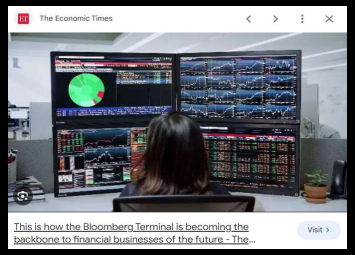
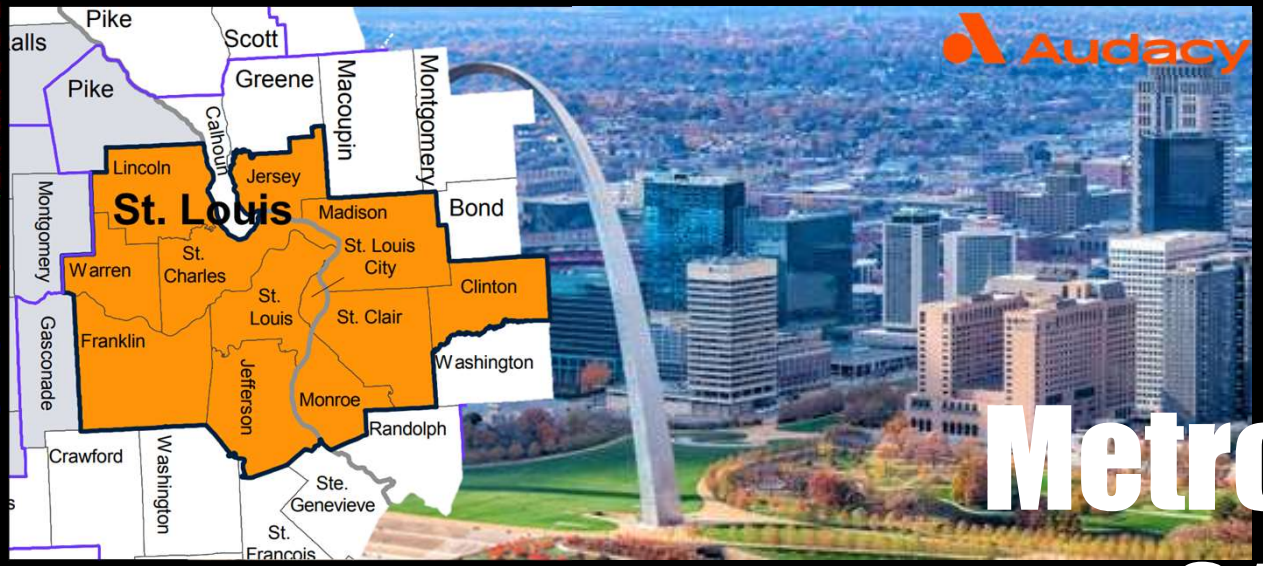
ST. LOUIS, MO, Metro – 5 P18+ Profiles of AUDACY RADIO Listeners!

Brand New Data as of August 31, 2024!

Complete Demographic & Media Use Profiles











Metro

P18+

#24

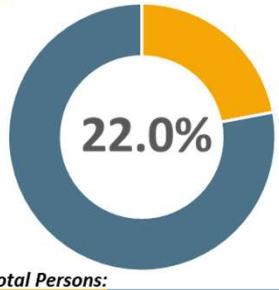
Radio Stations: KEZK-FM
Radio Stations: KFTK-FM
Radio Stations: KMOX-AM
Radio Stations: KYKY-FM
Radio Stations: WFUN-FM

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

HUBBARD BROADCASTING INC. HB INC.

22.% or 473,191 of ST. LOUIS Metro Adults 18 or older listened to KEZK-FM in the past 7 days.
Typical Adults 18 or older who listened to KEZK-FM in the past 7 days are 51.9 years old (5.6% older than average) and have a $112,544 (14.2% higher than average) annual household income.

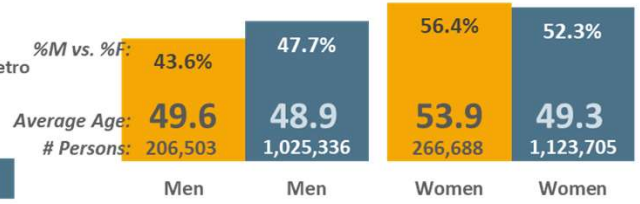
Percent of Market: Adults 18 or older



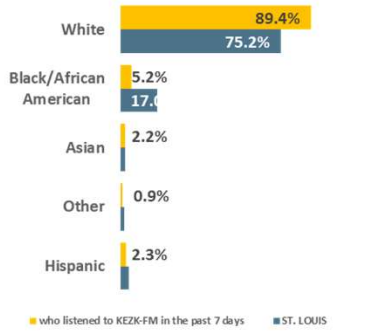
Total Persons:

473,191	1,675,850

Gender of Target vs. Market: Adults 18 or older



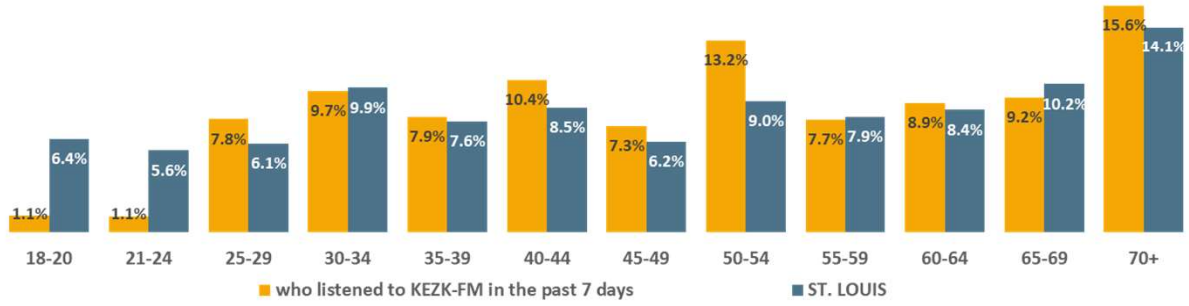
Ethnicity of Target vs. Market:



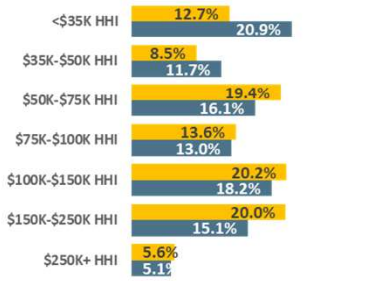
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older	51.9	49.1
	who listened to KEZK-FM in the past 7 days	ST. LOUIS



HHI of Target vs. Market:



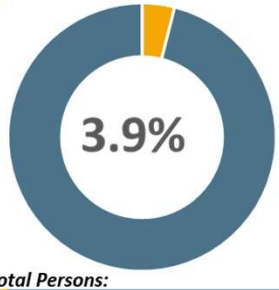
Avg HHI:	$112,544	$98,524

ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 431

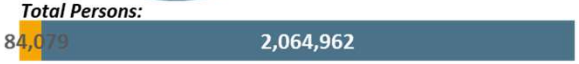
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3.9% or 84,079 of ST. LOUIS Metro Adults 18 or older listened to KFTK-FM in the past 7 days.
Typical Adults 18 or older who listened to KFTK-FM in the past 7 days are 54.6 years old (11.1% older than average) and have a $118,502 (20.3% higher than average) annual household income.

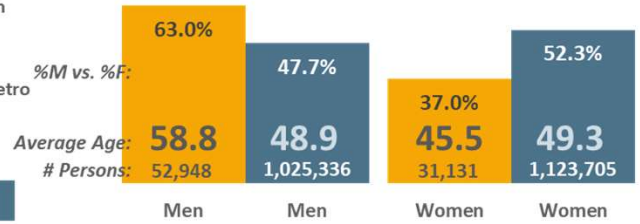
Percent of Market: Adults 18 or older



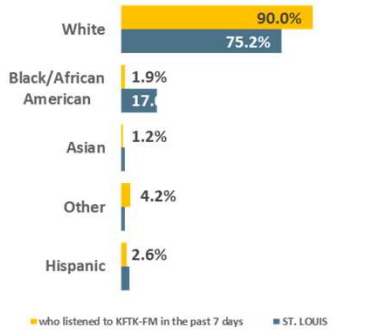
Total Persons:



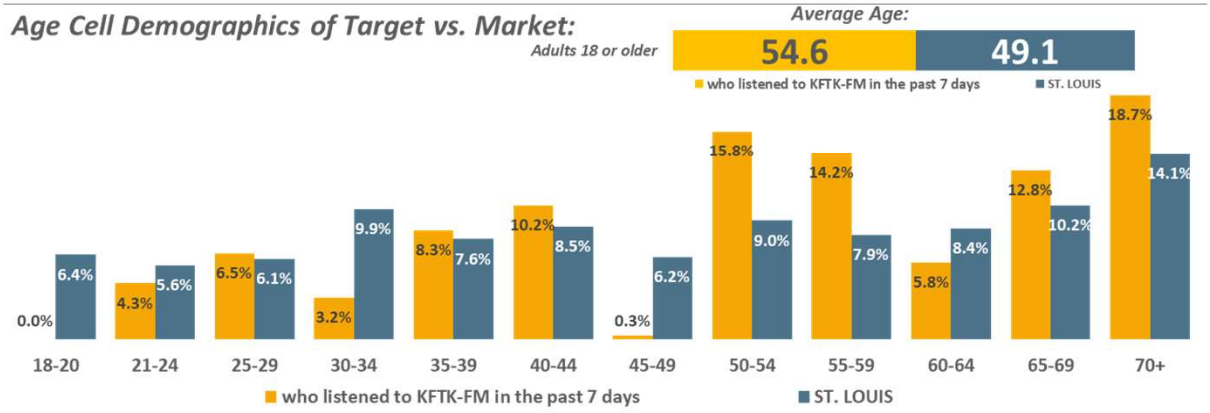
Gender of Target vs. Market: Adults 18 or older



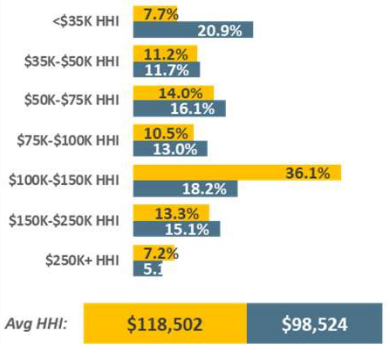
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 74

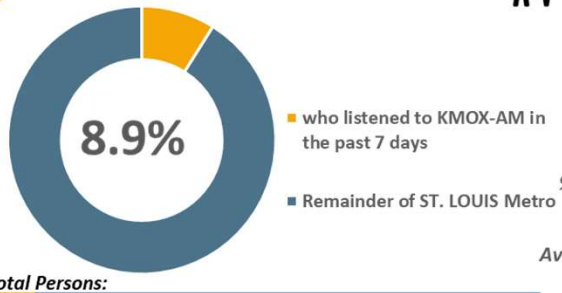
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Radio Stations: KFTK-FM

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

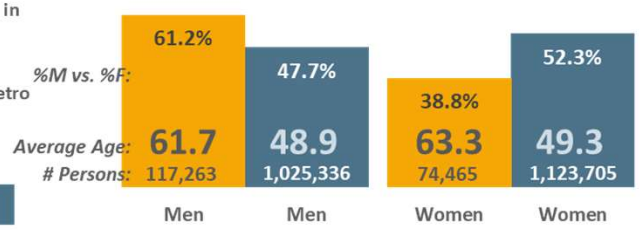
8.9% or 191,728 of ST. LOUIS Metro Adults 18 or older listened to KMOX-AM in the past 7 days.
Typical Adults 18 or older who listened to KMOX-AM in the past 7 days are 62.3 years old (26.8% older than average) and have a $98,799 (.3% higher than average) annual household income.

Percent of Market: Adults 18 or older

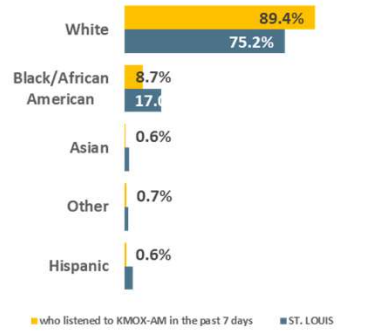


Total Persons:
191,728 | 1,957,313

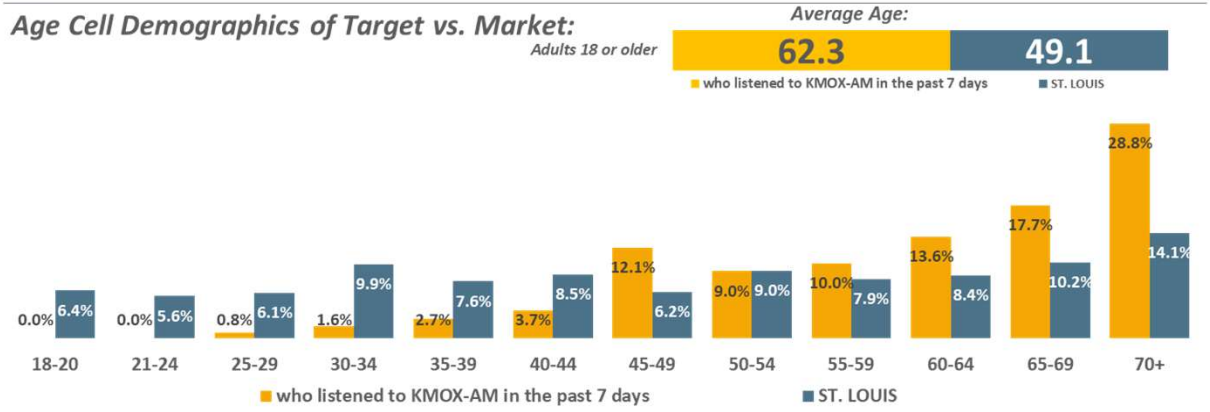
Gender of Target vs. Market: Adults 18 or older



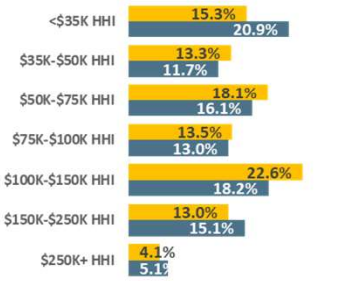
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



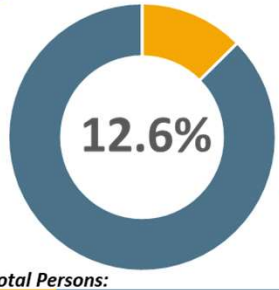
Avg HHI: $98,799 | $98,524

ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 216

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12.6% or 270,814 of ST. LOUIS Metro Adults 18 or older listened to KYKY-FM in the past 7 days.
Typical Adults 18 or older who listened to KYKY-FM in the past 7 days are 44.3 years old (9.9% younger than average) and have a $109,185 (10.8% higher than average) annual household income.

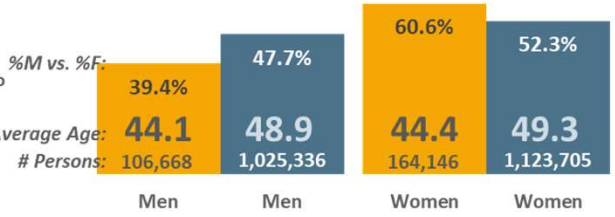
Percent of Market: Adults 18 or older



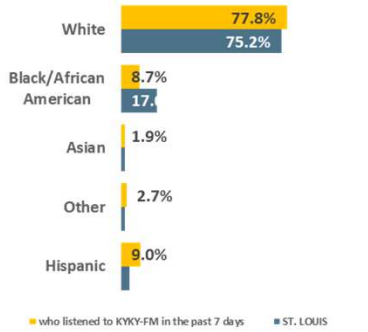
Total Persons:

who listened to KYKY-FM in the past 7 days	Remainder of ST. LOUIS Metro
270,814	1,878,227

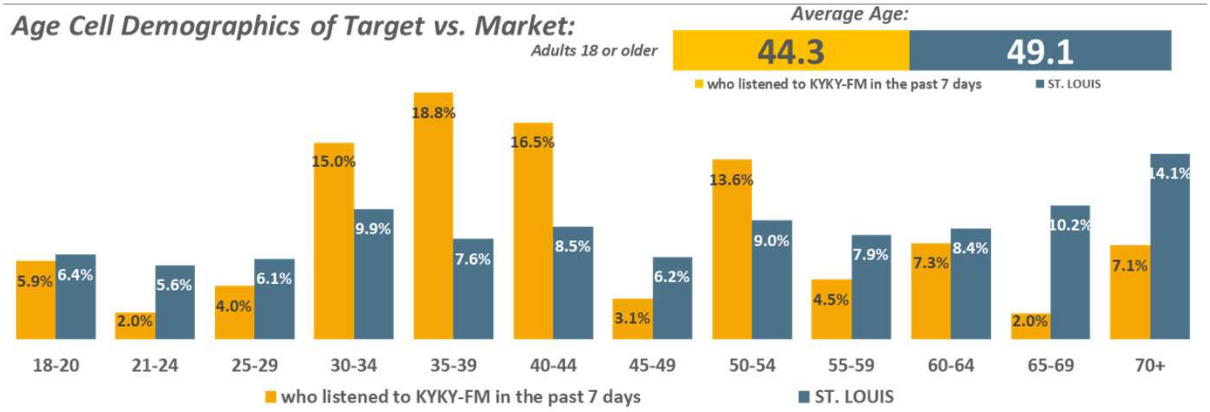
Gender of Target vs. Market: Adults 18 or older



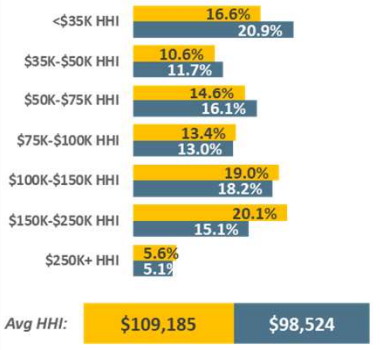
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

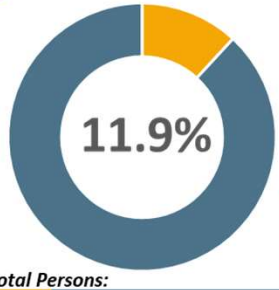


ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 231

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11.9% or 255,300 of ST. LOUIS Metro Adults 18 or older listened to WFUN-FM in the past 7 days.
Typical Adults 18 or older who listened to WFUN-FM in the past 7 days are 44.1 years old (10.3% younger than average) and have a $64,883 (34.1% lower than average) annual household income.

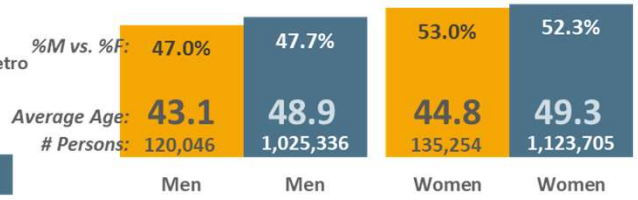
Percent of Market: Adults 18 or older



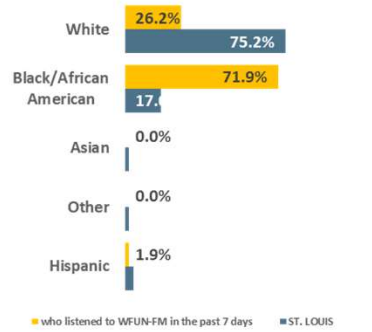
Total Persons:

255,300	1,893,741

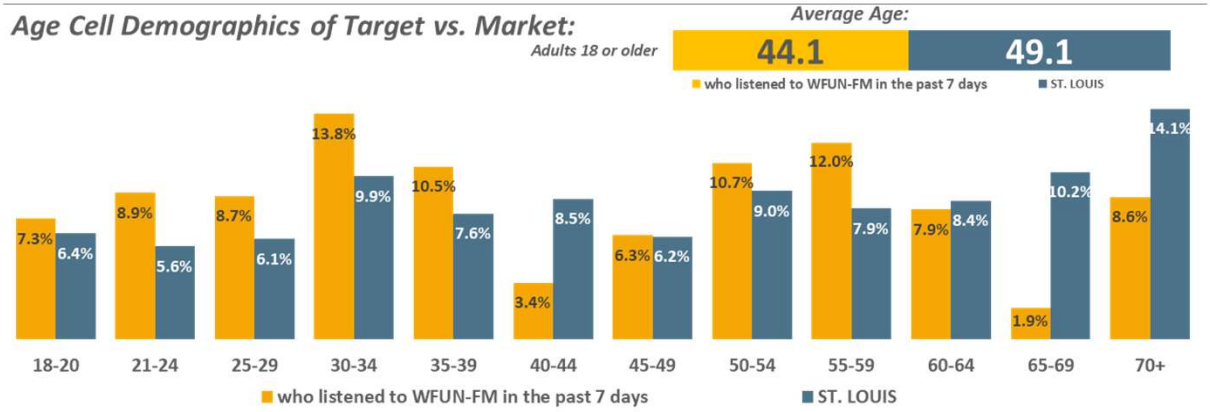
Gender of Target vs. Market: Adults 18 or older



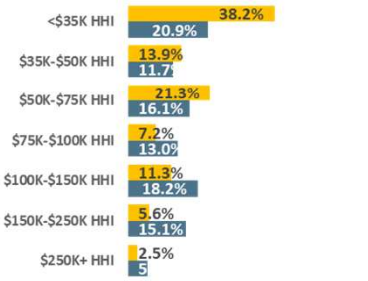
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



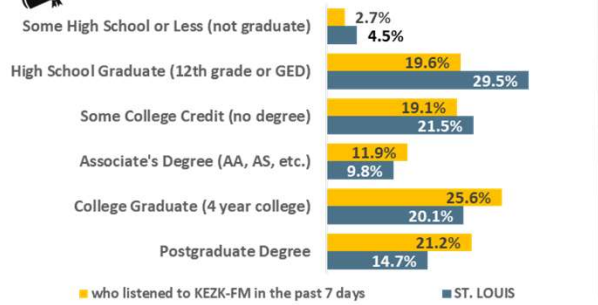
Avg HHI:	$64,883	$98,524

ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 207

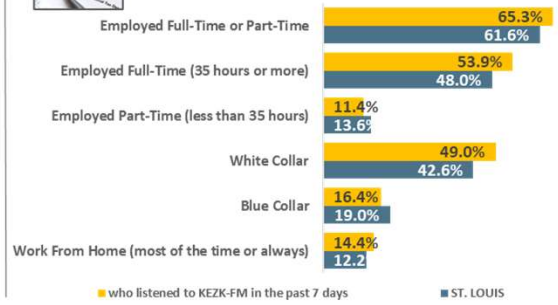
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22.% or 473,191 of ST. LOUIS Metro Adults 18 or older listened to KEZK-FM in the past 7 days.
Adults 18 or older who listened to KEZK-FM in the past 7 days are 34.6% more likely to be a college graduate, 12.2% more likely to work full-time, 14.6% more likely to be married, 21.1% more likely to be a parent of 1 or more children under 18.

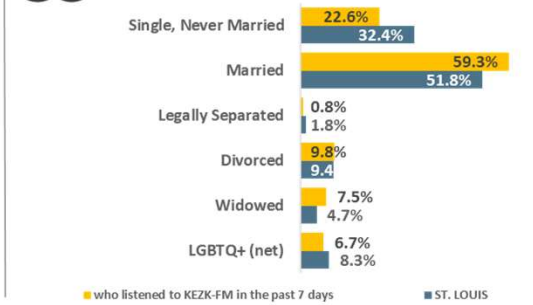
Education Levels: Adults 18 or older



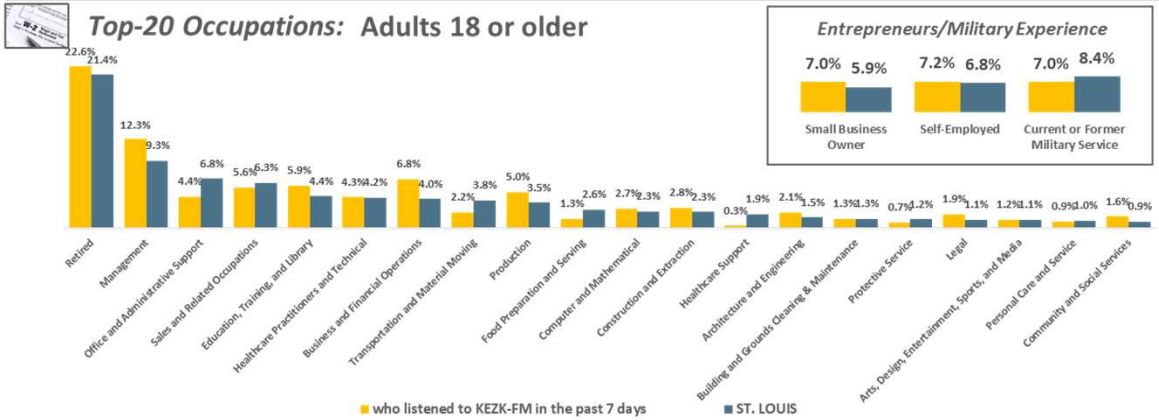
Employment: Adults 18 or older



Marital Status: Adults 18 or older

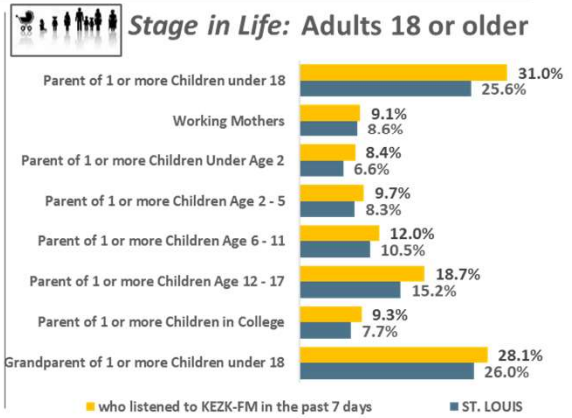


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



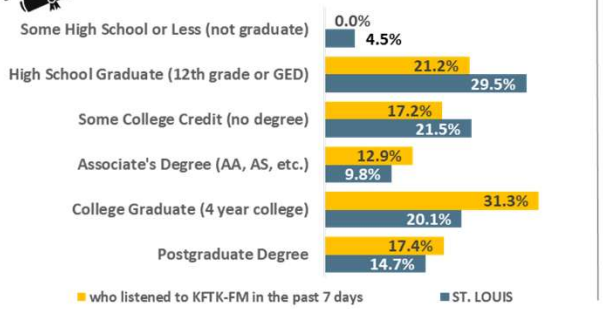
ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 431

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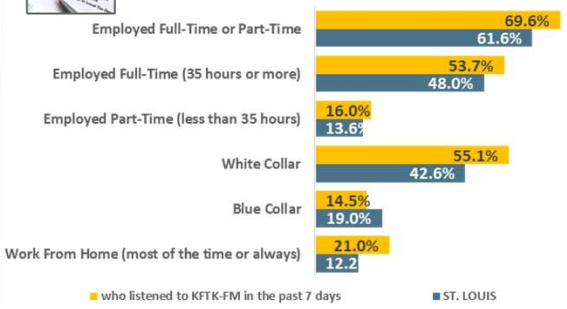
Radio Stations: KEZK-FM

3.9% or 84,079 of ST. LOUIS Metro Adults 18 or older listened to KFTK-FM in the past 7 days.
Adults 18 or older who listened to KFTK-FM in the past 7 days are 40.% more likely to be a college graduate, 11.7% more likely to work full-time, 38.9% more likely to be married, 21.1% more likely to be a parent of 1 or more children under 18.

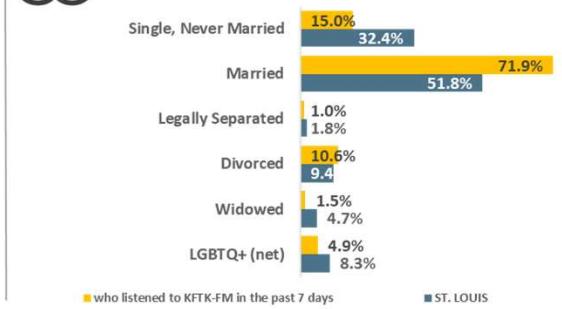
Education Levels: Adults 18 or older



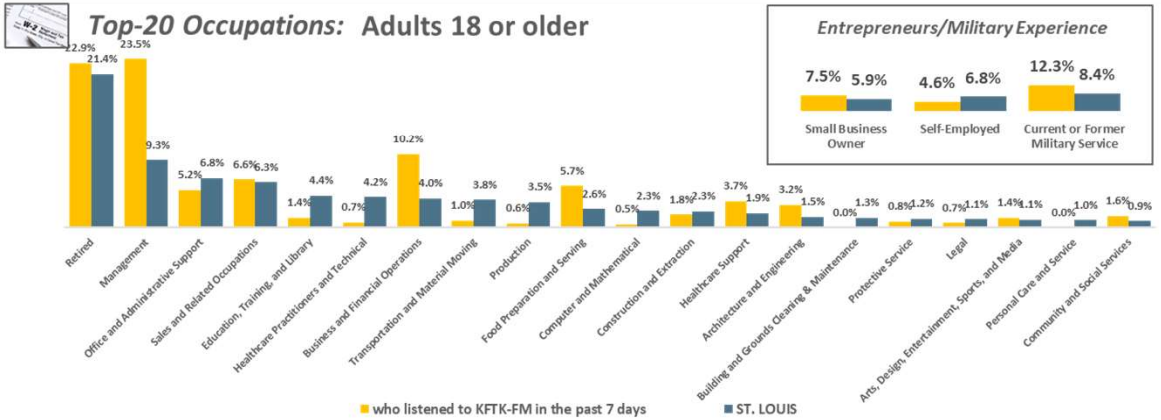
Employment: Adults 18 or older



Marital Status: Adults 18 or older

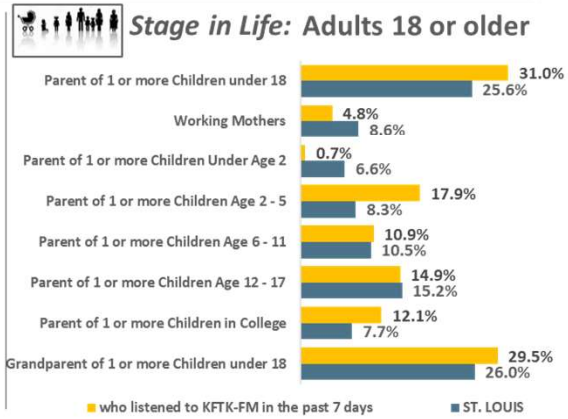


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 74

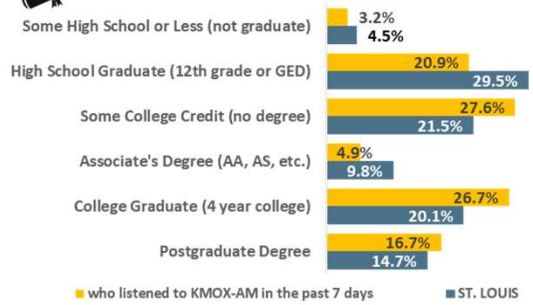
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Radio Stations: KFTK-FM

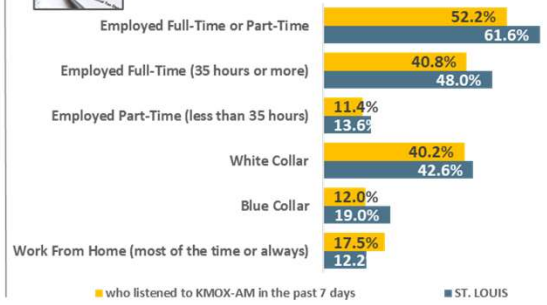
1120 AM • 98.7 FM
KMOX
The Voice of St. Louis

8.9% or 191,728 of ST. LOUIS Metro Adults 18 or older listened to KMOX-AM in the past 7 days.
Adults 18 or older who listened to KMOX-AM in the past 7 days are 25.5% more likely to be a college graduate, 15.5% less likely to work full-time, 20.5% more likely to be married, 15.5% less likely to be a parent of 1 or more children under 18.

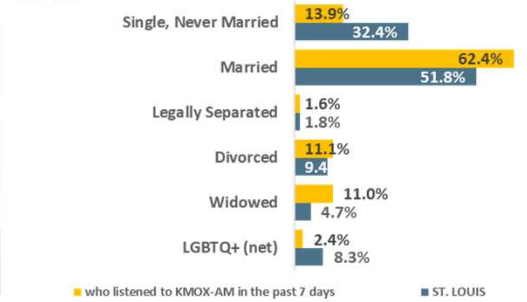
Education Levels: Adults 18 or older



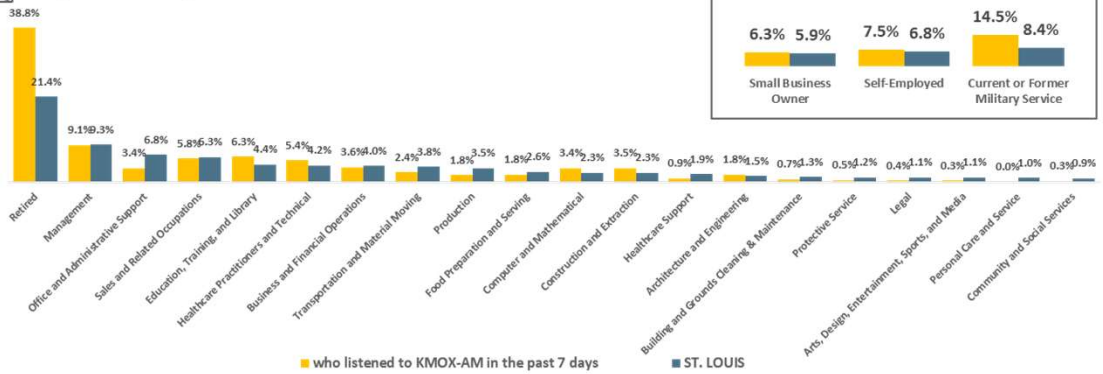
Employment: Adults 18 or older



Marital Status: Adults 18 or older

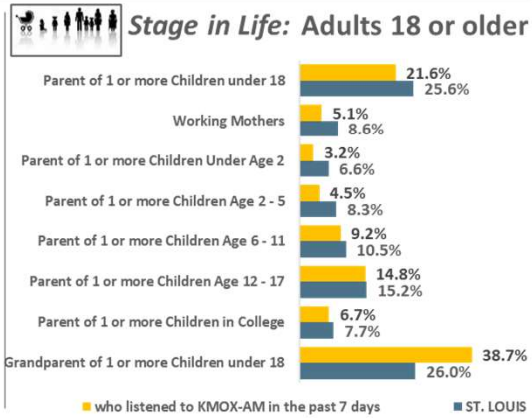


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



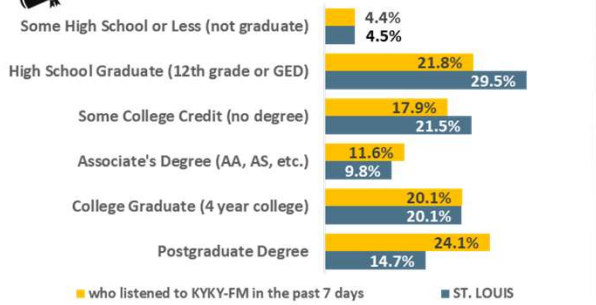
ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 216

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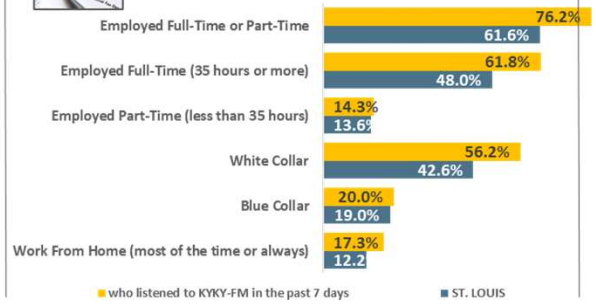
Radio Stations: KMOX-AM

12.6% or 270,814 of ST. LOUIS Metro Adults 18 or older listened to KYKY-FM in the past 7 days. Adults 18 or older who listened to KYKY-FM in the past 7 days are 27.3% more likely to be a college graduate, 28.7% more likely to work full-time, 9.9% more likely to be married, 78.1% more likely to be a parent of 1 or more children under 18.

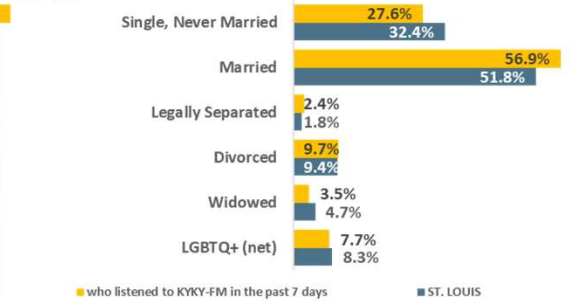
Education Levels: Adults 18 or older



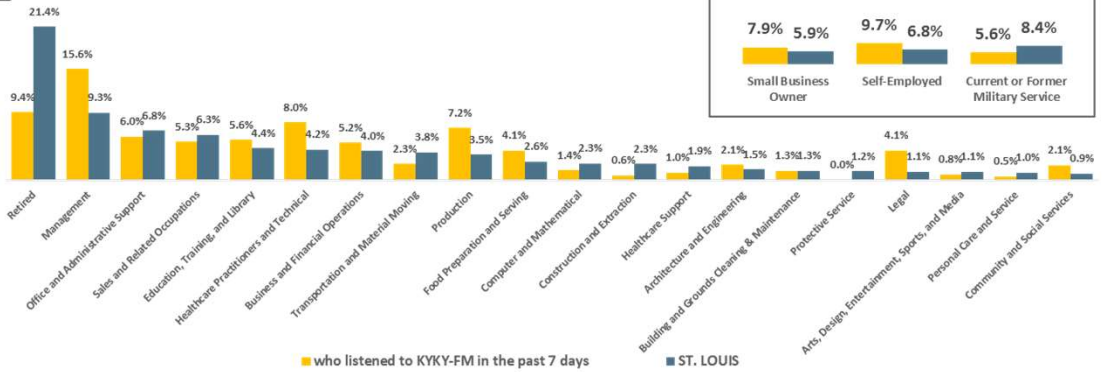
Employment: Adults 18 or older



Marital Status: Adults 18 or older

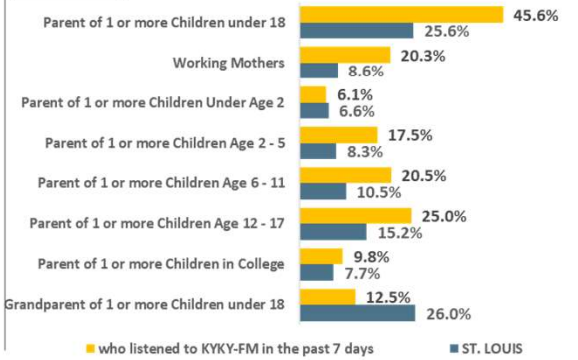


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



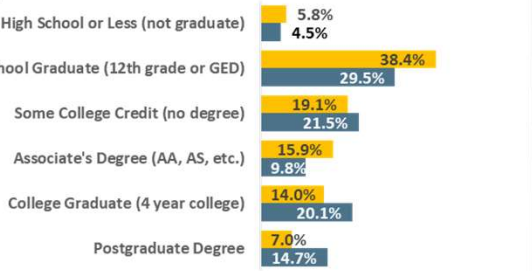
ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 231

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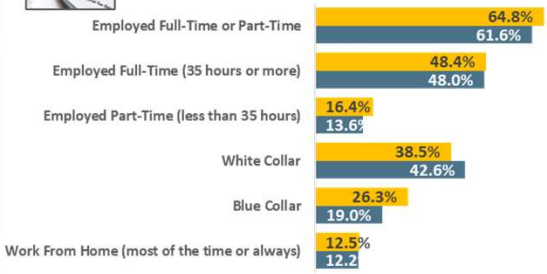
Radio Stations: KYKY-FM

11.9% or 255,300 of ST. LOUIS Metro Adults 18 or older listened to WFUN-FM in the past 7 days. Adults 18 or older who listened to WFUN-FM in the past 7 days are 39.7% less likely to be a college graduate, .8% more likely to work full-time, 49.3% less likely to be married, 26.4% less likely to be a parent of 1 or more children under 18.

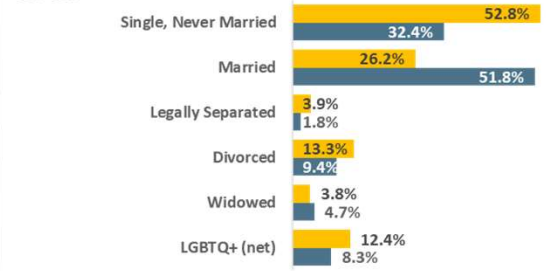
Education Levels: Adults 18 or older



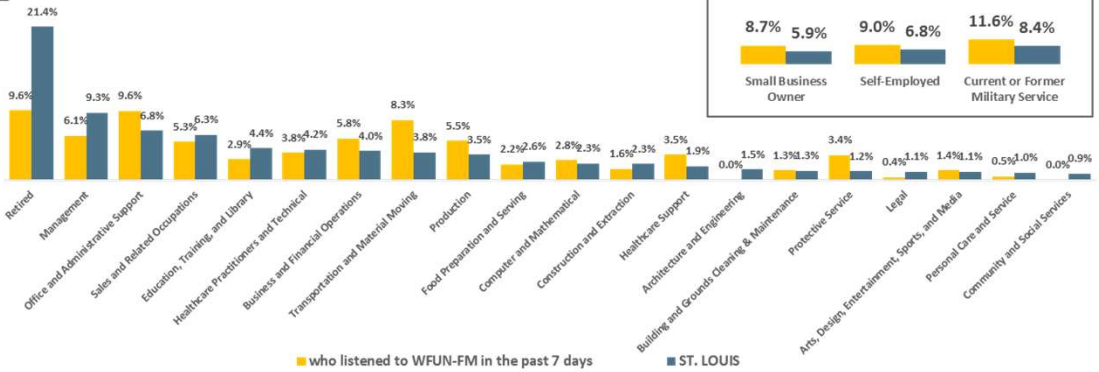
Employment: Adults 18 or older



Marital Status: Adults 18 or older

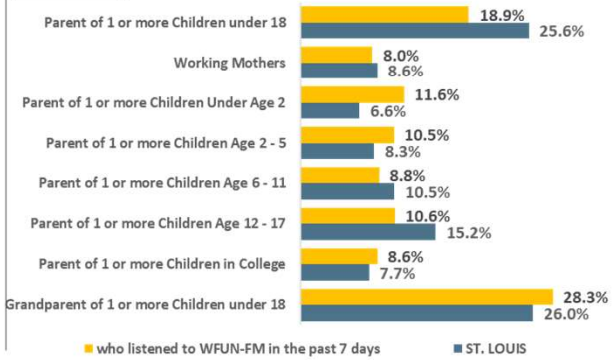


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



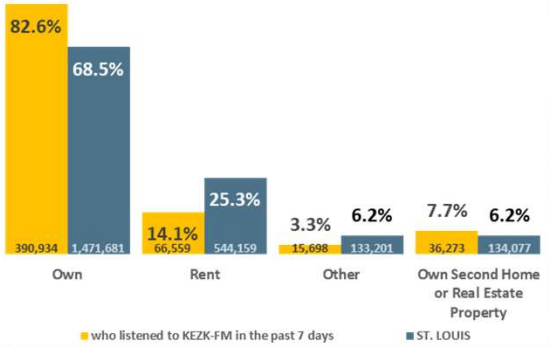
ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 207

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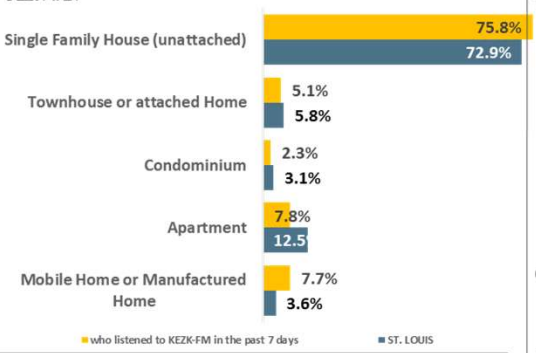
Radio Stations: WFUN-FM

22.% or 473,191 of ST. LOUIS Metro Adults 18 or older listened to KEZK-FM in the past 7 days.
Adults 18 or older who listened to KEZK-FM in the past 7 days are 20.6% more likely to own their home, 6.8% more likely to own a lower valued home, 4.% more likely to have a single-family home, 17.7% more likely to have a dog.

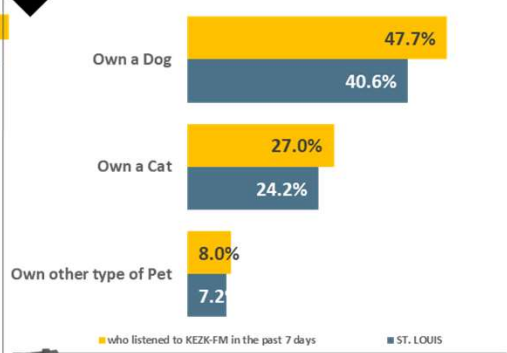
Own/Rent/Other: Adults 18 or older



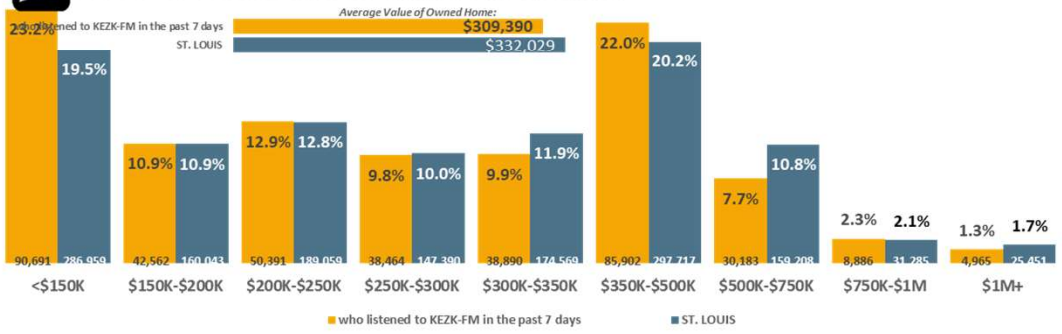
Type of Home: Adults 18 or older



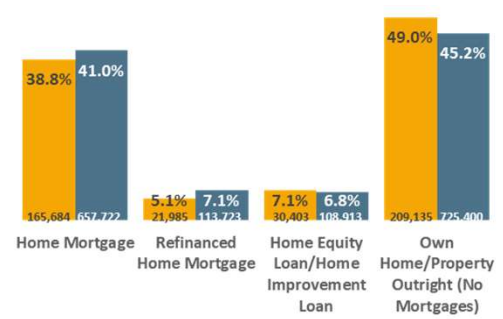
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



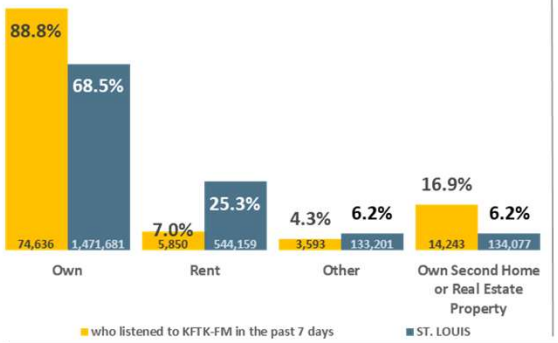
ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 431

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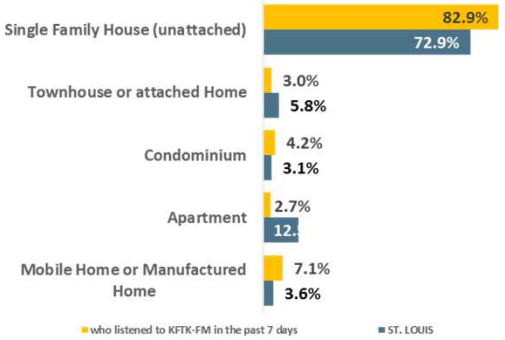
Radio Stations: KEZK-FM

3.9% or 84,079 of ST. LOUIS Metro Adults 18 or older listened to KFTK-FM in the past 7 days.
Adults 18 or older who listened to KFTK-FM in the past 7 days are 29.6% more likely to own their home, 1.9% more likely to own a higher valued home, 13.7% more likely to have a single-family home, 18.1% more likely to have a dog.

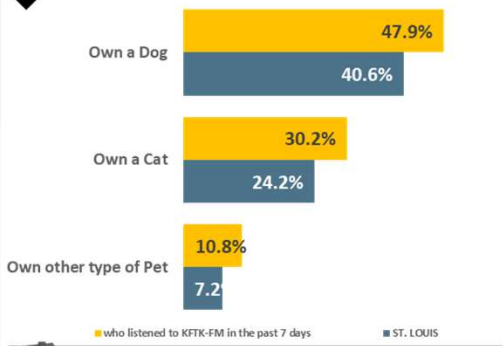
Own/Rent/Other: Adults 18 or older



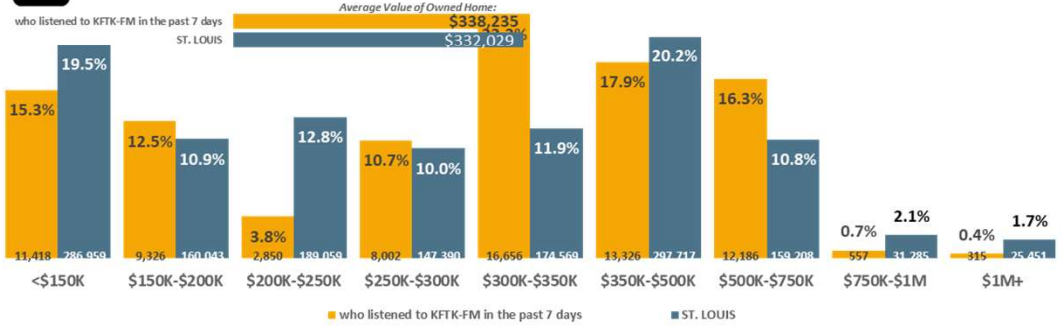
Type of Home: Adults 18 or older



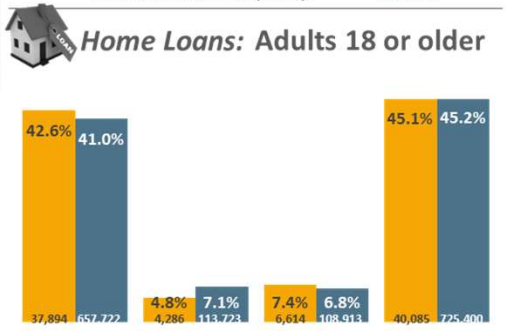
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 74

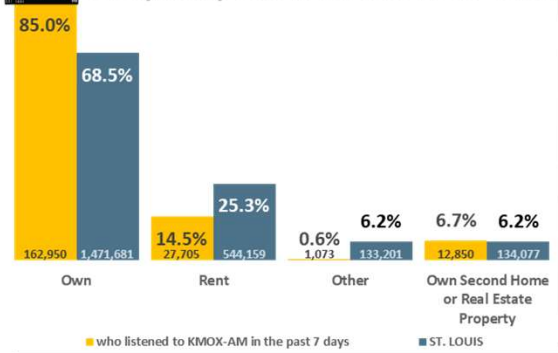
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Radio Stations: KFTK-FM

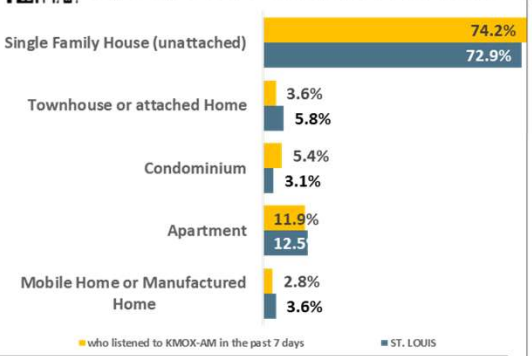
1120 AM • 98.7 FM
KMOX
The Voice of St. Louis

8.9% or 191,728 of ST. LOUIS Metro Adults 18 or older listened to KMOX-AM in the past 7 days.
Adults 18 or older who listened to KMOX-AM in the past 7 days are 24.1% more likely to own their home, 4.8% more likely to own a lower valued home, 1.8% more likely to have a single-family home, 15.5% less likely to have a dog.

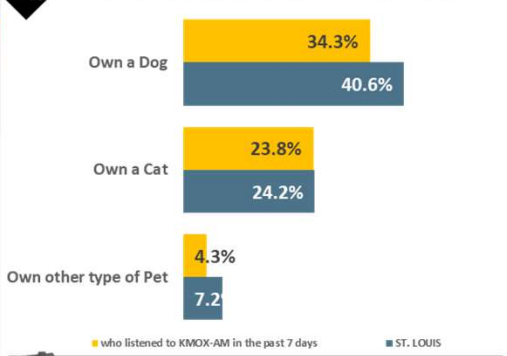
Own/Rent/Other: Adults 18 or older



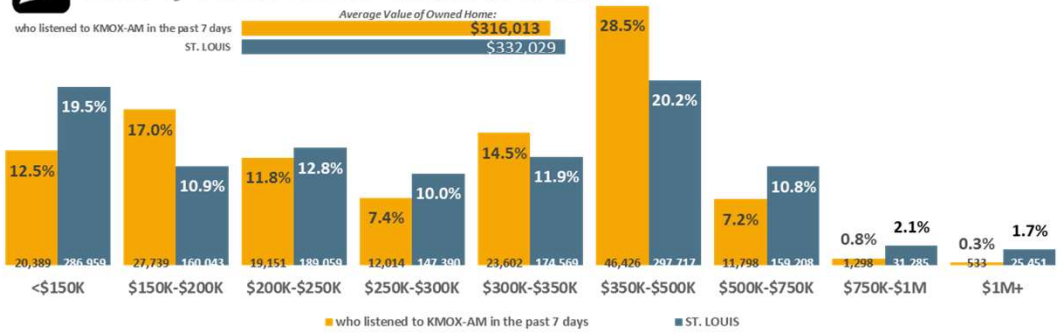
Type of Home: Adults 18 or older



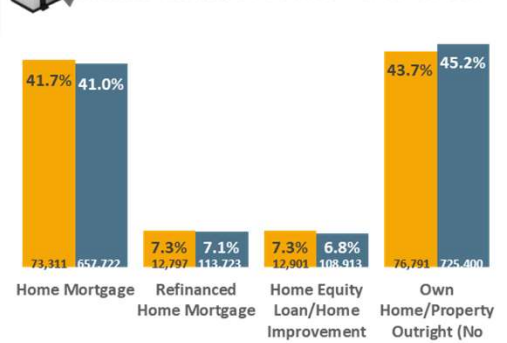
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



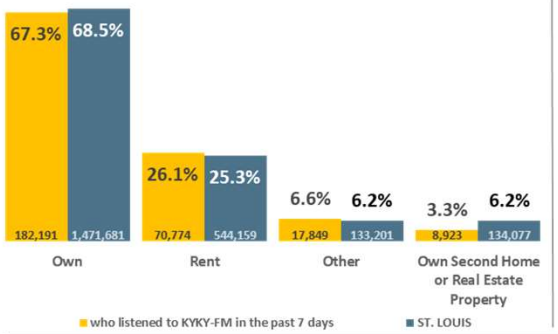
ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 216

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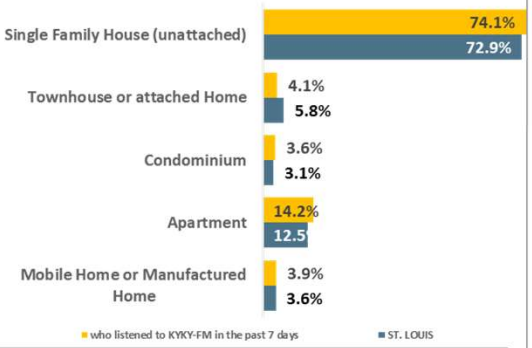
Radio Stations: KMOX-AM

12.6% or 270,814 of ST. LOUIS Metro Adults 18 or older listened to KYKY-FM in the past 7 days.
Adults 18 or older who listened to KYKY-FM in the past 7 days are 1.8% less likely to own their home, 4.9% more likely to own a lower valued home, 1.6% more likely to have a single-family home, 18.3% more likely to have a dog.

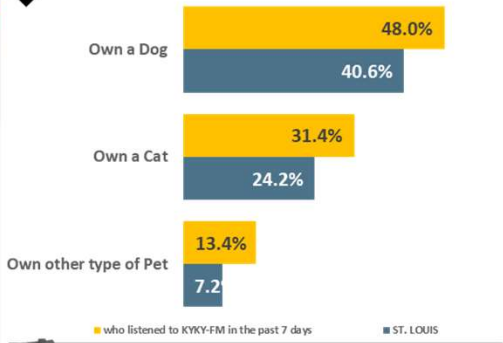
Own/Rent/Other: Adults 18 or older



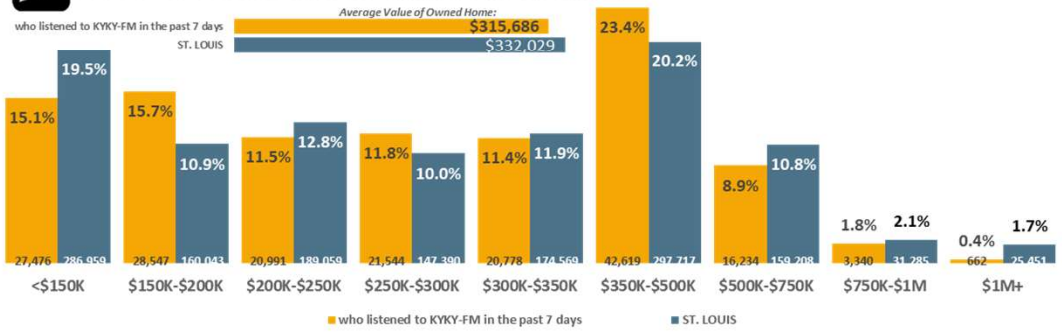
Type of Home: Adults 18 or older



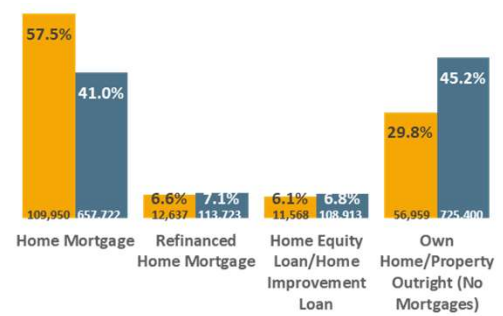
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



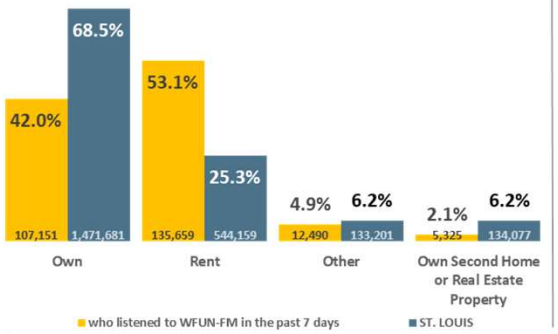
ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 231

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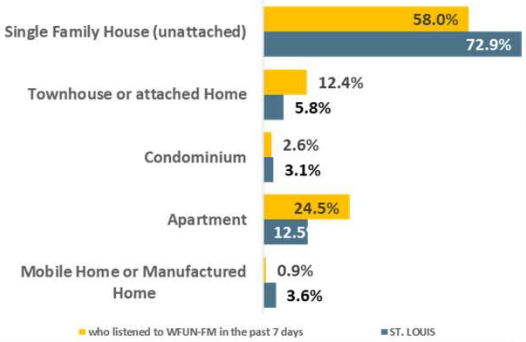
Radio Stations: KYKY-FM

11.9% or 255,300 of ST. LOUIS Metro Adults 18 or older listened to WFUN-FM in the past 7 days. Adults 18 or older who listened to WFUN-FM in the past 7 days are 38.7% less likely to own their home, 24.7% more likely to own a lower valued home, 20.5% less likely to have a single-family home, 32.8% less likely to have a dog.

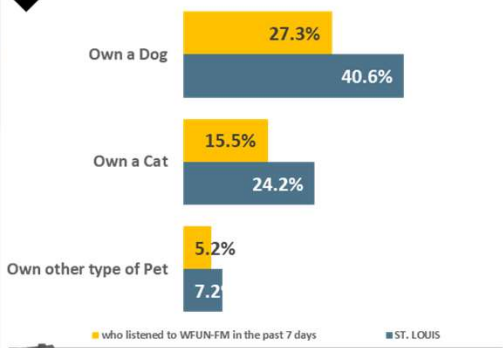
Own/Rent/Other: Adults 18 or older



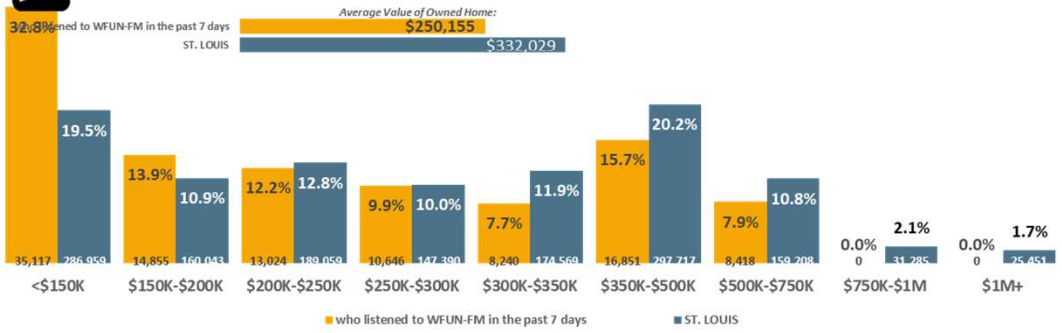
Type of Home: Adults 18 or older



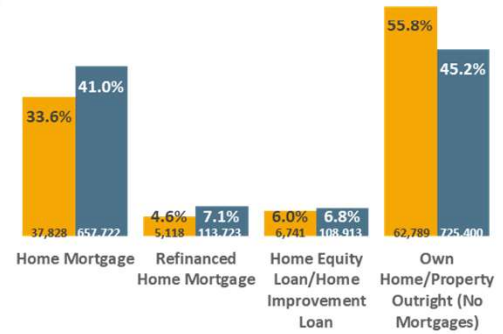
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



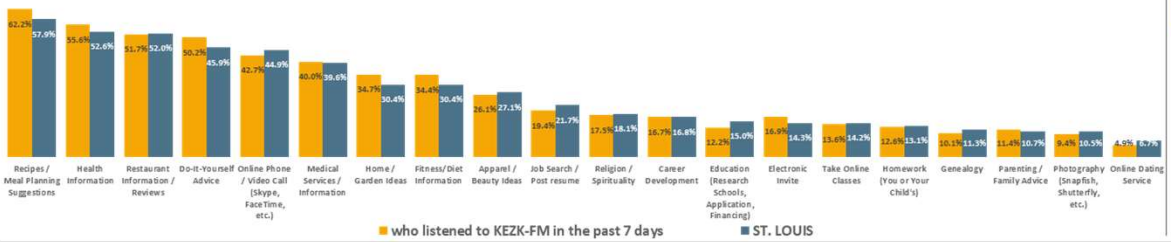
ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 207

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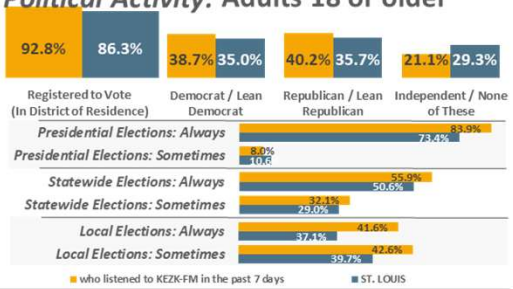
Radio Stations: WFUN-FM

22.% or 473,191 of ST. LOUIS Metro Adults 18 or older listened to KEZK-FM in the past 7 days.
Adults 18 or older who listened to KEZK-FM in the past 7 days are 9.4% more likely to look up D-I-Y advice online, 12.% more likely to always vote in local elections, 3.6% less likely to belong to a gym, 6.8% more likely to fly domestic past yr.

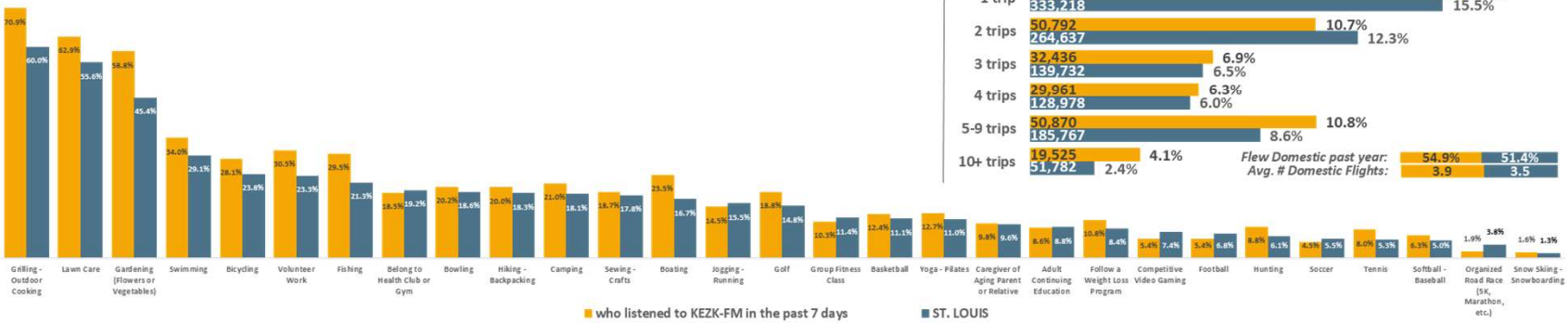
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

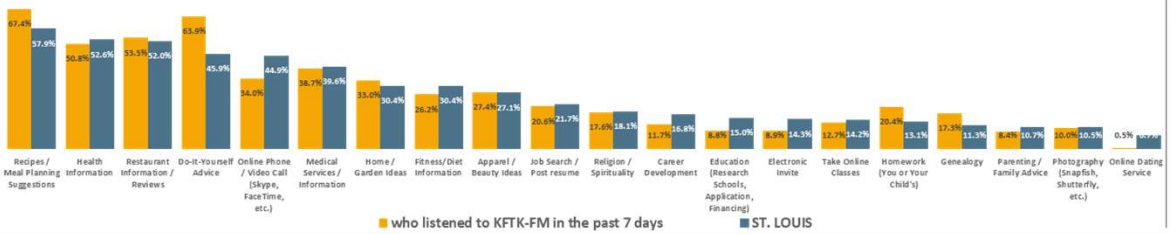
ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 431

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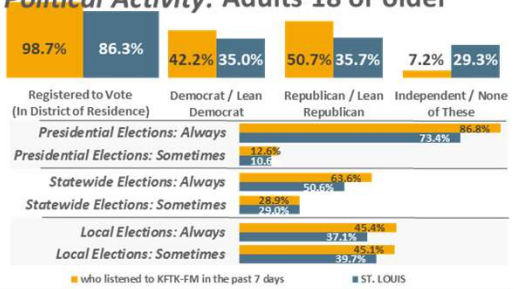
Radio Stations: KEZK-FM

3.9% or 84,079 of ST. LOUIS Metro Adults 18 or older listened to KFTK-FM in the past 7 days.
Adults 18 or older who listened to KFTK-FM in the past 7 days are 39.2% more likely to look up D-I-Y advice online, 22.4% more likely to always vote in local elections, 73.1% more likely to belong to a gym, 25.3% more likely to fly domestic past yr.

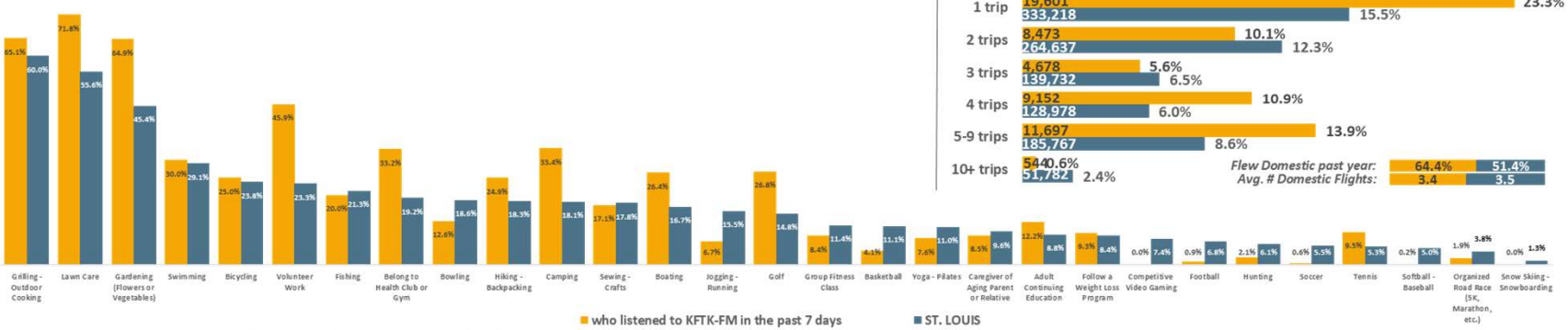
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 74

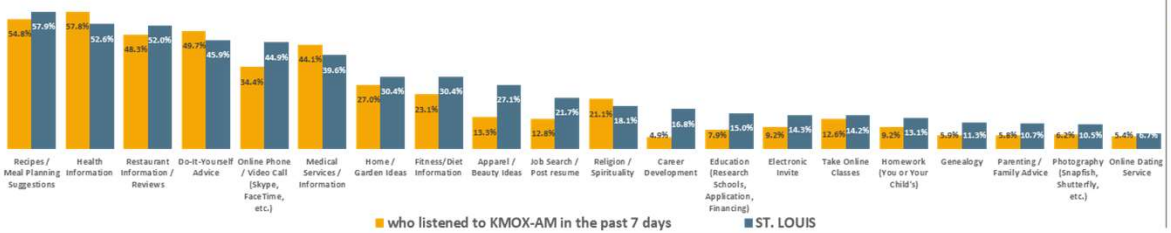
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Radio Stations: KFTK-FM

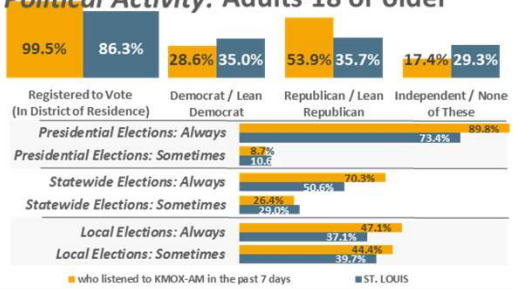
1120 AM • 98.7 FM
KMOX
The Voice of St. Louis

8.9% or 191,728 of ST. LOUIS Metro Adults 18 or older listened to KMOX-AM in the past 7 days.
Adults 18 or older who listened to KMOX-AM in the past 7 days are 8.2% more likely to look up D-I-Y advice online, 26.9% more likely to always vote in local elections, 9.6% more likely to belong to a gym, 2.4% less likely to fly domestic past yr.

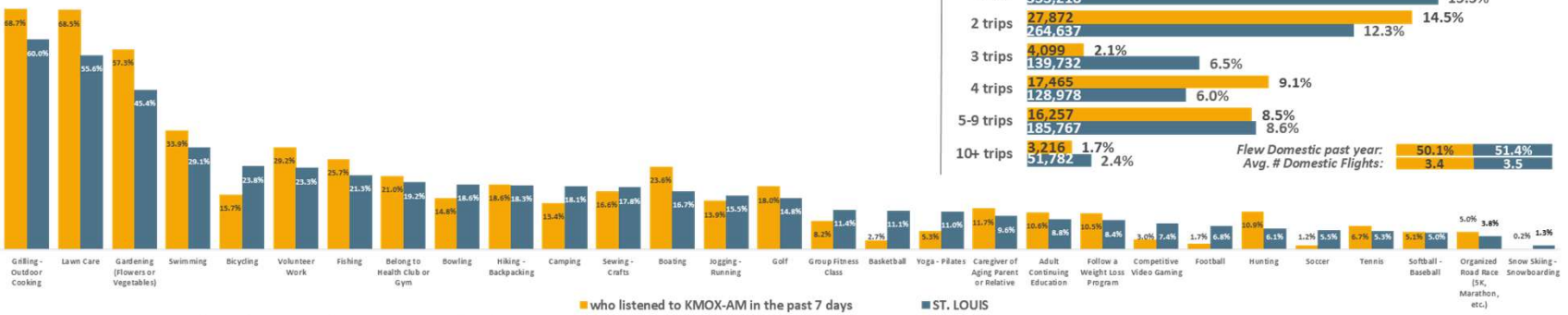
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

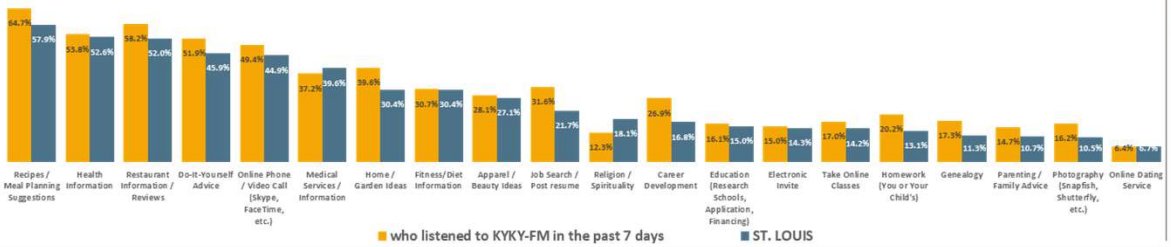
ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 216

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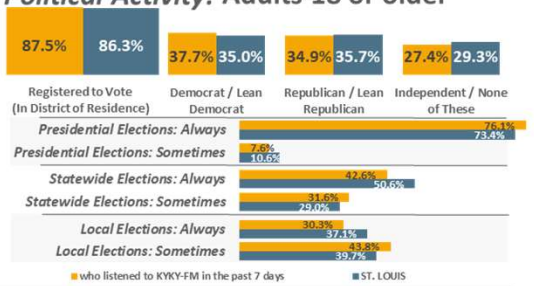
Radio Stations: KMOX-AM

12.6% or 270,814 of ST. LOUIS Metro Adults 18 or older listened to KYKY-FM in the past 7 days.
Adults 18 or older who listened to KYKY-FM in the past 7 days are 13.1% more likely to look up D-I-Y advice online, 18.4% less likely to always vote in local elections, 5.3% more likely to belong to a gym, 6.2% more likely to fly domestic past yr.

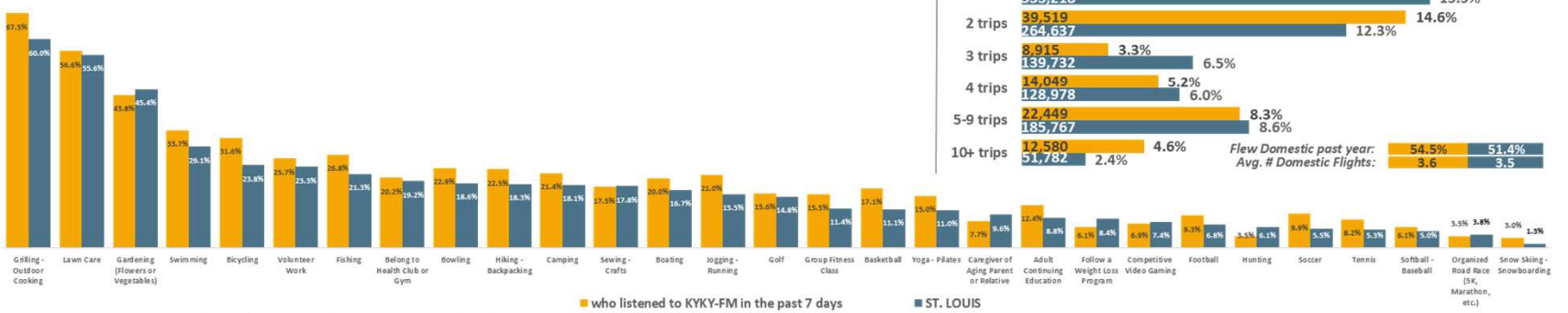
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

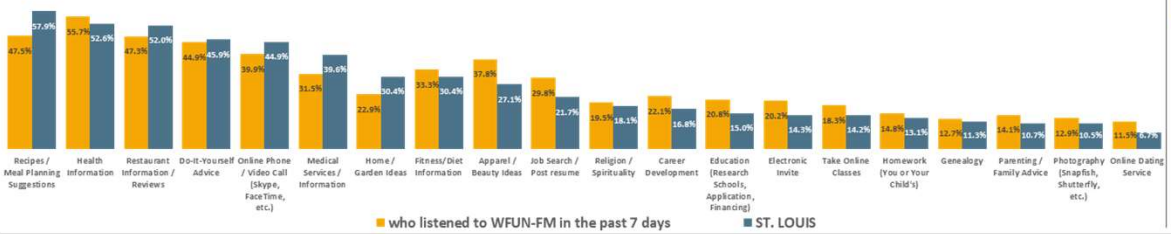
ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 231

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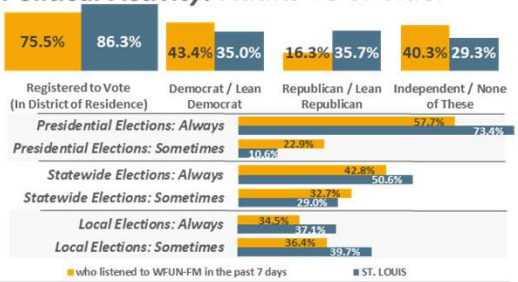
Radio Stations: KYKY-FM

11.9% or 255,300 of ST. LOUIS Metro Adults 18 or older listened to WFUN-FM in the past 7 days.
Adults 18 or older who listened to WFUN-FM in the past 7 days are 2.2% less likely to look up D-I-Y advice online, 7.1% less likely to always vote in local elections, 27.1% less likely to belong to a gym, 4.% more likely to fly domestic past yr.

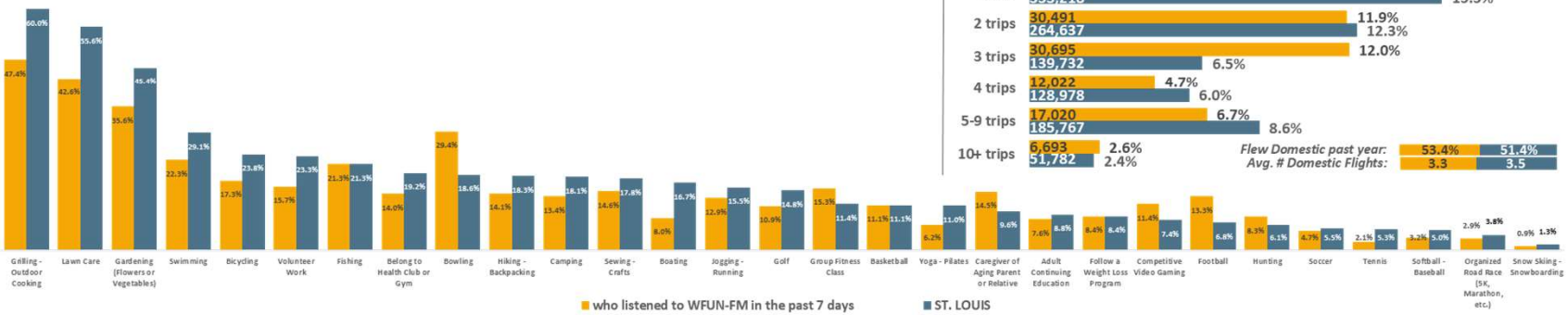
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 207

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Radio Stations: WFUN-FM

22.% or 473,191 of ST. LOUIS Metro Adults 18 or older listened to KEZK-FM in the past 7 days.
Adults 18 or older who listened to KEZK-FM in the past 7 days are 2.5% more likely to use QSRs past mo., 10.5% more likely to use Sit-Down Restaurants past mo., 10.9% more likely to use Casinos past yr., .1% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 90.2% 426,717 | 87.9% 1,890,024

Avg. Monthly QSR Meals: 6.6 | 6.4

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



Total Monthly Sit-Down Restaurant Users: 82.0% 388,243 | 74.2% 1,595,137

Avg. Monthly Sit-Down Restaurant Meals: 4.1 | 3.9

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who listened to KEZK-FM in the past 7 days 57,580 12.2%

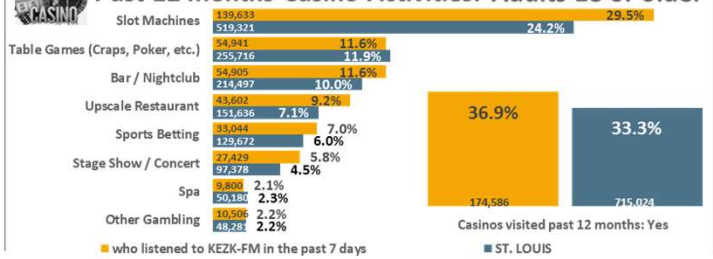
ST. LOUIS 322,745 15.0%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Casinos visited past 12 months: Yes

36.9% 174,586 | 33.3% 715,024

Used Past 30-days: Adults 18 or older



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 431

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Radio Stations: KEZK-FM

3.9% or 84,079 of ST. LOUIS Metro Adults 18 or older listened to KFTK-FM in the past 7 days.
Adults 18 or older who listened to KFTK-FM in the past 7 days are .4% more likely to use QSRs past mo., 19.% more likely to use Sit-Down Restaurants past mo., 20.1% more likely to use Casinos past yr., 73.9% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 88.3% 74,249 | 87.9% 1,890,024

Avg. Monthly QSR Meals: 5.1 | 6.4

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



Total Monthly Sit-Down Restaurant Users: 88.3% 74,262 | 74.2% 1,595,137

Avg. Monthly Sit-Down Restaurant Meals: 3.6 | 3.9

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who listened to KFTK-FM in the past 7 days 14,449 17.2%

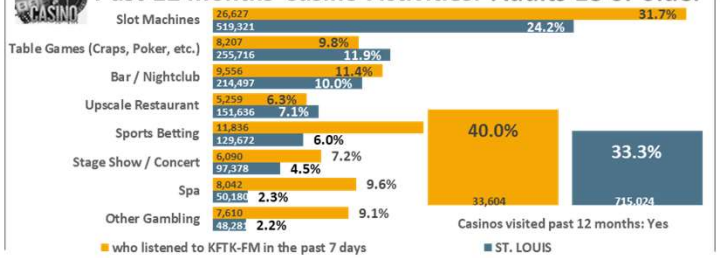
ST. LOUIS 322,745 15.0%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Casinos visited past 12 months: Yes

40.0% 33,604

33.3% 715,024

Used Past 30-days: Adults 18 or older



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Radio Stations: KFTK-FM

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

8.9% or 191,728 of ST. LOUIS Metro Adults 18 or older listened to KMOX-AM in the past 7 days.
Adults 18 or older who listened to KMOX-AM in the past 7 days are 1.8% more likely to use QSRs past mo., .9% less likely to use Sit-Down Restaurants past mo., 11.2% less likely to use Casinos past yr., 13.3% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

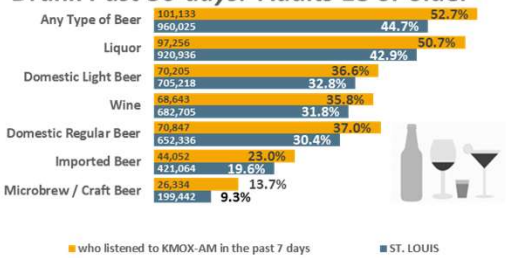
(Sit-Down Restaurants Used Past 30-days)



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

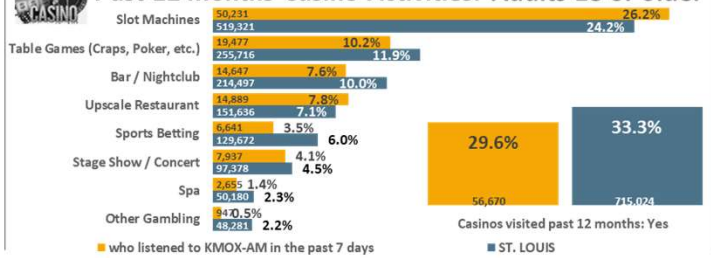


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 216

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12.6% or 270,814 of ST. LOUIS Metro Adults 18 or older listened to KYKY-FM in the past 7 days.
Adults 18 or older who listened to KYKY-FM in the past 7 days are 3.6% more likely to use QSRs past mo., 8.% more likely to use Sit-Down Restaurants past mo., 11.6% more likely to use Casinos past yr., 20.1% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



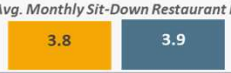
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

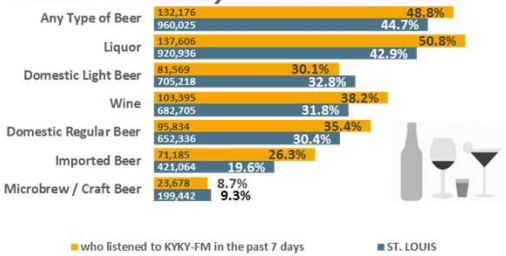
(Sit-Down Restaurants Used Past 30-days)



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

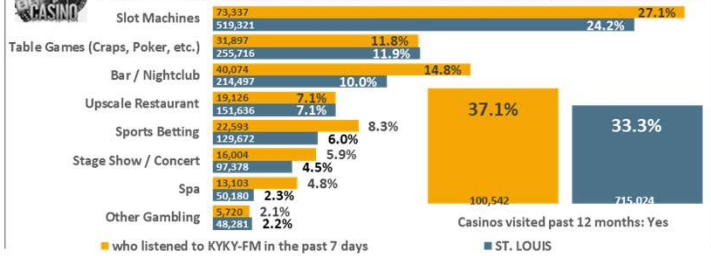


Drank Past 30-days: Adults 18 or older



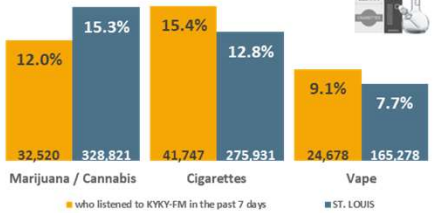
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 231

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Radio Stations: KYKY-FM

11.9% or 255,300 of ST. LOUIS Metro Adults 18 or older listened to WFUN-FM in the past 7 days. Adults 18 or older who listened to WFUN-FM in the past 7 days are .6% more likely to use QSRs past mo., 13.6% less likely to use Sit-Down Restaurants past mo., 27.6% more likely to use Casinos past yr., 52.9% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:		Avg. Monthly QSR Meals:	
88.4%	87.9%	7.1	6.4
225,771	1,890,024		

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



Total Monthly Sit-Down Restaurant Users:		Avg. Monthly Sit-Down Restaurant Meals:	
64.1%	74.2%	4.1	3.9
163,746	1,595,137		

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

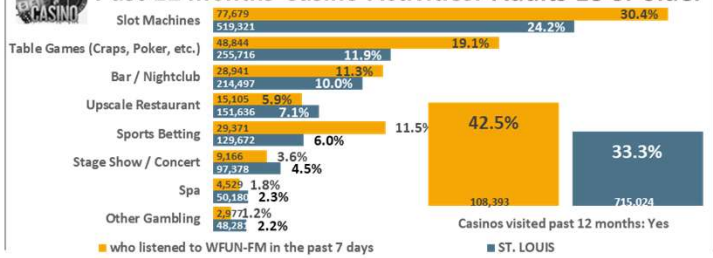
who listened to WFUN-FM in the past 7 days	57,894	22.7%
ST. LOUIS	322,745	15.0%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



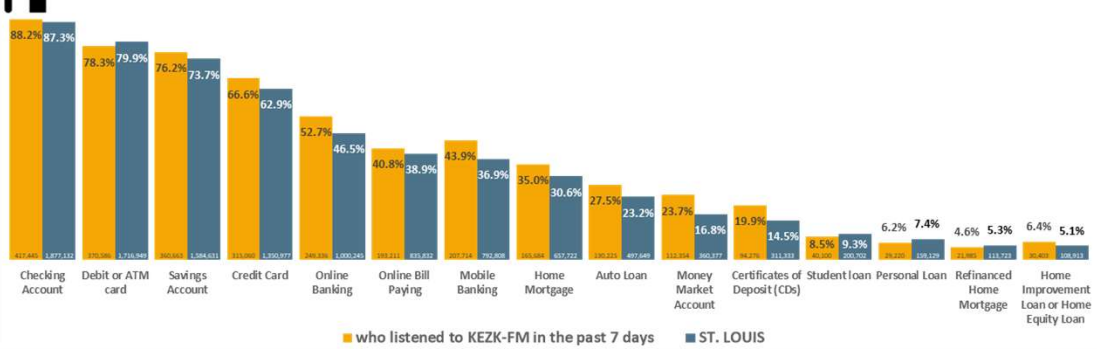
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22.% or 473,191 of ST. LOUIS Metro Adults 18 or older listened to KEZK-FM in the past 7 days.
Adults 18 or older who listened to KEZK-FM in the past 7 days are 13.5% more likely to have a 401K, 18.8% more likely to have an Auto Loan, 42.7% more likely to Invest/Trade Stocks Online, .% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

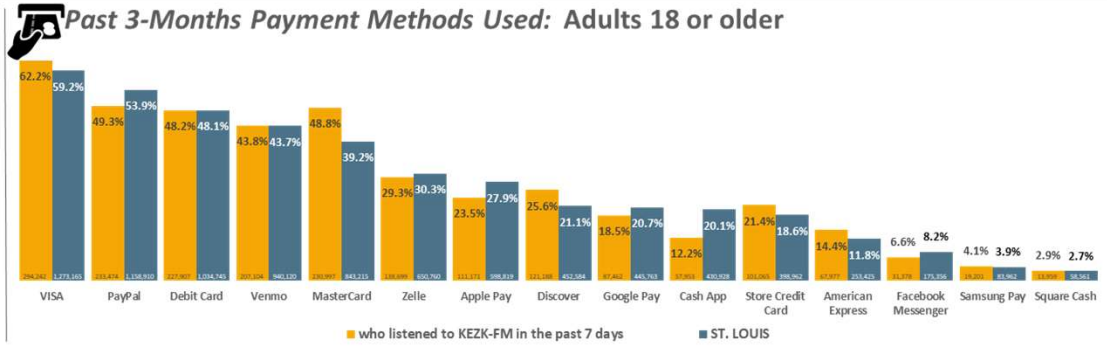


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 431

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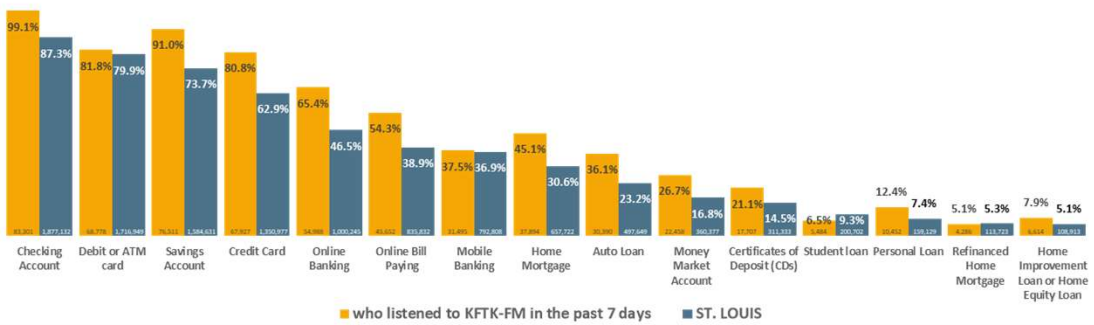
Radio Stations: KEZK-FM

3.9% or 84,079 of ST. LOUIS Metro Adults 18 or older listened to KFTK-FM in the past 7 days.
Adults 18 or older who listened to KFTK-FM in the past 7 days are 27.8% more likely to have a 401K, 56.1% more likely to have an Auto Loan, 74.1% more likely to Invest/Trade Stocks Online, 12.1% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



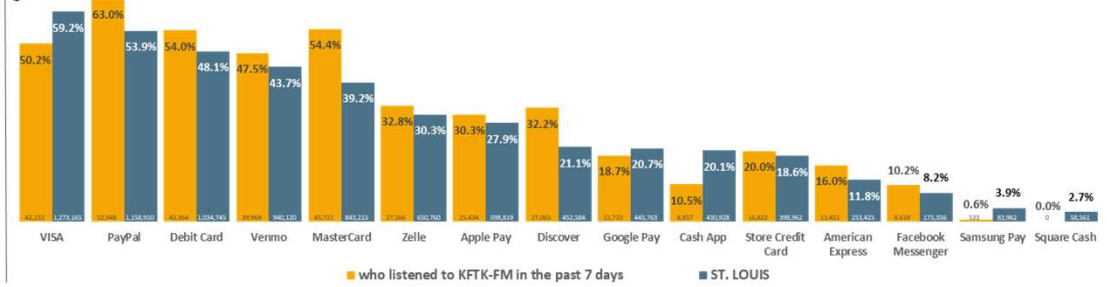
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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Radio Stations: KFTK-FM

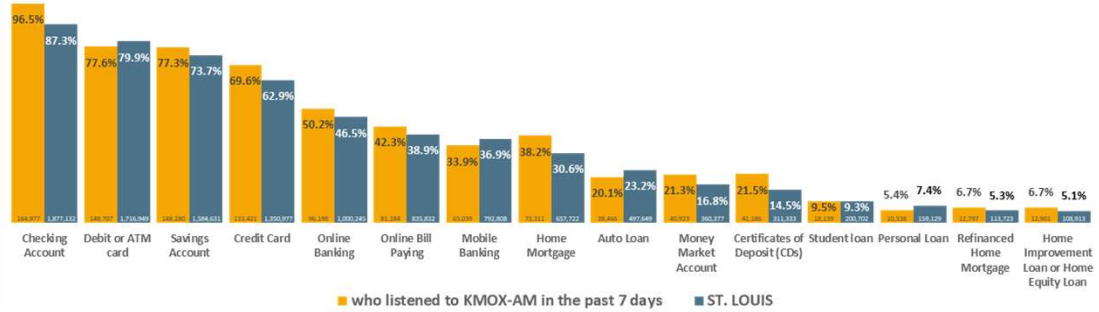
1120 AM • 98.7 FM
KMOX
The Voice of St. Louis

8.9% or 191,728 of ST. LOUIS Metro Adults 18 or older listened to KMOX-AM in the past 7 days.
Adults 18 or older who listened to KMOX-AM in the past 7 days are 4.2% more likely to have a 401K, 13.4% less likely to have an Auto Loan, 16.9% more likely to Invest/Trade Stocks Online, 4.5% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

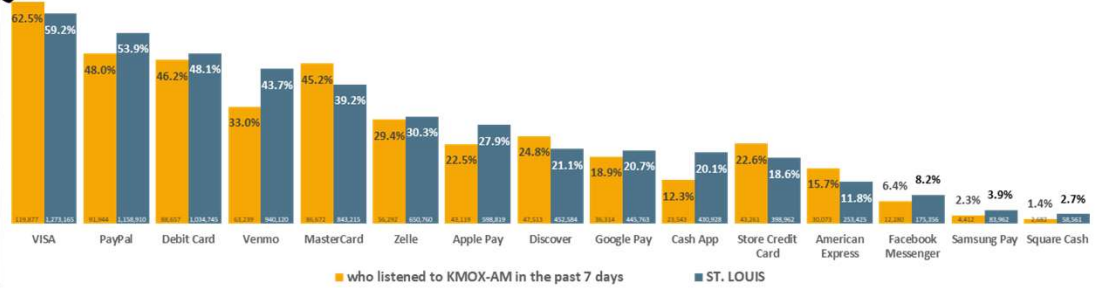


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



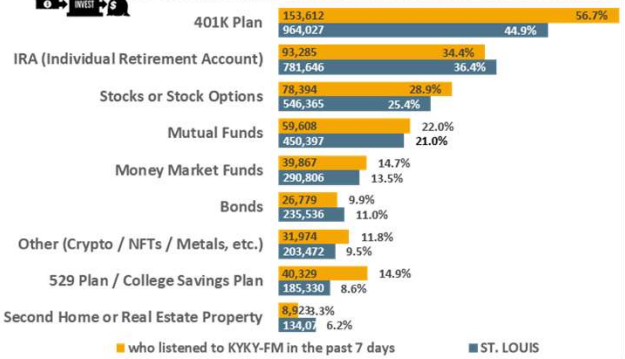
ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 216

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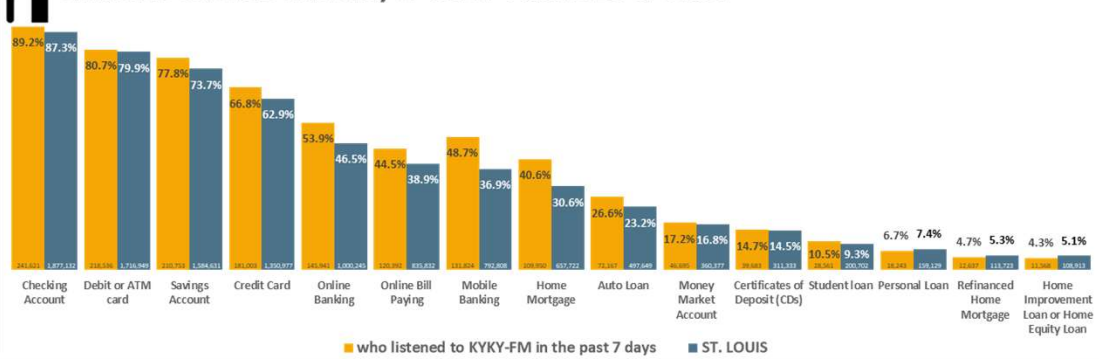
Radio Stations: KMOX-AM

12.6% or 270,814 of ST. LOUIS Metro Adults 18 or older listened to KYKY-FM in the past 7 days.
Adults 18 or older who listened to KYKY-FM in the past 7 days are 26.4% more likely to have a 401K, 15.1% more likely to have an Auto Loan, 37.4% more likely to Invest/Trade Stocks Online, 1.4% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



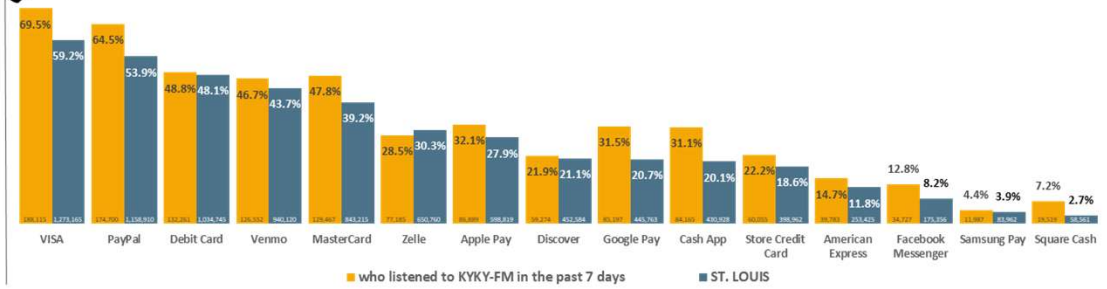
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



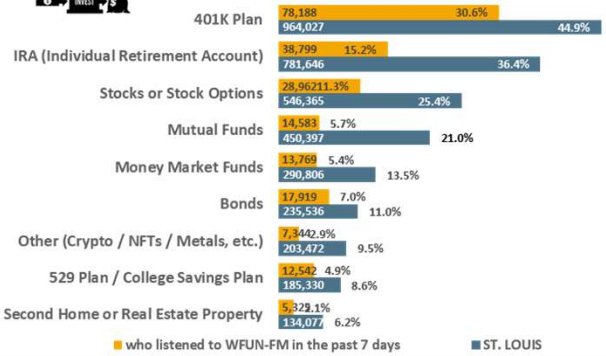
ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 231

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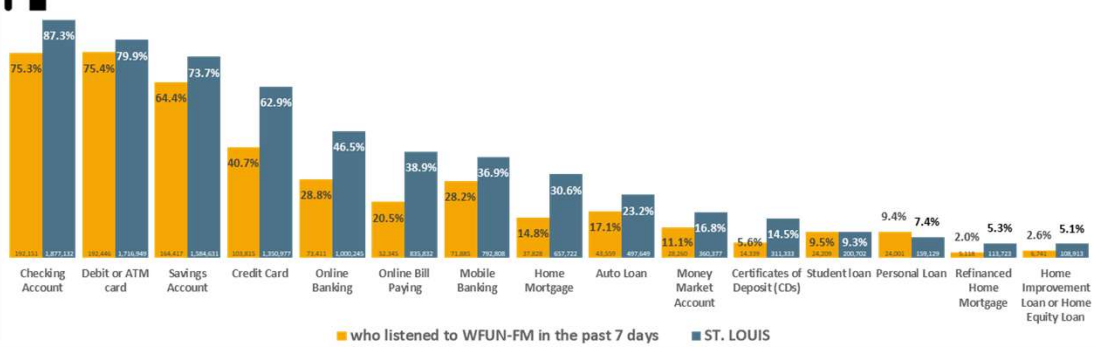
Radio Stations: KYKY-FM

11.9% or 255,300 of ST. LOUIS Metro Adults 18 or older listened to WFUN-FM in the past 7 days.
Adults 18 or older who listened to WFUN-FM in the past 7 days are 31.7% less likely to have a 401K, 26.3% less likely to have an Auto Loan, 48.4% less likely to Invest/Trade Stocks Online, 9.2% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

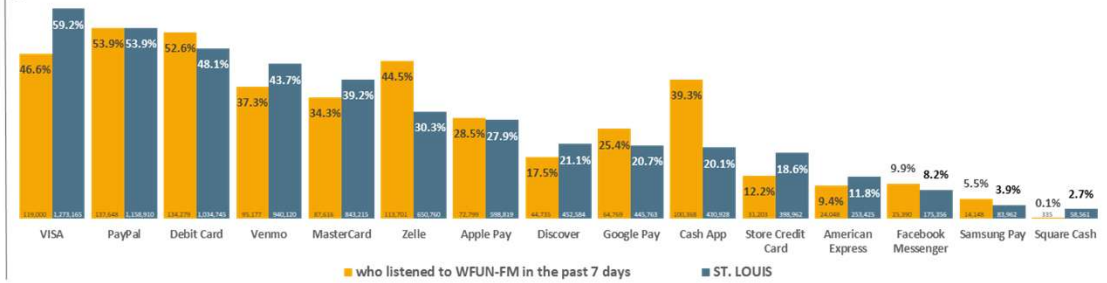


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



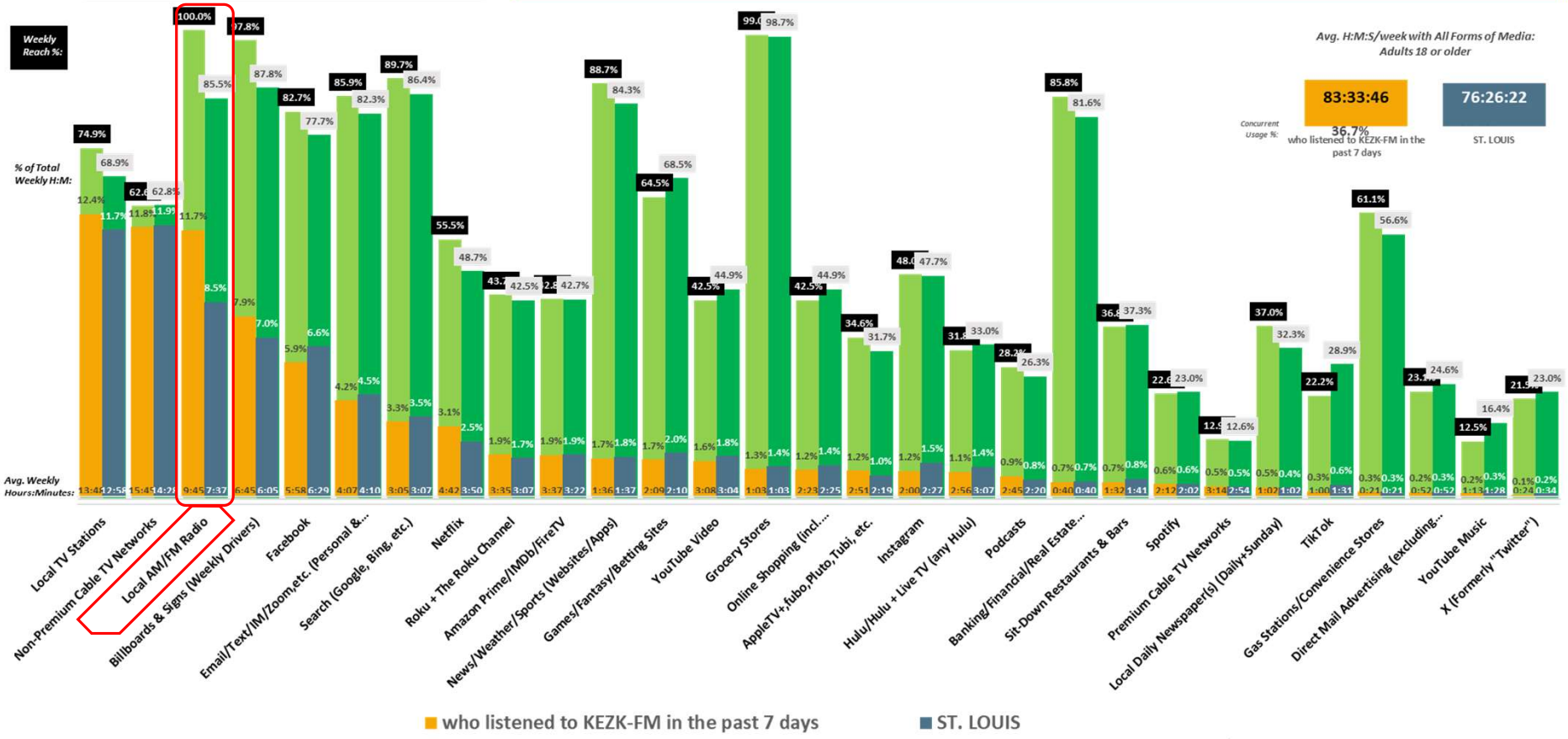
ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 207

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Radio Stations: WFUN-FM

Adults 18 or older who listened to KEZK-FM in the past 7 days spend an average of 3 days, 11 hours, 33 minutes and 46 seconds each week with All Forms of Media.

100.% of Adults 18 or older who listened to KEZK-FM in the past 7 days spend an avg. of 9 hours and 45 minutes each week listening to All Local AM/FM Radio, representing 11.7% of total time spent with all forms of Media.

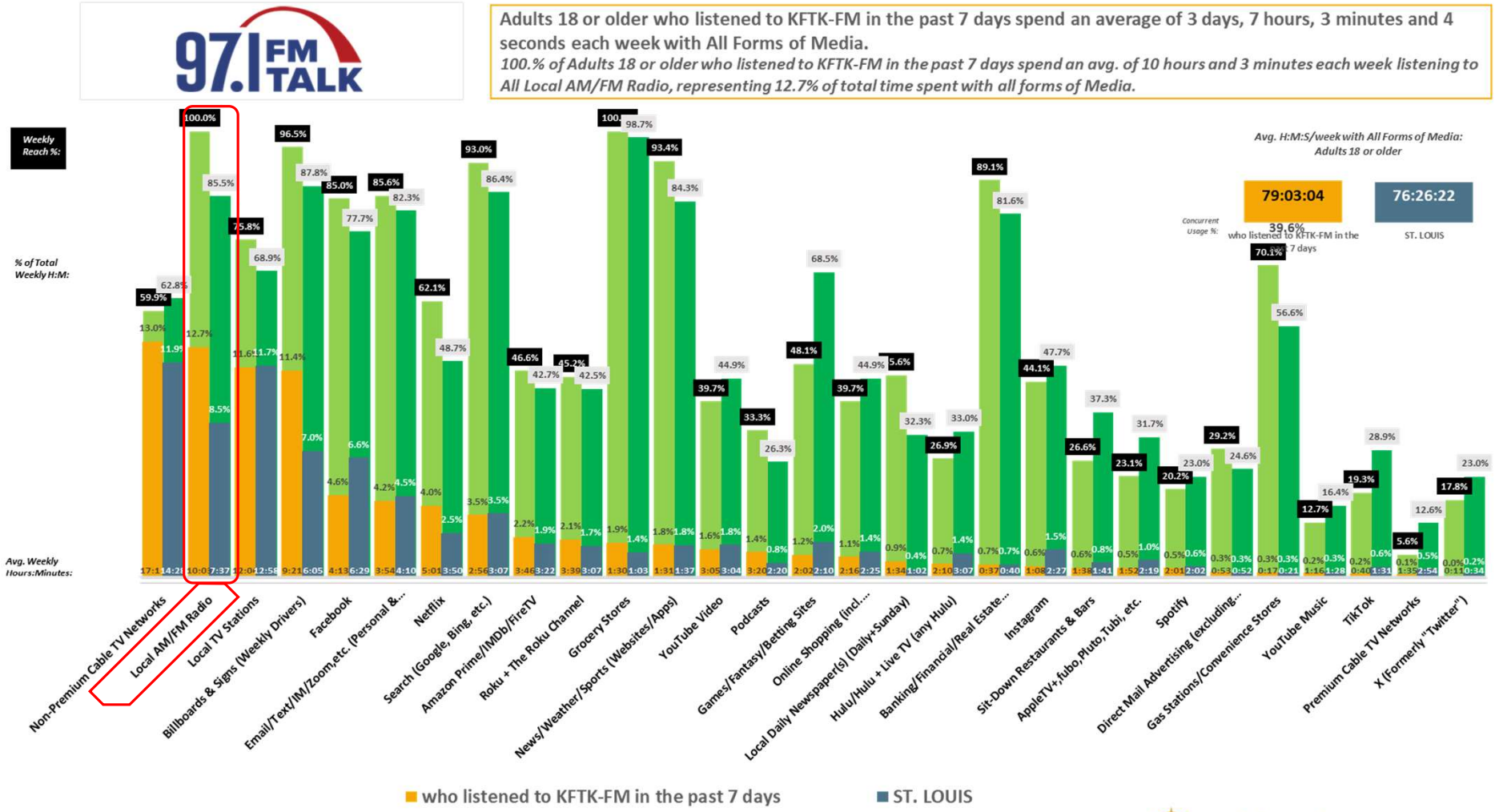


ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 431 ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,760

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Radio Stations: KEZK-FM



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 74 ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,760

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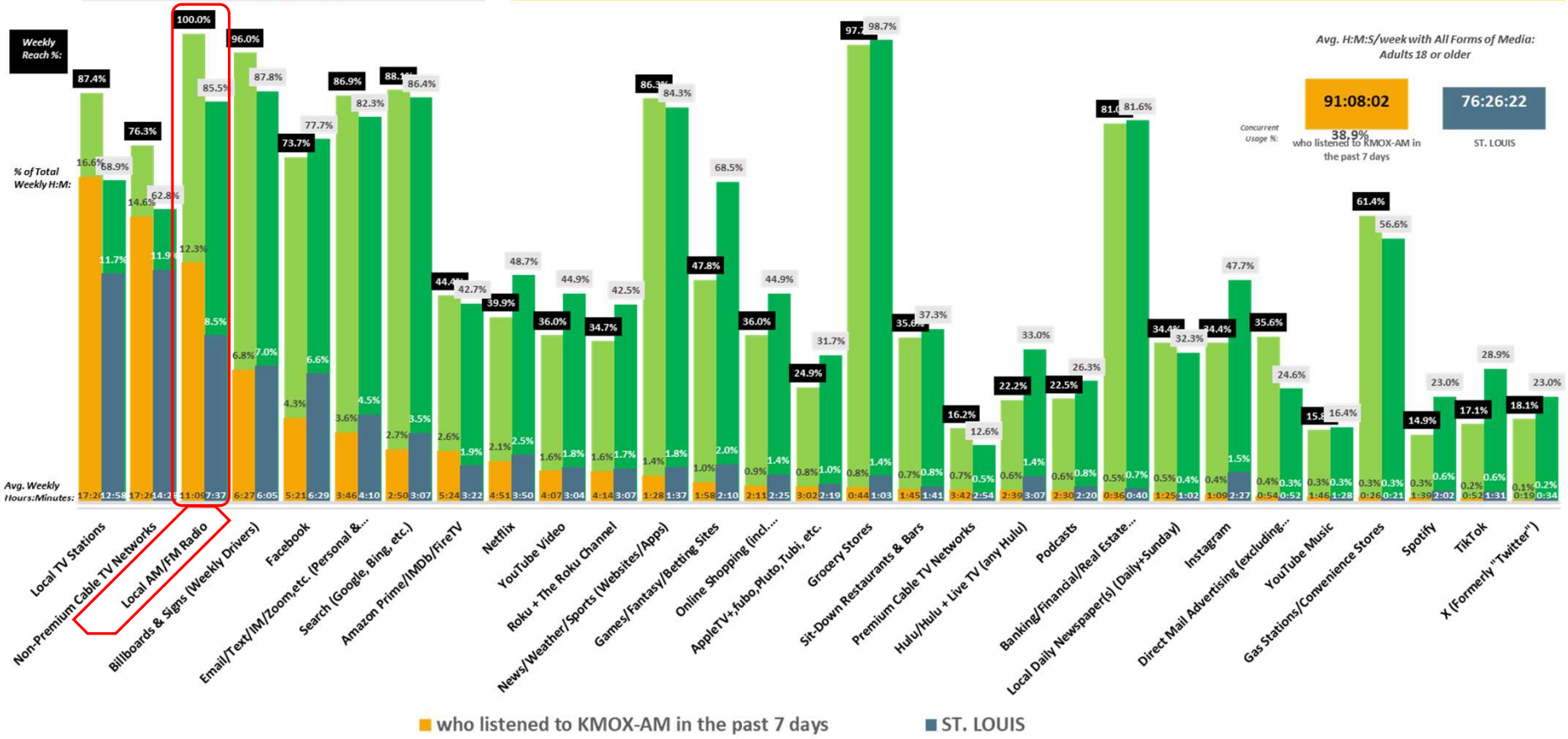
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Radio Stations: KFTK-FM

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

Adults 18 or older who listened to KMOX-AM in the past 7 days spend an average of 3 days, 19 hours, 8 minutes and 2 seconds each week with All Forms of Media.

100.% of Adults 18 or older who listened to KMOX-AM in the past 7 days spend an avg. of 11 hours and 9 minutes each week listening to All Local AM/FM Radio, representing 12.3% of total time spent with all forms of Media.

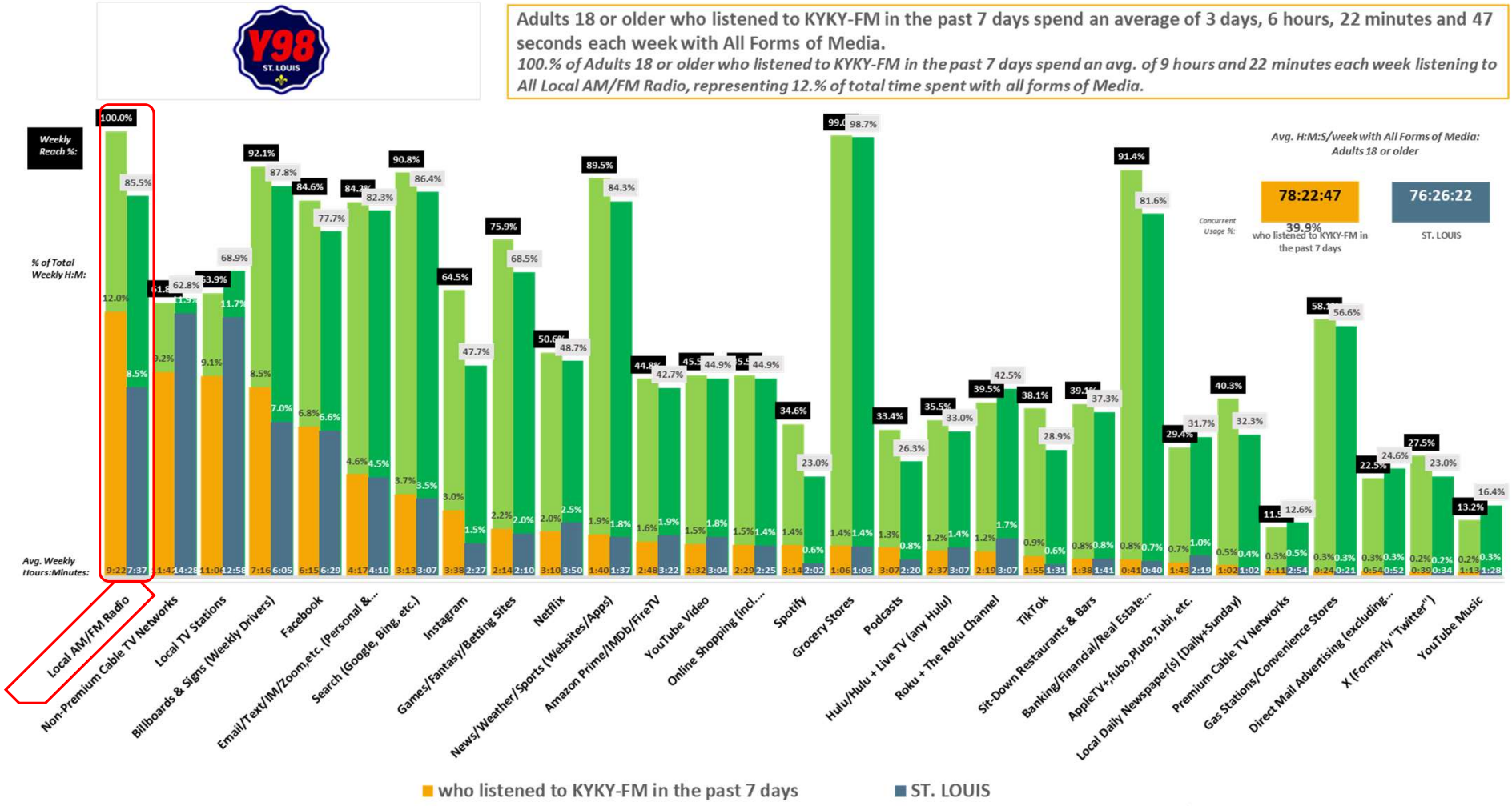


ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 216 ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,760

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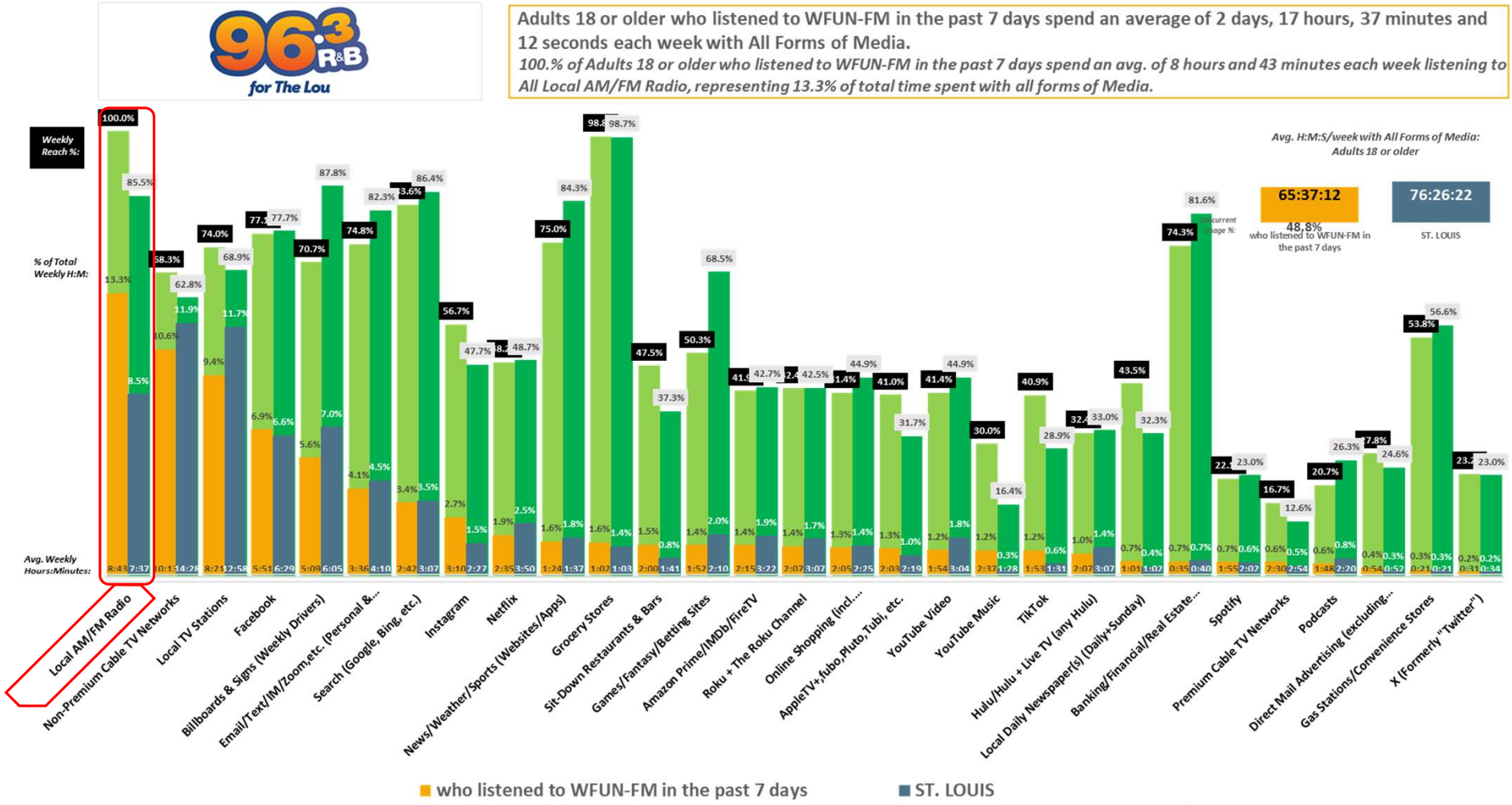
Radio Stations: KMOX-AM



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 231 ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,760
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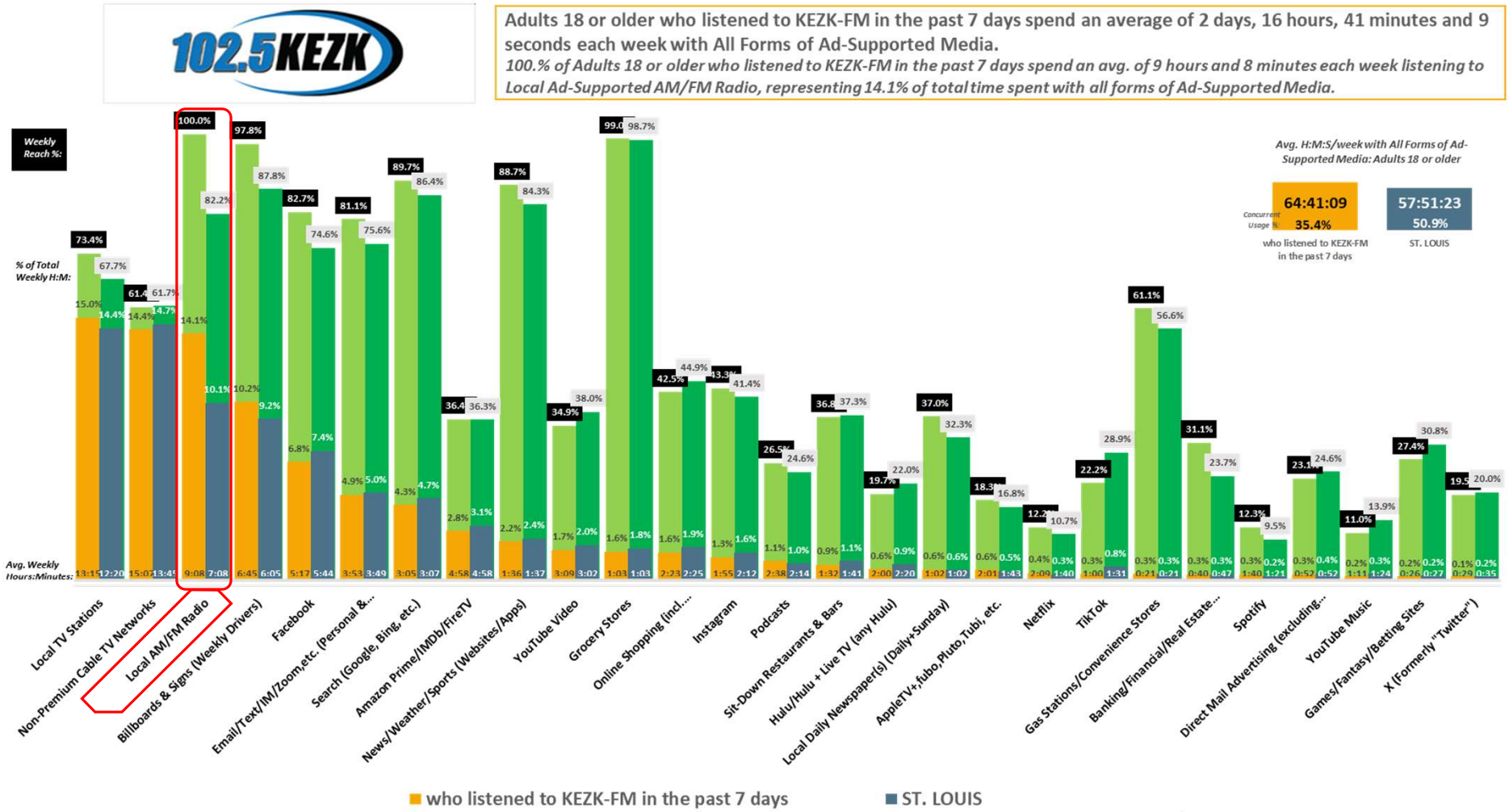
Radio Stations: KYKY-FM



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Radio Stations: WFUN-FM

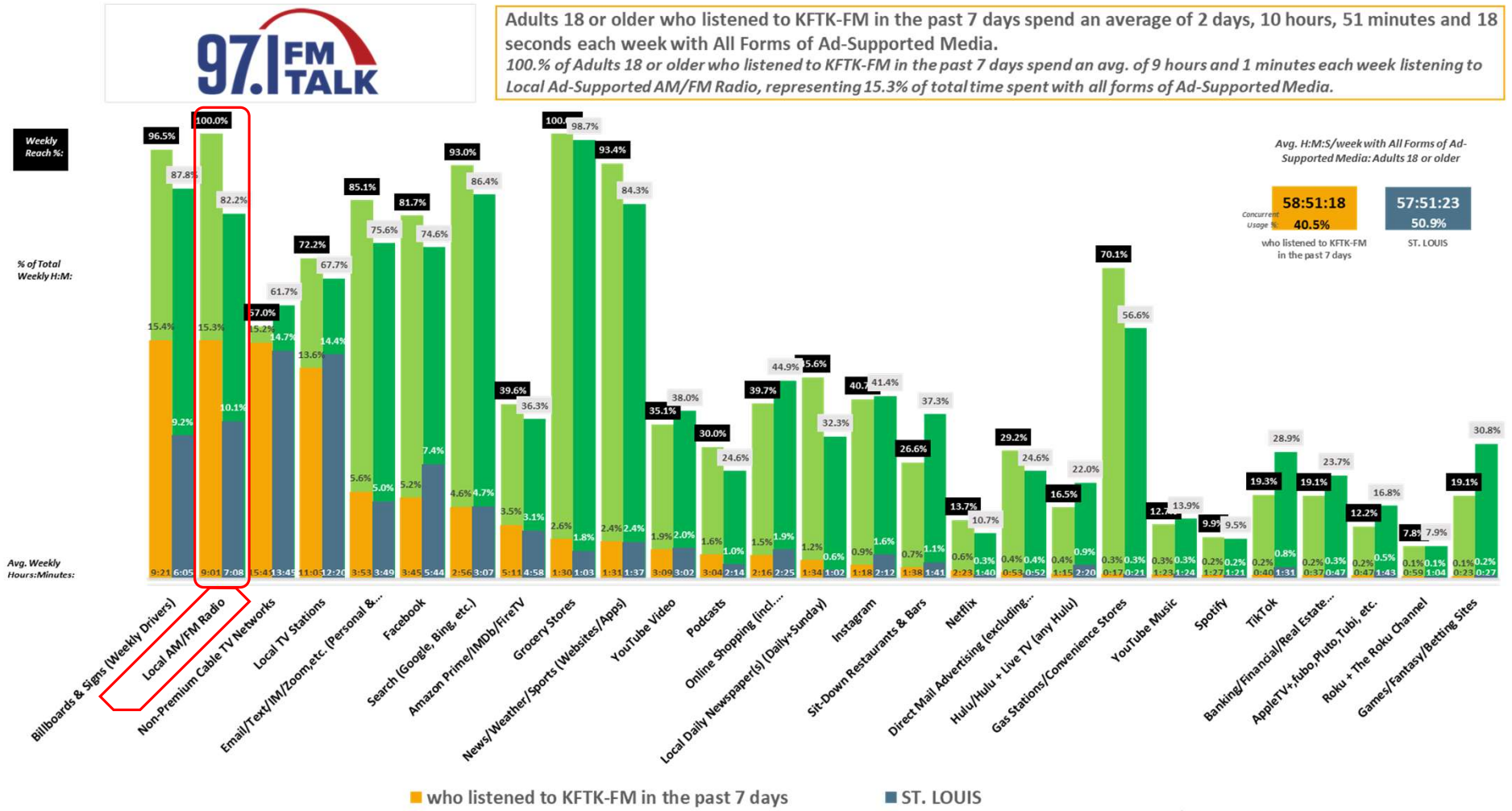


ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 431 ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,760

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Radio Stations: KEZK-FM



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 74 ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,760

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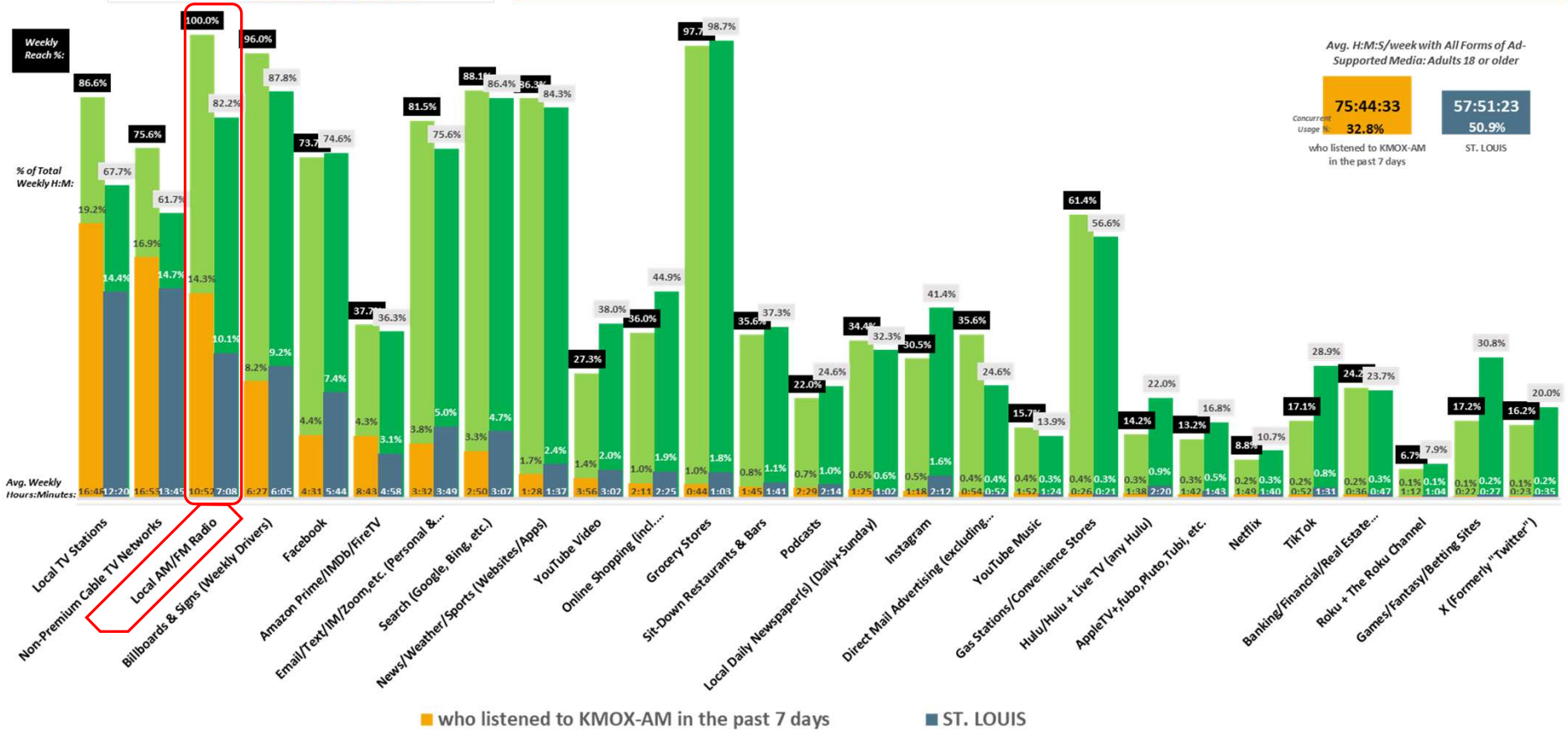
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Radio Stations: KFTK-FM

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

Adults 18 or older who listened to KMOX-AM in the past 7 days spend an average of 3 days, 3 hours, 44 minutes and 33 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who listened to KMOX-AM in the past 7 days spend an avg. of 10 hours and 52 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.3% of total time spent with all forms of Ad-Supported Media.



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 216 ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,760

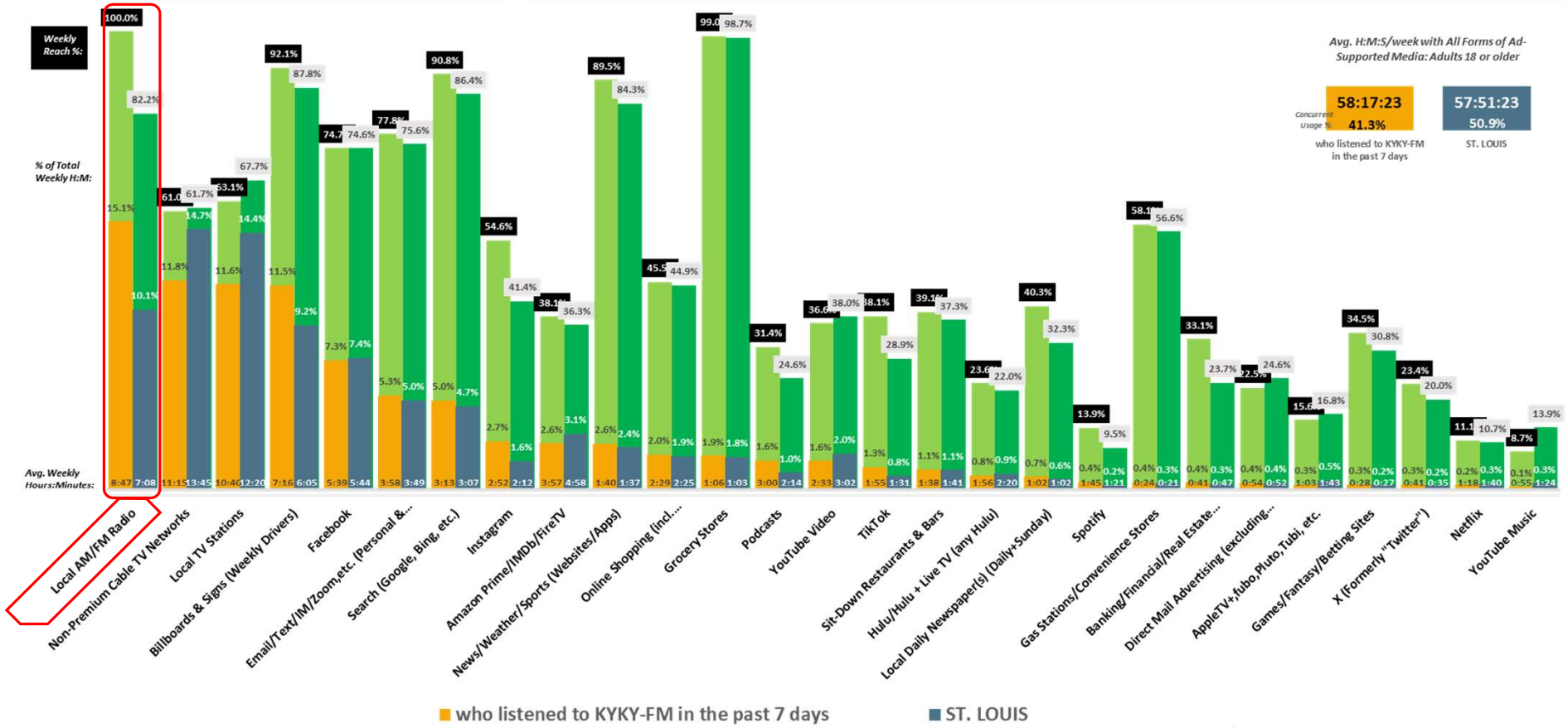
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Radio Stations: KMOX-AM

Adults 18 or older who listened to KYKY-FM in the past 7 days spend an average of 2 days, 10 hours, 17 minutes and 23 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who listened to KYKY-FM in the past 7 days spend an avg. of 8 hours and 47 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.1% of total time spent with all forms of Ad-Supported Media.

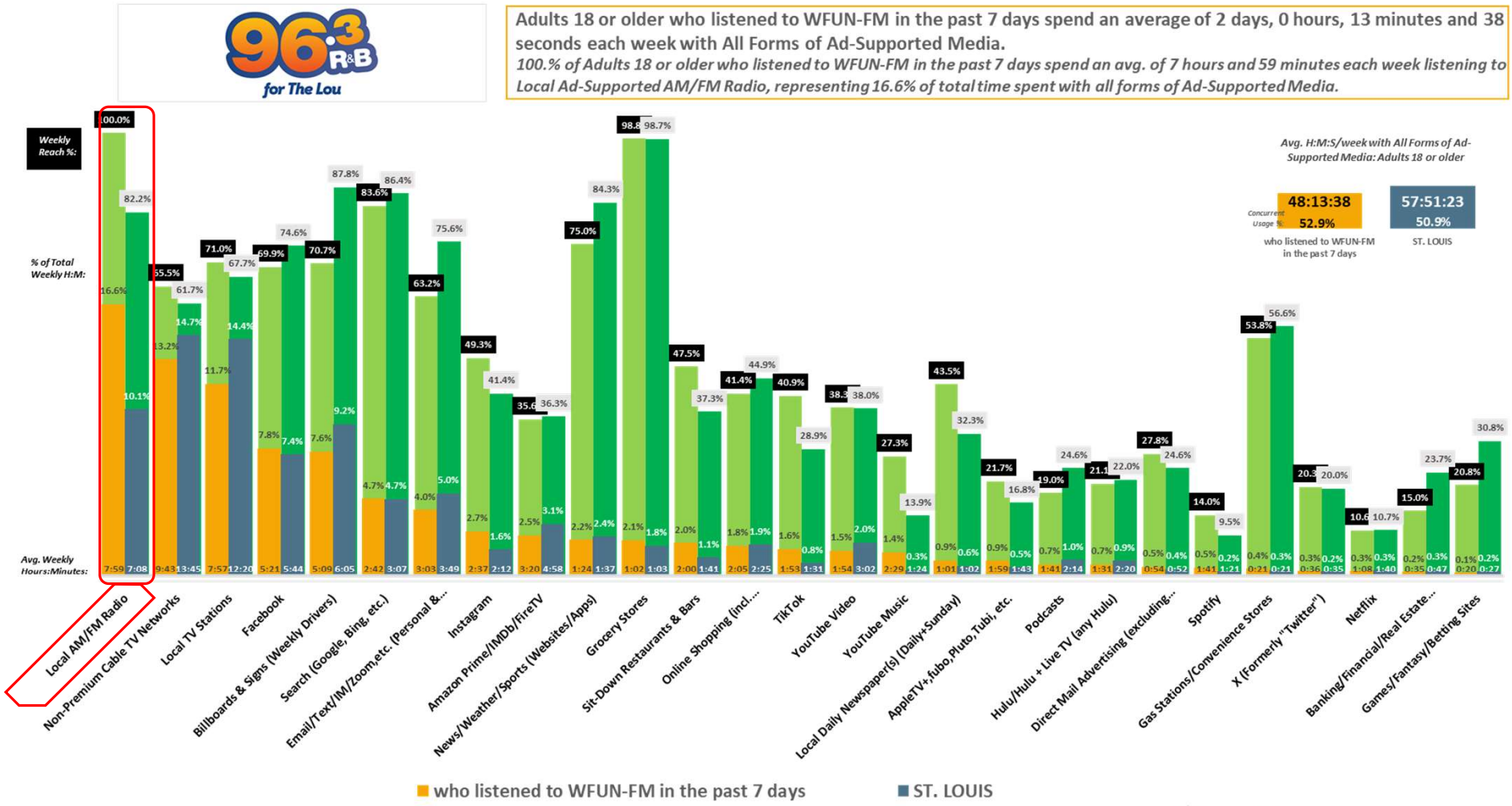


ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 231 ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,760

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Radio Stations: KYKY-FM



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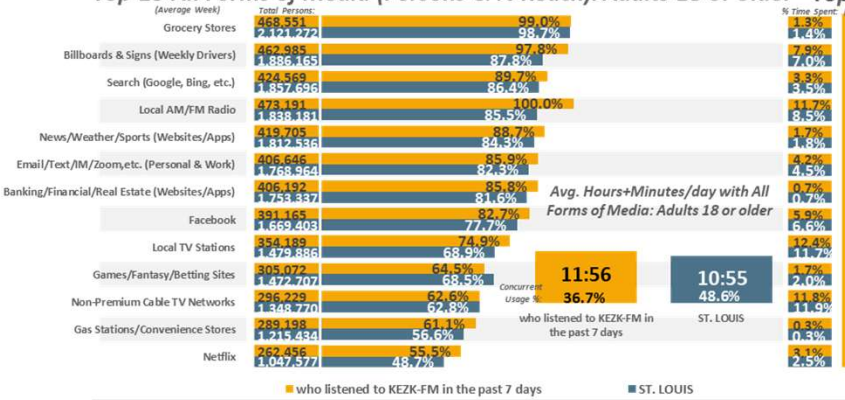
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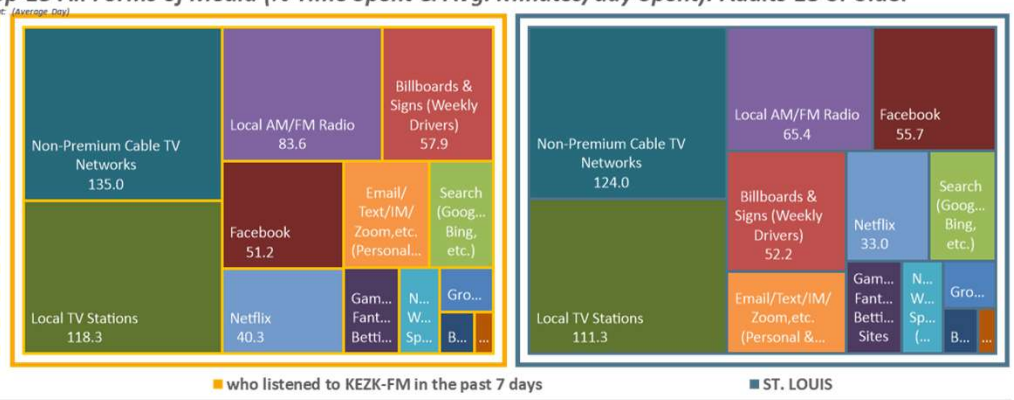
Radio Stations: WFUN-FM

Adults 18 or older who listened to KEZK-FM in the past 7 days spend an average of 9 hours and 14 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 78.3 minutes/day. *(Local Radio delivers 14.1% of Time with Ad-Supported Media.)*

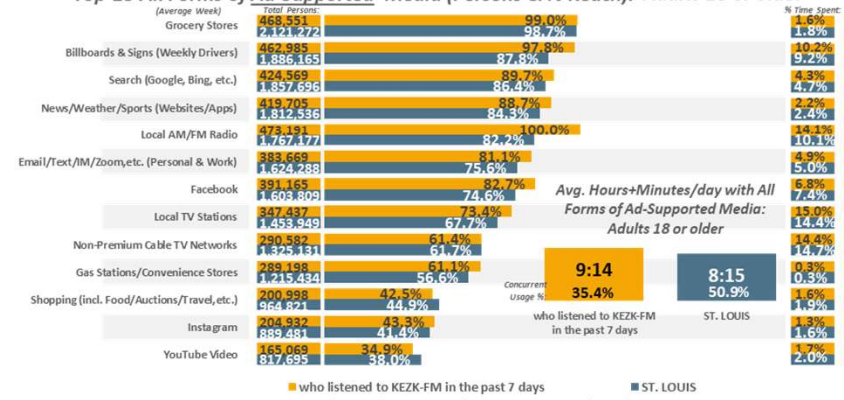
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



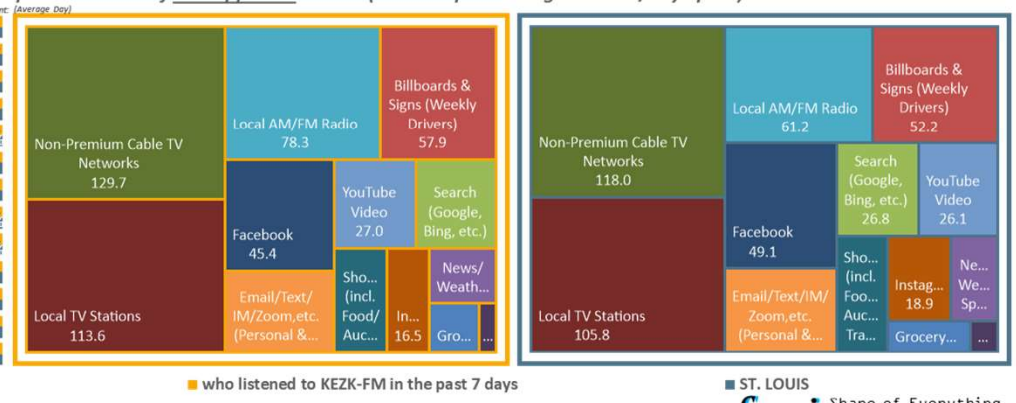
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 431

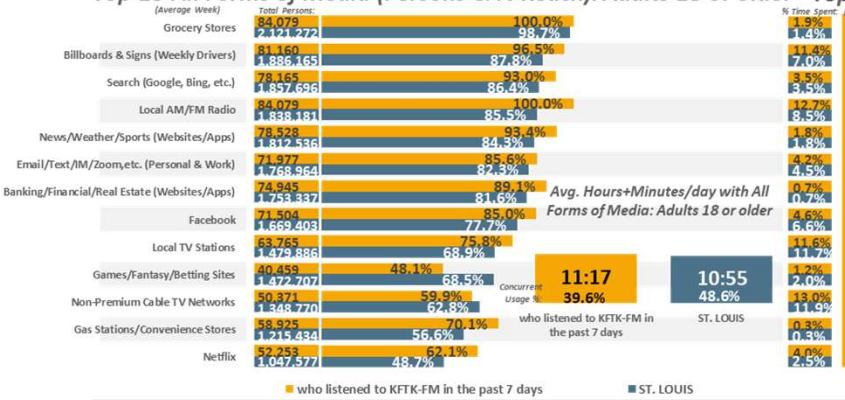
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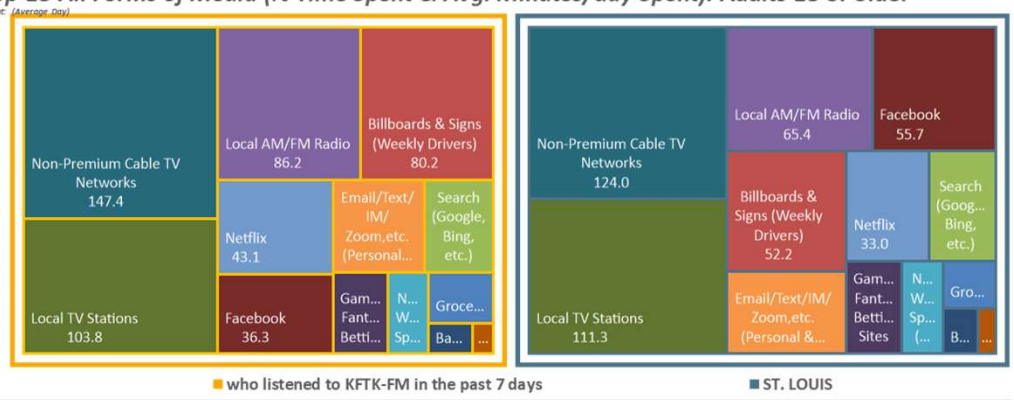
Radio Stations: KEZK-FM

Adults 18 or older who listened to KFTK-FM in the past 7 days spend an average of 8 hours and 24 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 77.4 minutes/day. *(Local Radio delivers 15.3% of Time with Ad-Supported Media.)*

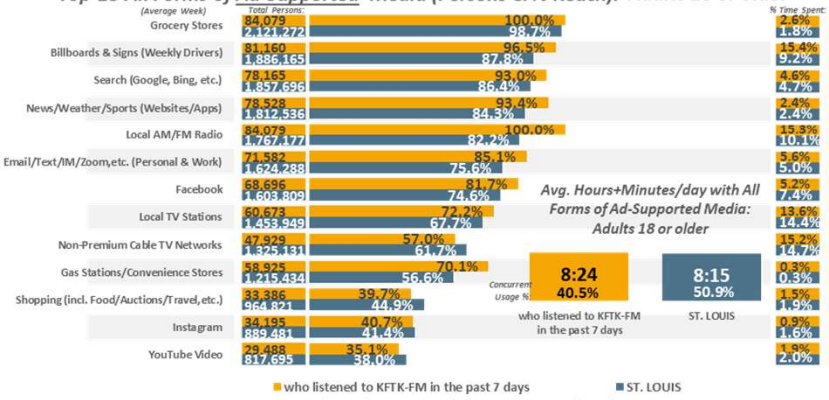
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



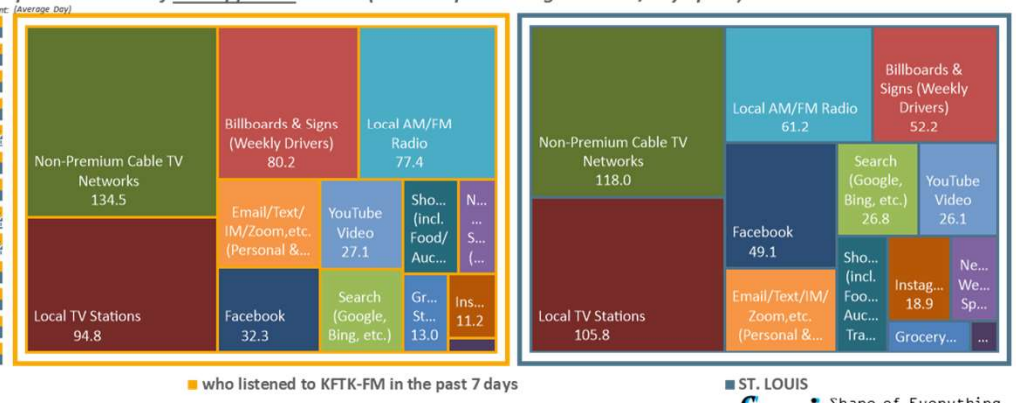
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 74

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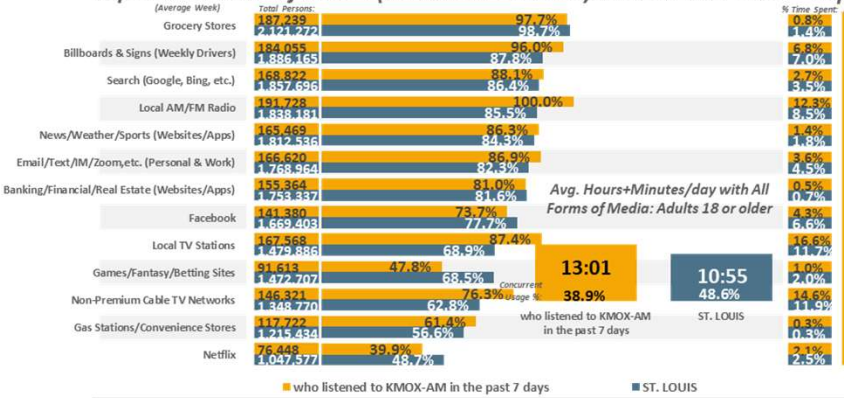
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Radio Stations: KFTK-FM

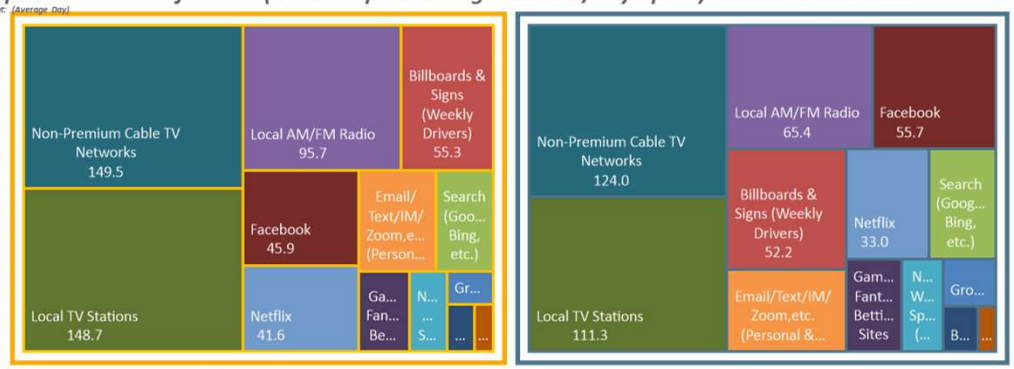
1120 AM • 98.7 FM
KMOX
The Voice of St. Louis

Adults 18 or older who listened to KMOX-AM in the past 7 days spend an average of 10 hours and 49 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 93.1 minutes/day. *(Local Radio delivers 14.3% of Time with Ad-Supported Media.)*

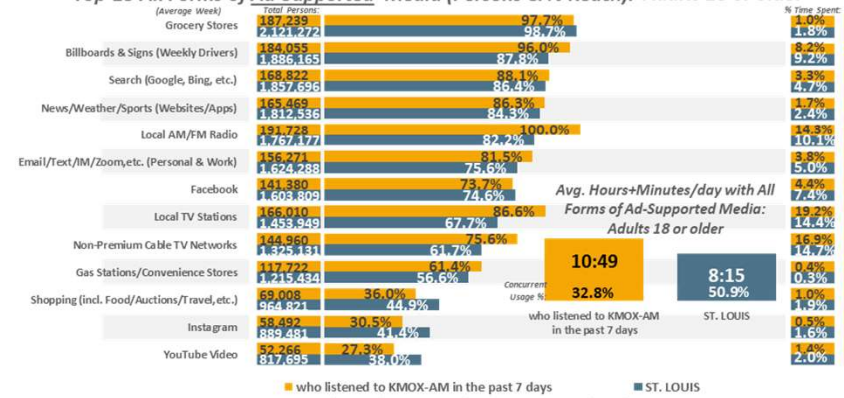
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



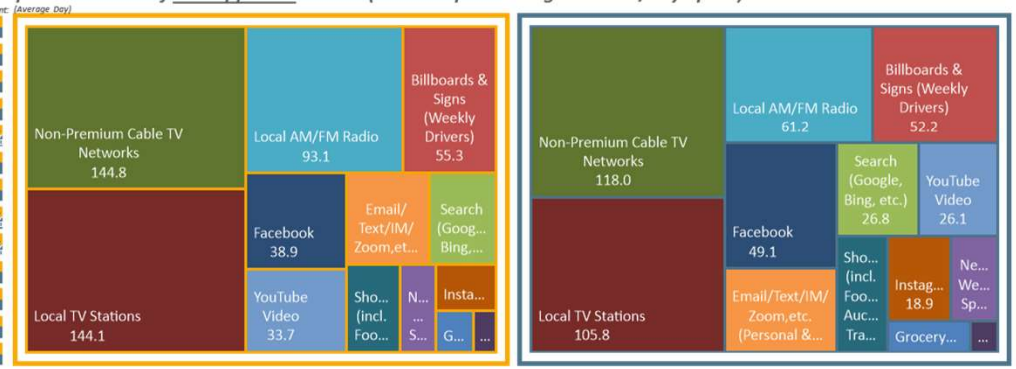
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 216

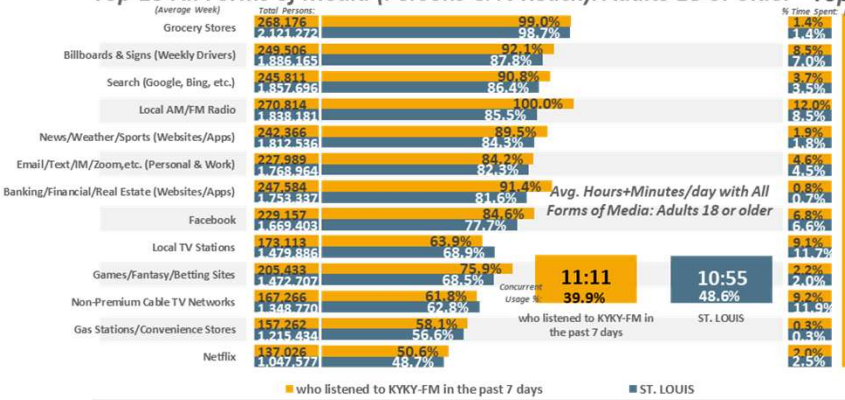
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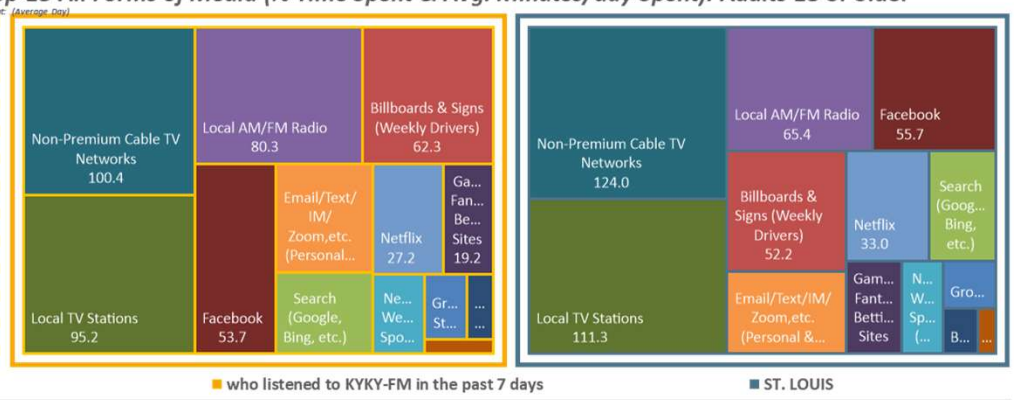
Radio Stations: KMOX-AM

Adults 18 or older who listened to KYKY-FM in the past 7 days spend an average of 8 hours and 19 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 75.4 minutes/day. *(Local Radio delivers 15.1% of Time with Ad-Supported Media.)*

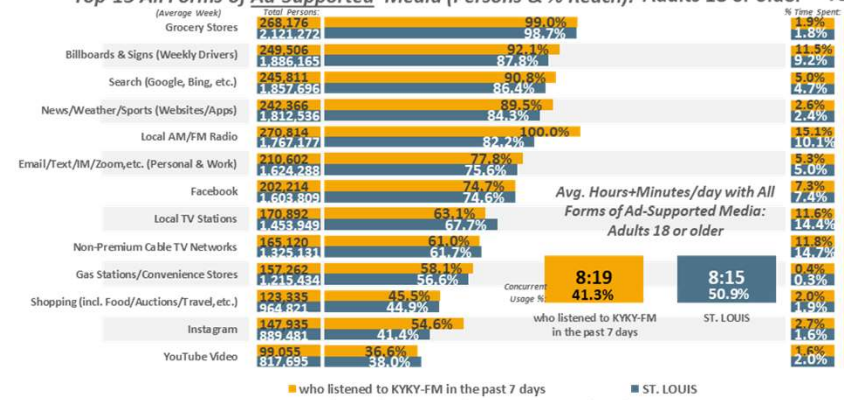
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



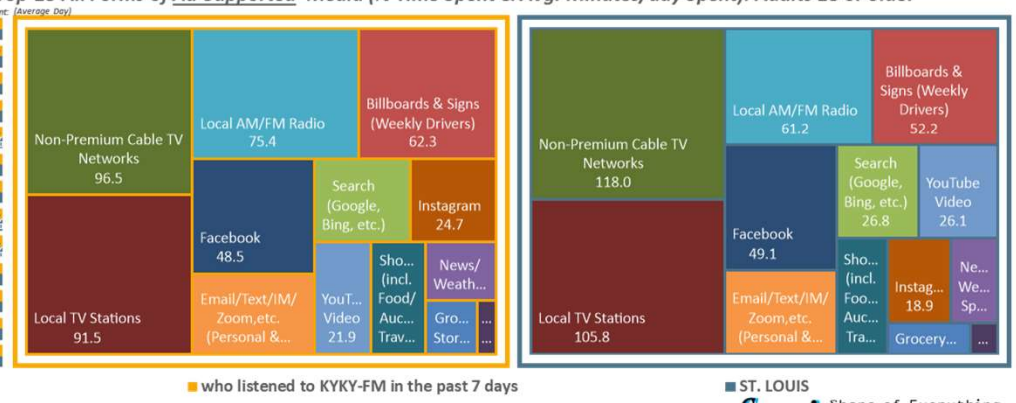
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 231

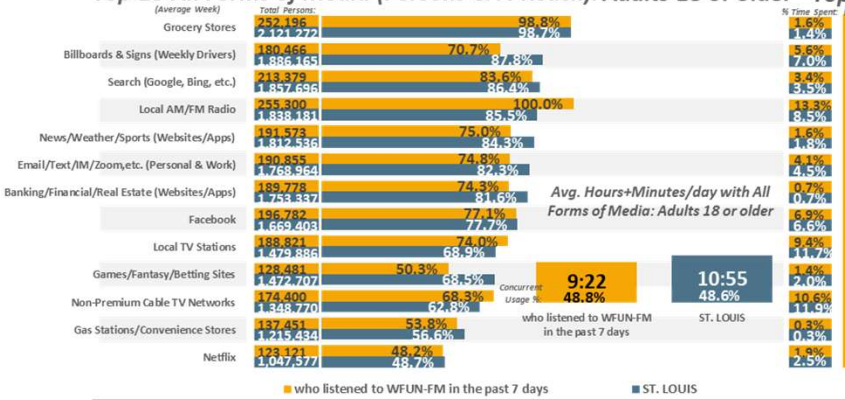
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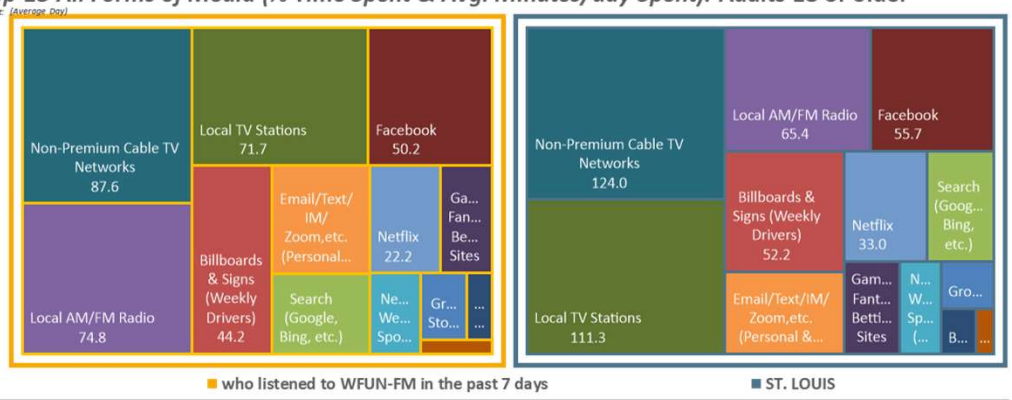
Radio Stations: KYKY-FM

Adults 18 or older who listened to WFUN-FM in the past 7 days spend an average of 6 hours and 53 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 68.5 minutes/day. *(Local Radio delivers 16.6% of Time with Ad-Supported Media.)*

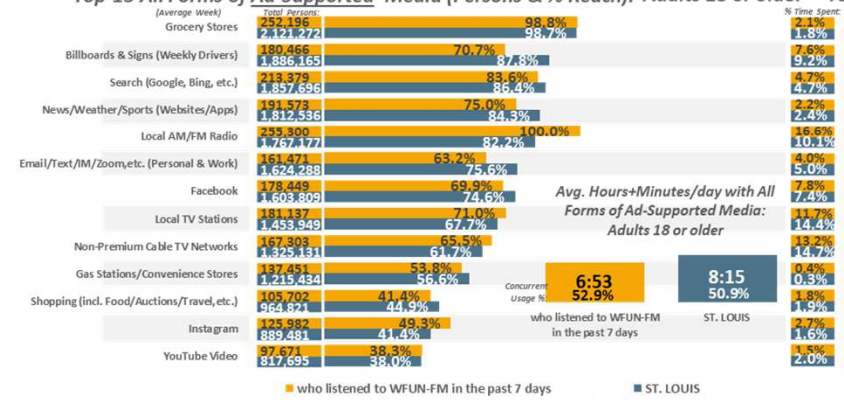
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



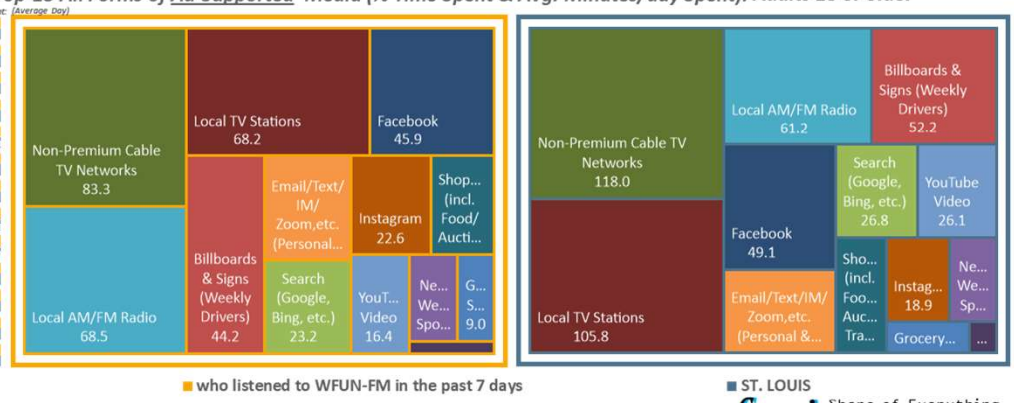
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 207

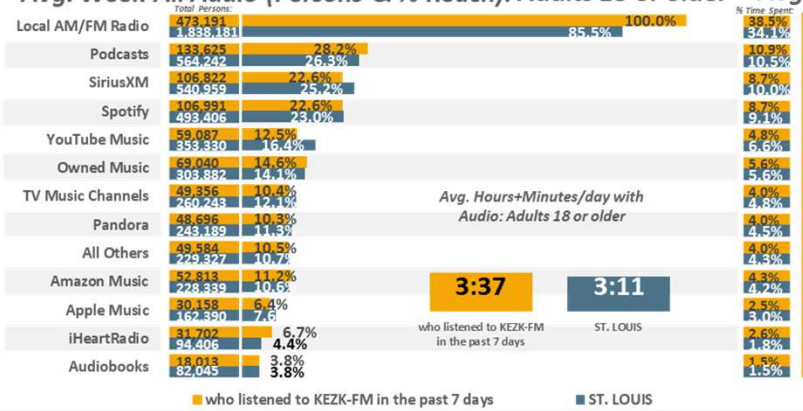
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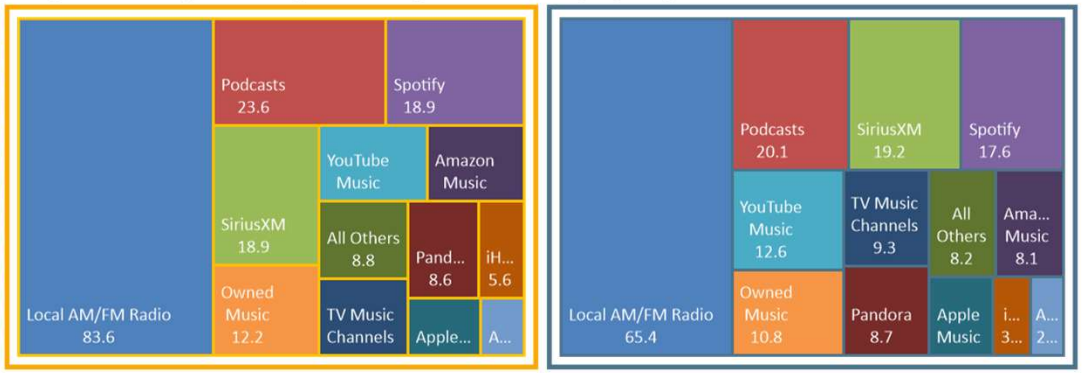
Radio Stations: WFUN-FM

473,191 or 100.% of Adults 18 or older who listened to KEZK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 78.3 minutes every day representing 47.3% of all time spent daily with Ad-Supported Audio.

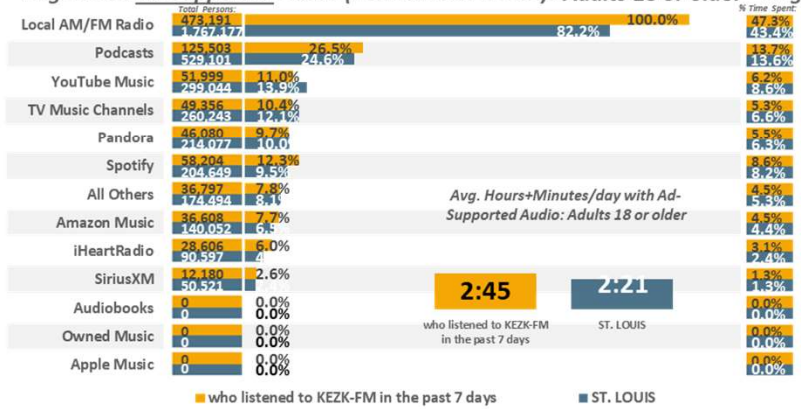
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



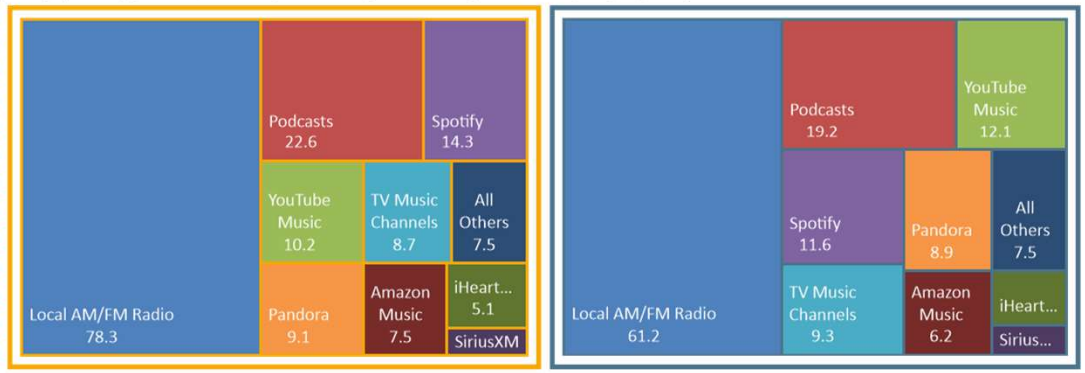
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 431

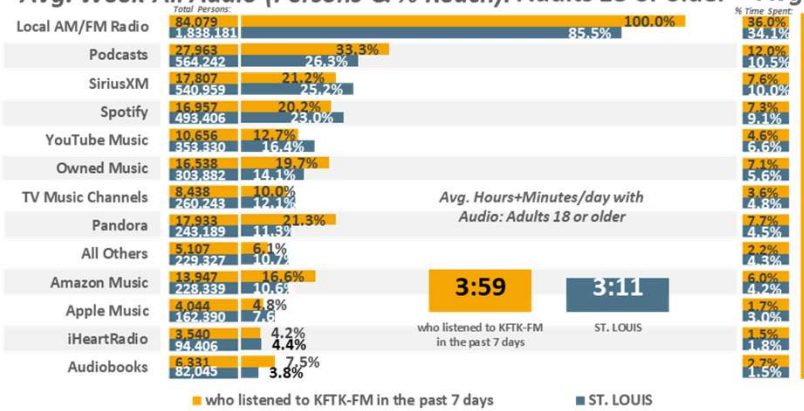
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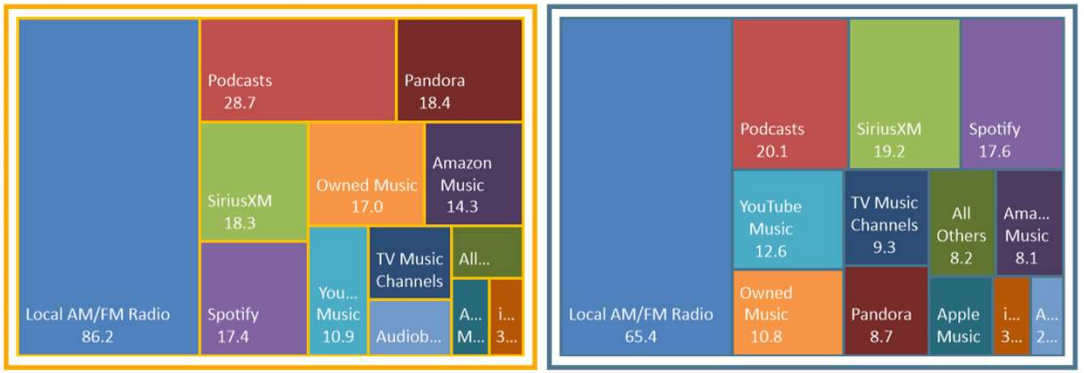
Radio Stations: KEZK-FM

84,079 or 100.% of Adults 18 or older who listened to KFTK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 77.4 minutes every day representing 45.% of all time spent daily with Ad-Supported Audio.

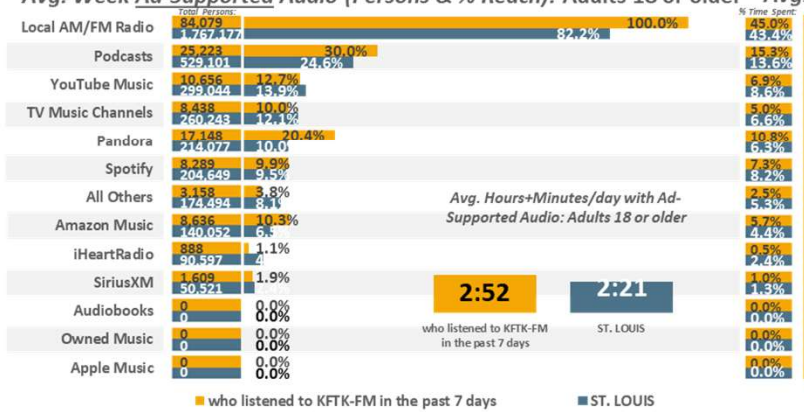
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



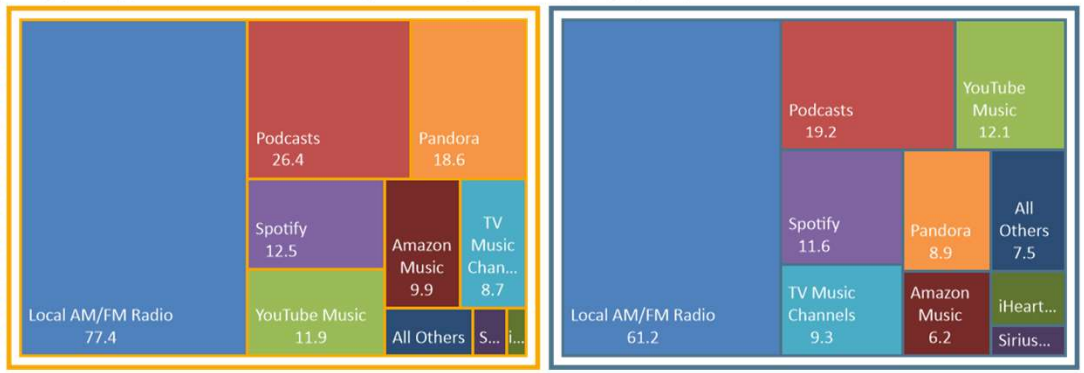
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 74

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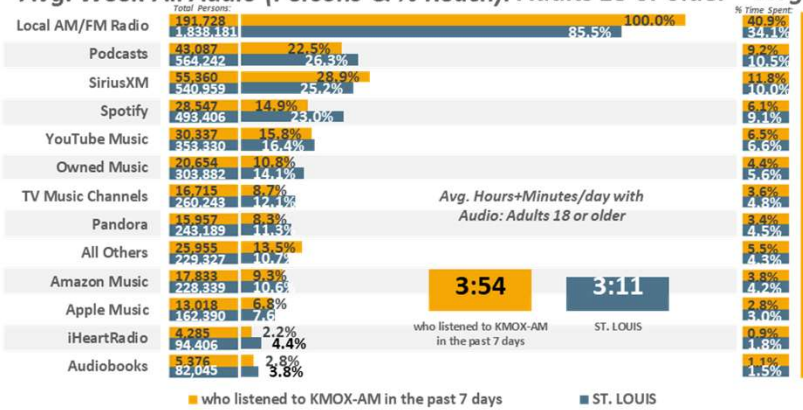
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Radio Stations: KFTK-FM

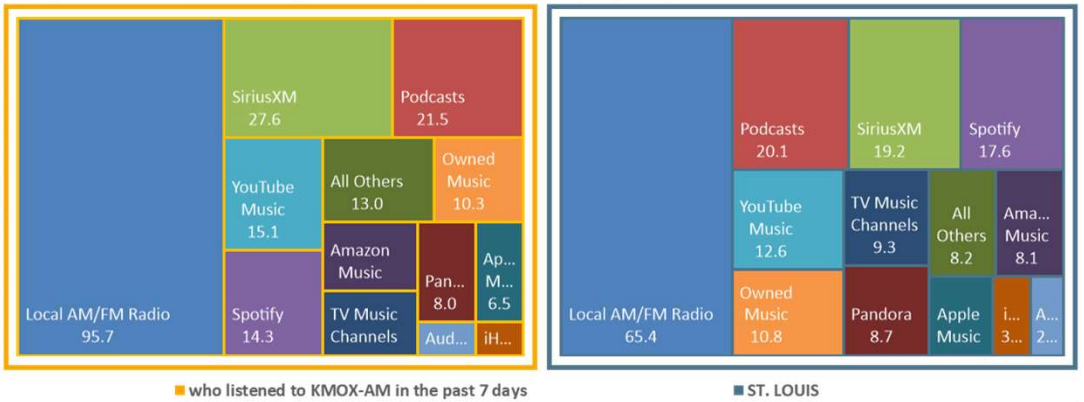
1120 AM • 98.7 FM
KMOX
The Voice of St. Louis

191,728 or 100.% of Adults 18 or older who listened to KMOX-AM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 93.1 minutes every day representing 52.% of all time spent daily with Ad-Supported Audio.

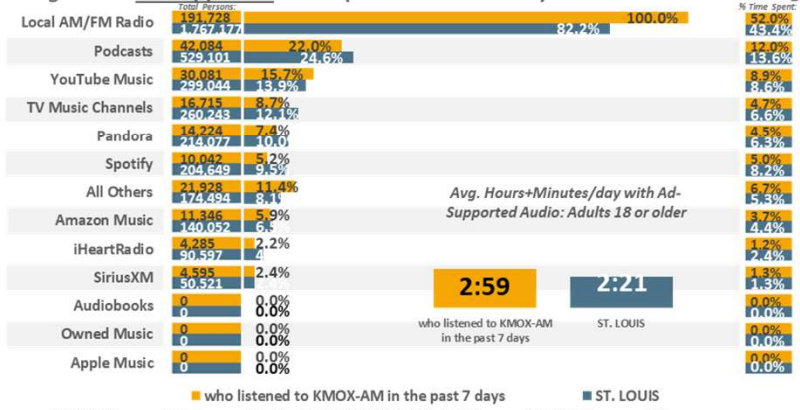
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



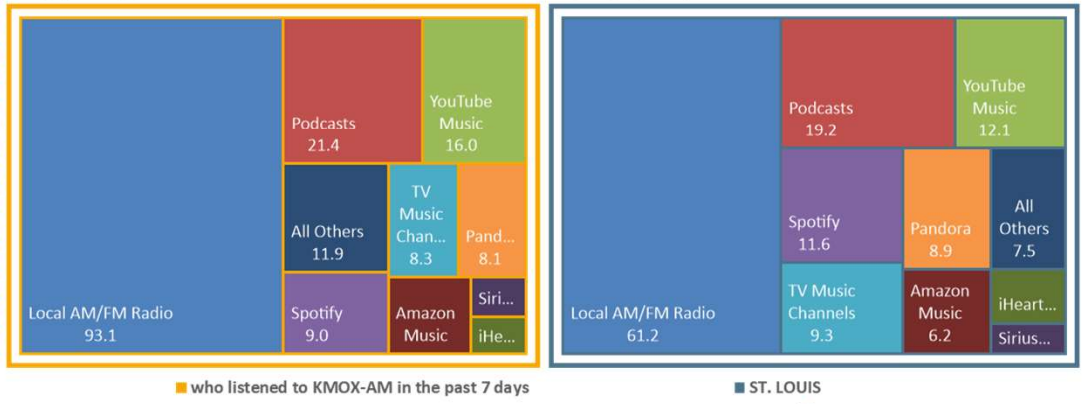
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 216

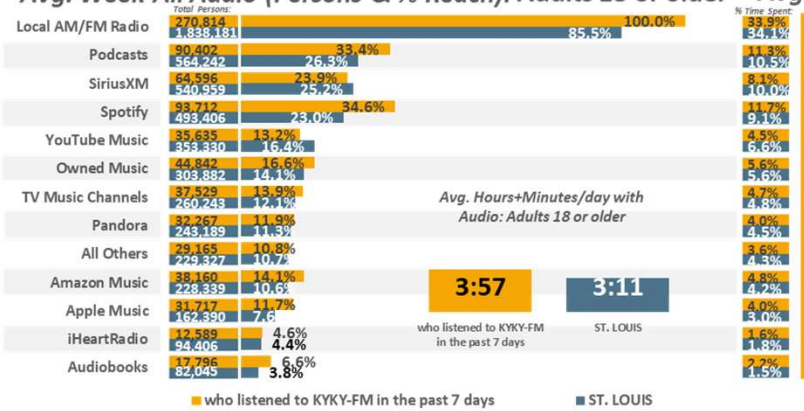
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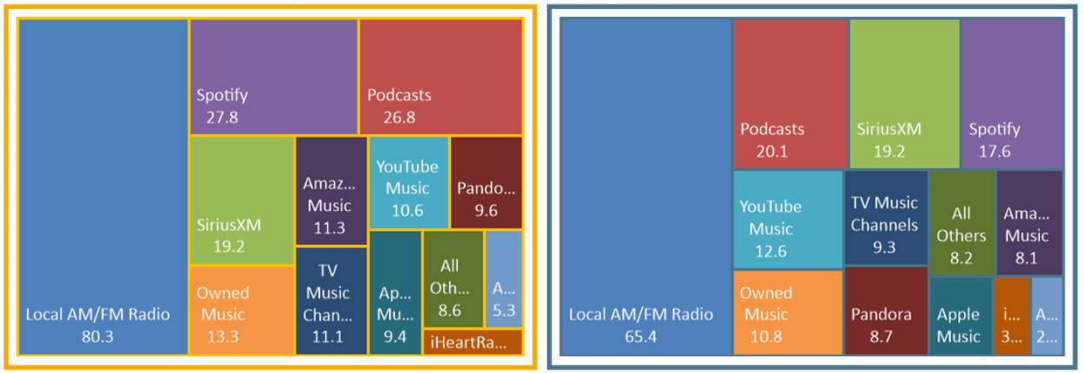
Radio Stations: KMOX-AM

270,814 or 100.% of Adults 18 or older who listened to KYKY-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 75.4 minutes every day representing 46.3% of all time spent daily with Ad-Supported Audio.

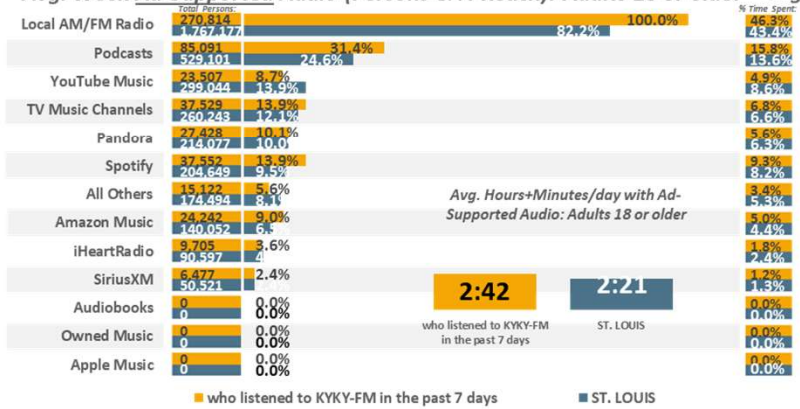
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



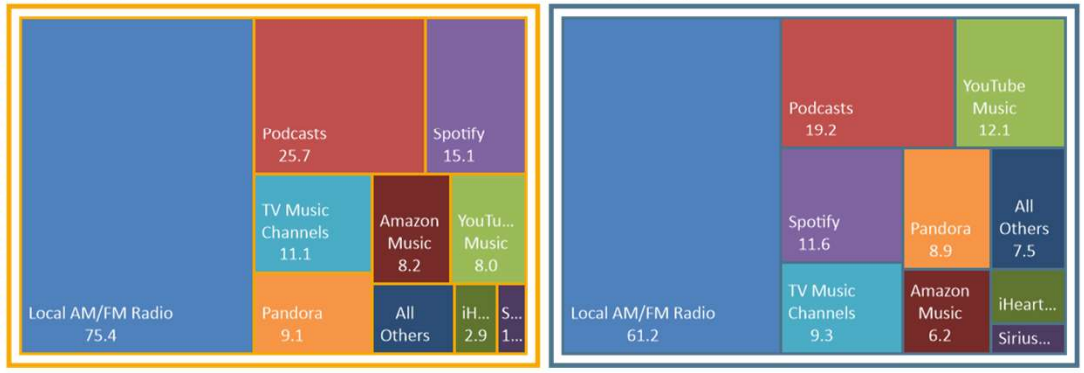
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 231

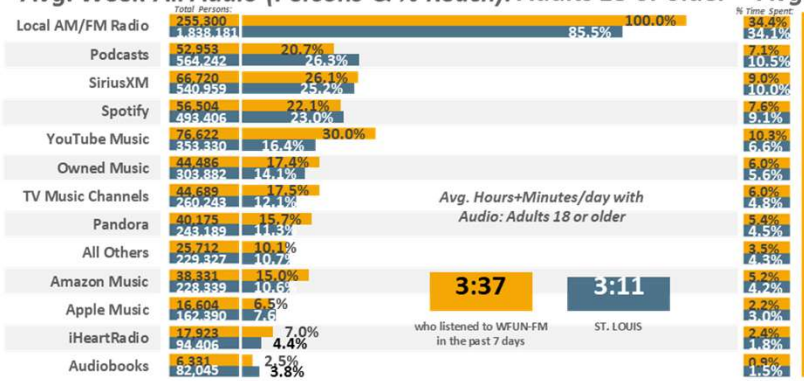
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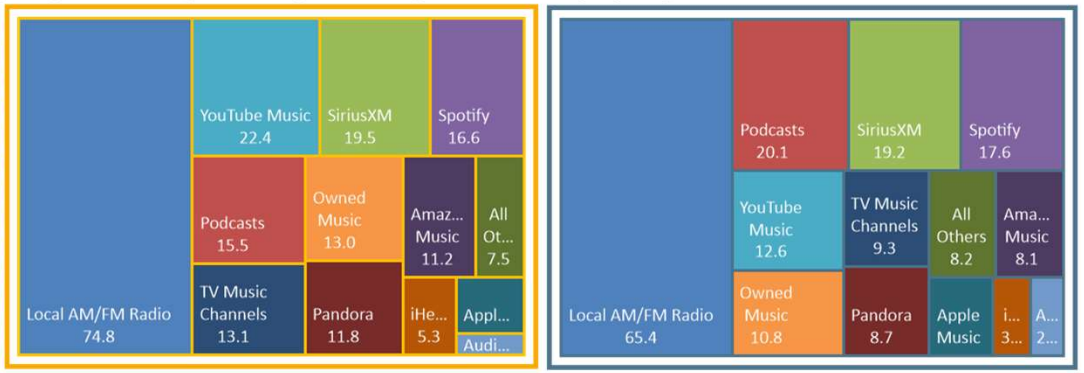
Radio Stations: KYKY-FM

255,300 or 100.% of Adults 18 or older who listened to WFUN-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 68.5 minutes every day representing 41.2% of all time spent daily with Ad-Supported Audio.

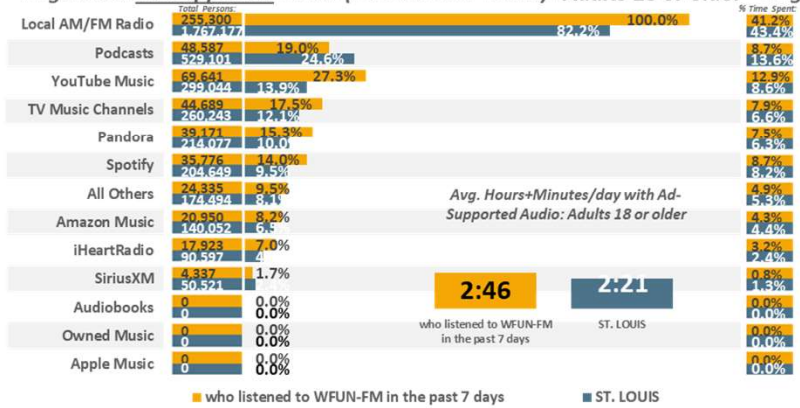
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



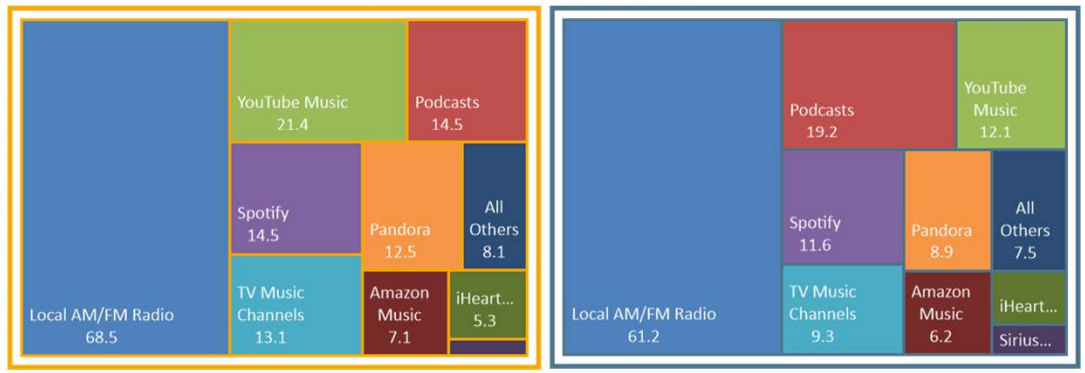
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



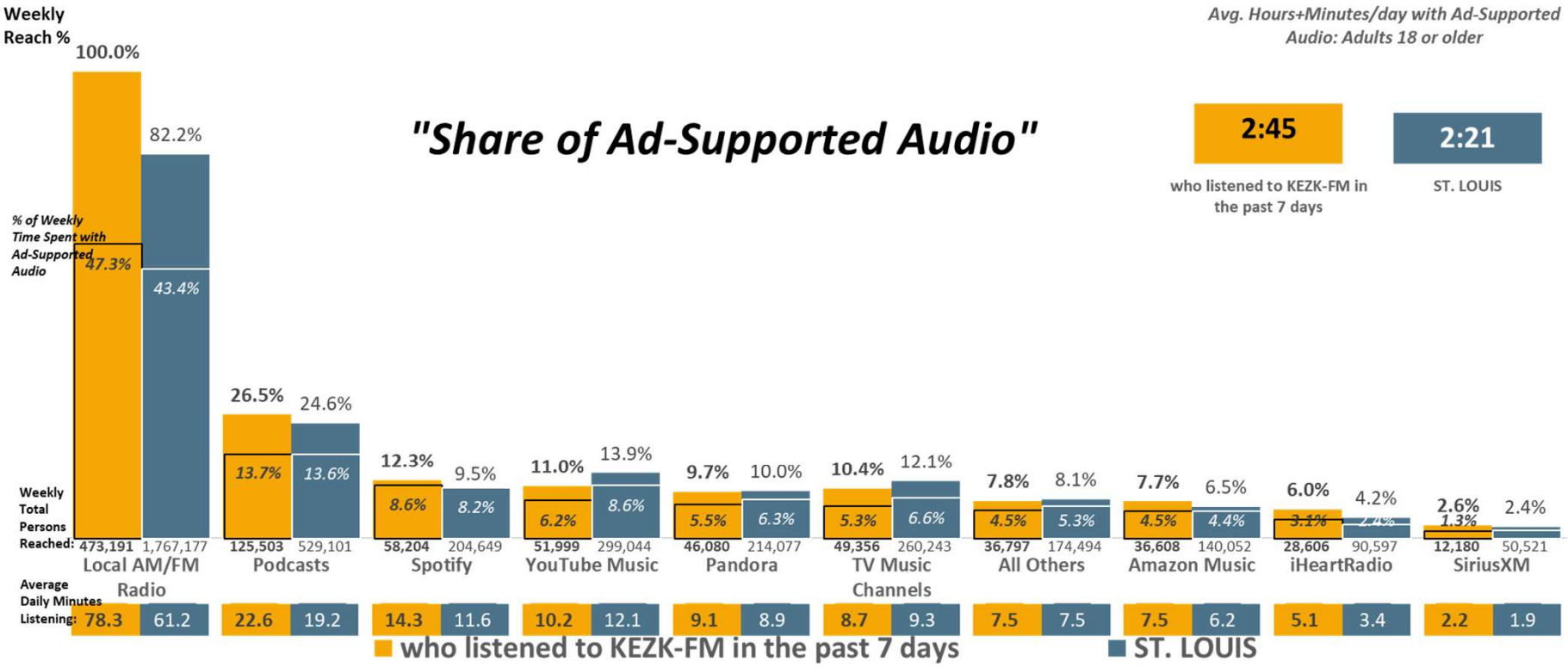
ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 207

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Radio Stations: WFUN-FM

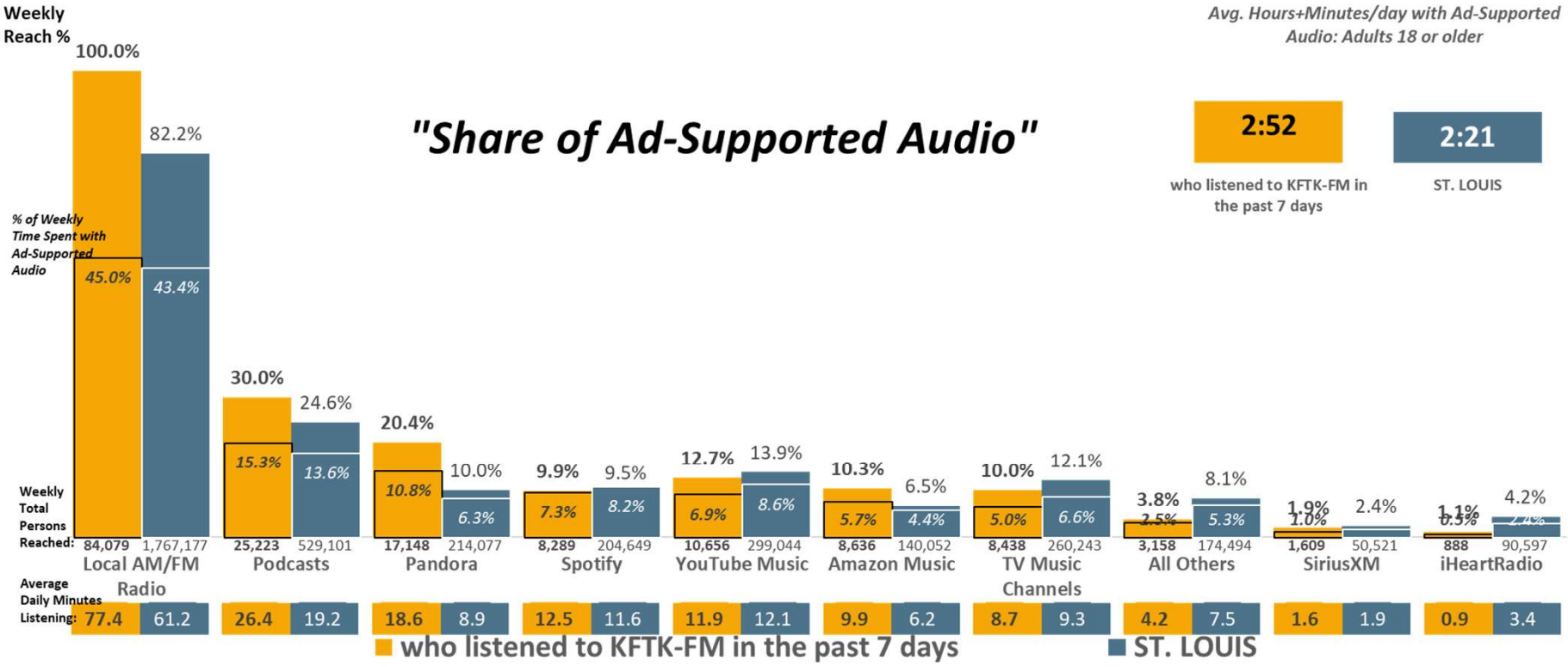
473,191 or 100.% of Adults 18 or older who listened to KEZK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 78.3 minutes every day representing 47.3% of all time spent daily with Ad-Supported Audio.



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 431 ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,760
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Radio Stations: KEZK-FM

84,079 or 100.% of Adults 18 or older who listened to KFTK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 77.4 minutes every day representing 45.% of all time spent daily with Ad-Supported Audio.

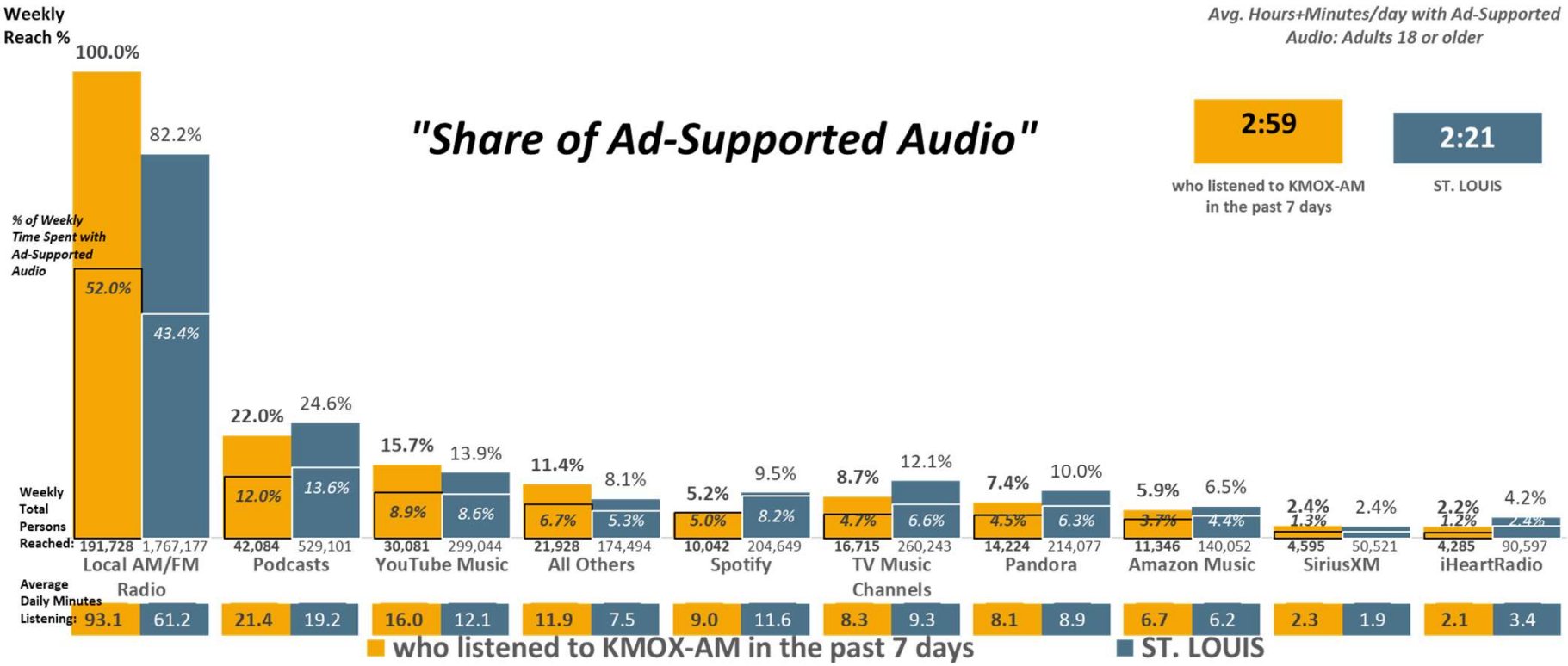


ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 74 ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,760
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Radio Stations: KFTK-FM

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

191,728 or 100.% of Adults 18 or older who listened to KMOX-AM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 93.1 minutes every day representing 52.% of all time spent daily with Ad-Supported Audio.



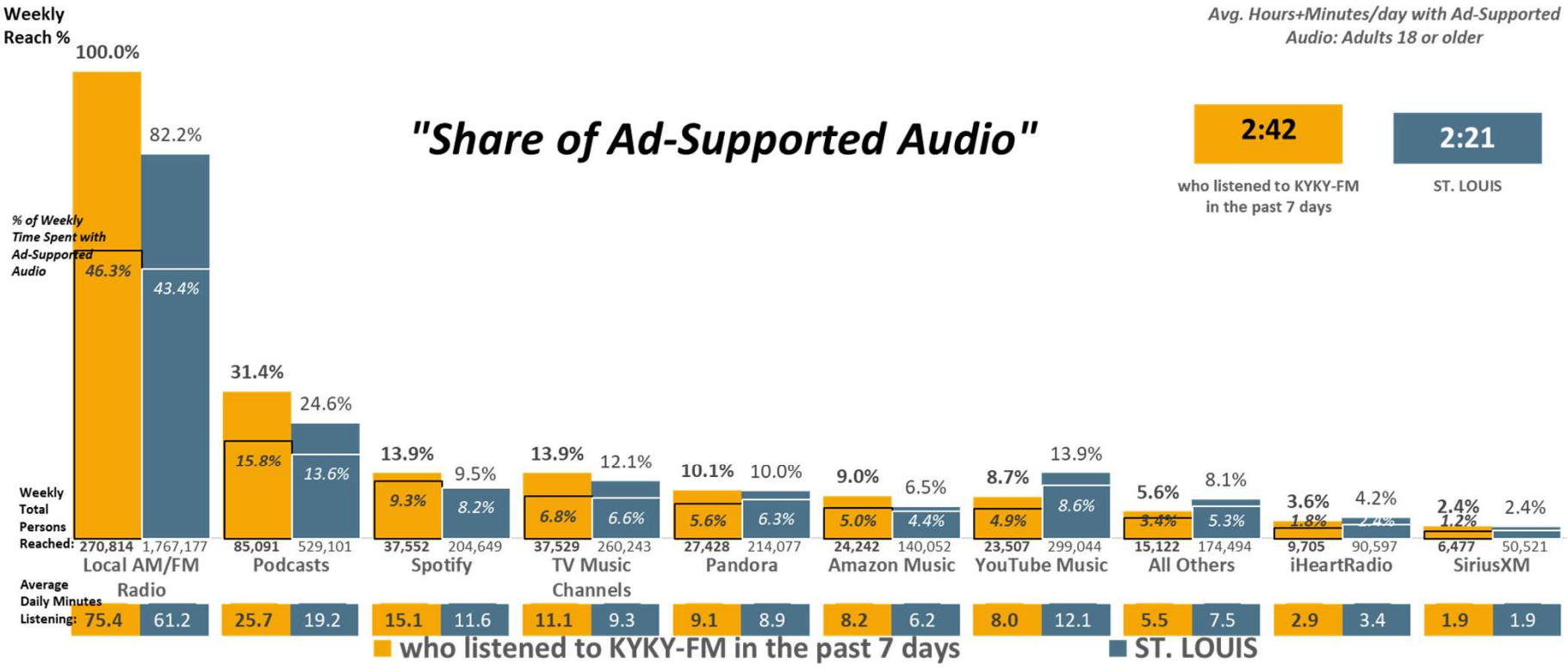
ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 216 ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,760

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Radio Stations: KMOX-AM

270,814 or 100.% of Adults 18 or older who listened to KYKY-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 75.4 minutes every day representing 46.3% of all time spent daily with Ad-Supported Audio.



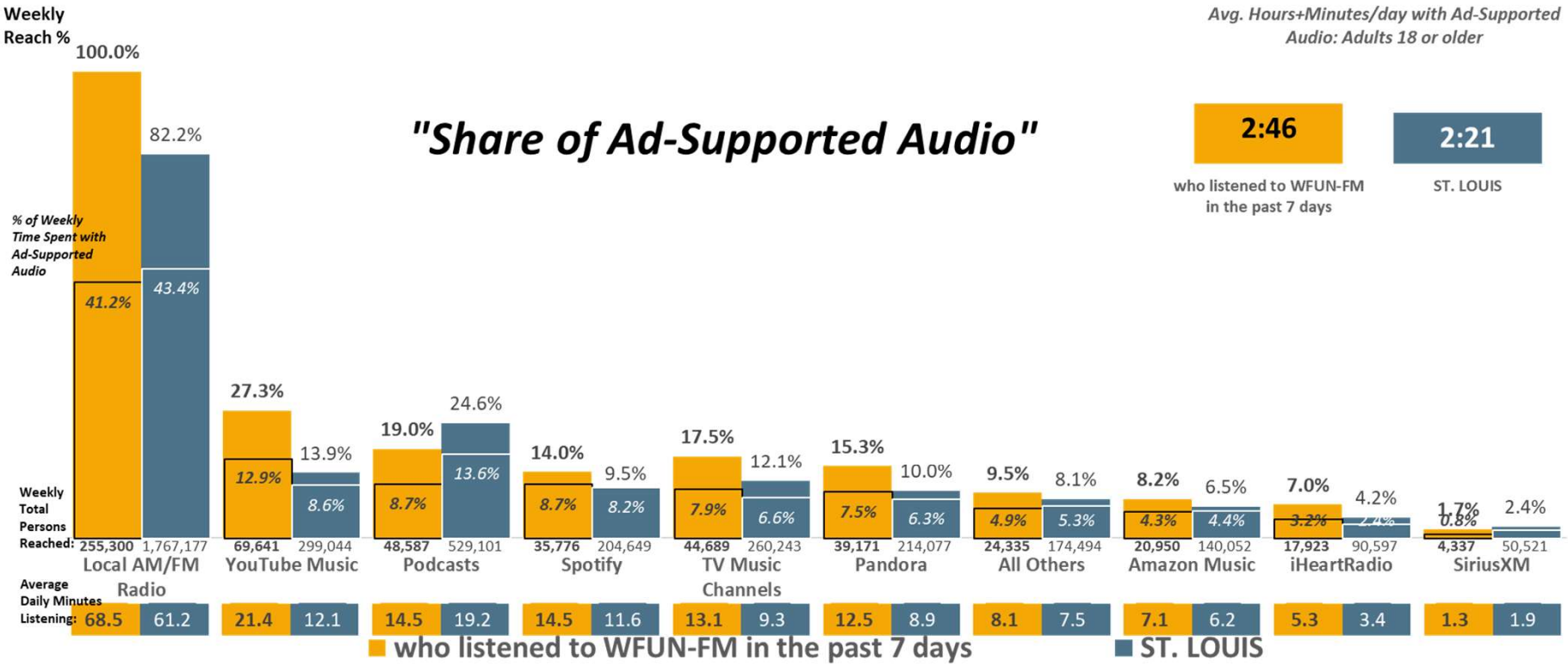
ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 231 ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,760

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Radio Stations: KYKY-FM

255,300 or 100.% of Adults 18 or older who listened to WFUN-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 68.5 minutes every day representing 41.2% of all time spent daily with Ad-Supported Audio.



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 207 ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,760

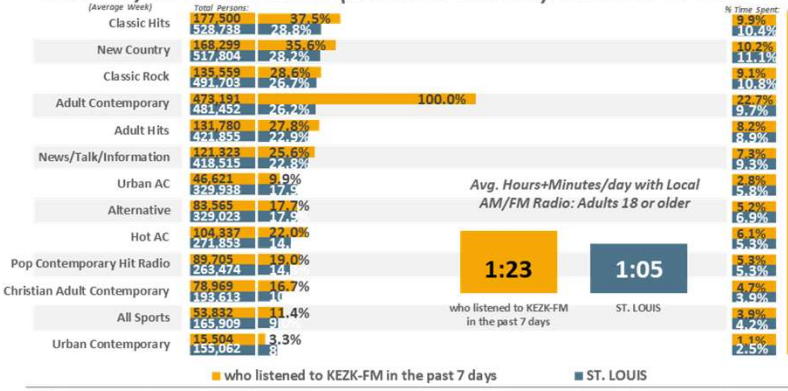
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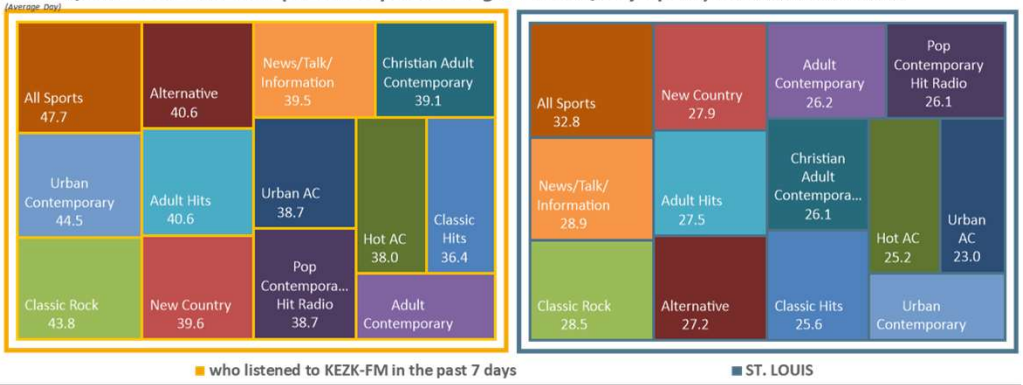
Radio Stations: WFUN-FM

473,191 or 100.% of Adults 18 or older who listened to KEZK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, New Country, Classic Rock, and Adult Hits.

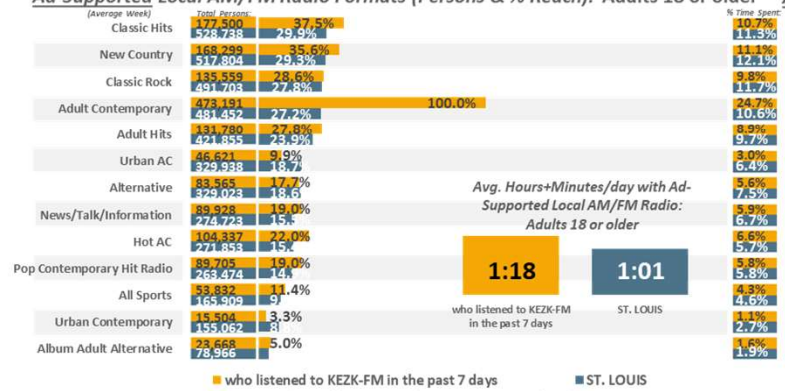
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



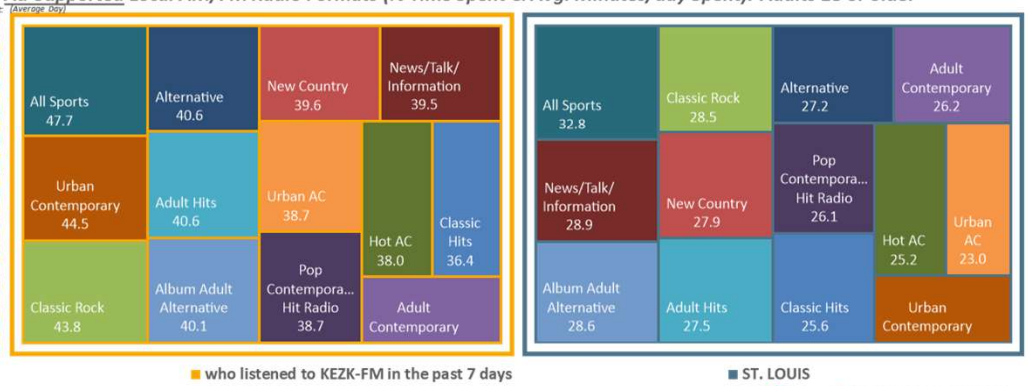
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 431

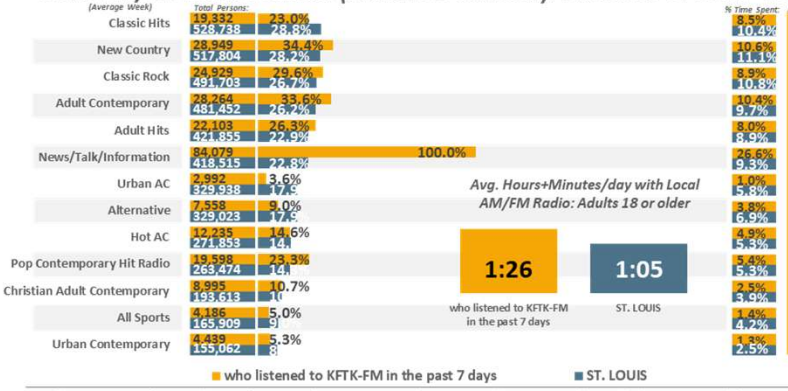
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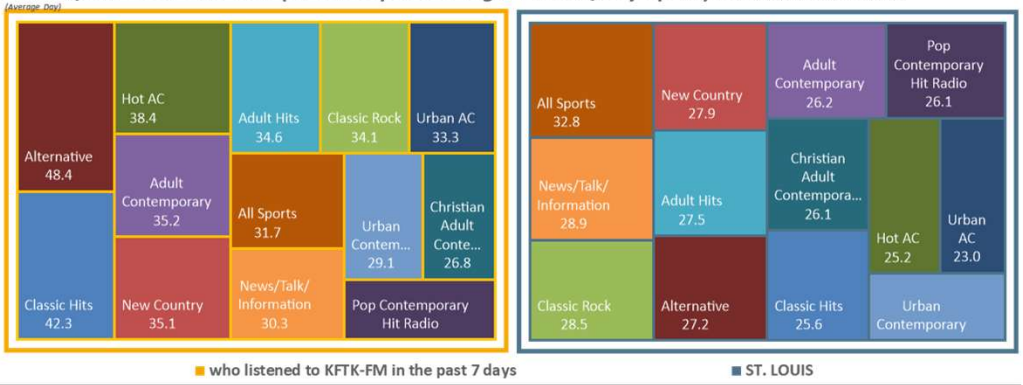
Radio Stations: KEZK-FM

84,079 or 100.% of Adults 18 or older who listened to KFTK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are News/Talk/Information, New Country, Adult Contemporary, Classic Rock, and Adult Hits.

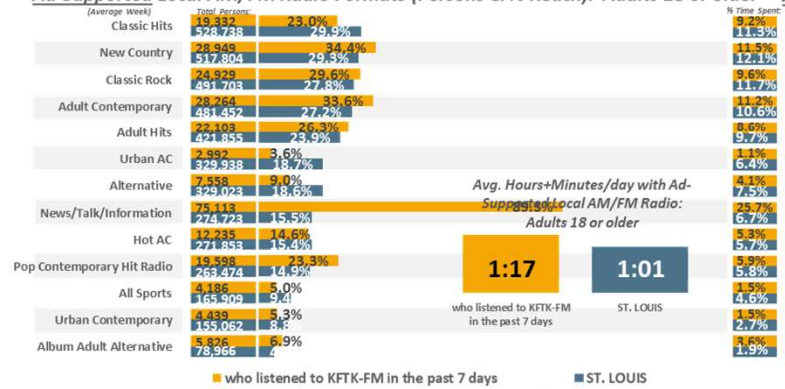
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



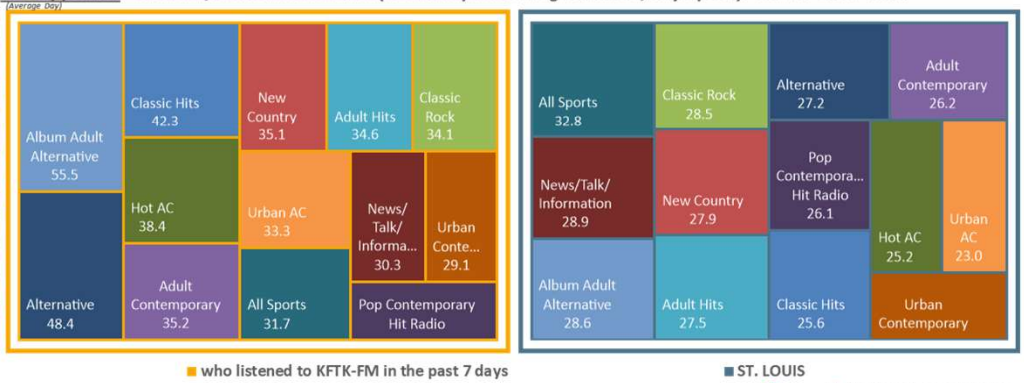
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 74

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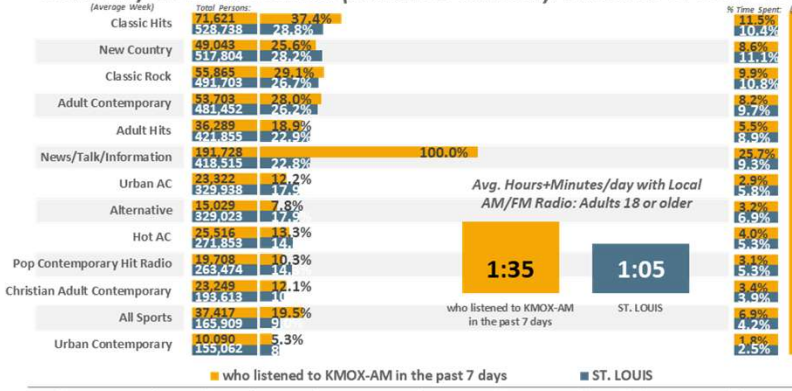
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Radio Stations: KFTK-FM

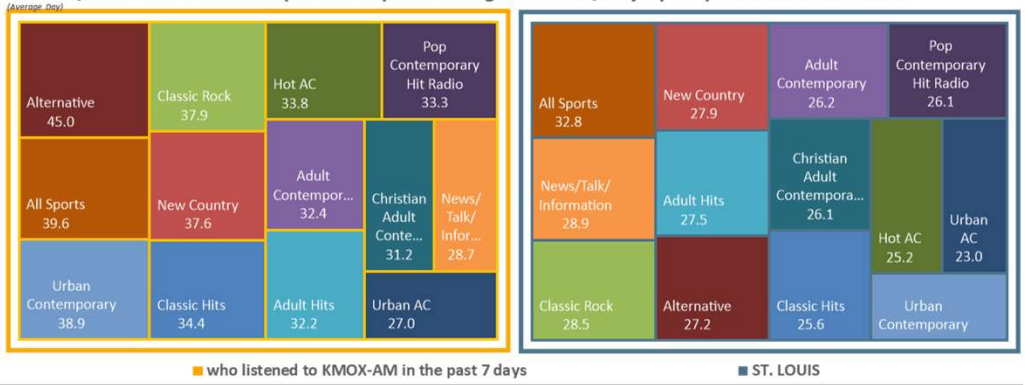
1120 AM • 98.7 FM
KMOX
The Voice of St. Louis

191,728 or 100.% of Adults 18 or older who listened to KMOX-AM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are News/Talk/Information, Classic Hits, Classic Rock, Adult Contemporary, and New Country.

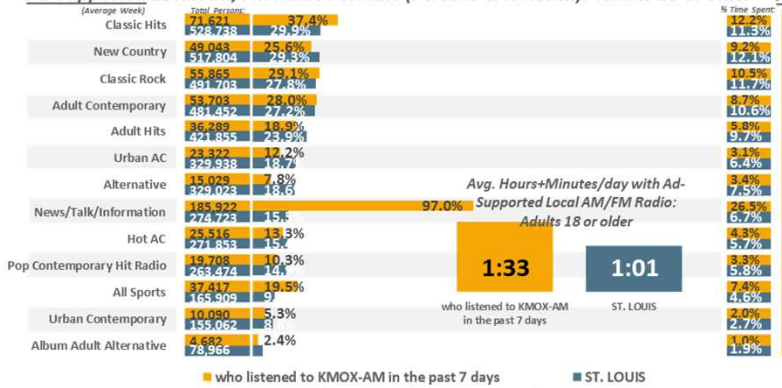
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



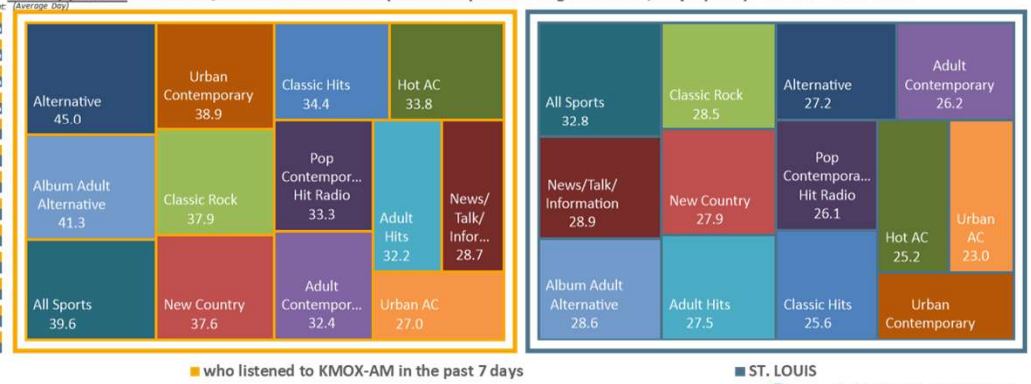
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 216

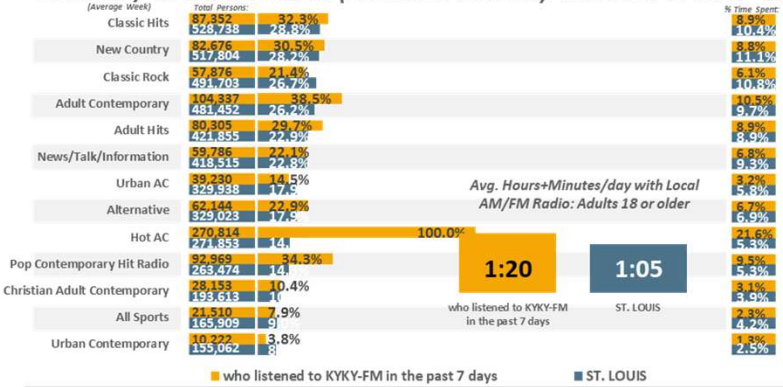
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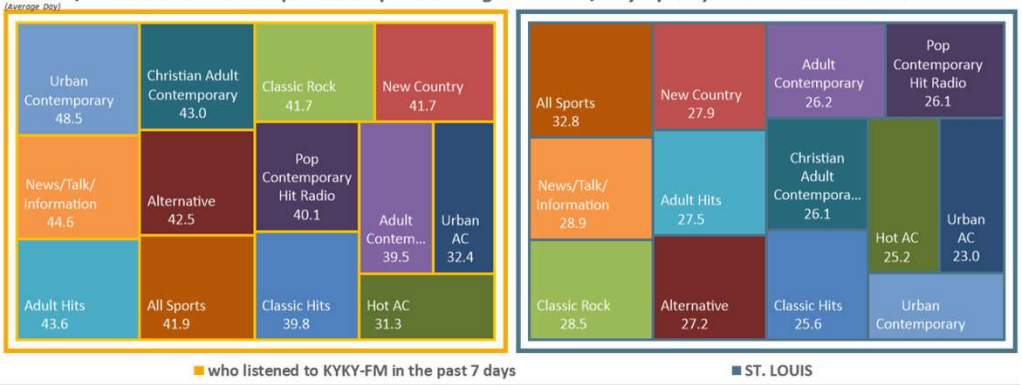
Radio Stations: KMOX-AM

270,814 or 100.% of Adults 18 or older who listened to KYKY-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, and New Country.

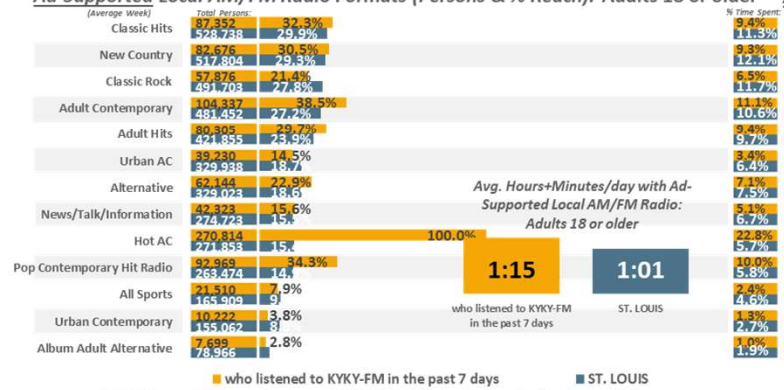
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



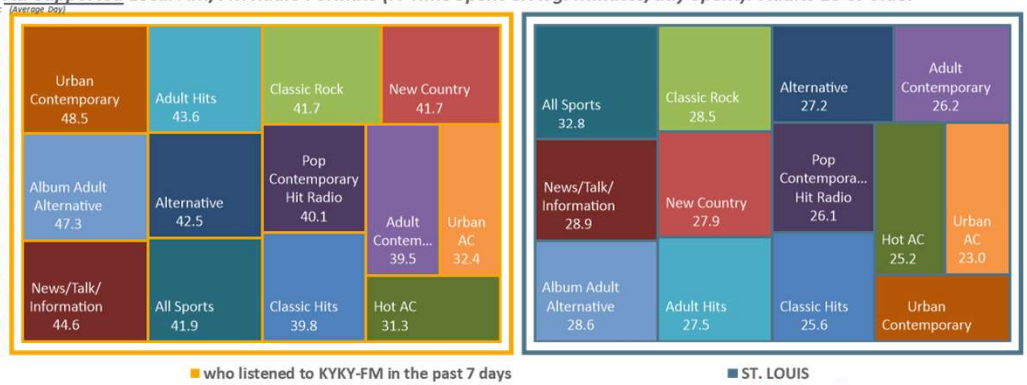
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 231

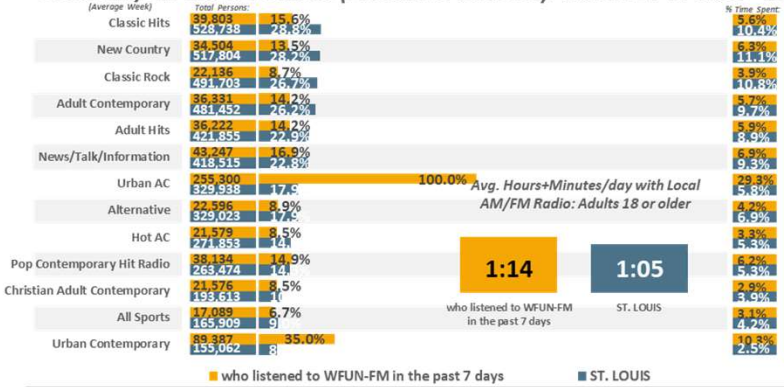
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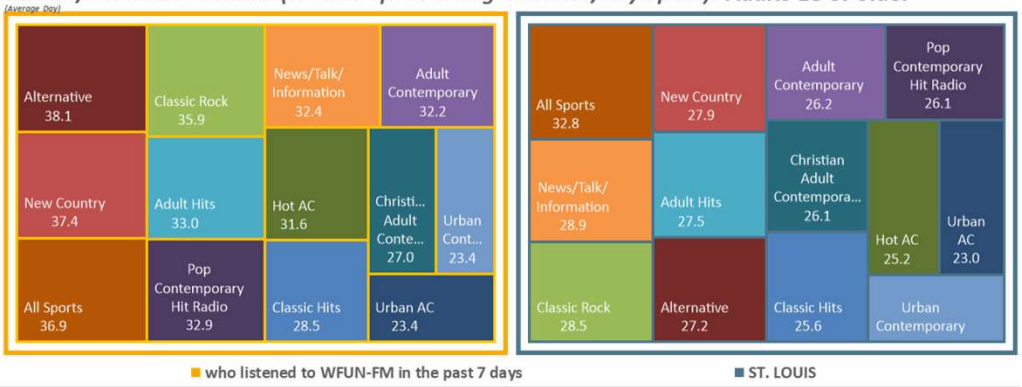
Radio Stations: KYKY-FM

255,300 or 100.% of Adults 18 or older who listened to WFUN-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Urban AC, Urban Contemporary, Classic Hits, Pop Contemporary Hit Radio, and Adult Contemporary.

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



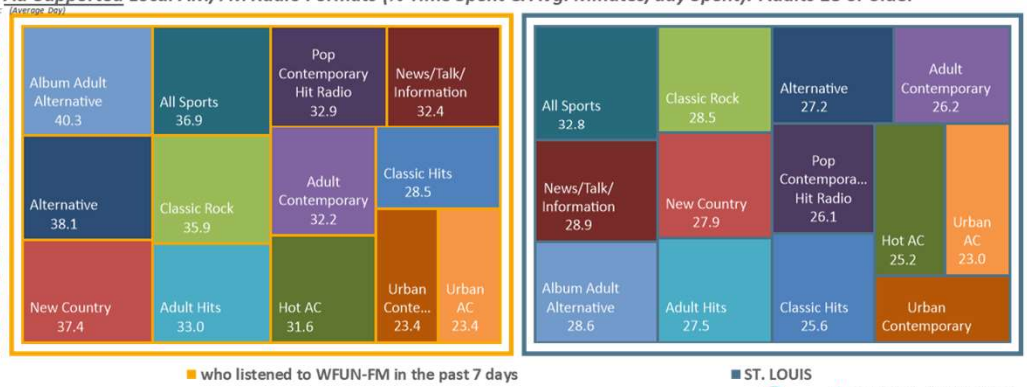
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 207

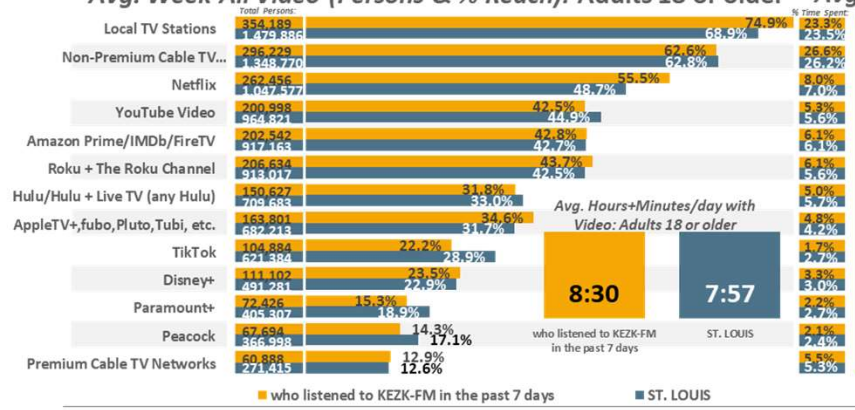
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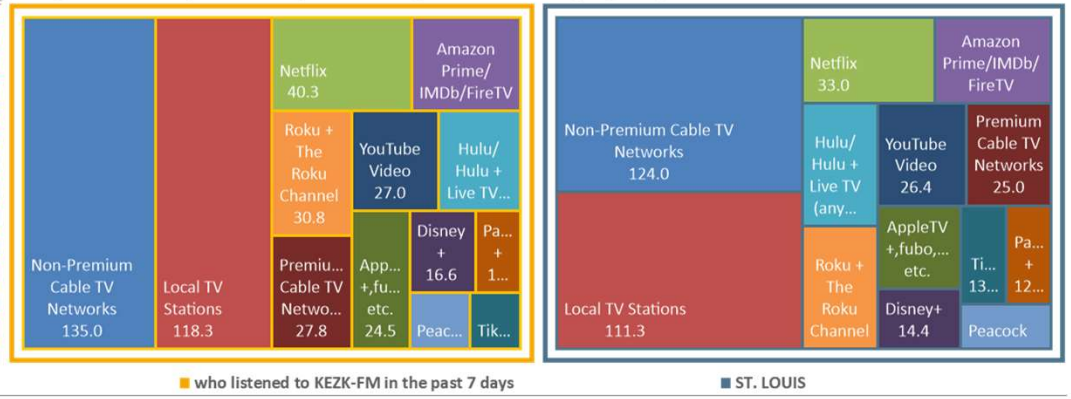
Radio Stations: WFUN-FM

347,437 or 73.4% of Adults 18 or older who listened to KEZK-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 113.6 minutes every day representing 28.4% of all time spent daily with Ad-Supported Video.

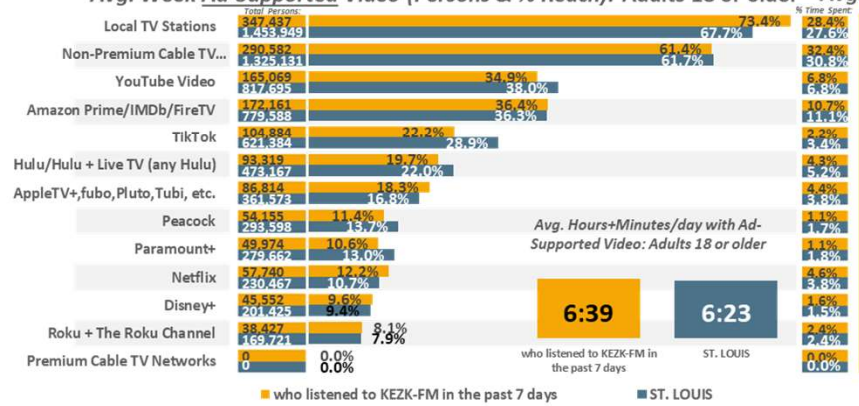
Avg. Week All Video (Persons & % Reach): Adults 18 or older



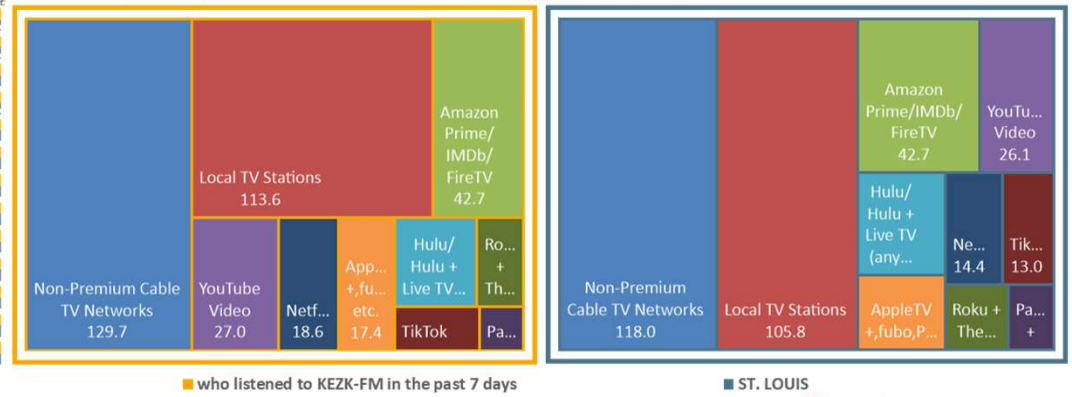
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 431

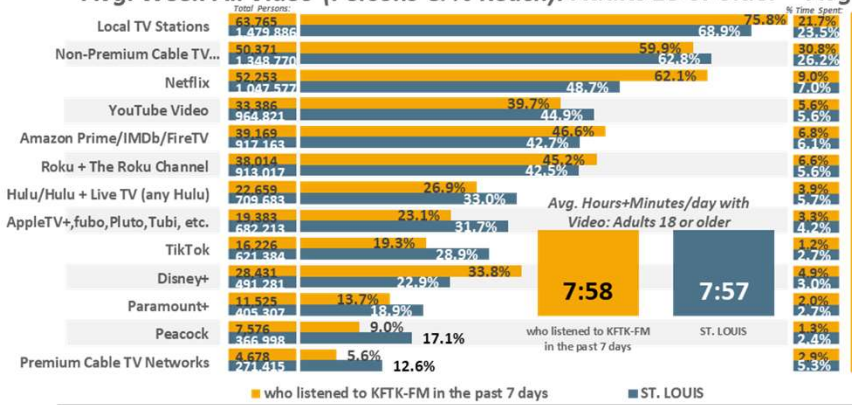
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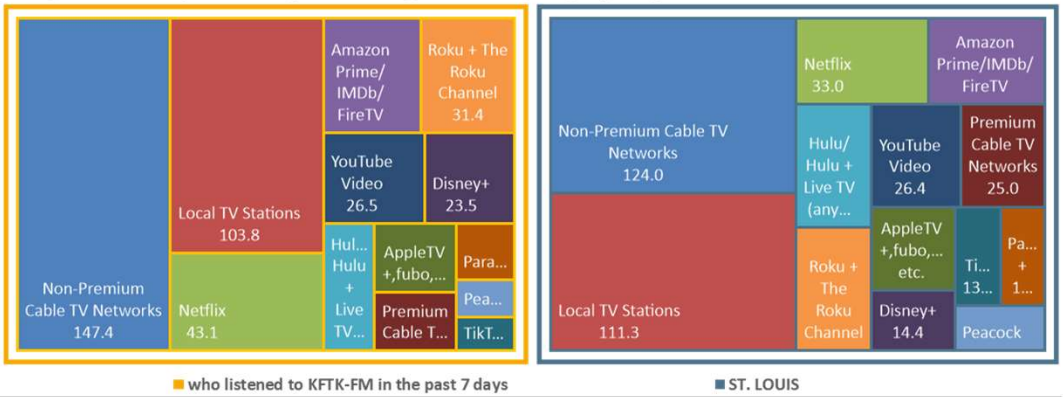
Radio Stations: KEZK-FM

60,673 or 72.2% of Adults 18 or older who listened to KFTK-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 94.8 minutes every day representing 25.7% of all time spent daily with Ad-Supported Video.

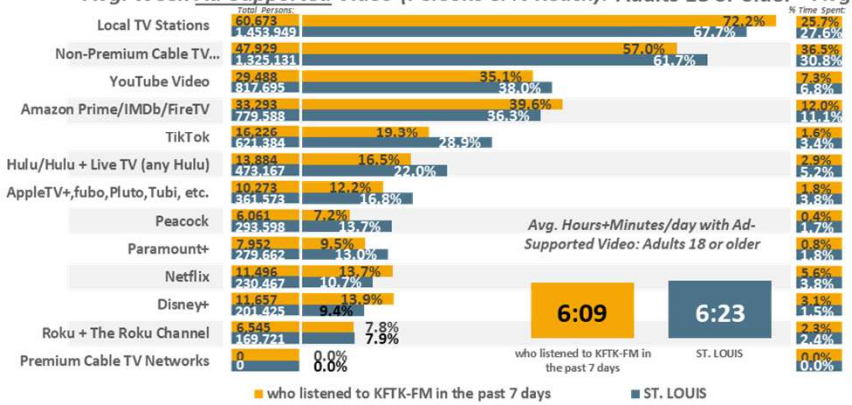
Avg. Week All Video (Persons & % Reach): Adults 18 or older



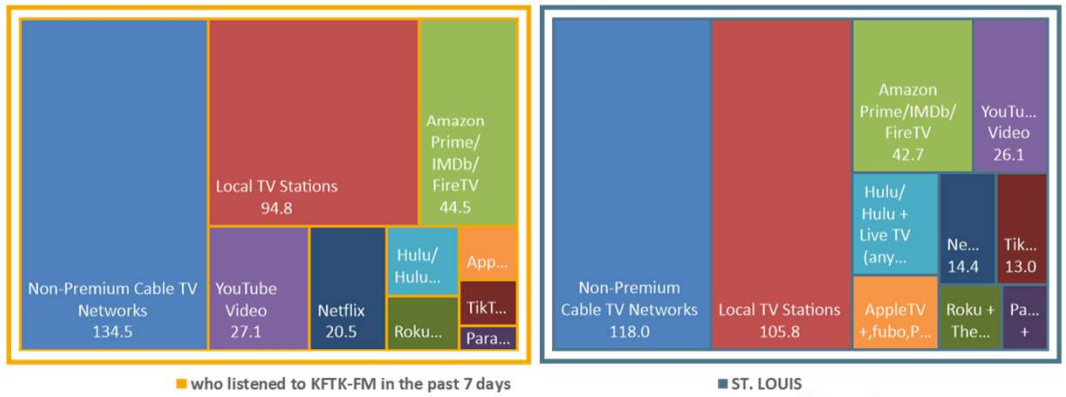
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 74

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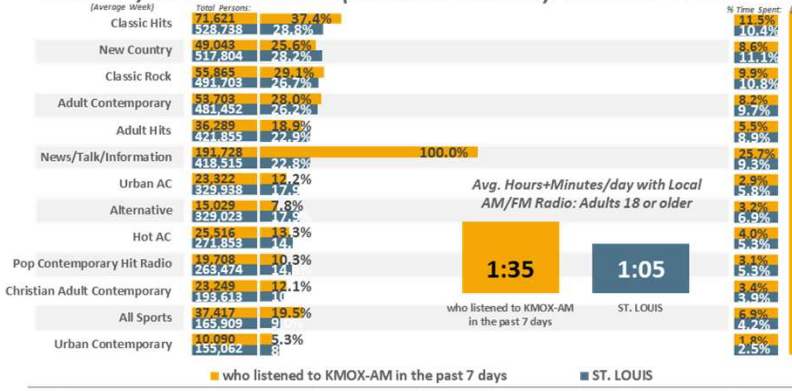
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Radio Stations: KFTK-FM

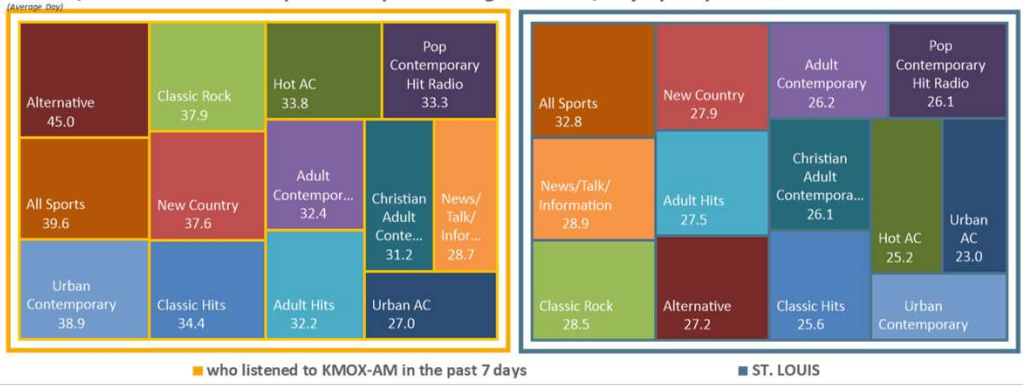
1120 AM • 98.7 FM
KMOX
The Voice of St. Louis

191,728 or 100.% of Adults 18 or older who listened to KMOX-AM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are News/Talk/Information, Classic Hits, Classic Rock, Adult Contemporary, and New Country.

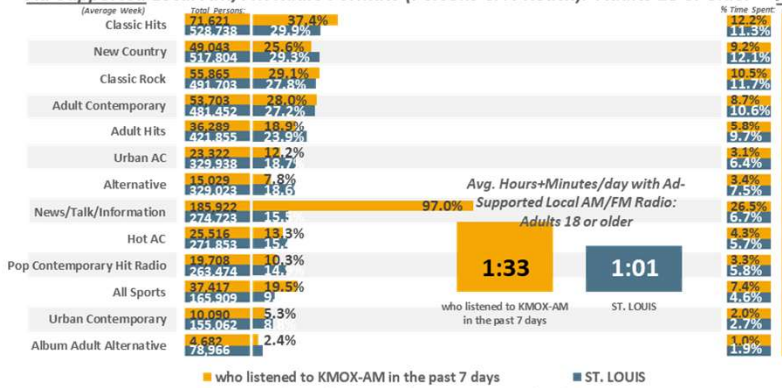
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



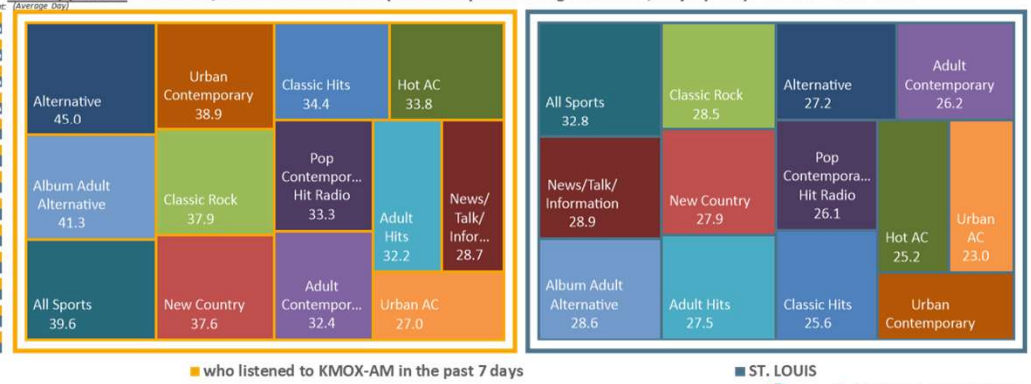
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 216

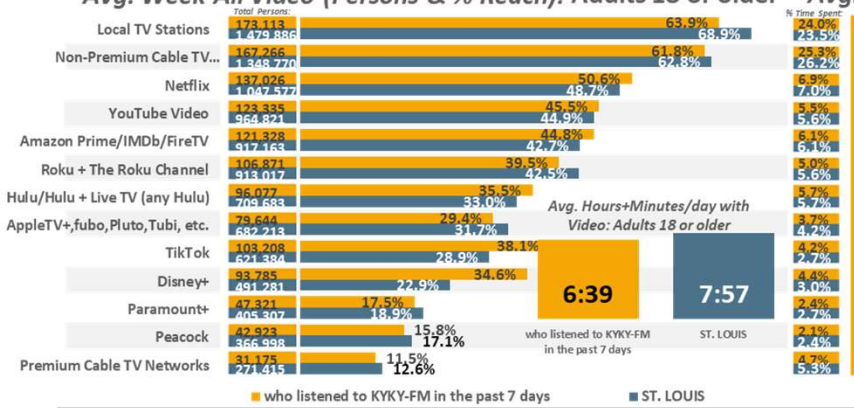
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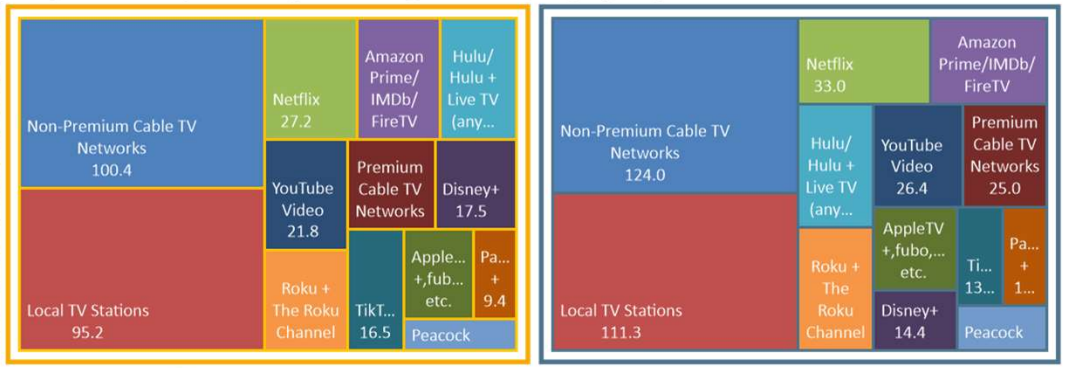
Radio Stations: KMOX-AM

170,892 or 63.1% of Adults 18 or older who listened to KYKY-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 91.5 minutes every day representing 28.7% of all time spent daily with Ad-Supported Video.

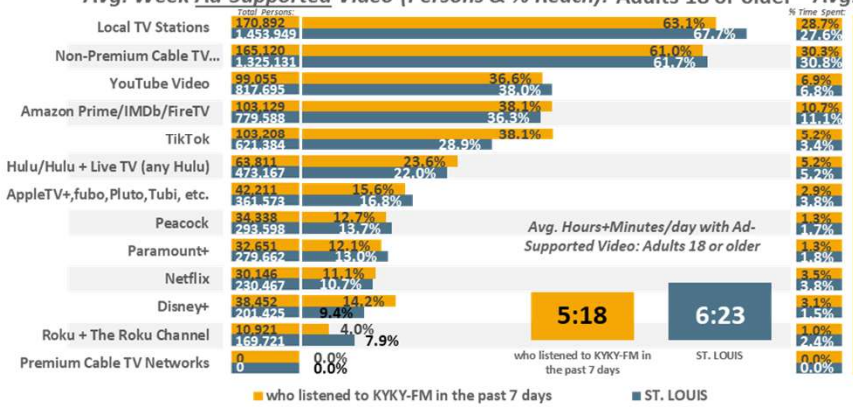
Avg. Week All Video (Persons & % Reach): Adults 18 or older



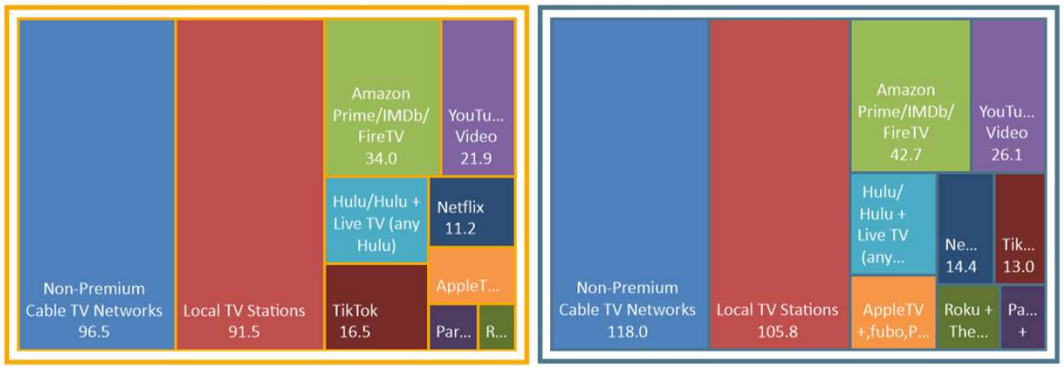
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 231

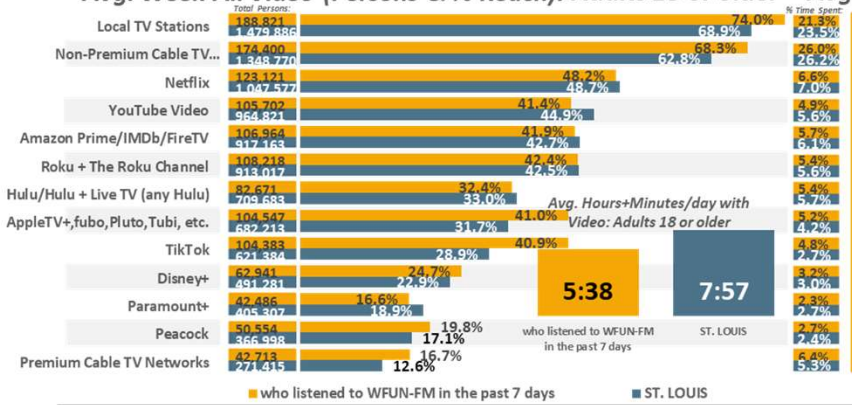
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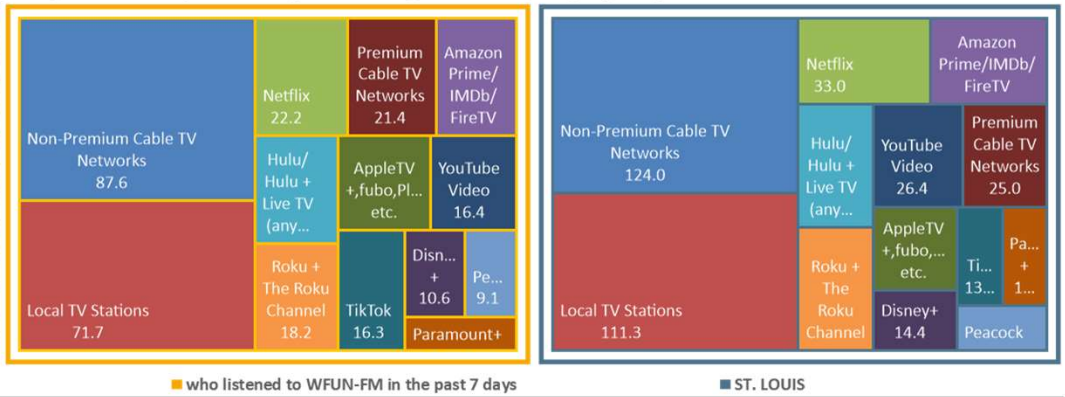
Radio Stations: KYKY-FM

181,137 or 71.% of Adults 18 or older who listened to WFUN-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 68.2 minutes every day representing 24.9% of all time spent daily with Ad-Supported Video.

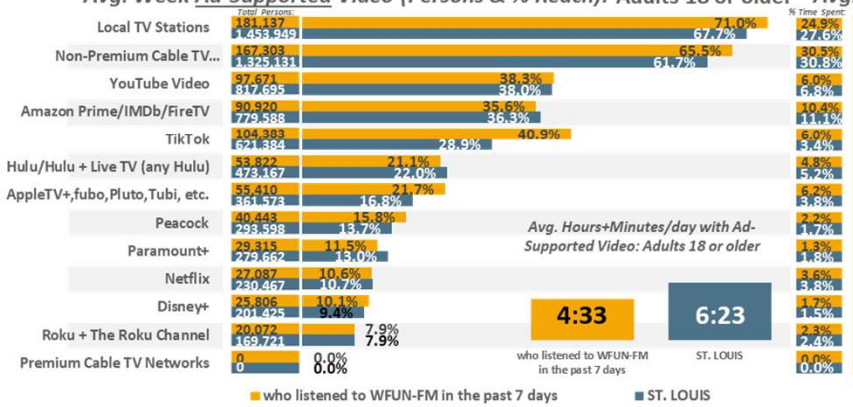
Avg. Week All Video (Persons & % Reach): Adults 18 or older



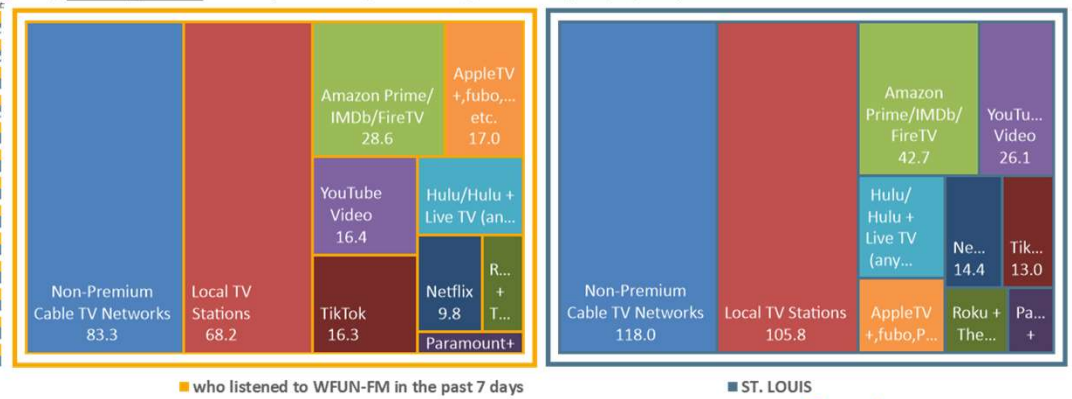
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



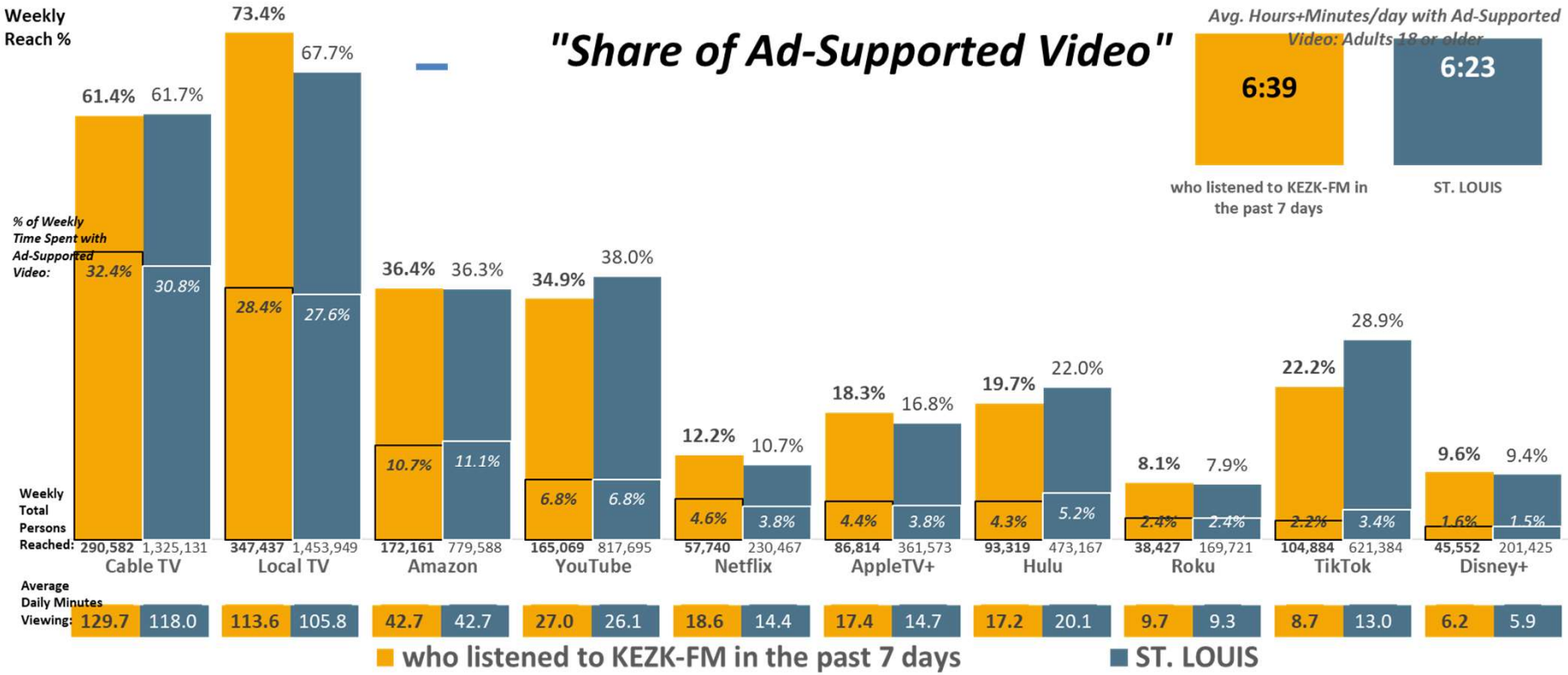
ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 207

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Radio Stations: WFUN-FM

347,437 or 73.4% of Adults 18 or older who listened to KEZK-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 113.6 minutes every day representing 28.4% of all time spent daily with Ad-Supported Video.



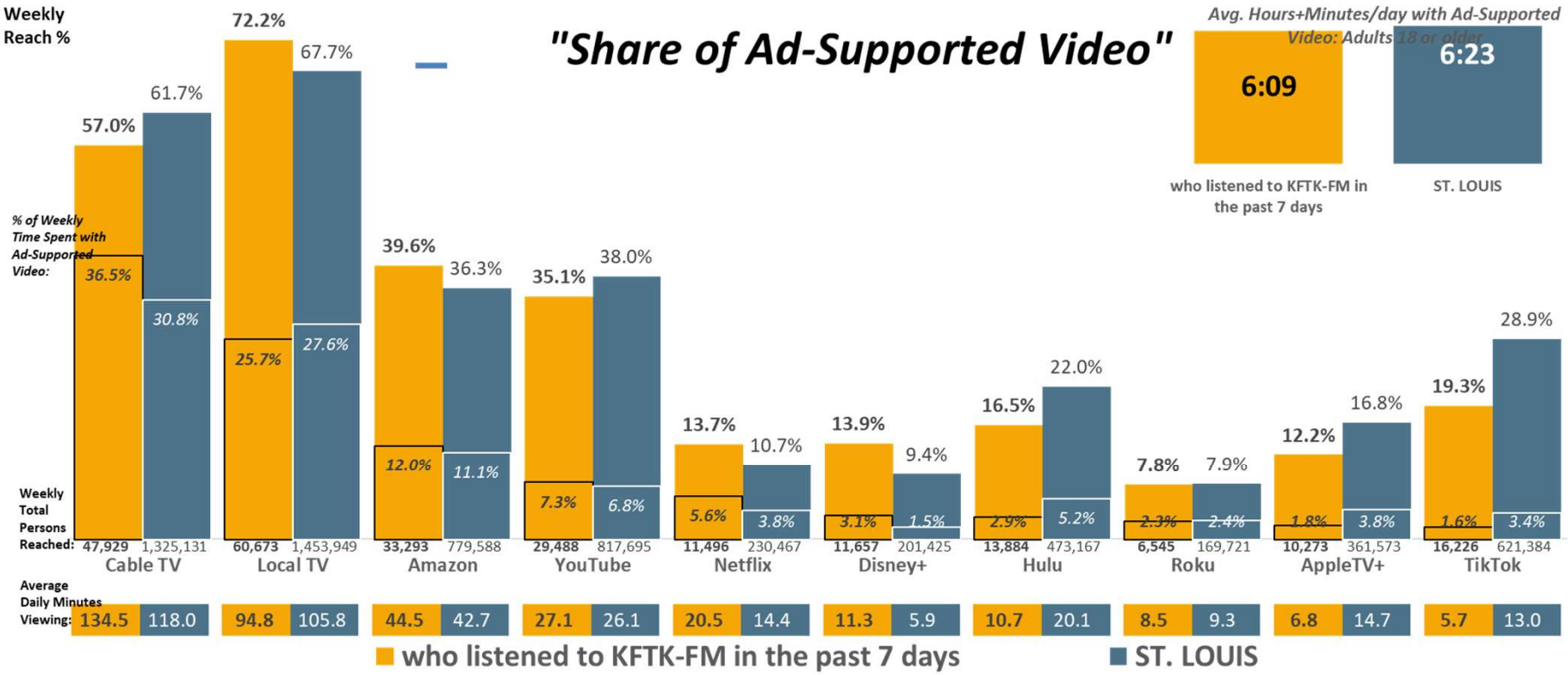
ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 431 ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,760

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Radio Stations: KEZK-FM

60,673 or 72.2% of Adults 18 or older who listened to KFTK-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 94.8 minutes every day representing 25.7% of all time spent daily with Ad-Supported Video.



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 74 ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,760

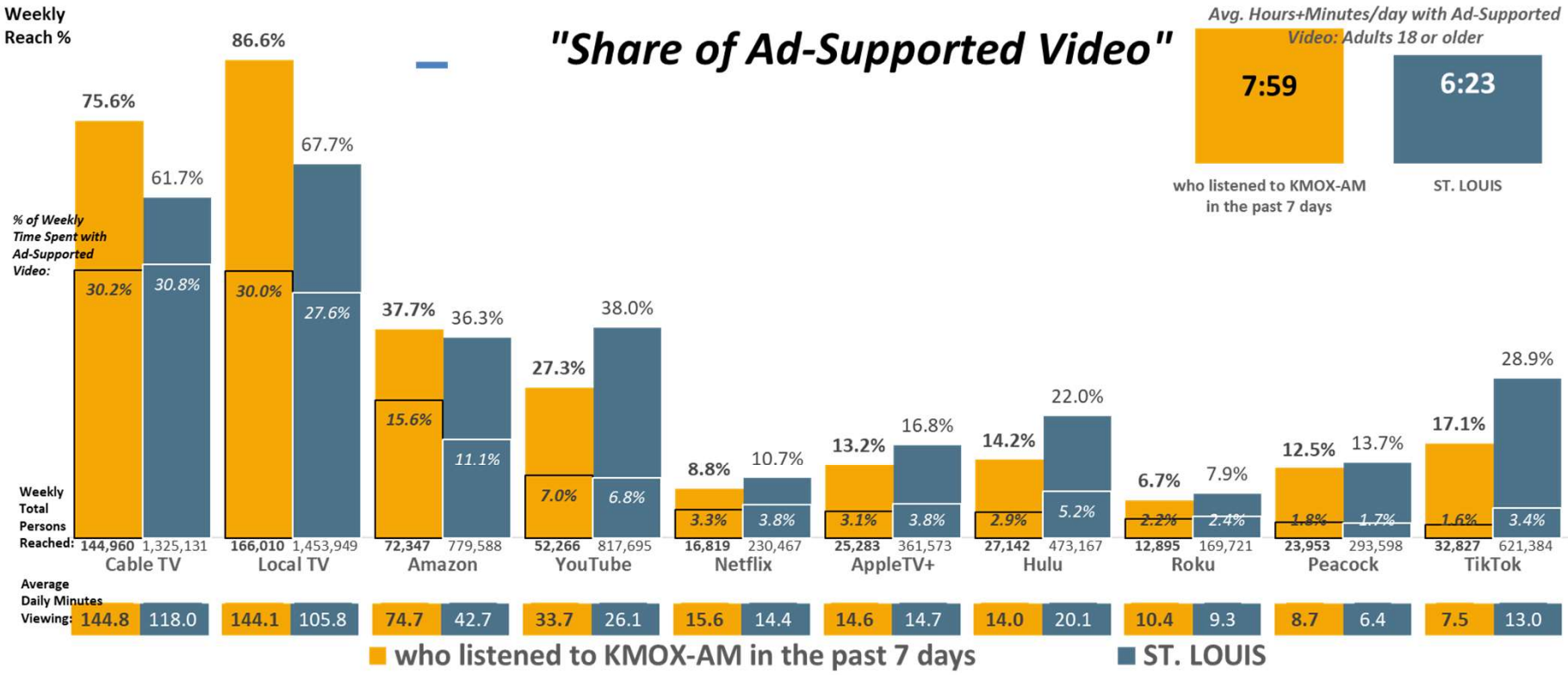
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Radio Stations: KFTK-FM

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

166,010 or 86.6% of Adults 18 or older who listened to KMOX-AM in the past 7 days watch Ad-Supported Local TV Stations for an average of 144.1 minutes every day representing 30.% of all time spent daily with Ad-Supported Video.



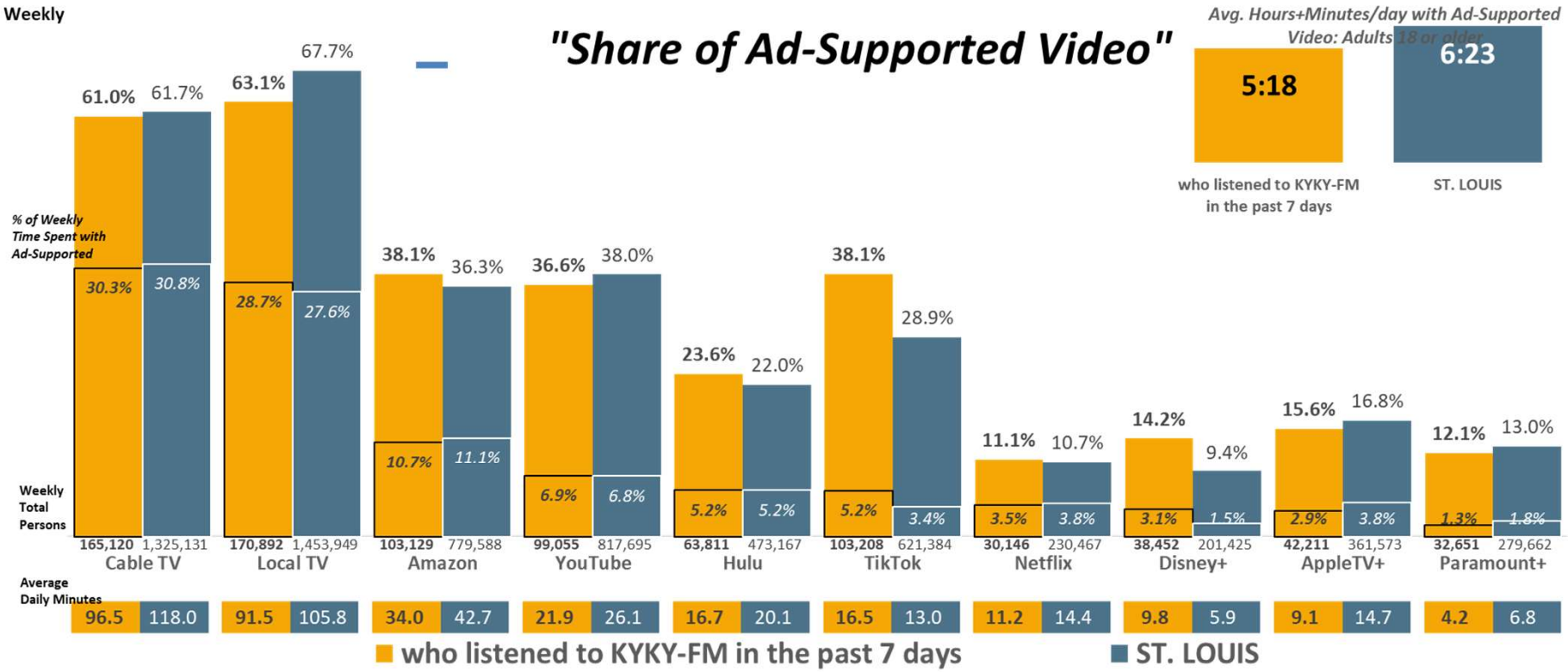
ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 216
ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,760

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Radio Stations: KMOX-AM

170,892 or 63.1% of Adults 18 or older who listened to KYKY-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 91.5 minutes every day representing 28.7% of all time spent daily with Ad-Supported Video.



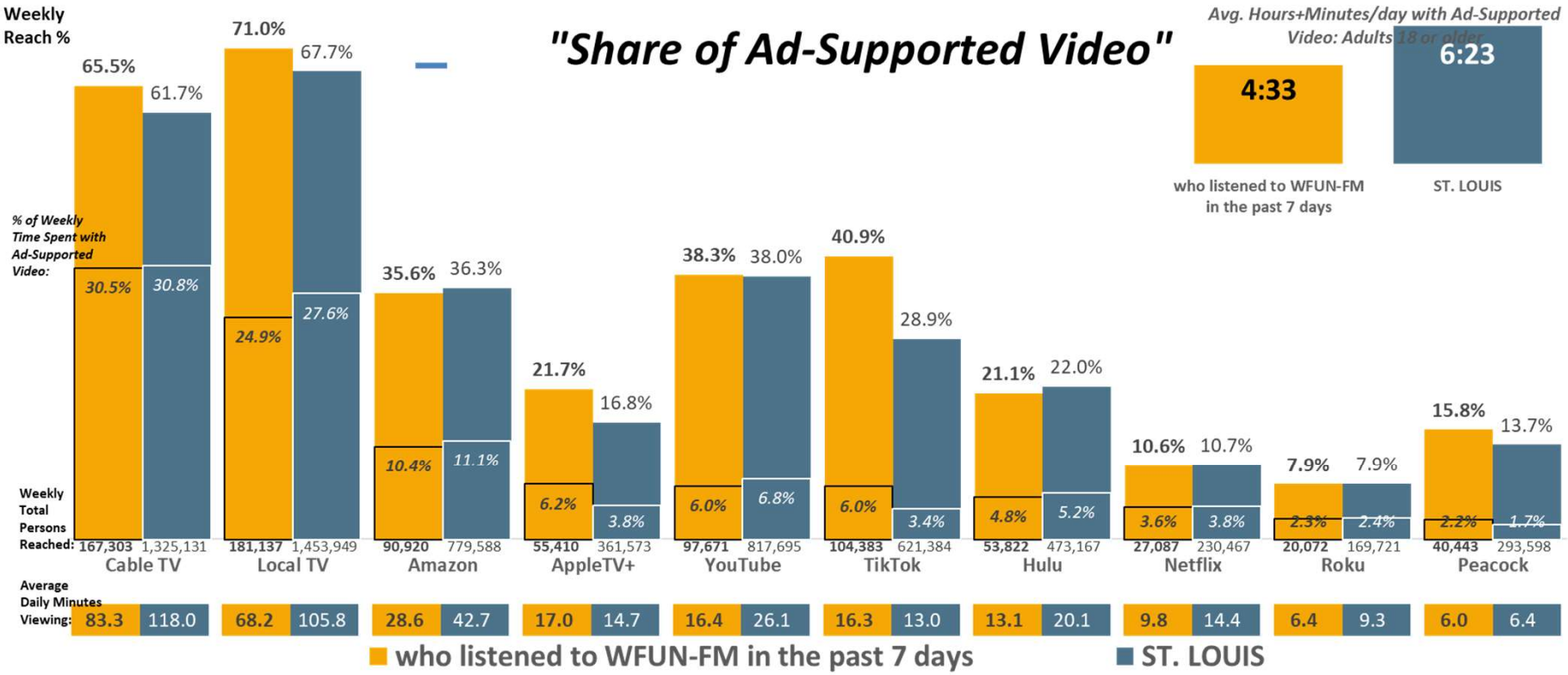
ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 231 ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,760

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Radio Stations: KYKY-FM

181,137 or 71.% of Adults 18 or older who listened to WFUN-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 68.2 minutes every day representing 24.9% of all time spent daily with Ad-Supported Video.



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 207 ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,760

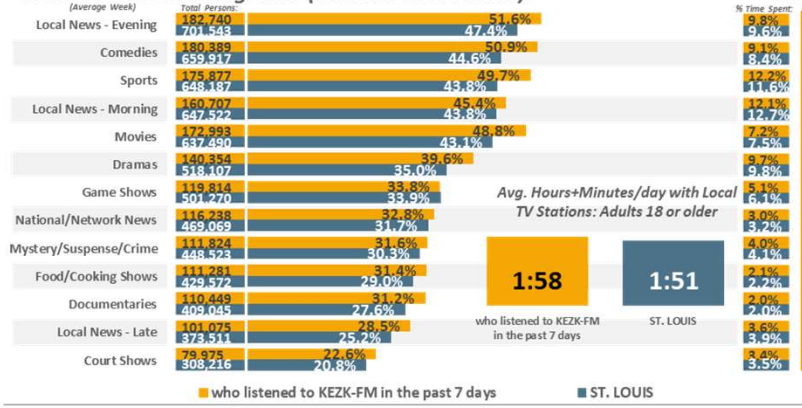
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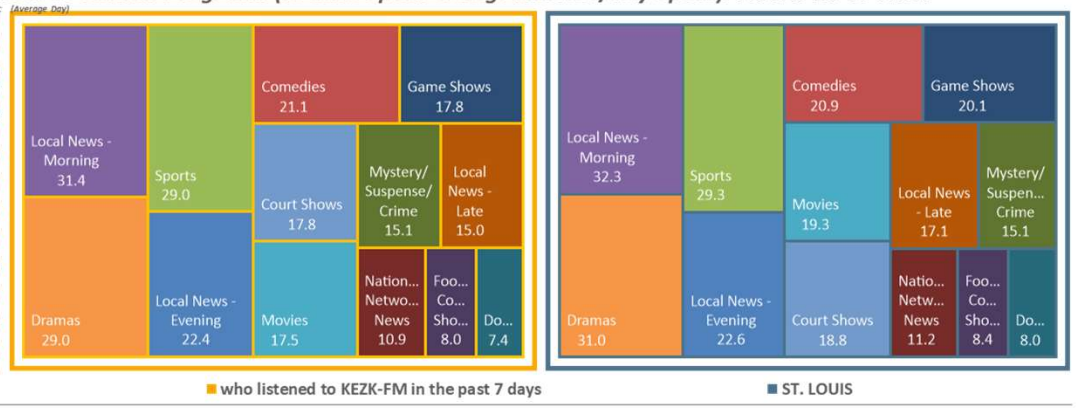
Radio Stations: WFUN-FM

347,437 or 73.4% of Adults 18 or older who listened to KEZK-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Movies, Comedies, Local News - Morning, and Dramas.

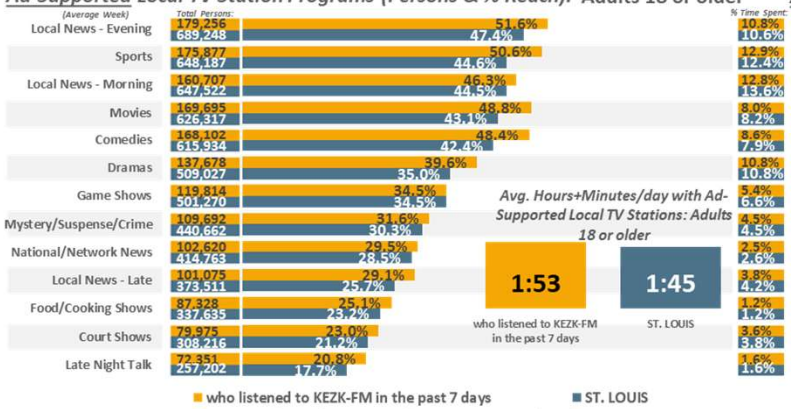
Local TV Station Programs (Persons & % Reach): Adults 18 or older



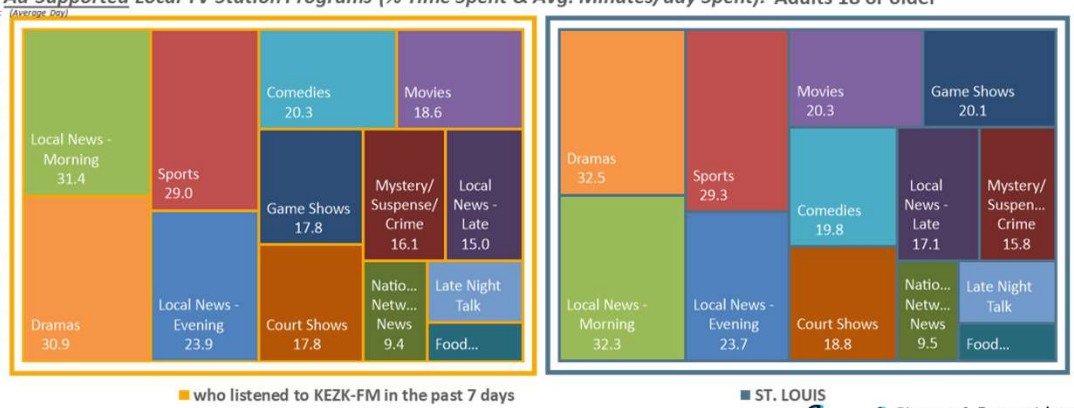
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 431

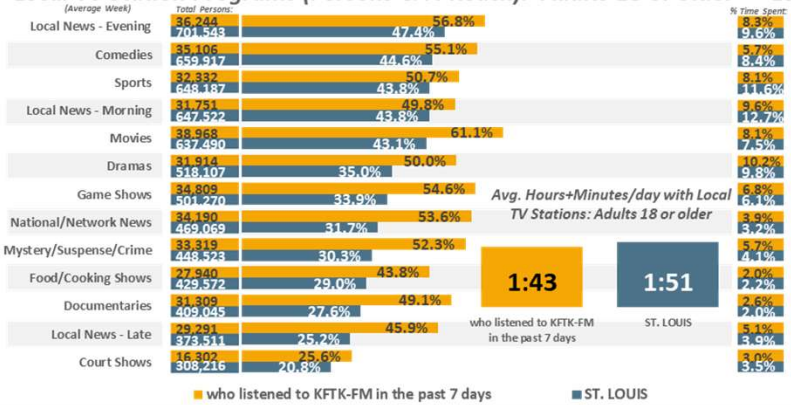
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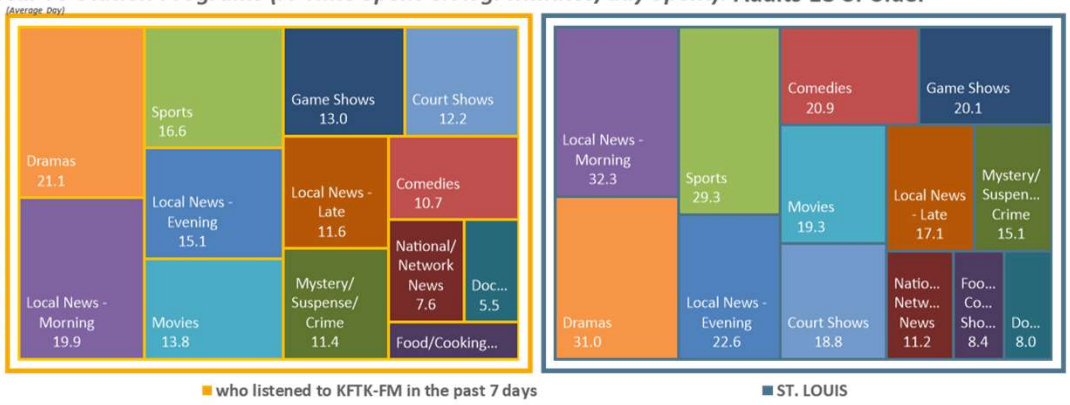
Radio Stations: KEZK-FM

60,673 or 72.2% of Adults 18 or older who listened to KFTK-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Game Shows, Local News - Evening, Sports, Local News - Morning, and Comedies.

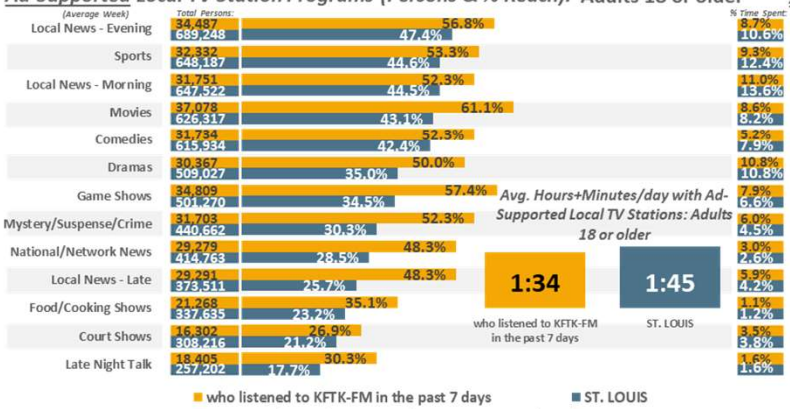
Local TV Station Programs (Persons & % Reach): Adults 18 or older



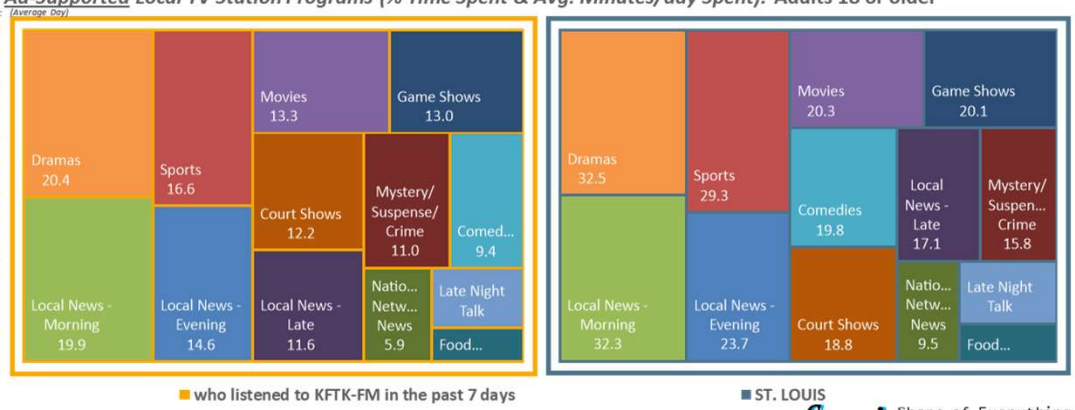
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 74

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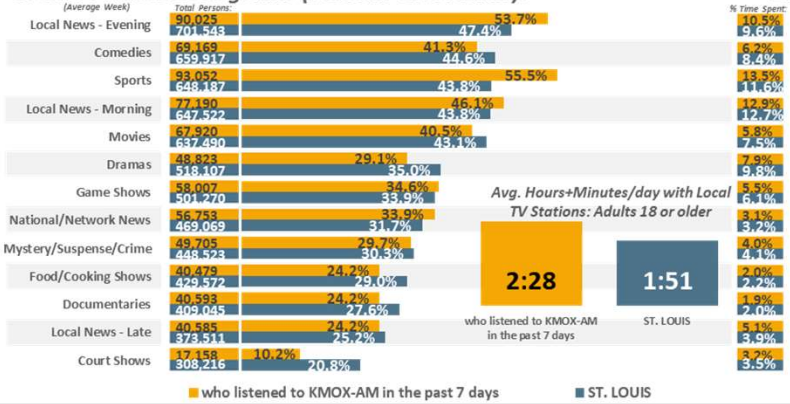
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Radio Stations: KFTK-FM

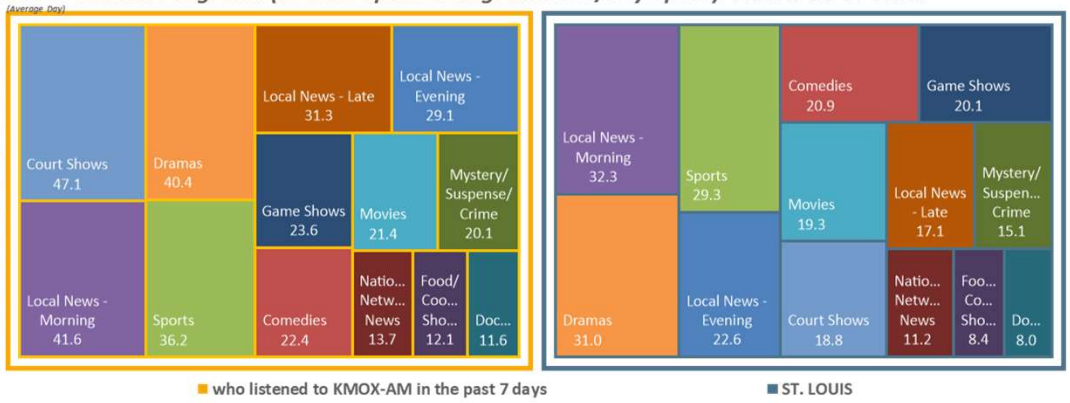
1120 AM • 98.7 FM
KMOX
The Voice of St. Louis

166,010 or 86.6% of Adults 18 or older who listened to KMOX-AM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Movies, Comedies, and Game Shows.

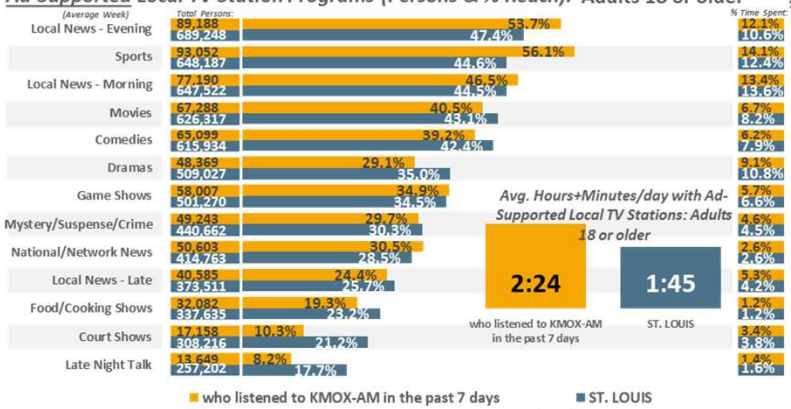
Local TV Station Programs (Persons & % Reach): Adults 18 or older



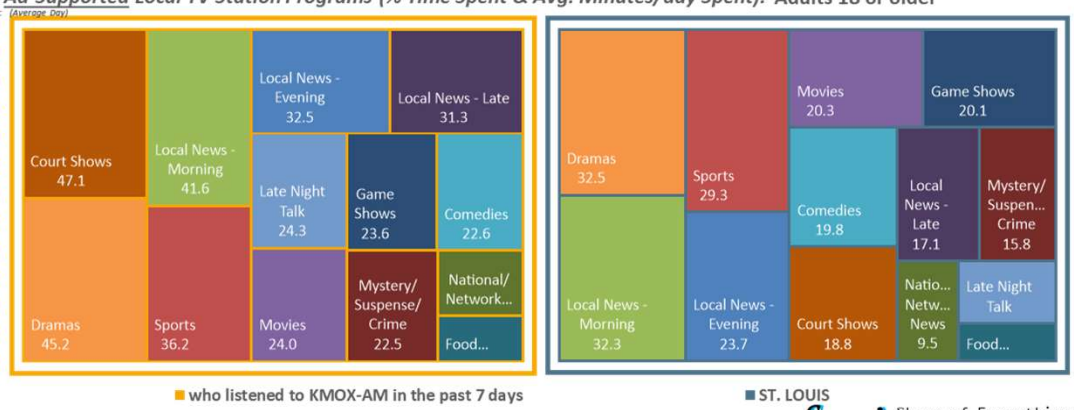
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 216

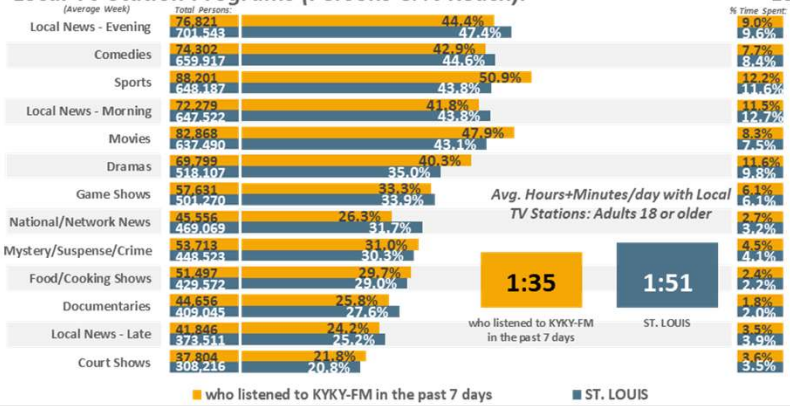
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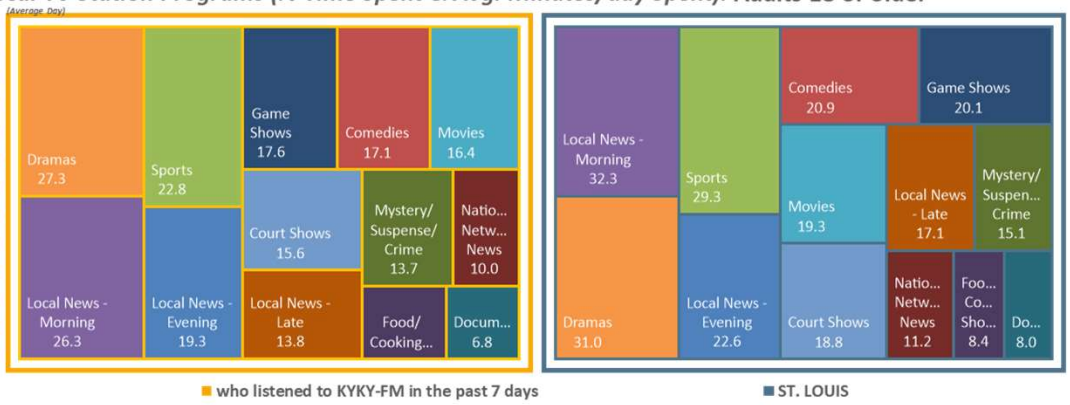
Radio Stations: KMOX-AM

170,892 or 63.1% of Adults 18 or older who listened to KYKY-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Local News - Morning, Comedies, and Dramas.

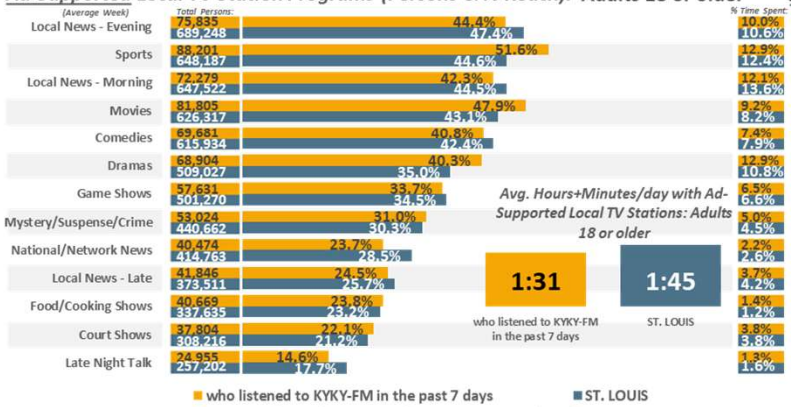
Local TV Station Programs (Persons & % Reach): Adults 18 or older



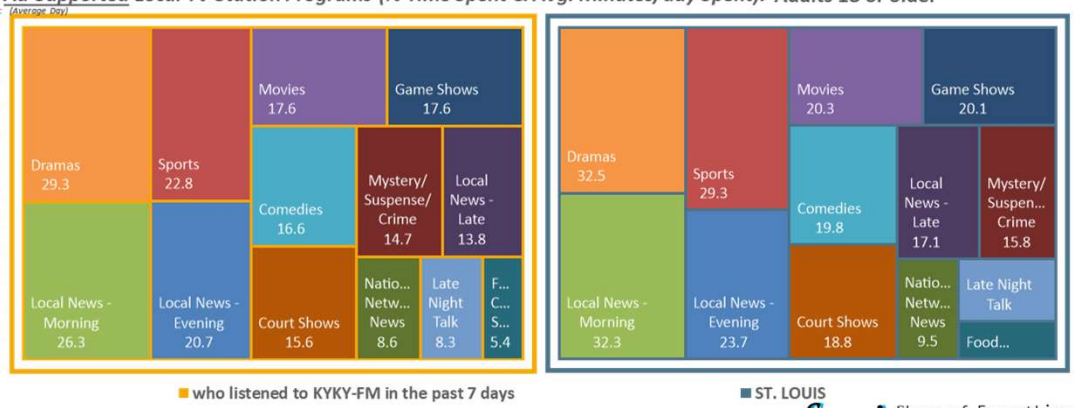
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 231

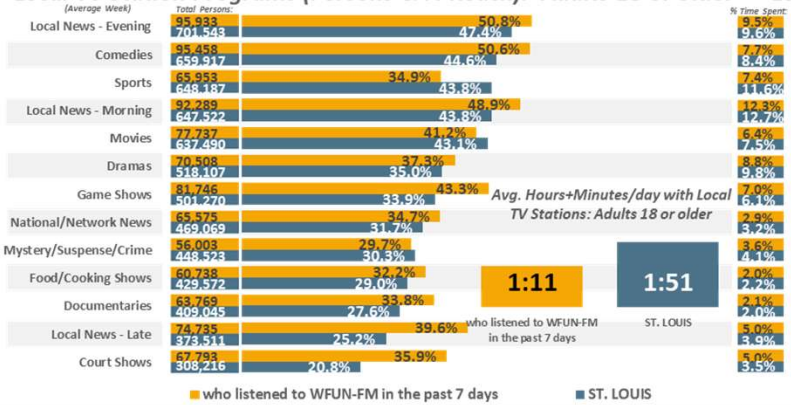
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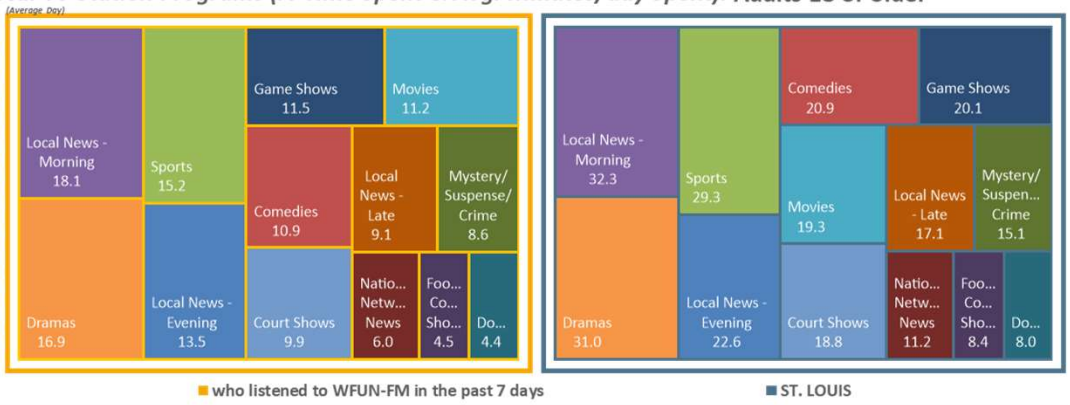
Radio Stations: KYKY-FM

181,137 or 71.% of Adults 18 or older who listened to WFUN-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Local News - Evening, Comedies, Game Shows, Local News - Late, and Movies.

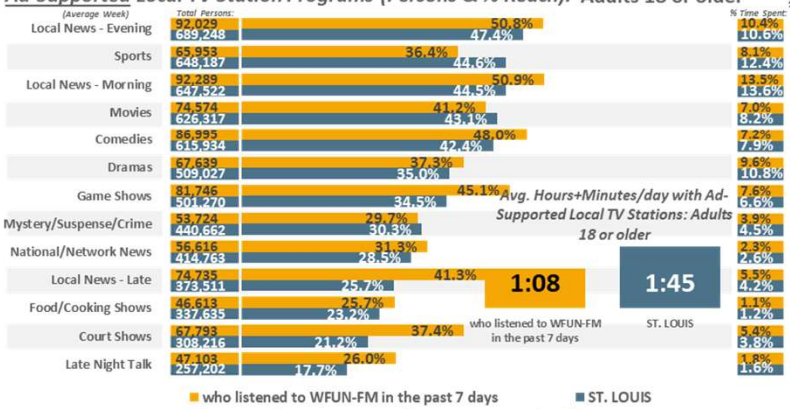
Local TV Station Programs (Persons & % Reach): Adults 18 or older



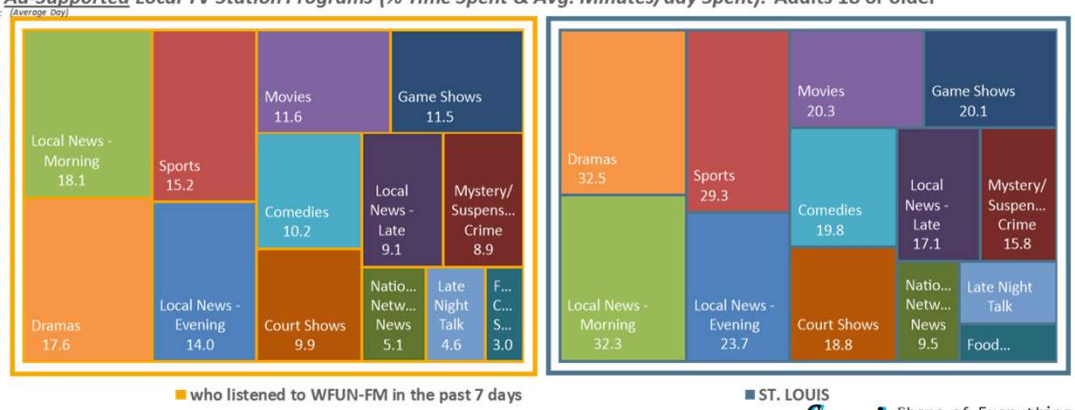
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 207

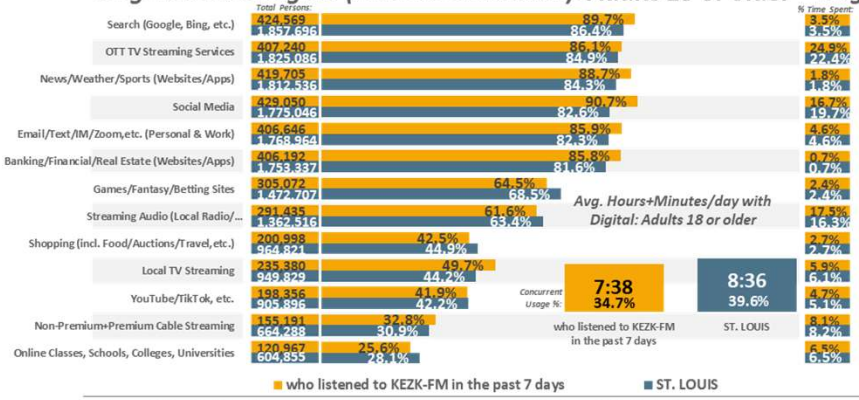
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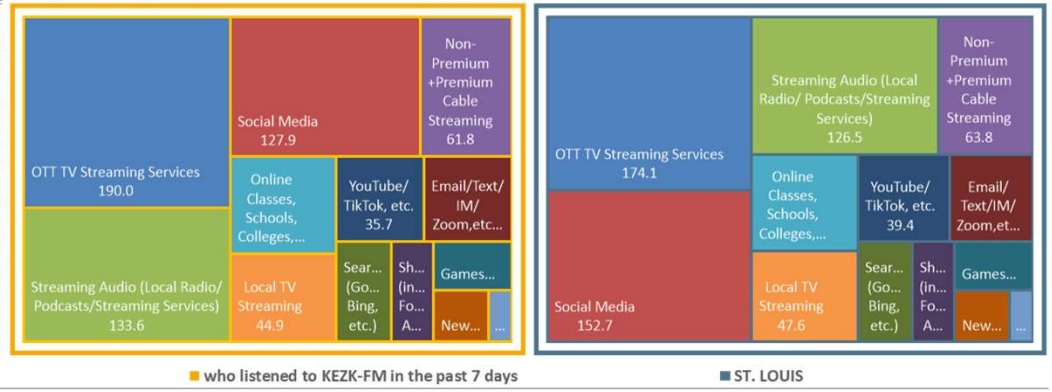
Radio Stations: WFUN-FM

403,307 or 85.2% of Adults 18 or older who listened to KEZK-FM in the past 7 days use Ad-Supported Social Media for an average of 120.2 minutes every day representing 21.4% of all time spent daily with Ad-Supported Digital Media.

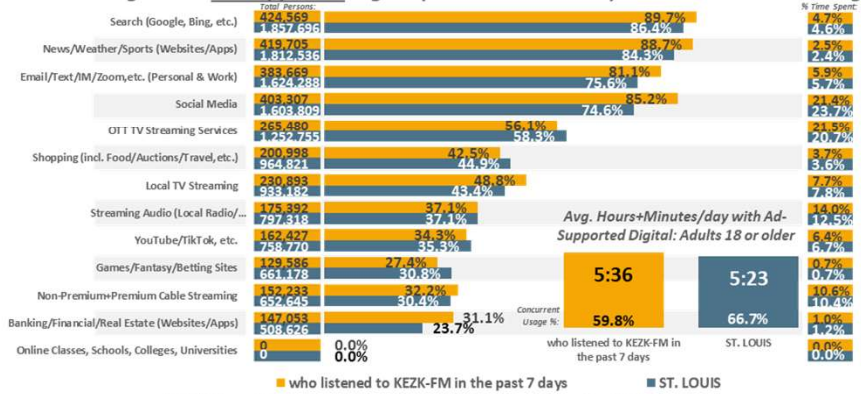
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



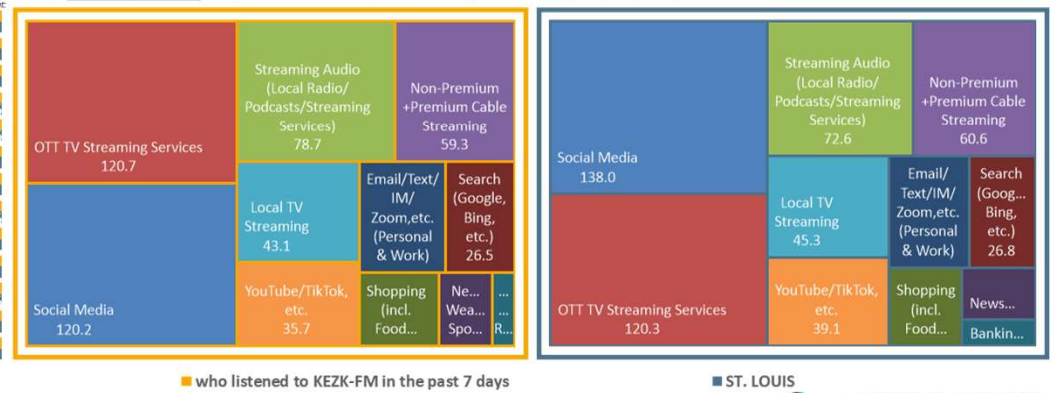
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 431

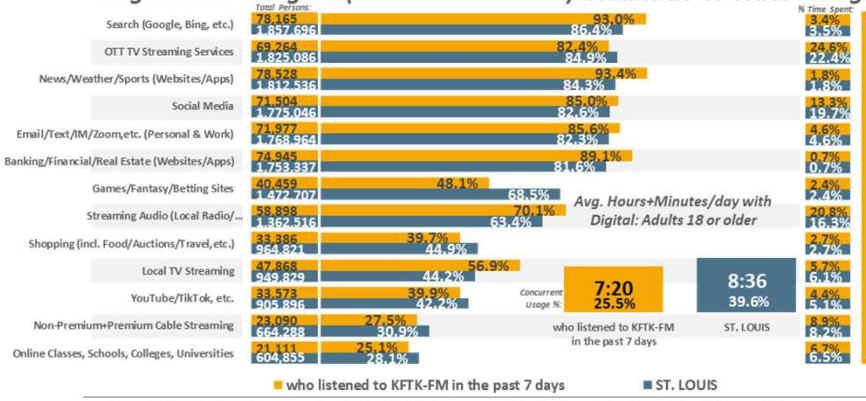
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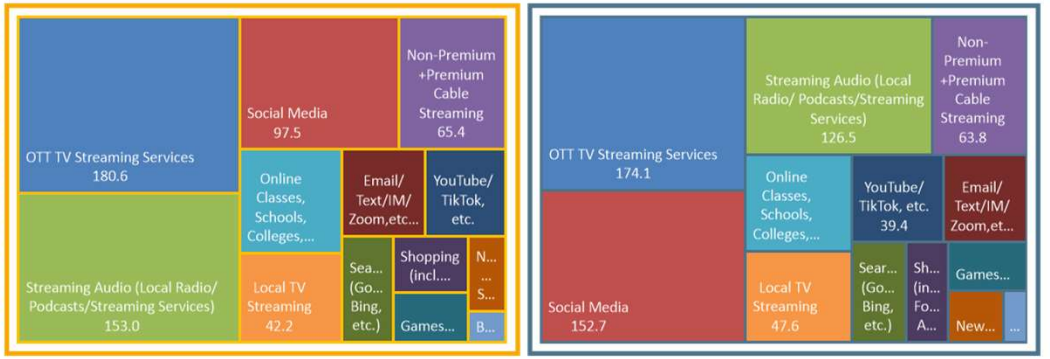
Radio Stations: KEZK-FM

68,696 or 81.7% of Adults 18 or older who listened to KFTK-FM in the past 7 days use Ad-Supported Social Media for an average of 93.6 minutes every day representing 18.1% of all time spent daily with Ad-Supported Digital Media.

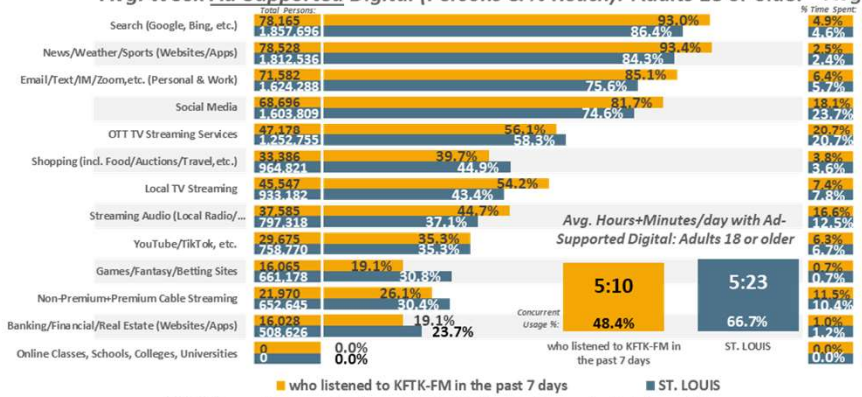
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



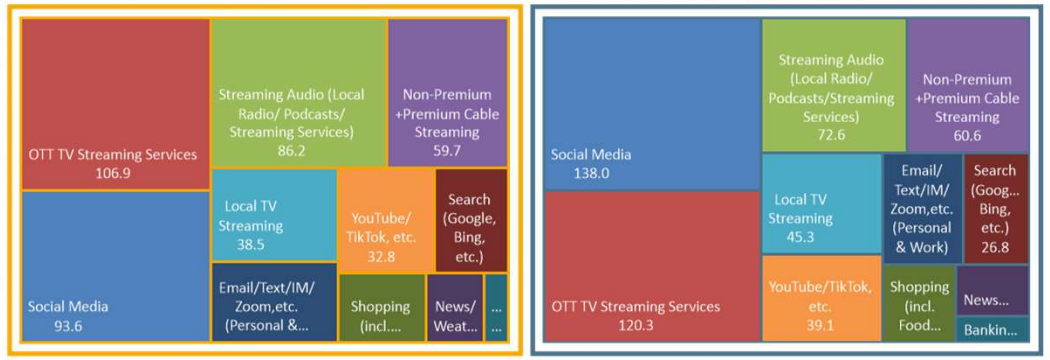
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 74

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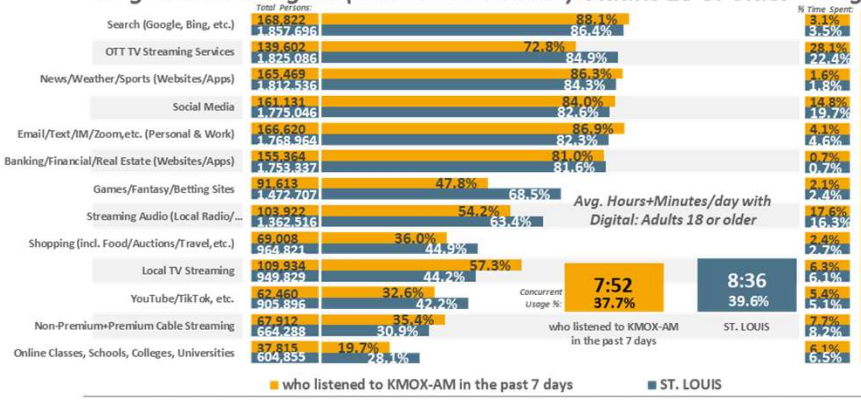
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Radio Stations: KFTK-FM

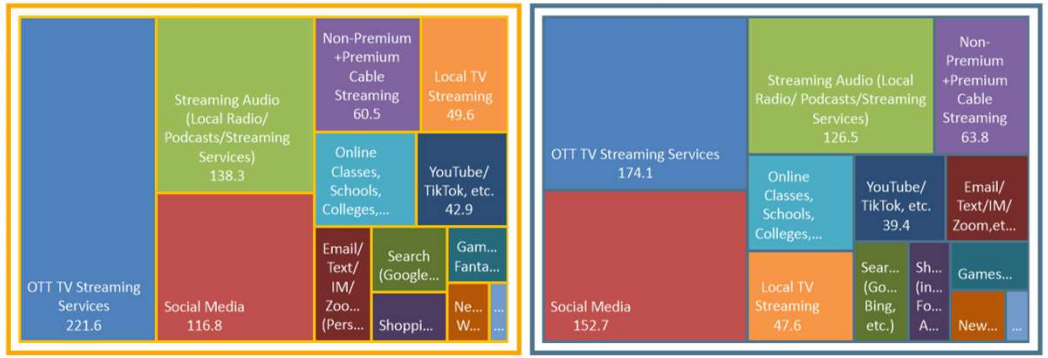
1120 AM • 98.7 FM
KMOX
The Voice of St. Louis

149,085 or 77.8% of Adults 18 or older who listened to KMOX-AM in the past 7 days use Ad-Supported Social Media for an average of 108.1 minutes every day representing 18.7% of all time spent daily with Ad-Supported Digital Media.

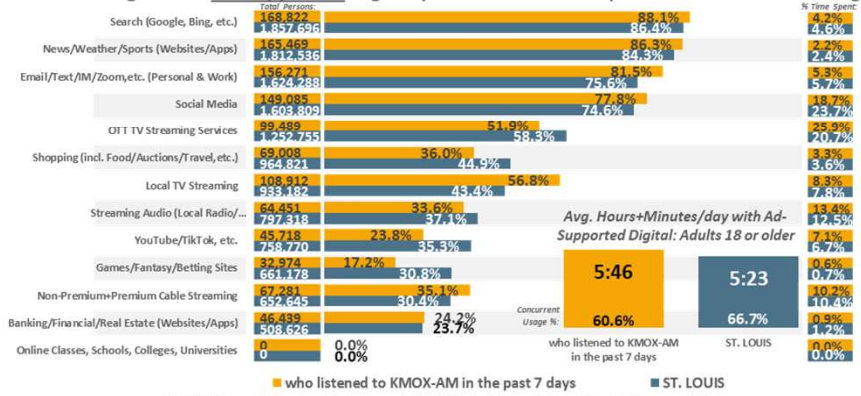
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



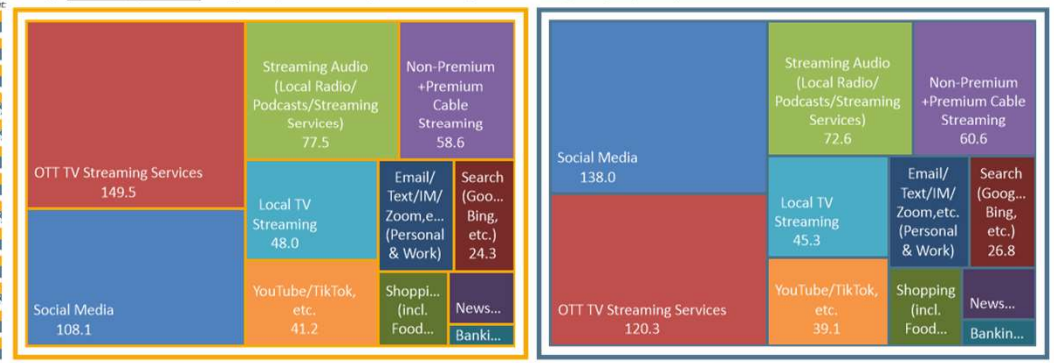
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 216

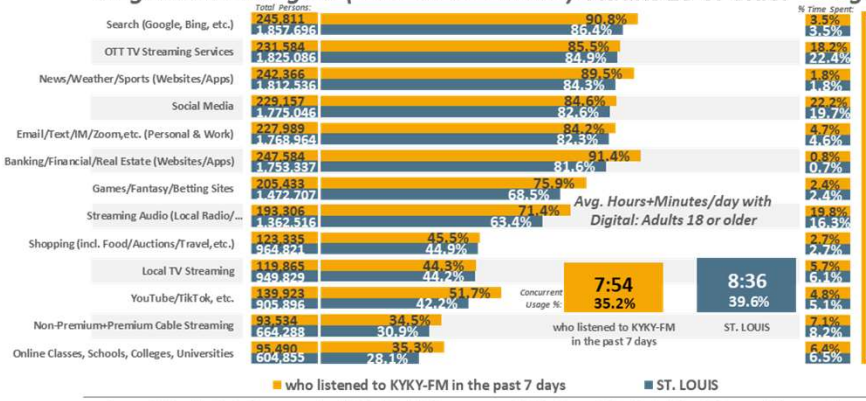
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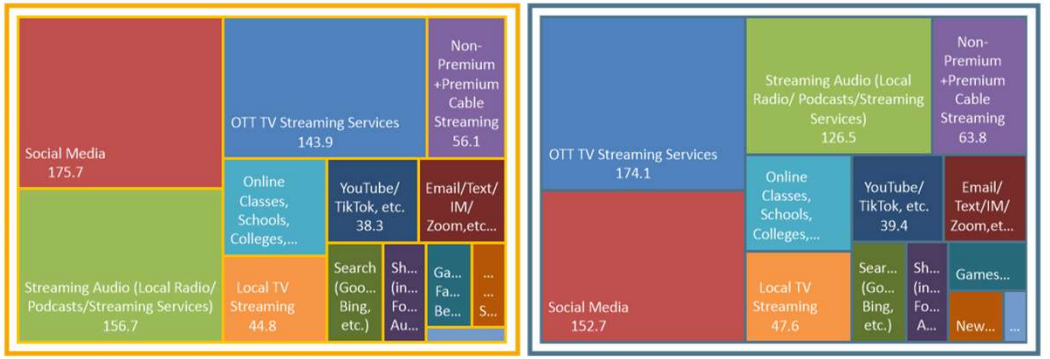
Radio Stations: KMOX-AM

202,214 or 74.7% of Adults 18 or older who listened to KYKY-FM in the past 7 days use Ad-Supported Social Media for an average of 155.1 minutes every day representing 27.2% of all time spent daily with Ad-Supported Digital Media.

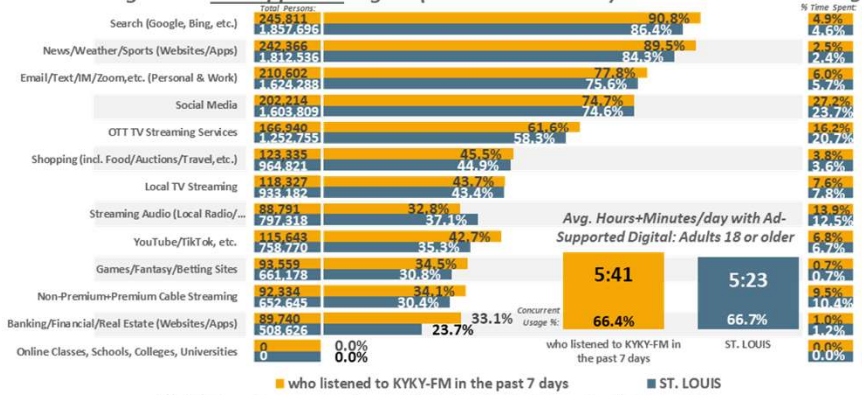
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



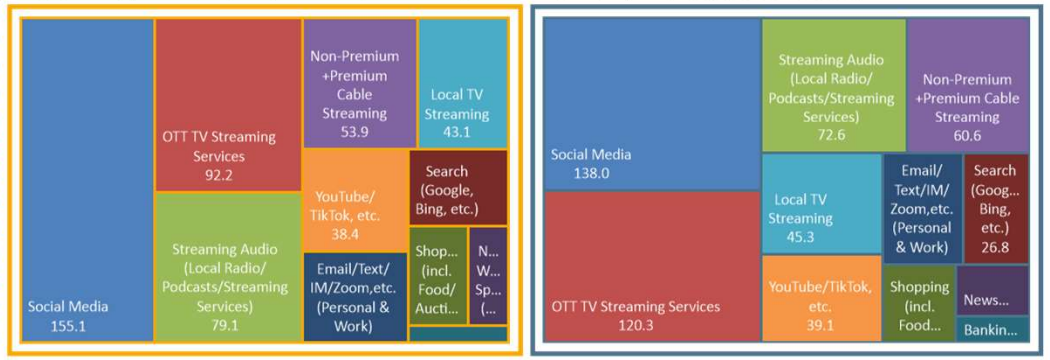
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 231

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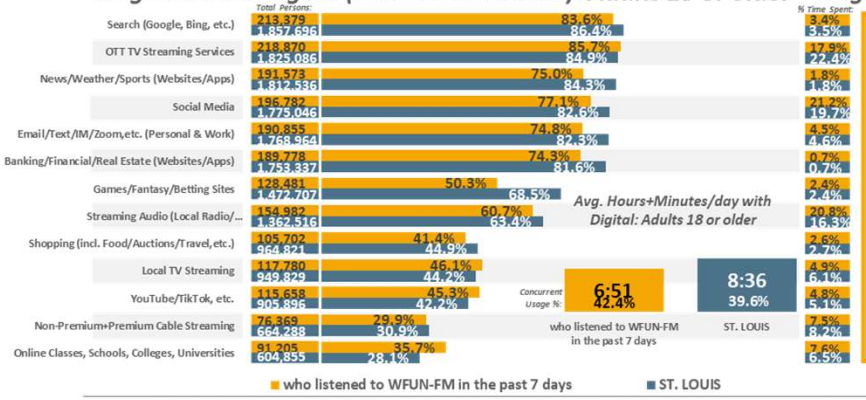
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Radio Stations: KYKY-FM

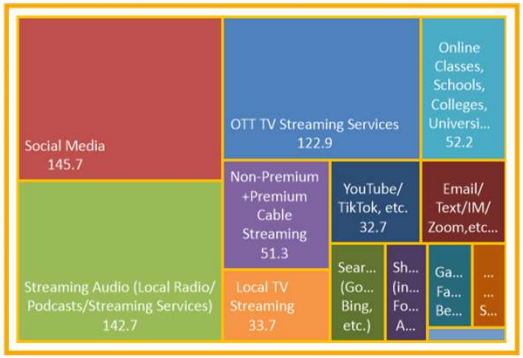


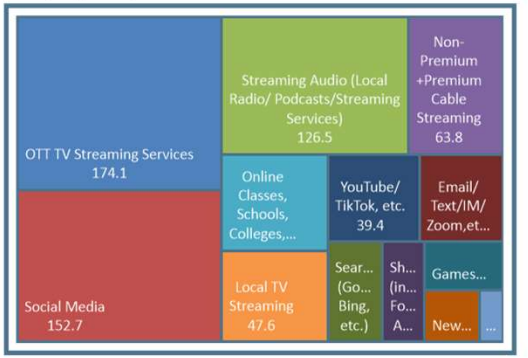
178,449 or 69.9% of Adults 18 or older who listened to WFUN-FM in the past 7 days use Ad-Supported Social Media for an average of 132.1 minutes every day representing 25.8% of all time spent daily with Ad-Supported Digital Media.

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

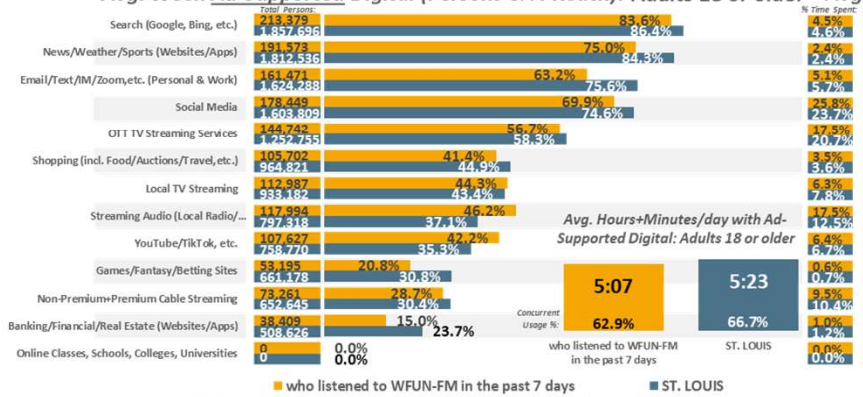


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

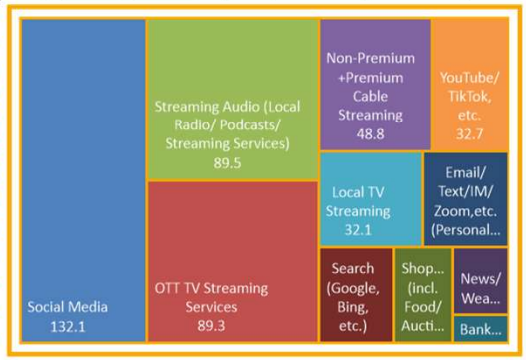


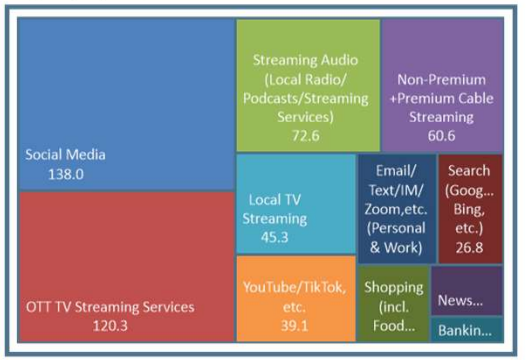


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 207

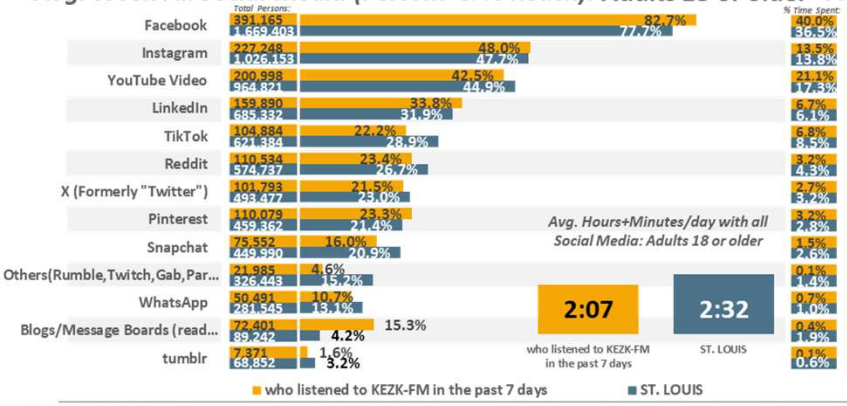
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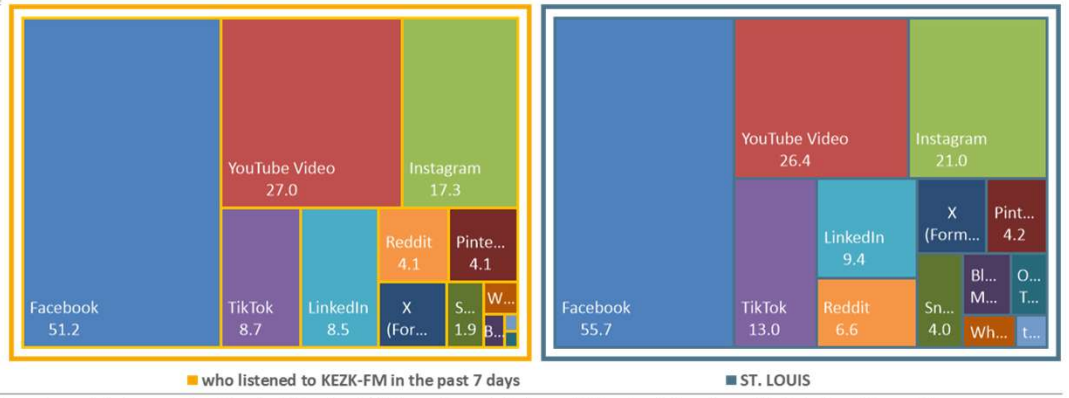
Radio Stations: WFUN-FM

391,165 or 82.7% of Adults 18 or older who listened to KEZK-FM in the past 7 days use Ad-Supported Facebook for an average of 45.4 minutes every day representing 37.8% of all time spent daily with Ad-Supported Social Media.

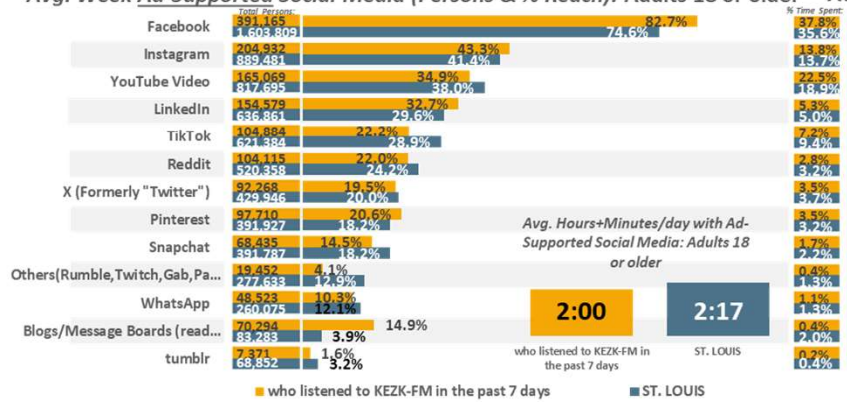
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



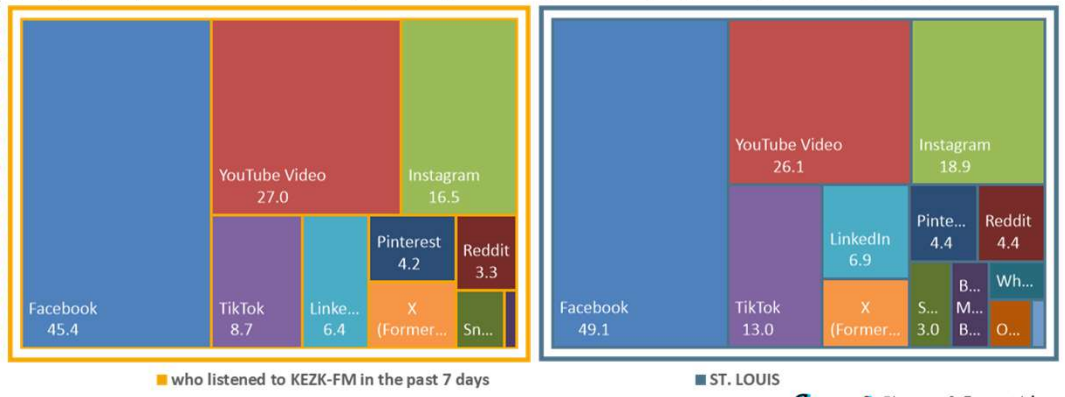
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 431

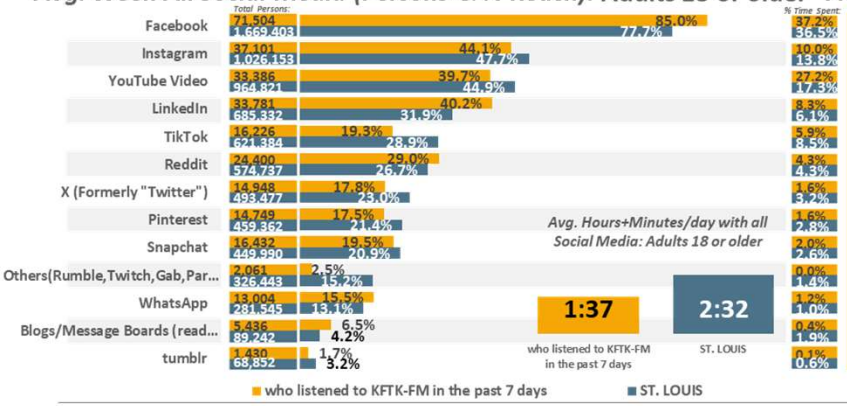
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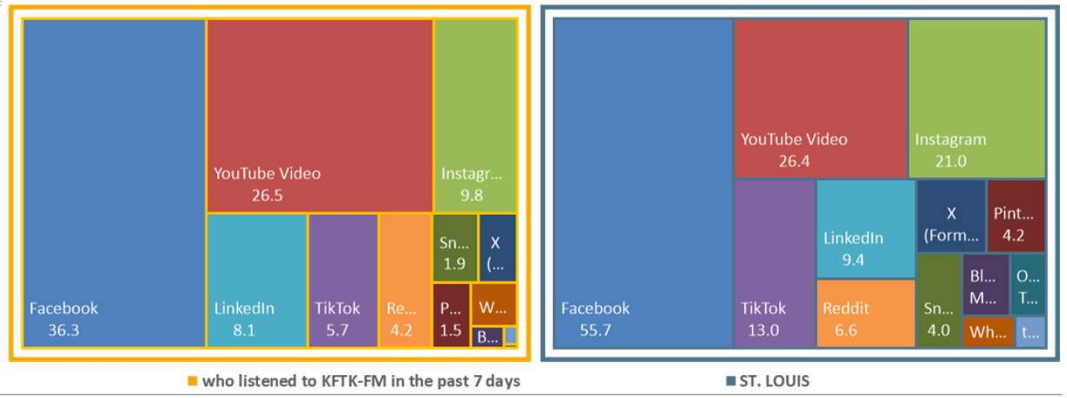
Radio Stations: KEZK-FM

68,696 or 81.7% of Adults 18 or older who listened to KFTK-FM in the past 7 days use Ad-Supported Facebook for an average of 32.3 minutes every day representing 34.5% of all time spent daily with Ad-Supported Social Media.

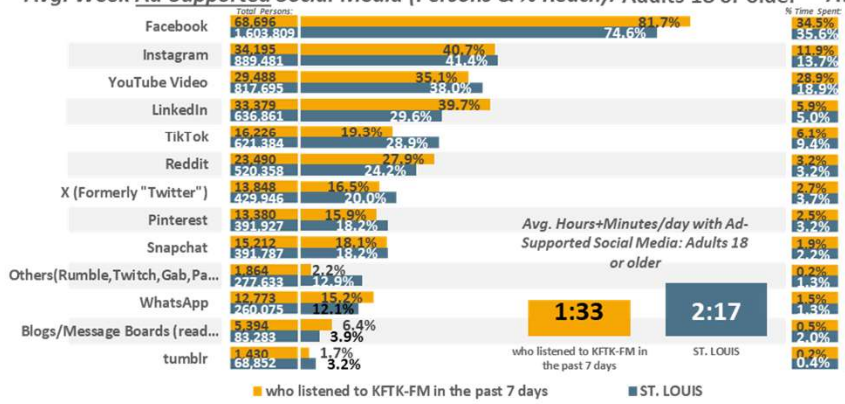
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



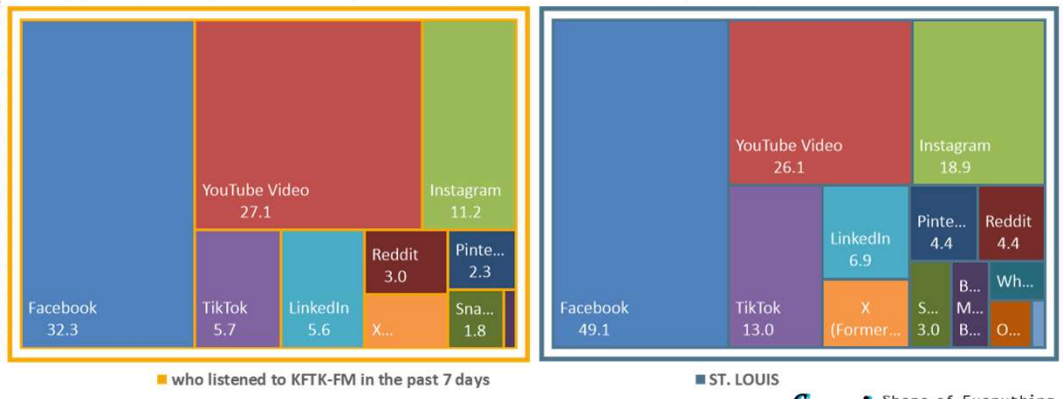
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 74

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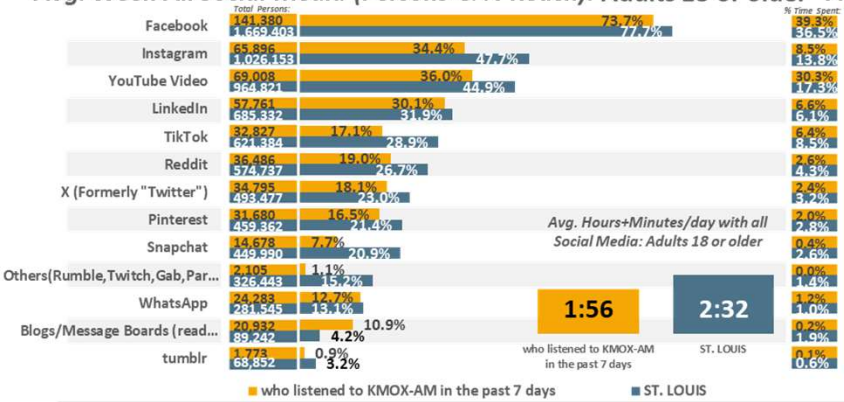
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Radio Stations: KFTK-FM

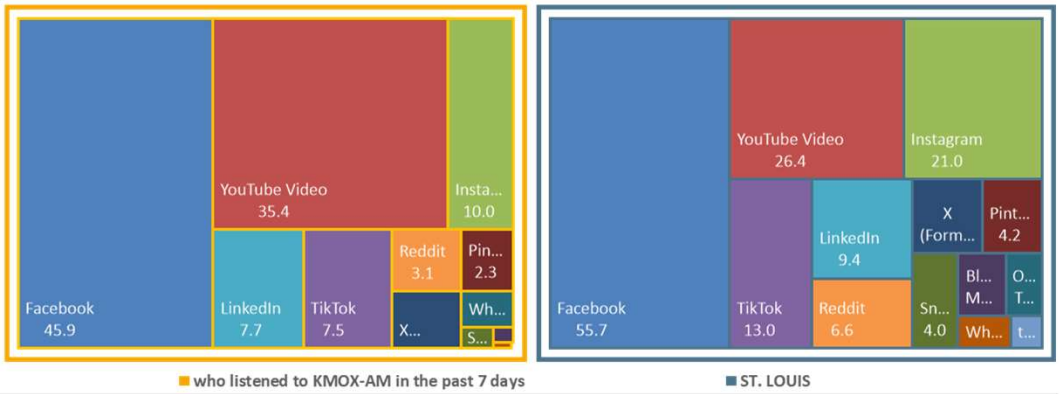
1120 AM • 98.7 FM
KMOX
The Voice of St. Louis

141,380 or 73.7% of Adults 18 or older who listened to KMOX-AM in the past 7 days use Ad-Supported Facebook for an average of 38.9 minutes every day representing 36.% of all time spent daily with Ad-Supported Social Media.

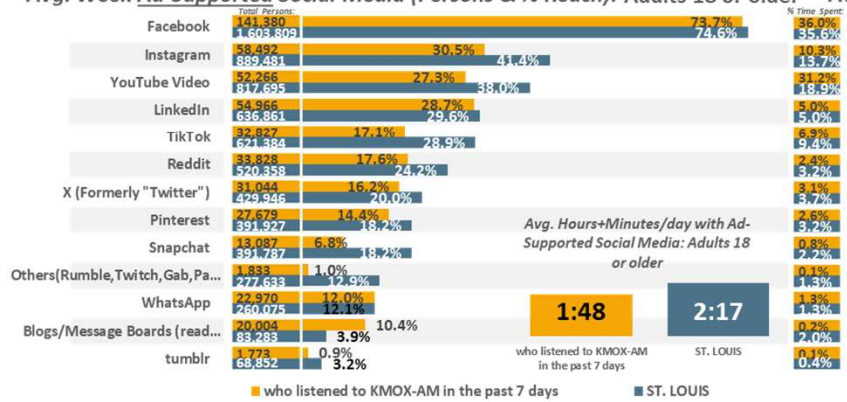
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



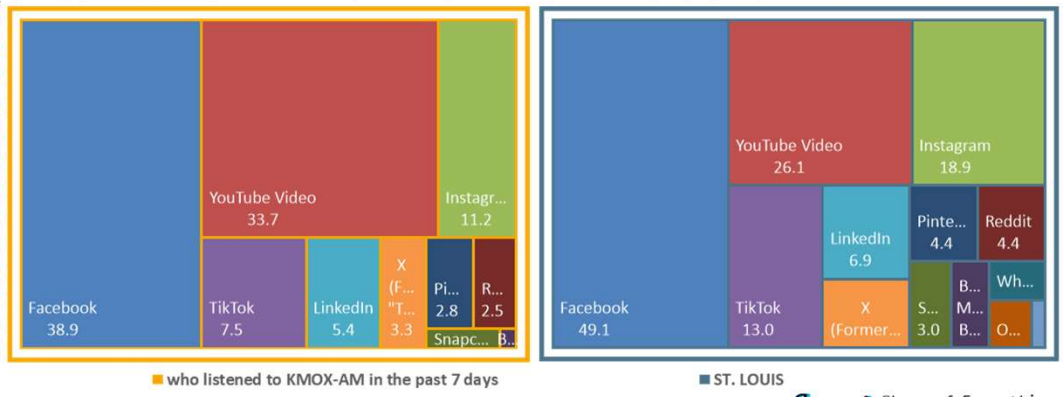
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 216

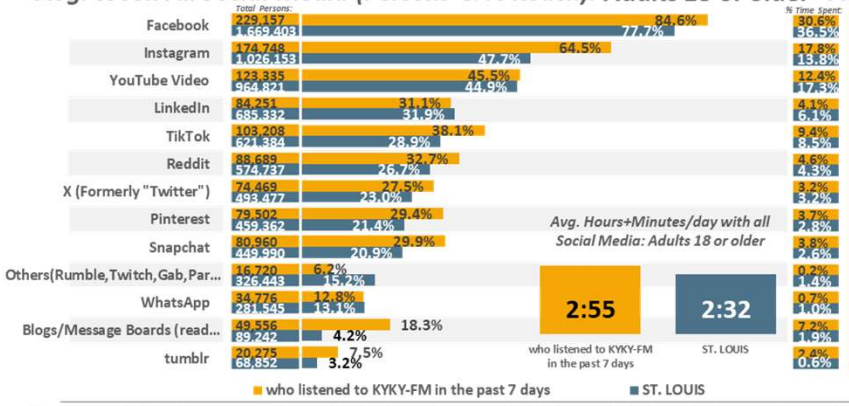
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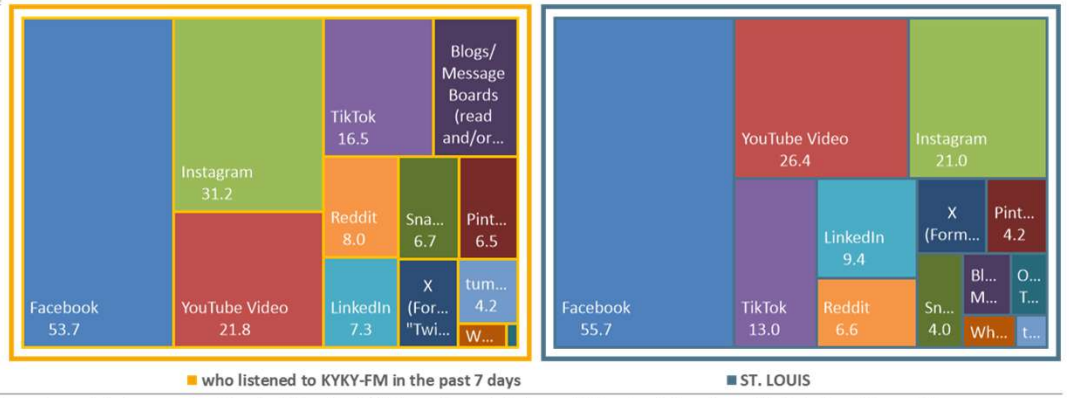
Radio Stations: KMOX-AM

202,214 or 74.7% of Adults 18 or older who listened to KYKY-FM in the past 7 days use Ad-Supported Facebook for an average of 48.5 minutes every day representing 31.3% of all time spent daily with Ad-Supported Social Media.

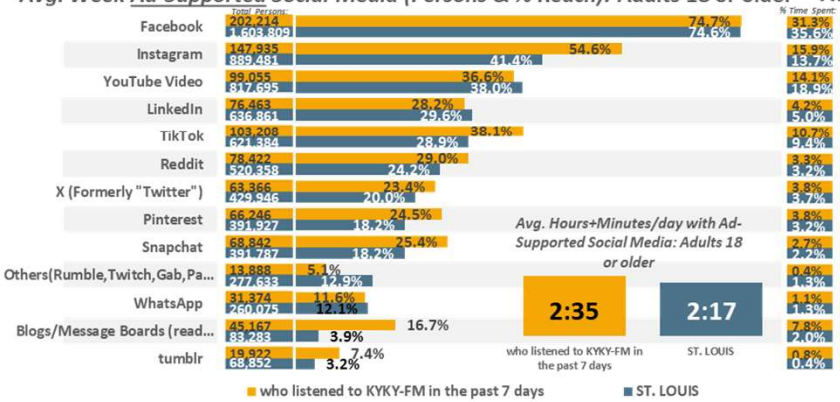
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



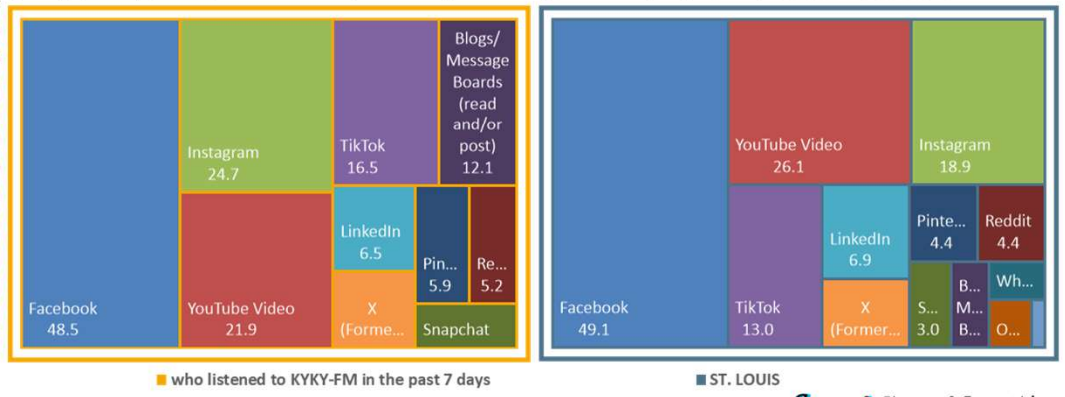
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 231

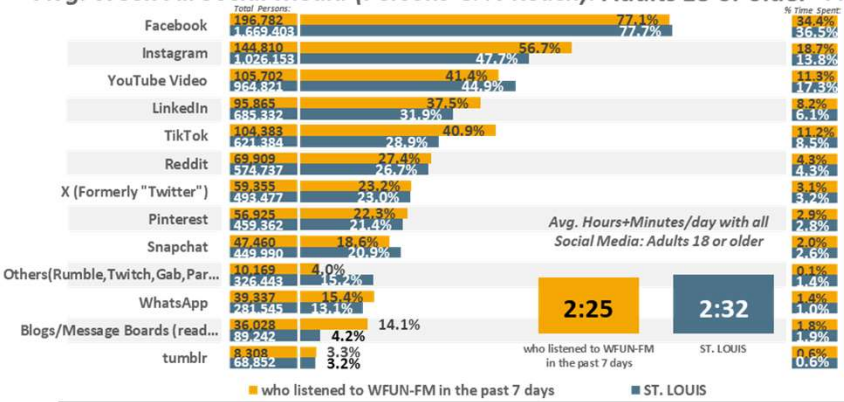
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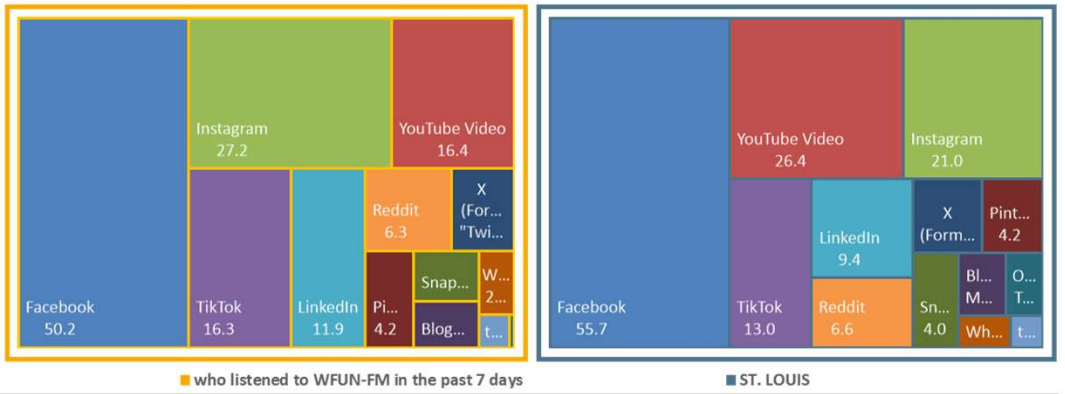
Radio Stations: KYKY-FM

178,449 or 69.9% of Adults 18 or older who listened to WFUN-FM in the past 7 days use Ad-Supported Facebook for an average of 45.9 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.

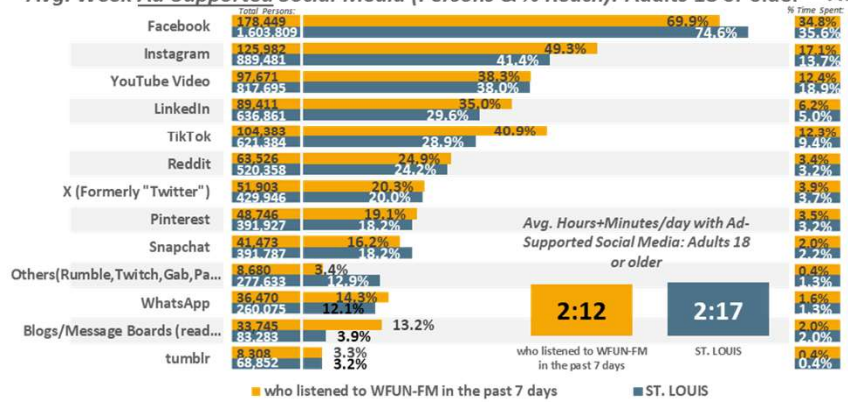
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



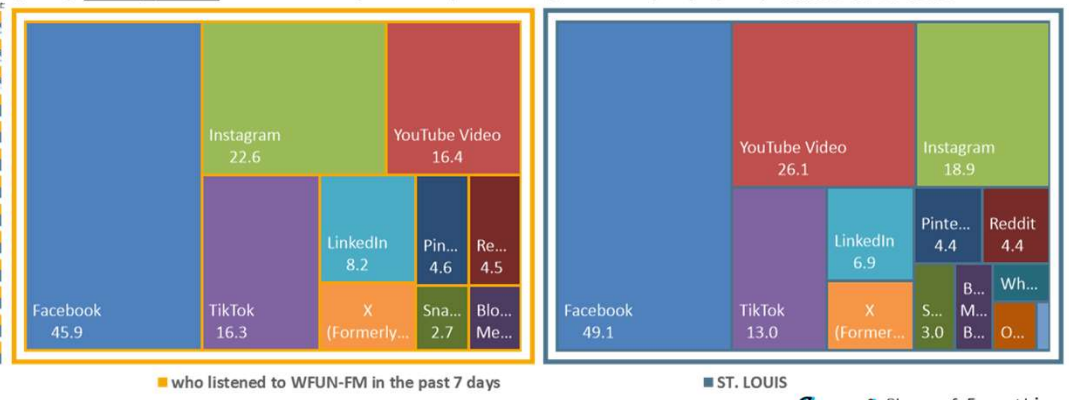
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



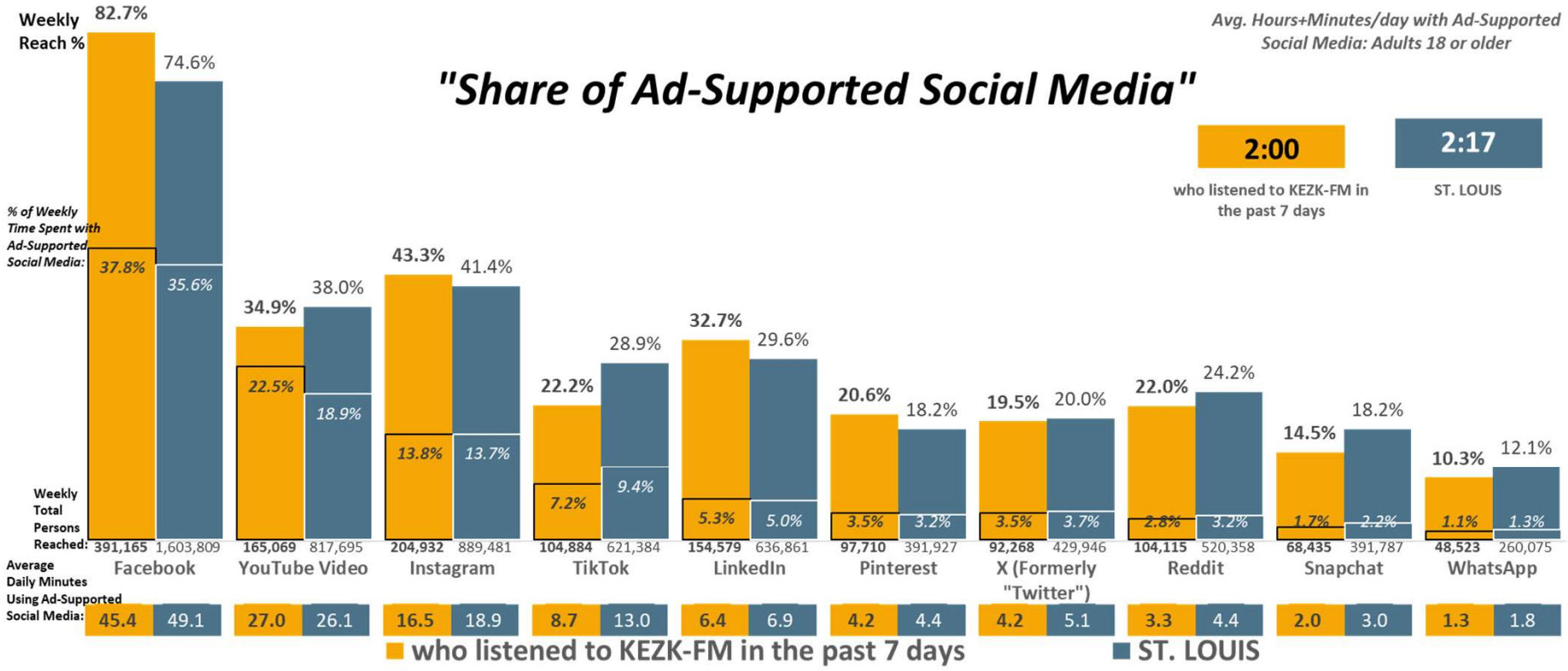
ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 207

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Radio Stations: WFUN-FM

391,165 or 82.7% of Adults 18 or older who listened to KEZK-FM in the past 7 days use Ad-Supported Facebook for an average of 45.4 minutes every day representing 37.8% of all time spent daily with Ad-Supported Social Media.



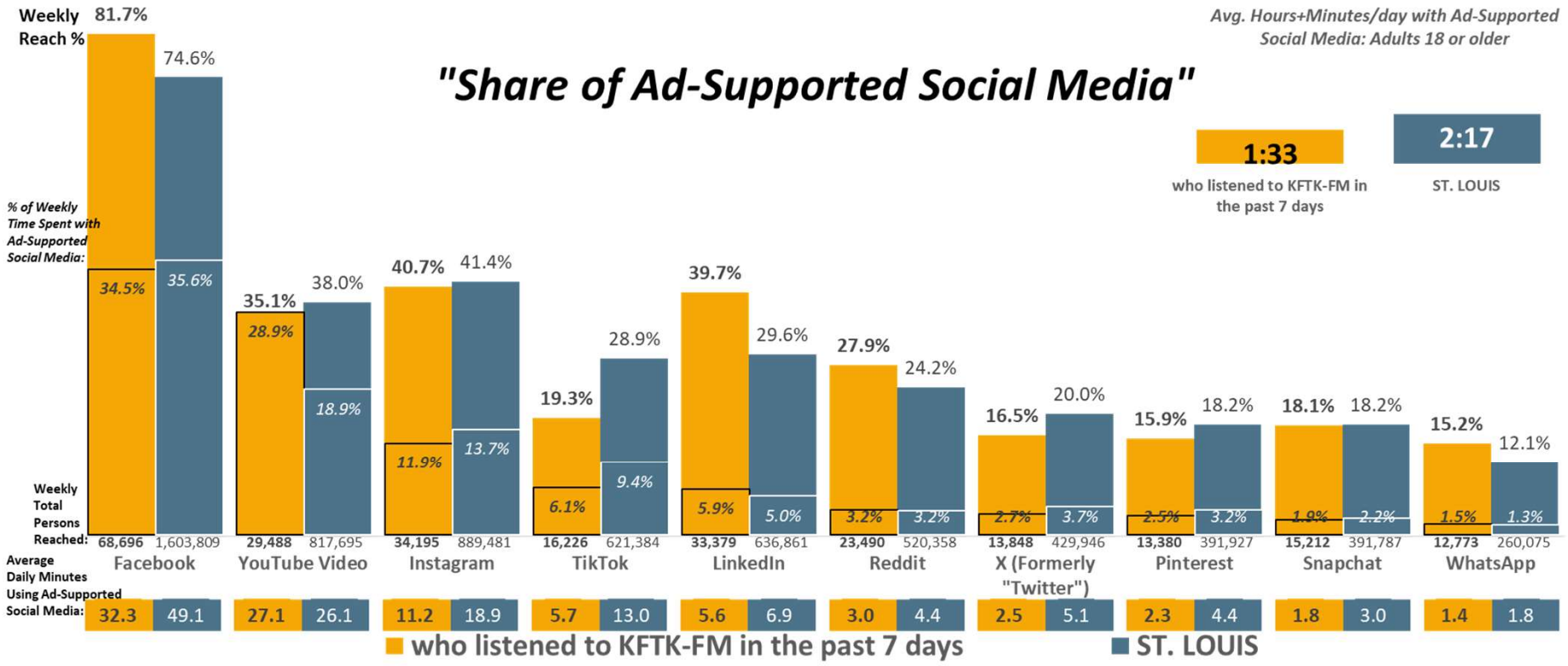
ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 431 ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,760

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Radio Stations: KEZK-FM

68,696 or 81.7% of Adults 18 or older who listened to KFTK-FM in the past 7 days use Ad-Supported Facebook for an average of 32.3 minutes every day representing 34.5% of all time spent daily with Ad-Supported Social Media.



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 74 ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,760

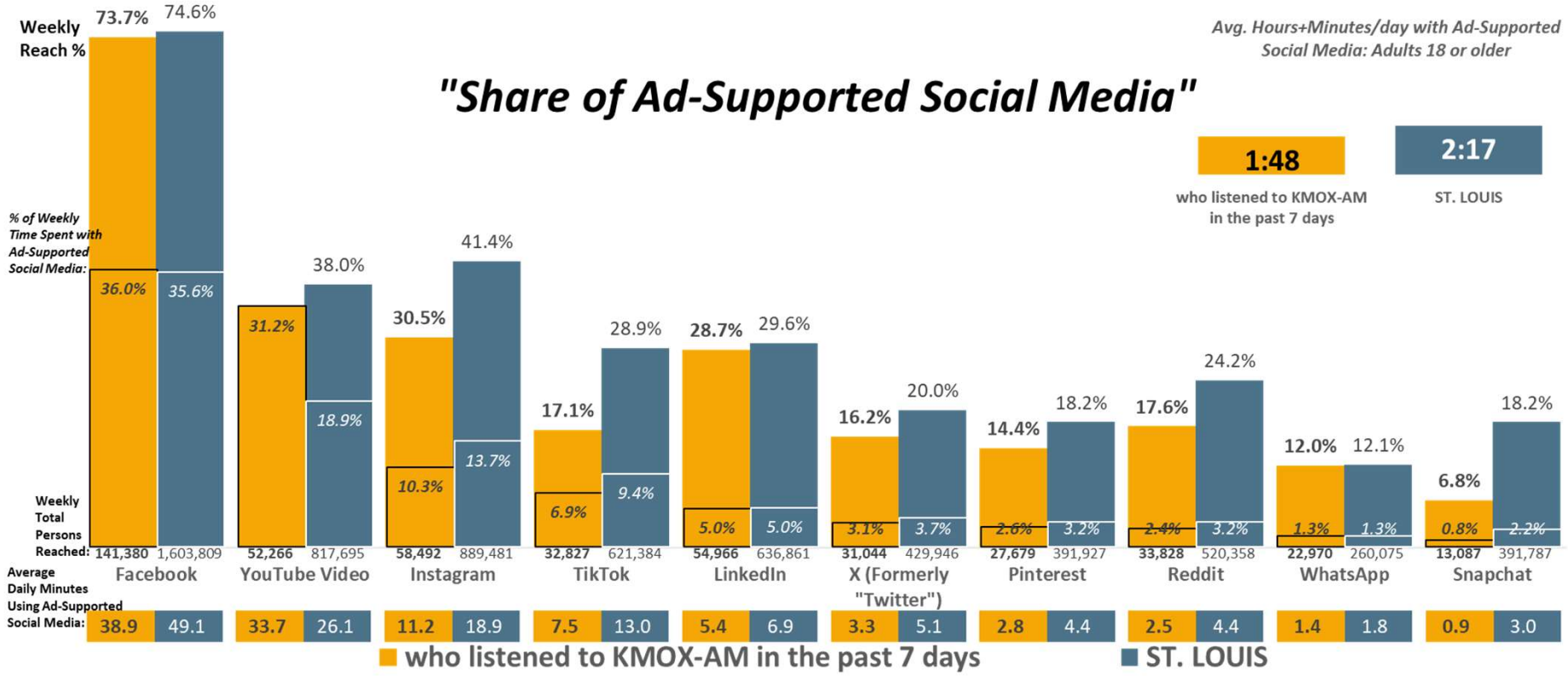
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Radio Stations: KFTK-FM

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KMOX
The Voice of St. Louis

141,380 or 73.7% of Adults 18 or older who listened to KMOX-AM in the past 7 days use Ad-Supported Facebook for an average of 38.9 minutes every day representing 36.% of all time spent daily with Ad-Supported Social Media.



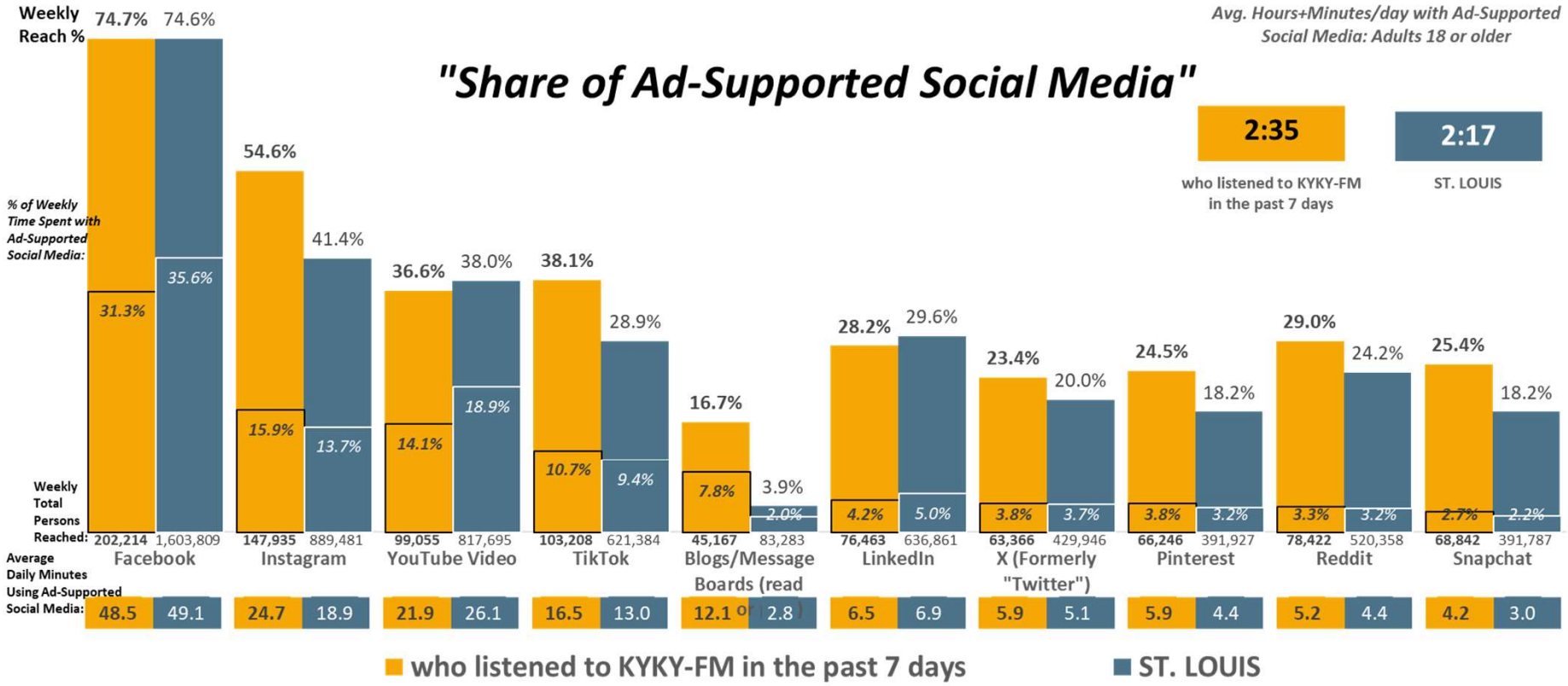
ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 216 ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,760

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Radio Stations: KMOX-AM

202,214 or 74.7% of Adults 18 or older who listened to KYKY-FM in the past 7 days use Ad-Supported Facebook for an average of 48.5 minutes every day representing 31.3% of all time spent daily with Ad-Supported Social Media.



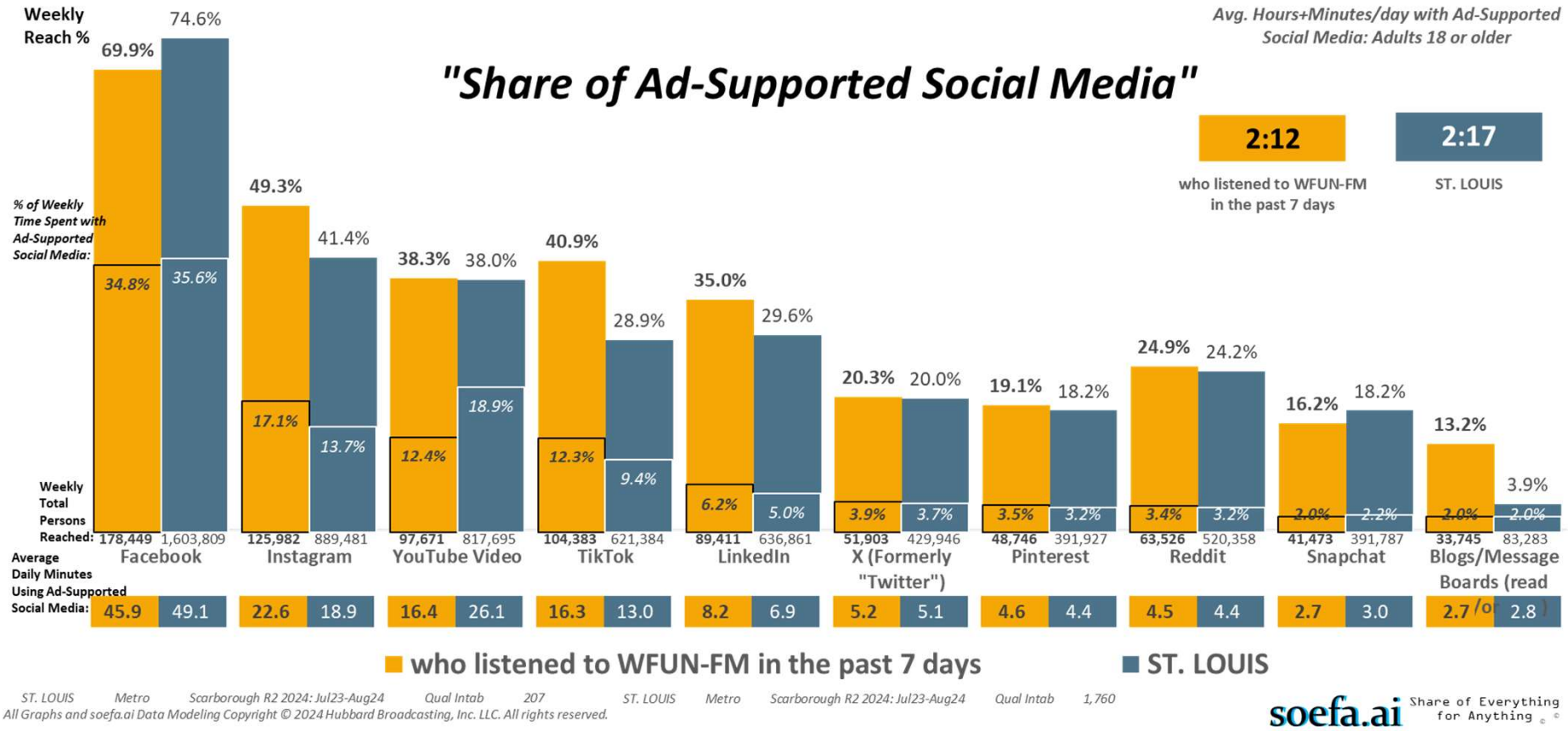
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Radio Stations: KYKY-FM

178,449 or 69.9% of Adults 18 or older who listened to WFUN-FM in the past 7 days use Ad-Supported Facebook for an average of 45.9 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.



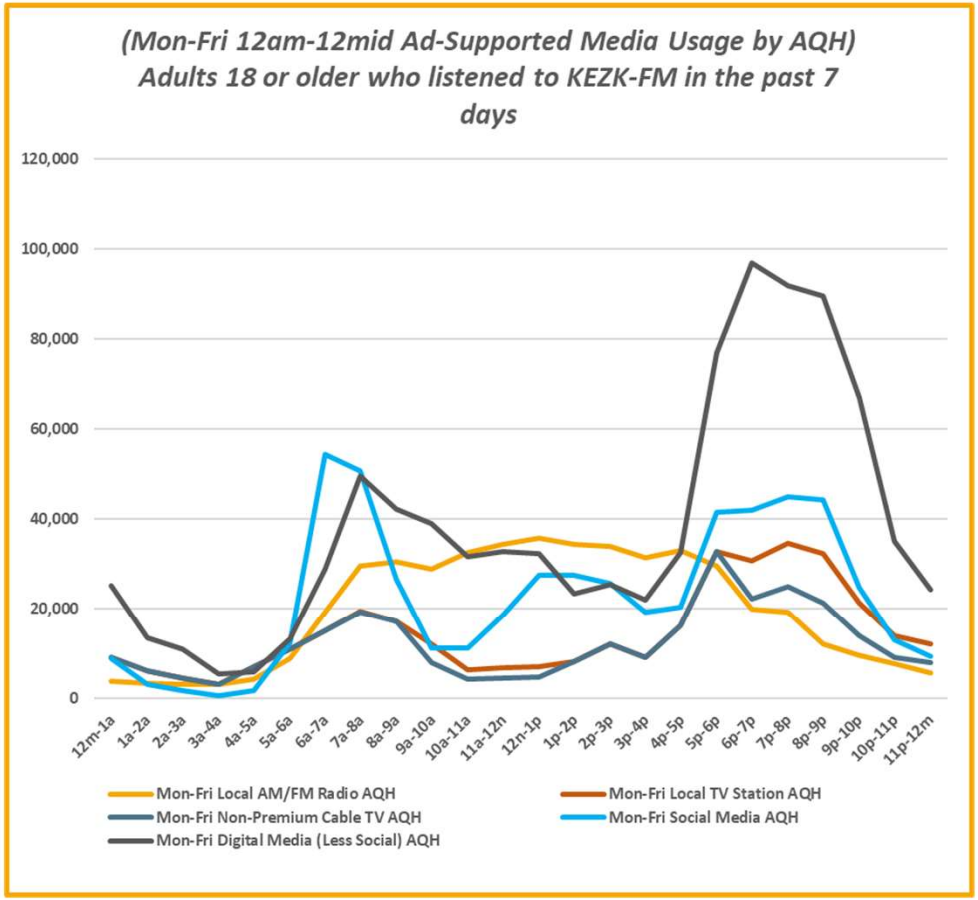
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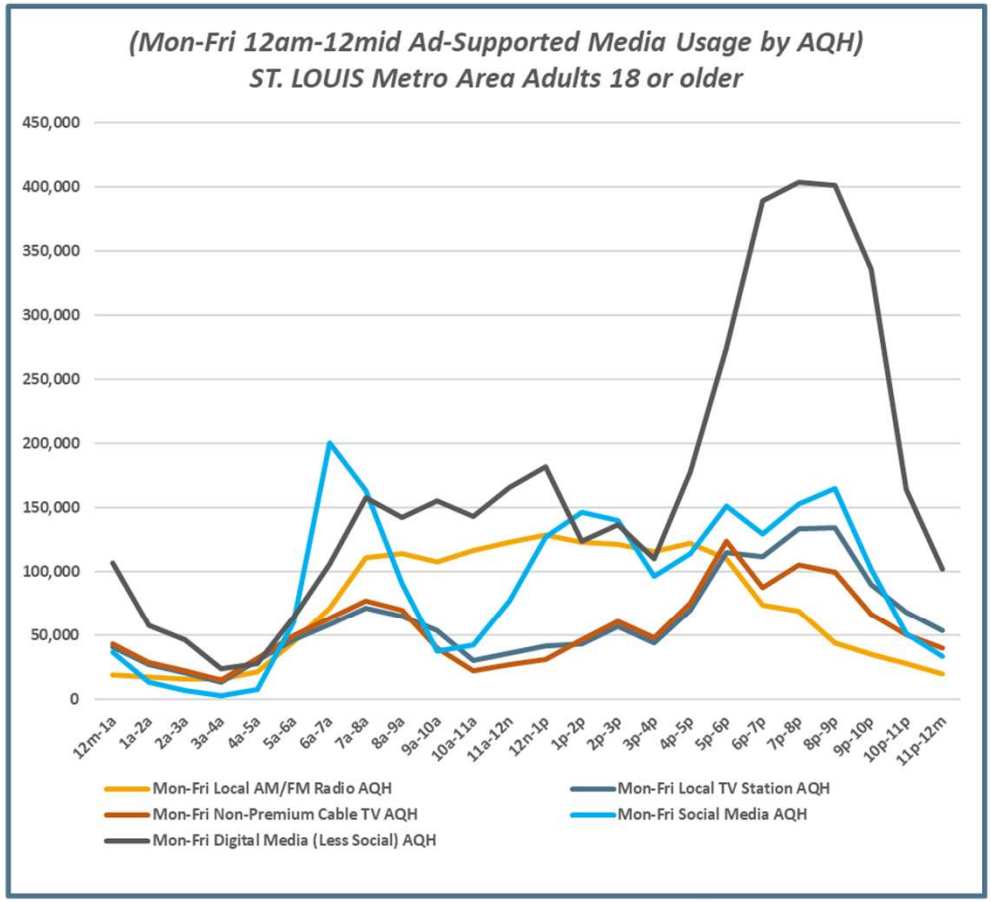
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Radio Stations: WFUN-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 41,064; Local Radio: 30,220; Social Media: 28,907; Local TV: 14,848; Non-Prem. Cable: 13,311 reaching Adults 18 or older who listened to KEZK-FM in the past 7 days.





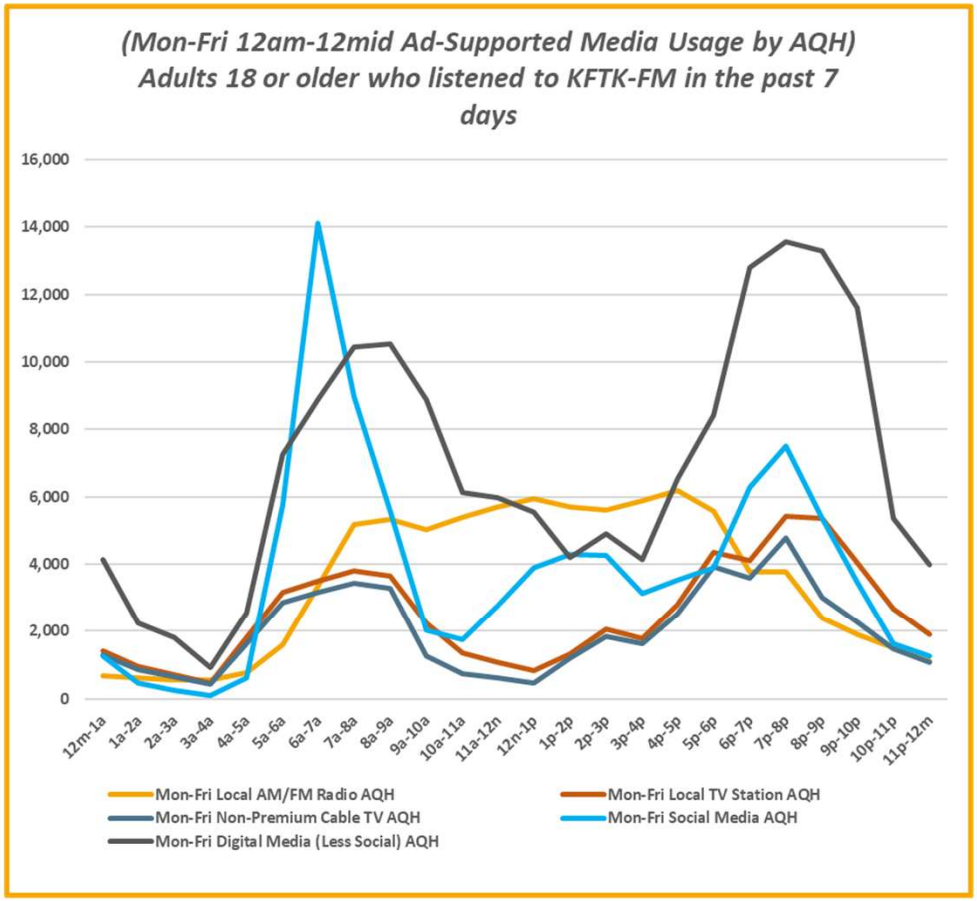
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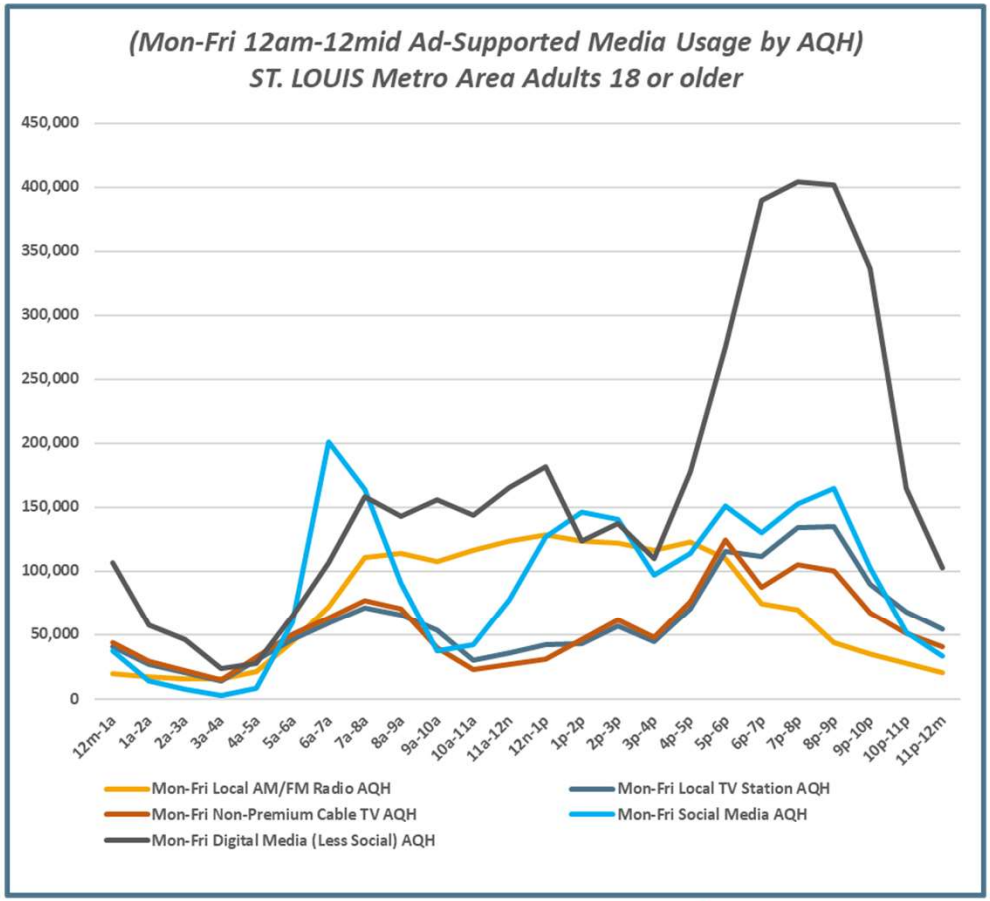
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Radio Stations: KEZK-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,491; Local Radio: 5,280; Social Media: 4,955; Local TV: 2,521; Non-Prem. Cable: 2,126 reaching Adults 18 or older who listened to KFTK-FM in the past 7 days.





ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 74

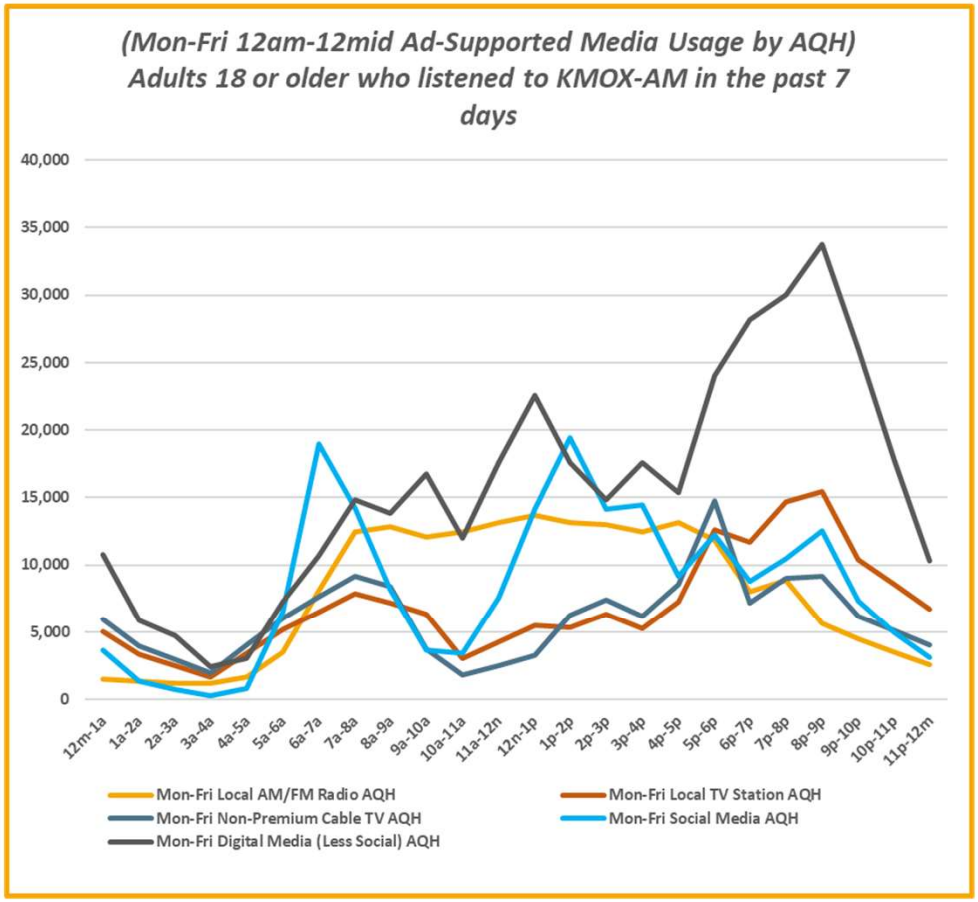
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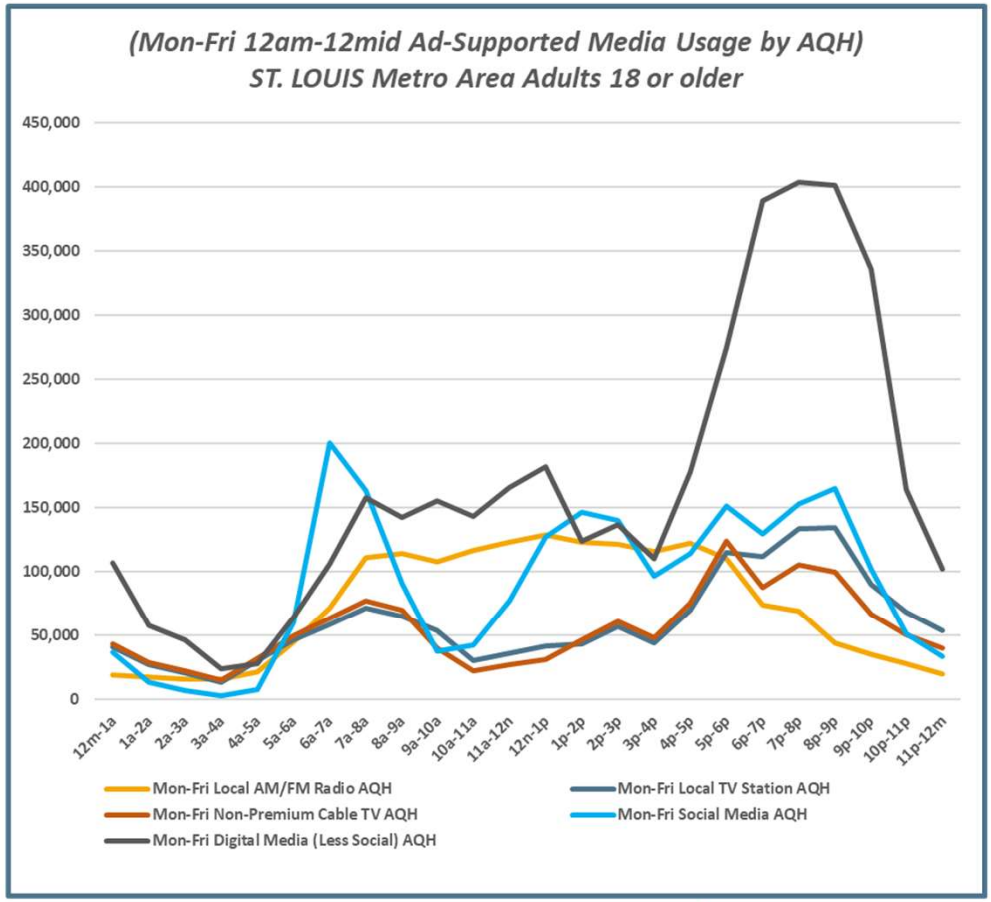
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Radio Stations: KFTK-FM

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

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 17,368; Local Radio: 12,020; Social Media: 11,412; Local TV: 6,849; Non-Prem. Cable: 6,674 reaching Adults 18 or older who listened to KMOX-AM in the past 7 days.





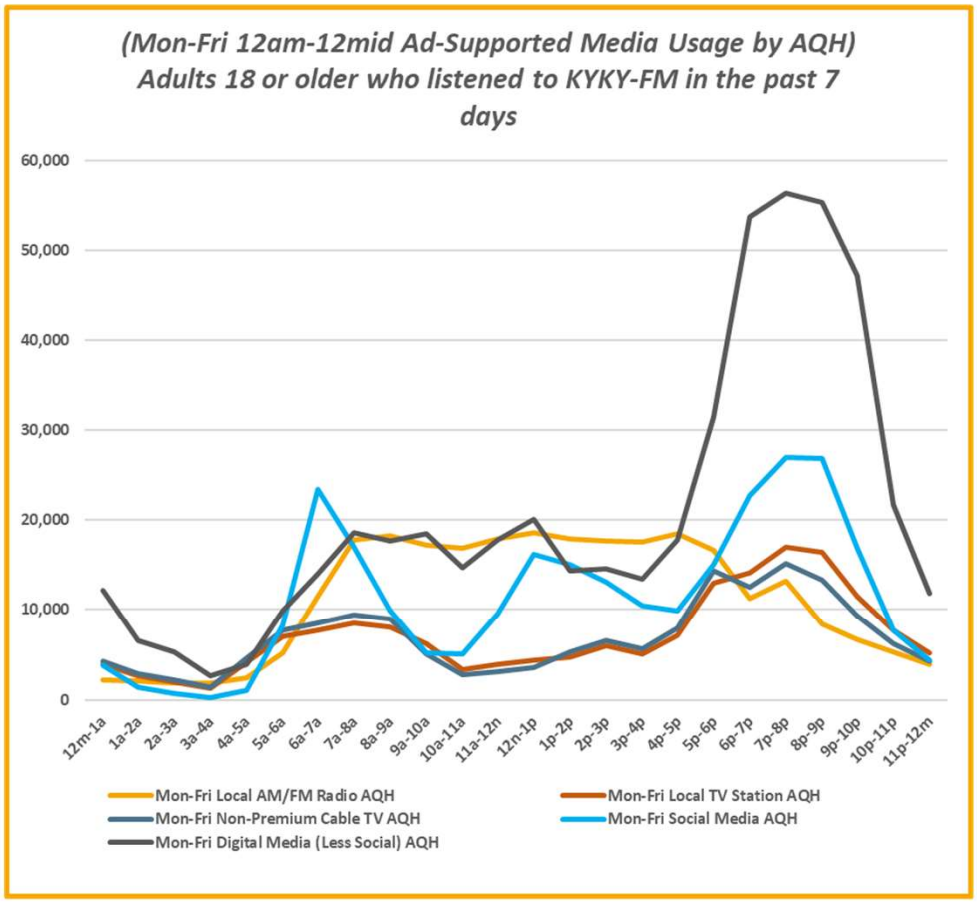
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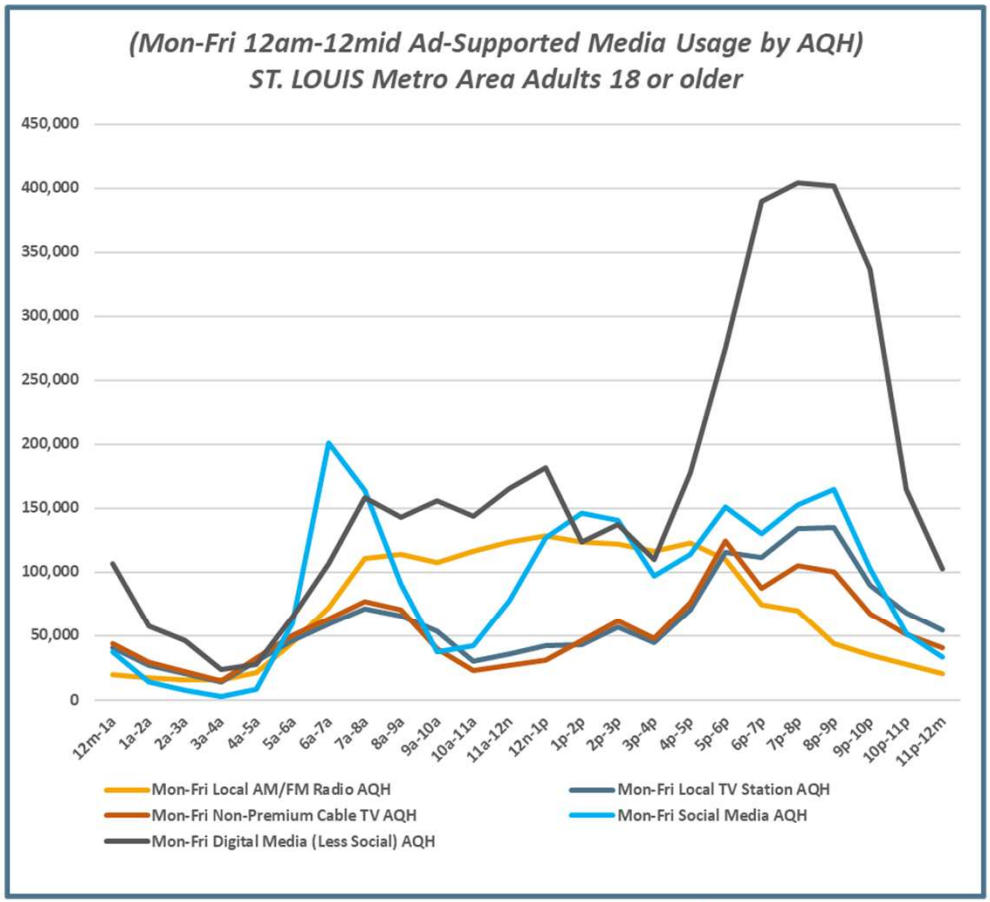
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Radio Stations: KMOX-AM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 20,524; Local Radio: 16,757; Social Media: 13,272; Non-Prem. Cable: 7,214; Local TV: 7,093 reaching Adults 18 or older who listened to KYKY-FM in the past 7 days.





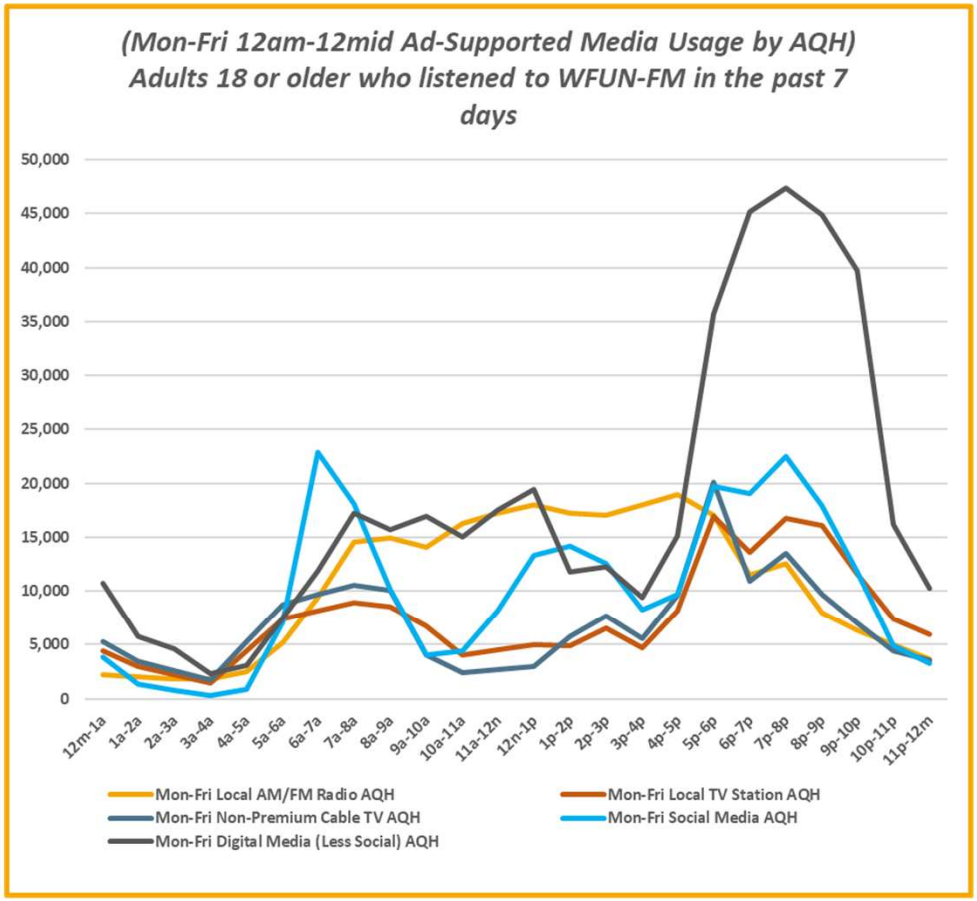
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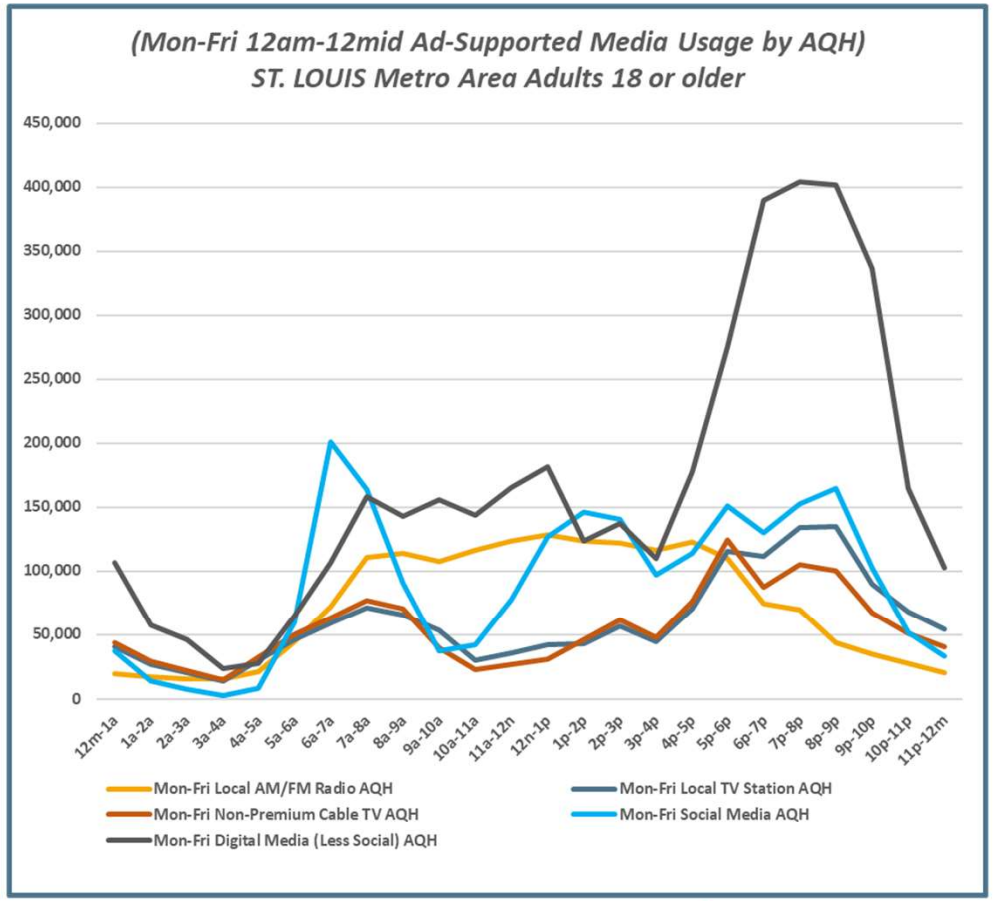
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Radio Stations: KYKY-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 18,719; Local Radio: 15,720; Social Media: 12,645; Non-Prem. Cable: 7,860; Local TV: 7,744 reaching Adults 18 or older who listened to WFUN-FM in the past 7 days.





ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 207

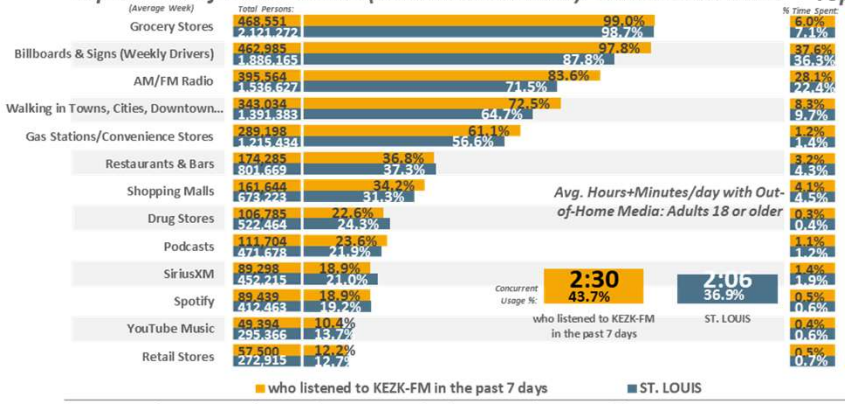
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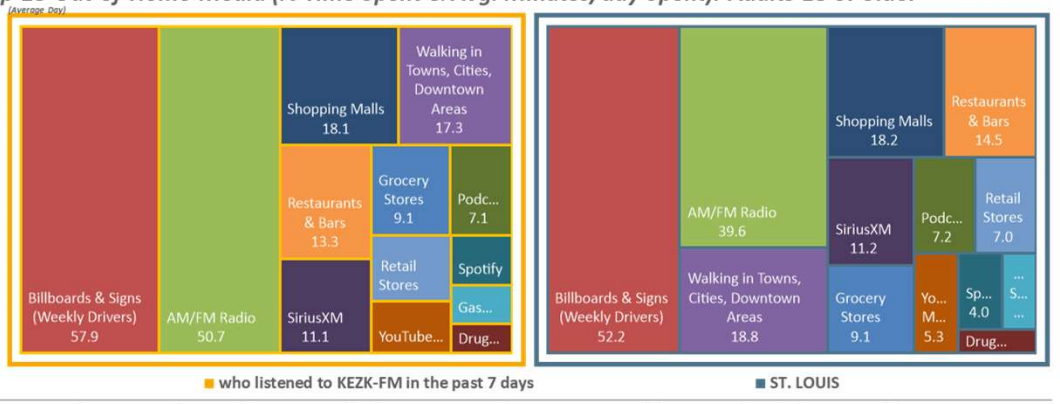
Radio Stations: WFUN-FM

462,985 or 97.8% of Adults 18 or older who listened to KEZK-FM in the past 7 days spend an average of 57.9 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 47.5 minutes/day.

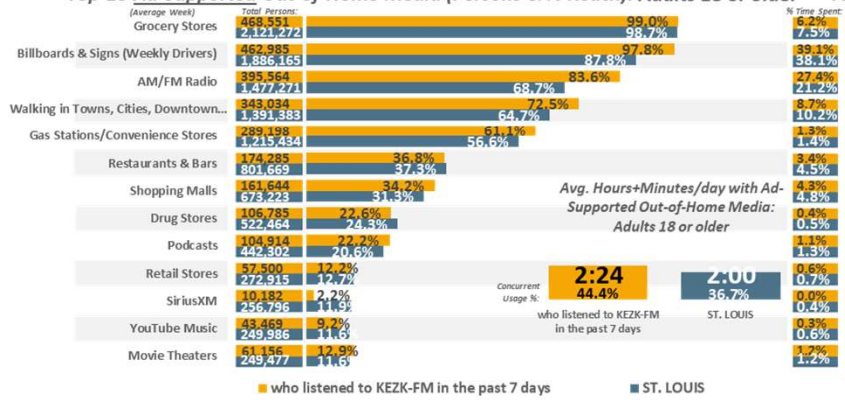
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



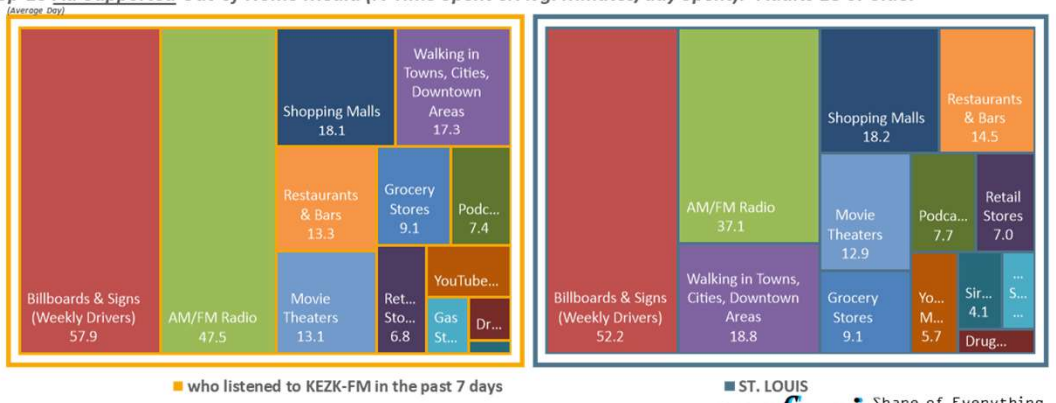
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 431

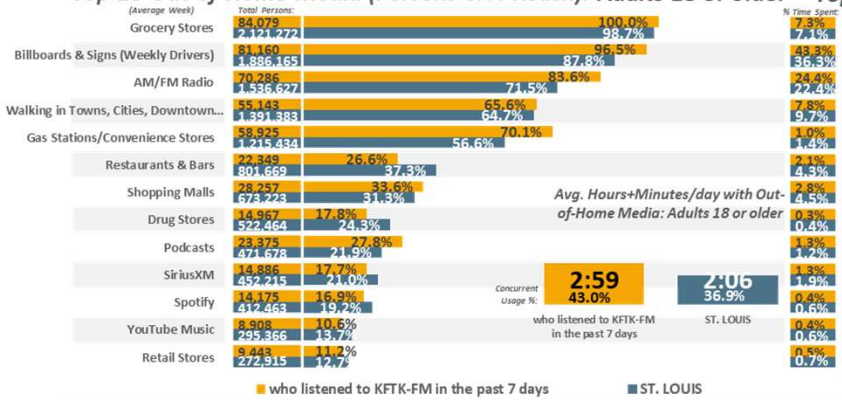
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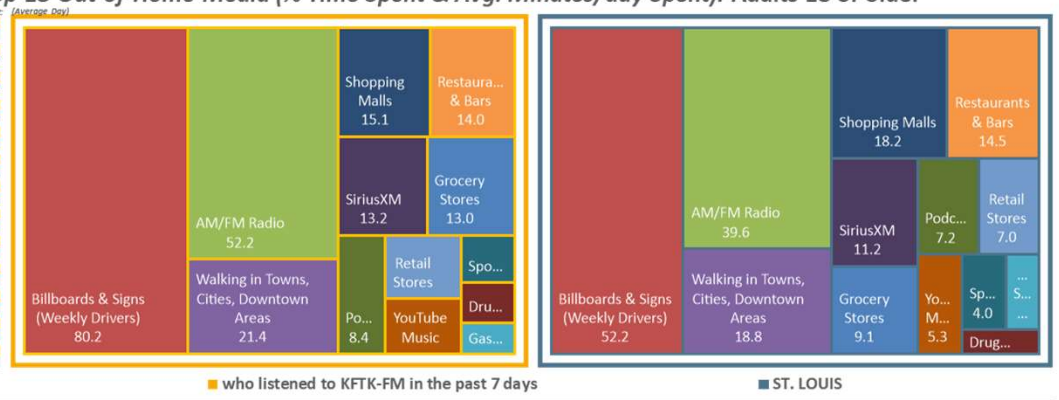
Radio Stations: KEZK-FM

81,160 or 96.5% of Adults 18 or older who listened to KFTK-FM in the past 7 days spend an average of 80.2 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 46.9 minutes/day.

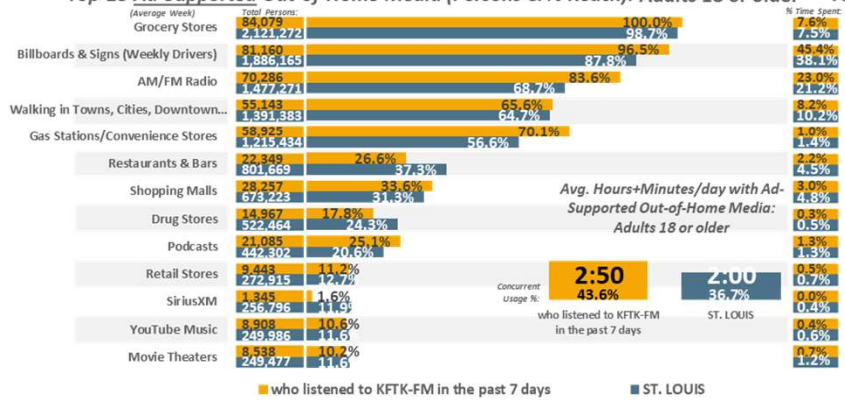
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



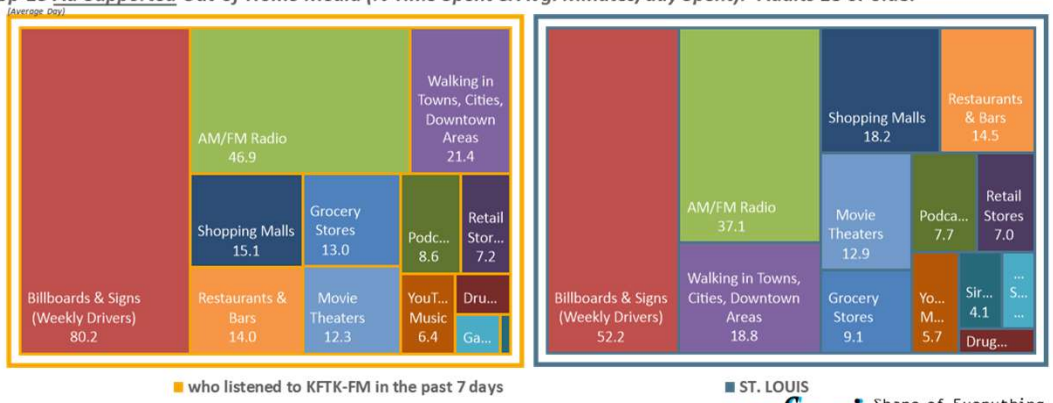
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 74

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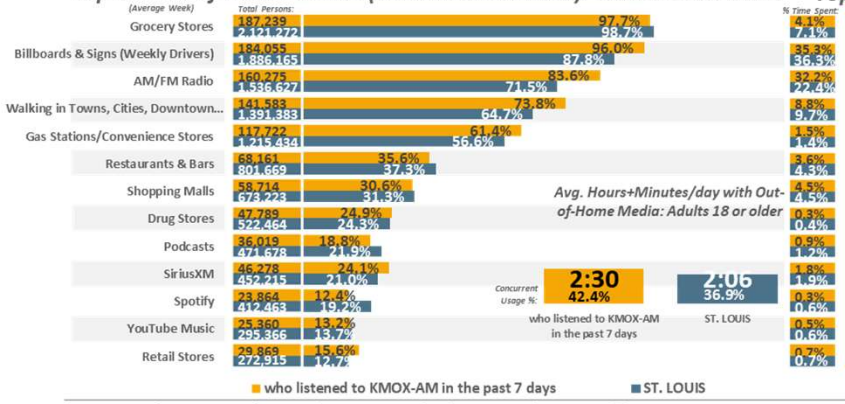
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Radio Stations: KFTK-FM

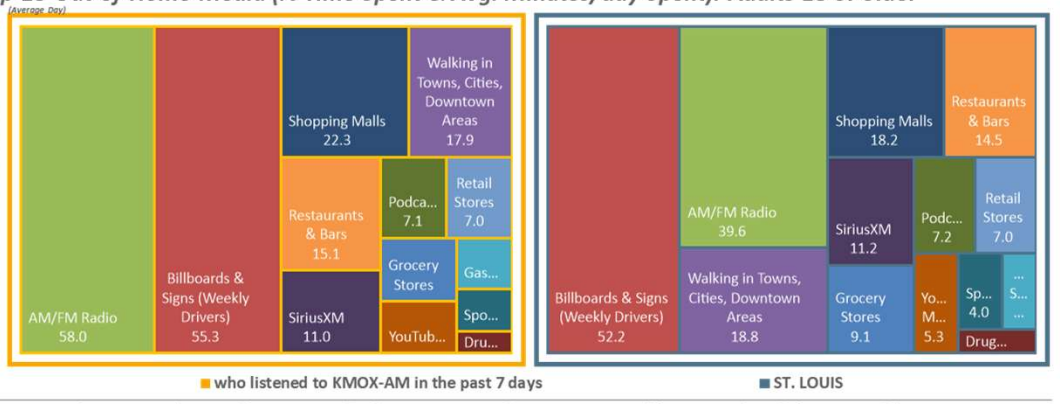
1120 AM • 98.7 FM
KMOX
The Voice of St. Louis

184,055 or 96.% of Adults 18 or older who listened to KMOX-AM in the past 7 days spend an average of 55.3 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 56.4 minutes/day.

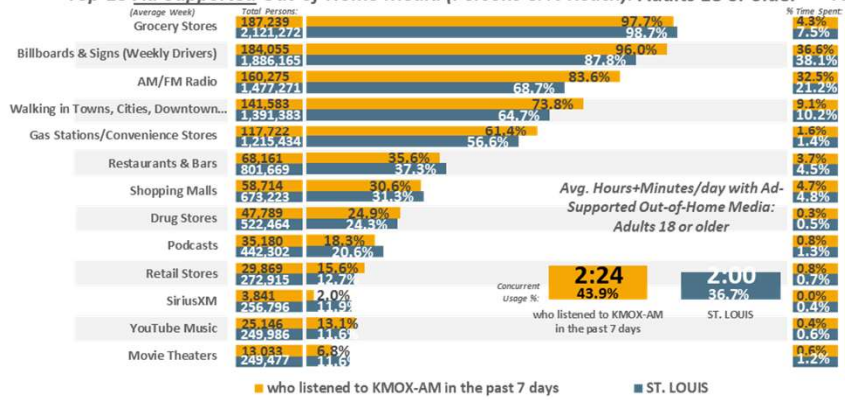
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



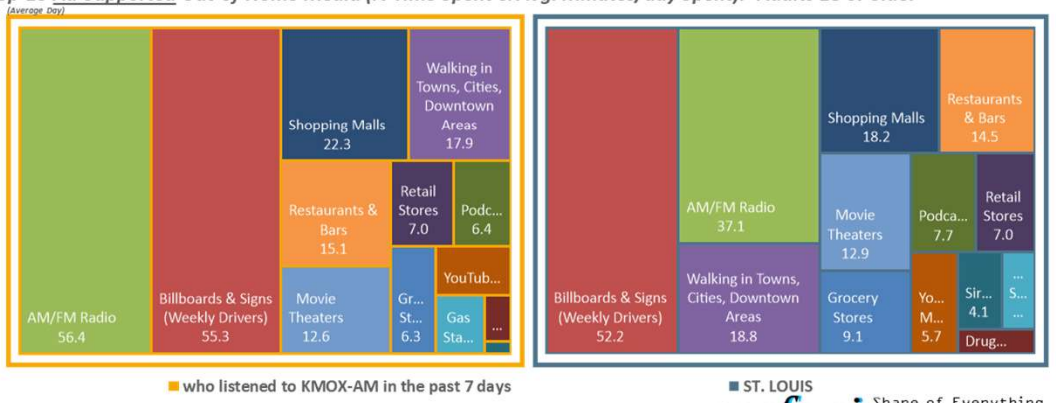
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 216

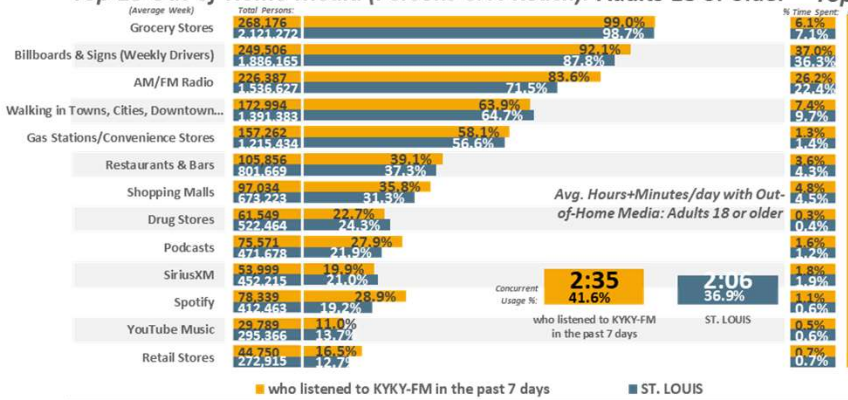
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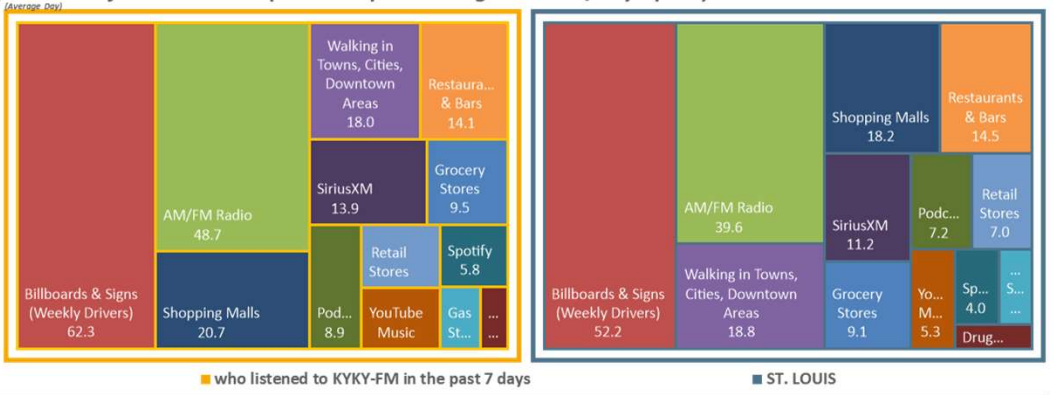
Radio Stations: KMOX-AM

249,506 or 92.1% of Adults 18 or older who listened to KYKY-FM in the past 7 days spend an average of 62.3 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 45.7 minutes/day.

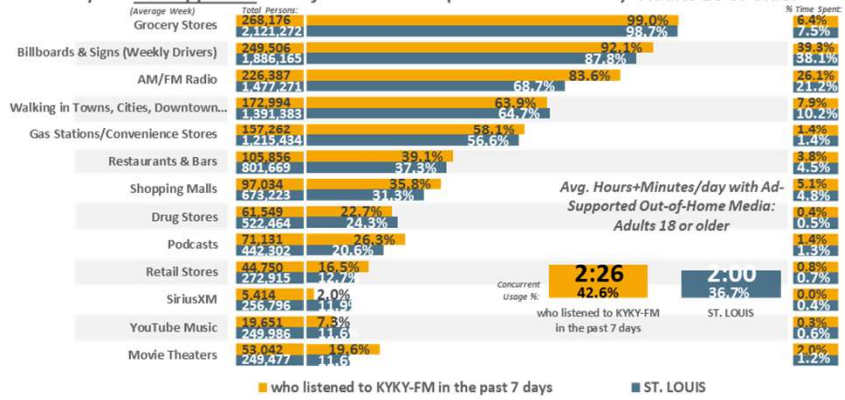
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



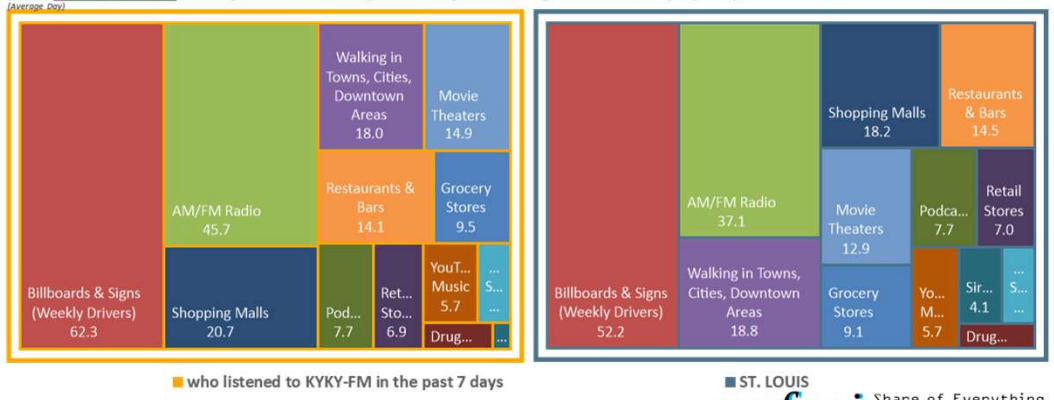
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 231

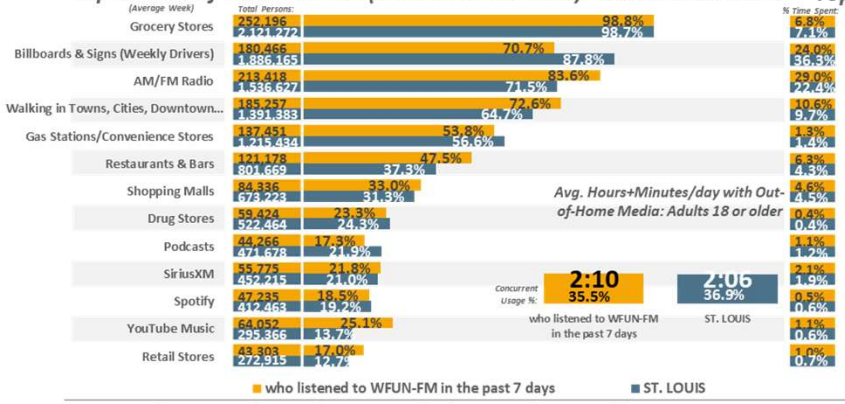
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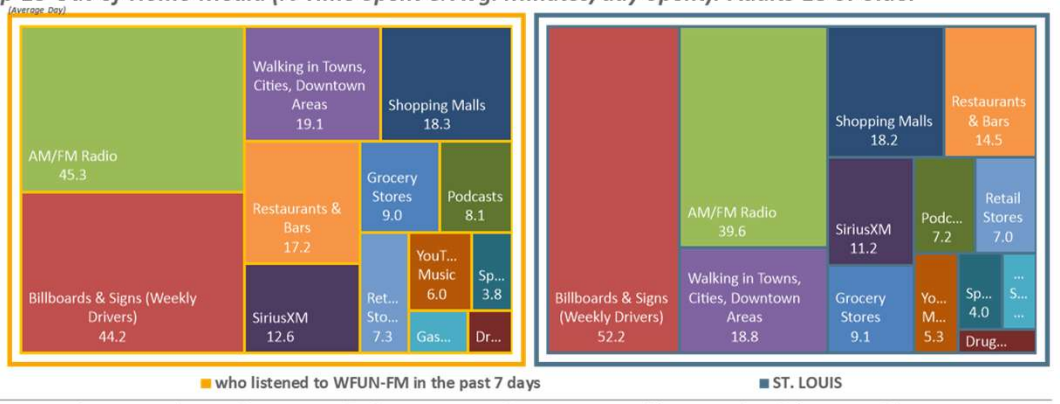
Radio Stations: KYKY-FM

180,466 or 70.7% of Adults 18 or older who listened to WFUN-FM in the past 7 days spend an average of 44.2 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 41.5 minutes/day.

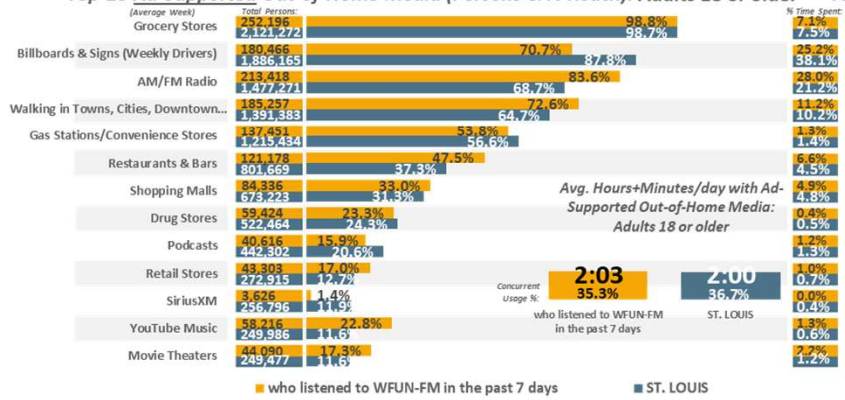
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



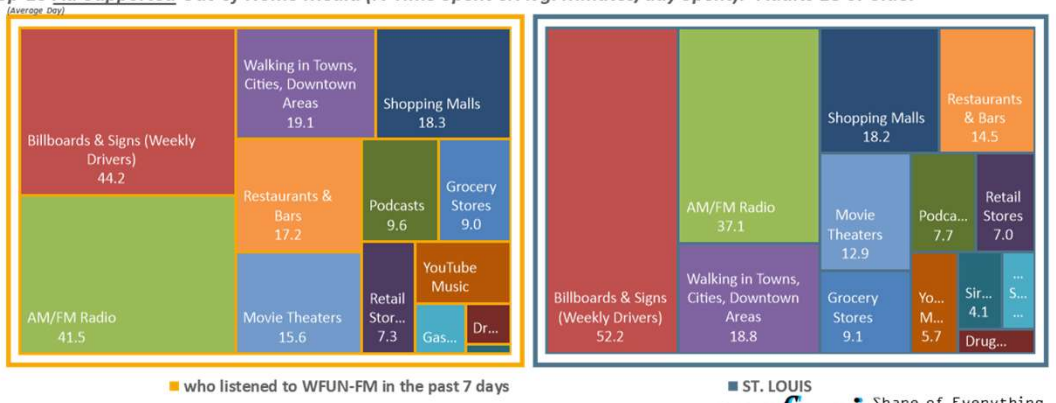
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 207

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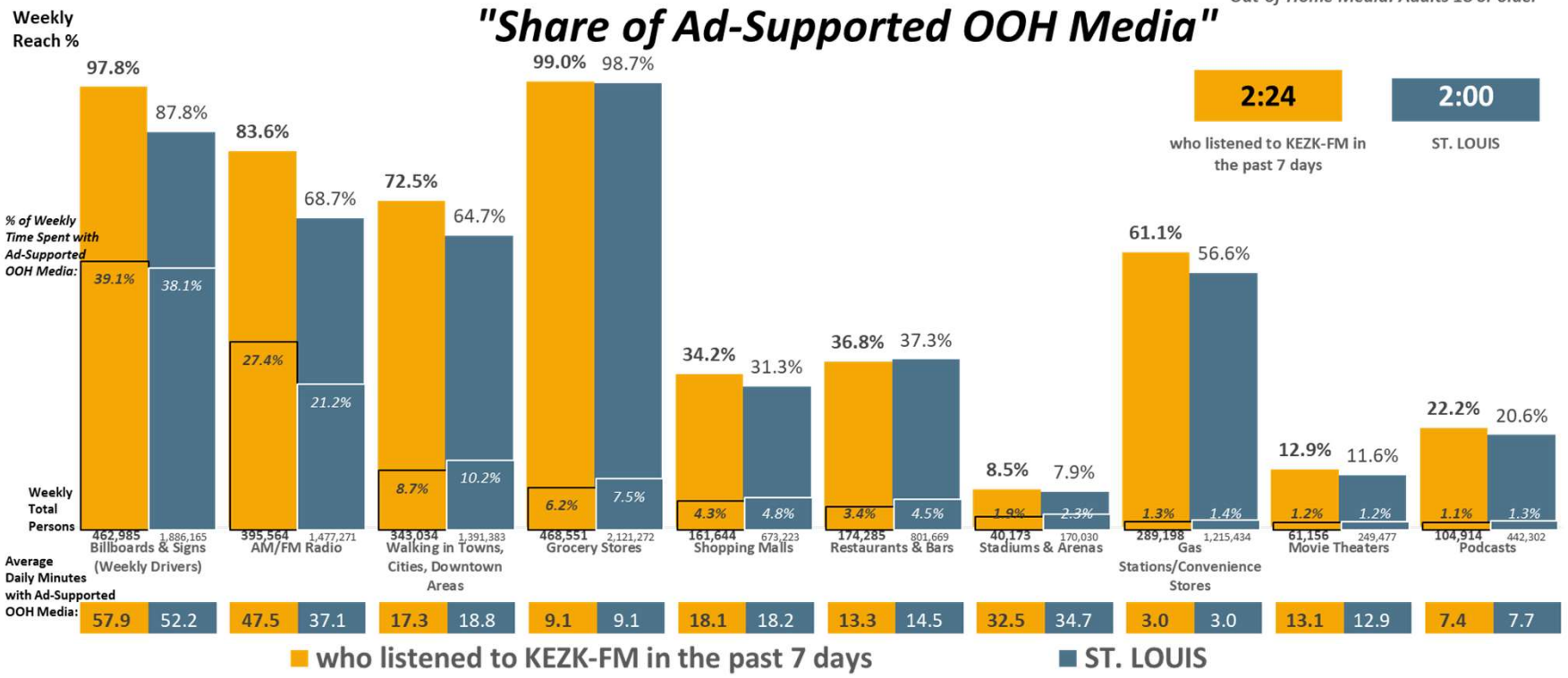
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Radio Stations: WFUN-FM

462,985 or 97.8% of Adults 18 or older who listened to KEZK-FM in the past 7 days spend an average of 57.9 minutes per day driving, seeing Billboards and Signs representing 39.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 431 ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,760

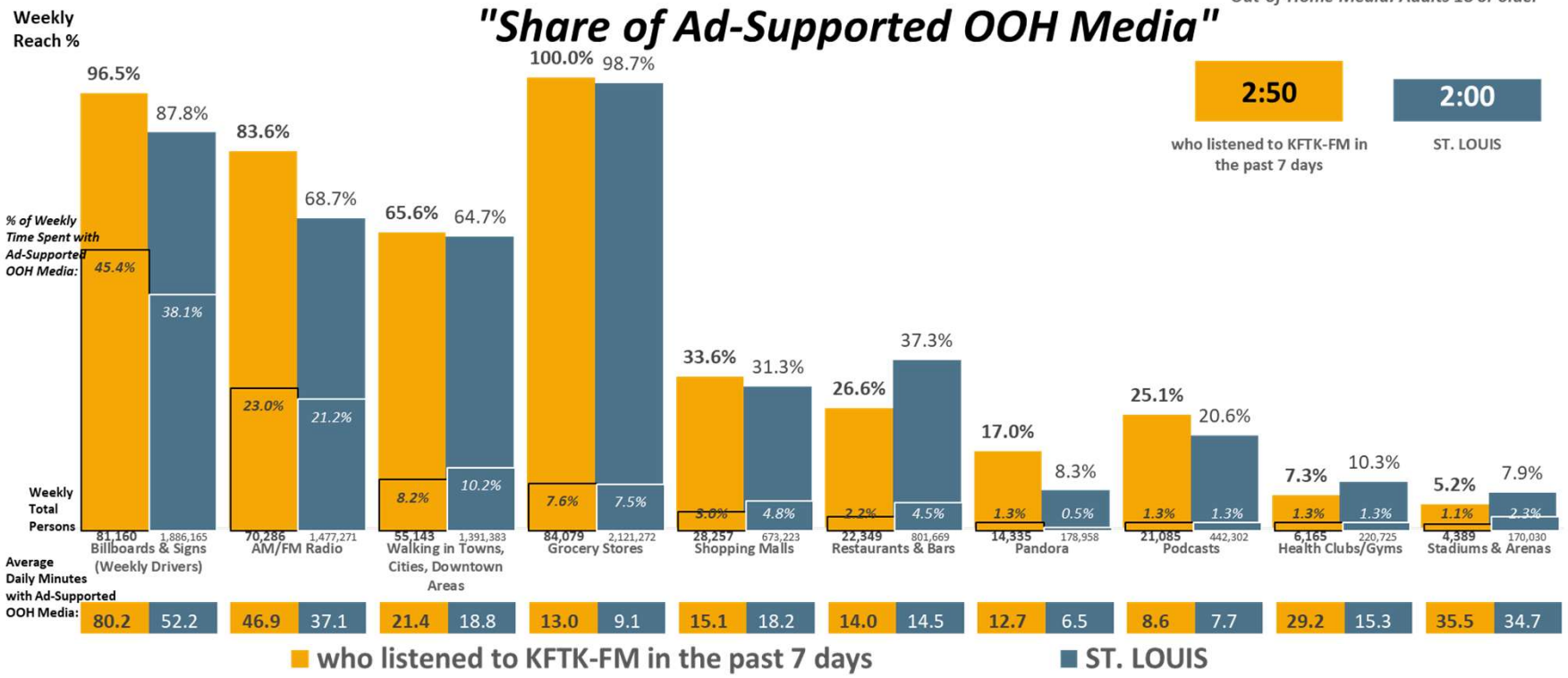
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Radio Stations: KEZK-FM

81,160 or 96.5% of Adults 18 or older who listened to KFTK-FM in the past 7 days spend an average of 80.2 minutes per day driving, seeing Billboards and Signs representing 45.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 74 ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,760

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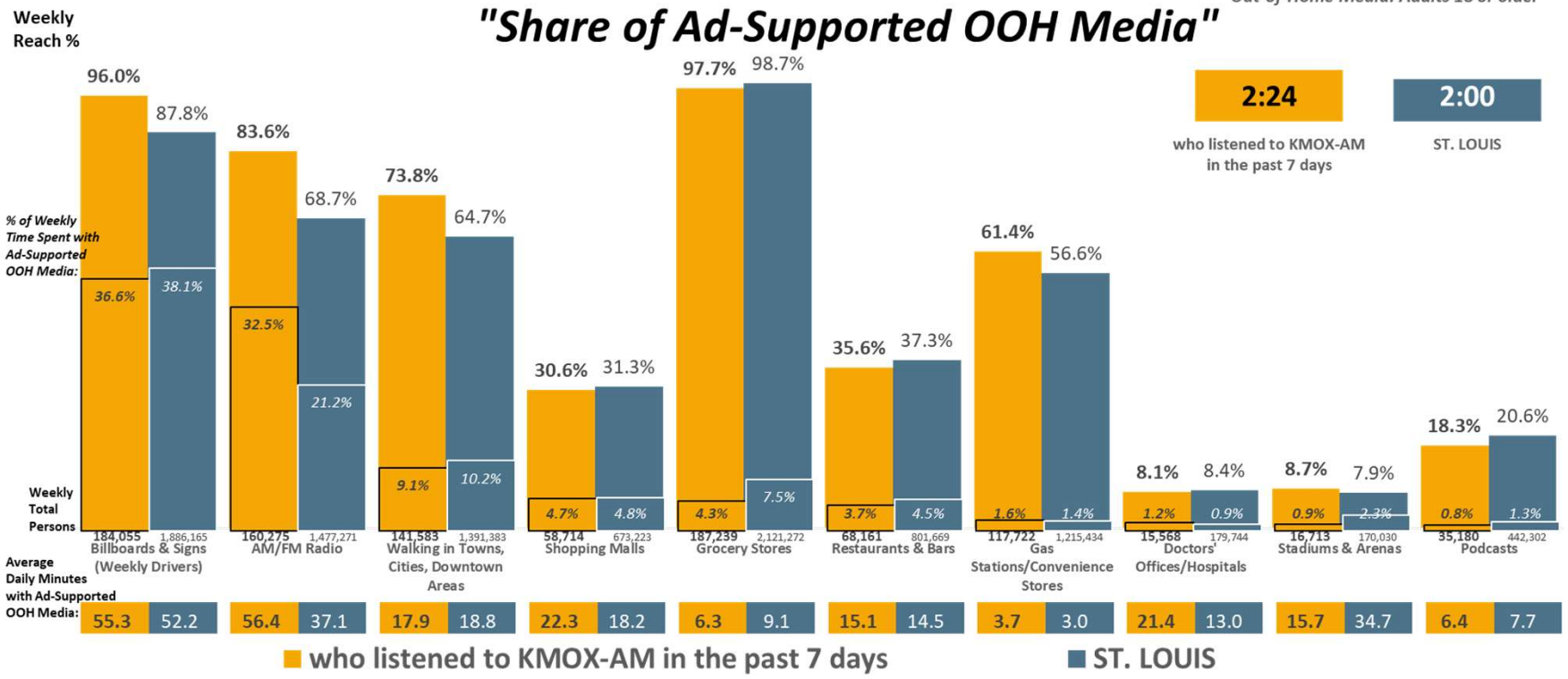
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Radio Stations: KFTK-FM

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

184,055 or 96.% of Adults 18 or older who listened to KMOX-AM in the past 7 days spend an average of 55.3 minutes per day driving, seeing Billboards and Signs representing 36.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 216 ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,760

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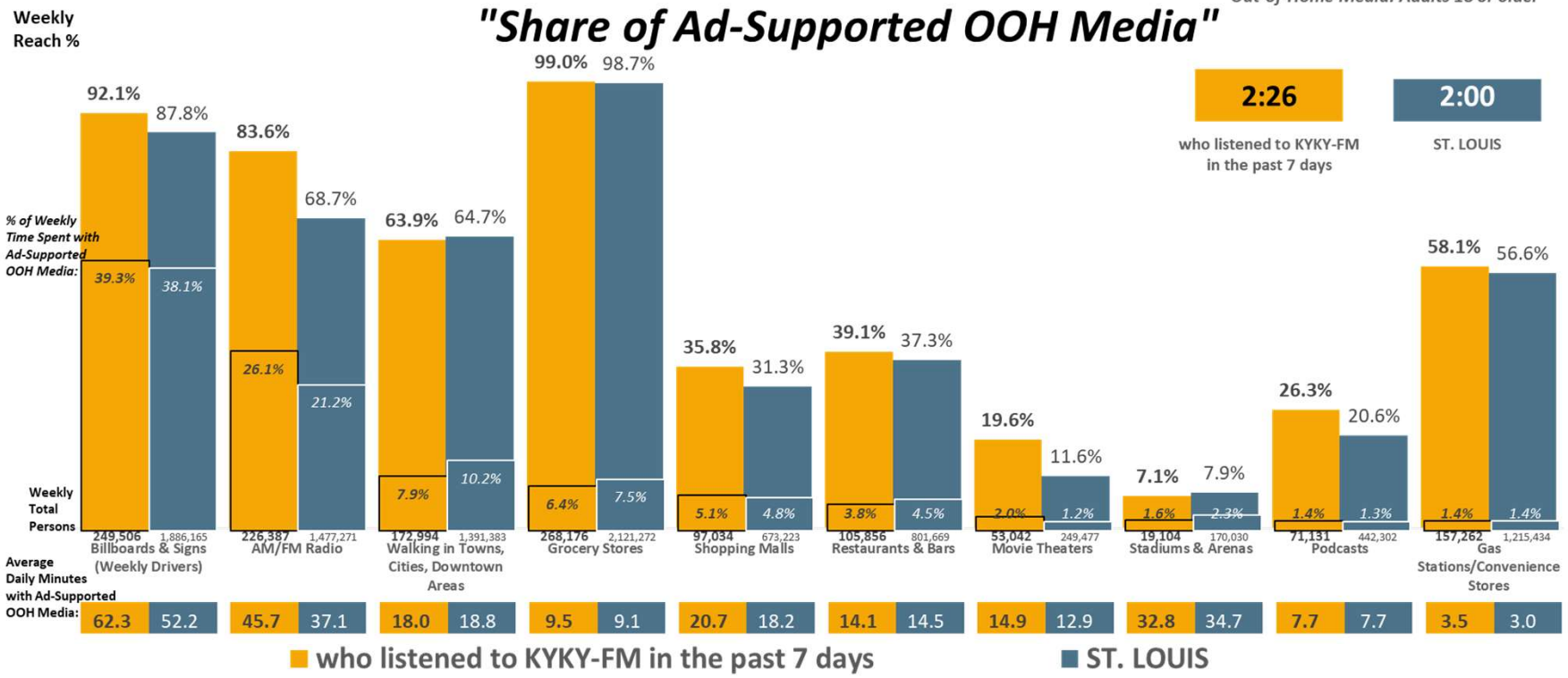
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Radio Stations: KMOX-AM

249,506 or 92.1% of Adults 18 or older who listened to KYKY-FM in the past 7 days spend an average of 62.3 minutes per day driving, seeing Billboards and Signs representing 39.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 231 ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,760

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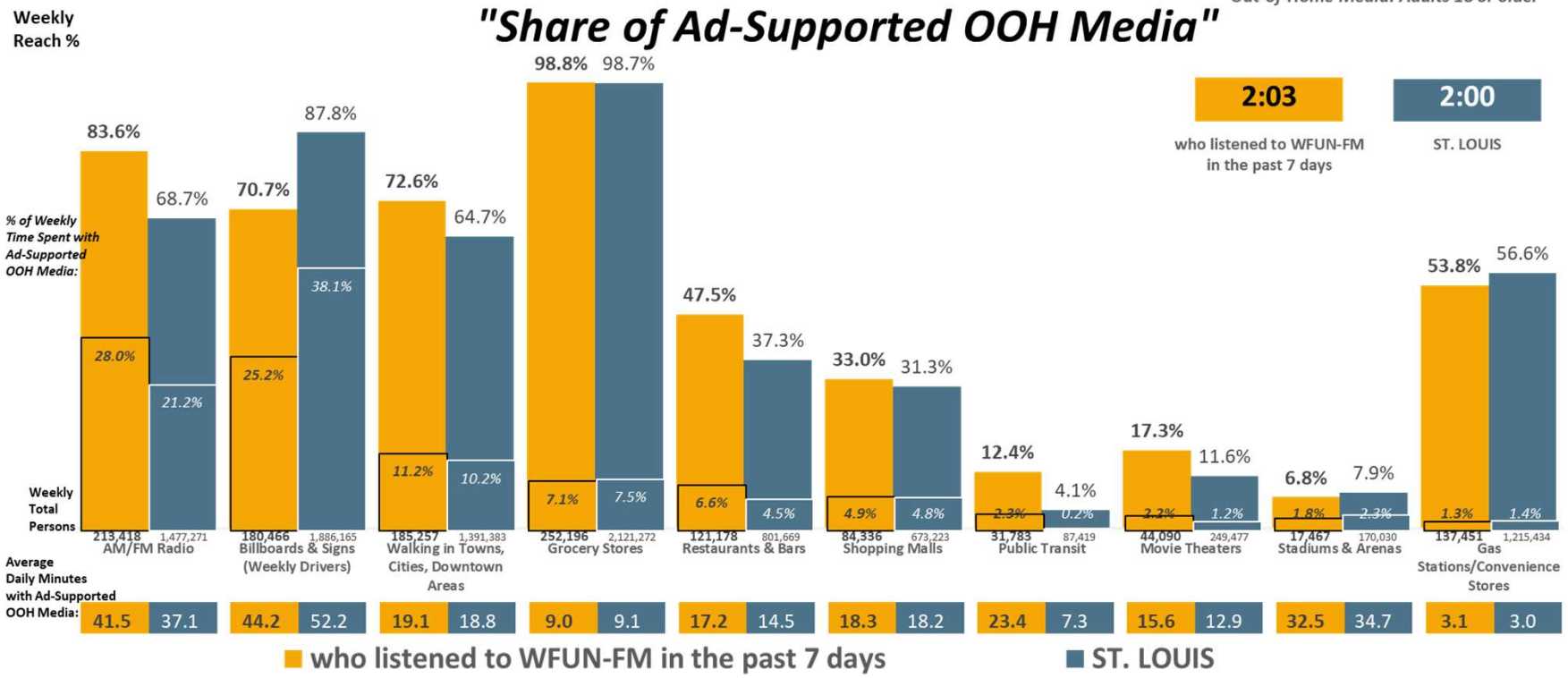
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Radio Stations: KYKY-FM

180,466 or 70.7% of Adults 18 or older who listened to WFUN-FM in the past 7 days spend an average of 44.2 minutes per day driving, seeing Billboards and Signs representing 25.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 207 ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,760

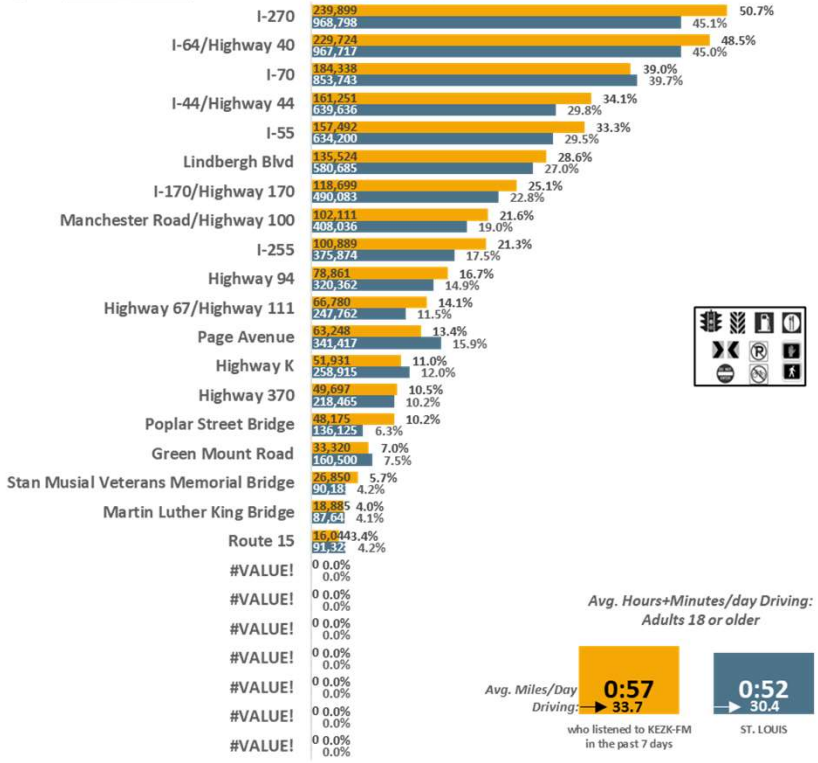
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Radio Stations: WFUN-FM

462,985 or 97.8% of Adults 18 or older who listened to KEZK-FM in the past 7 days spend an average of 57.9 minutes per day driving an average of 33.7 miles each day and are 60.7% more likely to use Poplar Street Bridge than the Metro average.

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



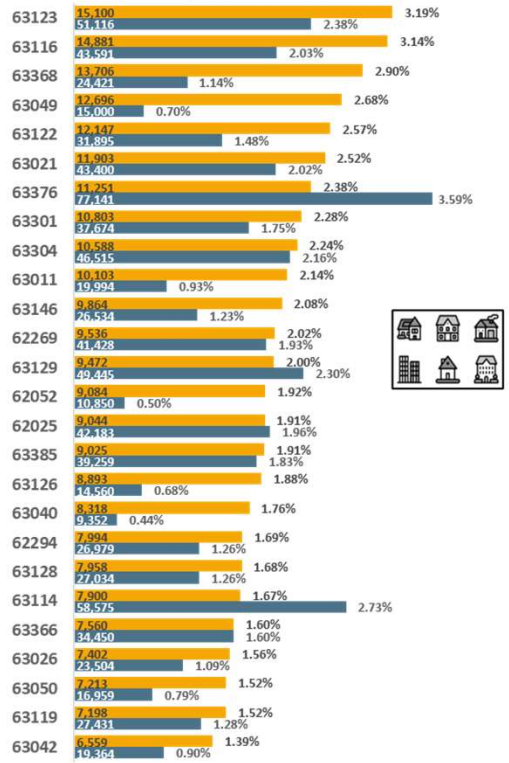
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: → 33.7

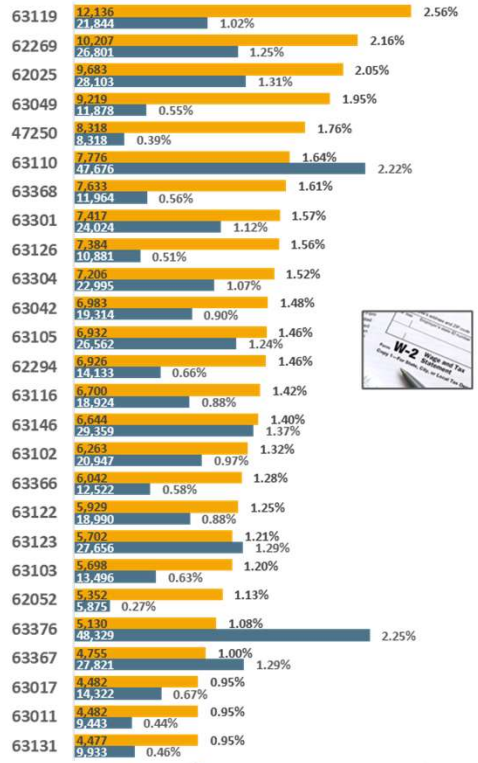
0:57 — who listened to KEZK-FM in the past 7 days

0:52 → 30.4 — ST. LOUIS

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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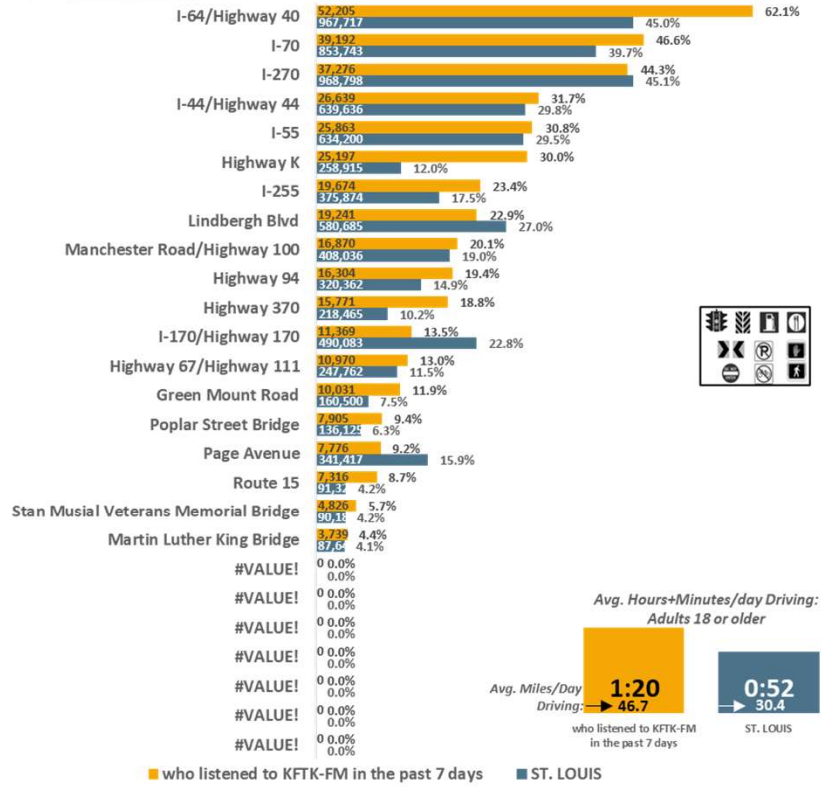
ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 431

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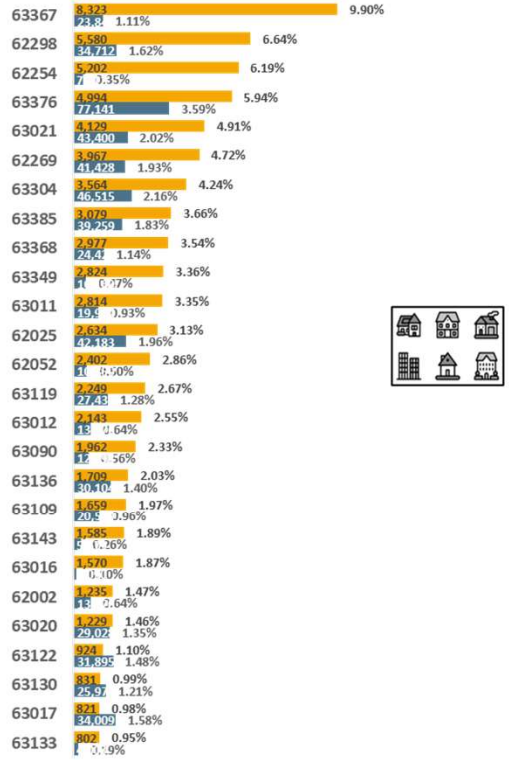
Radio Stations: KEZK-FM

81,160 or 96.5% of Adults 18 or older who listened to KFTK-FM in the past 7 days spend an average of 80.2 minutes per day driving an average of 46.7 miles each day and are 148.7% more likely to use Highway K than the Metro average.

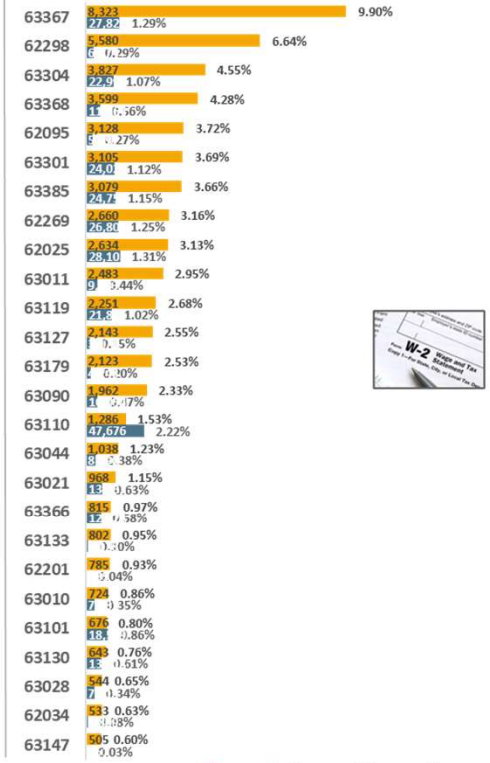
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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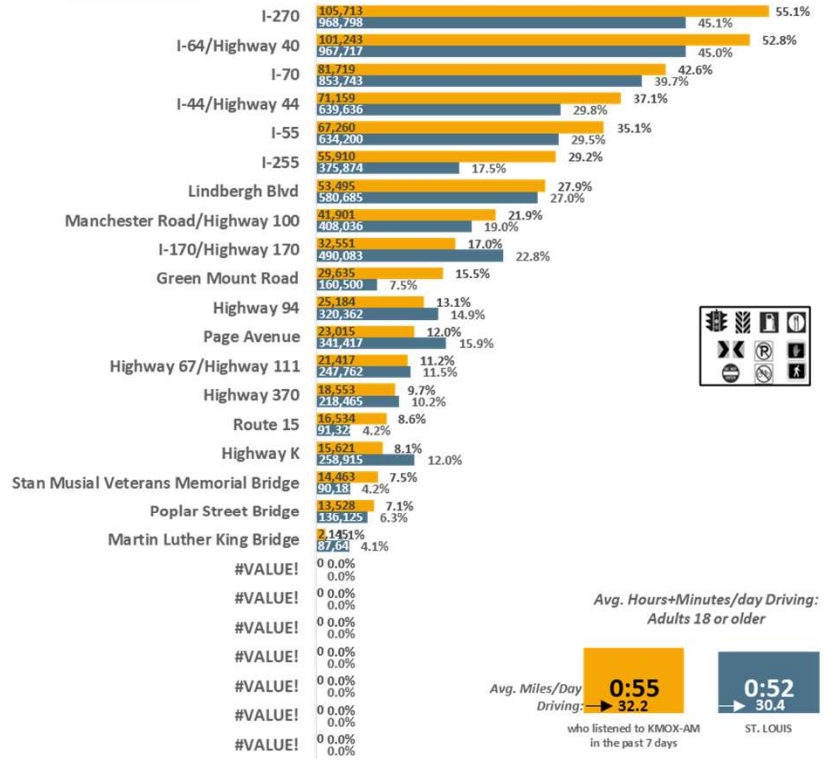
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Radio Stations: KFTK-FM

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

184,055 or 96.% of Adults 18 or older who listened to KMOX-AM in the past 7 days spend an average of 55.3 minutes per day driving an average of 32.2 miles each day and are 107.% more likely to use Green Mount Road than the Metro average.

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



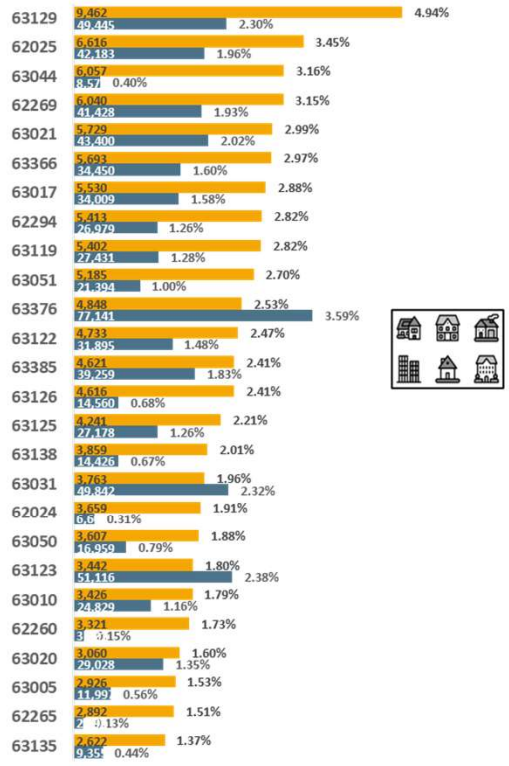
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 32.2

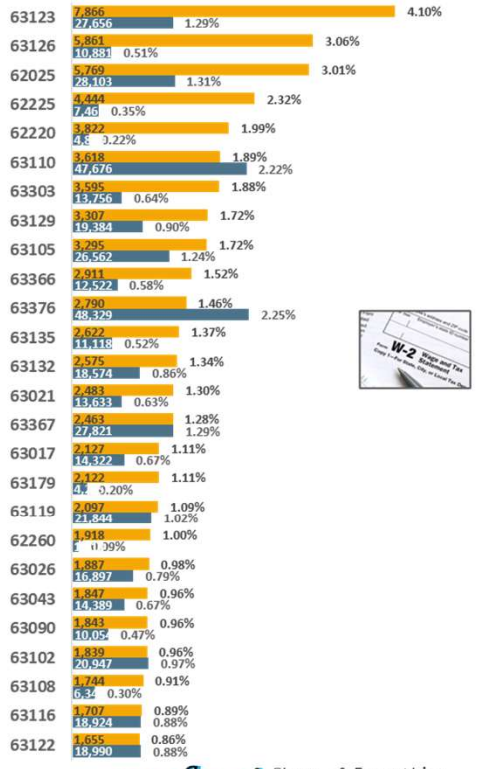
0:55 — who listened to KMOX-AM in the past 7 days

0:52 (30.4) — ST. LOUIS

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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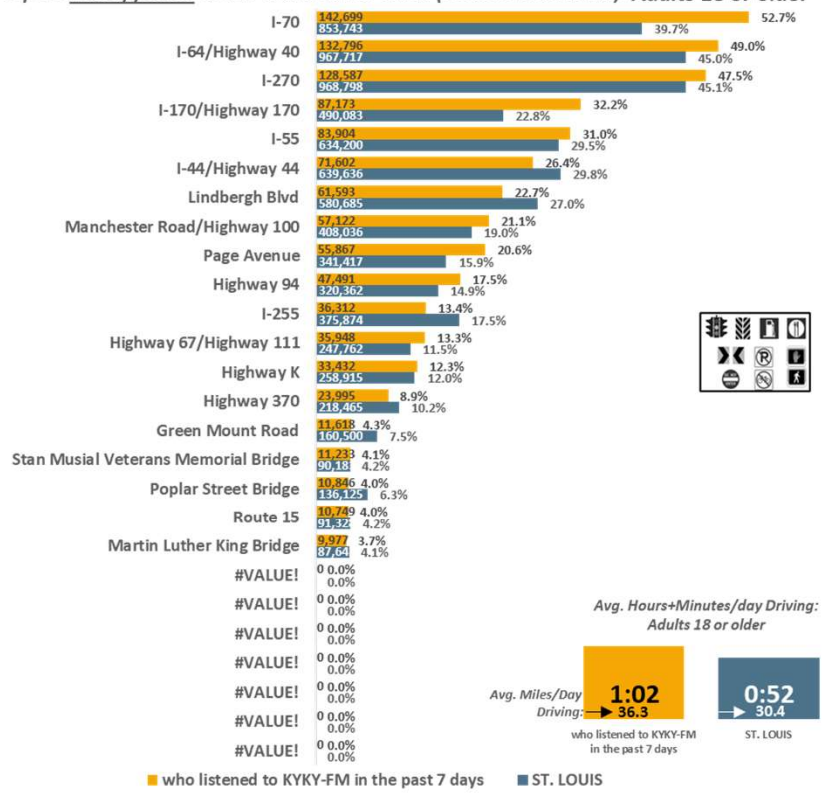
ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 216

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Radio Stations: KMOX-AM

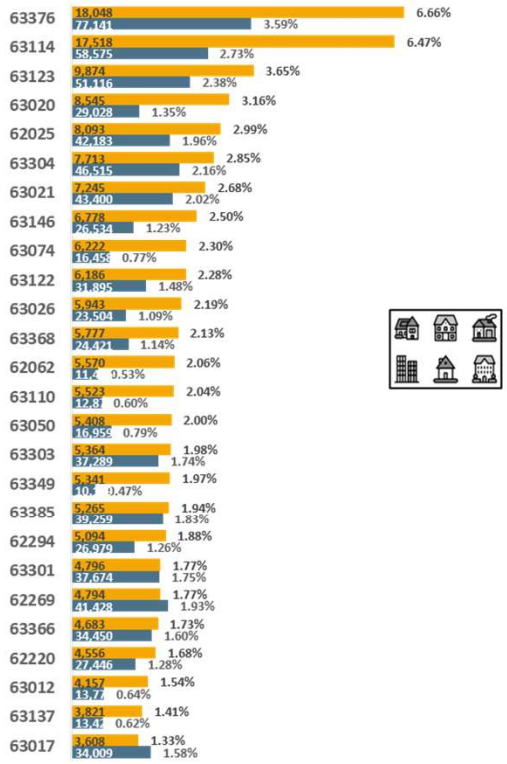
249,506 or 92.1% of Adults 18 or older who listened to KYKY-FM in the past 7 days spend an average of 62.3 minutes per day driving an average of 36.3 miles each day and are 41.2% more likely to use I-170/Highway 170 than the Metro average.

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

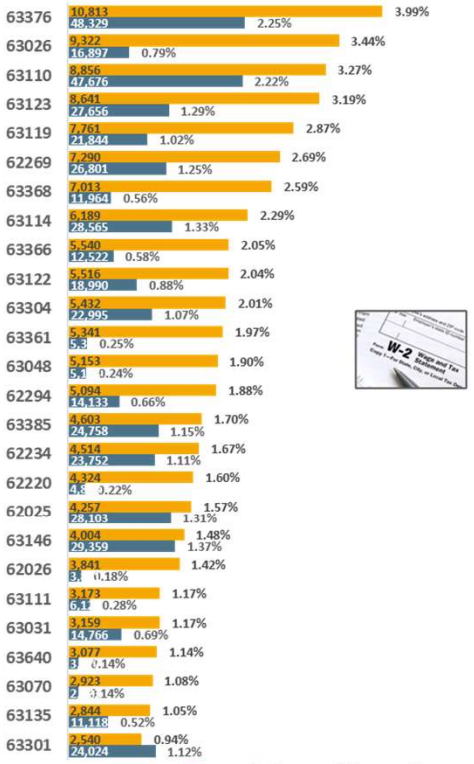


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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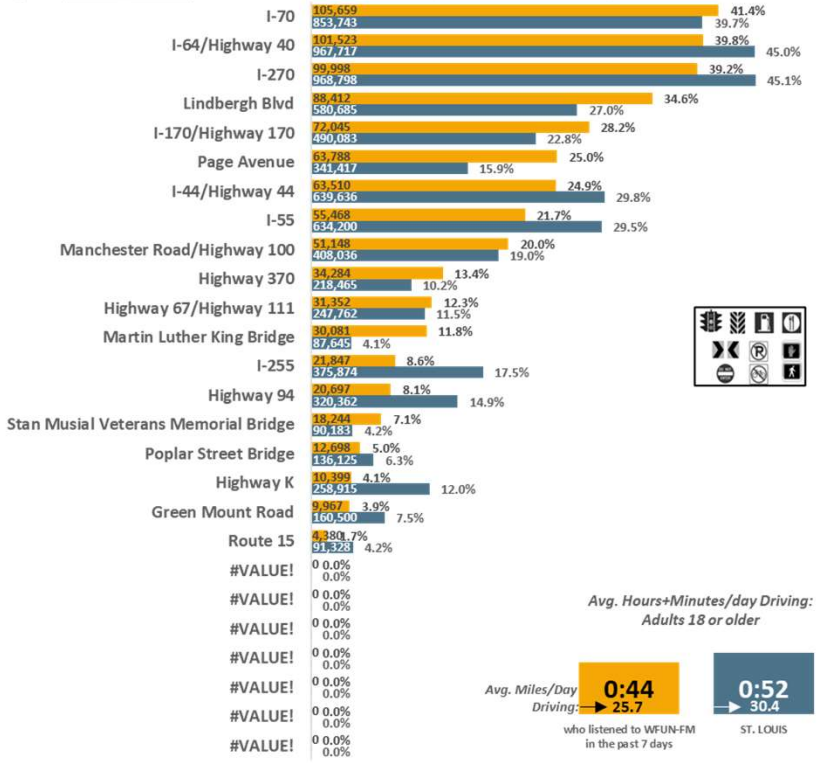
ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 231

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Radio Stations: KYKY-FM

180,466 or 70.7% of Adults 18 or older who listened to WFUN-FM in the past 7 days spend an average of 44.2 minutes per day driving an average of 25.7 miles each day and are 188.9% more likely to use Martin Luther King Bridge than the Metro average.

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



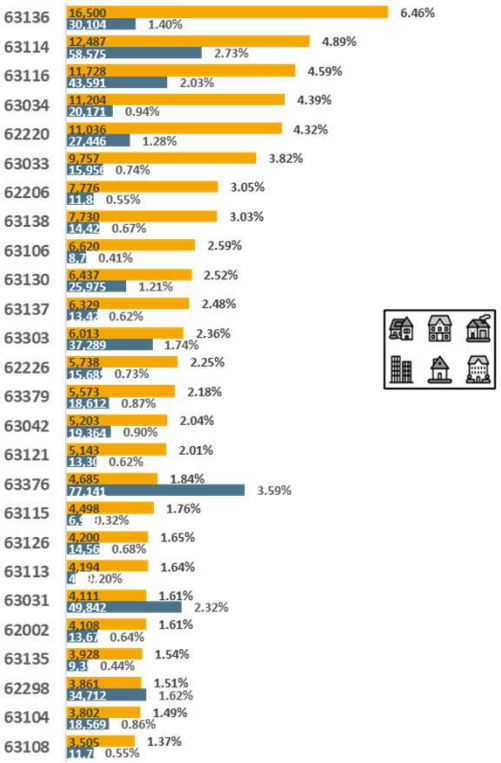
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 25.7

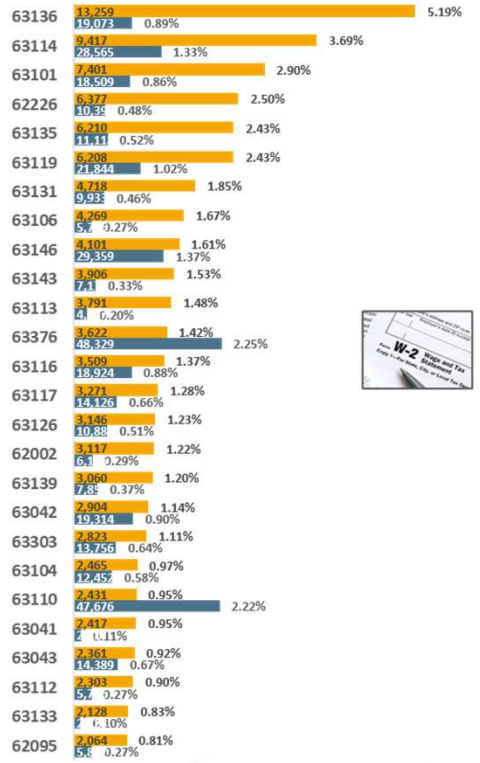
0:44 who listened to WFUN-FM in the past 7 days

0:52 → 30.4 ST. LOUIS

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



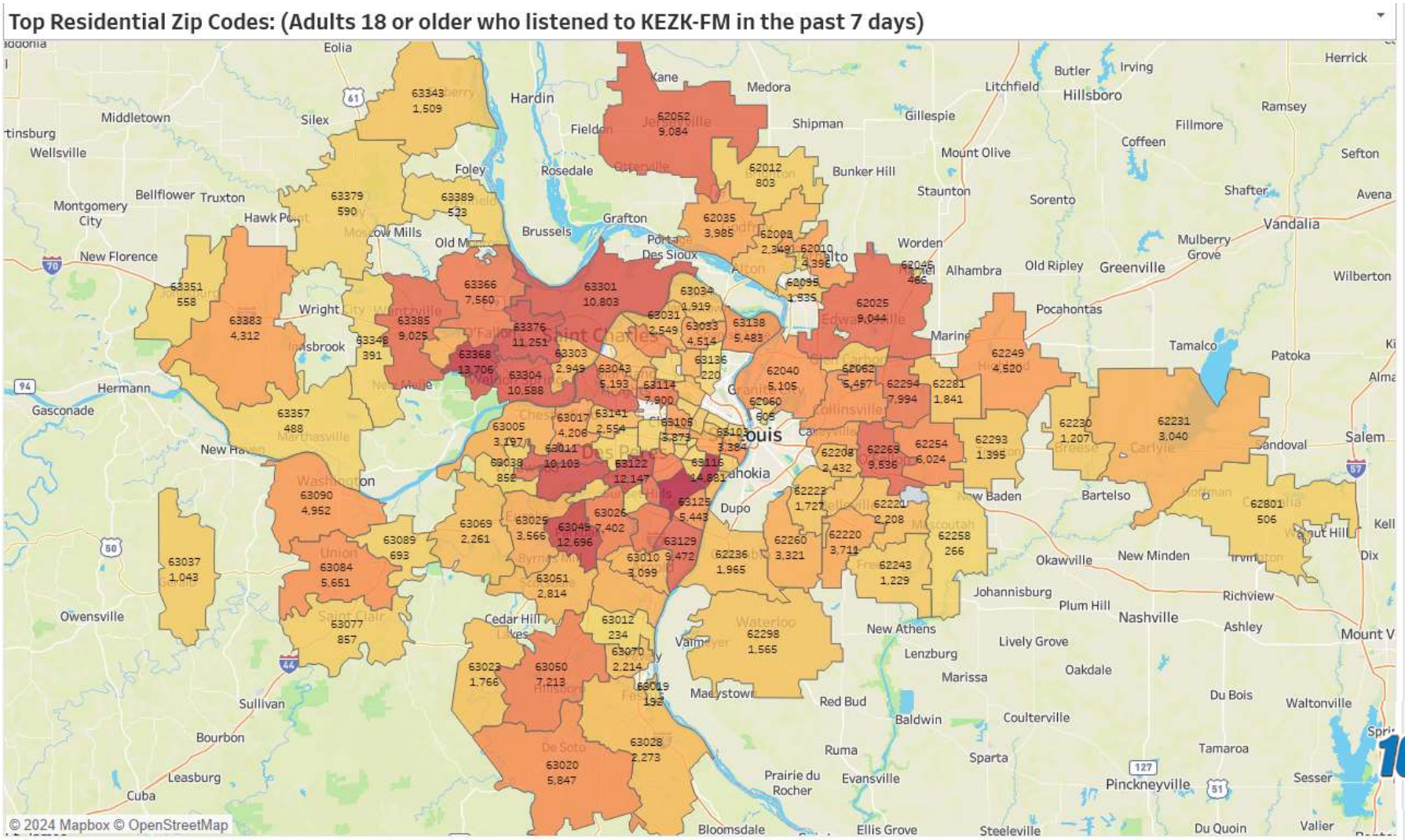
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Radio Stations: WFUN-FM

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

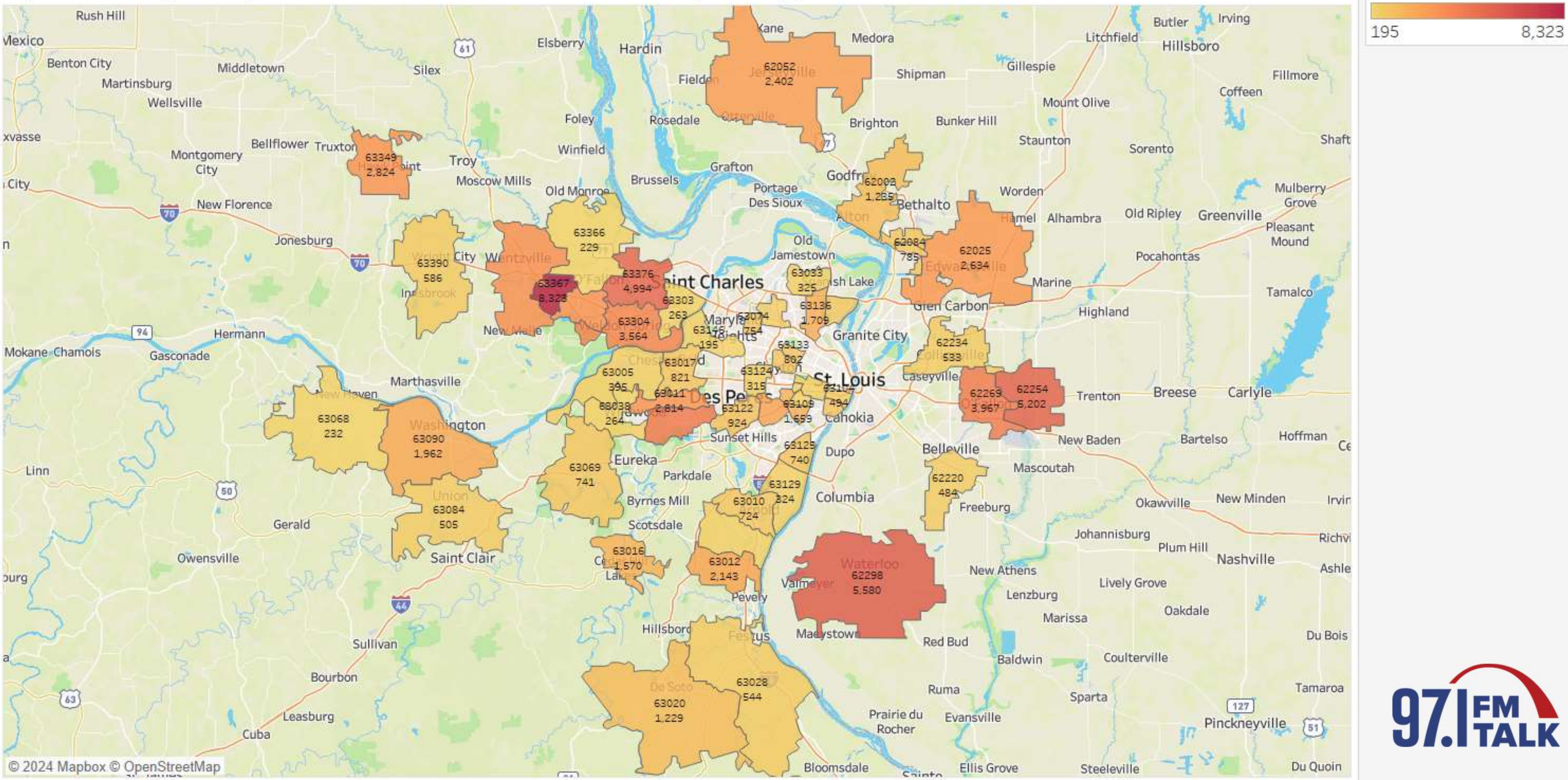


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Radio Stations: KEZK-FM

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



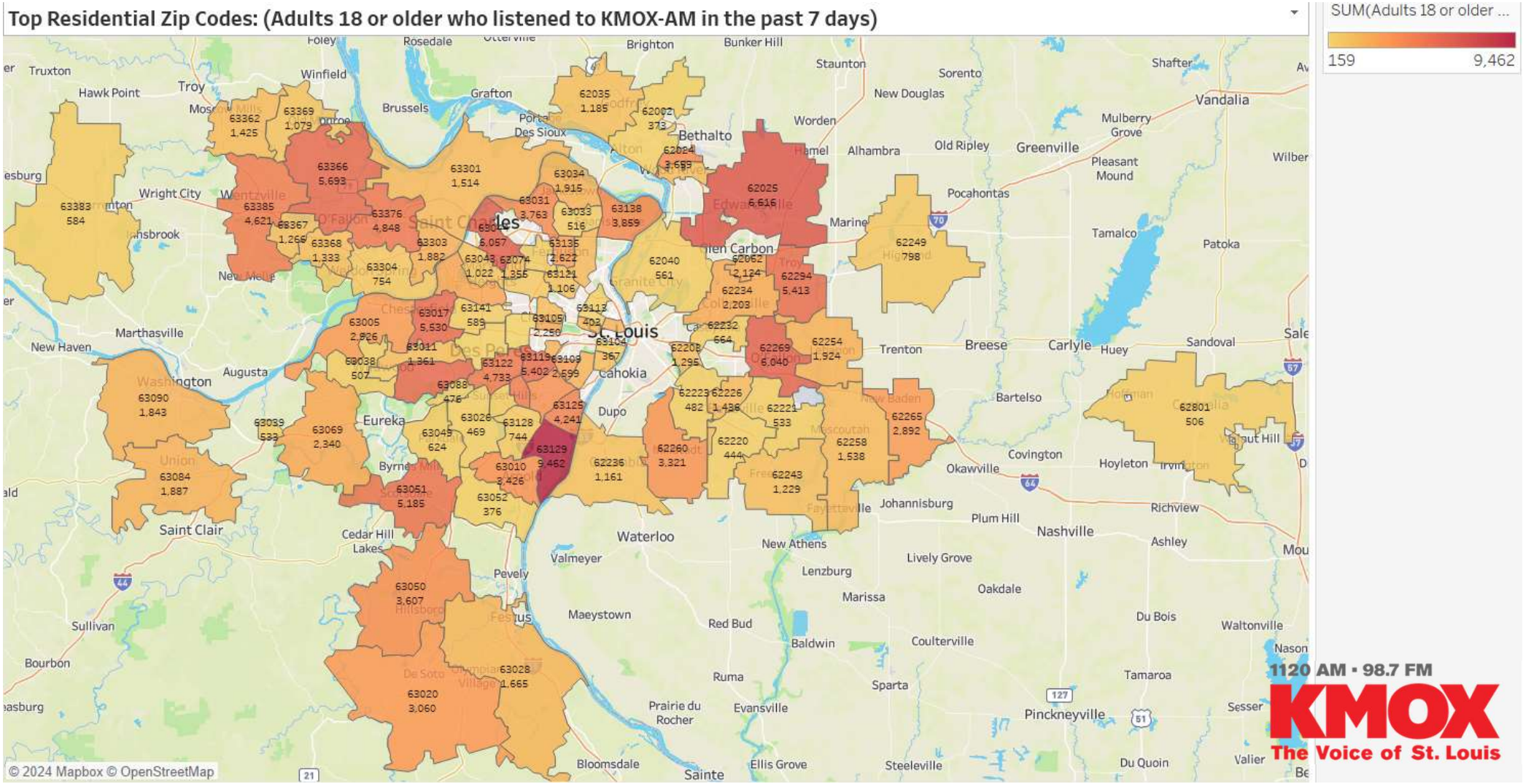
ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 74

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Radio Stations: KFTK-FM

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

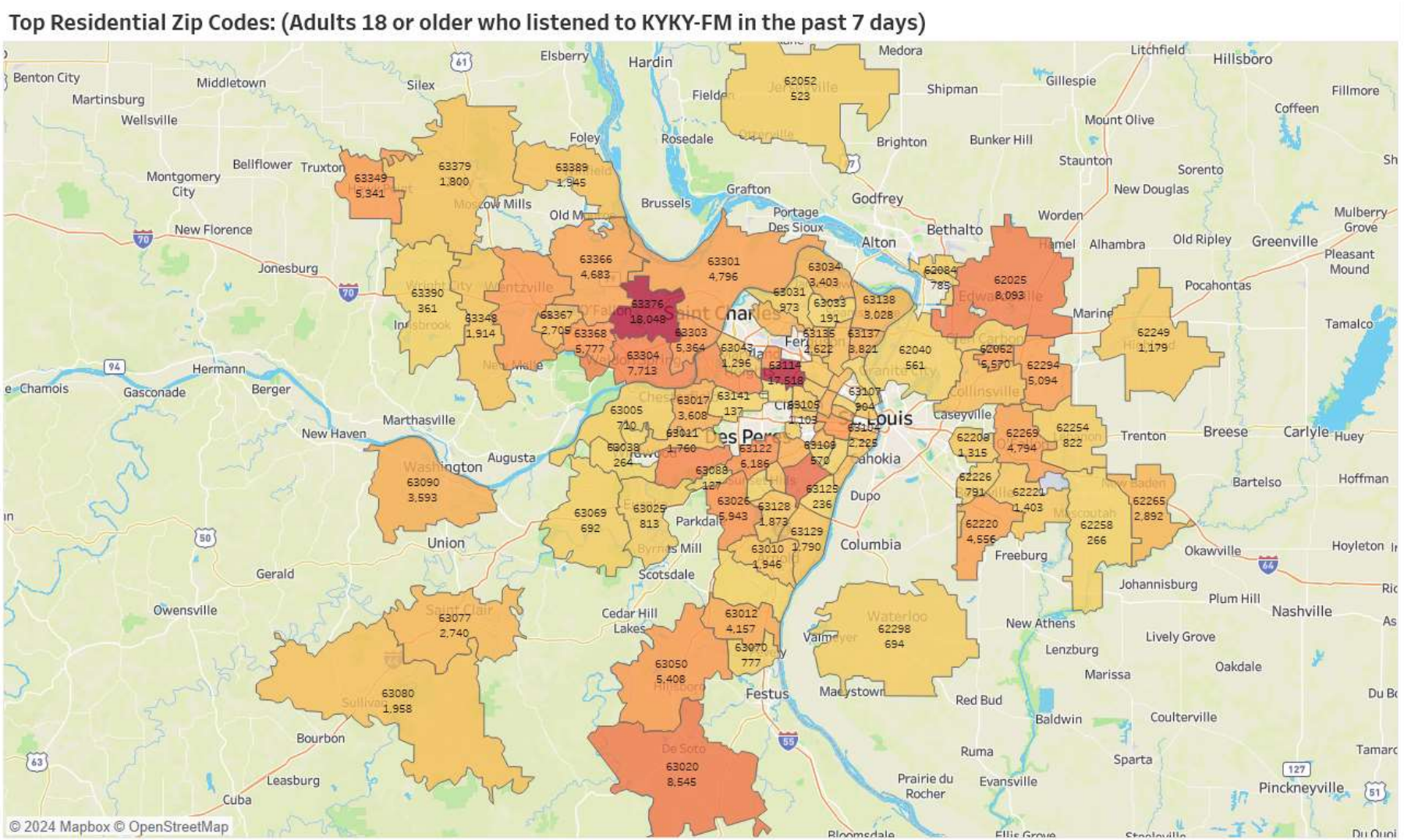


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Radio Stations: KMOX-AM

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

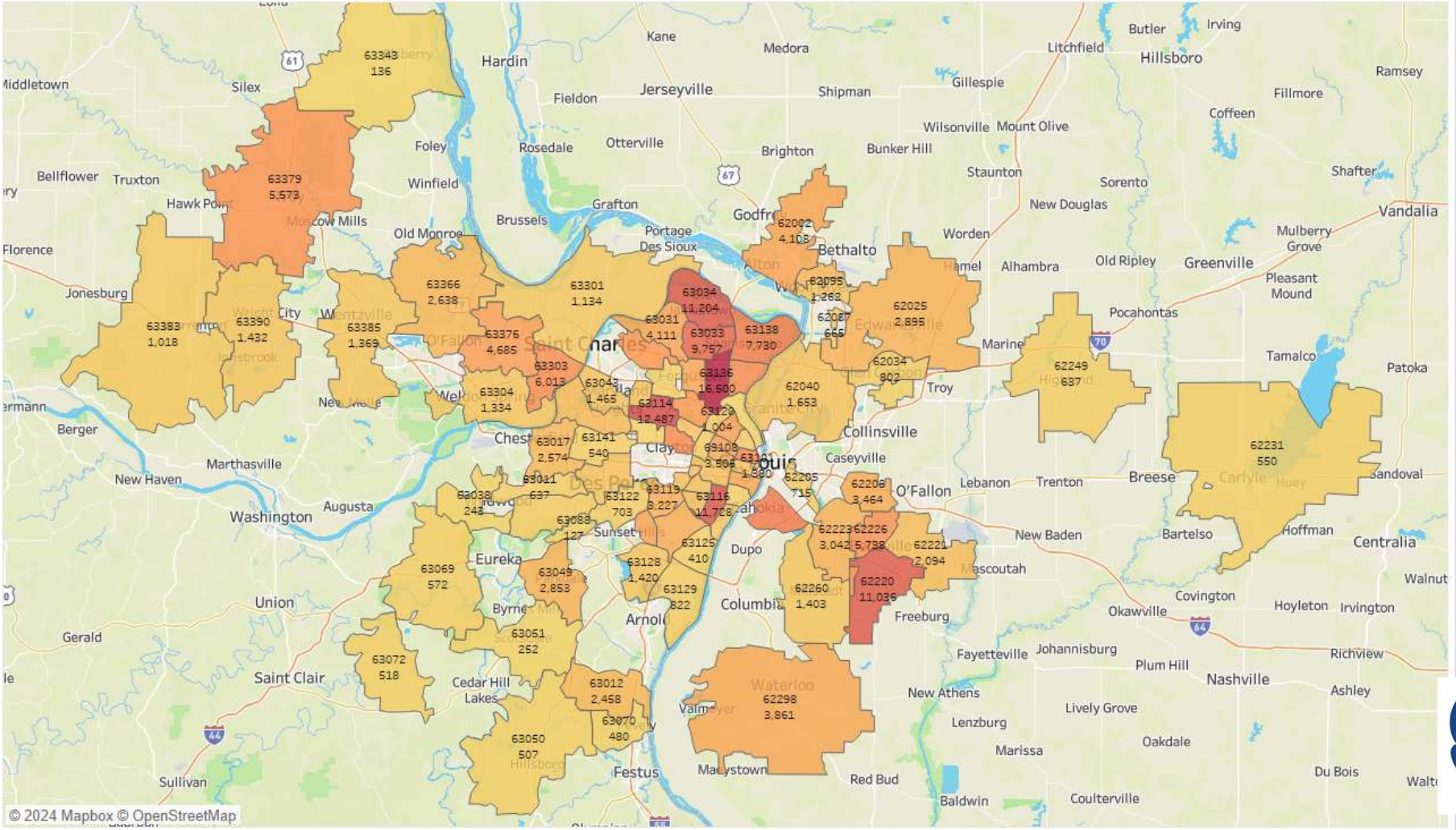


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Radio Stations: KYKY-FM

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



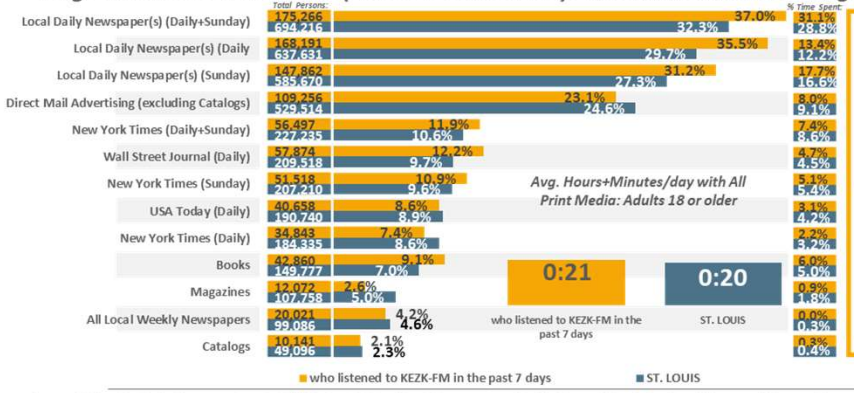
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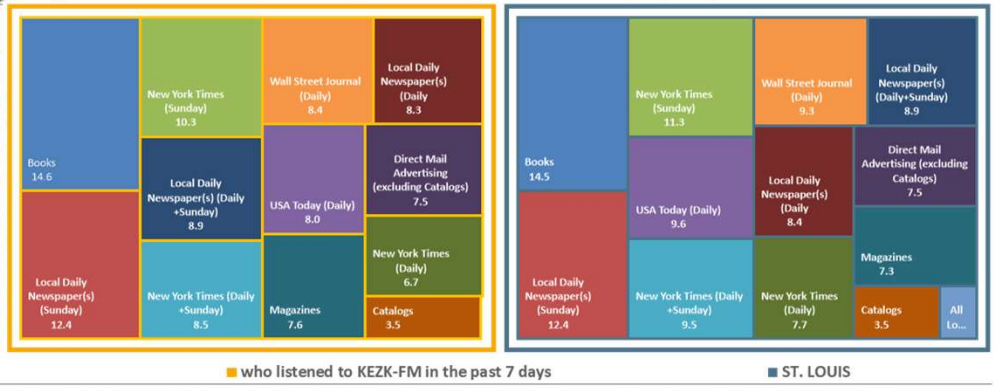
Radio Stations: WFUN-FM

175,266 or 37.% of Adults 18 or older who listened to KEZK-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 33.1% of all time spent daily with All forms of Print Media.

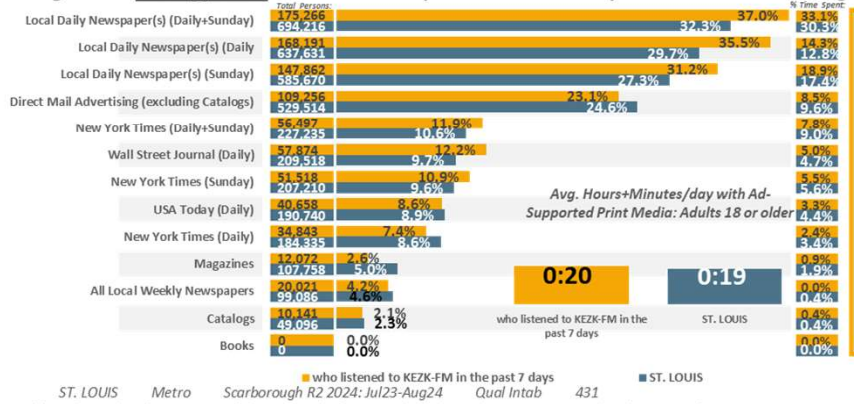
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



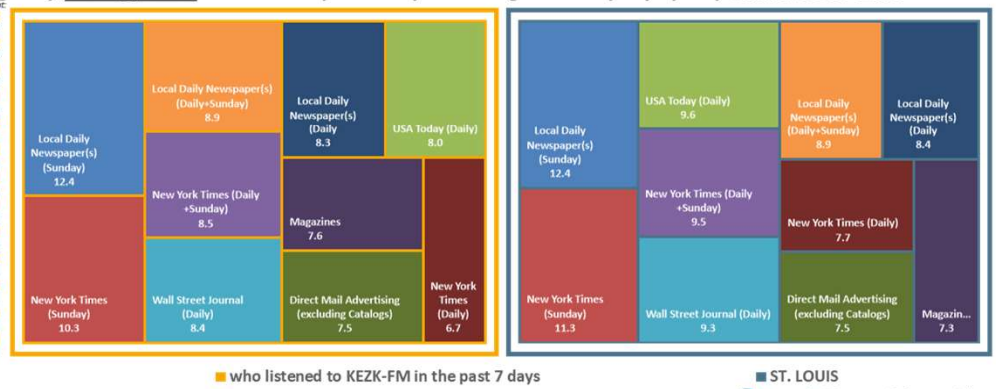
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 431

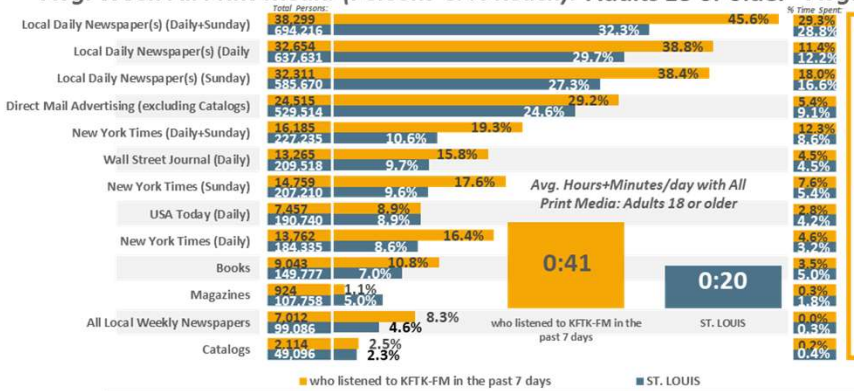
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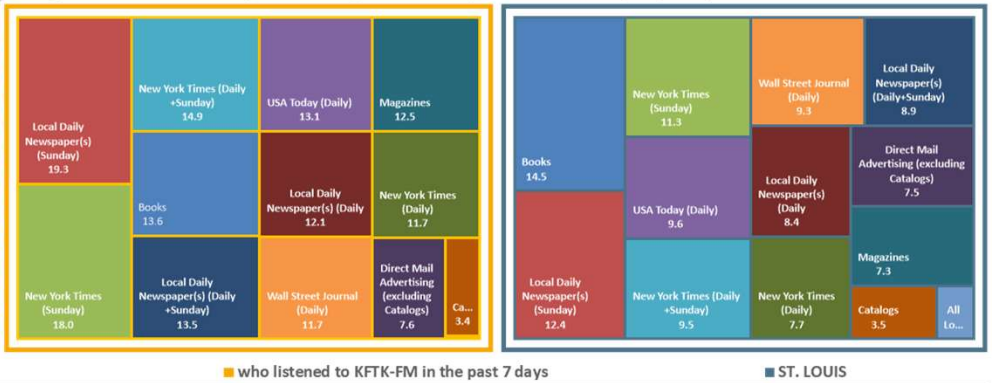
Radio Stations: KEZK-FM

38,299 or 45.6% of Adults 18 or older who listened to KFTK-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 13.5 minutes every day representing 30.4% of all time spent daily with All forms of Print Media.

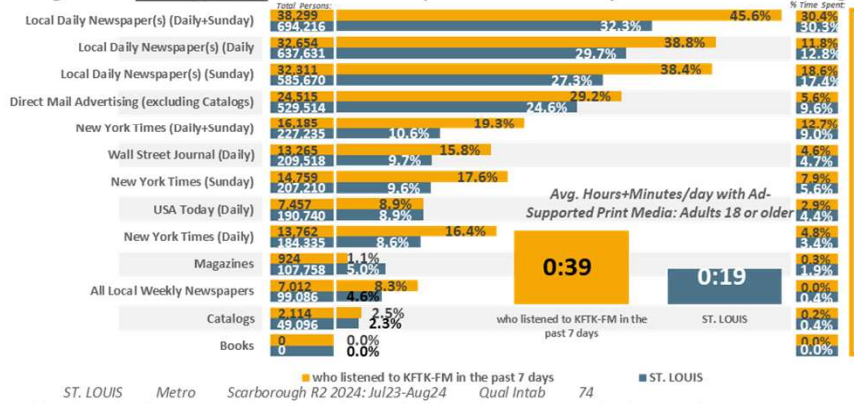
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



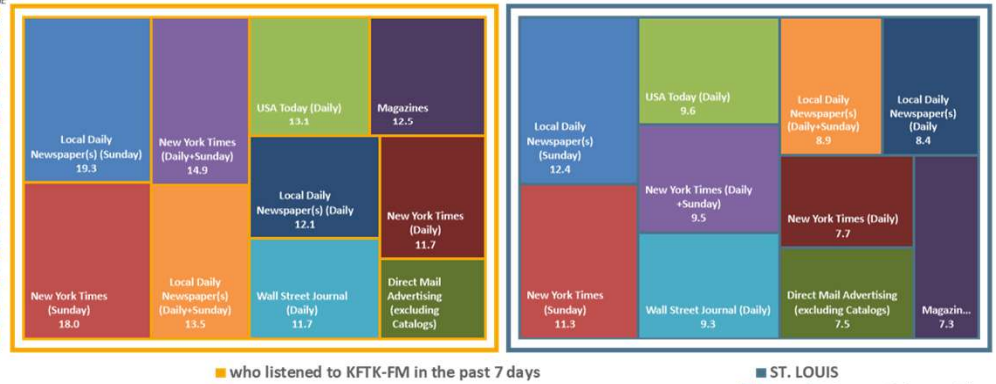
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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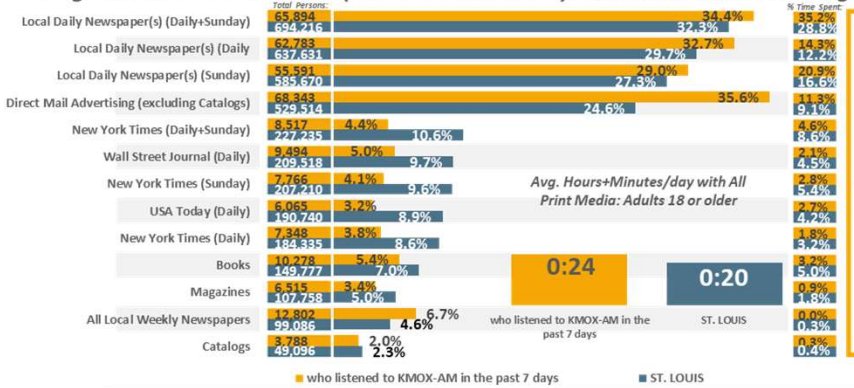
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Radio Stations: KFTK-FM

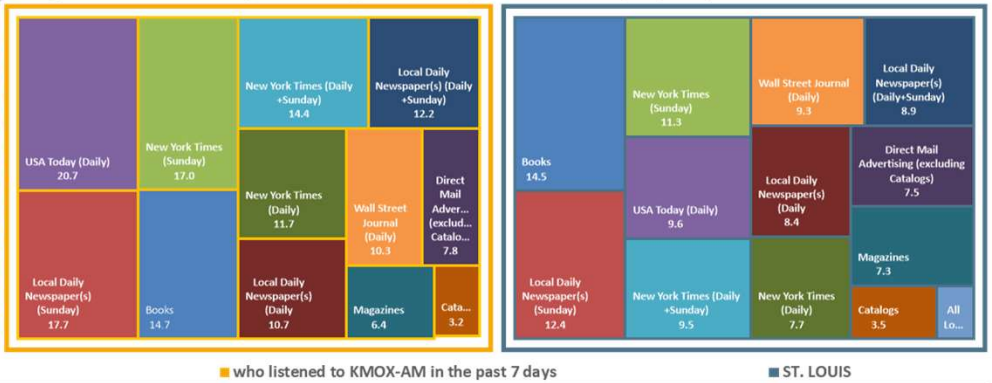
1120 AM • 98.7 FM
KMOX
The Voice of St. Louis

65,894 or 34.4% of Adults 18 or older who listened to KMOX-AM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.2 minutes every day representing 36.3% of all time spent daily with All forms of Print Media.

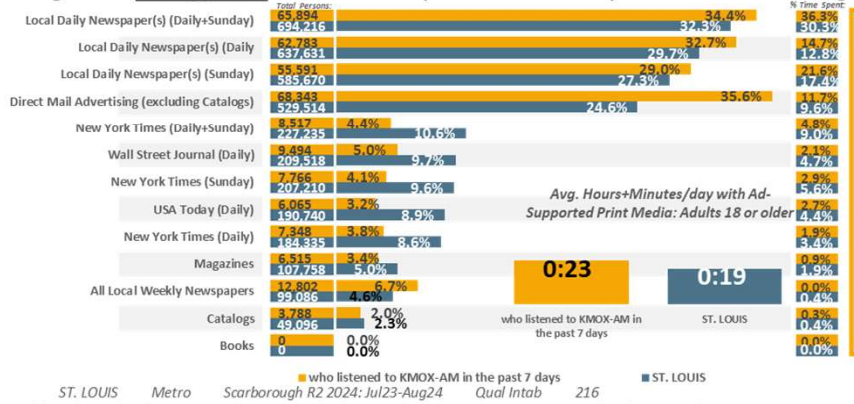
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



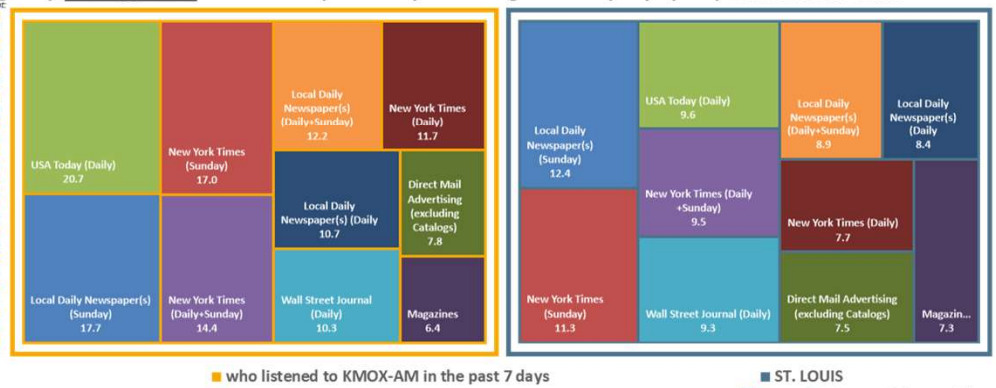
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 216

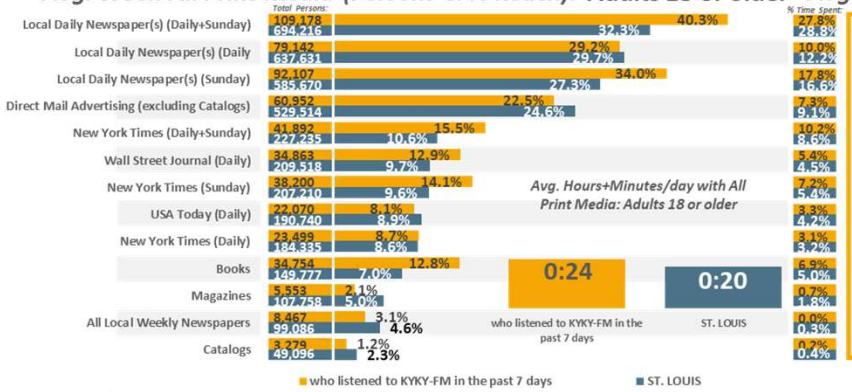
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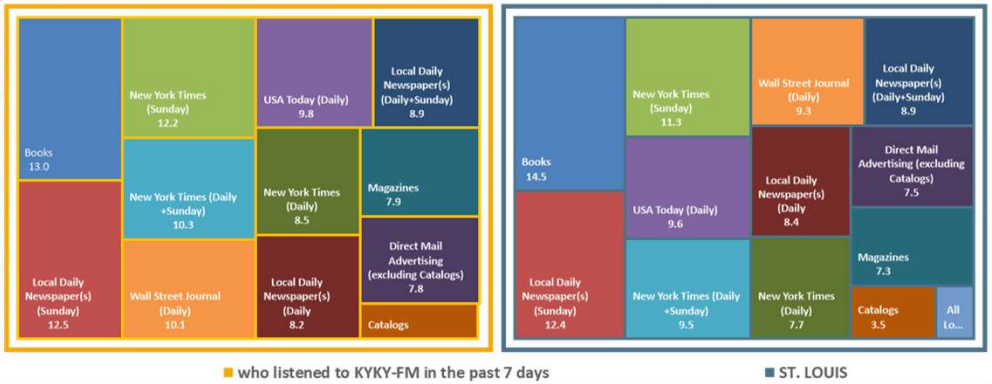
Radio Stations: KMOX-AM

109,178 or 40.3% of Adults 18 or older who listened to KYKY-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 29.9% of all time spent daily with All forms of Print Media.

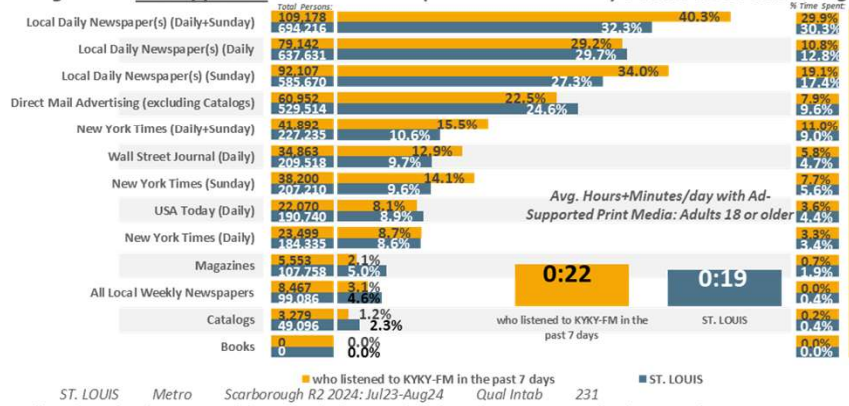
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



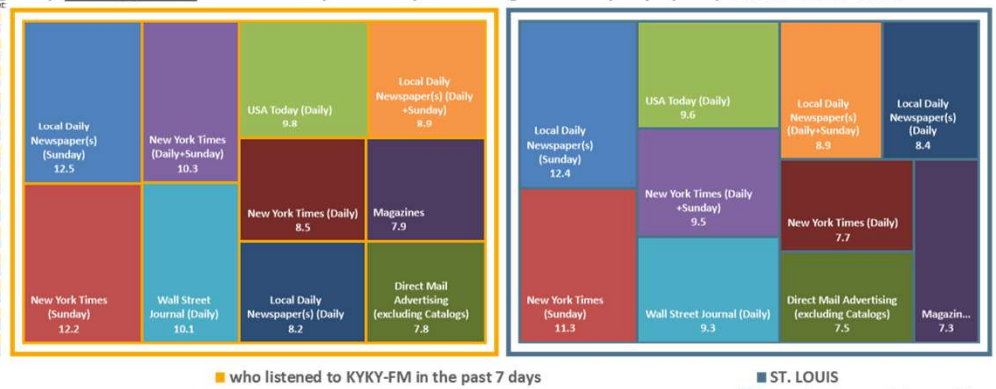
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 231

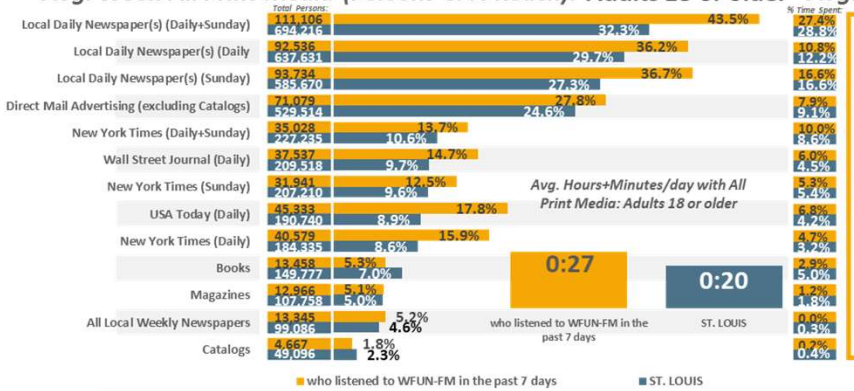
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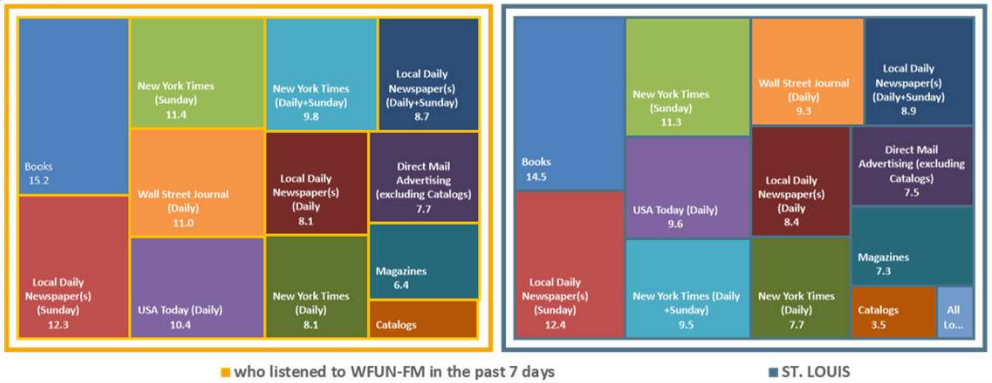
Radio Stations: KYKY-FM

111,106 or 43.5% of Adults 18 or older who listened to WFUN-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 28.3% of all time spent daily with All forms of Print Media.

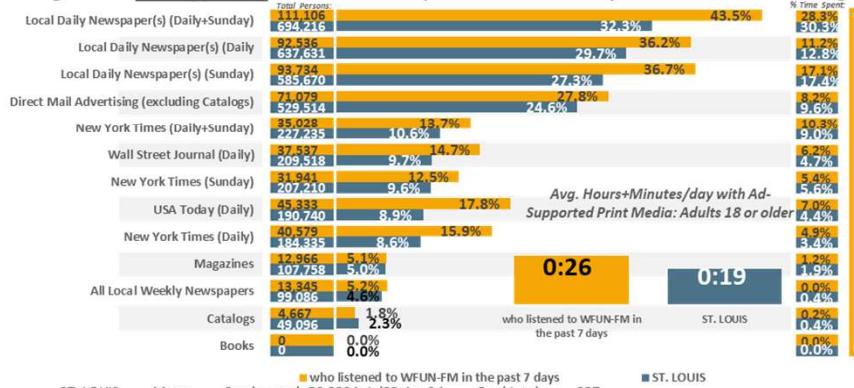
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



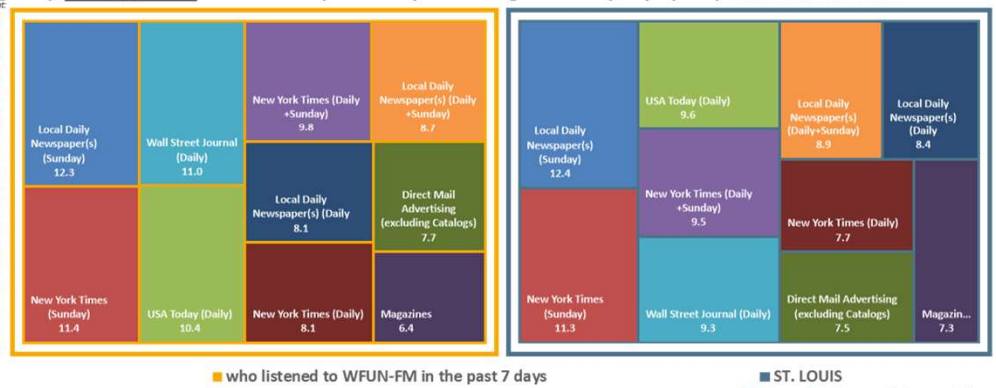
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 207

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Radio Stations: WFUN-FM