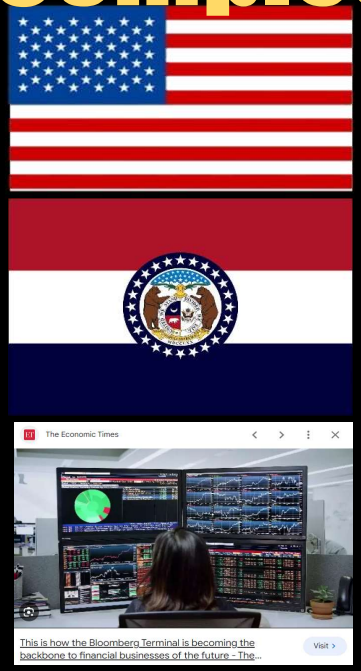
USA–5 Demos of the ST. LOUIS, MO DMA vs. the USA...

Brand New Data as of August 31, 2024!

Complete Demographic & Media Use Profiles





P18+, P25-54, W25-54, M25-54, P50+

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

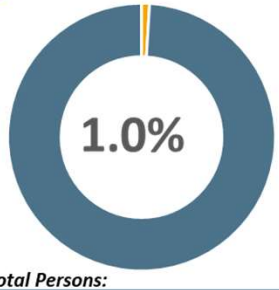
HUBBARD BROADCASTING INC. HB



P18+

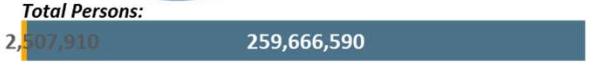
1.% or 2,507,910 of USA Adults 18 or older Live in the ST. LOUIS, MO, DMA.
Typical Adults 18 or older who Live in the ST. LOUIS, MO, DMA are 49.5 years old (1.2% older than average) and have a $94,430 (4.4% higher than average) annual household income.

Percent of Market: Adults 18 or older

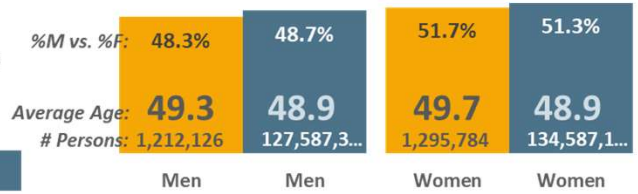


- who Live in the ST. LOUIS, MO, DMA
- Remainder of USA DMAs

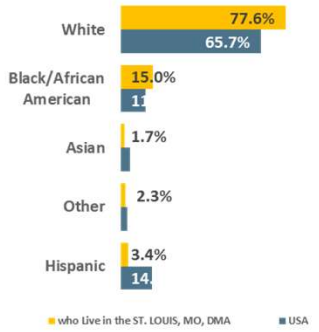
Total Persons:



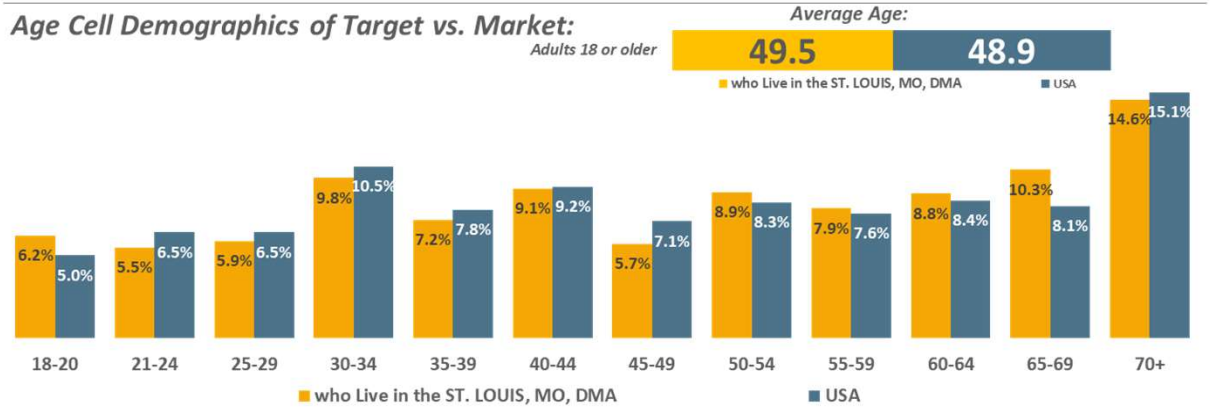
Gender of Target vs. Market: Adults 18 or older



Ethnicity of Target vs. Market:

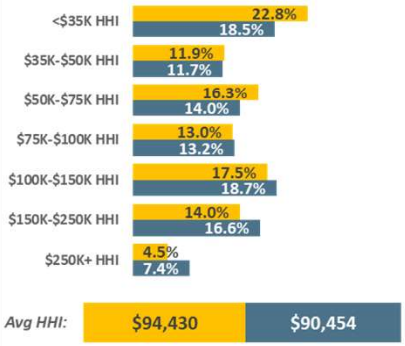


Age Cell Demographics of Target vs. Market:



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

HHI of Target vs. Market:



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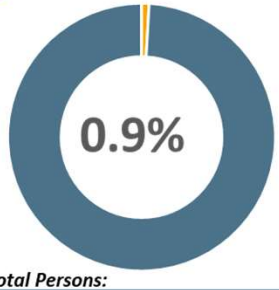
USA Projection Scarborough R2 2024: Jul23-Aug24 Qual Intab 23,256



P25-54

.9% or 1,169,817 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 40.2 years old (.6% older than average) and have a $98,397 (1.6% lower than average) annual household income.

Percent of Market: Adults 25 - 54



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

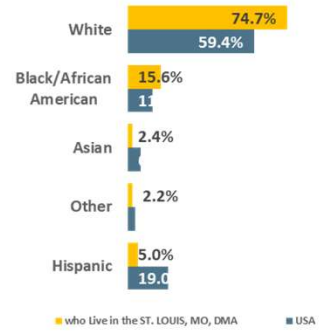
Total Persons:

1,169,817 | 128,266,441

Gender of Target vs. Market: Adults 25 - 54

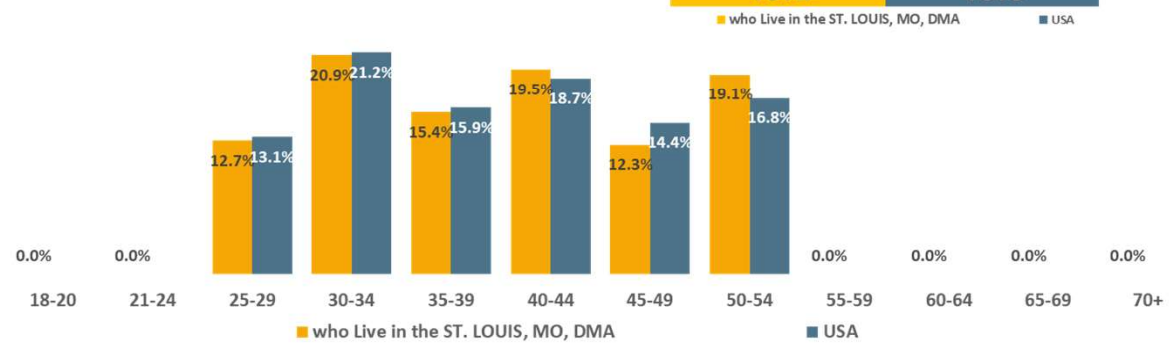
	Men	Men	Women	Women
%M vs. %F:	49.7%	49.9%	50.3%	50.1%
Average Age:	40.1	40.0	40.4	40.0
# Persons:	581,284	64,541,340	588,533	64,894,918

Ethnicity of Target vs. Market:

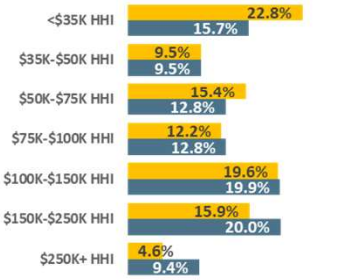


Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 25 - 54	40.2	40.0



HHI of Target vs. Market:



Avg HHI:	$98,397	$100,040

USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

USA Projection Scarborough R2 2024: Jul23-Aug24 Qual Intab 23,256

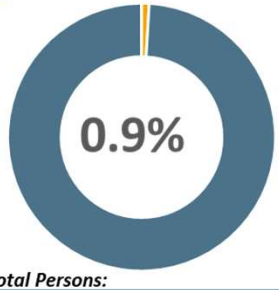
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W25-54

.9% or 588,533 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 40.4 years old (.9% older than average) and have a $86,630 (3.% lower than average) annual household income.

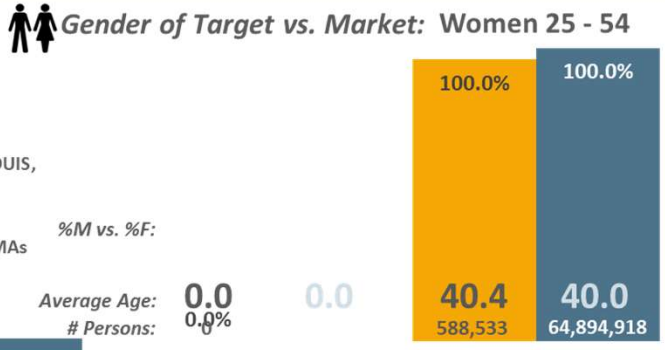
Percent of Market: Women 25 - 54



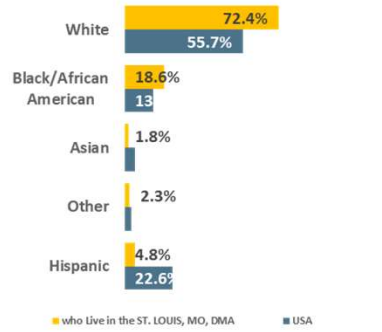
- who Live in the ST. LOUIS, MO, DMA
- Remainder of USA DMAs

Total Persons:
588,533 | 64,306,385

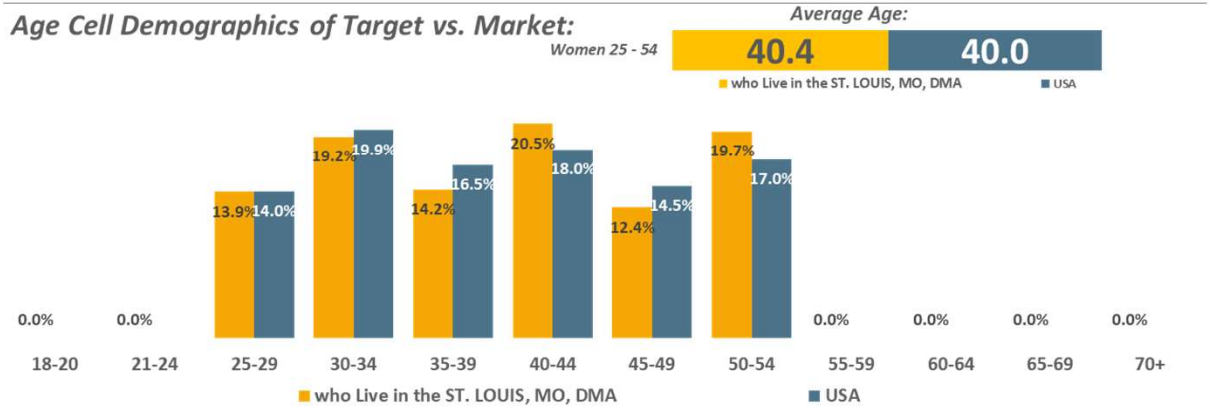
Gender of Target vs. Market: Women 25 - 54



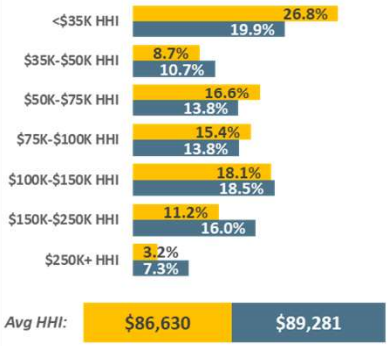
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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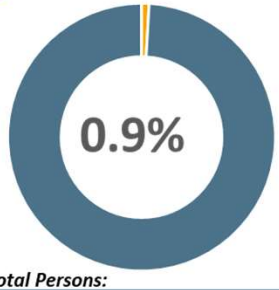
USA Projection Scarborough R2 2024: Jul23-Aug24 Qual Intab 23,256



M25-54

.9% or 581,284 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 40.1 years old (.2% older than average) and have a $110,311 (.5% lower than average) annual household income.

Percent of Market: Men 25 - 54

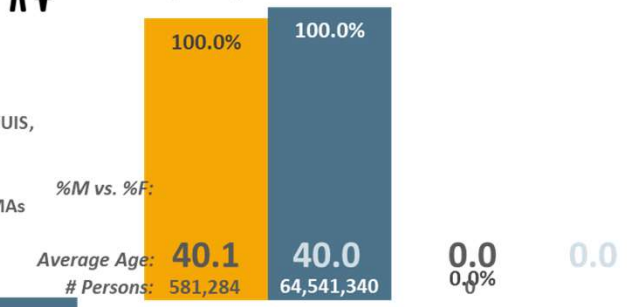


- who Live in the ST. LOUIS, MO, DMA
- Remainder of USA DMAs

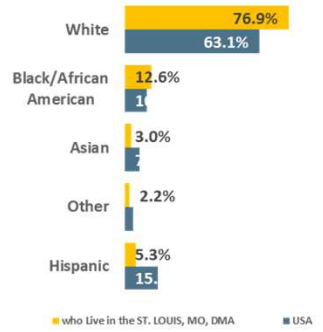
Total Persons:

581,284 | 63,960,056

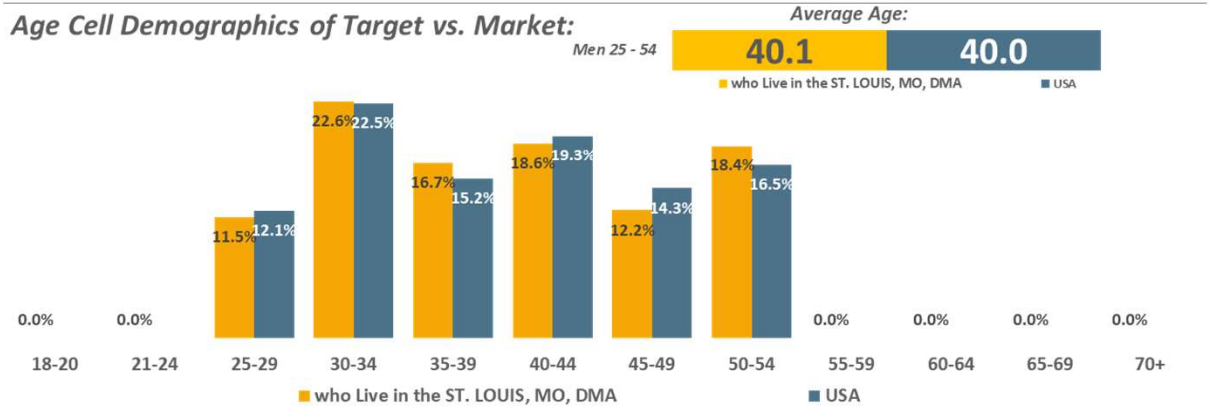
Gender of Target vs. Market: Men 25 - 54



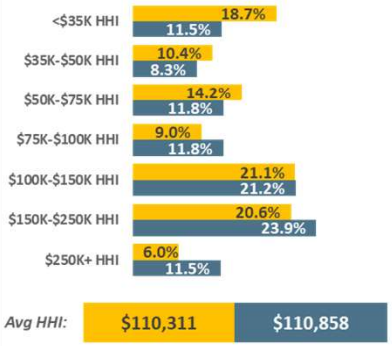
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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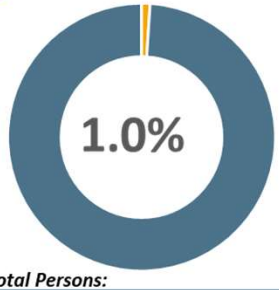
USA Projection Scarborough R2 2024: Jul23-Aug24 Qual Intab 23,256



P50+

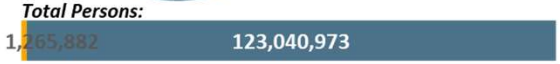
1.% or 1,265,882 of USA Adults 50 or older Live in the ST. LOUIS, MO, DMA.
Typical Adults 50 or older who Live in the ST. LOUIS, MO, DMA are 65.3 years old (.4% younger than average) and have a $98,835 (13.6% higher than average) annual household income.

Percent of Market: Adults 50 or older

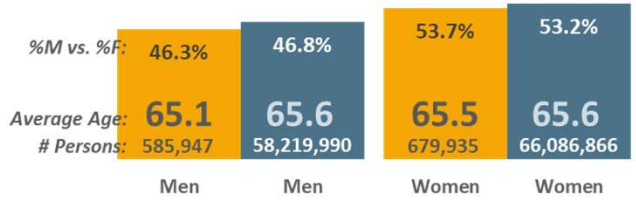


- who Live in the ST. LOUIS, MO, DMA
- Remainder of USA DMAs

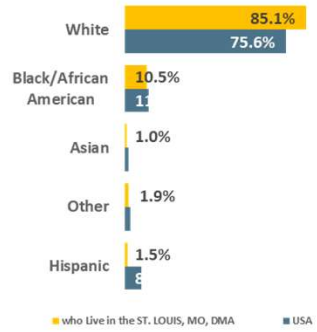
Total Persons:



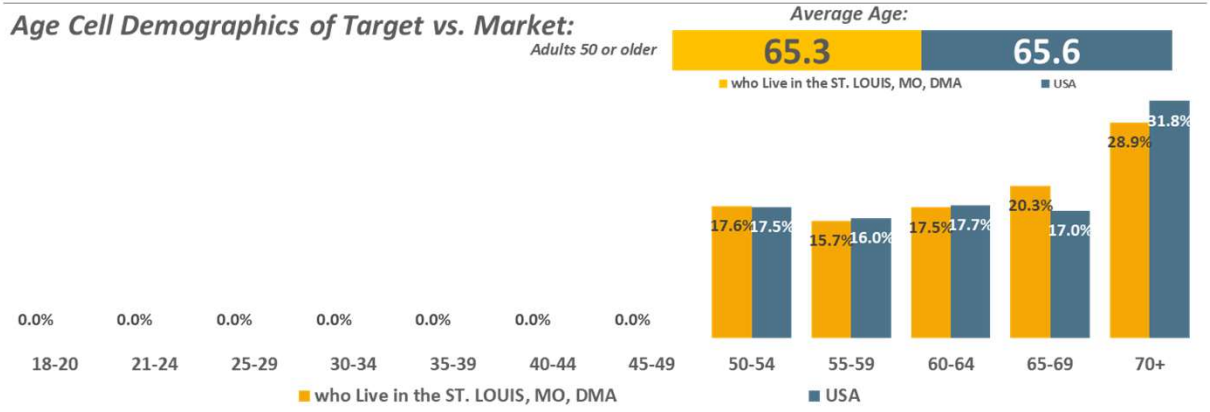
Gender of Target vs. Market: Adults 50 or older



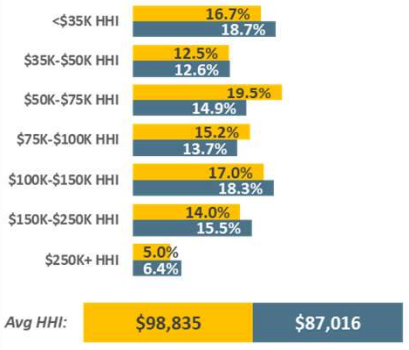
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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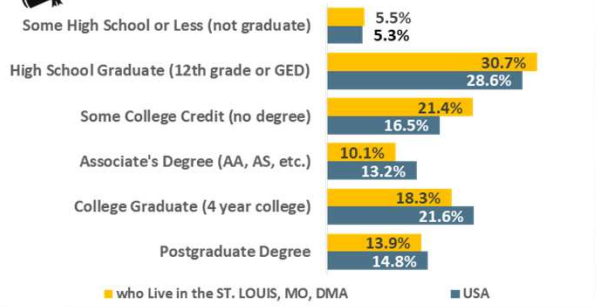
USA Projection Scarborough R2 2024: Jul23-Aug24 Qual Intab 23,256



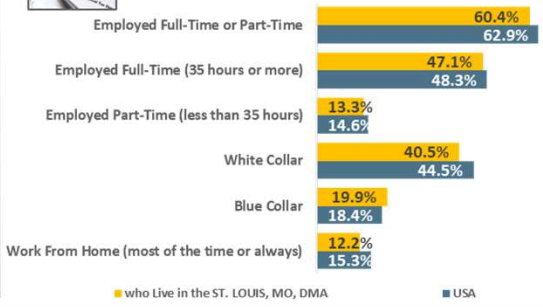
P18+

1.% or 2,507,910 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 11.7% less likely to be a college graduate, 2.6% less likely to work full-time, 1.4% more likely to be married, 5.8% less likely to be a parent of 1 or more children under 18.

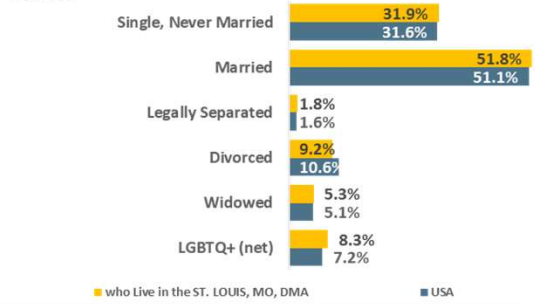
Education Levels: Adults 18 or older



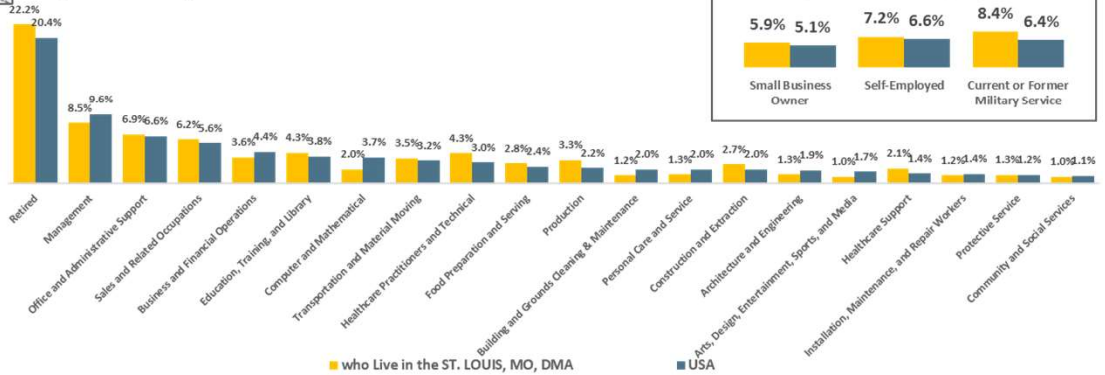
Employment: Adults 18 or older



Marital Status: Adults 18 or older

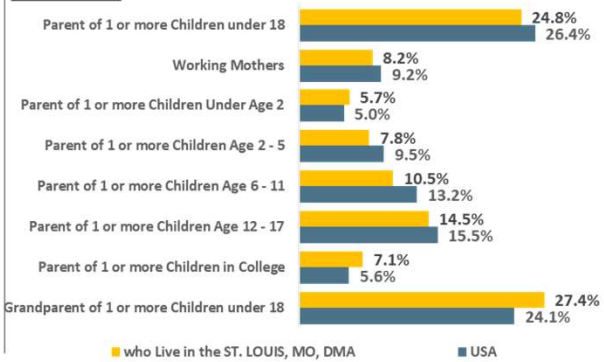


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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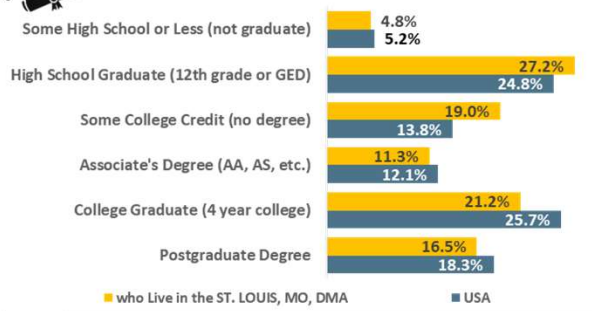
USA Projection Scarborough R2 2024: Jul23-Aug24 Qual Intab 23,256



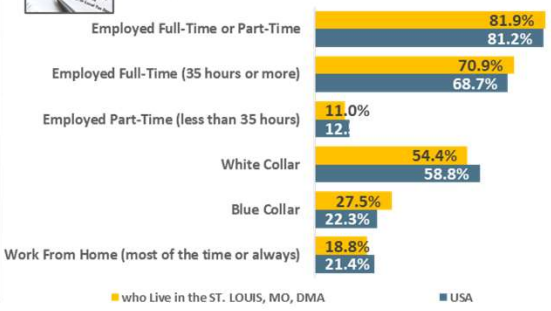
P25-54

.9% or 1,169,817 of USA Adults 25 - 54 Live in the ST. LOUIS, MO, DMA.
Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA are 14.4% less likely to be a college graduate, 3.1% more likely to work full-time, 5.2% less likely to be married, 2.% less likely to be a parent of 1 or more children under 18.

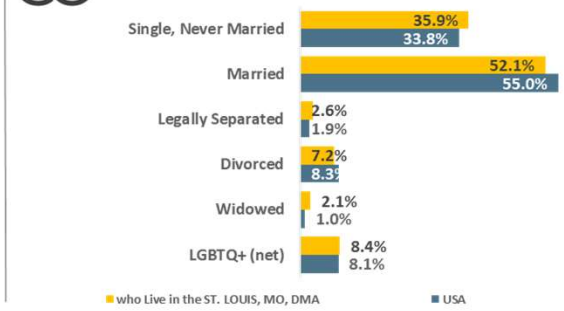
Education Levels: Adults 25 - 54



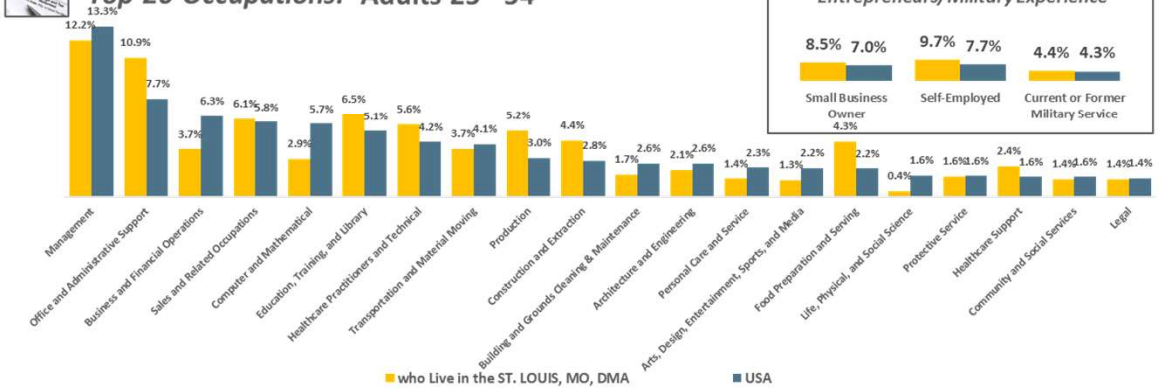
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

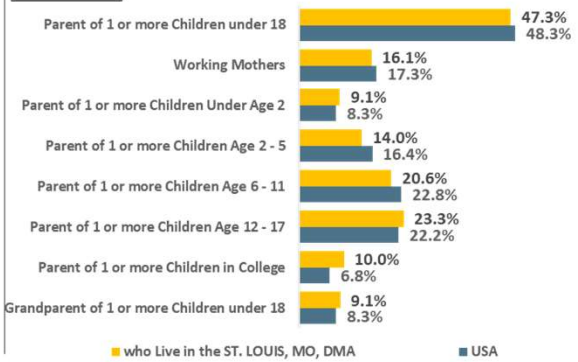


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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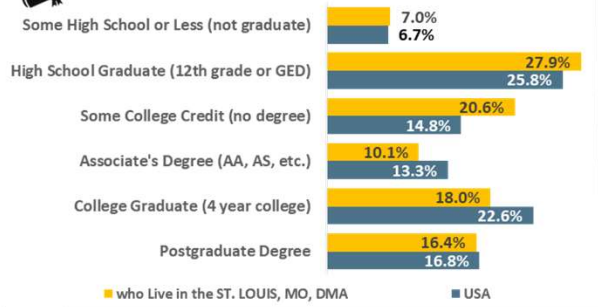
USA Projection Scarborough R2 2024: Jul23-Aug24 Qual Intab 23,256



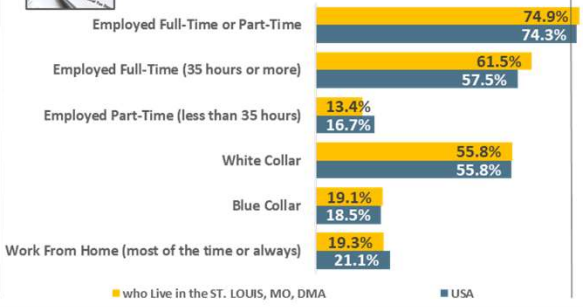
W25-54

.9% or 588,533 of USA Women 25 - 54 Live in the ST. LOUIS, MO, DMA.
Women 25 - 54 who Live in the ST. LOUIS, MO, DMA are 12.8% less likely to be a college graduate, 6.9% more likely to work full-time, 13.% less likely to be married, 11.1% more likely to be a grandparent of 1 or more children under 18.

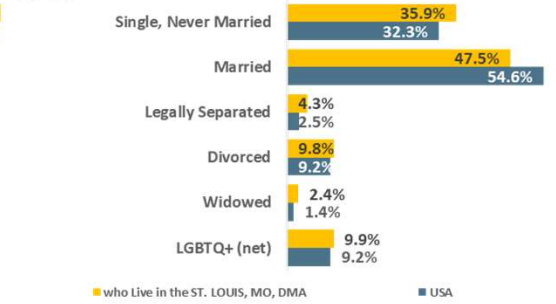
Education Levels: Women 25 - 54



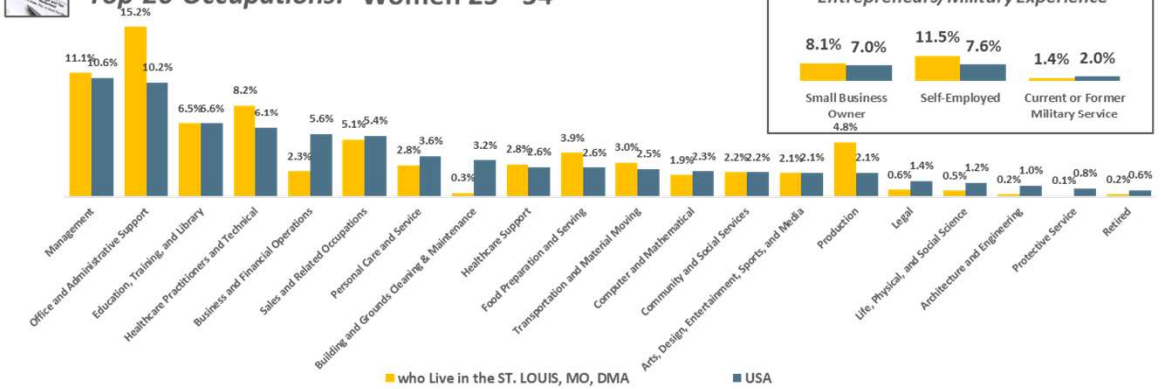
Employment: Women 25 - 54



Marital Status: Women 25 - 54

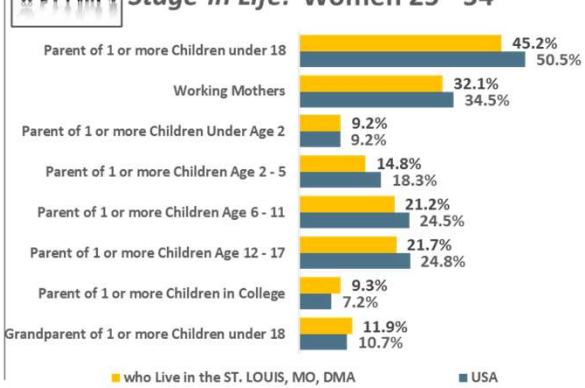


Top-20 Occupations: Women 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Women 25 - 54



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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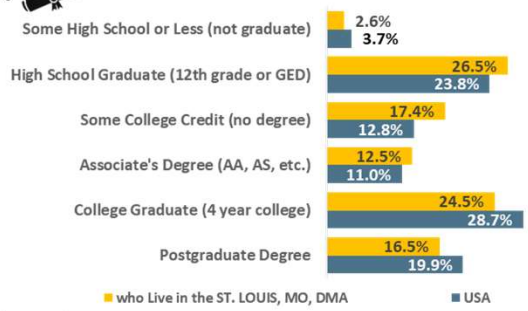
USA Projection Scarborough R2 2024: Jul23-Aug24 Qual Intab 23,256



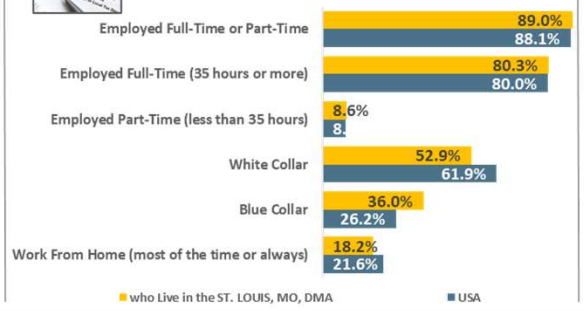
M25-54

.9% or 581,284 of USA Men 25 - 54 Live in the ST. LOUIS, MO, DMA.
Men 25 - 54 who Live in the ST. LOUIS, MO, DMA are 15.6% less likely to be a college graduate, .5% more likely to work full-time, 2.6% more likely to be married, 7.4% more likely to be a parent of 1 or more children under 18.

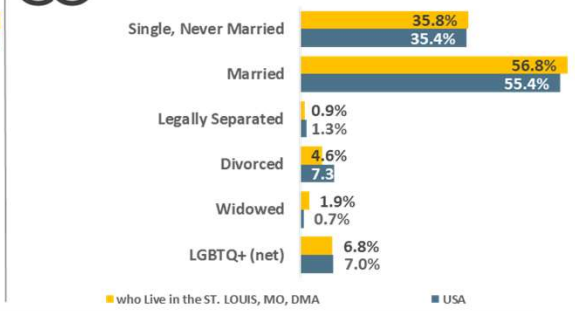
Education Levels: Men 25 - 54



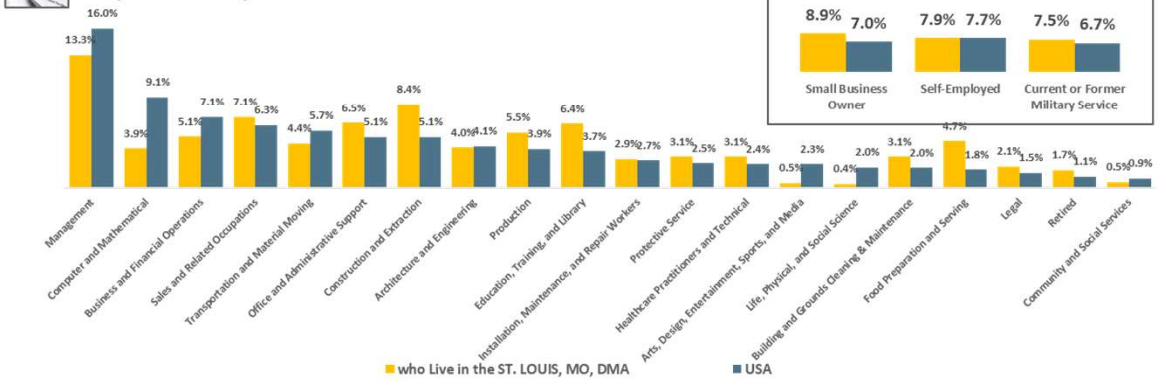
Employment: Men 25 - 54



Marital Status: Men 25 - 54

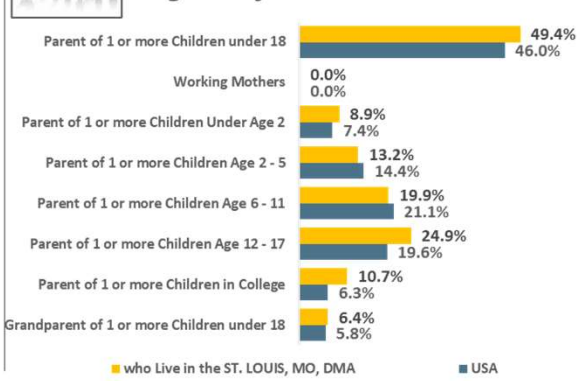


Top-20 Occupations: Men 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Men 25 - 54



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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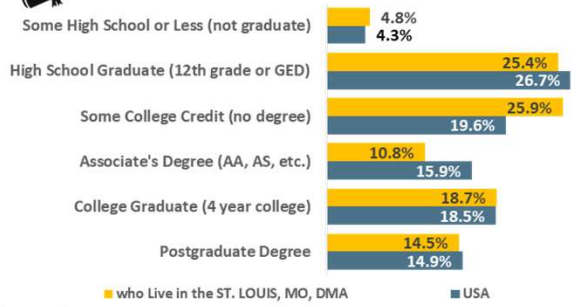
USA Projection Scarborough R2 2024: Jul23-Aug24 Qual Intab 23,256



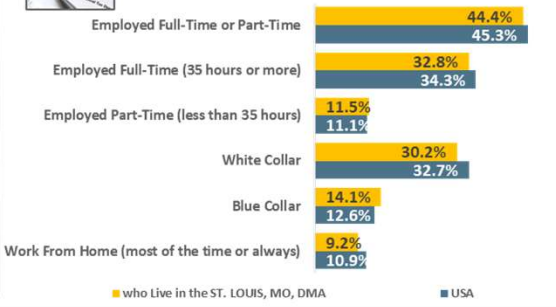
P50+

1.% or 1,265,882 of USA Adults 50 or older Live in the ST. LOUIS, MO, DMA.
Adults 50 or older who Live in the ST. LOUIS, MO, DMA are .9% less likely to be a college graduate, 4.3% less likely to work full-time, 8.% more likely to be married, 7.5% more likely to be a grandparent of 1 or more children under 18.

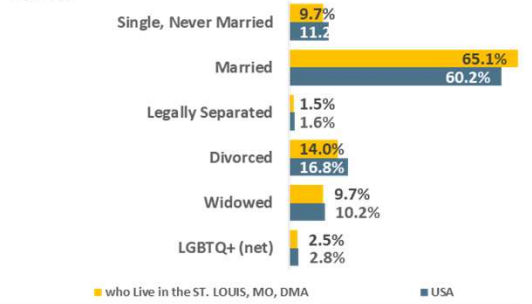
Education Levels: Adults 50 or older



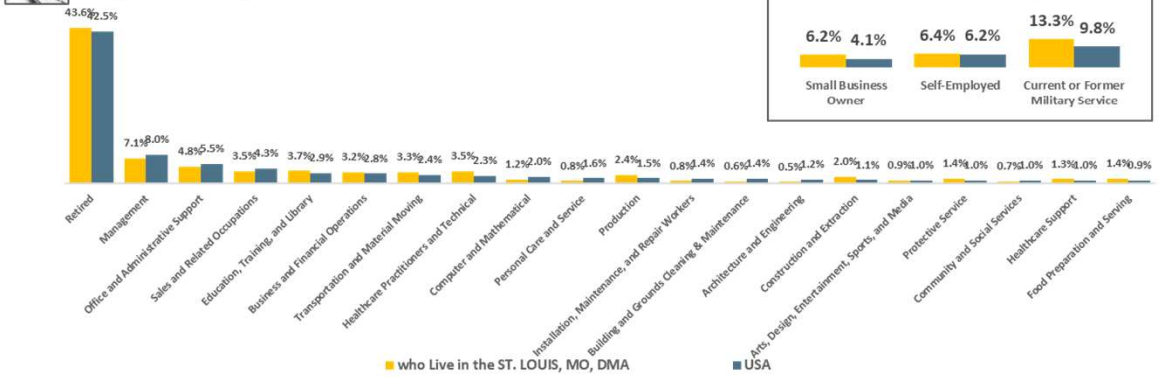
Employment: Adults 50 or older



Marital Status: Adults 50 or older

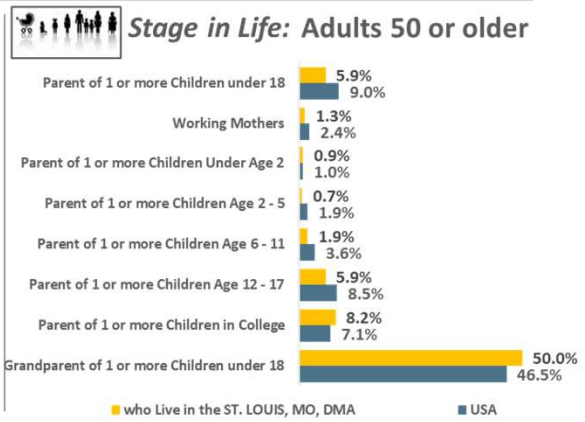


Top-20 Occupations: Adults 50 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 50 or older



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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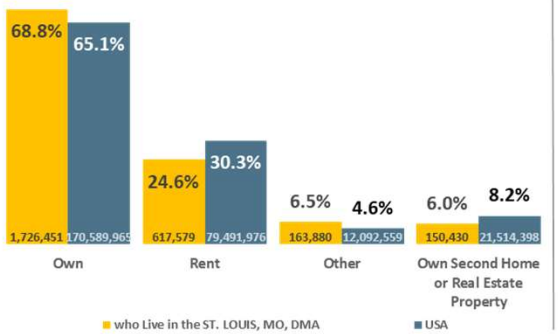
USA Projection Scarborough R2 2024: Jul23-Aug24 Qual Intab 23,256



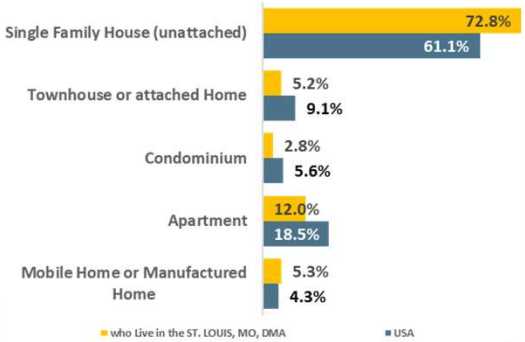
P18+

1.% or 2,507,910 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 5.8% more likely to own their home, 24.7% more likely to own a lower valued home, 19.1% more likely to have a single-family home, 26.4% more likely to have a dog.

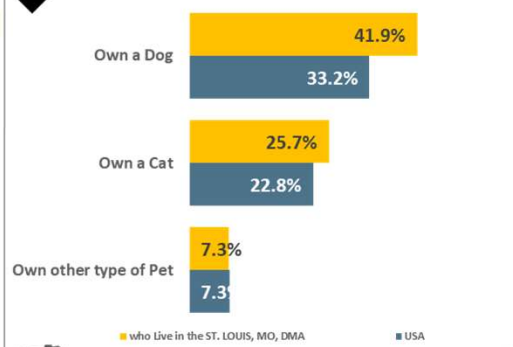
Own/Rent/Other: Adults 18 or older



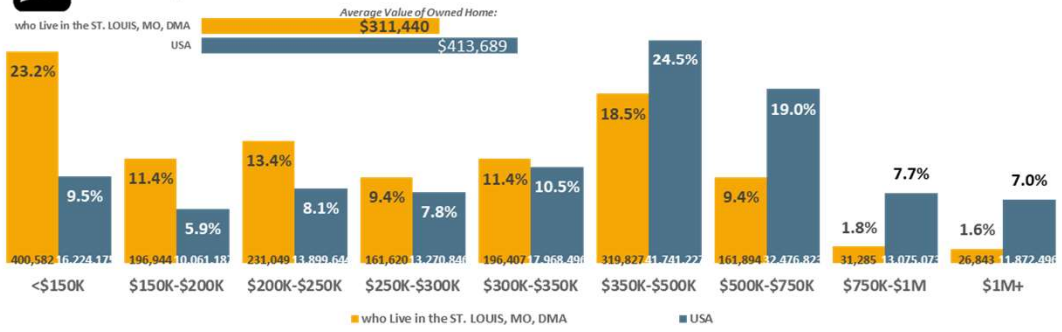
Type of Home: Adults 18 or older



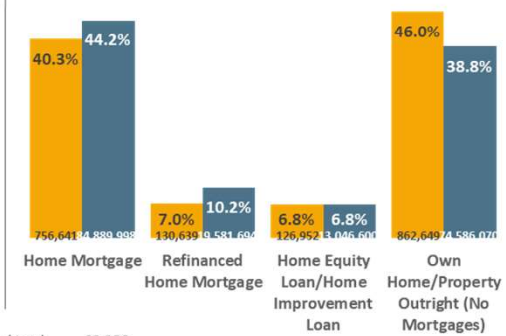
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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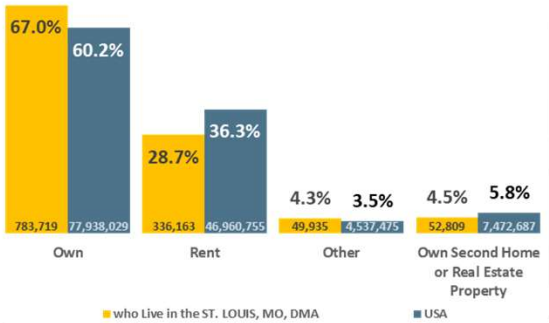
USA Projection Scarborough R2 2024: Jul23-Aug24 Qual Intab 23,256



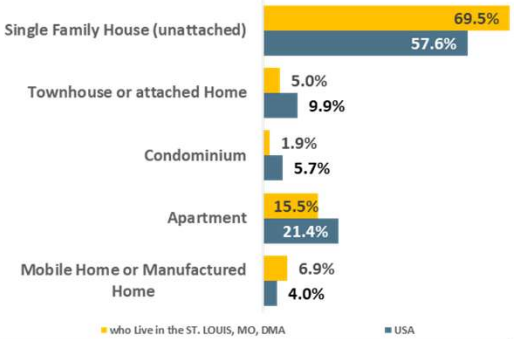
P25-54

.9% or 1,169,817 of USA Adults 25 - 54 Live in the ST. LOUIS, MO, DMA.
Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA are 11.3% more likely to own their home, 30.1% more likely to own a lower valued home, 20.6% more likely to have a single-family home, 24.2% more likely to have a dog.

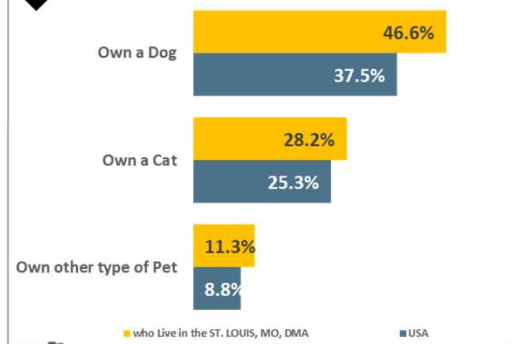
Own/Rent/Other: Adults 25 - 54



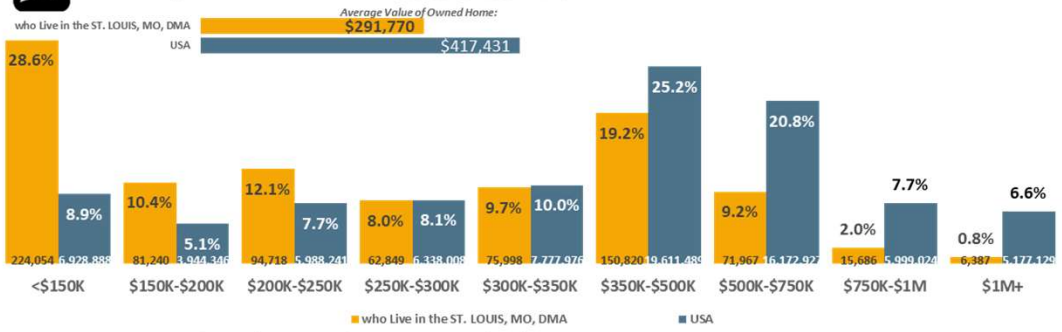
Type of Home: Adults 25 - 54



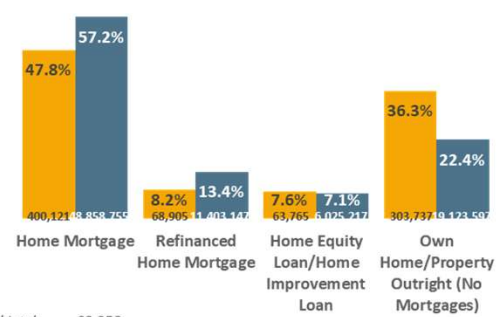
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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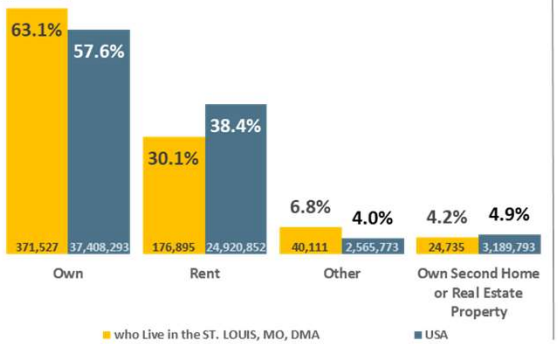
USA Projection Scarborough R2 2024: Jul23-Aug24 Qual Intab 23,256



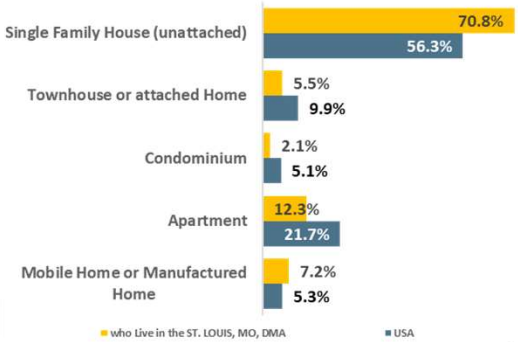
W25-54

.9% or 588,533 of USA Women 25 - 54 Live in the ST. LOUIS, MO, DMA.
Women 25 - 54 who Live in the ST. LOUIS, MO, DMA are 9.5% more likely to own their home, 33.4% more likely to own a lower valued home, 25.8% more likely to have a single-family home, 14.4% more likely to have a dog.

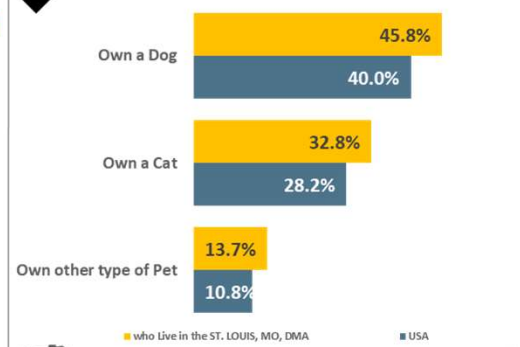
Own/Rent/Other: Women 25 - 54



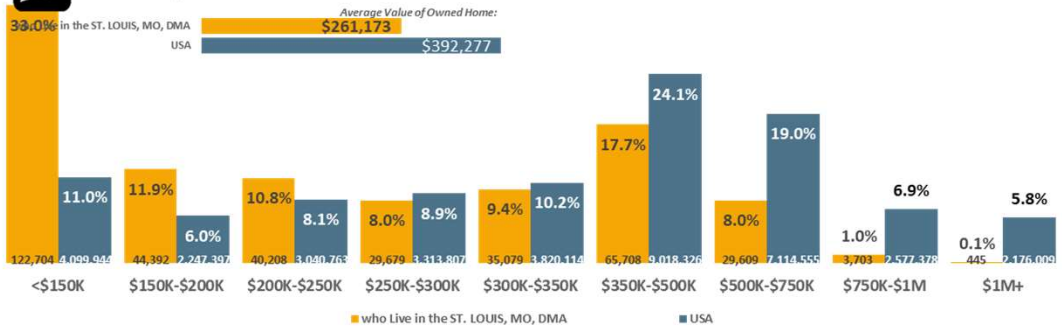
Type of Home: Women 25 - 54



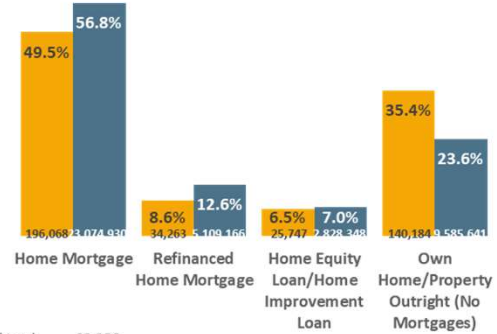
Pets in Home: Women 25 - 54



Value of Owned Home: Women 25 - 54



Home Loans: Women 25 - 54



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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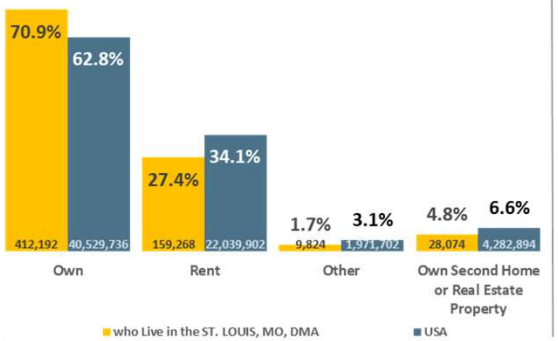
USA Projection Scarborough R2 2024: Jul23-Aug24 Qual Intab 23,256



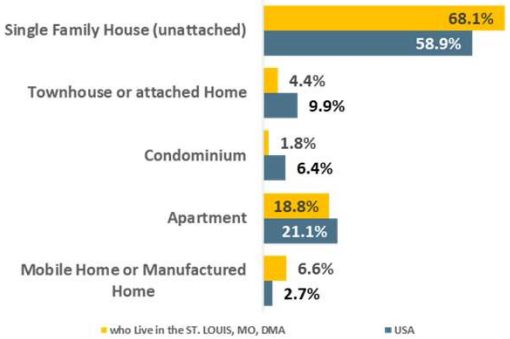
M25-54

.9% or 581,284 of USA Men 25 - 54 Live in the ST. LOUIS, MO, DMA.
Men 25 - 54 who Live in the ST. LOUIS, MO, DMA are 12.9% more likely to own their home, 27.5% more likely to own a lower valued home, 15.6% more likely to have a single-family home, 35.4% more likely to have a dog.

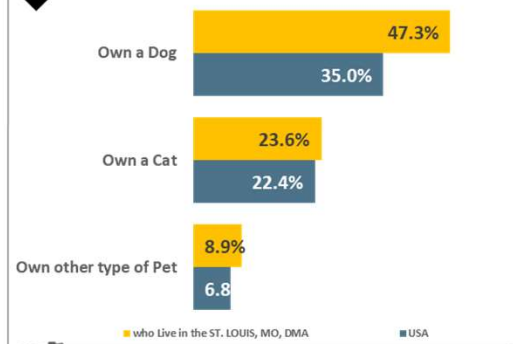
Own/Rent/Other: Men 25 - 54



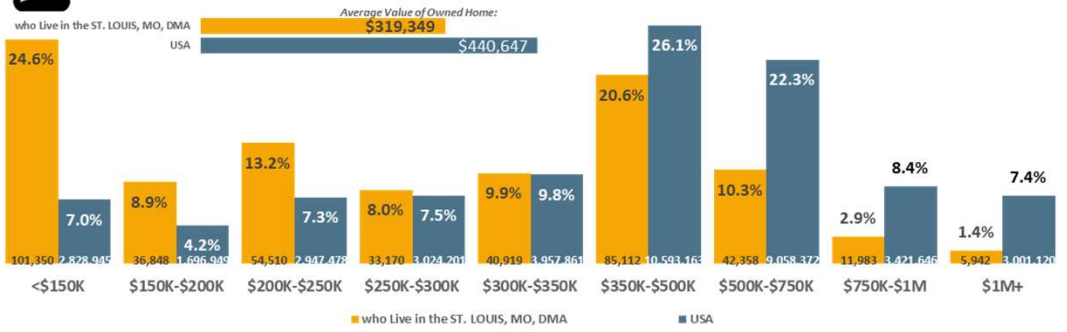
Type of Home: Men 25 - 54



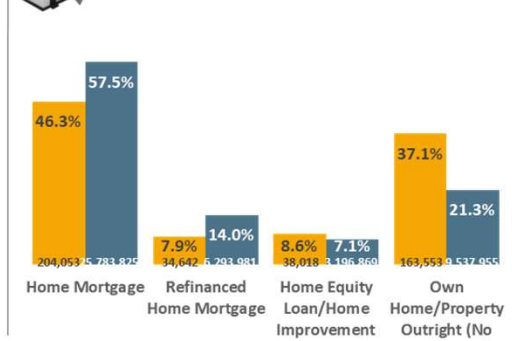
Pets in Home: Men 25 - 54



Value of Owned Home: Men 25 - 54



Home Loans: Men 25 - 54



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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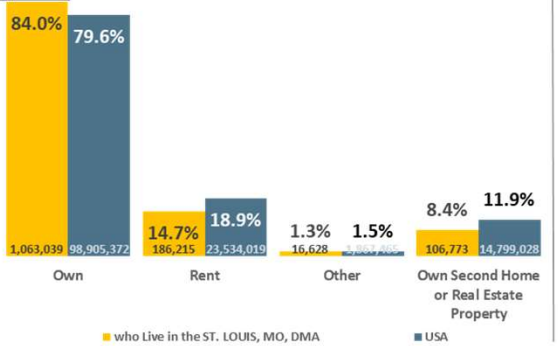
USA Projection Scarborough R2 2024: Jul23-Aug24 Qual Intab 23,256



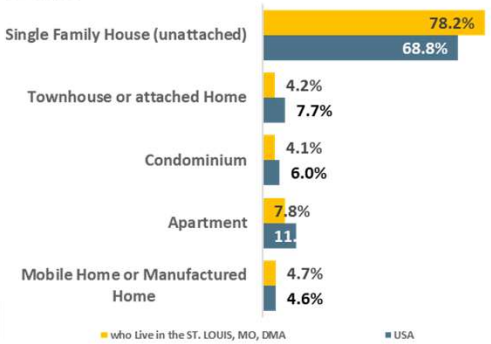
P50+

1.% or 1,265,882 of USA Adults 50 or older Live in the ST. LOUIS, MO, DMA.
Adults 50 or older who Live in the ST. LOUIS, MO, DMA are 5.5% more likely to own their home, 24.5% more likely to own a lower valued home, 13.7% more likely to have a single-family home, 19.% more likely to have a dog.

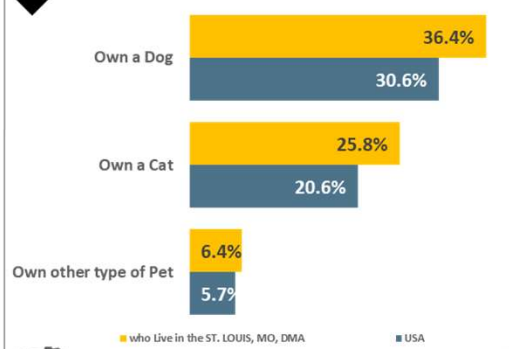
Own/Rent/Other: Adults 50 or older



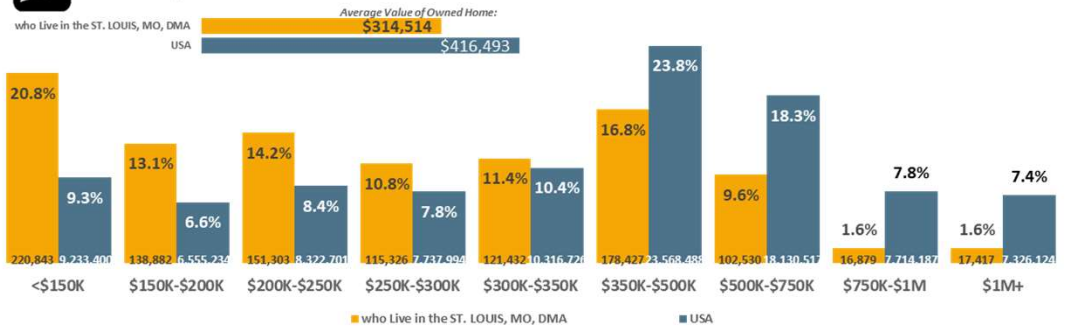
Type of Home: Adults 50 or older



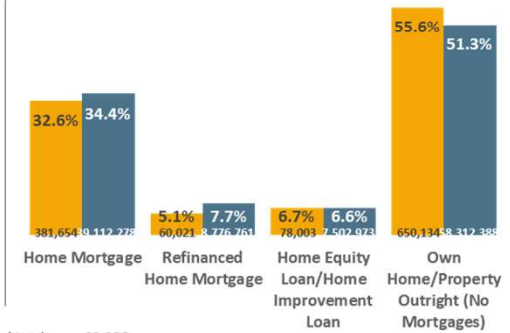
Pets in Home: Adults 50 or older



Value of Owned Home: Adults 50 or older



Home Loans: Adults 50 or older



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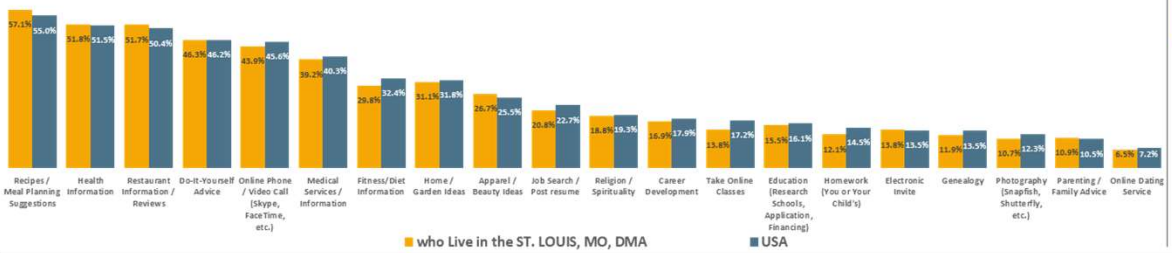
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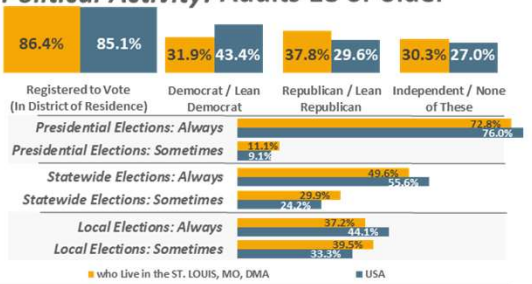
P18+

1.% or 2,507,910 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% more likely to look up D-I-Y advice online, 15.5% less likely to always vote in local elections, 10.2% less likely to belong to a gym, 13.2% less likely to fly domestic past yr.

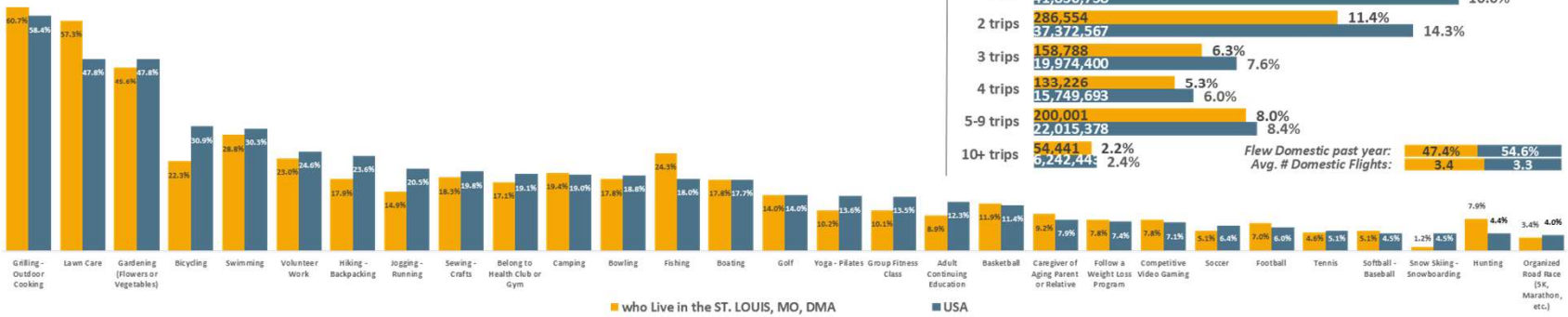
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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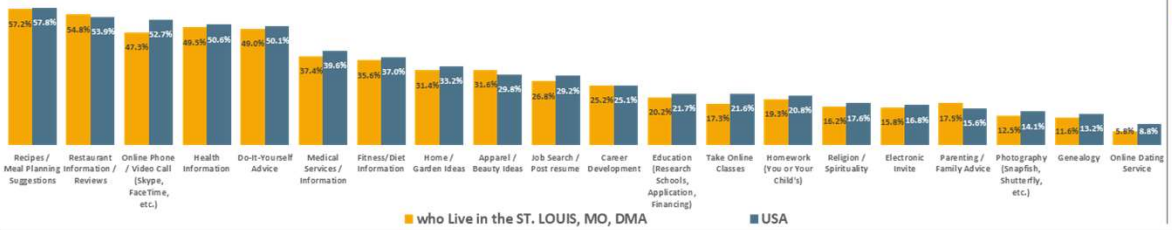
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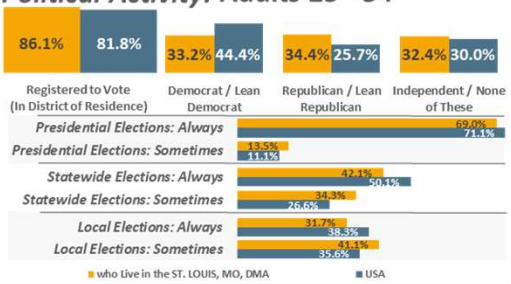
P25-54

.9% or 1,169,817 of USA Adults 25 - 54 Live in the ST. LOUIS, MO, DMA.
Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA are 2.2% less likely to look up D-I-Y advice online, 17.2% less likely to always vote in local elections, 13.4% less likely to belong to a gym, 14.8% less likely to fly domestic past yr.

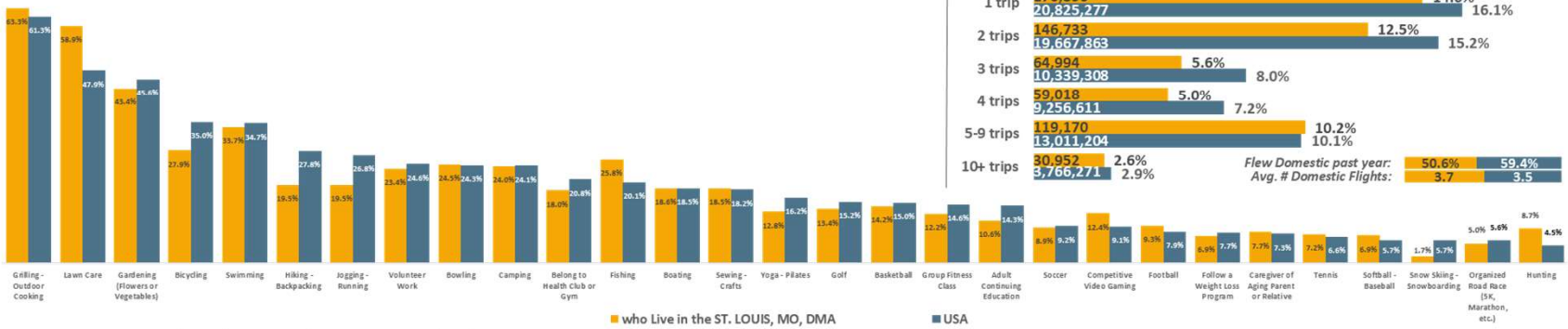
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



Political Activity: Adults 25 - 54



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



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

USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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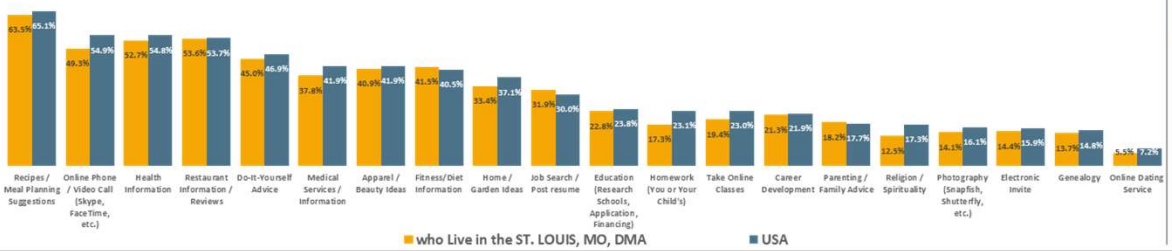
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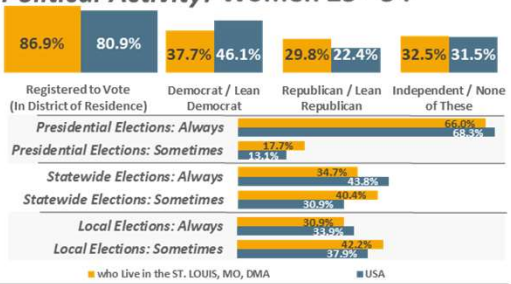
W25-54

.9% or 588,533 of USA Women 25 - 54 Live in the ST. LOUIS, MO, DMA.
Women 25 - 54 who Live in the ST. LOUIS, MO, DMA are 4.1% less likely to look up D-I-Y advice online, 8.9% less likely to always vote in local elections, 21.9% less likely to belong to a gym, 17.9% less likely to fly domestic past yr.

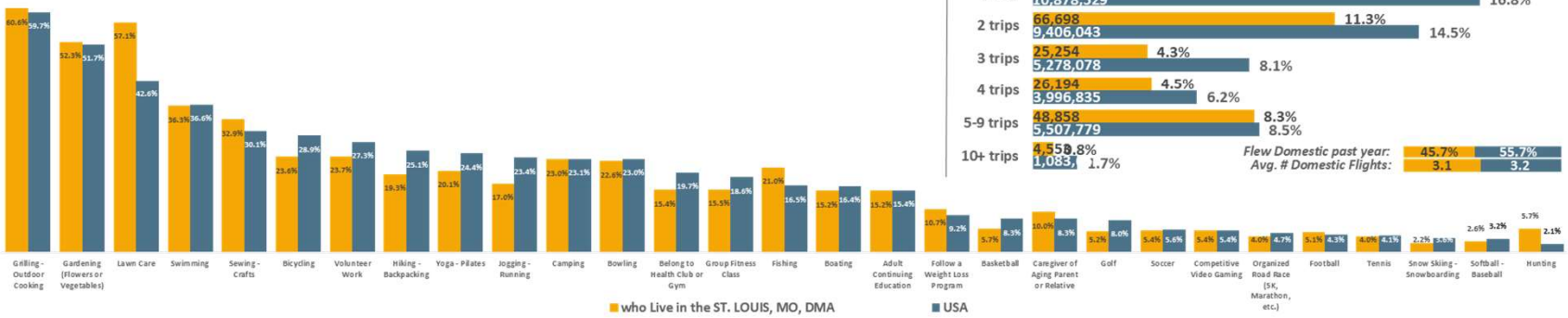
Top-20 past 30-days Online Lifestyle Activites: Women 25 - 54



Political Activity: Women 25 - 54



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



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

USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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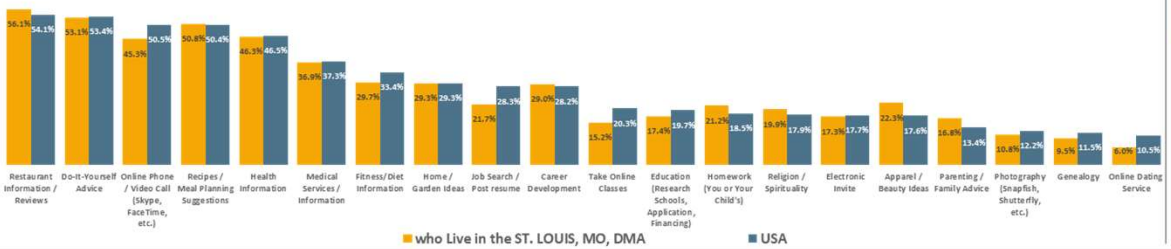
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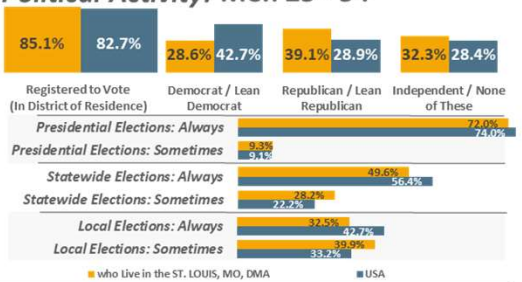
M25-54

.9% or 581,284 of USA Men 25 - 54 Live in the ST. LOUIS, MO, DMA.
Men 25 - 54 who Live in the ST. LOUIS, MO, DMA are .6% less likely to look up D-I-Y advice online, 23.9% less likely to always vote in local elections, 5.7% less likely to belong to a gym, 12.1% less likely to fly domestic past yr.

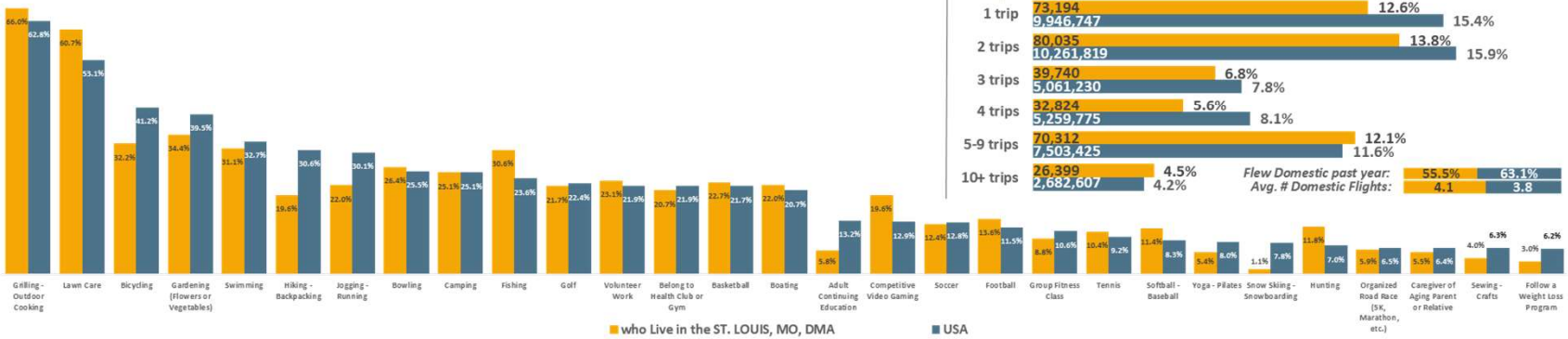
Top-20 past 30-days Online Lifestyle Activites: Men 25 - 54



Political Activity: Men 25 - 54



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



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

USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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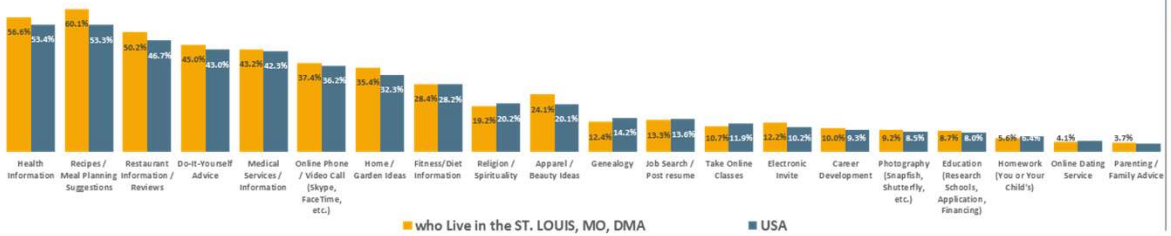
USA Projection Scarborough R2 2024: Jul23-Aug24 Qual Intab 23,256



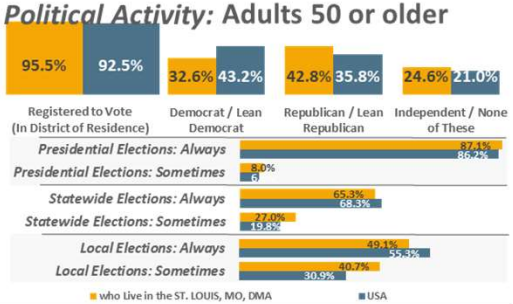
P50+

1.% or 1,265,882 of USA Adults 50 or older Live in the ST. LOUIS, MO, DMA.
Adults 50 or older who Live in the ST. LOUIS, MO, DMA are 4.9% more likely to look up D-I-Y advice online, 11.3% less likely to always vote in local elections, .4% more likely to belong to a gym, 13.5% less likely to fly domestic past yr.

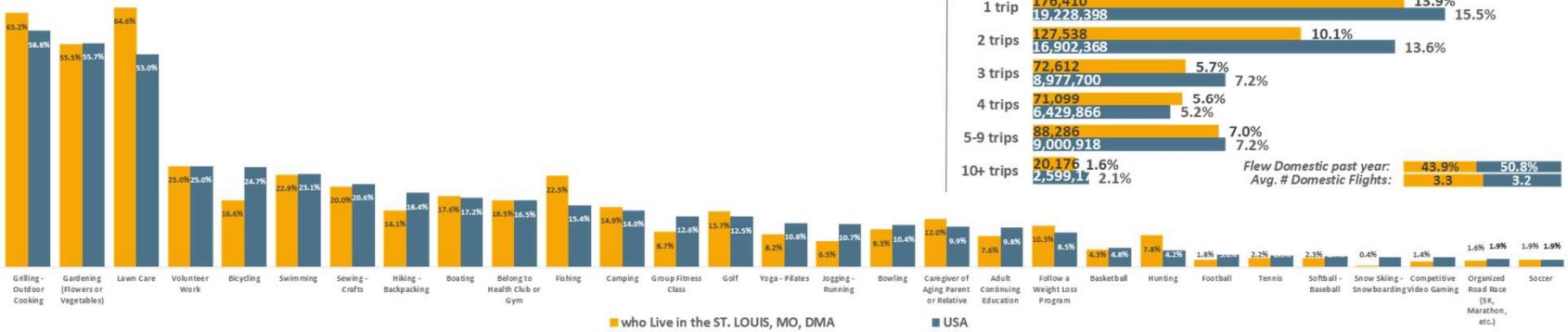
Top-20 past 30-days Online Lifestyle Activites: Adults 50 or older



Political Activity: Adults 50 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 50 or older



Past 12-months Domestic Airline Trips: Adults 50 or older

USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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P18+

1.% or 2,507,910 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 .1% more likely to use QSRs past mo., 2.5% less likely to use Sit-Down Restaurants past mo., 2.6% more likely to use Casinos past yr., 35.5% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 88.3% 88.2% — 2,214,811 — 231,277,213

Avg. Monthly QSR Meals: 6.3 — 6.4

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



Total Monthly Sit-Down Restaurant Users: 73.6% 75.5% — 1,846,832 — 198,030,798

Avg. Monthly Sit-Down Restaurant Meals: 3.9 — 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Live in the ST. LOUIS, MO, DMA 341,559 — 13.6%

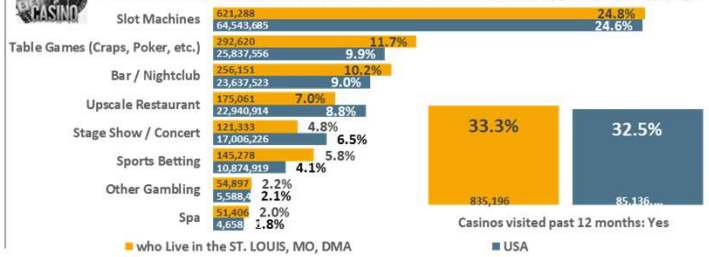
USA — 18.1%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





33.3% — 835,196

32.5% — 85,136...

Casinos visited past 12 months: Yes

Used Past 30-days: Adults 18 or older



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USA Projection Scarborough R2 2024: Jul23-Aug24 Qual Intab 23,256

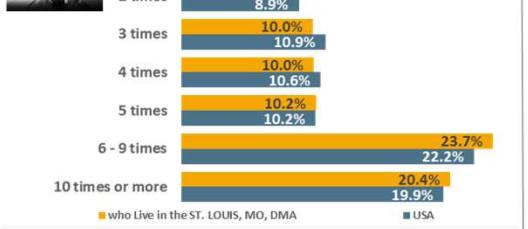


P25-54

.9% or 1,169,817 of USA Adults 25 - 54 Live in the ST. LOUIS, MO, DMA.
Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA are .8% less likely to use QSRs past mo., 2.2% less likely to use Sit-Down Restaurants past mo., 15.% more likely to use Casinos past yr., 61.% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



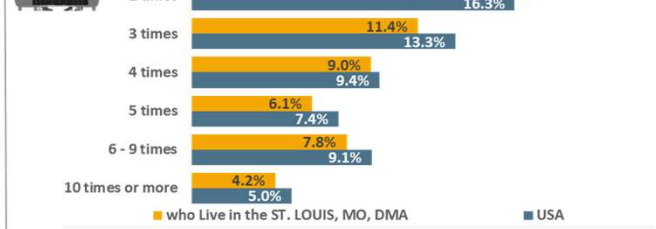


Total Monthly QSR Users:
89.7% 90.4%
1,049,093 116,972,229

Avg. Monthly QSR Meals:
7.0 6.8

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





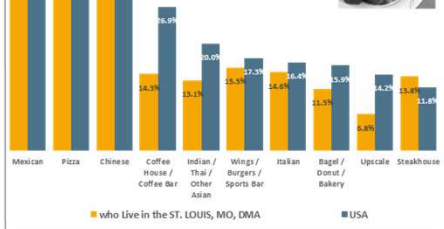
Total Monthly Sit-Down Restaurant Users:
74.3% 76.0%
869,663 98,360,251

Avg. Monthly Sit-Down Restaurant Meals:
3.7 4.0

Top-10 Cuisines: Adults 25 - 54

(Sit-Down Restaurants Used Past 30-days)





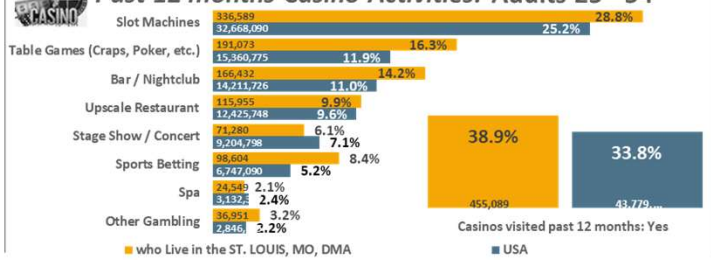
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the ST. LOUIS, MO, DMA 217,115 18.6%
USA 23.6%

Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



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W25-54

.9% or 588,533 of USA Women 25 - 54 Live in the ST. LOUIS, MO, DMA.
Women 25 - 54 who Live in the ST. LOUIS, MO, DMA are .7% less likely to use QSRs past mo., 5.% less likely to use Sit-Down Restaurants past mo., 3.8% more likely to use Casinos past yr., 42.4% more likely to smoke cigarettes.

Past 30-days QSR Users: Women 25 - 54



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



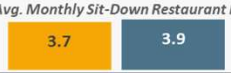
Past 30-days Sit-Down Restaurant Users: Women 25 - 54



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

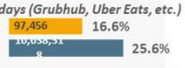


Top-10 Cuisines: Women 25 - 54

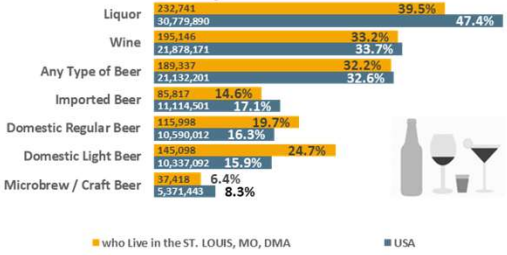
(Sit-Down Restaurants Used Past 30-days)



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

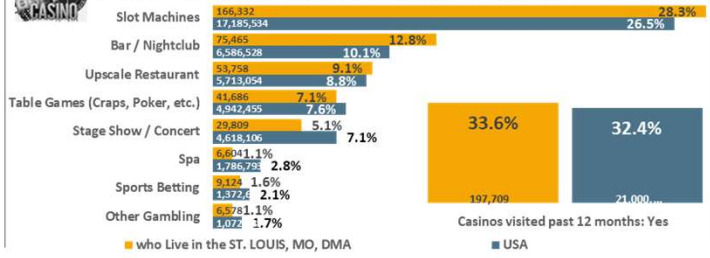


Drank Past 30-days: Women 25 - 54



Past 12 months Casino Activities: Women 25 - 54





Used Past 30-days: Women 25 - 54



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M25-54

.9% or 581,284 of USA Men 25 - 54 Live in the ST. LOUIS, MO, DMA.
Men 25 - 54 who Live in the ST. LOUIS, MO, DMA are .9% less likely to use QSRs past mo., .6% more likely to use Sit-Down Restaurants past mo., 25.5% more likely to use Casinos past yr., 78.5% more likely to smoke cigarettes.

Past 30-days QSR Users: Men 25 - 54



Total Monthly QSR Users:
88.3%
89.1%
513,459
57,512,50
2

Avg. Monthly QSR Meals:
6.7
6.9

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



Total Monthly Sit-Down Restaurant Users:
77.5%
77.0%
450,313
49,702,99
1

Avg. Monthly Sit-Down Restaurant Meals:
3.7
4.1

Top-10 Cuisines: Men 25 - 54

(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the ST. LOUIS, MO, DMA 119,659 20.6%
USA 21.5%

Drank Past 30-days: Men 25 - 54



Past 12 months Casino Activities: Men 25 - 54



Used Past 30-days: Men 25 - 54



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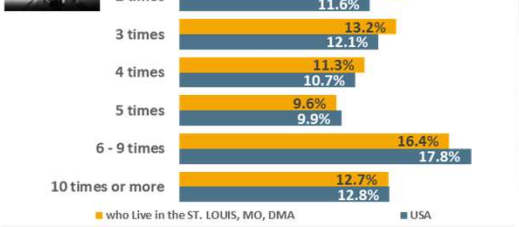


P50+

1.% or 1,265,882 of USA Adults 50 or older Live in the ST. LOUIS, MO, DMA.
Adults 50 or older who Live in the ST. LOUIS, MO, DMA are 2.5% more likely to use QSRs past mo., 2.% more likely to use Sit-Down Restaurants past mo., 14.8% less likely to use Casinos past yr., 12.9% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 50 or older



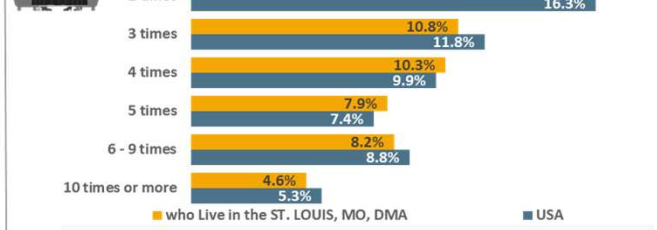


Total Monthly QSR Users: 87.1% | 85.0% — 1,102,585 | 105,627,954

Avg. Monthly QSR Meals: 5.6 | 5.7

Past 30-days Sit-Down Restaurant Users: Adults 50 or older





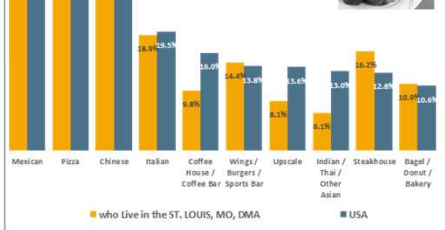
Total Monthly Sit-Down Restaurant Users: 76.4% | 75.0% — 967,704 | 93,174,467

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

Top-10 Cuisines: Adults 50 or older

(Sit-Down Restaurants Used Past 30-days)





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

who Live in the ST. LOUIS, MO, DMA 76,585 6.0%

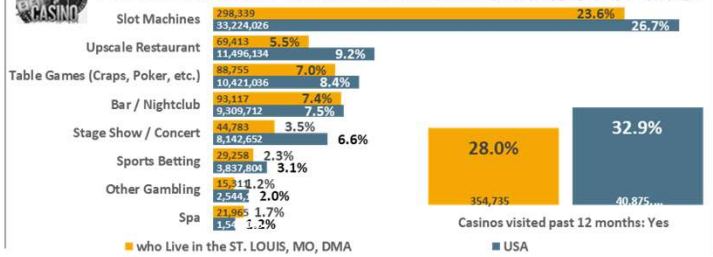
USA 9.8%

Drank Past 30-days: Adults 50 or older



Past 12 months Casino Activities: Adults 50 or older





Used Past 30-days: Adults 50 or older



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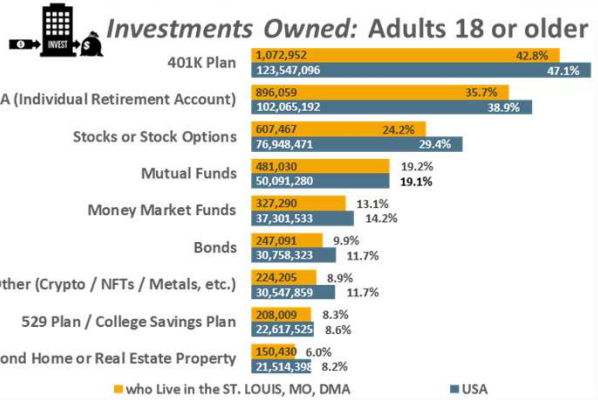
USA Projection Scarborough R2 2024: Jul23-Aug24 Qual Intab 23,256



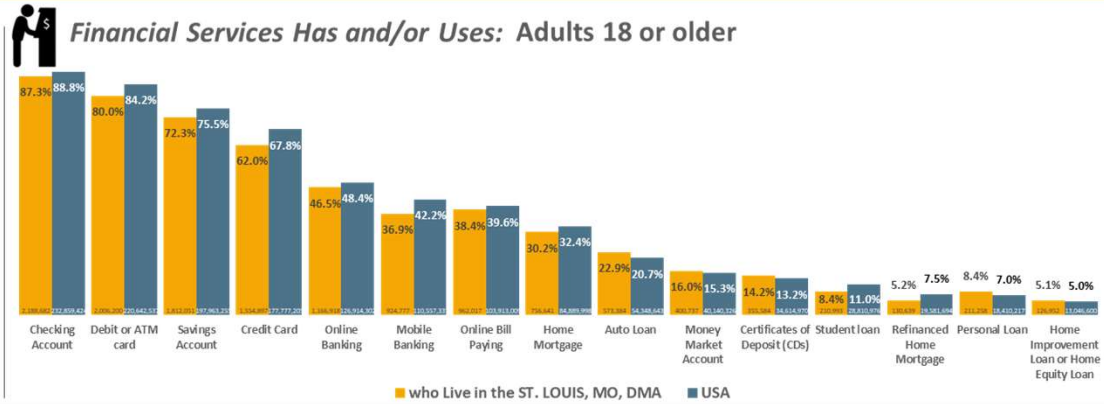
P18+

1.% or 2,507,910 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 9.2% less likely to have a 401K, 10.3% more likely to have an Auto Loan, 31.2% less likely to Invest/Trade Stocks Online, 2.4% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



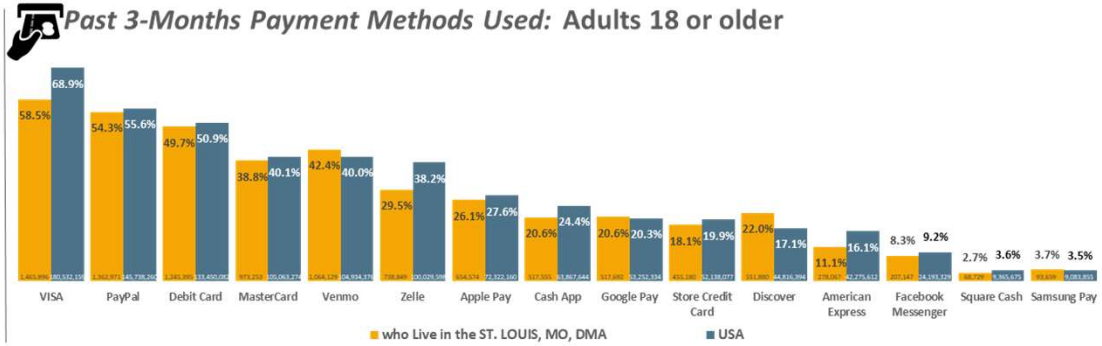
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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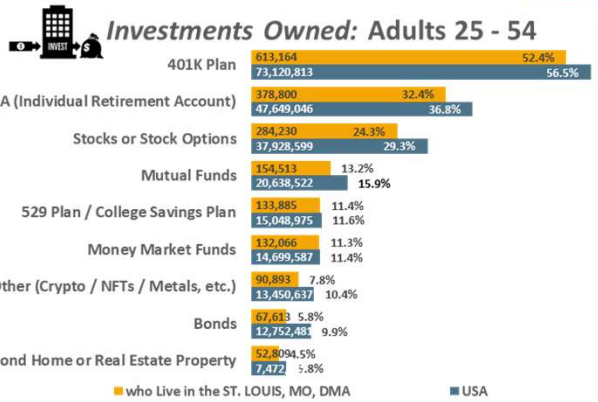
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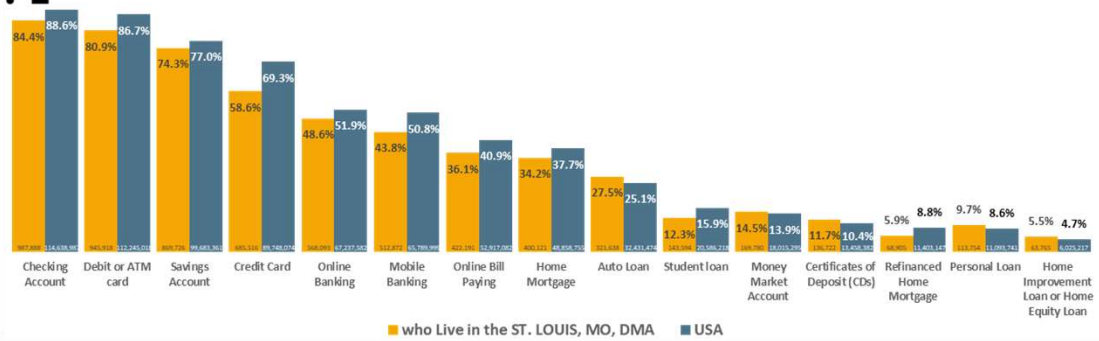
P25-54

.9% or 1,169,817 of USA Adults 25 - 54 Live in the ST. LOUIS, MO, DMA.
Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA are 7.2% less likely to have a 401K, 9.7% more likely to have an Auto Loan, 32.2% less likely to Invest/Trade Stocks Online, 5.1% less likely to pay with their Debit Card.

Investments Owned: Adults 25 - 54



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

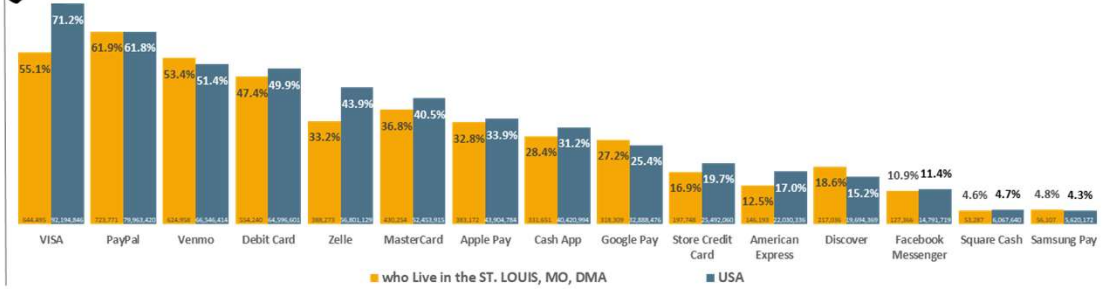


Professional Services Used:* Adults 25 - 54



*(*Past 12 Months)*

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



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W25-54

.9% or 588,533 of USA Women 25 - 54 Live in the ST. LOUIS, MO, DMA.
Women 25 - 54 who Live in the ST. LOUIS, MO, DMA are 2.4% less likely to have a 401K, 15.% more likely to have an Auto Loan, 40.9% less likely to Invest/Trade Stocks Online, 3.2% more likely to pay with their Debit Card.

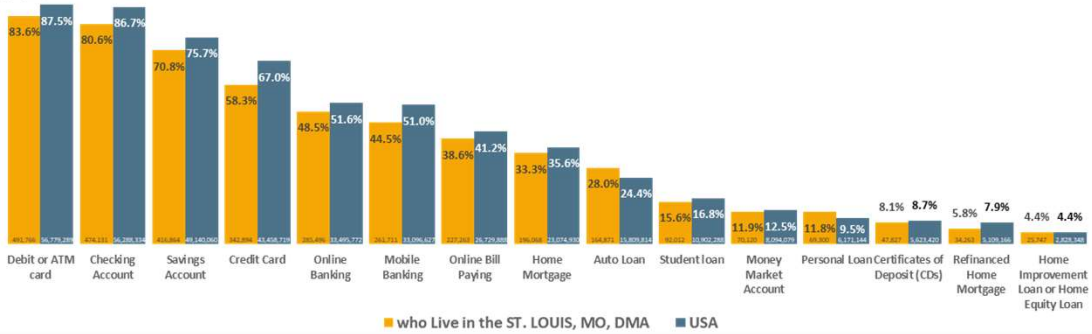
Investments Owned: Women 25 - 54





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





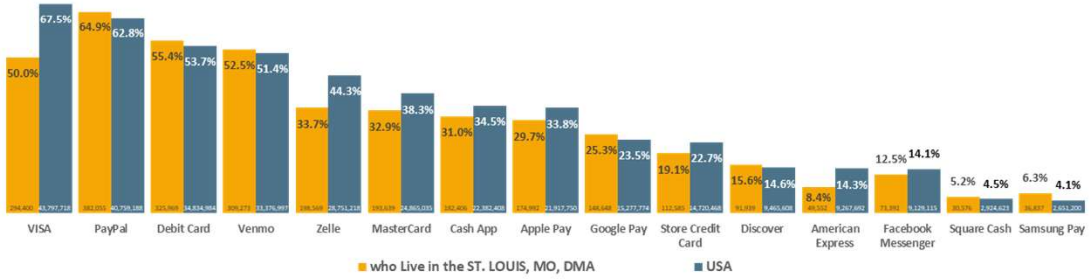
Professional Services Used:* Women 25 - 54



*(*Past 12 Months)*

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





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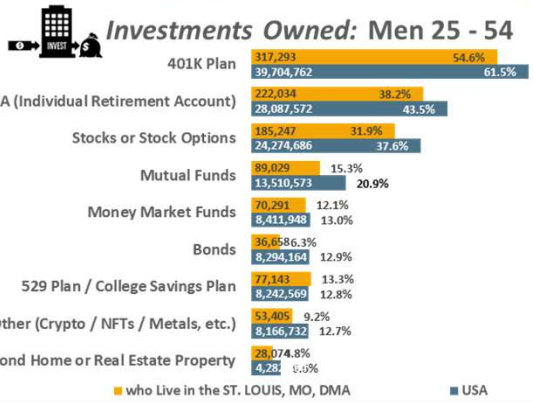
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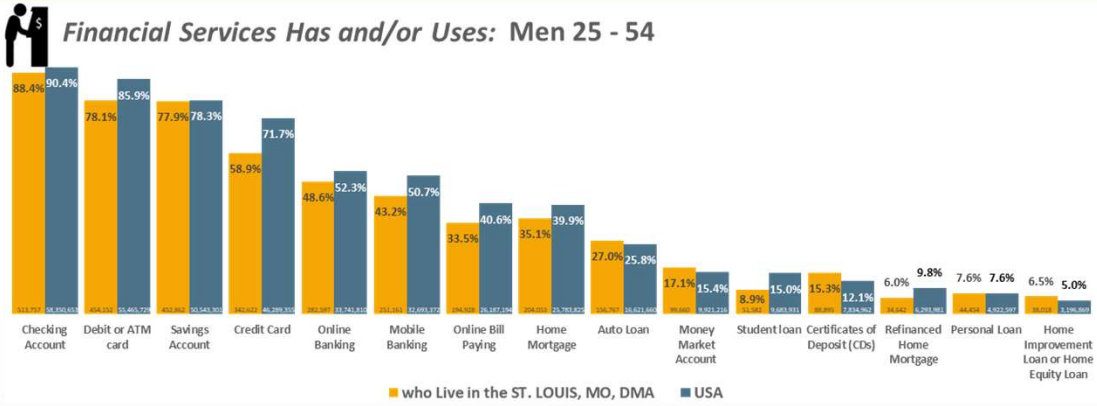
M25-54

.9% or 581,284 of USA Men 25 - 54 Live in the ST. LOUIS, MO, DMA.
Men 25 - 54 who Live in the ST. LOUIS, MO, DMA are 11.3% less likely to have a 401K, 4.7% more likely to have an Auto Loan, 28.% less likely to Invest/Trade Stocks Online, 14.8% less likely to pay with their Debit Card.

Investments Owned: Men 25 - 54



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

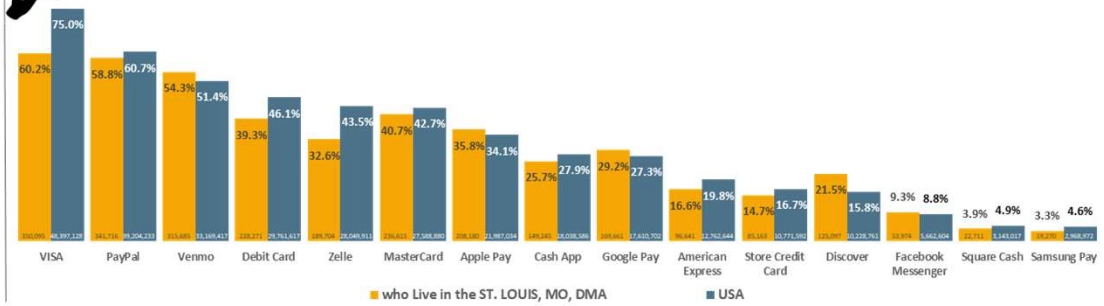


Professional Services Used:* Men 25 - 54



*(*Past 12 Months)*

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



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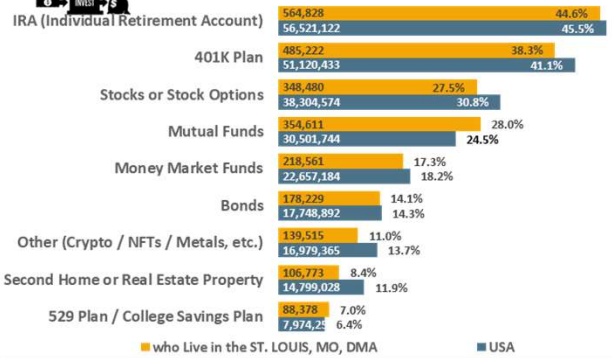
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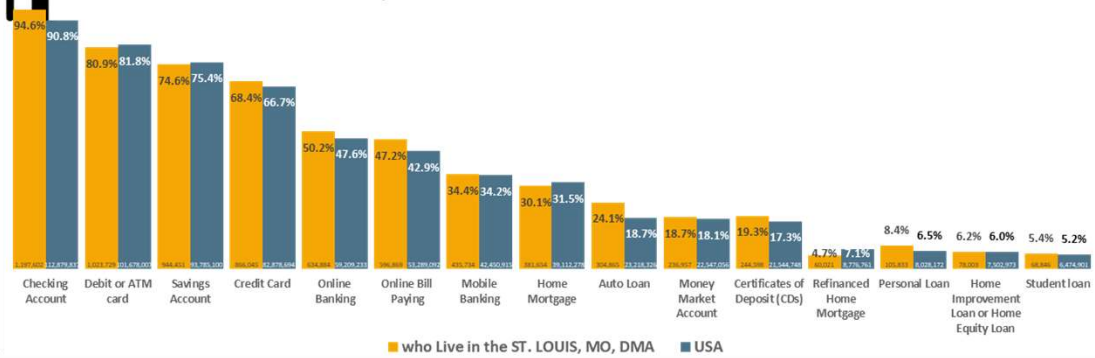
P50+

1.% or 1,265,882 of USA Adults 50 or older Live in the ST. LOUIS, MO, DMA.
Adults 50 or older who Live in the ST. LOUIS, MO, DMA are 6.8% less likely to have a 401K, 28.9% more likely to have an Auto Loan, 20.2% less likely to Invest/Trade Stocks Online, .8% less likely to pay with their Debit Card.

Investments Owned: Adults 50 or older



Financial Services Has and/or Uses: Adults 50 or older

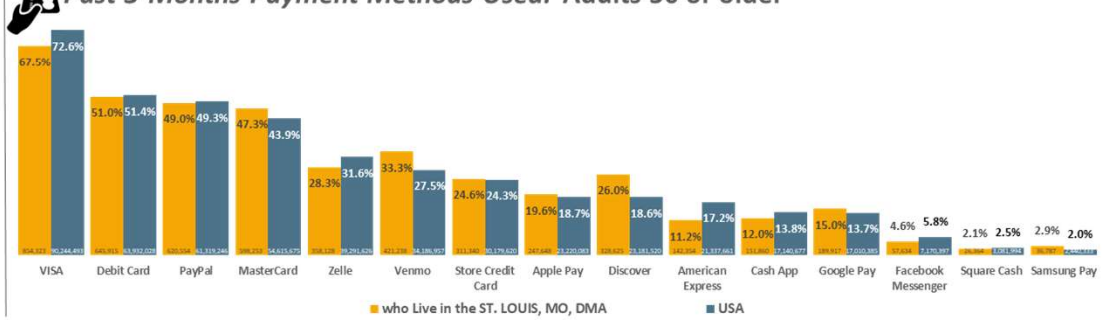


Professional Services Used:* Adults 50 or older



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 50 or older



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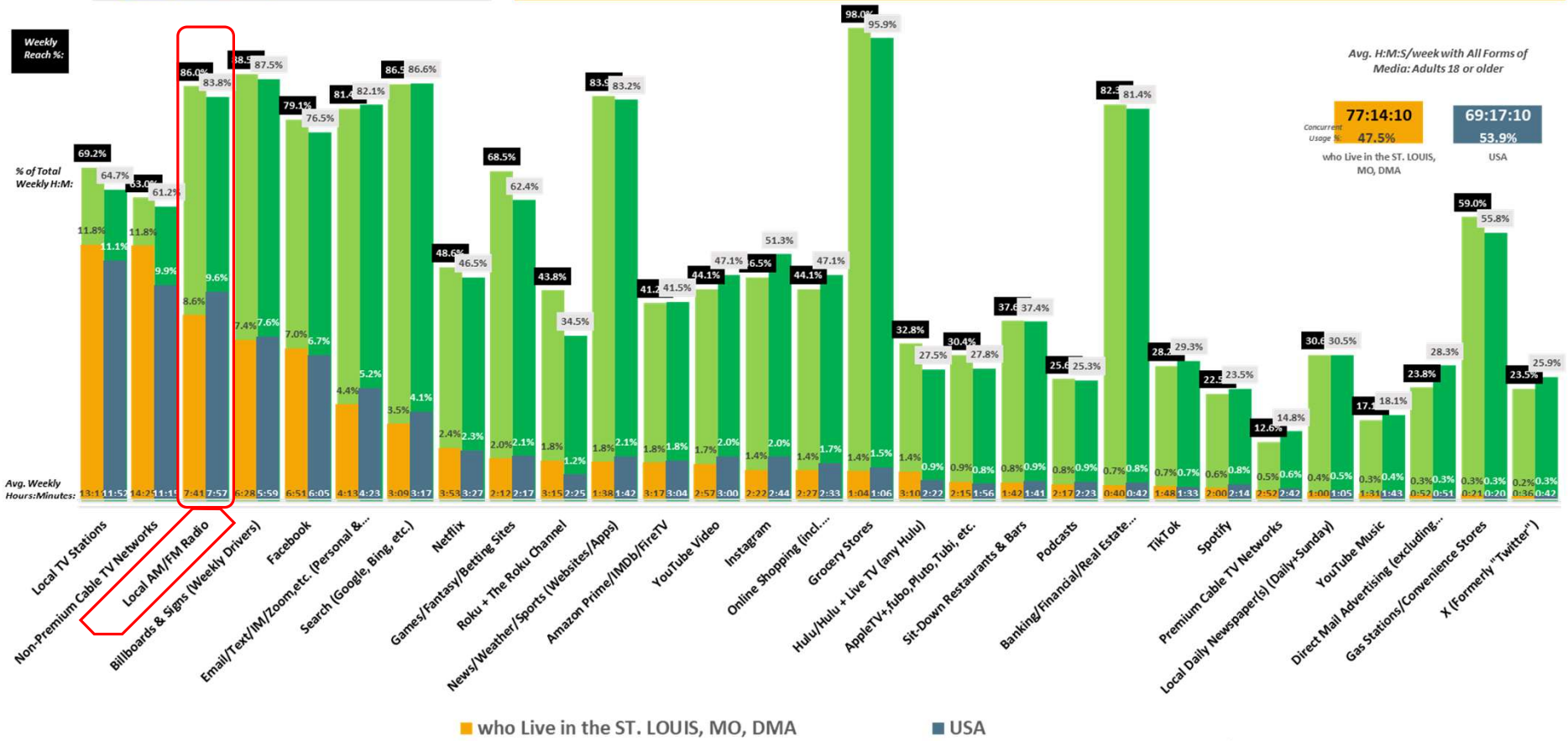
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P18+

Adults 18 or older who Live in the ST. LOUIS, MO, DMA spend an average of 3 days, 5 hours, 14 minutes and 10 seconds each week with All Forms of Media.

86.% of Adults 18 or older who Live in the ST. LOUIS, MO, DMA spend an avg. of 7 hours and 41 minutes each week listening to All Local AM/FM Radio, representing 8.6% of total time spent with all forms of Media.



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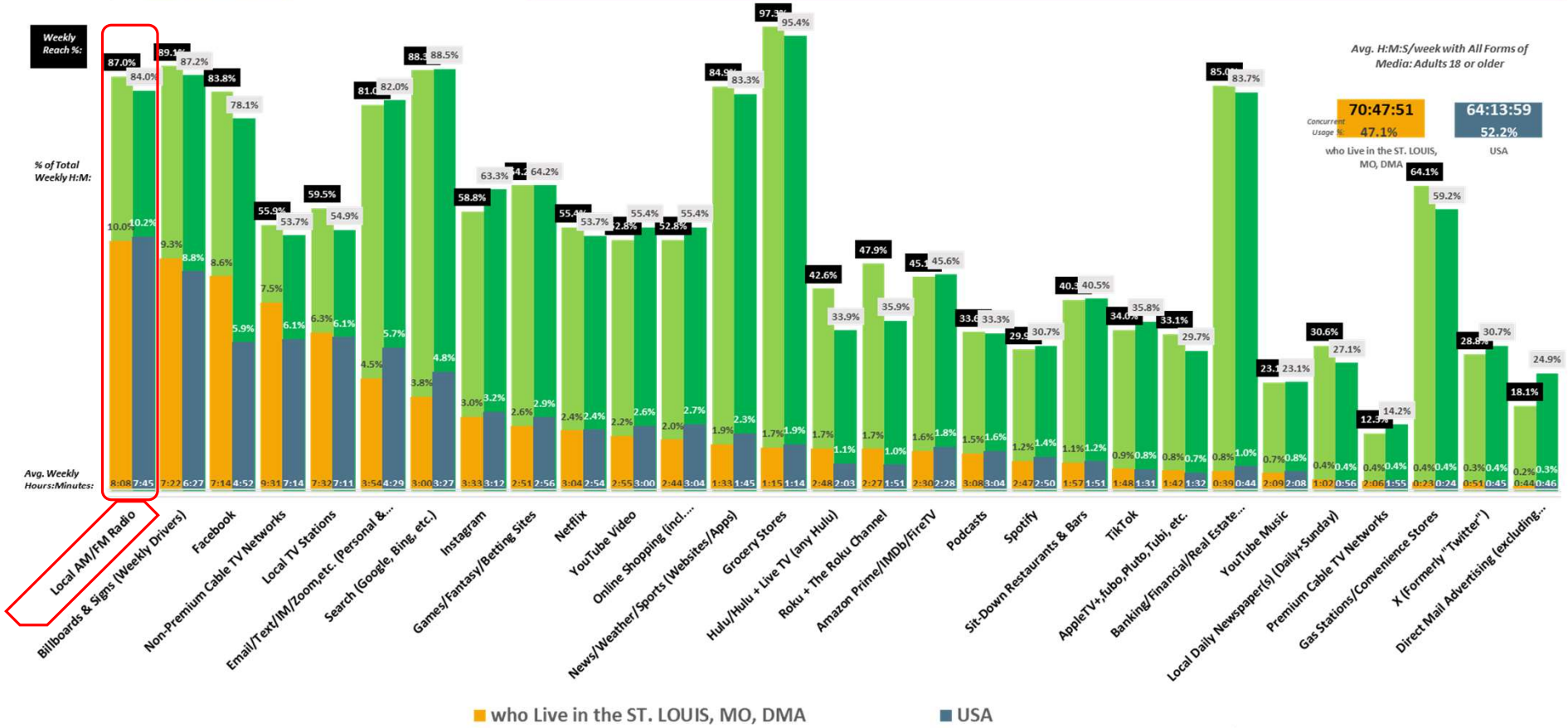
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P25-54

Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an average of 2 days, 22 hours, 47 minutes and 51 seconds each week with All Forms of Media.

87.% of Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an avg. of 8 hours and 8 minutes each week listening to All Local AM/FM Radio, representing 10.% of total time spent with all forms of Media.



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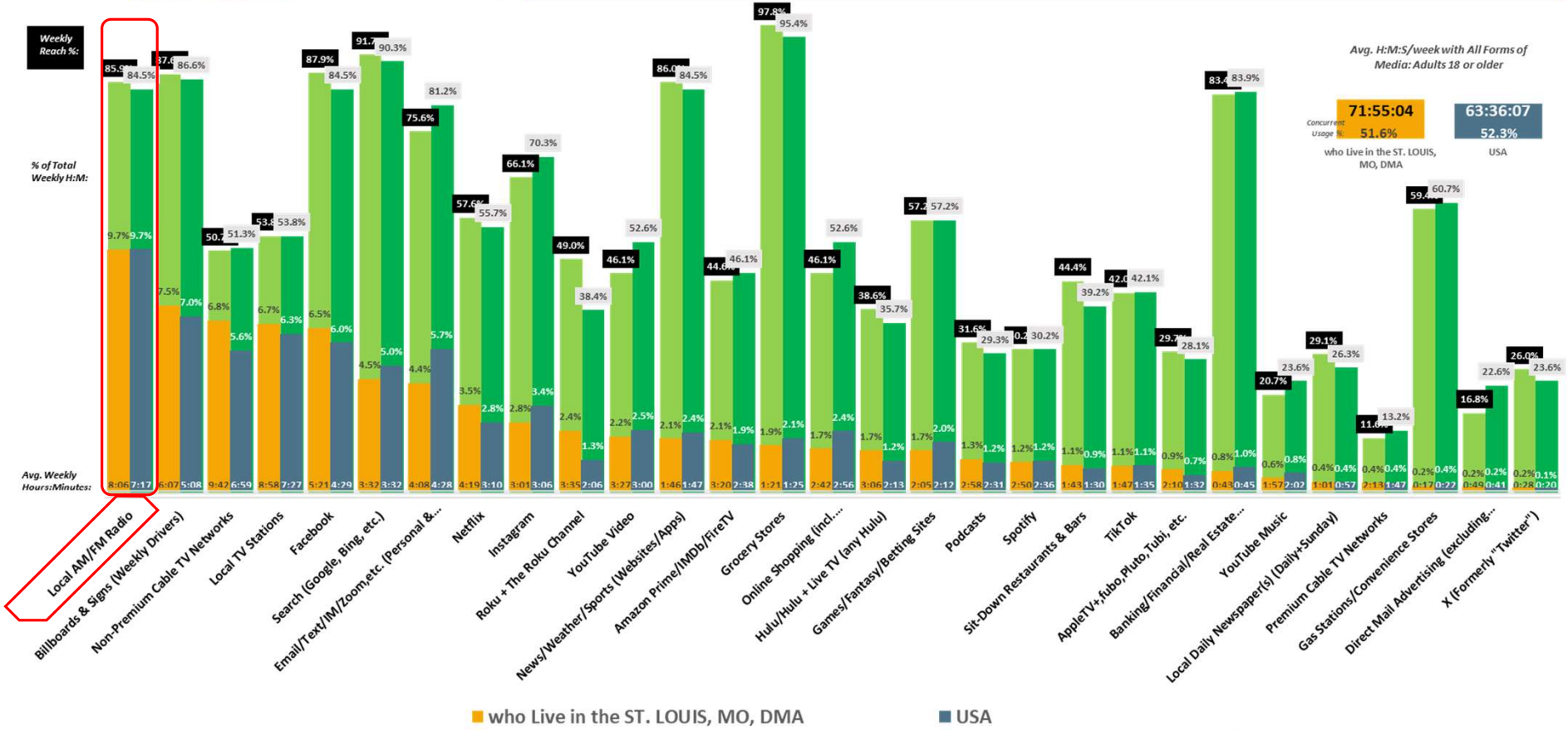
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W25-54

Women 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an average of 2 days, 23 hours, 55 minutes and 4 seconds each week with All Forms of Media.

85.9% of Women 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an avg. of 8 hours and 6 minutes each week listening to All Local AM/FM Radio, representing 9.7% of total time spent with all forms of Media.



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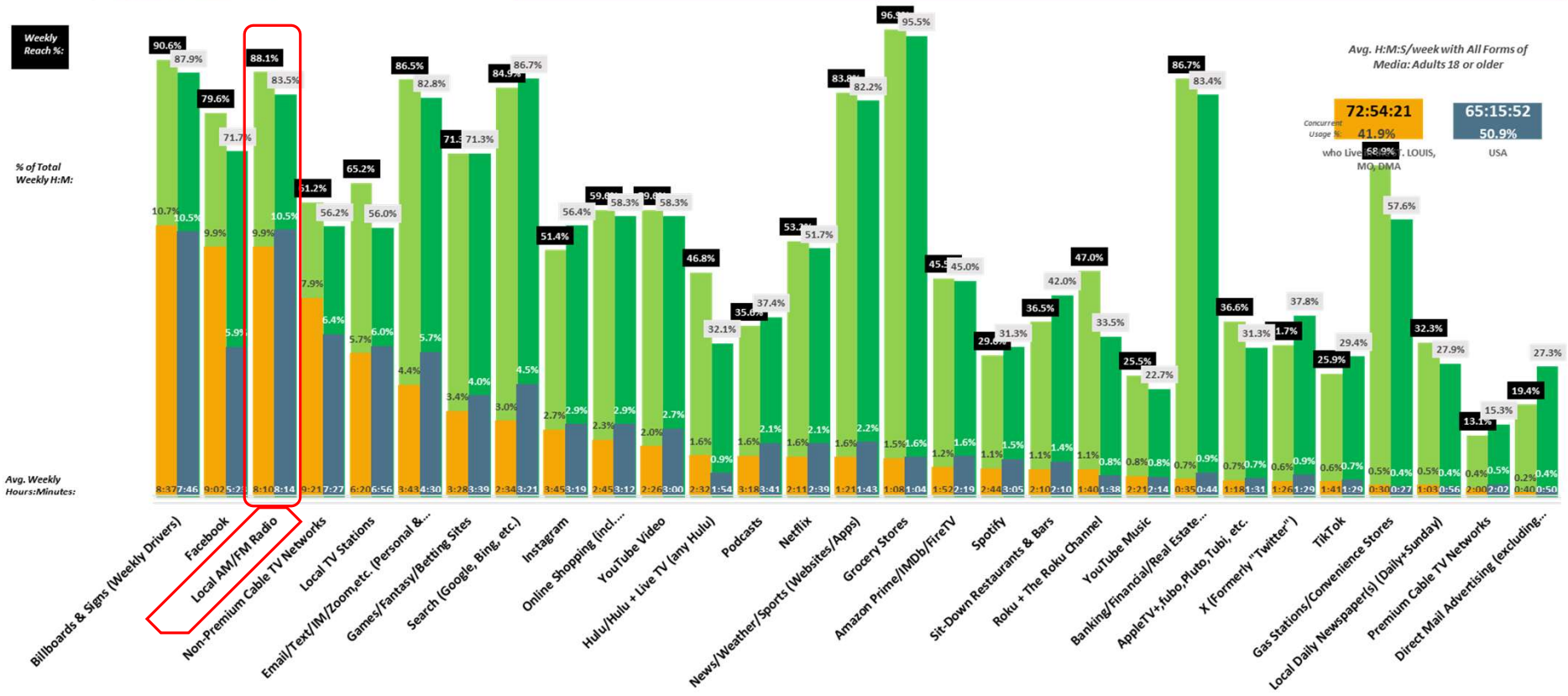
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M25-54

Men 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an average of 3 days, 0 hours, 54 minutes and 21 seconds each week with All Forms of Media.

88.1% of Men 25 - 54 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 9.9% of total time spent with all forms of Media.



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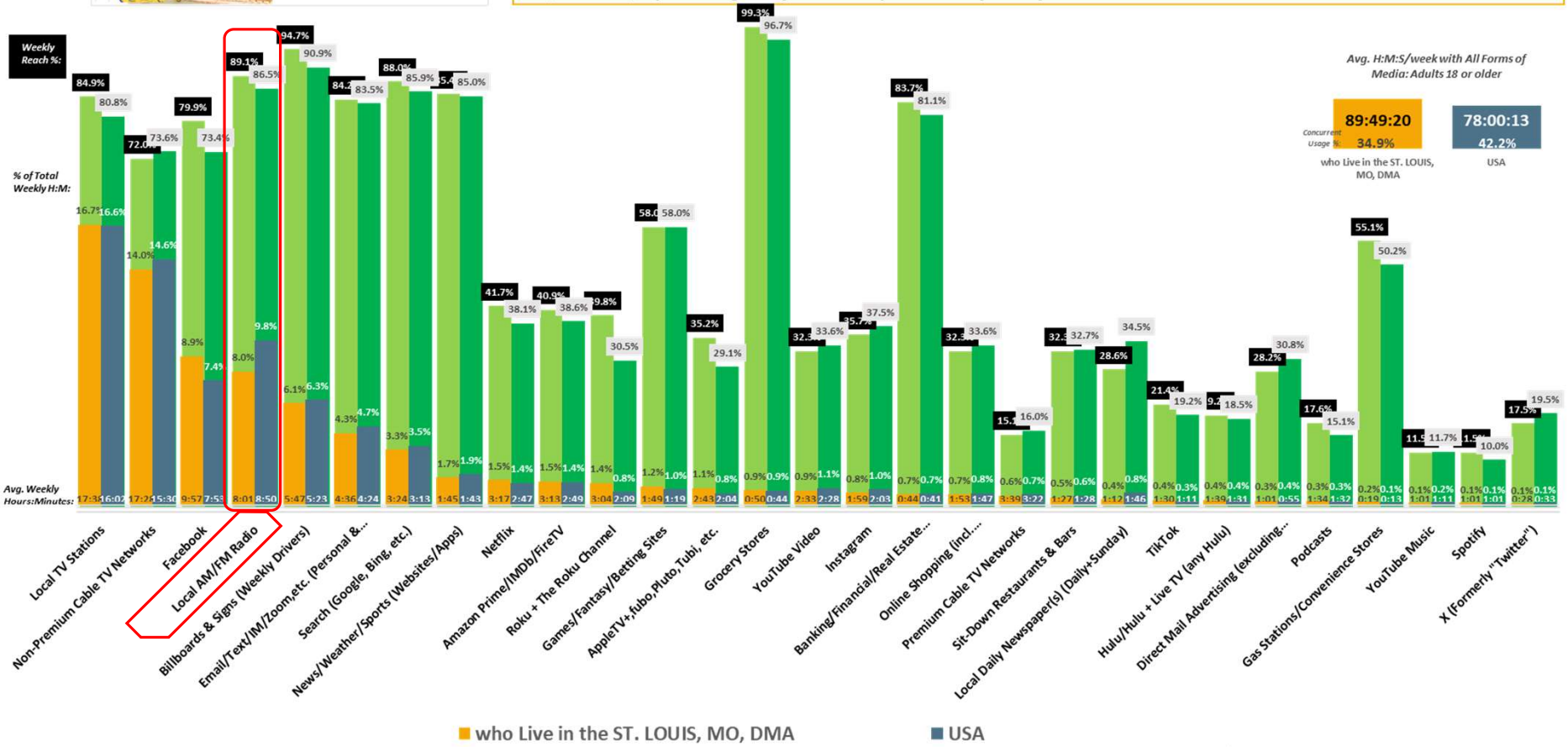
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P50+

Adults 50 or older who Live in the ST. LOUIS, MO, DMA spend an average of 3 days, 17 hours, 49 minutes and 20 seconds each week with All Forms of Media.

89.1% of Adults 50 or older who Live in the ST. LOUIS, MO, DMA spend an avg. of 8 hours and 1 minutes each week listening to All Local AM/FM Radio, representing 8.% of total time spent with all forms of Media.



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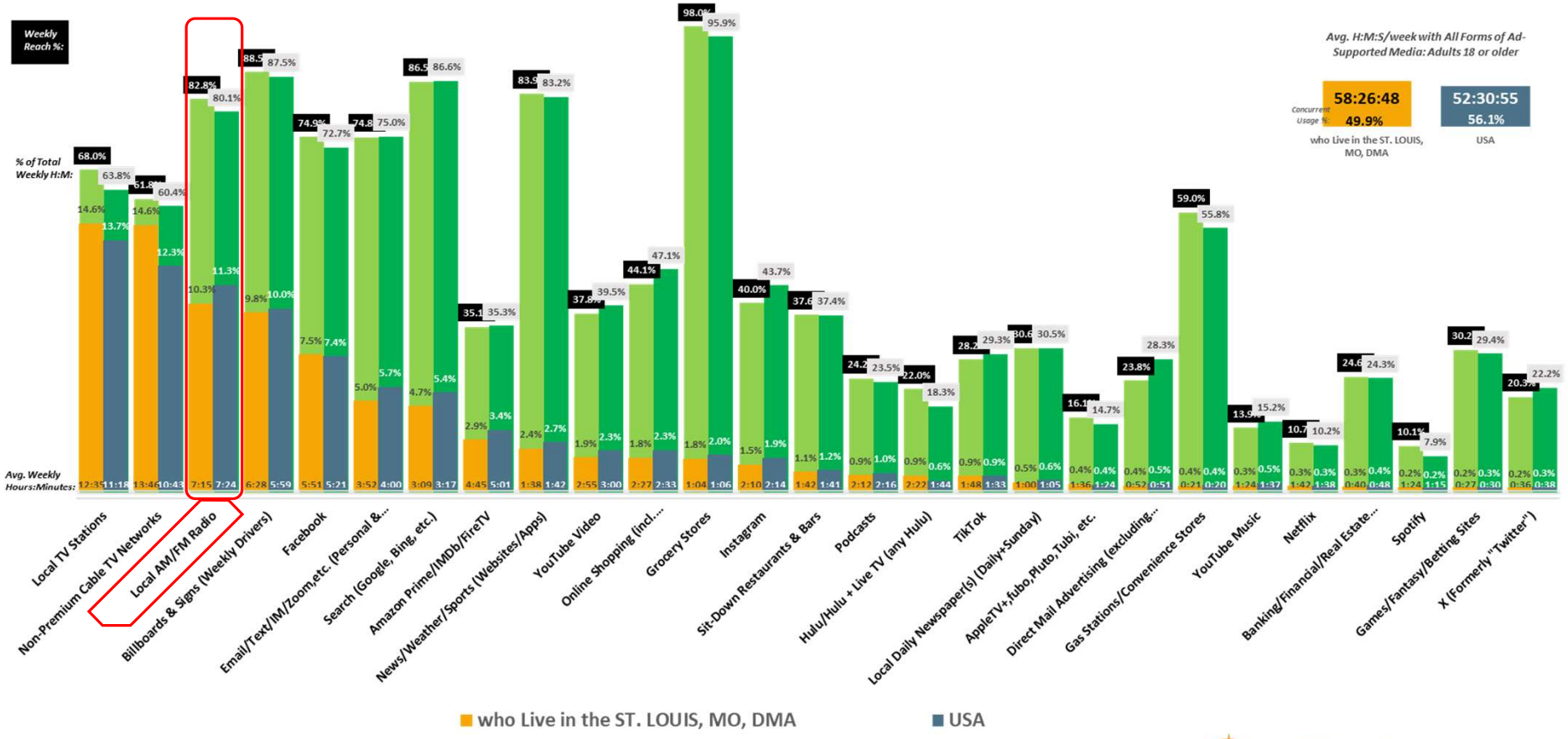
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P18+

Adults 18 or older who Live in the ST. LOUIS, MO, DMA spend an average of 2 days, 10 hours, 26 minutes and 48 seconds each week with All Forms of Ad-Supported Media.

82.8% of Adults 18 or older who Live in the ST. LOUIS, MO, DMA spend an avg. of 7 hours and 15 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.3% of total time spent with all forms of Ad-Supported Media.



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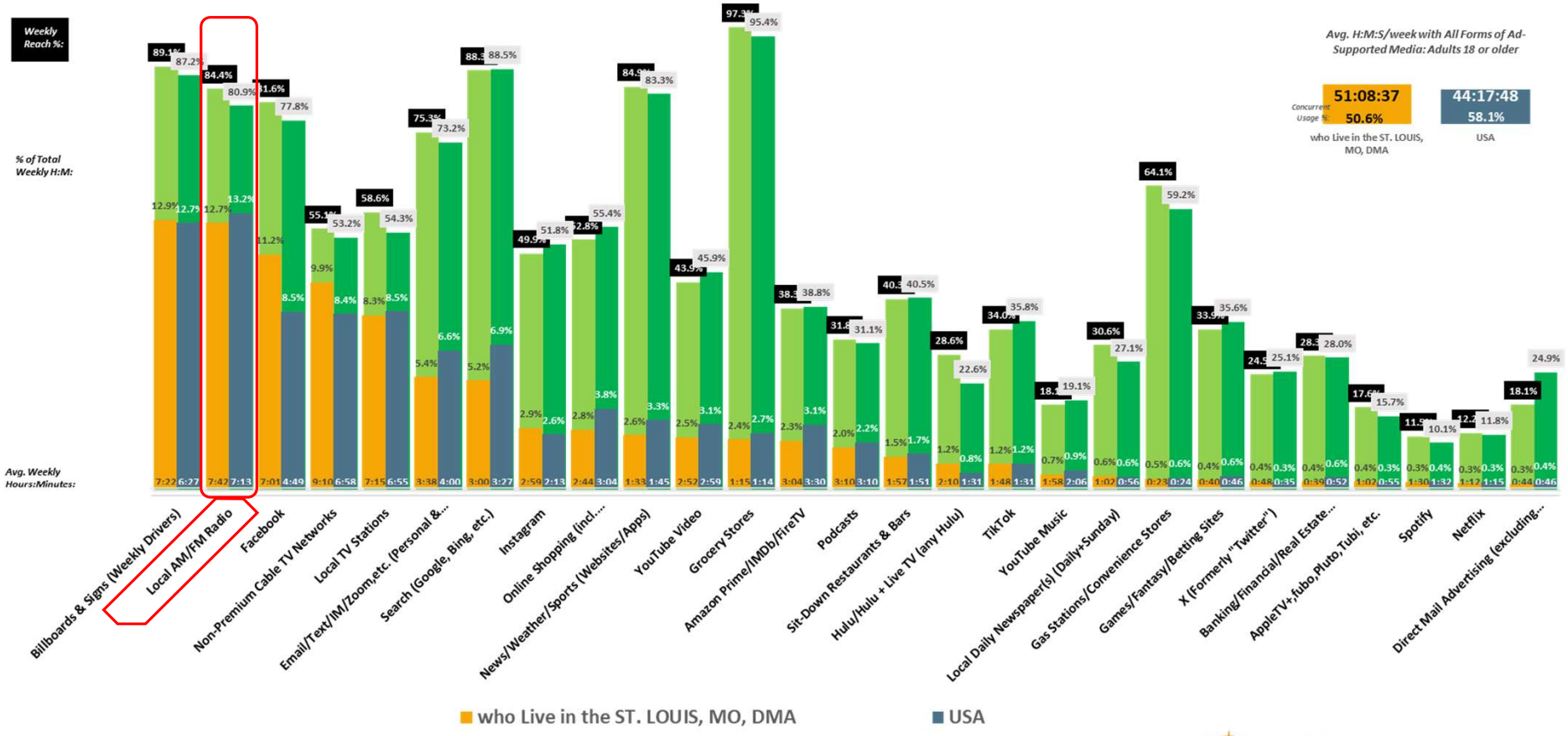
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P25-54

Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an average of 2 days, 3 hours, 8 minutes and 37 seconds each week with All Forms of Ad-Supported Media.

84.4% of Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an avg. of 7 hours and 42 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.7% of total time spent with all forms of Ad-Supported Media.



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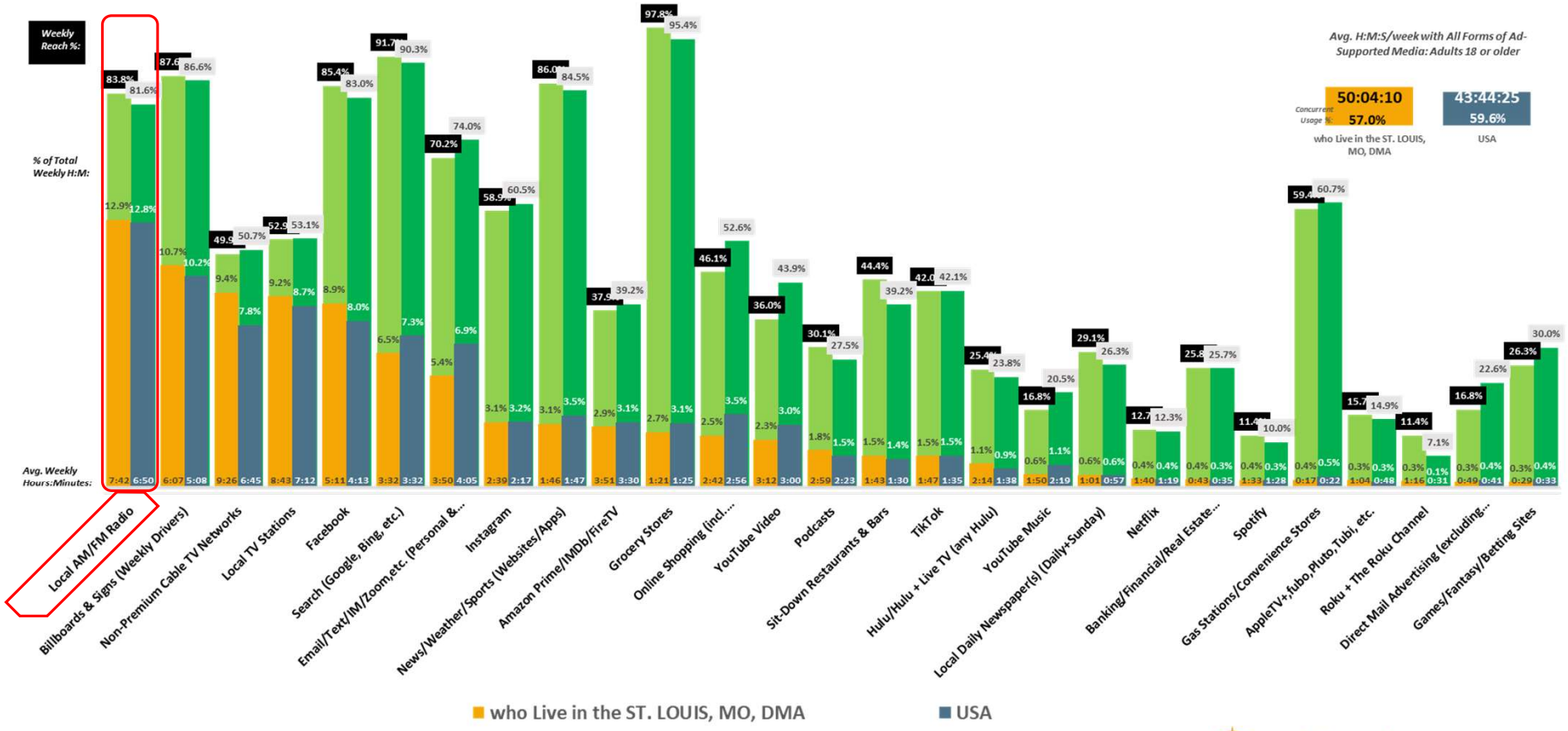
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W25-54

Women 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an average of 2 days, 2 hours, 4 minutes and 10 seconds each week with All Forms of Ad-Supported Media.

83.8% of Women 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an avg. of 7 hours and 42 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.9% of total time spent with all forms of Ad-Supported Media.



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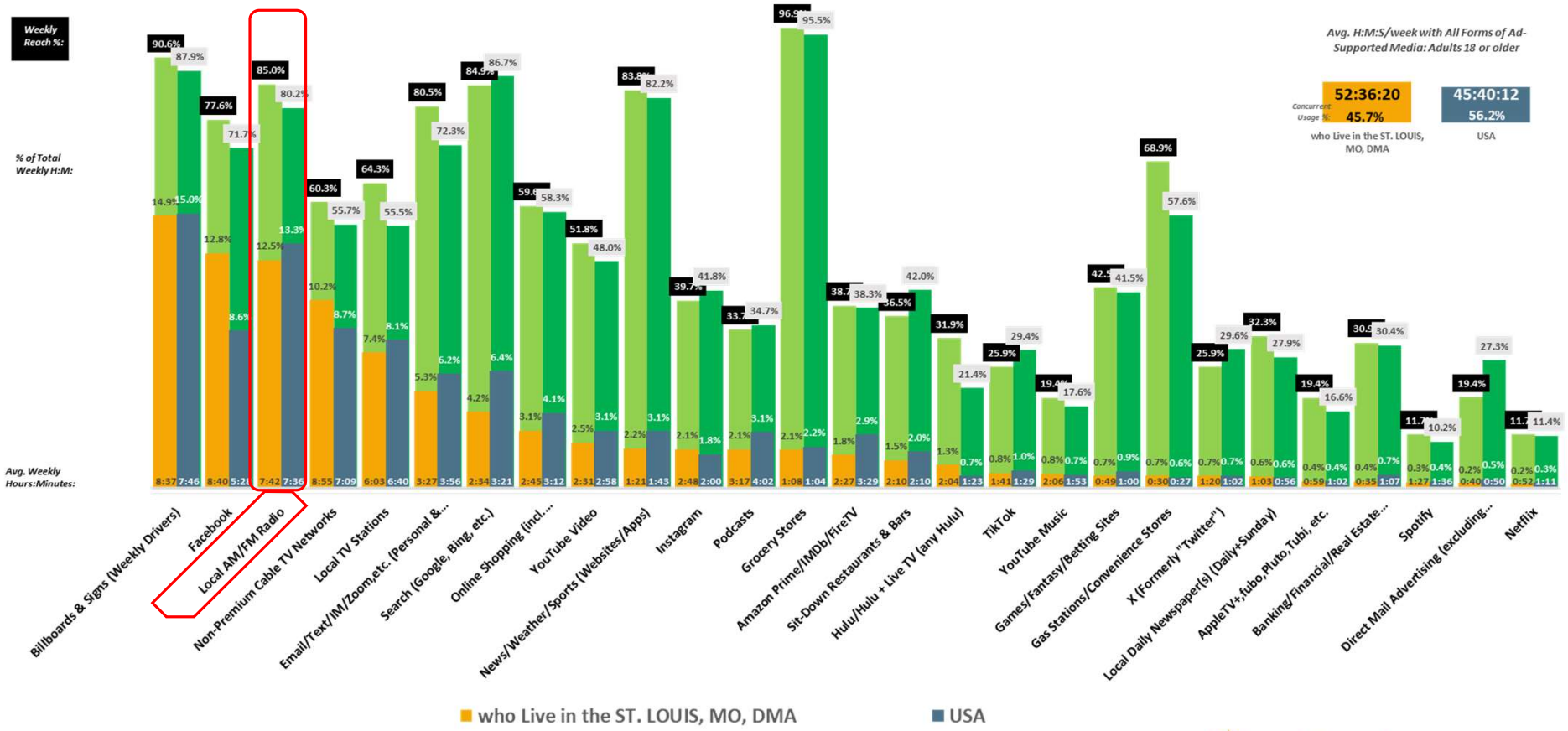
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M25-54

Men 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an average of 2 days, 4 hours, 36 minutes and 20 seconds each week with All Forms of Ad-Supported Media.

85.% of Men 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an avg. of 7 hours and 42 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.5% of total time spent with all forms of Ad-Supported Media.



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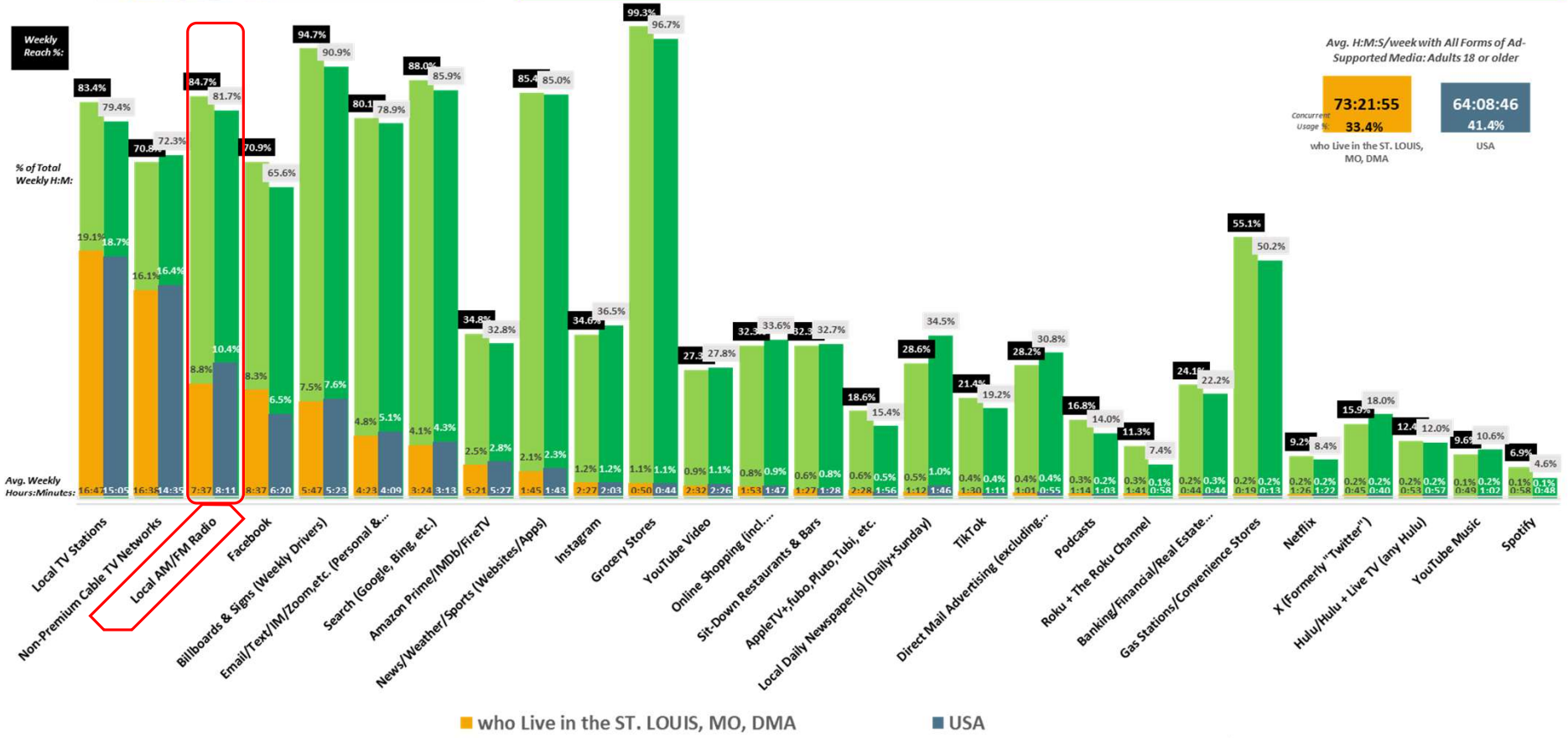
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P50+

Adults 50 or older who Live in the ST. LOUIS, MO, DMA spend an average of 3 days, 1 hours, 21 minutes and 55 seconds each week with All Forms of Ad-Supported Media.

84.7% of Adults 50 or older who Live in the ST. LOUIS, MO, DMA spend an avg. of 7 hours and 37 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.8% of total time spent with all forms of Ad-Supported Media.



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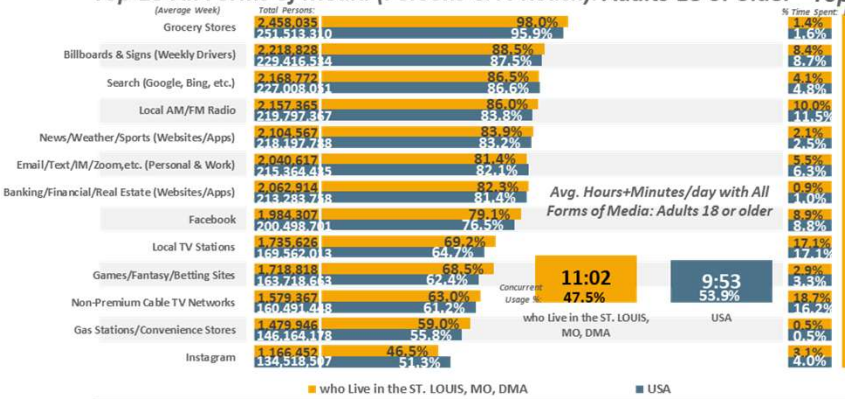
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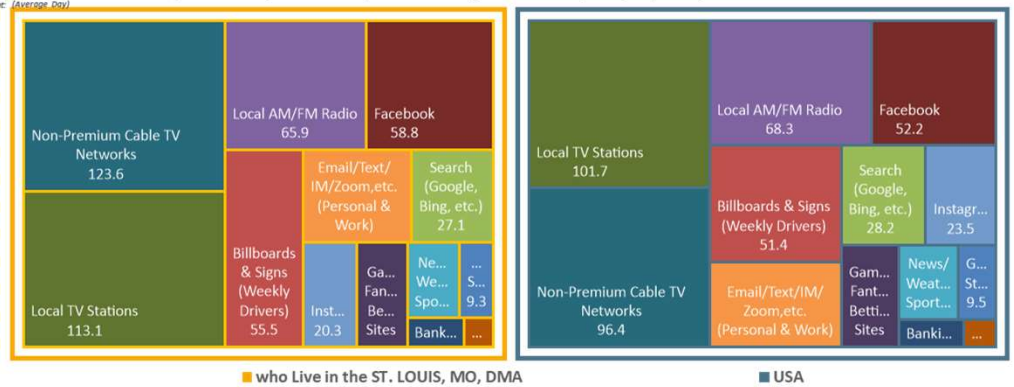
P18+

Adults 18 or older who Live in the ST. LOUIS, MO, DMA spend an average of 8 hours and 20 minutes each day with All Forms of Ad-Supported Media. 82.8% listen to Local AM/FM Radio for an avg. of 62.3 minutes/day. *(Local Radio delivers 10.3% of Time with Ad-Supported Media.)*

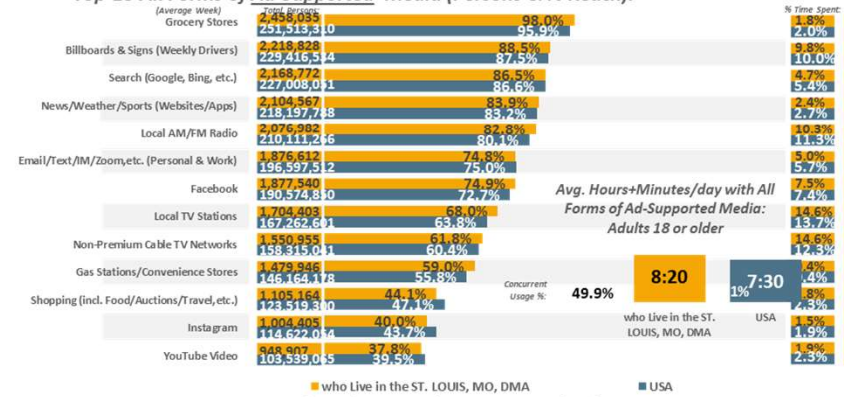
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



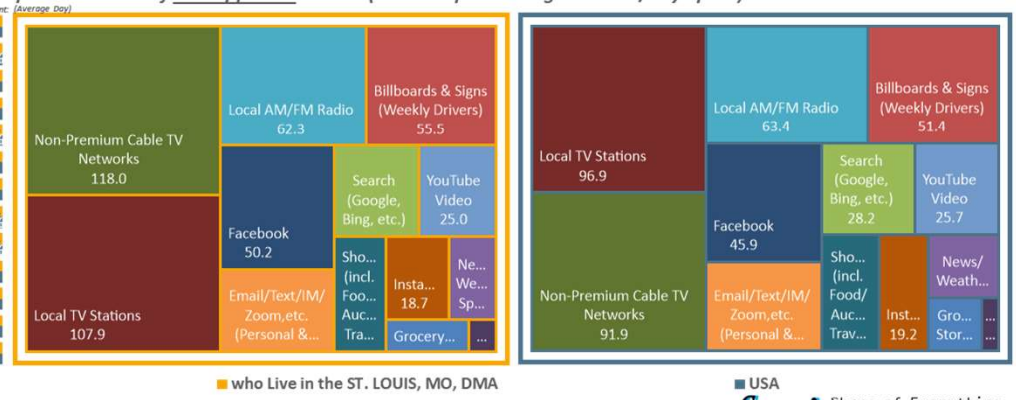
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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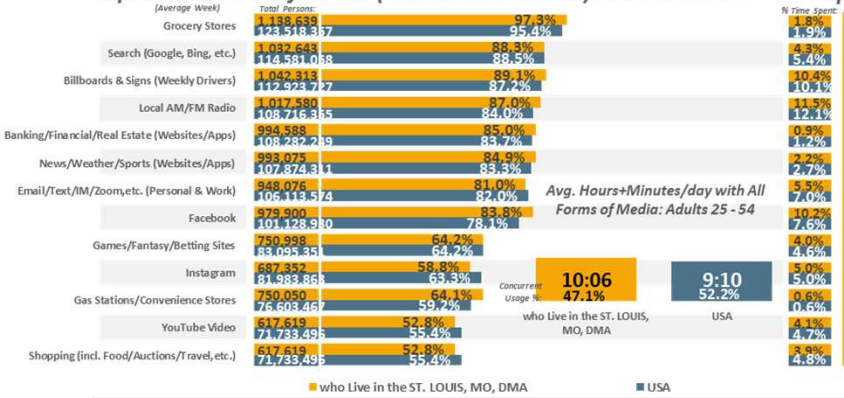
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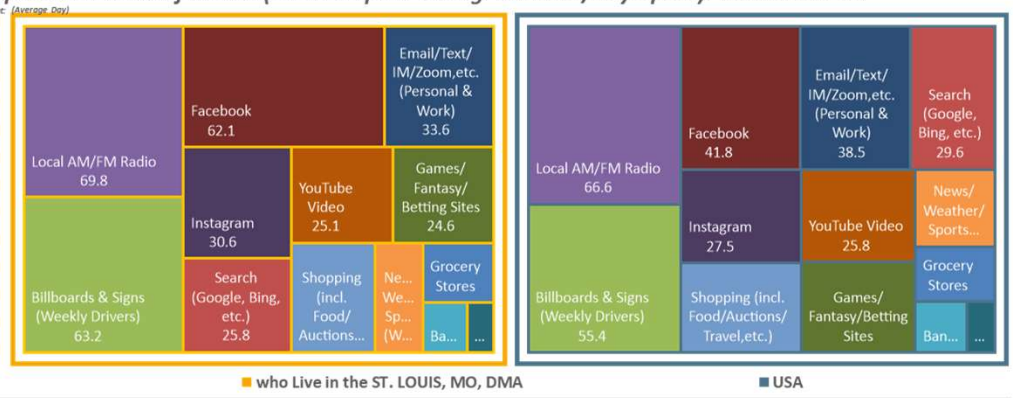
P25-54

Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an average of 7 hours and 18 minutes each day with All Forms of Ad-Supported Media. 84.4% listen to Local AM/FM Radio for an avg. of 66.1 minutes/day. *(Local Radio delivers 12.7% of Time with Ad-Supported Media.)*

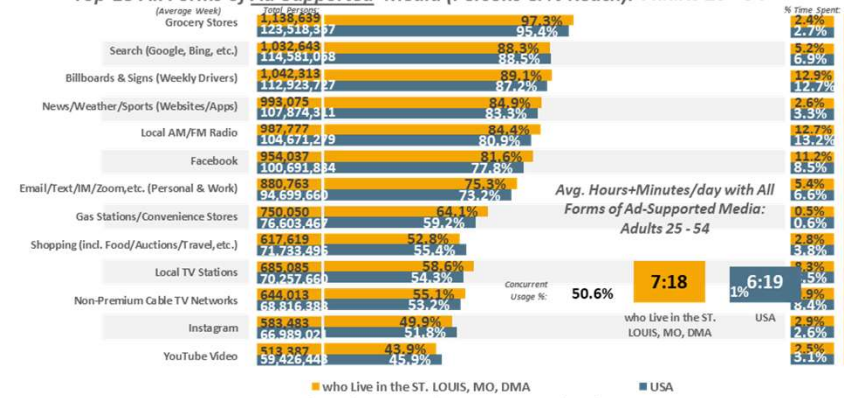
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



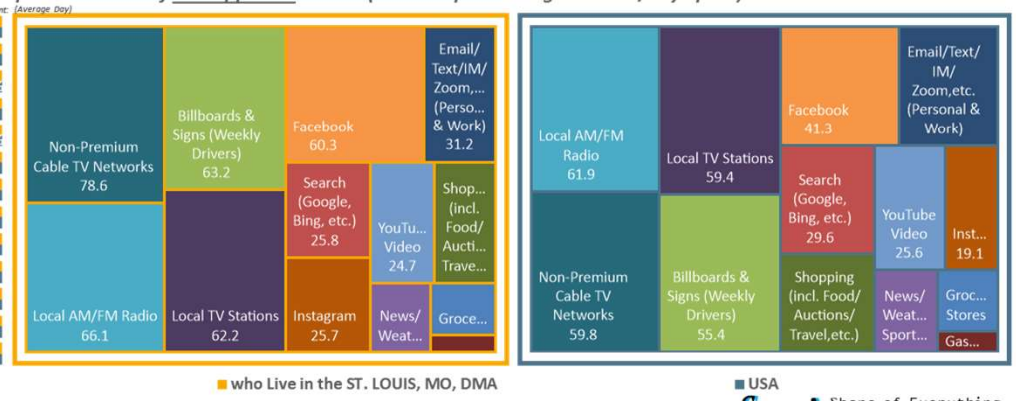
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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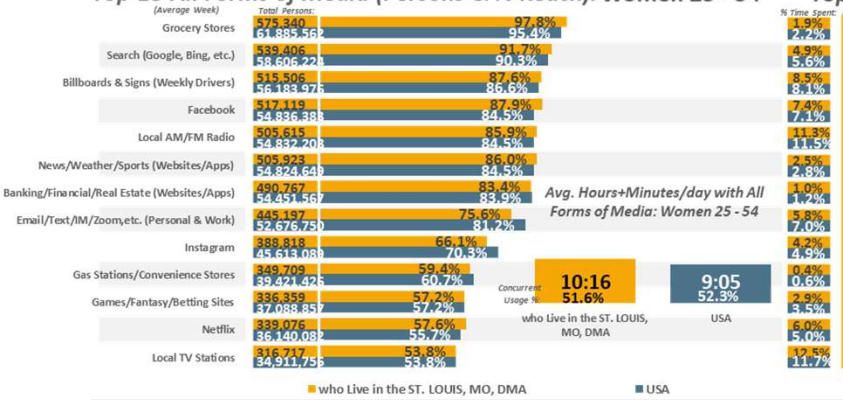
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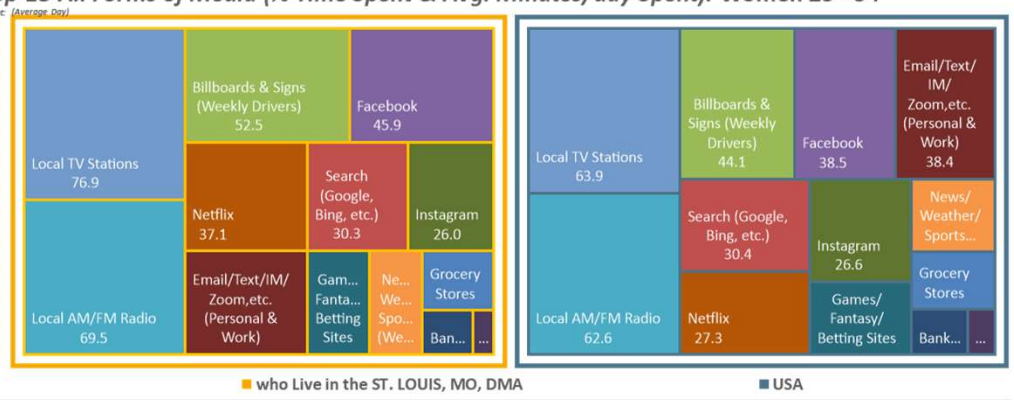
W25-54

Women 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an average of 7 hours and 9 minutes each day with All Forms of Ad-Supported Media. 83.8% listen to Local AM/FM Radio for an avg. of 66.1 minutes/day. *(Local Radio delivers 12.9% of Time with Ad-Supported Media.)*

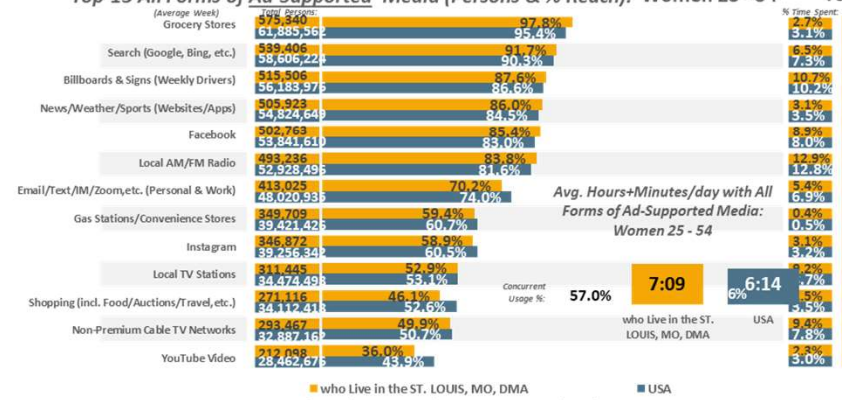
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54



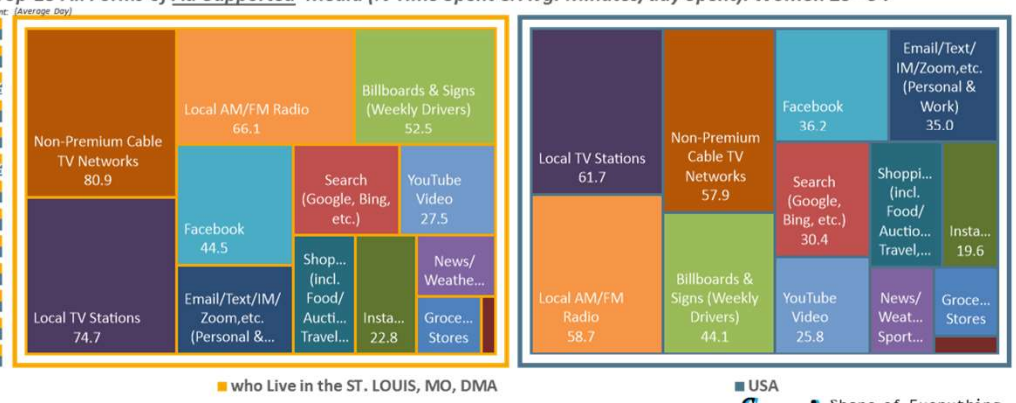
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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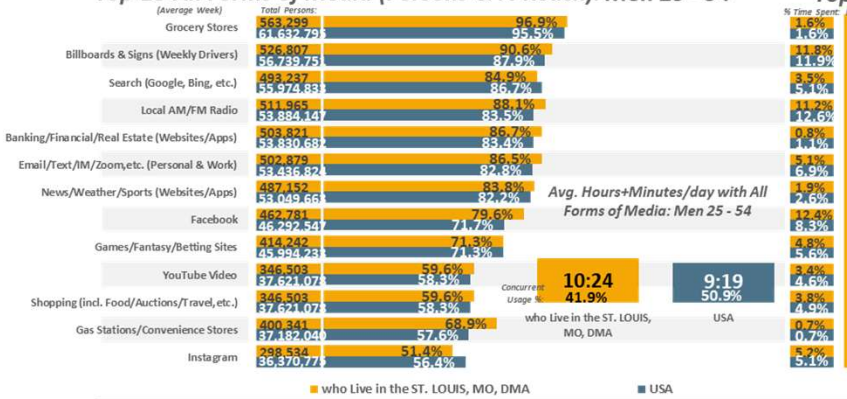
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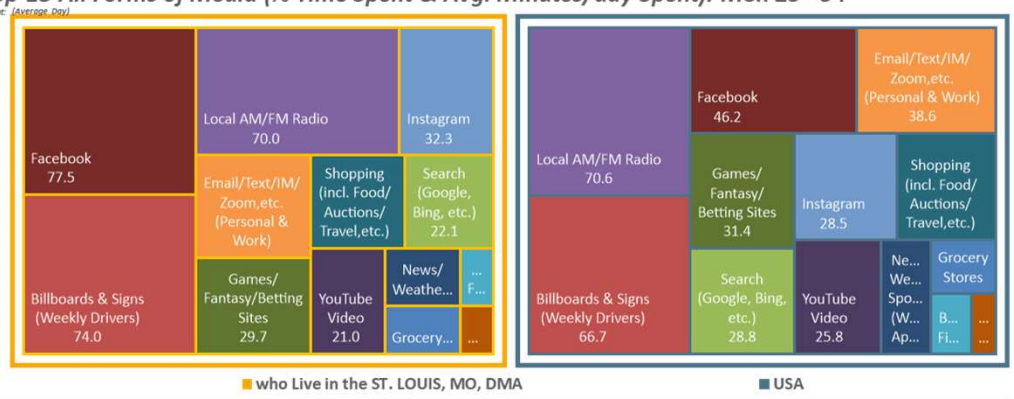
M25-54

Men 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an average of 7 hours and 30 minutes each day with All Forms of Ad-Supported Media. 85.% listen to Local AM/FM Radio for an avg. of 66. minutes/day. *(Local Radio delivers 12.5% of Time with Ad-Supported Media.)*

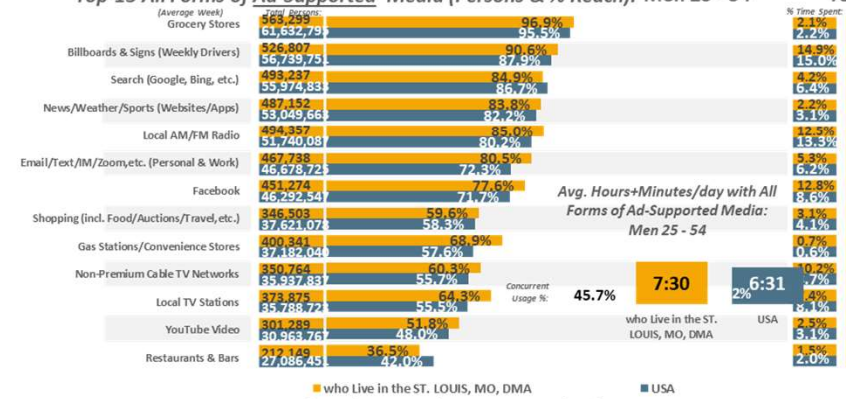
Top-13 All Forms of Media (Persons & % Reach): Men 25 - 54



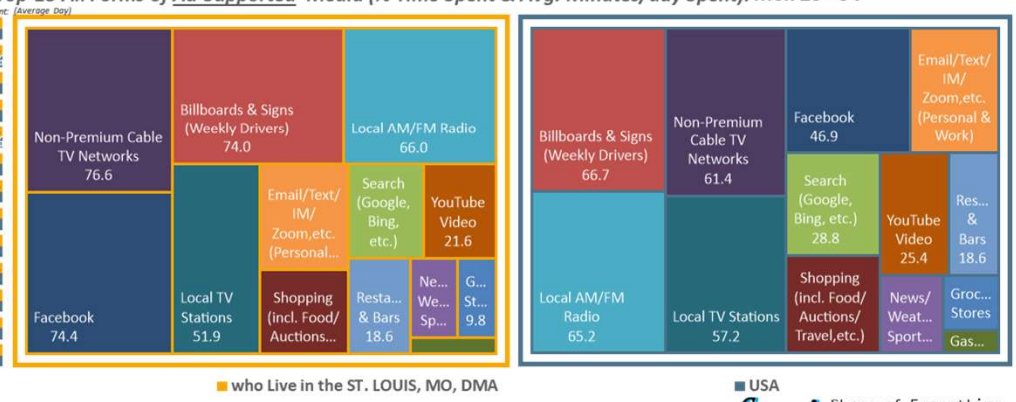
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



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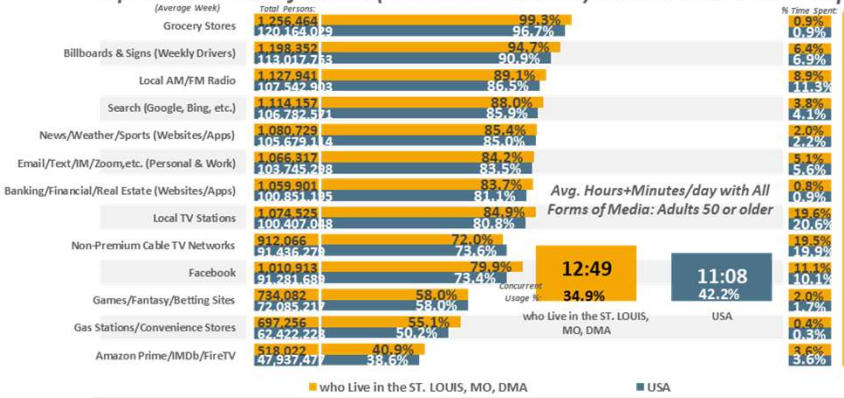
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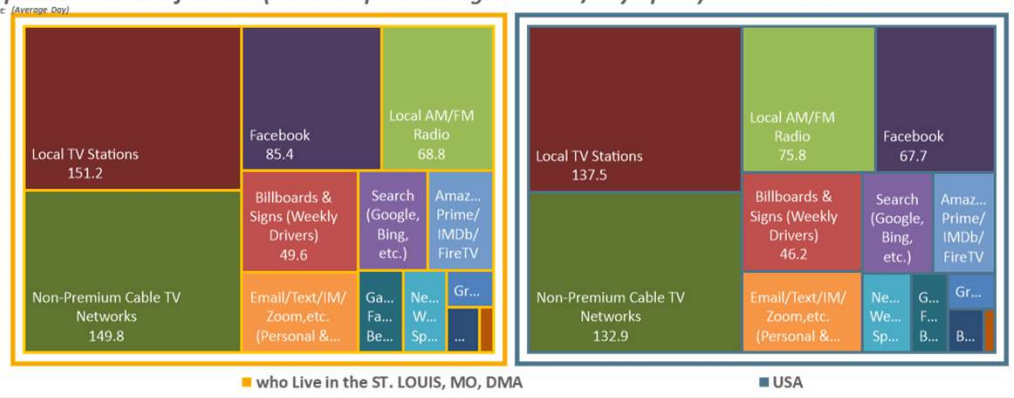


P50+

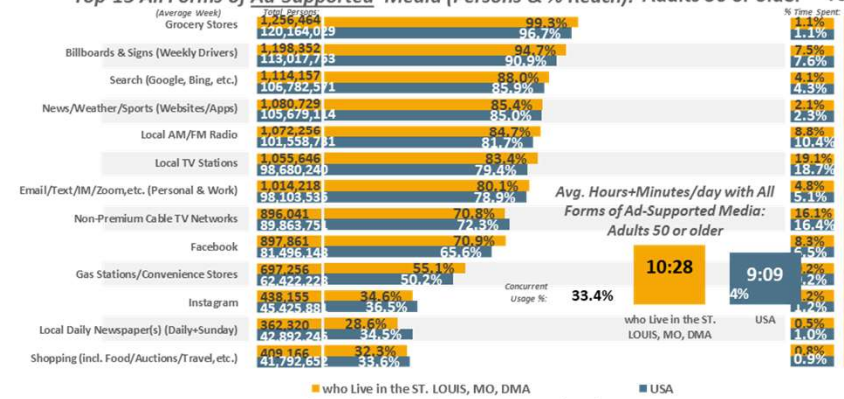
Adults 50 or older who Live in the ST. LOUIS, MO, DMA spend an average of 10 hours and 28 minutes each day with All Forms of Ad-Supported Media. 84.7% listen to Local AM/FM Radio for an avg. of 65.4 minutes/day. *(Local Radio delivers 8.8% of Time with Ad-Supported Media.)*

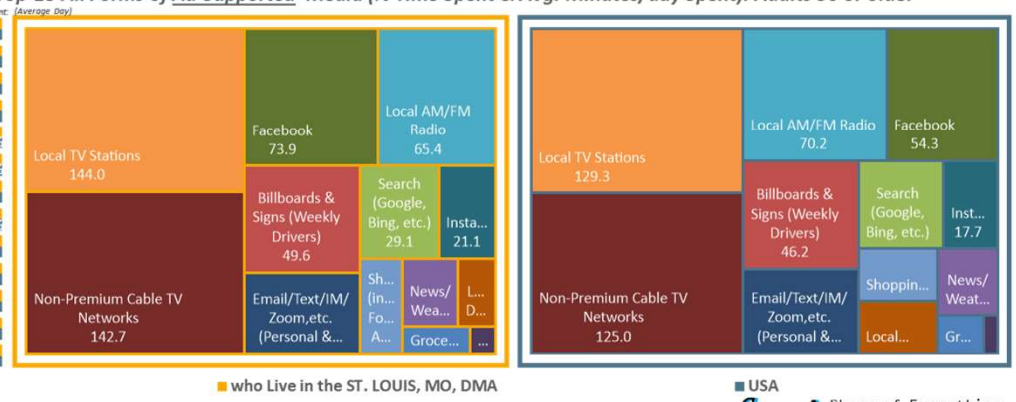
Top-13 All Forms of Media (Persons & % Reach): Adults 50 or older





Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 50 or older





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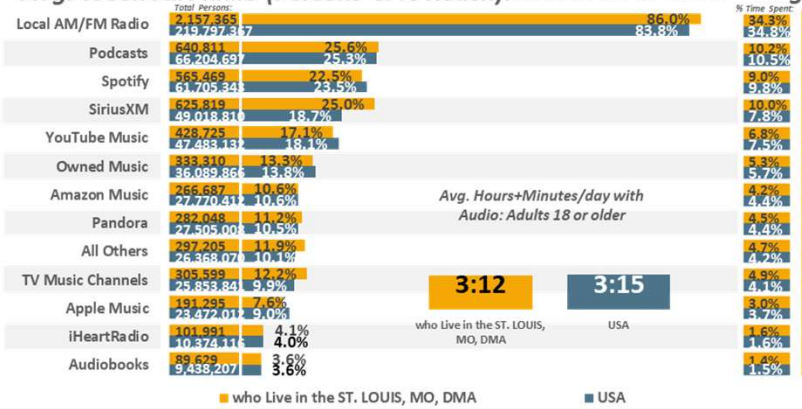
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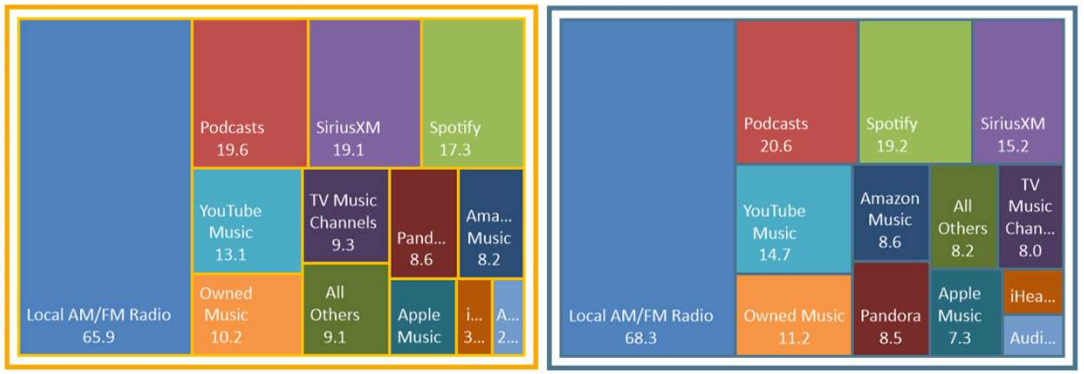
P18+

2,076,982 or 82.8% 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 62.3 minutes every day representing 43.5% of all time spent daily with Ad-Supported Audio.

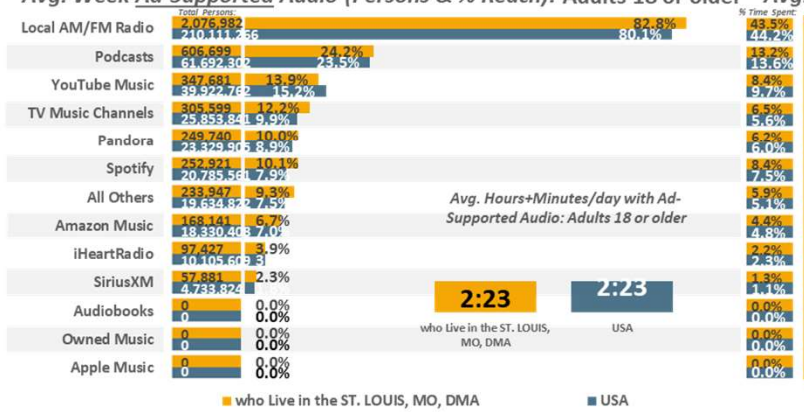
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



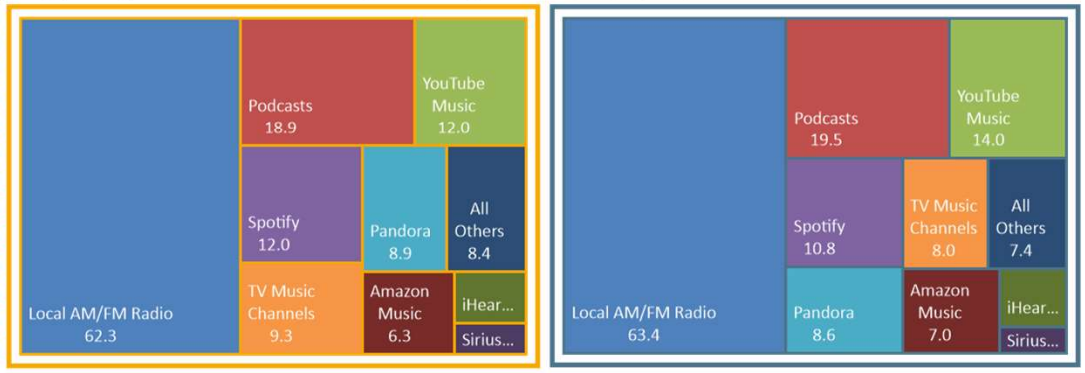
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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Scarborough R1 2024: Jan23-Aug24 USA Projection Scarborough R2 2024: Jul23-Aug24

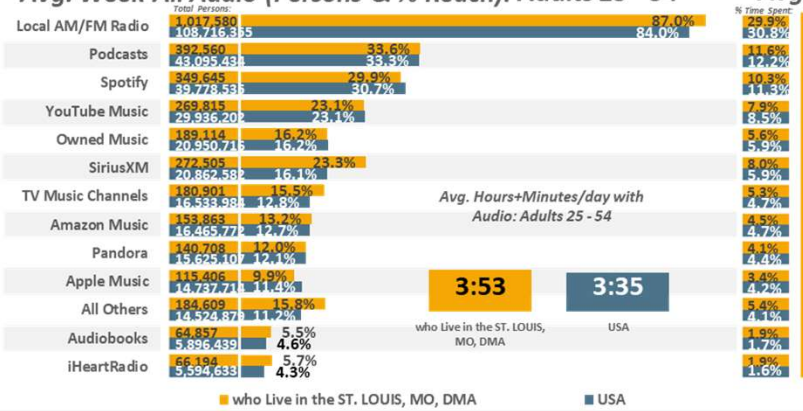
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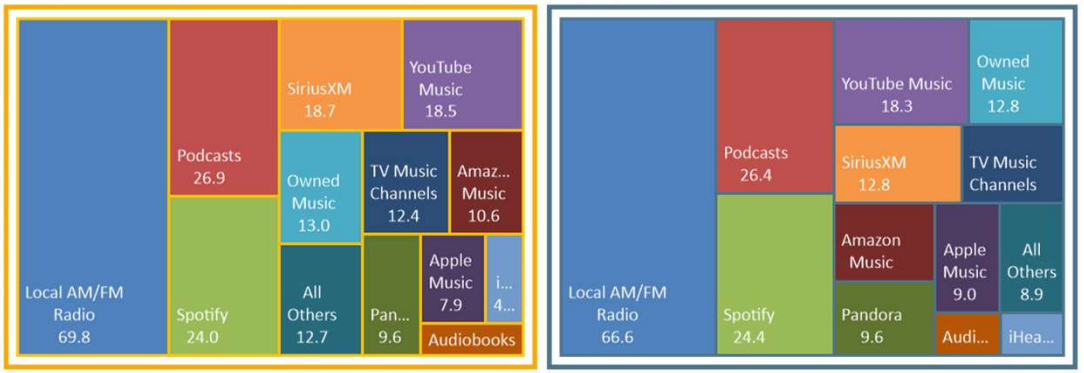
P25-54

987,777 or 84.4% of Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio for an average of 66.1 minutes every day representing 37.8% of all time spent daily with Ad-Supported Audio.

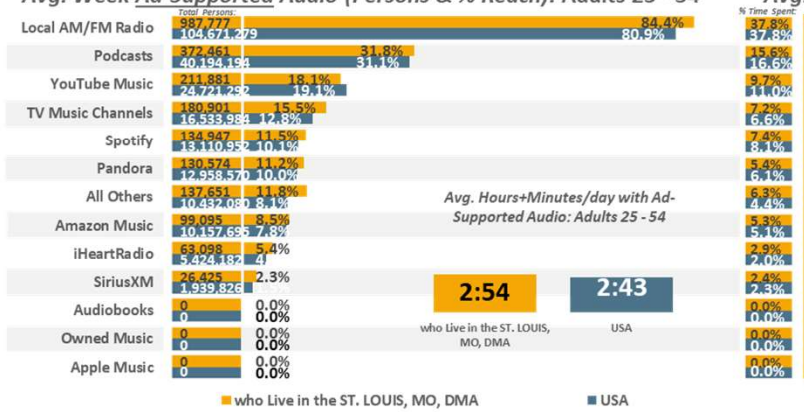
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



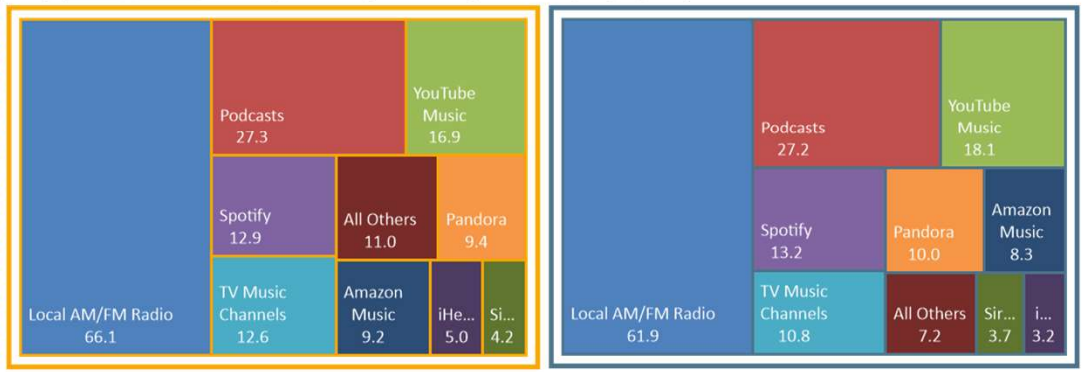
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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Scarborough R1 2024: Jan23-Aug24 USA Projection Scarborough R2 2024: Jul23-Aug24

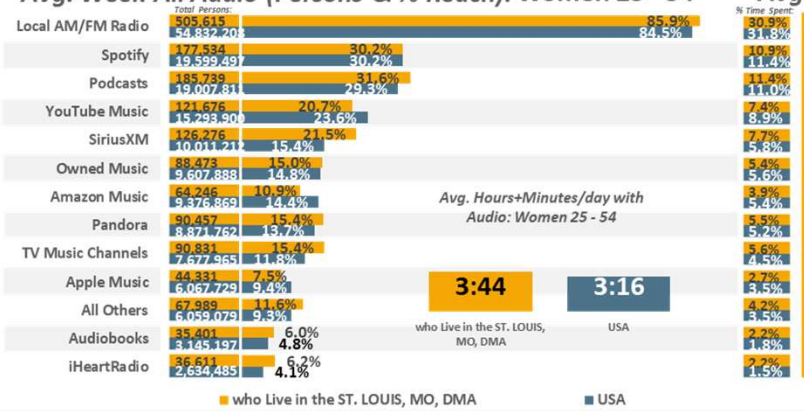
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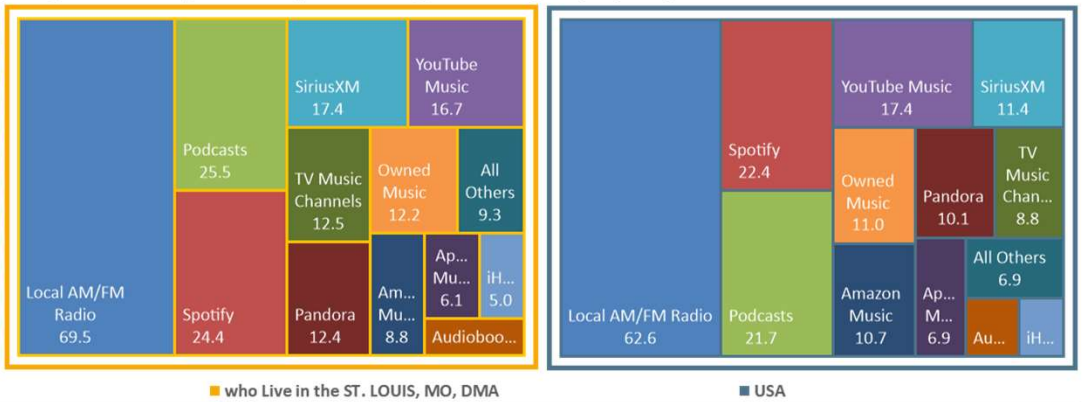
W25-54

493,236 or 83.8% of Women 25 - 54 who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio for an average of 66.1 minutes every day representing 38.8% of all time spent daily with Ad-Supported Audio.

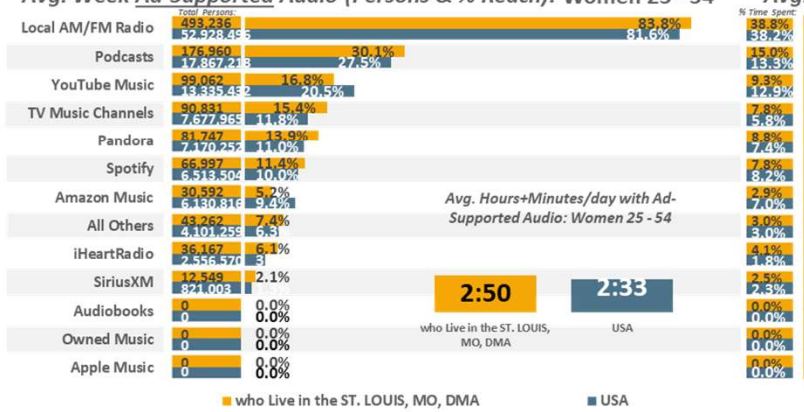
Avg. Week All Audio (Persons & % Reach): Women 25 - 54



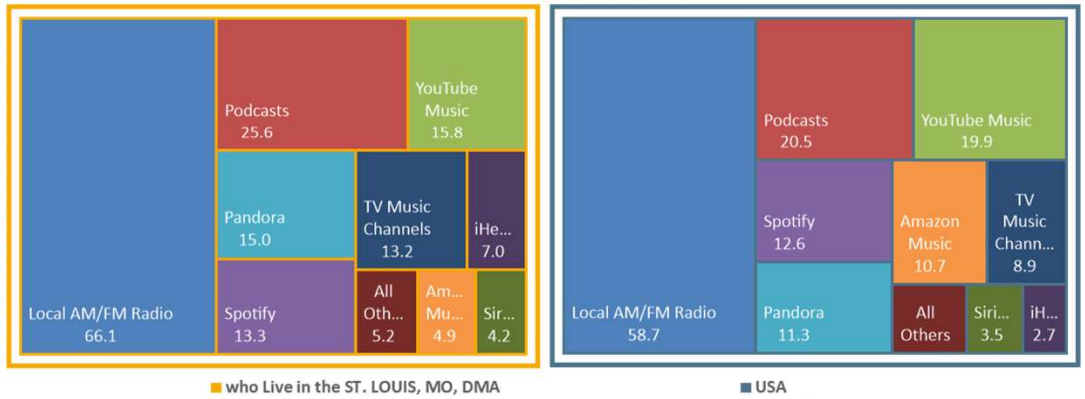
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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Scarborough R1 2024: Jan23-Aug24 USA Projection Scarborough R2 2024: Jul23-Aug24

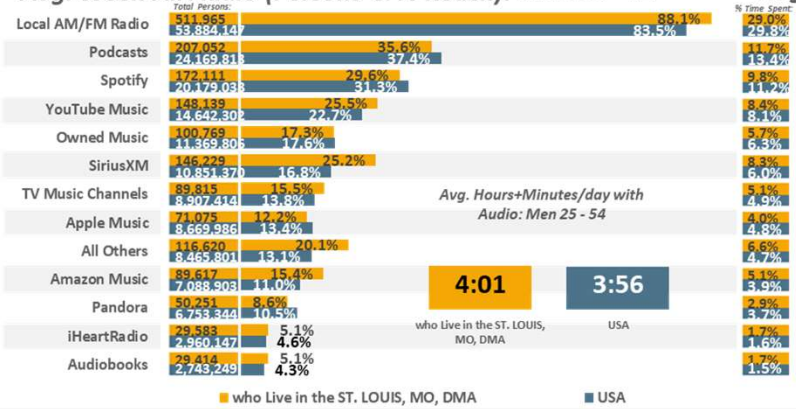
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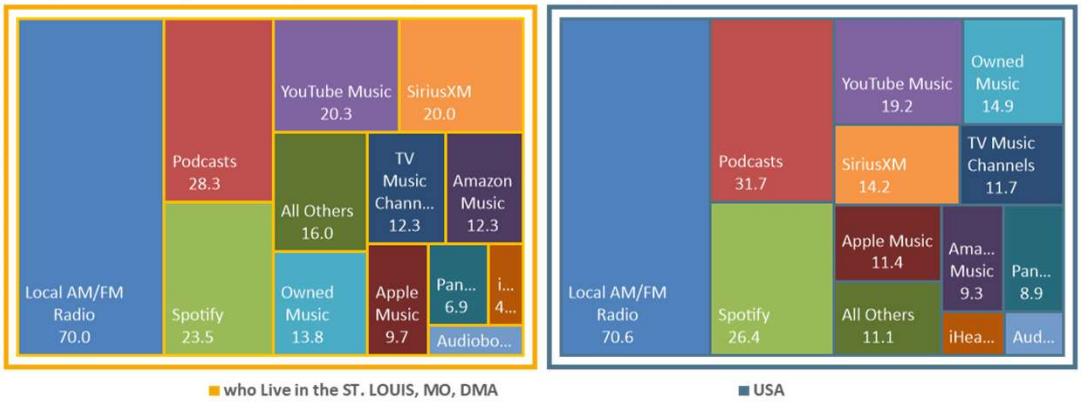
M25-54

494,357 or 85.% of Men 25 - 54 who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio for an average of 66. minutes every day representing 36.% of all time spent daily with Ad-Supported Audio.

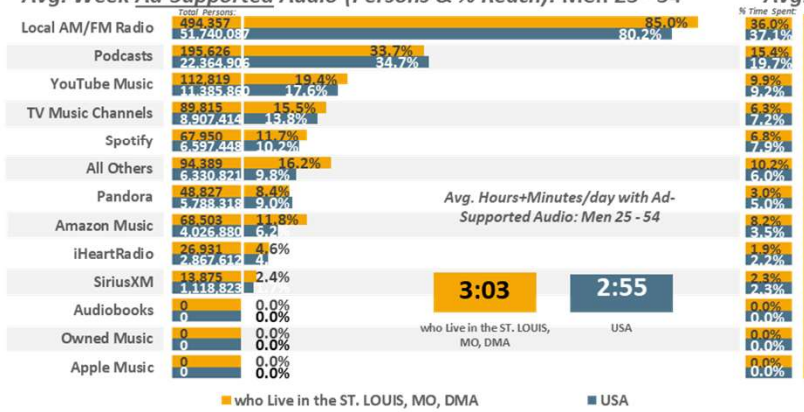
Avg. Week All Audio (Persons & % Reach): Men 25 - 54



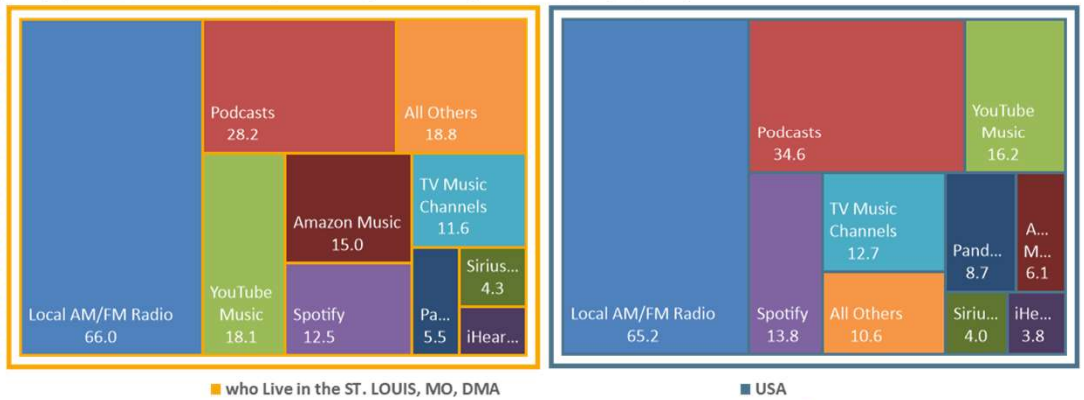
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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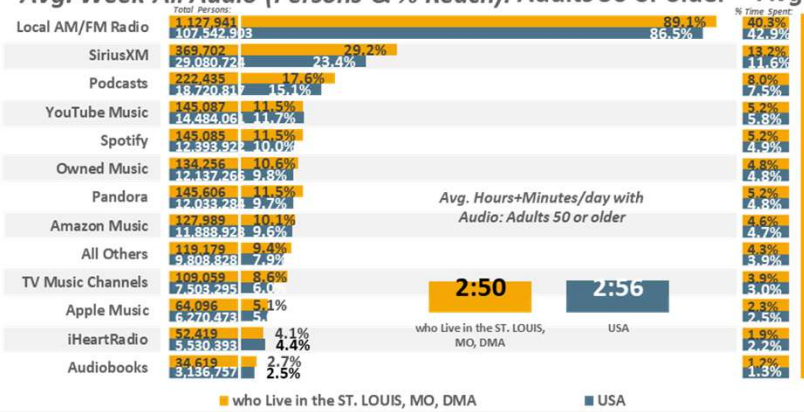
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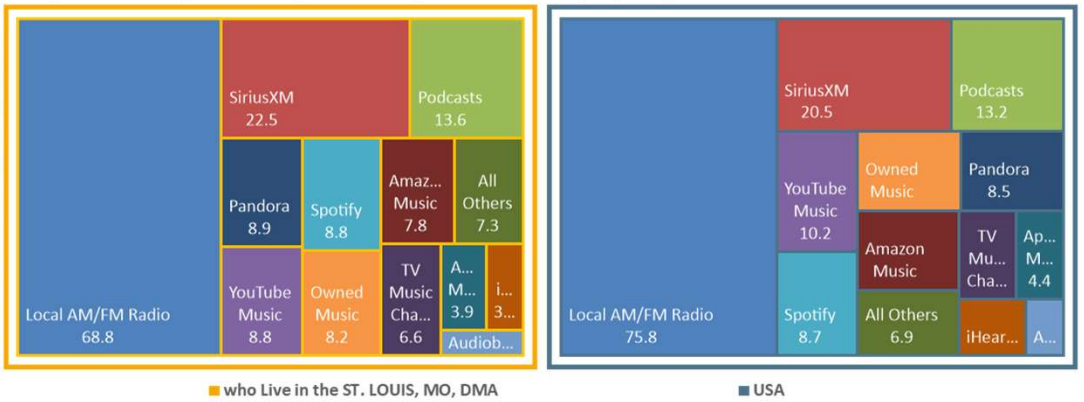
P50+

1,072,256 or 84.7% of Adults 50 or older who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio for an average of 65.4 minutes every day representing 49.6% of all time spent daily with Ad-Supported Audio.

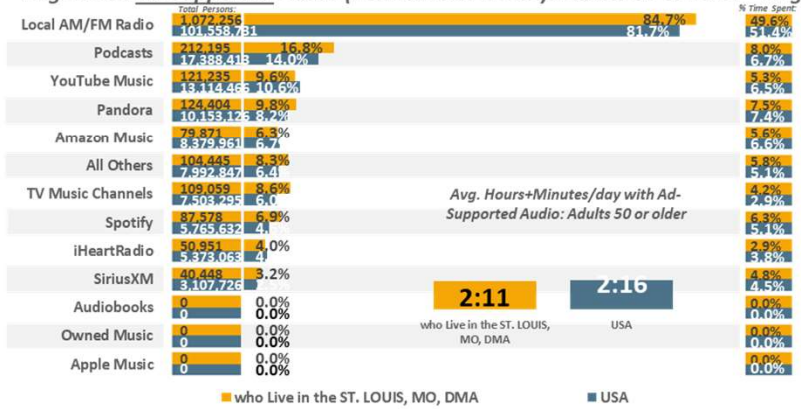
Avg. Week All Audio (Persons & % Reach): Adults 50 or older



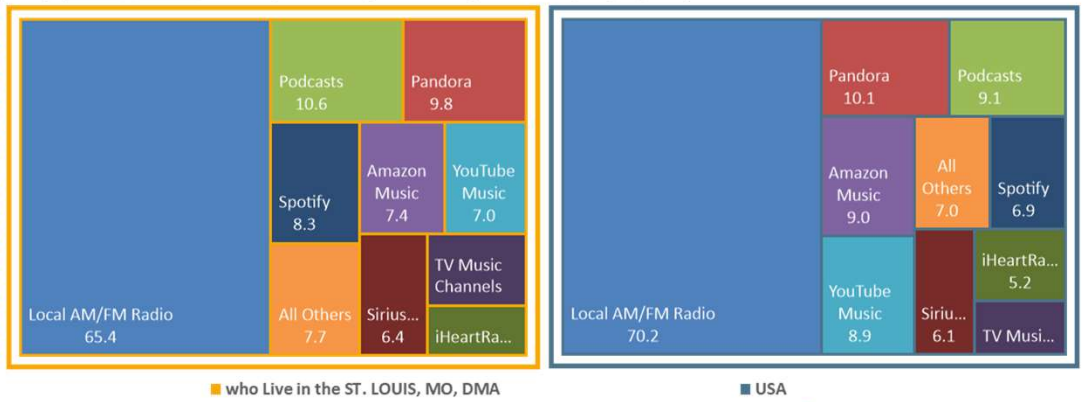
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 50 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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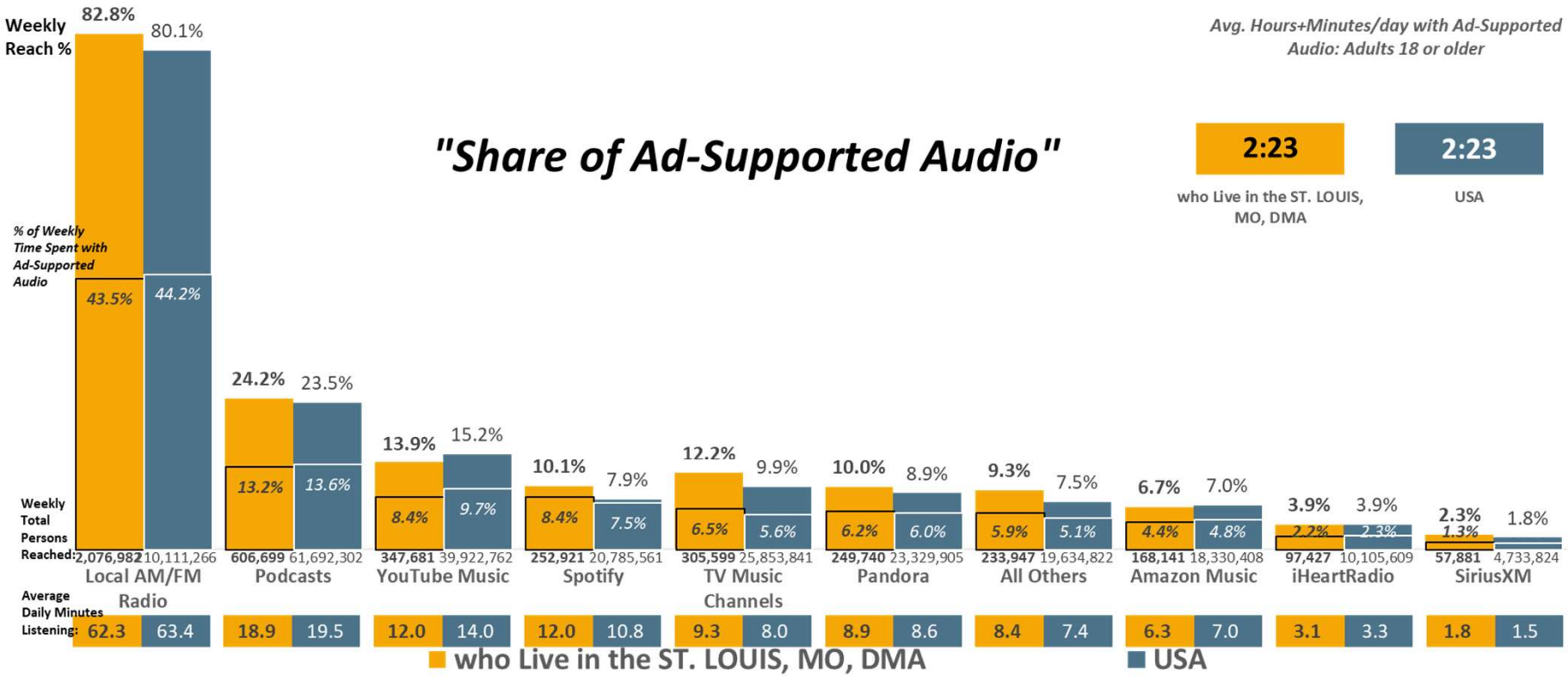
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P18+

2,076,982 or 82.8% 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 62.3 minutes every day representing 43.5% of all time spent daily with Ad-Supported Audio.



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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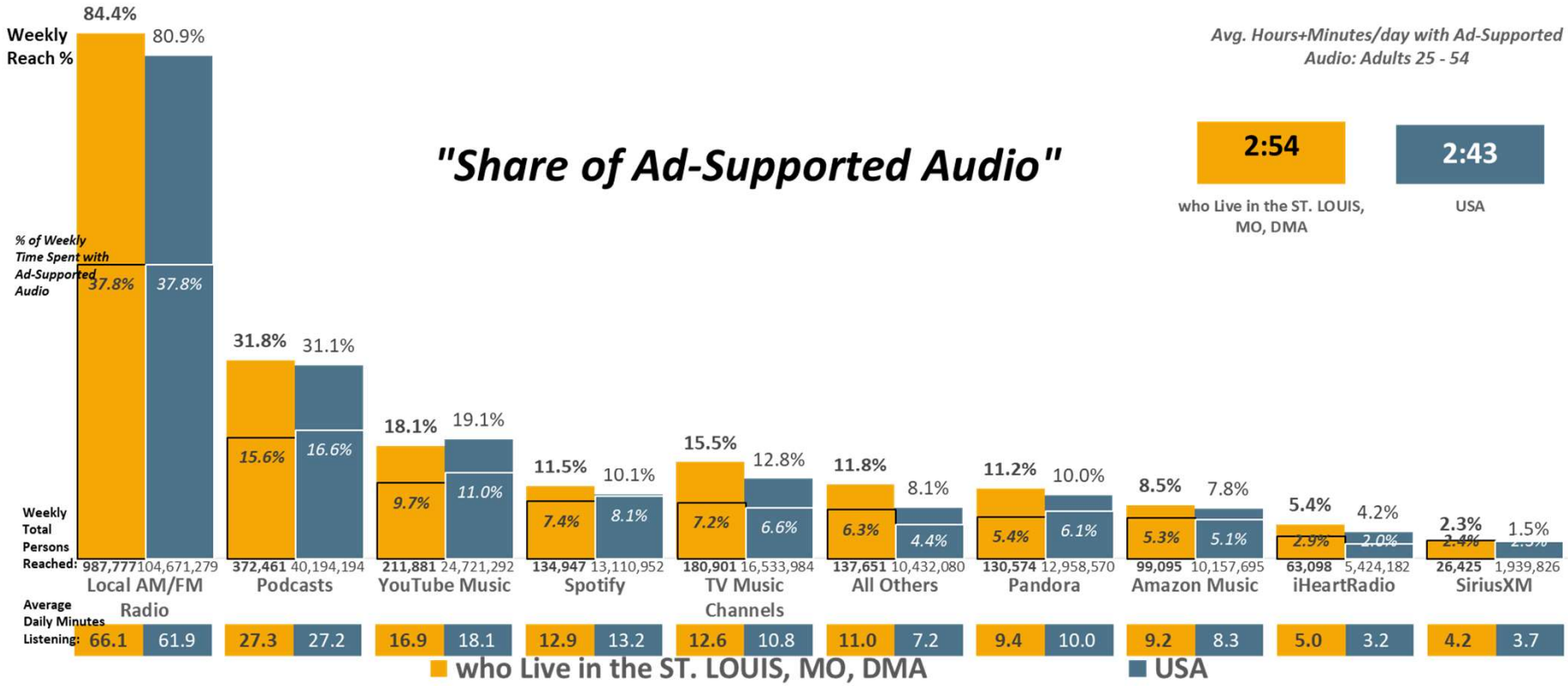
USA Projection Scarborough R2 2024: Jul23-Aug24 Qual Intab 23,256

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P25-54

987,777 or 84.4% of Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio for an average of 66.1 minutes every day representing 37.8% of all time spent daily with Ad-Supported Audio.



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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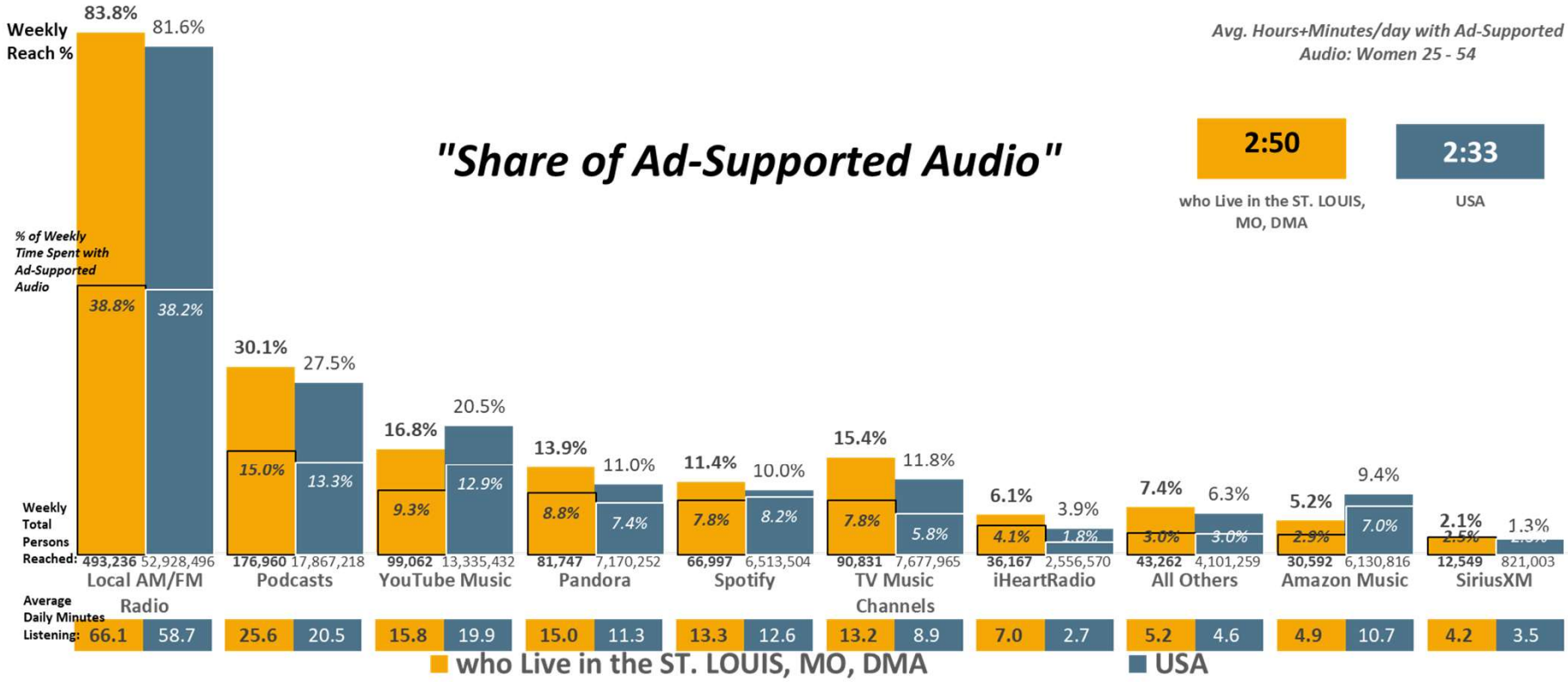
USA Projection Scarborough R2 2024: Jul23-Aug24 Qual Intab 23,256

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W25-54

493,236 or 83.8% of Women 25 - 54 who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio for an average of 66.1 minutes every day representing 38.8% of all time spent daily with Ad-Supported Audio.



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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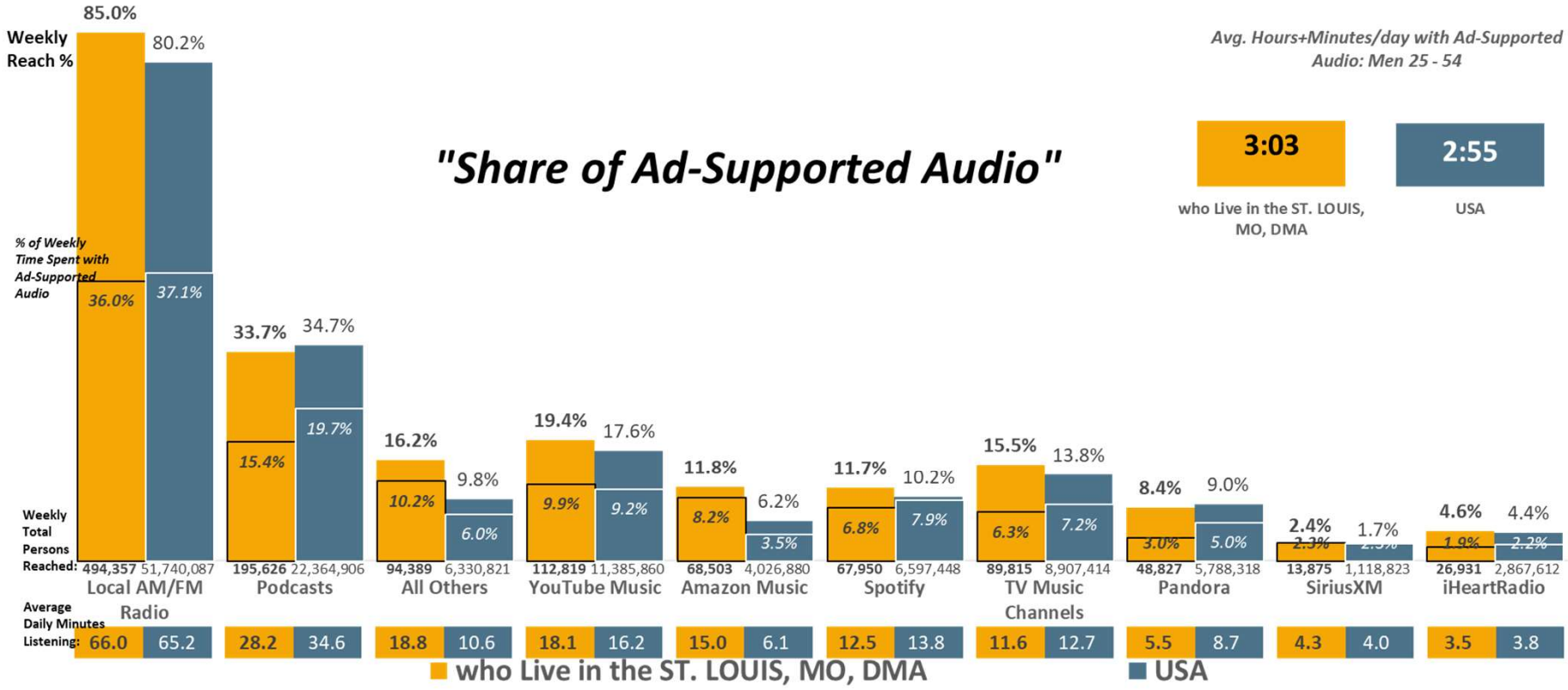
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M25-54

494,357 or 85.% of Men 25 - 54 who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio for an average of 66. minutes every day representing 36.% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	All Others	YouTube Music	Amazon Music	Spotify	TV Music Channels	Pandora	SiriusXM	iHeartRadio
Weekly Reach % (who Live in the ST. LOUIS, MO, DMA)	85.0%	33.7%	16.2%	19.4%	11.8%	11.7%	15.5%	8.4%	2.4%	4.6%
Weekly Reach % (USA)	80.2%	34.7%	9.8%	17.6%	6.2%	10.2%	13.8%	9.0%	1.7%	4.4%
% of Weekly Time Spent with Ad-Supported Audio (who Live in the ST. LOUIS, MO, DMA)	36.0%	15.4%	10.2%	9.9%	8.2%	6.8%	6.3%	3.0%	2.3%	1.9%
% of Weekly Time Spent with Ad-Supported Audio (USA)	37.1%	19.7%	6.0%	9.2%	3.5%	7.9%	7.2%	5.0%	2.9%	2.2%
Weekly Total Persons Reached (who Live in the ST. LOUIS, MO, DMA)	494,357	195,626	94,389	112,819	68,503	67,950	89,815	48,827	13,875	26,931
Weekly Total Persons Reached (USA)	51,740,087	22,364,906	6,330,821	11,385,860	4,026,880	6,597,448	8,907,414	5,788,318	1,118,823	2,867,612
Average Daily Minutes Listening (who Live in the ST. LOUIS, MO, DMA)	66.0	28.2	18.8	18.1	15.0	12.5	11.6	5.5	4.3	3.5
Average Daily Minutes Listening (USA)	65.2	34.6	10.6	16.2	6.1	13.8	12.7	8.7	4.0	3.8

USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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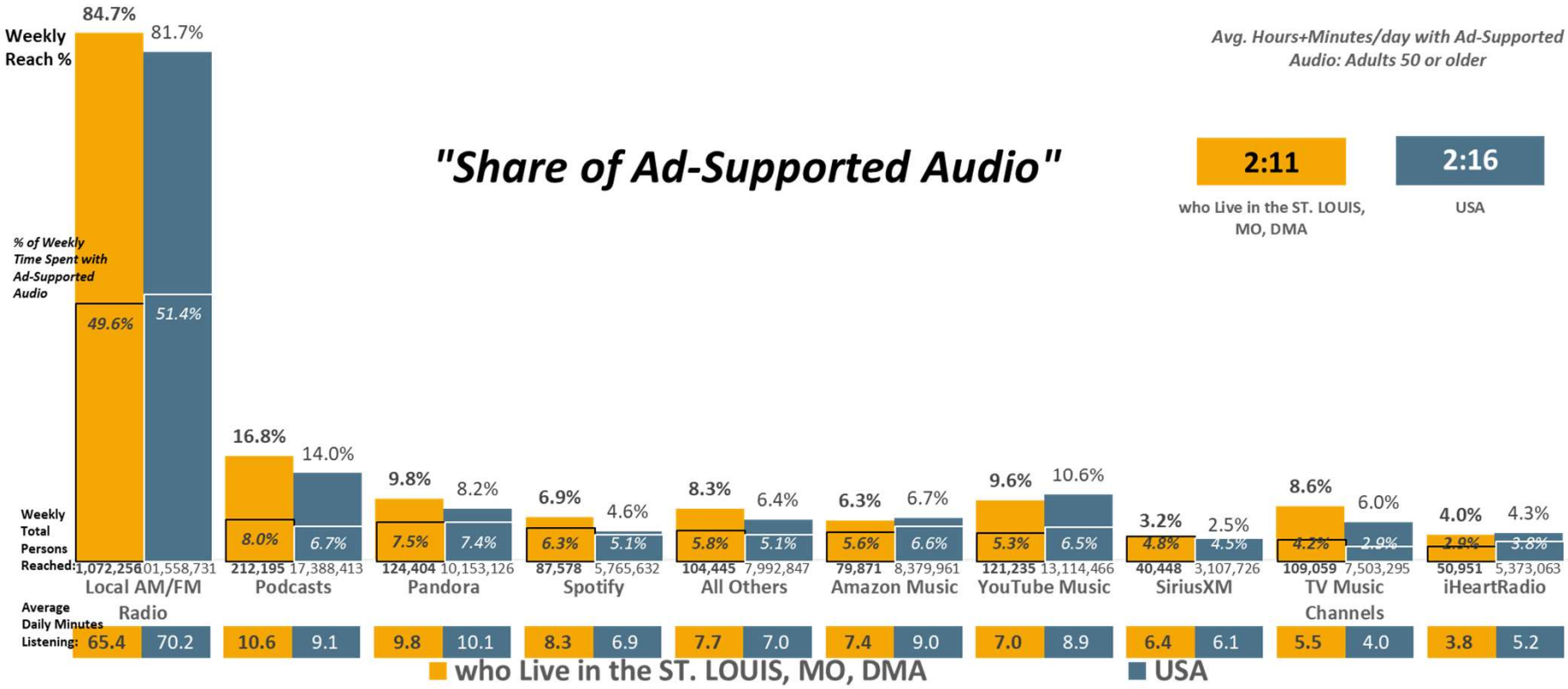
USA Projection Scarborough R2 2024: Jul23-Aug24 Qual Intab 23,256

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P50+

1,072,256 or 84.7% of Adults 50 or older who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio for an average of 65.4 minutes every day representing 49.6% of all time spent daily with Ad-Supported Audio.



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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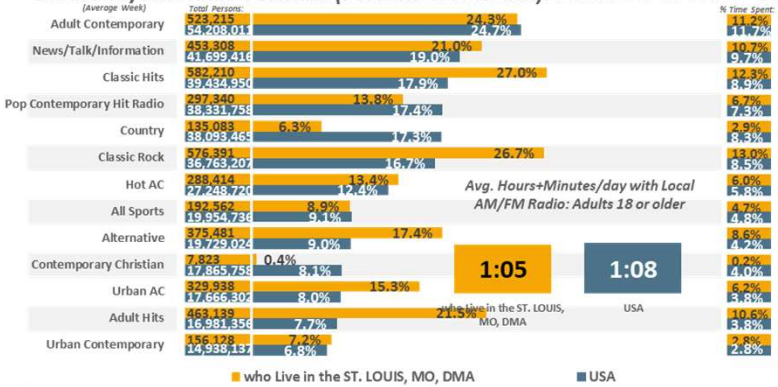
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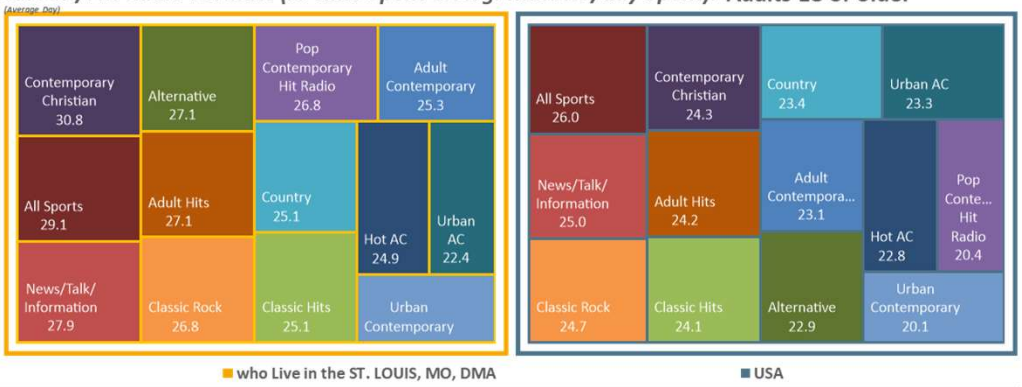
P18+

2,076,982 or 82.8% 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 Alternative.

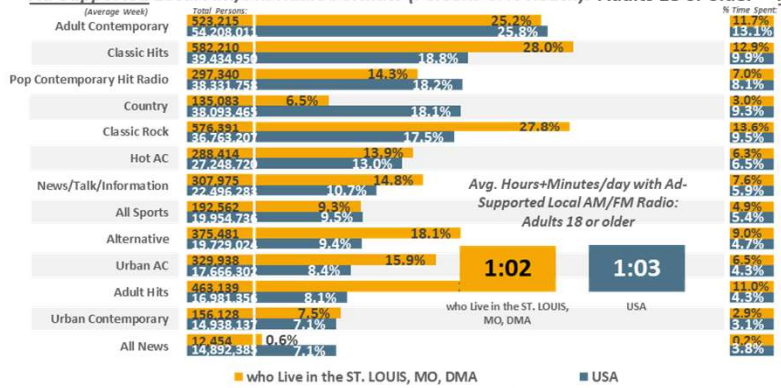
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



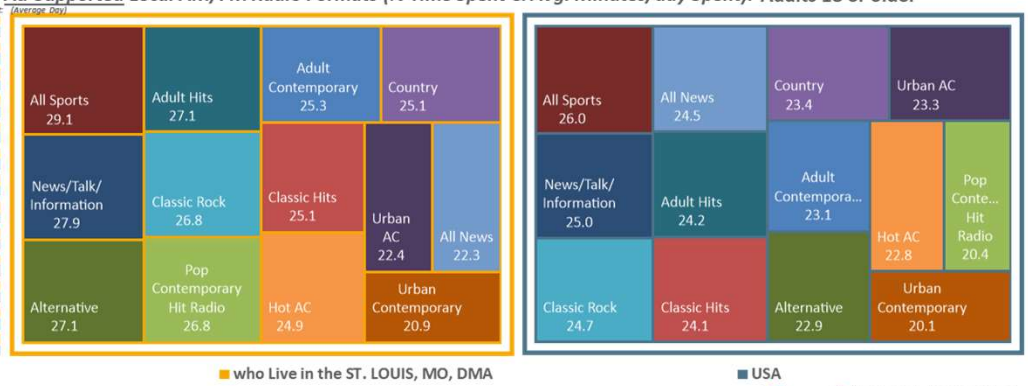
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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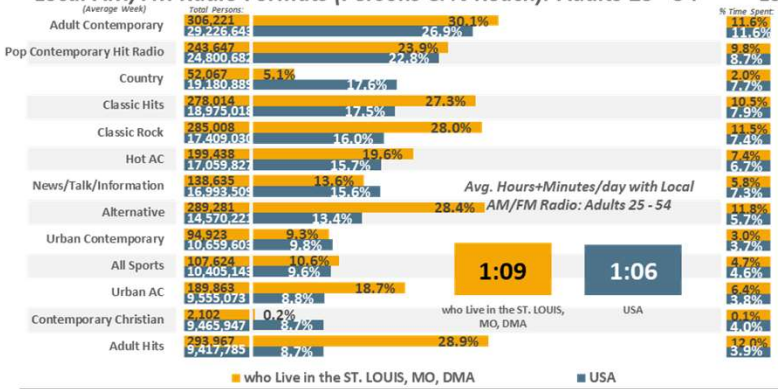
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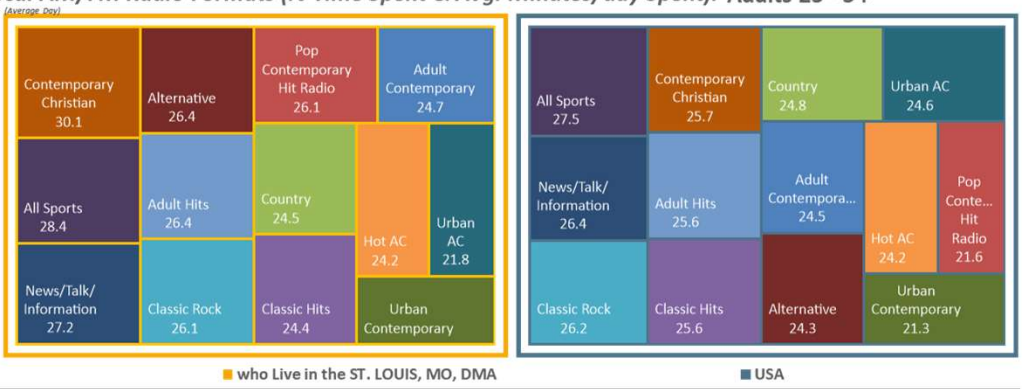
P25-54

987,777 or 84.4% 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 Contemporary, Adult Hits, Alternative, Classic Rock, and Classic Hits.

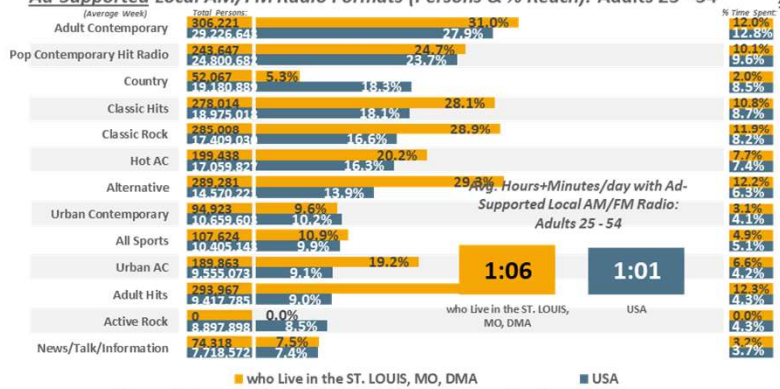
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



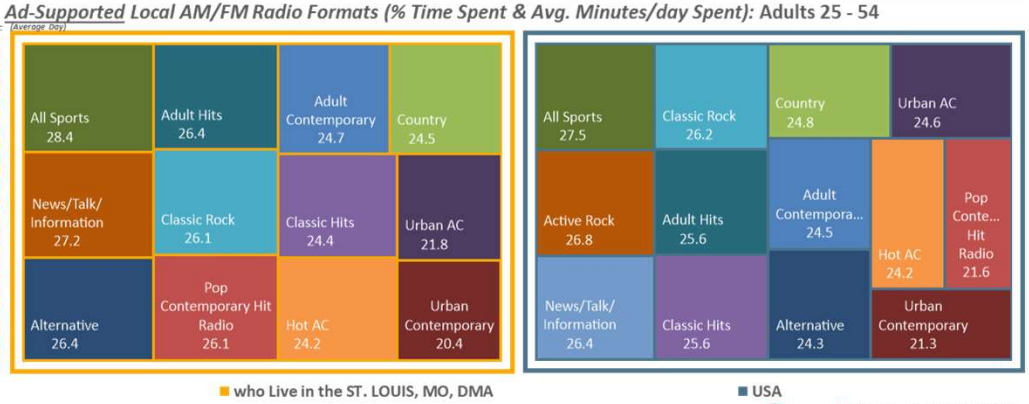
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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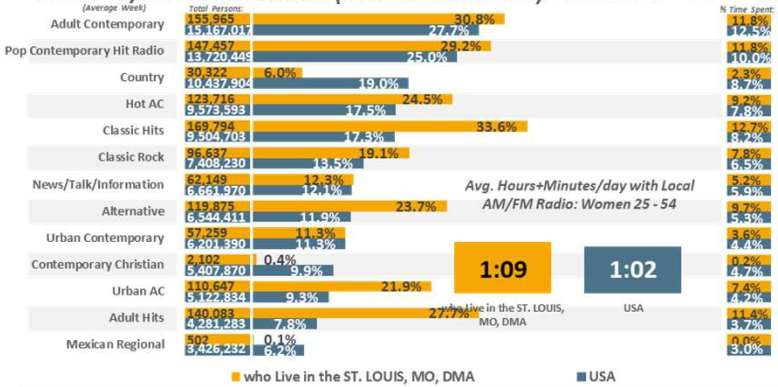
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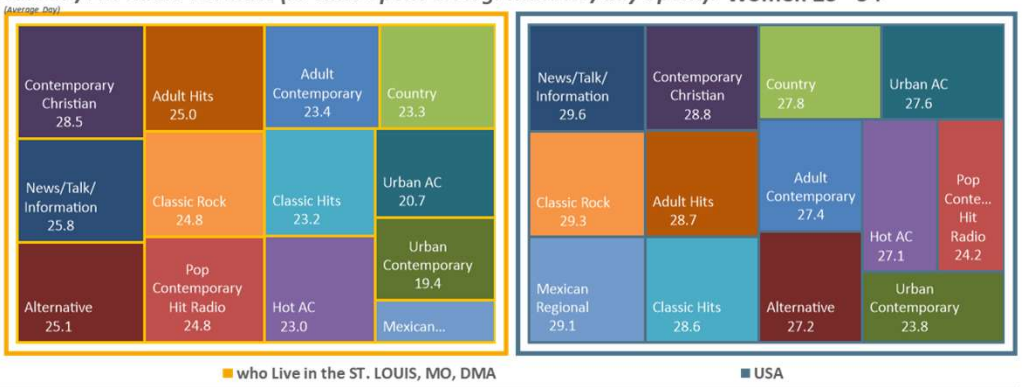
W25-54

493,236 or 83.8% of Women 25 - 54 who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Pop Contemporary Hit Radio, Adult Hits, and Hot AC.

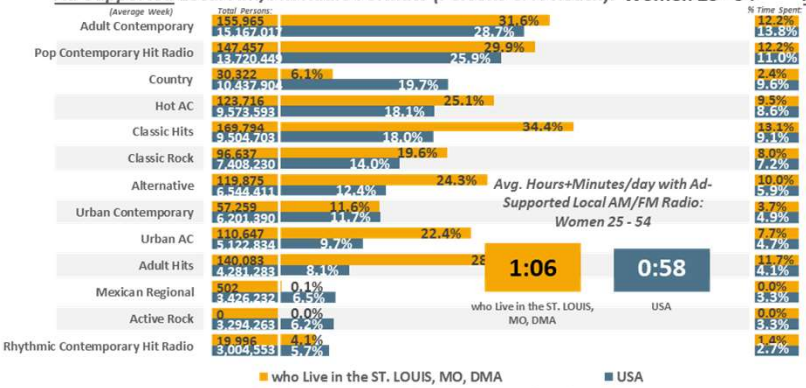
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



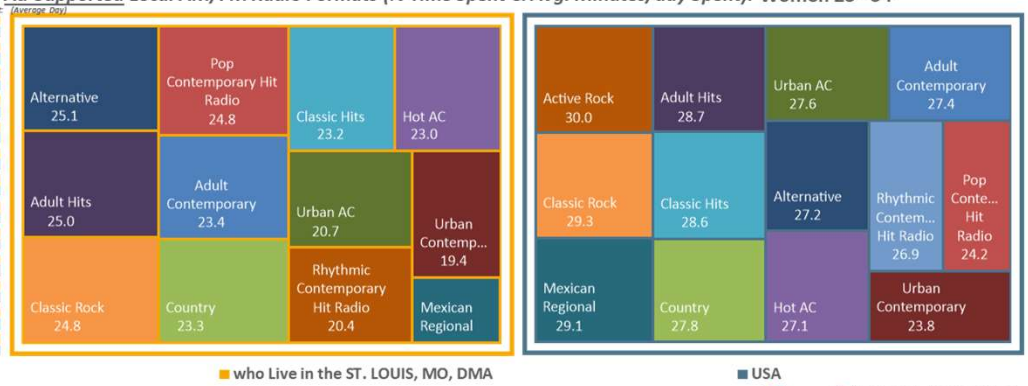
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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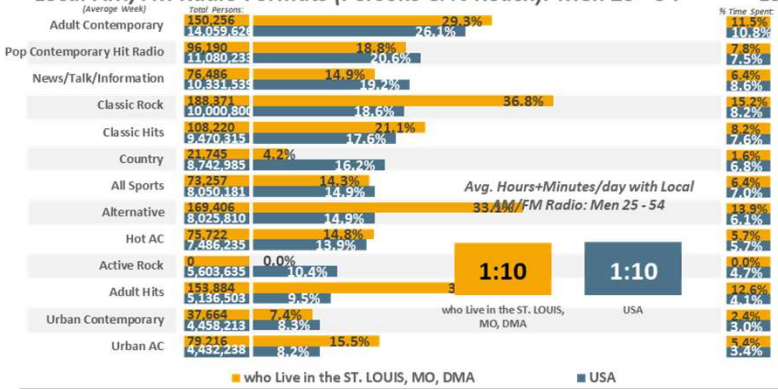
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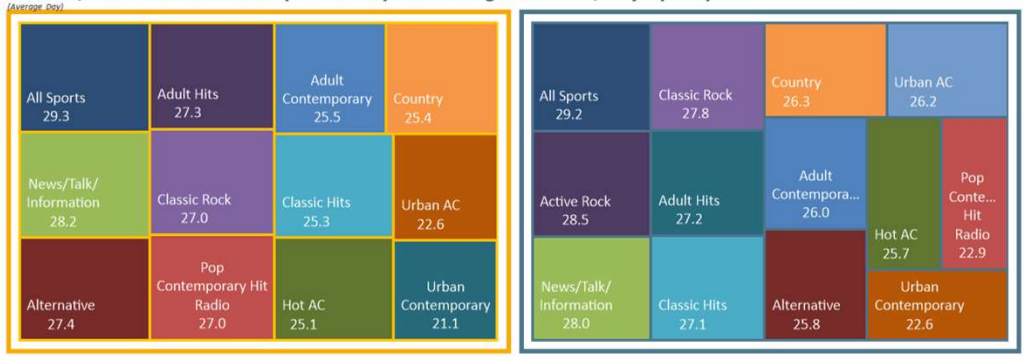
M25-54

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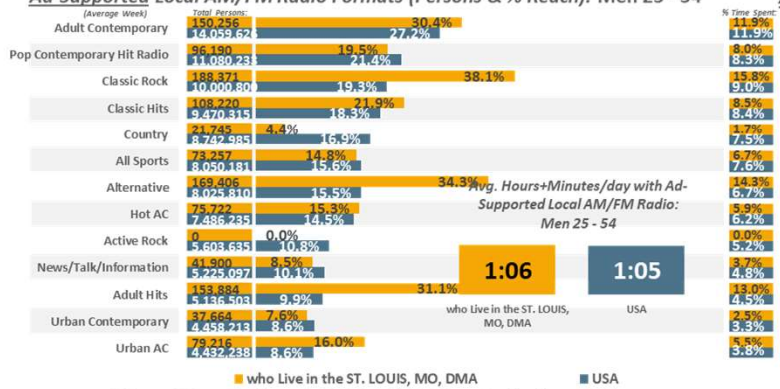
Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 54



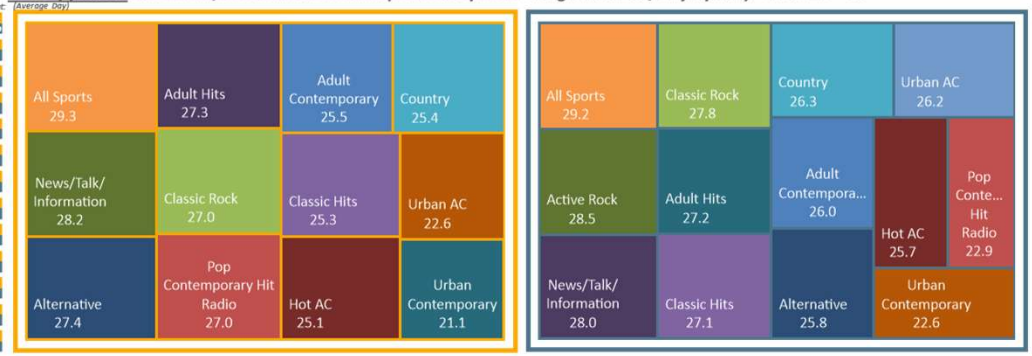
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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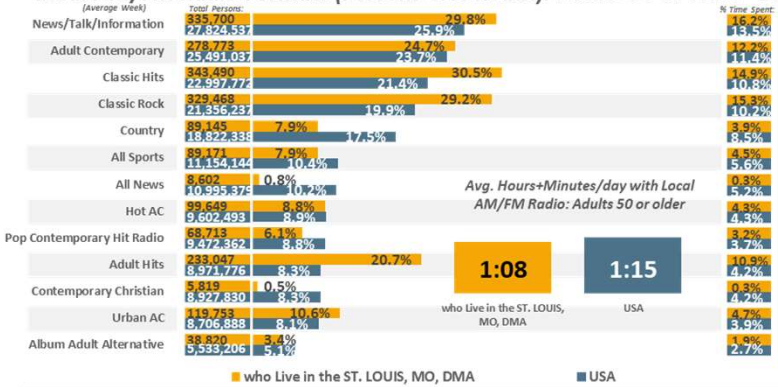
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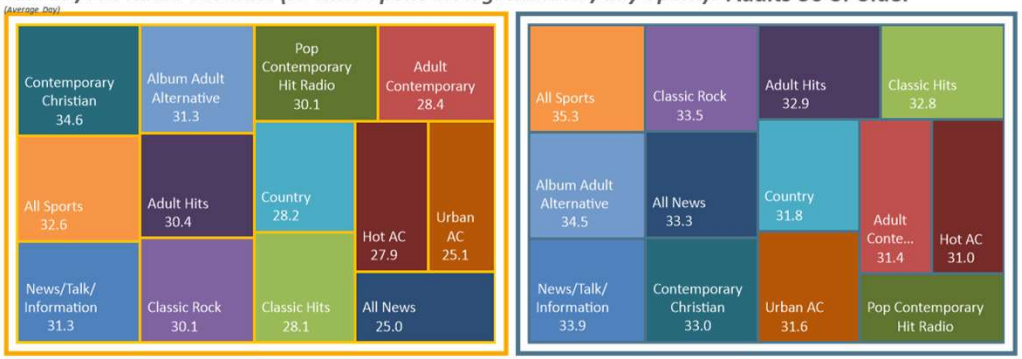
P50+

1,072,256 or 84.7% of Adults 50 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, News/Talk/Information, and Adult Hits.

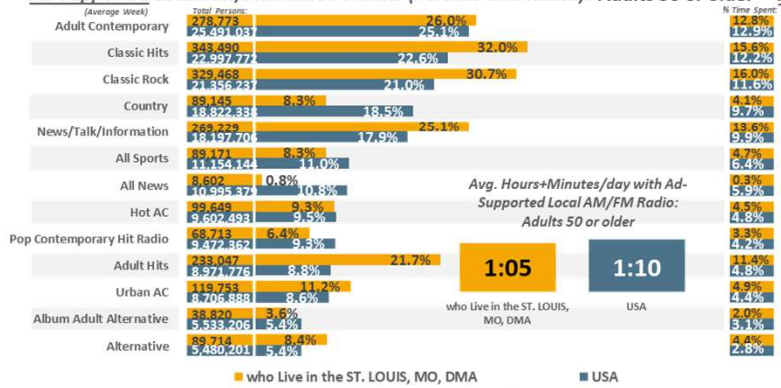
Local AM/FM Radio Formats (Persons & % Reach): Adults 50 or older



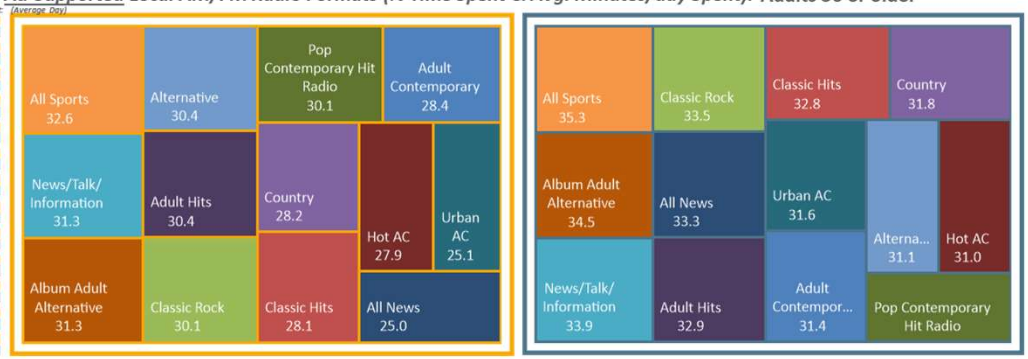
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 50 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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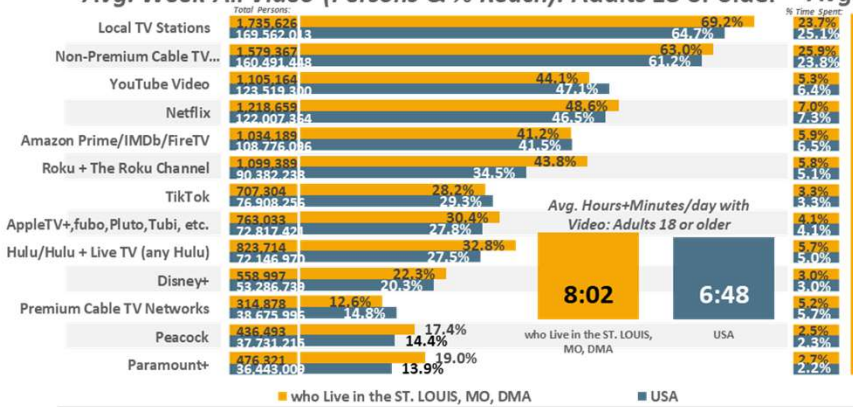
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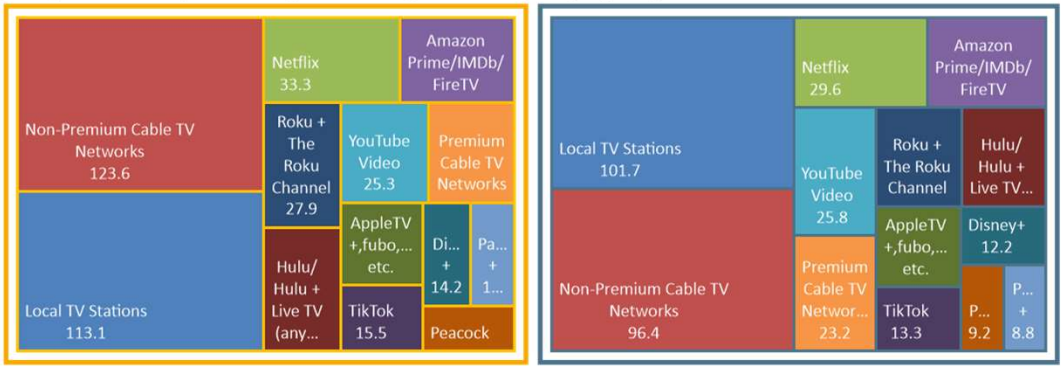
P18+

1,704,403 or 68.% of Adults 18 or older who Live in the ST. LOUIS, MO, DMA watch Ad-Supported Local TV Stations for an average of 107.9 minutes every day representing 27.9% of all time spent daily with Ad-Supported Video.

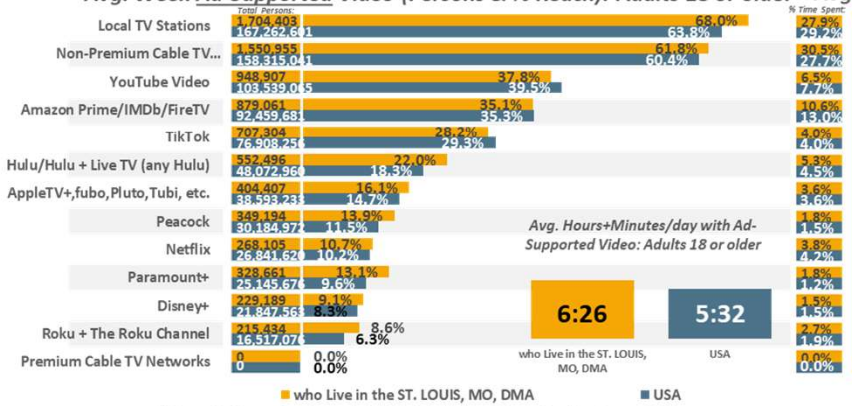
Avg. Week All Video (Persons & % Reach): Adults 18 or older



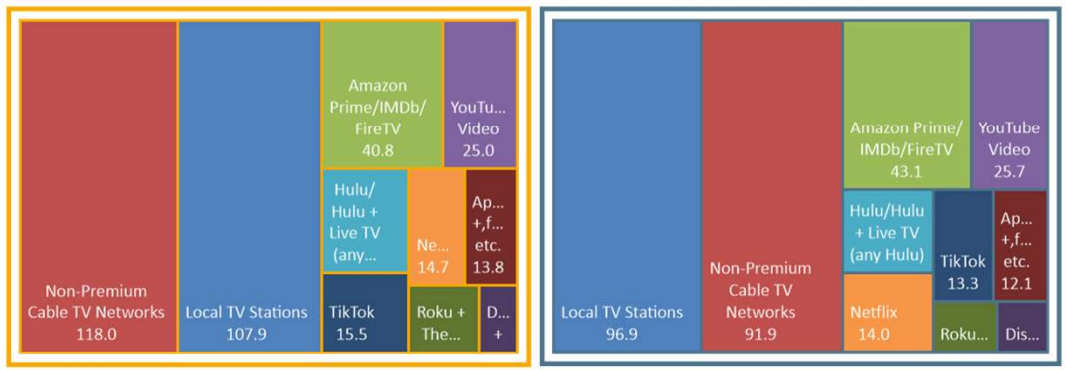
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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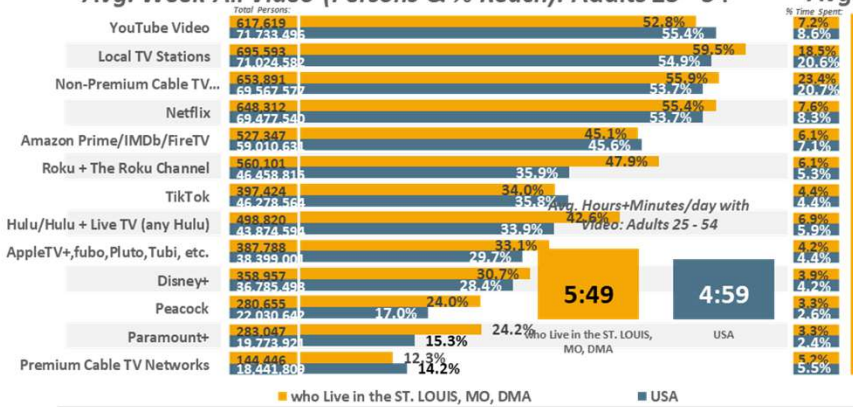
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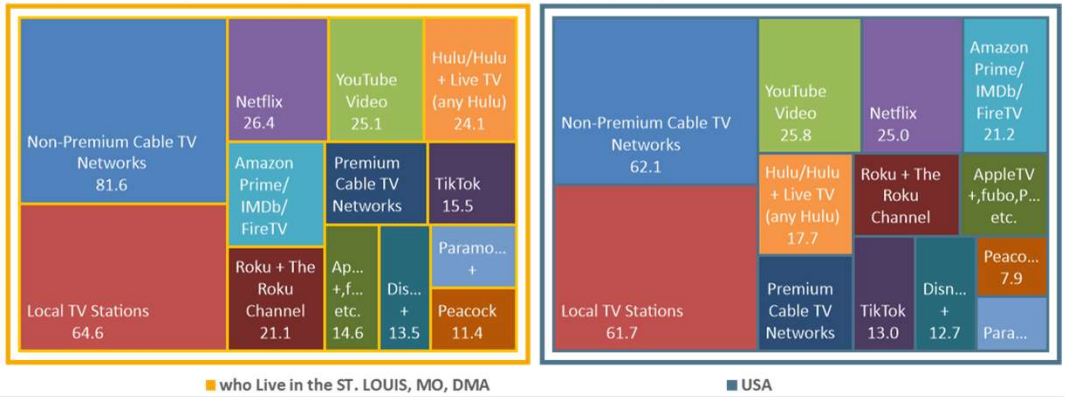
P25-54

685,085 or 58.6% of Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA watch Ad-Supported Local TV Stations for an average of 62.2 minutes every day representing 23.% of all time spent daily with Ad-Supported Video.

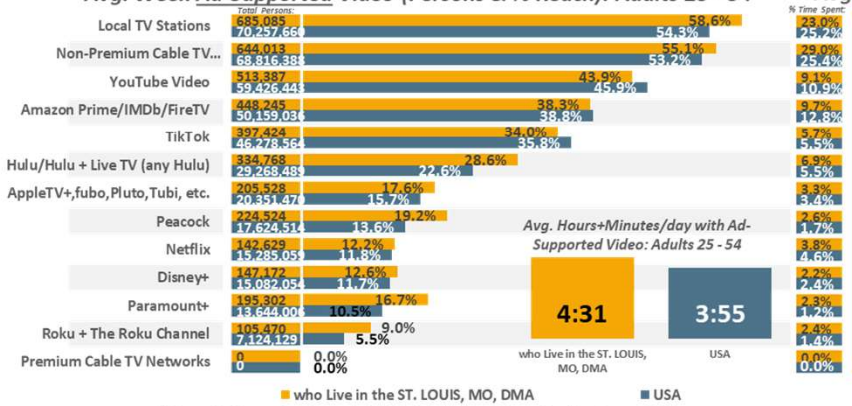
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



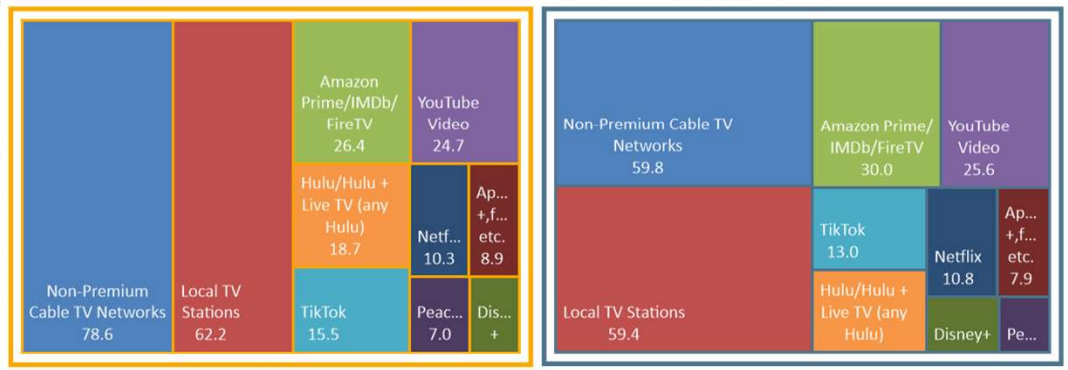
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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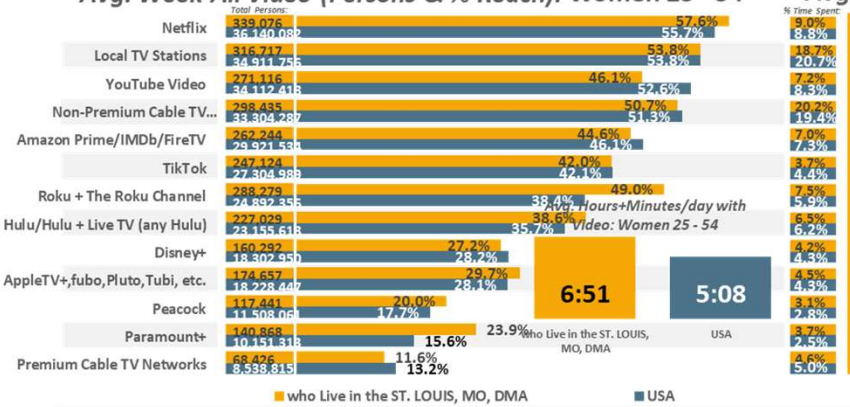
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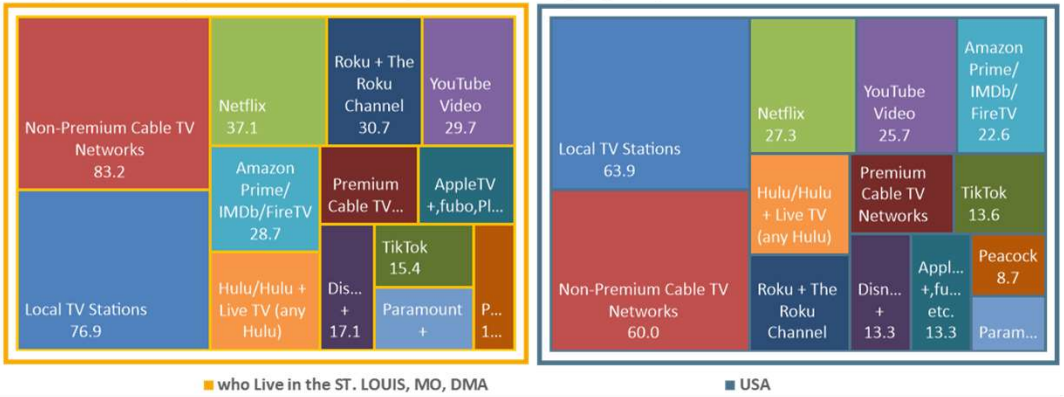
W25-54

311,445 or 52.9% of Women 25 - 54 who Live in the ST. LOUIS, MO, DMA watch Ad-Supported Local TV Stations for an average of 74.7 minutes every day representing 24.5% of all time spent daily with Ad-Supported Video.

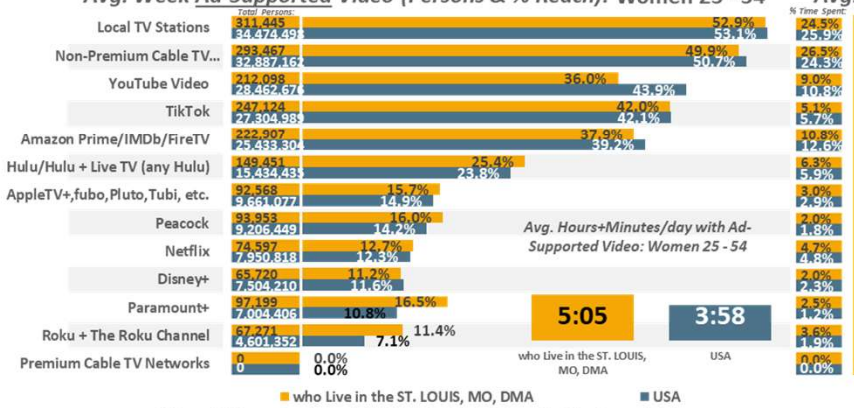
Avg. Week All Video (Persons & % Reach): Women 25 - 54



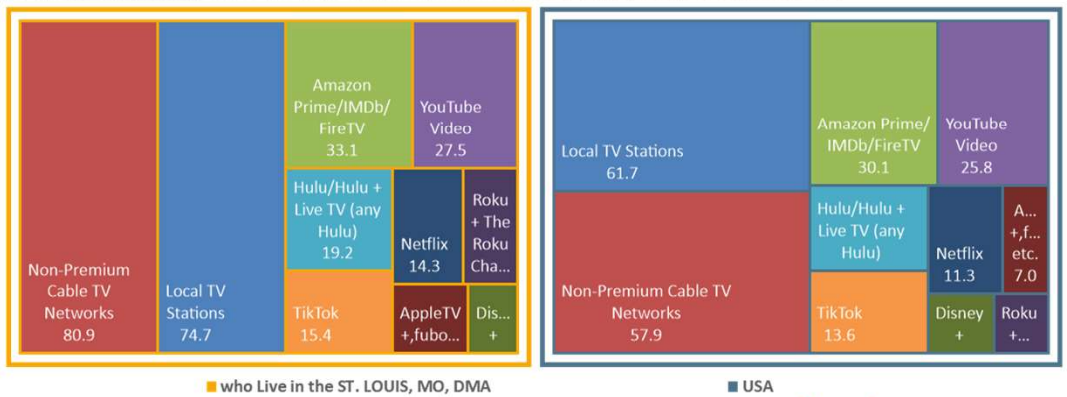
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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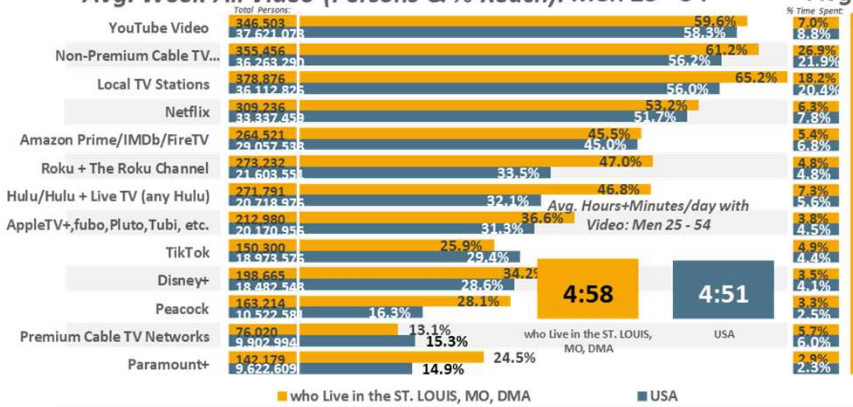
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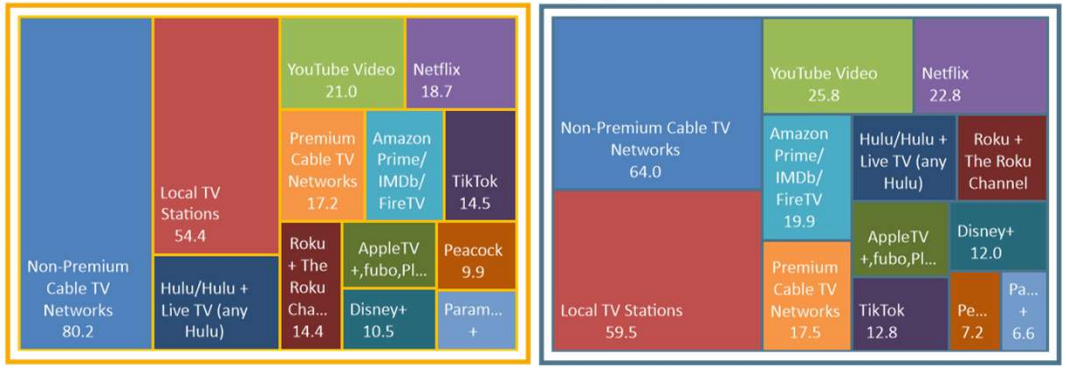
M25-54

373,875 or 64.3% of Men 25 - 54 who Live in the ST. LOUIS, MO, DMA watch Ad-Supported Local TV Stations for an average of 51.9 minutes every day representing 21.5% of all time spent daily with Ad-Supported Video.

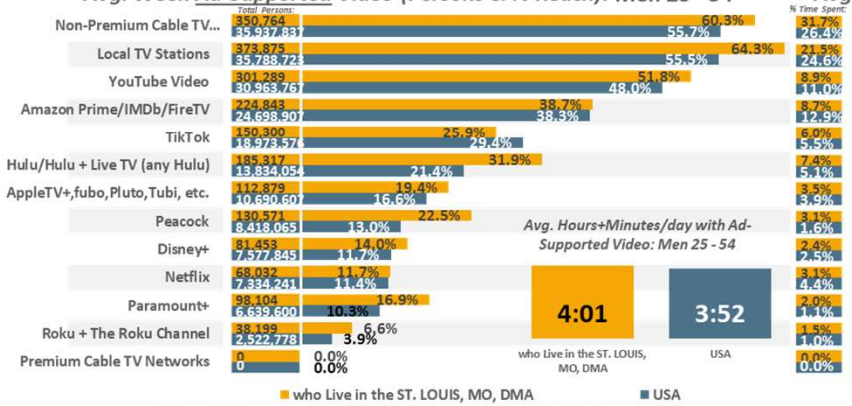
Avg. Week All Video (Persons & % Reach): Men 25 - 54



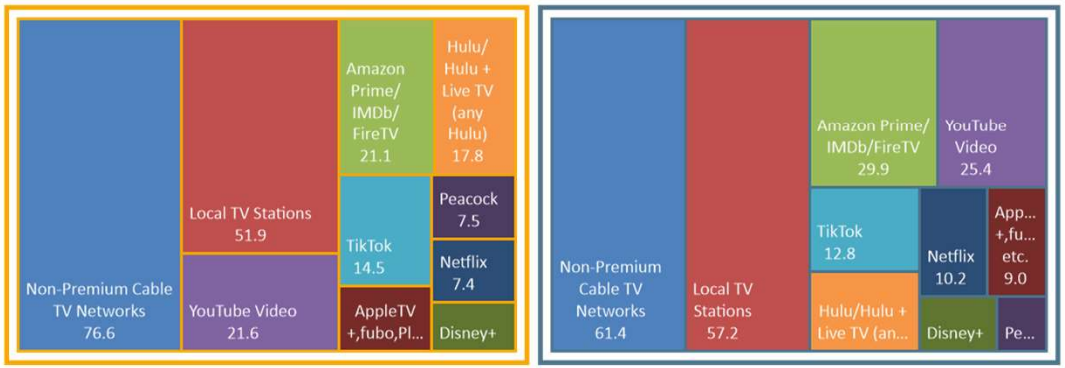
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



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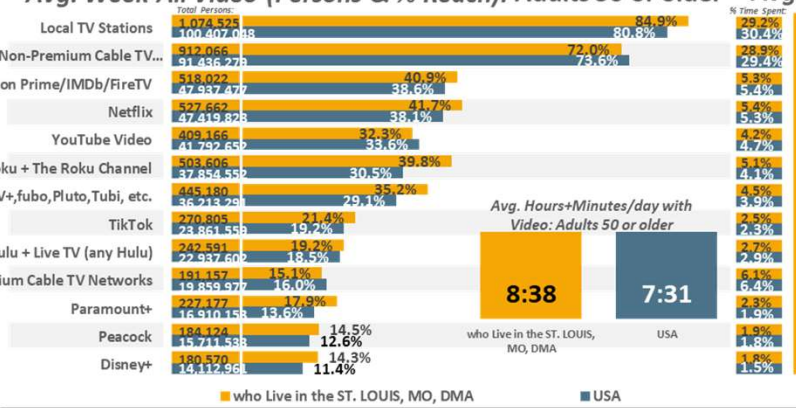
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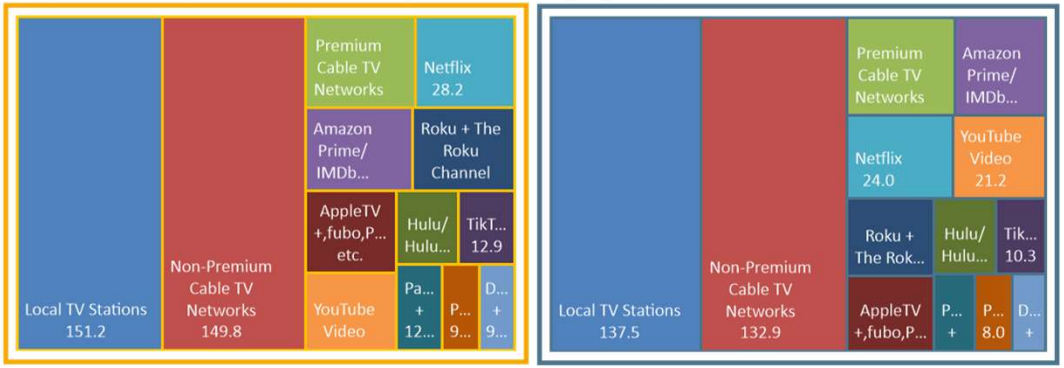
P50+

1,055,646 or 83.4% of Adults 50 or older who Live in the ST. LOUIS, MO, DMA watch Ad-Supported Local TV Stations for an average of 144. minutes every day representing 32.8% of all time spent daily with Ad-Supported Video.

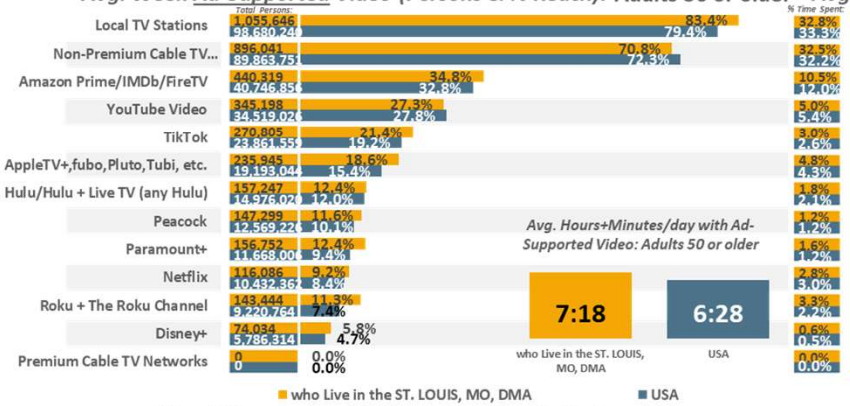
Avg. Week All Video (Persons & % Reach): Adults 50 or older



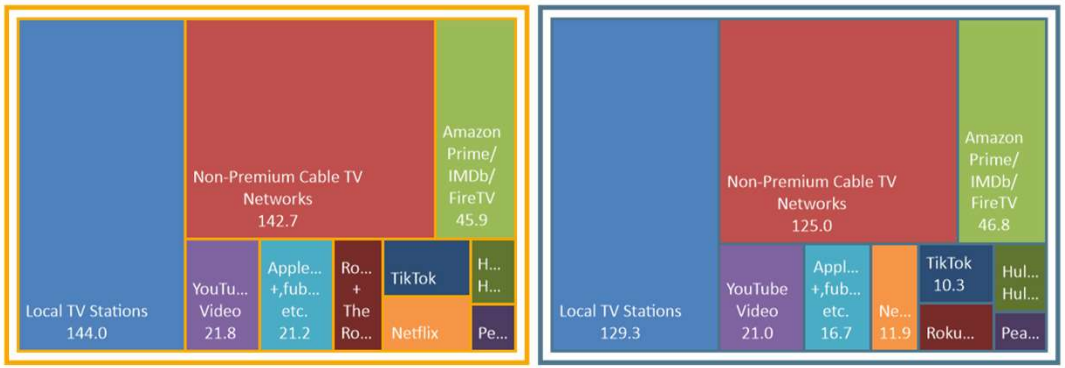
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 50 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



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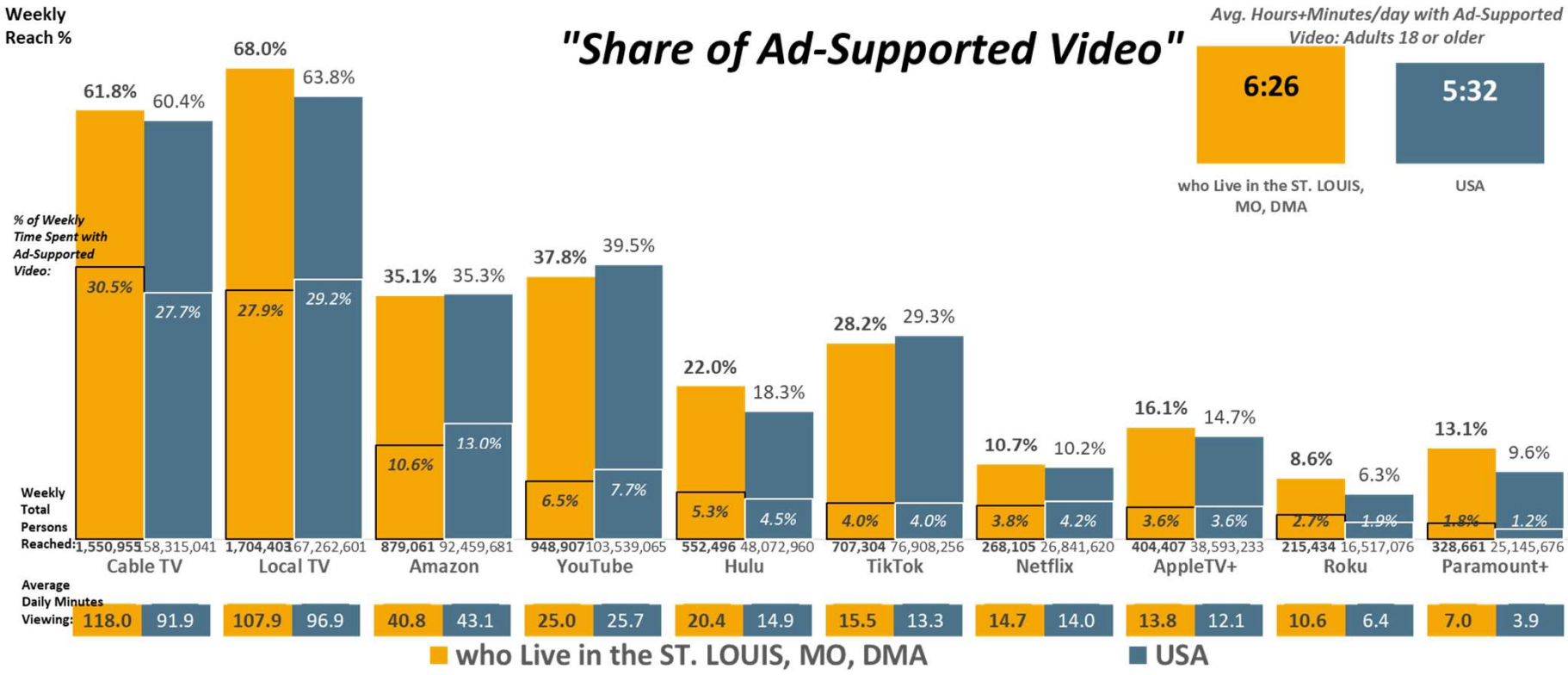
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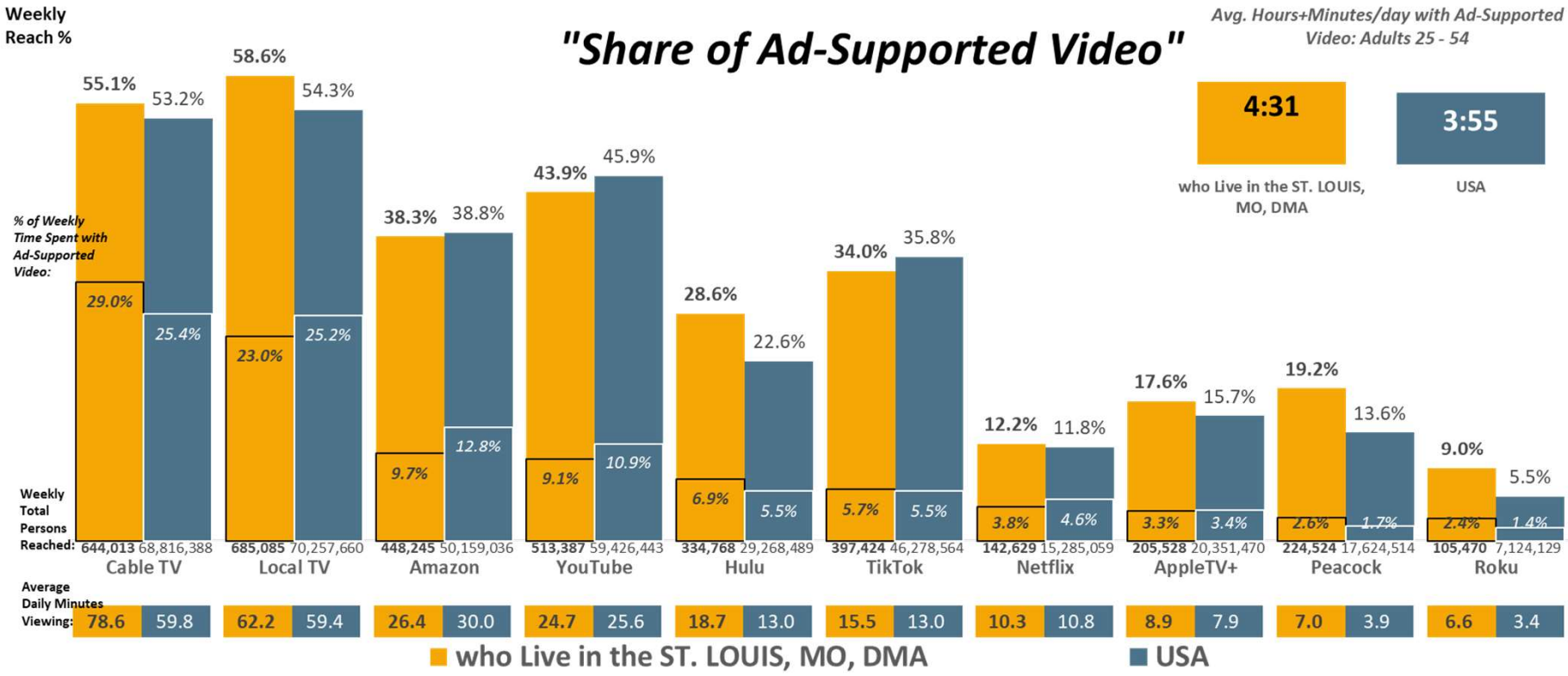
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P25-54

685,085 or 58.6% of Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA watch Ad-Supported Local TV Stations for an average of 62.2 minutes every day representing 23.% of all time spent daily with Ad-Supported Video.



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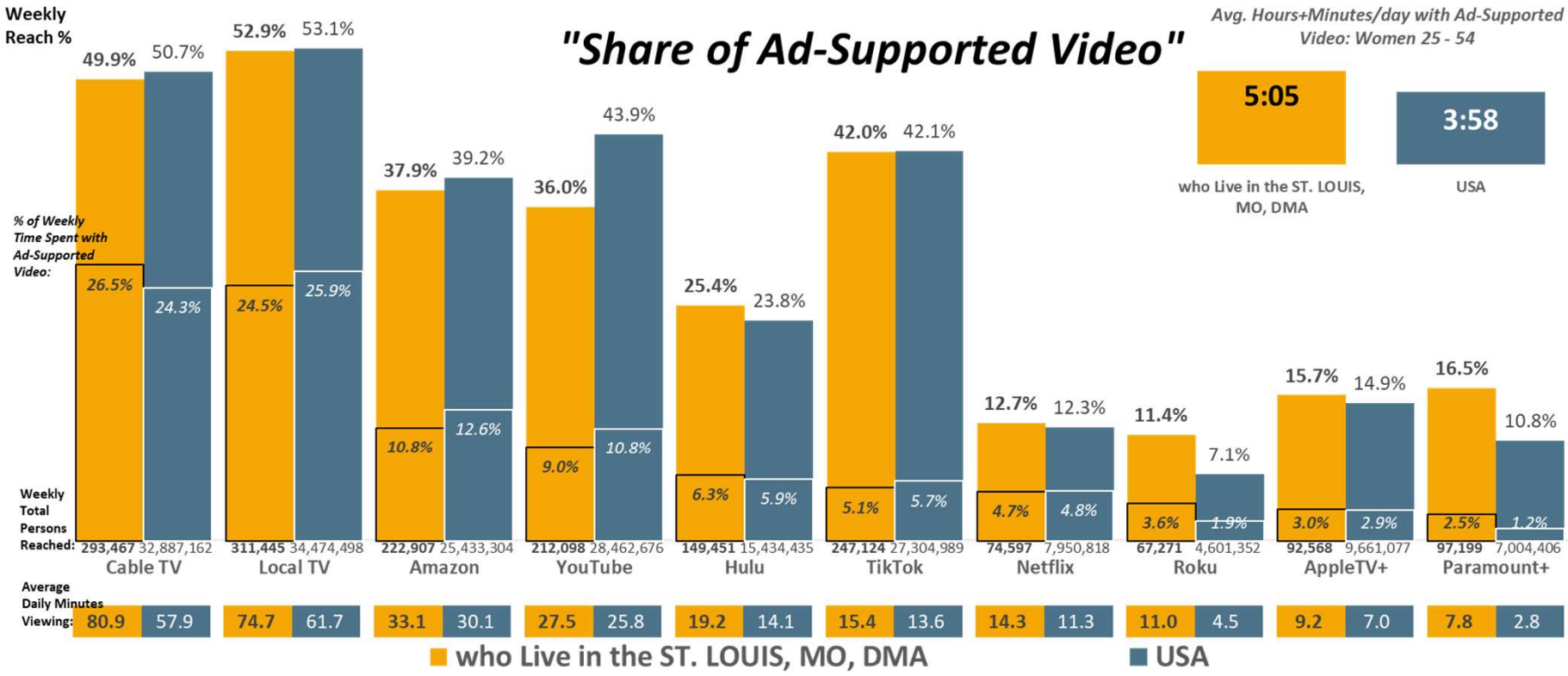
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W25-54

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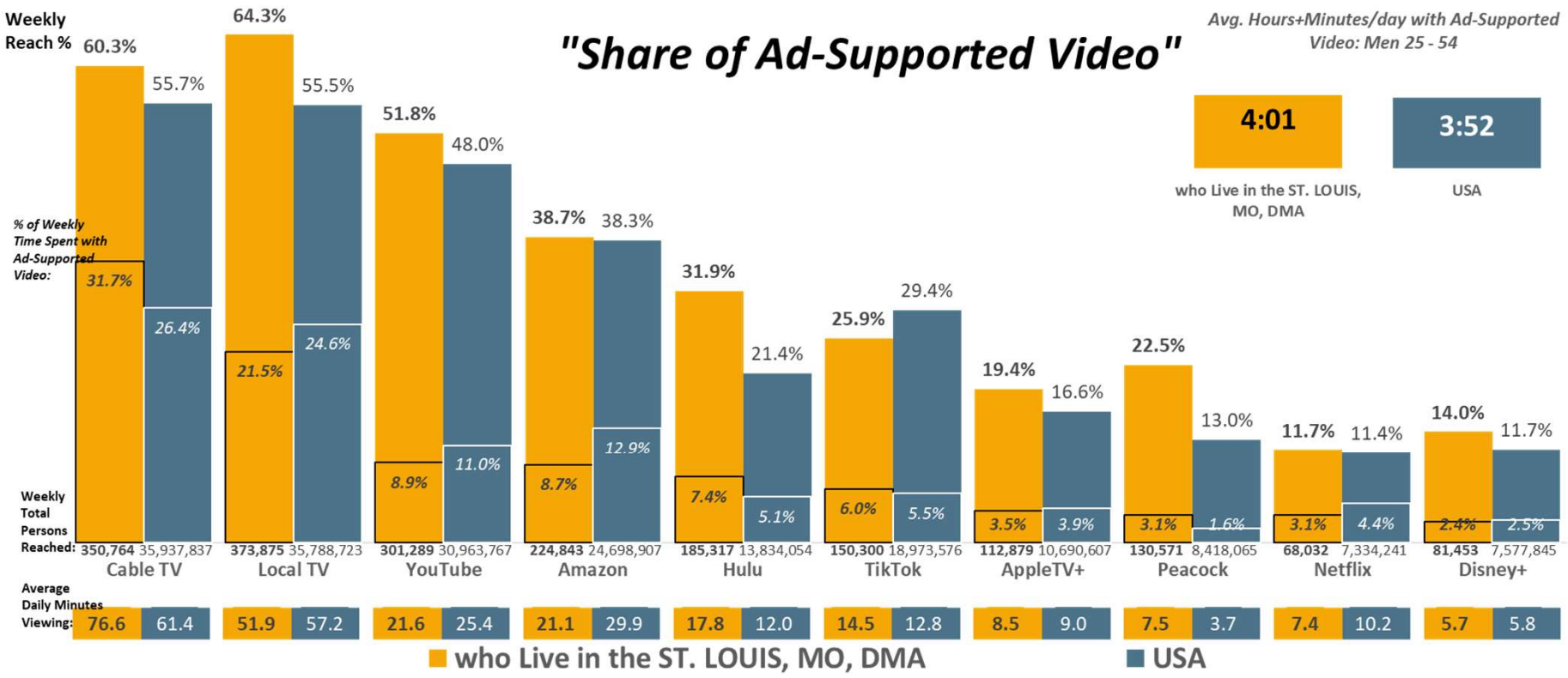
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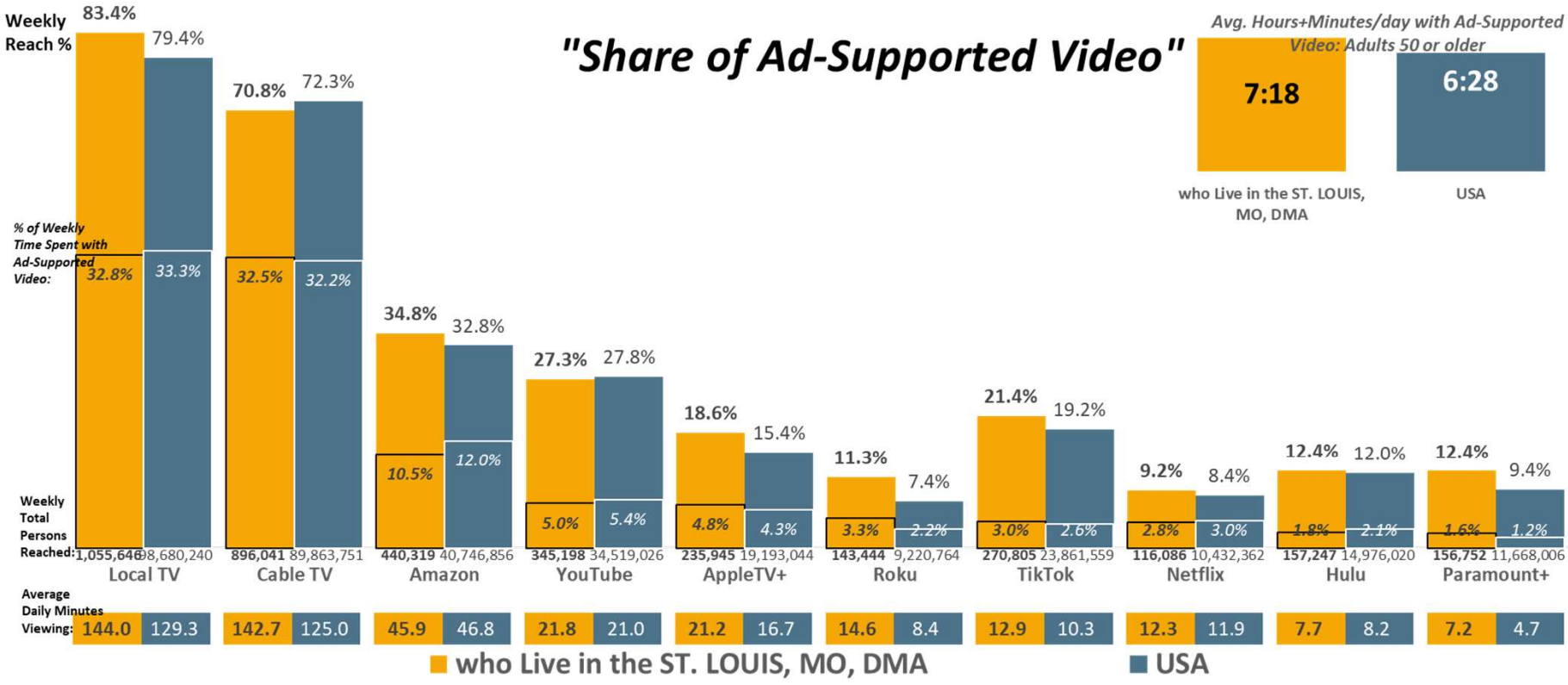
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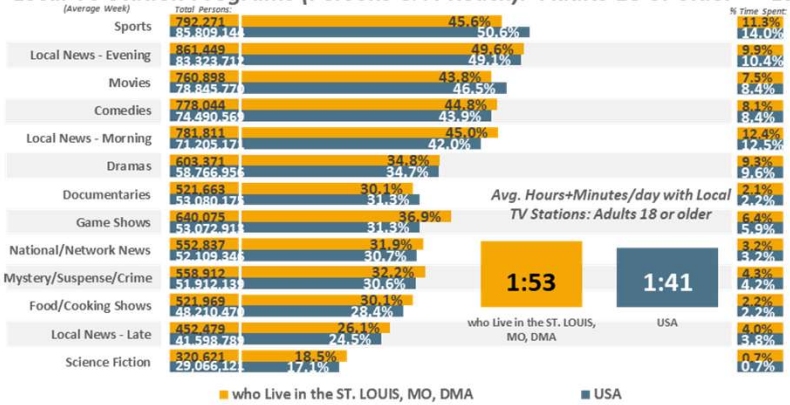
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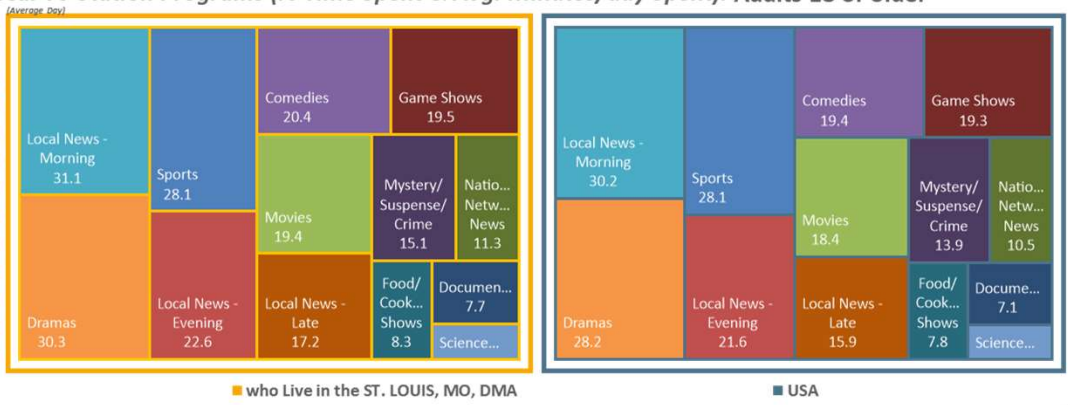
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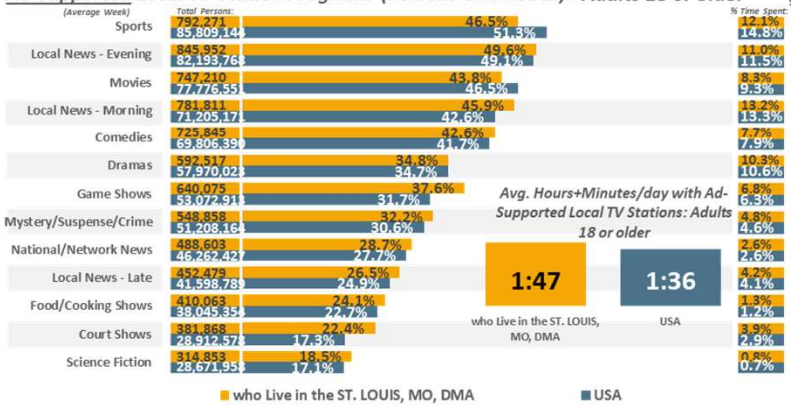
Local TV Station Programs (Persons & % Reach): Adults 18 or older



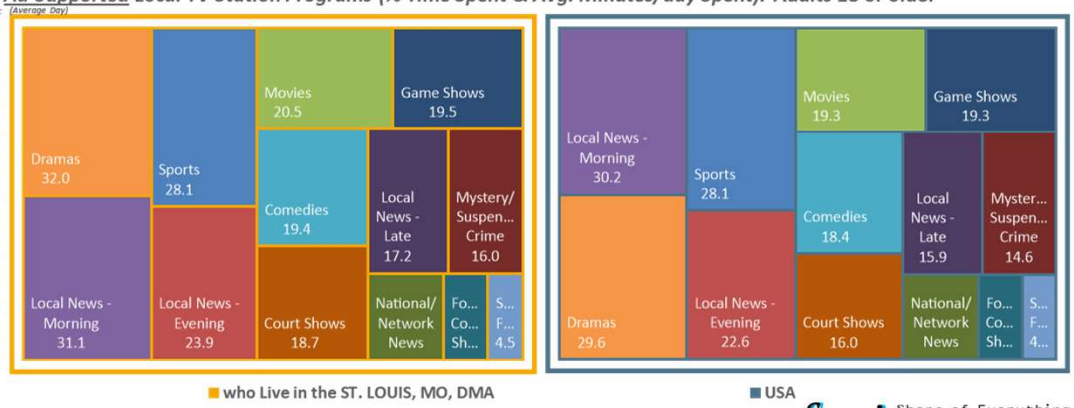
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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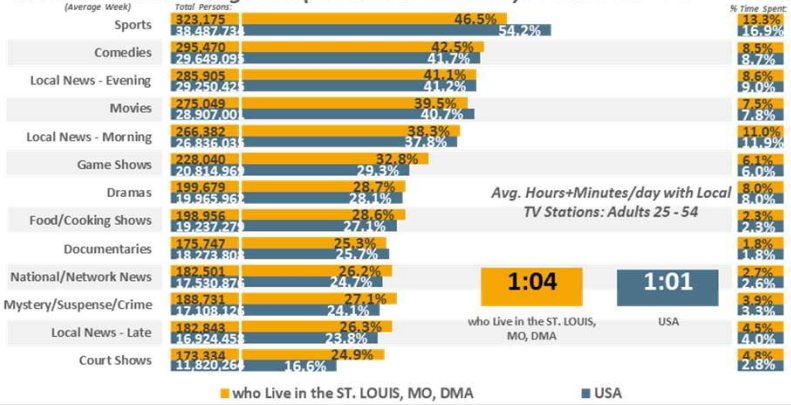
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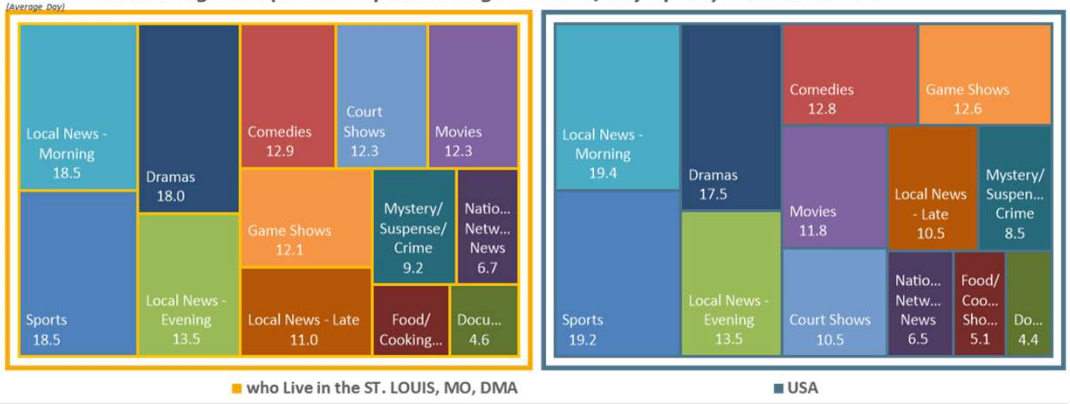
P25-54

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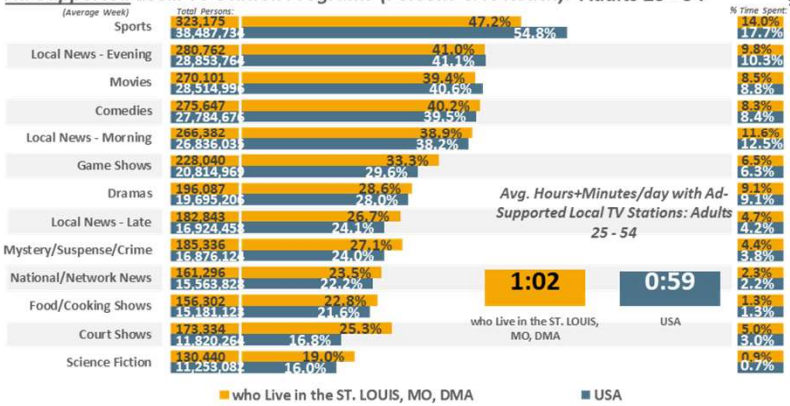
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



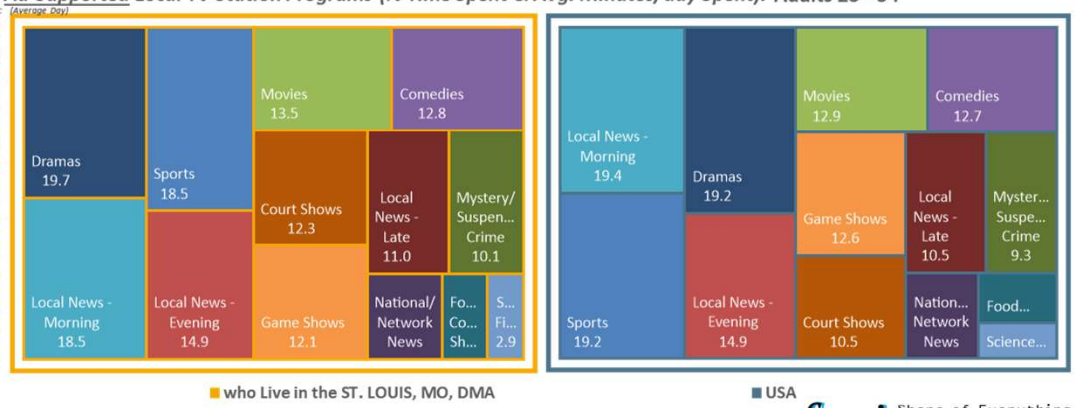
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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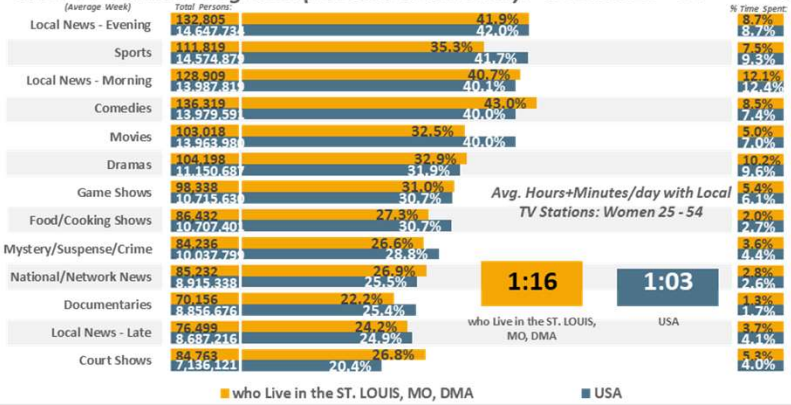
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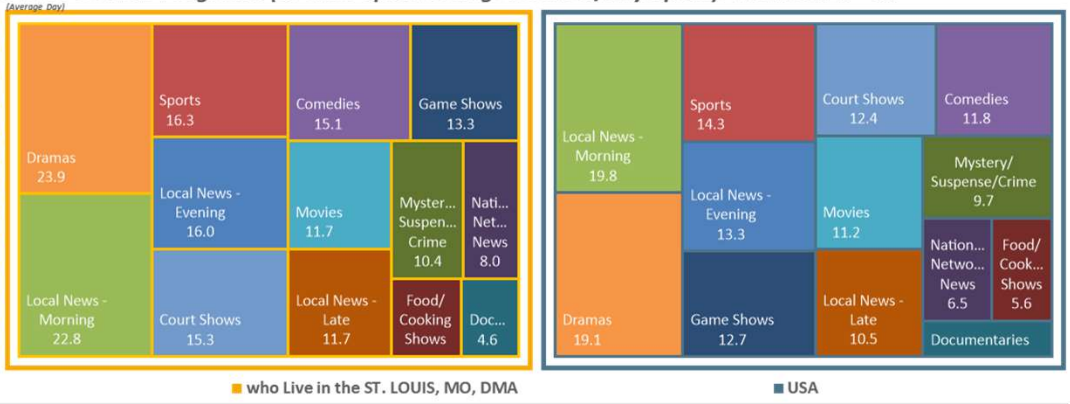
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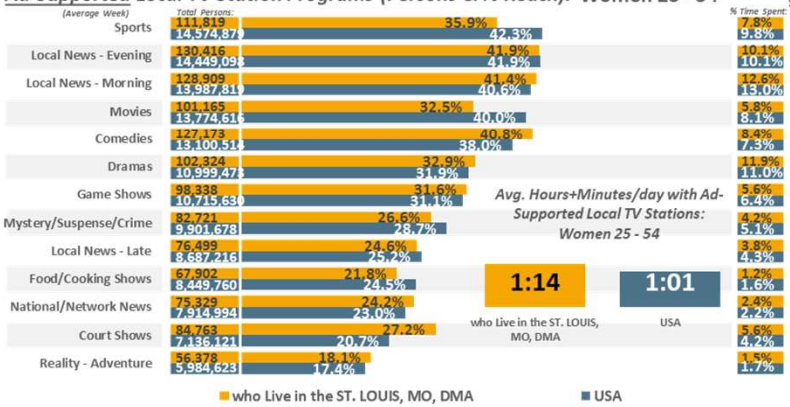
Local TV Station Programs (Persons & % Reach): Women 25 - 54



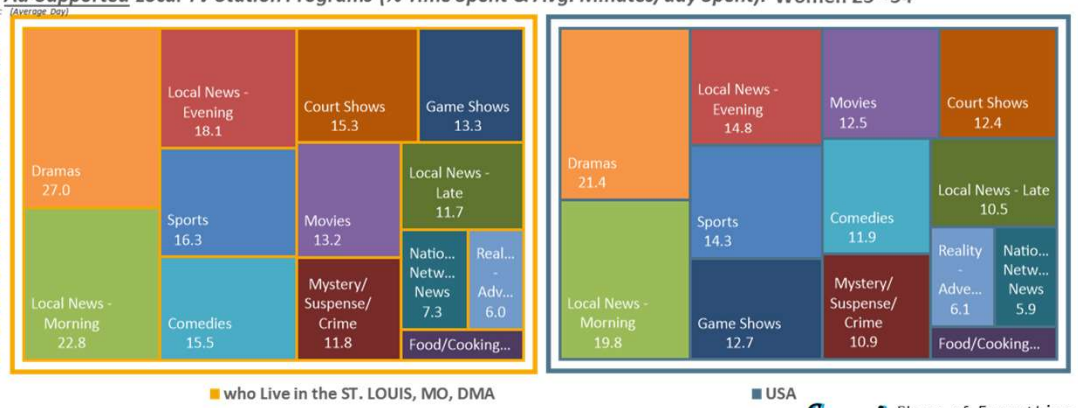
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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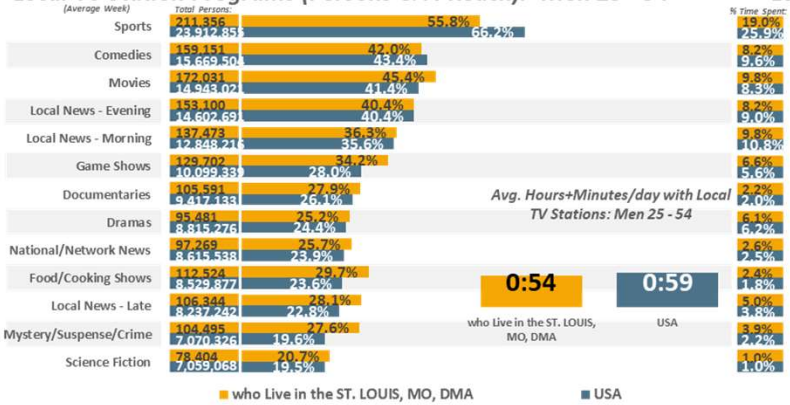
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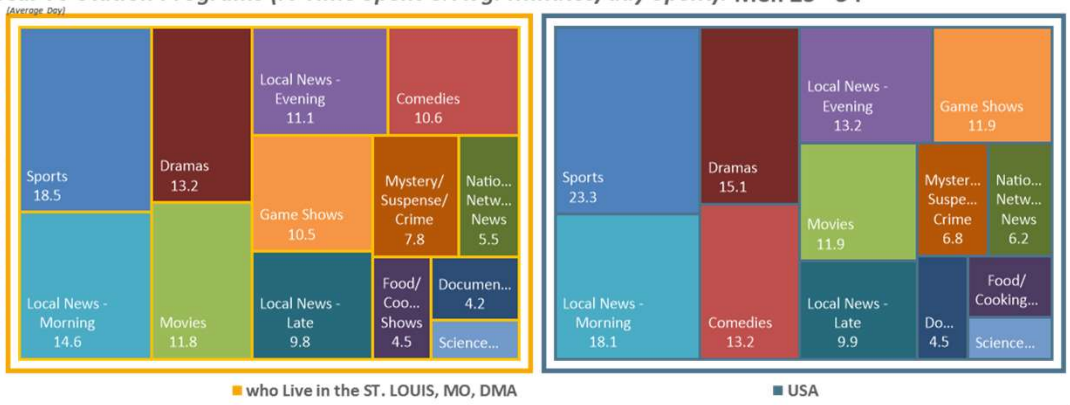
M25-54

373,875 or 64.3% of Men 25 - 54 who Live in the ST. LOUIS, MO, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Comedies, Local News - Morning, and Game Shows.

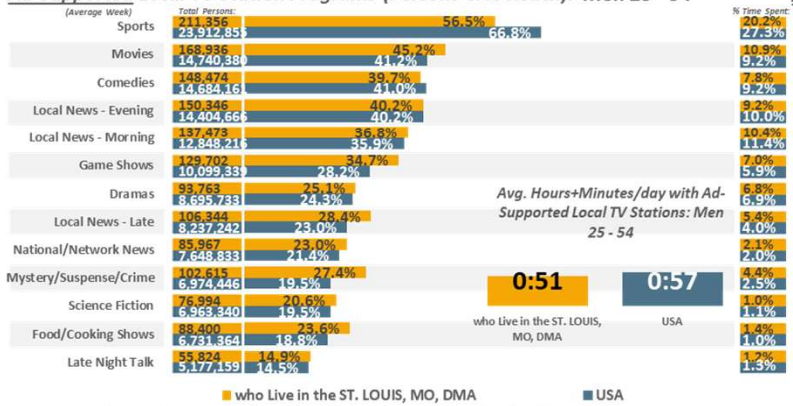
Local TV Station Programs (Persons & % Reach): Men 25 - 54



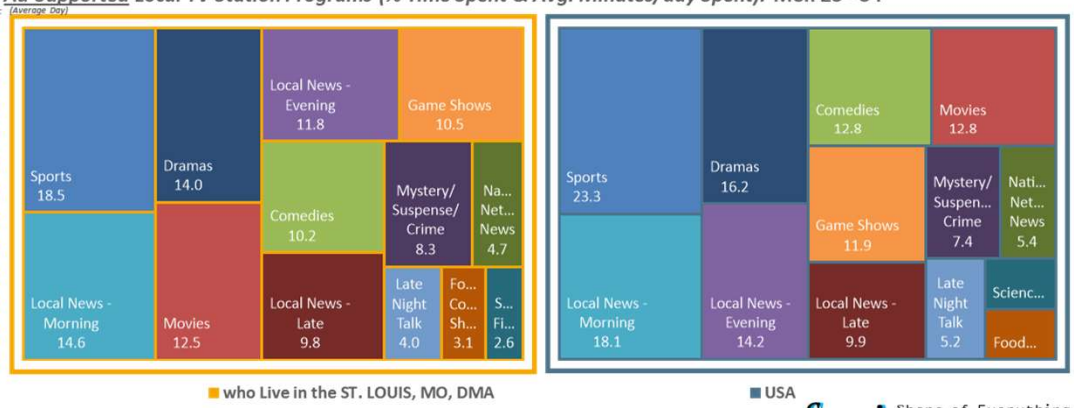
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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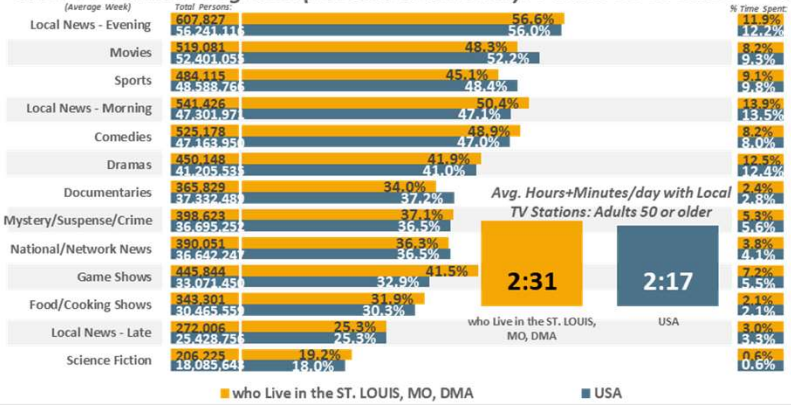
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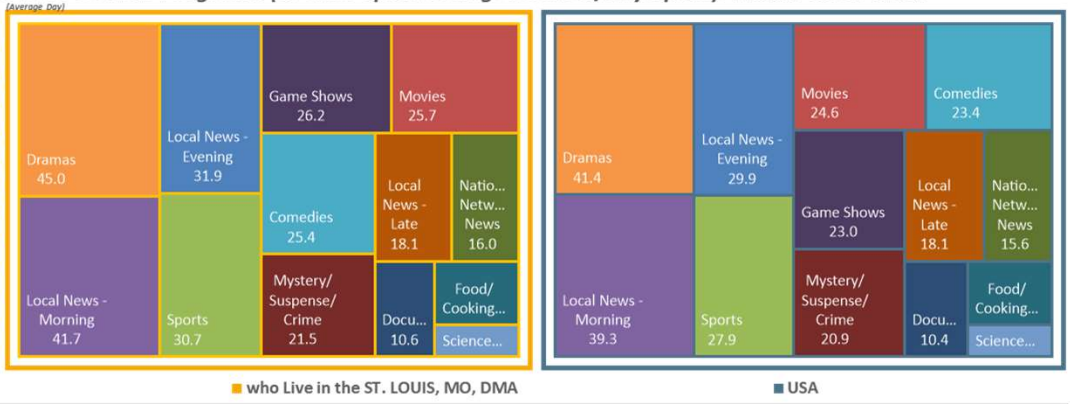
P50+

1,055,646 or 83.4% of Adults 50 or older who Live in the ST. LOUIS, MO, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Movies, Comedies, Sports, and Game Shows.

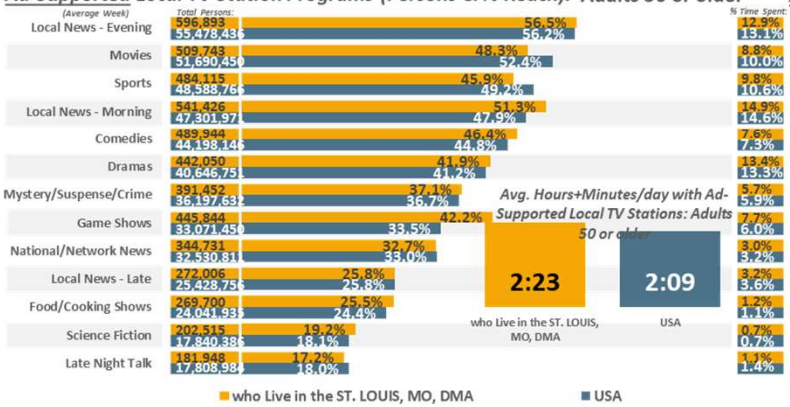
Local TV Station Programs (Persons & % Reach): Adults 50 or older



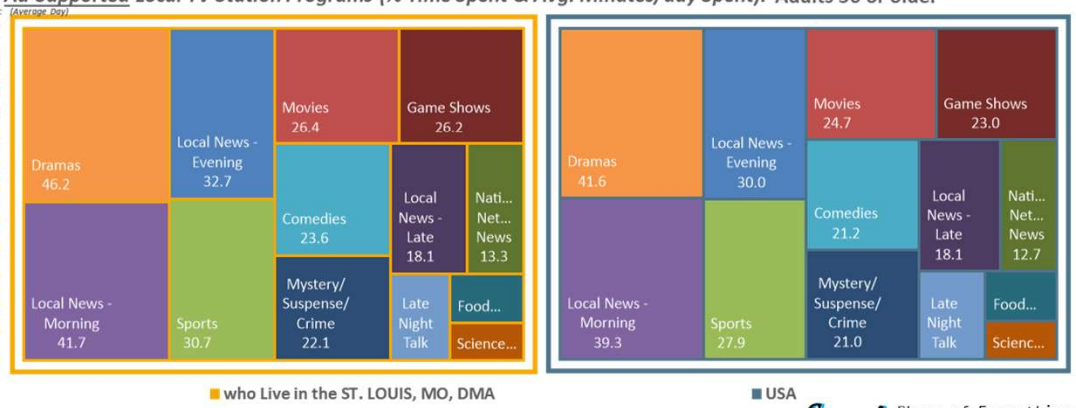
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 50 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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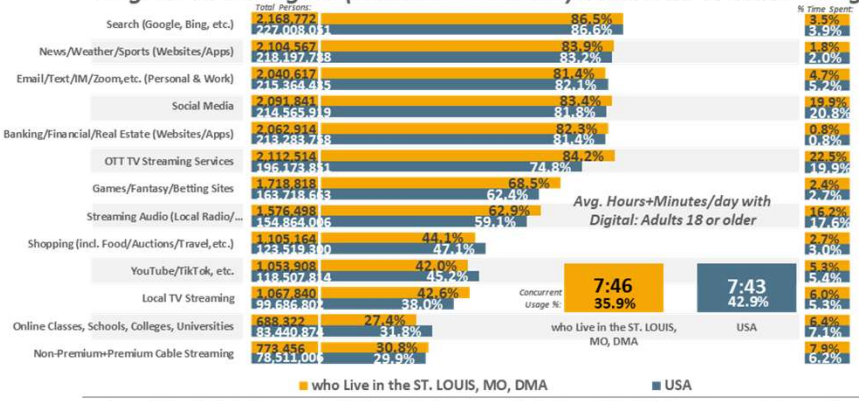
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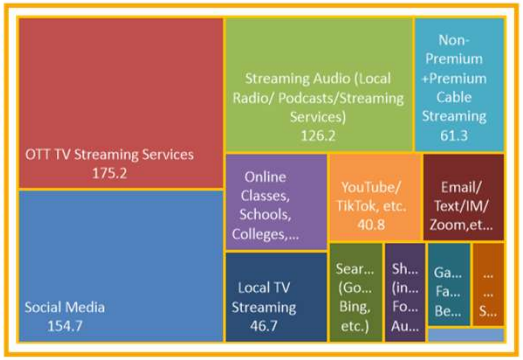
P18+

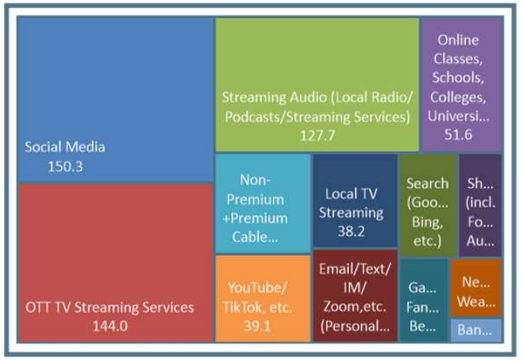
1,877,540 or 74.9% of Adults 18 or older who Live in the ST. LOUIS, MO, DMA use Ad-Supported Social Media for an average of 138.9 minutes every day representing 23.9% of all time spent daily with Ad-Supported Digital Media.

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

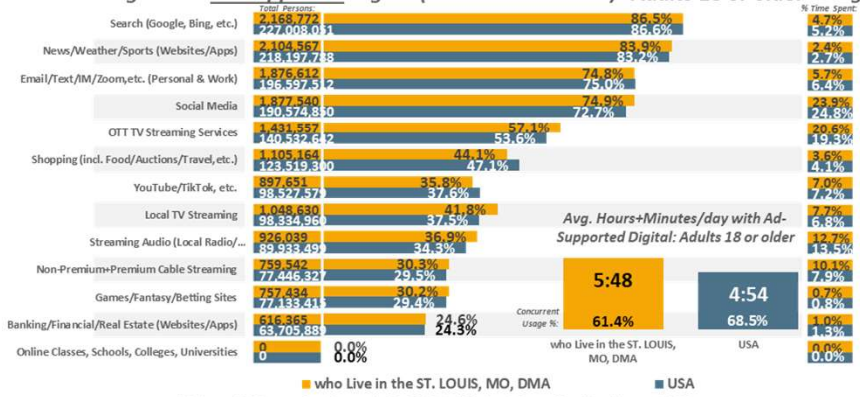


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

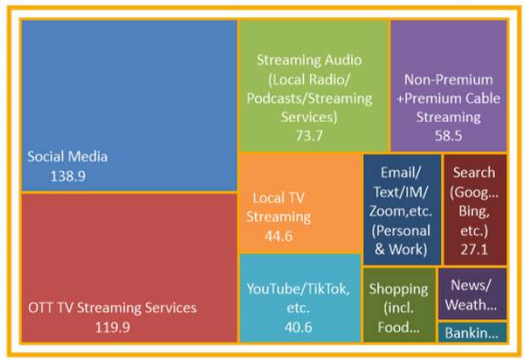


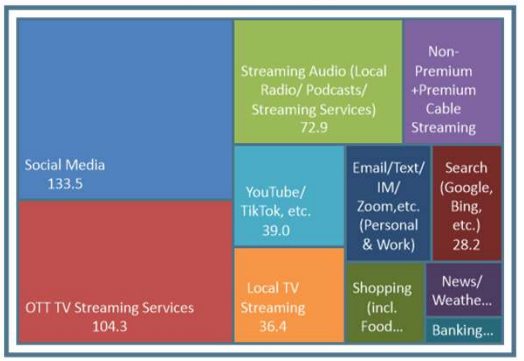


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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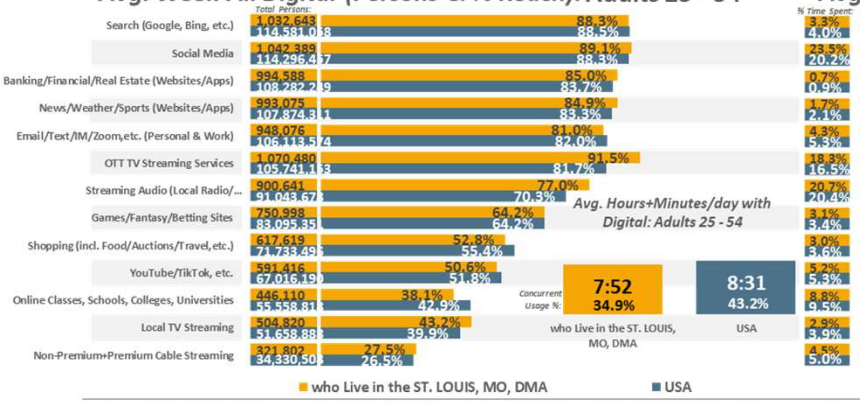
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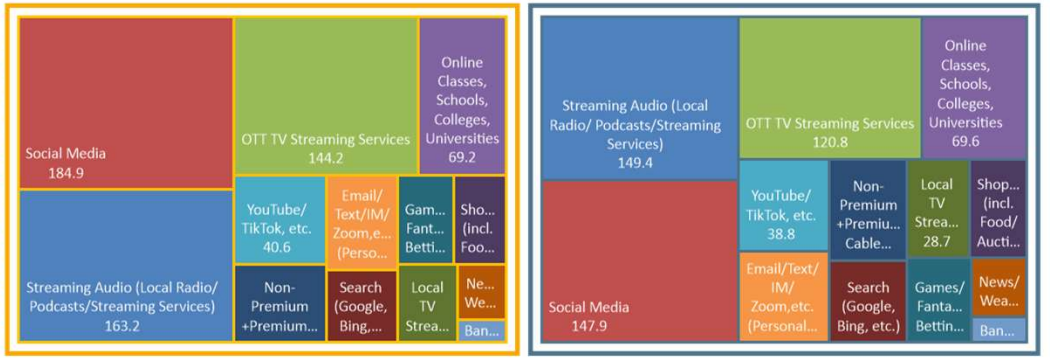
P25-54

954,037 or 81.6% 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 30.5% of all time spent daily with Ad-Supported Digital Media.

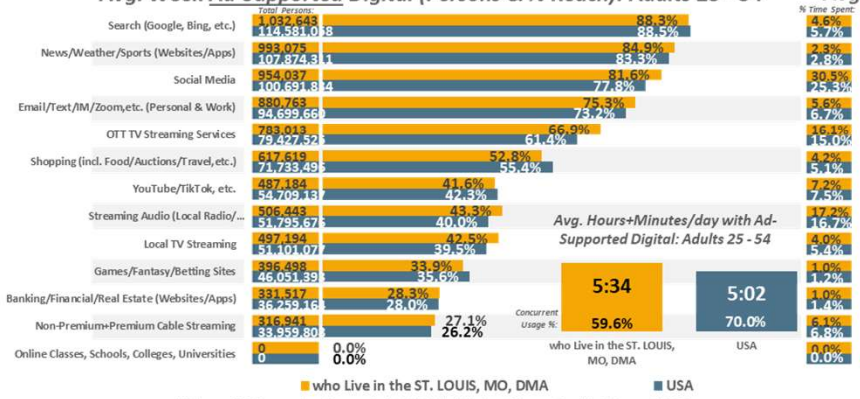
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



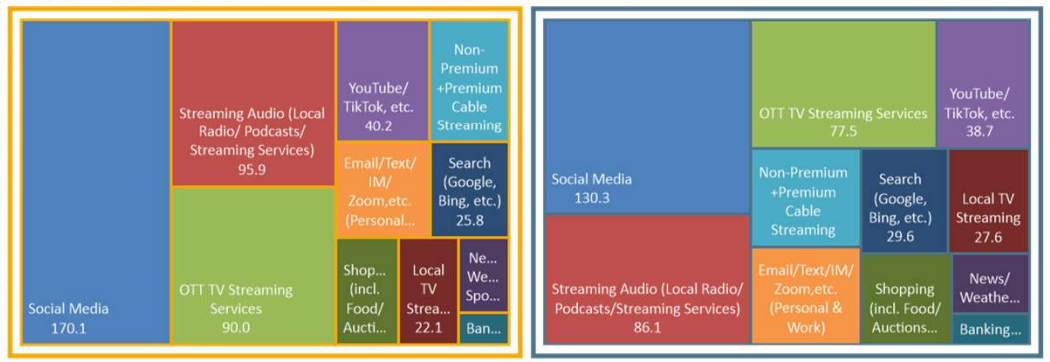
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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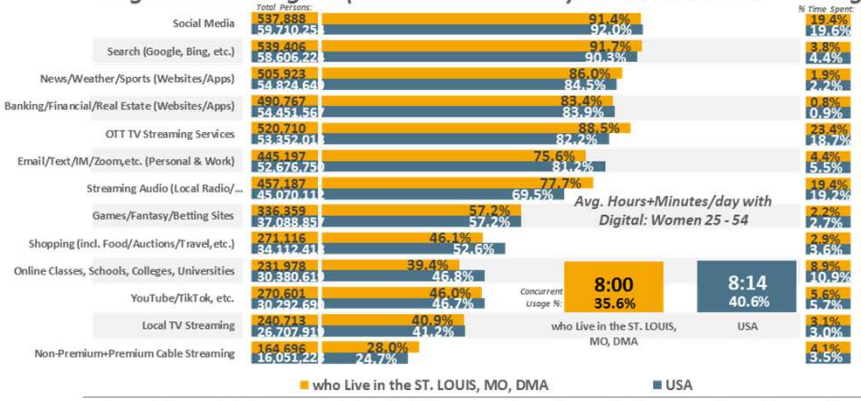
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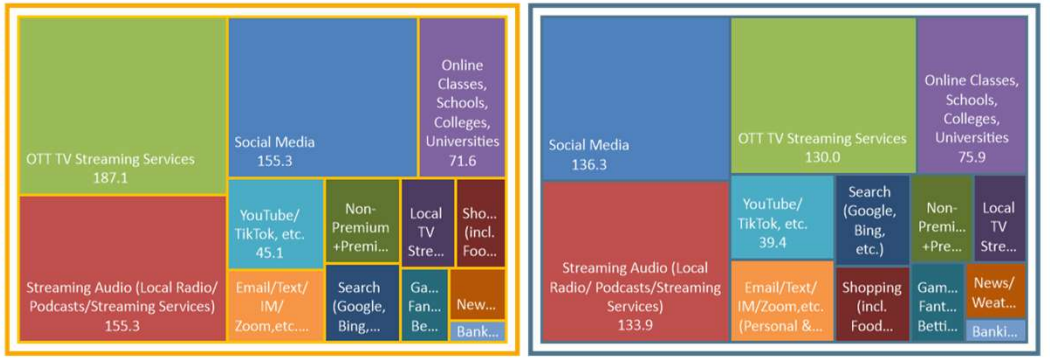
W25-54

502,763 or 85.4% 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.% of all time spent daily with Ad-Supported Digital Media.

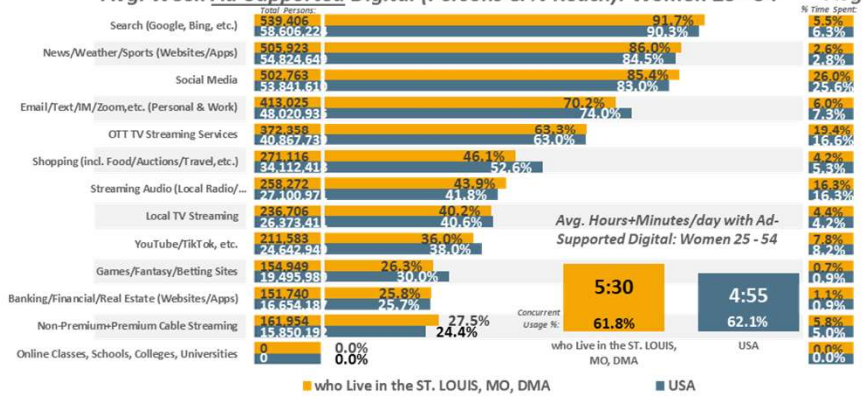
Avg. Week All Digital (Persons & % Reach): Women 25 - 54



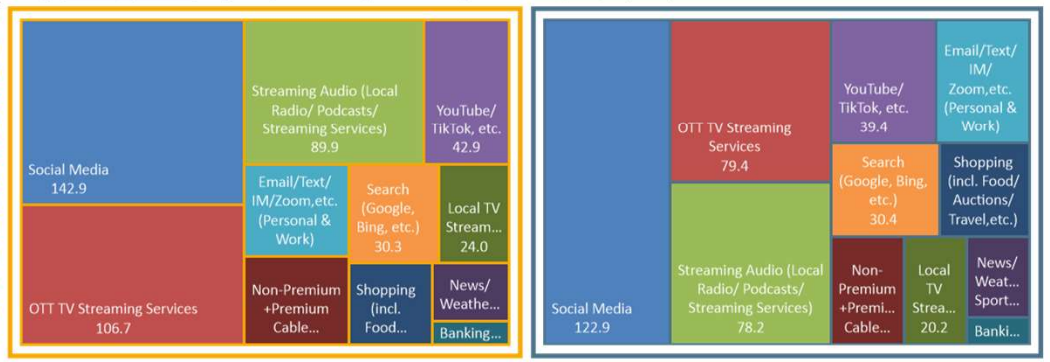
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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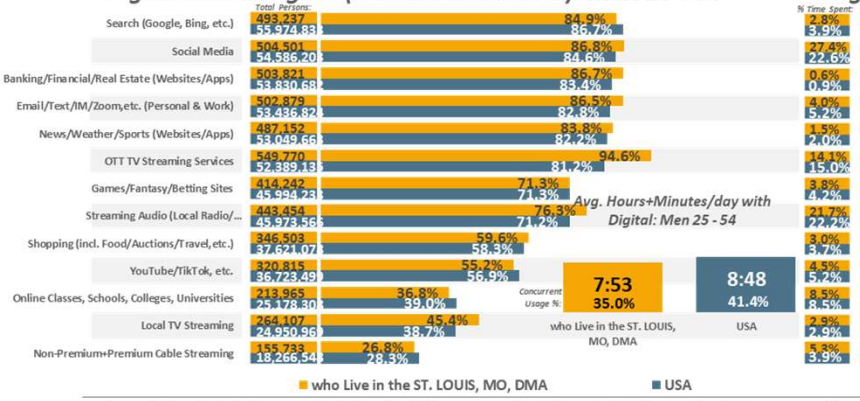
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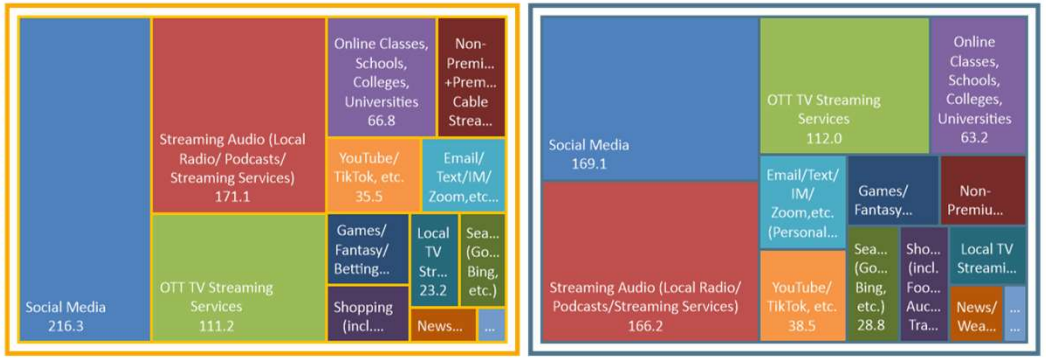
M25-54

451,274 or 77.6% 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 34.6% of all time spent daily with Ad-Supported Digital Media.

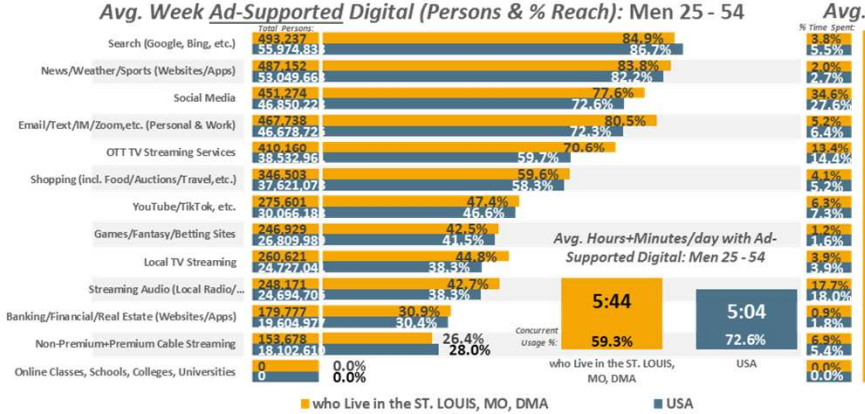
Avg. Week All Digital (Persons & % Reach): Men 25 - 54



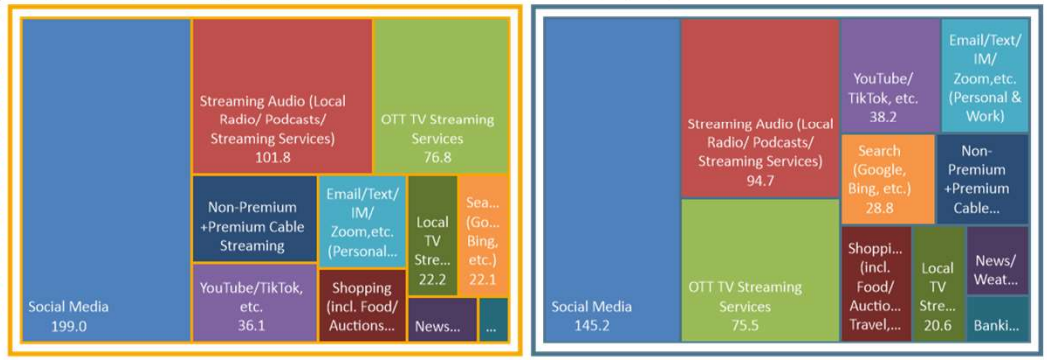
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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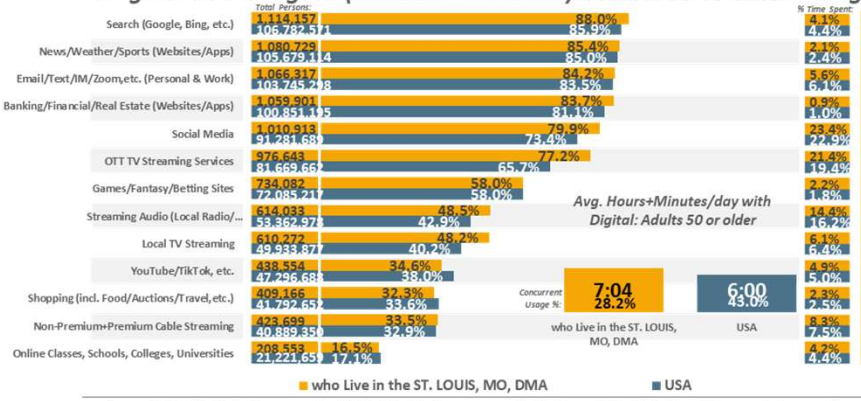
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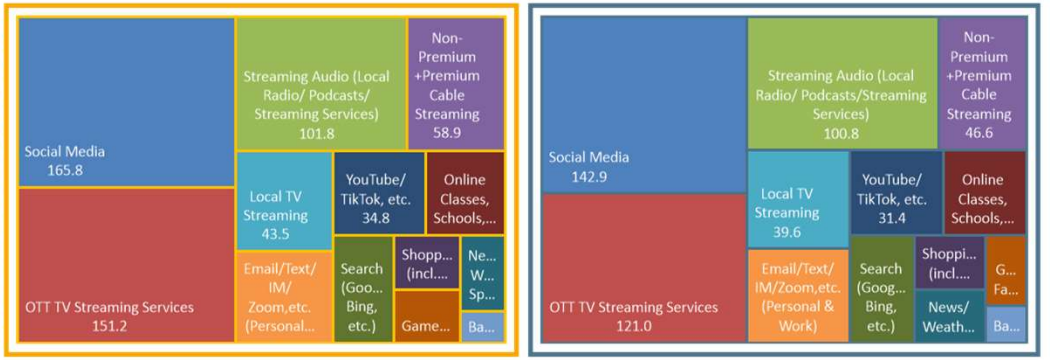
P50+

897,861 or 70.9% of Adults 50 or older who Live in the ST. LOUIS, MO, DMA use Ad-Supported Social Media for an average of 147.3 minutes every day representing 26.1% of all time spent daily with Ad-Supported Digital Media.

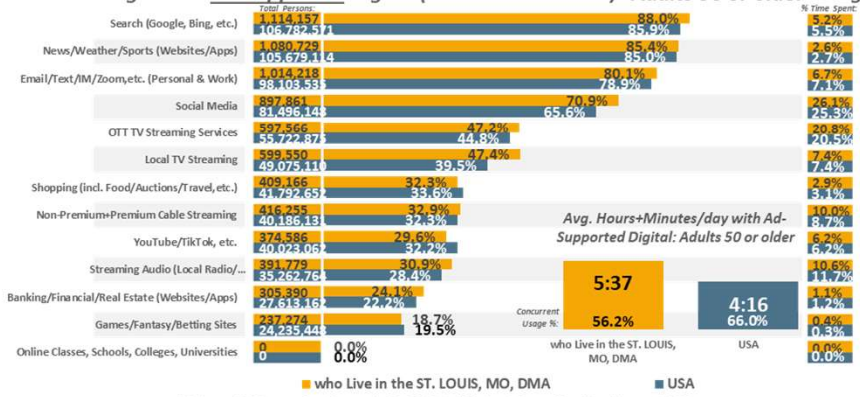
Avg. Week All Digital (Persons & % Reach): Adults 50 or older



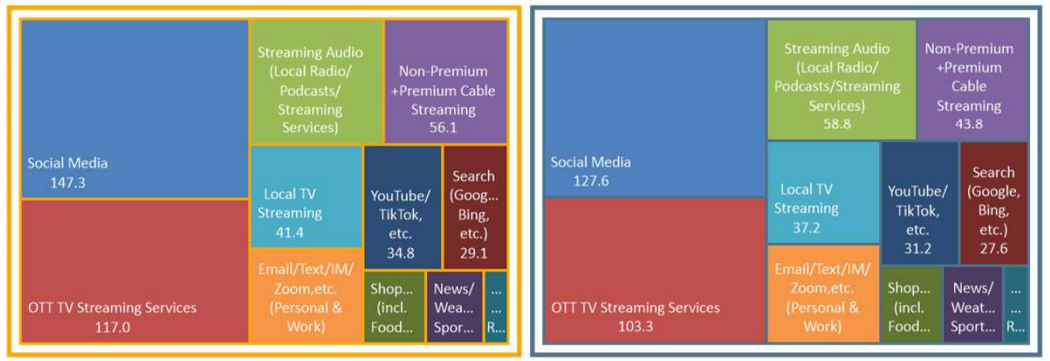
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 50 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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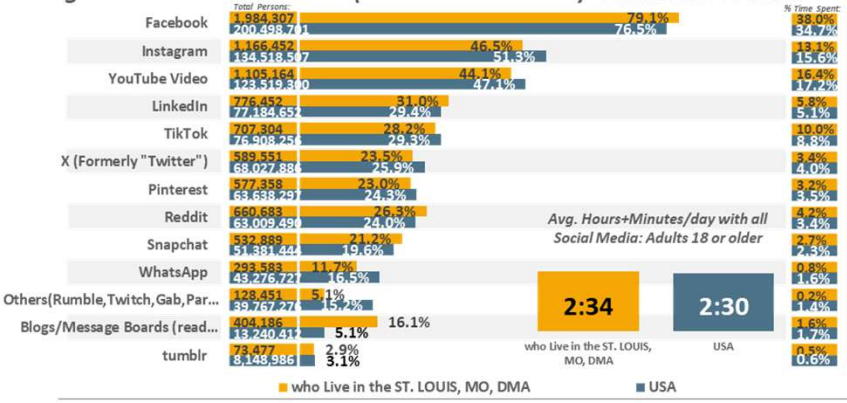
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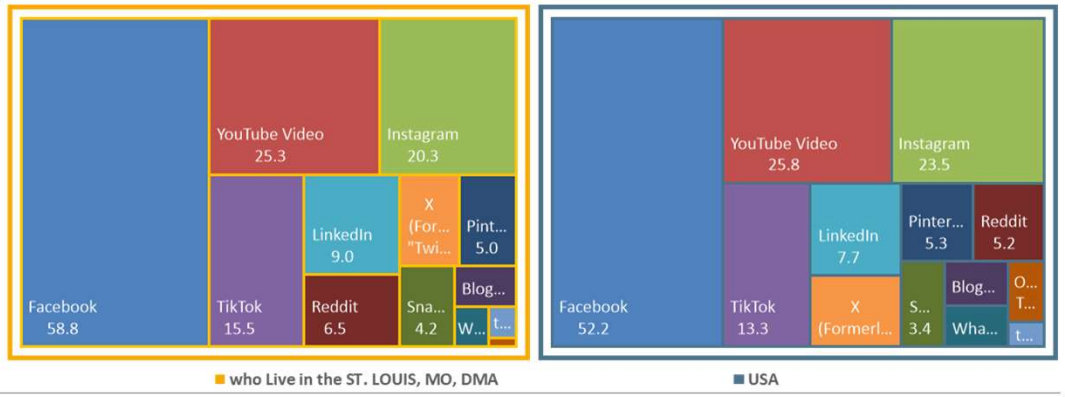
P18+

1,877,540 or 74.9% of Adults 18 or older who Live in the ST. LOUIS, MO, DMA use Ad-Supported Facebook for an average of 50.2 minutes every day representing 36.1% of all time spent daily with Ad-Supported Social Media.

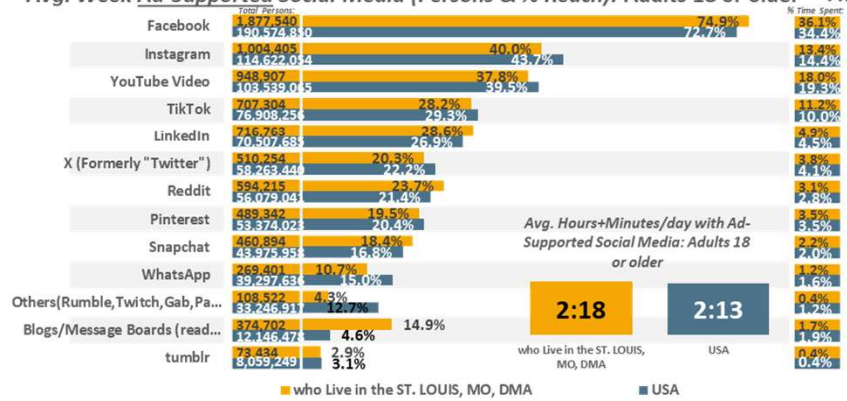
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



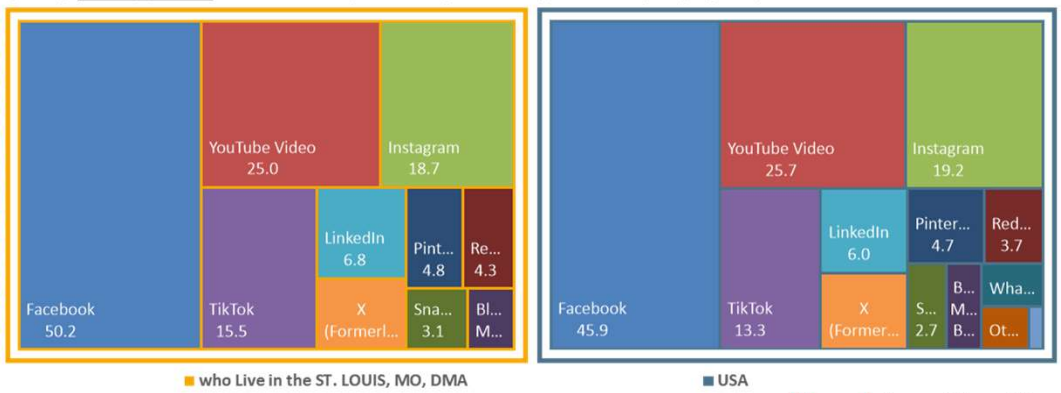
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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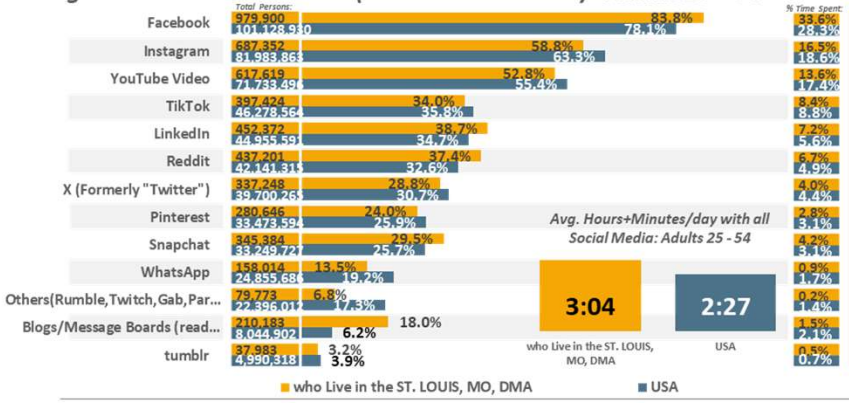
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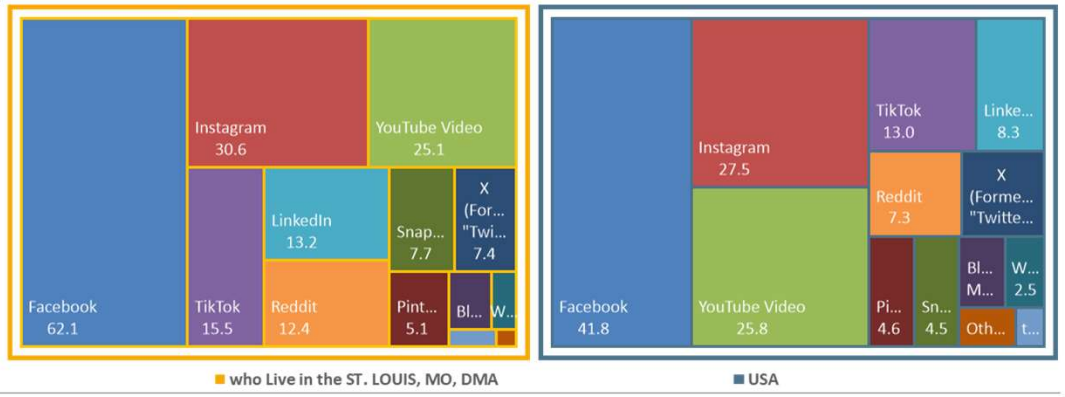
P25-54

954,037 or 81.6% of Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA use Ad-Supported Facebook for an average of 60.3 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.

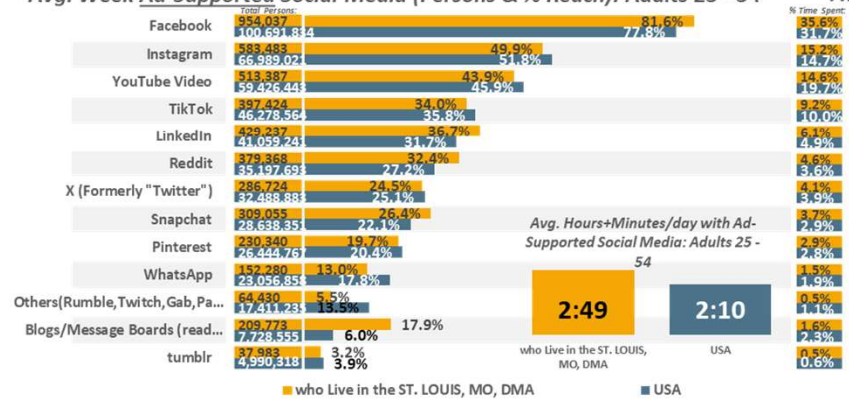
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



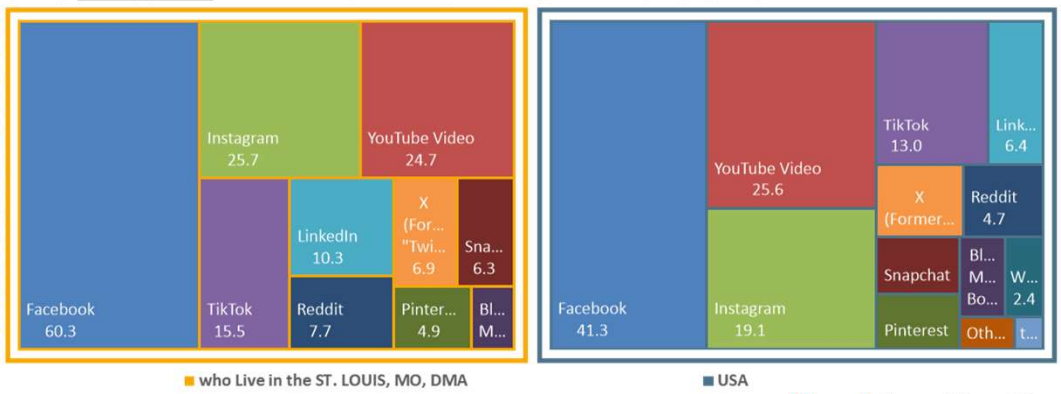
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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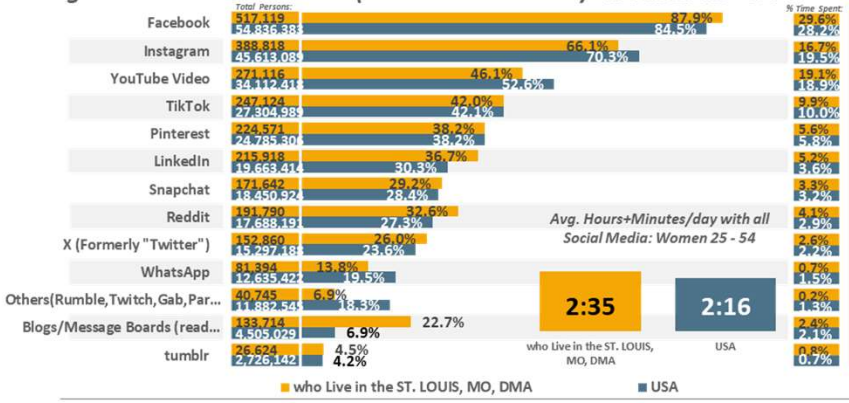
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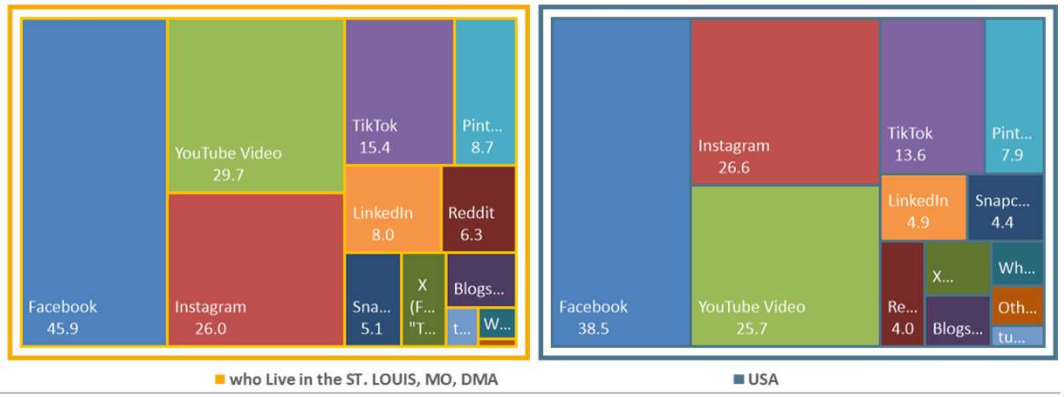
W25-54

502,763 or 85.4% of Women 25 - 54 who Live in the ST. LOUIS, MO, DMA use Ad-Supported Facebook for an average of 44.5 minutes every day representing 30.7% of all time spent daily with Ad-Supported Social Media.

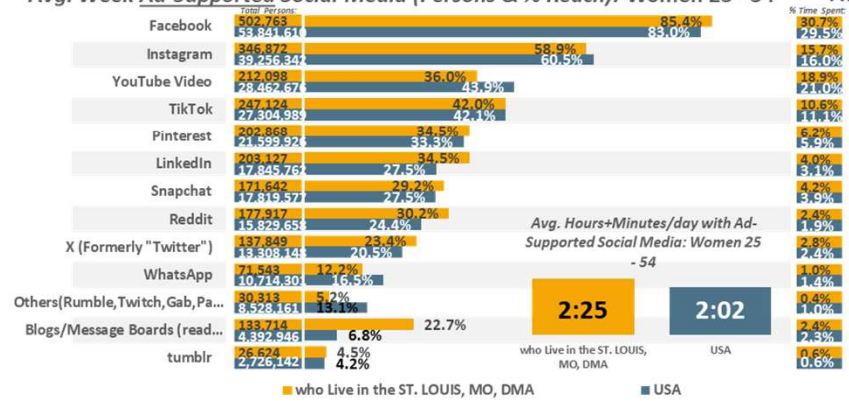
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54



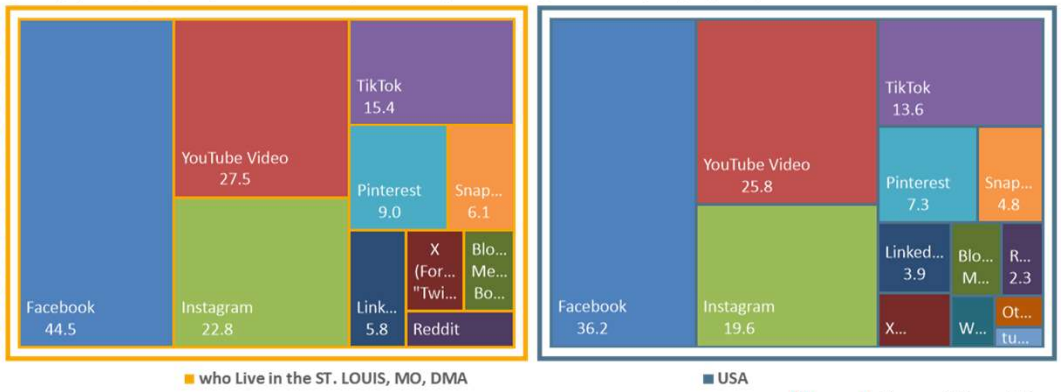
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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USA Projection Scarborough R2 2024: Jul23-Aug24 Qual Intab 23,256

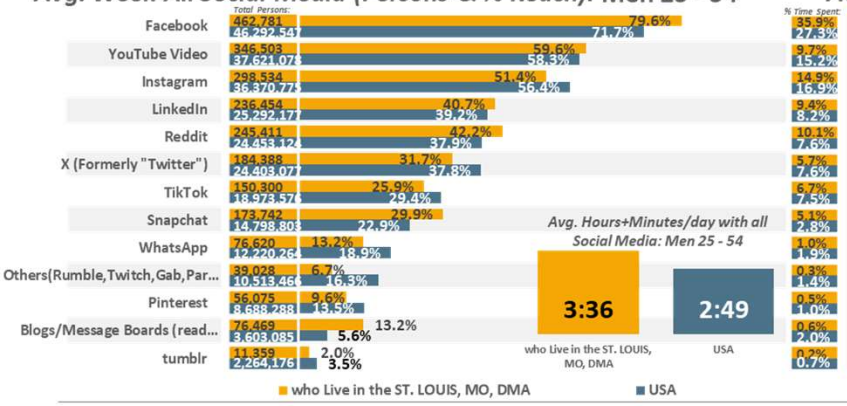
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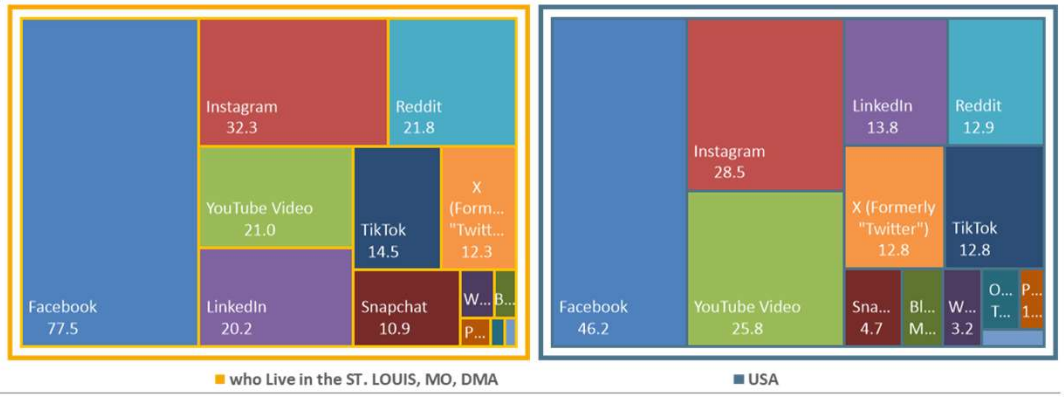
M25-54

451,274 or 77.6% of Men 25 - 54 who Live in the ST. LOUIS, MO, DMA use Ad-Supported Facebook for an average of 74.4 minutes every day representing 38.5% of all time spent daily with Ad-Supported Social Media.

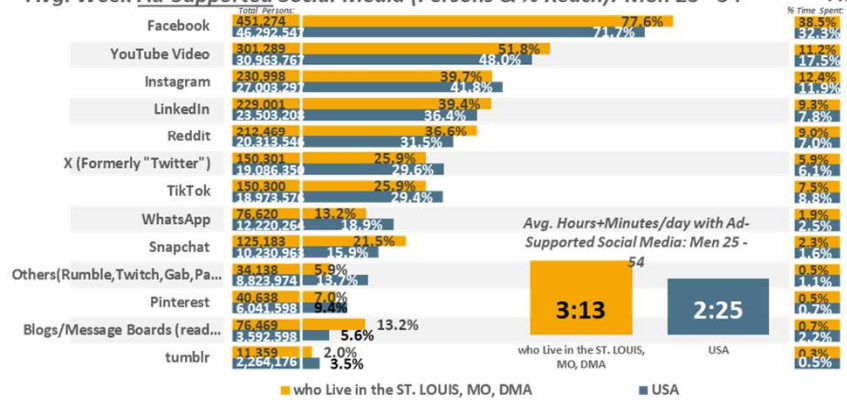
Avg. Week All Social Media (Persons & % Reach): Men 25 - 54



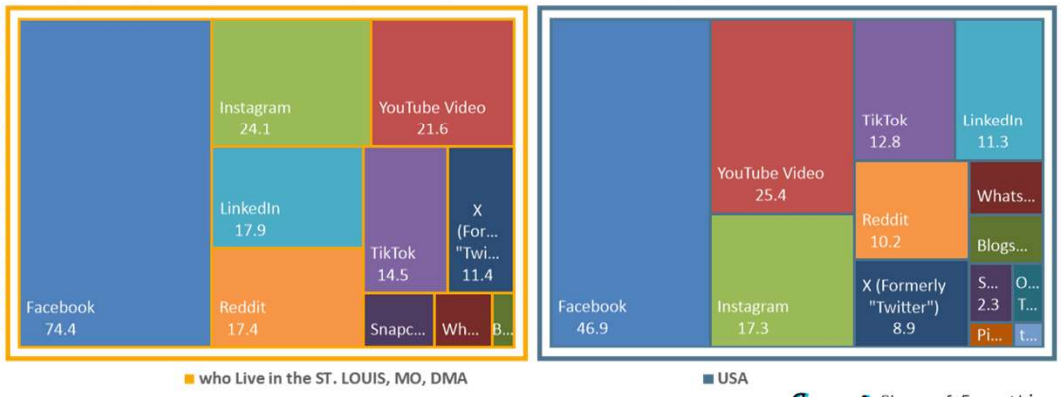
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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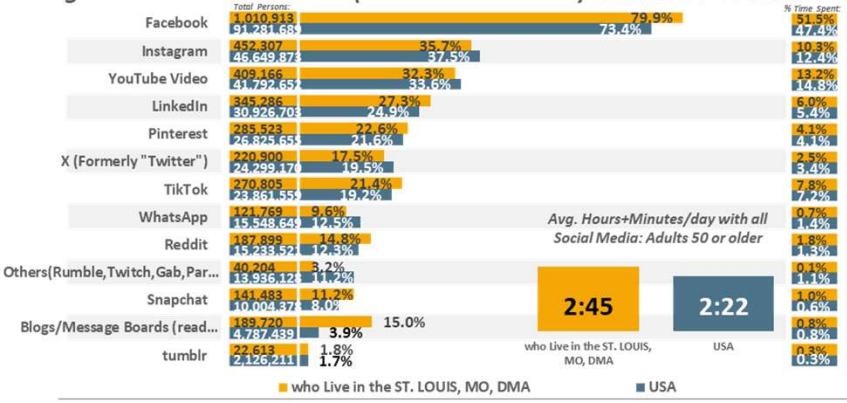
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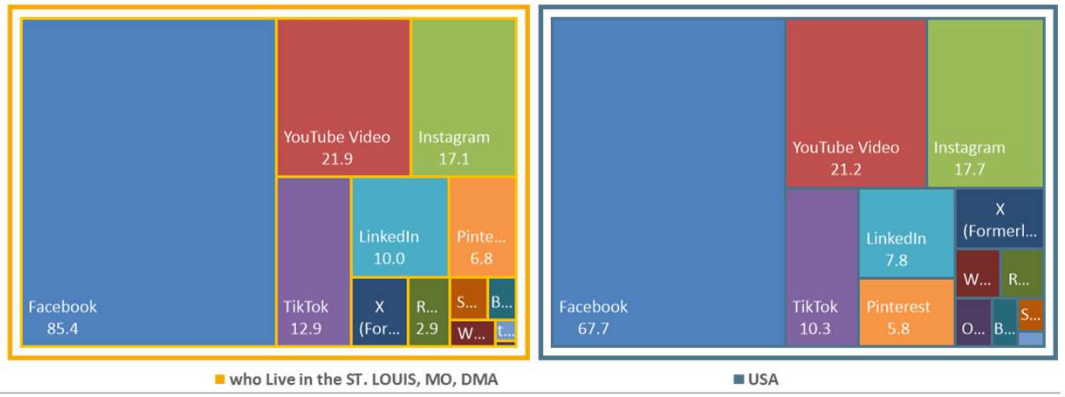
P50+

897,861 or 70.9% of Adults 50 or older who Live in the ST. LOUIS, MO, DMA use Ad-Supported Facebook for an average of 73.9 minutes every day representing 50.2% of all time spent daily with Ad-Supported Social Media.

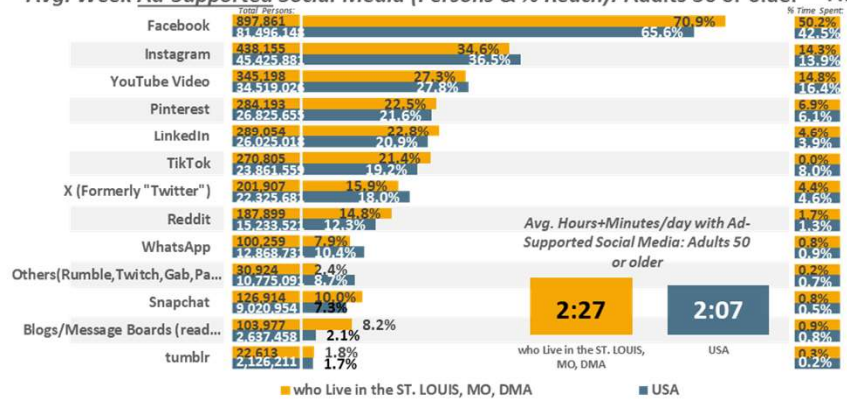
Avg. Week All Social Media (Persons & % Reach): Adults 50 or older



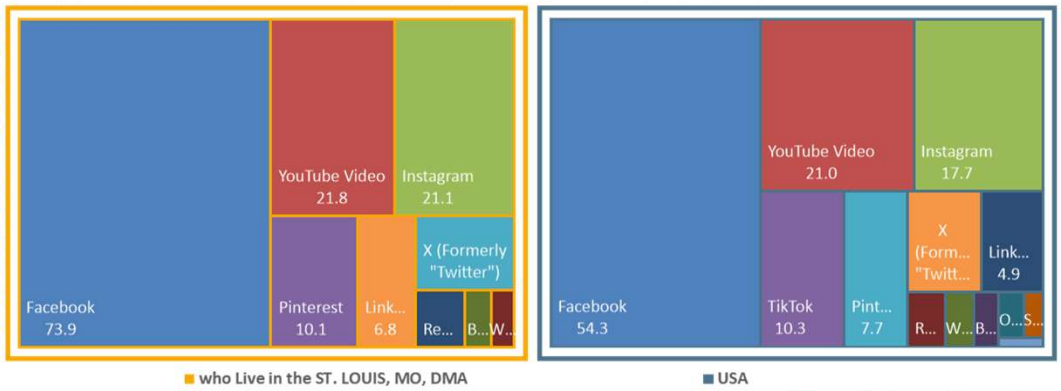
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 50 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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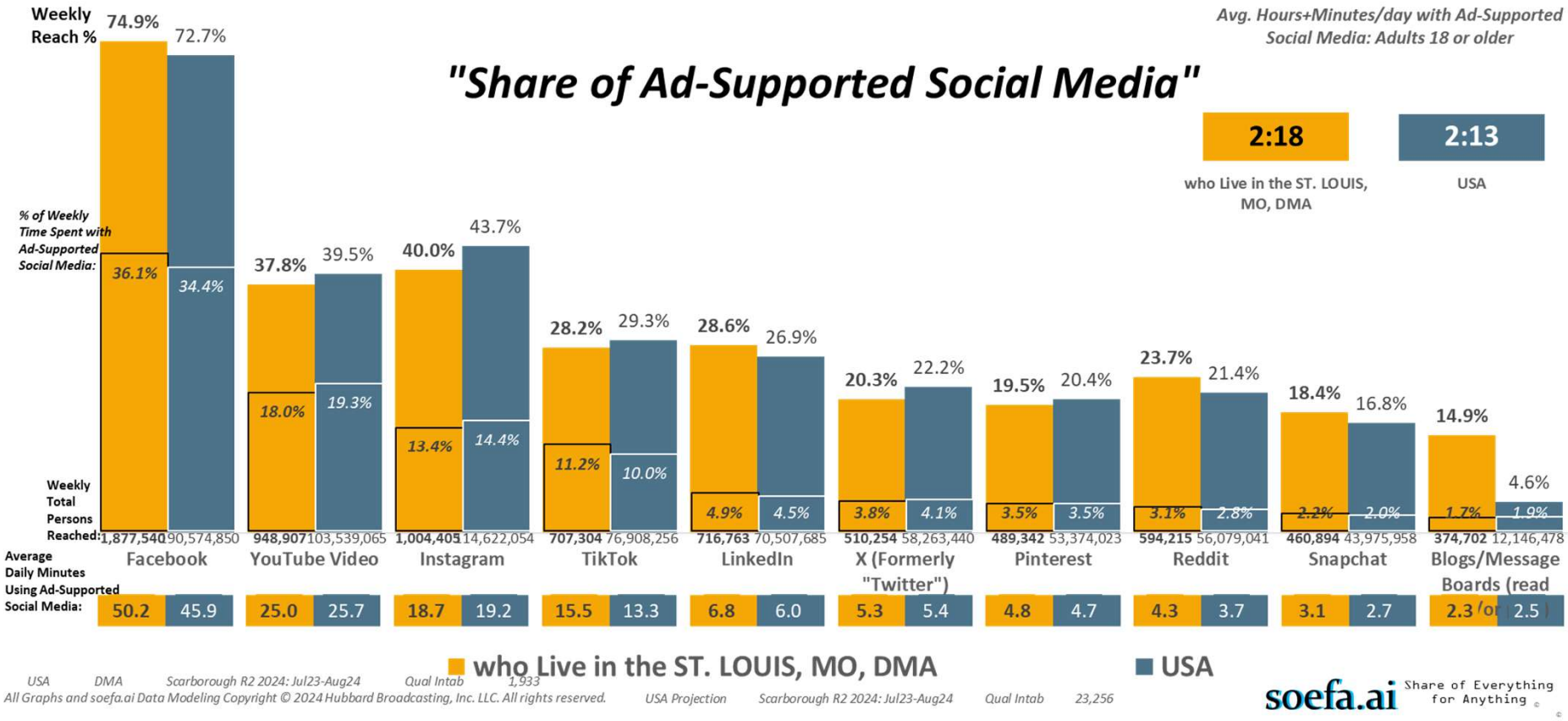
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P18+

1,877,540 or 74.9% of Adults 18 or older who Live in the ST. LOUIS, MO, DMA use Ad-Supported Facebook for an average of 50.2 minutes every day representing 36.1% of all time spent daily with Ad-Supported Social Media.



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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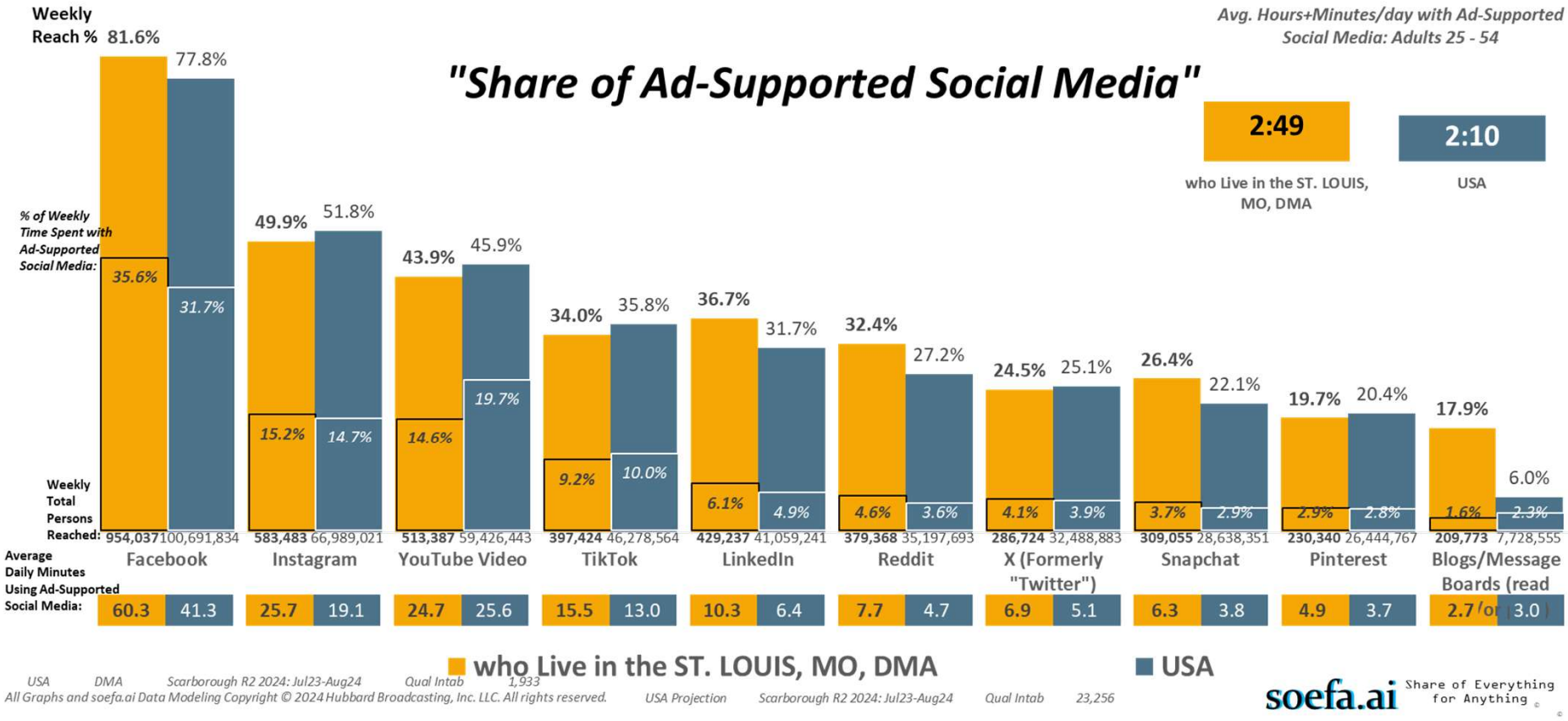
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P25-54

954,037 or 81.6% of Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA use Ad-Supported Facebook for an average of 60.3 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.



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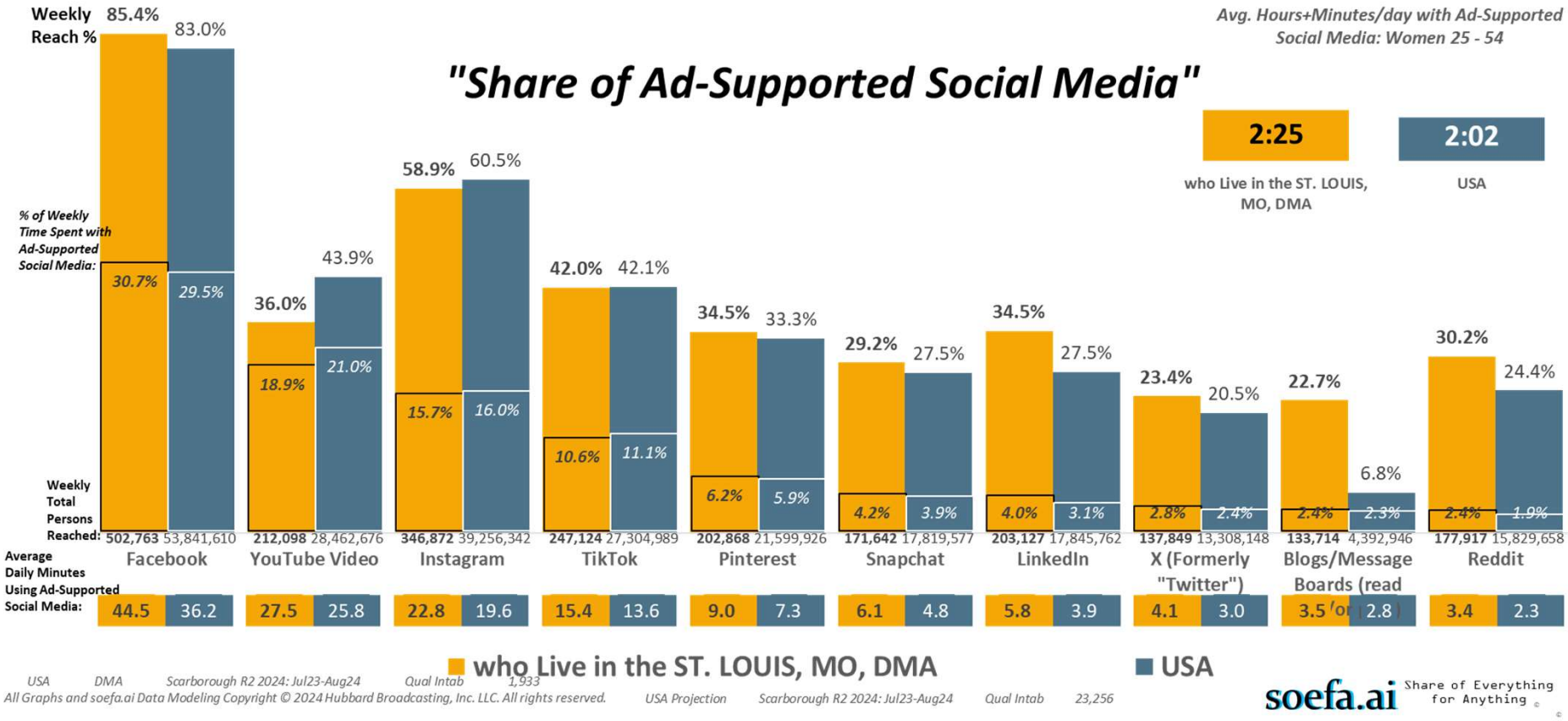
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W25-54

502,763 or 85.4% of Women 25 - 54 who Live in the ST. LOUIS, MO, DMA use Ad-Supported Facebook for an average of 44.5 minutes every day representing 30.7% of all time spent daily with Ad-Supported Social Media.



	Facebook	YouTube Video	Instagram	TikTok	Pinterest	Snapchat	LinkedIn	X (Formerly "Twitter")	Blogs/Message Boards (read	Reddit
Weekly Reach %	85.4%	36.0%	58.9%	42.0%	34.5%	29.2%	34.5%	23.4%	22.7%	30.2%
	83.0%	43.9%	60.5%	42.1%	33.3%	27.5%	27.5%	20.5%	6.8%	24.4%
% of Weekly Time Spent with Ad-Supported Social Media:	30.7%	18.9%	15.7%	10.6%	6.2%	4.2%	4.0%	2.8%	2.4%	2.4%
	29.5%	21.0%	16.0%	11.1%	5.9%	3.9%	3.1%	2.4%	2.3%	1.9%
Weekly Total Persons Reached:	502,763	212,098	346,872	247,124	202,868	171,642	203,127	137,849	133,714	177,917
	53,841,610	28,462,676	39,256,342	27,304,989	21,599,926	17,819,577	17,845,762	13,308,148	4,392,946	15,829,658
Average Daily Minutes Using Ad-Supported Social Media:	44.5	27.5	22.8	15.4	9.0	6.1	5.8	4.1	3.5	3.4
	36.2	25.8	19.6	13.6	7.3	4.8	3.9	3.0	2.8	2.3

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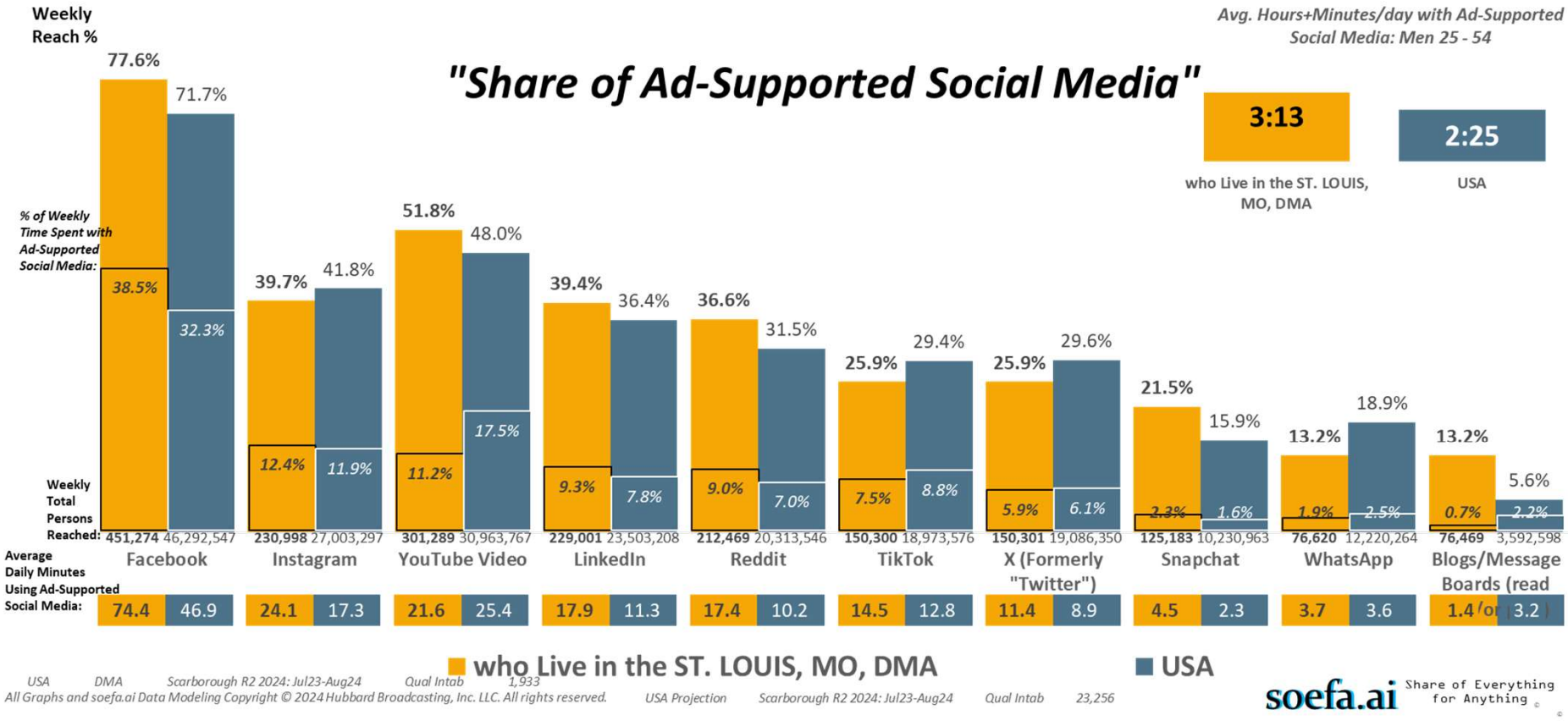
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M25-54

451,274 or 77.6% of Men 25 - 54 who Live in the ST. LOUIS, MO, DMA use Ad-Supported Facebook for an average of 74.4 minutes every day representing 38.5% of all time spent daily with Ad-Supported Social Media.



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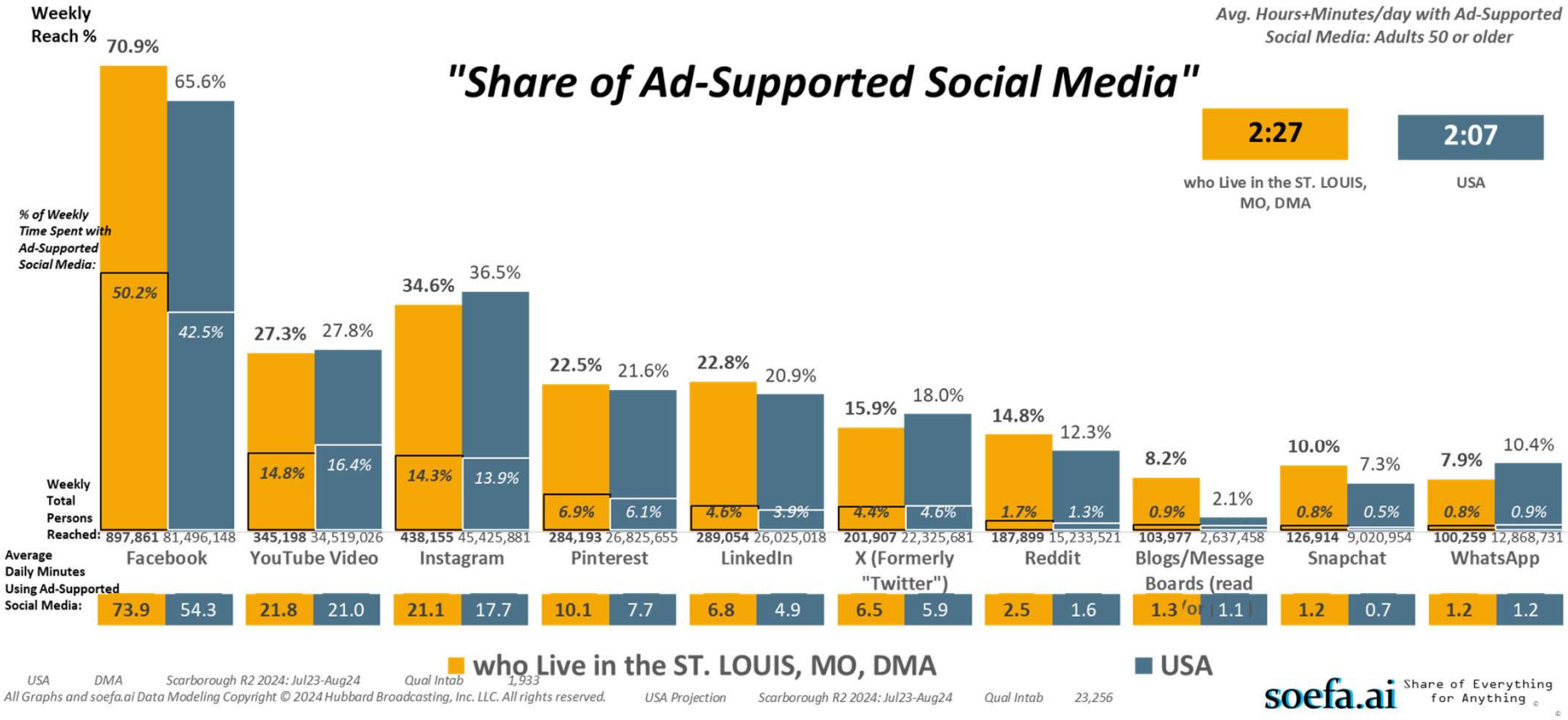
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P50+

897,861 or 70.9% of Adults 50 or older who Live in the ST. LOUIS, MO, DMA use Ad-Supported Facebook for an average of 73.9 minutes every day representing 50.2% of all time spent daily with Ad-Supported Social Media.



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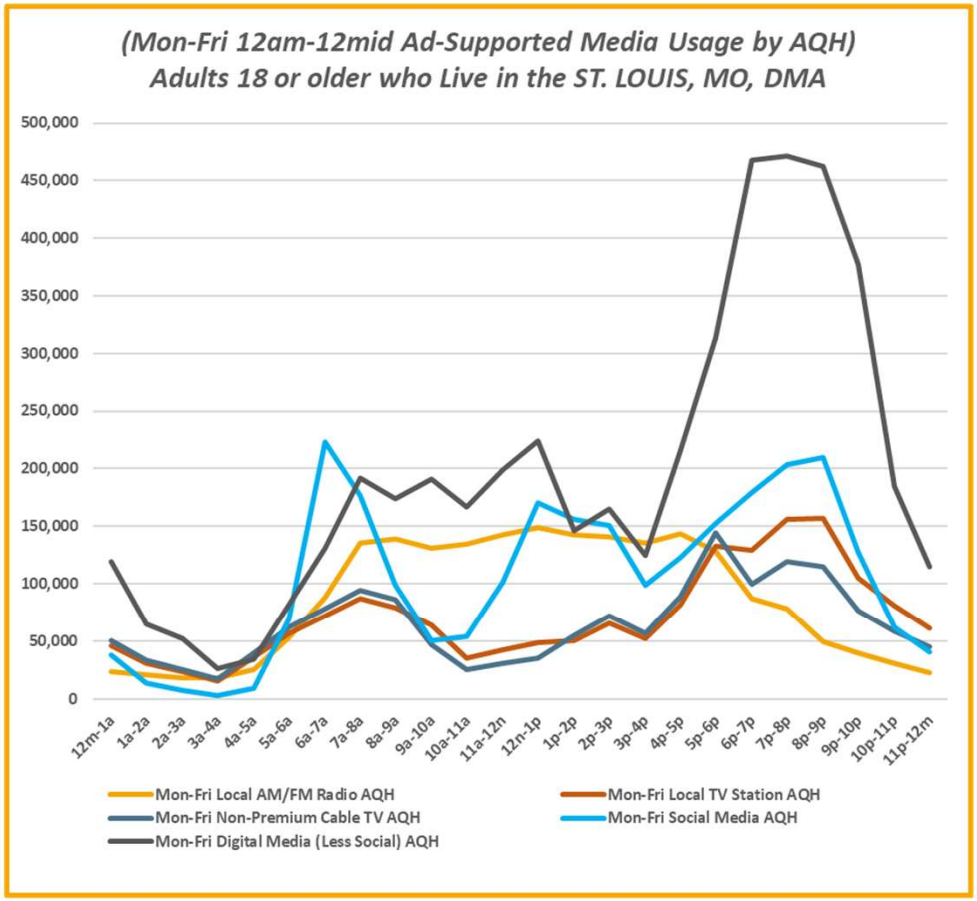
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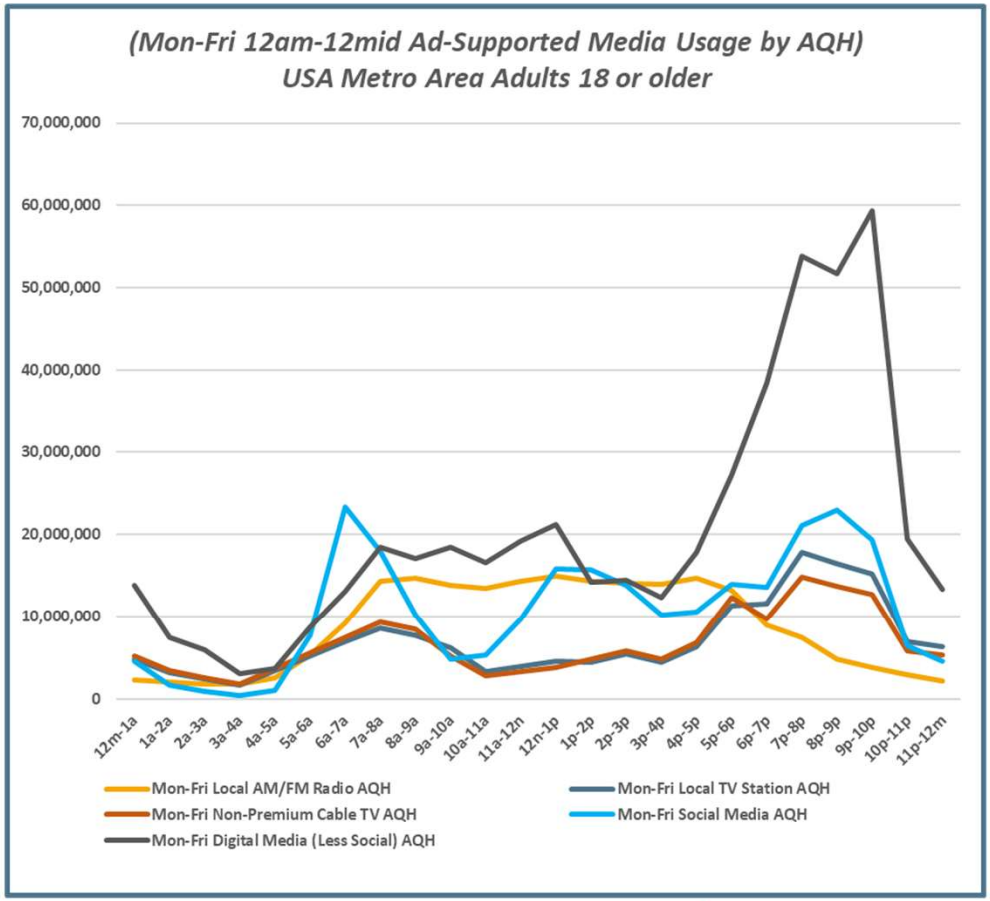
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P18+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 208,538; Social Media: 133,293; Local Radio: 130,650; Local TV: 72,141; Non-Prem. Cable: 70,121 reaching Adults 18 or older who Live in the ST. LOUIS, MO, DMA.





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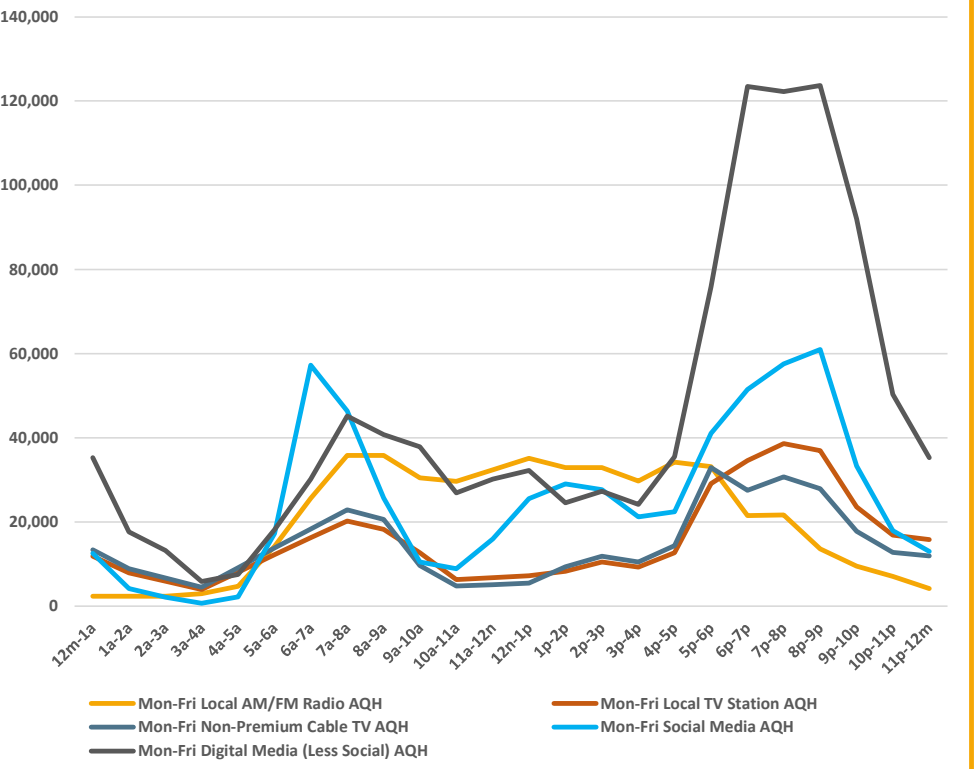
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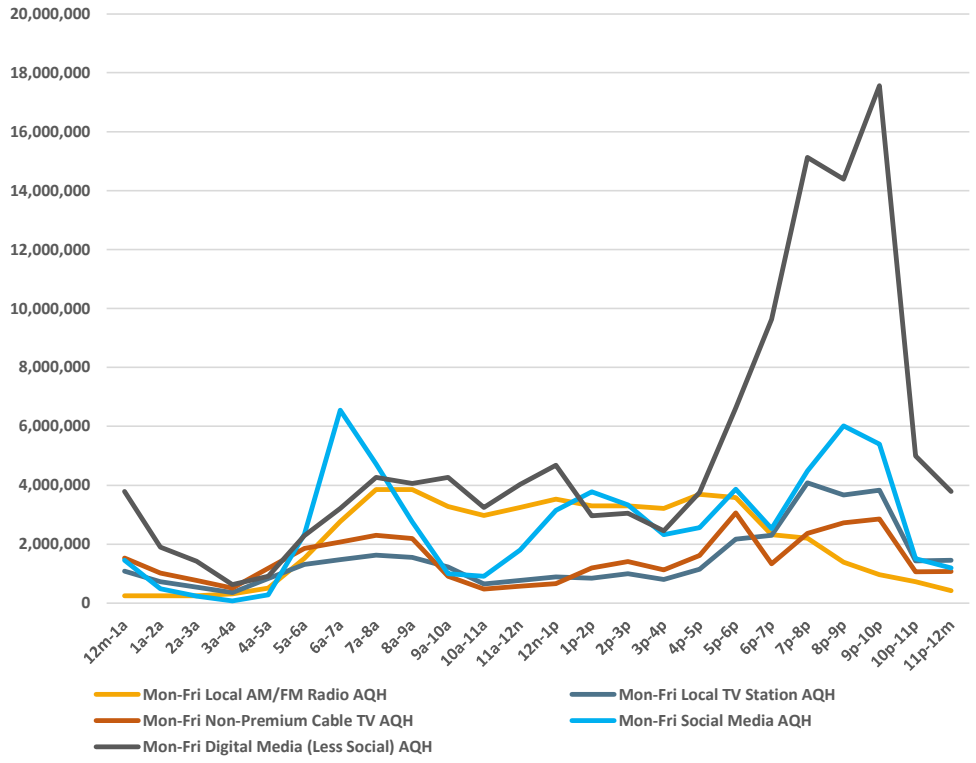
P25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 42,615; Local Radio: 31,489; Social Media: 29,465; Non-Prem. Cable: 14,859; Local TV: 14,777 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 Metro Area Men 25 - 54



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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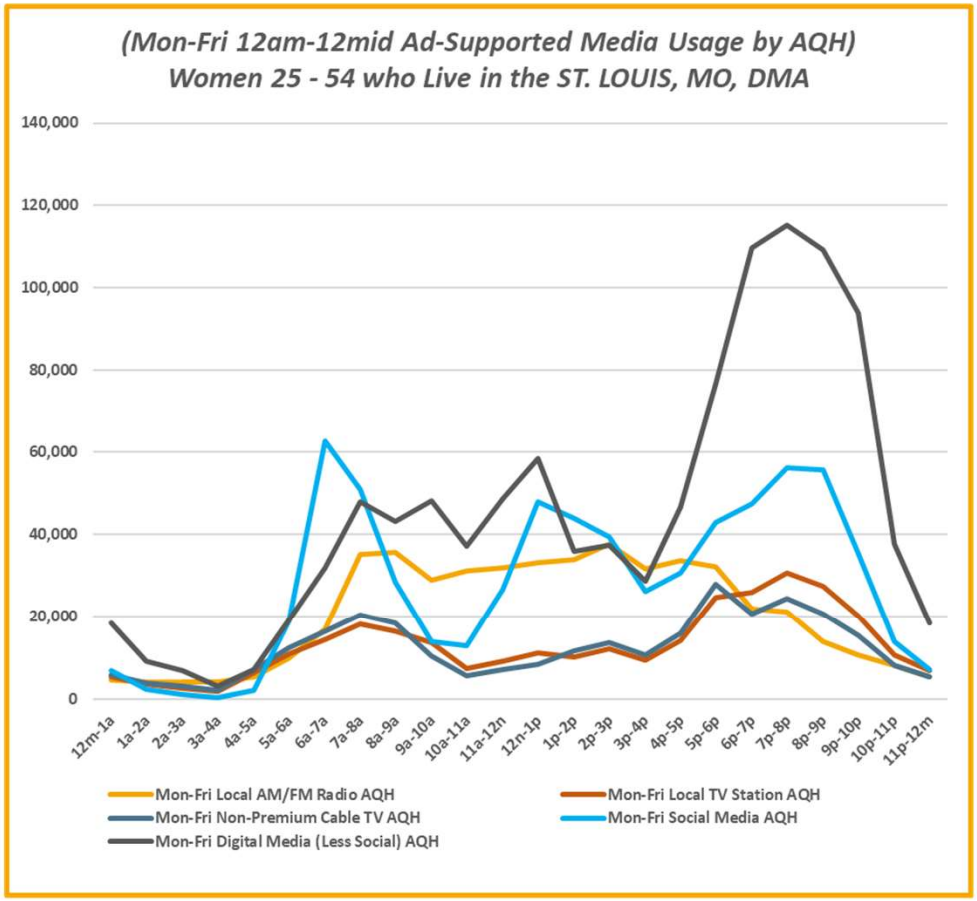
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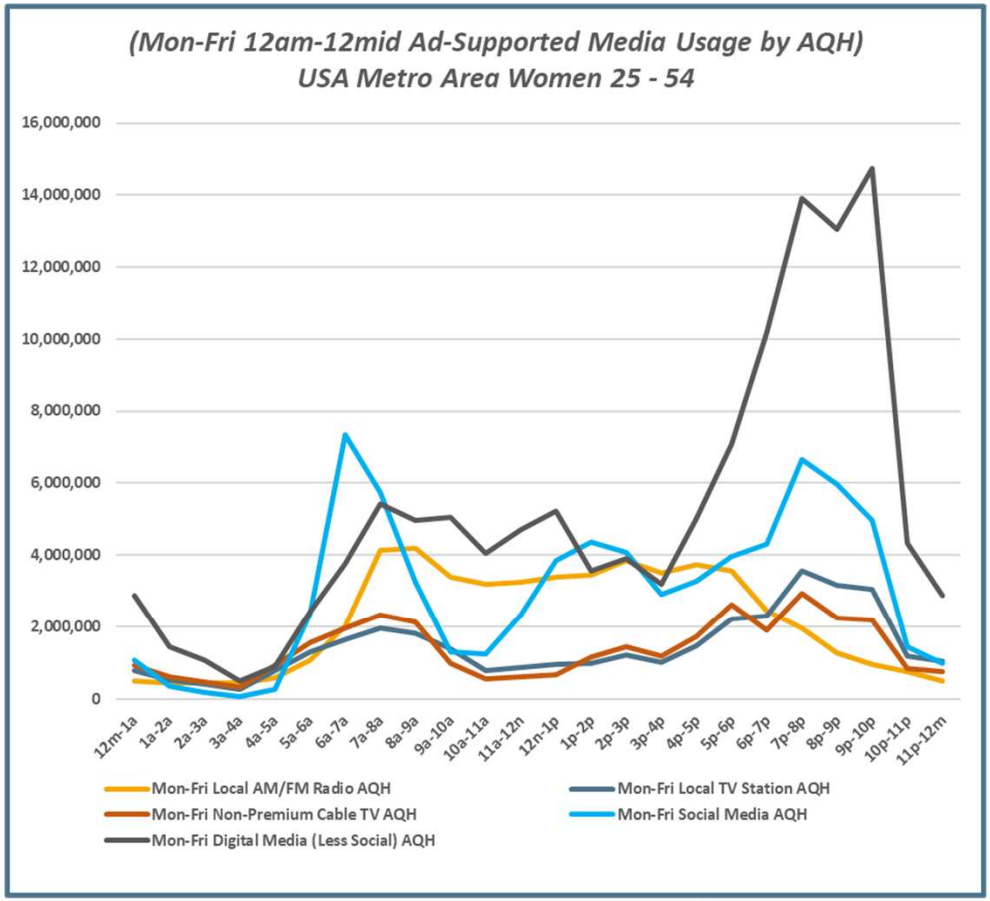
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W25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 50,041; Social Media: 36,468; Local Radio: 31,010; Non-Prem. Cable: 14,309; Local TV: 14,291 reaching Women 25 - 54 who Live in the ST. LOUIS, MO, DMA.





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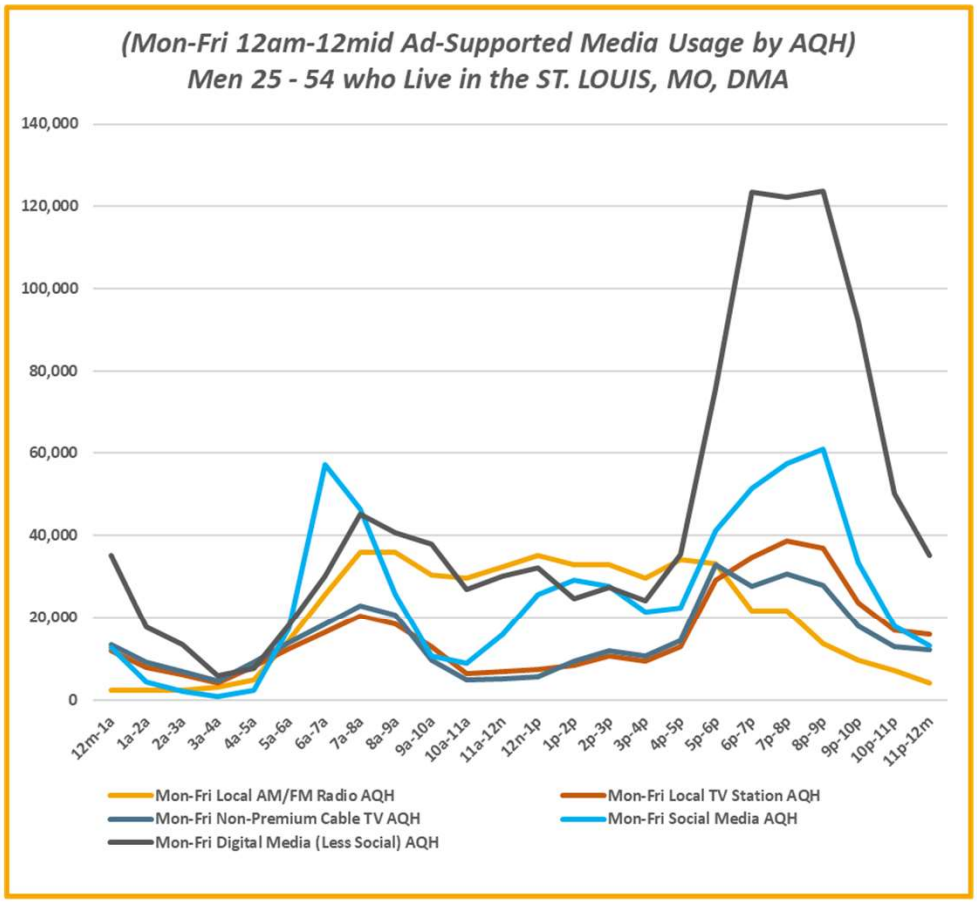
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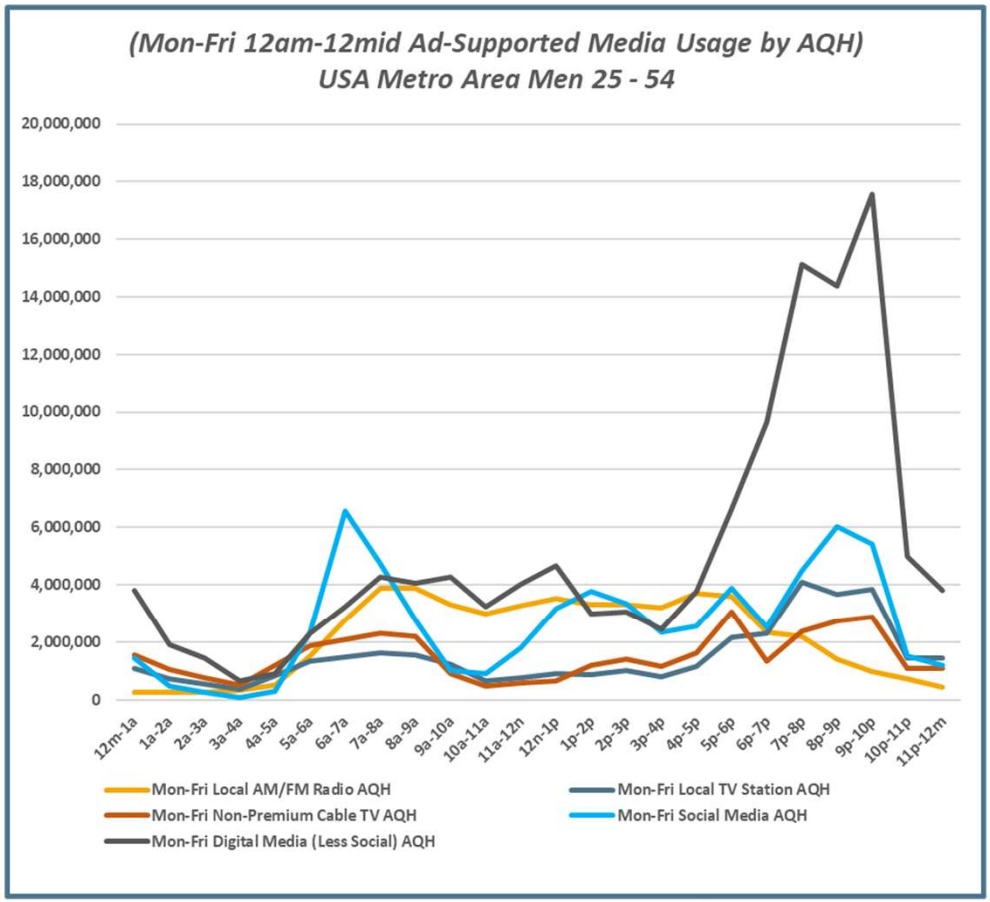
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M25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 42,615; Local Radio: 31,489; Social Media: 29,465; Non-Prem. Cable: 14,859; Local TV: 14,777 reaching Men 25 - 54 who Live in the ST. LOUIS, MO, DMA.





USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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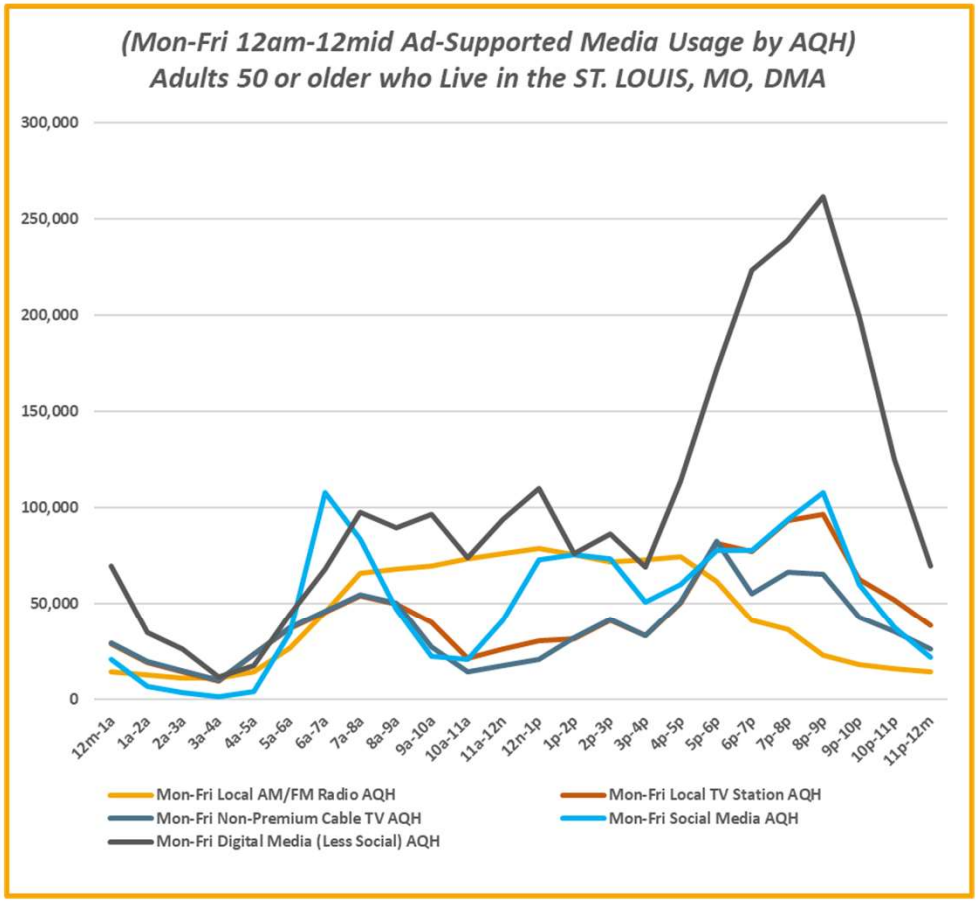
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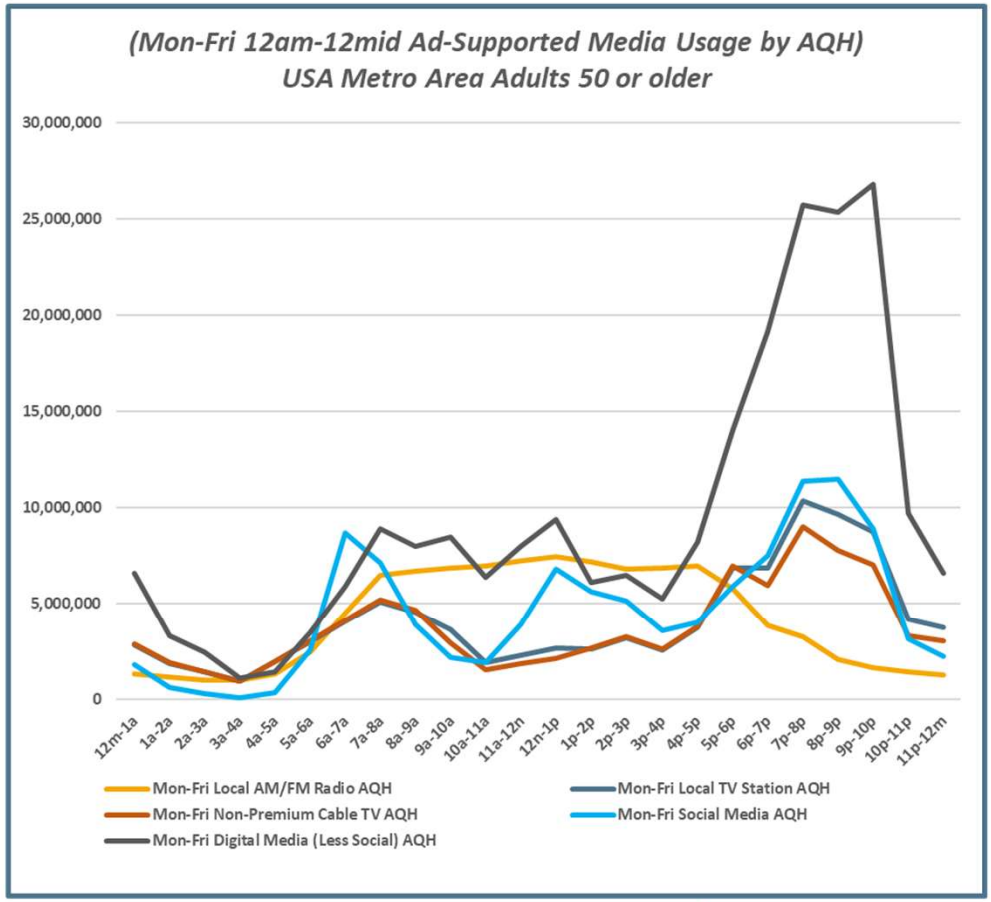
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P50+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 105,567; Local Radio: 67,302; Social Media: 62,406; Local TV: 44,683; Non-Prem. Cable: 40,489 reaching Adults 50 or older who Live in the ST. LOUIS, MO, DMA.





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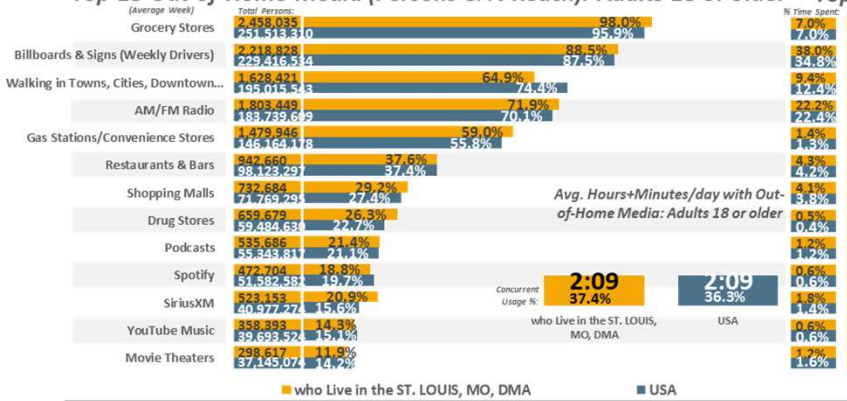
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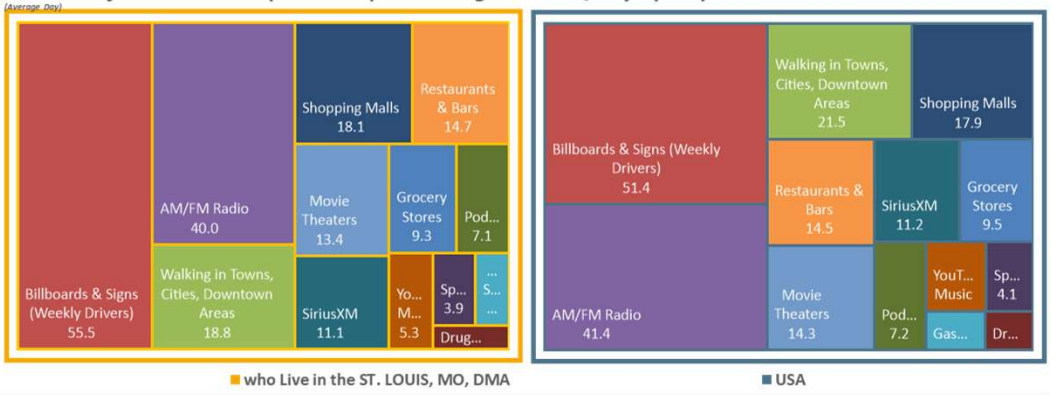
P18+

2,218,828 or 88.5% of Adults 18 or older who Live in the ST. LOUIS, MO, DMA spend an average of 55.5 minutes per day driving, seeing Billboards and Signs. 69.2% Listen to Local Radio Stations Out-of-Home for an average of 37.7 minutes/day.

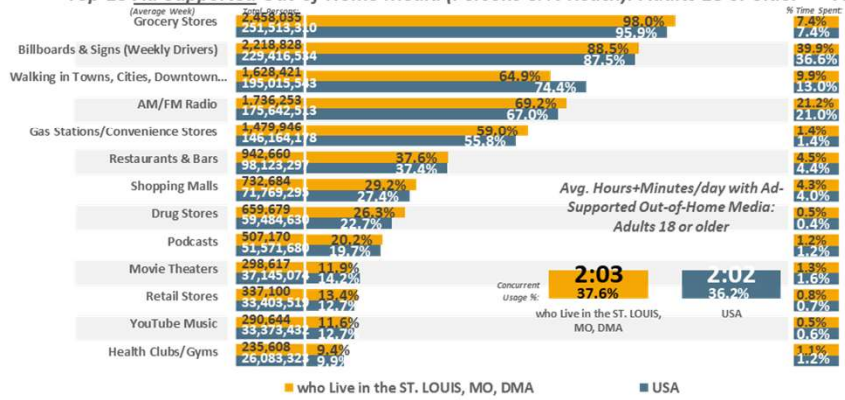
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



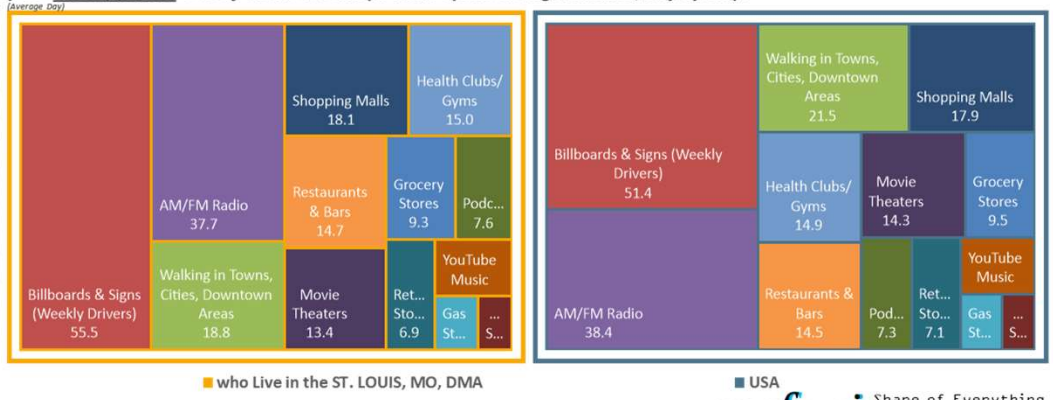
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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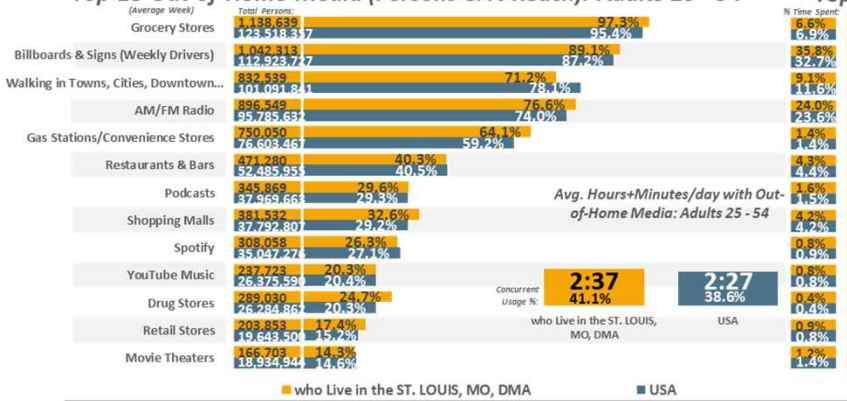
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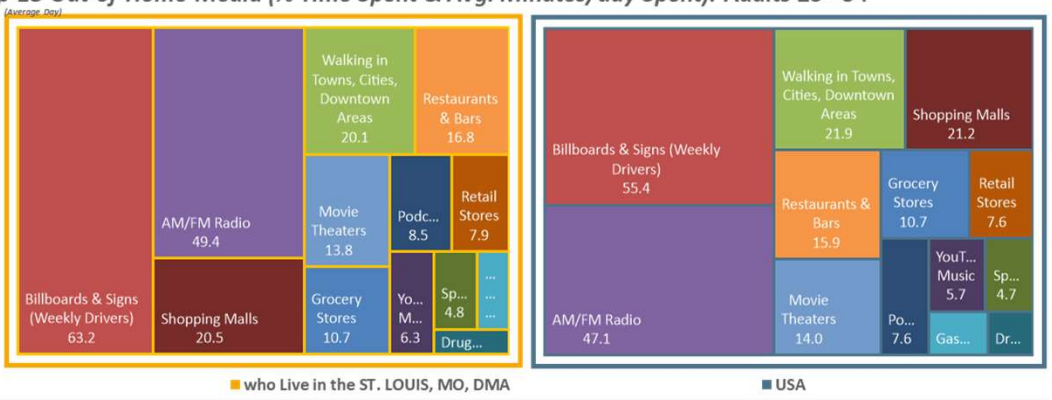
P25-54

1,042,313 or 89.1% of Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an average of 63.2 minutes per day driving, seeing Billboards and Signs. 74.4% Listen to Local Radio Stations Out-of-Home for an average of 46.7 minutes/day.

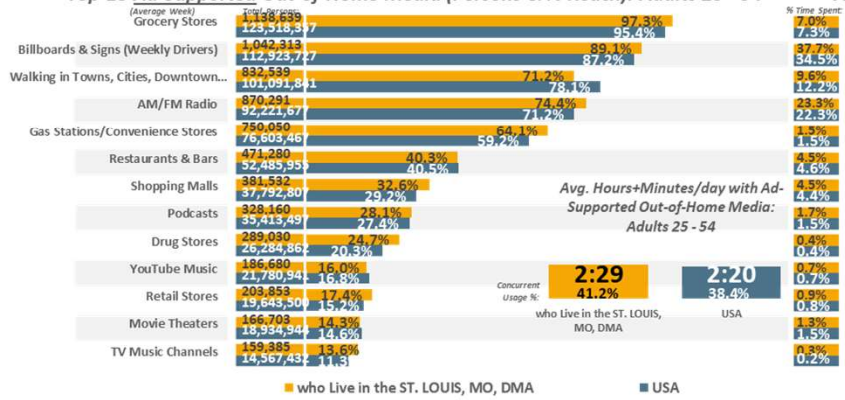
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



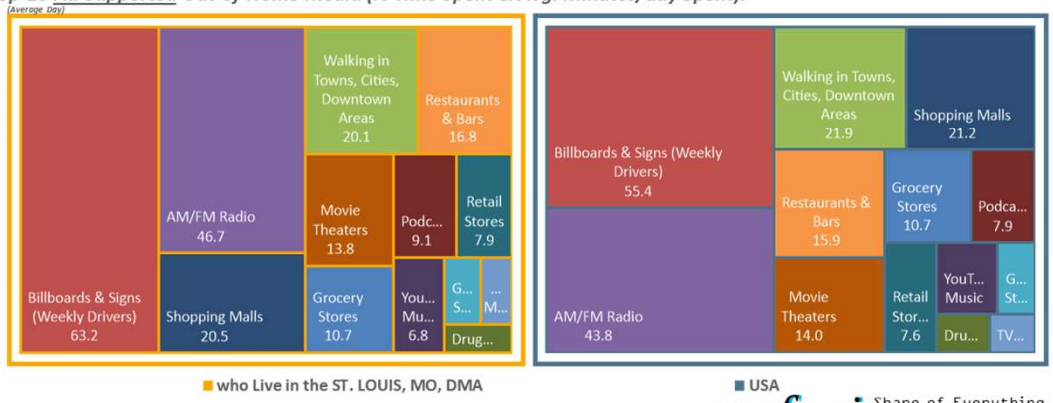
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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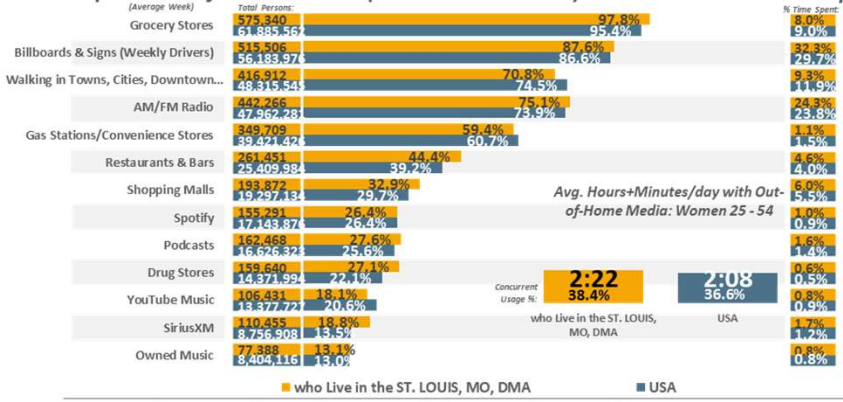
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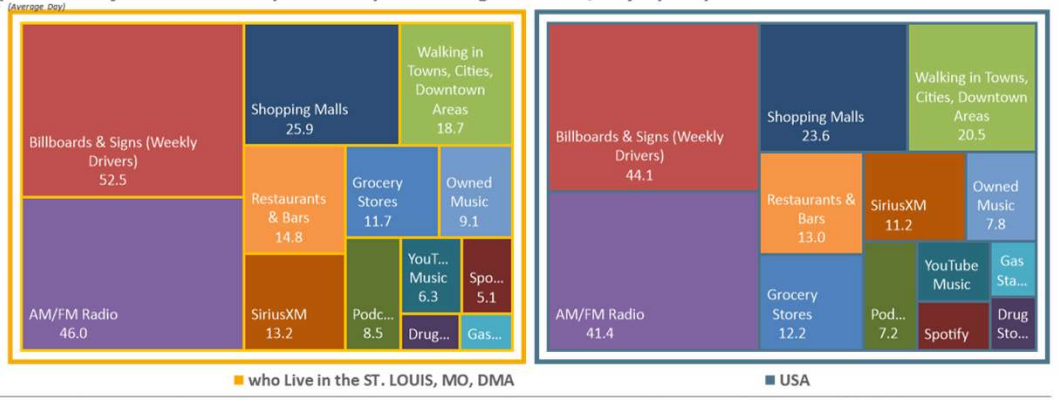
W25-54

515,506 or 87.6% of Women 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an average of 52.5 minutes per day driving, seeing Billboards and Signs. 73.3% Listen to Local Radio Stations Out-of-Home for an average of 43.7 minutes/day.

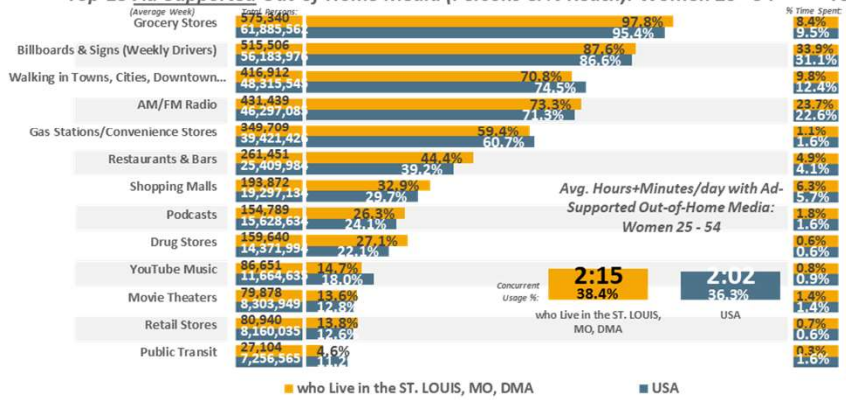
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



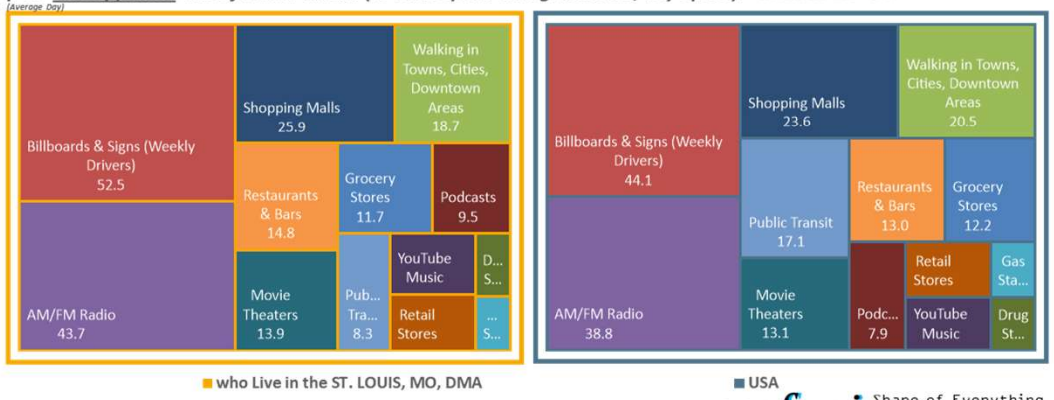
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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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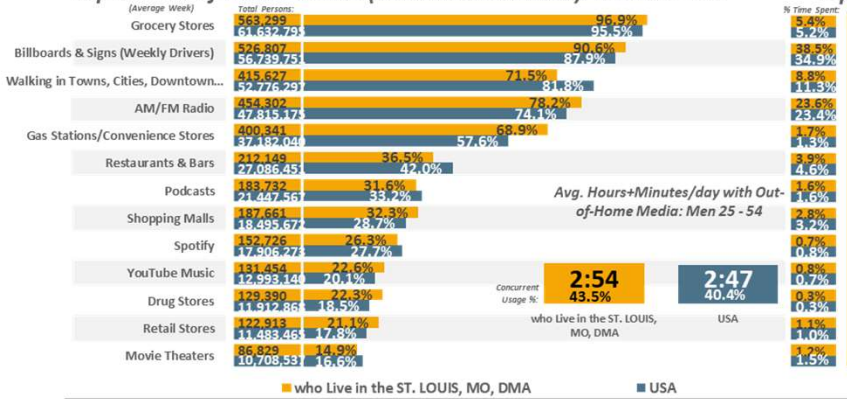
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M25-54

526,807 or 90.6% of Men 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an average of 74. minutes per day driving, seeing Billboards and Signs. 75.5% Listen to Local Radio Stations Out-of-Home for an average of 49.5 minutes/day.

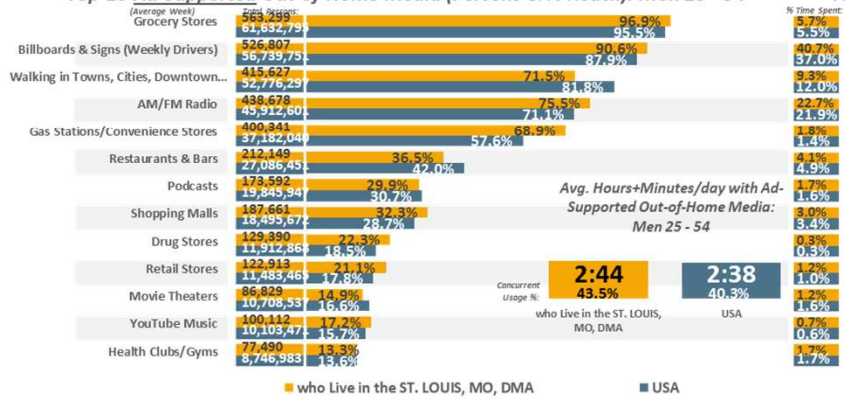
Top-13 Out-of-Home Media (Persons & % Reach): Men 25 - 54



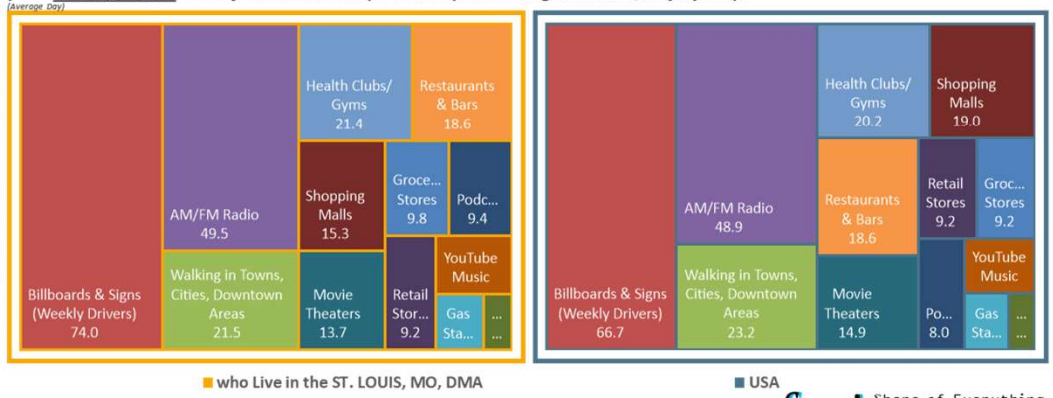
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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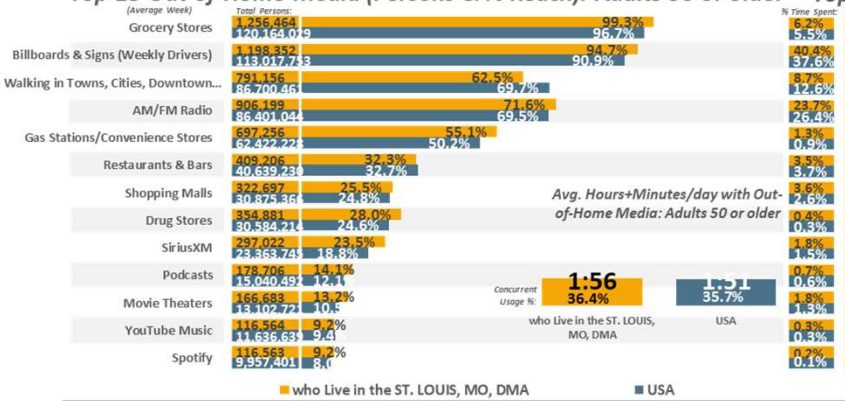
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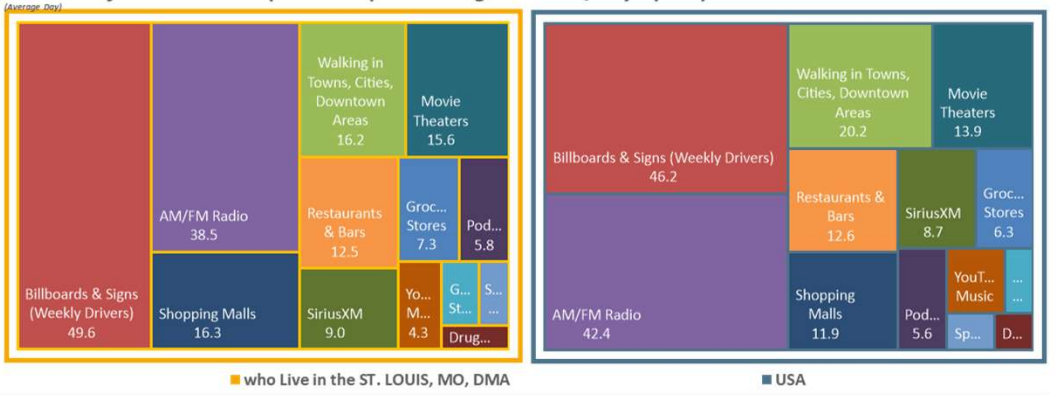
P50+

1,198,352 or 94.7% of Adults 50 or older who Live in the ST. LOUIS, MO, DMA spend an average of 49.6 minutes per day driving, seeing Billboards and Signs. 68.1% Listen to Local Radio Stations Out-of-Home for an average of 36.6 minutes/day.

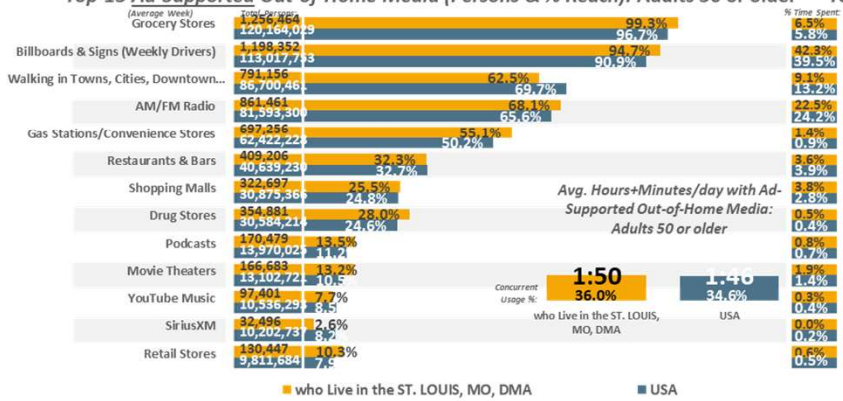
Top-13 Out-of-Home Media (Persons & % Reach): Adults 50 or older



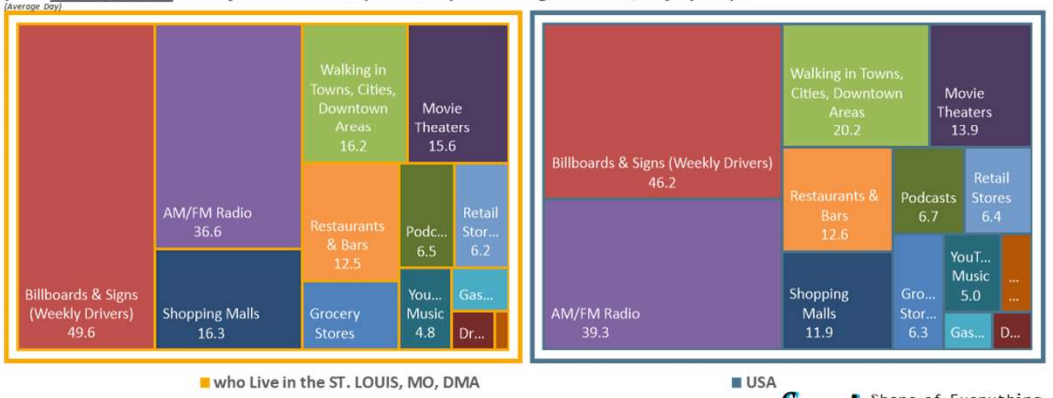
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 50 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



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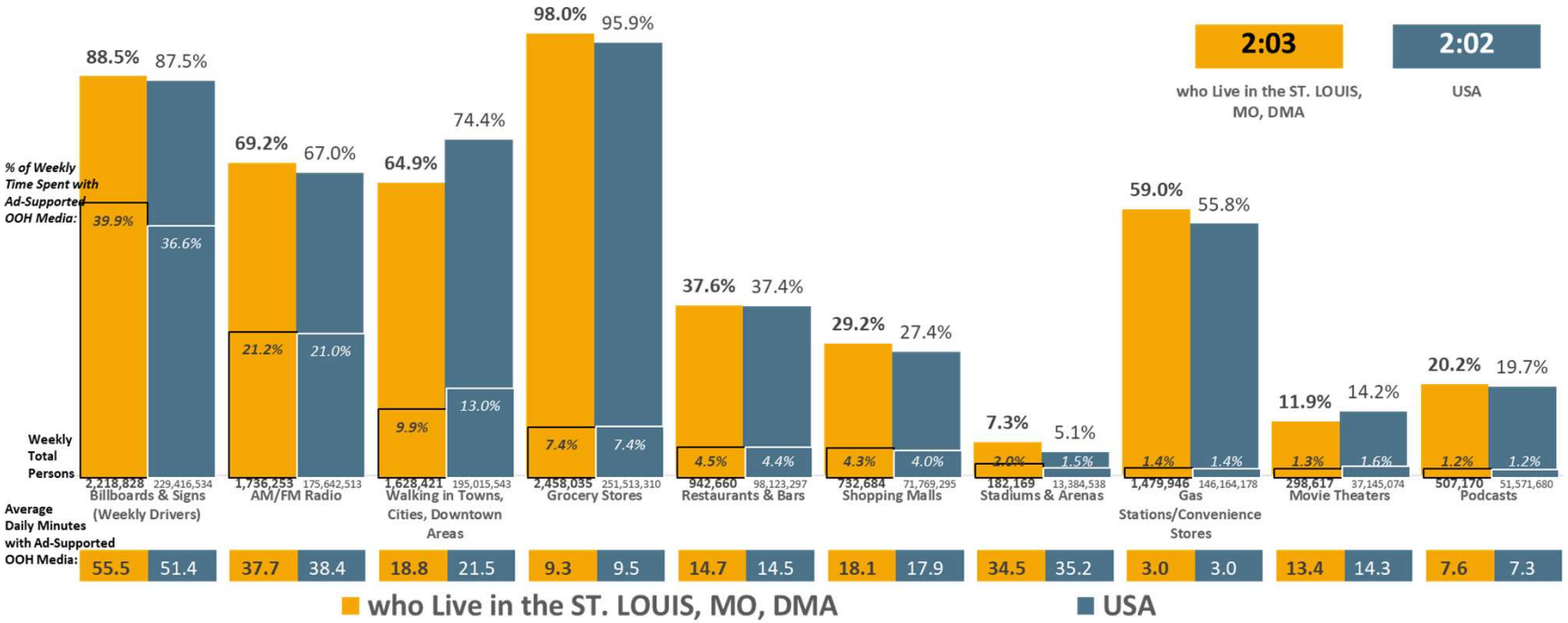


P18+

2,218,828 or 88.5% of Adults 18 or older who Live in the ST. LOUIS, MO, DMA spend an average of 55.5 minutes per day driving, seeing Billboards and Signs representing 39.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



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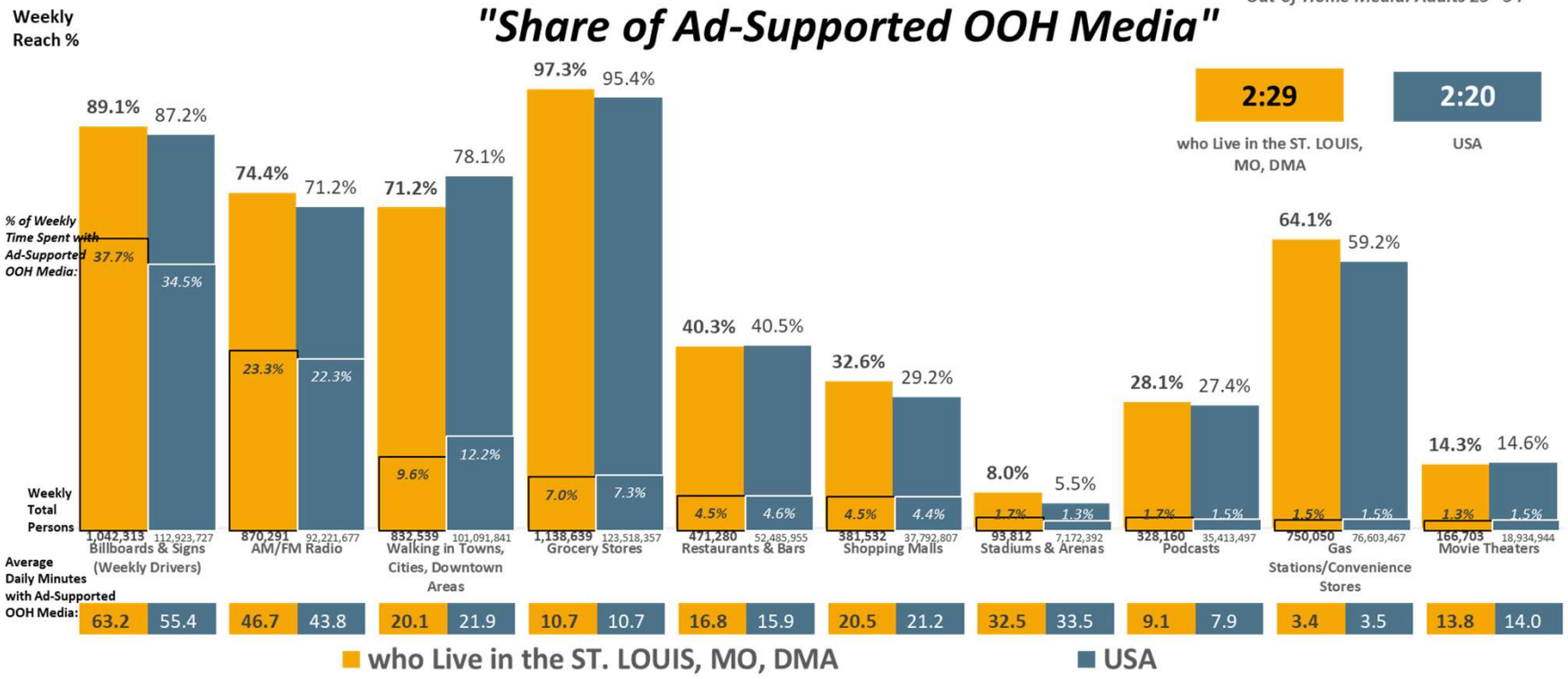


P25-54

1,042,313 or 89.1% of Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an average of 63.2 minutes per day driving, seeing Billboards and Signs representing 37.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



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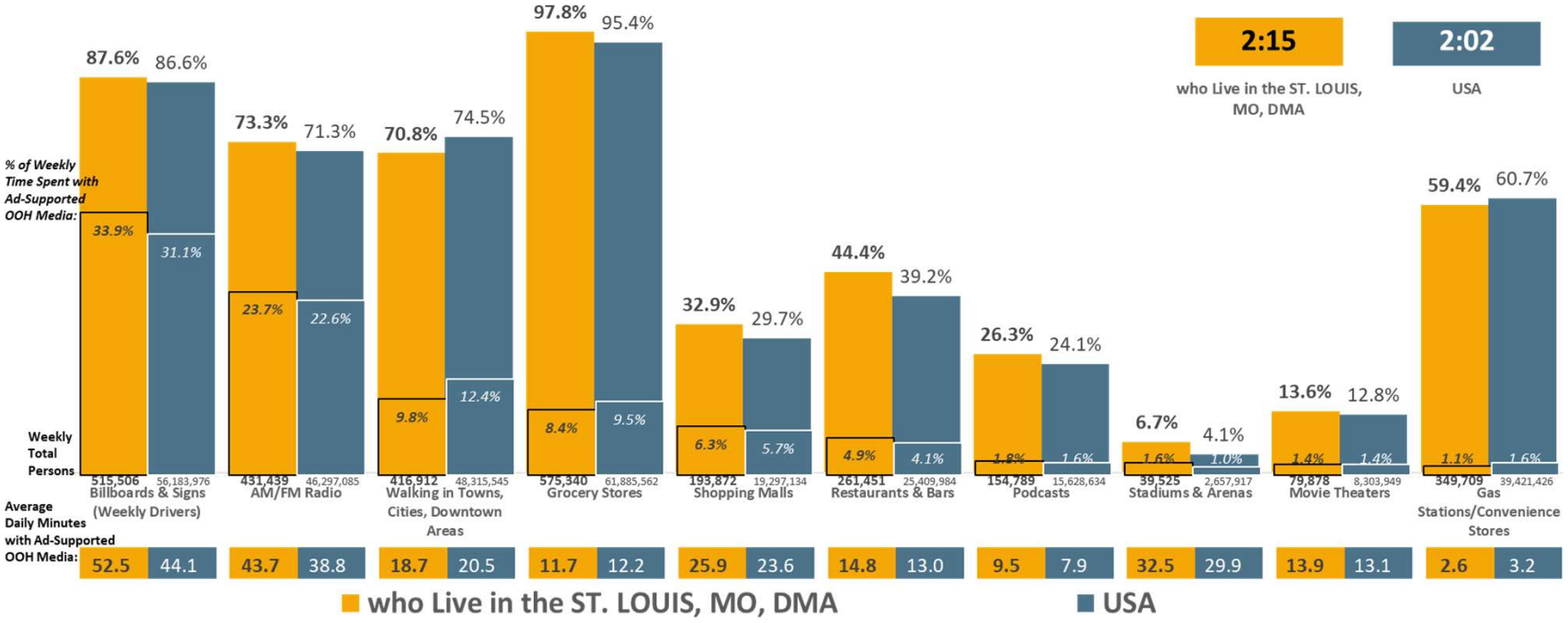


W25-54

515,506 or 87.6% of Women 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an average of 52.5 minutes per day driving, seeing Billboards and Signs representing 33.9% of all Time Spent with Ad-Supported Out-of-Home Media.

"Share of Ad-Supported OOH Media"

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



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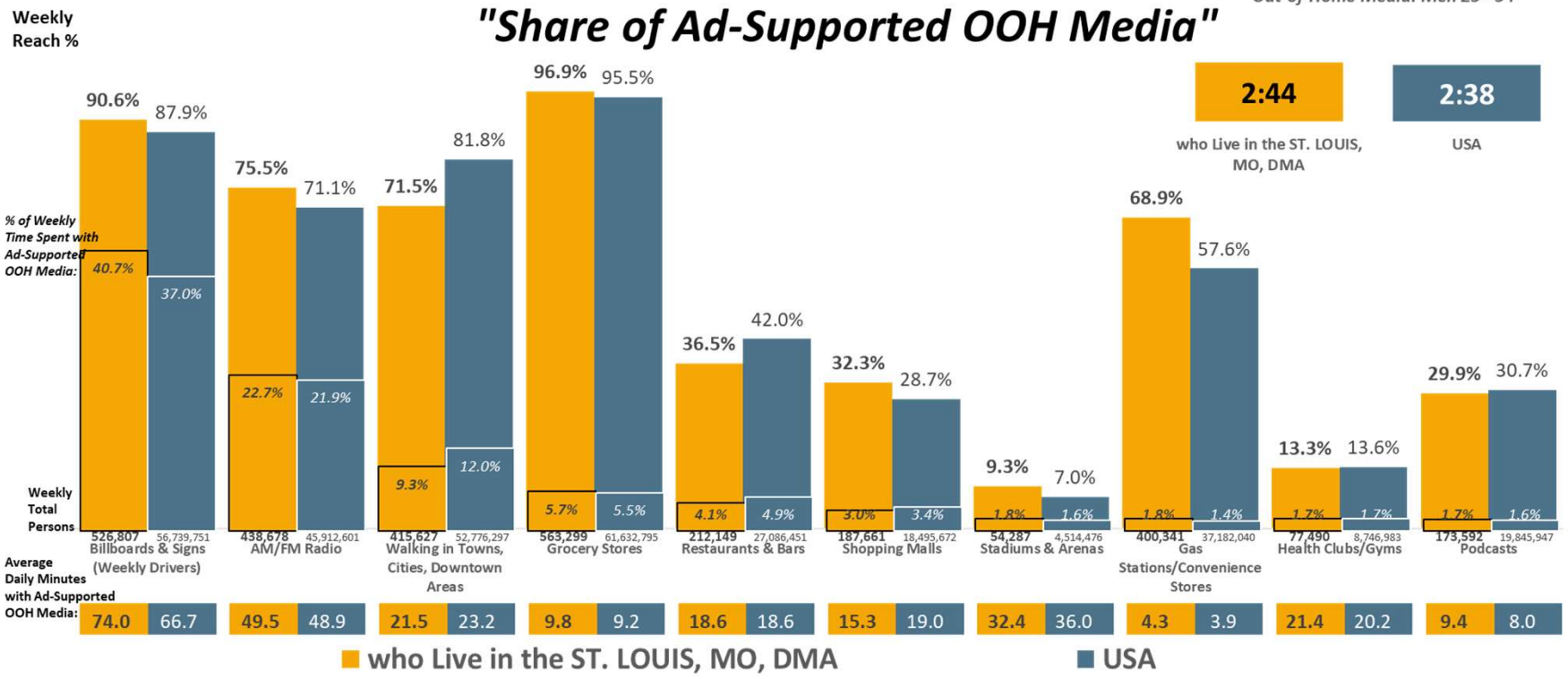


M25-54

526,807 or 90.6% of Men 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an average of 74. minutes per day driving, seeing Billboards and Signs representing 40.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



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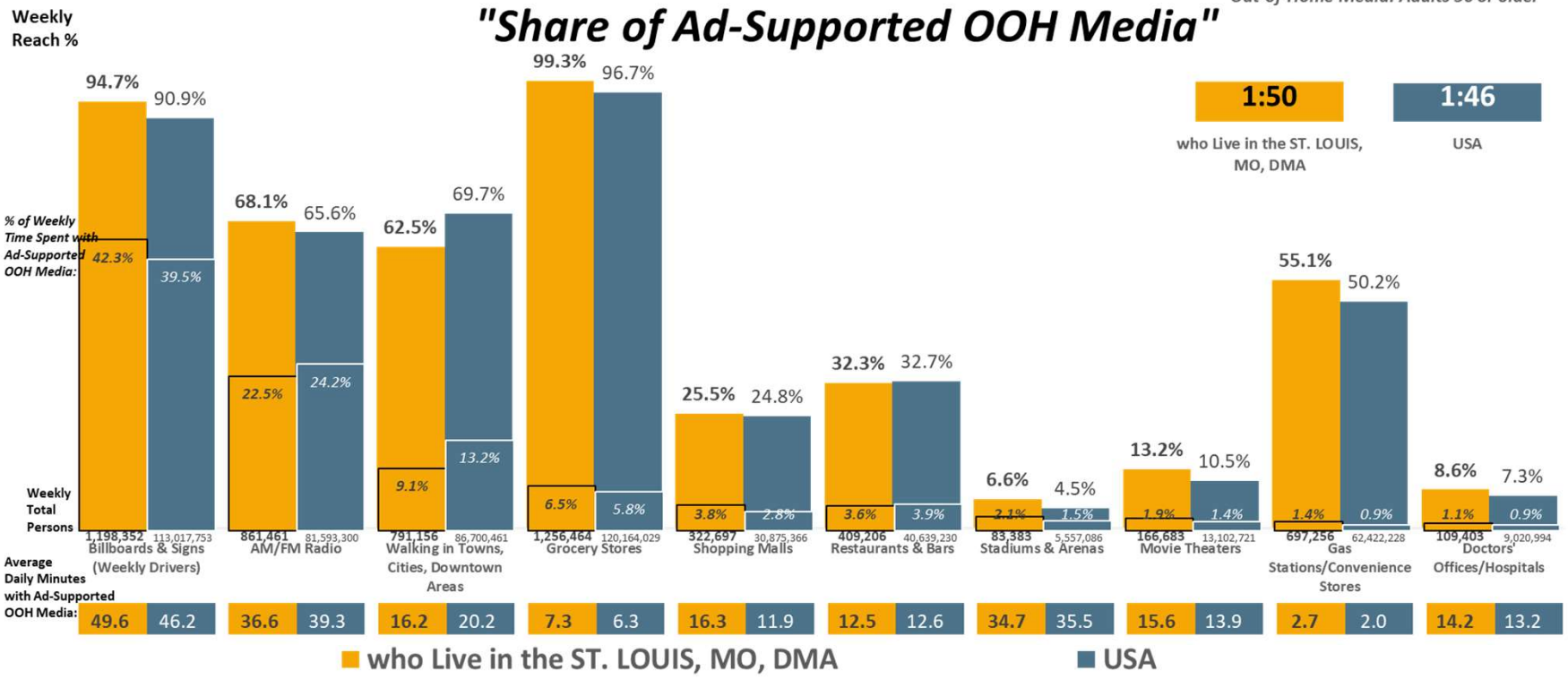


P50+

1,198,352 or 94.7% of Adults 50 or older who Live in the ST. LOUIS, MO, DMA spend an average of 49.6 minutes per day driving, seeing Billboards and Signs representing 42.3% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 50 or older

"Share of Ad-Supported OOH Media"



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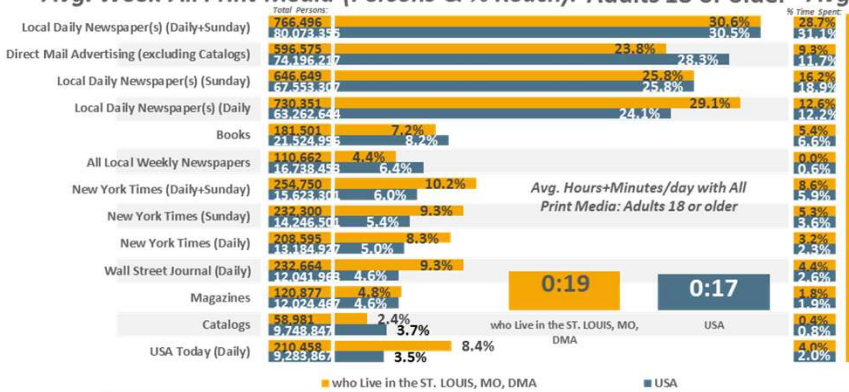
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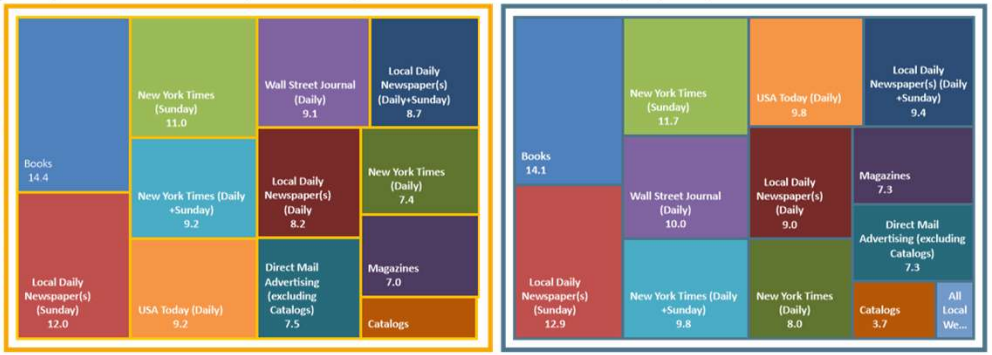
P18+

766,496 or 30.6% of Adults 18 or older who Live in the ST. LOUIS, MO, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 30.4% of all time spent daily with All forms of Print Media.

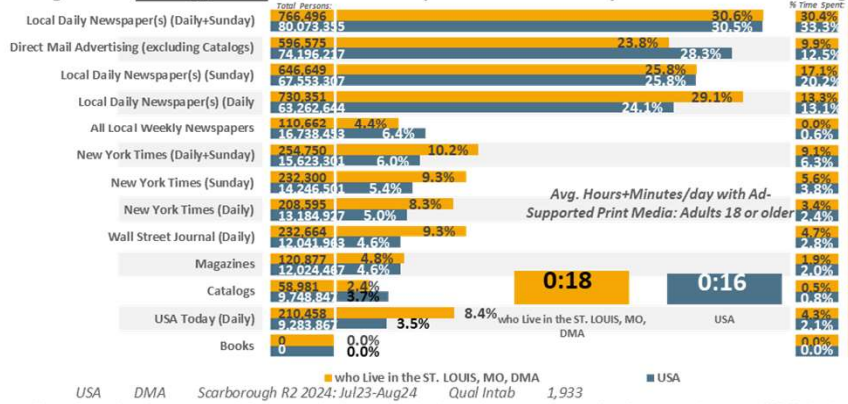
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



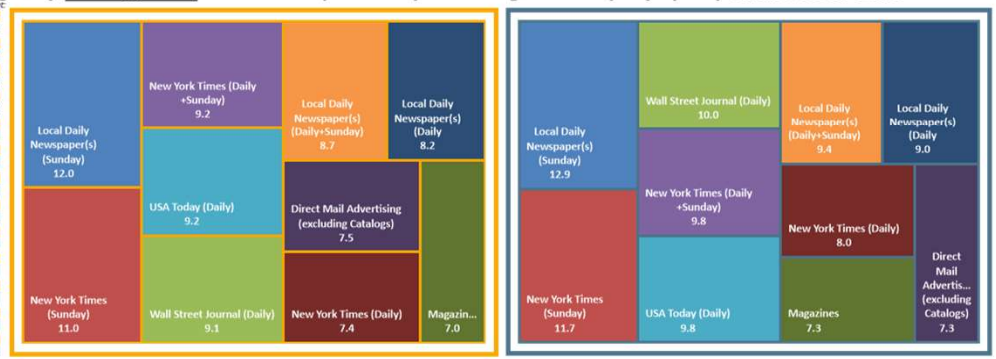
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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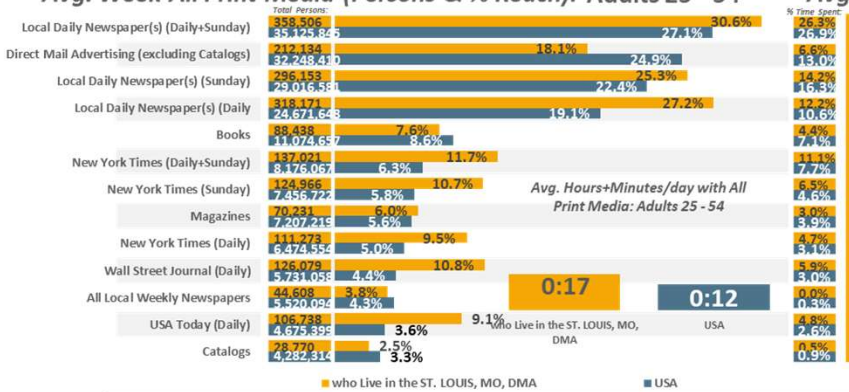
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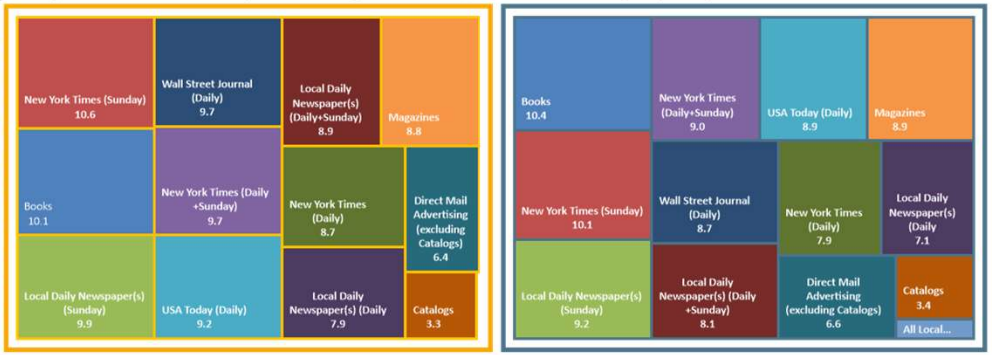
P25-54

358,506 or 30.6% of Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 27.5% of all time spent daily with All forms of Print Media.

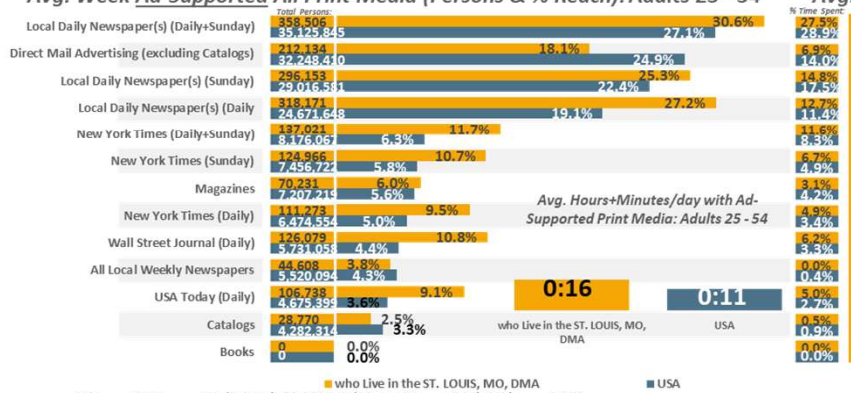
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



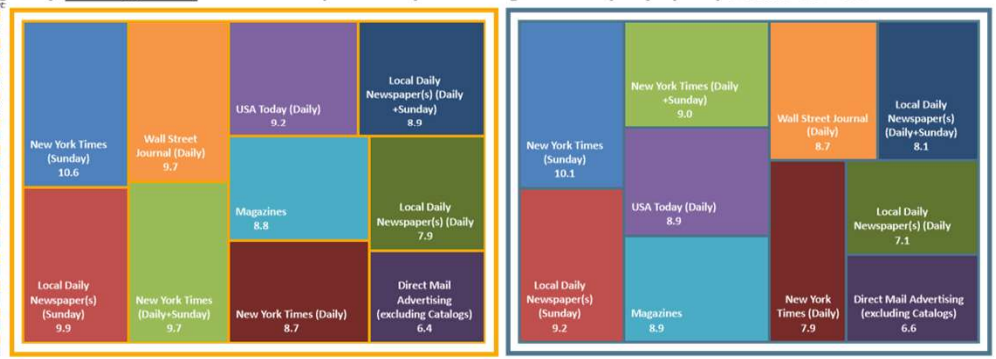
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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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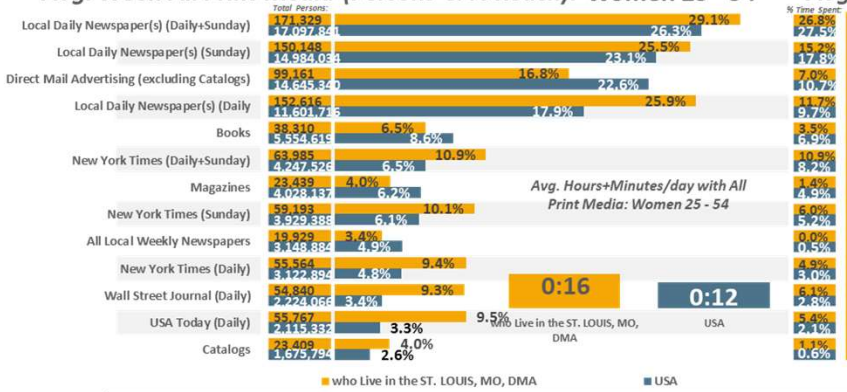
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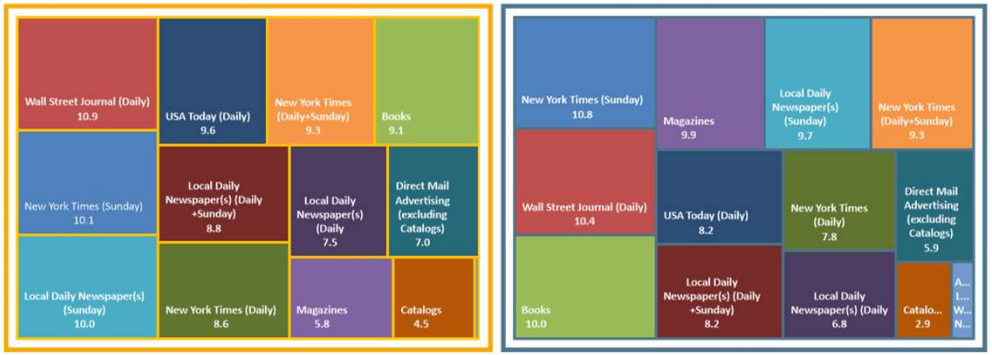
W25-54

171,329 or 29.1% of Women 25 - 54 who Live in the ST. LOUIS, MO, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 27.8% of all time spent daily with All forms of Print Media.

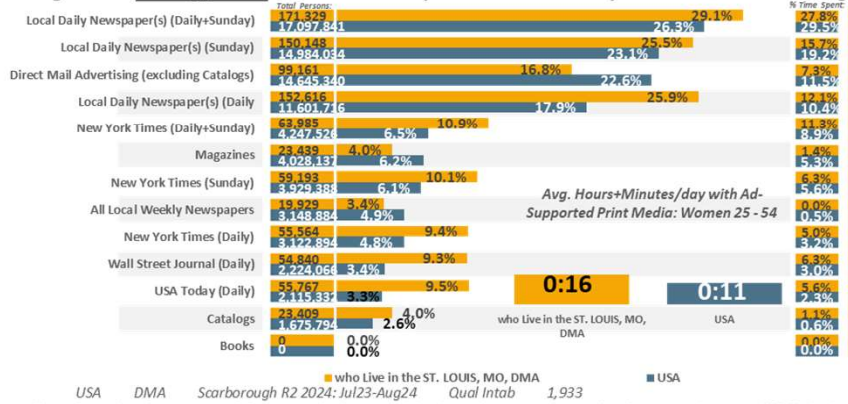
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



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



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



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



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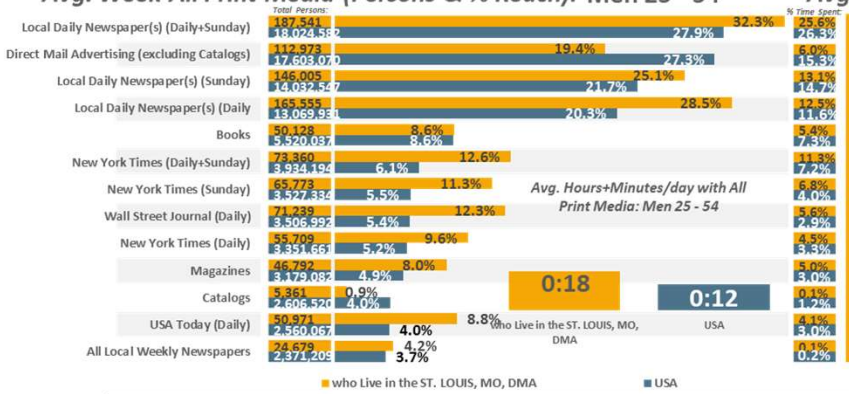
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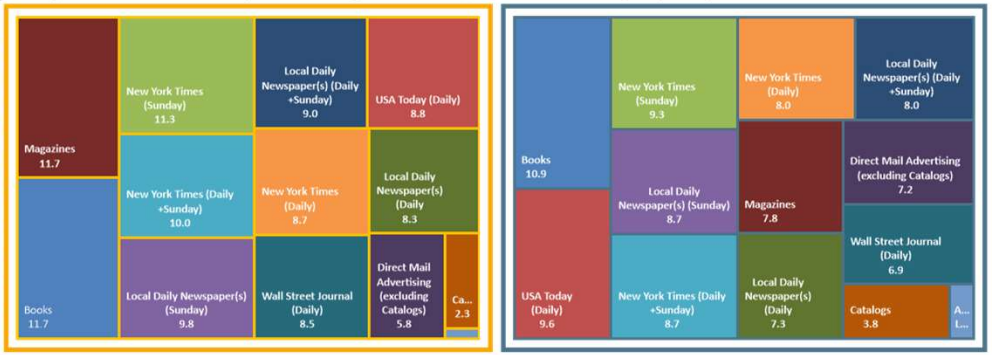
M25-54

187,541 or 32.3% of Men 25 - 54 who Live in the ST. LOUIS, MO, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9. minutes every day representing 27.1% of all time spent daily with All forms of Print Media.

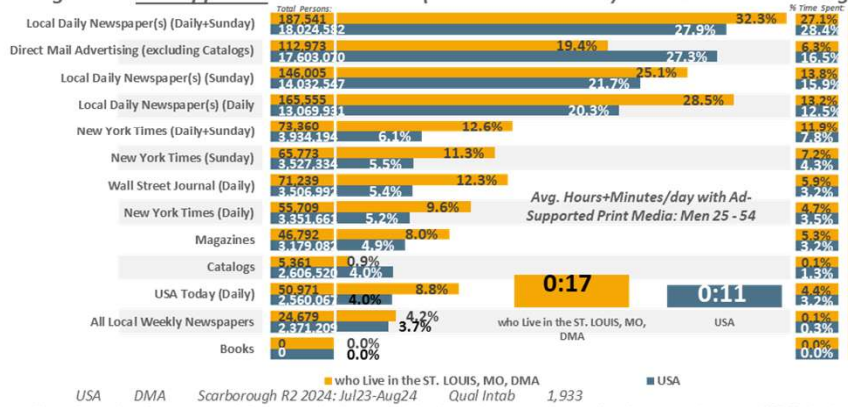
Avg. Week All Print Media (Persons & % Reach): Men 25 - 54



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



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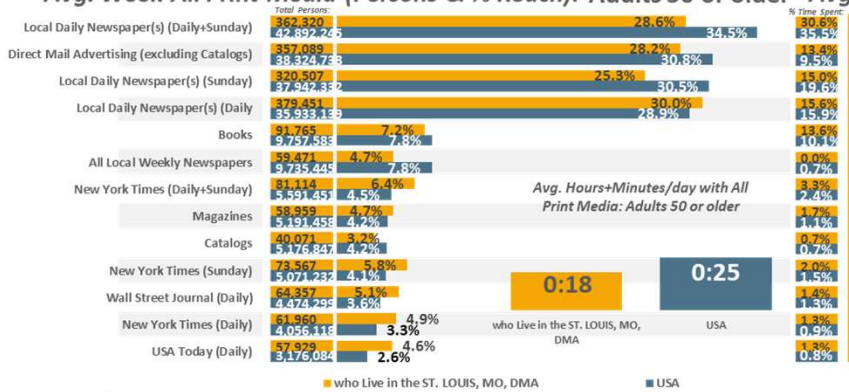
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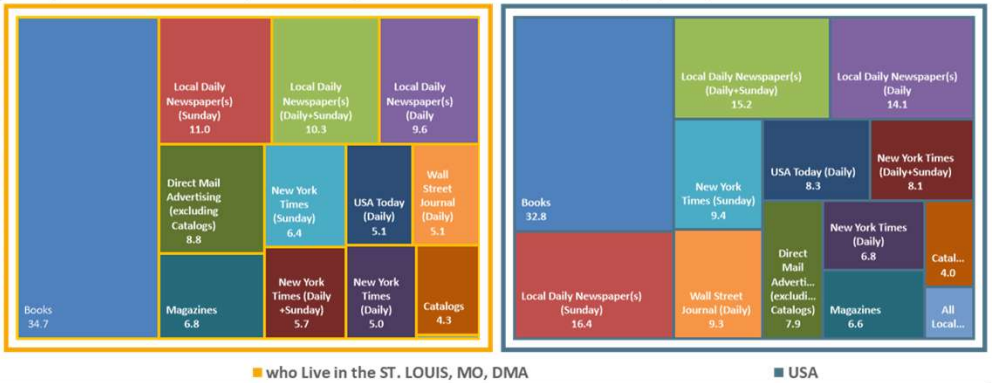
P50+

362,320 or 28.6% of Adults 50 or older who Live in the ST. LOUIS, MO, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.3 minutes every day representing 35.4% of all time spent daily with All forms of Print Media.

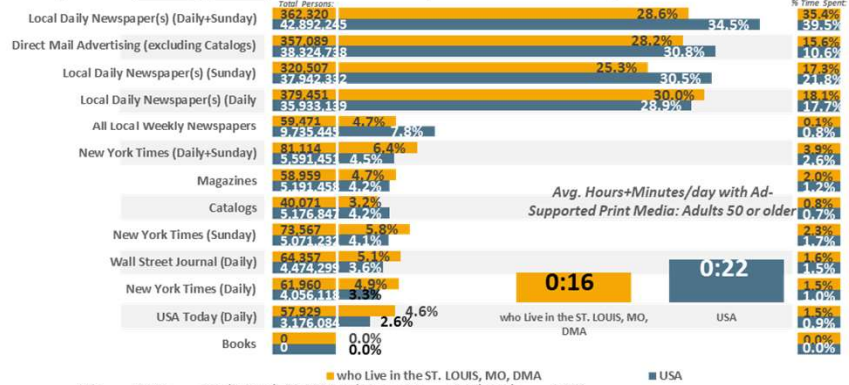
Avg. Week All Print Media (Persons & % Reach): Adults 50 or older



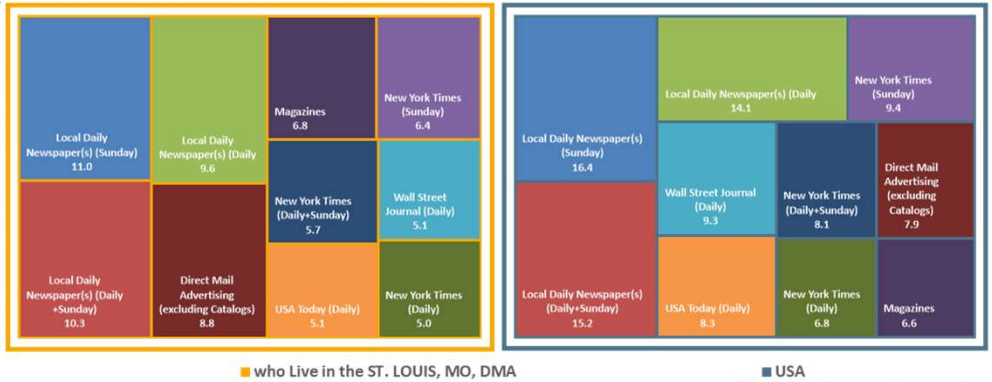
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 50 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



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P18+



P25-54



W25-54



M25-54



P50+