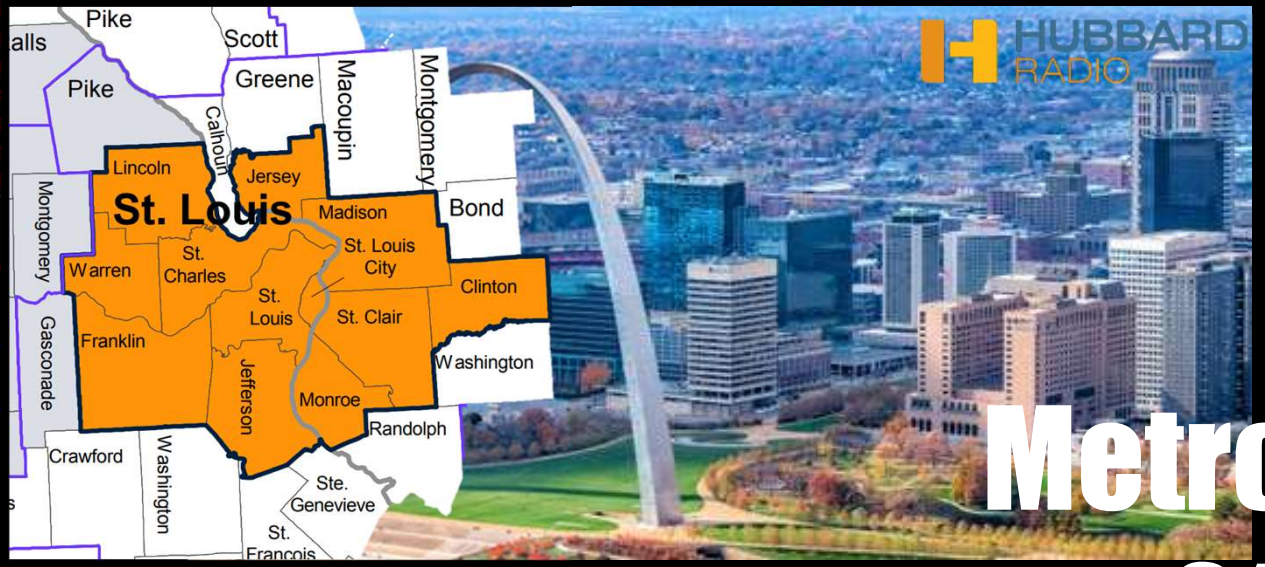
ST. LOUIS, MO, Metro – 5 P18+ Profiles of HUBBARD RADIO Listeners!

Brand New Data as of August 31, 2024!

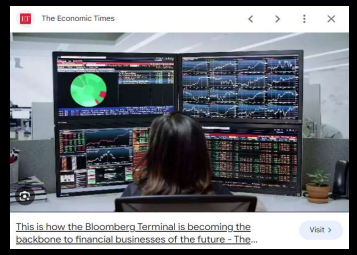
Complete Demographic & Media Use Profiles











Metro

P18+

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

#24

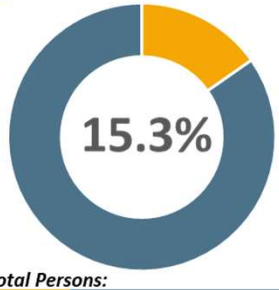
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

HUBBARD BROADCASTING INC. HB INC.

105.7 THE POINT
EVERYTHING ALTERNATIVE

15.3% or 328,077 of ST. LOUIS Metro Adults 18 or older listened to KPNT-FM in the past 7 days.
Typical Adults 18 or older who listened to KPNT-FM in the past 7 days are 42.7 years old (13.1% younger than average) and have a $101,885 (3.4% higher than average) annual household income.

Percent of Market: Adults 18 or older

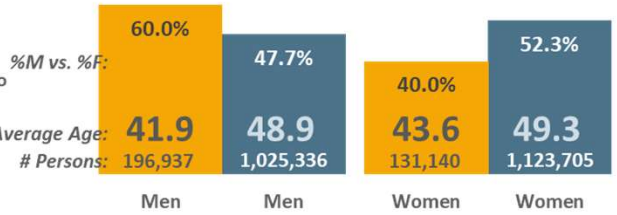


- who listened to KPNT-FM in the past 7 days
- Remainder of ST. LOUIS Metro

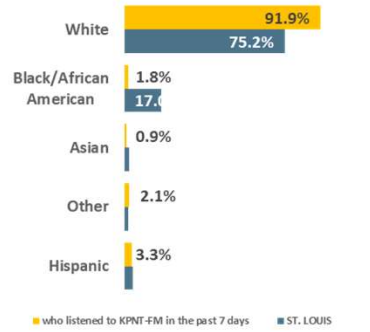
Total Persons:

328,077	1,820,964

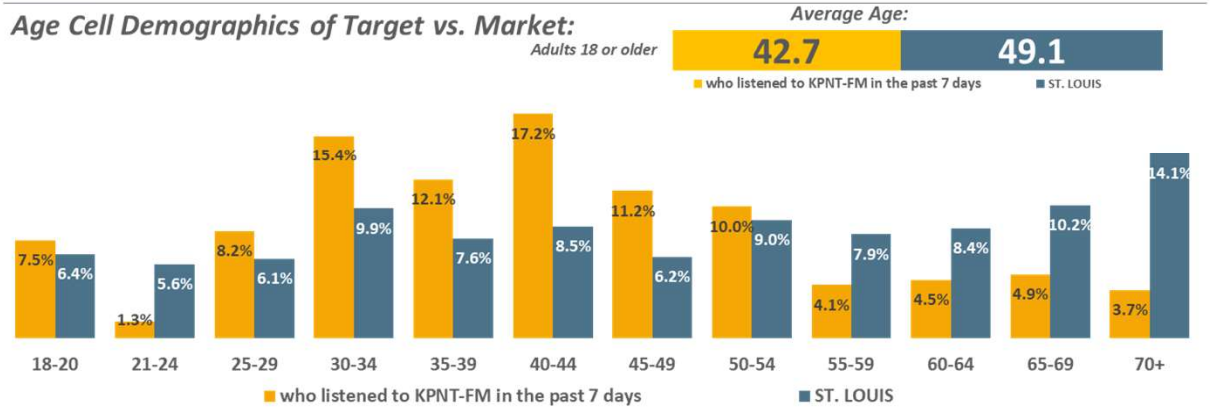
Gender of Target vs. Market: Adults 18 or older



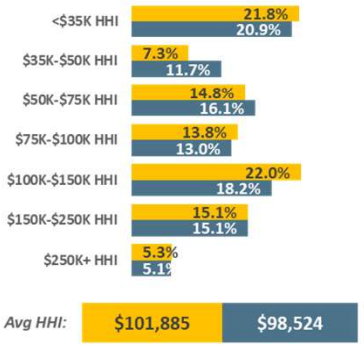
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



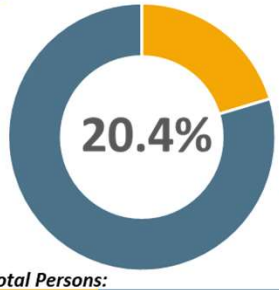
ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 217

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Radio Stations: KPNT-FM

20.4% or 438,192 of ST. LOUIS Metro Adults 18 or older listened to KSHE-FM in the past 7 days.
Typical Adults 18 or older who listened to KSHE-FM in the past 7 days are 52.2 years old (6.2% older than average) and have a $116,508 (18.3% higher than average) annual household income.

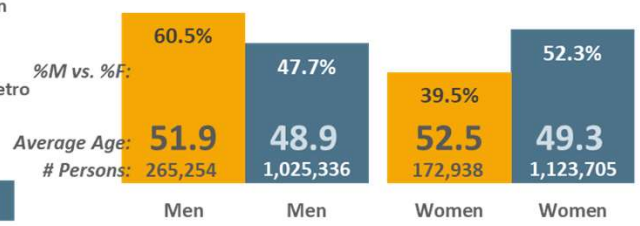
Percent of Market: Adults 18 or older



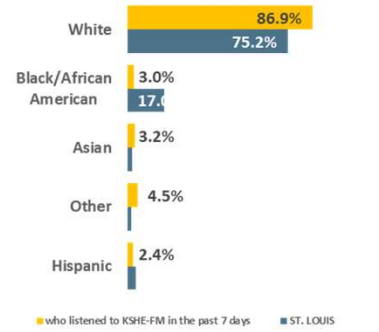
Total Persons:

438,192	1,710,849

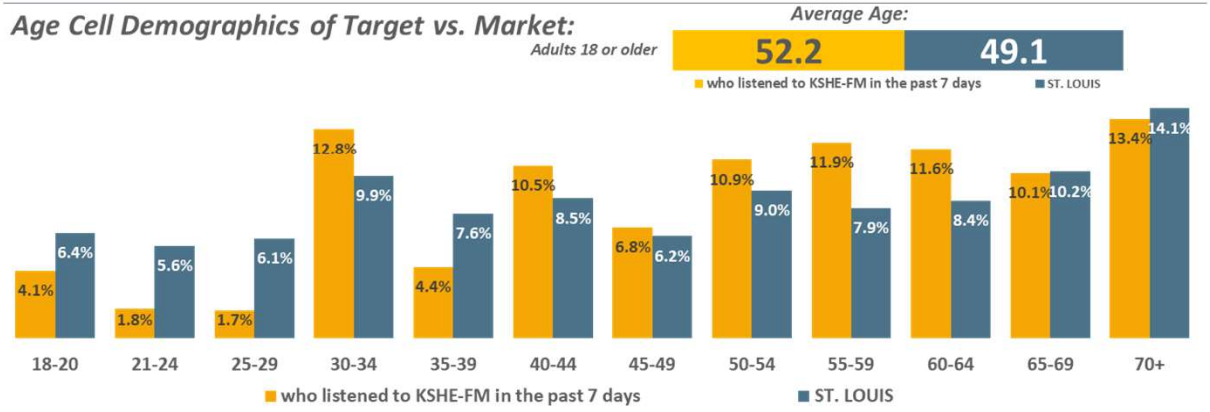
Gender of Target vs. Market: Adults 18 or older



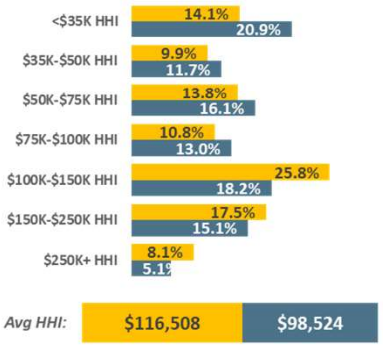
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



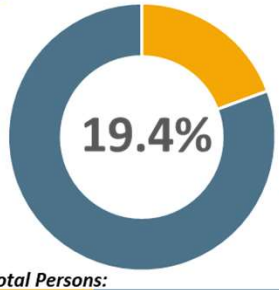
Avg HHI:	$116,508	$98,524

ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 358

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19.4% or 417,067 of ST. LOUIS Metro Adults 18 or older listened to WARH-FM in the past 7 days.
Typical Adults 18 or older who listened to WARH-FM in the past 7 days are 49.3 years old (.3% older than average) and have a $103,677 (5.2% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who listened to WARH-FM in the past 7 days
- Remainder of ST. LOUIS Metro

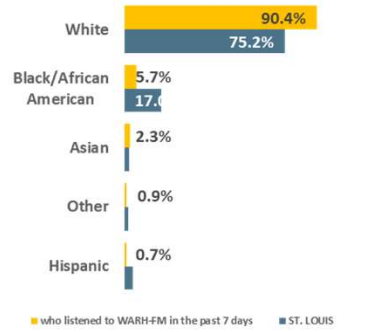
Total Persons:

417,067	1,731,974

Gender of Target vs. Market: Adults 18 or older

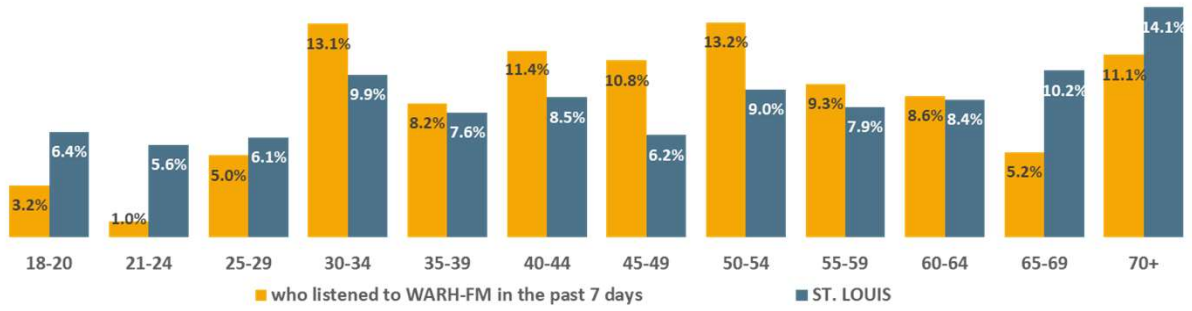
	Men	Men	Women	Women
%M vs. %F:	48.2%	47.7%	51.8%	52.3%
Average Age:	48.1	48.9	50.4	49.3
# Persons:	200,984	1,025,336	216,083	1,123,705

Ethnicity of Target vs. Market:

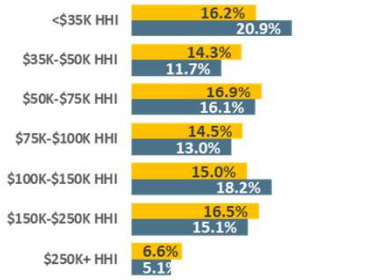


Age Cell Demographics of Target vs. Market:

Adults 18 or older	Average Age: 49.3	49.1



HHI of Target vs. Market:



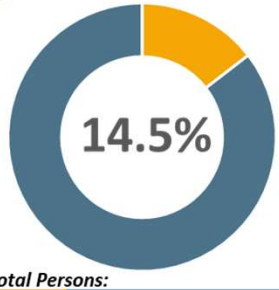
Avg HHI:	$103,677	$98,524

ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 322

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14.5% or 312,544 of ST. LOUIS Metro Adults 18 or older listened to WIL-FM in the past 7 days.
Typical Adults 18 or older who listened to WIL-FM in the past 7 days are 48.8 years old (.6% younger than average) and have a $110,653 (12.3% higher than average) annual household income.

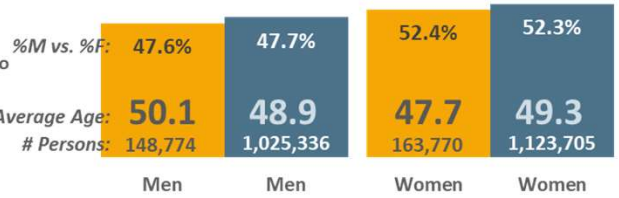
Percent of Market: Adults 18 or older



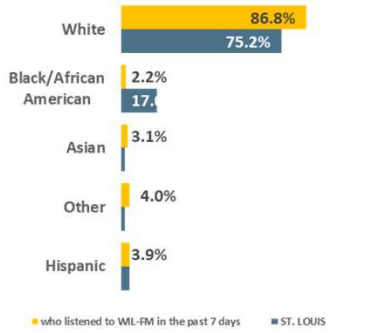
Total Persons:

312,544	1,836,497

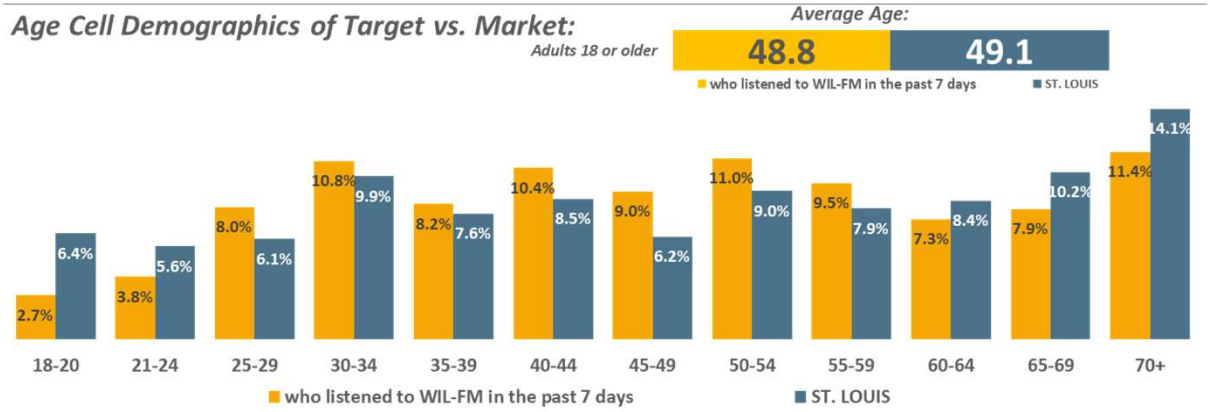
Gender of Target vs. Market: Adults 18 or older



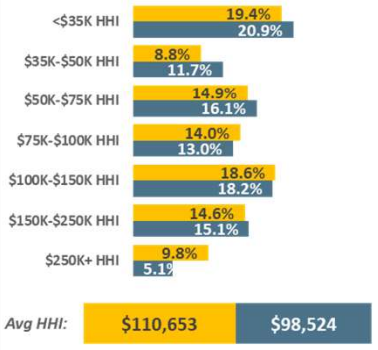
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$110,653	$98,524

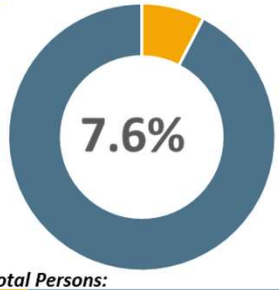
ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 255

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101 ESPN
Sports Talk For St. Louis

7.6% or 163,889 of ST. LOUIS Metro Adults 18 or older listened to WXOS-FM in the past 7 days.
Typical Adults 18 or older who listened to WXOS-FM in the past 7 days are 48. years old (2.2% younger than average) and have a $120,895 (22.7% higher than average) annual household income.

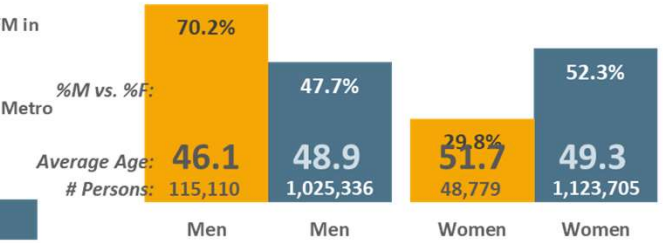
Percent of Market: Adults 18 or older



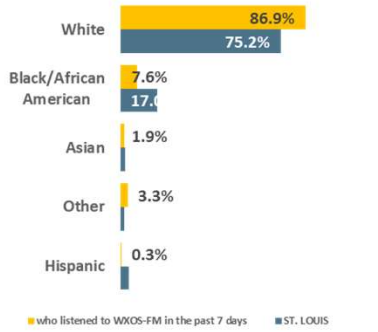
Total Persons:



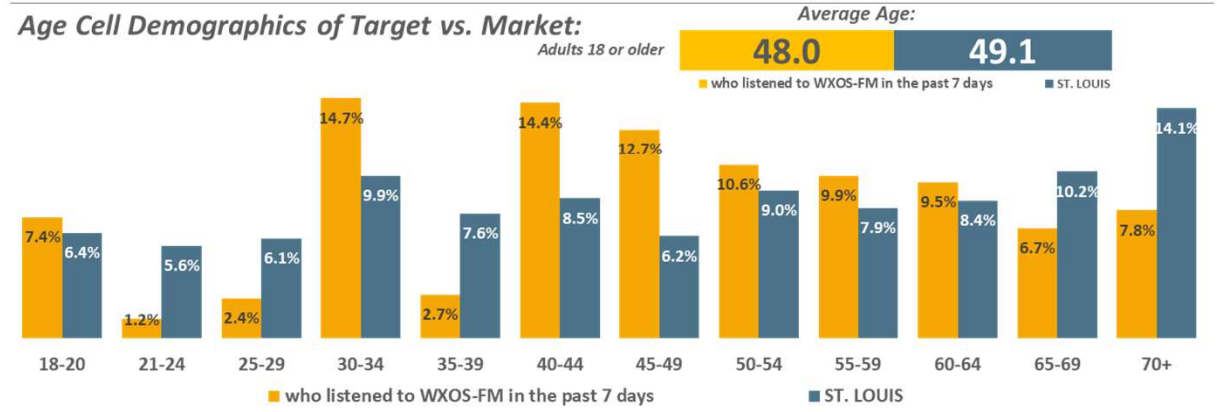
Gender of Target vs. Market: Adults 18 or older



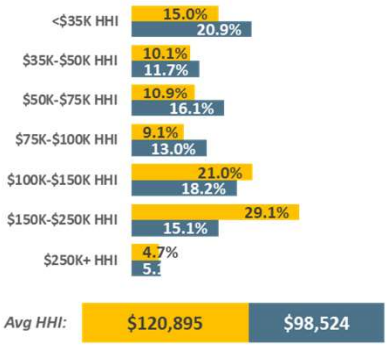
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



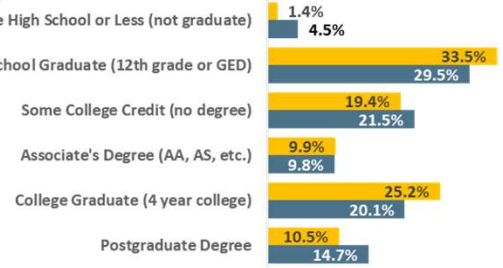
ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 128

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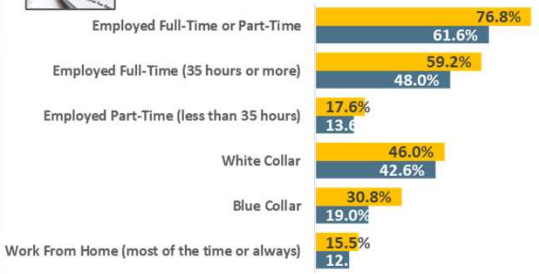
105.7 THE POINT
EVERYTHING ALTERNATIVE

15.3% or 328,077 of ST. LOUIS Metro Adults 18 or older listened to KPNT-FM in the past 7 days. Adults 18 or older who listened to KPNT-FM in the past 7 days are 2.6% more likely to be a college graduate, 23.3% more likely to work full-time, 12.% more likely to be married, 60.7% more likely to be a parent of 1 or more children under 18.

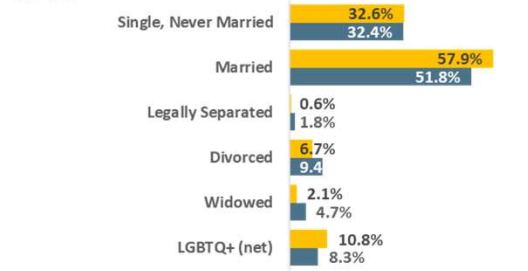
Education Levels: Adults 18 or older



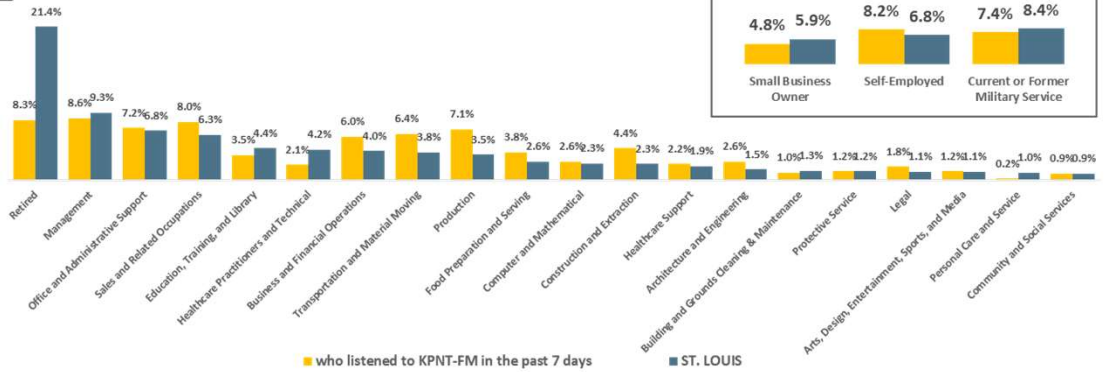
Employment: Adults 18 or older



Marital Status: Adults 18 or older

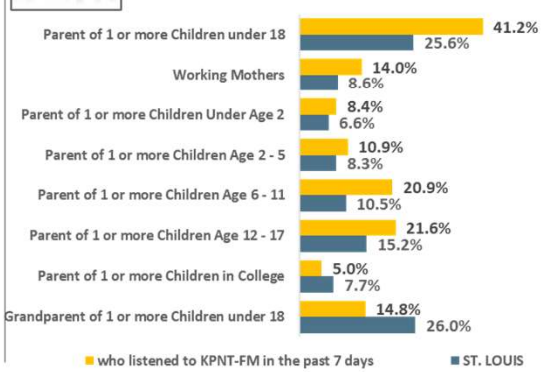


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older

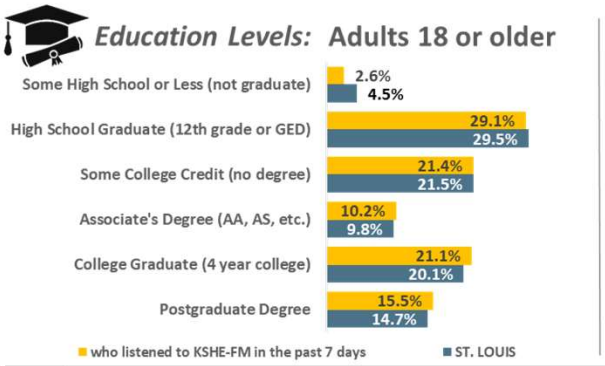


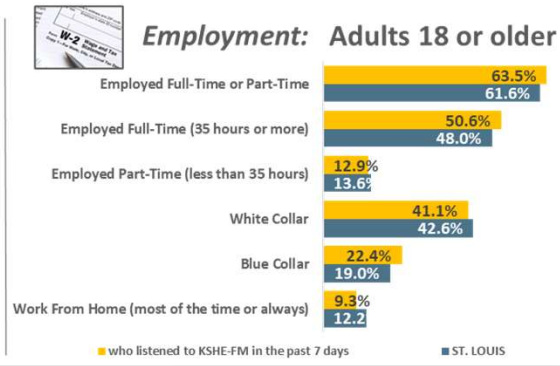
ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 217

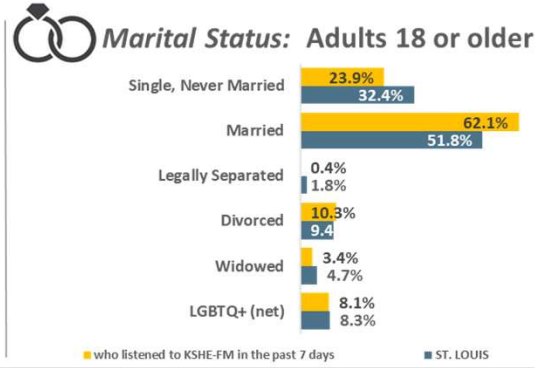
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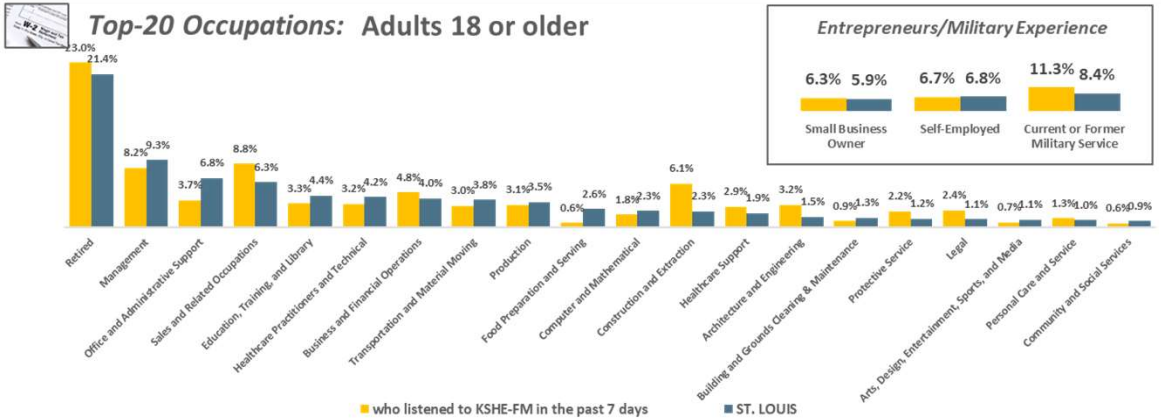
Radio Stations: KPNT-FM

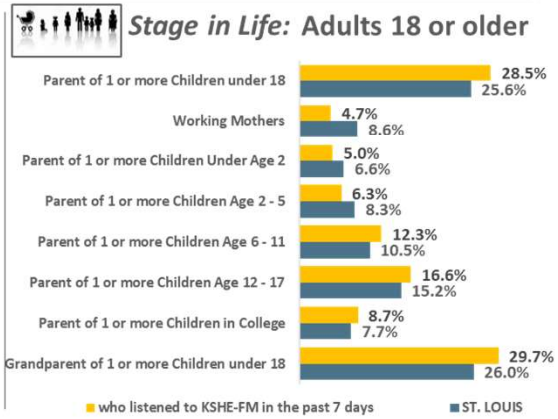
20.4% or 438,192 of ST. LOUIS Metro Adults 18 or older listened to KSHE-FM in the past 7 days.
Adults 18 or older who listened to KSHE-FM in the past 7 days are 5.5% more likely to be a college graduate, 5.3% more likely to work full-time, 19.9% more likely to be married, 11.3% more likely to be a parent of 1 or more children under 18.











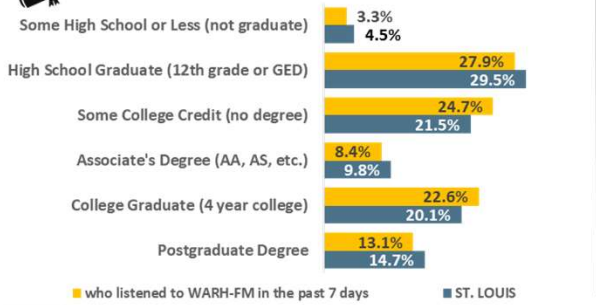
ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 358

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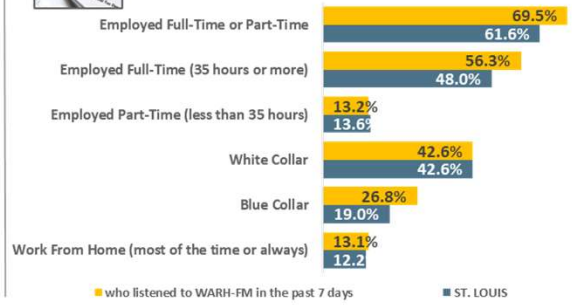
Radio Stations: KSHE-FM

19.4% or 417,067 of ST. LOUIS Metro Adults 18 or older listened to WARH-FM in the past 7 days. Adults 18 or older who listened to WARH-FM in the past 7 days are 2.6% more likely to be a college graduate, 17.2% more likely to work full-time, 7.3% more likely to be married, 17.1% more likely to be a parent of 1 or more children under 18.

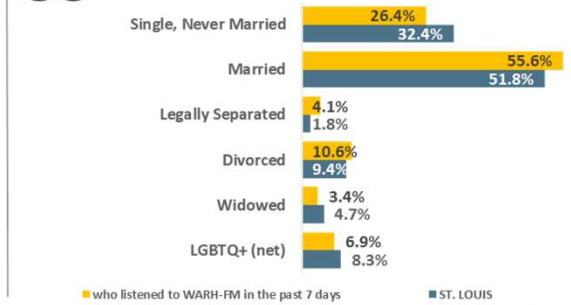
Education Levels: Adults 18 or older



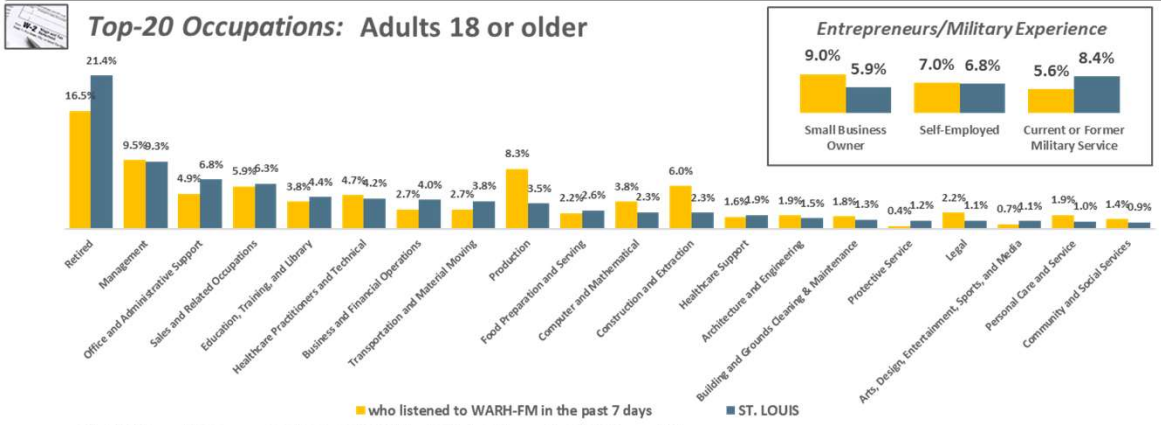
Employment: Adults 18 or older



Marital Status: Adults 18 or older

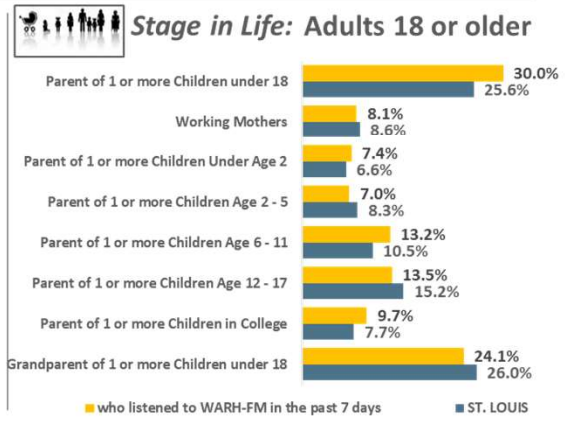


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



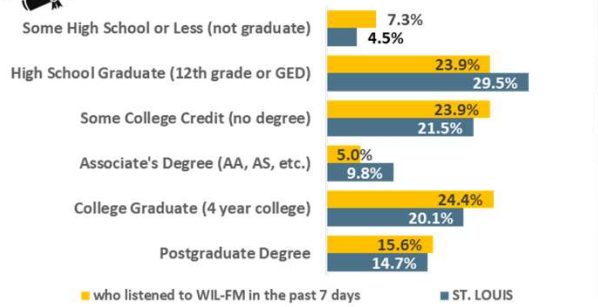
ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 322

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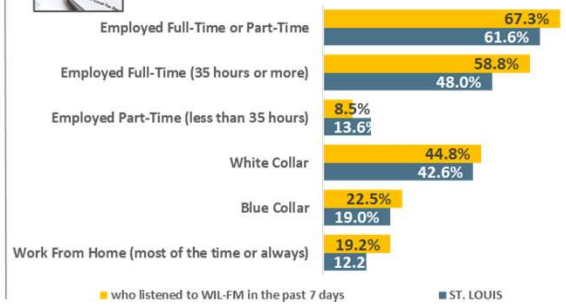
Radio Stations: WARH-FM

14.5% or 312,544 of ST. LOUIS Metro Adults 18 or older listened to WIL-FM in the past 7 days.
Adults 18 or older who listened to WIL-FM in the past 7 days are 14.9% more likely to be a college graduate, 22.3% more likely to work full-time, 17.5% more likely to be married, 31.6% more likely to be a parent of 1 or more children under 18.

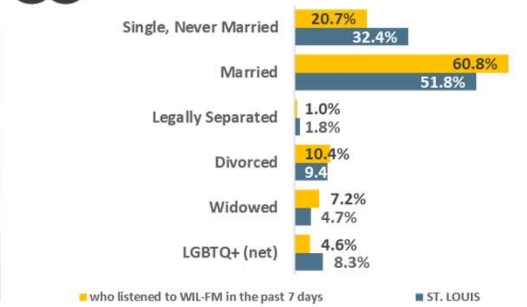
Education Levels: Adults 18 or older



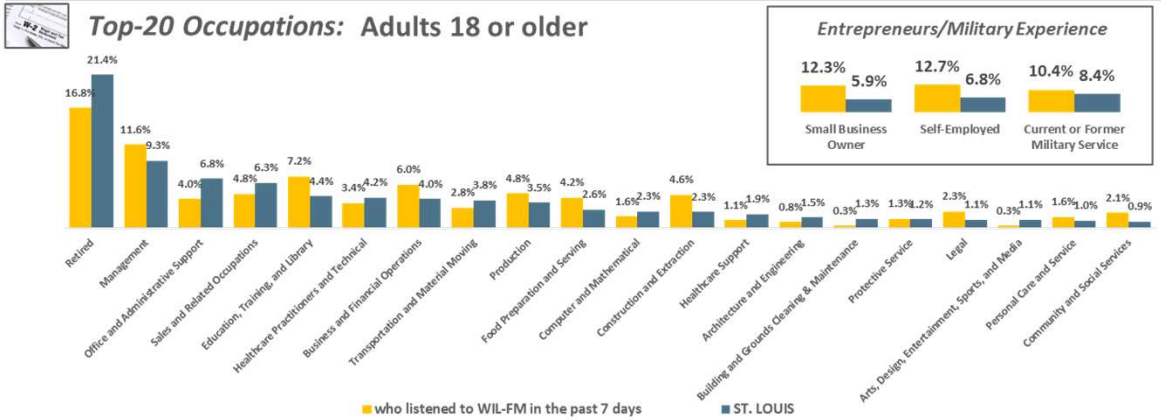
Employment: Adults 18 or older



Marital Status: Adults 18 or older

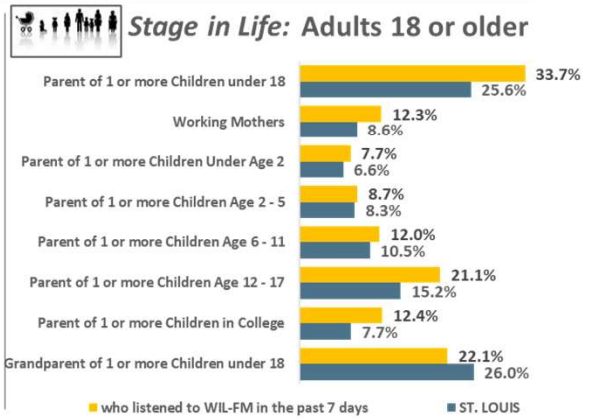


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 255

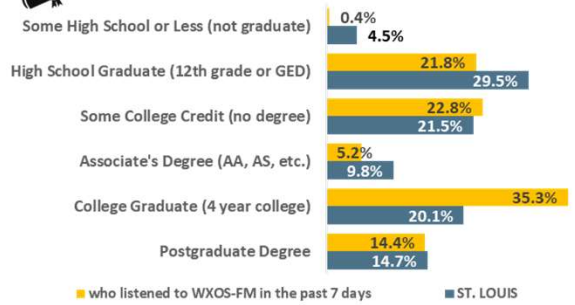
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Radio Stations: WIL-FM

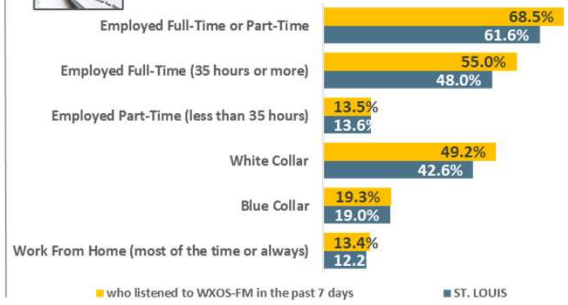
101 ESPN Sports Talk For St. Louis

7.6% or 163,889 of ST. LOUIS Metro Adults 18 or older listened to WXOS-FM in the past 7 days. Adults 18 or older who listened to WXOS-FM in the past 7 days are 43.1% more likely to be a college graduate, 14.4% more likely to work full-time, 9.4% more likely to be married, 26.9% more likely to be a parent of 1 or more children under 18.

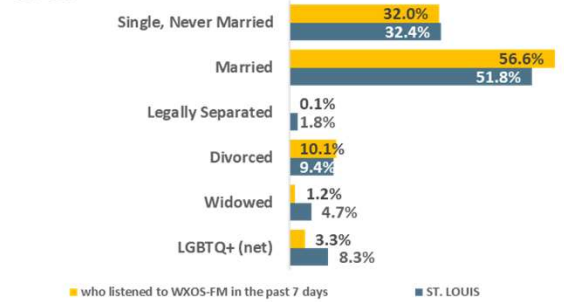
Education Levels: Adults 18 or older



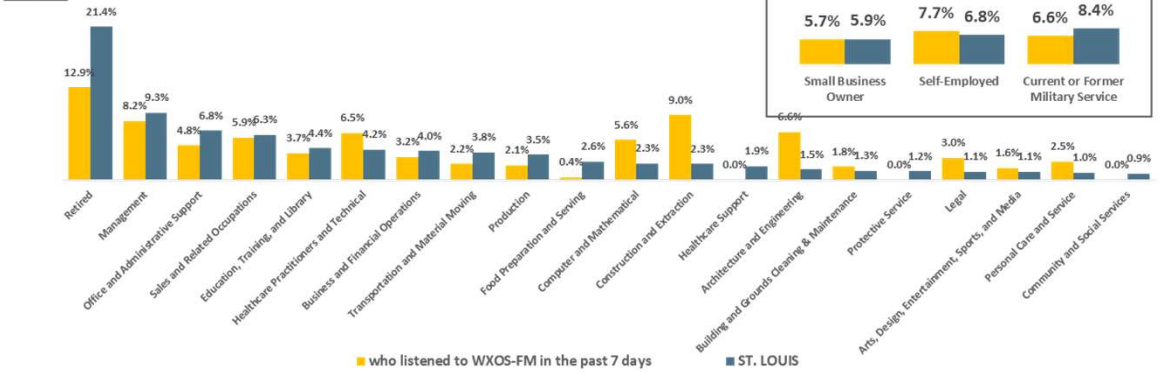
Employment: Adults 18 or older



Marital Status: Adults 18 or older

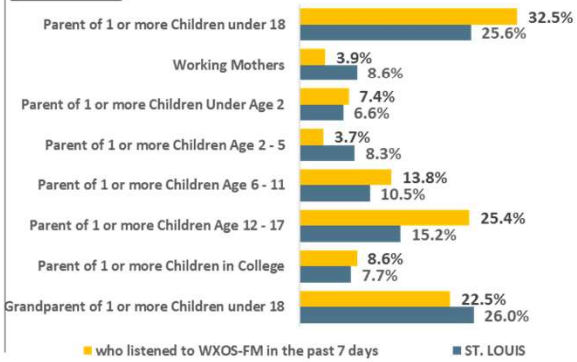


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 128

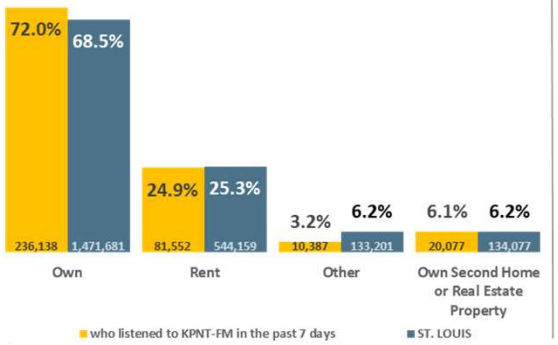
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Radio Stations: WXOS-FM

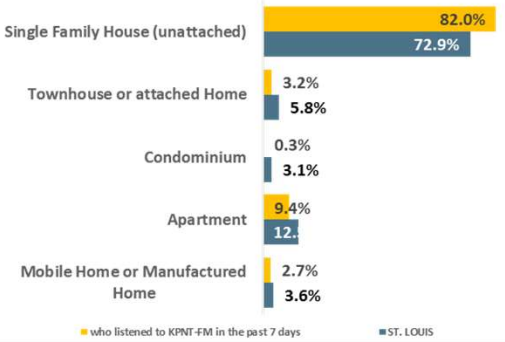
105.7 THE POINT
EVERYTHING ALTERNATIVE

15.3% or 328,077 of ST. LOUIS Metro Adults 18 or older listened to KPNT-FM in the past 7 days.
Adults 18 or older who listened to KPNT-FM in the past 7 days are 5.1% more likely to own their home, 4.7% more likely to own a lower valued home, 12.5% more likely to have a single-family home, 24.7% more likely to have a dog.

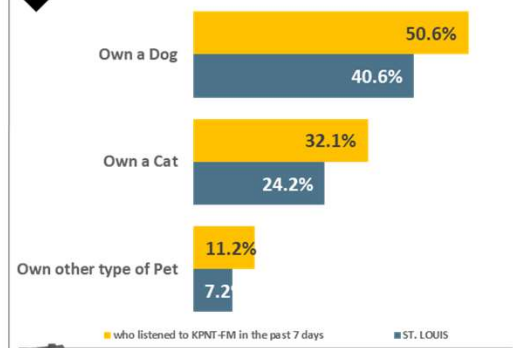
Own/Rent/Other: Adults 18 or older



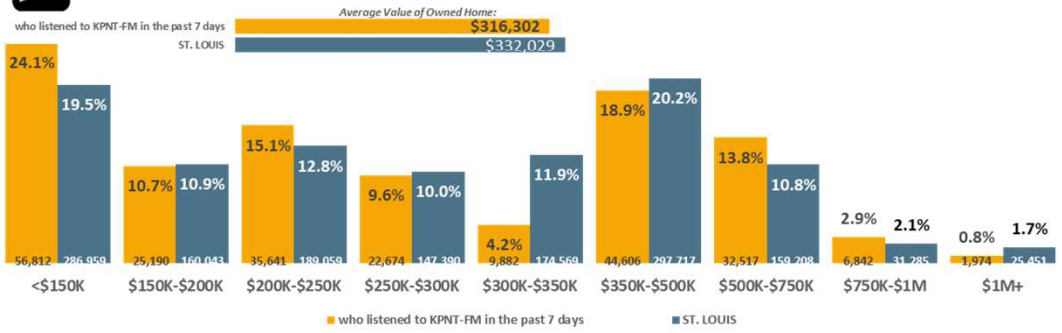
Type of Home: Adults 18 or older



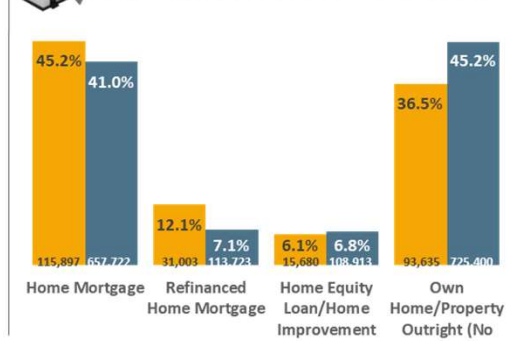
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



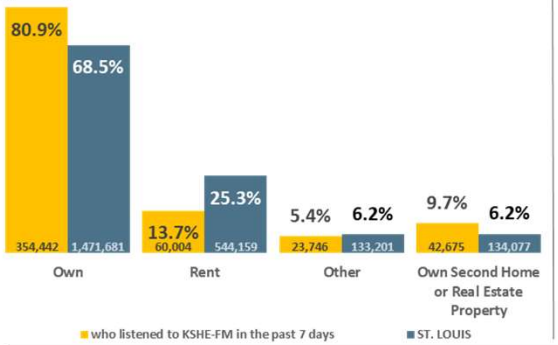
ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 217

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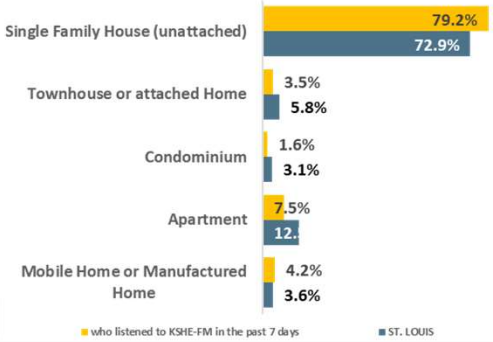
Radio Stations: KPNT-FM

20.4% or 438,192 of ST. LOUIS Metro Adults 18 or older listened to KSHE-FM in the past 7 days.
Adults 18 or older who listened to KSHE-FM in the past 7 days are 18.1% more likely to own their home, 10.9% more likely to own a higher valued home, 8.7% more likely to have a single-family home, 20.3% more likely to have a dog.

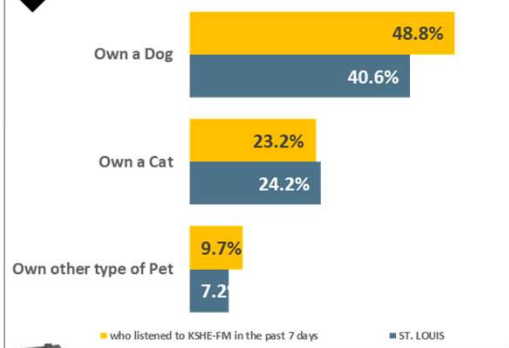
Own/Rent/Other: Adults 18 or older



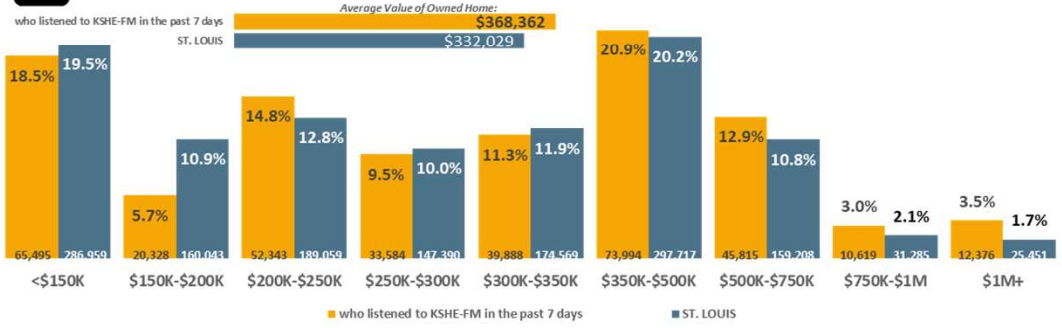
Type of Home: Adults 18 or older



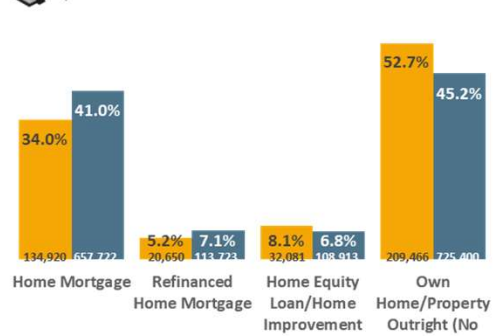
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



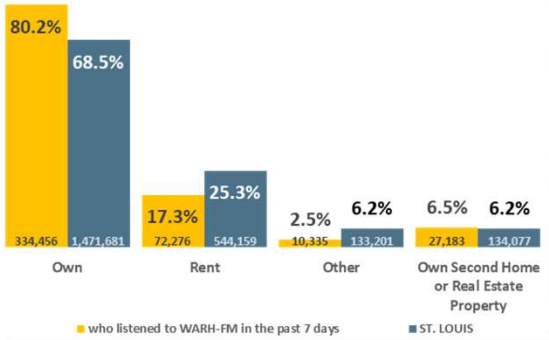
ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 358

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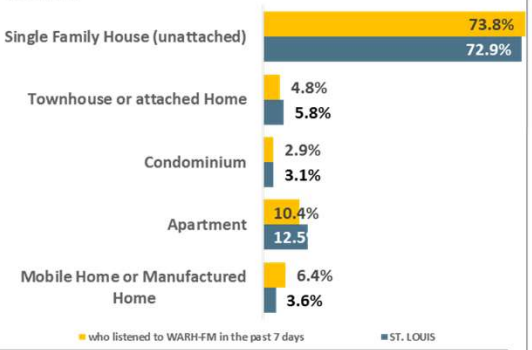
Radio Stations: KSHE-FM

19.4% or 417,067 of ST. LOUIS Metro Adults 18 or older listened to WARH-FM in the past 7 days.
Adults 18 or older who listened to WARH-FM in the past 7 days are 17.1% more likely to own their home, 9.3% more likely to own a lower valued home, 1.2% more likely to have a single-family home, 7.% more likely to have a dog.

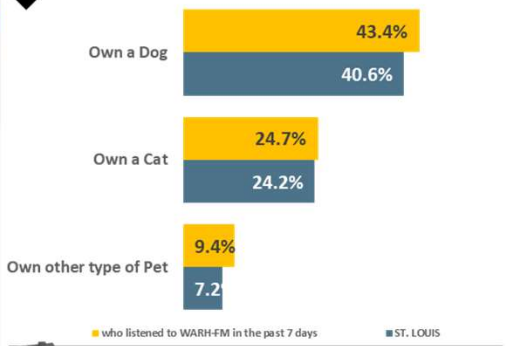
Own/Rent/Other: Adults 18 or older



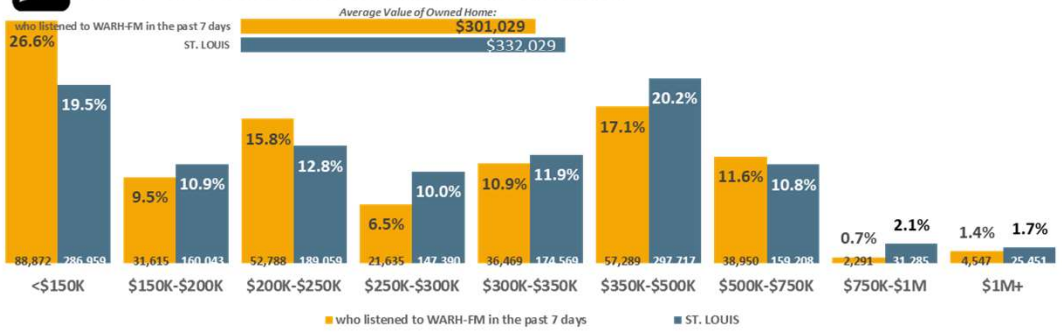
Type of Home: Adults 18 or older



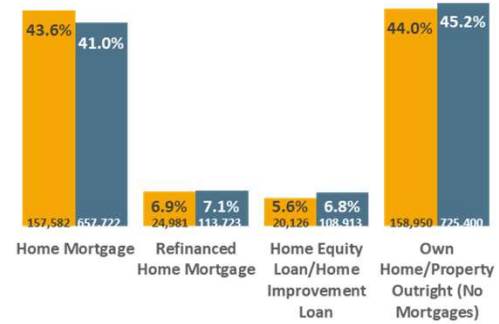
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



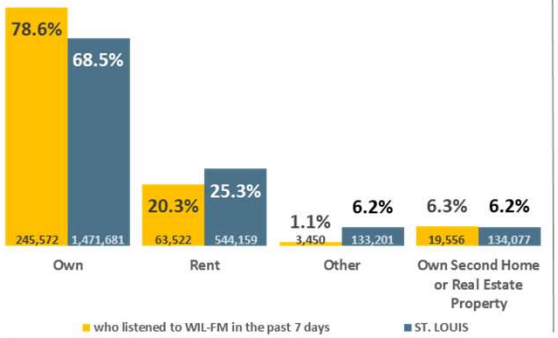
ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 322

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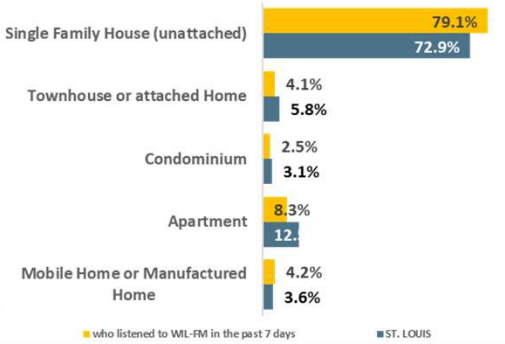
Radio Stations: WARH-FM

14.5% or 312,544 of ST. LOUIS Metro Adults 18 or older listened to WIL-FM in the past 7 days.
Adults 18 or older who listened to WIL-FM in the past 7 days are 14.7% more likely to own their home, .8% more likely to own a lower valued home, 8.5% more likely to have a single-family home, 17.8% more likely to have a dog.

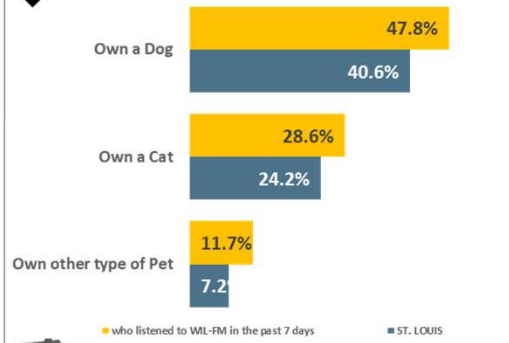
Own/Rent/Other: Adults 18 or older



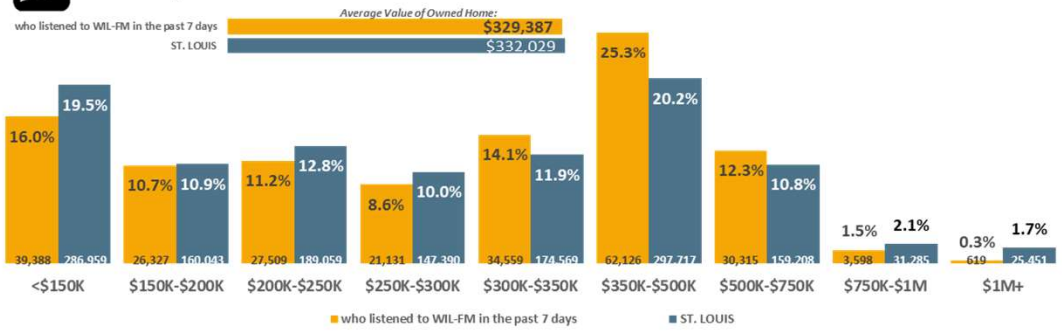
Type of Home: Adults 18 or older



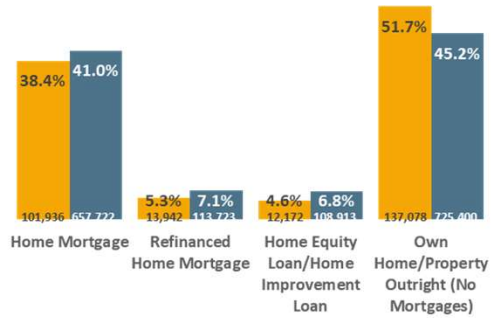
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 255

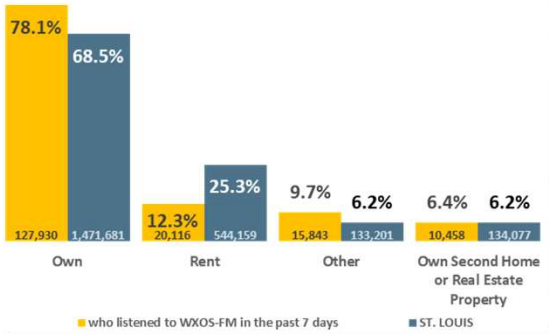
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Radio Stations: WIL-FM

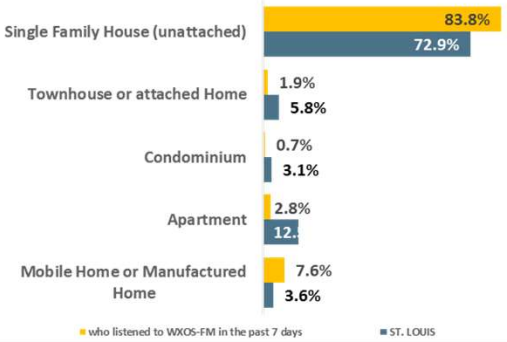
101 ESPN
Sports Talk For St. Louis

7.6% or 163,889 of ST. LOUIS Metro Adults 18 or older listened to WXOS-FM in the past 7 days.
Adults 18 or older who listened to WXOS-FM in the past 7 days are 14.% more likely to own their home, 2.2% more likely to own a higher valued home, 14.9% more likely to have a single-family home, 15.5% more likely to have a dog.

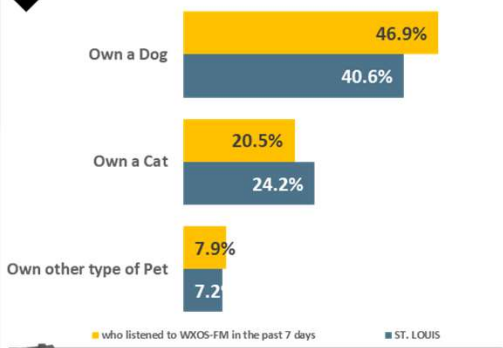
Own/Rent/Other: Adults 18 or older



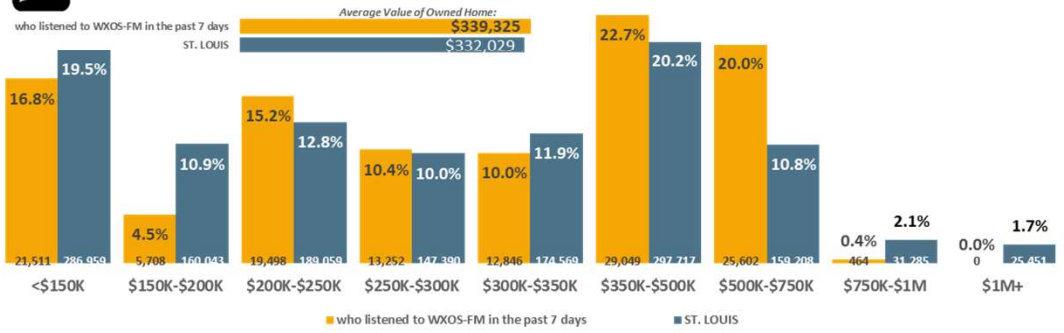
Type of Home: Adults 18 or older



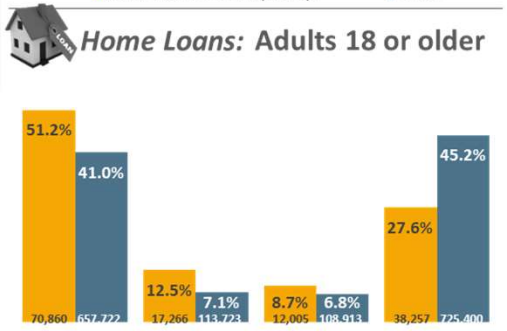
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 128

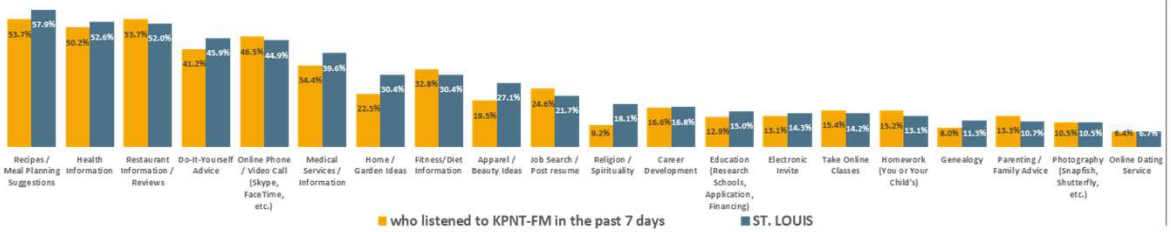
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Radio Stations: WXOS-FM

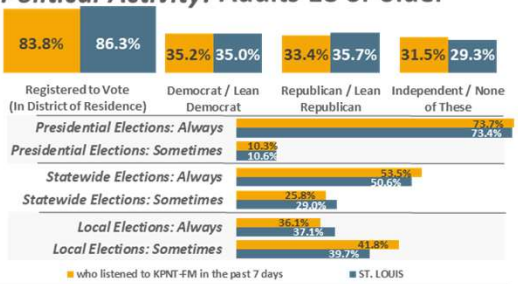
105.7 THE POINT
EVERYTHING ALTERNATIVE

15.3% or 328,077 of ST. LOUIS Metro Adults 18 or older listened to KPNT-FM in the past 7 days.
Adults 18 or older who listened to KPNT-FM in the past 7 days are 10.3% less likely to look up D-I-Y advice online, 2.8% less likely to always vote in local elections, 14.1% less likely to belong to a gym, 6.2% less likely to fly domestic past yr.

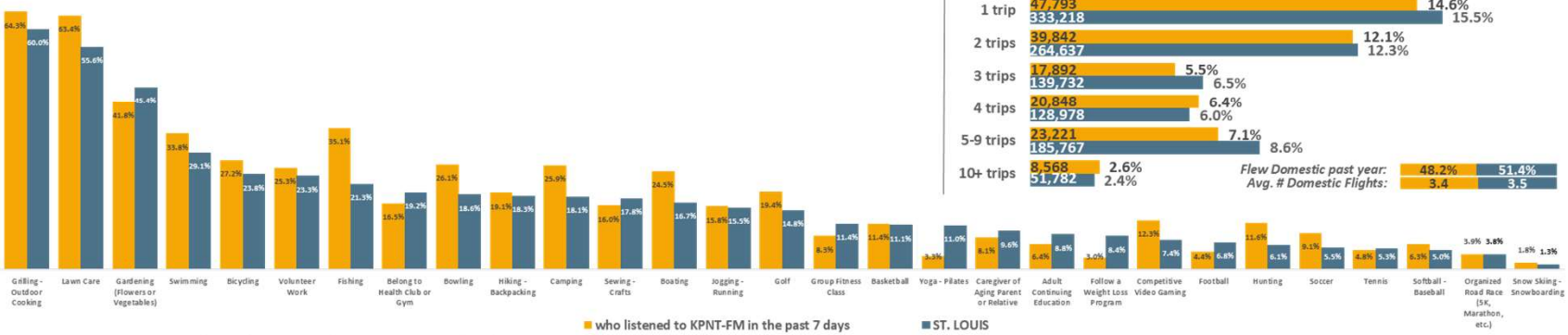
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

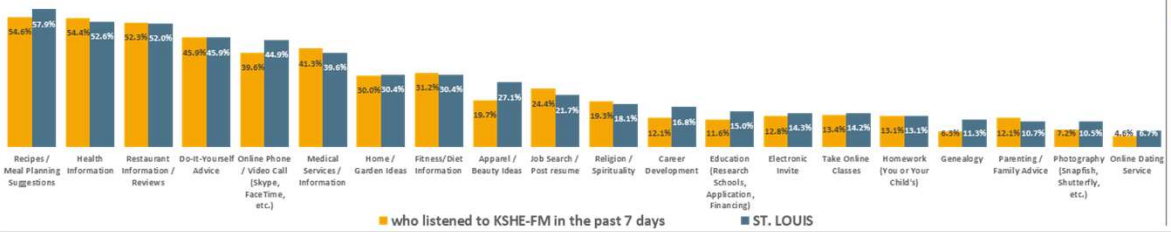
ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 217

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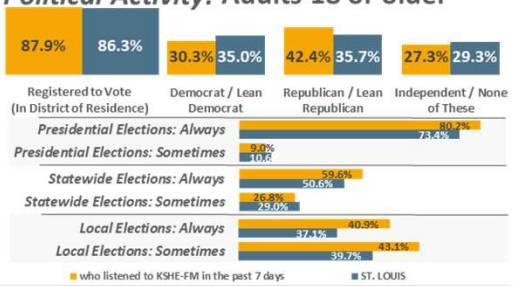
Radio Stations: KPNT-FM

20.4% or 438,192 of ST. LOUIS Metro Adults 18 or older listened to KSHE-FM in the past 7 days.
Adults 18 or older who listened to KSHE-FM in the past 7 days are .% more likely to look up D-I-Y advice online, 10.2% more likely to always vote in local elections, .7% more likely to belong to a gym, 1.5% more likely to fly domestic past yr.

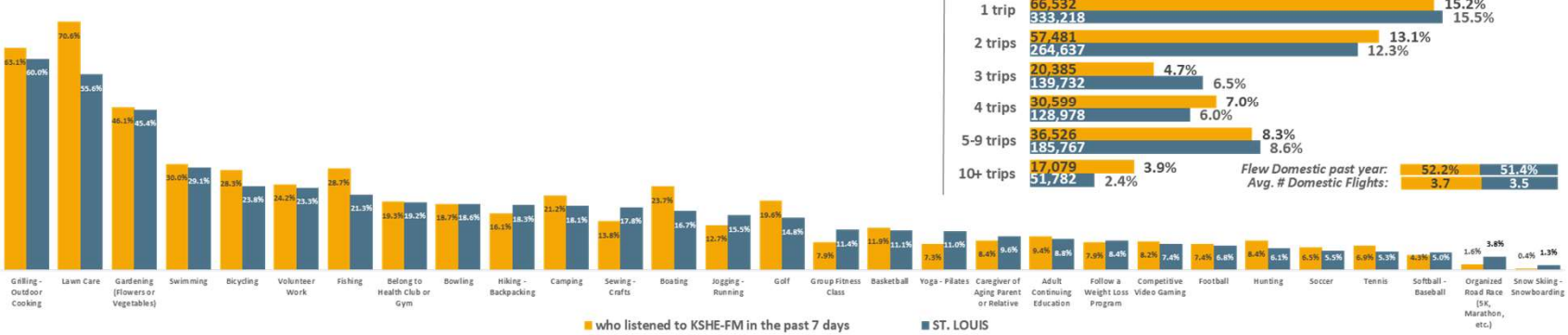
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



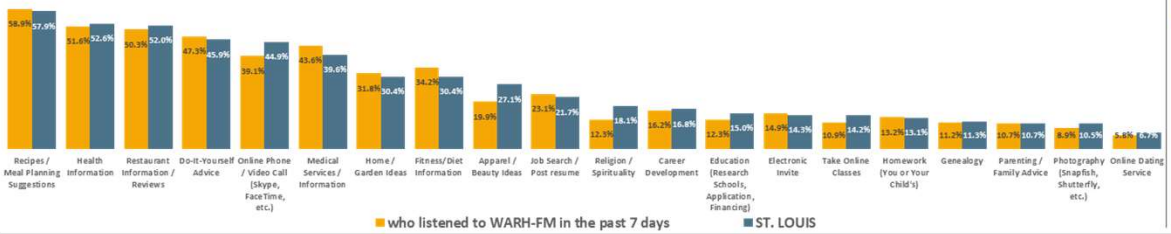
Past 12-months Domestic Airline Trips: Adults 18 or older

ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 358

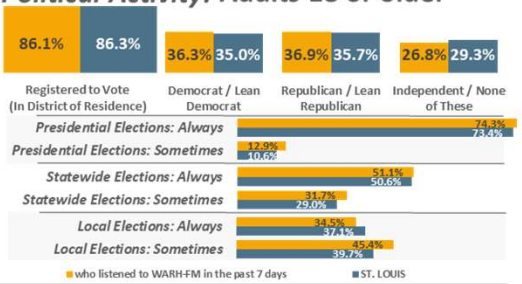
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19.4% or 417,067 of ST. LOUIS Metro Adults 18 or older listened to WARH-FM in the past 7 days.
Adults 18 or older who listened to WARH-FM in the past 7 days are 3.% more likely to look up D-I-Y advice online, 7.1% less likely to always vote in local elections, 3.6% less likely to belong to a gym, 3.2% less likely to fly domestic past yr.

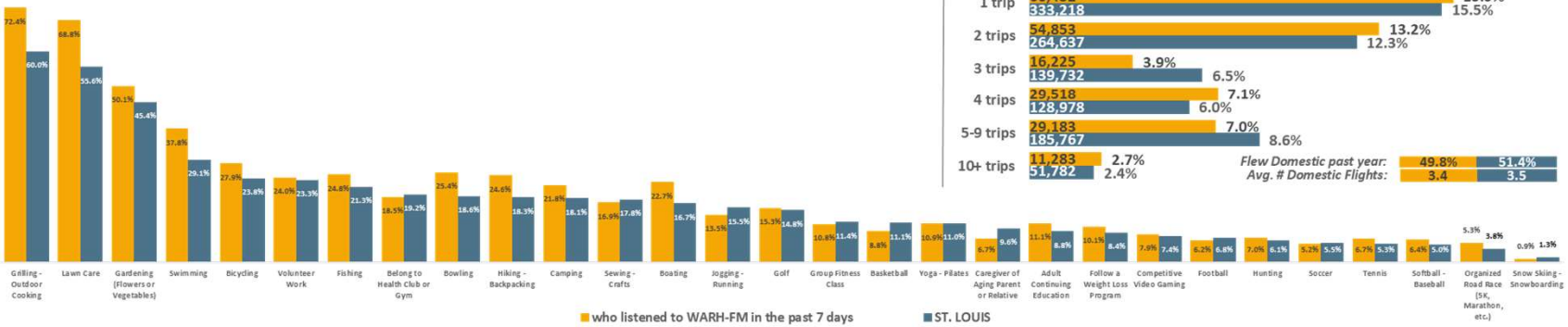
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



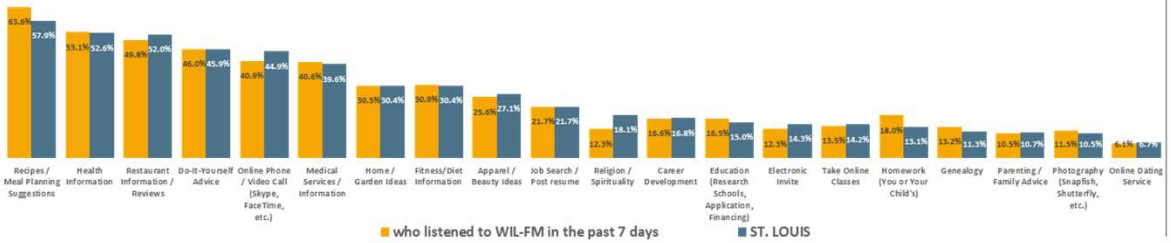
Past 12-months Domestic Airline Trips: Adults 18 or older

ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 322

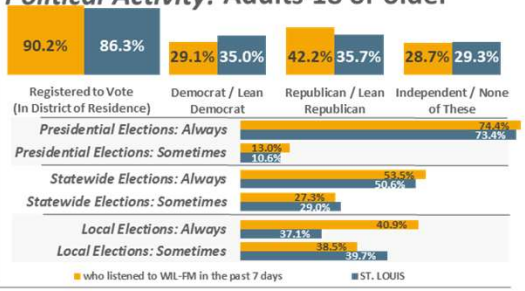
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14.5% or 312,544 of ST. LOUIS Metro Adults 18 or older listened to WIL-FM in the past 7 days.
Adults 18 or older who listened to WIL-FM in the past 7 days are .1% more likely to look up D-I-Y advice online, 10.1% more likely to always vote in local elections, 16.4% less likely to belong to a gym, 8.3% more likely to fly domestic past yr.

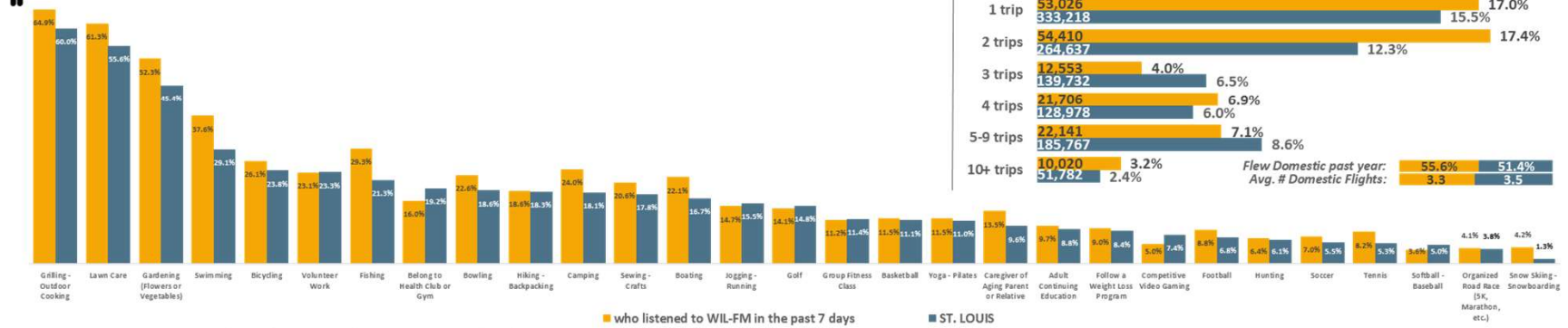
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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 255

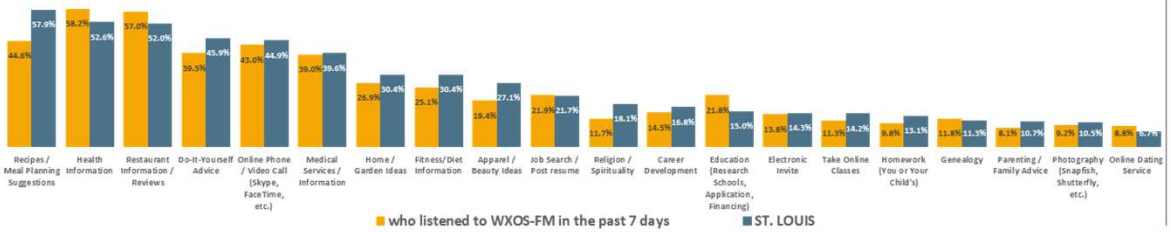
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Radio Stations: WIL-FM

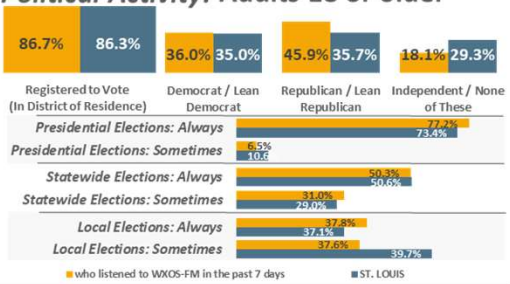
101 ESPN
Sports Talk For St. Louis

7.6% or 163,889 of ST. LOUIS Metro Adults 18 or older listened to WXOS-FM in the past 7 days.
Adults 18 or older who listened to WXOS-FM in the past 7 days are 14.4% less likely to look up D-I-Y advice online, 1.8% more likely to always vote in local elections, 5.4% more likely to belong to a gym, 5.3% more likely to fly domestic past yr.

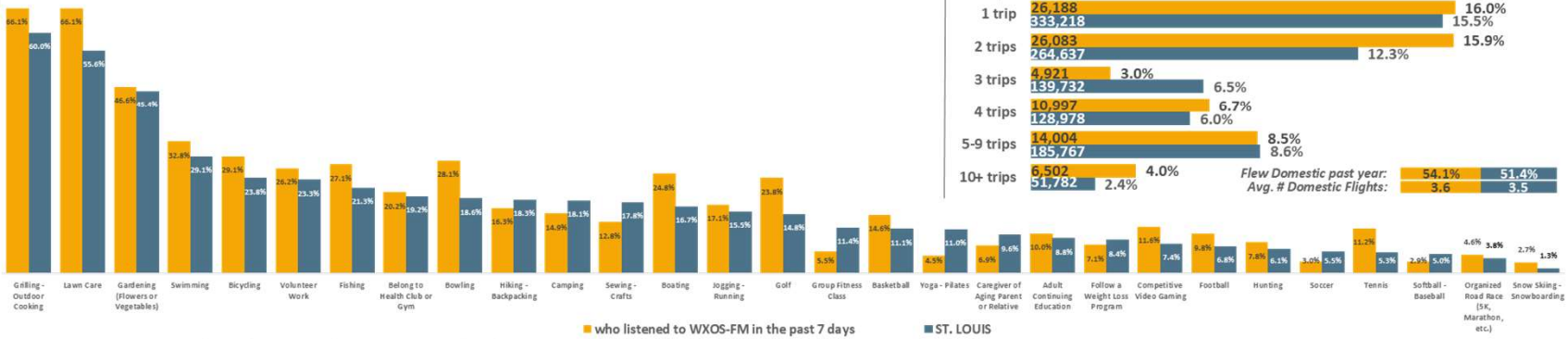
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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 128

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Radio Stations: WXOS-FM

105.7 THE POINT
EVERYTHING ALTERNATIVE

15.3% or 328,077 of ST. LOUIS Metro Adults 18 or older listened to KPNT-FM in the past 7 days.
Adults 18 or older who listened to KPNT-FM in the past 7 days are 4.7% more likely to use QSRs past mo., 4.5% more likely to use Sit-Down Restaurants past mo., 9.6% more likely to use Casinos past yr., 1.8% 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.)

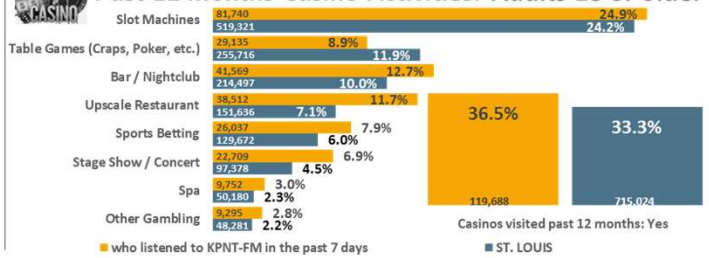


Drank Past 30-days: Adults 18 or older





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 217

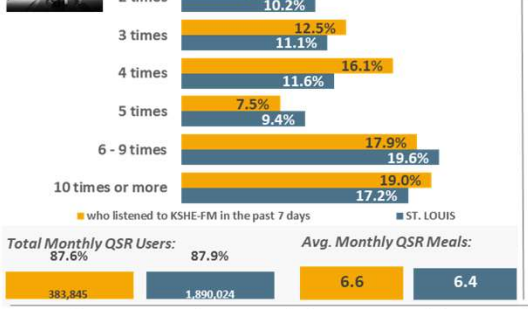
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Radio Stations: KPNT-FM

20.4% or 438,192 of ST. LOUIS Metro Adults 18 or older listened to KSHE-FM in the past 7 days.
Adults 18 or older who listened to KSHE-FM in the past 7 days are .4% less likely to use QSRs past mo., 8.7% more likely to use Sit-Down Restaurants past mo., 7.8% less likely to use Casinos past yr., 18.7% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



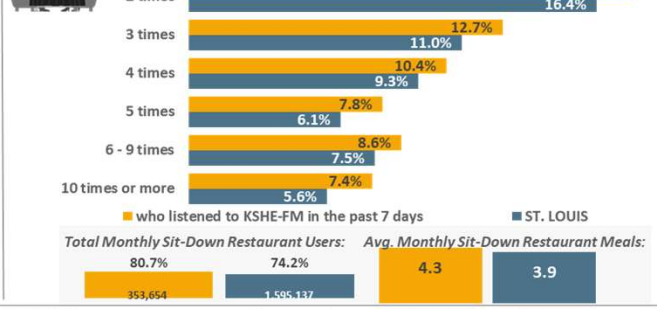


Total Monthly QSR Users:

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)



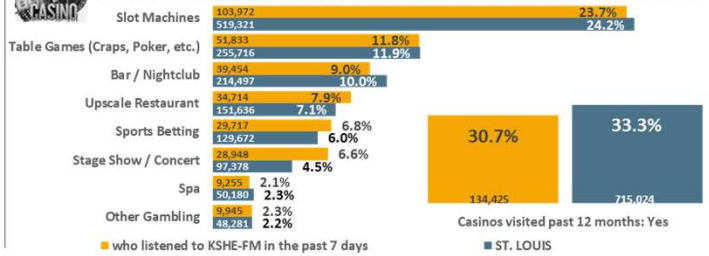
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

Drank Past 30-days: Adults 18 or older



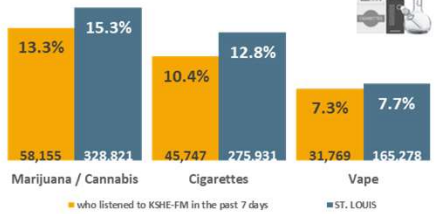
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 358

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Radio Stations: KSHE-FM

19.4% or 417,067 of ST. LOUIS Metro Adults 18 or older listened to WARH-FM in the past 7 days.
Adults 18 or older who listened to WARH-FM in the past 7 days are 2.2% more likely to use QSRs past mo., 10.8% more likely to use Sit-Down Restaurants past mo., 30.2% more likely to use Casinos past yr., 18.1% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



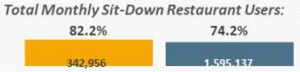
Avg. Monthly QSR Meals:



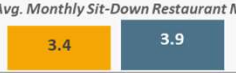
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



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.)

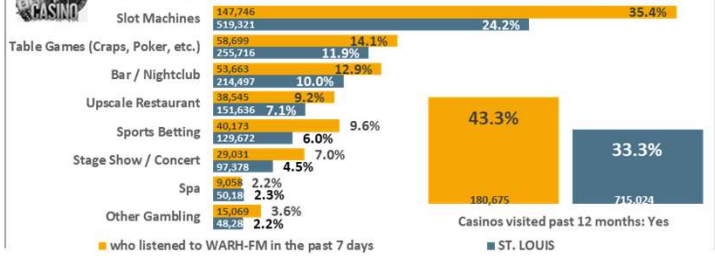


Drank Past 30-days: Adults 18 or older



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 322

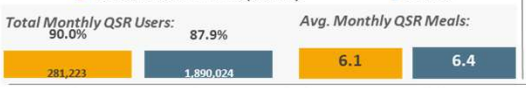
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Radio Stations: WARH-FM

14.5% or 312,544 of ST. LOUIS Metro Adults 18 or older listened to WIL-FM in the past 7 days.
Adults 18 or older who listened to WIL-FM in the past 7 days are 2.3% more likely to use QSRs past mo., 11.5% more likely to use Sit-Down Restaurants past mo., 6.% more likely to use Casinos past yr., 7.% more likely to smoke cigarettes.

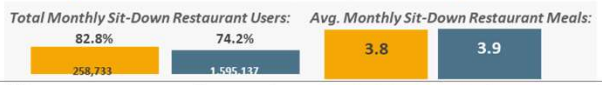
Past 30-days QSR Users: Adults 18 or older





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





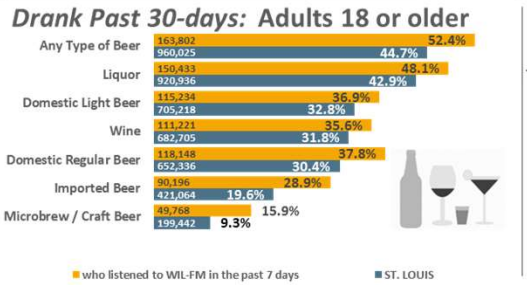
Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)





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 255

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101 ESPN
Sports Talk For St. Louis

7.6% or 163,889 of ST. LOUIS Metro Adults 18 or older listened to WXOS-FM in the past 7 days.
Adults 18 or older who listened to WXOS-FM in the past 7 days are 6.2% more likely to use QSRs past mo., 5.8% more likely to use Sit-Down Restaurants past mo., .3% less likely to use Casinos past yr., 23.6% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



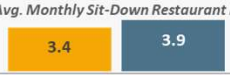
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

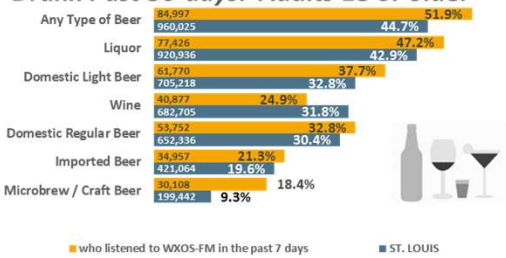
(Sit-Down Restaurants Used Past 30-days)



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

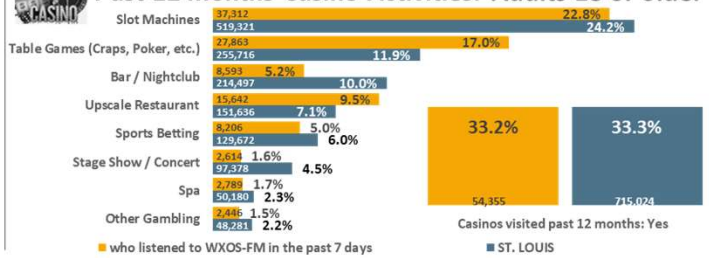


Drank Past 30-days: Adults 18 or older



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 128

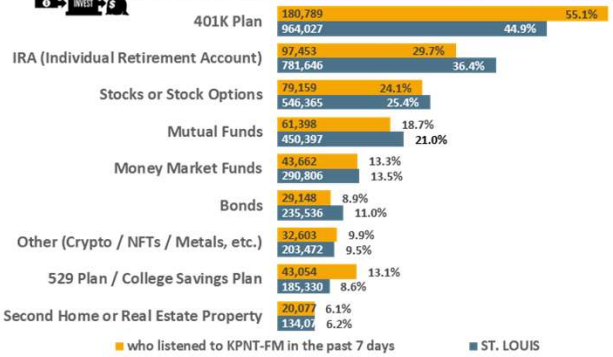
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Radio Stations: WXOS-FM

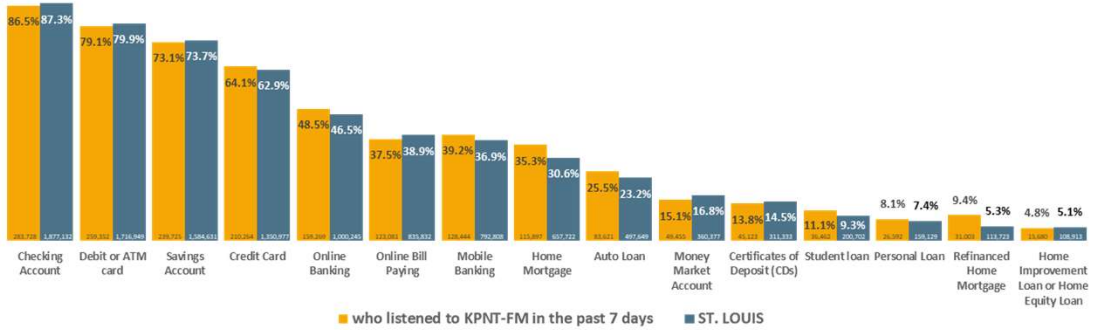
105.7 THE POINT
EVERYTHING ALTERNATIVE

15.3% or 328,077 of ST. LOUIS Metro Adults 18 or older listened to KPNT-FM in the past 7 days.
Adults 18 or older who listened to KPNT-FM in the past 7 days are 22.8% more likely to have a 401K, 10.1% more likely to have an Auto Loan, 49.4% more likely to Invest/Trade Stocks Online, 12.1% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

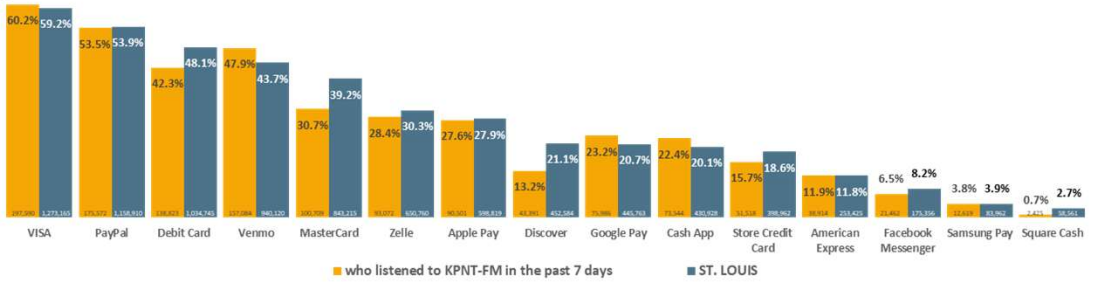


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



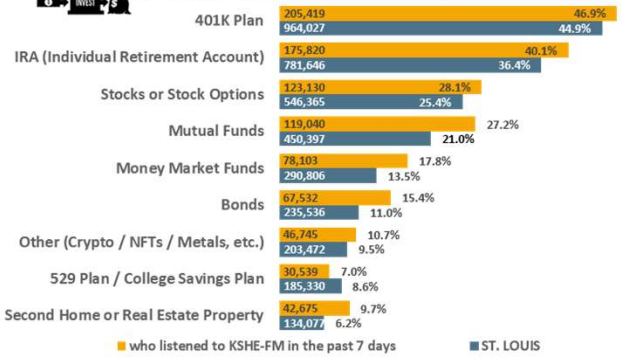
ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 217

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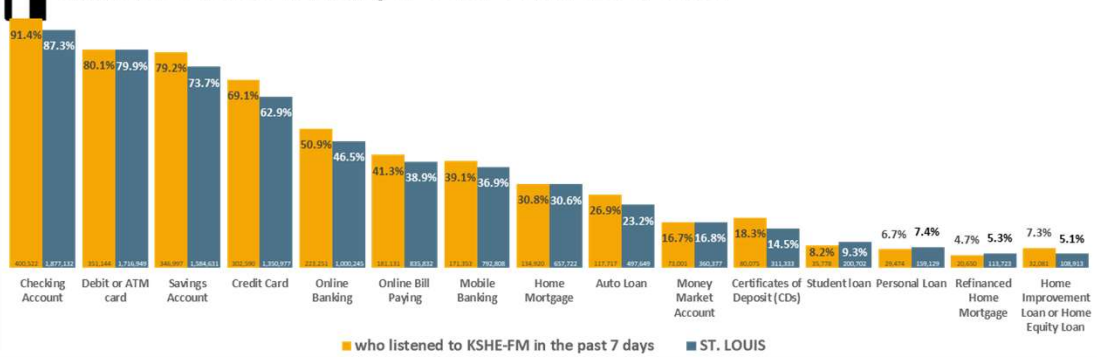
Radio Stations: KPNT-FM

20.4% or 438,192 of ST. LOUIS Metro Adults 18 or older listened to KSHE-FM in the past 7 days.
Adults 18 or older who listened to KSHE-FM in the past 7 days are 4.5% more likely to have a 401K, 16.% more likely to have an Auto Loan, 23.7% more likely to Invest/Trade Stocks Online, 8.% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



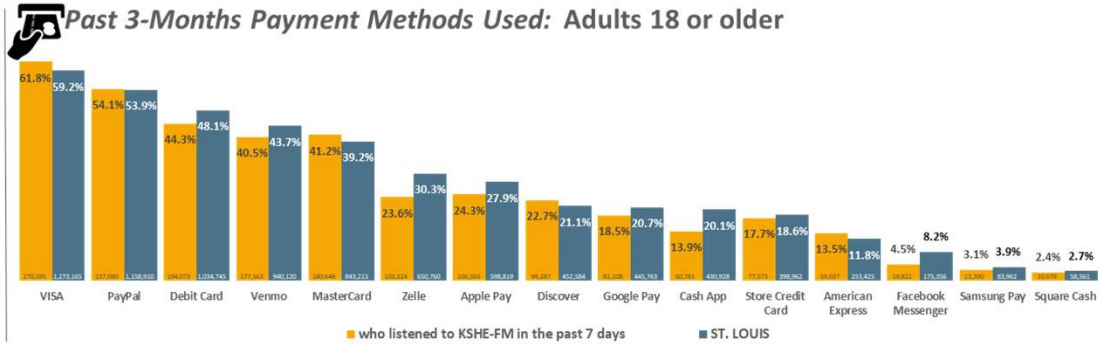
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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

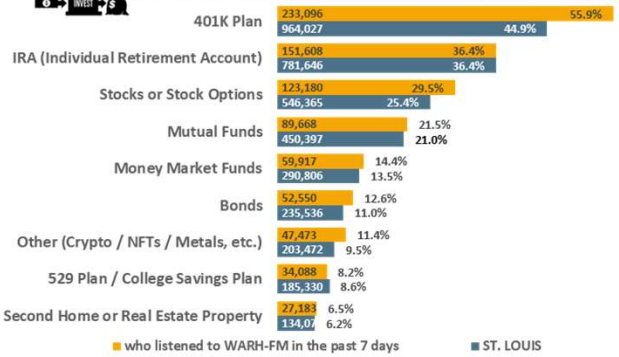


ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 358

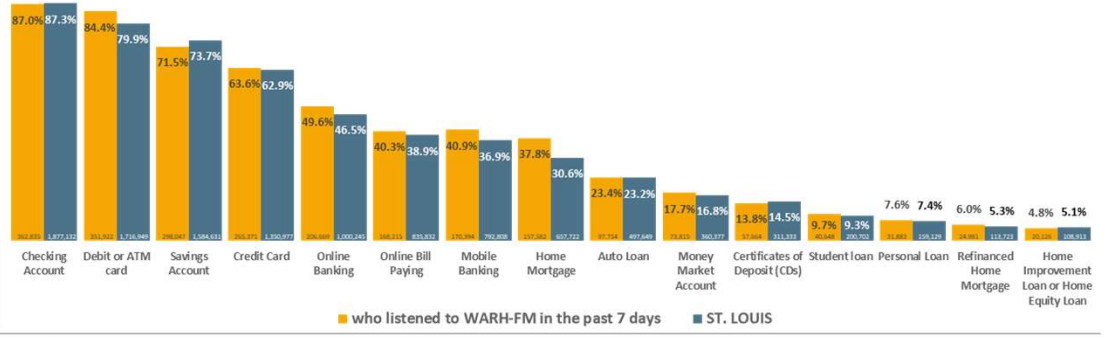
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19.4% or 417,067 of ST. LOUIS Metro Adults 18 or older listened to WARH-FM in the past 7 days.
Adults 18 or older who listened to WARH-FM in the past 7 days are 24.6% more likely to have a 401K, 1.2% more likely to have an Auto Loan, 33.1% more likely to Invest/Trade Stocks Online, .8% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

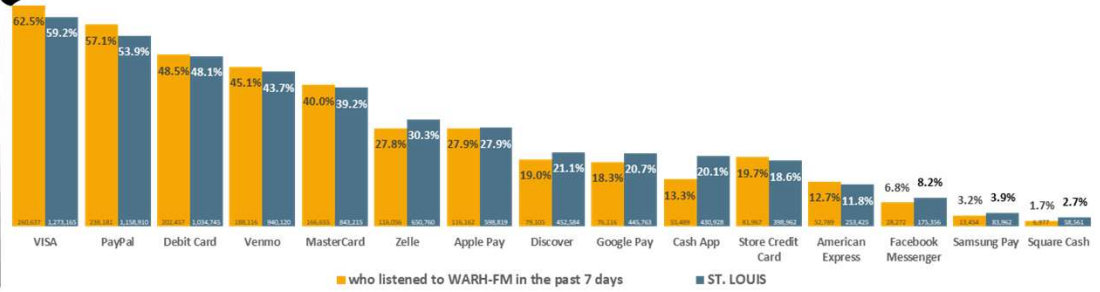


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



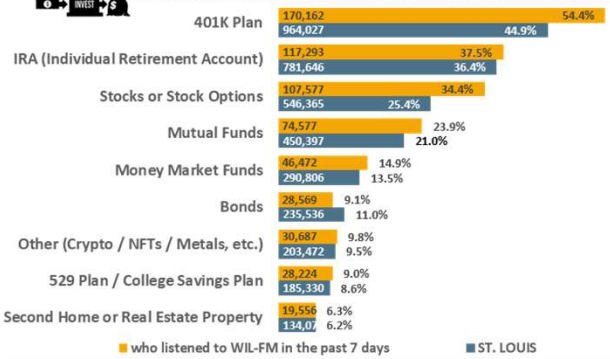
ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 322

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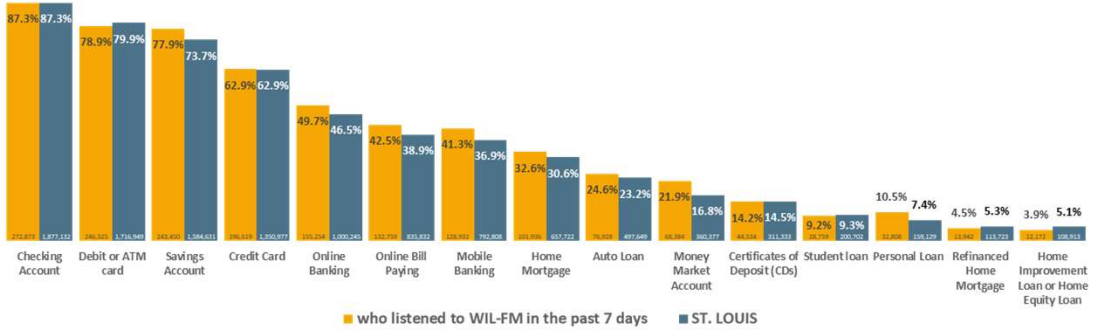
Radio Stations: WARH-FM

14.5% or 312,544 of ST. LOUIS Metro Adults 18 or older listened to WIL-FM in the past 7 days.
Adults 18 or older who listened to WIL-FM in the past 7 days are 21.4% more likely to have a 401K, 6.3% more likely to have an Auto Loan, 18.2% more likely to Invest/Trade Stocks Online, 6.1% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



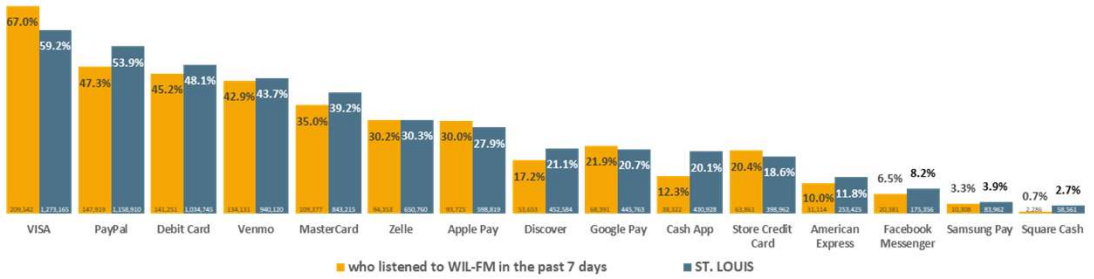
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 255

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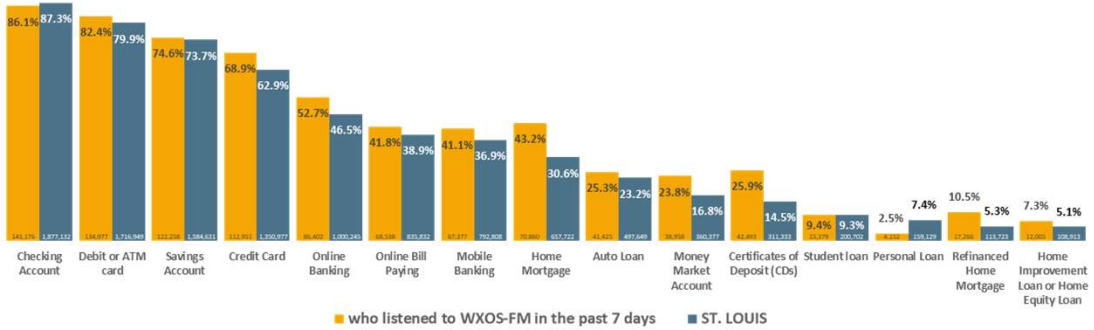
101 ESPN
Sports Talk For St. Louis

7.6% or 163,889 of ST. LOUIS Metro Adults 18 or older listened to WXOS-FM in the past 7 days.
Adults 18 or older who listened to WXOS-FM in the past 7 days are 8.3% more likely to have a 401K, 9.2% more likely to have an Auto Loan, 81.% more likely to Invest/Trade Stocks Online, 23.8% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

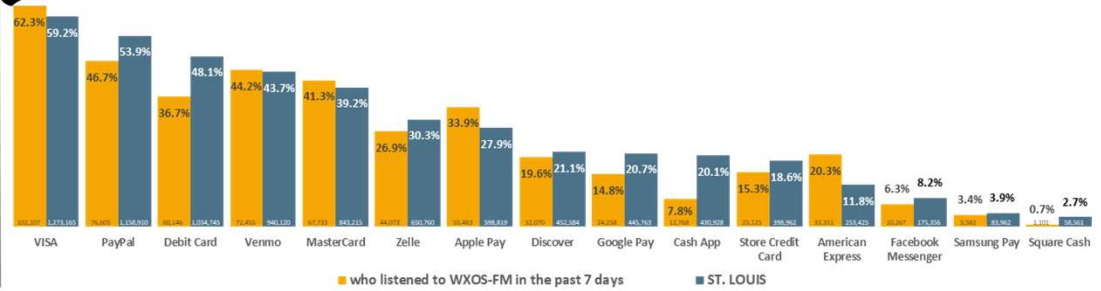


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 128

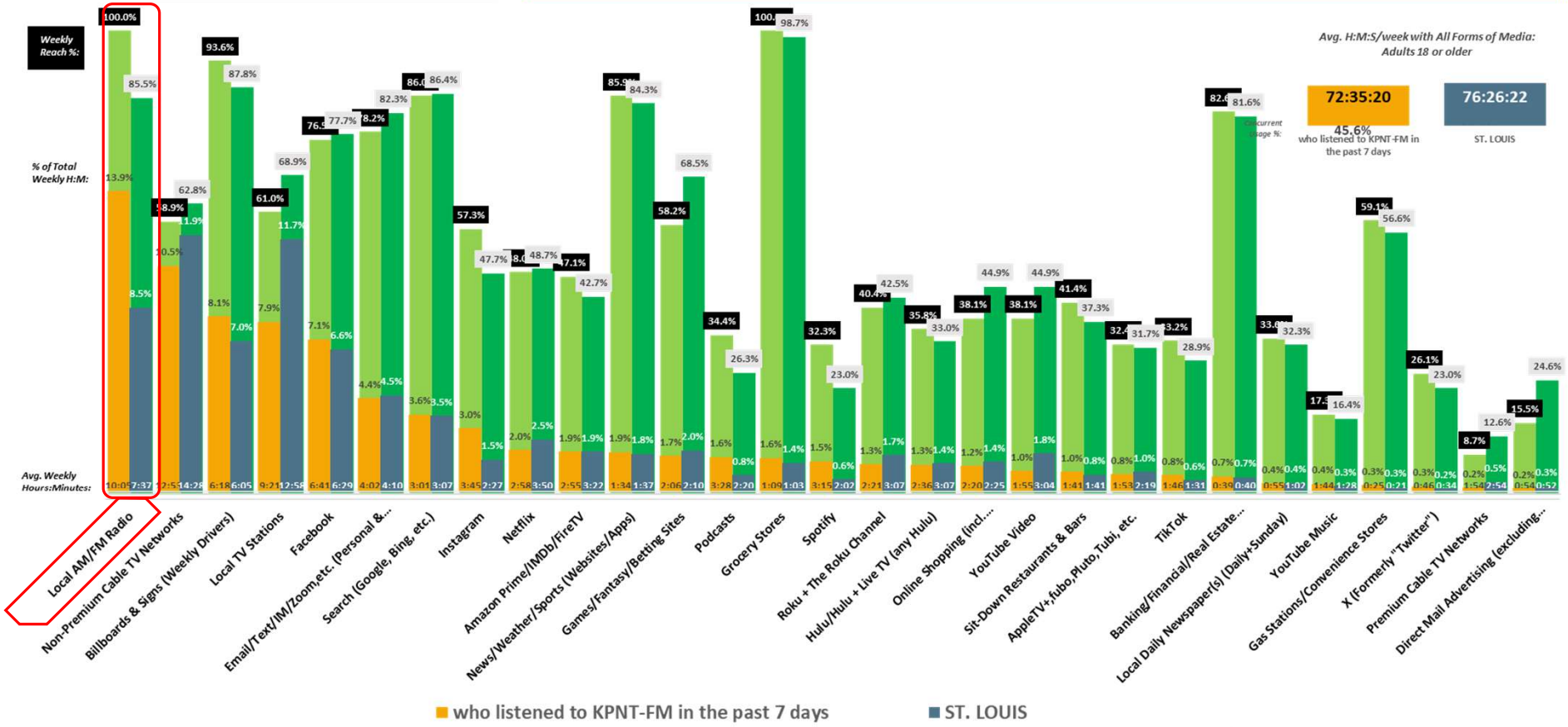
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Radio Stations: WXOS-FM

105.7 THE POINT
EVERYTHING ALTERNATIVE

Adults 18 or older who listened to KPNT-FM in the past 7 days spend an average of 3 days, 0 hours, 35 minutes and 20 seconds each week with All Forms of Media.

100.% of Adults 18 or older who listened to KPNT-FM in the past 7 days spend an avg. of 10 hours and 5 minutes each week listening to All Local AM/FM Radio, representing 13.9% of total time spent with all forms of Media.

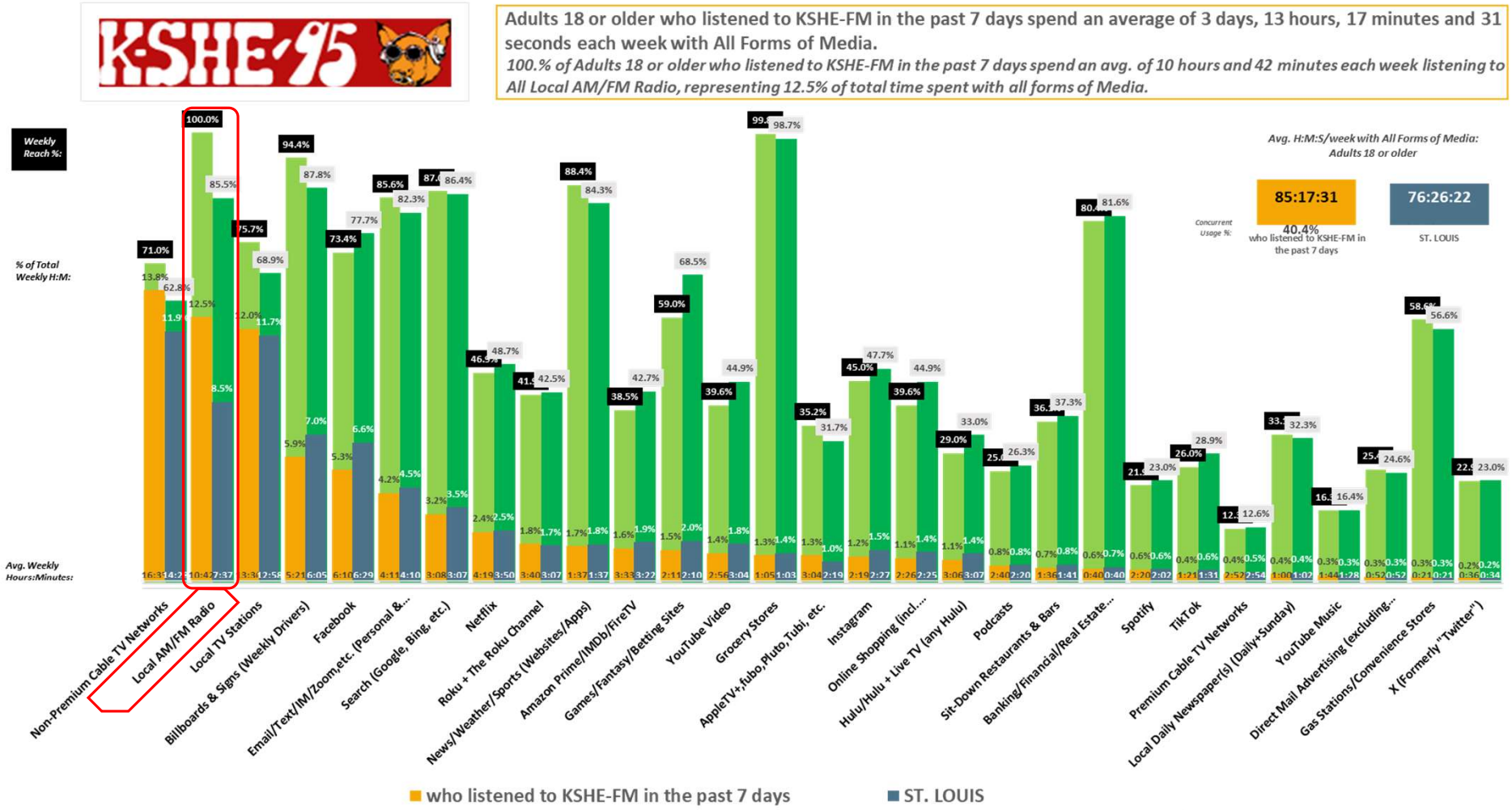


ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 217 ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,760

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Radio Stations: KPNT-FM

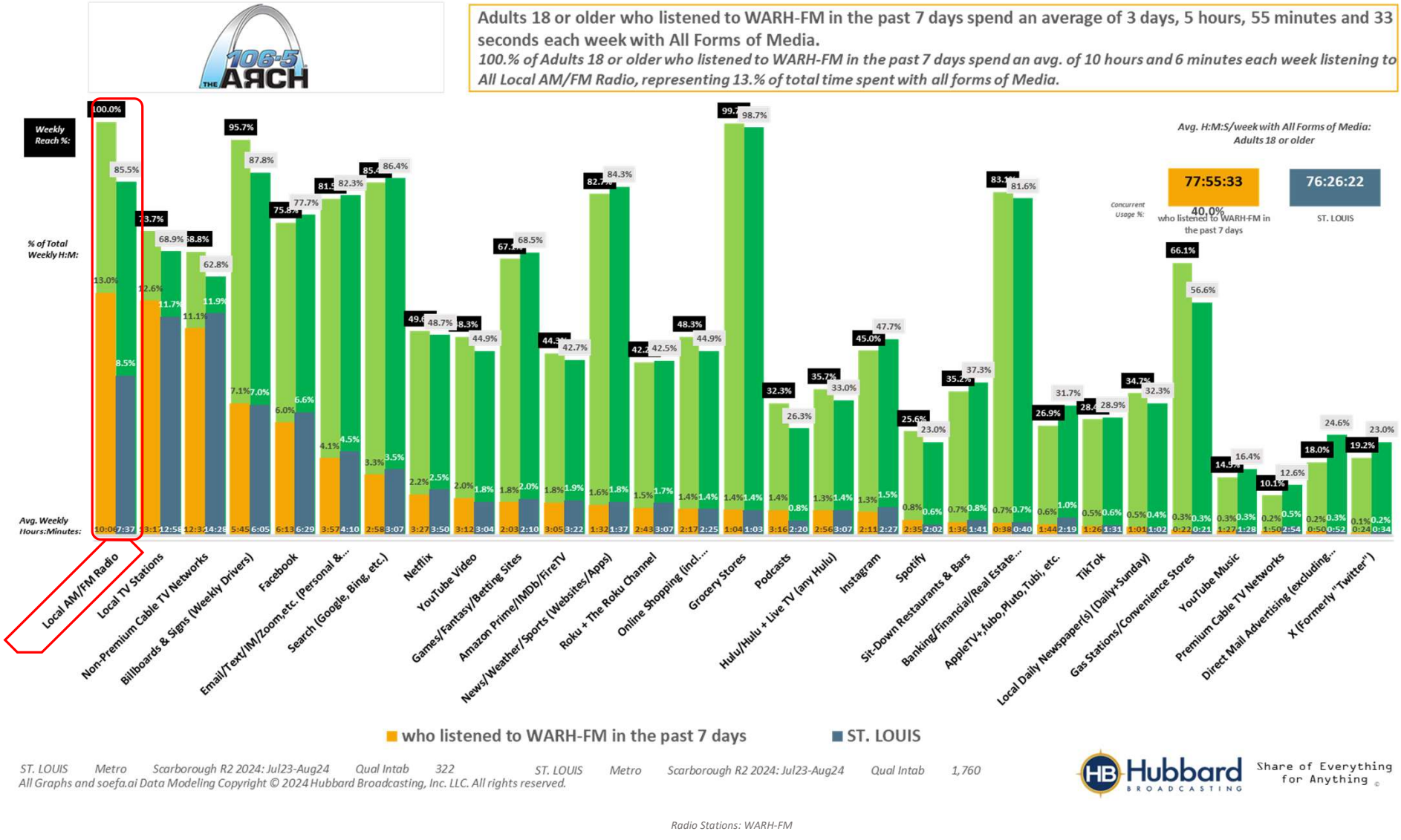


ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 358 ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,760

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Radio Stations: KSHE-FM



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 322 ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,760

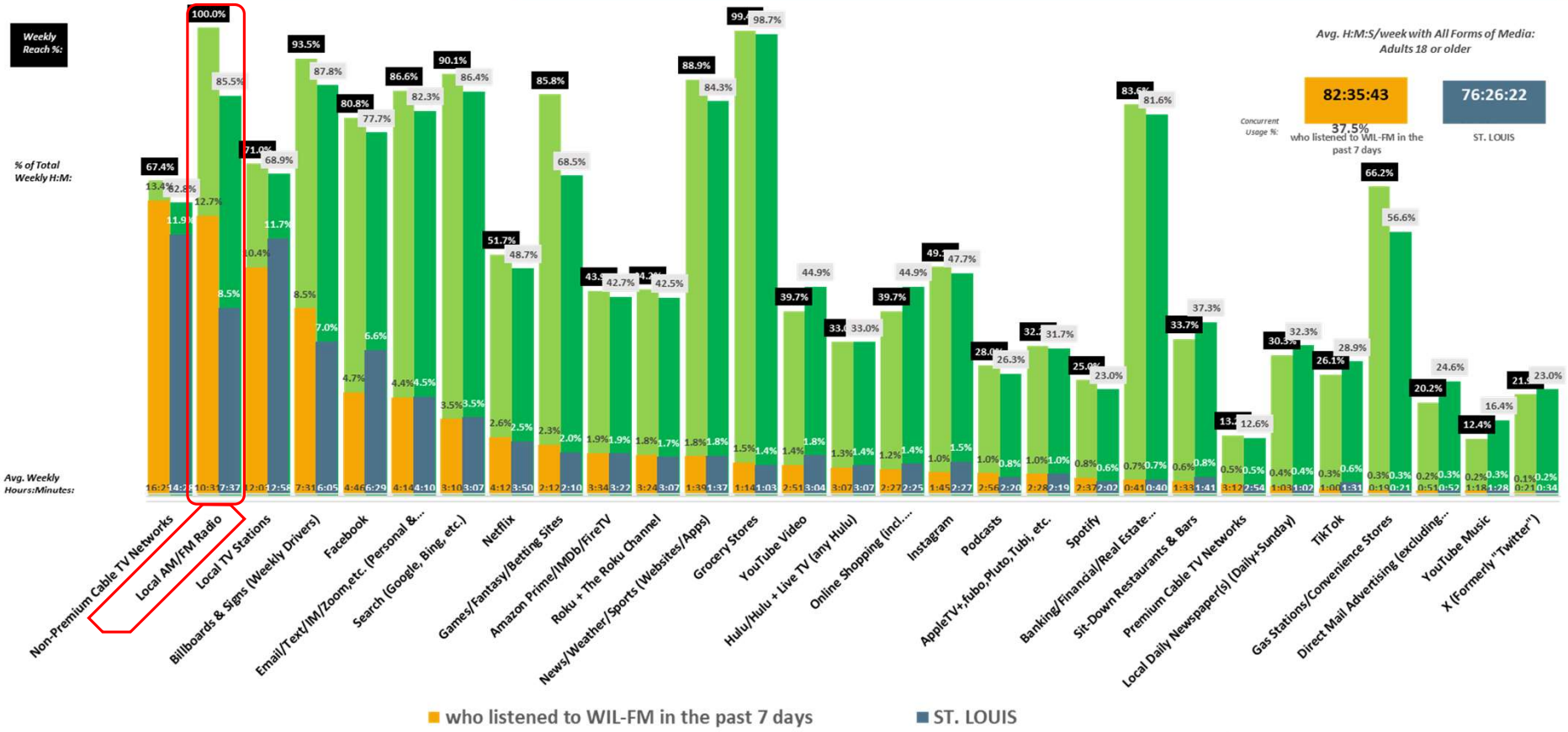
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Radio Stations: WARH-FM

Adults 18 or older who listened to WIL-FM in the past 7 days spend an average of 3 days, 10 hours, 35 minutes and 43 seconds each week with All Forms of Media.

100.% of Adults 18 or older who listened to WIL-FM in the past 7 days spend an avg. of 10 hours and 31 minutes each week listening to All Local AM/FM Radio, representing 12.7% of total time spent with all forms of Media.



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 255 ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,760

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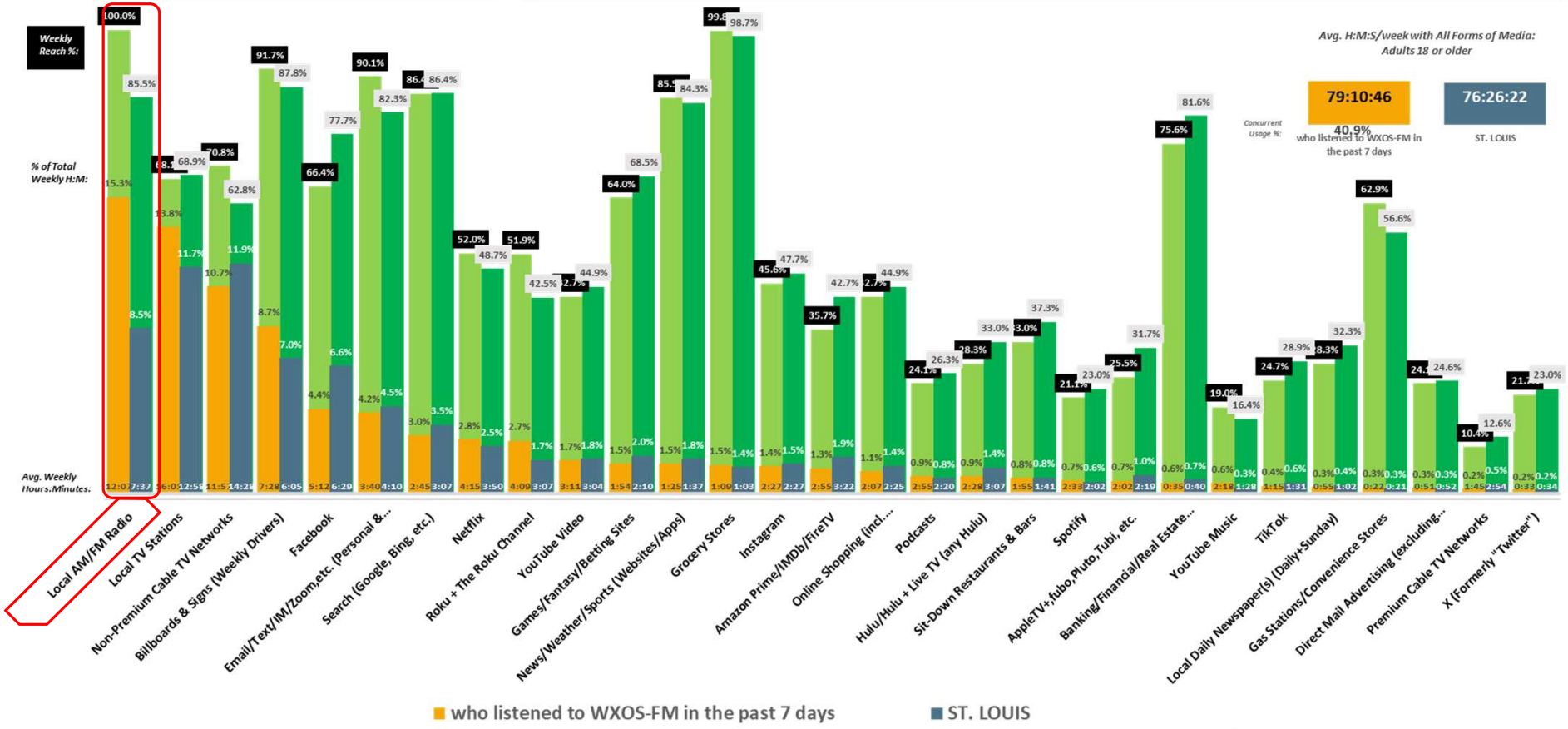
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Radio Stations: WIL-FM

101 ESPN Sports Talk For St. Louis

Adults 18 or older who listened to WXOS-FM in the past 7 days spend an average of 3 days, 7 hours, 10 minutes and 46 seconds each week with All Forms of Media.

100.% of Adults 18 or older who listened to WXOS-FM in the past 7 days spend an avg. of 12 hours and 7 minutes each week listening to All Local AM/FM Radio, representing 15.3% of total time spent with all forms of Media.



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 128 ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,760

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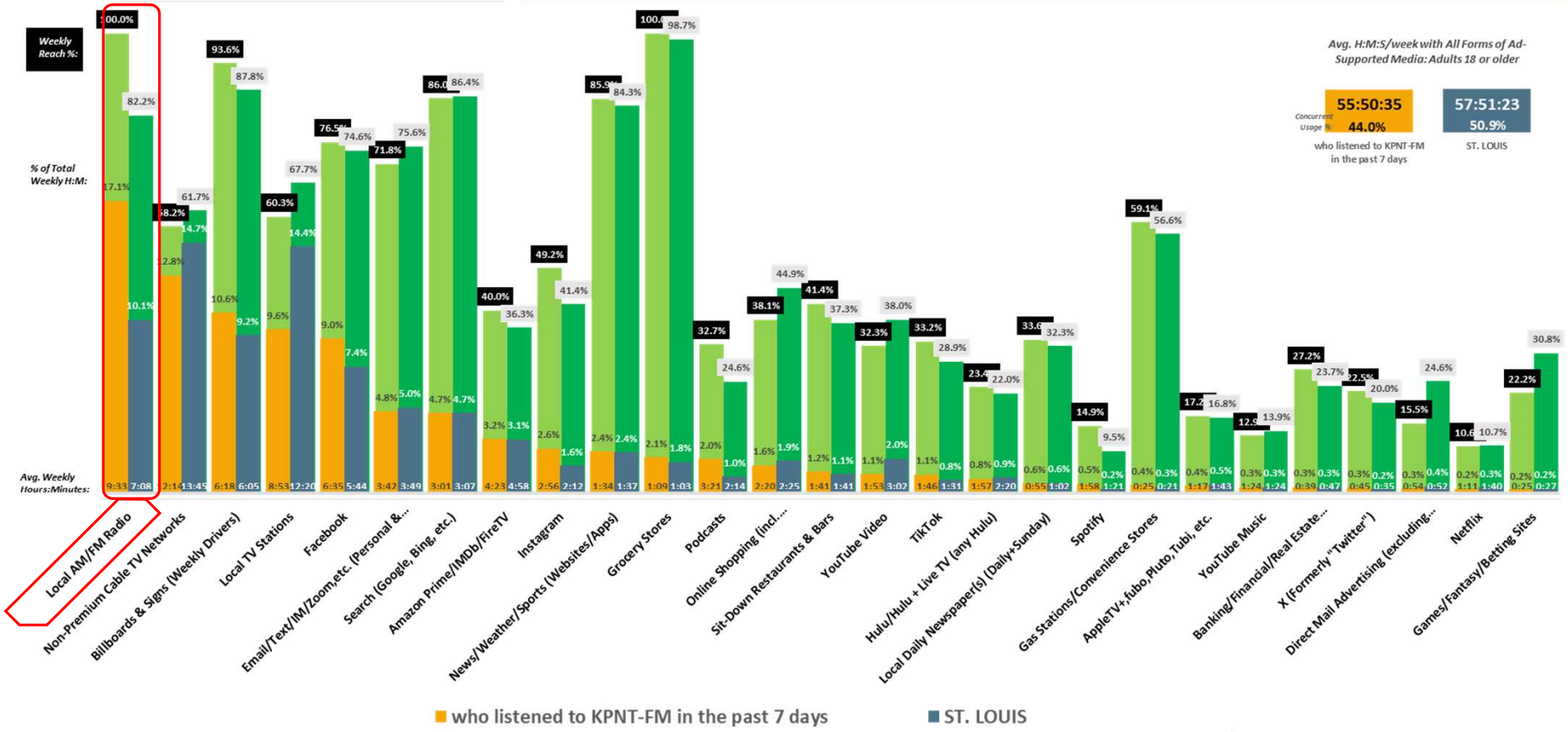
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Radio Stations: WXOS-FM

105.7 THE POINT
EVERYTHING ALTERNATIVE

Adults 18 or older who listened to KPNT-FM in the past 7 days spend an average of 2 days, 7 hours, 50 minutes and 35 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who listened to KPNT-FM in the past 7 days spend an avg. of 9 hours and 33 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 17.1% of total time spent with all forms of Ad-Supported Media.

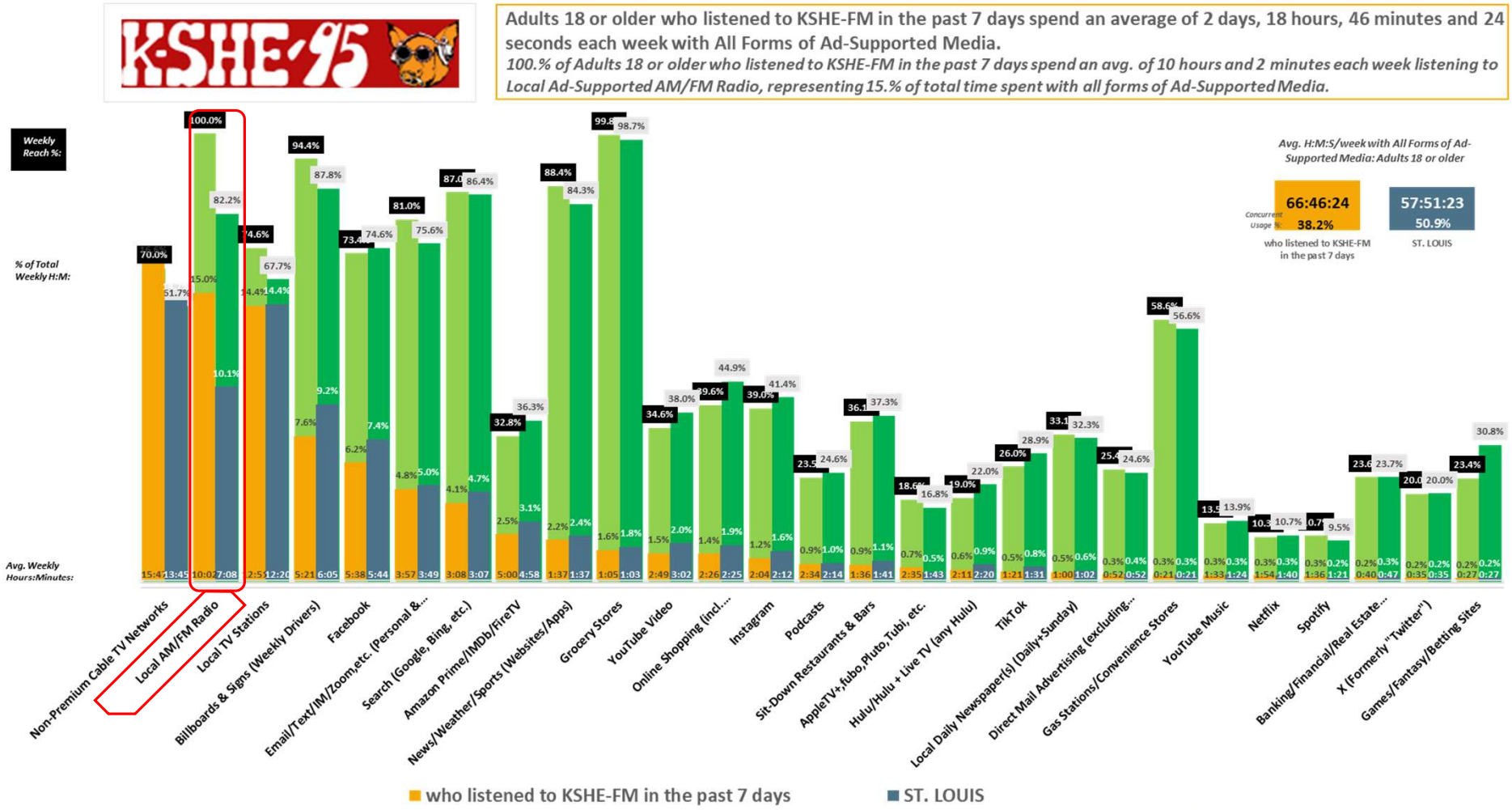


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Radio Stations: KPNT-FM

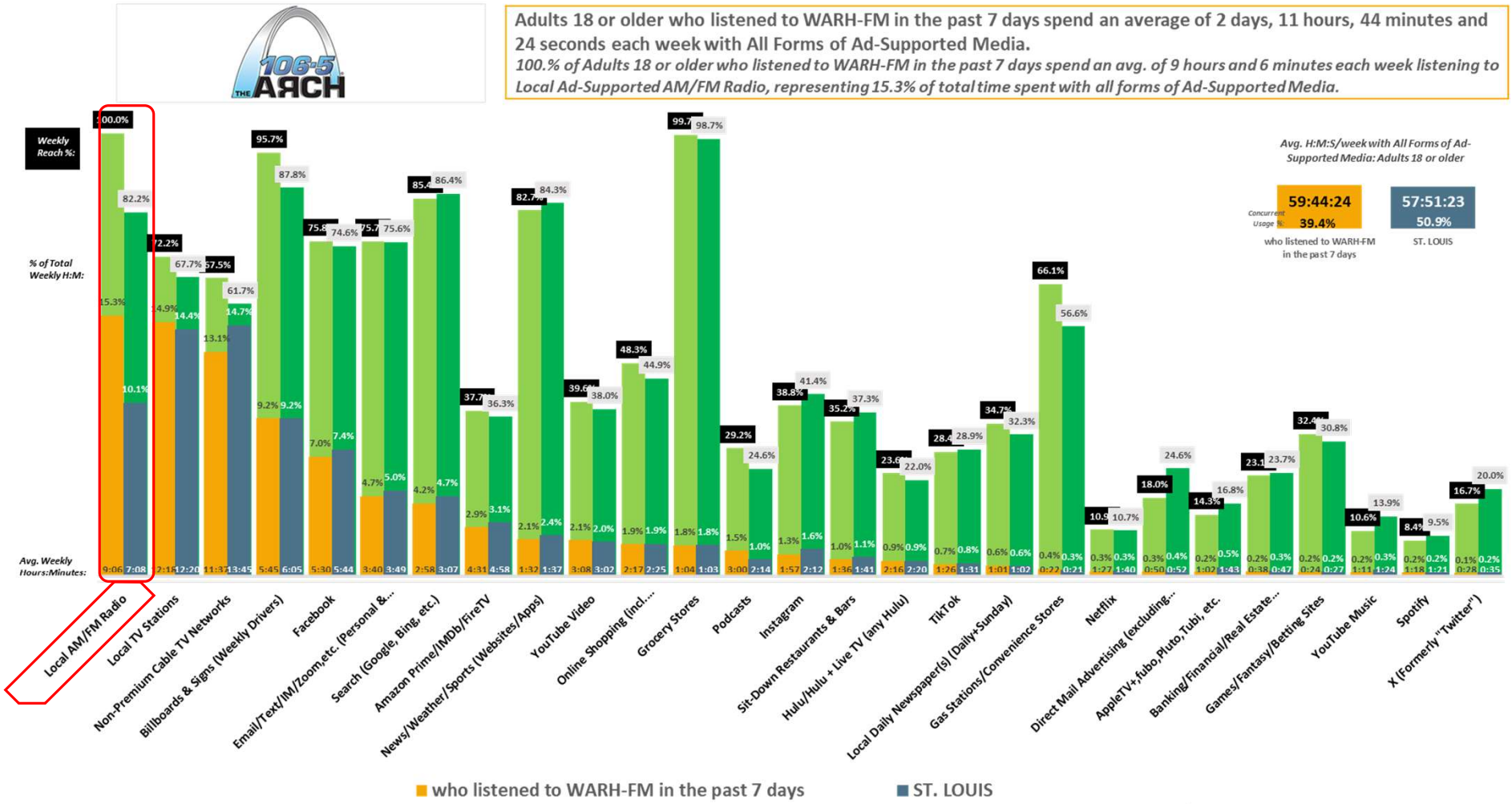


ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 358 ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,760

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Radio Stations: KSHE-FM

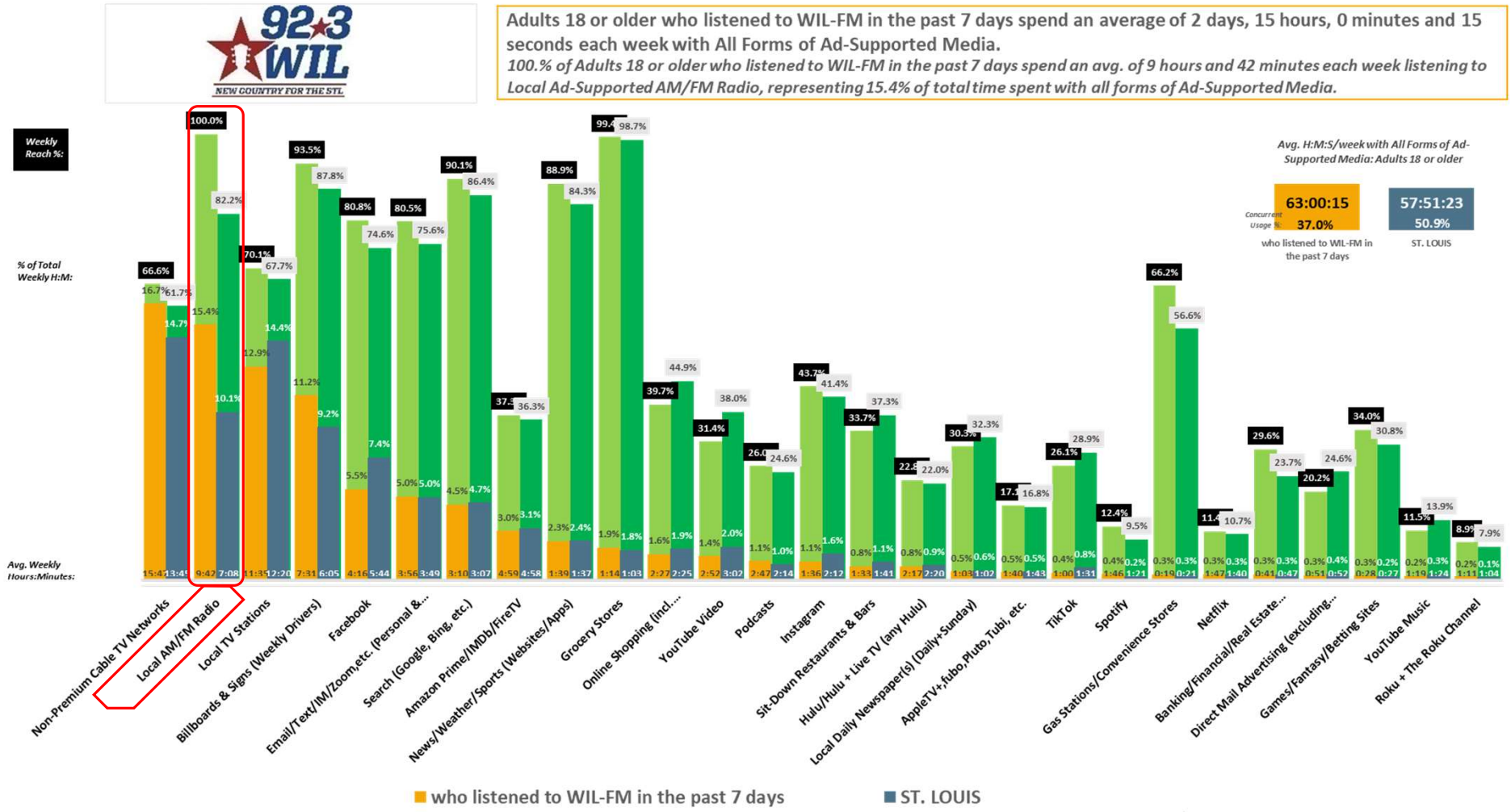


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Radio Stations: WARH-FM



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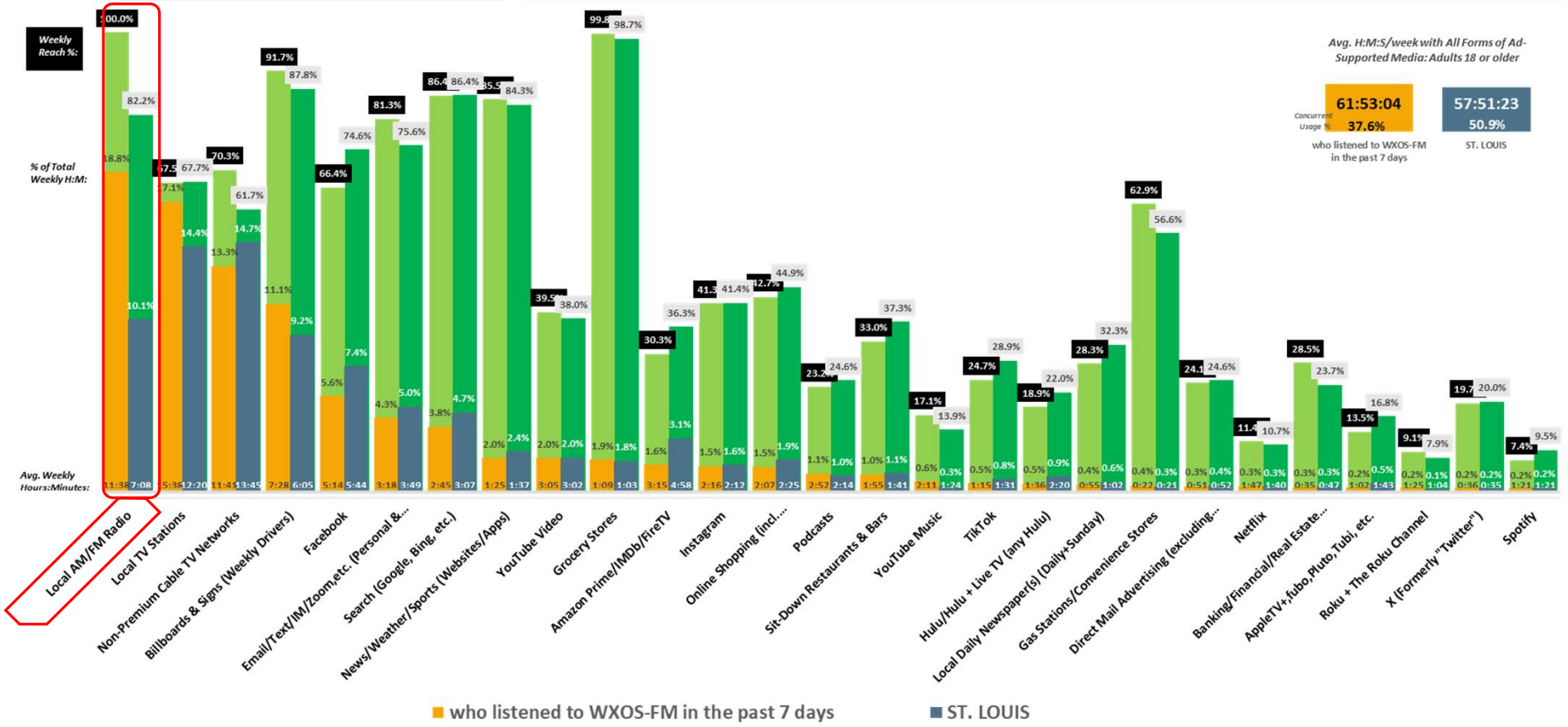
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Radio Stations: WIL-FM

101 ESPN Sports Talk For St. Louis

Adults 18 or older who listened to WXOS-FM in the past 7 days spend an average of 2 days, 13 hours, 53 minutes and 4 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who listened to WXOS-FM in the past 7 days spend an avg. of 11 hours and 38 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 18.8% of total time spent with all forms of Ad-Supported Media.



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 128 ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,760

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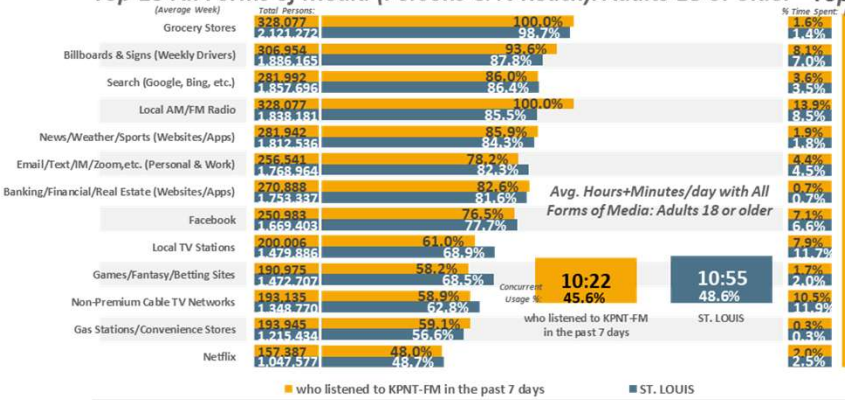
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Radio Stations: WXOS-FM

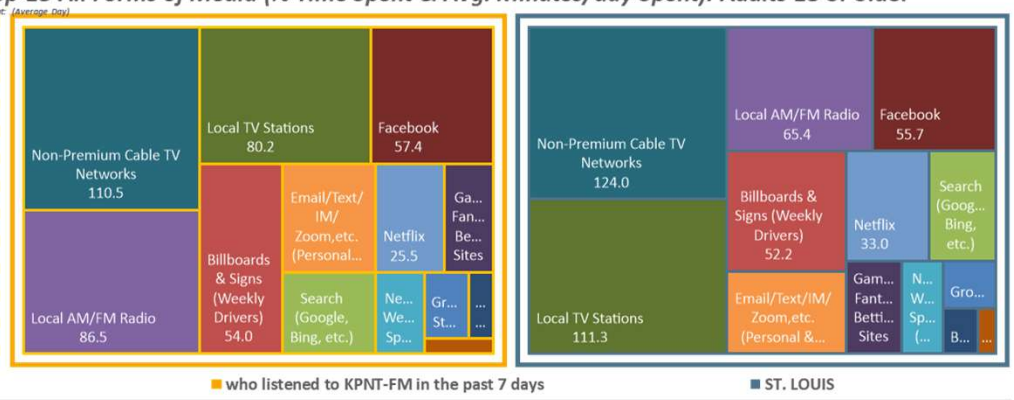
105.7 THE POINT
EVERYTHING ALTERNATIVE

Adults 18 or older who listened to KPNT-FM in the past 7 days spend an average of 7 hours and 58 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 81.9 minutes/day. *(Local Radio delivers 17.1% of Time with Ad-Supported Media.)*

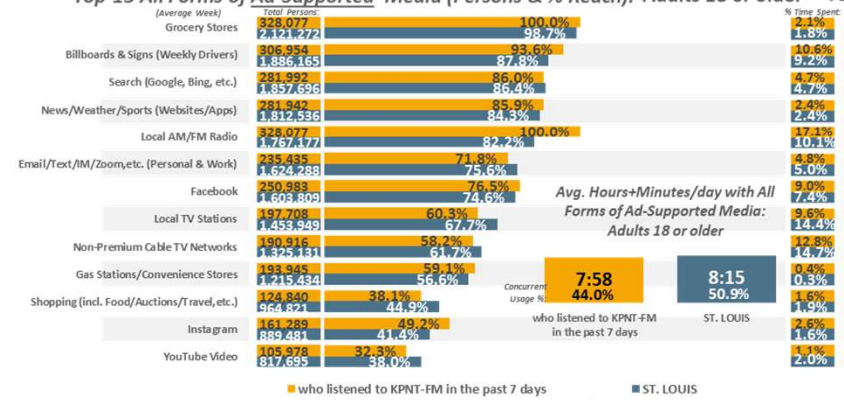
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



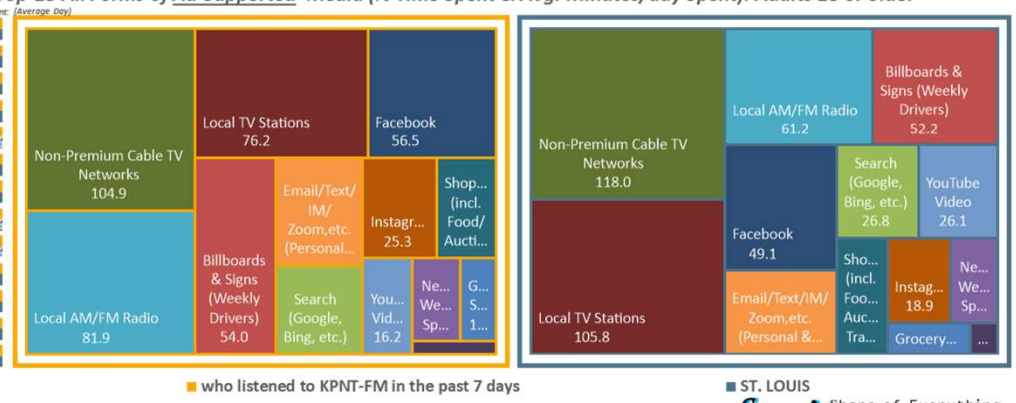
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 217

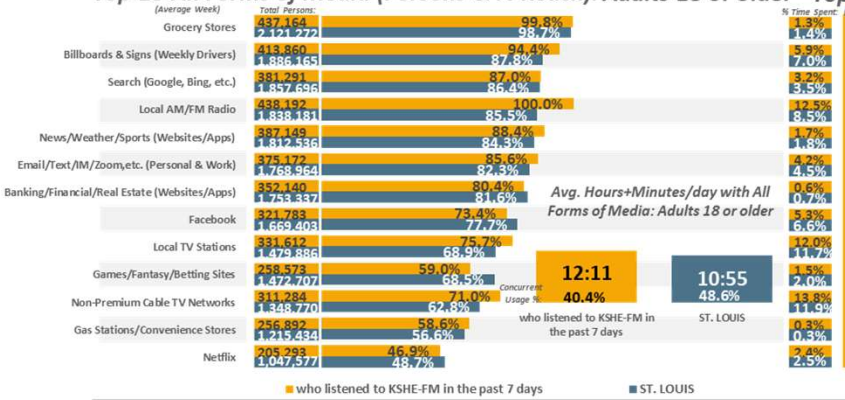
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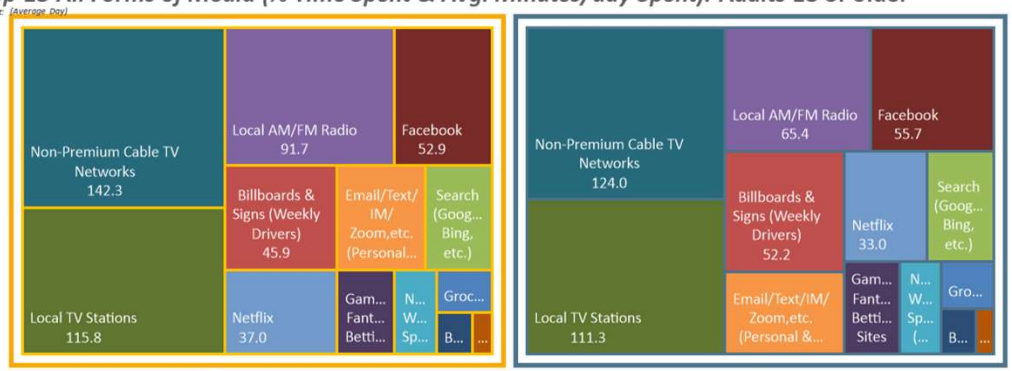
Radio Stations: KPNT-FM

Adults 18 or older who listened to KSHE-FM in the past 7 days spend an average of 9 hours and 32 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 86.1 minutes/day. *(Local Radio delivers 15.% of Time with Ad-Supported Media.)*

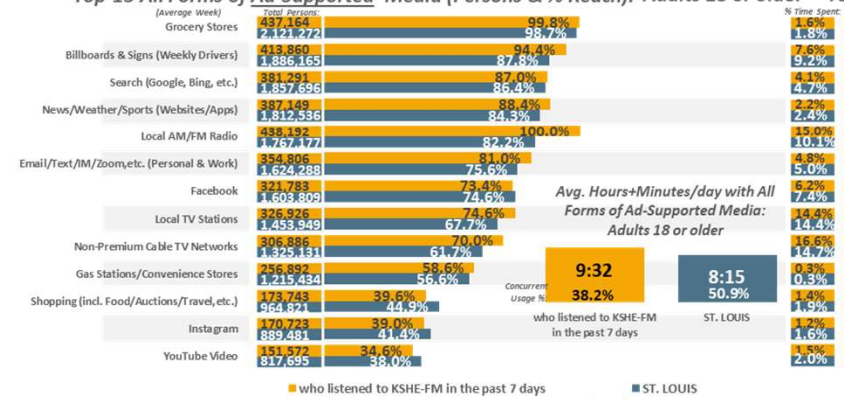
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



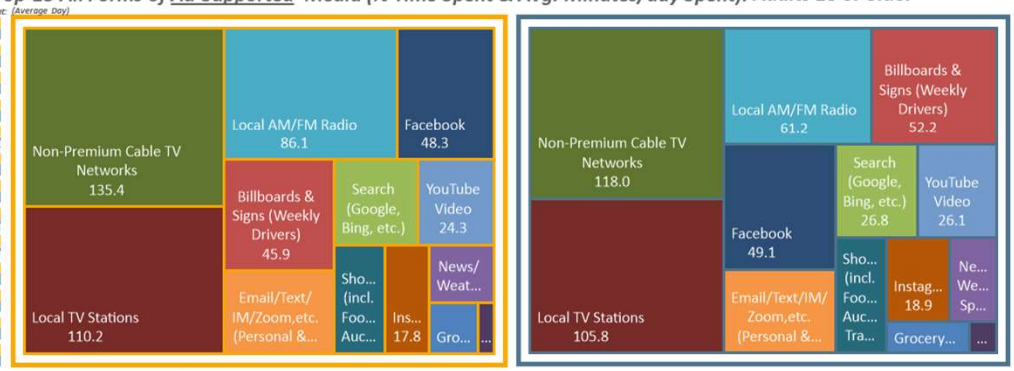
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 358

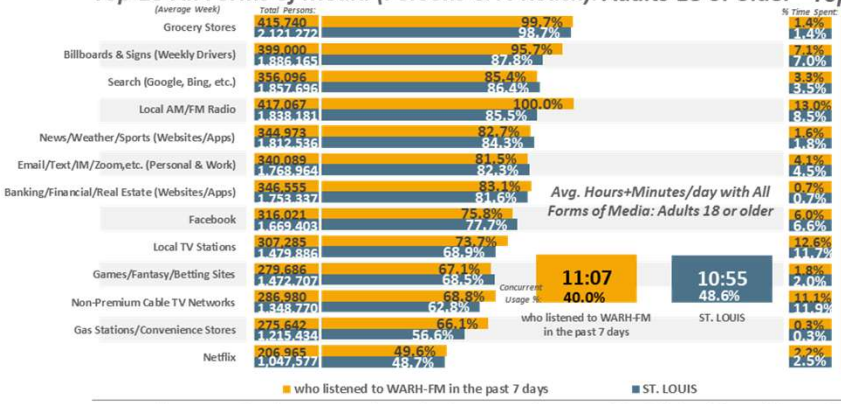
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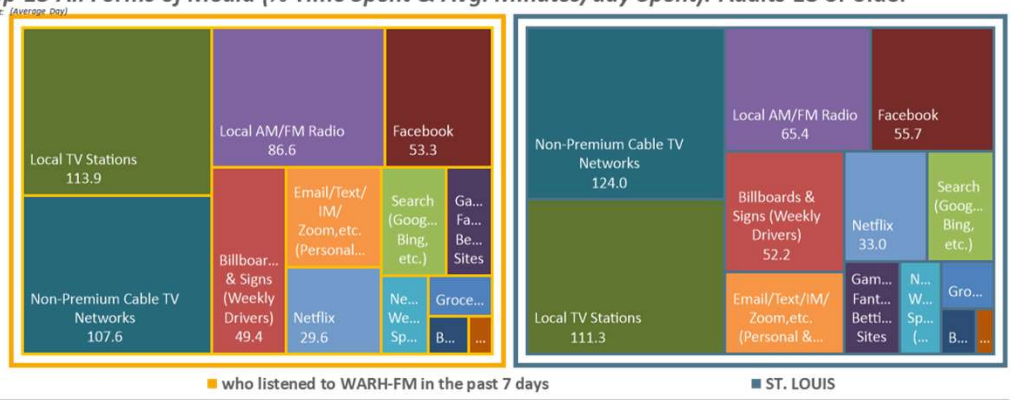
Radio Stations: KSHE-FM

Adults 18 or older who listened to WARH-FM in the past 7 days spend an average of 8 hours and 32 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 78.1 minutes/day. *(Local Radio delivers 15.3% of Time with Ad-Supported Media.)*

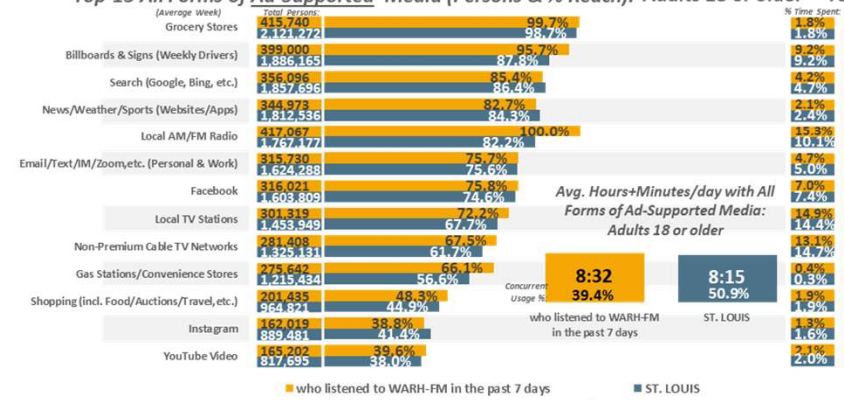
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



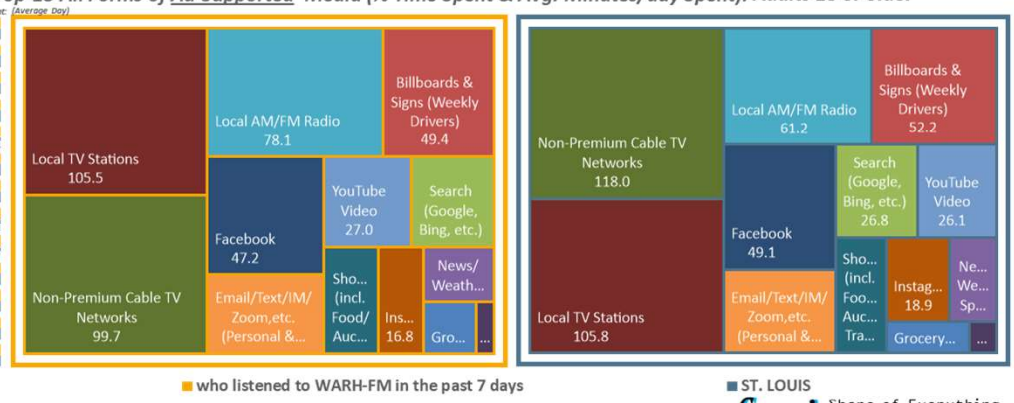
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 322

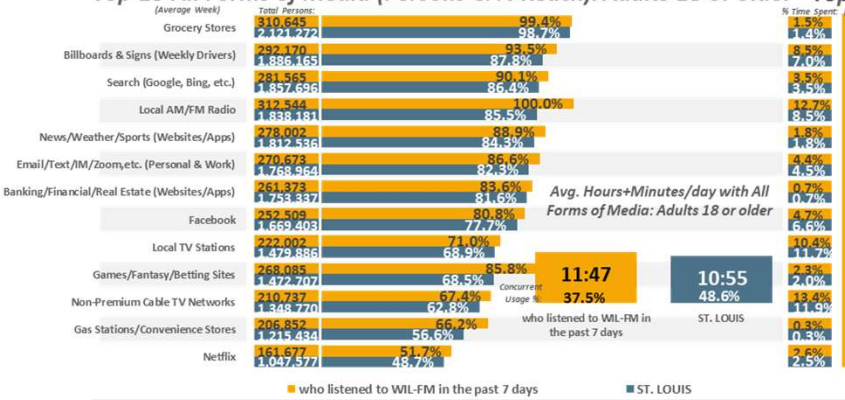
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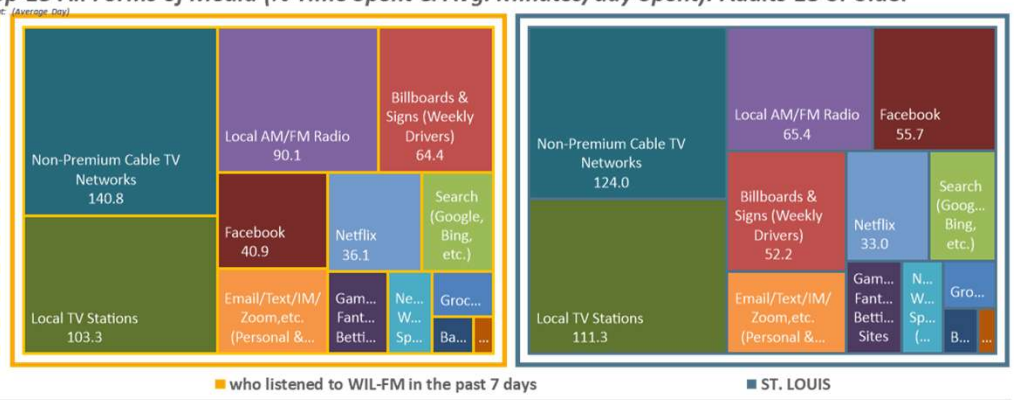
Radio Stations: WARH-FM

Adults 18 or older who listened to WIL-FM in the past 7 days spend an average of 9 hours and 0 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 83.3 minutes/day. *(Local Radio delivers 15.4% of Time with Ad-Supported Media.)*

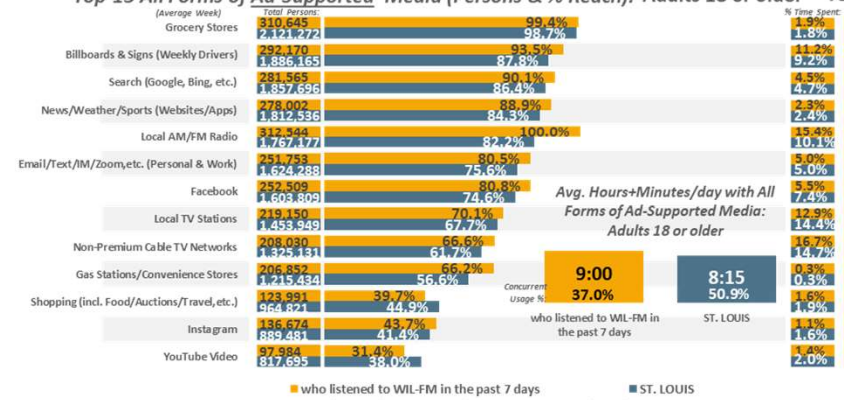
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



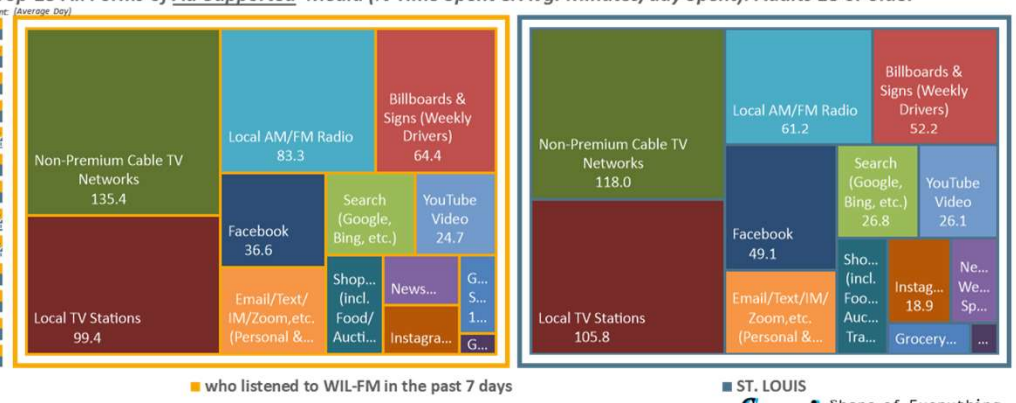
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 255

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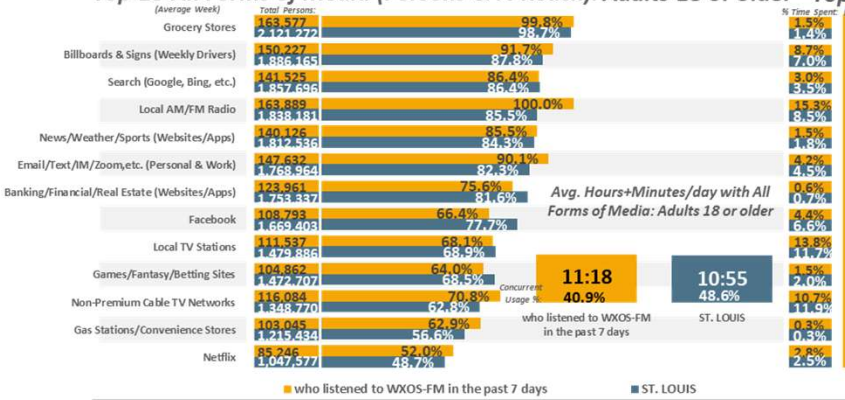
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Radio Stations: WIL-FM

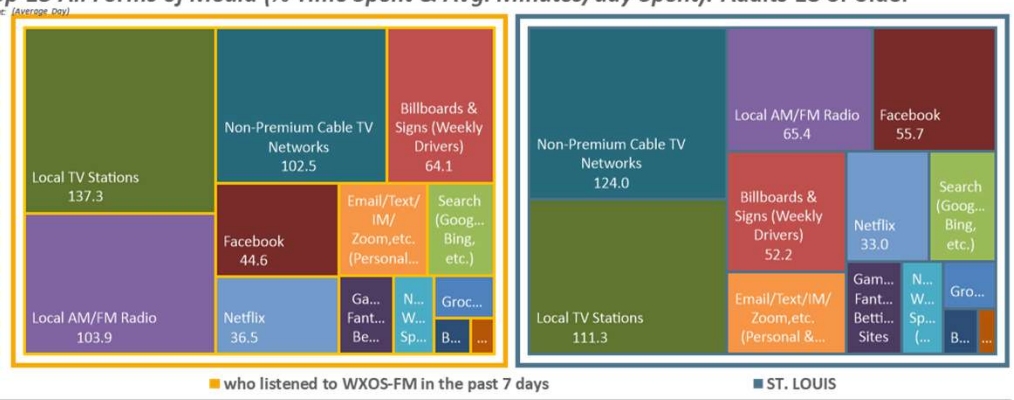
101 ESPN
Sports Talk For St. Louis

Adults 18 or older who listened to WXOS-FM in the past 7 days spend an average of 8 hours and 50 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 99.8 minutes/day. *(Local Radio delivers 18.8% of Time with Ad-Supported Media.)*

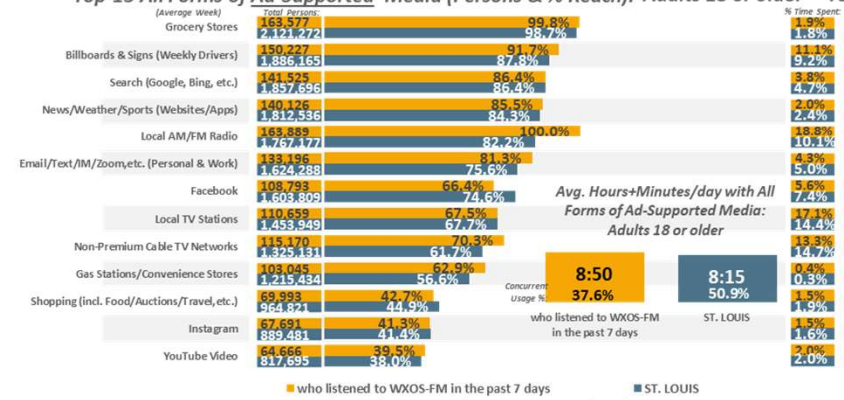
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



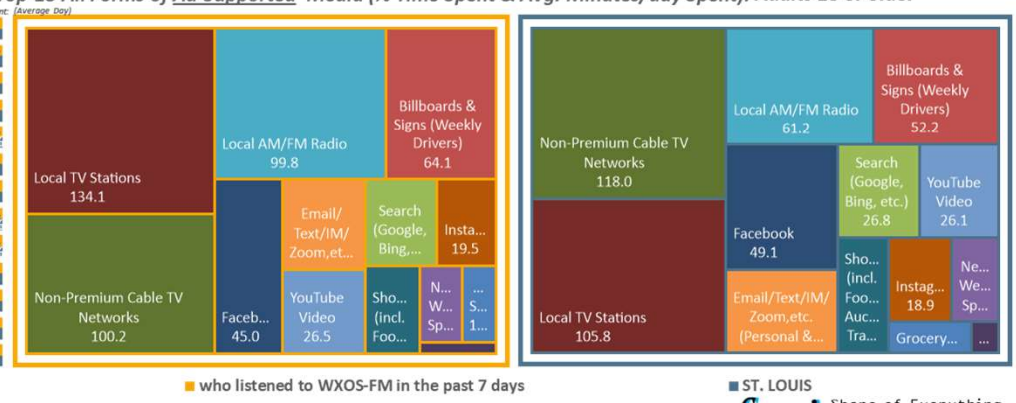
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 128

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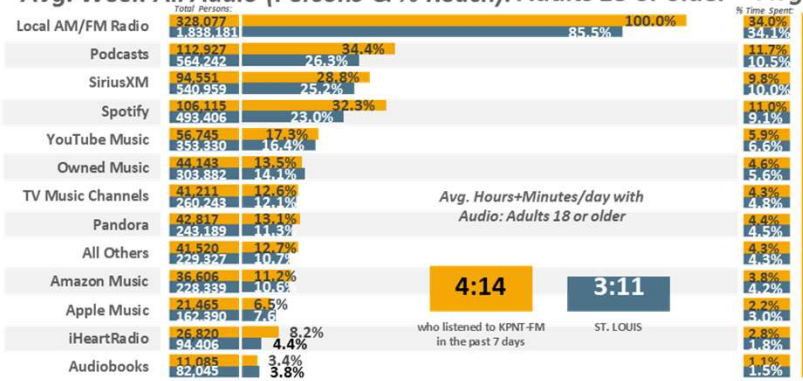
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Radio Stations: WXOS-FM

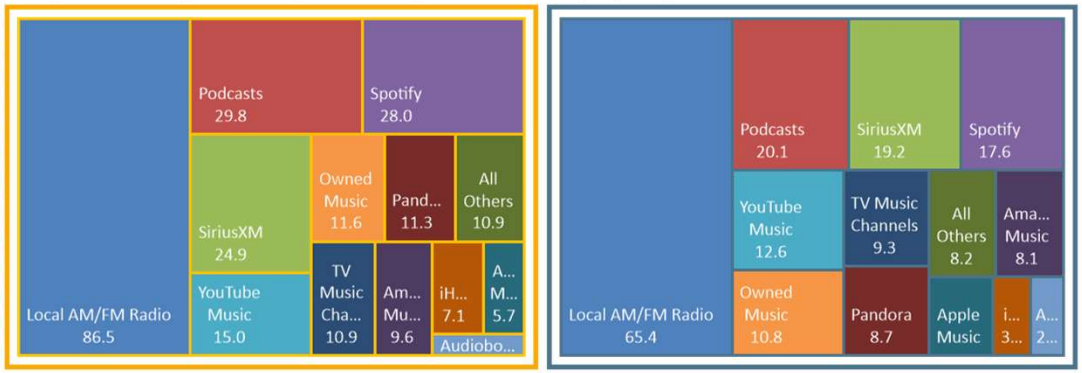
105.7 THE POINT
EVERYTHING ALTERNATIVE

328,077 or 100.% of Adults 18 or older who listened to KPNT-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 81.9 minutes every day representing 43.6% of all time spent daily with Ad-Supported Audio.

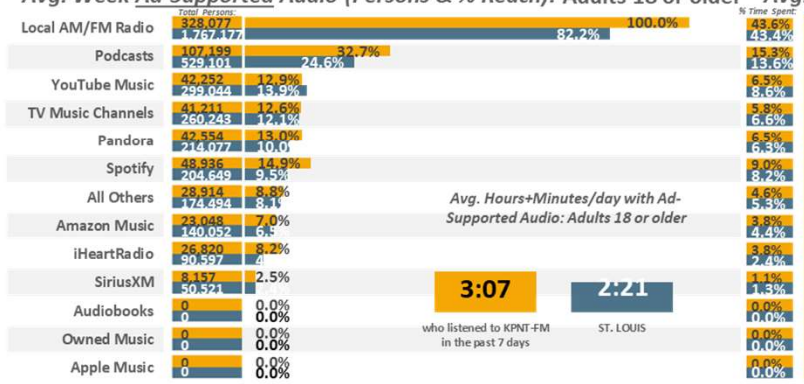
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



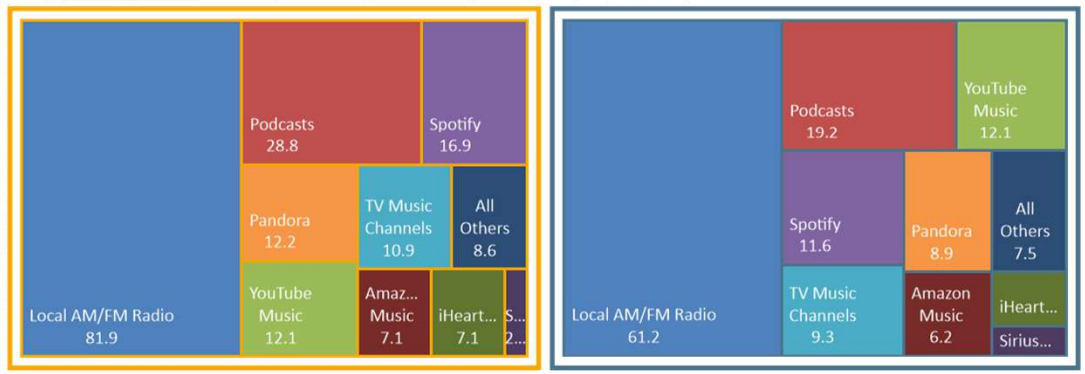
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 217

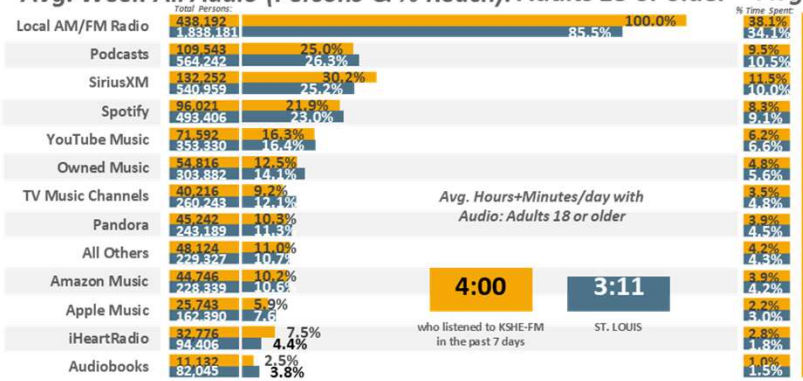
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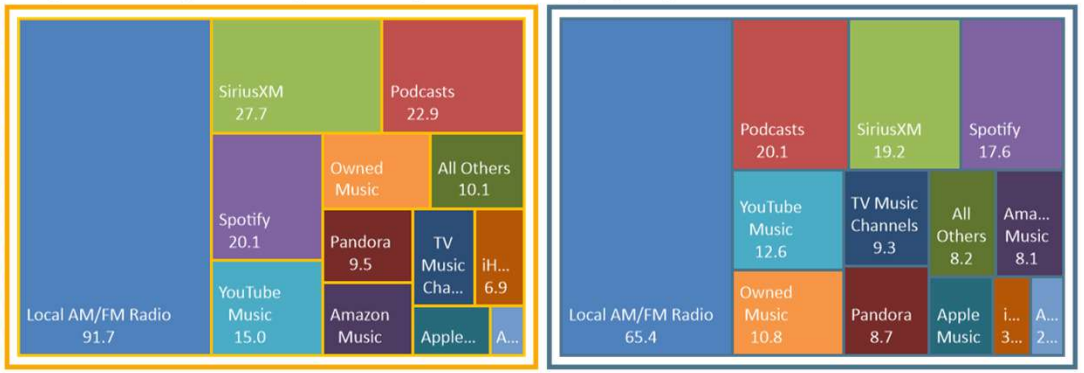
Radio Stations: KPNT-FM

438,192 or 100.% of Adults 18 or older who listened to KSHE-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 86.1 minutes every day representing 48.8% of all time spent daily with Ad-Supported Audio.

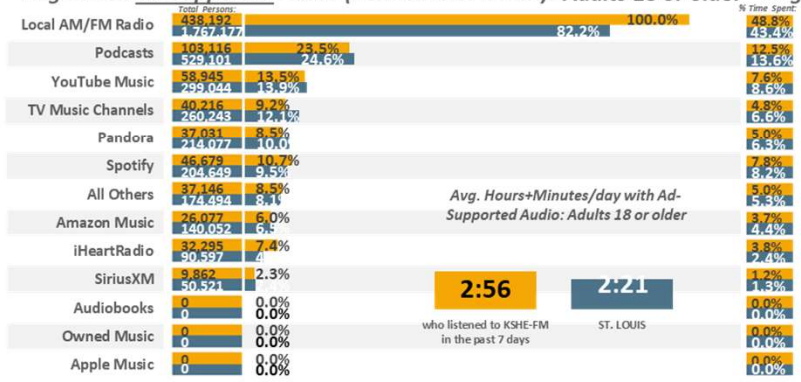
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



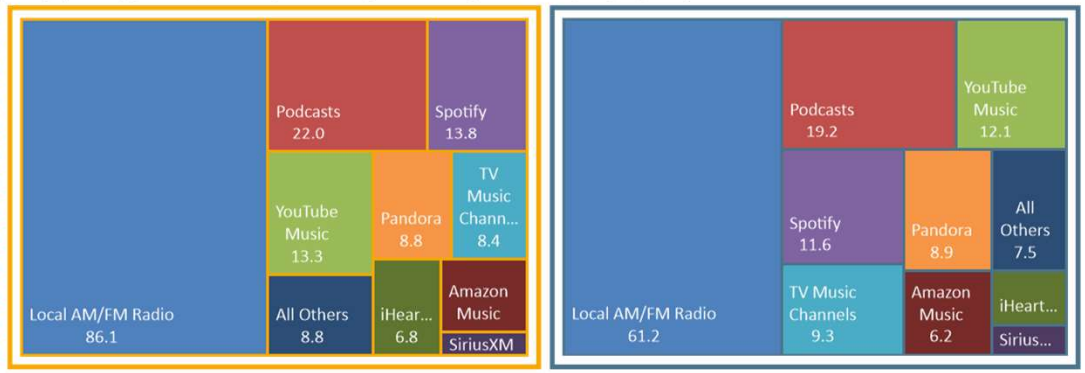
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 358

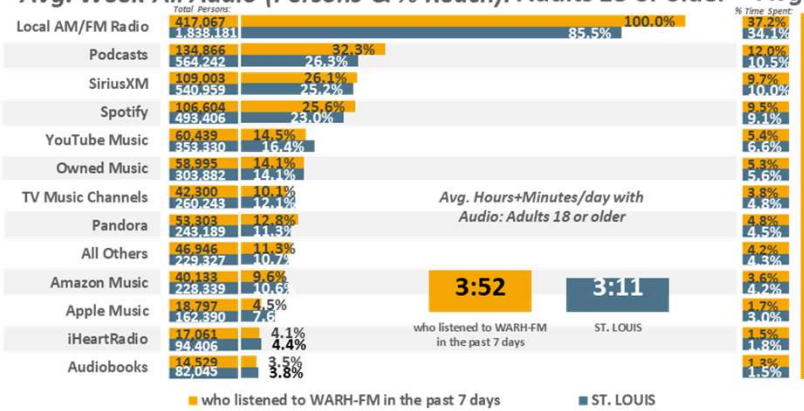
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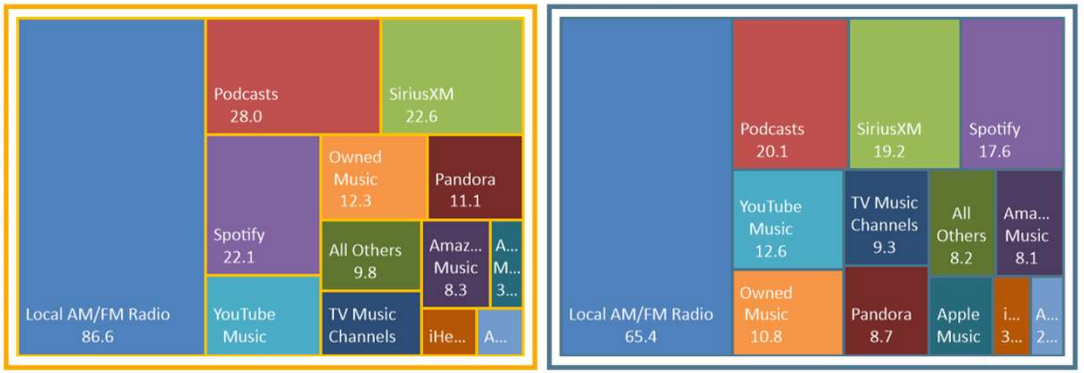
Radio Stations: KSHE-FM

417,067 or 100.% of Adults 18 or older who listened to WARH-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 78.1 minutes every day representing 48.% of all time spent daily with Ad-Supported Audio.

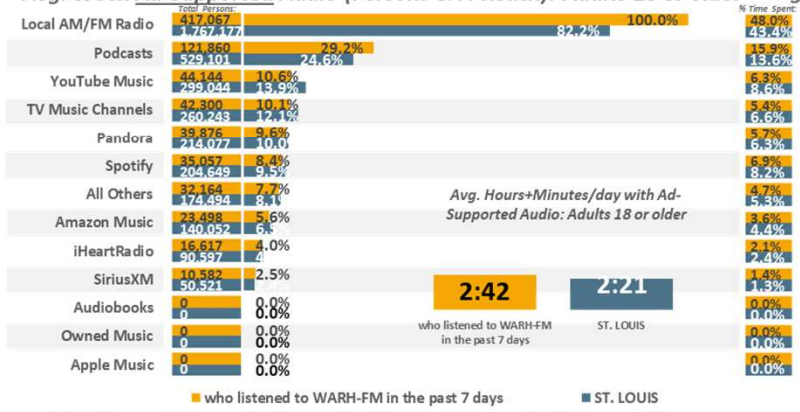
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



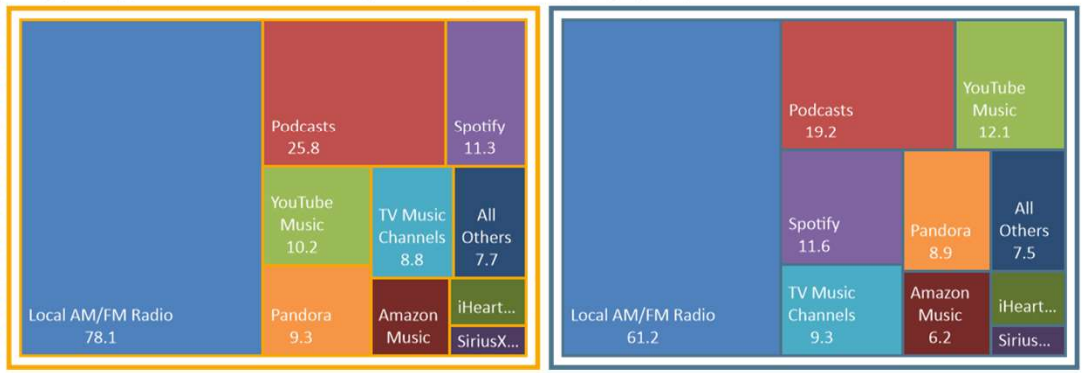
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 322

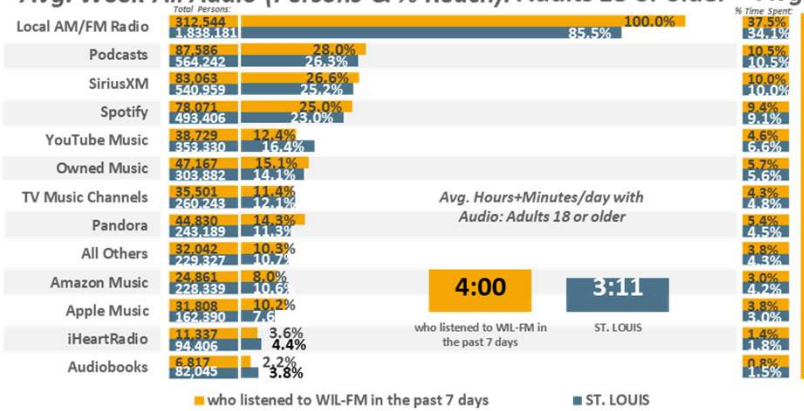
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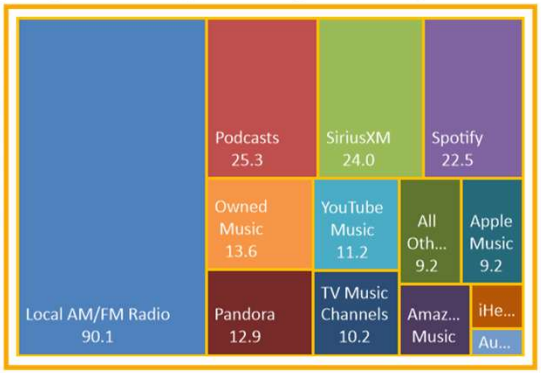
Radio Stations: WARH-FM

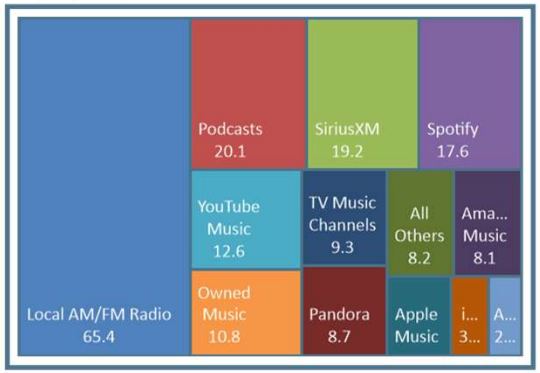
312,544 or 100.% of Adults 18 or older who listened to WIL-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 83.3 minutes every day representing 47.6% of all time spent daily with Ad-Supported Audio.

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

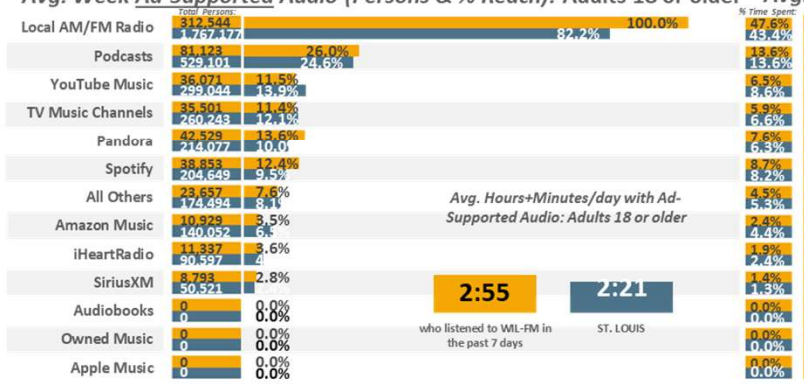


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

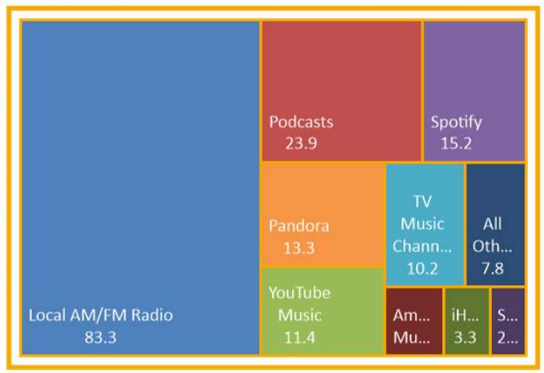


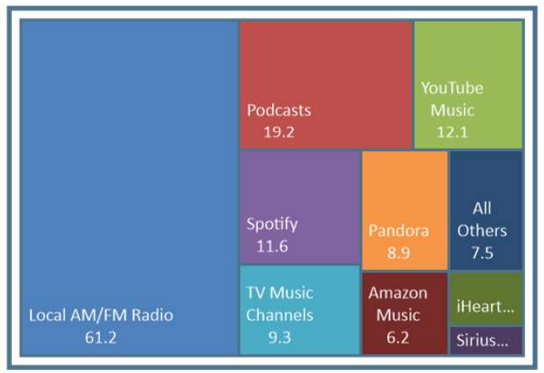


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 255

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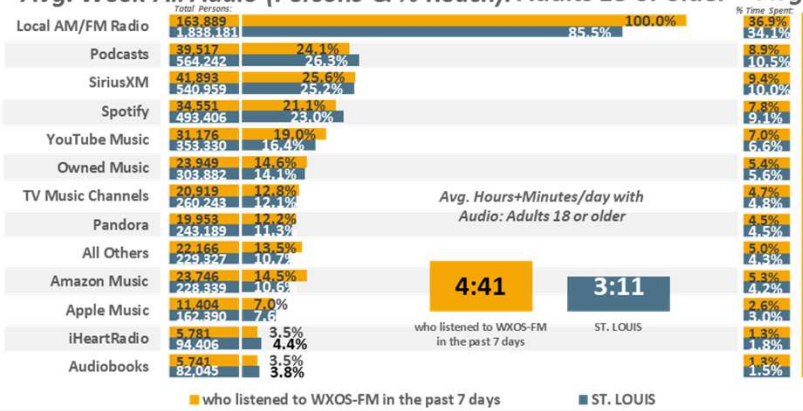
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Radio Stations: WIL-FM

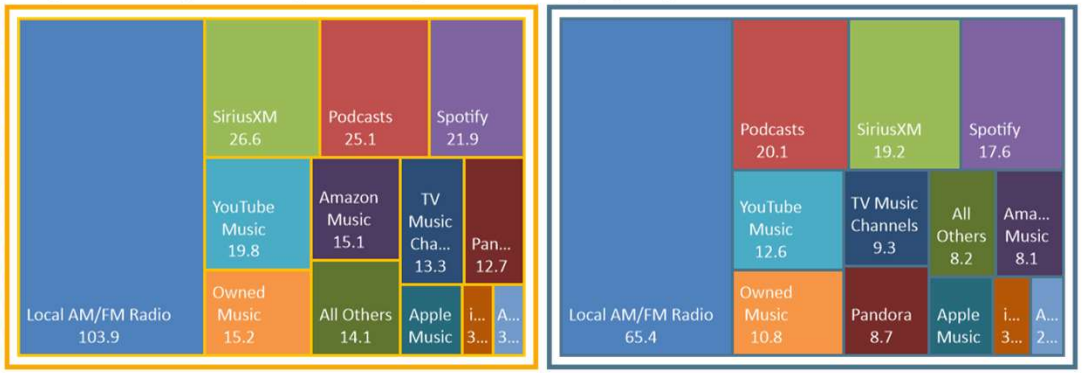
101 ESPN
Sports Talk For St. Louis

163,889 or 100.% of Adults 18 or older who listened to WXOS-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 99.8 minutes every day representing 47.5% of all time spent daily with Ad-Supported Audio.

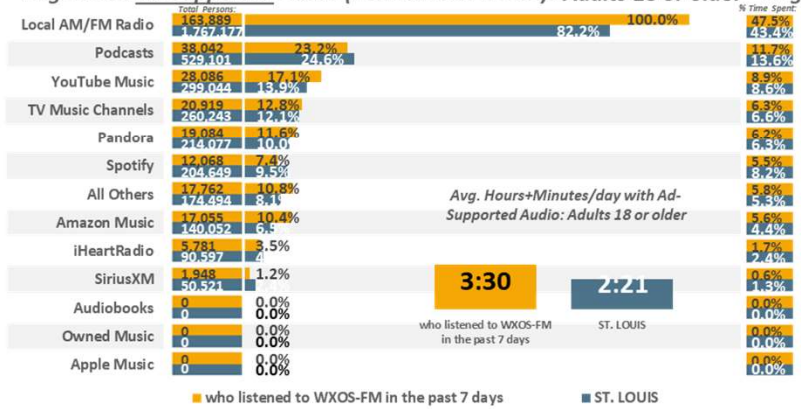
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



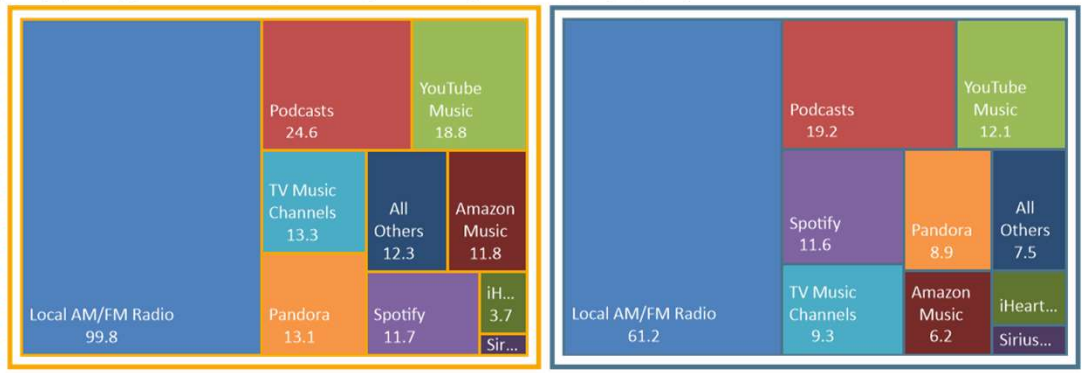
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 128

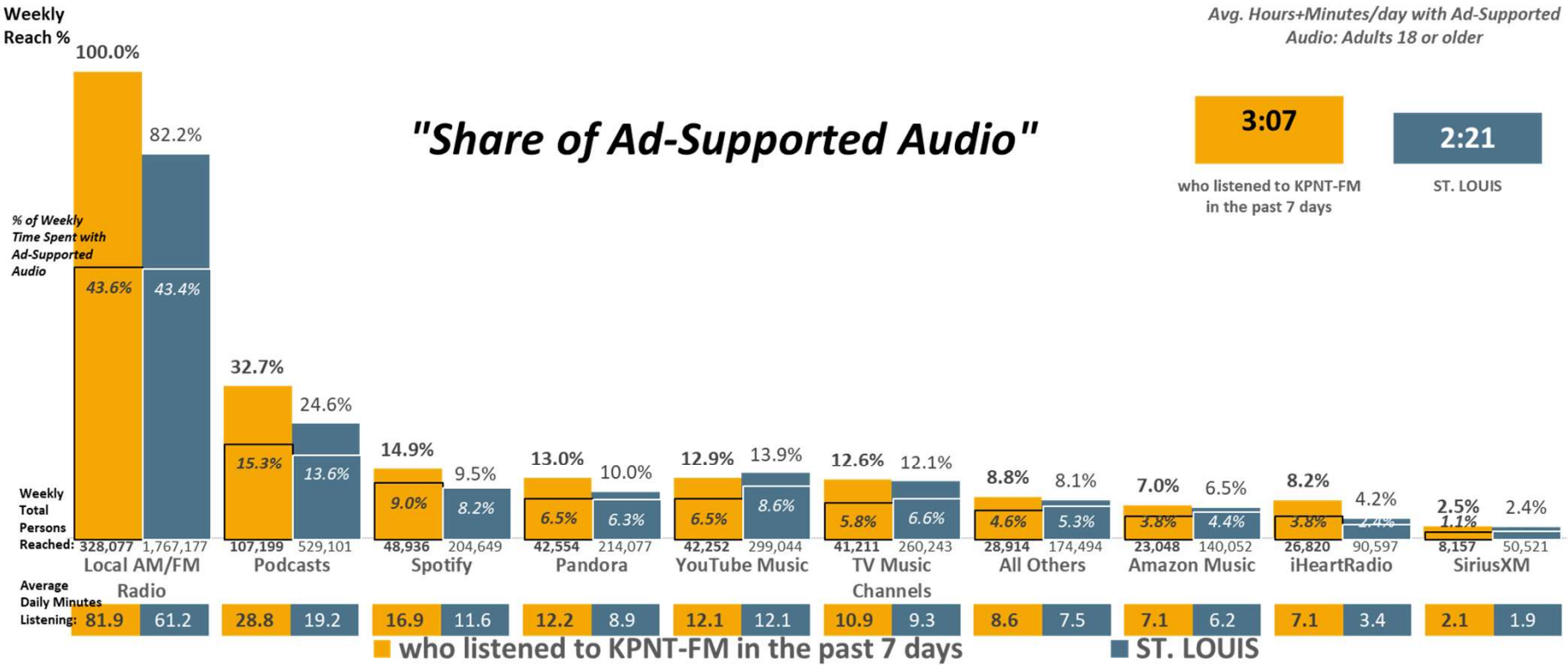
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Radio Stations: WXOS-FM

105.7 THE POINT
EVERYTHING ALTERNATIVE

328,077 or 100.% of Adults 18 or older who listened to KPNT-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 81.9 minutes every day representing 43.6% of all time spent daily with Ad-Supported Audio.



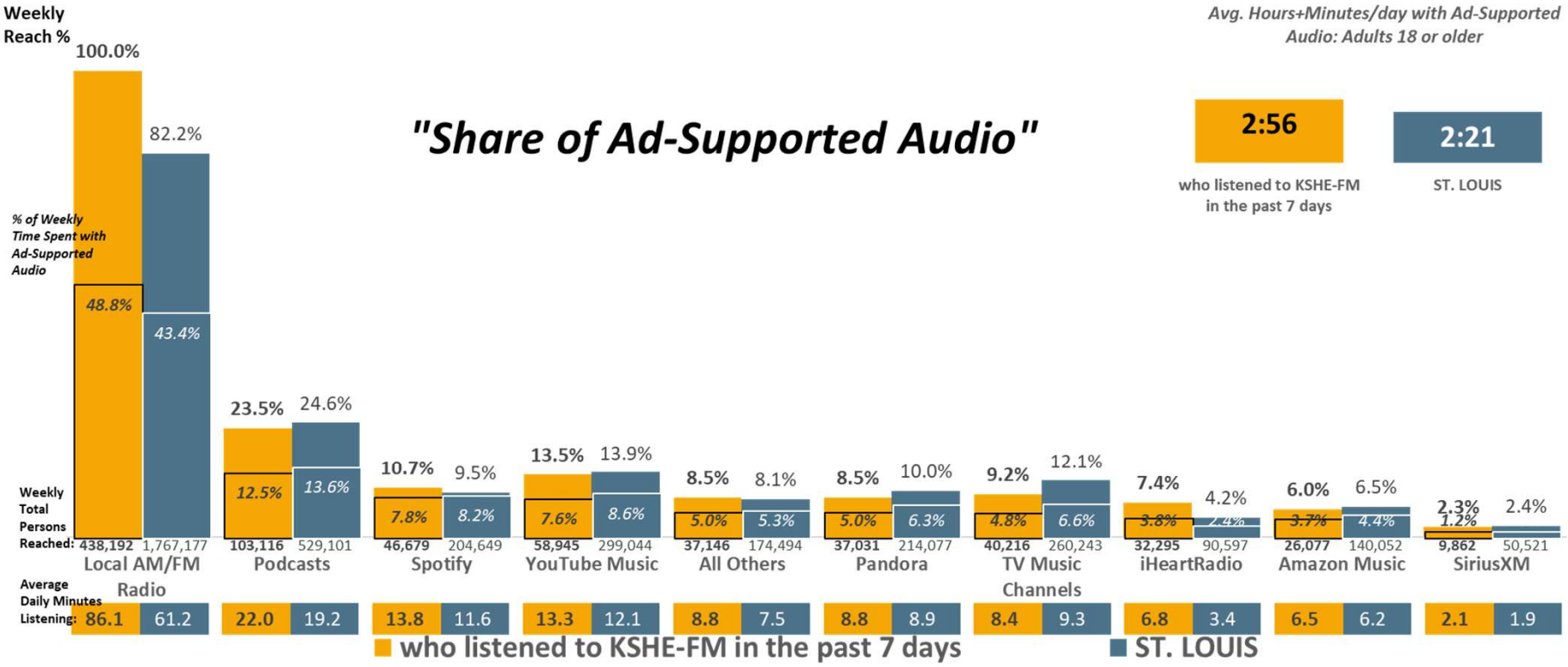
ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 217 ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,760

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Radio Stations: KPNT-FM

438,192 or 100.% of Adults 18 or older who listened to KSHE-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 86.1 minutes every day representing 48.8% of all time spent daily with Ad-Supported Audio.



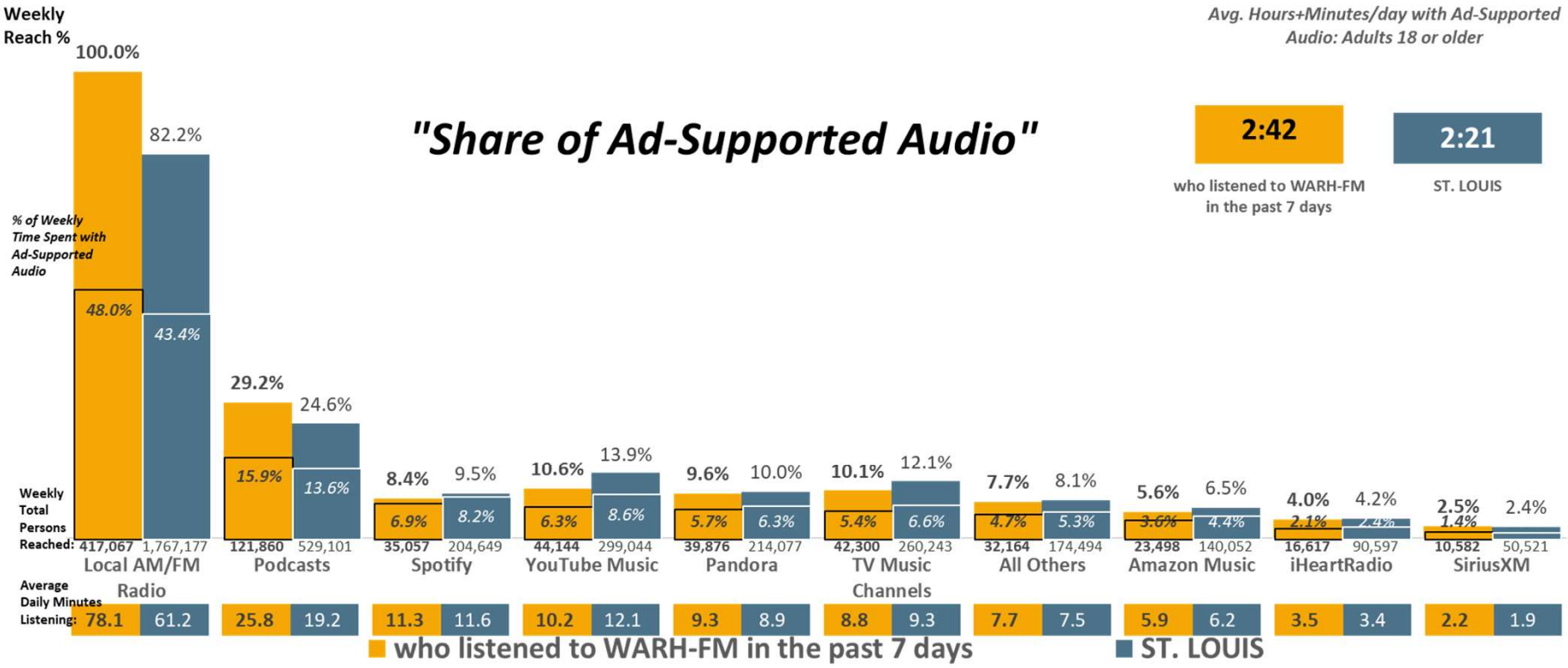
ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 358 ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,760

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Radio Stations: KSHE-FM

417,067 or 100.% of Adults 18 or older who listened to WARH-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 78.1 minutes every day representing 48.% of all time spent daily with Ad-Supported Audio.



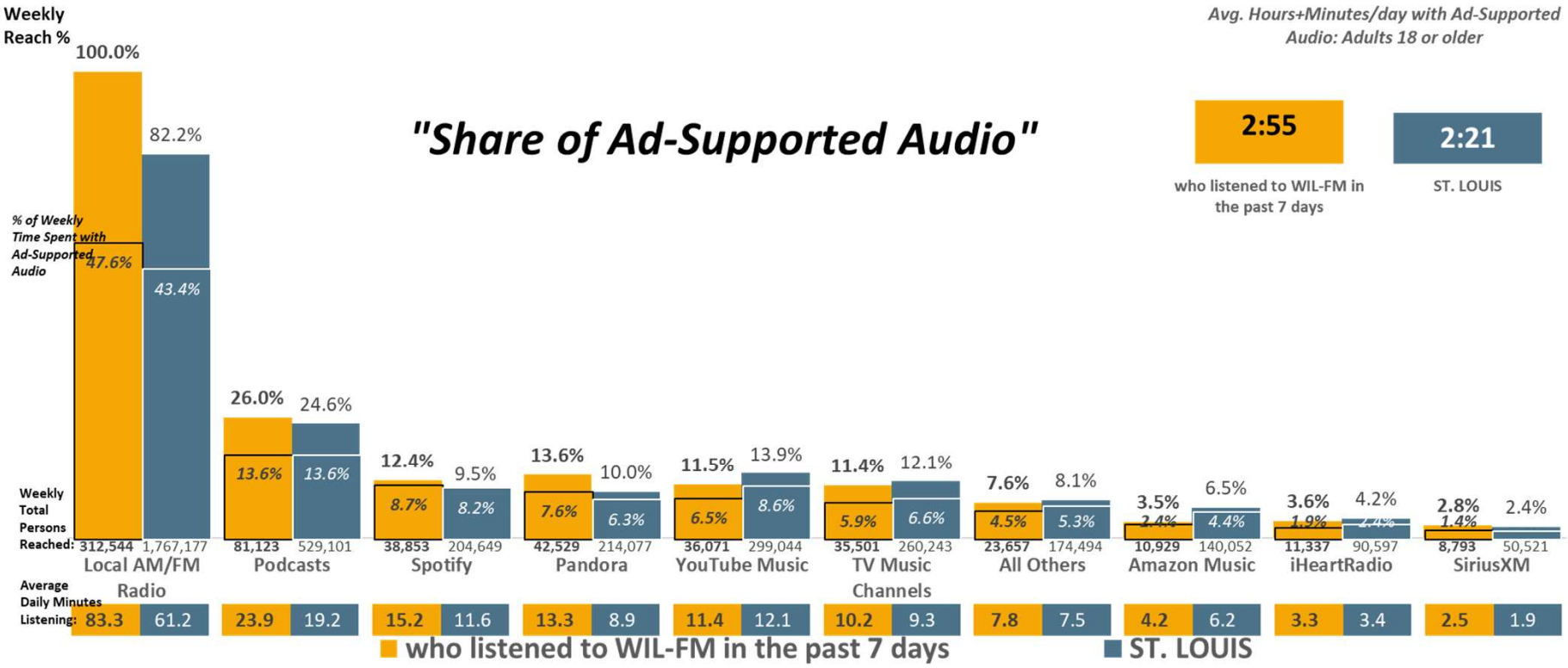
ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 322 ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,760

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Radio Stations: WARH-FM

312,544 or 100.% of Adults 18 or older who listened to WIL-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 83.3 minutes every day representing 47.6% of all time spent daily with Ad-Supported Audio.



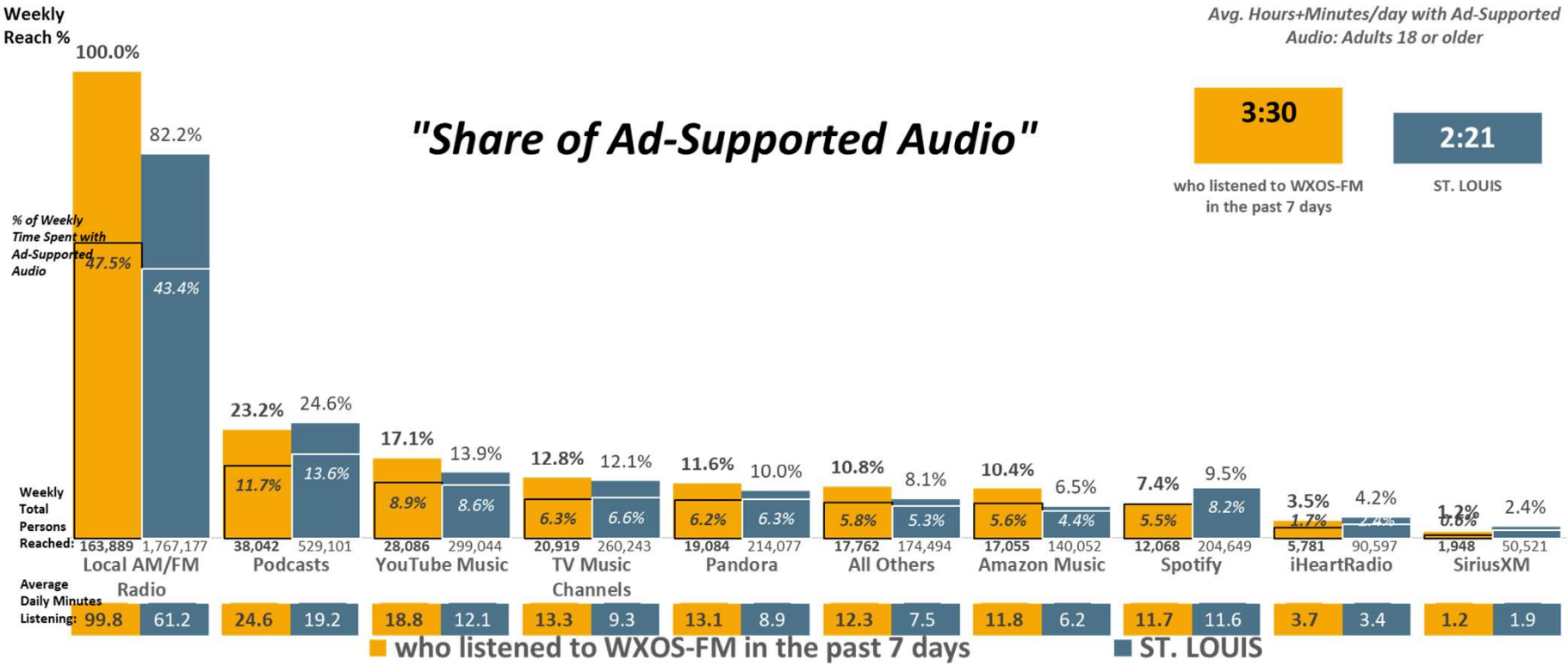
ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 255 ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,760

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Radio Stations: WIL-FM

163,889 or 100.% of Adults 18 or older who listened to WXOS-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 99.8 minutes every day representing 47.5% of all time spent daily with Ad-Supported Audio.



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 128 ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,760

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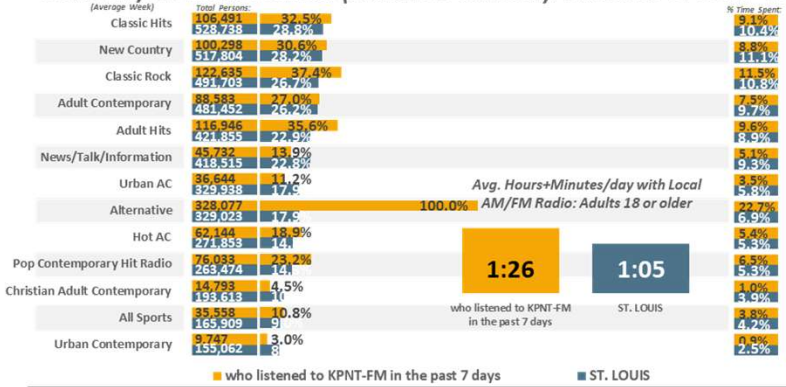
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Radio Stations: WXOS-FM

105.7 THE POINT
EVERYTHING ALTERNATIVE

328,077 or 100.% of Adults 18 or older who listened to KPNT-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Alternative, Classic Rock, Adult Hits, Classic Hits, and New Country.

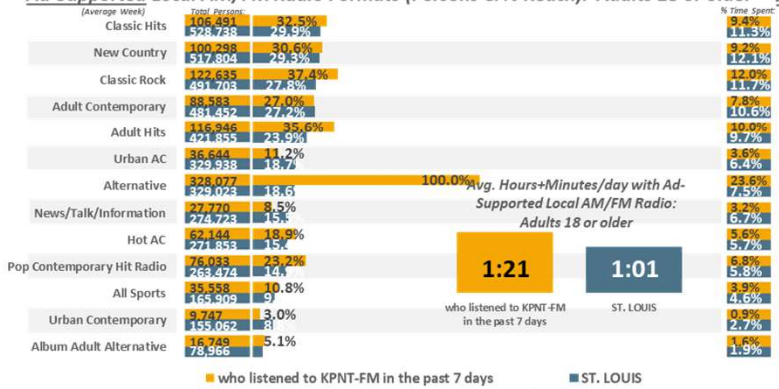
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



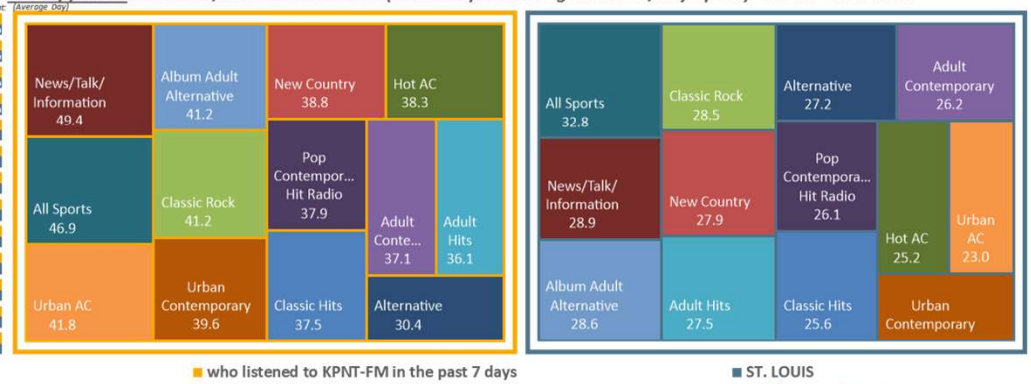
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 217

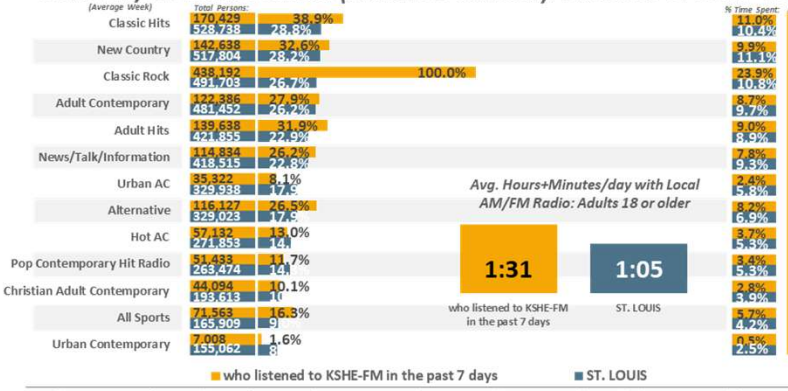
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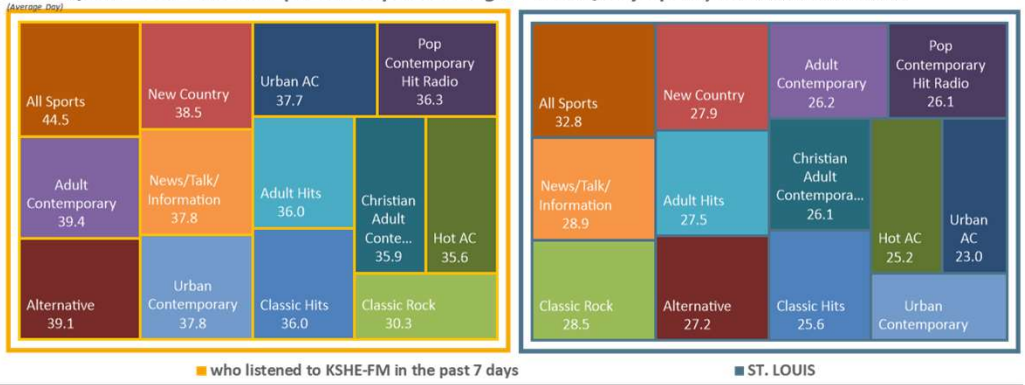
Radio Stations: KPNT-FM

438,192 or 100.% of Adults 18 or older who listened to KSHE-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Classic Hits, New Country, Adult Hits, and Adult Contemporary.

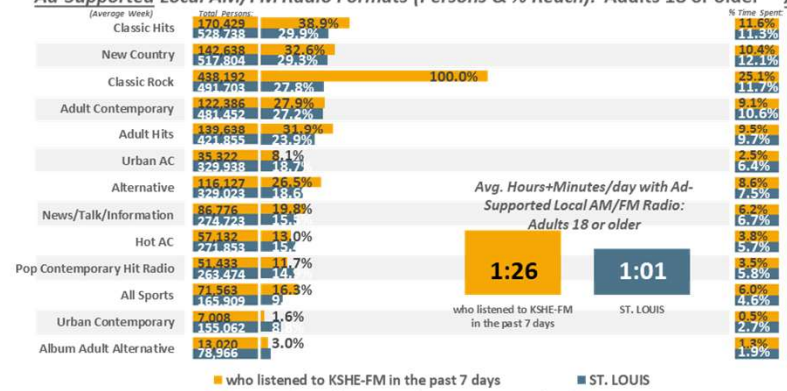
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



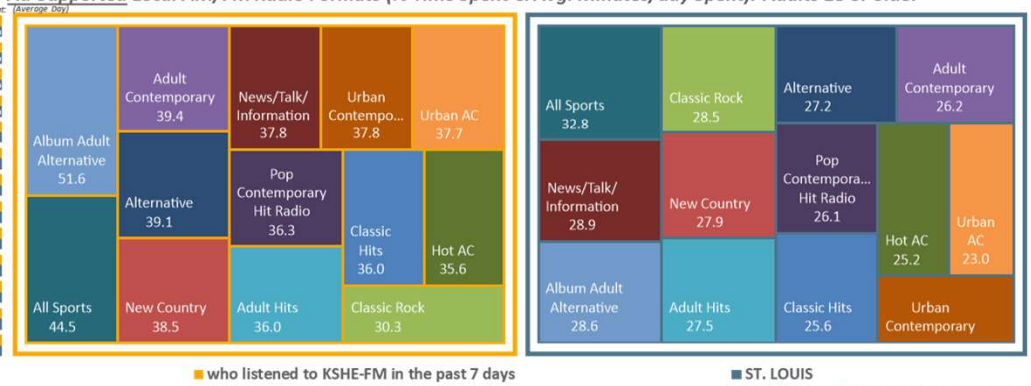
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 358

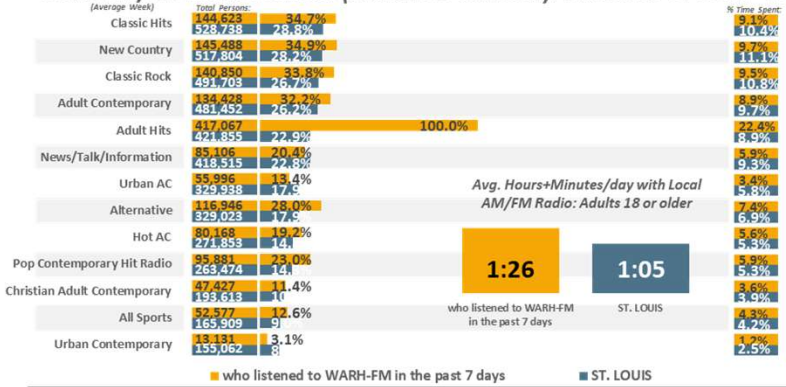
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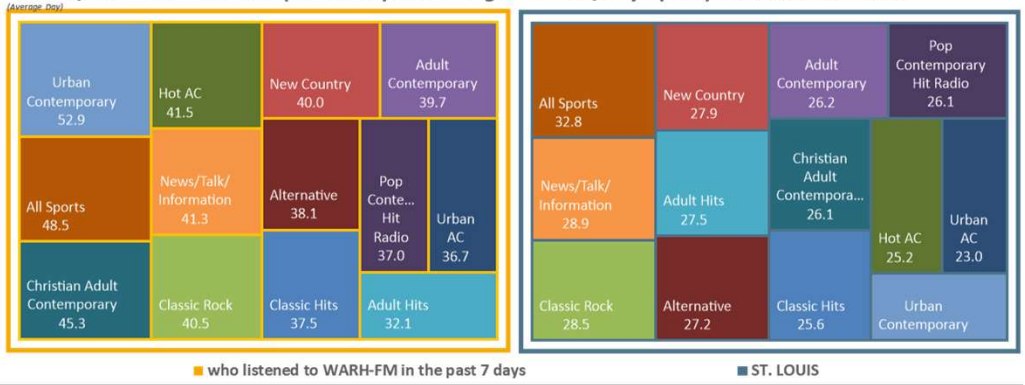
Radio Stations: KSHE-FM

417,067 or 100.% of Adults 18 or older who listened to WARH-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Hits, New Country, Classic Hits, Classic Rock, and Adult Contemporary.

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



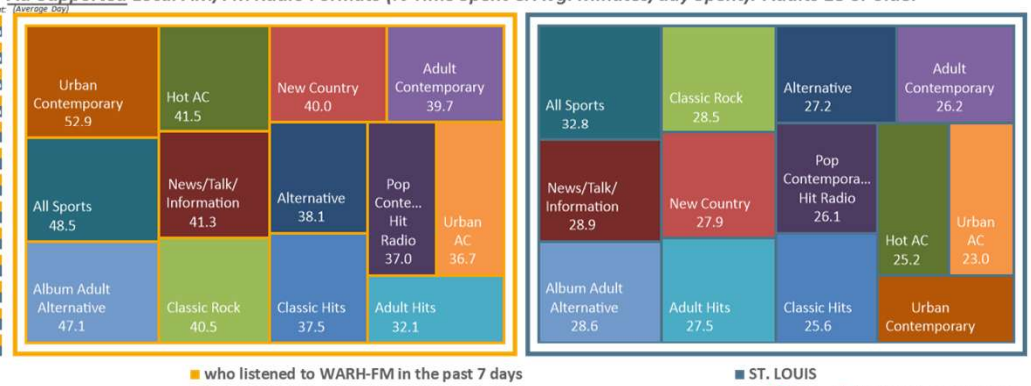
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 322

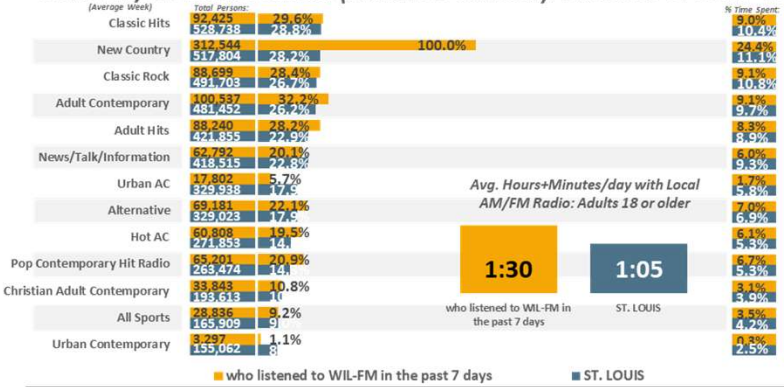
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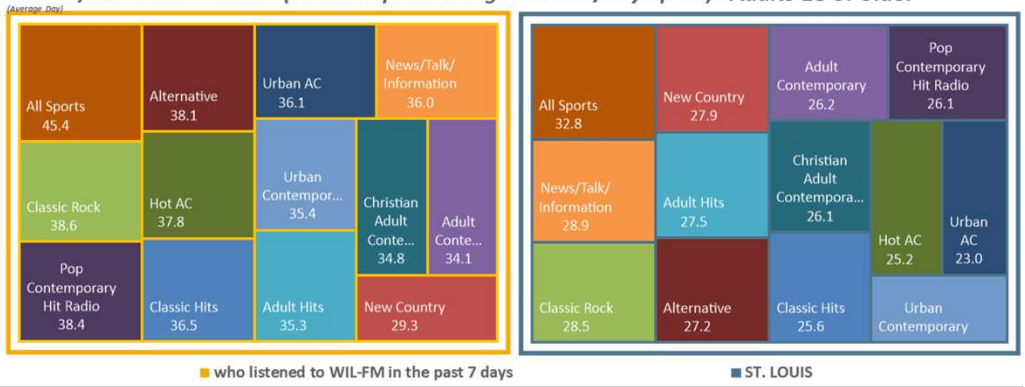
Radio Stations: WARH-FM

312,544 or 100.% of Adults 18 or older who listened to WIL-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are New Country, Adult Contemporary, Classic Hits, Classic Rock, and Adult Hits.

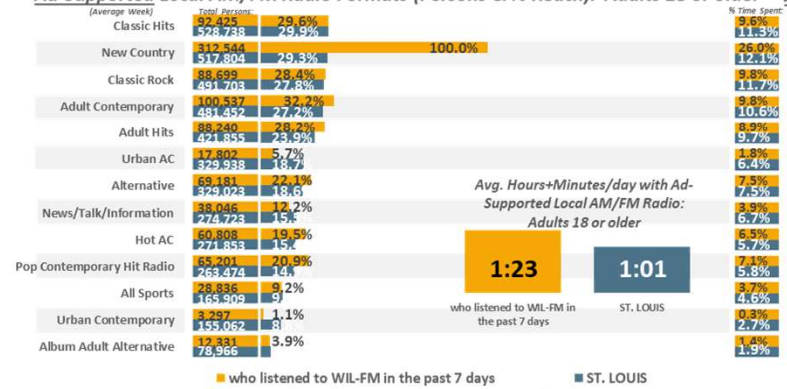
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



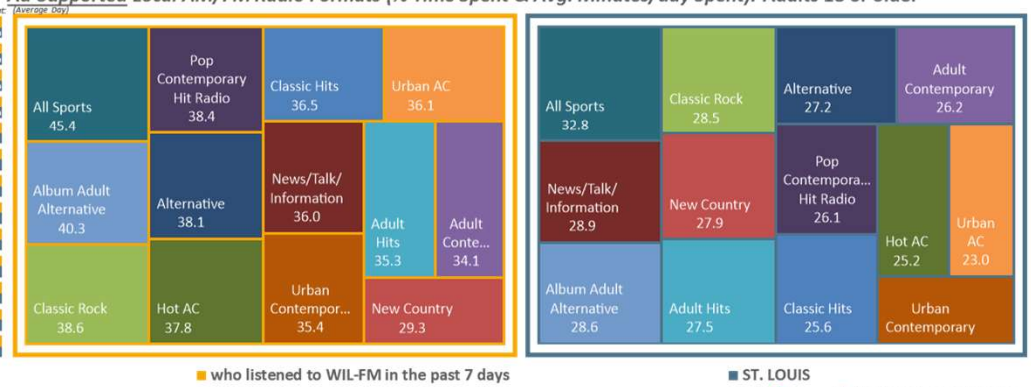
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 255

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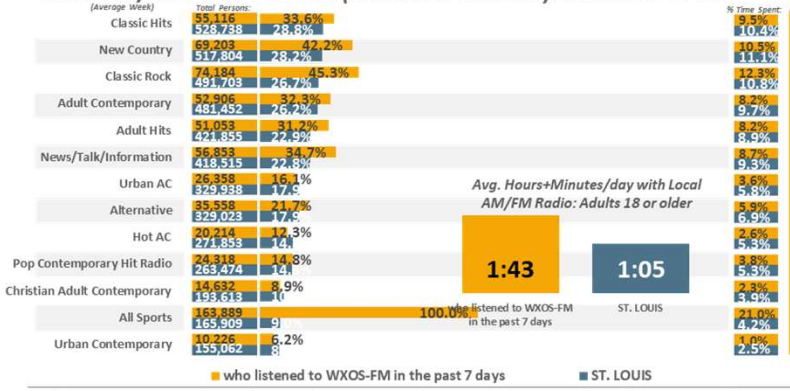
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Radio Stations: WIL-FM

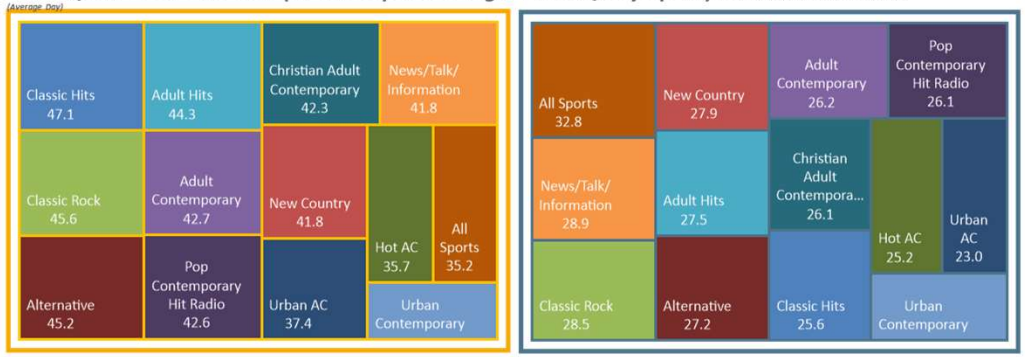
101 ESPN
Sports Talk For St. Louis

163,889 or 100.% of Adults 18 or older who listened to WXOS-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All Sports, Classic Rock, New Country, Classic Hits, and Adult Contemporary.

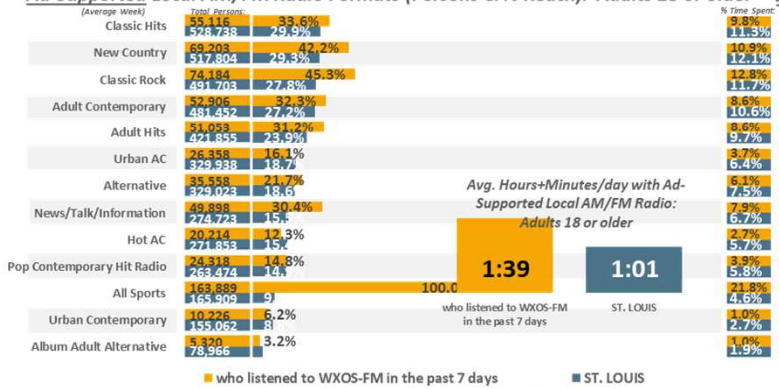
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



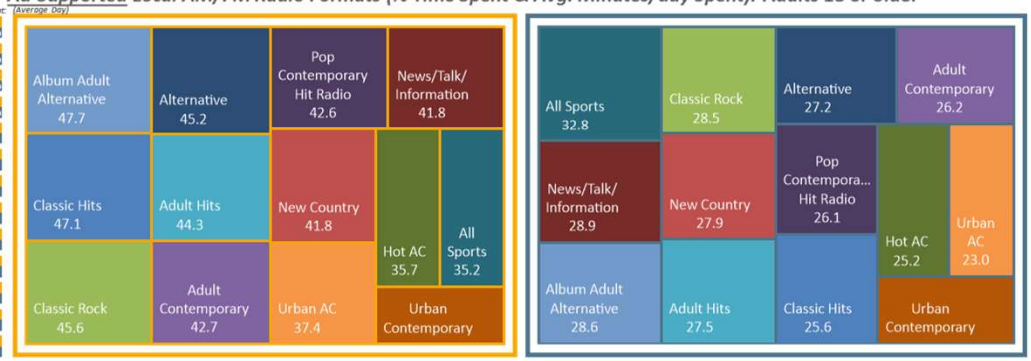
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 128

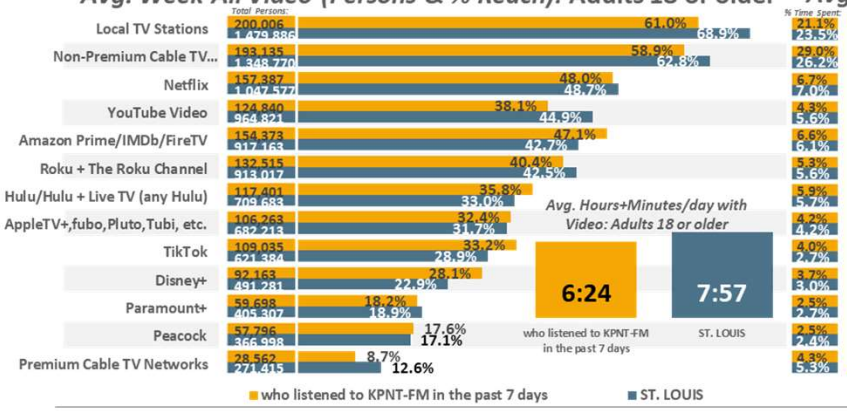
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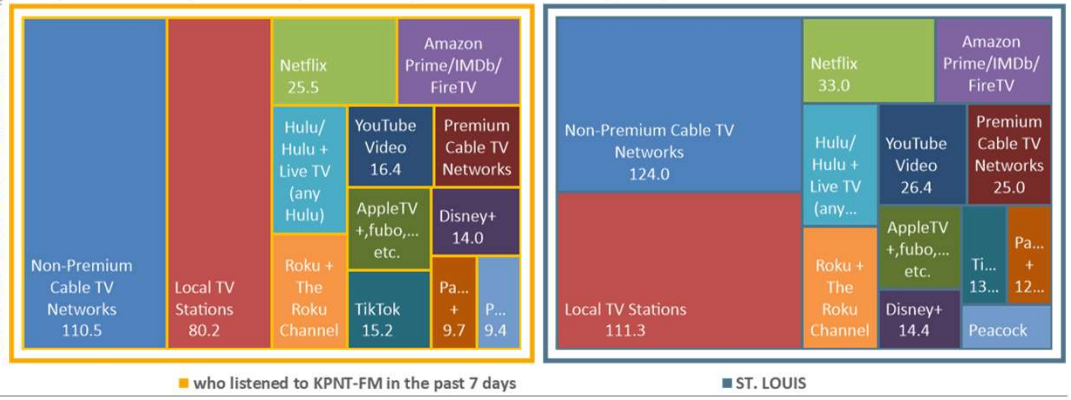
Radio Stations: WXOS-FM

197,708 or 60.3% of Adults 18 or older who listened to KPNT-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 76.2 minutes every day representing 24.7% of all time spent daily with Ad-Supported Video.

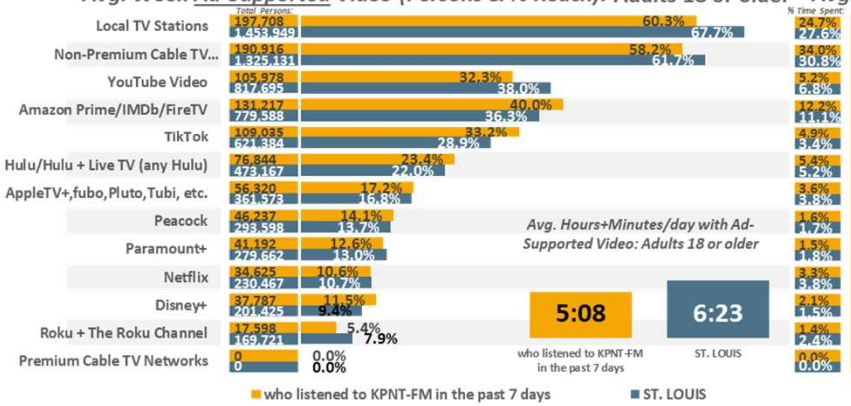
Avg. Week All Video (Persons & % Reach): Adults 18 or older



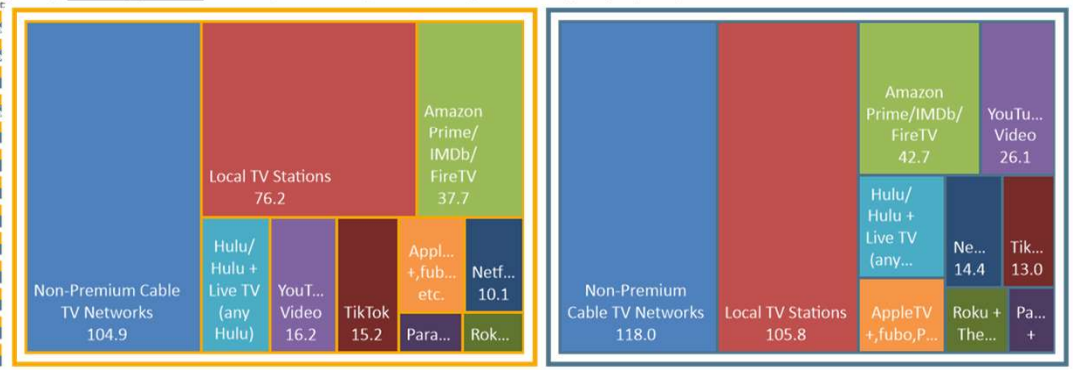
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 217

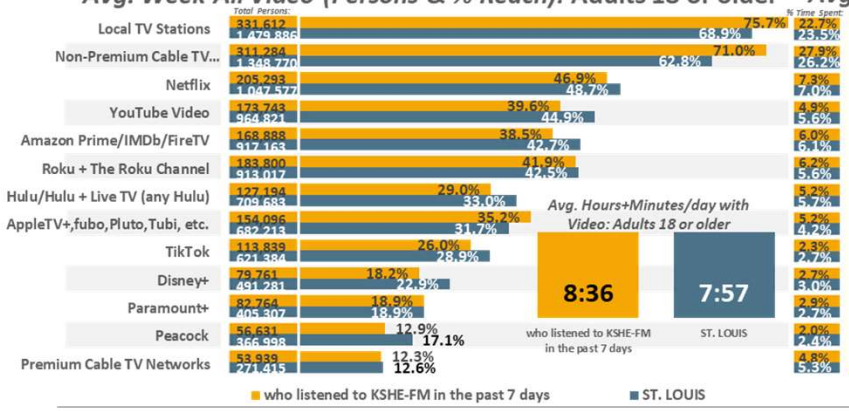
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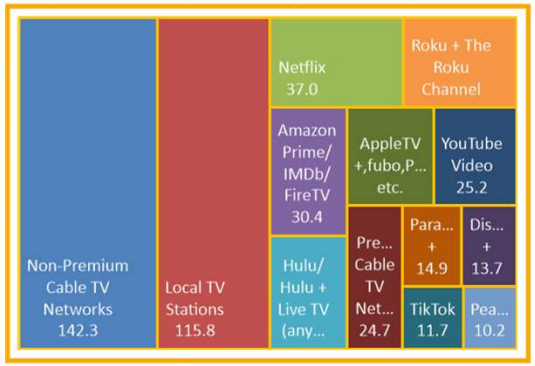
Radio Stations: KPNT-FM

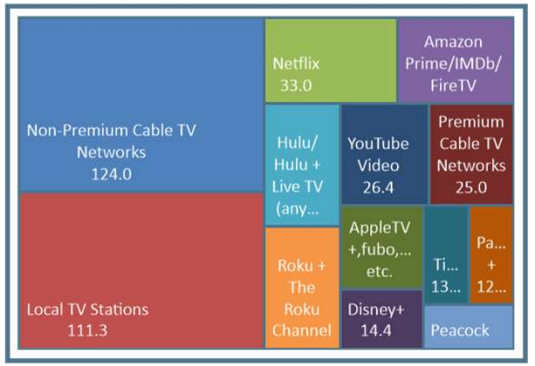
326,926 or 74.6% of Adults 18 or older who listened to KSHE-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 110.2 minutes every day representing 27.7% of all time spent daily with Ad-Supported Video.

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

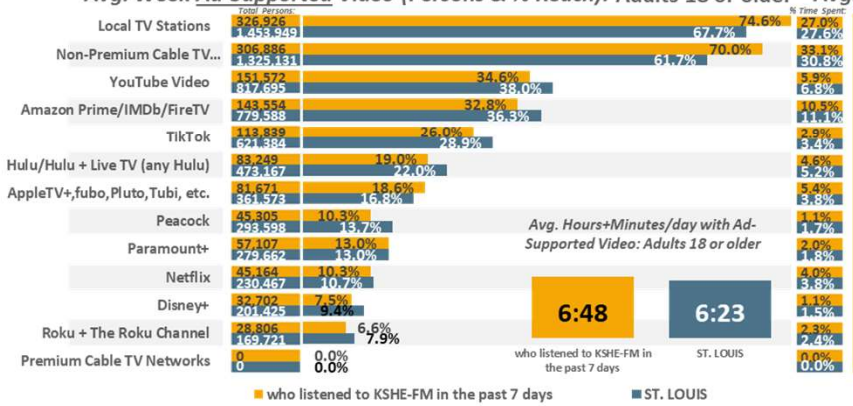


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

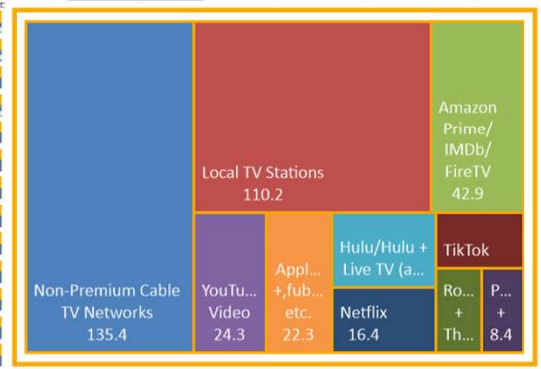


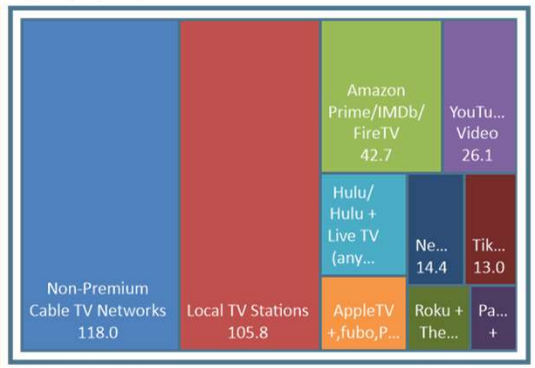


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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 358

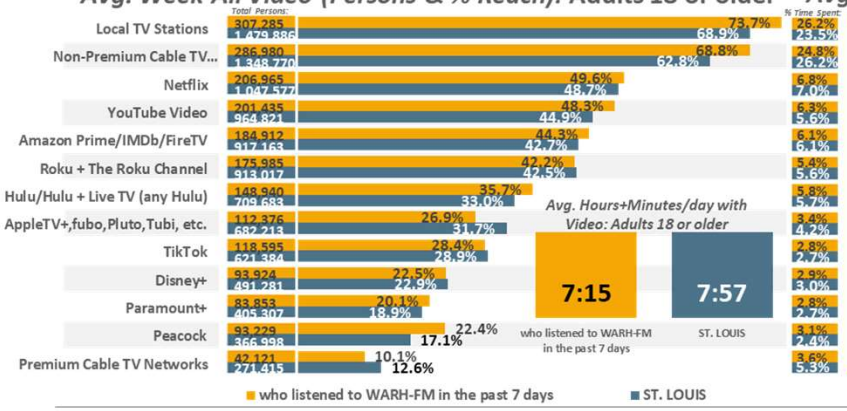
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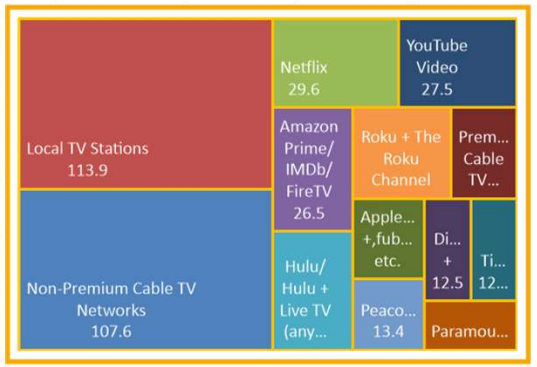
Radio Stations: KSHE-FM

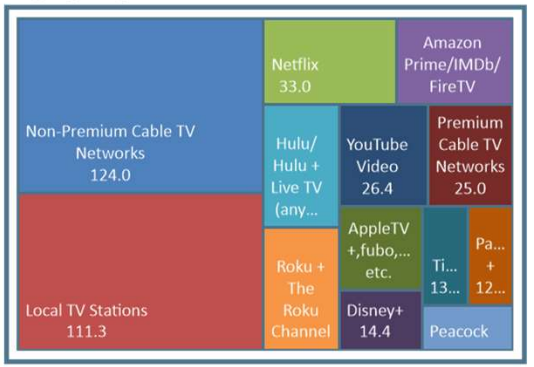
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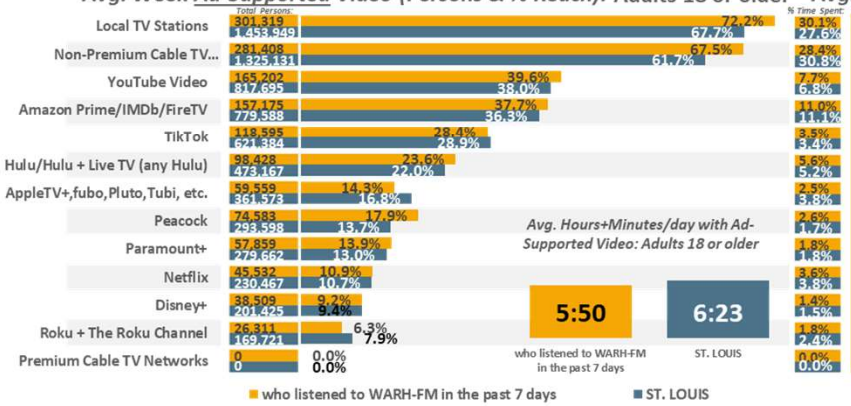


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

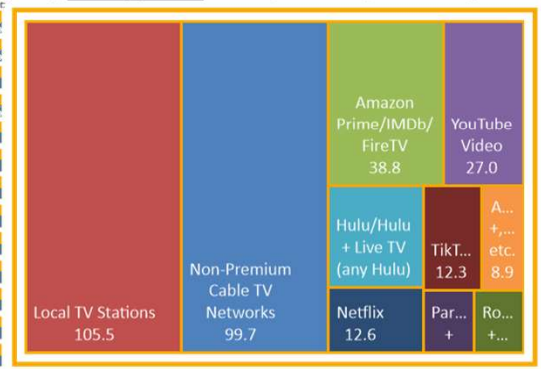


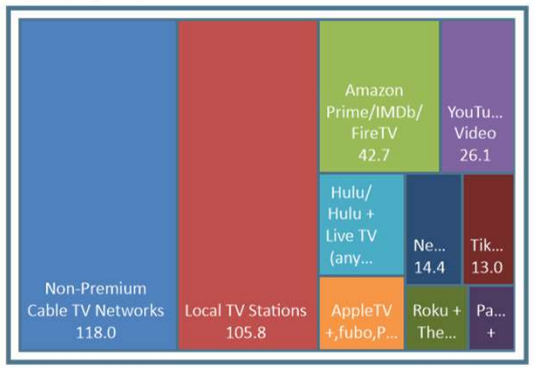


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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 322

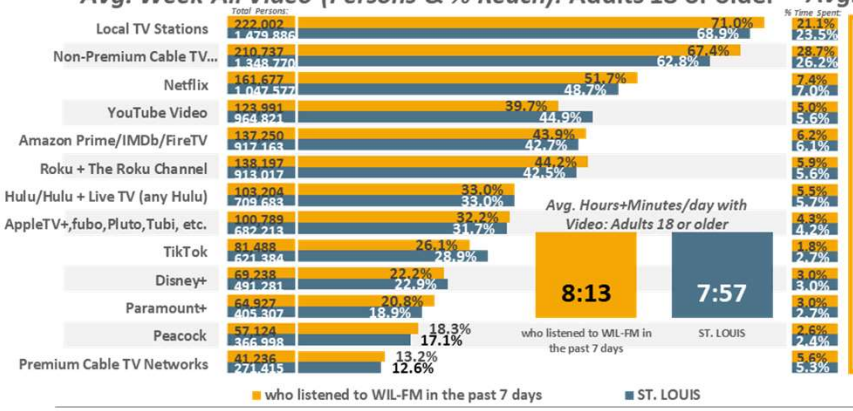
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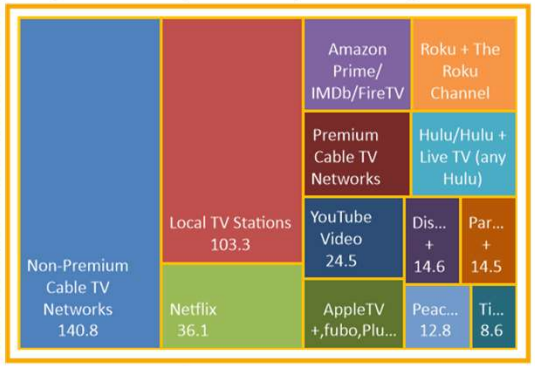
Radio Stations: WARH-FM

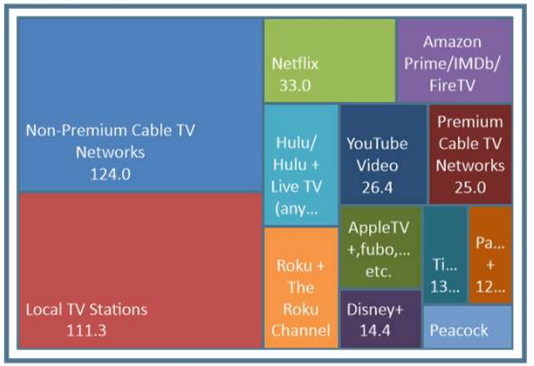
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Avg. Week All Video (Persons & % Reach): Adults 18 or older



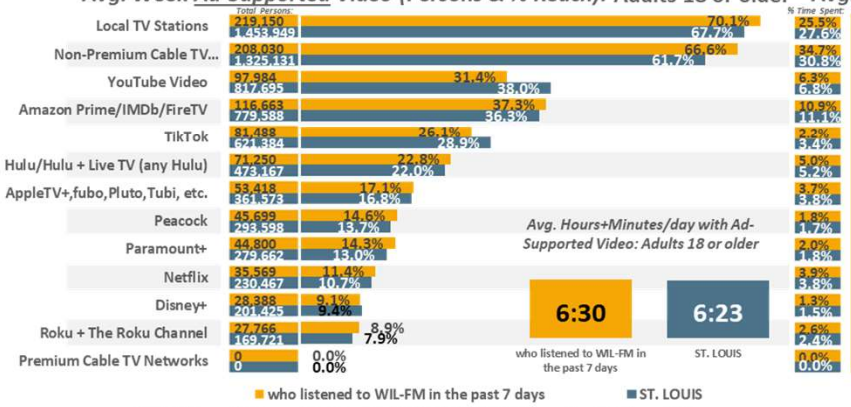
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



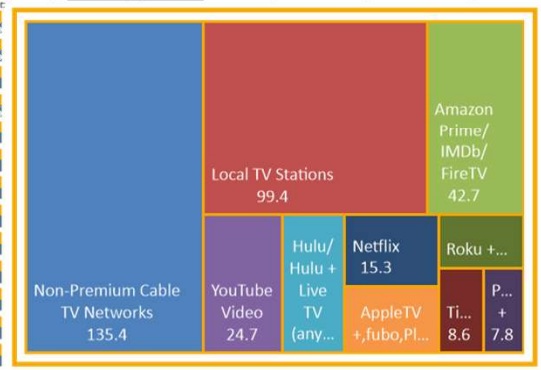


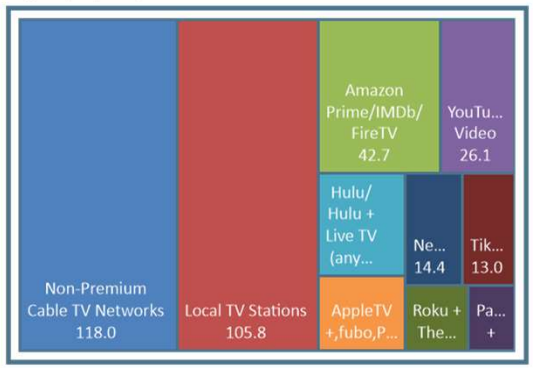
who listened to WIL-FM in the past 7 days ■ ST. LOUIS

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





who listened to WIL-FM in the past 7 days ■ ST. LOUIS

ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 255

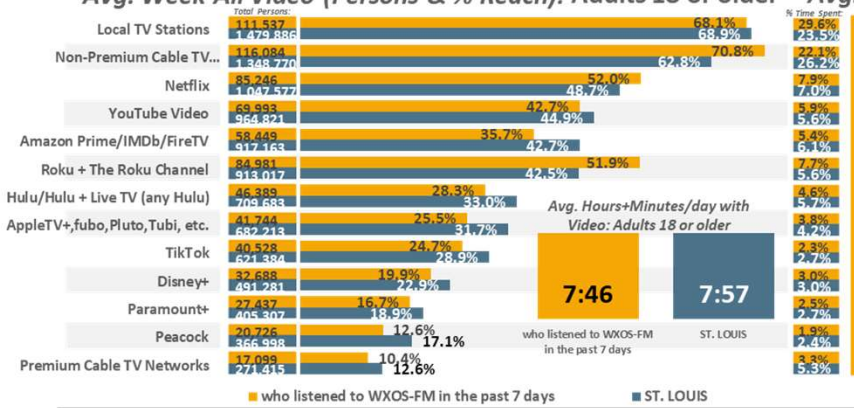
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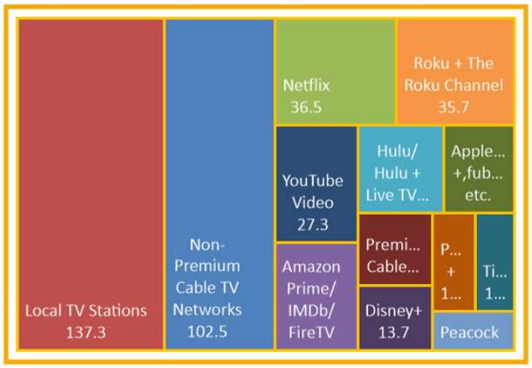
Radio Stations: WIL-FM

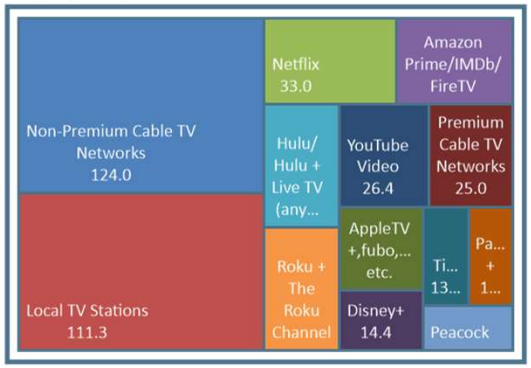
110,659 or 67.5% of Adults 18 or older who listened to WXOS-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 134.1 minutes every day representing 37.% of all time spent daily with Ad-Supported Video.

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



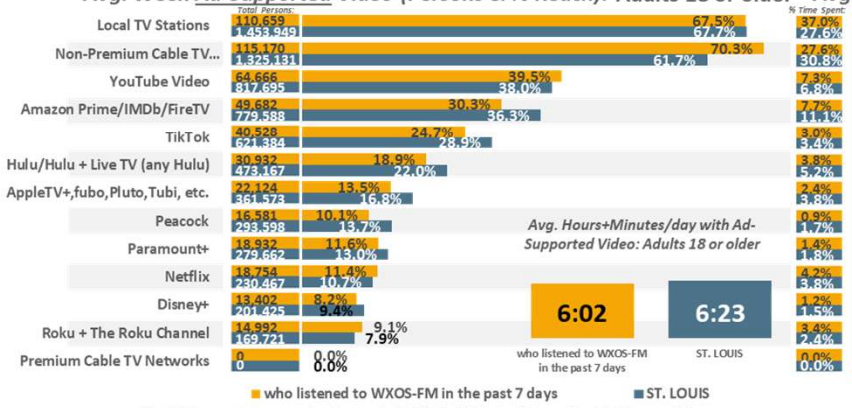
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



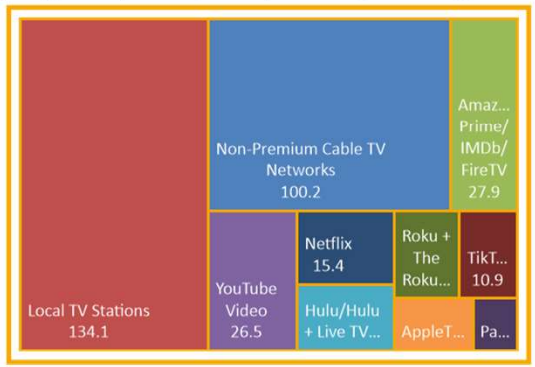


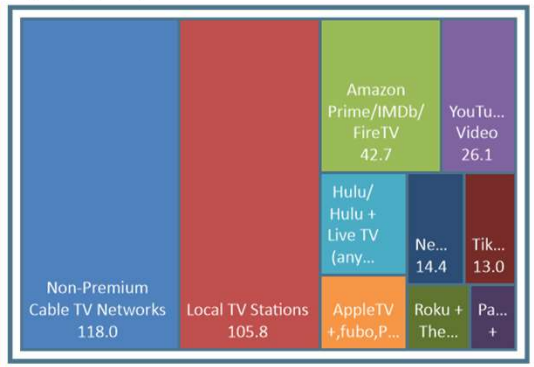
who listened to WXOS-FM in the past 7 days ■ ST. LOUIS

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





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

ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 128

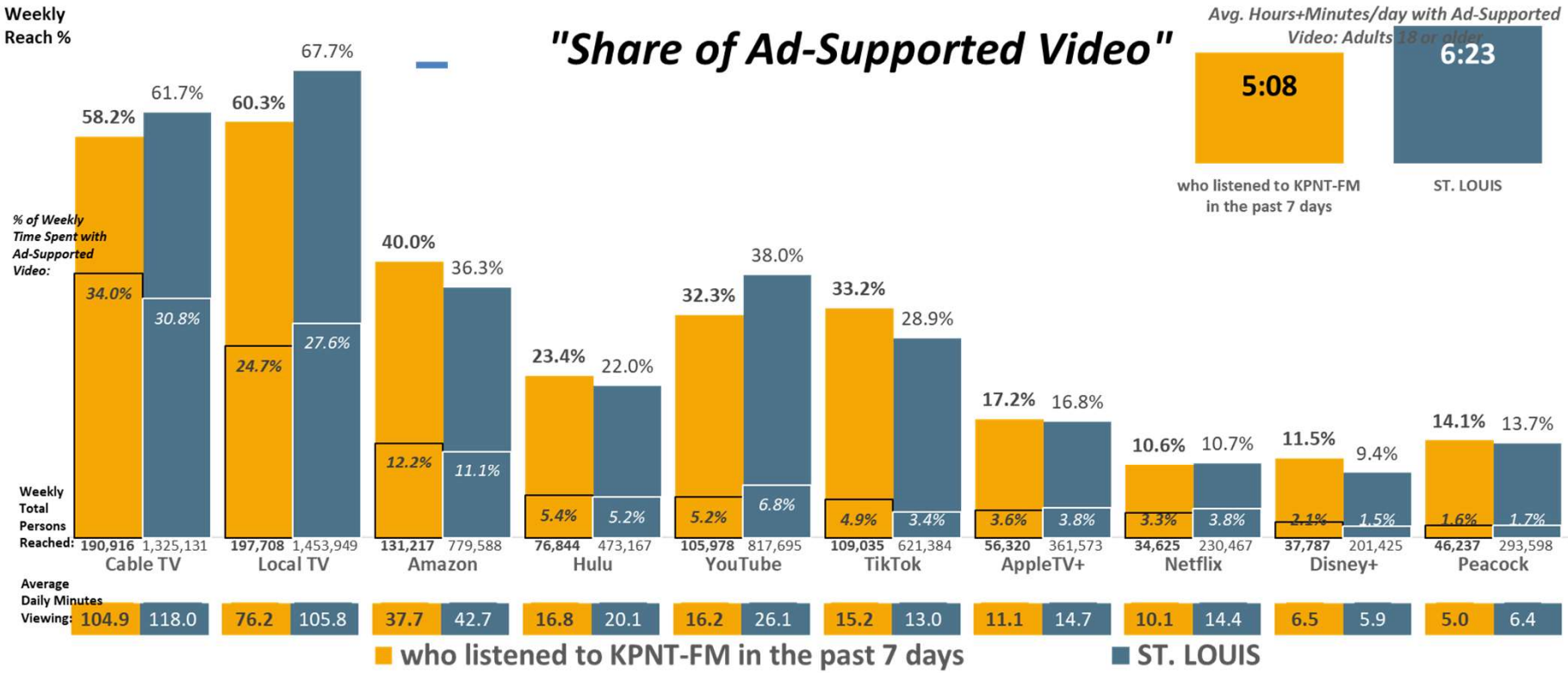
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Radio Stations: WXOS-FM

105.7 THE POINT
EVERYTHING ALTERNATIVE

197,708 or 60.3% of Adults 18 or older who listened to KPNT-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 76.2 minutes every day representing 24.7% of all time spent daily with Ad-Supported Video.



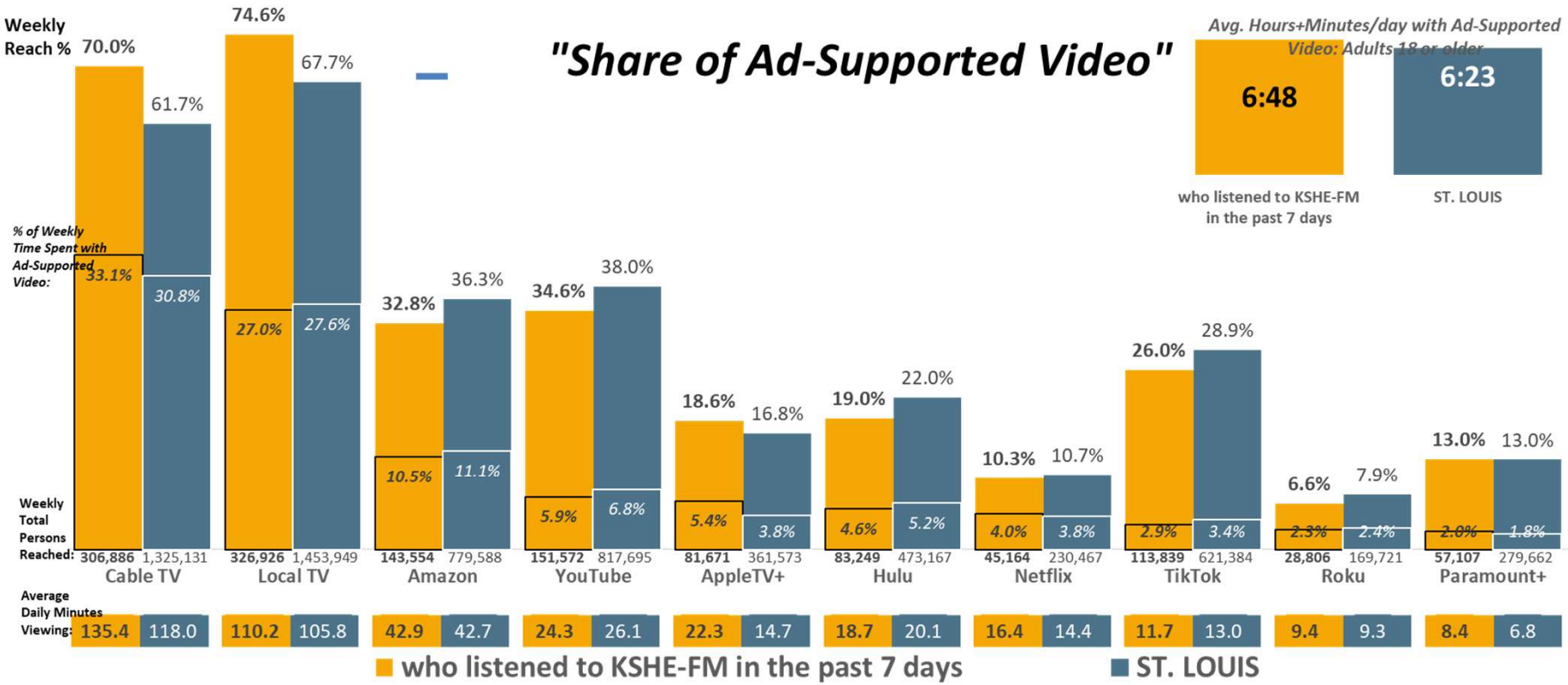
ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 217 ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,760

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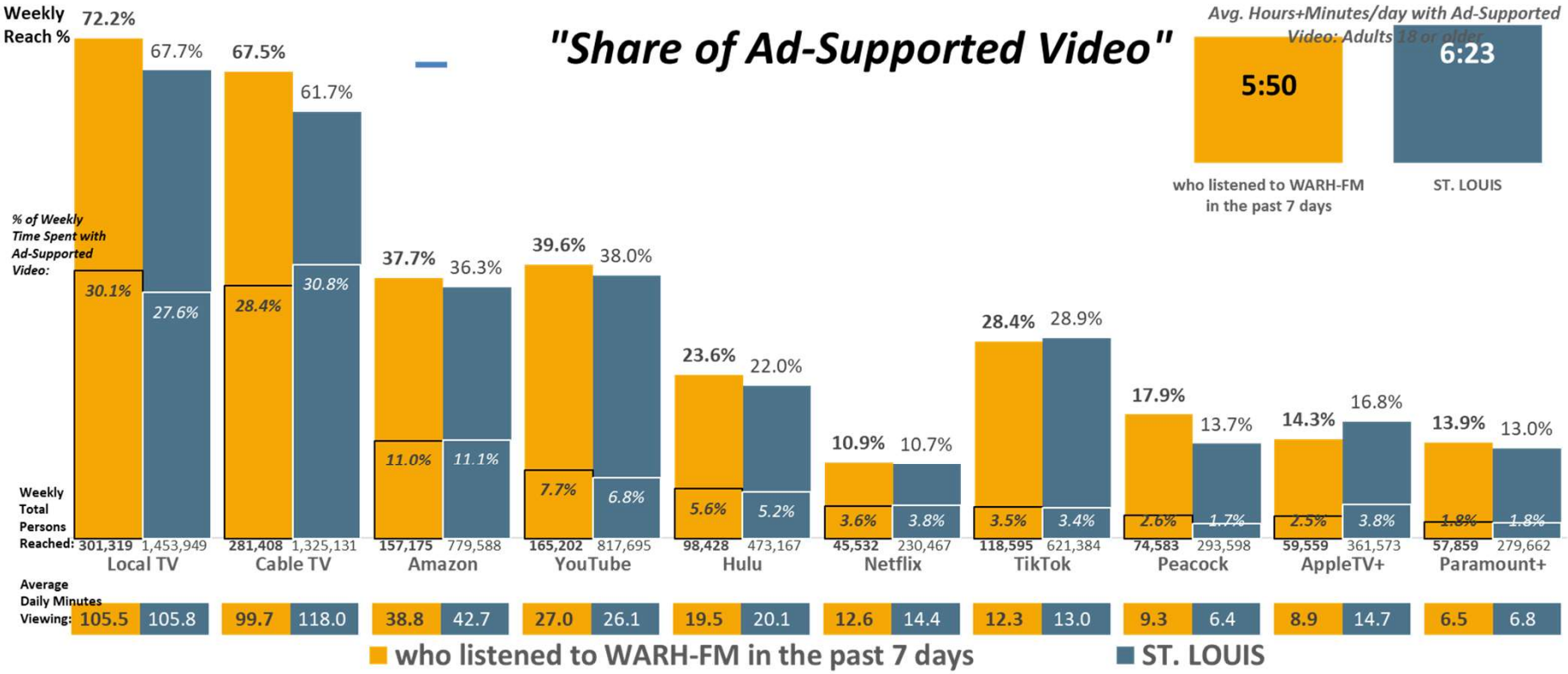
ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 358 ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,760

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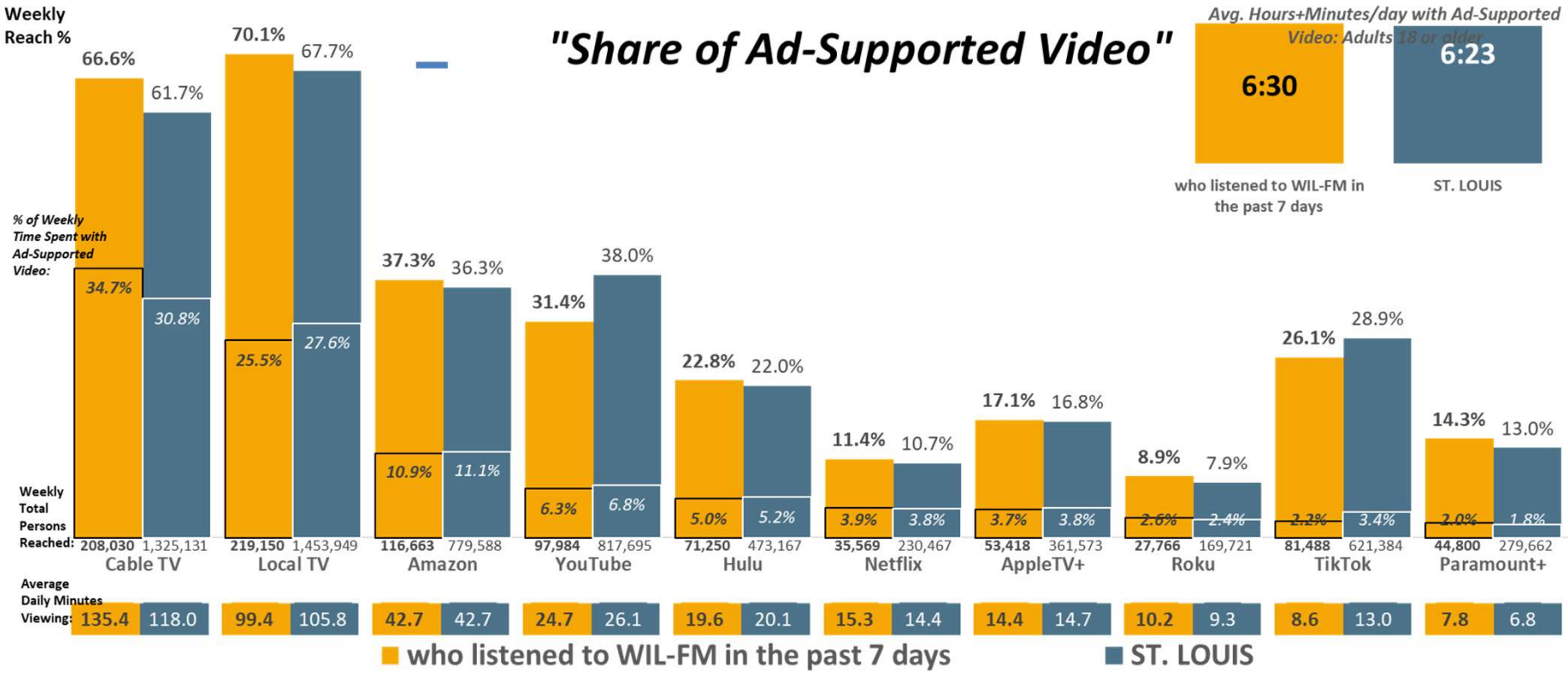
ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 322 ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,760

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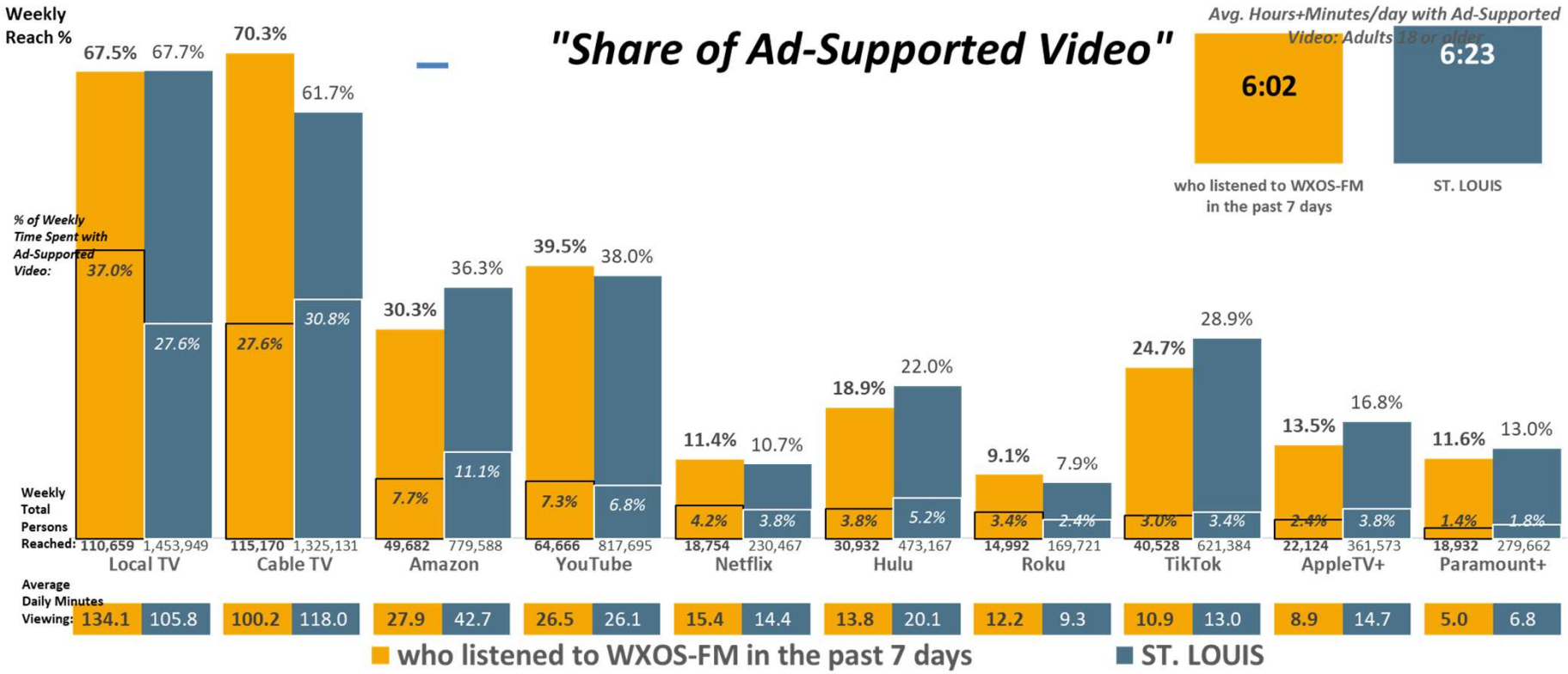
ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 255 ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,760

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Radio Stations: WIL-FM

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ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 128 ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,760

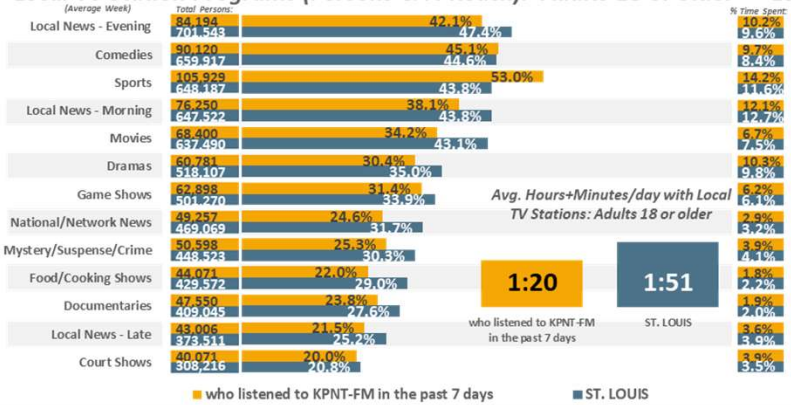
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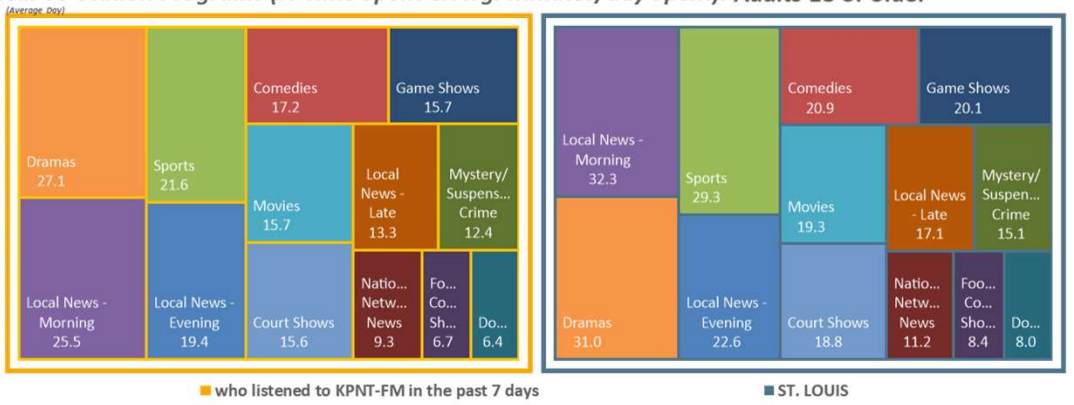
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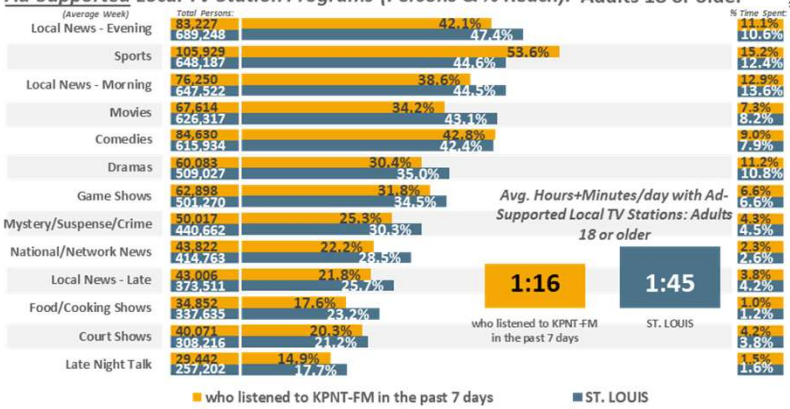
Local TV Station Programs (Persons & % Reach): Adults 18 or older



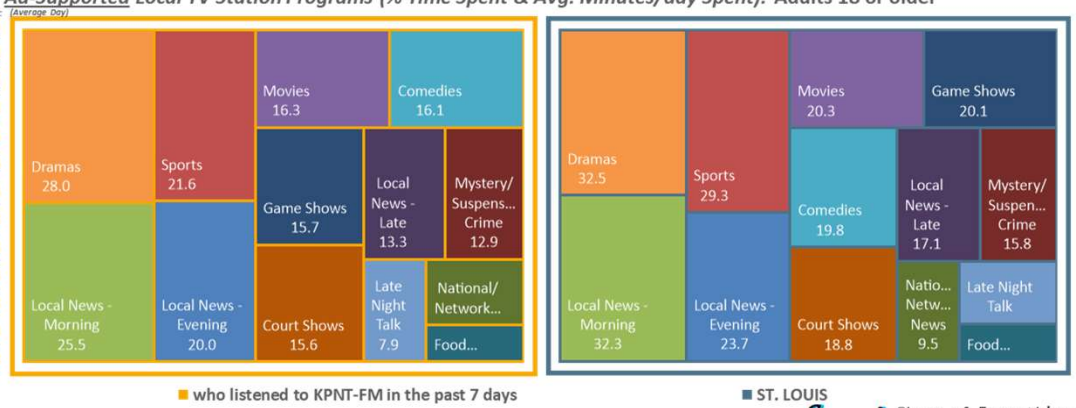
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 217

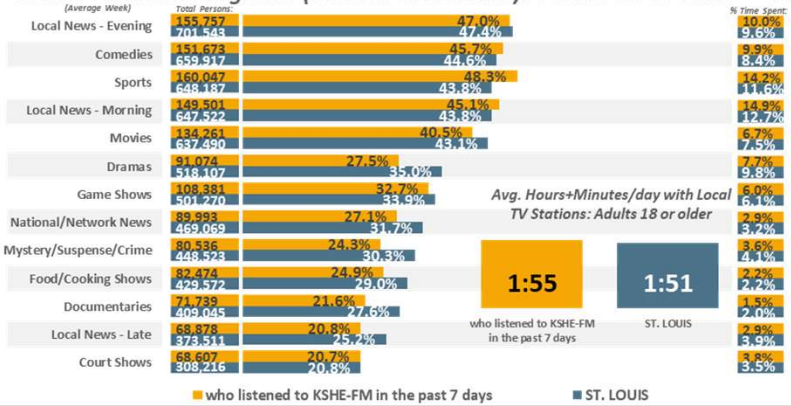
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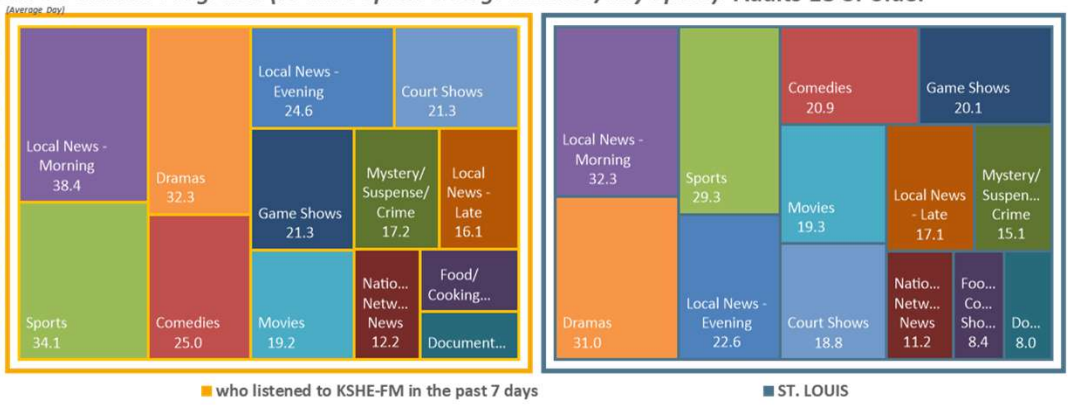
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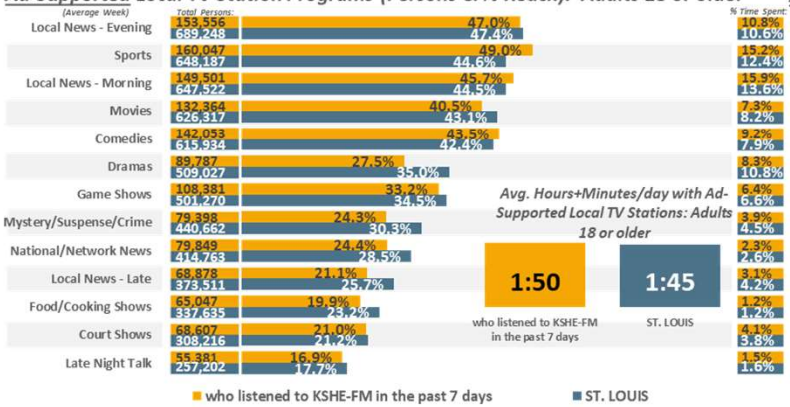
Local TV Station Programs (Persons & % Reach): Adults 18 or older



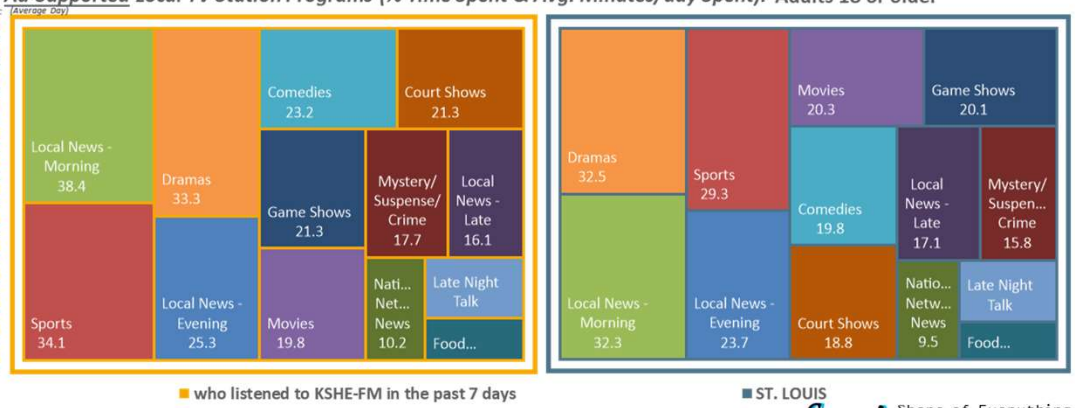
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 358

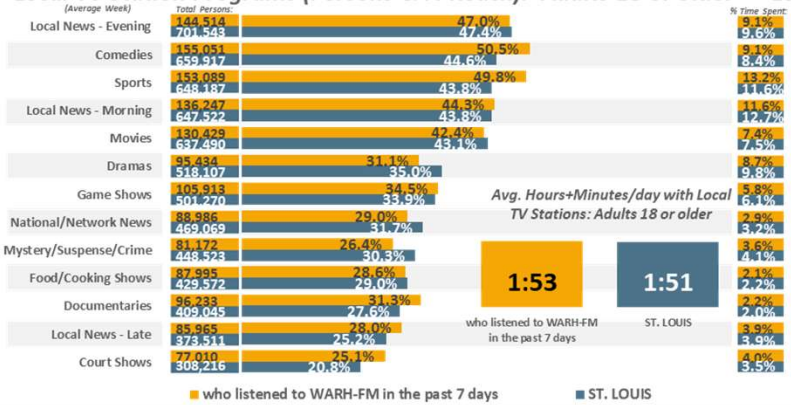
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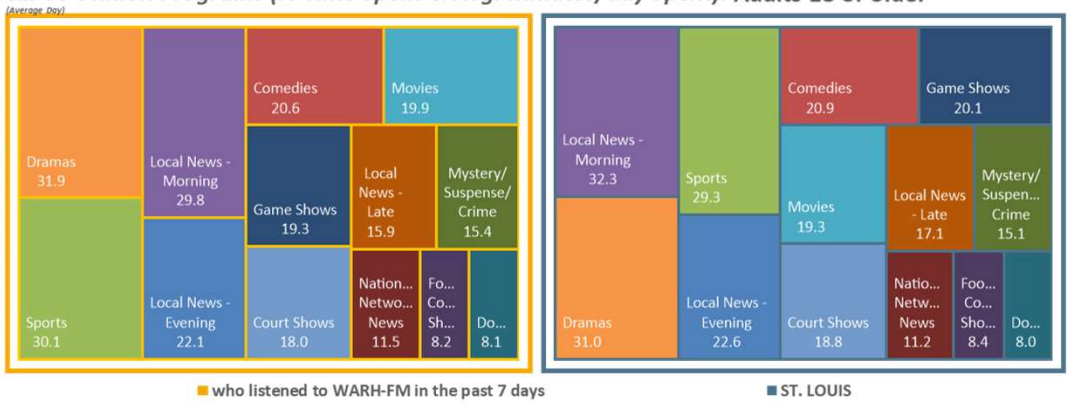
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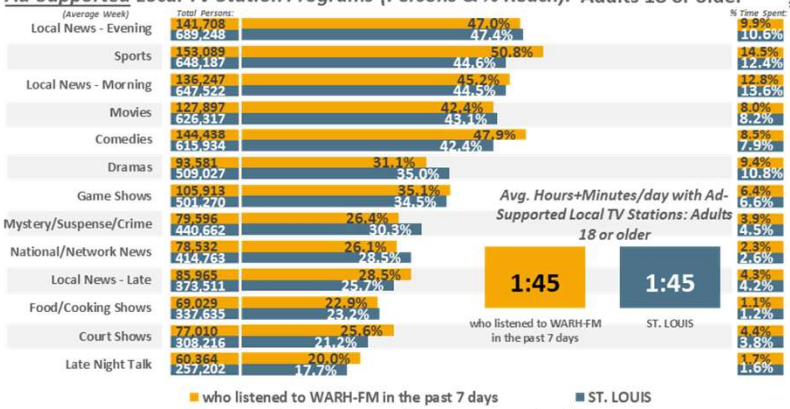
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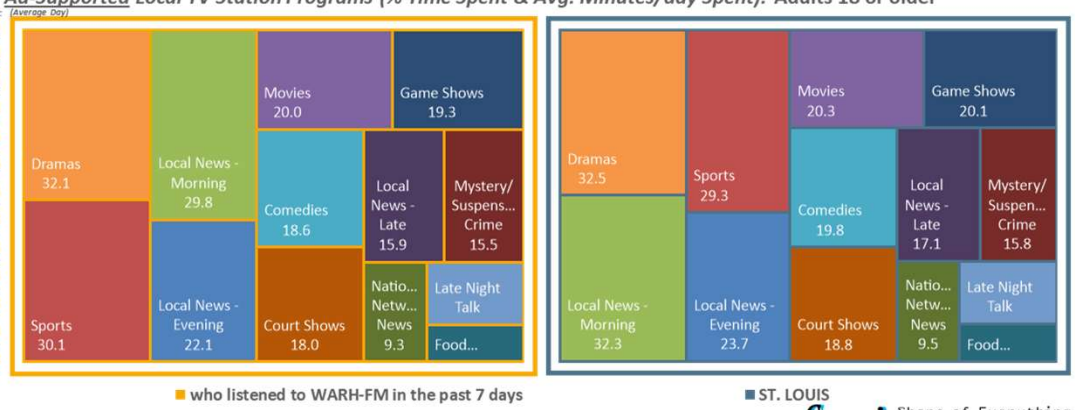
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 322

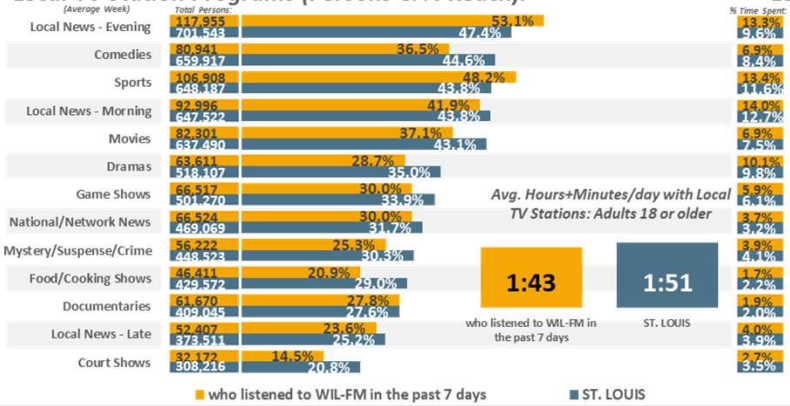
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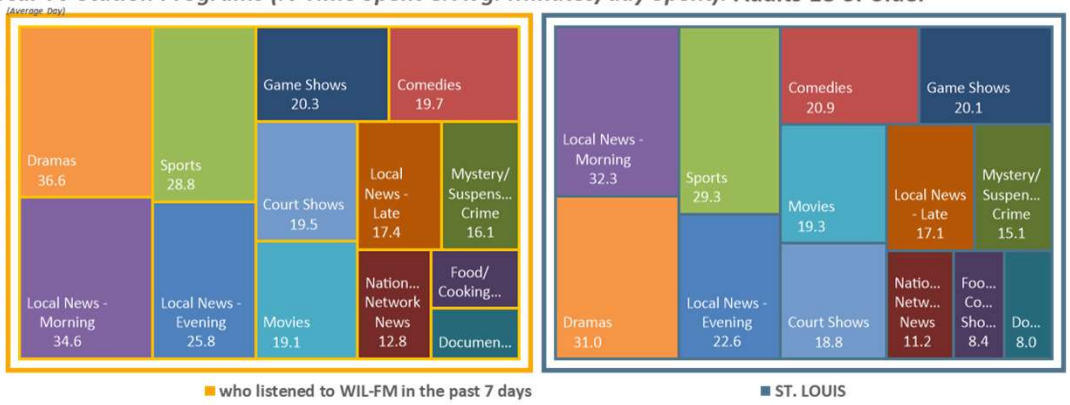
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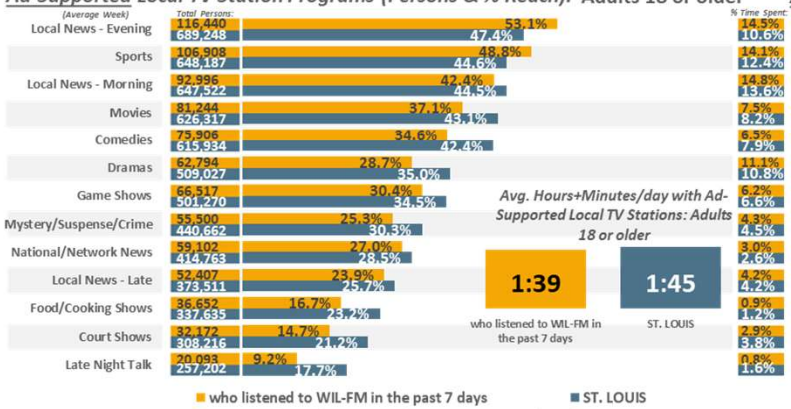
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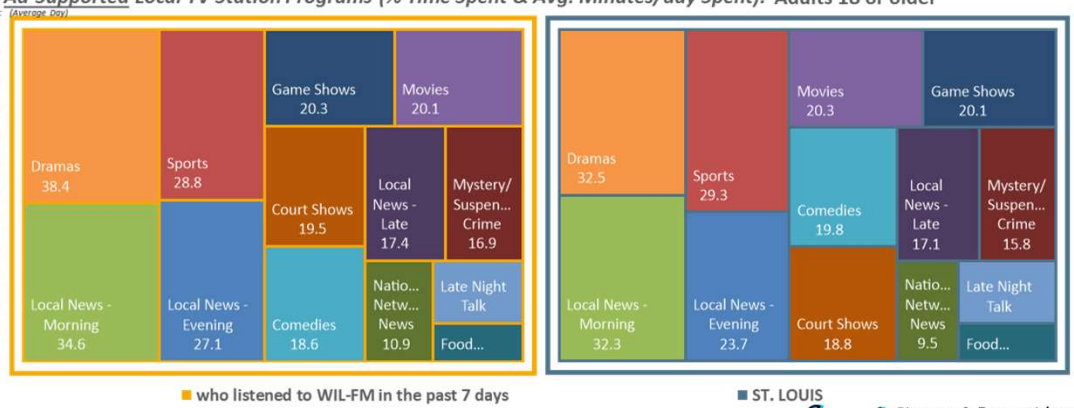
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 255

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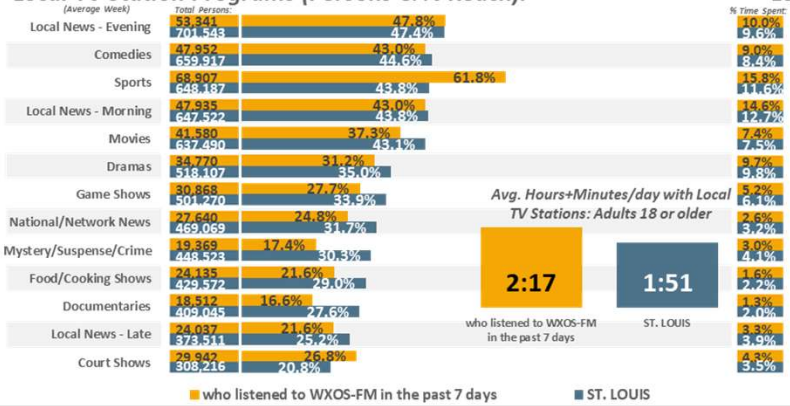
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Radio Stations: WIL-FM

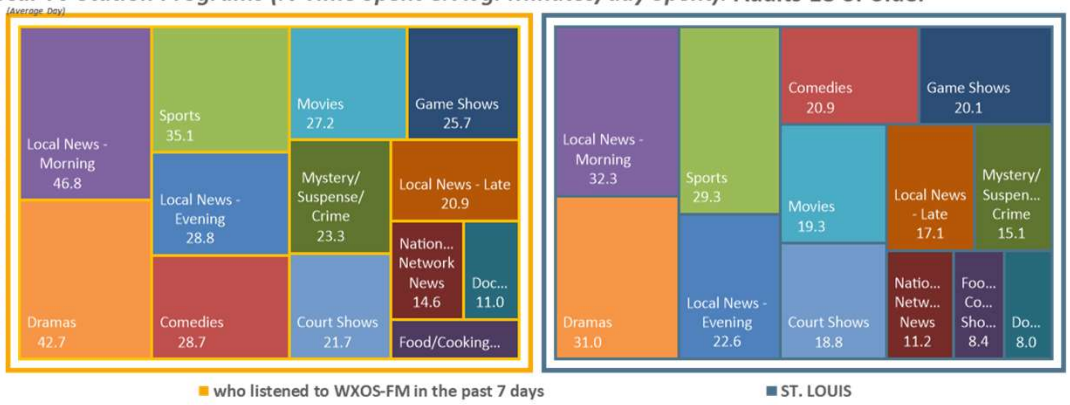
101 ESPN
Sports Talk For St. Louis

110,659 or 67.5% of Adults 18 or older who listened to WXOS-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Dramas.

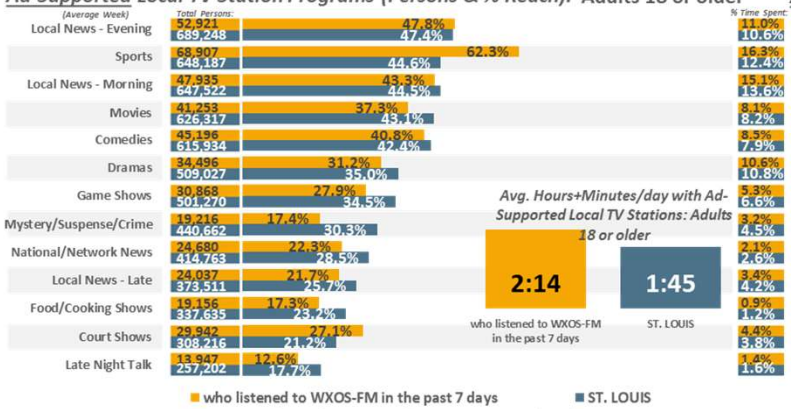
Local TV Station Programs (Persons & % Reach): Adults 18 or older



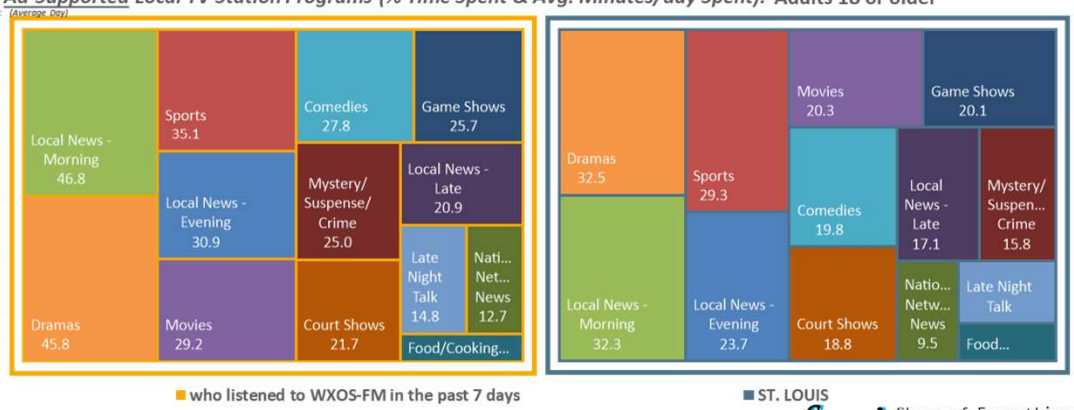
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 128

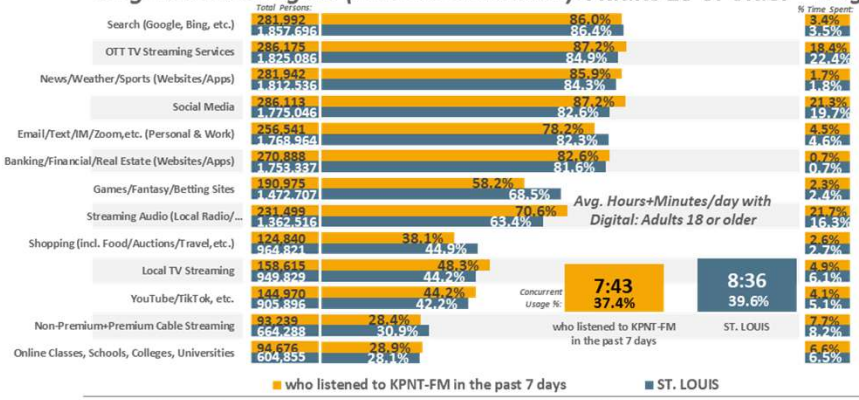
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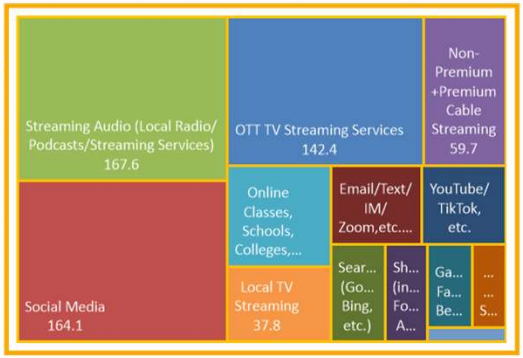
Radio Stations: WXOS-FM

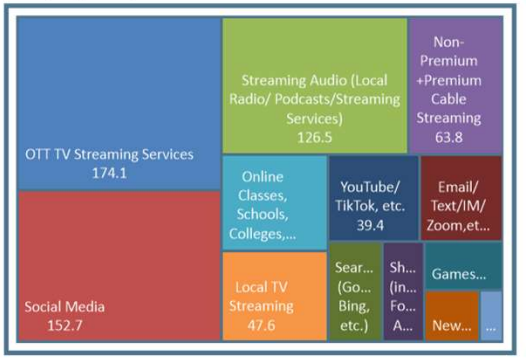
255,862 or 78.% of Adults 18 or older who listened to KPNT-FM in the past 7 days use Ad-Supported Social Media for an average of 146.8 minutes every day representing 26.% of all time spent daily with Ad-Supported Digital Media.

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

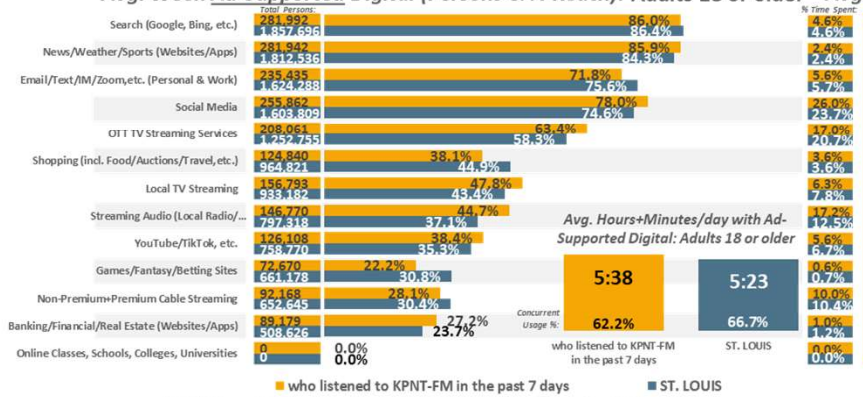


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

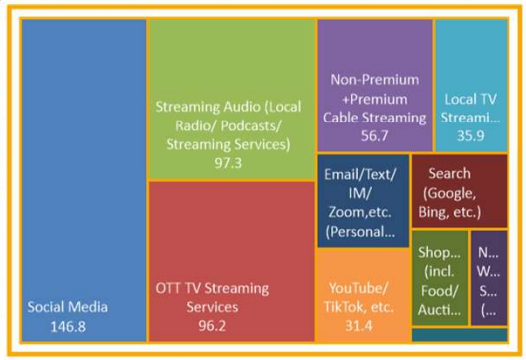


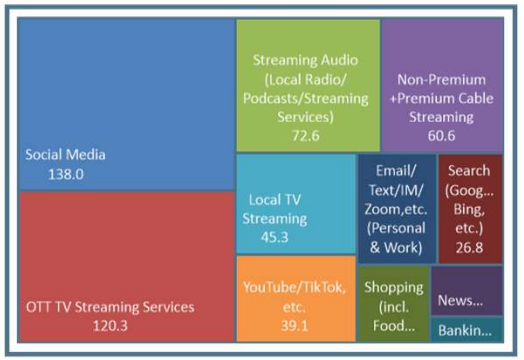


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 217

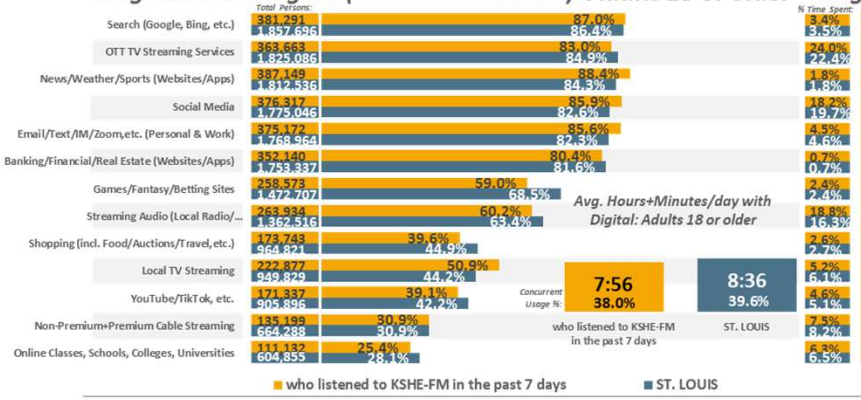
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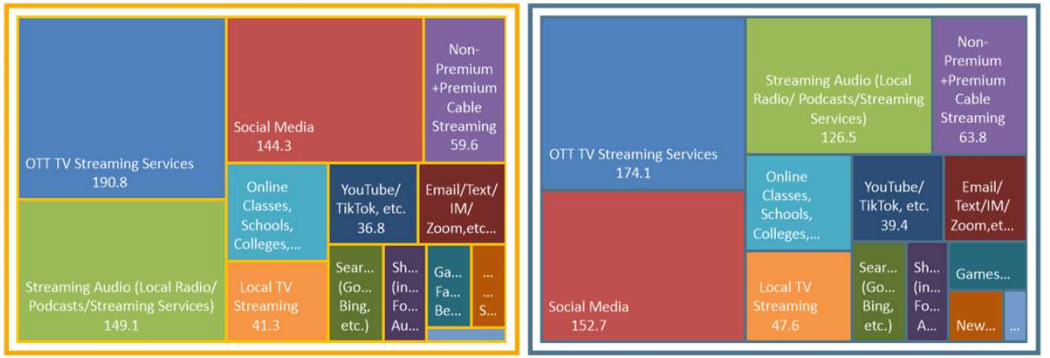
Radio Stations: KPNT-FM

339,731 or 77.5% of Adults 18 or older who listened to KSHE-FM in the past 7 days use Ad-Supported Social Media for an average of 130.3 minutes every day representing 22.6% of all time spent daily with Ad-Supported Digital Media.

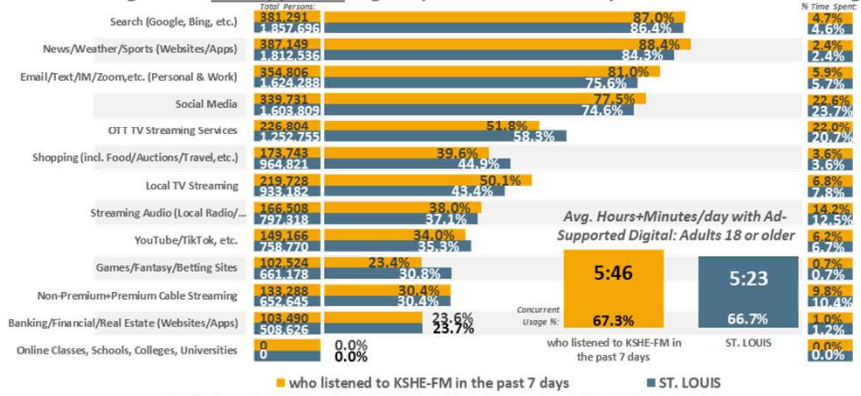
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



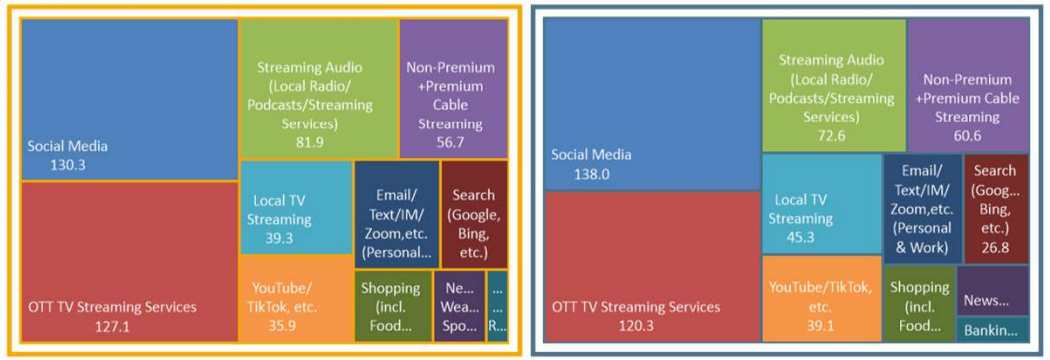
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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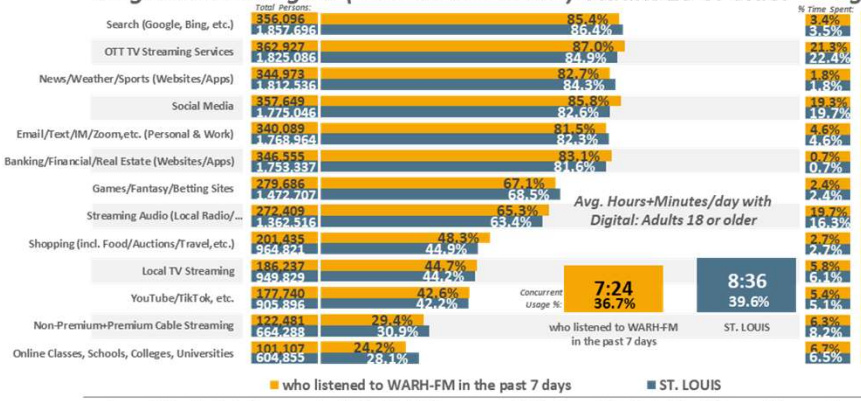
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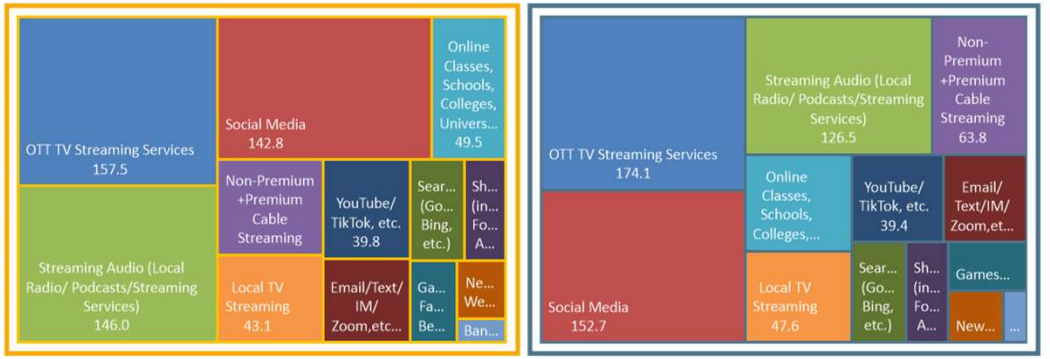
Radio Stations: KSHE-FM

322,151 or 77.2% of Adults 18 or older who listened to WARH-FM in the past 7 days use Ad-Supported Social Media for an average of 128.6 minutes every day representing 24.2% of all time spent daily with Ad-Supported Digital Media.

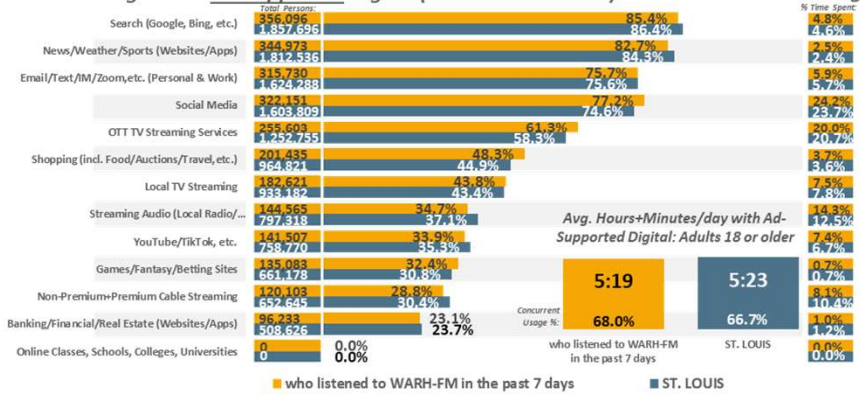
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



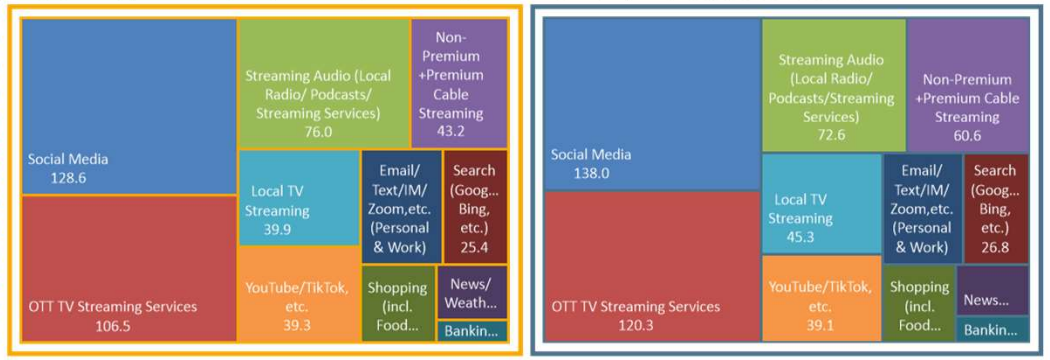
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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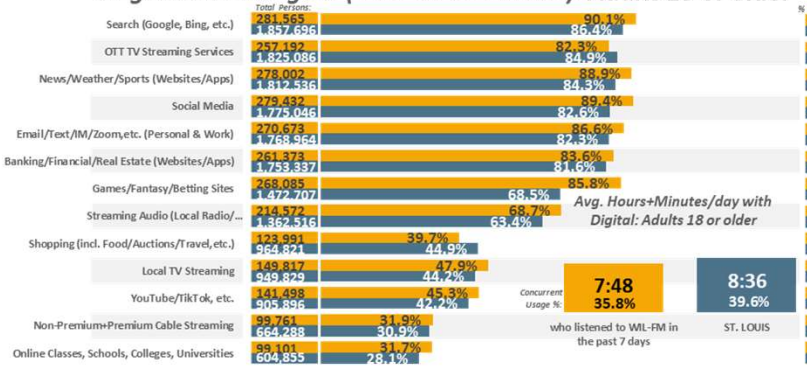
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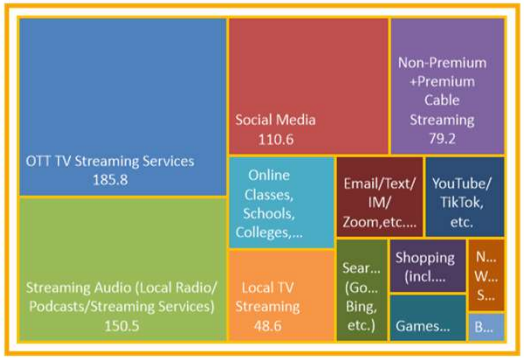
Radio Stations: WARH-FM

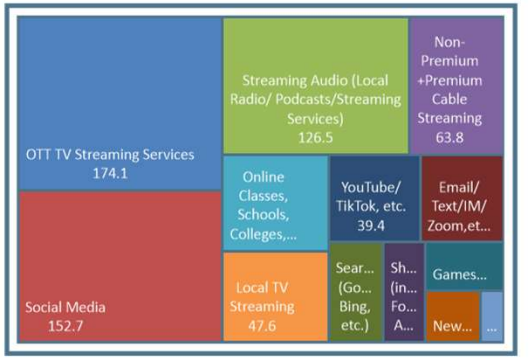
259,447 or 83.% of Adults 18 or older who listened to WIL-FM in the past 7 days use Ad-Supported Social Media for an average of 102.7 minutes every day representing 18.% of all time spent daily with Ad-Supported Digital Media.

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

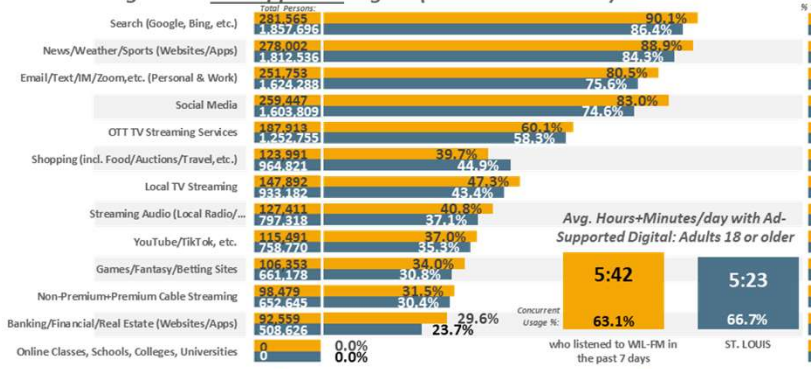


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

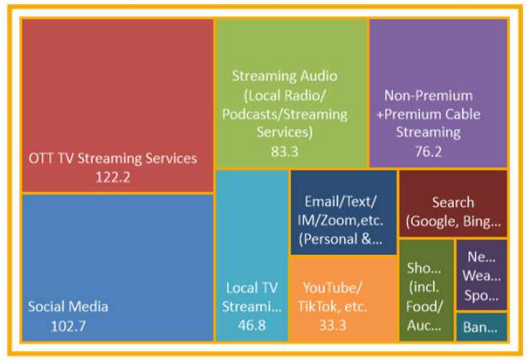


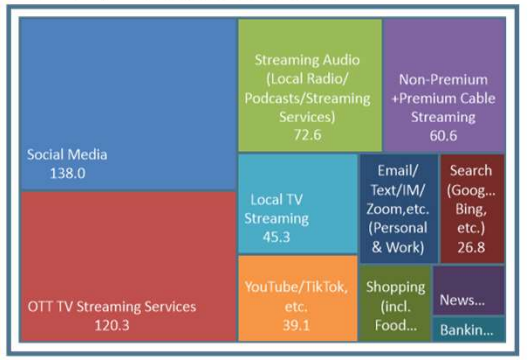


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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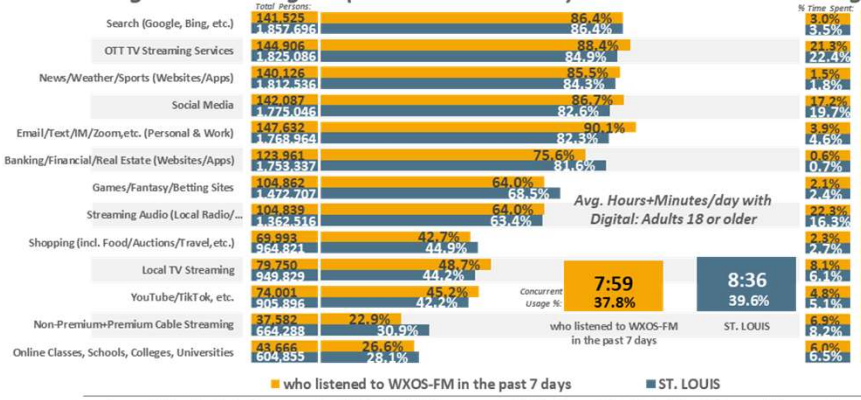
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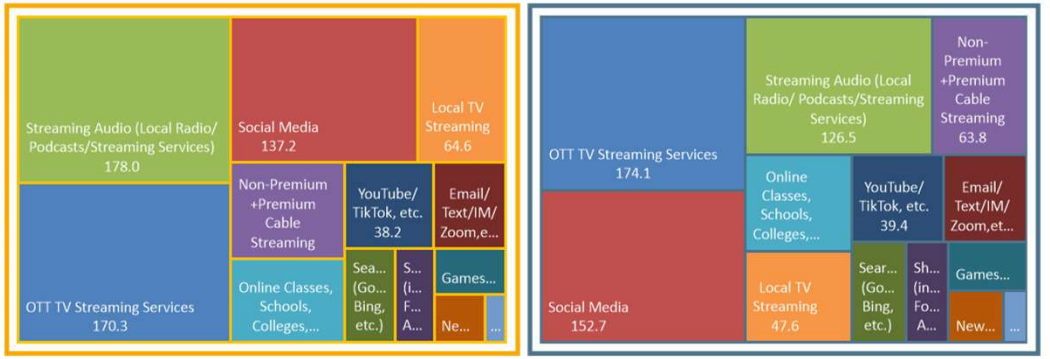
Radio Stations: WIL-FM

134,049 or 81.8% of Adults 18 or older who listened to WXOS-FM in the past 7 days use Ad-Supported Social Media for an average of 129.4 minutes every day representing 22.8% of all time spent daily with Ad-Supported Digital Media.

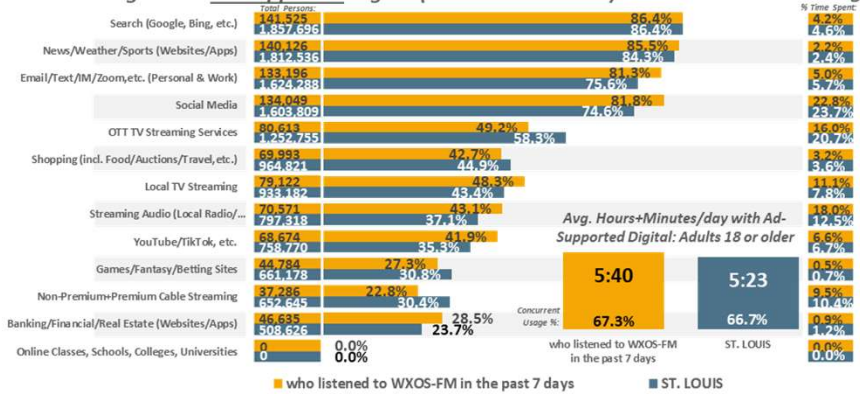
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



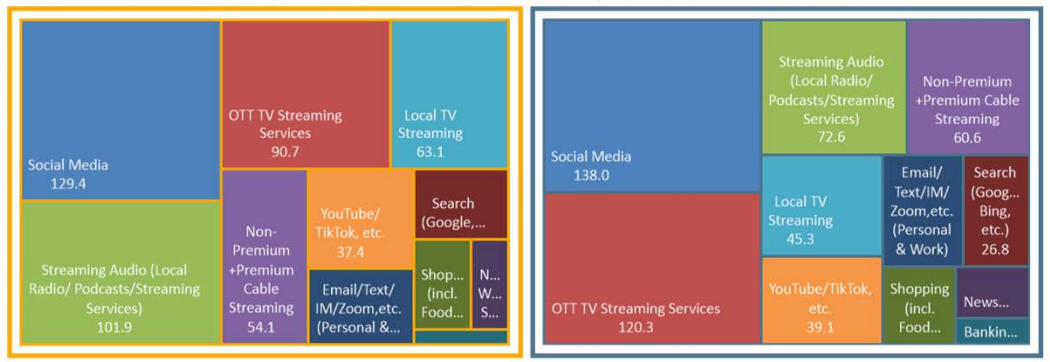
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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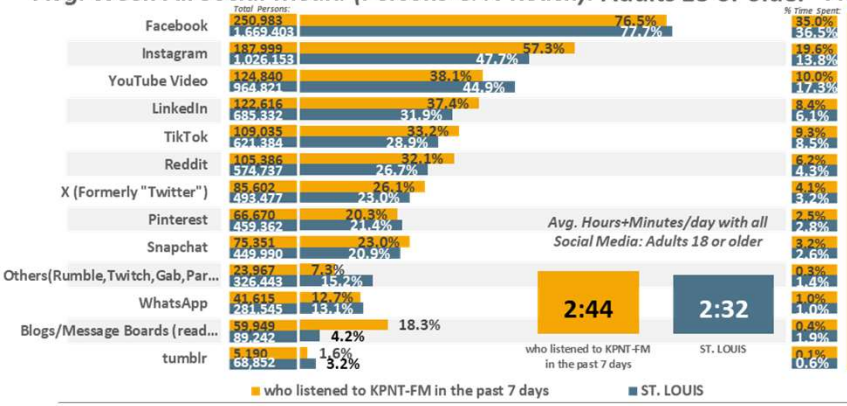
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Radio Stations: WXOS-FM

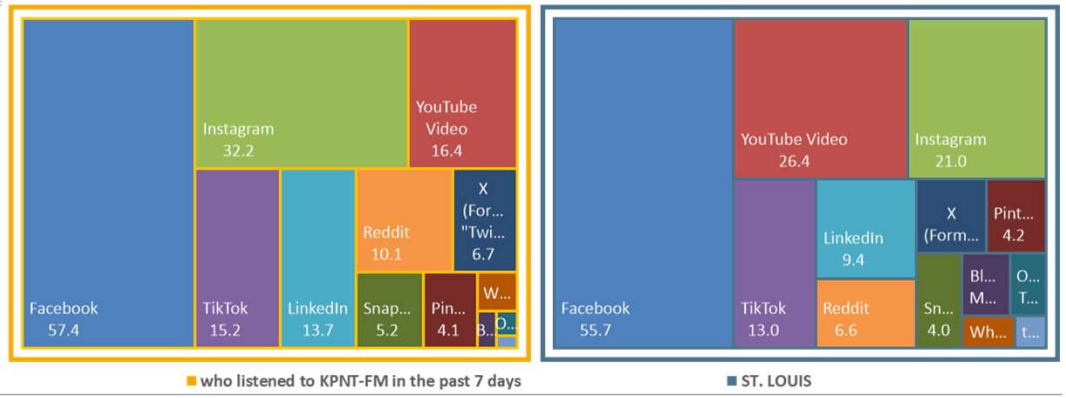
105.7 THE POINT
EVERYTHING ALTERNATIVE

250,983 or 76.5% of Adults 18 or older who listened to KPNT-FM in the past 7 days use Ad-Supported Facebook for an average of 56.5 minutes every day representing 38.5% of all time spent daily with Ad-Supported Social Media.

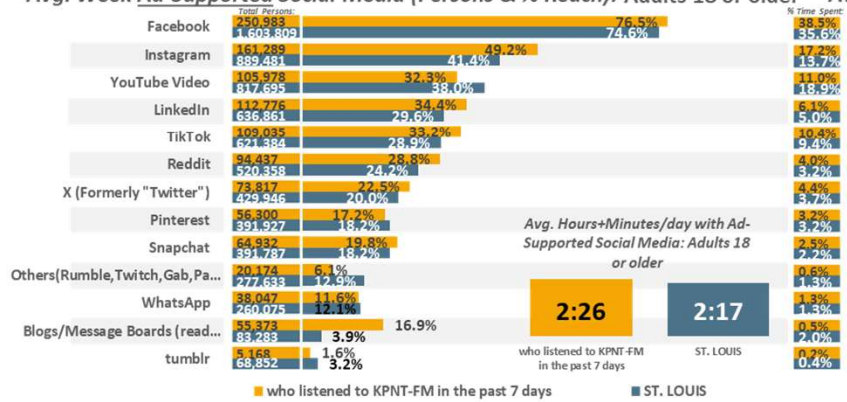
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



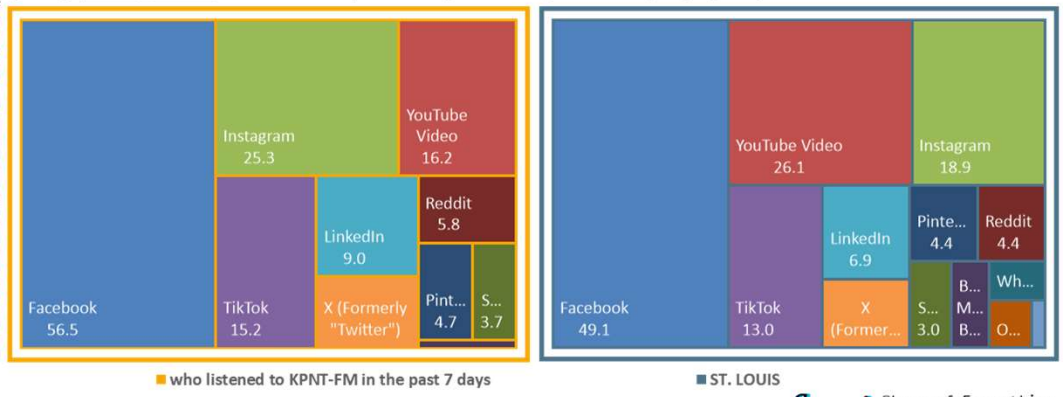
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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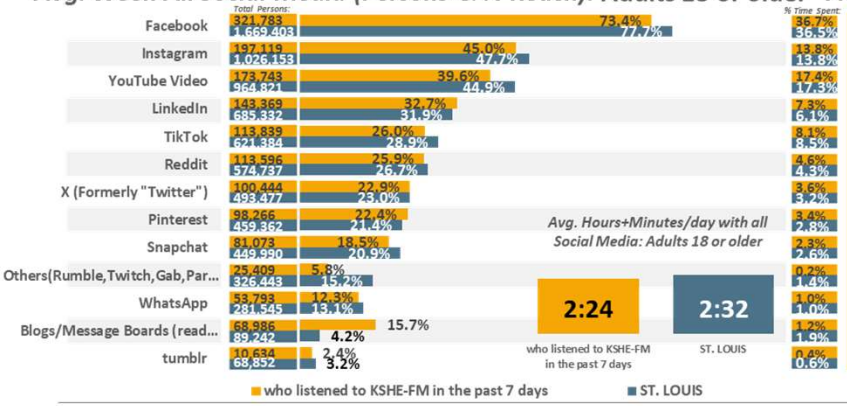
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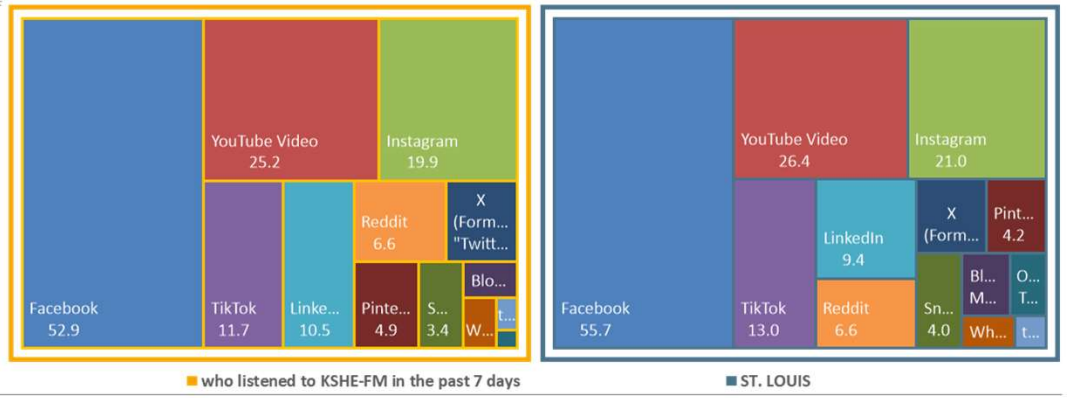
Radio Stations: KPNT-FM

321,783 or 73.4% of Adults 18 or older who listened to KSHE-FM in the past 7 days use Ad-Supported Facebook for an average of 48.3 minutes every day representing 37.1% of all time spent daily with Ad-Supported Social Media.

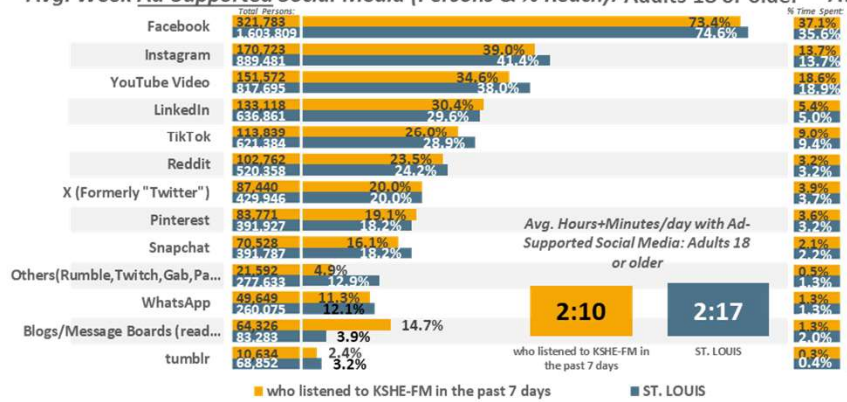
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



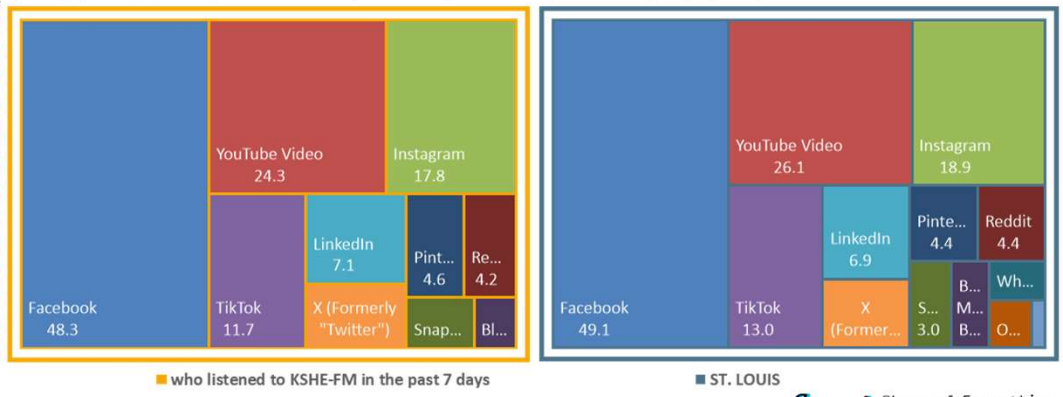
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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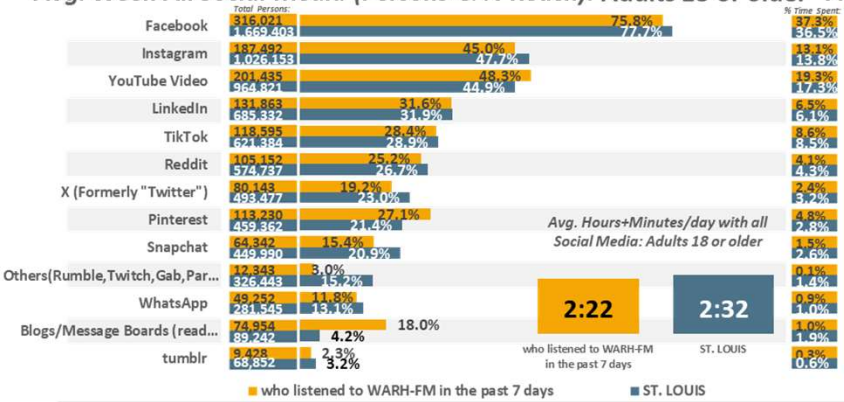
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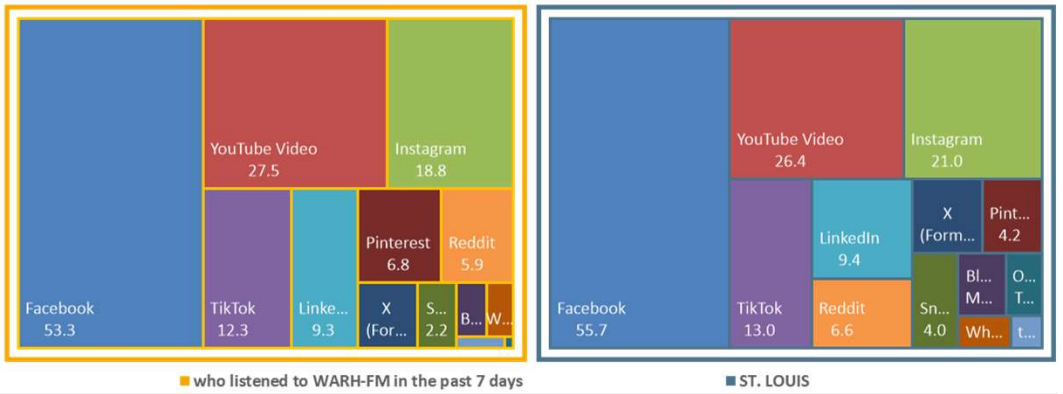
Radio Stations: KSHE-FM

316,021 or 75.8% of Adults 18 or older who listened to WARH-FM in the past 7 days use Ad-Supported Facebook for an average of 47.2 minutes every day representing 36.7% of all time spent daily with Ad-Supported Social Media.

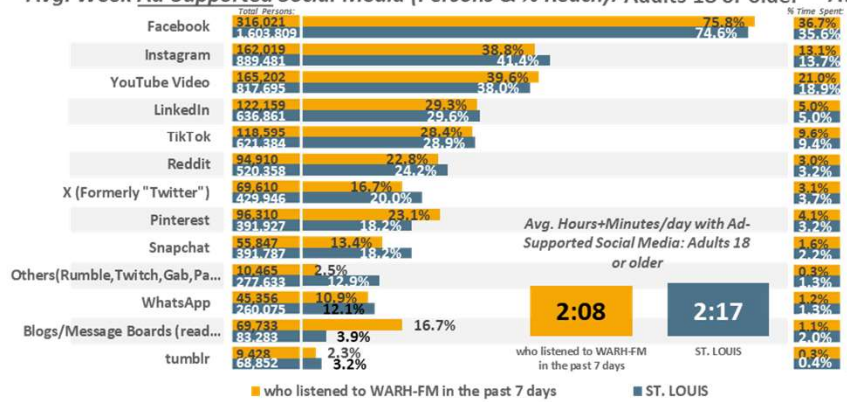
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



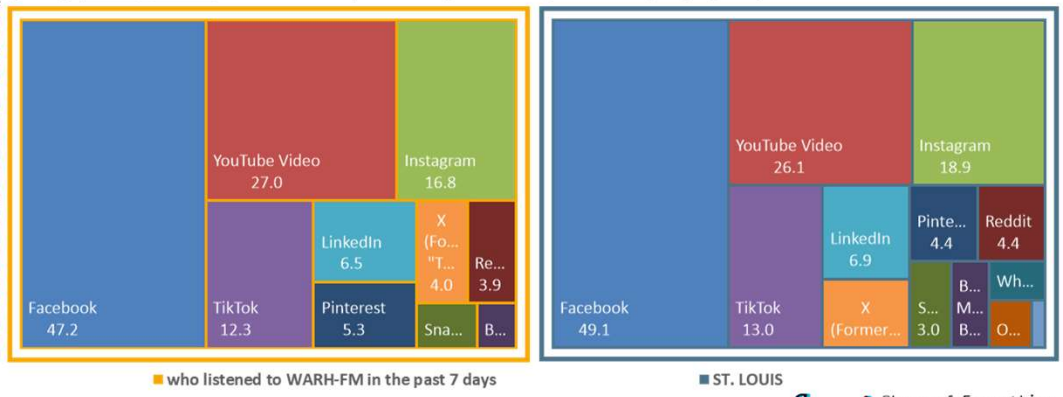
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 322

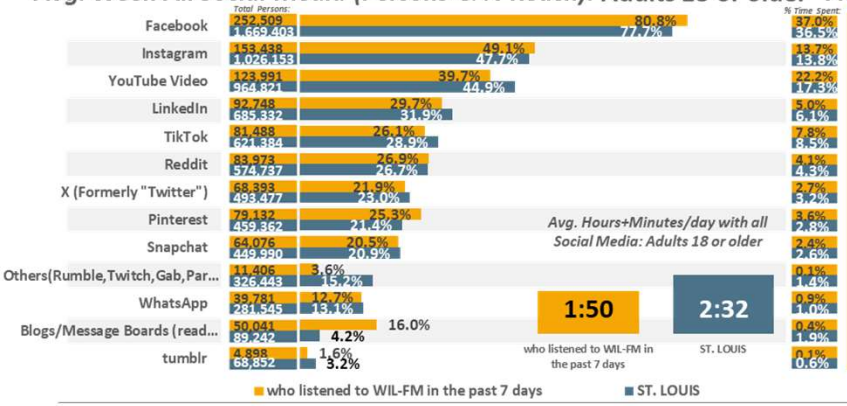
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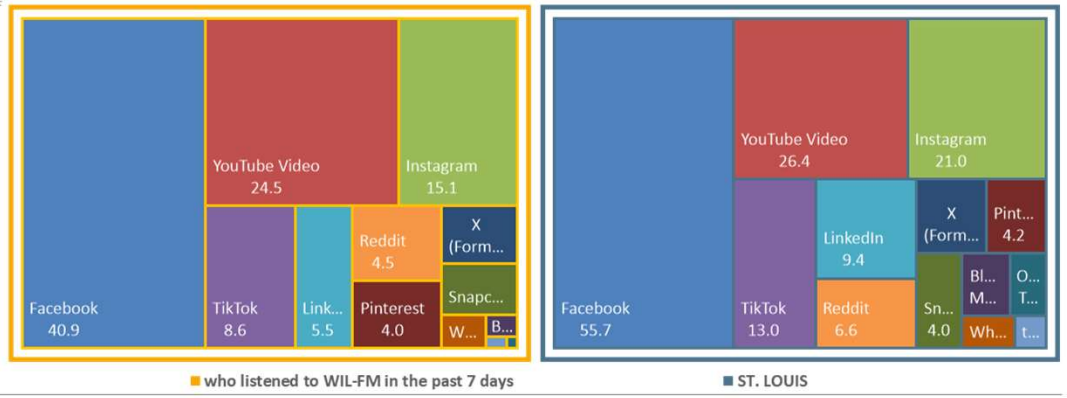
Radio Stations: WARH-FM

252,509 or 80.8% of Adults 18 or older who listened to WIL-FM in the past 7 days use Ad-Supported Facebook for an average of 36.6 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.

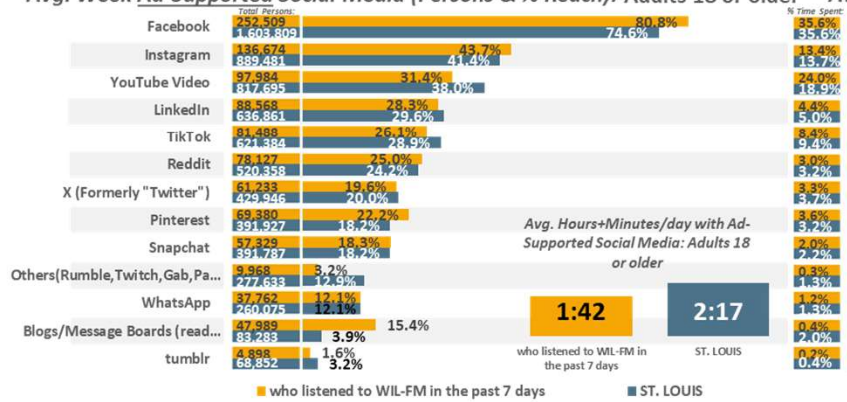
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



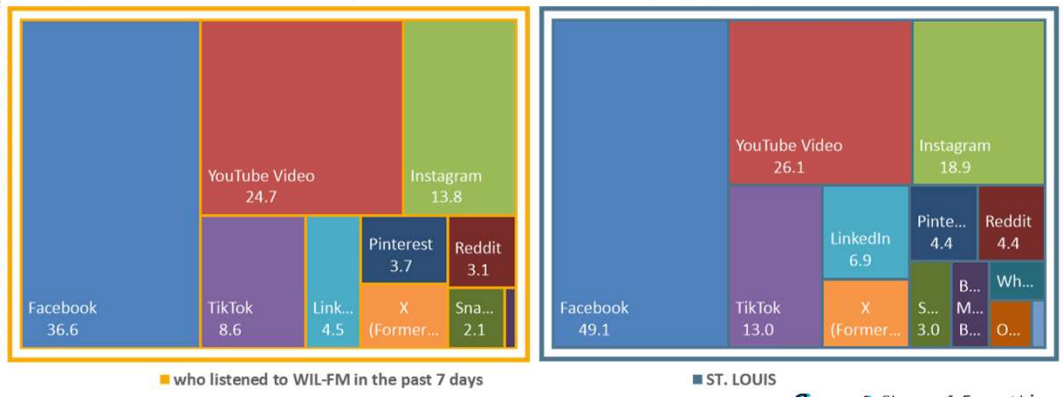
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 255

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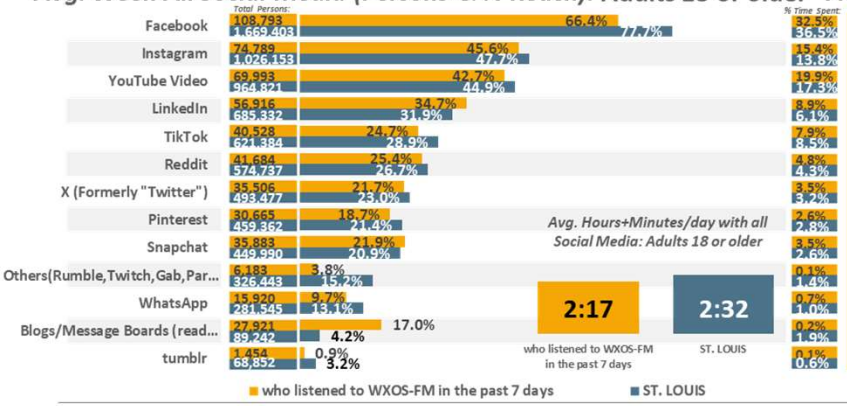
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Radio Stations: WIL-FM

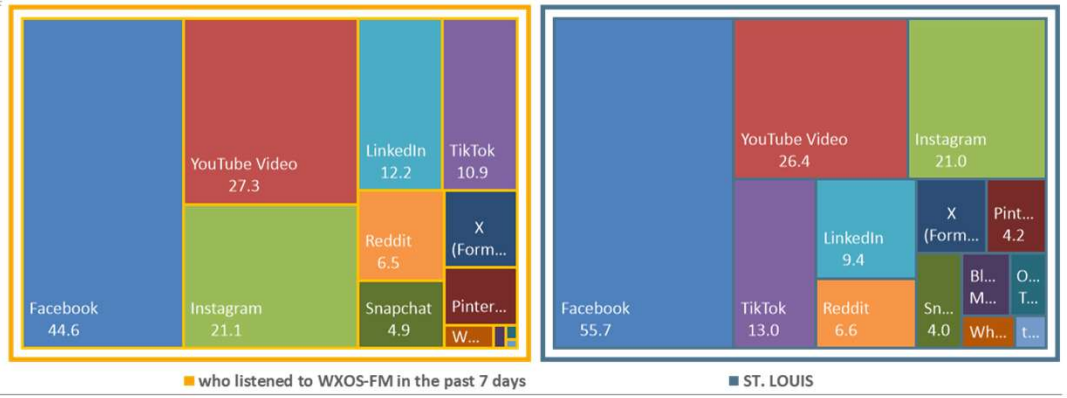
101 ESPN
Sports Talk For St. Louis

108,793 or 66.4% of Adults 18 or older who listened to WXOS-FM in the past 7 days use Ad-Supported Facebook for an average of 45. minutes every day representing 34.7% of all time spent daily with Ad-Supported Social Media.

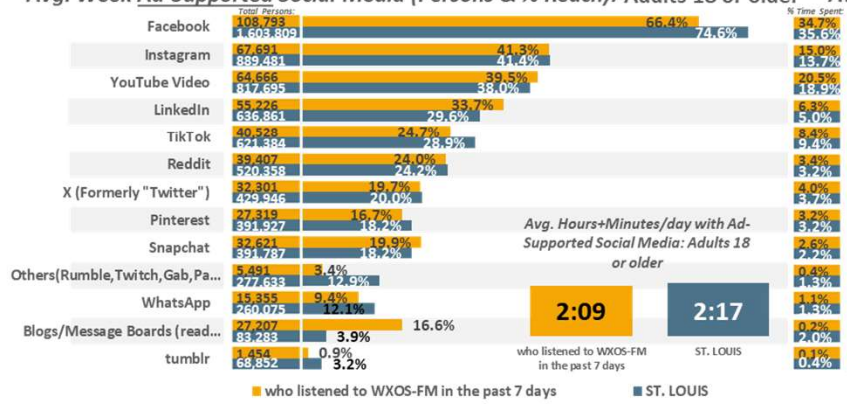
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



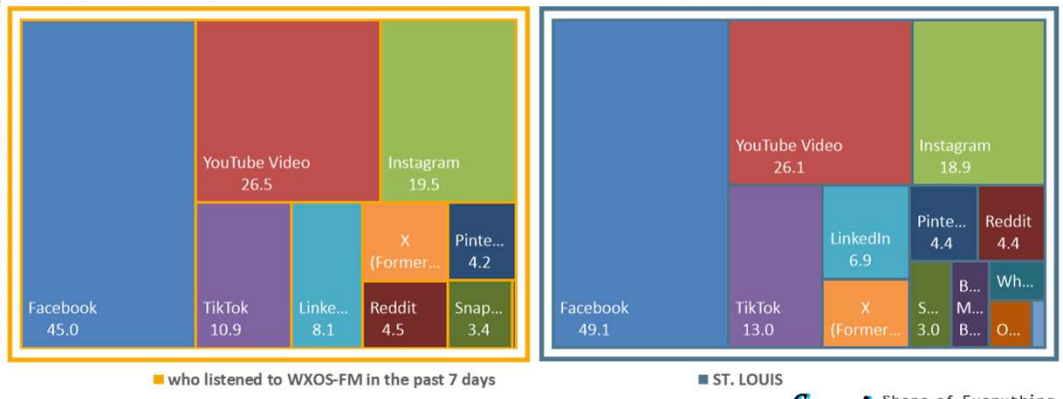
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 128

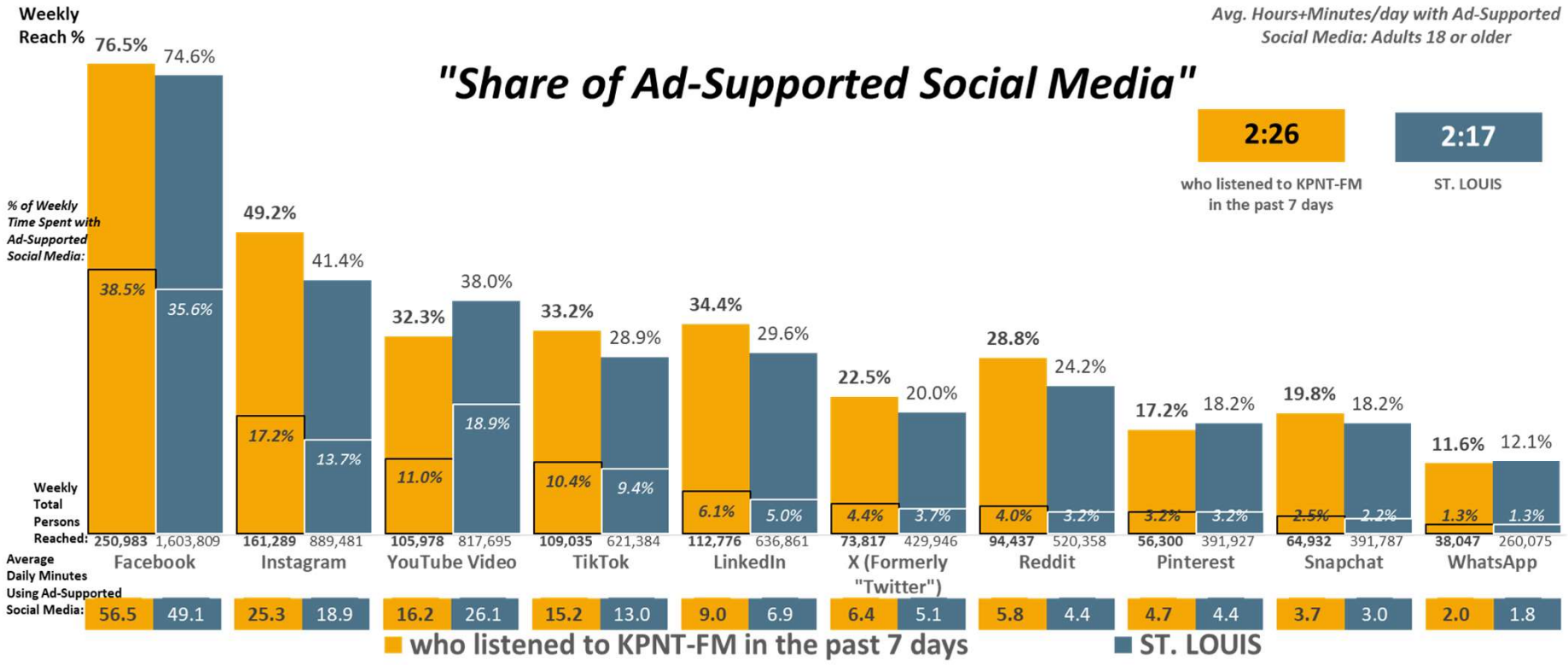
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Radio Stations: WXOS-FM

105.7 THE POINT
EVERYTHING ALTERNATIVE

250,983 or 76.5% of Adults 18 or older who listened to KPNT-FM in the past 7 days use Ad-Supported Facebook for an average of 56.5 minutes every day representing 38.5% of all time spent daily with Ad-Supported Social Media.



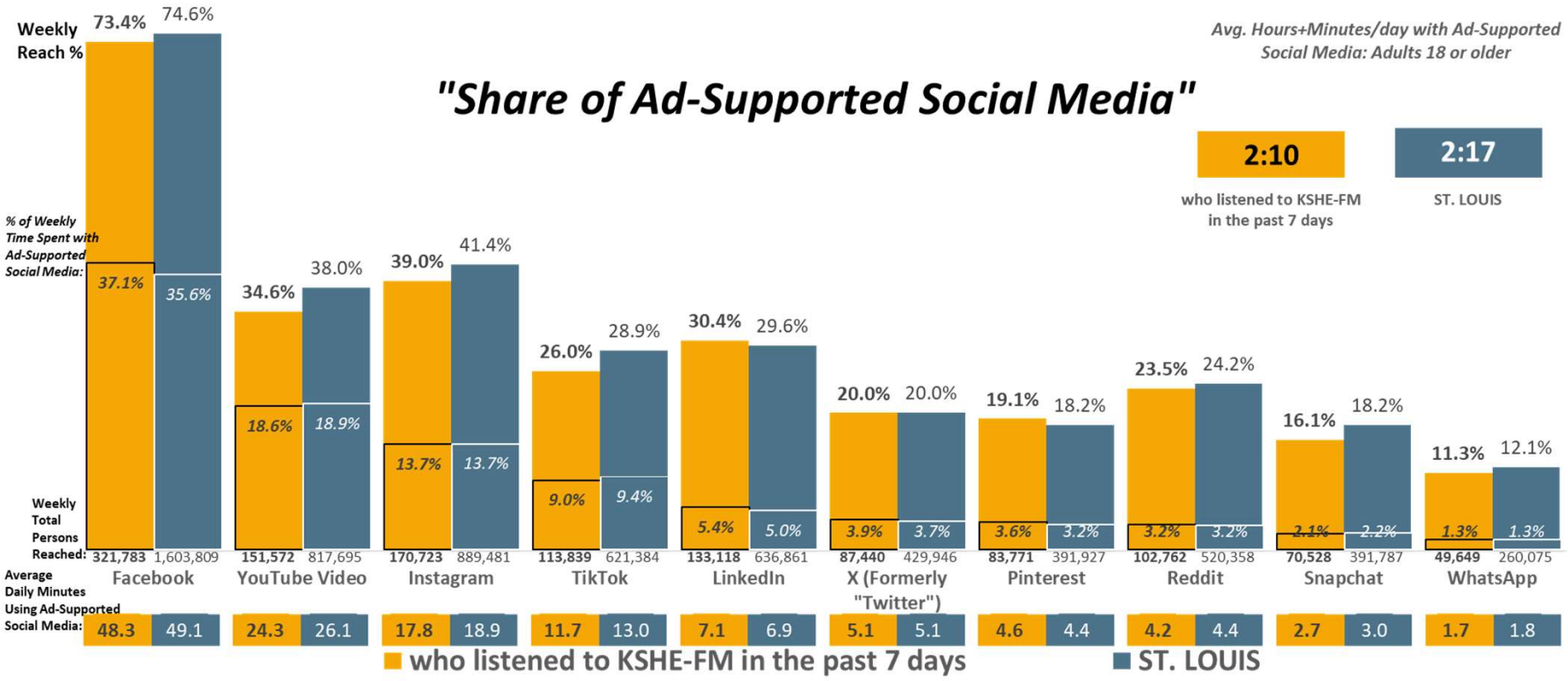
ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 217 ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,760

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Radio Stations: KPNT-FM

321,783 or 73.4% of Adults 18 or older who listened to KSHE-FM in the past 7 days use Ad-Supported Facebook for an average of 48.3 minutes every day representing 37.1% of all time spent daily with Ad-Supported Social Media.



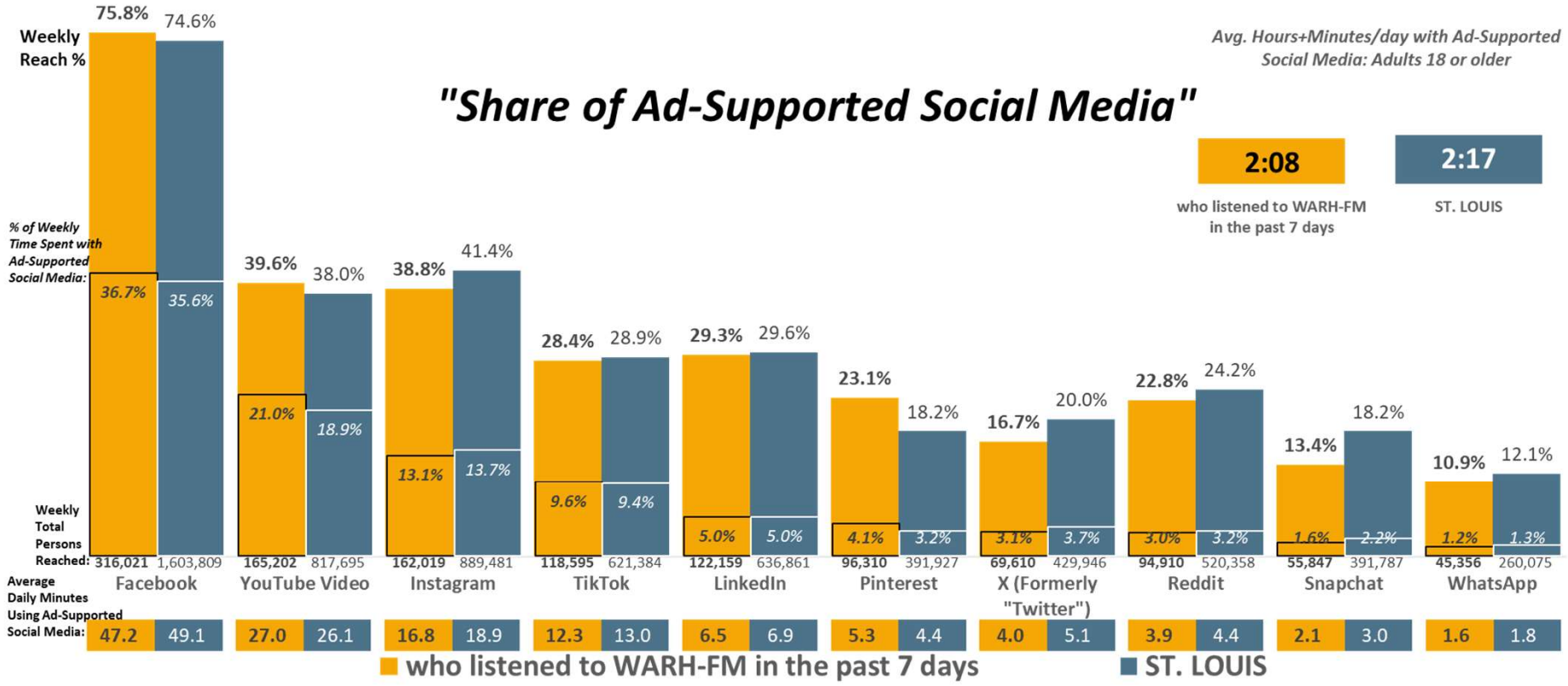
ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 358 ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,760

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Radio Stations: KSHE-FM

316,021 or 75.8% of Adults 18 or older who listened to WARH-FM in the past 7 days use Ad-Supported Facebook for an average of 47.2 minutes every day representing 36.7% of all time spent daily with Ad-Supported Social Media.



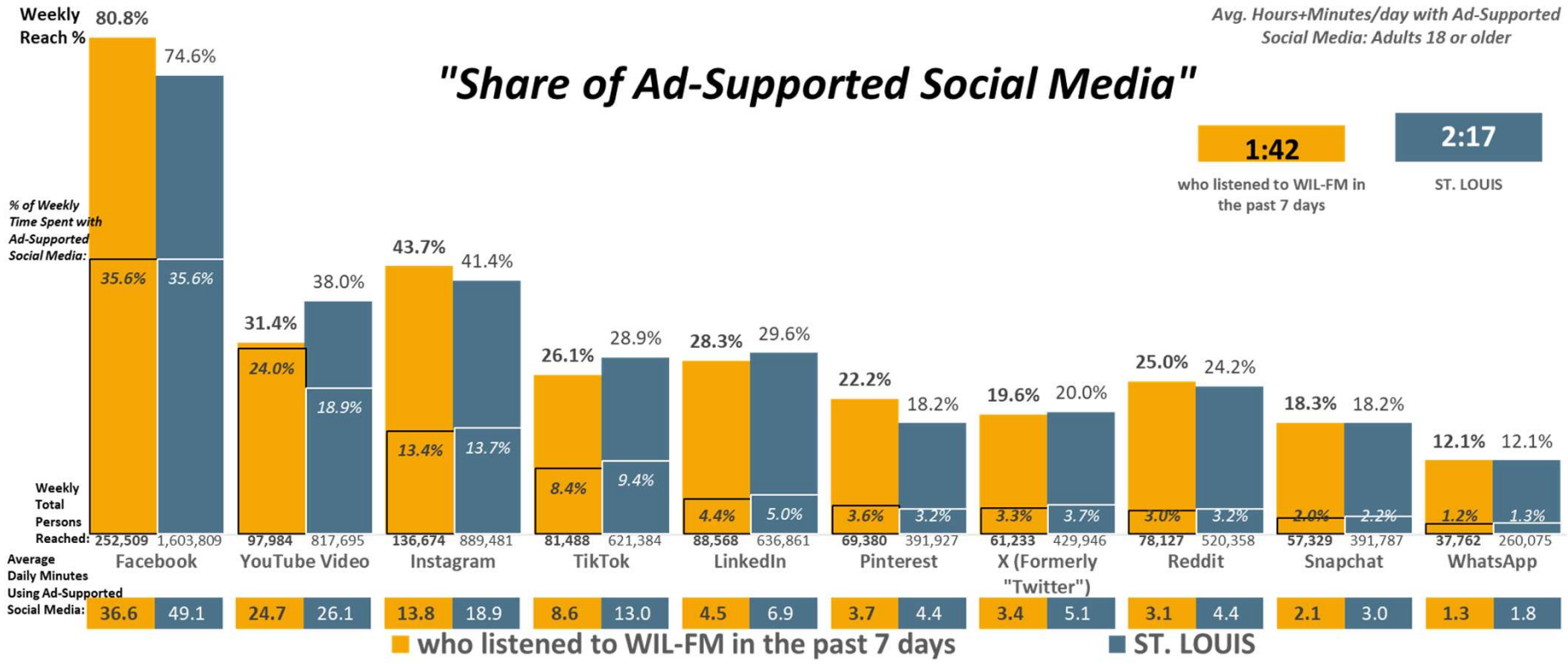
ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 322 ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,760

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Radio Stations: WARH-FM

252,509 or 80.8% of Adults 18 or older who listened to WIL-FM in the past 7 days use Ad-Supported Facebook for an average of 36.6 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 255 ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,760

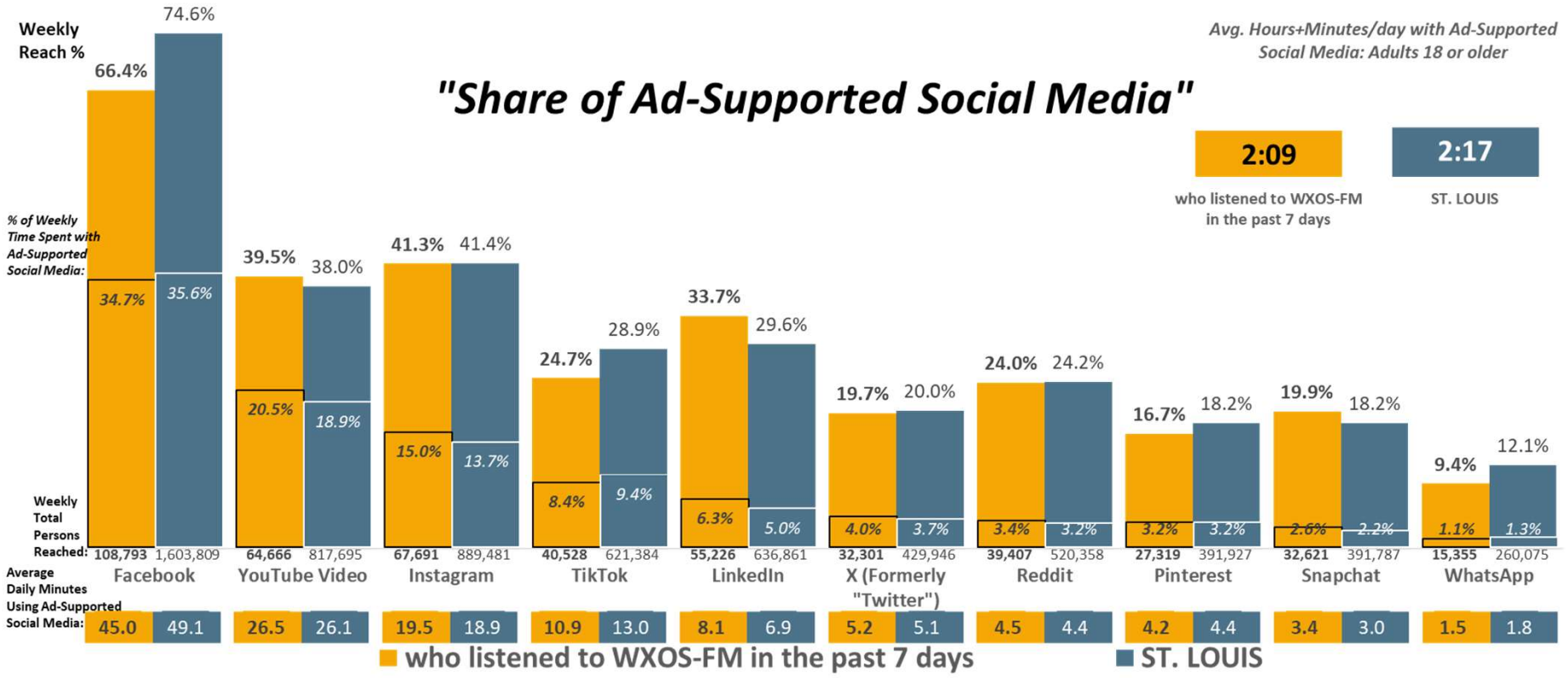
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Radio Stations: WIL-FM

101 ESPN
Sports Talk For St. Louis

108,793 or 66.4% of Adults 18 or older who listened to WXOS-FM in the past 7 days use Ad-Supported Facebook for an average of 45. minutes every day representing 34.7% of all time spent daily with Ad-Supported Social Media.



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 128 ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,760

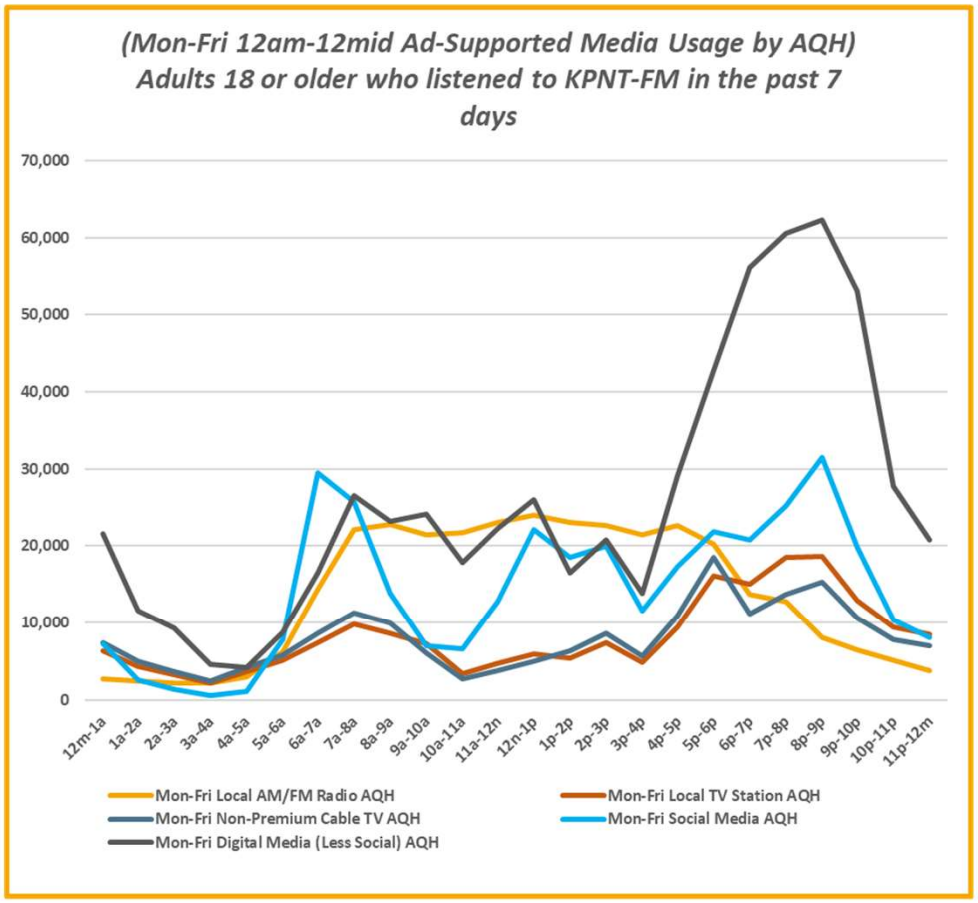
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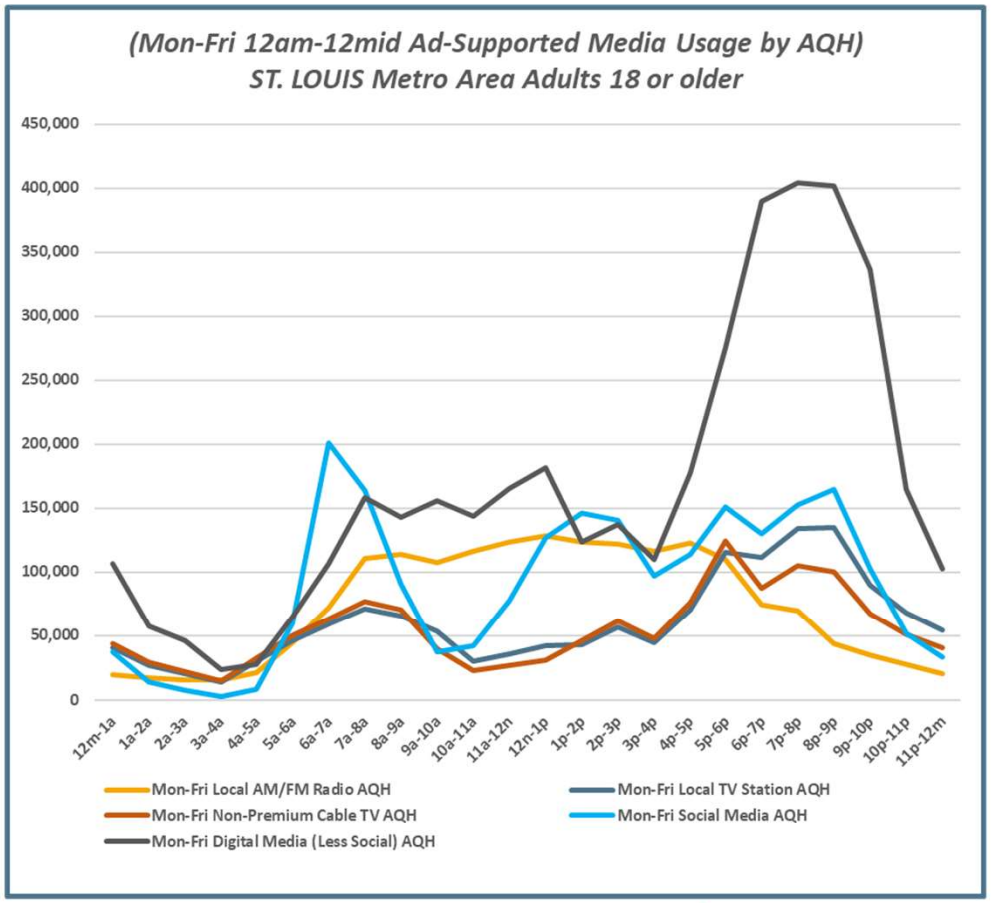
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Radio Stations: WXOS-FM

105.7 THE POINT
EVERYTHING ALTERNATIVE

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 25,818; Local Radio: 21,025; Social Media: 17,485; Non-Prem. Cable: 8,330; Local TV: 8,096 reaching Adults 18 or older who listened to KPNT-FM in the past 7 days.





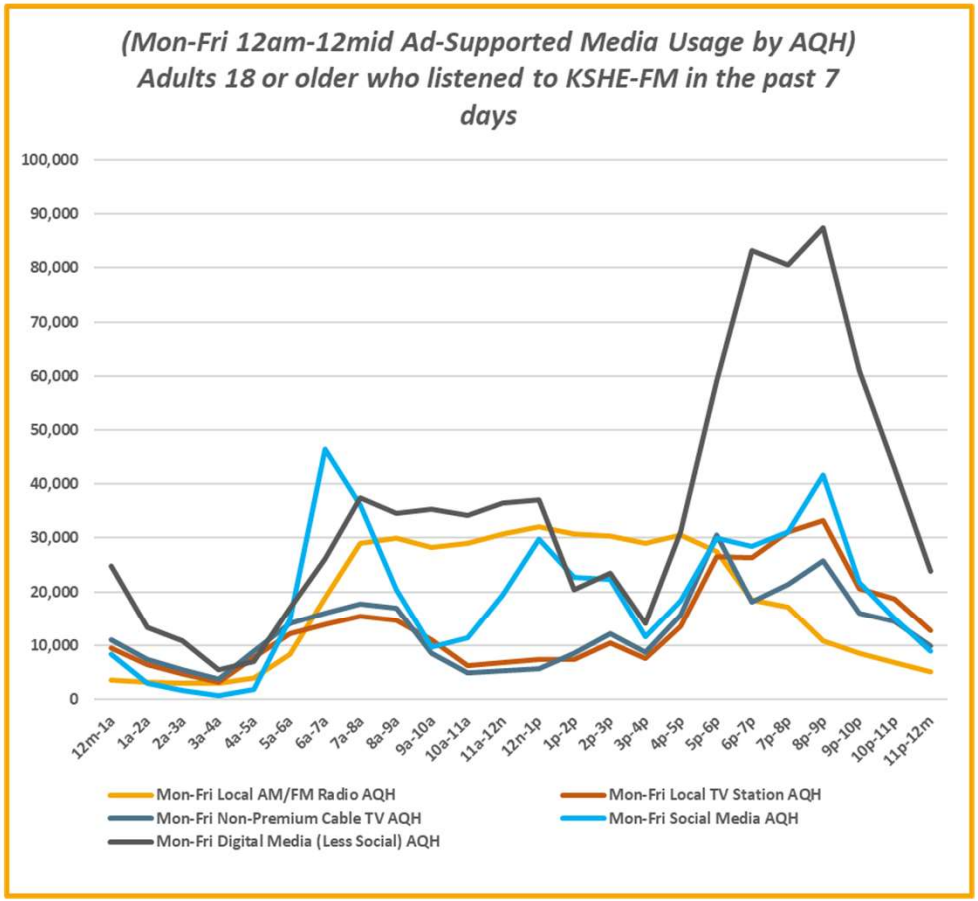
ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 217

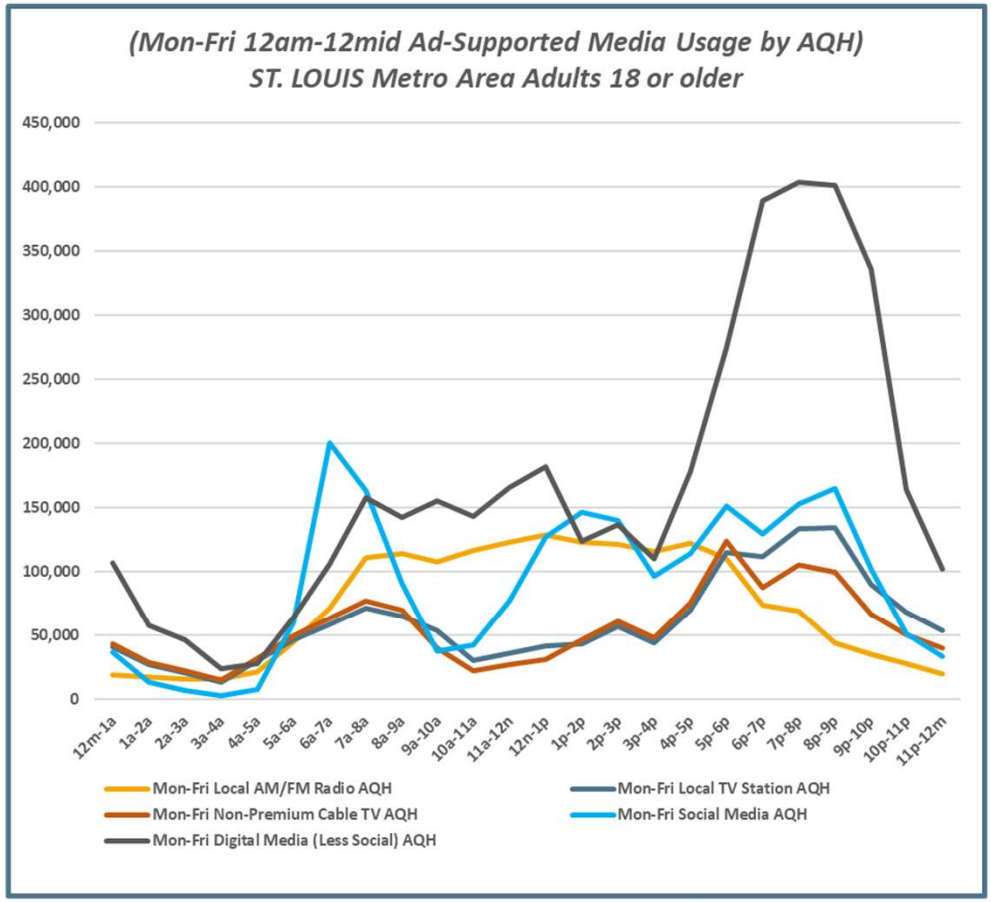
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Radio Stations: KPNT-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 36,384; Local Radio: 28,082; Social Media: 23,583; Non-Prem. Cable: 12,991; Local TV: 12,851 reaching Adults 18 or older who listened to KSHE-FM in the past 7 days.





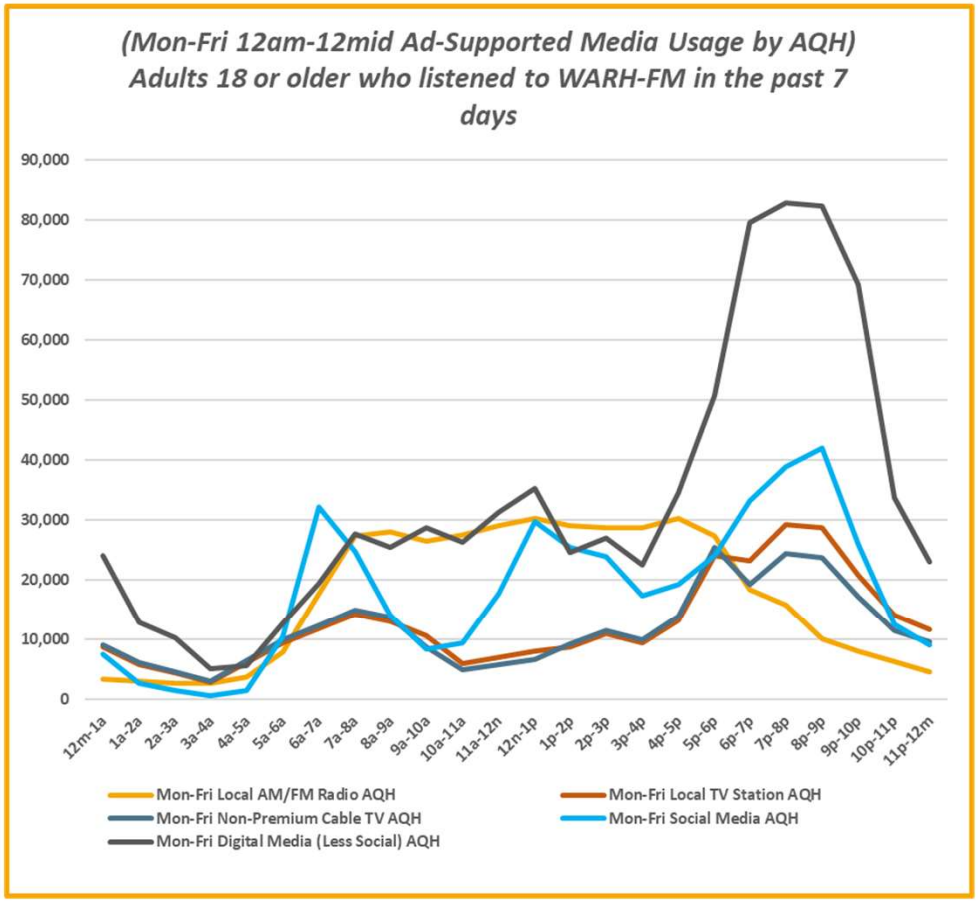
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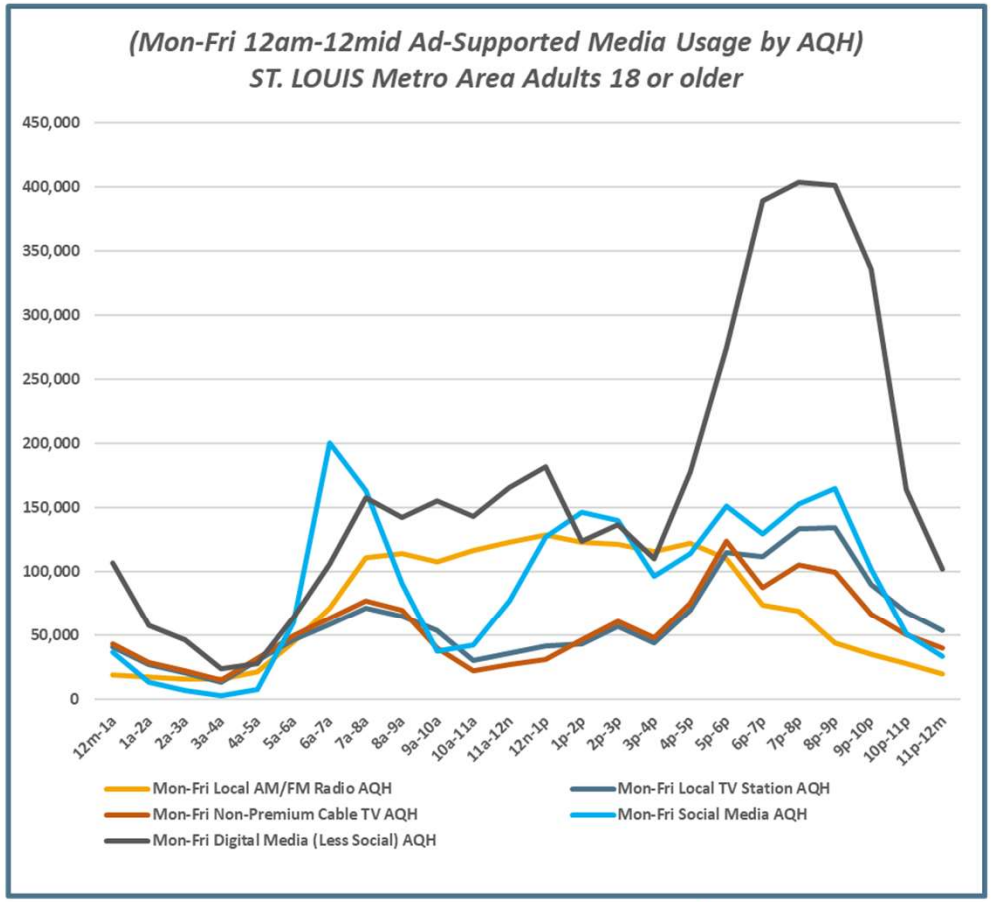
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Radio Stations: KSHE-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 33,307; Local Radio: 26,830; Social Media: 21,482; Local TV: 12,295; Non-Prem. Cable: 12,009 reaching Adults 18 or older who listened to WARH-FM in the past 7 days.





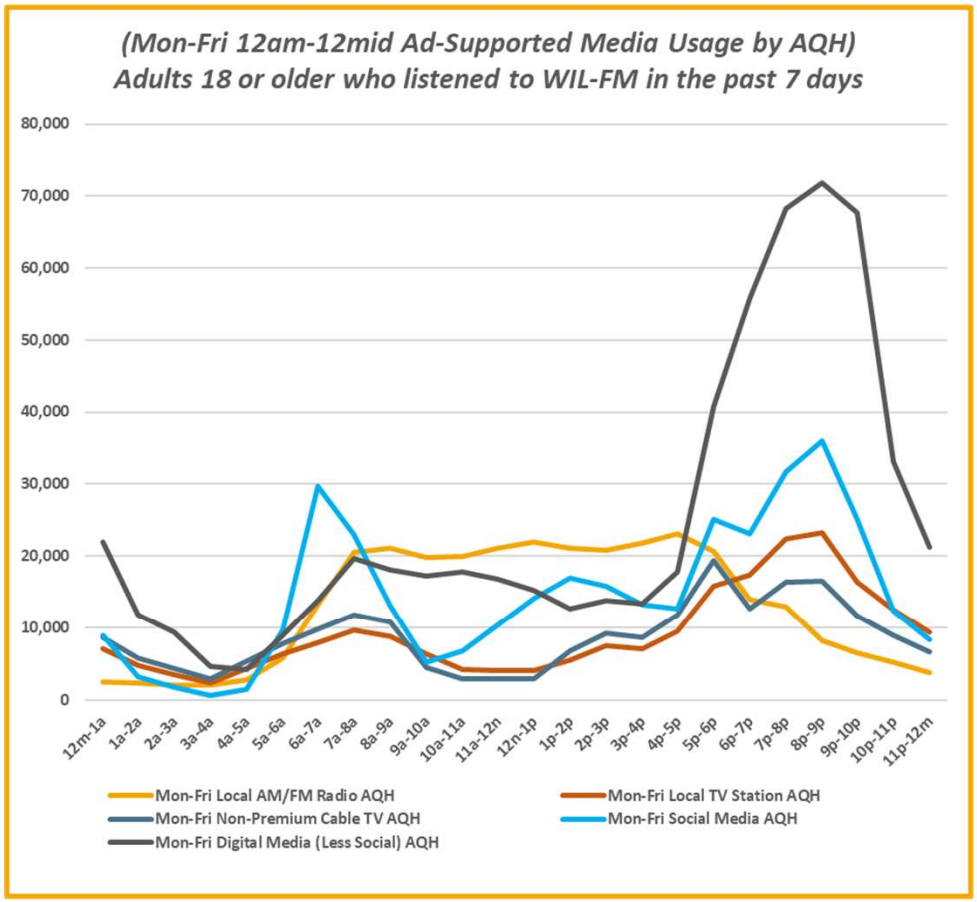
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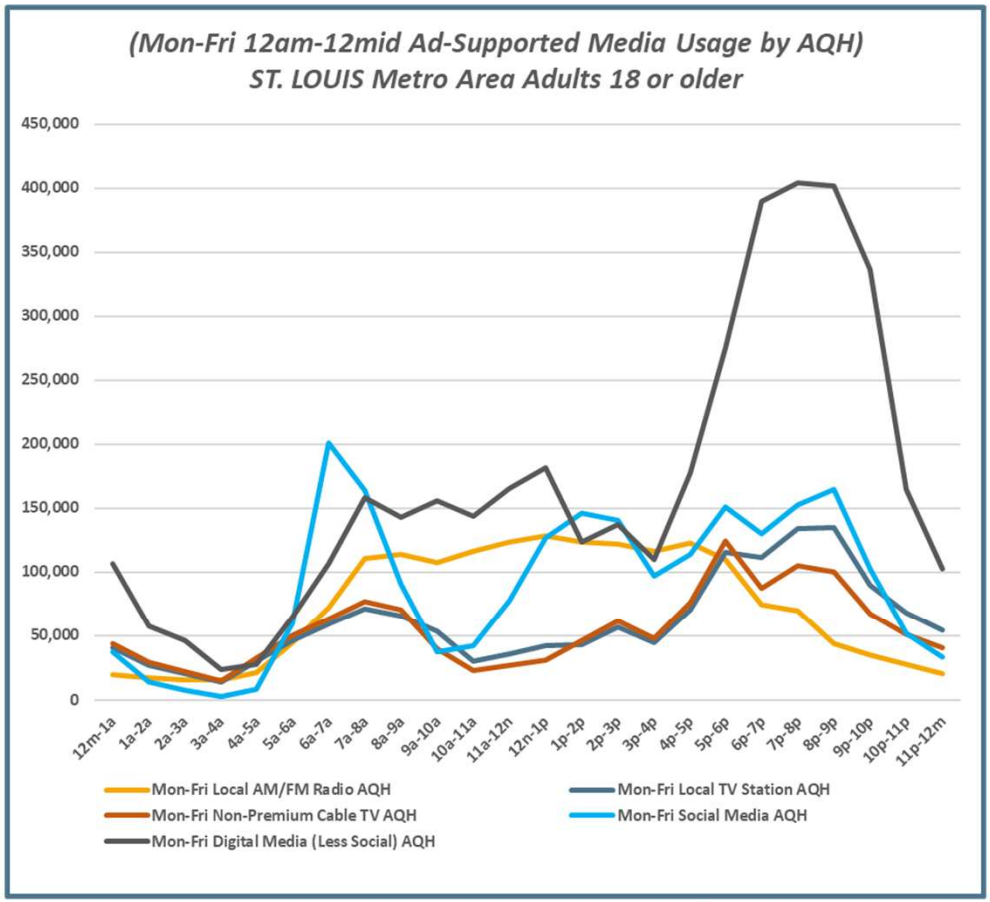
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Radio Stations: WARH-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 20,968; Local Radio: 19,909; Social Media: 16,062; Non-Prem. Cable: 8,742; Local TV: 8,252 reaching Adults 18 or older who listened to WIL-FM in the past 7 days.





ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 255

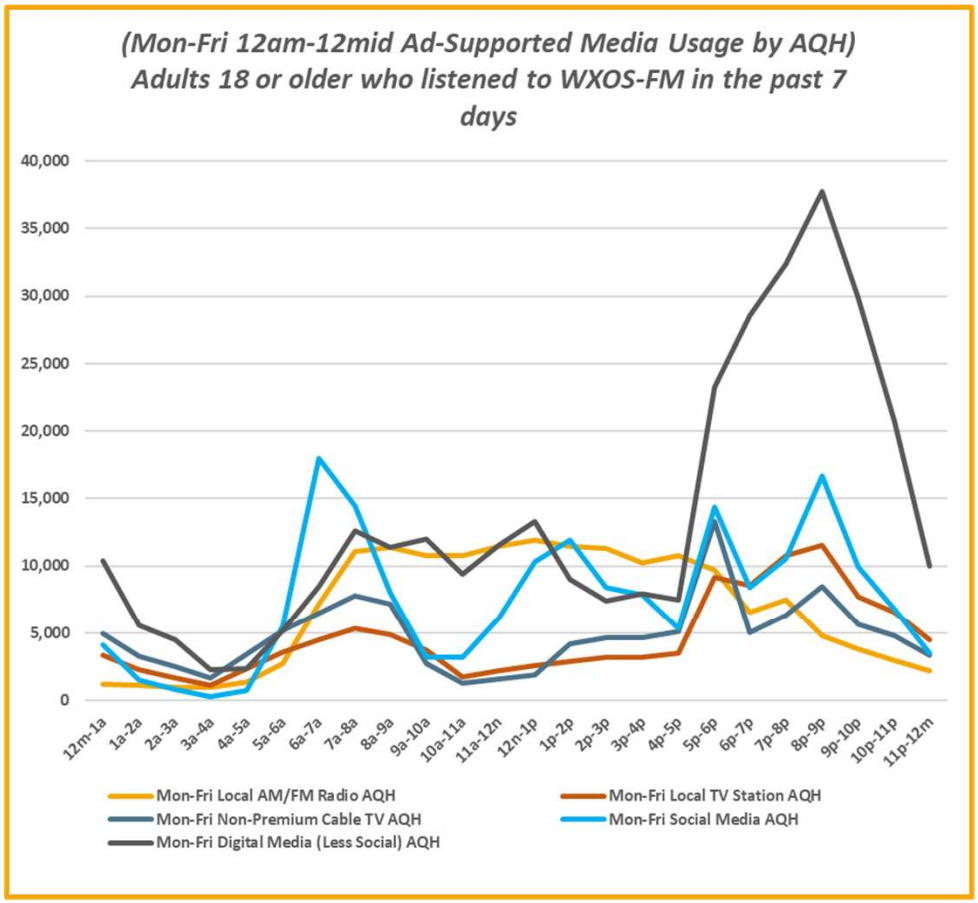
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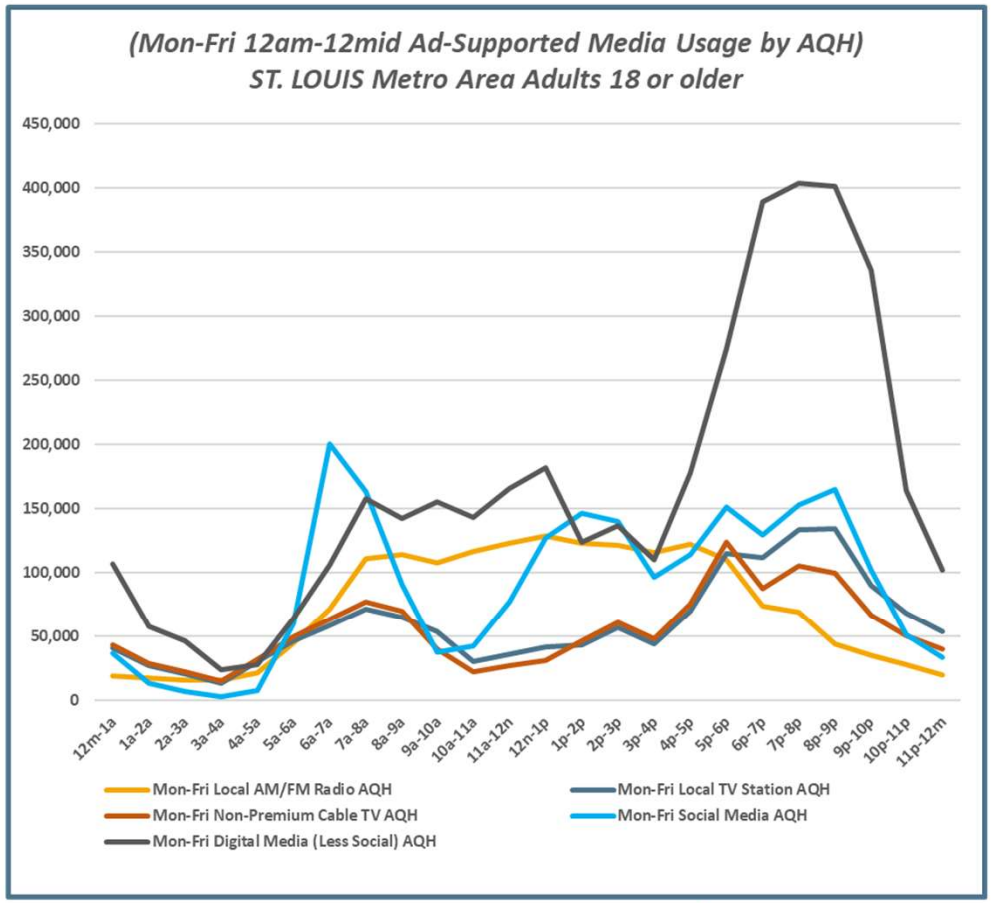
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Radio Stations: WIL-FM

101 ESPN
Sports Talk For St. Louis

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 12,492; Local Radio: 10,345; Social Media: 9,179; Non-Prem. Cable: 5,059; Local TV: 4,256 reaching Adults 18 or older who listened to WXOS-FM in the past 7 days.





ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 128

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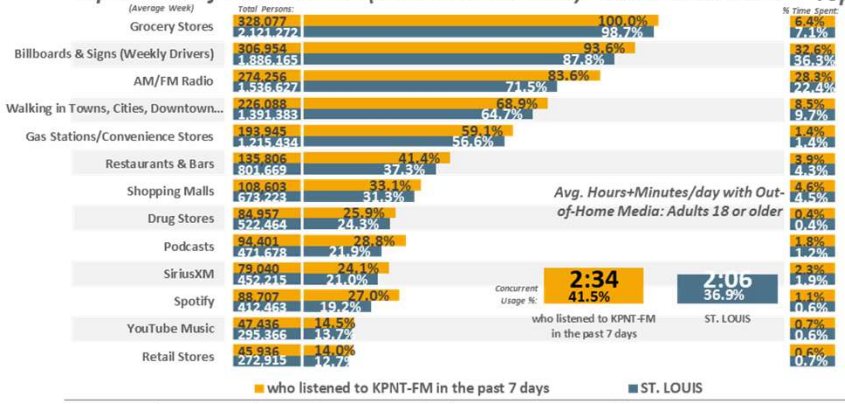
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Radio Stations: WXOS-FM

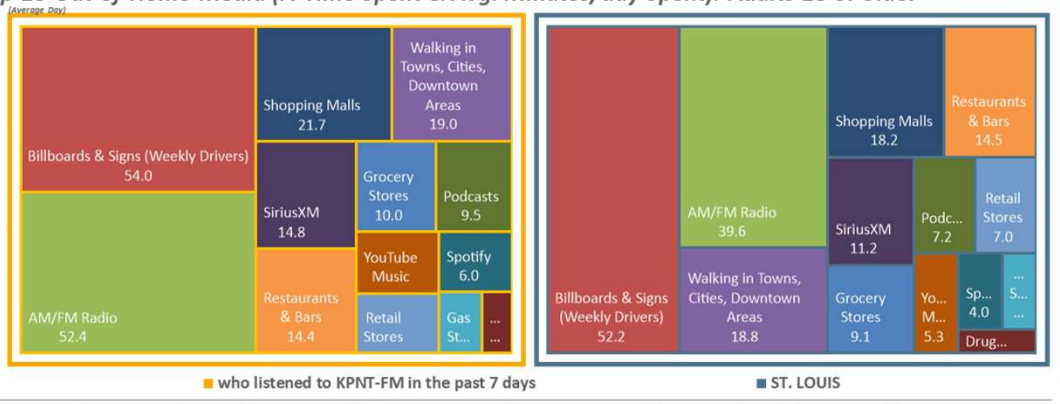
105.7 THE POINT
EVERYTHING ALTERNATIVE

306,954 or 93.6% of Adults 18 or older who listened to KPNT-FM in the past 7 days spend an average of 54. minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 49.6 minutes/day.

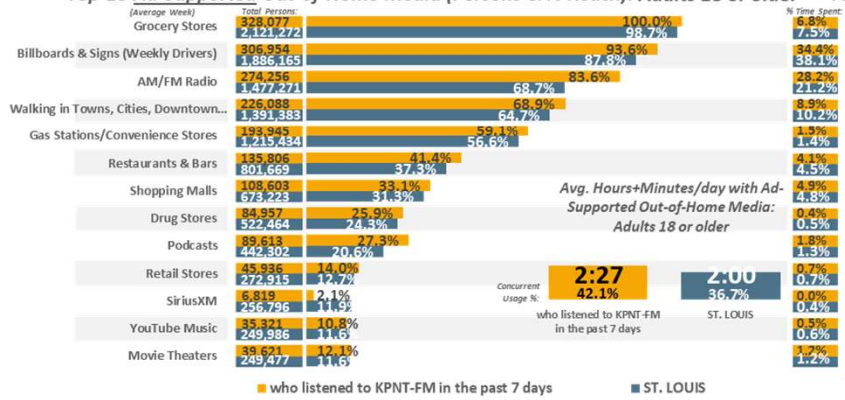
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



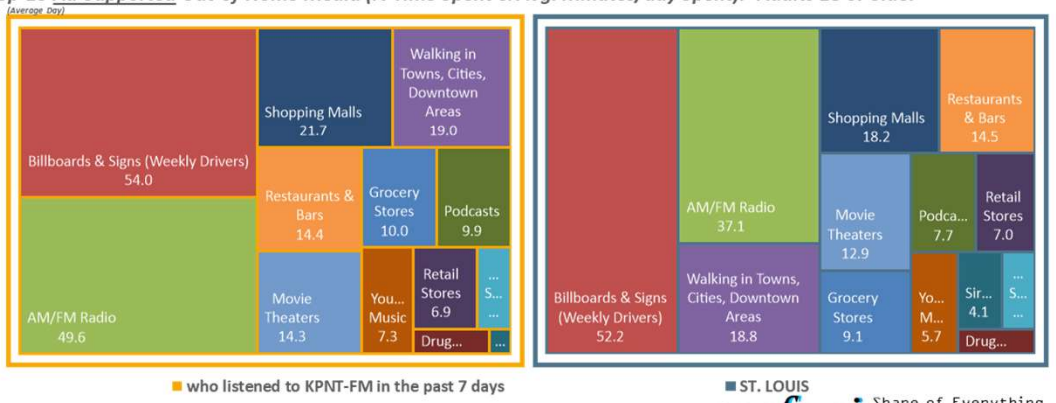
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 217

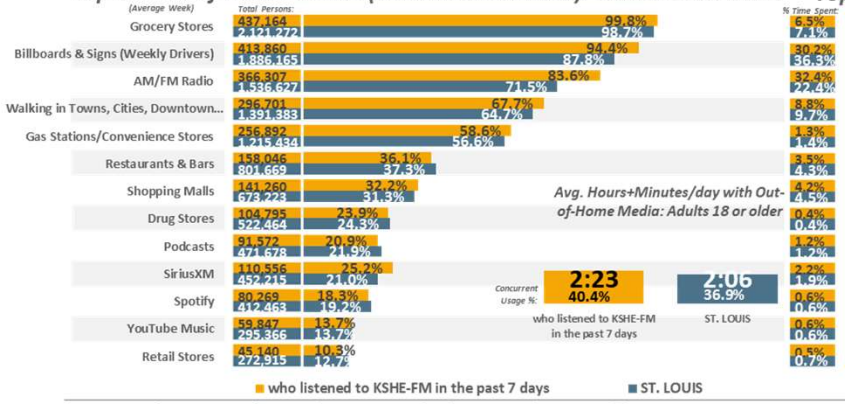
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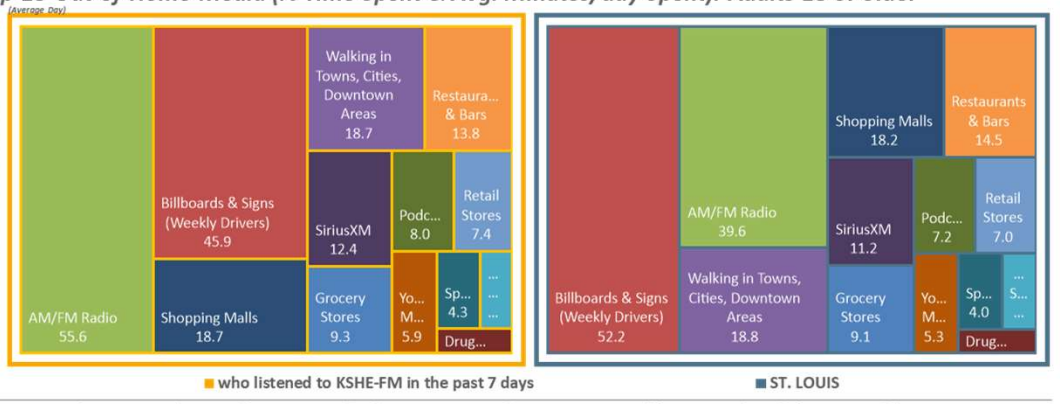
Radio Stations: KPNT-FM

413,860 or 94.4% of Adults 18 or older who listened to KSHE-FM in the past 7 days spend an average of 45.9 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 52.2 minutes/day.

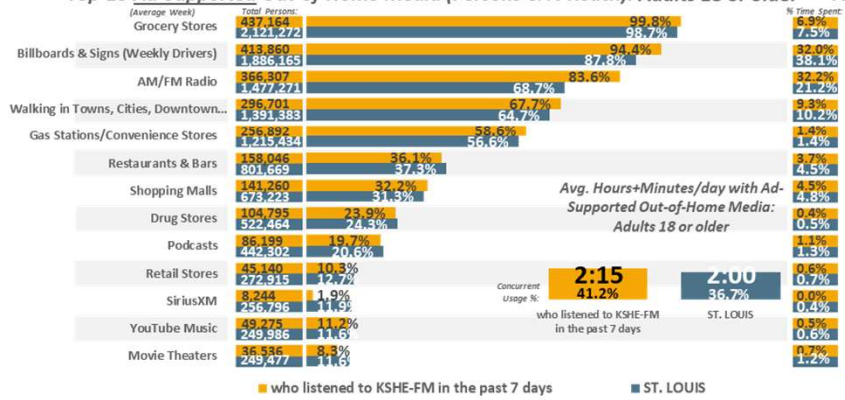
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



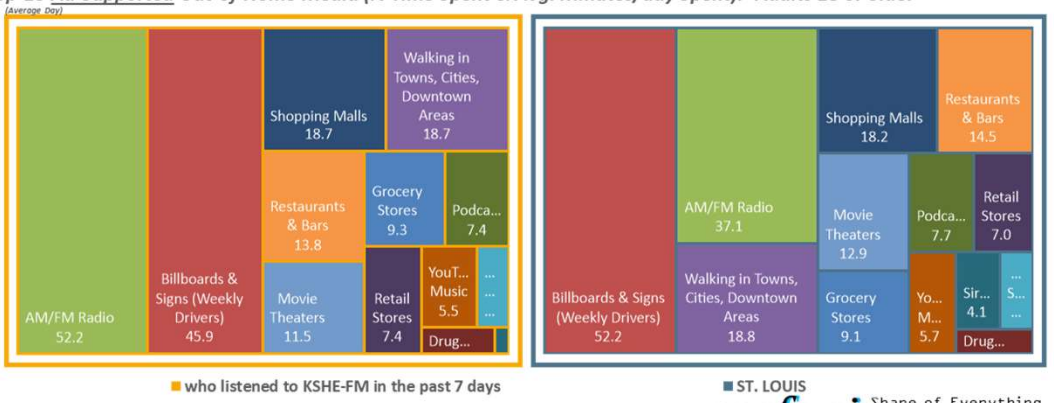
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 358

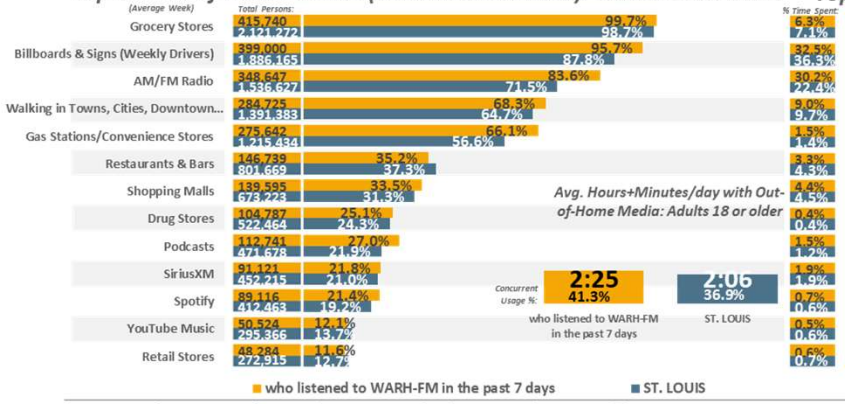
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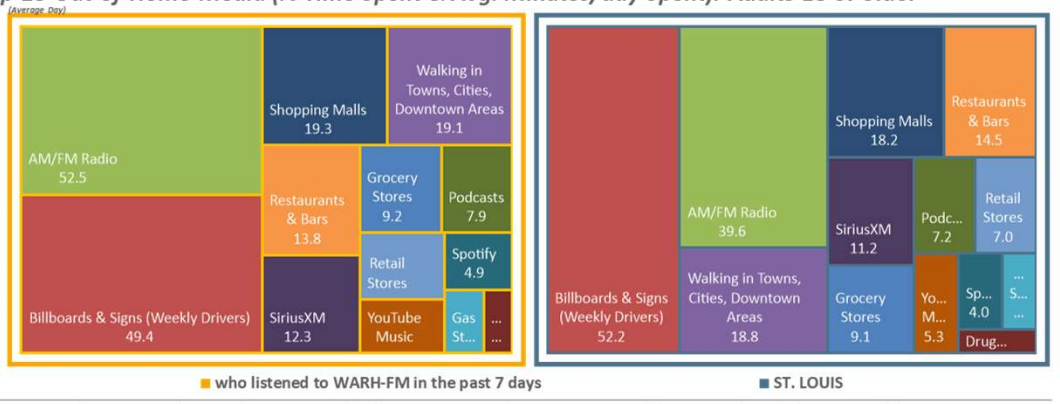
Radio Stations: KSHE-FM

399,000 or 95.7% of Adults 18 or older who listened to WARH-FM in the past 7 days spend an average of 49.4 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 47.3 minutes/day.

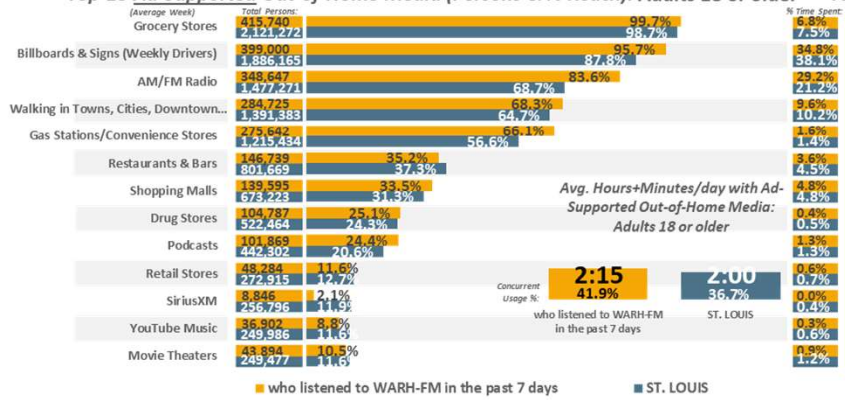
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



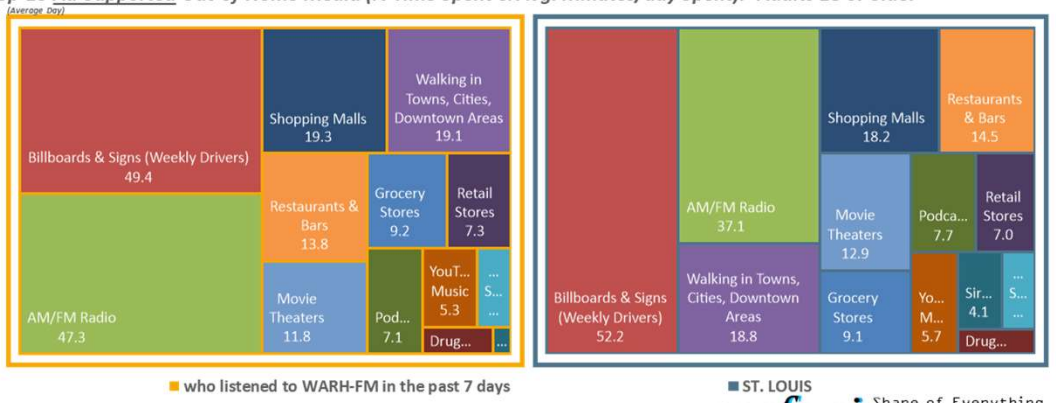
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 322

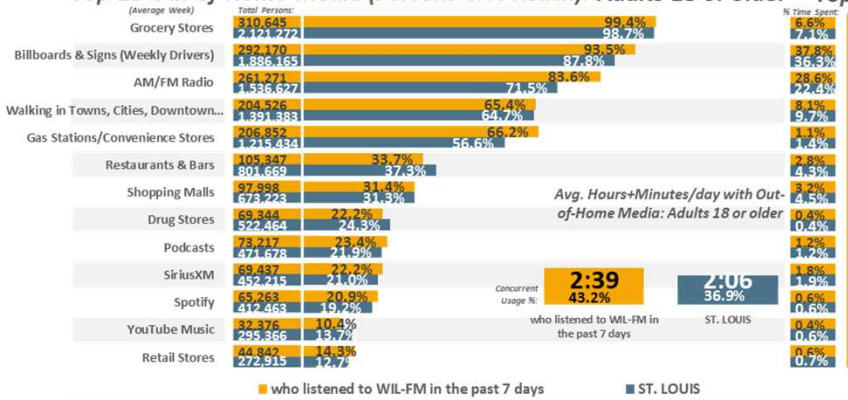
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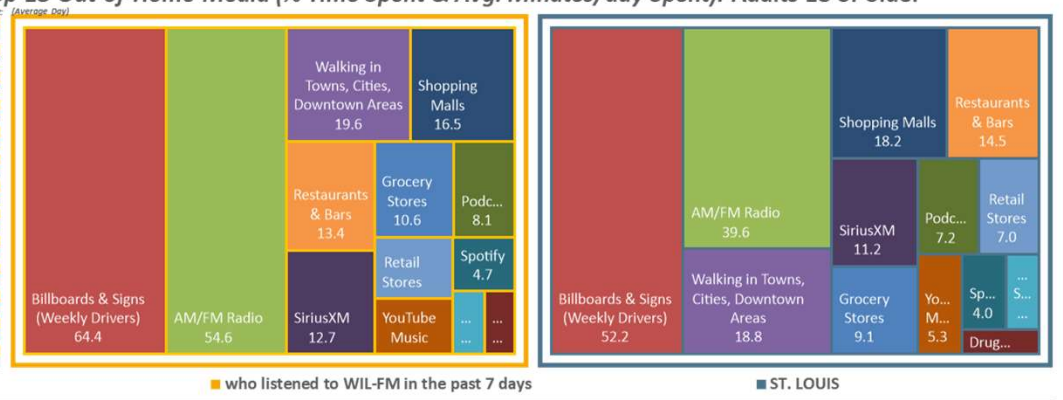
Radio Stations: WARH-FM

292,170 or 93.5% of Adults 18 or older who listened to WIL-FM in the past 7 days spend an average of 64.4 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 50.4 minutes/day.

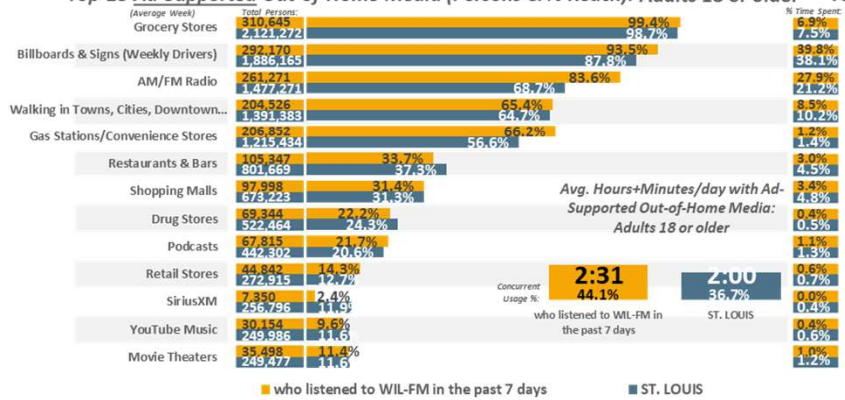
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



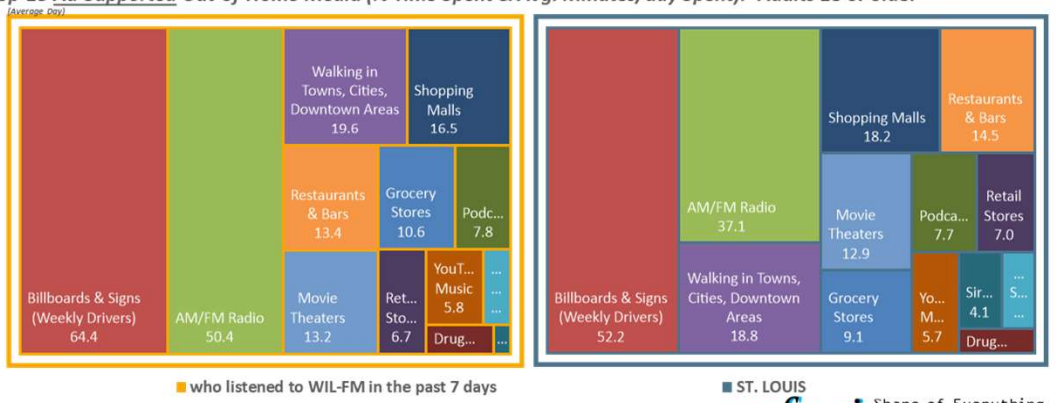
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 255

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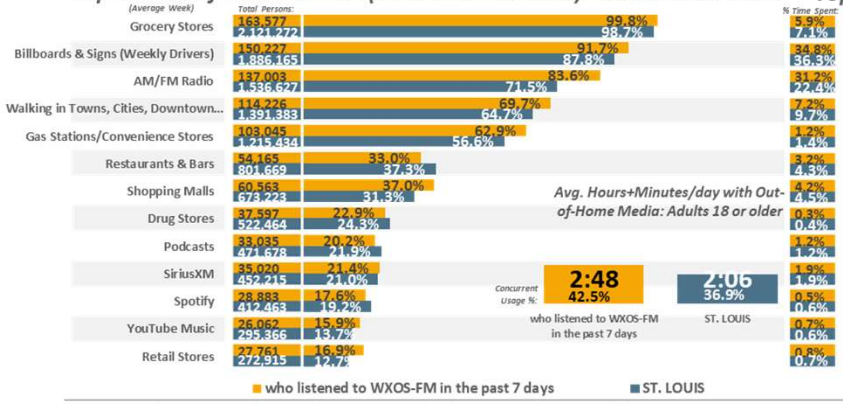
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Radio Stations: WIL-FM

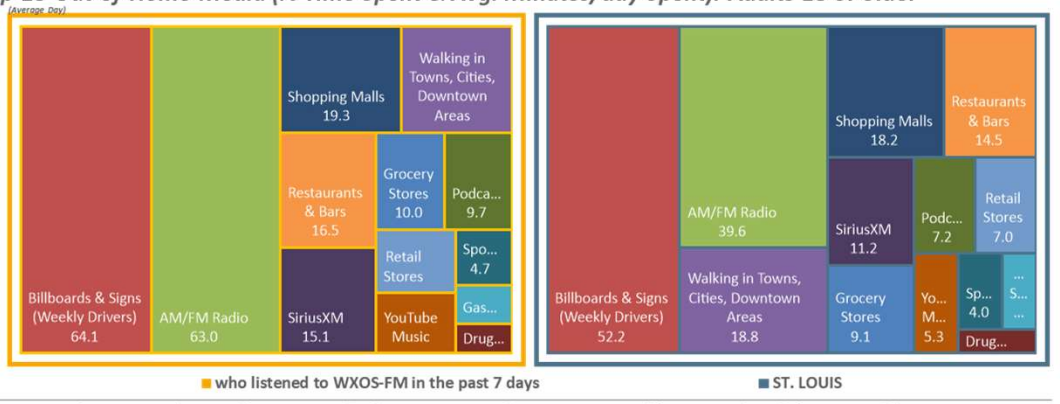
101 ESPN
Sports Talk For St. Louis

150,227 or 91.7% of Adults 18 or older who listened to WXOS-FM in the past 7 days spend an average of 64.1 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 60.4 minutes/day.

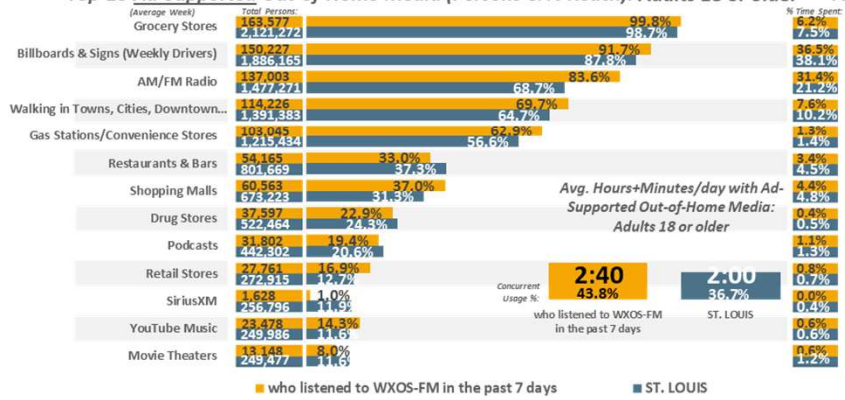
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



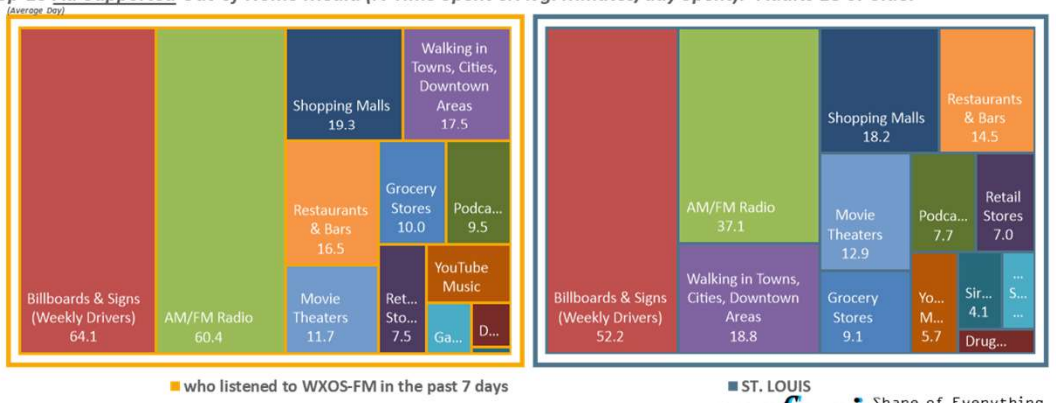
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 128

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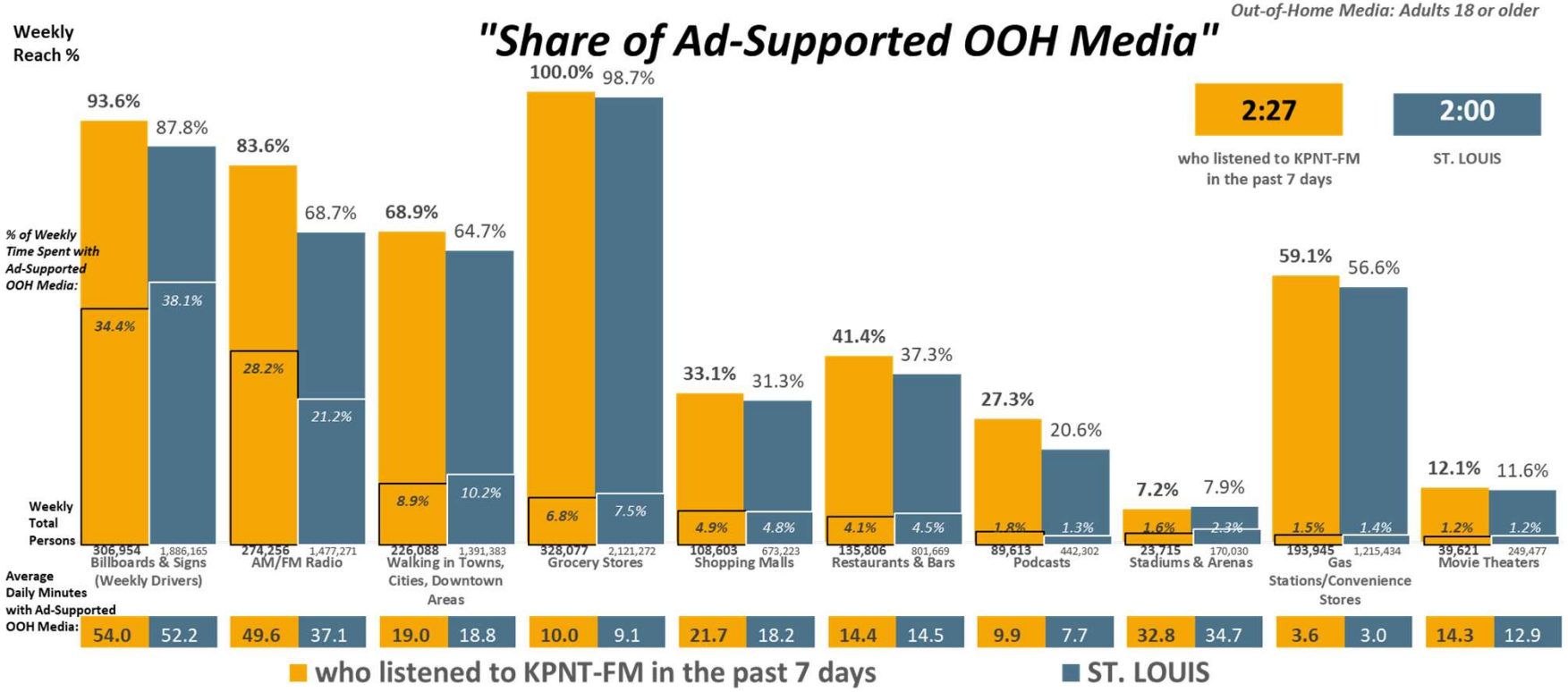
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Radio Stations: WXOS-FM

105.7 THE POINT
EVERYTHING ALTERNATIVE

306,954 or 93.6% of Adults 18 or older who listened to KPNT-FM in the past 7 days spend an average of 54. minutes per day driving, seeing Billboards and Signs representing 34.4% 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 217 ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,760

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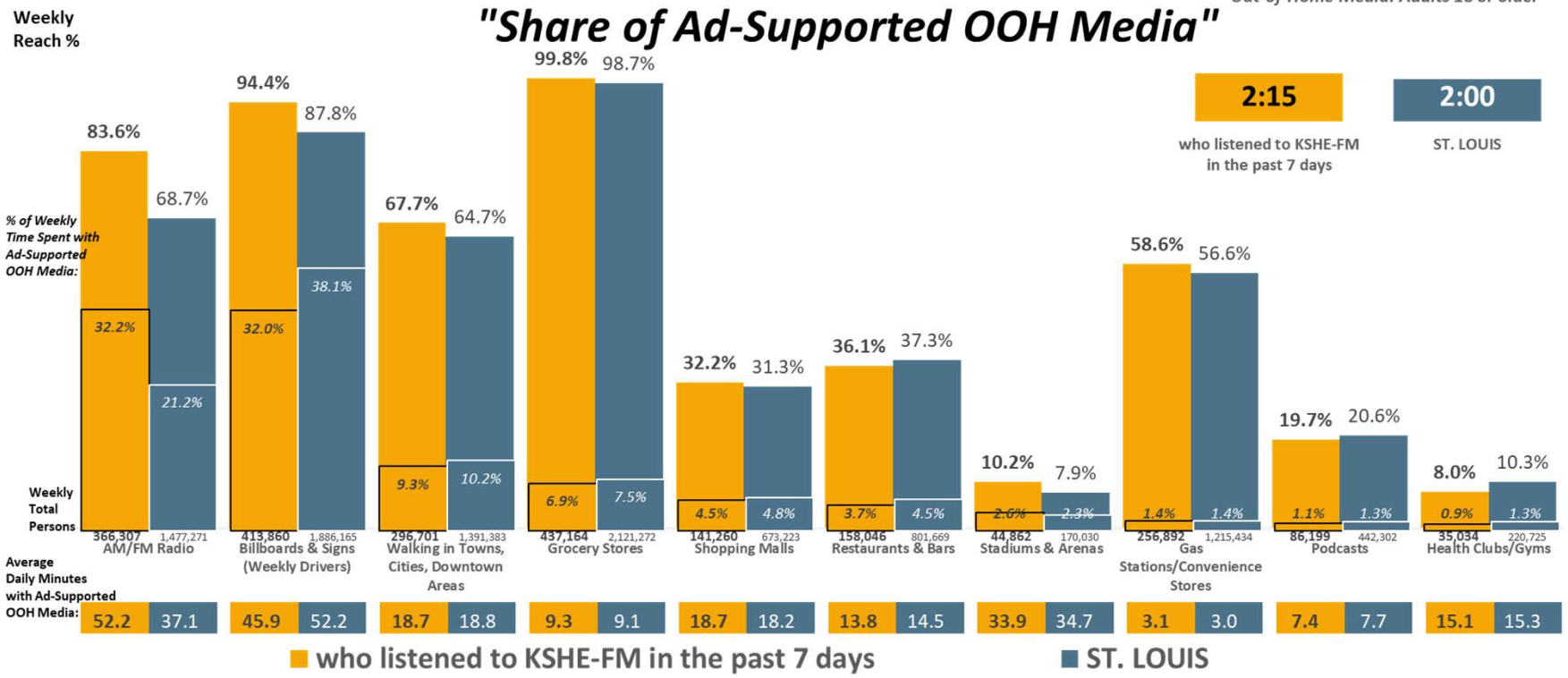
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Radio Stations: KPNT-FM

413,860 or 94.4% of Adults 18 or older who listened to KSHE-FM in the past 7 days spend an average of 45.9 minutes per day driving, seeing Billboards and Signs representing 32.% 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 358 ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,760

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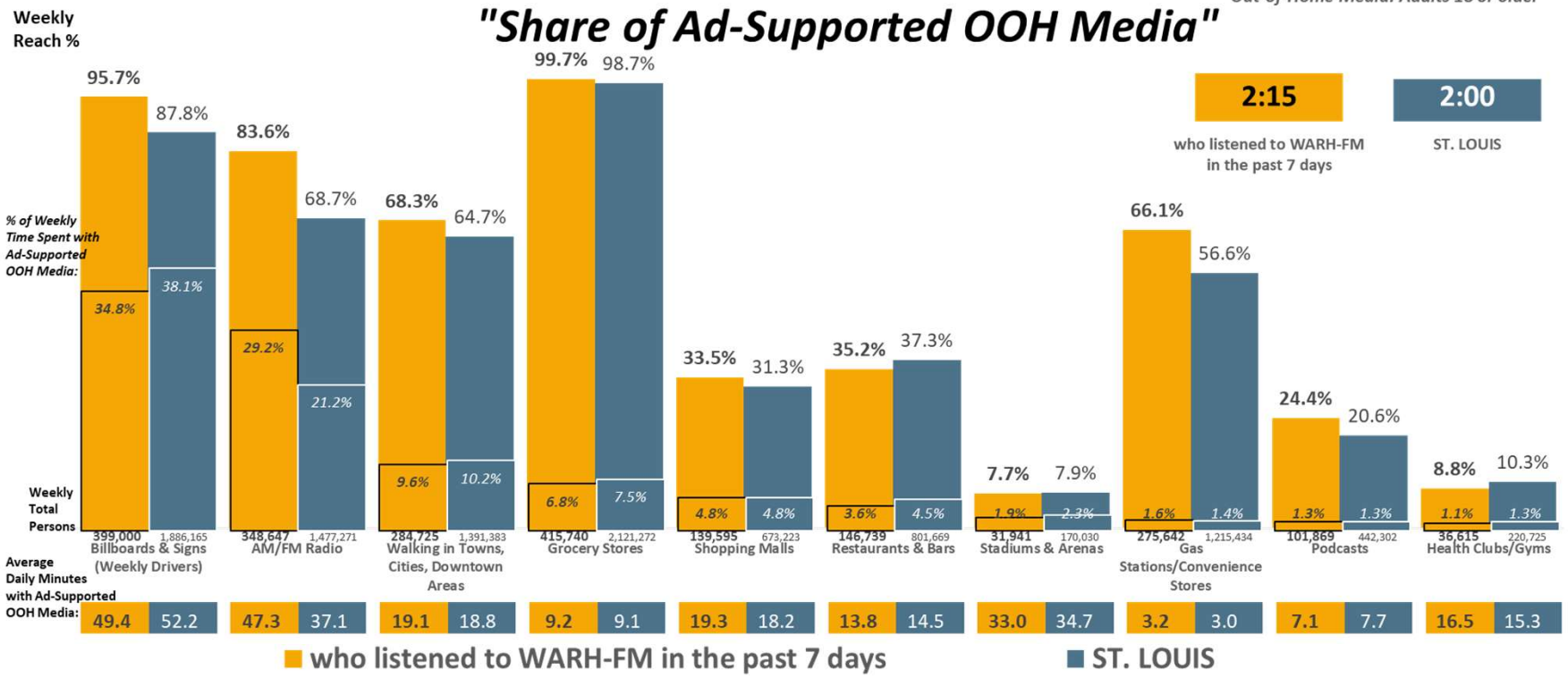
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Radio Stations: KSHE-FM

399,000 or 95.7% of Adults 18 or older who listened to WARH-FM in the past 7 days spend an average of 49.4 minutes per day driving, seeing Billboards and Signs representing 34.8% 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 322 ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,760

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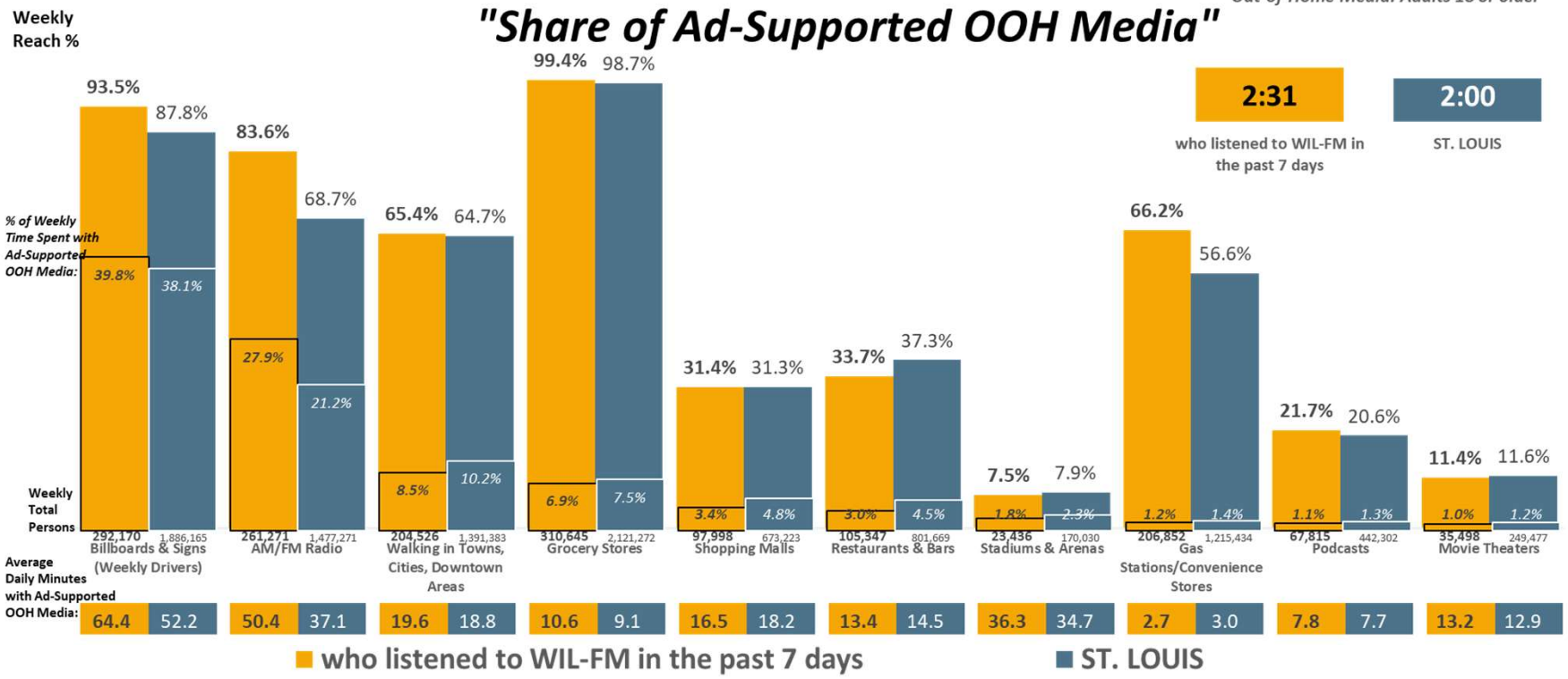
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Radio Stations: WARH-FM

292,170 or 93.5% of Adults 18 or older who listened to WIL-FM in the past 7 days spend an average of 64.4 minutes per day driving, seeing Billboards and Signs representing 39.8% 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 255 ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,760

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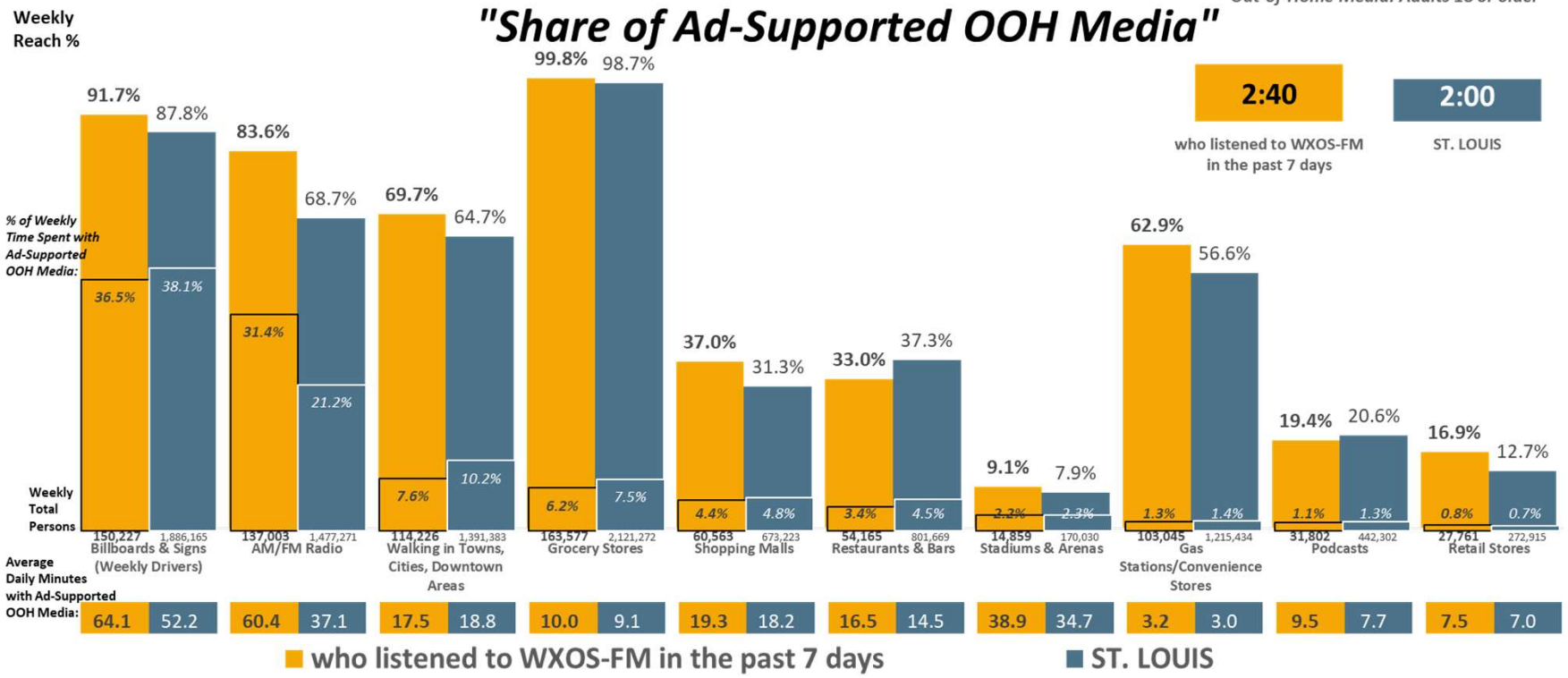
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Radio Stations: WIL-FM

150,227 or 91.7% of Adults 18 or older who listened to WXOS-FM in the past 7 days spend an average of 64.1 minutes per day driving, seeing Billboards and Signs representing 36.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 128 ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,760

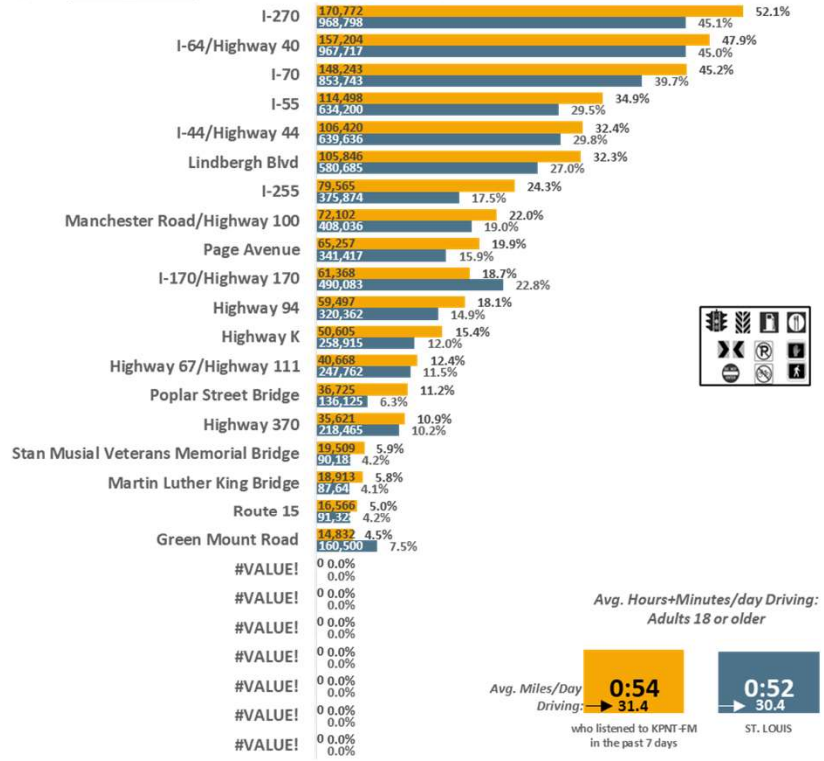
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Radio Stations: WXOS-FM

306,954 or 93.6% of Adults 18 or older who listened to KPNT-FM in the past 7 days spend an average of 54. minutes per day driving an average of 31.4 miles each day and are 76.7% 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



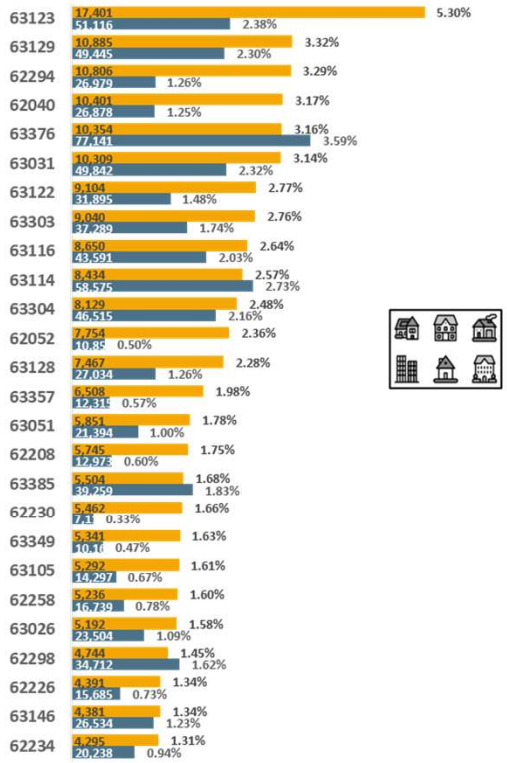
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: → 31.4

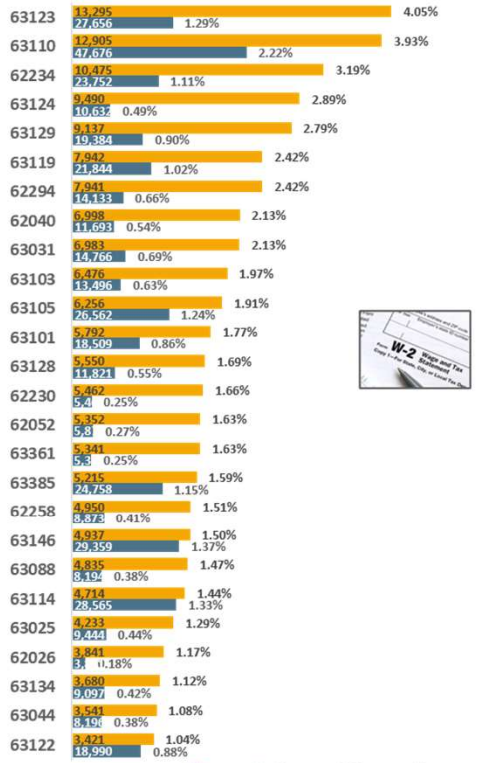
0:54 who listened to KPNT-FM in the past 7 days

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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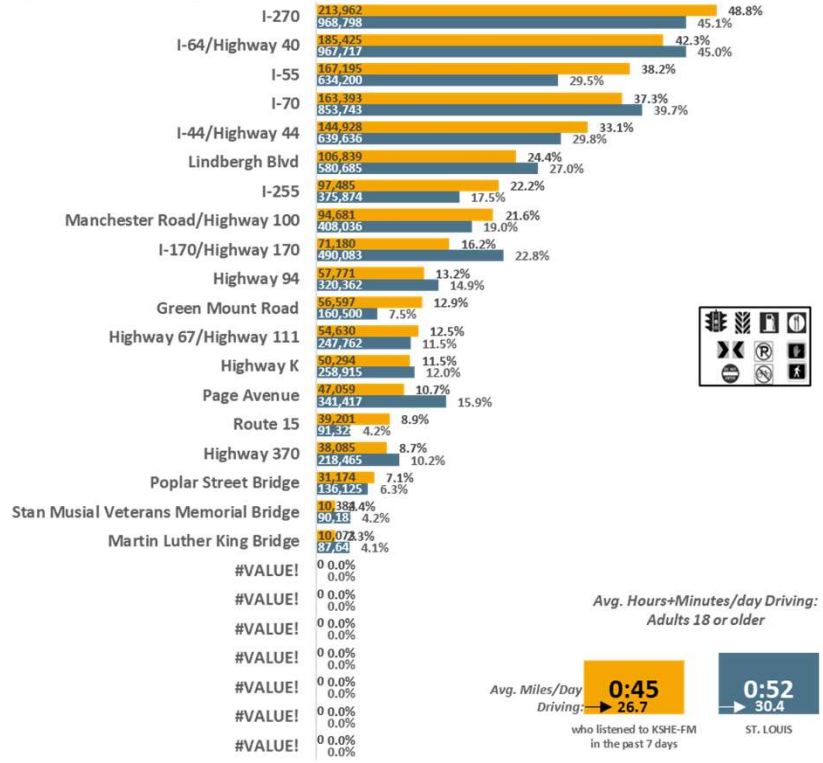
ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 217

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Radio Stations: KPNT-FM

413,860 or 94.4% of Adults 18 or older who listened to KSHE-FM in the past 7 days spend an average of 45.9 minutes per day driving an average of 26.7 miles each day and are 110.5% more likely to use Route 15 than the Metro average.

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



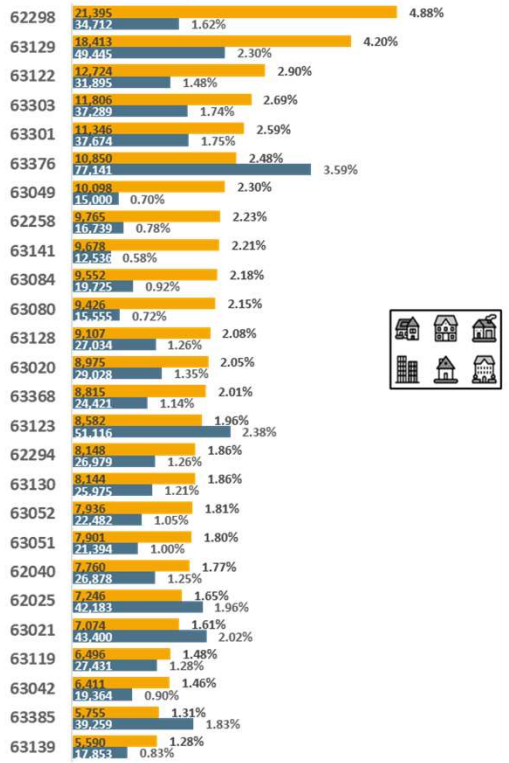
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 26.7

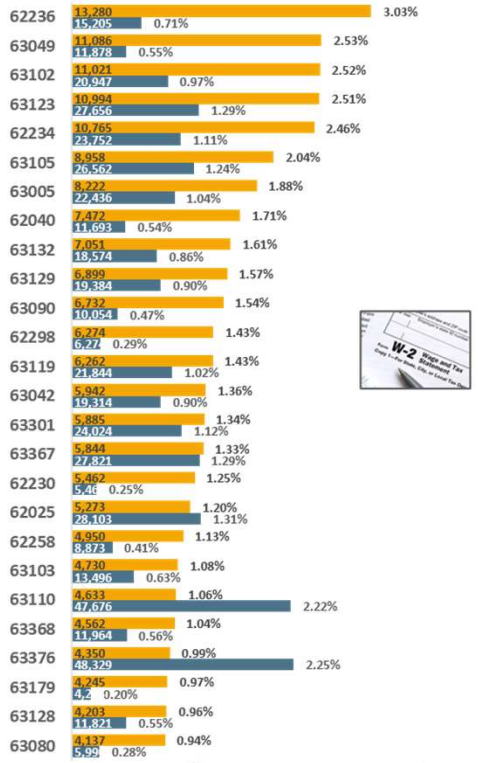
0:45 — who listened to KSHE-FM in the past 7 days

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 358

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Radio Stations: KSHE-FM

399,000 or 95.7% of Adults 18 or older who listened to WARH-FM in the past 7 days spend an average of 49.4 minutes per day driving an average of 28.8 miles each day and are 41.7% more likely to use Green Mount Road than the Metro average.

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

	who listened to WARH-FM in the past 7 days		ST. LOUIS	
I-270	213,347	51.2%	968,798	45.1%
I-64/Highway 40	204,049	48.9%	967,717	45.0%
I-70	190,188	45.6%	853,743	39.7%
I-55	138,858	33.3%	634,200	29.5%
I-44/Highway 44	131,850	31.6%	639,636	29.8%
Lindbergh Blvd	119,972	28.8%	580,685	27.0%
I-170/Highway 170	108,430	26.0%	490,083	22.8%
I-255	96,190	23.1%	375,874	17.5%
Manchester Road/Highway 100	81,226	19.5%	408,036	19.0%
Page Avenue	74,527	17.9%	341,417	15.9%
Highway 94	71,360	17.1%	320,362	14.9%
Highway K	64,492	15.5%	258,915	12.0%
Highway 67/Highway 111	55,219	13.2%	247,762	11.5%
Highway 370	51,648	12.4%	218,465	10.2%
Green Mount Road	44,136	10.6%	160,500	7.5%
Poplar Street Bridge	31,291	7.5%	136,125	6.3%
Stan Musial Veterans Memorial Bridge	23,564	5.6%	90,18	4.2%
Martin Luther King Bridge	22,160	5.3%	87,64	4.1%
Route 15	21,701	5.2%	91,32	4.2%
#VALUE!	0	0.0%	0	0.0%
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#VALUE!	0	0.0%	0	0.0%
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Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: → 28.8

0:49 who listened to WARH-FM in the past 7 days

0:52 → 30.4 ST. LOUIS

Top-26 Residential Zip Codes: Adults 18 or older

	who listened to WARH-FM in the past 7 days		ST. LOUIS	
63376	18,810	4.51%	77,141	3.59%
63129	15,849	3.80%	49,445	2.30%
63385	15,762	3.78%	39,259	1.83%
63301	11,664	2.80%	37,674	1.75%
63122	10,915	2.62%	31,895	1.48%
63116	10,557	2.53%	43,591	2.03%
63123	10,217	2.45%	51,116	2.38%
63349	10,169	2.44%	10,169	0.47%
63128	10,095	2.42%	27,034	1.26%
63021	9,781	2.35%	43,400	2.02%
63049	9,219	2.21%	15,000	0.70%
62258	8,227	1.97%	16,739	0.78%
63011	7,892	1.89%	19,994	0.93%
62208	7,597	1.82%	12,973	0.60%
62269	7,248	1.74%	41,428	1.93%
62010	7,242	1.74%	11,638	0.54%
62298	7,145	1.71%	34,712	1.62%
63146	7,104	1.70%	26,534	1.23%
62025	7,084	1.70%	42,183	1.96%
62226	6,495	1.56%	15,685	0.73%
63026	6,278	1.51%	23,504	1.09%
63104	6,271	1.50%	18,569	0.86%
63303	6,105	1.46%	37,289	1.74%
63114	5,729	1.37%	58,575	2.73%
63028	5,650	1.35%	17,336	0.81%
62294	5,515	1.32%	26,979	1.26%

Top-26 Employment Zip Codes: Adults 18 or older

	who listened to WARH-FM in the past 7 days		ST. LOUIS	
63110	13,880	3.33%	47,676	2.22%
63129	11,459	2.75%	19,384	0.90%
63376	10,719	2.57%	48,329	2.25%
63301	10,033	2.41%	24,024	1.12%
63049	9,219	2.21%	11,878	0.55%
63119	8,785	2.11%	21,844	1.02%
63122	7,495	1.80%	18,990	0.88%
63114	7,140	1.71%	28,565	1.33%
63304	7,039	1.69%	22,995	1.07%
63101	6,742	1.62%	18,509	0.86%
63146	6,686	1.60%	29,359	1.37%
62025	6,592	1.58%	28,103	1.31%
63385	5,771	1.38%	24,758	1.15%
62298	5,580	1.34%	6,27	0.29%
63361	5,341	1.28%	5,34	0.25%
62258	4,950	1.19%	8,873	0.41%
62215	4,922	1.18%	4,92	0.23%
63366	4,859	1.17%	12,522	0.58%
63105	4,769	1.14%	26,562	1.24%
63132	4,756	1.14%	18,574	0.86%
63037	4,651	1.12%	4,6	0.22%
63134	4,618	1.11%	9,097	0.42%
62234	4,514	1.08%	23,752	1.11%
63128	4,064	0.97%	11,921	0.55%
62269	4,019	0.96%	26,801	1.25%
63139	3,979	0.95%	7,854	0.37%

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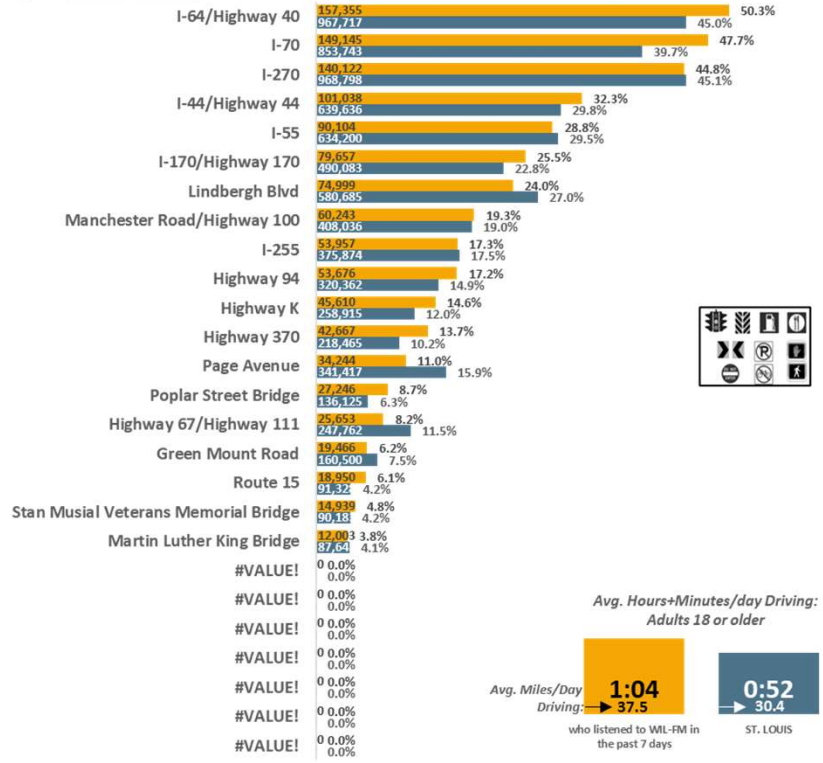
ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 322

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Radio Stations: WARH-FM

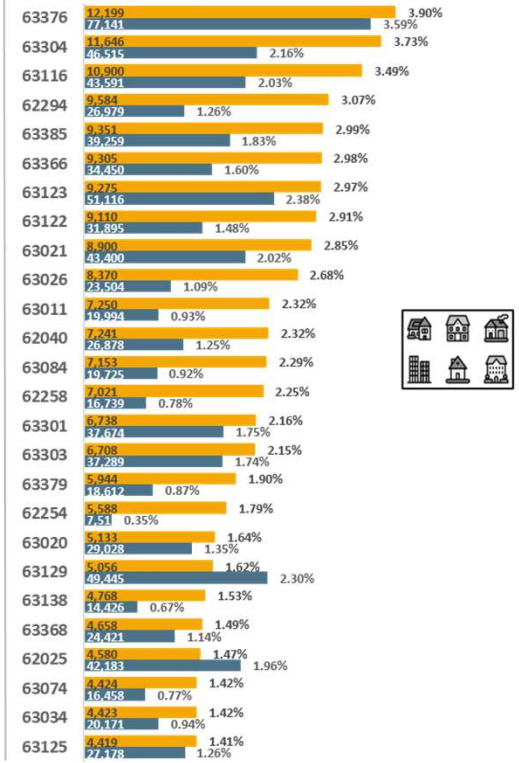
292,170 or 93.5% of Adults 18 or older who listened to WIL-FM in the past 7 days spend an average of 64.4 minutes per day driving an average of 37.5 miles each day and are 42.7% more likely to use Route 15 than the Metro average.

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

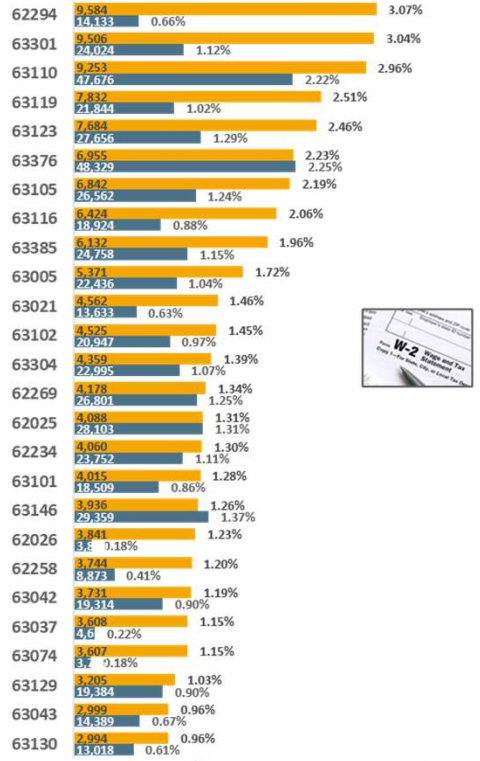


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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ST. LOUIS Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 255

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Radio Stations: WIL-FM

101 ESPN Sports Talk For St. Louis

150,227 or 91.7% of Adults 18 or older who listened to WXOS-FM in the past 7 days spend an average of 64.1 minutes per day driving an average of 37.3 miles each day and are 50.5% more likely to use I-255 than the Metro average.

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

I-64/Highway 40	77,928	47.5%	967,717	45.0%
I-270	77,564	47.3%	968,798	45.1%
I-70	63,014	38.4%	853,743	39.7%
I-55	53,638	32.7%	634,200	29.5%
I-44/Highway 44	53,377	32.6%	639,636	29.8%
I-255	43,009	26.2%	375,874	17.5%
Manchester Road/Highway 100	39,391	24.0%	408,036	19.0%
Lindbergh Blvd	39,076	23.8%	580,685	27.0%
I-170/Highway 170	31,652	19.3%	490,083	22.8%
Highway K	29,318	17.9%	258,915	12.0%
Highway 94	27,114	16.5%	320,362	14.9%
Page Avenue	18,255	11.1%	341,417	15.9%
Green Mount Road	14,074	8.6%	160,500	7.5%
Poplar Street Bridge	12,132	7.4%	136,125	6.3%
Highway 370	10,997	6.7%	218,465	10.2%
Highway 67/Highway 111	9,977	6.1%	247,762	11.5%
Route 15	5,413	3.3%	91,328	4.2%
Stan Musial Veterans Memorial Bridge	5,052	3.1%	90,183	4.2%
Martin Luther King Bridge	2,300	1.4%	87,645	4.1%
#VALUE!	0	0.0%	0	0.0%
#VALUE!	0	0.0%	0	0.0%
#VALUE!	0	0.0%	0	0.0%
#VALUE!	0	0.0%	0	0.0%
#VALUE!	0	0.0%	0	0.0%
#VALUE!	0	0.0%	0	0.0%
#VALUE!	0	0.0%	0	0.0%



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

Avg. Miles/Day Driving: 37.3



who listened to WXOS-FM in the past 7 days



ST. LOUIS

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

Top-26 Residential Zip Codes: Adults 18 or older

63303	11,340	6.92%	37,289	1.74%
63129	10,642	6.49%	49,445	2.30%
63049	10,011	6.11%	15,00	0.70%
62025	8,039	4.91%	42,183	1.96%
63084	6,294	3.84%	19,725	0.92%
63376	5,773	3.52%	77,141	3.59%
63122	5,418	3.31%	31,895	1.48%
63051	5,373	3.28%	21,394	1.00%
63368	5,126	3.13%	24,421	1.14%
62269	4,911	3.00%	41,428	1.93%
63385	4,901	2.99%	39,259	1.83%
62298	4,744	2.89%	34,712	1.62%
63128	4,618	2.82%	27,034	1.26%
63125	4,241	2.59%	27,178	1.26%
62062	3,743	2.28%	11,4	0.53%
63021	3,538	2.16%	43,400	2.02%
63031	3,462	2.11%	49,842	2.32%
63069	3,418	2.09%	9,1	0.42%
63080	3,301	2.01%	15,55	0.72%
63366	3,297	2.01%	34,450	1.60%
63116	3,114	1.90%	43,591	2.03%
63379	3,021	1.84%	18,612	0.87%
63005	2,926	1.79%	11,9	0.56%
63012	2,785	1.70%	13,7	0.64%
63119	2,205	1.35%	27,431	1.28%
63017	2,063	1.26%	34,009	1.58%



Top-26 Employment Zip Codes: Adults 18 or older

63049	10,011	6.11%	11,8	0.55%
63123	9,933	6.06%	27,656	1.29%
62025	9,142	5.58%	28,103	1.31%
63119	6,321	3.86%	21,844	1.02%
63129	5,761	3.52%	19,384	0.90%
63090	5,381	3.28%	10,0	0.47%
63385	4,612	2.81%	24,758	1.15%
62225	4,381	2.67%	7,4	0.35%
63110	3,796	2.32%	47,676	2.22%
62269	3,352	2.05%	26,801	1.25%
63025	3,109	1.90%	9,4	0.44%
63141	2,990	1.82%	16,492	0.77%
63116	2,775	1.69%	18,924	0.88%
63367	2,463	1.50%	27,821	1.29%
63128	2,203	1.34%	11,8	0.55%
63179	2,122	1.29%	4,0	0.20%
63134	2,122	1.29%	9,0	0.42%
62249	1,841	1.12%	3,6	0.17%
63088	1,782	1.09%	8,1	0.38%
63146	1,777	1.08%	29,359	1.37%
63026	1,771	1.08%	16,897	0.79%
63010	1,743	1.06%	7,4	0.35%
63376	1,669	1.02%	48,329	2.25%
63042	1,600	0.98%	19,314	0.90%
62040	1,504	0.92%	11,6	0.54%
63379	1,460	0.89%	3,6	0.17%



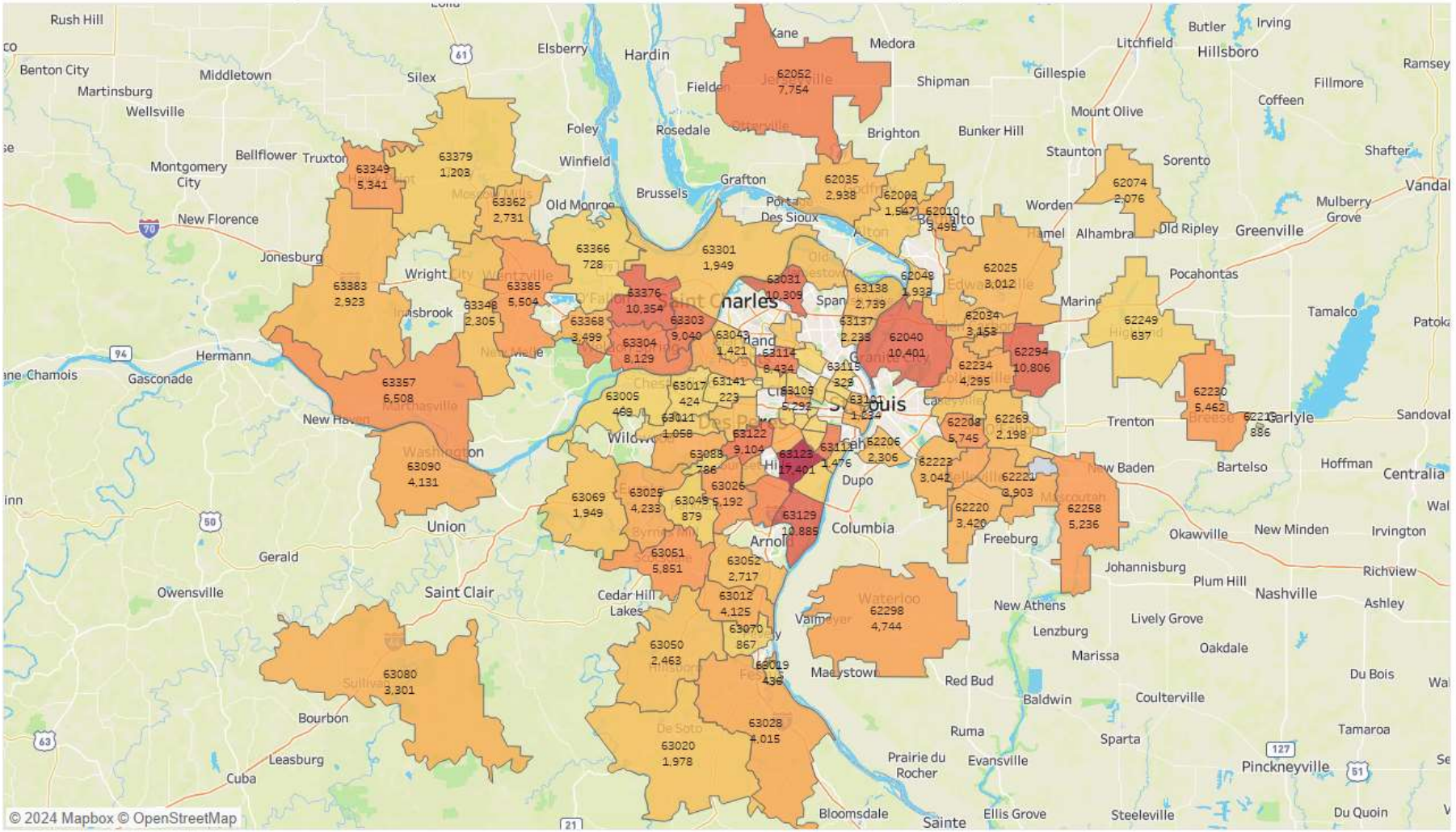
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Radio Stations: WXOS-FM

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



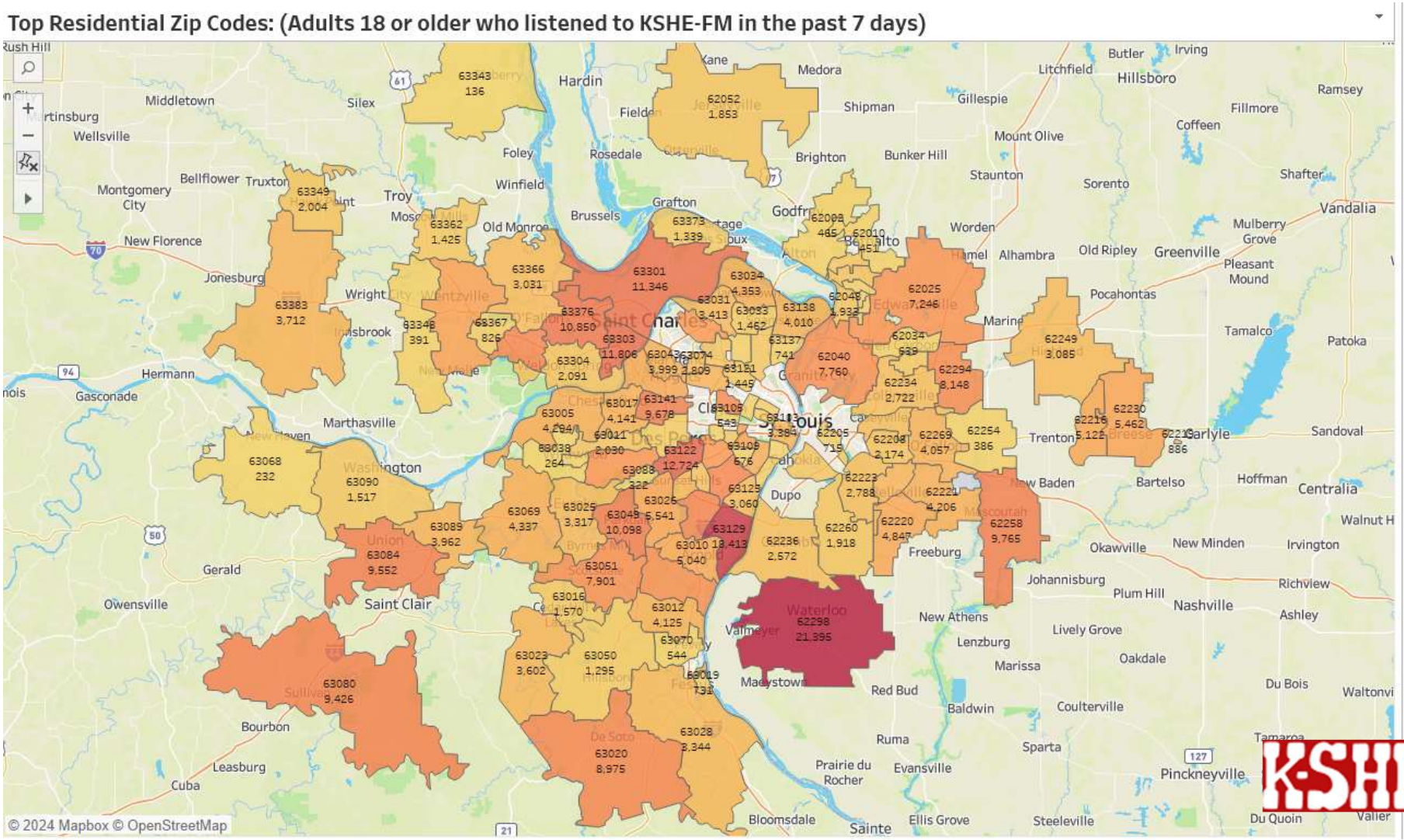
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105.7 THE POINT EVERYTHING ALTERNATIVE

Radio Stations: KPNT-FM

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

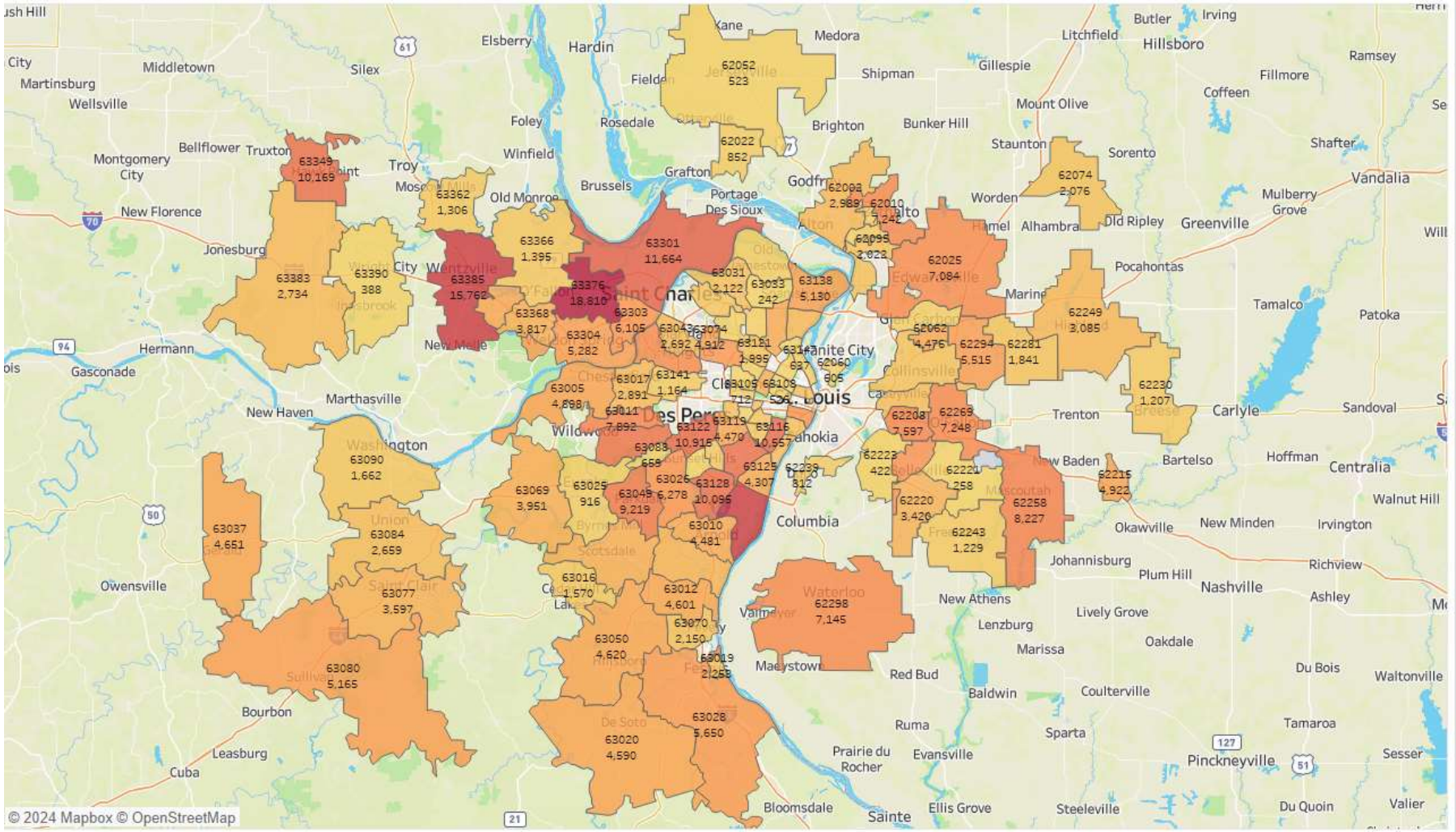


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Radio Stations: KSHE-FM

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



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Radio Stations: WARH-FM

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

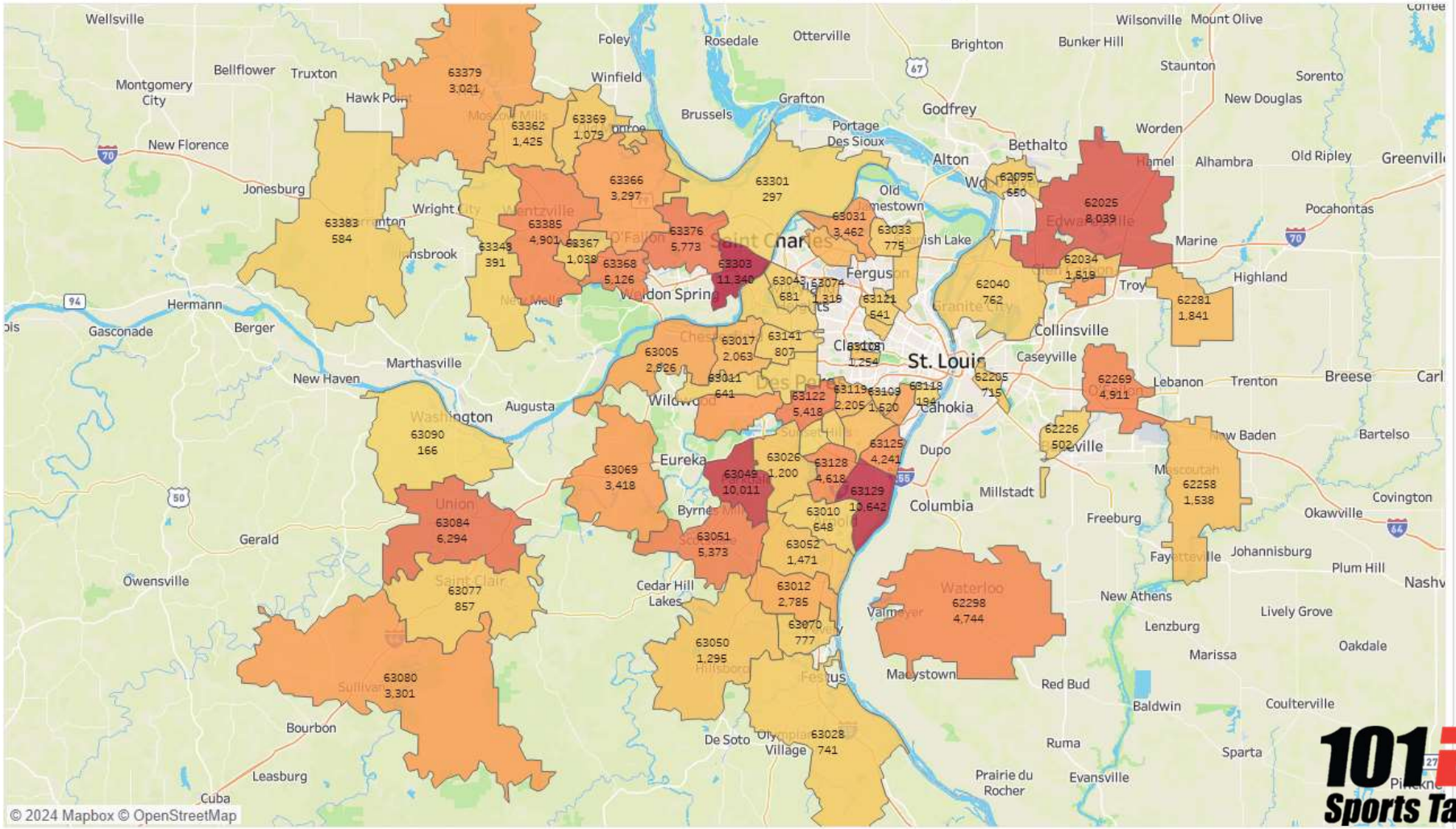


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Radio Stations: WIL-FM

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



101 ESPN Sports Talk For St. Louis

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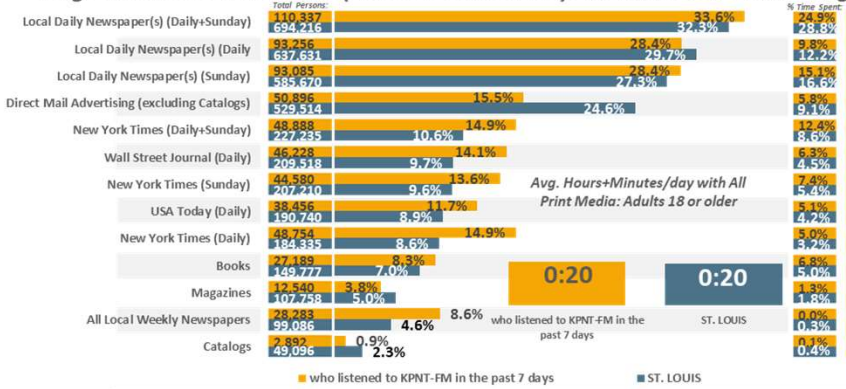
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Radio Stations: WXOS-FM

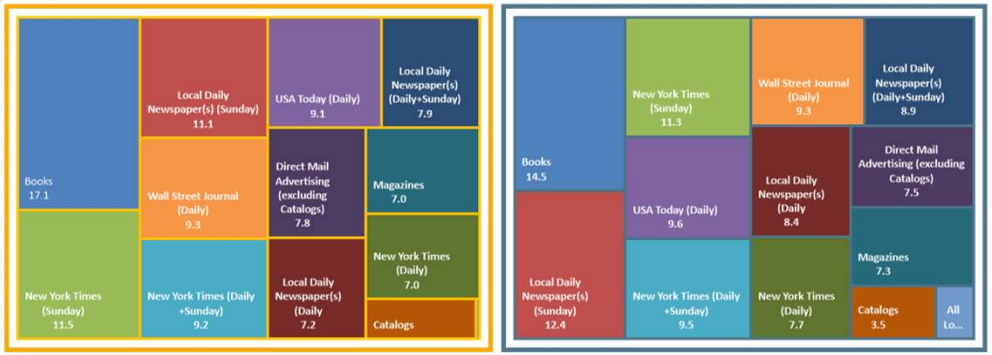
105.7 THE POINT
EVERYTHING ALTERNATIVE

110,337 or 33.6% of Adults 18 or older who listened to KPNT-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.9 minutes every day representing 26.7% of all time spent daily with All forms of Print Media.

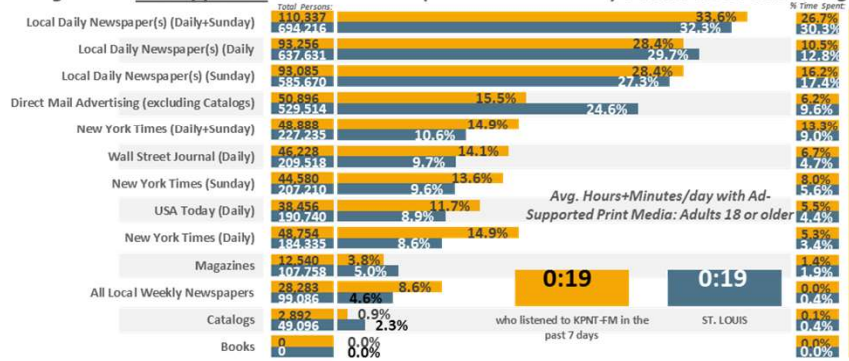
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



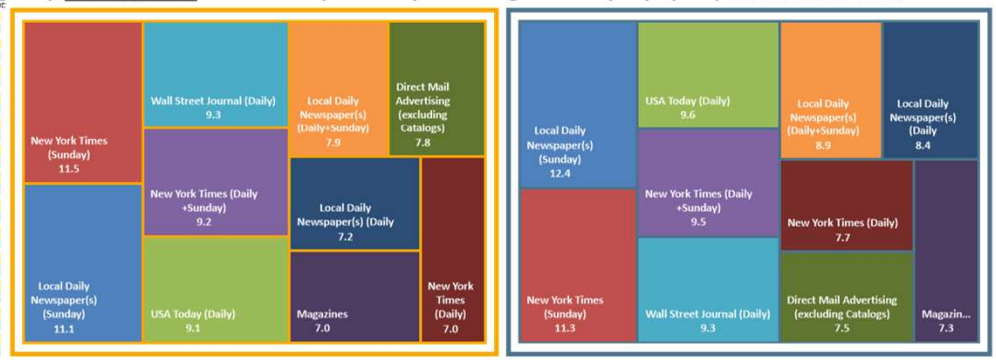
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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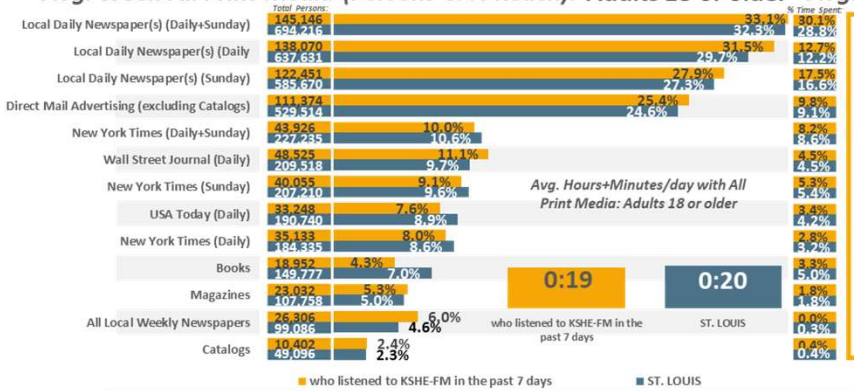
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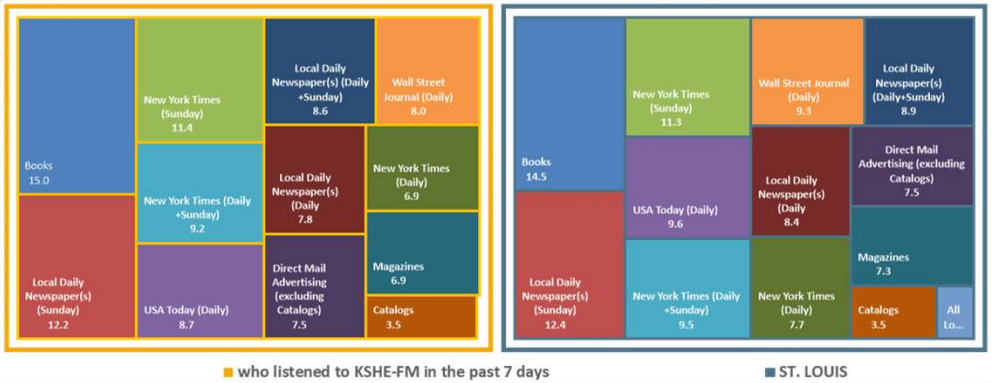
Radio Stations: KPNT-FM

145,146 or 33.1% of Adults 18 or older who listened to KSHE-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 31.2% of all time spent daily with All forms of Print Media.

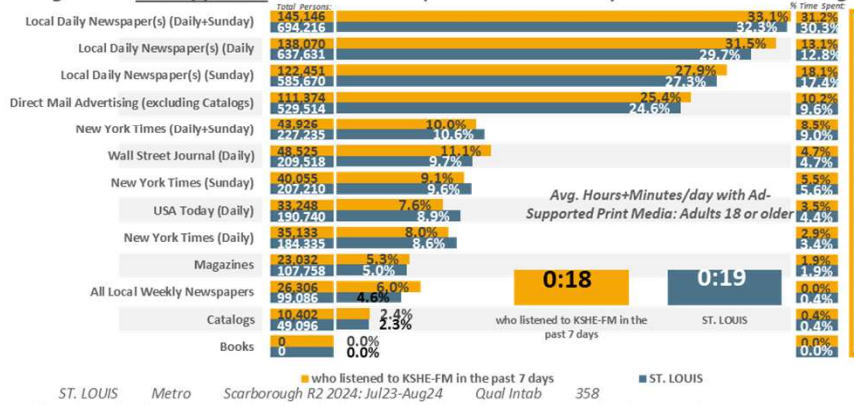
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



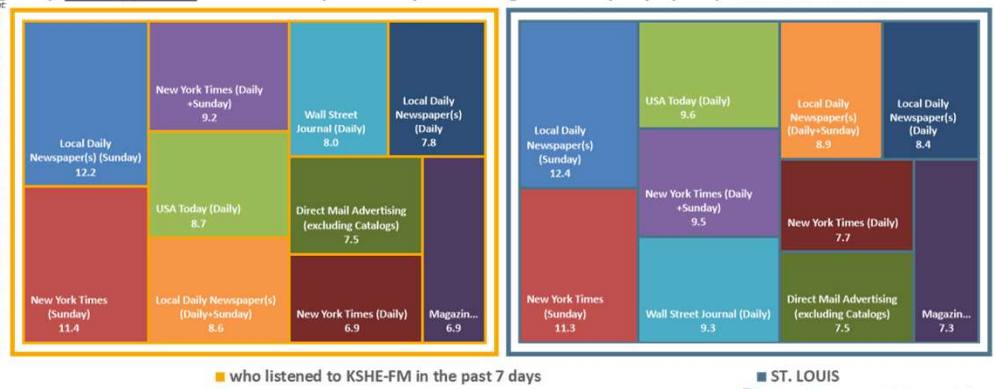
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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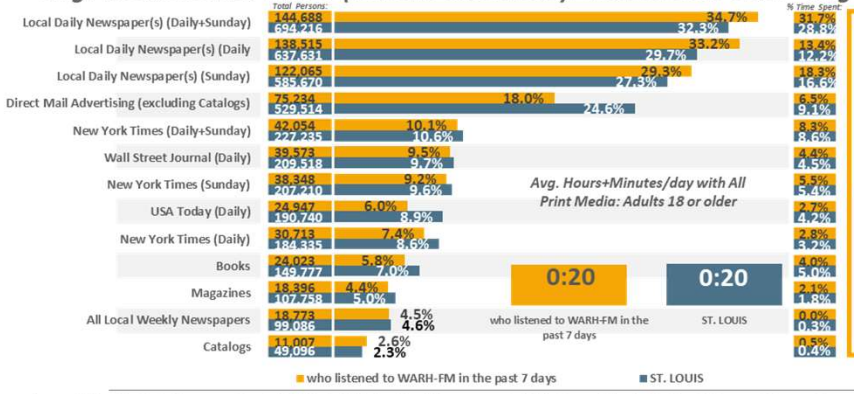
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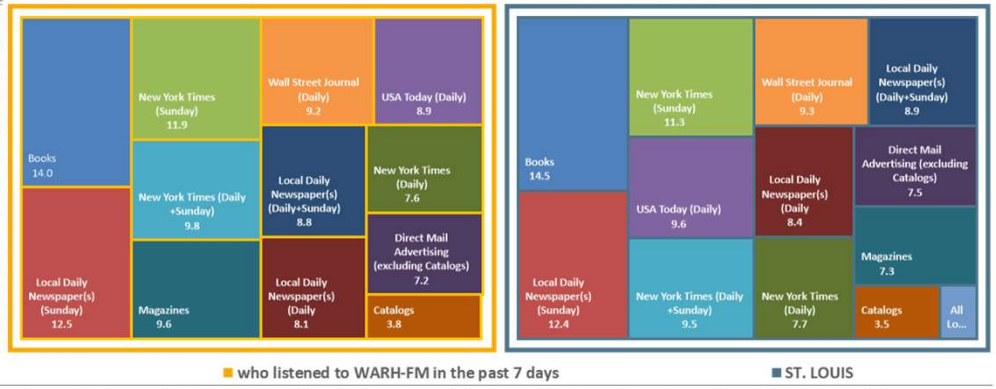
Radio Stations: KSHE-FM

144,688 or 34.7% of Adults 18 or older who listened to WARH-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 33.% of all time spent daily with All forms of Print Media.

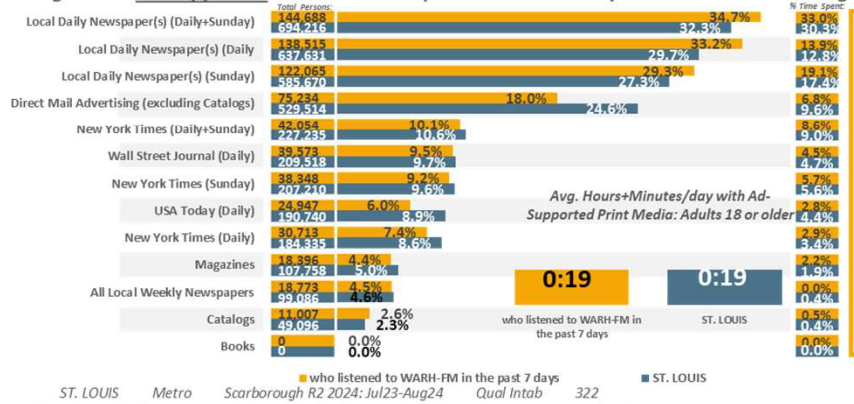
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



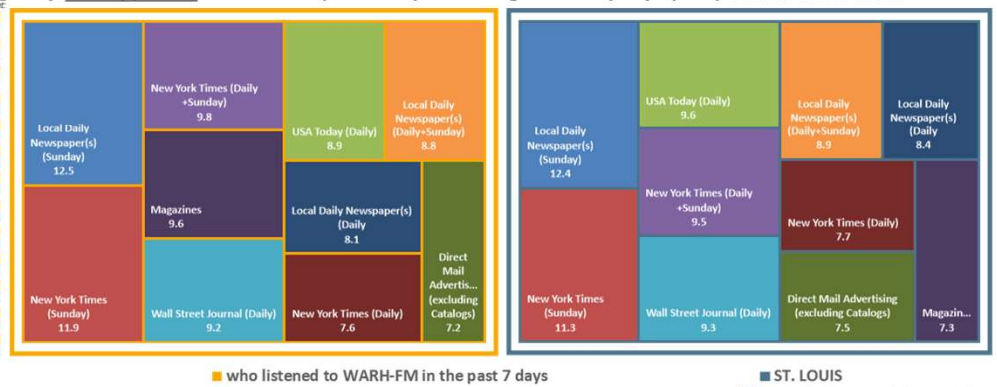
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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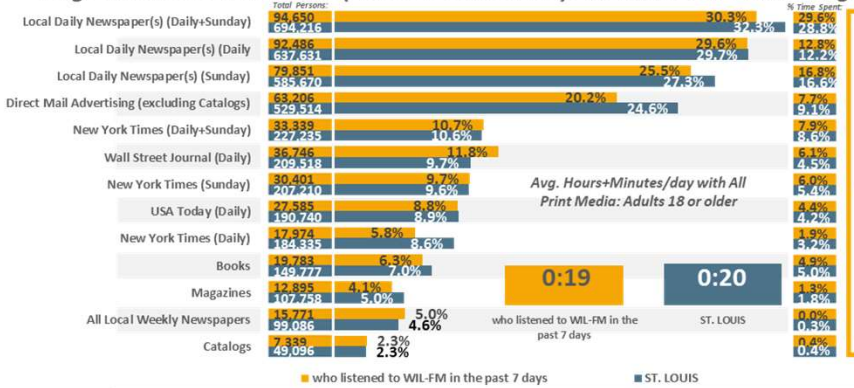
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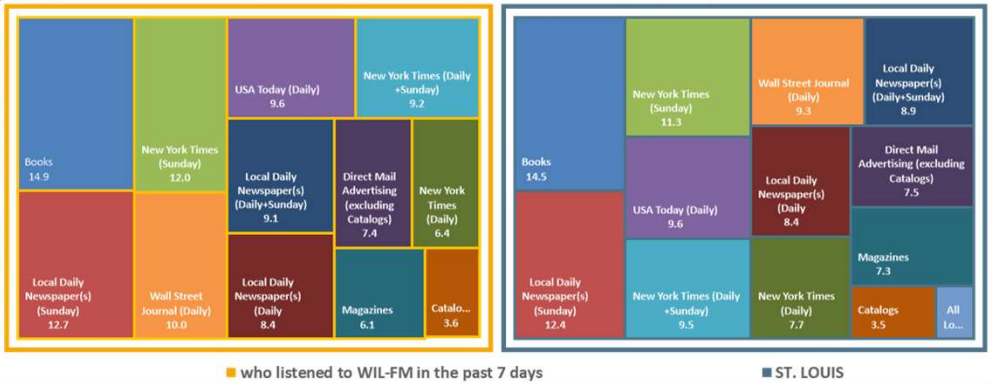
Radio Stations: WARH-FM

94,650 or 30.3% of Adults 18 or older who listened to WIL-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 31.2% of all time spent daily with All forms of Print Media.

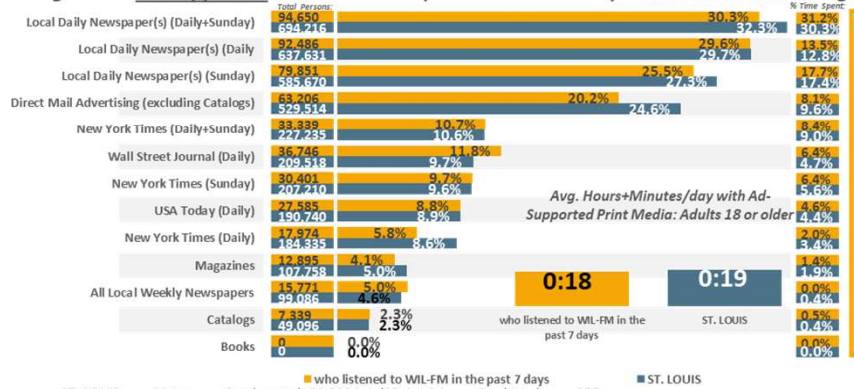
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



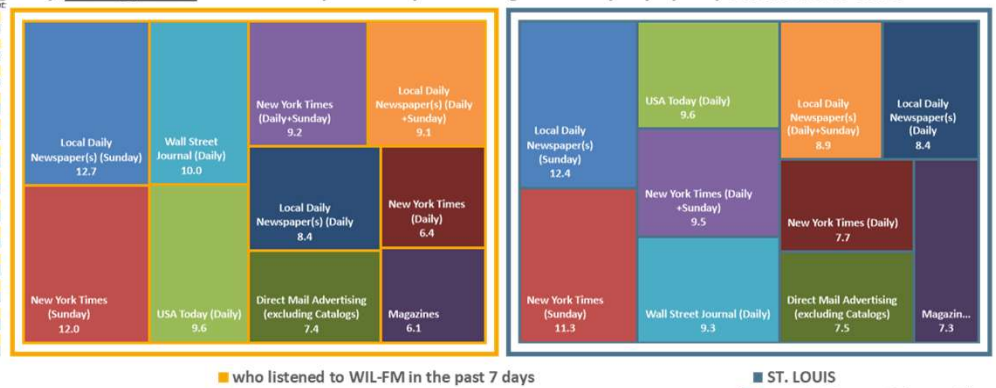
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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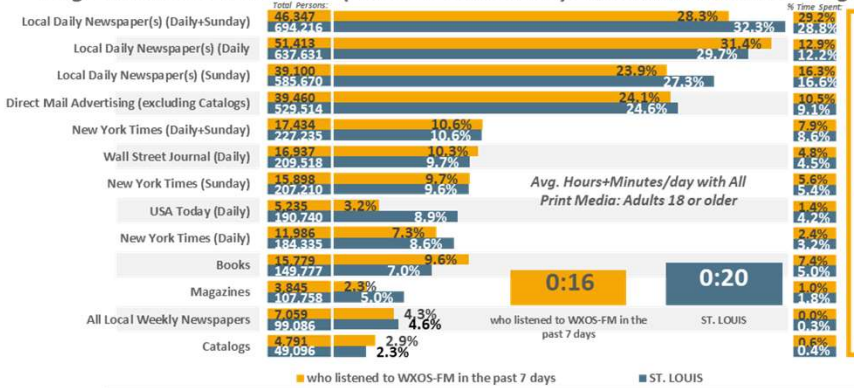
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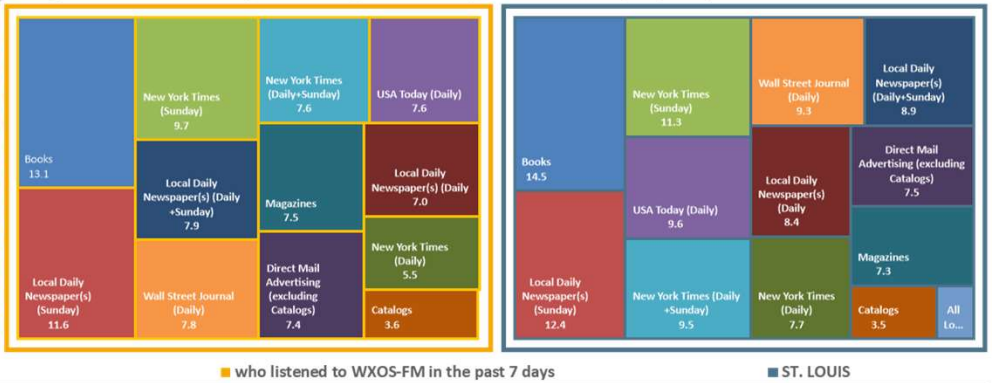
Radio Stations: WIL-FM

46,347 or 28.3% of Adults 18 or older who listened to WXOS-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.9 minutes every day representing 31.5% of all time spent daily with All forms of Print Media.

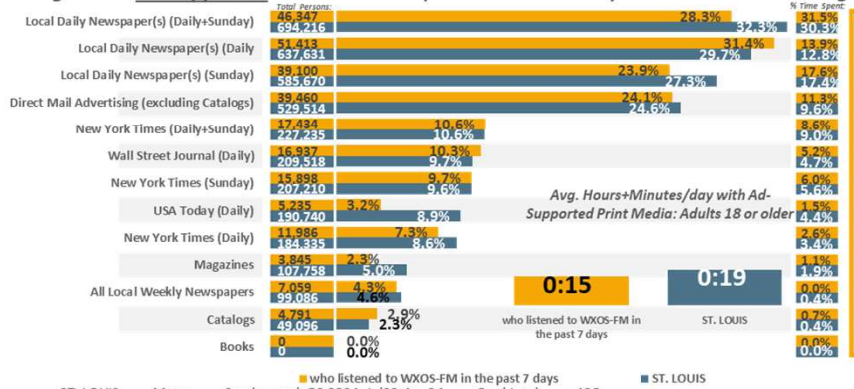
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



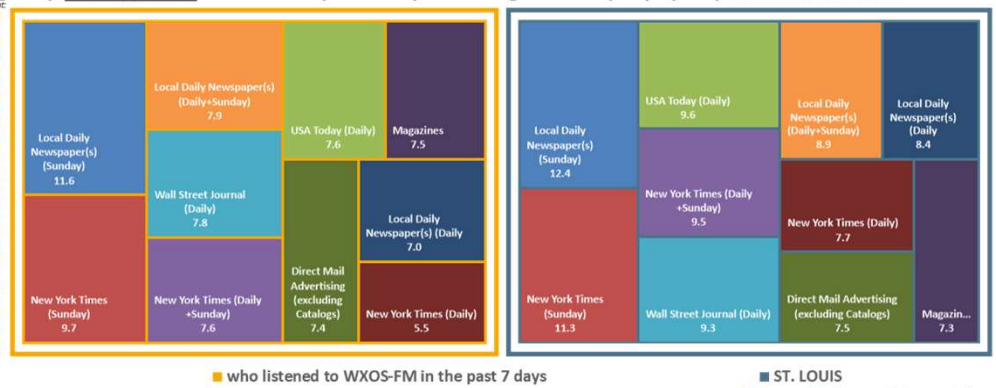
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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Radio Stations: WXOS-FM