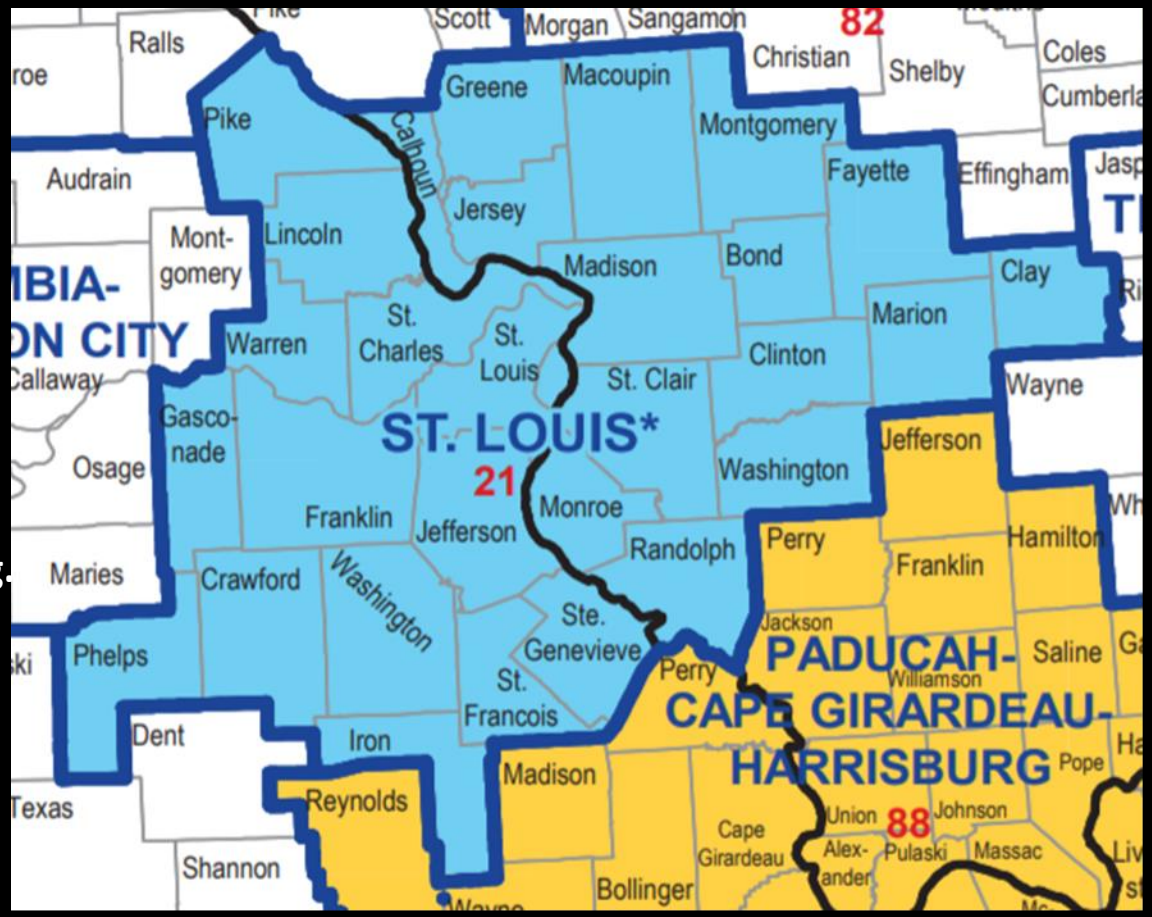
USA –ST. LOUIS, MO DMA as of February 2024!

Complete Demographic & Media Use Profiles

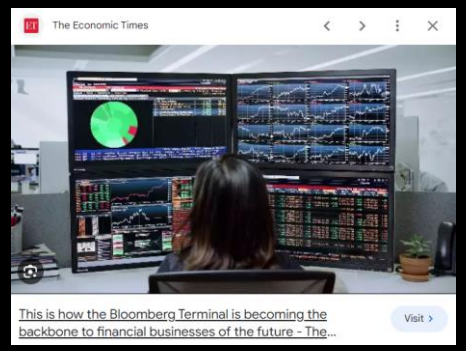


Complete Demographic, Psychographic, and Total Media Usage Profiles of the P18+, P25-64, W25-64, M25-64, P35+ Residents of the St. Louis, DMA (#21) vs. Same Demos of USA Avg.









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

HUBBARD BROADCASTING INC. HB INC.

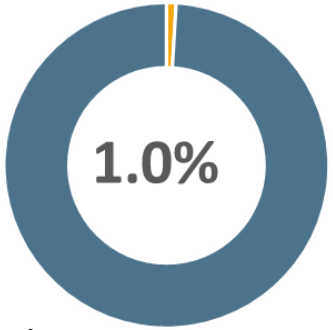


St. Louis DMA

P18+

1.% or 2,505,065 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 49.6 years old (1.2% older than average) and have a $94,664 (8.% higher than average) annual household income.

Percent of Market: Adults 18 or older



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

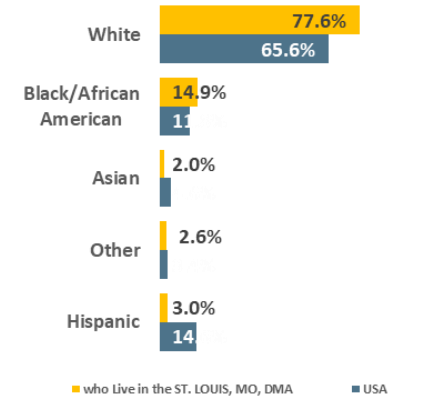
Total Persons:

2,505,065	259,669,435

Gender of Target vs. Market: Adults 18 or older

	Men	Men	Women	Women
%M vs. %F:	48.3%	48.8%	51.7%	51.2%
Average Age:	48.6	48.6	50.5	49.3
# Persons:	1,210,266	127,860,9...	1,294,799	134,313,5...

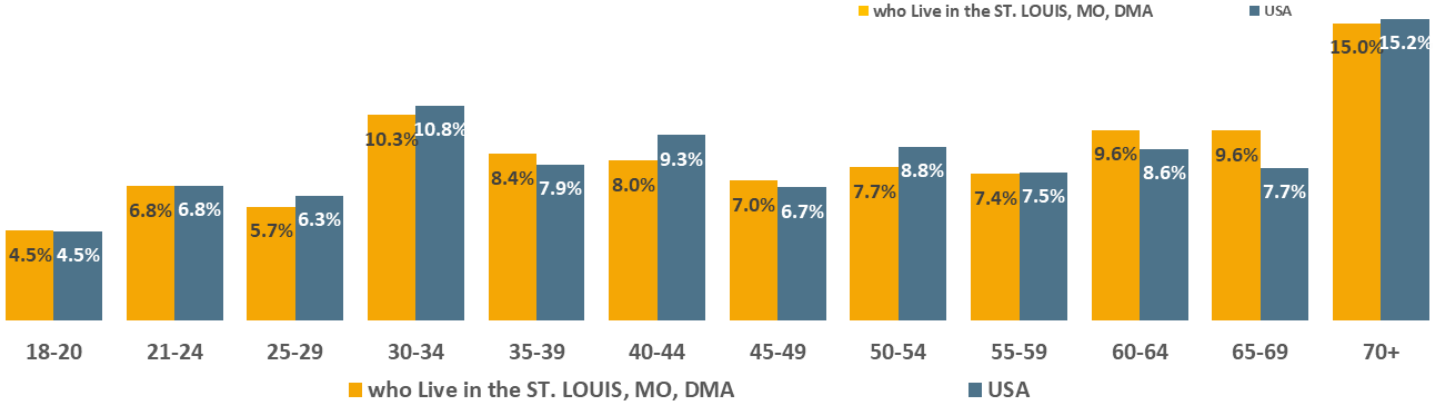
Ethnicity of Target vs. Market:



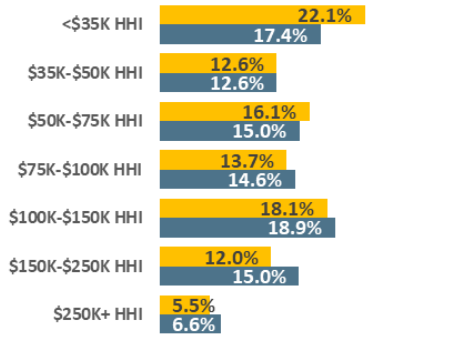
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older	who Live in the ST. LOUIS, MO, DMA	USA
	49.6	49.0



HHI of Target vs. Market:

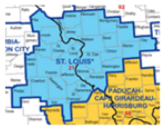


Avg HHI:	$94,664	$87,636

USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *1,952*

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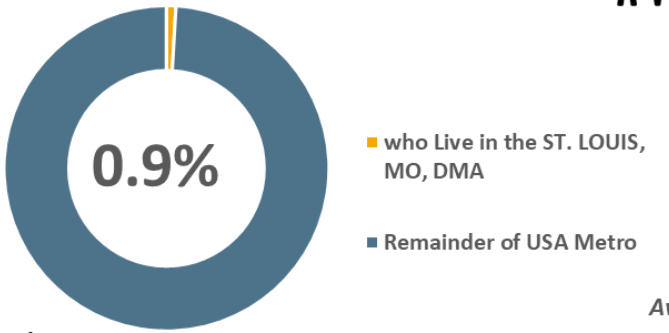
USA Jan23-Oct23 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,338*



St. Louis DMA
P25-64

.9% or 1,607,867 of USA Adults 25 - 64 Live in the ST. LOUIS, MO, DMA.
Typical Adults 25 - 64 who Live in the ST. LOUIS, MO, DMA are 45.4 years old (.8% older than average) and have a $100,408 (4.4% higher than average) annual household income.

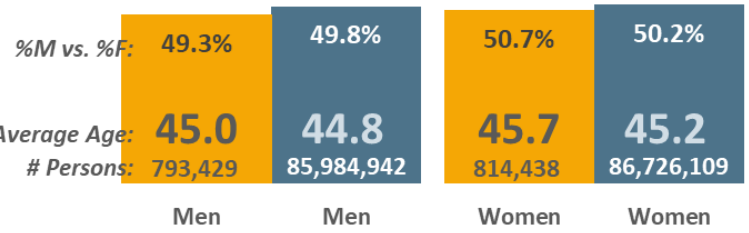
Percent of Market: Adults 25 - 64



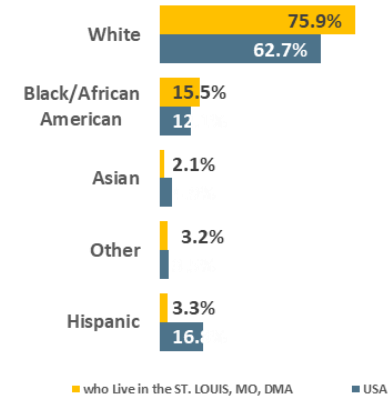
Total Persons:

1,607,867	171,103,184

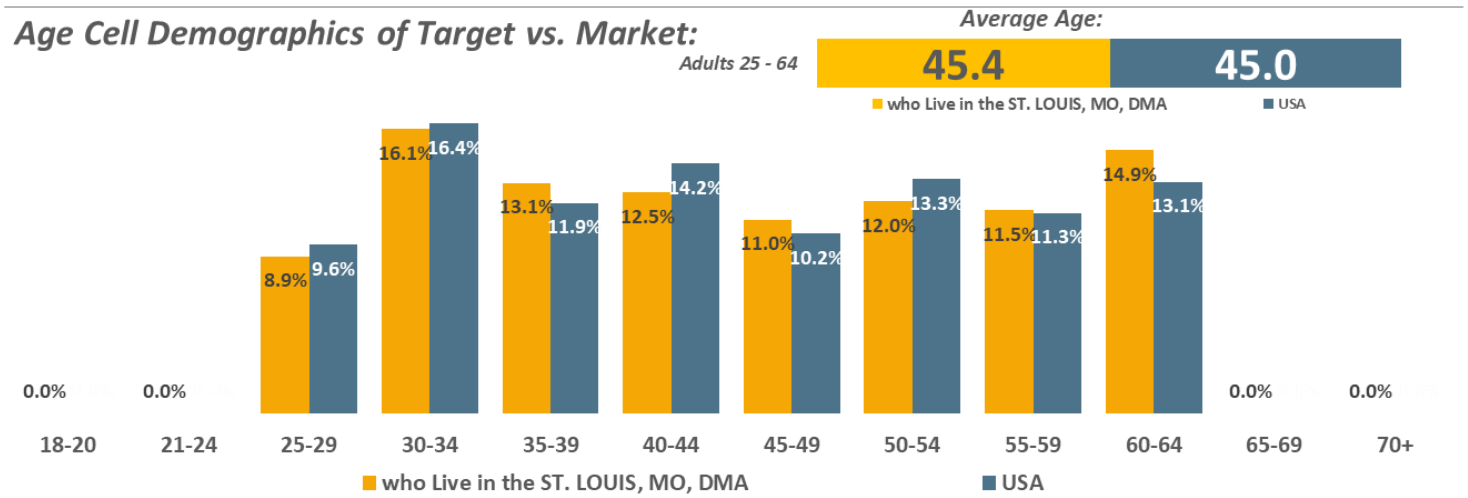
Gender of Target vs. Market: Adults 25 - 64



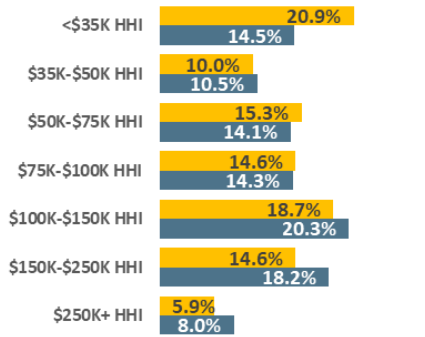
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

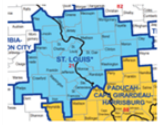


Avg HHI:	$100,408	$96,195

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,952

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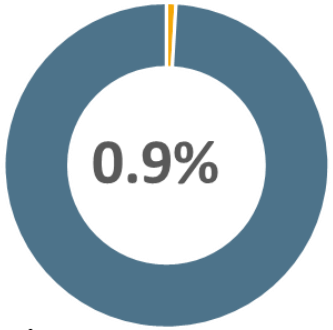
USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338



St. Louis DMA
W25-64

.9% or 814,438 of USA Women 25 - 64 Live in the ST. LOUIS, MO, DMA.
Typical Women 25 - 64 who Live in the ST. LOUIS, MO, DMA are 45.7 years old (1.2% older than average) and have a $88,781 (1.6% higher than average) annual household income.

Percent of Market: Women 25 - 64



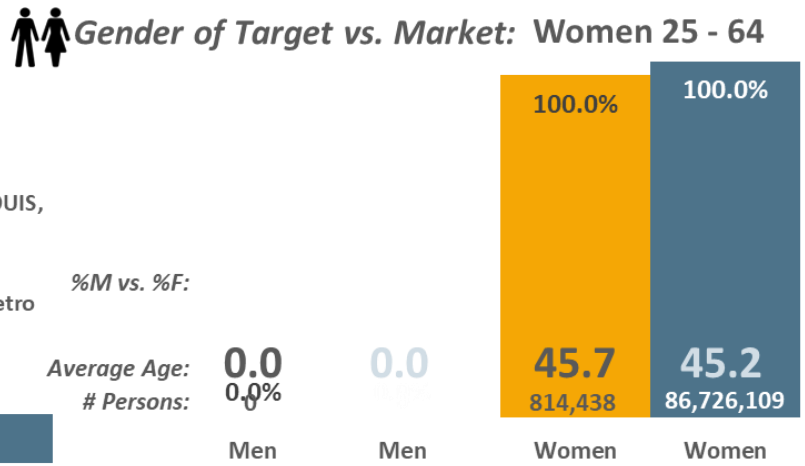
who Live in the ST. LOUIS, MO, DMA

Remainder of USA Metro

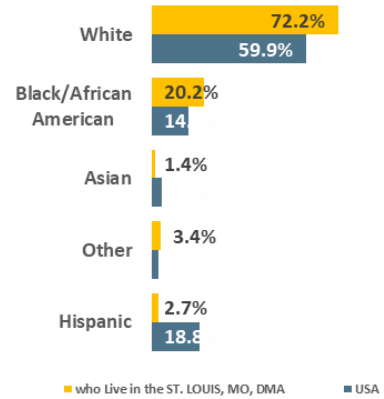
Total Persons:

814,438 | 85,911,671

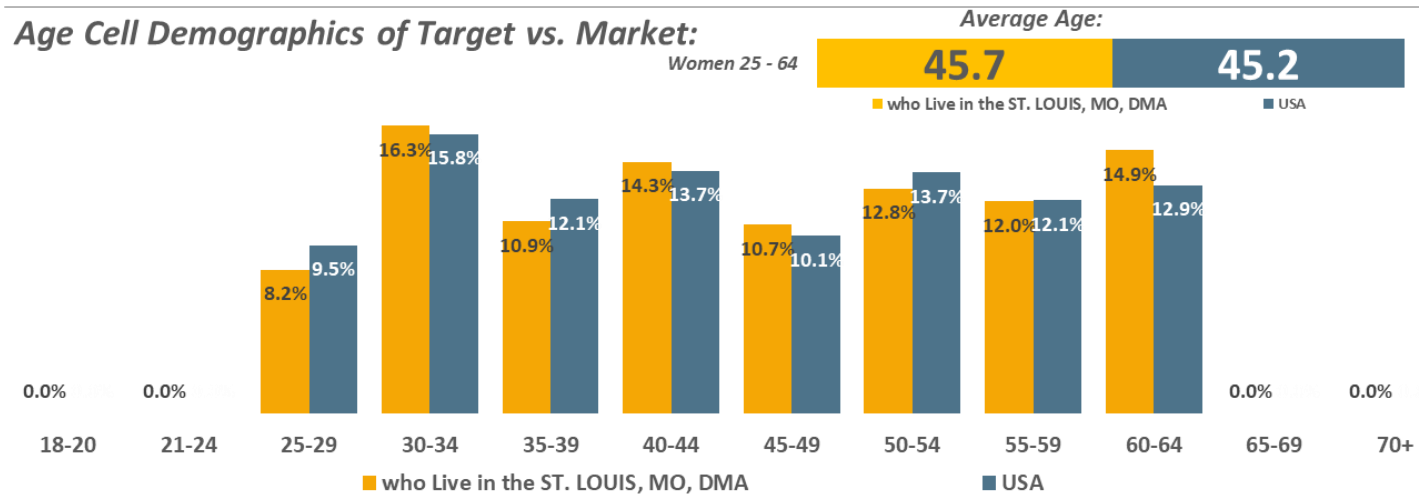
Gender of Target vs. Market: Women 25 - 64



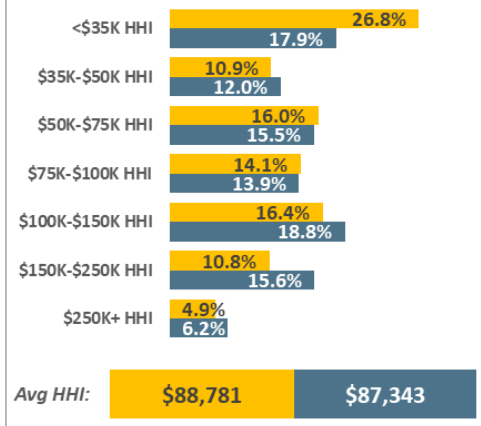
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,952

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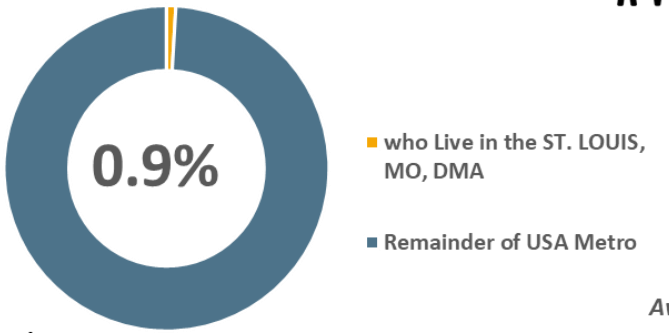
USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338



St. Louis DMA
M25-64

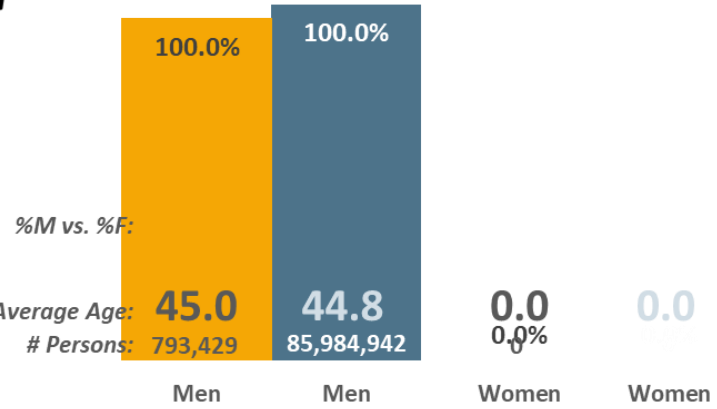
.9% or 793,429 of USA Men 25 - 64 Live in the ST. LOUIS, MO, DMA.
Typical Men 25 - 64 who Live in the ST. LOUIS, MO, DMA are 45. years old (.4% older than average) and have a $112,344 (6.9% higher than average) annual household income.

Percent of Market: Men 25 - 64

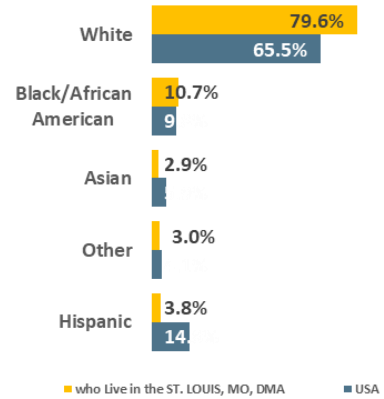




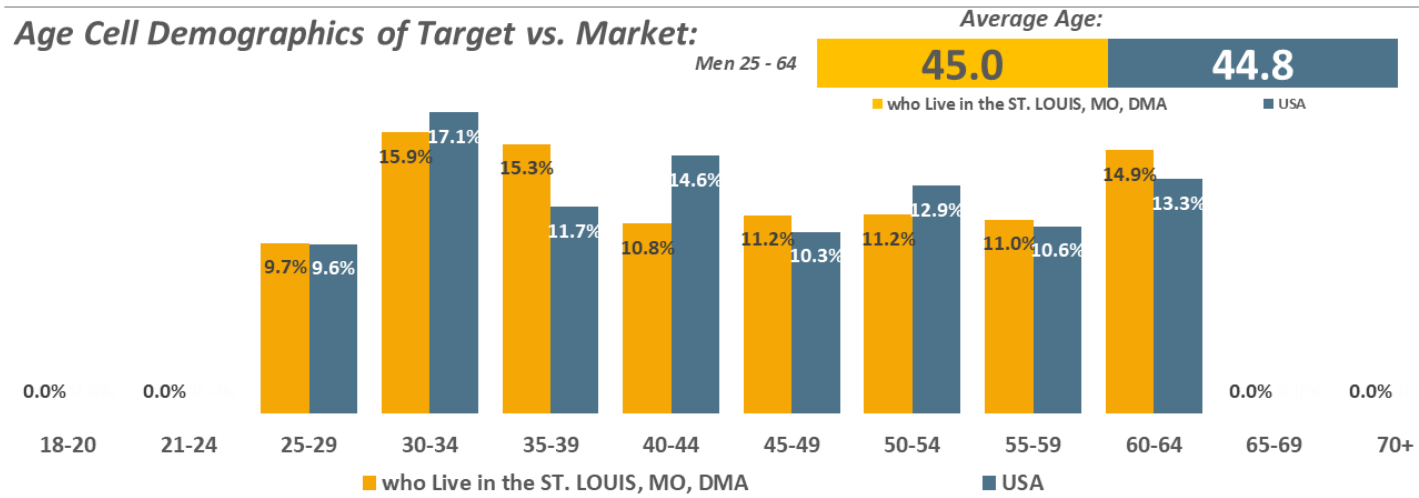
Gender of Target vs. Market: Men 25 - 64



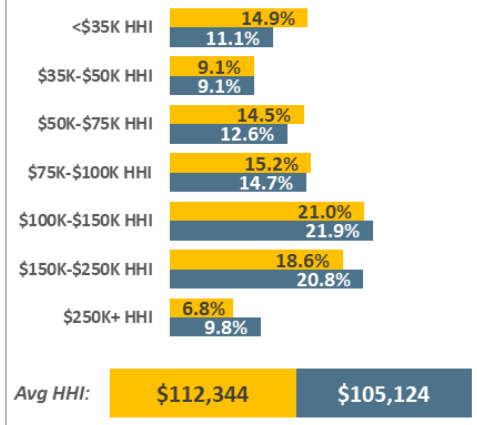
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



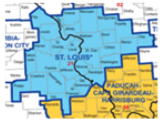
HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,952

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USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

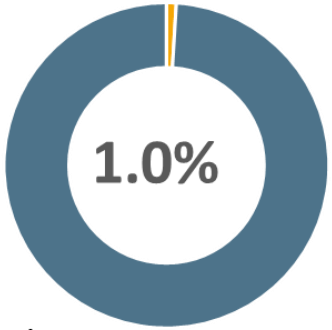


St. Louis DMA

P35+

1.% or 1,820,208 of USA Adults 35 or older Live in the ST. LOUIS, MO, DMA.
Typical Adults 35 or older who Live in the ST. LOUIS, MO, DMA are 58.1 years old (.7% older than average) and have a $97,227 (7.8% higher than average) annual household income.

Percent of Market: Adults 35 or older



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

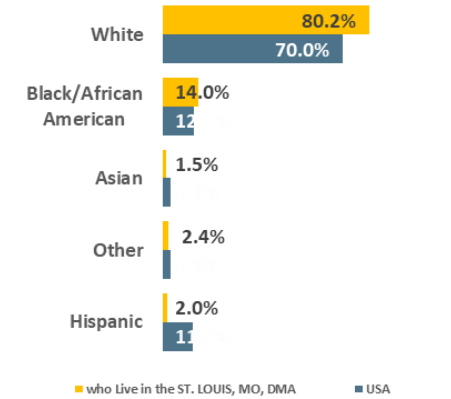
Total Persons:

1,820,208	185,913,160

Gender of Target vs. Market: Adults 35 or older

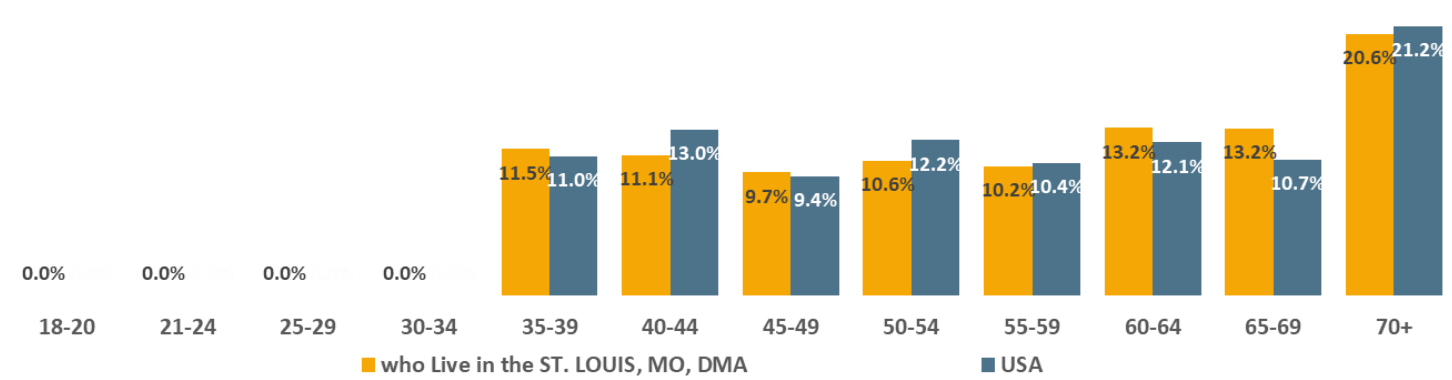
	Men	Men	Women	Women
%M vs. %F:	47.3%	47.9%	52.7%	52.1%
Average Age:	57.4	57.2	58.7	58.2
# Persons:	861,552	89,924,383	958,656	97,808,985

Ethnicity of Target vs. Market:

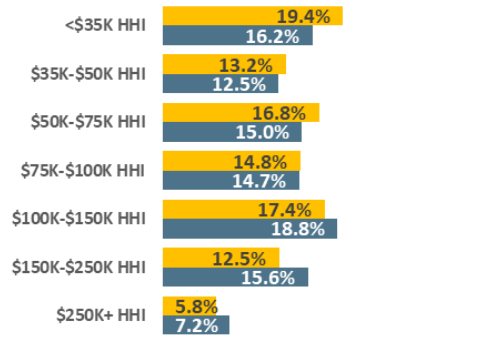


Age Cell Demographics of Target vs. Market:

Average Age:	Adults 35 or older
who Live in the ST. LOUIS, MO, DMA	58.1
USA	57.7



HHI of Target vs. Market:



Avg HHI:	$97,227	$90,182

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,952

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USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

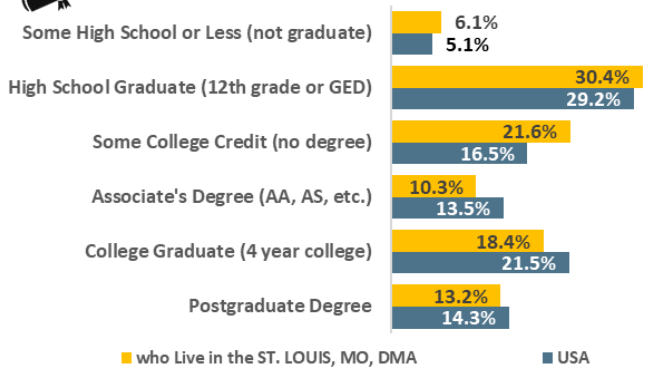


St. Louis DMA

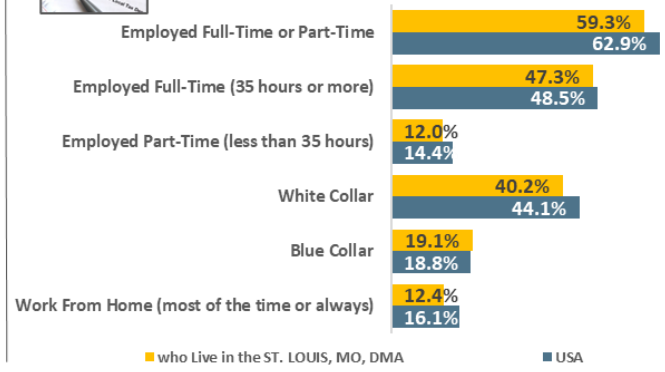
P18+

1.% or 2,505,065 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 11.5% less likely to be a college graduate, 2.4% less likely to work full-time, .2% less likely to be married, .4% more likely to be a parent of 1 or more children under 18.

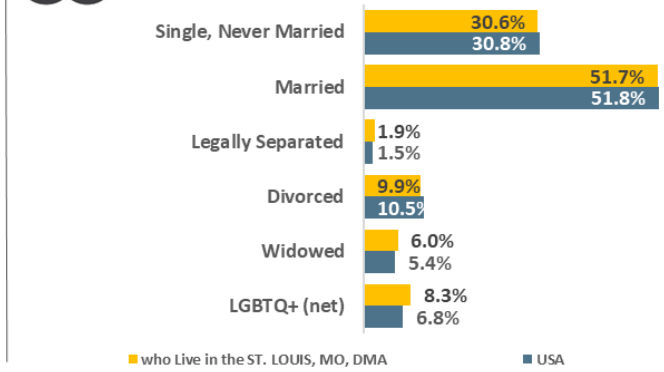
Education Levels: Adults 18 or older



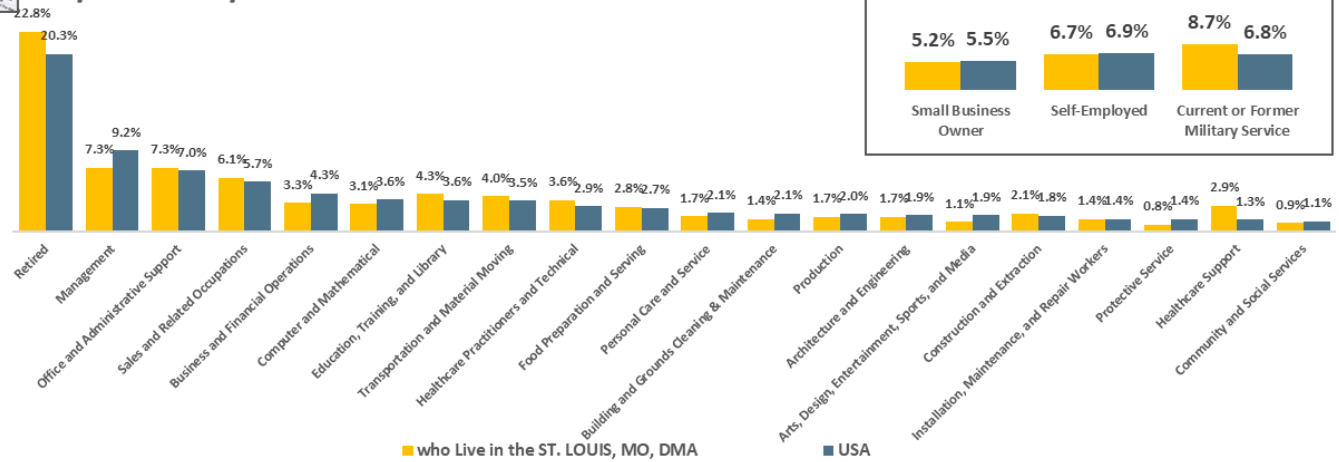
Employment: Adults 18 or older



Marital Status: Adults 18 or older

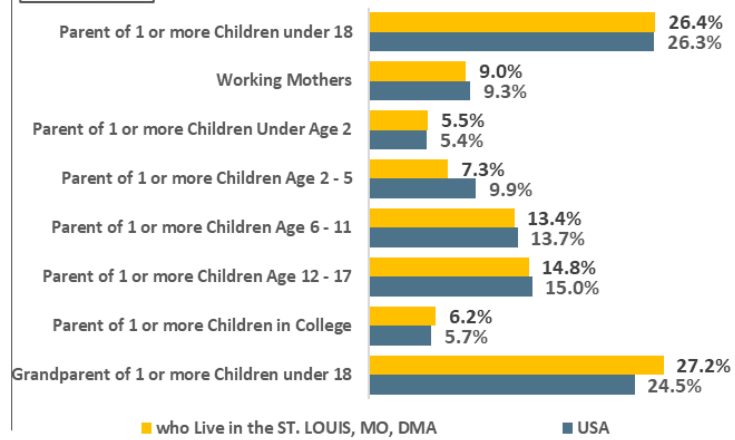


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,952

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USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

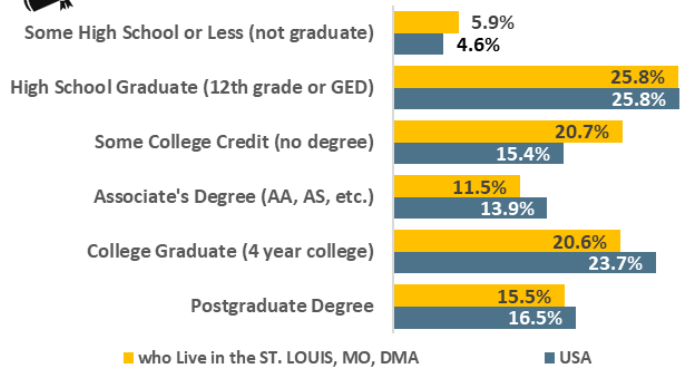


St. Louis DMA

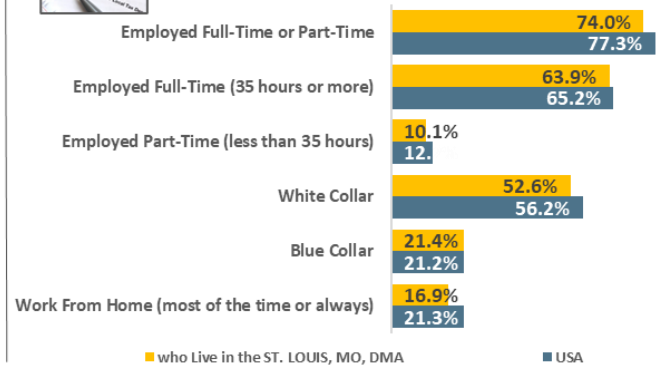
P25-64

.9% or 1,607,867 of USA Adults 25 - 64 Live in the ST. LOUIS, MO, DMA.
Adults 25 - 64 who Live in the ST. LOUIS, MO, DMA are 10.4% less likely to be a college graduate, 1.9% less likely to work full-time, .8% less likely to be married, 2.2% more likely to be a parent of 1 or more children under 18.

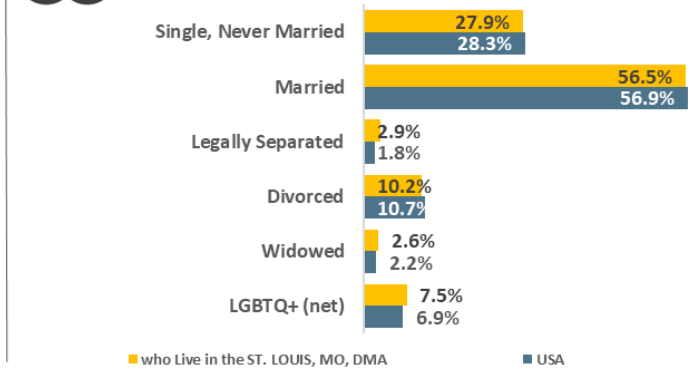
Education Levels: Adults 25 - 64



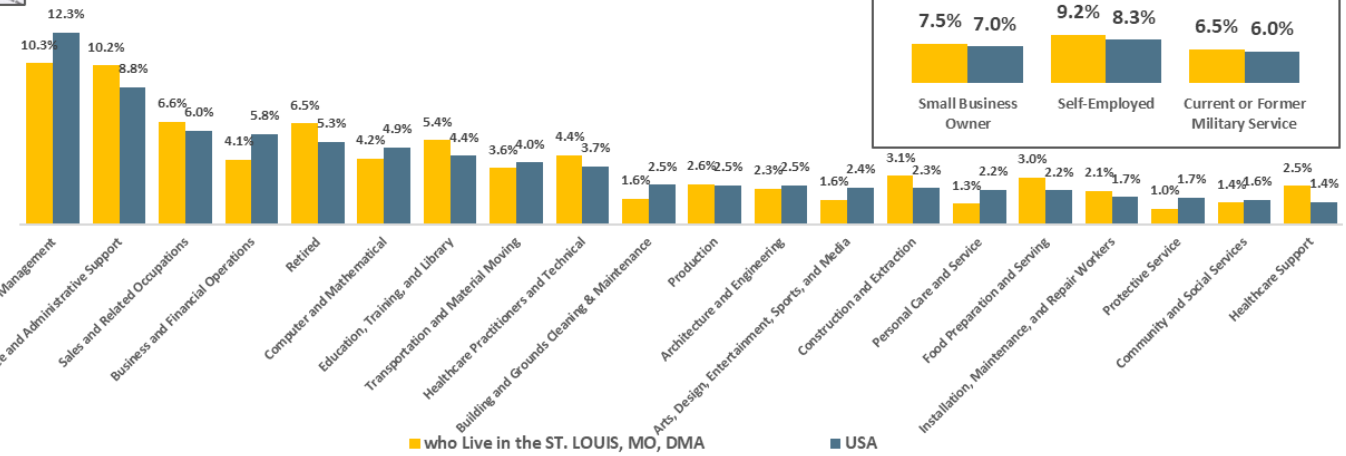
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

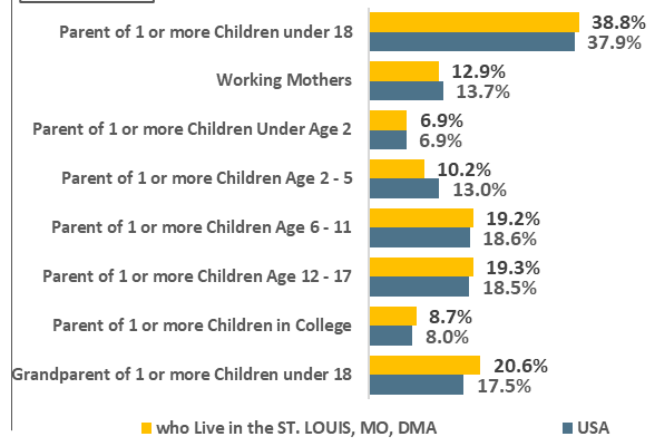


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,952

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USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

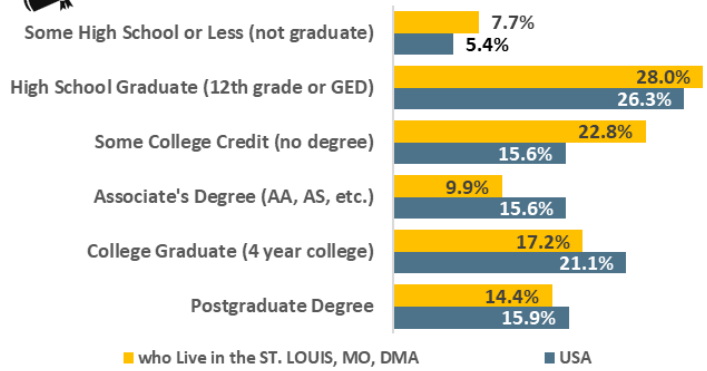


St. Louis DMA

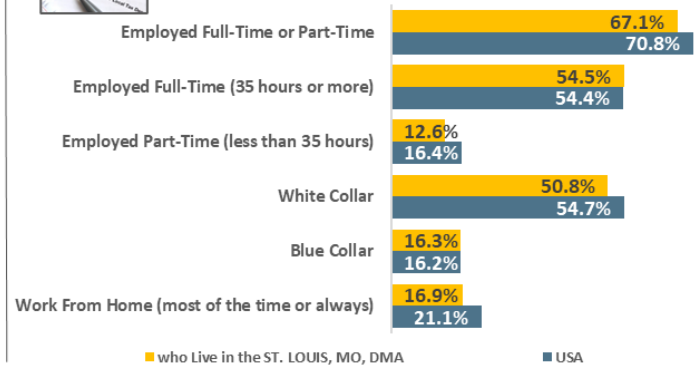
W25-64

.9% or 814,438 of USA Women 25 - 64 Live in the ST. LOUIS, MO, DMA.
Women 25 - 64 who Live in the ST. LOUIS, MO, DMA are 14.8% less likely to be a college graduate, .2% more likely to work full-time, 6.2% less likely to be married, 3.1% less likely to be a parent of 1 or more children under 18.

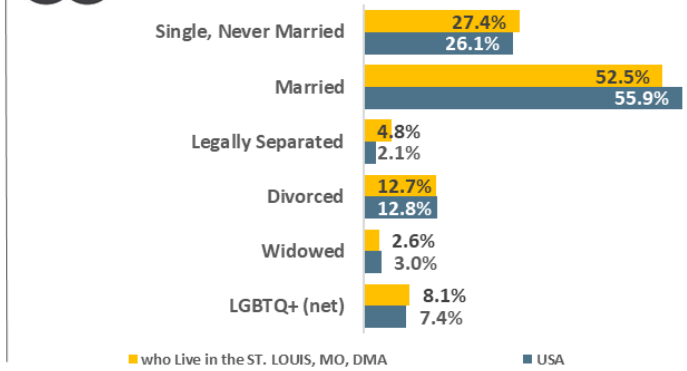
Education Levels: Women 25 - 64



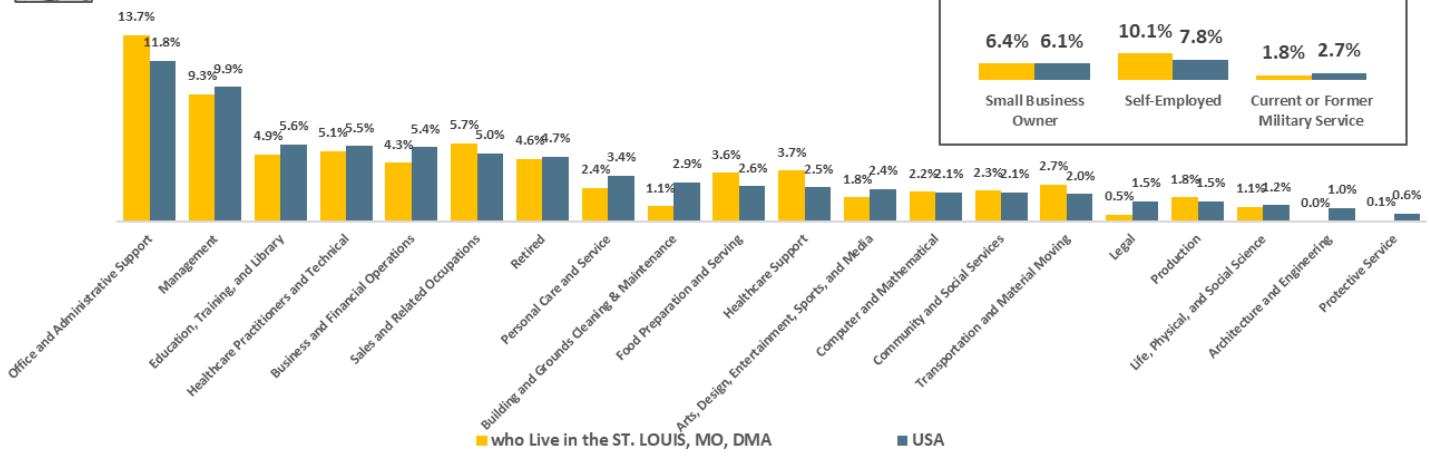
Employment: Women 25 - 64



Marital Status: Women 25 - 64

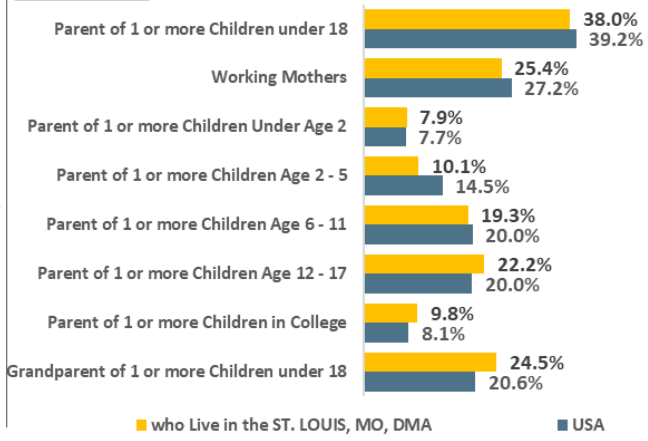


Top-20 Occupations: Women 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Women 25 - 64



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,952

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USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

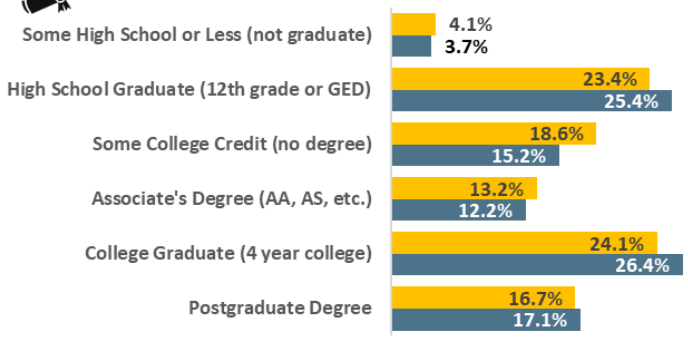


St. Louis DMA

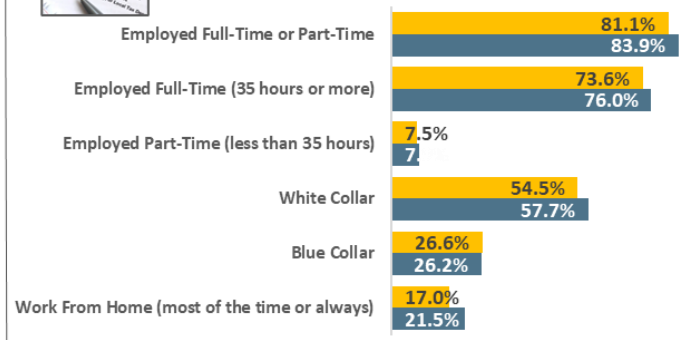
M25-64

.9% or 793,429 of USA Men 25 - 64 Live in the ST. LOUIS, MO, DMA.
Men 25 - 64 who Live in the ST. LOUIS, MO, DMA are 6.4% less likely to be a college graduate, 3.2% less likely to work full-time, 4.6% more likely to be married, 7.9% more likely to be a parent of 1 or more children under 18.

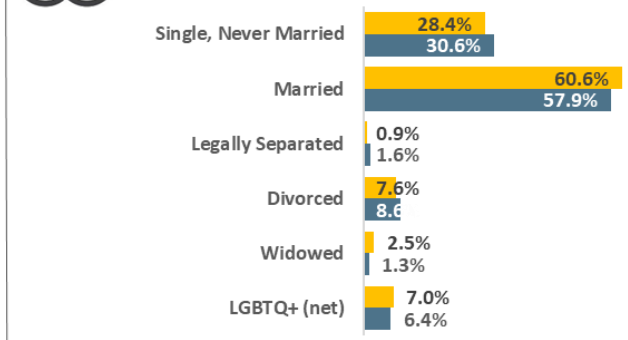
Education Levels: Men 25 - 64



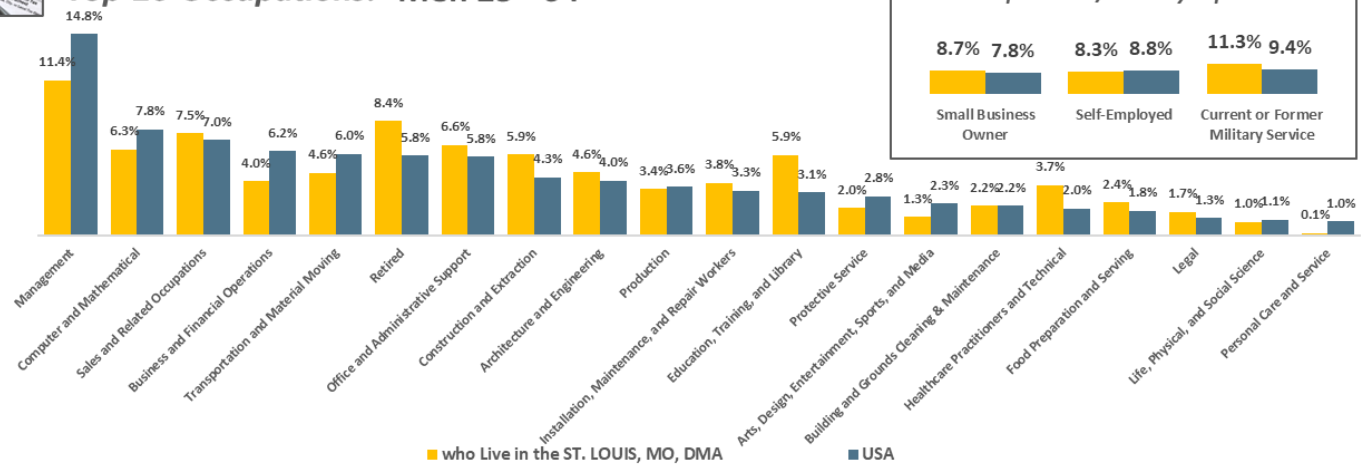
Employment: Men 25 - 64



Marital Status: Men 25 - 64

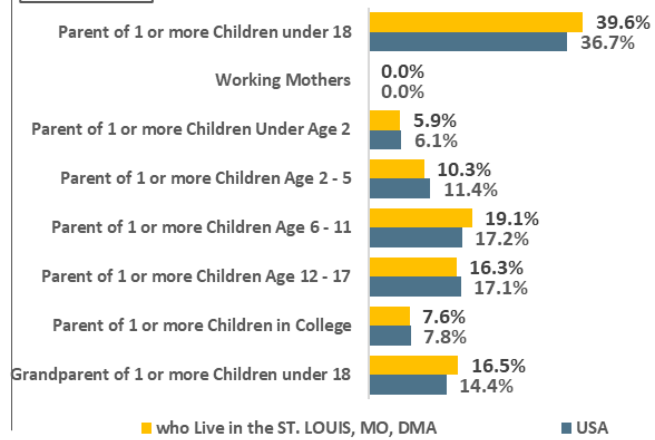


Top-20 Occupations: Men 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Men 25 - 64



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,952

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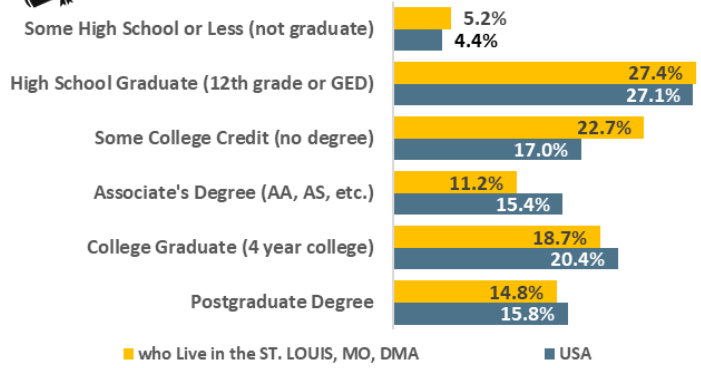


St. Louis DMA

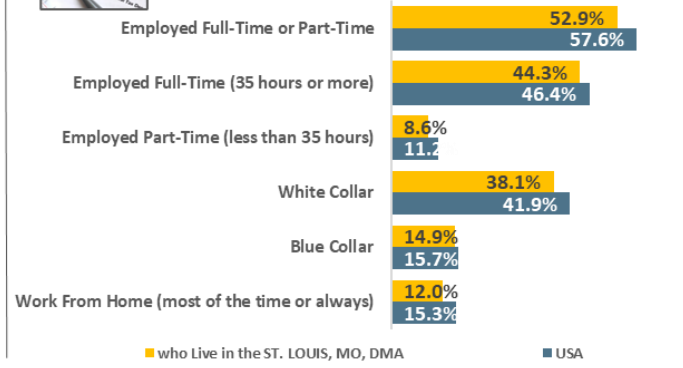
P35+

1.% or 1,820,208 of USA Adults 35 or older Live in the ST. LOUIS, MO, DMA.
Adults 35 or older who Live in the ST. LOUIS, MO, DMA are 7.1% less likely to be a college graduate, 4.5% less likely to work full-time, 2.4% more likely to be married, 8.9% more likely to be a grandparent of 1 or more children under 18.

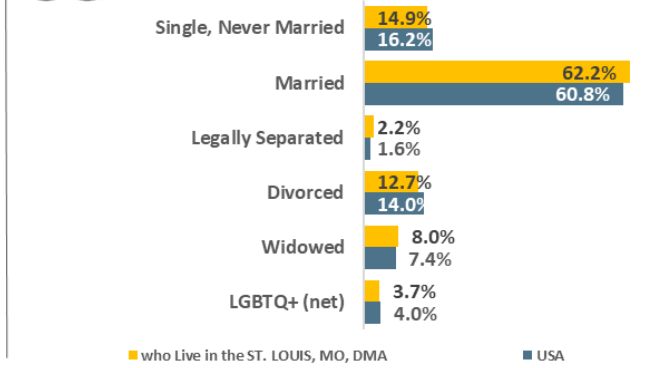
Education Levels: Adults 35 or older



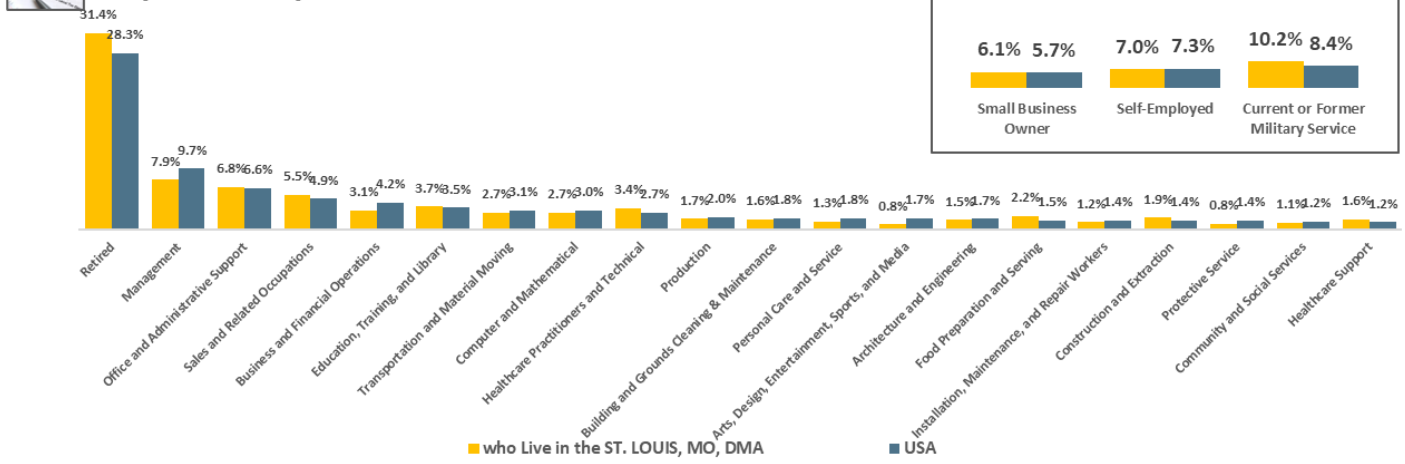
Employment: Adults 35 or older



Marital Status: Adults 35 or older

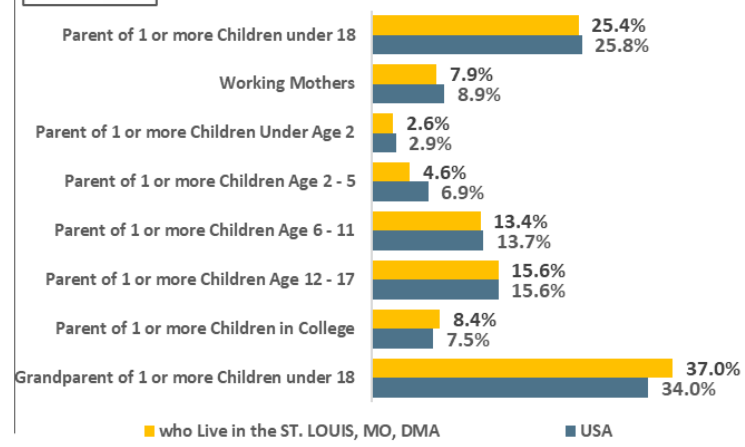


Top-20 Occupations: Adults 35 or older



Entrepreneurs/Military Experience

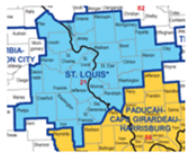
Stage in Life: Adults 35 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *1,952*

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USA Jan23-Oct23 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,338*

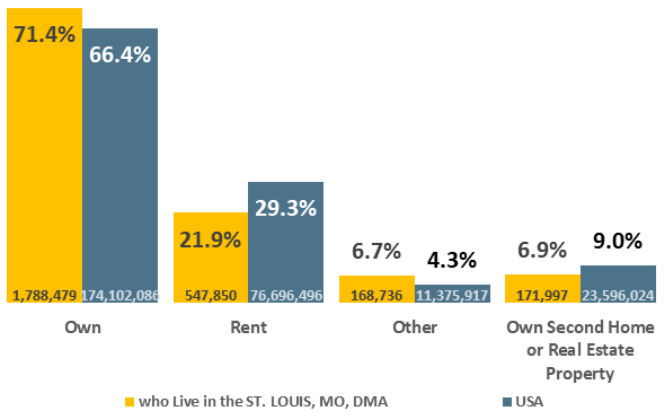


St. Louis DMA

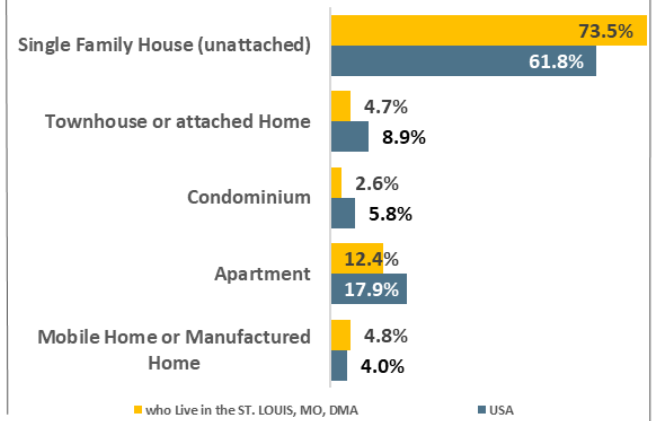
P18+

1.% or 2,505,065 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 7.5% more likely to own their home, 24.6% more likely to own a lower valued home, 18.8% more likely to have a single-family home, 24.4% more likely to have a dog.

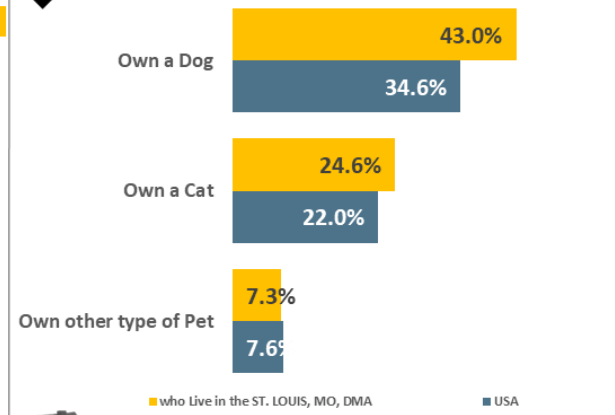
Own/Rent/Other: Adults 18 or older



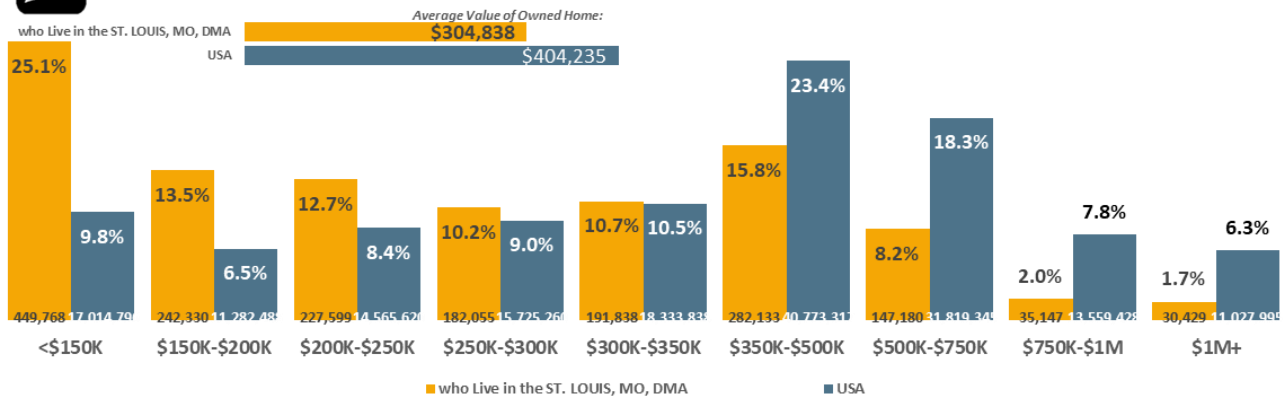
Type of Home: Adults 18 or older



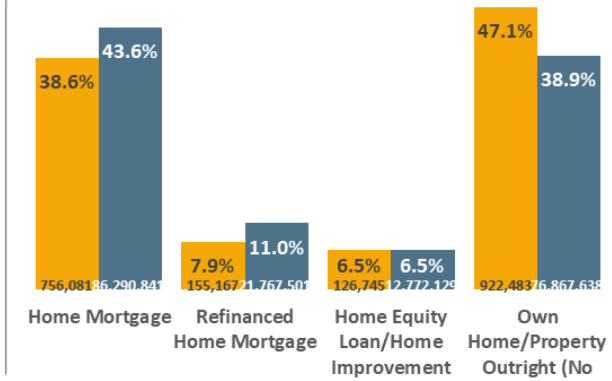
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



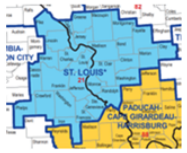
Home Loans: Adults 18 or older



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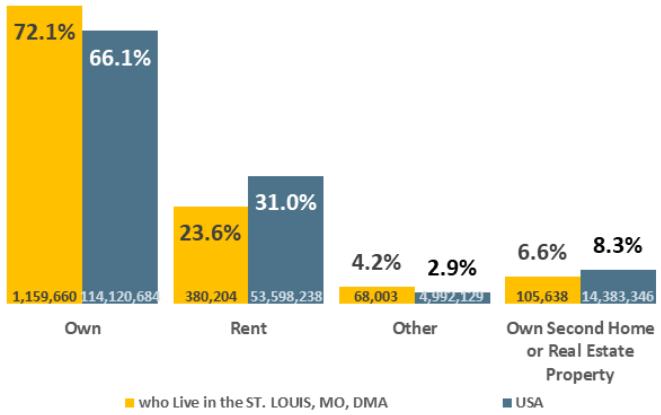


St. Louis DMA

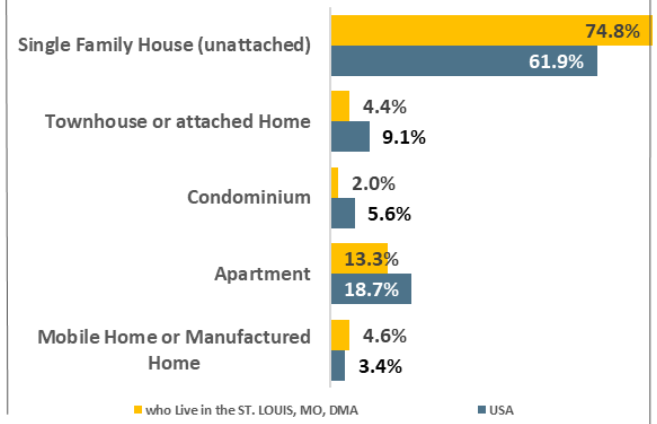
P25-64

.9% or 1,607,867 of USA Adults 25 - 64 Live in the ST. LOUIS, MO, DMA.
Adults 25 - 64 who Live in the ST. LOUIS, MO, DMA are 9.2% more likely to own their home, 26.5% more likely to own a lower valued home, 20.9% more likely to have a single-family home, 18.8% more likely to have a dog.

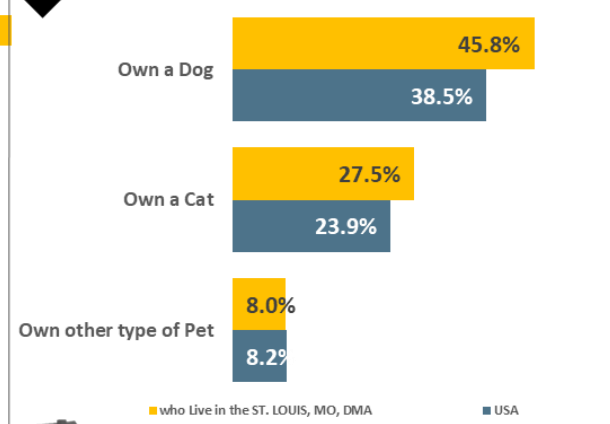
Own/Rent/Other: Adults 25 - 64



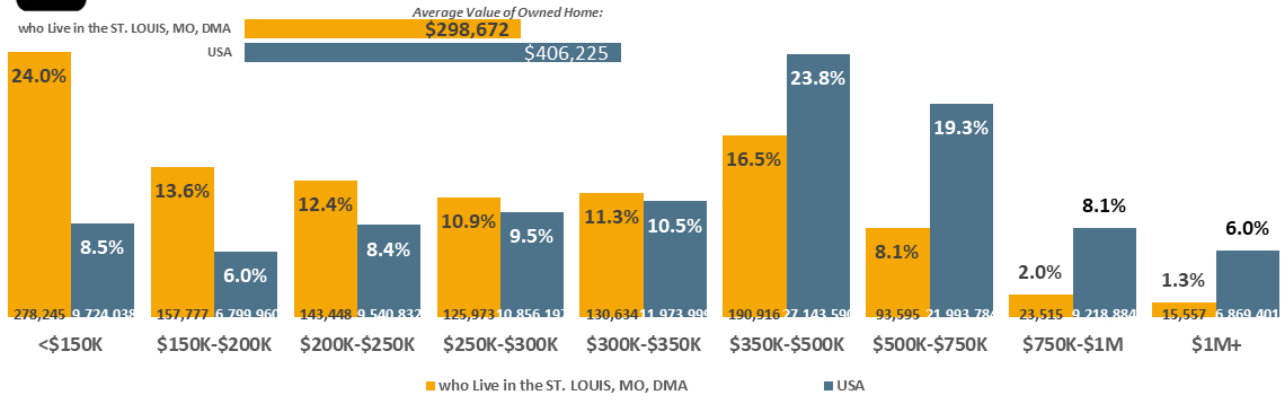
Type of Home: Adults 25 - 64



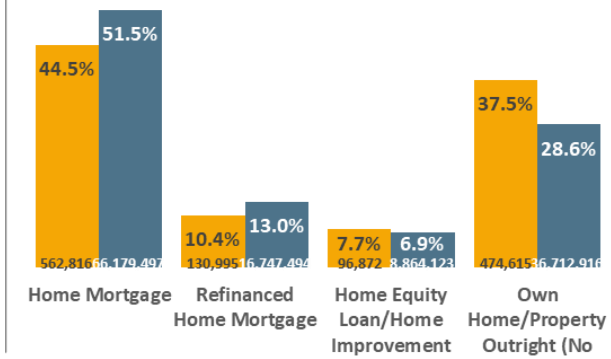
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



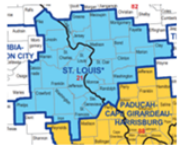
Home Loans: Adults 25 - 64



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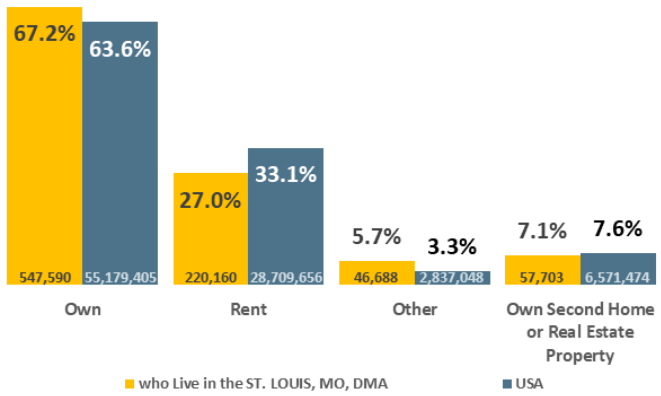


St. Louis DMA

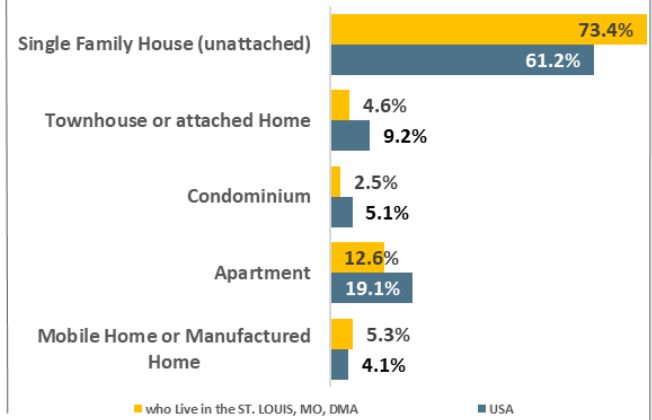
W25-64

.9% or 814,438 of USA Women 25 - 64 Live in the ST. LOUIS, MO, DMA.
Women 25 - 64 who Live in the ST. LOUIS, MO, DMA are 5.7% more likely to own their home, 29.5% more likely to own a lower valued home, 19.9% more likely to have a single-family home, 23.8% more likely to have a dog.

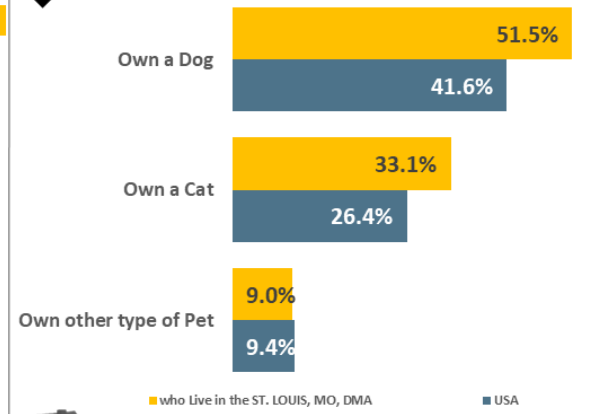
Own/Rent/Other: Women 25 - 64



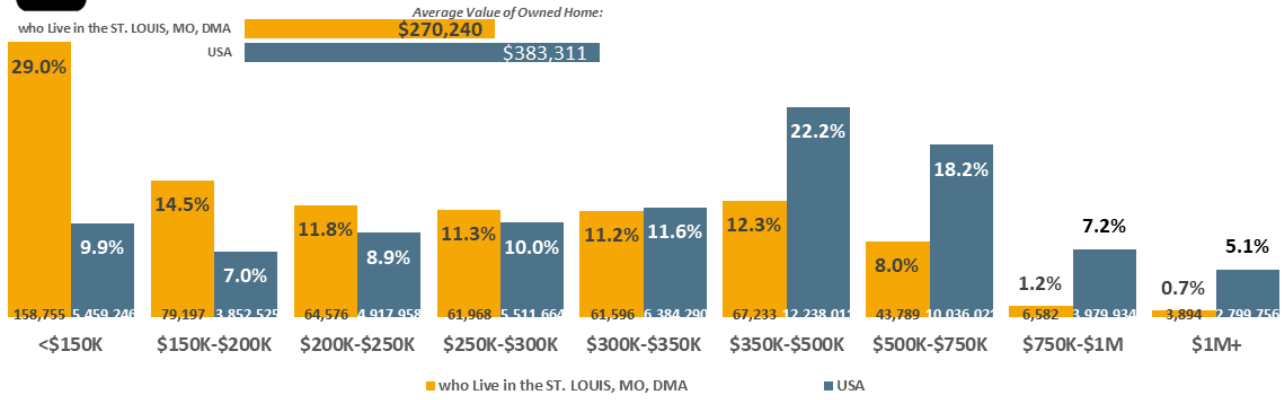
Type of Home: Women 25 - 64



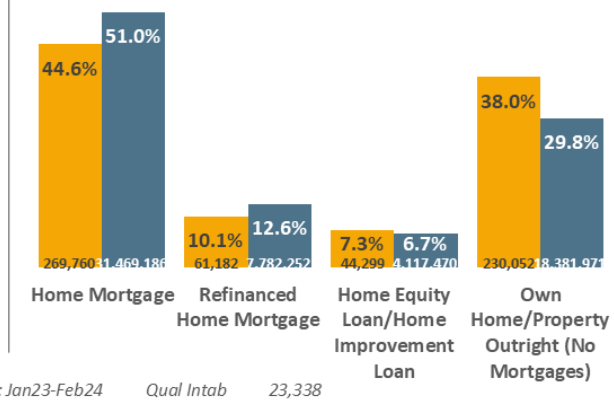
Pets in Home: Women 25 - 64



Value of Owned Home: Women 25 - 64



Home Loans: Women 25 - 64



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USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

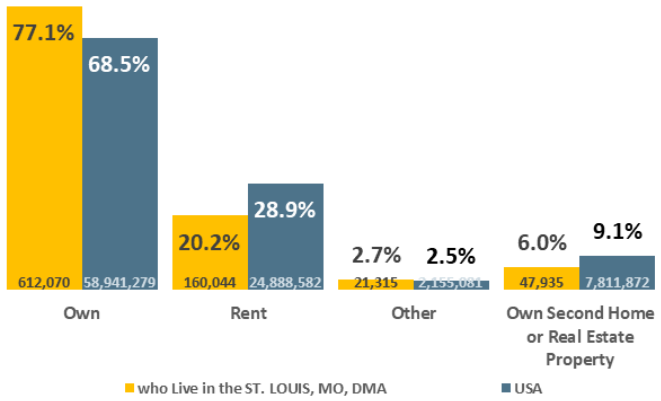


St. Louis DMA

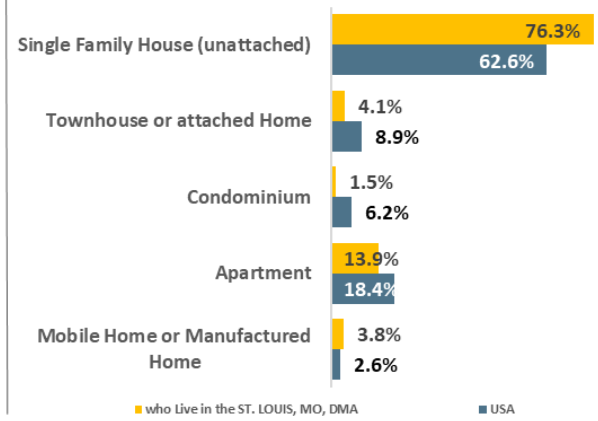
M25-64

.9% or 793,429 of USA Men 25 - 64 Live in the ST. LOUIS, MO, DMA.
Men 25 - 64 who Live in the ST. LOUIS, MO, DMA are 12.5% more likely to own their home, 24.2% more likely to own a lower valued home, 21.9% more likely to have a single-family home, 12.6% more likely to have a dog.

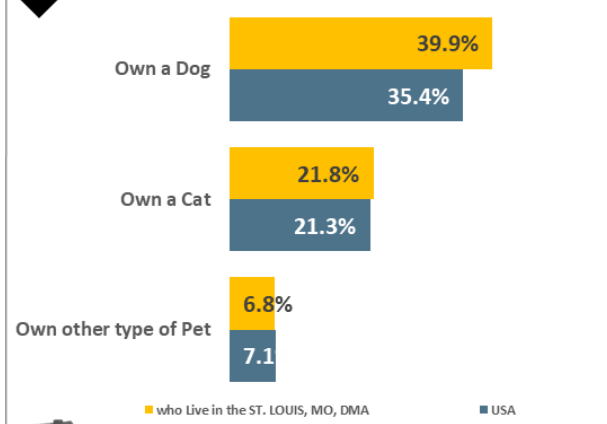
Own/Rent/Other: Men 25 - 64



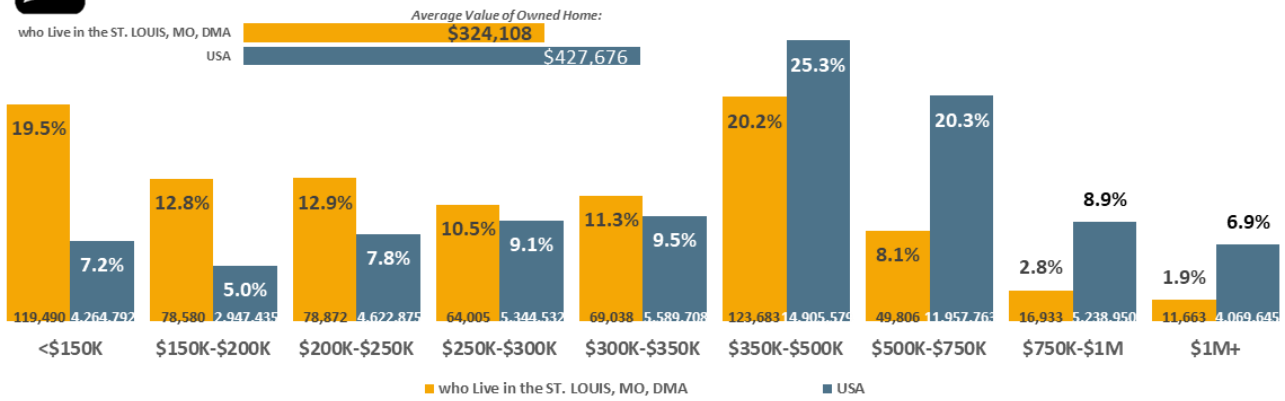
Type of Home: Men 25 - 64



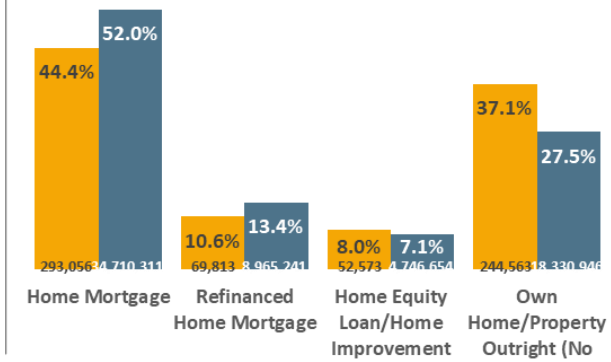
Pets in Home: Men 25 - 64



Value of Owned Home: Men 25 - 64



Home Loans: Men 25 - 64



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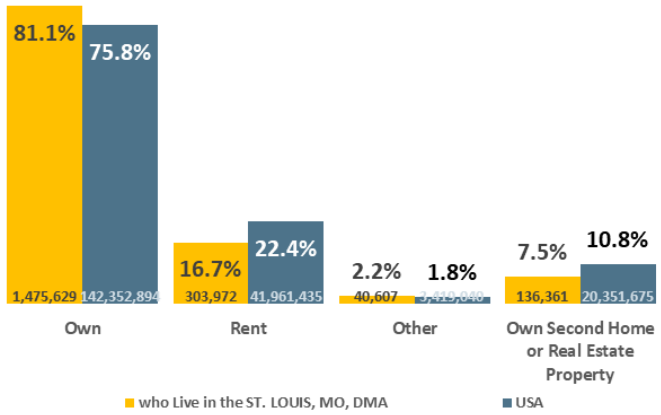


St. Louis DMA

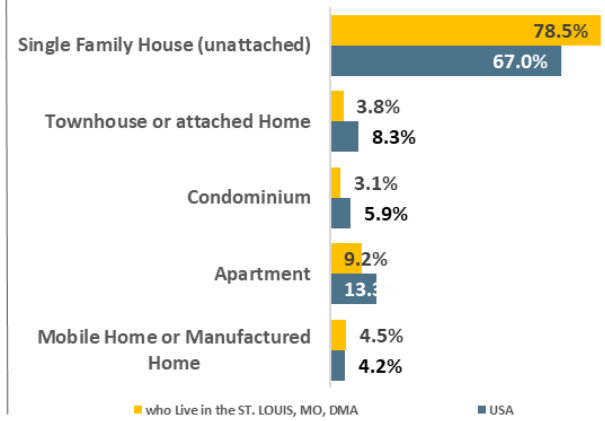
P35+

1.% or 1,820,208 of USA Adults 35 or older Live in the ST. LOUIS, MO, DMA.
Adults 35 or older who Live in the ST. LOUIS, MO, DMA are 6.9% more likely to own their home, 26.7% more likely to own a lower valued home, 17.2% more likely to have a single-family home, 22.8% more likely to have a dog.

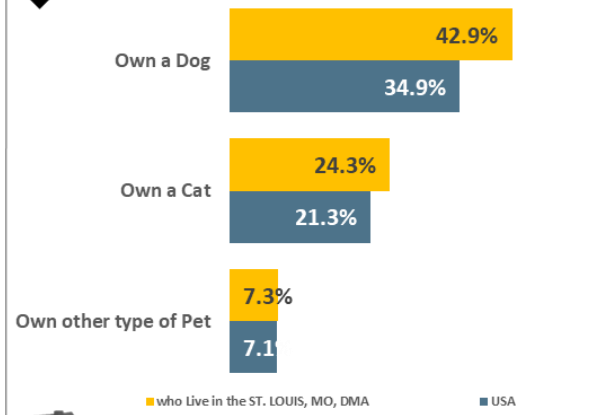
Own/Rent/Other: Adults 35 or older



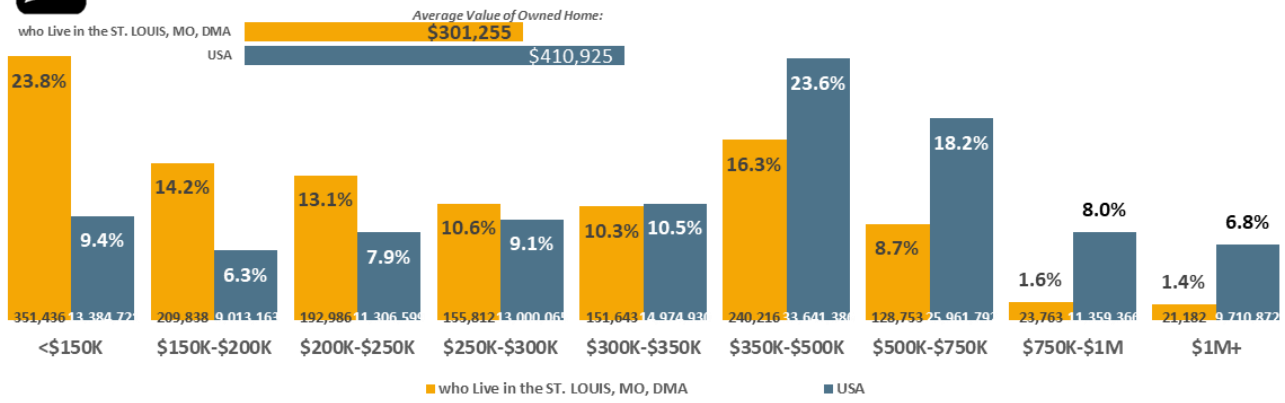
Type of Home: Adults 35 or older



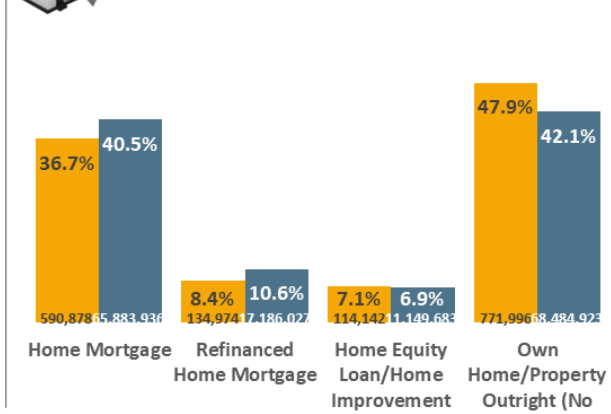
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older



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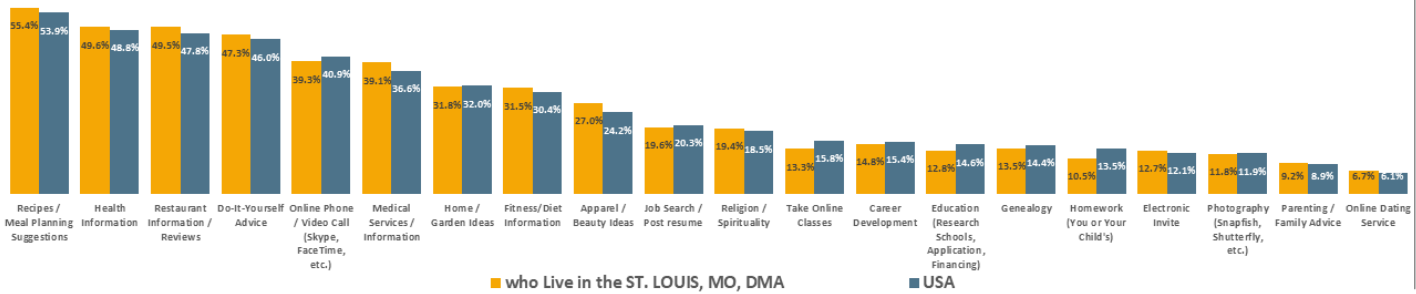


St. Louis DMA

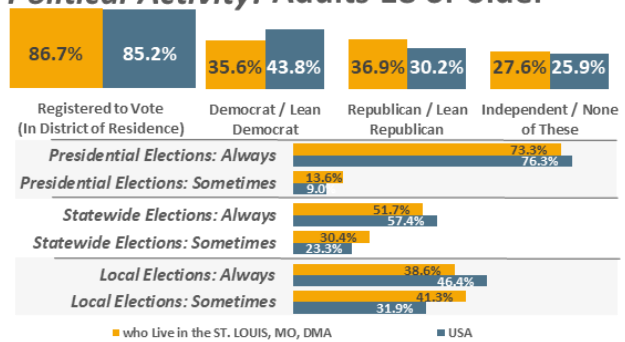
P18+

1.% or 2,505,065 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, 16.8% less likely to always vote in local elections, .9% more likely to belong to a gym, 13.3% less likely to fly domestic past yr.

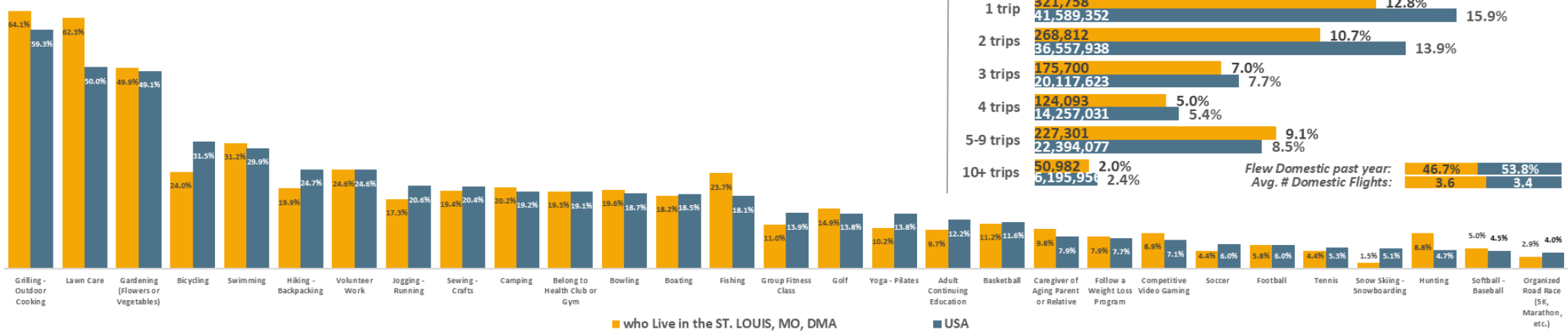
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,952

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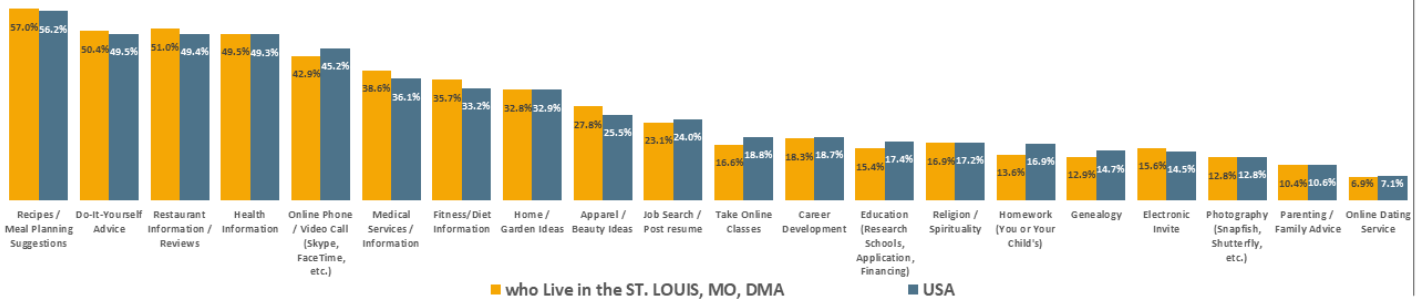


St. Louis DMA

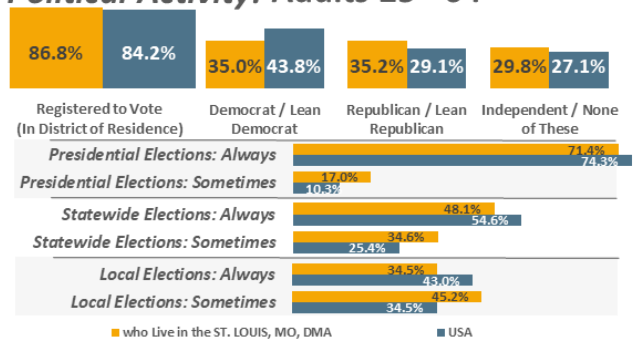
P25-64

.9% or 1,607,867 of USA Adults 25 - 64 Live in the ST. LOUIS, MO, DMA.
Adults 25 - 64 who Live in the ST. LOUIS, MO, DMA are 1.7% more likely to look up D-I-Y advice online, 19.7% less likely to always vote in local elections, 5.% less likely to belong to a gym, 12.9% less likely to fly domestic past yr.

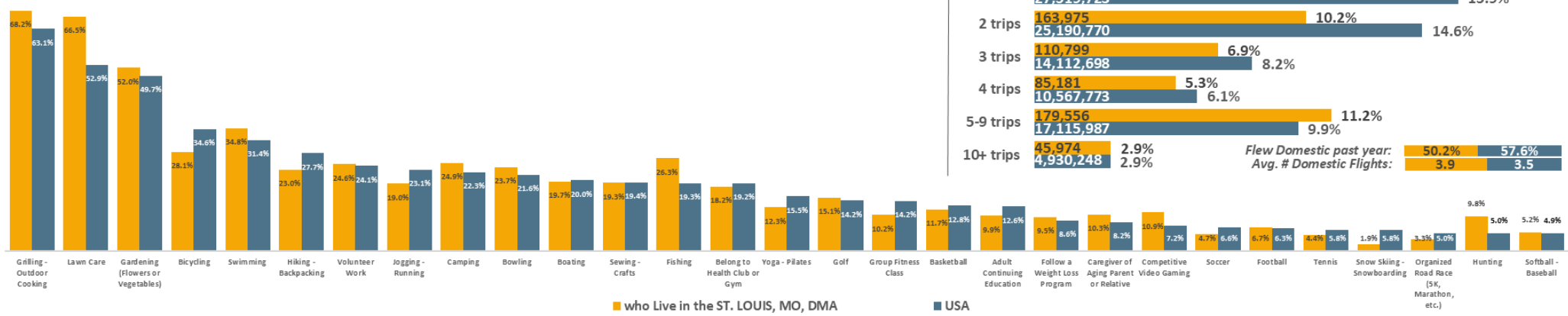
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



Political Activity: Adults 25 - 64



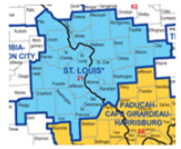
Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 64



Past 12-months Domestic Airline Trips: Adults 25 - 64

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,952

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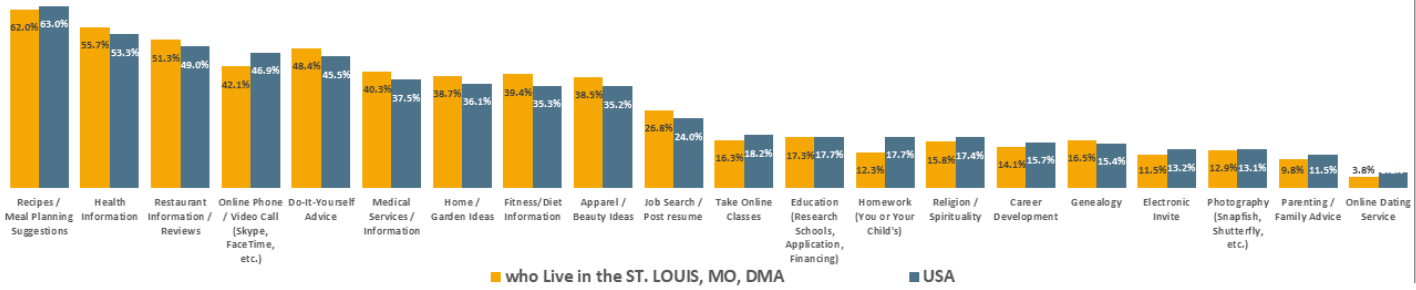


St. Louis DMA

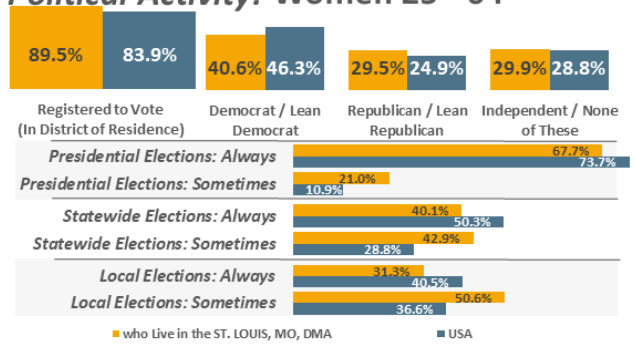
W25-64

.9% or 814,438 of USA Women 25 - 64 Live in the ST. LOUIS, MO, DMA.
Women 25 - 64 who Live in the ST. LOUIS, MO, DMA are 6.3% more likely to look up D-I-Y advice online, 22.8% less likely to always vote in local elections, 18.9% less likely to belong to a gym, 13.1% less likely to fly domestic past yr.

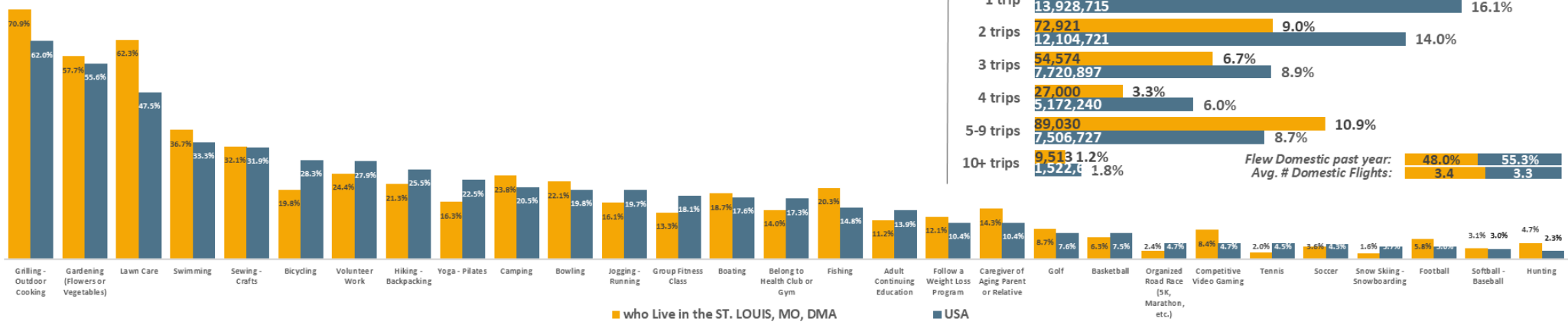
Top-20 past 30-days Online Lifestyle Activites: Women 25 - 64



Political Activity: Women 25 - 64



Top-30 past 12-months Active Lifestyle Activites: Women 25 - 64



Past 12-months Domestic Airline Trips: Women 25 - 64

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,952

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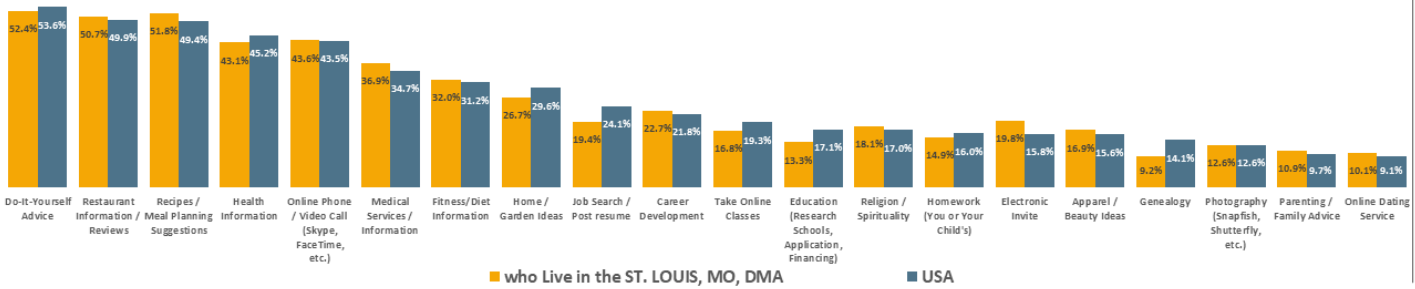


St. Louis DMA

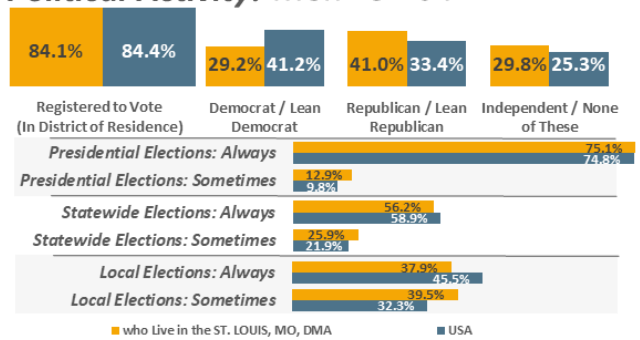
M25-64

.9% or 793,429 of USA Men 25 - 64 Live in the ST. LOUIS, MO, DMA.
Men 25 - 64 who Live in the ST. LOUIS, MO, DMA are 2.1% less likely to look up D-I-Y advice online, 16.7% less likely to always vote in local elections, 6.9% more likely to belong to a gym, 12.6% less likely to fly domestic past yr.

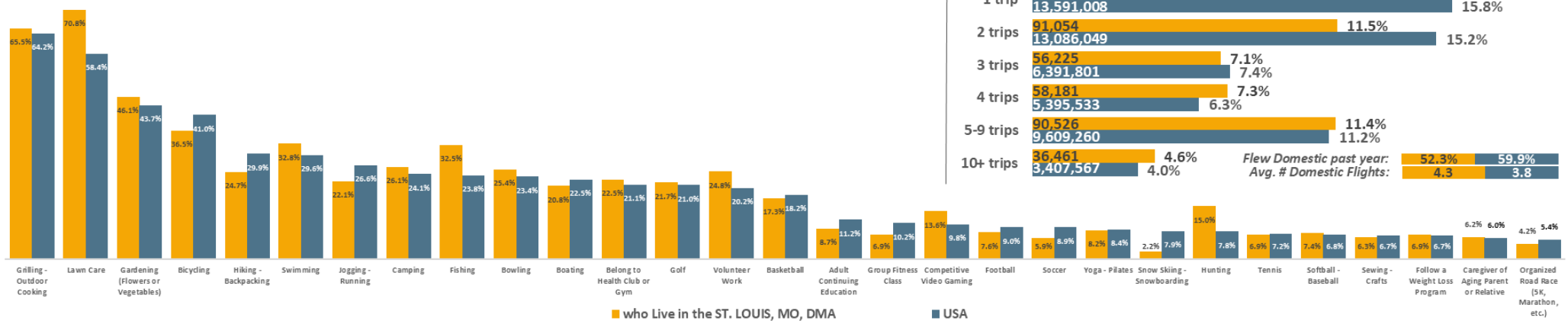
Top-20 past 30-days Online Lifestyle Activites: Men 25 - 64



Political Activity: Men 25 - 64



Top-30 past 12-months Active Lifestyle Activites: Men 25 - 64



Past 12-months Domestic Airline Trips: Men 25 - 64

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,952

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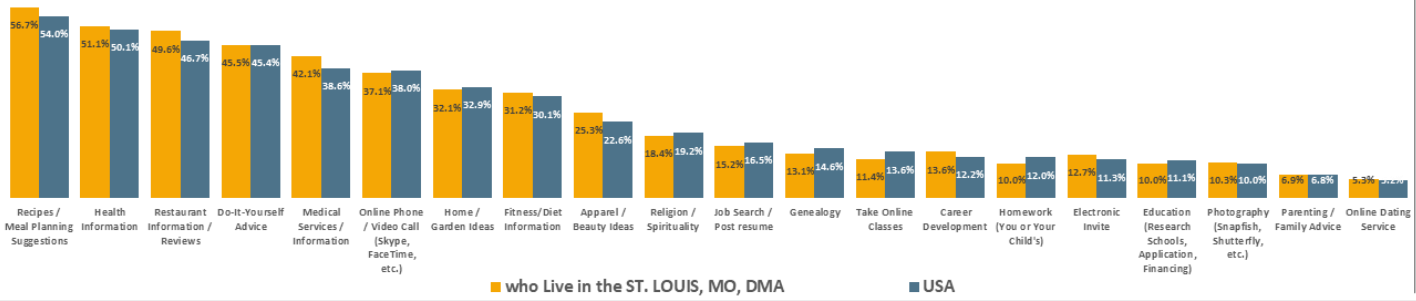


St. Louis DMA

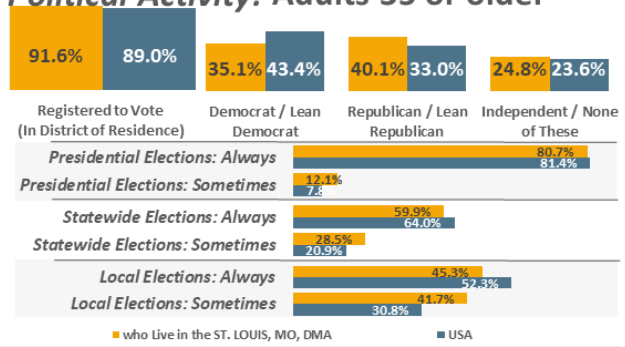
P35+

1.% or 1,820,208 of USA Adults 35 or older Live in the ST. LOUIS, MO, DMA.
Adults 35 or older who Live in the ST. LOUIS, MO, DMA are .2% more likely to look up D-I-Y advice online, 13.4% less likely to always vote in local elections, 5.4% more likely to belong to a gym, 11.1% less likely to fly domestic past yr.

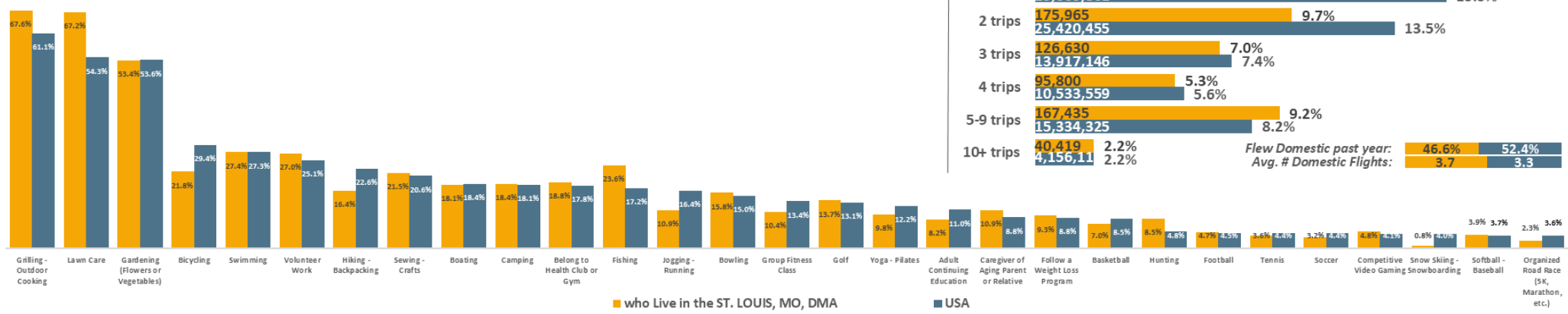
Top-20 past 30-days Online Lifestyle Activites: Adults 35 or older



Political Activity: Adults 35 or older



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



Past 12-months Domestic Airline Trips: Adults 35 or older

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,952

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St. Louis DMA

P18+

1.% or 2,505,065 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% more likely to use QSRs past mo., .9% less likely to use Sit-Down Restaurants past mo., 4.9% less likely to use Casinos past yr., 29.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:
89.4%
88.6%
2,239,916
232,380,9
88

Avg. Monthly QSR Meals:
6.6
6.5

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



Total Monthly Sit-Down Restaurant Users:
75.8%
76.5%
1,899,922
200,682,8
86

Avg. Monthly Sit-Down Restaurant Meals:
3.9
4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



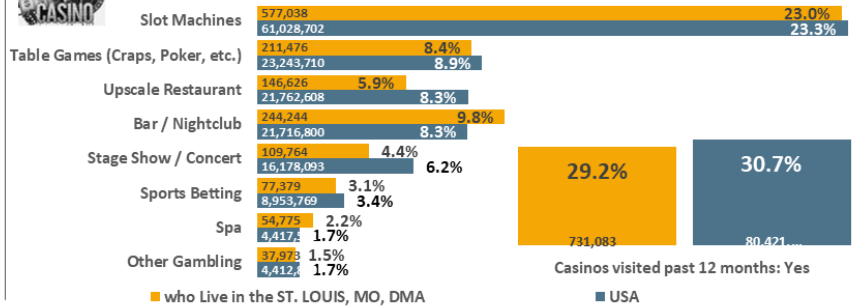
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the ST. LOUIS, MO, DMA 314,187 12.5%
USA 18.0%

Drank Past 30-days: Adults 18 or older



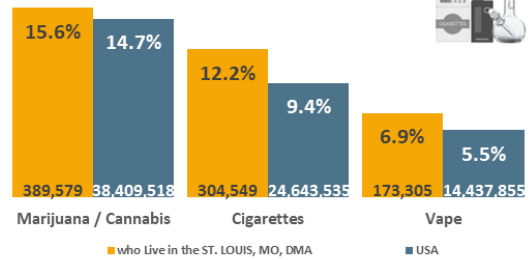
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *1,952*

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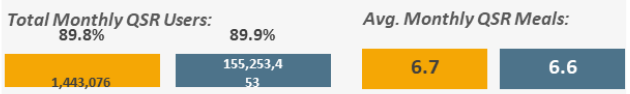
St. Louis DMA

P25-64

.9% or 1,607,867 of USA Adults 25 - 64 Live in the ST. LOUIS, MO, DMA.
Adults 25 - 64 who Live in the ST. LOUIS, MO, DMA are .2% less likely to use QSRs past mo., 1.2% less likely to use Sit-Down Restaurants past mo., .1% less likely to use Casinos past yr., 36.6% more likely to smoke cigarettes.

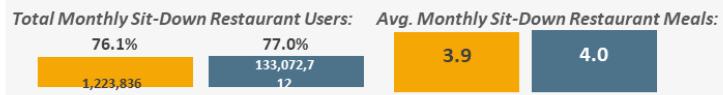
Past 30-days QSR Users: Adults 25 - 64





Past 30-days Sit-Down Restaurant Users: Adults 25 - 64





Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)





Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64



Used Past 30-days: Adults 25 - 64



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,952

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St. Louis DMA

W25-64

.9% or 814,438 of USA Women 25 - 64 Live in the ST. LOUIS, MO, DMA.
Women 25 - 64 who Live in the ST. LOUIS, MO, DMA are 1.6% more likely to use QSRs past mo., .1% less likely to use Sit-Down Restaurants past mo., 12.5% more likely to use Casinos past yr., 52.2% more likely to smoke cigarettes.

Past 30-days QSR Users: Women 25 - 64



Total Monthly QSR Users:

92.2% 90.7%

750,624 78,643,96 1

Avg. Monthly QSR Meals:

6.7 6.5

Past 30-days Sit-Down Restaurant Users: Women 25 - 64



Total Monthly Sit-Down Restaurant Users:

76.9% 77.0%

626,259 66,762,25 0

Avg. Monthly Sit-Down Restaurant Meals:

4.0 3.9

Top-10 Cuisines: Women 25 - 64

(Sit-Down Restaurants Used Past 30-days)



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

who Live in the ST. LOUIS, MO, DMA 112,649 13.8%

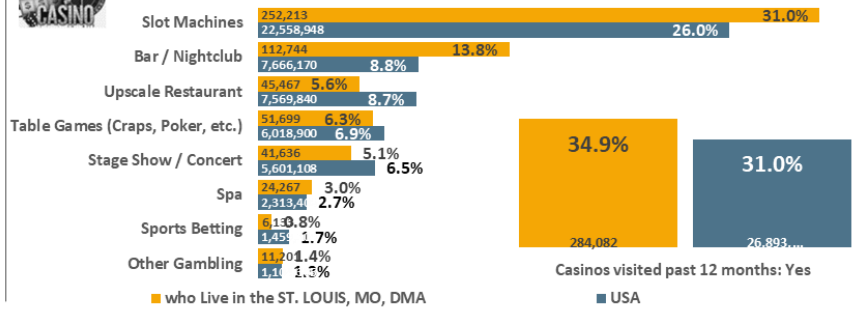
USA 20.5%

Drank Past 30-days: Women 25 - 64



Past 12 months Casino Activities: Women 25 - 64





Used Past 30-days: Women 25 - 64



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,952

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St. Louis DMA

M25-64

.9% or 793,429 of USA Men 25 - 64 Live in the ST. LOUIS, MO, DMA.
Men 25 - 64 who Live in the ST. LOUIS, MO, DMA are 2.% less likely to use QSRs past mo., 2.3% less likely to use Sit-Down Restaurants past mo., 12.2% less likely to use Casinos past yr., 20.6% more likely to smoke cigarettes.

Past 30-days QSR Users: Men 25 - 64



Total Monthly QSR Users:
87.3% 89.1%
692,452
76,609,49 1

Avg. Monthly QSR Meals:
6.6 6.7

Past 30-days Sit-Down Restaurant Users: Men 25 - 64



Total Monthly Sit-Down Restaurant Users:
75.3% 77.1%
597,577
66,310,46 2

Avg. Monthly Sit-Down Restaurant Meals:
3.7 4.1

Top-10 Cuisines: Men 25 - 64

(Sit-Down Restaurants Used Past 30-days)



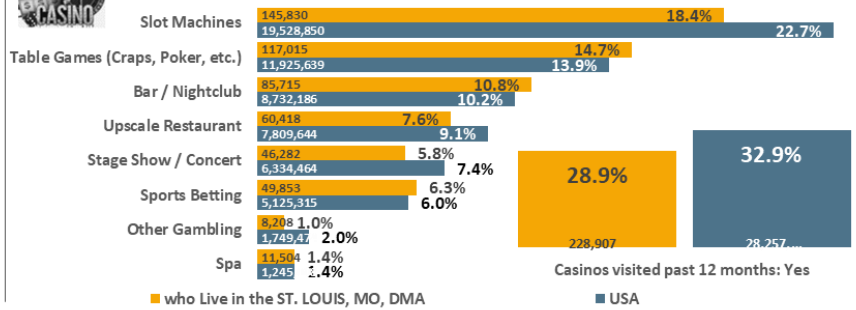
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the ST. LOUIS, MO, DMA 109,044 13.7%
USA 20.4%

Drank Past 30-days: Men 25 - 64



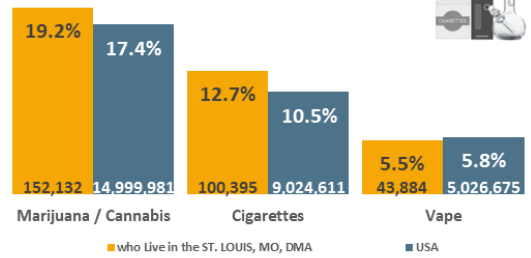
Past 12 months Casino Activities: Men 25 - 64





Used Past 30-days: Men 25 - 64





USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *1,952*

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St. Louis DMA

P35+

1.% or 1,820,208 of USA Adults 35 or older Live in the ST. LOUIS, MO, DMA.
Adults 35 or older who Live in the ST. LOUIS, MO, DMA are 2.1% more likely to use QSRs past mo., 2.3% more likely to use Sit-Down Restaurants past mo., 14.4% less likely to use Casinos past yr., 12.1% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 35 or older



Total Monthly QSR Users:

88.7% 86.9%

1,615,418 163,177,211

Avg. Monthly QSR Meals:

6.2 6.1

Past 30-days Sit-Down Restaurant Users: Adults 35 or older



Total Monthly Sit-Down Restaurant Users:

78.1% 76.3%

1,420,945 143,307,097

Avg. Monthly Sit-Down Restaurant Meals:

4.1 4.0

Top-10 Cuisines: Adults 35 or older

(Sit-Down Restaurants Used Past 30-days)

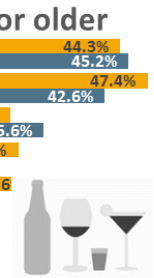


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who Live in the ST. LOUIS, MO, DMA 161,497 8.9%

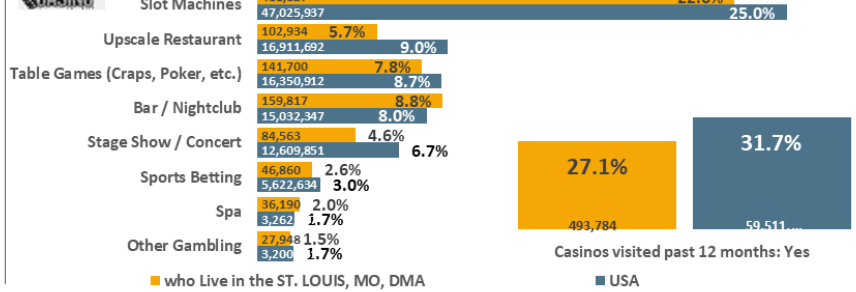
USA 13.6%

Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older





Used Past 30-days: Adults 35 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *1,952*

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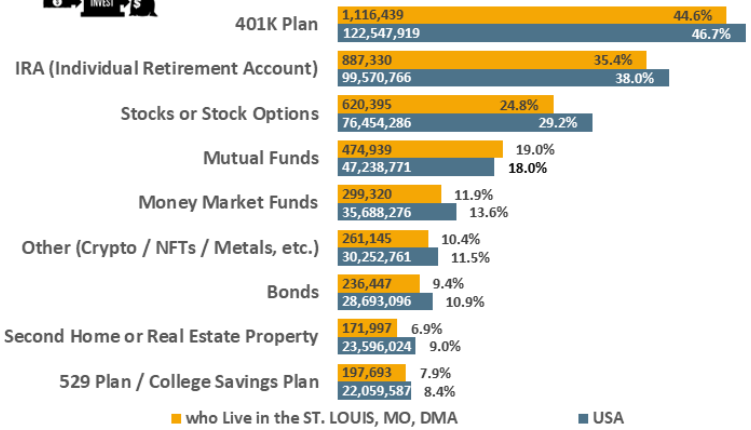
St. Louis DMA

P18+

1.% or 2,505,065 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 4.7% less likely to have a 401K, 7.5% more likely to have an Auto Loan, 26.5% less likely to Invest/Trade Stocks Online, 1.5% more likely to pay with their Debit Card.

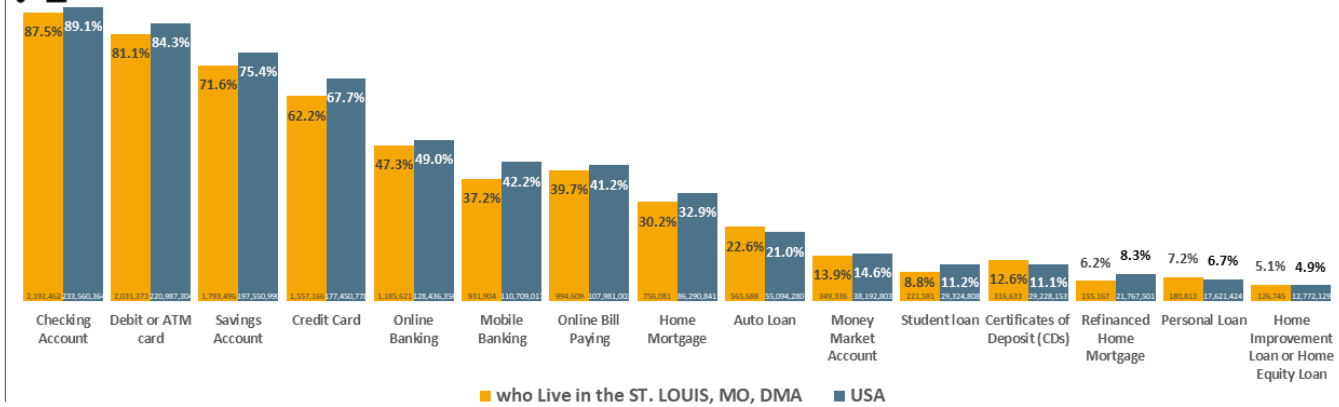
Investments Owned: Adults 18 or older



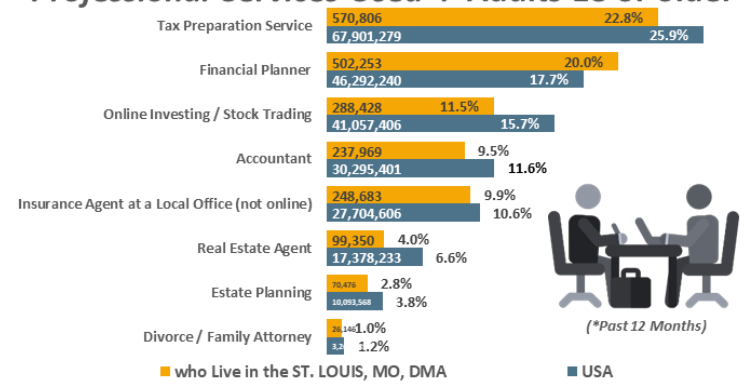


Financial Services Has and/or Uses: Adults 18 or older





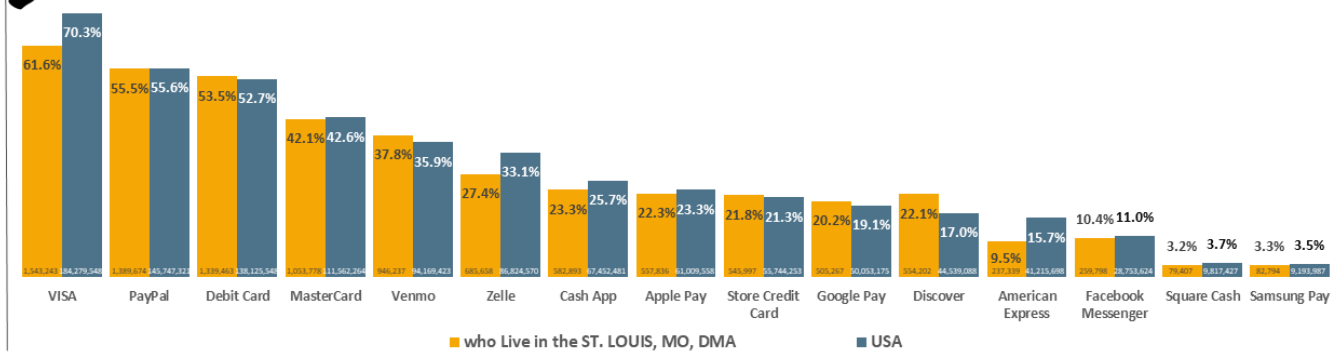
Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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





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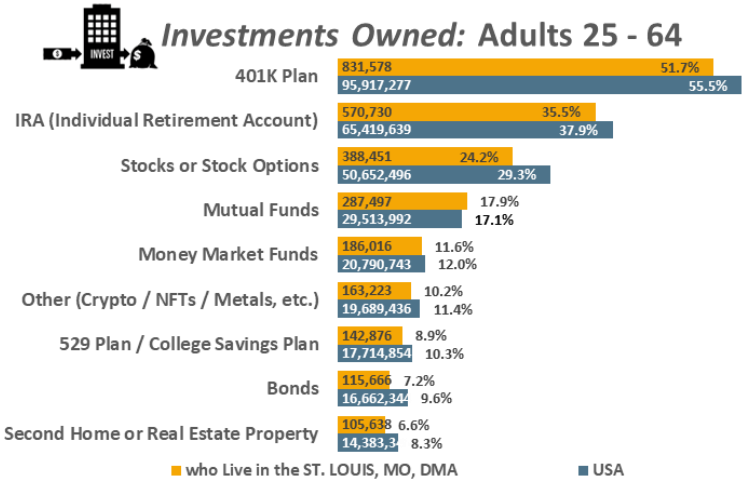


St. Louis DMA

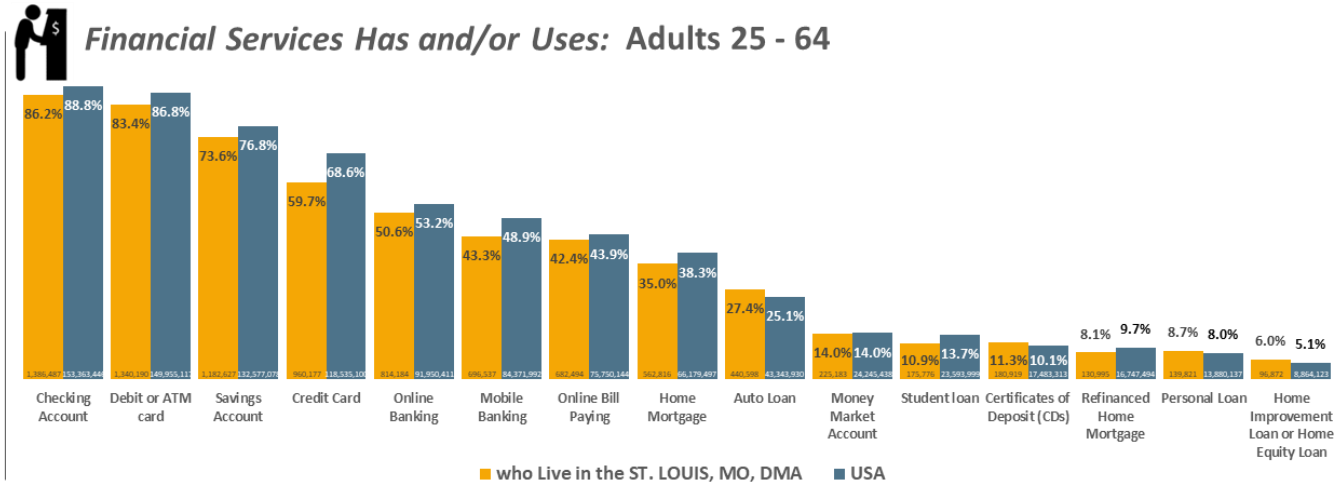
P25-64

.9% or 1,607,867 of USA Adults 25 - 64 Live in the ST. LOUIS, MO, DMA.
Adults 25 - 64 who Live in the ST. LOUIS, MO, DMA are 6.9% less likely to have a 401K, 9.2% more likely to have an Auto Loan, 23.3% less likely to Invest/Trade Stocks Online, .7% more likely to pay with their Debit Card.

Investments Owned: Adults 25 - 64



Financial Services Has and/or Uses: Adults 25 - 64

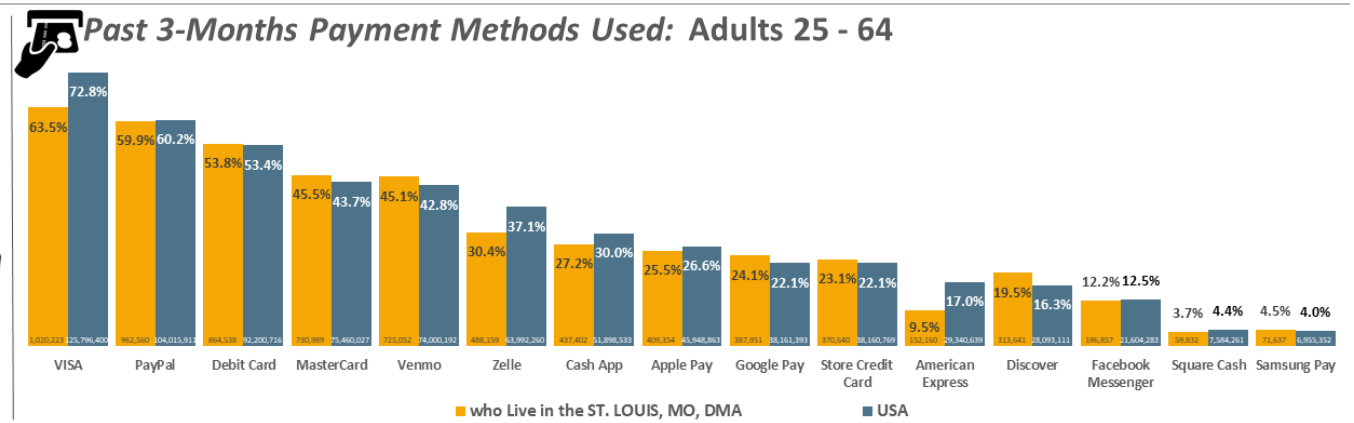


Professional Services Used:* Adults 25 - 64



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 25 - 64



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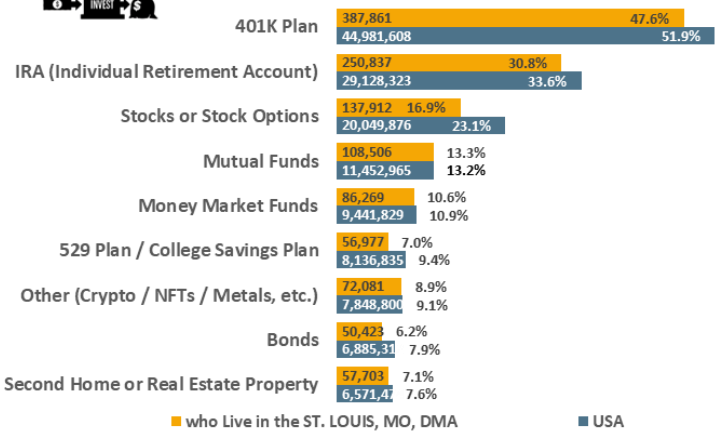
St. Louis DMA

W25-64

.9% or 814,438 of USA Women 25 - 64 Live in the ST. LOUIS, MO, DMA.
Women 25 - 64 who Live in the ST. LOUIS, MO, DMA are 8.2% less likely to have a 401K, 16.6% more likely to have an Auto Loan, 30.9% less likely to Invest/Trade Stocks Online, 6.6% more likely to pay with their Debit Card.

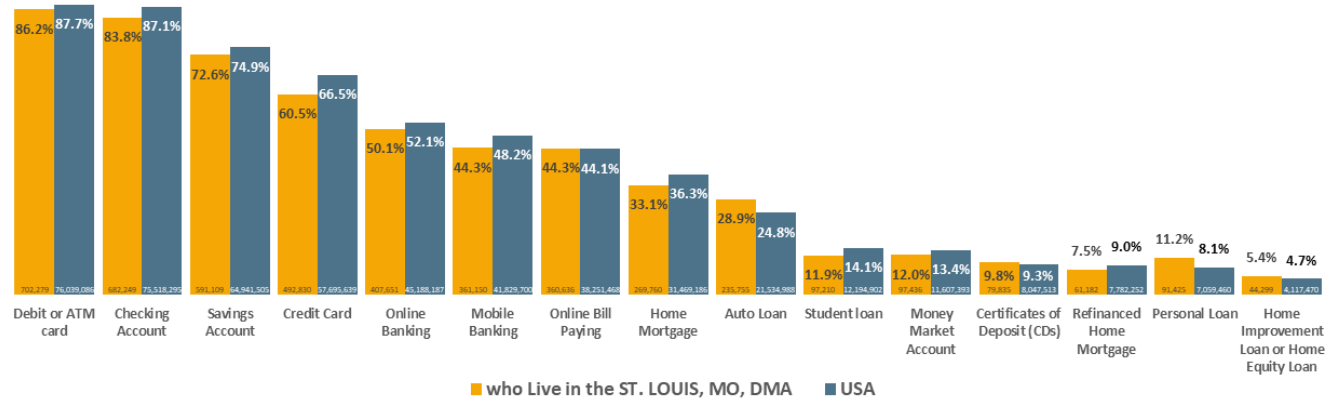
Investments Owned: Women 25 - 64



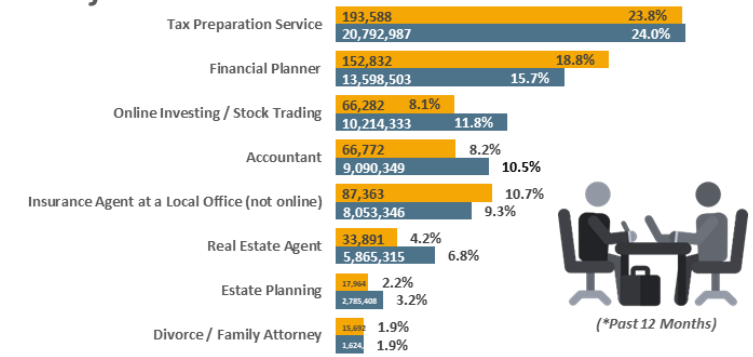


Financial Services Has and/or Uses: Women 25 - 64





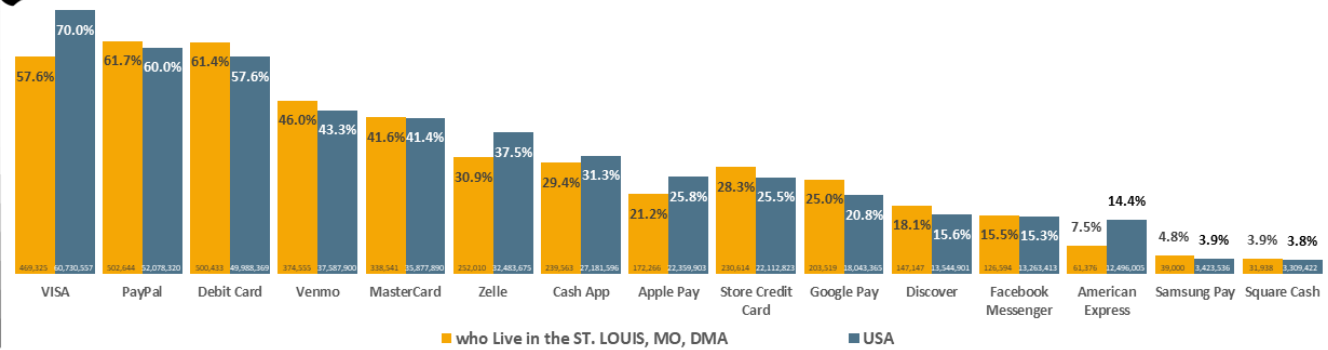
Professional Services Used:* Women 25 - 64



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Women 25 - 64

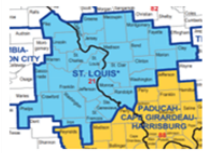




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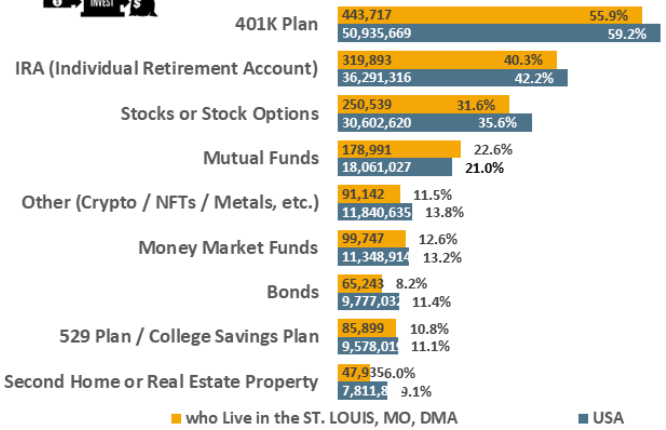
St. Louis DMA

M25-64

.9% or 793,429 of USA Men 25 - 64 Live in the ST. LOUIS, MO, DMA.
Men 25 - 64 who Live in the ST. LOUIS, MO, DMA are 5.6% less likely to have a 401K, 1.8% more likely to have an Auto Loan, 19.% less likely to Invest/Trade Stocks Online, 6.5% less likely to pay with their Debit Card.

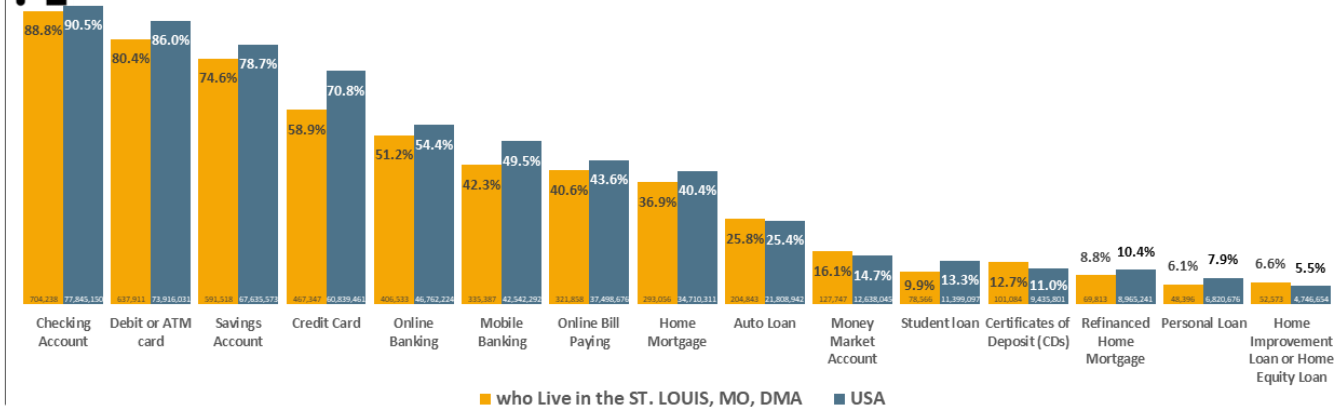
Investments Owned: Men 25 - 64



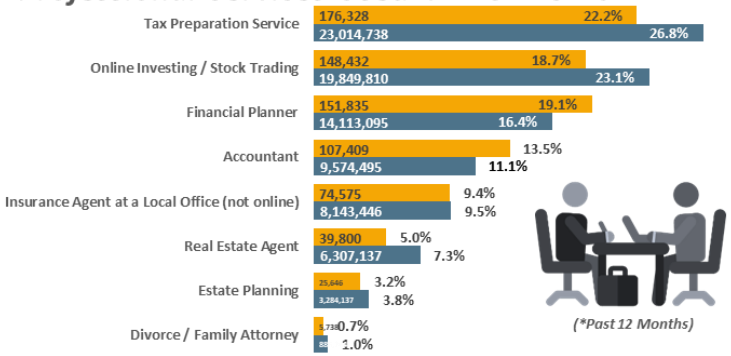


Financial Services Has and/or Uses: Men 25 - 64





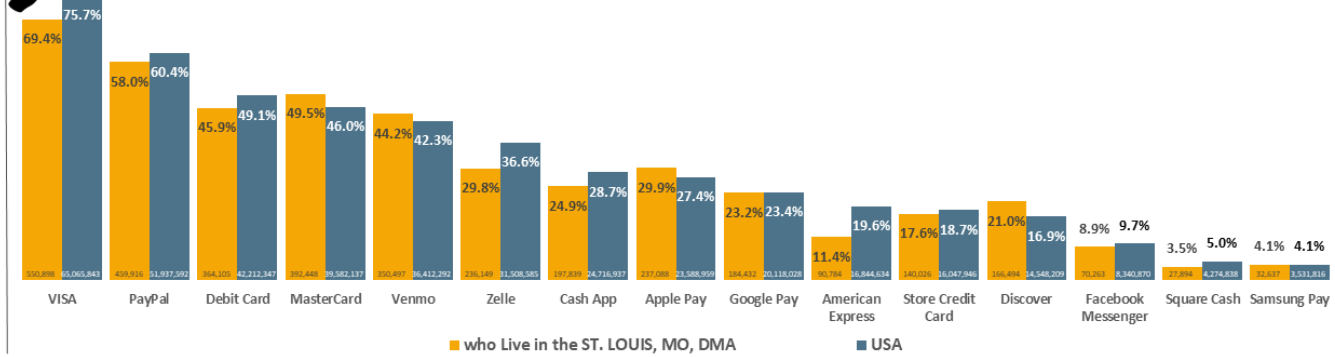
Professional Services Used:* Men 25 - 64



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Men 25 - 64





USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,952

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USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338



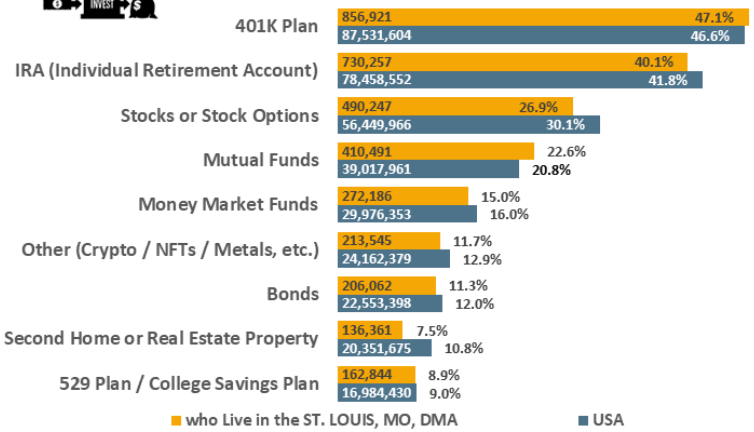
St. Louis DMA

P35+

1.% or 1,820,208 of USA Adults 35 or older Live in the ST. LOUIS, MO, DMA.
Adults 35 or older who Live in the ST. LOUIS, MO, DMA are 1.% more likely to have a 401K, 16.1% more likely to have an Auto Loan, 20.7% less likely to Invest/Trade Stocks Online, 1.5% more likely to pay with their Debit Card.

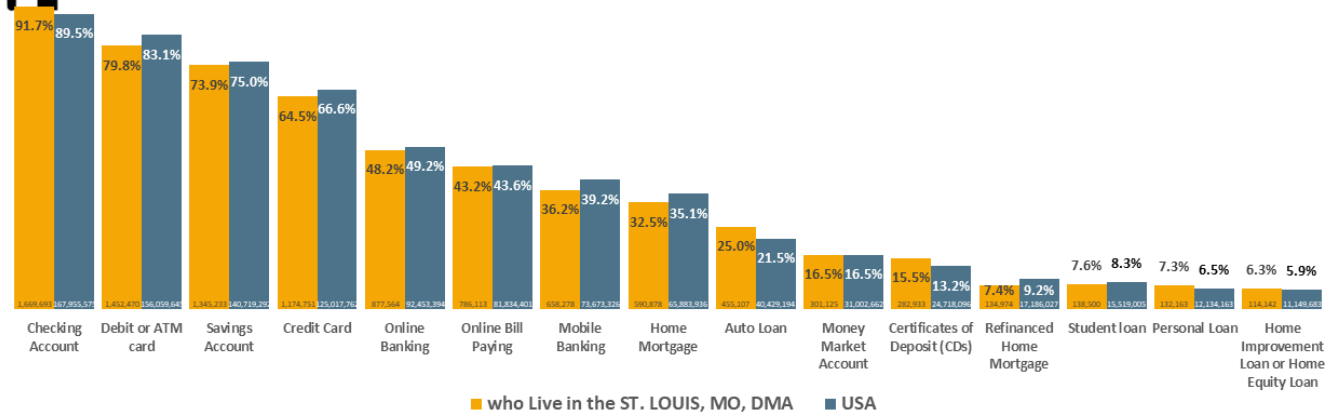
Investments Owned: Adults 35 or older





Financial Services Has and/or Uses: Adults 35 or older



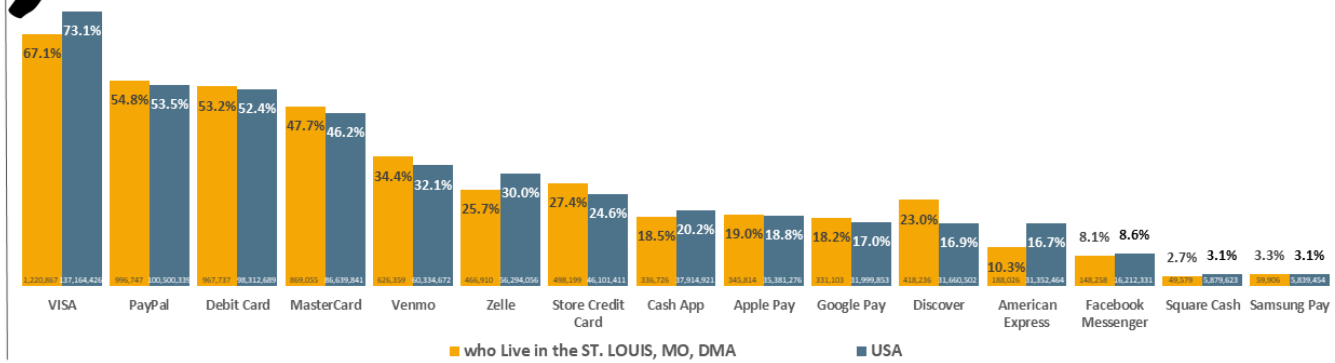


Professional Services Used:* Adults 35 or older



Past 3-Months Payment Methods Used: Adults 35 or older

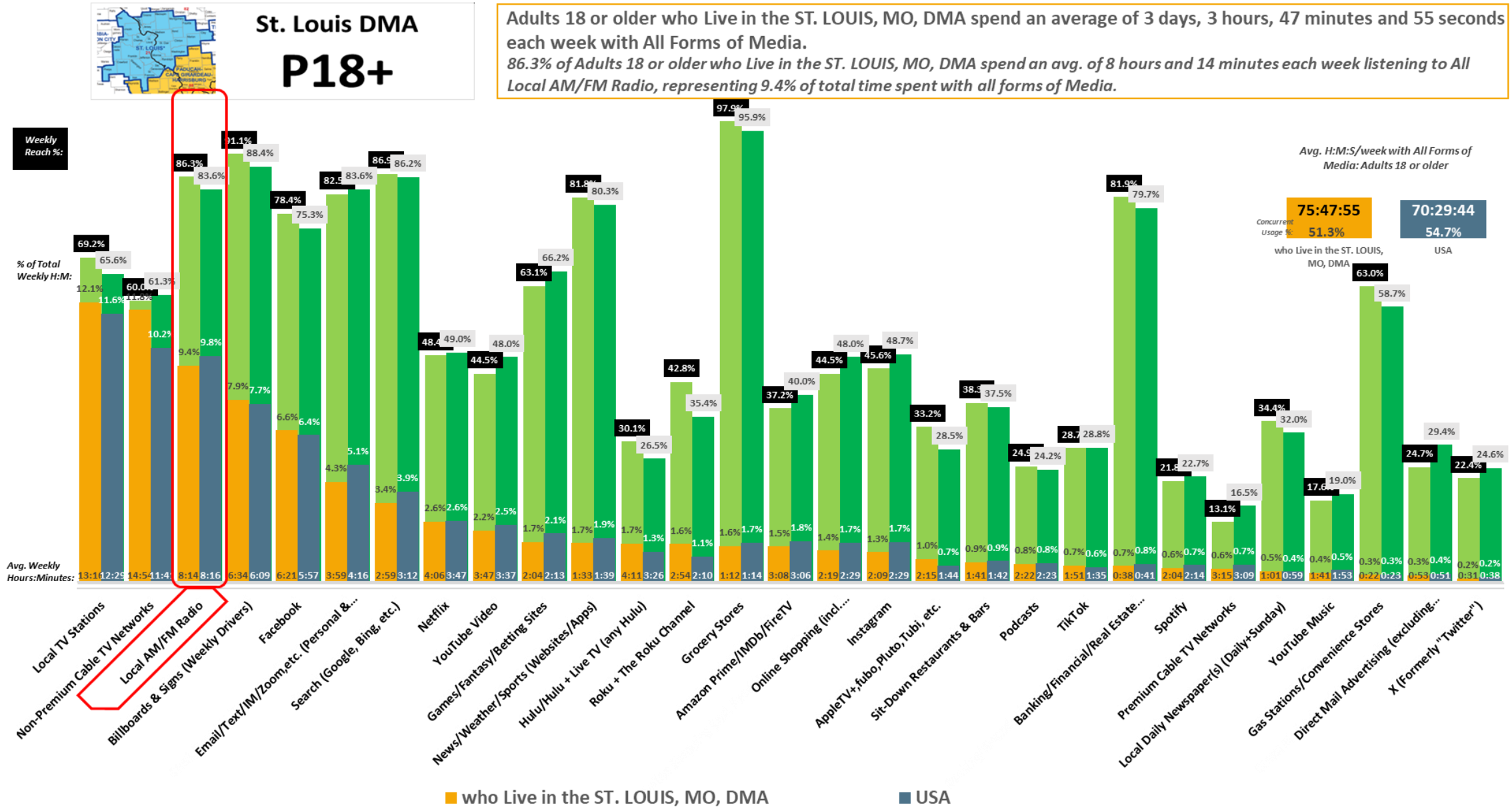




USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,952

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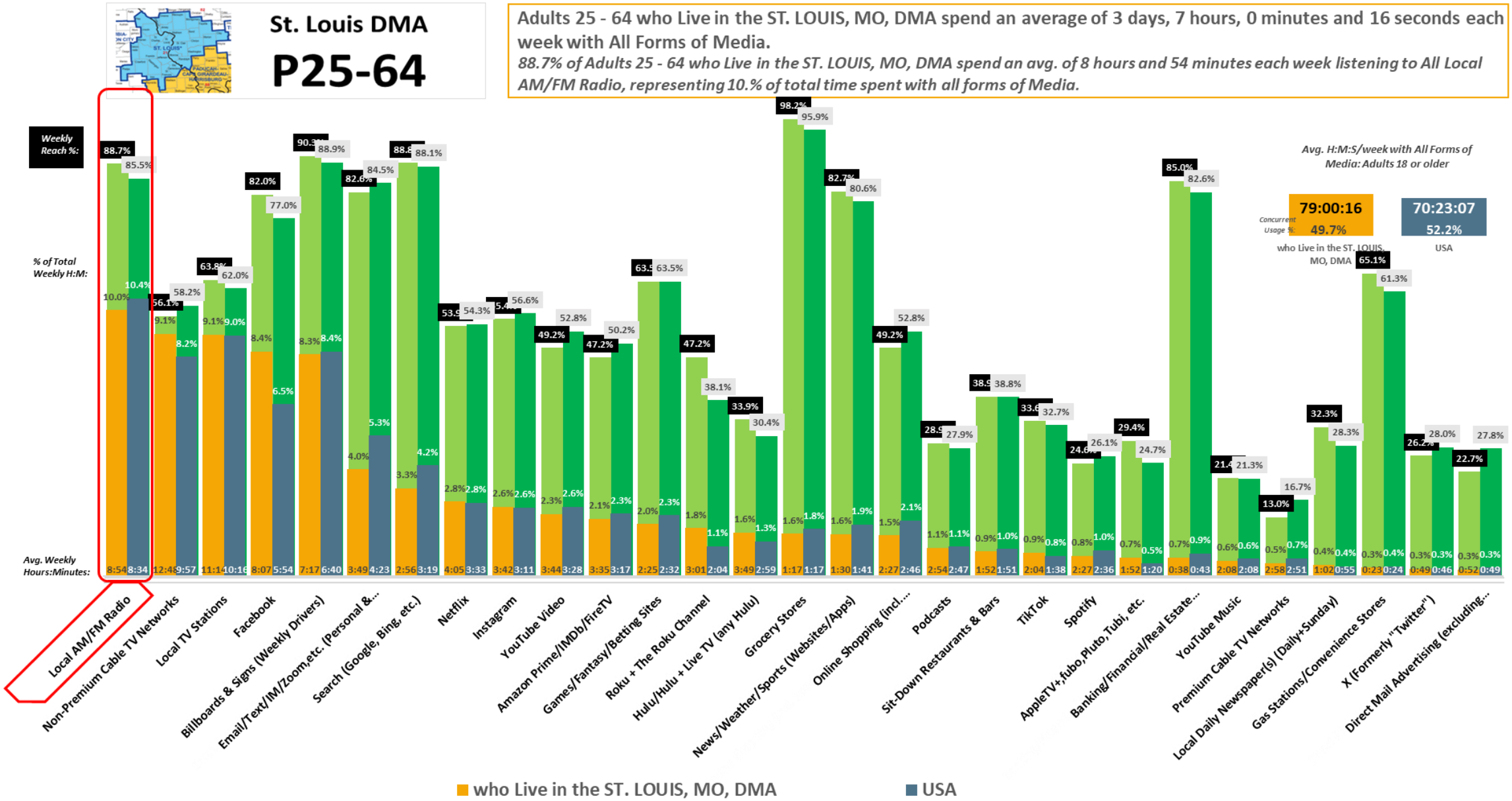
USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,952 USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

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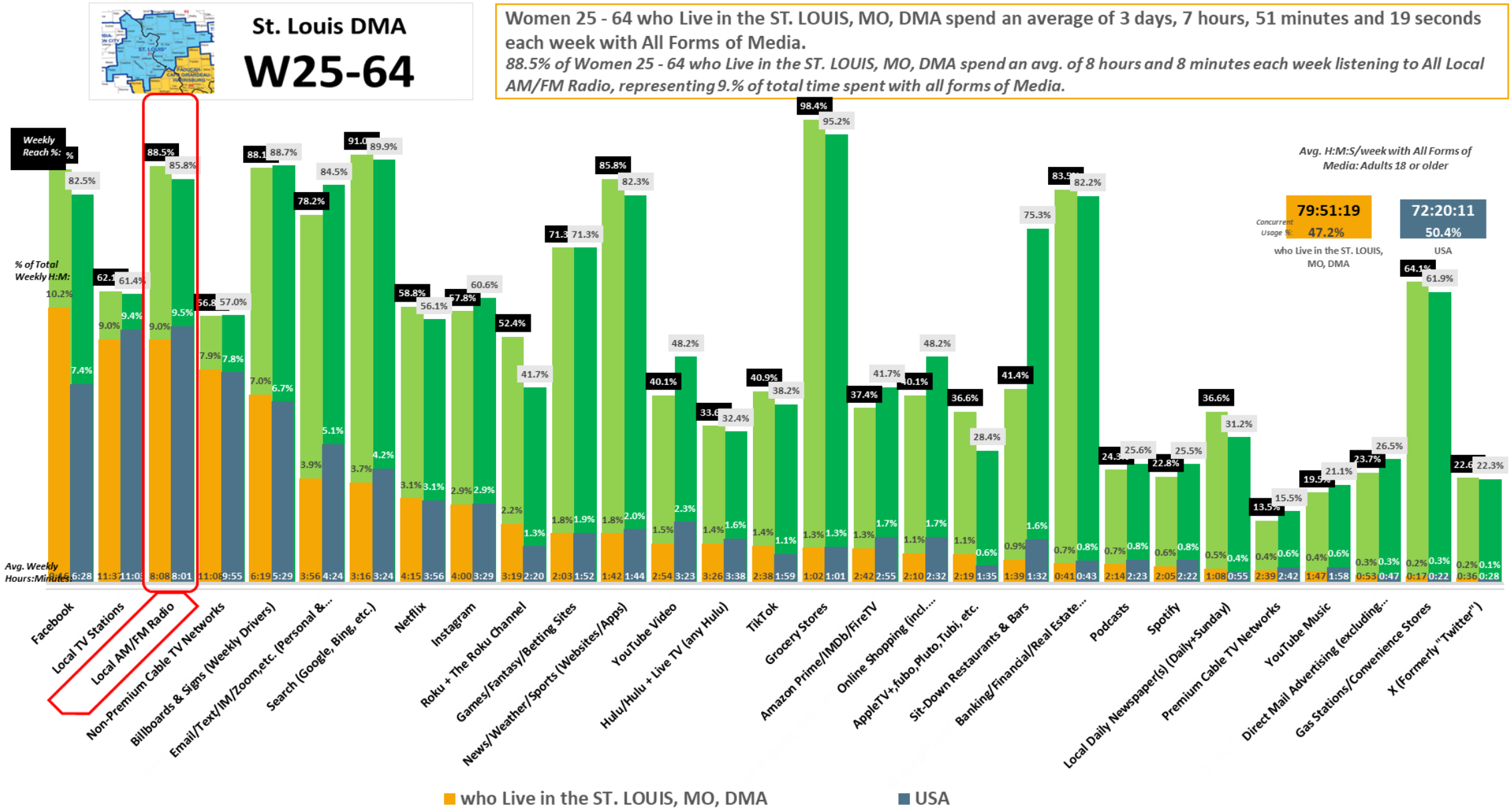


USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,952 USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

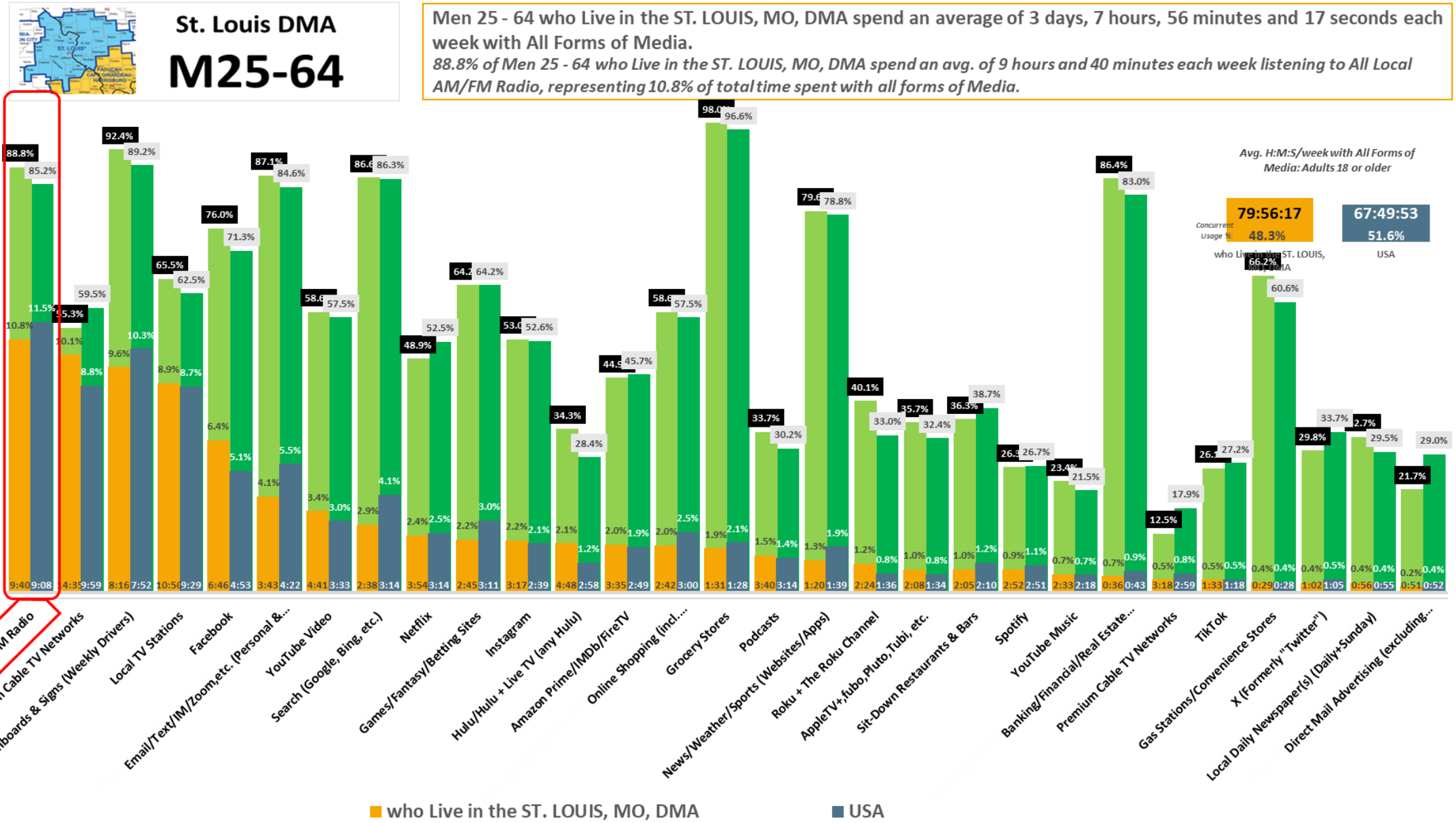
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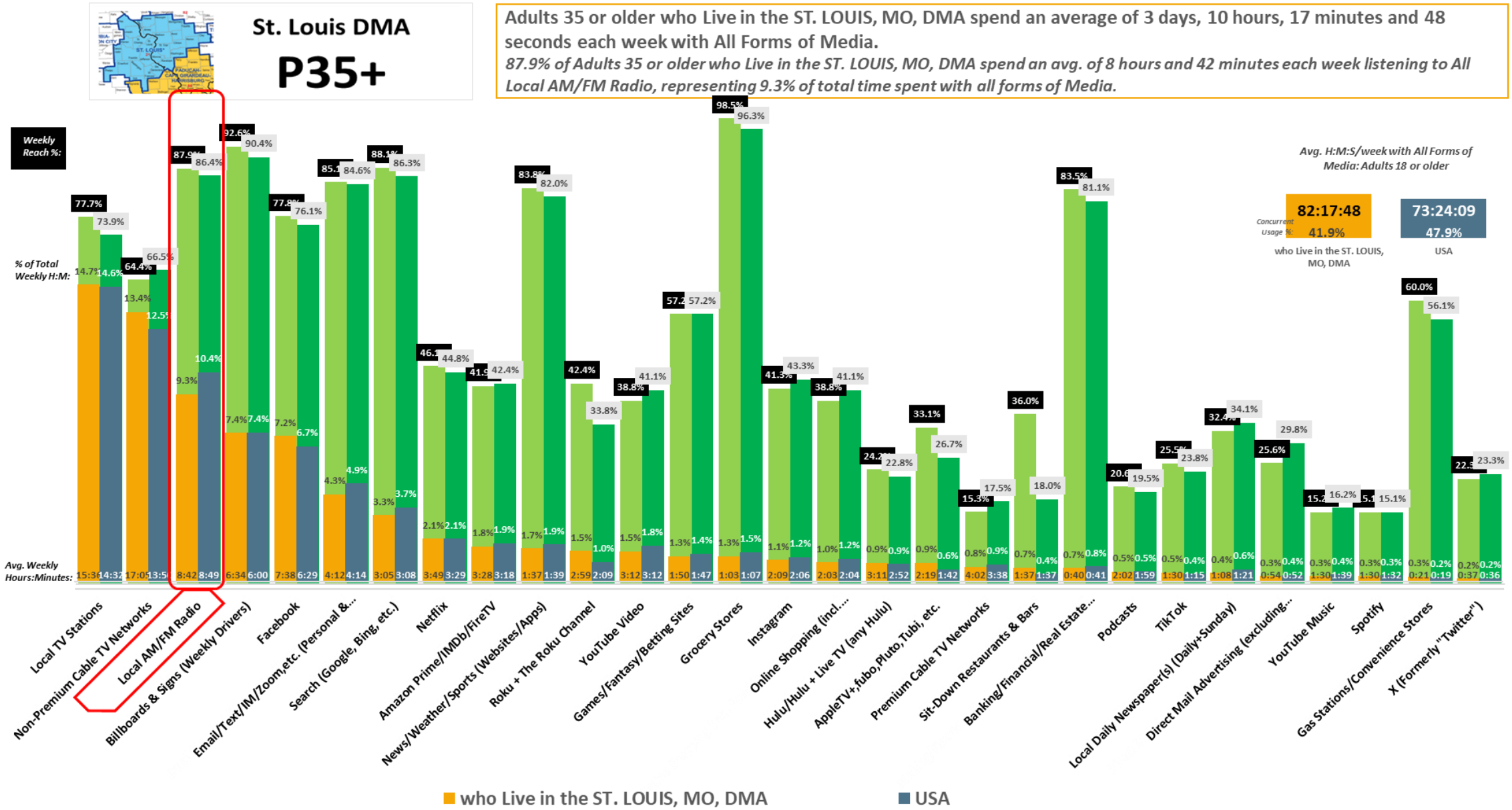
USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,952 USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338
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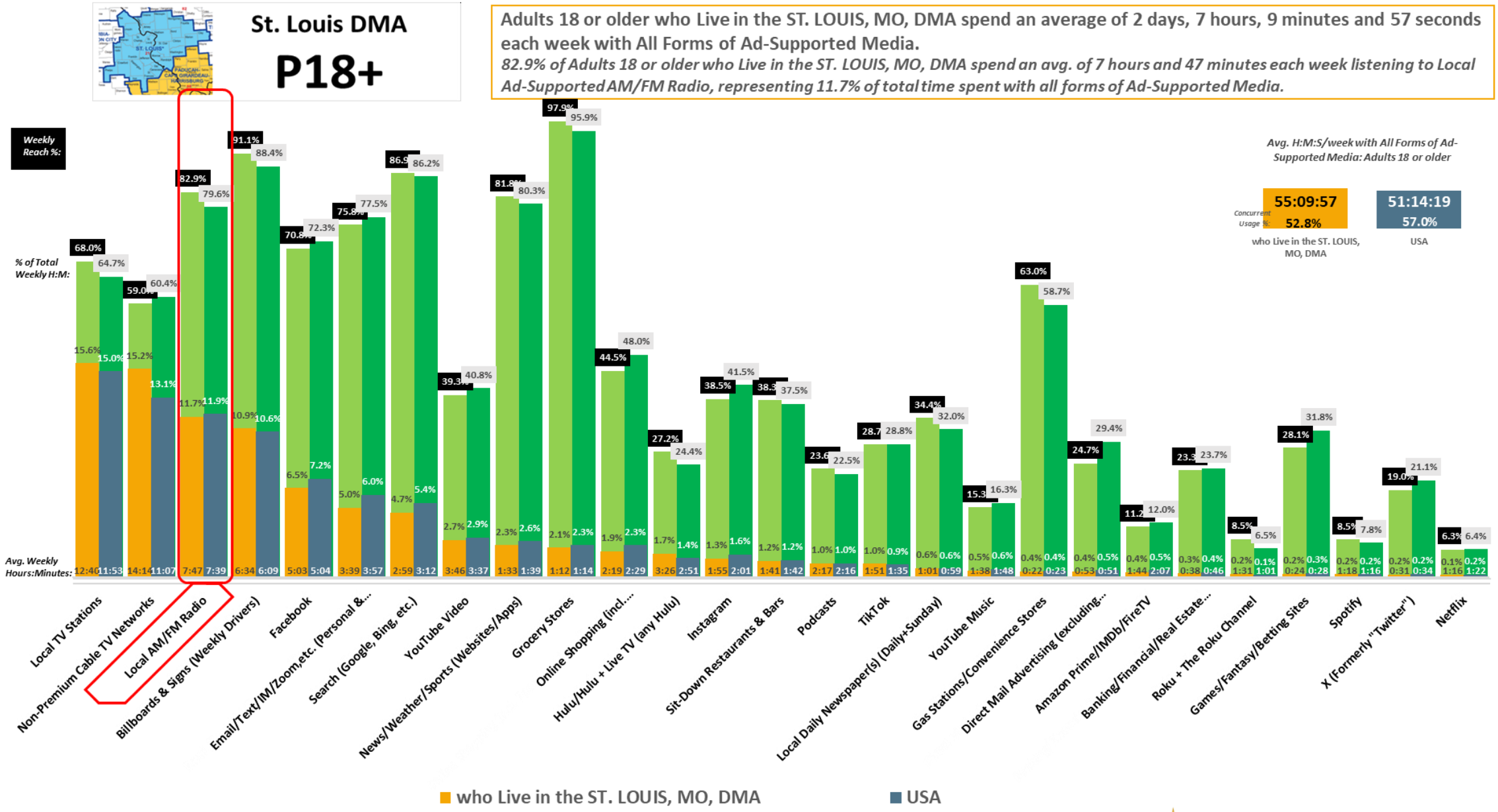
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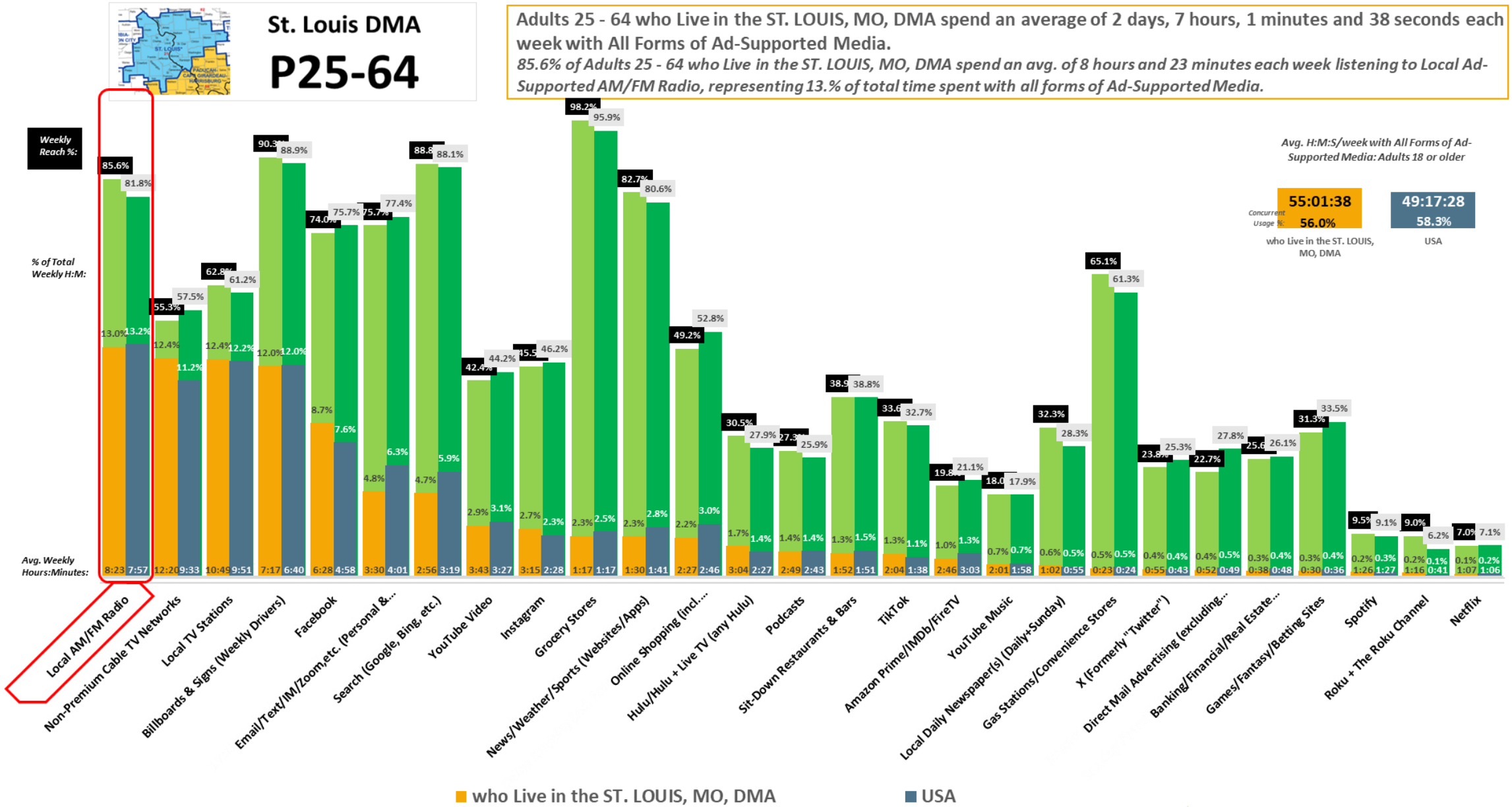
USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,952 USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

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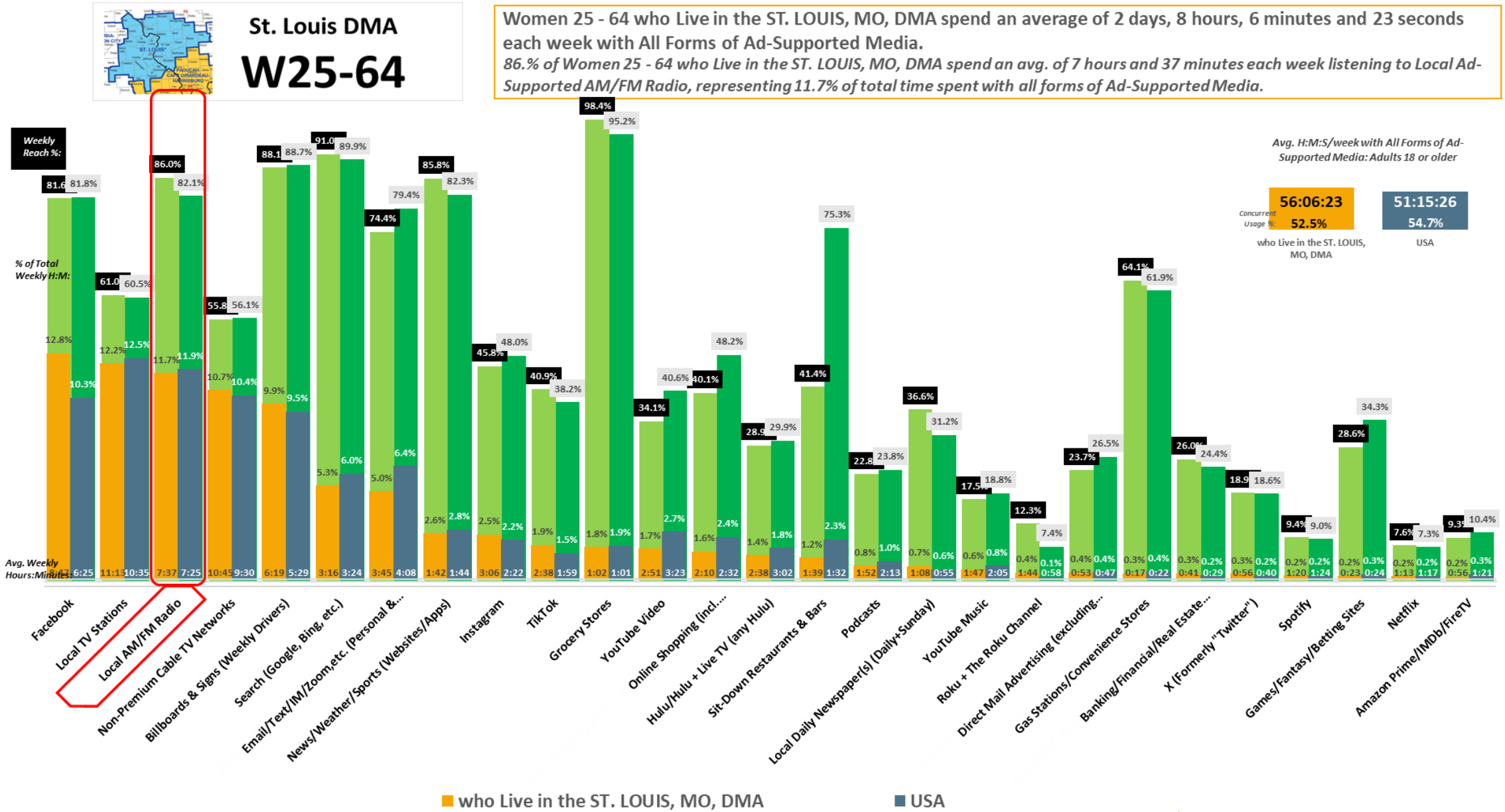
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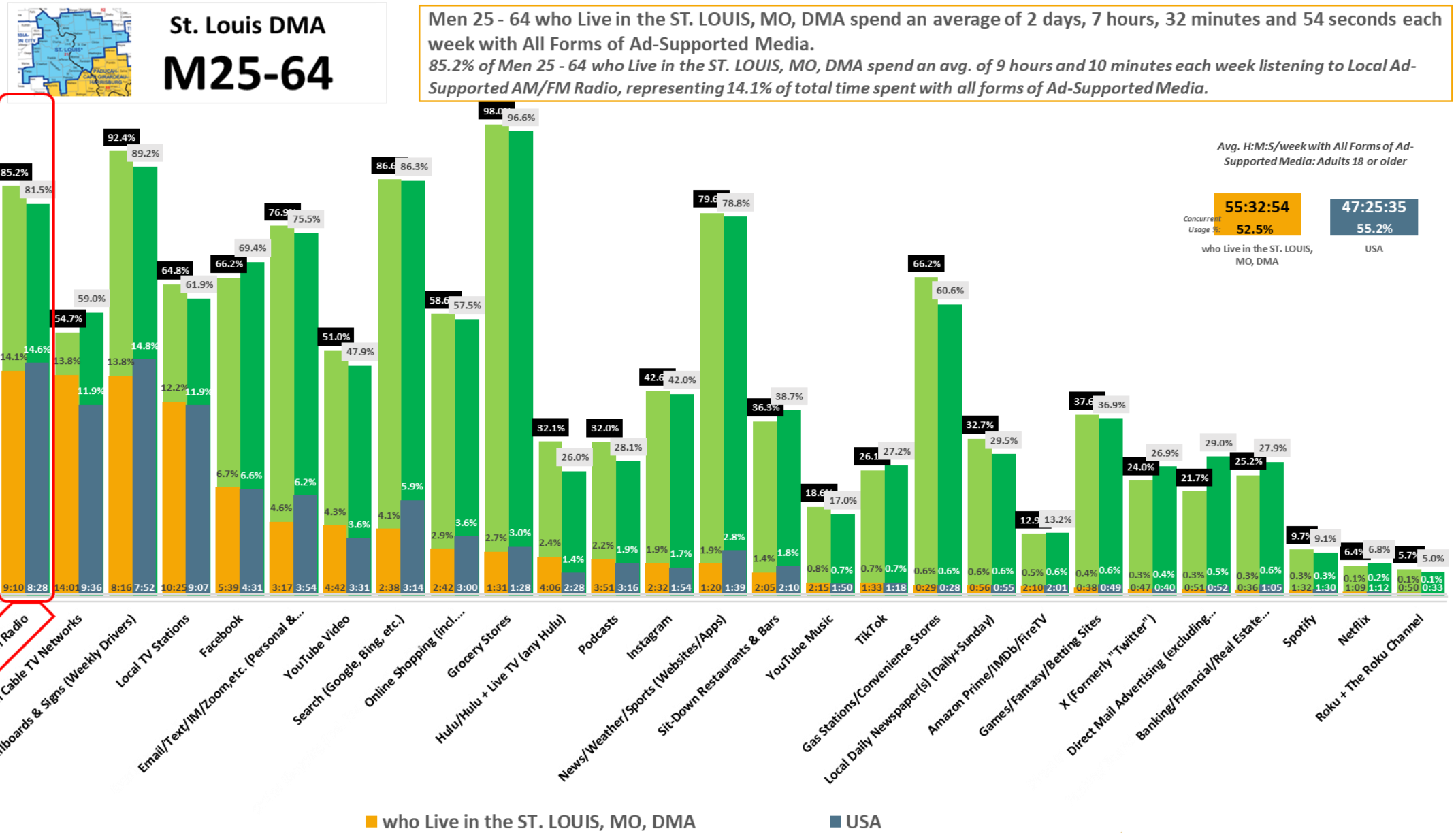
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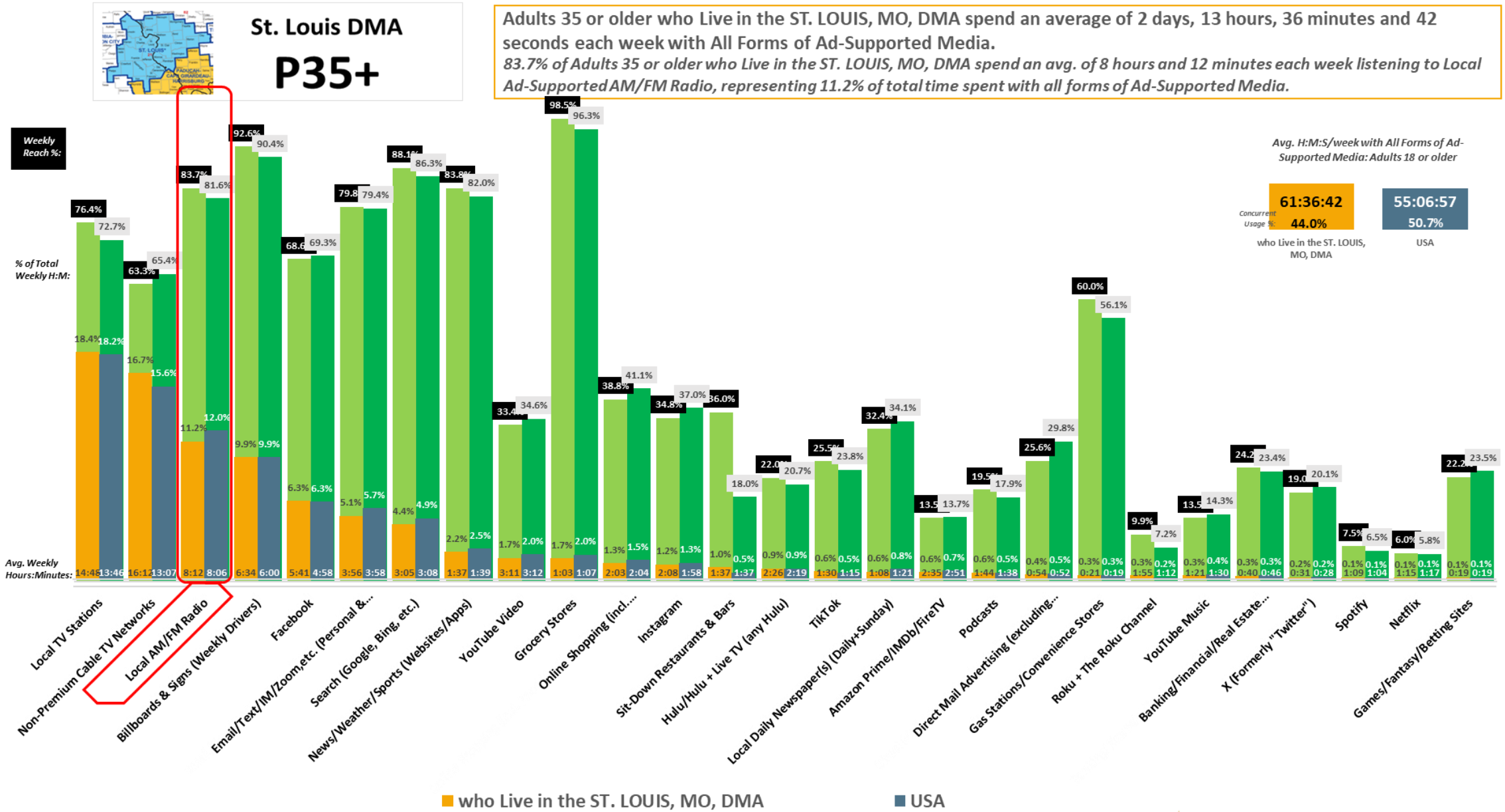
USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,952 USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338
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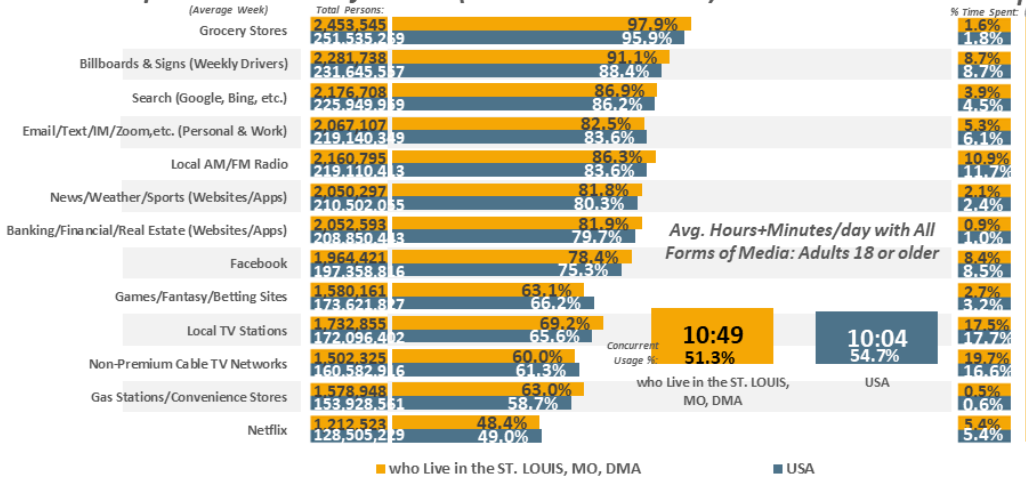


St. Louis DMA

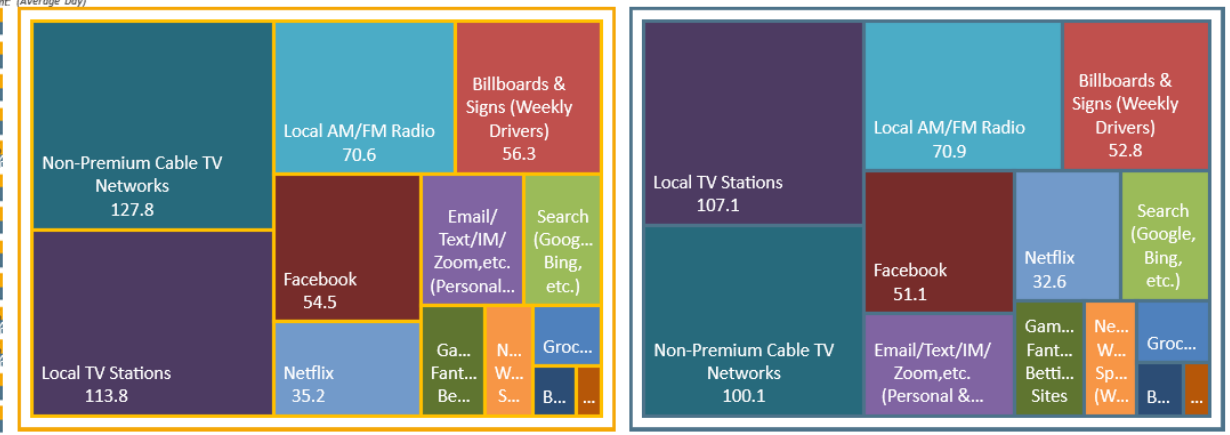
P18+

Adults 18 or older who Live in the ST. LOUIS, MO, DMA spend an average of 7 hours and 52 minutes each day with All Forms of Ad-Supported Media. 82.9% listen to Local AM/FM Radio for an avg. of 66.8 minutes/day. *(Local Radio delivers 11.7% of Time with Ad-Supported Media.)*

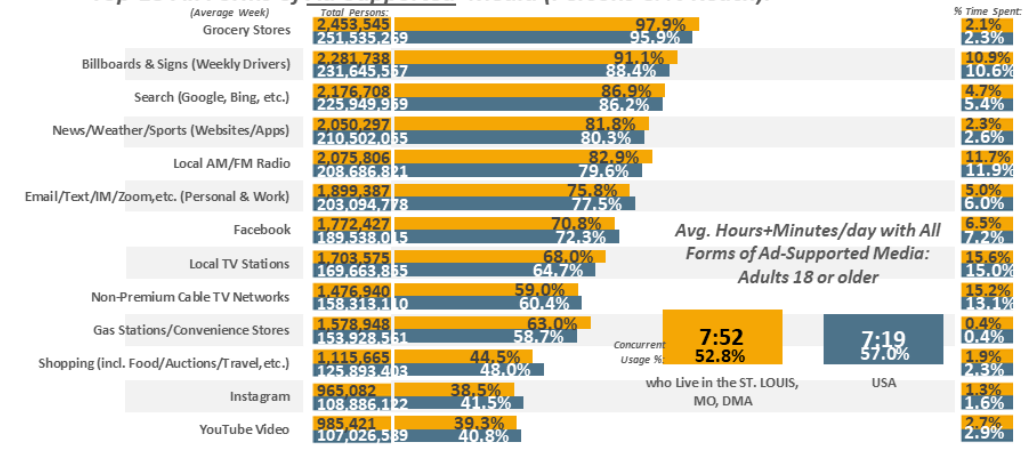
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



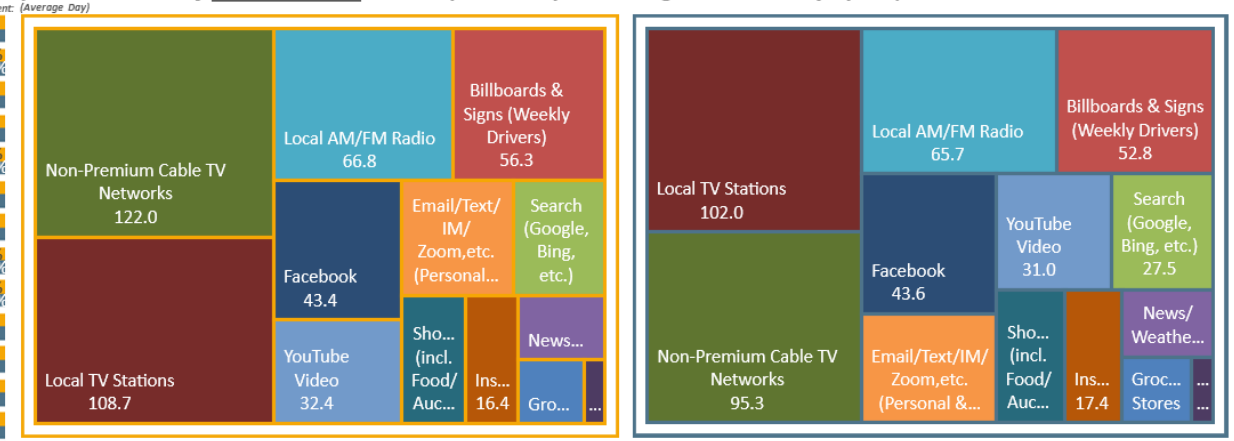
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,952

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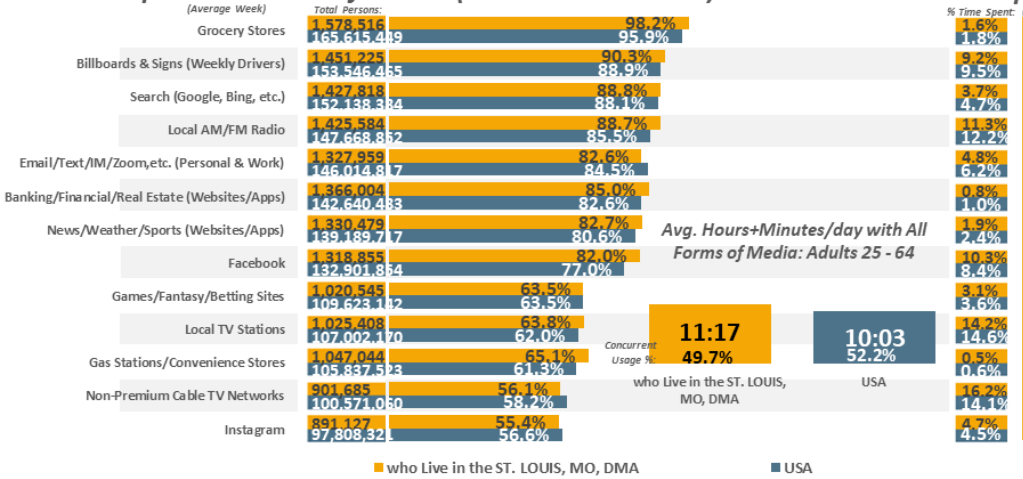


St. Louis DMA

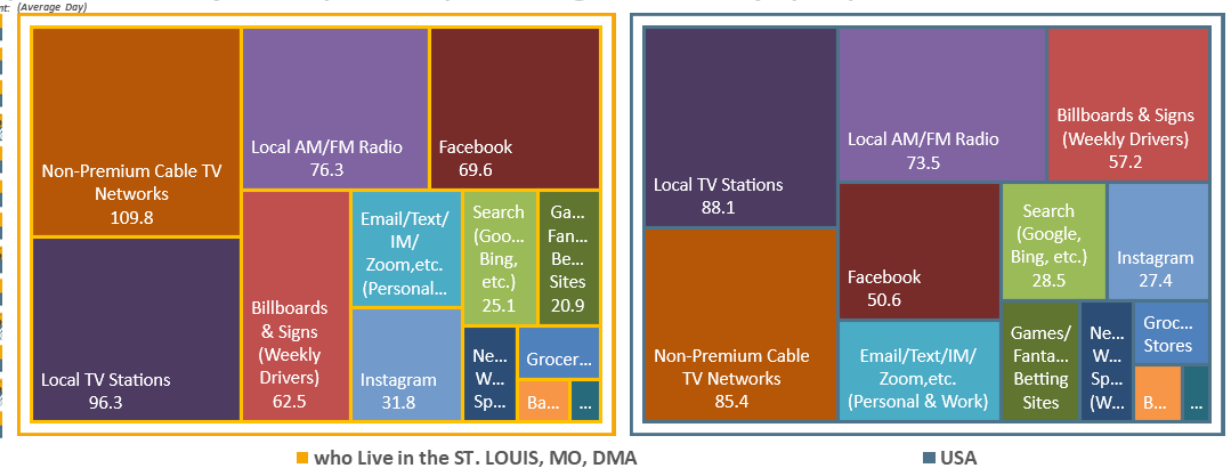
P25-64

Adults 25 - 64 who Live in the ST. LOUIS, MO, DMA spend an average of 7 hours and 51 minutes each day with All Forms of Ad-Supported Media. 85.6% listen to Local AM/FM Radio for an avg. of 71.9 minutes/day. *(Local Radio delivers 13.% of Time with Ad-Supported Media.)*

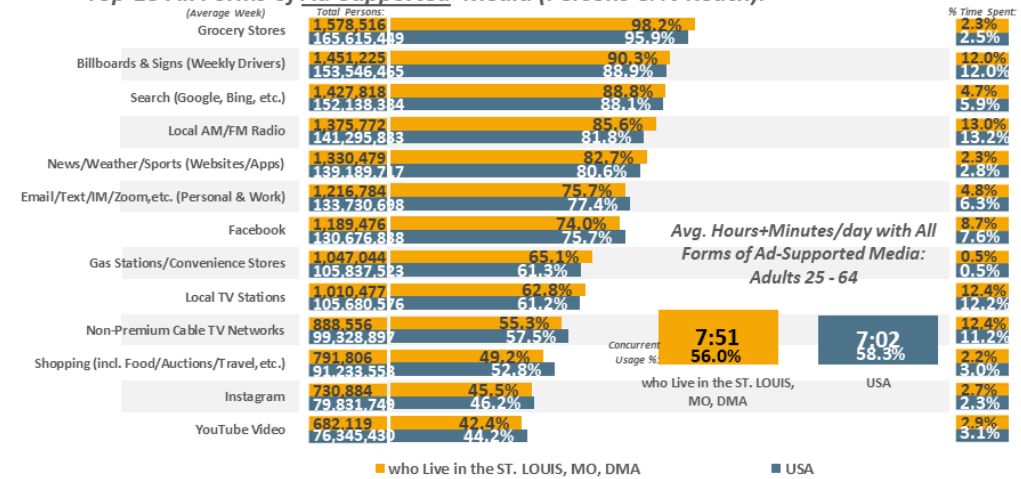
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



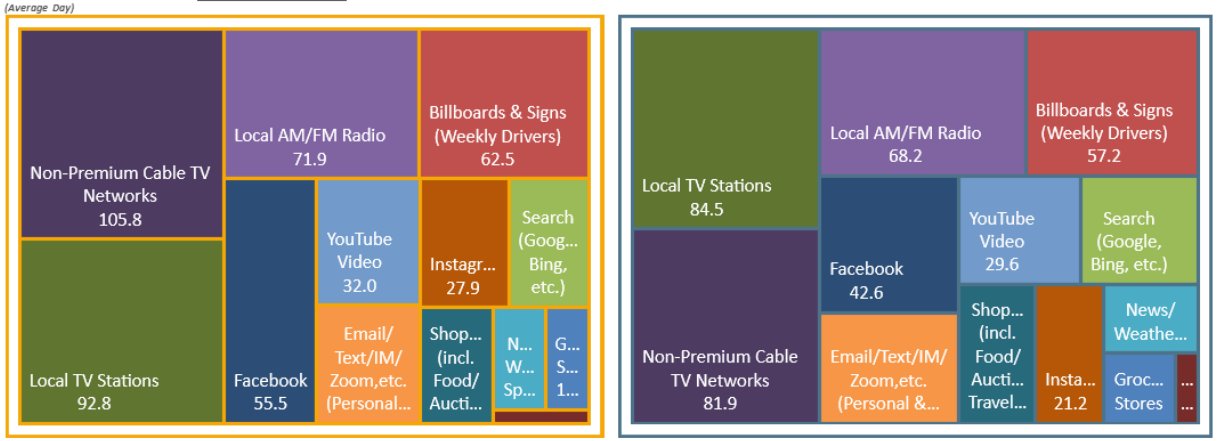
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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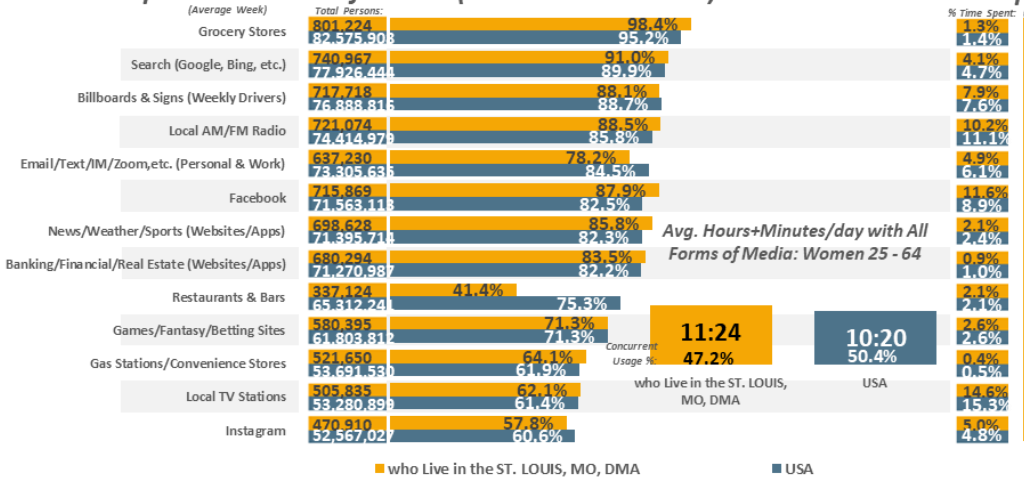


St. Louis DMA

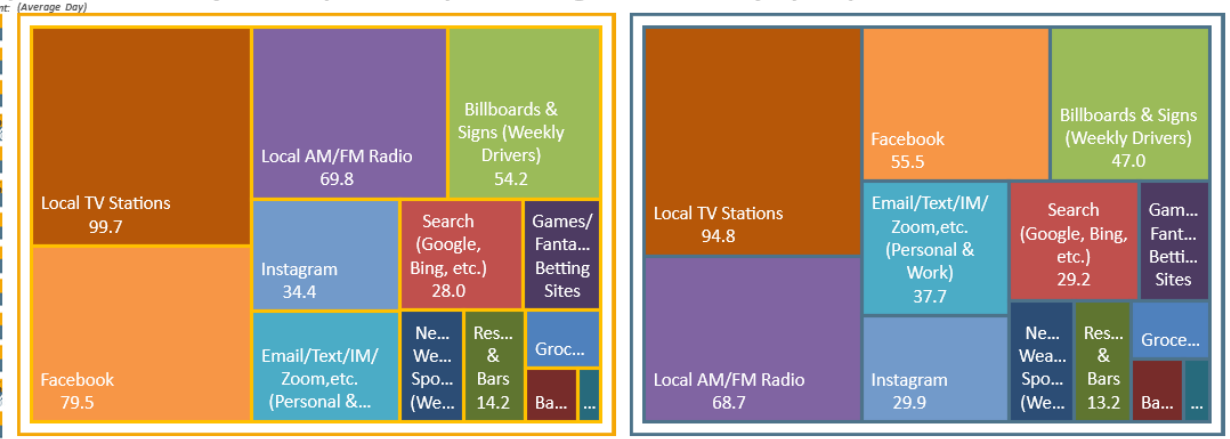
W25-64

Women 25 - 64 who Live in the ST. LOUIS, MO, DMA spend an average of 8 hours and 0 minutes each day with All Forms of Ad-Supported Media. 86.% listen to Local AM/FM Radio for an avg. of 65.3 minutes/day. *(Local Radio delivers 11.7% of Time with Ad-Supported Media.)*

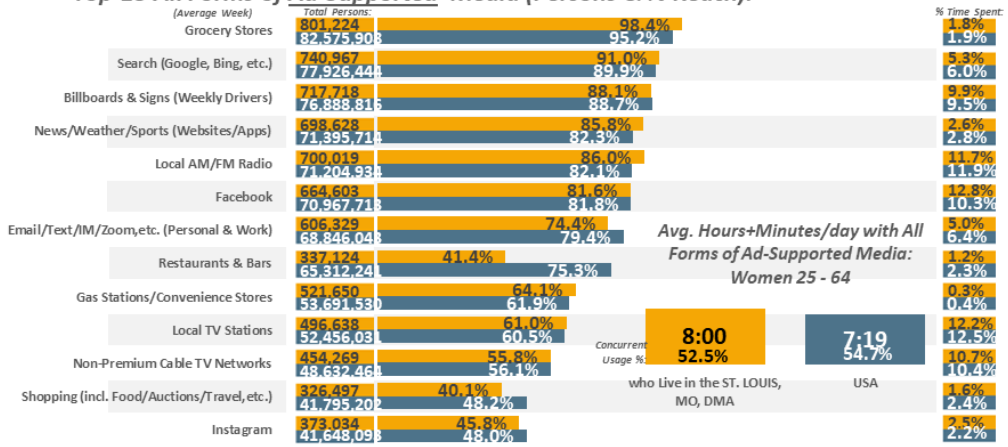
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 64



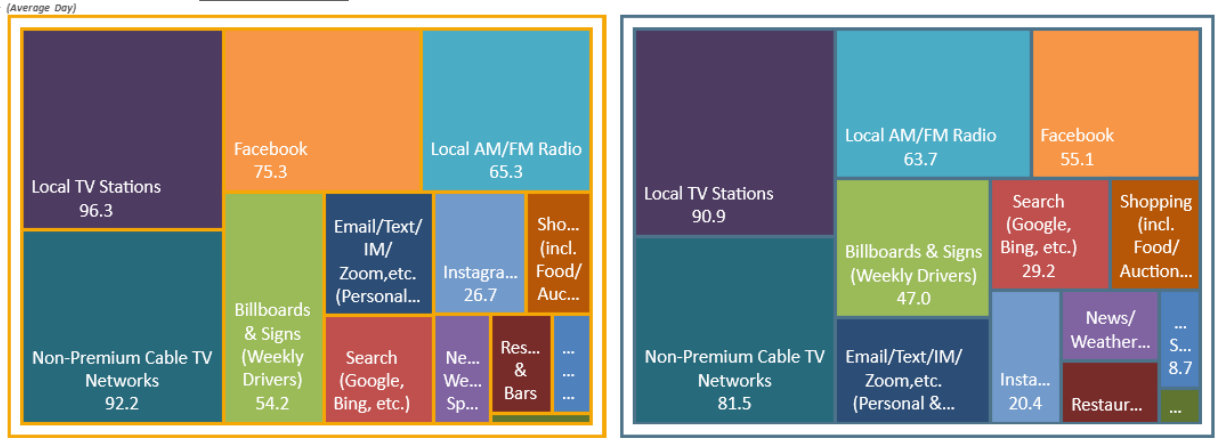
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Women 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,952

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USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

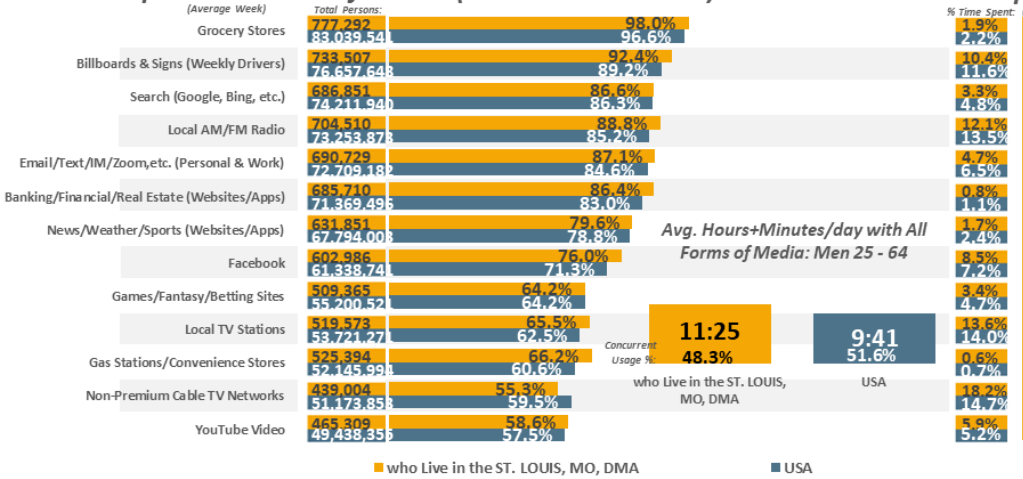
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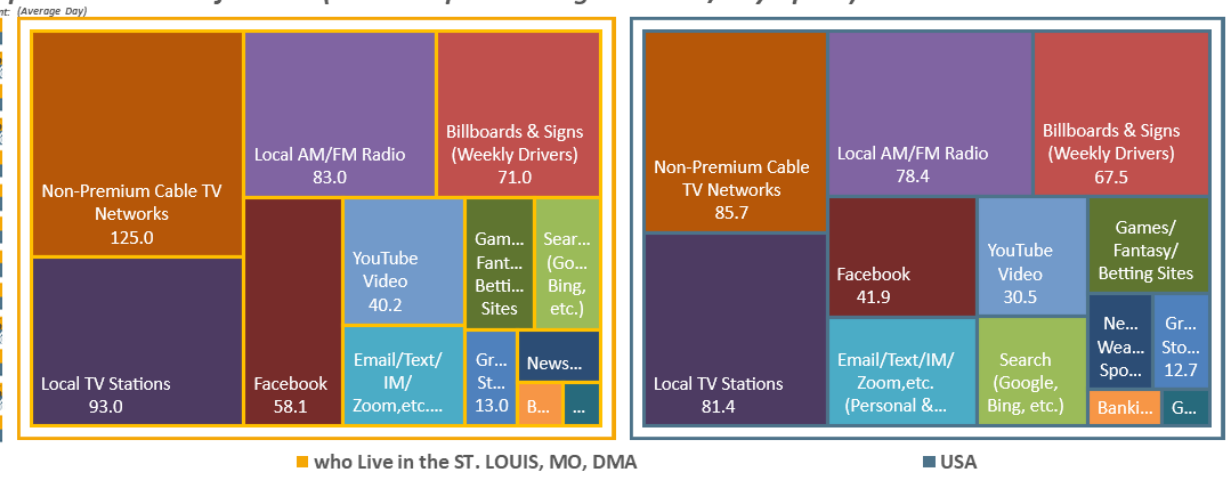
St. Louis DMA
M25-64

Men 25 - 64 who Live in the ST. LOUIS, MO, DMA spend an average of 7 hours and 56 minutes each day with All Forms of Ad-Supported Media. 85.2% listen to Local AM/FM Radio for an avg. of 78.7 minutes/day. *(Local Radio delivers 14.1% of Time with Ad-Supported Media.)*

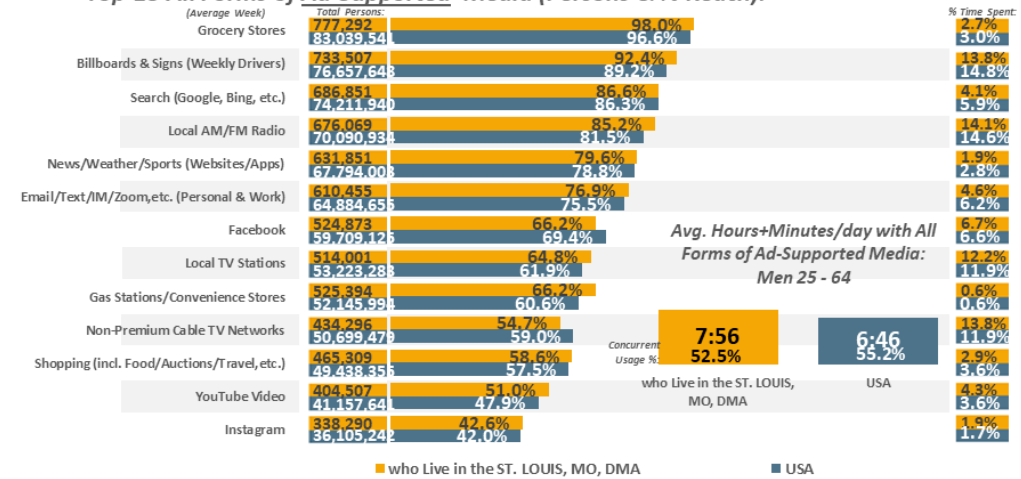
Top-13 All Forms of Media (Persons & % Reach): Men 25 - 64



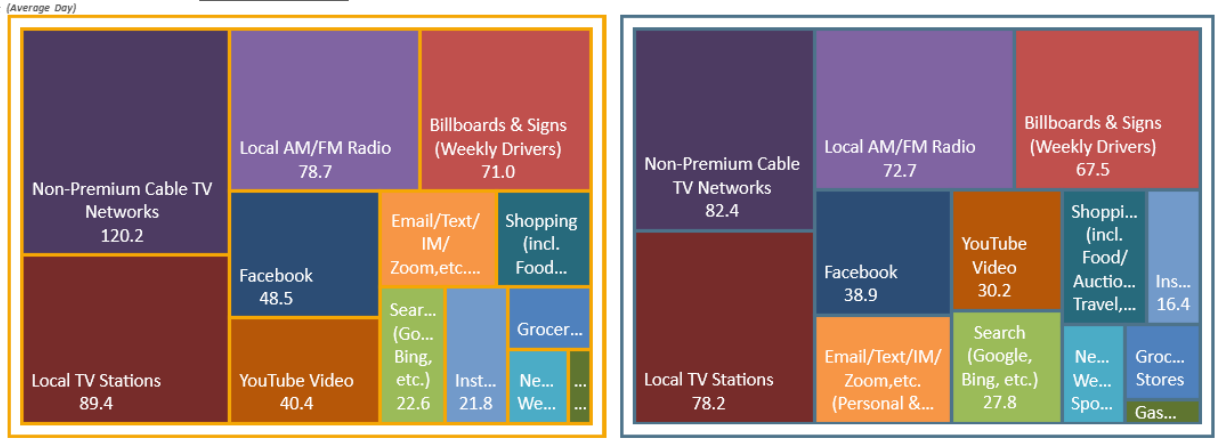
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Men 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64

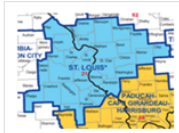


USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,952

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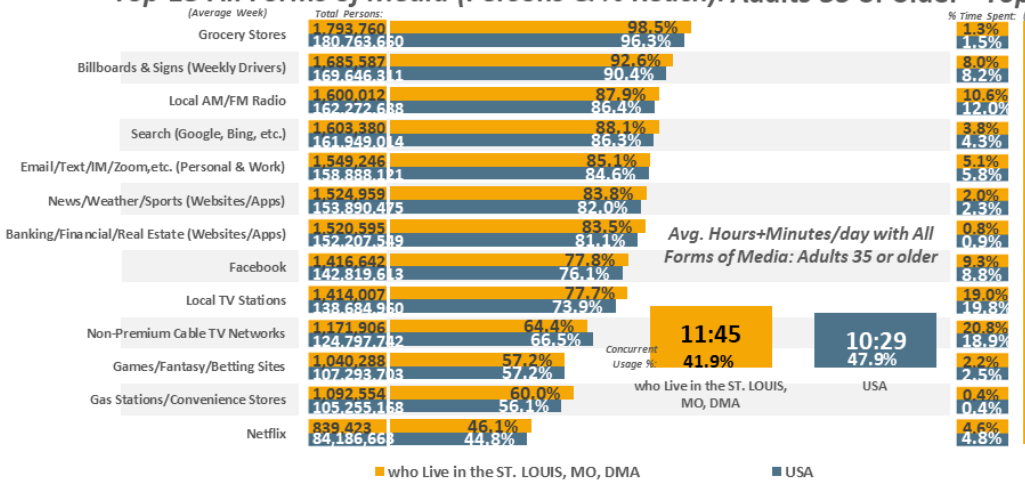


St. Louis DMA

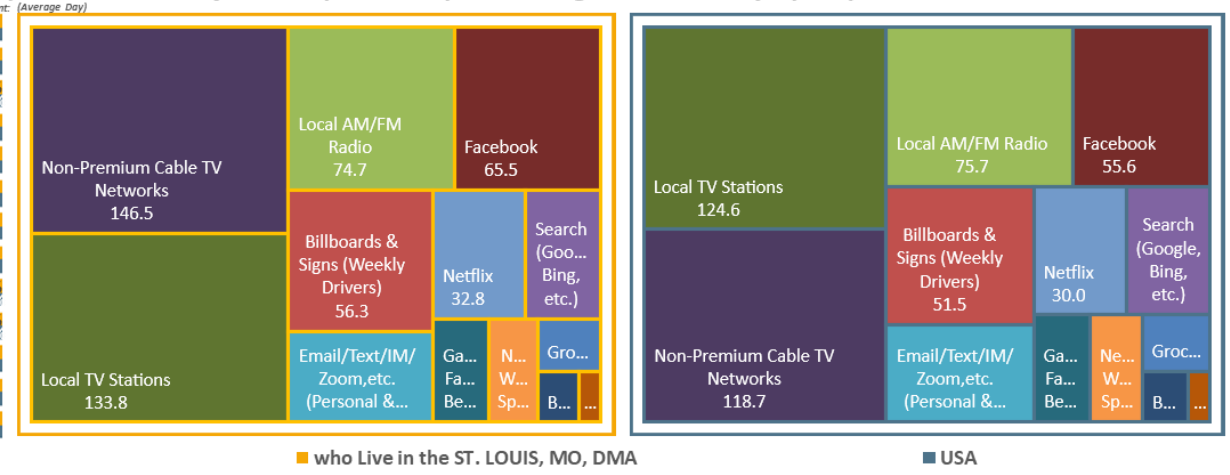
P35+

Adults 35 or older who Live in the ST. LOUIS, MO, DMA spend an average of 8 hours and 48 minutes each day with All Forms of Ad-Supported Media. 83.7% listen to Local AM/FM Radio for an avg. of 70.4 minutes/day. *(Local Radio delivers 11.2% of Time with Ad-Supported Media.)*

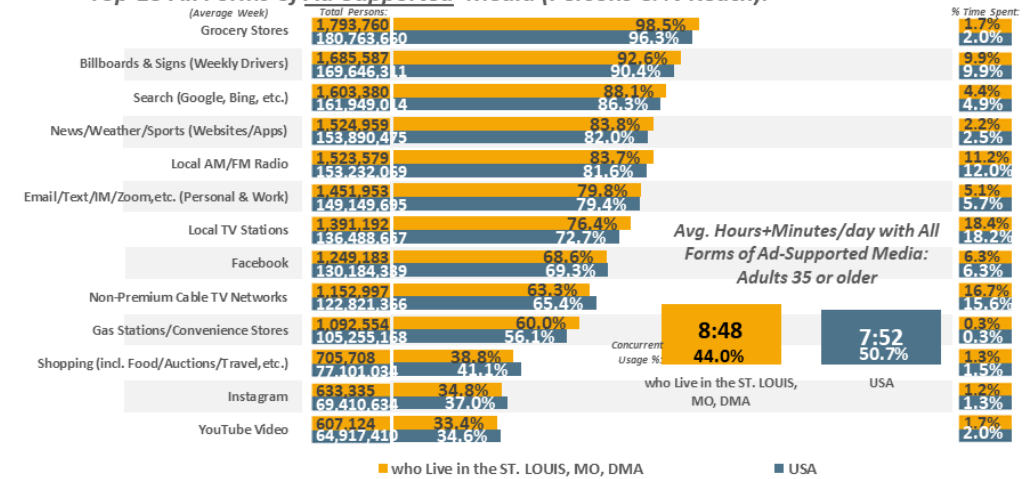
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older



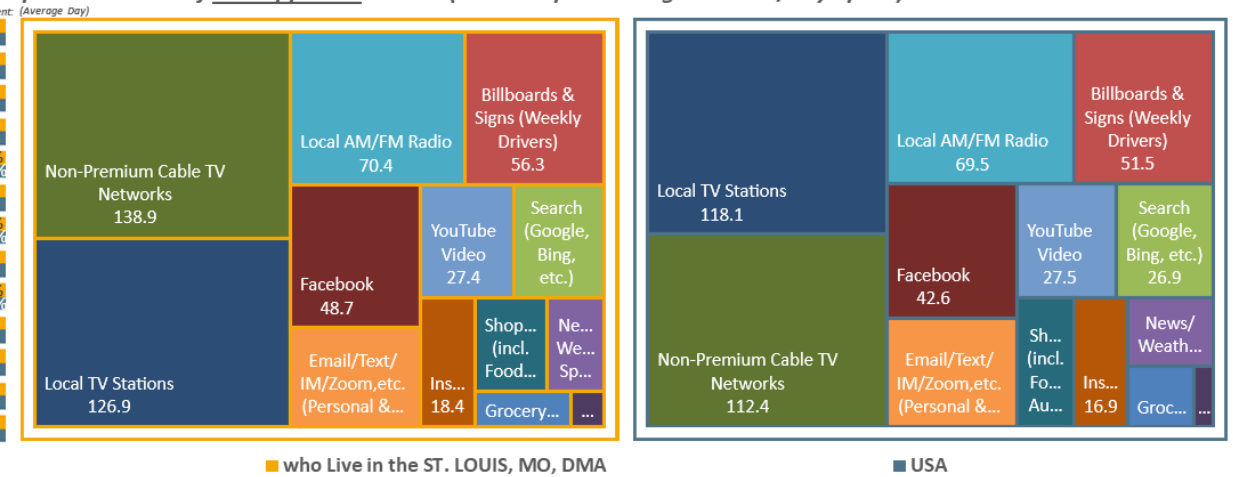
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



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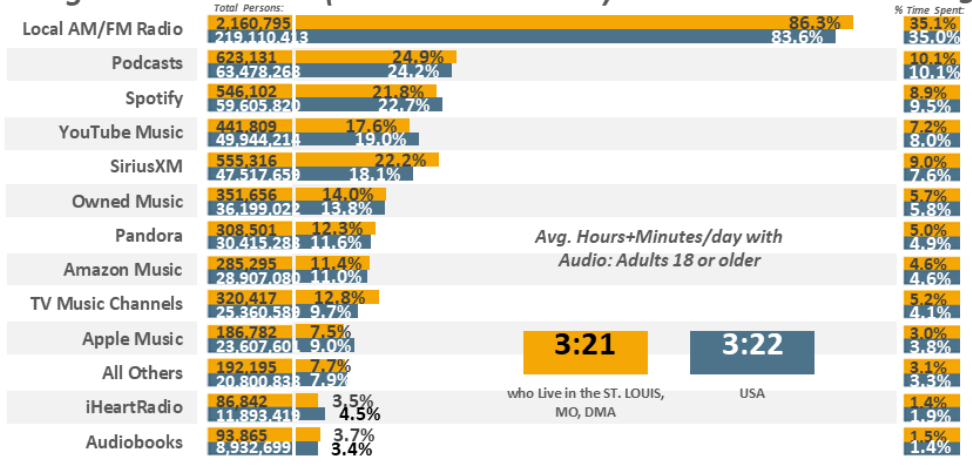


St. Louis DMA

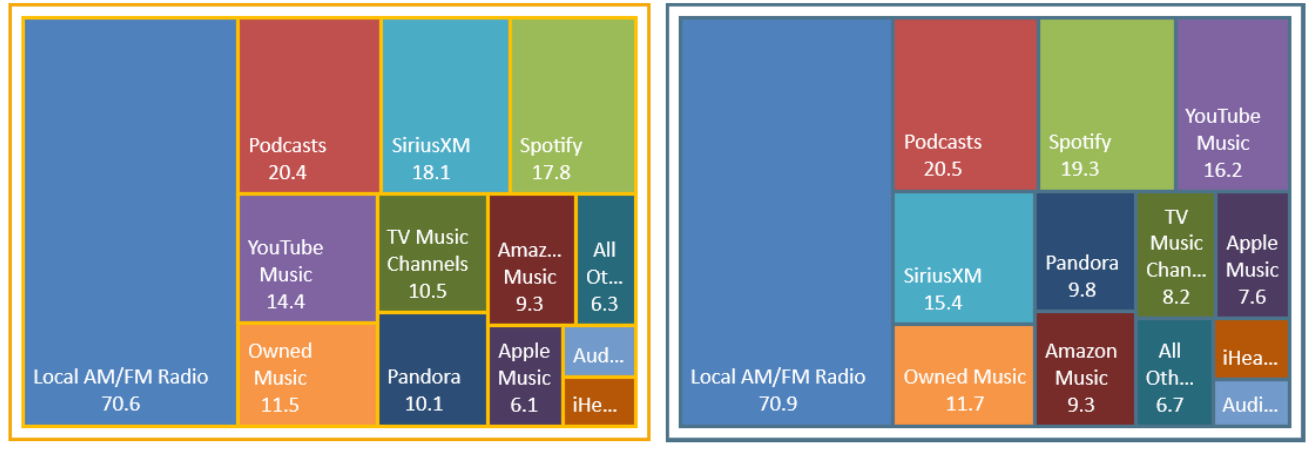
P18+

2,075,806 or 82.9% of Adults 18 or older who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio for an average of 66.8 minutes every day representing 44.2% of all time spent daily with Ad-Supported Audio.

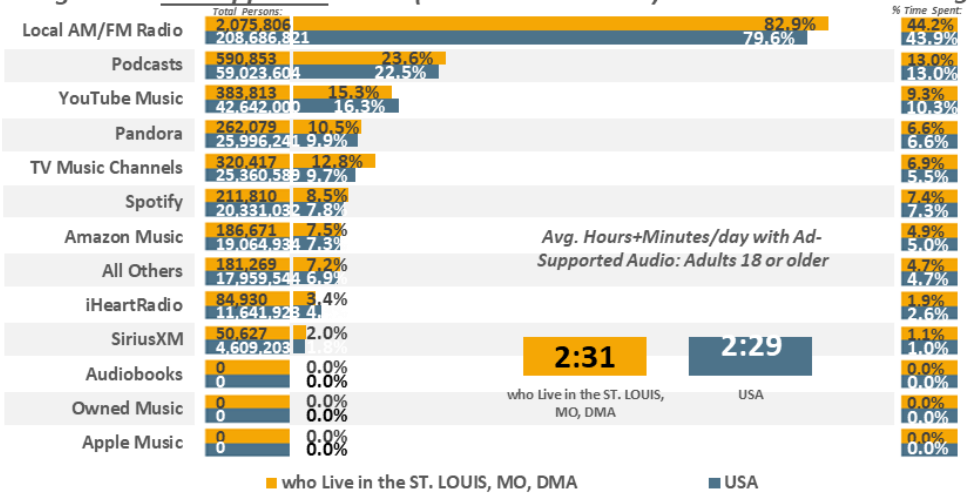
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



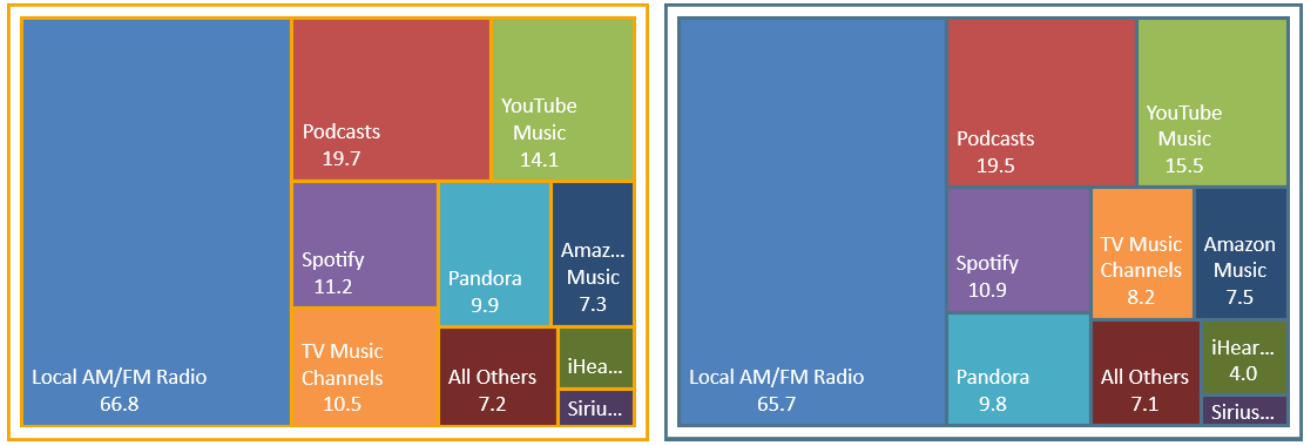
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

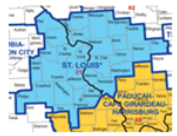


USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,952

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USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,338

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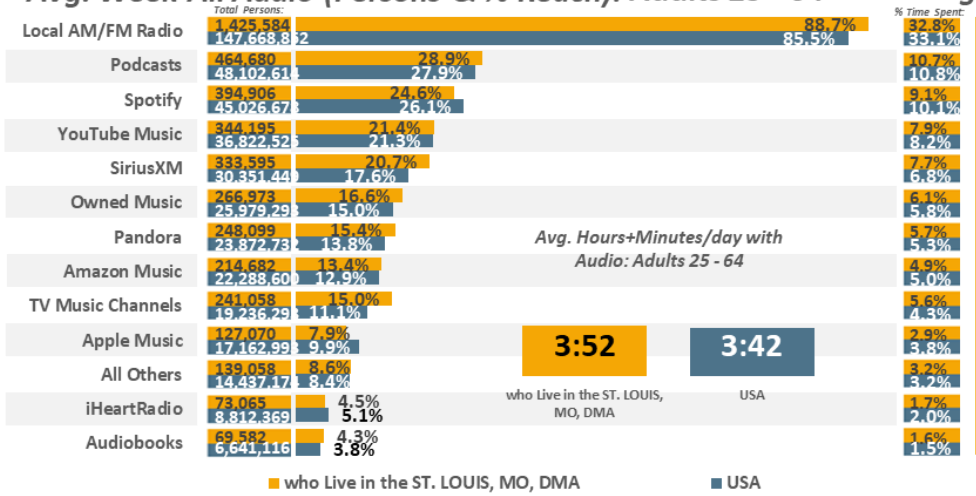


St. Louis DMA

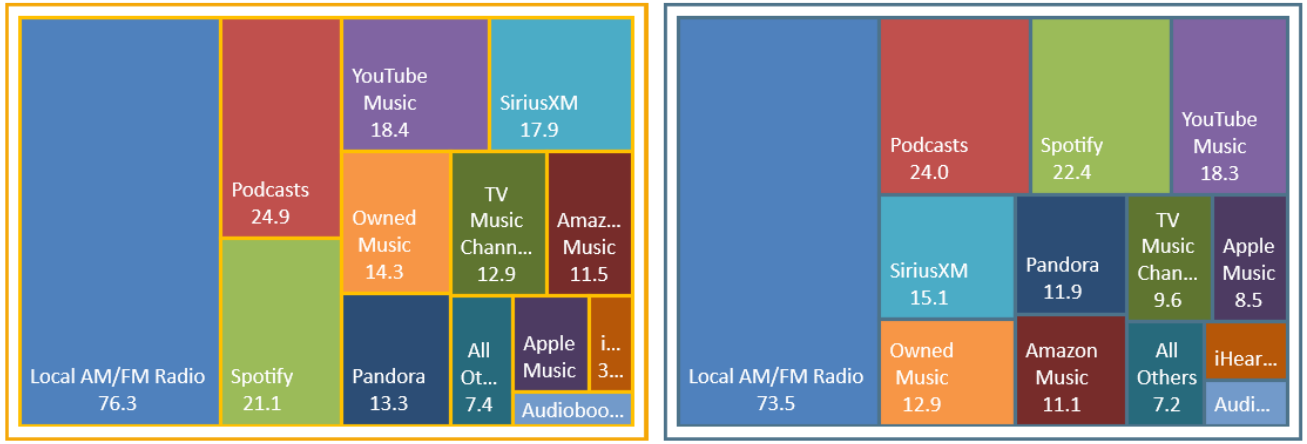
P25-64

1,375,772 or 85.6% of Adults 25 - 64 who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio for an average of 71.9 minutes every day representing 39.5% of all time spent daily with Ad-Supported Audio.

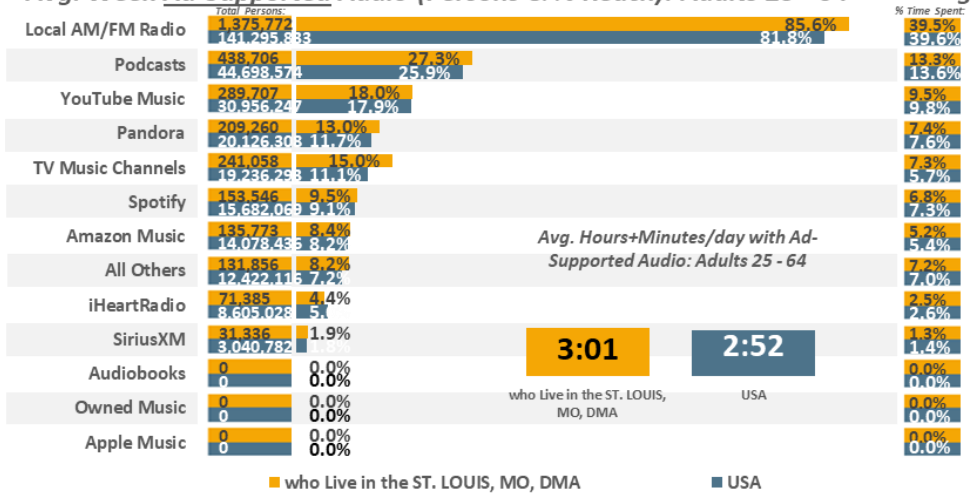
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



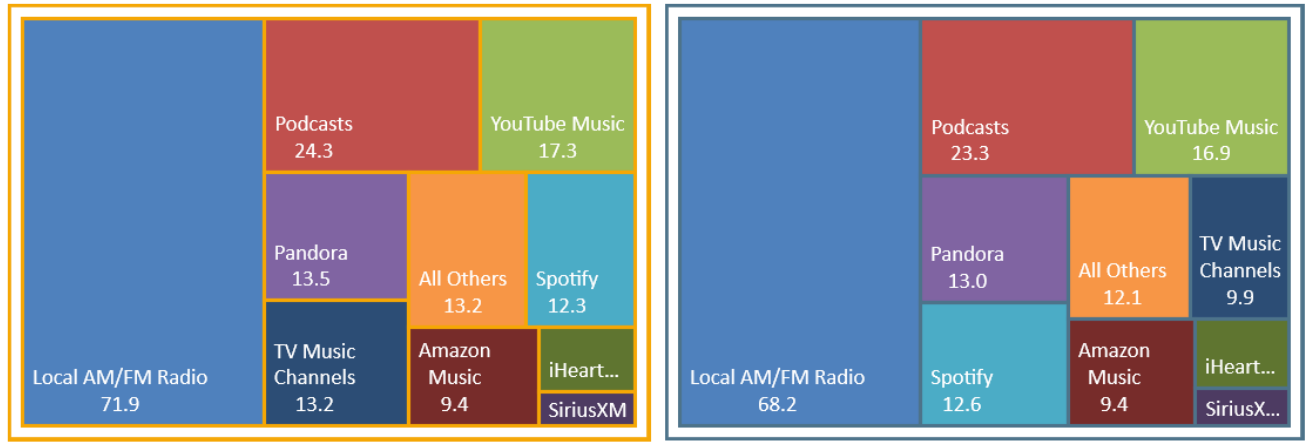
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64

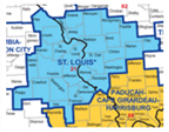


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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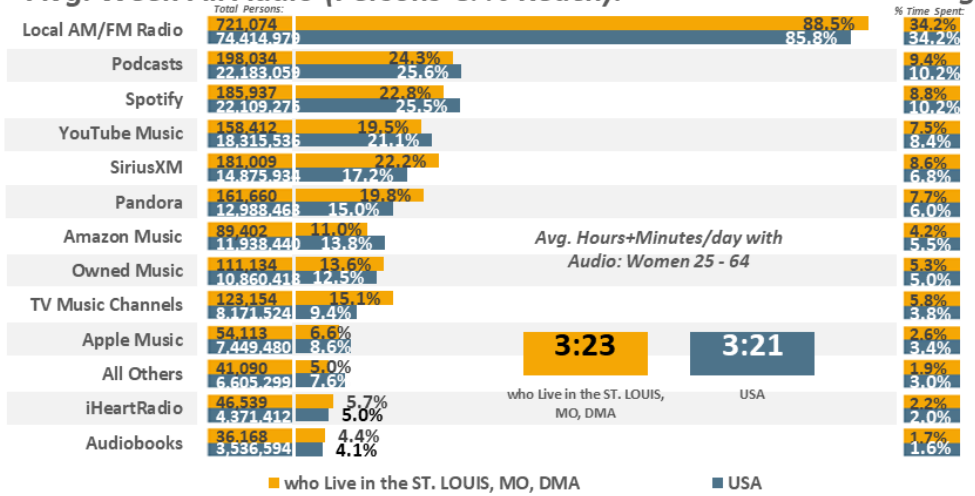


St. Louis DMA

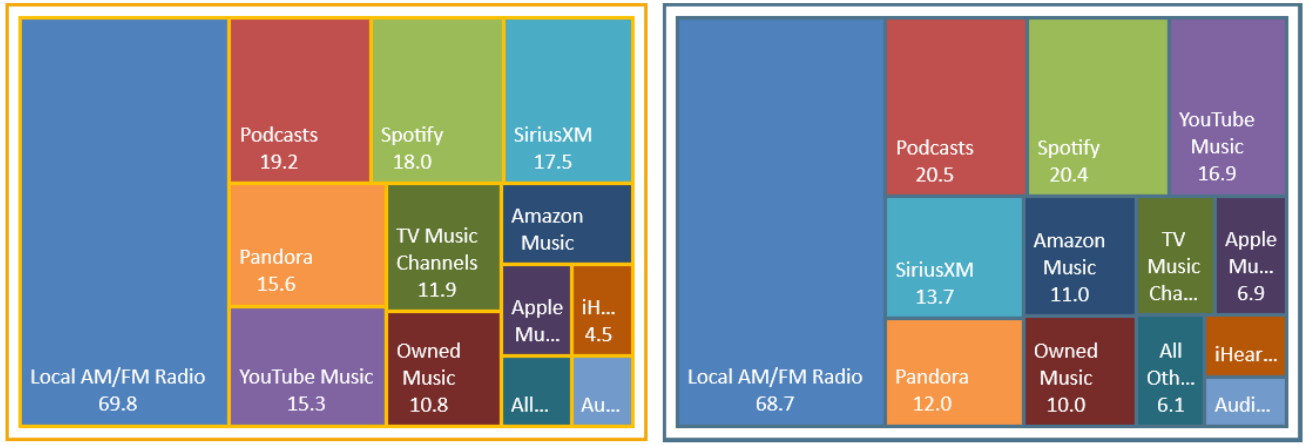
W25-64

700,019 or 86.% of Women 25 - 64 who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio for an average of 65.3 minutes every day representing 40.6% of all time spent daily with Ad-Supported Audio.

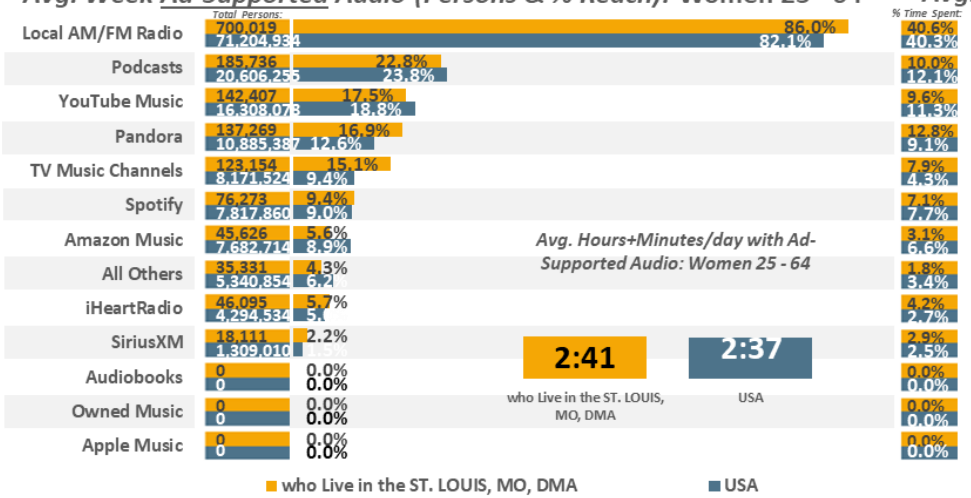
Avg. Week All Audio (Persons & % Reach): Women 25 - 64



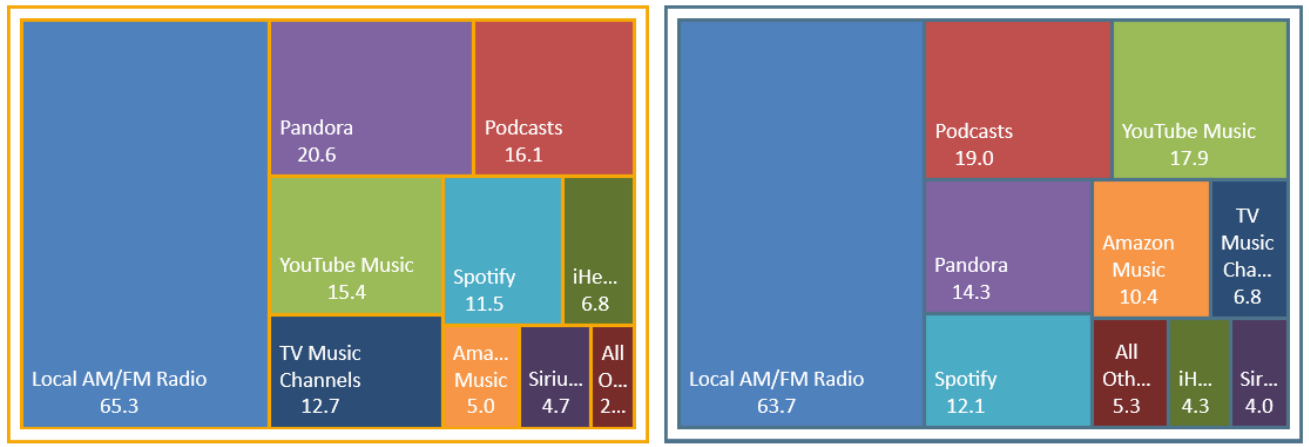
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Women 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,952

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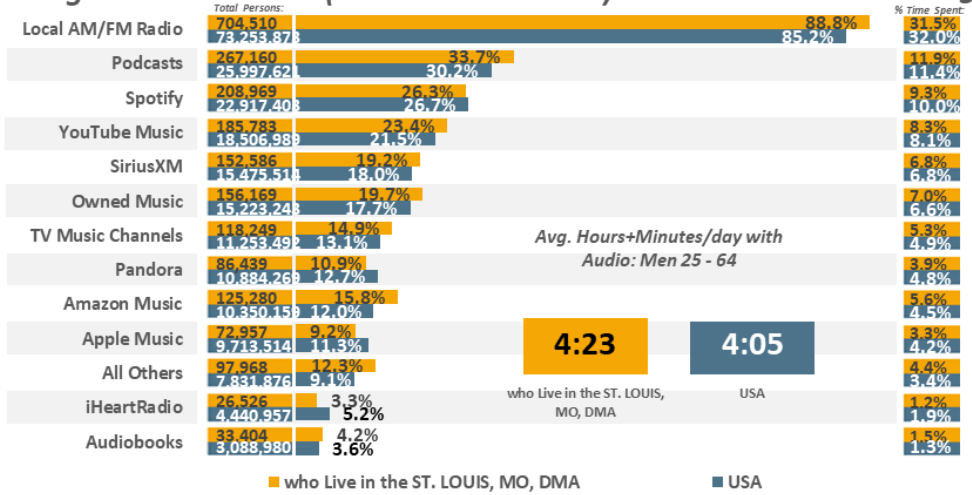


St. Louis DMA

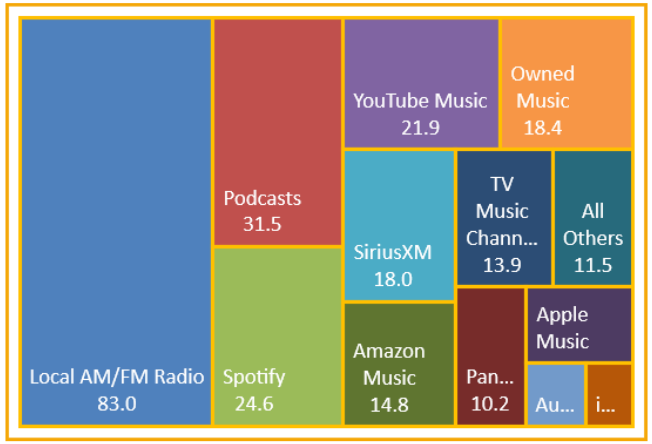
M25-64

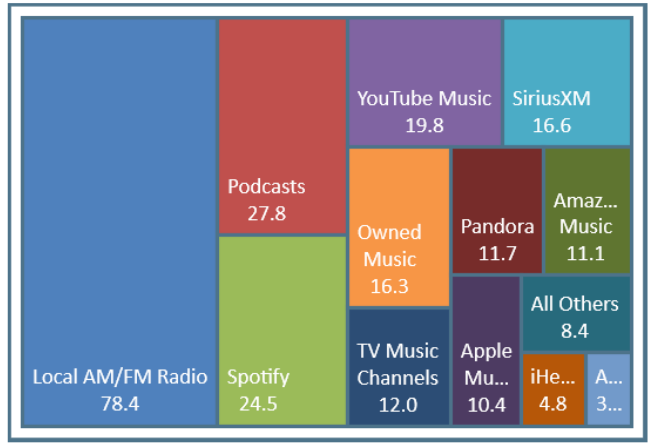
676,069 or 85.2% of Men 25 - 64 who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio for an average of 78.7 minutes every day representing 38.3% of all time spent daily with Ad-Supported Audio.

Avg. Week All Audio (Persons & % Reach): Men 25 - 64

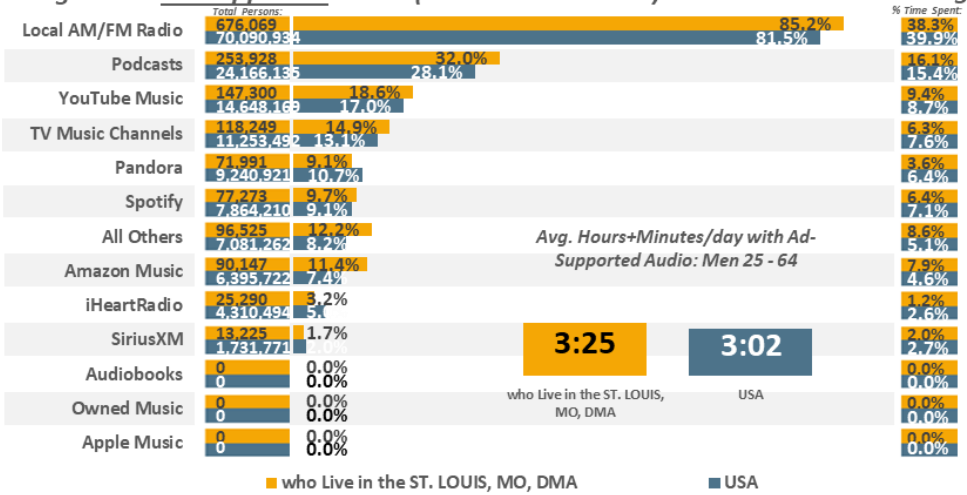


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64

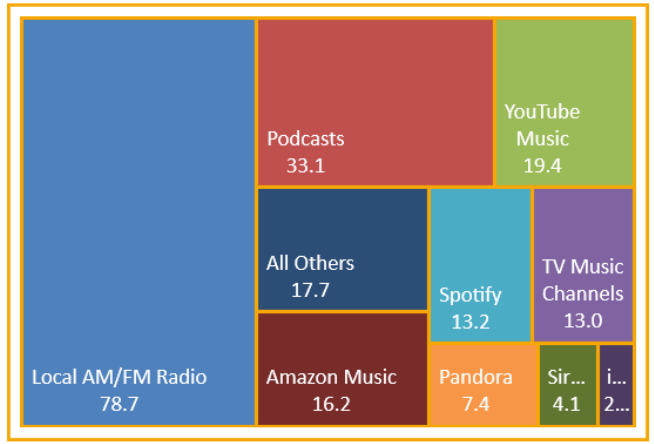


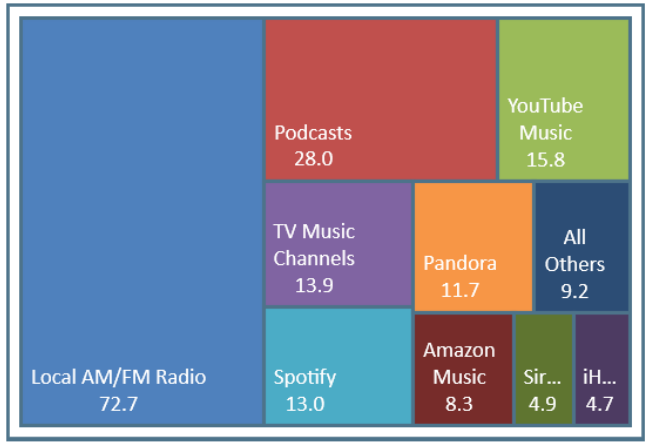


Avg. Week Ad-Supported Audio (Persons & % Reach): Men 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



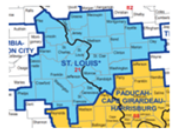


USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,952

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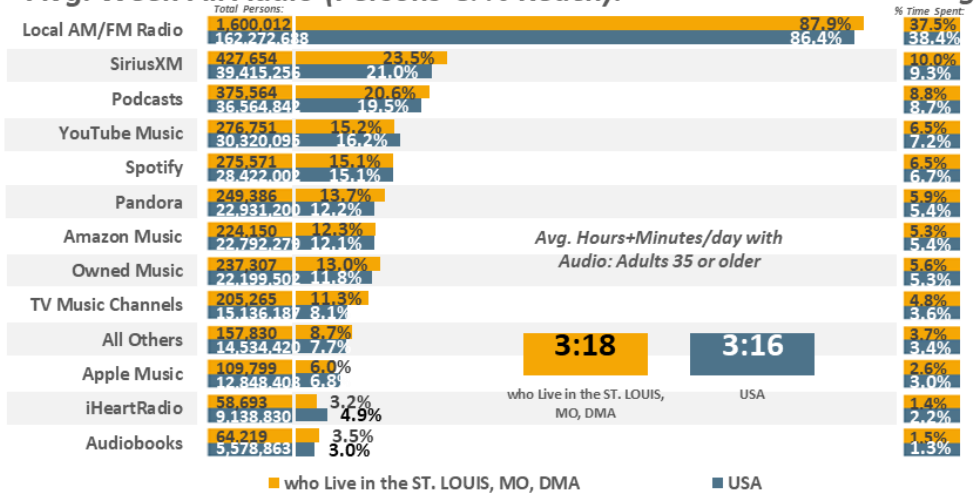


St. Louis DMA

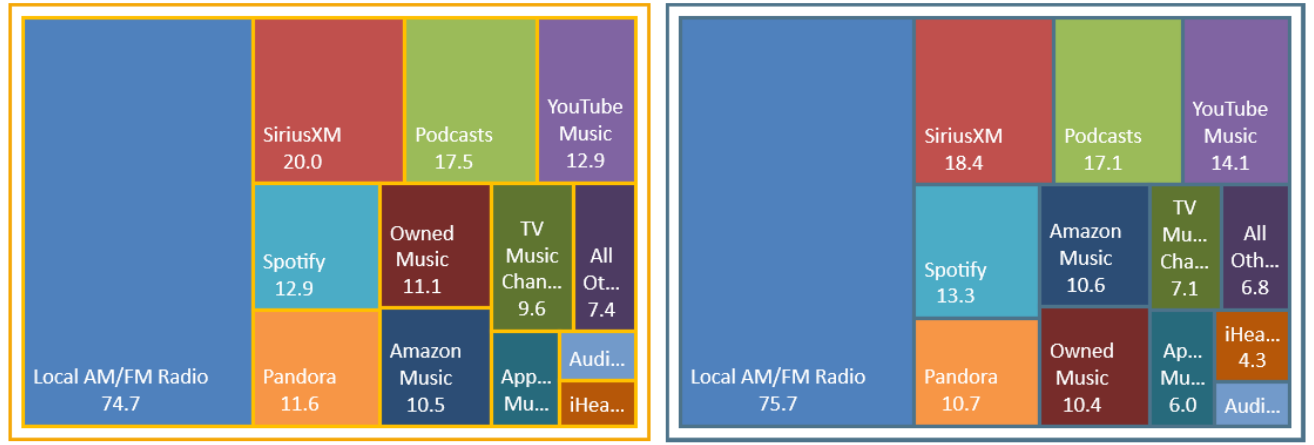
P35+

1,523,579 or 83.7% of Adults 35 or older who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio for an average of 70.4 minutes every day representing 45.2% of all time spent daily with Ad-Supported Audio.

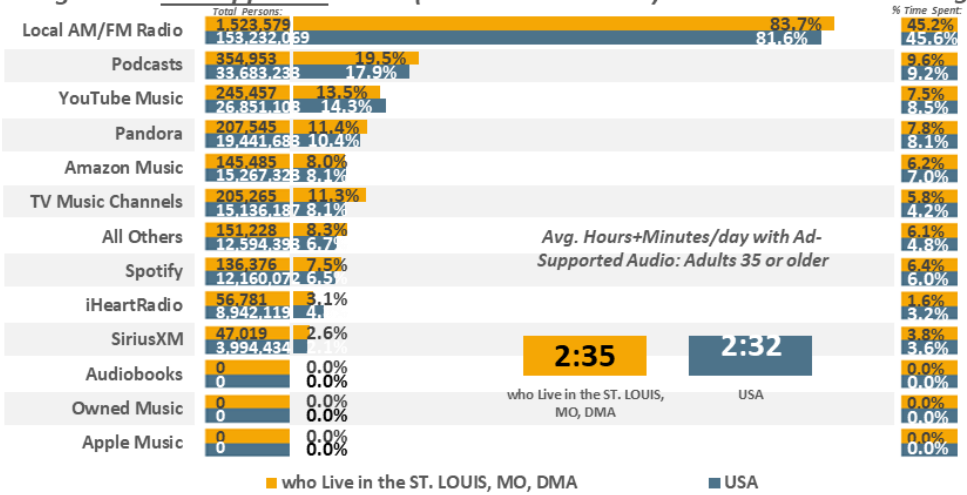
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



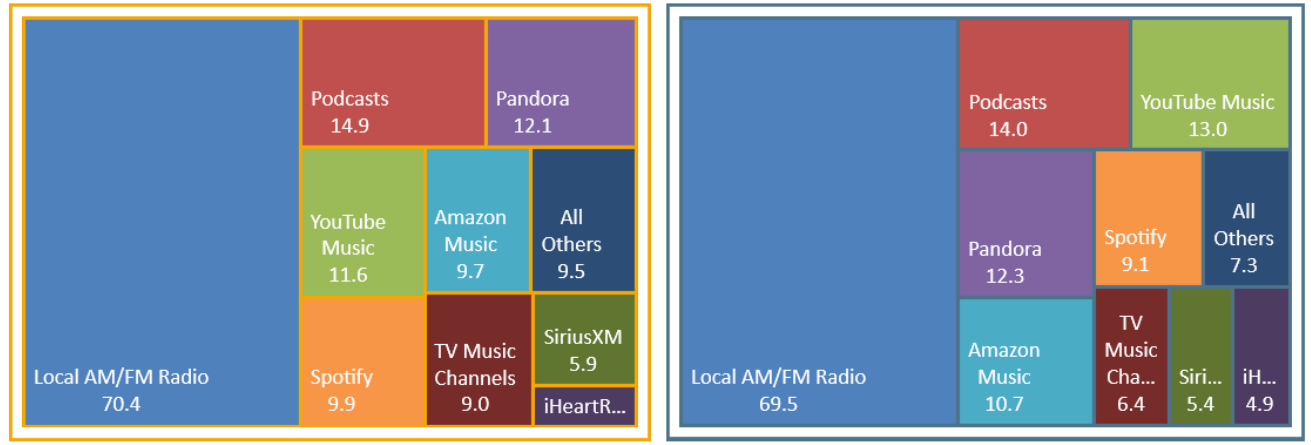
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,952

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St. Louis DMA

P18+

2,075,806 or 82.9% of Adults 18 or older who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio for an average of 66.8 minutes every day representing 44.2% of all time spent daily with Ad-Supported Audio.

"Share of Ad-Supported Audio"

Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 18 or older

who Live in the ST. LOUIS, MO, DMA	USA
2:31	2:29

	Local AM/FM Radio	Podcasts	YouTube Music	Spotify	TV Music Channels	Pandora	Amazon Music	All Others	iHeartRadio	SiriusXM
Weekly Reach %	82.9% / 79.6%	23.6% / 22.5%	15.3% / 16.3%	8.5% / 7.8%	12.8% / 9.7%	10.5% / 9.9%	7.5% / 7.3%	7.2% / 6.9%	3.4% / 4.4%	2.0% / 1.8%
% of Weekly Time Spent with Ad-Supported Audio	44.2% / 43.9%	13.0% / 13.0%	9.3% / 10.3%	7.4% / 7.3%	6.9% / 5.5%	6.6% / 6.6%	4.9% / 5.0%	4.7% / 4.7%	1.9% / 2.6%	1.1% /
Weekly Total Persons Reached:	2,075,806 / 208,686,821	590,853 / 59,023,604	383,813 / 42,642,000	211,810 / 20,331,032	320,417 / 25,360,589	262,079 / 25,996,241	186,671 / 19,064,934	181,269 / 17,959,544	84,930 / 11,641,923	50,627 / 4,609,203
Average Daily Minutes Listening:	66.8 / 65.7	19.7 / 19.5	14.1 / 15.5	11.2 / 10.9	10.5 / 8.2	9.9 / 9.8	7.3 / 7.5	7.2 / 7.1	2.9 / 4.0	1.7 / 1.6

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

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St. Louis DMA

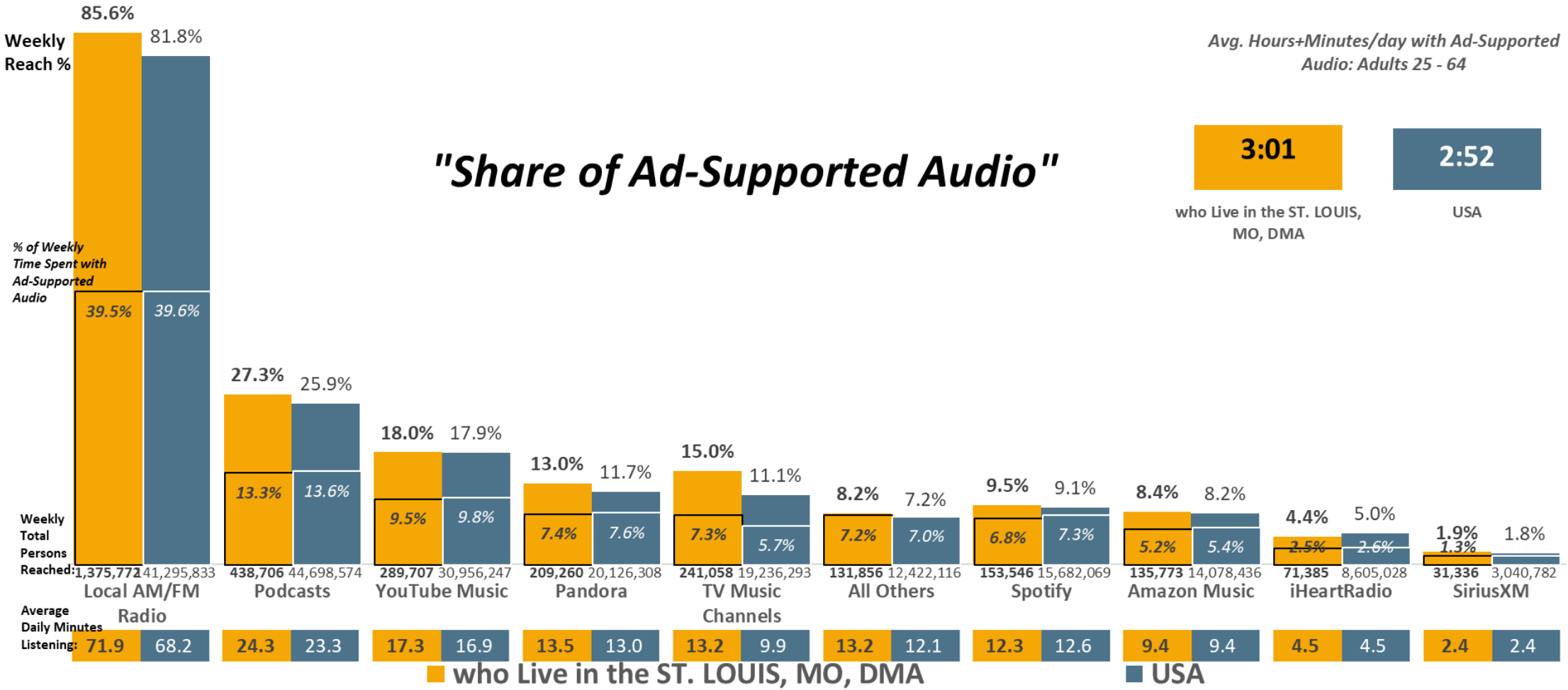
P25-64

1,375,772 or 85.6% of Adults 25 - 64 who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio for an average of 71.9 minutes every day representing 39.5% of all time spent daily with Ad-Supported Audio.

"Share of Ad-Supported Audio"

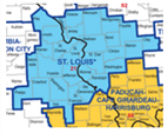
Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 25 - 64

who Live in the ST. LOUIS, MO, DMA	USA
3:01	2:52



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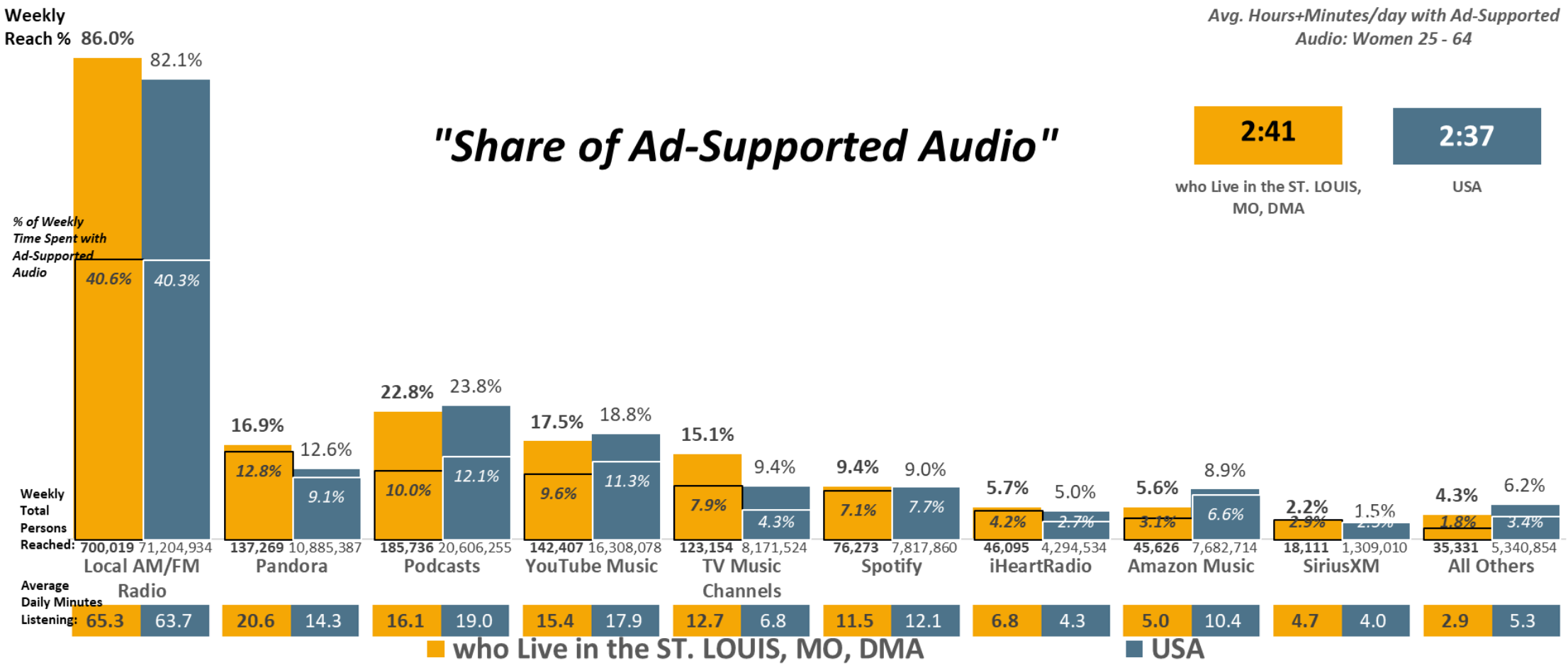
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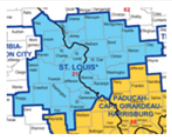
St. Louis DMA

W25-64

700,019 or 86.% of Women 25 - 64 who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio for an average of 65.3 minutes every day representing 40.6% of all time spent daily with Ad-Supported Audio.



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St. Louis DMA

M25-64

676,069 or 85.2% of Men 25 - 64 who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio for an average of 78.7 minutes every day representing 38.3% of all time spent daily with Ad-Supported Audio.

"Share of Ad-Supported Audio"

Avg. Hours+Minutes/day with Ad-Supported Audio: Men 25 - 64

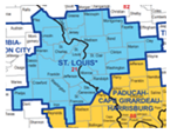
who Live in the ST. LOUIS, MO, DMA	USA
3:25	3:02

	Local AM/FM Radio	Podcasts	YouTube Music	All Others	Amazon Music	Spotify	TV Music Channels	Pandora	SiriusXM	iHeartRadio
Weekly Reach %	85.2% / 81.5%	32.0% / 28.1%	18.6% / 17.0%	12.2% / 8.2%	11.4% / 7.4%	9.7% / 9.1%	14.9% / 13.1%	9.1% / 10.7%	1.7% / 2.0%	3.2% / 5.0%
% of Weekly Time Spent with Ad-Supported Audio	38.3% / 39.9%	16.1% / 15.4%	9.4% / 8.7%	8.6% / 5.1%	7.9% / 4.6%	6.4% / 7.1%	6.3% / 7.6%	3.6% / 6.4%	2.0% / 2.7%	1.2% / 2.6%
Weekly Total Persons Reached:	676,069 / 70,090,934	253,928 / 24,166,135	147,300 / 14,648,169	96,525 / 7,081,262	90,147 / 6,395,722	77,273 / 7,864,210	118,249 / 11,253,492	71,991 / 9,240,921	13,225 / 1,731,771	25,290 / 4,310,494
Average Daily Minutes Listening:	78.7 / 72.7	33.1 / 28.0	19.4 / 15.8	17.7 / 9.2	16.2 / 8.3	13.2 / 13.0	13.0 / 13.9	7.4 / 11.7	4.1 / 4.9	2.4 / 4.7

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

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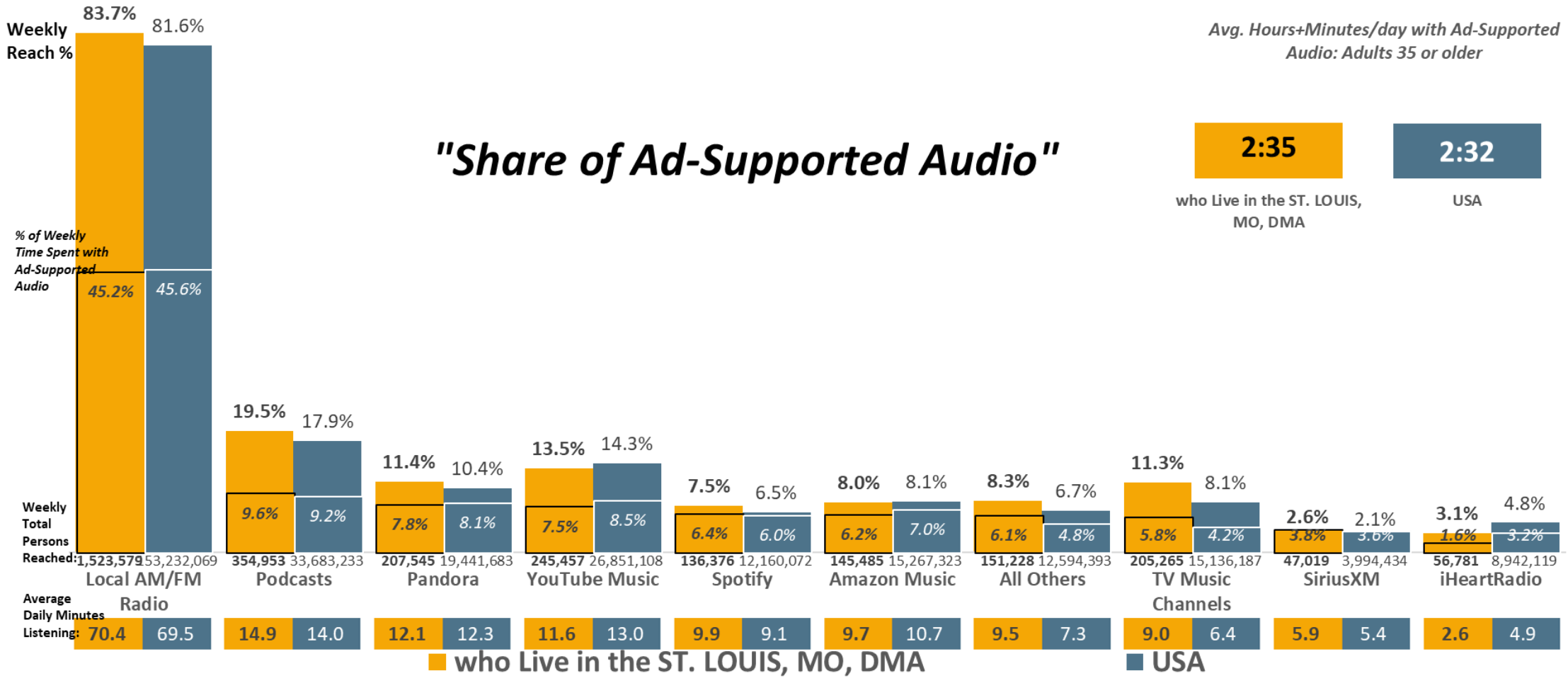
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St. Louis DMA

P35+

1,523,579 or 83.7% of Adults 35 or older who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio for an average of 70.4 minutes every day representing 45.2% of all time spent daily with Ad-Supported Audio.



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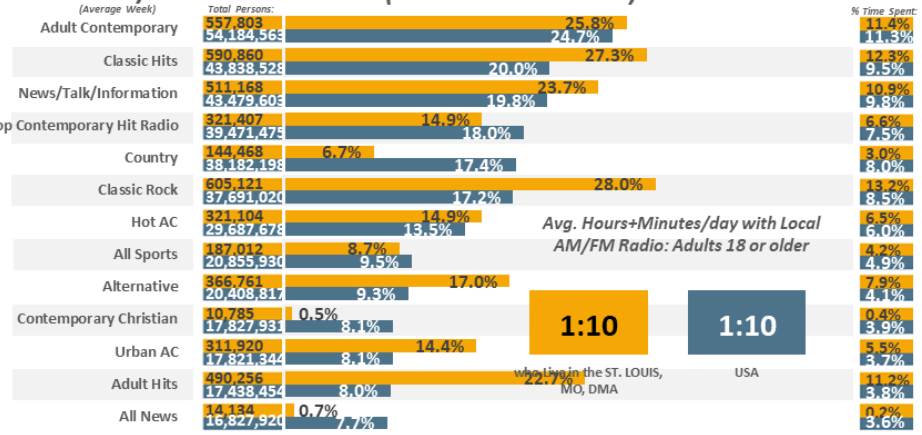


St. Louis DMA

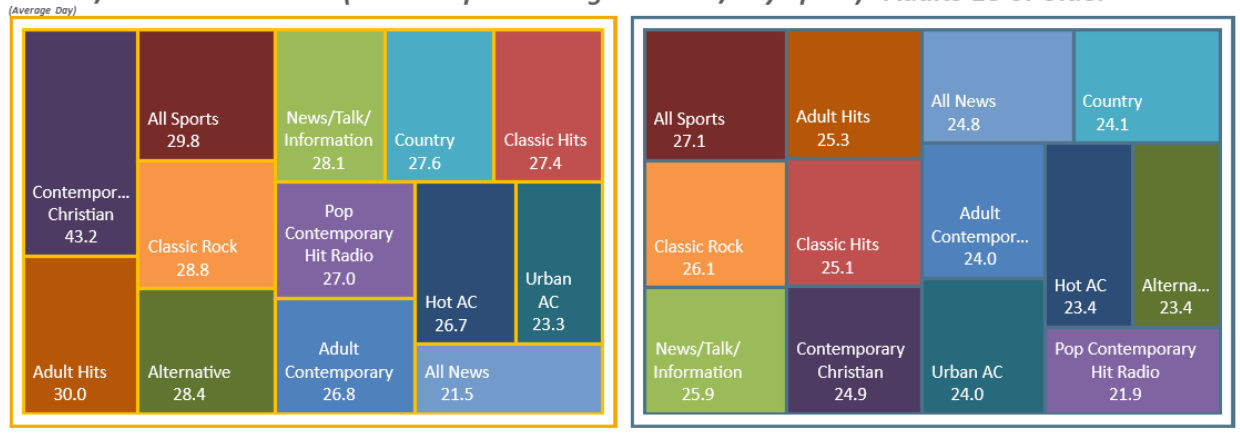
P18+

2,075,806 or 82.9% 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 Rock, Classic Hits, Adult Contemporary, Adult Hits, and News/Talk/Information.

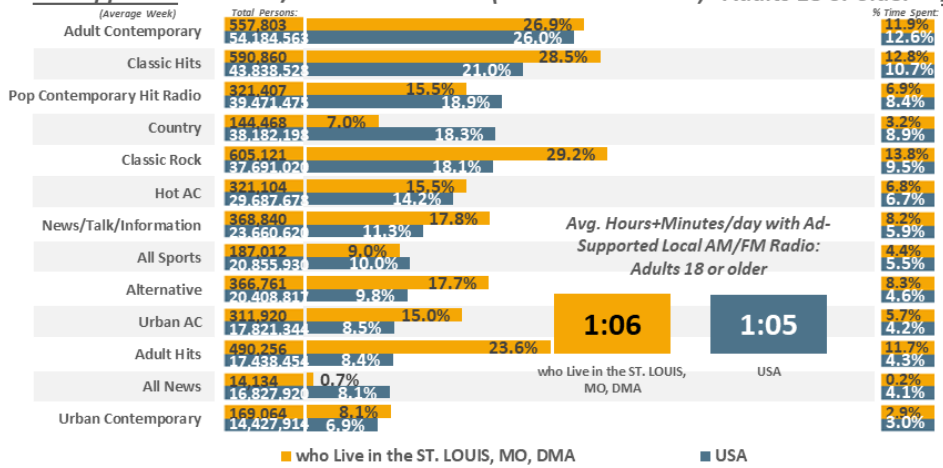
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



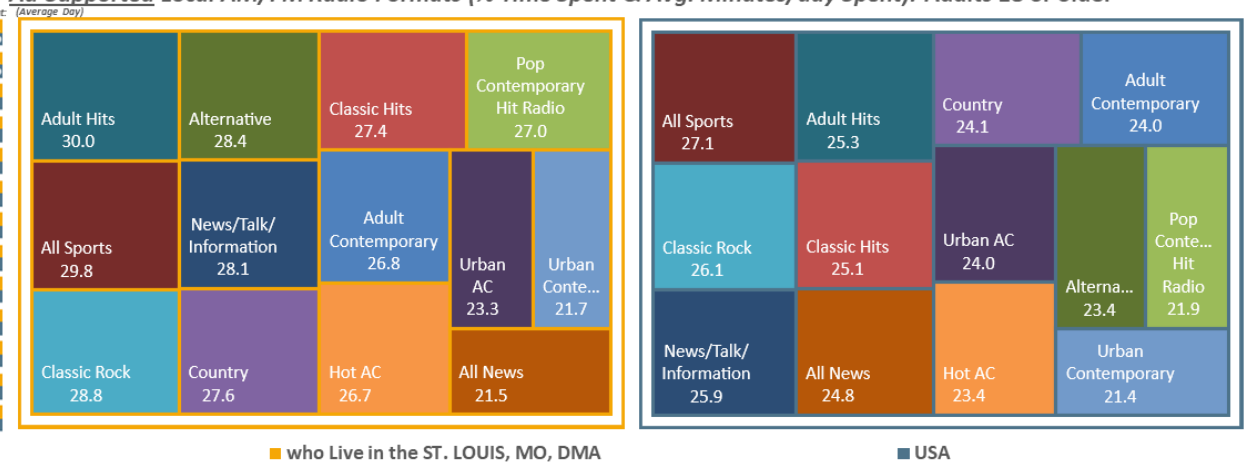
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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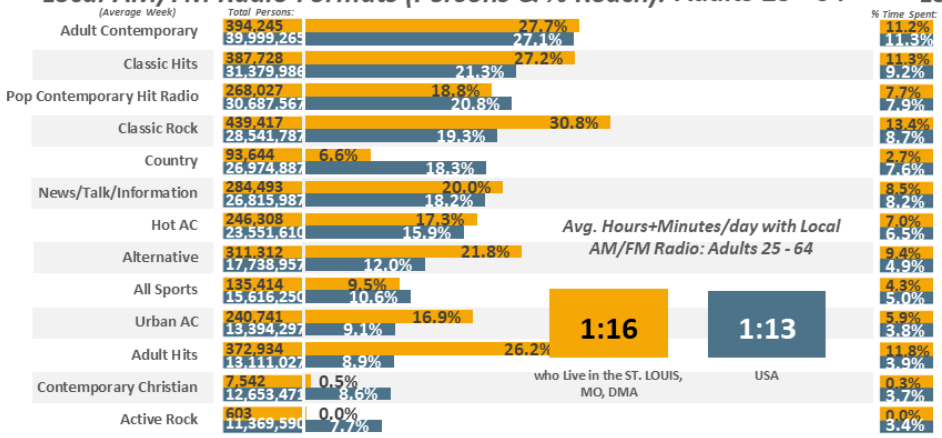


St. Louis DMA

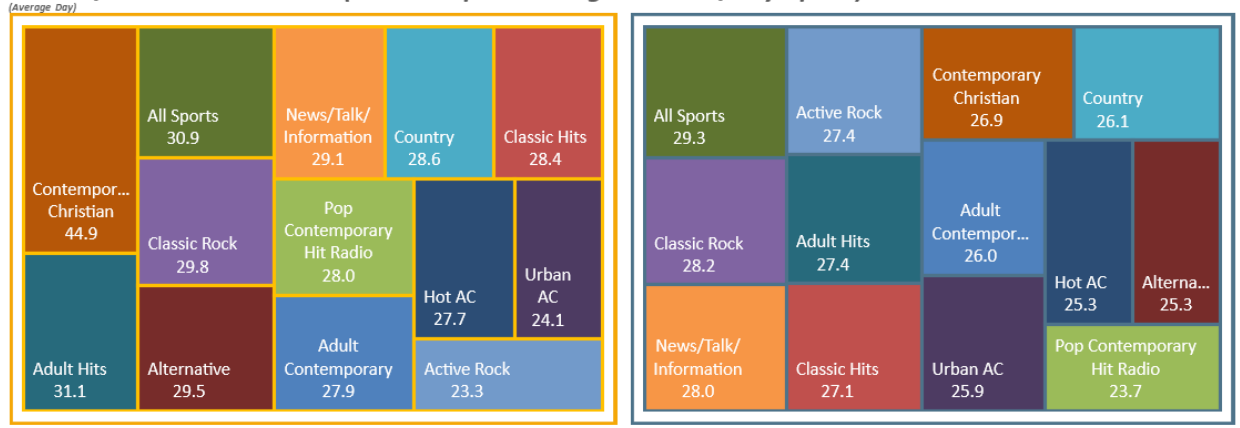
P25-64

1,375,772 or 85.6% of Adults 25 - 64 who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Adult Contemporary, Classic Hits, Adult Hits, and Alternative.

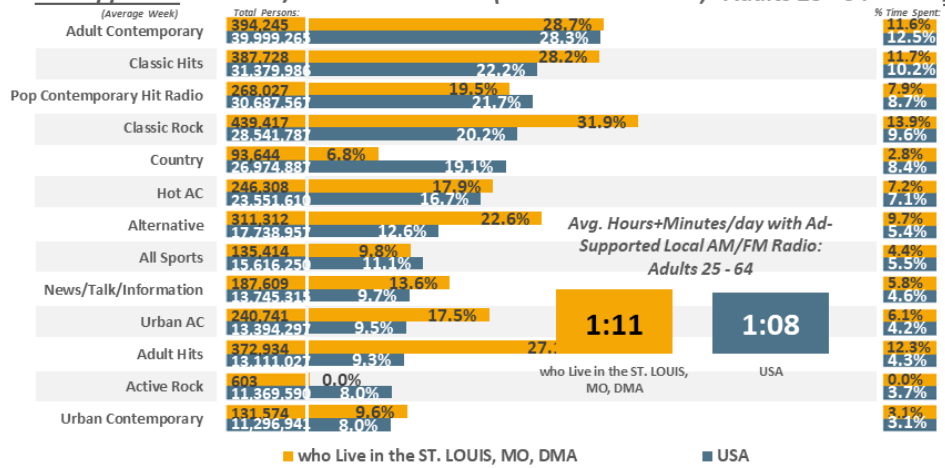
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



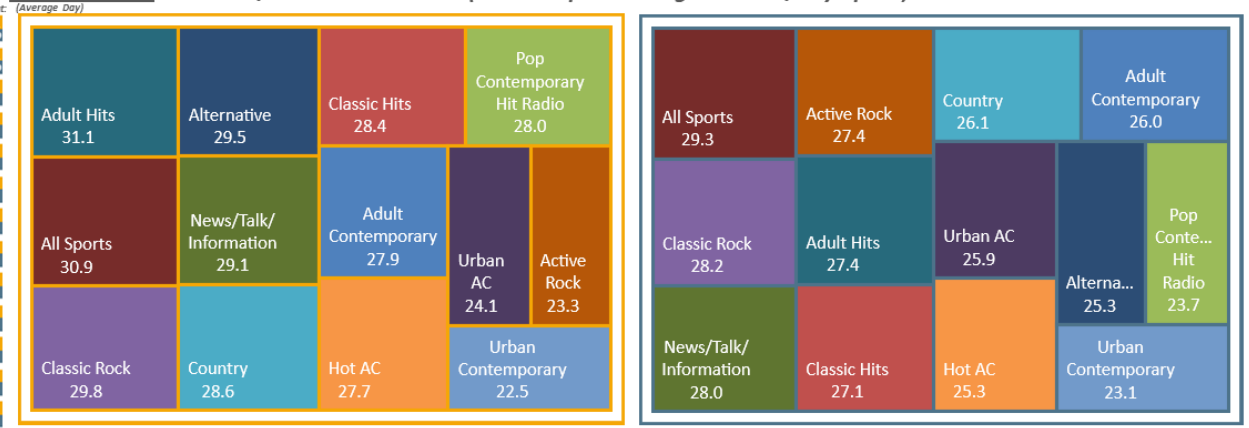
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,952

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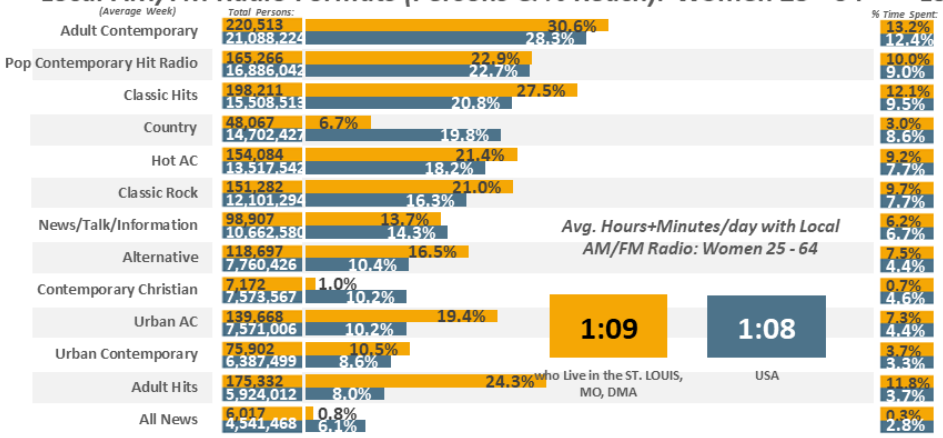


St. Louis DMA

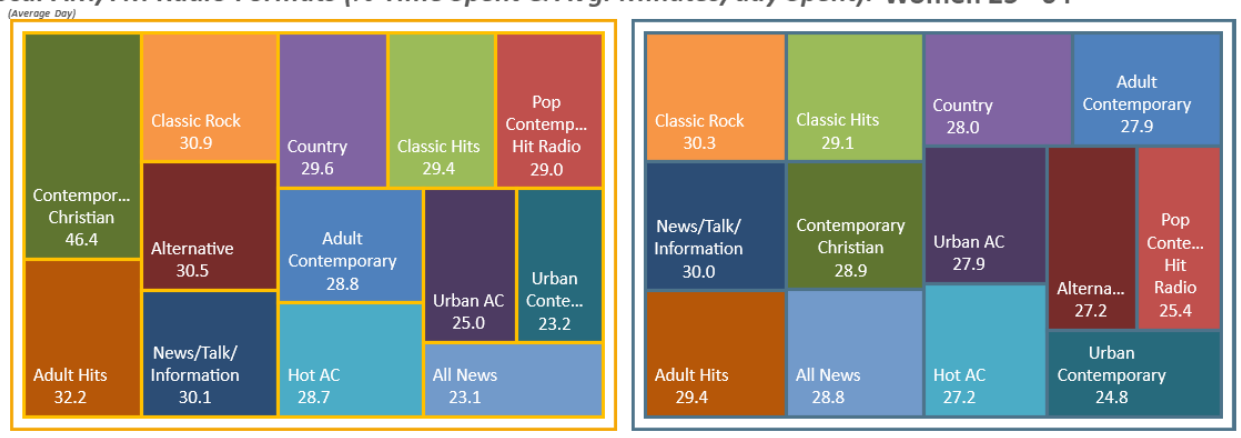
W25-64

700,019 or 86.% of Women 25 - 64 who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Adult Hits, Pop Contemporary Hit Radio, and Hot AC.

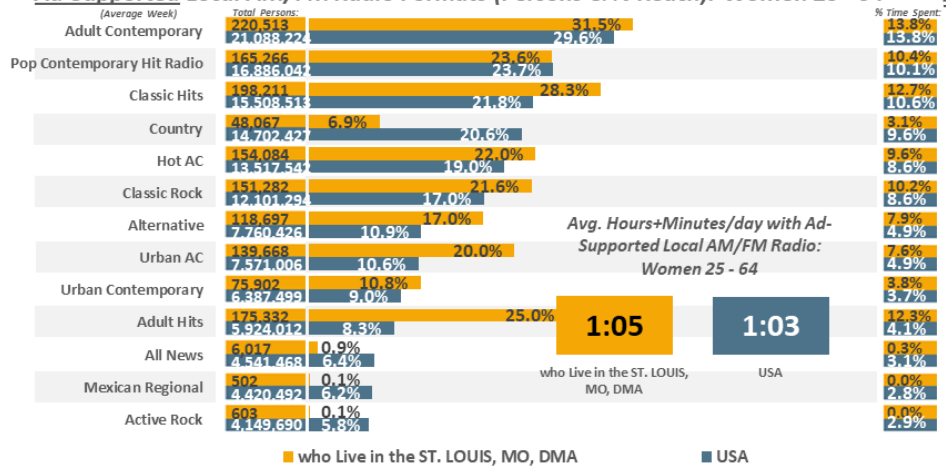
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 64



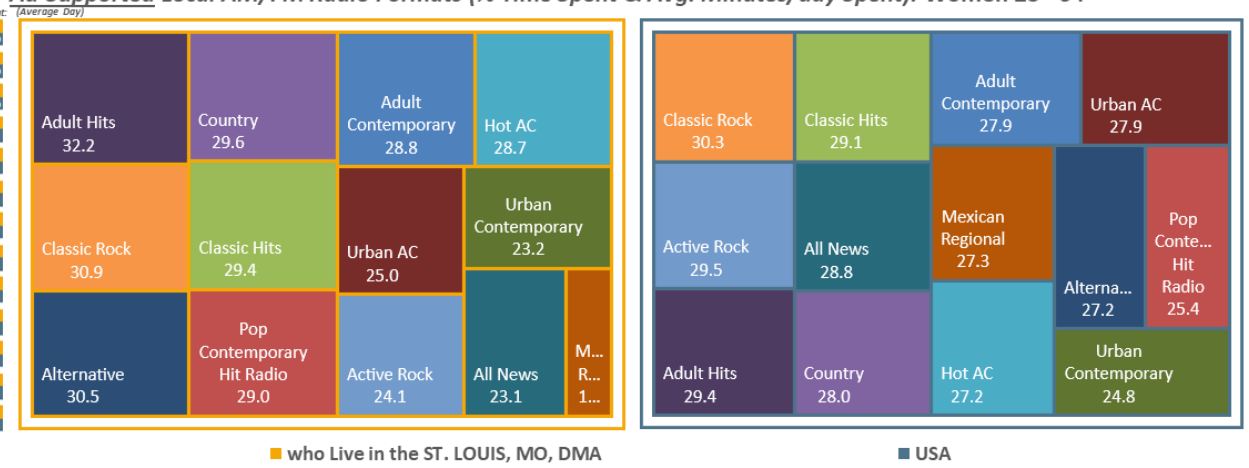
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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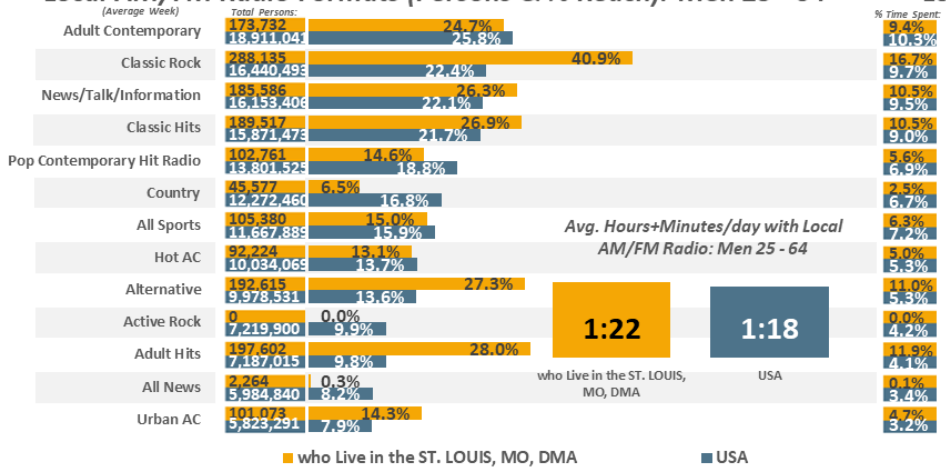


St. Louis DMA

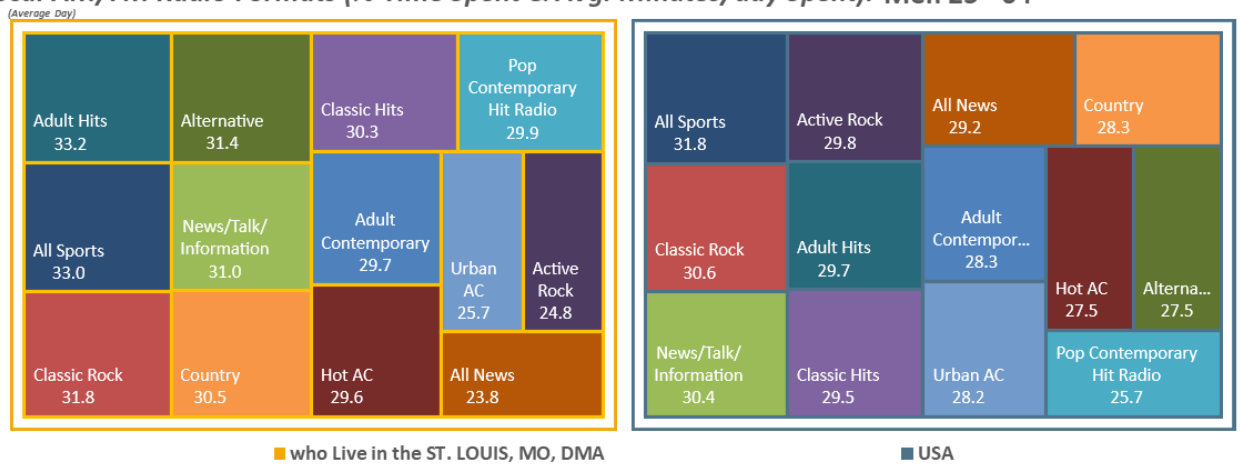
M25-64

676,069 or 85.2% of Men 25 - 64 who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Adult Hits, Alternative, Classic Hits, and Adult Contemporary.

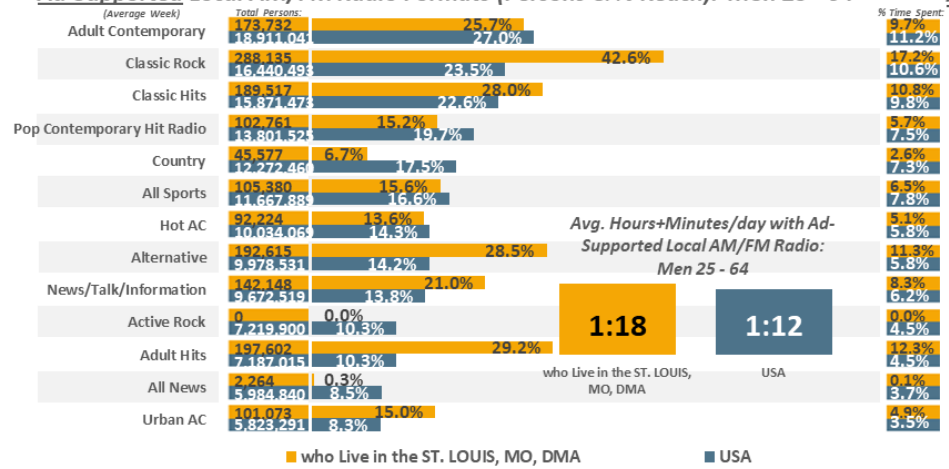
Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 64



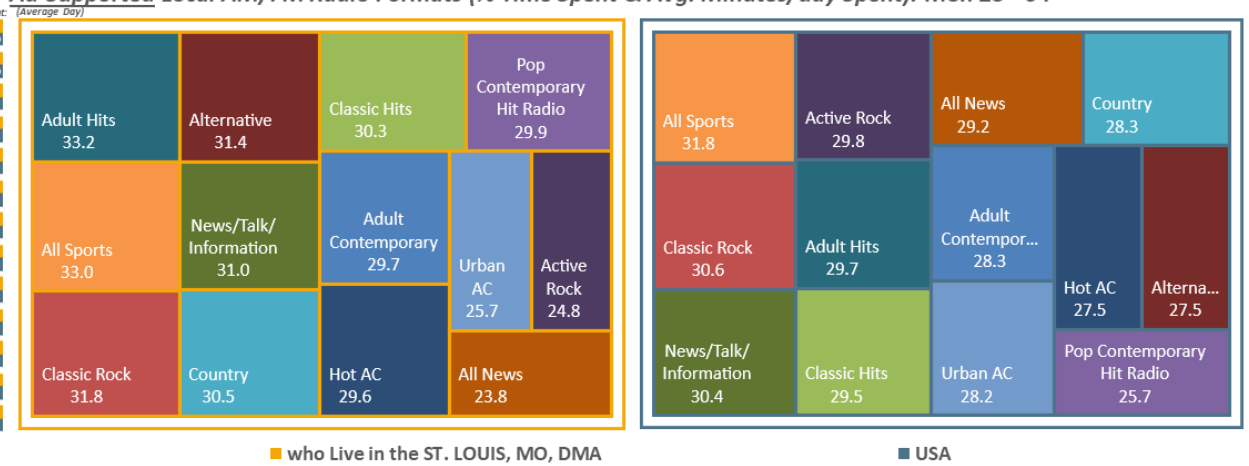
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



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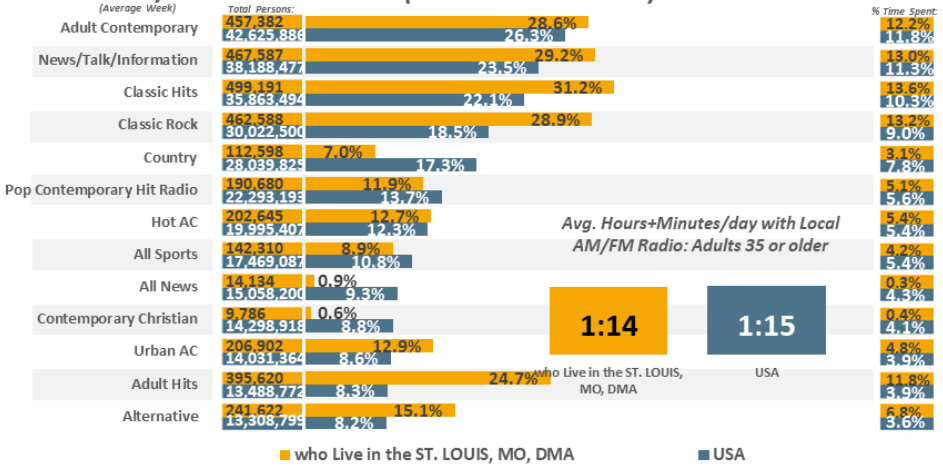


St. Louis DMA

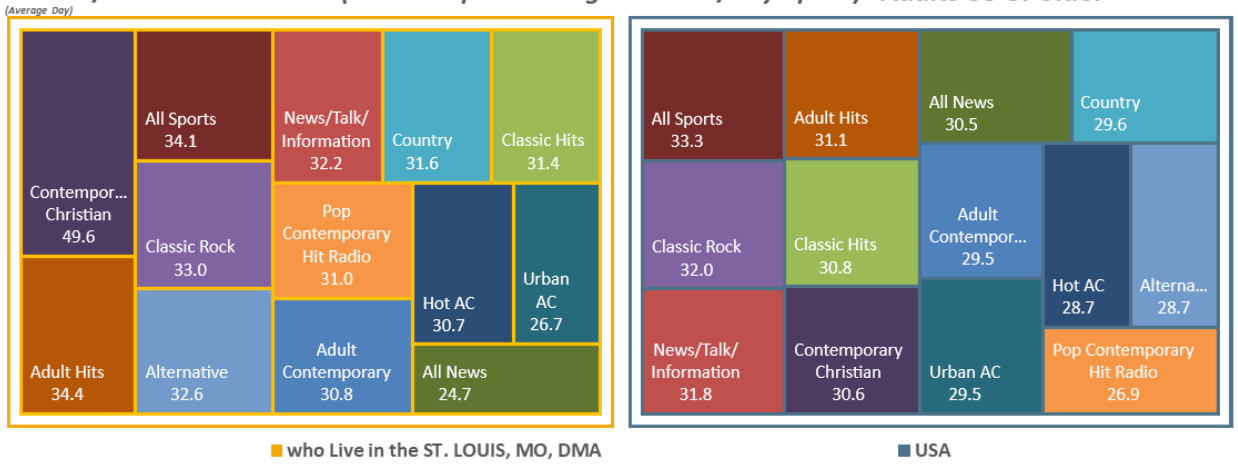
P35+

1,523,579 or 83.7% of Adults 35 or older who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Classic Rock, Adult Contemporary, Adult Hits, and News/Talk/Information.

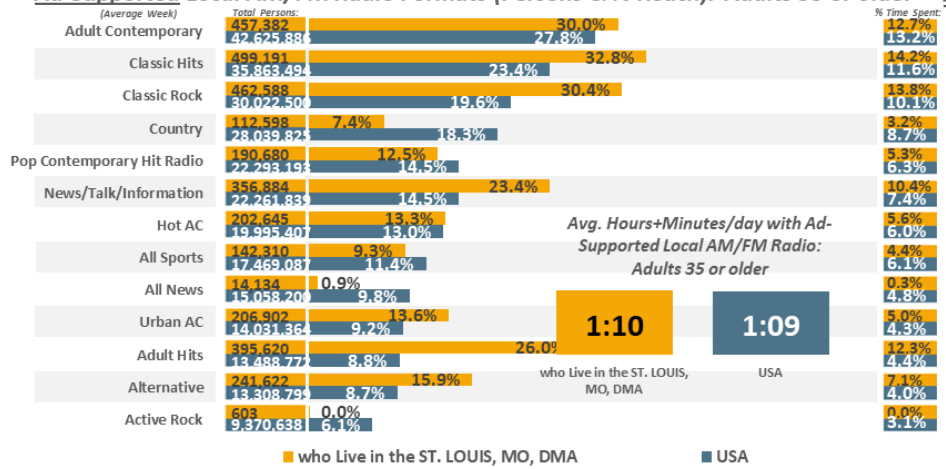
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



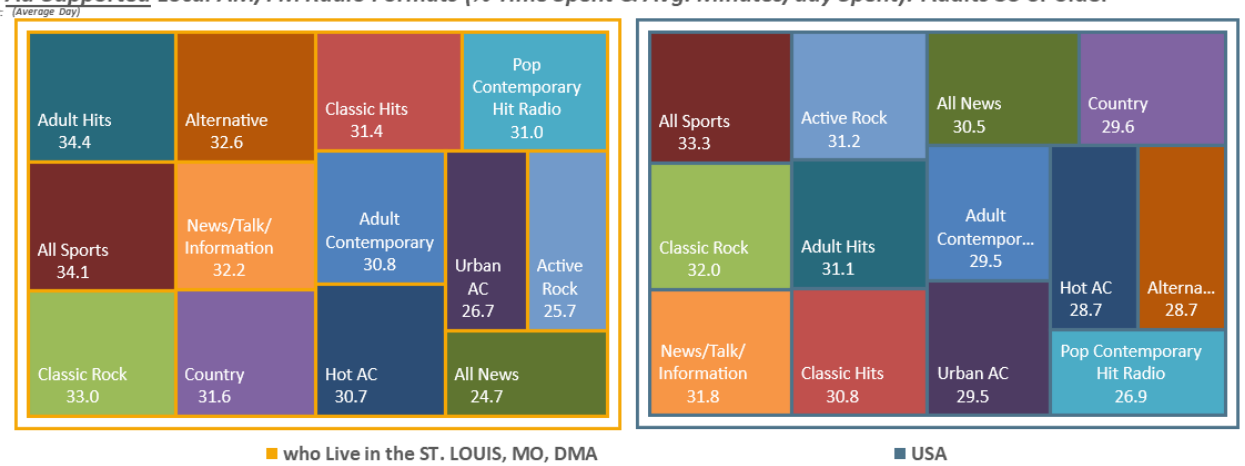
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



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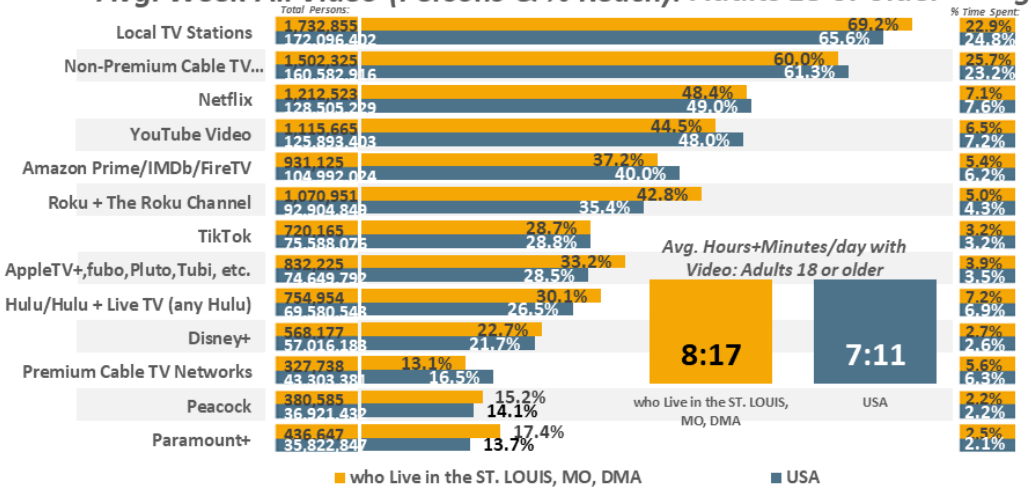


St. Louis DMA

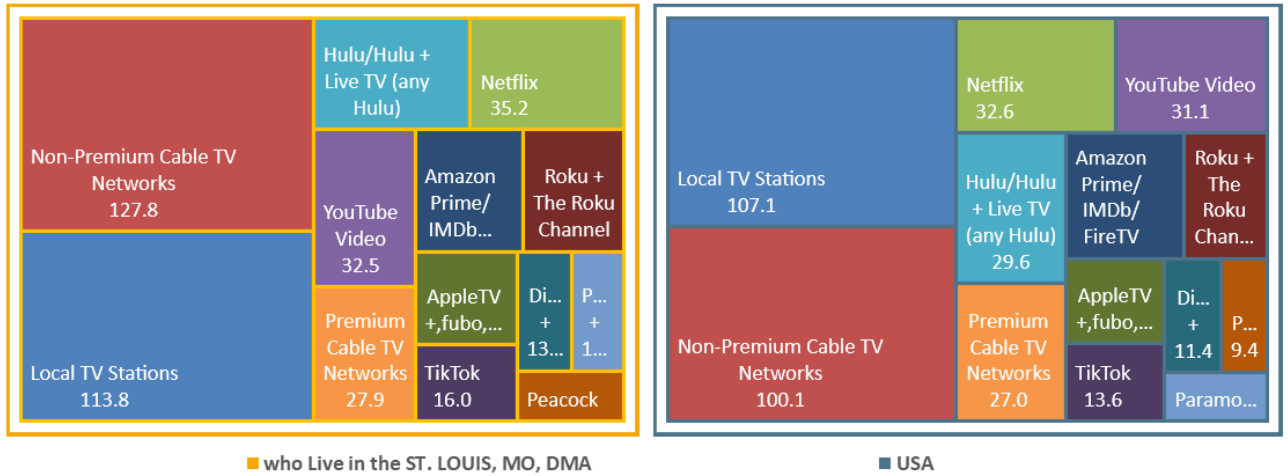
P18+

1,703,575 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 108.7 minutes every day representing 29.2% of all time spent daily with Ad-Supported Video.

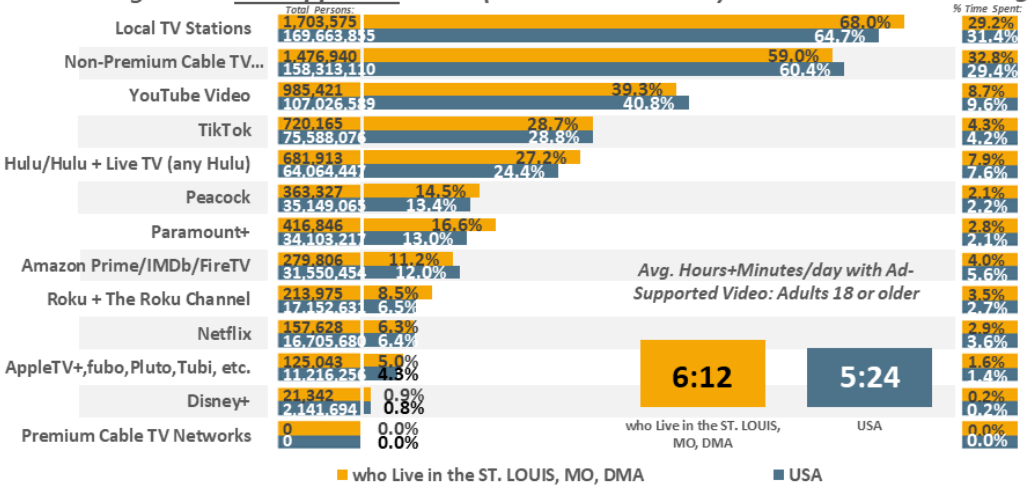
Avg. Week All Video (Persons & % Reach): Adults 18 or older



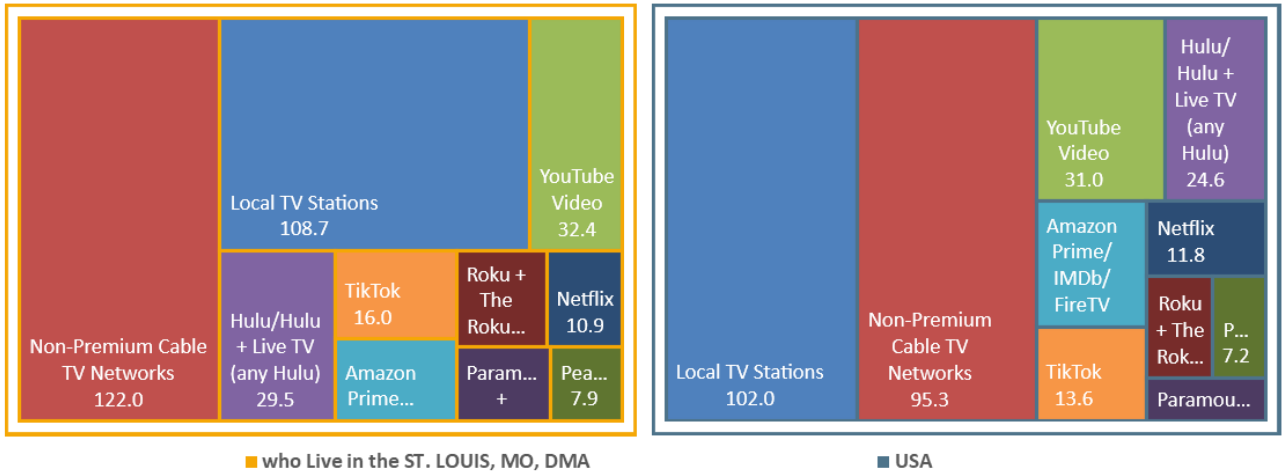
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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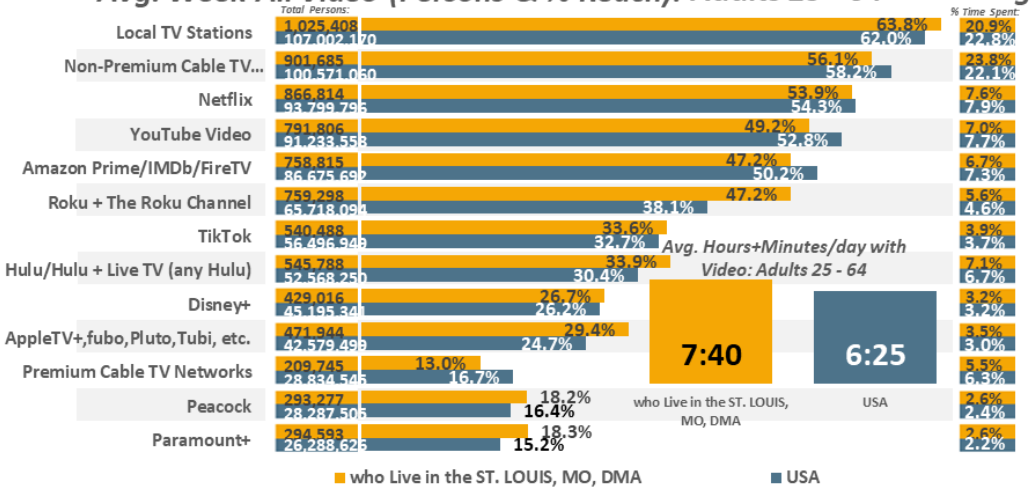
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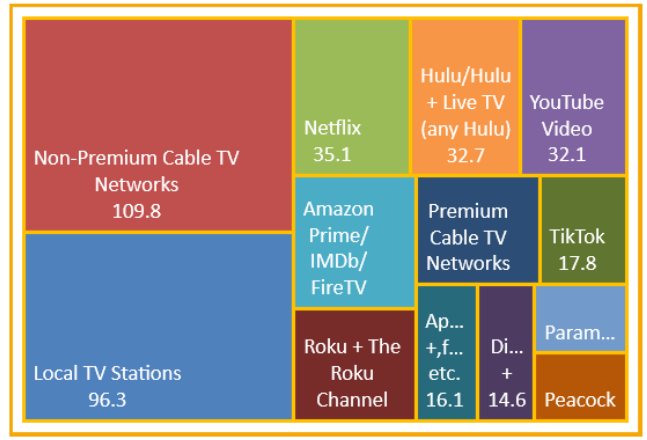
St. Louis DMA
P25-64

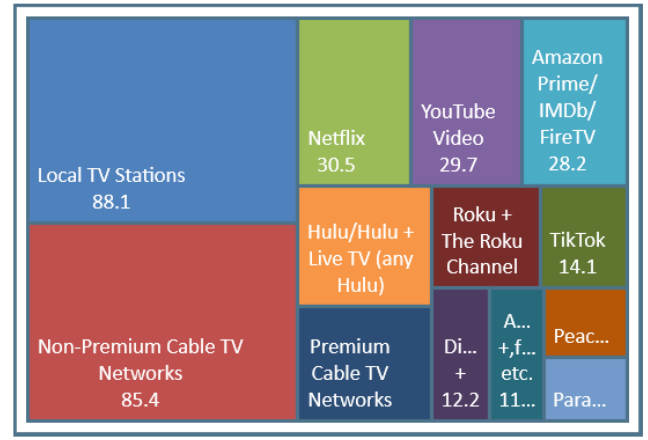
1,010,477 or 62.8% of Adults 25 - 64 who Live in the ST. LOUIS, MO, DMA watch Ad-Supported Local TV Stations for an average of 92.8 minutes every day representing 27.2% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 25 - 64

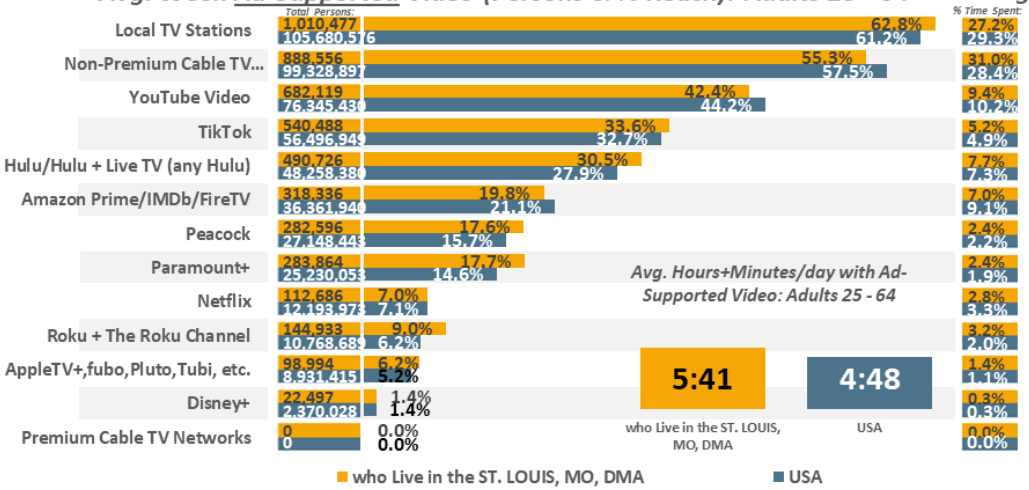


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

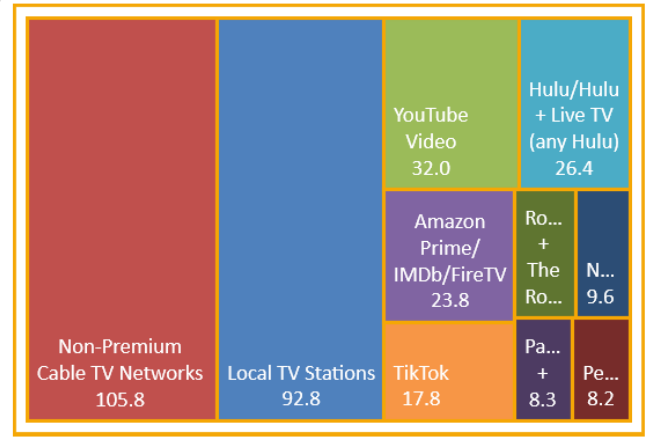


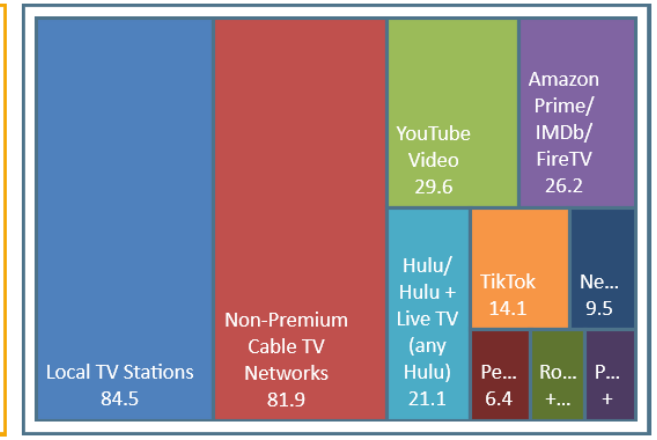


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

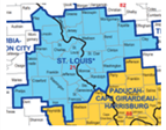




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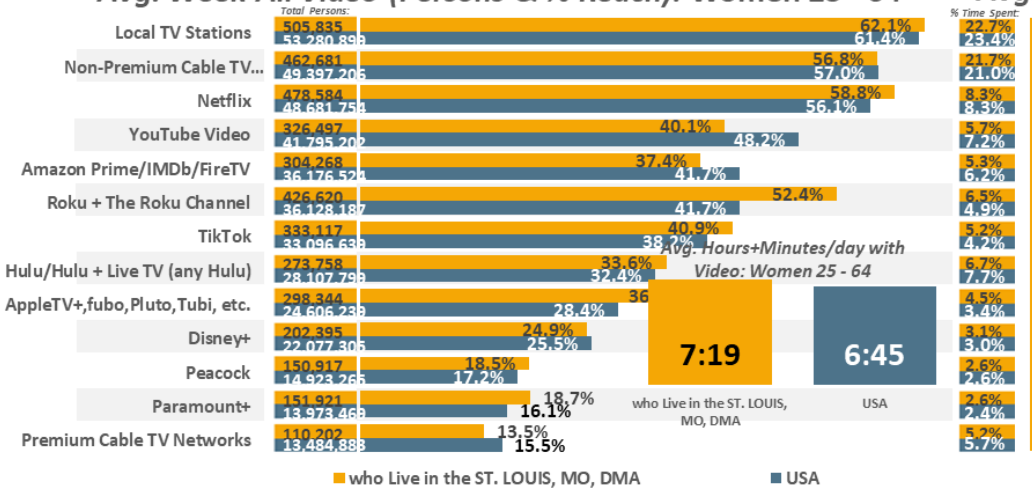


St. Louis DMA

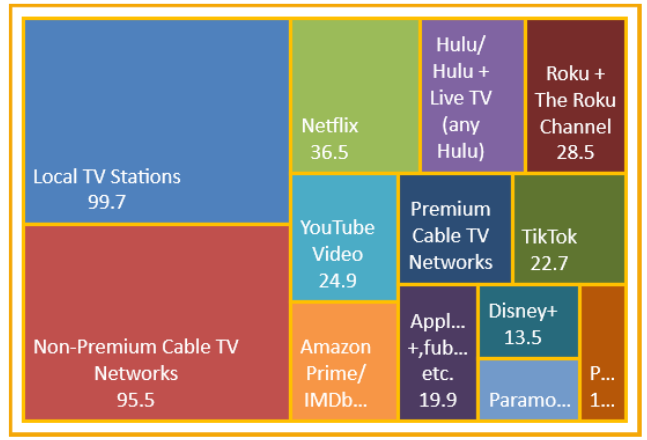
W25-64

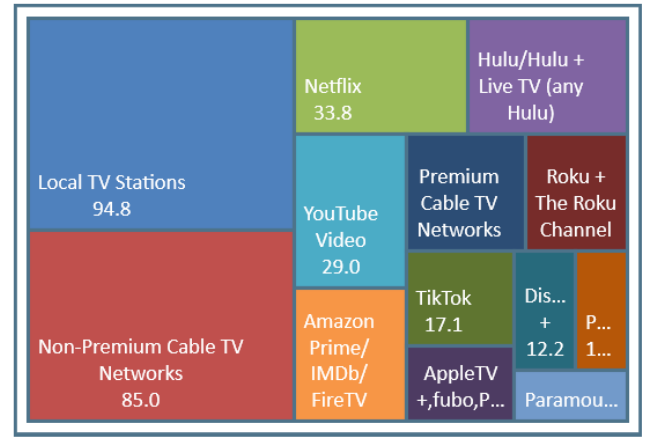
496,638 or 61.% of Women 25 - 64 who Live in the ST. LOUIS, MO, DMA watch Ad-Supported Local TV Stations for an average of 96.3 minutes every day representing 30.9% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Women 25 - 64

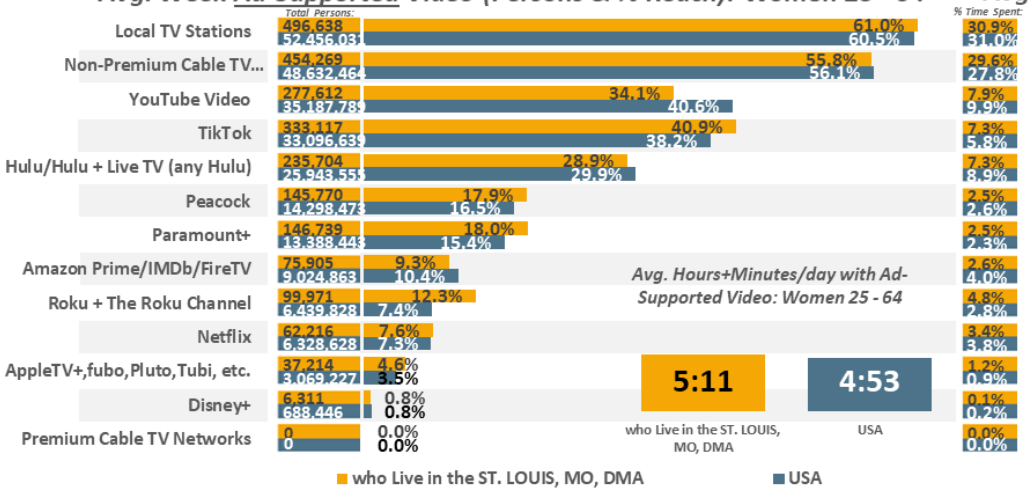


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64

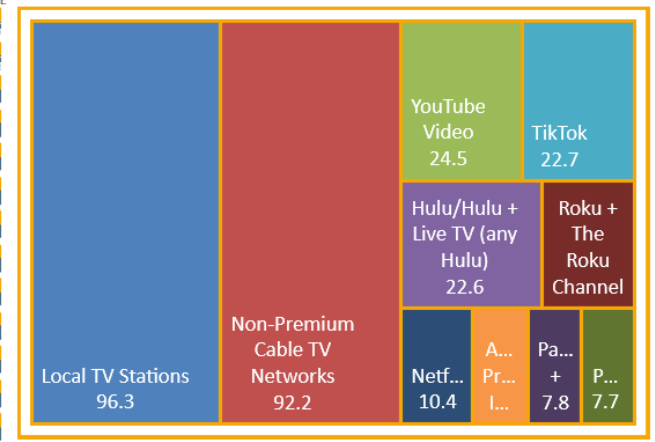


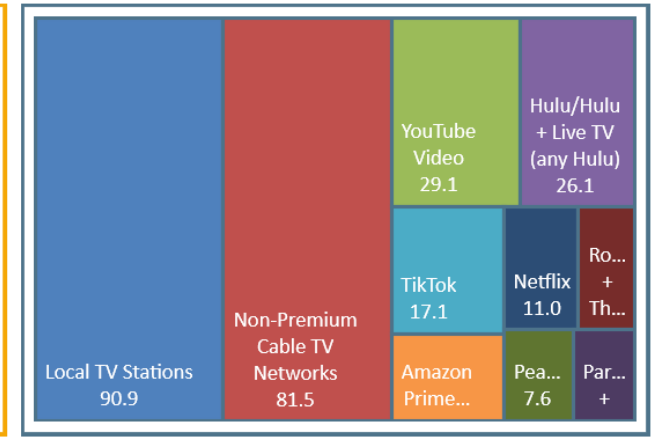


Avg. Week <u>Ad-Supported</u> Video (Persons & % Reach): Women 25 - 64



Avg. Day <u>Ad-Supported</u> Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64





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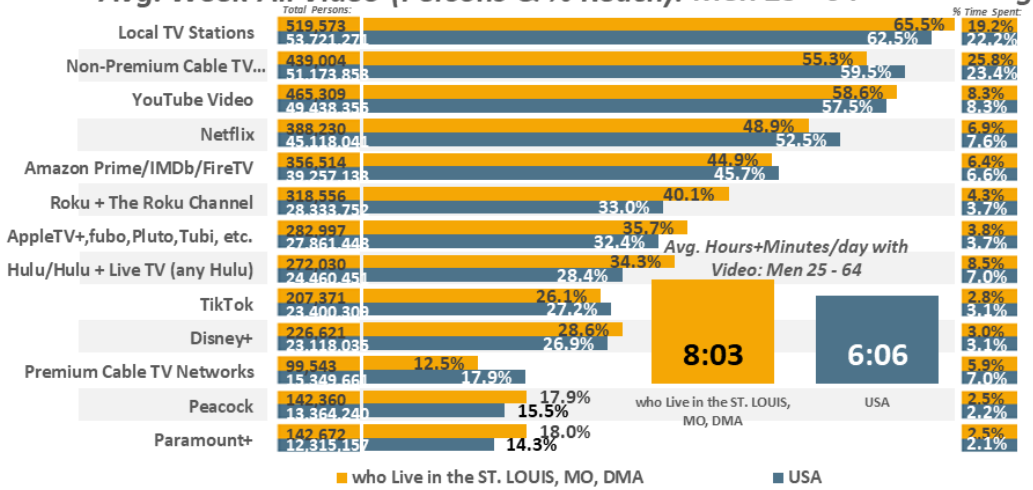
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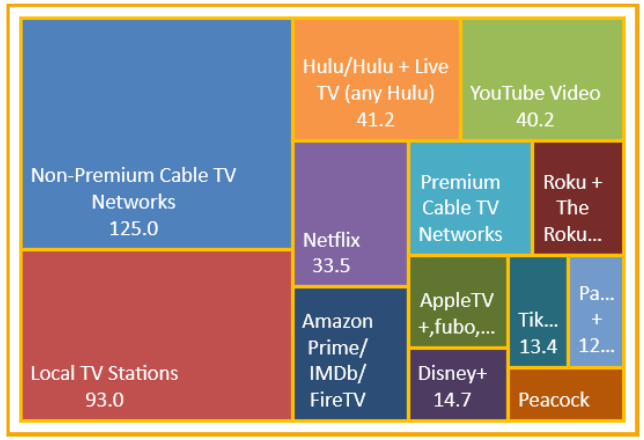
St. Louis DMA
M25-64

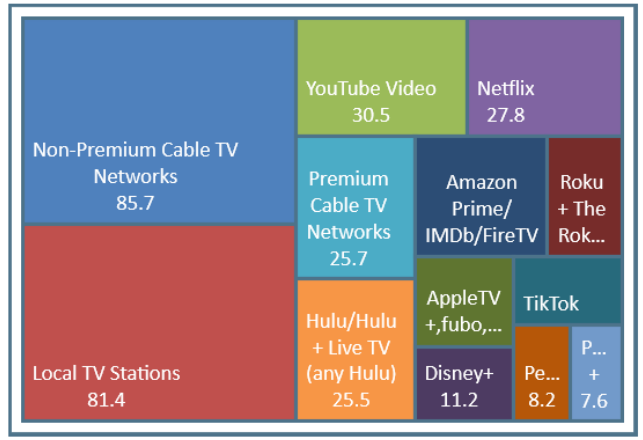
514,001 or 64.8% of Men 25 - 64 who Live in the ST. LOUIS, MO, DMA watch Ad-Supported Local TV Stations for an average of 89.4 minutes every day representing 24.8% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Men 25 - 64



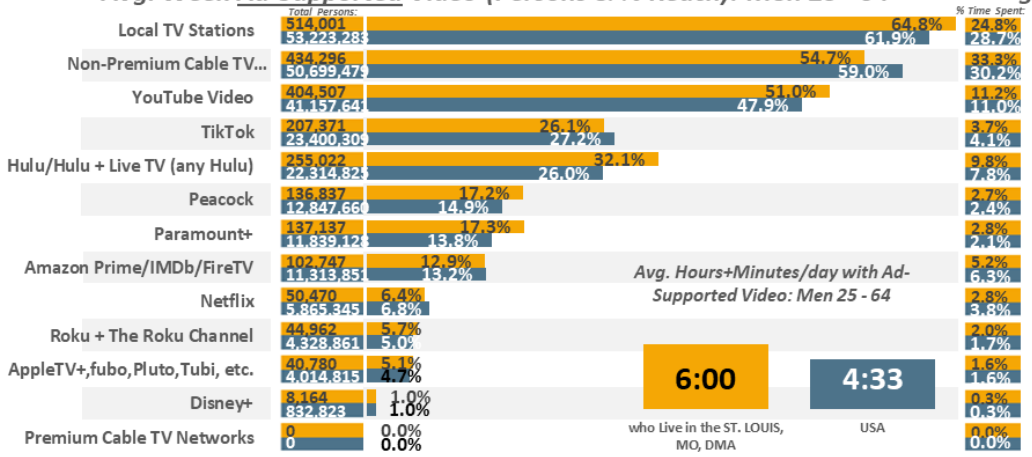
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



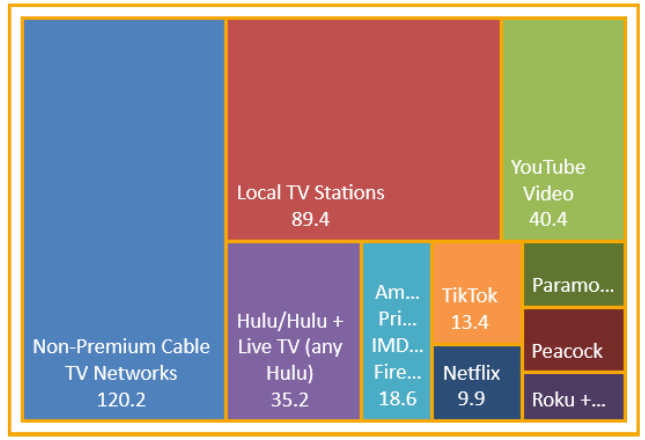


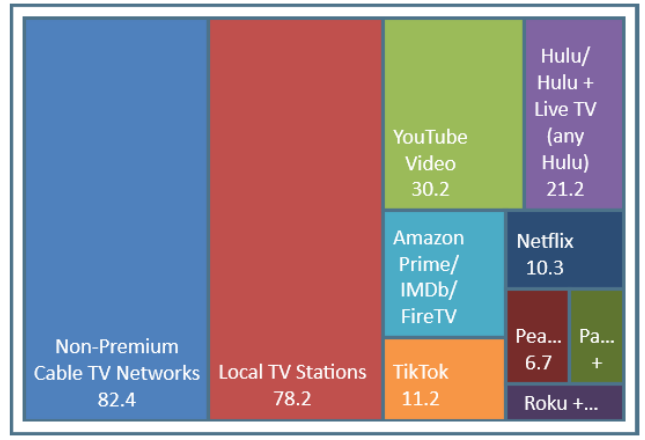
who Live in the ST. LOUIS, MO, DMA ■ USA

Avg. Week Ad-Supported Video (Persons & % Reach): Men 25 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64





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

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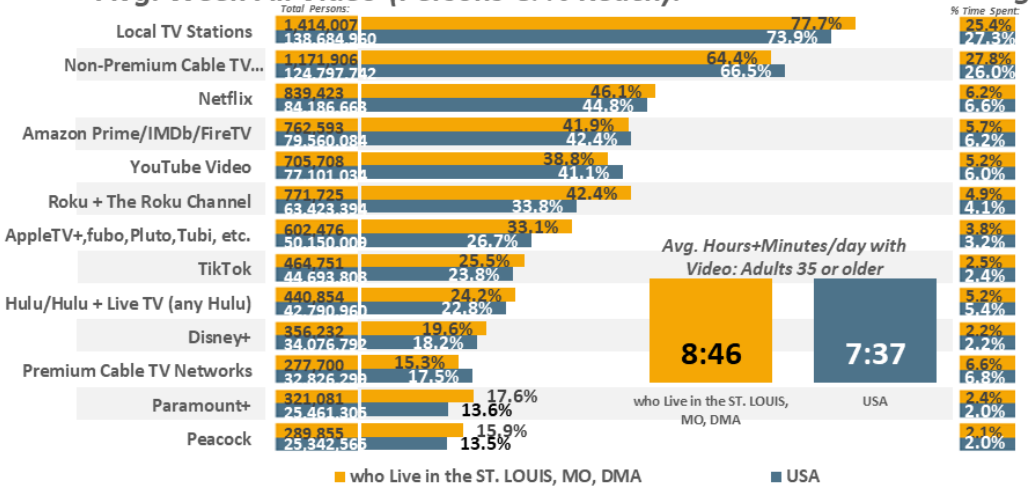


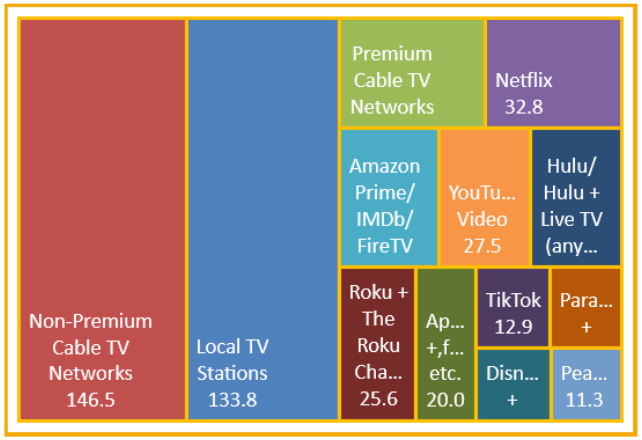
St. Louis DMA

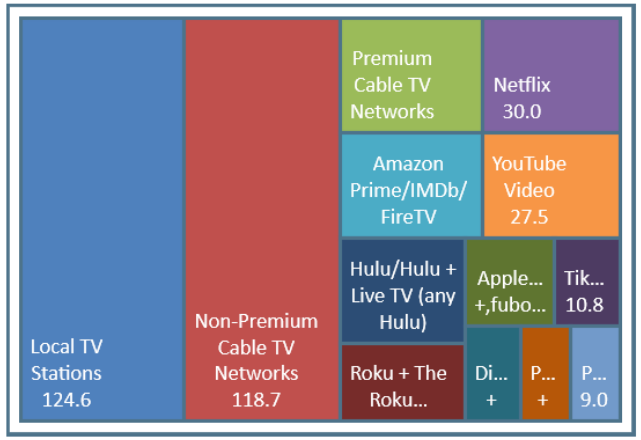
P35+

1,391,192 or 76.4% of Adults 35 or older who Live in the ST. LOUIS, MO, DMA watch Ad-Supported Local TV Stations for an average of 126.9 minutes every day representing 31.3% of all time spent daily with Ad-Supported Video.

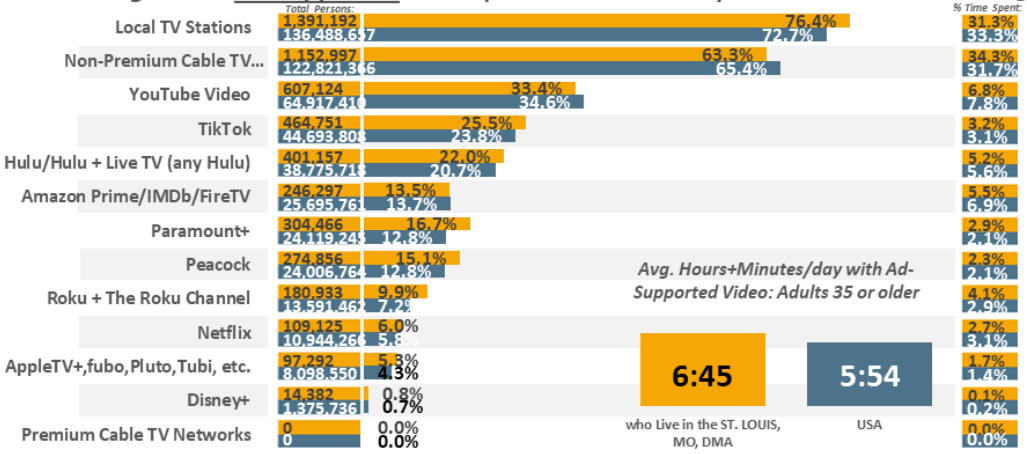
Avg. Week All Video (Persons & % Reach): Adults 35 or older

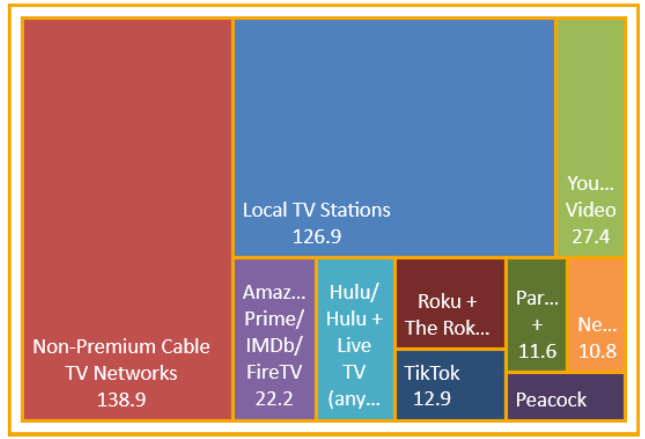


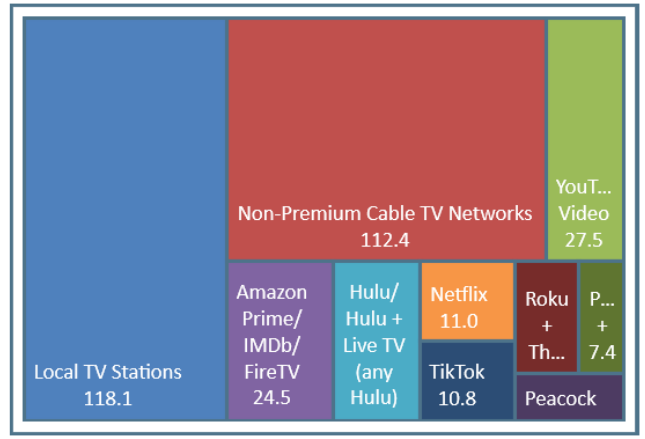




Avg. Week <u>Ad-Supported</u> Video (Persons & % Reach): Adults 35 or older







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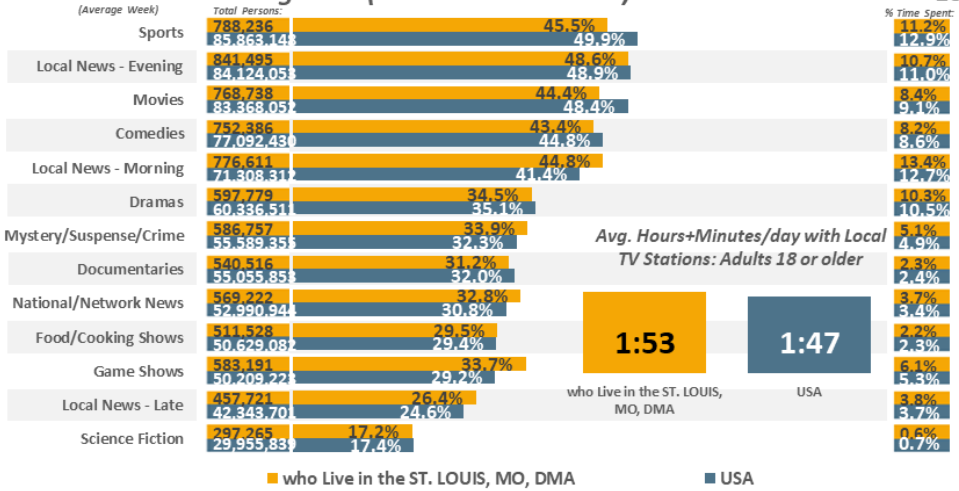


St. Louis DMA

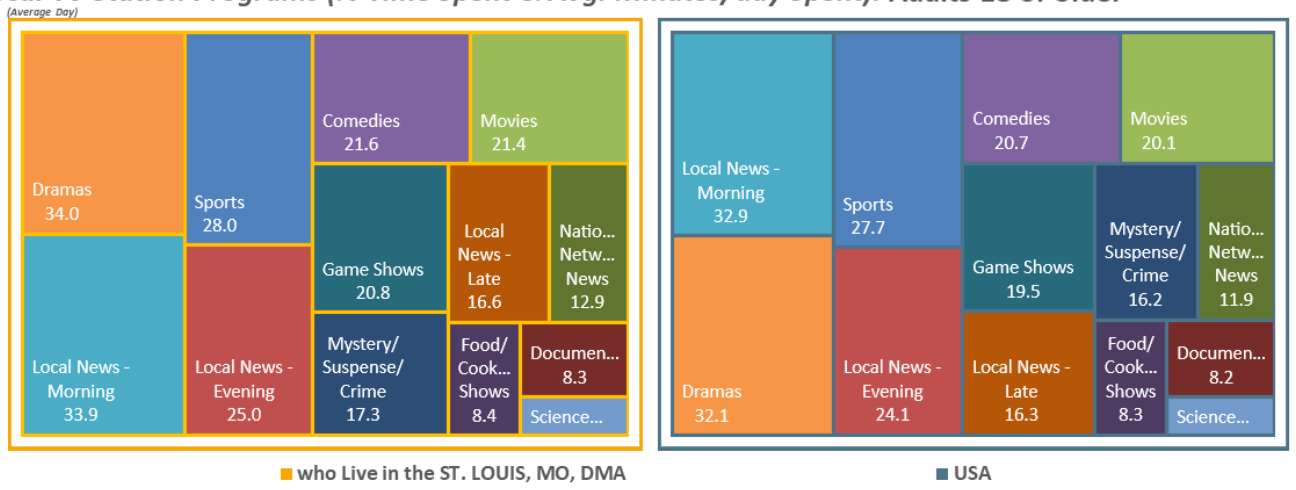
P18+

1,703,575 or 68.% of Adults 18 or older who Live in the ST. LOUIS, MO, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Movies, Comedies, and Dramas.

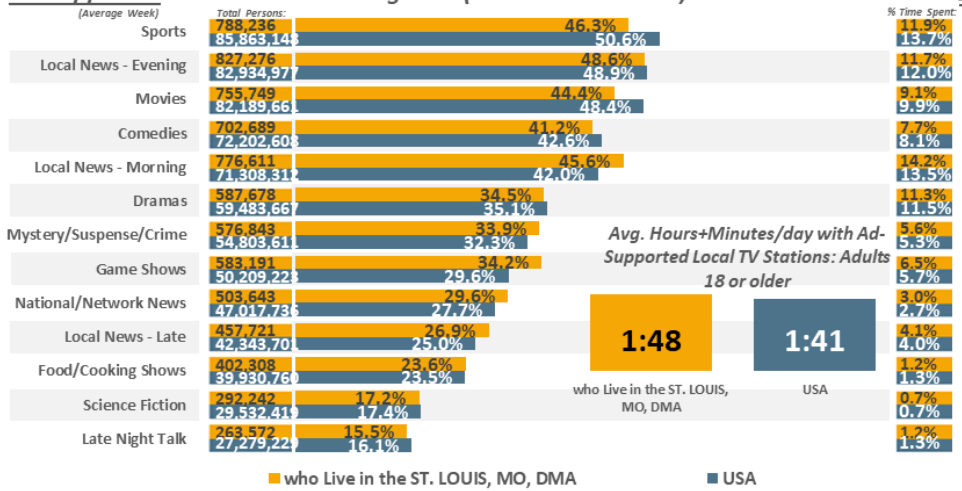
Local TV Station Programs (Persons & % Reach): Adults 18 or older



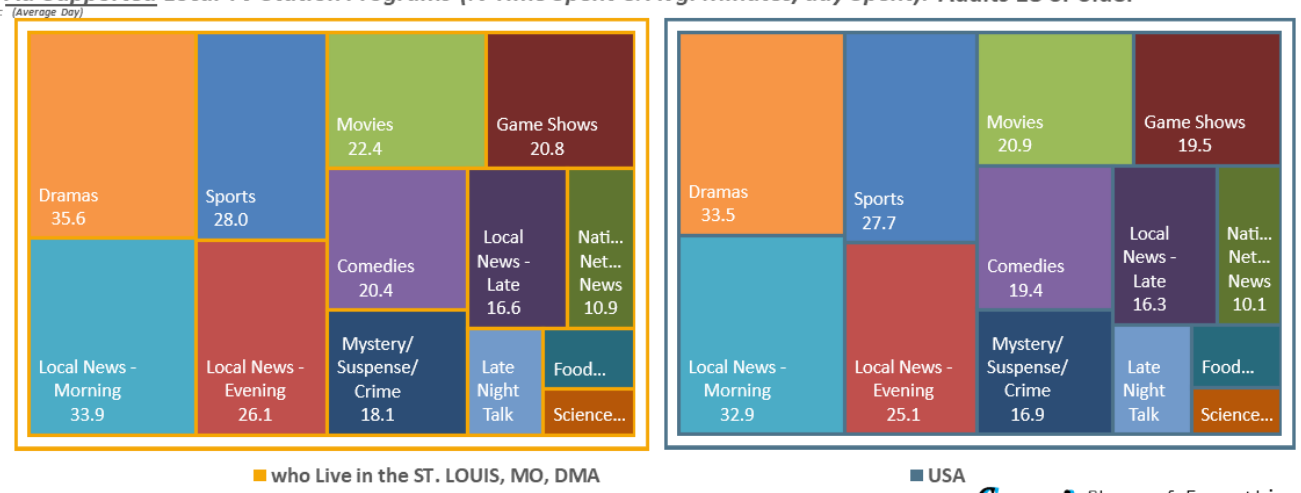
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,952

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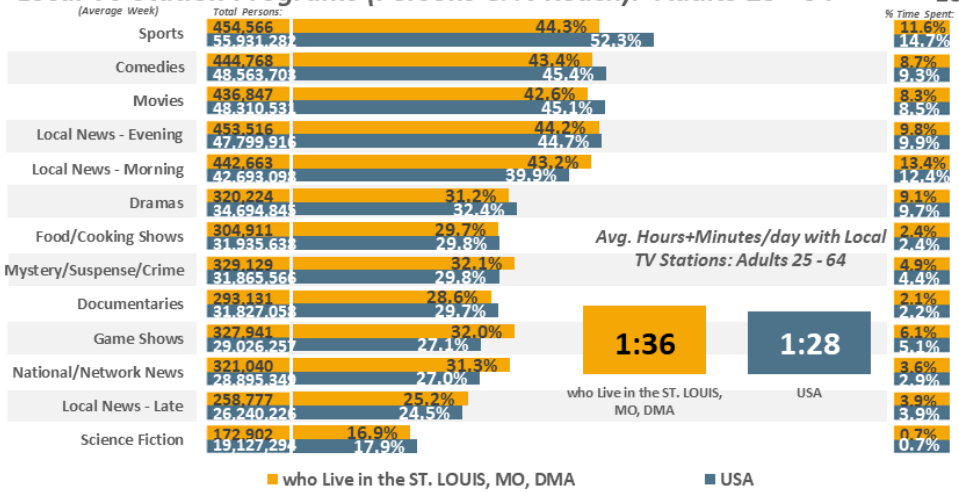


St. Louis DMA

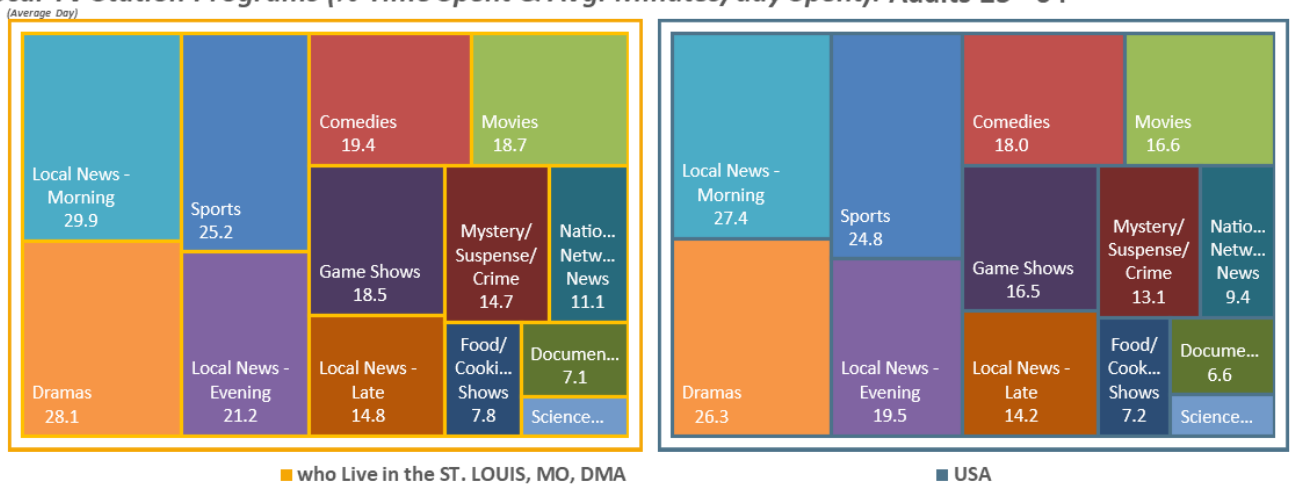
P25-64

1,010,477 or 62.8% of Adults 25 - 64 who Live in the ST. LOUIS, MO, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Movies, Comedies, and Game Shows.

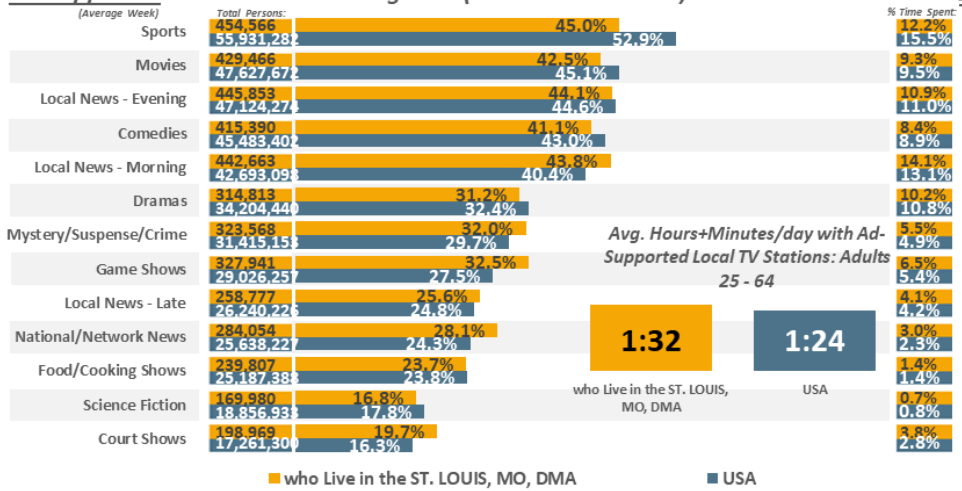
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



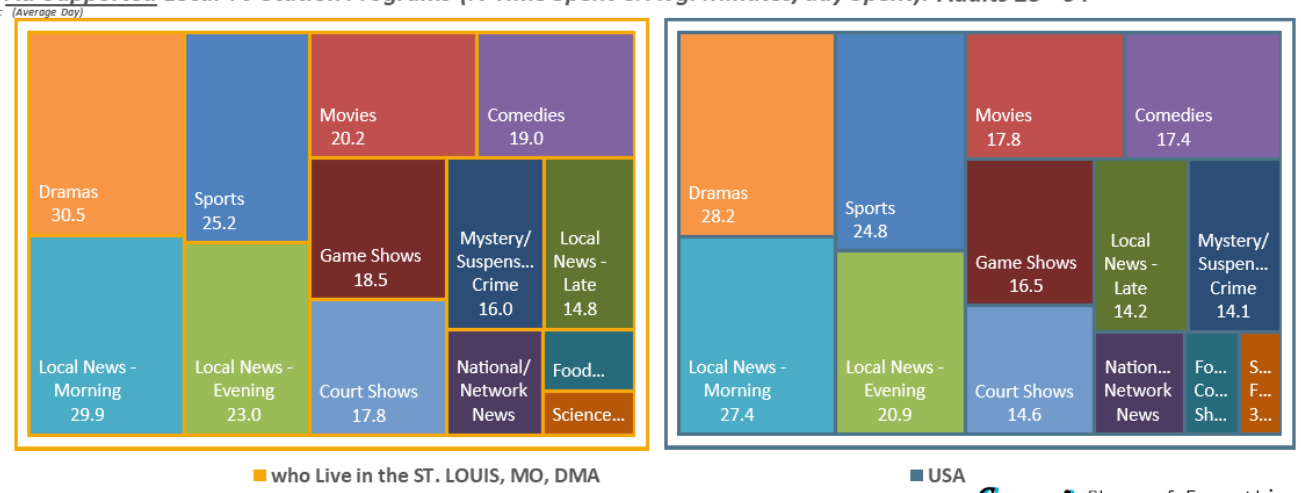
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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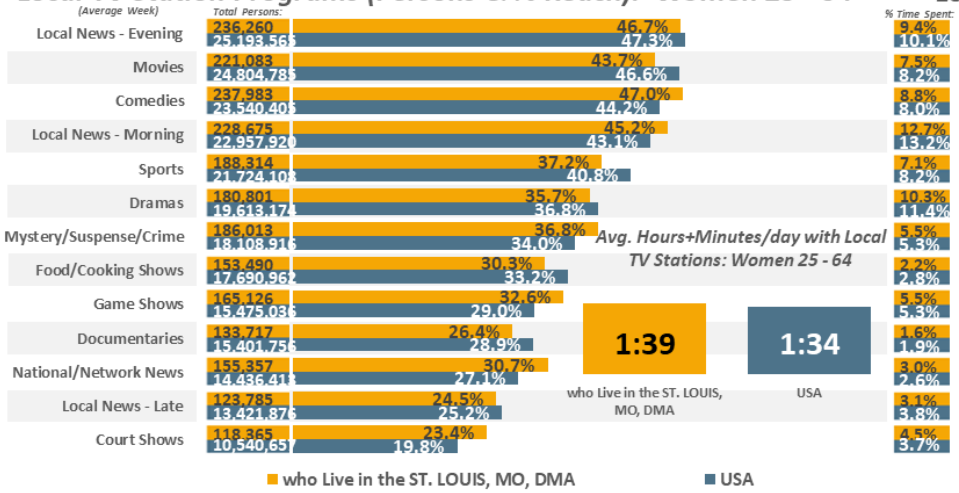


St. Louis DMA

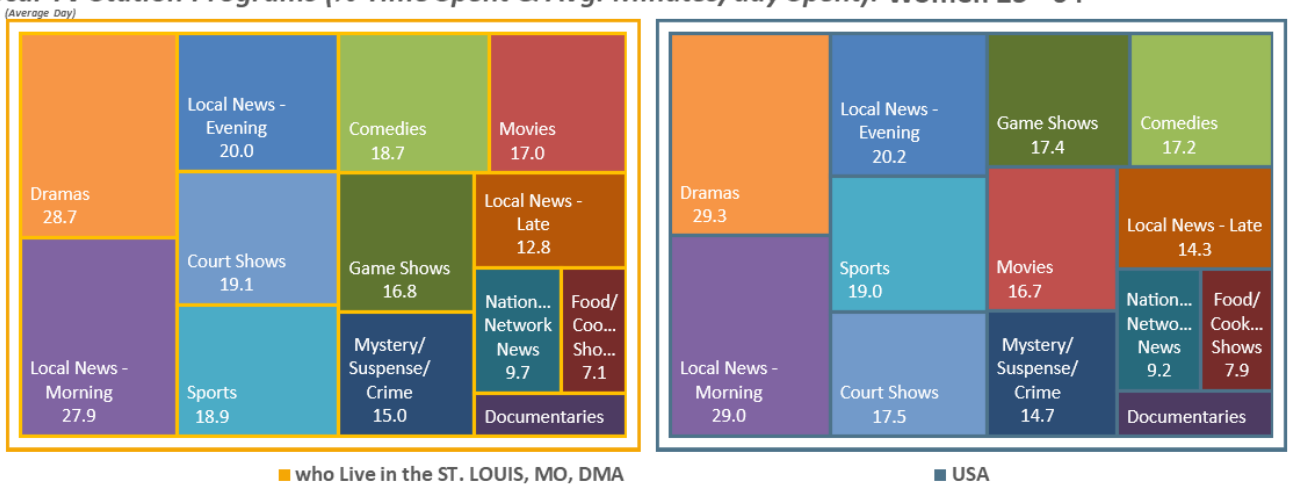
W25-64

496,638 or 61.% of Women 25 - 64 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, Comedies, Movies, Sports, and Mystery/Suspense/Crime.

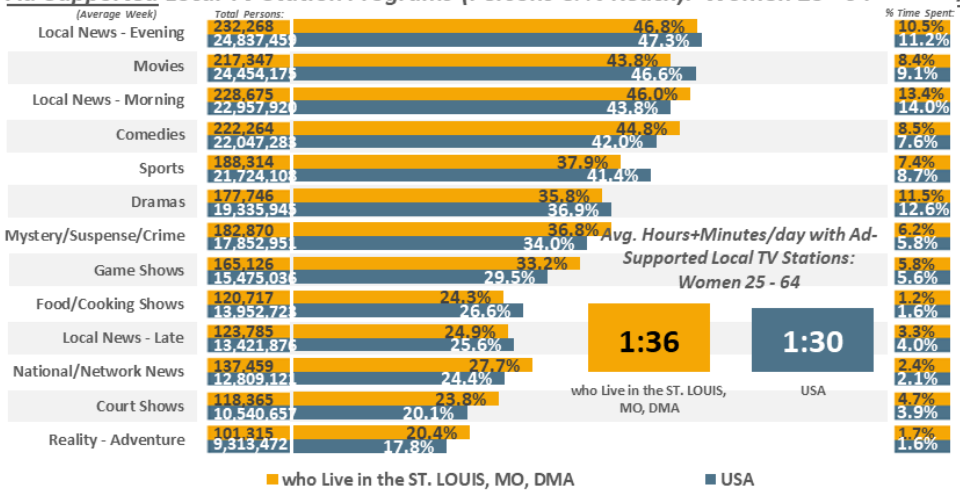
Local TV Station Programs (Persons & % Reach): Women 25 - 64



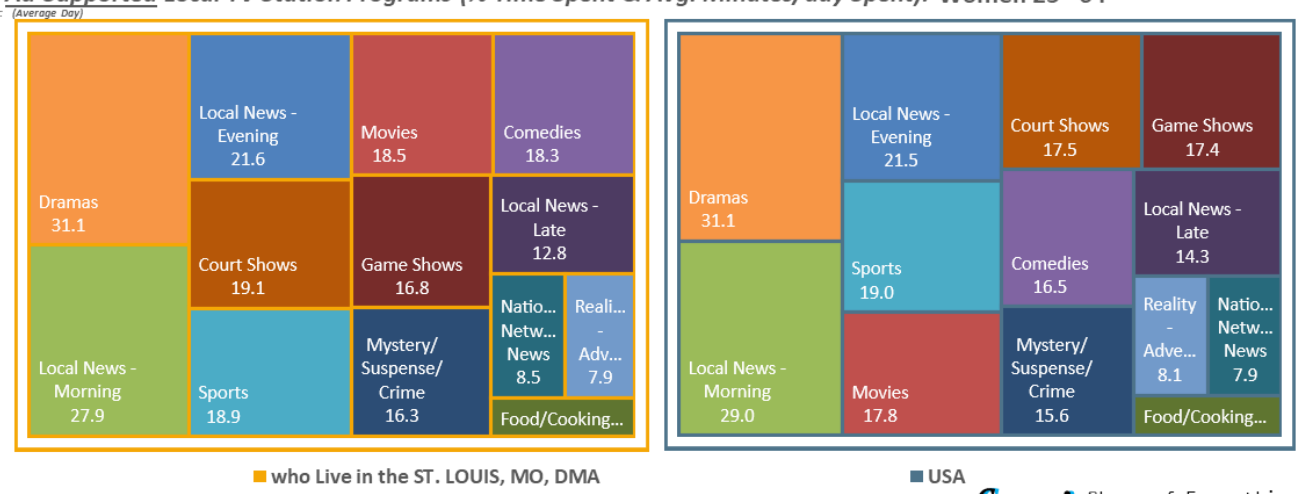
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Women 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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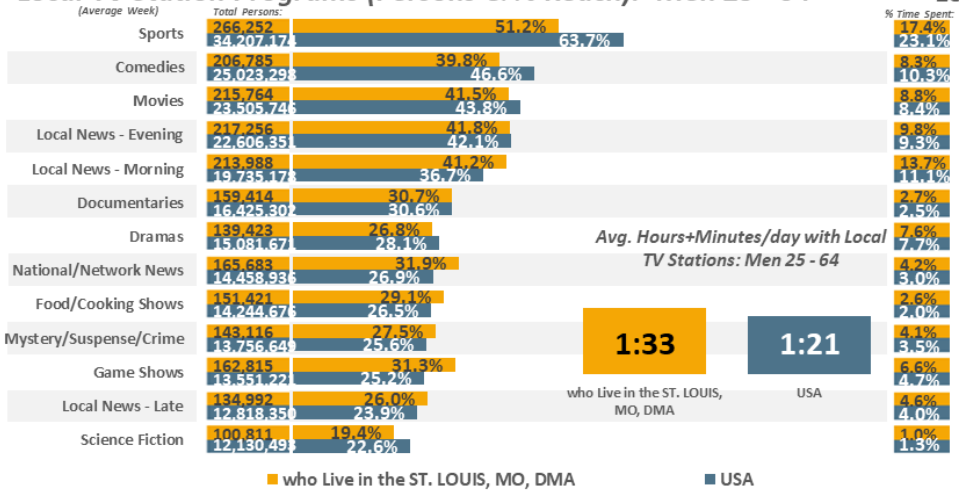


St. Louis DMA

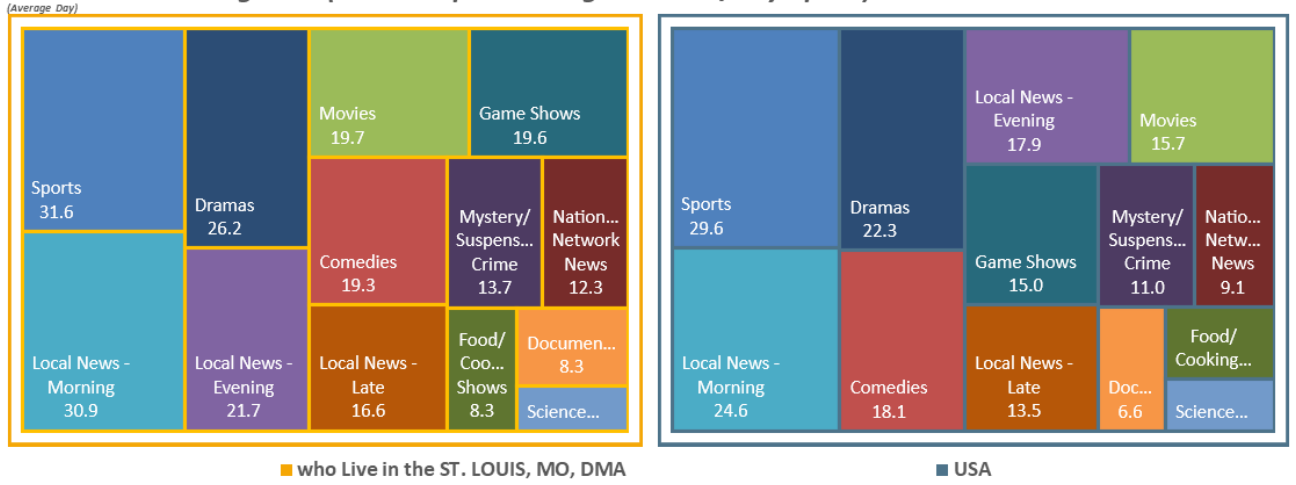
M25-64

514,001 or 64.8% of Men 25 - 64 who Live in the ST. LOUIS, MO, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Movies, Comedies, and Game Shows.

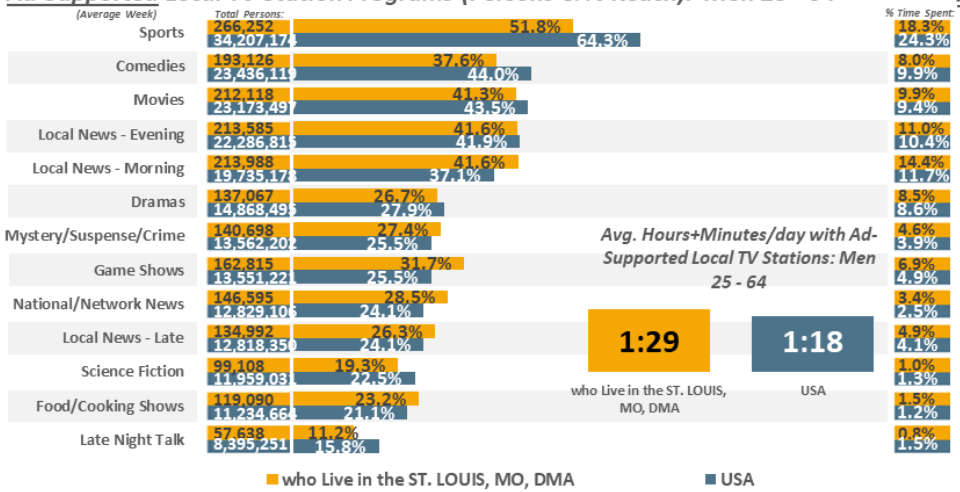
Local TV Station Programs (Persons & % Reach): Men 25 - 64



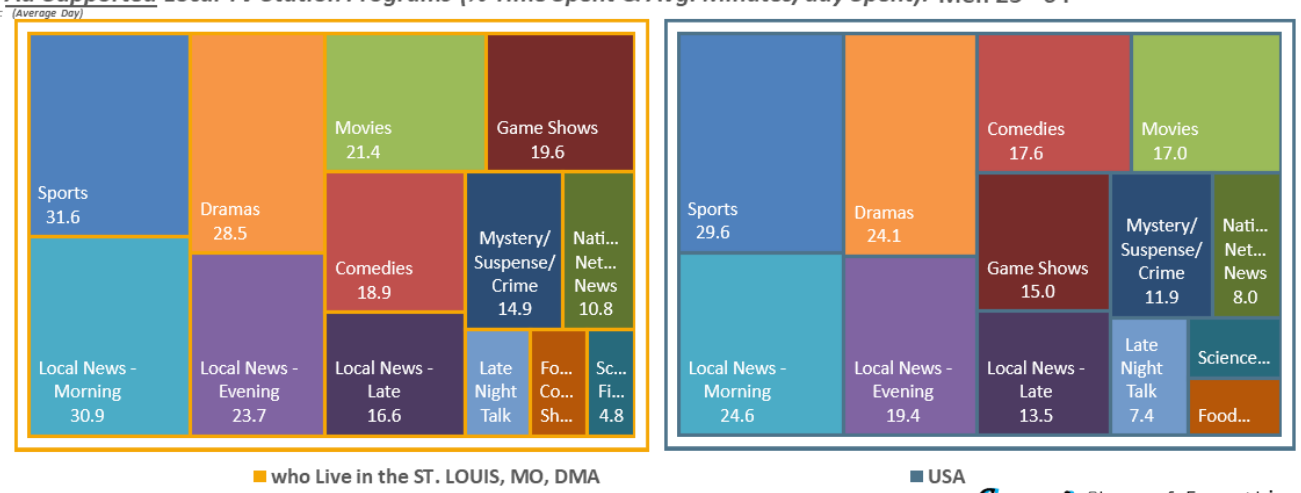
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Men 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



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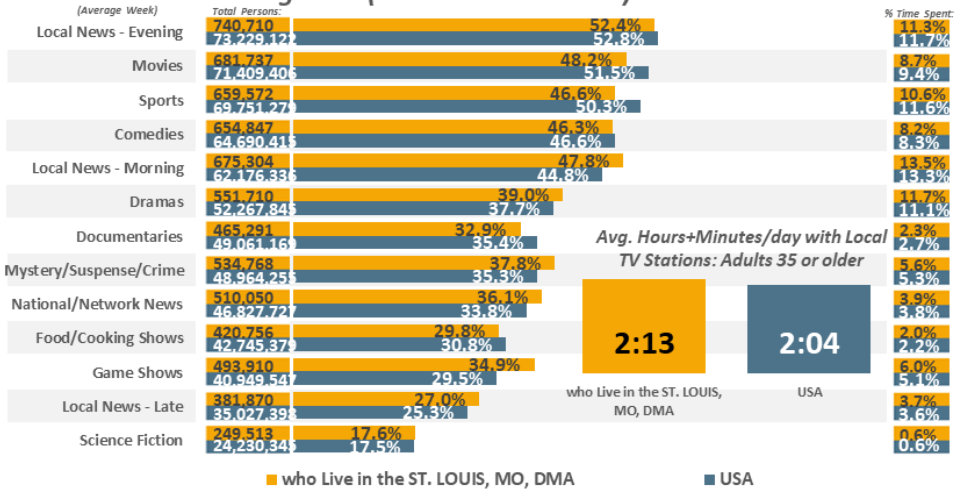


St. Louis DMA

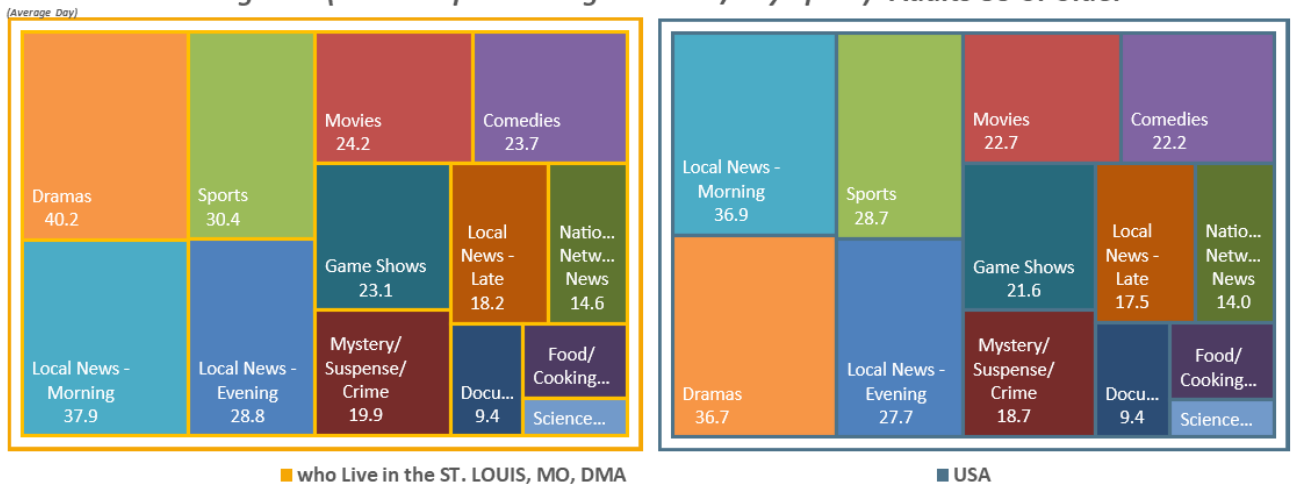
P35+

1,391,192 or 76.4% of Adults 35 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, Sports, Comedies, and Dramas.

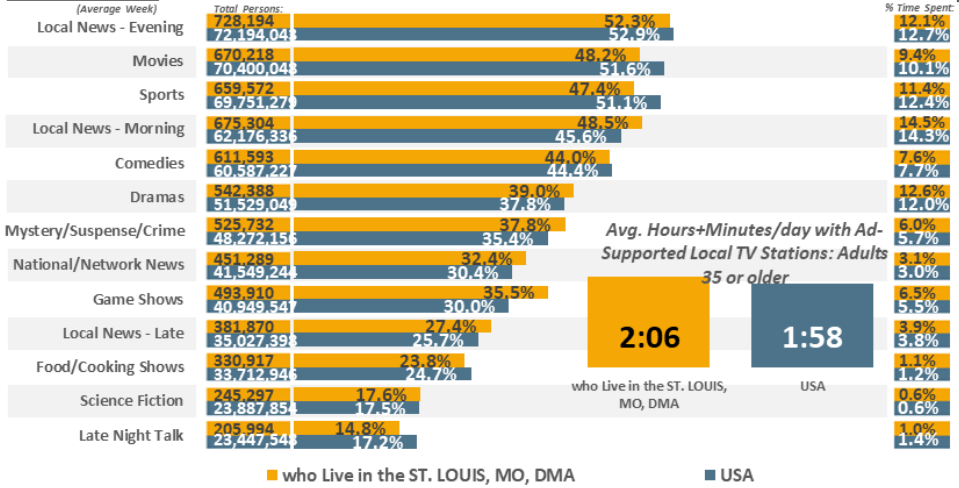
Local TV Station Programs (Persons & % Reach): Adults 35 or older



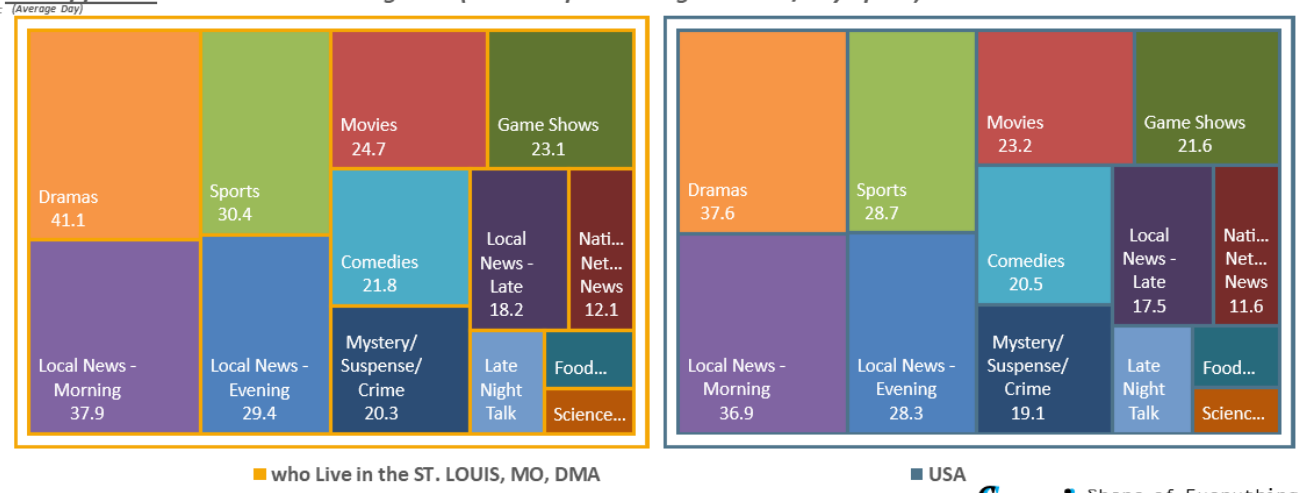
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



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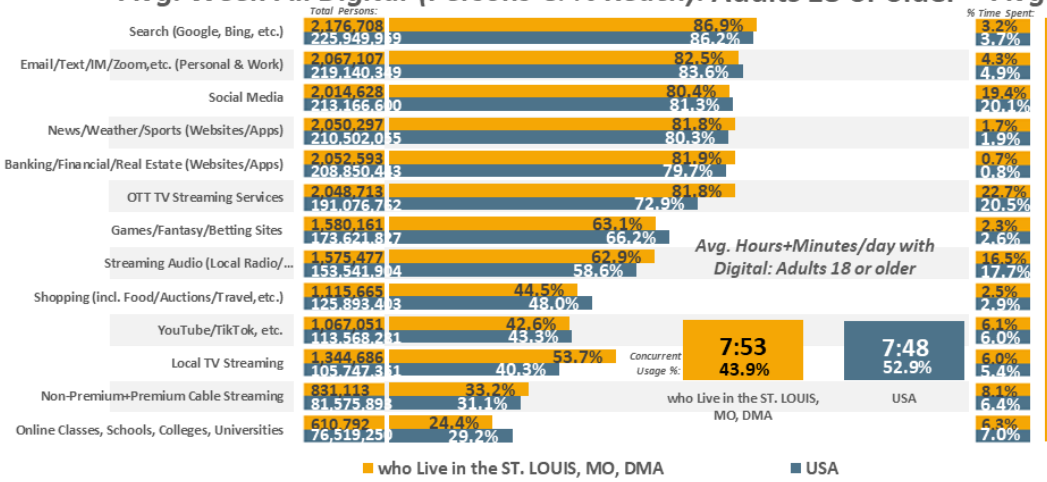


St. Louis DMA

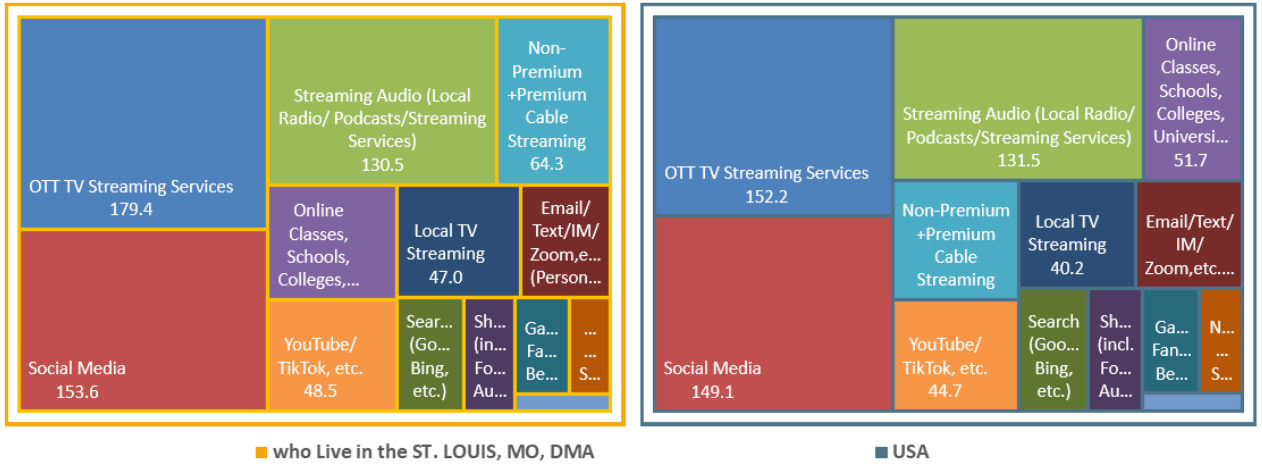
P18+

1,772,427 or 70.8% of Adults 18 or older who Live in the ST. LOUIS, MO, DMA use Ad-Supported Social Media for an average of 135.1 minutes every day representing 24.1% of all time spent daily with Ad-Supported Digital Media.

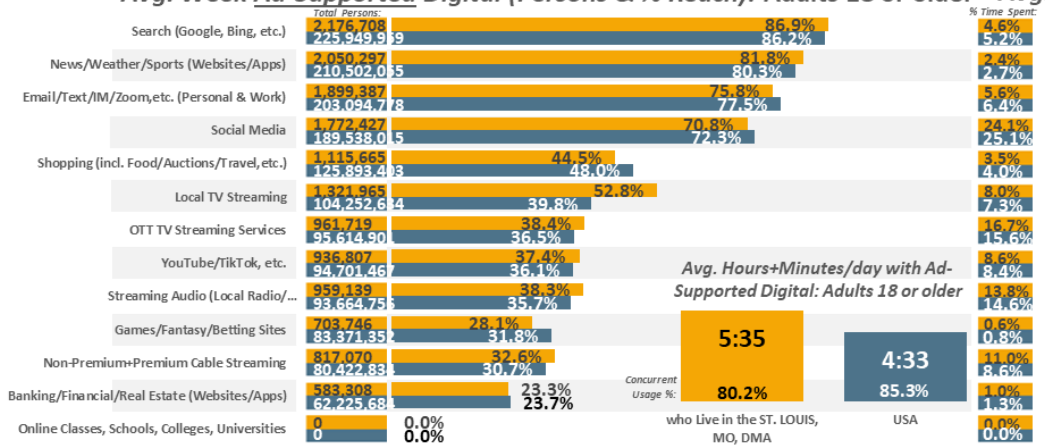
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



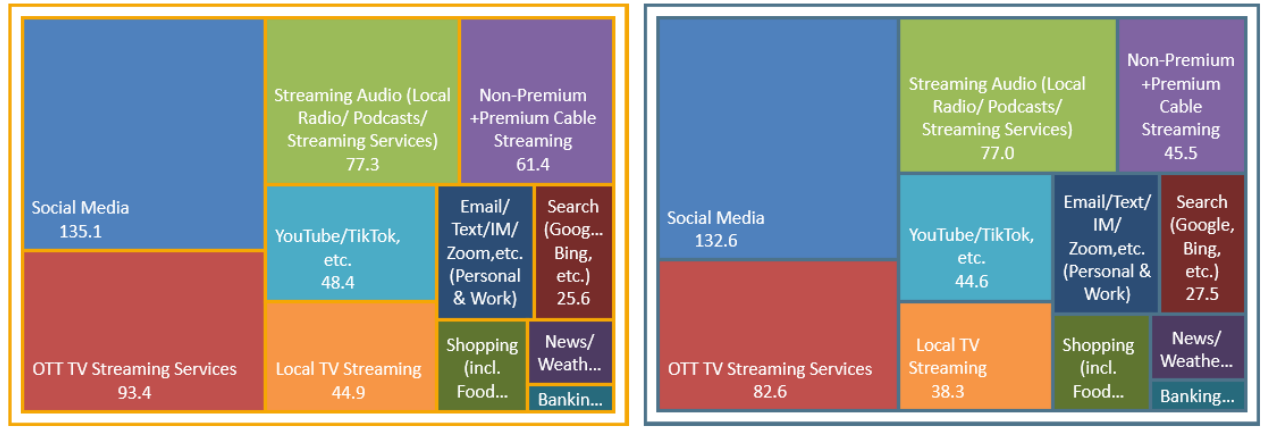
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

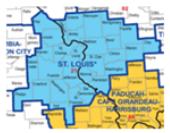


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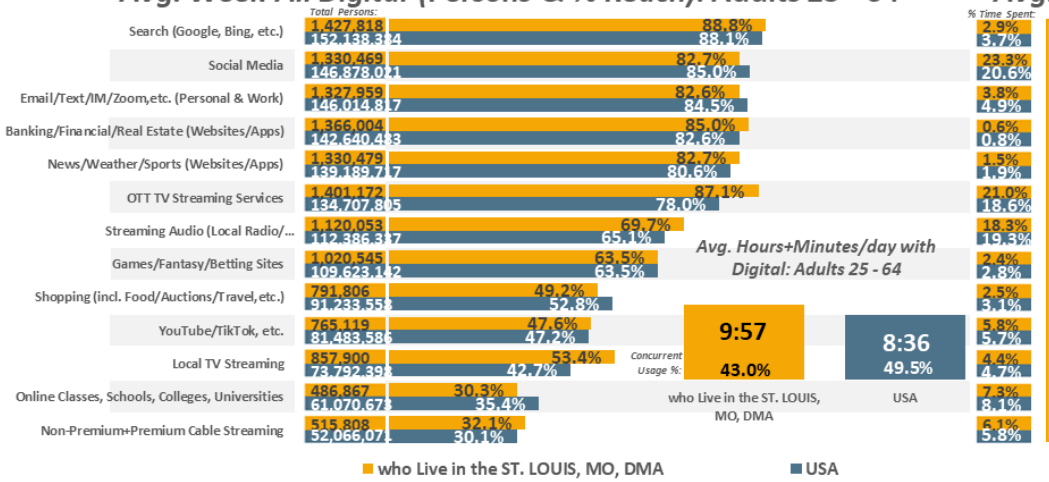


St. Louis DMA

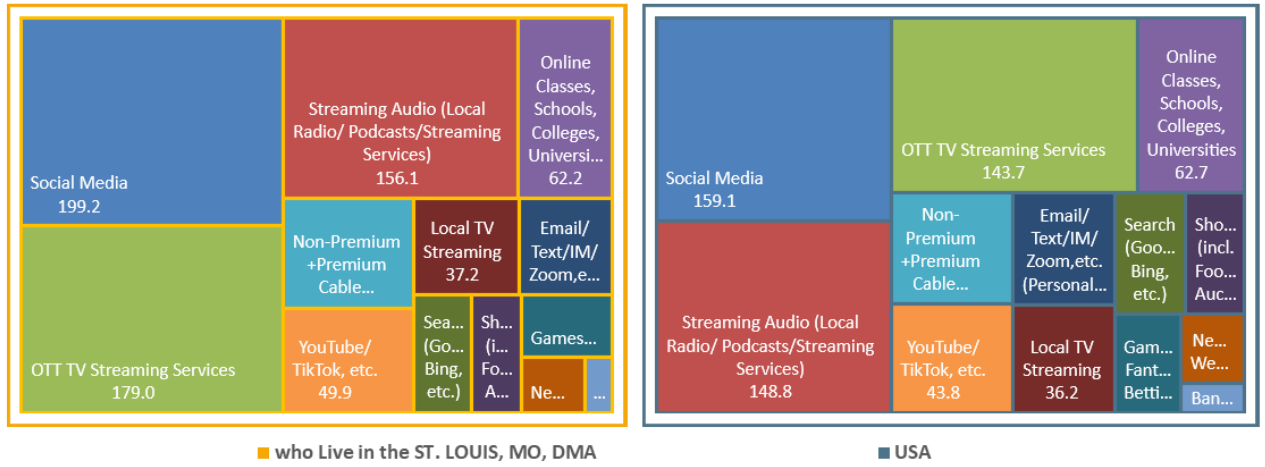
P25-64

1,189,476 or 74.7% of Adults 25 - 64 who Live in the ST. LOUIS, MO, DMA use Ad-Supported Social Media for an average of 183.3 minutes every day representing 30.3% of all time spent daily with Ad-Supported Digital Media.

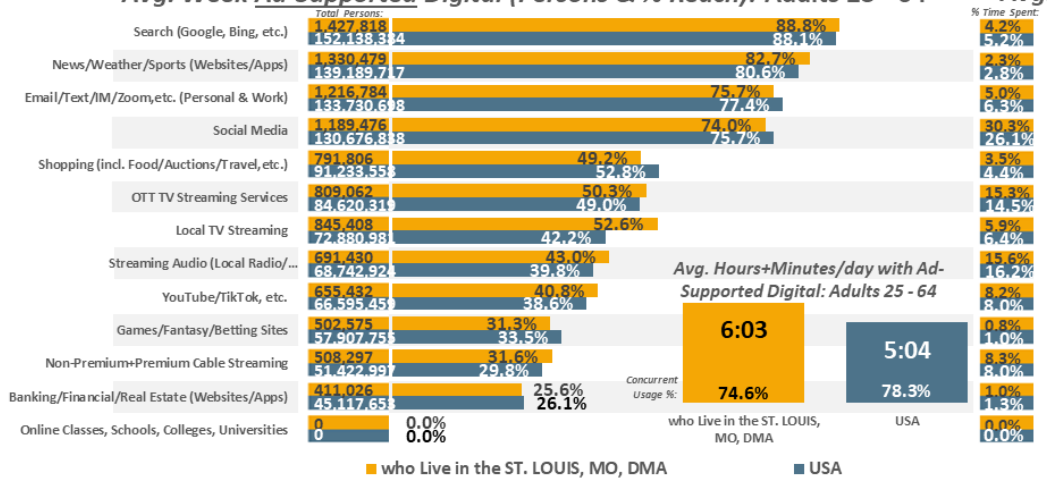
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



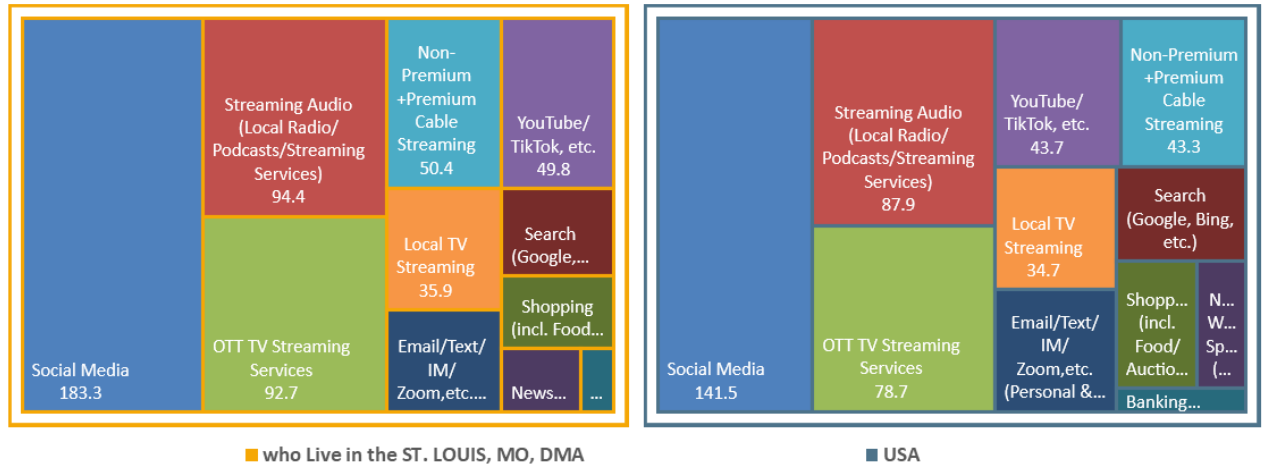
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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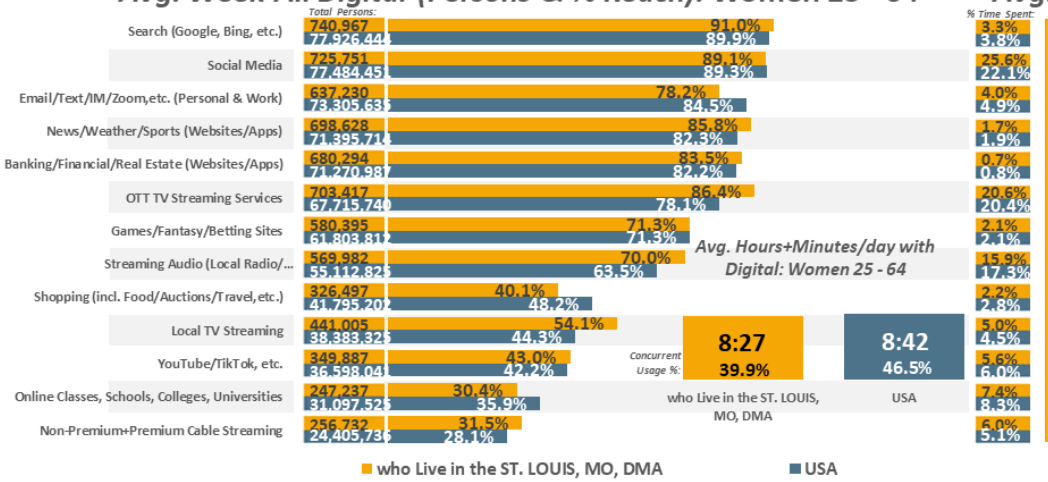
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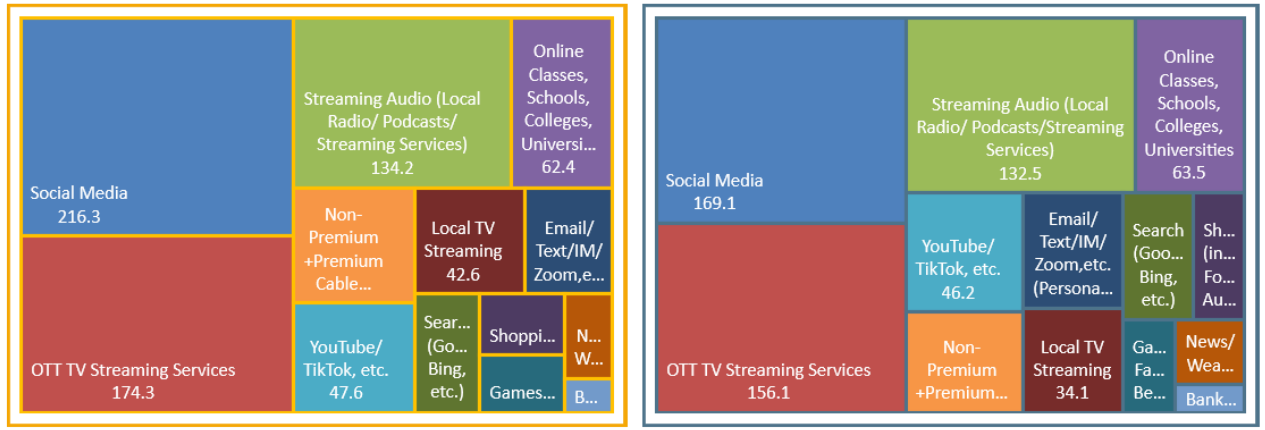
St. Louis DMA
W25-64

664,603 or 81.6% of Women 25 - 64 who Live in the ST. LOUIS, MO, DMA use Ad-Supported Social Media for an average of 199. minutes every day representing 33.4% of all time spent daily with Ad-Supported Digital Media.

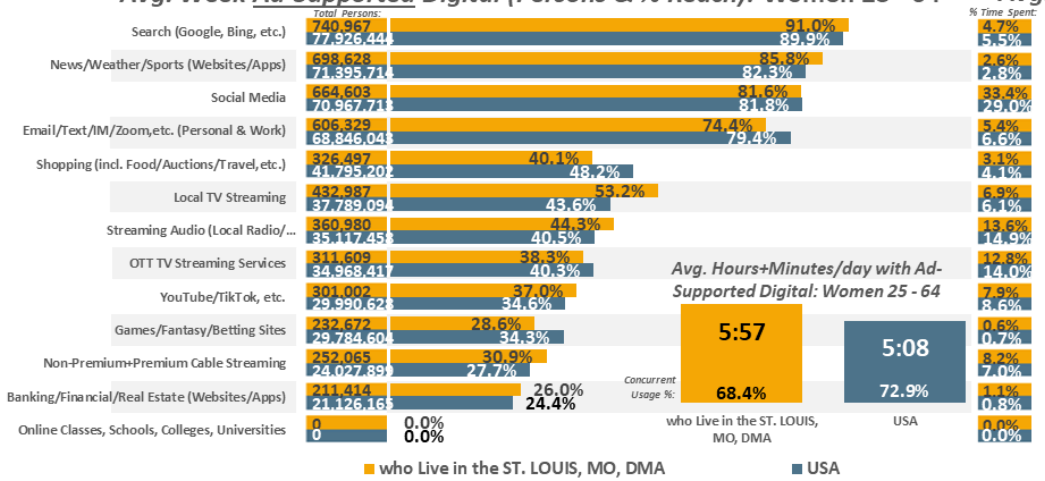
Avg. Week All Digital (Persons & % Reach): Women 25 - 64



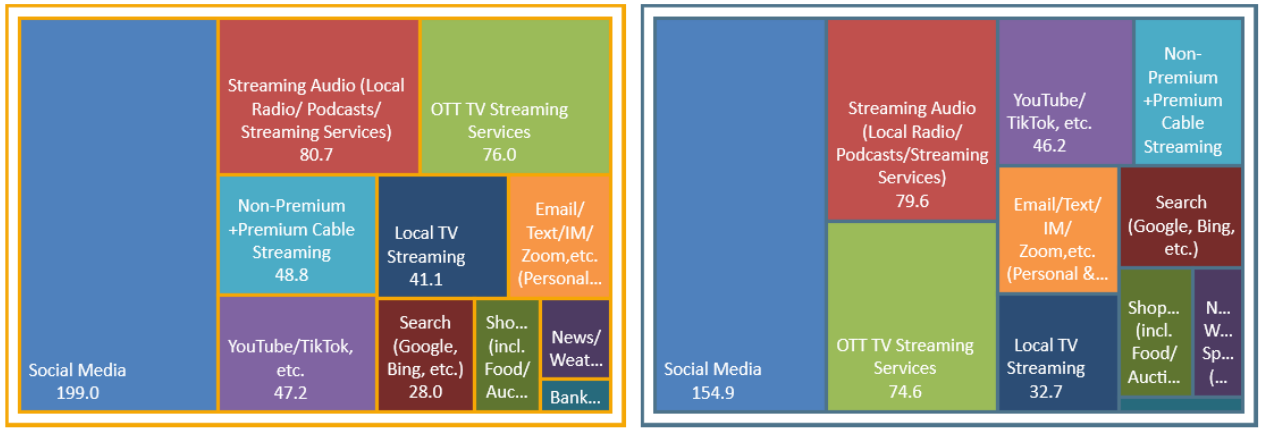
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Women 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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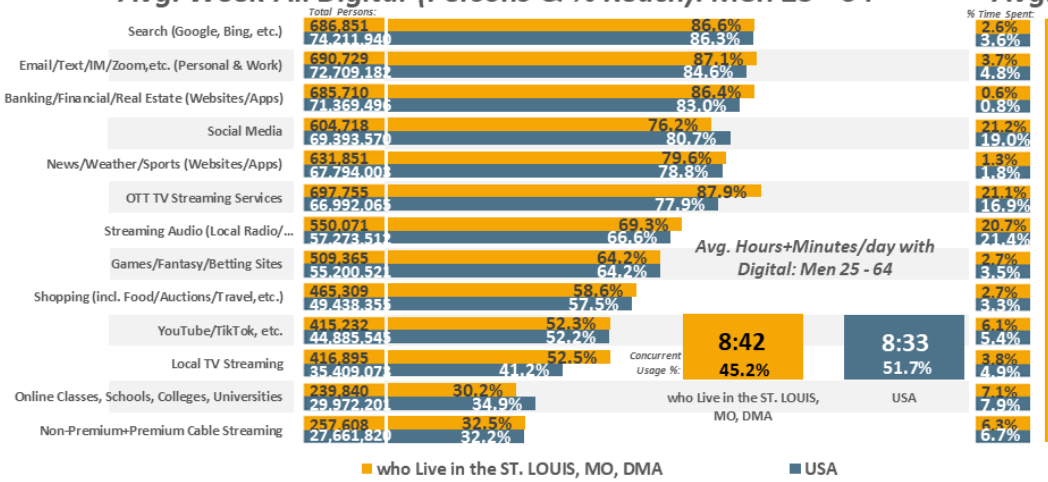


St. Louis DMA

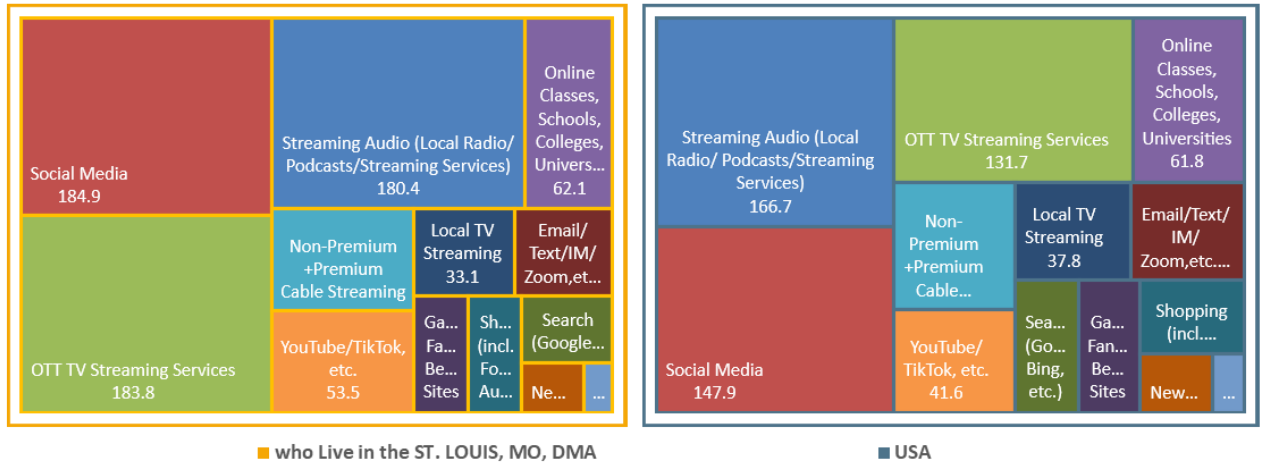
M25-64

524,873 or 66.2% of Men 25 - 64 who Live in the ST. LOUIS, MO, DMA use Ad-Supported Social Media for an average of 170.1 minutes every day representing 27.8% of all time spent daily with Ad-Supported Digital Media.

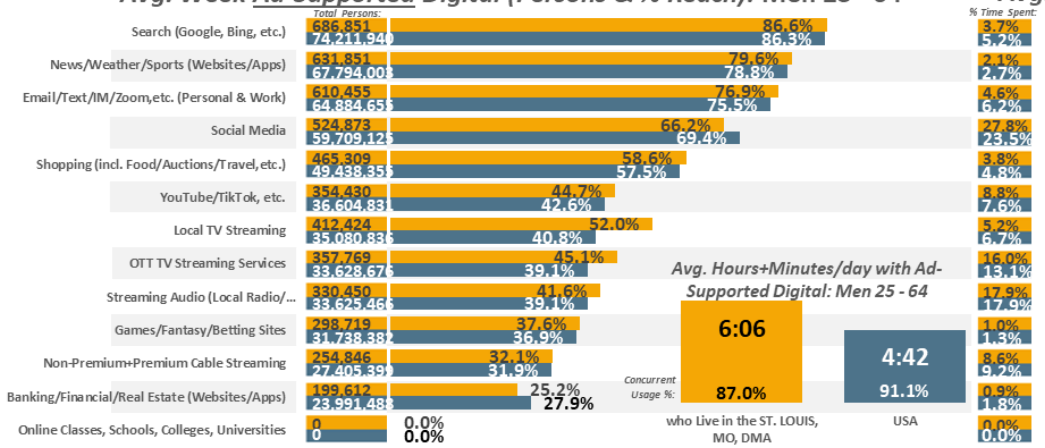
Avg. Week All Digital (Persons & % Reach): Men 25 - 64



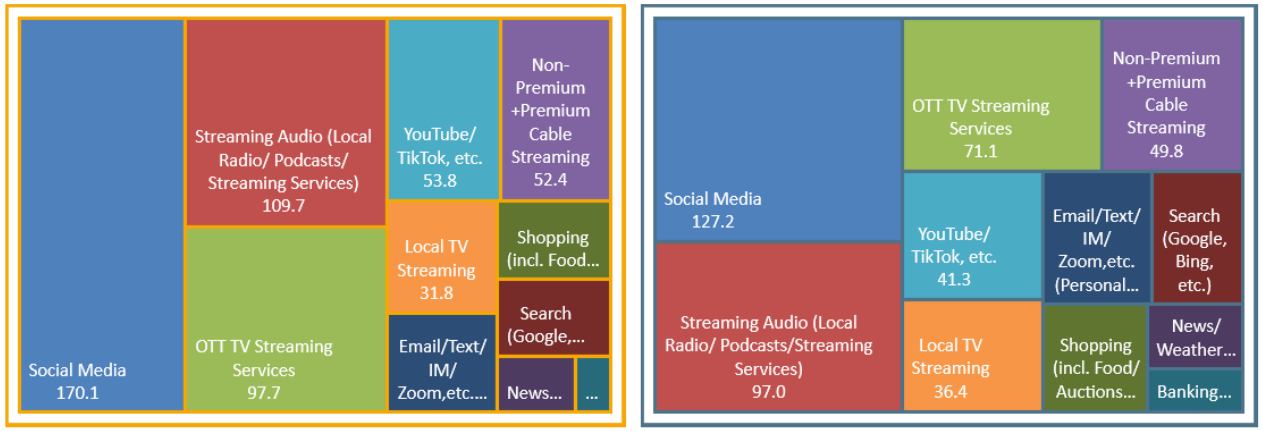
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Men 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



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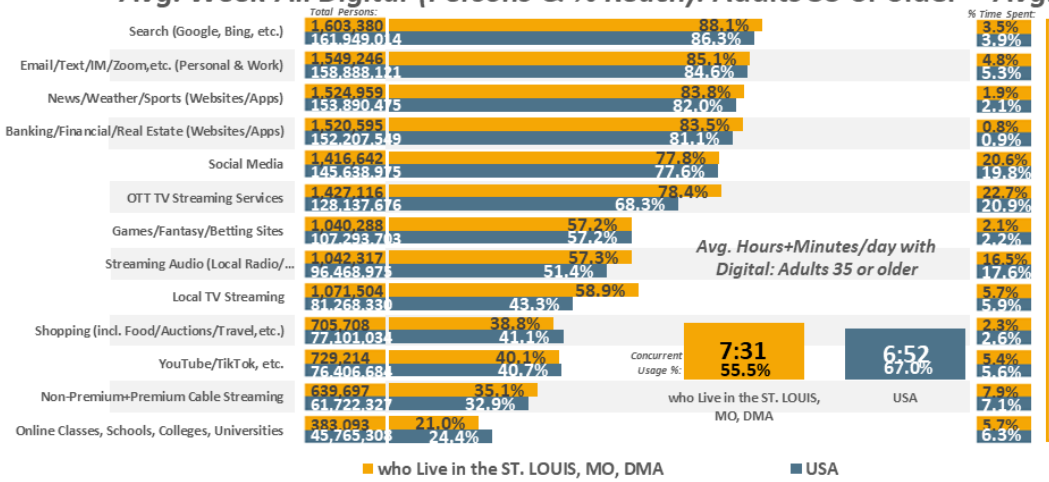


St. Louis DMA

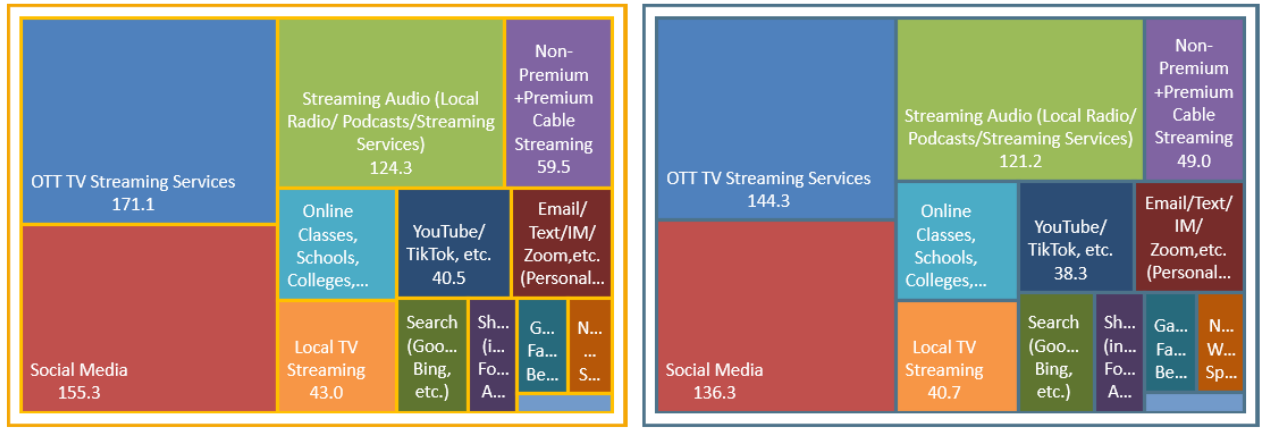
P35+

1,249,183 or 68.6% of Adults 35 or older who Live in the ST. LOUIS, MO, DMA use Ad-Supported Social Media for an average of 142.9 minutes every day representing 25.7% of all time spent daily with Ad-Supported Digital Media.

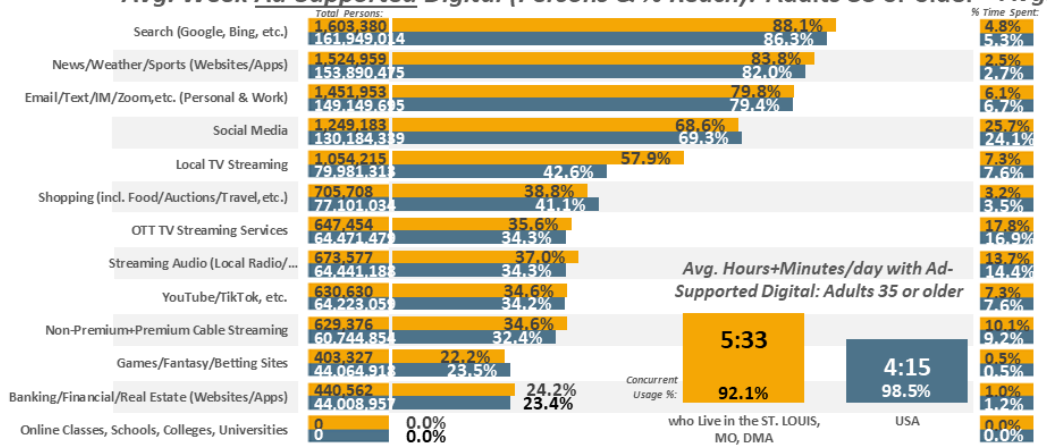
Avg. Week All Digital (Persons & % Reach): Adults 35 or older



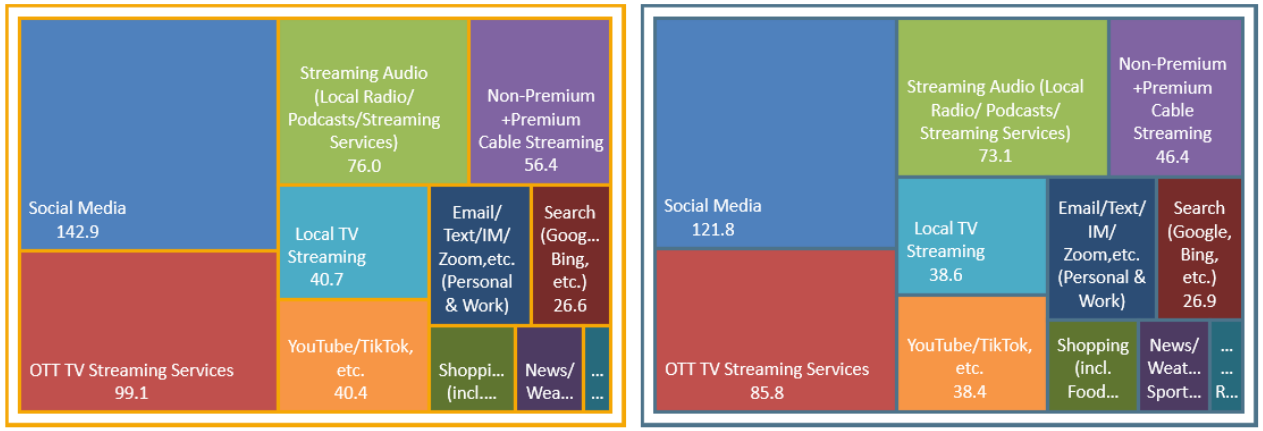
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



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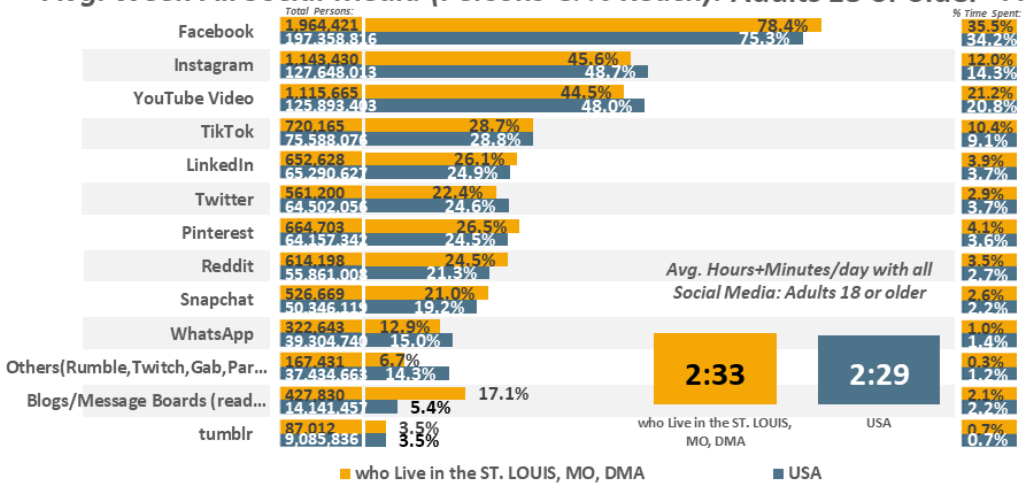


St. Louis DMA

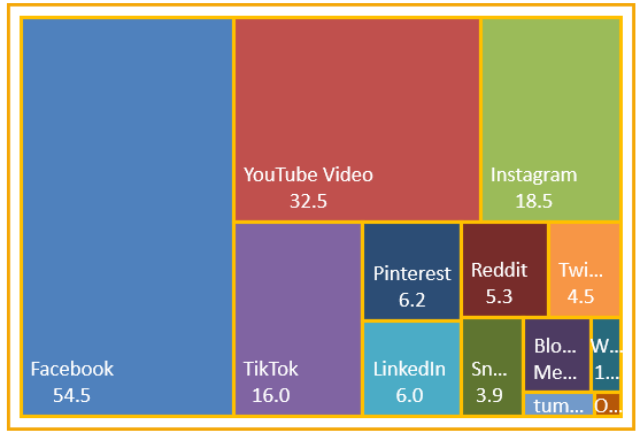
P18+

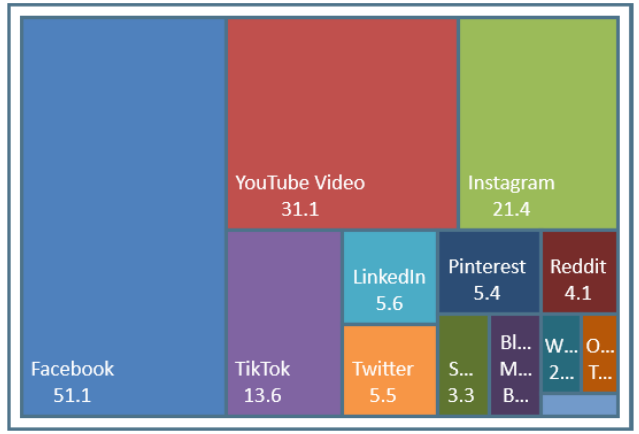
1,772,427 or 70.8% of Adults 18 or older who Live in the ST. LOUIS, MO, DMA use Ad-Supported Facebook for an average of 43.4 minutes every day representing 32.1% of all time spent daily with Ad-Supported Social Media.

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

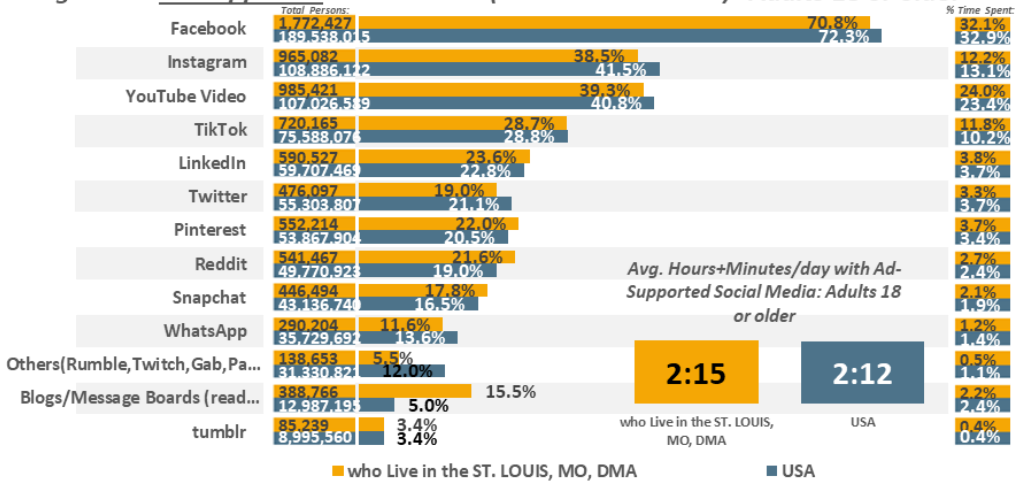


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

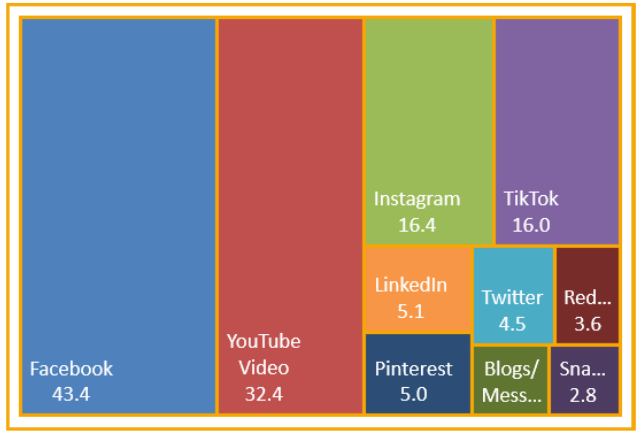


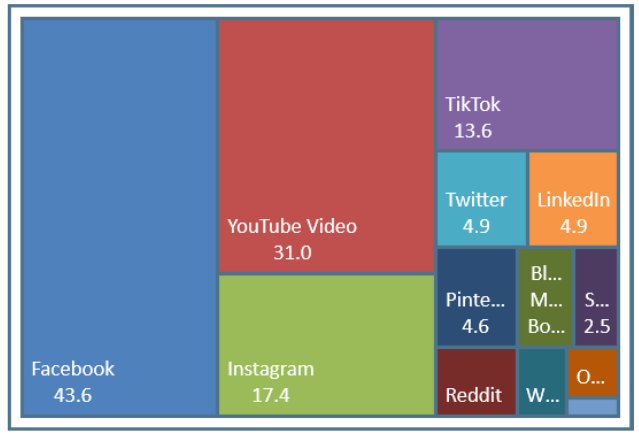


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



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





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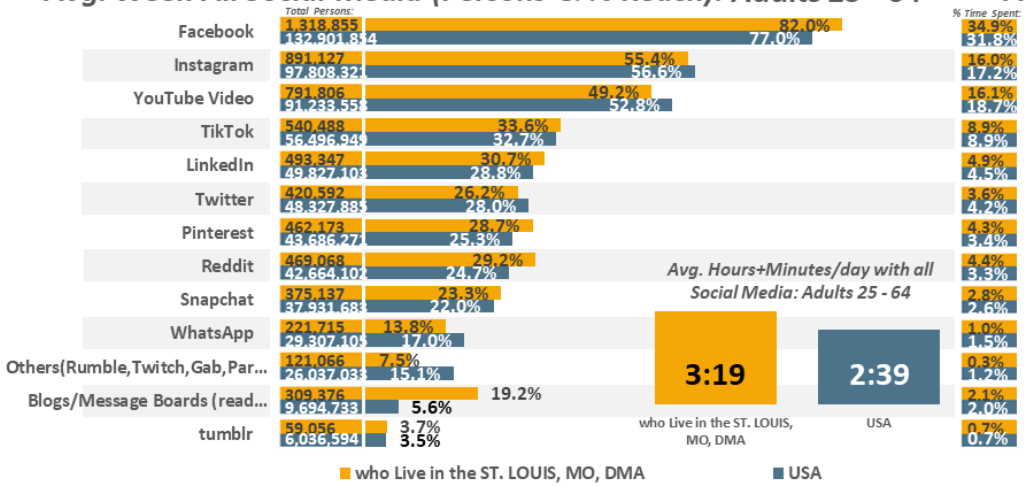
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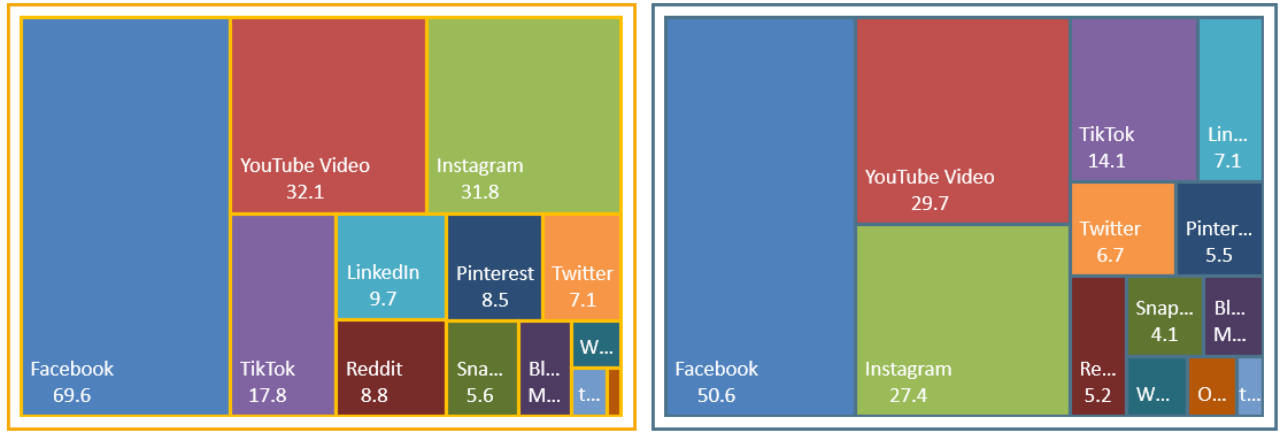
St. Louis DMA
P25-64

1,189,476 or 74.% of Adults 25 - 64 who Live in the ST. LOUIS, MO, DMA use Ad-Supported Facebook for an average of 55.5 minutes every day representing 31.2% of all time spent daily with Ad-Supported Social Media.

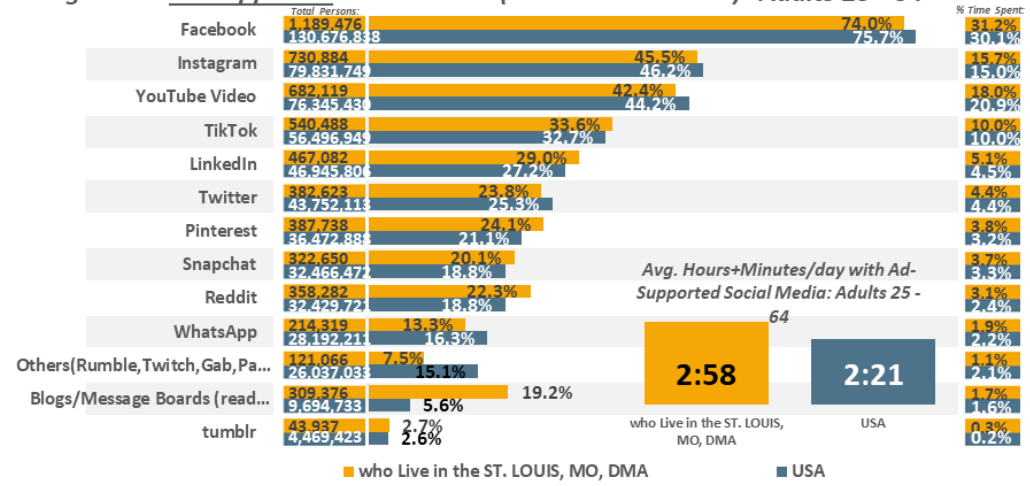
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



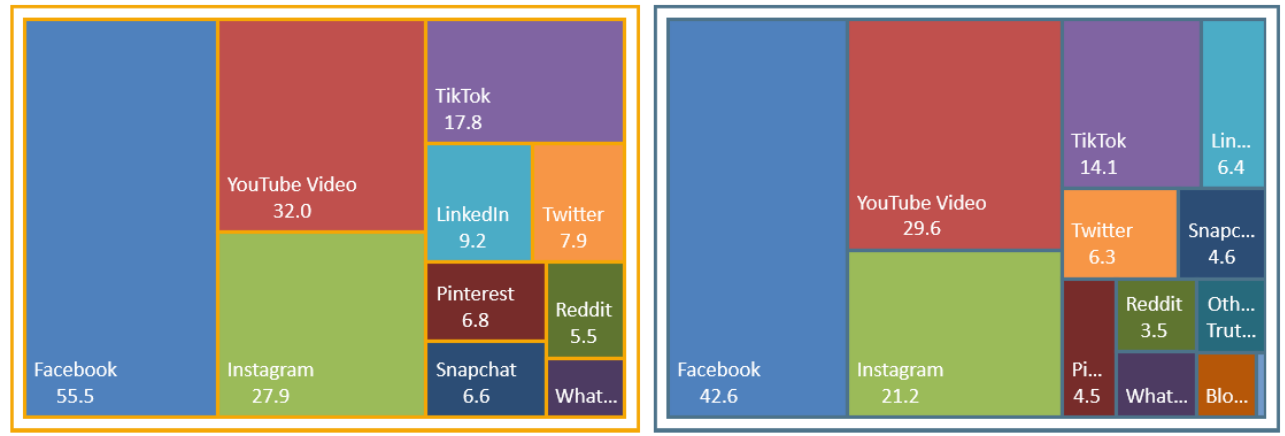
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64

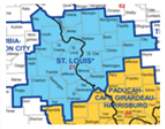


Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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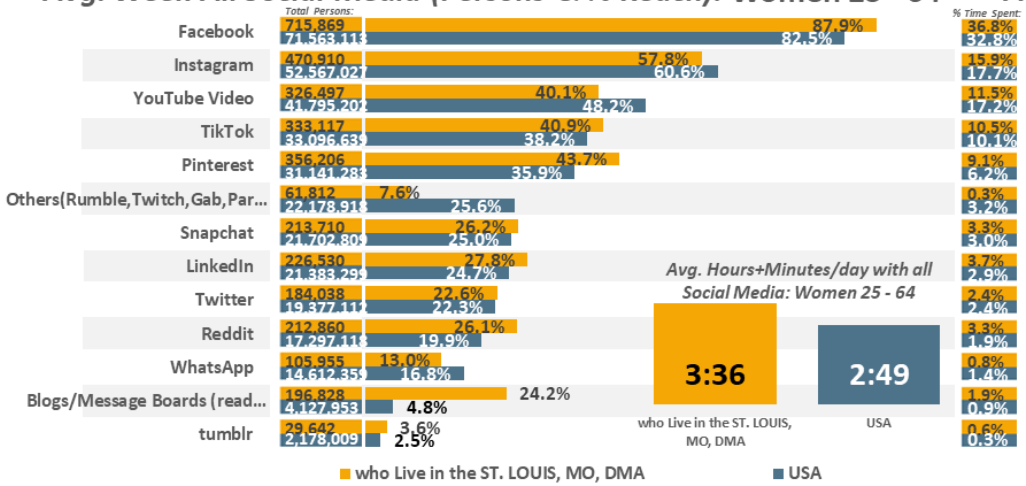
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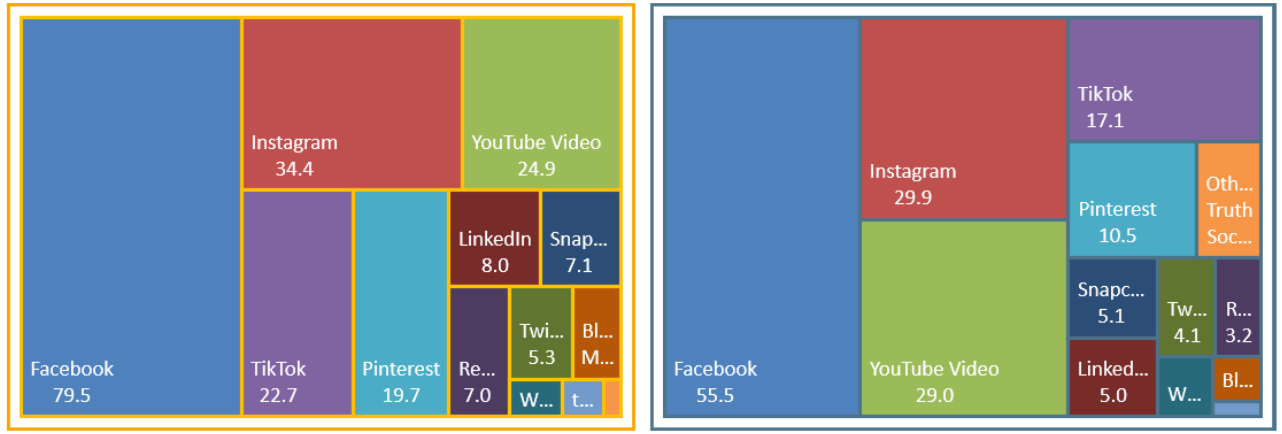
St. Louis DMA
W25-64

664,603 or 81.6% of Women 25 - 64 who Live in the ST. LOUIS, MO, DMA use Ad-Supported Facebook for an average of 75.3 minutes every day representing 38.% of all time spent daily with Ad-Supported Social Media.

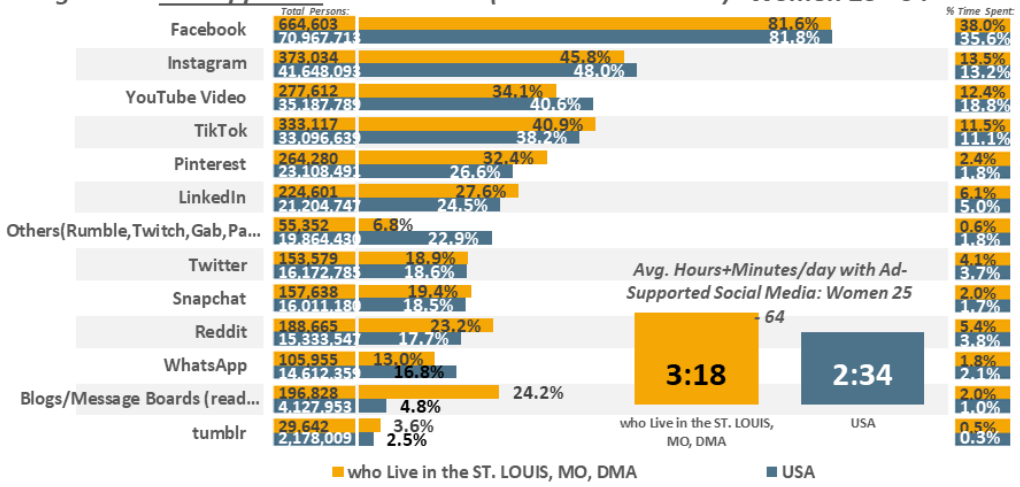
Avg. Week All Social Media (Persons & % Reach): Women 25 - 64



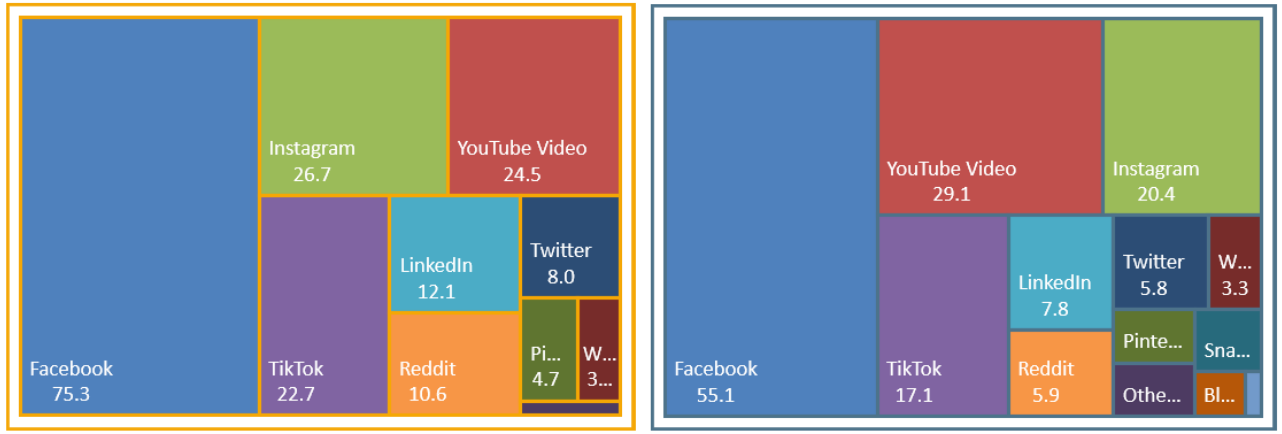
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Women 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



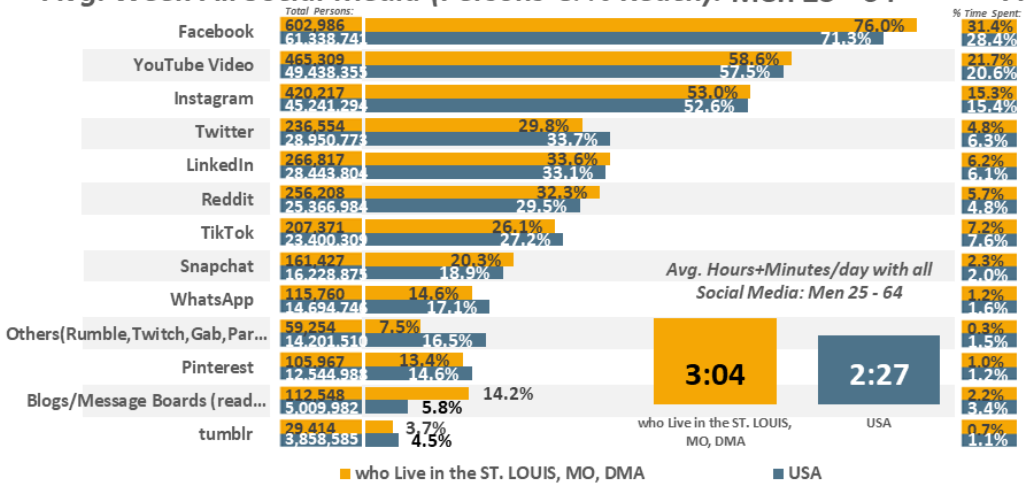
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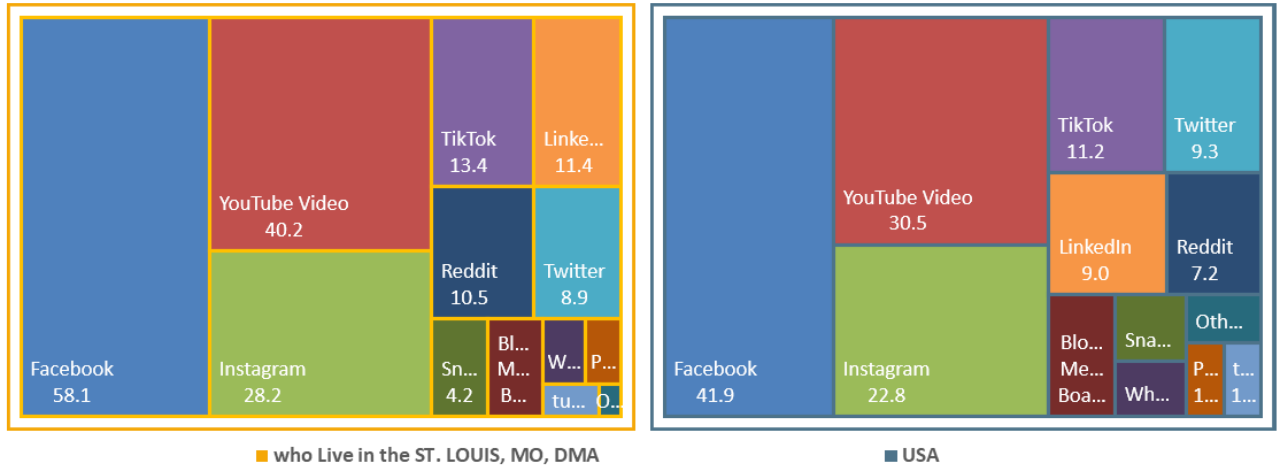
St. Louis DMA
M25-64

524,873 or 66.2% of Men 25 - 64 who Live in the ST. LOUIS, MO, DMA use Ad-Supported Facebook for an average of 48.5 minutes every day representing 30.2% of all time spent daily with Ad-Supported Social Media.

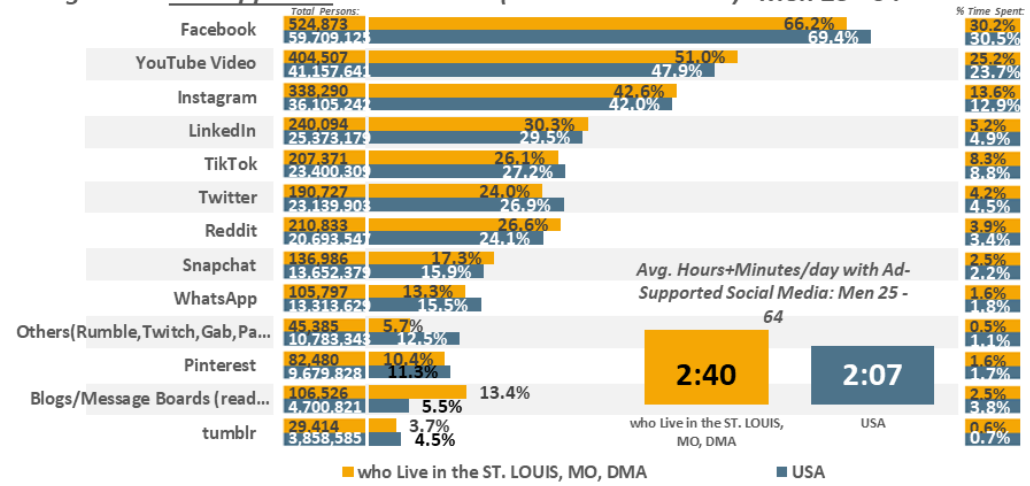
Avg. Week All Social Media (Persons & % Reach): Men 25 - 64



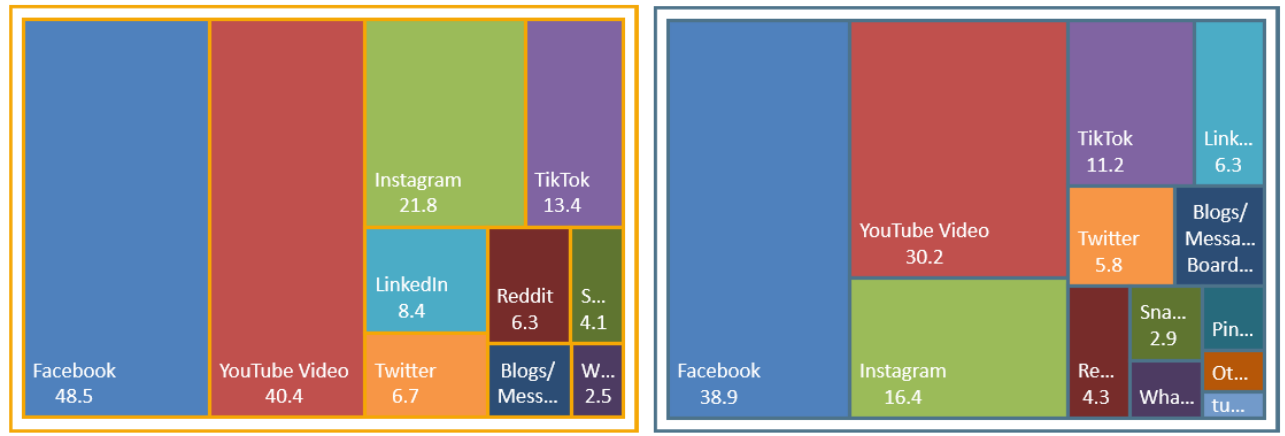
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Men 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



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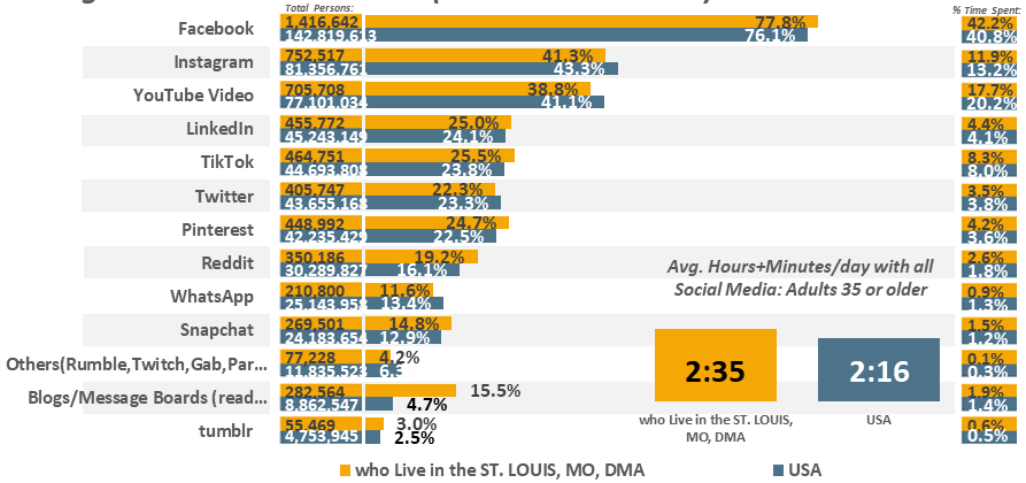


St. Louis DMA

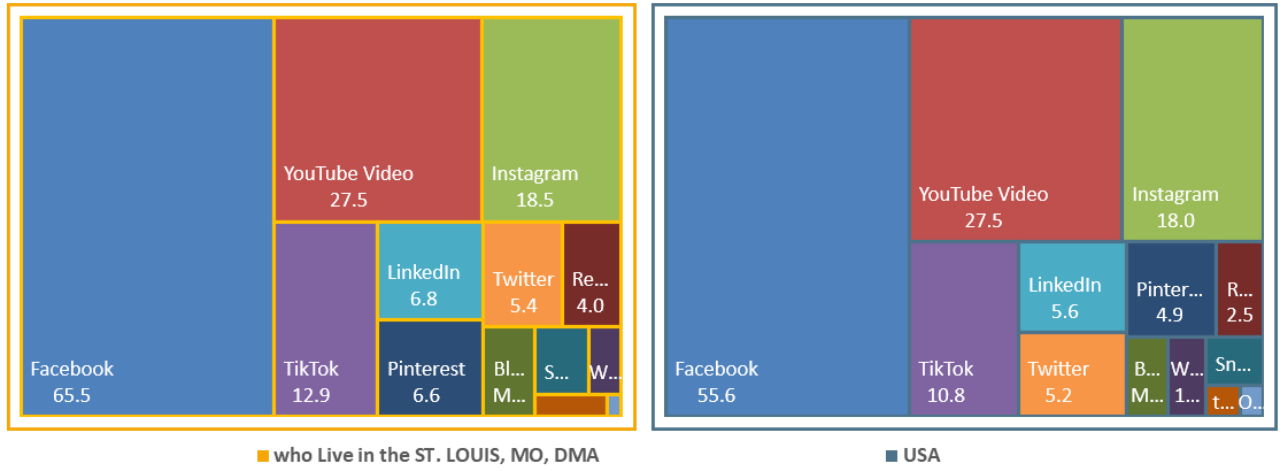
P35+

1,249,183 or 68.6% of Adults 35 or older who Live in the ST. LOUIS, MO, DMA use Ad-Supported Facebook for an average of 48.7 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.

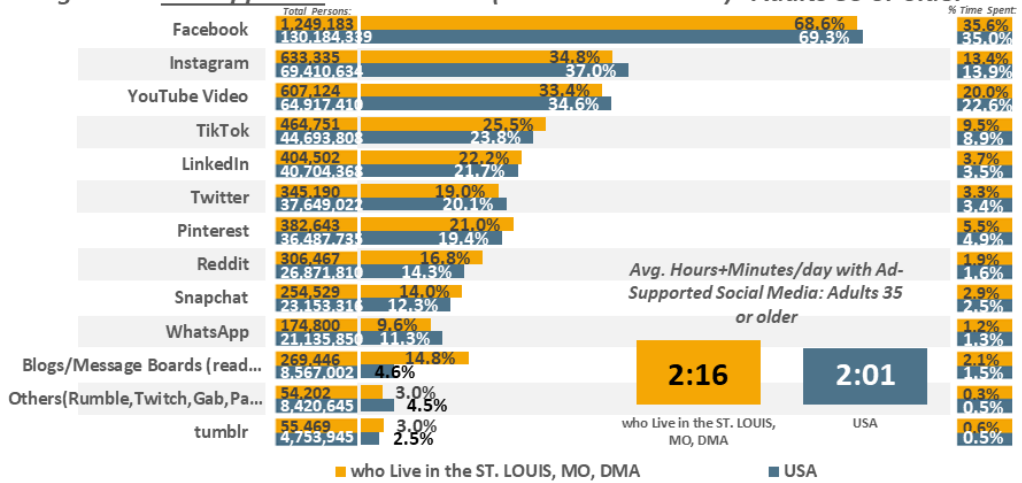
Avg. Week All Social Media (Persons & % Reach): Adults 35 or older



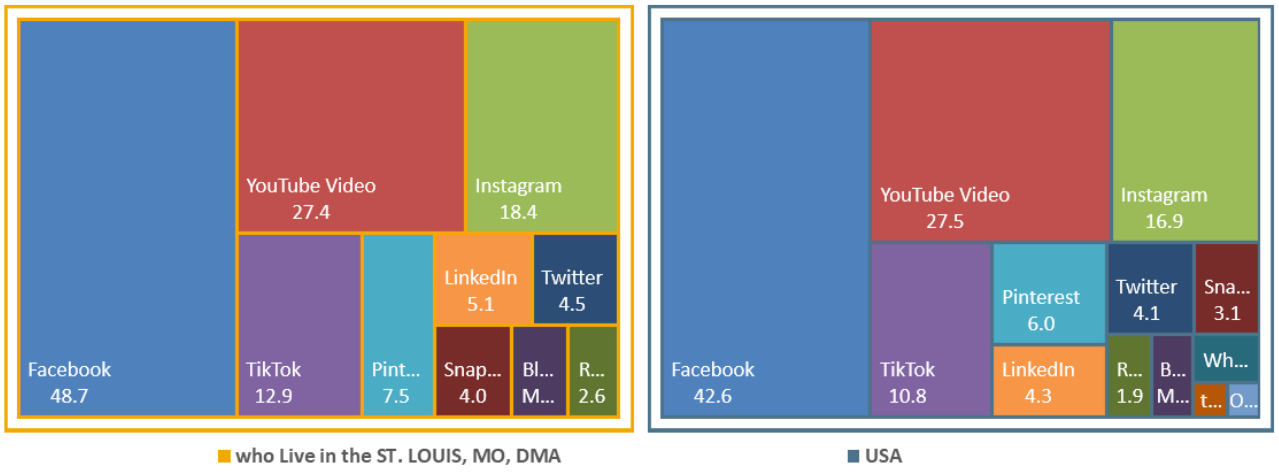
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,952

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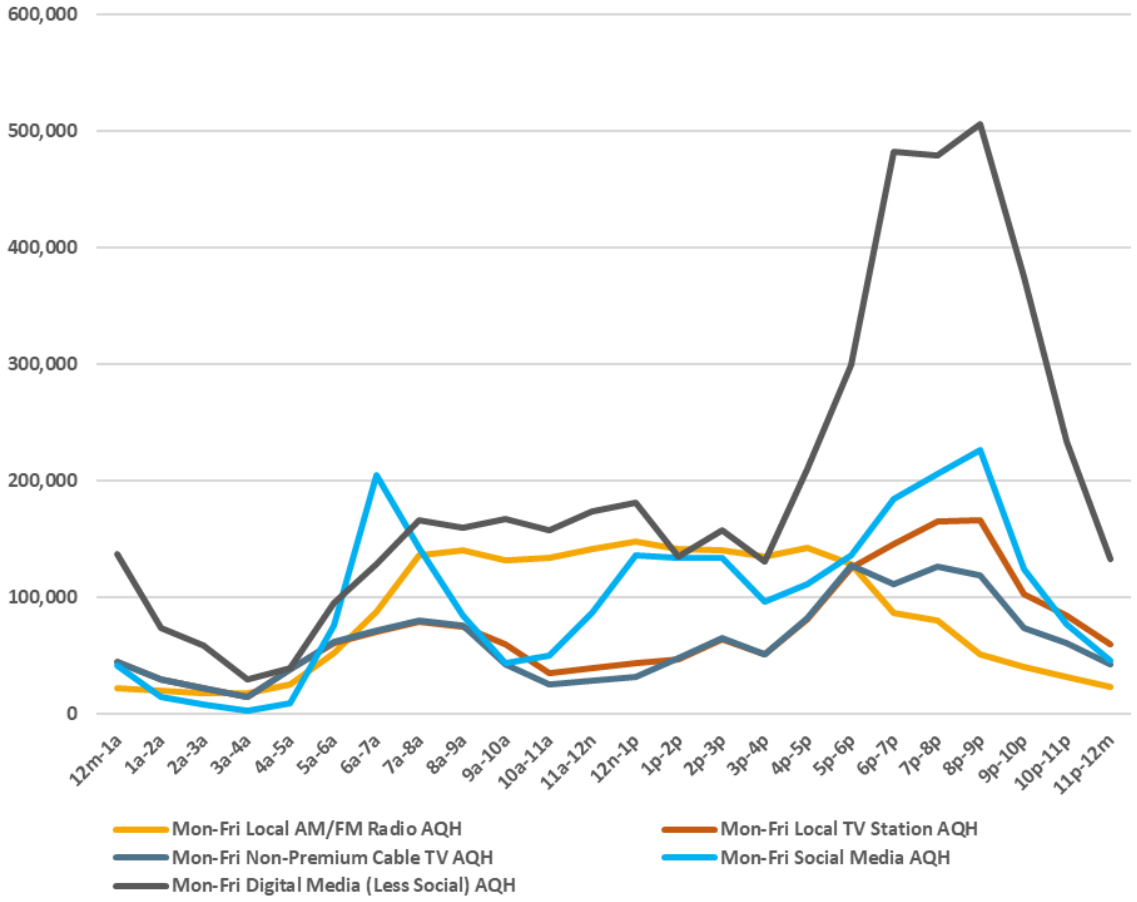


St. Louis DMA

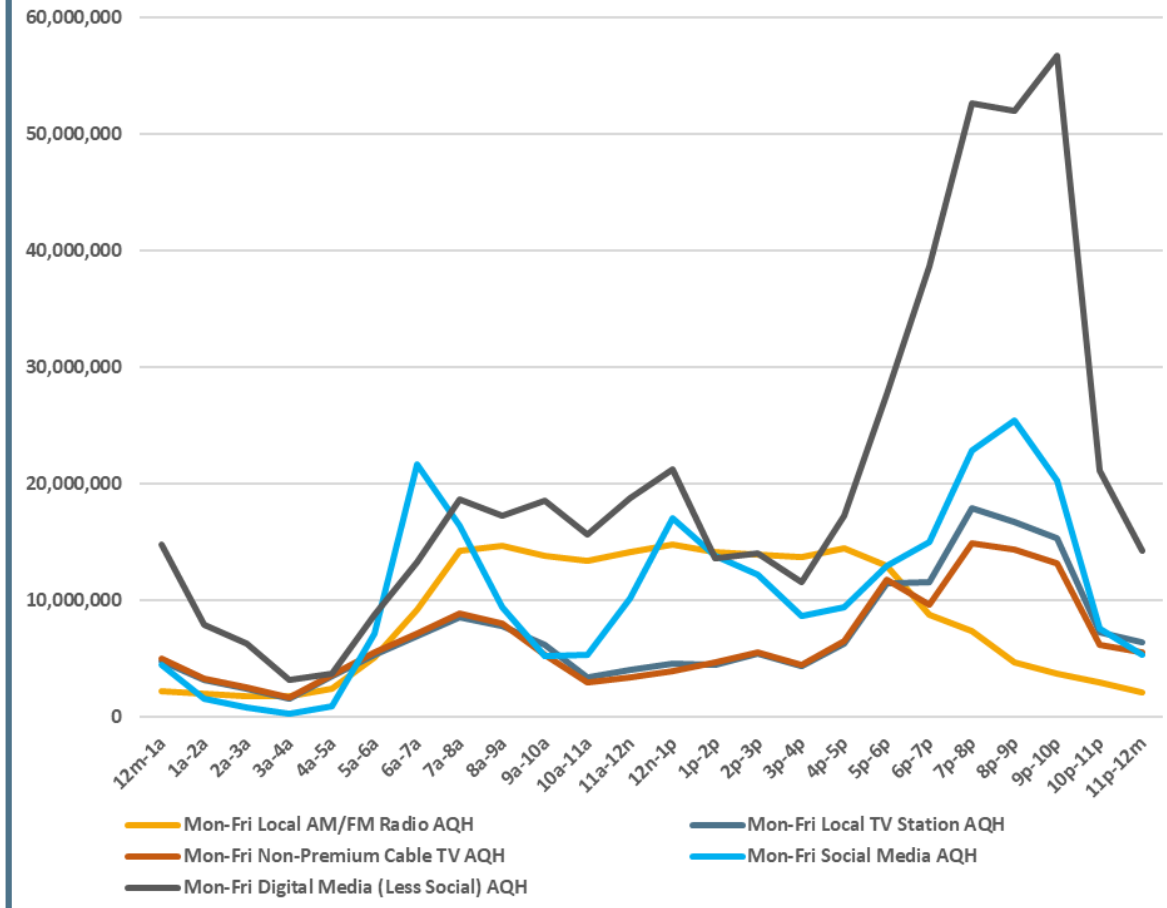
P18+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 196,112; Local Radio: 130,242; Social Media: 118,838; Local TV: 70,516; Non-Prem. Cable: 64,688 reaching Adults 18 or older who Live in the ST. LOUIS, MO, DMA.

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



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



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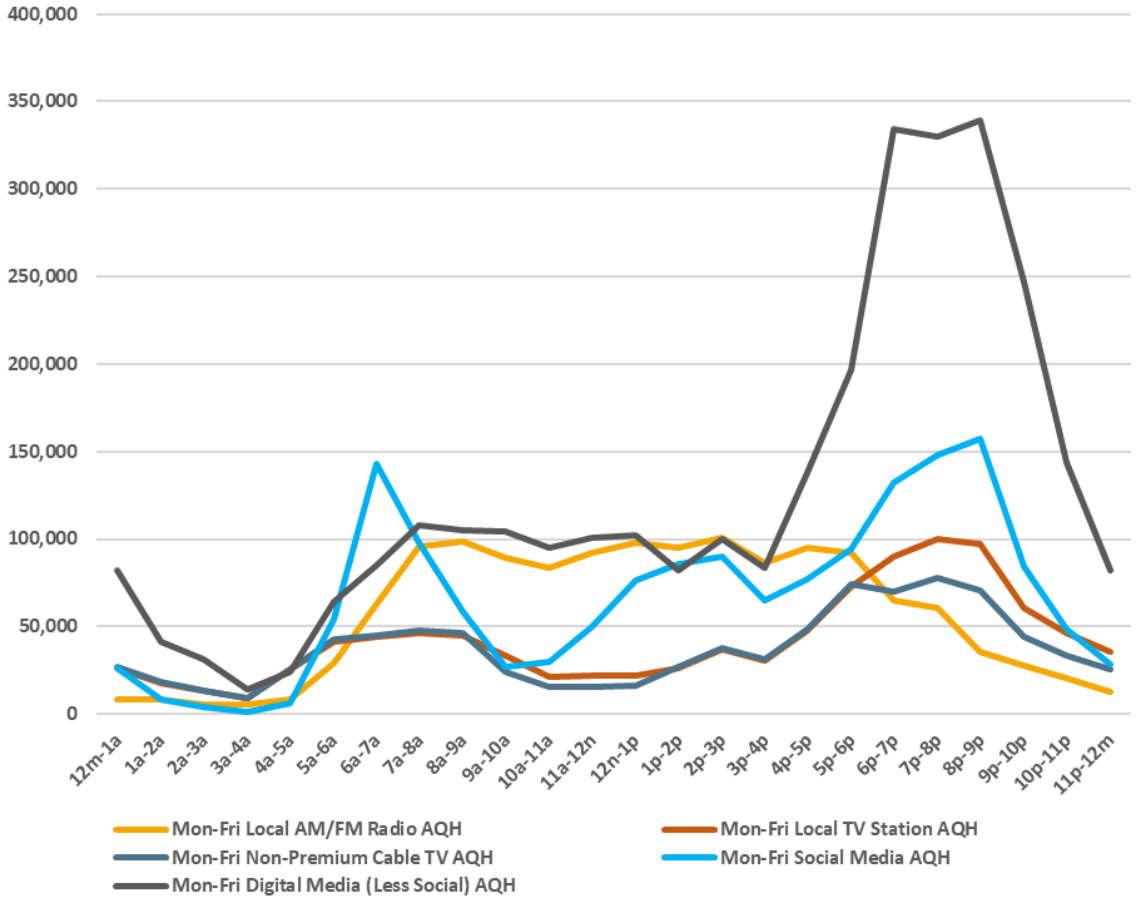


St. Louis DMA

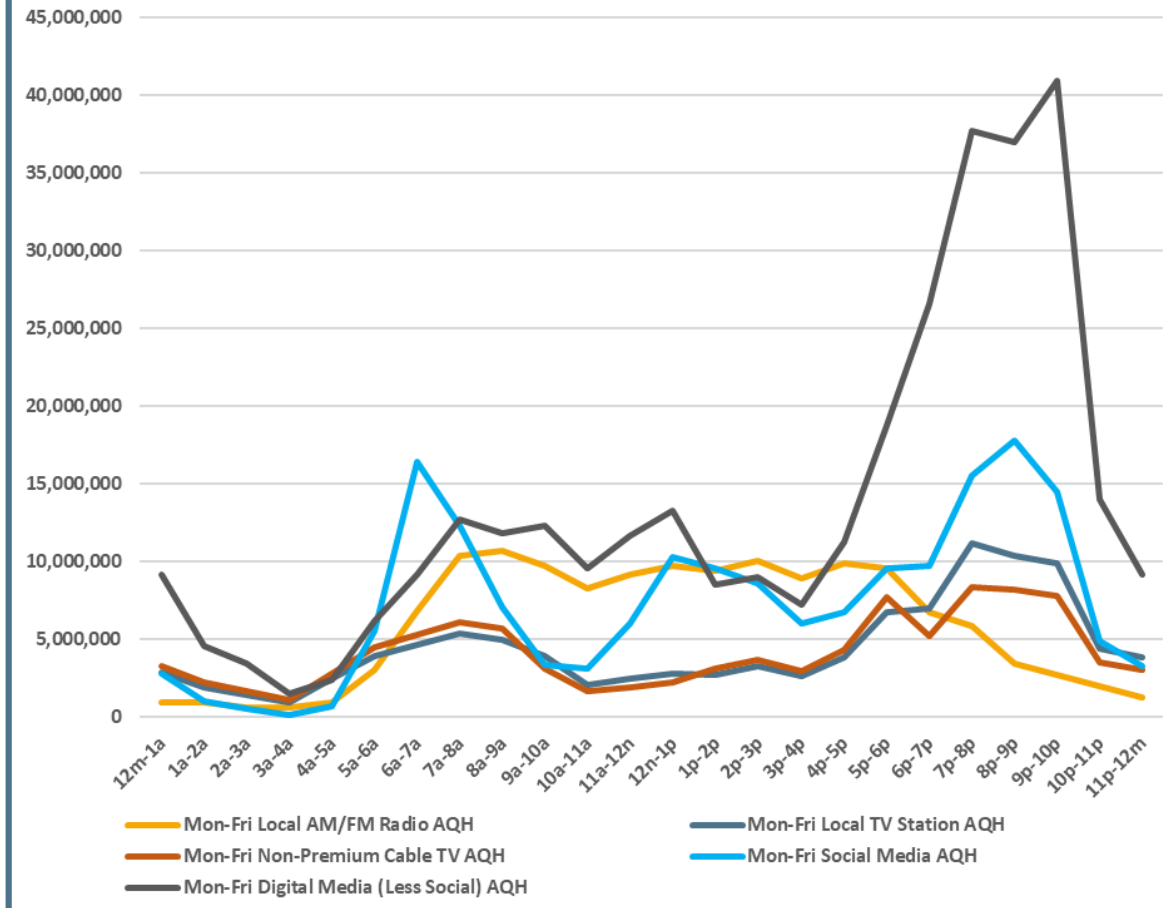
P25-64

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 125,760; Local Radio: 88,650; Social Media: 79,008; Local TV: 41,354; Non-Prem. Cable: 38,436 reaching Adults 25 - 64 who Live in the ST. LOUIS, MO, DMA.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 25 - 64 who Live in the ST. LOUIS, MO, DMA



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Adults 25 - 64

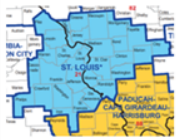


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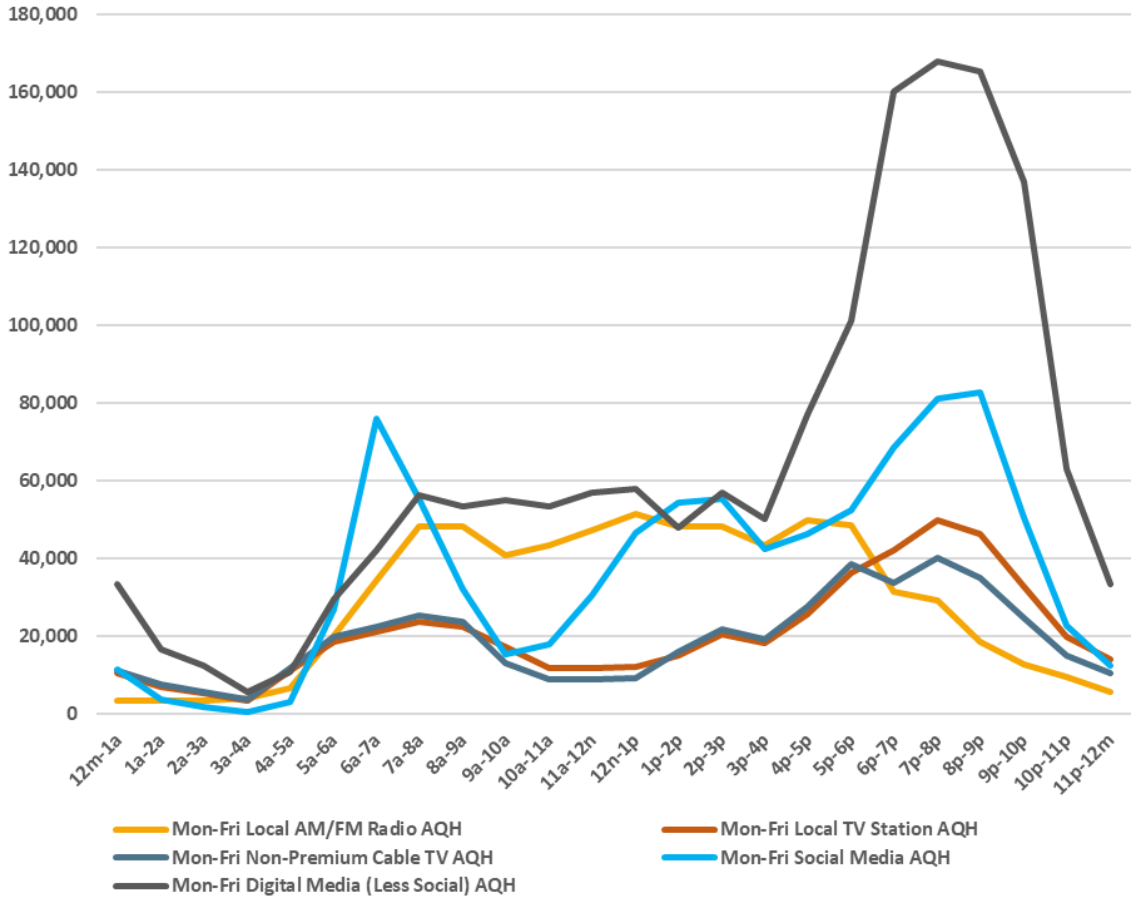


St. Louis DMA

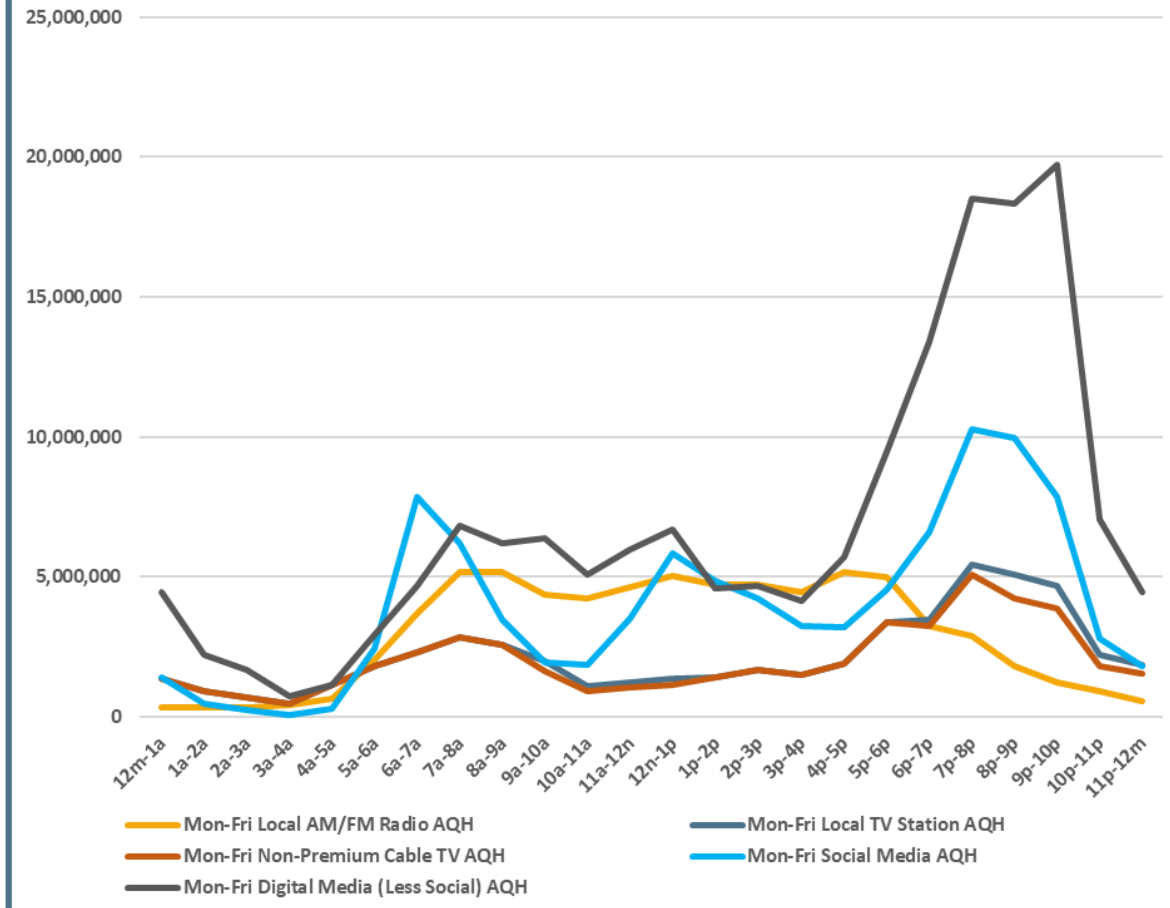
W25-64

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 66,764; Social Media: 45,643; Local Radio: 44,816; Local TV: 21,388; Non-Prem. Cable: 20,695 reaching Women 25 - 64 who Live in the ST. LOUIS, MO, DMA.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Women 25 - 64 who Live in the ST. LOUIS, MO, DMA



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Women 25 - 64



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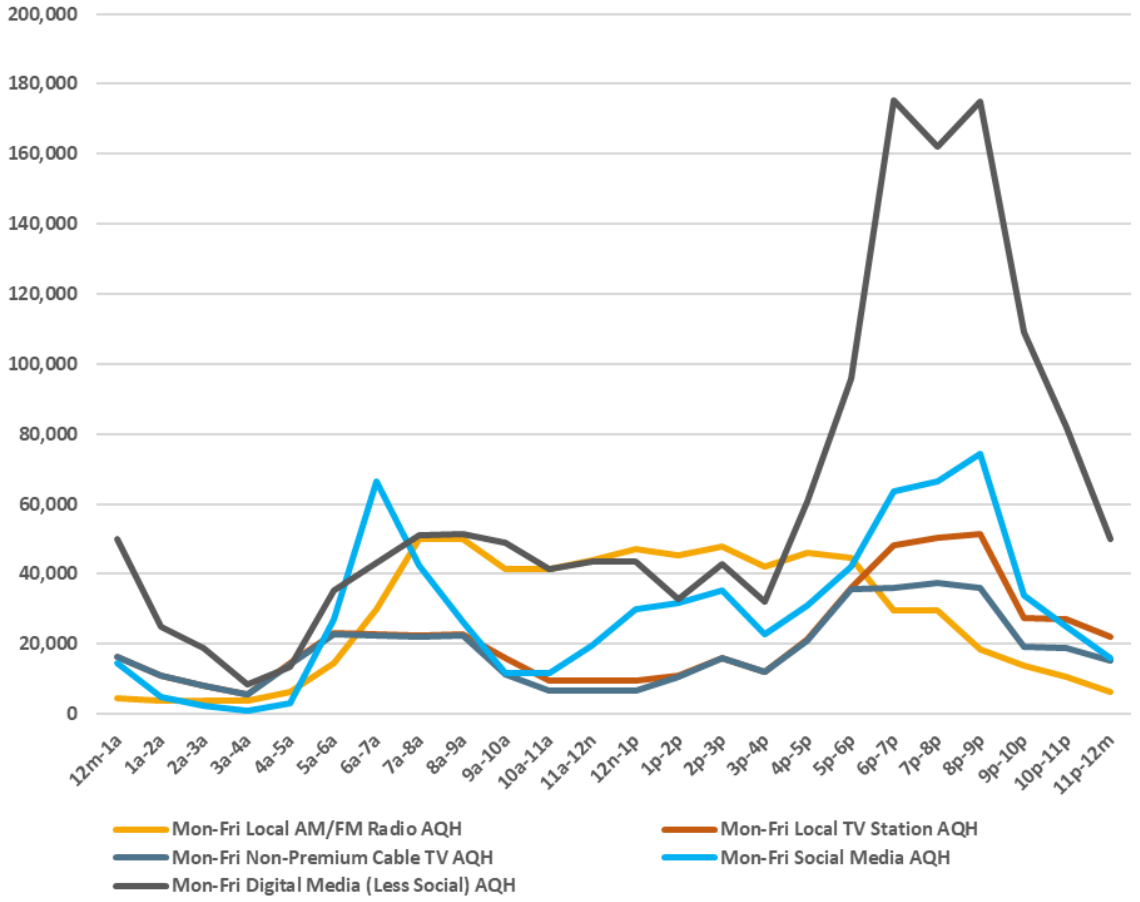


St. Louis DMA

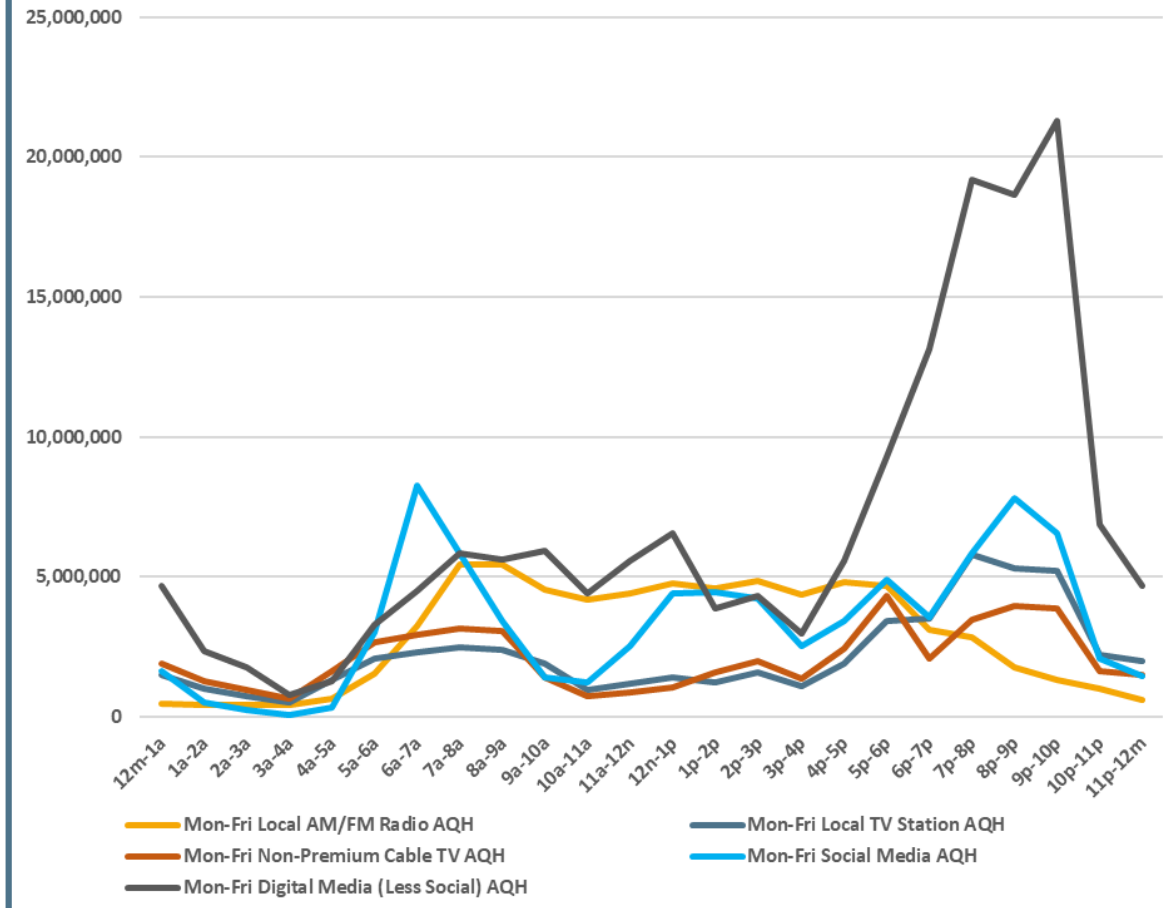
M25-64

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 58,664; Local Radio: 43,079; Social Media: 33,446; Local TV: 19,790; Non-Prem. Cable: 17,653 reaching Men 25 - 64 who Live in the ST. LOUIS, MO, DMA.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Men 25 - 64 who Live in the ST. LOUIS, MO, DMA



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Men 25 - 64

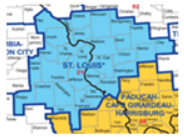


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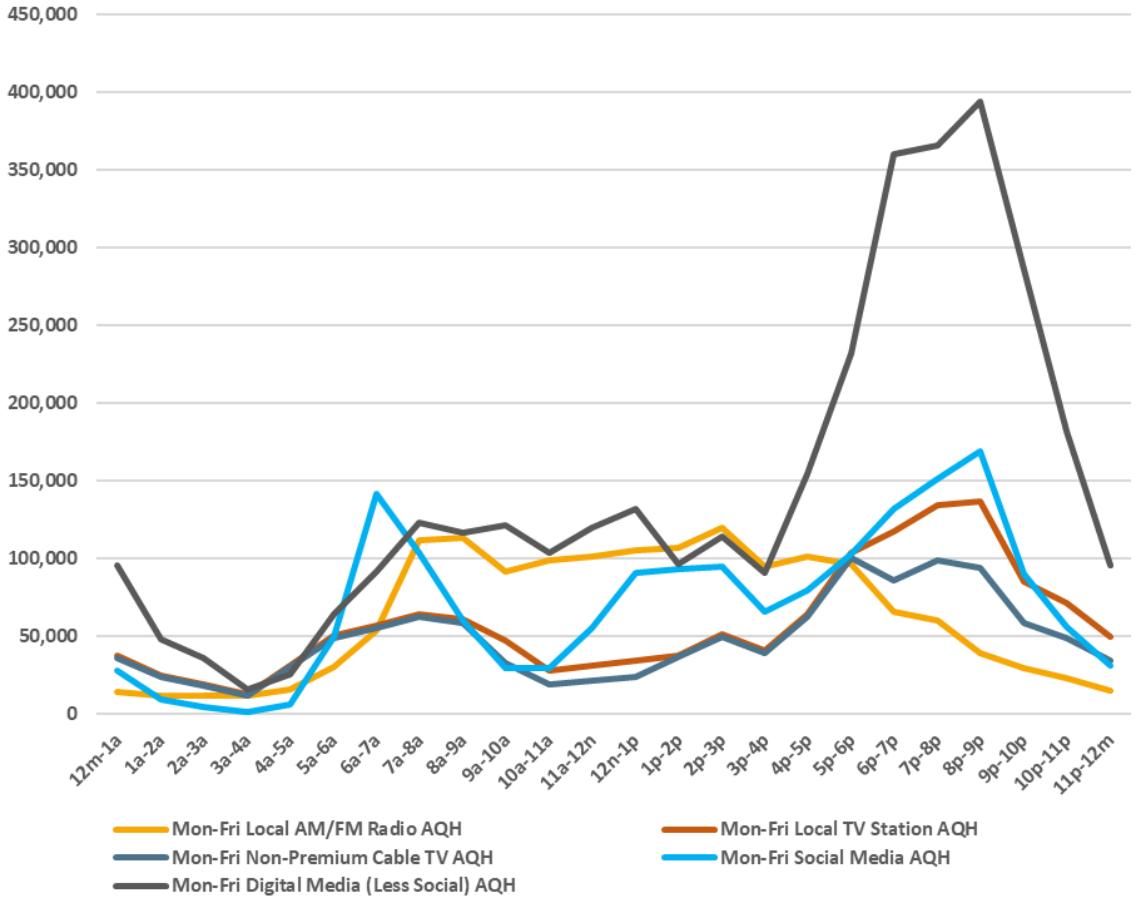


St. Louis DMA

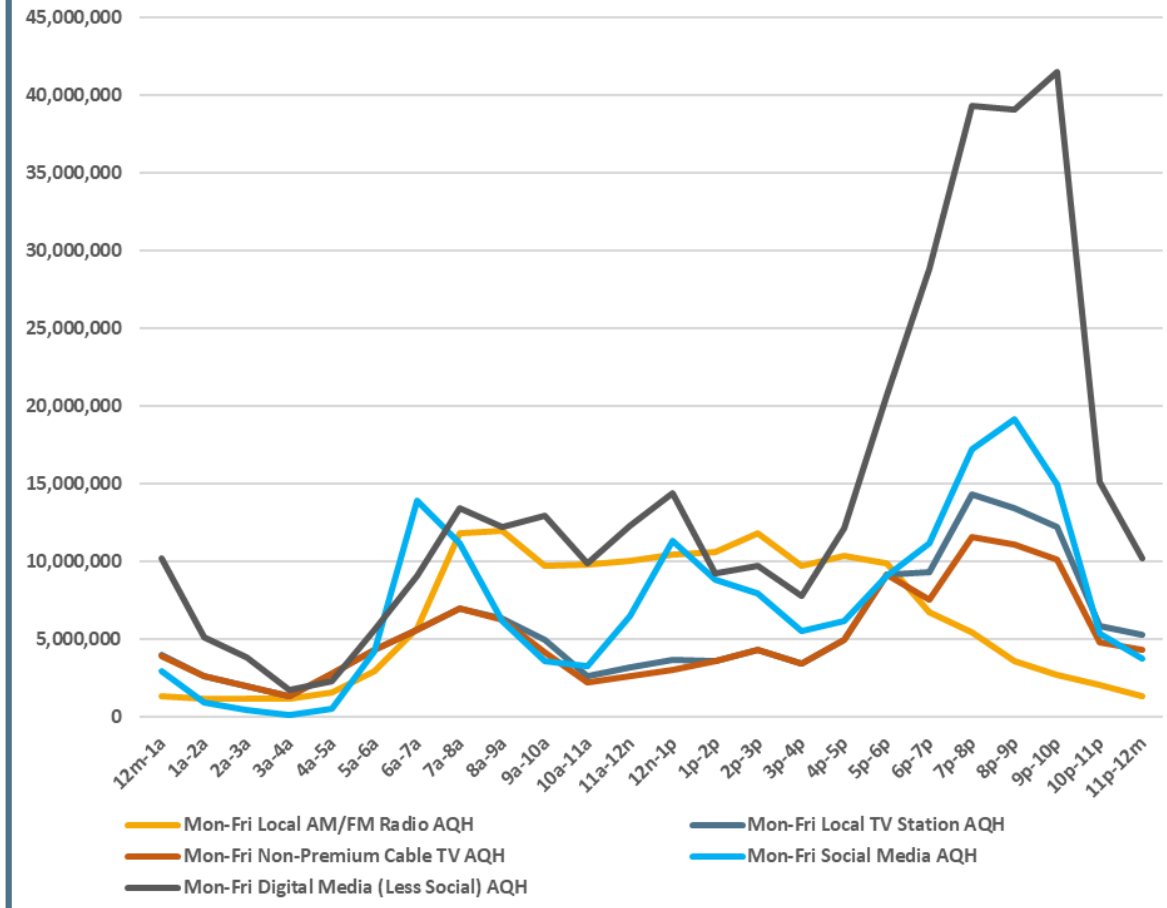
P35+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 142,824; Local Radio: 97,007; Social Media: 82,919; Local TV: 56,789; Non-Prem. Cable: 49,855 reaching Adults 35 or older who Live in the ST. LOUIS, MO, DMA.

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



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Adults 35 or older



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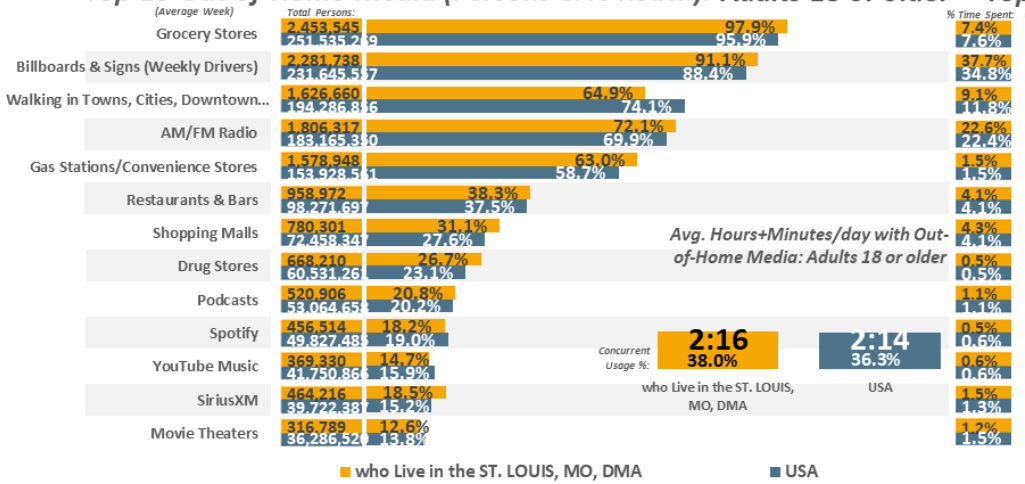


St. Louis DMA

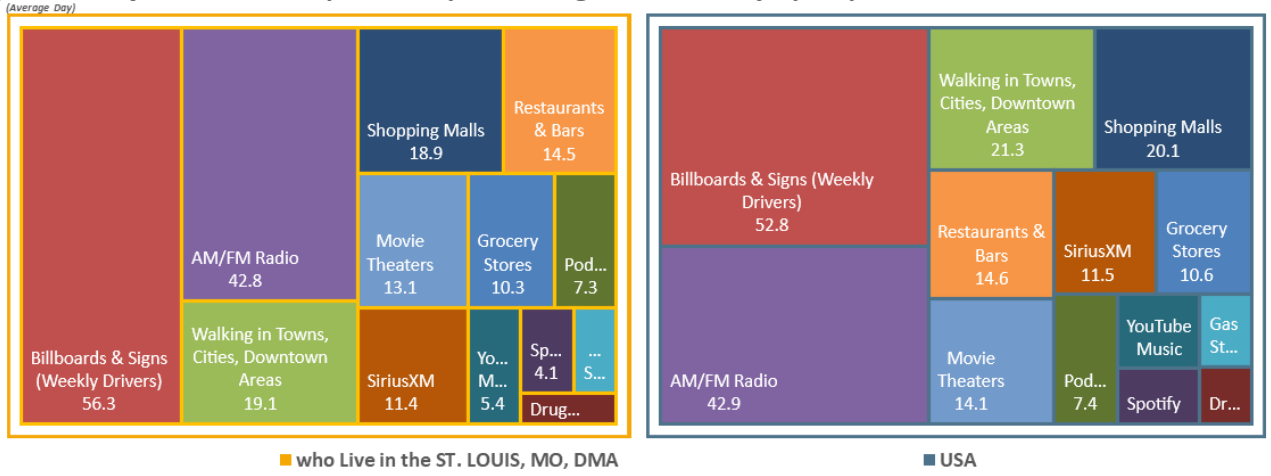
P18+

2,281,738 or 91.1% of Adults 18 or older who Live in the ST. LOUIS, MO, DMA spend an average of 56.3 minutes per day driving, seeing Billboards and Signs. 69.3% Listen to Local Radio Stations Out-of-Home for an average of 40.5 minutes/day.

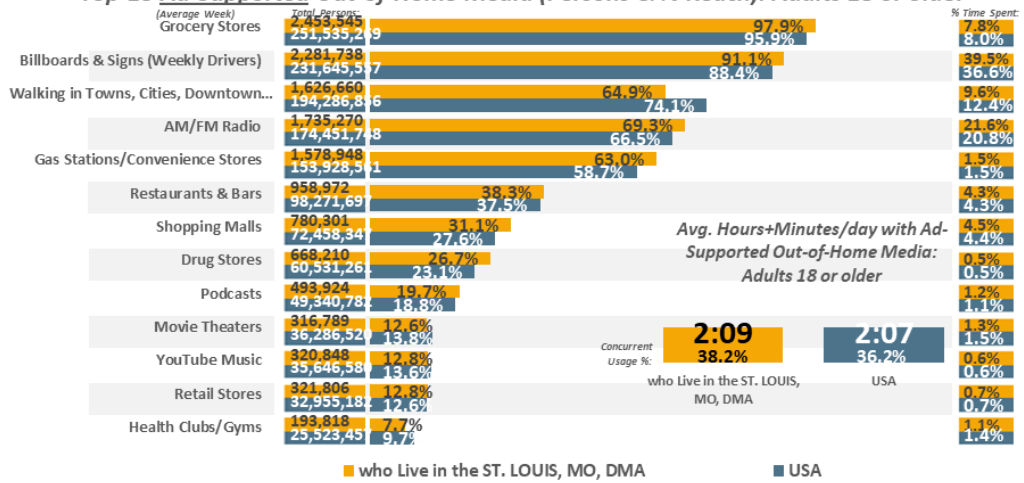
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



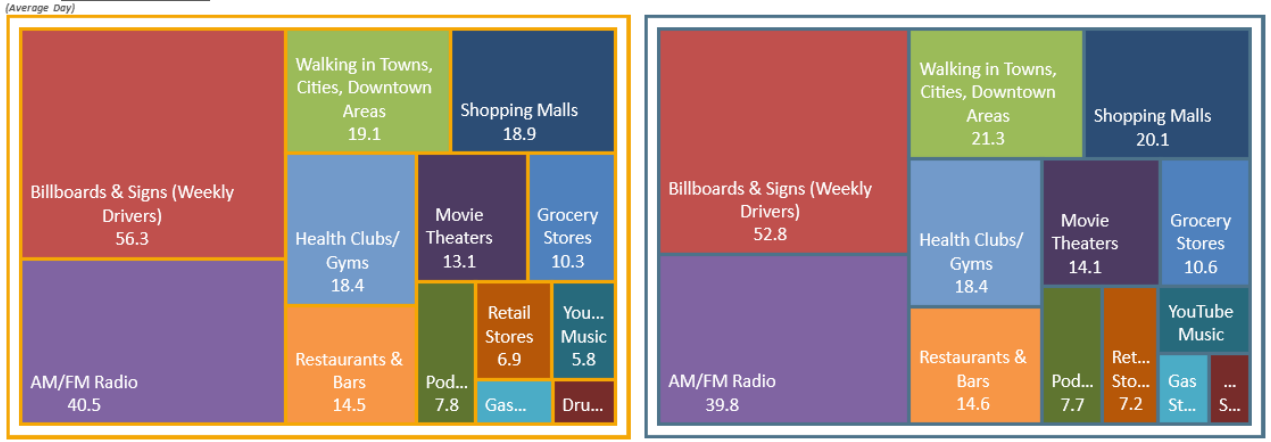
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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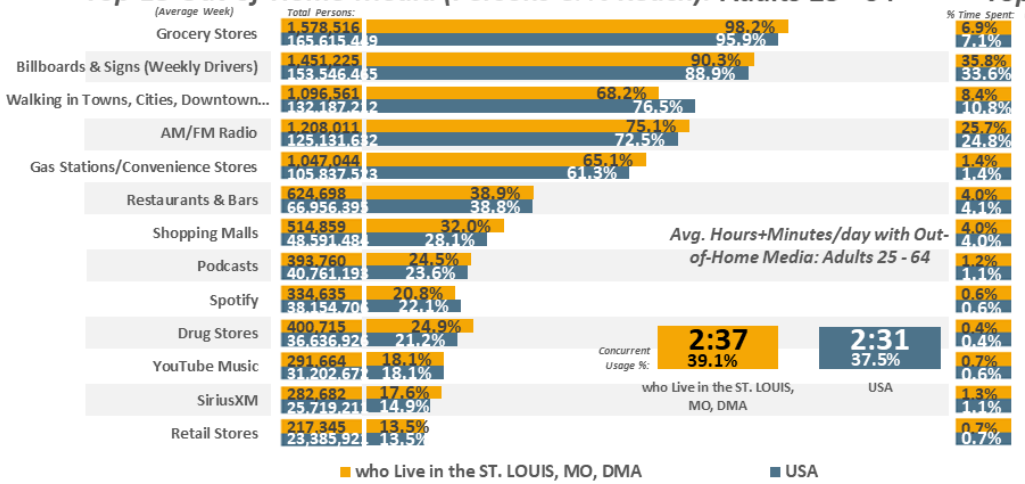


St. Louis DMA

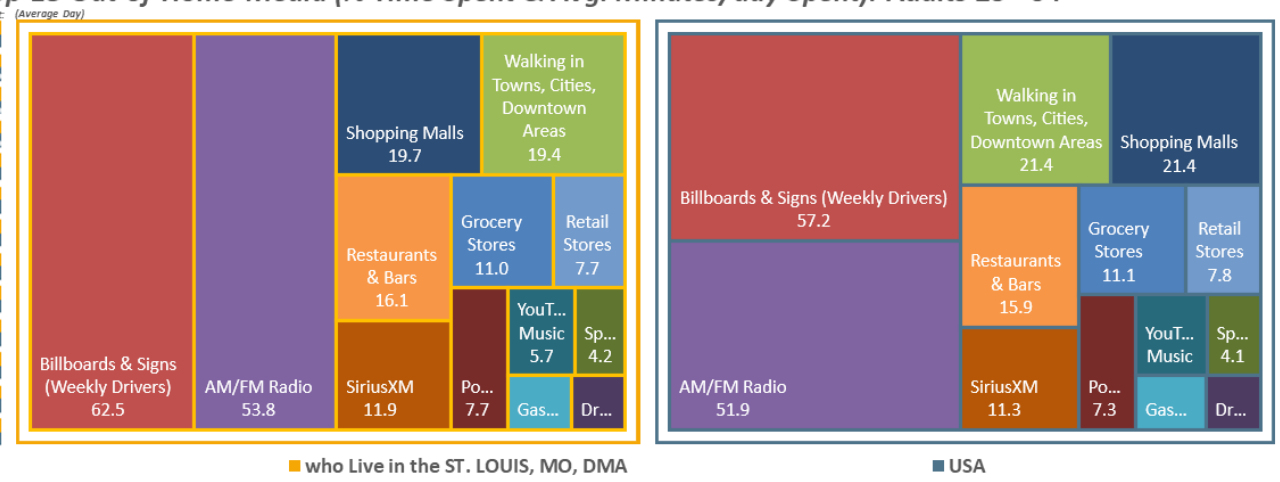
P25-64

1,451,225 or 90.3% of Adults 25 - 64 who Live in the ST. LOUIS, MO, DMA spend an average of 62.5 minutes per day driving, seeing Billboards and Signs. 72.5% Listen to Local Radio Stations Out-of-Home for an average of 50.7 minutes/day.

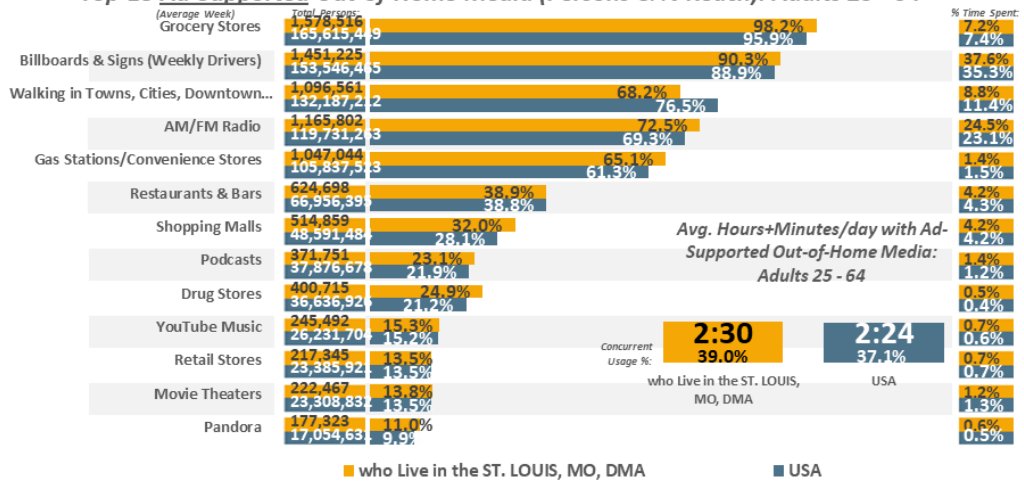
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



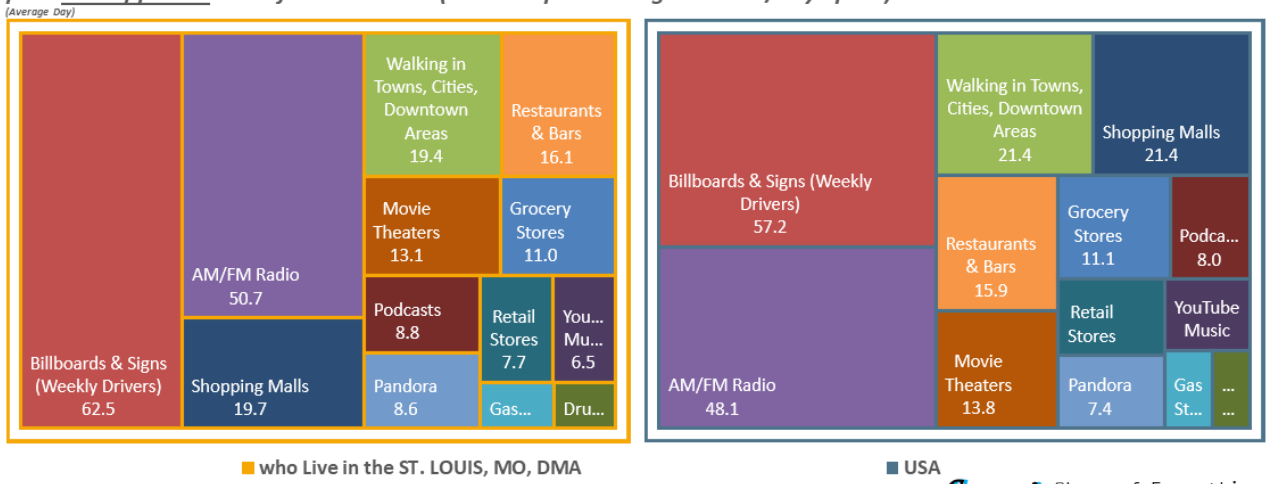
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

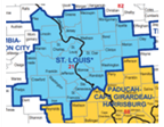


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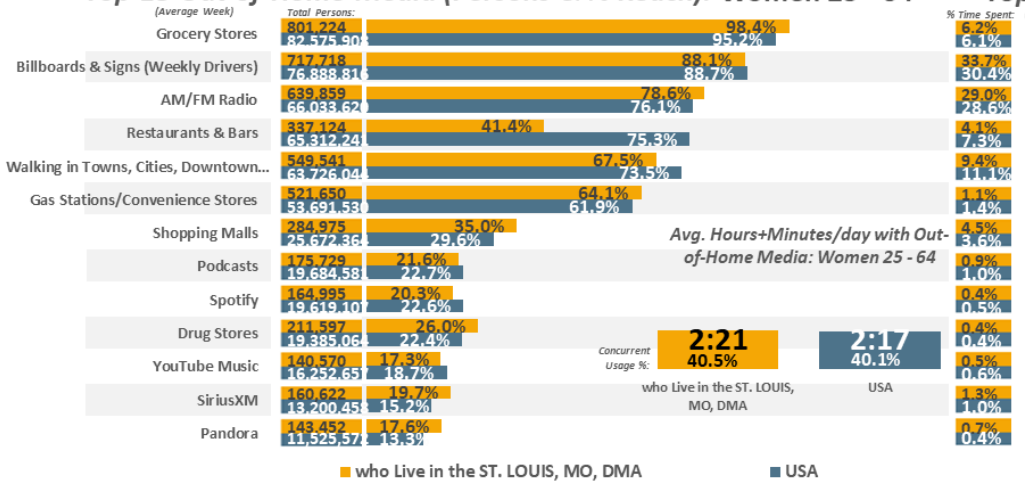


St. Louis DMA

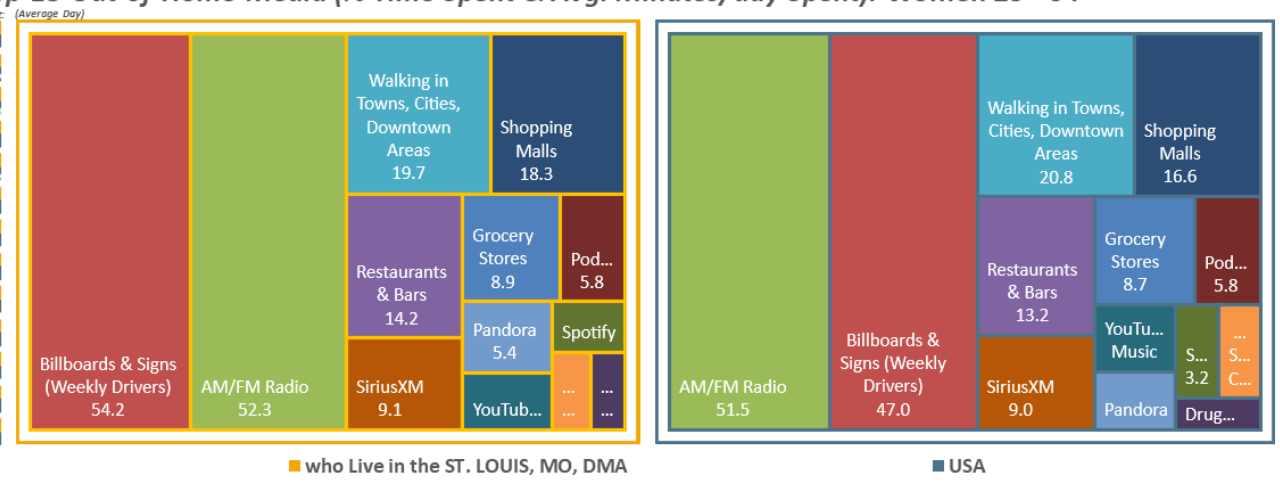
W25-64

717,718 or 88.1% of Women 25 - 64 who Live in the ST. LOUIS, MO, DMA spend an average of 54.2 minutes per day driving, seeing Billboards and Signs. 76.3% Listen to Local Radio Stations Out-of-Home for an average of 49. minutes/day.

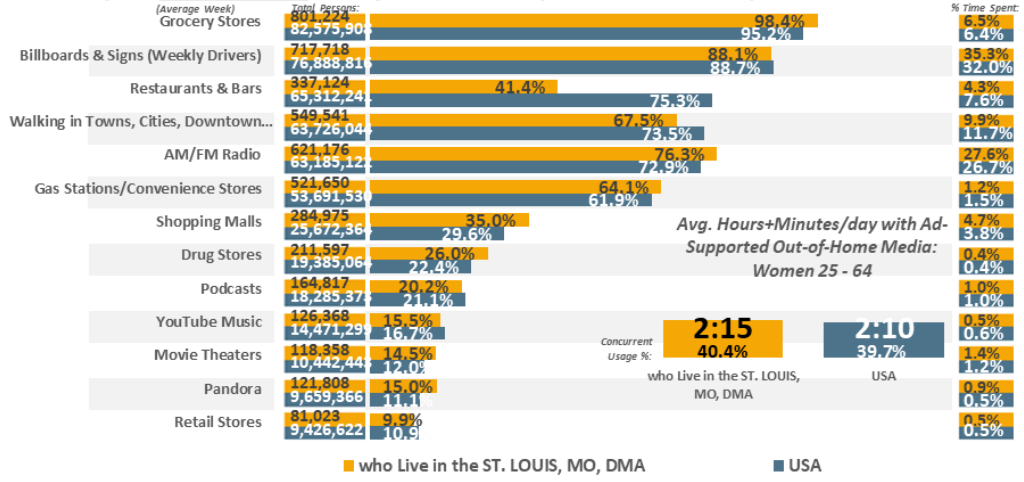
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 64



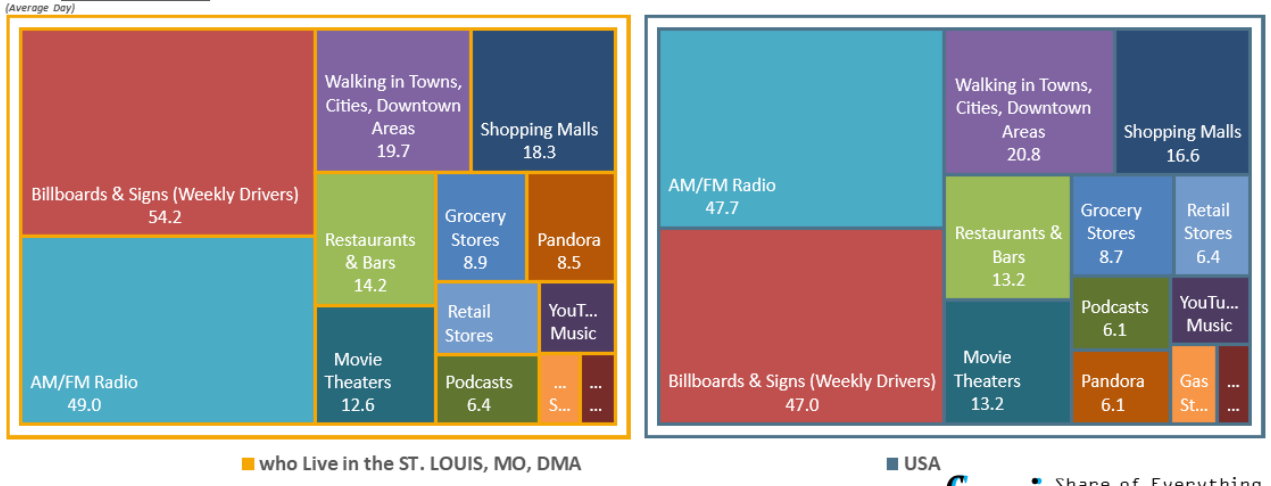
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Women 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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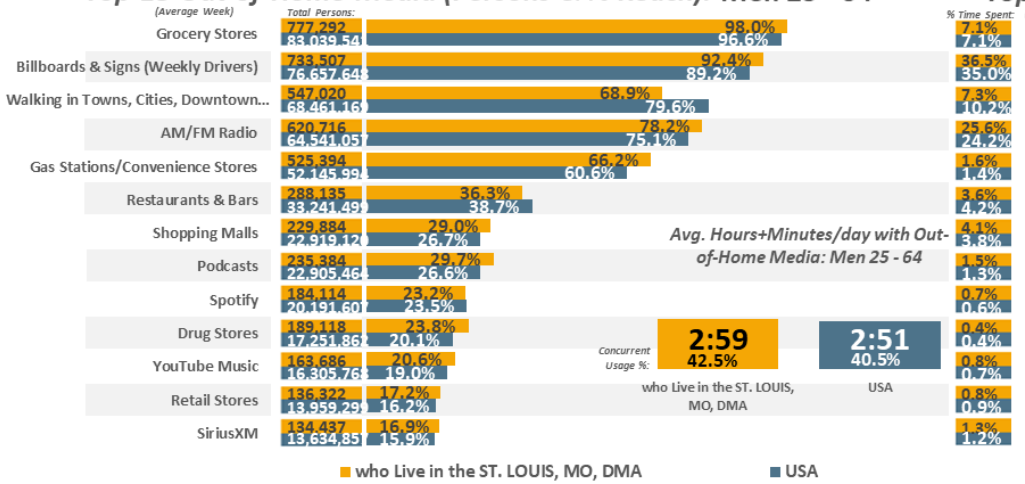


St. Louis DMA

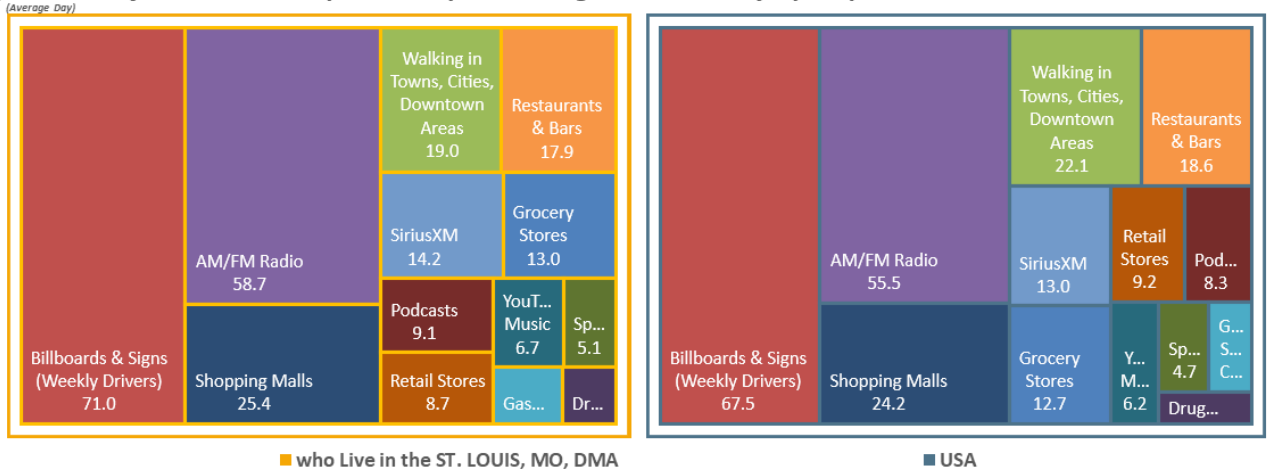
M25-64

733,507 or 92.4% of Men 25 - 64 who Live in the ST. LOUIS, MO, DMA spend an average of 71. minutes per day driving, seeing Billboards and Signs. 75.1% Listen to Local Radio Stations Out-of-Home for an average of 55.6 minutes/day.

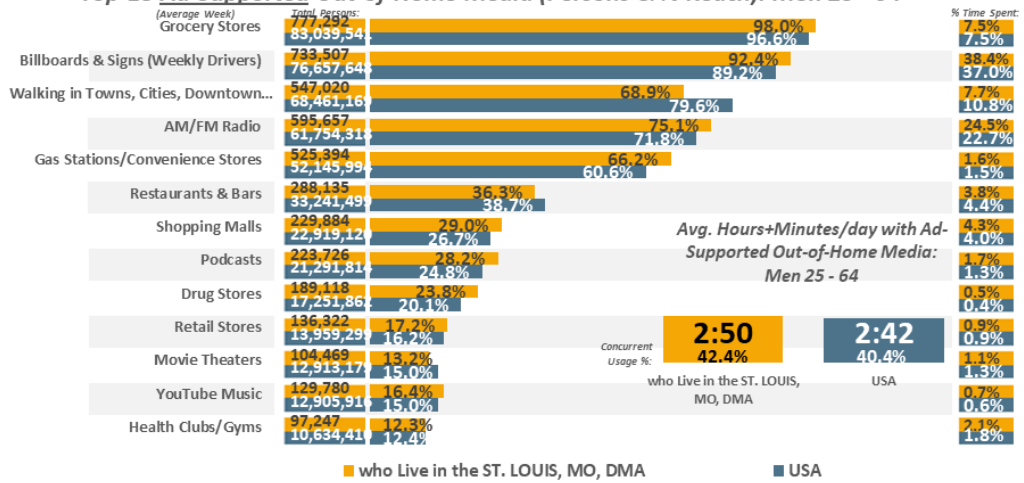
Top-13 Out-of-Home Media (Persons & % Reach): Men 25 - 64



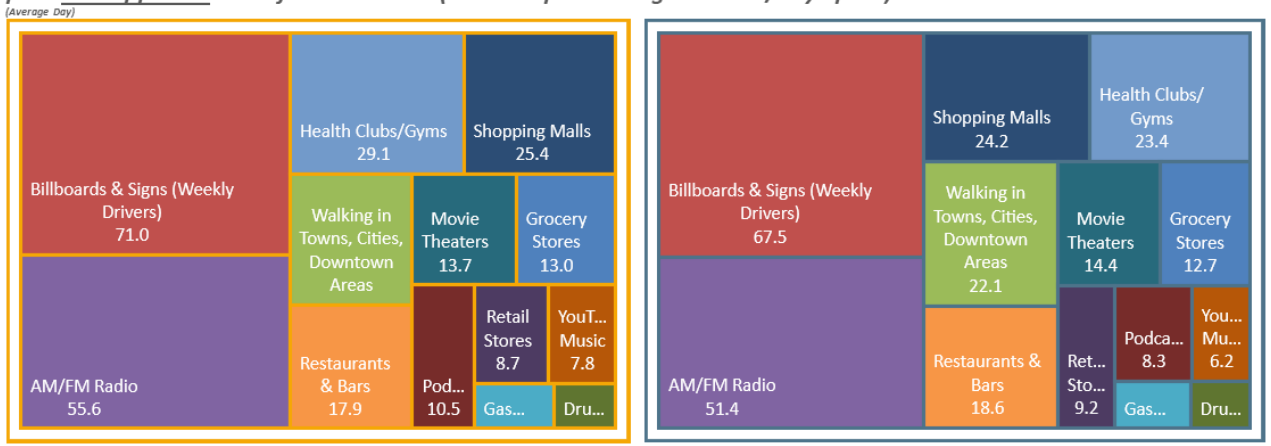
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Men 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64

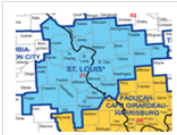


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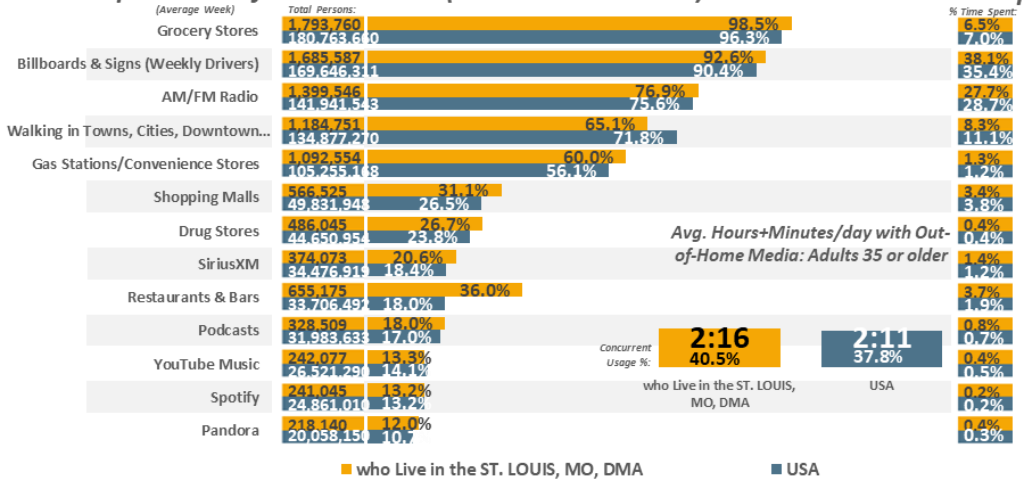


St. Louis DMA

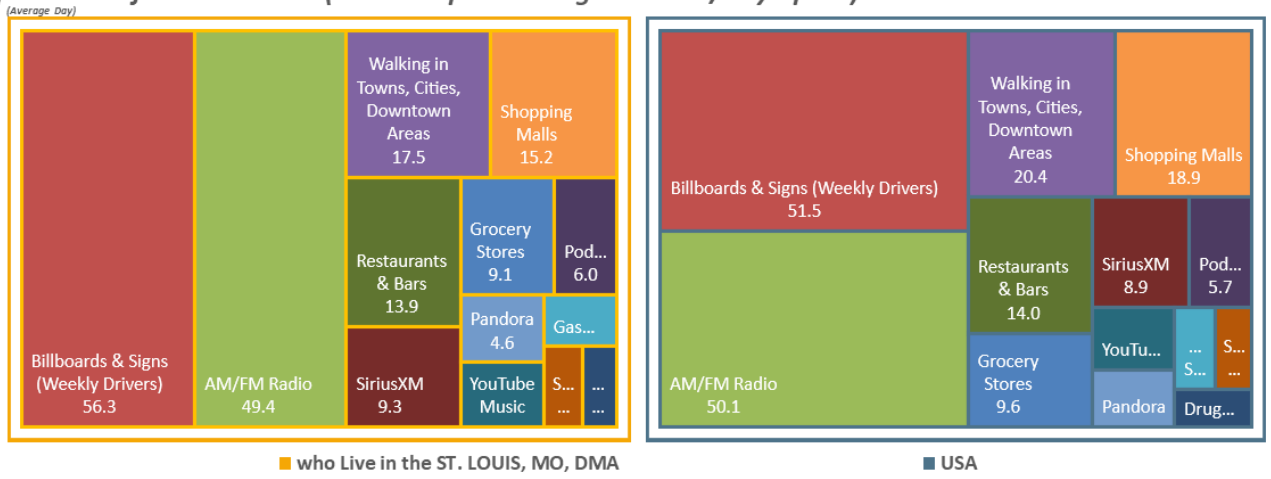
P35+

1,685,587 or 92.6% of Adults 35 or older who Live in the ST. LOUIS, MO, DMA spend an average of 56.3 minutes per day driving, seeing Billboards and Signs. 73.2% Listen to Local Radio Stations Out-of-Home for an average of 46.5 minutes/day.

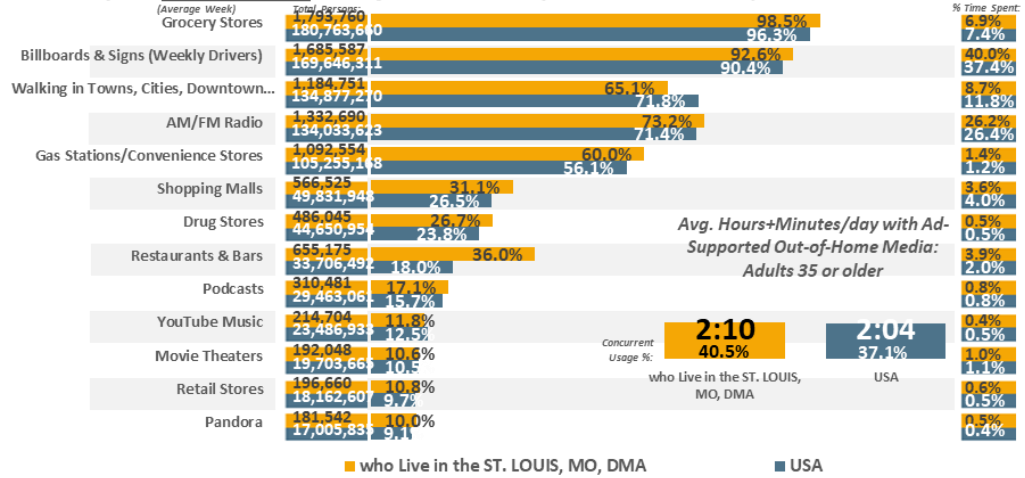
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



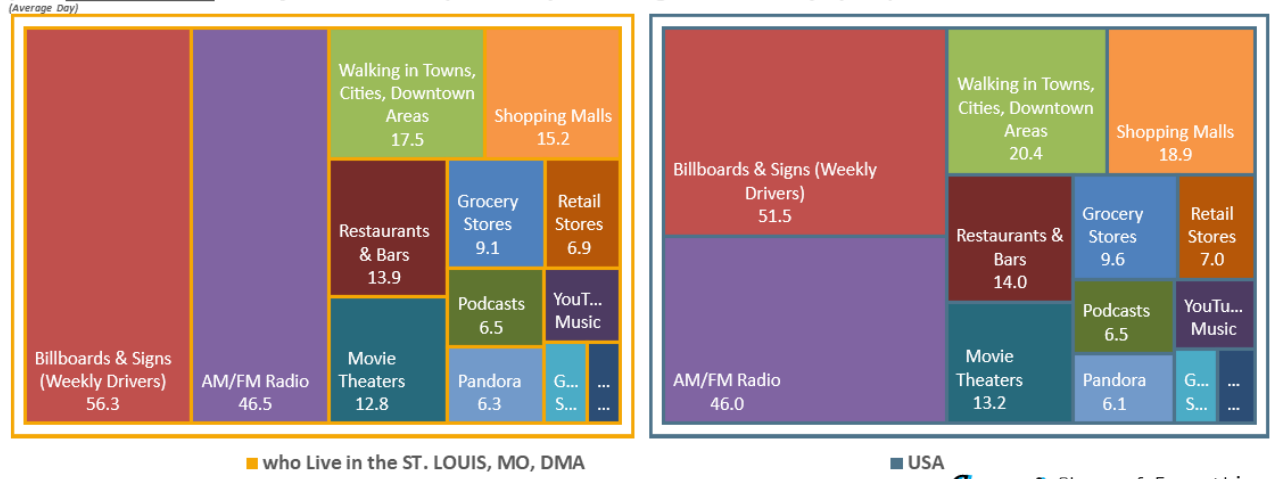
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



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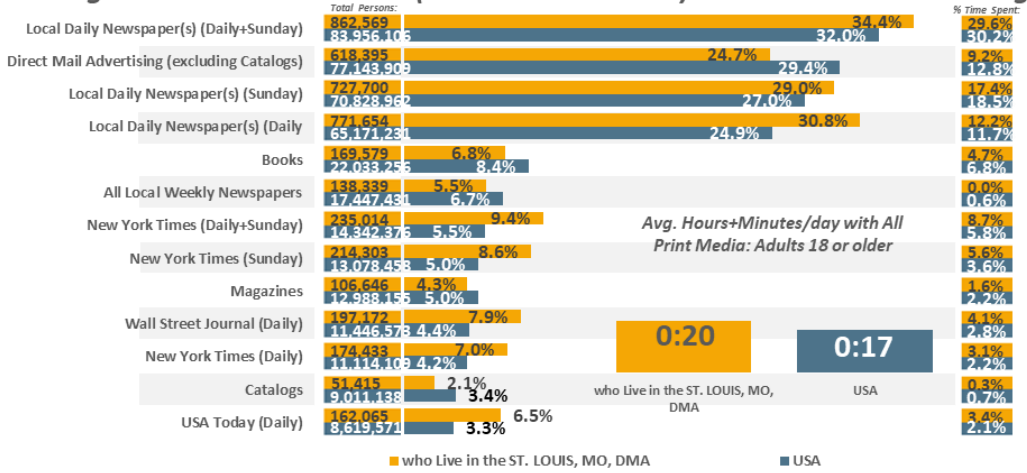


St. Louis DMA

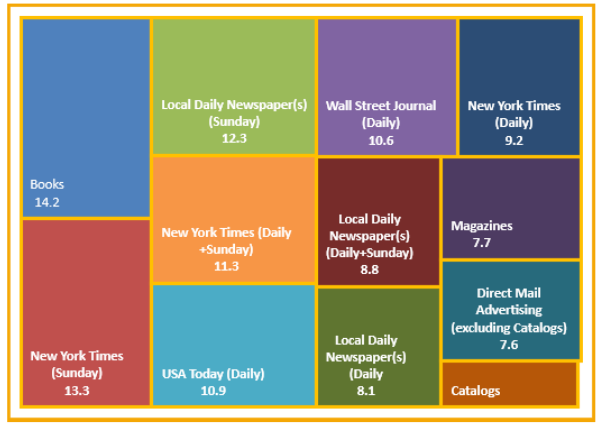
P18+

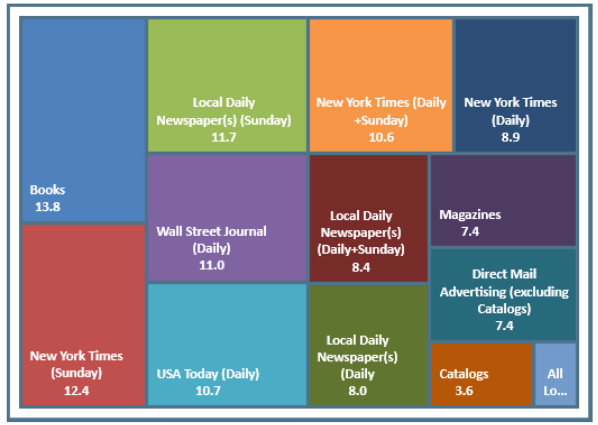
862,569 or 34.4% of Adults 18 or older who Live in the ST. LOUIS, MO, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 31.1% of all time spent daily with All forms of Print Media.

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

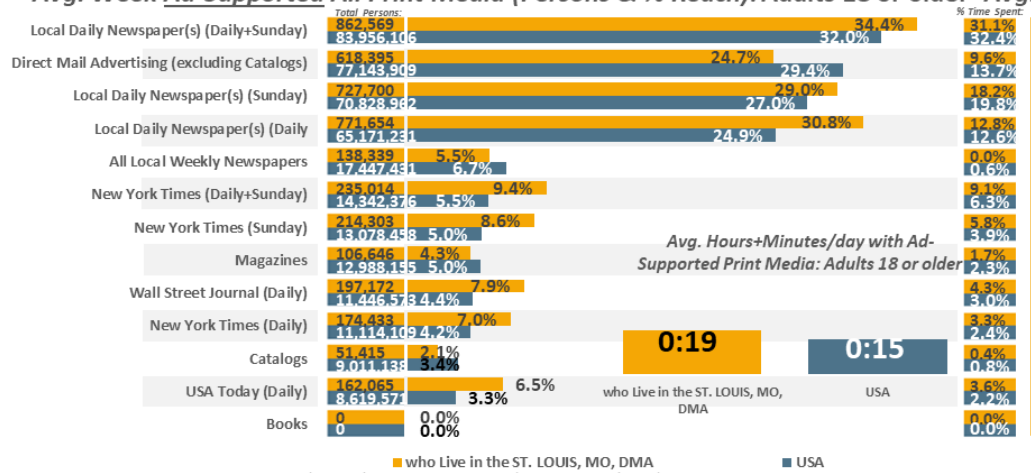


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

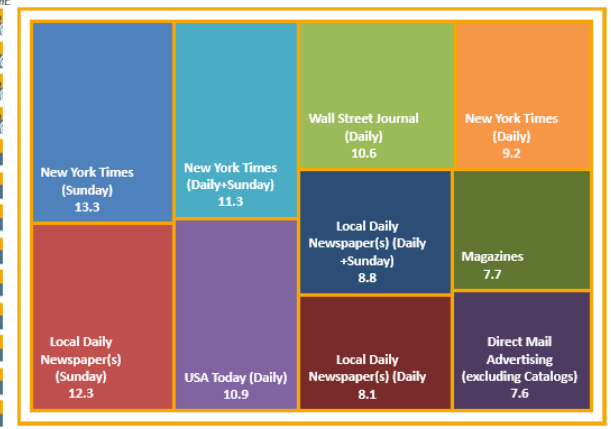


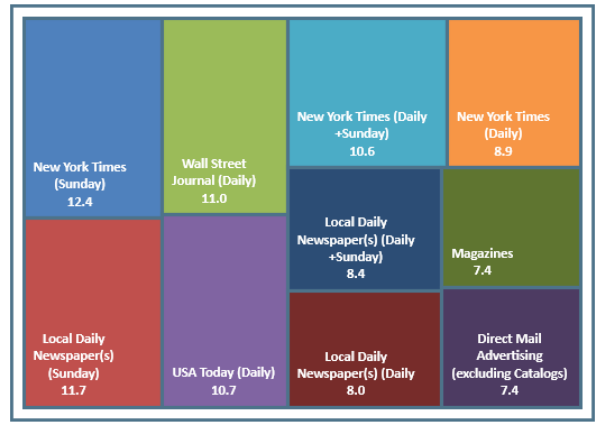


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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



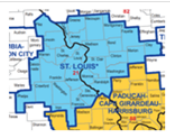


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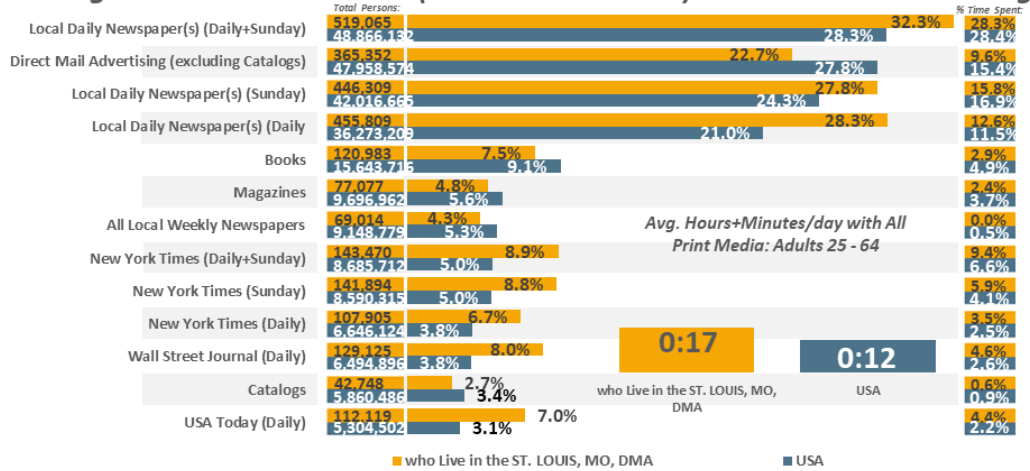


St. Louis DMA

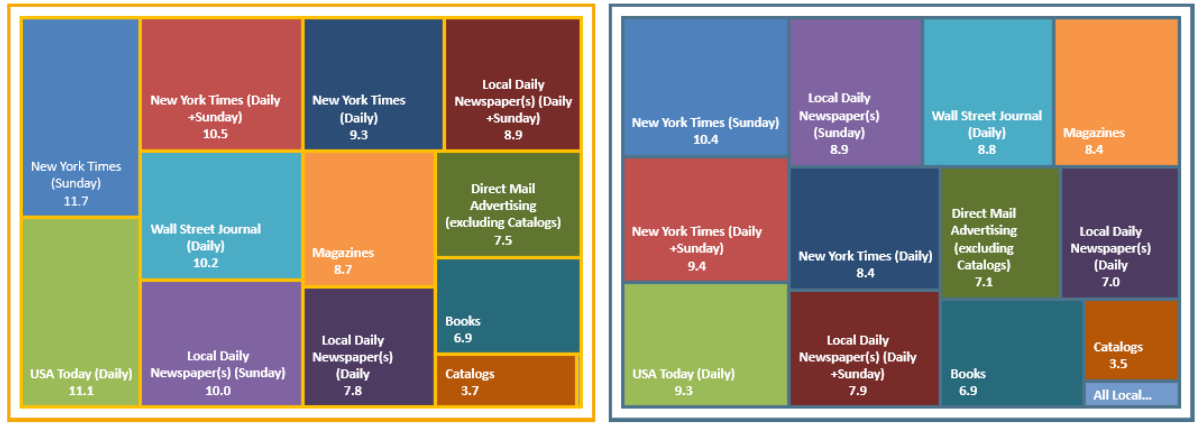
P25-64

519,065 or 32.3% of Adults 25 - 64 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 29.2% of all time spent daily with All forms of Print Media.

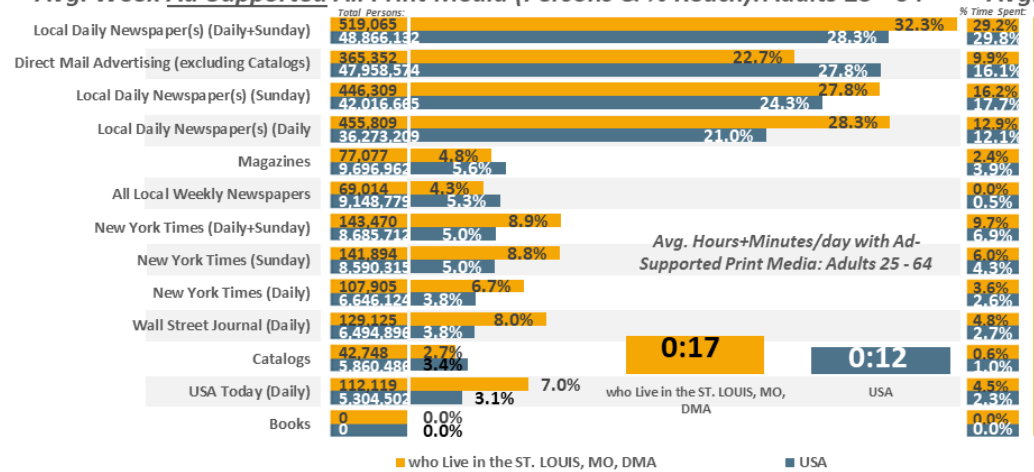
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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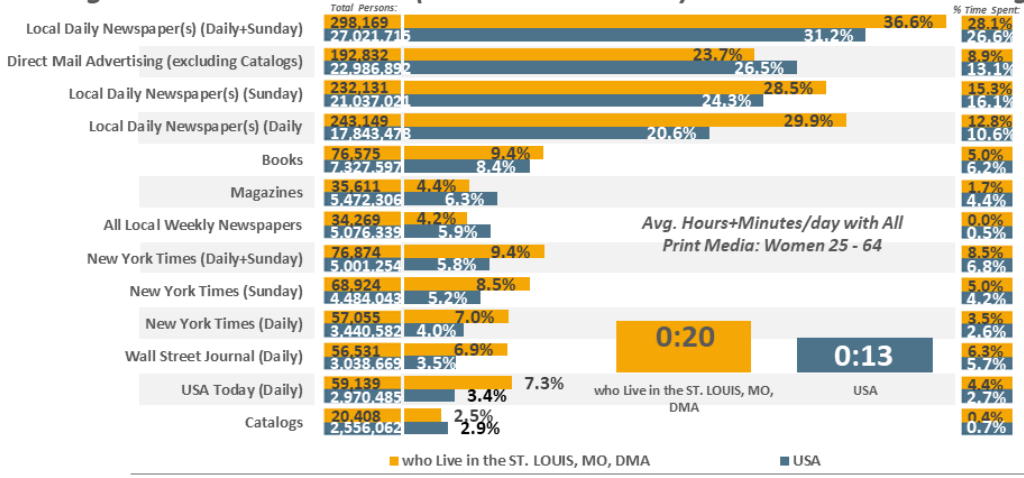
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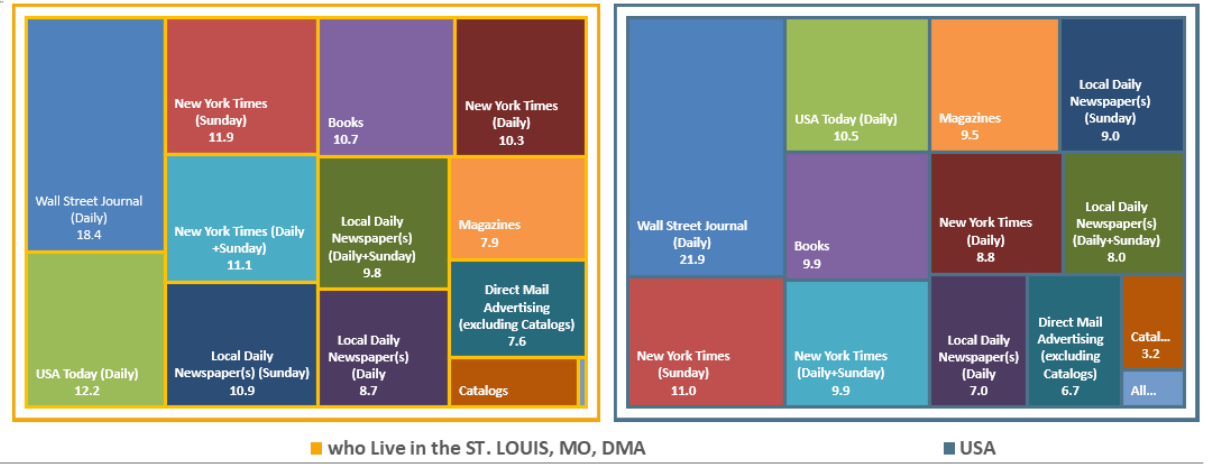
St. Louis DMA
W25-64

298,169 or 36.6% of Women 25 - 64 who Live in the ST. LOUIS, MO, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.8 minutes every day representing 29.6% of all time spent daily with All forms of Print Media.

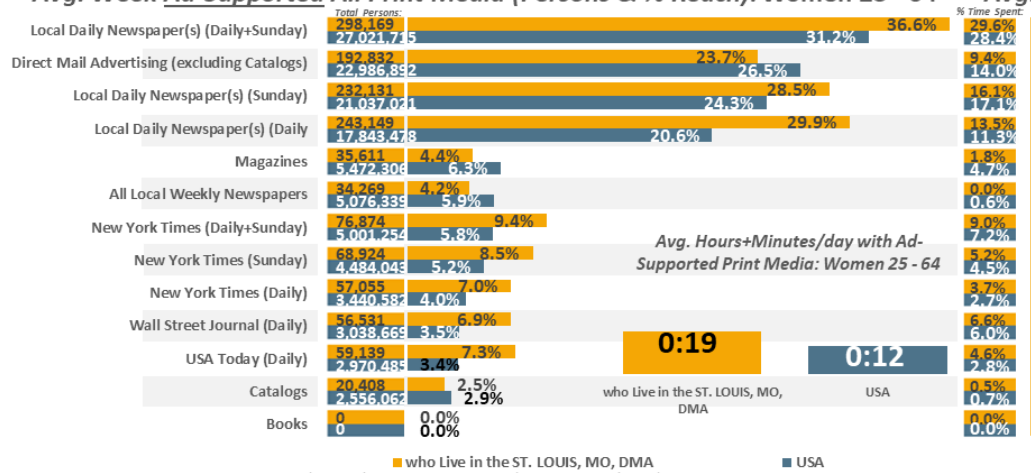
Avg. Week All Print Media (Persons & % Reach): Women 25 - 64



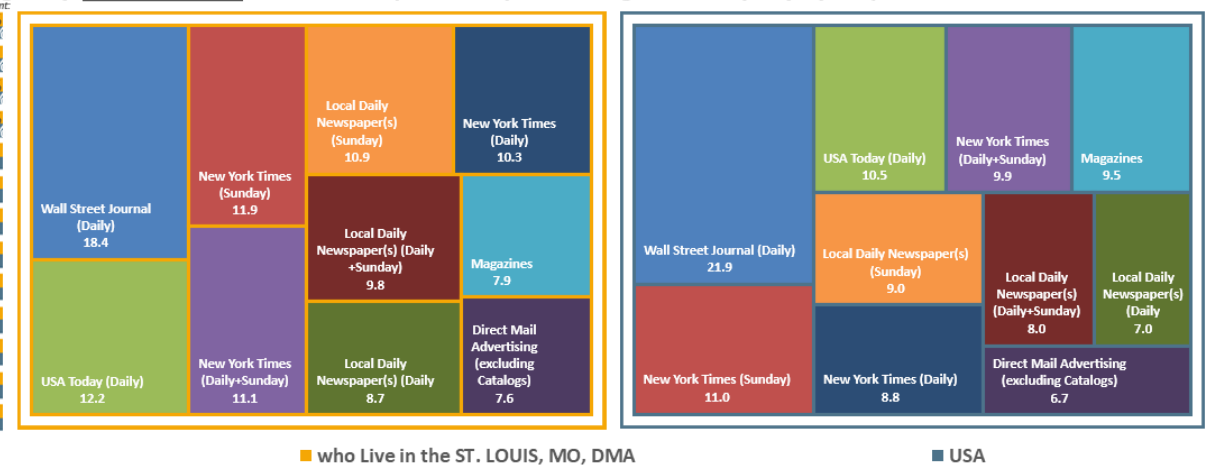
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Women 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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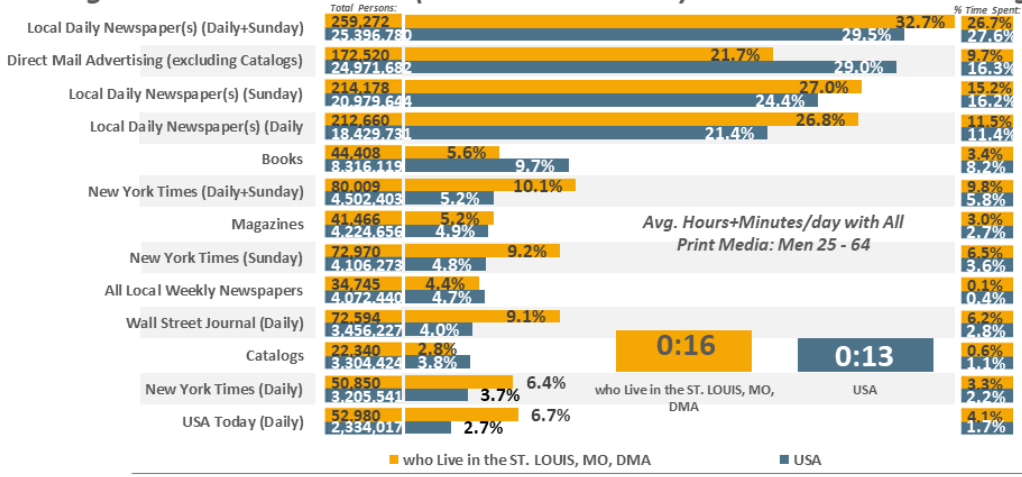


St. Louis DMA

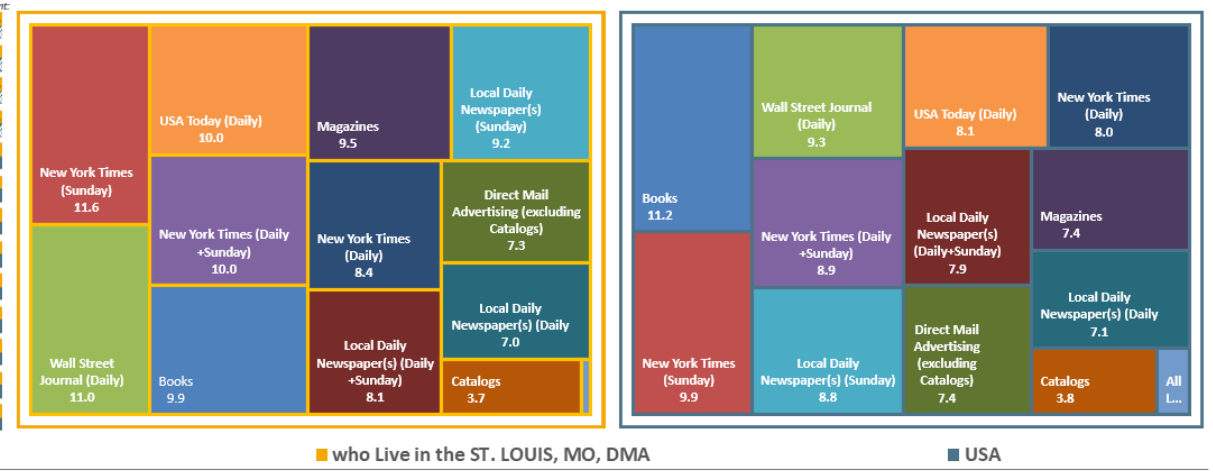
M25-64

259,272 or 32.7% of Men 25 - 64 who Live in the ST. LOUIS, MO, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.1 minutes every day representing 27.6% of all time spent daily with All forms of Print Media.

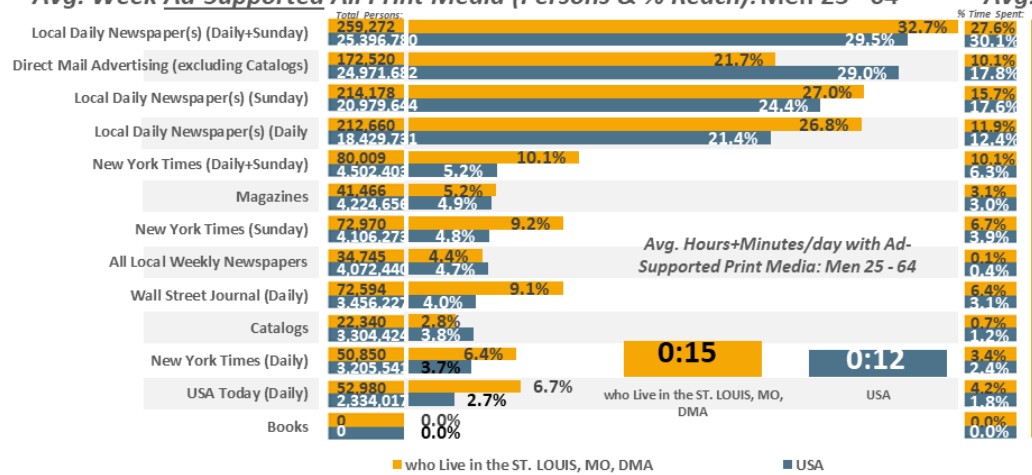
Avg. Week All Print Media (Persons & % Reach): Men 25 - 64



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Men 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64

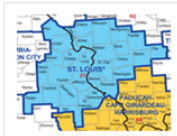


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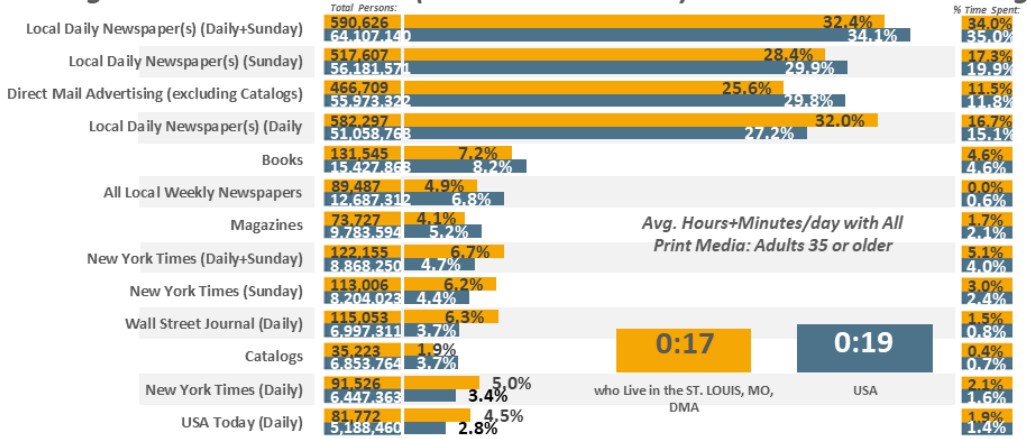


St. Louis DMA

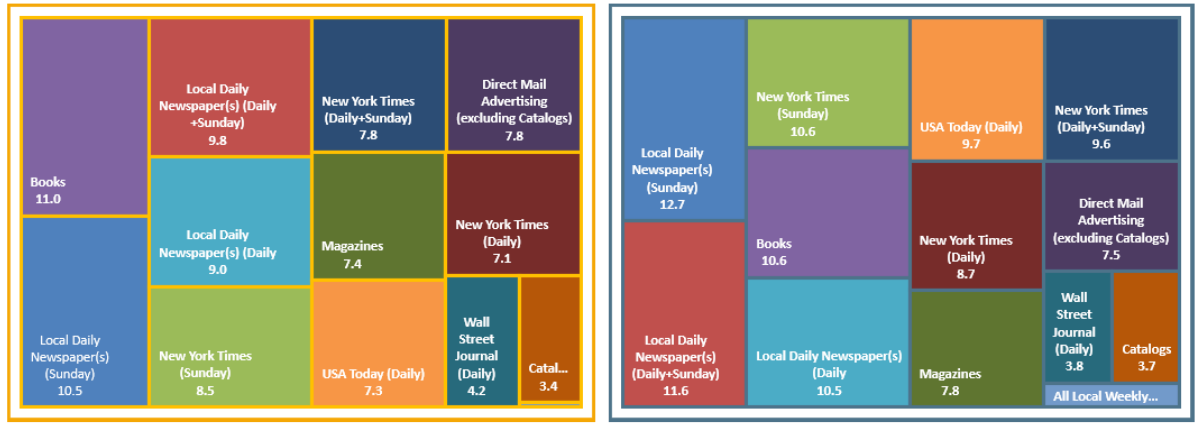
P35+

590,626 or 32.4% of Adults 35 or older who Live in the ST. LOUIS, MO, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.8 minutes every day representing 35.7% of all time spent daily with All forms of Print Media.

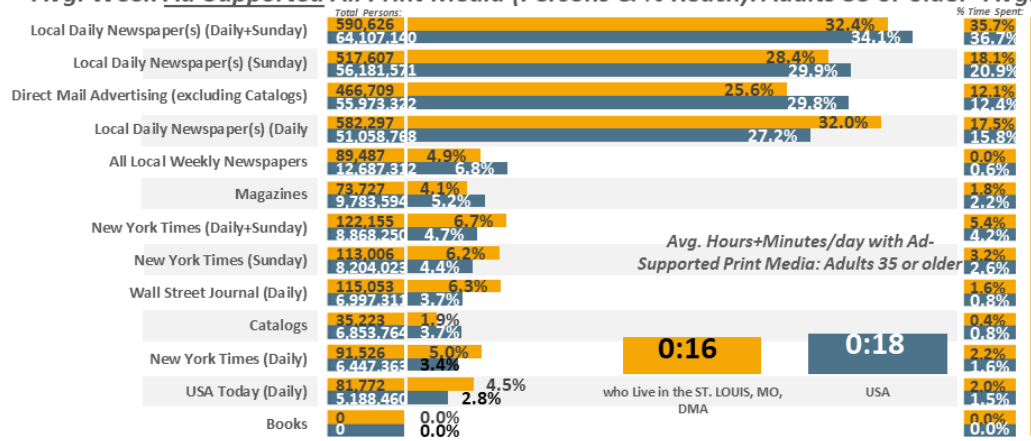
Avg. Week All Print Media (Persons & % Reach): Adults 35 or older



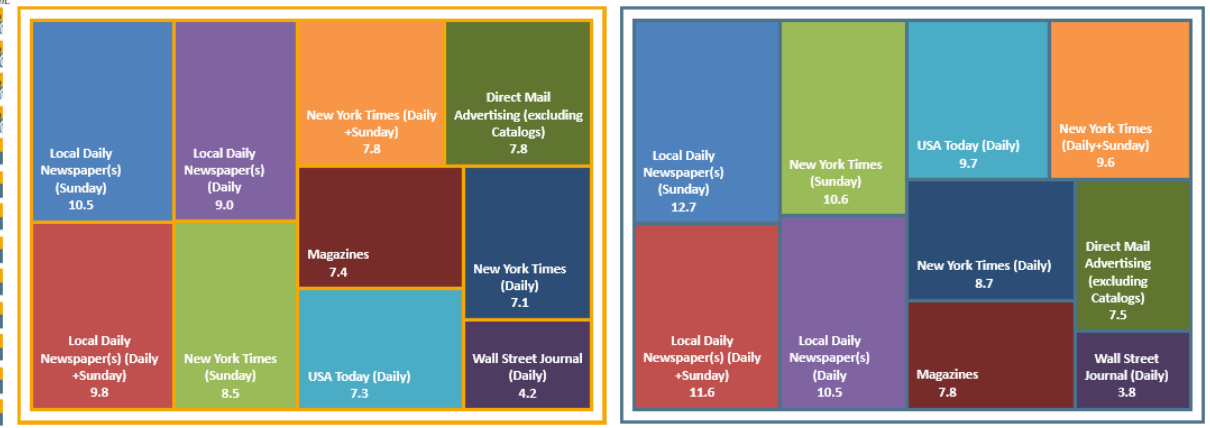
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



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