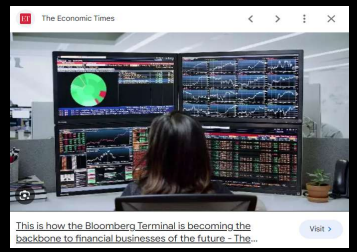
USA–5 Demos of the ST. LOUIS, MO DMA vs. the USA...

Brand New Data as of JULY 31, 2025!

Complete Demographic & Media Use Profiles







P18+

P25-54

W25-54

M25-54

P35-64

DMA #24

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

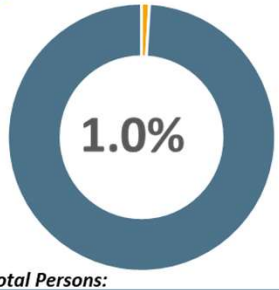
HUBBARD BROADCASTING INC. HB INC.



P18+

1.% or 2,510,459 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 49.4 years old (1.3% older than average) and have a $100,426 (6.2% higher than average) annual household income.

Percent of Market: Adults 18 or older



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

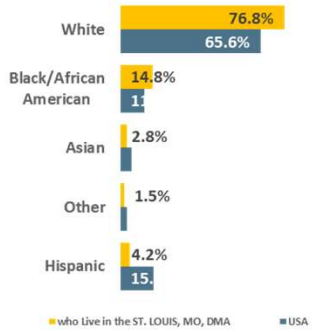
Total Persons:

2,510,459 | 259,664,041

Gender of Target vs. Market: Adults 18 or older

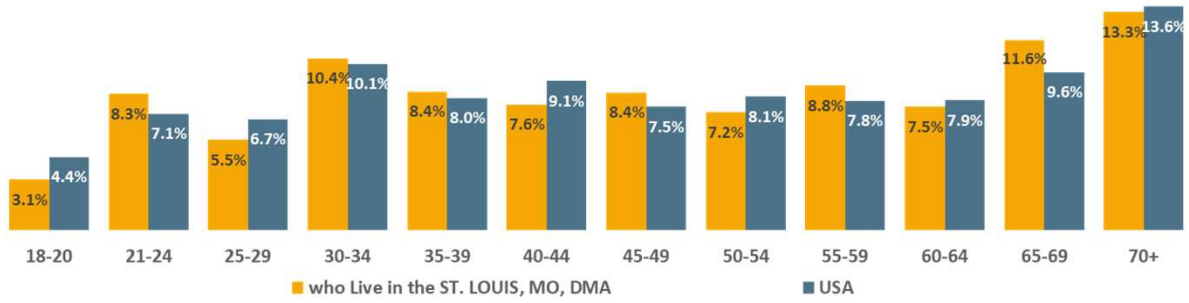
	Men	Men	Women	Women
%M vs. %F:	48.8%	49.0%	51.2%	51.0%
Average Age:	49.3	48.7	49.4	48.8
# Persons:	1,223,984	128,561,6...	1,286,475	133,612,8...

Ethnicity of Target vs. Market:

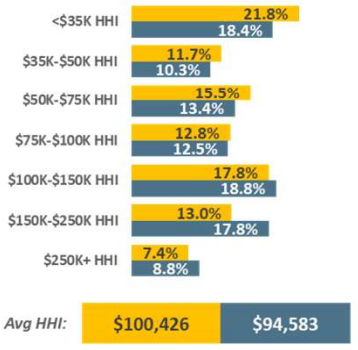


Age Cell Demographics of Target vs. Market:

Average Age:	Adults 18 or older
who Live in the ST. LOUIS, MO, DMA	49.4
USA	48.7



HHI of Target vs. Market:



Avg HHI:	$100,426	$94,583

USA *USA DMA Projection* *Scarborough R2 2025: Aug24-Jul25* *Qual Intab* *2,095*

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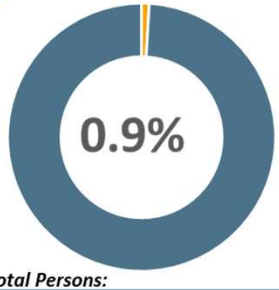
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *25,002*



P25-54

.9% or 1,191,554 of USA Adults 25 - 54 Live in the ST. LOUIS, MO, DMA.
Typical Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA are 40.1 years old (.2% older than average) and have a $103,447 (3.% higher than average) annual household income.

Percent of Market: Adults 25 - 54



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

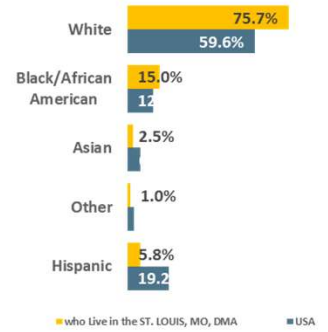
Total Persons:

1,191,554 | 128,659,574

Gender of Target vs. Market: Adults 25 - 54

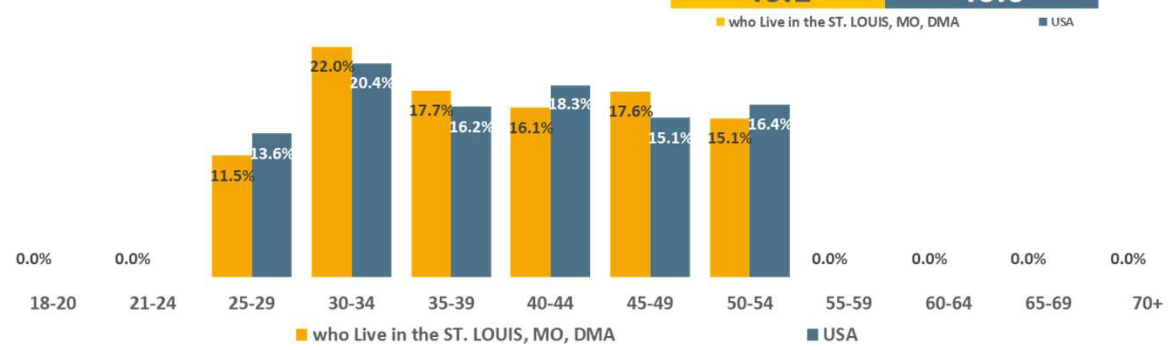
	Men	Men	Women	Women
%M vs. %F:	50.2%	50.3%	49.8%	49.7%
Average Age:	40.0	40.0	40.1	40.0
# Persons:	598,413	65,355,450	593,141	64,495,677

Ethnicity of Target vs. Market:

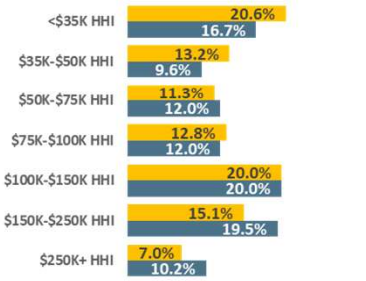


Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 25 - 54	40.1	40.0



HHI of Target vs. Market:



Avg HHI:	$103,447	$100,481

USA USA DMA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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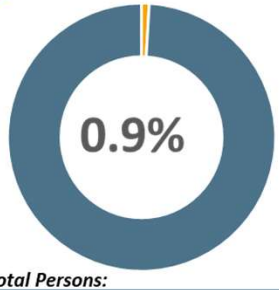
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,002



W25-54

.9% or 593,141 of USA Women 25 - 54 Live in the ST. LOUIS, MO, DMA.
Typical Women 25 - 54 who Live in the ST. LOUIS, MO, DMA are 40.1 years old (.3% older than average) and have a $94,185 (3.9% higher than average) annual household income.

Percent of Market: Women 25 - 54

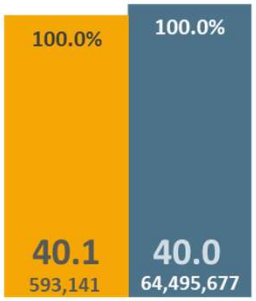


- who Live in the ST. LOUIS, MO, DMA
- Remainder of USA DMAs

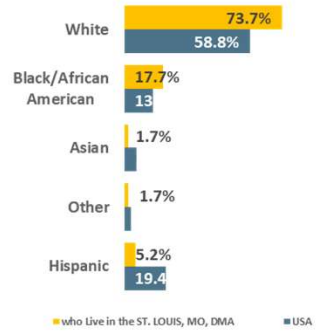
Total Persons:

593,141 | 63,902,536

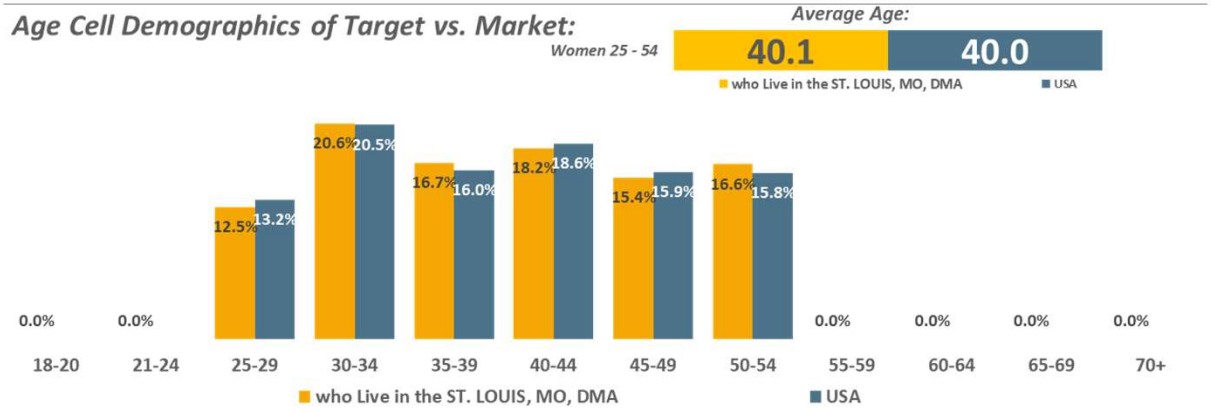
Gender of Target vs. Market: Women 25 - 54



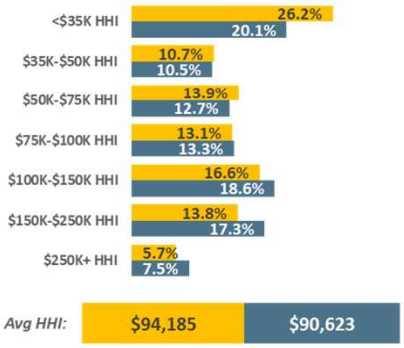
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA DMA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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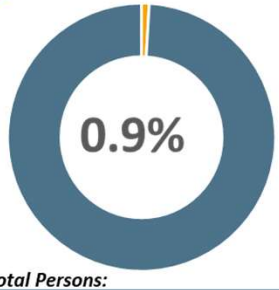
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,002



M25-54

.9% or 598,413 of USA Men 25 - 54 Live in the ST. LOUIS, MO, DMA.
Typical Men 25 - 54 who Live in the ST. LOUIS, MO, DMA are 40. years old (.1% older than average) and have a $112,628 (2.2% higher than average) annual household income.

Percent of Market: Men 25 - 54

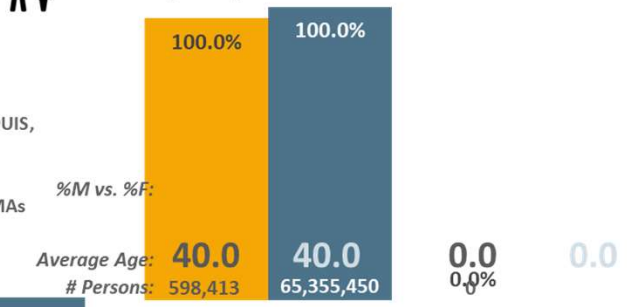


- who Live in the ST. LOUIS, MO, DMA
- Remainder of USA DMAs

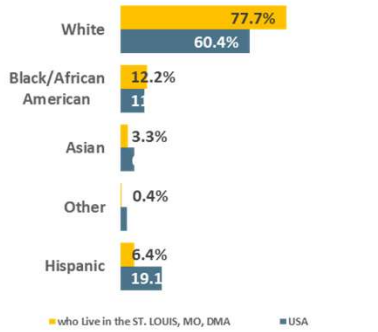
Total Persons:

598,413 | 64,757,037

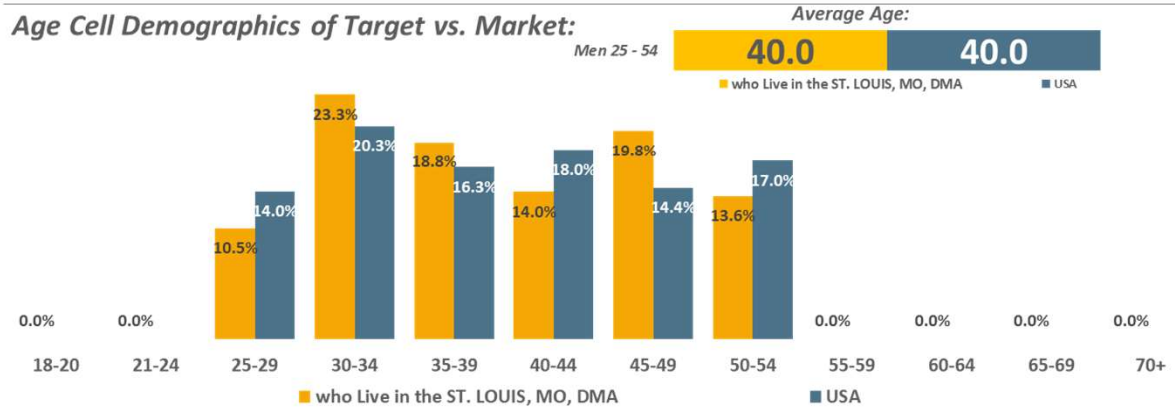
Gender of Target vs. Market: Men 25 - 54



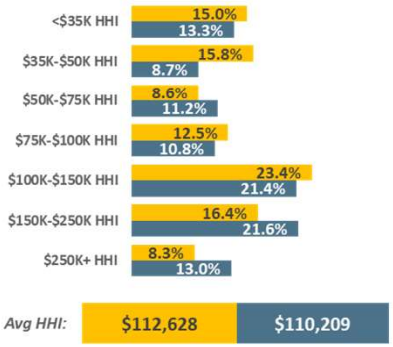
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA DMA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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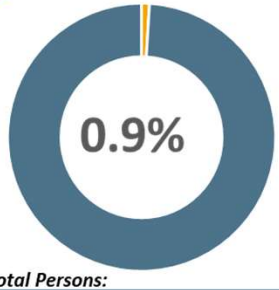
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,002



P35-64

.9% or 1,200,772 of USA Adults 35 - 64 Live in the ST. LOUIS, MO, DMA.
Typical Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA are 49.9 years old (.1% older than average) and have a $114,804 (8.8% higher than average) annual household income.

Percent of Market: Adults 35 - 64



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

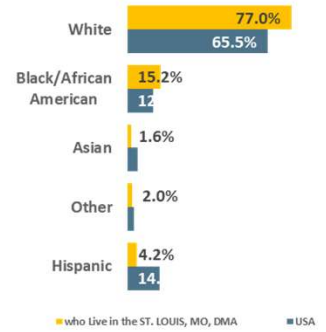
Total Persons:

1,200,772 | 125,706,145

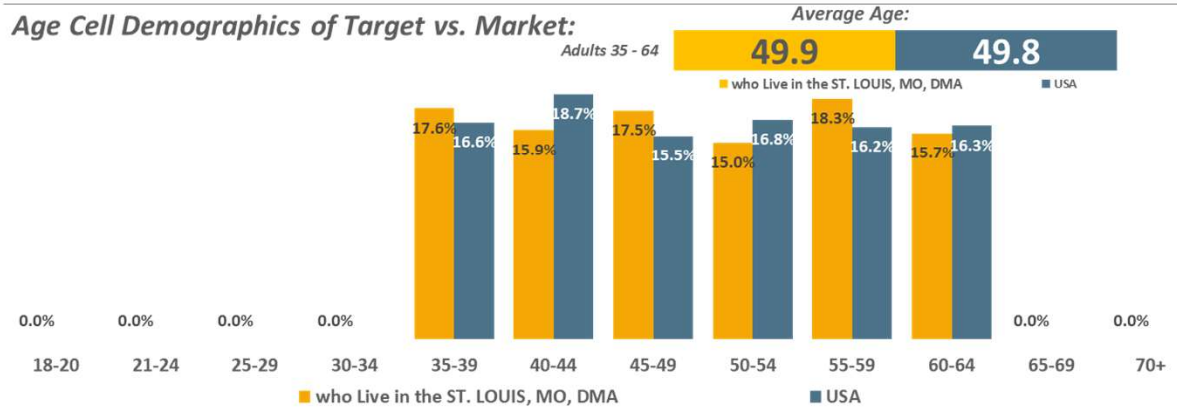
Gender of Target vs. Market: Adults 35 - 64

	Men	Men	Women	Women
%M vs. %F:	49.6%	49.8%	50.4%	50.2%
Average Age:	49.8	49.8	50.0	49.9
# Persons:	596,024	63,163,139	604,748	63,743,779

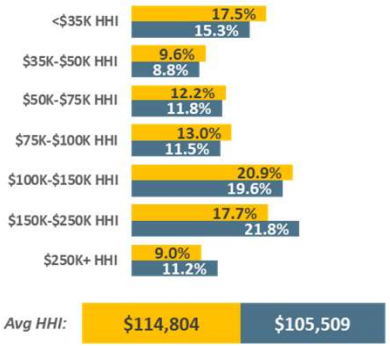
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA *USA DMA Projection* *Scarborough R2 2025: Aug24-Jul25* *Qual Intab* *2,095*

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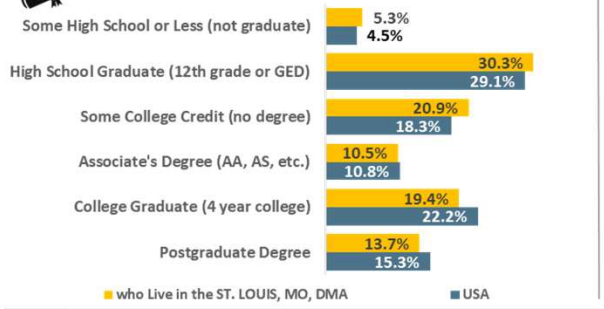
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *25,002*



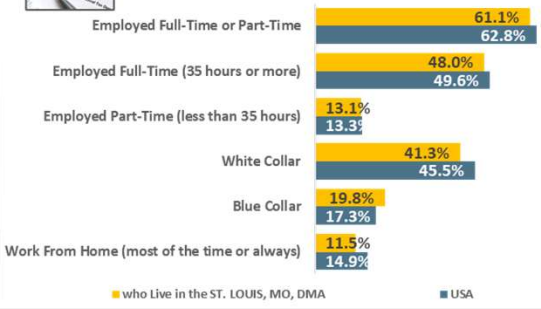
P18+

1.% or 2,510,459 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 11.6% less likely to be a college graduate, 3.1% less likely to work full-time, 1.1% more likely to be married, 2.9% less likely to be a parent of 1 or more children under 18.

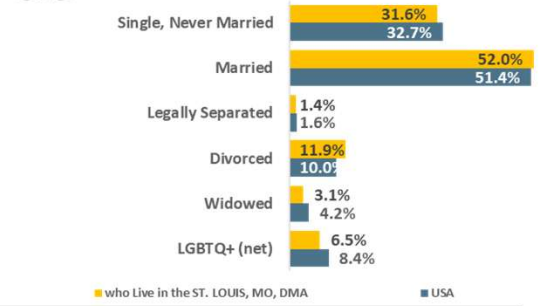
Education Levels: Adults 18 or older



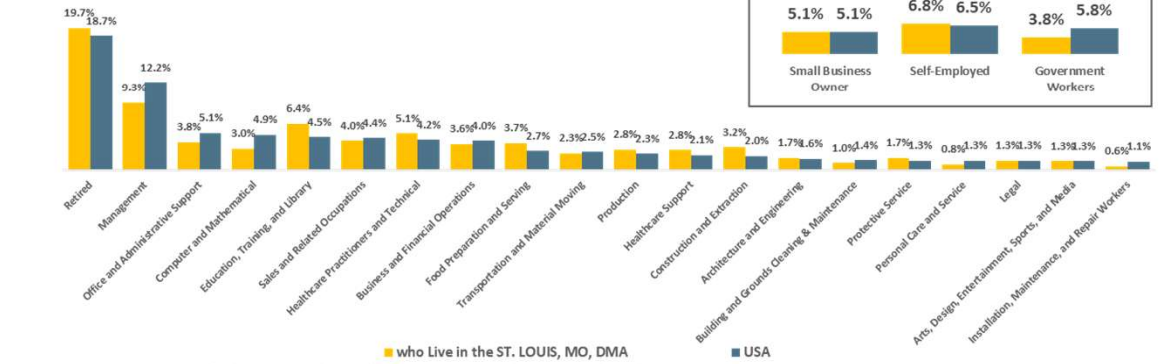
Employment: Adults 18 or older



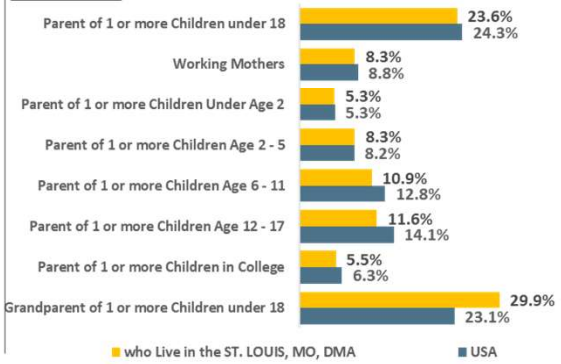
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older



USA USA DMA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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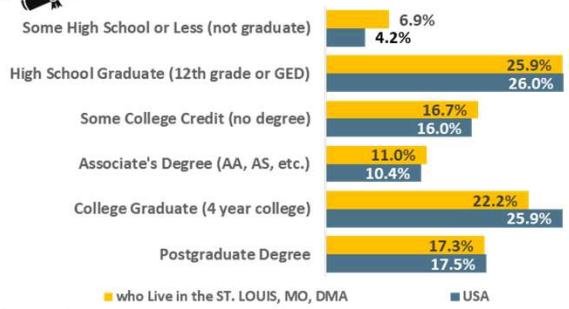
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,002



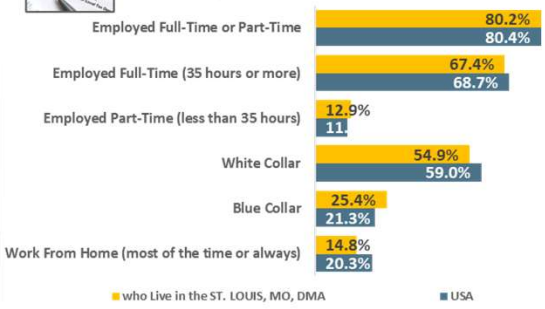
P25-54

.9% or 1,191,554 of USA Adults 25 - 54 Live in the ST. LOUIS, MO, DMA.
Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA are 8.8% less likely to be a college graduate, 2.% less likely to work full-time, 4.1% less likely to be married, 4.5% more likely to be a parent of 1 or more children under 18.

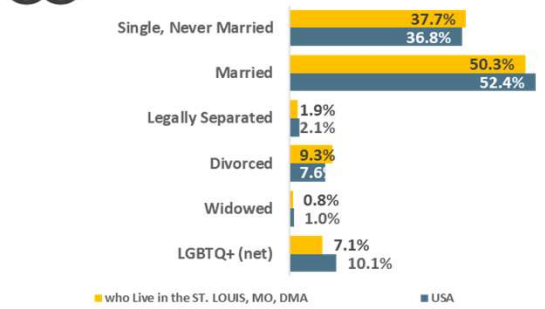
Education Levels: Adults 25 - 54



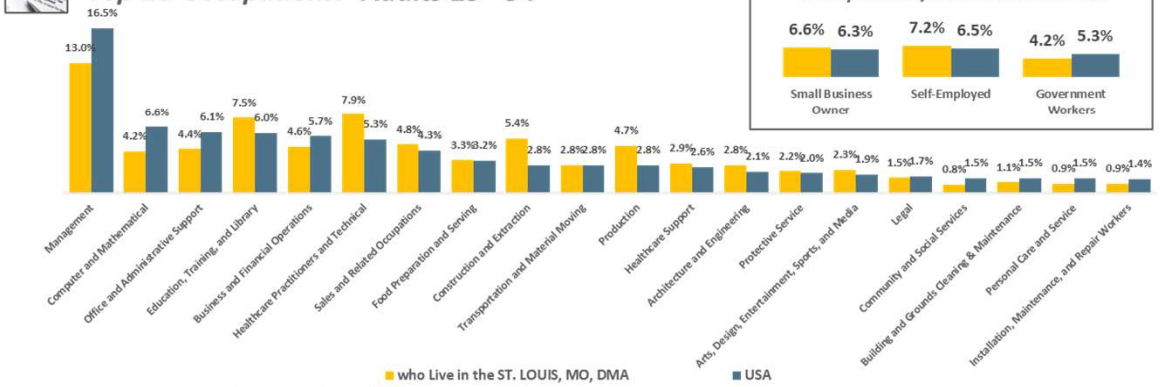
Employment: Adults 25 - 54



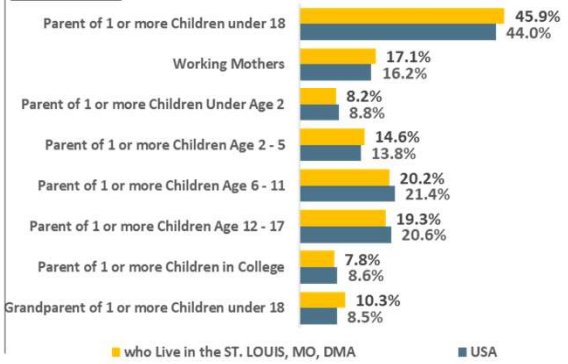
Marital Status: Adults 25 - 54



Top-20 Occupations: Adults 25 - 54



Stage in Life: Adults 25 - 54



USA USA DMA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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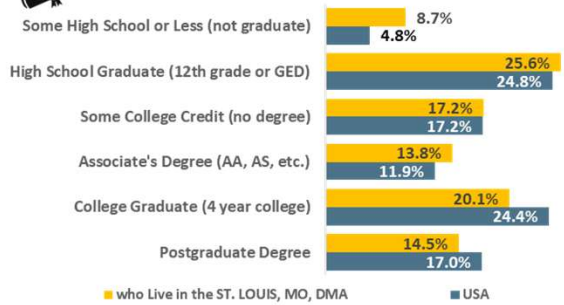
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,002



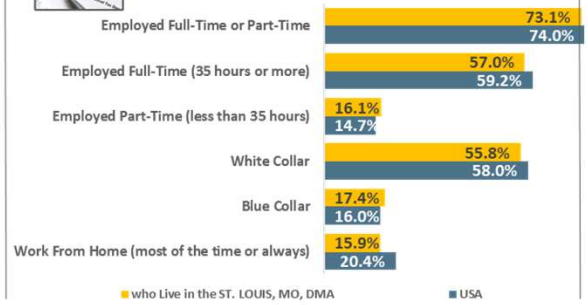
W25-54

.9% or 593,141 of USA Women 25 - 54 Live in the ST. LOUIS, MO, DMA.
Women 25 - 54 who Live in the ST. LOUIS, MO, DMA are 16.3% less likely to be a college graduate, 3.8% less likely to work full-time, 5.2% less likely to be married, 32.7% more likely to be a grandparent of 1 or more children under 18.

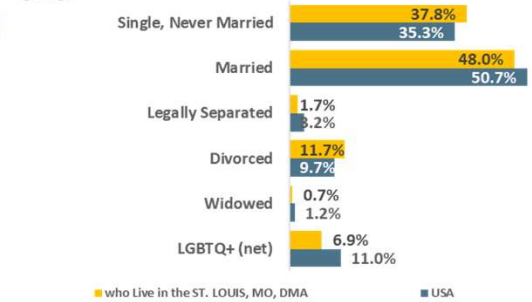
Education Levels: Women 25 - 54



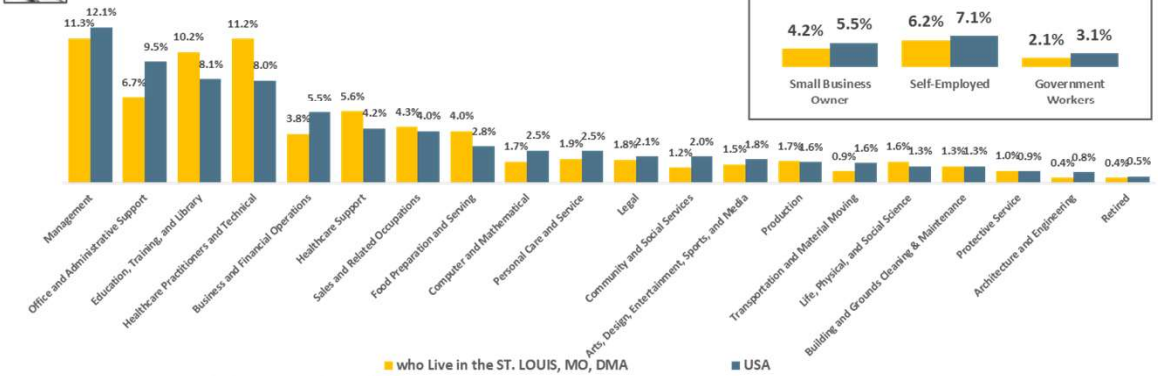
Employment: Women 25 - 54



Marital Status: Women 25 - 54

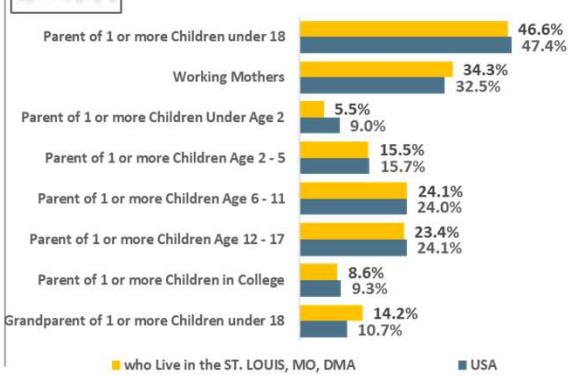


Top-20 Occupations: Women 25 - 54



Entrepreneurs/Government Workers

Stage in Life: Women 25 - 54



USA USA DMA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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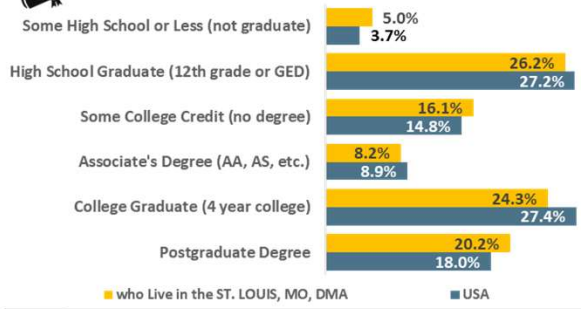
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,002



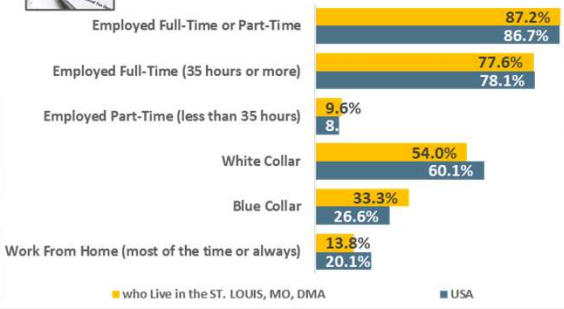
M25-54

.9% or 598,413 of USA Men 25 - 54 Live in the ST. LOUIS, MO, DMA.
Men 25 - 54 who Live in the ST. LOUIS, MO, DMA are 2.% less likely to be a college graduate, .6% less likely to work full-time, 3.% less likely to be married, 11.5% more likely to be a parent of 1 or more children under 18.

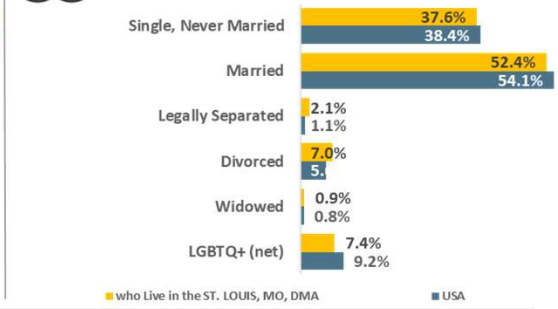
Education Levels: Men 25 - 54



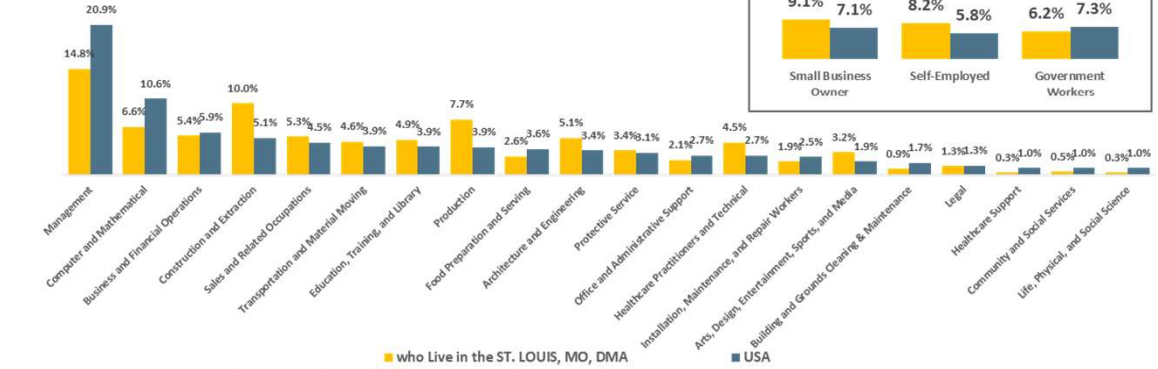
Employment: Men 25 - 54



Marital Status: Men 25 - 54

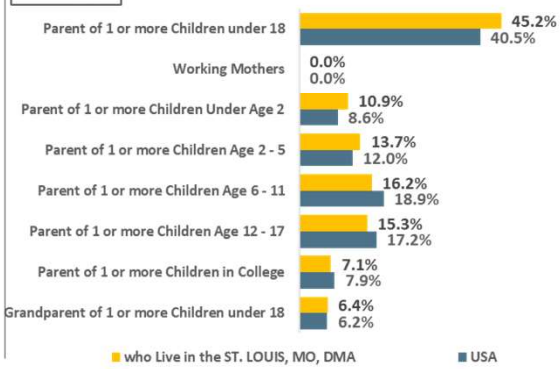


Top-20 Occupations: Men 25 - 54



Entrepreneurs/Government Workers

Stage in Life: Men 25 - 54



USA USA DMA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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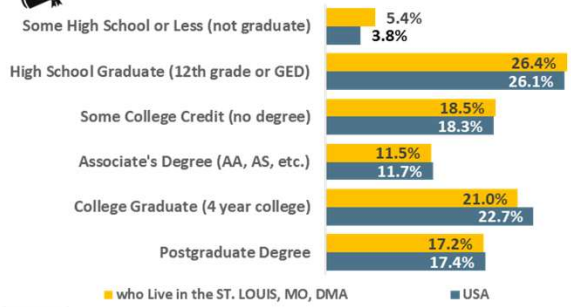
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,002



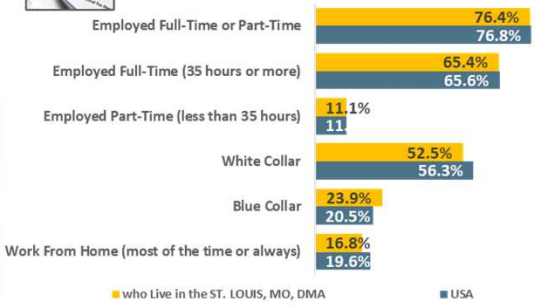
P35-64

.9% or 1,200,772 of USA Adults 35 - 64 Live in the ST. LOUIS, MO, DMA.
Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA are 4.9% less likely to be a college graduate, .4% less likely to work full-time, 3.% less likely to be married, 27.7% more likely to be a grandparent of 1 or more children under 18.

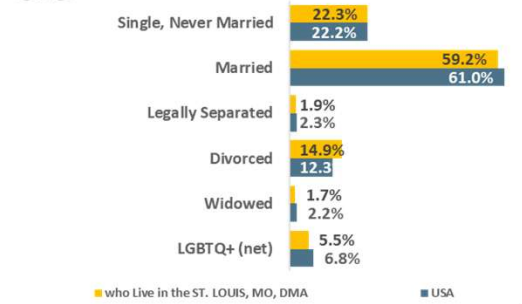
Education Levels: Adults 35 - 64



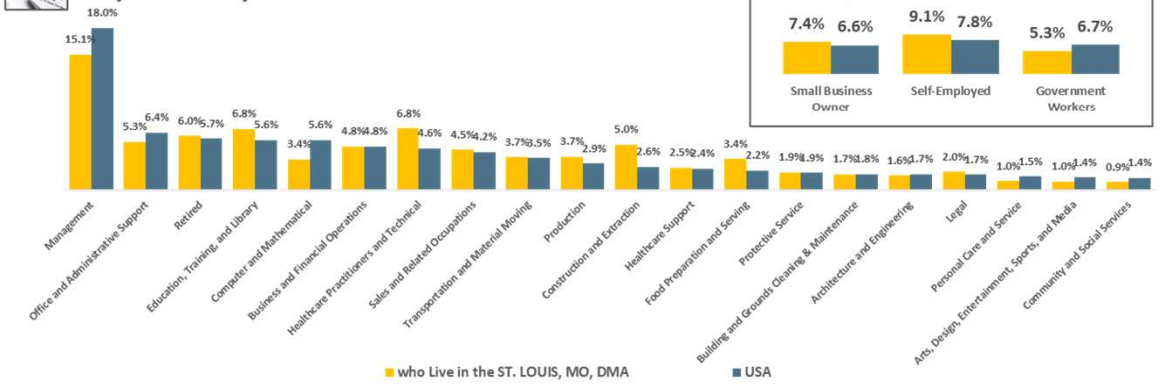
Employment: Adults 35 - 64



Marital Status: Adults 35 - 64

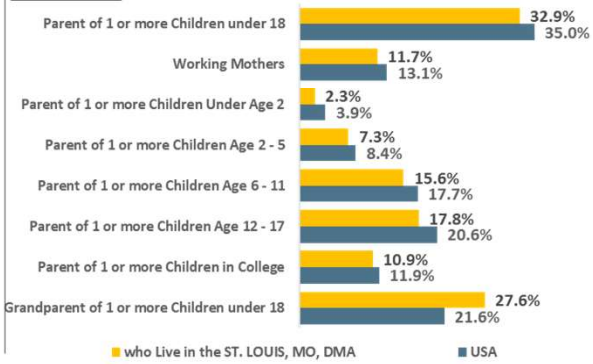


Top-20 Occupations: Adults 35 - 64



Entrepreneurs/Government Workers

Stage in Life: Adults 35 - 64



USA USA DMA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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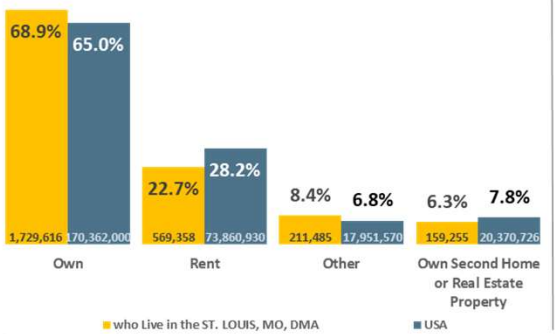
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,002



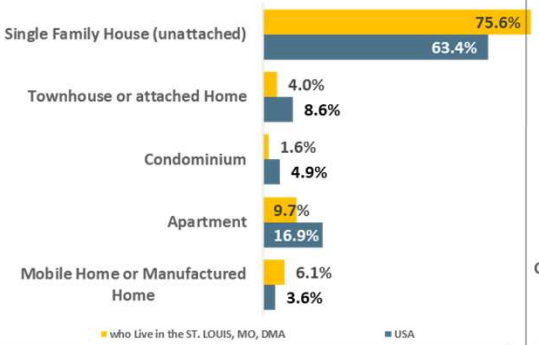
P18+

1.% or 2,510,459 of USA Adults 18 or older Live in the ST. LOUIS, MO, DMA.
Adults 18 or older who Live in the ST. LOUIS, MO, DMA are 6.% more likely to own their home, 23.3% more likely to own a lower valued home, 19.1% more likely to have a single-family home, 21.7% more likely to have a dog.

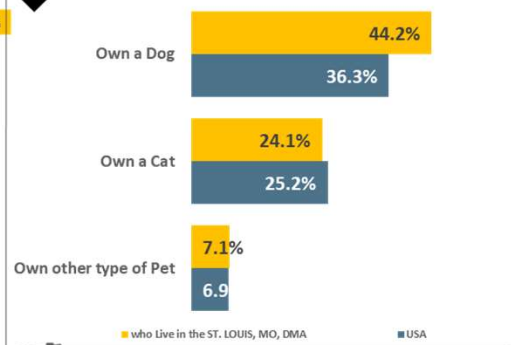
Own/Rent/Other: Adults 18 or older



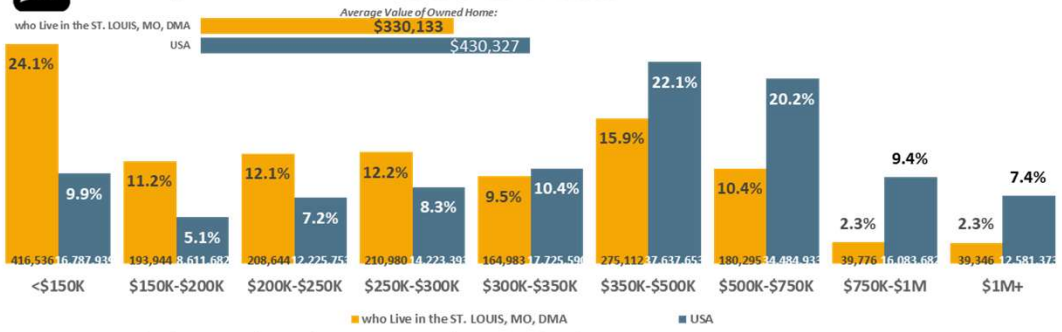
Type of Home: Adults 18 or older



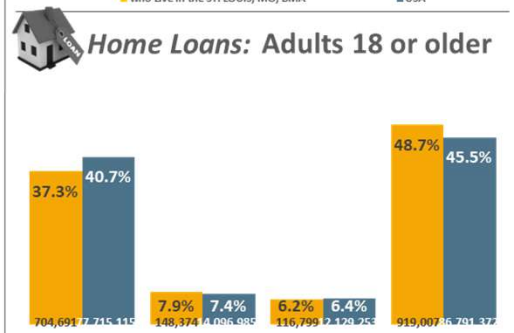
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA DMA Projection* *Scarborough R2 2025: Aug24-Jul25* *Qual Intab* *2,095*

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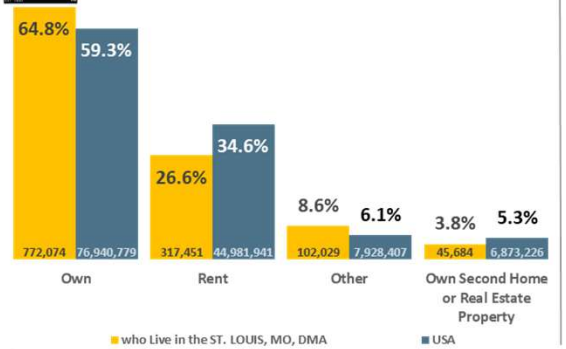
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *25,002*



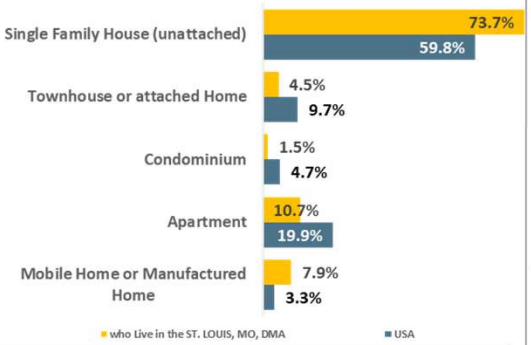
P25-54

.9% or 1,191,554 of USA Adults 25 - 54 Live in the ST. LOUIS, MO, DMA.
Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA are 9.4% more likely to own their home, 22.1% more likely to own a lower valued home, 23.2% more likely to have a single-family home, 26.2% more likely to have a dog.

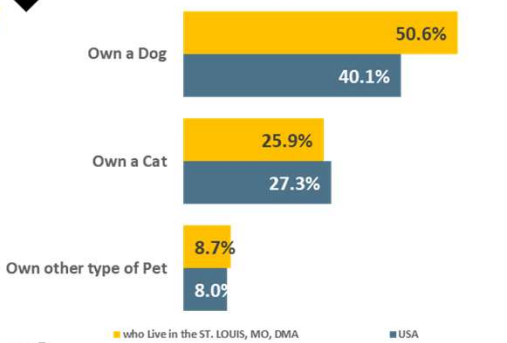
Own/Rent/Other: Adults 25 - 54



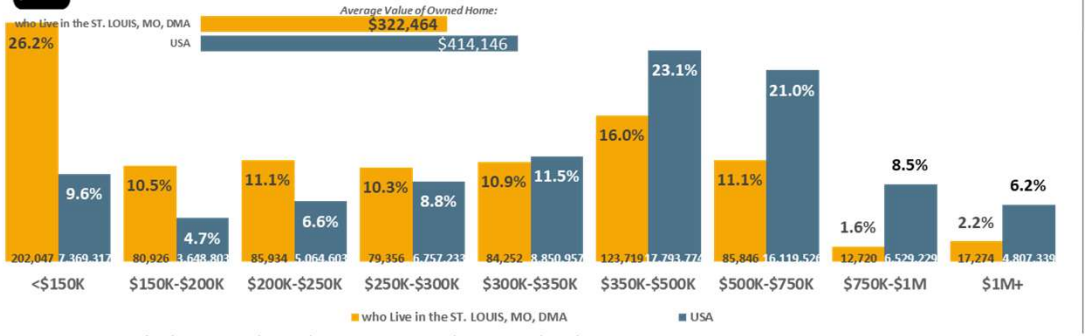
Type of Home: Adults 25 - 54



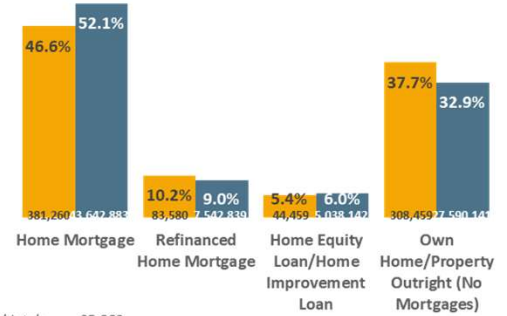
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



USA USA DMA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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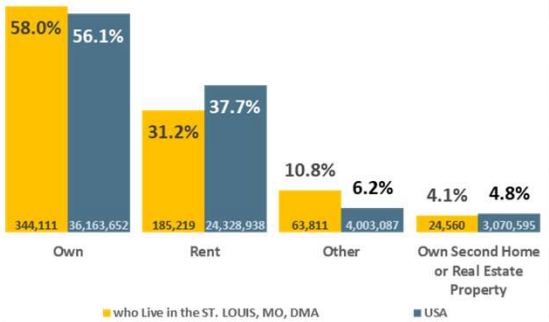
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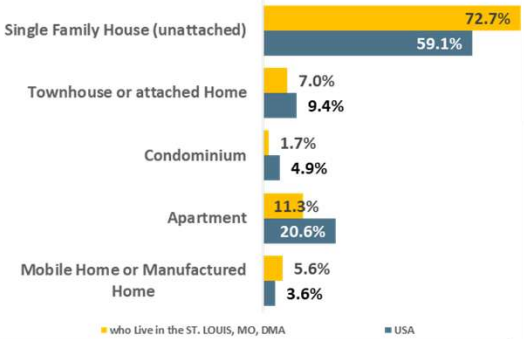
W25-54

.9% or 593,141 of USA Women 25 - 54 Live in the ST. LOUIS, MO, DMA.
Women 25 - 54 who Live in the ST. LOUIS, MO, DMA are 3.5% more likely to own their home, 20.2% more likely to own a lower valued home, 23.% more likely to have a single-family home, 19.5% more likely to have a dog.

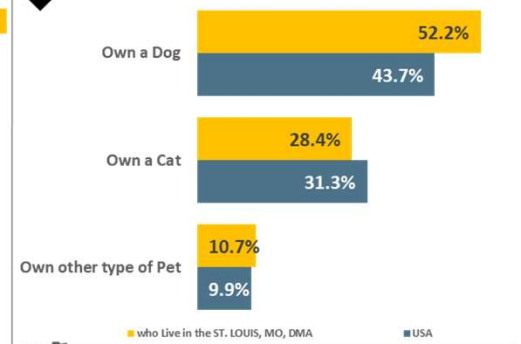
Own/Rent/Other: Women 25 - 54



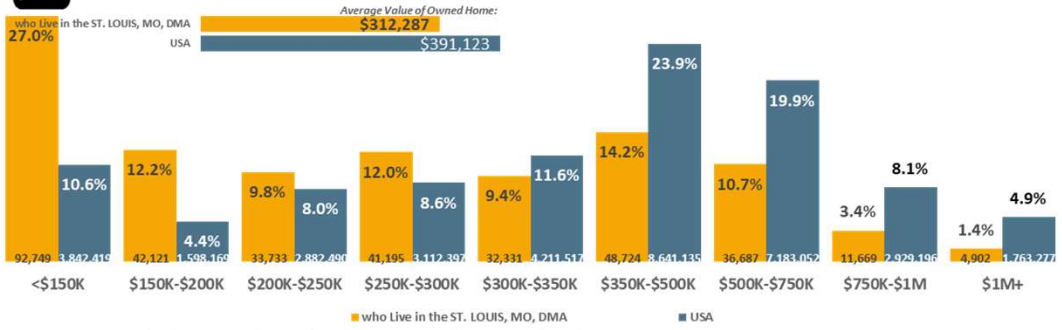
Type of Home: Women 25 - 54



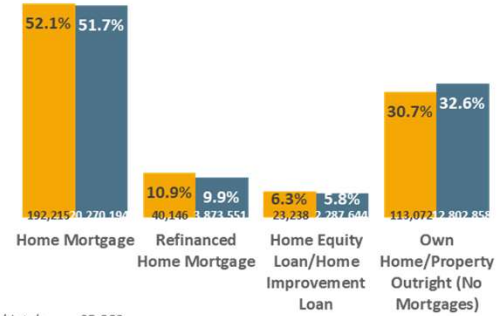
Pets in Home: Women 25 - 54



Value of Owned Home: Women 25 - 54



Home Loans: Women 25 - 54



USA USA DMA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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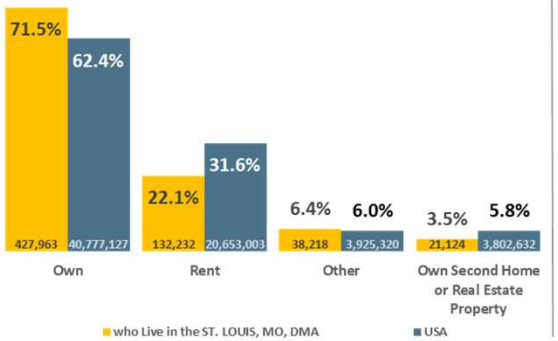
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,002



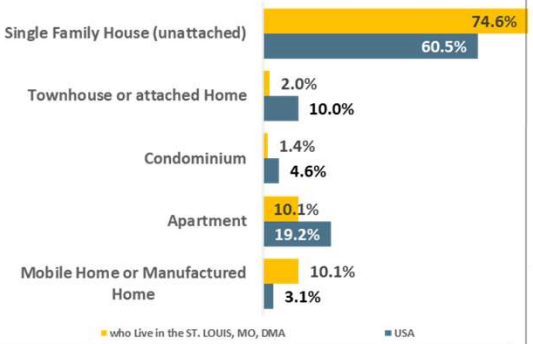
M25-54

.9% or 598,413 of USA Men 25 - 54 Live in the ST. LOUIS, MO, DMA.
Men 25 - 54 who Live in the ST. LOUIS, MO, DMA are 14.6% more likely to own their home, 23.9% more likely to own a lower valued home, 23.3% more likely to have a single-family home, 34.1% more likely to have a dog.

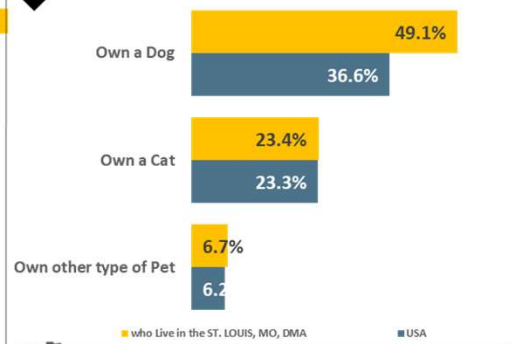
Own/Rent/Other: Men 25 - 54



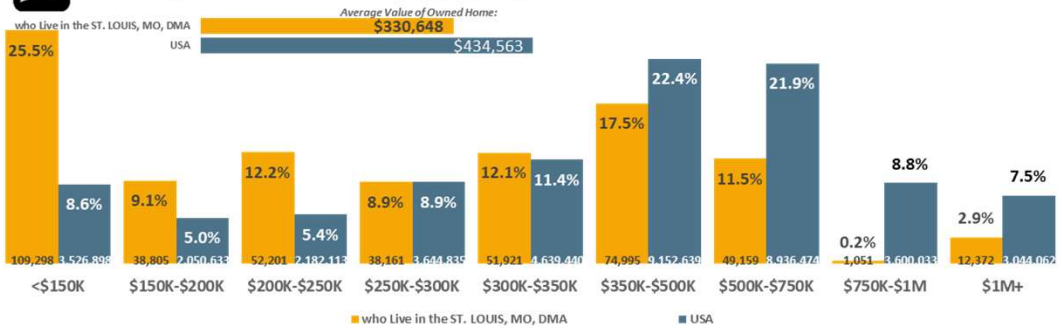
Type of Home: Men 25 - 54



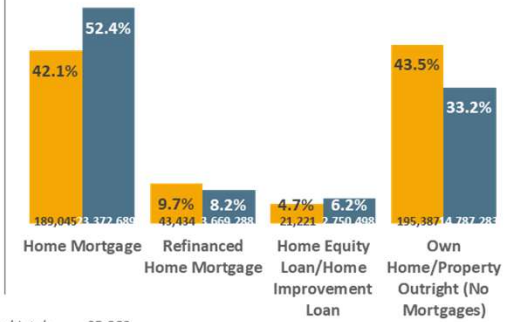
Pets in Home: Men 25 - 54



Value of Owned Home: Men 25 - 54



Home Loans: Men 25 - 54



USA *USA DMA Projection* *Scarborough R2 2025: Aug24-Jul25* *Qual Intab* *2,095*

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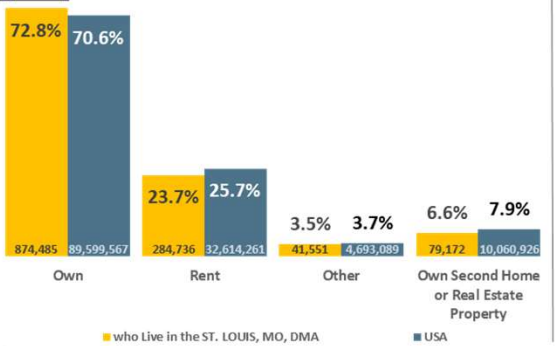
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *25,002*



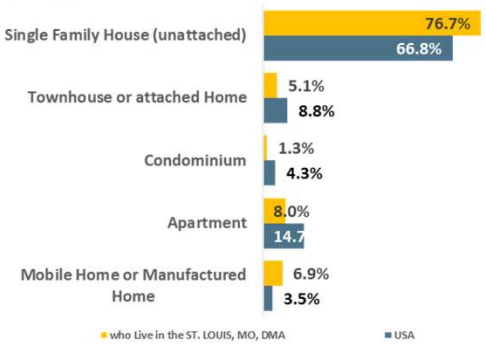
P35-64

.9% or 1,200,772 of USA Adults 35 - 64 Live in the ST. LOUIS, MO, DMA.
Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA are 3.2% more likely to own their home, 23.1% more likely to own a lower valued home, 14.9% more likely to have a single-family home, 23.2% more likely to have a dog.

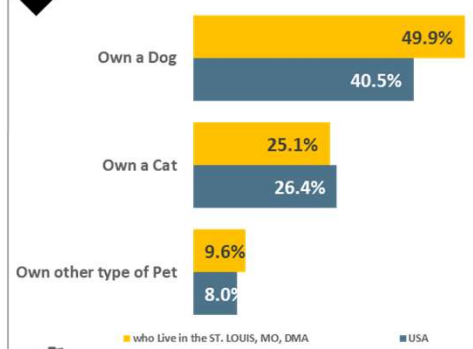
Own/Rent/Other: Adults 35 - 64



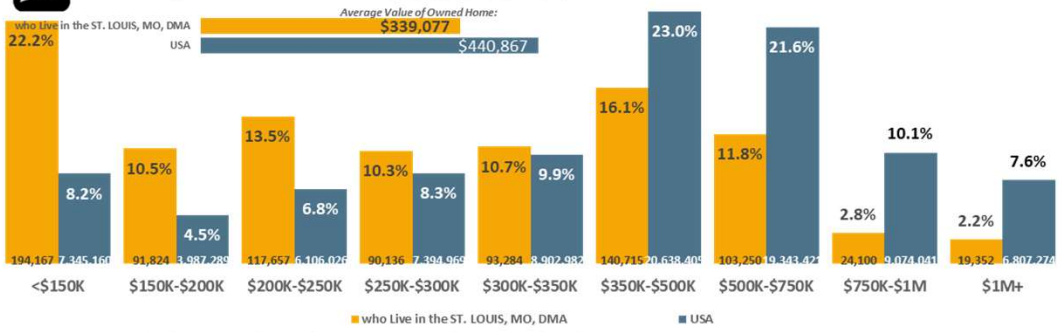
Type of Home: Adults 35 - 64



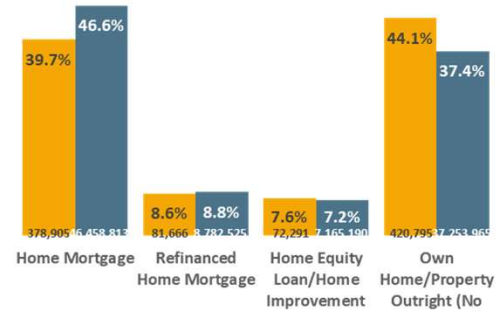
Pets in Home: Adults 35 - 64



Value of Owned Home: Adults 35 - 64



Home Loans: Adults 35 - 64



USA *USA DMA Projection* *Scarborough R2 2025: Aug24-Jul25* *Qual Intab* *2,095*

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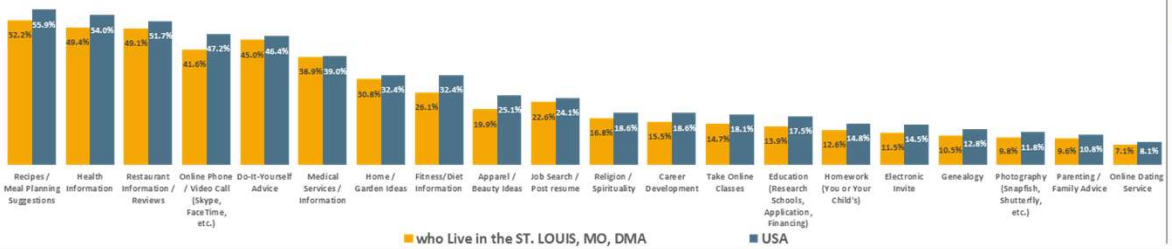
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *25,002*



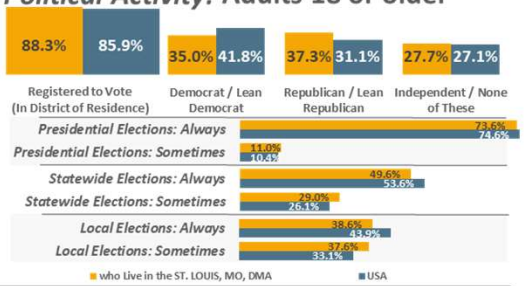
P18+

1.% or 2,510,459 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.% less likely to look up D-I-Y advice online, 11.9% less likely to always vote in local elections, 5.2% less likely to belong to a gym, 15.6% less likely to fly domestic past yr.

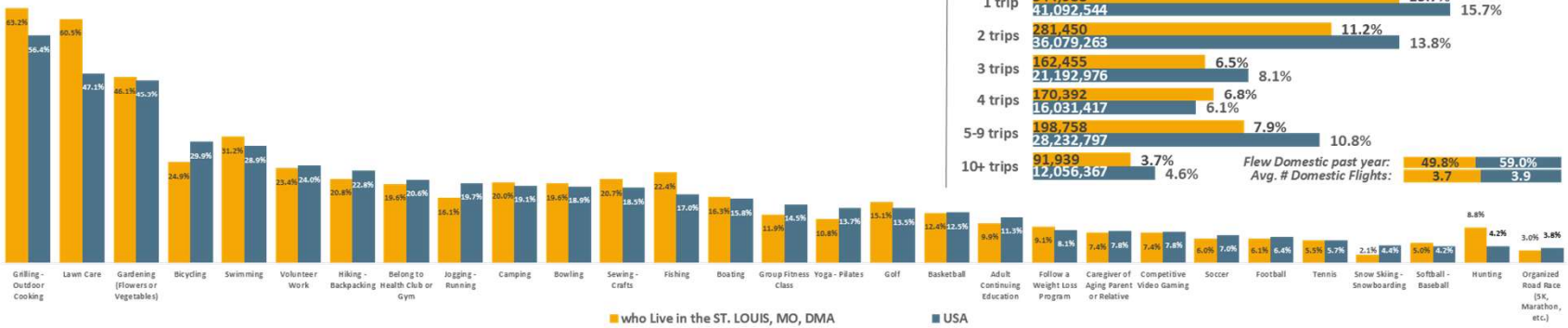
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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 DMA Projection* *Scarborough R2 2025: Aug24-Jul25* *Qual Intab* *2,095*

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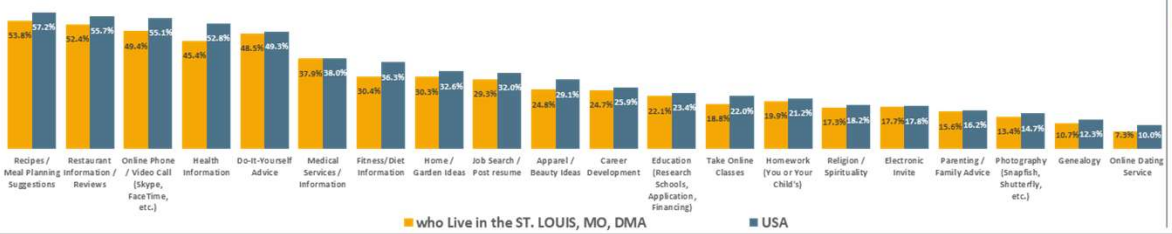
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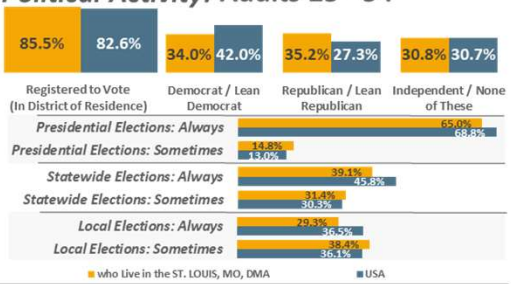
P25-54

.9% or 1,191,554 of USA Adults 25 - 54 Live in the ST. LOUIS, MO, DMA.
Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA are 1.7% less likely to look up D-I-Y advice online, 19.8% less likely to always vote in local elections, 17.2% less likely to belong to a gym, 17.3% less likely to fly domestic past yr.

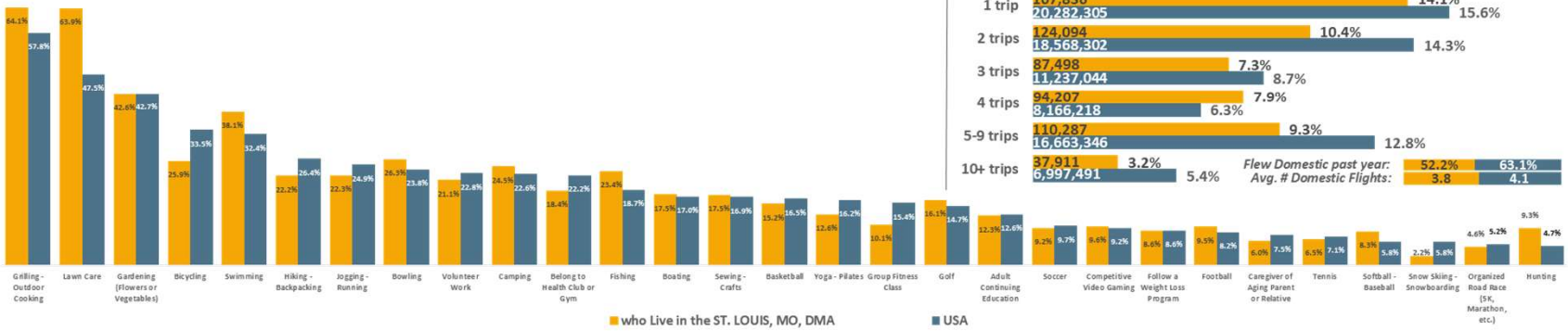
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



Political Activity: Adults 25 - 54



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



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

USA *USA DMA Projection* *Scarborough R2 2025: Aug24-Jul25* *Qual Intab* *2,095*

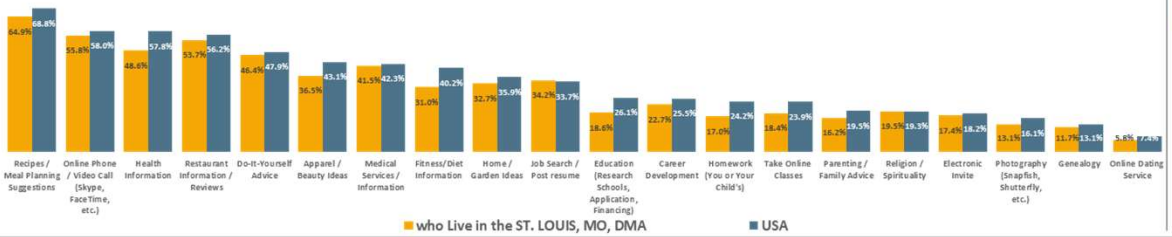
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USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *25,002*

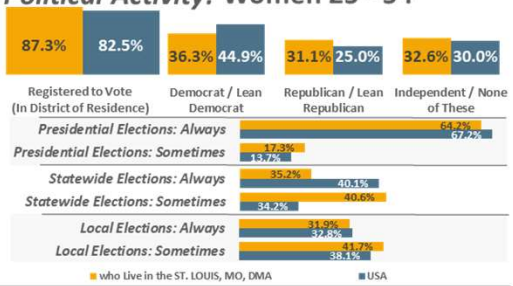


.9% or 593,141 of USA Women 25 - 54 Live in the ST. LOUIS, MO, DMA.
Women 25 - 54 who Live in the ST. LOUIS, MO, DMA are 3.% less likely to look up D-I-Y advice online, 2.7% less likely to always vote in local elections, 17.1% less likely to belong to a gym, 17.8% less likely to fly domestic past yr.

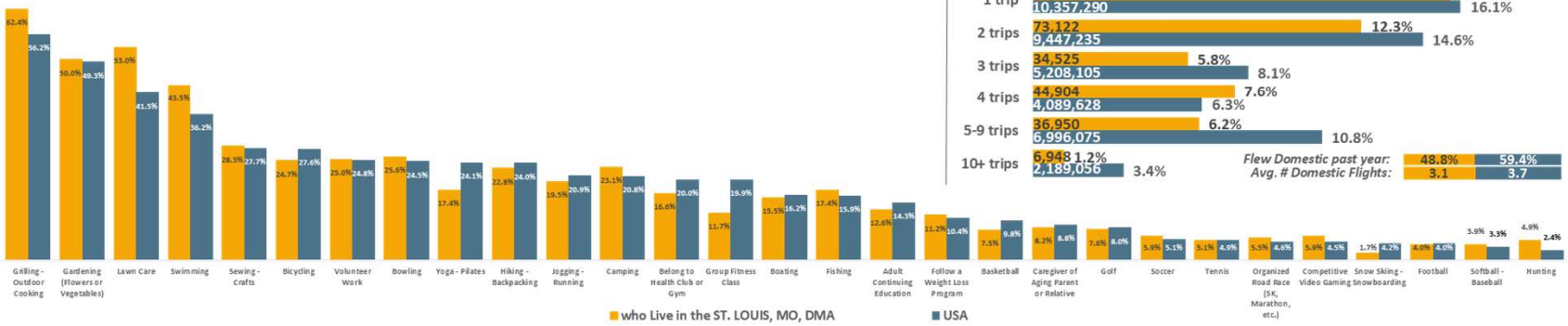
Top-20 past 30-days Online Lifestyle Activites: Women 25 - 54



Political Activity: Women 25 - 54



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



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

USA USA DMA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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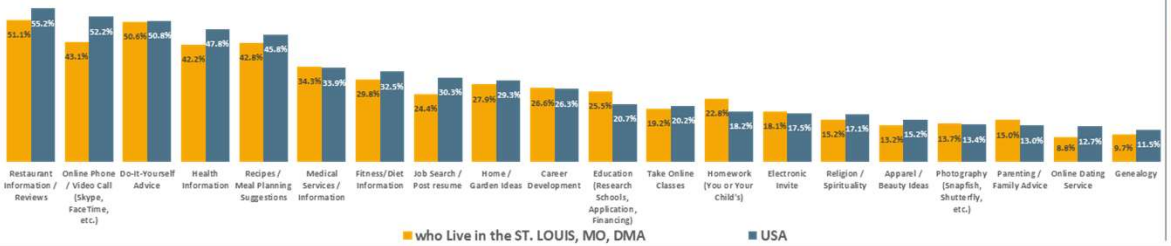
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,002



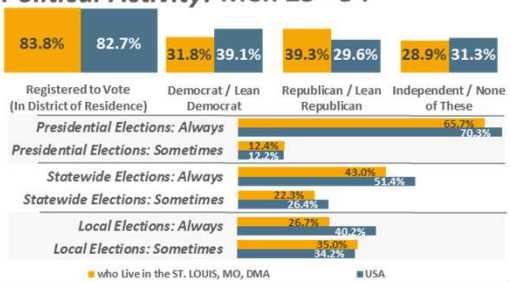
M25-54

.9% or 598,413 of USA Men 25 - 54 Live in the ST. LOUIS, MO, DMA.
Men 25 - 54 who Live in the ST. LOUIS, MO, DMA are .4% less likely to look up D-I-Y advice online, 33.6% less likely to always vote in local elections, 17.2% less likely to belong to a gym, 16.8% less likely to fly domestic past yr.

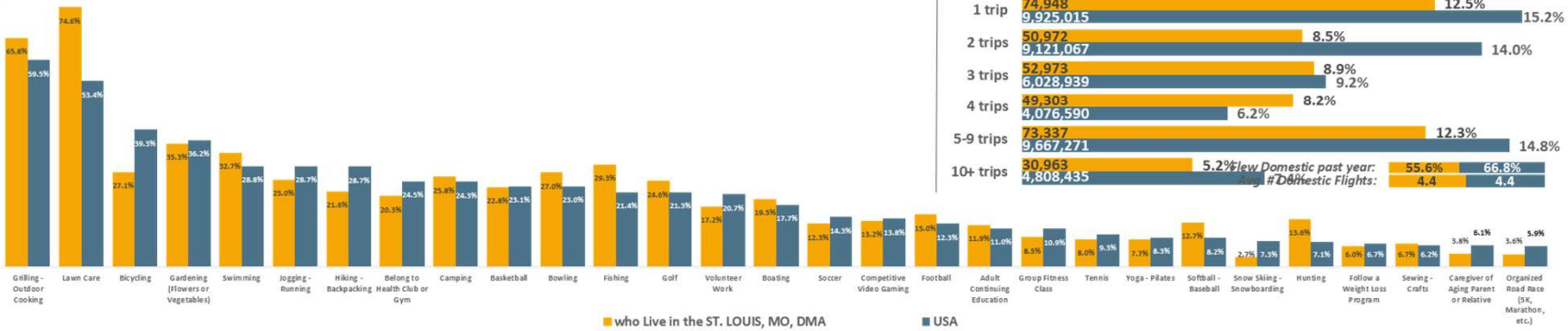
Top-20 past 30-days Online Lifestyle Activites: Men 25 - 54



Political Activity: Men 25 - 54



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



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

USA USA DMA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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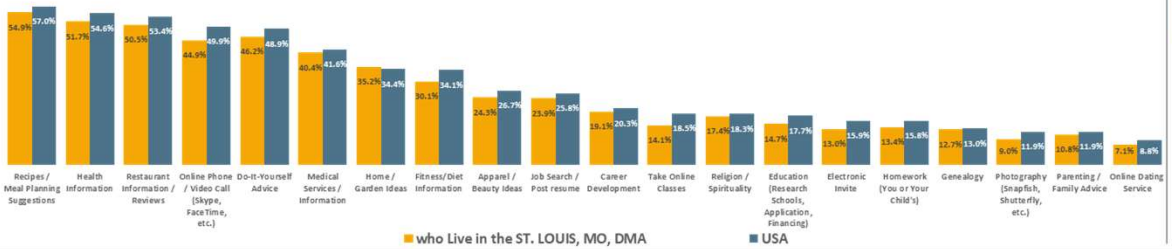
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,002



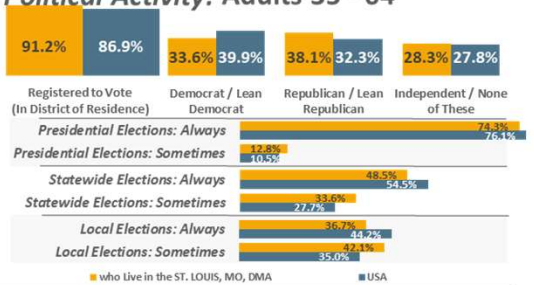
P35-64

.9% or 1,200,772 of USA Adults 35 - 64 Live in the ST. LOUIS, MO, DMA.
Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA are 5.6% less likely to look up D-I-Y advice online, 17.% less likely to always vote in local elections, 8.7% less likely to belong to a gym, 14.7% less likely to fly domestic past yr.

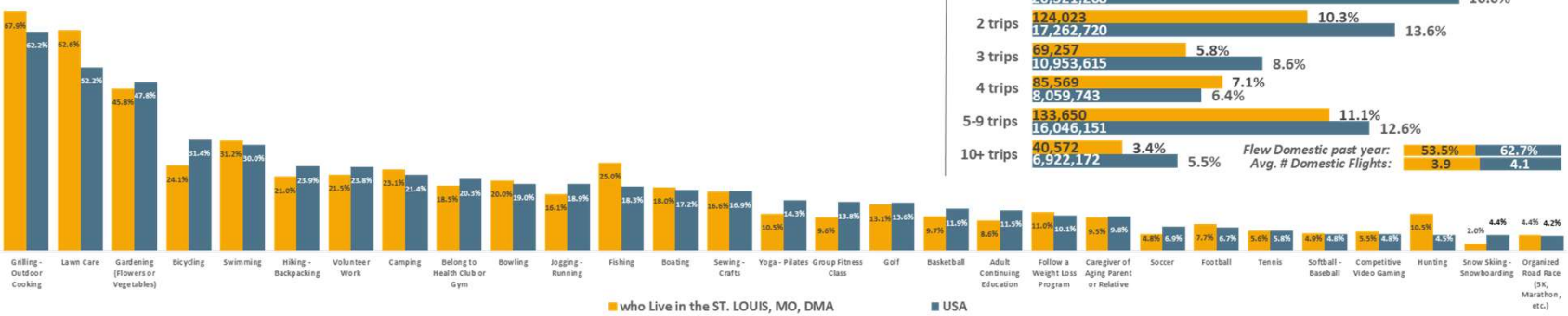
Top-20 past 30-days Online Lifestyle Activites: Adults 35 - 64



Political Activity: Adults 35 - 64



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



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

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,002



P18+

1.% or 2,510,459 of USA Adults 18 or older Live in the ST. LOUIS, MO, DMA.
Adults 18 or older who Live in the ST. LOUIS, MO, DMA are 1.8% more likely to use QSRs past mo., 1.5% less likely to use Sit-Down Restaurants past mo., .1% less likely to use Casinos past yr., 39.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:
85.8% 84.3%
2,155,074 221,062,7 74

Avg. Monthly QSR Meals:
6.4 6.0

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



Total Monthly Sit-Down Restaurant Users:
71.2% 72.3%
1,788,583 189,611,2 33

Avg. Monthly Sit-Down Restaurant Meals:
3.8 3.8

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



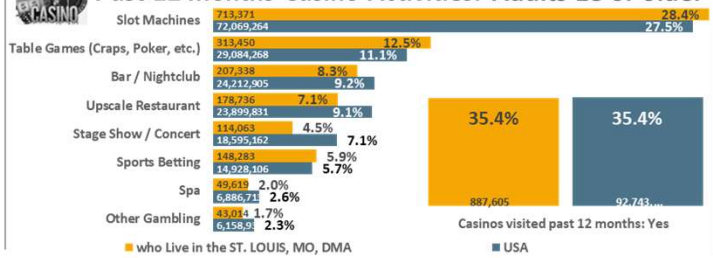
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the ST. LOUIS, MO, DMA 451,148 18.0%
USA 19.6%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *25,002*



P25-54

.9% or 1,191,554 of USA Adults 25 - 54 Live in the ST. LOUIS, MO, DMA.
Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA are 3.7% more likely to use QSRs past mo., 4.3% less likely to use Sit-Down Restaurants past mo., 4.4% more likely to use Casinos past yr., 47.2% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users:
90.6%
87.3%
1,079,166
113,402,979

Avg. Monthly QSR Meals:
6.8
6.4

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



Total Monthly Sit-Down Restaurant Users:
69.4%
72.6%
827,183
94,215,386

Avg. Monthly Sit-Down Restaurant Meals:
3.6
3.8

Top-10 Cuisines: Adults 25 - 54

(Sit-Down Restaurants Used Past 30-days)



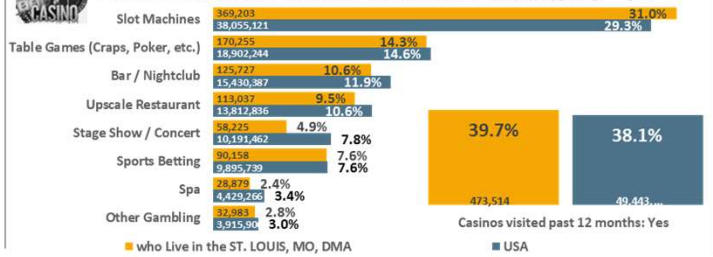
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the ST. LOUIS, MO, DMA 265,381 22.3%
USA 25.0%

Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



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USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *25,002*



W25-54

.9% or 593,141 of USA Women 25 - 54 Live in the ST. LOUIS, MO, DMA.
Women 25 - 54 who Live in the ST. LOUIS, MO, DMA are 2.4% more likely to use QSRs past mo., 6.7% less likely to use Sit-Down Restaurants past mo., 1.1% more likely to use Casinos past yr., 57.2% more likely to smoke cigarettes.

Past 30-days QSR Users: Women 25 - 54



	who Live in the ST. LOUIS, MO, DMA	USA
1 time	8.9%	8.0%
2 times	8.7%	11.0%
3 times	12.4%	12.0%
4 times	10.4%	10.4%
5 times	12.0%	10.4%
6 - 9 times	22.3%	19.3%
10 times or more	15.8%	17.2%

Total Monthly QSR Users:

who Live in the ST. LOUIS, MO, DMA	USA
90.4%	88.3%
536,147	56,957,709

Avg. Monthly QSR Meals:

who Live in the ST. LOUIS, MO, DMA	USA
6.3	6.4

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



	who Live in the ST. LOUIS, MO, DMA	USA
1 time	15.6%	18.1%
2 times	16.6%	15.1%
3 times	12.3%	13.2%
4 times	9.2%	8.9%
5 times	6.8%	6.6%
6 - 9 times	4.5%	7.1%
10 times or more	2.7%	3.5%

Total Monthly Sit-Down Restaurant Users:

who Live in the ST. LOUIS, MO, DMA	USA
67.7%	72.5%
401,420	46,764,751

Avg. Monthly Sit-Down Restaurant Meals:

who Live in the ST. LOUIS, MO, DMA	USA
3.4	3.6

Top-10 Cuisines: Women 25 - 54

(Sit-Down Restaurants Used Past 30-days)



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

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

who Live in the ST. LOUIS, MO, DMA	125,488	21.2%
USA	[illegible]	26.3%

Drank Past 30-days: Women 25 - 54

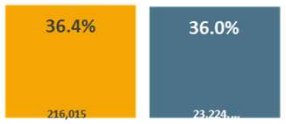
	who Live in the ST. LOUIS, MO, DMA	USA
Liquor	262,962 44.3%	29,568,391 45.8%
Wine	169,775 28.6%	21,548,420 33.4%
Any Type of Beer	195,460 33.0%	21,272,766 33.0%
Domestic Regular Beer	117,531 19.8%	12,659,876 19.6%
Domestic Light Beer	153,371 25.9%	12,649,997 19.6%
Imported Beer	81,546 13.7%	12,262,813 19.0%
Microbrew / Craft Beer	35,770 6.0%	7,097,118 11.0%



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

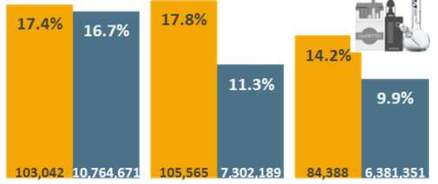
Past 12 months Casino Activities: Women 25 - 54

	who Live in the ST. LOUIS, MO, DMA	USA
Slot Machines	180,227 30.4%	18,954,406 29.4%
Bar / Nightclub	64,644 10.9%	7,266,713 11.3%
Upscale Restaurant	47,149 7.9%	6,135,662 9.5%
Table Games (Craps, Poker, etc.)	37,770 6.4%	5,967,195 9.3%
Stage Show / Concert	24,618 4.2%	5,223,423 8.1%
Spa	19,149 3.2%	2,394,327 3.7%
Sports Betting	16,495 2.8%	2,120,065 3.3%
Other Gambling	23,041 3.9%	1,693,8 2.6%



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

Used Past 30-days: Women 25 - 54



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

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M25-54

.9% or 598,413 of USA Men 25 - 54 Live in the ST. LOUIS, MO, DMA.
Men 25 - 54 who Live in the ST. LOUIS, MO, DMA are 5.1% more likely to use QSRs past mo., 2.% less likely to use Sit-Down Restaurants past mo., 7.3% more likely to use Casinos past yr., 38.4% more likely to smoke cigarettes.

Past 30-days QSR Users: Men 25 - 54



Total Monthly QSR Users:
90.7%
543,019
86.4%
56,445,26
9

Avg. Monthly QSR Meals:
7.2
6.5

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



Total Monthly Sit-Down Restaurant Users:
71.1%
425,763
72.6%
47,450,63
4

Avg. Monthly Sit-Down Restaurant Meals:
3.8
4.0

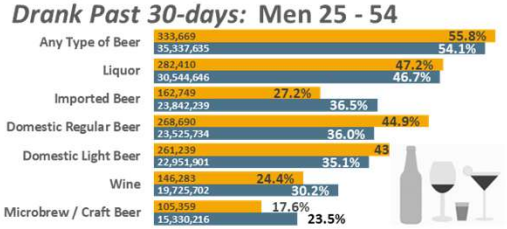
Top-10 Cuisines: Men 25 - 54

(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the ST. LOUIS, MO, DMA 139,893 23.4%
USA 23.7%

Drank Past 30-days: Men 25 - 54



Past 12 months Casino Activities: Men 25 - 54



Used Past 30-days: Men 25 - 54



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USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *25,002*



P35-64

.9% or 1,200,772 of USA Adults 35 - 64 Live in the ST. LOUIS, MO, DMA.
Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA are 4.3% more likely to use QSRs past mo., 1.7% less likely to use Sit-Down Restaurants past mo., .9% less likely to use Casinos past yr., 32.1% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 35 - 64



Total Monthly QSR Users:
90.6%
1,087,834
86.8%
110,206,640

Avg. Monthly QSR Meals:
6.8
6.2

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



Total Monthly Sit-Down Restaurant Users:
72.9%
875,157
74.2%
94,120,933

Avg. Monthly Sit-Down Restaurant Meals:
3.9
3.8

Top-10 Cuisines: Adults 35 - 64

(Sit-Down Restaurants Used Past 30-days)



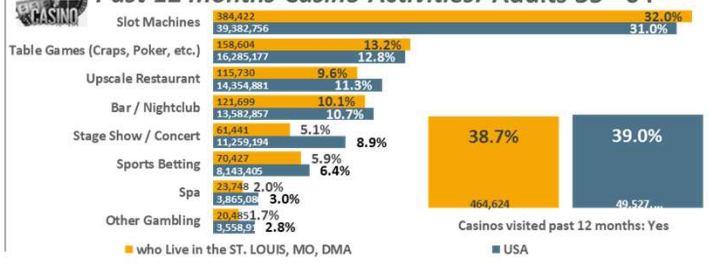
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the ST. LOUIS, MO, DMA 215,739 18.0%
USA 20.5%

Drank Past 30-days: Adults 35 - 64



Past 12 months Casino Activities: Adults 35 - 64





Used Past 30-days: Adults 35 - 64



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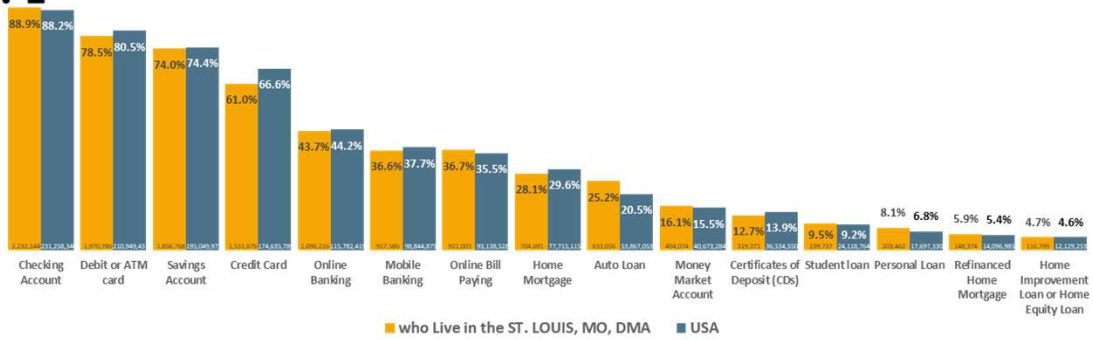
P18+

1.% or 2,510,459 of USA Adults 18 or older Live in the ST. LOUIS, MO, DMA.
Adults 18 or older who Live in the ST. LOUIS, MO, DMA are 1.4% less likely to have a 401K, 22.7% more likely to have an Auto Loan, 17.1% less likely to Invest/Trade Stocks Online, 6.5% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



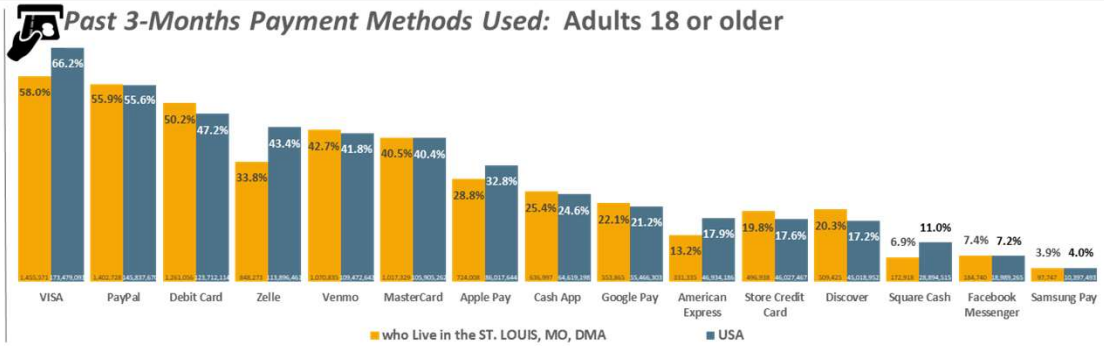
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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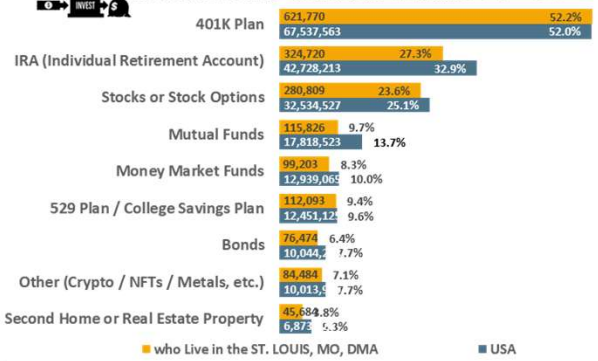


P25-54

.9% or 1,191,554 of USA Adults 25 - 54 Live in the ST. LOUIS, MO, DMA.
Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA are .3% more likely to have a 401K, 16.6% more likely to have an Auto Loan, 20.2% less likely to Invest/Trade Stocks Online, 4.8% more likely to pay with their Debit Card.

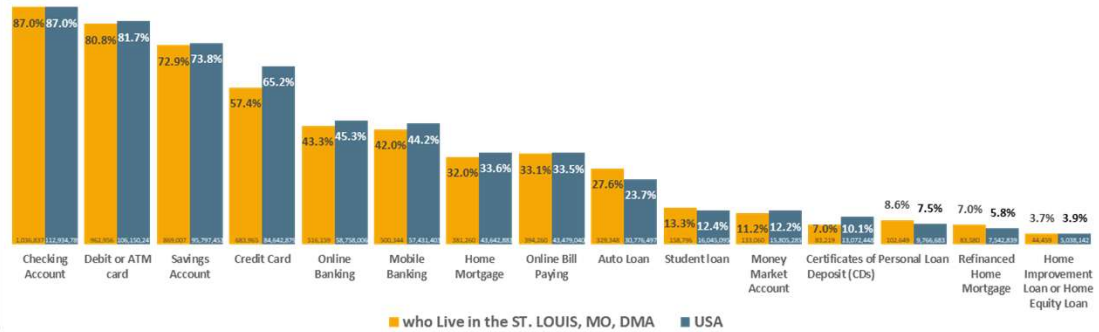
Investments Owned: Adults 25 - 54





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





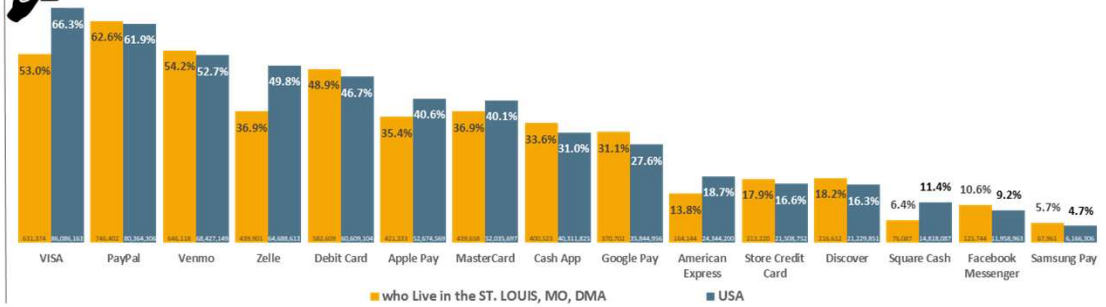
Professional Services Used:* Adults 25 - 54



(*Past 12 Months)

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





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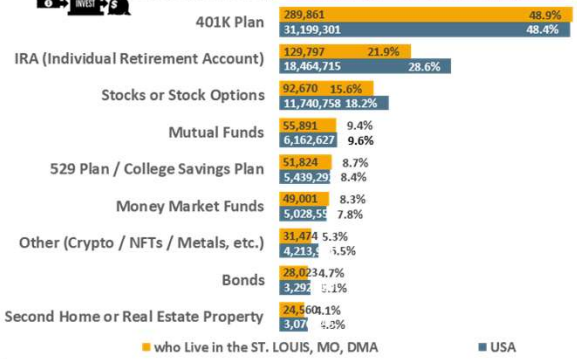


W25-54

.9% or 593,141 of USA Women 25 - 54 Live in the ST. LOUIS, MO, DMA.
Women 25 - 54 who Live in the ST. LOUIS, MO, DMA are 1.% more likely to have a 401K, 14.8% more likely to have an Auto Loan, 27.% less likely to Invest/Trade Stocks Online, .7% less likely to pay with their Debit Card.

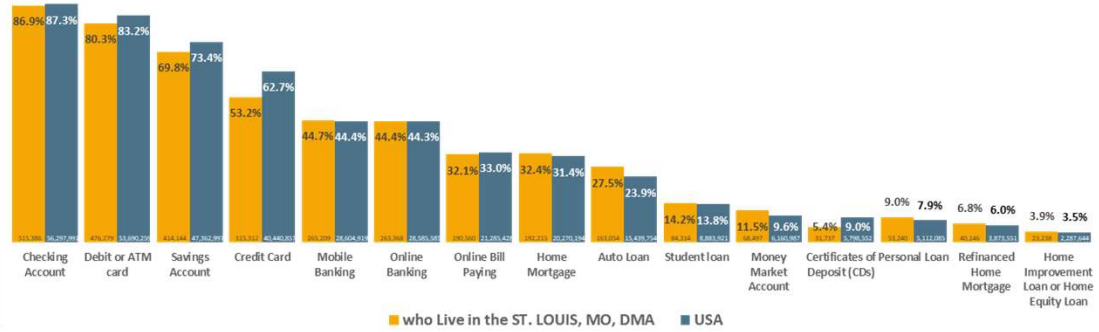
Investments Owned: Women 25 - 54





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





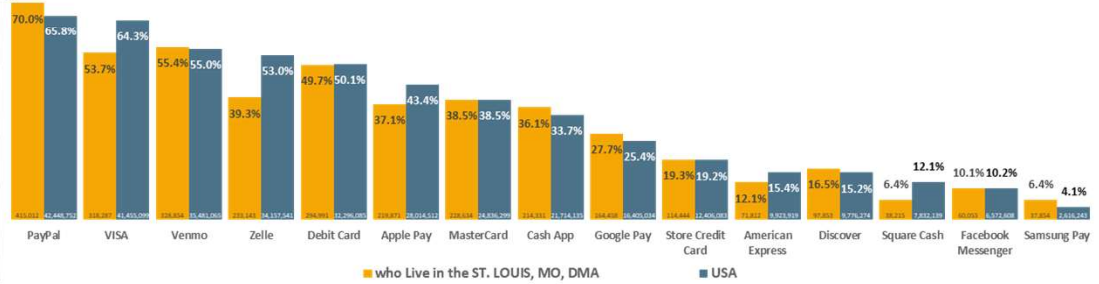
Professional Services Used:* Women 25 - 54



*(*Past 12 Months)*

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





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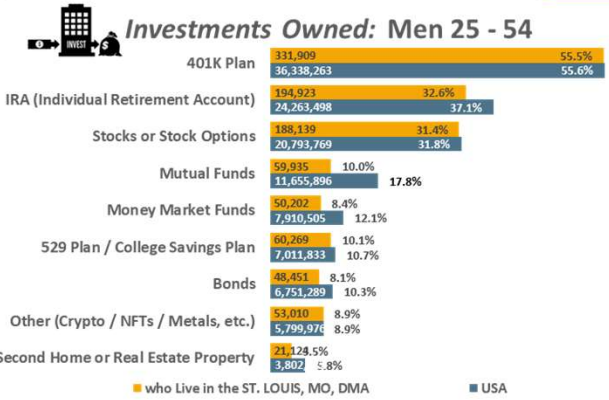
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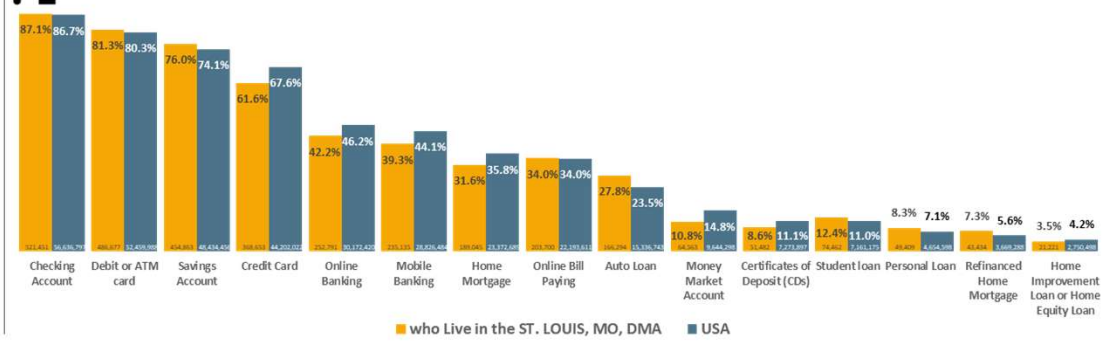
M25-54

.9% or 598,413 of USA Men 25 - 54 Live in the ST. LOUIS, MO, DMA.
Men 25 - 54 who Live in the ST. LOUIS, MO, DMA are .2% less likely to have a 401K, 18.4% more likely to have an Auto Loan, 16.9% less likely to Invest/Trade Stocks Online, 10.9% more likely to pay with their Debit Card.

Investments Owned: Men 25 - 54



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

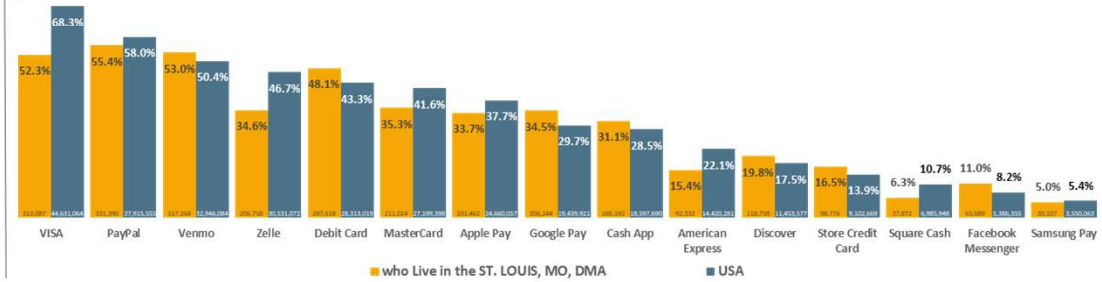


Professional Services Used:* Men 25 - 54



*(*Past 12 Months)*

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



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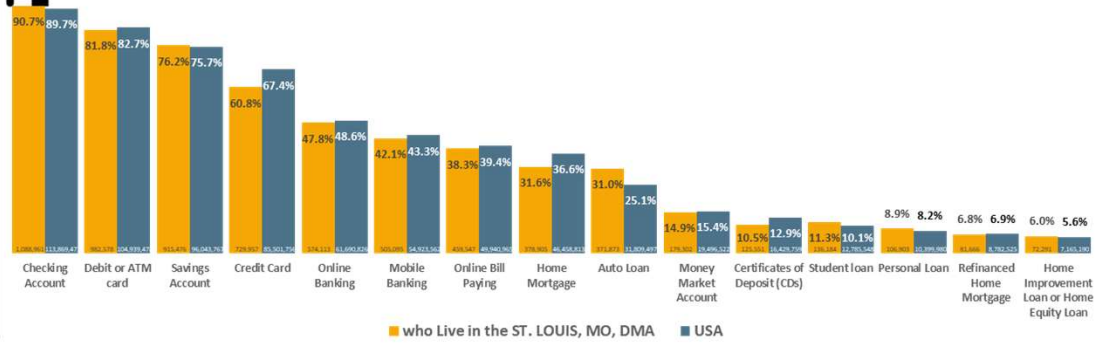
P35-64

.9% or 1,200,772 of USA Adults 35 - 64 Live in the ST. LOUIS, MO, DMA.
Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA are .9% more likely to have a 401K, 23.6% more likely to have an Auto Loan, 20.4% less likely to Invest/Trade Stocks Online, 4.1% more likely to pay with their Debit Card.

Investments Owned: Adults 35 - 64



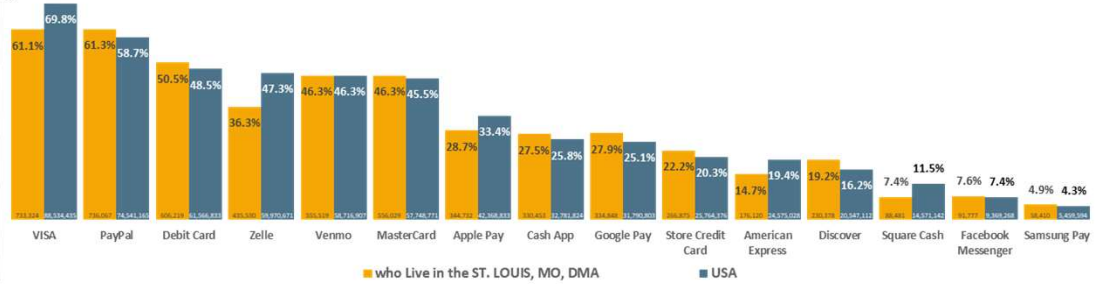
Financial Services Has and/or Uses: Adults 35 - 64



Professional Services Used:* Adults 35 - 64



Past 3-Months Payment Methods Used: Adults 35 - 64



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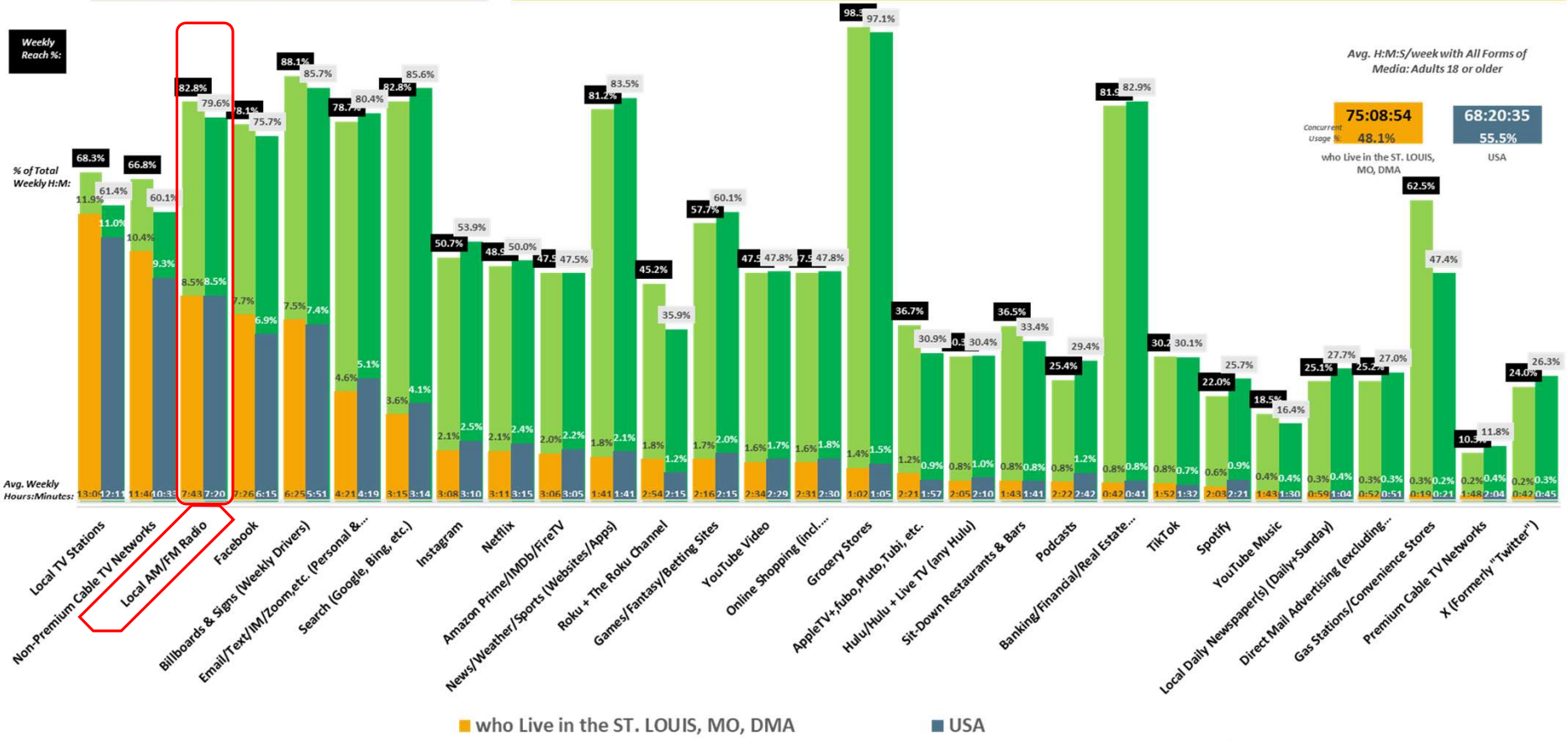
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P18+

Adults 18 or older who Live in the ST. LOUIS, MO, DMA spend an average of 3 days, 3 hours, 8 minutes and 54 seconds each week with All Forms of Media.

82.8% of Adults 18 or older who Live in the ST. LOUIS, MO, DMA spend an avg. of 7 hours and 43 minutes each week listening to All Local AM/FM Radio, representing 8.5% of total time spent with all forms of Media.



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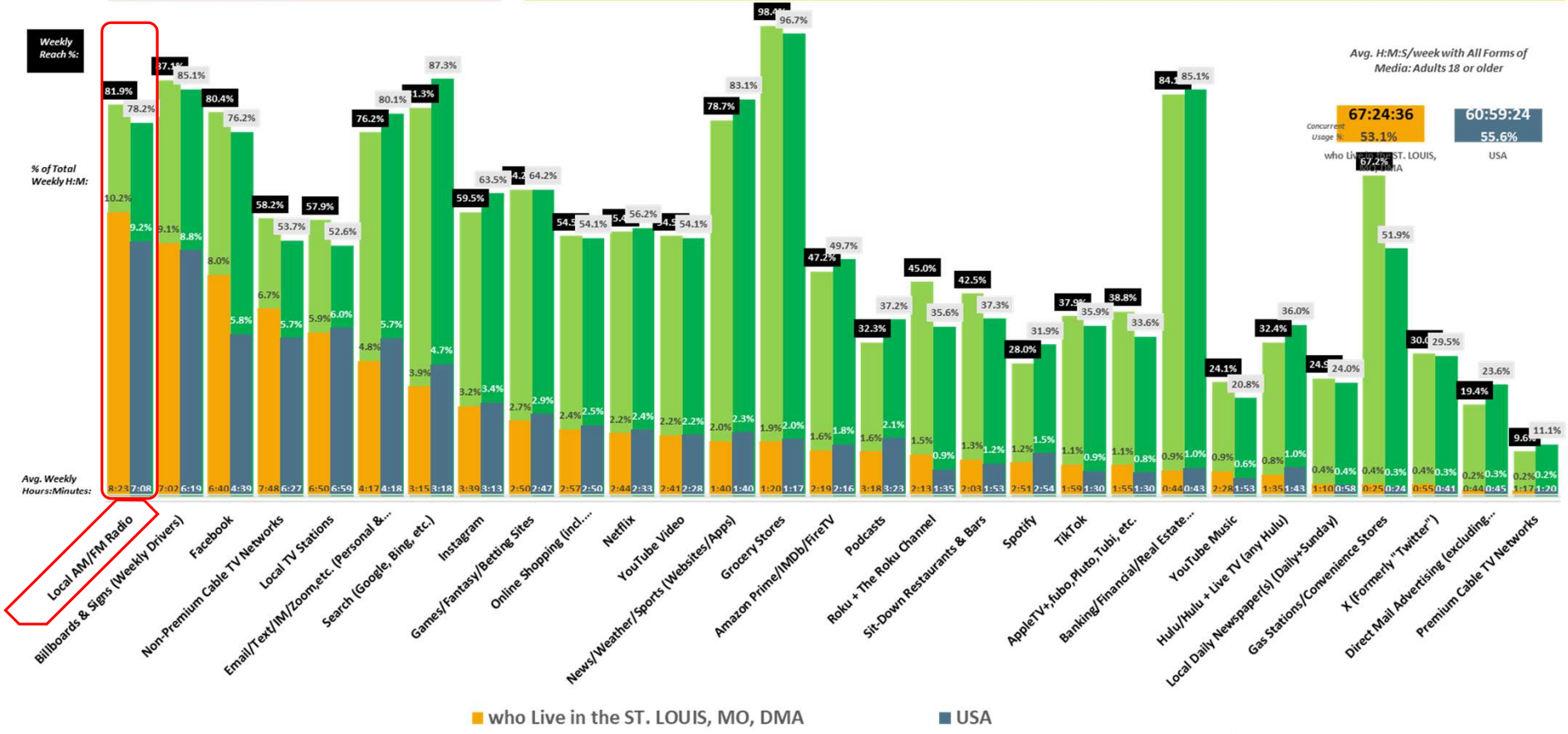
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P25-54

Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an average of 2 days, 19 hours, 24 minutes and 36 seconds each week with All Forms of Media.

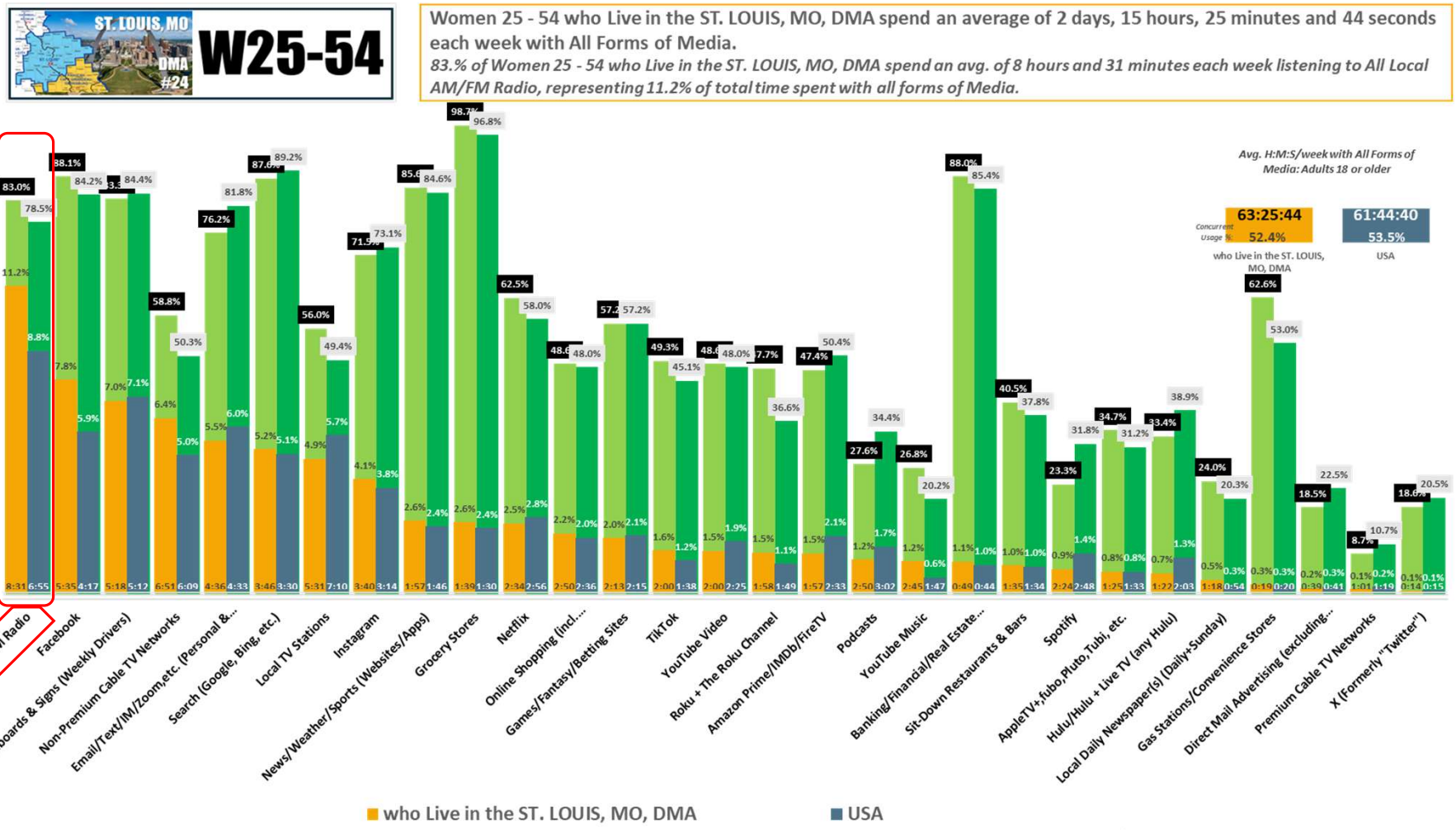
81.9% of Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an avg. of 8 hours and 23 minutes each week listening to All Local AM/FM Radio, representing 10.2% of total time spent with all forms of Media.



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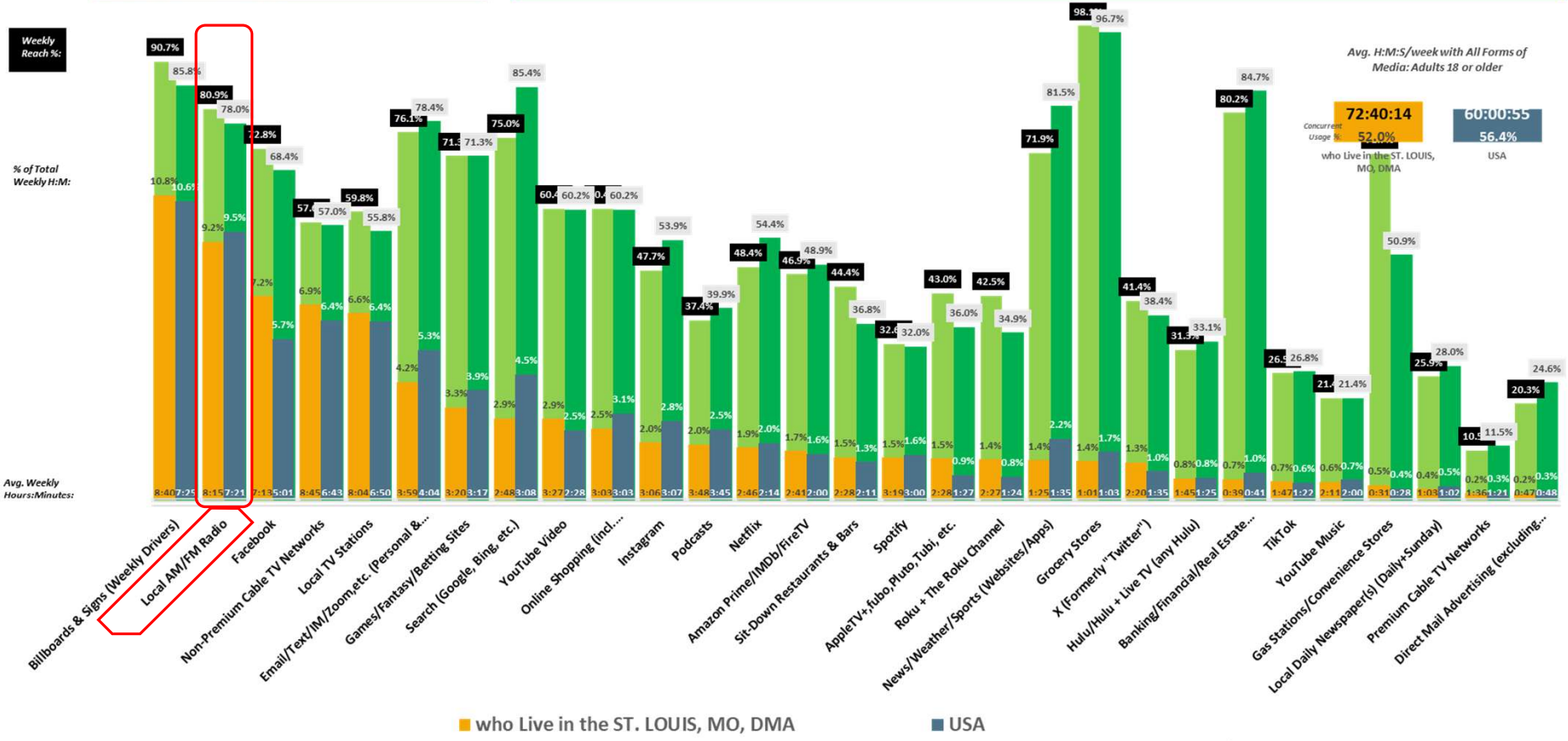
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Men 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an average of 3 days, 0 hours, 40 minutes and 14 seconds each week with All Forms of Media.

80.9% of Men 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an avg. of 8 hours and 15 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.



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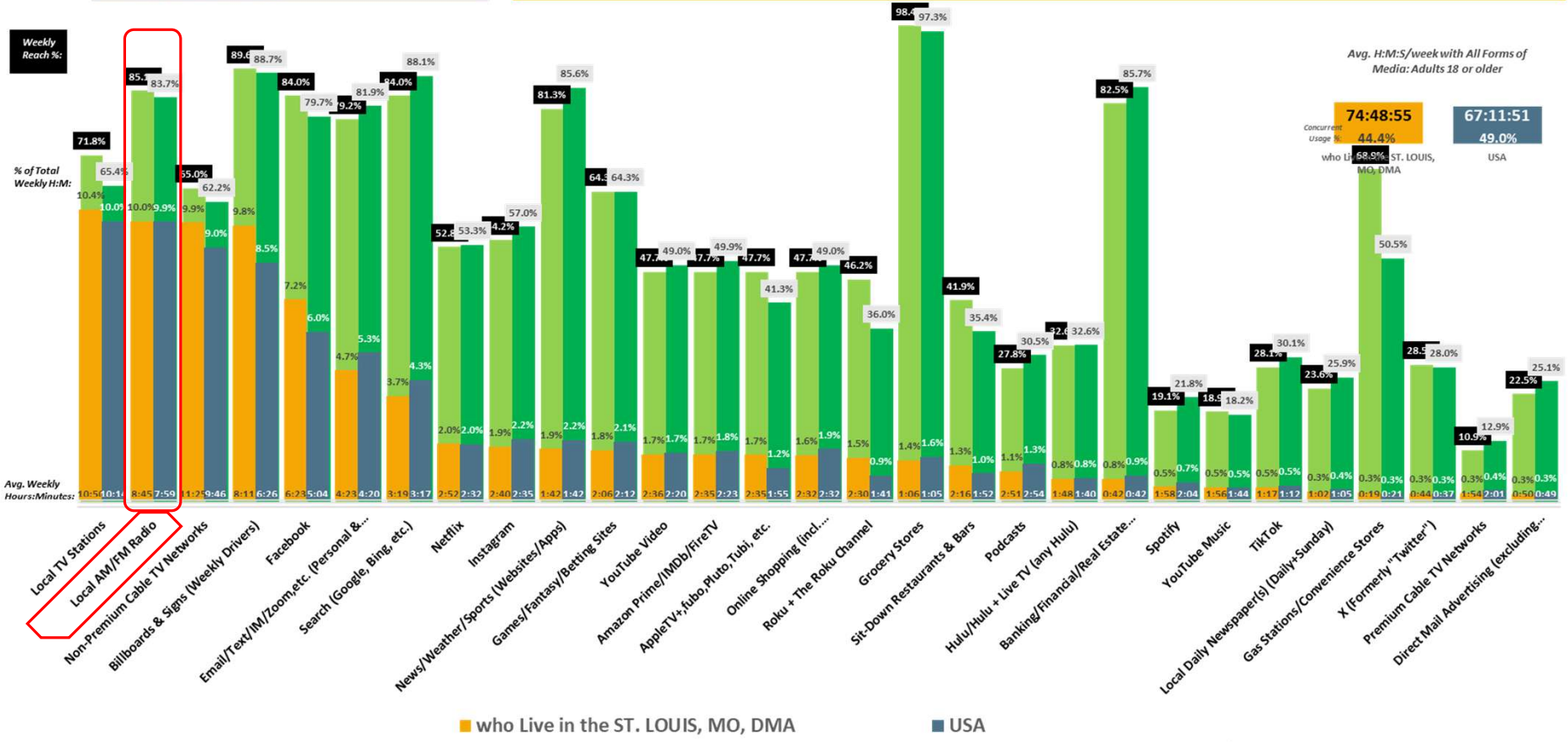
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P35-64

Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA spend an average of 3 days, 2 hours, 48 minutes and 55 seconds each week with All Forms of Media.

85.1% of Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA spend an avg. of 8 hours and 45 minutes each week listening to All Local AM/FM Radio, representing 10.% of total time spent with all forms of Media.



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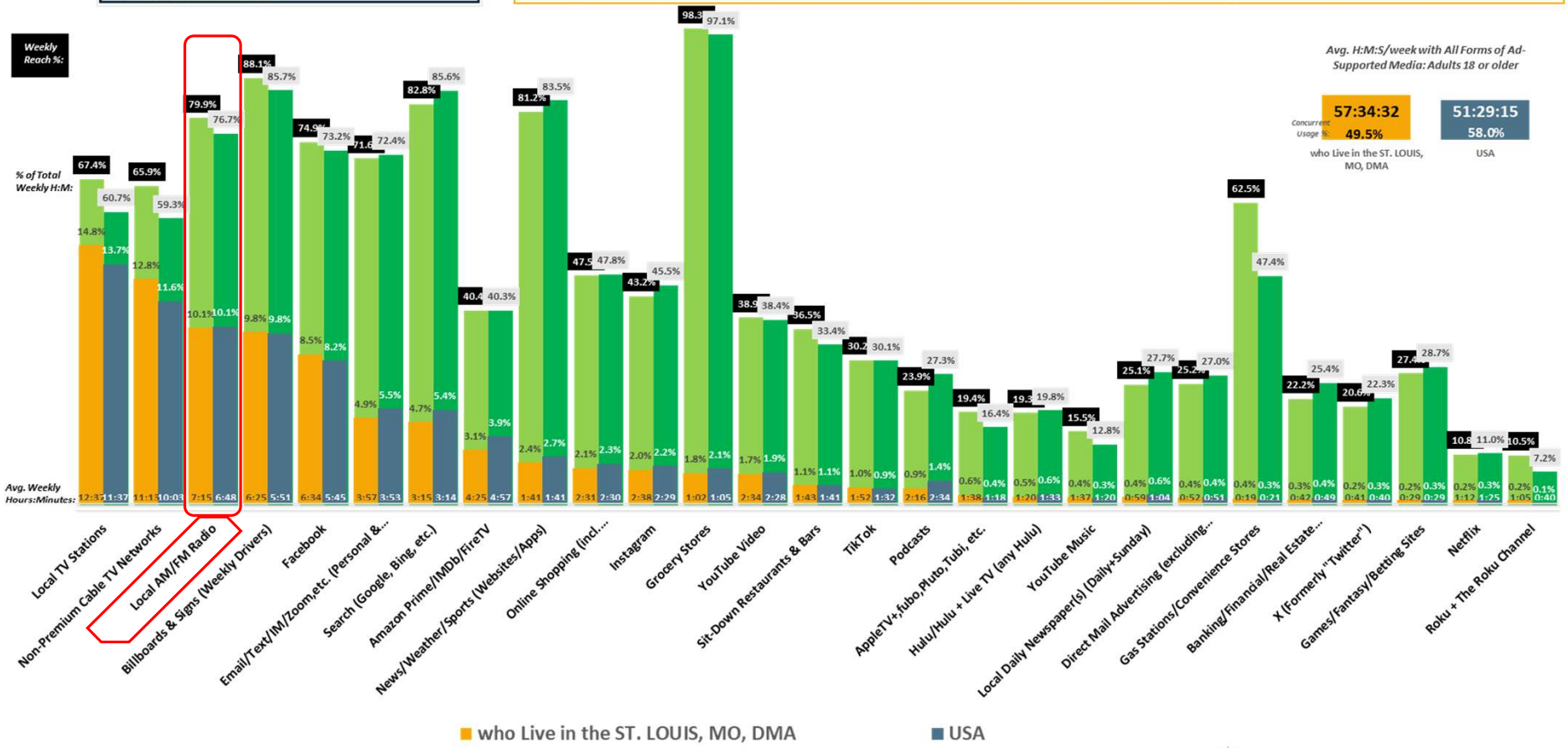
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P18+

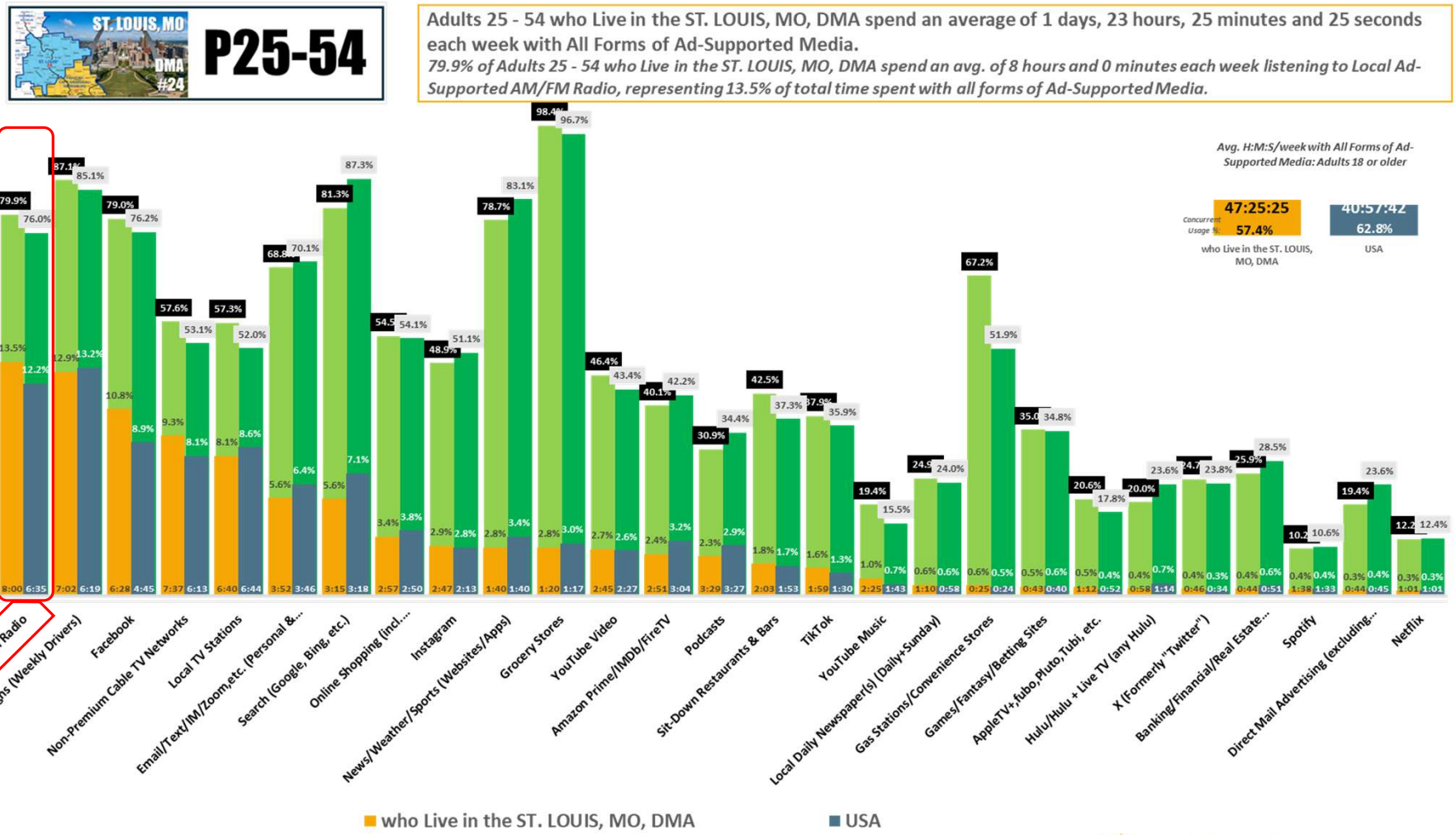
Adults 18 or older who Live in the ST. LOUIS, MO, DMA spend an average of 2 days, 9 hours, 34 minutes and 32 seconds each week with All Forms of Ad-Supported Media.

79.9% of Adults 18 or older who Live in the ST. LOUIS, MO, DMA spend an avg. of 7 hours and 15 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.1% of total time spent with all forms of Ad-Supported Media.



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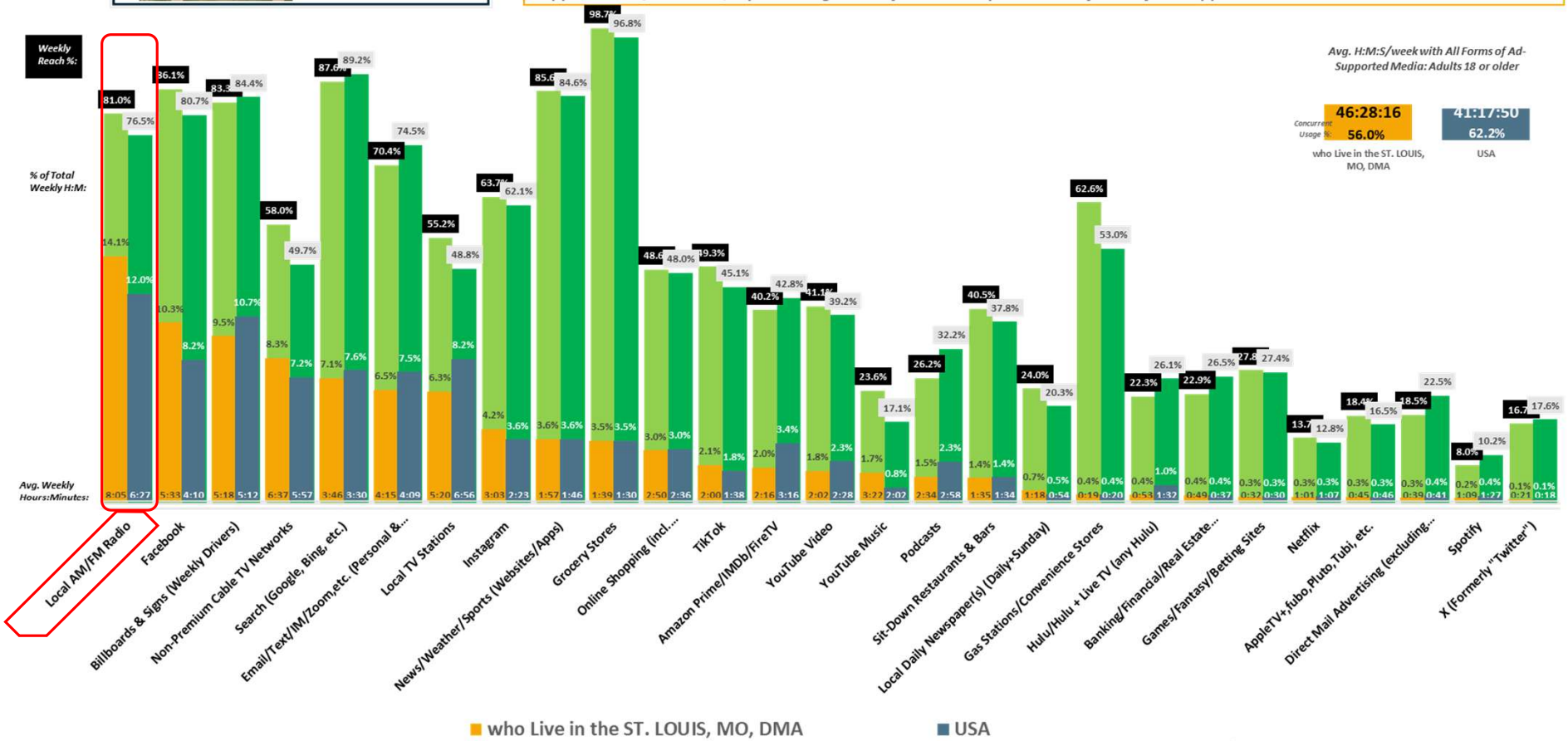
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Women 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an average of 1 days, 22 hours, 28 minutes and 16 seconds each week with All Forms of Ad-Supported Media.

81.% of Women 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an avg. of 8 hours and 5 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.1% of total time spent with all forms of Ad-Supported Media.



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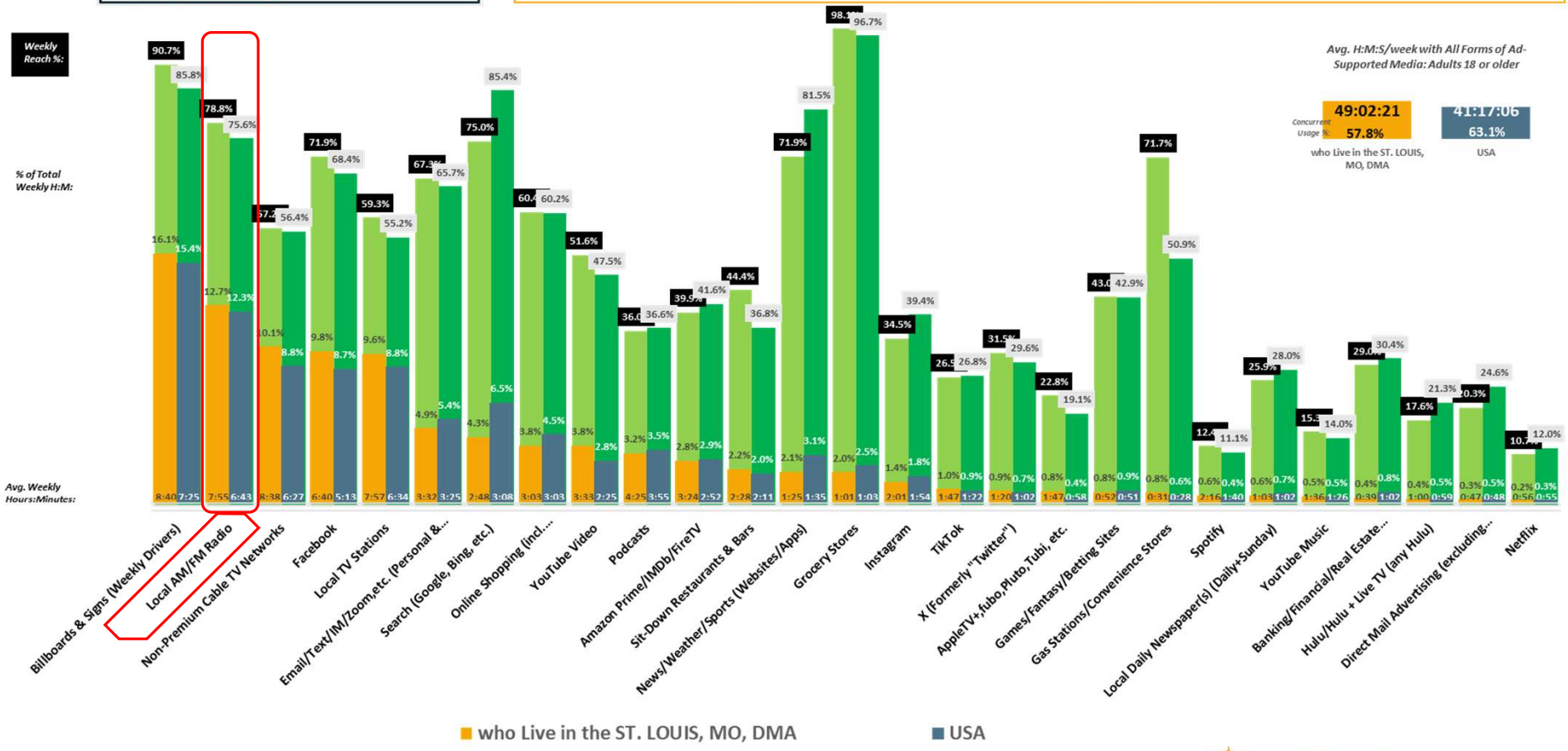
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M25-54

Men 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an average of 2 days, 1 hours, 2 minutes and 21 seconds each week with All Forms of Ad-Supported Media.

78.8% of Men 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an avg. of 7 hours and 55 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.7% of total time spent with all forms of Ad-Supported Media.



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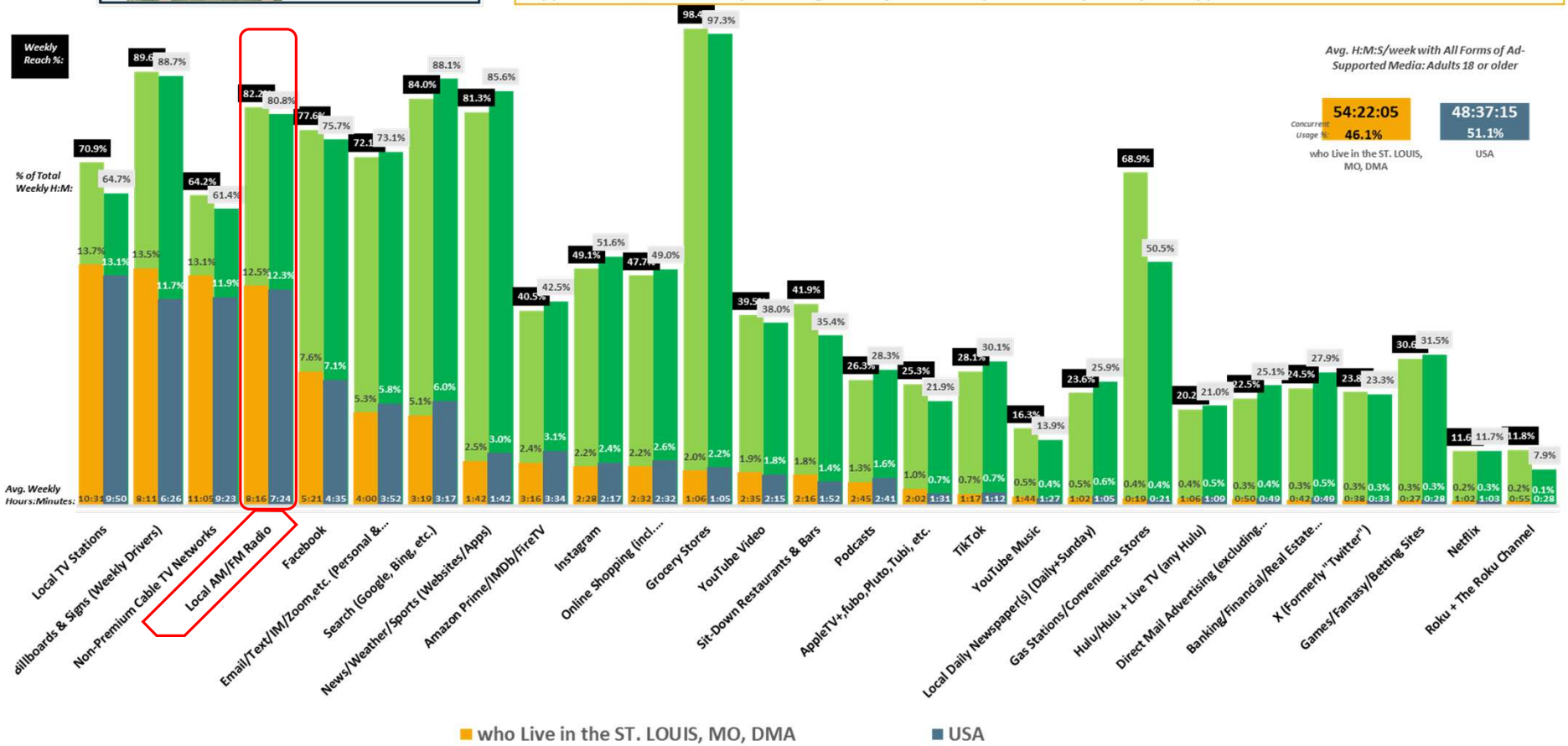
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P35-64

Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA spend an average of 2 days, 6 hours, 22 minutes and 5 seconds each week with All Forms of Ad-Supported Media.

82.2% of Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA spend an avg. of 8 hours and 16 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.5% of total time spent with all forms of Ad-Supported Media.



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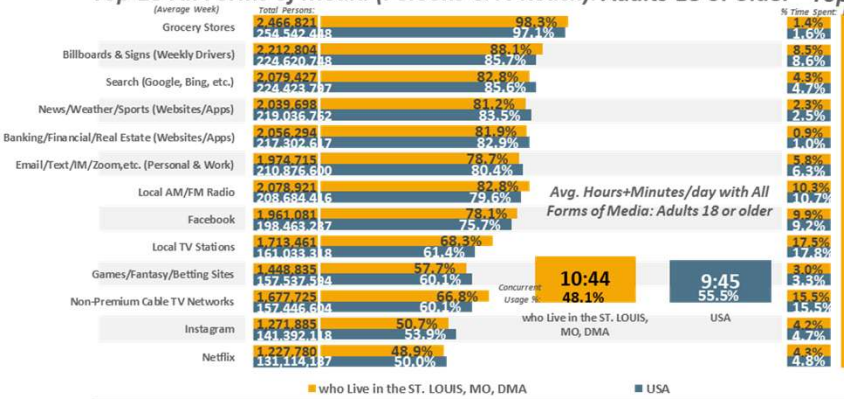
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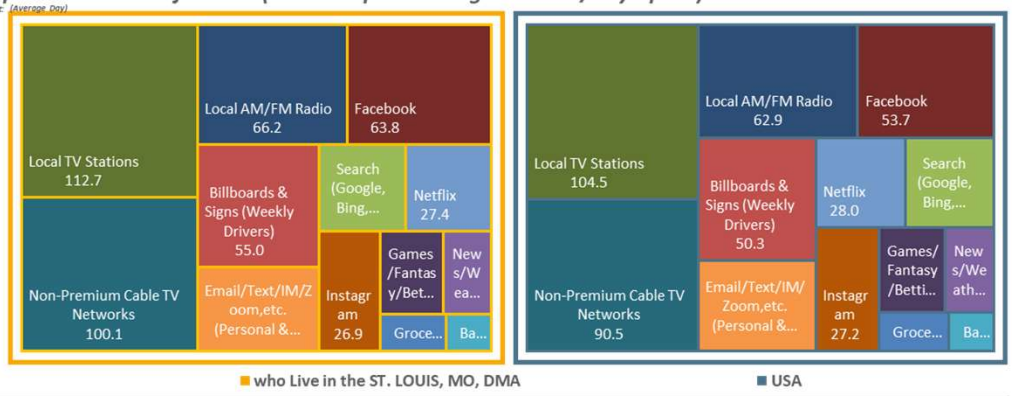
P18+

Adults 18 or older who Live in the ST. LOUIS, MO, DMA spend an average of 8 hours and 13 minutes each day with All Forms of Ad-Supported Media. 79.9% listen to Local AM/FM Radio for an avg. of 62.2 minutes/day. *(Local Radio delivers 10.1% of Time with Ad-Supported Media.)*

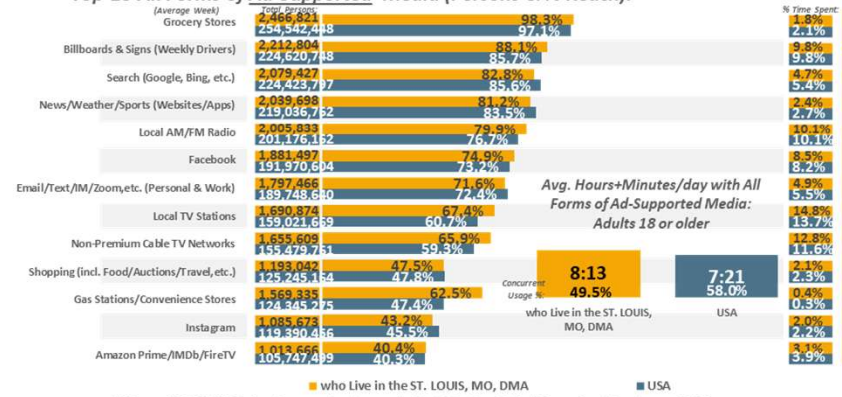
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



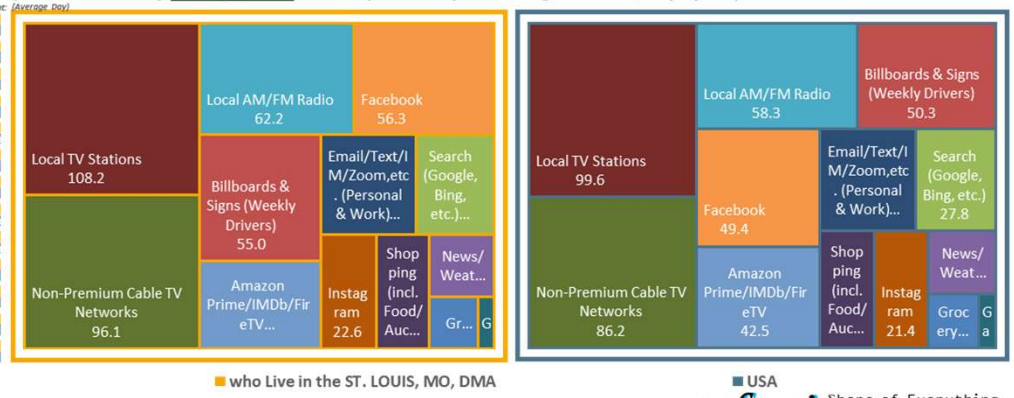
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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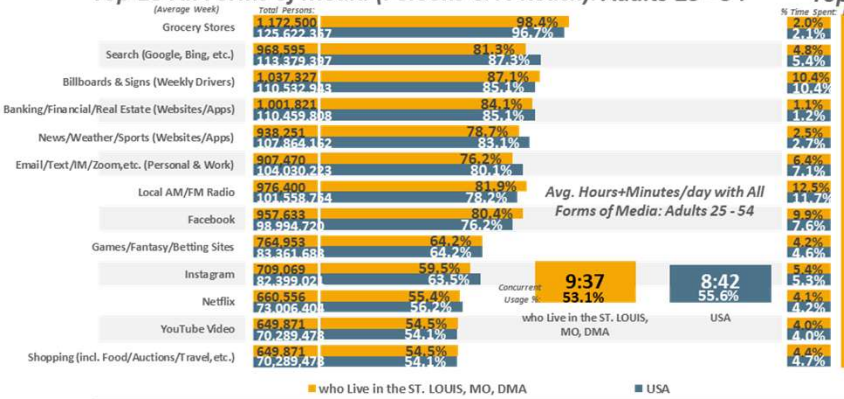
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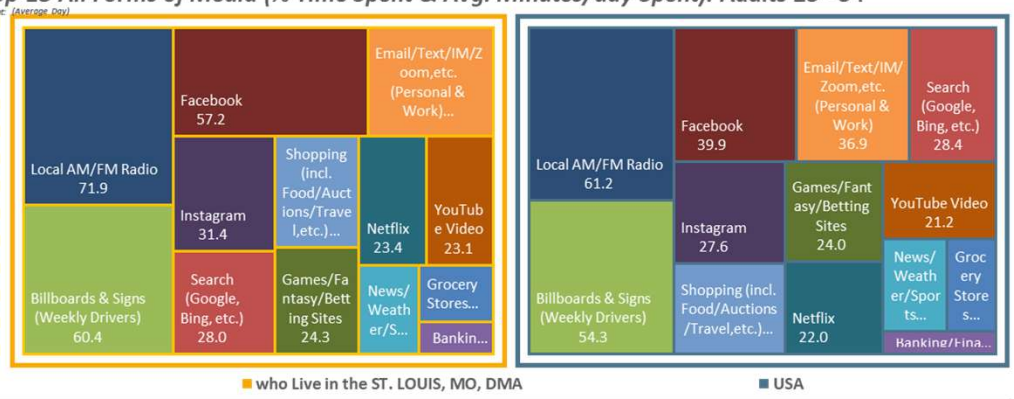
P25-54

Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an average of 6 hours and 46 minutes each day with All Forms of Ad-Supported Media. 79.9% listen to Local AM/FM Radio for an avg. of 68.7 minutes/day. *(Local Radio delivers 13.5% of Time with Ad-Supported Media.)*

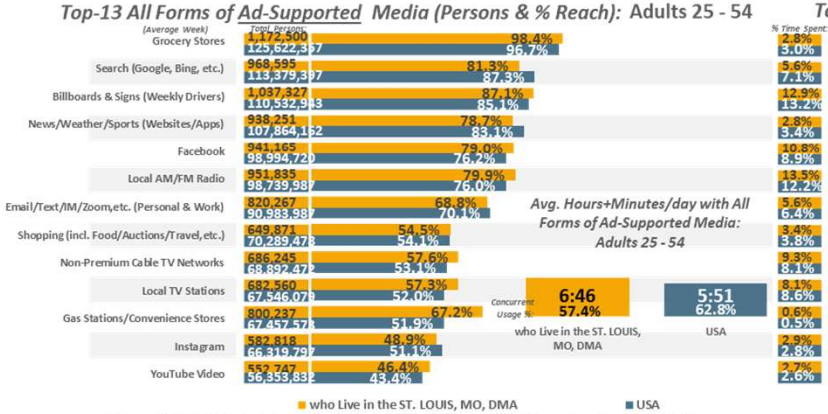
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



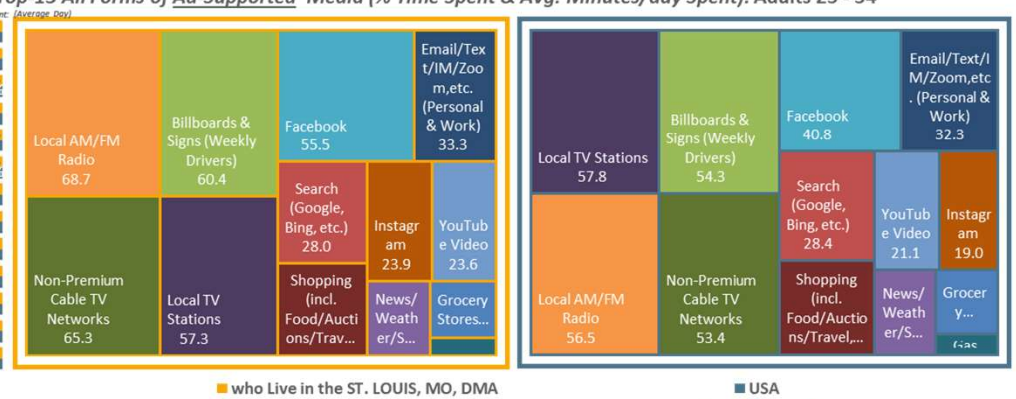
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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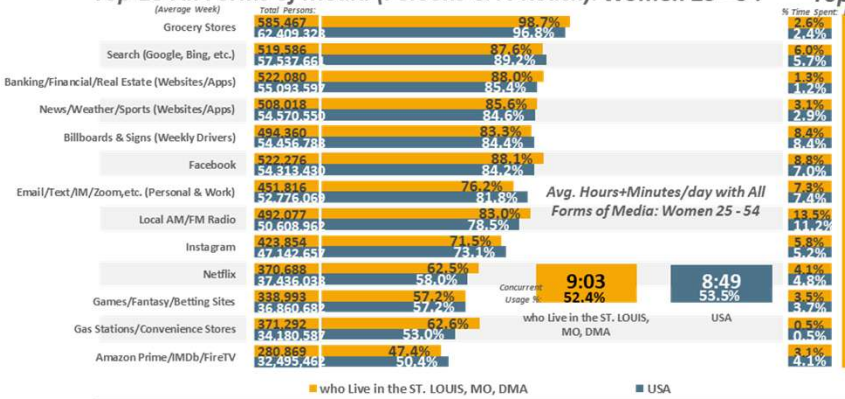
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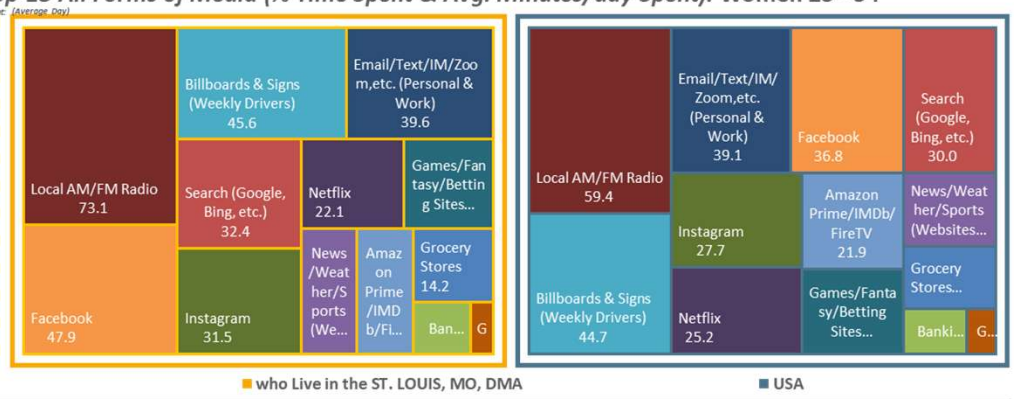
W25-54

Women 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an average of 6 hours and 38 minutes each day with All Forms of Ad-Supported Media. 81.% listen to Local AM/FM Radio for an avg. of 69.4 minutes/day. *(Local Radio delivers 14.1% of Time with Ad-Supported Media.)*

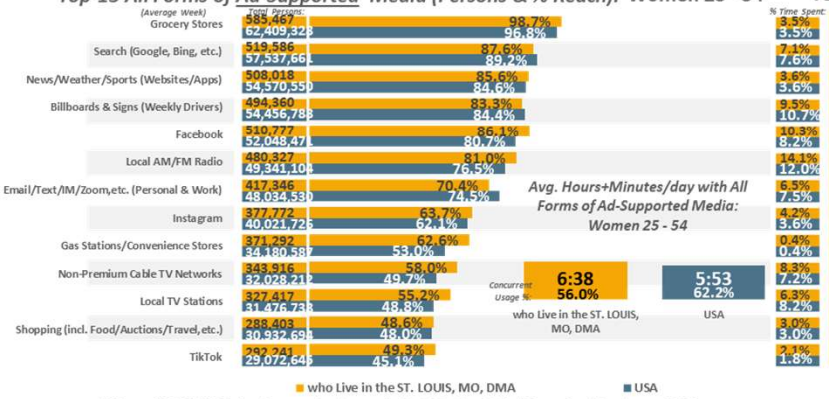
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54



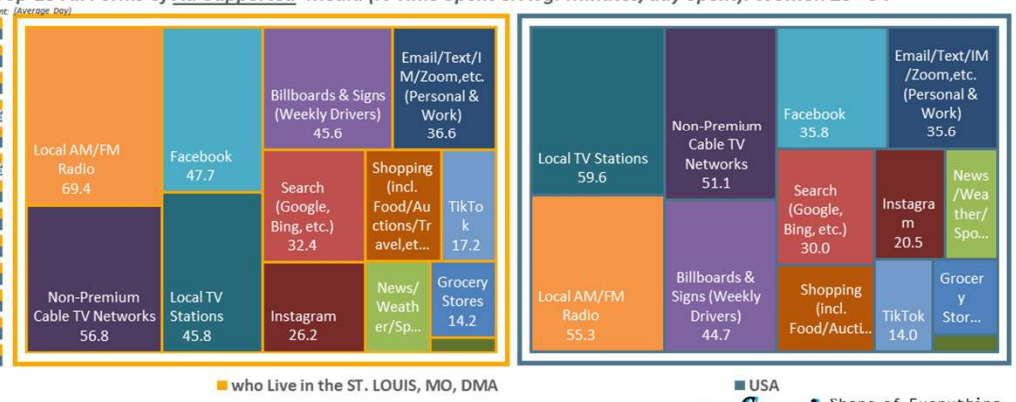
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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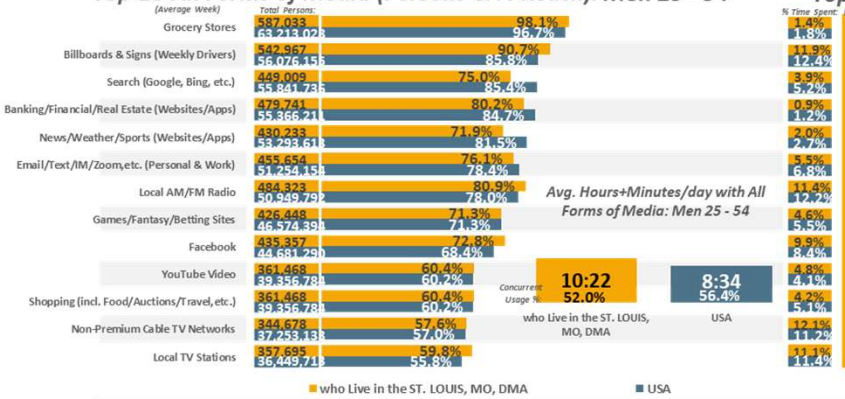
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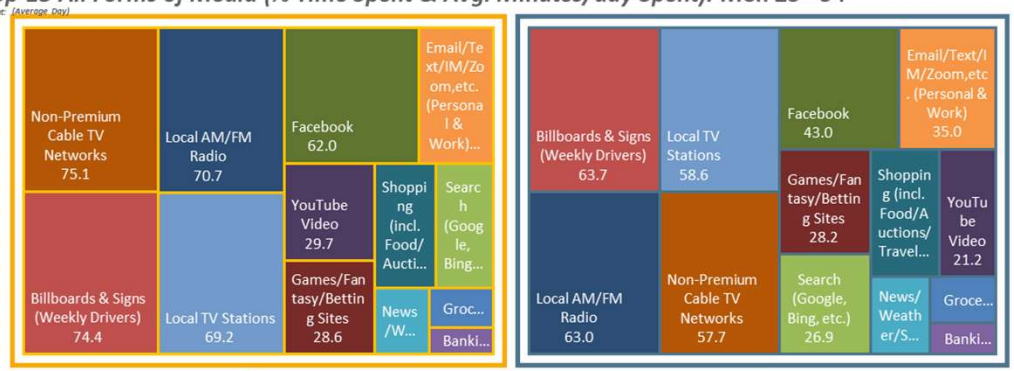
M25-54

Men 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an average of 7 hours and 0 minutes each day with All Forms of Ad-Supported Media. 78.8% listen to Local AM/FM Radio for an avg. of 67.9 minutes/day. *(Local Radio delivers 12.7% of Time with Ad-Supported Media.)*

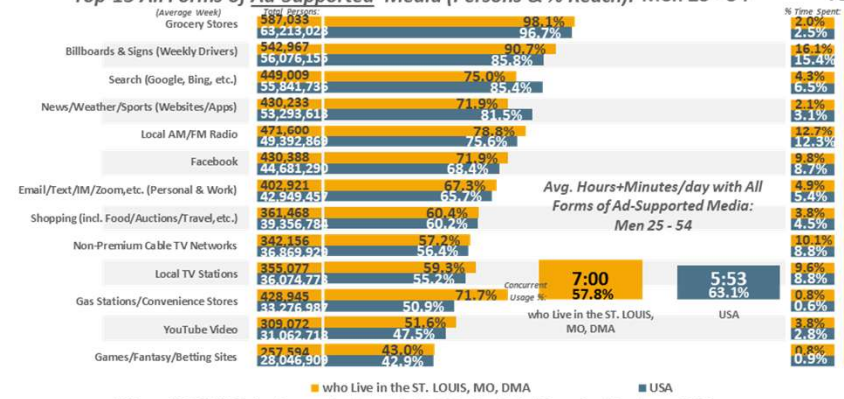
Top-13 All Forms of Media (Persons & % Reach): Men 25 - 54



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



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



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



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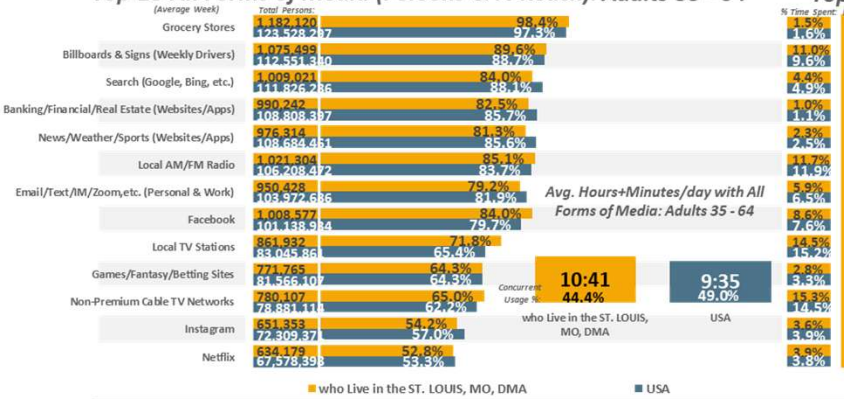
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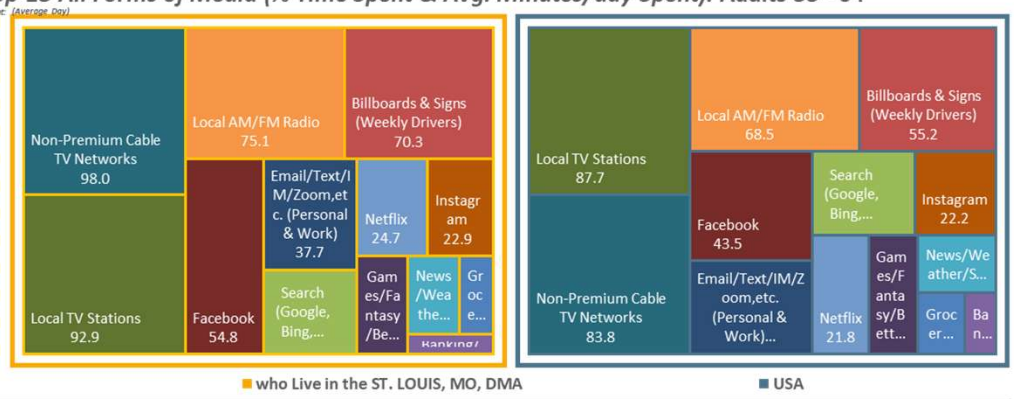
P35-64

Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA spend an average of 7 hours and 46 minutes each day with All Forms of Ad-Supported Media. 82.2% listen to Local AM/FM Radio for an avg. of 70.9 minutes/day. *(Local Radio delivers 12.5% of Time with Ad-Supported Media.)*

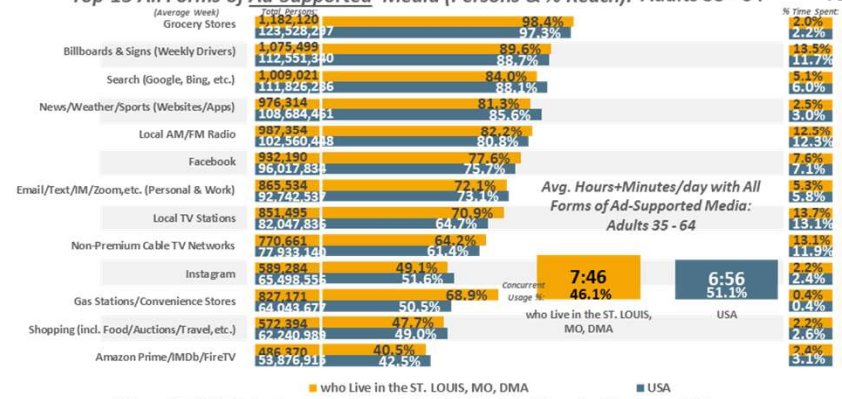
Top-13 All Forms of Media (Persons & % Reach): Adults 35 - 64



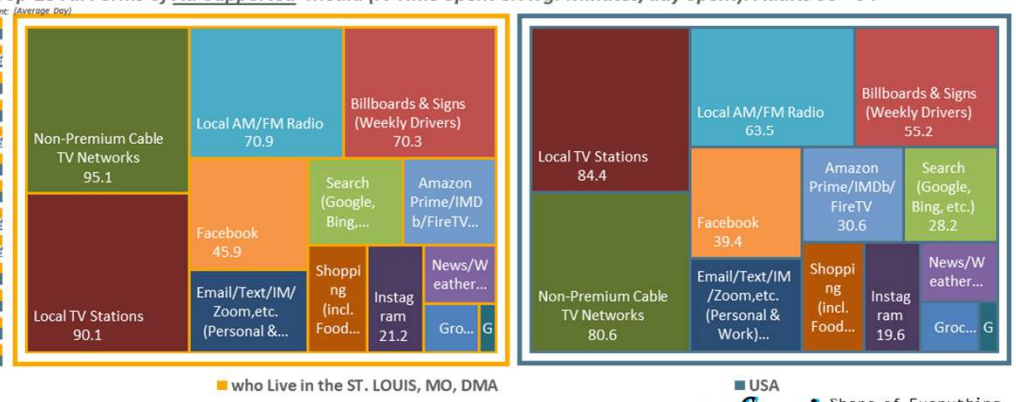
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



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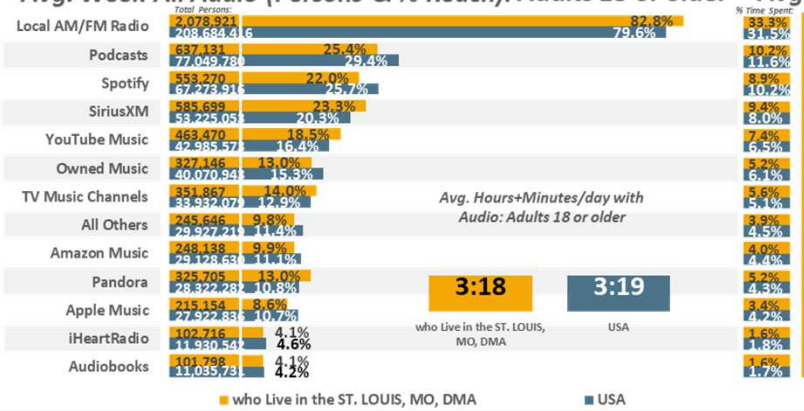
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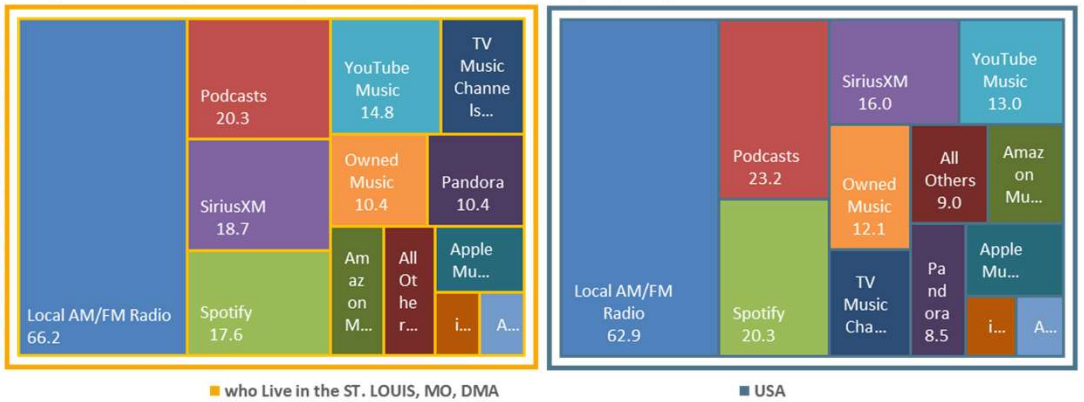
P18+

2,005,833 or 79.9% 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 62.2 minutes every day representing 42.6% of all time spent daily with Ad-Supported Audio.

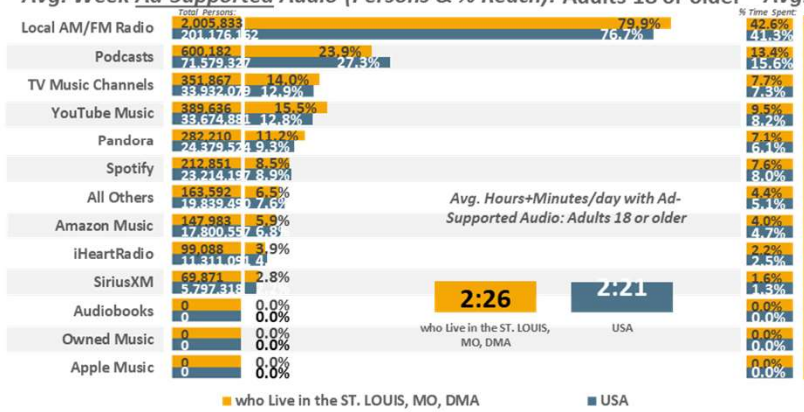
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



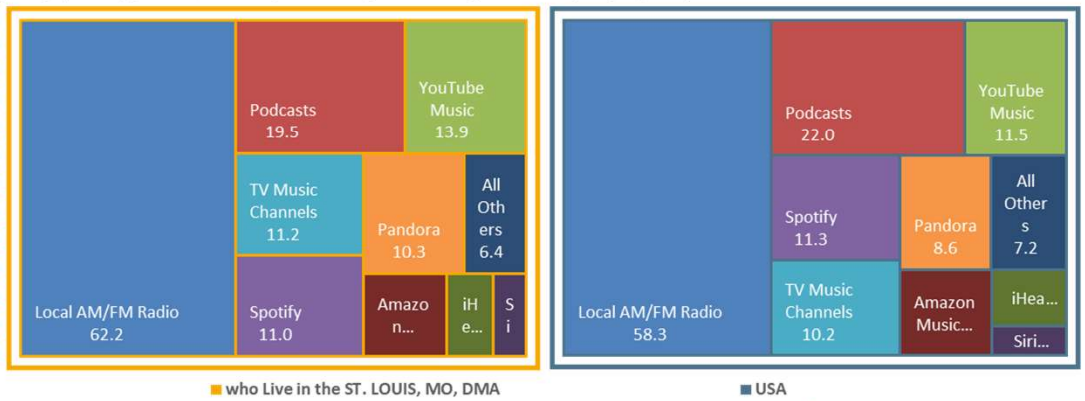
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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Scarborough R2 2025: Feb24-Jun25 USA Projection Scarborough R1 2024: Jan23-Aug24

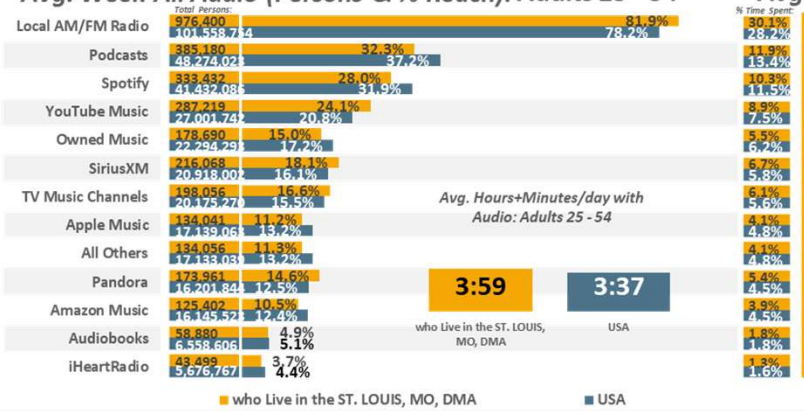
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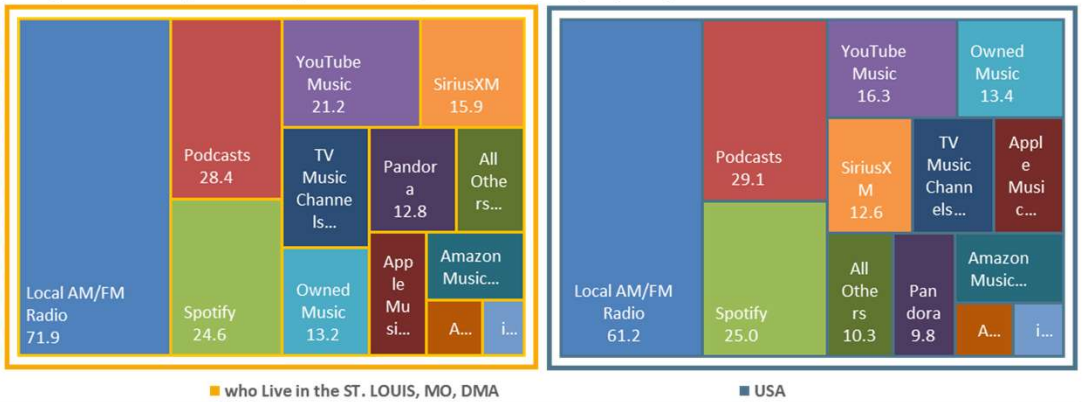
P25-54

951,835 or 79.9% of Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio for an average of 68.7 minutes every day representing 37.4% of all time spent daily with Ad-Supported Audio.

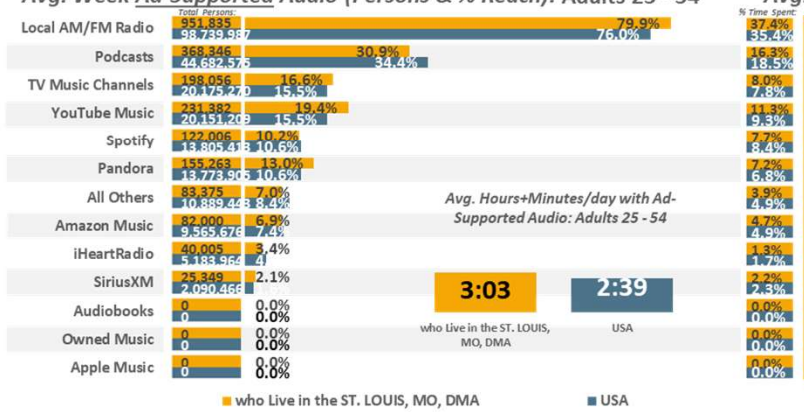
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



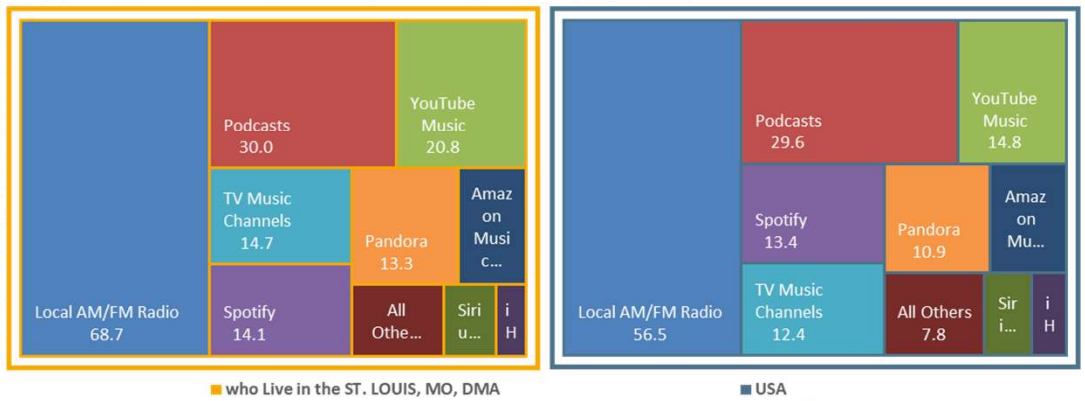
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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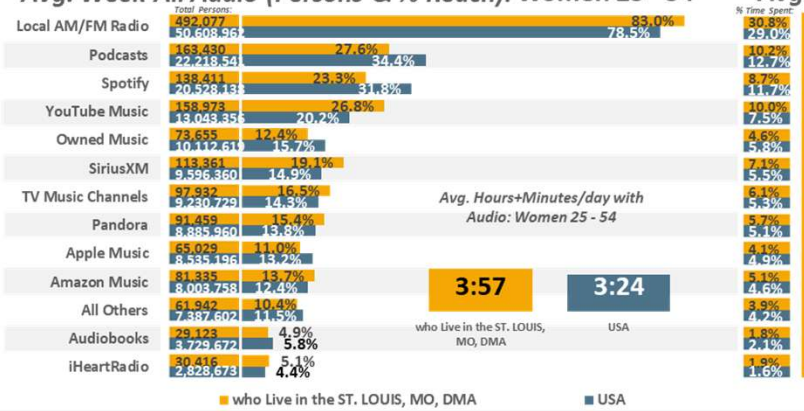
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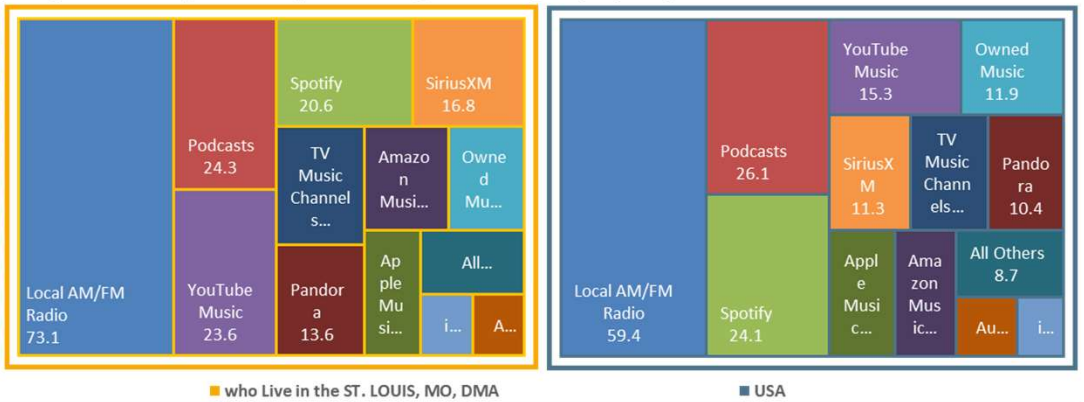
W25-54

480,327 or 81.% of Women 25 - 54 who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio for an average of 69.4 minutes every day representing 37.3% of all time spent daily with Ad-Supported Audio.

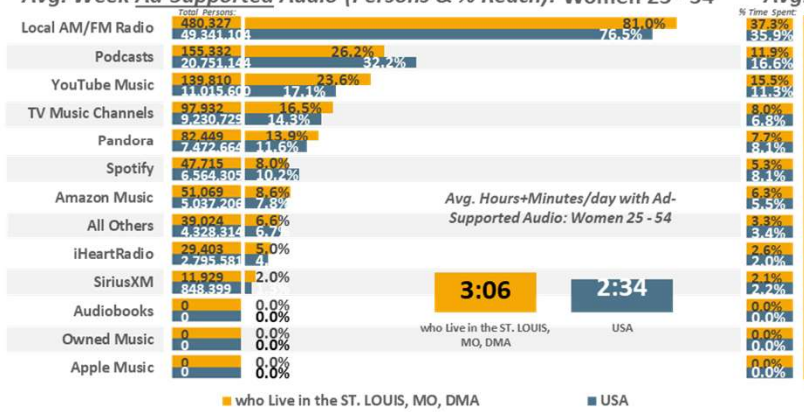
Avg. Week All Audio (Persons & % Reach): Women 25 - 54



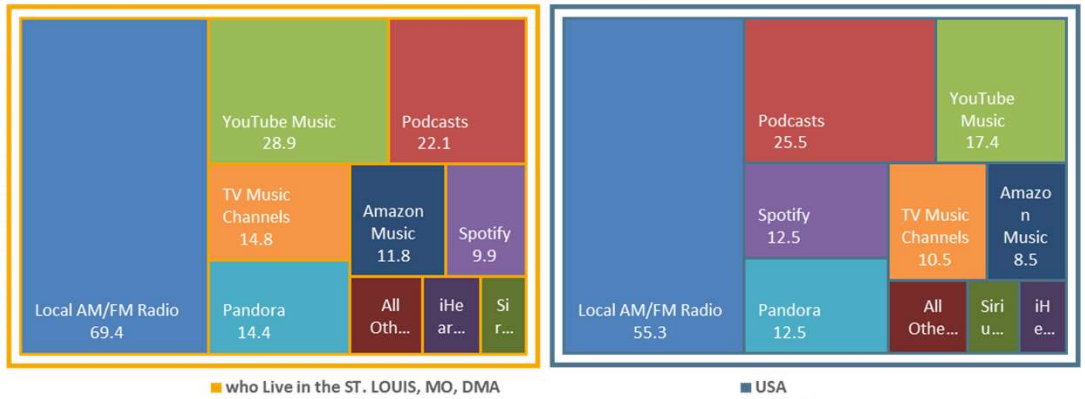
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



USA USA DMA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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Scarborough R2 2025: Feb24-Jun25 USA Projection Scarborough R1 2024: Jan23-Aug24

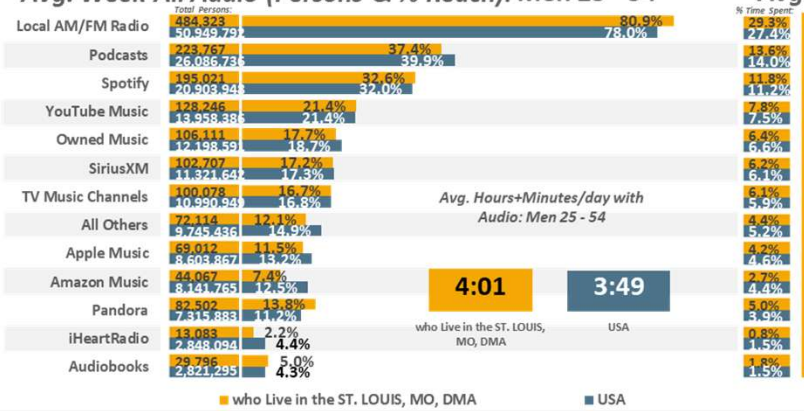
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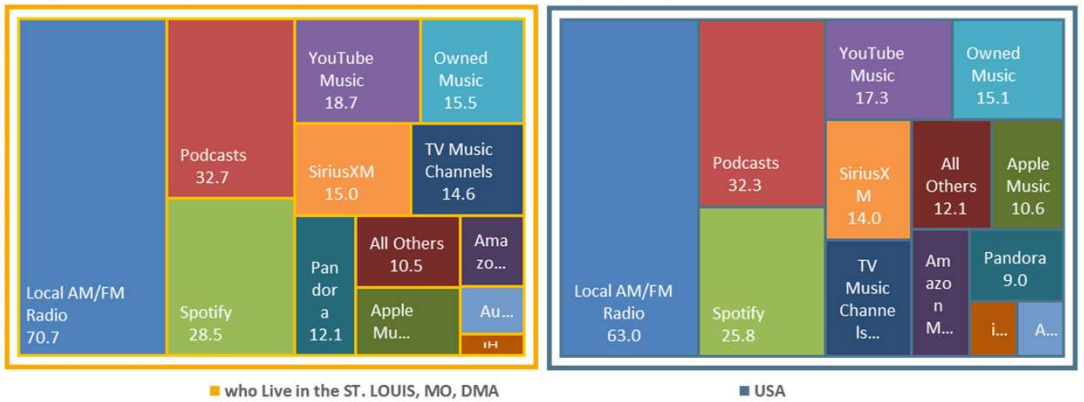
M25-54

471,600 or 78.8% of Men 25 - 54 who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio for an average of 67.9 minutes every day representing 36.9% of all time spent daily with Ad-Supported Audio.

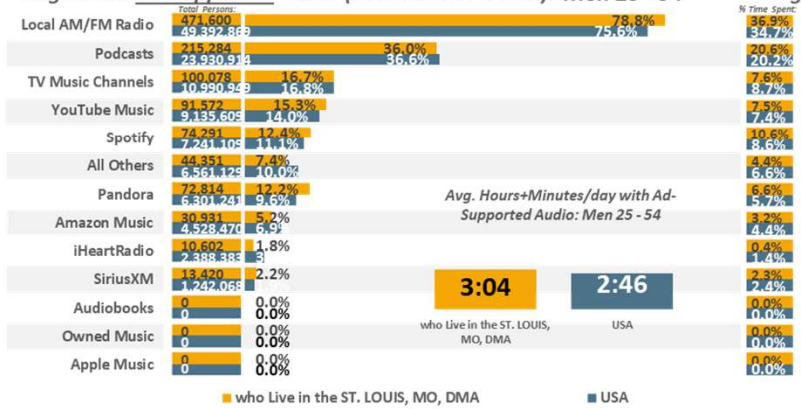
Avg. Week All Audio (Persons & % Reach): Men 25 - 54



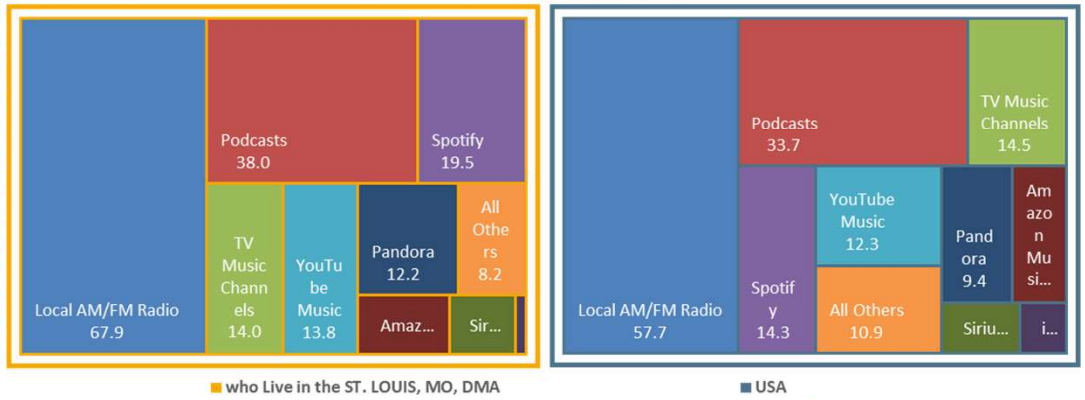
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



USA USA DMA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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Scarborough R2 2025: Feb24-Jun25 USA Projection Scarborough R1 2024: Jan23-Aug24

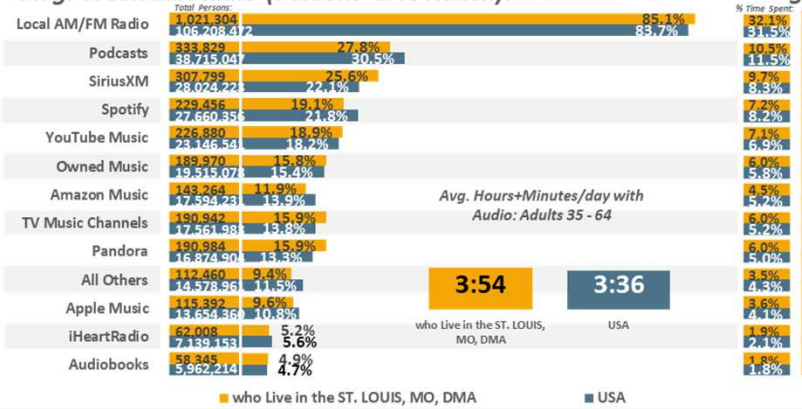
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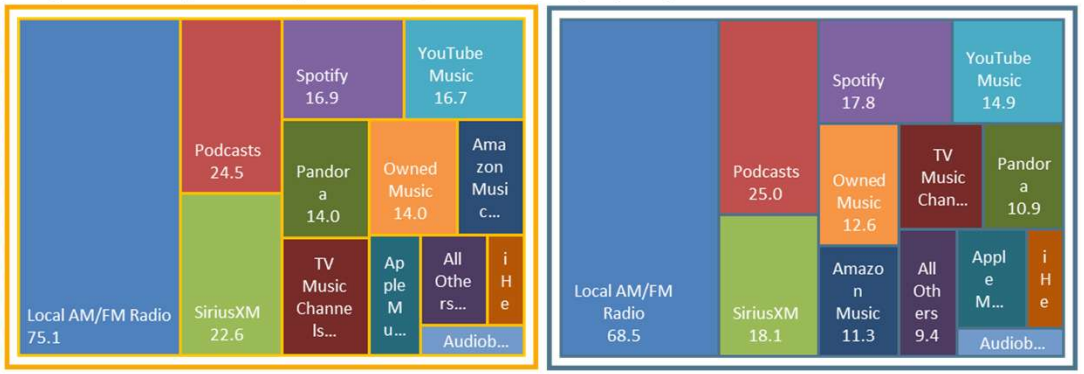
P35-64

987,354 or 82.2% of Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio for an average of 70.9 minutes every day representing 40.8% of all time spent daily with Ad-Supported Audio.

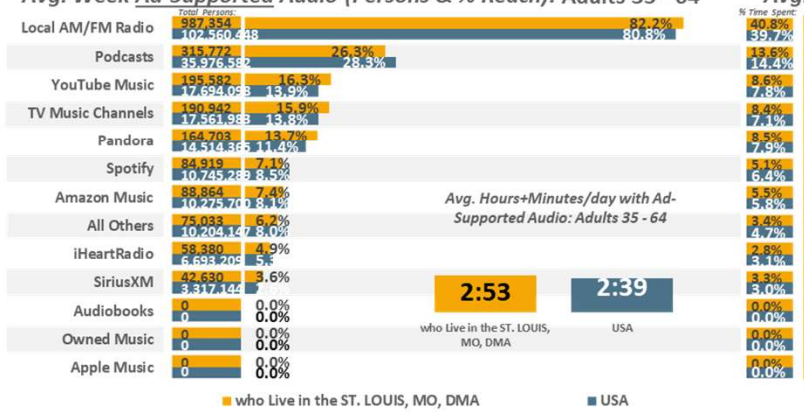
Avg. Week All Audio (Persons & % Reach): Adults 35 - 64



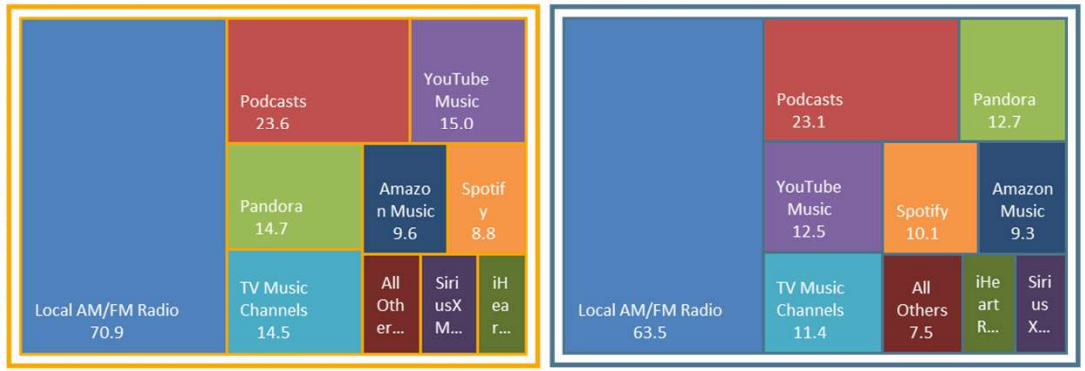
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



USA USA DMA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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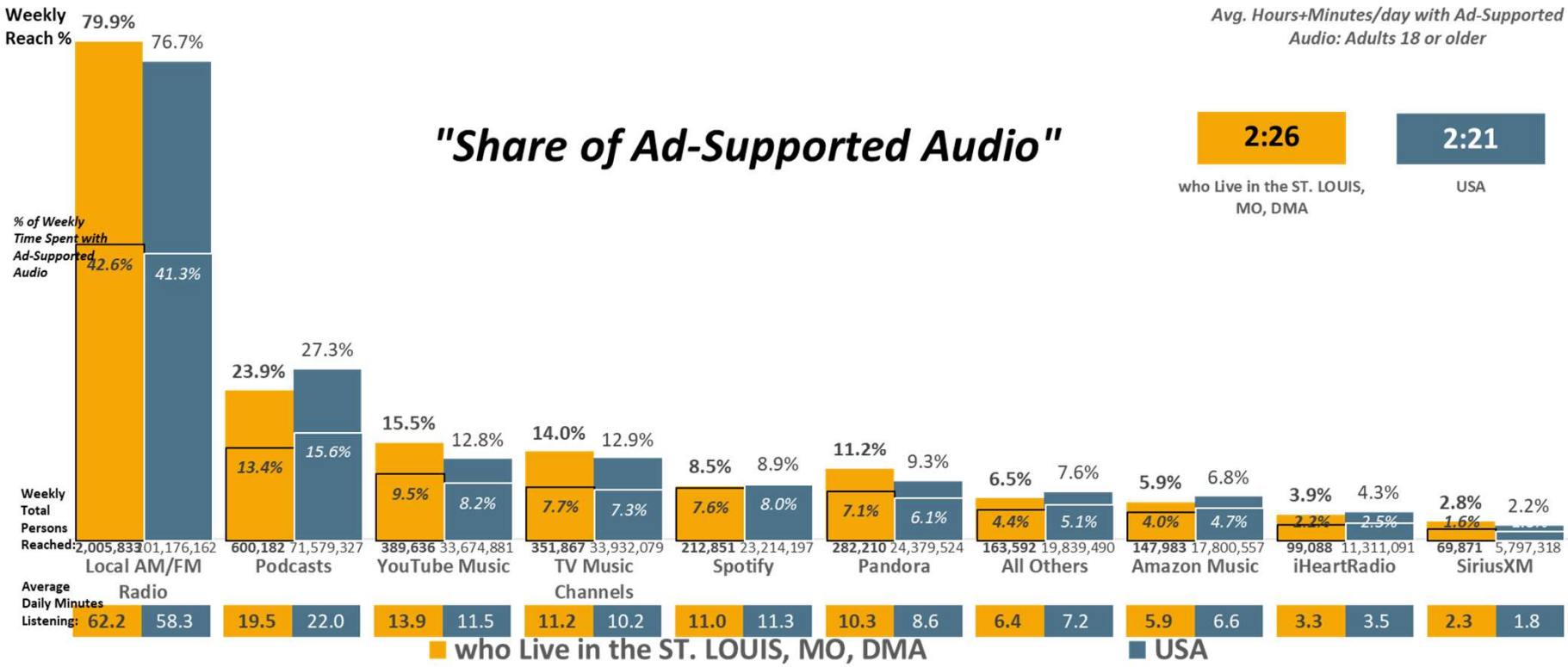
Scarborough R2 2025: Feb24-Jun25 USA Projection Scarborough R1 2024: Jan23-Aug24

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P18+

2,005,833 or 79.9% 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 62.2 minutes every day representing 42.6% of all time spent daily with Ad-Supported Audio.



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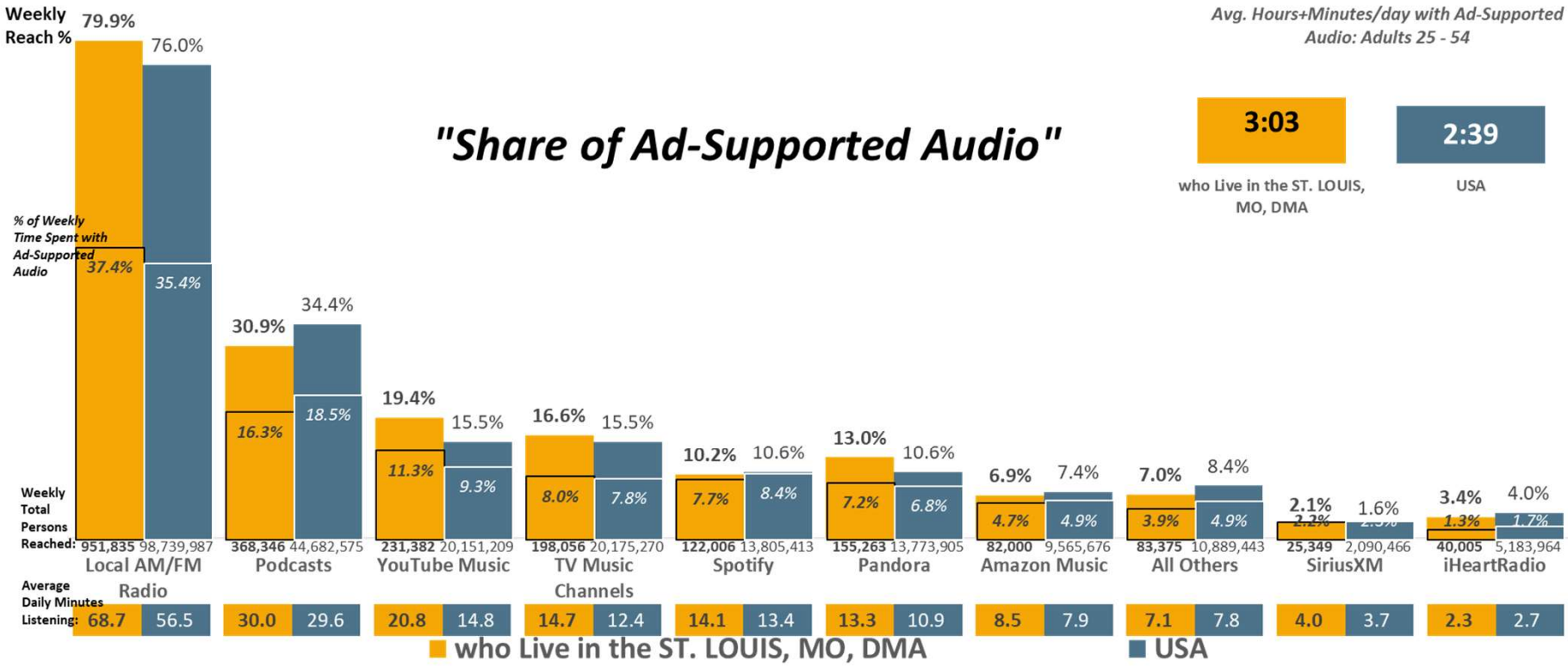
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,002

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P25-54

951,835 or 79.9% of Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio for an average of 68.7 minutes every day representing 37.4% of all time spent daily with Ad-Supported Audio.



USA USA DMA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

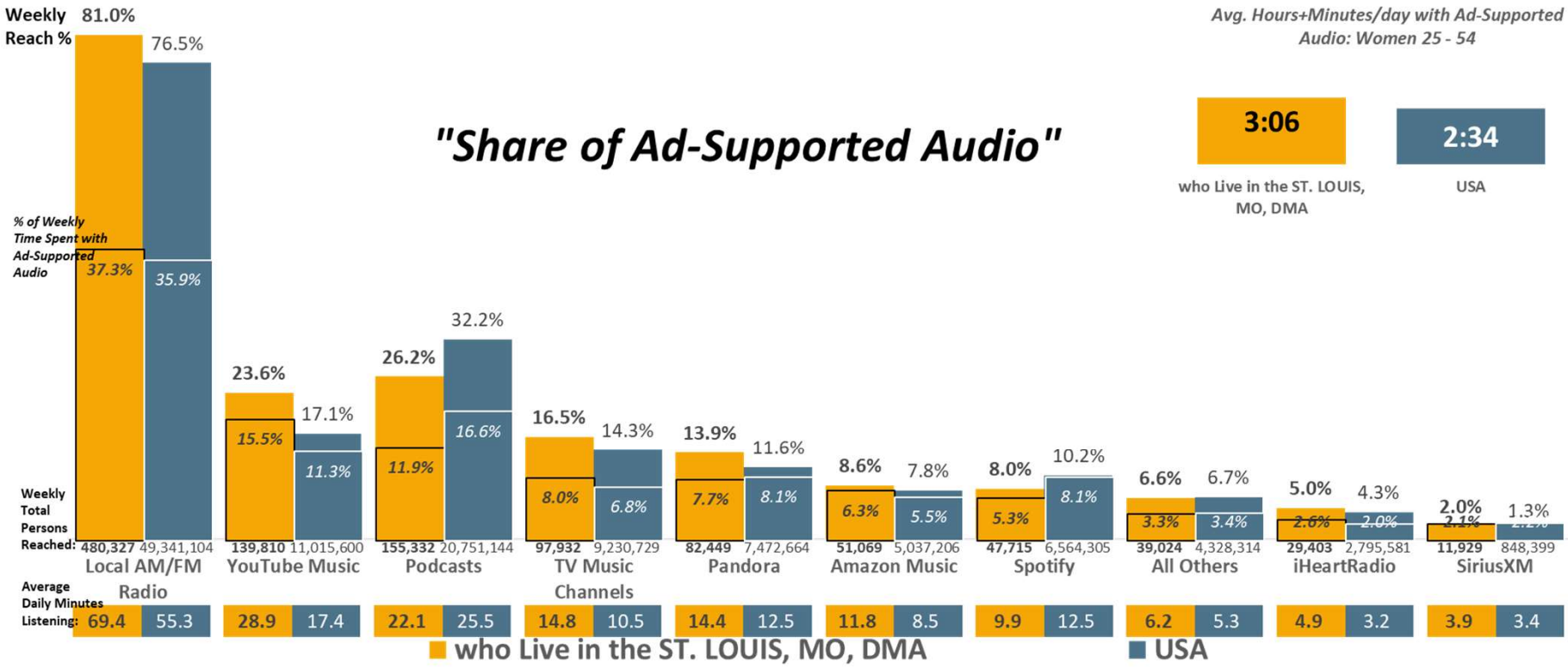
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480,327 or 81.% of Women 25 - 54 who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio for an average of 69.4 minutes every day representing 37.3% of all time spent daily with Ad-Supported Audio.



USA USA DMA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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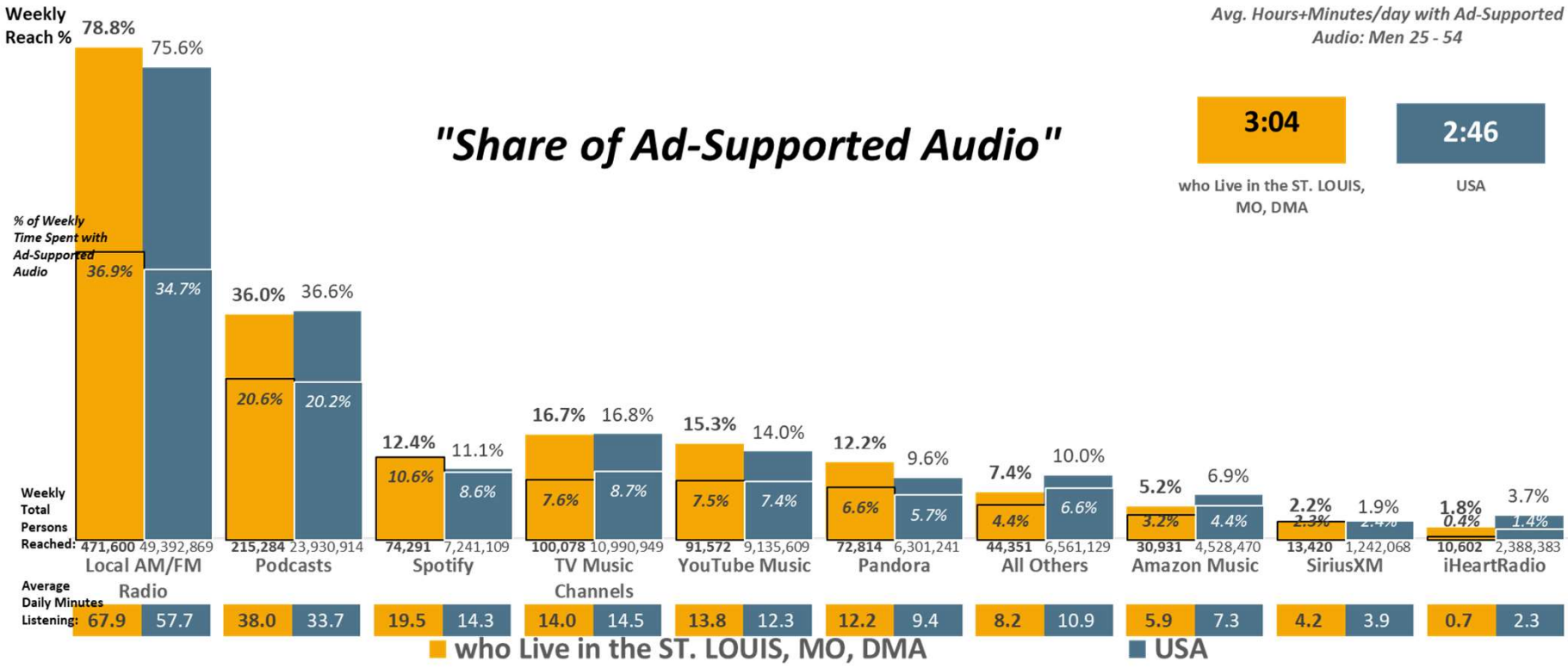
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,002

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M25-54

471,600 or 78.8% of Men 25 - 54 who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio for an average of 67.9 minutes every day representing 36.9% of all time spent daily with Ad-Supported Audio.



USA USA DMA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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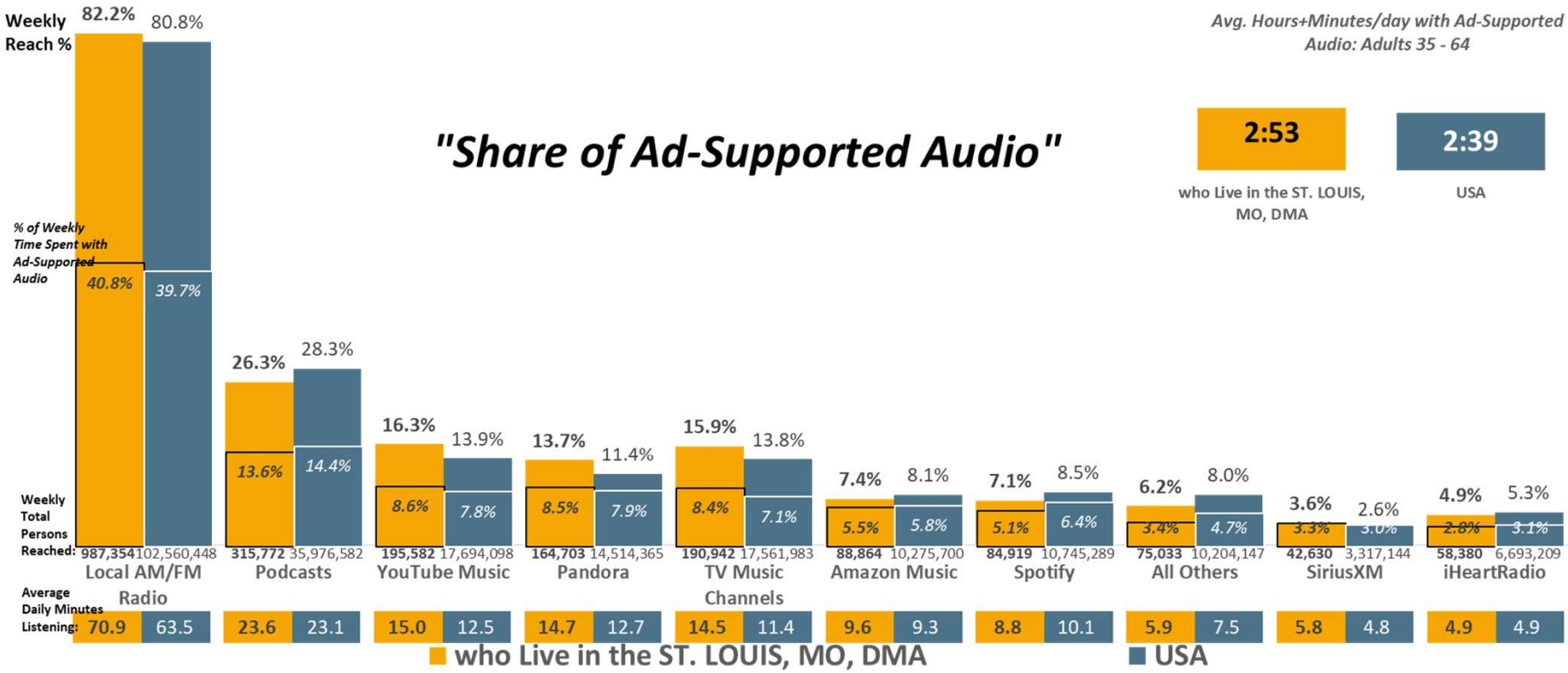
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P35-64

987,354 or 82.2% of Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio for an average of 70.9 minutes every day representing 40.8% of all time spent daily with Ad-Supported Audio.



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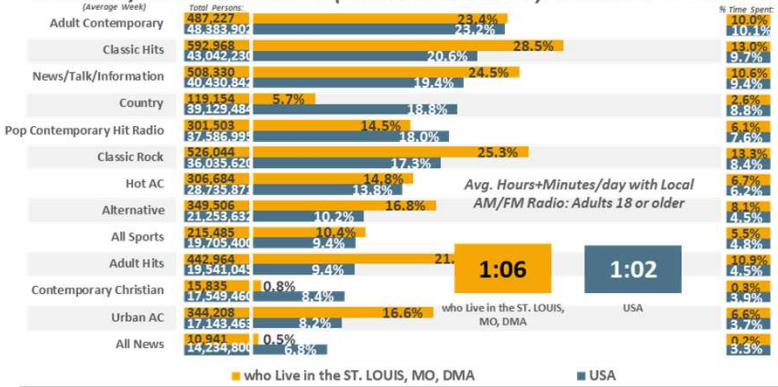
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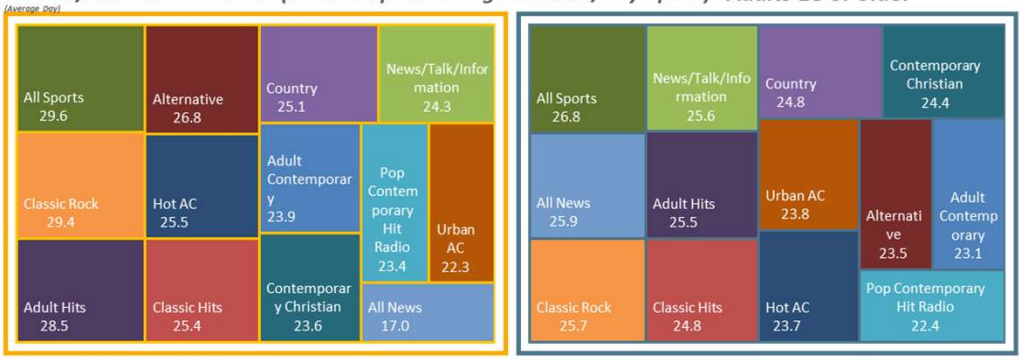
P18+

2,005,833 or 79.9% 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 Hits, Classic Rock, Adult Contemporary, Adult Hits, and News/Talk/Information.

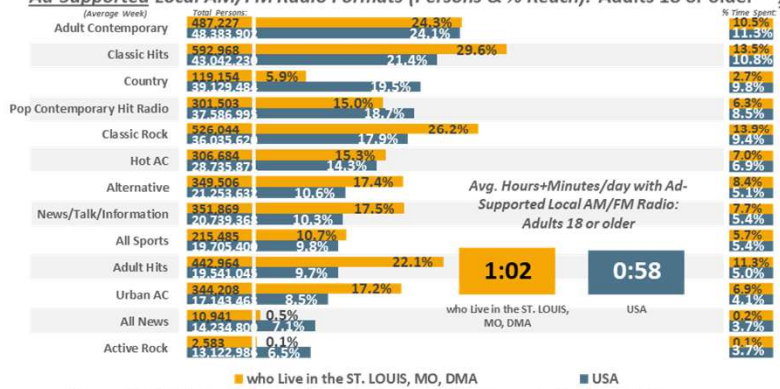
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



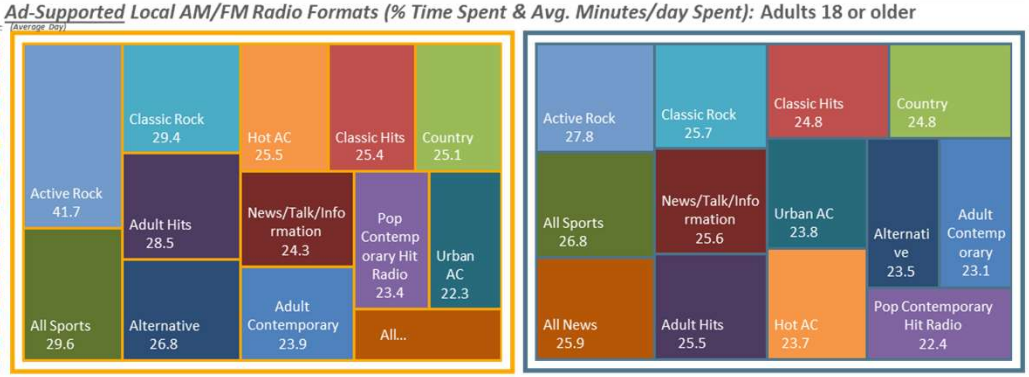
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA DMA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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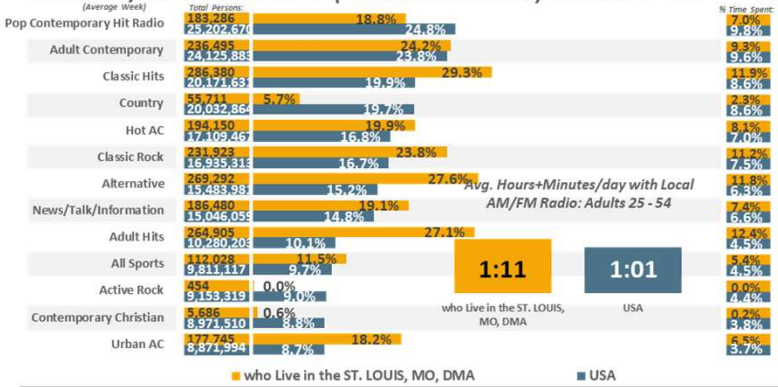
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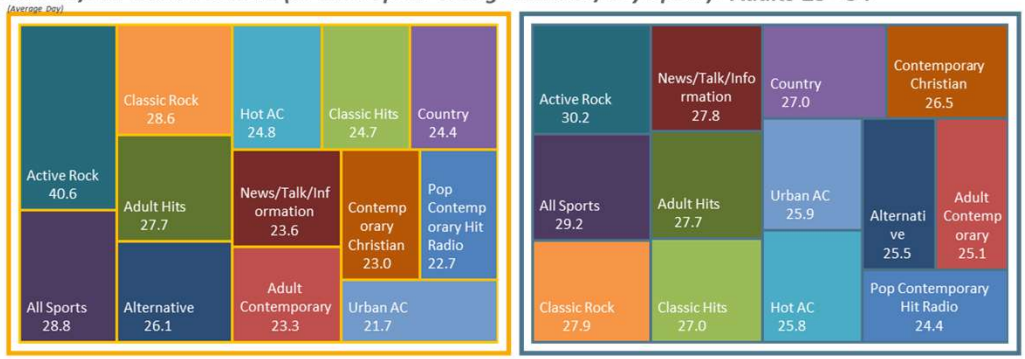
P25-54

951,835 or 79.9% of Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Alternative, Adult Hits, Adult Contemporary, and Classic Rock.

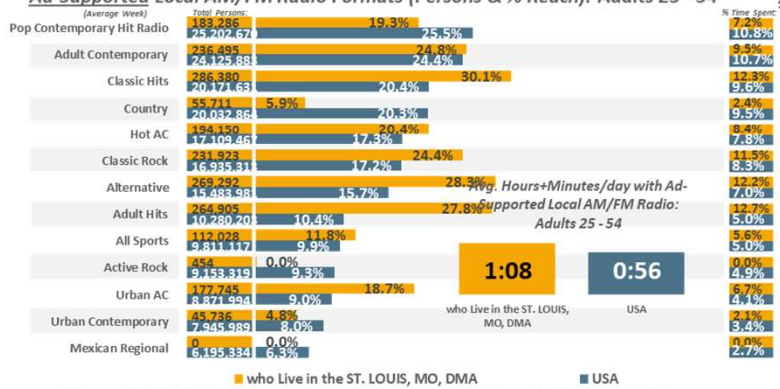
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



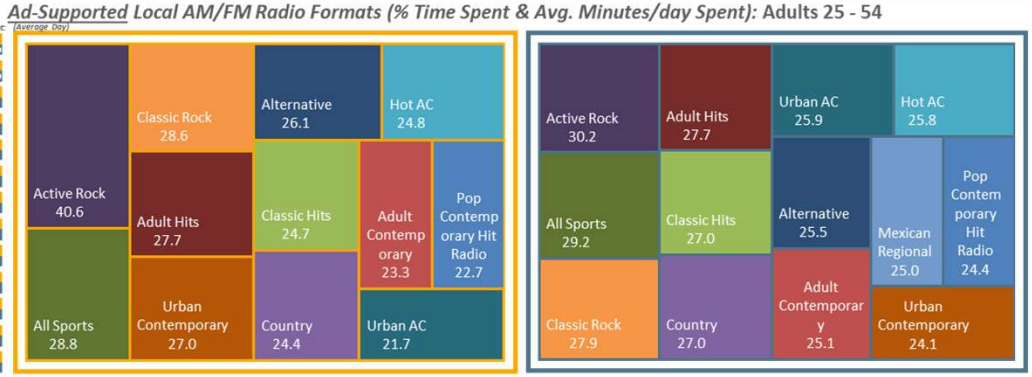
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA *USA DMA Projection* *Scarborough R2 2025: Aug24-Jul25* *Qual Intab* *2,095*

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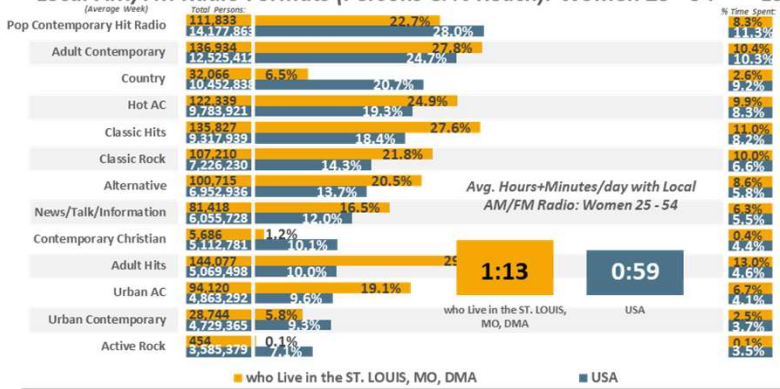
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *25,002*

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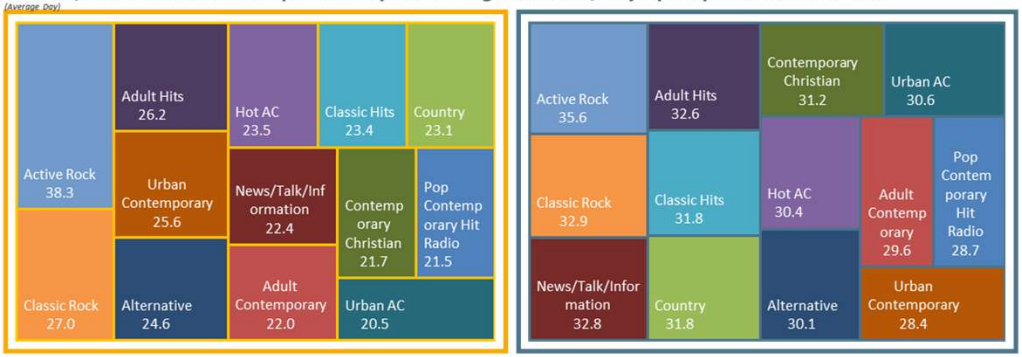


480,327 or 81.% of Women 25 - 54 who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Hits, Adult Contemporary, Classic Hits, Hot AC, and Pop Contemporary Hit Radio.

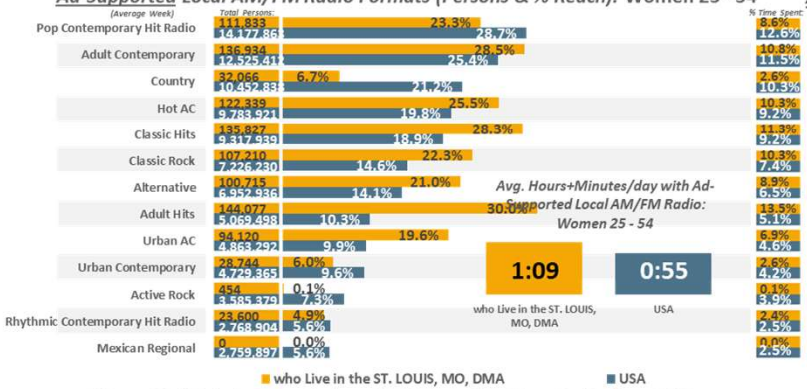
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



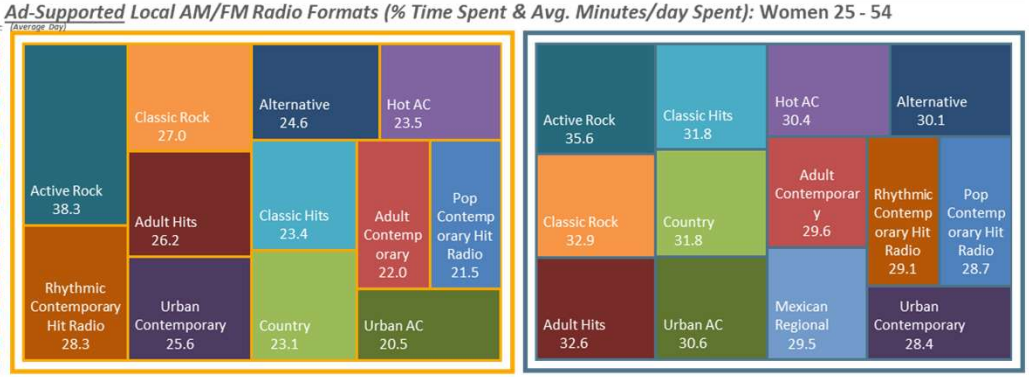
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



USA USA DMA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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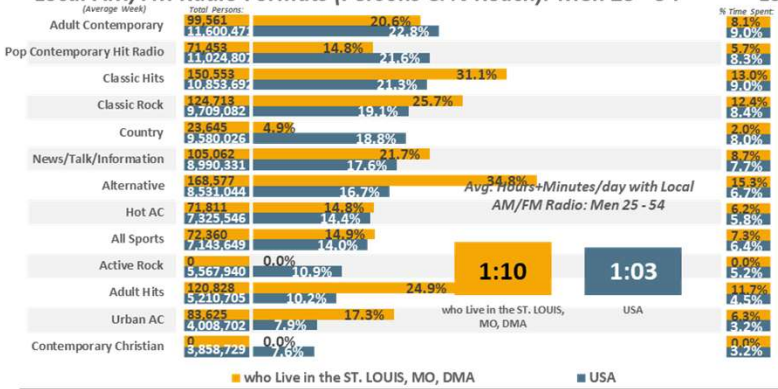
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,002

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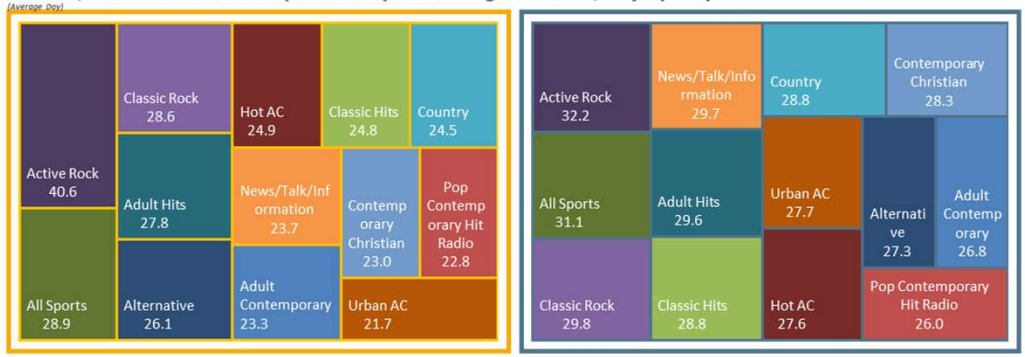


471,600 or 78.8% of Men 25 - 54 who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Alternative, Classic Hits, Classic Rock, Adult Hits, and Adult Contemporary.

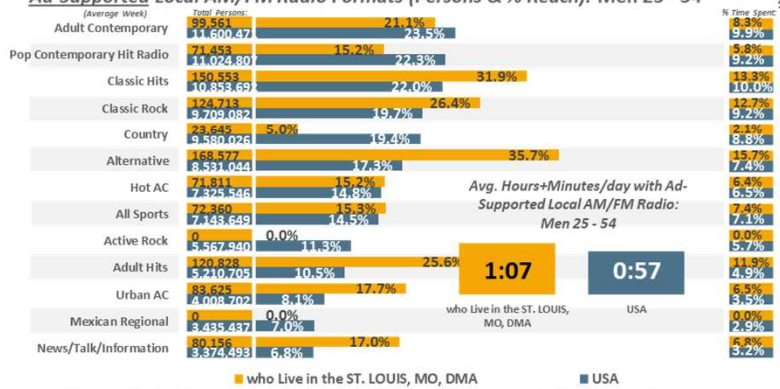
Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 54



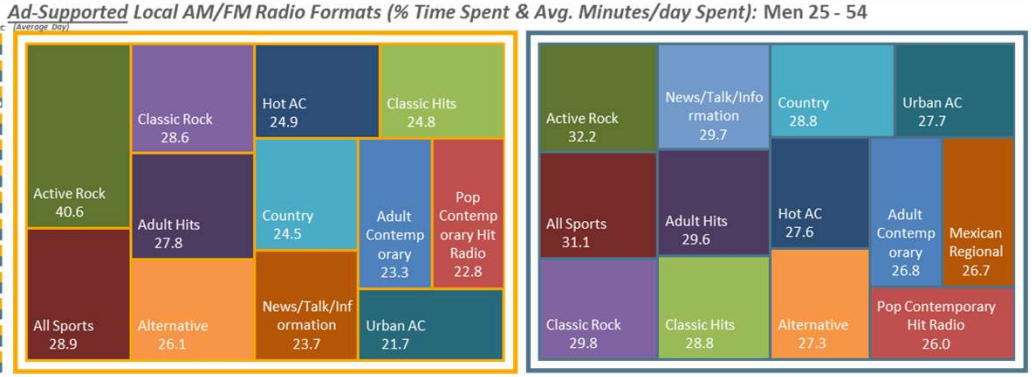
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



USA USA DMA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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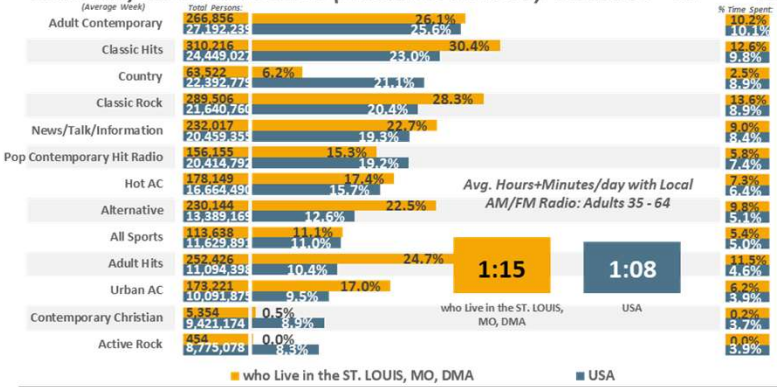
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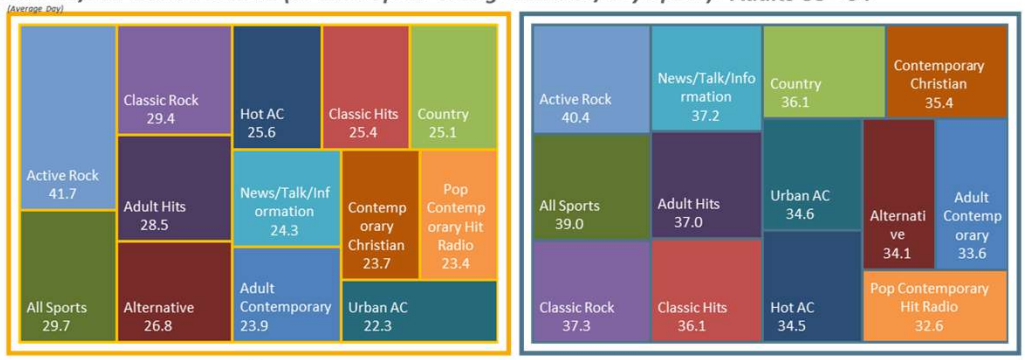
P35-64

987,354 or 82.2% of Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Classic Rock, Adult Contemporary, Adult Hits, and Alternative.

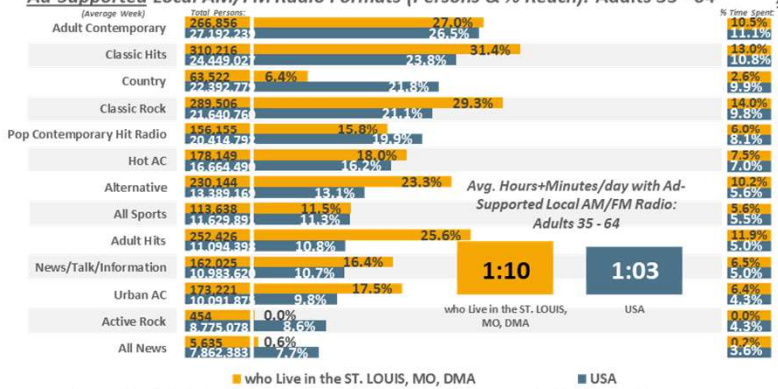
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



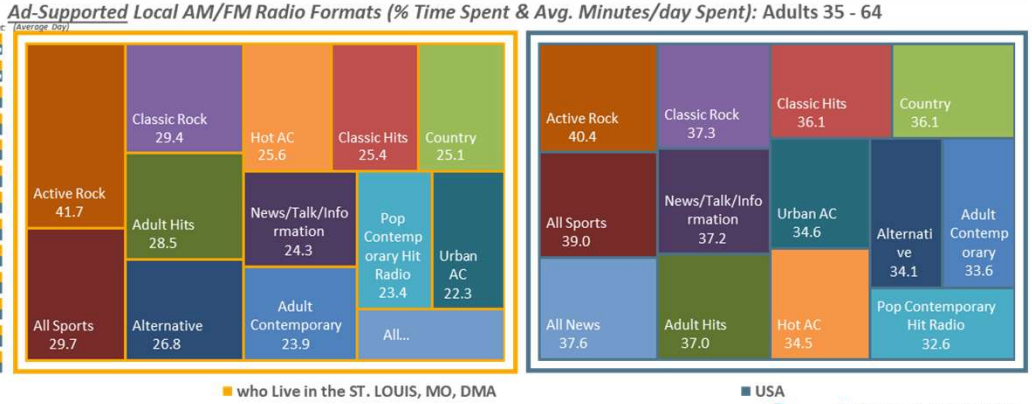
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



USA USA DMA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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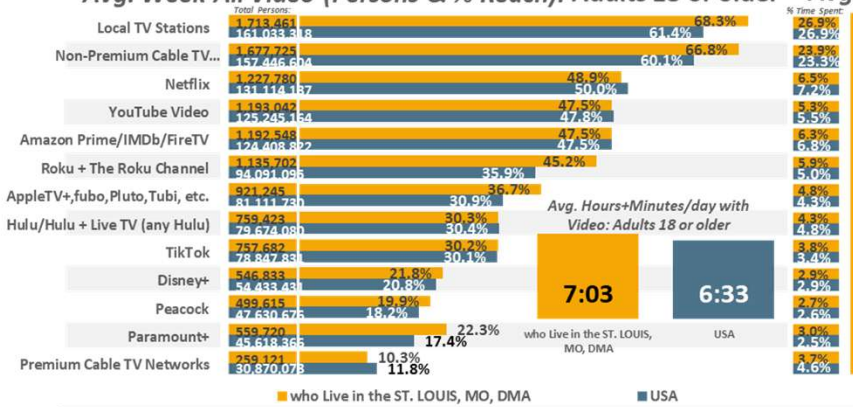
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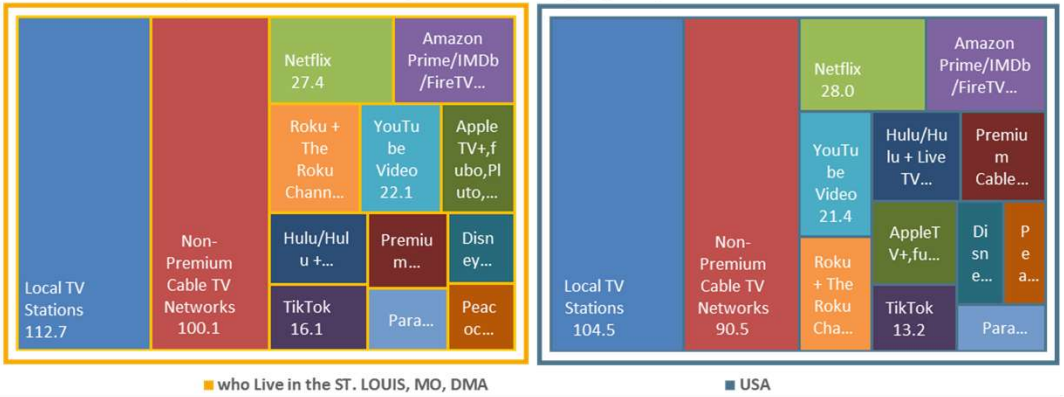
P18+

1,690,874 or 67.4% of Adults 18 or older who Live in the ST. LOUIS, MO, DMA watch Ad-Supported Local TV Stations for an average of 108.2 minutes every day representing 31.6% of all time spent daily with Ad-Supported Video.

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

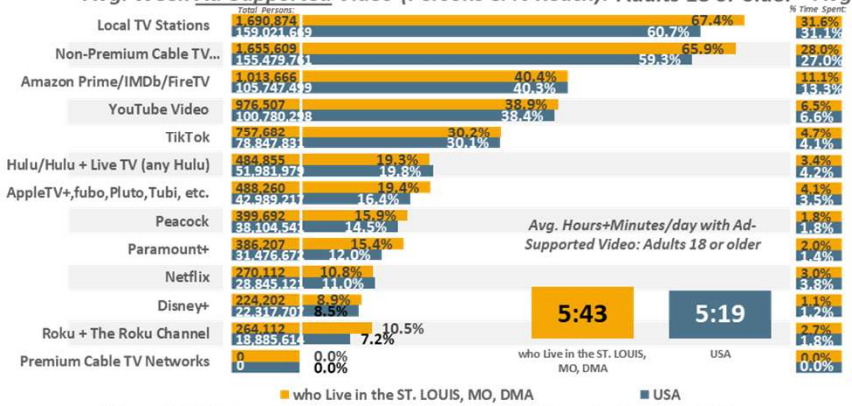


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

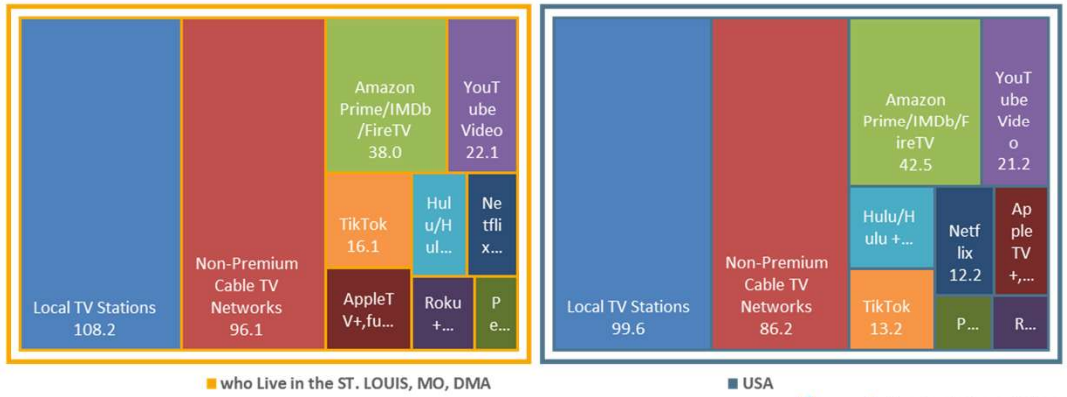


who Live in the ST. LOUIS, MO, DMA ■ USA

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



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



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

USA USA DMA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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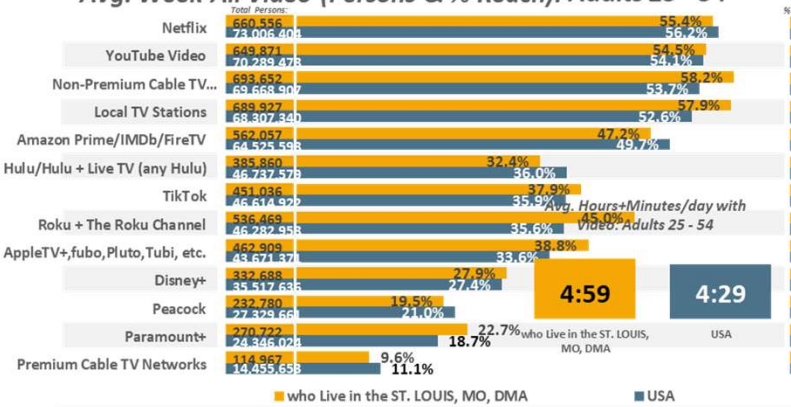
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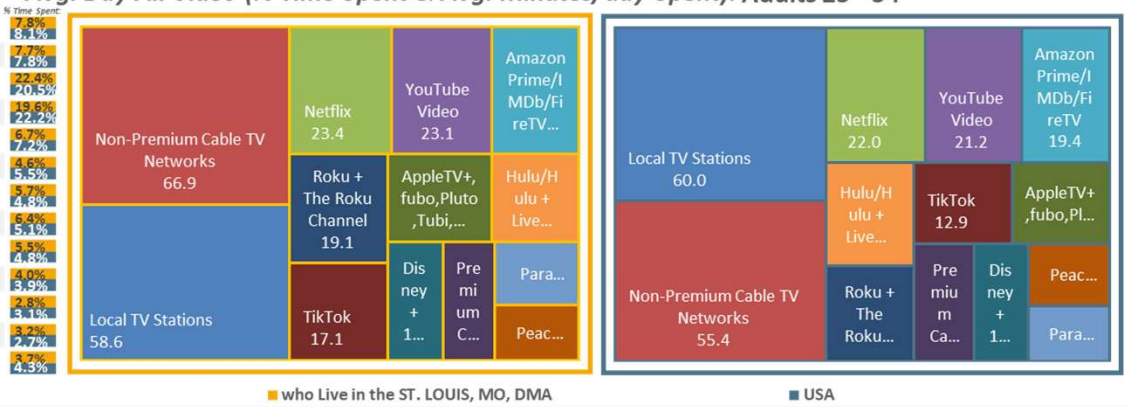
P25-54

682,560 or 57.3% of Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA watch Ad-Supported Local TV Stations for an average of 57.3 minutes every day representing 24.6% of all time spent daily with Ad-Supported Video.

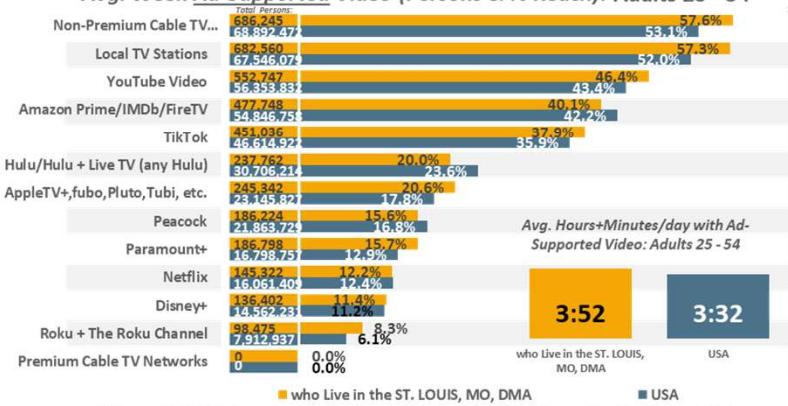
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



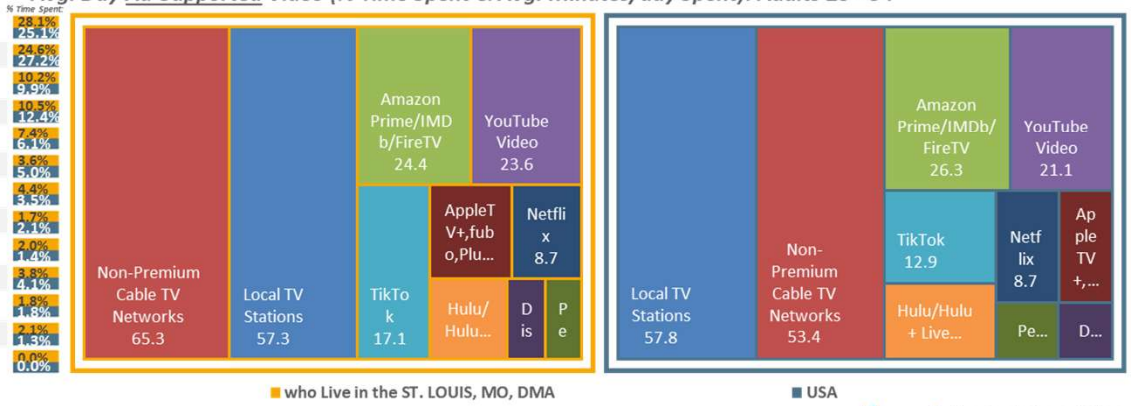
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA USA DMA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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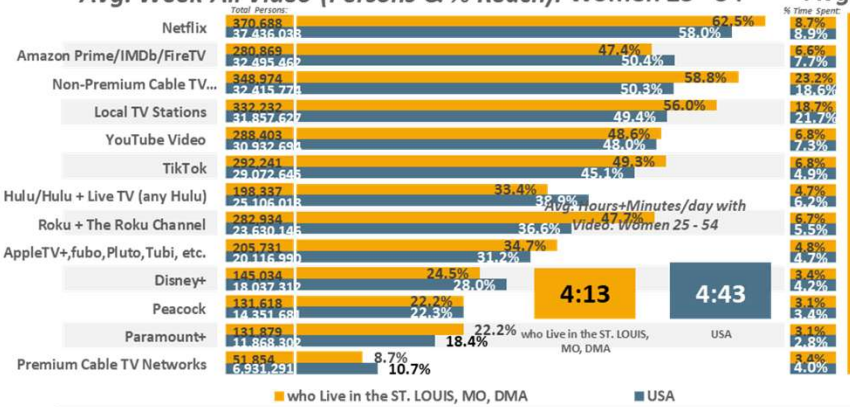
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,002

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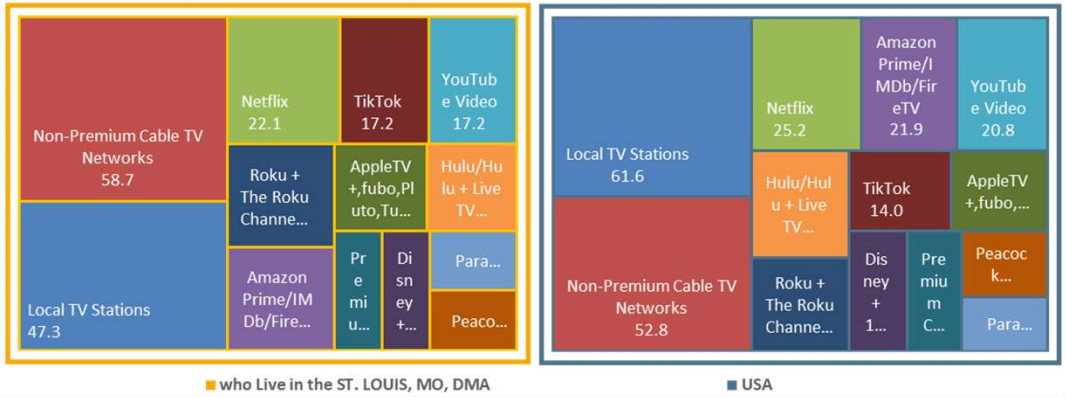


327,417 or 55.2% of Women 25 - 54 who Live in the ST. LOUIS, MO, DMA watch Ad-Supported Local TV Stations for an average of 45.8 minutes every day representing 23.5% of all time spent daily with Ad-Supported Video.

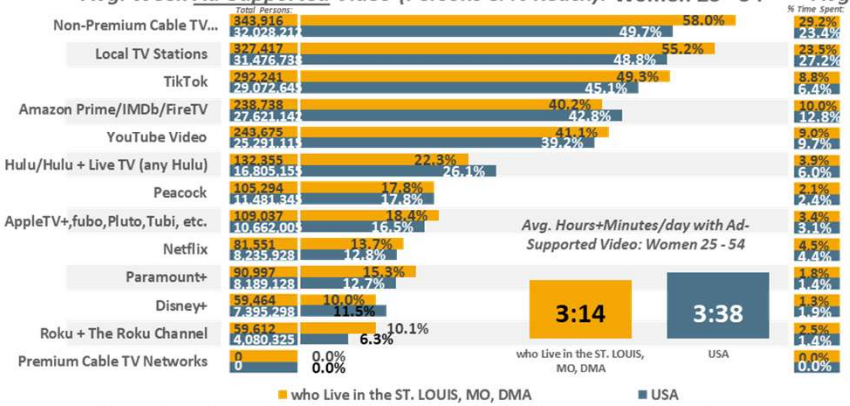
Avg. Week All Video (Persons & % Reach): Women 25 - 54



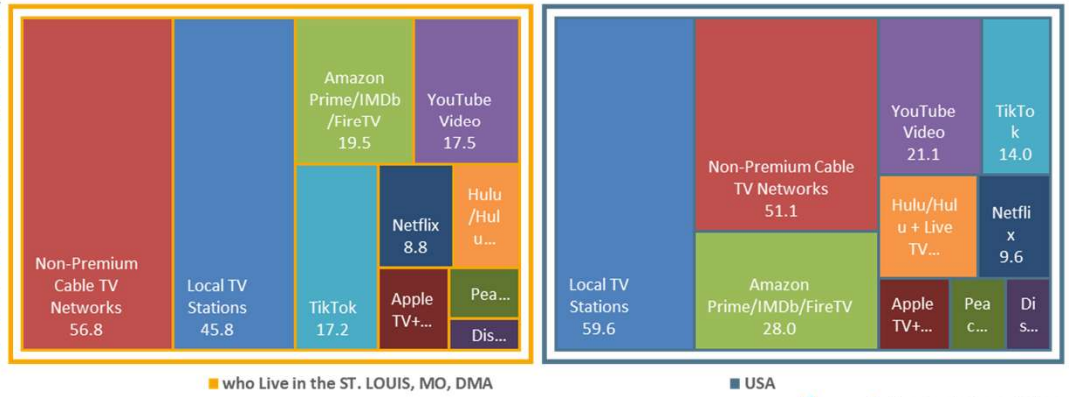
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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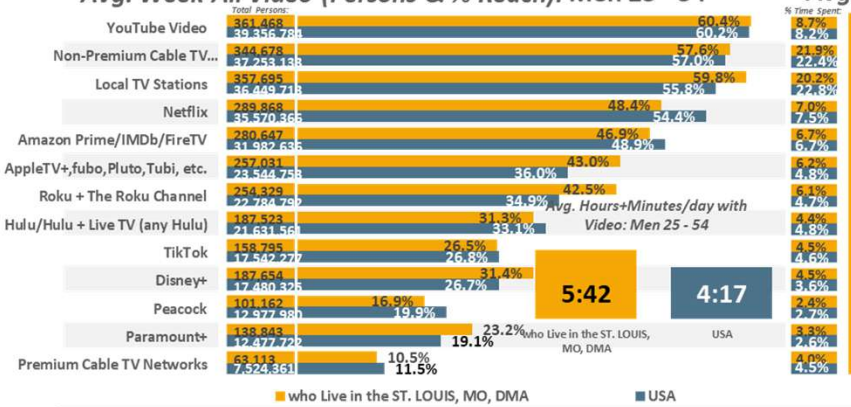
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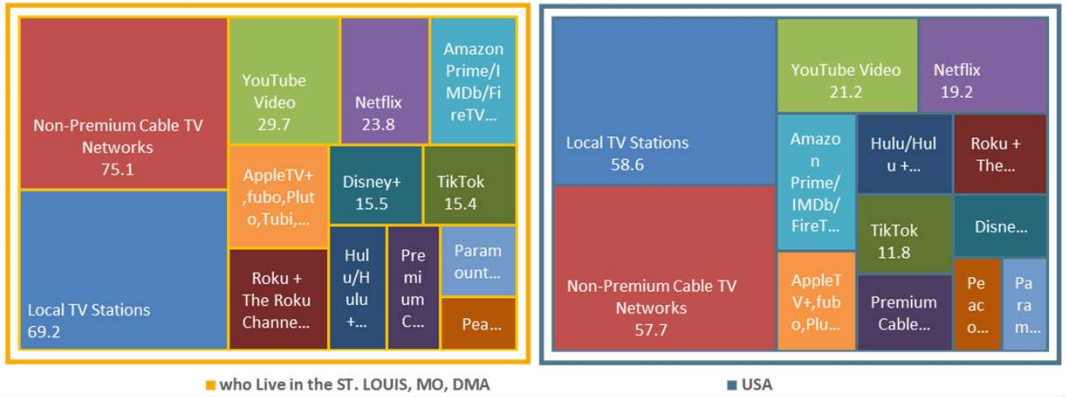
M25-54

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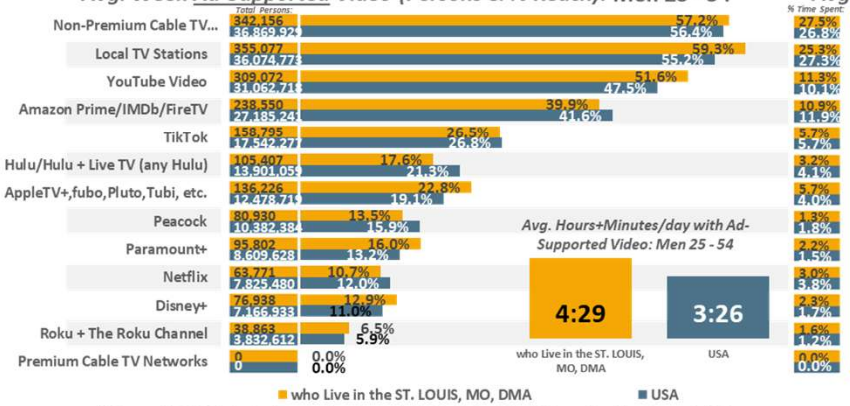
Avg. Week All Video (Persons & % Reach): Men 25 - 54



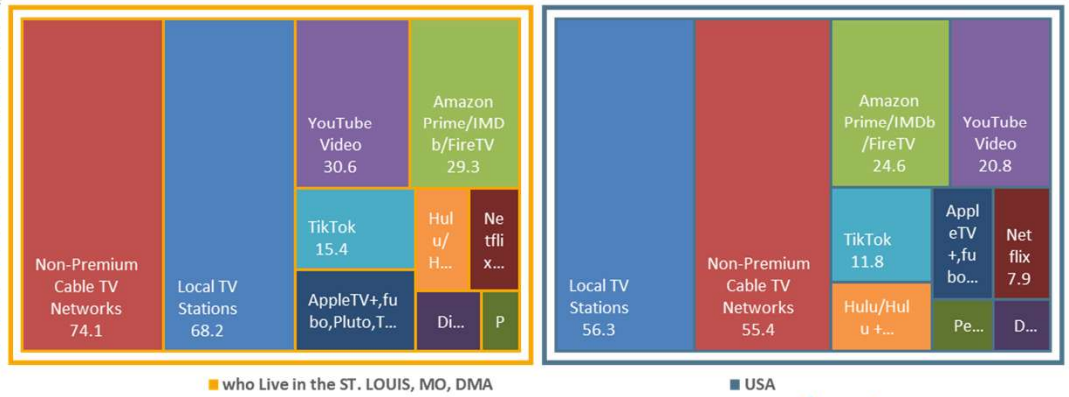
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



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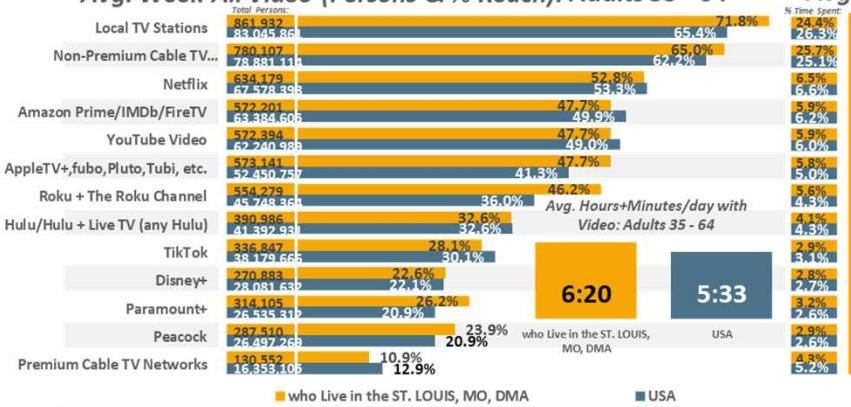
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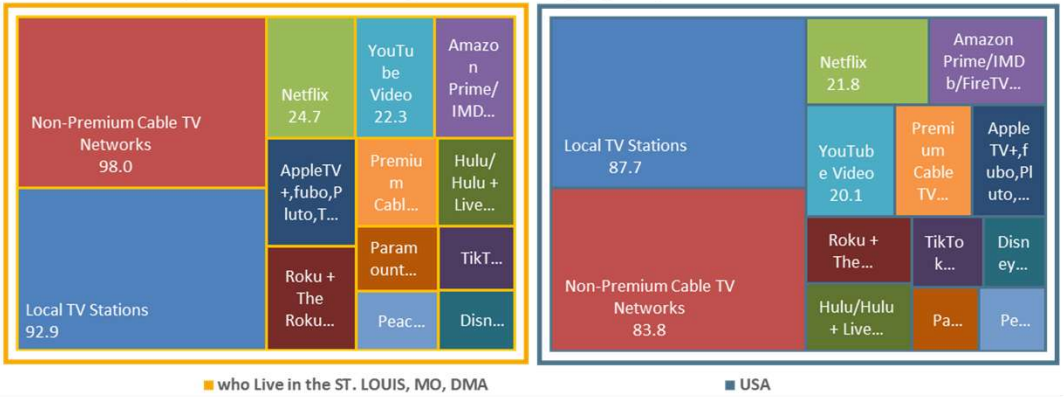
P35-64

851,495 or 70.9% of Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA watch Ad-Supported Local TV Stations for an average of 90.1 minutes every day representing 29.3% of all time spent daily with Ad-Supported Video.

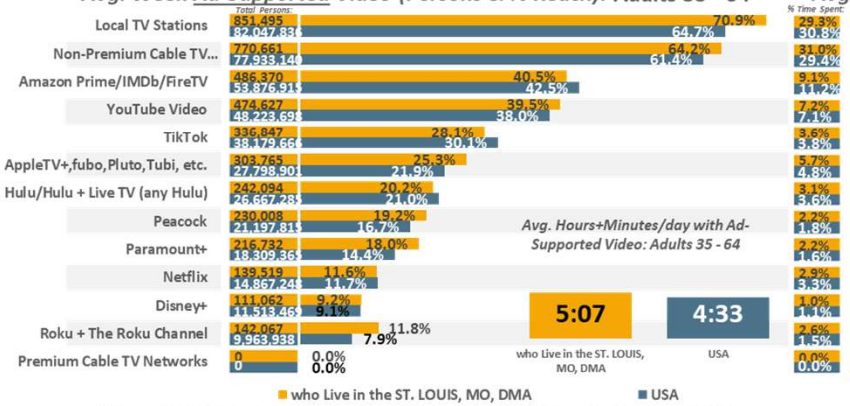
Avg. Week All Video (Persons & % Reach): Adults 35 - 64



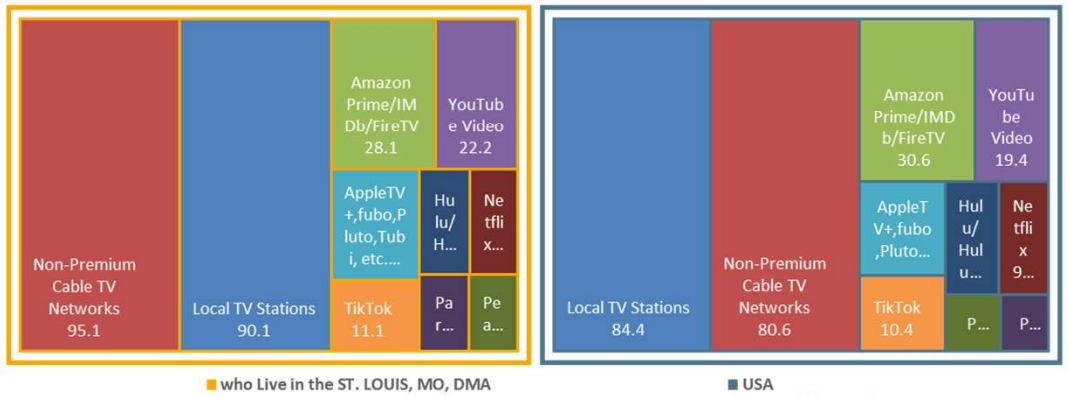
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



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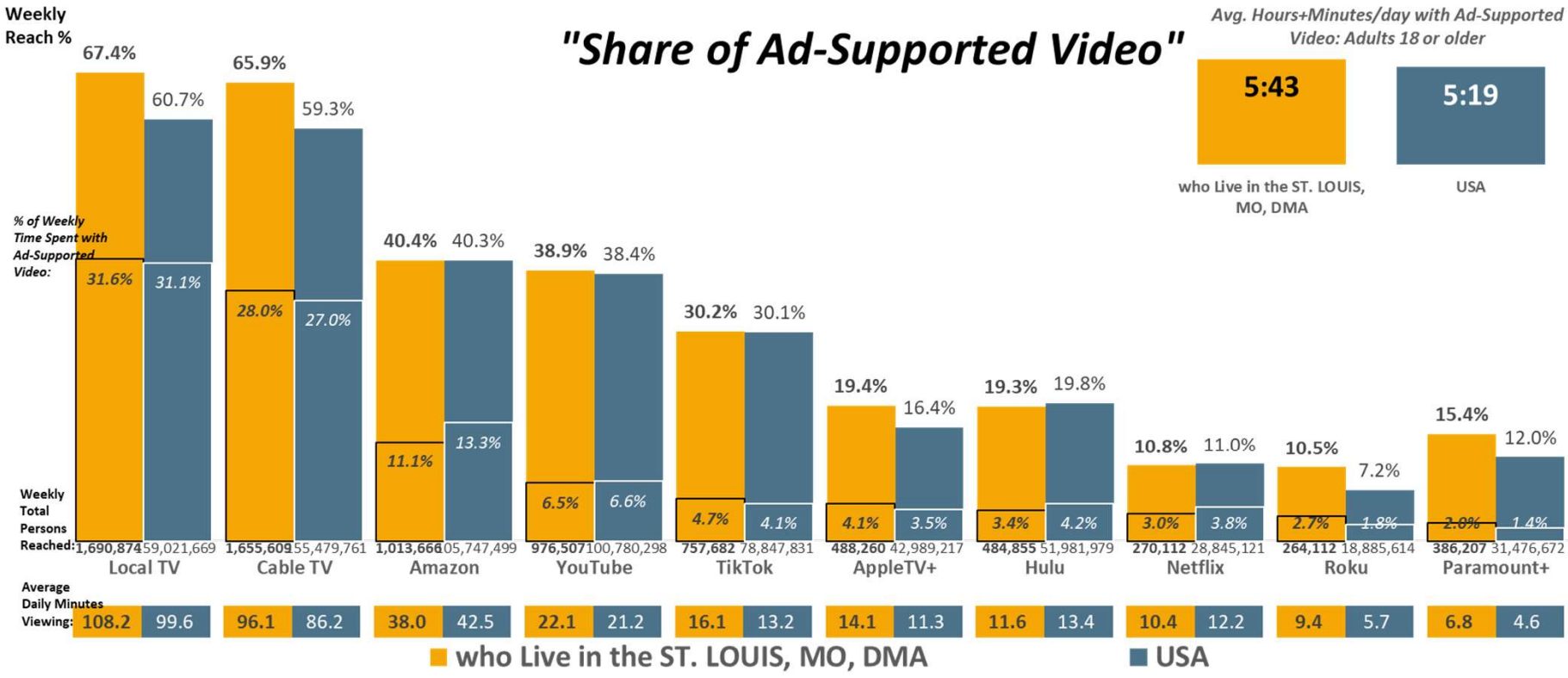
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P18+

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P25-54

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"Share of Ad-Supported Video"

Avg. Hours+Minutes/day with Ad-Supported Video: Adults 25 - 54

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

3:32 USA

	Cable TV	Local TV	Amazon	YouTube	TikTok	AppleTV+	Netflix	Hulu	Roku	Paramount+
Weekly Reach %	57.6% / 53.1%	57.3% / 52.0%	40.1% / 42.2%	46.4% / 43.4%	37.9% / 35.9%	20.6% / 17.8%	12.2% / 12.4%	20.0% / 23.6%	8.3% / 6.1%	15.7% / 12.9%
% of Weekly Time Spent with Ad-Supported Video:	28.1% / 25.1%	24.6% / 27.2%	10.5% / 12.4%	10.2% / 9.9%	7.4% / 6.1%	4.4% / 3.5%	3.8% / 4.1%	3.6% / 5.0%	2.1% / 1.3%	2.0% / 1.4%
Weekly Total Persons Reached:	686,245 / 68,892,472	682,560 / 67,546,079	477,748 / 54,846,758	552,747 / 56,353,832	451,036 / 46,614,922	245,342 / 23,145,827	145,322 / 16,061,409	237,762 / 30,706,214	98,475 / 7,911,937	186,798 / 16,798,757
Average Daily Minutes Viewing:	65.3 / 53.4	57.3 / 57.8	24.4 / 26.3	23.6 / 21.1	17.1 / 12.9	10.3 / 7.5	8.7 / 8.7	8.3 / 10.7	4.8 / 2.7	4.6 / 3.0

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

USA USA DMA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

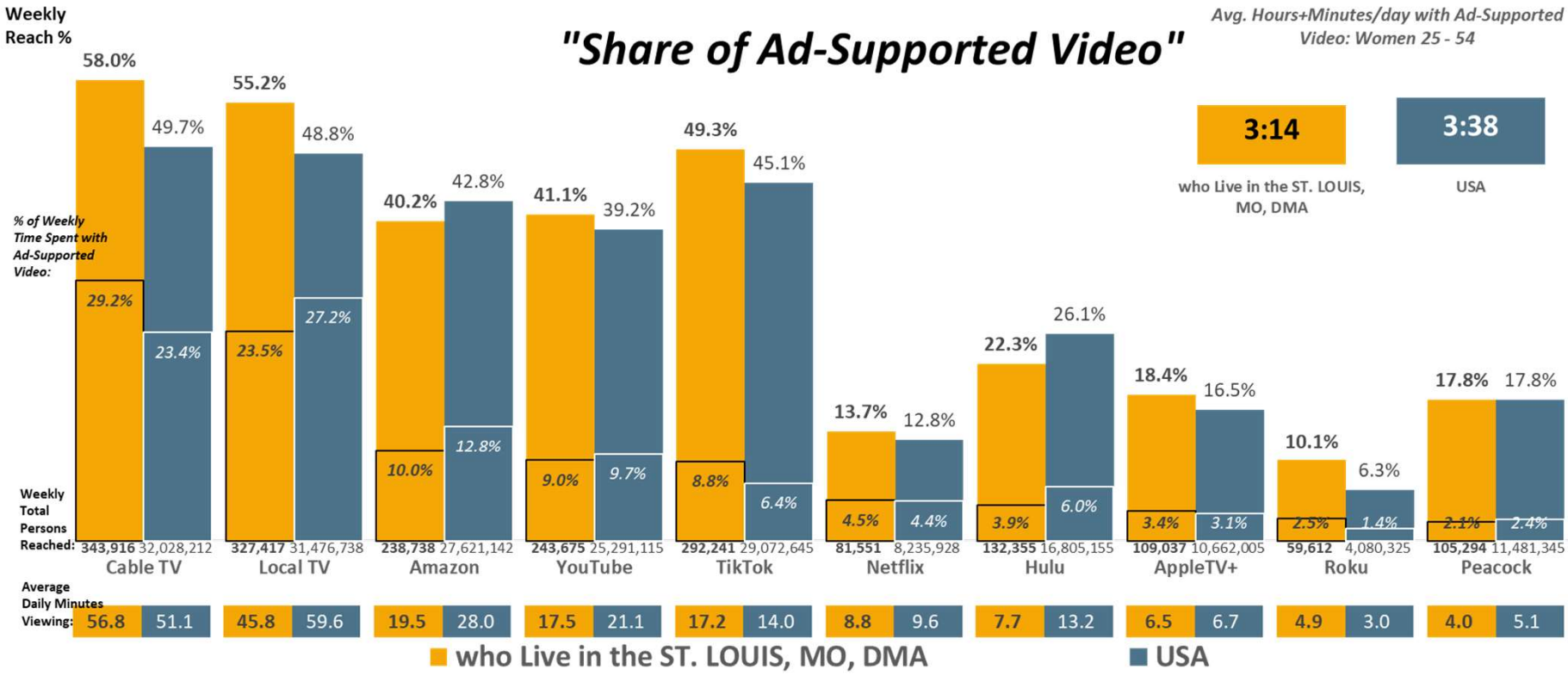
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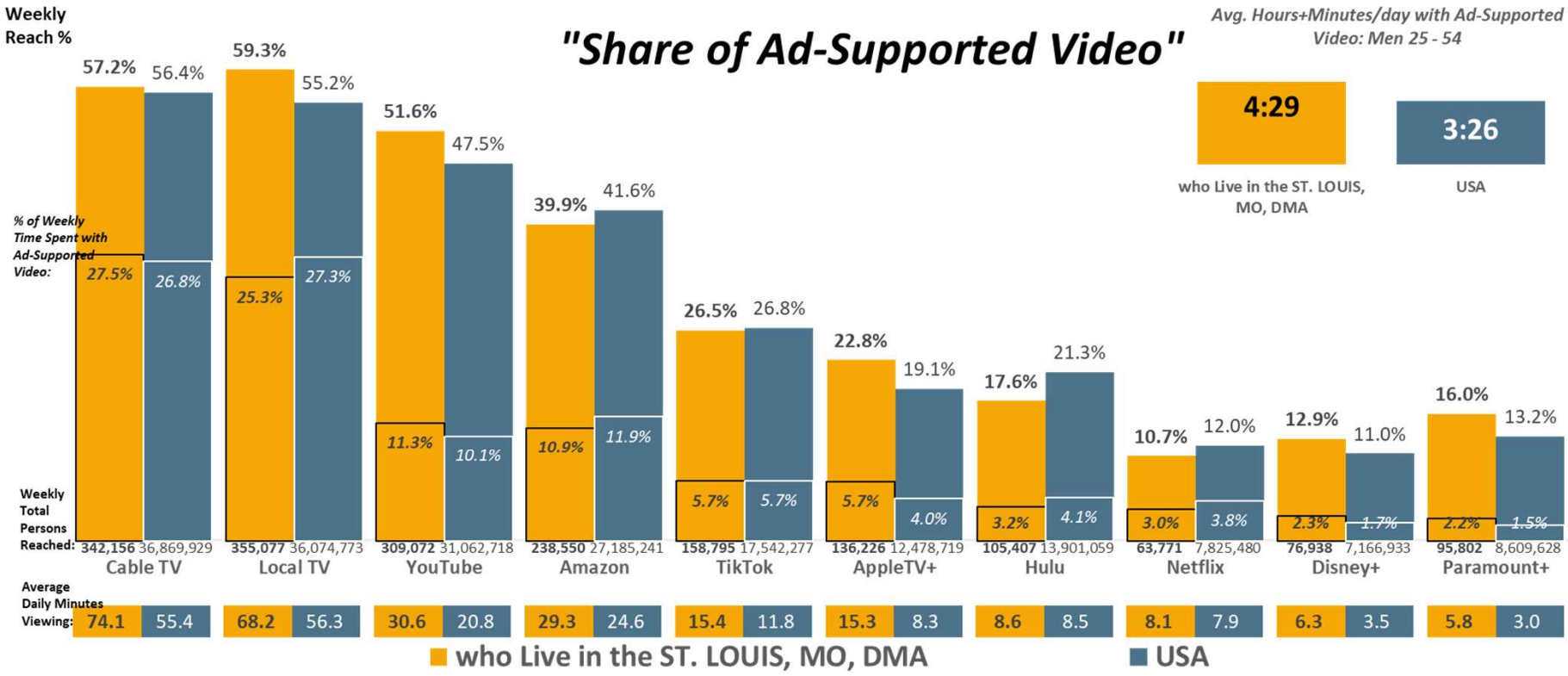
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M25-54

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USA USA DMA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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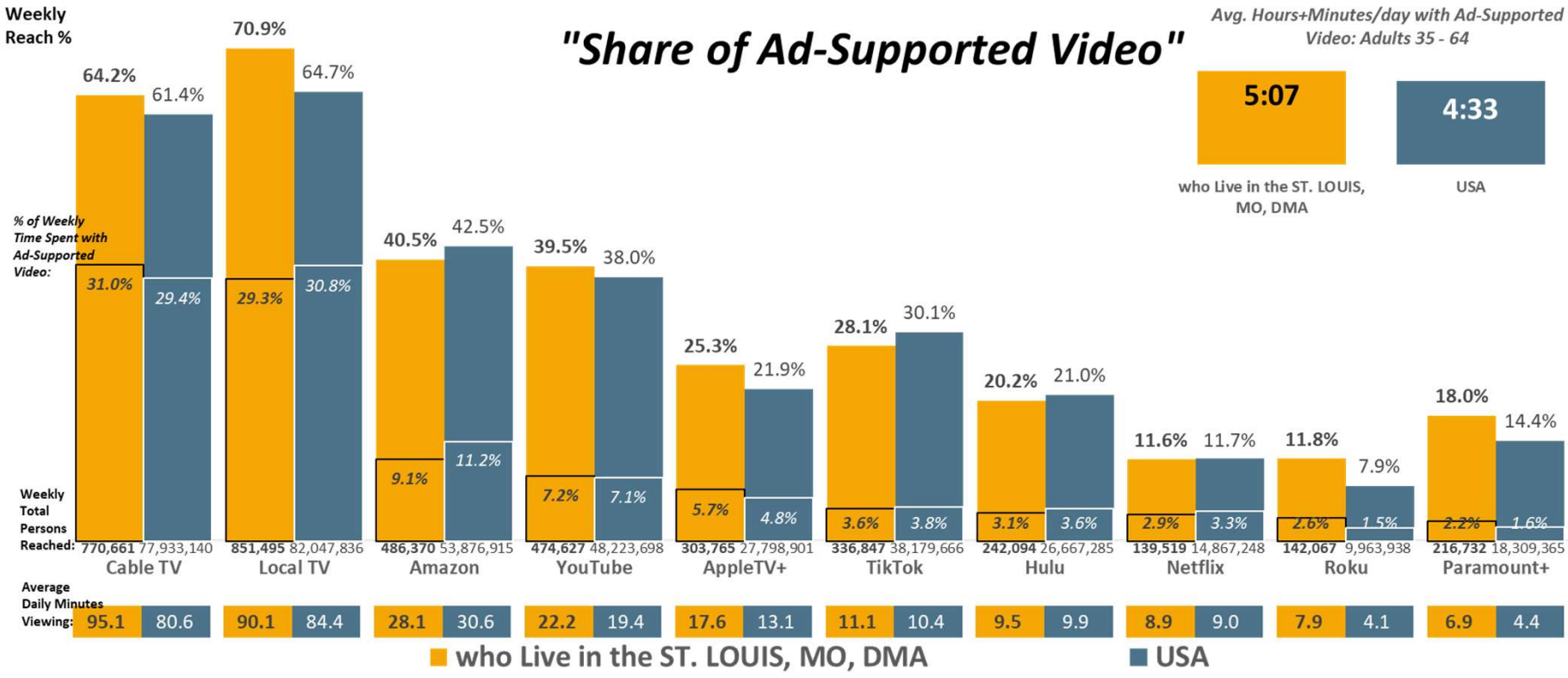
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P35-64

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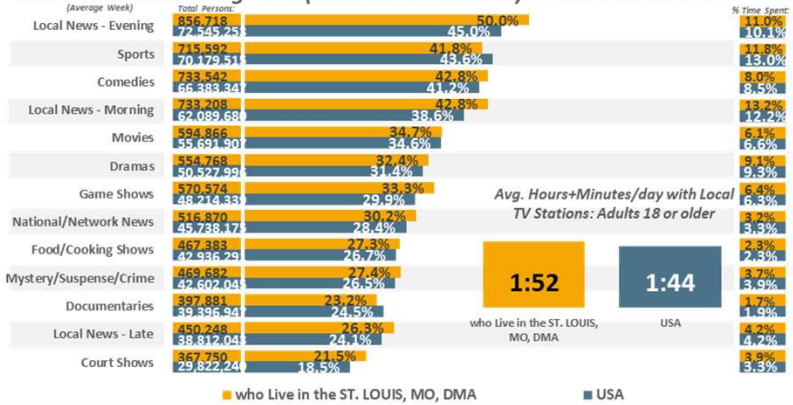
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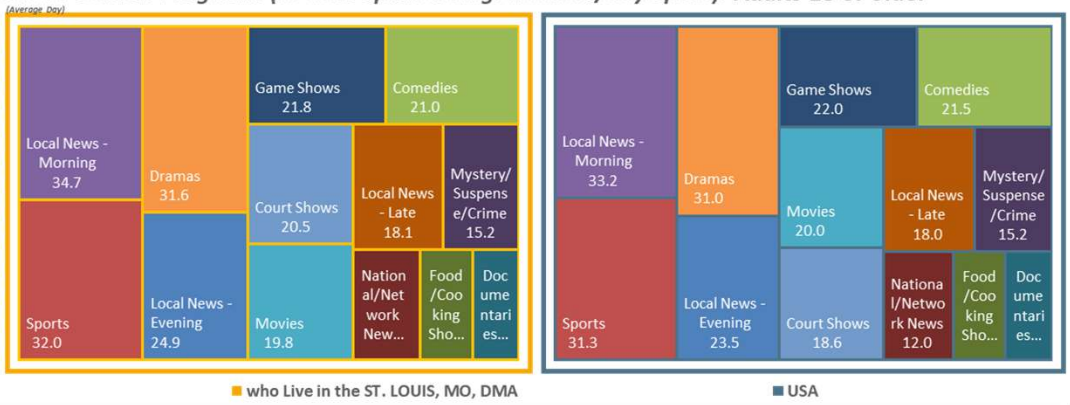
P18+

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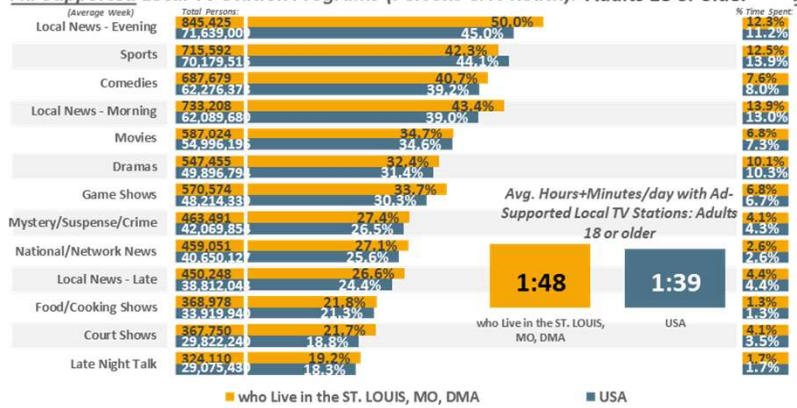
Local TV Station Programs (Persons & % Reach): Adults 18 or older



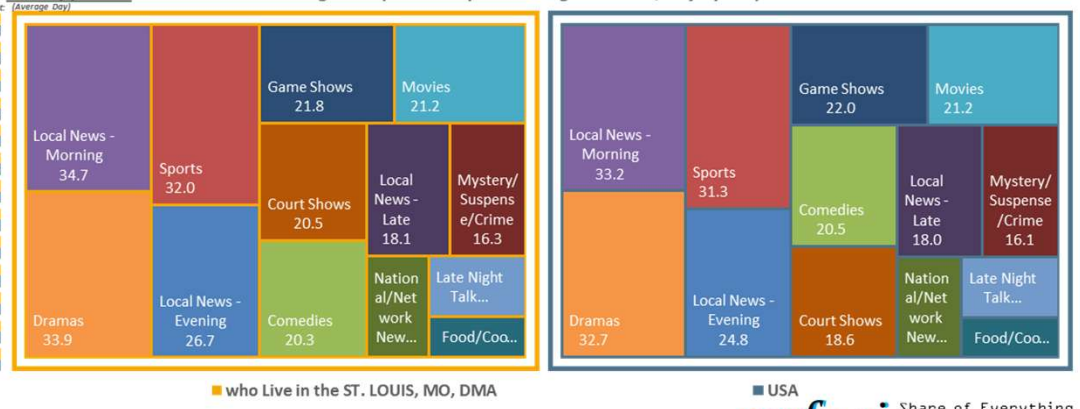
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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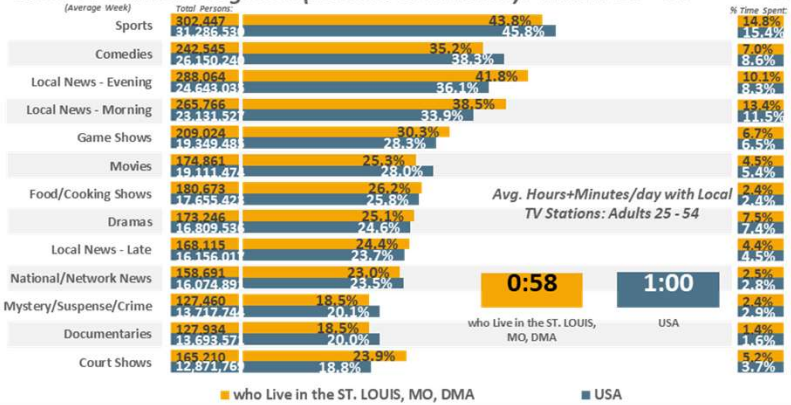
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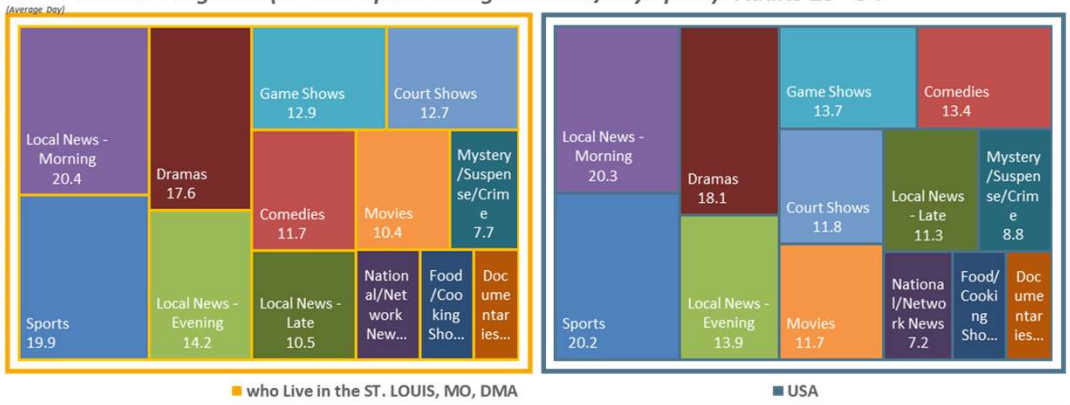


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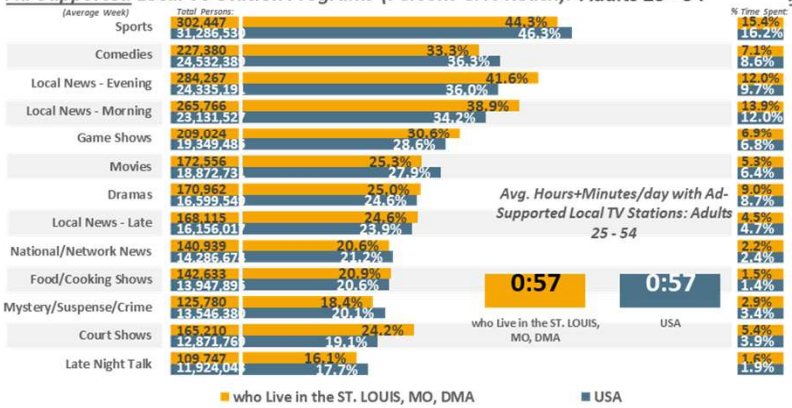
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



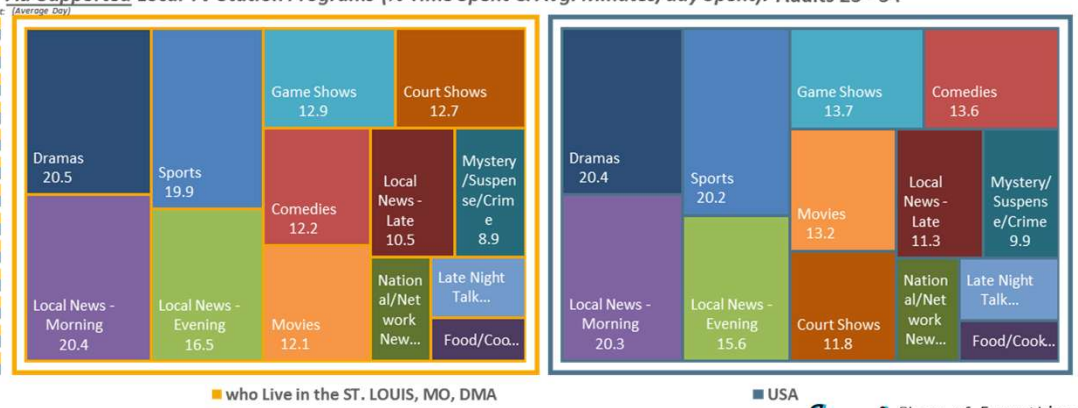
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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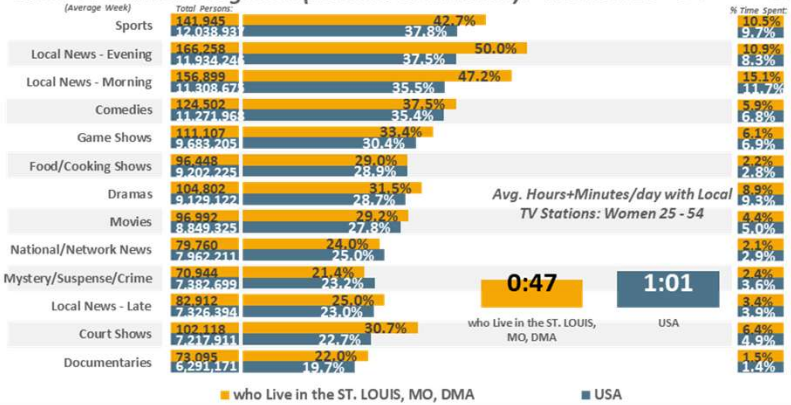
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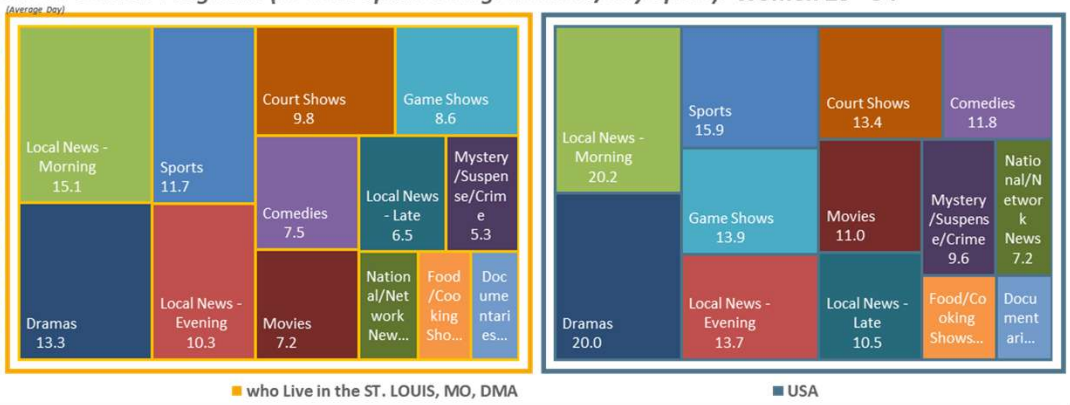


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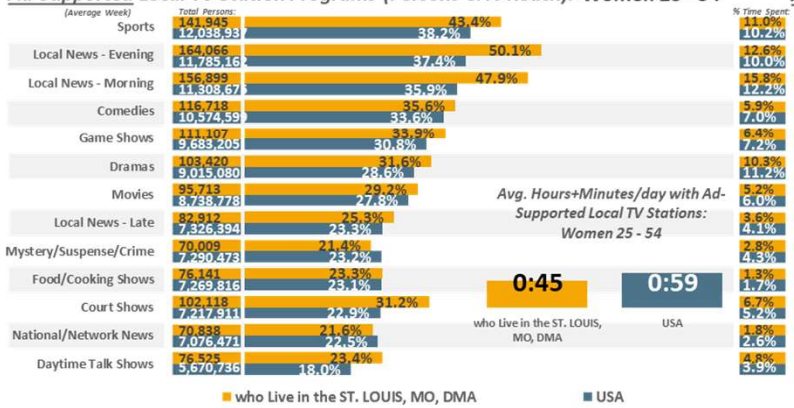
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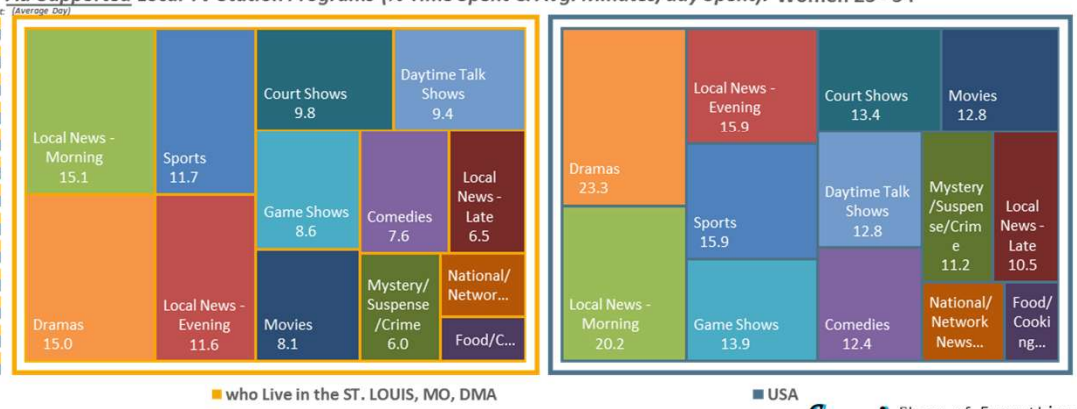
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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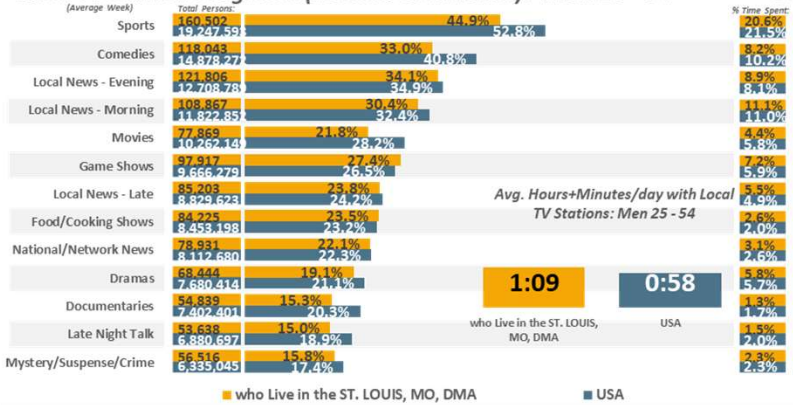
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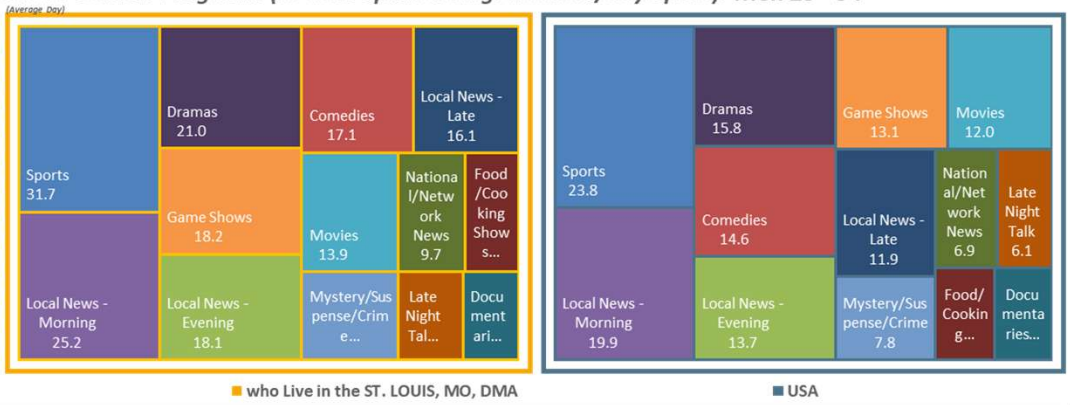


355,077 or 59.3% of Men 25 - 54 who Live in the ST. LOUIS, MO, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Game Shows, and Local News - Late.

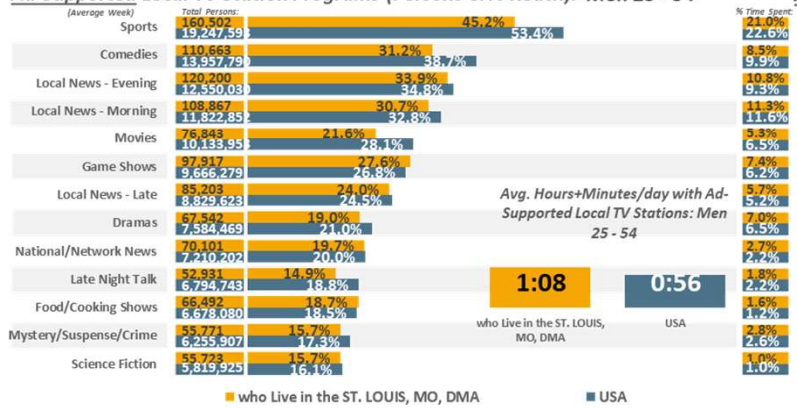
Local TV Station Programs (Persons & % Reach): Men 25 - 54



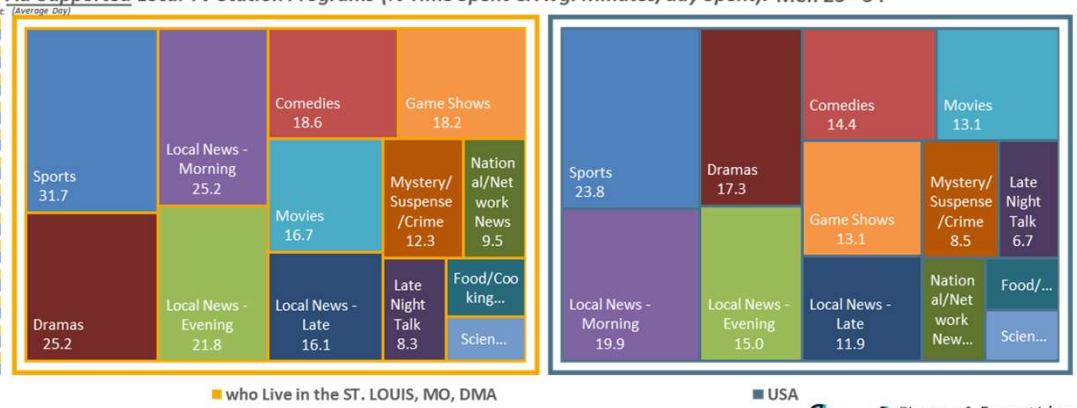
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



USA USA DMA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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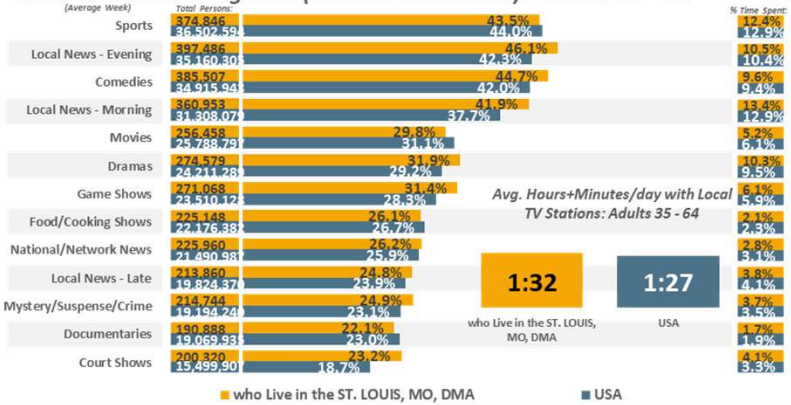
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,002

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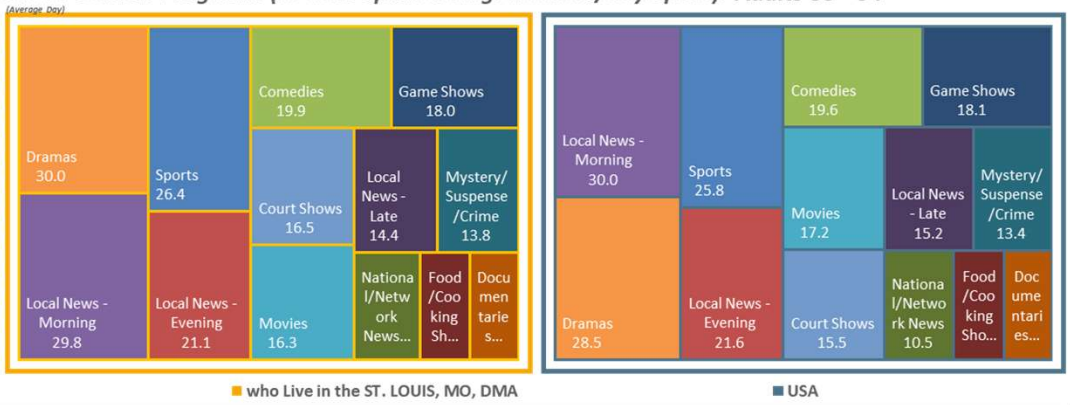


851,495 or 70.9% of Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Local News - Morning, Game Shows, and Dramas.

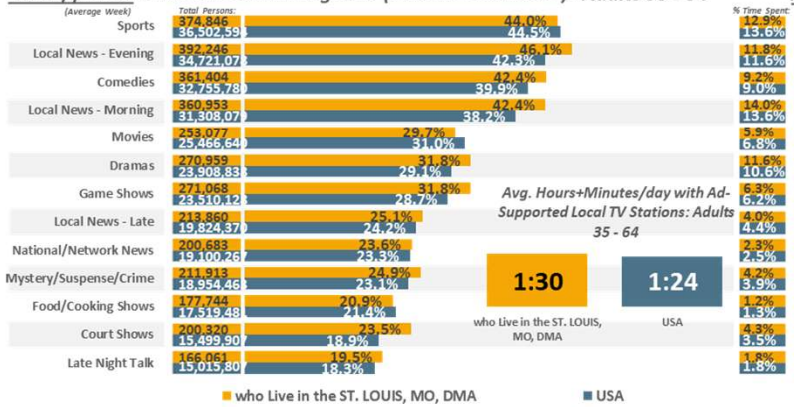
Local TV Station Programs (Persons & % Reach): Adults 35 - 64



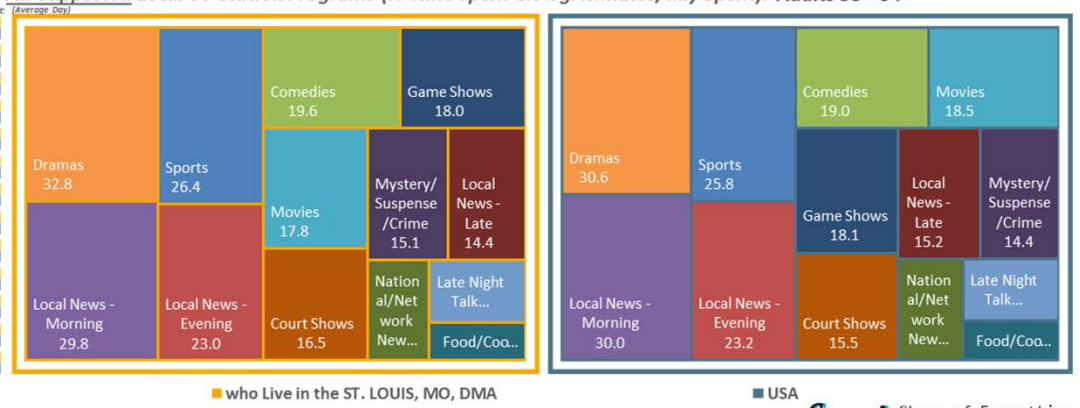
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



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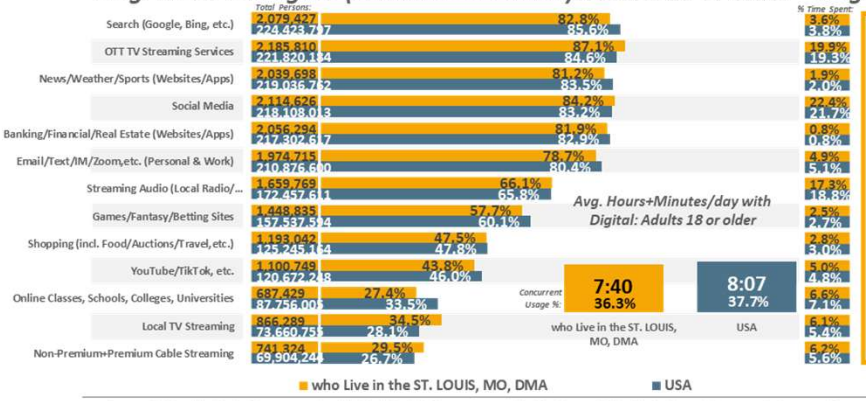
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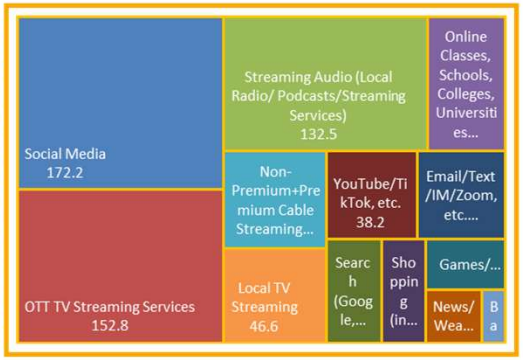
P18+

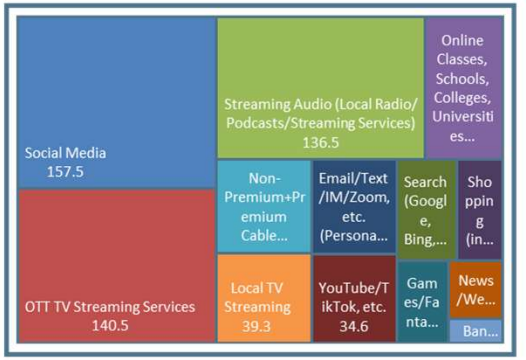
1,881,497 or 74.9% of Adults 18 or older who Live in the ST. LOUIS, MO, DMA use Ad-Supported Social Media for an average of 153.2 minutes every day representing 27.% of all time spent daily with Ad-Supported Digital Media.

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

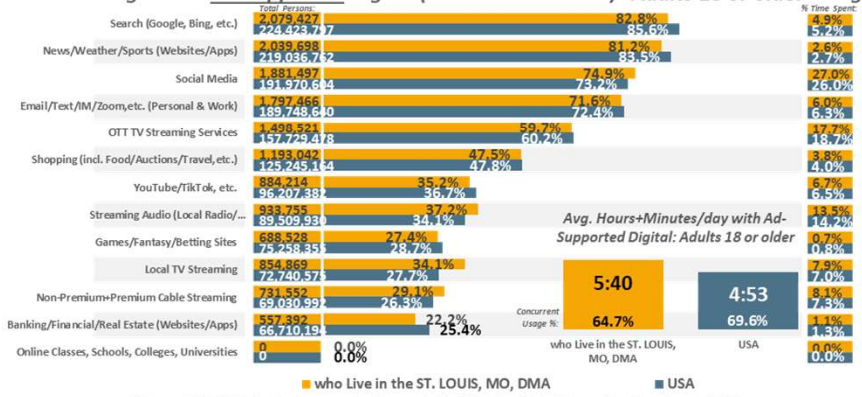


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

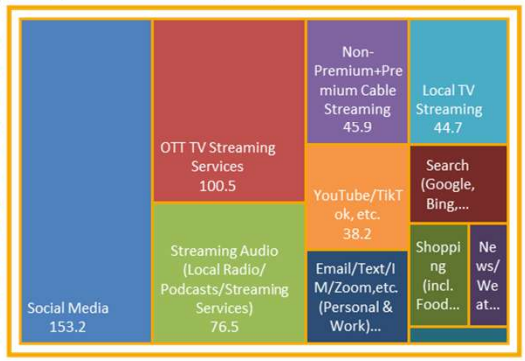


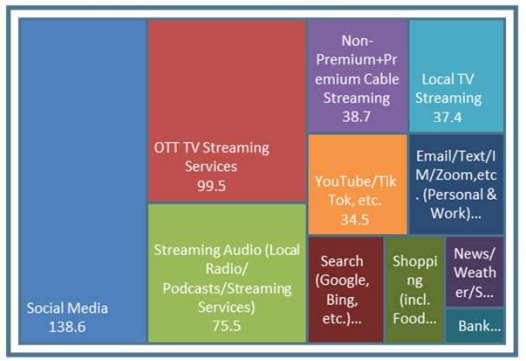


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





USA USA DMA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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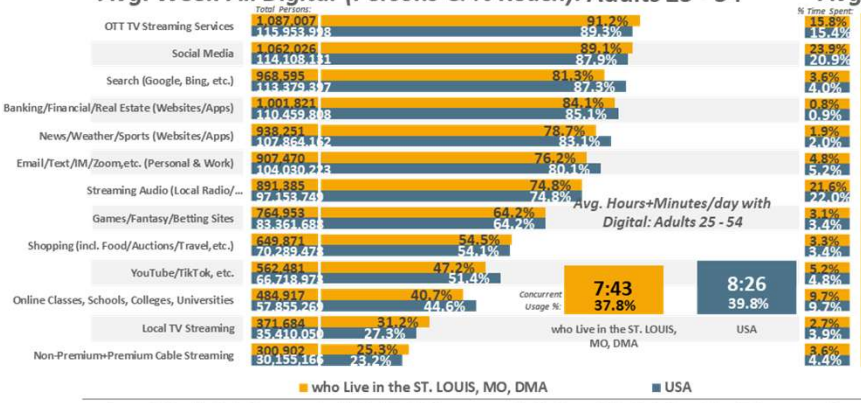
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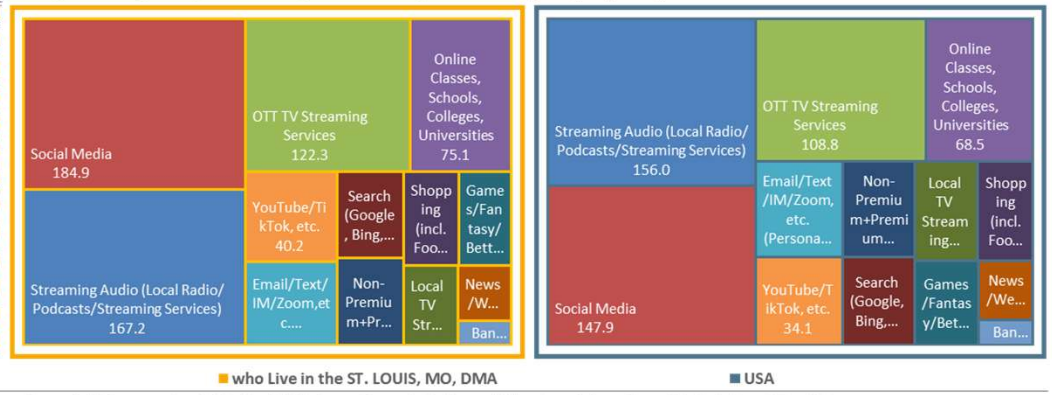
P25-54

941,165 or 79.% of Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA use Ad-Supported Social Media for an average of 170.1 minutes every day representing 31.5% of all time spent daily with Ad-Supported Digital Media.

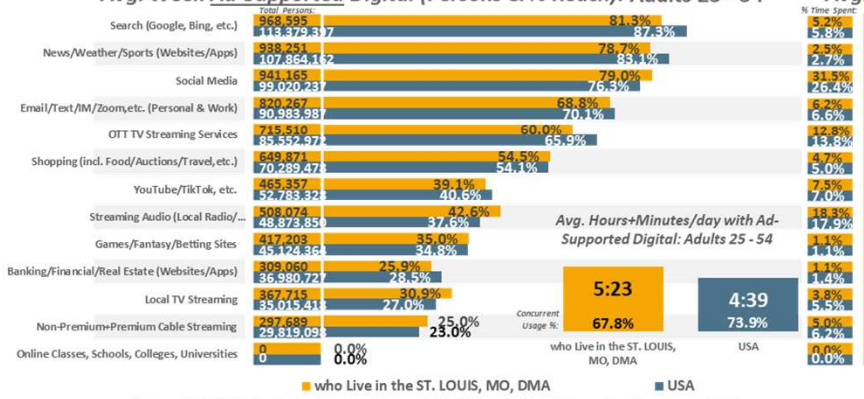
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



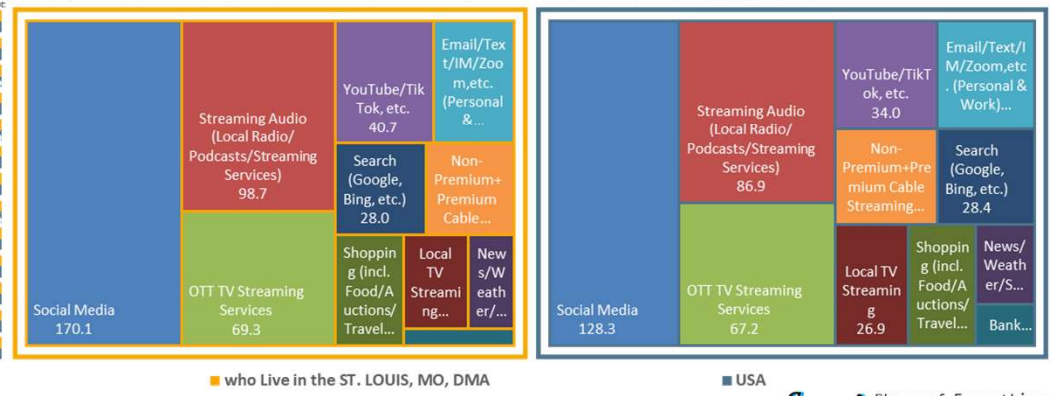
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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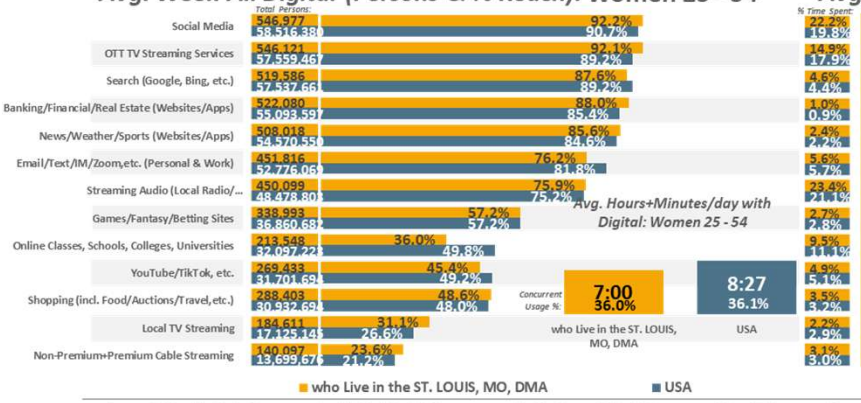
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,002

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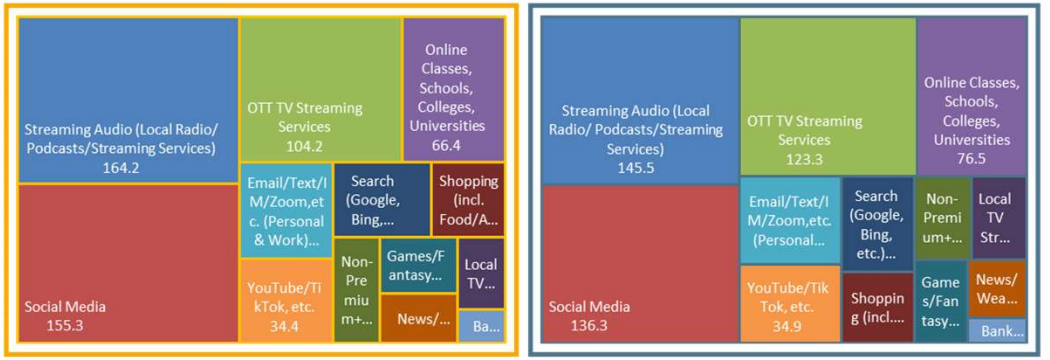


510,777 or 86.1% of Women 25 - 54 who Live in the ST. LOUIS, MO, DMA use Ad-Supported Social Media for an average of 142.9 minutes every day representing 29.% of all time spent daily with Ad-Supported Digital Media.

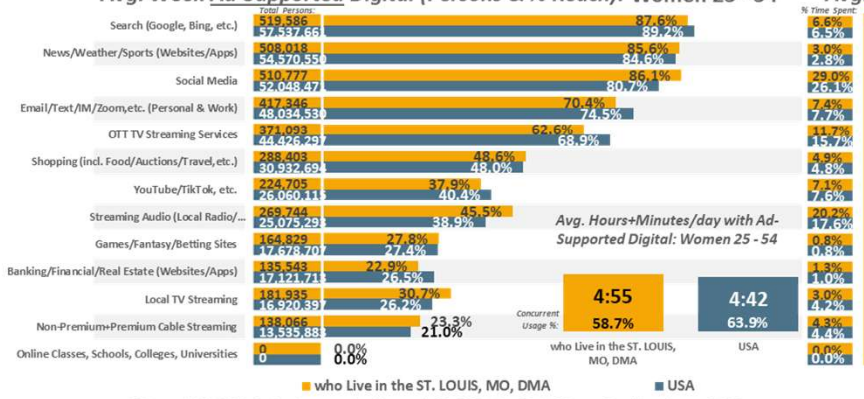
Avg. Week All Digital (Persons & % Reach): Women 25 - 54



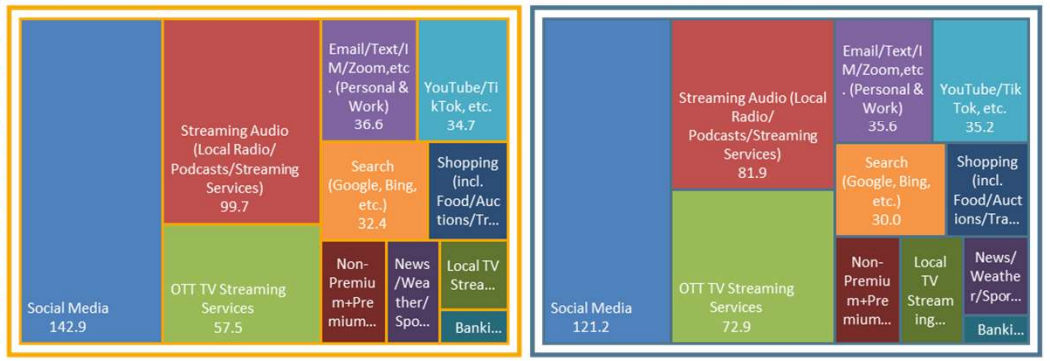
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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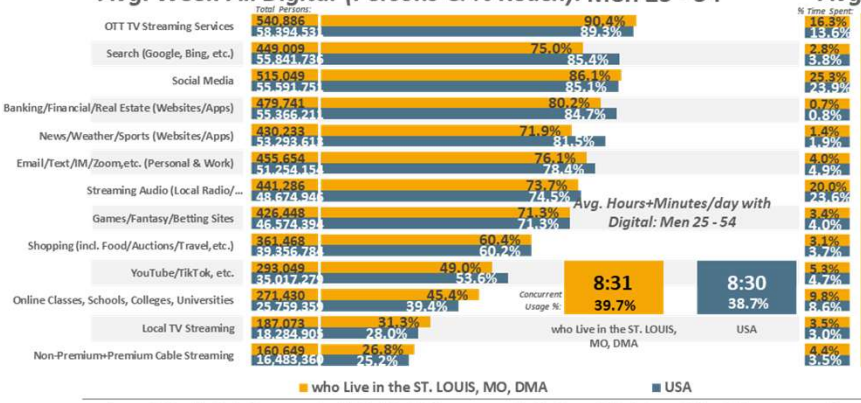
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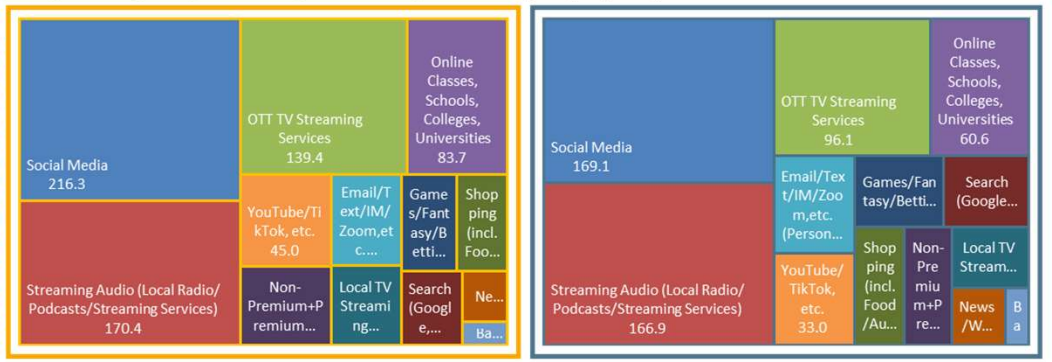
M25-54

430,388 or 71.9% of Men 25 - 54 who Live in the ST. LOUIS, MO, DMA use Ad-Supported Social Media for an average of 199. minutes every day representing 33.4% of all time spent daily with Ad-Supported Digital Media.

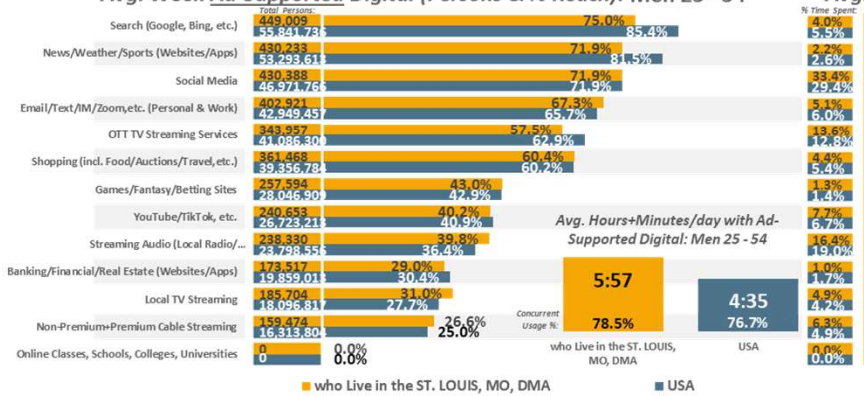
Avg. Week All Digital (Persons & % Reach): Men 25 - 54



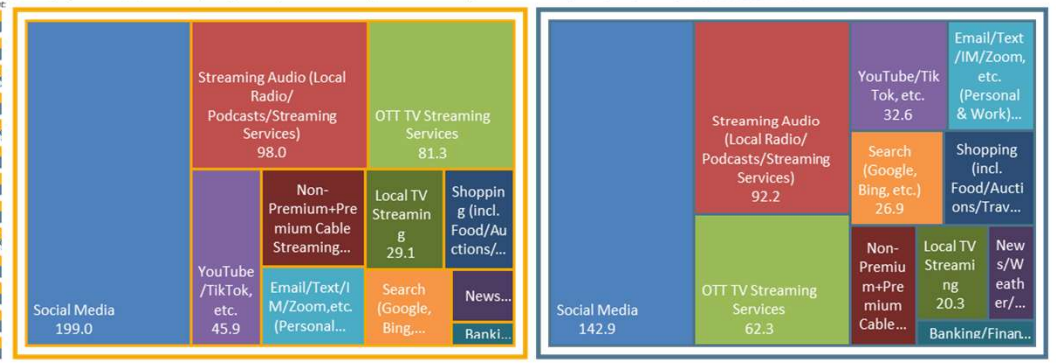
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



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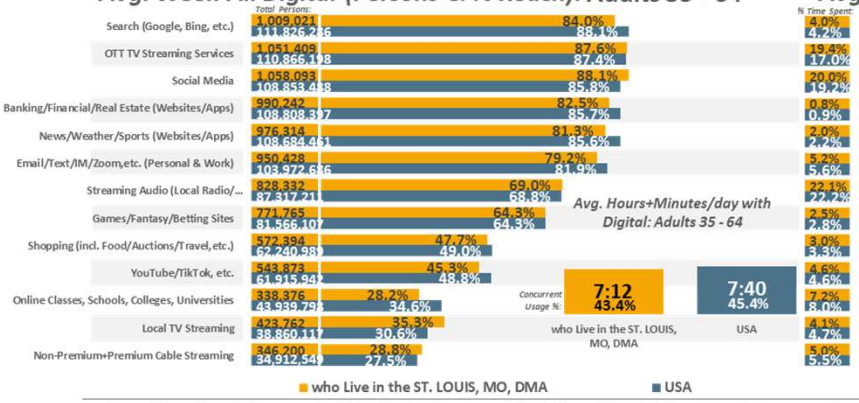
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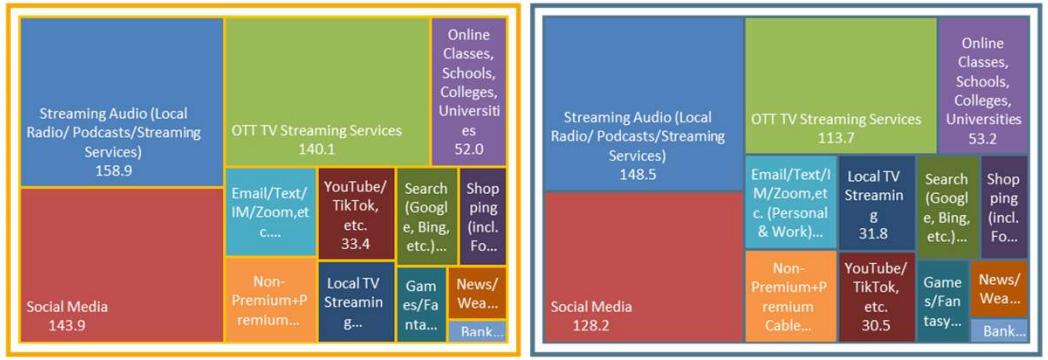
P35-64

932,190 or 77.6% of Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA use Ad-Supported Social Media for an average of 132.4 minutes every day representing 25.5% of all time spent daily with Ad-Supported Digital Media.

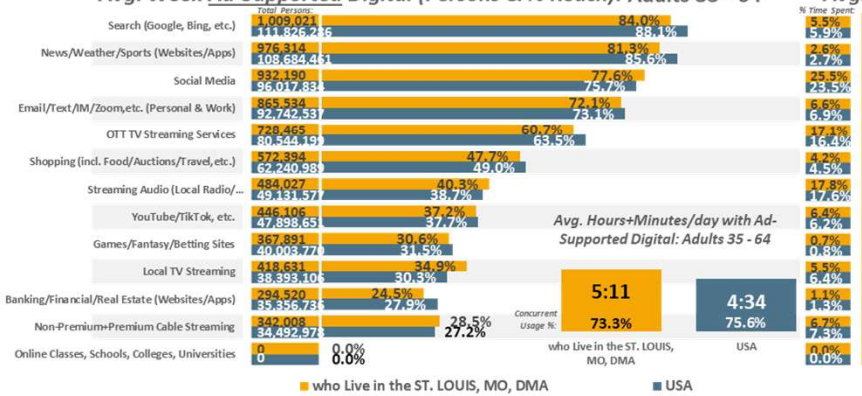
Avg. Week All Digital (Persons & % Reach): Adults 35 - 64



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



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



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



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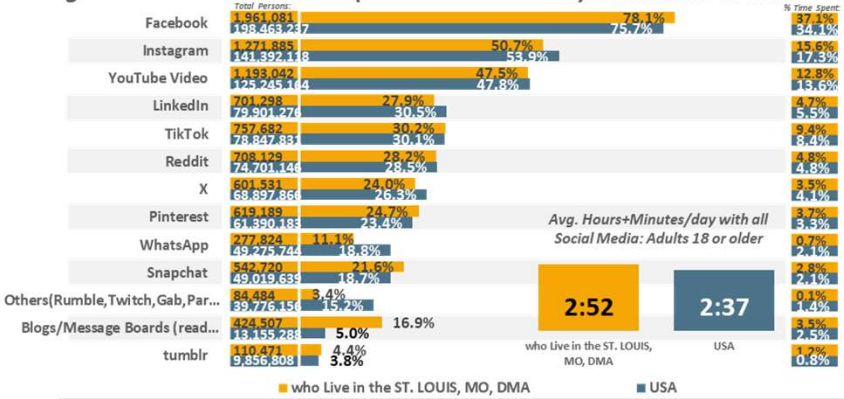
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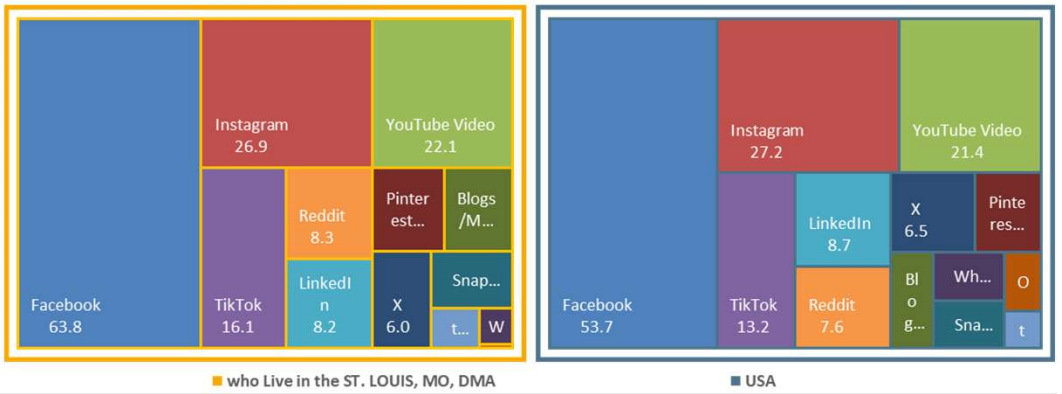
P18+

1,881,497 or 74.9% of Adults 18 or older who Live in the ST. LOUIS, MO, DMA use Ad-Supported Facebook for an average of 56.3 minutes every day representing 36.7% of all time spent daily with Ad-Supported Social Media.

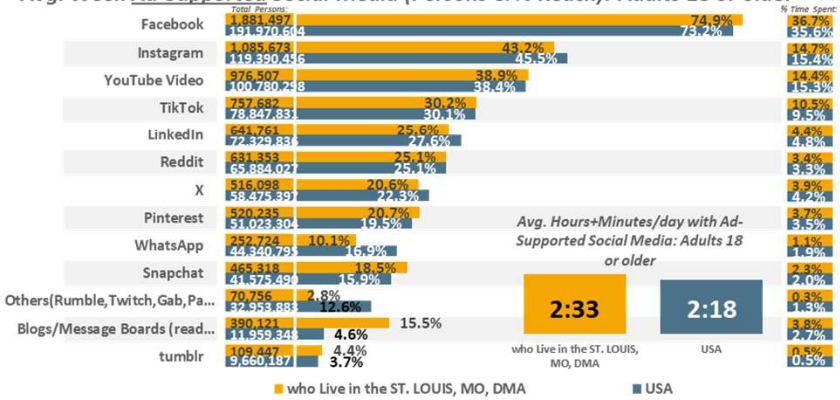
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



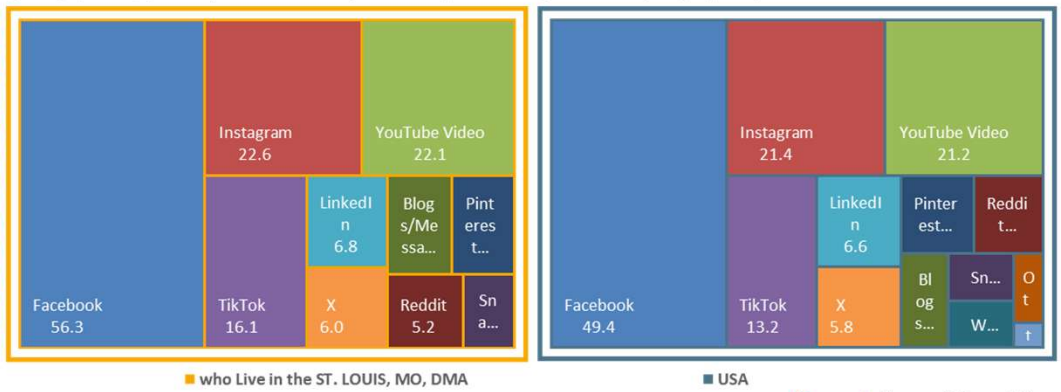
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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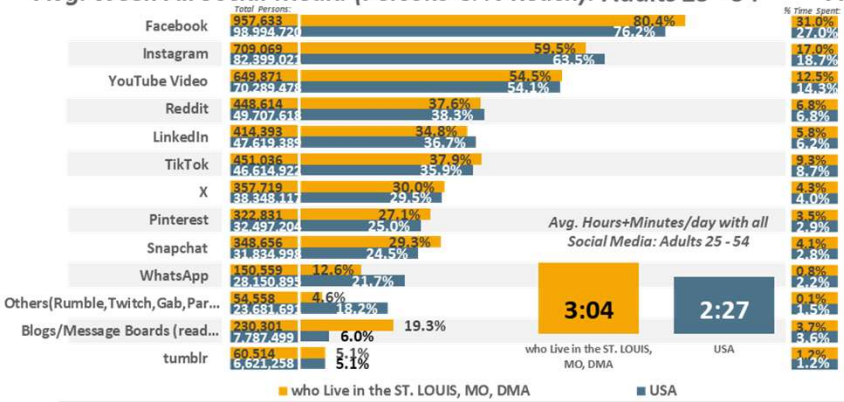
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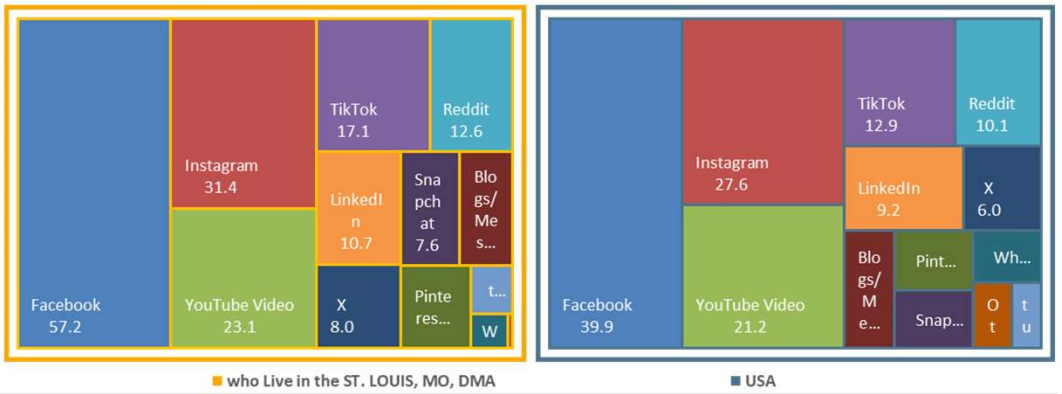
P25-54

941,165 or 79.% of Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA use Ad-Supported Facebook for an average of 55.5 minutes every day representing 33.8% of all time spent daily with Ad-Supported Social Media.

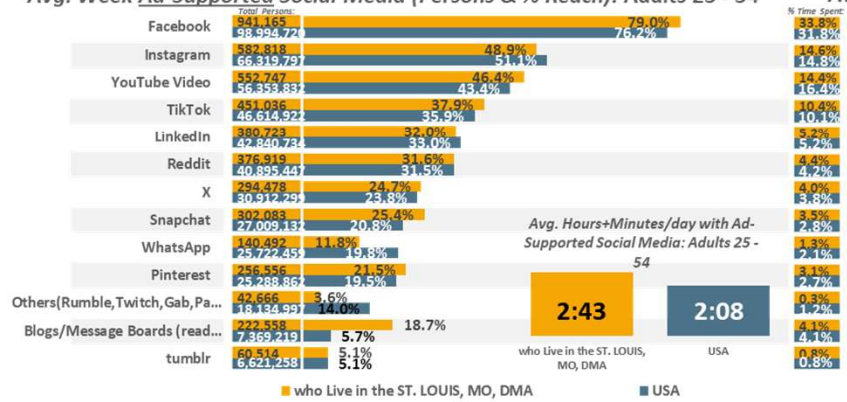
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



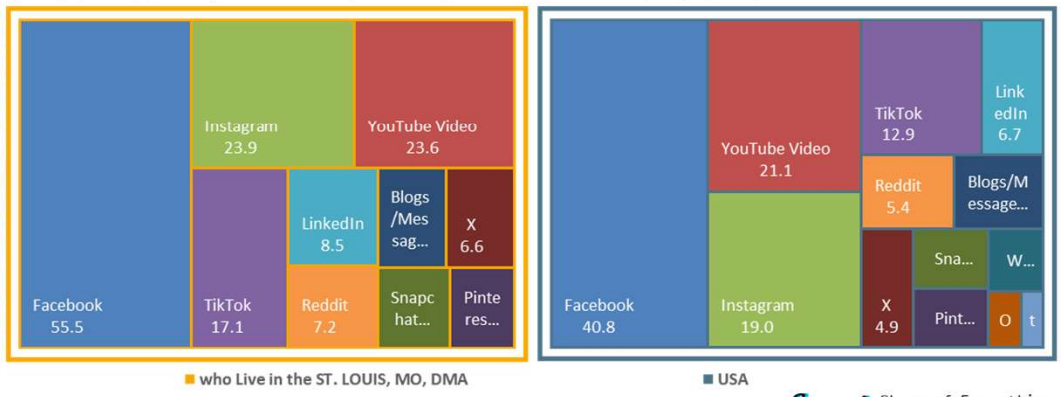
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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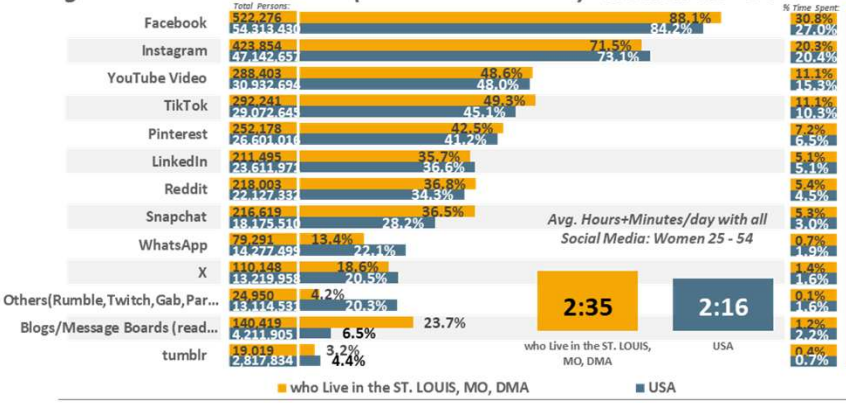
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,002

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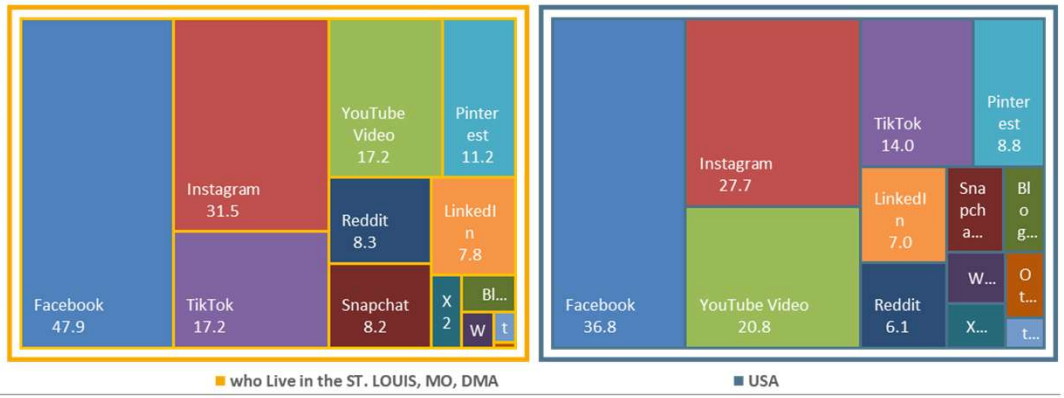


510,777 or 86.1% of Women 25 - 54 who Live in the ST. LOUIS, MO, DMA use Ad-Supported Facebook for an average of 47.7 minutes every day representing 32.9% of all time spent daily with Ad-Supported Social Media.

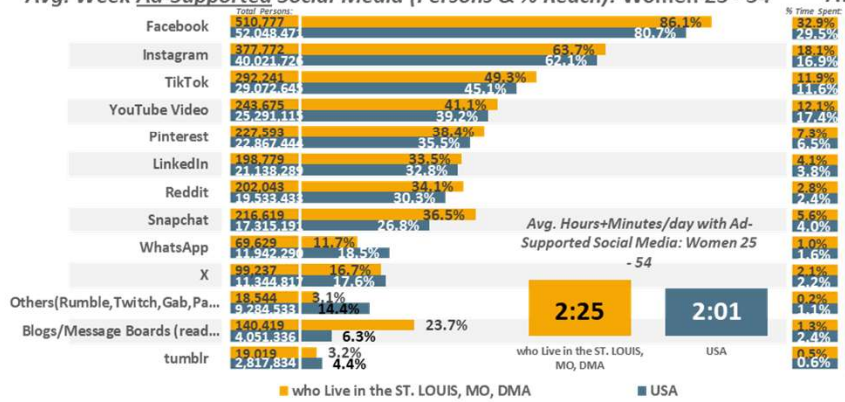
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54



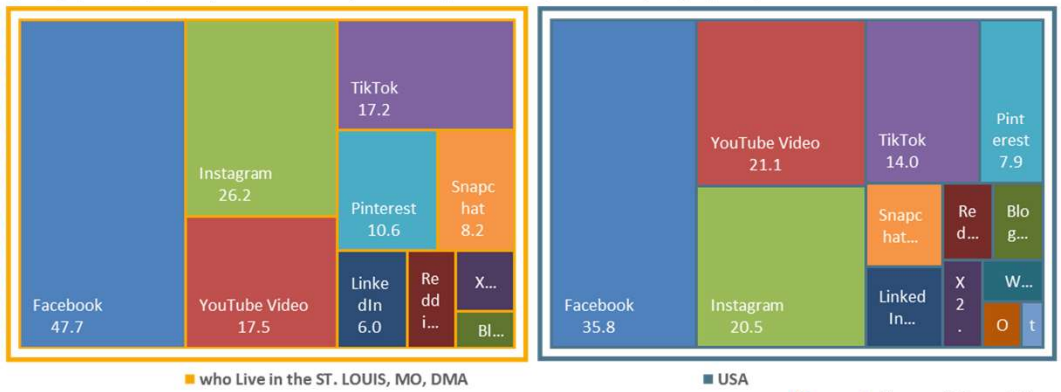
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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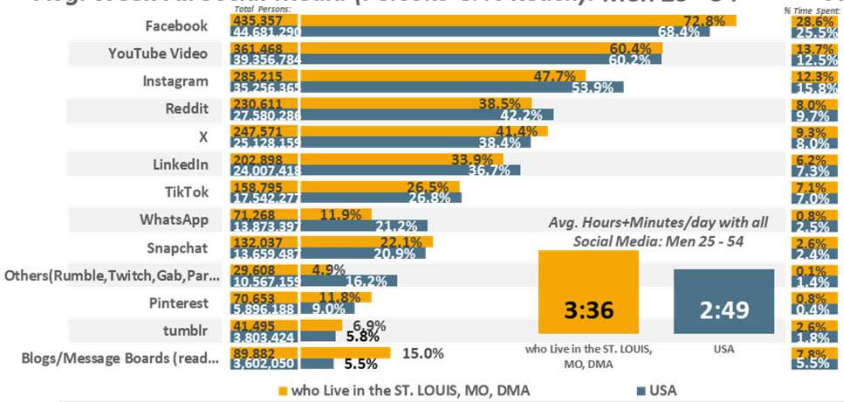
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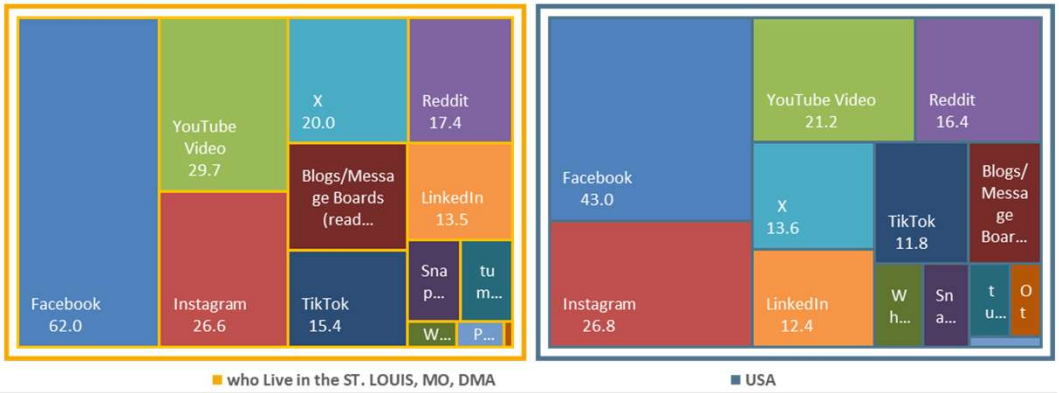
M25-54

430,388 or 71.9% of Men 25 - 54 who Live in the ST. LOUIS, MO, DMA use Ad-Supported Facebook for an average of 57.2 minutes every day representing 31.6% of all time spent daily with Ad-Supported Social Media.

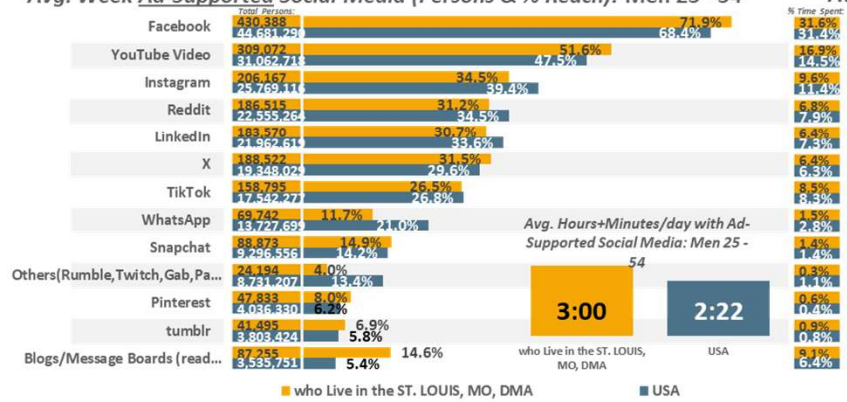
Avg. Week All Social Media (Persons & % Reach): Men 25 - 54



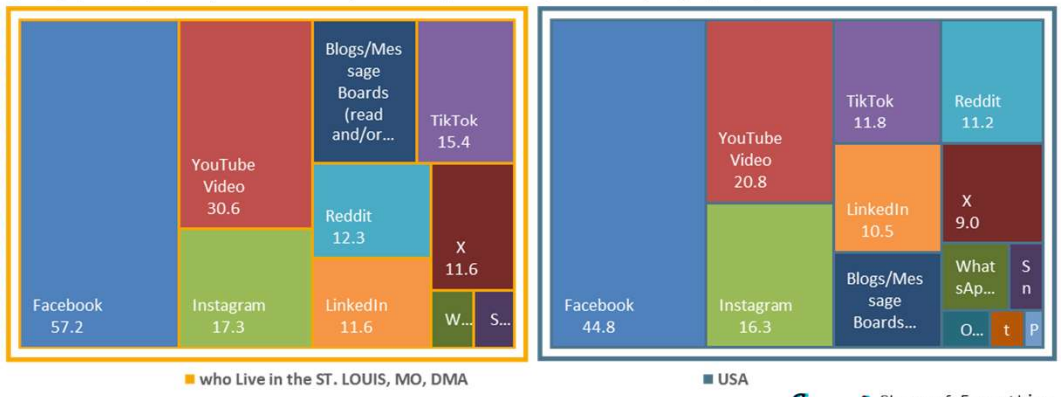
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,002

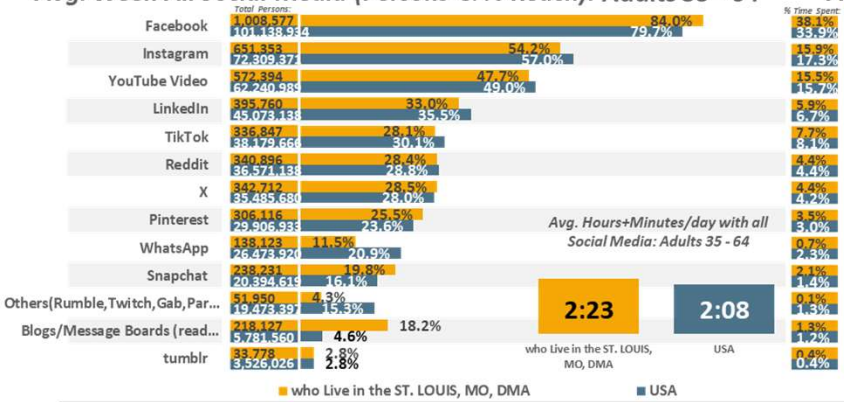
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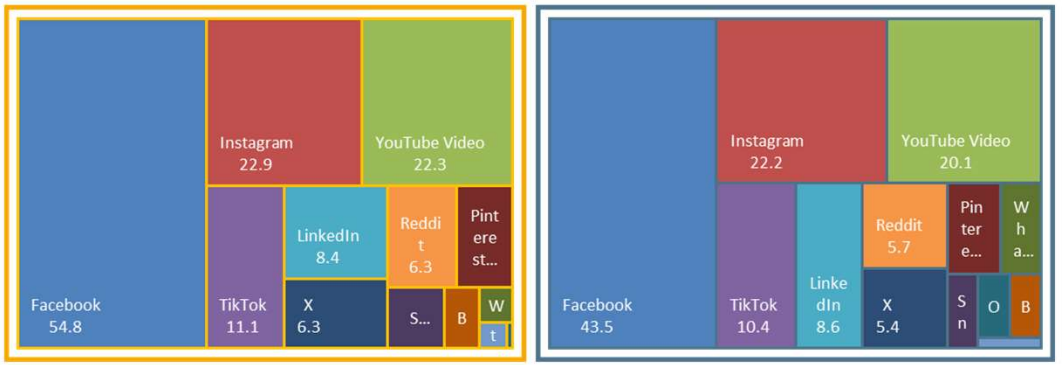
P35-64

932,190 or 77.6% of Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA use Ad-Supported Facebook for an average of 45.9 minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.

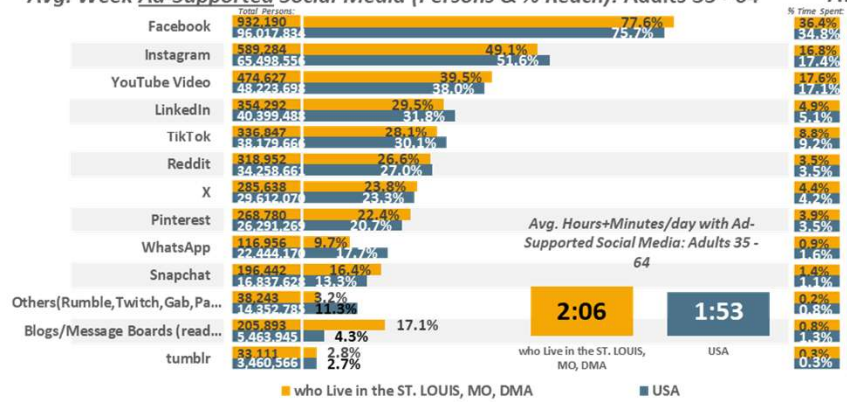
Avg. Week All Social Media (Persons & % Reach): Adults 35 - 64



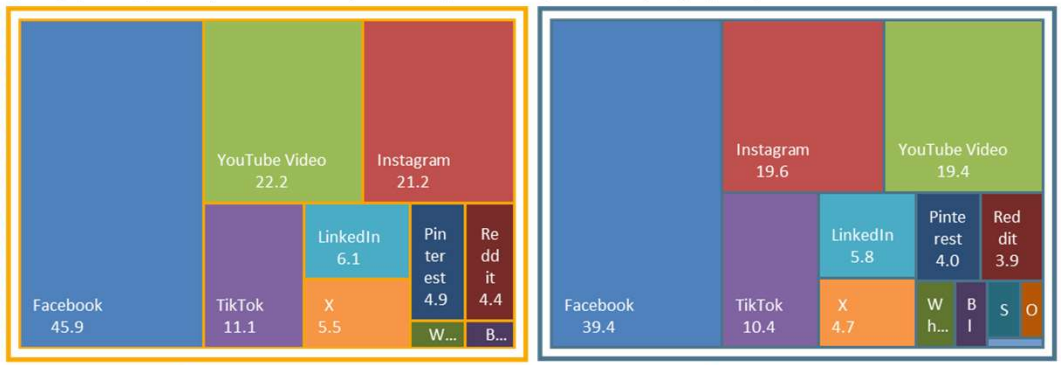
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



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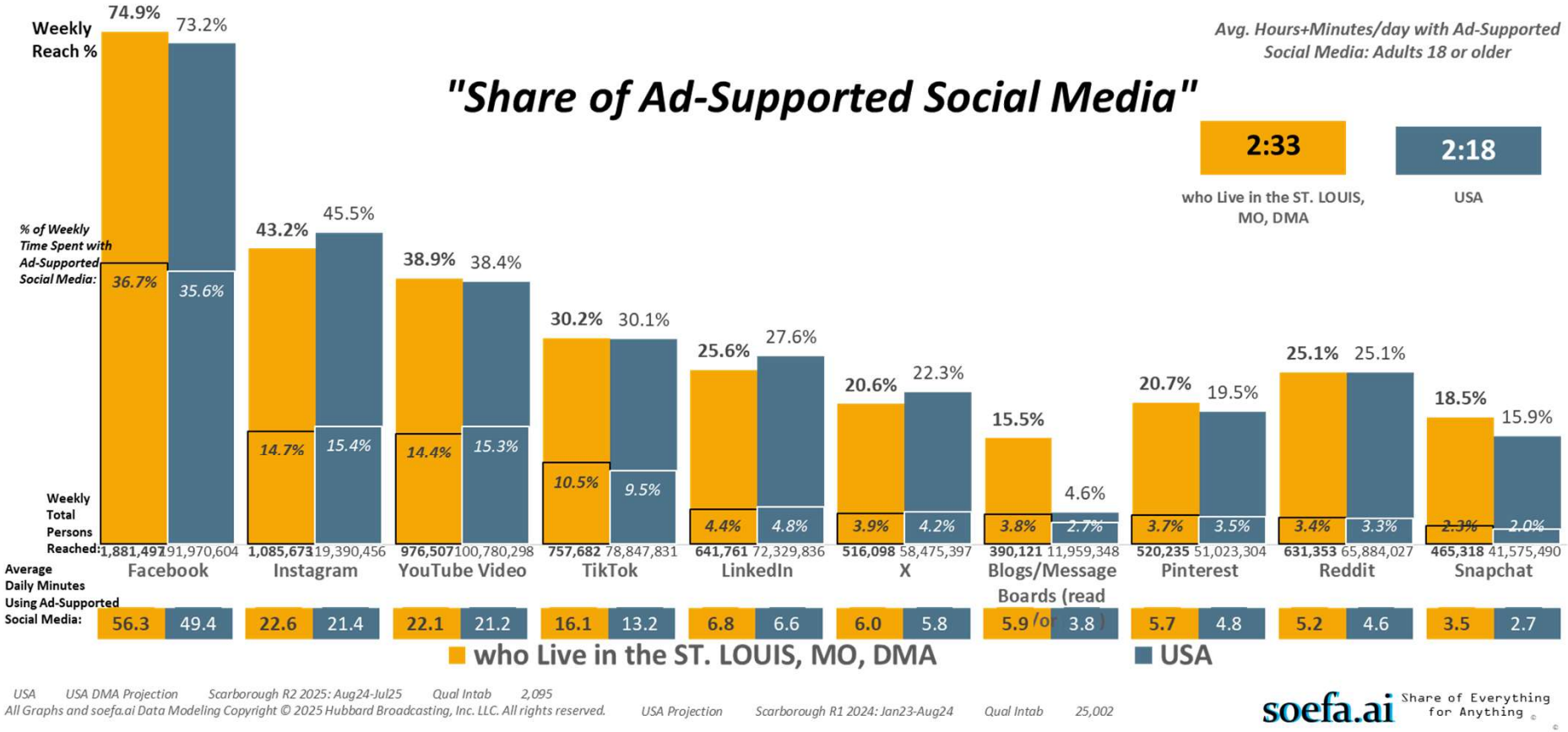
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P18+

1,881,497 or 74.9% of Adults 18 or older who Live in the ST. LOUIS, MO, DMA use Ad-Supported Facebook for an average of 56.3 minutes every day representing 36.7% of all time spent daily with Ad-Supported Social Media.



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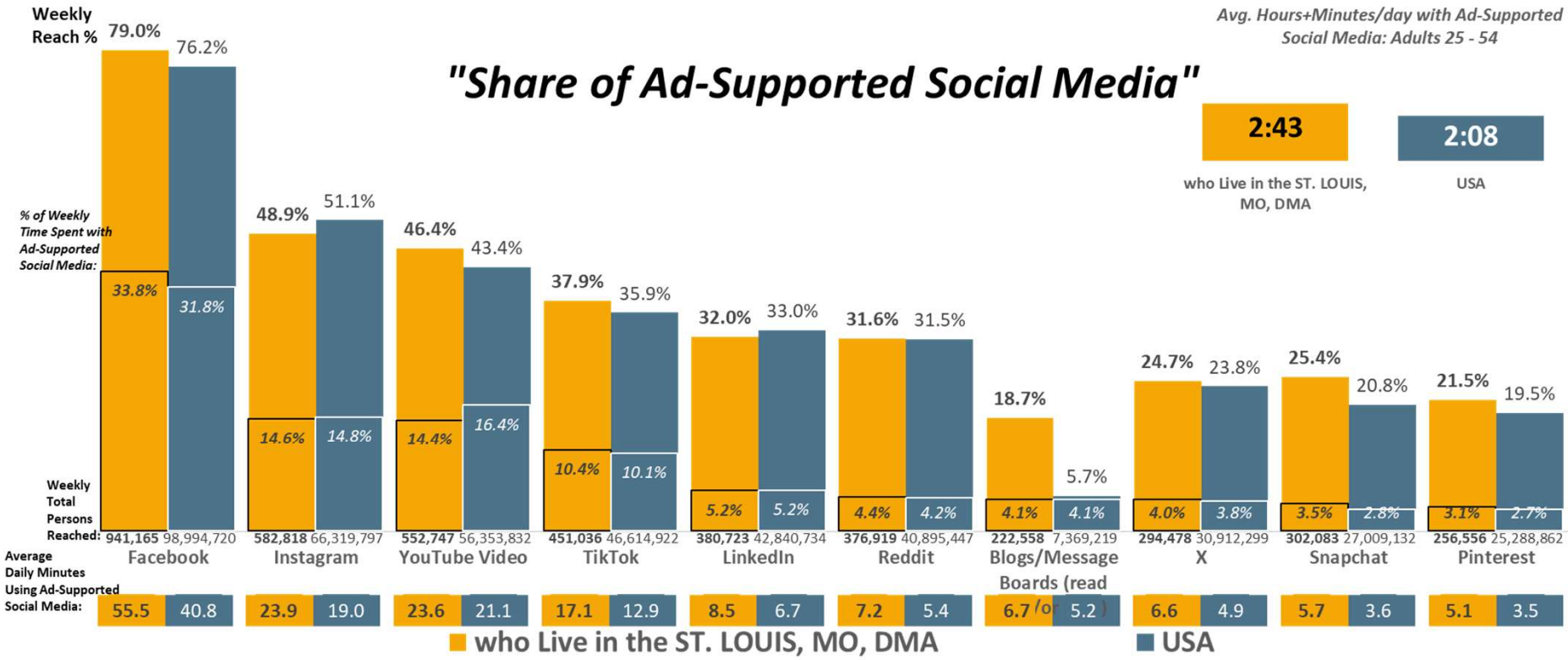
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P25-54

941,165 or 79.% of Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA use Ad-Supported Facebook for an average of 55.5 minutes every day representing 33.8% of all time spent daily with Ad-Supported Social Media.



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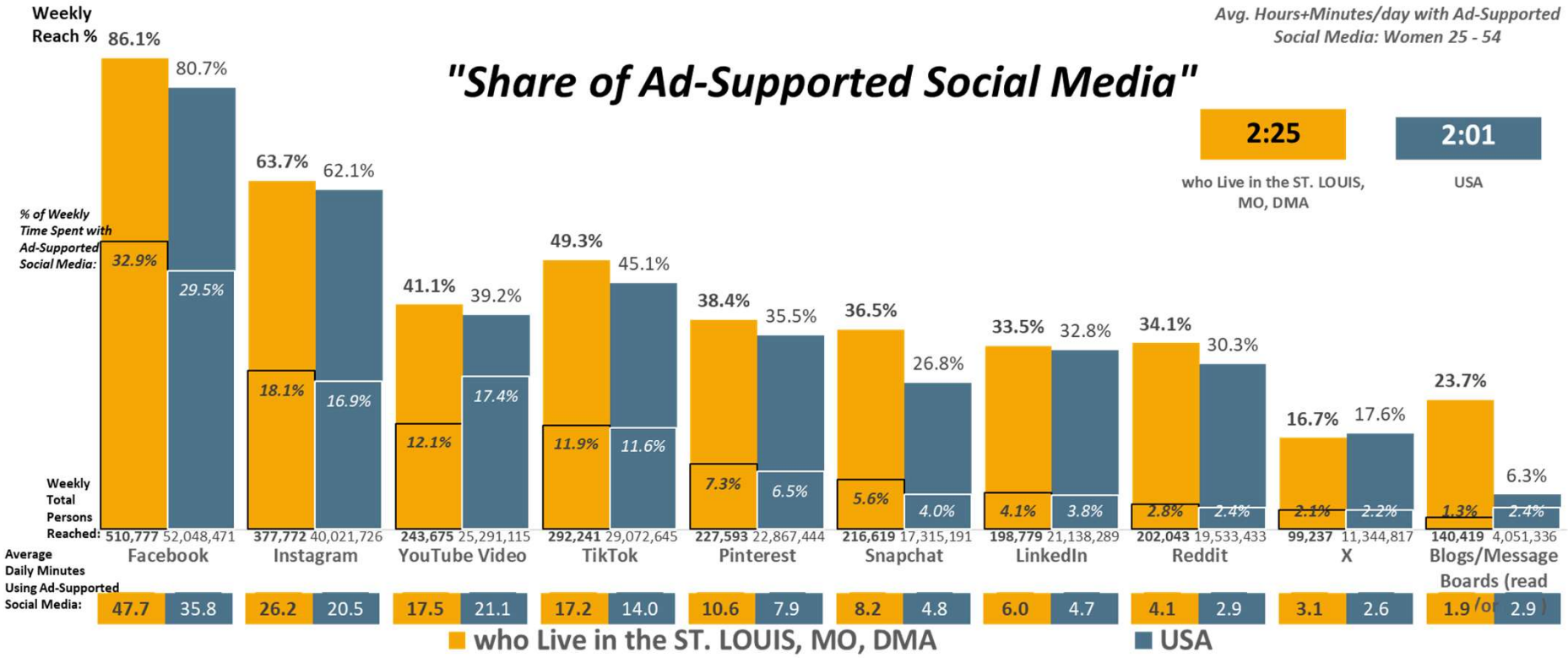
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510,777 or 86.1% of Women 25 - 54 who Live in the ST. LOUIS, MO, DMA use Ad-Supported Facebook for an average of 47.7 minutes every day representing 32.9% of all time spent daily with Ad-Supported Social Media.



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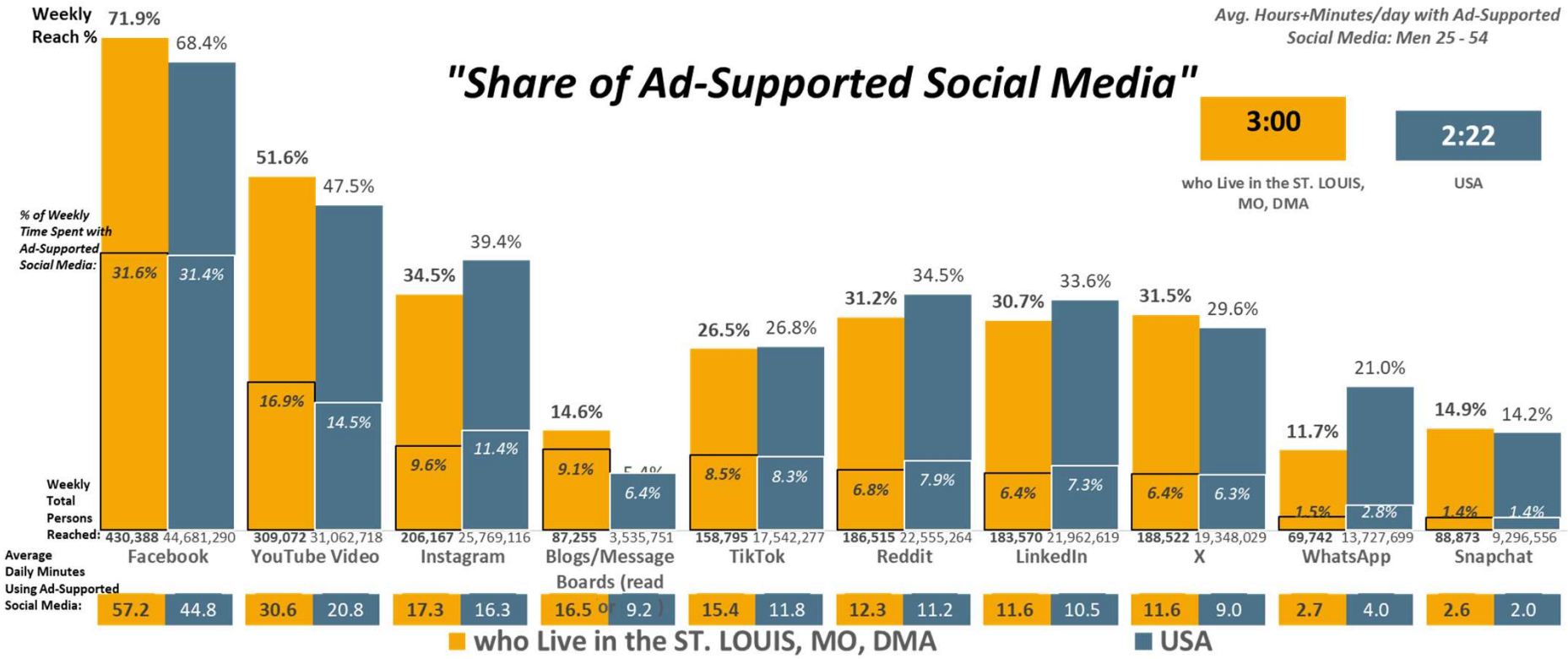
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M25-54

430,388 or 71.9% of Men 25 - 54 who Live in the ST. LOUIS, MO, DMA use Ad-Supported Facebook for an average of 57.2 minutes every day representing 31.6% of all time spent daily with Ad-Supported Social Media.



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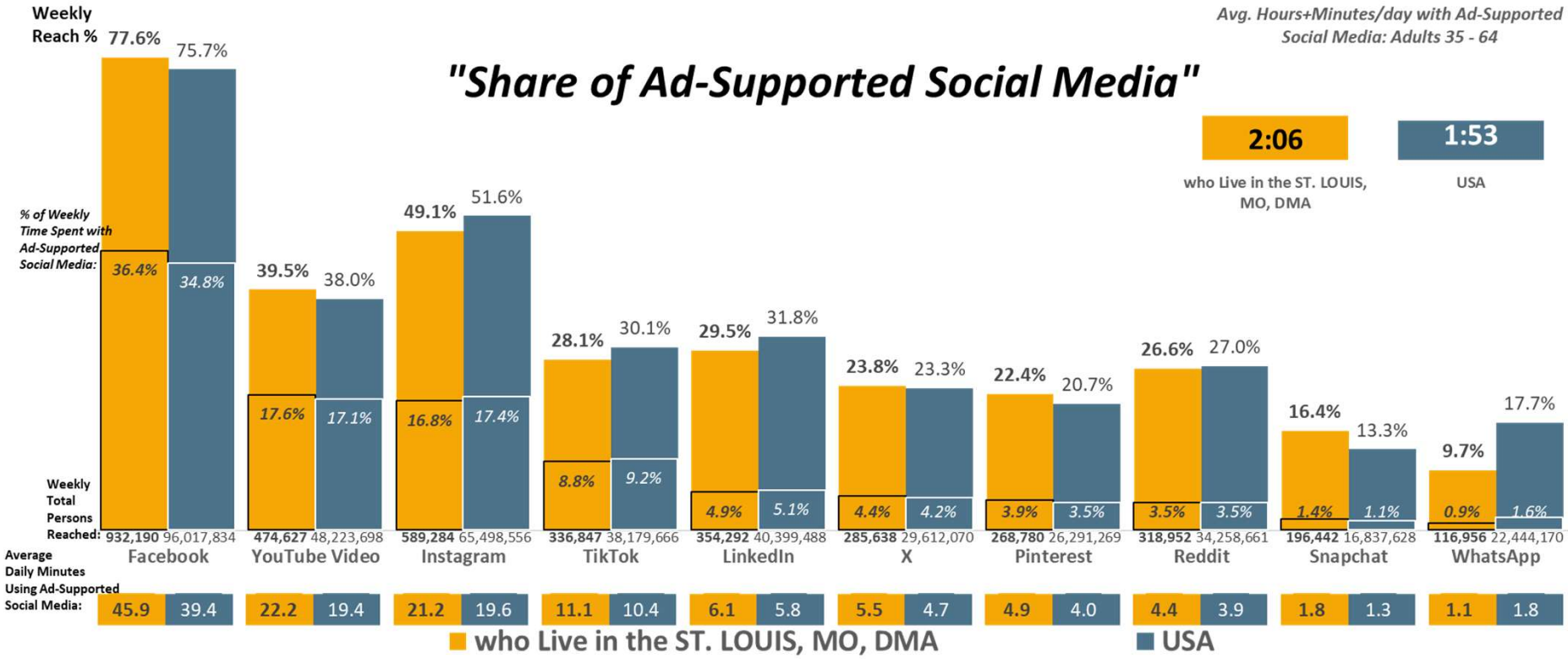
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P35-64

932,190 or 77.6% of Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA use Ad-Supported Facebook for an average of 45.9 minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.



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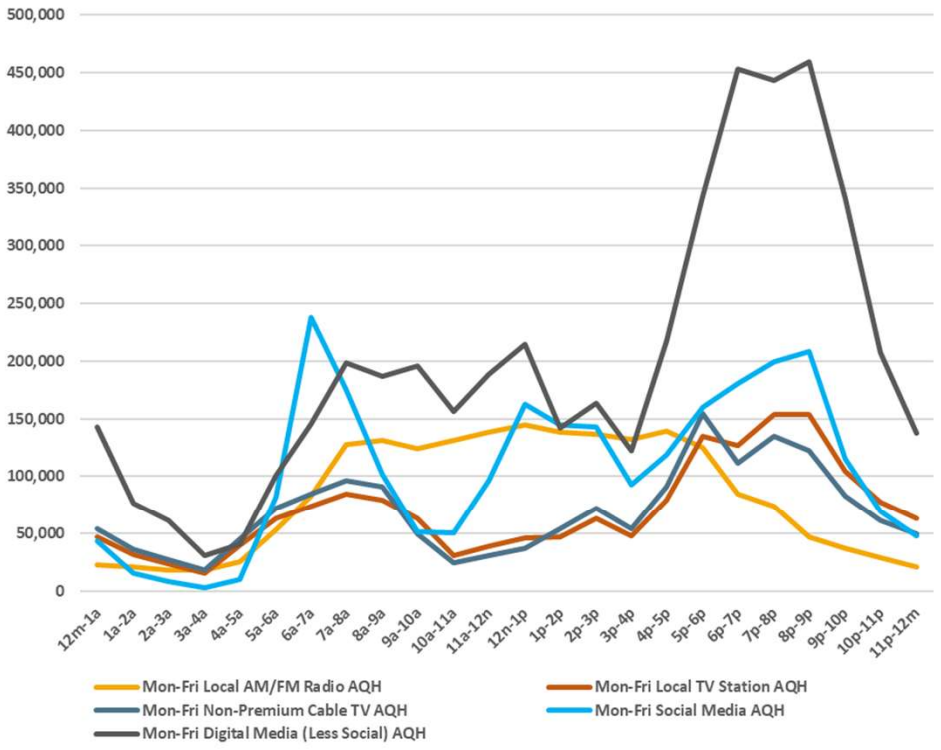
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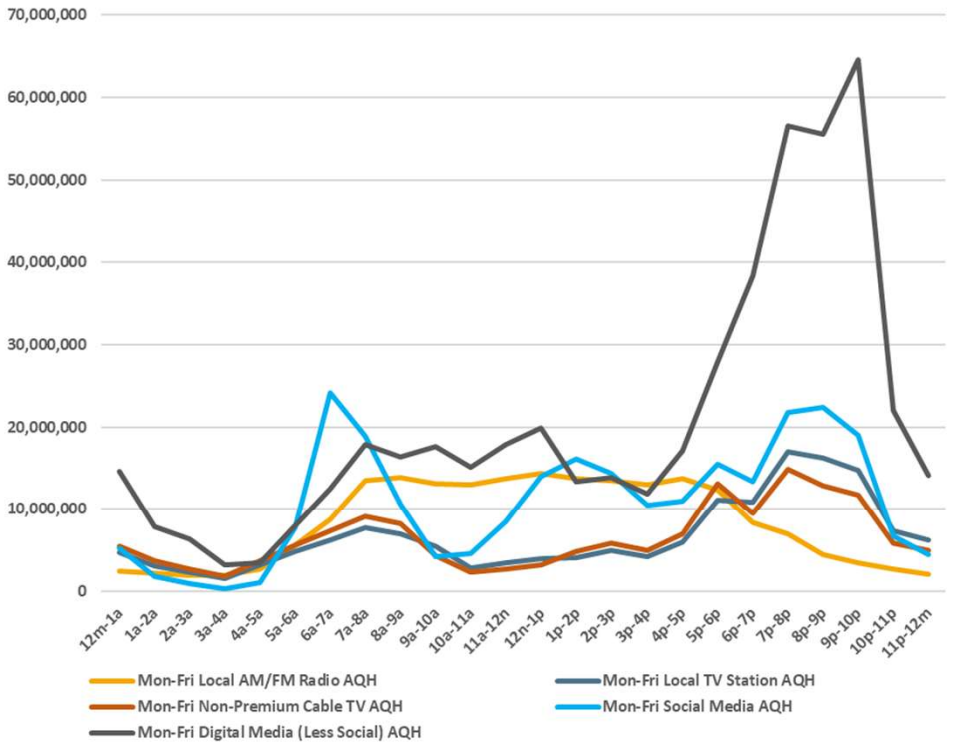
P18+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 209,920; Social Media: 132,115; Local Radio: 126,042; Non-Prem. Cable: 73,175; Local TV: 70,548 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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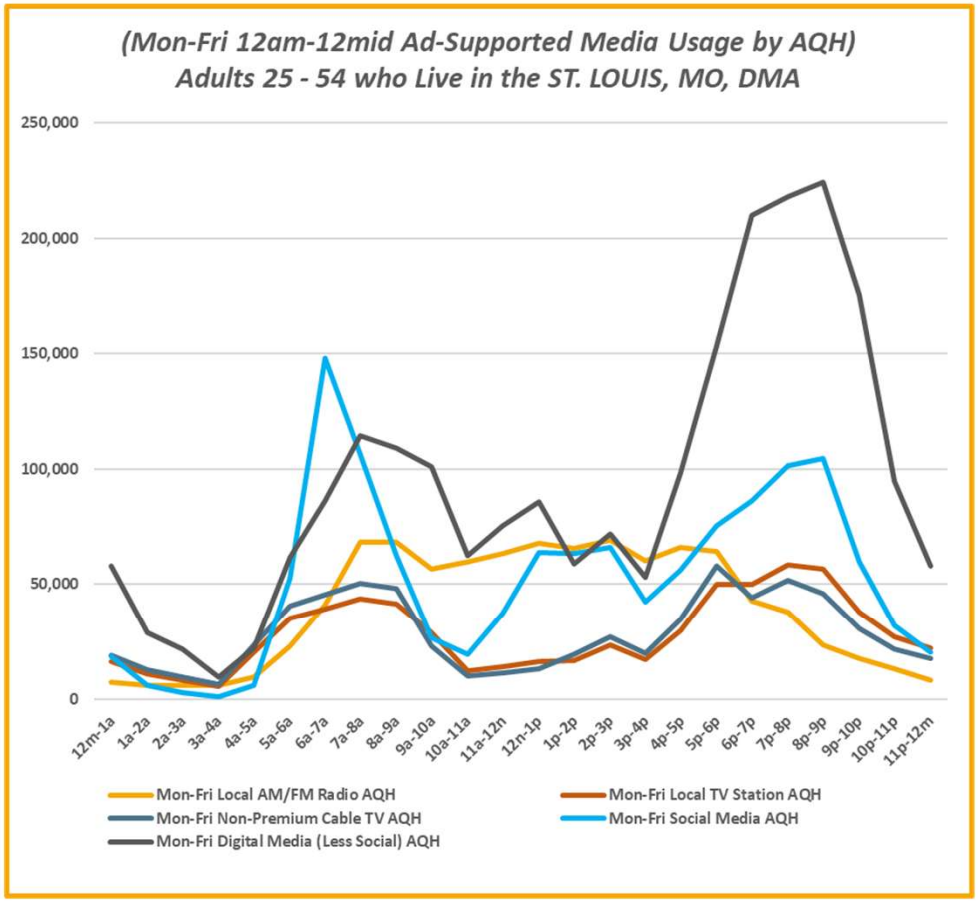
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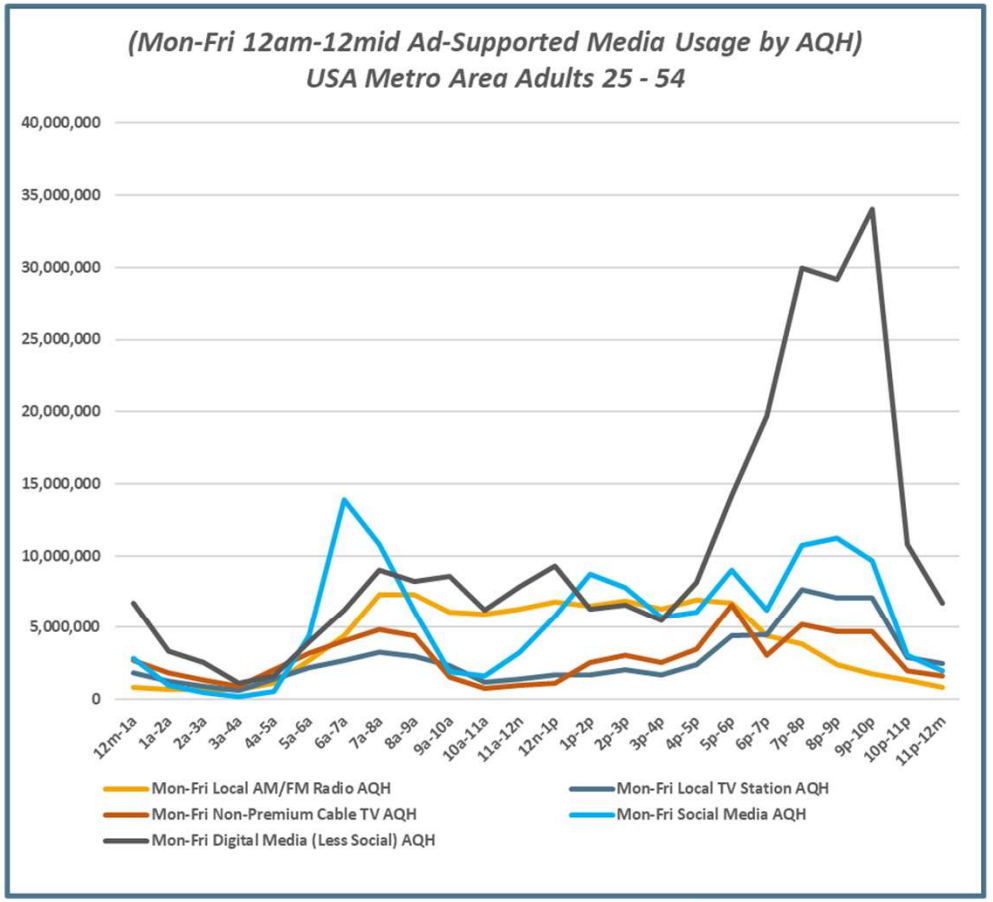
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P25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 98,515; Social Media: 65,775; Local Radio: 61,024; Non-Prem. Cable: 31,208; Local TV: 29,485 reaching Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA.





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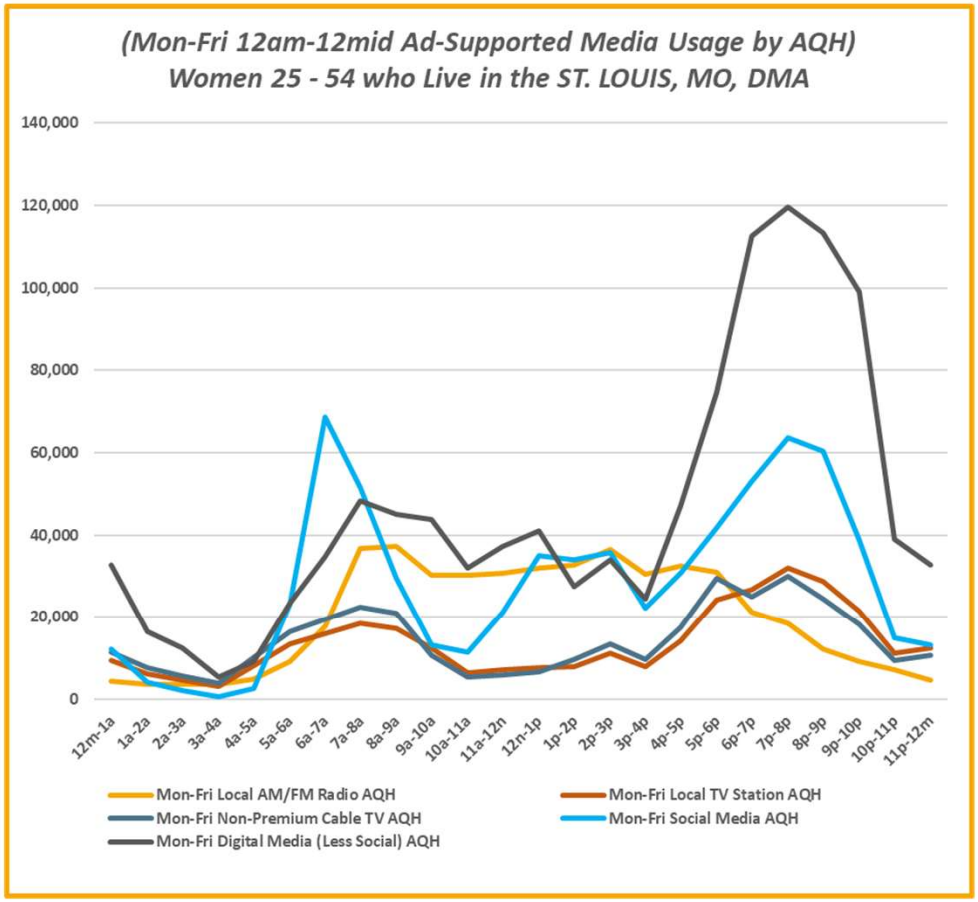
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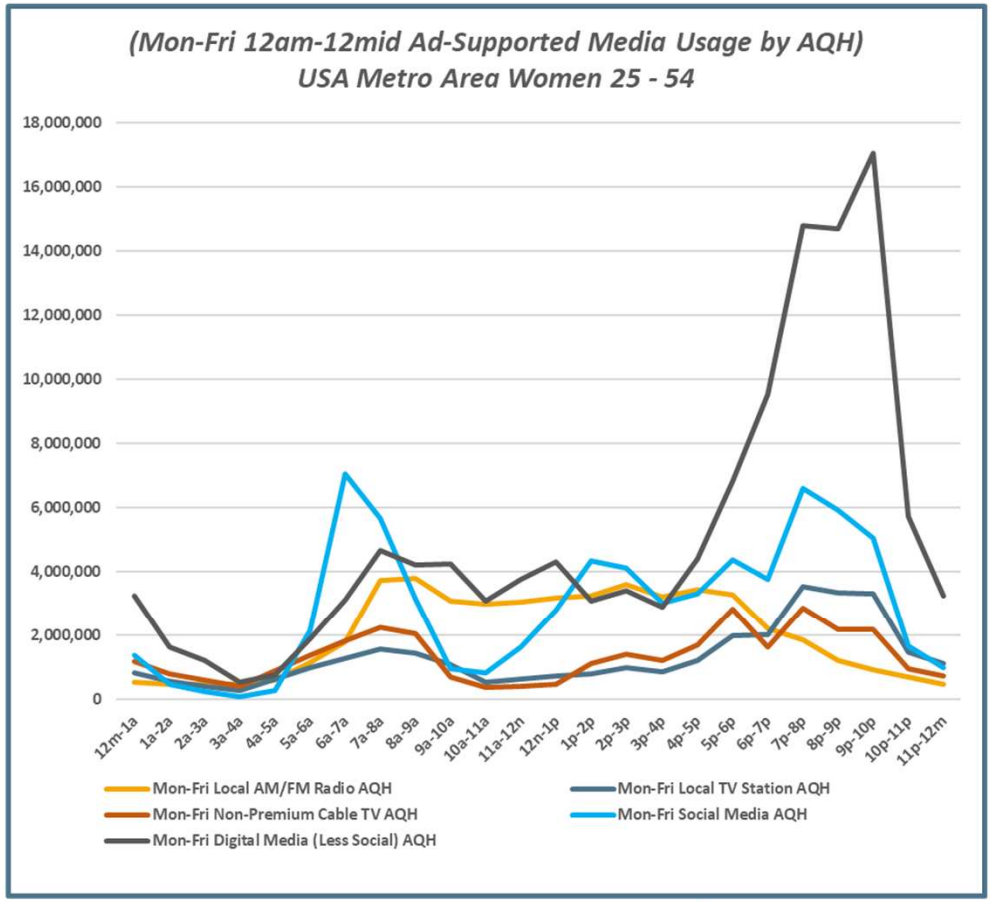
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W25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 46,386; Social Media: 34,511; Local Radio: 30,743; Non-Prem. Cable: 15,093; Local TV: 13,605 reaching Women 25 - 54 who Live in the ST. LOUIS, MO, DMA.





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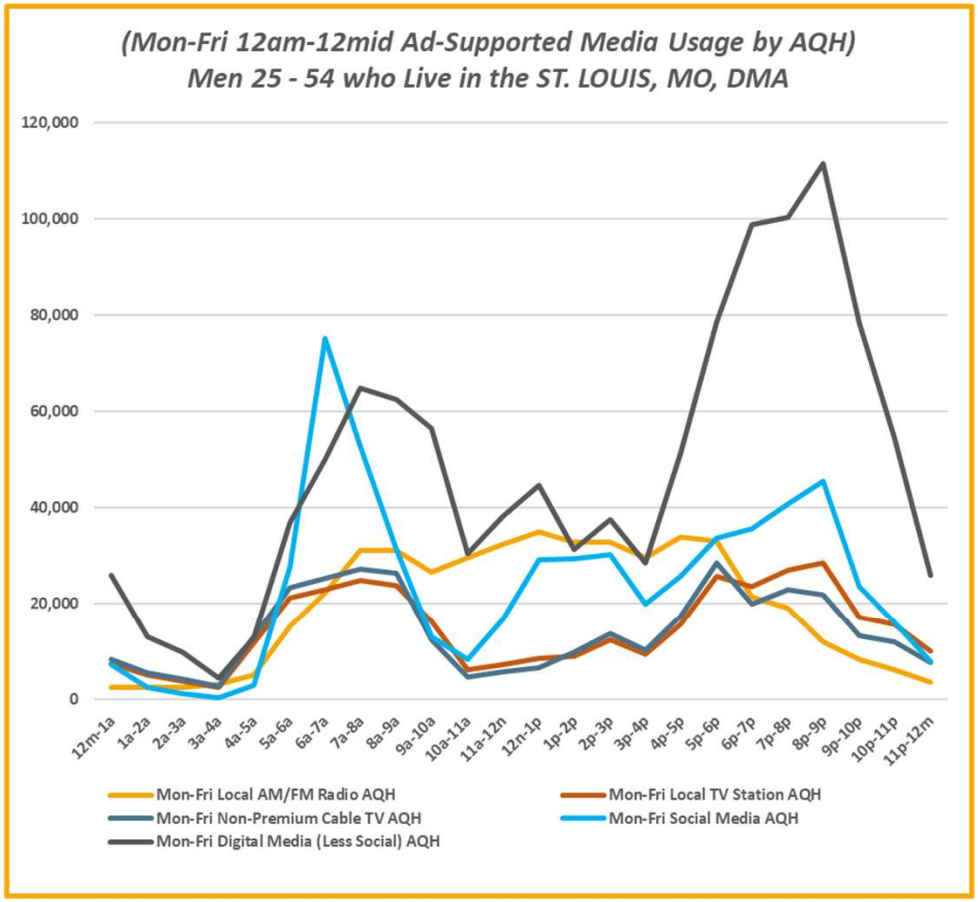
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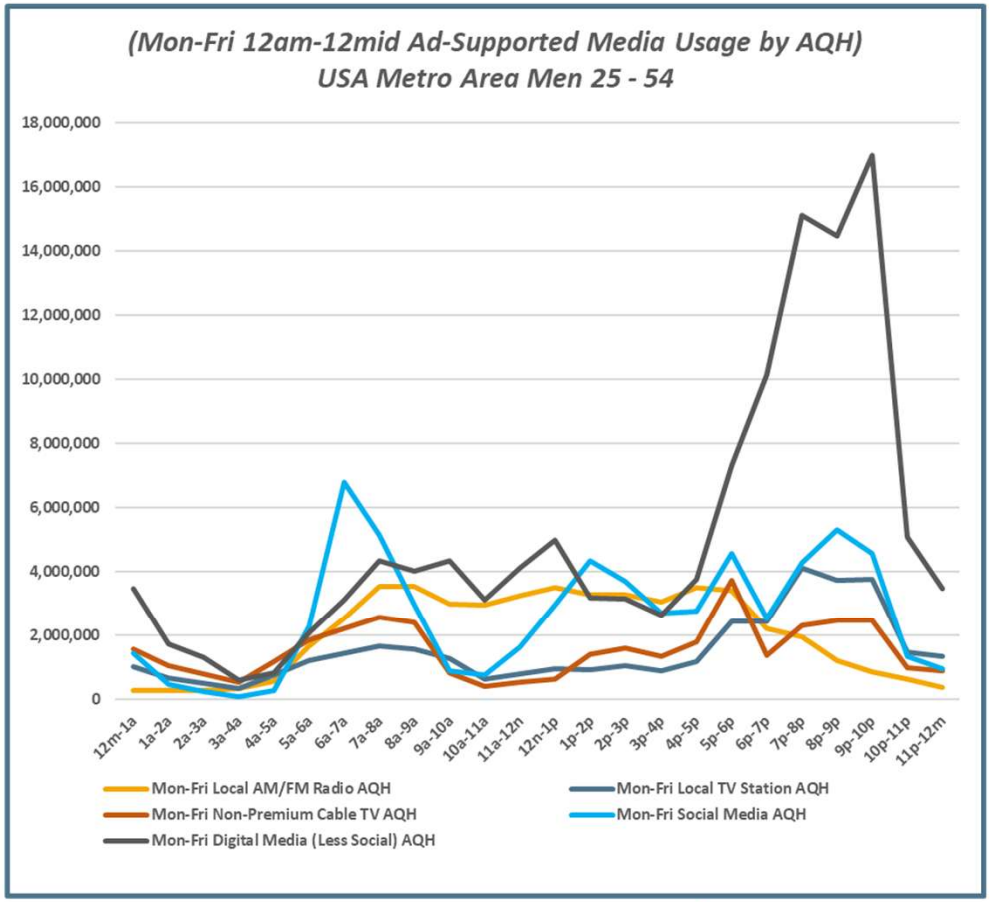
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M25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 51,809; Social Media: 30,837; Local Radio: 30,119; Non-Prem. Cable: 15,975; Local TV: 15,793 reaching Men 25 - 54 who Live in the ST. LOUIS, MO, DMA.





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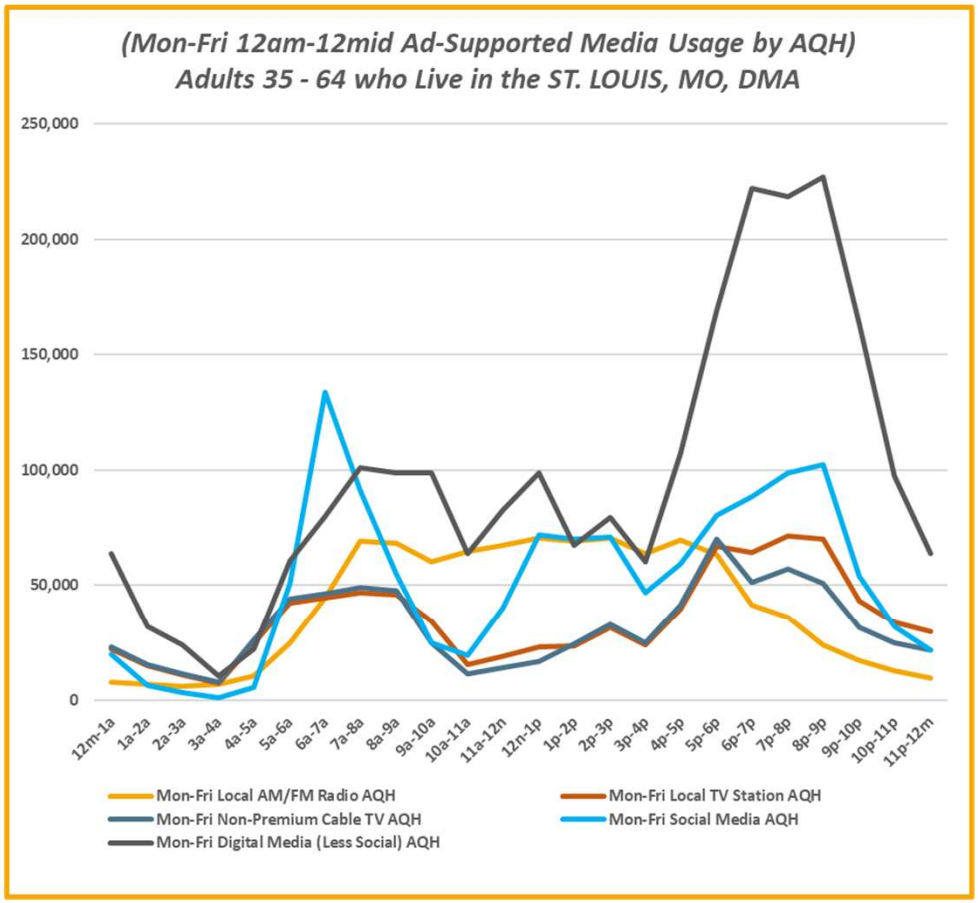
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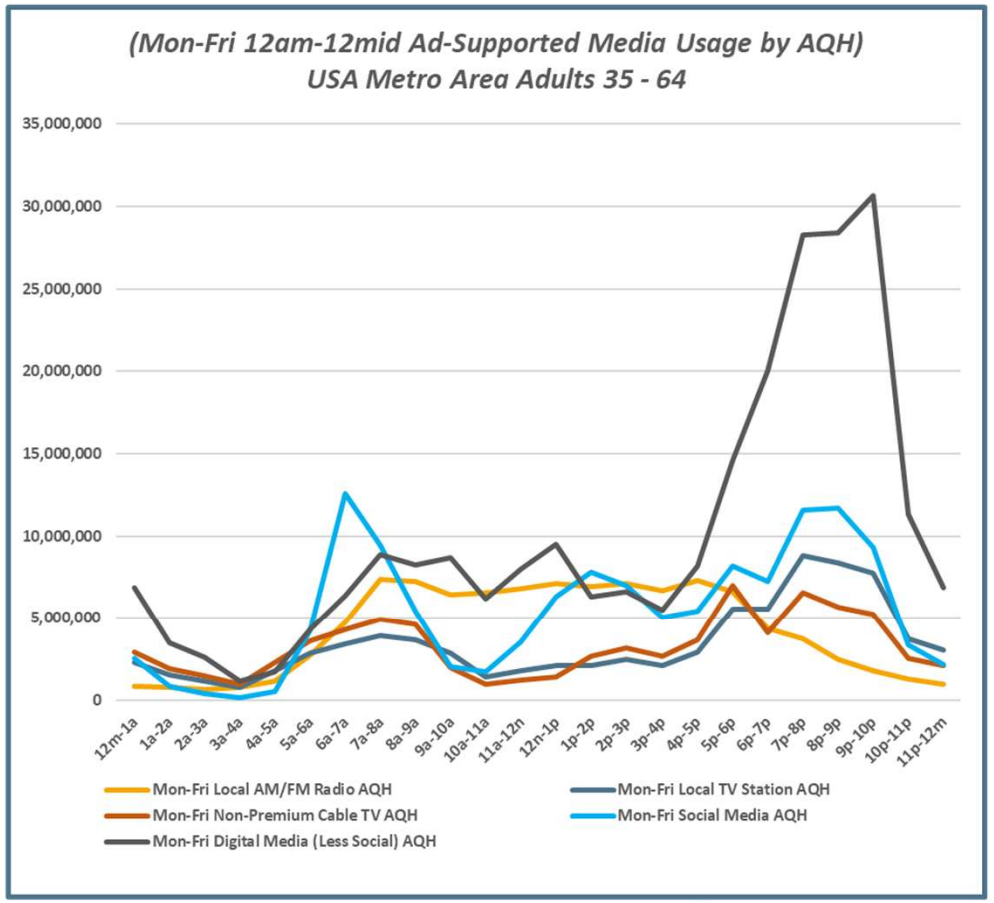
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P35-64

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 102,300; Social Media: 65,587; Local Radio: 63,328; Local TV: 36,903; Non-Prem. Cable: 35,080 reaching Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA.





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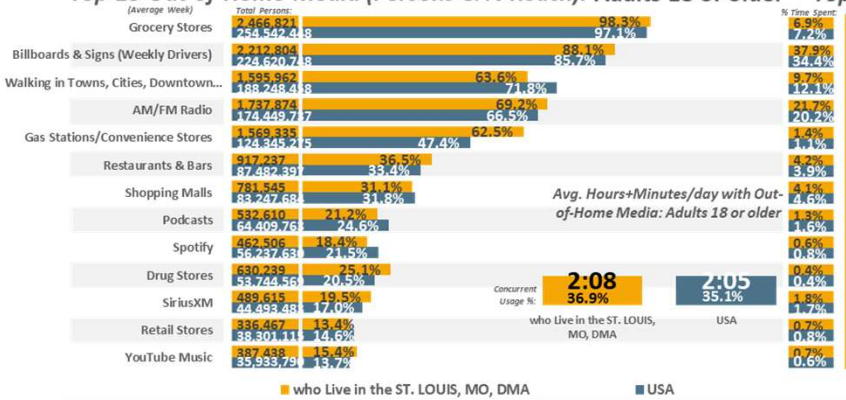
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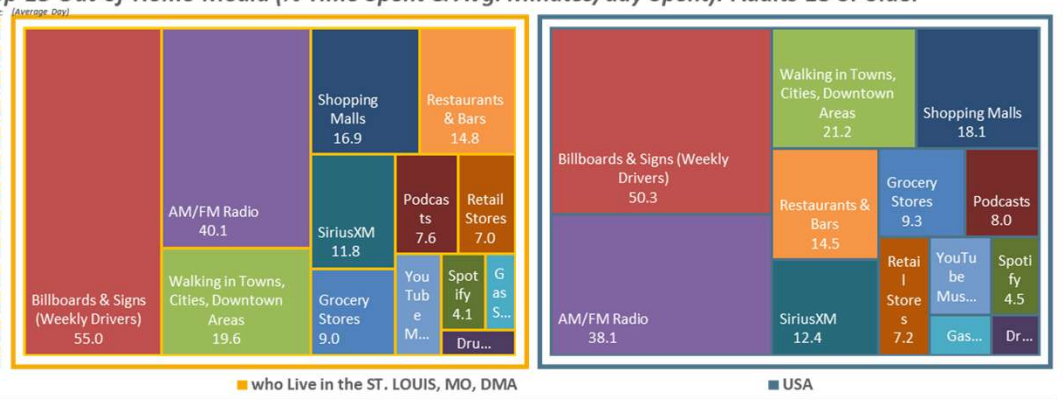
P18+

2,212,804 or 88.1% of Adults 18 or older who Live in the ST. LOUIS, MO, DMA spend an average of 55. minutes per day driving, seeing Billboards and Signs. 66.8% Listen to Local Radio Stations Out-of-Home for an average of 37.7 minutes/day.

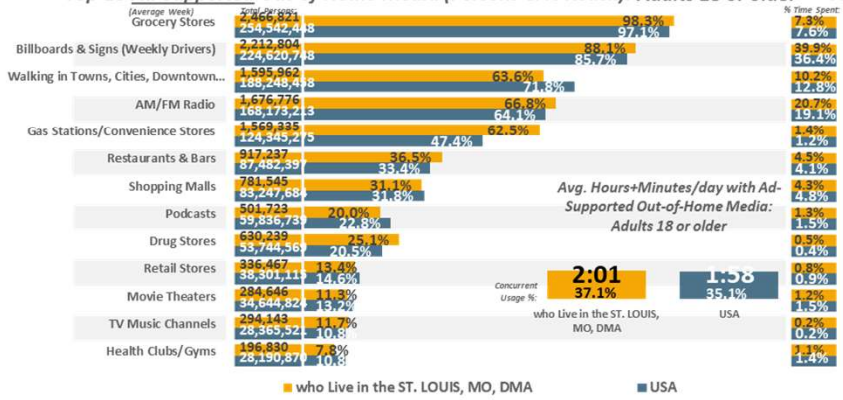
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



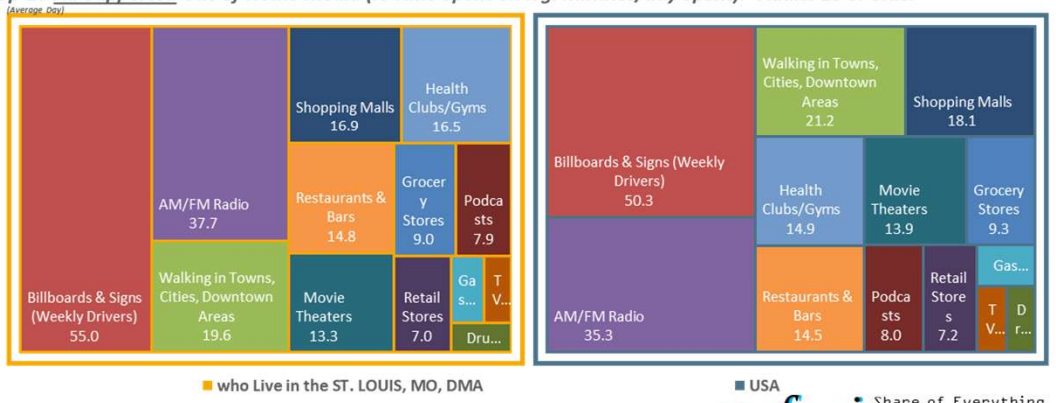
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA *USA DMA Projection* *Scarborough R2 2025: Aug24-Jul25* *Qual Intab* *2,095*

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USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *25,002*

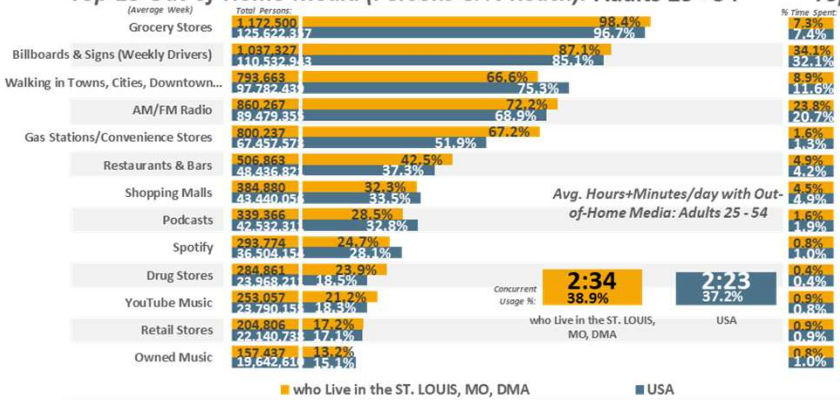
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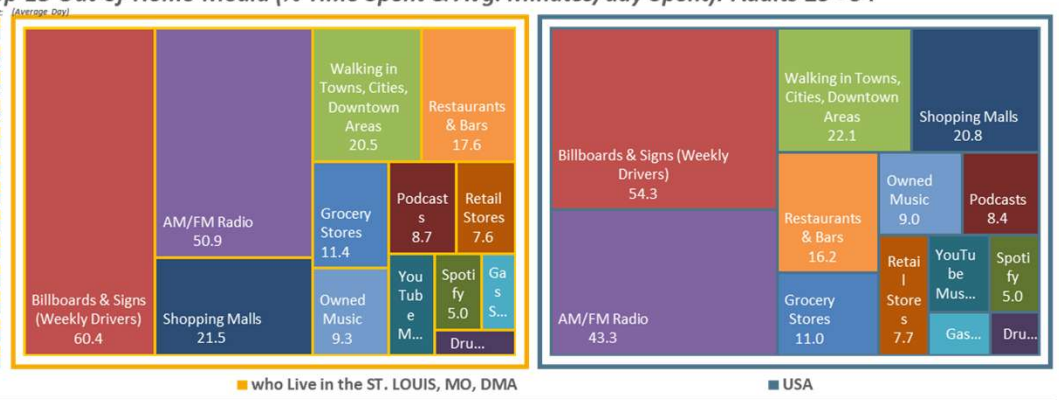
P25-54

1,037,327 or 87.1% of Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an average of 60.4 minutes per day driving, seeing Billboards and Signs. 70.4% Listen to Local Radio Stations Out-of-Home for an average of 48.6 minutes/day.

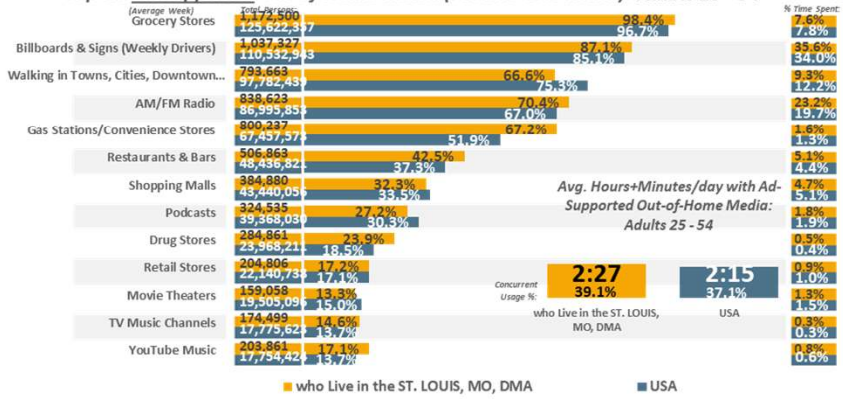
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



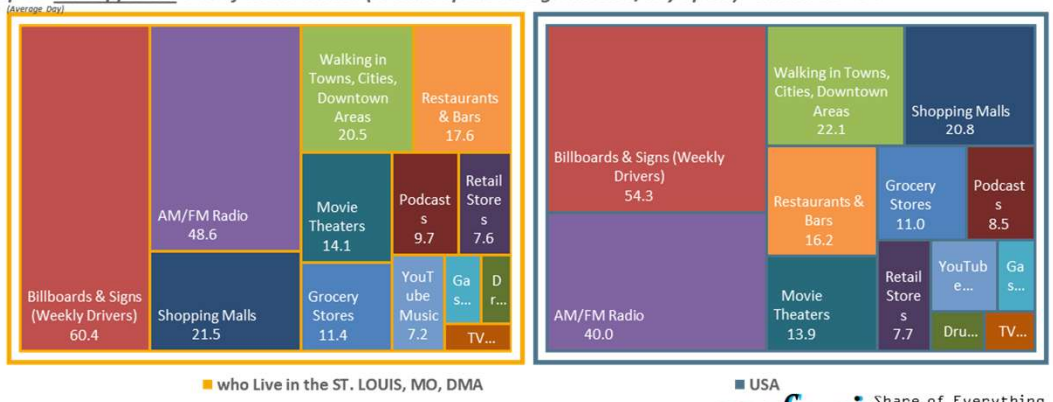
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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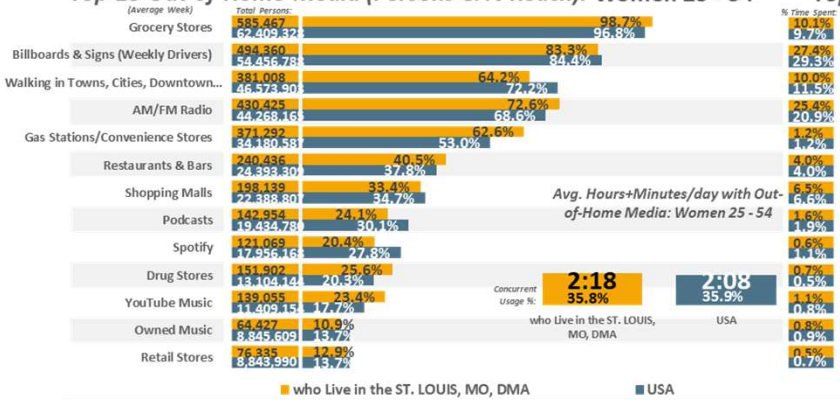
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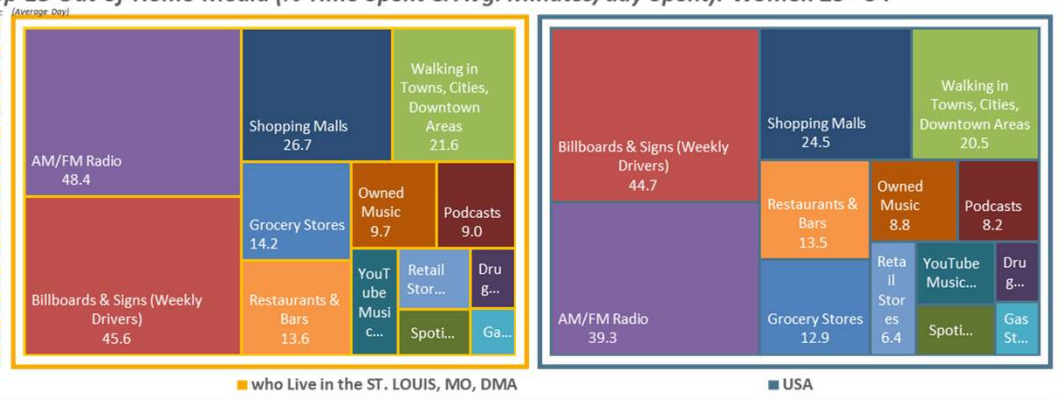


494,360 or 83.3% of Women 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an average of 45.6 minutes per day driving, seeing Billboards and Signs. 70.8% Listen to Local Radio Stations Out-of-Home for an average of 45.9 minutes/day.

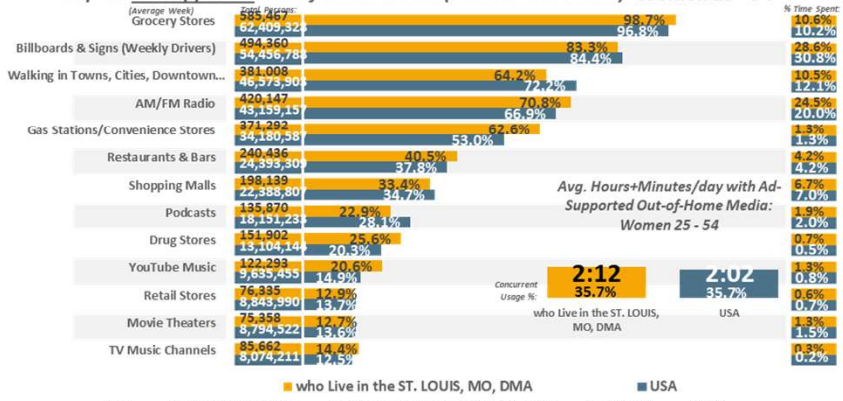
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



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



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



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



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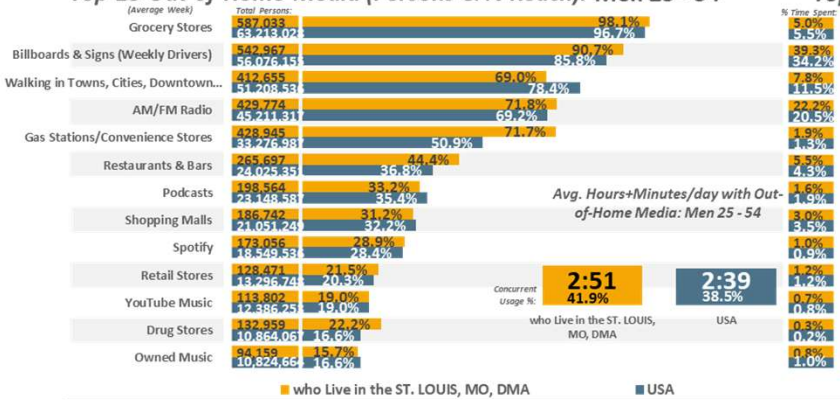
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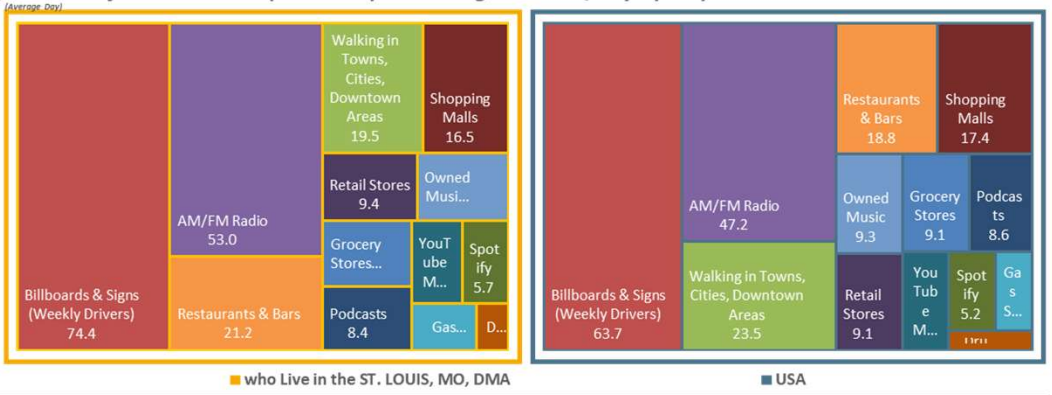
M25-54

542,967 or 90.7% of Men 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an average of 74.4 minutes per day driving, seeing Billboards and Signs. 69.9% Listen to Local Radio Stations Out-of-Home for an average of 50.9 minutes/day.

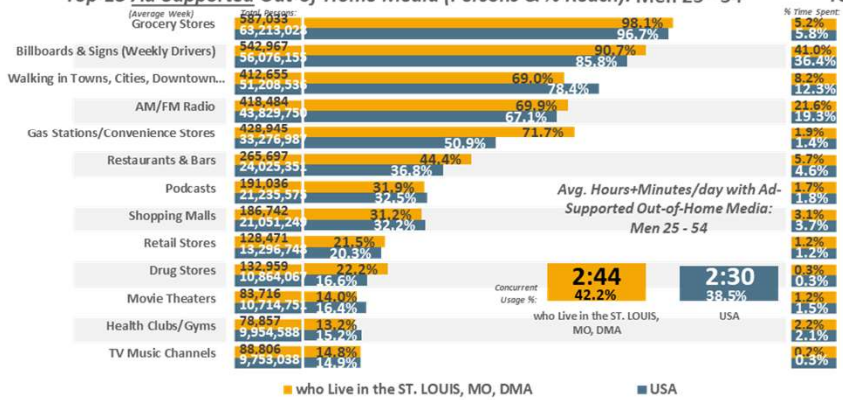
Top-13 Out-of-Home Media (Persons & % Reach): Men 25 - 54



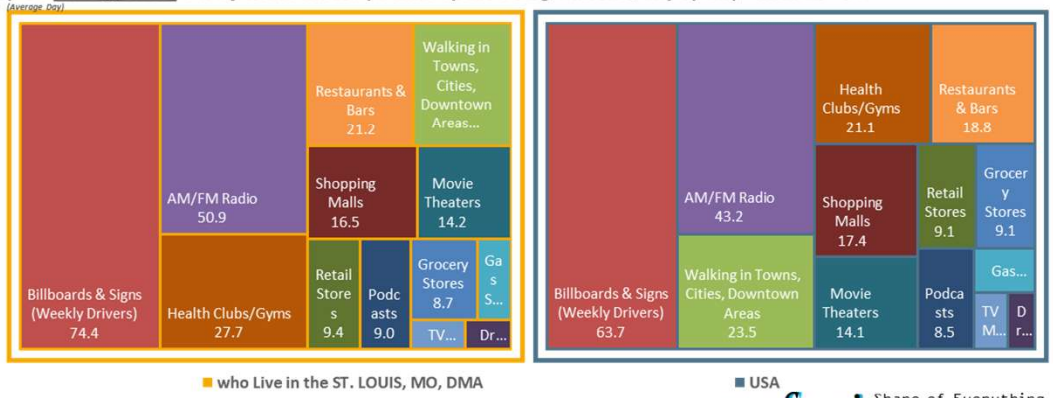
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



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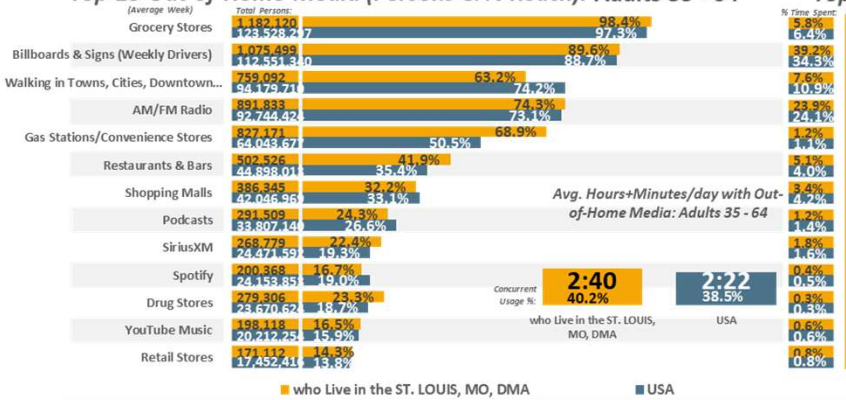
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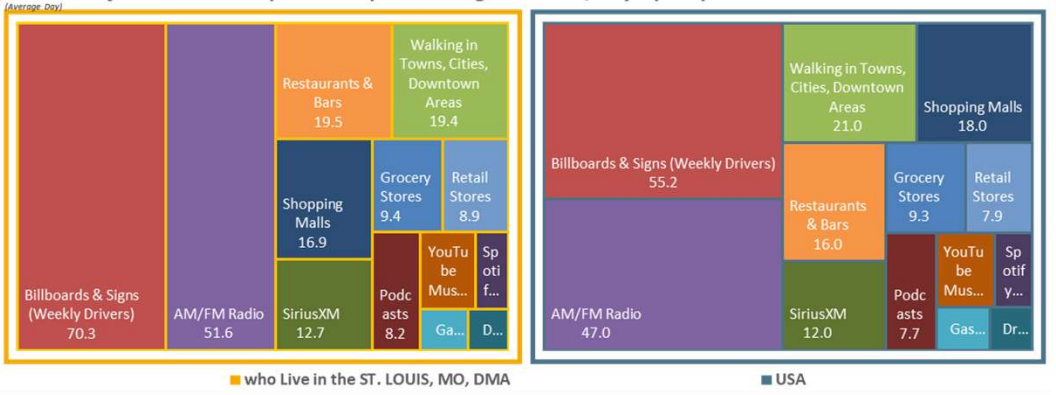
P35-64

1,075,499 or 89.6% of Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA spend an average of 70.3 minutes per day driving, seeing Billboards and Signs. 71.8% Listen to Local Radio Stations Out-of-Home for an average of 48.7 minutes/day.

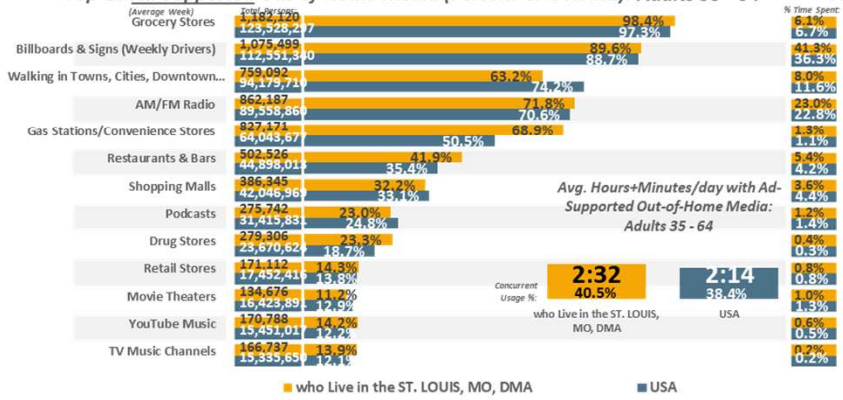
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 - 64



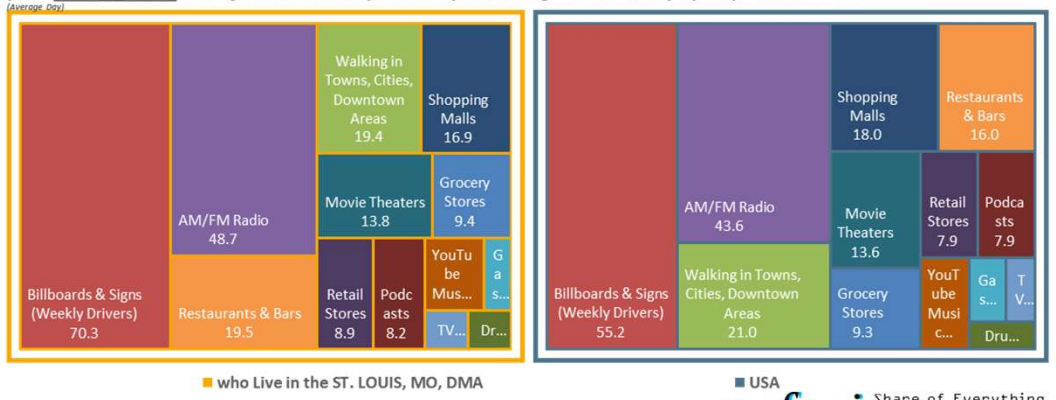
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



USA USA DMA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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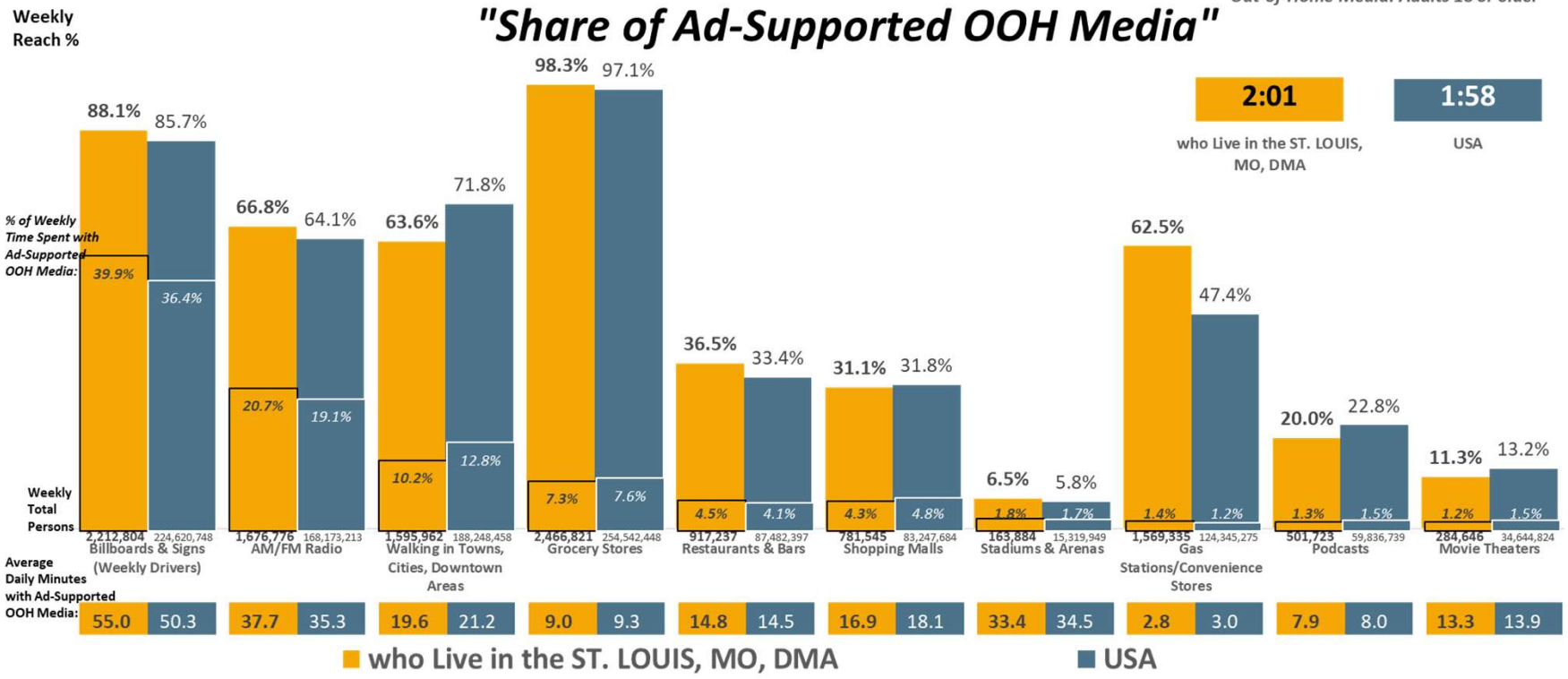


P18+

2,212,804 or 88.1% of Adults 18 or older who Live in the ST. LOUIS, MO, DMA spend an average of 55. minutes per day driving, seeing Billboards and Signs representing 39.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA USA DMA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,002

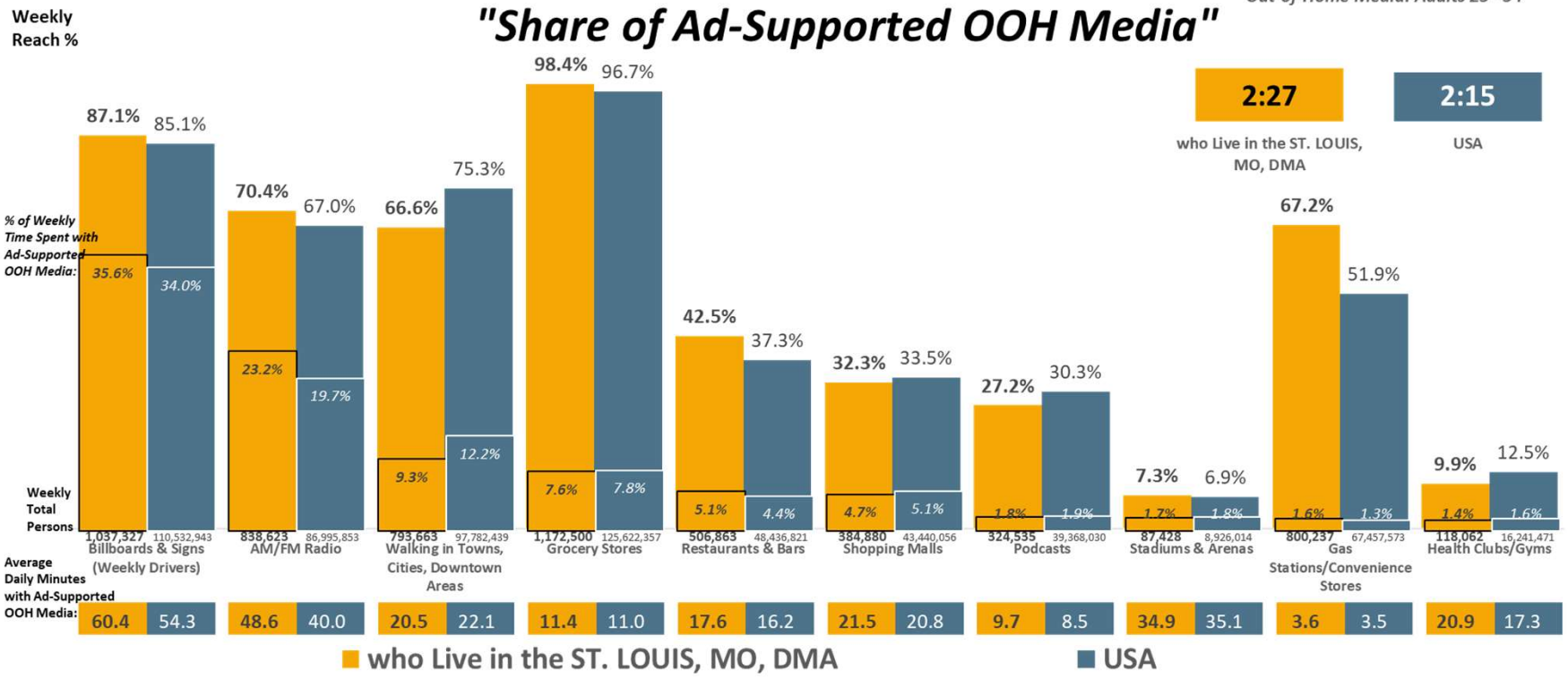
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1,037,327 or 87.1% of Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an average of 60.4 minutes per day driving, seeing Billboards and Signs representing 35.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA USA DMA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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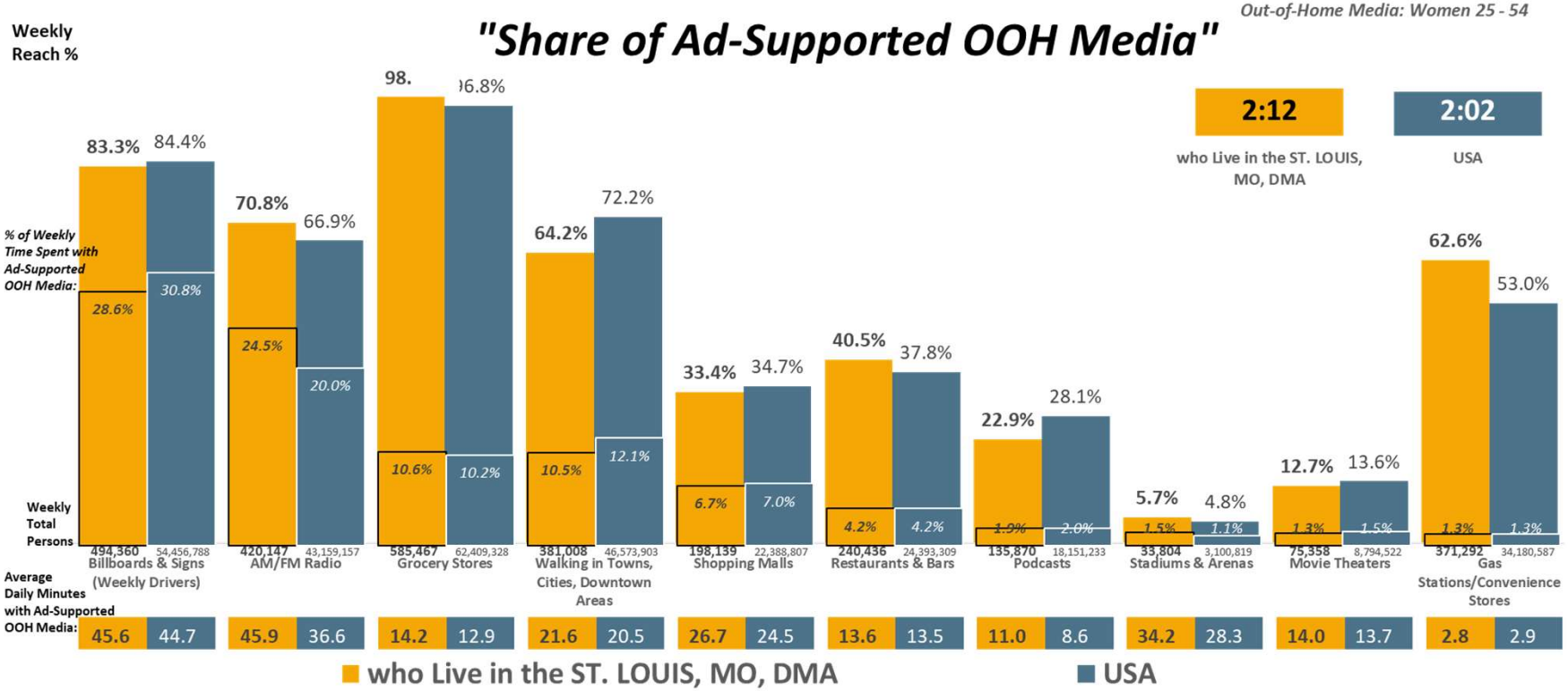
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494,360 or 83.3% of Women 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an average of 45.6 minutes per day driving, seeing Billboards and Signs representing 28.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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



USA USA DMA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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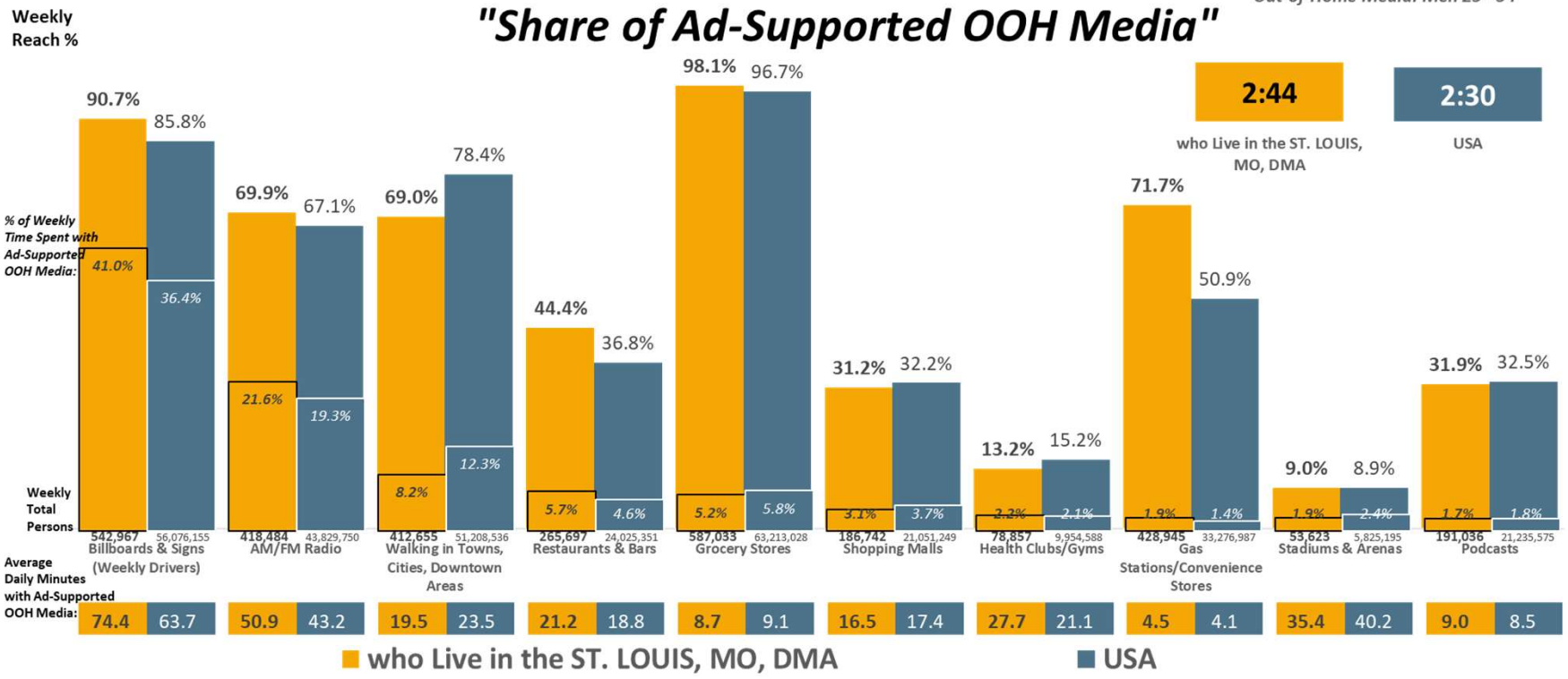


M25-54

542,967 or 90.7% of Men 25 - 54 who Live in the ST. LOUIS, MO, DMA spend an average of 74.4 minutes per day driving, seeing Billboards and Signs representing 41.% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA USA DMA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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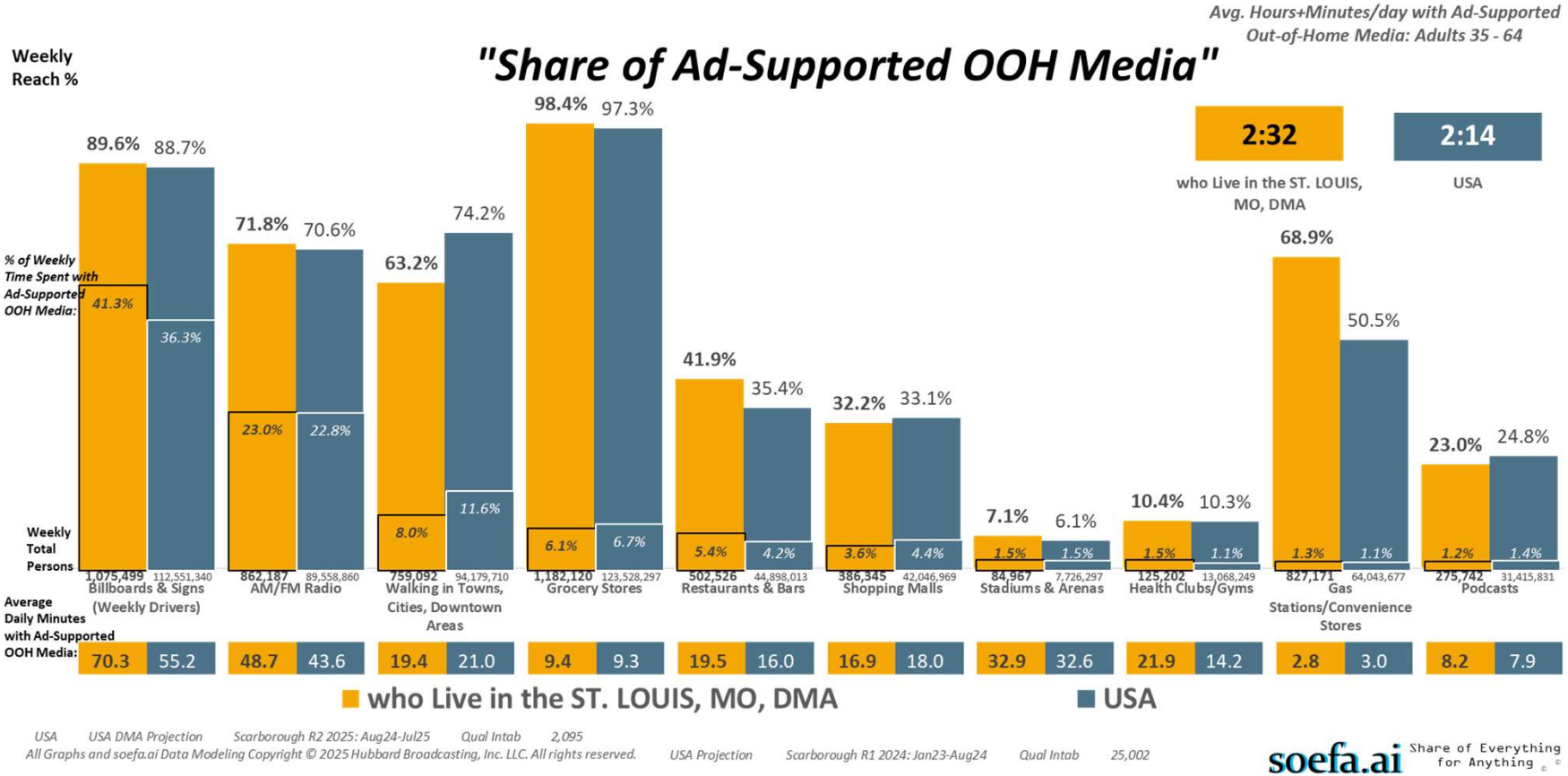
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P35-64

1,075,499 or 89.6% of Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA spend an average of 70.3 minutes per day driving, seeing Billboards and Signs representing 41.3% of all Time Spent with Ad-Supported Out-of-Home Media.



USA USA DMA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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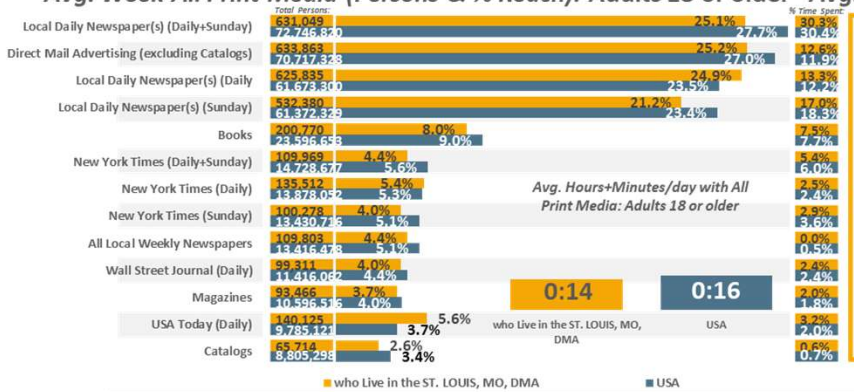
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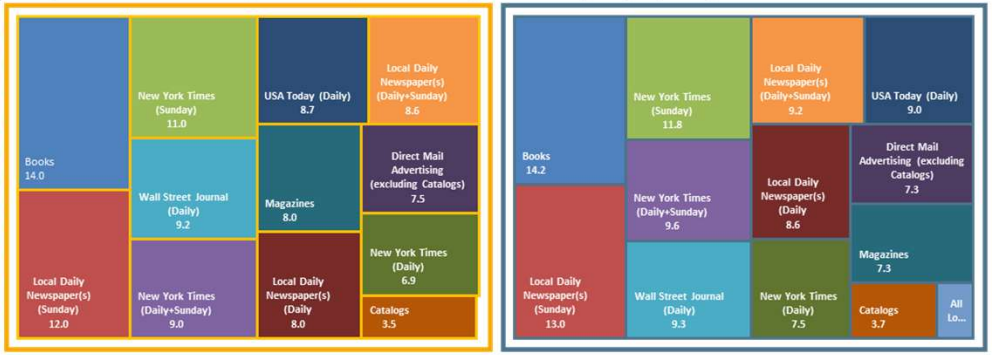
P18+

631,049 or 25.1% of Adults 18 or older who Live in the ST. LOUIS, MO, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 32.8% of all time spent daily with All forms of Print Media.

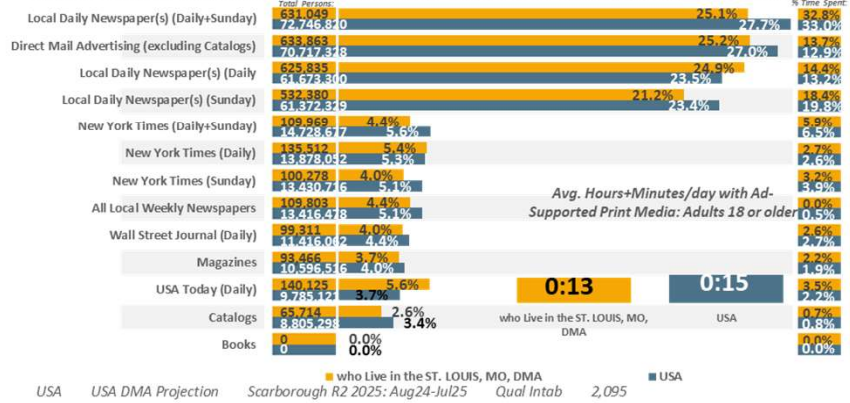
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



USA USA DMA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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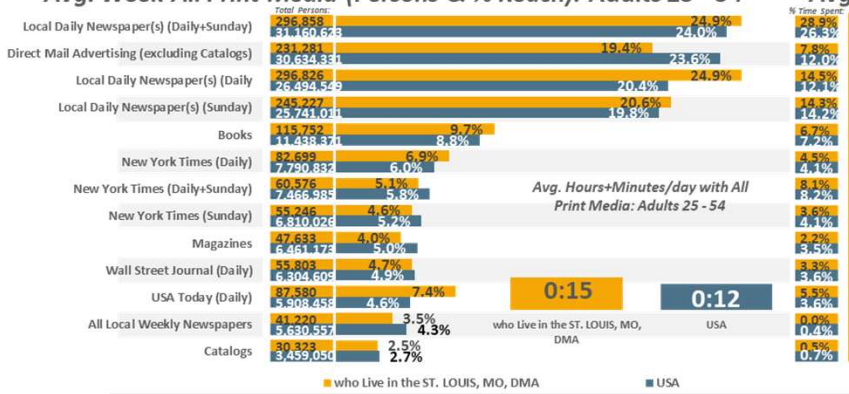
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P25-54

296,858 or 24.9% of Adults 25 - 54 who Live in the ST. LOUIS, MO, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10. minutes every day representing 30.9% of all time spent daily with All forms of Print Media.

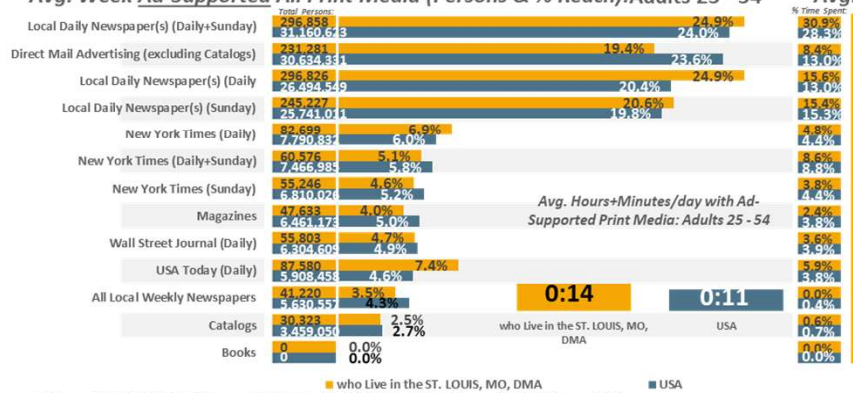
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



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



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



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



USA USA DMA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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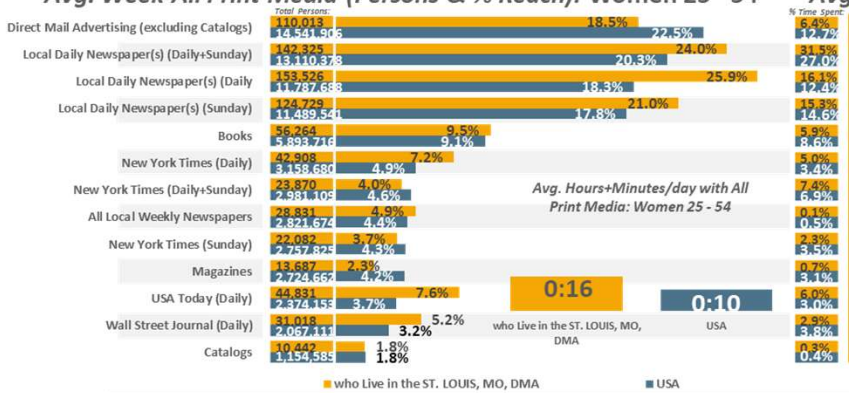
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142,325 or 24.% of Women 25 - 54 who Live in the ST. LOUIS, MO, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.2 minutes every day representing 33.4% of all time spent daily with All forms of Print Media.

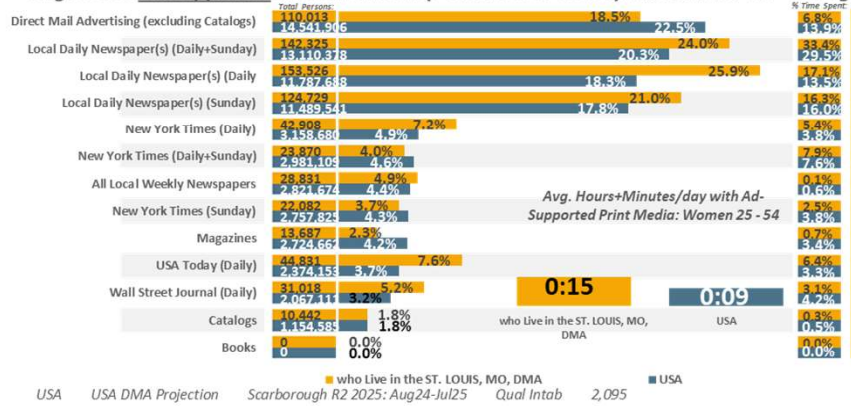
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



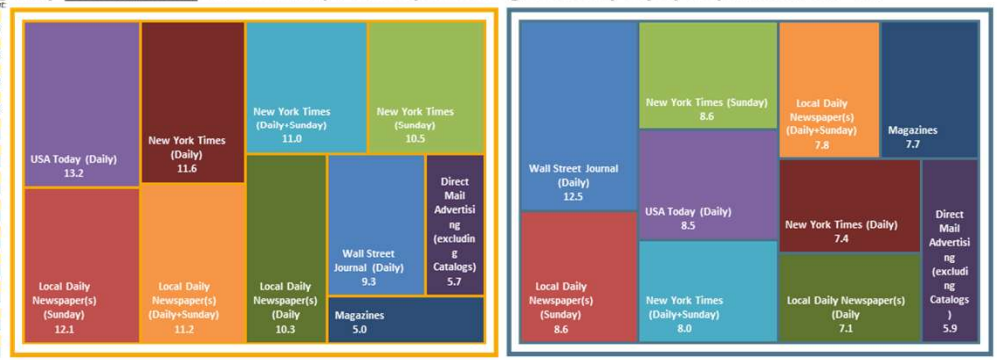
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



USA USA DMA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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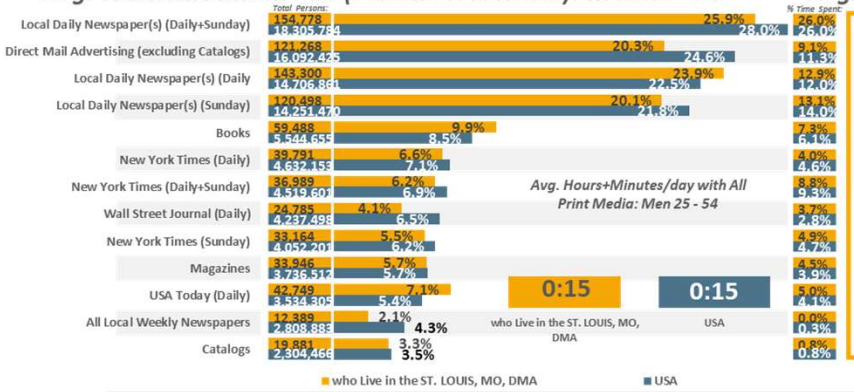
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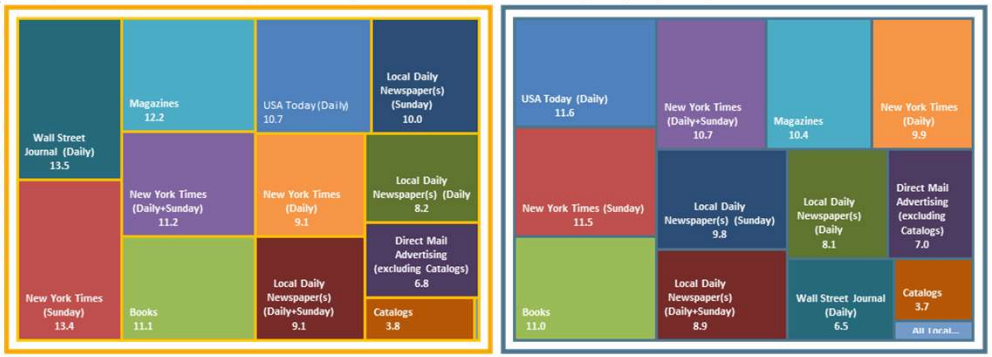


154,778 or 25.9% of Men 25 - 54 who Live in the ST. LOUIS, MO, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 28.% of all time spent daily with All forms of Print Media.

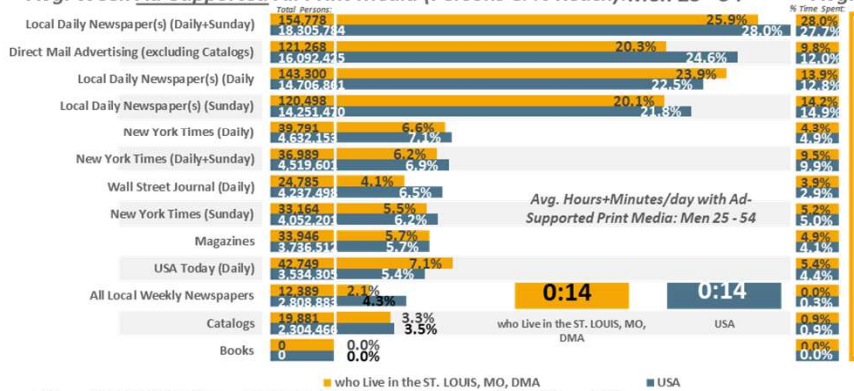
Avg. Week All Print Media (Persons & % Reach): Men 25 - 54



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



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



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



USA USA DMA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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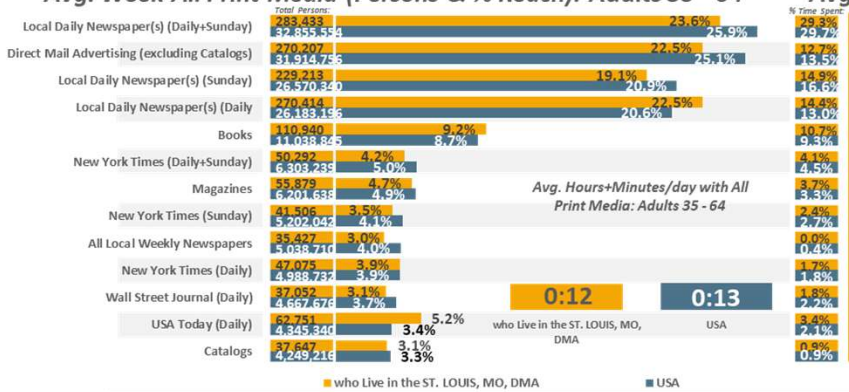
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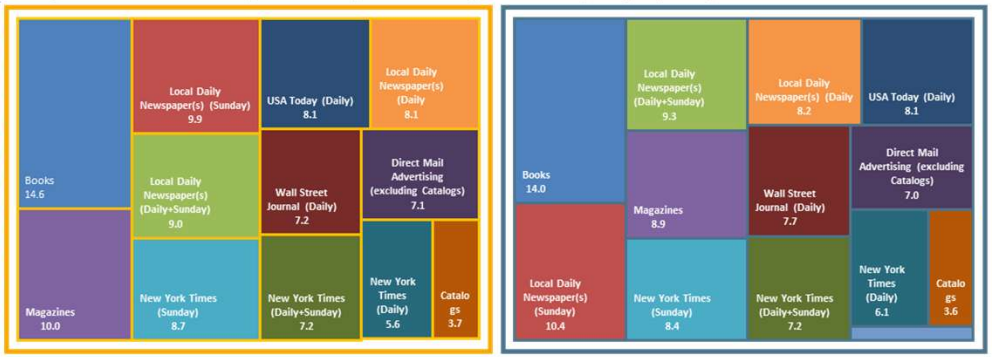
P35-64

283,433 or 23.6% of Adults 35 - 64 who Live in the ST. LOUIS, MO, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9. minutes every day representing 32.8% of all time spent daily with All forms of Print Media.

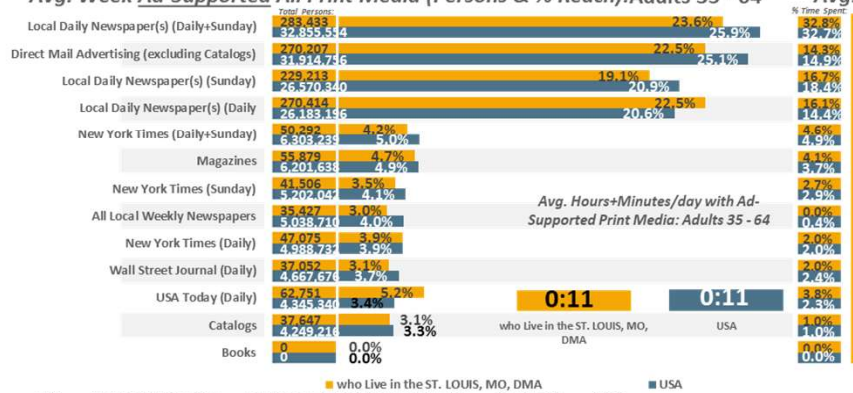
Avg. Week All Print Media (Persons & % Reach): Adults 35 - 64



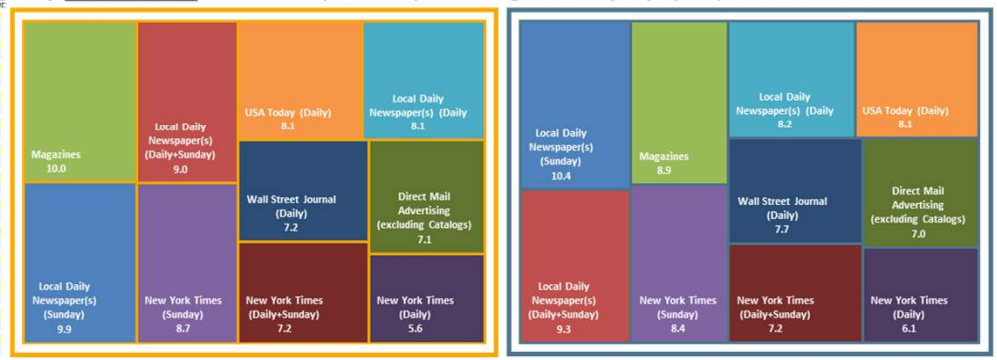
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



USA USA DMA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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P18+

"Advertising Actions"

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

	P18+ who Live in the ST. LOUIS, MO, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)		P18+ USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)	
Social Media	825,579	32.9%	101,391,241	38.3%
Websites	740,416	29.5%	92,041,031	34.7%
Direct Mail	589,676	23.5%	76,035,910	28.7%
Broadcast, Cable, & Sat TV	499,563	19.9%	58,088,618	21.9%
Local Broadcast TV	378,575	15.1%	38,103,589	14.4%
Cable TV Networks	361,260	14.4%	36,495,002	13.8%
Local AM/FM Radio	344,137	13.7%	41,773,646	15.8%
Video Streaming Services	332,819	13.3%	38,509,935	14.5%
Podcasts	291,168	11.6%	32,261,806	12.2%
Newspapers	244,825	9.8%	30,251,079	11.4%
Billboards	210,574	8.4%	28,549,450	10.8%
Audio Streaming Services	209,166	8.3%	28,724,066	10.8%

Why Use Local AM/FM Radio?

13.7% of USA DMA P18+ who Live in the ST. LOUIS, MO, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -13% Below the USA DMA Market Average of 15.8%.

USA

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

USA DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 25002

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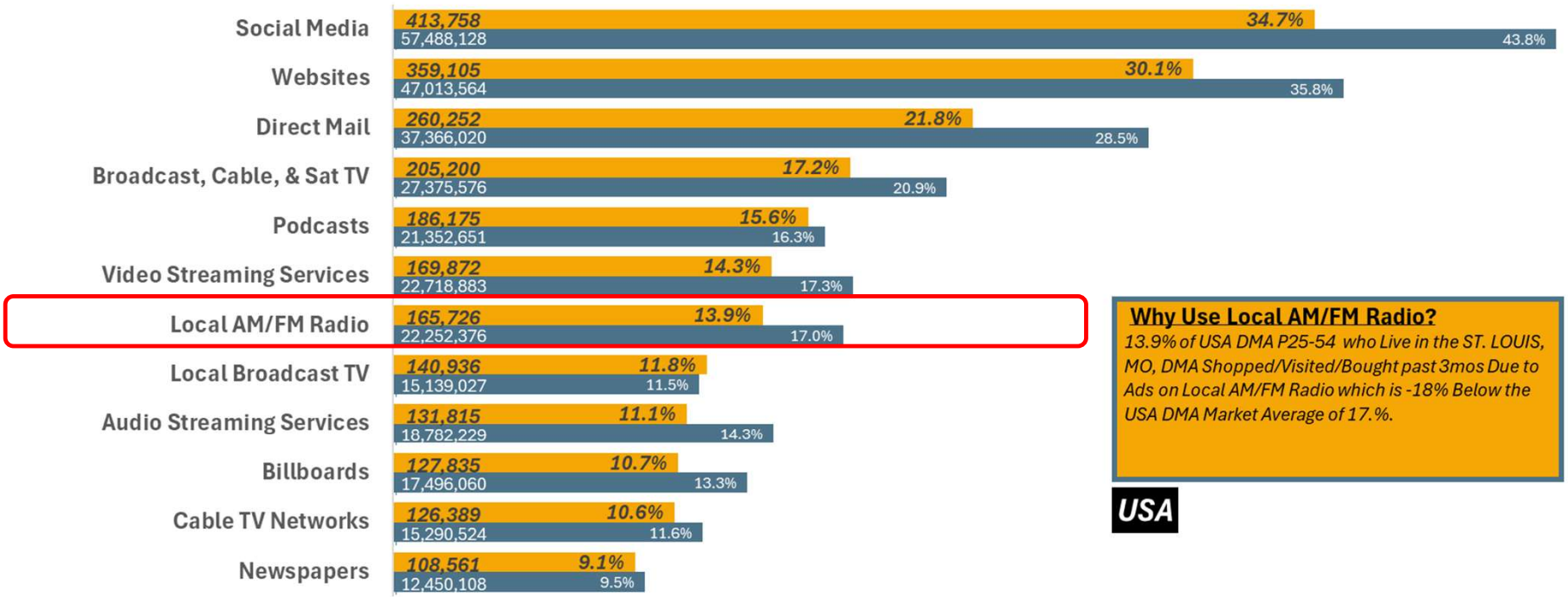
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P25-54

"Advertising Actions"

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



Why Use Local AM/FM Radio?

13.9% of USA DMA P25-54 who Live in the ST. LOUIS, MO, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -18% Below the USA DMA Market Average of 17.%.

USA

USA DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 11601

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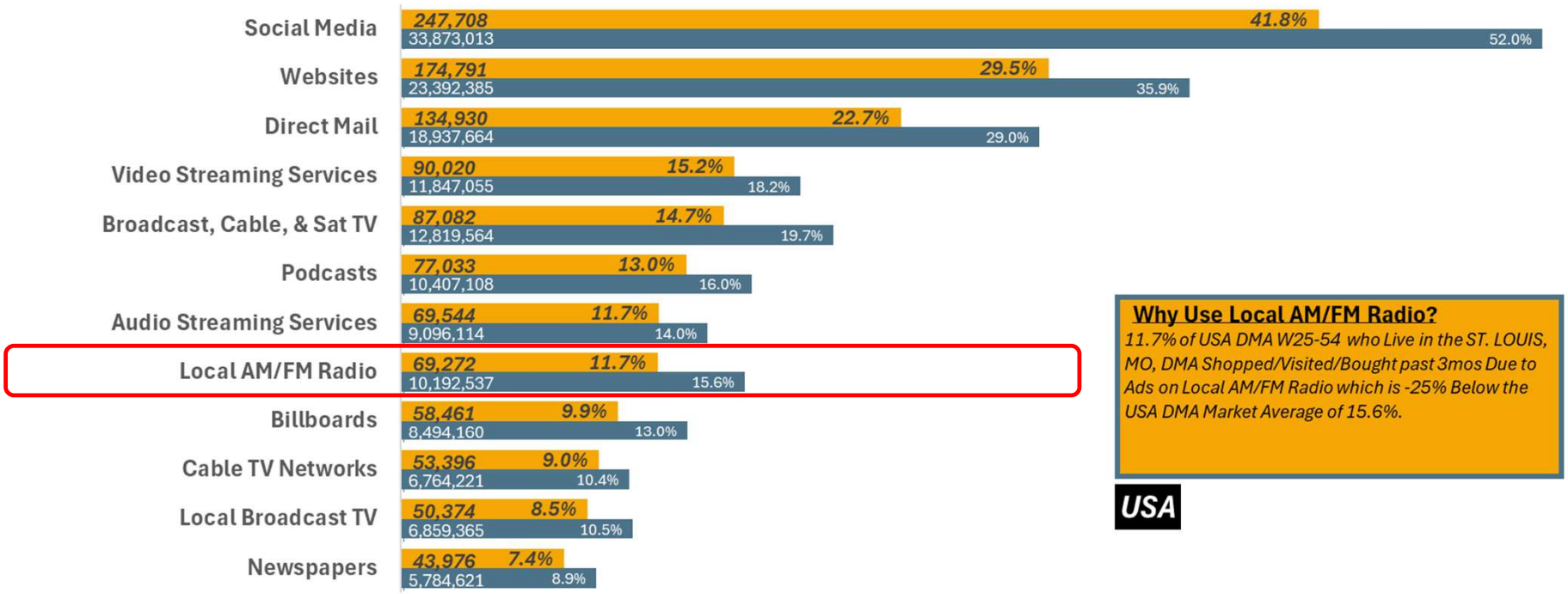
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W25-54

"Advertising Actions"

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



Why Use Local AM/FM Radio?

11.7% of USA DMA W25-54 who Live in the ST. LOUIS, MO, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -25% Below the USA DMA Market Average of 15.6%.

USA

USA DMA ScarboroughR2 2025: Aug24-Jul25 Qual Intab: 6999

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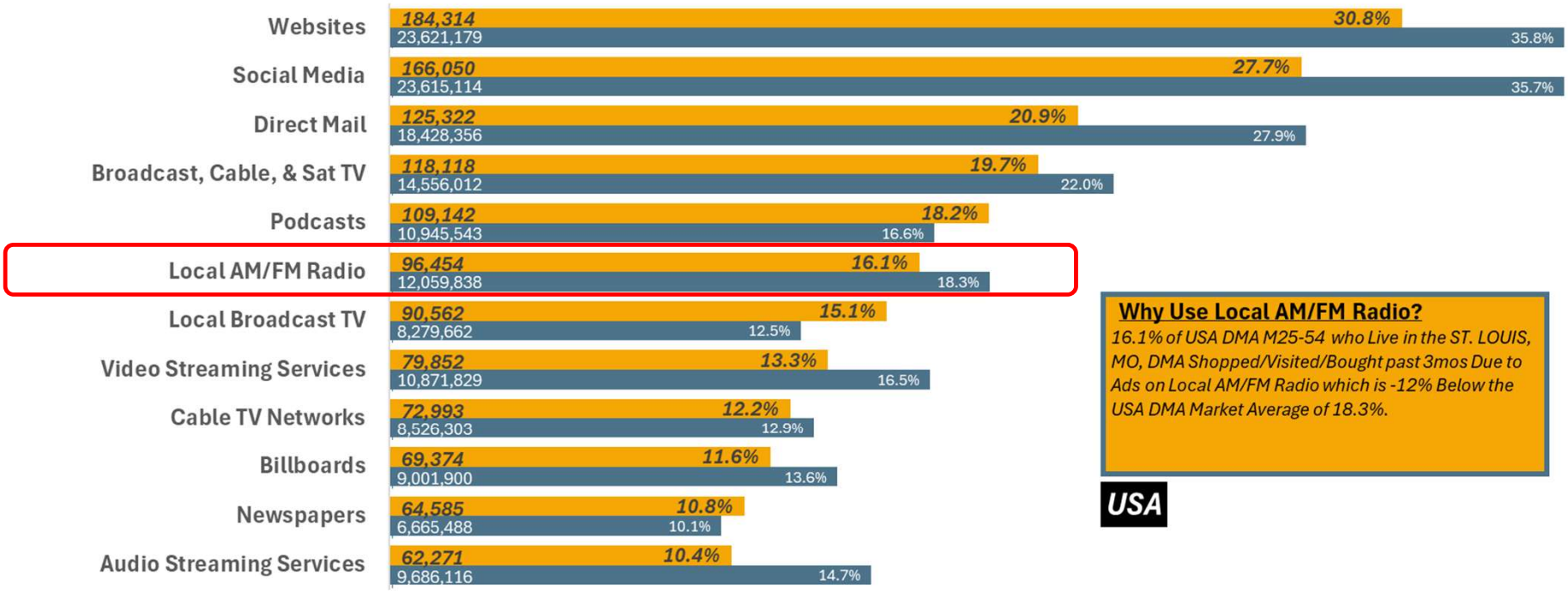
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M25-54

"Advertising Actions"

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



Why Use Local AM/FM Radio?

16.1% of USA DMA M25-54 who Live in the ST. LOUIS, MO, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -12% Below the USA DMA Market Average of 18.3%.

USA

USA DMA ScarboroughR2 2025: Aug24-Jul25 Qual Intab: 4602

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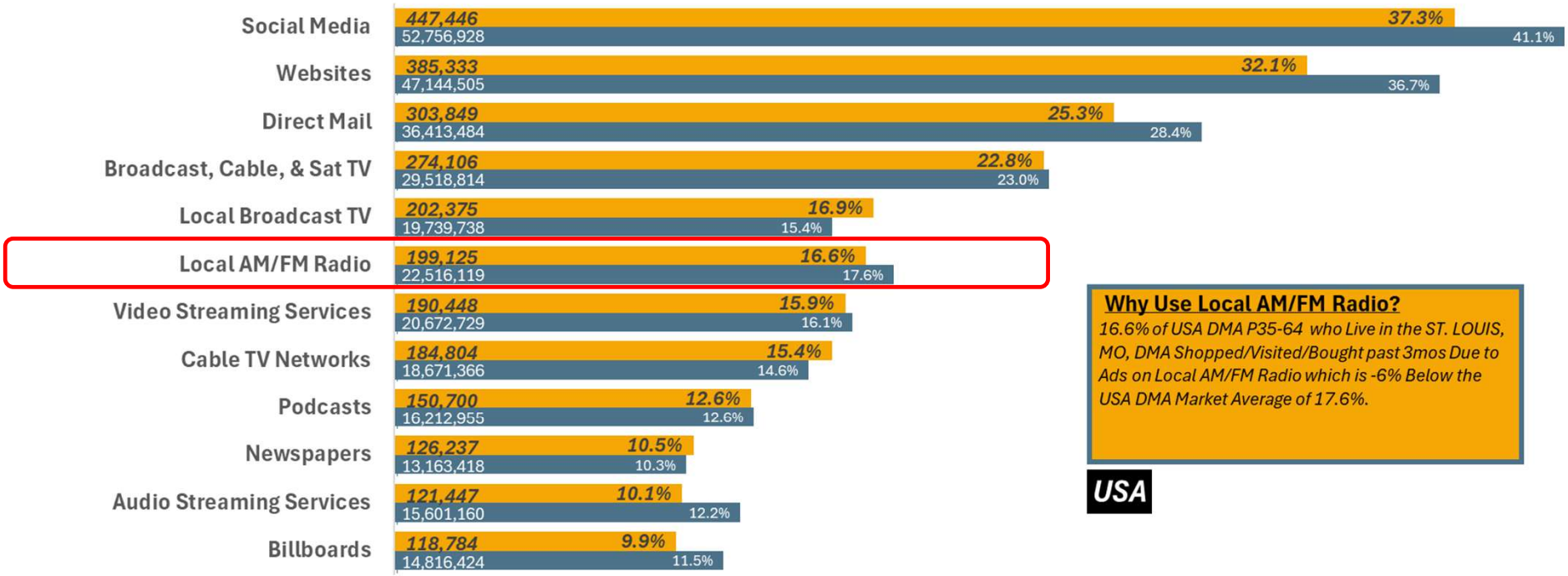
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P35-64

"Advertising Actions"

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



Why Use Local AM/FM Radio?

16.6% of USA DMA P35-64 who Live in the ST. LOUIS, MO, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -6% Below the USA DMA Market Average of 17.6%.

USA

USA DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 13035

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