



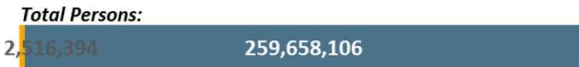
P18+

1.1% or 2,516,394 of USA Adults 18 or older Live in the ST. LOUIS, MO, DMA.
 Typical Adults 18 or older who Live in the ST. LOUIS, MO, DMA are 49.5 years old (1.4% older than average) and have a \$103,944 (7.7% higher than average) annual household income.

Percent of Market: Adults 18 or older **Gender of Target vs. Market: Adults 18 or older**

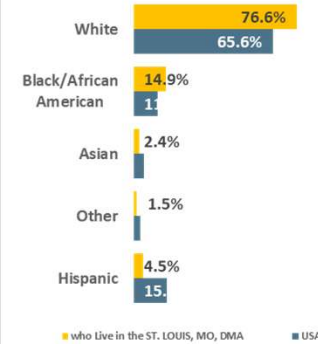


■ who Live in the ST. LOUIS, MO, DMA
 ■ Remainder of USA DMAs

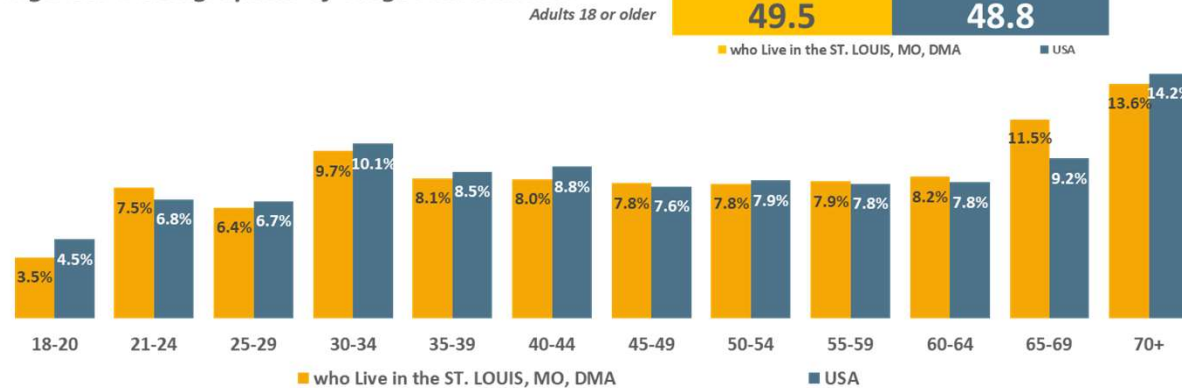


%M vs. %F:	Men	Men	Women	Women
48.7%	49.2%	51.3%	50.8%	
Average Age:	49.7	48.7	49.3	48.9
# Persons:	1,225,116	128,990,8...	1,291,278	133,183,6...

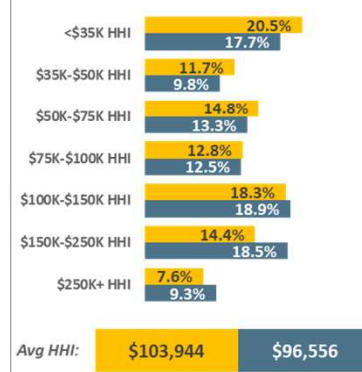
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956 USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 24,838
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P25-54

.9% or 1,200,645 of USA Adults 25 - 54 Live in the ST. LOUIS, MO, DMA.
 Typical Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA are 40.1 years old (.3% older than average) and have a \$109,796 (7.3% higher than average) annual household income.

Percent of Market: Adults 25 - 54



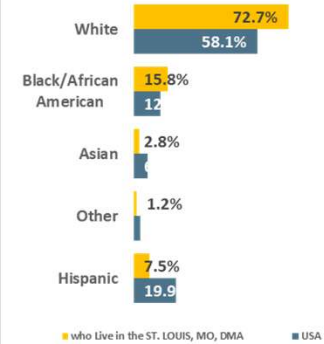
■ who Live in the ST. LOUIS, MO, DMA
 ■ Remainder of USA DMAs



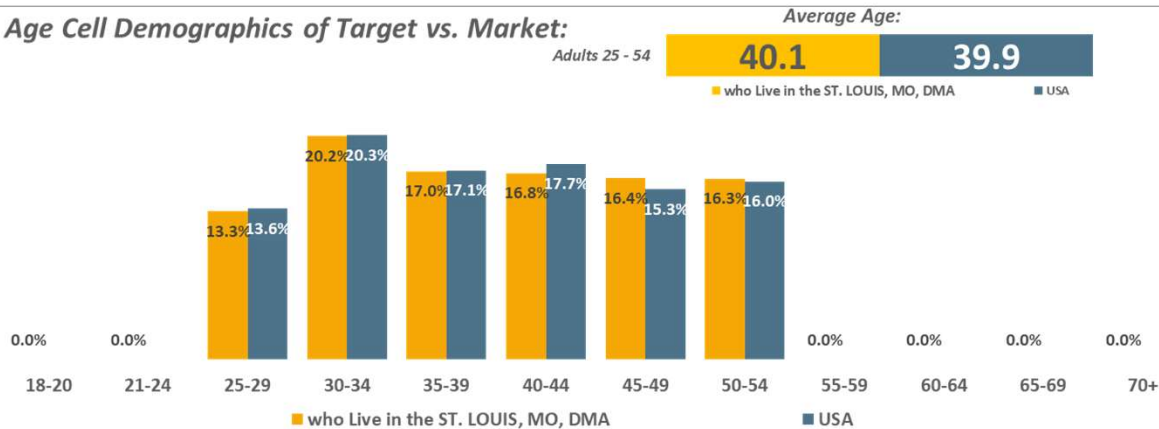
Gender of Target vs. Market: Adults 25 - 54

	Men	Men	Women	Women
%M vs. %F:	49.8%	50.6%	50.2%	49.4%
Average Age:	40.2	39.9	39.9	40.0
# Persons:	598,353	65,752,490	602,292	64,222,982

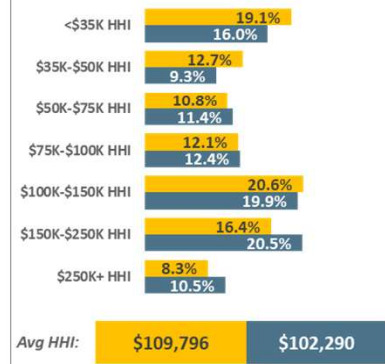
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956
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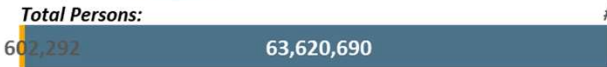
W25-54

.9% or 602,292 of USA Women 25 - 54 Live in the ST. LOUIS, MO, DMA.
 Typical Women 25 - 54 who Live in the ST. LOUIS, MO, DMA are 39.9 years old (.2% younger than average) and have a \$96,599 (3.7% higher than average) annual household income.

Percent of Market: Women 25 - 54



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

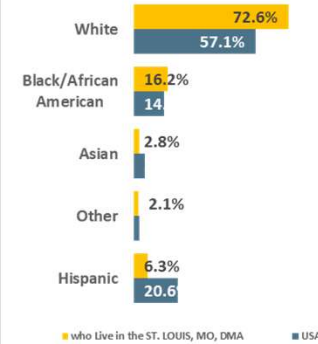


Gender of Target vs. Market: Women 25 - 54

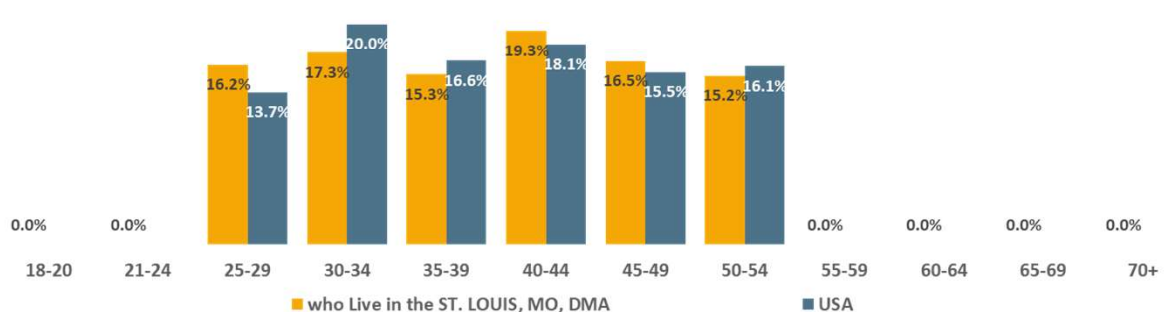
%M vs. %F:

Average Age:	0.0	0.0	39.9	40.0
# Persons:	0.0%	0.0%	602,292	64,222,982
	Men	Men	Women	Women

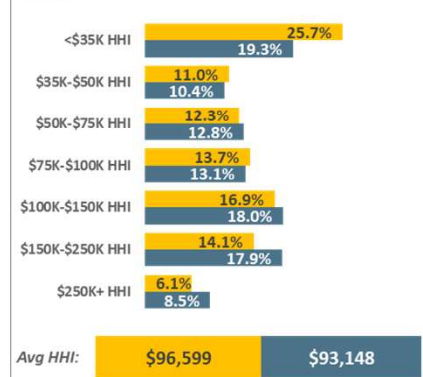
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

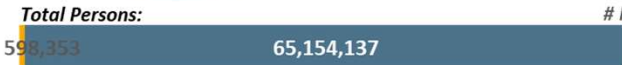
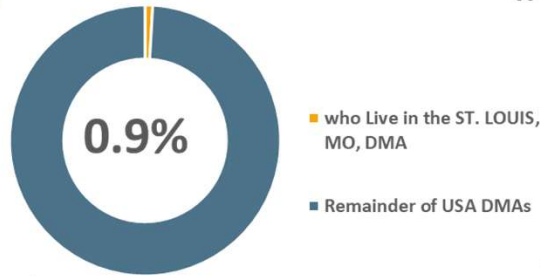


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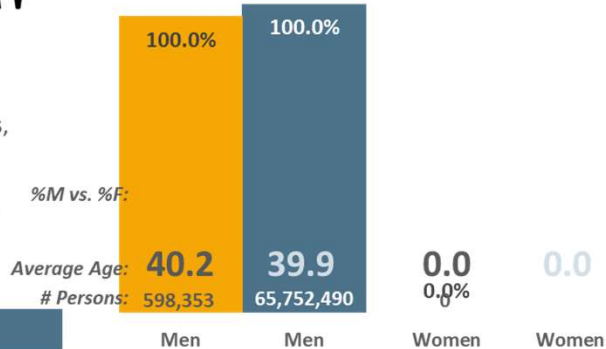


.9% or 598,353 of USA Men 25 - 54 Live in the ST. LOUIS, MO, DMA.
 Typical Men 25 - 54 who Live in the ST. LOUIS, MO, DMA are 40.2 years old (.9% older than average) and have a \$123,080 (10.7% higher than average) annual household income.

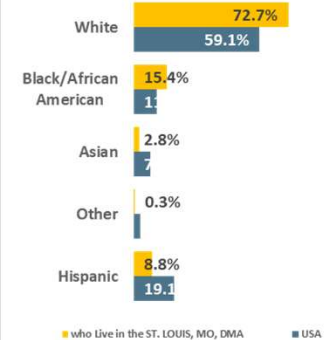
Percent of Market: Men 25 - 54



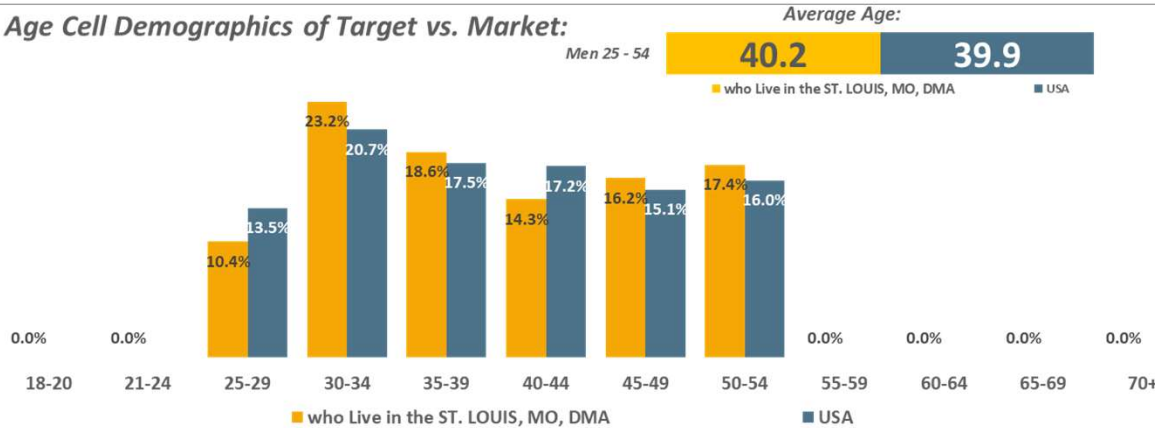
Gender of Target vs. Market: Men 25 - 54



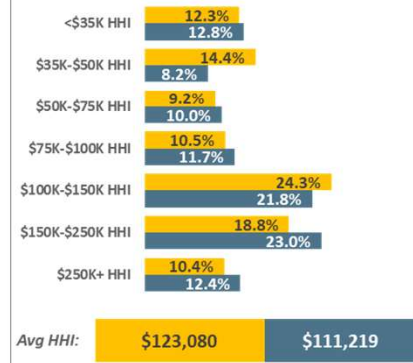
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

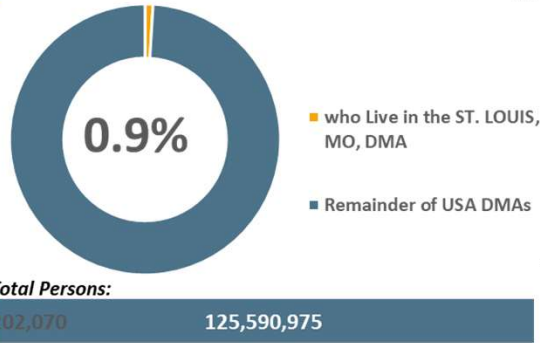


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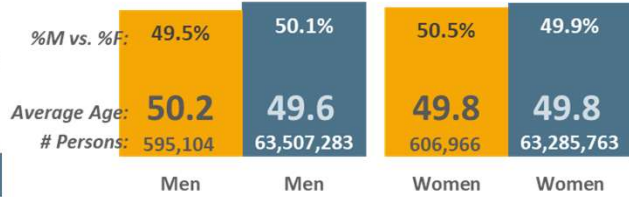


.9% or 1,202,070 of USA Adults 35 - 64 Live in the ST. LOUIS, MO, DMA.
 Typical Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA are 50. years old (.6% older than average) and have a \$121,511 (12.8% higher than average) annual household income.

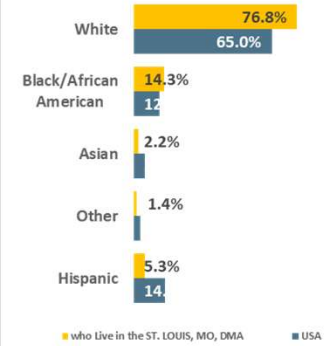
Percent of Market: Adults 35 - 64



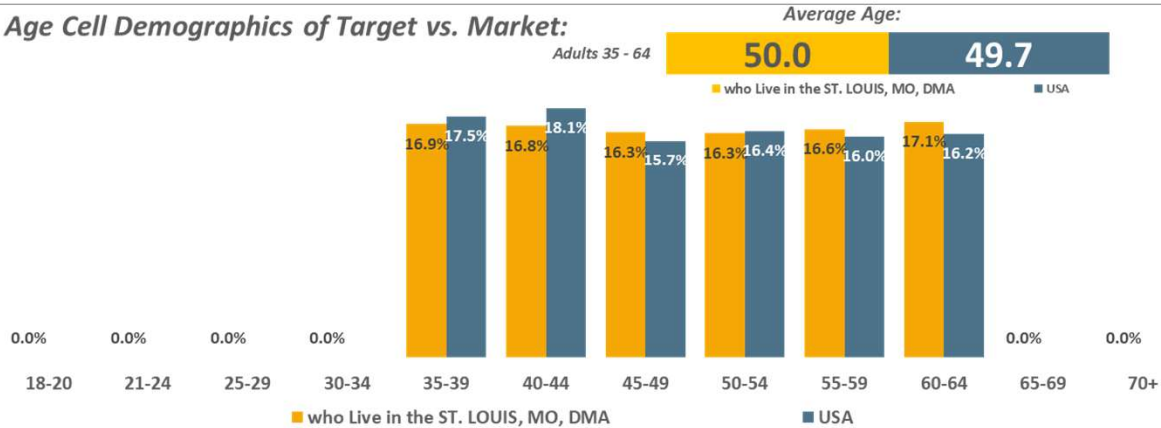
Gender of Target vs. Market: Adults 35 - 64



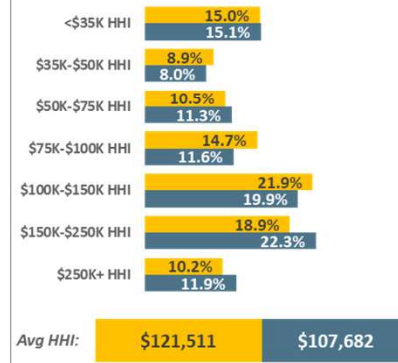
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



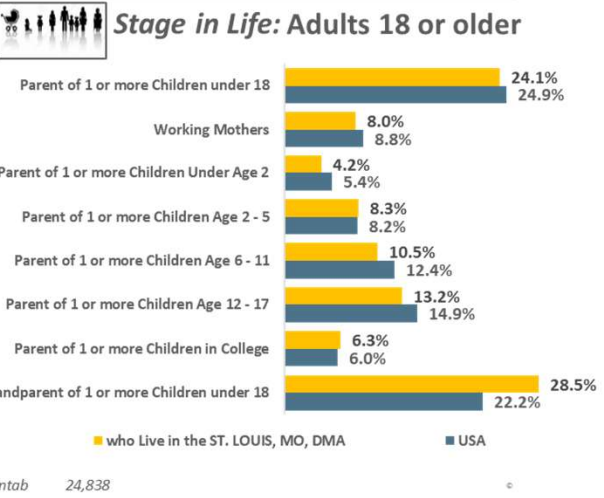
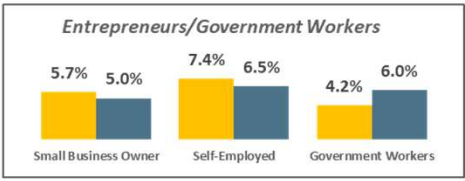
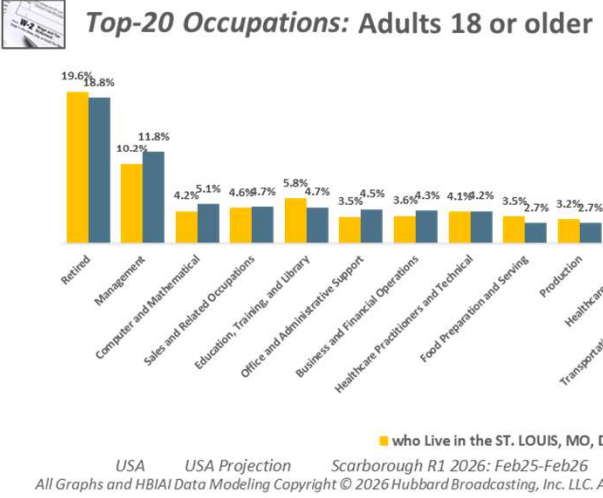
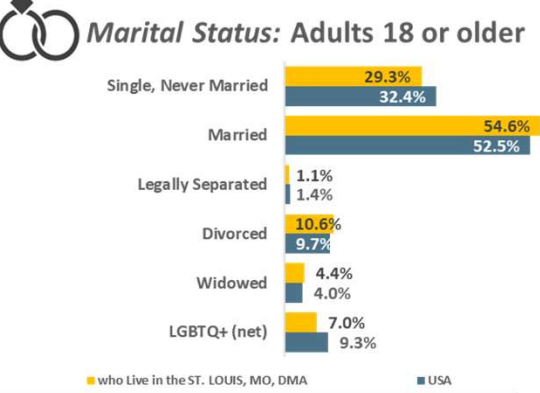
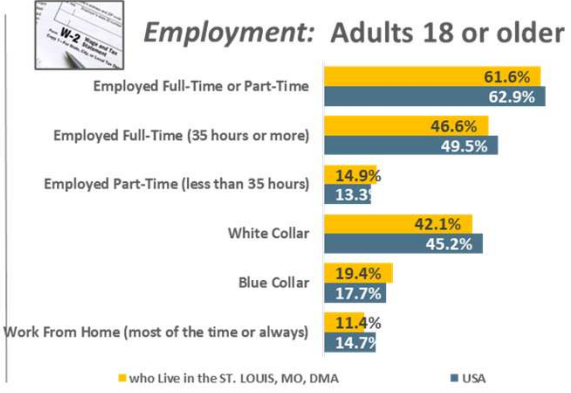
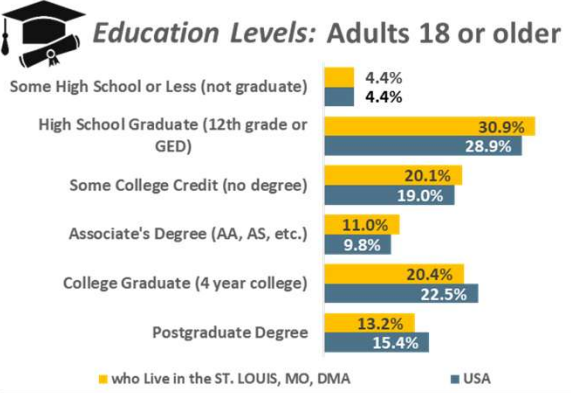
HHI of Target vs. Market:



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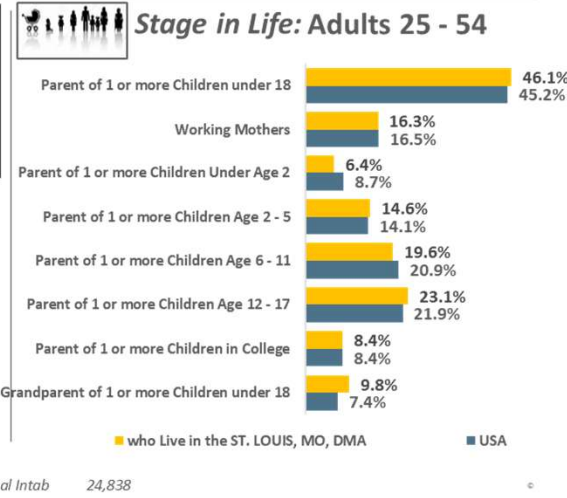
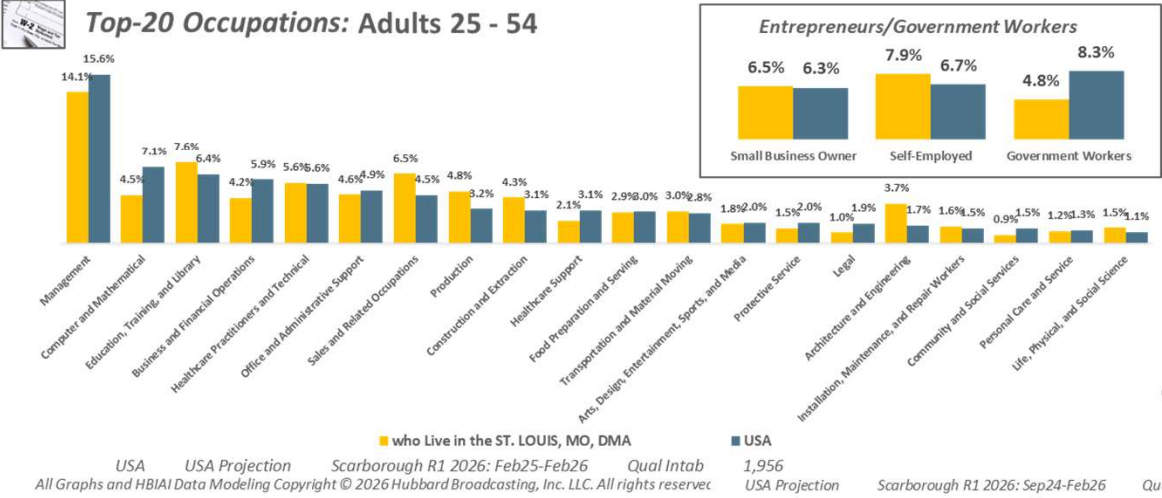
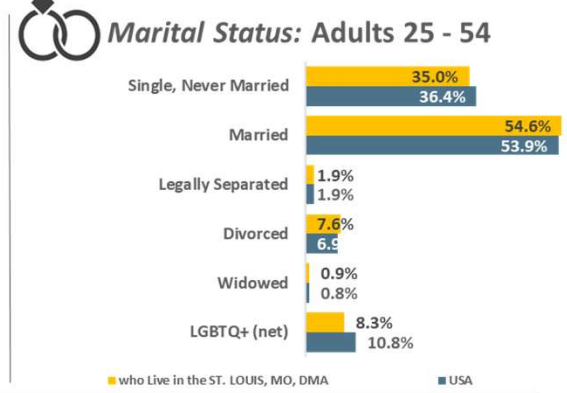
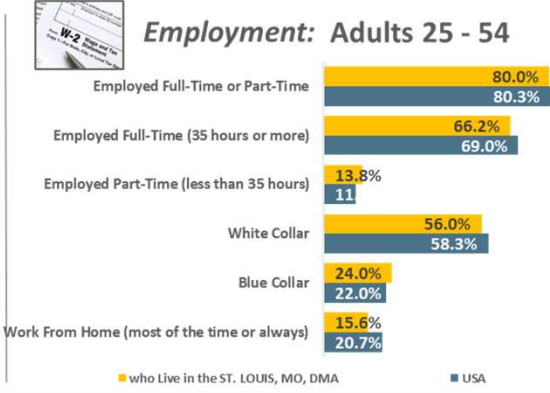
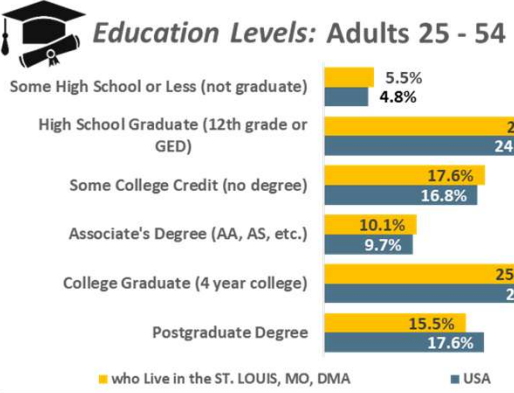
1.1% or 2,516,394 of USA Adults 18 or older Live in the ST. LOUIS, MO, DMA.
 Adults 18 or older who Live in the ST. LOUIS, MO, DMA are 11.2% less likely to be a college graduate,
 5.9% less likely to work full-time, 4.1% more likely to be married, 3.0% less likely to be a parent of 1 or
 more children under 18.





P25-54

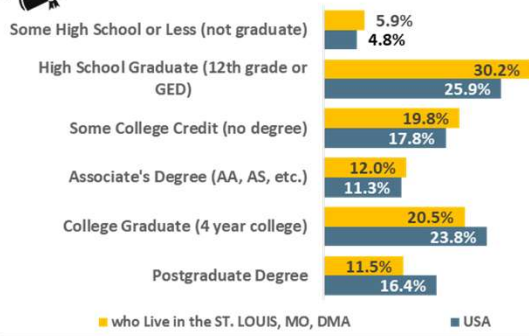
.9% or 1,200,645 of USA Adults 25 - 54 Live in the ST. LOUIS, MO, DMA.
 Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA are 7.3% less likely to be a college graduate, 4.1% less likely to work full-time, 1.3% more likely to be married, 2.1% more likely to be a parent of 1 or more children under 18.



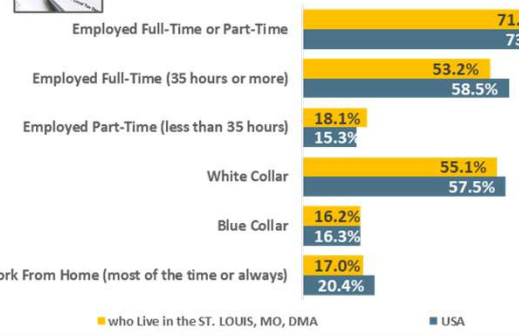


.9% or 602,292 of USA Women 25 - 54 Live in the ST. LOUIS, MO, DMA.
 Women 25 - 54 who Live in the ST. LOUIS, MO, DMA are 20.3% less likely to be a college graduate, 9.2% less likely to work full-time, 5.3% less likely to be married, 5.4% less likely to be a parent of 1 or more children under 18.

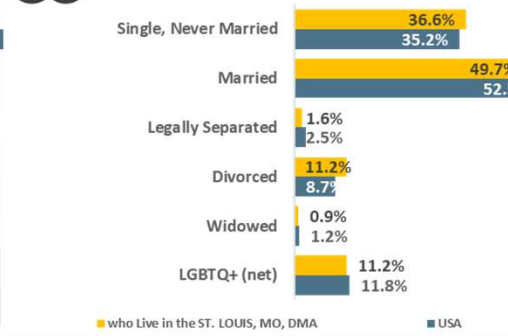
Education Levels: Women 25 - 54



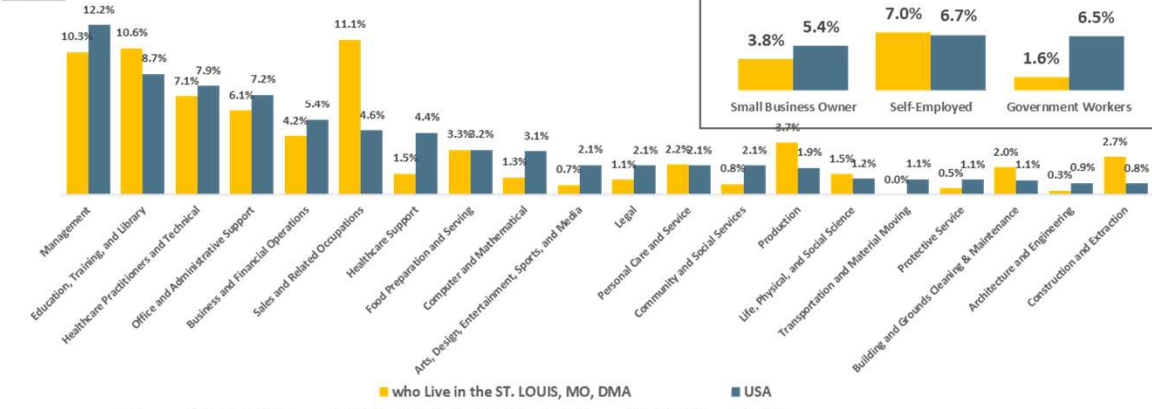
Employment: Women 25 - 54



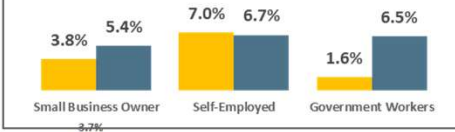
Marital Status: Women 25 - 54



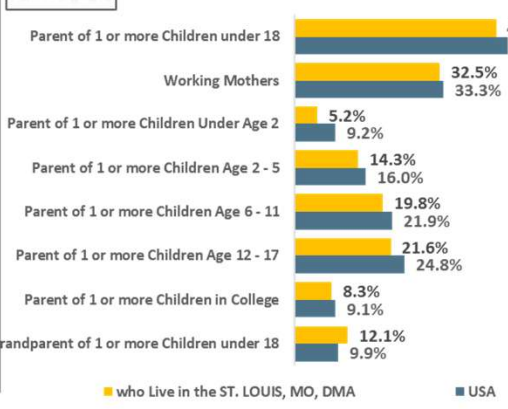
Top-20 Occupations: Women 25 - 54



Entrepreneurs/Government Workers

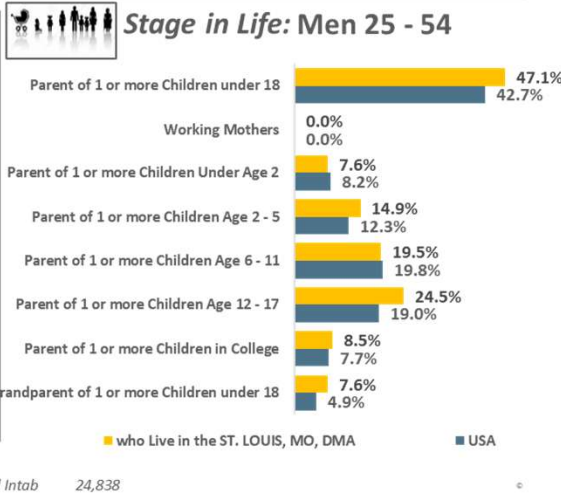
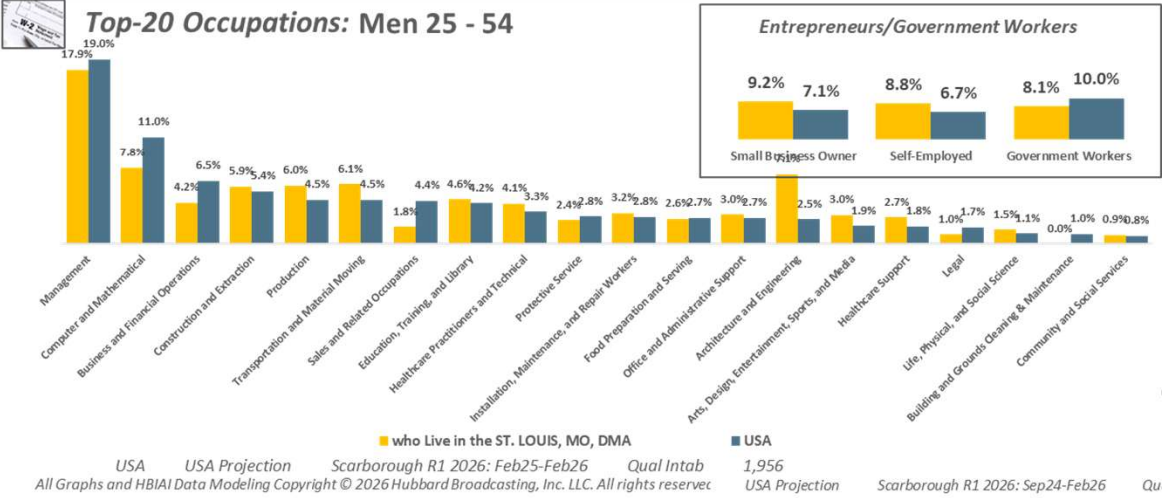
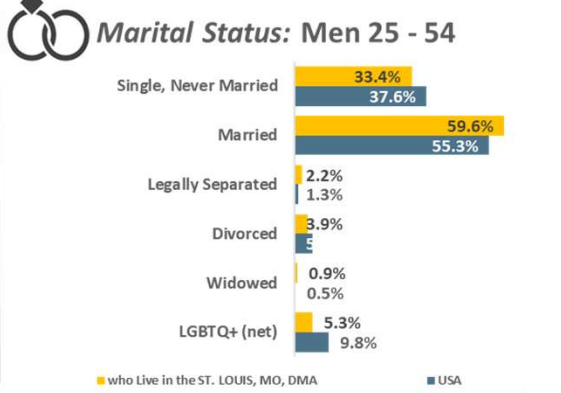
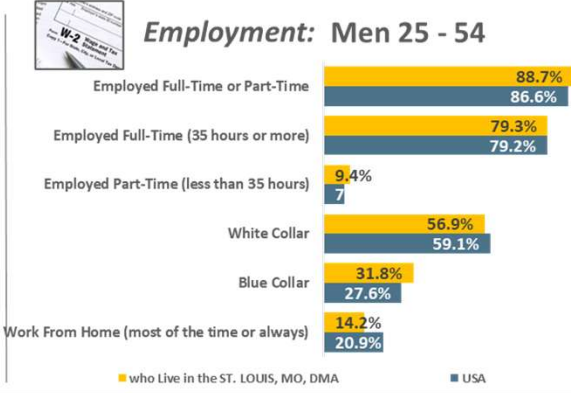
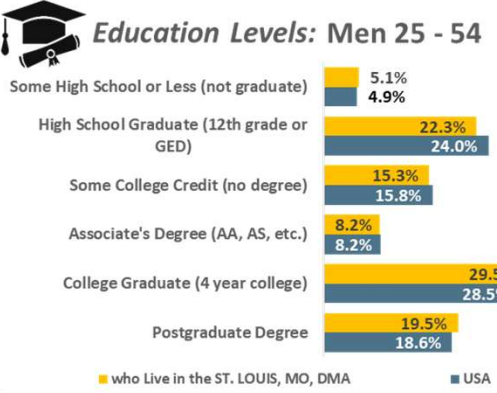


Stage in Life: Women 25 - 54





.9% or 598,353 of USA Men 25 - 54 Live in the ST. LOUIS, MO, DMA.
 Men 25 - 54 who Live in the ST. LOUIS, MO, DMA are 4.1% more likely to be a college graduate, .1% more likely to work full-time, 7.7% more likely to be married, 10.3% more likely to be a parent of 1 or more children under 18.

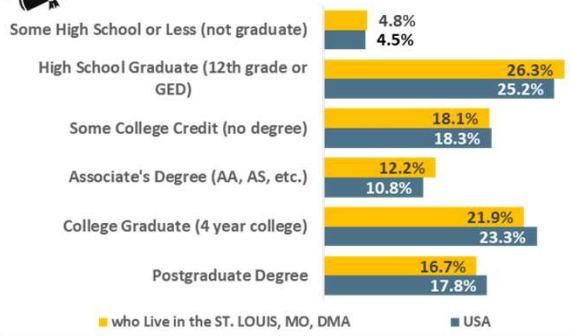


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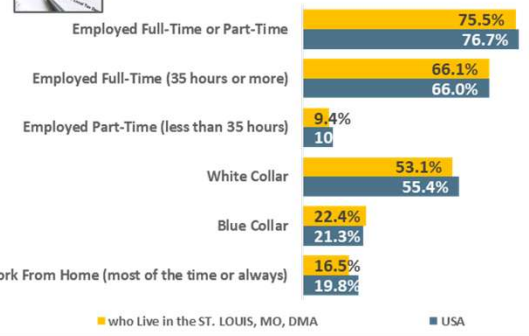


.9% or 1,202,070 of USA Adults 35 - 64 Live in the ST. LOUIS, MO, DMA.
 Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA are 6.2% less likely to be a college graduate, .2% more likely to work full-time, 2.9% more likely to be married, .4% less likely to be a parent of 1 or more children under 18.

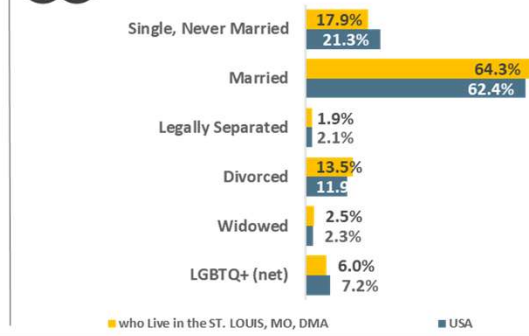
Education Levels: Adults 35 - 64



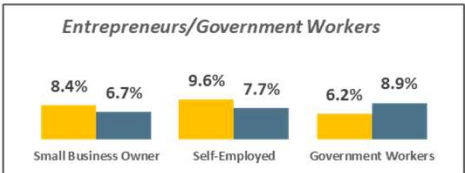
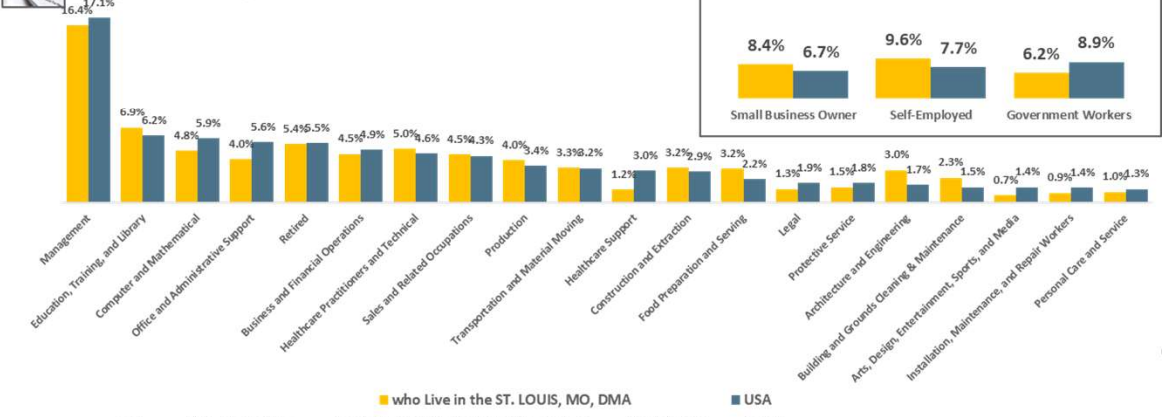
Employment: Adults 35 - 64



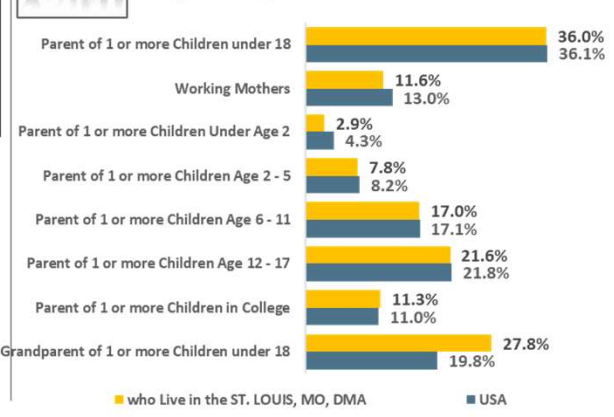
Marital Status: Adults 35 - 64



Top-20 Occupations: Adults 35 - 64



Stage in Life: Adults 35 - 64

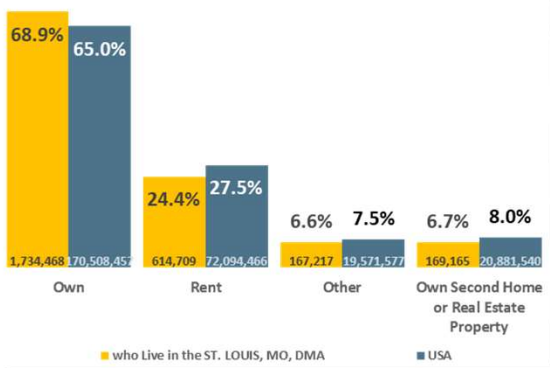




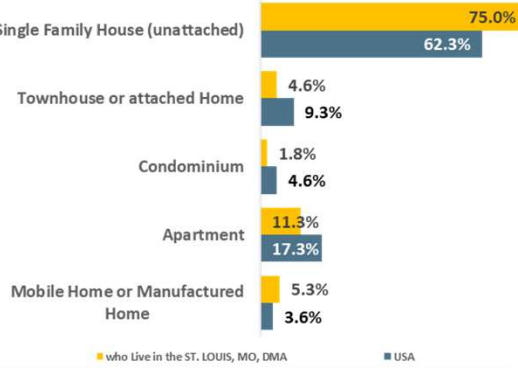
P18+

1.1% or 2,516,394 of USA Adults 18 or older Live in the ST. LOUIS, MO, DMA.
 Adults 18 or older who Live in the ST. LOUIS, MO, DMA are 6.6% more likely to own their home, 22.4% more likely to own a lower valued home, 20.3% more likely to have a single-family home, 17.5% more likely to have a dog.

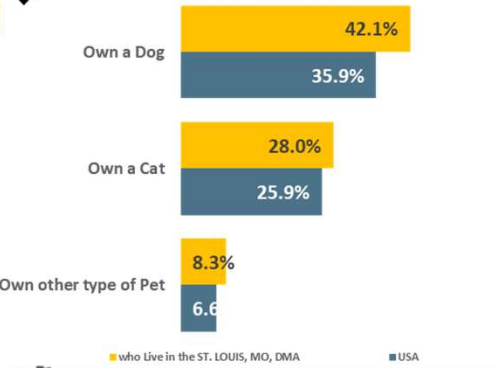
Own/Rent/Other: Adults 18 or older



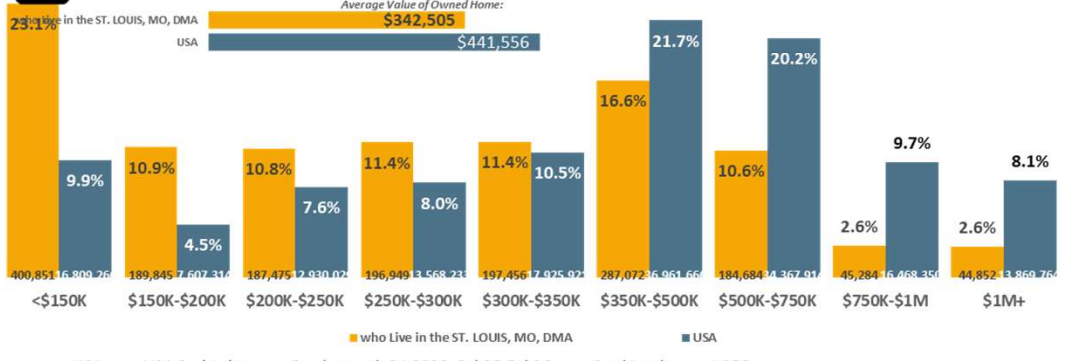
Type of Home: Adults 18 or older



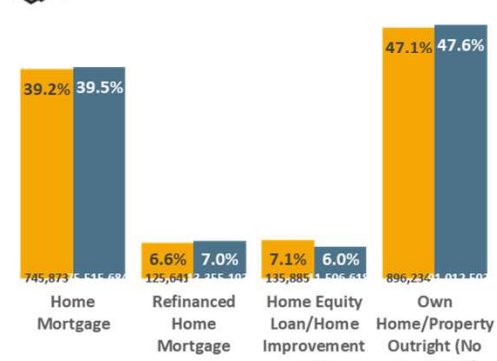
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



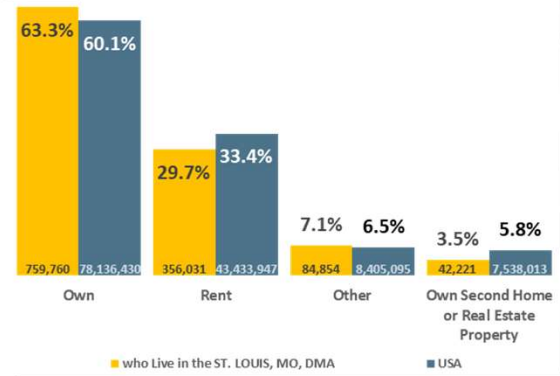
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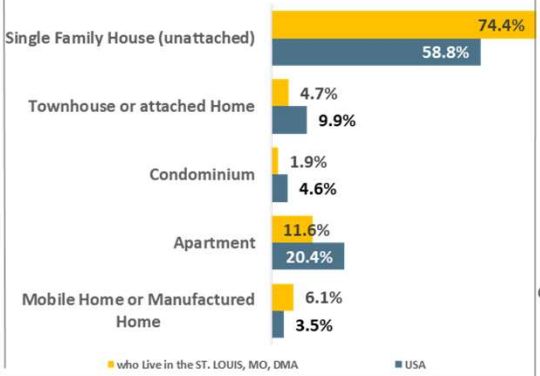
P25-54

.9% or 1,200,645 of USA Adults 25 - 54 Live in the ST. LOUIS, MO, DMA.
 Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA are 5.3% more likely to own their home, 19.8% more likely to own a lower valued home, 26.6% more likely to have a single-family home, 18.8% more likely to have a dog.

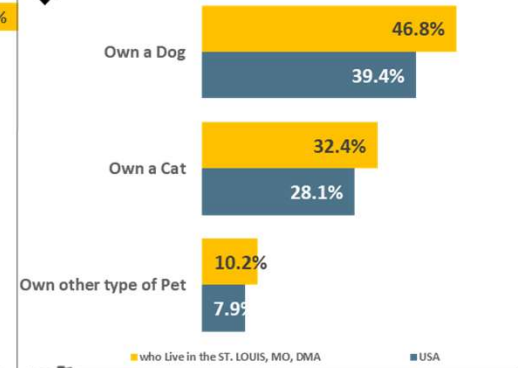
Own/Rent/Other: Adults 25 - 54



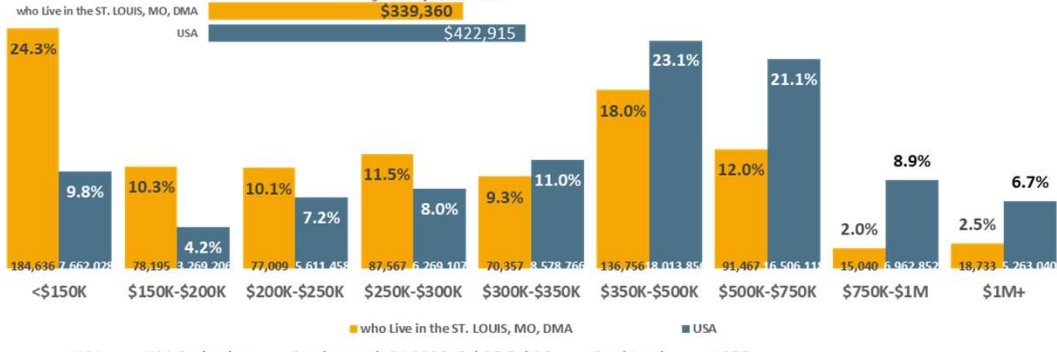
Type of Home: Adults 25 - 54



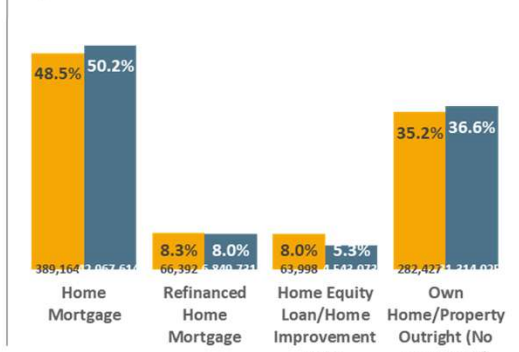
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



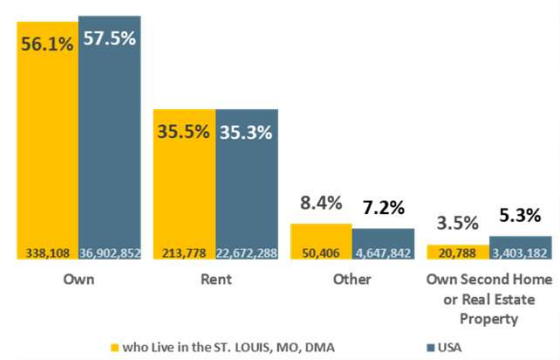
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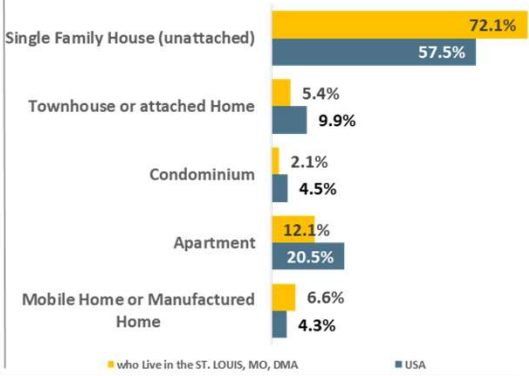
W25-54

.9% or 602,292 of USA Women 25 - 54 Live in the ST. LOUIS, MO, DMA.
 Women 25 - 54 who Live in the ST. LOUIS, MO, DMA are 2.3% less likely to own their home, 19.5% more likely to own a lower valued home, 25.2% more likely to have a single-family home, 14.7% more likely to have a dog.

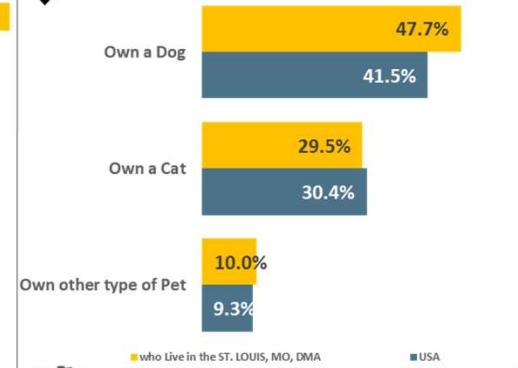
Own/Rent/Other: Women 25 - 54



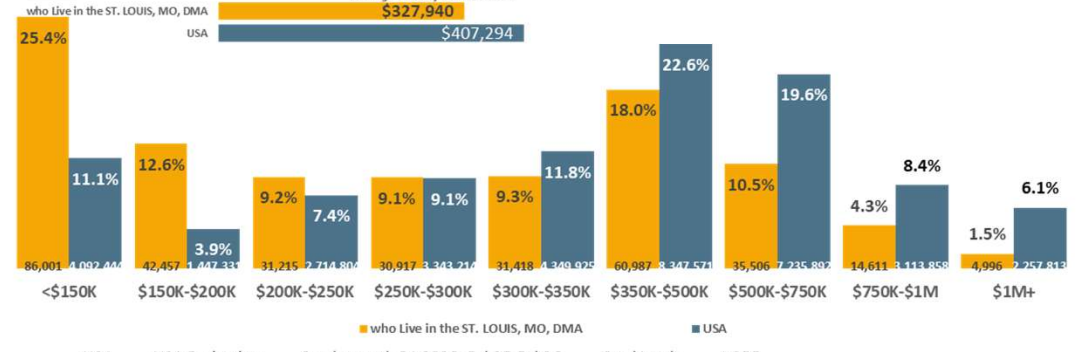
Type of Home: Women 25 - 54



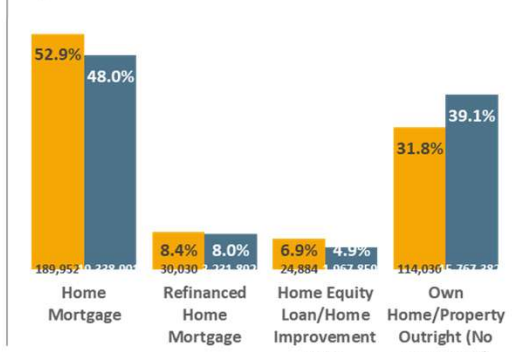
Pets in Home: Women 25 - 54



Value of Owned Home: Women 25 - 54



Home Loans: Women 25 - 54

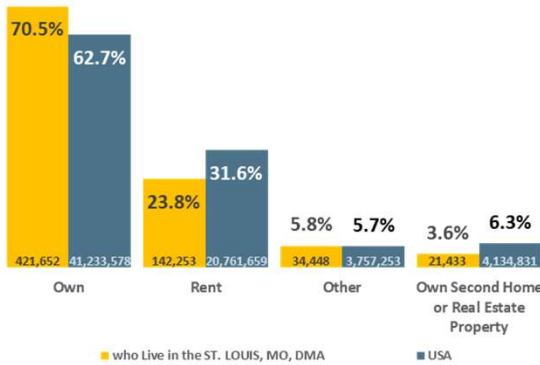


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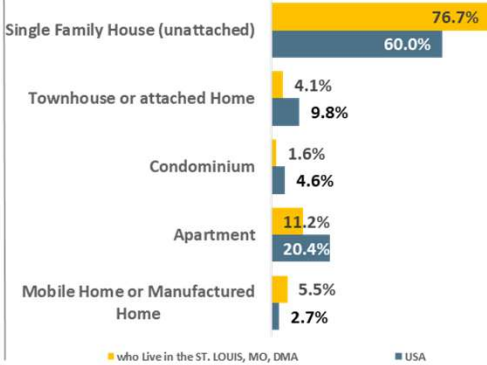


.9% or 598,353 of USA Men 25 - 54 Live in the ST. LOUIS, MO, DMA.
 Men 25 - 54 who Live in the ST. LOUIS, MO, DMA are 12.4% more likely to own their home, 20.2% more likely to own a lower valued home, 28.8% more likely to have a single-family home, 23.1% more likely to have a dog.

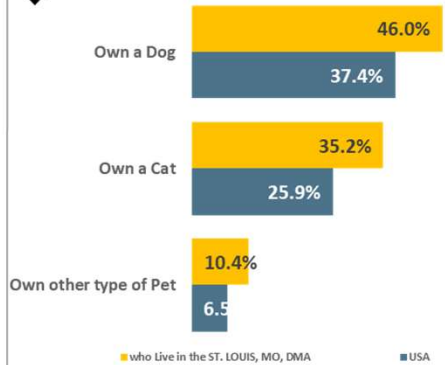
Own/Rent/Other: Men 25 - 54



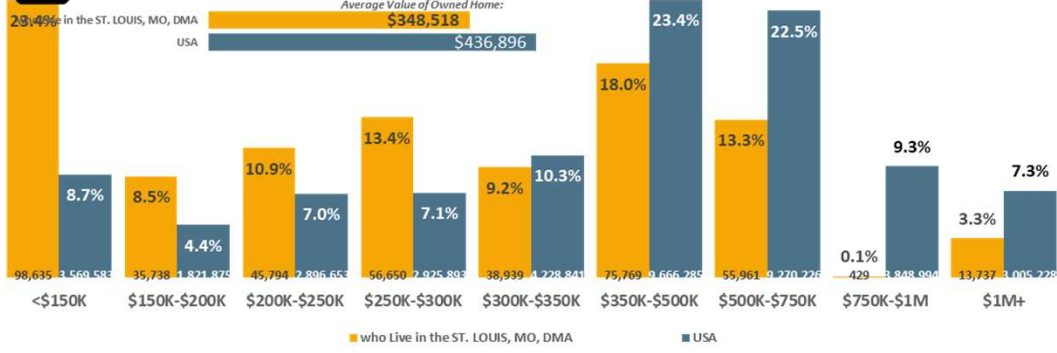
Type of Home: Men 25 - 54



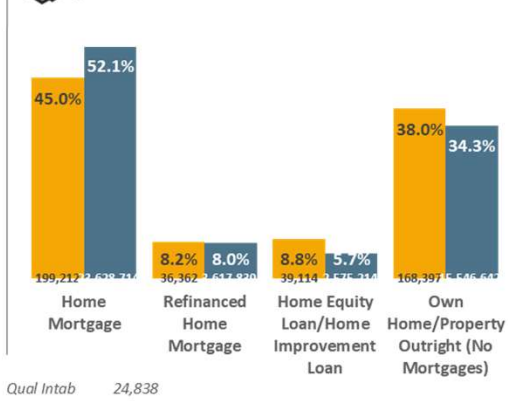
Pets in Home: Men 25 - 54



Value of Owned Home: Men 25 - 54



Home Loans: Men 25 - 54

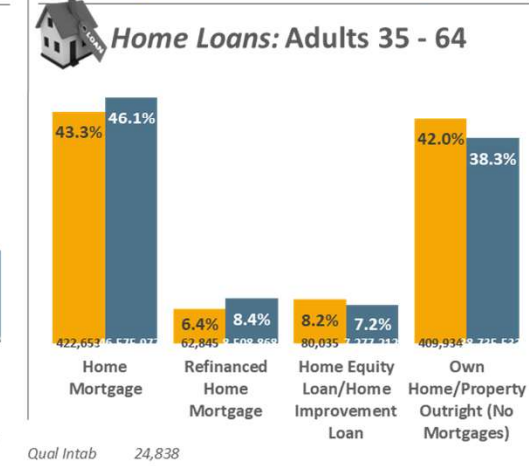
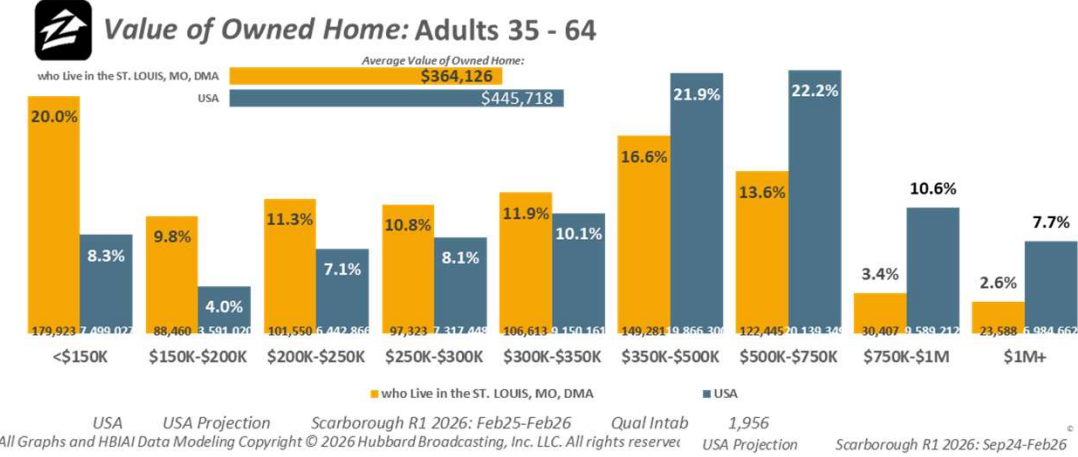
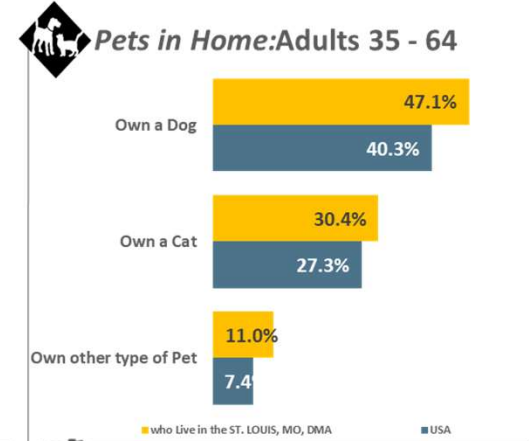
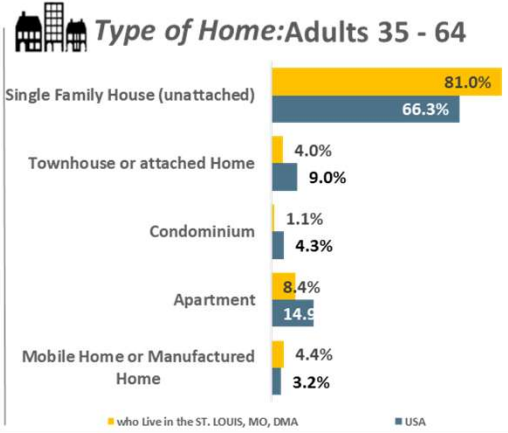
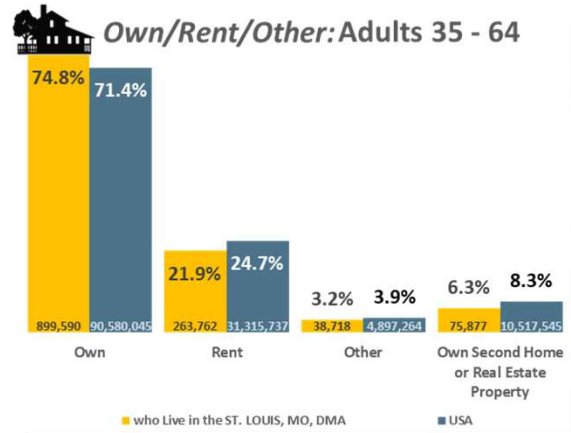


USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956
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P35-64

.9% or 1,202,070 of USA Adults 35 - 64 Live in the ST. LOUIS, MO, DMA.
 Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA are 4.8% more likely to own their home, 18.3% more likely to own a lower valued home, 22.3% more likely to have a single-family home, 16.9% more likely to have a dog.



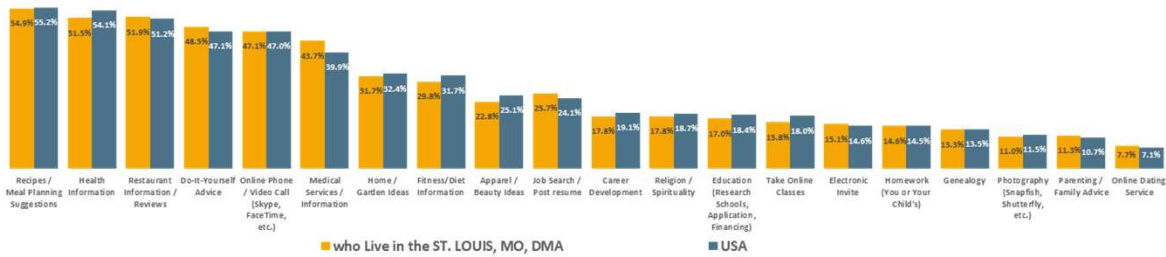
USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956
 All Graphs and HBI/AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Projection Scarborough R1 2026: Sep24-Feb26

Qual Intab 24,838

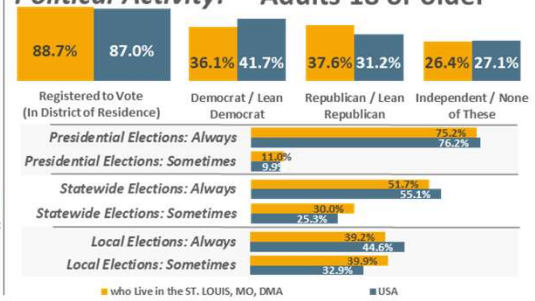


1.1% or 2,516,394 of USA Adults 18 or older Live in the ST. LOUIS, MO, DMA.
 Adults 18 or older who Live in the ST. LOUIS, MO, DMA are 3.1% more likely to look up D-I-Y advice online, 12.1% less likely to always vote in local elections, 9.1% less likely to belong to a gym, 16.6% less likely to fly domestic past yr.

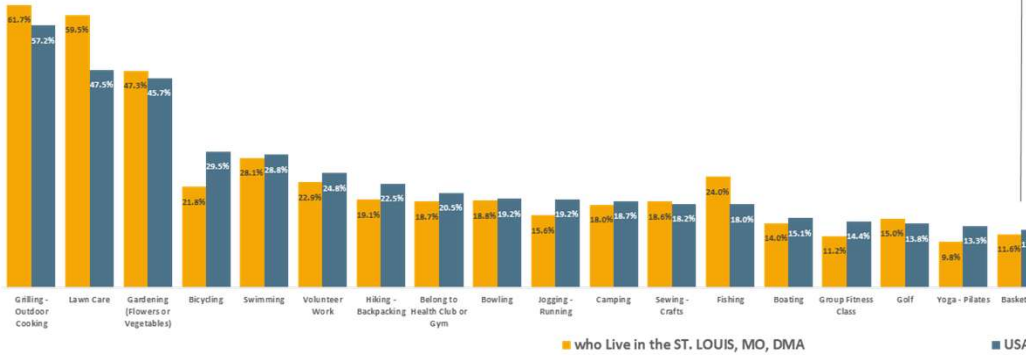
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



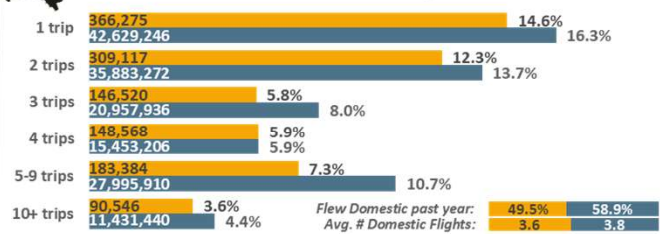
Political Activity: Adults 18 or older



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



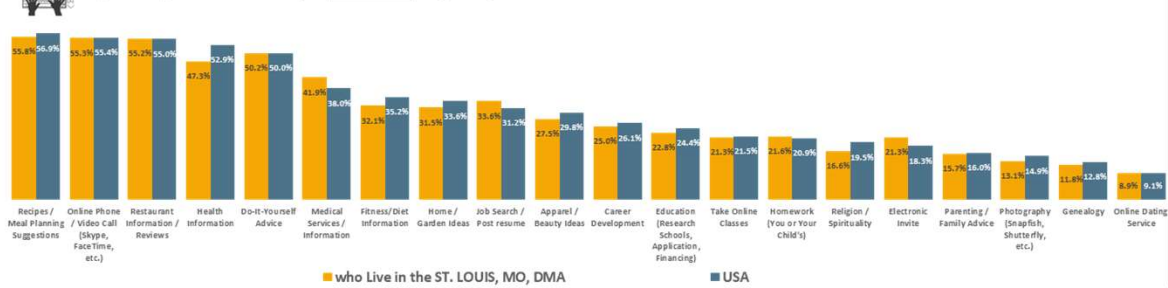
Past 12-months Domestic Airline Trips: Adults 18 or older



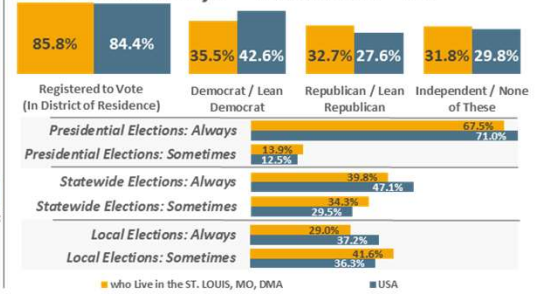


.9% or 1,200,645 of USA Adults 25 - 54 Live in the ST. LOUIS, MO, DMA.
 Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA are .2% more likely to look up D-I-Y advice online, 22.% less likely to always vote in local elections, 16.7% less likely to belong to a gym, 17.6% less likely to fly domestic past yr.

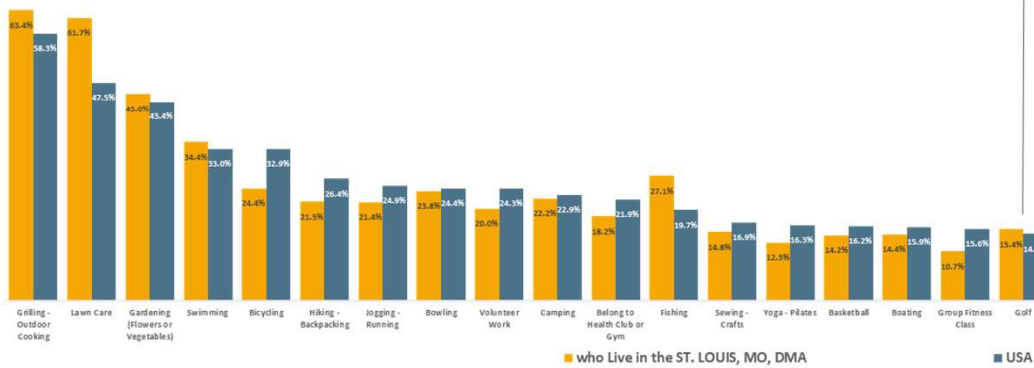
Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 54



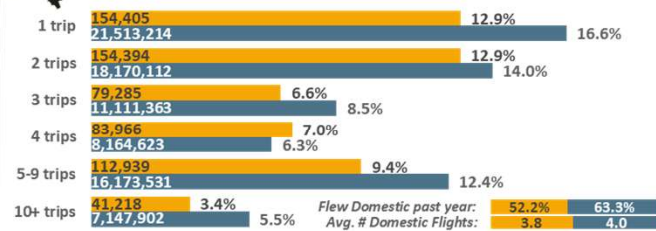
Political Activity: Adults 25 - 54



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



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

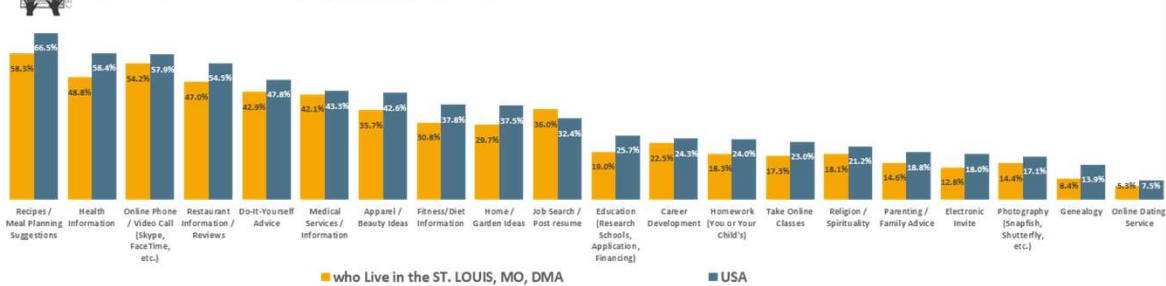




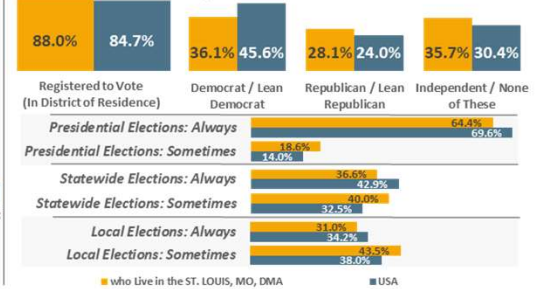
.9% or 602,292 of USA Women 25 - 54 Live in the ST. LOUIS, MO, DMA.

Women 25 - 54 who Live in the ST. LOUIS, MO, DMA are 10.3% less likely to look up D-I-Y advice online, 9.3% less likely to always vote in local elections, 14.9% less likely to belong to a gym, 22.8% less likely to fly domestic past yr.

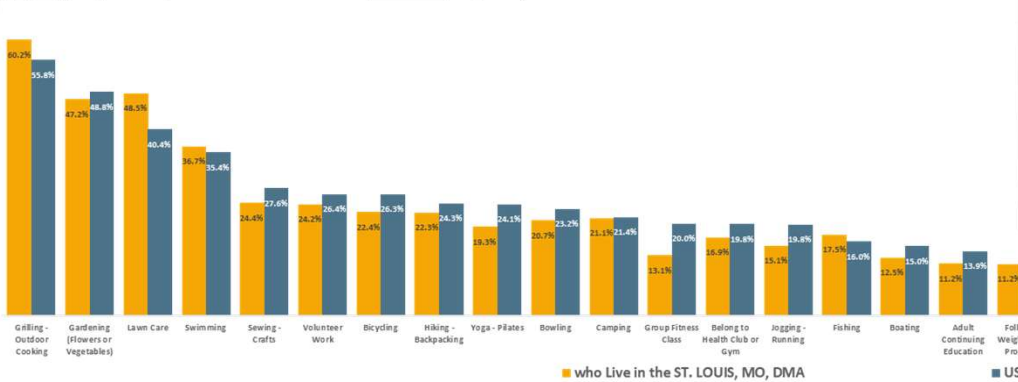
Top-20 past 30-days Online Lifestyle Activities: Women 25 - 54



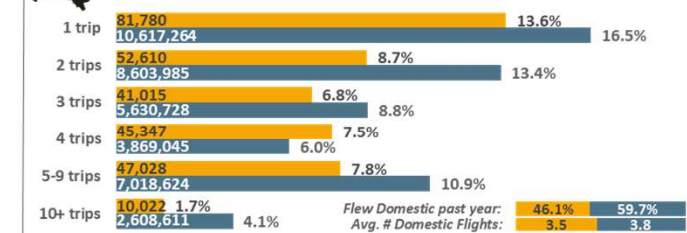
Political Activity: Women 25 - 54



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



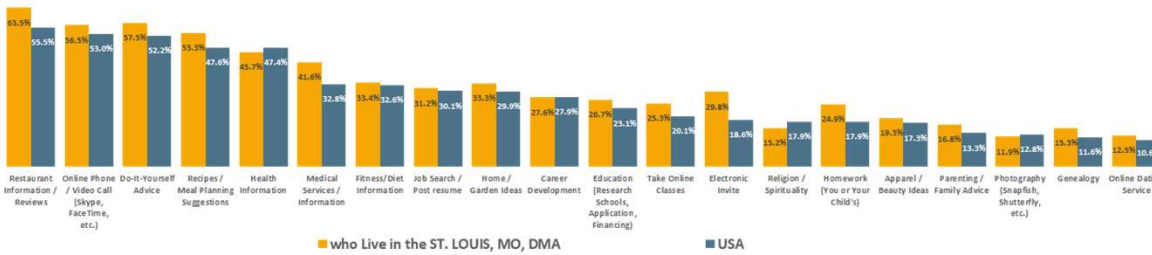
Past 12-months Domestic Airline Trips: Women 25 - 54



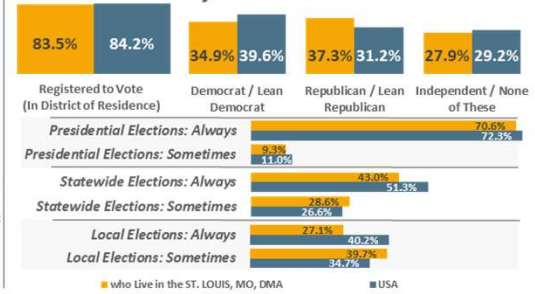


.9% or 598,353 of USA Men 25 - 54 Live in the ST. LOUIS, MO, DMA.
 Men 25 - 54 who Live in the ST. LOUIS, MO, DMA are 10.% more likely to look up D-I-Y advice online, 32.6% less likely to always vote in local elections, 18.1% less likely to belong to a gym, 12.9% less likely to fly domestic past yr.

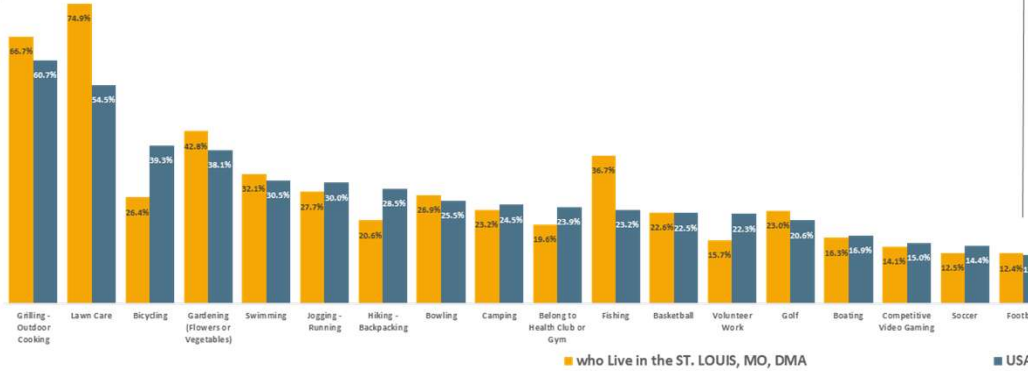
Top-20 past 30-days Online Lifestyle Activities: Men 25 - 54



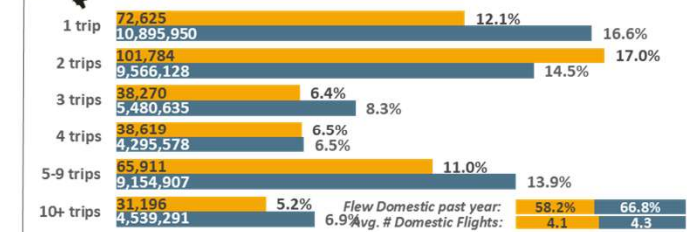
Political Activity: Men 25 - 54



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



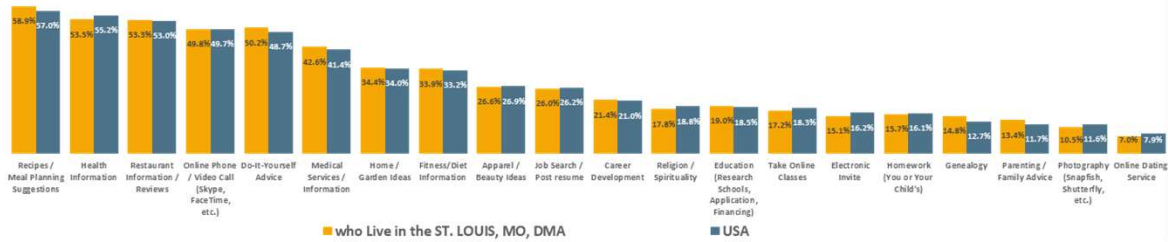
Past 12-months Domestic Airline Trips: Men 25 - 54



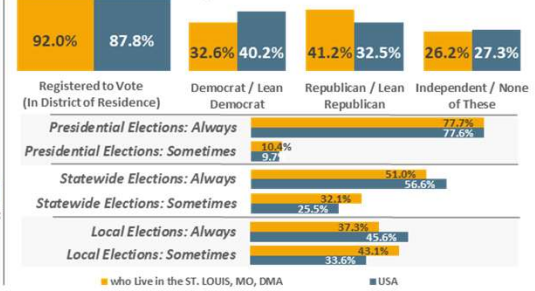


.9% or 1,202,070 of USA Adults 35 - 64 Live in the ST. LOUIS, MO, DMA.
 Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA are 3.1% more likely to look up D-I-Y advice online, 18.2% less likely to always vote in local elections, 10.8% less likely to belong to a gym, 12.9% less likely to fly domestic past yr.

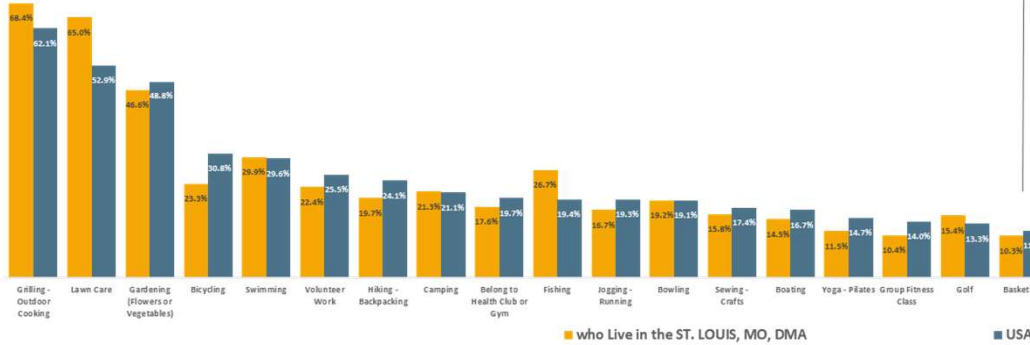
Top-20 past 30-days Online Lifestyle Activities: Adults 35 - 64



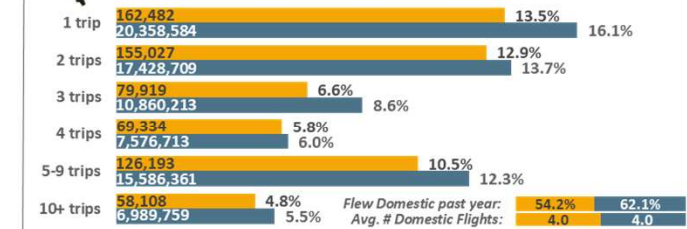
Political Activity: Adults 35 - 64



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



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

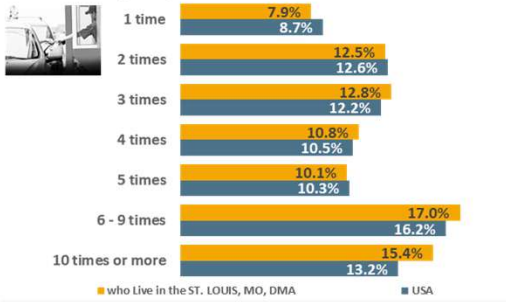




P18+

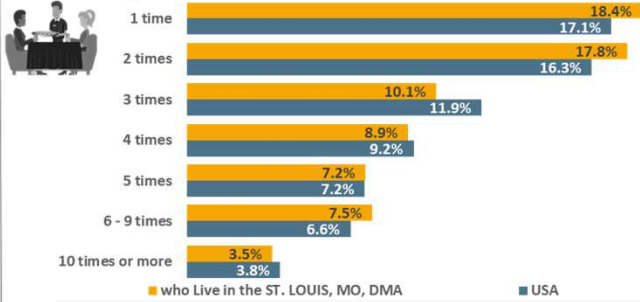
1.1% or 2,516,394 of USA Adults 18 or older Live in the ST. LOUIS, MO, DMA.
 Adults 18 or older who Live in the ST. LOUIS, MO, DMA are 3.6% more likely to use QSRs past mo., 1.8% more likely to use Sit-Down Restaurants past mo., 4.9% less likely to use Casinos past yr., 28.9% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



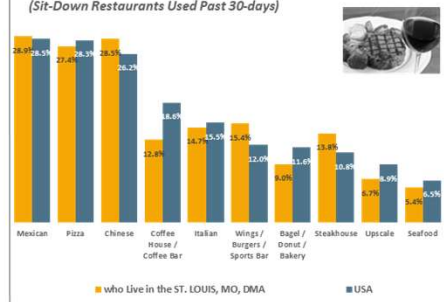
Metric	St. Louis, MO, DMA	USA
Total Monthly QSR Users	86.6%	83.6%
Avg. Monthly QSR Meals	6.0	5.8
Users (Millions)	2,179,523	219,274,270

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



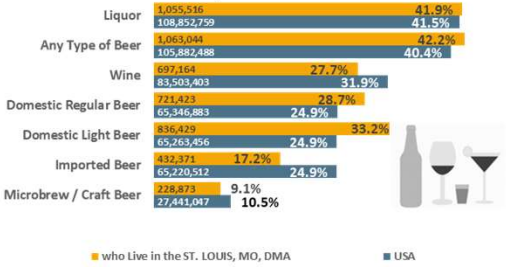
Metric	St. Louis, MO, DMA	USA
Total Monthly Sit-Down Restaurant Users	73.3%	72.1%
Avg. Monthly Sit-Down Restaurant Meals	3.6	3.7
Users (Millions)	1,845,216	188,904,111

Top-10 Cuisines: Adults 18 or older
(Sit-Down Restaurants Used Past 30-days)



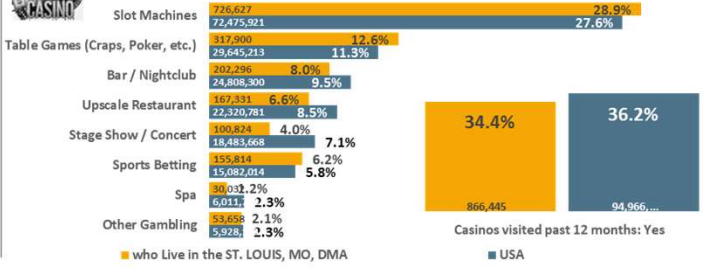
Metric	St. Louis, MO, DMA	USA
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)	17.1%	20.0%
Users (Millions)	429,308	219,274,270

Drank Past 30-days: Adults 18 or older



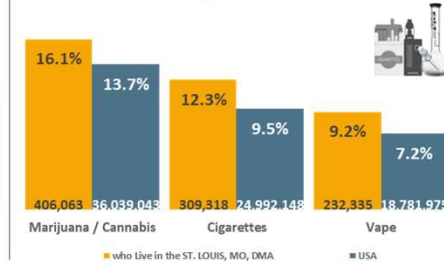
USA USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab
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Past 12 months Casino Activities: Adults 18 or older



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 24,838

Used Past 30-days: Adults 18 or older

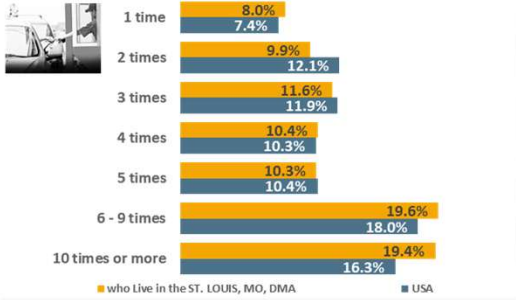


USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 24,838

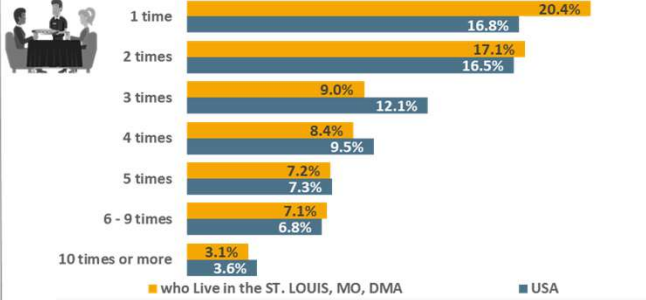
ST. LOUIS, MO DMA #24 P25-54

.9% or 1,200,645 of USA Adults 25 - 54 Live in the ST. LOUIS, MO, DMA.
 Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA are 3.1% more likely to use QSRs past mo., .5% less likely to use Sit-Down Restaurants past mo., 3.6% less likely to use Casinos past yr., 39.1% more likely to smoke cigarettes.

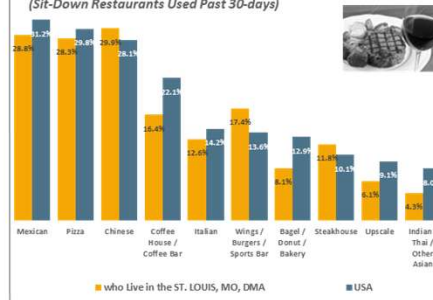
Past 30-days QSR Users: Adults 25 - 54



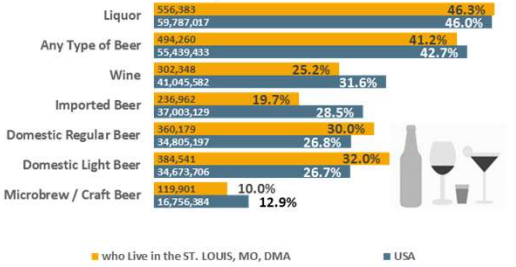
Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



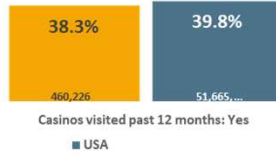
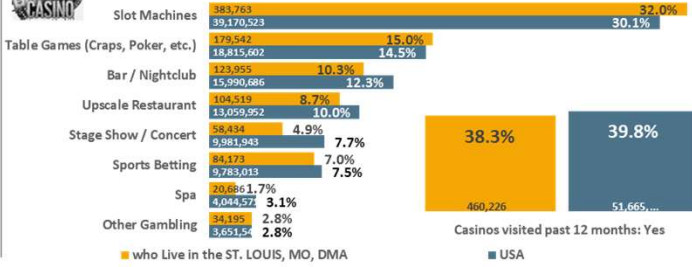
Top-10 Cuisines: Adults 25 - 54 (Sit-Down Restaurants Used Past 30-days)



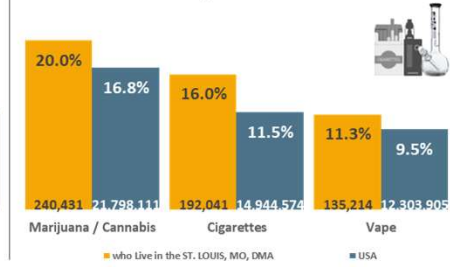
Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54



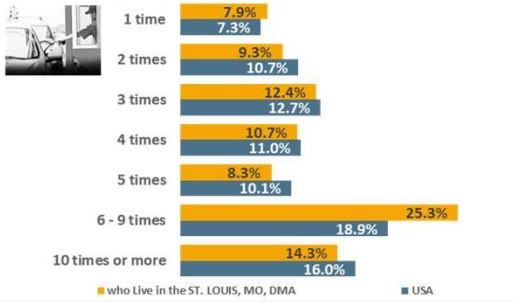
Used Past 30-days: Adults 25 - 54



ST. LOUIS, MO DMA #24 W25-54

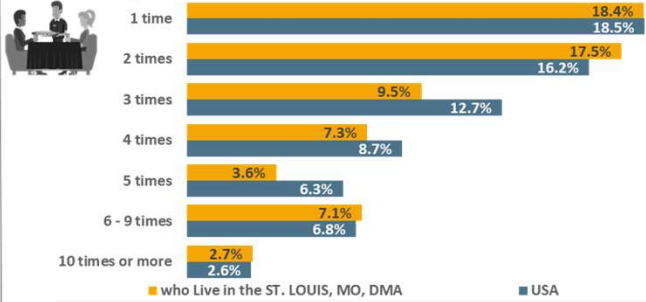
.9% or 602,292 of USA Women 25 - 54 Live in the ST. LOUIS, MO, DMA.
 Women 25 - 54 who Live in the ST. LOUIS, MO, DMA are 1.7% more likely to use QSRs past mo., 8% less likely to use Sit-Down Restaurants past mo., 9.8% less likely to use Casinos past yr., 45.2% more likely to smoke cigarettes.

Past 30-days QSR Users: Women 25 - 54



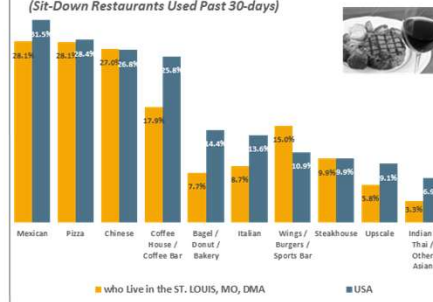
Total Monthly QSR Users:	88.3%	86.8%
Avg. Monthly QSR Meals:	6.3	6.3
ST. LOUIS, MO, DMA	531,911	55,759,965

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



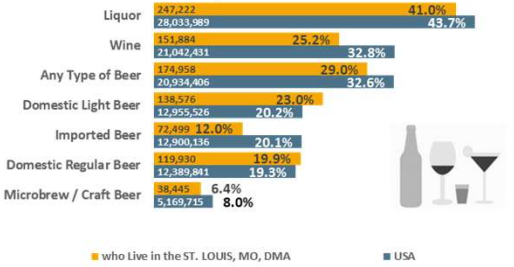
Total Monthly Sit-Down Restaurant Users:	66.1%	71.9%
Avg. Monthly Sit-Down Restaurant Meals:	3.4	3.4
ST. LOUIS, MO, DMA	398,075	46,152,207

Top-10 Cuisines: Women 25 - 54 (Sit-Down Restaurants Used Past 30-days)

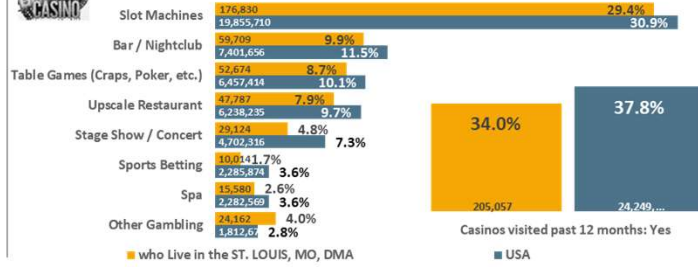


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)	20.7%	26.6%
ST. LOUIS, MO, DMA	124,830	18,818,807

Drank Past 30-days: Women 25 - 54

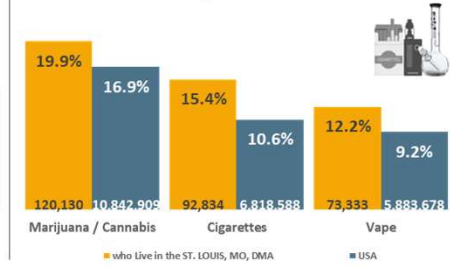


Past 12 months Casino Activities: Women 25 - 54



Casinos visited past 12 months: Yes	34.0%	37.8%
ST. LOUIS, MO, DMA	205,057	24,249,000

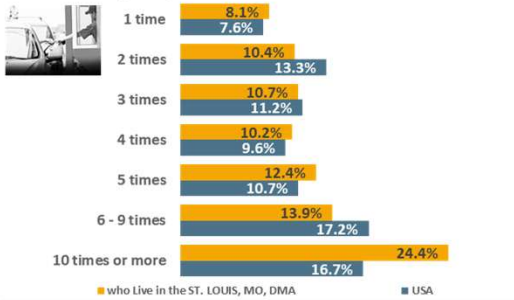
Used Past 30-days: Women 25 - 54



ST. LOUIS, MO DMA #24 M25-54

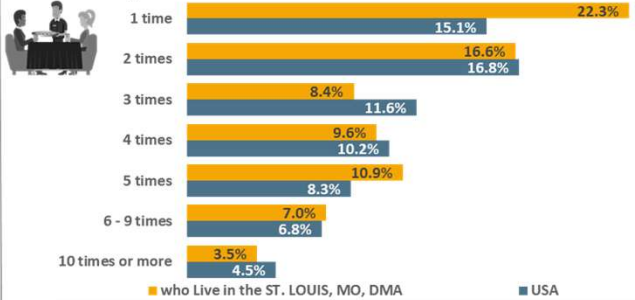
.9% or 598,353 of USA Men 25 - 54 Live in the ST. LOUIS, MO, DMA.
 Men 25 - 54 who Live in the ST. LOUIS, MO, DMA are 4.5% more likely to use QSRs past mo., 7% more likely to use Sit-Down Restaurants past mo., 2.3% more likely to use Casinos past yr., 34.2% more likely to smoke cigarettes.

Past 30-days QSR Users: Men 25 - 54



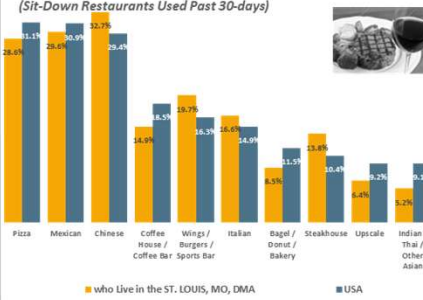
Metric	St. Louis, MO, DMA	USA
Total Monthly QSR Users	90.1%	86.2%
Avg. Monthly QSR Meals	7.0	6.2
Count	539,195	56,692,414

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



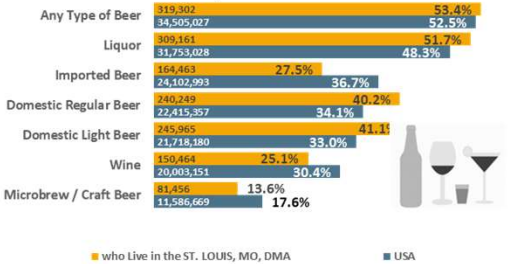
Metric	St. Louis, MO, DMA	USA
Total Monthly Sit-Down Restaurant Users	78.4%	73.3%
Avg. Monthly Sit-Down Restaurant Meals	3.6	3.9
Count	468,995	48,180,027

Top-10 Cuisines: Men 25 - 54 (Sit-Down Restaurants Used Past 30-days)

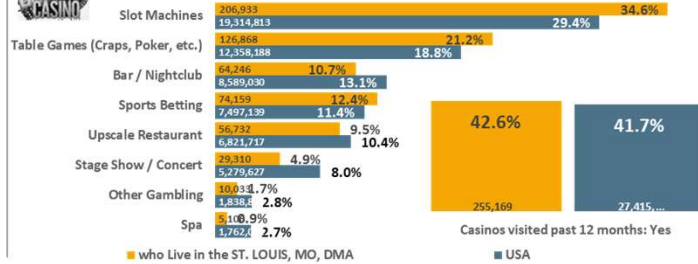


Metric	St. Louis, MO, DMA	USA
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)	143,869 (24.0%)	29,250,254 (23.9%)

Drank Past 30-days: Men 25 - 54

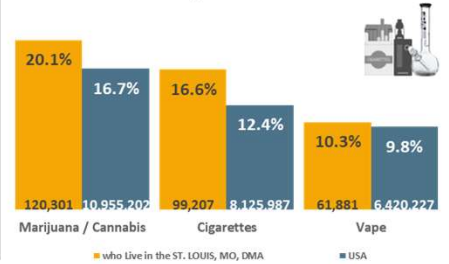


Past 12 months Casino Activities: Men 25 - 54



Metric	St. Louis, MO, DMA	USA
Casinos visited past 12 months: Yes	42.6%	41.7%
Count	255,169	27,415,...

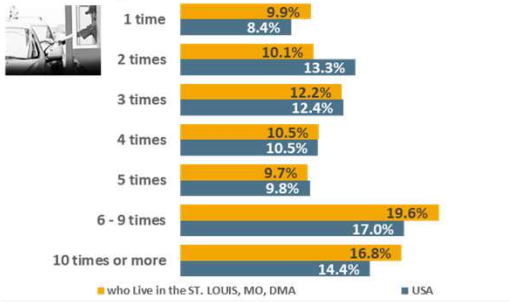
Used Past 30-days: Men 25 - 54



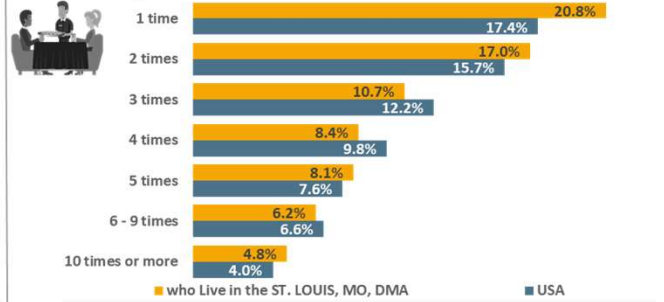
ST. LOUIS, MO DMA #24 P35-64

.9% or 1,202,070 of USA Adults 35 - 64 Live in the ST. LOUIS, MO, DMA.
 Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA are 3.5% more likely to use QSRs past mo., 3.8% more likely to use Sit-Down Restaurants past mo., 5.4% less likely to use Casinos past yr., 22.1% more likely to smoke cigarettes.

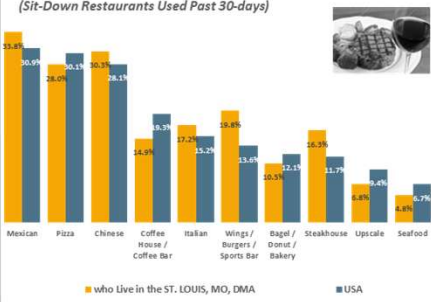
Past 30-days QSR Users: Adults 35 - 64



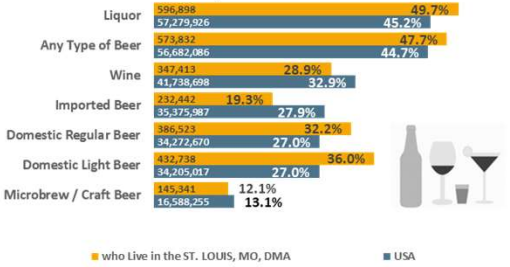
Past 30-days Sit-Down Restaurant Users: Adults 35 - 64



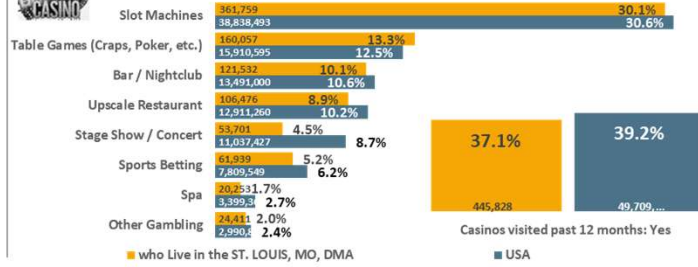
Top-10 Cuisines: Adults 35 - 64 (Sit-Down Restaurants Used Past 30-days)



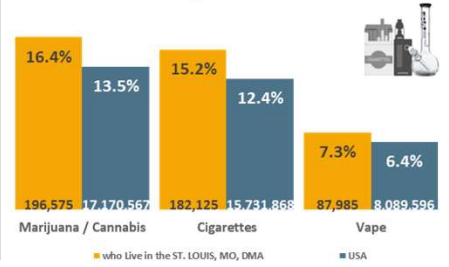
Drank Past 30-days: Adults 35 - 64



Past 12 months Casino Activities: Adults 35 - 64

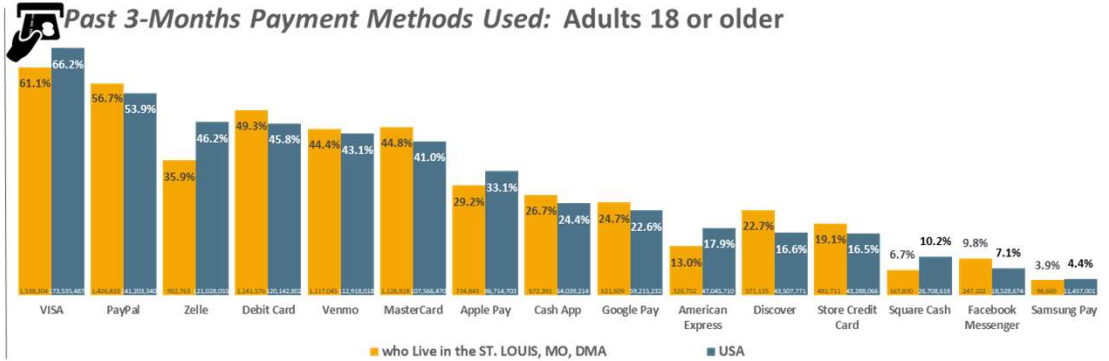
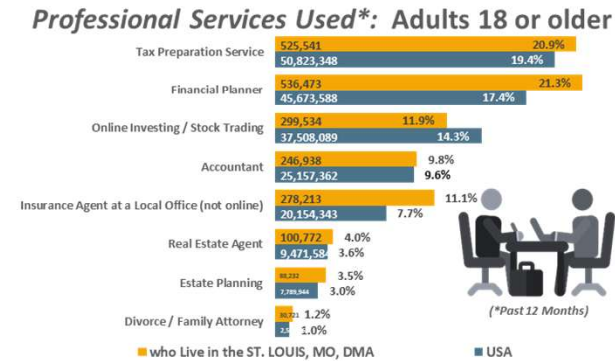
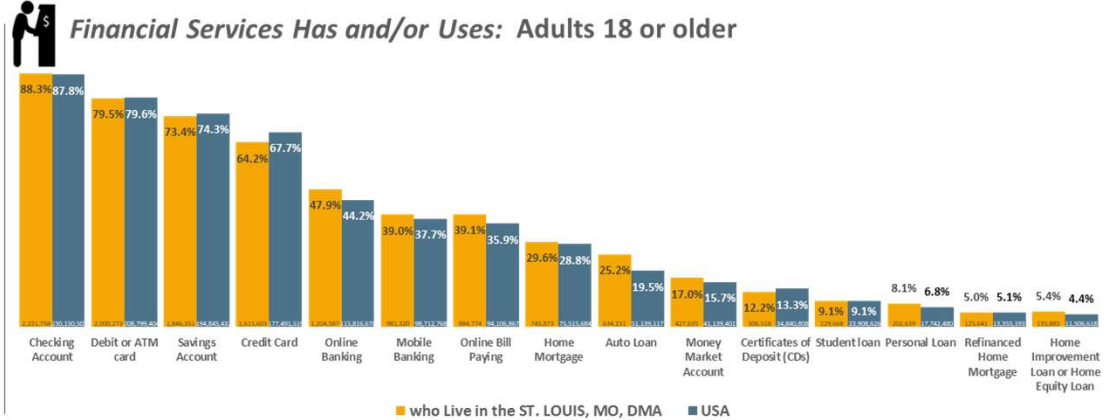
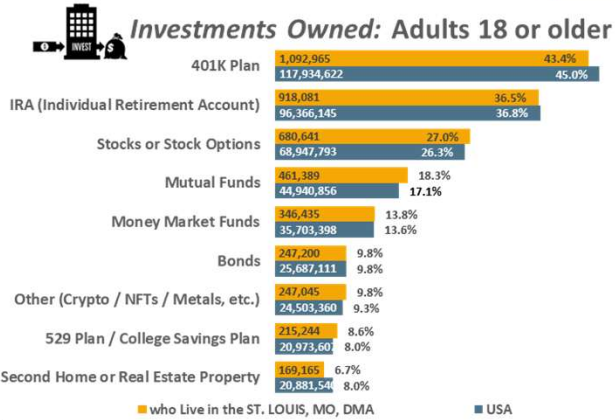


Used Past 30-days: Adults 35 - 64





1.1% or 2,516,394 of USA Adults 18 or older Live in the ST. LOUIS, MO, DMA.
 Adults 18 or older who Live in the ST. LOUIS, MO, DMA are 3.4% less likely to have a 401K, 29.2% more likely to have an Auto Loan, 16.8% less likely to Invest/Trade Stocks Online, 7.7% more likely to pay with their Debit Card.



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1,956 USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 24,838



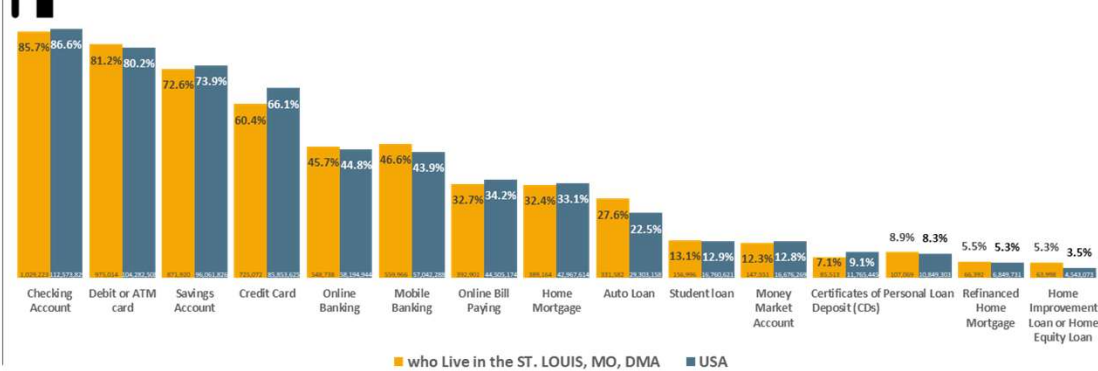
.9% or 1,200,645 of USA Adults 25 - 54 Live in the ST. LOUIS, MO, DMA.
 Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA are .5% less likely to have a 401K, 22.5% more likely to have an Auto Loan, 22.7% less likely to Invest/Trade Stocks Online, 5.6% more likely to pay with their Debit Card.



Investments Owned: Adults 25 - 54



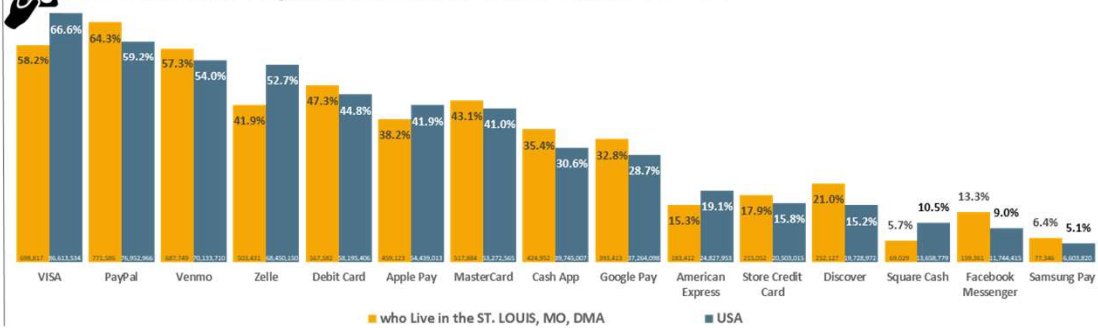
Financial Services Has and/or Uses: Adults 25 - 54



Professional Services Used*: Adults 25 - 54



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



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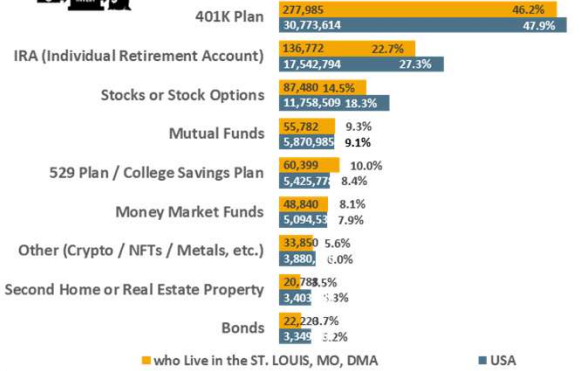
1,956 USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 24,838

ST. LOUIS, MO DMA #24 W25-54

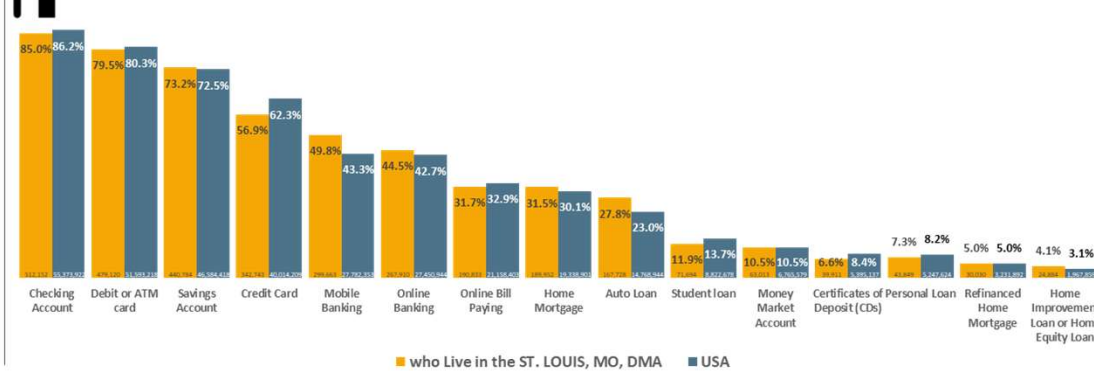
.9% or 602,292 of USA Women 25 - 54 Live in the ST. LOUIS, MO, DMA.
 Women 25 - 54 who Live in the ST. LOUIS, MO, DMA are 3.7% less likely to have a 401K, 21.1% more likely to have an Auto Loan, 27.6% less likely to Invest/Trade Stocks Online, 4.5% more likely to pay with their Debit Card.



Investments Owned: Women 25 - 54



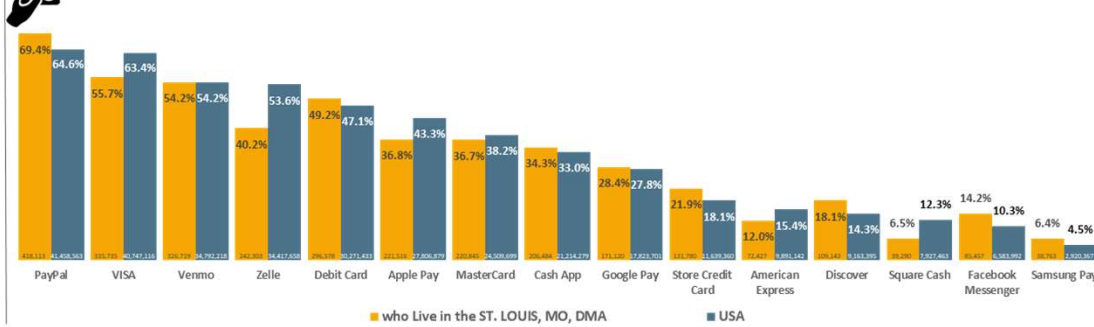
Financial Services Has and/or Uses: Women 25 - 54



Professional Services Used*: Women 25 - 54



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



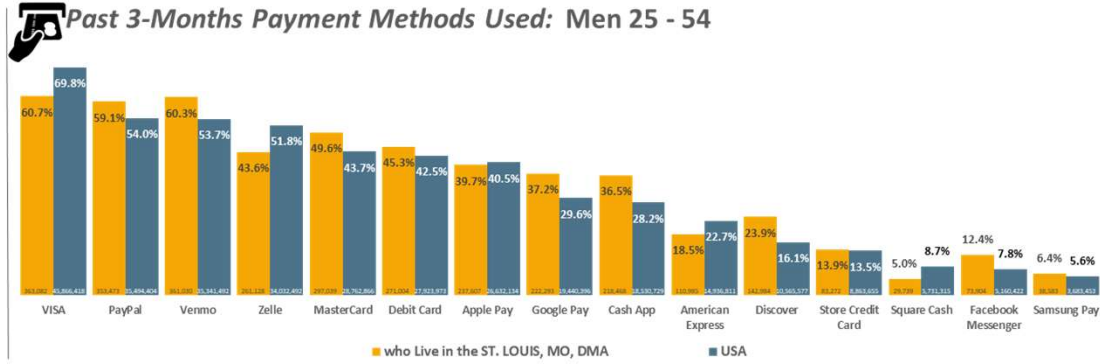
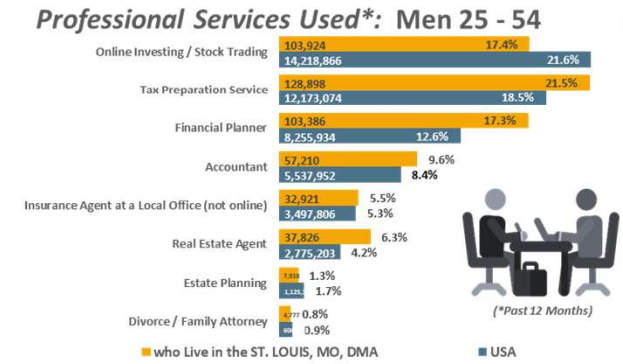
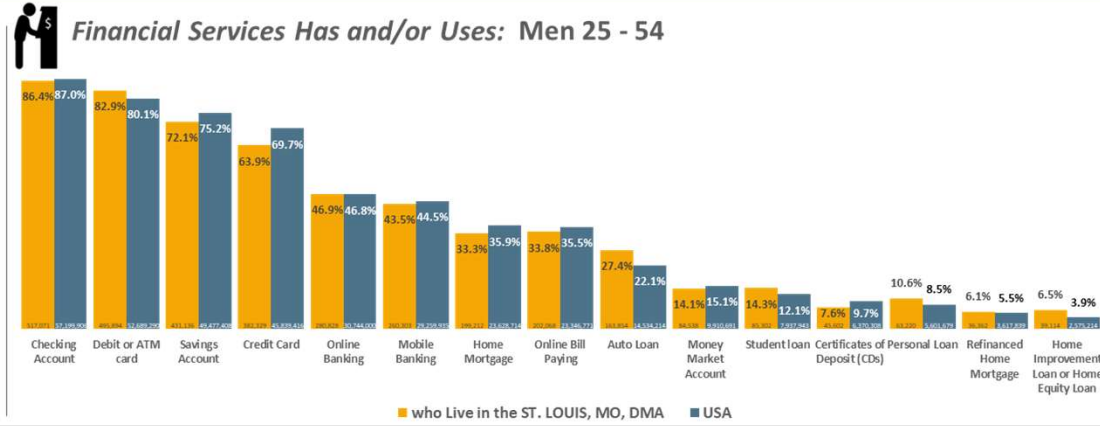
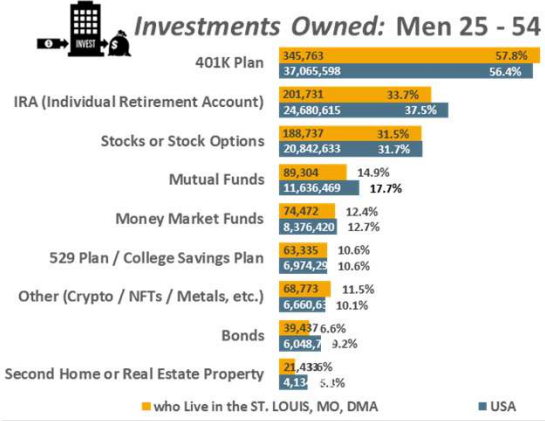
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M25-54

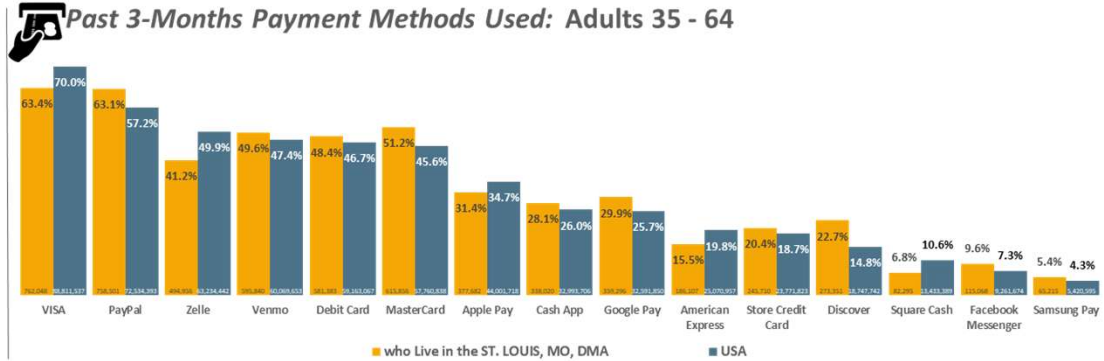
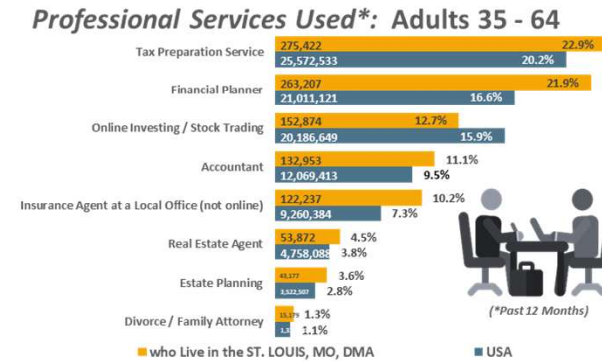
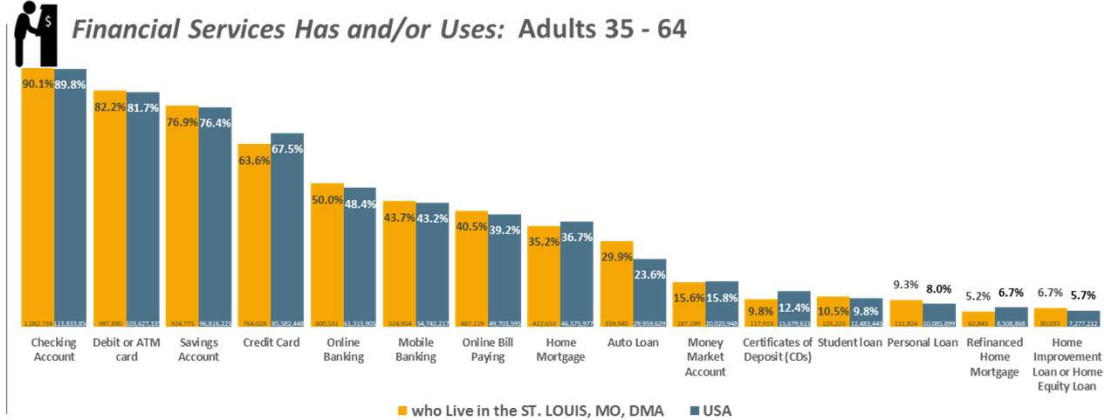
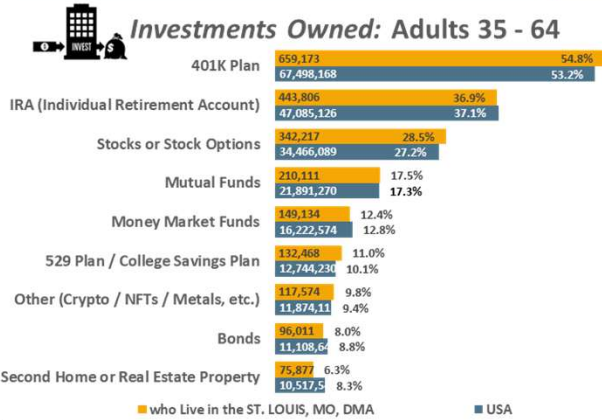
.9% or 598,353 of USA Men 25 - 54 Live in the ST. LOUIS, MO, DMA.
 Men 25 - 54 who Live in the ST. LOUIS, MO, DMA are 2.5% more likely to have a 401K, 23.9% more likely to have an Auto Loan, 19.7% less likely to Invest/Trade Stocks Online, 6.6% more likely to pay with their Debit Card.



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.9% or 1,202,070 of USA Adults 35 - 64 Live in the ST. LOUIS, MO, DMA.
 Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA are 3.3% more likely to have a 401K, 26.7% more likely to have an Auto Loan, 20.1% less likely to Invest/Trade Stocks Online, 3.7% more likely to pay with their Debit Card.



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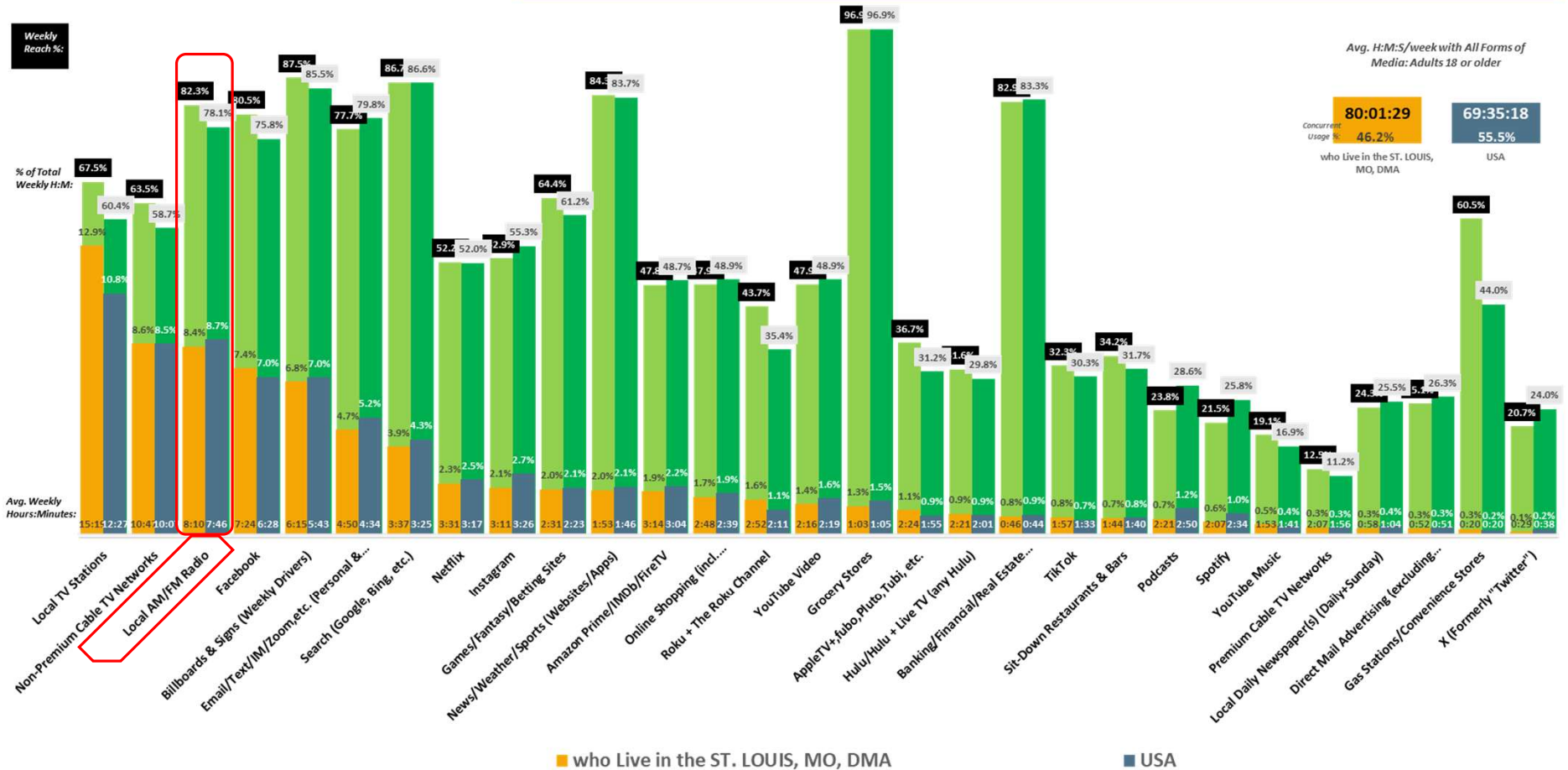
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P18+

Adults 18 or older who Live in the ST. LOUIS, MO, DMA spend an average of 3 days, 8 hours, 1 minutes and 29 seconds each week with All Forms of Media.

82.3% of Adults 18 or older who Live in the ST. LOUIS, MO, DMA spend an avg. of 8 hours and 10 minutes each week listening to All Local AM/FM Radio, representing 8.4% of total time spent with all forms of Media.

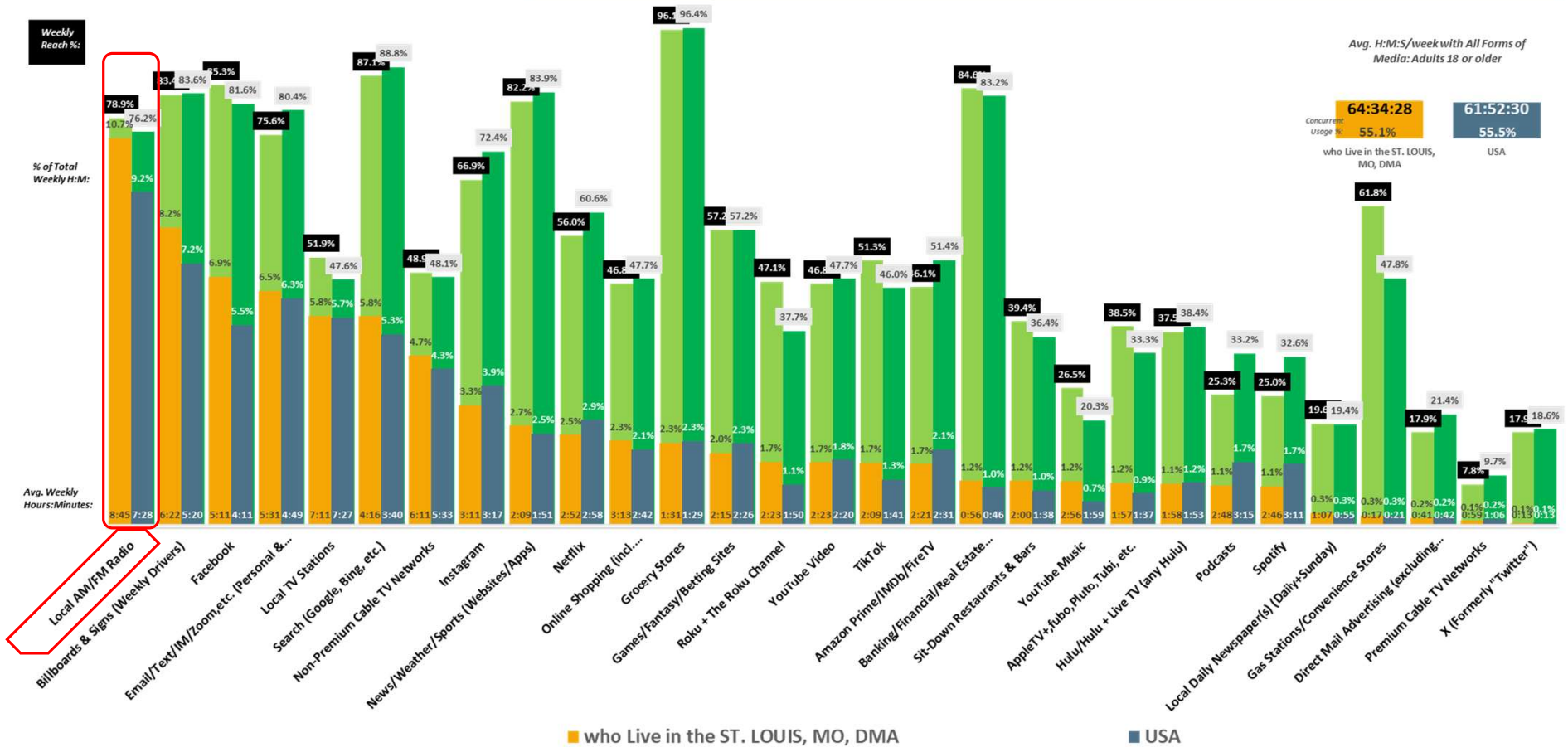


Avg. H:M:S/week with All Forms of Media: Adults 18 or older

Concurrent Usage %: **80:01:29** (46.2%) vs **69:35:18** (55.5%)
 who Live in the ST. LOUIS, MO, DMA vs USA

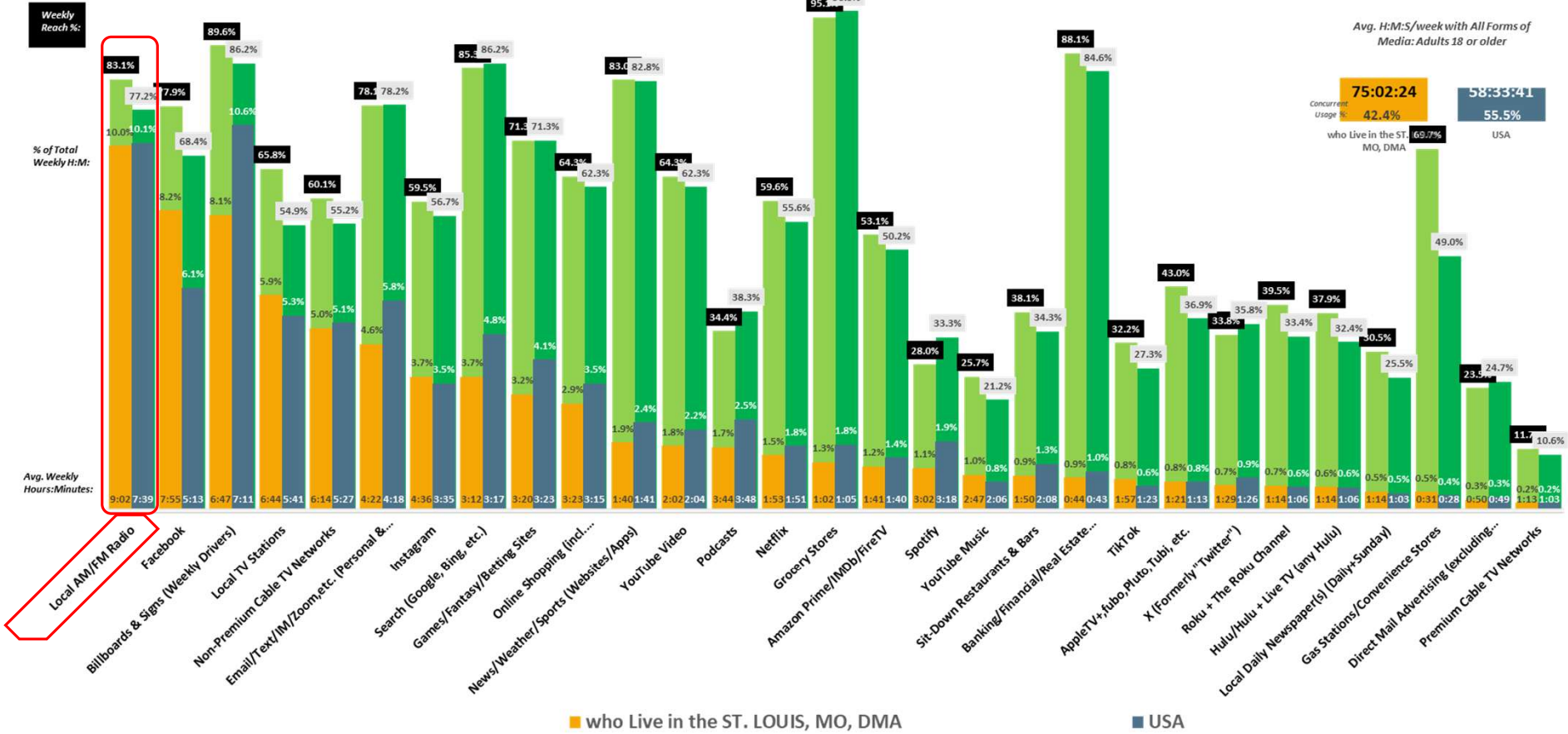


Women 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an average of 2 days, 16 hours, 34 minutes and 28 seconds each week with All Forms of Media.
 78.9% of Women 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an avg. of 8 hours and 45 minutes each week listening to All Local AM/FM Radio, representing 10.7% of total time spent with all forms of Media.





Men 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an average of 3 days, 3 hours, 2 minutes and 24 seconds each week with All Forms of Media.
 83.1% of Men 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an avg. of 9 hours and 2 minutes each week listening to All Local AM/FM Radio, representing 10.0% of total time spent with all forms of Media.

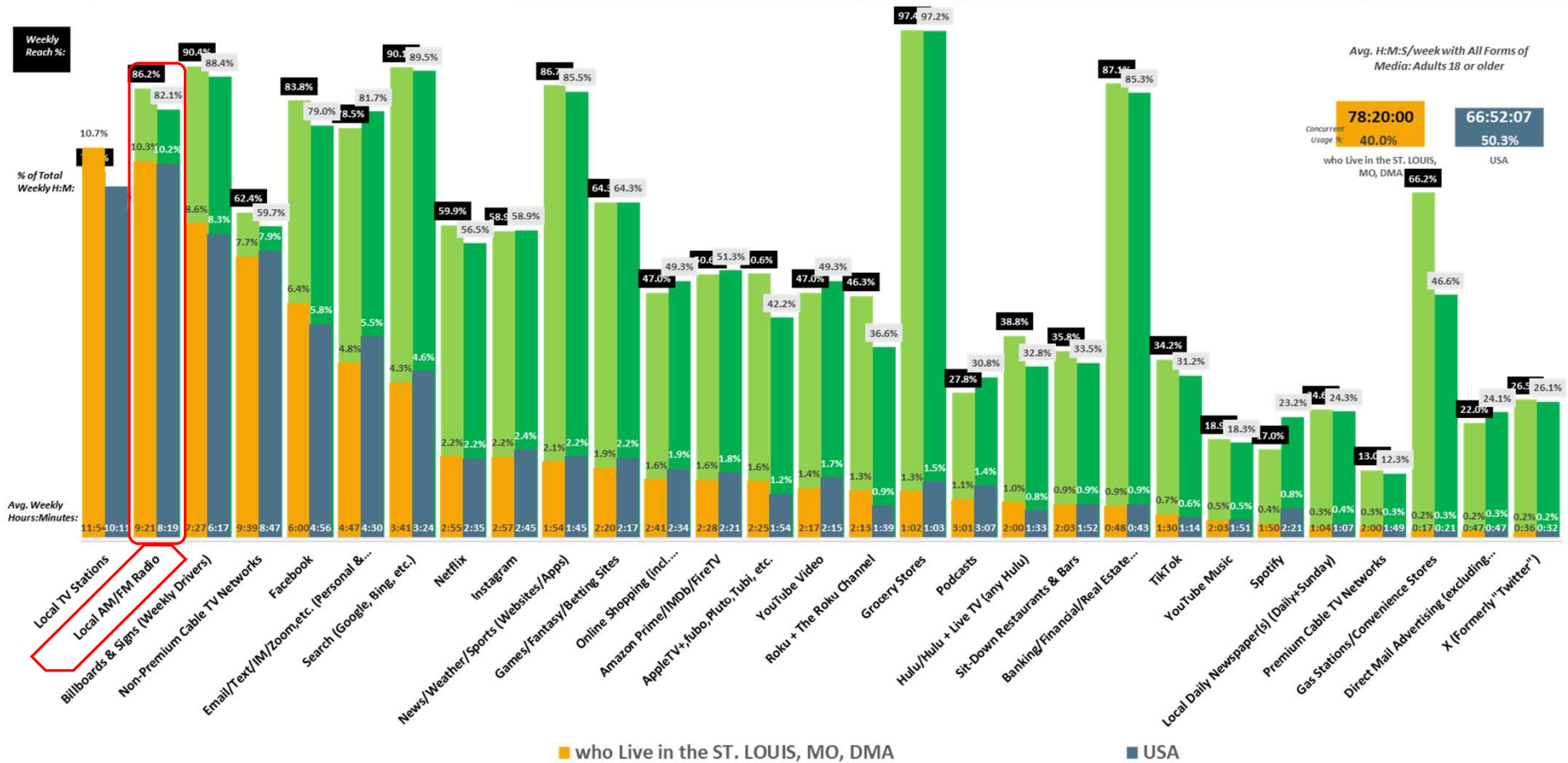


Avg. H:M:S/week with All Forms of Media: Adults 18 or older

Concurrent Usage: 42.4% (ST. Louis, MO, DMA) vs 55.5% (USA)



Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA spend an average of 3 days, 6 hours, 20 minutes and 0 seconds each week with All Forms of Media.
 86.2% of Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA spend an avg. of 9 hours and 21 minutes each week listening to All Local AM/FM Radio, representing 10.3% of total time spent with all forms of Media.

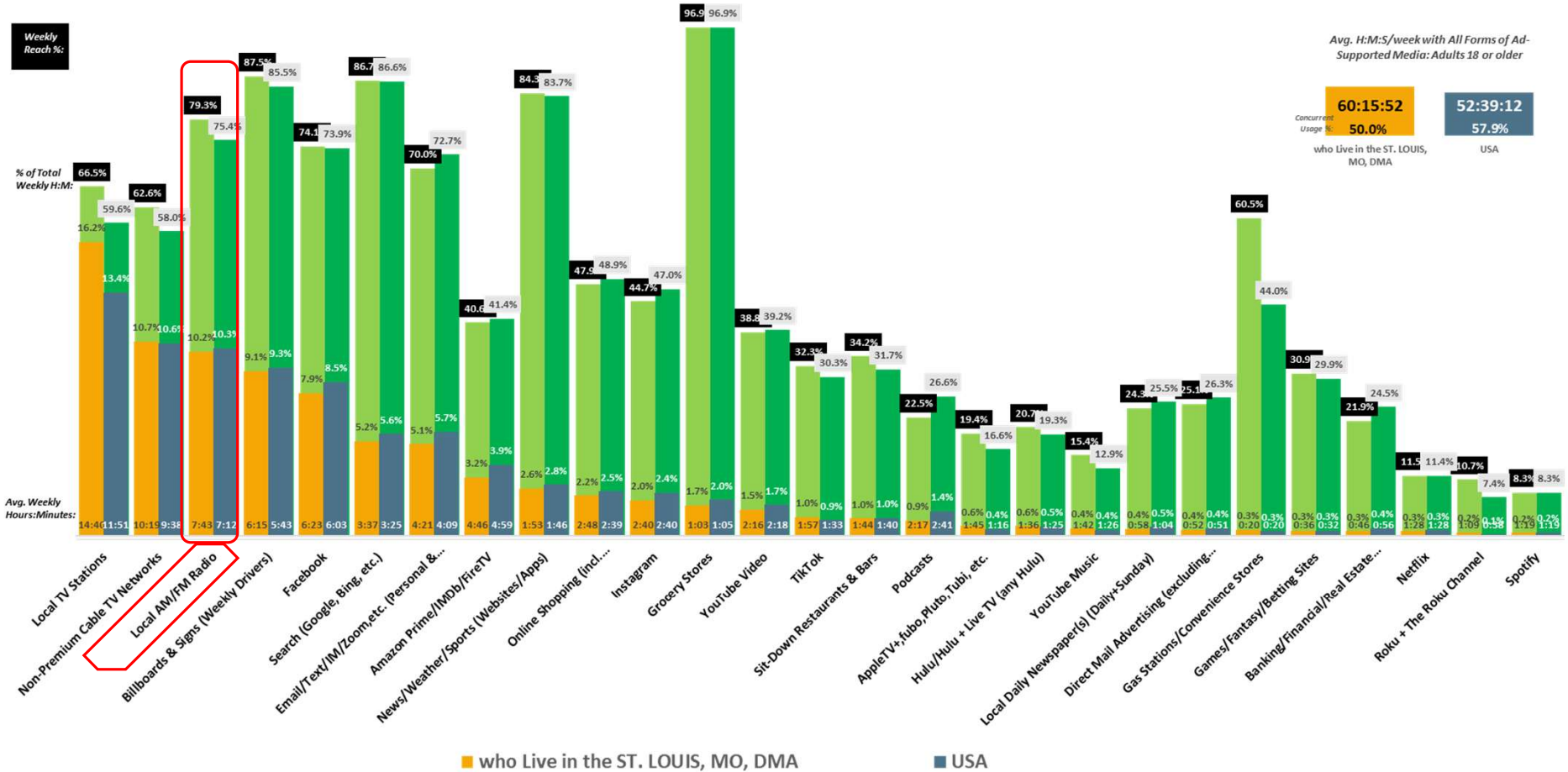


Avg. H:M:S/week with All Forms of Media: Adults 18 or older

who Live in the ST. LOUIS, MO, DMA	USA
78:20:00	66:52:07
Concurrent Usage: 40.0%	50.3%

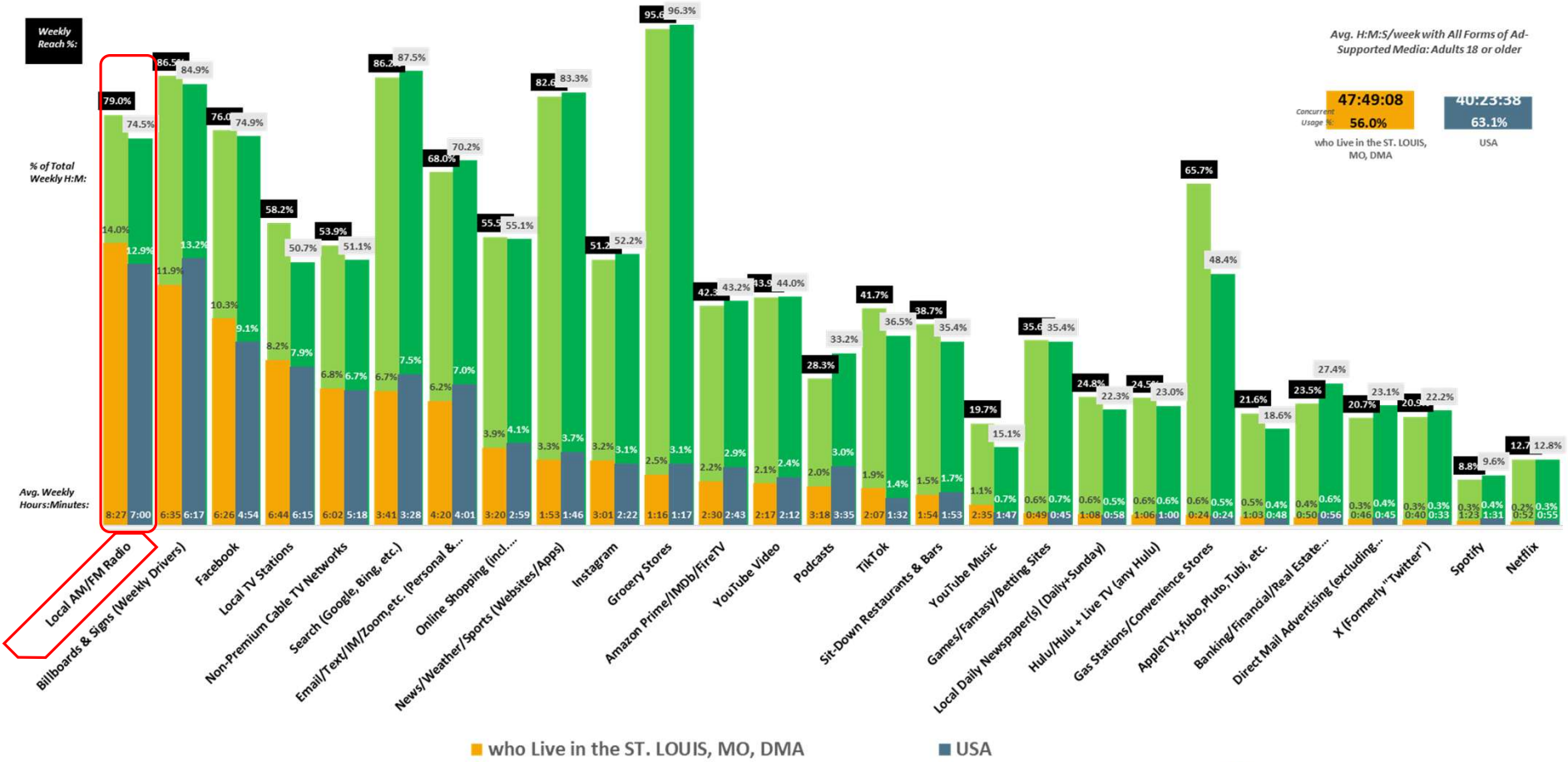


Adults 18 or older who Live in the ST. LOUIS, MO, DMA spend an average of 2 days, 12 hours, 15 minutes and 52 seconds each week with All Forms of Ad-Supported Media.
 79.3% of Adults 18 or older who Live in the ST. LOUIS, MO, DMA spend an avg. of 7 hours and 43 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.2% of total time spent with all forms of Ad-Supported Media.





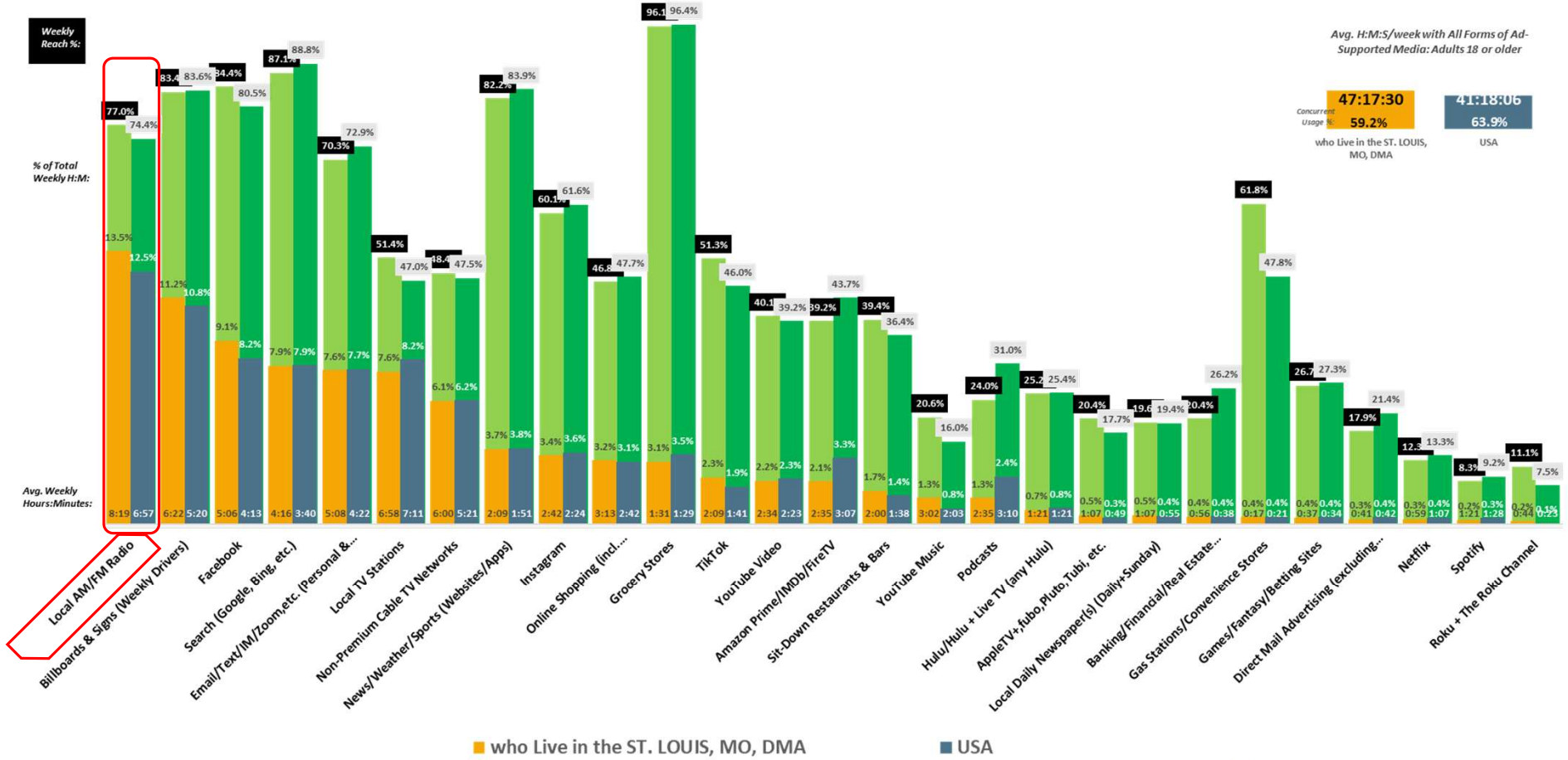
Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an average of 1 days, 23 hours, 49 minutes and 8 seconds each week with All Forms of Ad-Supported Media.
 79.0% of Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an avg. of 8 hours and 27 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.0% of total time spent with all forms of Ad-Supported Media.



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Women 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an average of 1 days, 23 hours, 17 minutes and 30 seconds each week with All Forms of Ad-Supported Media.
 77.0% of Women 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an avg. of 8 hours and 19 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.5% of total time spent with all forms of Ad-Supported Media.



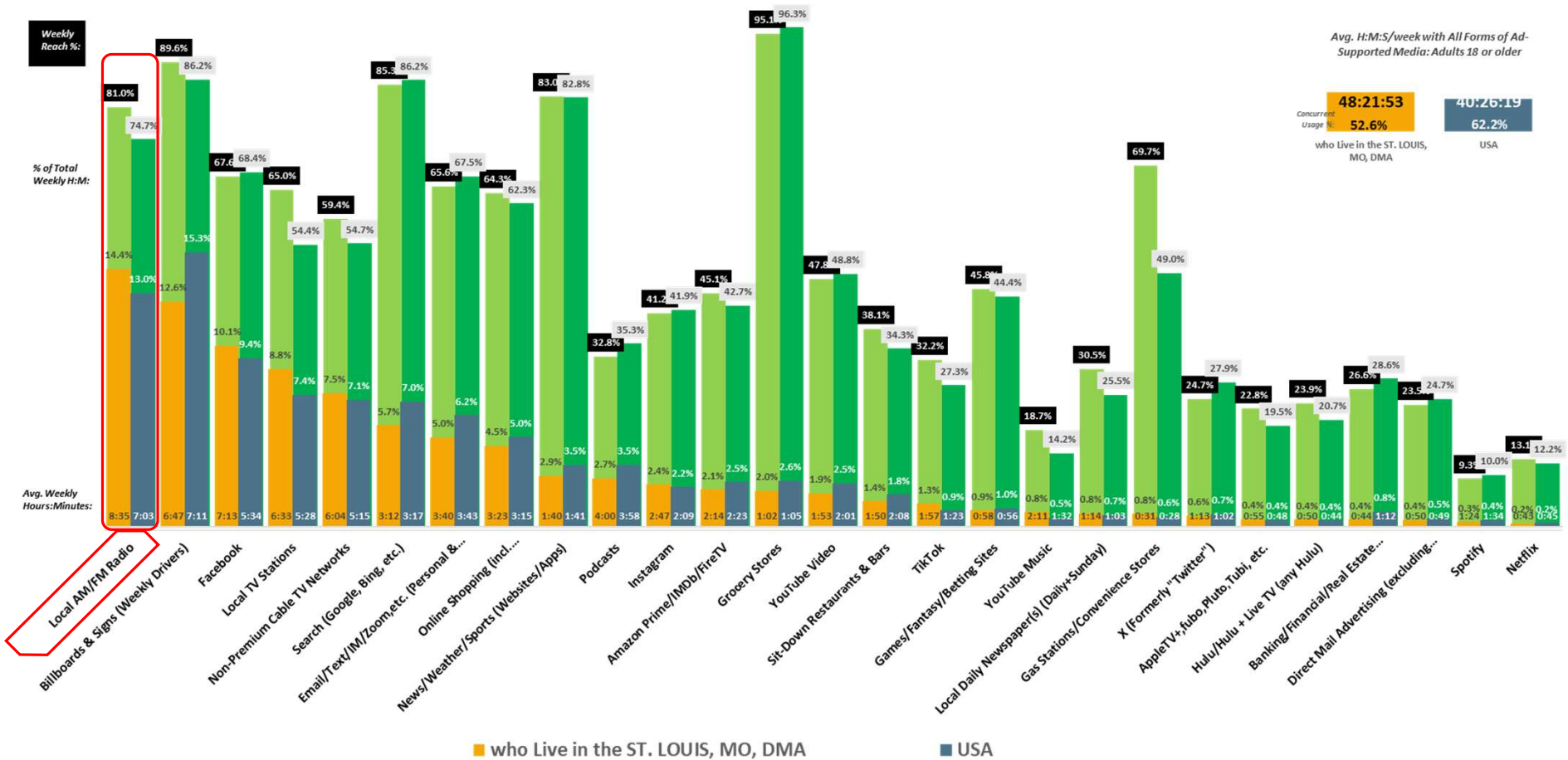
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

who Live in the ST. LOUIS, MO, DMA	47:17:30
USA	41:18:06

Concurrent Usage %: 59.2% (DMA) vs 63.9% (USA)

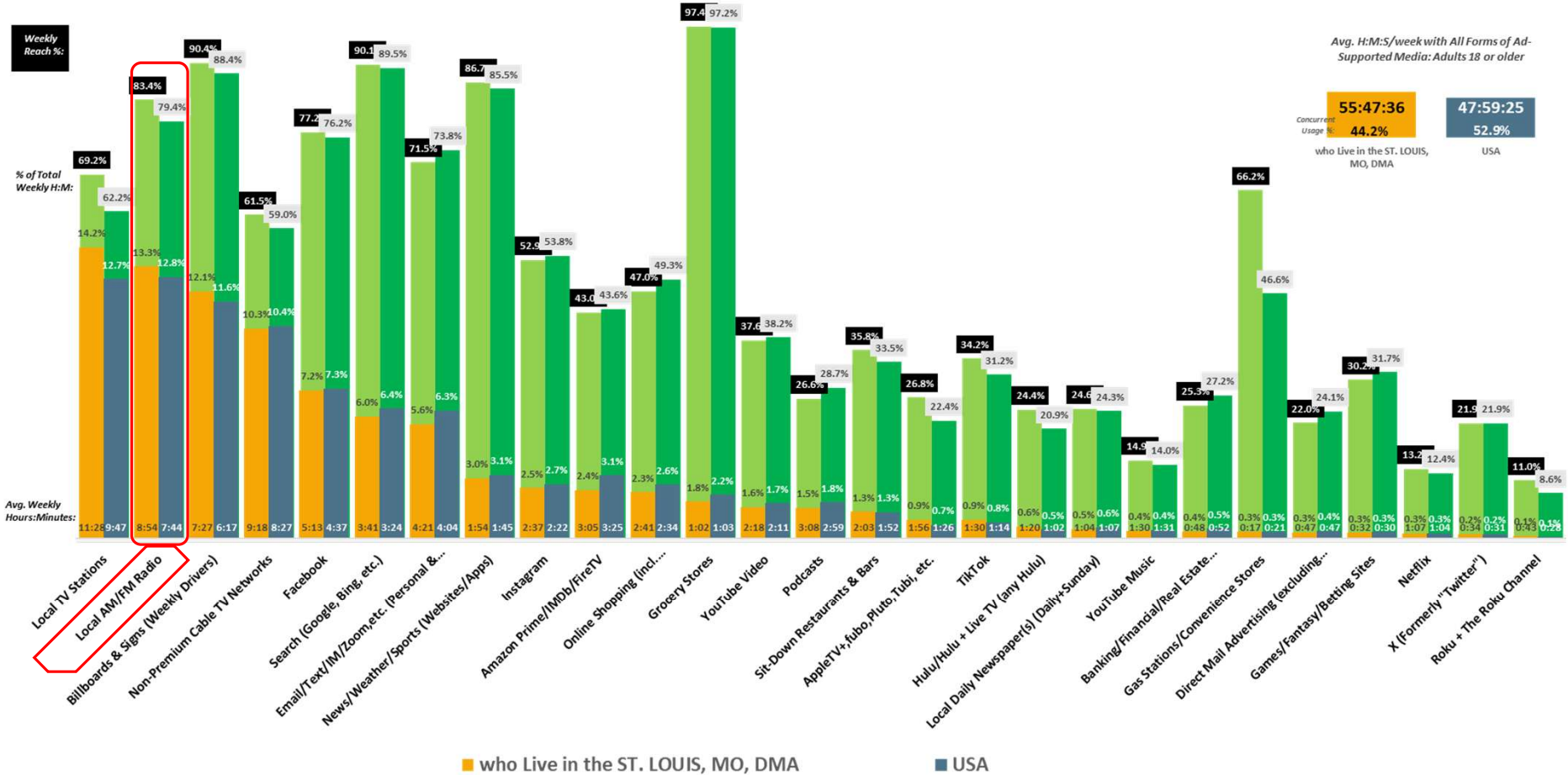


Men 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an average of 2 days, 0 hours, 21 minutes and 53 seconds each week with All Forms of Ad-Supported Media.
 81.0% of Men 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an avg. of 8 hours and 35 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.4% of total time spent with all forms of Ad-Supported Media.





Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA spend an average of 2 days, 7 hours, 47 minutes and 36 seconds each week with All Forms of Ad-Supported Media.
 83.4% of Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA spend an avg. of 8 hours and 54 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.3% of total time spent with all forms of Ad-Supported Media.



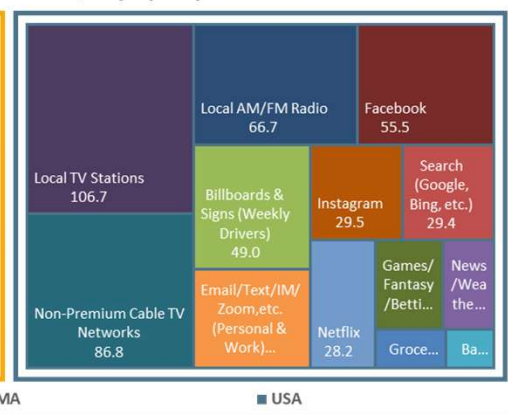
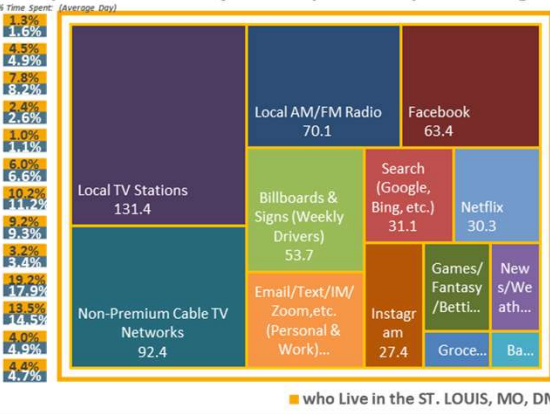
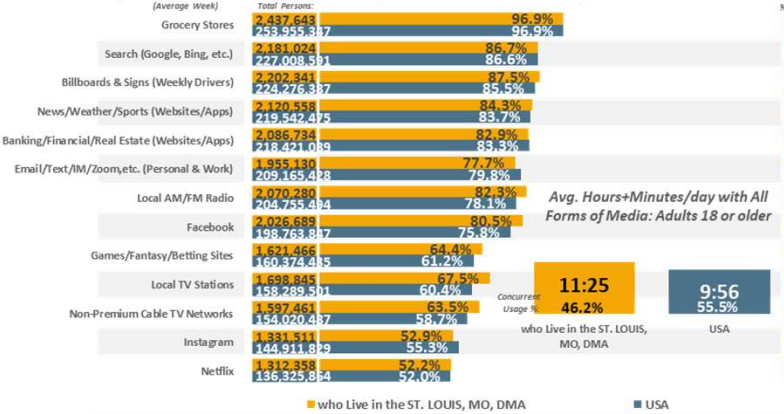
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

who Live in the ST. LOUIS, MO, DMA	USA
55:47:36	47:59:25
Concurrent Usage %: 44.2%	52.9%

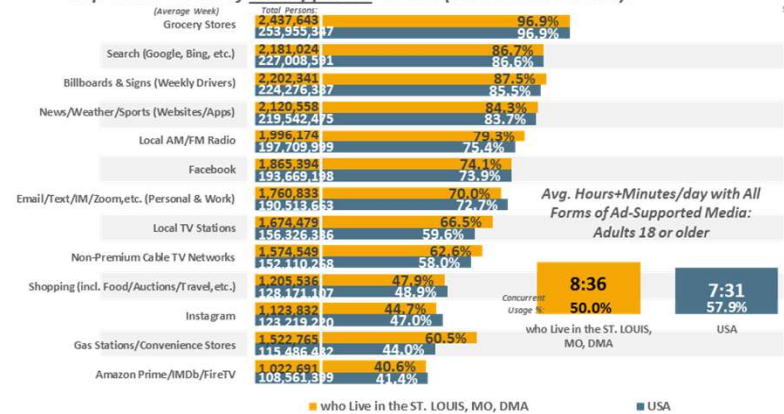


Adults 18 or older who Live in the ST. LOUIS, MO, DMA spend an average of 8 hours and 36 minutes each day with All Forms of Ad-Supported Media. 79.3% listen to Local AM/FM Radio for an avg. of 66.2 minutes/day.
(Local Radio delivers 10.2% of Time with Ad-Supported Media.)

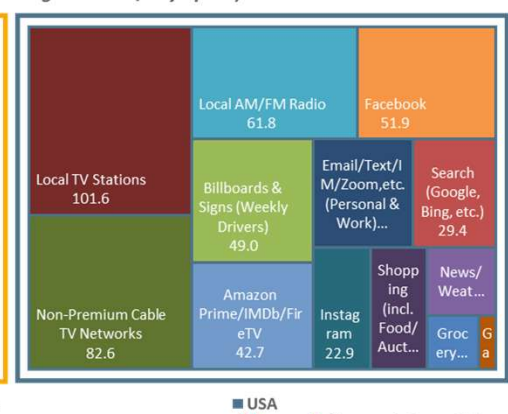
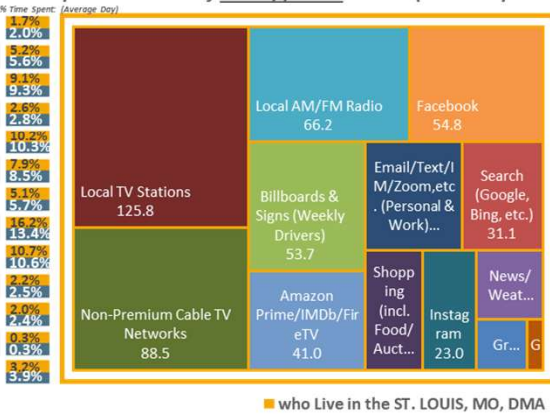
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older **Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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

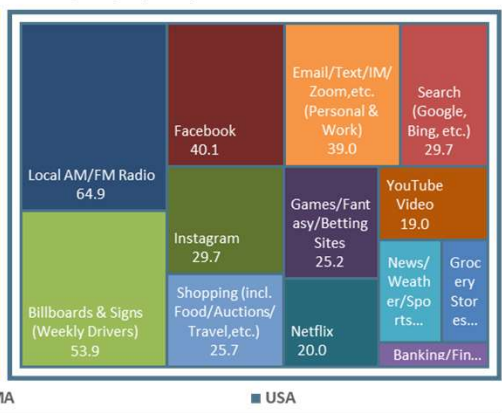
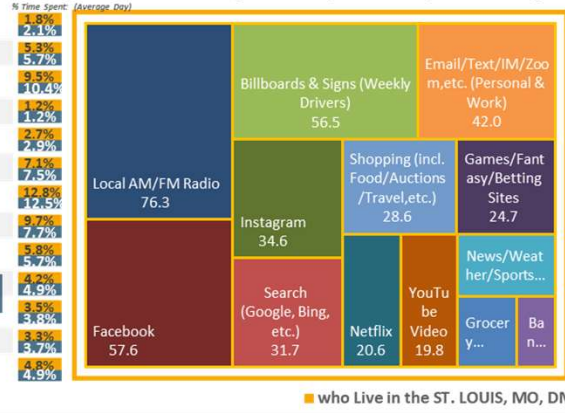
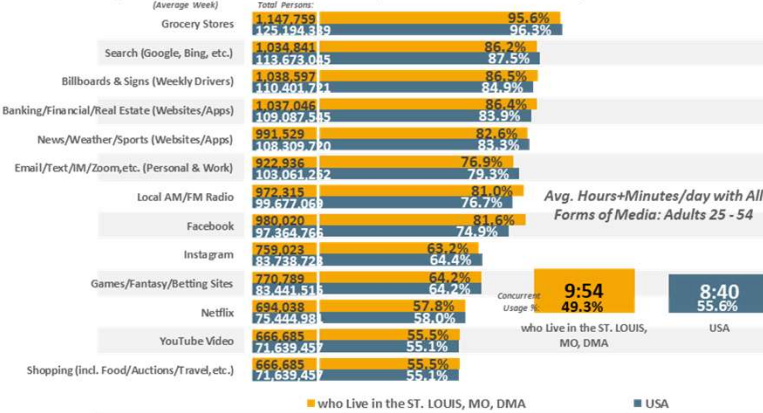




Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an average of 6 hours and 49 minutes each day with All Forms of Ad-Supported Media. 79.% listen to Local AM/FM Radio for an avg. of 72.5 minutes/day. (Local Radio delivers 14.% of Time with Ad-Supported Media.)

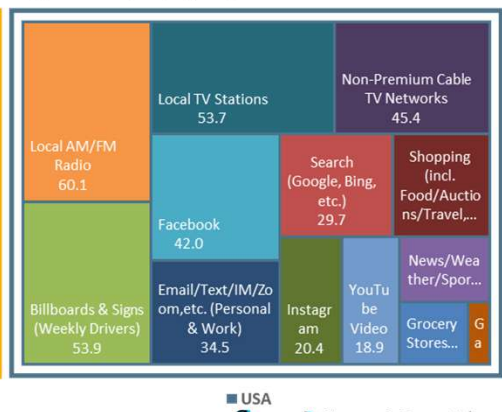
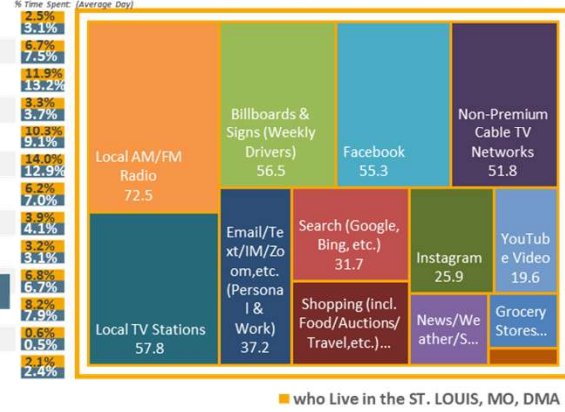
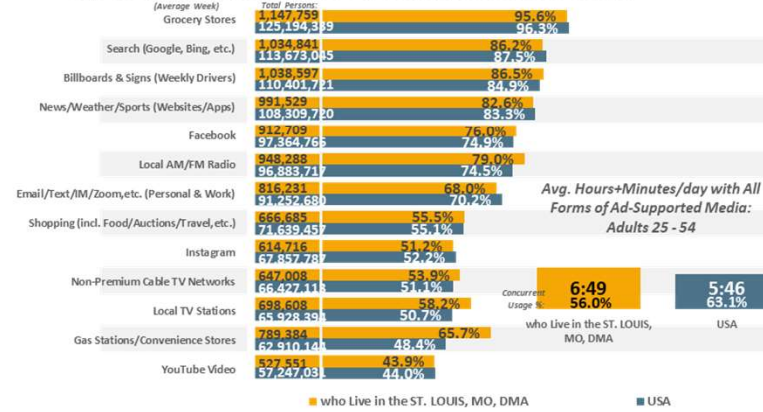
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54

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



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

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



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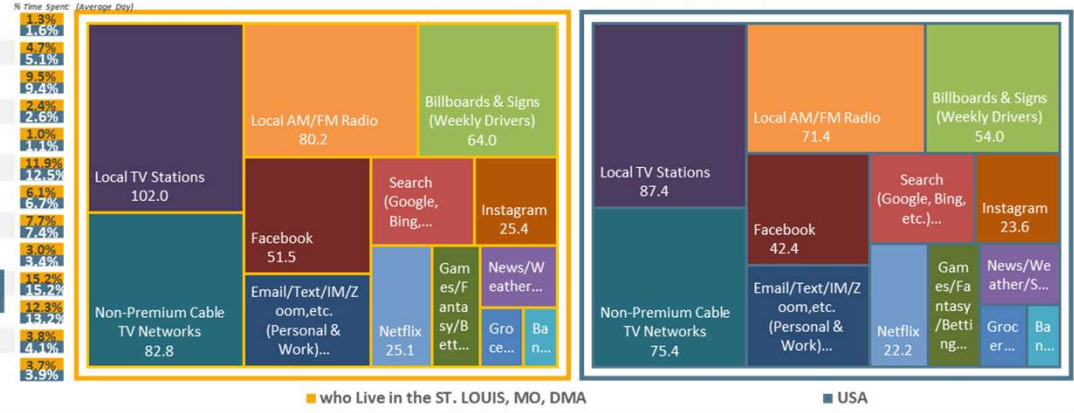
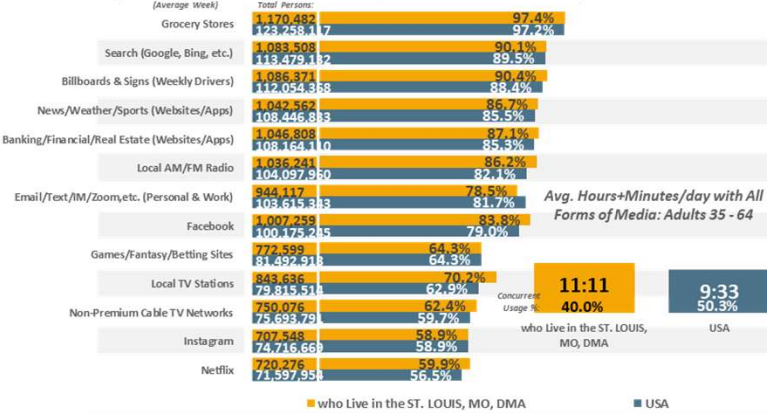




Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA spend an average of 7 hours and 58 minutes each day with All Forms of Ad-Supported Media. 83.4% listen to Local AM/FM Radio for an avg. of 76.3 minutes/day. (Local Radio delivers 13.3% of Time with Ad-Supported Media.)

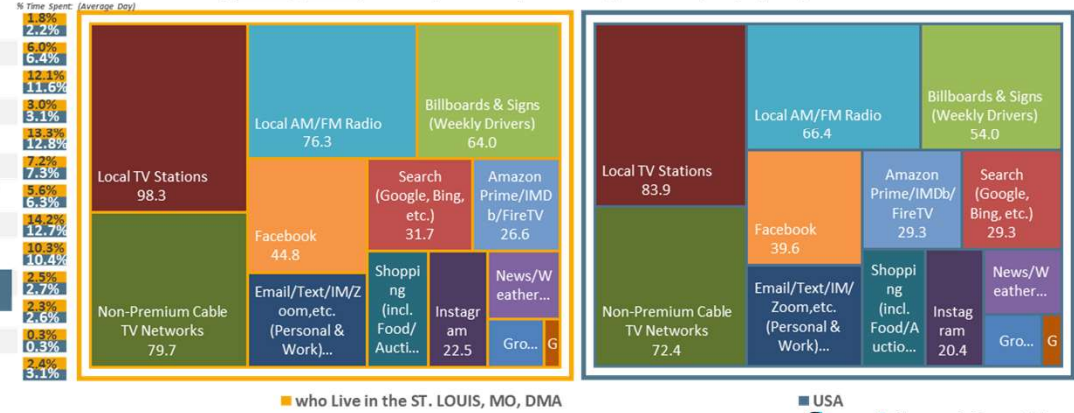
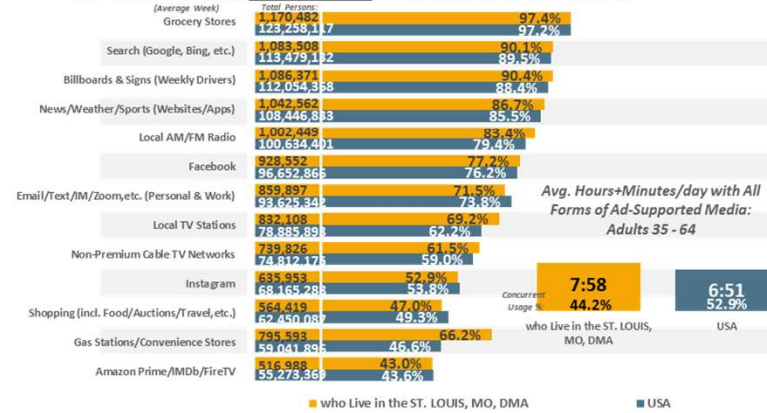
Top-13 All Forms of Media (Persons & % Reach): Adults 35 - 64

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



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

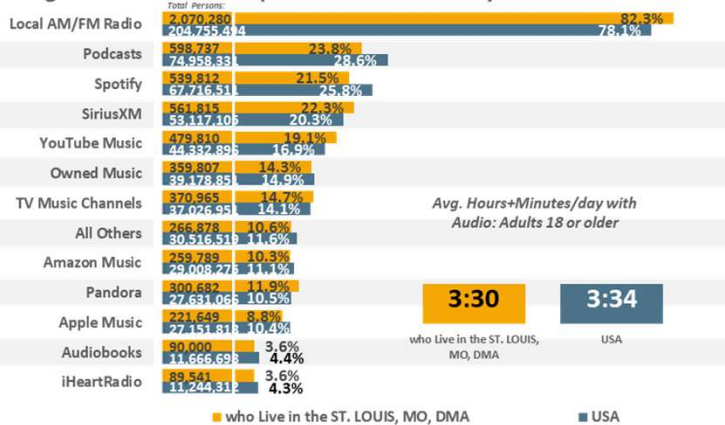
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



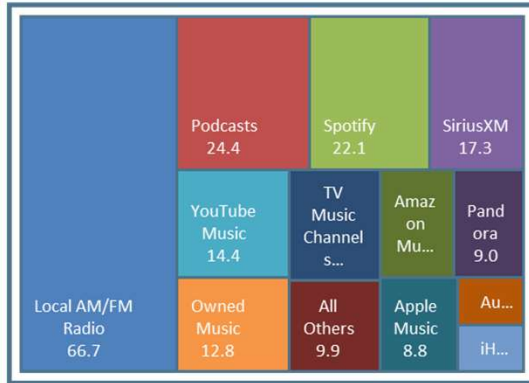


1,996,174 or 79.3% of Adults 18 or older who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio for an average of 66.2 minutes every day representing 43.2% of all time spent daily with Ad-Supported Audio.

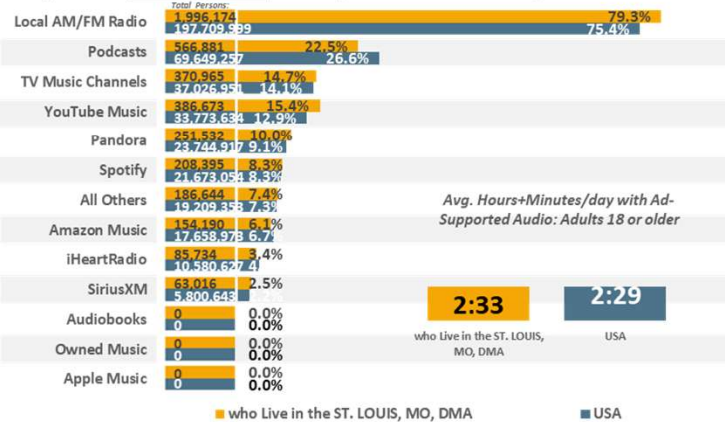
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



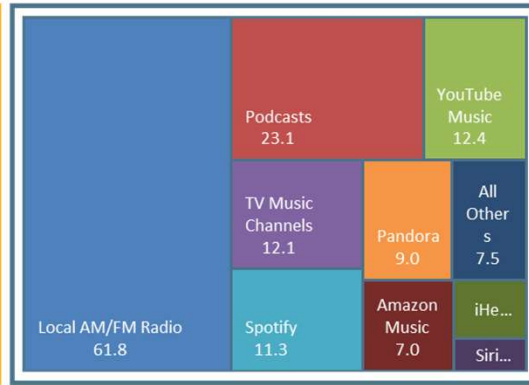
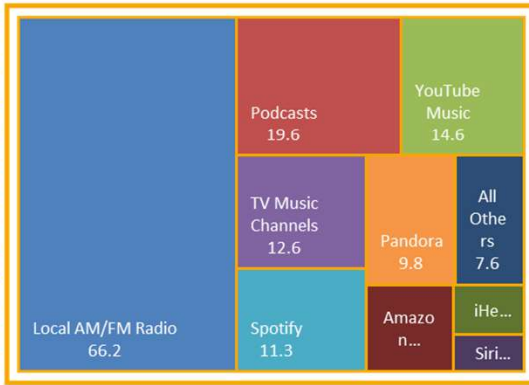
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



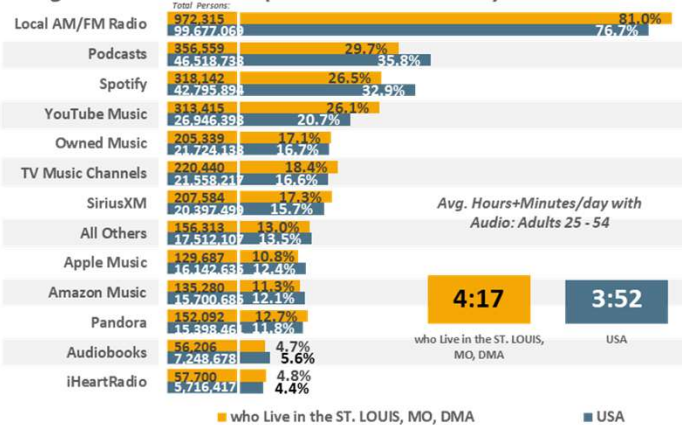
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



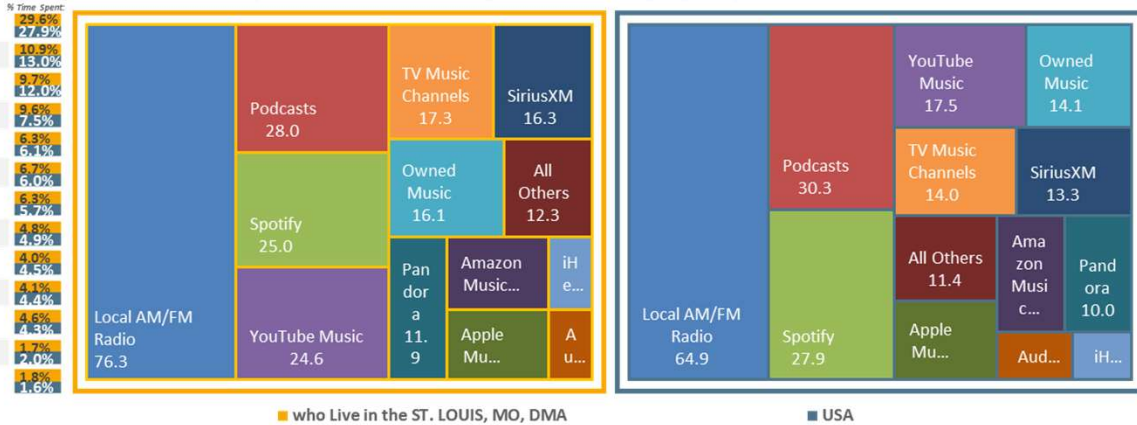


948,288 or 79.% of Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio for an average of 72.5 minutes every day representing 37.9% of all time spent daily with Ad-Supported Audio.

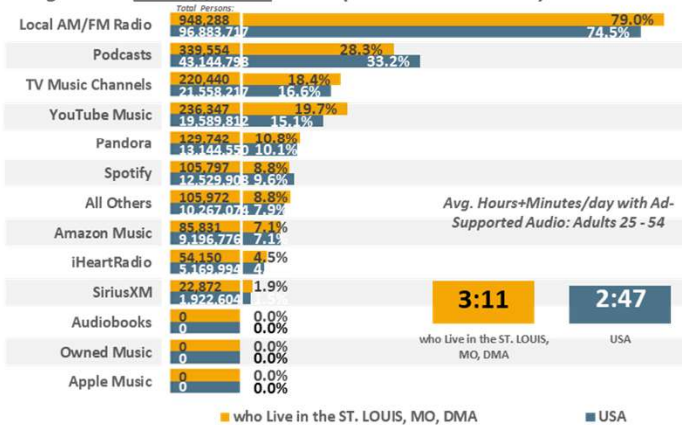
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



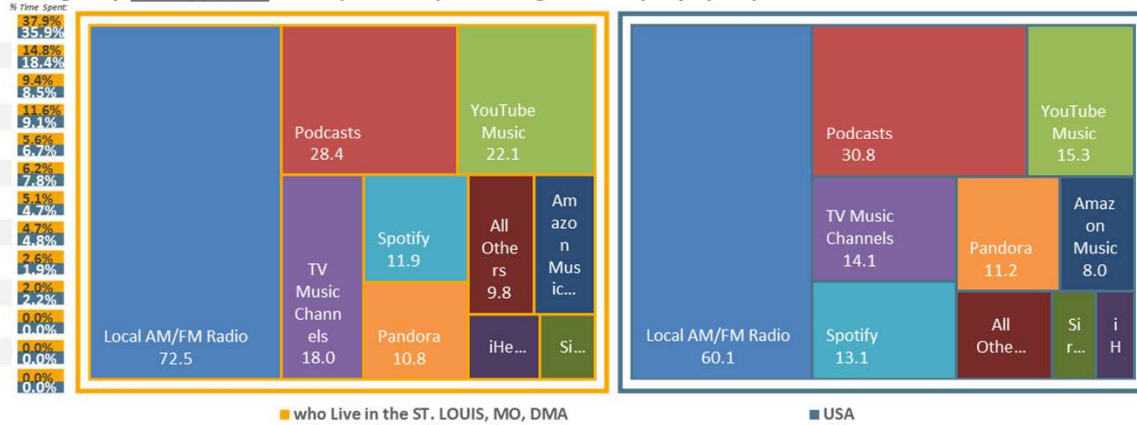
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



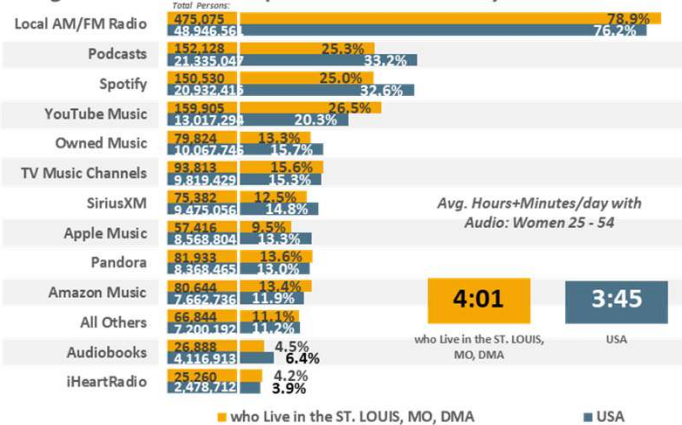
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



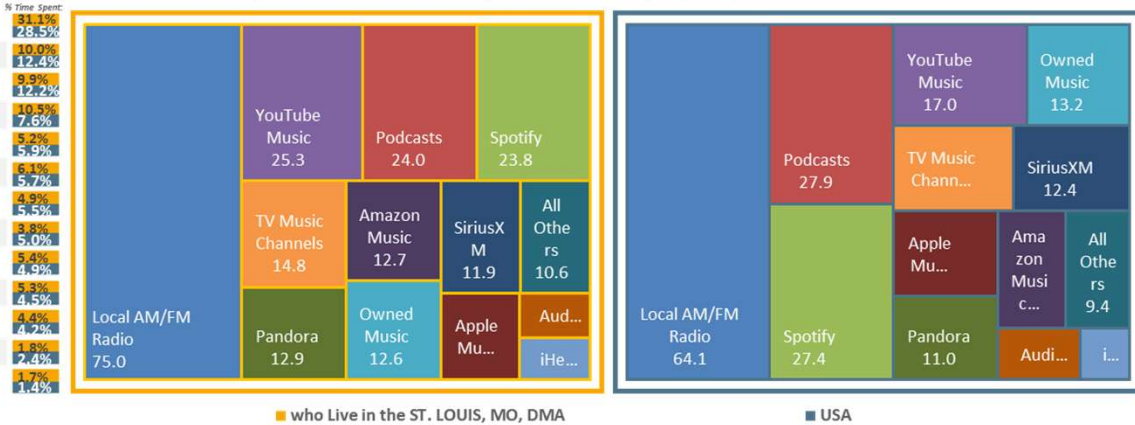


463,767 or 77.0% of Women 25 - 54 who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio for an average of 71.3 minutes every day representing 38.5% of all time spent daily with Ad-Supported Audio.

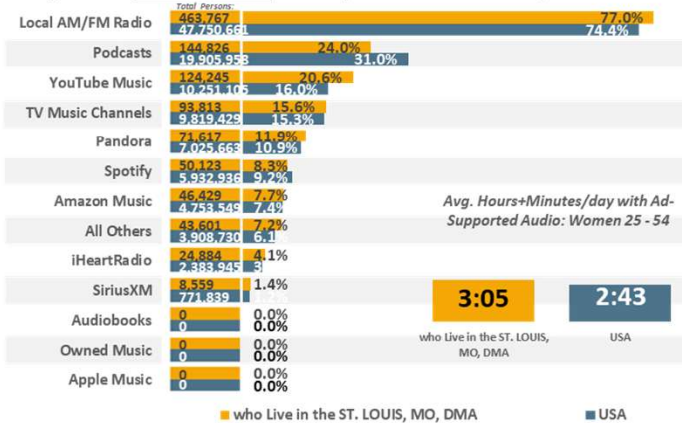
Avg. Week All Audio (Persons & % Reach): Women 25 - 54



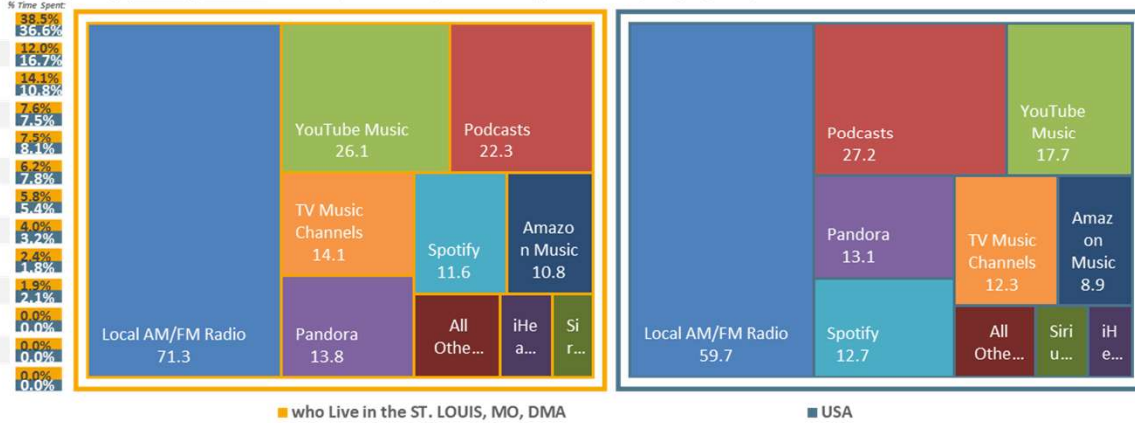
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



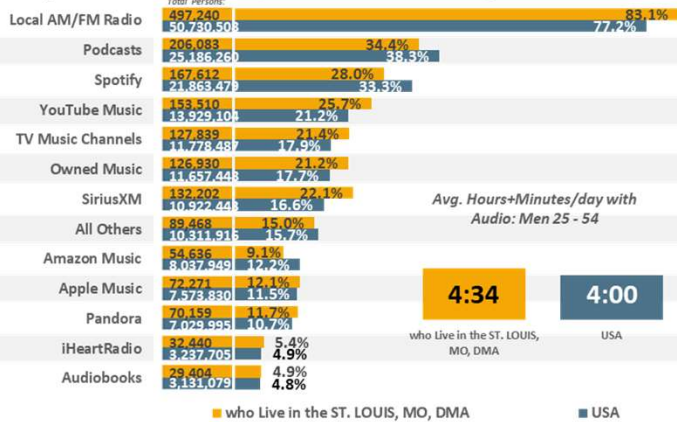
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



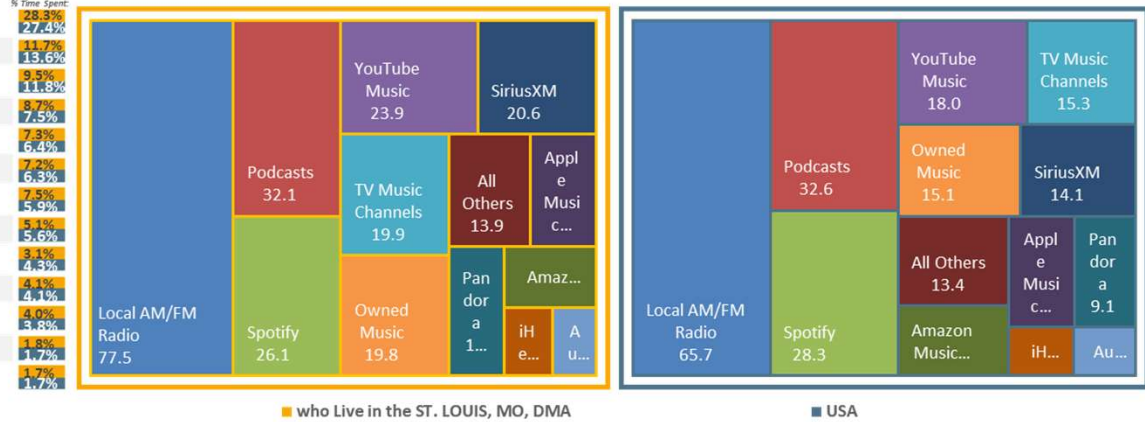


484,499 or 81.0% of Men 25 - 54 who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio for an average of 73.7 minutes every day representing 37.1% of all time spent daily with Ad-Supported Audio.

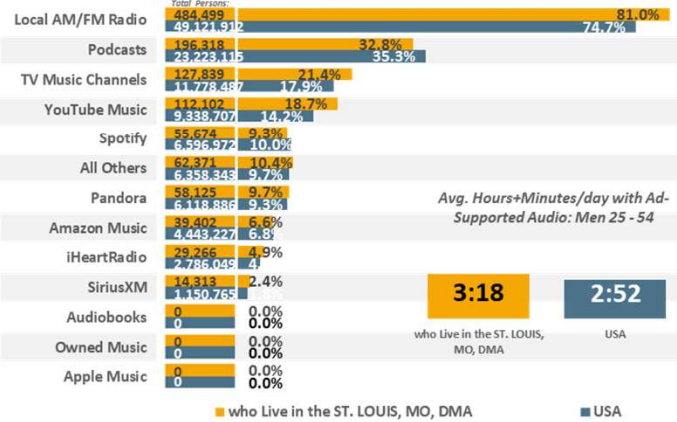
Avg. Week All Audio (Persons & % Reach): Men 25 - 54



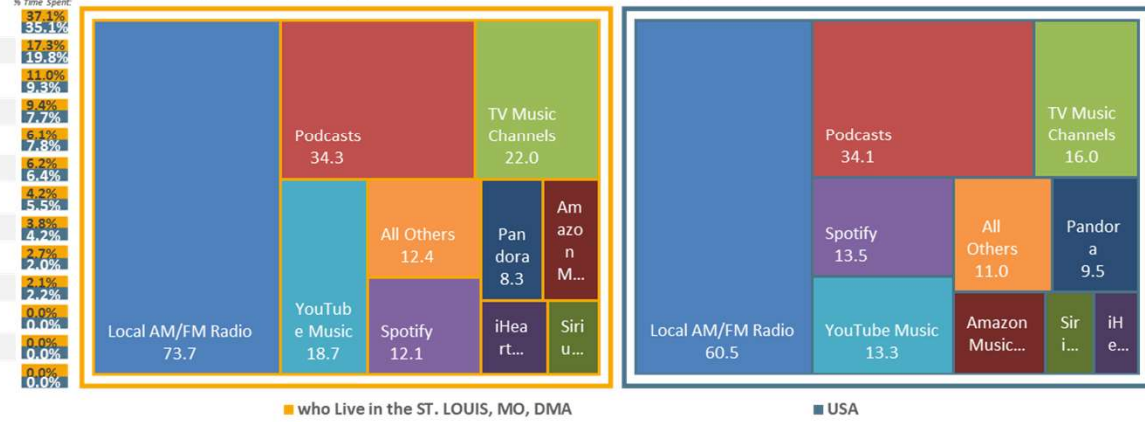
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



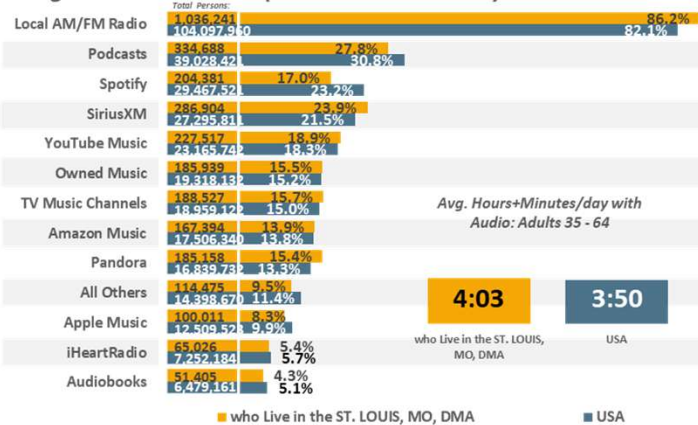
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



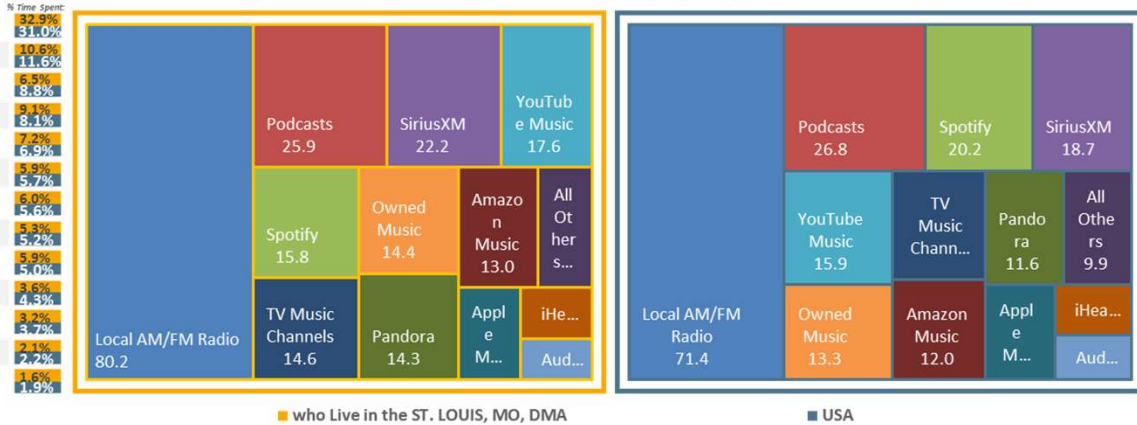


1,002,449 or 83.4% of Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio for an average of 76.3 minutes every day representing 41.6% of all time spent daily with Ad-Supported Audio.

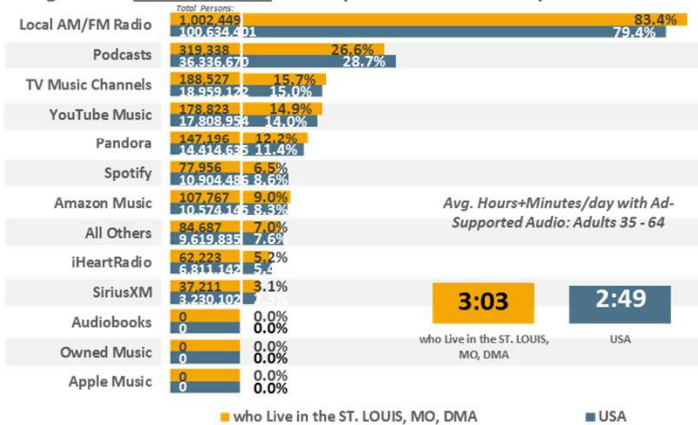
Avg. Week All Audio (Persons & % Reach): Adults 35 - 64



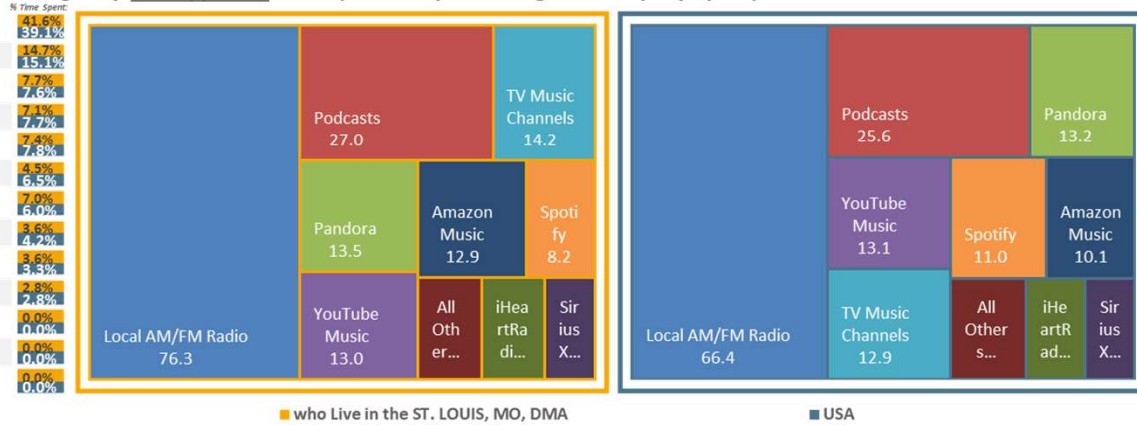
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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

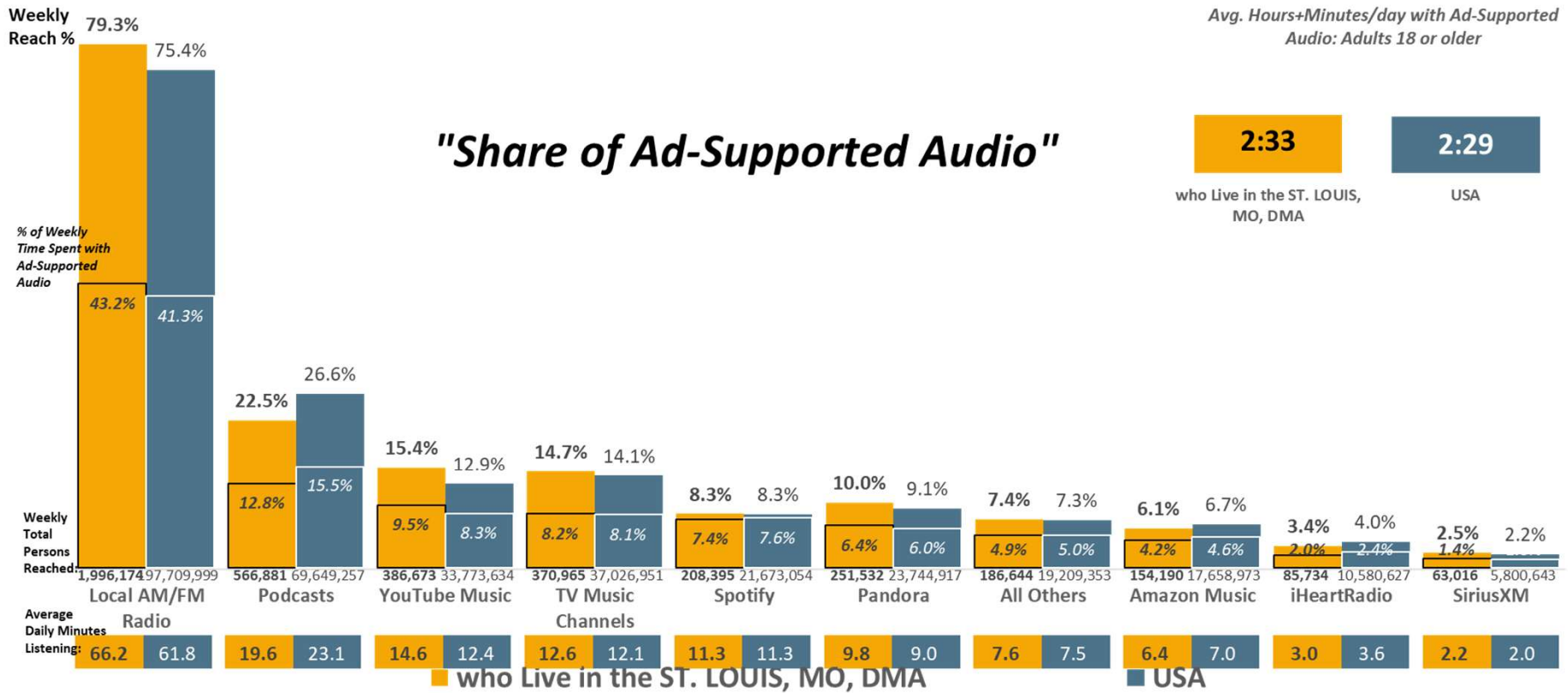


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



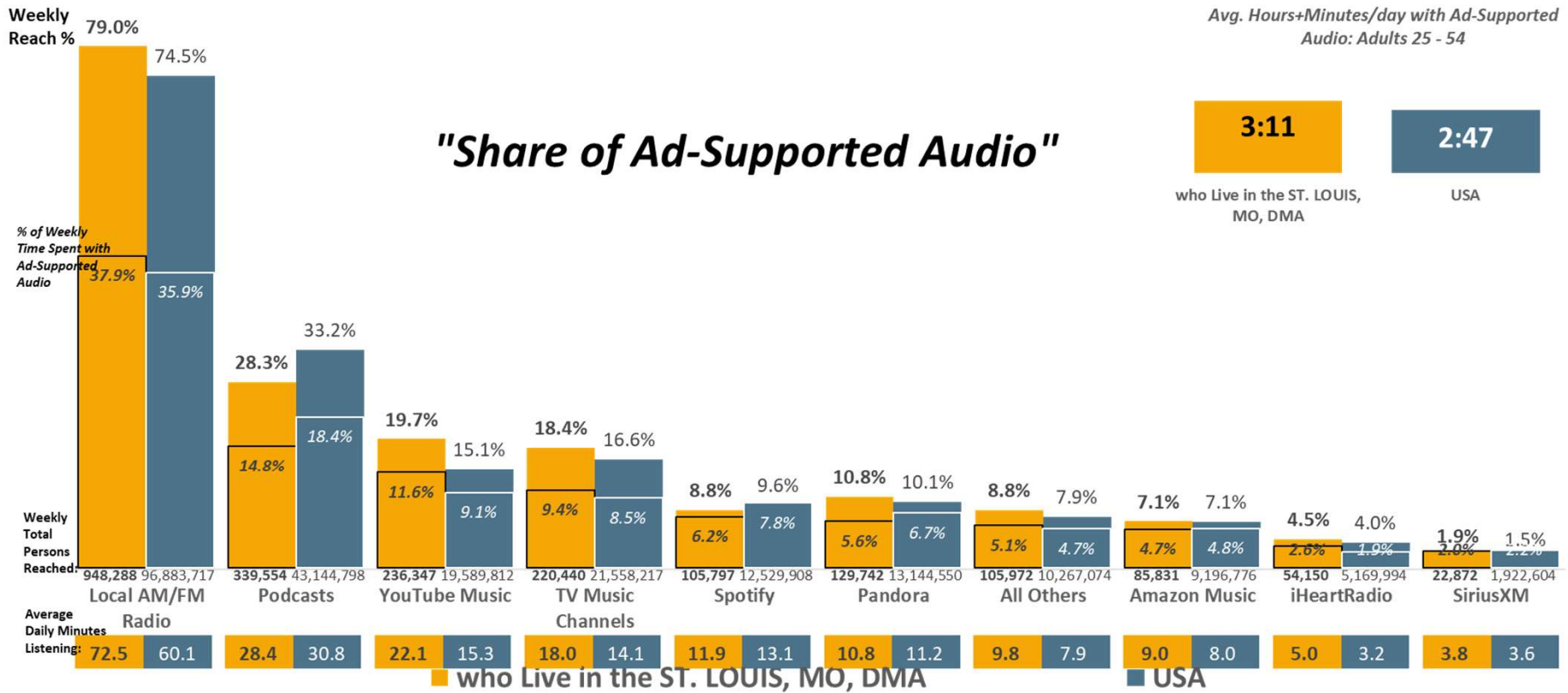


1,996,174 or 79.3% of Adults 18 or older who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio for an average of 66.2 minutes every day representing 43.2% of all time spent daily with Ad-Supported Audio.



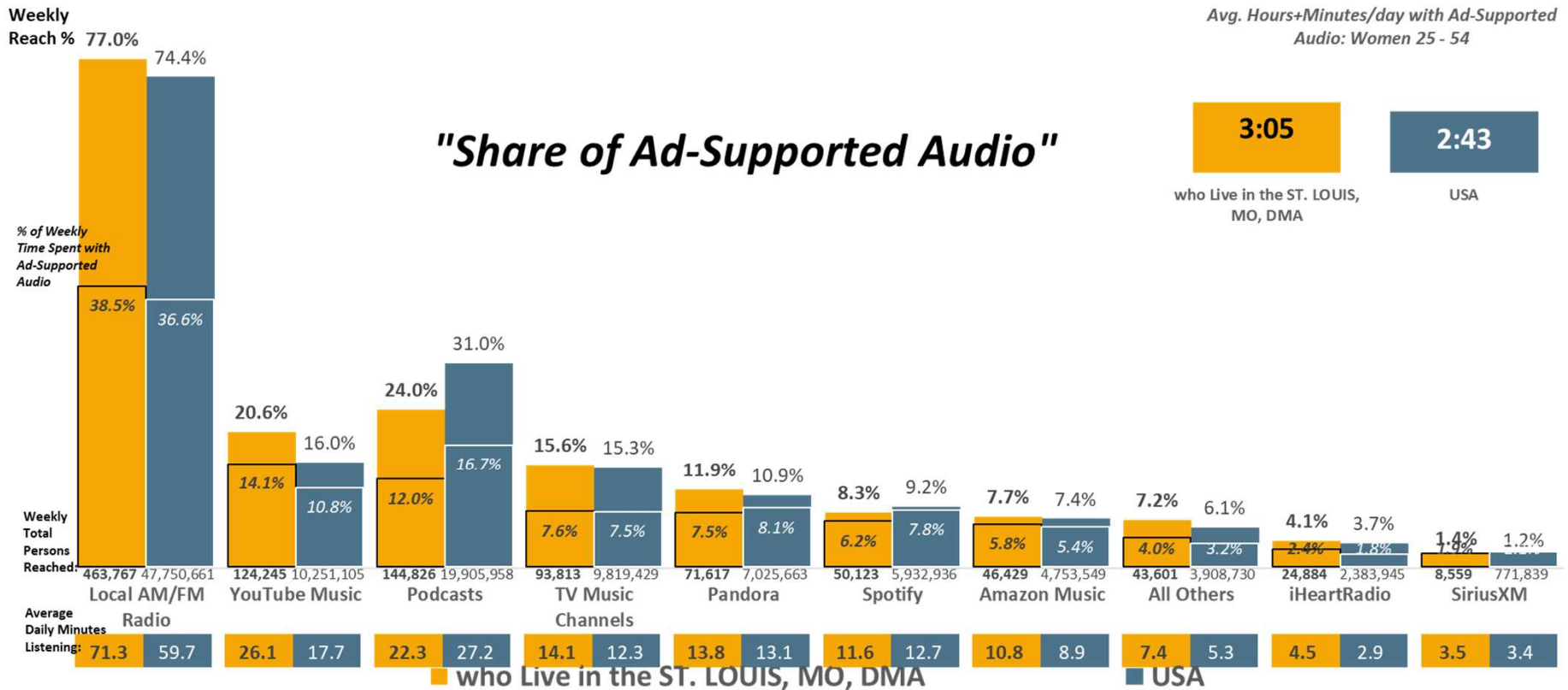


948,288 or 79.0% of Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio for an average of 72.5 minutes every day representing 37.9% of all time spent daily with Ad-Supported Audio.



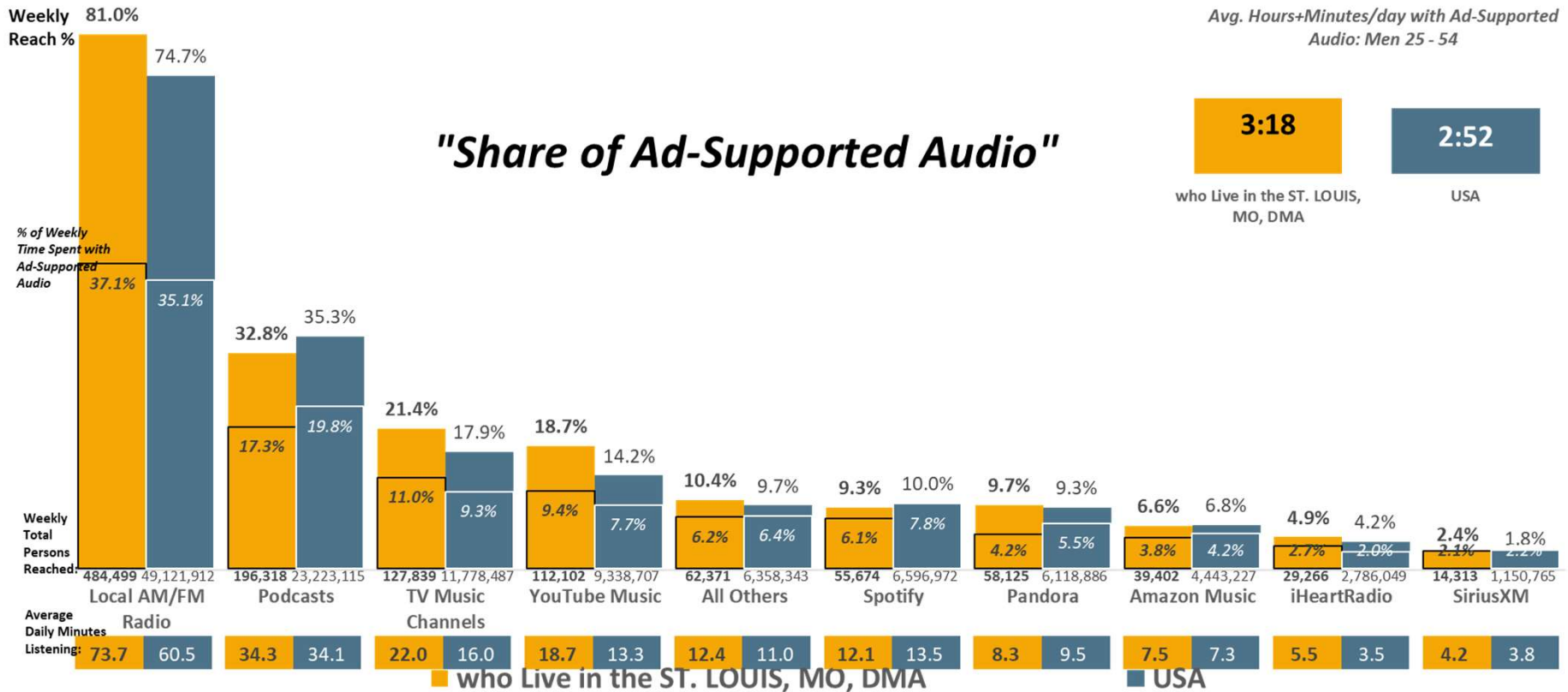


463,767 or 77.0% of Women 25 - 54 who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio for an average of 71.3 minutes every day representing 38.5% of all time spent daily with Ad-Supported Audio.





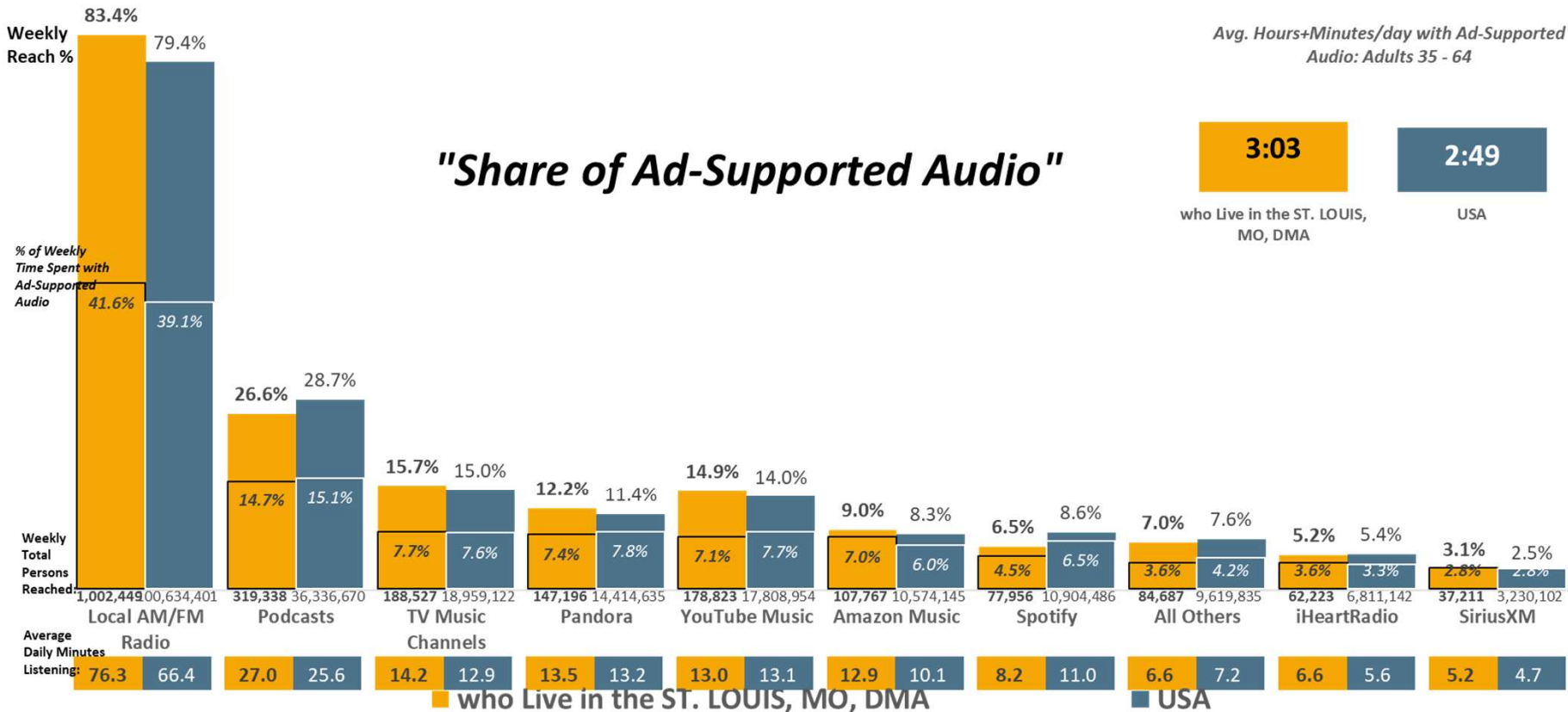
484,499 or 81.0% of Men 25 - 54 who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio for an average of 73.7 minutes every day representing 37.1% of all time spent daily with Ad-Supported Audio.





1,002,449 or 83.4% of Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio for an average of 76.3 minutes every day representing 41.6% of all time spent daily with Ad-Supported Audio.

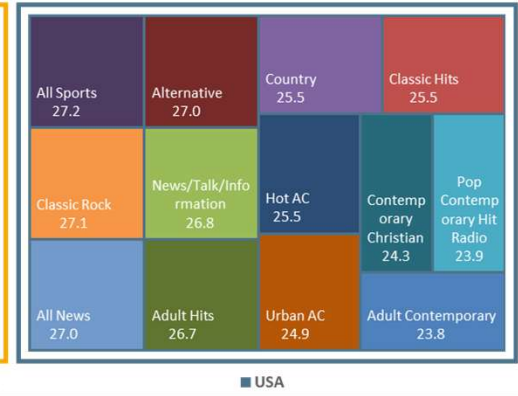
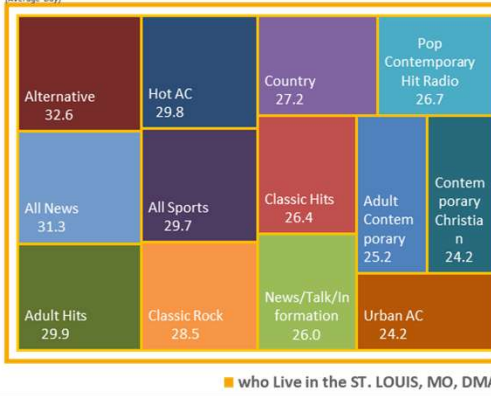
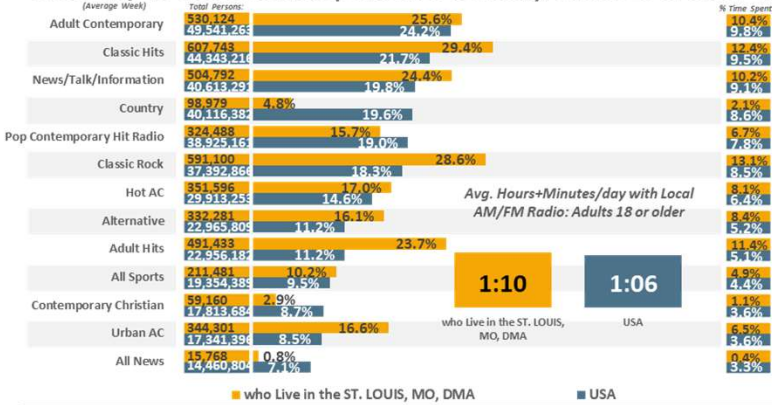
"Share of Ad-Supported Audio"



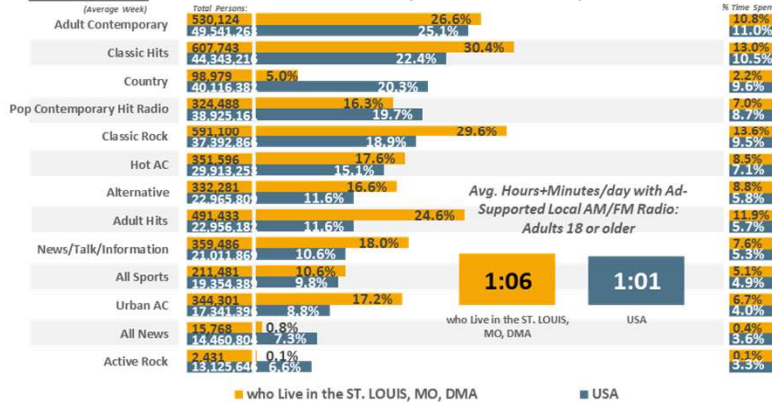


1,996,174 or 79.3% of Adults 18 or older who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Classic Rock, Adult Contemporary, Adult Hits, and News/Talk/Information.

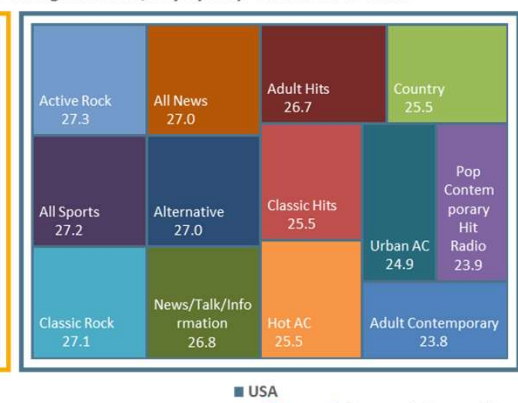
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



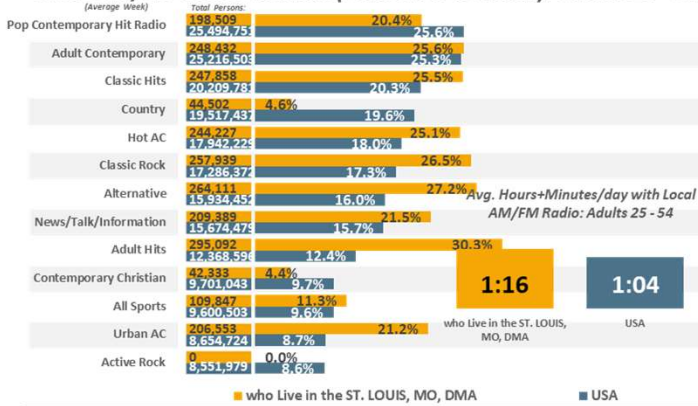
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



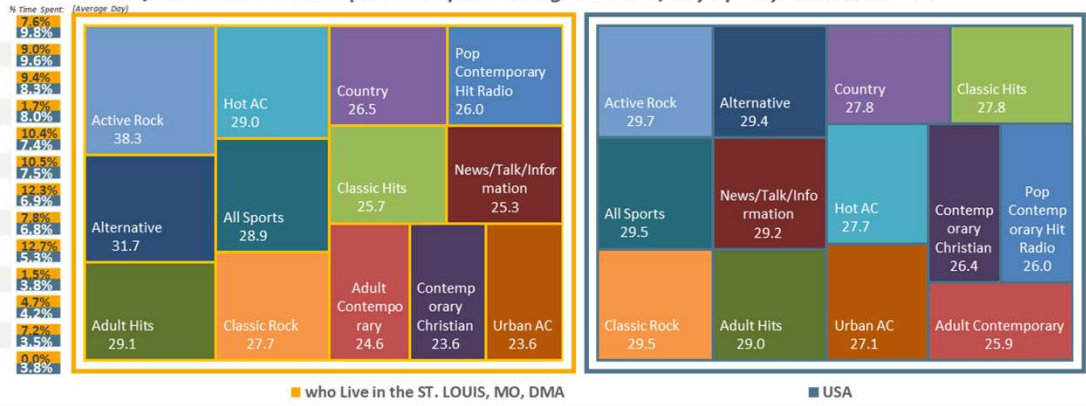


948,288 or 79.% of Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Hits, Alternative, Classic Rock, Adult Contemporary, and Classic Hits.

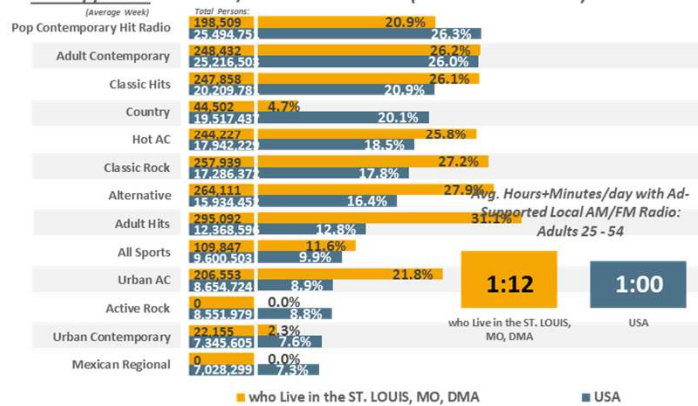
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



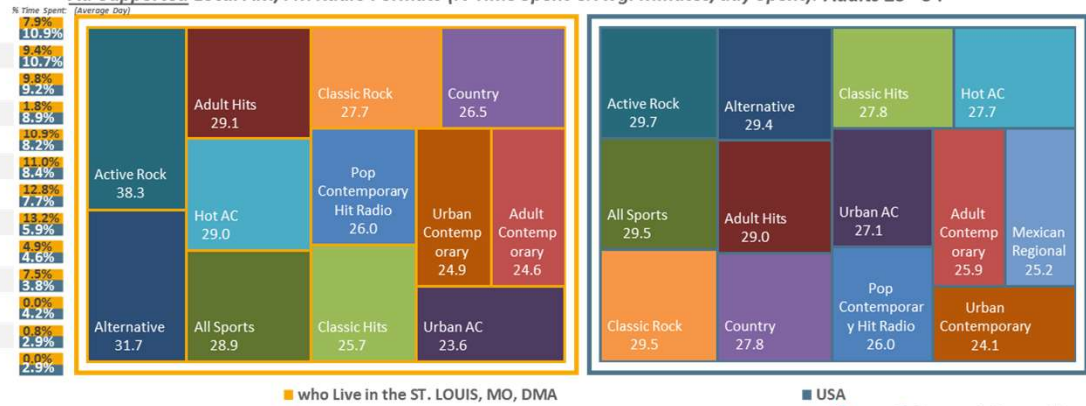
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



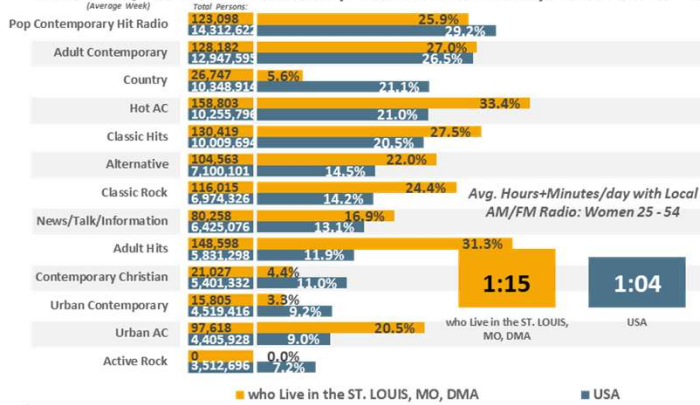
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



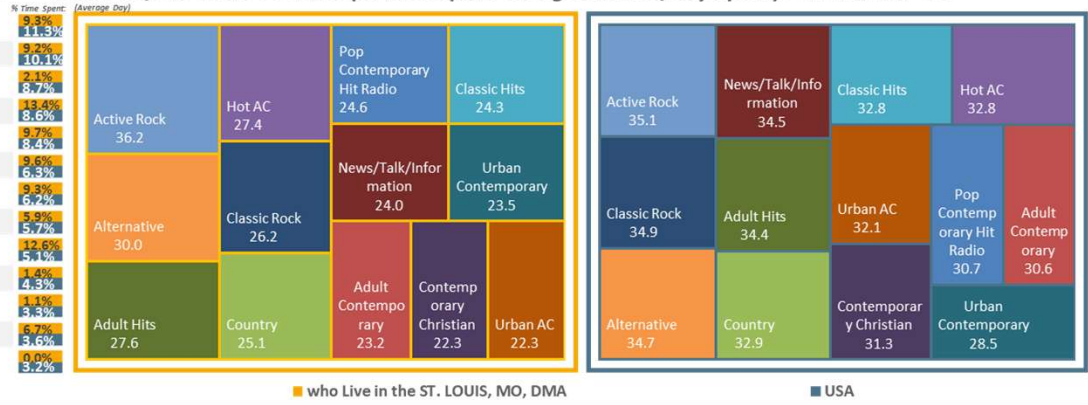


463,767 or 77.% of Women 25 - 54 who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Adult Hits, Classic Hits, Adult Contemporary, and Pop Contemporary Hit Radio.

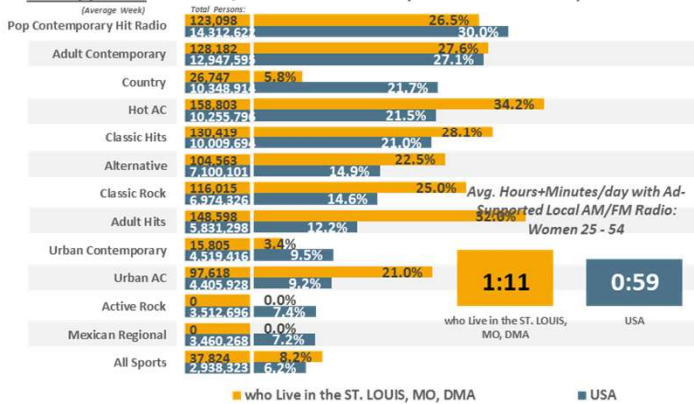
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



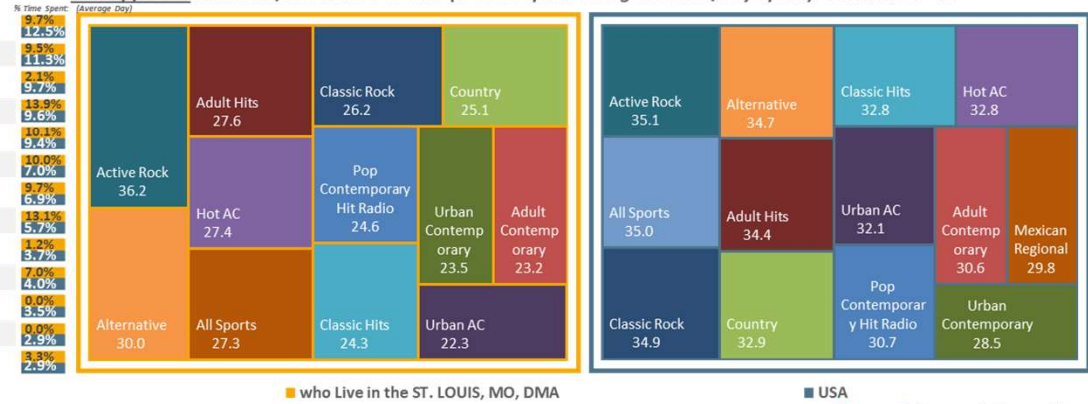
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



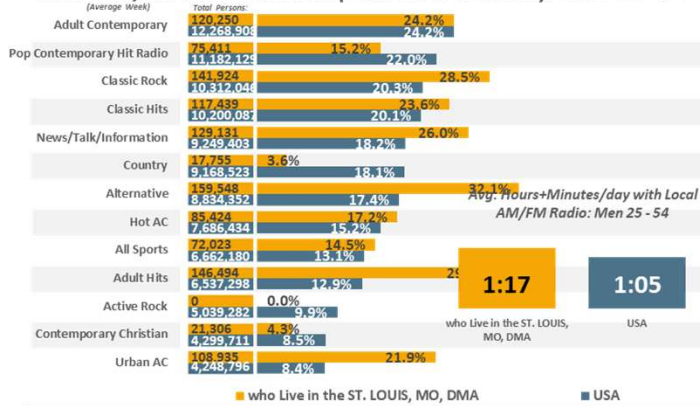
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



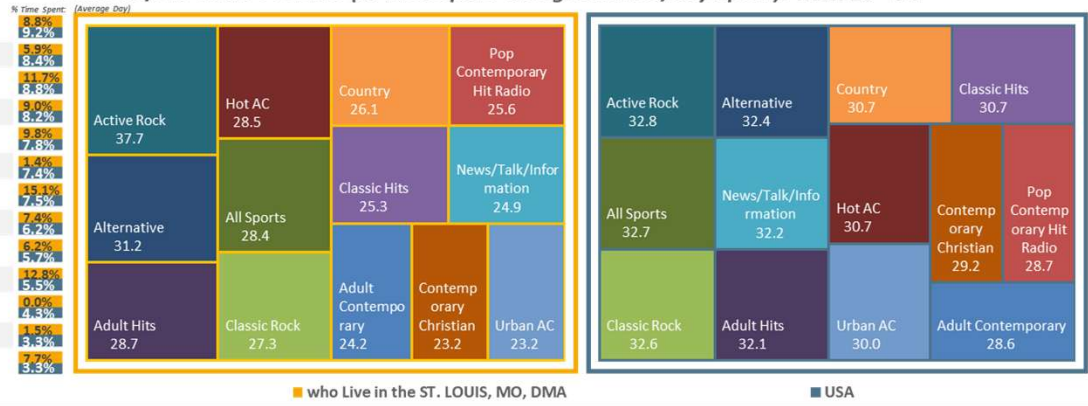


484,499 or 81.1% of Men 25 - 54 who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Alternative, Adult Hits, Classic Rock, Adult Contemporary, and Classic Hits.

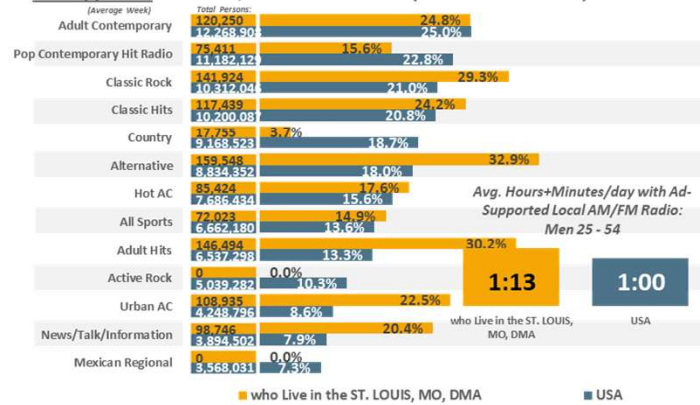
Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 54



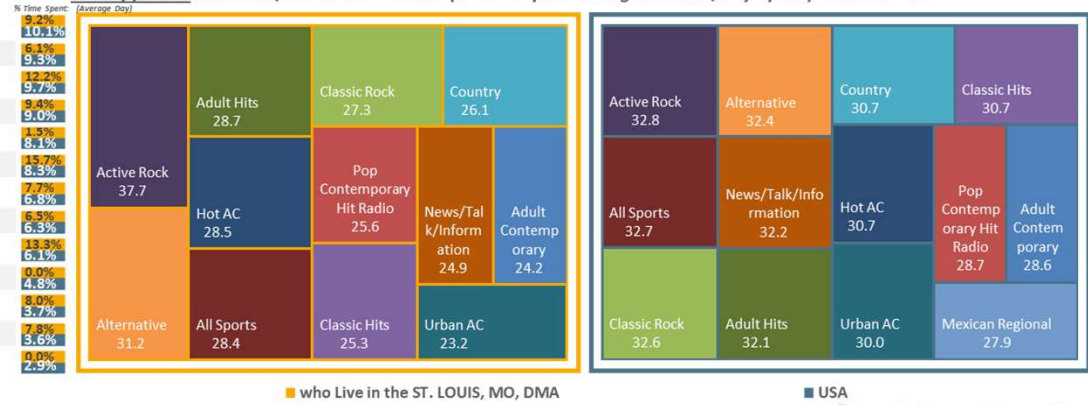
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



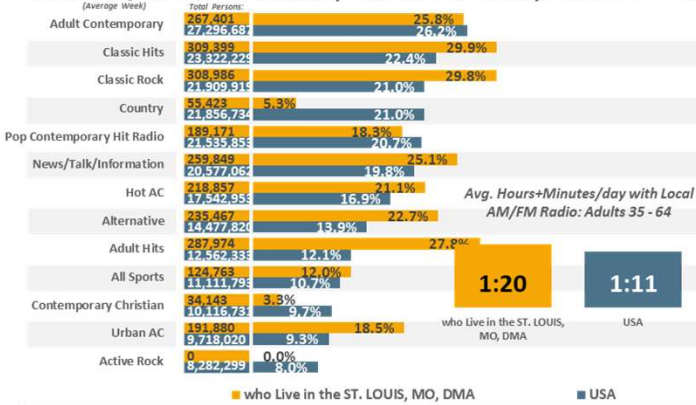
USA USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956 All Graphs and soefa.ai Data Modelling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 24,838

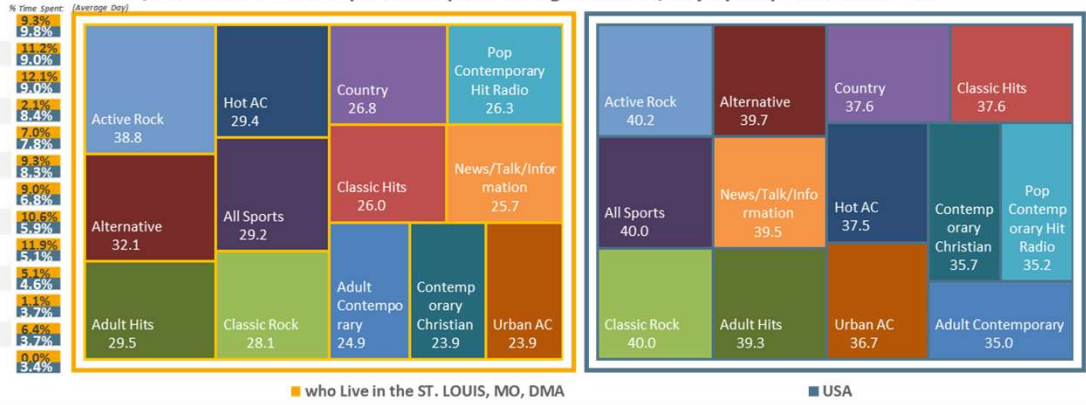


1,002,449 or 83.4% of Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Classic Rock, Adult Hits, Adult Contemporary, and Alternative.

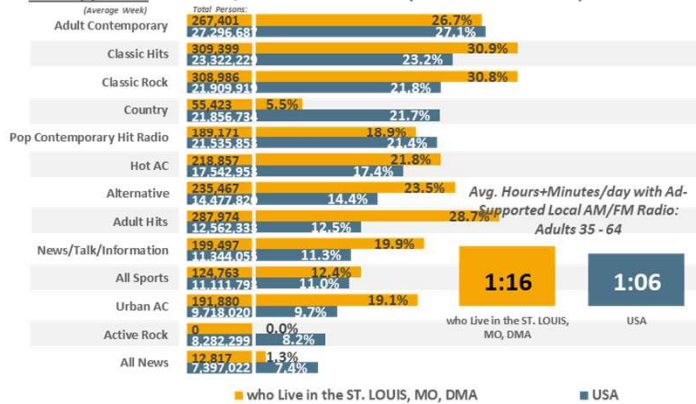
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



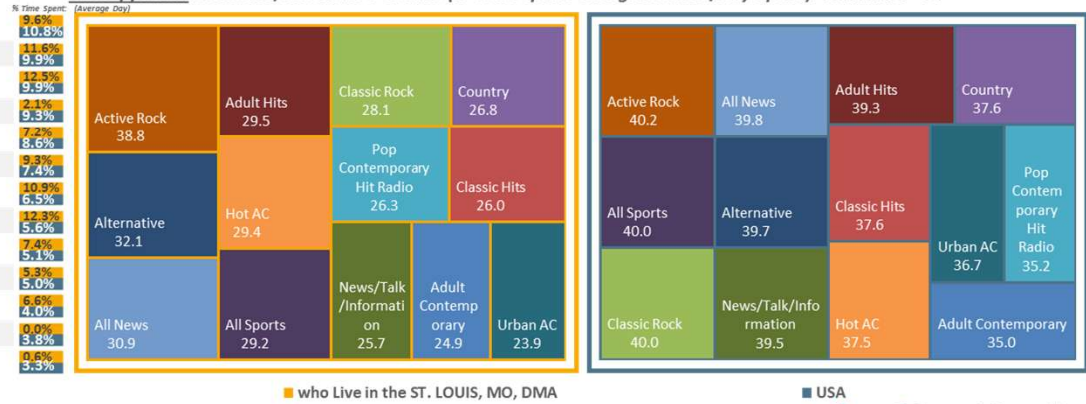
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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

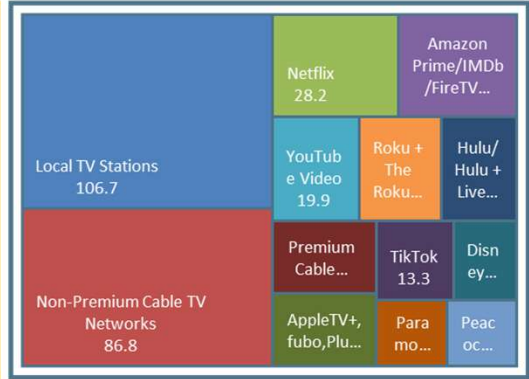
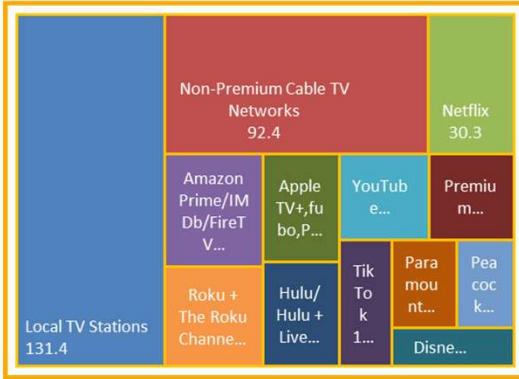
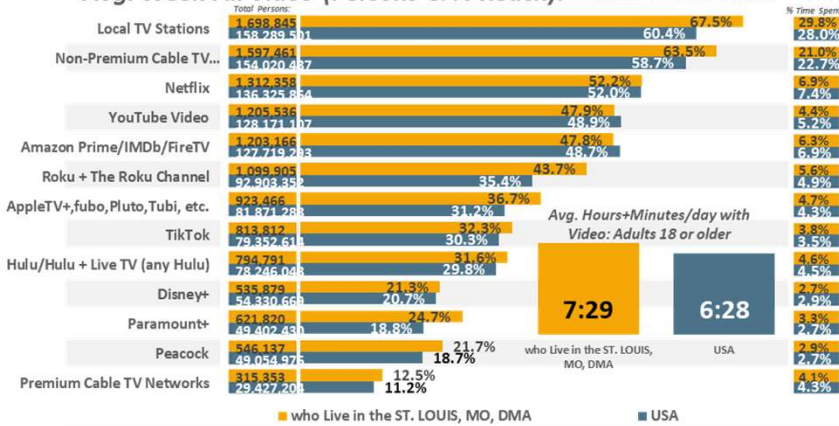




1,674,479 or 66.5% of Adults 18 or older who Live in the ST. LOUIS, MO, DMA watch Ad-Supported Local TV Stations for an average of 125.8 minutes every day representing 34.6% of all time spent daily with Ad-Supported Video.

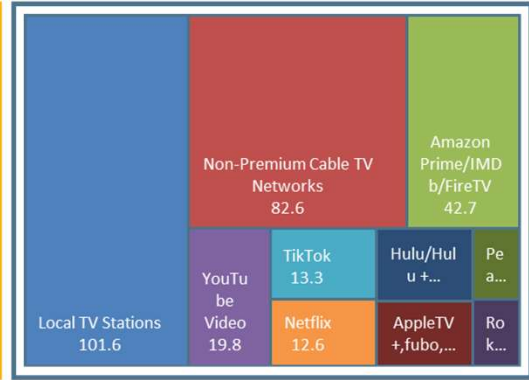
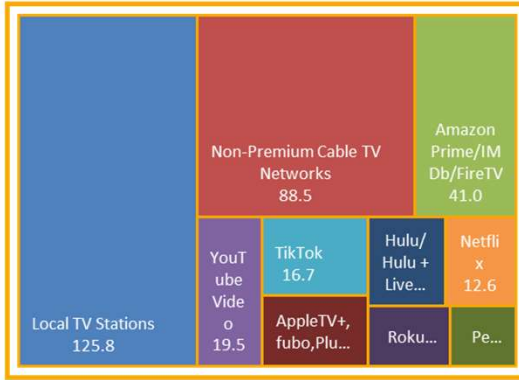
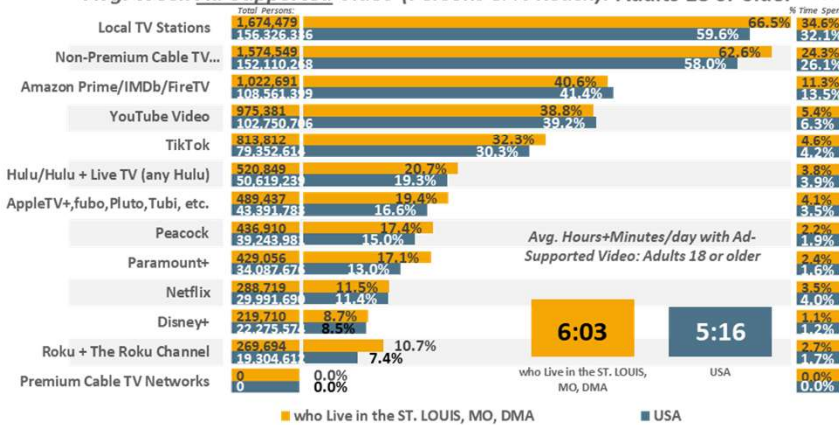
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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

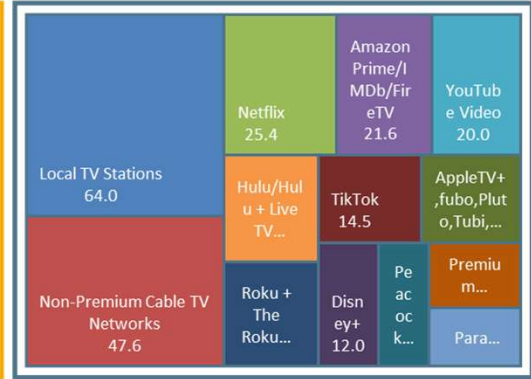
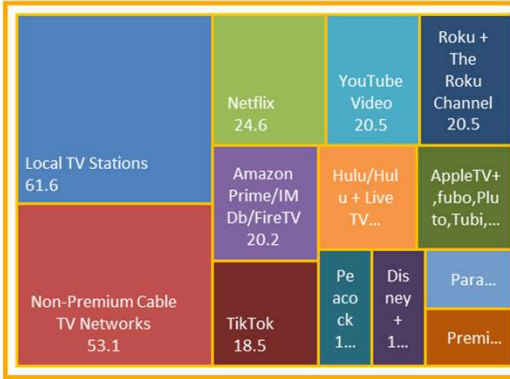
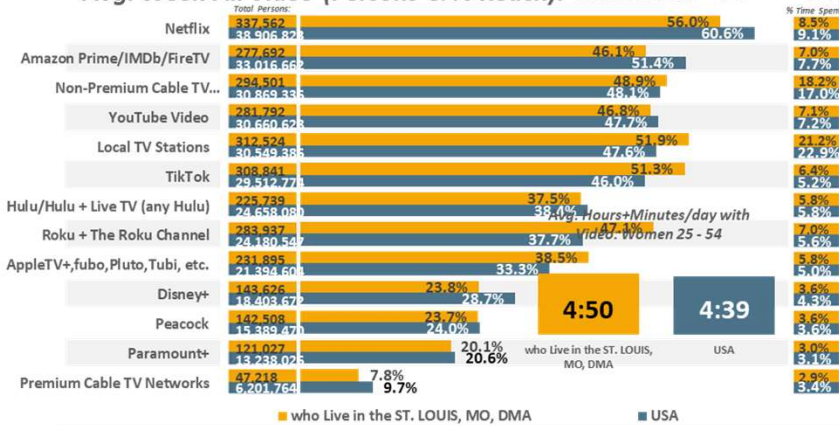




309,510 or 51.4% of Women 25 - 54 who Live in the ST. LOUIS, MO, DMA watch Ad-Supported Local TV Stations for an average of 59.8 minutes every day representing 26.9% of all time spent daily with Ad-Supported Video.

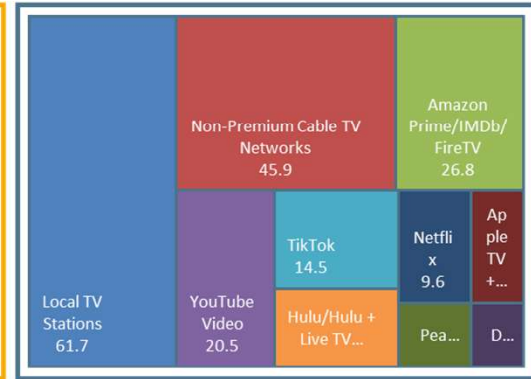
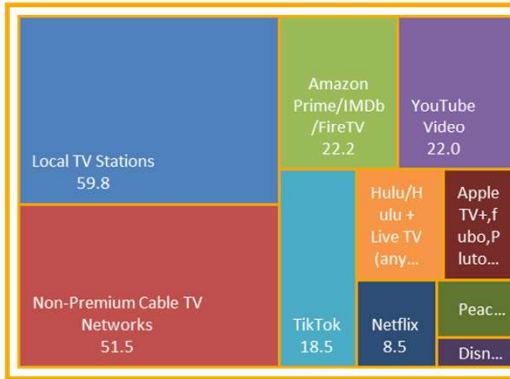
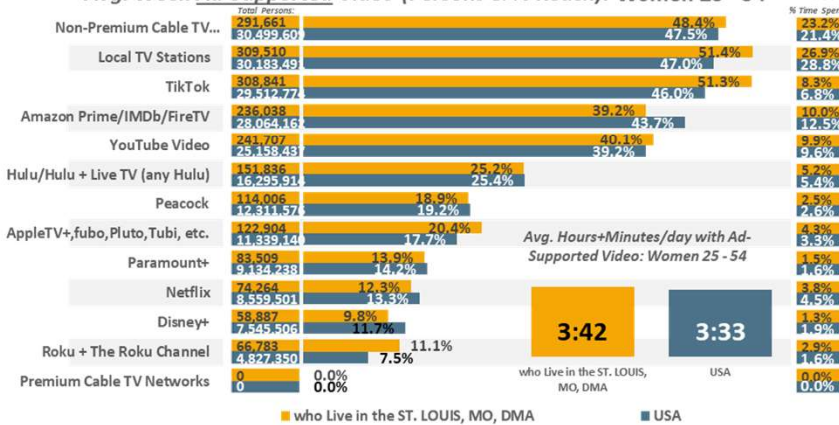
Avg. Week All Video (Persons & % Reach): Women 25 - 54

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



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

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

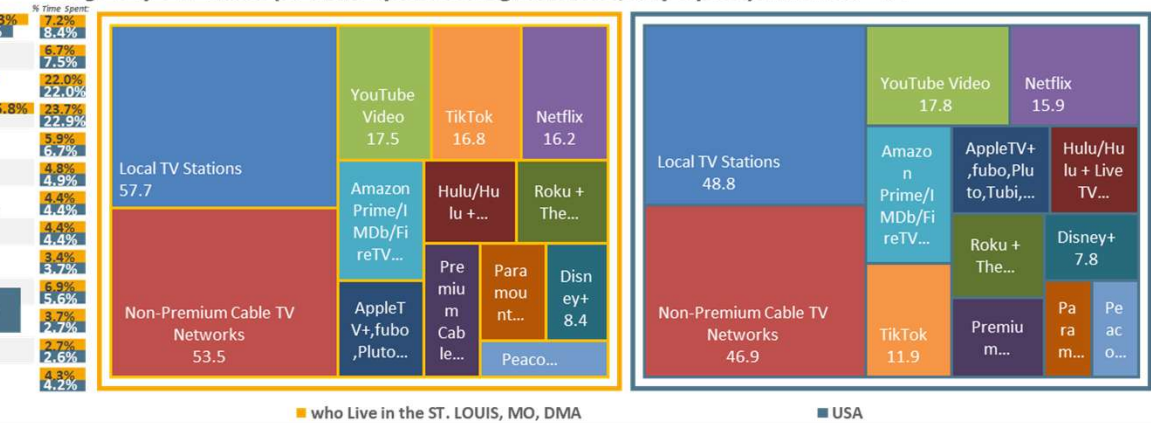
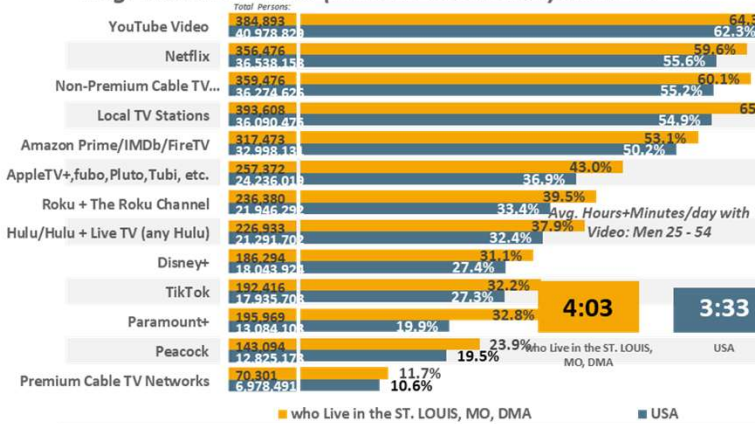




389,021 or 65.% of Men 25 - 54 who Live in the ST. LOUIS, MO, DMA watch Ad-Supported Local TV Stations for an average of 56.2 minutes every day representing 28.5% of all time spent daily with Ad-Supported Video.

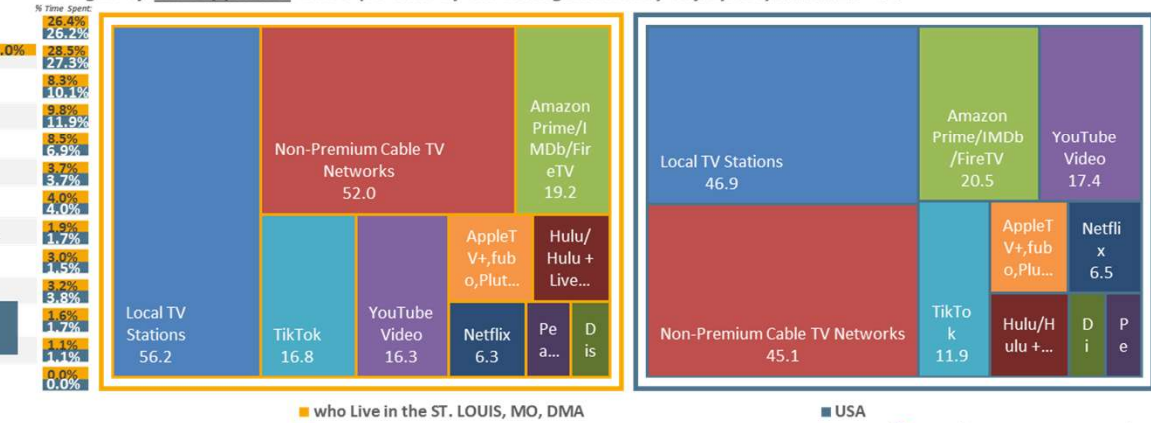
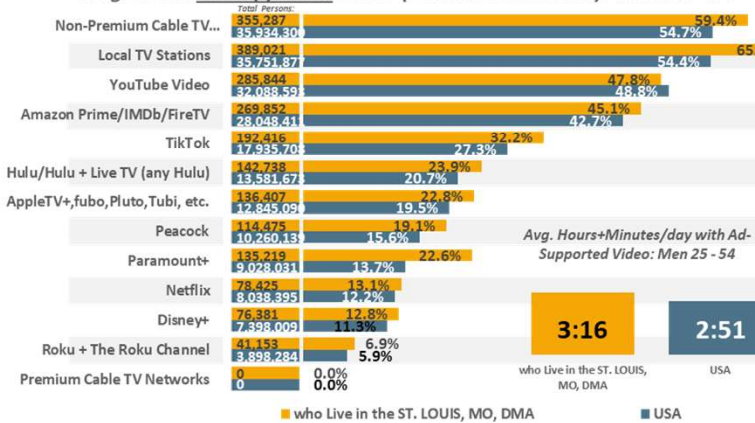
Avg. Week All Video (Persons & % Reach): Men 25 - 54

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



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

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

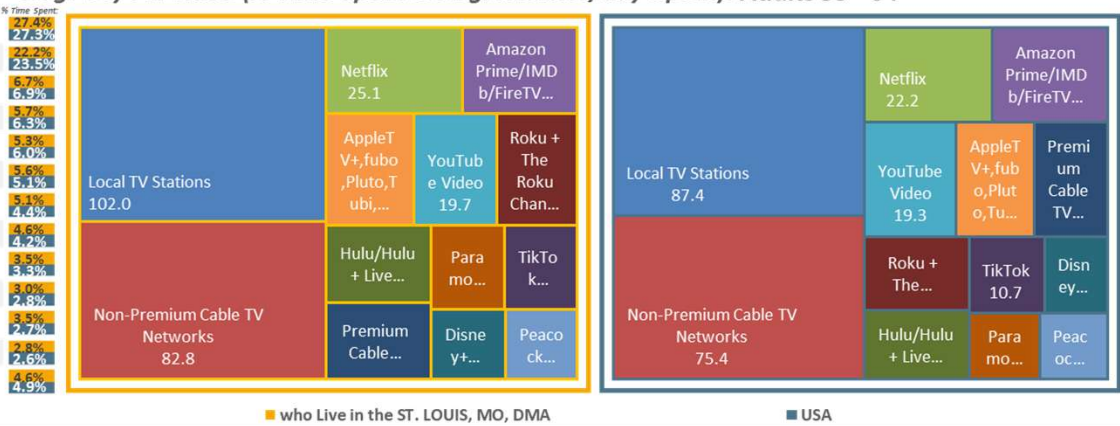
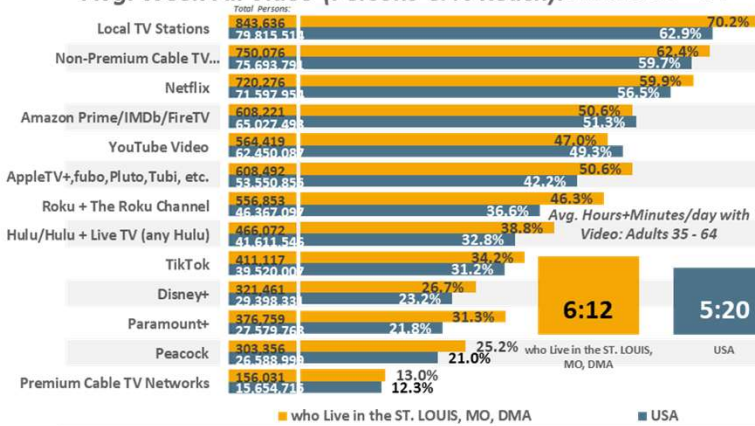




832,108 or 69.2% of Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA watch Ad-Supported Local TV Stations for an average of 98.3 minutes every day representing 32.8% of all time spent daily with Ad-Supported Video.

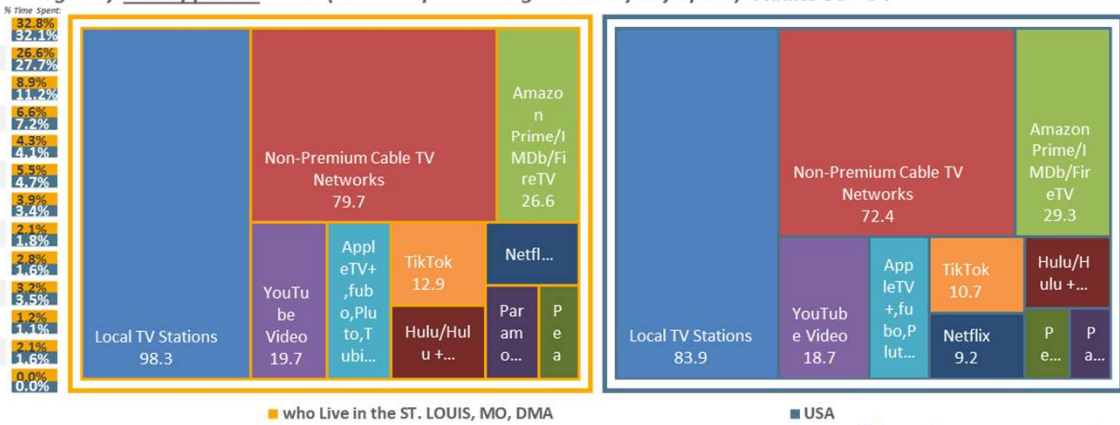
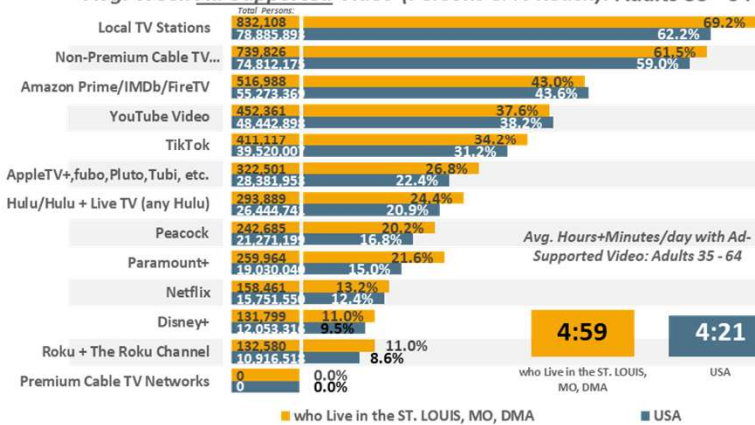
Avg. Week All Video (Persons & % Reach): Adults 35 - 64

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



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

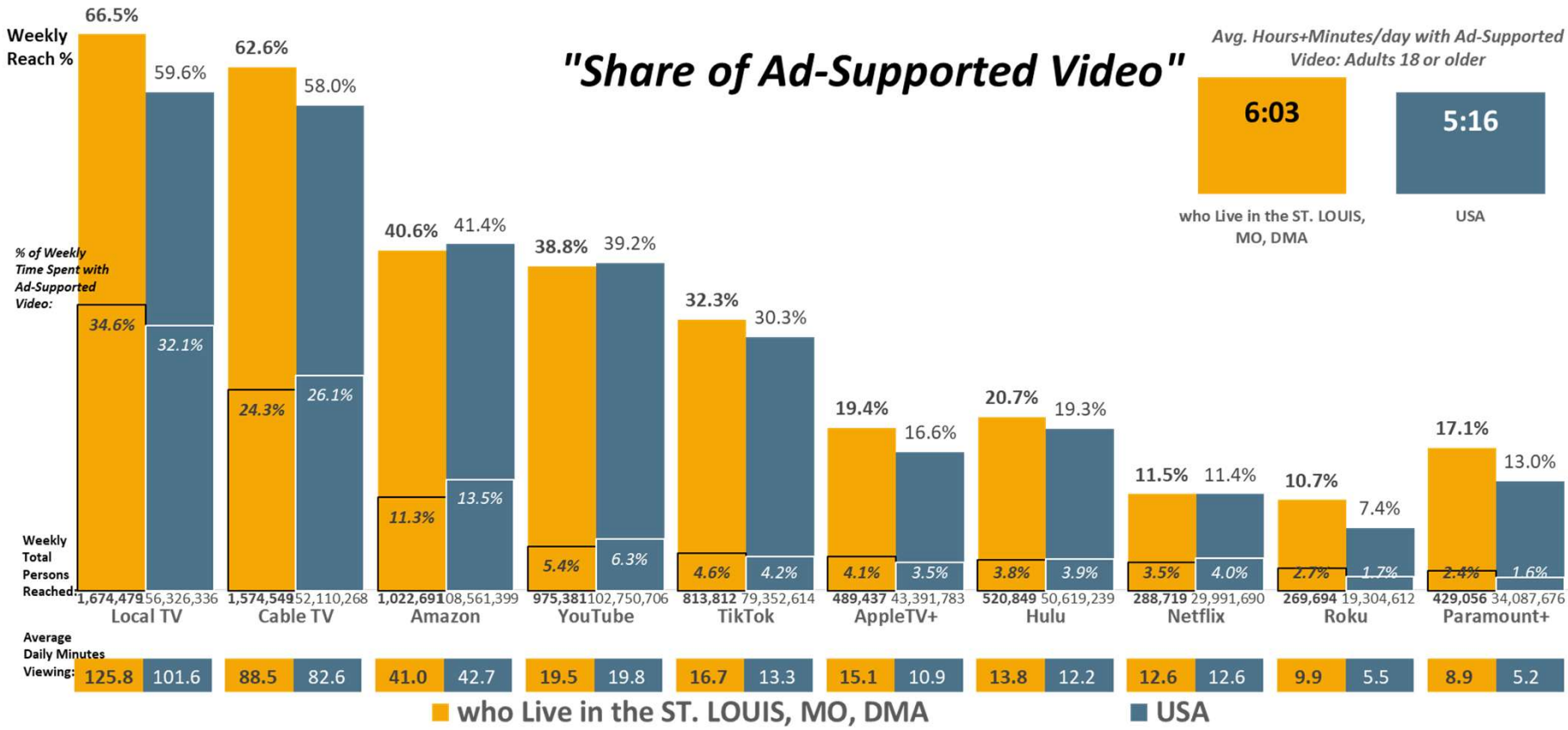
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64





1,674,479 or 66.5% of Adults 18 or older who Live in the ST. LOUIS, MO, DMA watch Ad-Supported Local TV Stations for an average of 125.8 minutes every day representing 34.6% of all time spent daily with Ad-Supported Video.

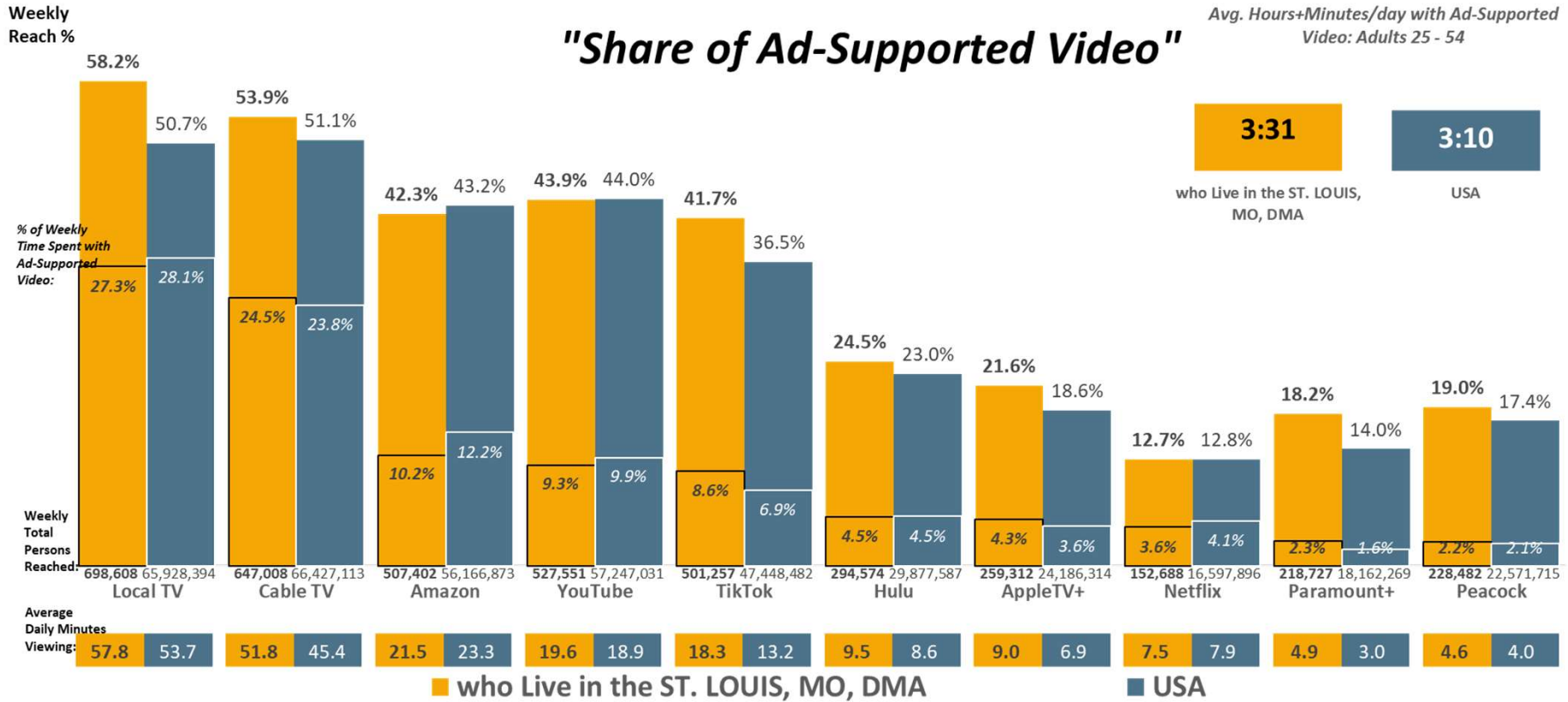
"Share of Ad-Supported Video"



USA USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 24,838

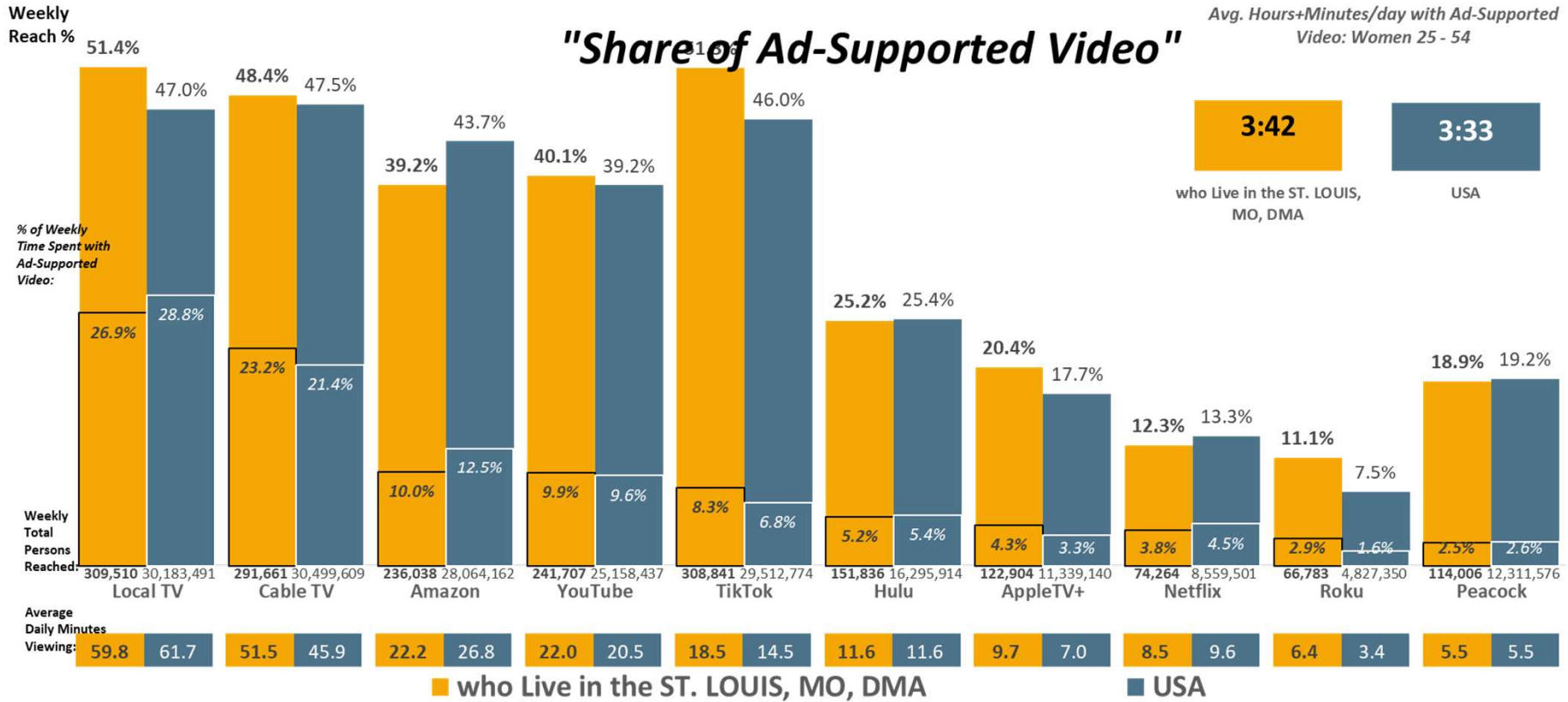


698,608 or 58.2% of Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA watch Ad-Supported Local TV Stations for an average of 57.8 minutes every day representing 27.3% of all time spent daily with Ad-Supported Video.





309,510 or 51.4% of Women 25 - 54 who Live in the ST. LOUIS, MO, DMA watch Ad-Supported Local TV Stations for an average of 59.8 minutes every day representing 26.9% of all time spent daily with Ad-Supported Video.

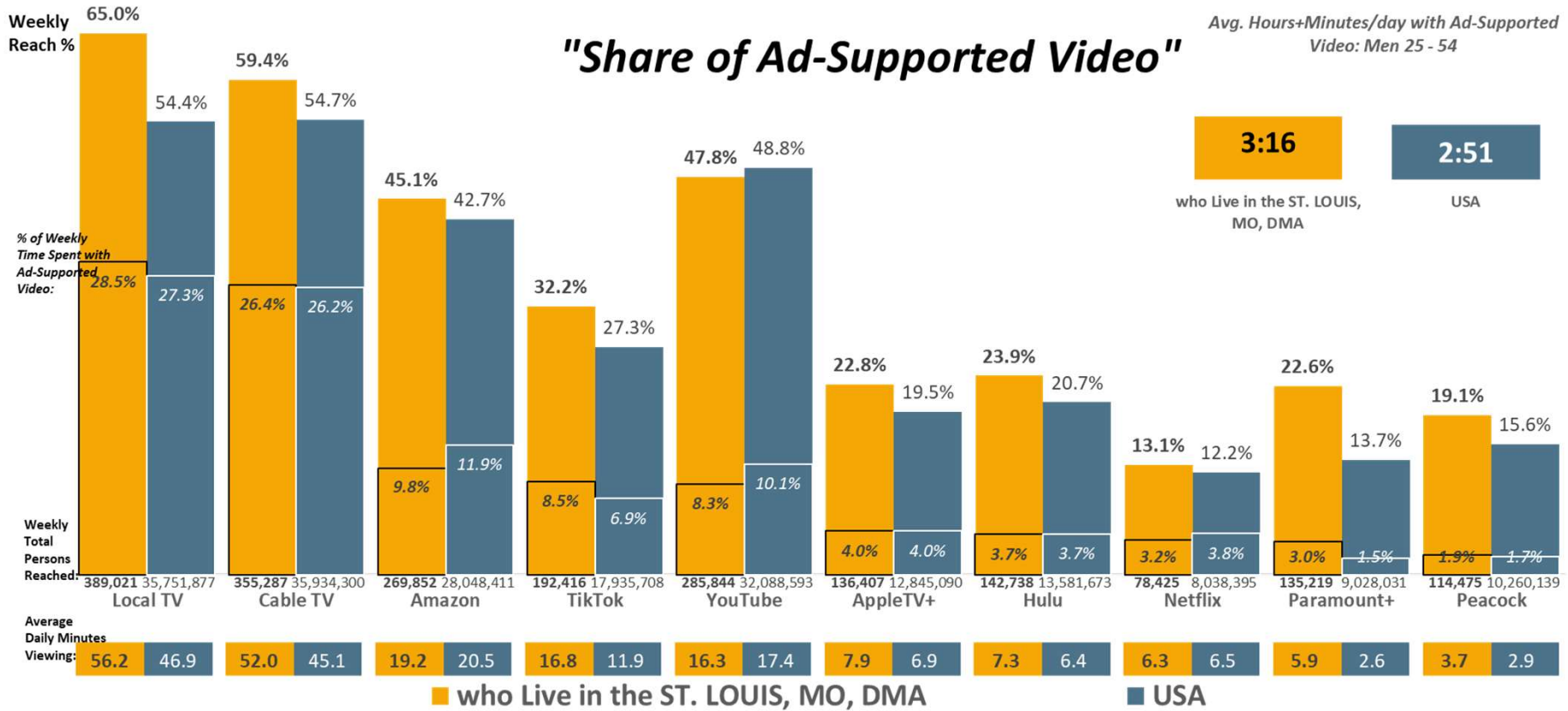


USA USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956
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389,021 or 65.0% of Men 25 - 54 who Live in the ST. LOUIS, MO, DMA watch Ad-Supported Local TV Stations for an average of 56.2 minutes every day representing 28.5% of all time spent daily with Ad-Supported Video.

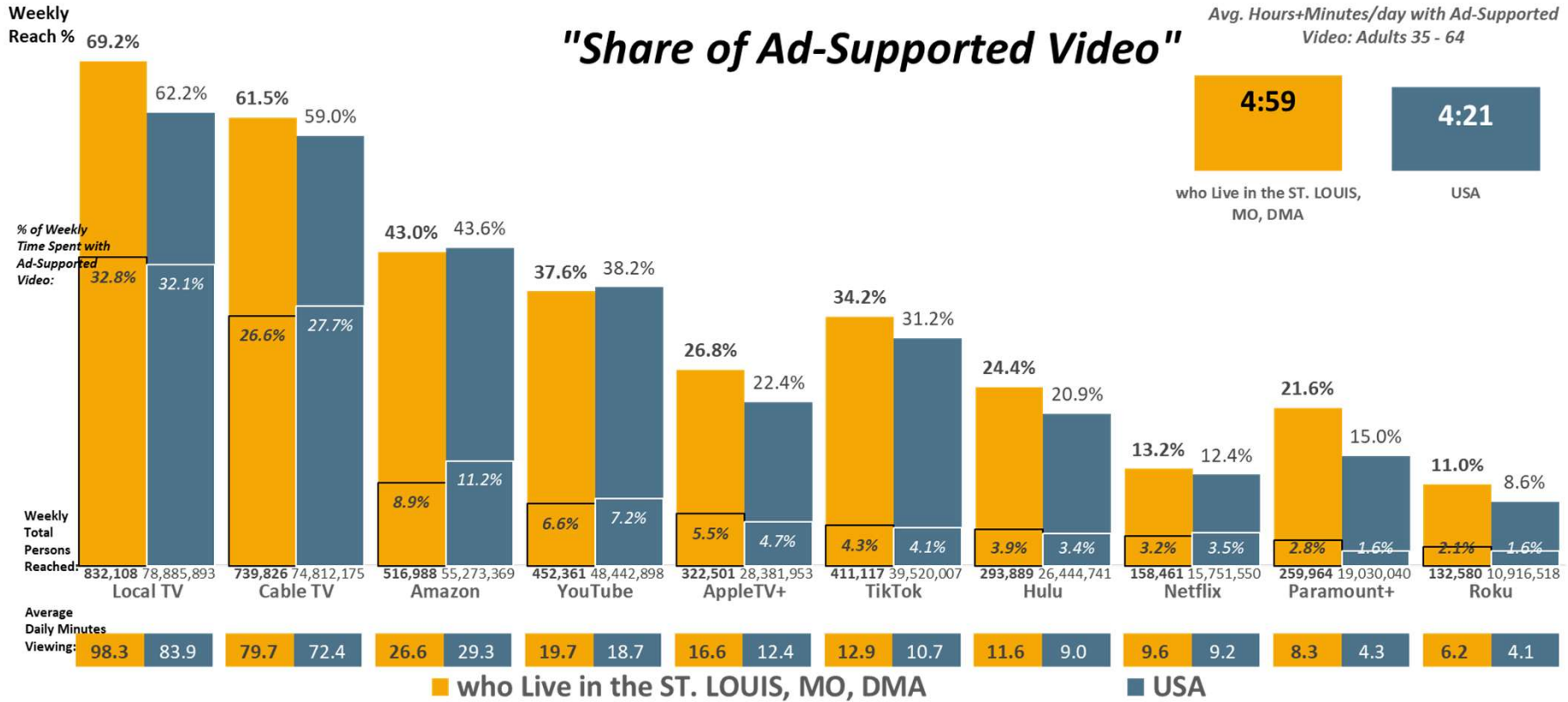
"Share of Ad-Supported Video"



USA USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956
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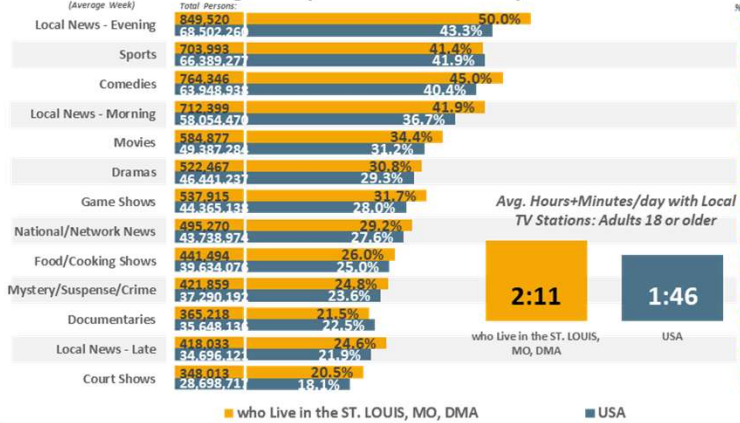
832,108 or 69.2% of Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA watch Ad-Supported Local TV Stations for an average of 98.3 minutes every day representing 32.8% of all time spent daily with Ad-Supported Video.



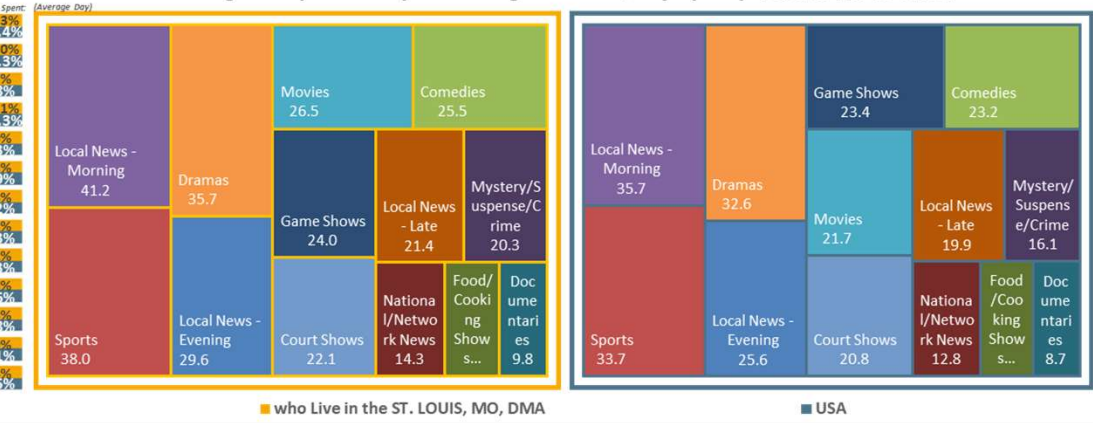


1,674,479 or 66.5% of Adults 18 or older who Live in the ST. LOUIS, MO, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Local News - Morning, Sports, Movies, and Game Shows.

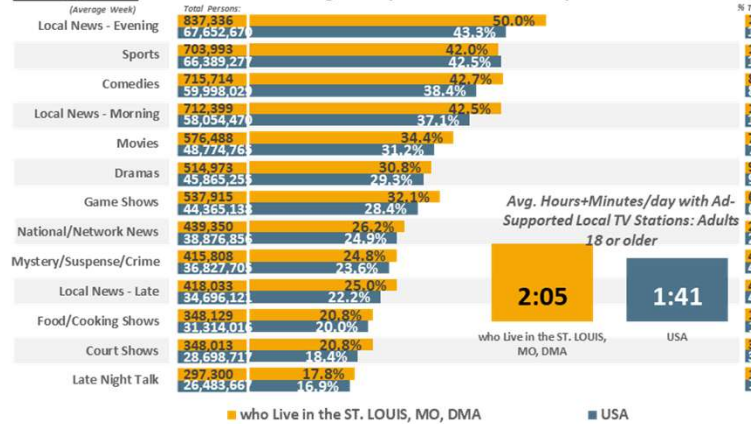
Local TV Station Programs (Persons & % Reach): Adults 18 or older



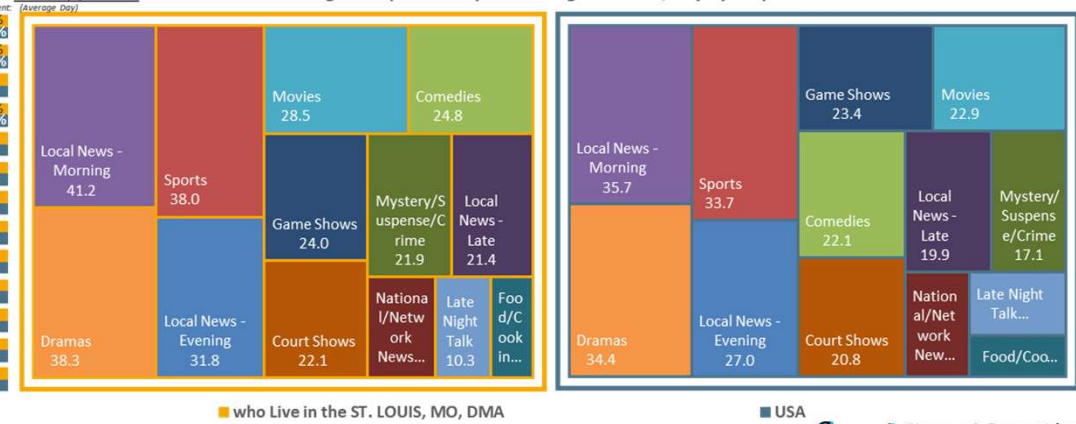
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



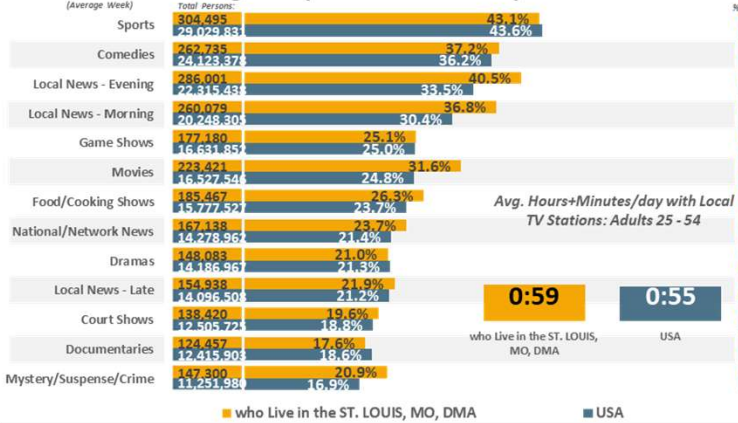
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



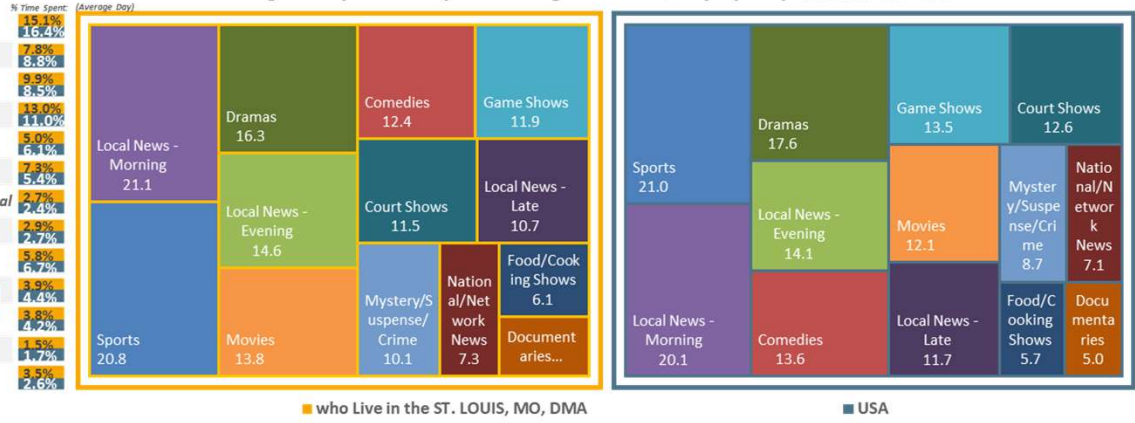


698,608 or 58.2% of Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Game Shows.

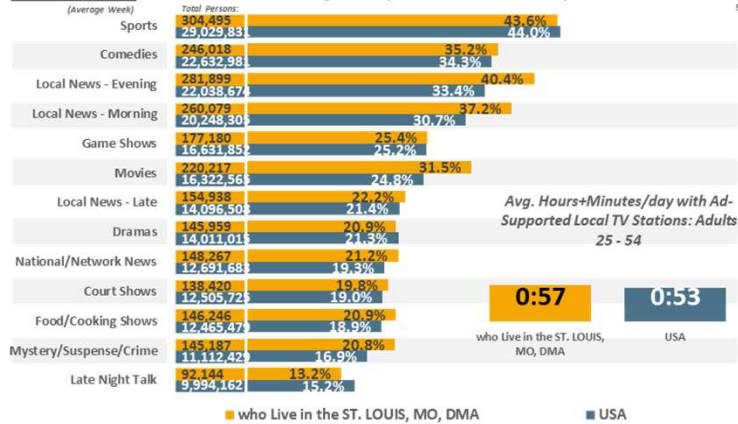
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



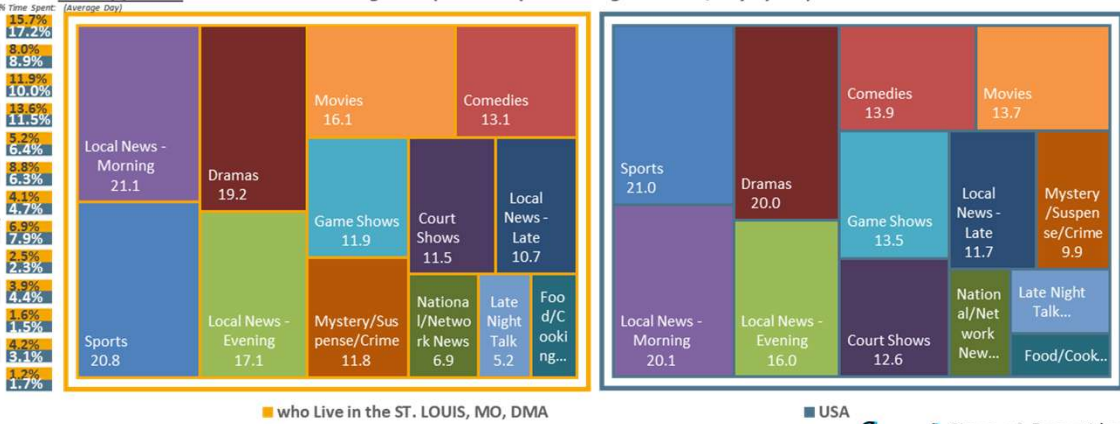
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



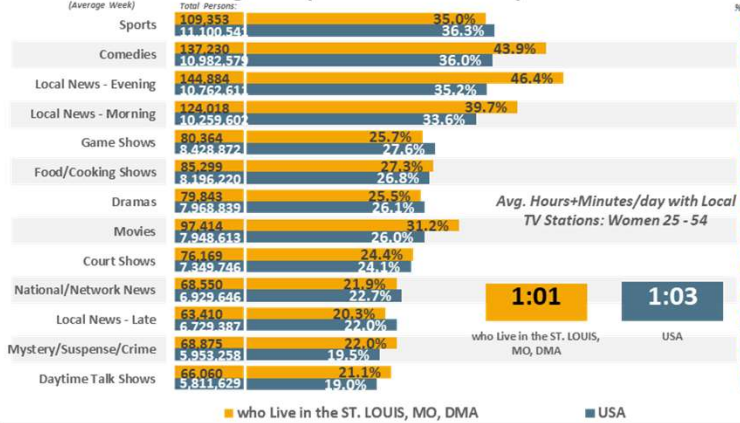
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



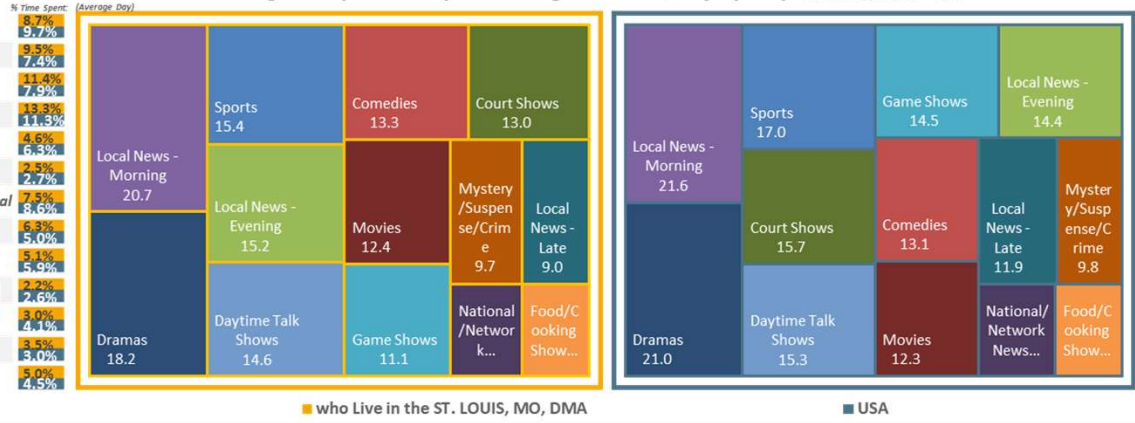


309,510 or 51.4% of Women 25 - 54 who Live in the ST. LOUIS, MO, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Local News - Morning, Sports, Movies, and Game Shows.

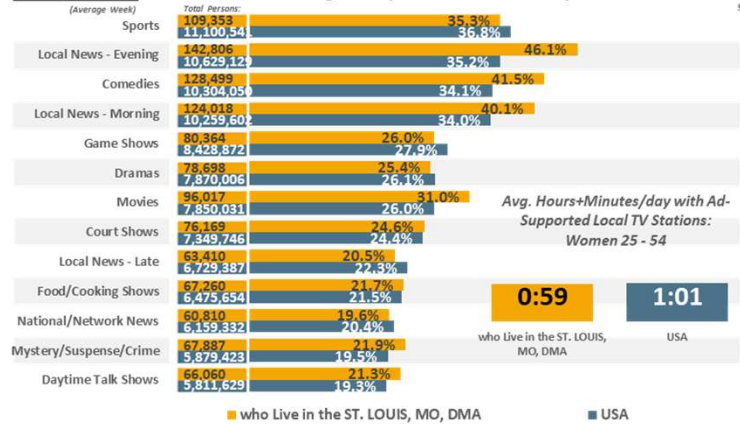
Local TV Station Programs (Persons & % Reach): Women 25 - 54



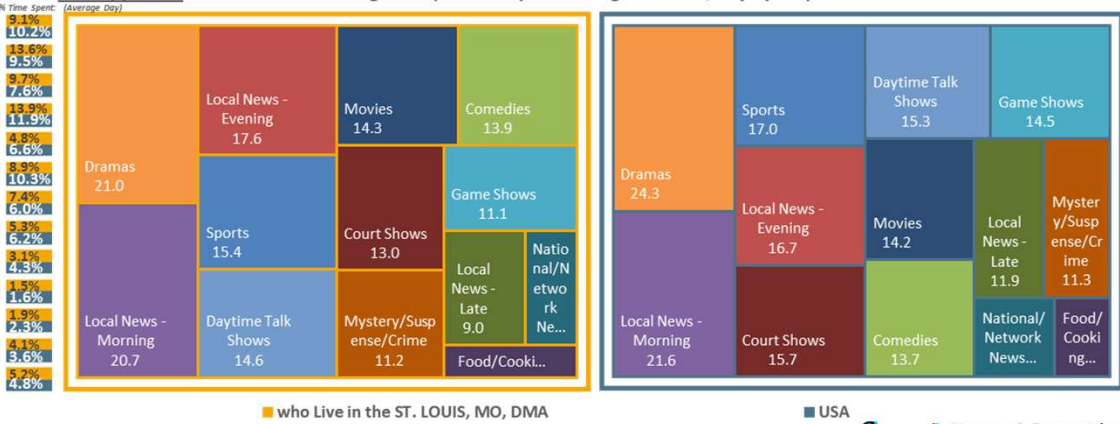
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



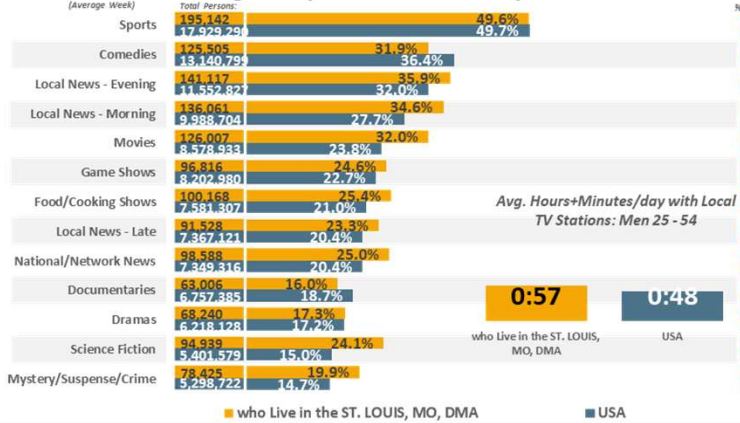
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



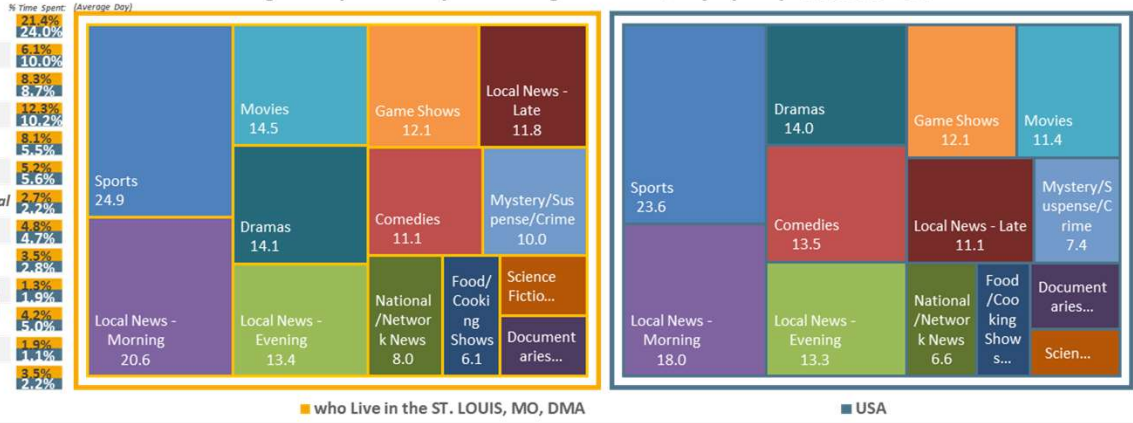


389,021 or 65.% of Men 25 - 54 who Live in the ST. LOUIS, MO, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Movies, Comedies, and Game Shows.

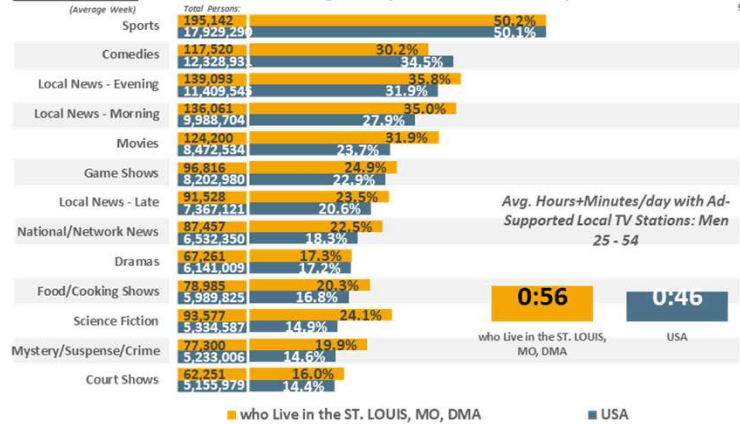
Local TV Station Programs (Persons & % Reach): Men 25 - 54



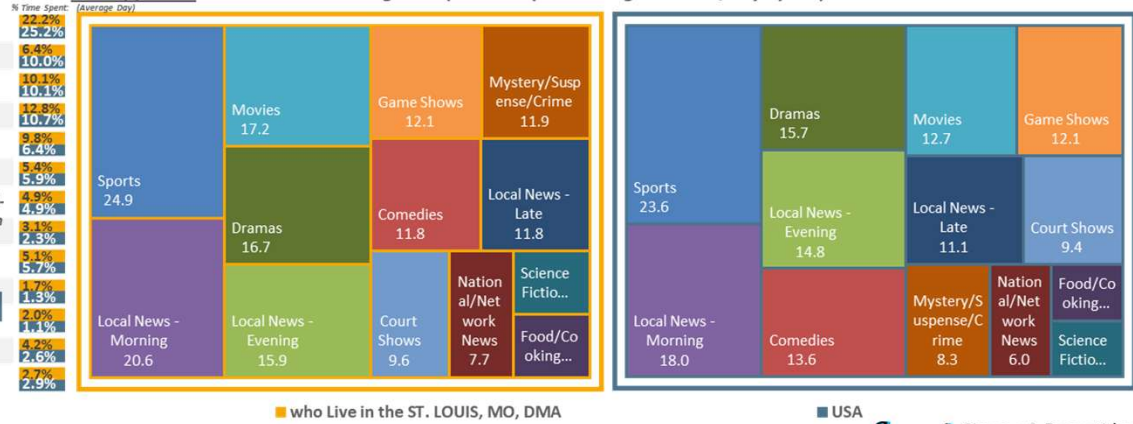
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



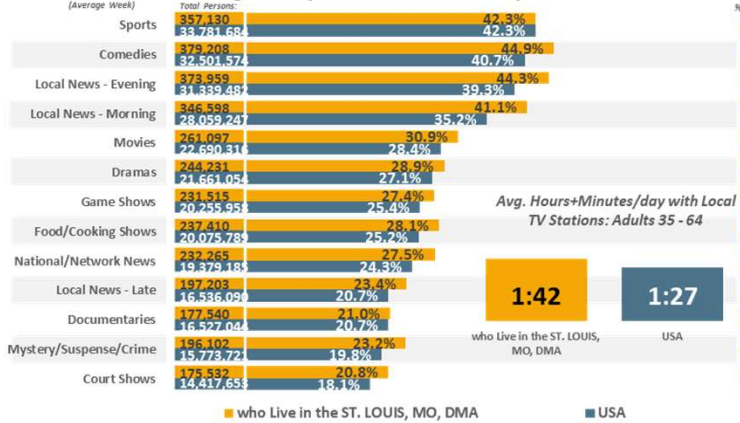
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



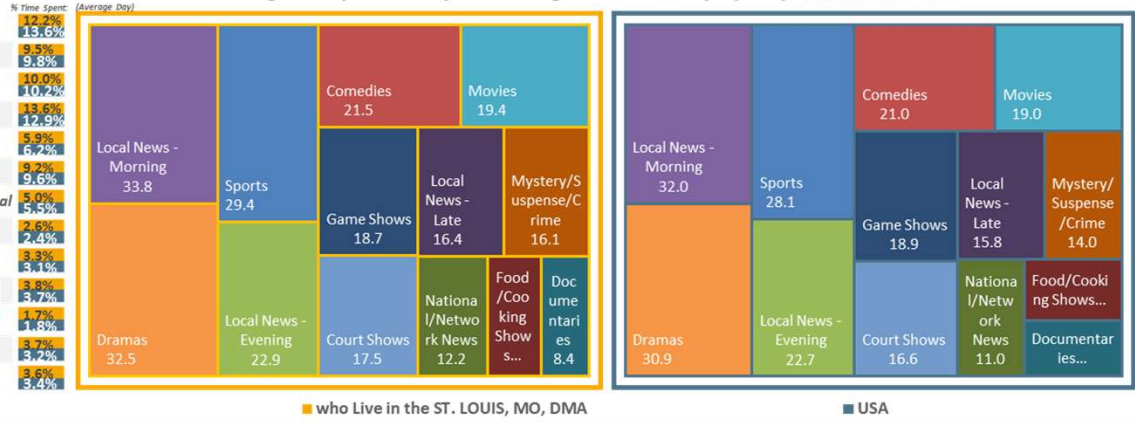


832,108 or 69.2% of Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Local News - Morning, Movies, and Dramas.

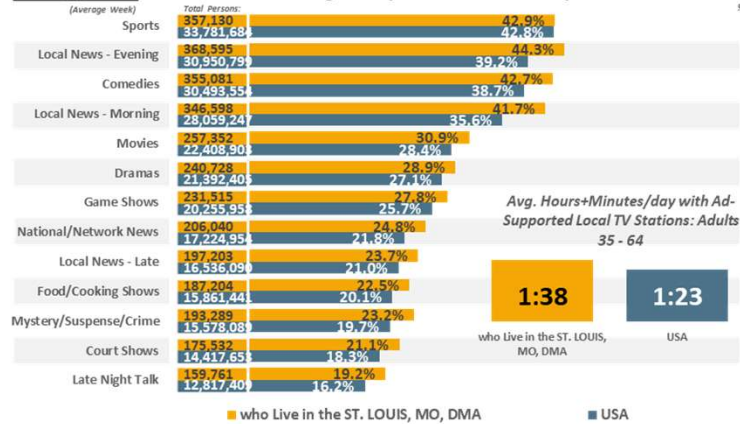
Local TV Station Programs (Persons & % Reach): Adults 35 - 64



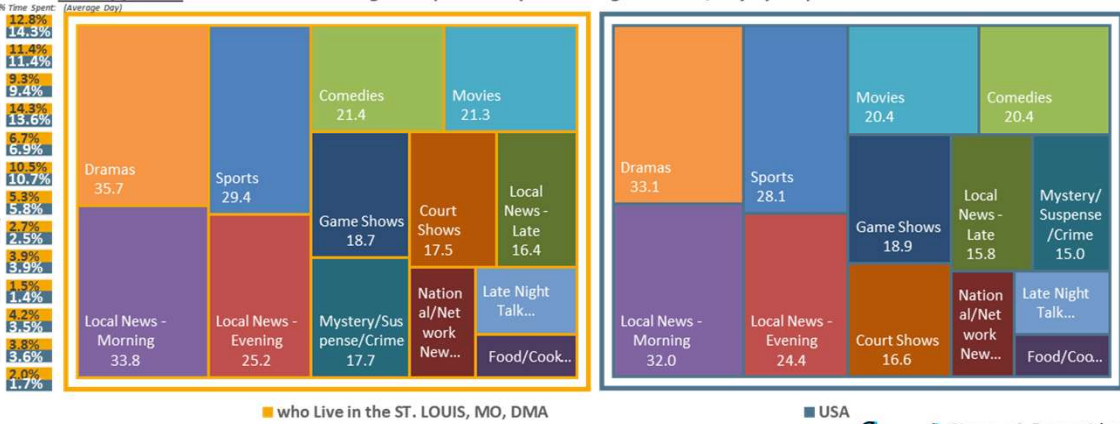
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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

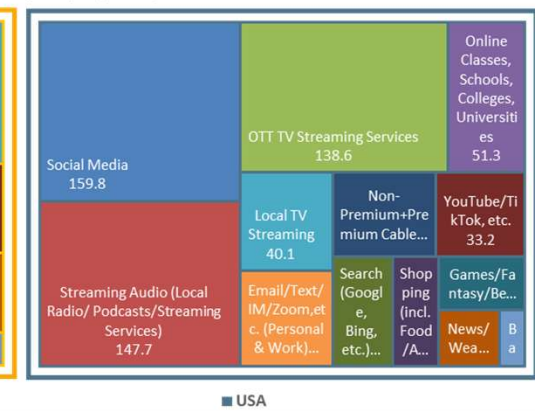
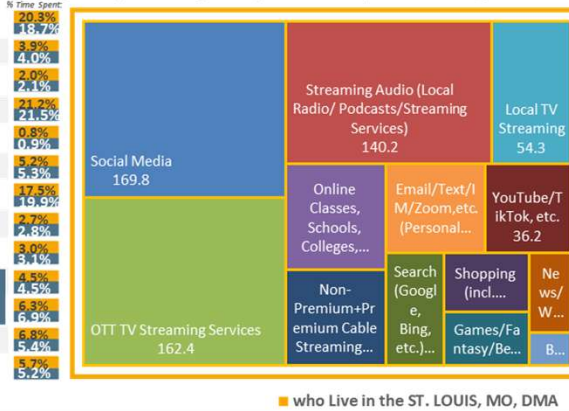
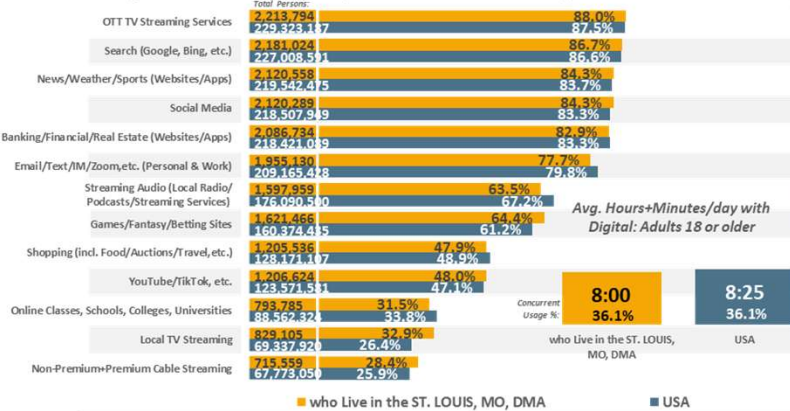




1,865,394 or 74.1% of Adults 18 or older who Live in the ST. LOUIS, MO, DMA use Ad-Supported Social Media for an average of 149.4 minutes every day representing 25.1% of all time spent daily with Ad-Supported Digital Media.

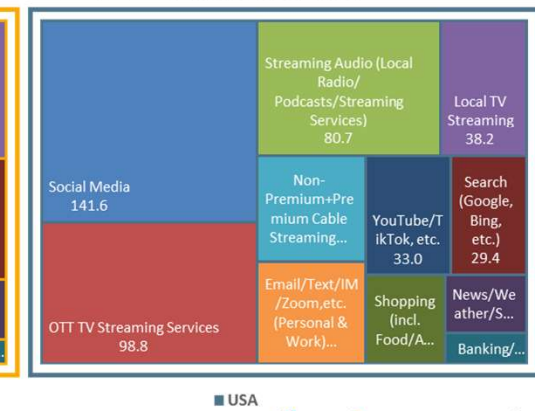
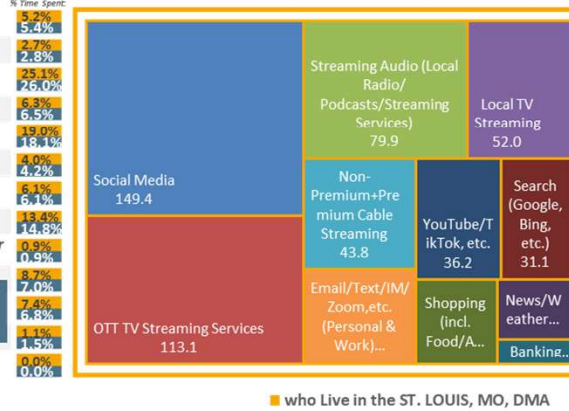
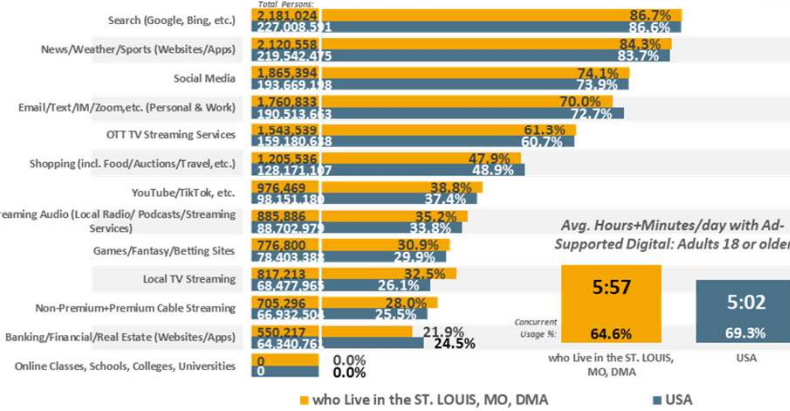
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

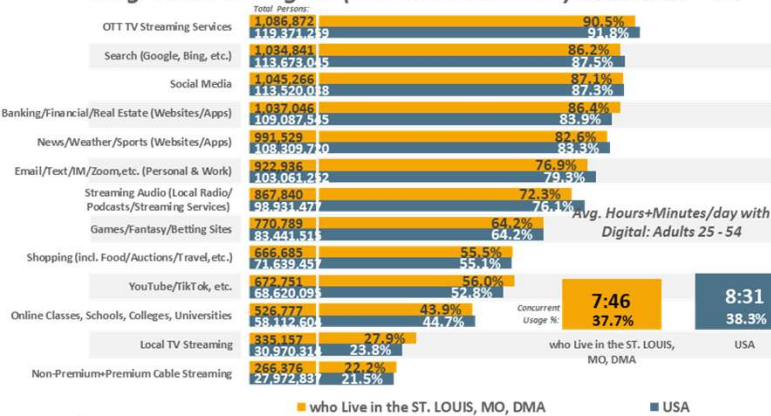
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



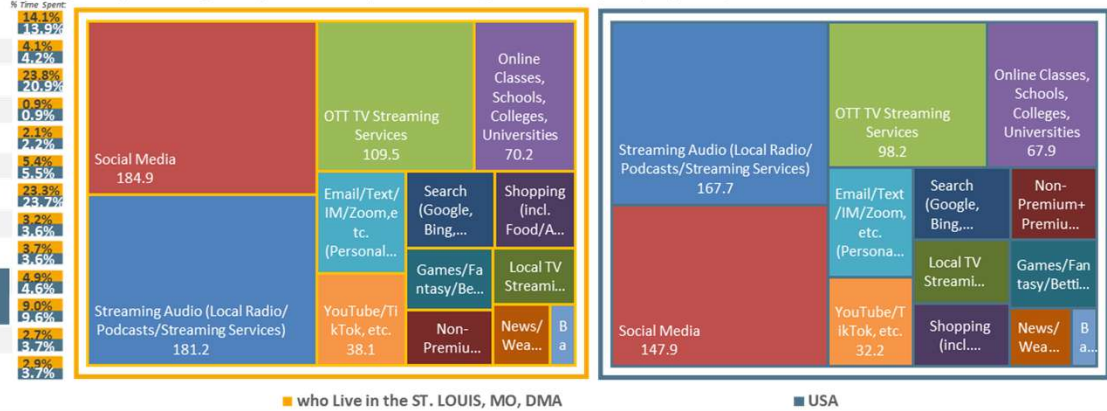


912,709 or 76.6% of Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA use Ad-Supported Social Media for an average of 170.1 minutes every day representing 31.1% of all time spent daily with Ad-Supported Digital Media.

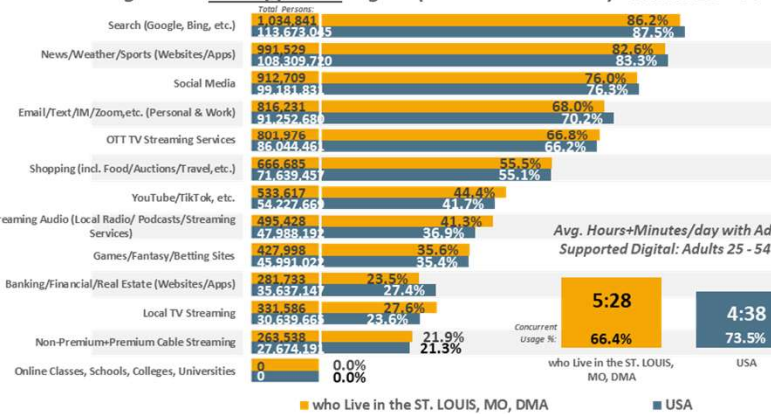
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



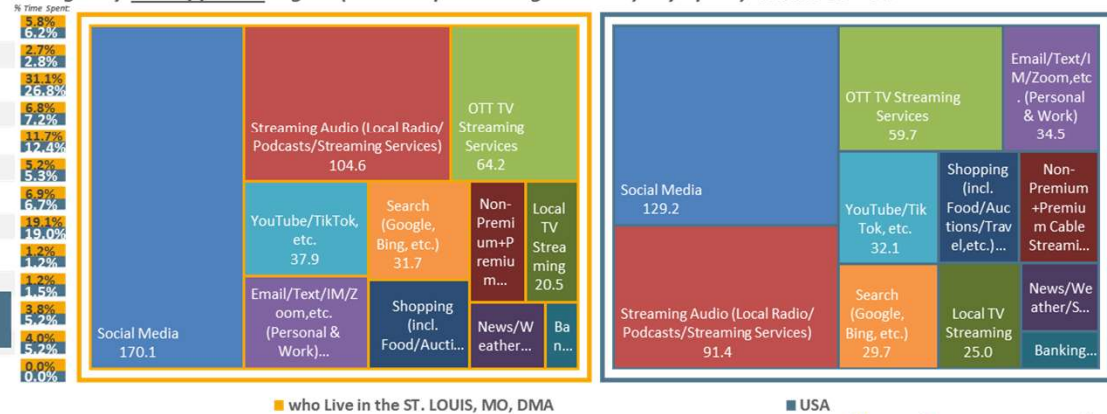
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



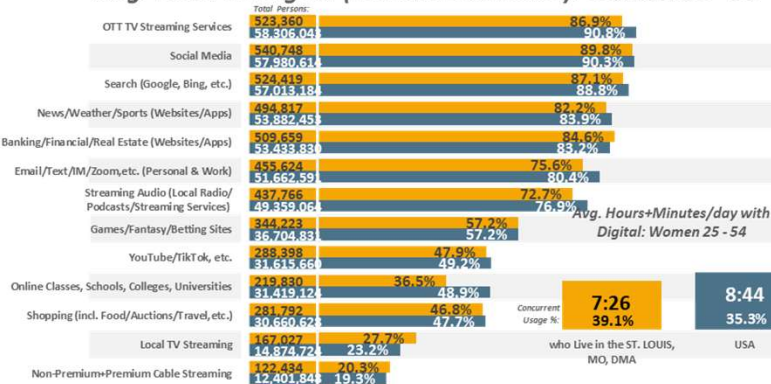
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54





508,296 or 84.4% of Women 25 - 54 who Live in the ST. LOUIS, MO, DMA use Ad-Supported Social Media for an average of 142.9 minutes every day representing 26.9% of all time spent daily with Ad-Supported Digital Media.

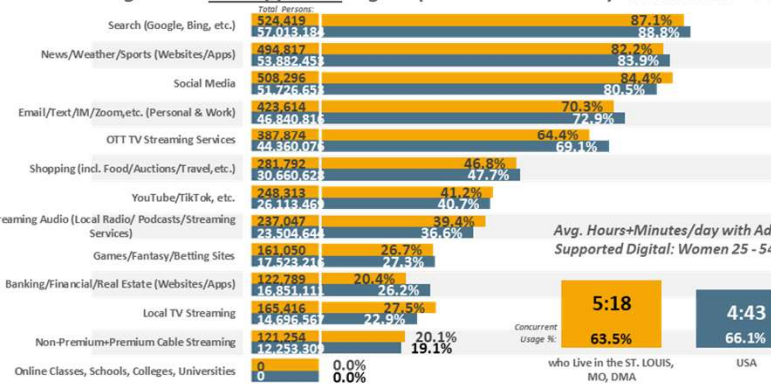
Avg. Week All Digital (Persons & % Reach): Women 25 - 54



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



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



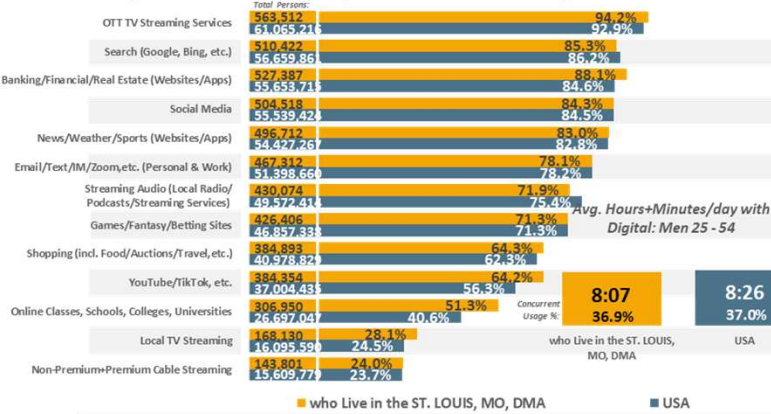
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



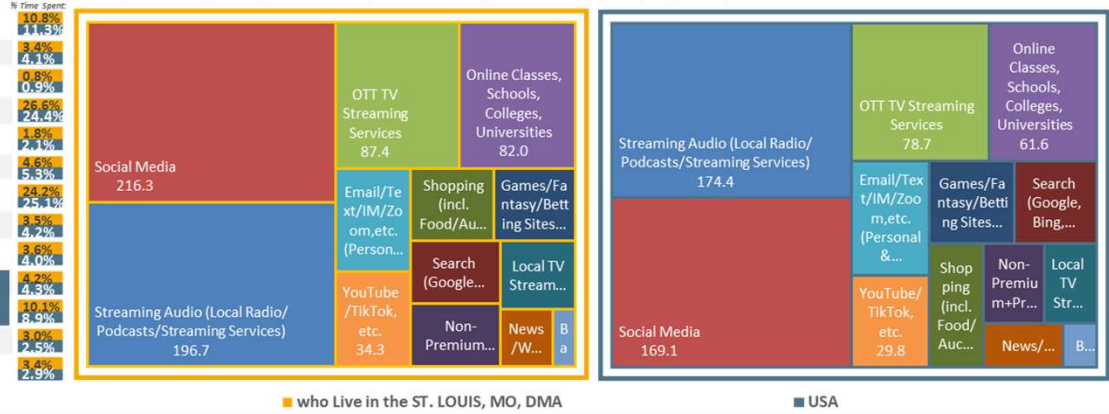


404,413 or 67.6% of Men 25 - 54 who Live in the ST. LOUIS, MO, DMA use Ad-Supported Social Media for an average of 199. minutes every day representing 35.1% of all time spent daily with Ad-Supported Digital Media.

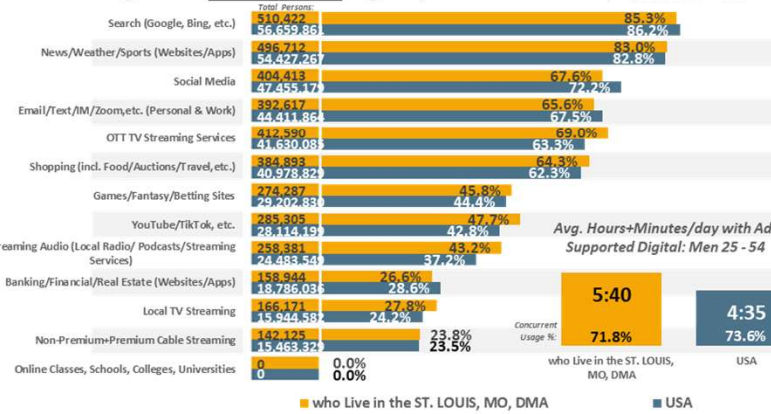
Avg. Week All Digital (Persons & % Reach): Men 25 - 54



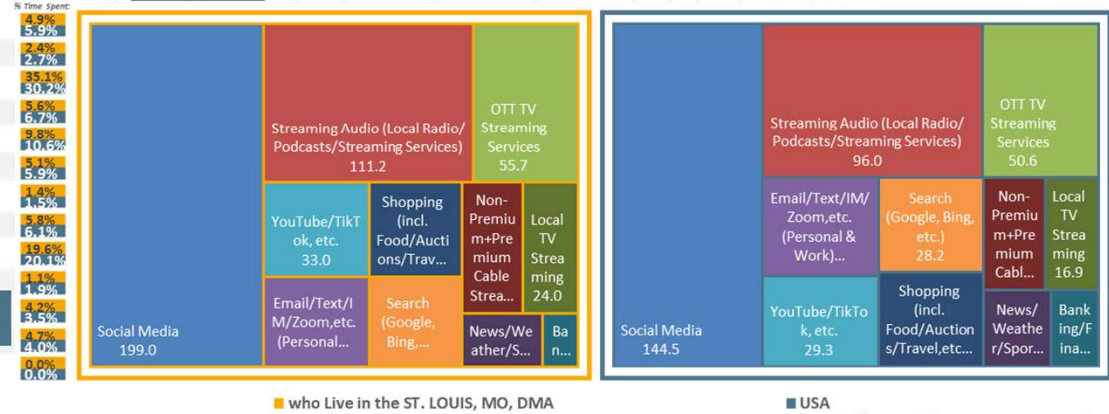
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



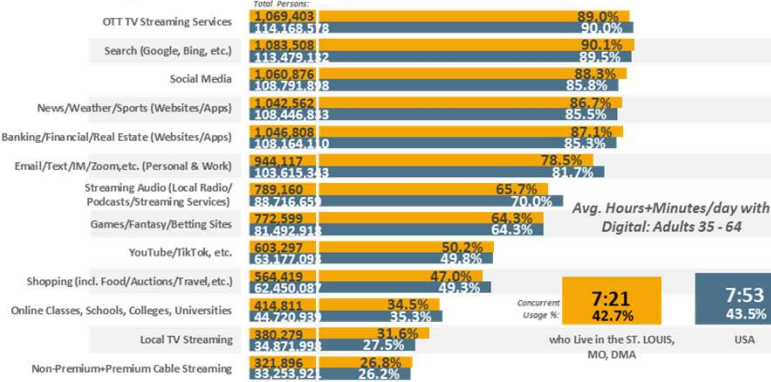
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USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 24,838

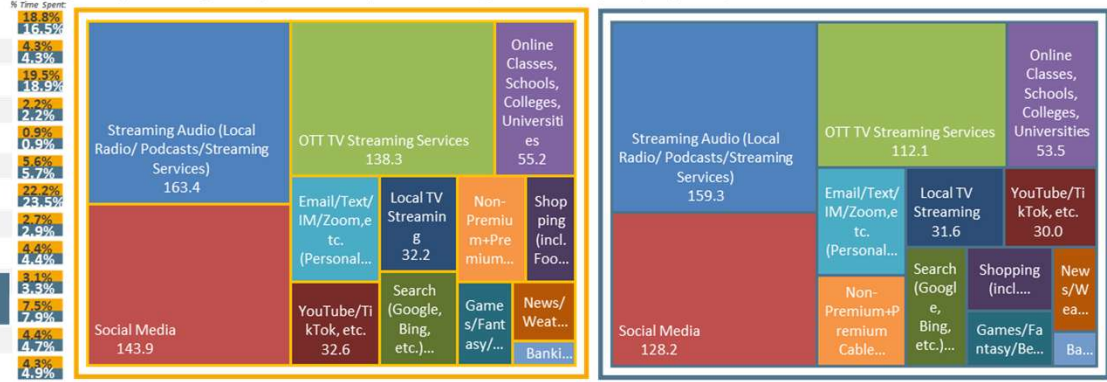


928,552 or 77.2% of Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA use Ad-Supported Social Media for an average of 132.4 minutes every day representing 24.9% of all time spent daily with Ad-Supported Digital Media.

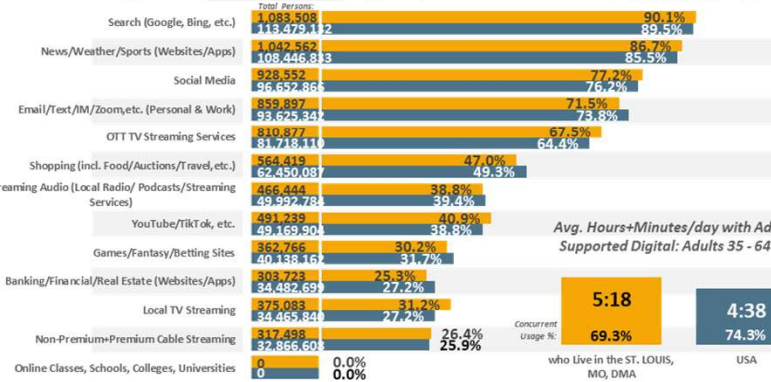
Avg. Week All Digital (Persons & % Reach): Adults 35 - 64



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



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



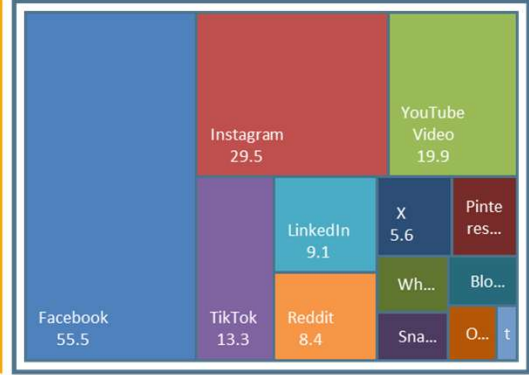
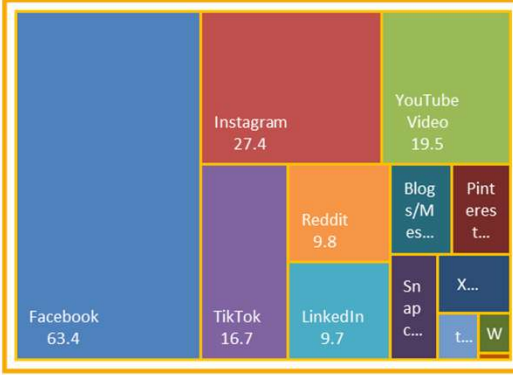
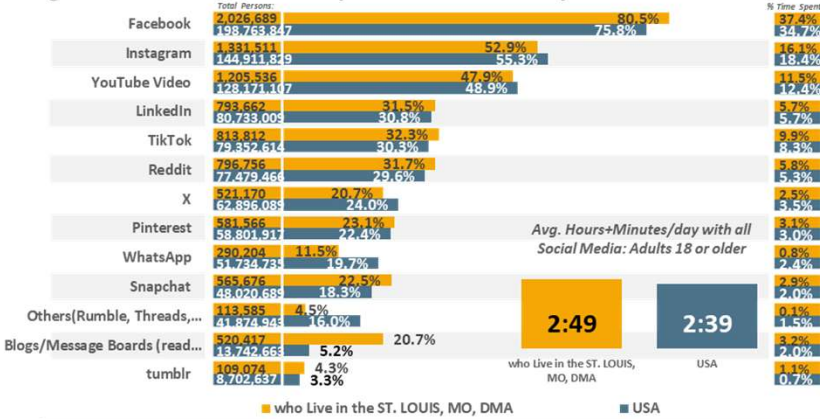
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



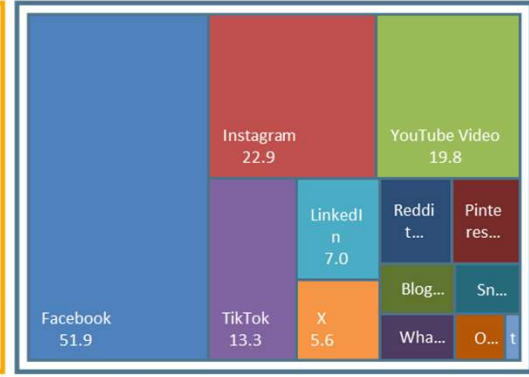
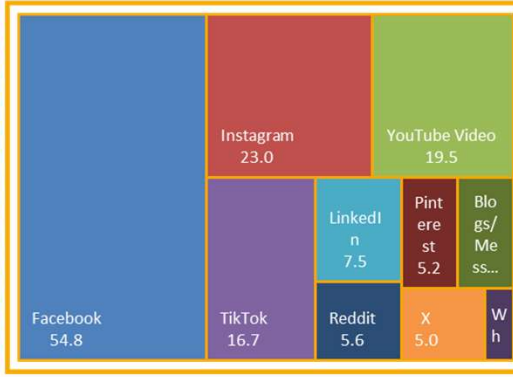
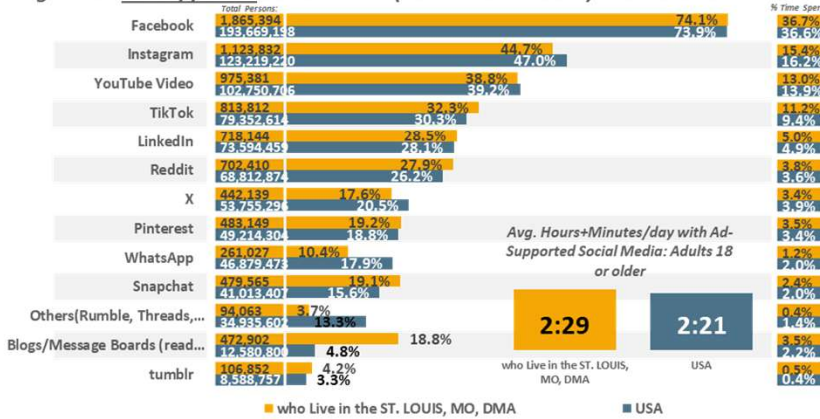


1,865,394 or 74.1% of Adults 18 or older who Live in the ST. LOUIS, MO, DMA use Ad-Supported Facebook for an average of 54.8 minutes every day representing 36.7% of all time spent daily with Ad-Supported Social Media.

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**

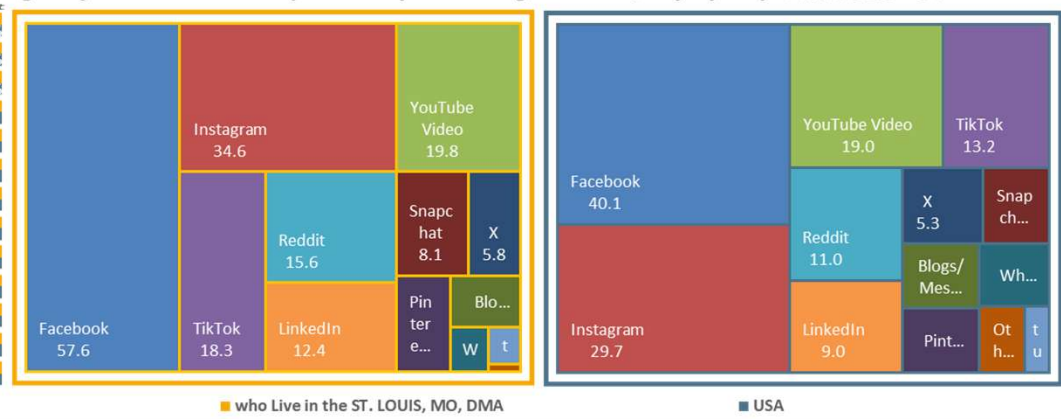
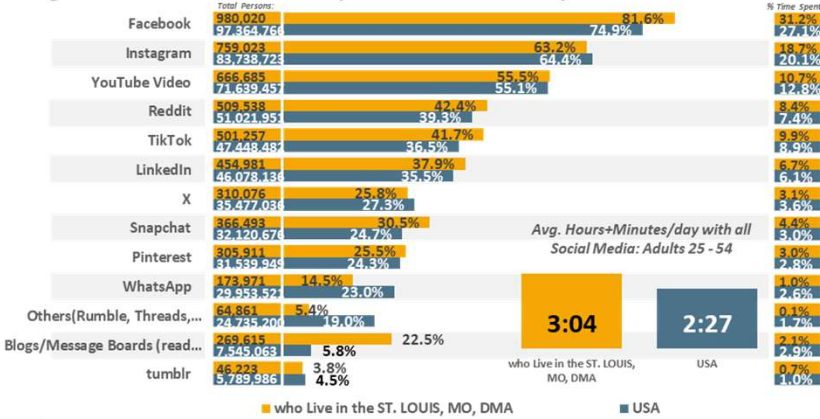




912,709 or 76.% of Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA use Ad-Supported Facebook for an average of 55.3 minutes every day representing 34.2% of all time spent daily with Ad-Supported Social Media.

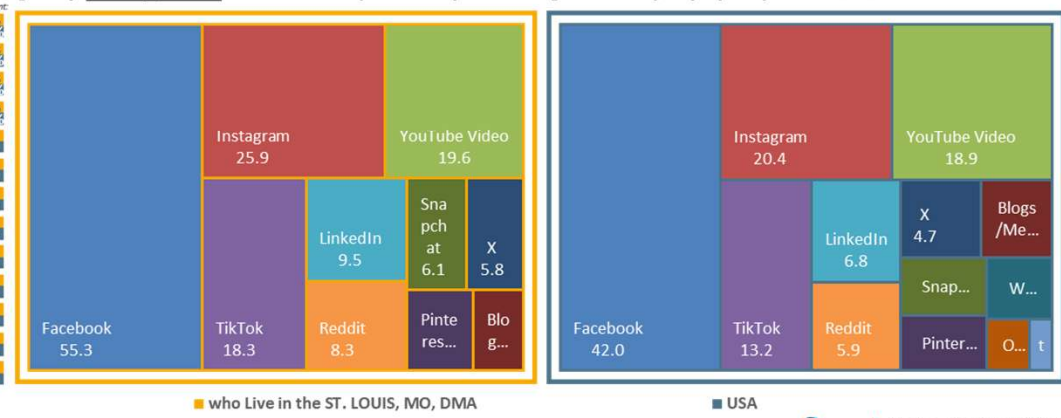
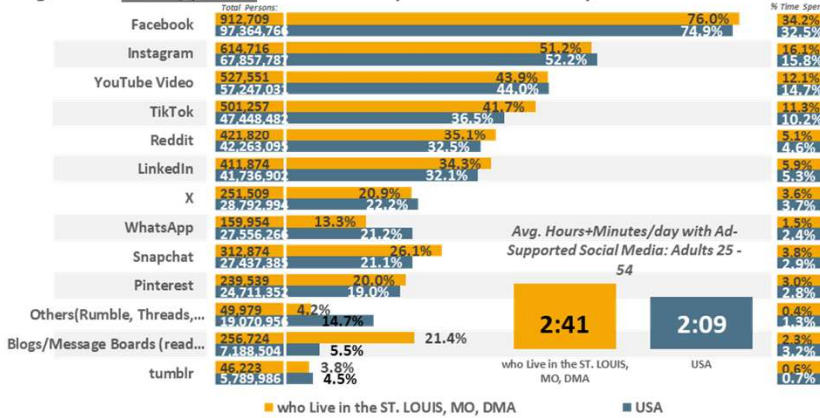
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54

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



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

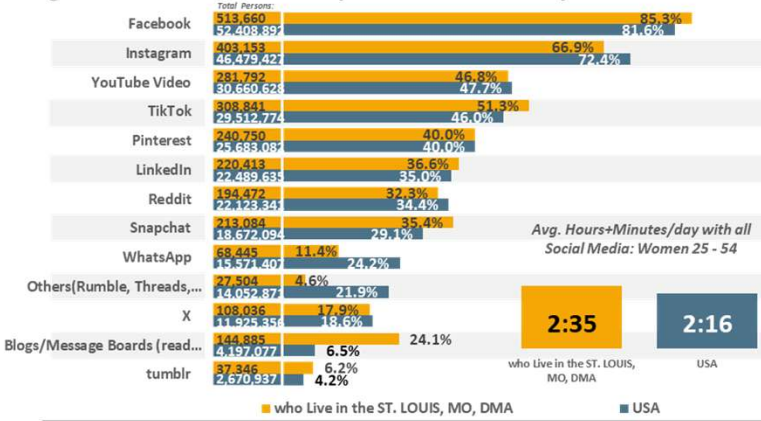
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



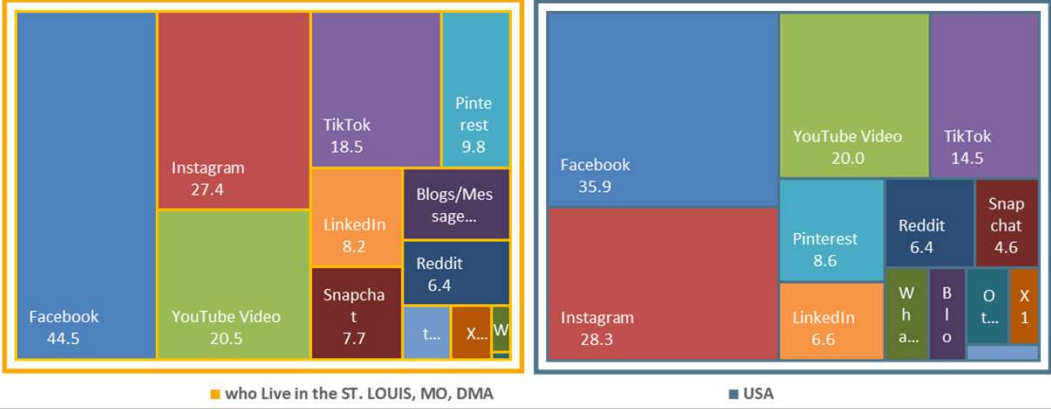


508,296 or 84.4% of Women 25 - 54 who Live in the ST. LOUIS, MO, DMA use Ad-Supported Facebook for an average of 43.8 minutes every day representing 30.0% of all time spent daily with Ad-Supported Social Media.

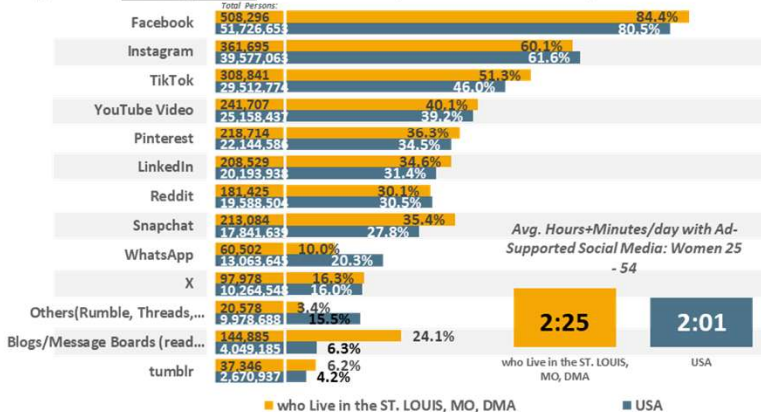
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54



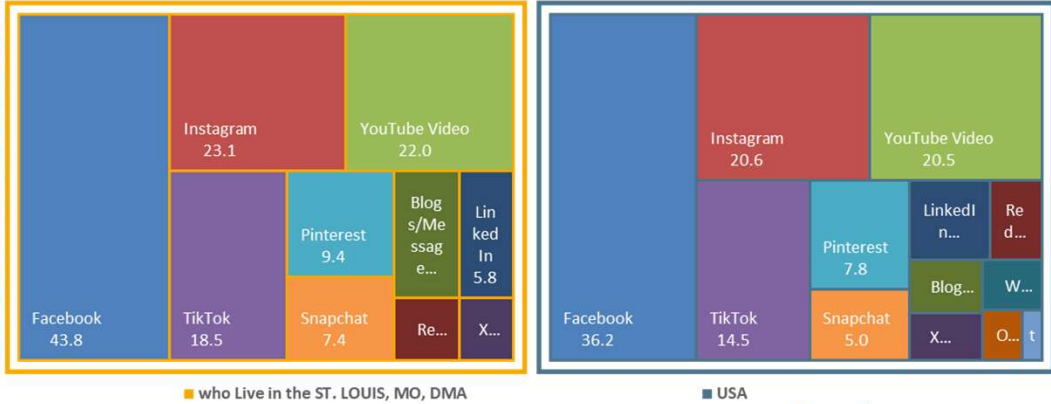
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



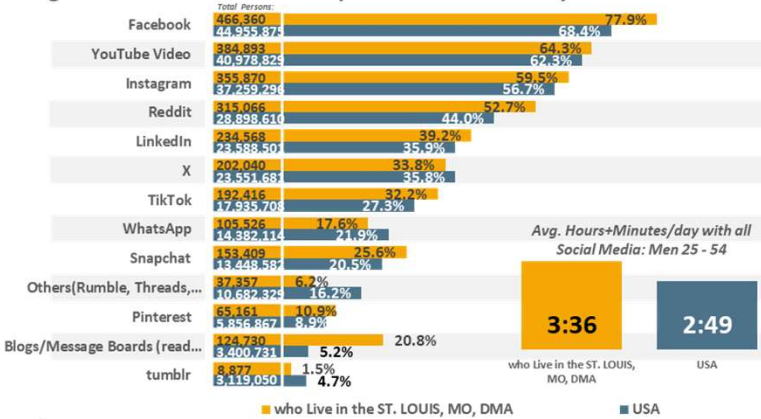
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



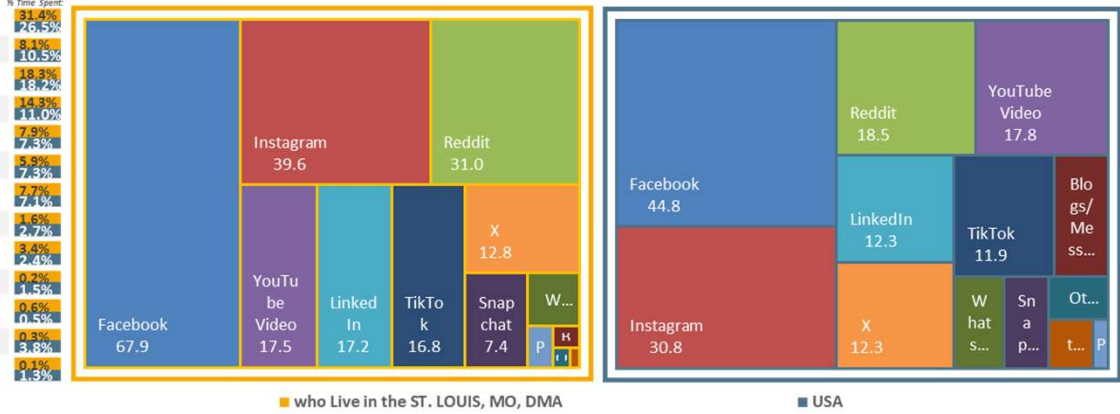


404,413 or 67.6% of Men 25 - 54 who Live in the ST. LOUIS, MO, DMA use Ad-Supported Facebook for an average of 62. minutes every day representing 35.8% of all time spent daily with Ad-Supported Social Media.

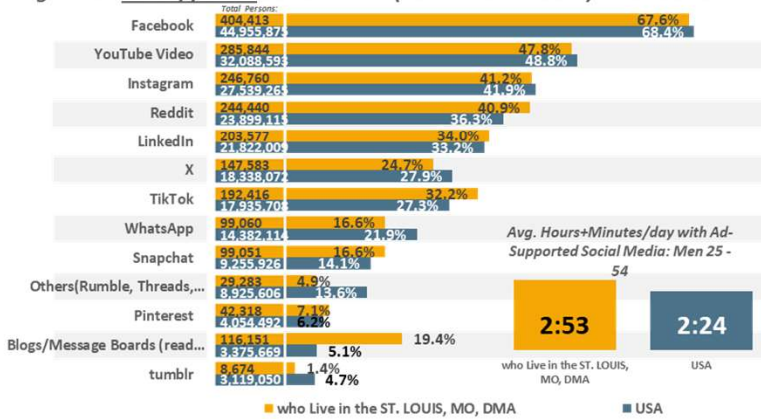
Avg. Week All Social Media (Persons & % Reach): Men 25 - 54



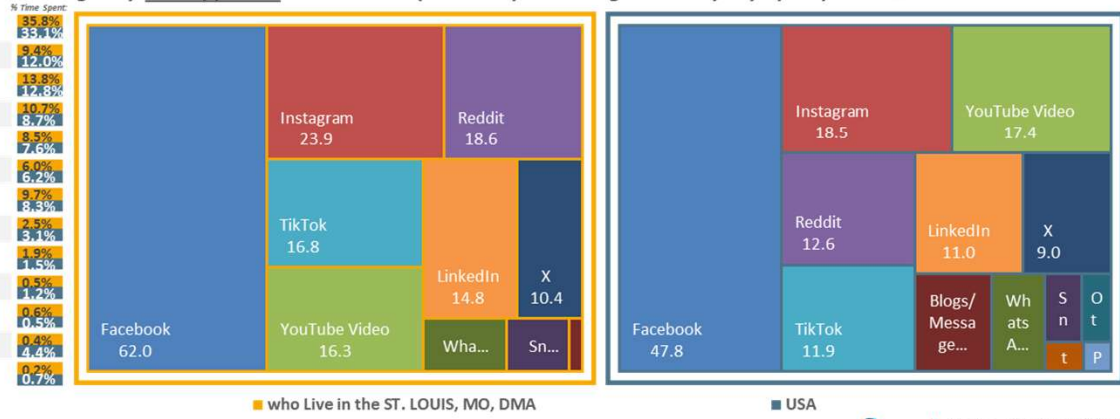
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



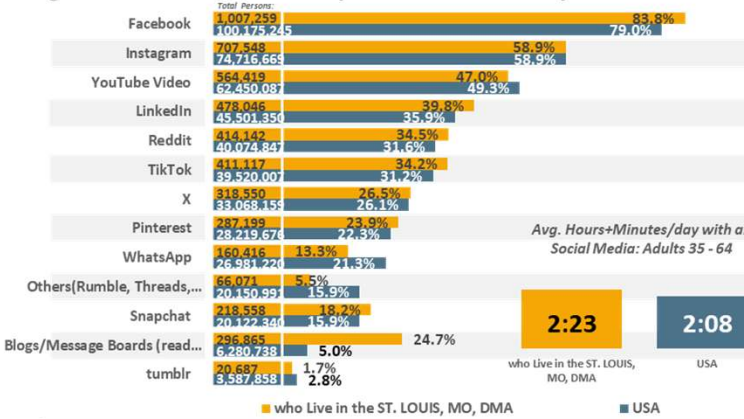
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



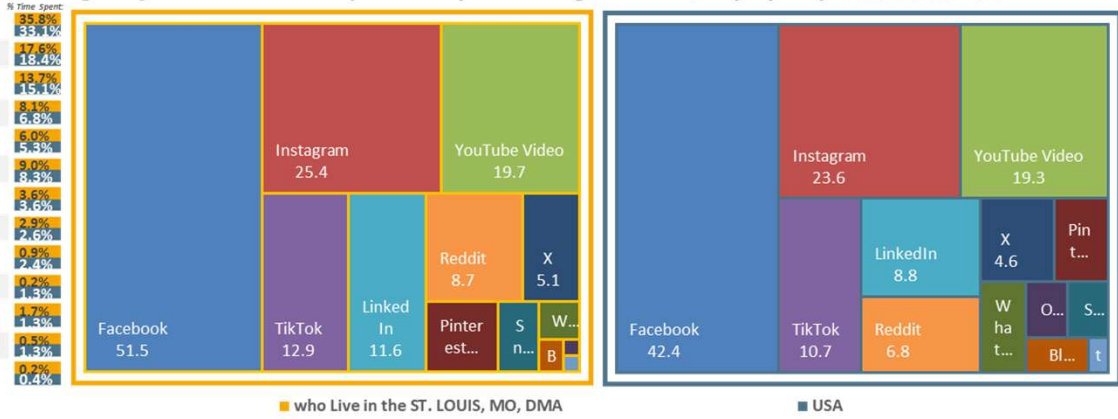


928,552 or 77.2% of Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA use Ad-Supported Facebook for an average of 44.8 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.

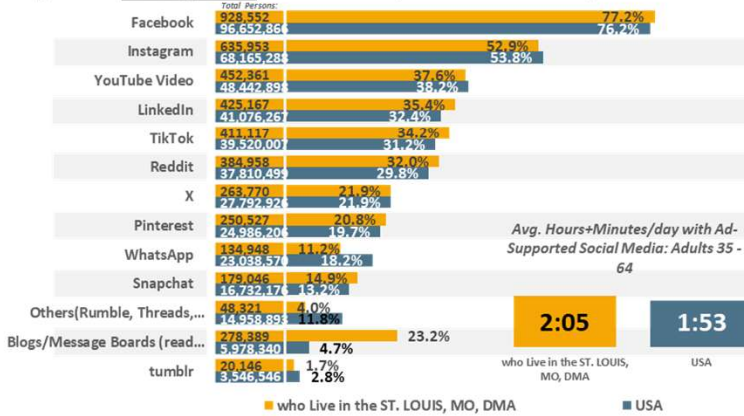
Avg. Week All Social Media (Persons & % Reach): Adults 35 - 64



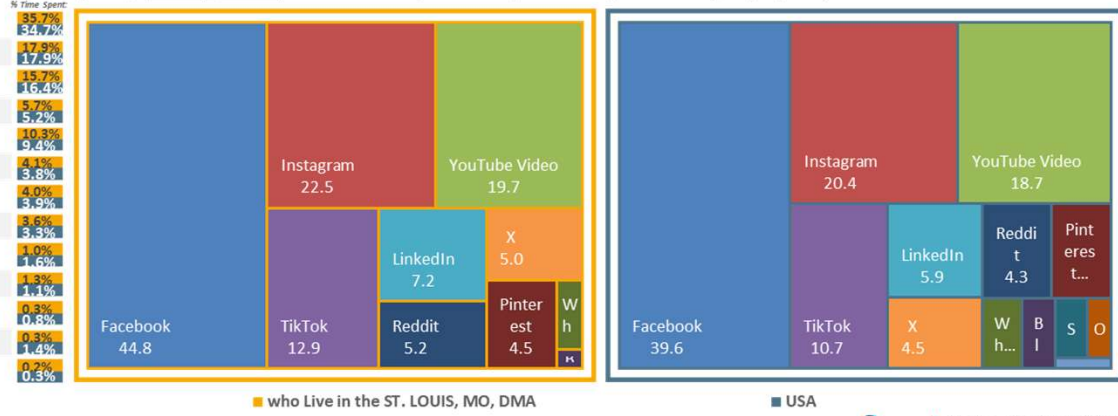
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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

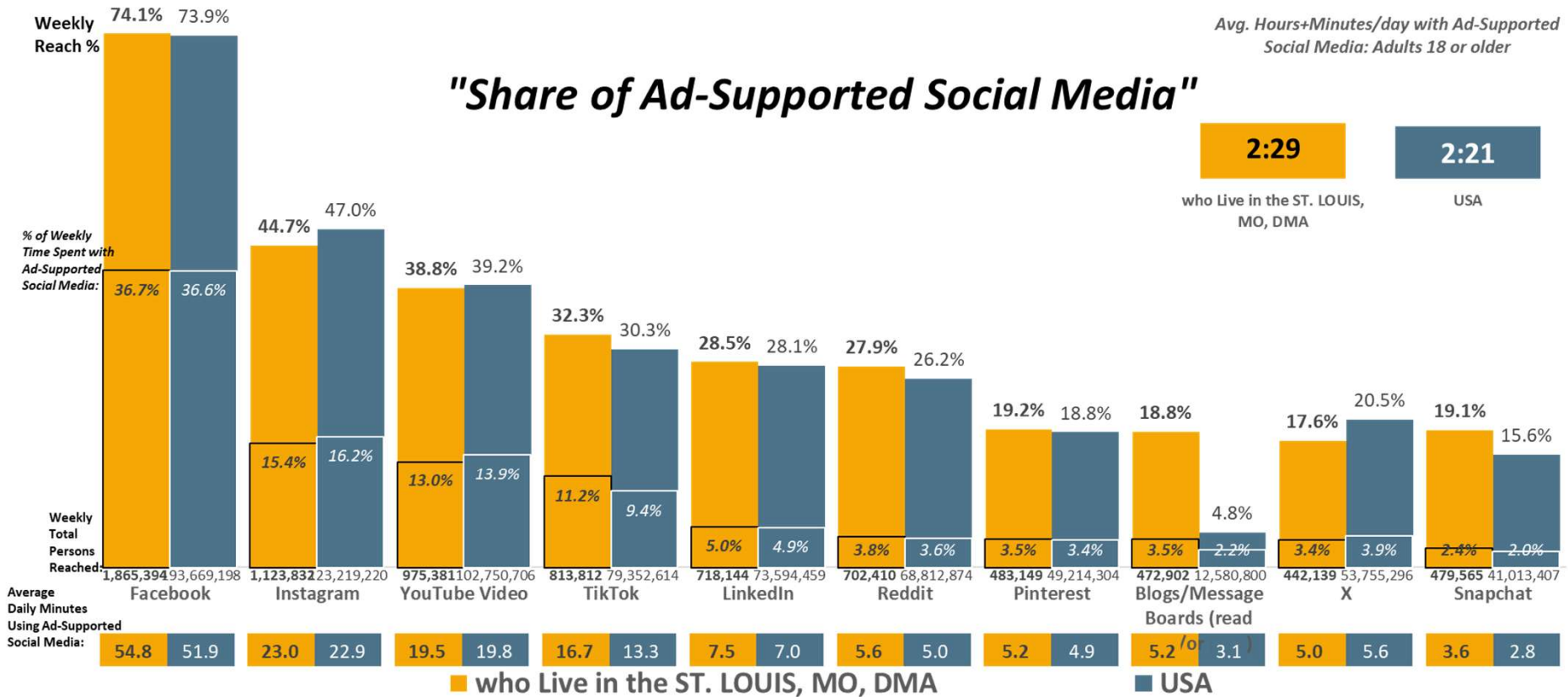


Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64





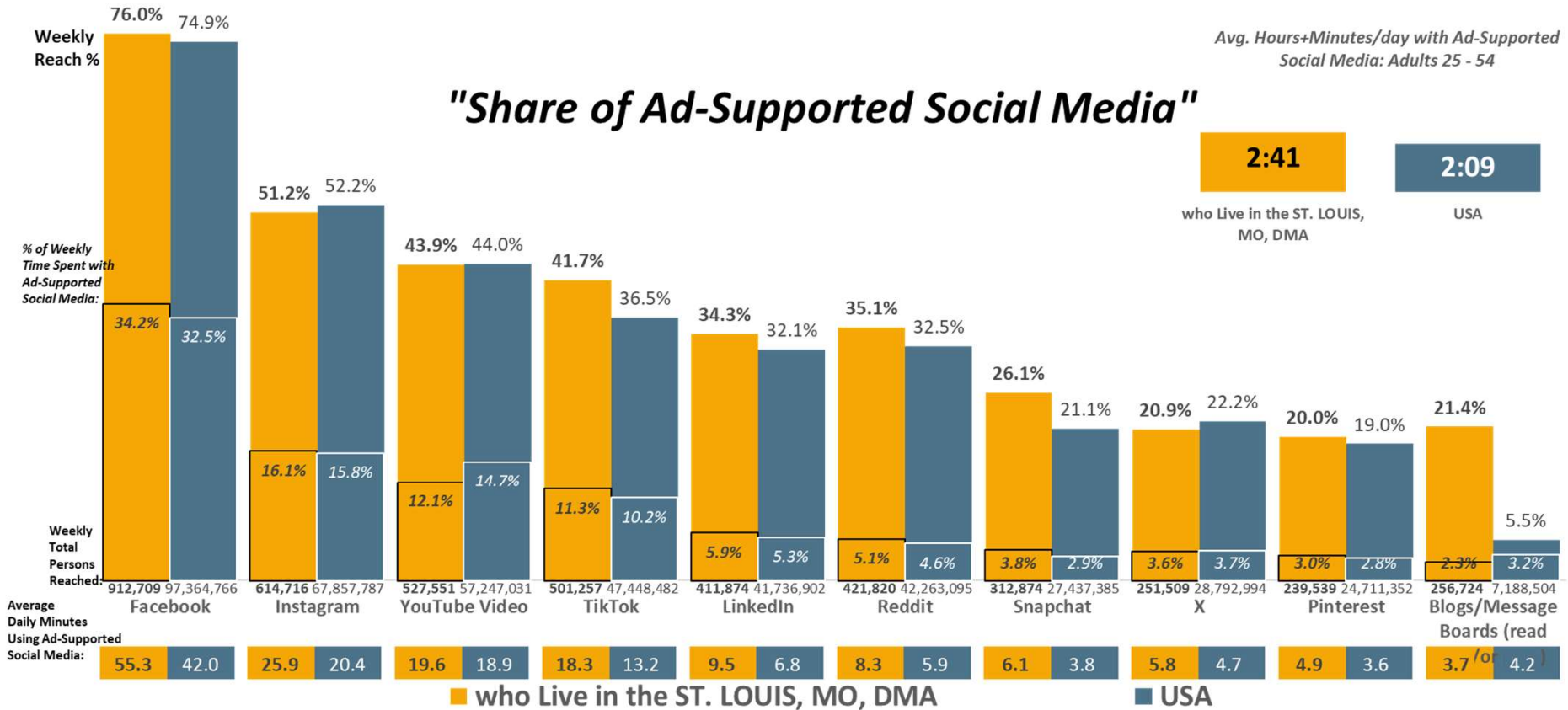
1,865,394 or 74.1% of Adults 18 or older who Live in the ST. LOUIS, MO, DMA use Ad-Supported Facebook for an average of 54.8 minutes every day representing 36.7% of all time spent daily with Ad-Supported Social Media.



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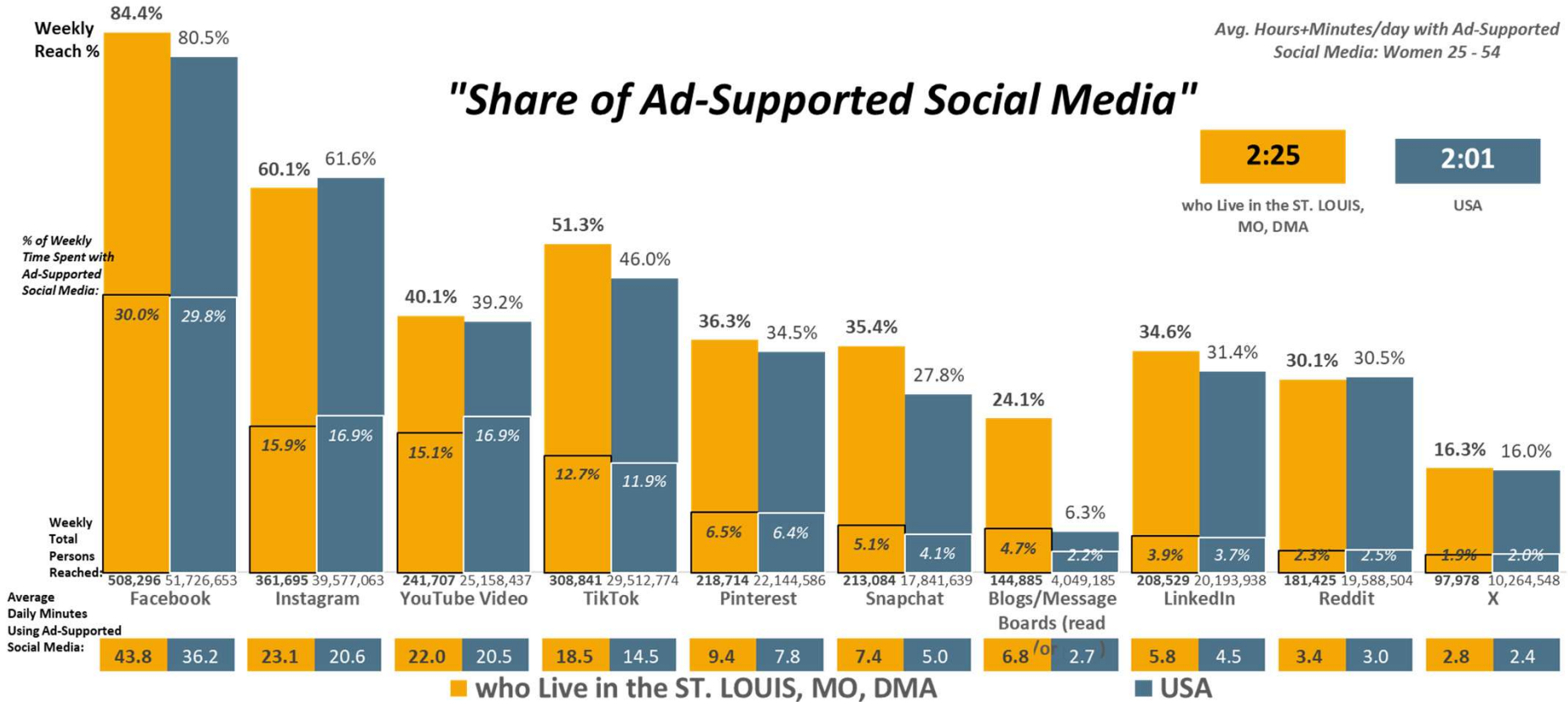
912,709 or 76.0% of Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA use Ad-Supported Facebook for an average of 55.3 minutes every day representing 34.2% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956
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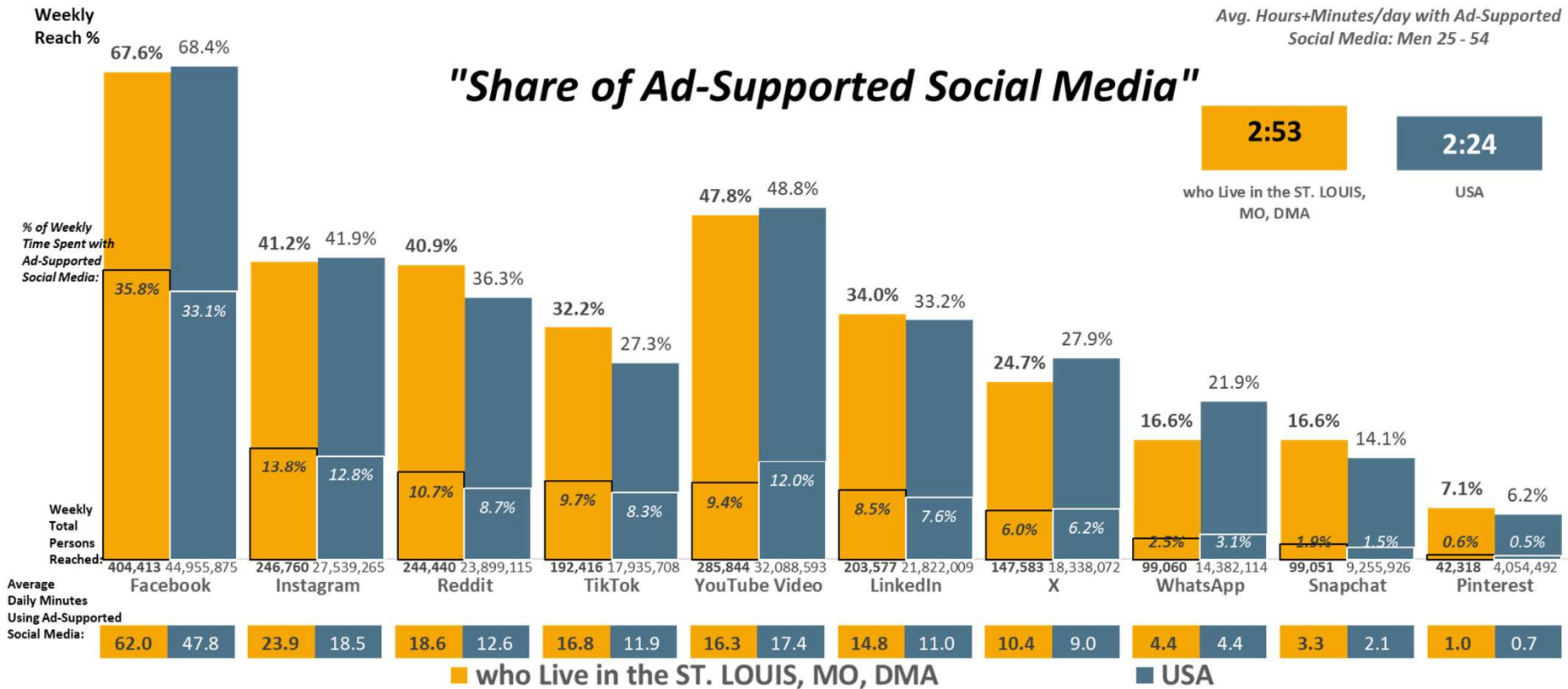
508,296 or 84.4% of Women 25 - 54 who Live in the ST. LOUIS, MO, DMA use Ad-Supported Facebook for an average of 43.8 minutes every day representing 30.0% of all time spent daily with Ad-Supported Social Media.



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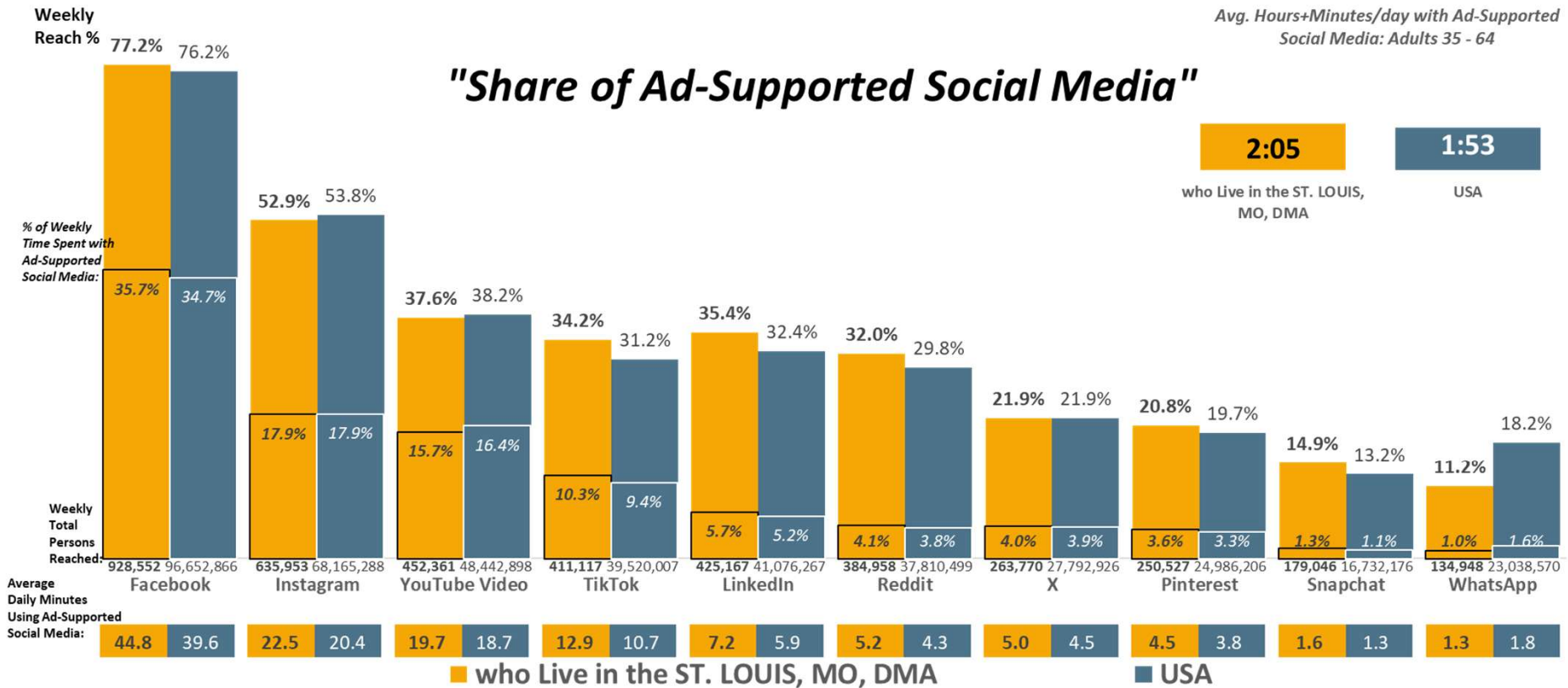
404,413 or 67.6% of Men 25 - 54 who Live in the ST. LOUIS, MO, DMA use Ad-Supported Facebook for an average of 62. minutes every day representing 35.8% of all time spent daily with Ad-Supported Social Media.



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928,552 or 77.2% of Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA use Ad-Supported Facebook for an average of 44.8 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.



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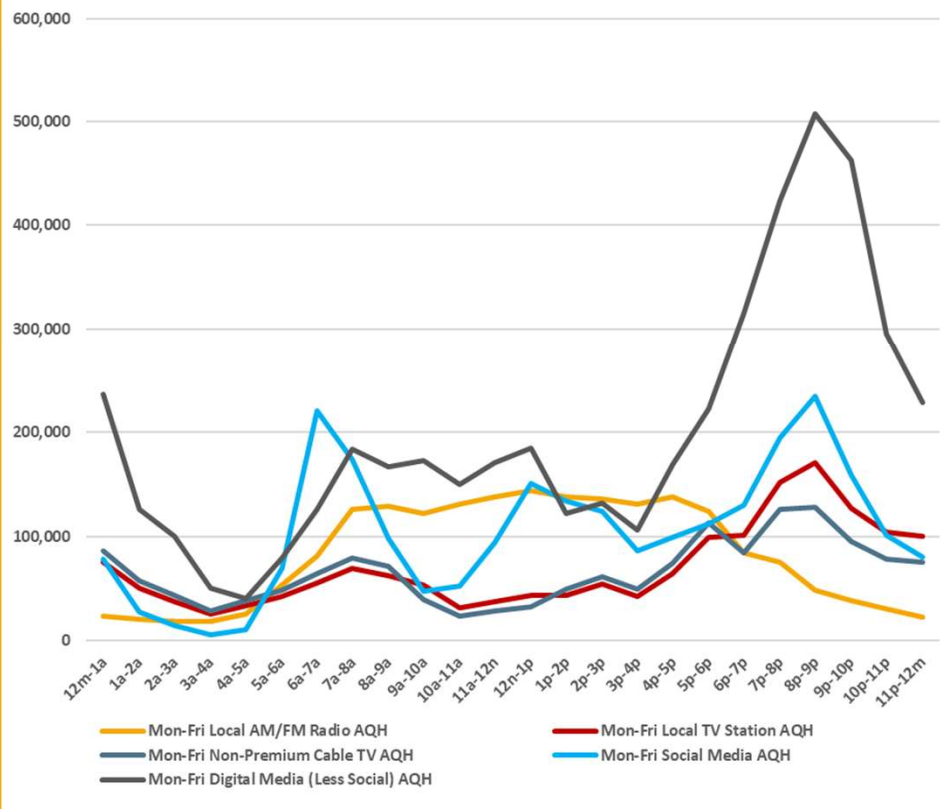




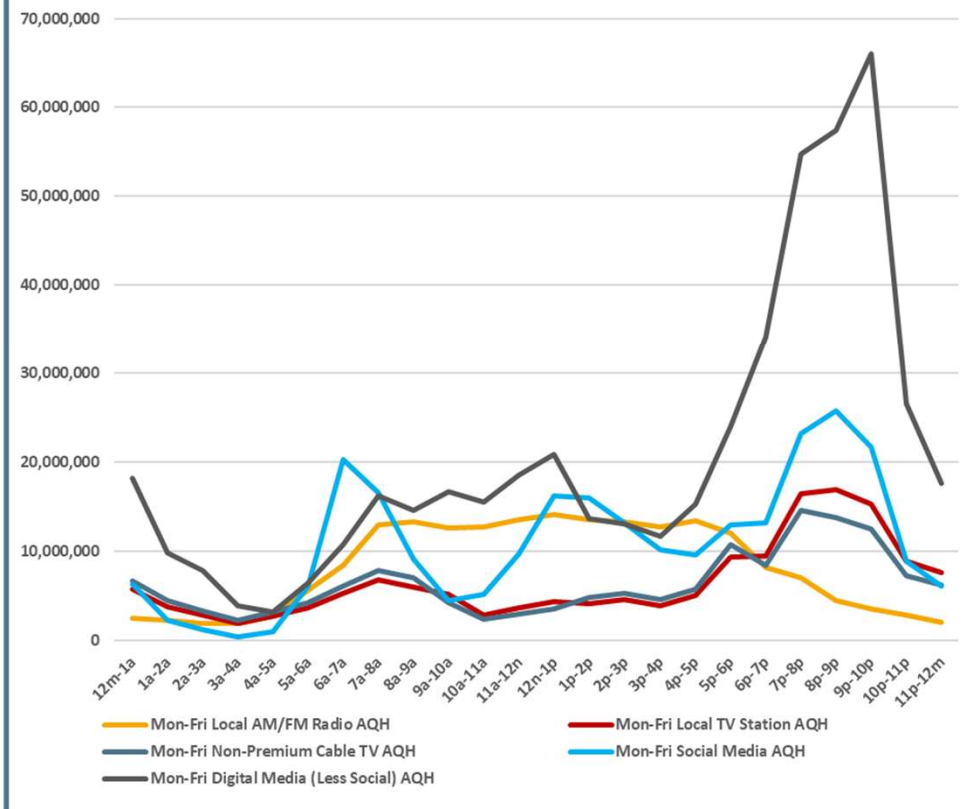
P18+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 170,968; Local Radio: 124,883; Social Media: 117,199; Non-Prem. Cable: 59,256; Local TV: 58,235 reaching Adults 18 or older who Live in the ST. LOUIS, MO, DMA.

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Live in the ST. LOUIS, MO, DMA*



*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 18 or older*

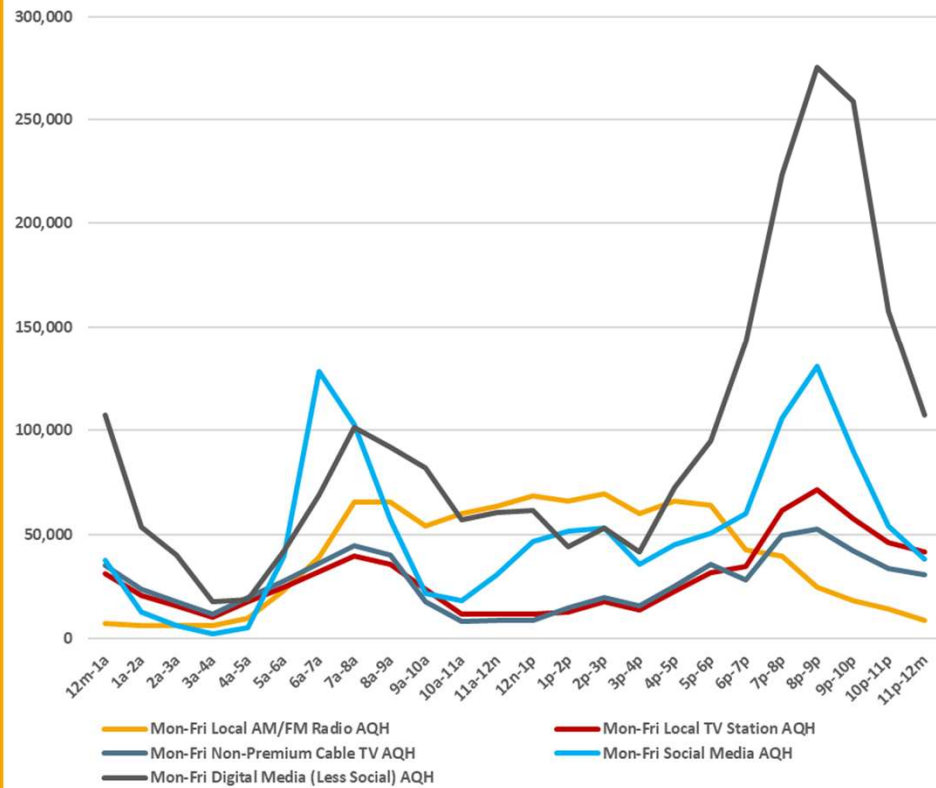




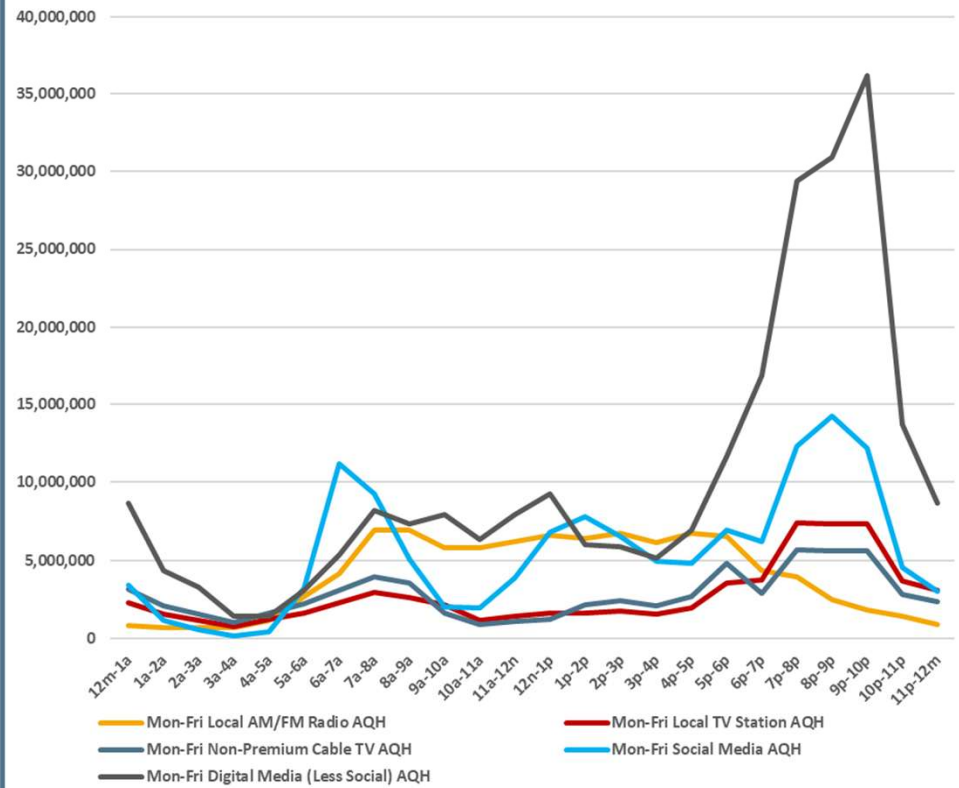
P25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 74,689; Local Radio: 60,289; Social Media: 53,937; Non-Prem. Cable: 23,294; Local TV: 23,063 reaching Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA.

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA*



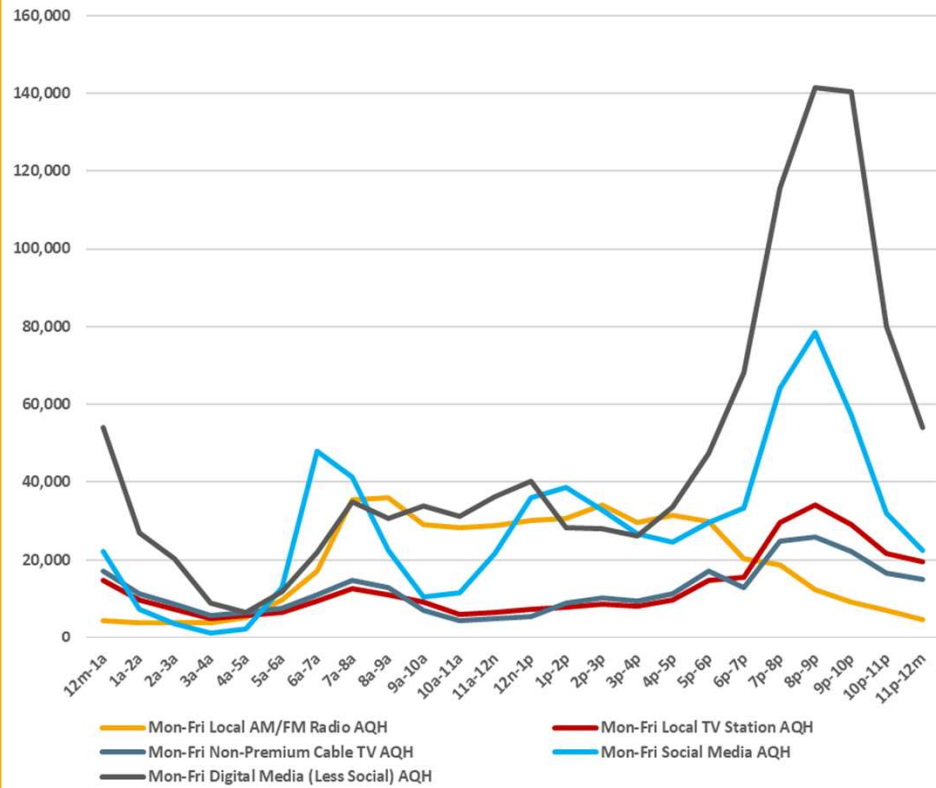
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 25 - 54*



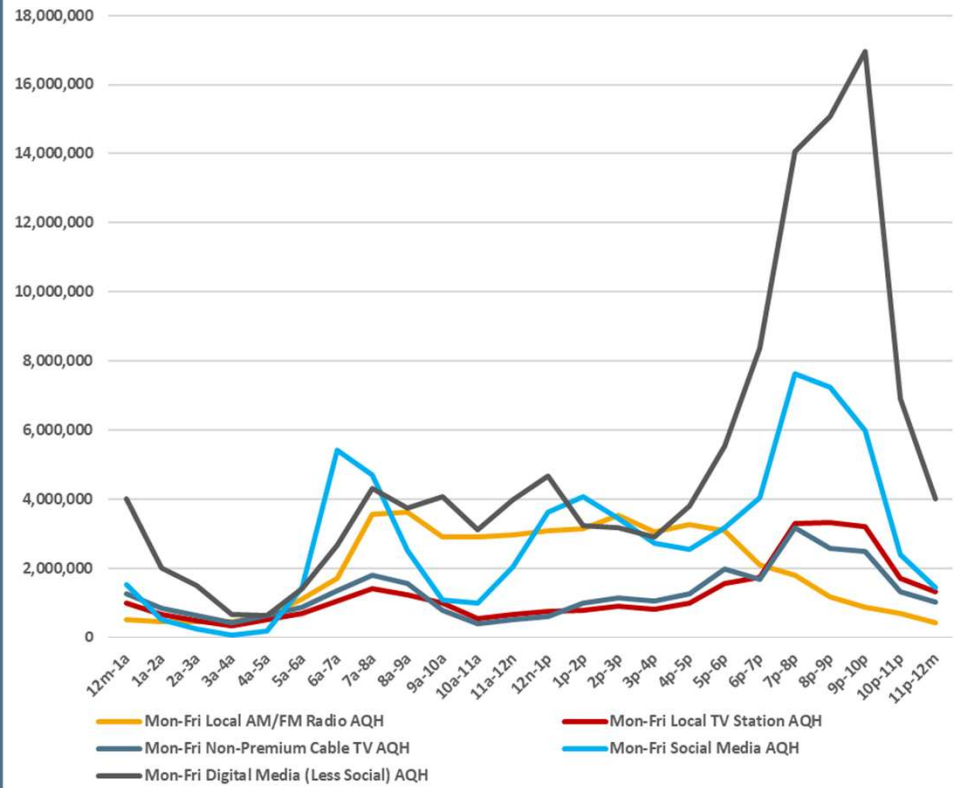


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 35,471; Local Radio: 29,339; Social Media: 29,008; Non-Prem. Cable: 10,054; Local TV: 9,744 reaching Women 25 - 54 who Live in the ST. LOUIS, MO, DMA.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Women 25 - 54 who Live in the ST. LOUIS, MO, DMA



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Women 25 - 54

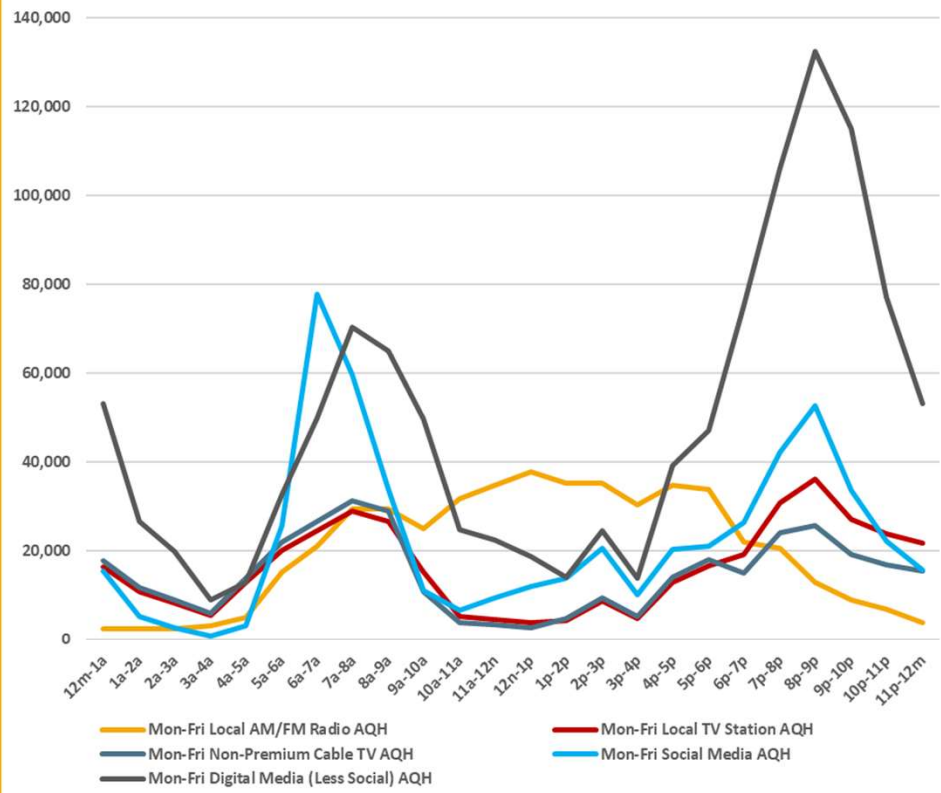




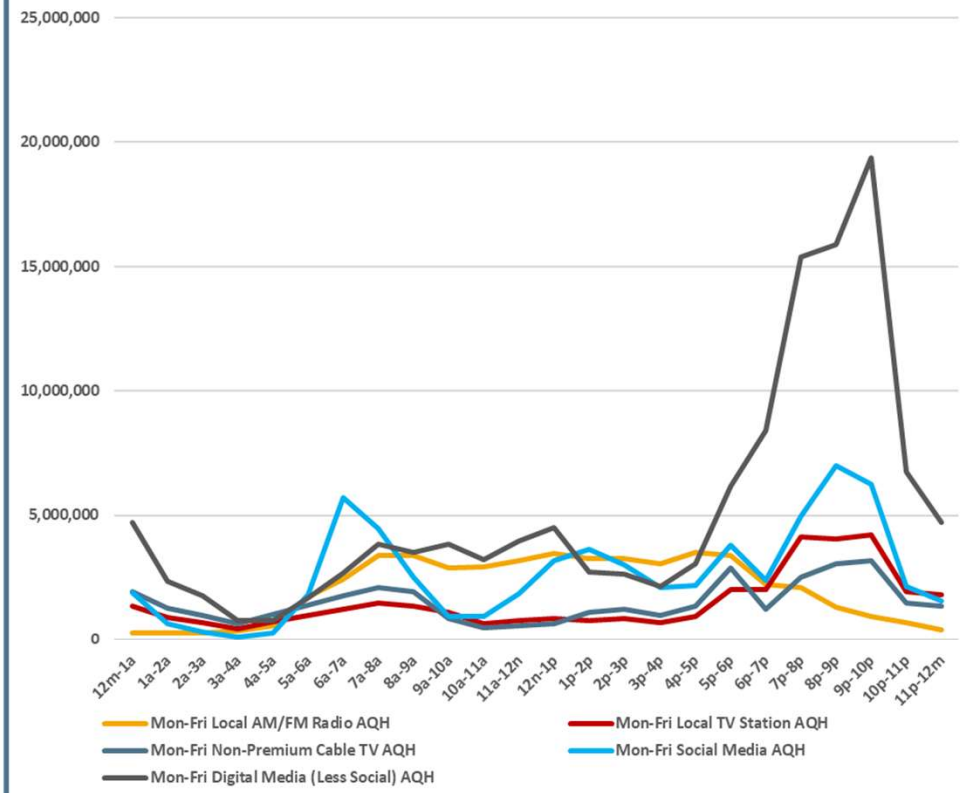
M25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 39,576; Local Radio: 30,786; Social Media: 24,828; Local TV: 13,518; Non-Prem. Cable: 13,385 reaching Men 25 - 54 who Live in the ST. LOUIS, MO, DMA.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Men 25 - 54 who Live in the ST. LOUIS, MO, DMA



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Men 25 - 54

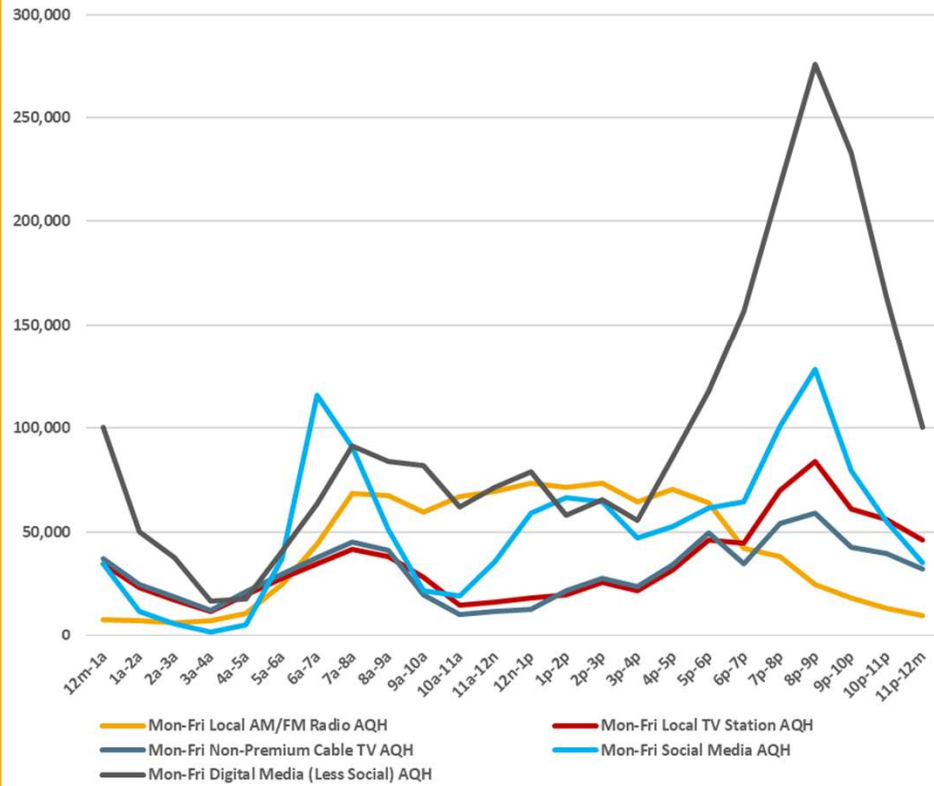




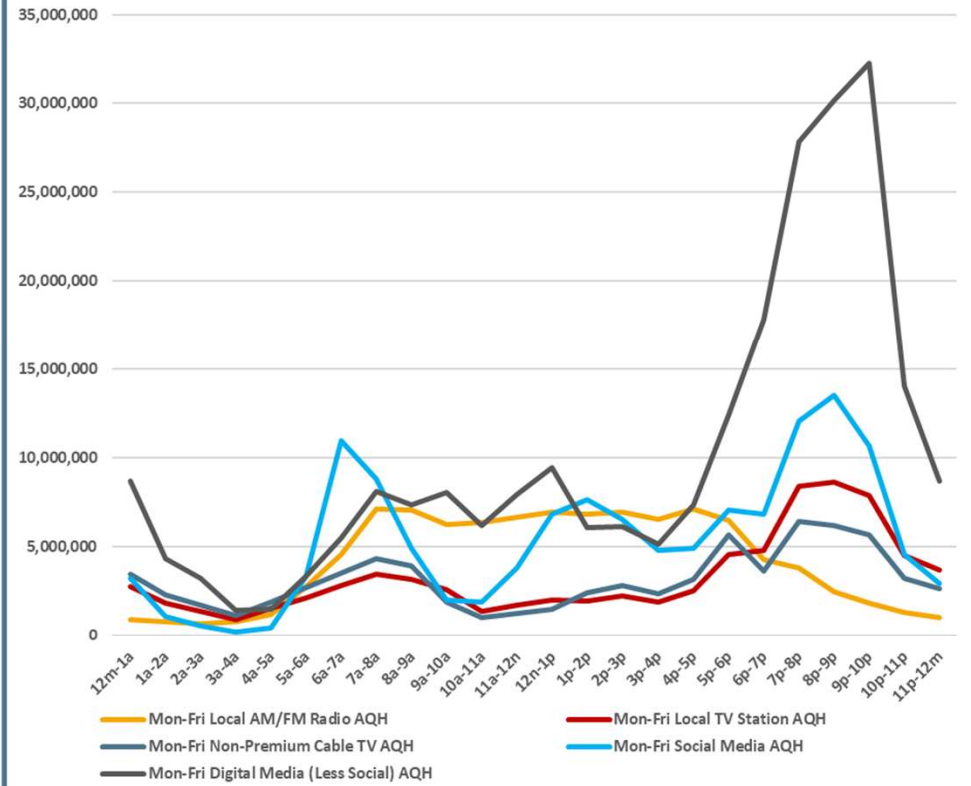
P35-64

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 82,530; Local Radio: 64,227; Social Media: 57,678; Local TV: 29,370; Non-Prem. Cable: 28,346 reaching Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA.

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA*



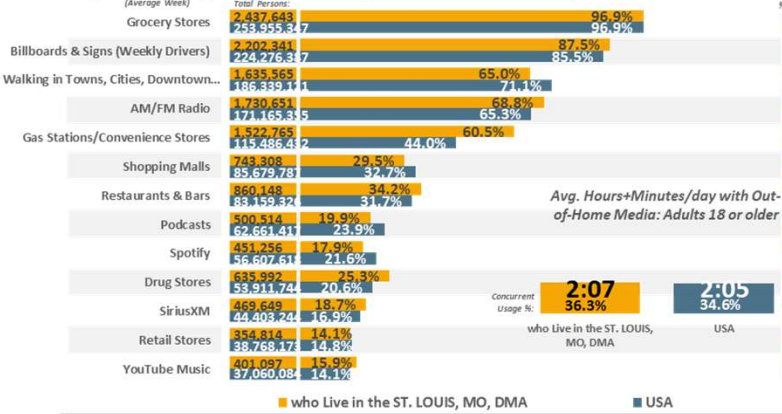
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 35 - 64*



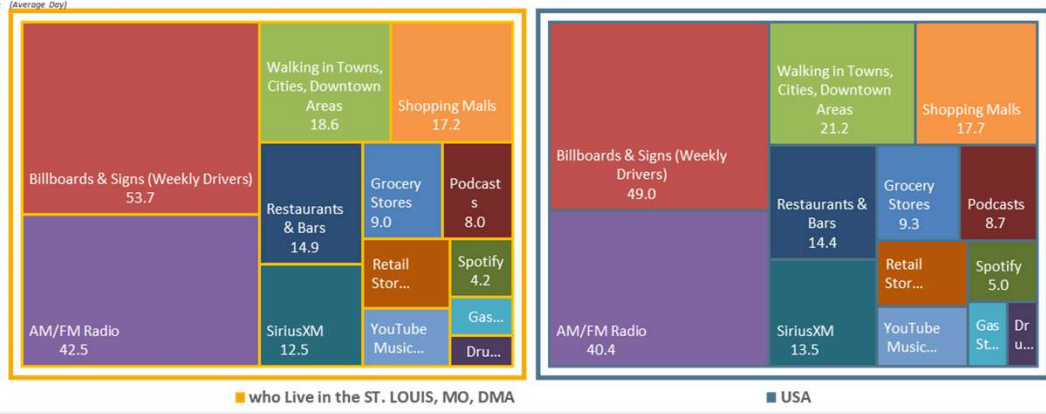


2,202,341 or 87.5% of Adults 18 or older who Live in the ST. LOUIS, MO, DMA spend an average of 53.7 minutes per day driving, seeing Billboards and Signs. 66.3% Listen to Local Radio Stations Out-of-Home for an average of 40.1 minutes/day.

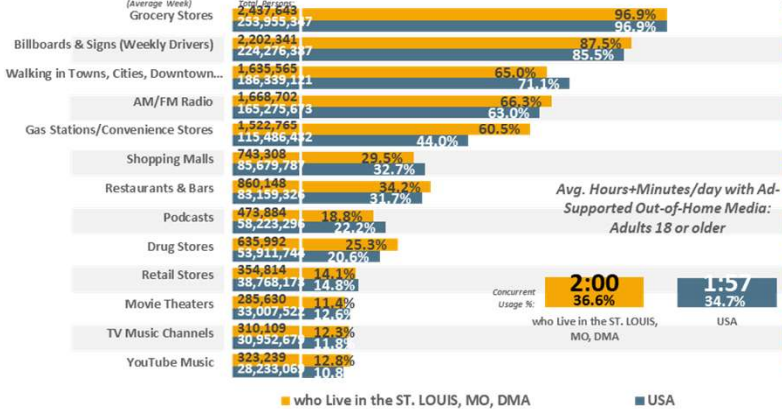
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



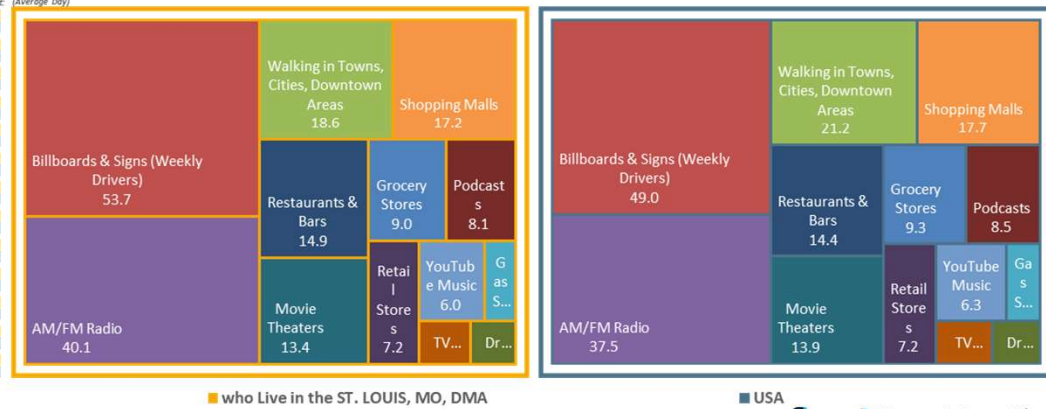
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



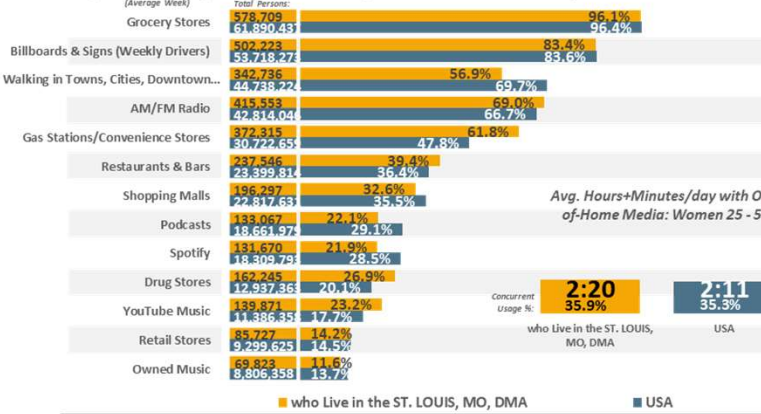
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



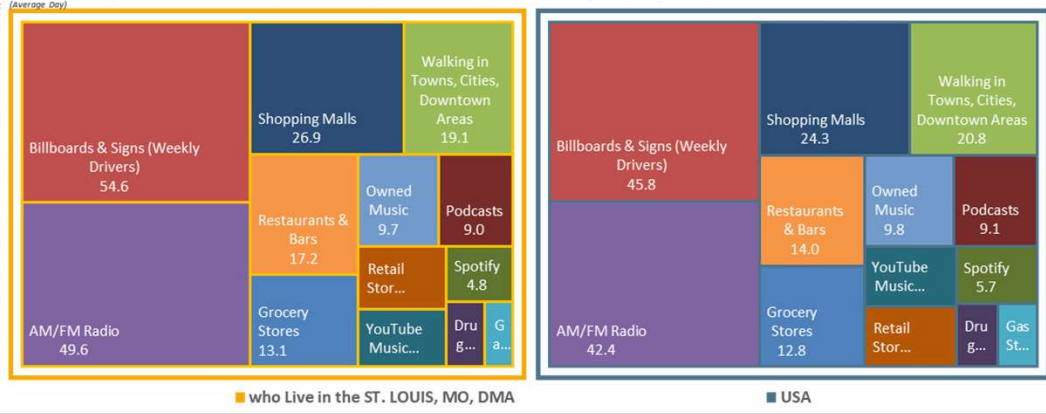


502,223 or 83.4% of Women 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an average of 54.6 minutes per day driving, seeing Billboards and Signs. 67.4% Listen to Local Radio Stations Out-of-Home for an average of 47.2 minutes/day.

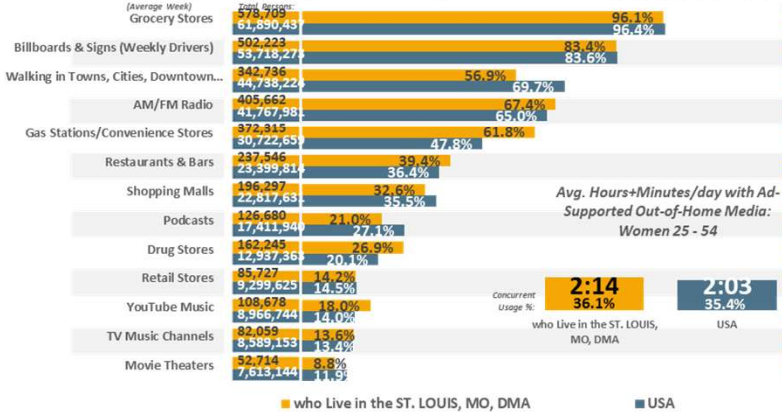
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



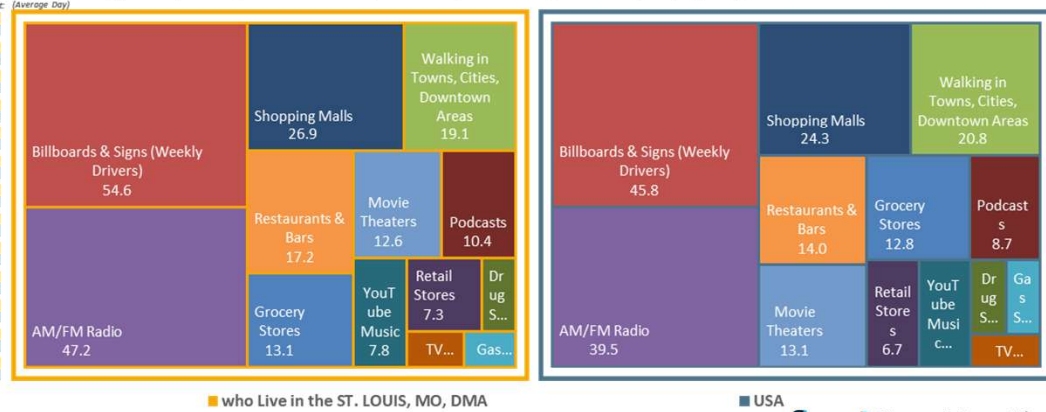
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



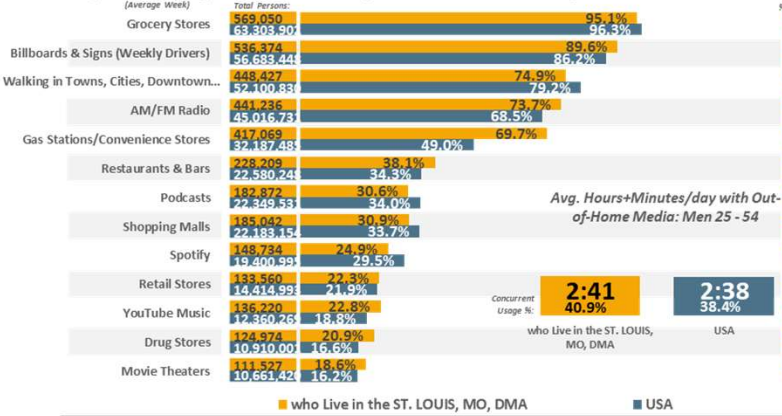
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USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 24,838

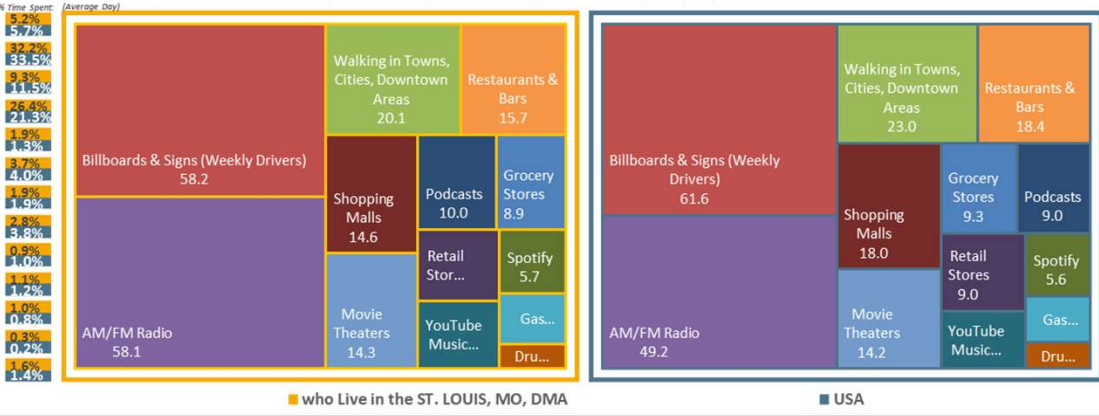


536,374 or 89.6% of Men 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an average of 58.2 minutes per day driving, seeing Billboards and Signs. 71.9% Listen to Local Radio Stations Out-of-Home for an average of 55.2 minutes/day.

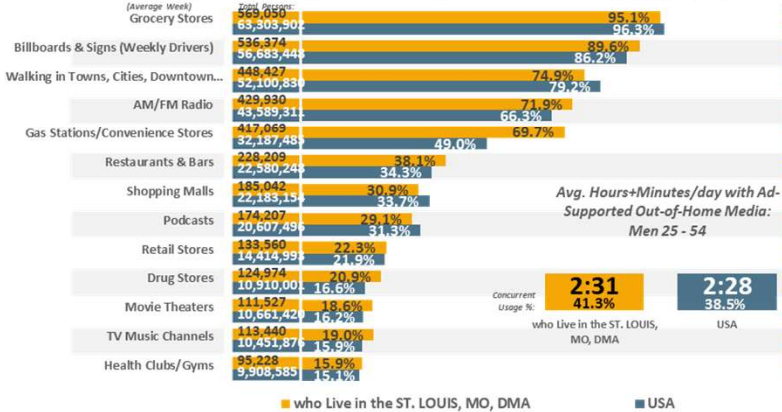
Top-13 Out-of-Home Media (Persons & % Reach): Men 25 - 54



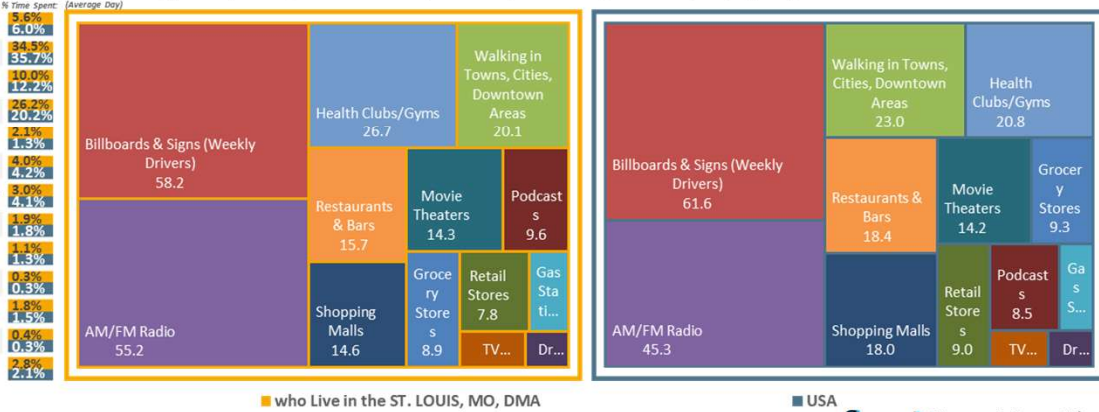
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



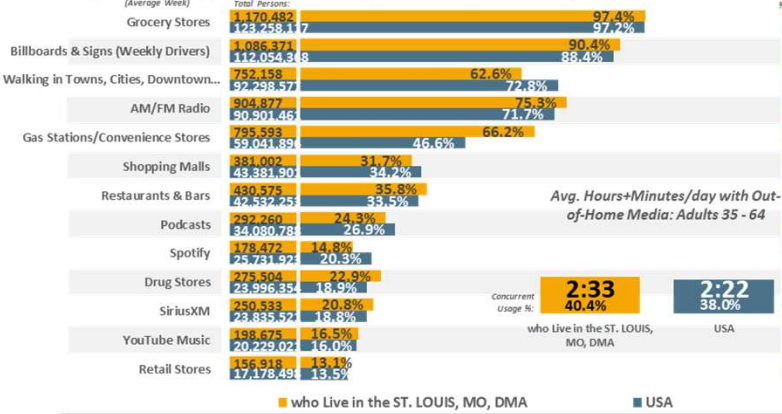
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



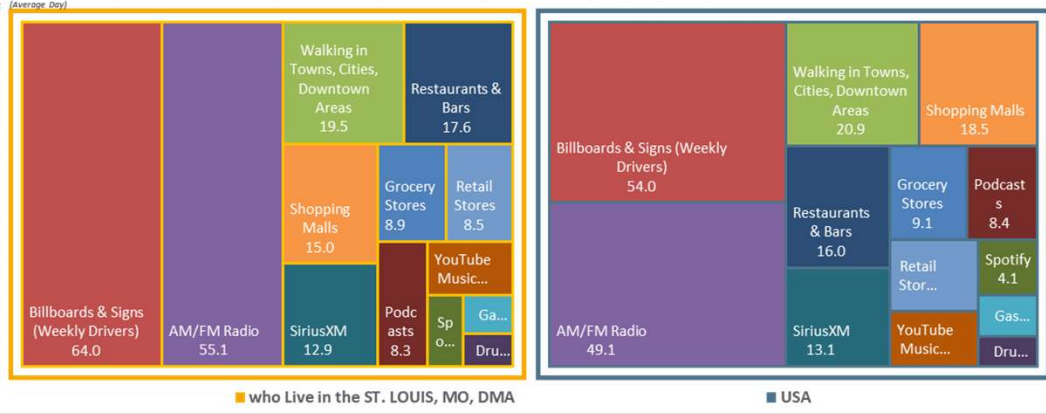


1,086,371 or 90.4% of Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA spend an average of 64. minutes per day driving, seeing Billboards and Signs. 72.8% Listen to Local Radio Stations Out-of-Home for an average of 52.4 minutes/day.

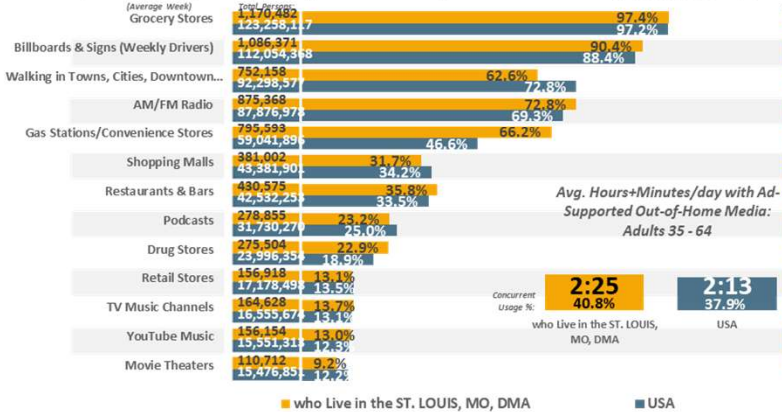
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 - 64



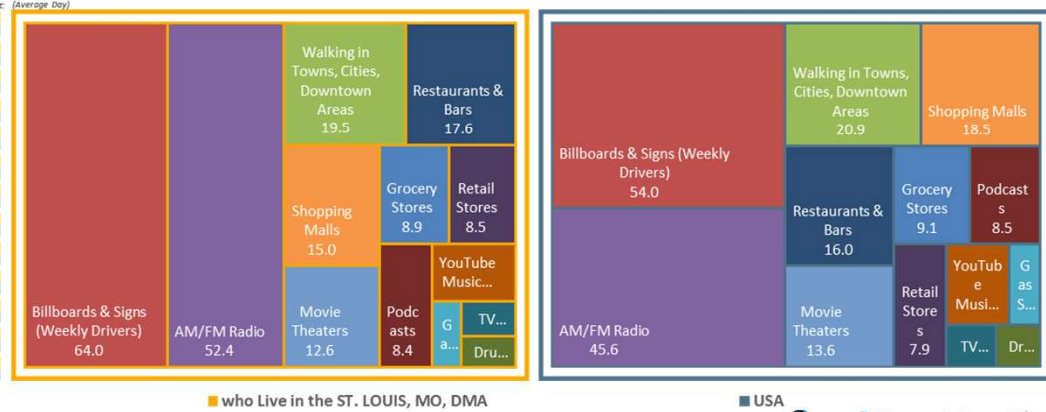
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



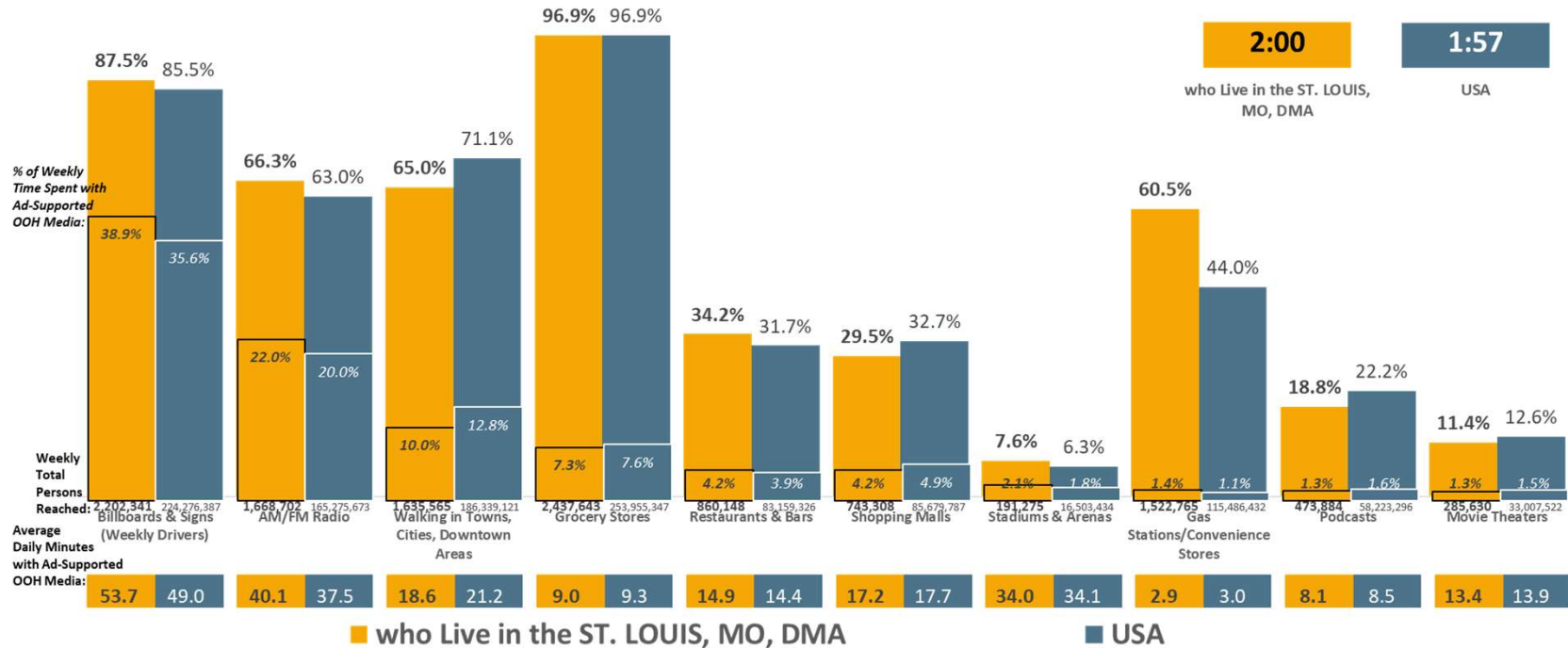


2,202,341 or 87.5% of Adults 18 or older who Live in the ST. LOUIS, MO, DMA spend an average of 53.7 minutes per day driving, seeing Billboards and Signs representing 38.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:00
who Live in the ST. LOUIS, MO, DMA

1:57
USA

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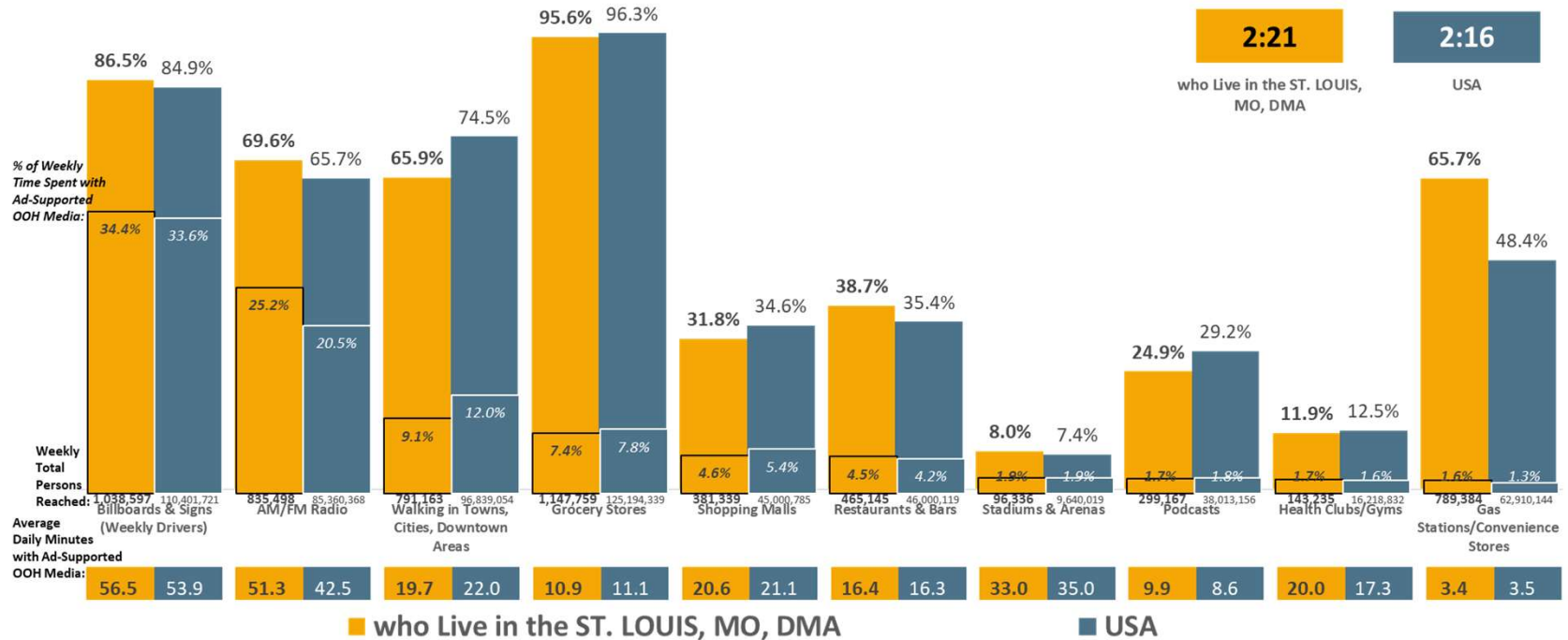


1,038,597 or 86.5% of Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an average of 56.5 minutes per day driving, seeing Billboards and Signs representing 34.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



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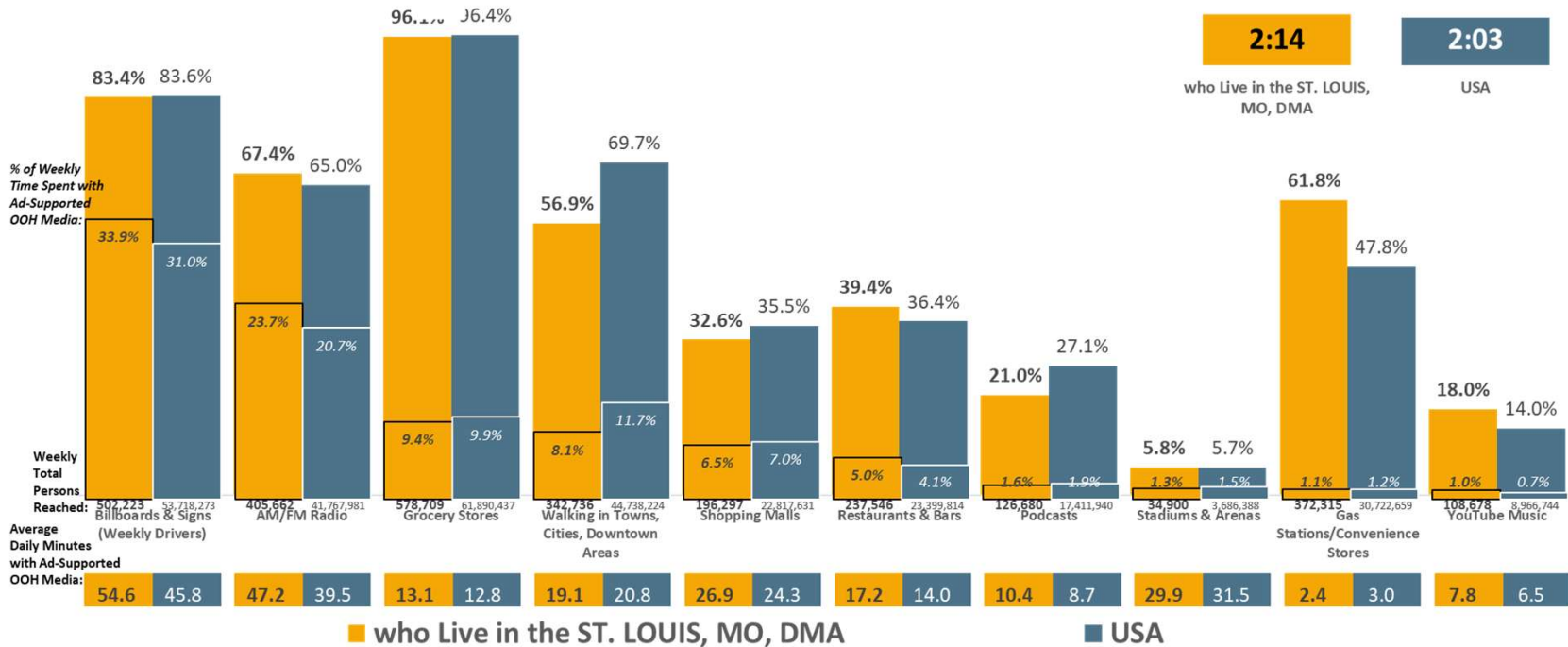


502,223 or 83.4% of Women 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an average of 54.6 minutes per day driving, seeing Billboards and Signs representing 33.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:14
who Live in the ST. LOUIS, MO, DMA

2:03
USA

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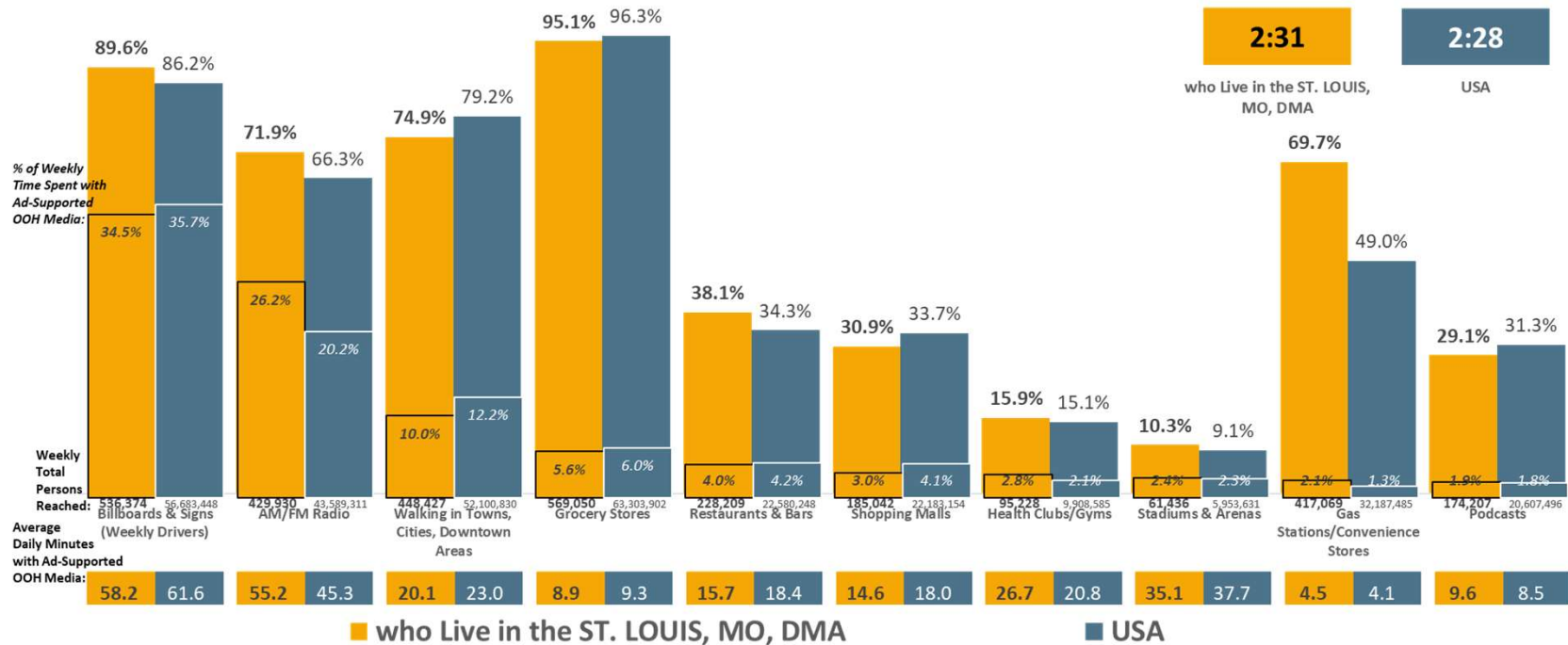


536,374 or 89.6% of Men 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an average of 58.2 minutes per day driving, seeing Billboards and Signs representing 34.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



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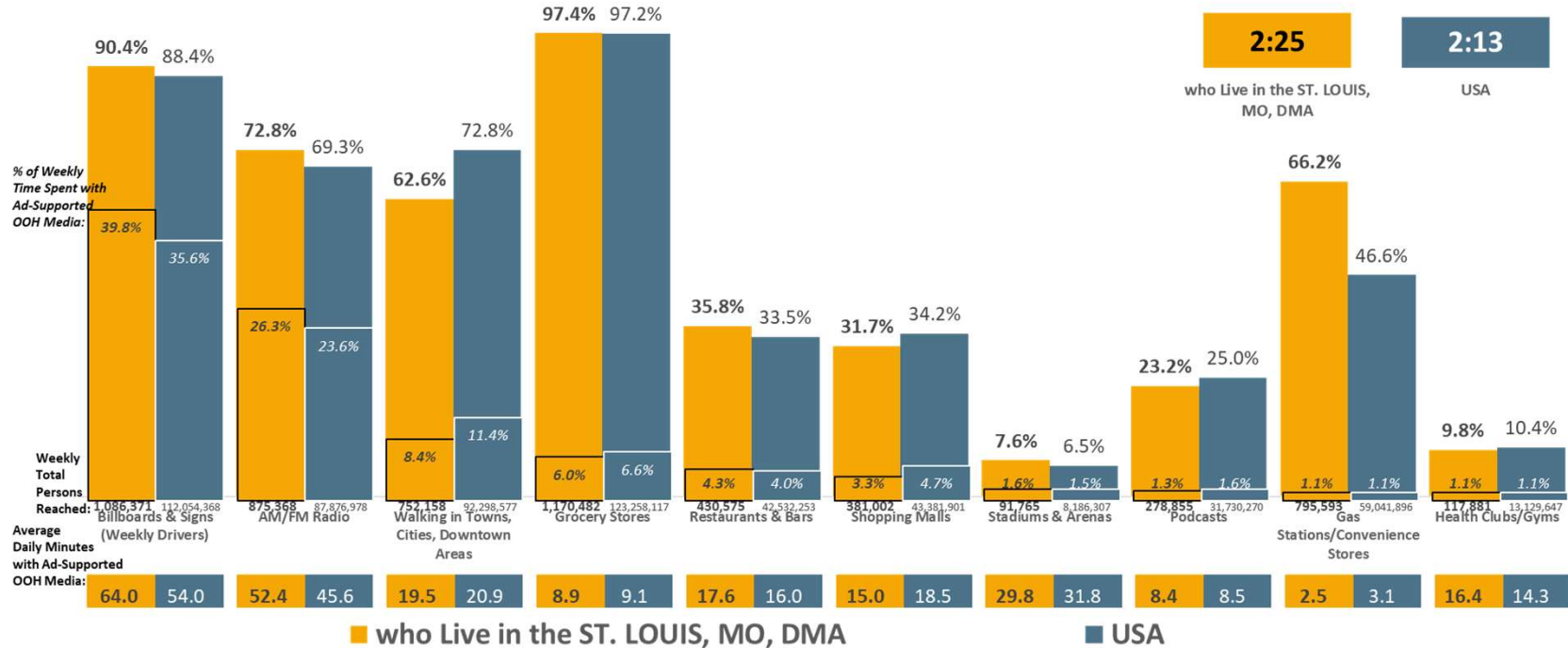


1,086,371 or 90.4% of Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA spend an average of 64. minutes per day driving, seeing Billboards and Signs representing 39.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



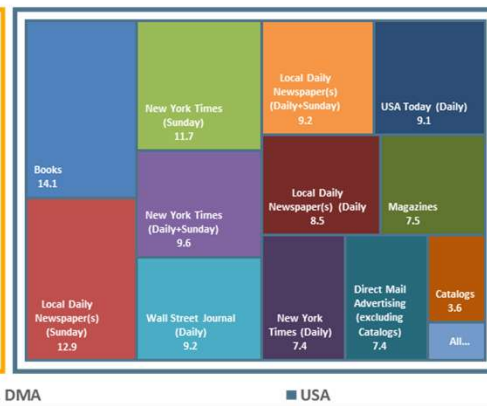
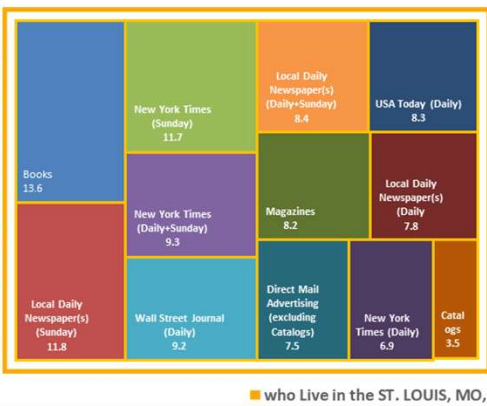
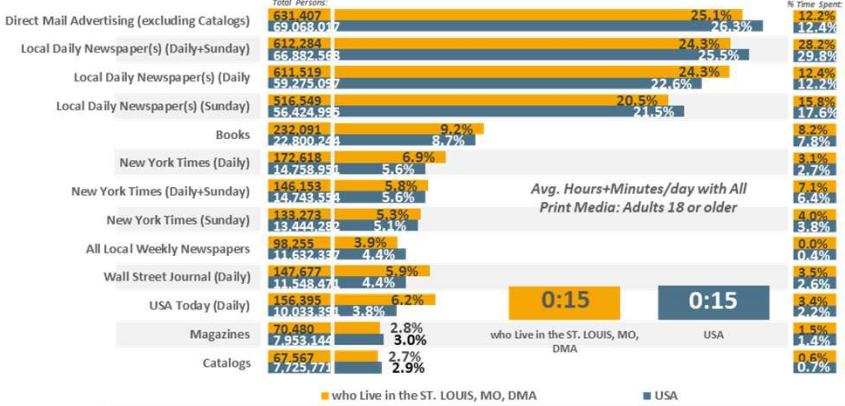
2:25 who Live in the ST. LOUIS, MO, DMA
2:13 USA

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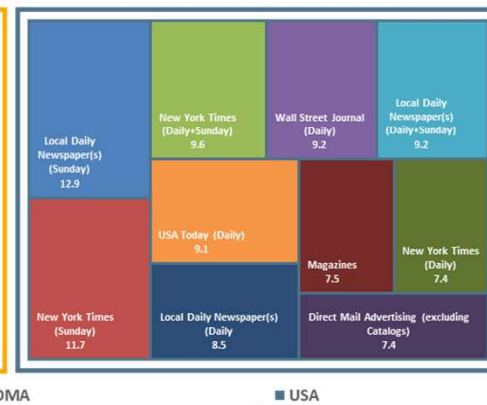
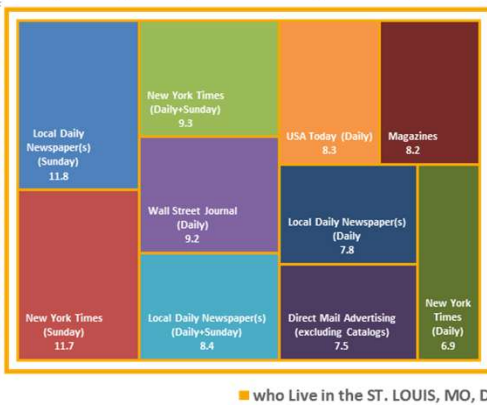
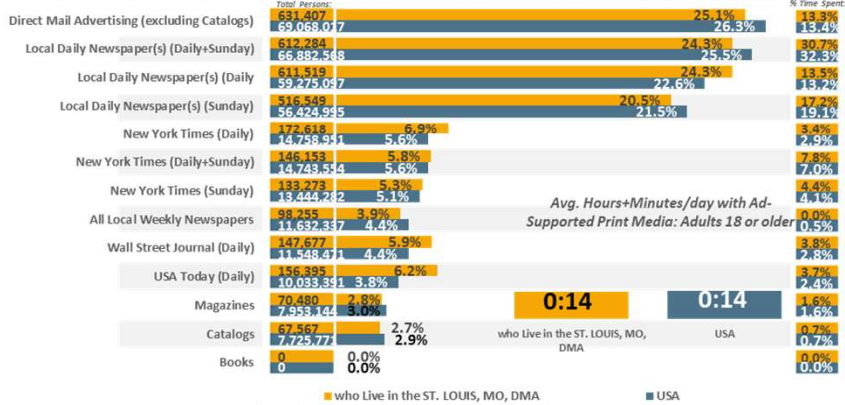


612,284 or 24.3% of Adults 18 or older who Live in the ST. LOUIS, MO, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 30.7% of all time spent daily with All forms of Print Media.

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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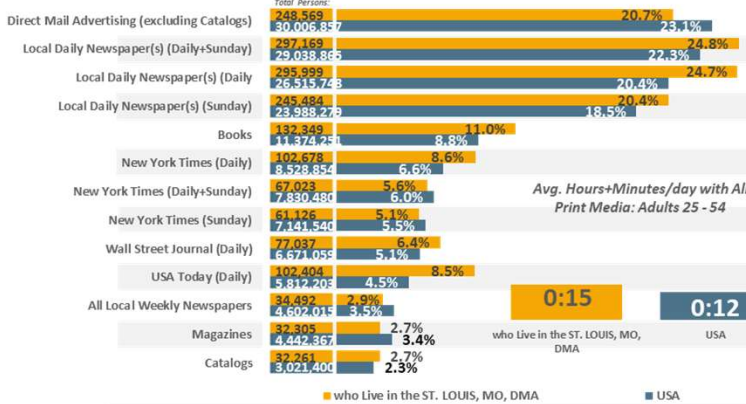
USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 24,838



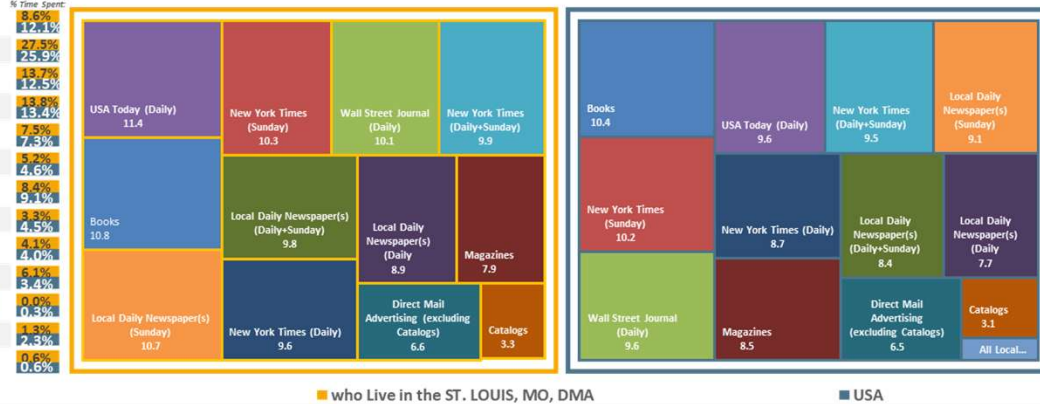


297,169 or 24.8% of Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.8 minutes every day representing 29.7% of all time spent daily with All forms of Print Media.

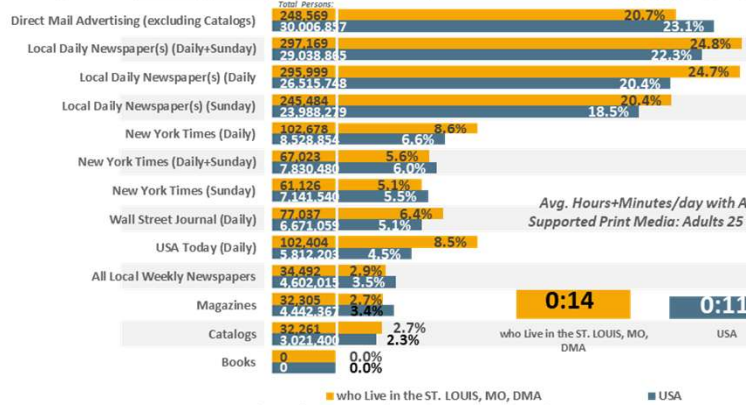
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



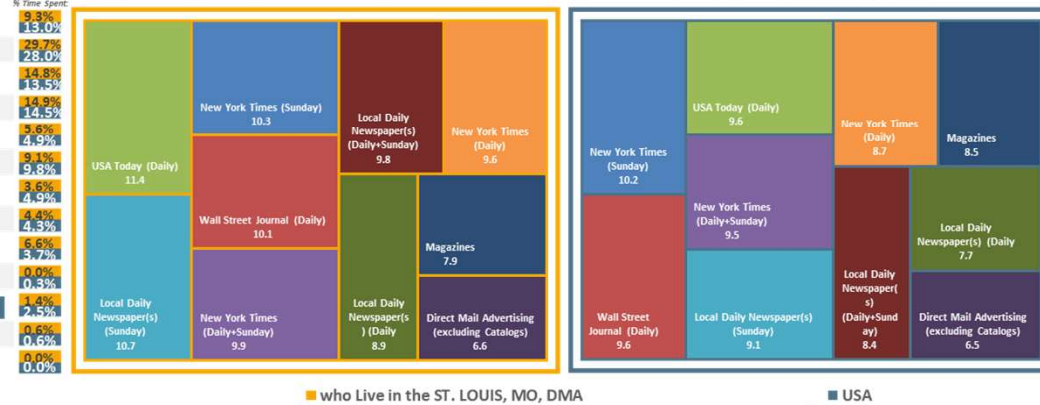
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



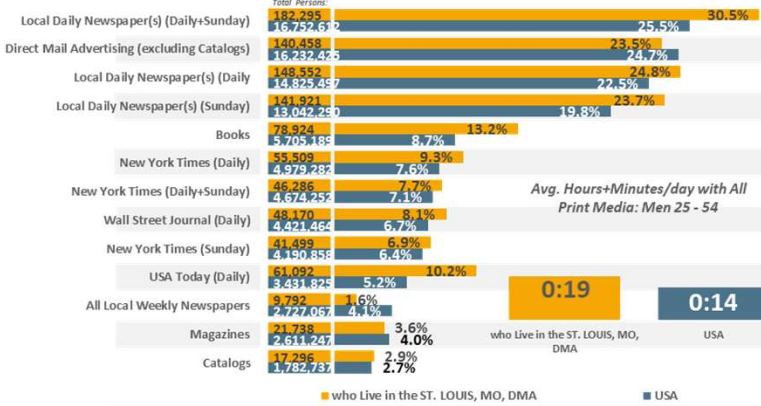
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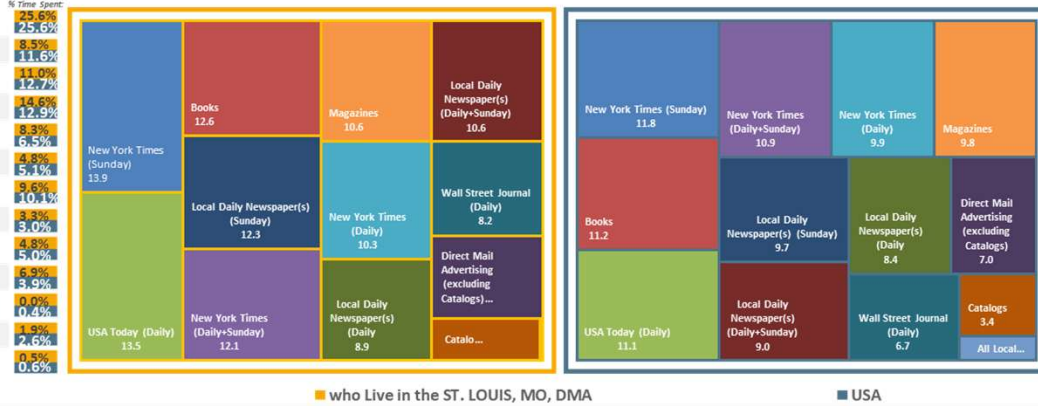


182,295 or 30.5% of Men 25 - 54 who Live in the ST. LOUIS, MO, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.6 minutes every day representing 28.0% of all time spent daily with All forms of Print Media.

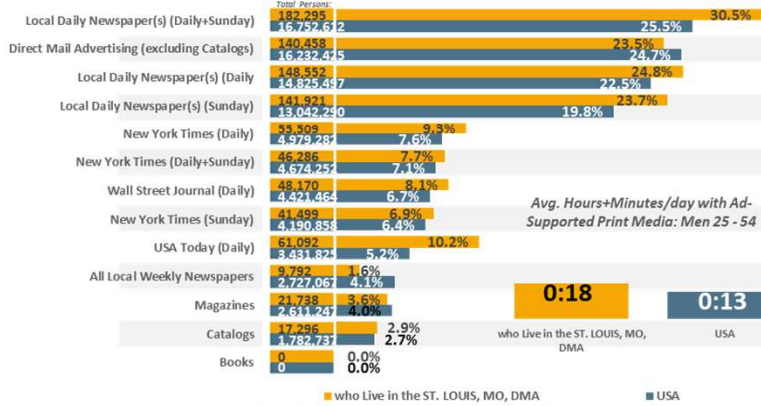
Avg. Week All Print Media (Persons & % Reach): Men 25 - 54



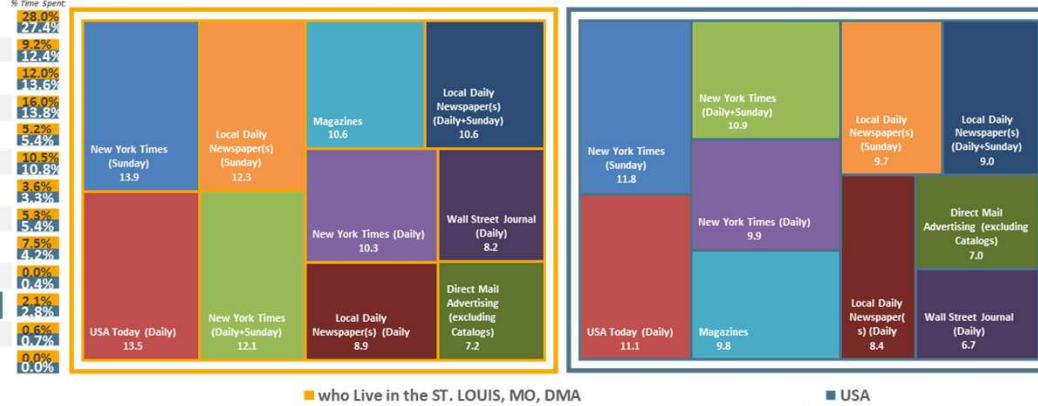
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



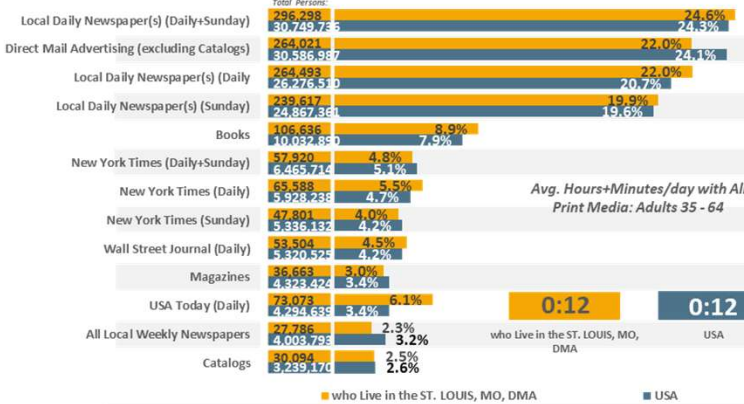
USA USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 24,838

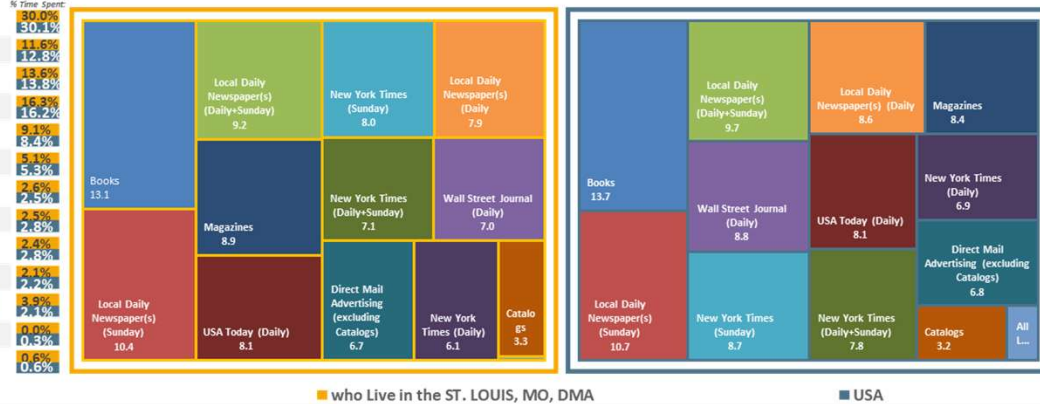


296,298 or 24.6% of Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.2 minutes every day representing 33.% of all time spent daily with All forms of Print Media.

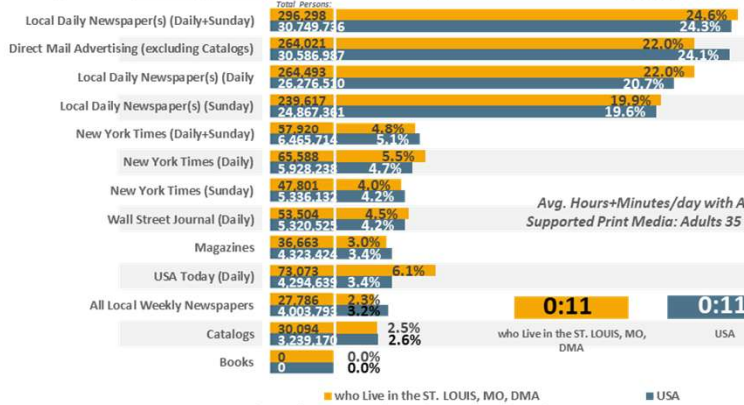
Avg. Week All Print Media (Persons & % Reach): Adults 35 - 64



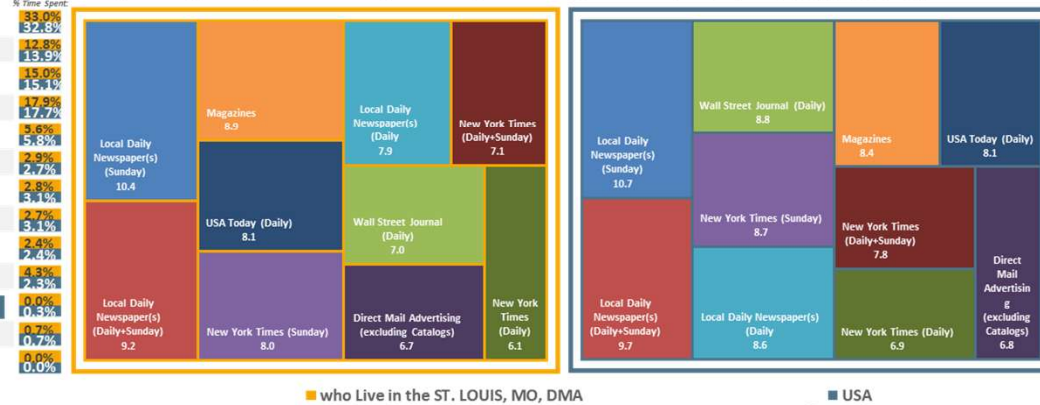
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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

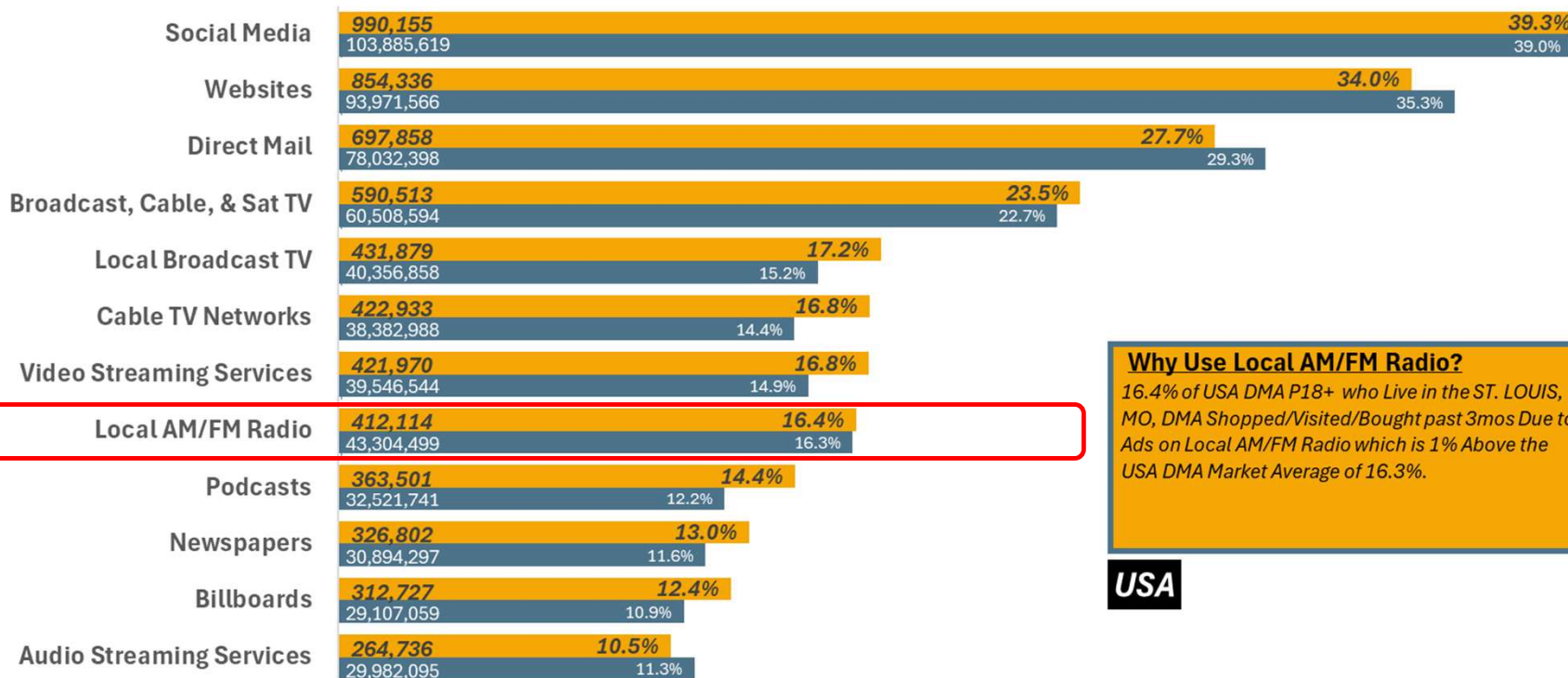




P18+

"Advertising Actions"

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



Why Use Local AM/FM Radio?
 16.4% of USA DMA P18+ who Live in the ST. LOUIS, MO, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 1% Above the USA DMA Market Average of 16.3%.

USA

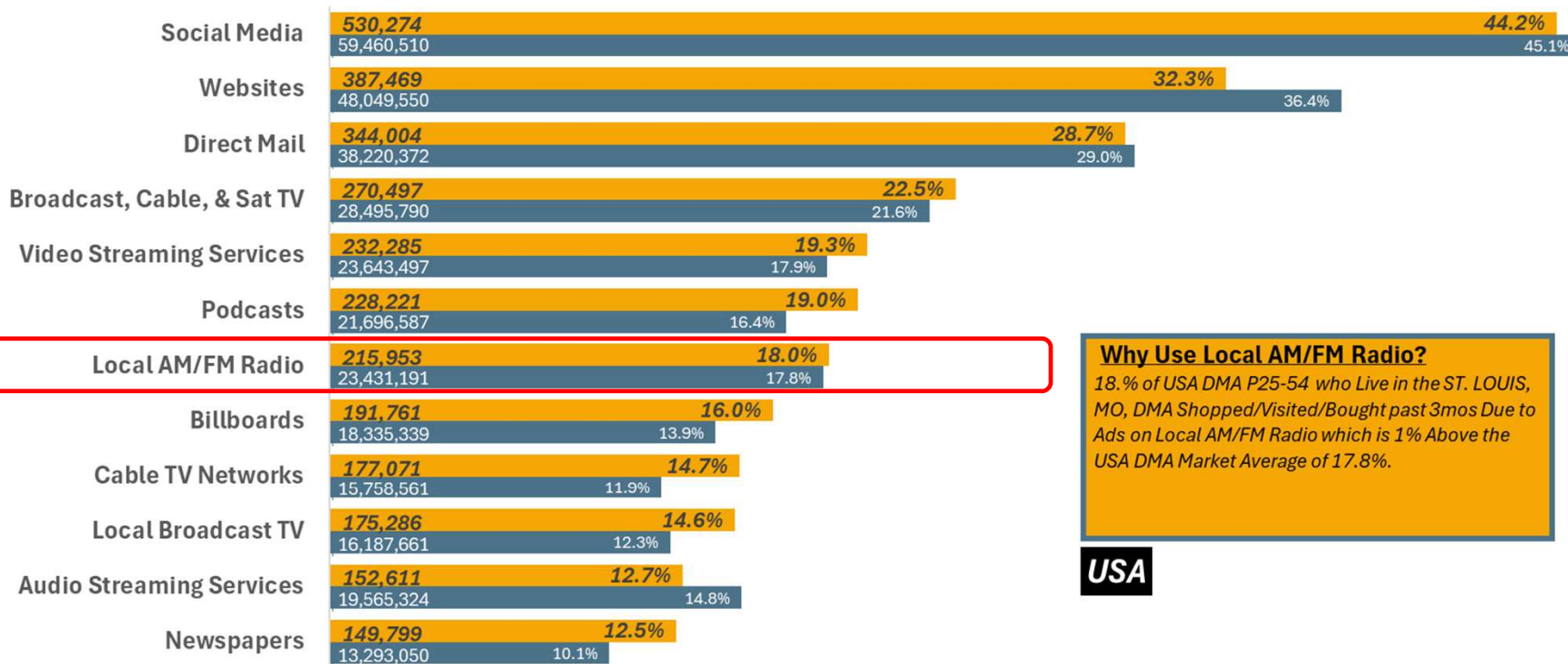
■ P18+ who Live in the ST. LOUIS, MO, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %) ■ P18+ USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 24370
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"Advertising Actions"

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



Why Use Local AM/FM Radio?
 18. % of USA DMA P25-54 who Live in the ST. LOUIS, MO, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 1% Above the USA DMA Market Average of 17.8%.

USA

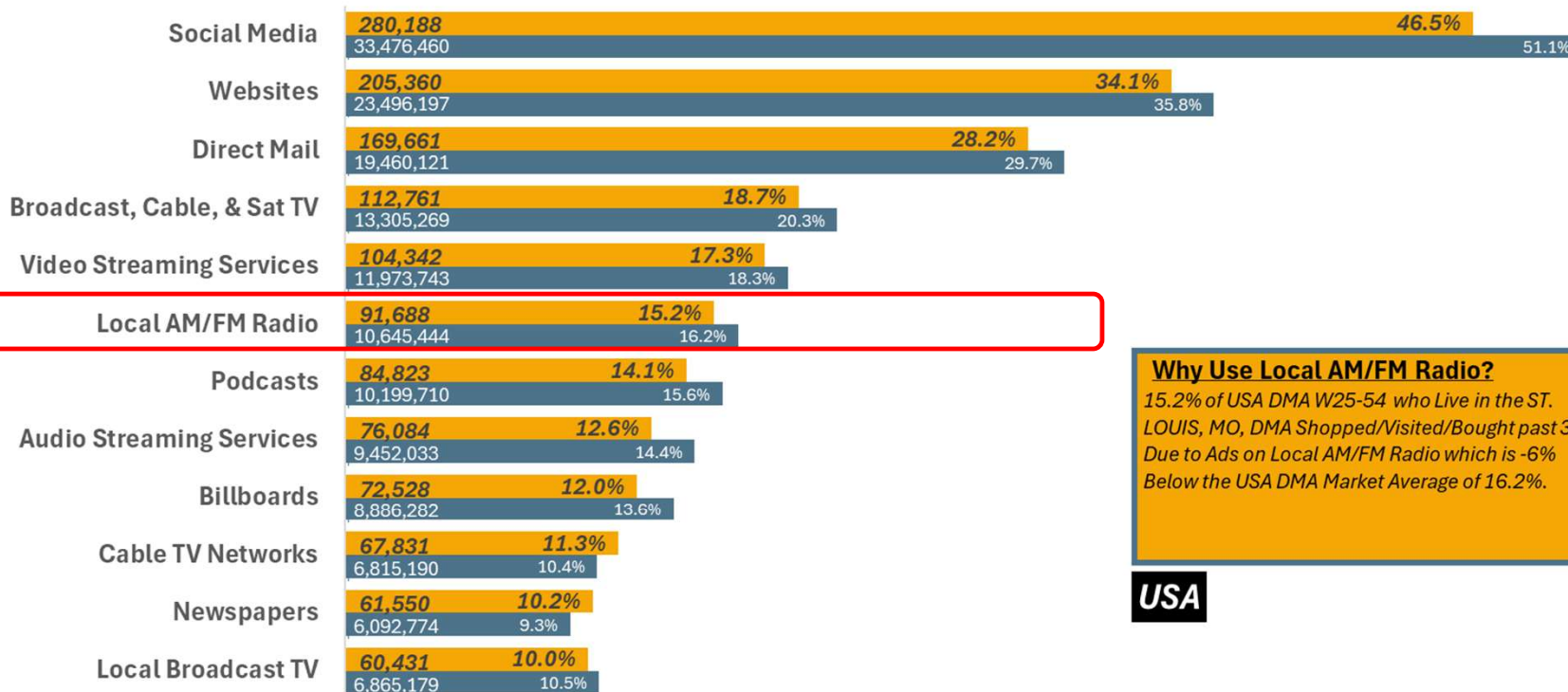
■ P25-54 who Live in the ST. LOUIS, MO, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P25-54 USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)



"Advertising Actions"

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



Why Use Local AM/FM Radio?
 15.2% of USA DMA W25-54 who Live in the ST. LOUIS, MO, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -6% Below the USA DMA Market Average of 16.2%.

USA

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

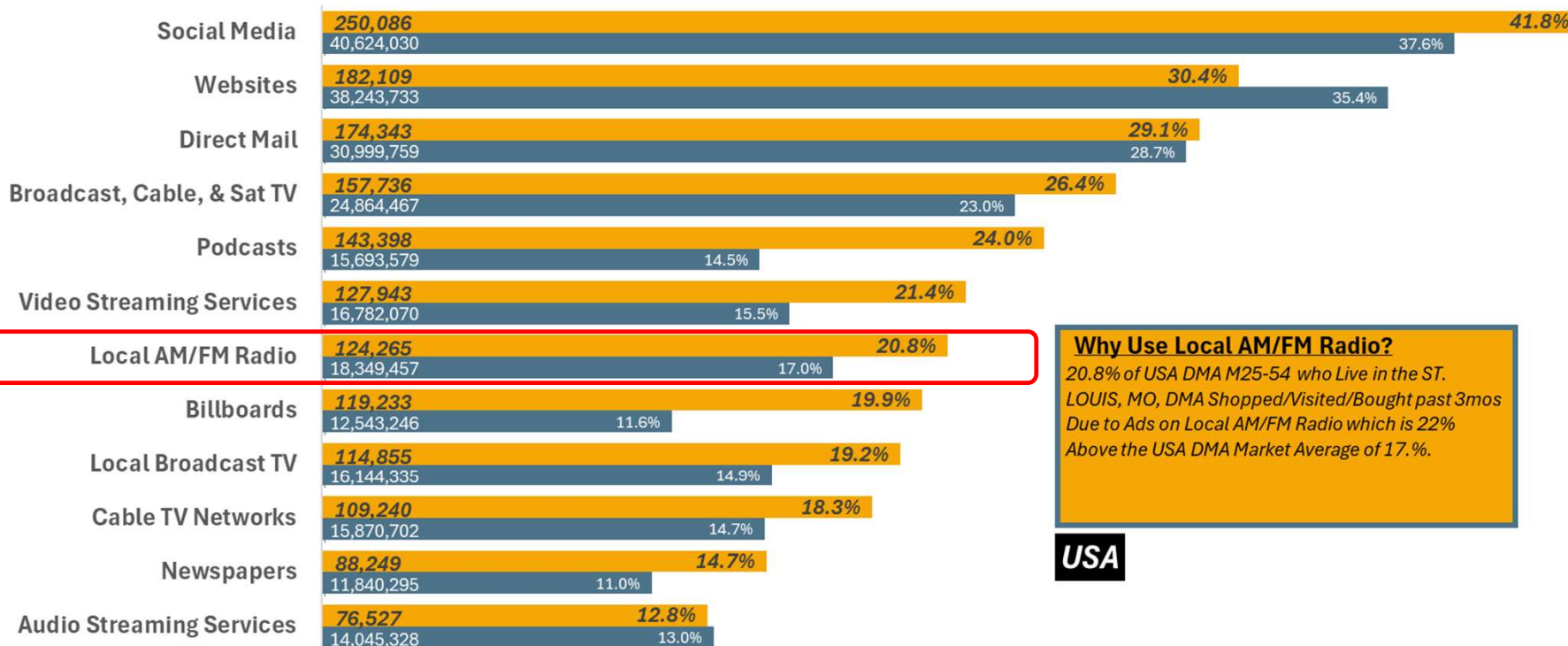
■ W25-54 USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)



M25-54

"Advertising Actions"

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



Why Use Local AM/FM Radio?
 20.8% of USA DMA M25-54 who Live in the ST. LOUIS, MO, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 22% Above the USA DMA Market Average of 17.0%.

USA

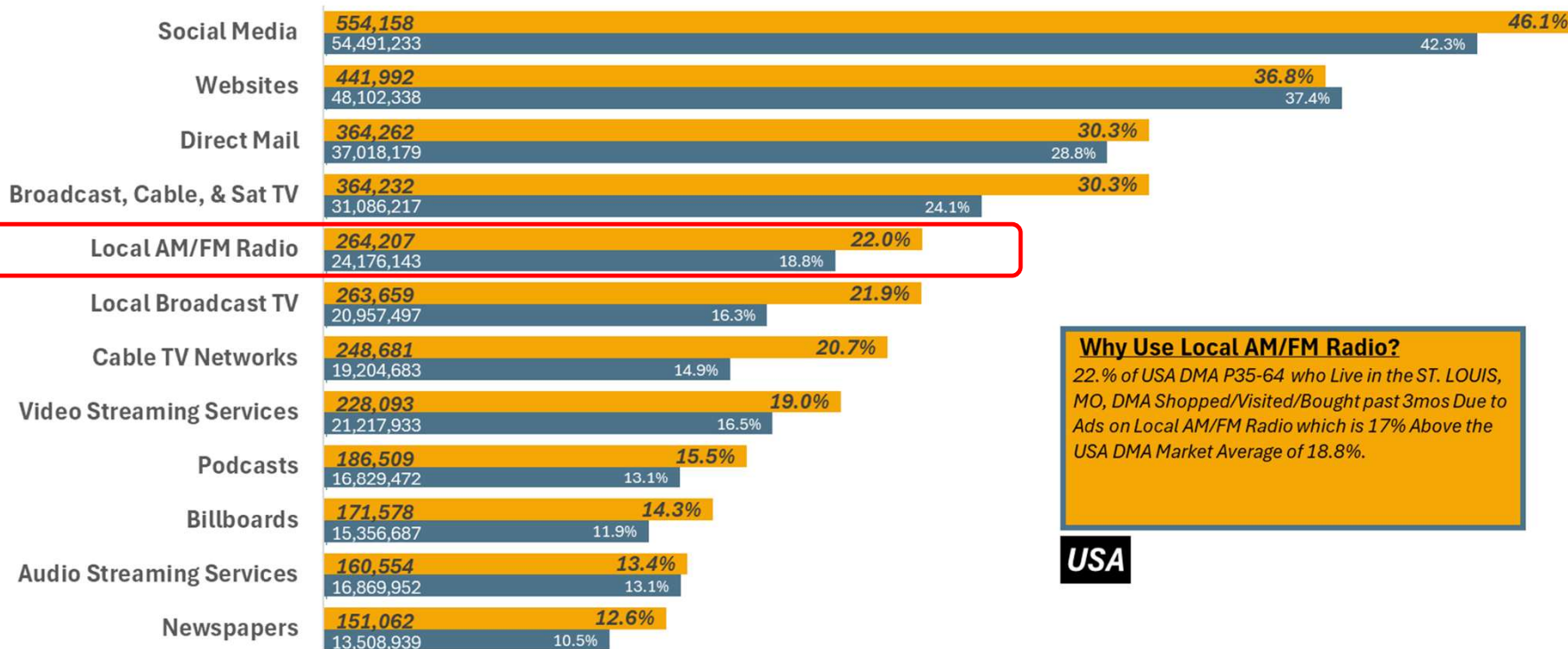
■ M25-54 who Live in the ST. LOUIS, MO, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ M25-54 USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)



"Advertising Actions"

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



Why Use Local AM/FM Radio?
 22.% of USA DMA P35-64 who Live in the ST. LOUIS, MO, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 17% Above the USA DMA Market Average of 18.8%.

USA

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

■ P35-64 USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 12508
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