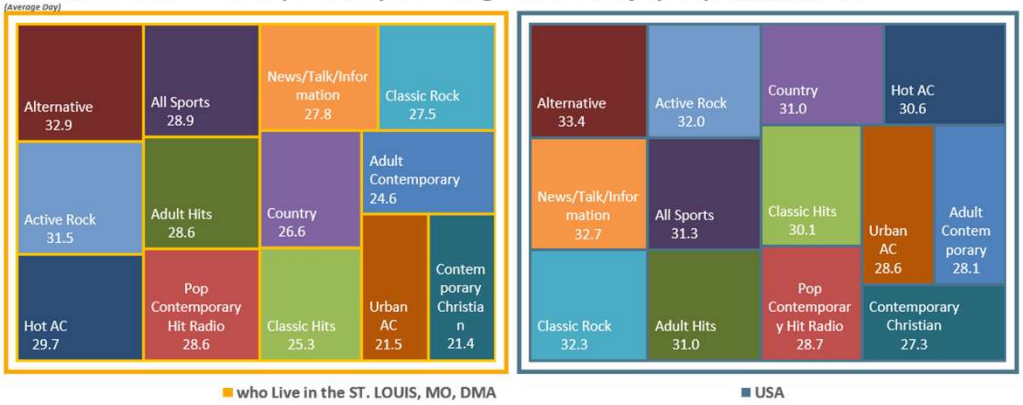


948,378 or 78.2% of Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Hits, Adult Contemporary, Hot AC, Classic Rock, and Alternative.

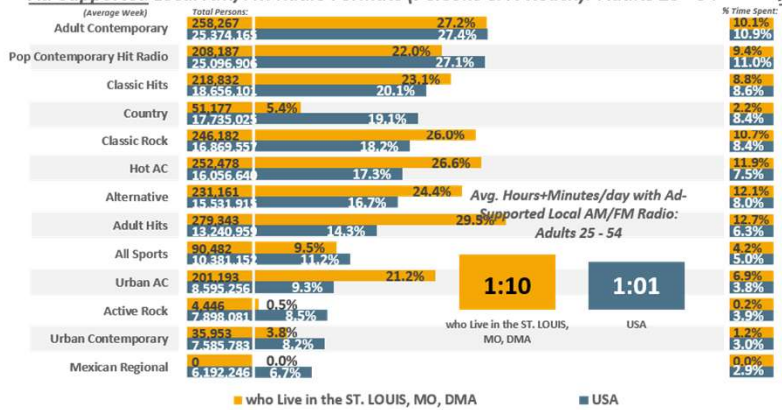
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



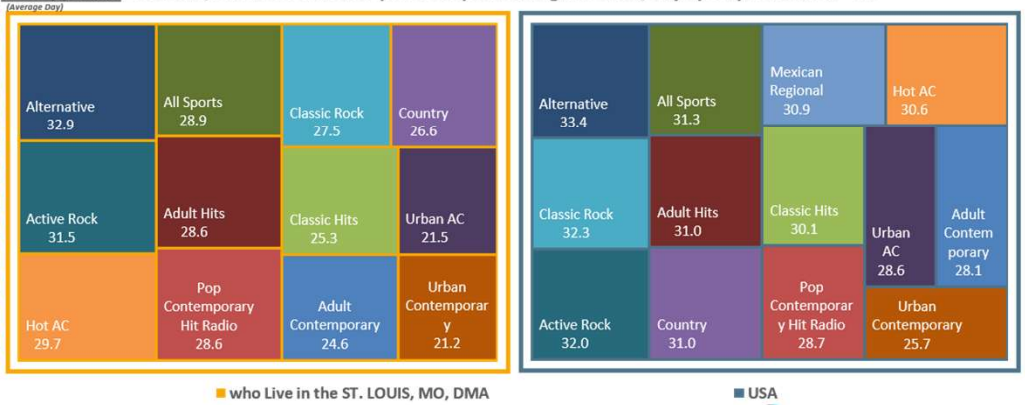
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



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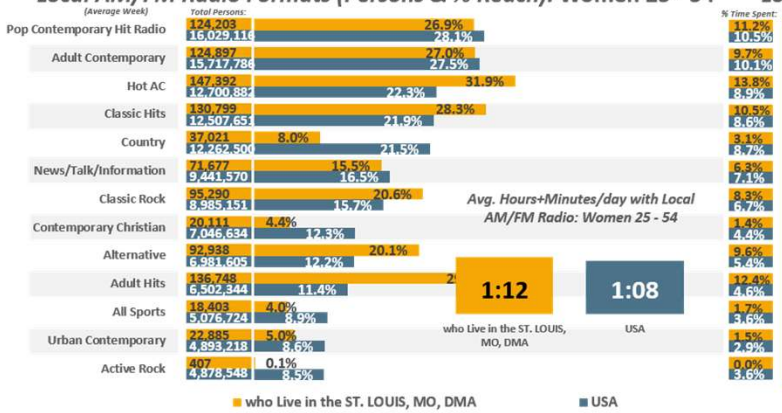
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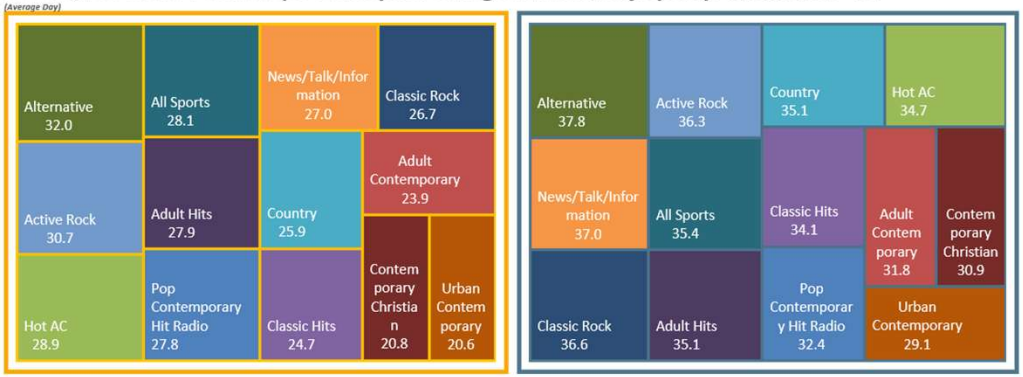


452,669 or 74.8% of Women 25 - 54 who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Adult Hits, Classic Hits, Adult Contemporary, and Pop Contemporary Hit Radio.

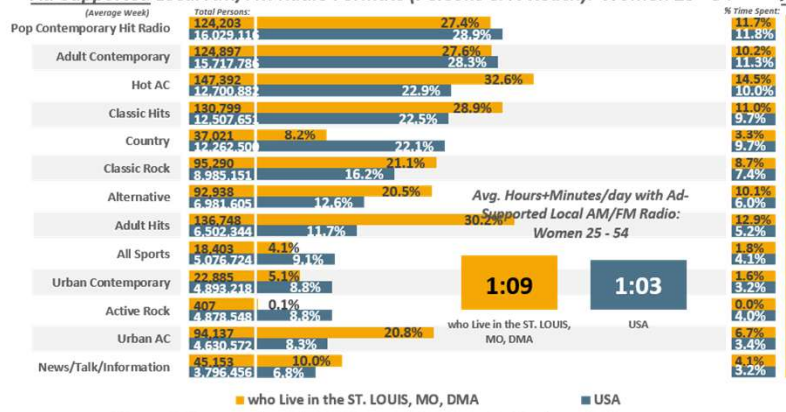
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



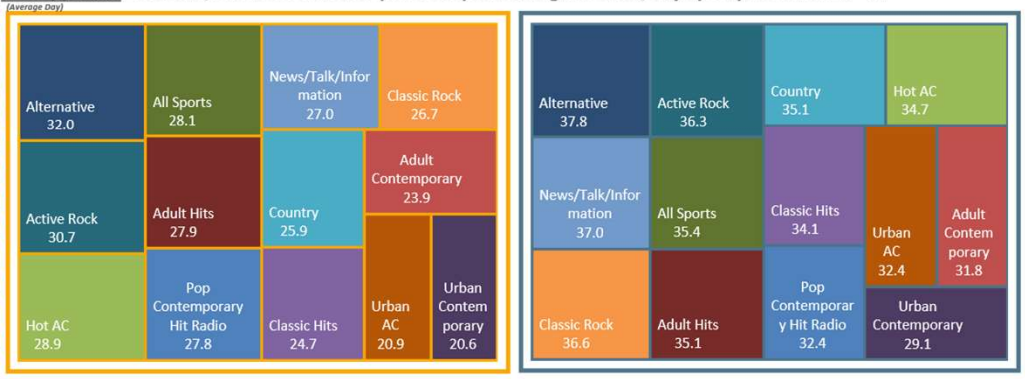
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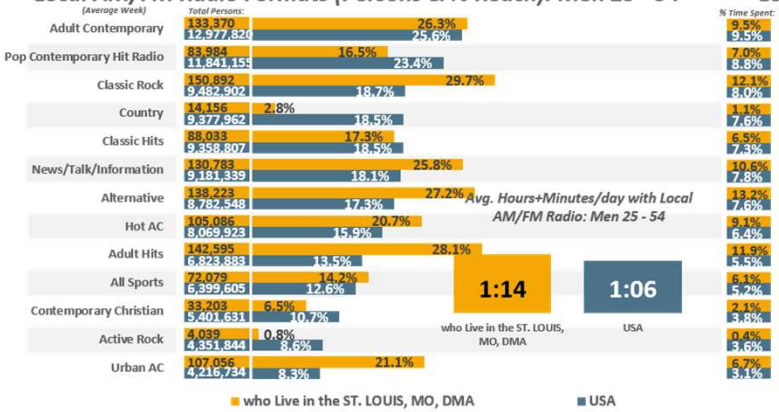
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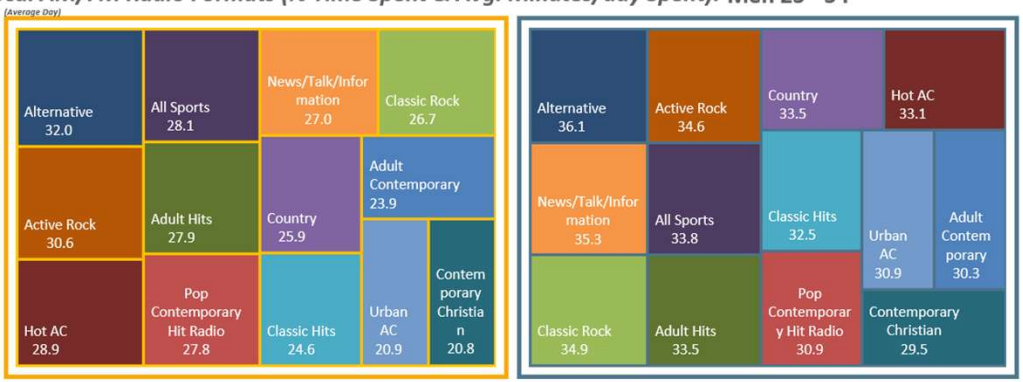


495,601 or 81.6% of Men 25 - 54 who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Adult Hits, Alternative, Adult Contemporary, and Urban AC.

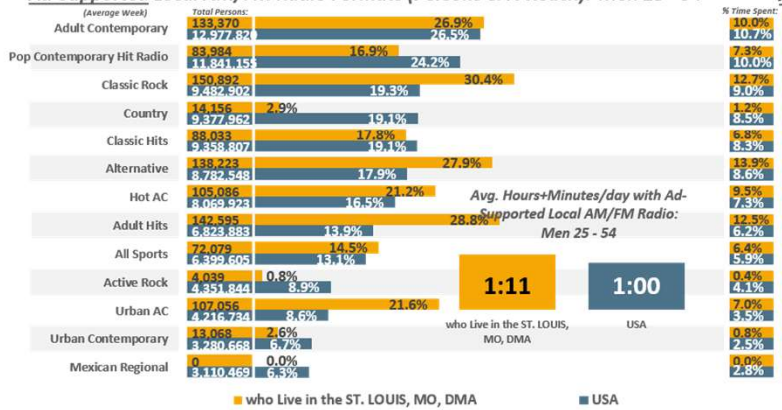
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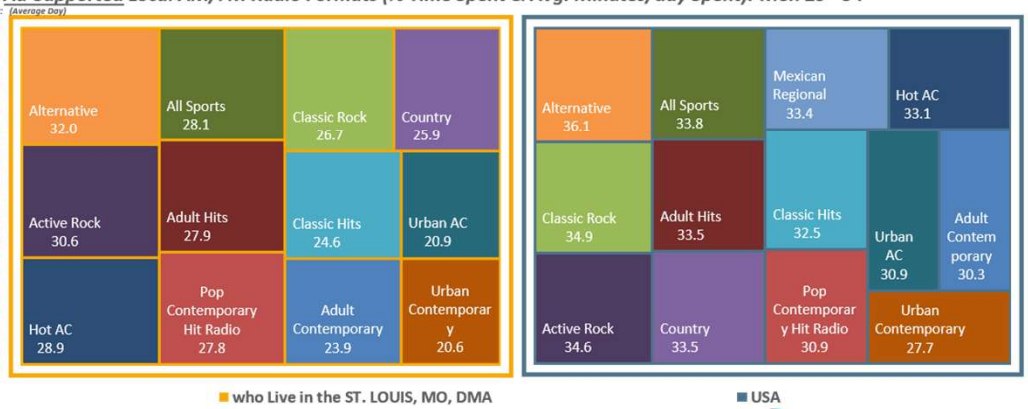
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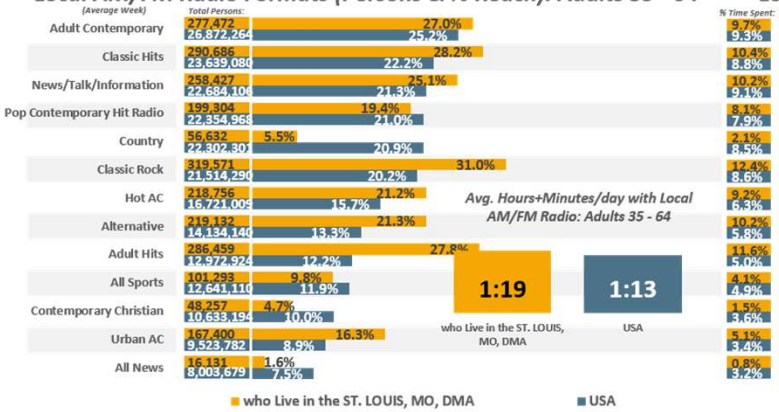
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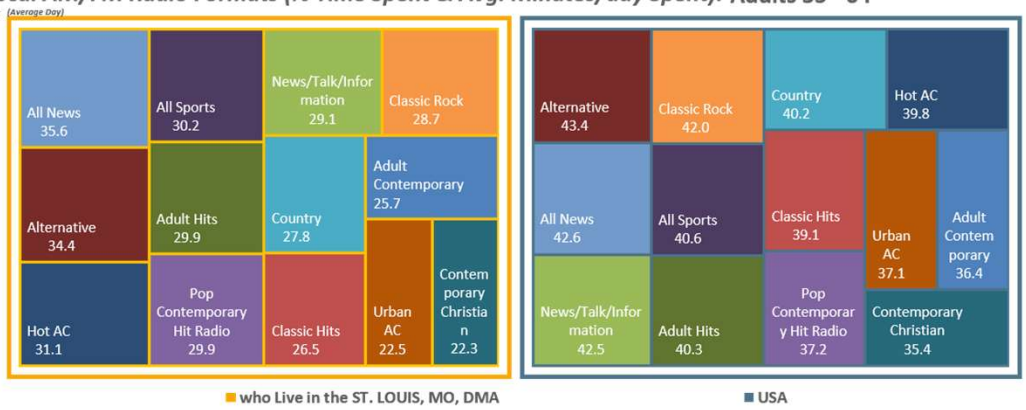


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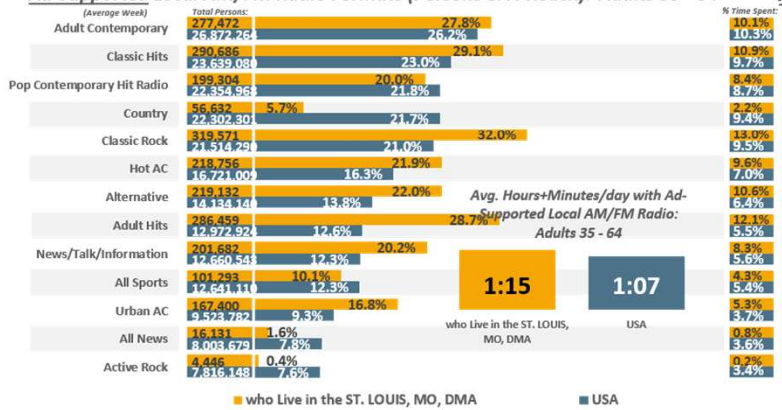
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



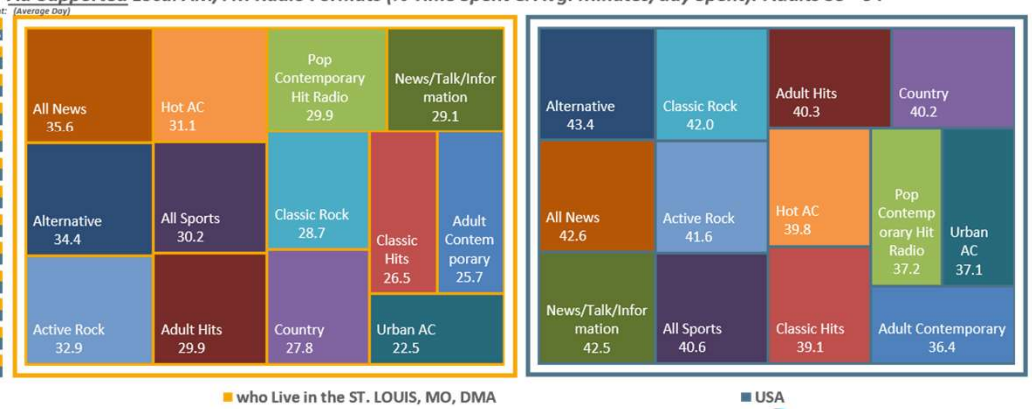
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

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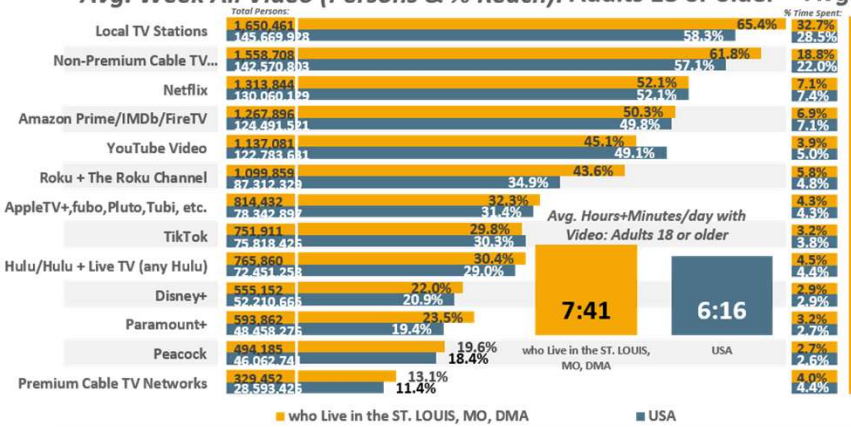
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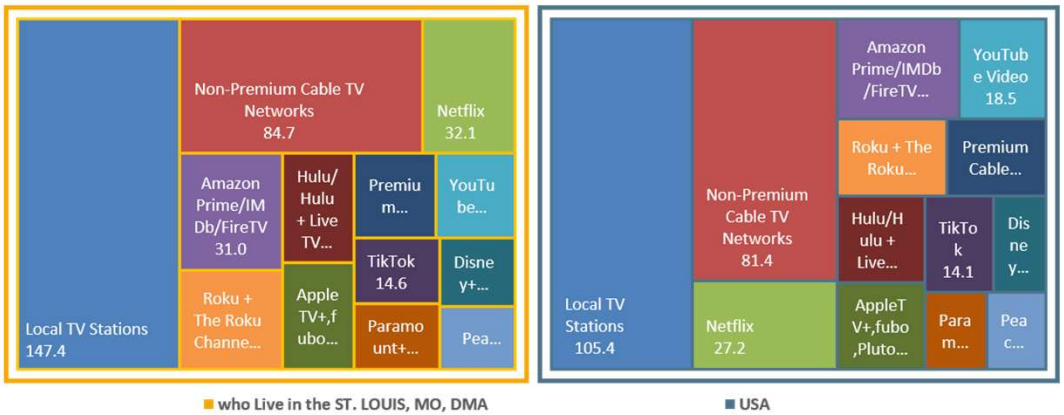
P18+

1,628,219 or 64.6% of Adults 18 or older who Live in the ST. LOUIS, MO, DMA watch Ad-Supported Local TV Stations for an average of 140.5 minutes every day representing 37.8% of all time spent daily with Ad-Supported Video.

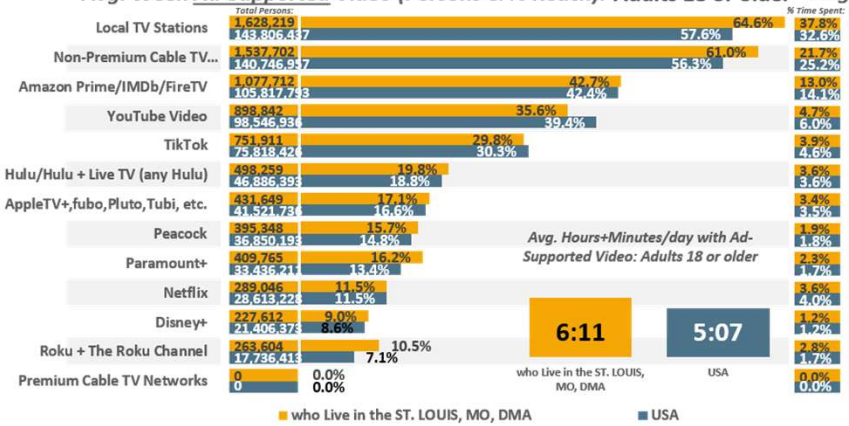
Avg. Week All Video (Persons & % Reach): Adults 18 or older



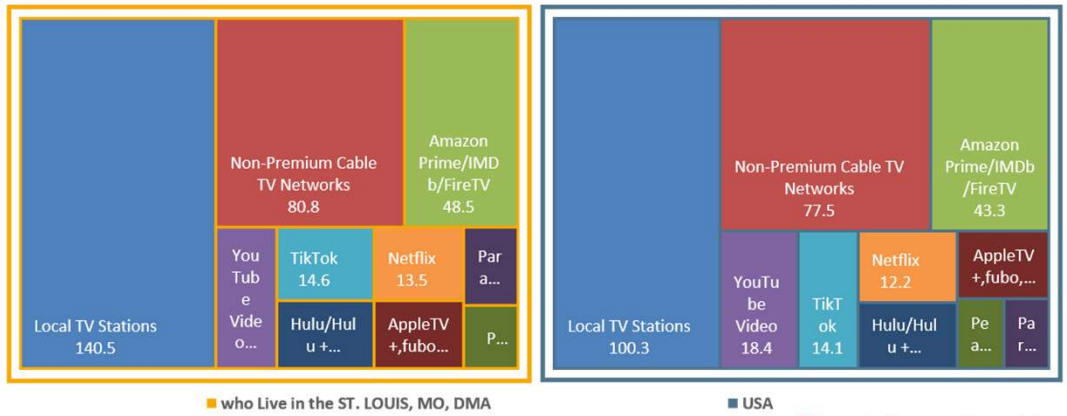
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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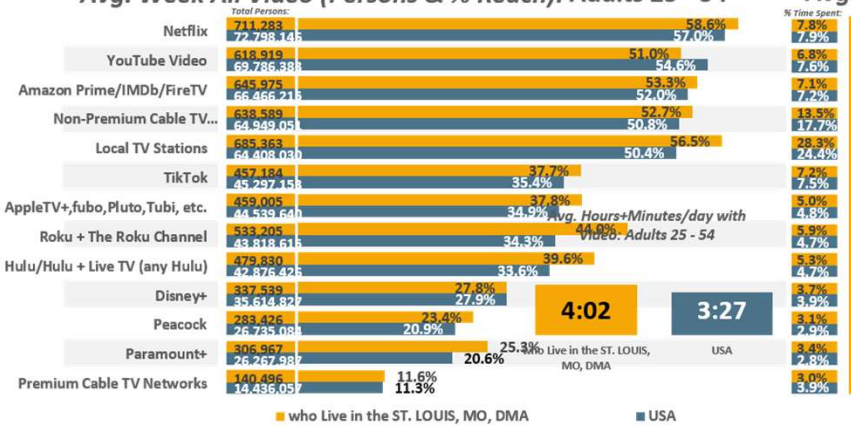
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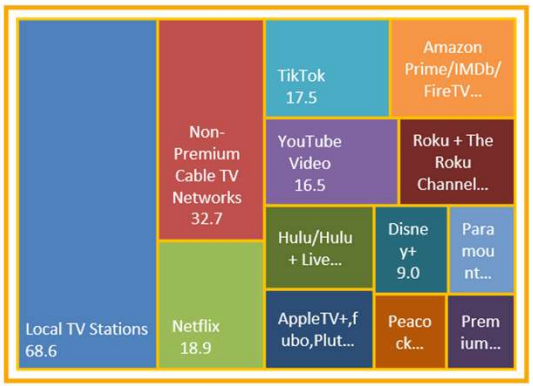
P25-54

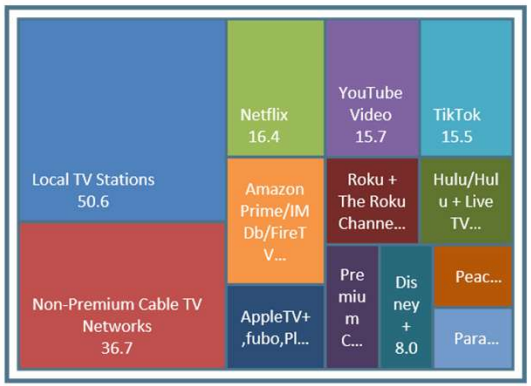
677,750 or 55.9% of Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA watch Ad-Supported Local TV Stations for an average of 66.7 minutes every day representing 35.3% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 25 - 54



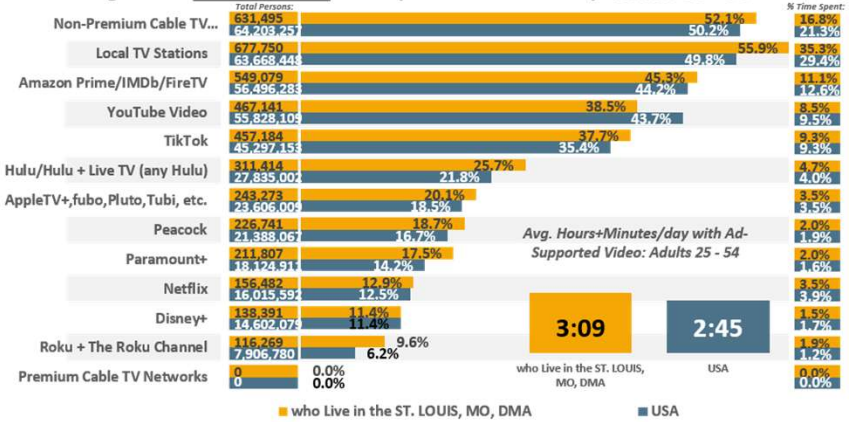
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



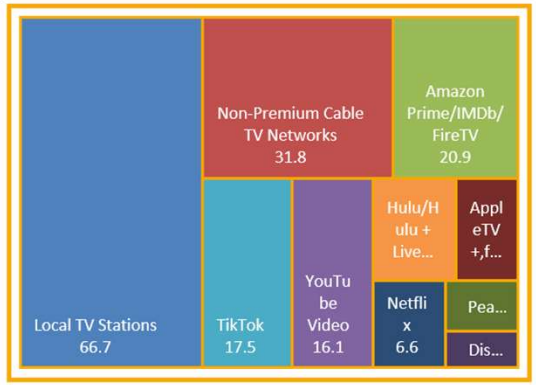


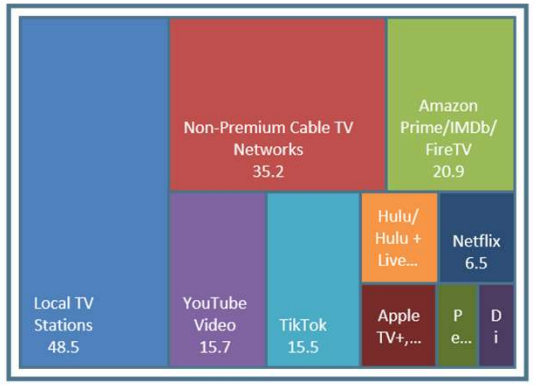
who Live in the ST. LOUIS, MO, DMA ■ USA

Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54





who Live in the ST. LOUIS, MO, DMA ■ USA

USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

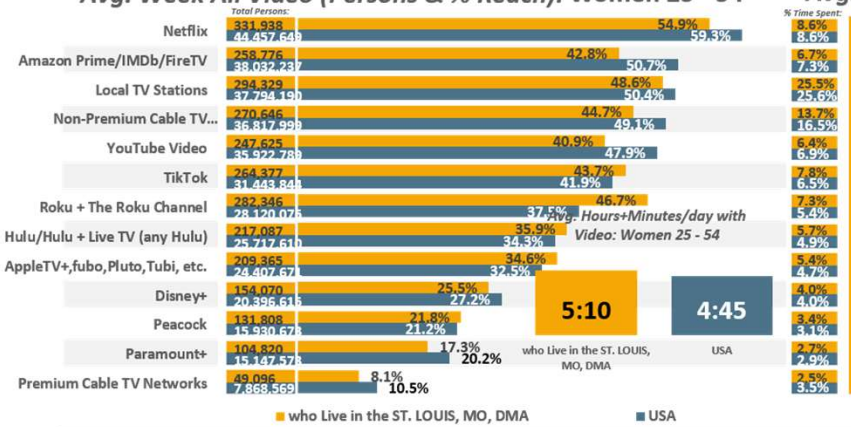
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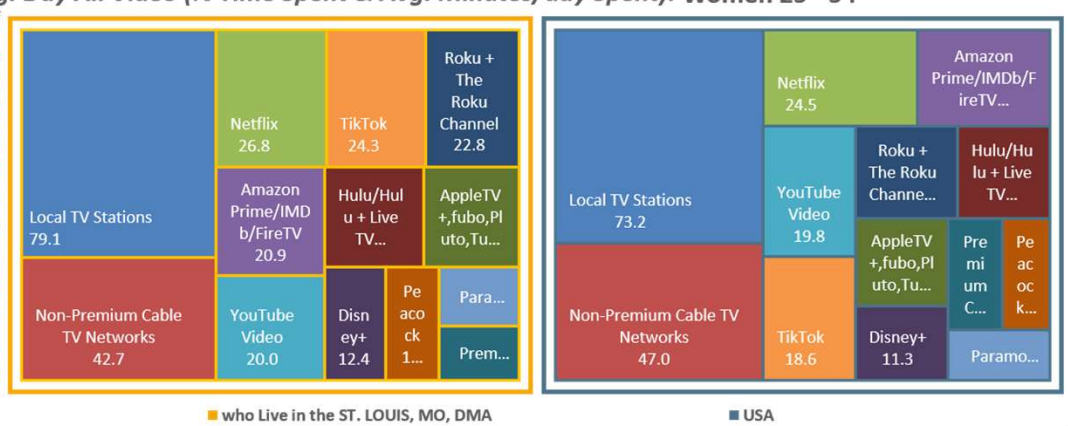


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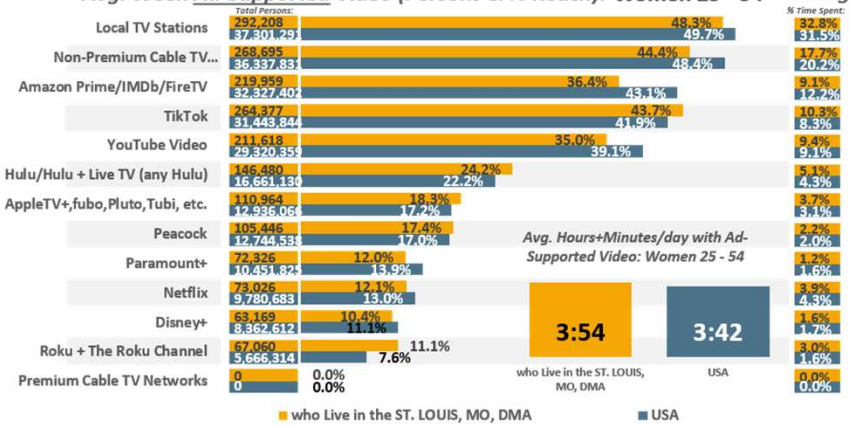
Avg. Week All Video (Persons & % Reach): Women 25 - 54



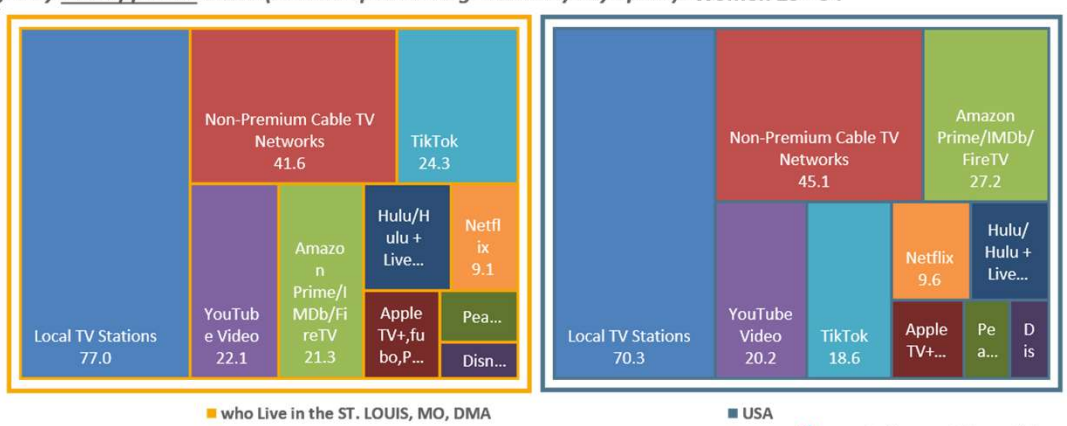
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

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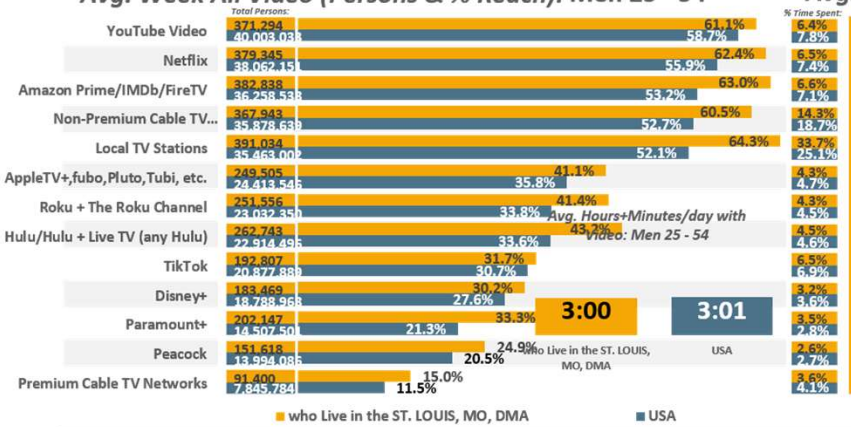
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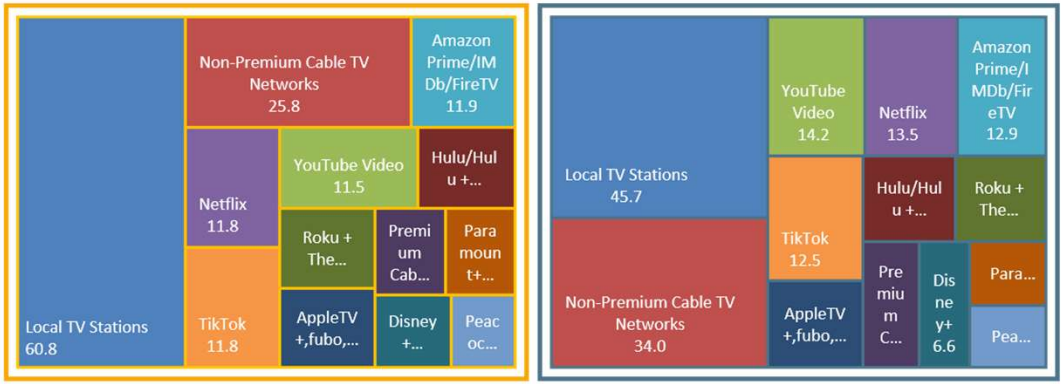
M25-54

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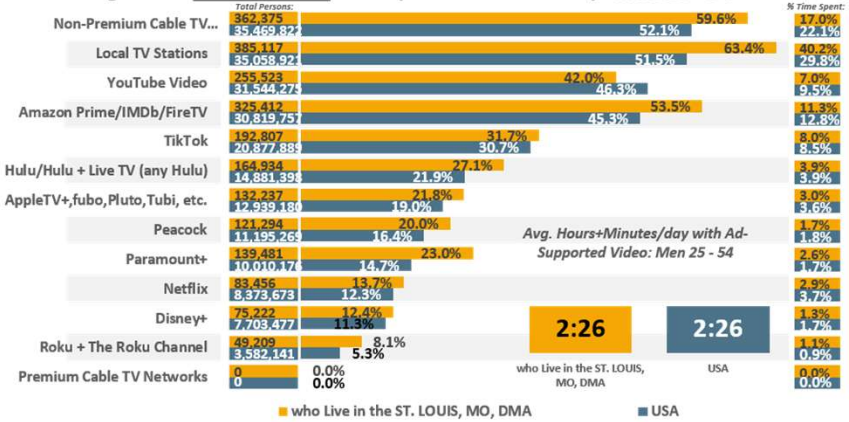
Avg. Week All Video (Persons & % Reach): Men 25 - 54



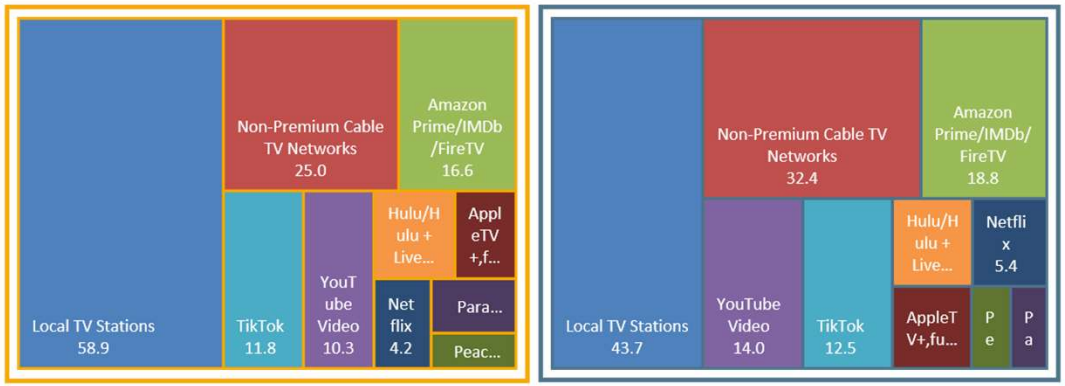
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Men 25 - 54



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USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

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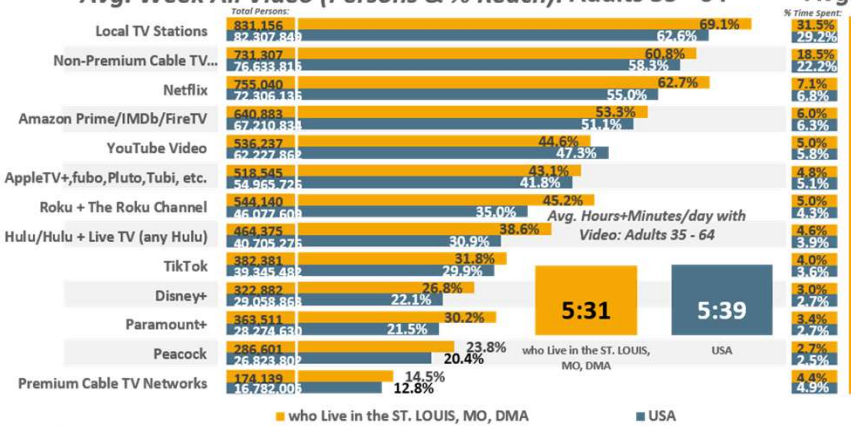
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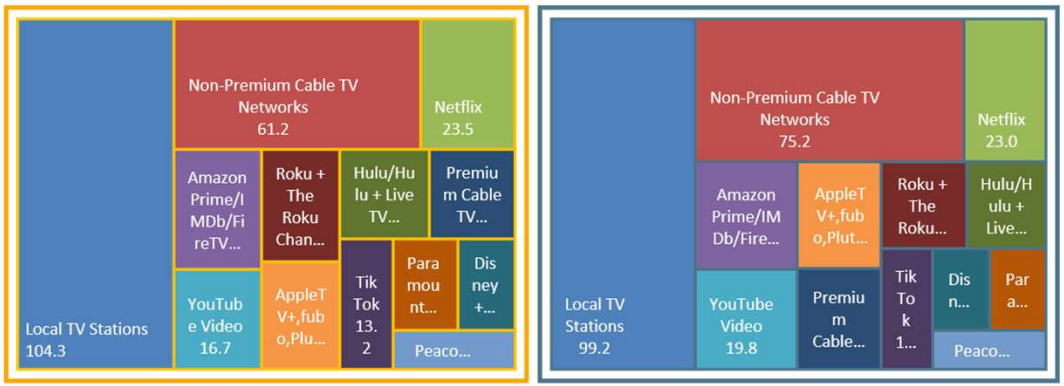
P35-64

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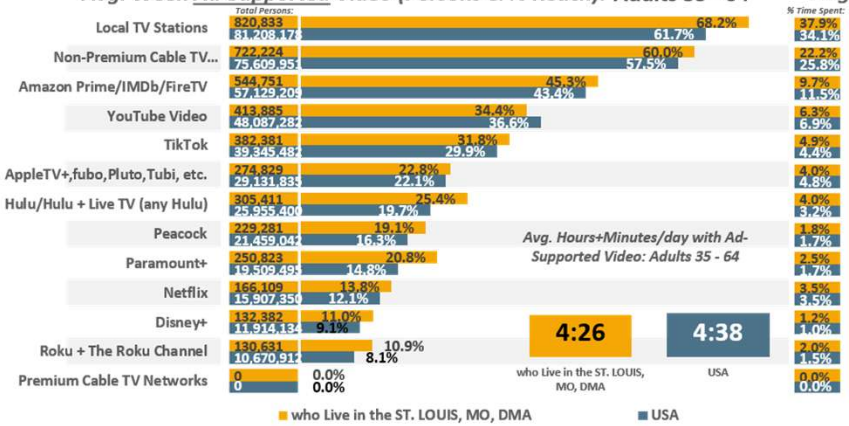
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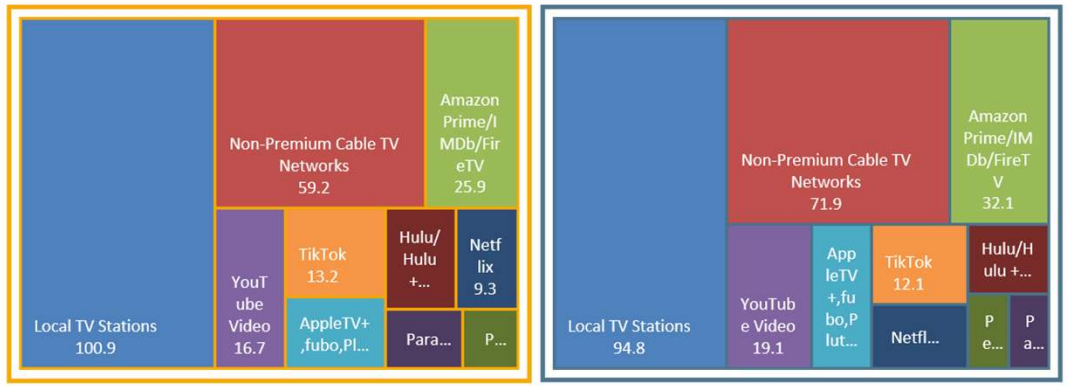
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week <u>Ad-Supported</u> Video (Persons & % Reach): Adults 35 - 64



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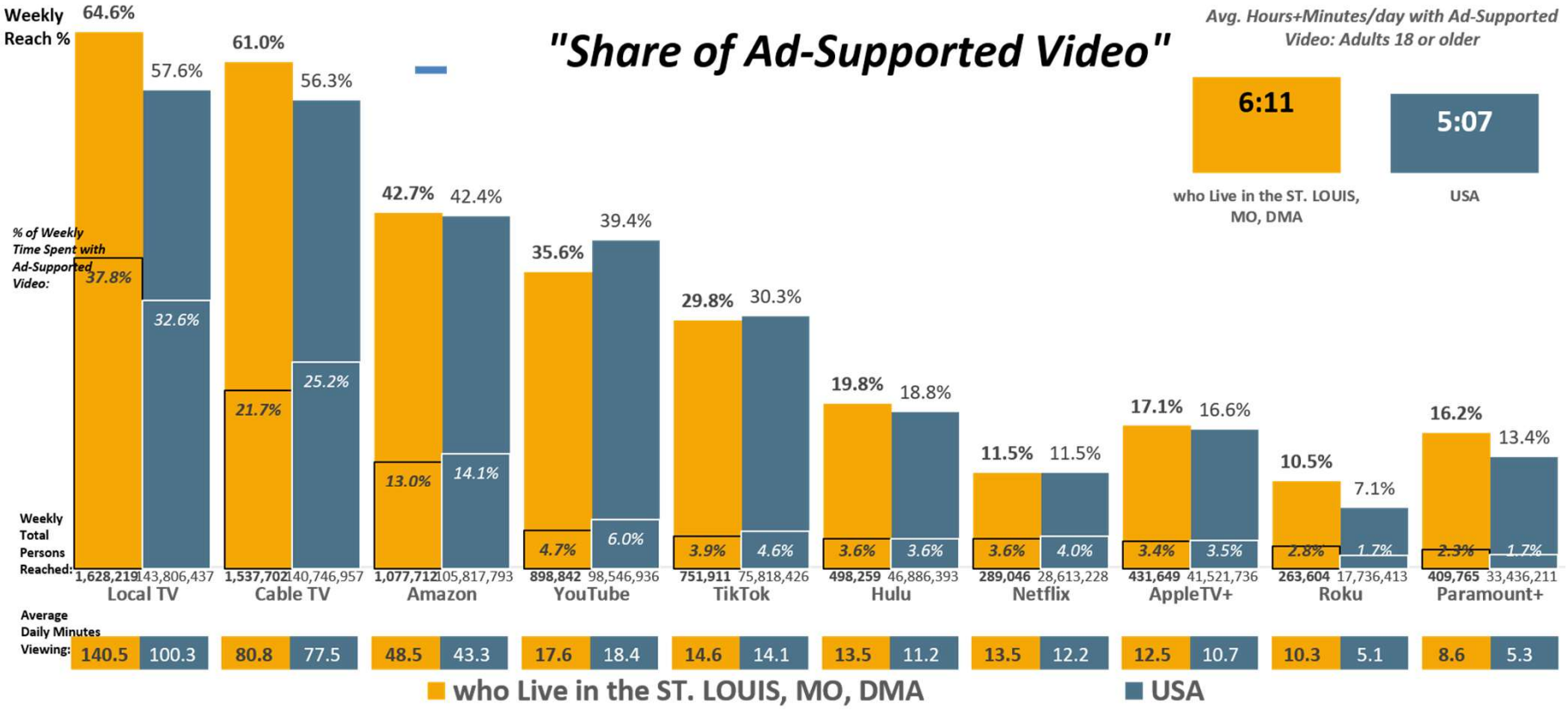
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P18+

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USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943 Scarborough R2 2026: Feb25-Aug26 USA Projection Scarborough R2 2026: Feb25-Aug26 Qual Intab 24,319

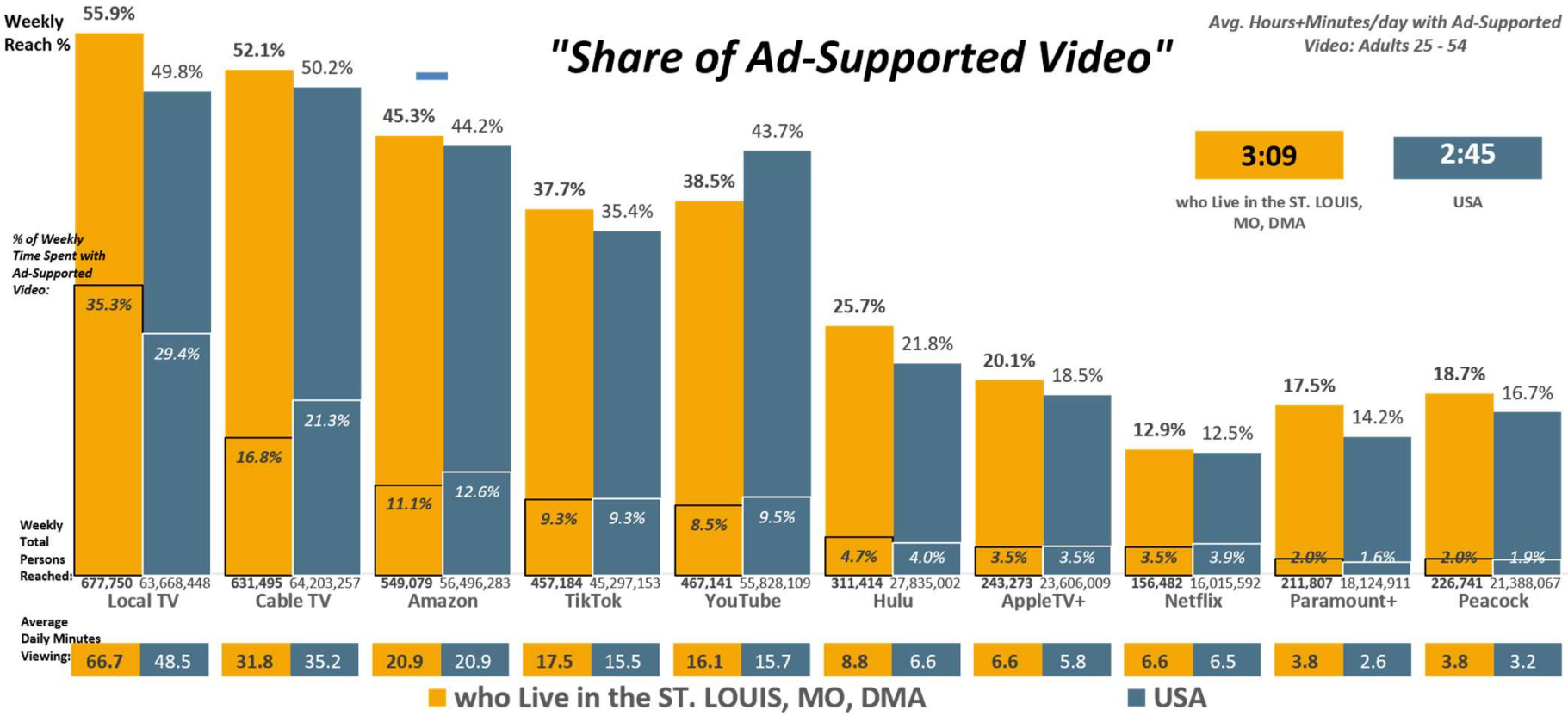
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P25-54

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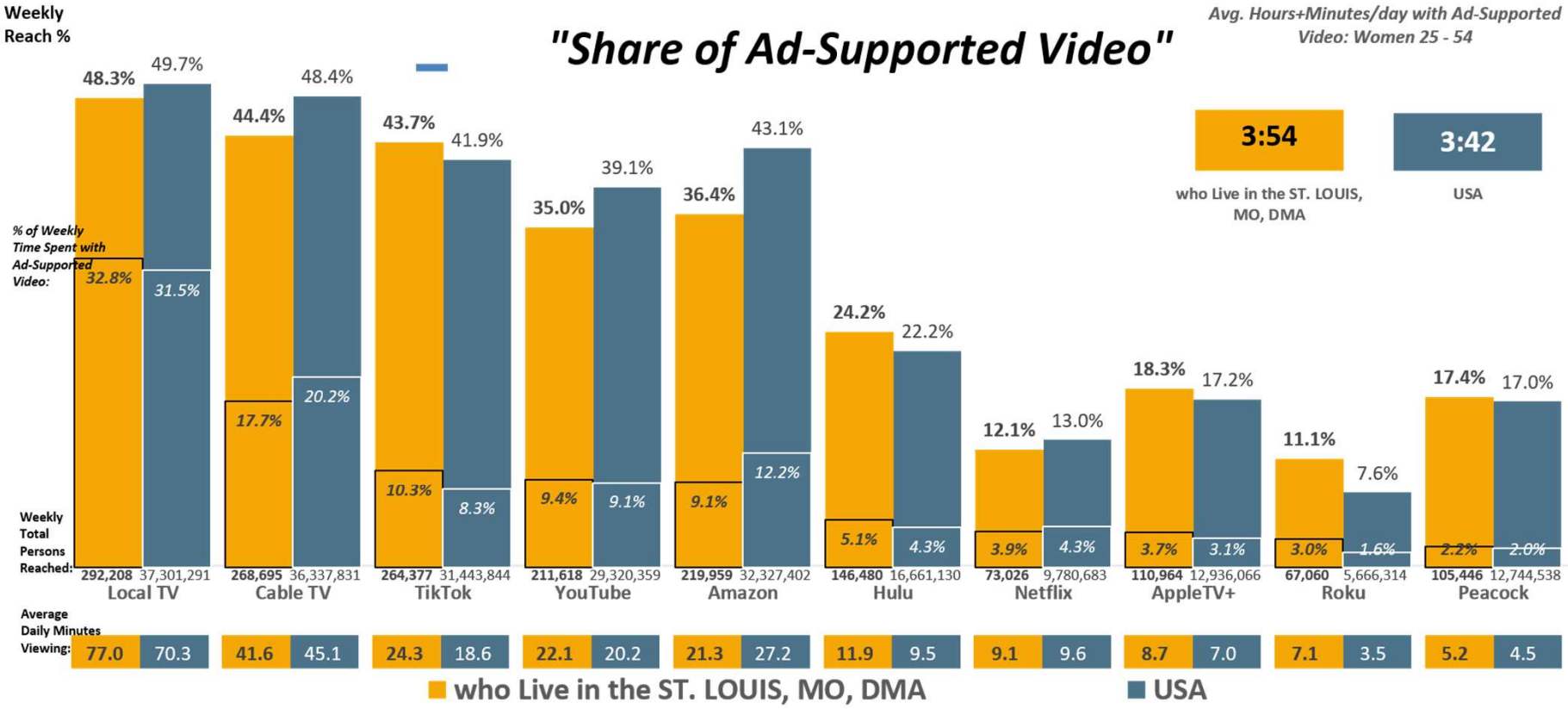
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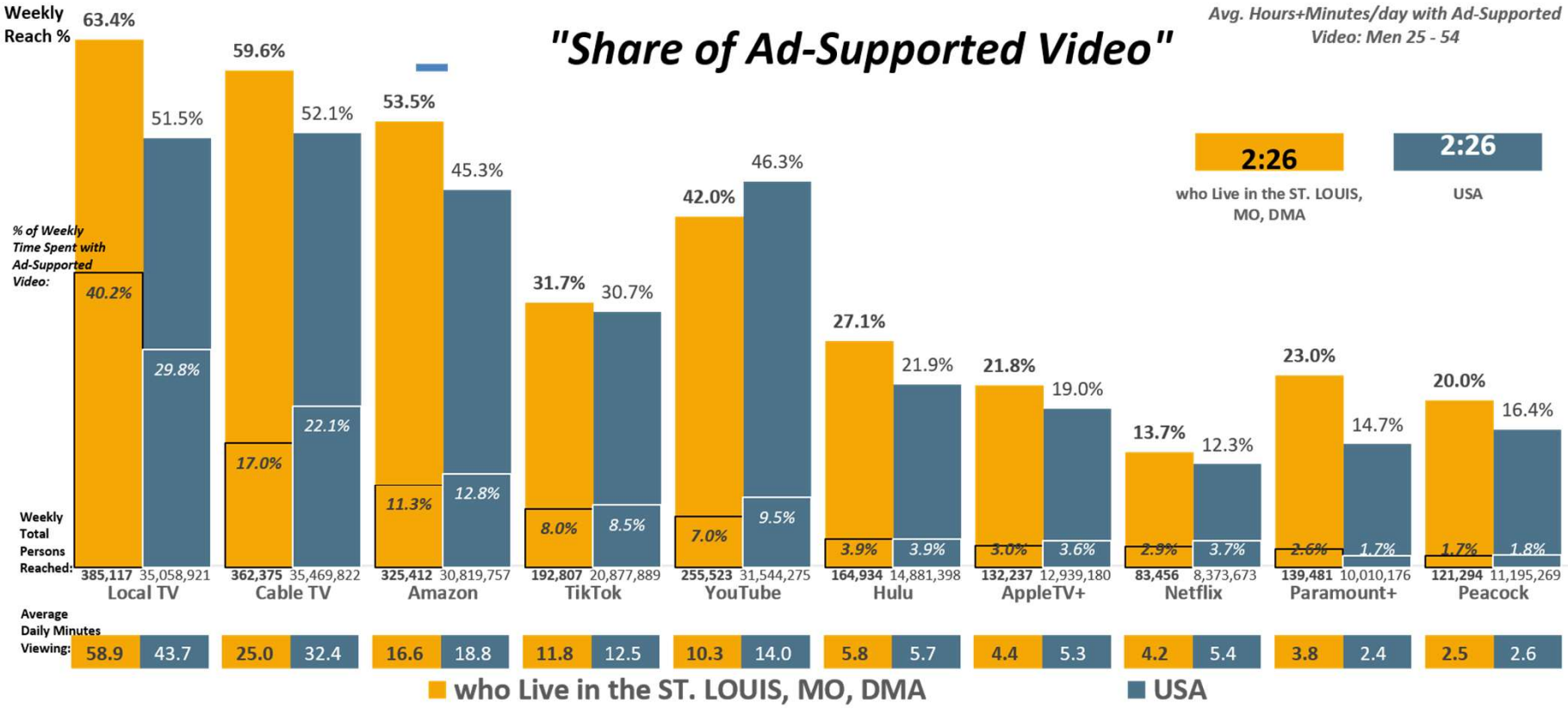


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"Share of Ad-Supported Video"

Avg. Hours+Minutes/day with Ad-Supported Video: Men 25 - 54



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who Live in the ST. LOUIS, MO, DMA	USA
4:26	4:38

	Local TV	Cable TV	Amazon	YouTube	TikTok	AppleTV+	Hulu	Netflix	Paramount+	Roku
Weekly Reach %	68.2% / 61.7%	60.0% / 57.5%	45.3% / 43.4%	34.4% / 36.6%	31.8% / 29.9%	22.8% / 22.1%	25.4% / 19.7%	13.8% / 12.1%	20.8% / 14.8%	10.9% / 8.1%
% of Weekly Time Spent with Ad-Supported Video:	37.9% / 34.1%	22.2% / 25.8%	9.7% / 11.5%	6.3% / 6.9%	4.9% / 4.4%	4.0% / 4.8%	4.0% / 3.2%	3.5% / 3.5%	2.5% / 1.7%	2.0% / 1.5%
Weekly Total Persons Reached:	820,833 / 81,208,178	722,224 / 75,609,951	544,751 / 57,129,209	413,885 / 48,087,282	382,381 / 39,345,482	274,829 / 29,131,835	305,411 / 25,955,400	166,109 / 15,907,350	250,823 / 19,509,495	130,631 / 10,670,912
Average Daily Minutes Viewing:	100.9 / 94.8	59.2 / 71.9	25.9 / 32.1	16.7 / 19.1	13.2 / 12.1	10.6 / 13.4	10.5 / 8.8	9.3 / 9.6	6.8 / 4.6	5.3 / 4.1

■ who Live in the ST. LOUIS, MO, DMA ■ USA

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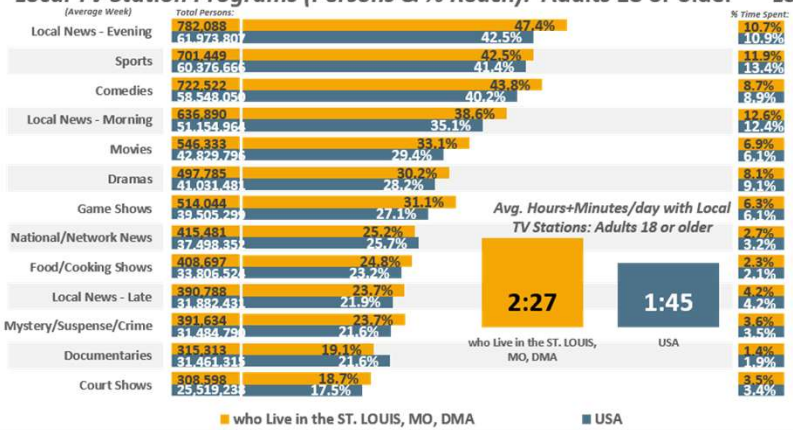
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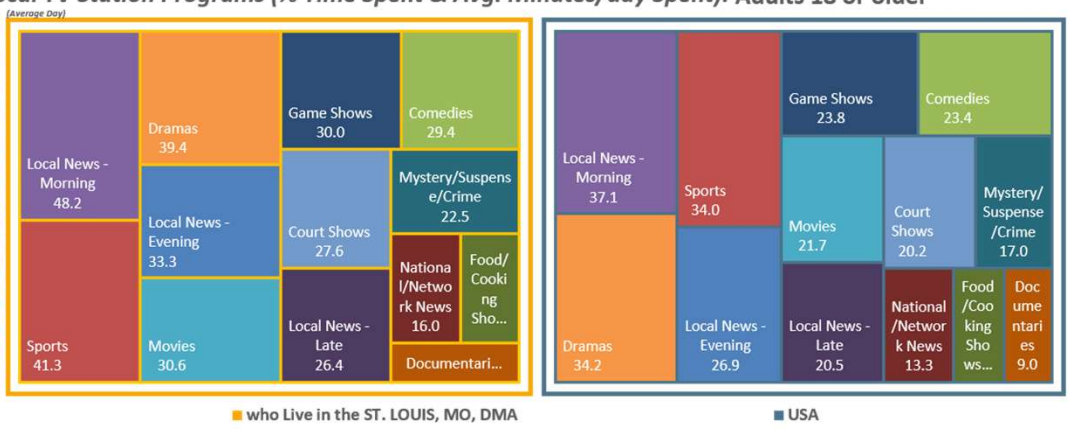
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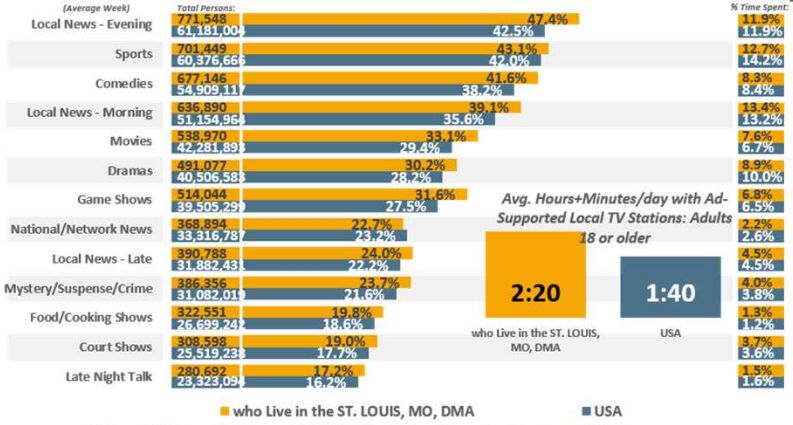
Local TV Station Programs (Persons & % Reach): Adults 18 or older



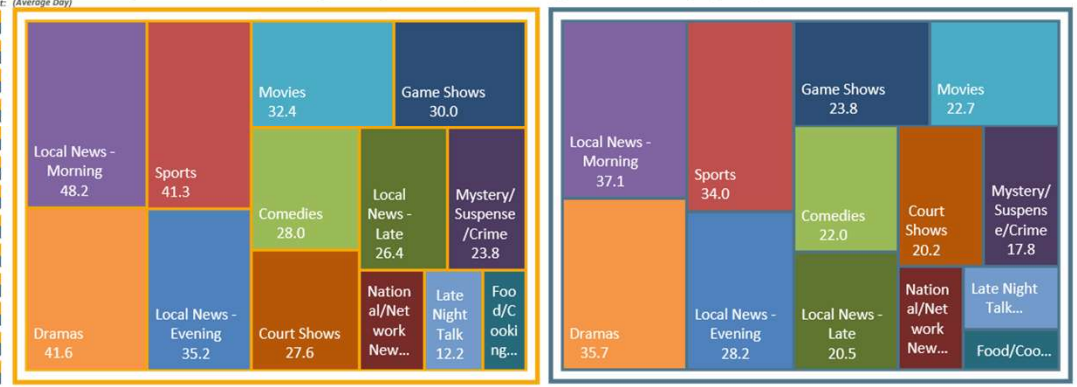
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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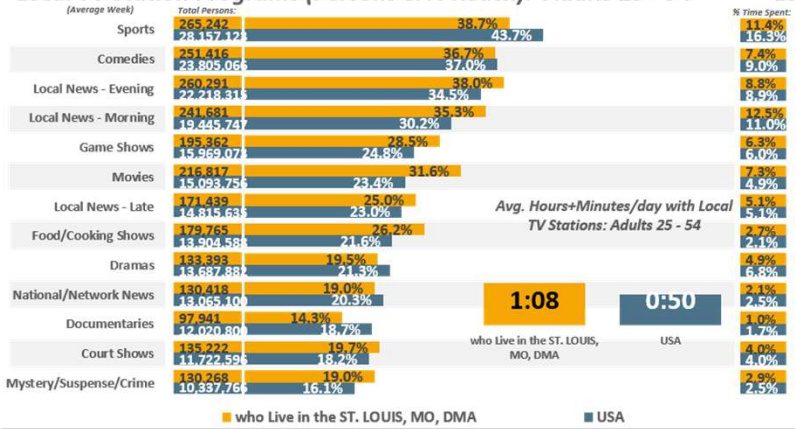
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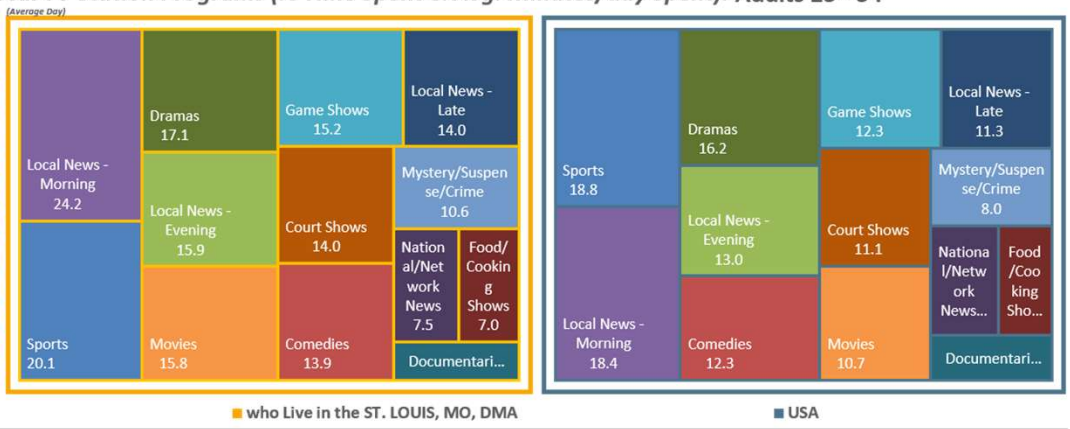
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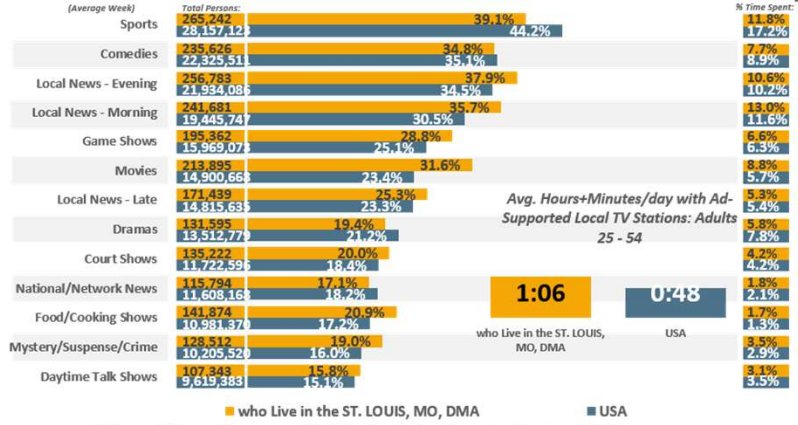
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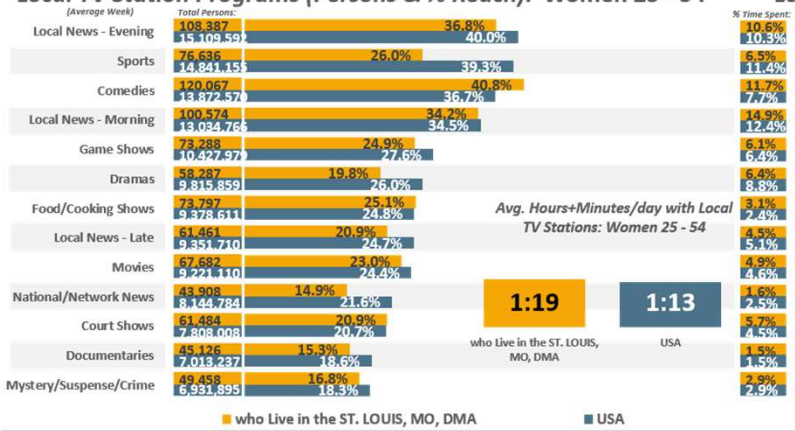
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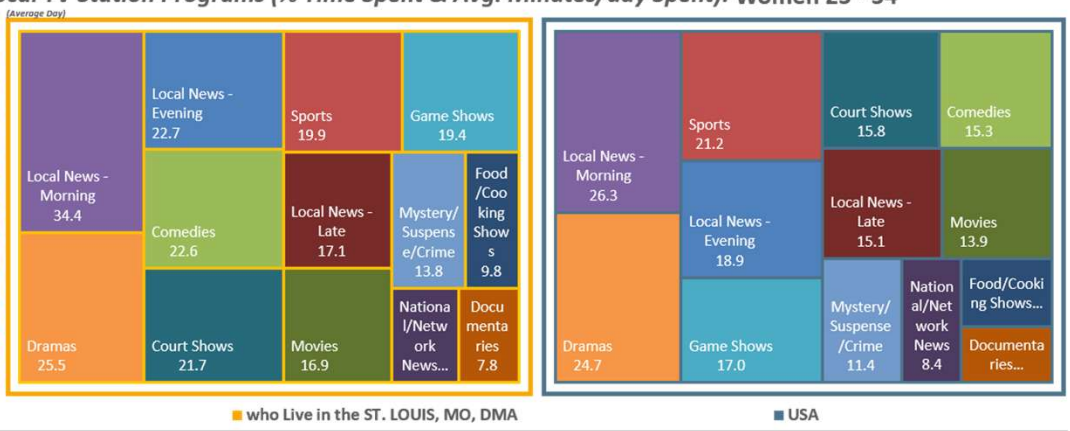


292,208 or 48.3% of Women 25 - 54 who Live in the ST. LOUIS, MO, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Evening, Local News - Morning, Sports, Game Shows, and Movies.

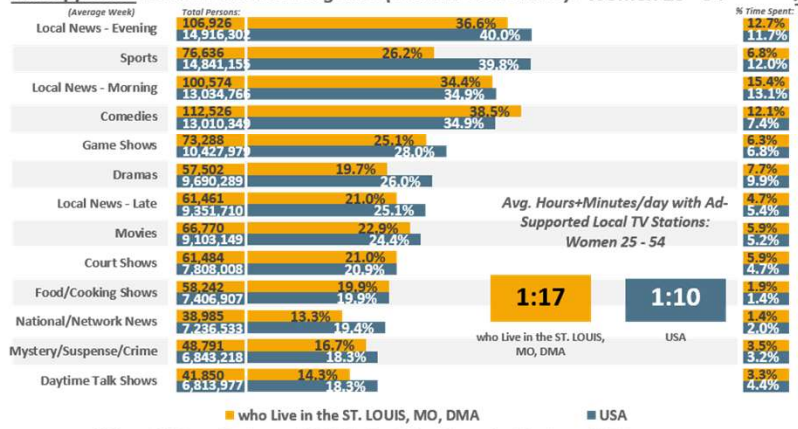
Local TV Station Programs (Persons & % Reach): Women 25 - 54



Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Women 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

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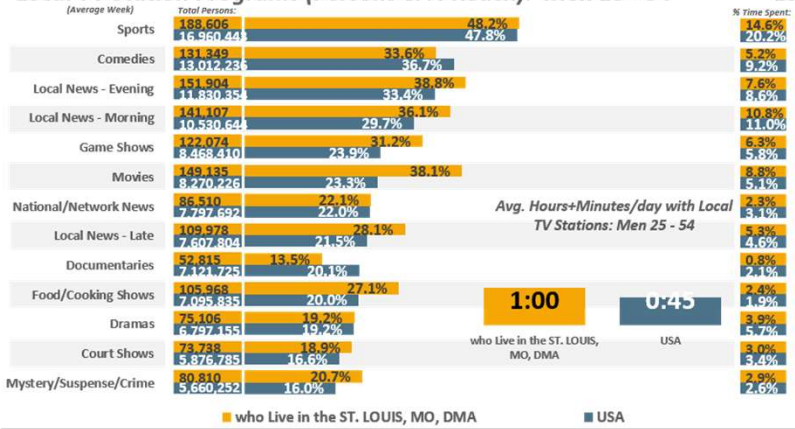
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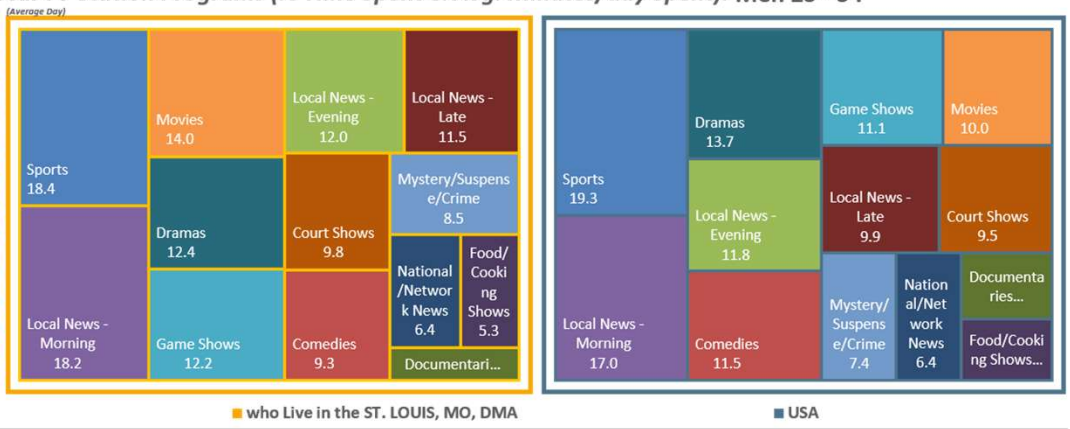
M25-54

385,117 or 63.4% of Men 25 - 54 who Live in the ST. LOUIS, MO, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Local News - Morning, Comedies, and Game Shows.

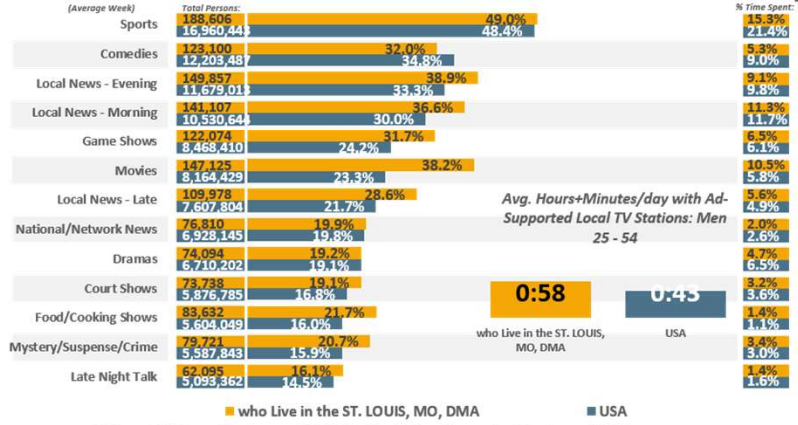
Local TV Station Programs (Persons & % Reach): Men 25 - 54



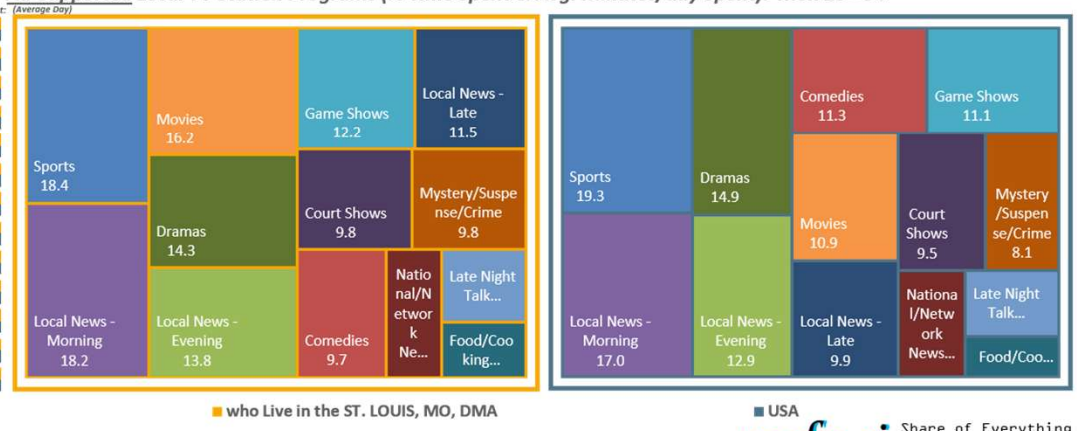
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Men 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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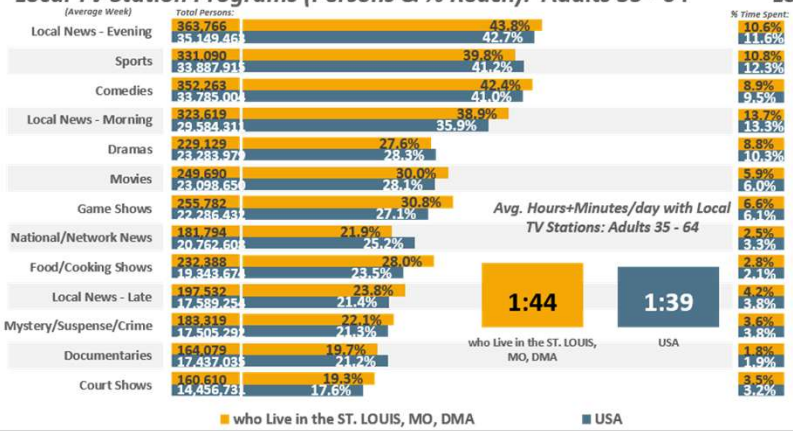
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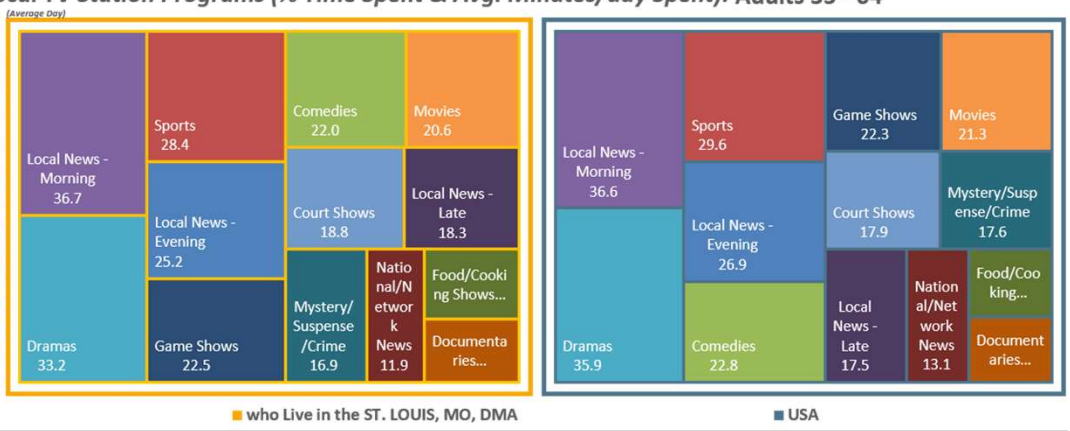
P35-64

820,833 or 68.2% of Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Local News - Morning, Game Shows, and Movies.

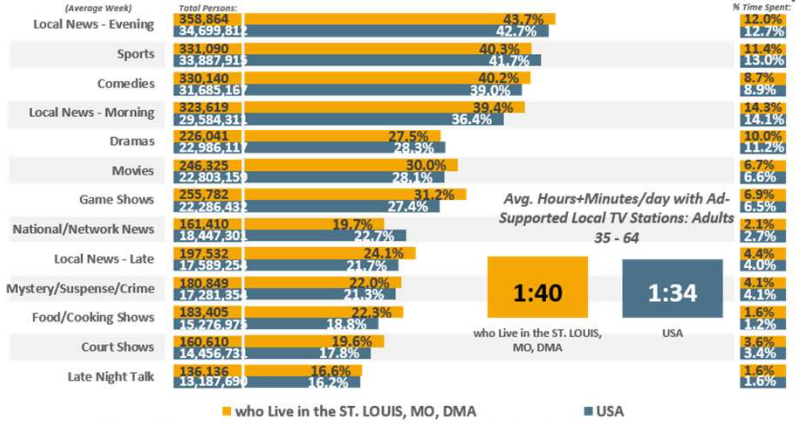
Local TV Station Programs (Persons & % Reach): Adults 35 - 64



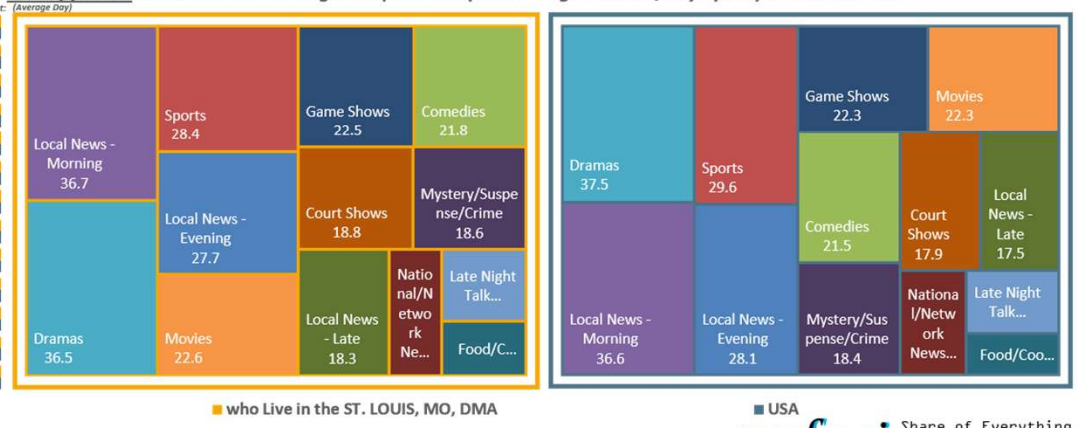
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 35 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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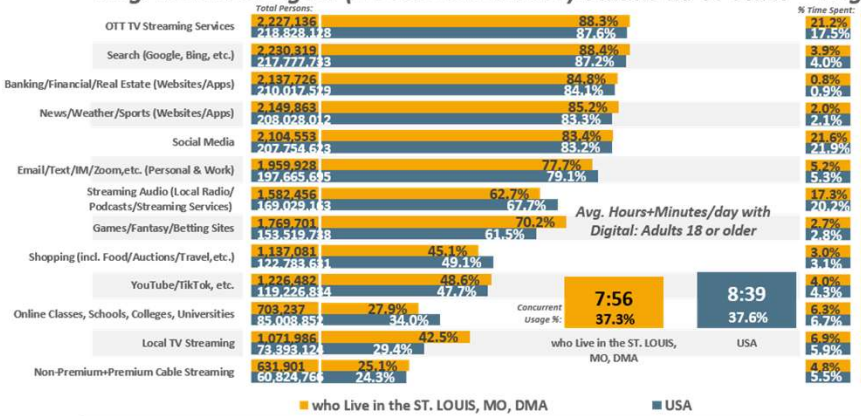
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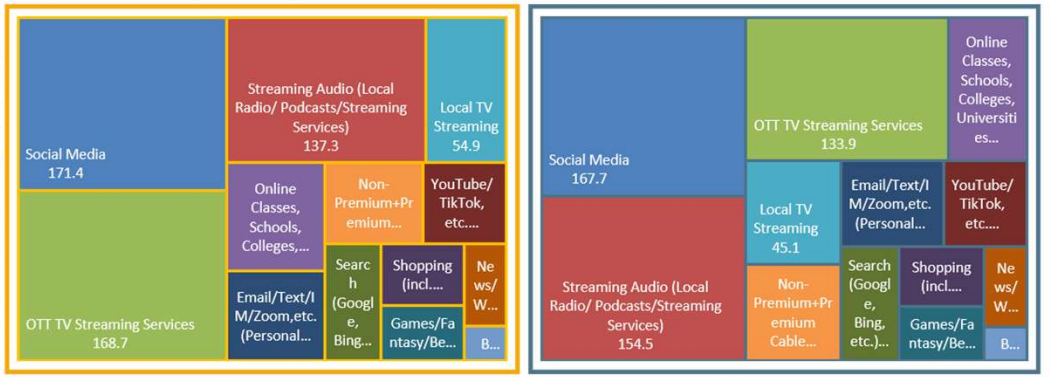
P18+

1,880,200 or 74.5% of Adults 18 or older who Live in the ST. LOUIS, MO, DMA use Ad-Supported Social Media for an average of 153.1 minutes every day representing 26.% of all time spent daily with Ad-Supported Digital Media.

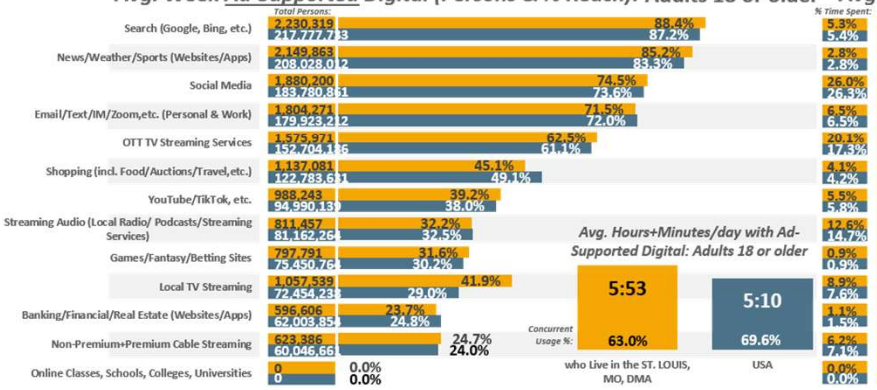
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



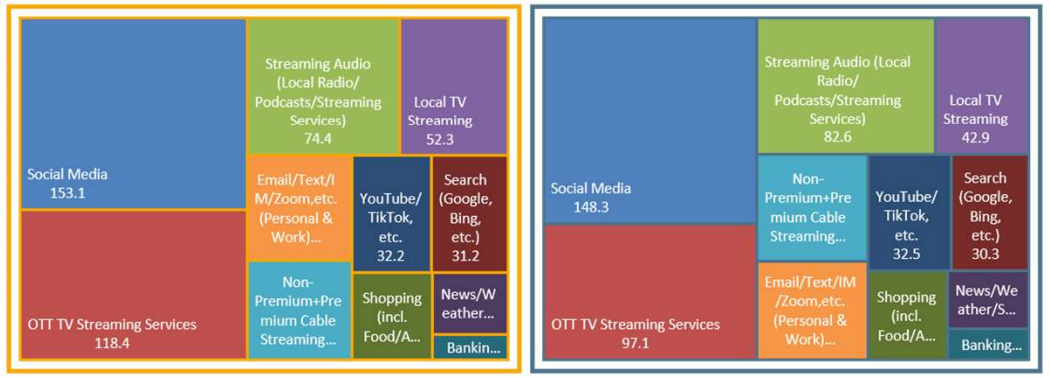
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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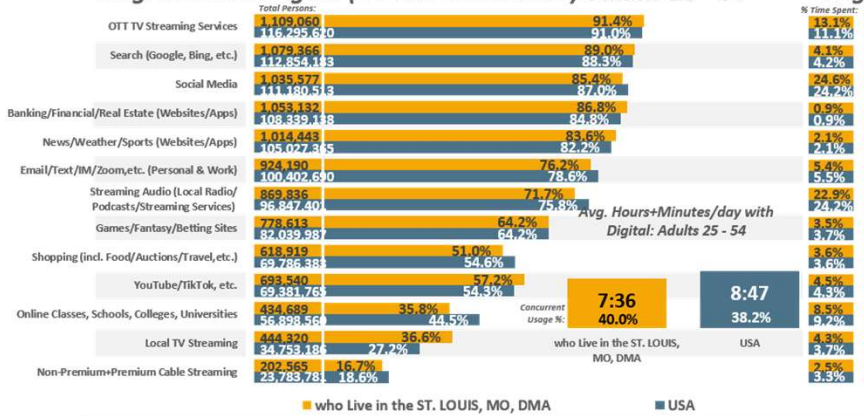
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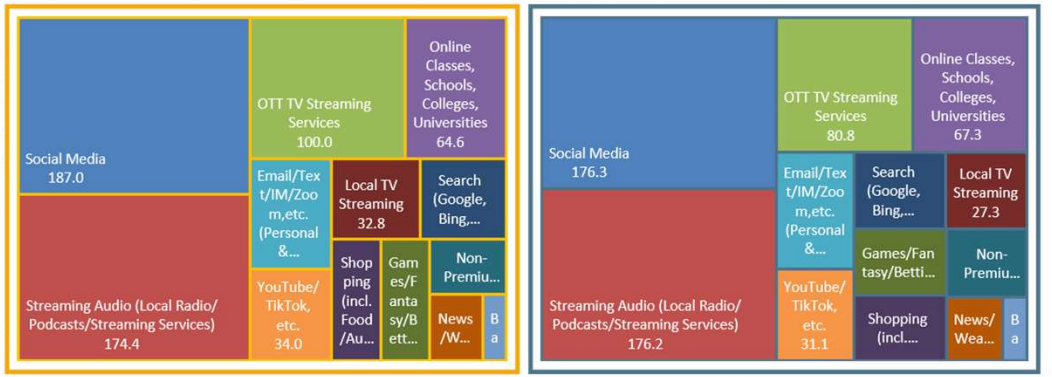
P25-54

922,086 or 76.% of Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA use Ad-Supported Social Media for an average of 172. minutes every day representing 32.3% of all time spent daily with Ad-Supported Digital Media.

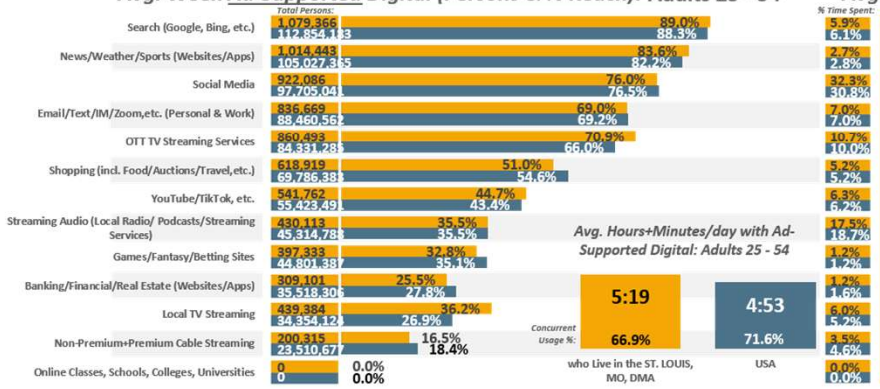
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



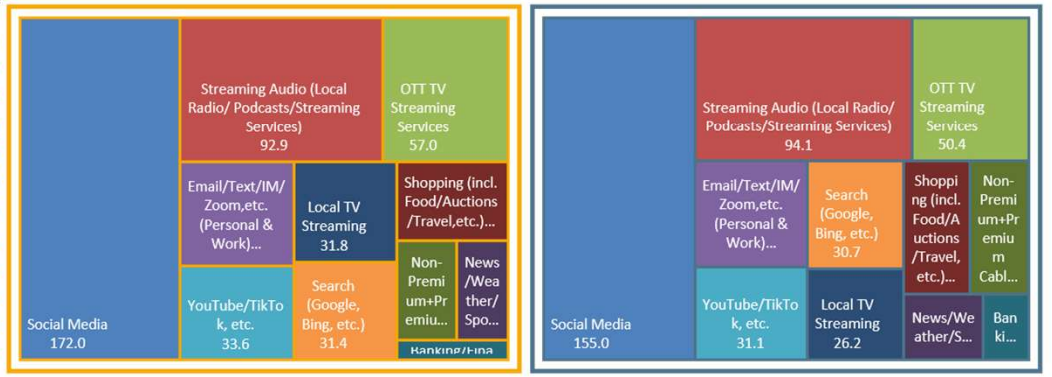
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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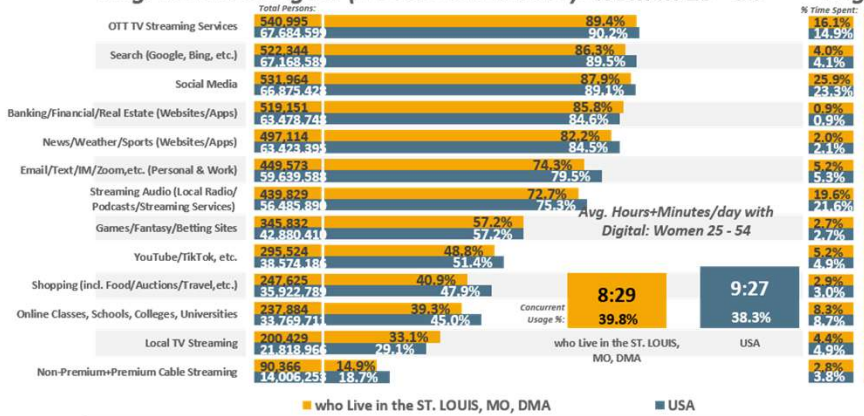
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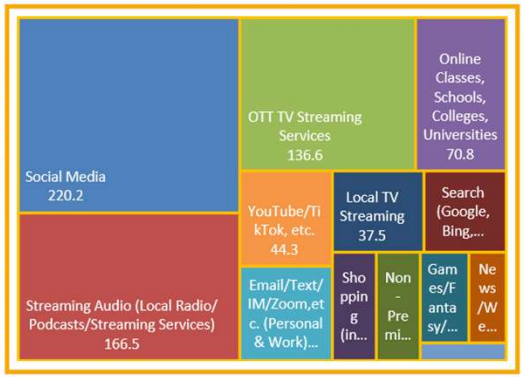


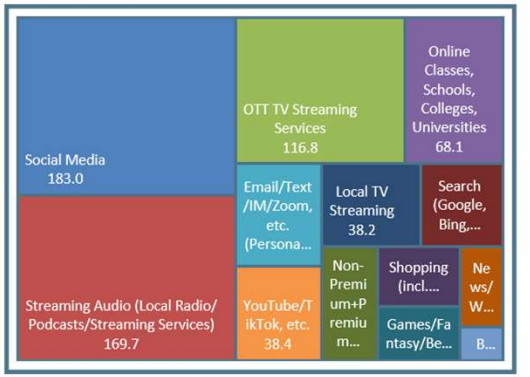
488,308 or 80.7% of Women 25 - 54 who Live in the ST. LOUIS, MO, DMA use Ad-Supported Social Media for an average of 202.6 minutes every day representing 33.8% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Women 25 - 54

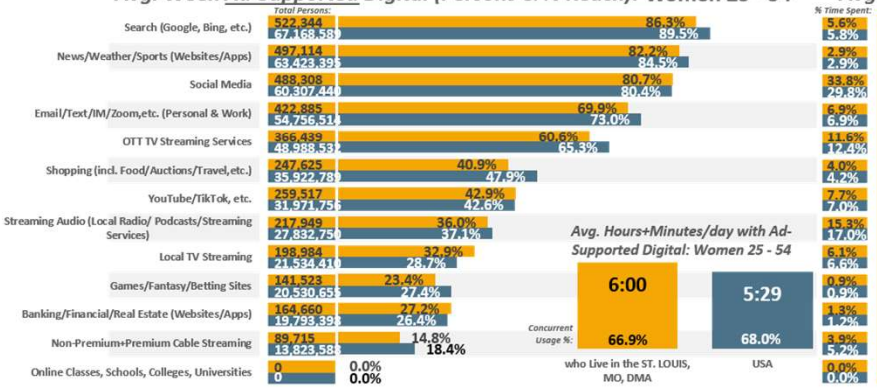


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54

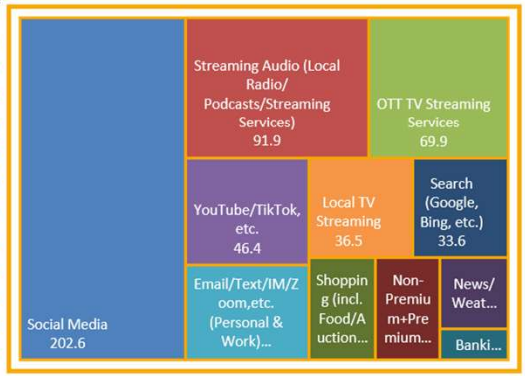


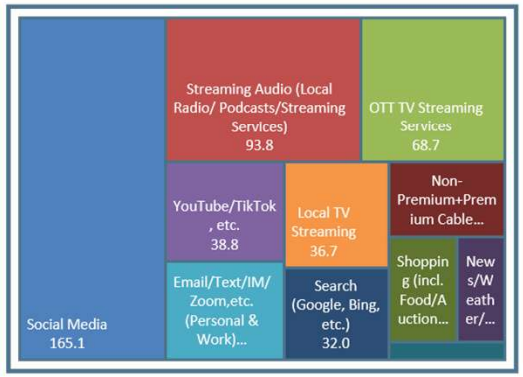


Avg. Week Ad-Supported Digital (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54





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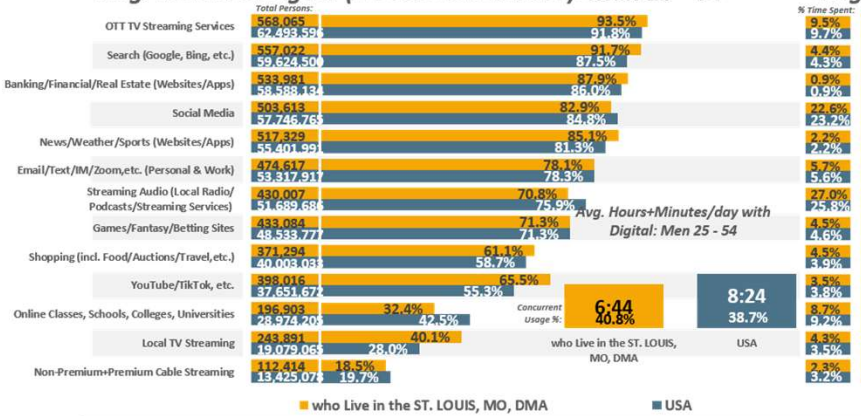
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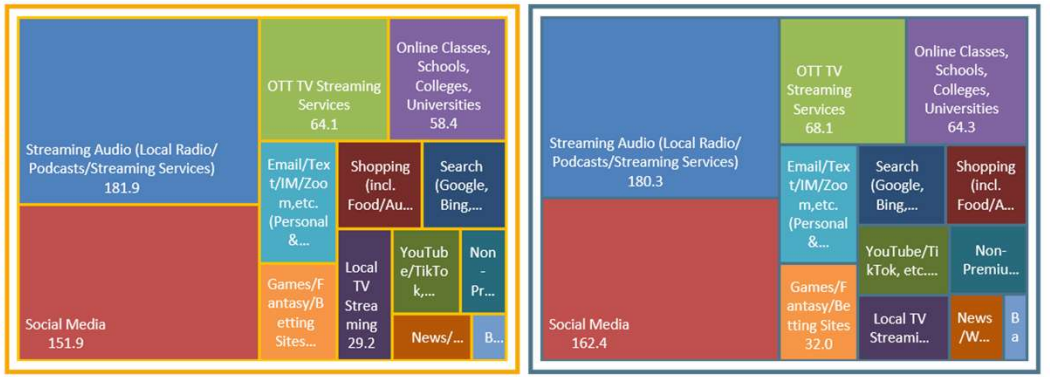
M25-54

433,778 or 71.4% of Men 25 - 54 who Live in the ST. LOUIS, MO, DMA use Ad-Supported Social Media for an average of 139.8 minutes every day representing 30.2% of all time spent daily with Ad-Supported Digital Media.

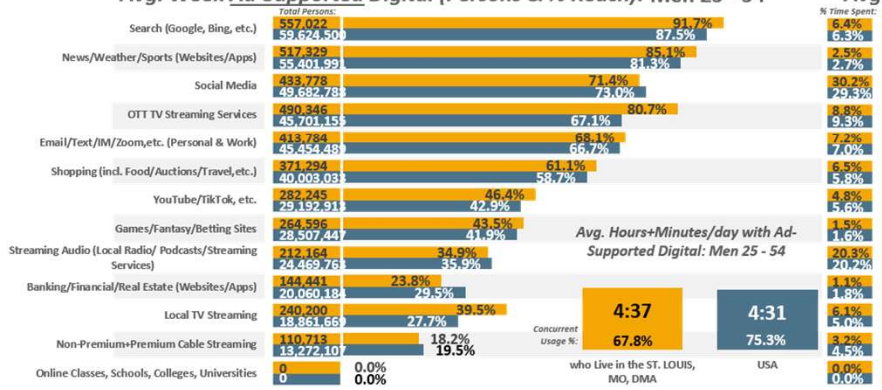
Avg. Week All Digital (Persons & % Reach): Men 25 - 54



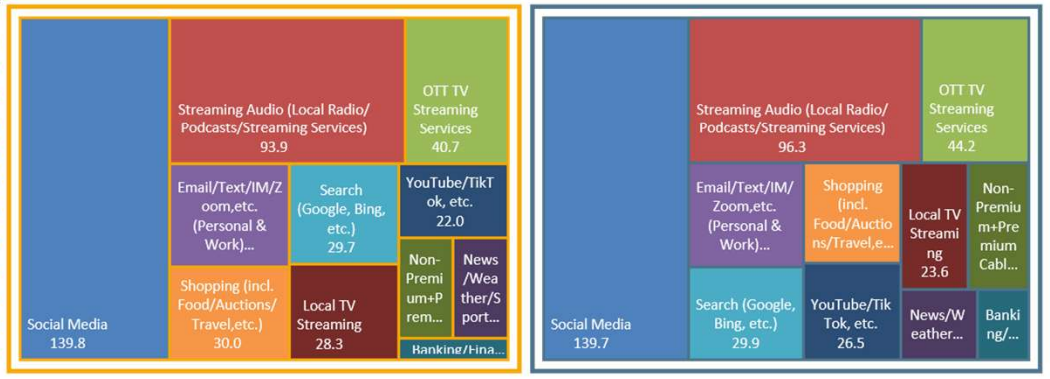
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Men 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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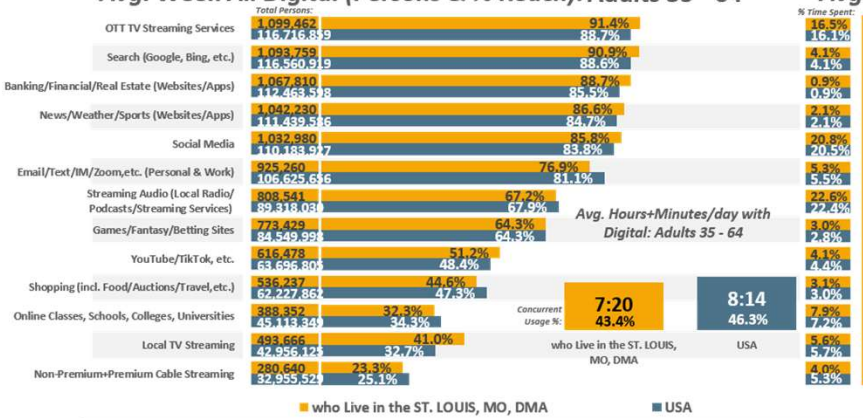
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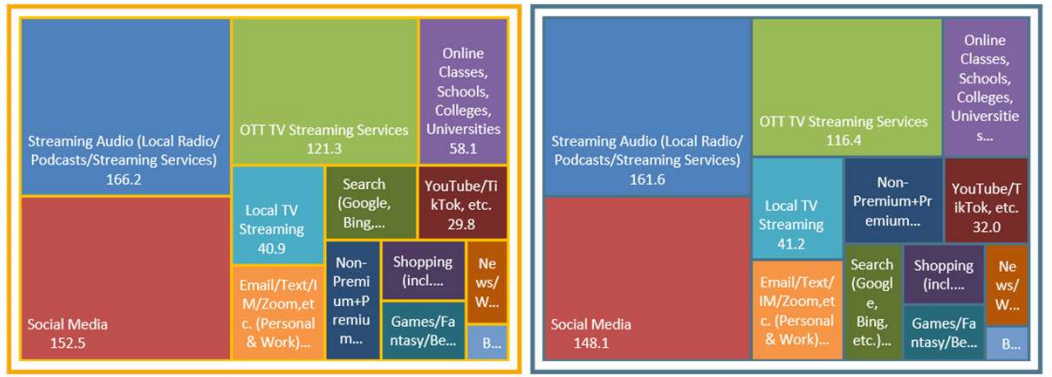


924,715 or 76.8% of Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA use Ad-Supported Social Media for an average of 140.3 minutes every day representing 26.6% of all time spent daily with Ad-Supported Digital Media.

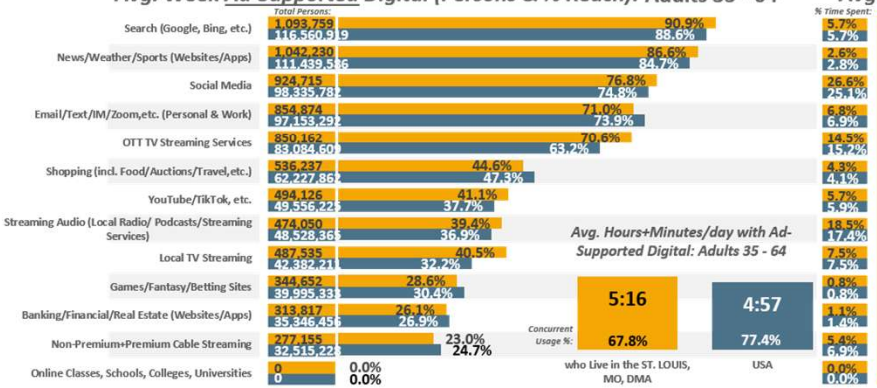
Avg. Week All Digital (Persons & % Reach): Adults 35 - 64



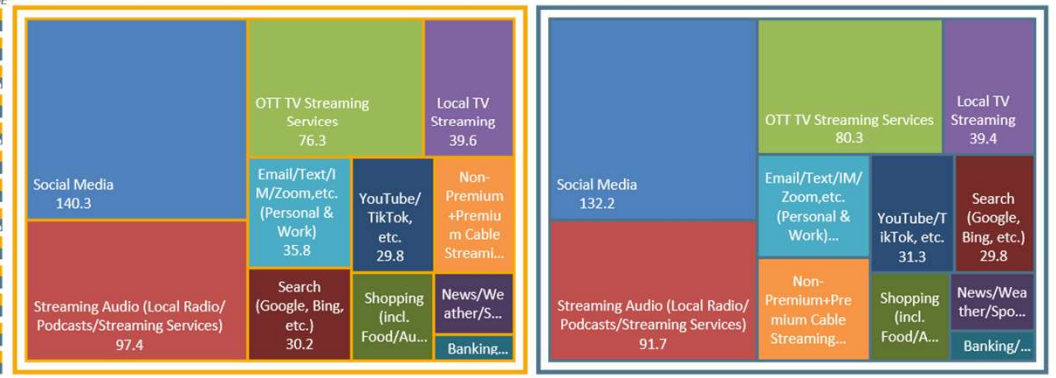
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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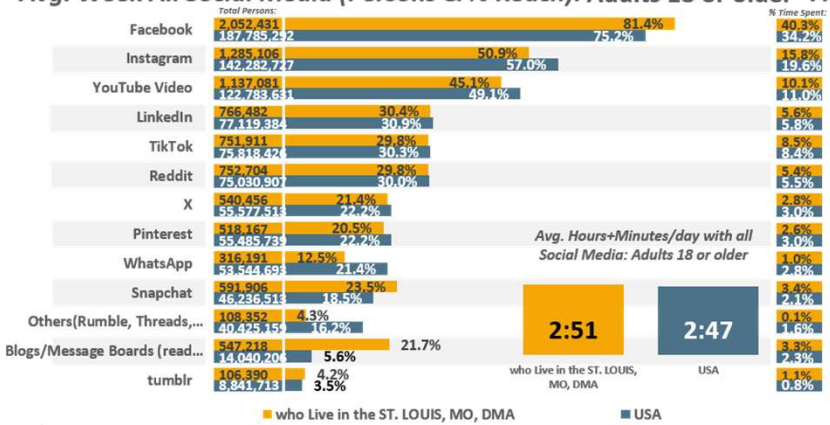
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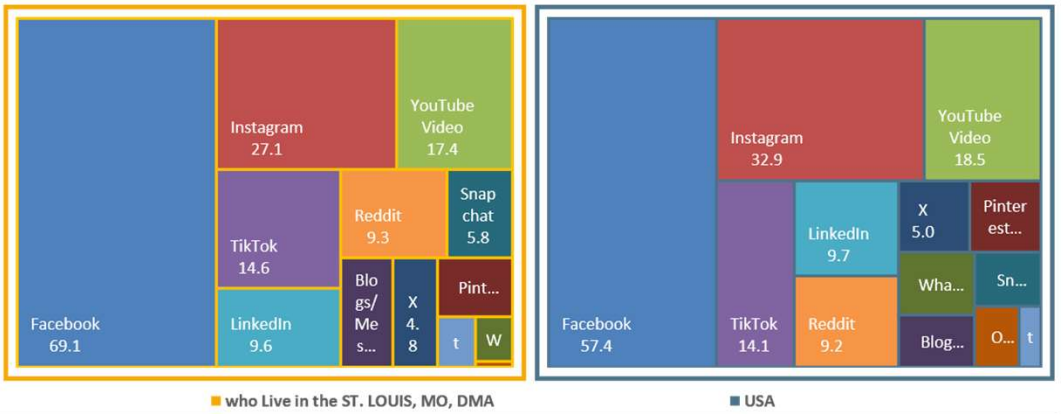
P18+

1,880,200 or 74.5% of Adults 18 or older who Live in the ST. LOUIS, MO, DMA use Ad-Supported Facebook for an average of 59.3 minutes every day representing 38.8% of all time spent daily with Ad-Supported Social Media.

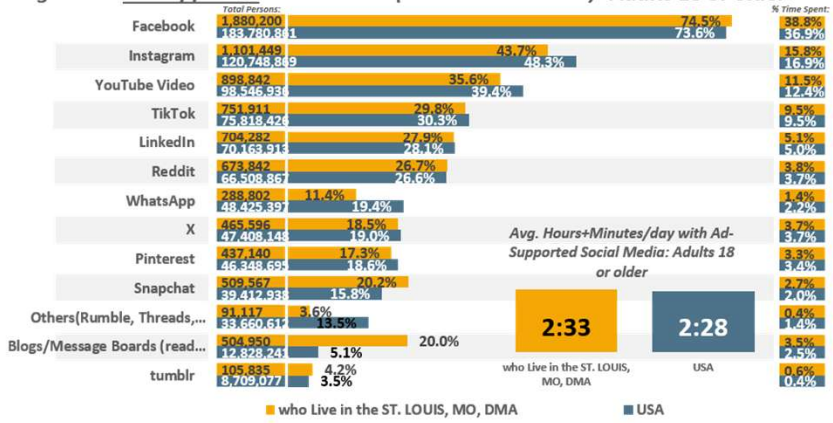
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



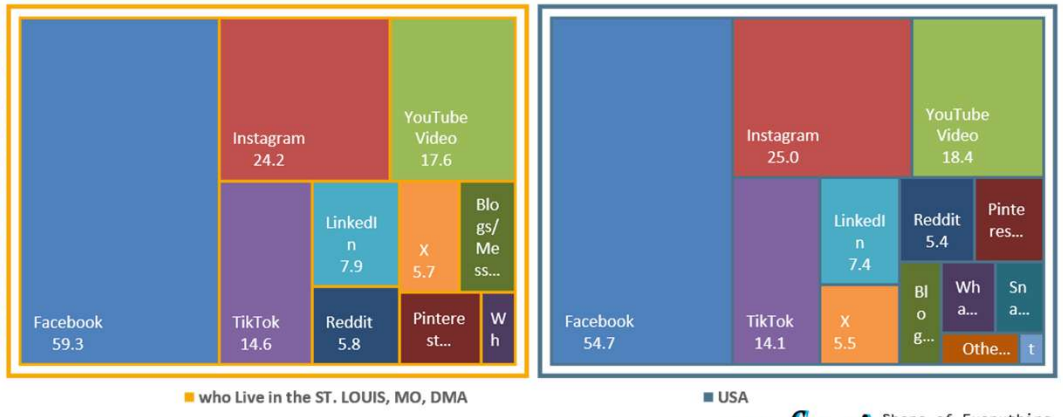
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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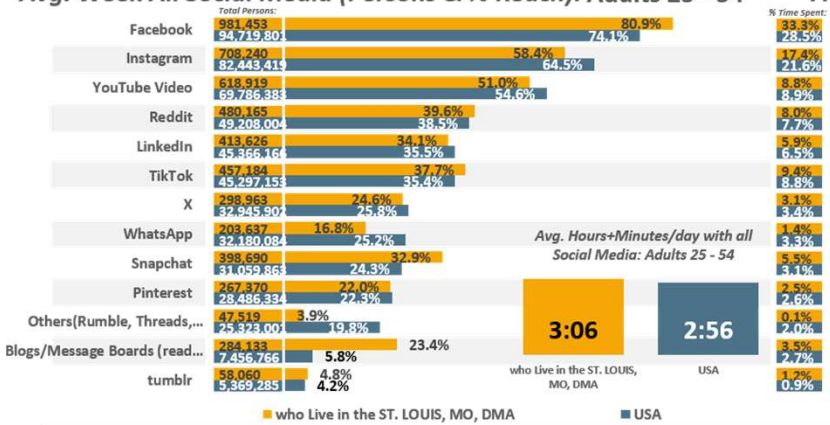
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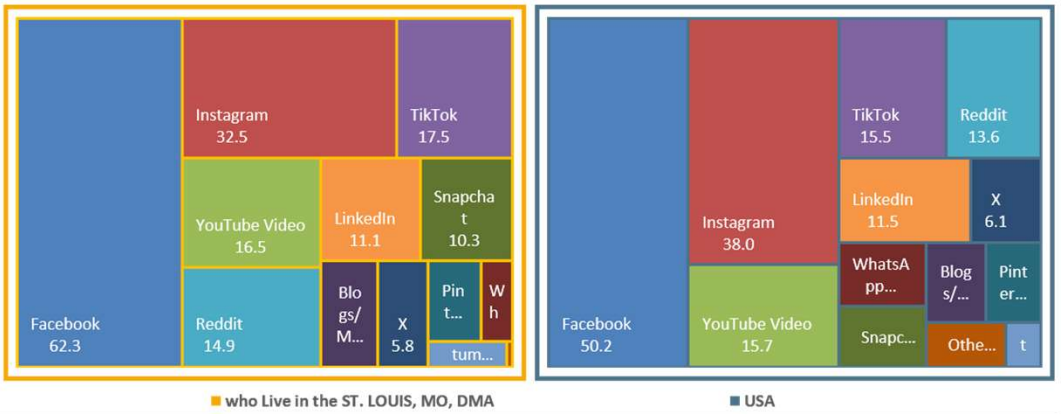
P25-54

922,086 or 76.% of Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA use Ad-Supported Facebook for an average of 59.5 minutes every day representing 35.8% of all time spent daily with Ad-Supported Social Media.

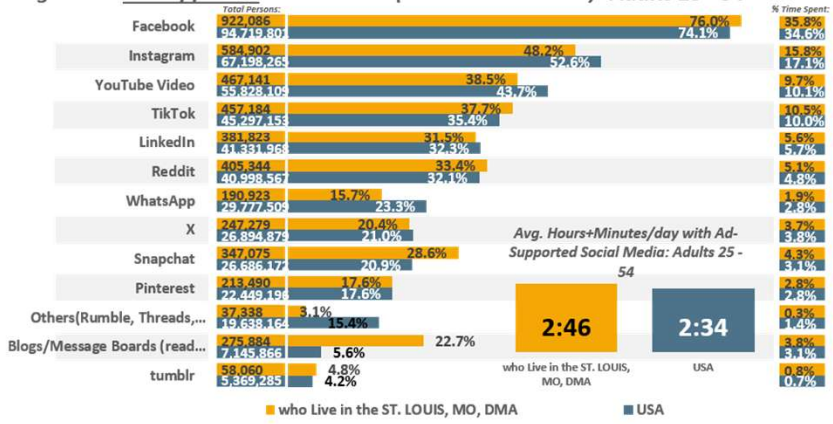
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



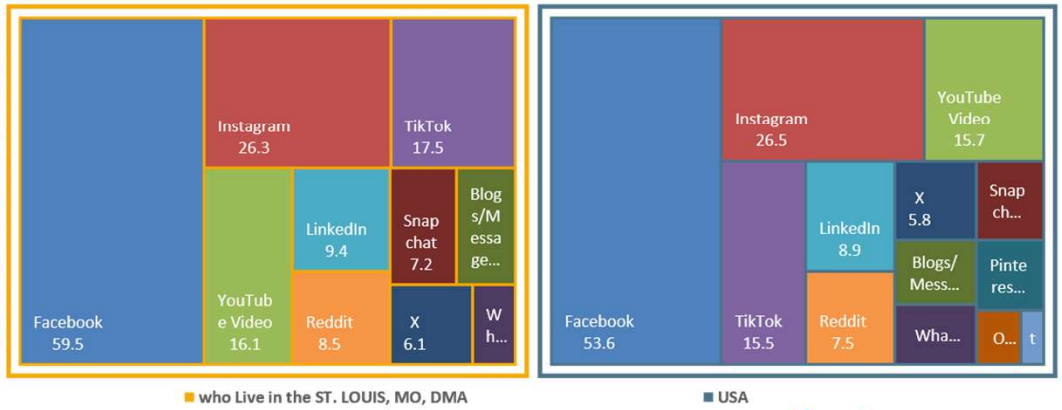
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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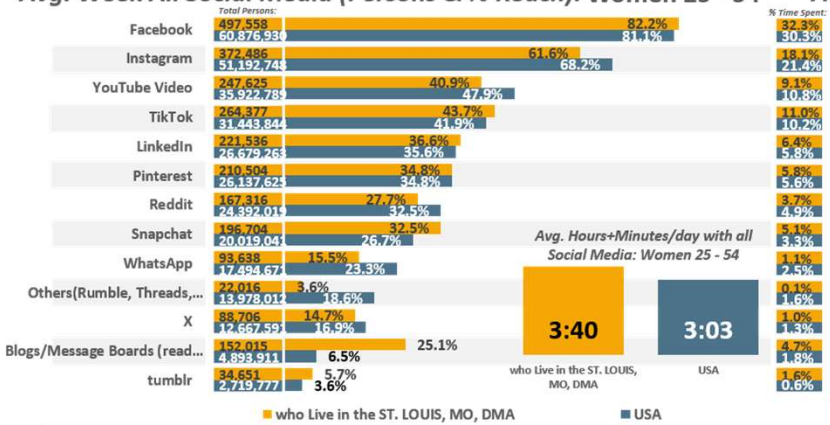
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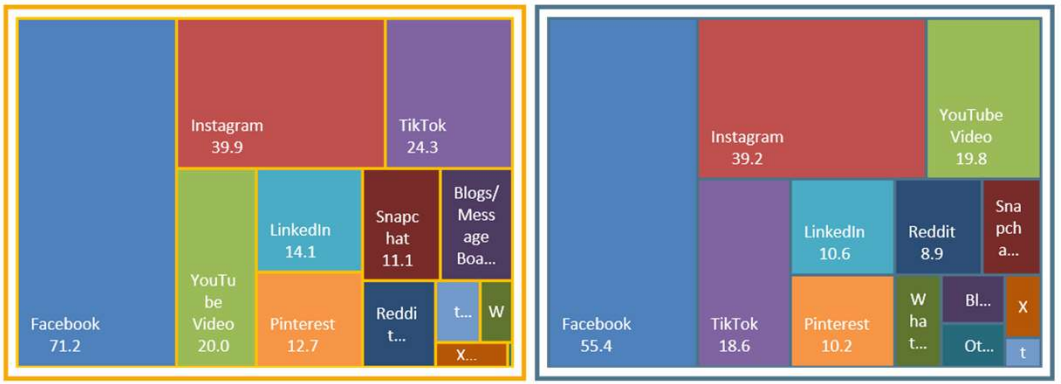


488,308 or 80.7% of Women 25 - 54 who Live in the ST. LOUIS, MO, DMA use Ad-Supported Facebook for an average of 66.9 minutes every day representing 33.1% of all time spent daily with Ad-Supported Social Media.

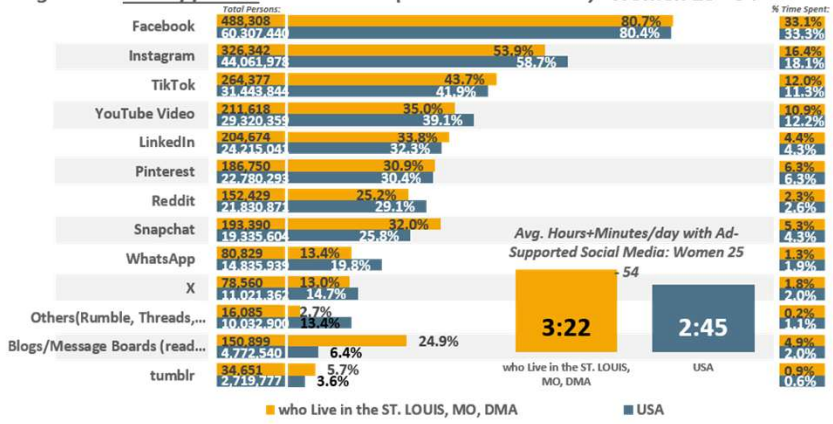
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54



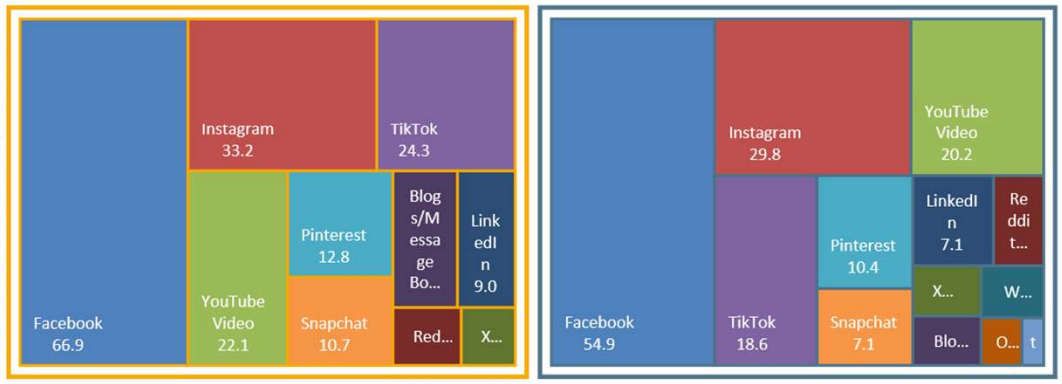
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

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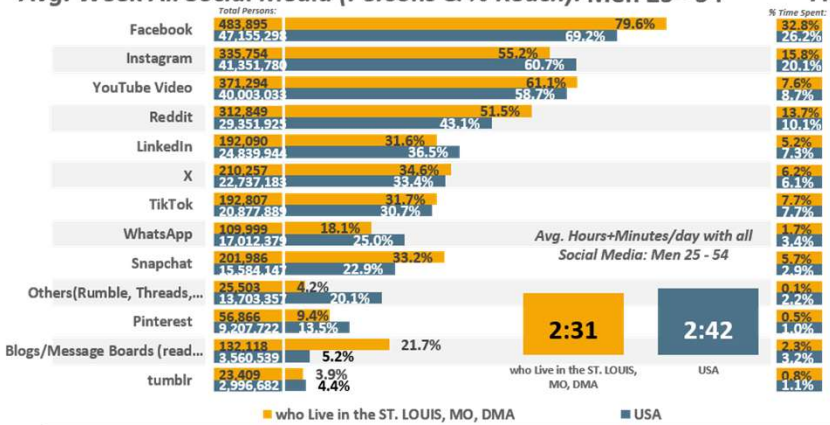
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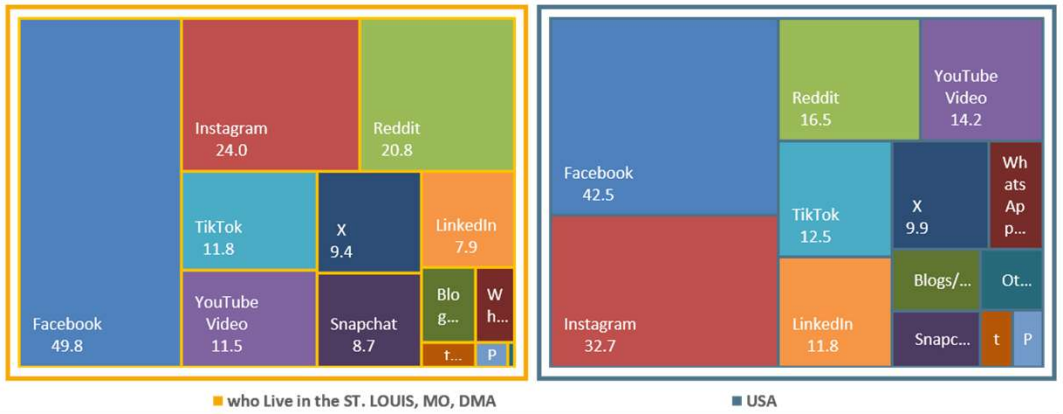
M25-54

433,778 or 71.4% of Men 25 - 54 who Live in the ST. LOUIS, MO, DMA use Ad-Supported Facebook for an average of 47.6 minutes every day representing 36.3% of all time spent daily with Ad-Supported Social Media.

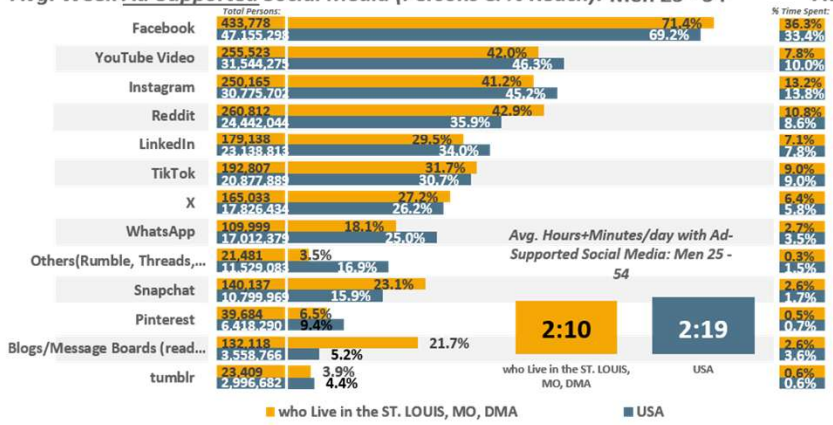
Avg. Week All Social Media (Persons & % Reach): Men 25 - 54



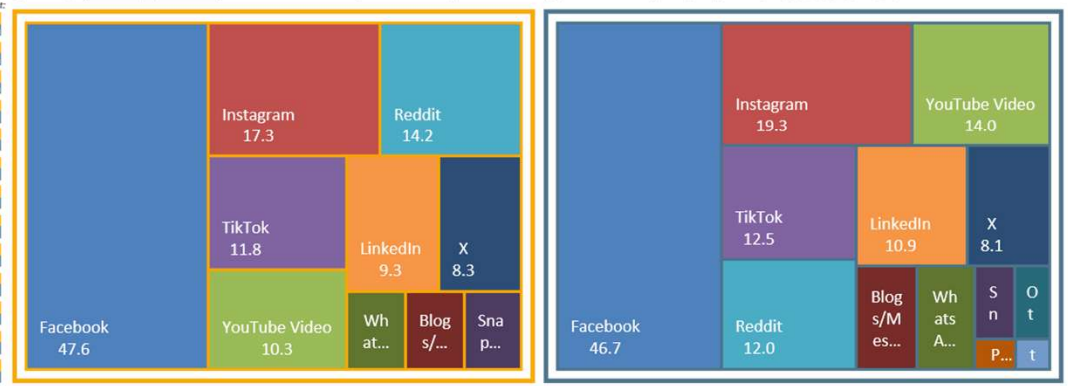
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week <u>Ad-Supported</u> Social Media (Persons & % Reach): Men 25 - 54



Avg. Day <u>Ad-Supported</u> Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

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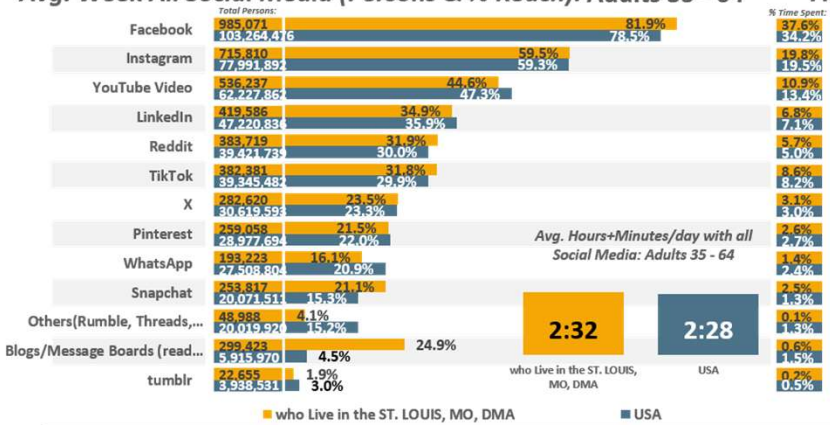
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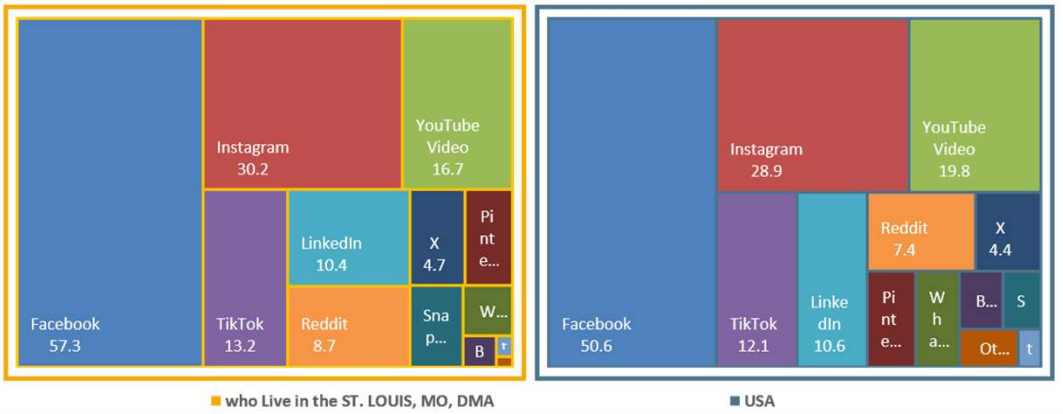
P35-64

924,715 or 76.8% of Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA use Ad-Supported Facebook for an average of 51.4 minutes every day representing 37.7% of all time spent daily with Ad-Supported Social Media.

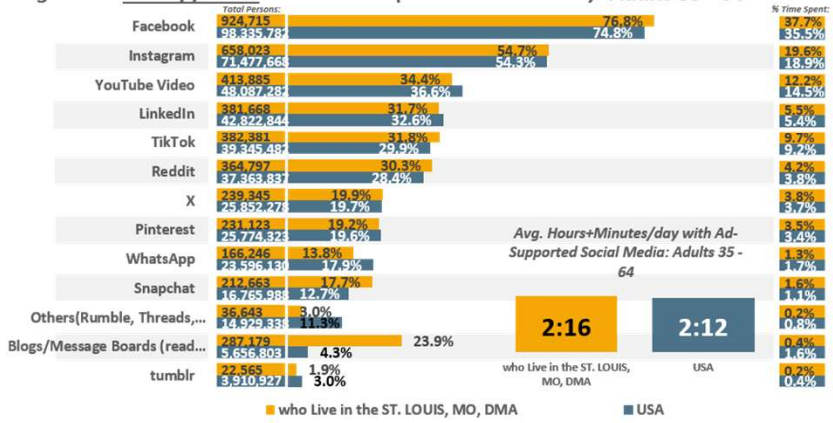
Avg. Week All Social Media (Persons & % Reach): Adults 35 - 64



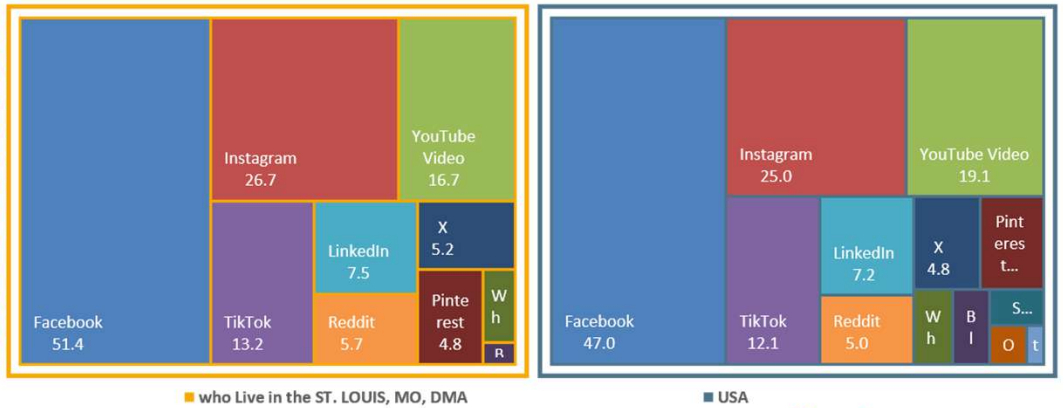
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

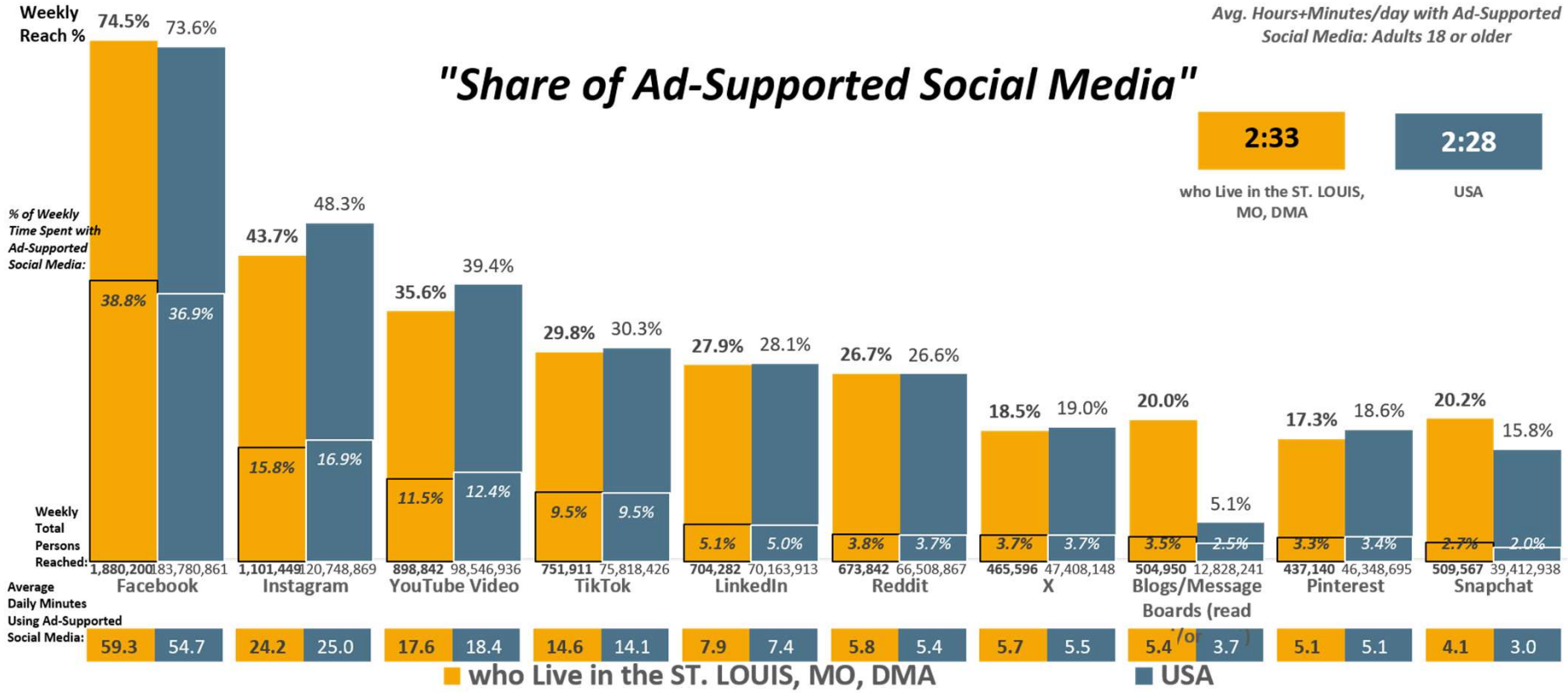
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P18+

1,880,200 or 74.5% of Adults 18 or older who Live in the ST. LOUIS, MO, DMA use Ad-Supported Facebook for an average of 59.3 minutes every day representing 38.8% of all time spent daily with Ad-Supported Social Media.



USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943 Scarborough R2 2026: Feb25-Aug26 USA Projection Scarborough R2 2026: Feb25-Aug26 Qual Intab 24,319

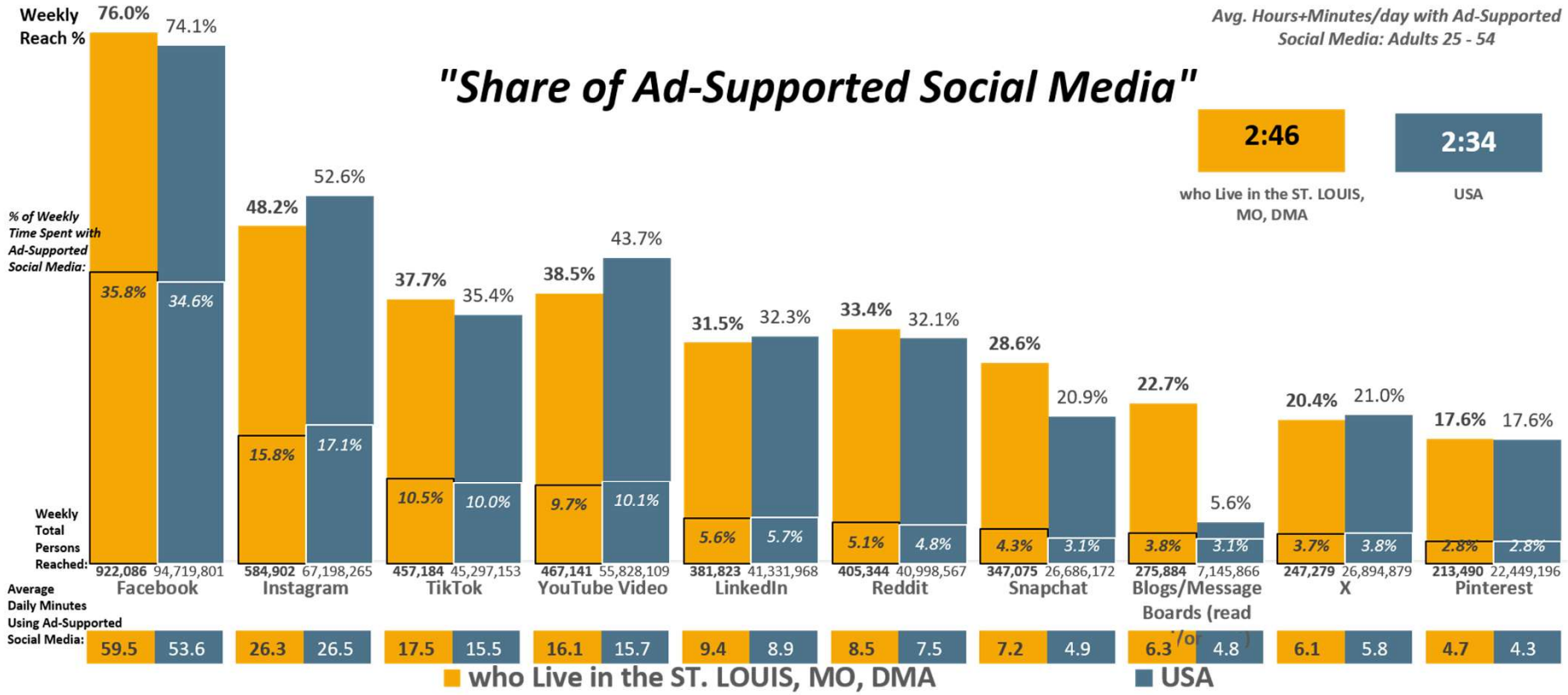
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P25-54

922,086 or 76.% of Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA use Ad-Supported Facebook for an average of 59.5 minutes every day representing 35.8% of all time spent daily with Ad-Supported Social Media.



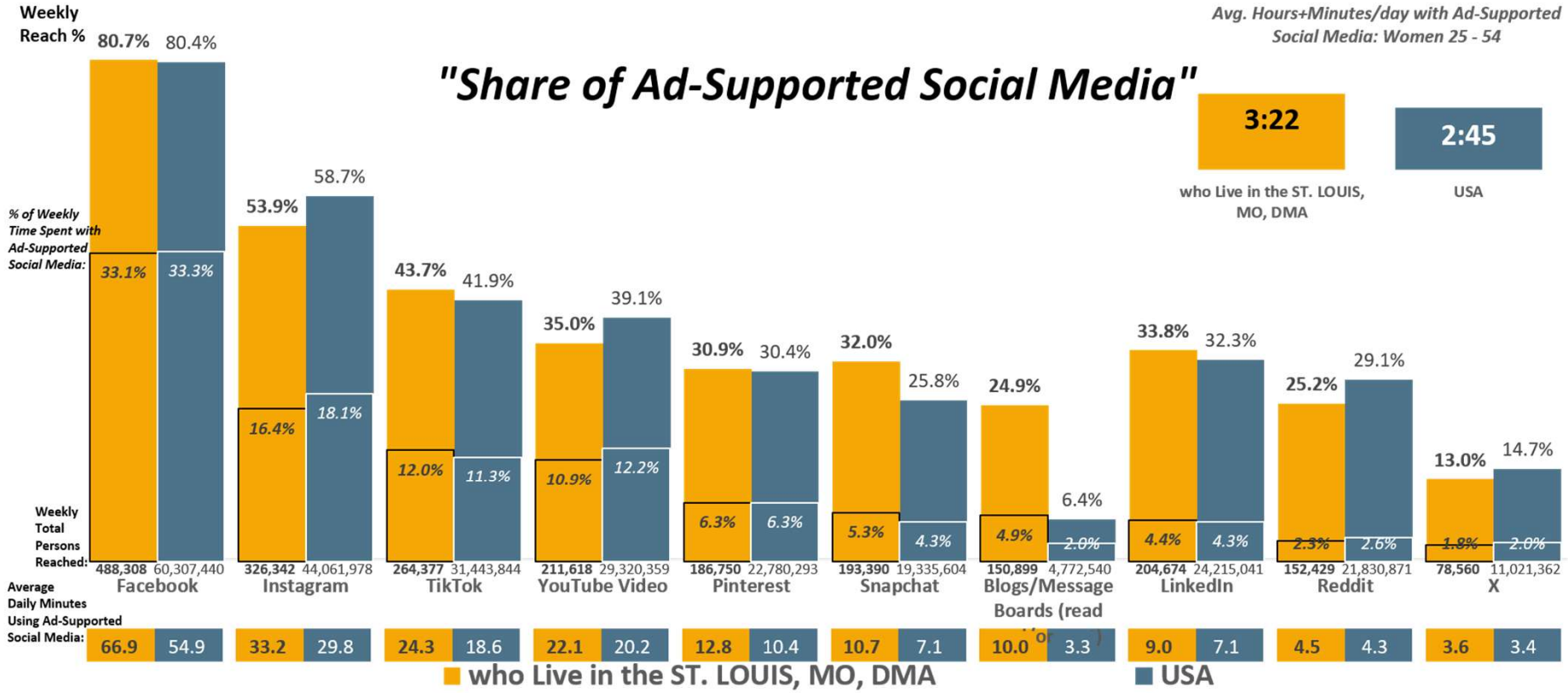
USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943 Scarborough R2 2026: Feb25-Aug26 USA Projection Scarborough R2 2026: Feb25-Aug26 Qual Intab 24,319

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488,308 or 80.7% of Women 25 - 54 who Live in the ST. LOUIS, MO, DMA use Ad-Supported Facebook for an average of 66.9 minutes every day representing 33.1% of all time spent daily with Ad-Supported Social Media.



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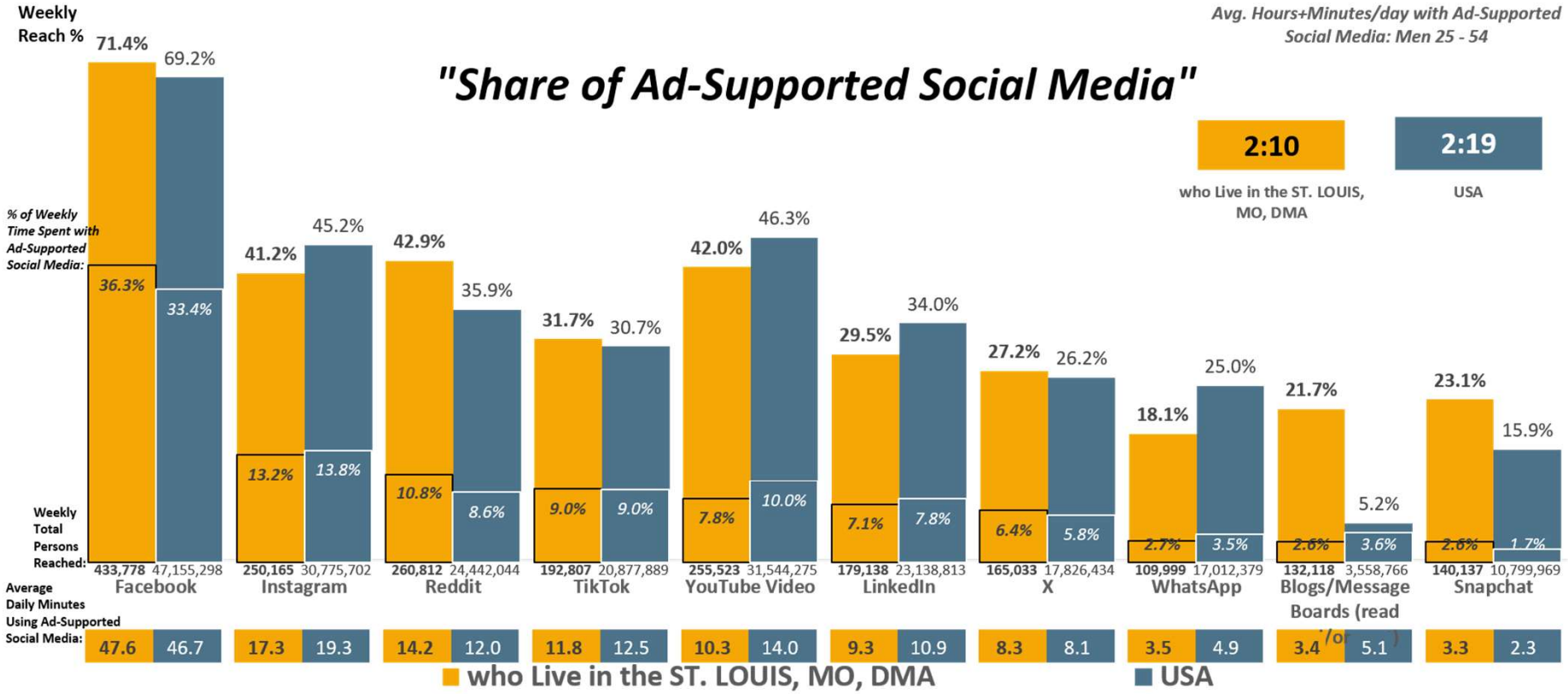
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M25-54

433,778 or 71.4% of Men 25 - 54 who Live in the ST. LOUIS, MO, DMA use Ad-Supported Facebook for an average of 47.6 minutes every day representing 36.3% of all time spent daily with Ad-Supported Social Media.



USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943 Scarborough R2 2026: Feb25-Aug26 USA Projection Scarborough R2 2026: Feb25-Aug26 Qual Intab 24,319

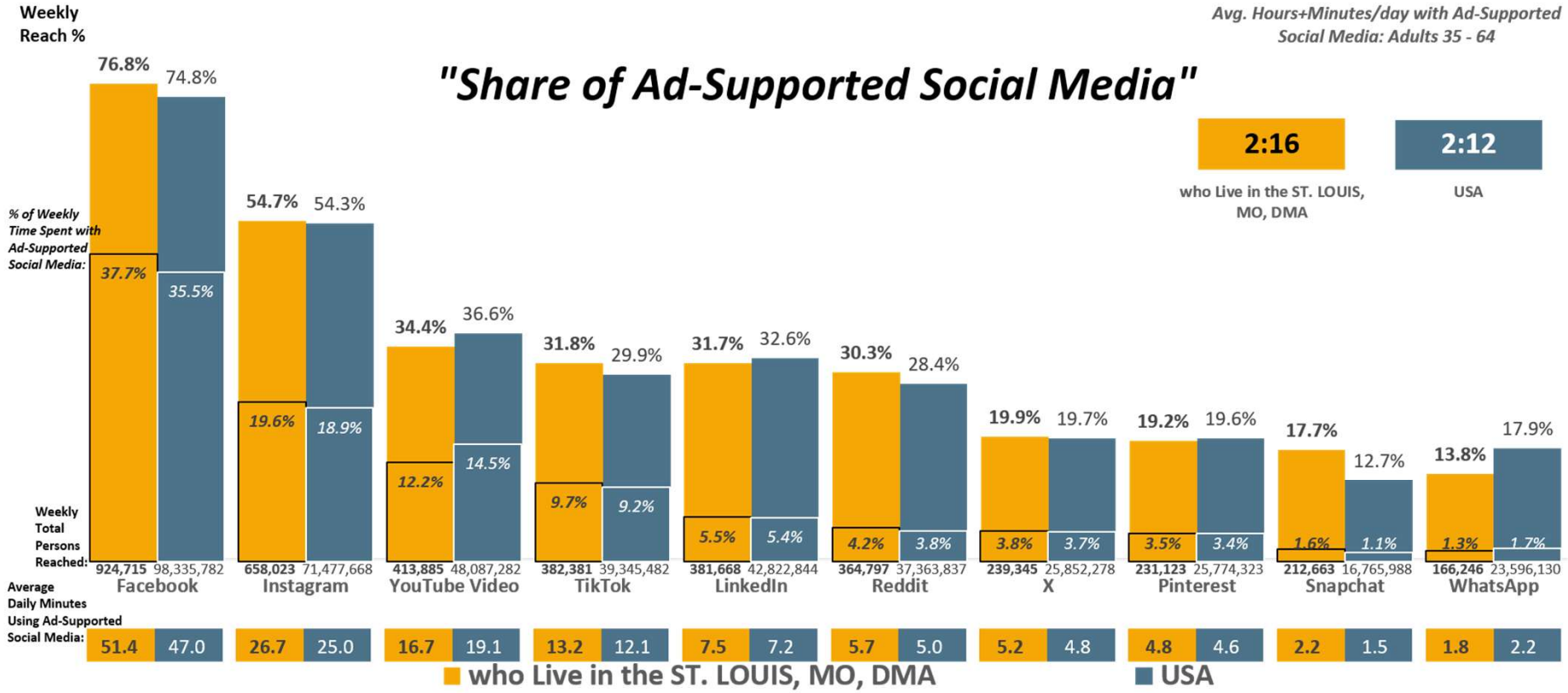
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P35-64

924,715 or 76.8% of Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA use Ad-Supported Facebook for an average of 51.4 minutes every day representing 37.7% of all time spent daily with Ad-Supported Social Media.



USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943 Scarborough R2 2026: Feb25-Aug26 USA Projection Scarborough R2 2026: Feb25-Aug26 Qual Intab 24,319

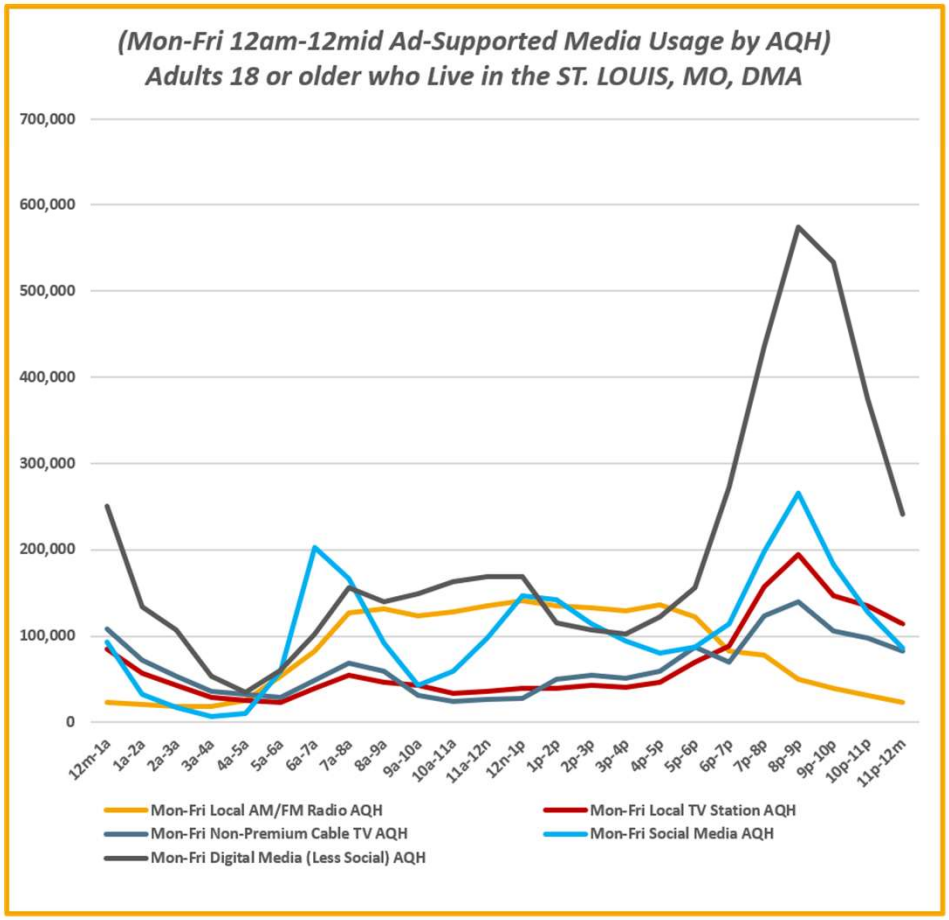
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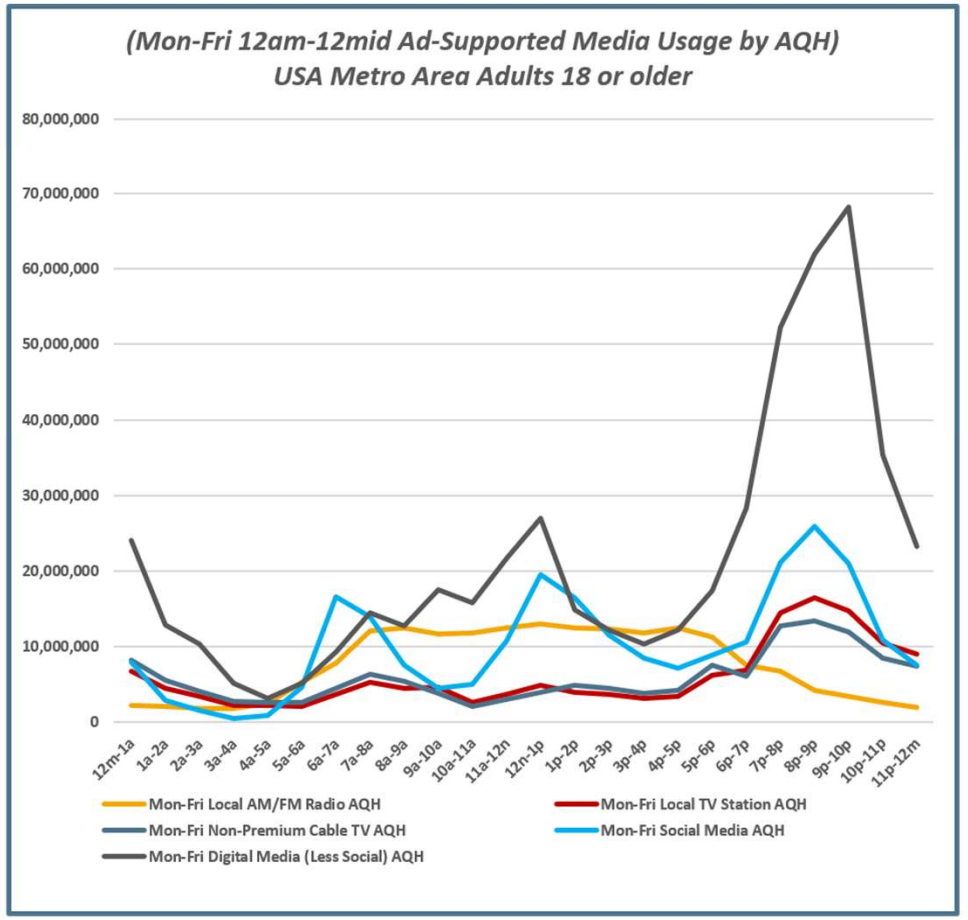
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P18+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 147,853; Local Radio: 123,399; Social Media: 110,810; Non-Prem. Cable: 50,607; Local TV: 47,668 reaching Adults 18 or older who Live in the ST. LOUIS, MO, DMA.





USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

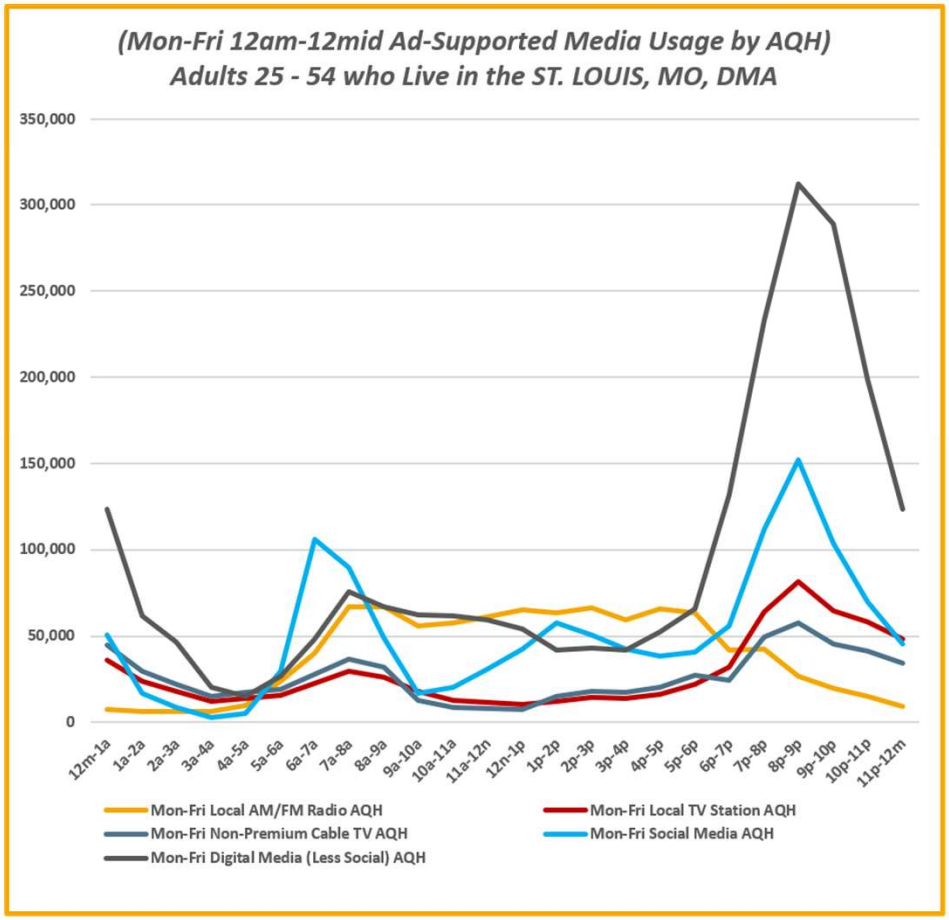
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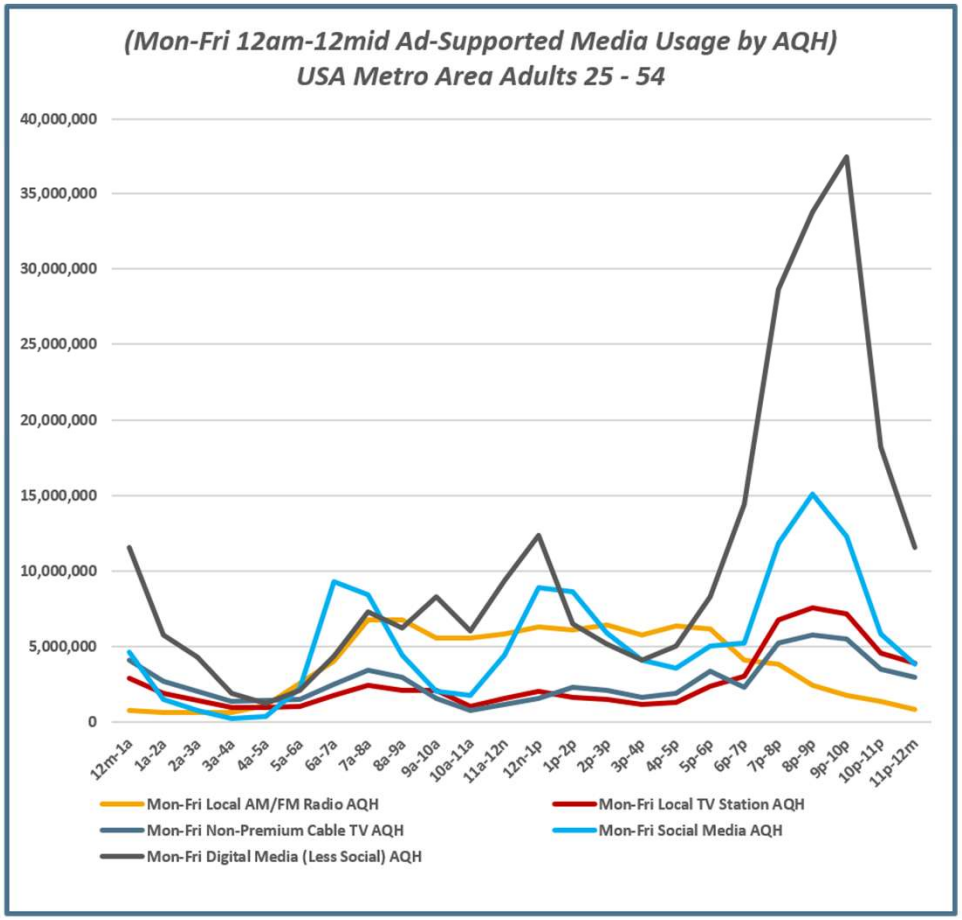
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P25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 61,777; Local Radio: 59,553; Social Media: 49,229; Non-Prem. Cable: 19,690; Local TV: 18,605 reaching Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA.





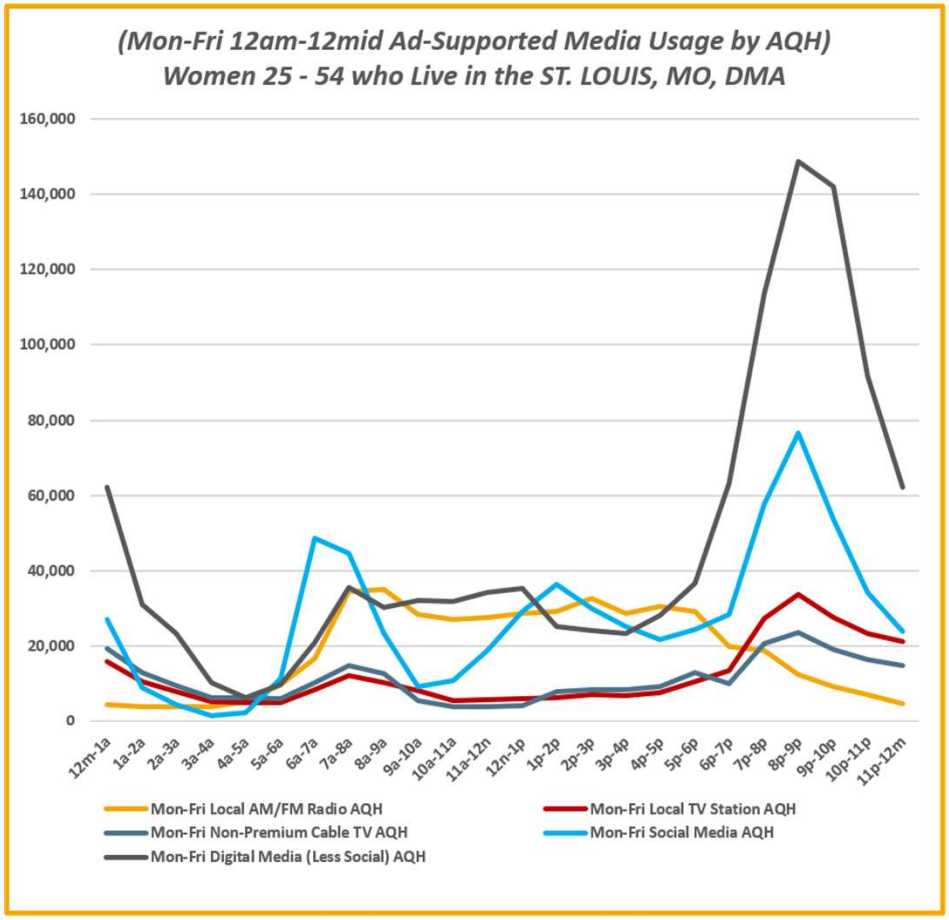
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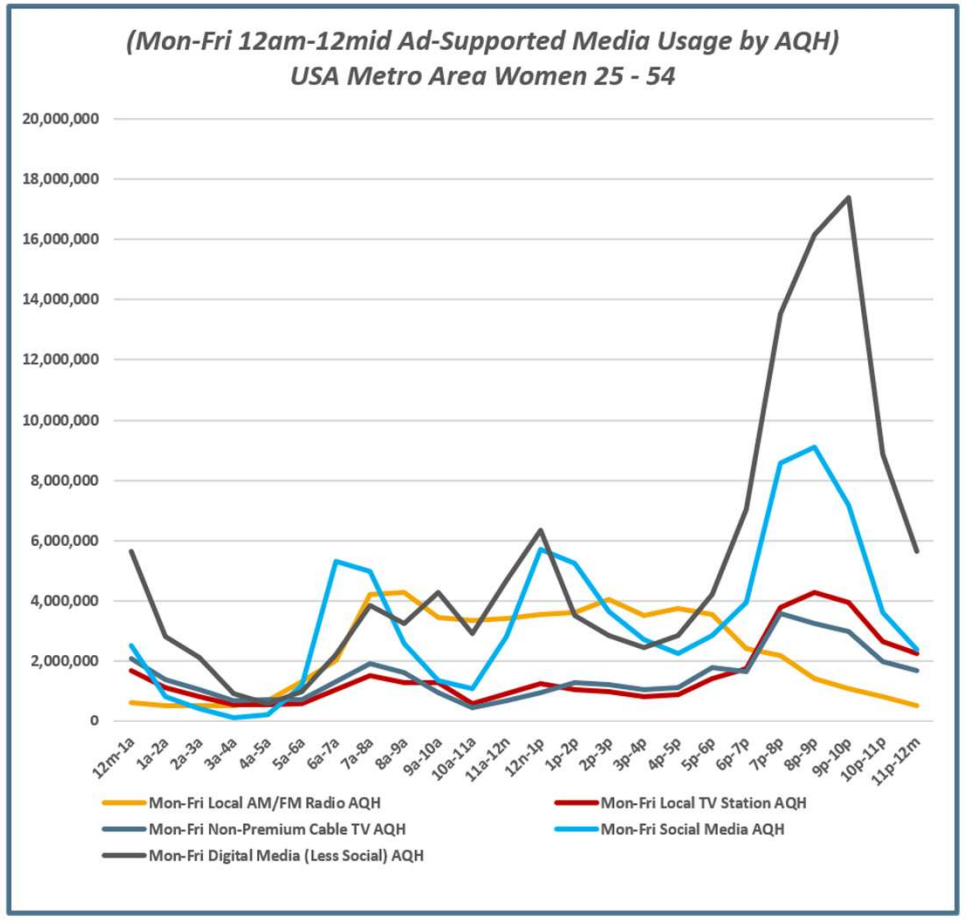
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 32,428; Local Radio: 28,340; Social Media: 27,076; Non-Prem. Cable: 8,711; Local TV: 8,382 reaching Women 25 - 54 who Live in the ST. LOUIS, MO, DMA.





USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

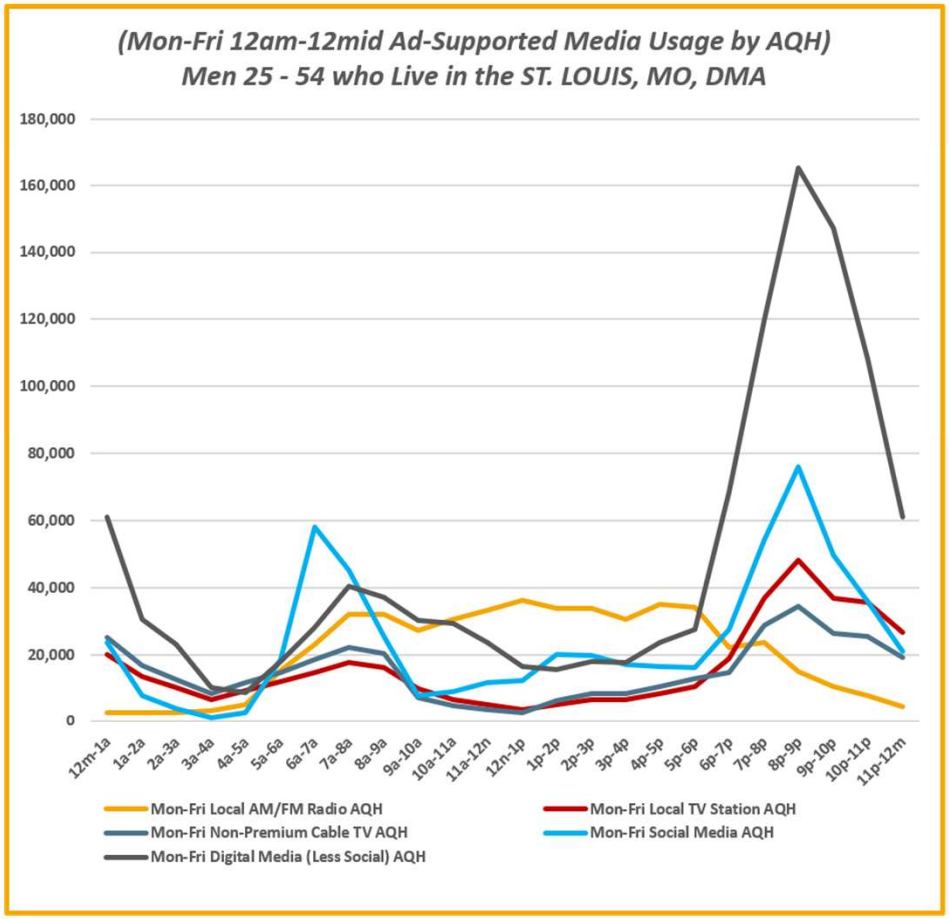
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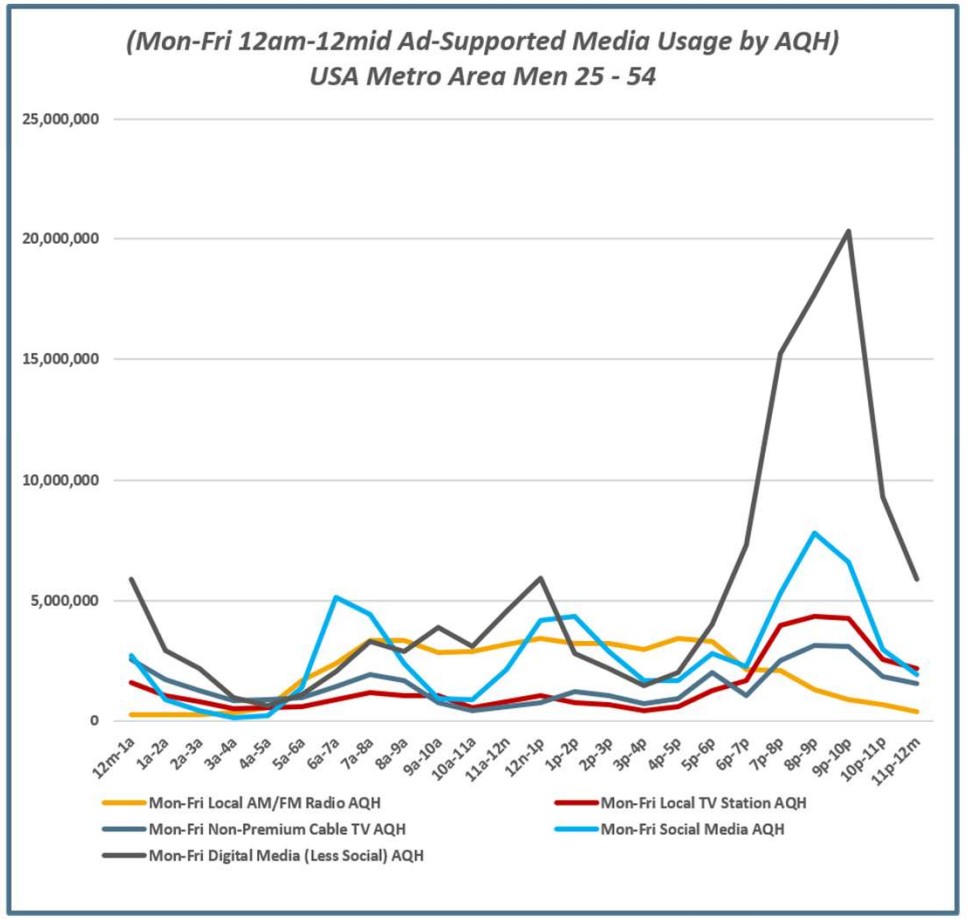
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M25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 31,038; All Other Digital Media: 28,910; Social Media: 22,017; Non-Prem. Cable: 10,740; Local TV: 9,981 reaching Men 25 - 54 who Live in the ST. LOUIS, MO, DMA.





USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

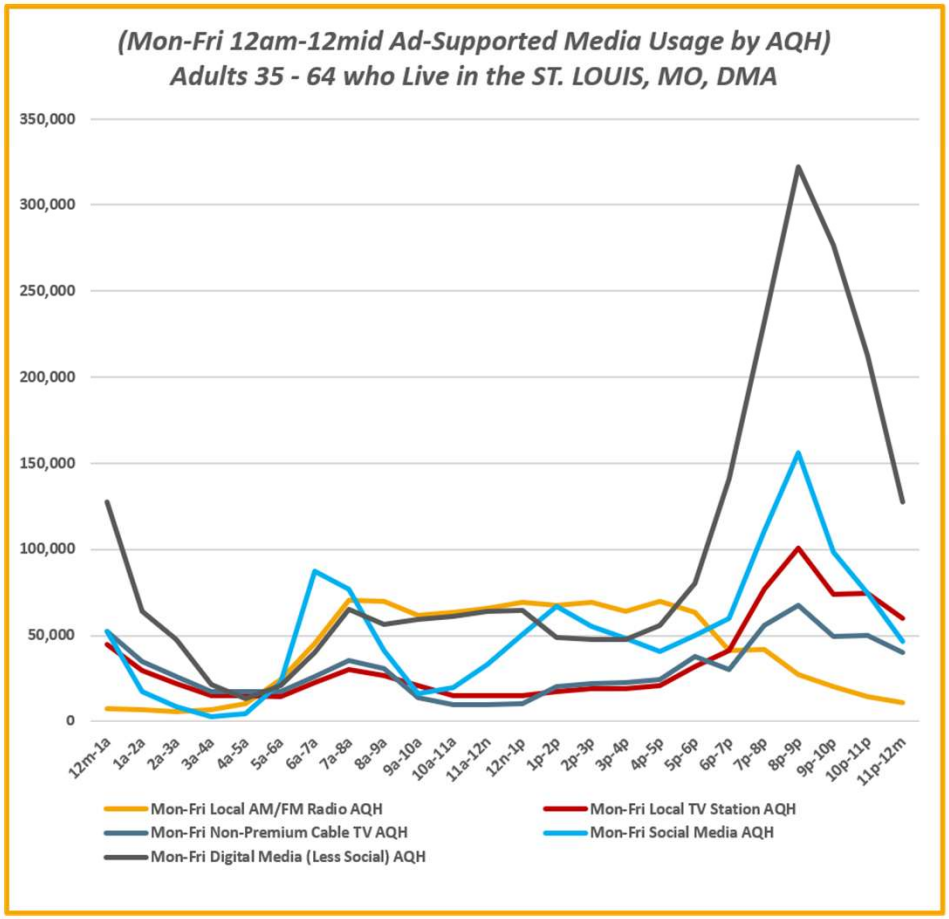
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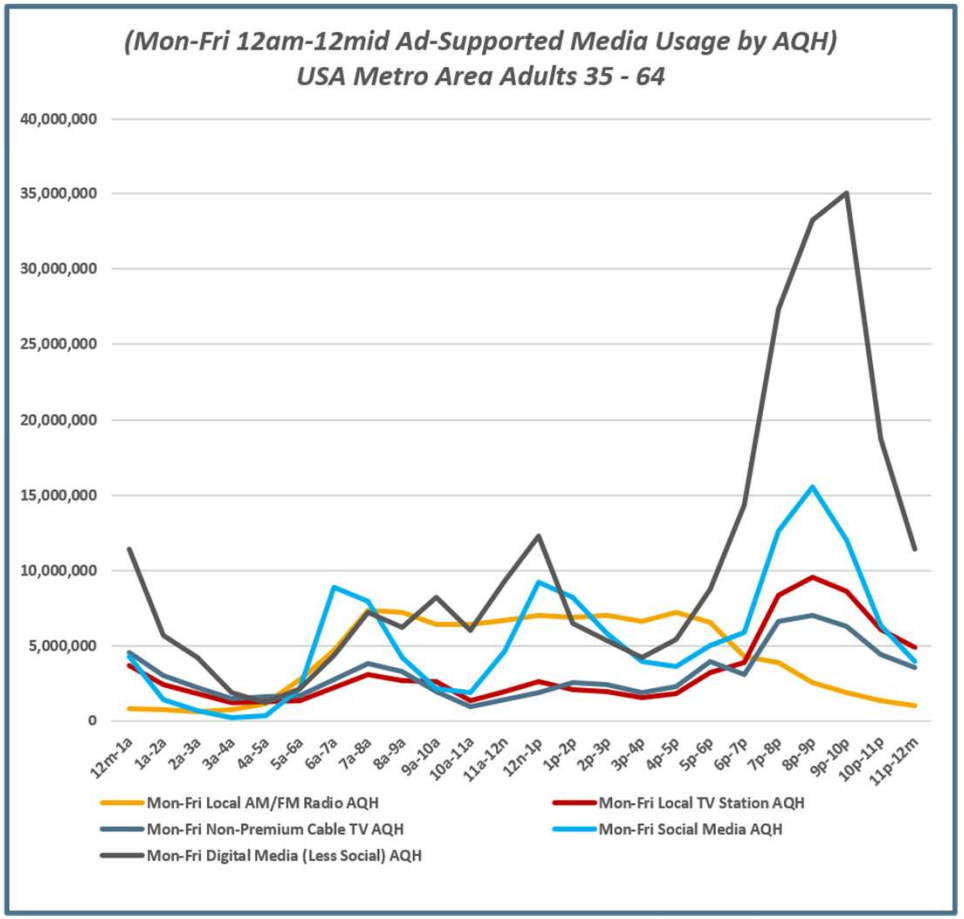
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P35-64

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 64,021; Local Radio: 63,147; Social Media: 49,643; Local TV: 22,678; Non-Prem. Cable: 22,636 reaching Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA.





USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

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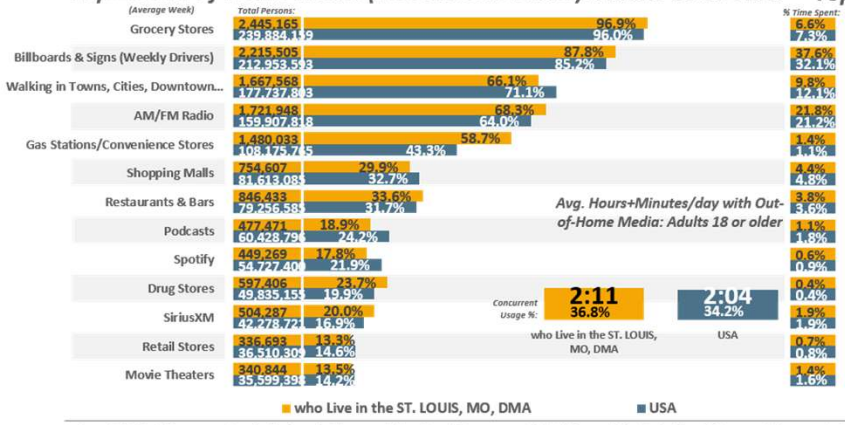
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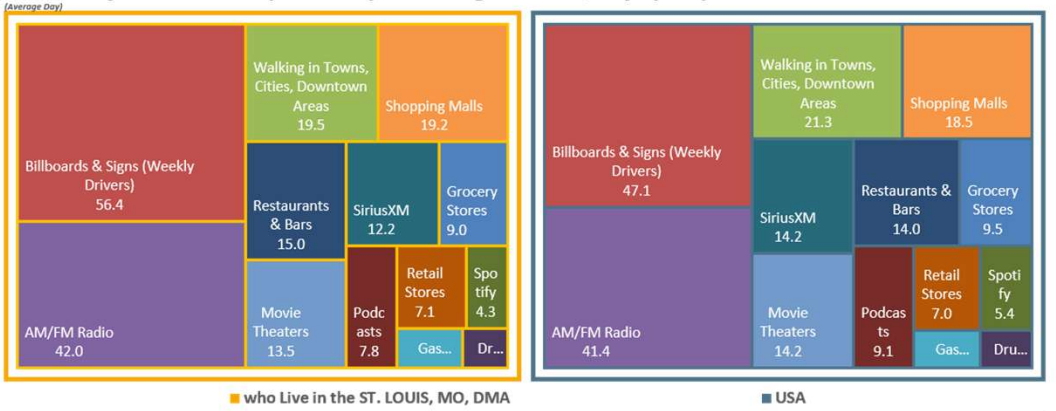
P18+

2,215,505 or 87.8% of Adults 18 or older who Live in the ST. LOUIS, MO, DMA spend an average of 56.4 minutes per day driving, seeing Billboards and Signs. 65.8% Listen to Local Radio Stations Out-of-Home for an average of 39.5 minutes/day.

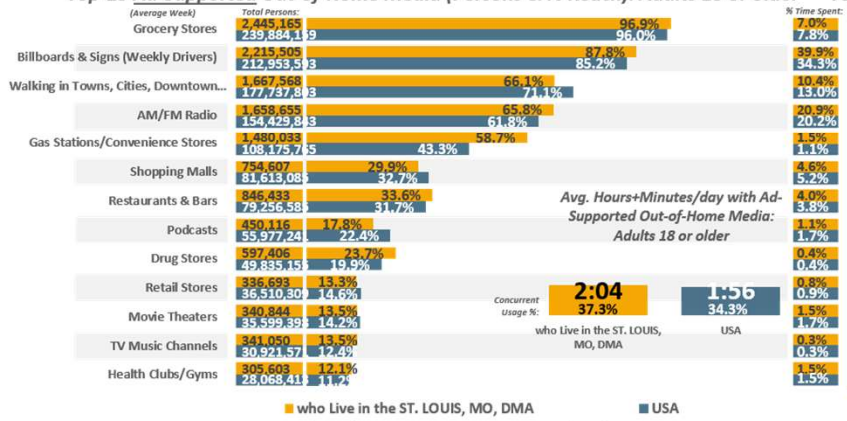
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



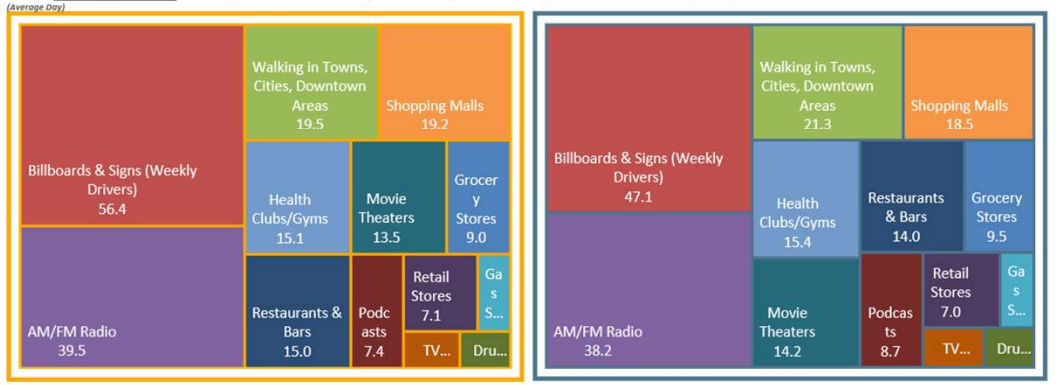
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

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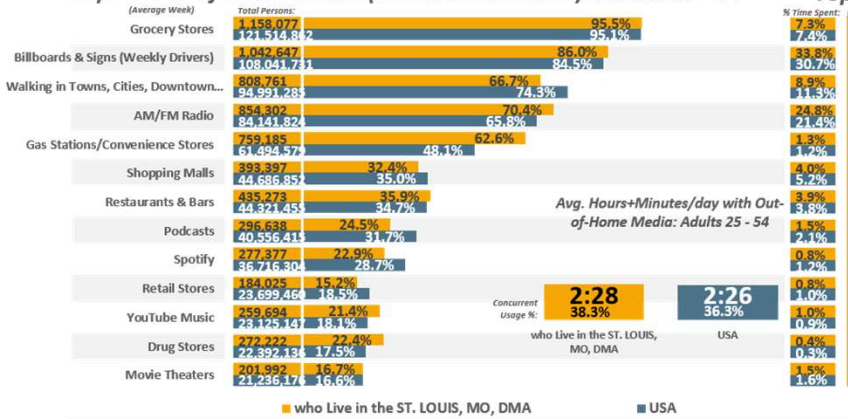
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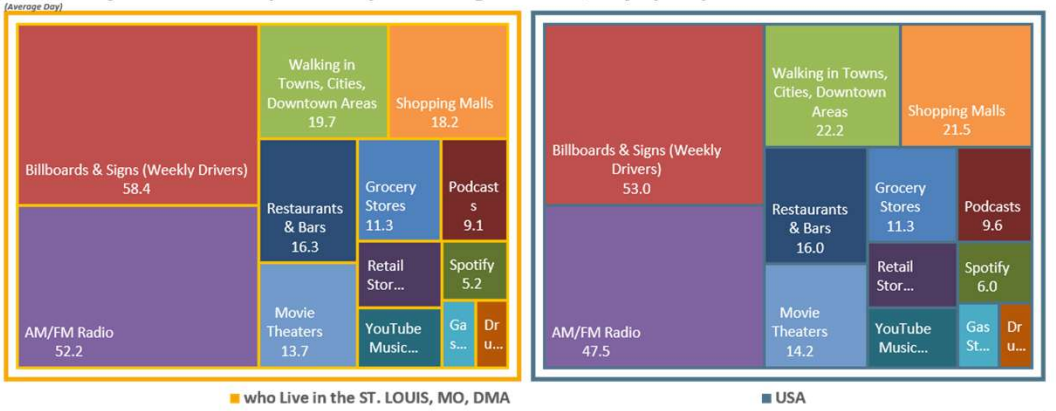
P25-54

1,042,647 or 86.% of Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an average of 58.4 minutes per day driving, seeing Billboards and Signs. 68.9% Listen to Local Radio Stations Out-of-Home for an average of 49.7 minutes/day.

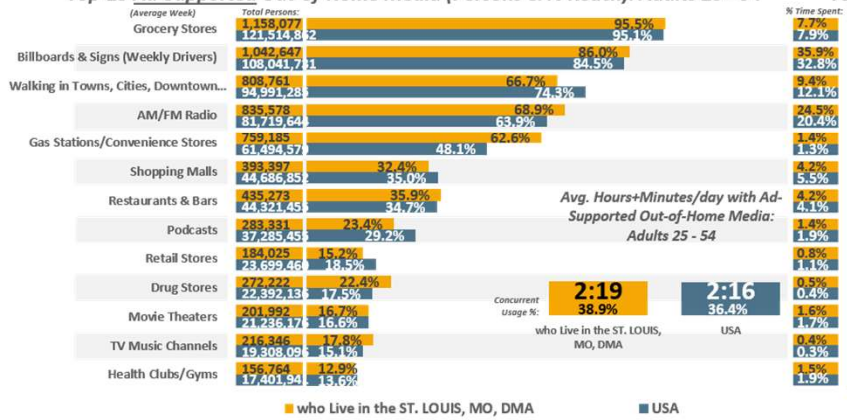
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



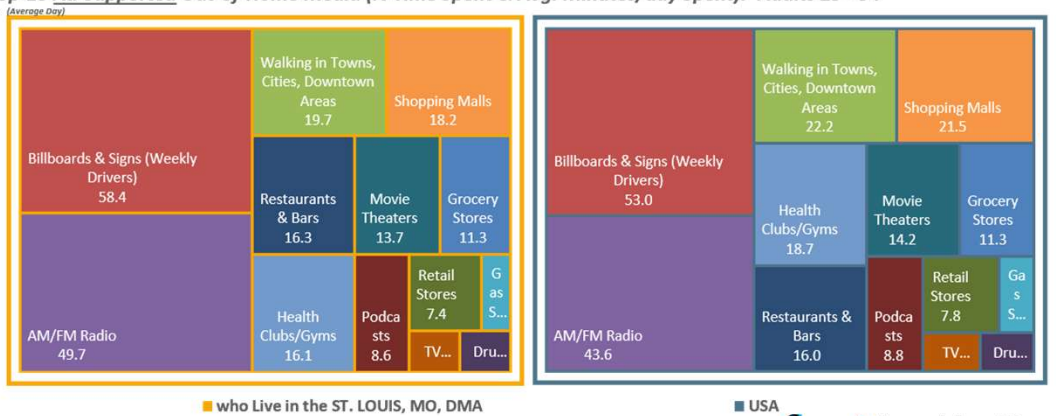
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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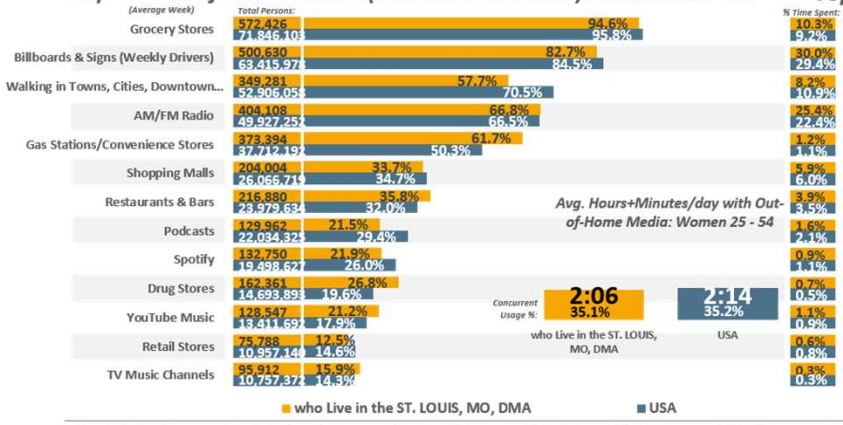
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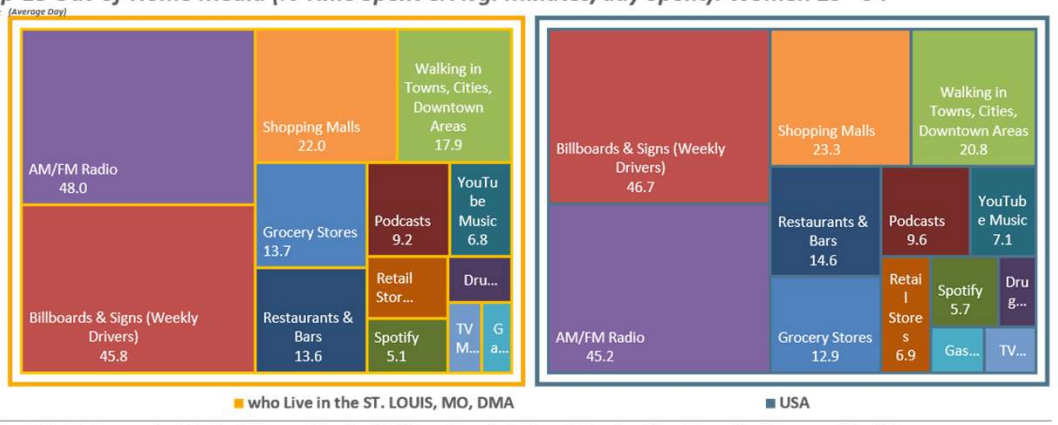


500,630 or 82.7% of Women 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an average of 45.8 minutes per day driving, seeing Billboards and Signs. 65.4% Listen to Local Radio Stations Out-of-Home for an average of 46. minutes/day.

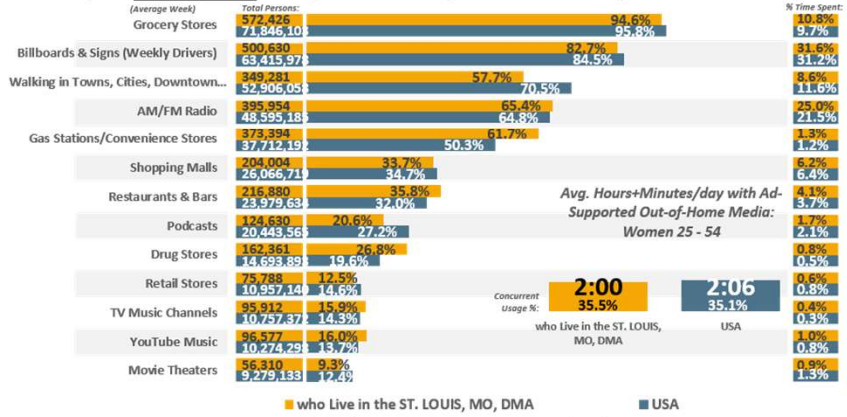
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



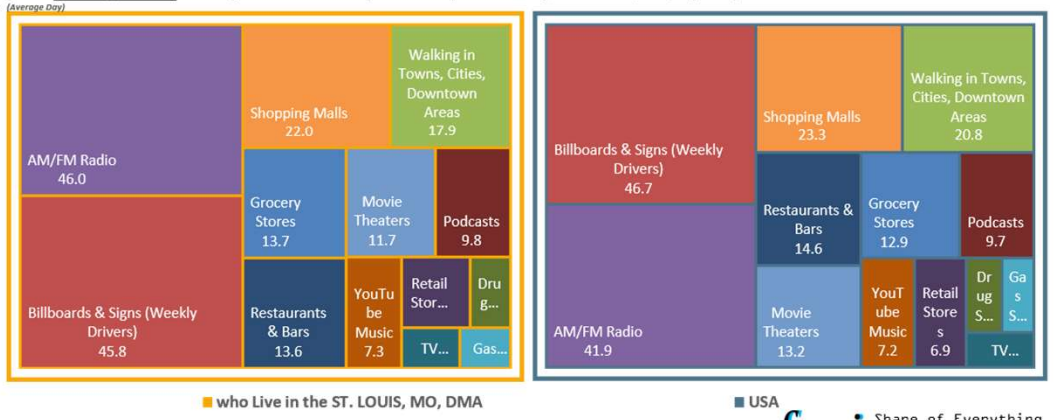
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Women 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

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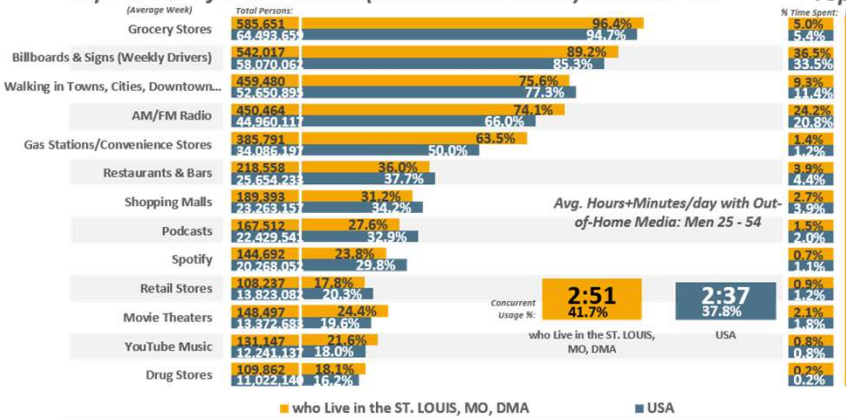
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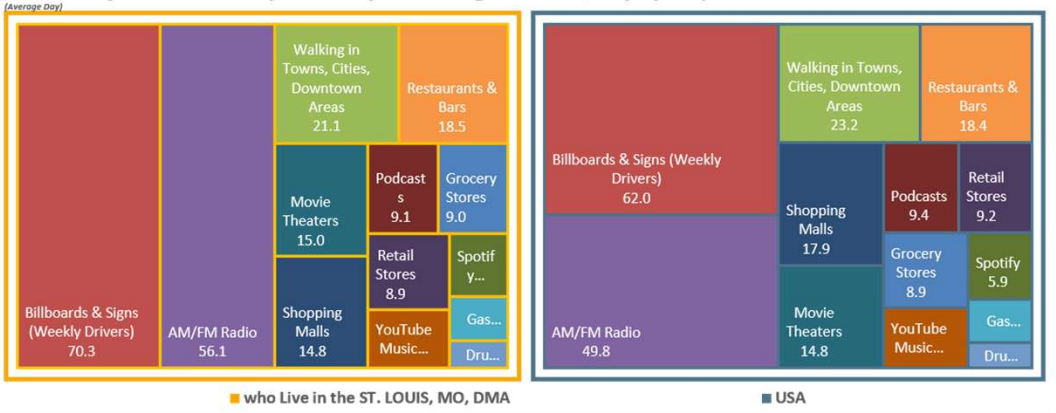
M25-54

542,017 or 89.2% of Men 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an average of 70.3 minutes per day driving, seeing Billboards and Signs. 72.4% Listen to Local Radio Stations Out-of-Home for an average of 53.3 minutes/day.

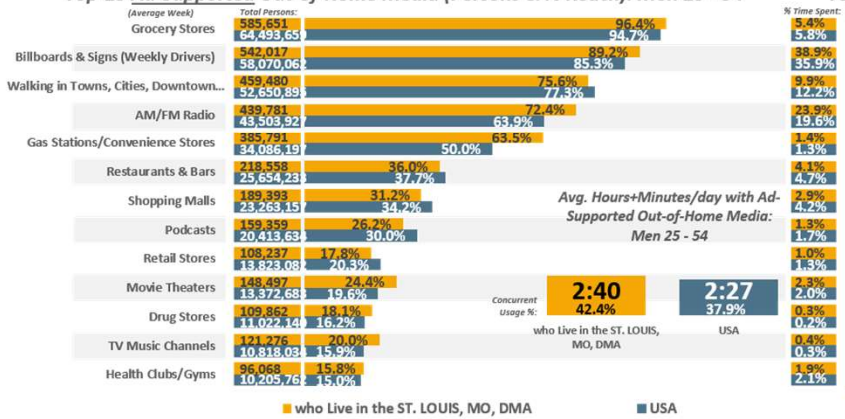
Top-13 Out-of-Home Media (Persons & % Reach): Men 25 - 54



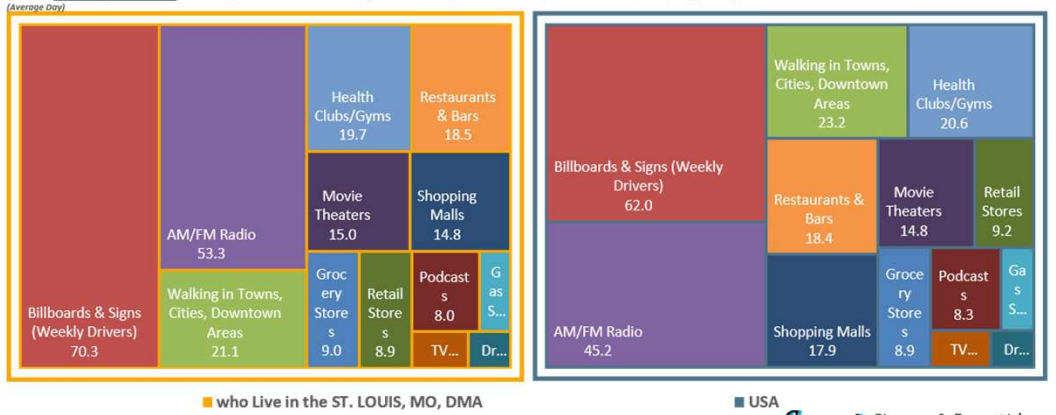
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Men 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

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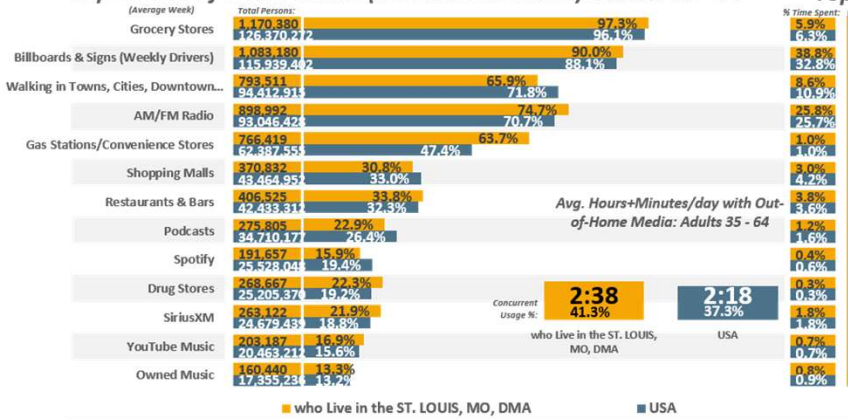
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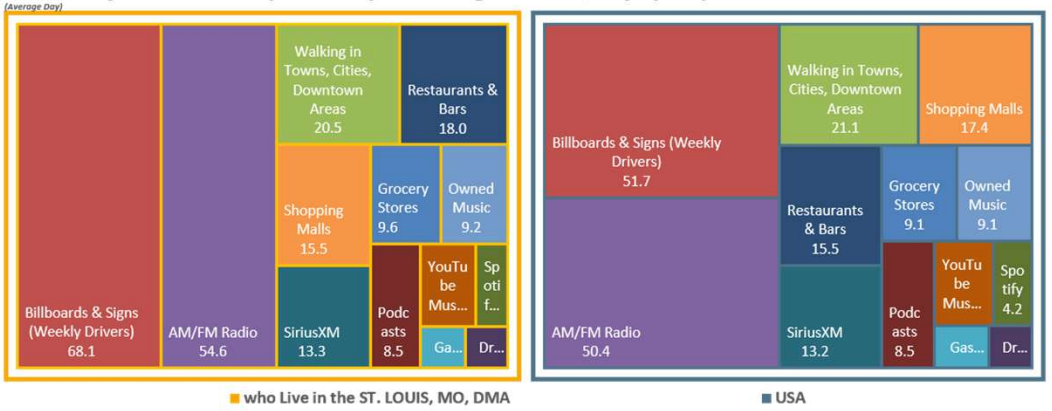
P35-64

1,083,180 or 90.% of Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA spend an average of 68.1 minutes per day driving, seeing Billboards and Signs. 72.4% Listen to Local Radio Stations Out-of-Home for an average of 52.1 minutes/day.

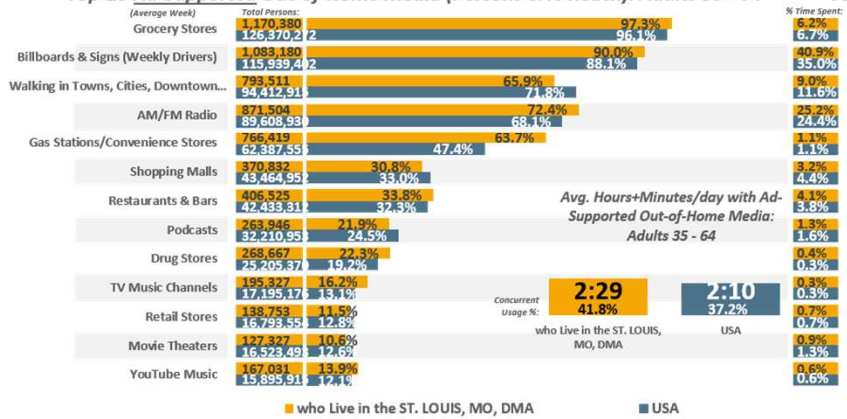
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 - 64



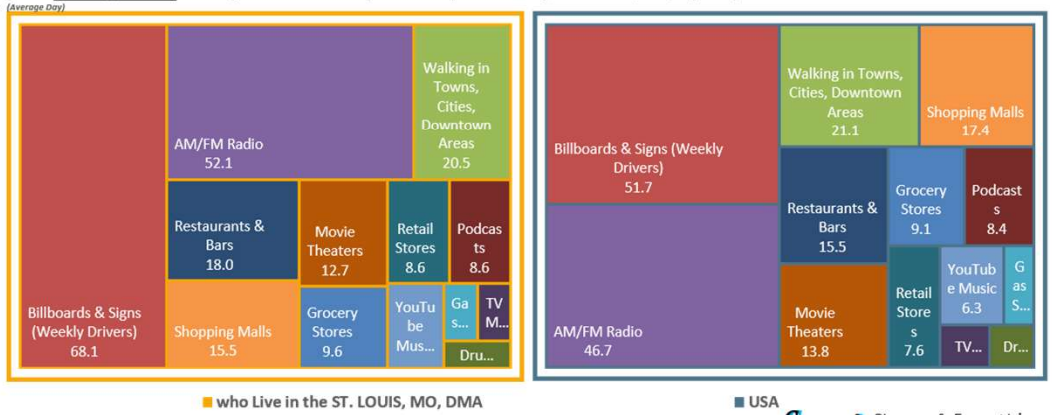
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 35 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

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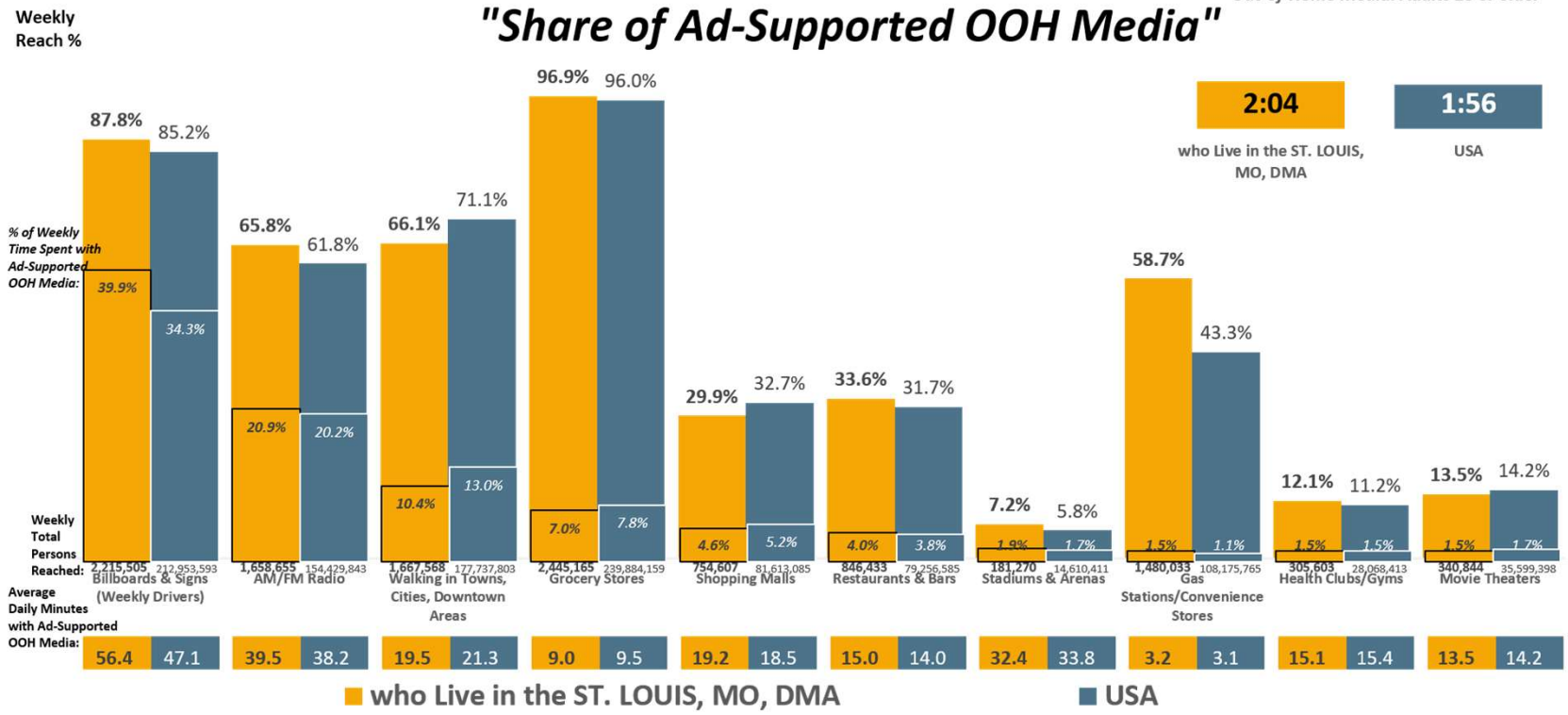


P18+

2,215,505 or 87.8% of Adults 18 or older who Live in the ST. LOUIS, MO, DMA spend an average of 56.4 minutes per day driving, seeing Billboards and Signs representing 39.9% 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"



USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943 Scarborough R2 2026: Feb25-Aug26 USA Projection Scarborough R2 2026: Feb25-Aug26 Qual Intab 24,319

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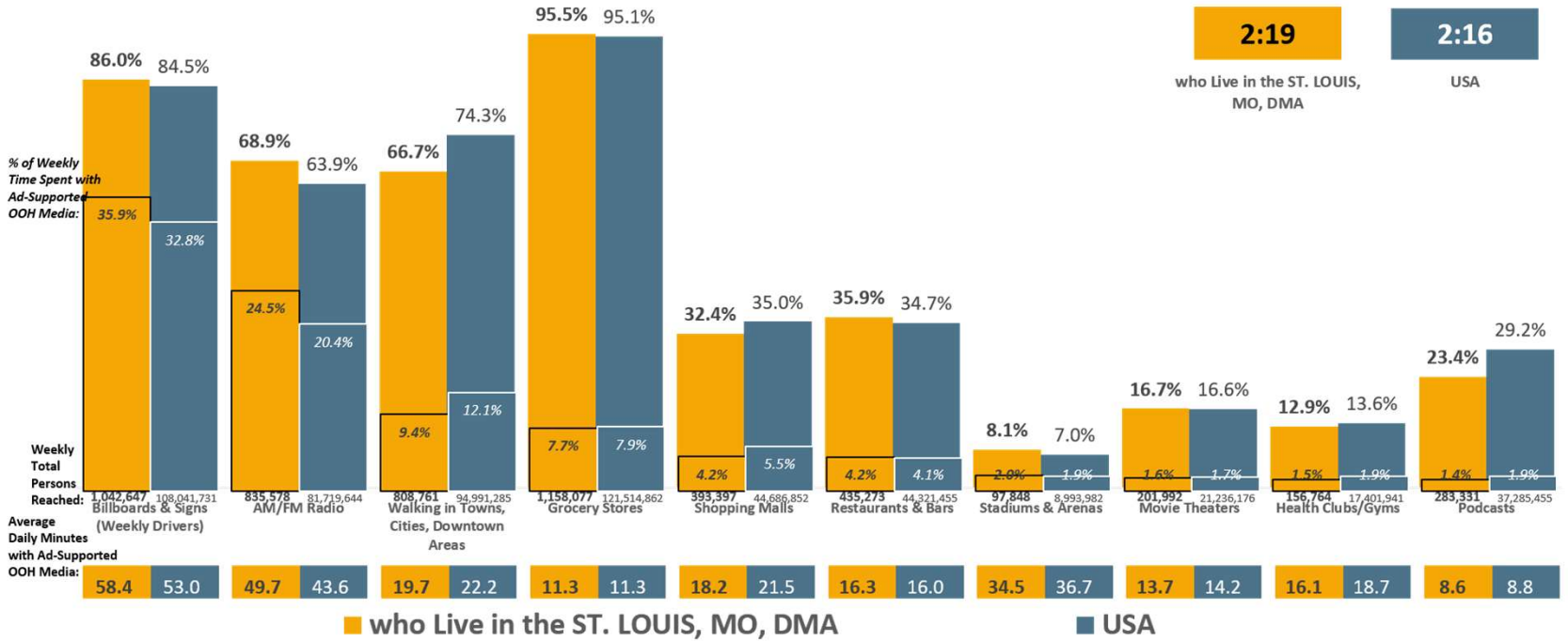


P25-54

1,042,647 or 86.% of Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an average of 58.4 minutes per day driving, seeing Billboards and Signs representing 35.9% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 54

"Share of Ad-Supported OOH Media"



USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943 Scarborough R2 2026: Feb25-Aug26 USA Projection Scarborough R2 2026: Feb25-Aug26 Qual Intab 24,319

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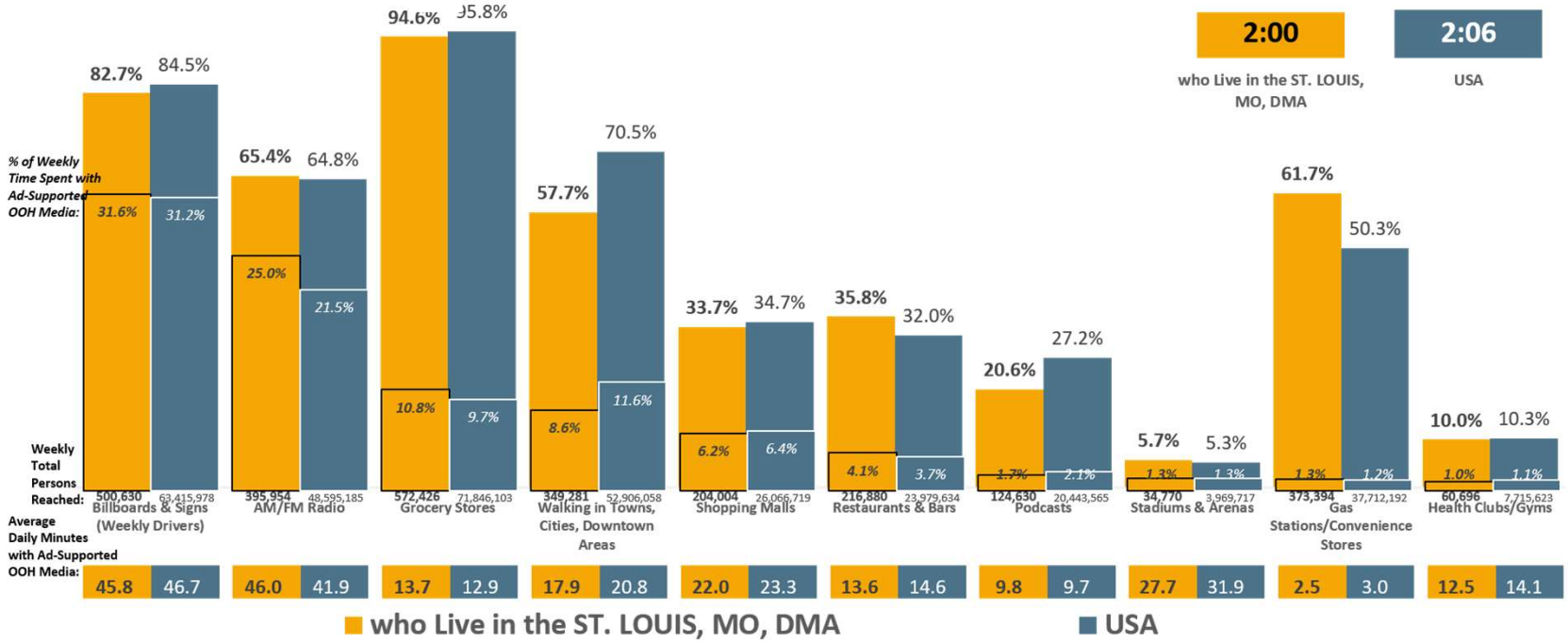
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500,630 or 82.7% of Women 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an average of 45.8 minutes per day driving, seeing Billboards and Signs representing 31.6% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Women 25 - 54

"Share of Ad-Supported OOH Media"



USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943 Scarborough R2 2026: Feb25-Aug26 USA Projection Scarborough R2 2026: Feb25-Aug26 Qual Intab 24,319

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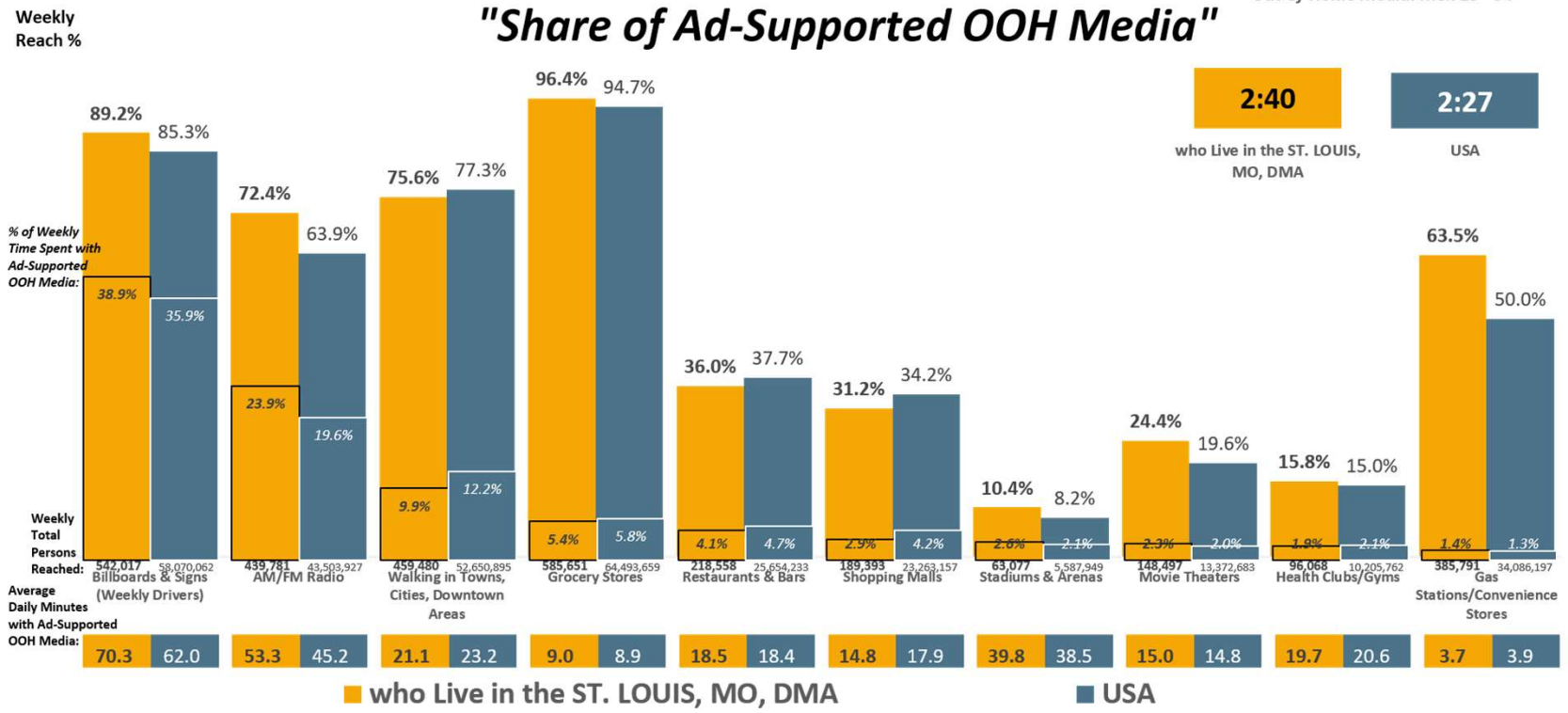


M25-54

542,017 or 89.2% of Men 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an average of 70.3 minutes per day driving, seeing Billboards and Signs representing 38.9% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Men 25 - 54

"Share of Ad-Supported OOH Media"



USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943 Scarborough R2 2026: Feb25-Aug26 USA Projection Scarborough R2 2026: Feb25-Aug26 Qual Intab 24,319

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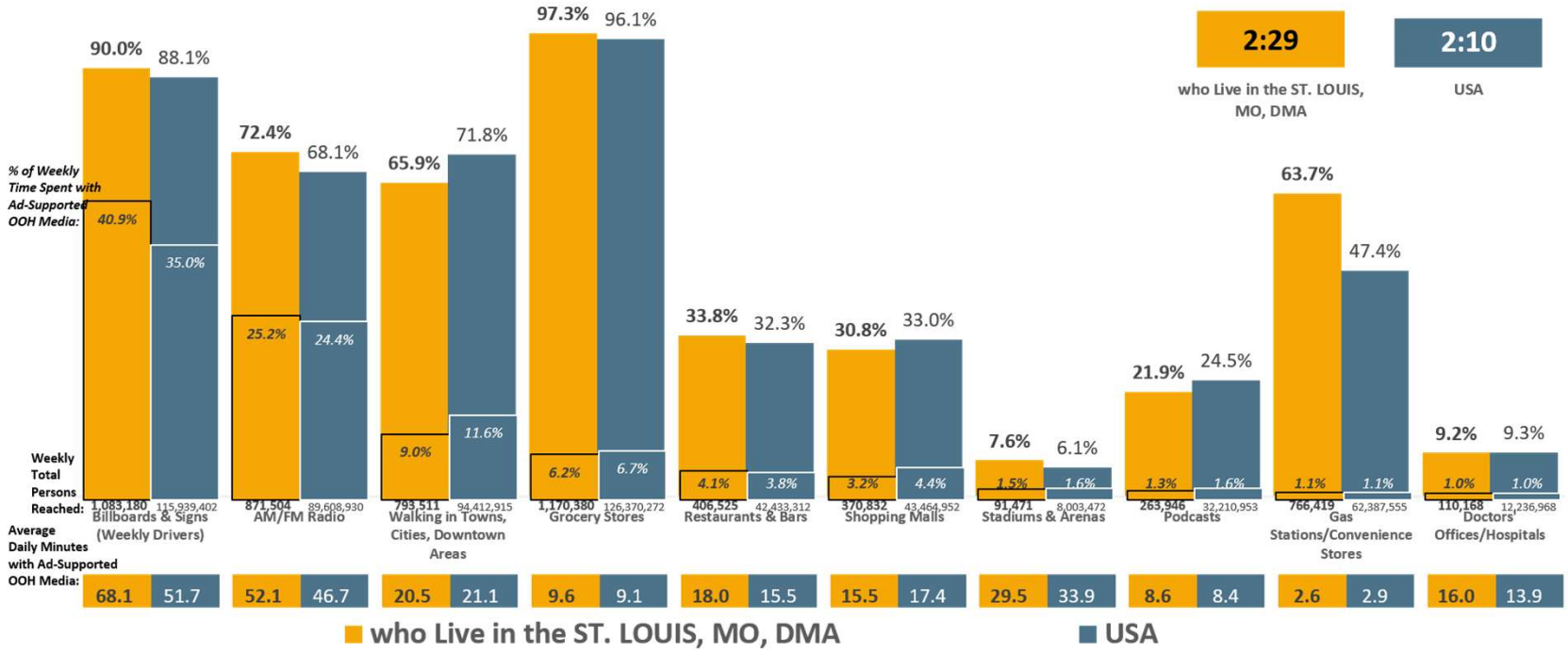


P35-64

1,083,180 or 90.% of Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA spend an average of 68.1 minutes per day driving, seeing Billboards and Signs representing 40.9% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 35 - 64

"Share of Ad-Supported OOH Media"



USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943 Scarborough R2 2026: Feb25-Aug26 USA Projection Scarborough R2 2026: Feb25-Aug26 Qual Intab 24,319

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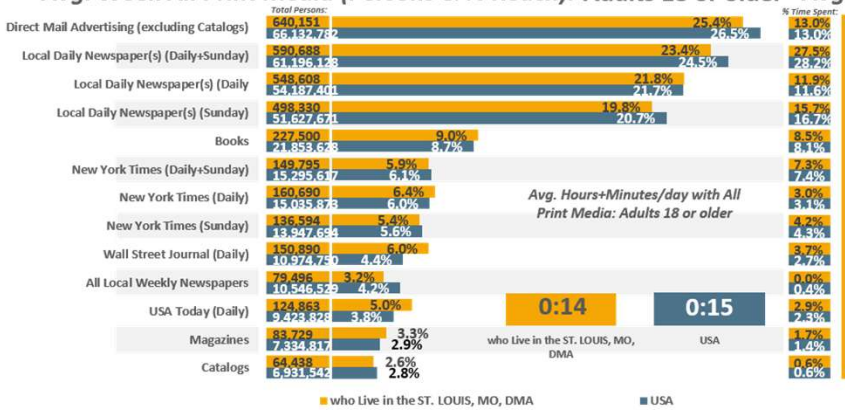
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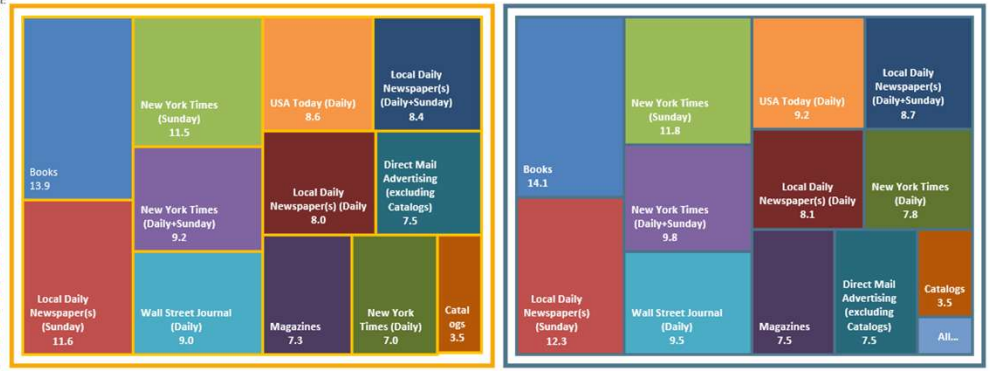
P18+

590,688 or 23.4% of Adults 18 or older who Live in the ST. LOUIS, MO, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 30.1% of all time spent daily with All forms of Print Media.

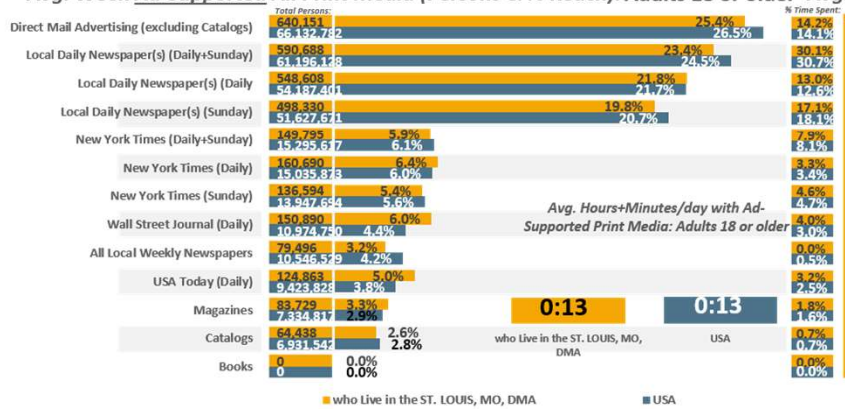
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

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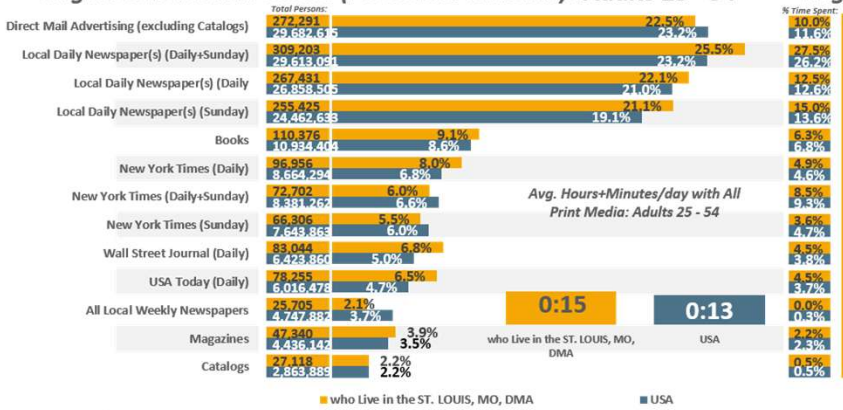
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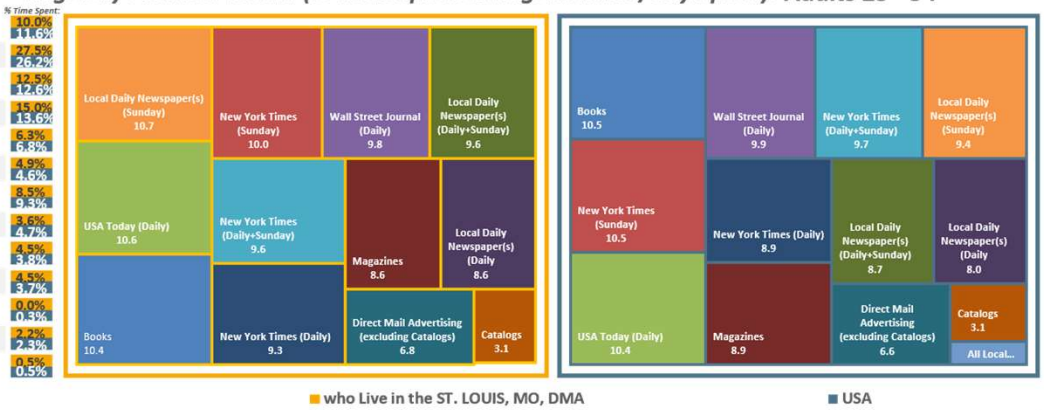
P25-54

309,203 or 25.5% of Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.6 minutes every day representing 29.3% of all time spent daily with All forms of Print Media.

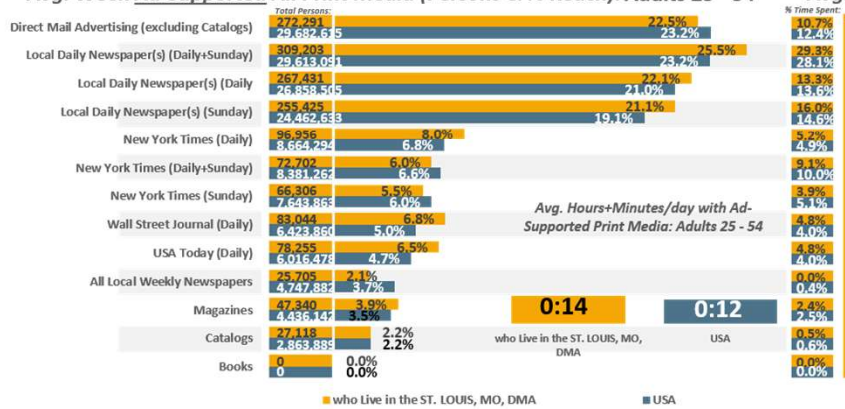
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



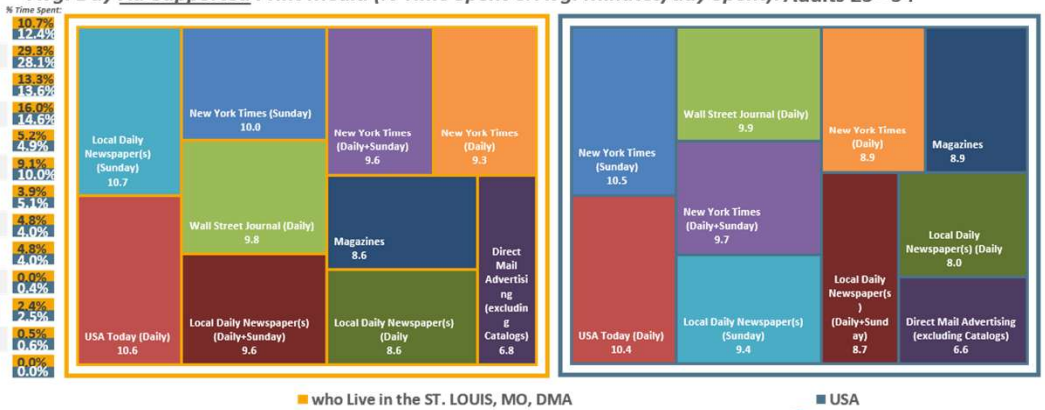
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

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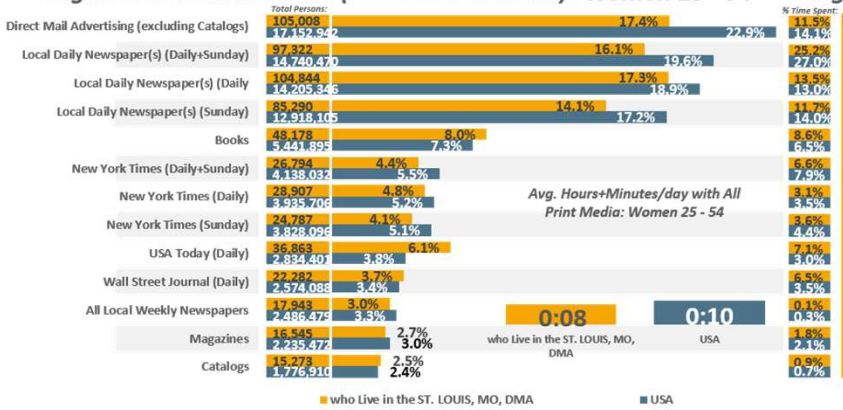
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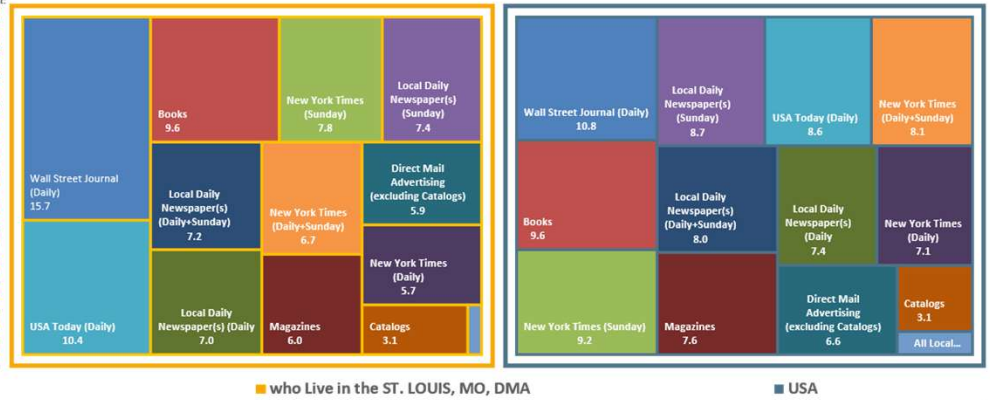
W25-54

97,322 or 16.1% of Women 25 - 54 who Live in the ST. LOUIS, MO, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.2 minutes every day representing 27.5% of all time spent daily with All forms of Print Media.

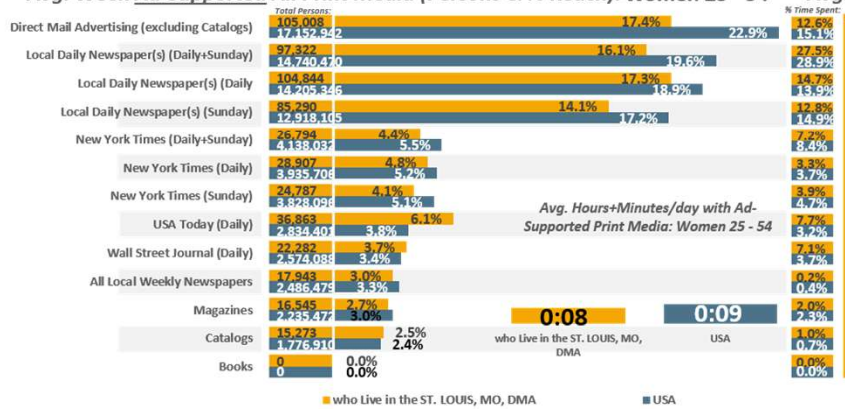
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



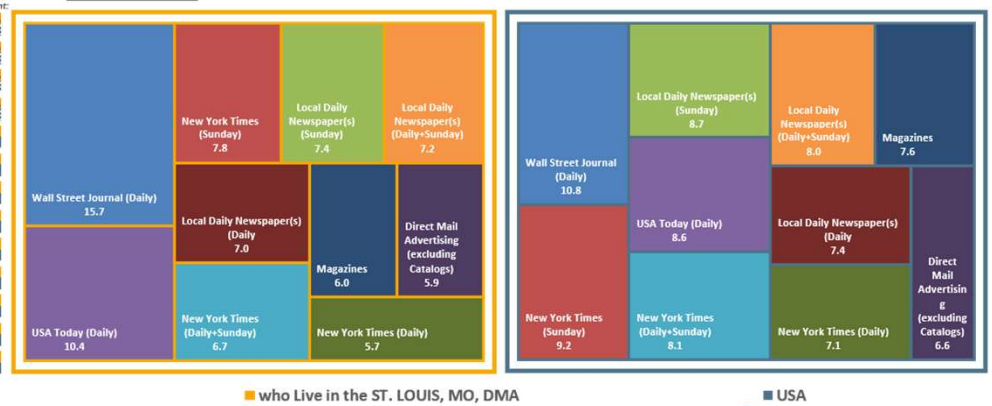
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

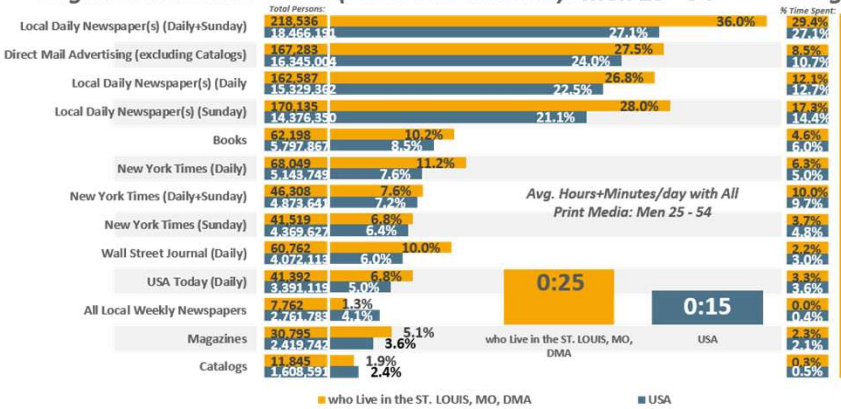
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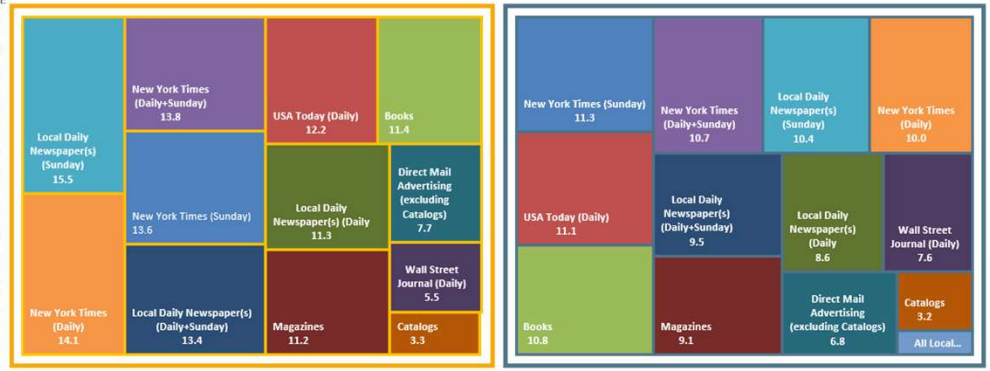


218,536 or 36.% of Men 25 - 54 who Live in the ST. LOUIS, MO, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 13.4 minutes every day representing 30.8% of all time spent daily with All forms of Print Media.

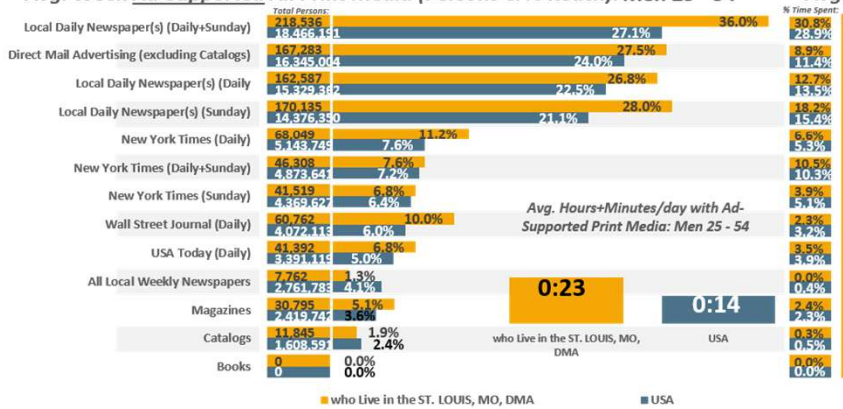
Avg. Week All Print Media (Persons & % Reach): Men 25 - 54



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Men 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

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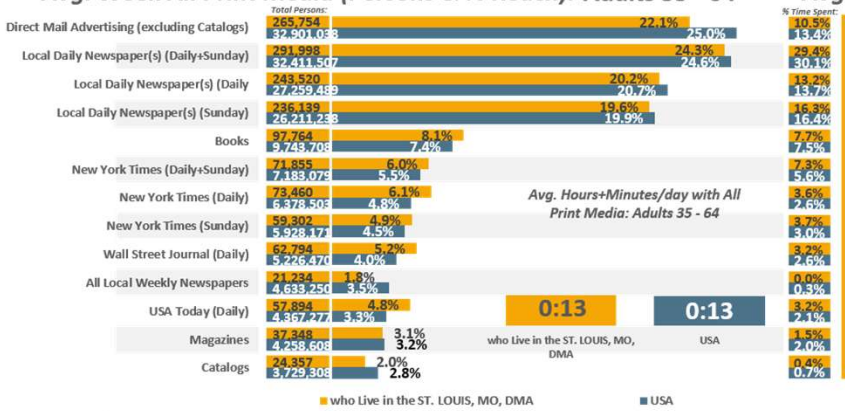
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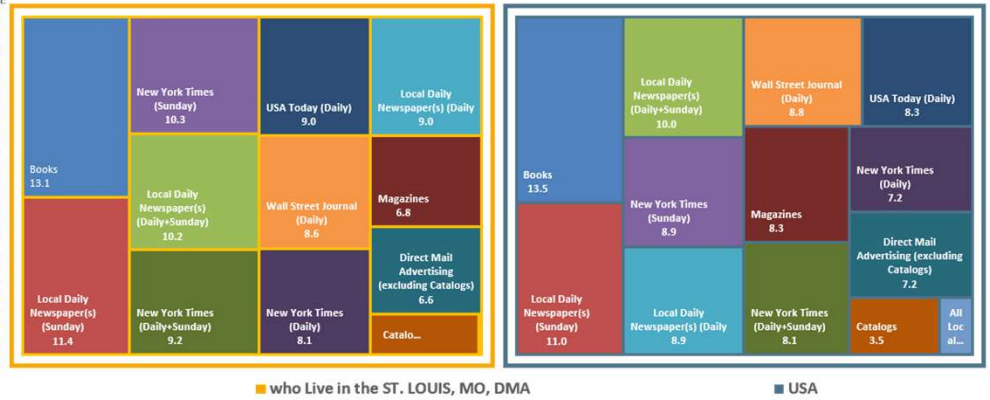
P35-64

291,998 or 24.3% of Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.2 minutes every day representing 31.9% of all time spent daily with All forms of Print Media.

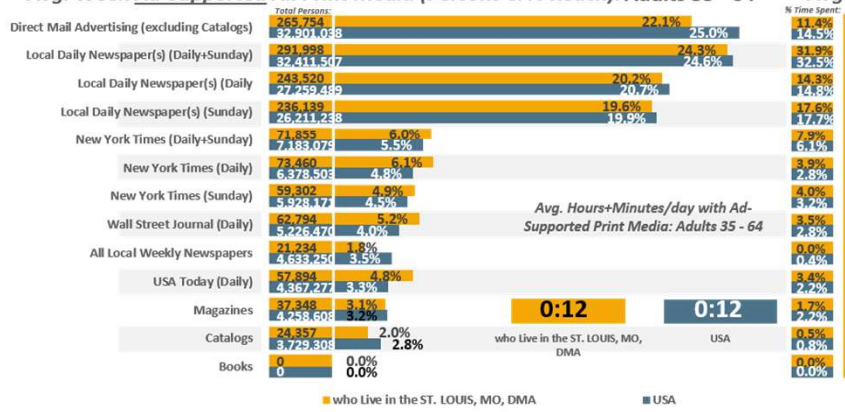
Avg. Week All Print Media (Persons & % Reach): Adults 35 - 64



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab 1,943

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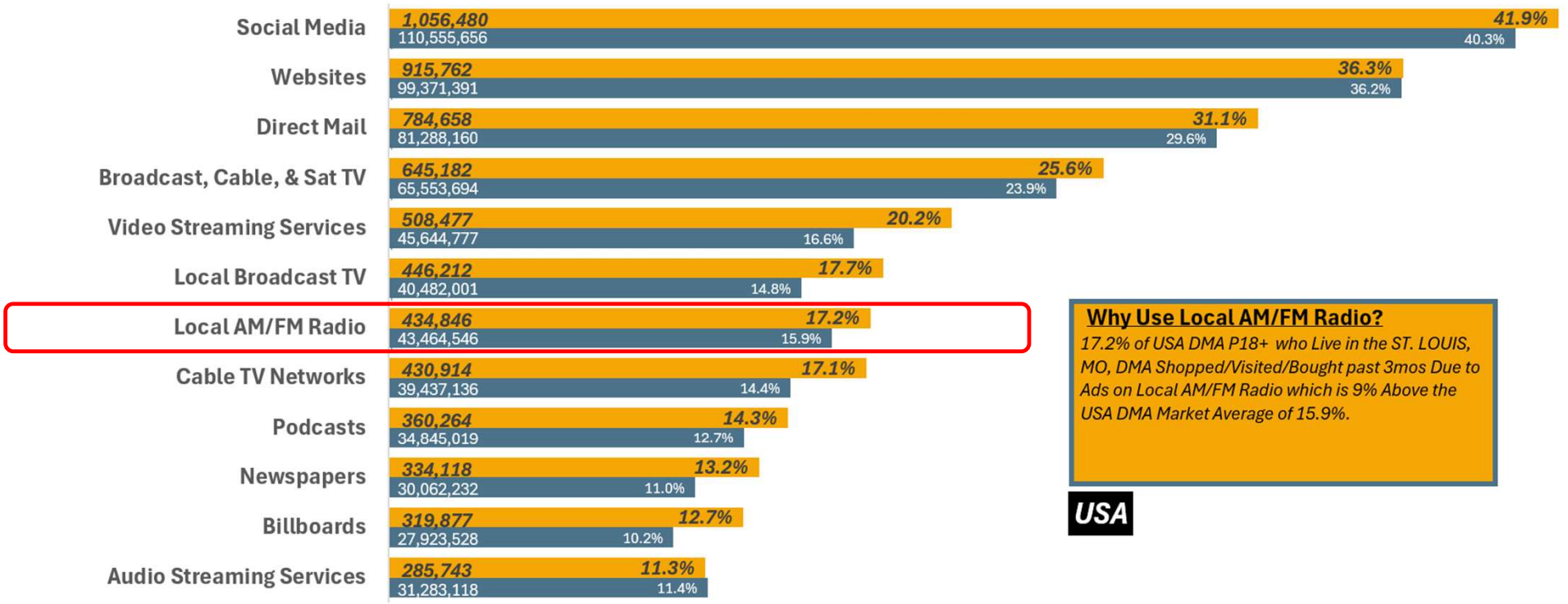
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P18+

"Advertising Actions"

P18+ who Live in the ST. LOUIS, MO, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

17.2% of USA DMA P18+ who Live in the ST. LOUIS, MO, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 9% Above the USA DMA Market Average of 15.9%.

USA

P18+ who Live in the ST. LOUIS, MO, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %) | P18+ USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab: 24319

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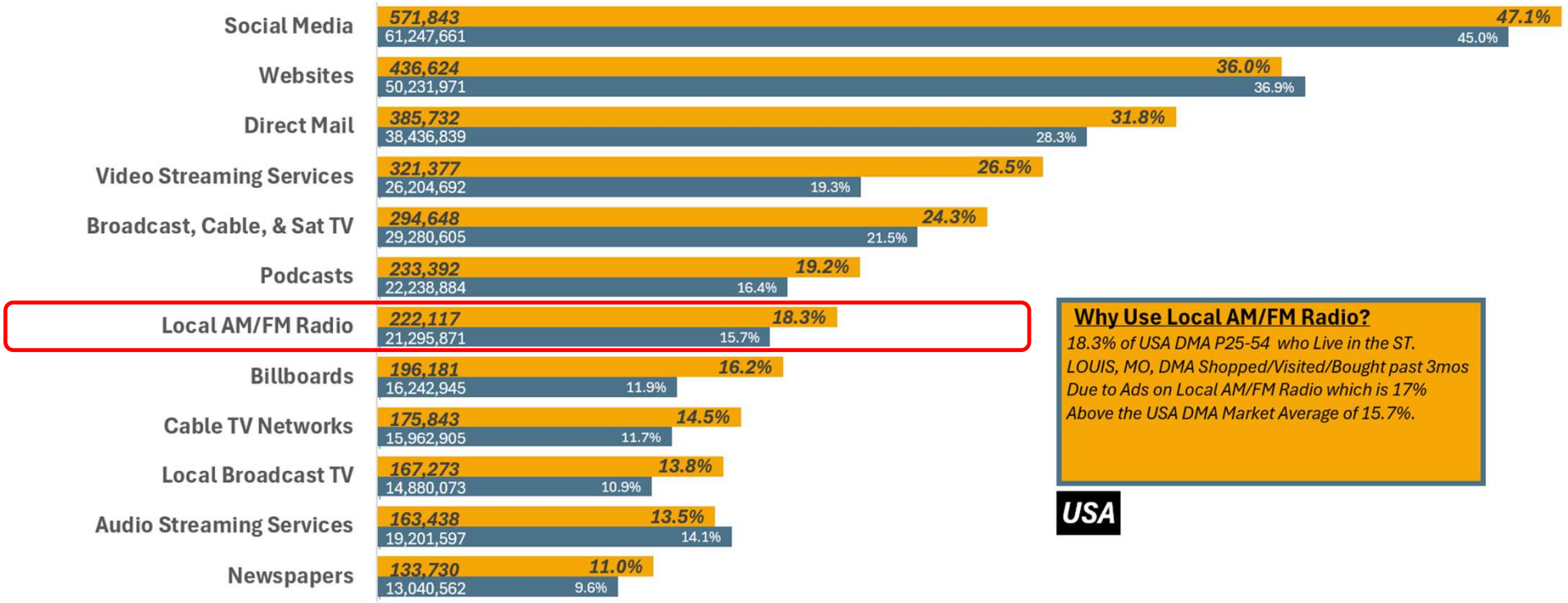
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P25-54

"Advertising Actions"

P25-54 who Live in the ST. LOUIS, MO, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

18.3% of USA DMA P25-54 who Live in the ST. LOUIS, MO, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 17% Above the USA DMA Market Average of 15.7%.

USA

USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab: 11173

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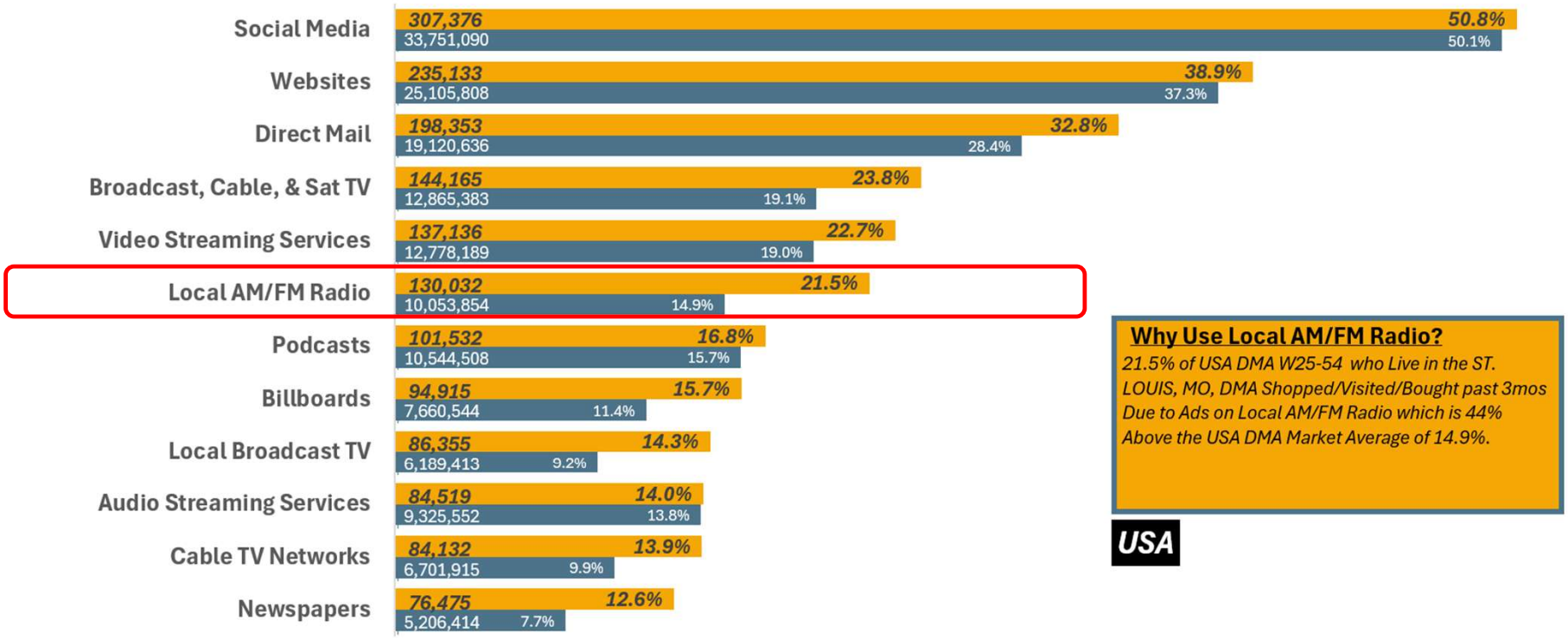
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W25-54

"Advertising Actions"

W25-54 who Live in the ST. LOUIS, MO, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

21.5% of USA DMA W25-54 who Live in the ST. LOUIS, MO, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 44% Above the USA DMA Market Average of 14.9%.

USA

USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab: 6459

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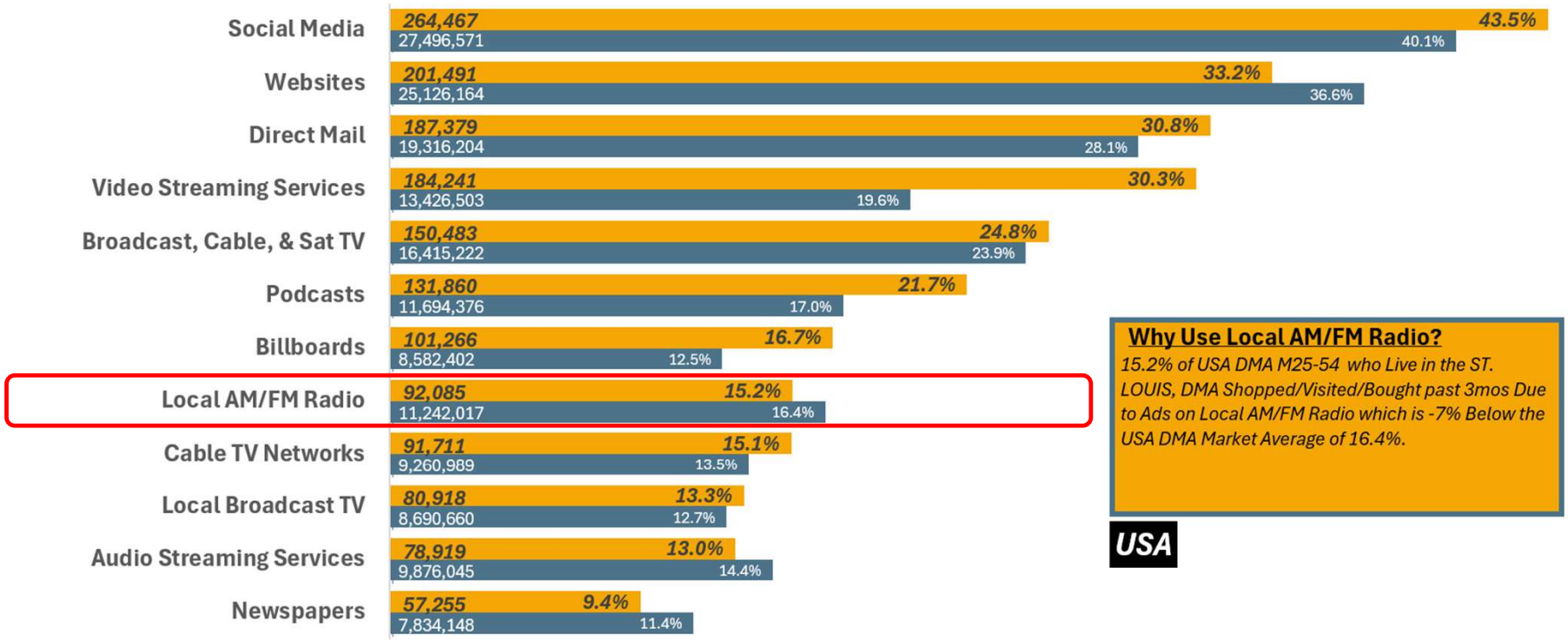
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M25-54

"Advertising Actions"

M25-54 who Live in the ST. LOUIS, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

15.2% of USA DMA M25-54 who Live in the ST. LOUIS, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -7% Below the USA DMA Market Average of 16.4%.

USA

■ M25-54 who Live in the ST. LOUIS, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %) ■ M25-54 USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab: 4714

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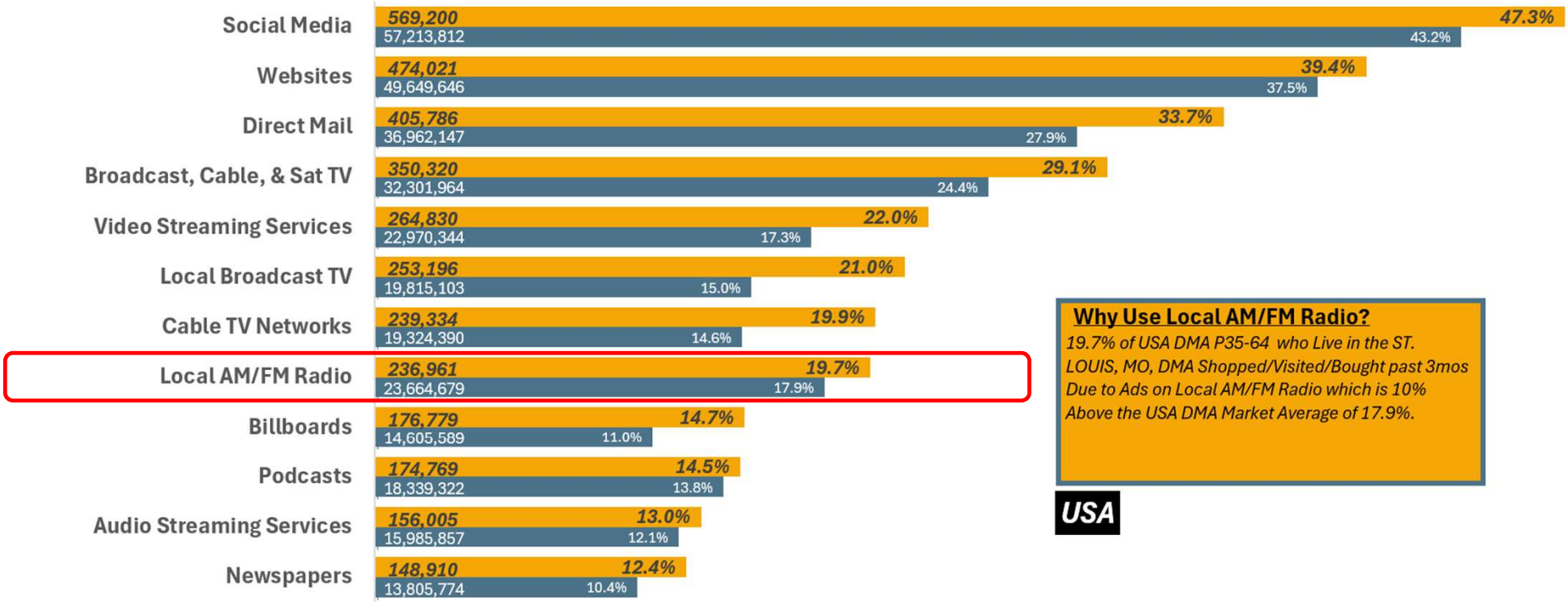
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P35-64

"Advertising Actions"

P35-64 who Live in the ST. LOUIS, MO, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

19.7% of USA DMA P35-64 who Live in the ST. LOUIS, MO, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 10% Above the USA DMA Market Average of 17.9%.

USA

USA DMA Scarborough R2 2026: Aug25-Aug26 Qual Intab: 12307

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