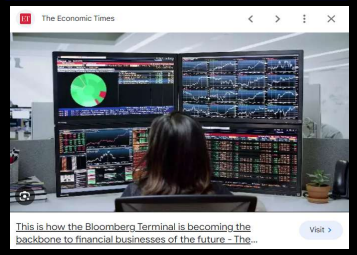
ST. LOUIS, MO, Metro – 5 P18+ Profiles of AUDACY RADIO Listeners!

Brand New Data as of JULY 31, 2025!

Complete Demographic & Media Use Profiles







102.5KEZK | 97.1 FM TALK | 1120 AM • 98.7 FM KMOX The Voice of St. Louis | Y98 ST. LOUIS | 96.3 R&B for The Lou

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

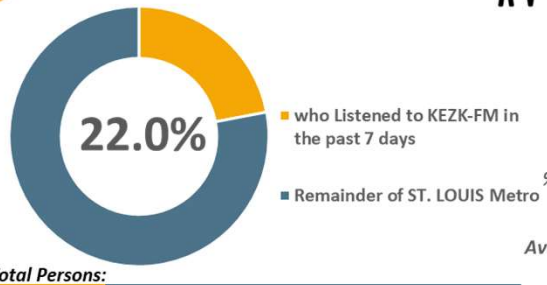
Radio Stations: KEZK-FM Radio Stations: KFTK-FM Radio Stations: KMOX-AM Radio Stations: KYKY-FM Radio Stations: WFUN-FM

HUBBARD BROADCASTING INC. HB INC.

102.5KEZK

22.% or 469,798 of ST. LOUIS Metro Adults 18 or older Listened to KEZK-FM in the past 7 days.
Typical Adults 18 or older who Listened to KEZK-FM in the past 7 days are 52.5 years old (6.5% older than average) and have a $111,837 (7.1% higher than average) annual household income.

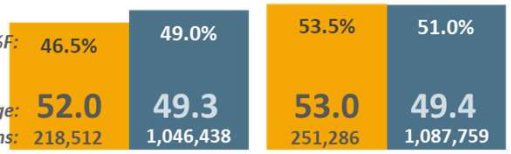
Percent of Market: Adults 18 or older



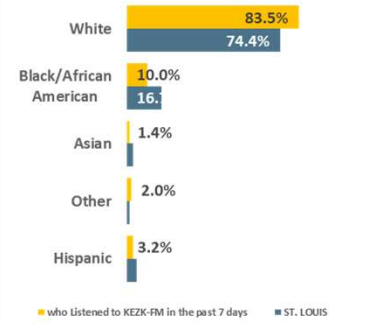
Total Persons:

469,798	1,664,399

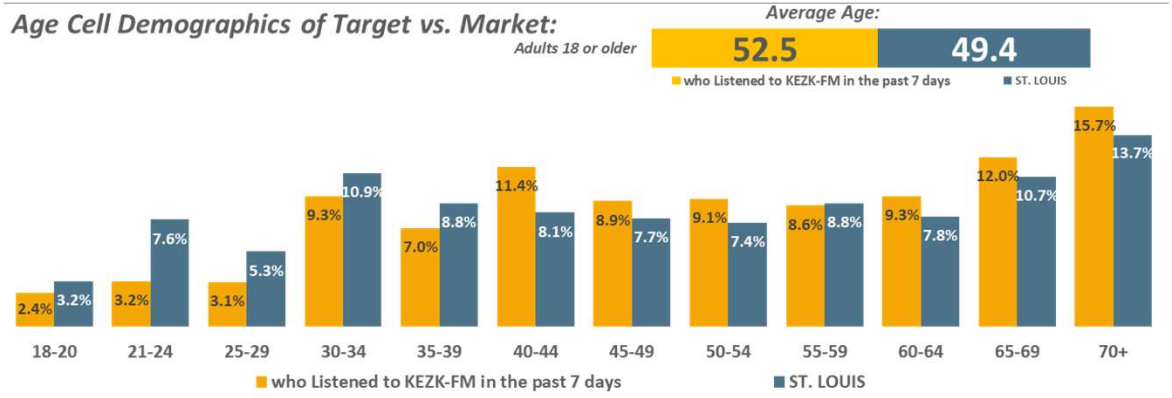
Gender of Target vs. Market: Adults 18 or older



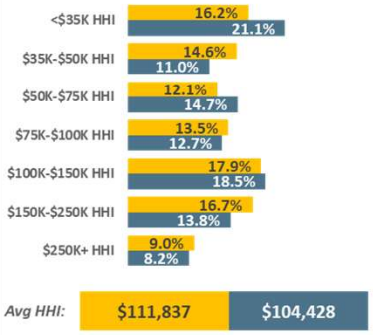
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



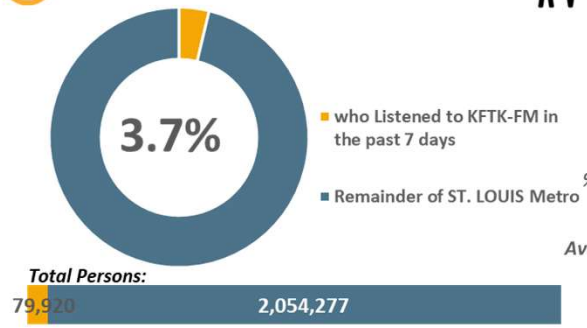
Avg HHI:	$111,837	$104,428

ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 448

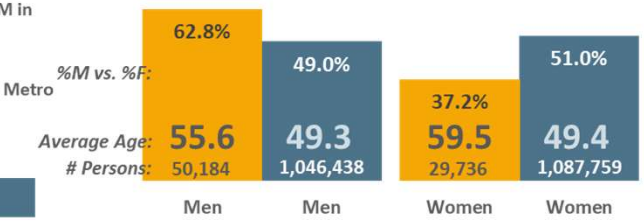
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3.7% or 79,920 of ST. LOUIS Metro Adults 18 or older Listened to KFTK-FM in the past 7 days.
Typical Adults 18 or older who Listened to KFTK-FM in the past 7 days are 56.6 years old (14.8% older than average) and have a $115,083 (10.2% higher than average) annual household income.

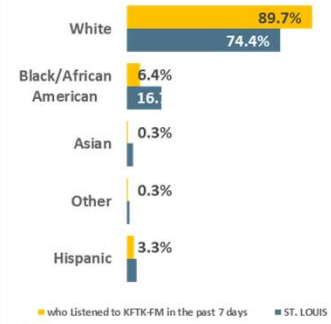
Percent of Market: Adults 18 or older



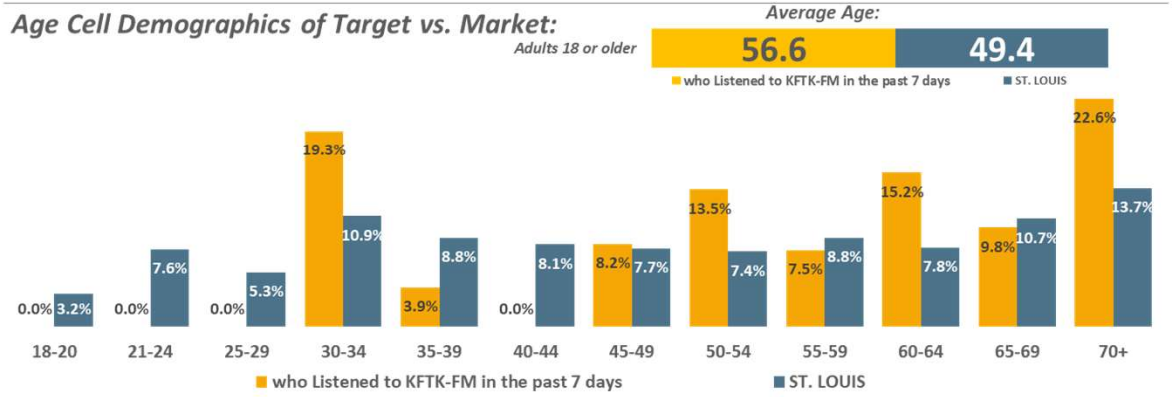
Gender of Target vs. Market: Adults 18 or older



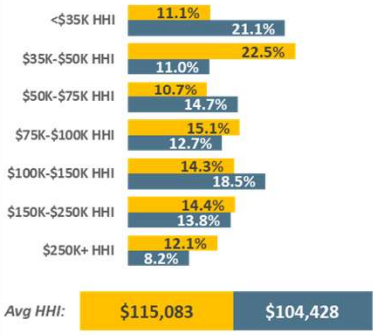
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 72

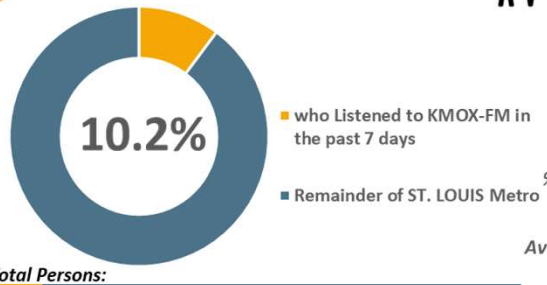
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Radio Stations: KFTK-FM

1120 AM • 98.7 FM
KMOX
The Voice of St. Louis

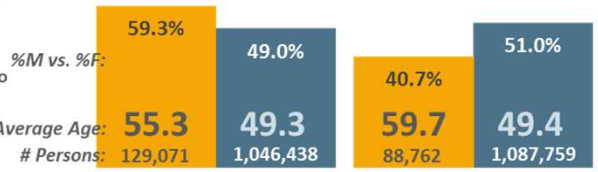
10.2% or 217,833 of ST. LOUIS Metro Adults 18 or older Listened to KMOX-FM in the past 7 days.
Typical Adults 18 or older who Listened to KMOX-FM in the past 7 days are 56.9 years old (15.3% older than average) and have a $104,500 (.1% higher than average) annual household income.

Percent of Market: Adults 18 or older

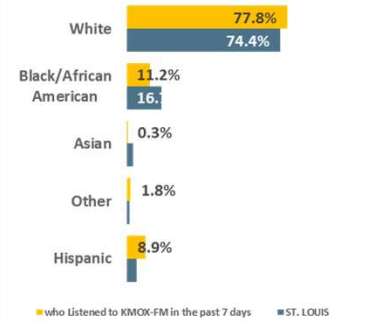


Total Persons:
217,833 | 1,916,364

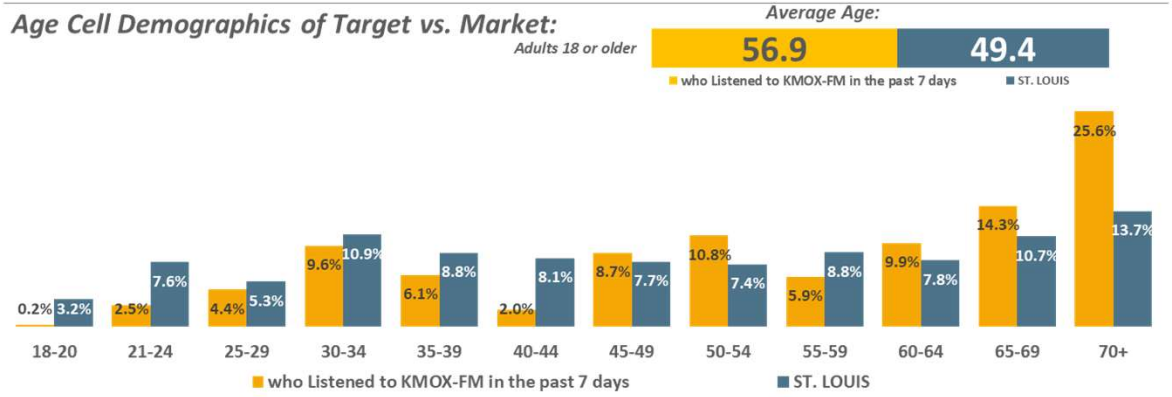
Gender of Target vs. Market: Adults 18 or older



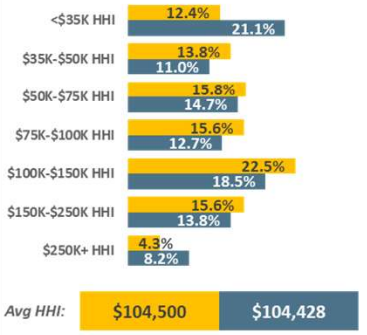
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $104,500 | $104,428

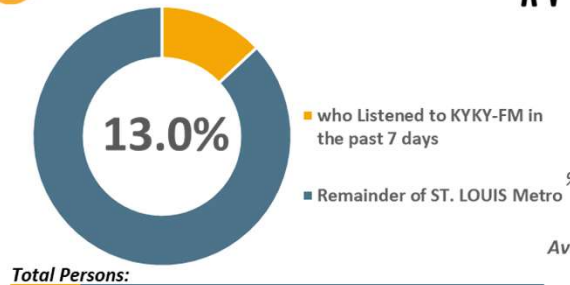
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 225

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Radio Stations: KMOX-AM

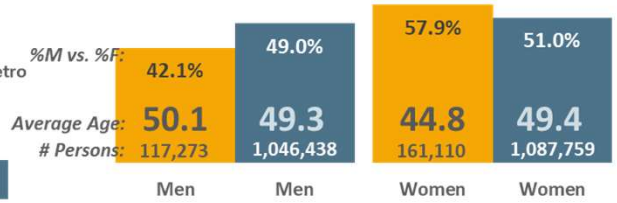
13.% or 278,383 of ST. LOUIS Metro Adults 18 or older Listened to KYKY-FM in the past 7 days.
Typical Adults 18 or older who Listened to KYKY-FM in the past 7 days are 46.7 years old (5.3% younger than average) and have a $109,390 (4.8% higher than average) annual household income.

Percent of Market: Adults 18 or older

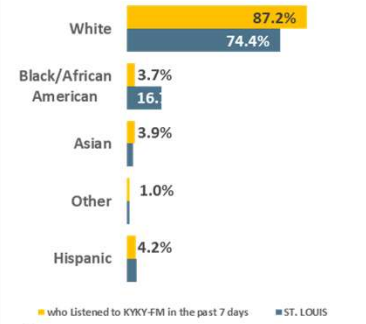




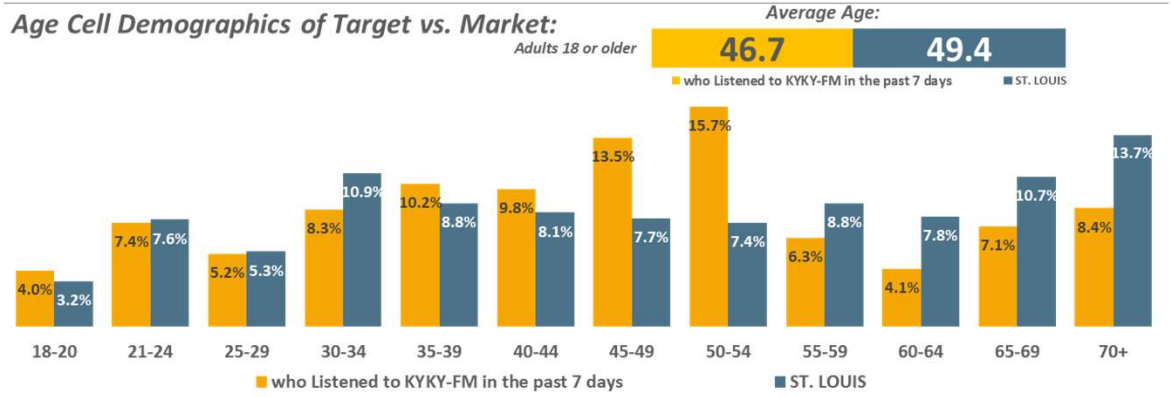
Gender of Target vs. Market: Adults 18 or older



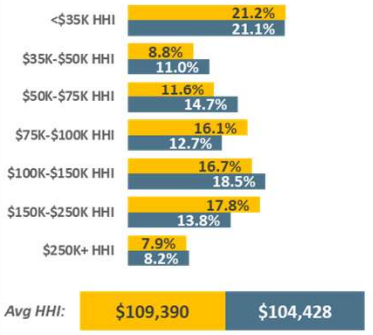
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

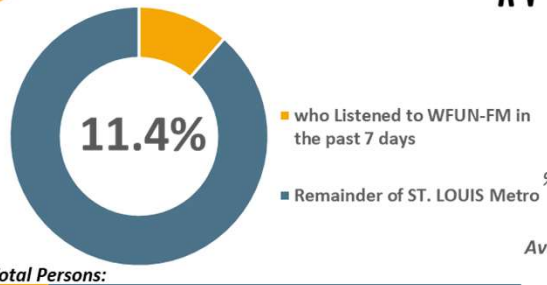


ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 264

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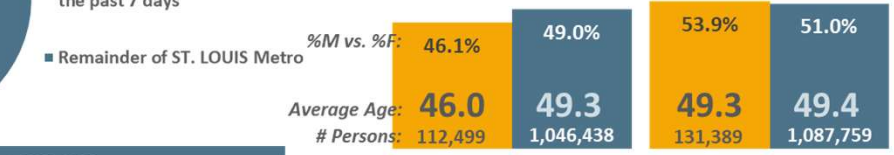
11.4% or 243,888 of ST. LOUIS Metro Adults 18 or older Listened to WFUN-FM in the past 7 days.
Typical Adults 18 or older who Listened to WFUN-FM in the past 7 days are 47.8 years old (3.1% younger than average) and have a $99,456 (4.8% lower than average) annual household income.

Percent of Market: Adults 18 or older

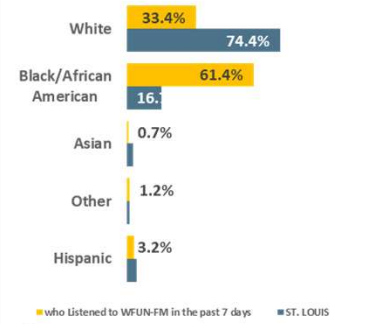


Total Persons:
243,888 | 1,890,309

Gender of Target vs. Market: Adults 18 or older



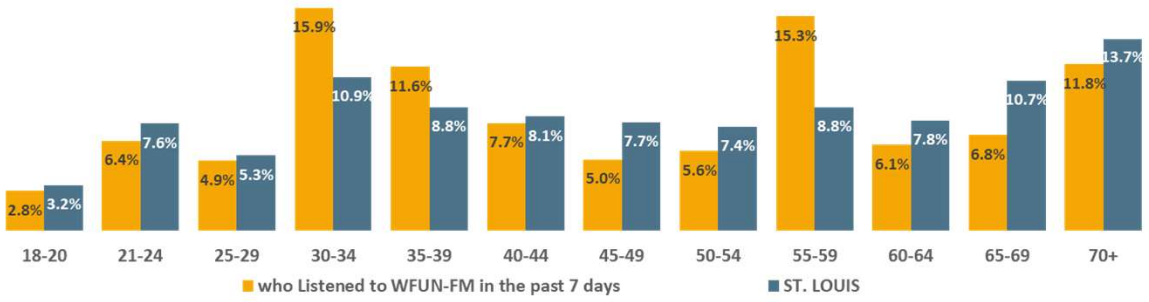
Ethnicity of Target vs. Market:



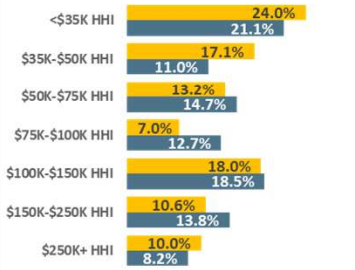
Age Cell Demographics of Target vs. Market:

Average Age:





HHI of Target vs. Market:



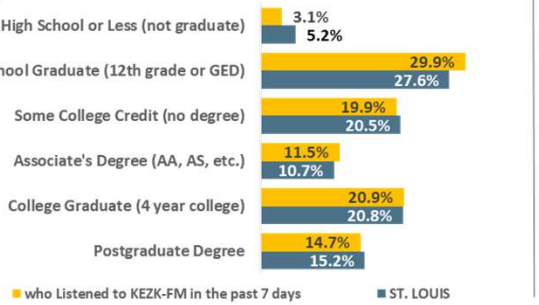
Avg HHI: $99,456 | $104,428

ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 180

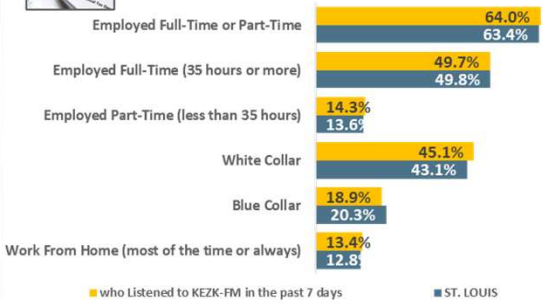
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22.% or 469,798 of ST. LOUIS Metro Adults 18 or older Listened to KEZK-FM in the past 7 days.
Adults 18 or older who Listened to KEZK-FM in the past 7 days are 1.3% less likely to be a college graduate, .3% less likely to work full-time, 4.5% more likely to be married, 16.3% less likely to be a parent of 1 or more children under 18.

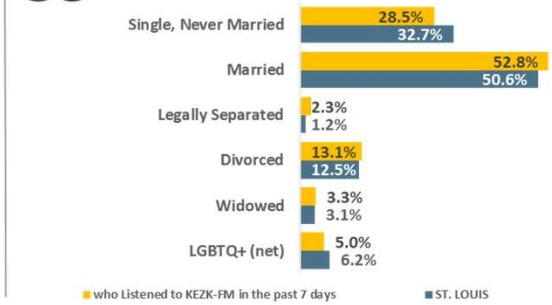
Education Levels: Adults 18 or older



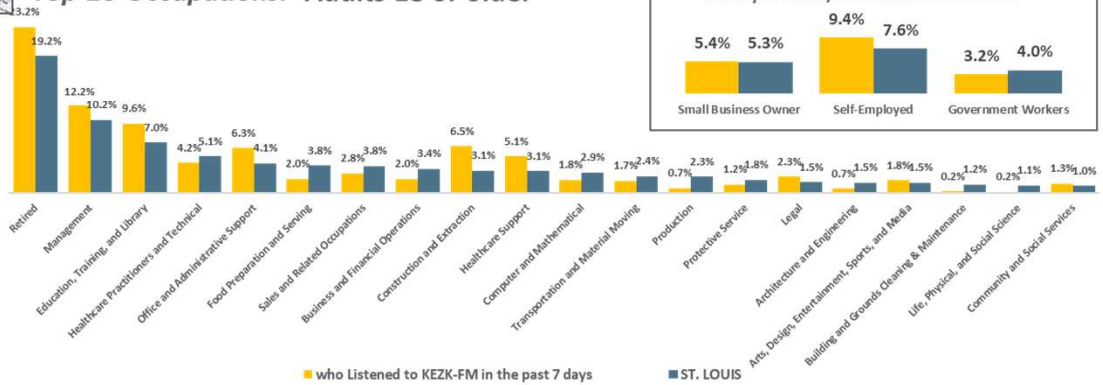
Employment: Adults 18 or older



Marital Status: Adults 18 or older

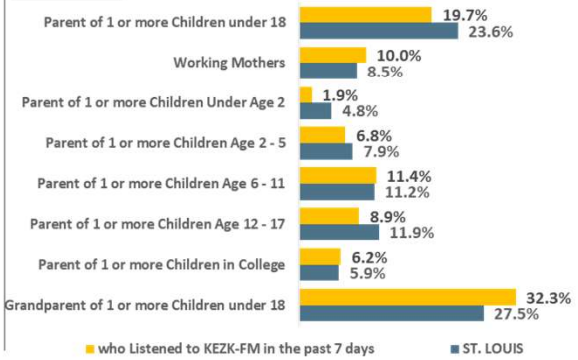


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



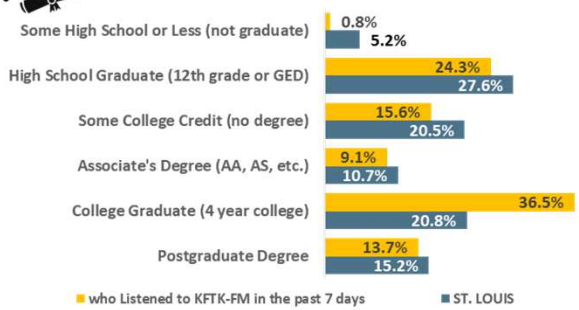
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 448

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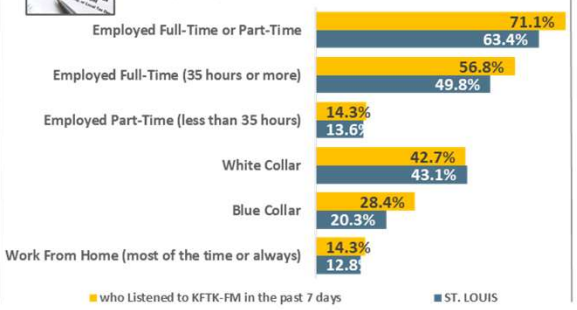
Radio Stations: KEZK-FM

3.7% or 79,920 of ST. LOUIS Metro Adults 18 or older Listened to KFTK-FM in the past 7 days.
Adults 18 or older who Listened to KFTK-FM in the past 7 days are 39.1% more likely to be a college graduate, 14.4% more likely to work full-time, 14.8% more likely to be married, 1.5% less likely to be a parent of 1 or more children under 18.

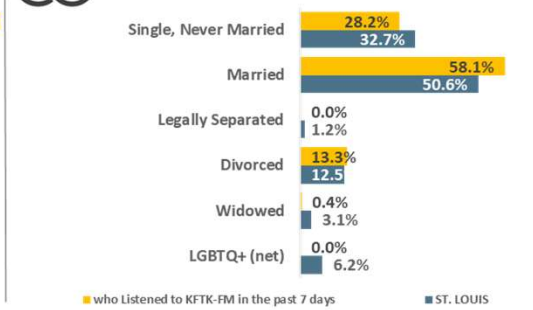
Education Levels: Adults 18 or older



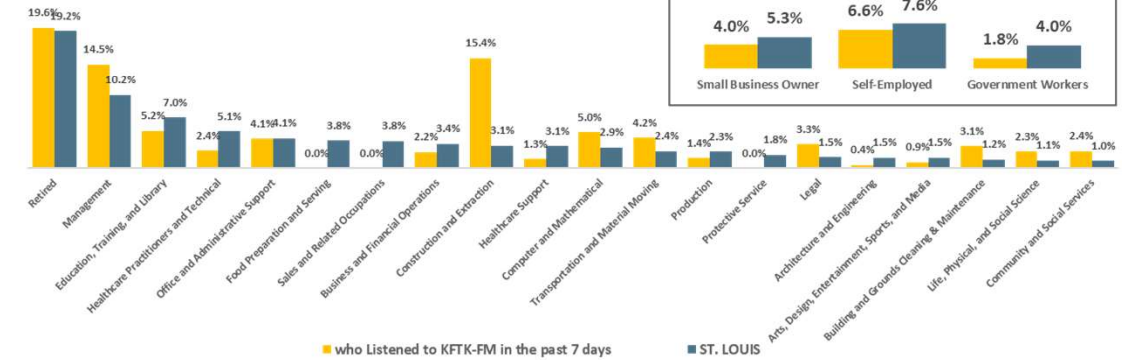
Employment: Adults 18 or older



Marital Status: Adults 18 or older

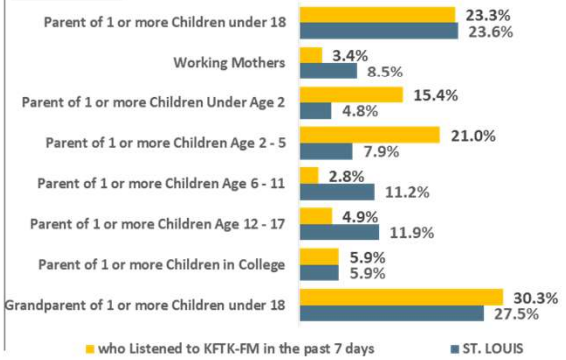


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 72

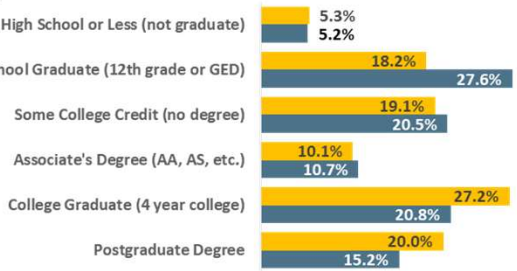
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Radio Stations: KFTK-FM

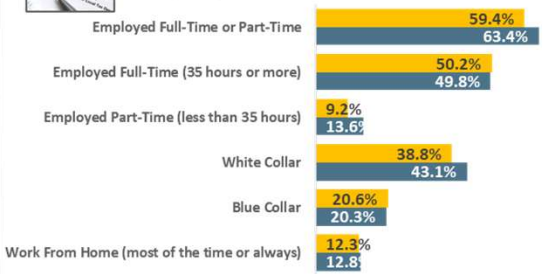
1120 AM • 98.7 FM
KMOX
The Voice of St. Louis

10.2% or 217,833 of ST. LOUIS Metro Adults 18 or older Listened to KMOX-FM in the past 7 days. Adults 18 or older who Listened to KMOX-FM in the past 7 days are 31.2% more likely to be a college graduate, .9% more likely to work full-time, 19.4% more likely to be married, 23.% more likely to be a parent of 1 or more children under 18.

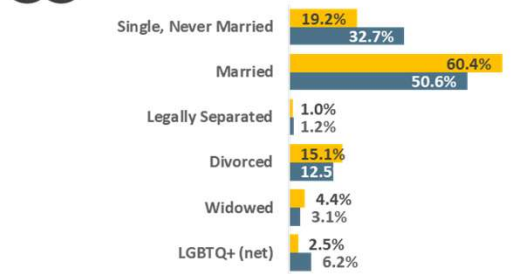
Education Levels: Adults 18 or older



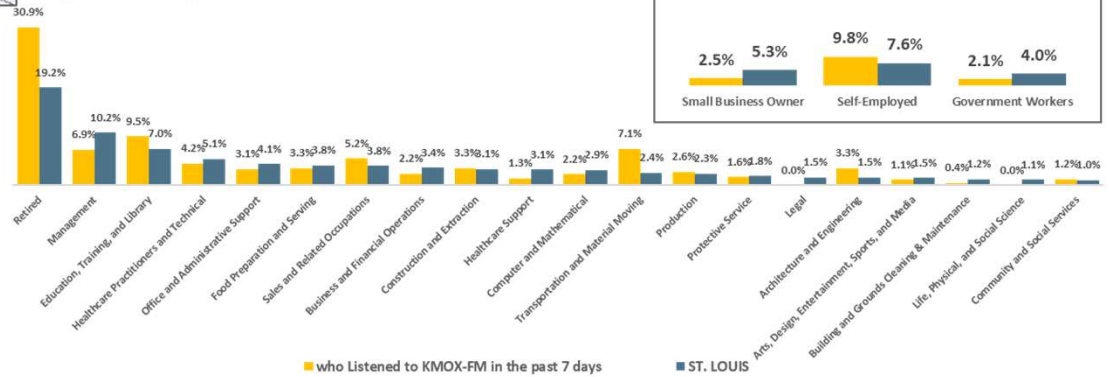
Employment: Adults 18 or older



Marital Status: Adults 18 or older

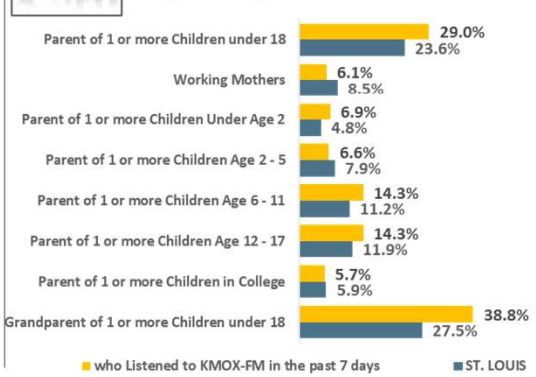


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



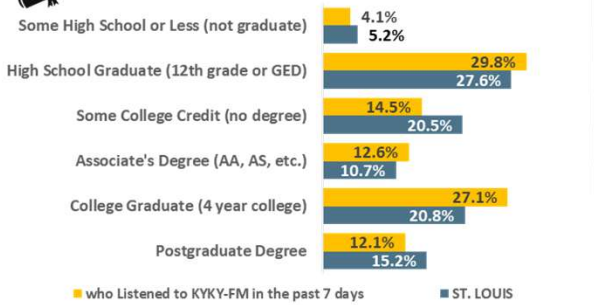
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 225

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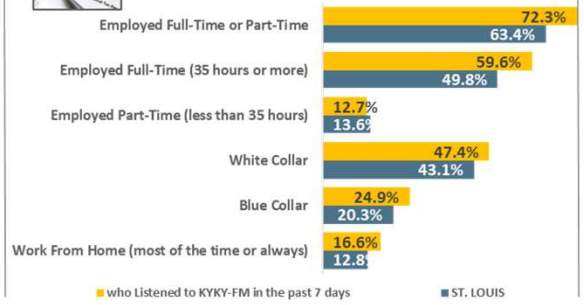
Radio Stations: KMOX-AM

13.% or 278,383 of ST. LOUIS Metro Adults 18 or older Listened to KYKY-FM in the past 7 days. Adults 18 or older who Listened to KYKY-FM in the past 7 days are 8.5% more likely to be a college graduate, 19.7% more likely to work full-time, 5.3% more likely to be married, 15.5% more likely to be a parent of 1 or more children under 18.

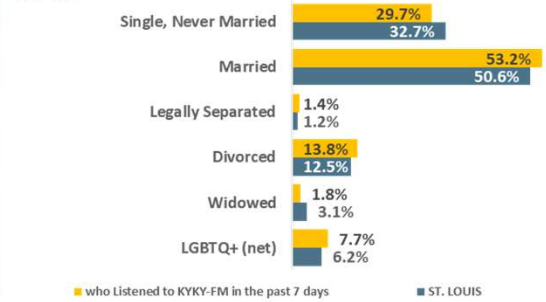
Education Levels: Adults 18 or older



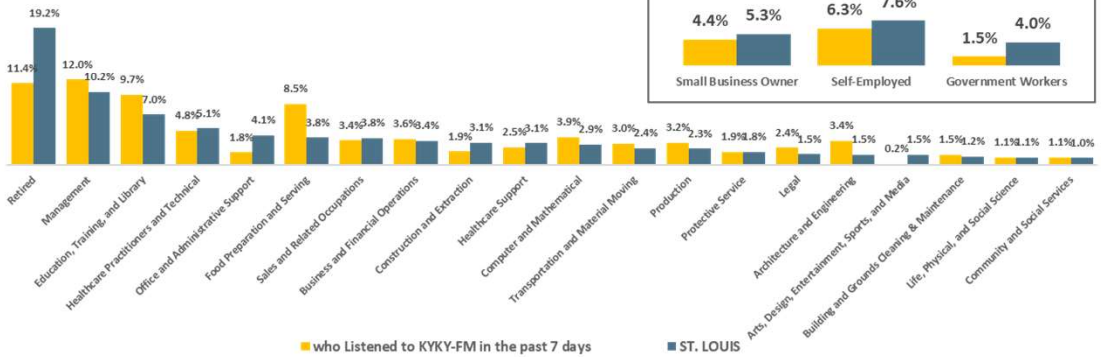
Employment: Adults 18 or older



Marital Status: Adults 18 or older

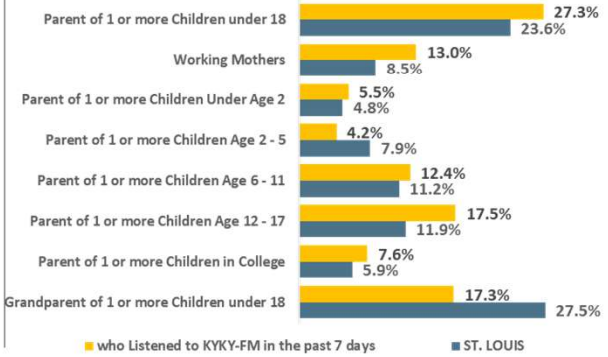


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 264

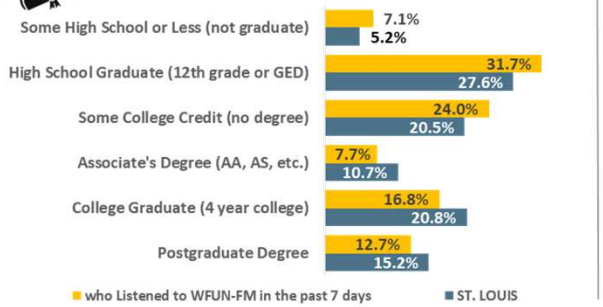
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Radio Stations: KYKY-FM

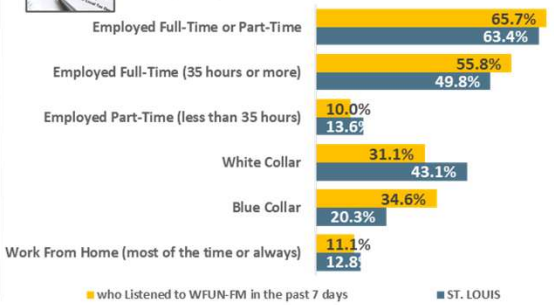
96.3 R&B for The Lou

11.4% or 243,888 of ST. LOUIS Metro Adults 18 or older Listened to WFUN-FM in the past 7 days. Adults 18 or older who Listened to WFUN-FM in the past 7 days are 18.4% less likely to be a college graduate, 11.9% more likely to work full-time, 18.2% less likely to be married, 7.1% more likely to be a parent of 1 or more children under 18.

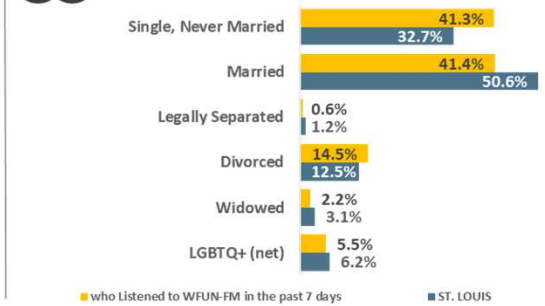
Education Levels: Adults 18 or older



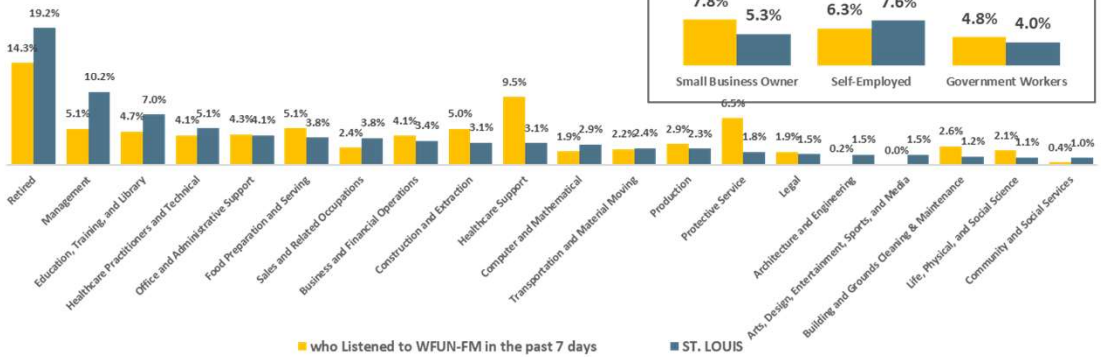
Employment: Adults 18 or older



Marital Status: Adults 18 or older

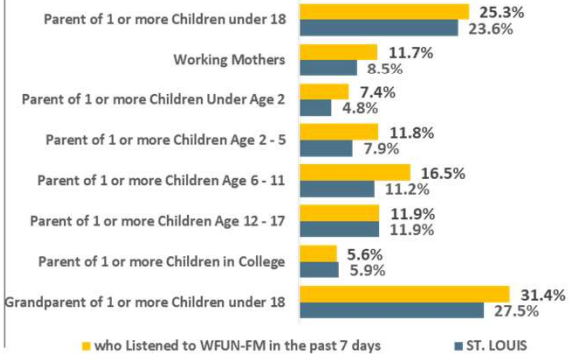


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



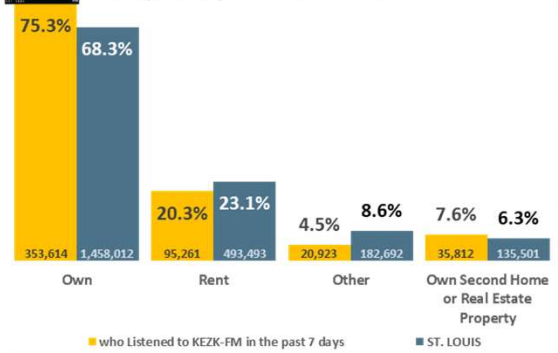
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 180

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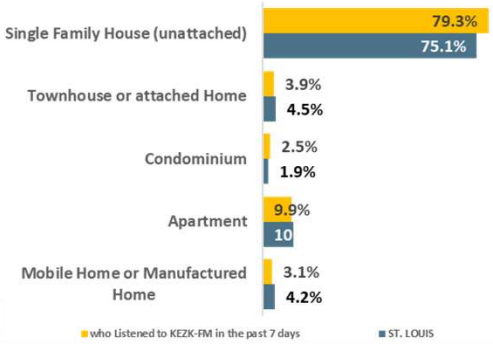
Radio Stations: WFUN-FM

22.% or 469,798 of ST. LOUIS Metro Adults 18 or older Listened to KEZK-FM in the past 7 days.
Adults 18 or older who Listened to KEZK-FM in the past 7 days are 10.2% more likely to own their home, 14.9% more likely to own a higher valued home, 5.5% more likely to have a single-family home, 9.8% more likely to have a dog.

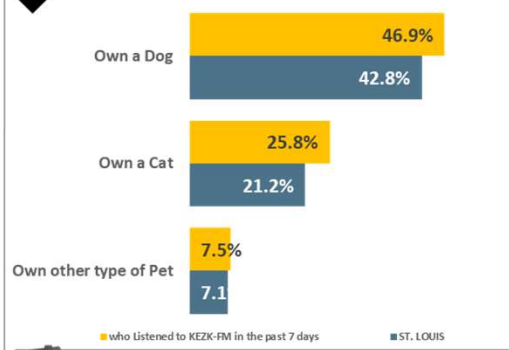
Own/Rent/Other: Adults 18 or older



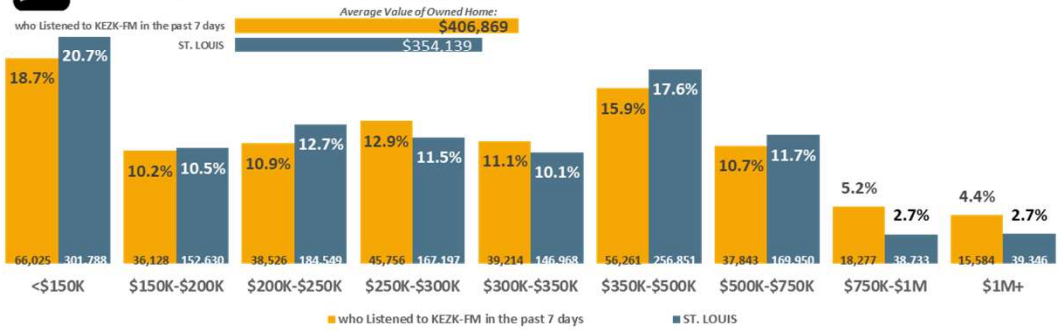
Type of Home: Adults 18 or older



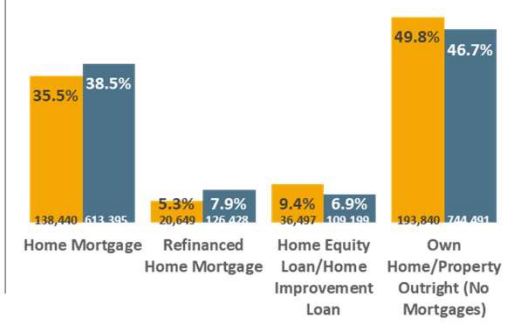
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



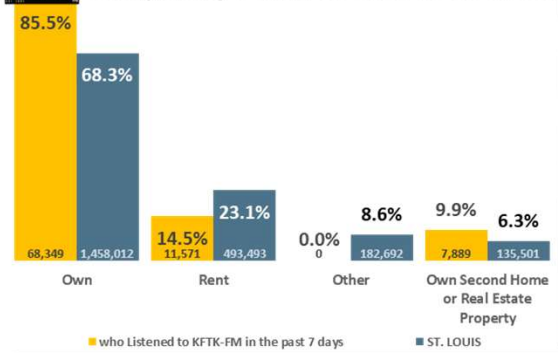
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 448

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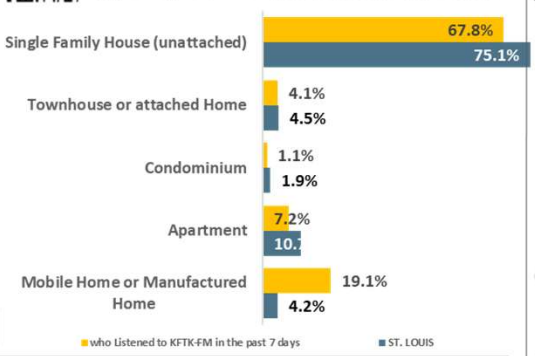
Radio Stations: KEZK-FM

3.7% or 79,920 of ST. LOUIS Metro Adults 18 or older Listened to KFTK-FM in the past 7 days.
Adults 18 or older who Listened to KFTK-FM in the past 7 days are 25.2% more likely to own their home, 8.7% more likely to own a lower valued home, 9.8% less likely to have a single-family home, 43.9% more likely to have a dog.

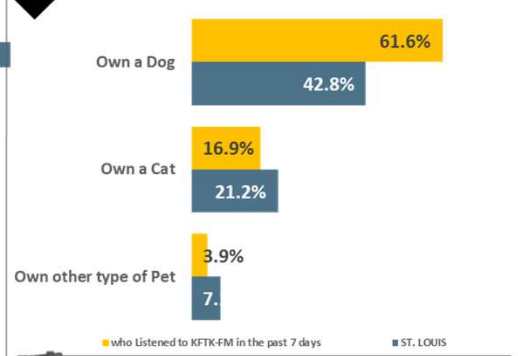
Own/Rent/Other: Adults 18 or older



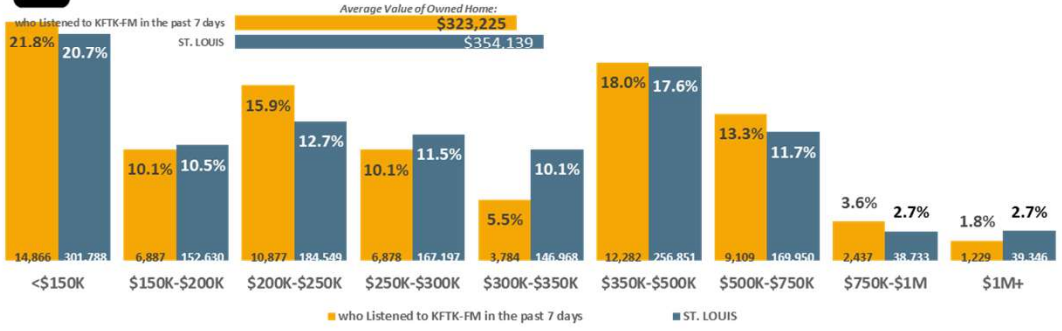
Type of Home: Adults 18 or older



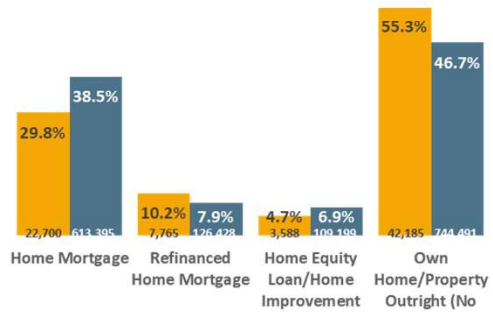
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 72

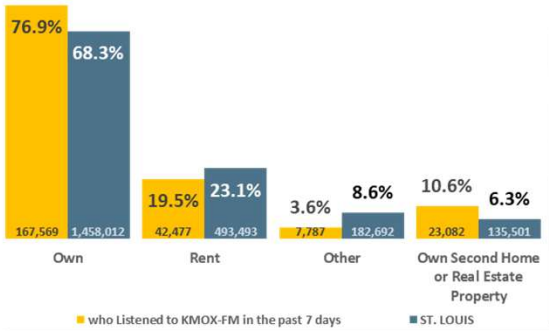
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Radio Stations: KFTK-FM

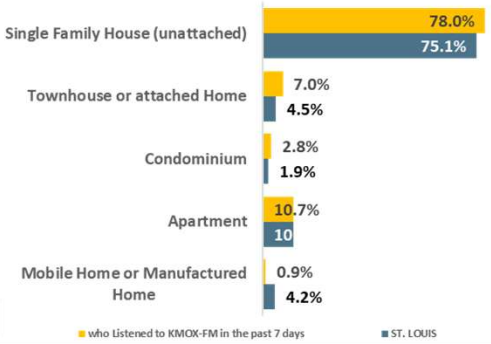
1120 AM • 98.7 FM
KMOX
The Voice of St. Louis

10.2% or 217,833 of ST. LOUIS Metro Adults 18 or older Listened to KMOX-FM in the past 7 days.
Adults 18 or older who Listened to KMOX-FM in the past 7 days are 12.6% more likely to own their home, 1.4% more likely to own a higher valued home, 3.9% more likely to have a single-family home, 12.% less likely to have a dog.

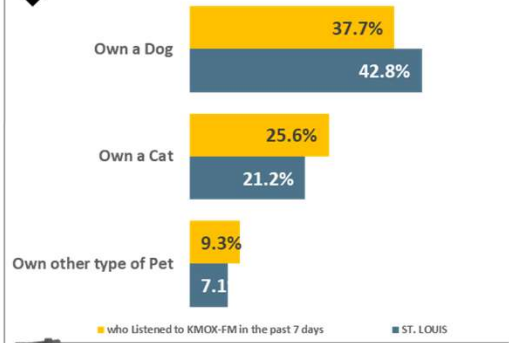
Own/Rent/Other: Adults 18 or older



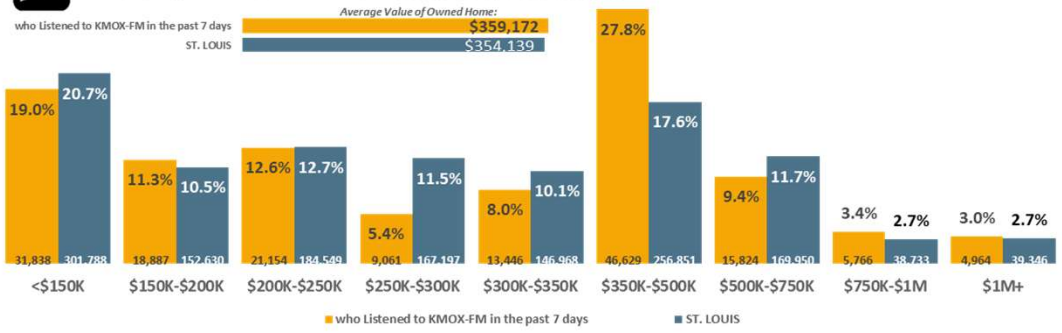
Type of Home: Adults 18 or older



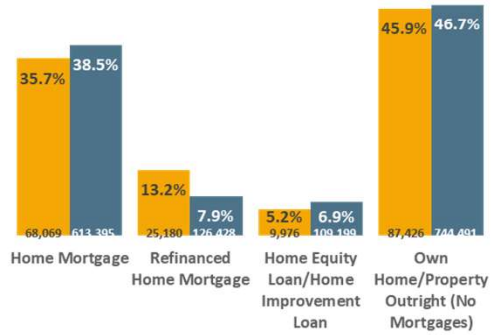
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



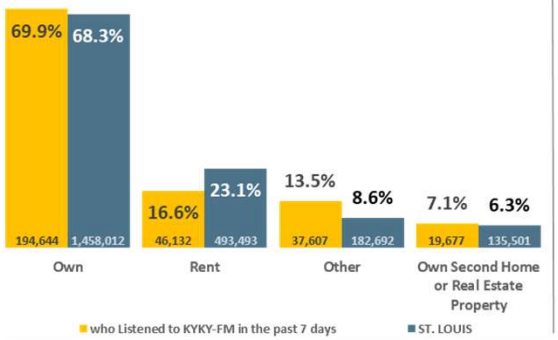
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 225

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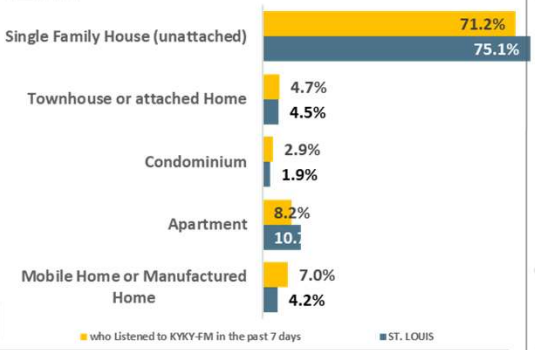
Radio Stations: KMOX-AM

13.% or 278,383 of ST. LOUIS Metro Adults 18 or older Listened to KYKY-FM in the past 7 days.
Adults 18 or older who Listened to KYKY-FM in the past 7 days are 2.3% more likely to own their home, 2.5% more likely to own a lower valued home, 5.3% less likely to have a single-family home, 5.5% more likely to have a dog.

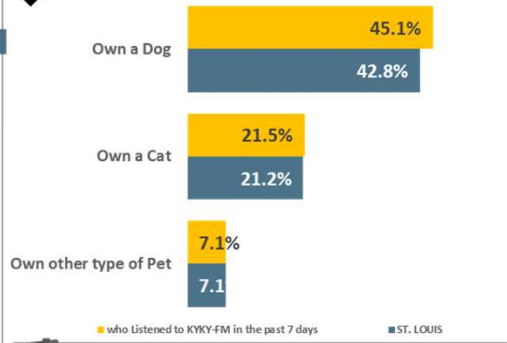
Own/Rent/Other: Adults 18 or older



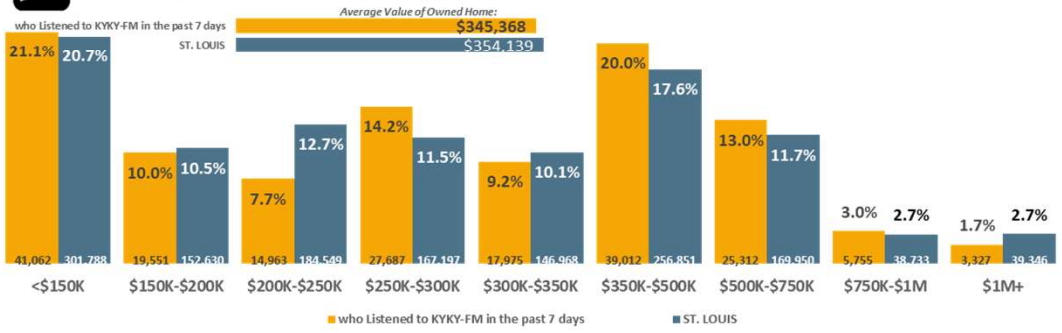
Type of Home: Adults 18 or older



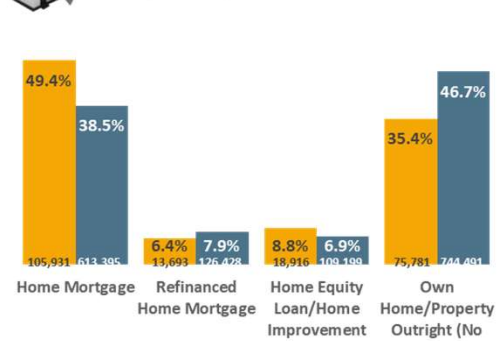
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



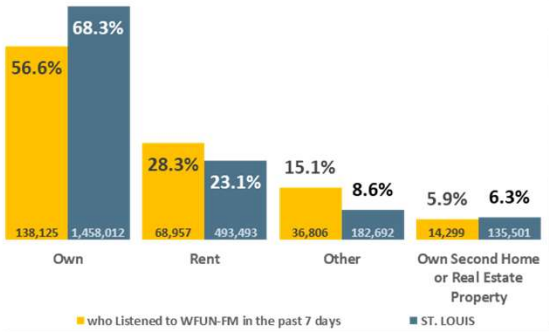
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 264

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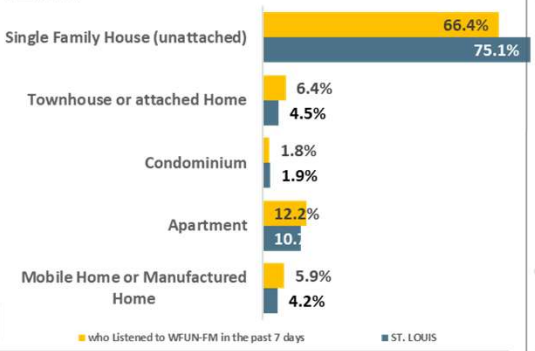
Radio Stations: KYKY-FM

11.4% or 243,888 of ST. LOUIS Metro Adults 18 or older Listened to WFUN-FM in the past 7 days.
Adults 18 or older who Listened to WFUN-FM in the past 7 days are 17.1% less likely to own their home, 32.6% more likely to own a lower valued home, 11.6% less likely to have a single-family home, 1.6% more likely to have a dog.

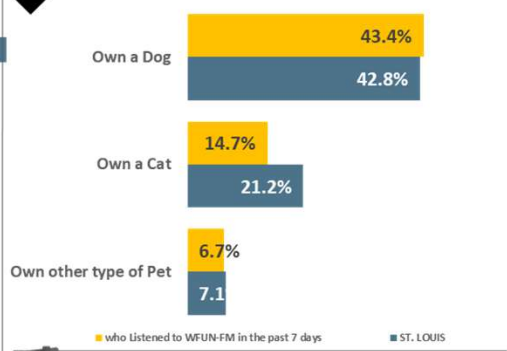
Own/Rent/Other: Adults 18 or older



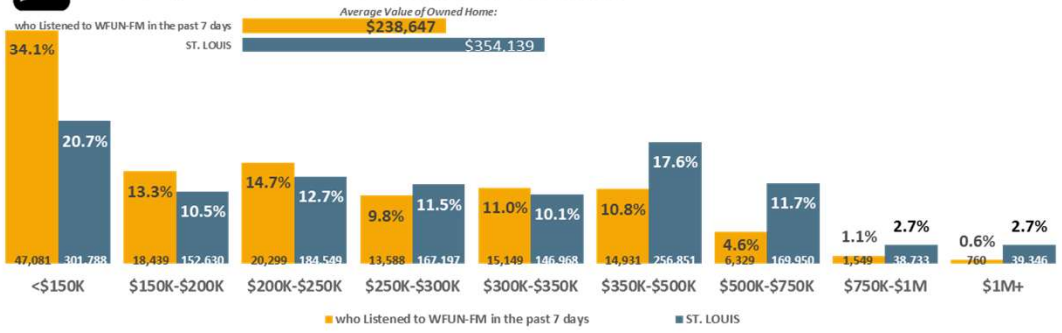
Type of Home: Adults 18 or older



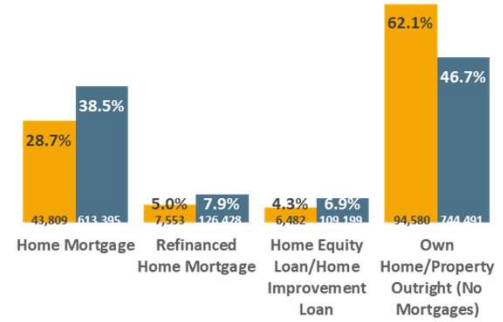
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



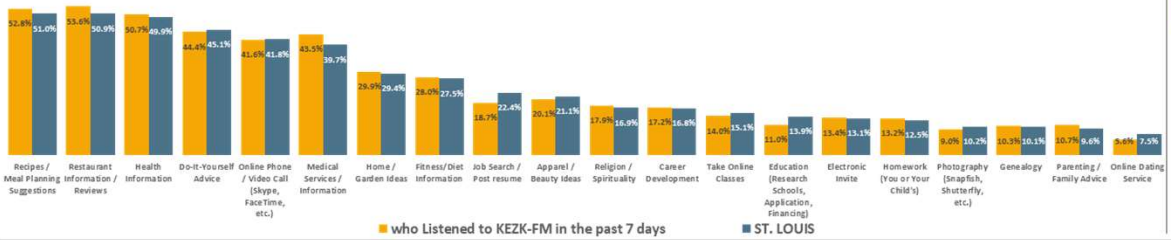
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 180

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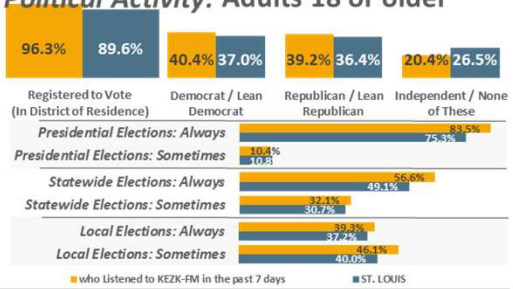
Radio Stations: WFUN-FM

22.% or 469,798 of ST. LOUIS Metro Adults 18 or older Listened to KEZK-FM in the past 7 days.
Adults 18 or older who Listened to KEZK-FM in the past 7 days are 1.6% less likely to look up D-I-Y advice online, 5.5% more likely to always vote in local elections, 11.1% more likely to belong to a gym, 6.9% less likely to fly domestic past yr.

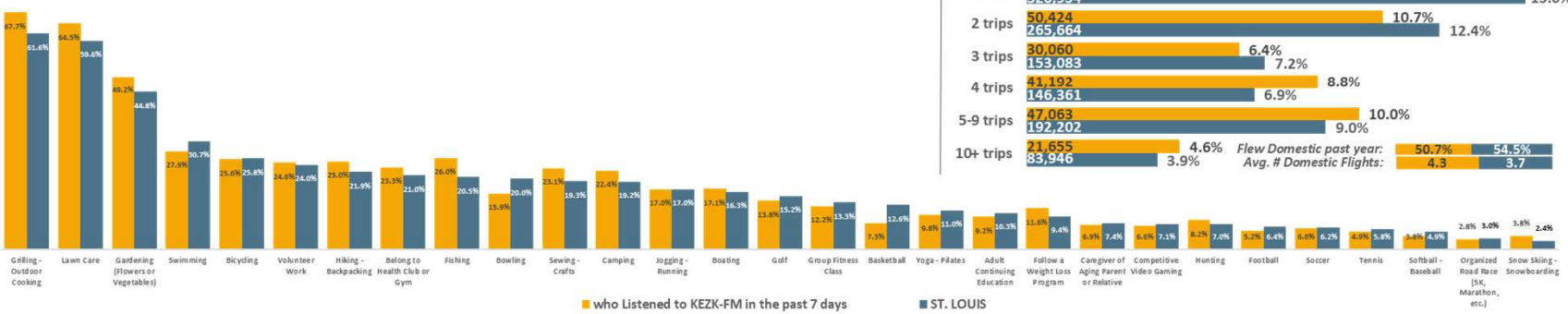
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

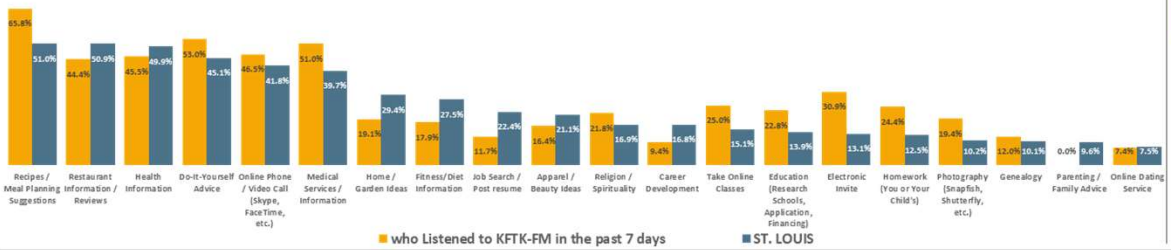
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 448

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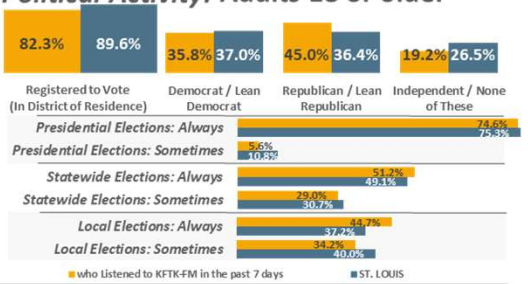
Radio Stations: KEZK-FM

3.7% or 79,920 of ST. LOUIS Metro Adults 18 or older Listened to KFTK-FM in the past 7 days.
Adults 18 or older who Listened to KFTK-FM in the past 7 days are 17.4% more likely to look up D-I-Y advice online, 20.2% more likely to always vote in local elections, 11.7% less likely to belong to a gym, .1% more likely to fly domestic past yr.

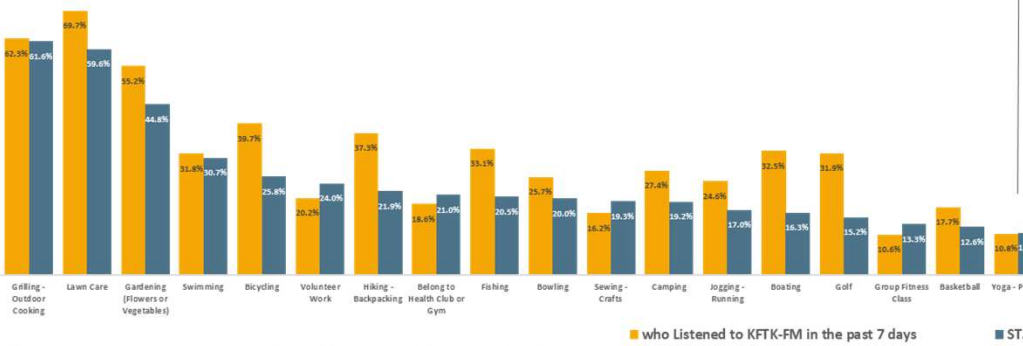
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



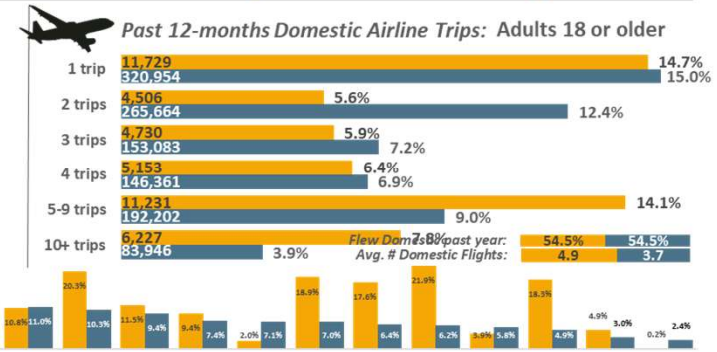
Political Activity: Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 72

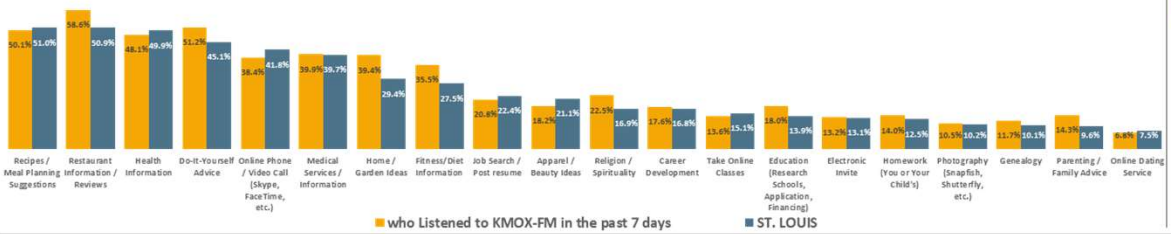
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Radio Stations: KFTK-FM

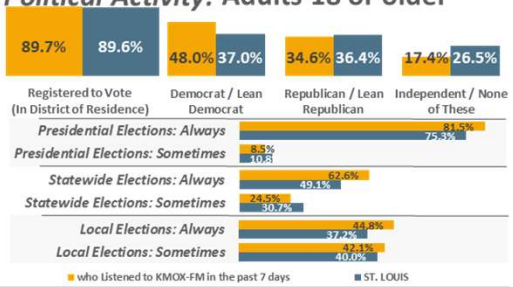
1120 AM • 98.7 FM
KMOX
The Voice of St. Louis

10.2% or 217,833 of ST. LOUIS Metro Adults 18 or older Listened to KMOX-FM in the past 7 days. Adults 18 or older who Listened to KMOX-FM in the past 7 days are 13.4% more likely to look up D-I-Y advice online, 20.5% more likely to always vote in local elections, 1.2% more likely to belong to a gym, 3.4% more likely to fly domestic past yr.

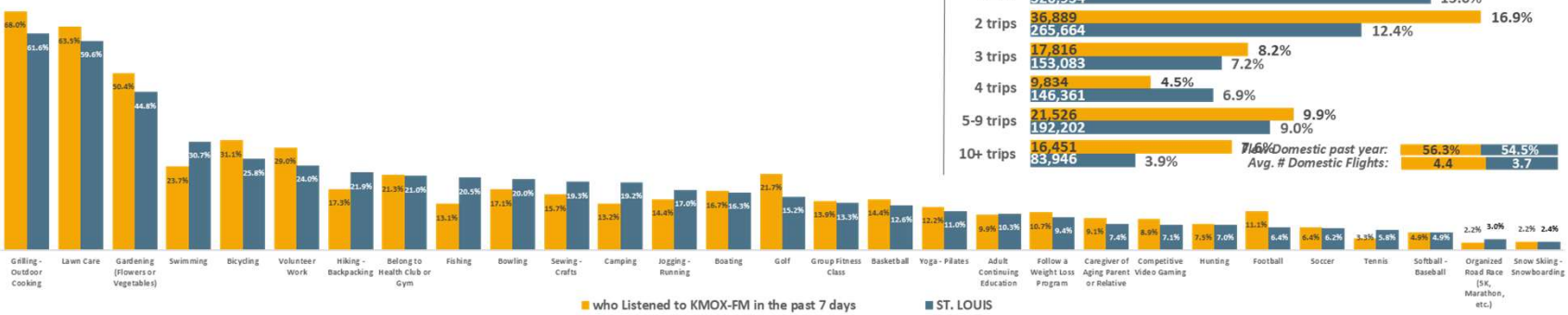
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

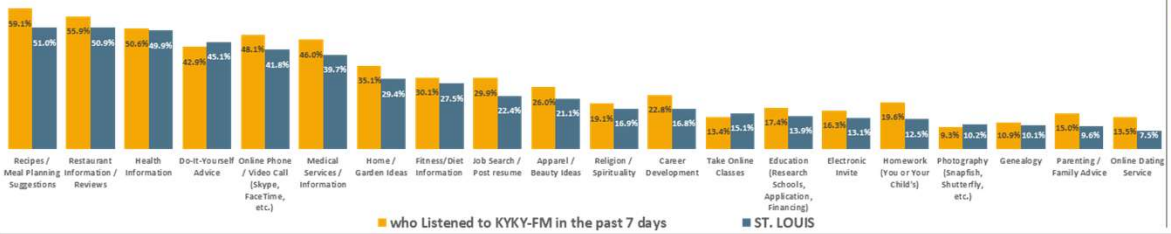
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 225

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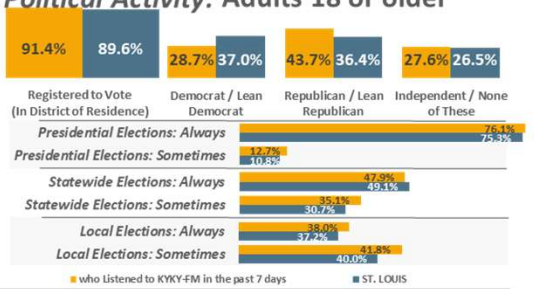
Radio Stations: KMOX-AM

13.% or 278,383 of ST. LOUIS Metro Adults 18 or older Listened to KYKY-FM in the past 7 days.
Adults 18 or older who Listened to KYKY-FM in the past 7 days are 4.9% less likely to look up D-I-Y advice online, 2.% more likely to always vote in local elections, 10.% less likely to belong to a gym, 12.% less likely to fly domestic past yr.

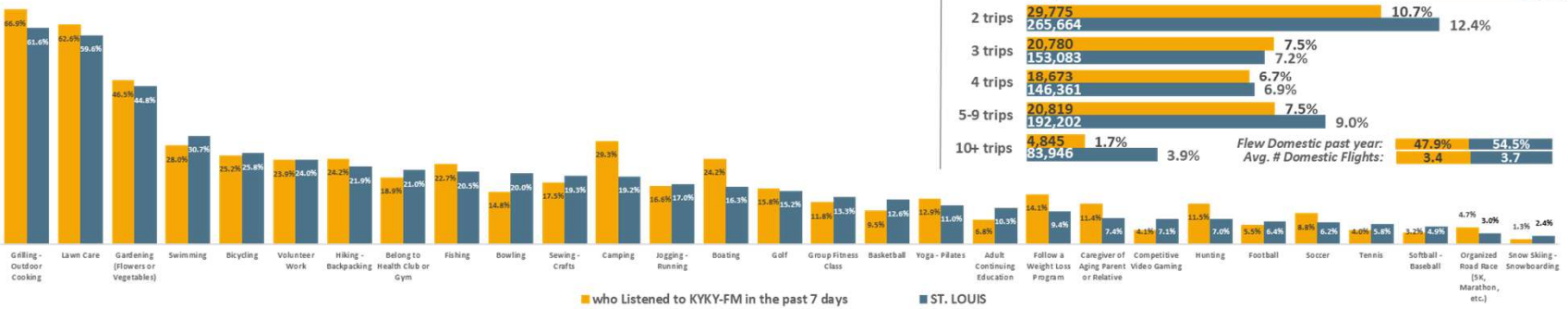
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

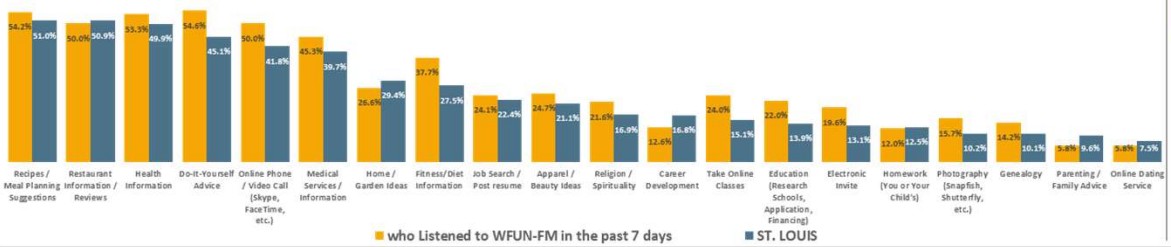
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 264

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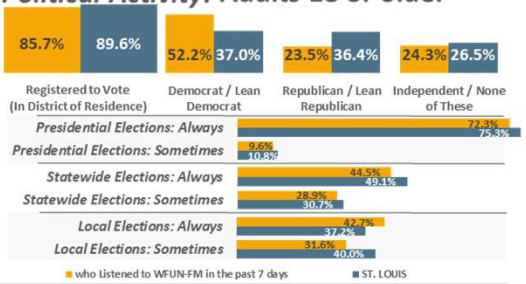
Radio Stations: KYKY-FM

11.4% or 243,888 of ST. LOUIS Metro Adults 18 or older Listened to WFUN-FM in the past 7 days.
Adults 18 or older who Listened to WFUN-FM in the past 7 days are 21.% more likely to look up D-I-Y advice online, 14.8% more likely to always vote in local elections, 1.% more likely to belong to a gym, 5.4% more likely to fly domestic past yr.

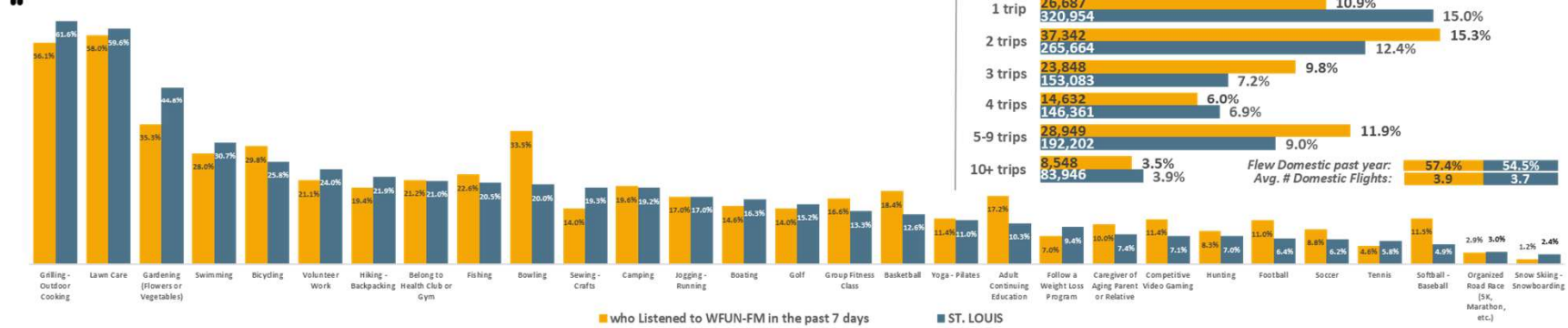
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 180

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Radio Stations: WFUN-FM

22.% or 469,798 of ST. LOUIS Metro Adults 18 or older Listened to KEZK-FM in the past 7 days.
Adults 18 or older who Listened to KEZK-FM in the past 7 days are 2.4% more likely to use QSRs past mo., 5.6% more likely to use Sit-Down Restaurants past mo., 1.8% less likely to use Casinos past yr., 15.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:

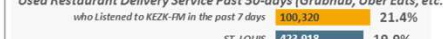
Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

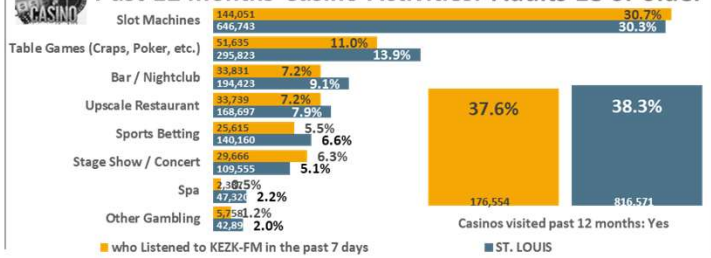


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 448

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Radio Stations: KEZK-FM

3.7% or 79,920 of ST. LOUIS Metro Adults 18 or older Listened to KFTK-FM in the past 7 days.
Adults 18 or older who Listened to KFTK-FM in the past 7 days are 7.4% more likely to use QSRs past mo., .3% less likely to use Sit-Down Restaurants past mo., .4% less likely to use Casinos past yr., 19.4% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



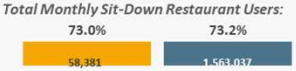
Avg. Monthly QSR Meals:



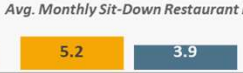
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

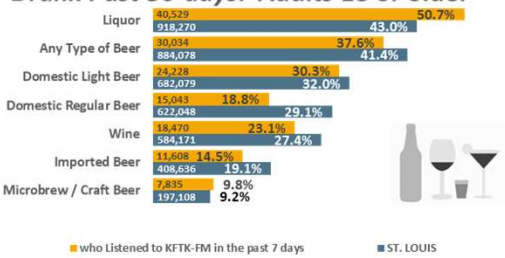
(Sit-Down Restaurants Used Past 30-days)



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

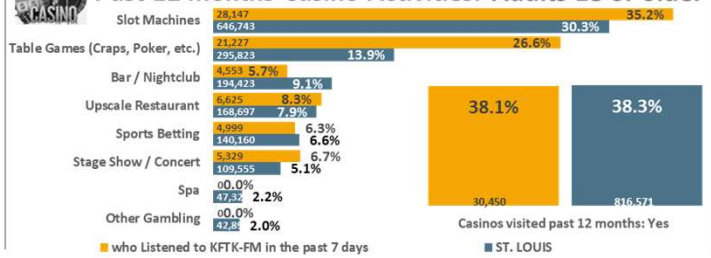


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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Radio Stations: KFTK-FM

1120 AM · 98.7 FM
KMOX
The Voice of St. Louis

10.2% or 217,833 of ST. LOUIS Metro Adults 18 or older Listened to KMOX-FM in the past 7 days.
Adults 18 or older who Listened to KMOX-FM in the past 7 days are 7.2% more likely to use QSRs past mo., 9.9% more likely to use Sit-Down Restaurants past mo., 14.6% more likely to use Casinos past yr., 6.2% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

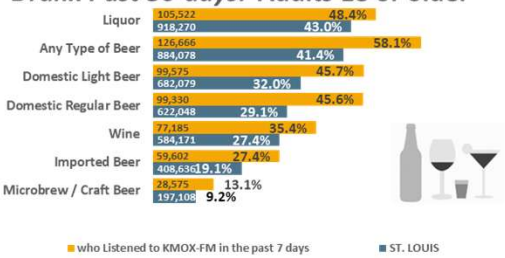
(Sit-Down Restaurants Used Past 30-days)



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

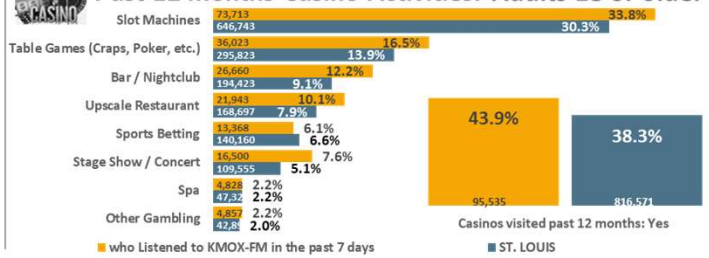


Drank Past 30-days: Adults 18 or older

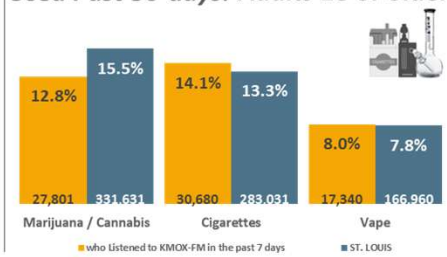


Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 225

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Radio Stations: KMOX-AM

13.% or 278,383 of ST. LOUIS Metro Adults 18 or older Listened to KYKY-FM in the past 7 days.
Adults 18 or older who Listened to KYKY-FM in the past 7 days are 3.1% more likely to use QSRs past mo., 3.3% more likely to use Sit-Down Restaurants past mo., 9.8% less likely to use Casinos past yr., 3.3% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 89.1% 247,984 | 86.4% 1,843,384

Avg. Monthly QSR Meals: 6.5 | 6.2

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



Total Monthly Sit-Down Restaurant Users: 75.6% 210,583 | 73.2% 1,563,037

Avg. Monthly Sit-Down Restaurant Meals: 4.2 | 3.9

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 Listened to KYKY-FM in the past 7 days 39,242 14.1%

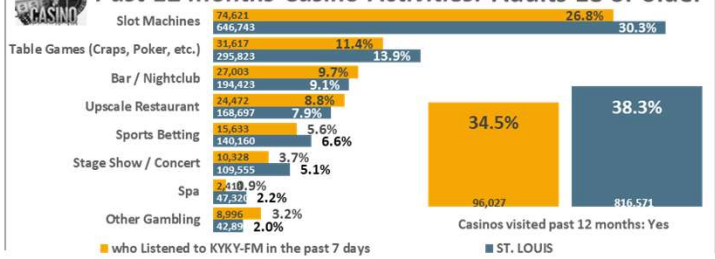
ST. LOUIS 423,918 19.9%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 264

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Radio Stations: KYKY-FM

11.4% or 243,888 of ST. LOUIS Metro Adults 18 or older Listened to WFUN-FM in the past 7 days.
Adults 18 or older who Listened to WFUN-FM in the past 7 days are 7.7% less likely to use QSRs past mo., 8.7% less likely to use Sit-Down Restaurants past mo., 8.9% more likely to use Casinos past yr., 20.5% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



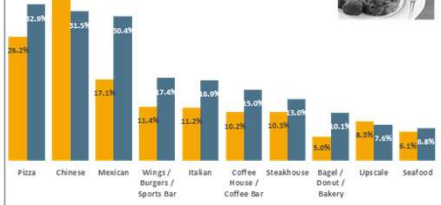
Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)





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

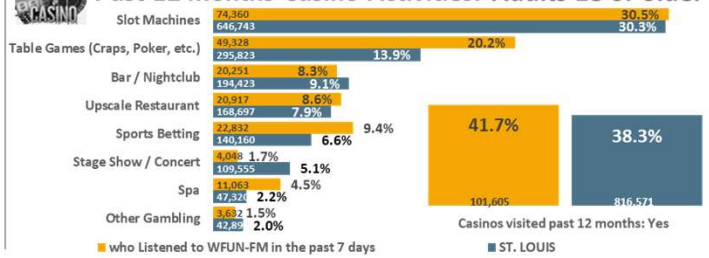


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



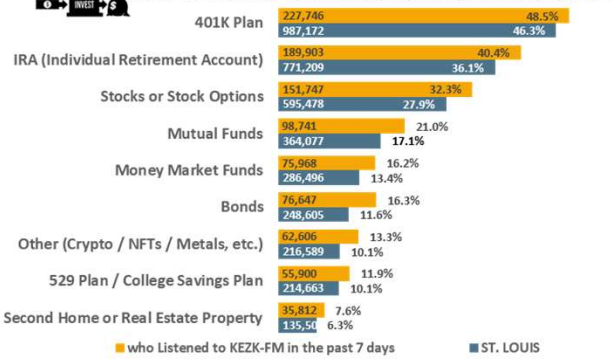
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 180

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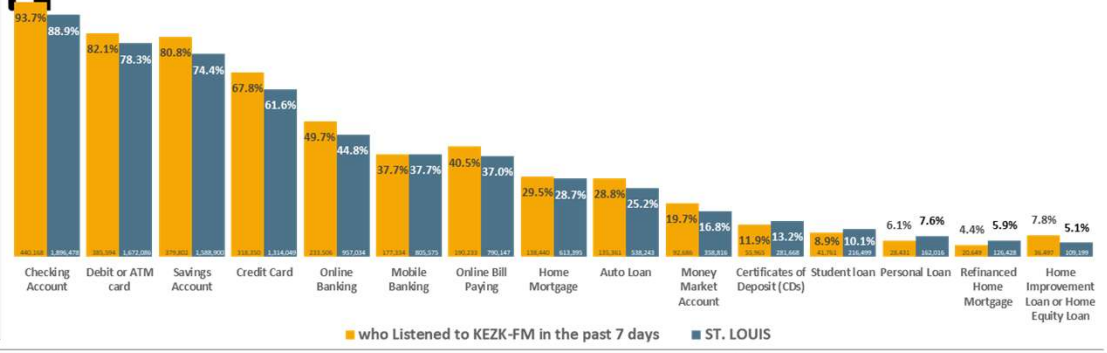
Radio Stations: WFUN-FM

22.% or 469,798 of ST. LOUIS Metro Adults 18 or older Listened to KEZK-FM in the past 7 days.
Adults 18 or older who Listened to KEZK-FM in the past 7 days are 4.8% more likely to have a 401K, 14.2% more likely to have an Auto Loan, 2.7% less likely to Invest/Trade Stocks Online, 3.3% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

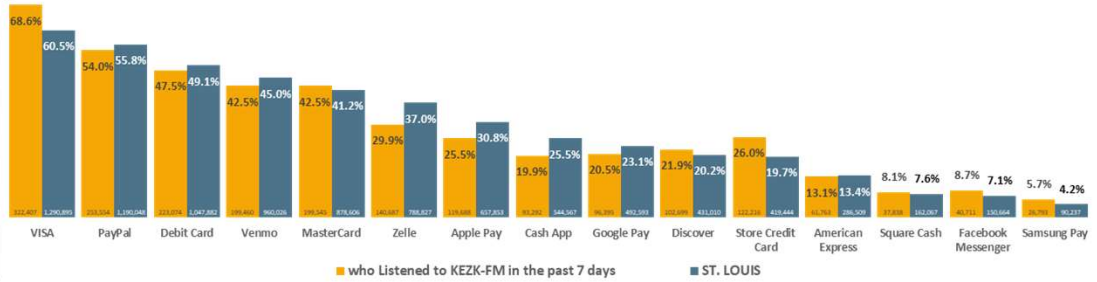


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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

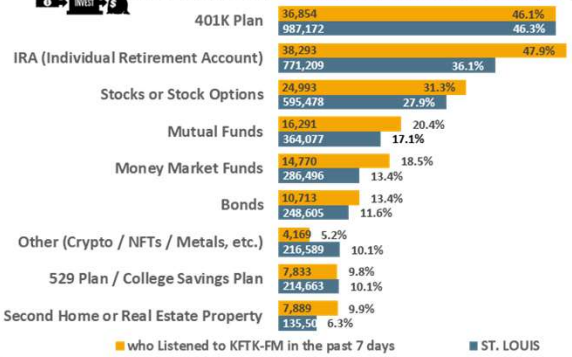


ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 448

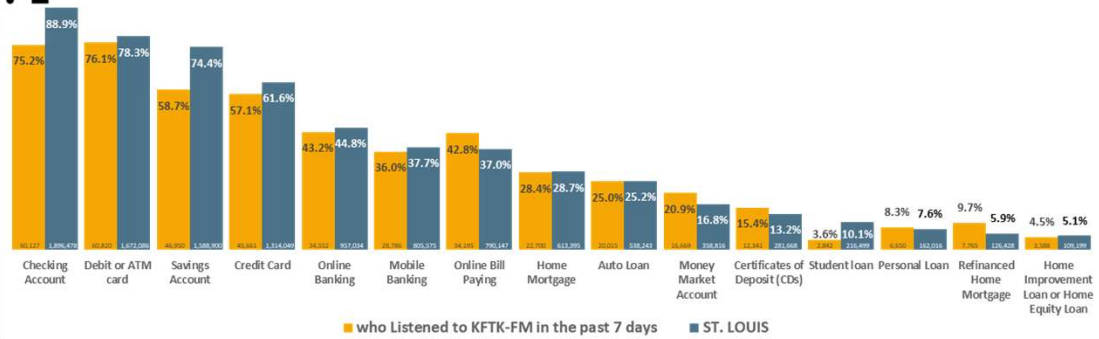
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3.7% or 79,920 of ST. LOUIS Metro Adults 18 or older Listened to KFTK-FM in the past 7 days.
Adults 18 or older who Listened to KFTK-FM in the past 7 days are .3% less likely to have a 401K, .7% less likely to have an Auto Loan, 48.8% more likely to Invest/Trade Stocks Online, 12.6% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

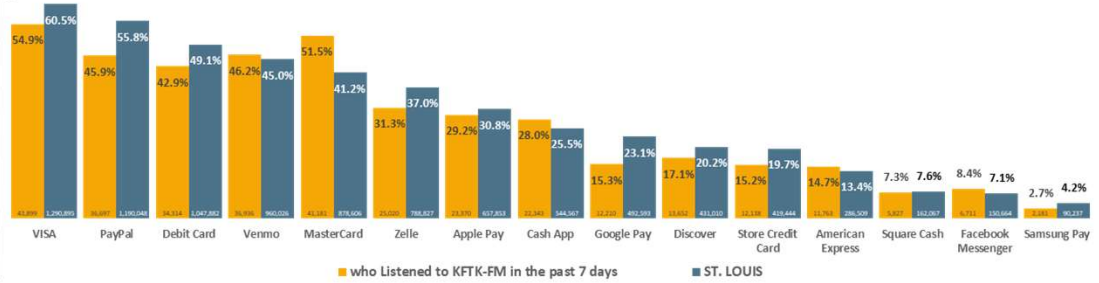


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 72

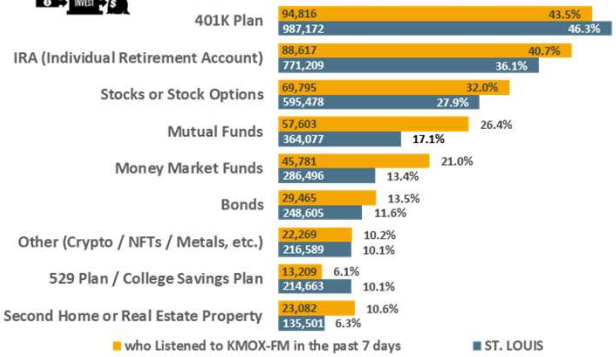
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Radio Stations: KFTK-FM

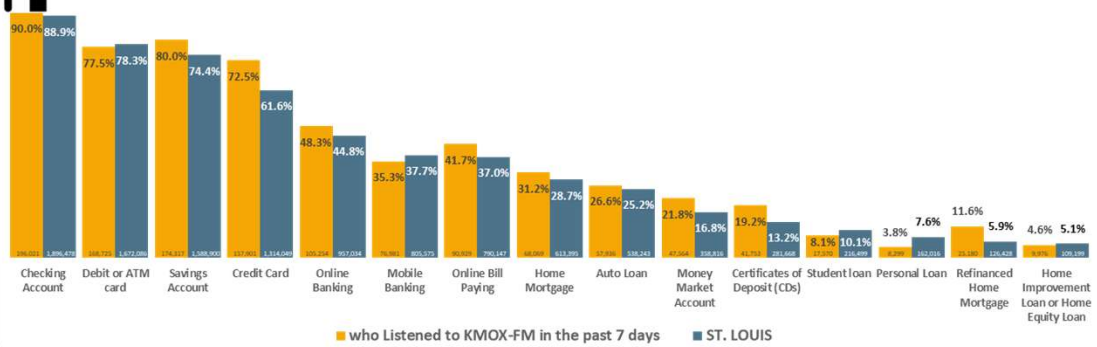
1120 AM • 98.7 FM
KMOX
The Voice of St. Louis

10.2% or 217,833 of ST. LOUIS Metro Adults 18 or older Listened to KMOX-FM in the past 7 days.
Adults 18 or older who Listened to KMOX-FM in the past 7 days are 5.9% less likely to have a 401K, 5.5% more likely to have an Auto Loan, 32.2% more likely to Invest/Trade Stocks Online, 9.6% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



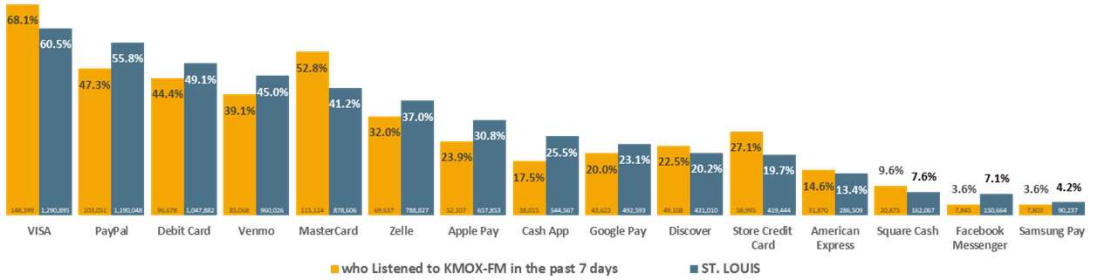
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



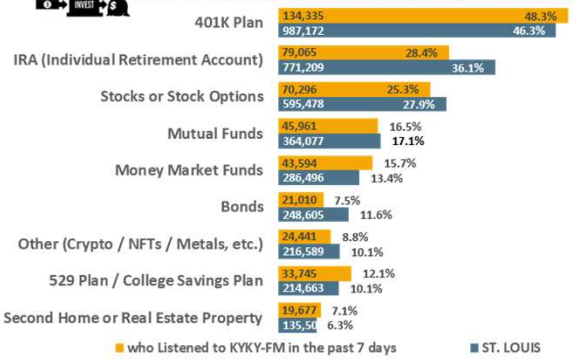
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 225

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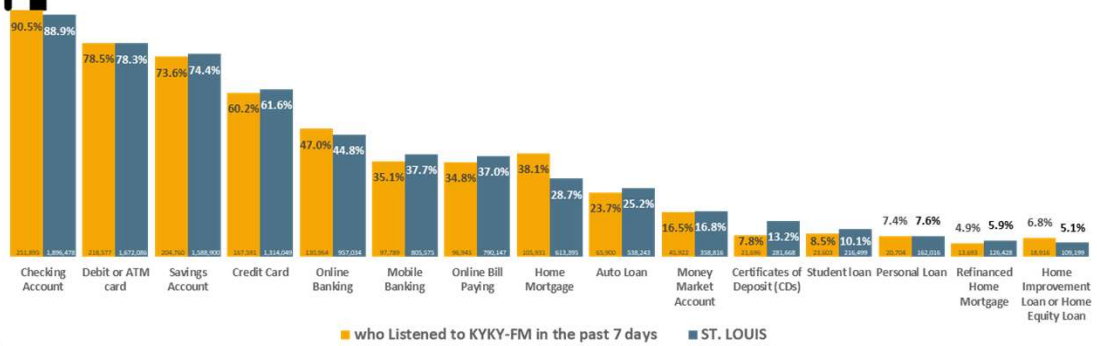
Radio Stations: KMOX-AM

13.% or 278,383 of ST. LOUIS Metro Adults 18 or older Listened to KYKY-FM in the past 7 days.
Adults 18 or older who Listened to KYKY-FM in the past 7 days are 4.3% more likely to have a 401K, 6.1% less likely to have an Auto Loan, 14.2% less likely to Invest/Trade Stocks Online, 1.3% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

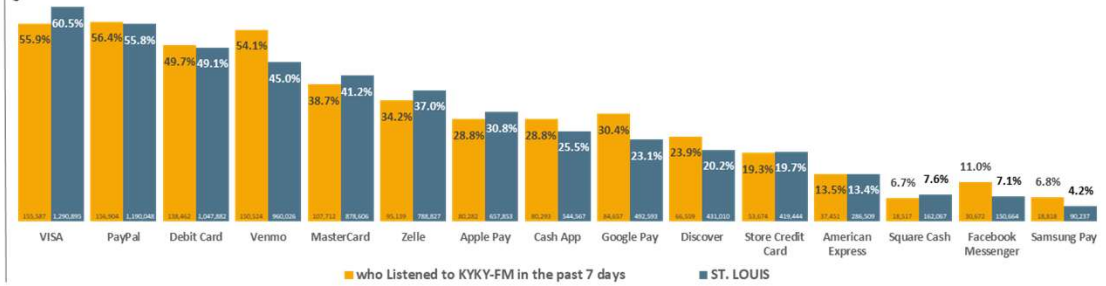


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



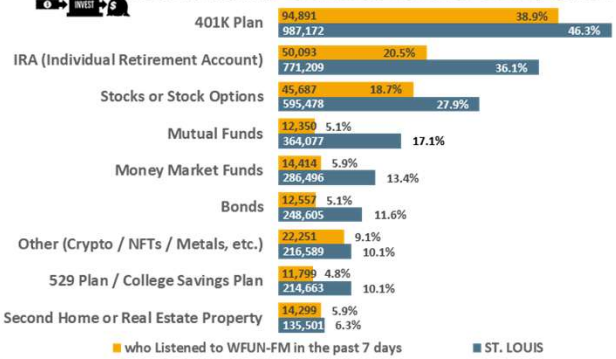
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 264

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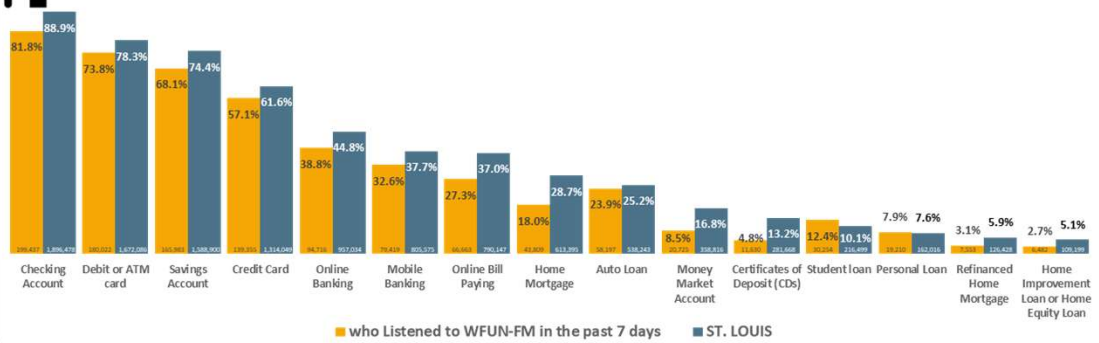
Radio Stations: KYKY-FM

11.4% or 243,888 of ST. LOUIS Metro Adults 18 or older Listened to WFUN-FM in the past 7 days.
Adults 18 or older who Listened to WFUN-FM in the past 7 days are 15.9% less likely to have a 401K, 5.4% less likely to have an Auto Loan, 2.4% less likely to Invest/Trade Stocks Online, 6.2% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

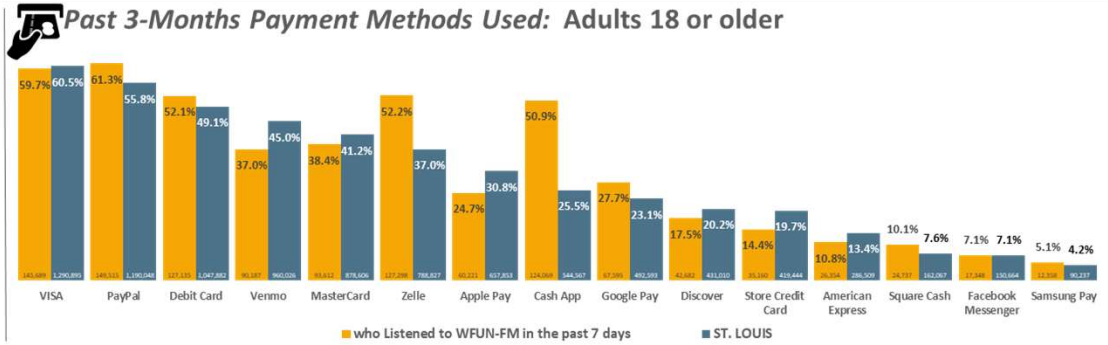


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



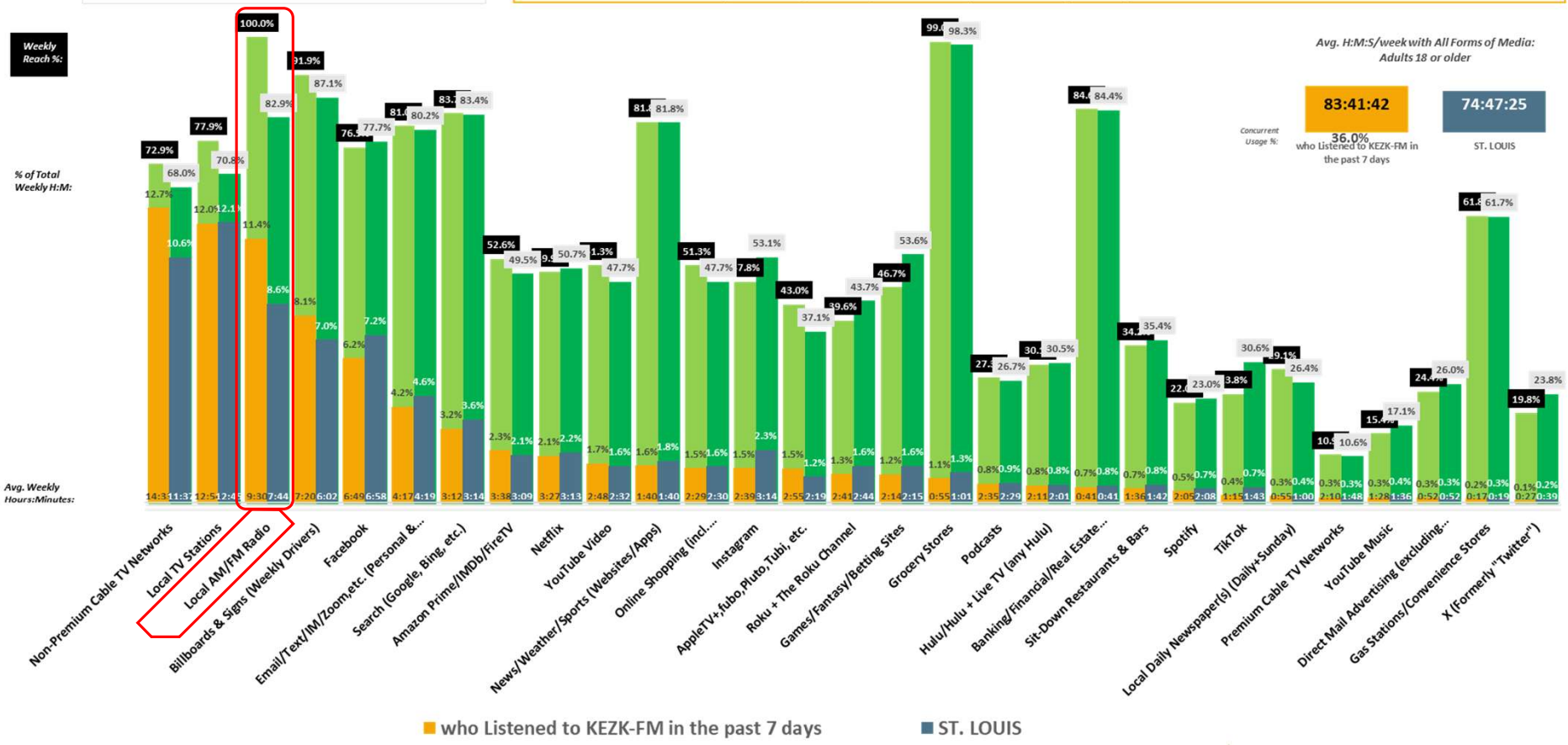
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 180

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Radio Stations: WFUN-FM

Adults 18 or older who Listened to KEZK-FM in the past 7 days spend an average of 3 days, 11 hours, 41 minutes and 42 seconds each week with All Forms of Media.

100.% of Adults 18 or older who Listened to KEZK-FM in the past 7 days spend an avg. of 9 hours and 30 minutes each week listening to All Local AM/FM Radio, representing 11.4% of total time spent with all forms of Media.

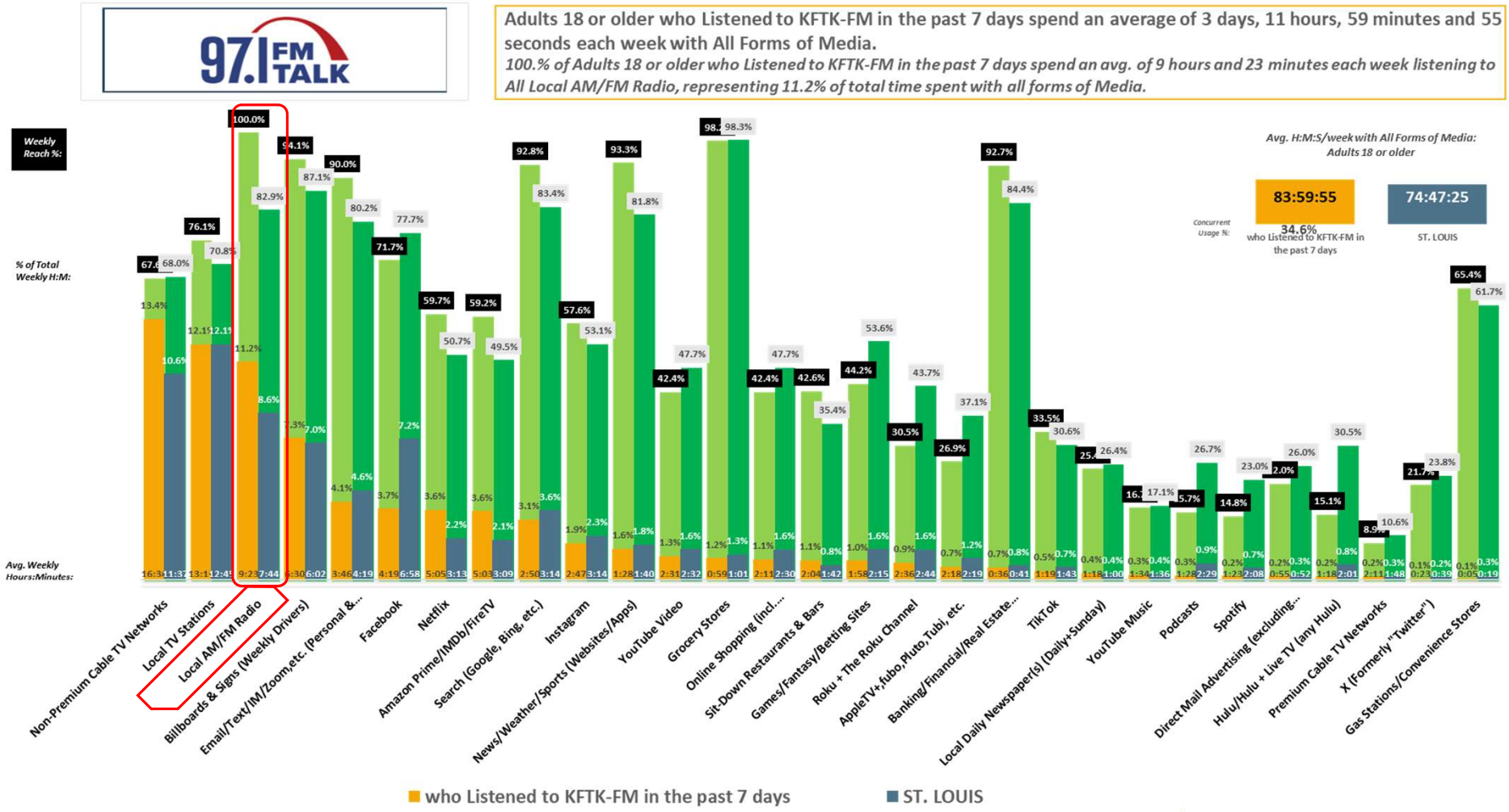


ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 448 ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,904

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Radio Stations: KEZK-FM



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 72 ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,904
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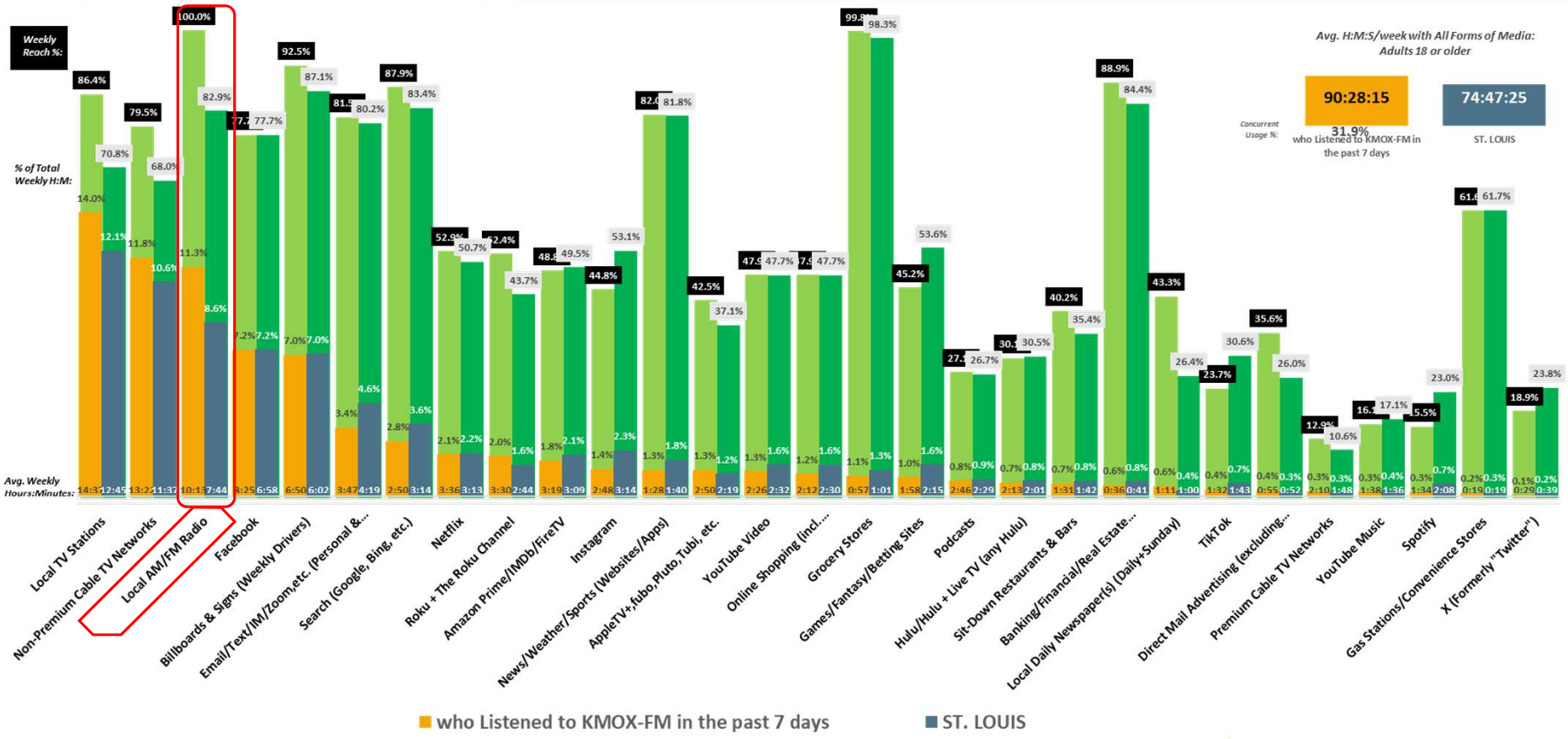
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Radio Stations: KFTK-FM

1120 AM · 98.7 FM
KMOX
The Voice of St. Louis

Adults 18 or older who Listened to KMOX-FM in the past 7 days spend an average of 3 days, 18 hours, 28 minutes and 15 seconds each week with All Forms of Media.

100.% of Adults 18 or older who Listened to KMOX-FM in the past 7 days spend an avg. of 10 hours and 13 minutes each week listening to All Local AM/FM Radio, representing 11.3% of total time spent with all forms of Media.



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 225 ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,904

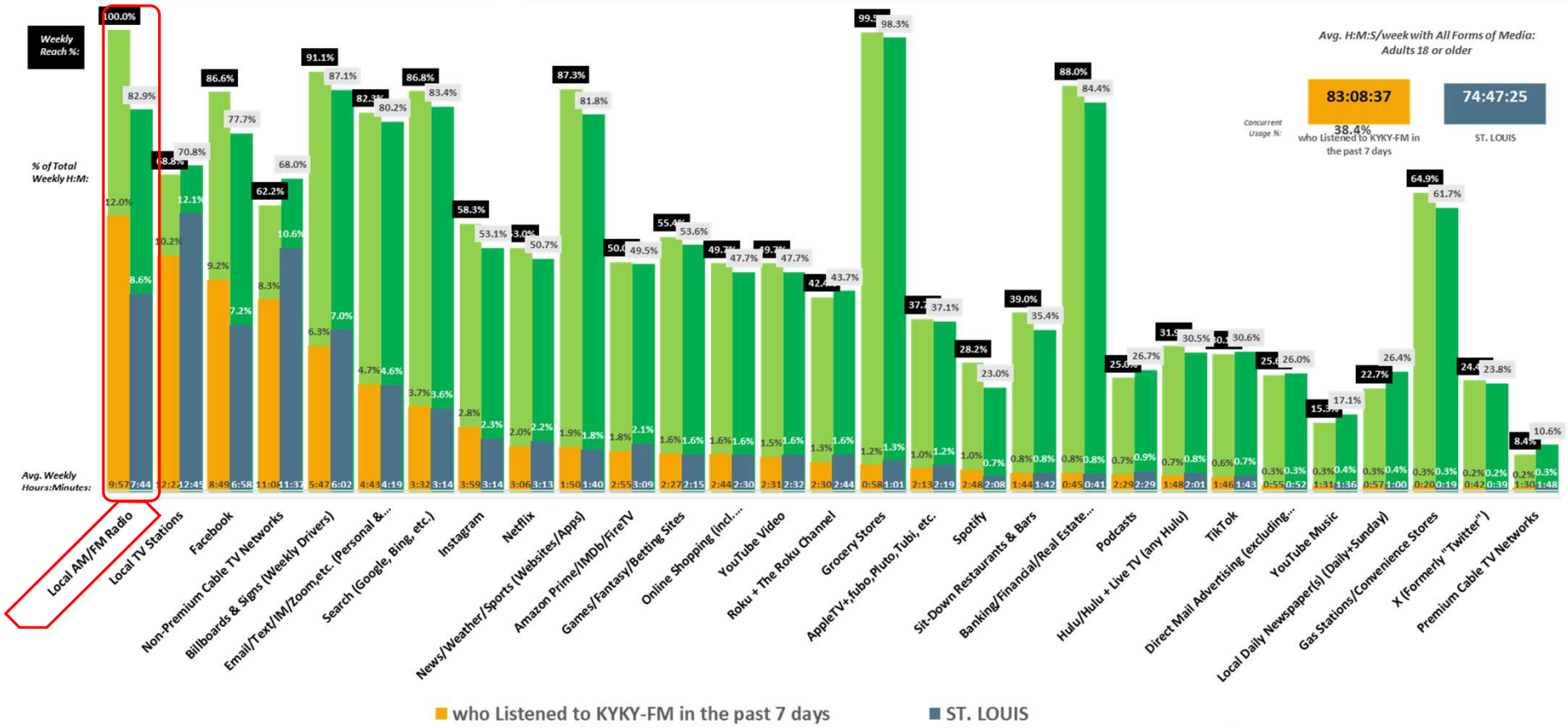
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Radio Stations: KMOX-AM

Adults 18 or older who Listened to KYKY-FM in the past 7 days spend an average of 3 days, 11 hours, 8 minutes and 37 seconds each week with All Forms of Media.

100.% of Adults 18 or older who Listened to KYKY-FM in the past 7 days spend an avg. of 9 hours and 57 minutes each week listening to All Local AM/FM Radio, representing 12.% of total time spent with all forms of Media.



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 264 ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,904

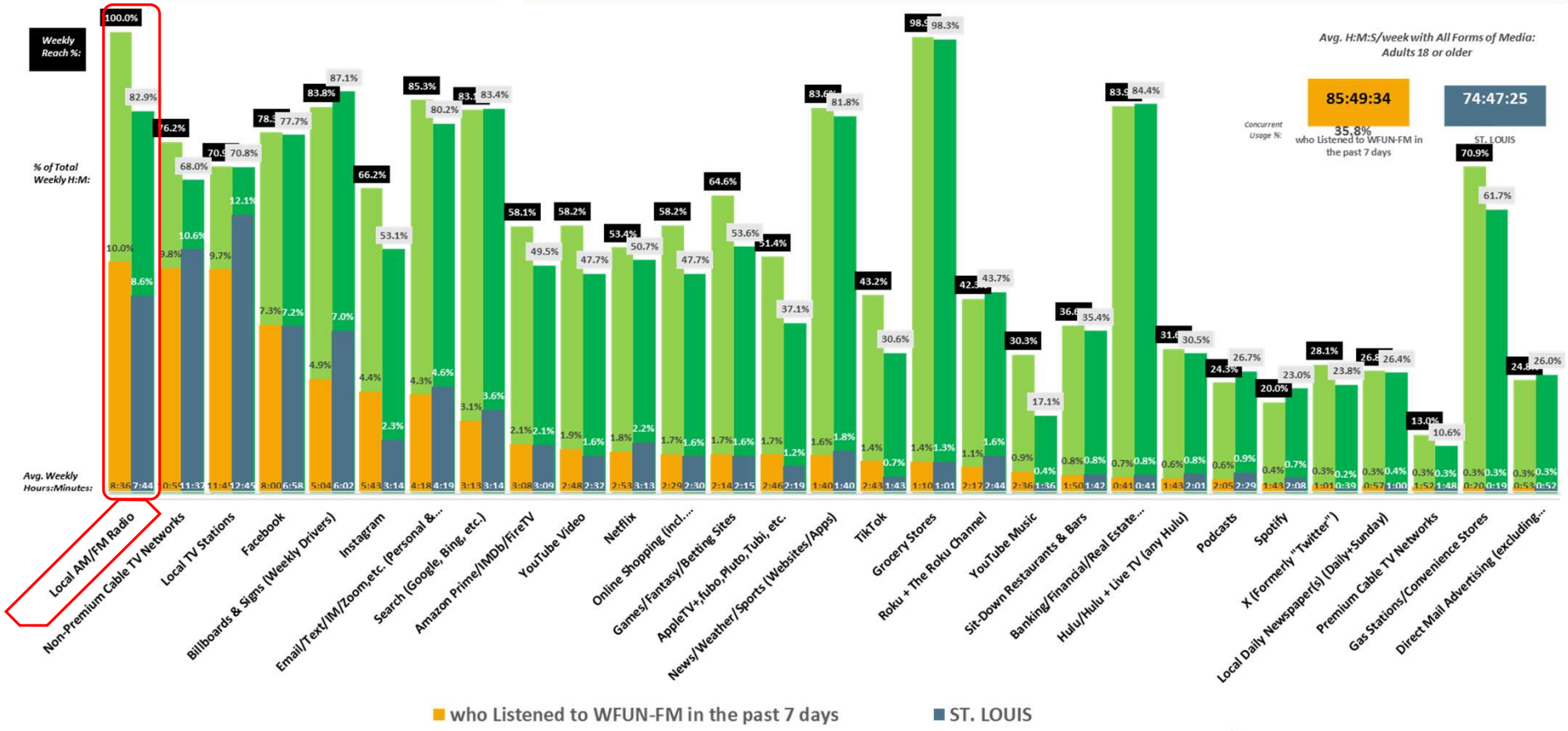
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Radio Stations: KYKY-FM

Adults 18 or older who Listened to WFUN-FM in the past 7 days spend an average of 3 days, 13 hours, 49 minutes and 34 seconds each week with All Forms of Media.

100.% of Adults 18 or older who Listened to WFUN-FM in the past 7 days spend an avg. of 8 hours and 36 minutes each week listening to All Local AM/FM Radio, representing 10.% of total time spent with all forms of Media.

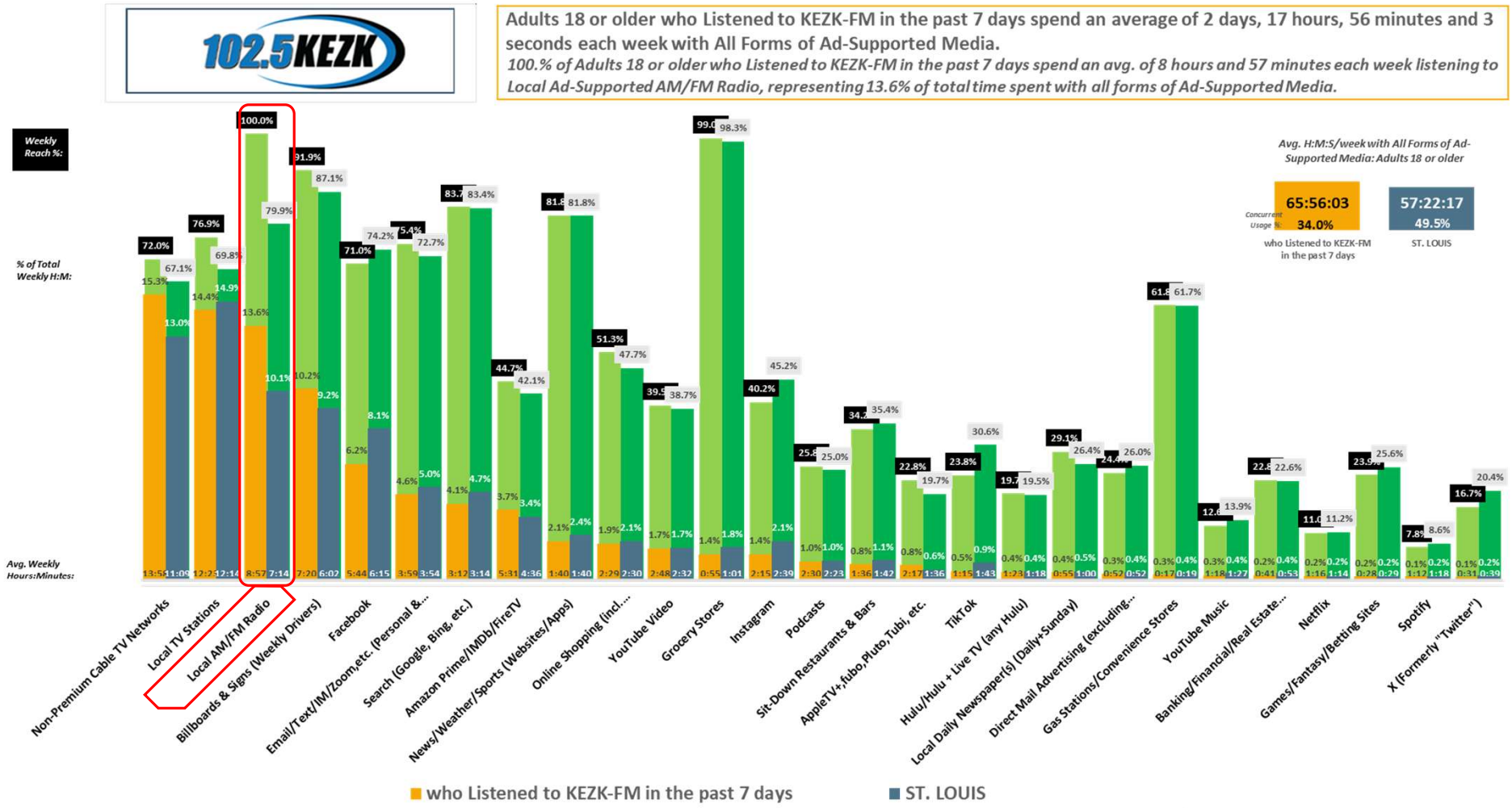


ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 180 ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,904

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Radio Stations: WFUN-FM

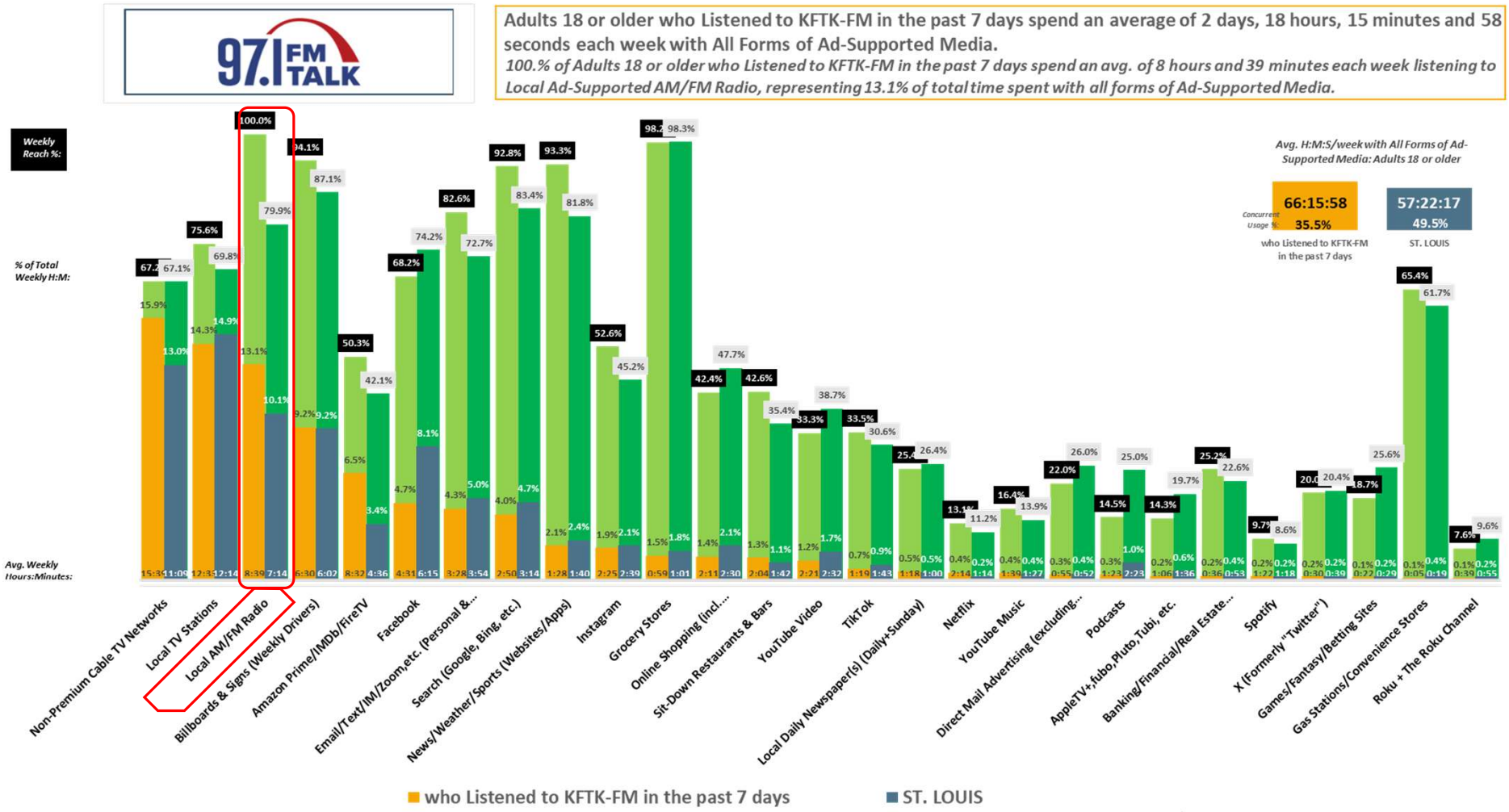


ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 448 ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,904

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Radio Stations: KEZK-FM



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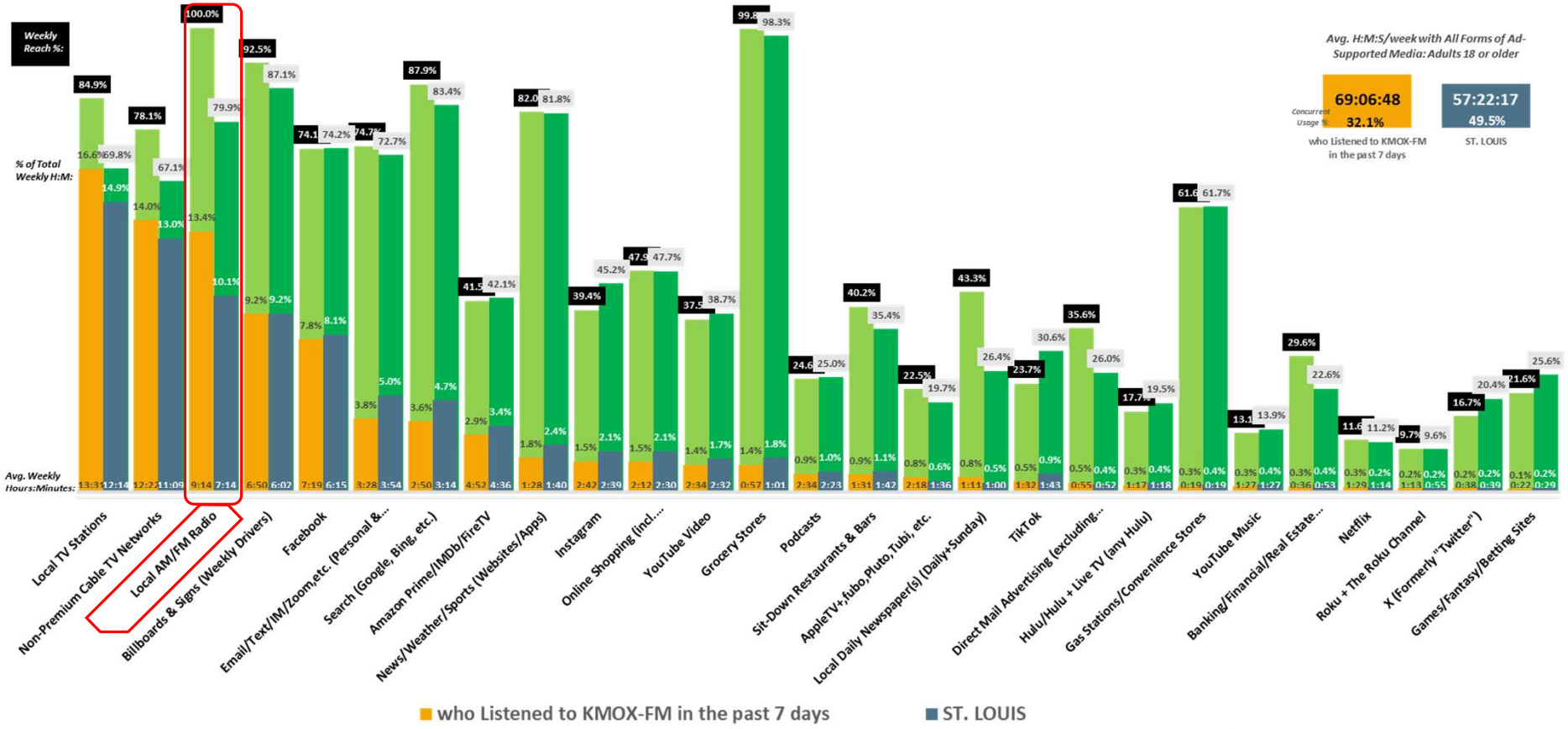
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Radio Stations: KFTK-FM

1120 AM • 98.7 FM
KMOX
The Voice of St. Louis

Adults 18 or older who Listened to KMOX-FM in the past 7 days spend an average of 2 days, 21 hours, 6 minutes and 48 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who Listened to KMOX-FM in the past 7 days spend an avg. of 9 hours and 14 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.4% of total time spent with all forms of Ad-Supported Media.



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 225 ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,904

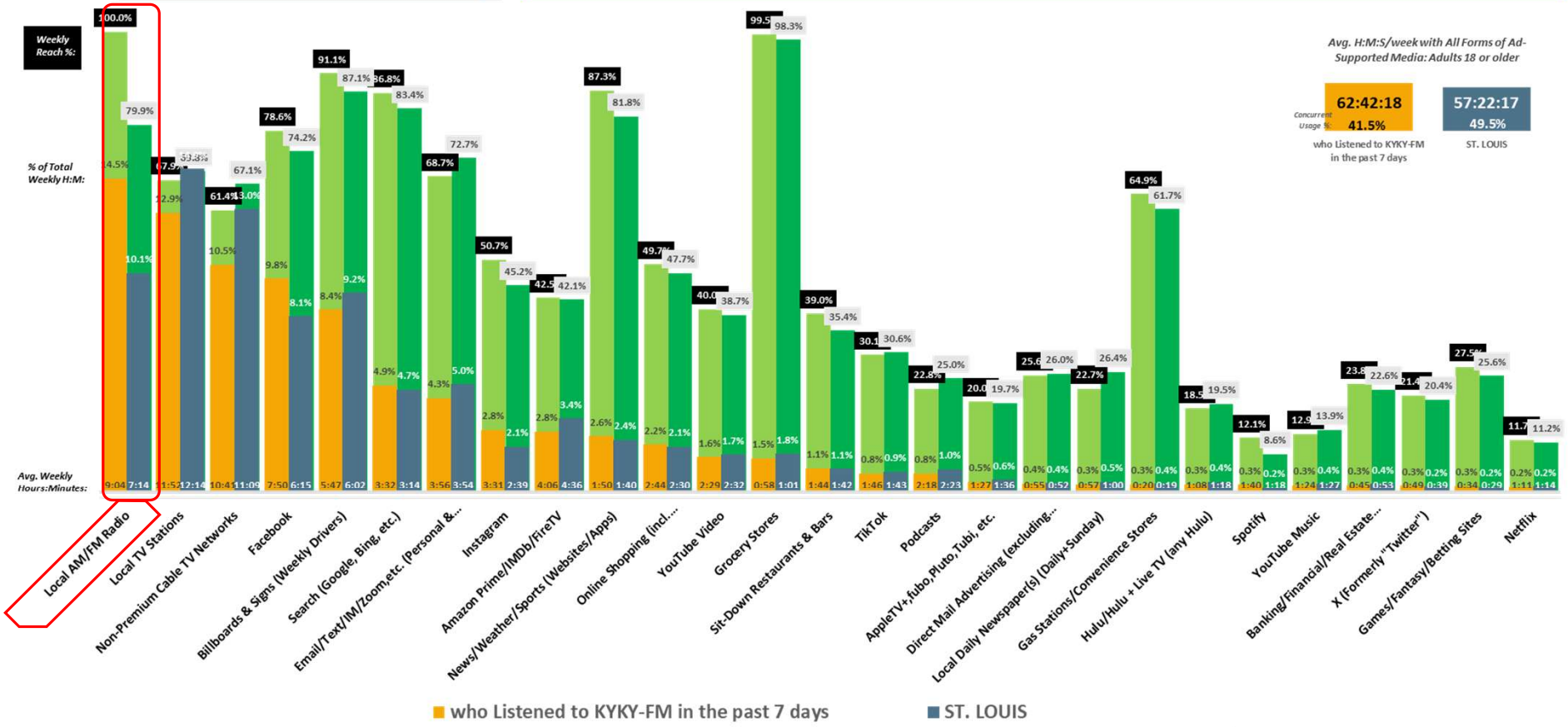
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Radio Stations: KMOX-AM

Adults 18 or older who Listened to KYKY-FM in the past 7 days spend an average of 2 days, 14 hours, 42 minutes and 18 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who Listened to KYKY-FM in the past 7 days spend an avg. of 9 hours and 4 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.5% of total time spent with all forms of Ad-Supported Media.

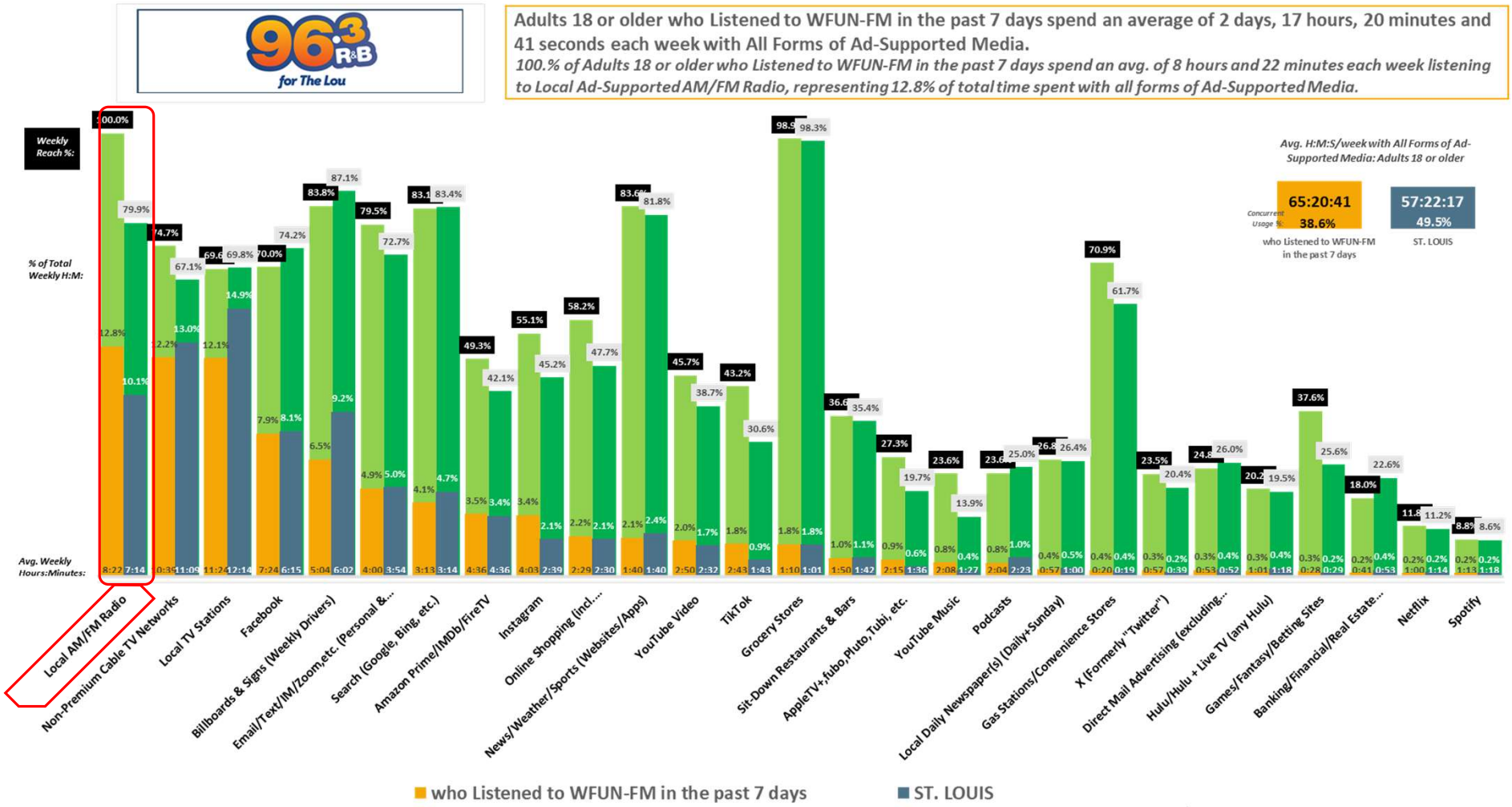


ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 264 ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,904

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Radio Stations: KYKY-FM



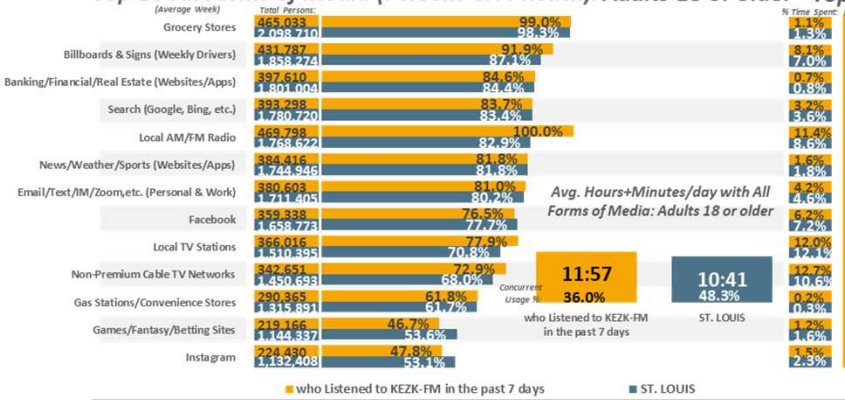
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 180 ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,904
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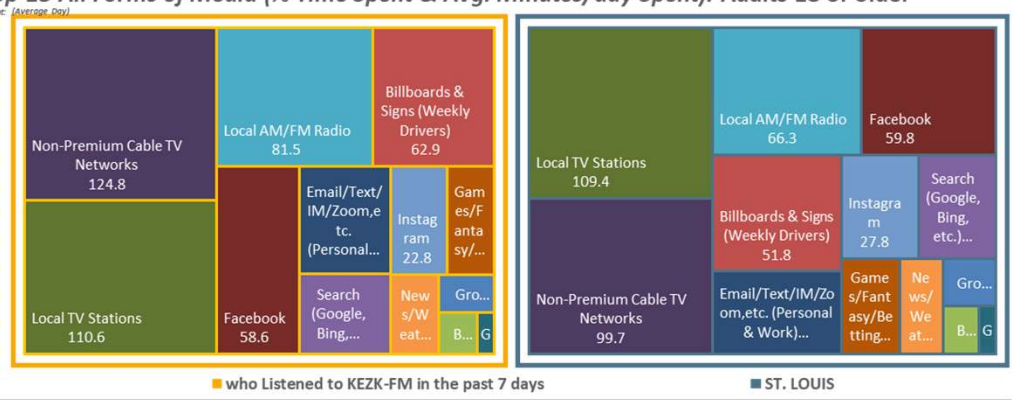
Radio Stations: WFUN-FM

Adults 18 or older who Listened to KEZK-FM in the past 7 days spend an average of 9 hours and 25 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 76.8 minutes/day. *(Local Radio delivers 13.6% of Time with Ad-Supported Media.)*

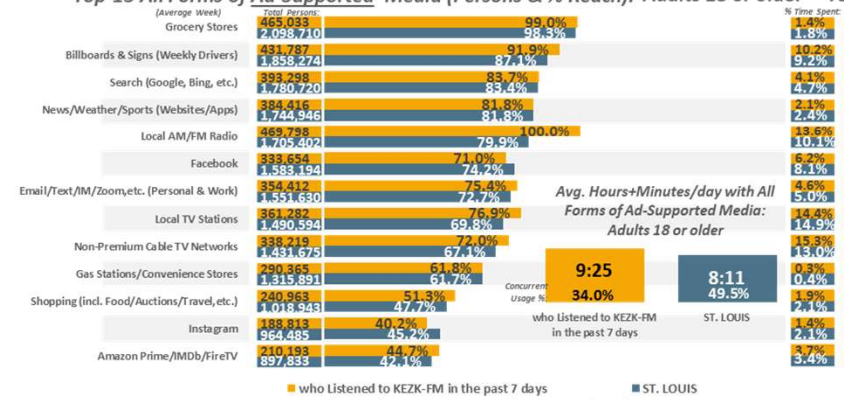
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



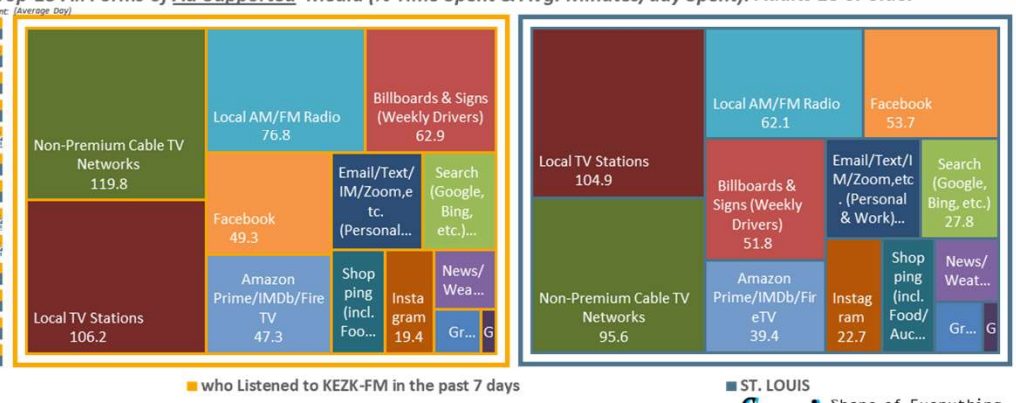
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 448

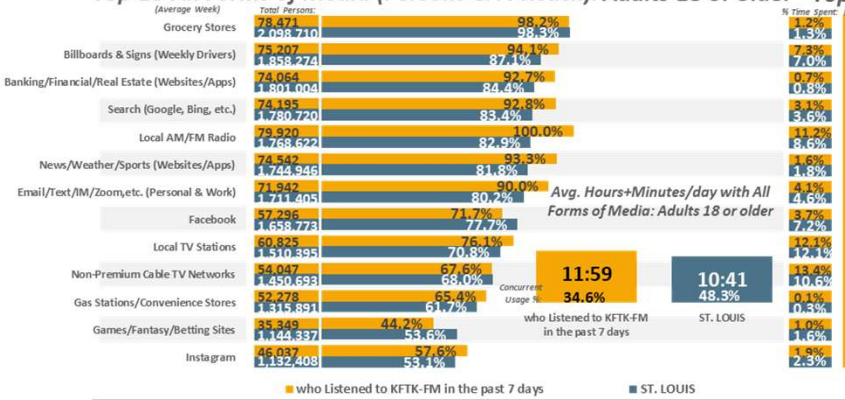
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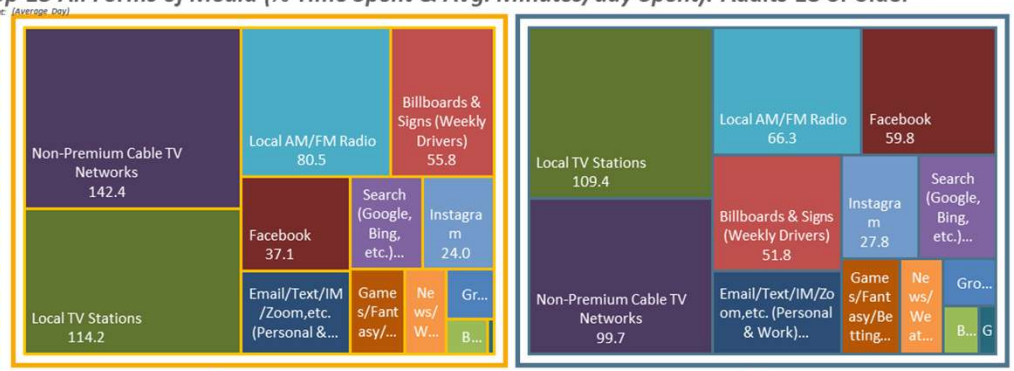
Radio Stations: KEZK-FM

Adults 18 or older who Listened to KFTK-FM in the past 7 days spend an average of 9 hours and 28 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 74.2 minutes/day. *(Local Radio delivers 13.1% of Time with Ad-Supported Media.)*

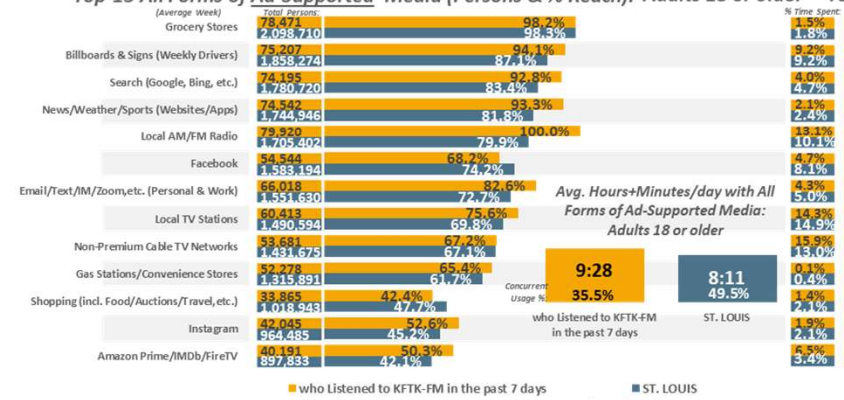
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



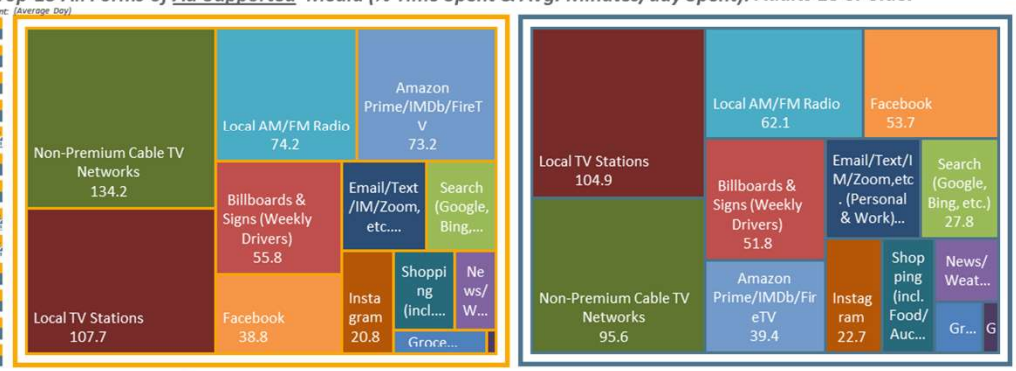
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 72

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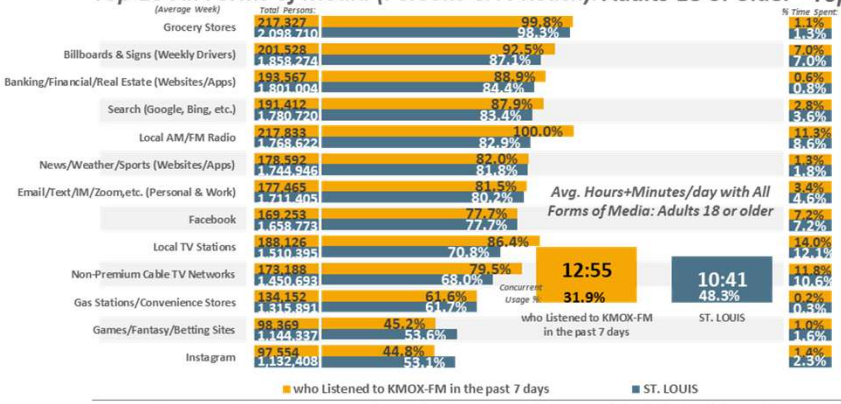
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Radio Stations: KFTK-FM

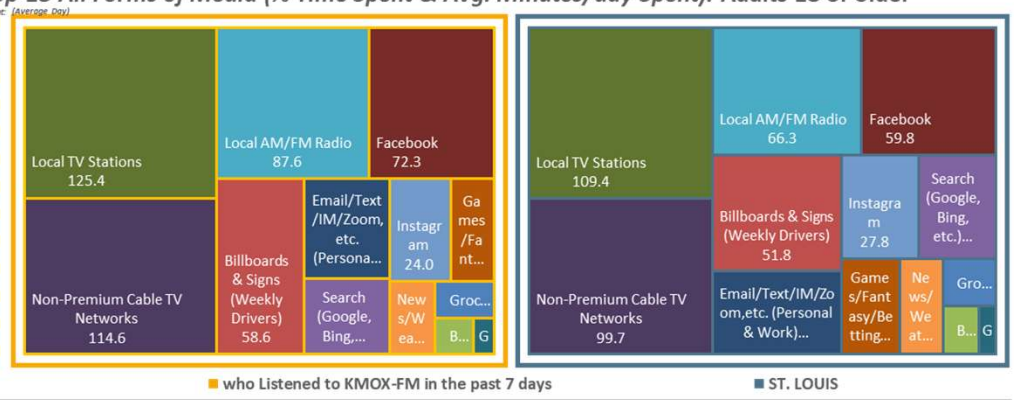
1120 AM • 98.7 FM KMOX The Voice of St. Louis

Adults 18 or older who Listened to KMOX-FM in the past 7 days spend an average of 9 hours and 52 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 79.3 minutes/day. *(Local Radio delivers 13.4% of Time with Ad-Supported Media.)*

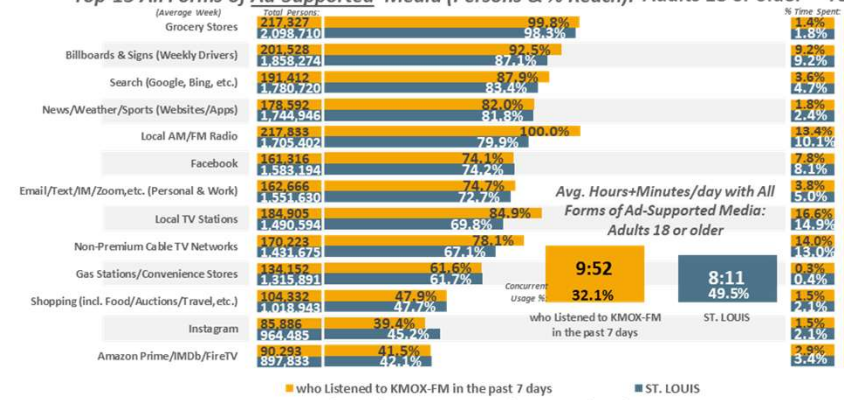
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



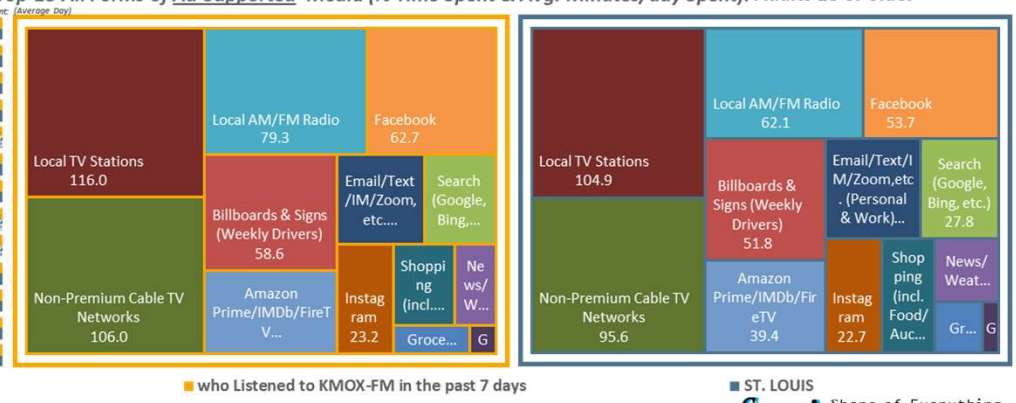
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 225

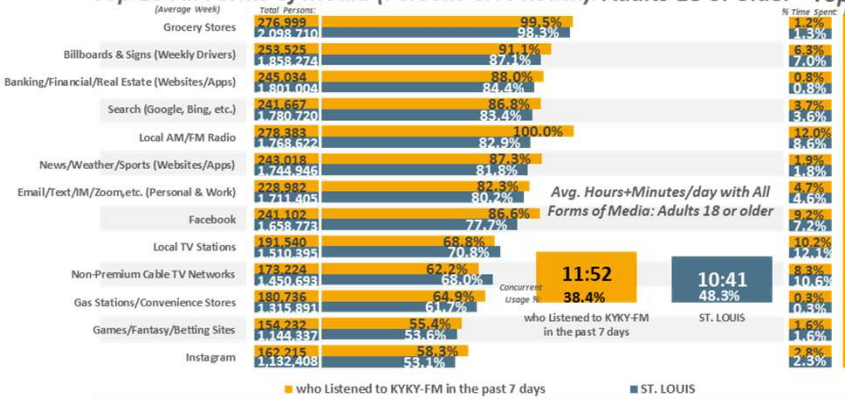
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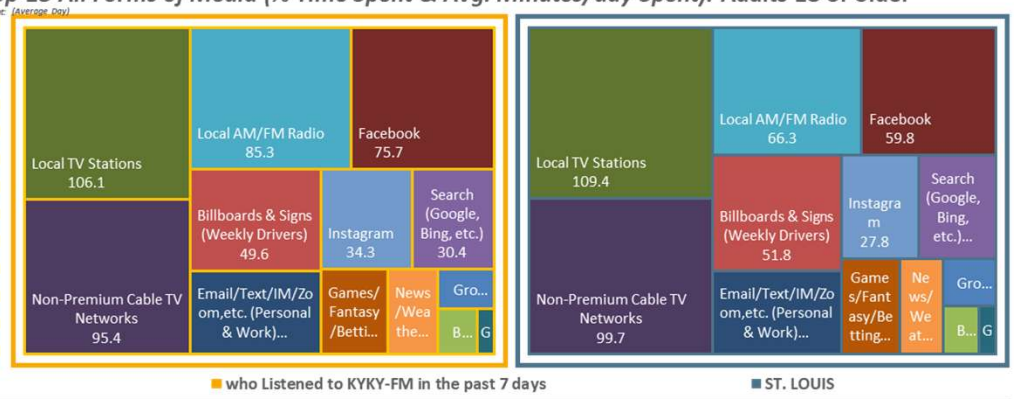
Radio Stations: KMOX-AM

Adults 18 or older who Listened to KYKY-FM in the past 7 days spend an average of 8 hours and 57 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 77.7 minutes/day. *(Local Radio delivers 14.5% of Time with Ad-Supported Media.)*

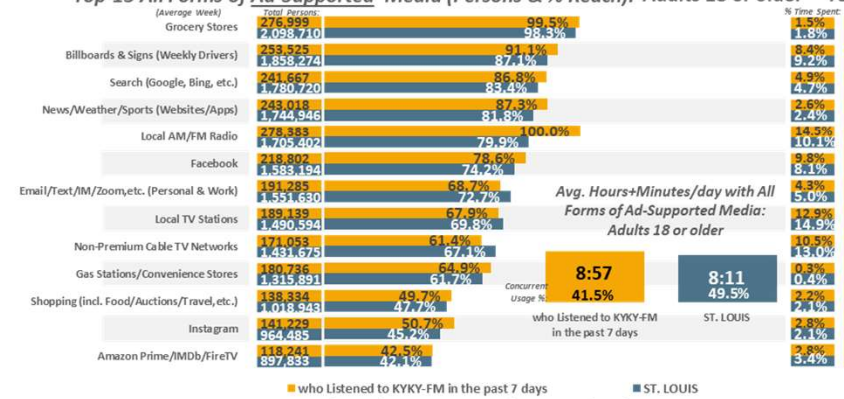
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



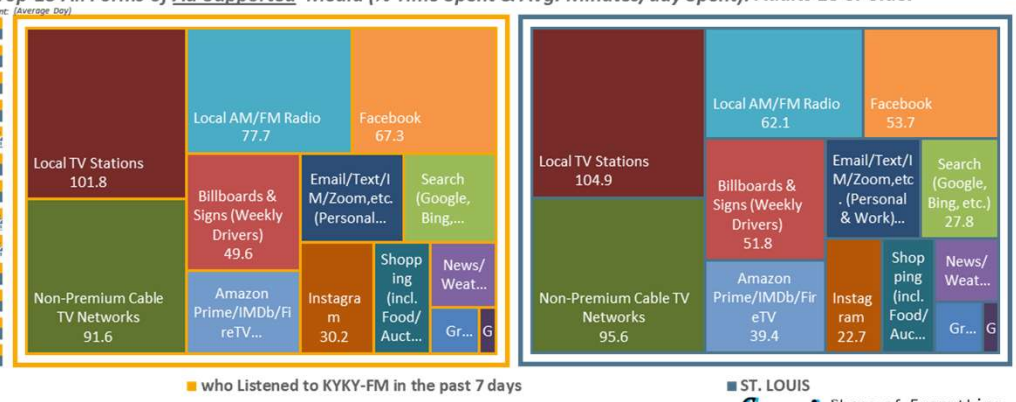
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 264

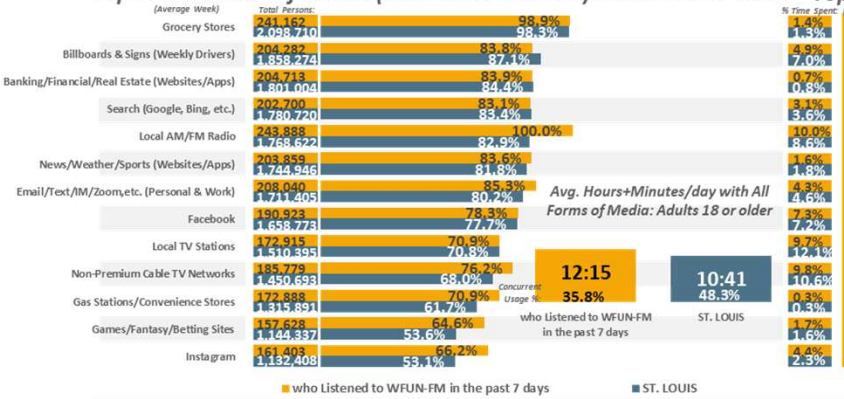
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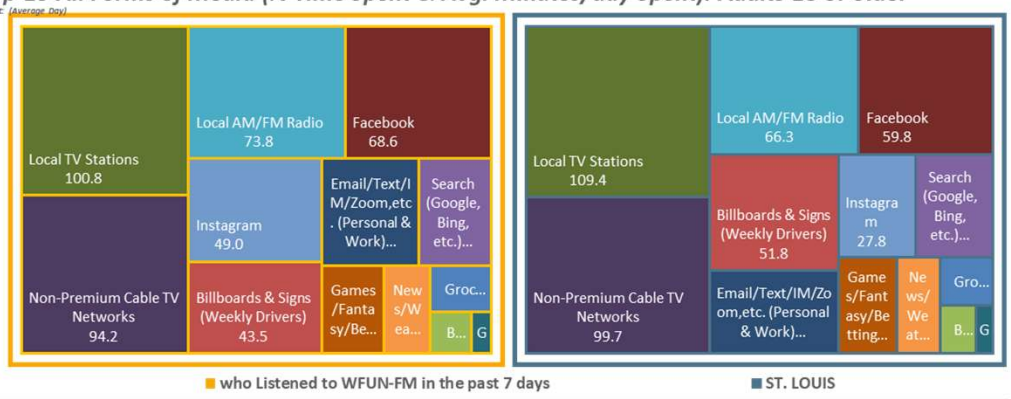
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Radio Stations: KYKY-FM

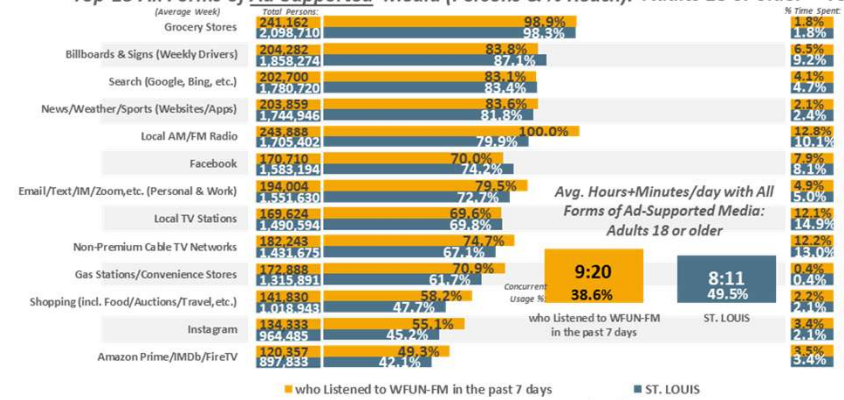
Adults 18 or older who Listened to WFUN-FM in the past 7 days spend an average of 9 hours and 20 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 71.7 minutes/day. *(Local Radio delivers 12.8% of Time with Ad-Supported Media.)*

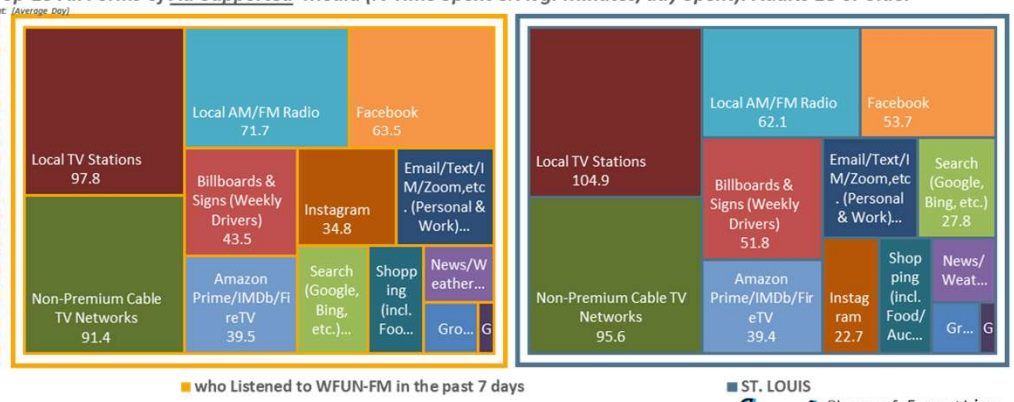
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older





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





ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 180

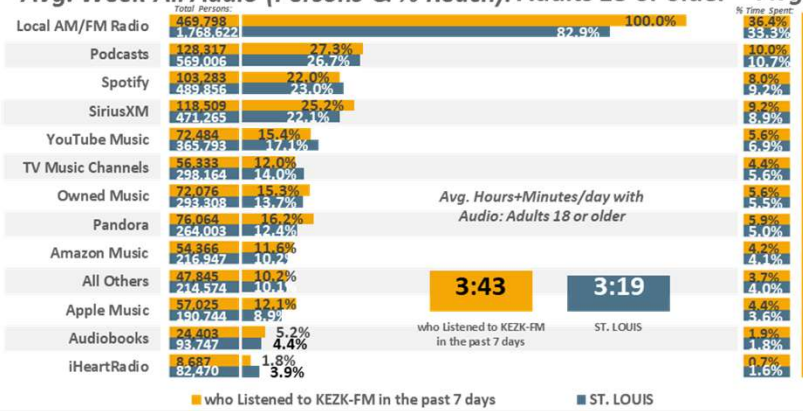
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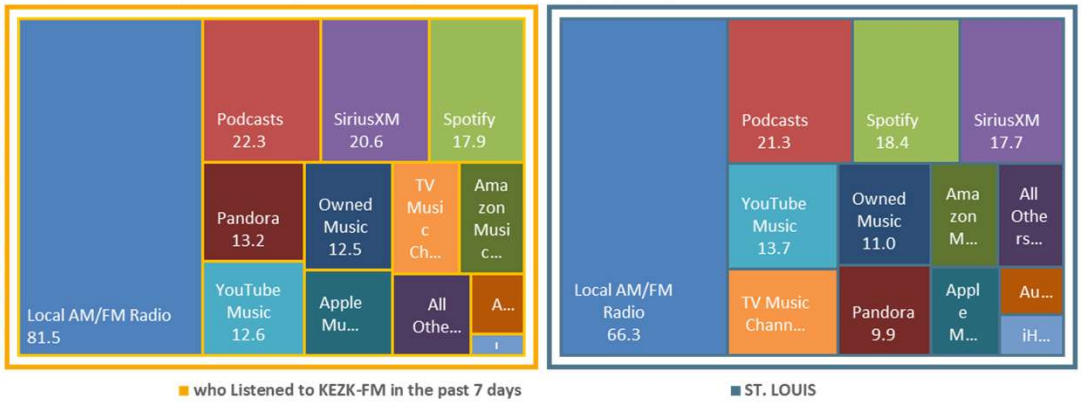
Radio Stations: WFUN-FM

469,798 or 100.% of Adults 18 or older who Listened to KEZK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 76.8 minutes every day representing 48.3% of all time spent daily with Ad-Supported Audio.

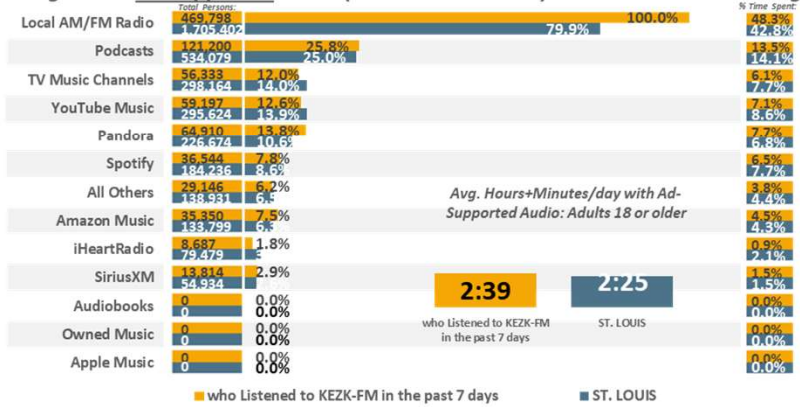
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



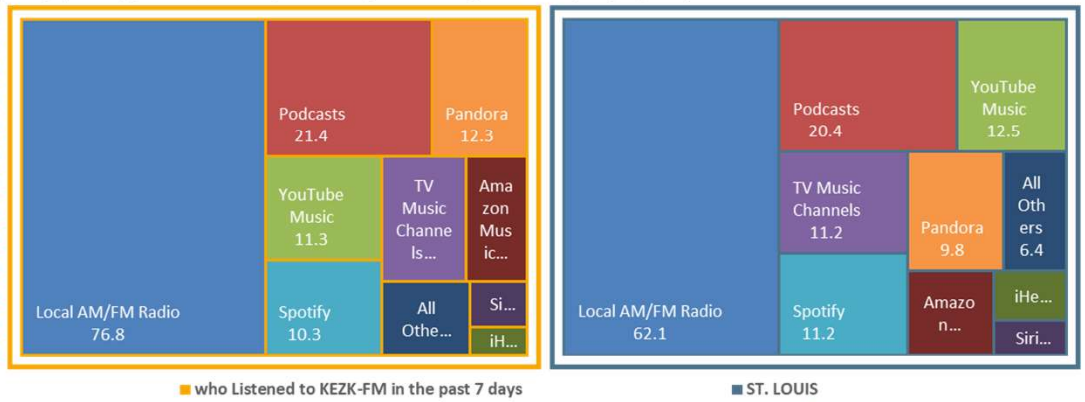
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 448

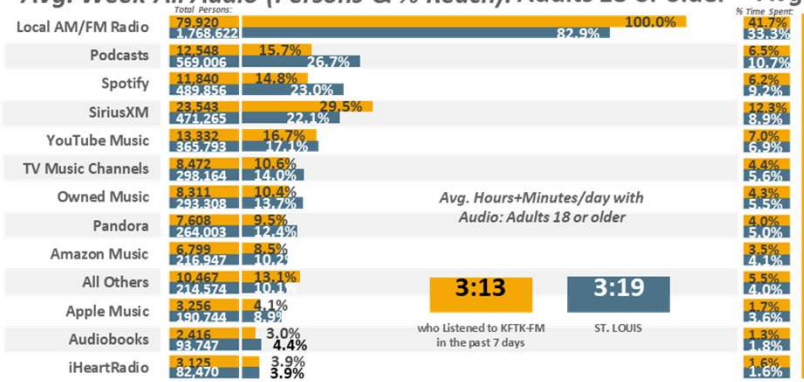
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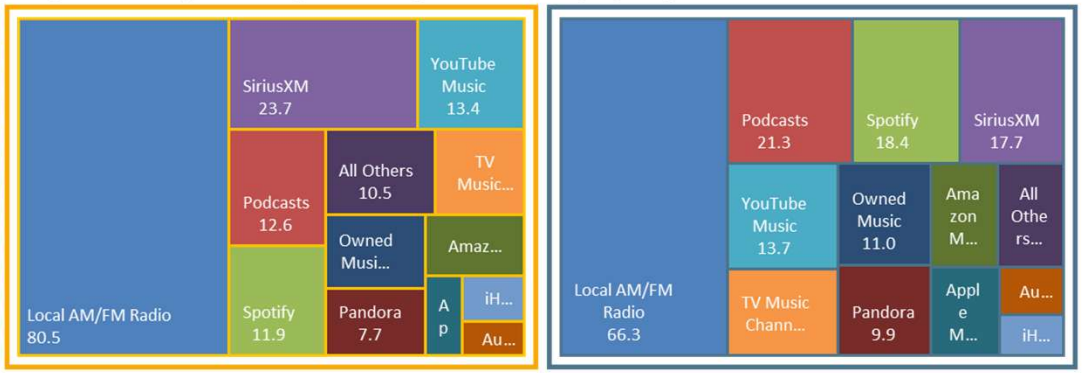
Radio Stations: KEZK-FM

79,920 or 100.% of Adults 18 or older who Listened to KFTK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 74.2 minutes every day representing 48.7% of all time spent daily with Ad-Supported Audio.

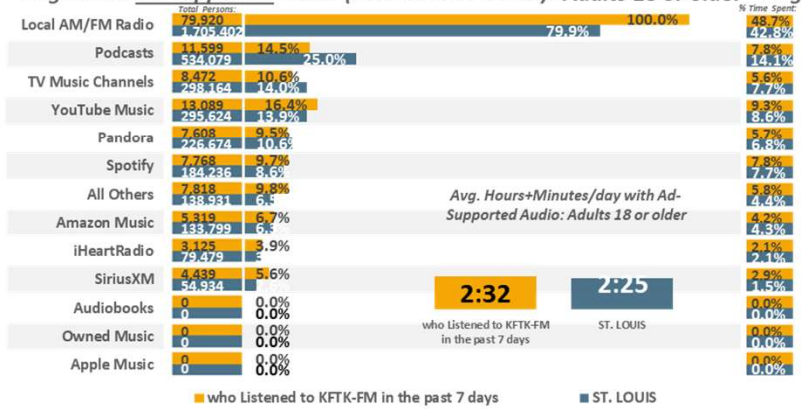
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



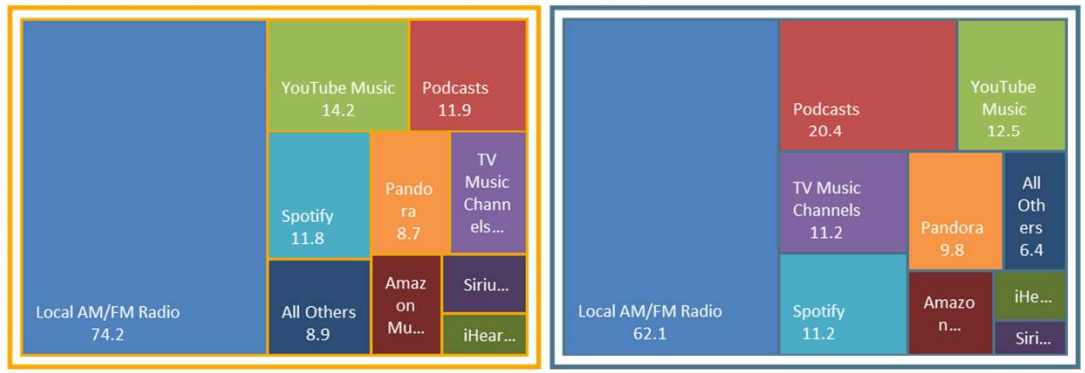
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 72

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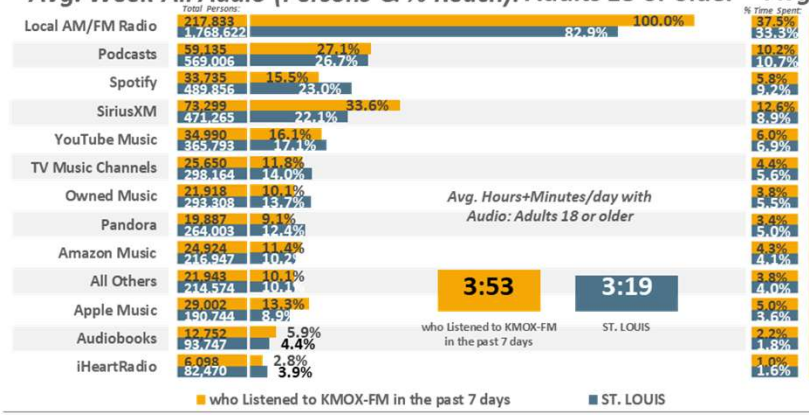
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Radio Stations: KFTK-FM

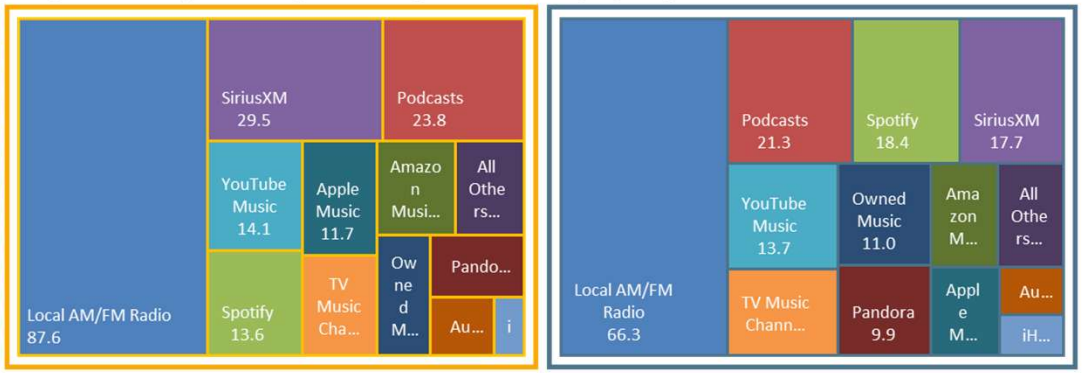
1120 AM • 98.7 FM
KMOX
The Voice of St. Louis

217,833 or 100.% of Adults 18 or older who Listened to KMOX-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 79.3 minutes every day representing 50.2% of all time spent daily with Ad-Supported Audio.

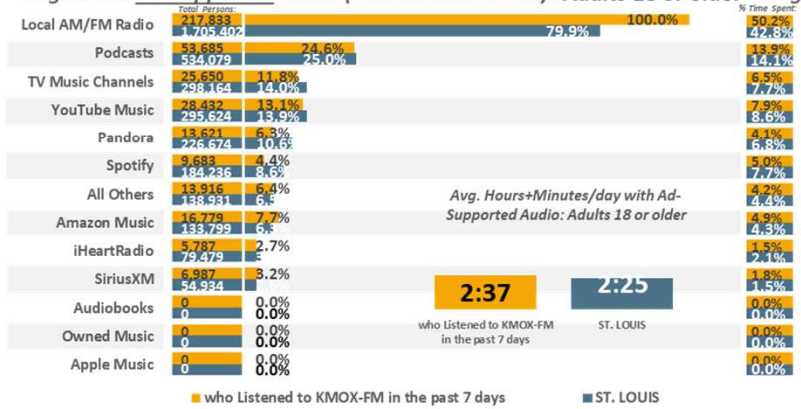
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



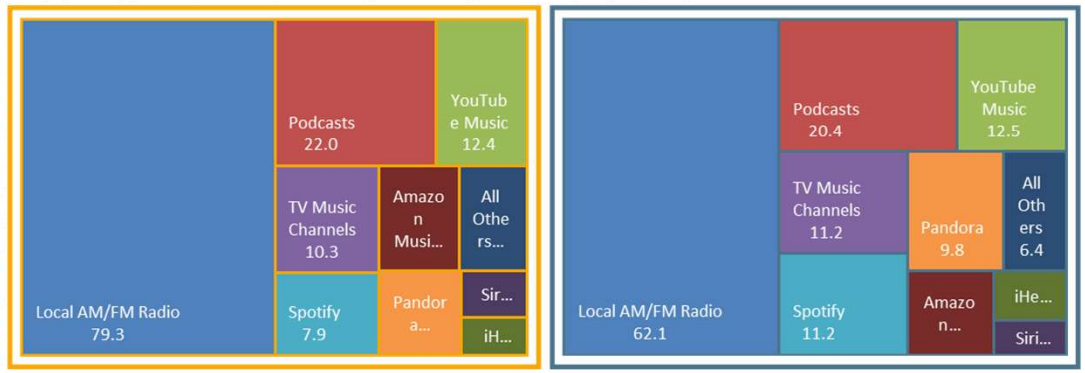
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 225

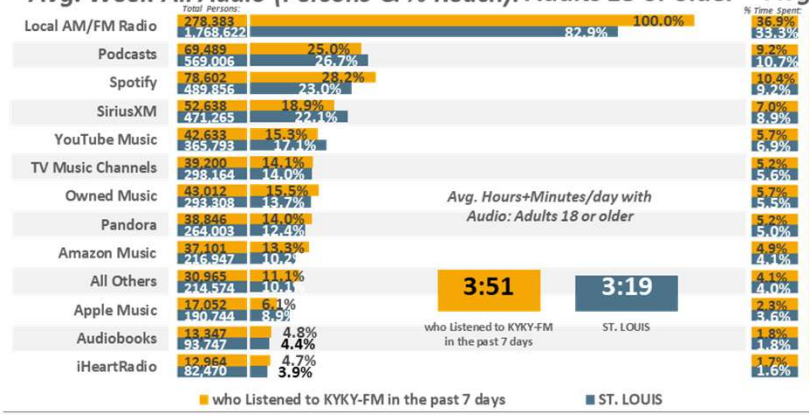
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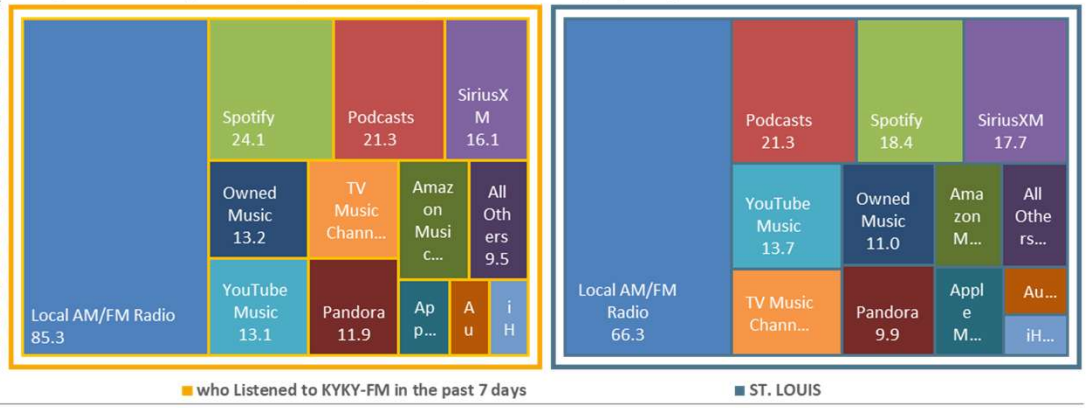
Radio Stations: KMOX-AM

278,383 or 100.% of Adults 18 or older who Listened to KYKY-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 77.7 minutes every day representing 46.4% of all time spent daily with Ad-Supported Audio.

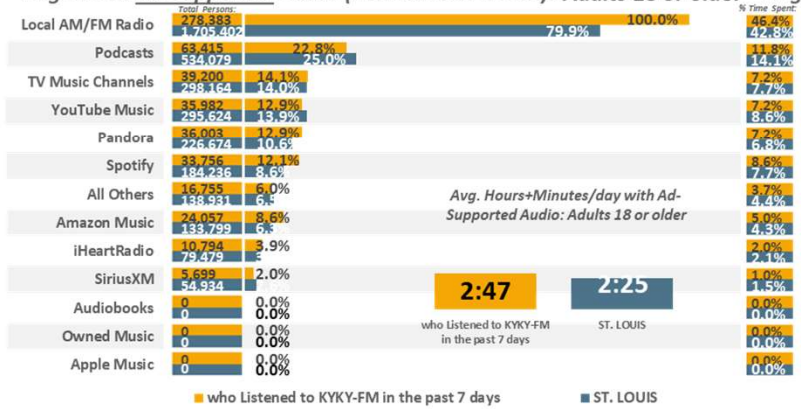
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



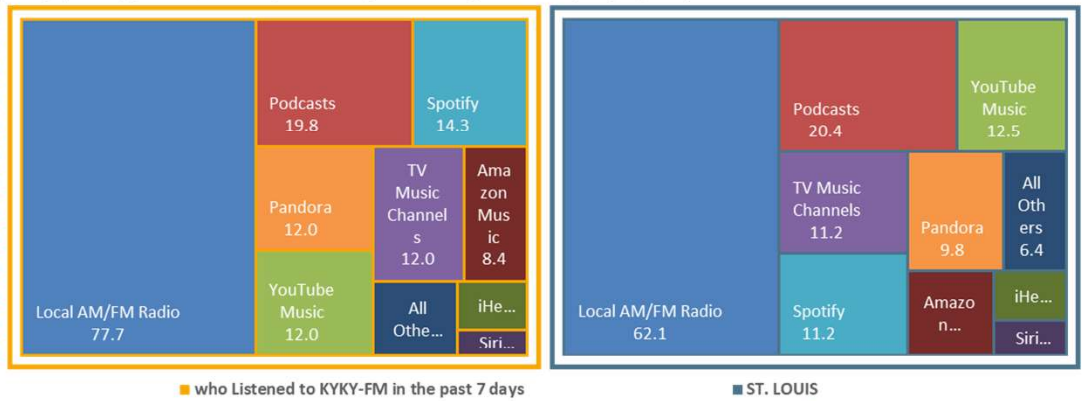
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 264

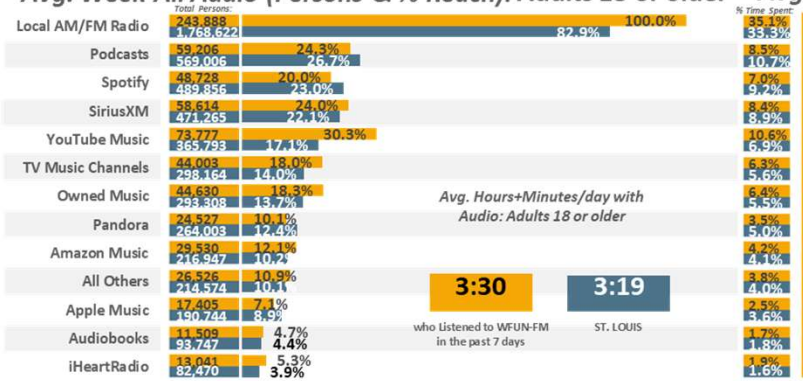
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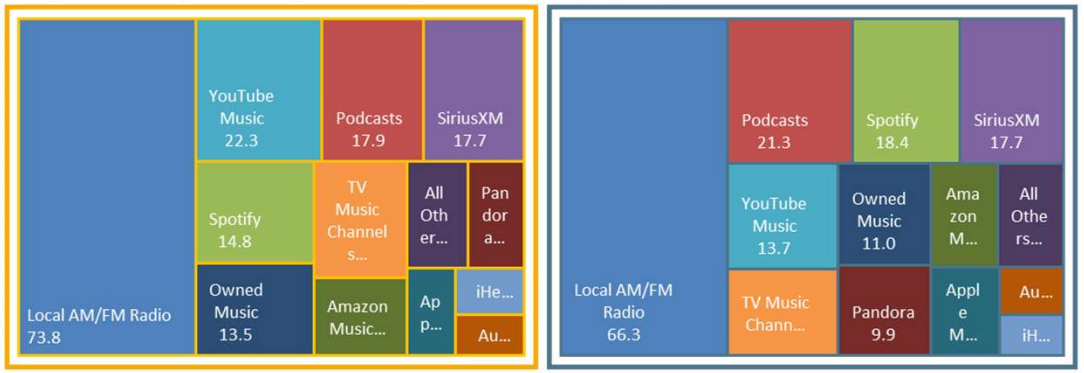
Radio Stations: KYKY-FM

243,888 or 100.% of Adults 18 or older who Listened to WFUN-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 71.7 minutes every day representing 44.9% of all time spent daily with Ad-Supported Audio.

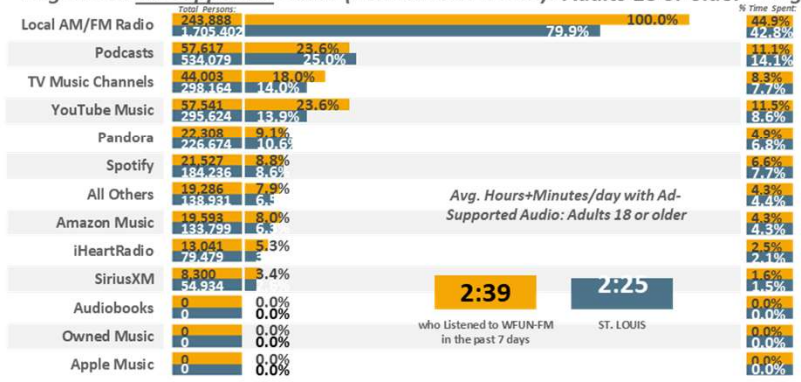
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



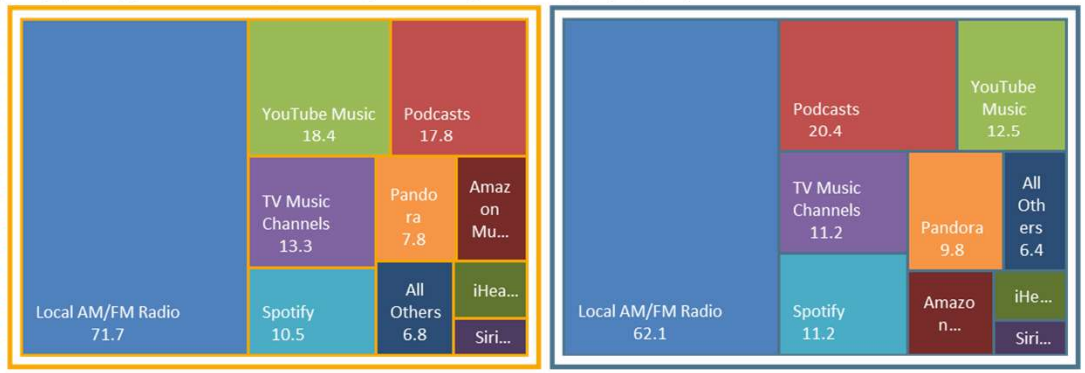
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



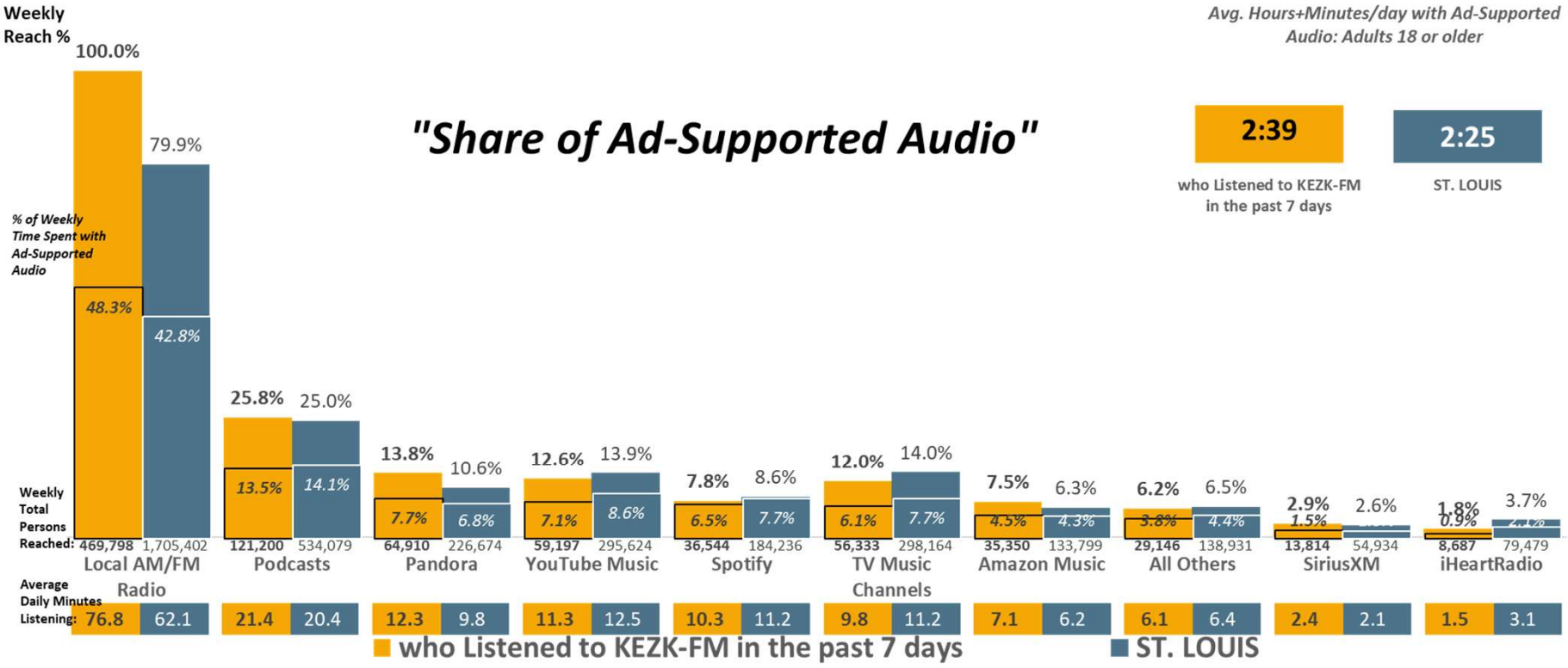
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 180

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Radio Stations: WFUN-FM

469,798 or 100.% of Adults 18 or older who Listened to KEZK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 76.8 minutes every day representing 48.3% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	Pandora	YouTube Music	Spotify	TV Music Channels	Amazon Music	All Others	SiriusXM	iHeartRadio
Weekly Reach % (who Listened to KEZK-FM)	100.0%	25.8%	13.8%	12.6%	7.8%	12.0%	7.5%	6.2%	2.9%	1.8%
Weekly Reach % (ST. LOUIS)	79.9%	25.0%	10.6%	13.9%	8.6%	14.0%	6.3%	6.5%	2.6%	3.7%
% of Weekly Time Spent with Ad-Supported Audio (who Listened to KEZK-FM)	48.3%	13.5%	7.7%	7.1%	6.5%	6.1%	4.5%	3.8%	1.5%	0.9%
% of Weekly Time Spent with Ad-Supported Audio (ST. LOUIS)	42.8%	14.1%	6.8%	8.6%	7.7%	7.7%	4.3%	4.4%		
Weekly Total Persons Reached: (who Listened to KEZK-FM)	469,798	121,200	64,910	59,197	36,544	56,333	35,350	29,146	13,814	8,687
Weekly Total Persons Reached: (ST. LOUIS)	1,705,402	534,079	226,674	295,624	184,236	298,164	133,799	138,931	54,934	79,479
Average Daily Minutes Listening: (who Listened to KEZK-FM)	76.8	21.4	12.3	11.3	10.3	9.8	7.1	6.1	2.4	1.5
Average Daily Minutes Listening: (ST. LOUIS)	62.1	20.4	9.8	12.5	11.2	11.2	6.2	6.4	2.1	3.1

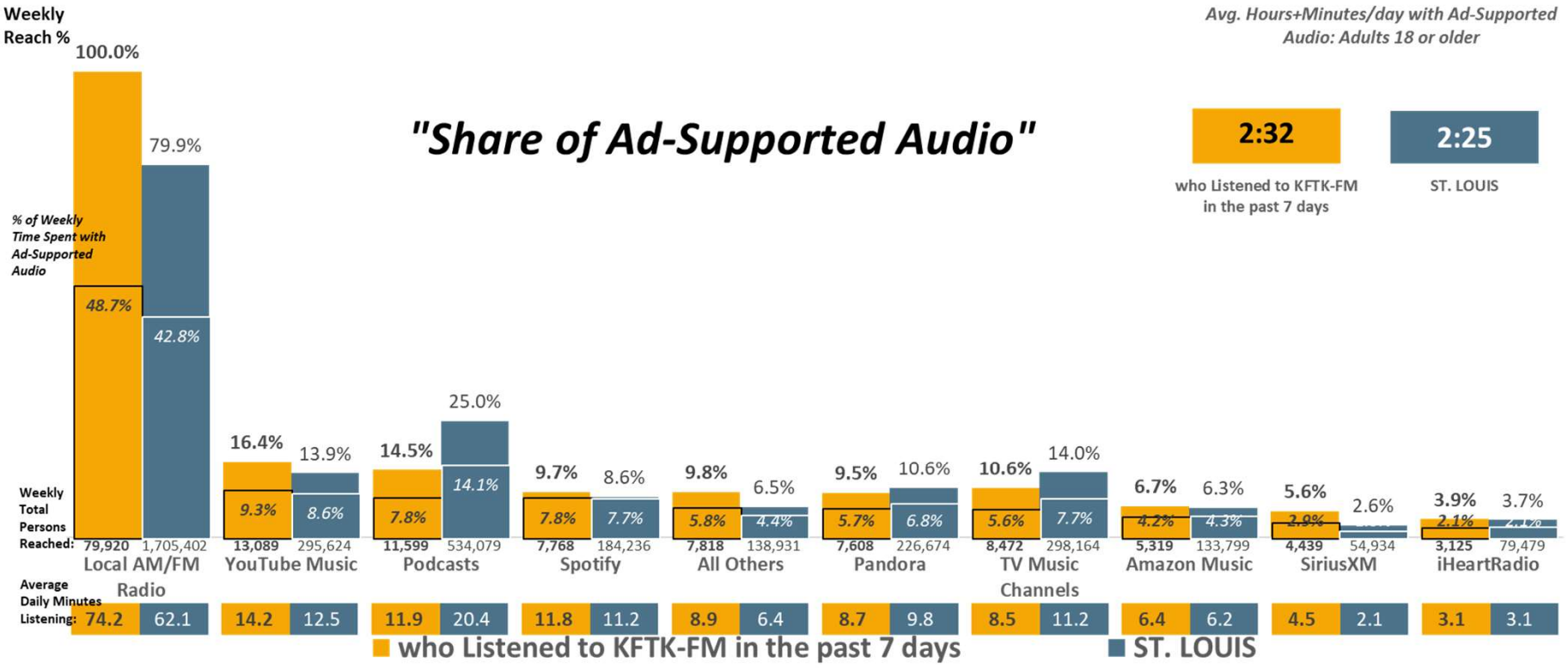
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 448 ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,904

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Radio Stations: KEZK-FM

79,920 or 100.% of Adults 18 or older who Listened to KFTK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 74.2 minutes every day representing 48.7% of all time spent daily with Ad-Supported Audio.



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 72 ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,904

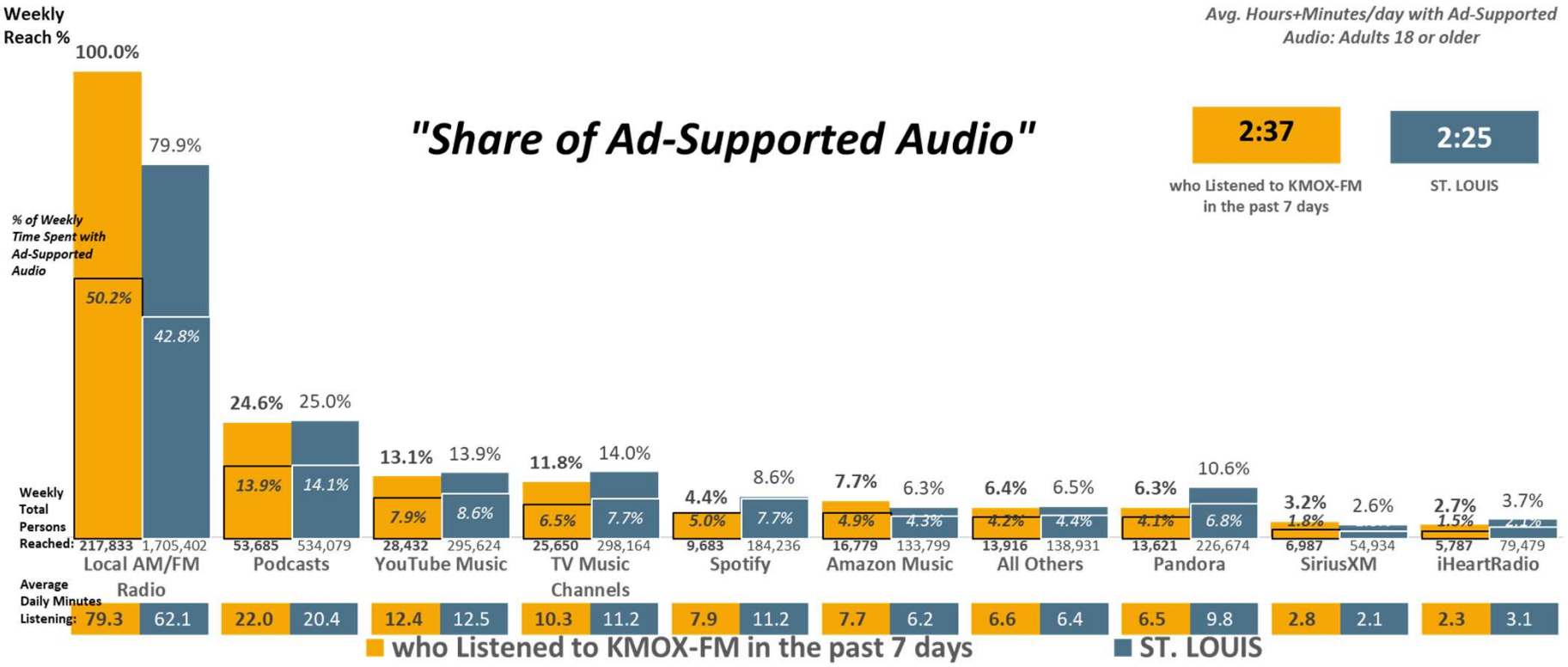
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Radio Stations: KFTK-FM

1120 AM • 98.7 FM KMOX The Voice of St. Louis

217,833 or 100.% of Adults 18 or older who Listened to KMOX-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 79.3 minutes every day representing 50.2% of all time spent daily with Ad-Supported Audio.



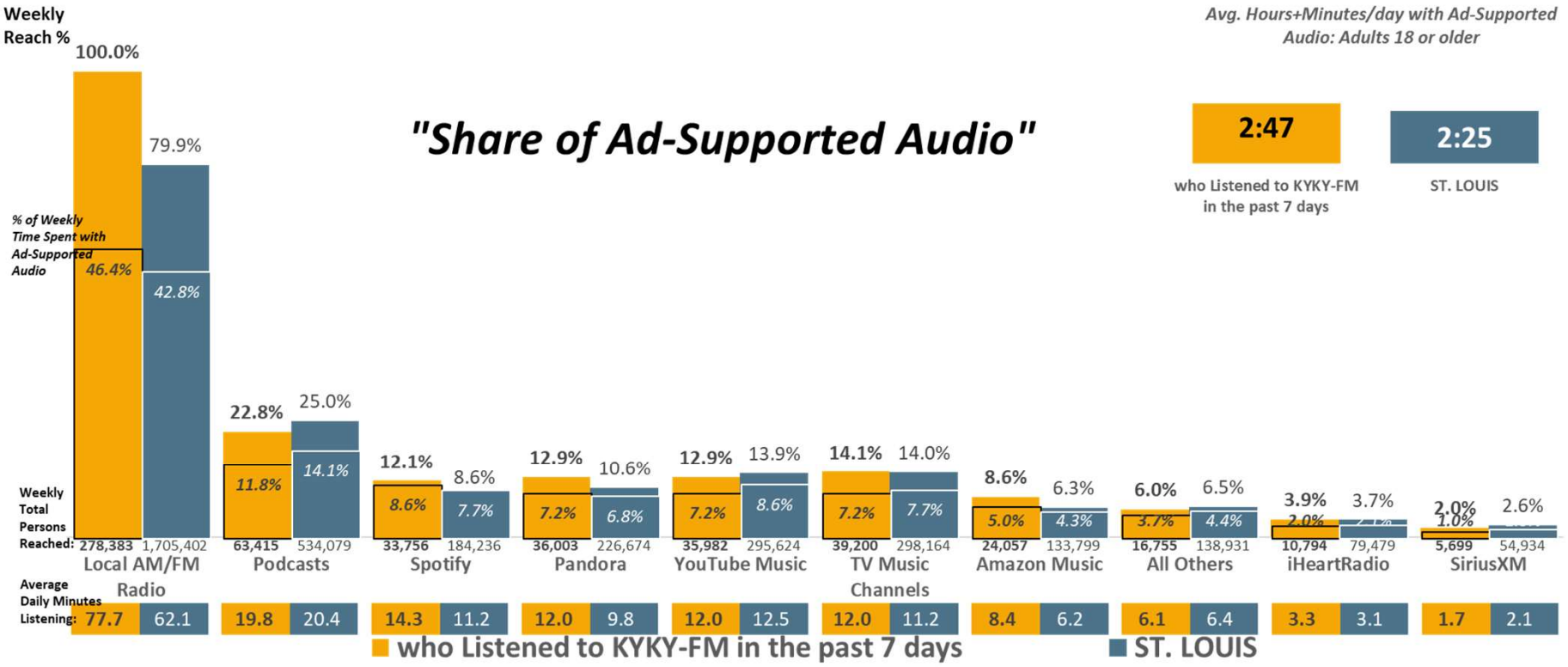
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 225 ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,904

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Radio Stations: KMOX-AM

278,383 or 100.% of Adults 18 or older who Listened to KYKY-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 77.7 minutes every day representing 46.4% of all time spent daily with Ad-Supported Audio.



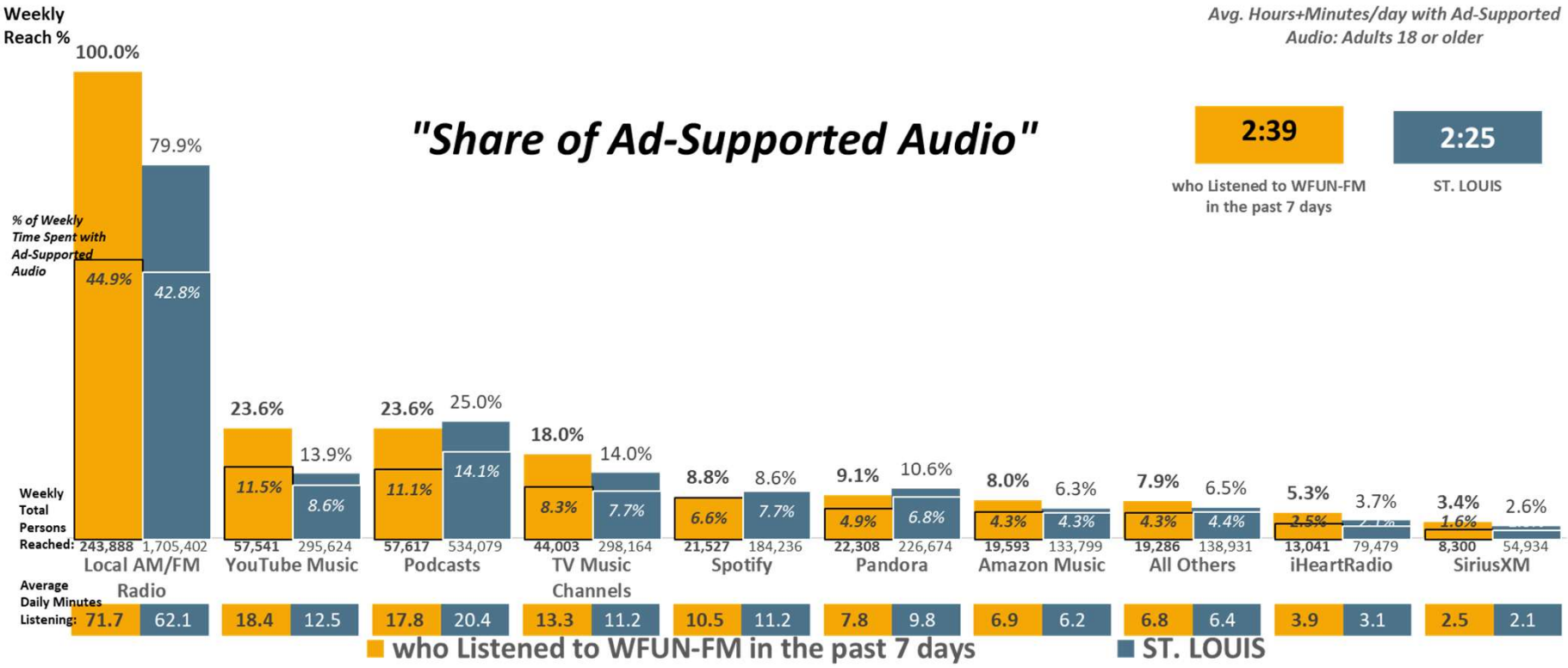
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 264 ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,904

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Radio Stations: KYKY-FM

243,888 or 100.% of Adults 18 or older who Listened to WFUN-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 71.7 minutes every day representing 44.9% of all time spent daily with Ad-Supported Audio.



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 180 ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,904

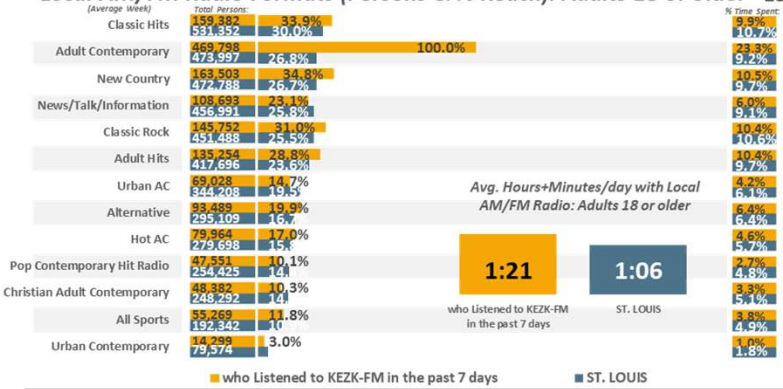
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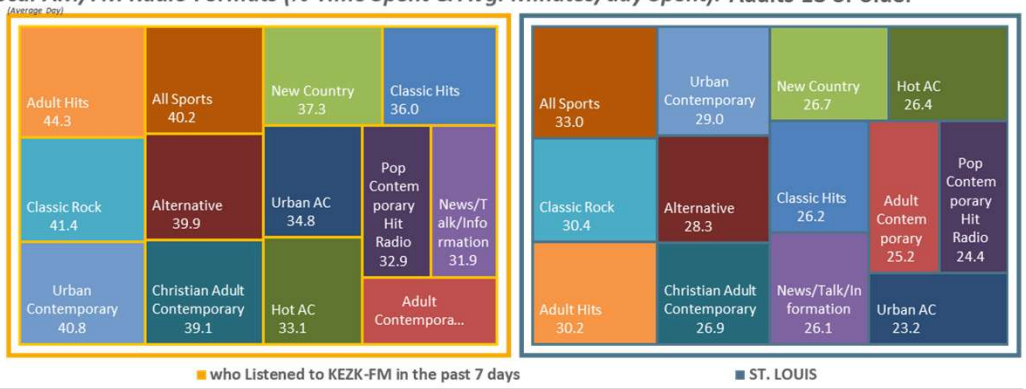
Radio Stations: WFUN-FM

469,798 or 100.% of Adults 18 or older who Listened to KEZK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, New Country, Classic Hits, Classic Rock, and Adult Hits.

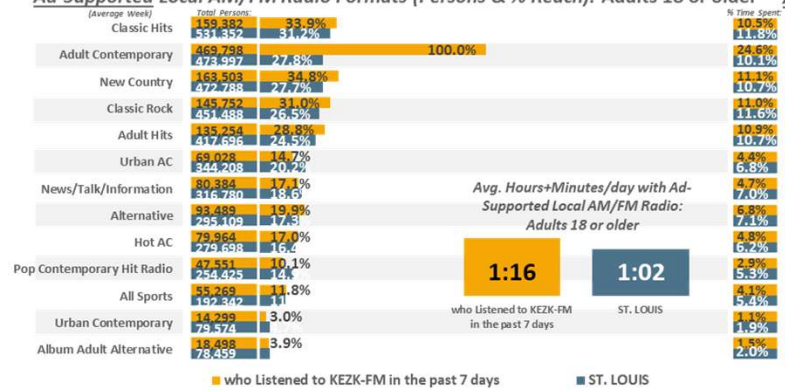
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



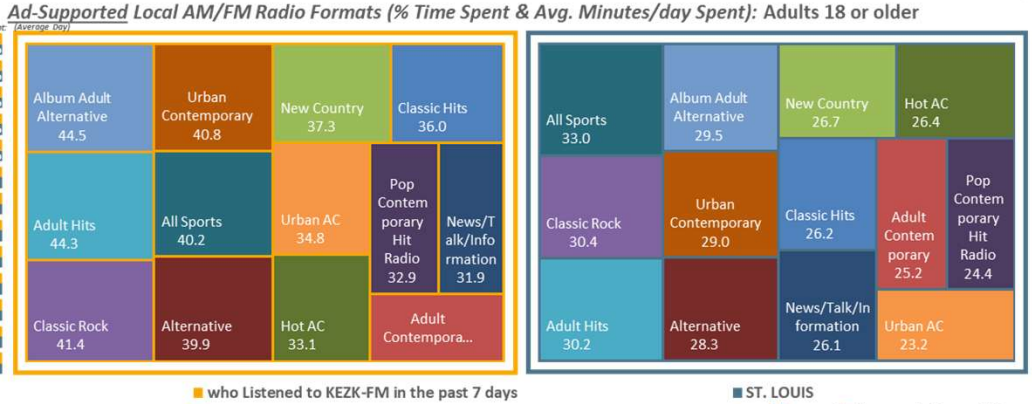
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 448

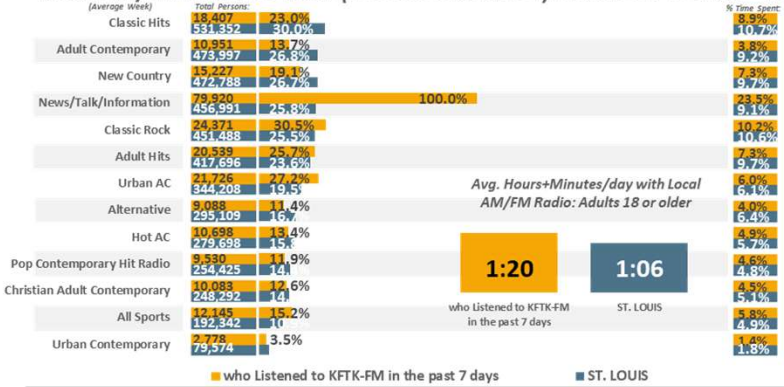
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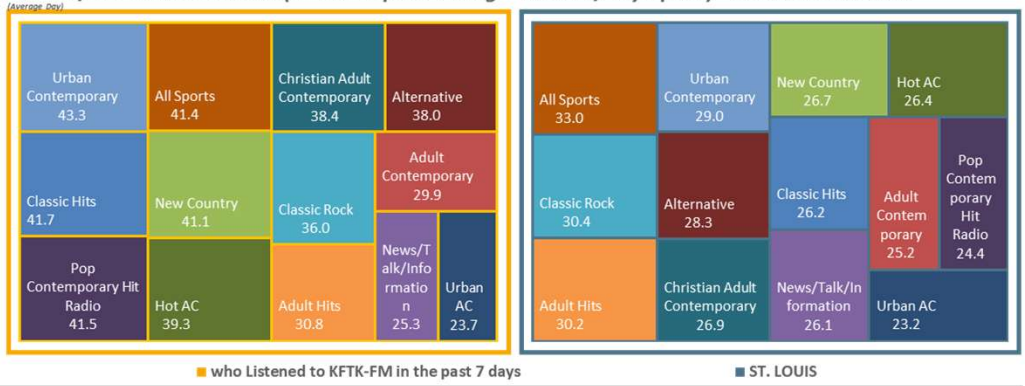
Radio Stations: KEZK-FM

79,920 or 100.% of Adults 18 or older who Listened to KFTK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are News/Talk/Information, Classic Rock, Urban AC, Adult Hits, and Classic Hits.

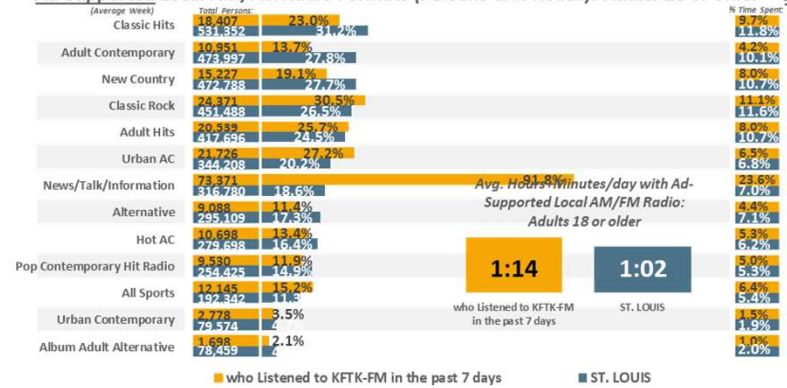
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



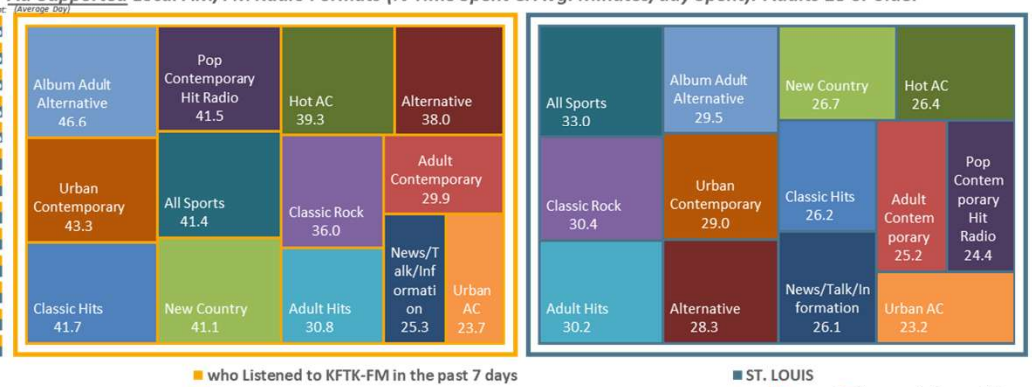
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 72

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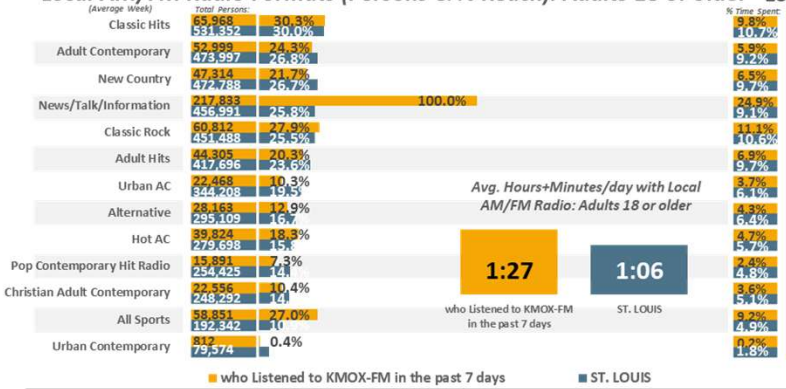
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Radio Stations: KFTK-FM

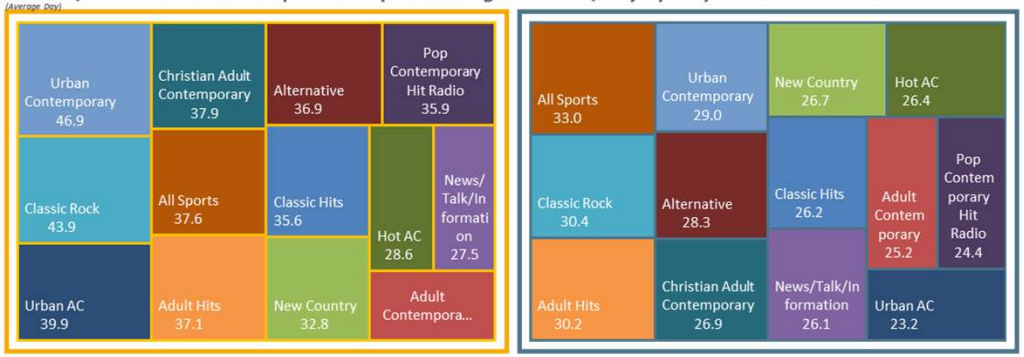
1120 AM • 98.7 FM
KMOX
The Voice of St. Louis

217,833 or 100.% of Adults 18 or older who Listened to KMOX-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are News/Talk/Information, Classic Hits, Classic Rock, All Sports, and Adult Contemporary.

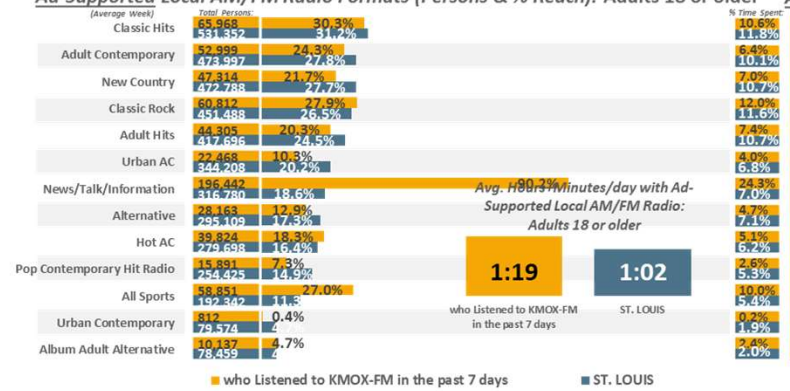
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



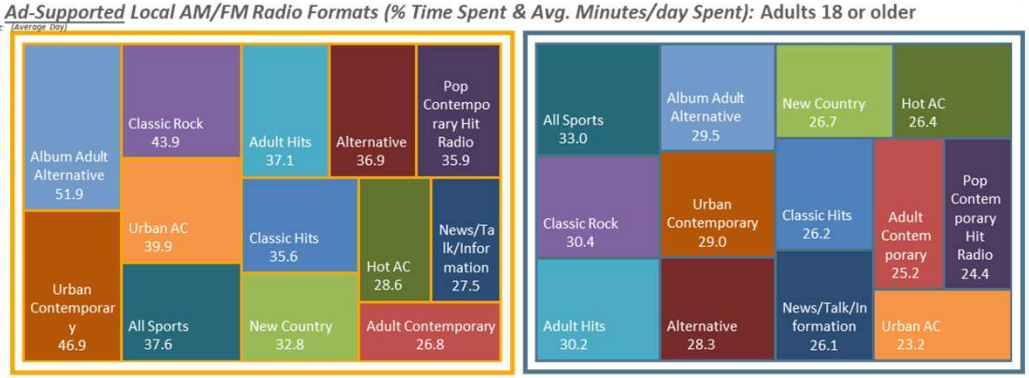
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 225

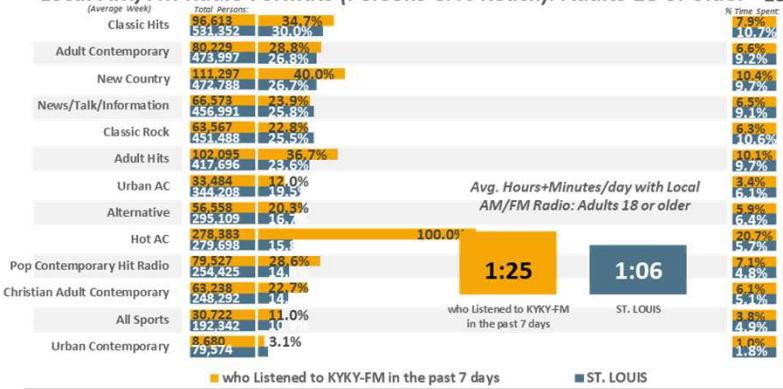
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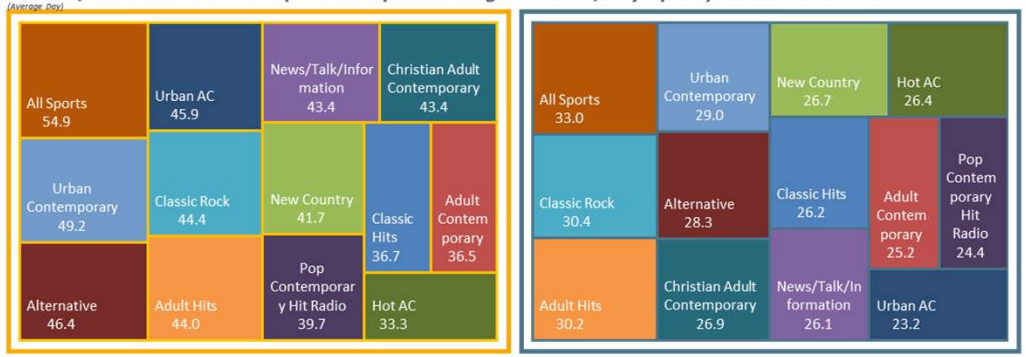
Radio Stations: KMOX-AM

278,383 or 100.% of Adults 18 or older who Listened to KYKY-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, New Country, Adult Hits, Classic Hits, and Adult Contemporary.

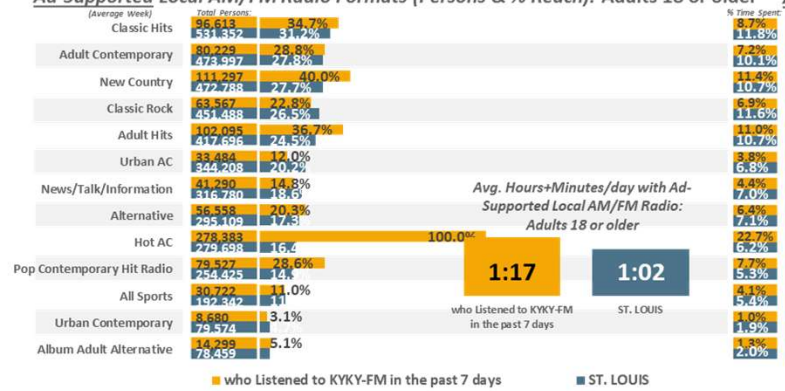
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



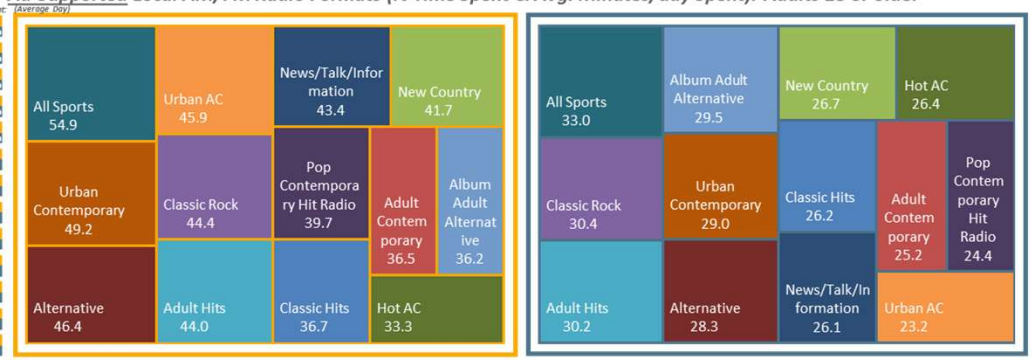
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 264

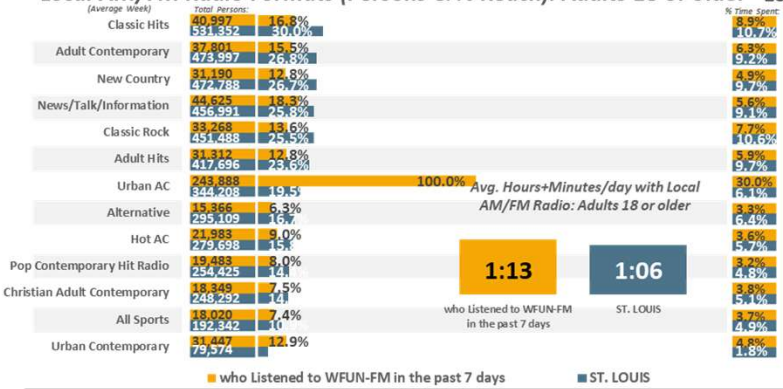
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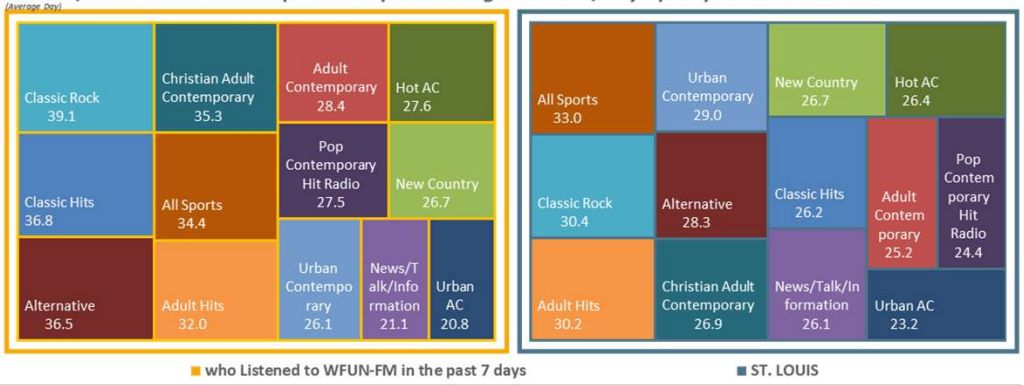
Radio Stations: KYKY-FM

243,888 or 100.% of Adults 18 or older who Listened to WFUN-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Urban AC, Classic Hits, Adult Contemporary, News/Talk/Information, and Classic Rock.

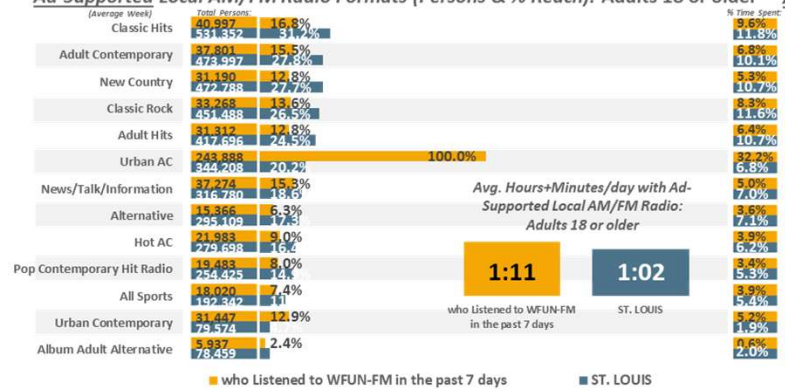
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



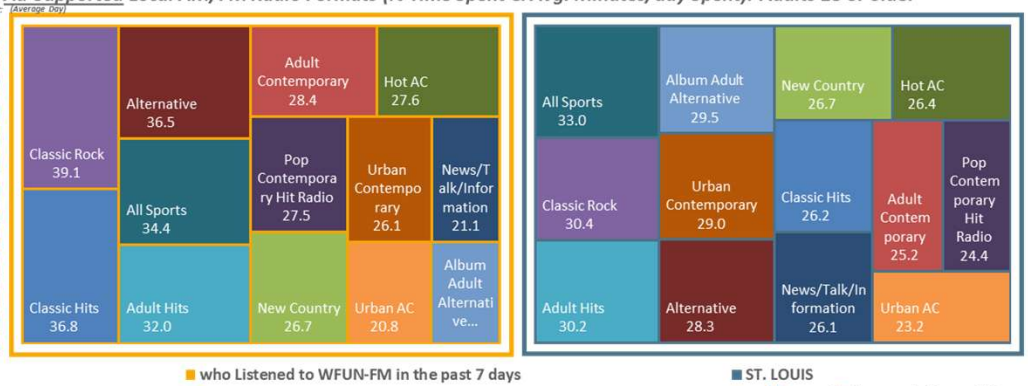
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 180

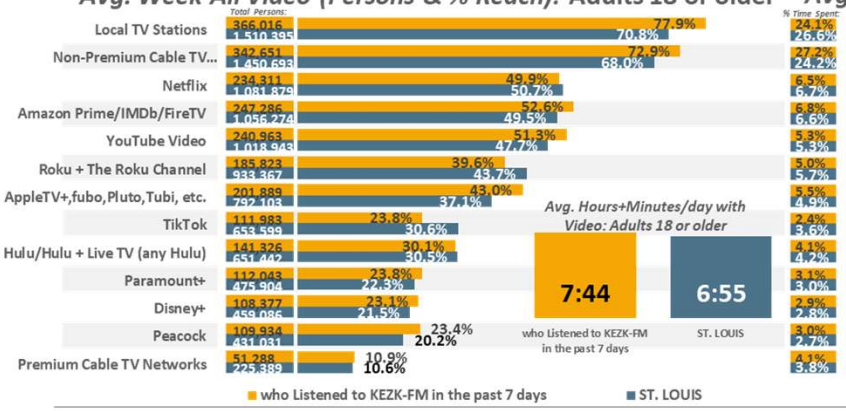
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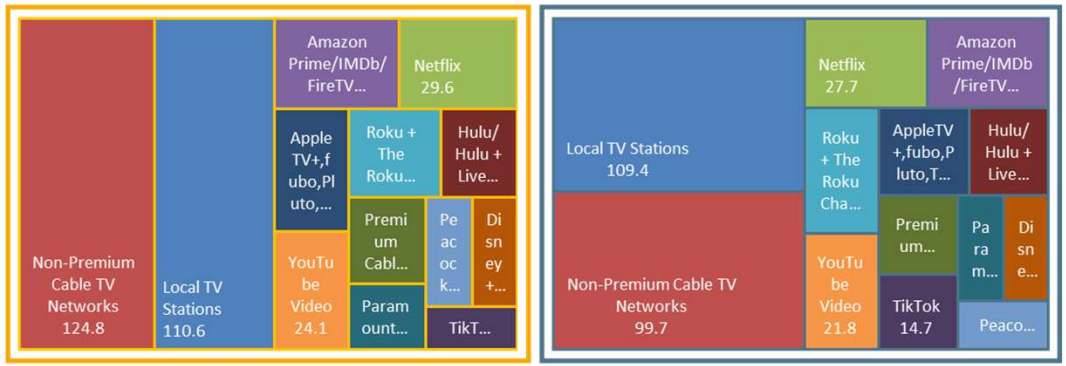
Radio Stations: WFUN-FM

361,282 or 76.9% of Adults 18 or older who Listened to KEZK-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 106.2 minutes every day representing 28.1% of all time spent daily with Ad-Supported Video.

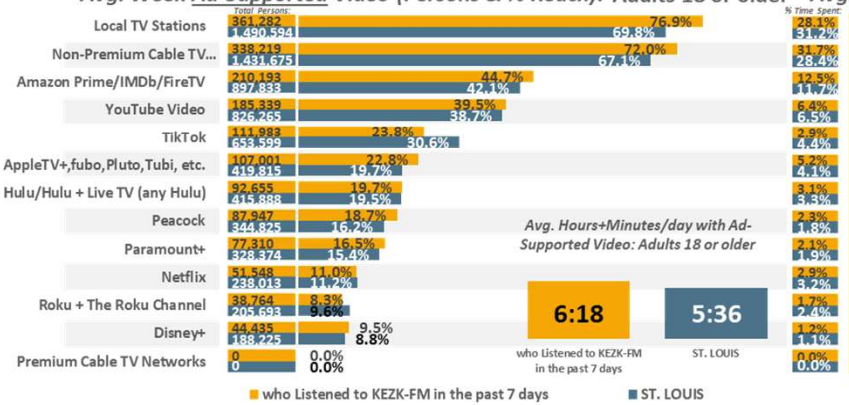
Avg. Week All Video (Persons & % Reach): Adults 18 or older



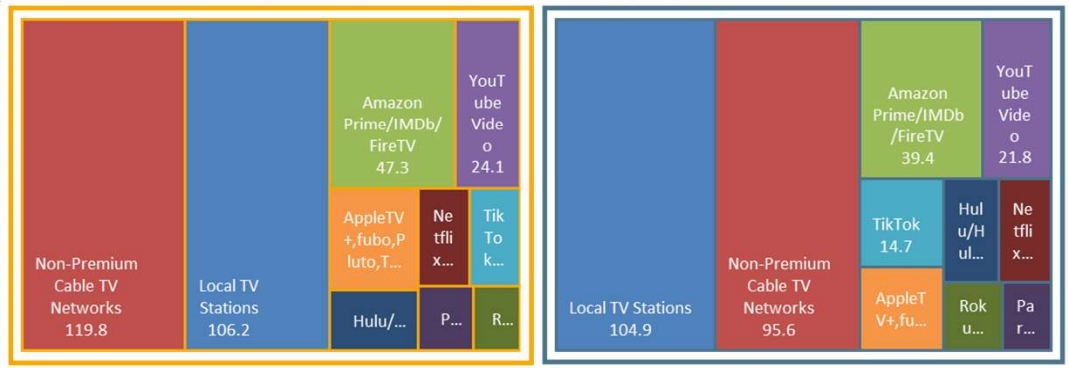
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 448

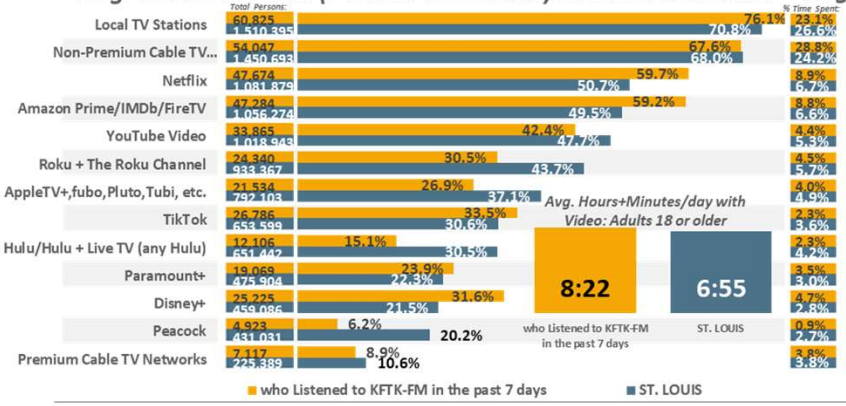
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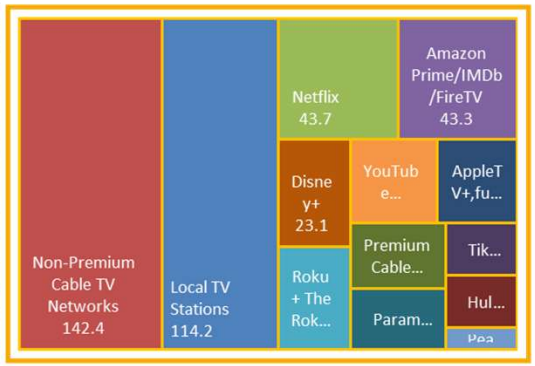
Radio Stations: KEZK-FM

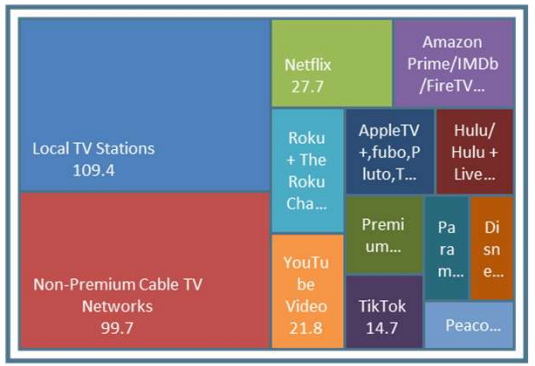
60,413 or 75.6% of Adults 18 or older who Listened to KFTK-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 107.7 minutes every day representing 26.6% of all time spent daily with Ad-Supported Video.

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

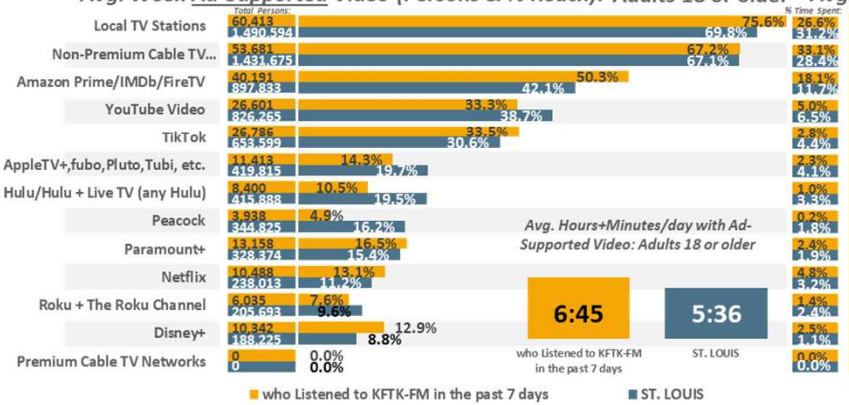


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

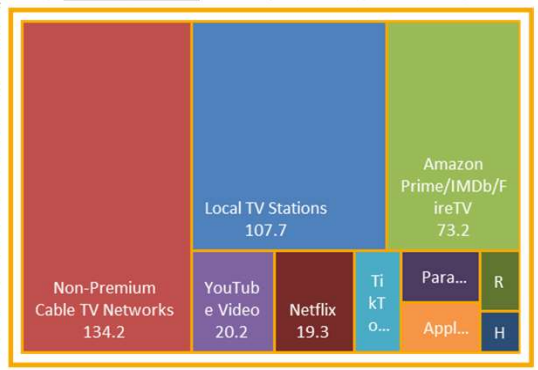


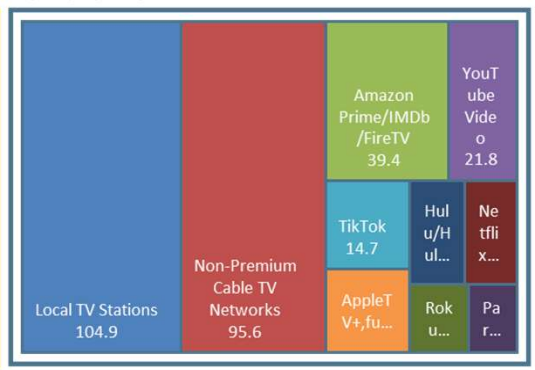


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 72

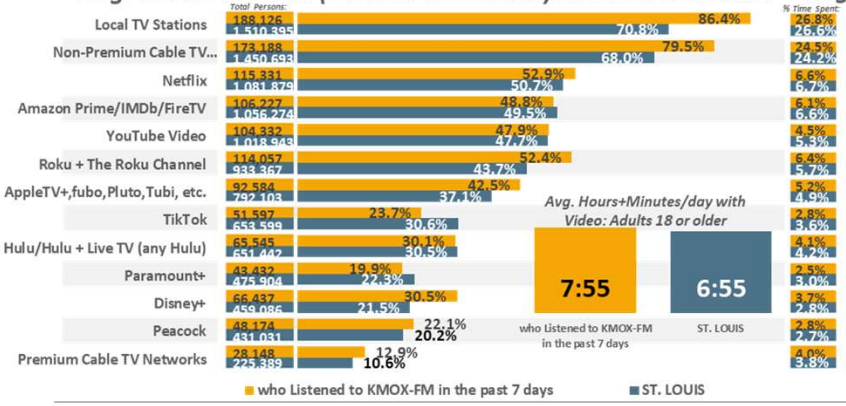
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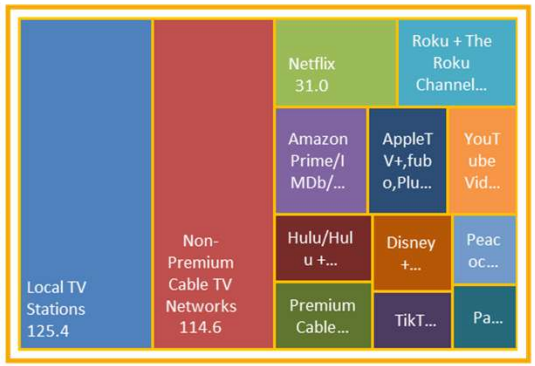
Radio Stations: KFTK-FM

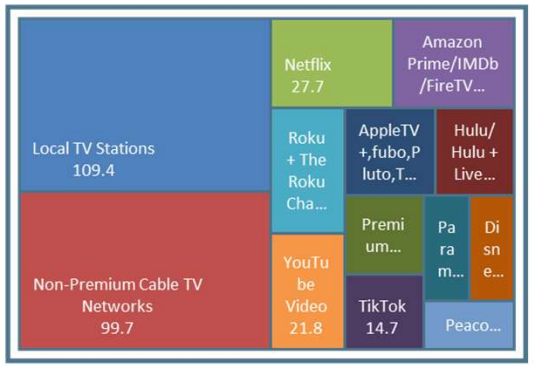
184,905 or 84.9% of Adults 18 or older who Listened to KMOX-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 116. minutes every day representing 30.9% of all time spent daily with Ad-Supported Video.

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

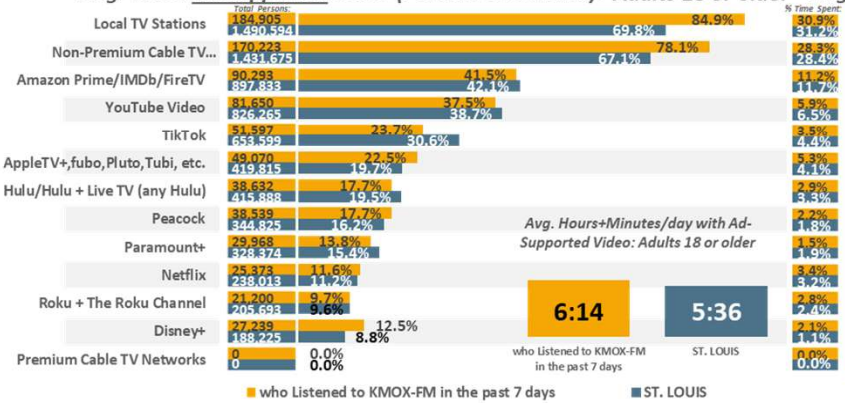


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

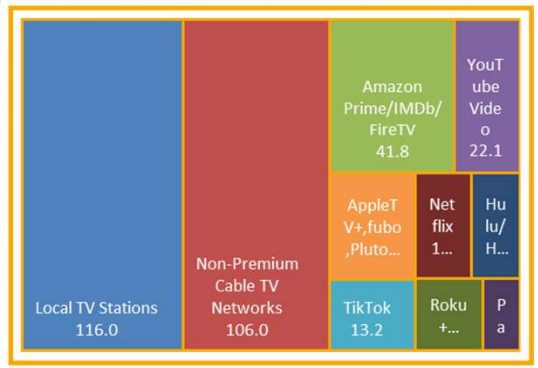


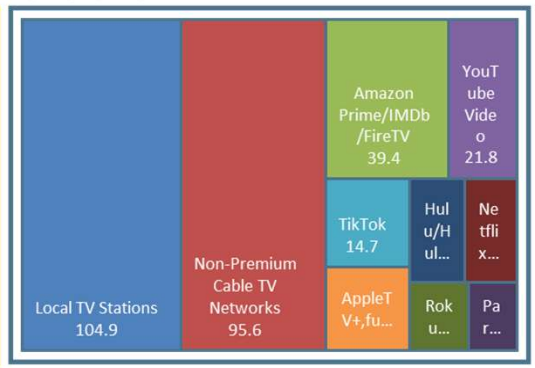


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 225

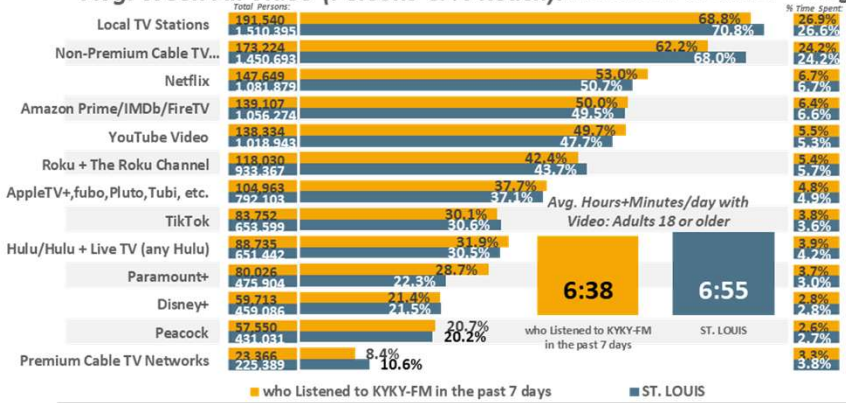
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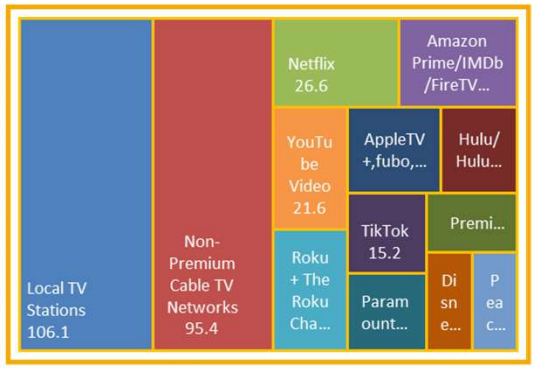
Radio Stations: KMOX-AM

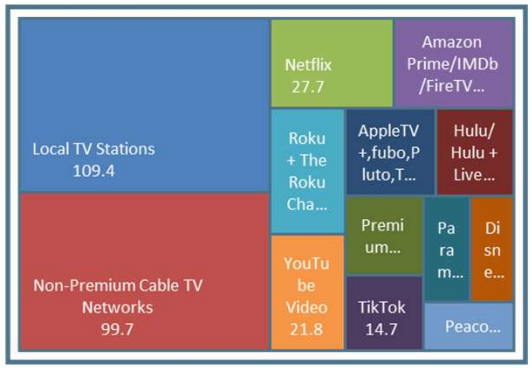
189,139 or 67.9% of Adults 18 or older who Listened to KYKY-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 101.8 minutes every day representing 31.6% of all time spent daily with Ad-Supported Video.

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

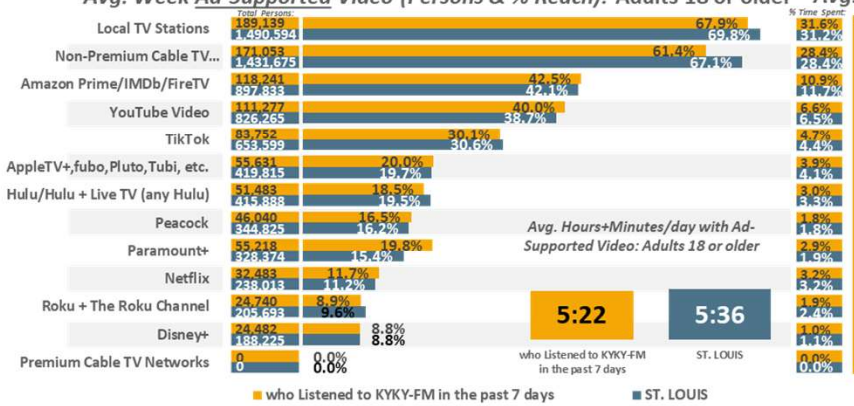


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

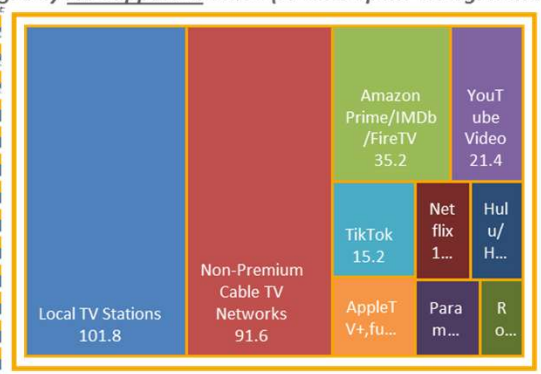


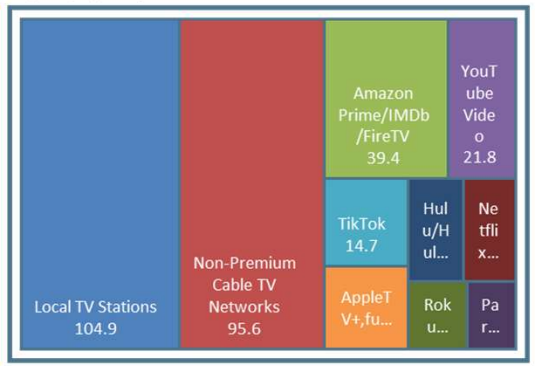


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 264

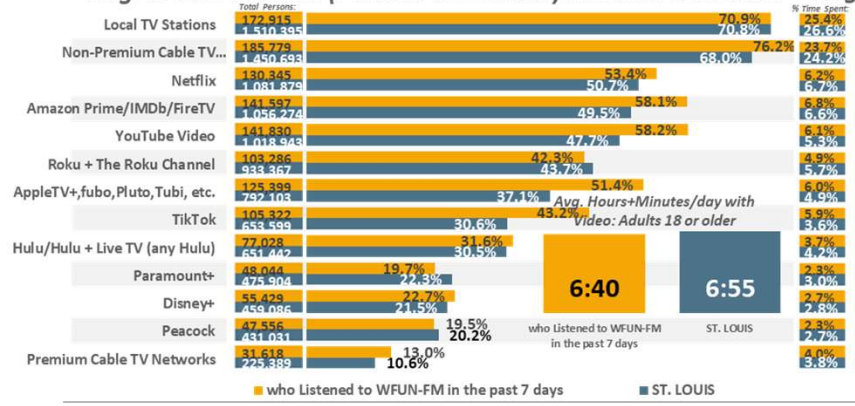
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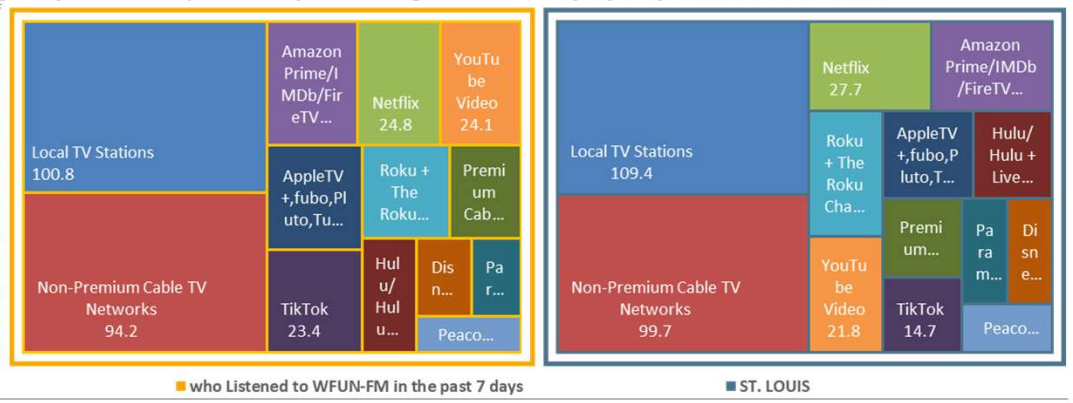
Radio Stations: KYKY-FM

169,624 or 69.6% of Adults 18 or older who Listened to WFUN-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 97.8 minutes every day representing 29.7% of all time spent daily with Ad-Supported Video.

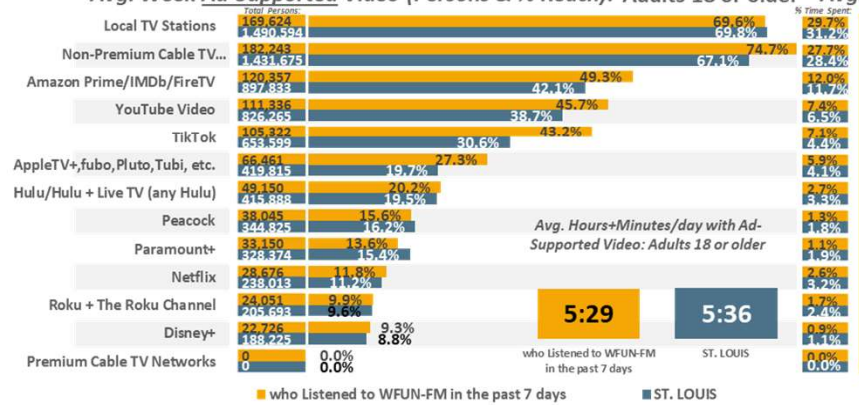
Avg. Week All Video (Persons & % Reach): Adults 18 or older



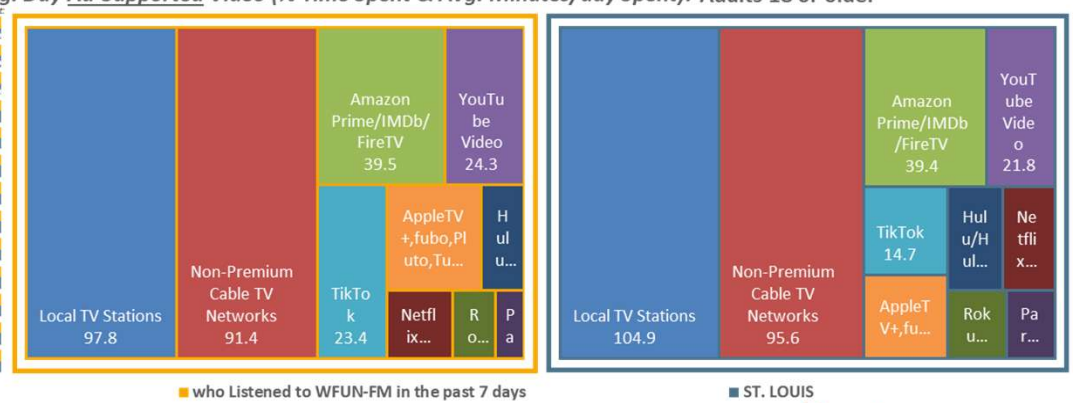
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



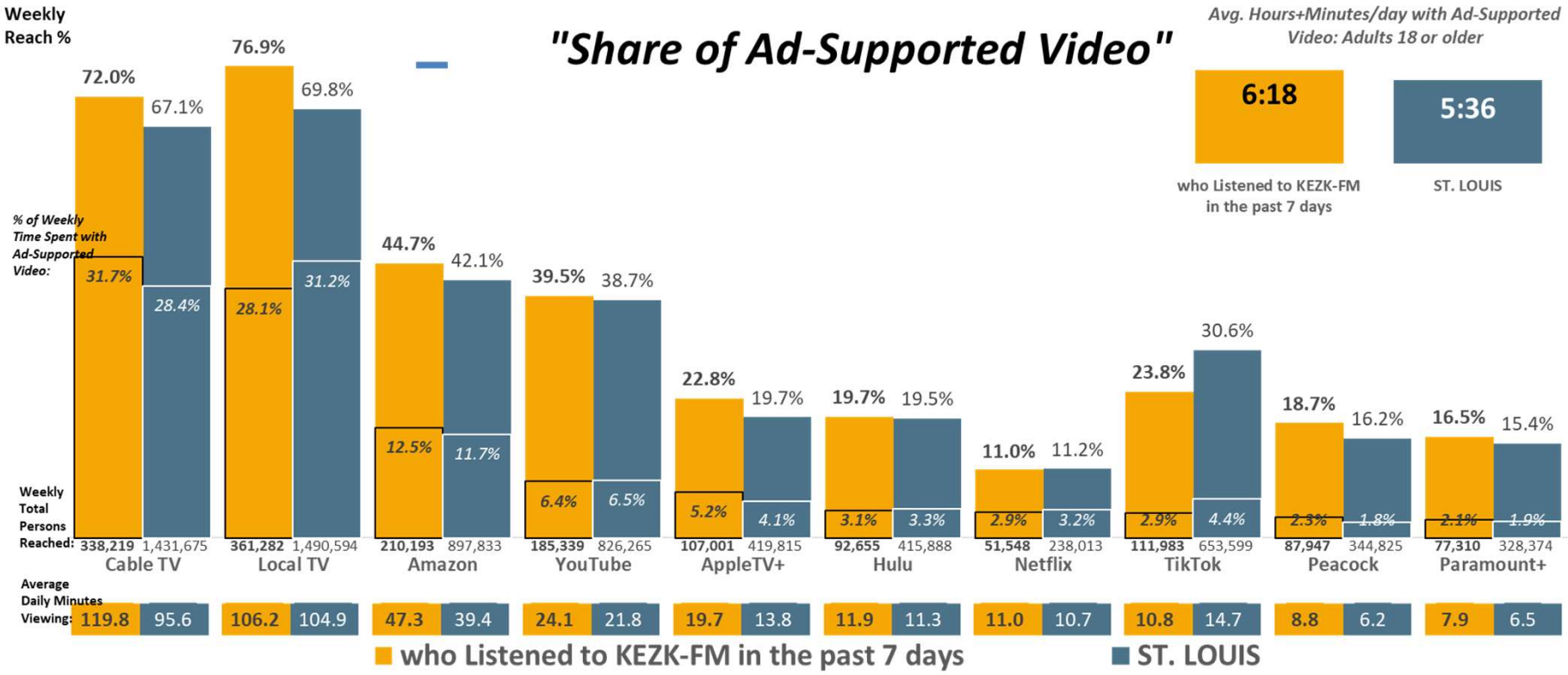
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 180

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Radio Stations: WFUN-FM

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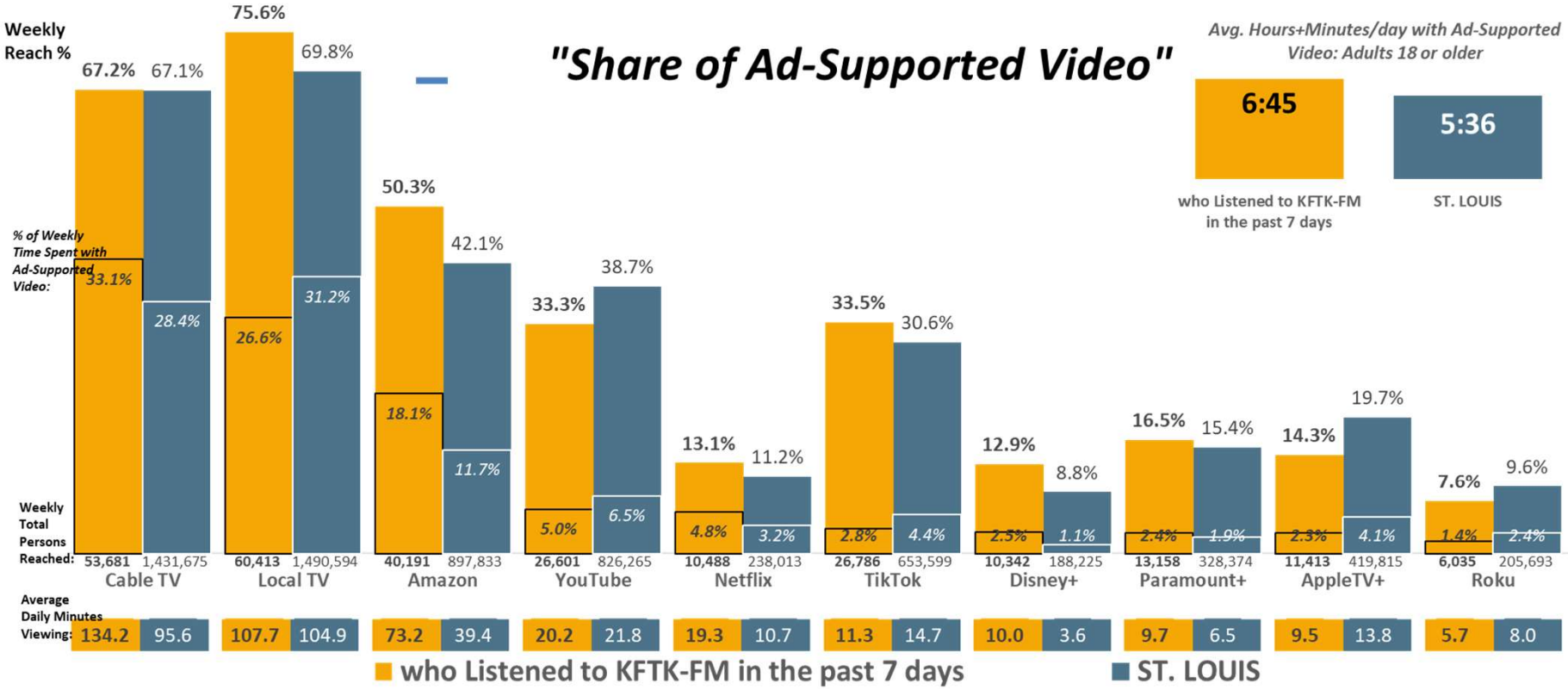
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 448 ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,904

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Radio Stations: KEZK-FM

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ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 72 ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,904

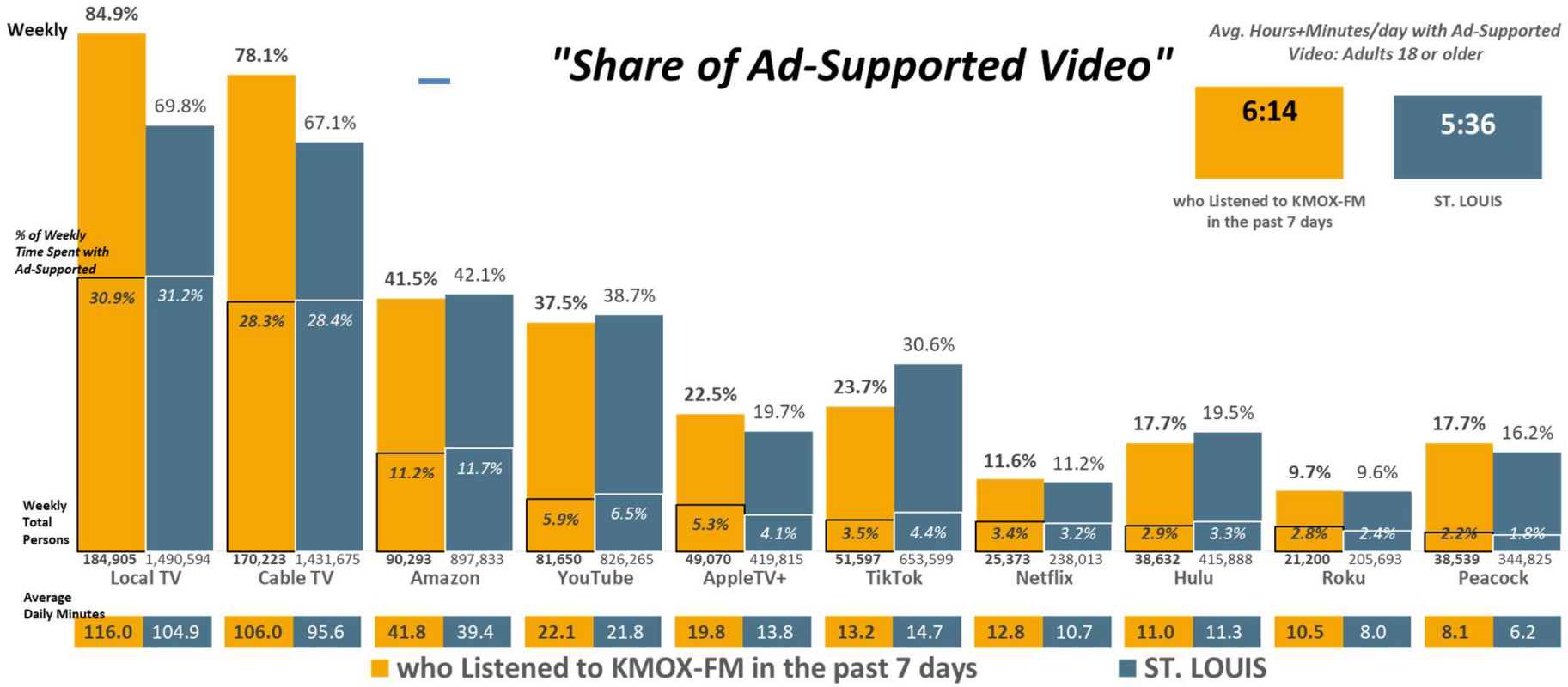
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Radio Stations: KFTK-FM

1120 AM • 98.7 FM
KMOX
The Voice of St. Louis

184,905 or 84.9% of Adults 18 or older who Listened to KMOX-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 116. minutes every day representing 30.9% of all time spent daily with Ad-Supported Video.



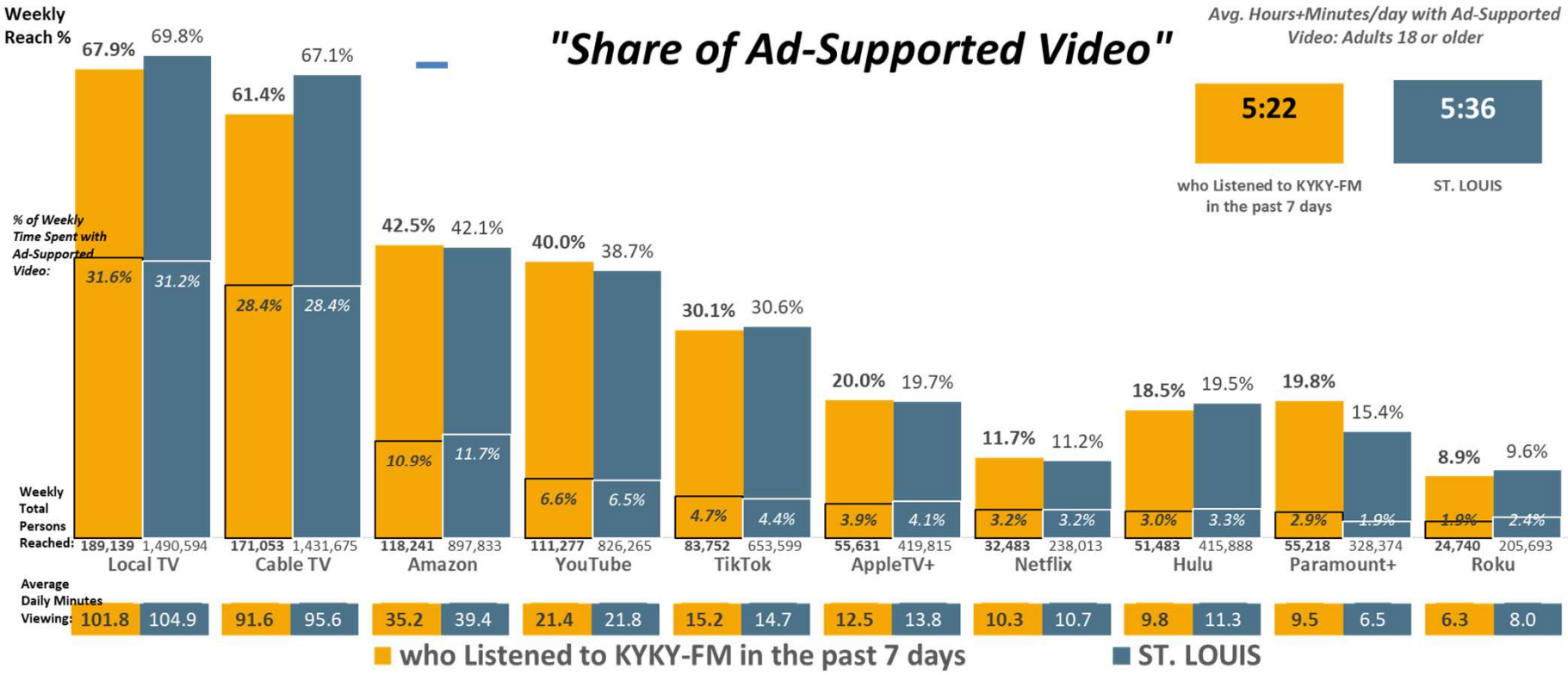
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 225 ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,904

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Radio Stations: KMOX-AM

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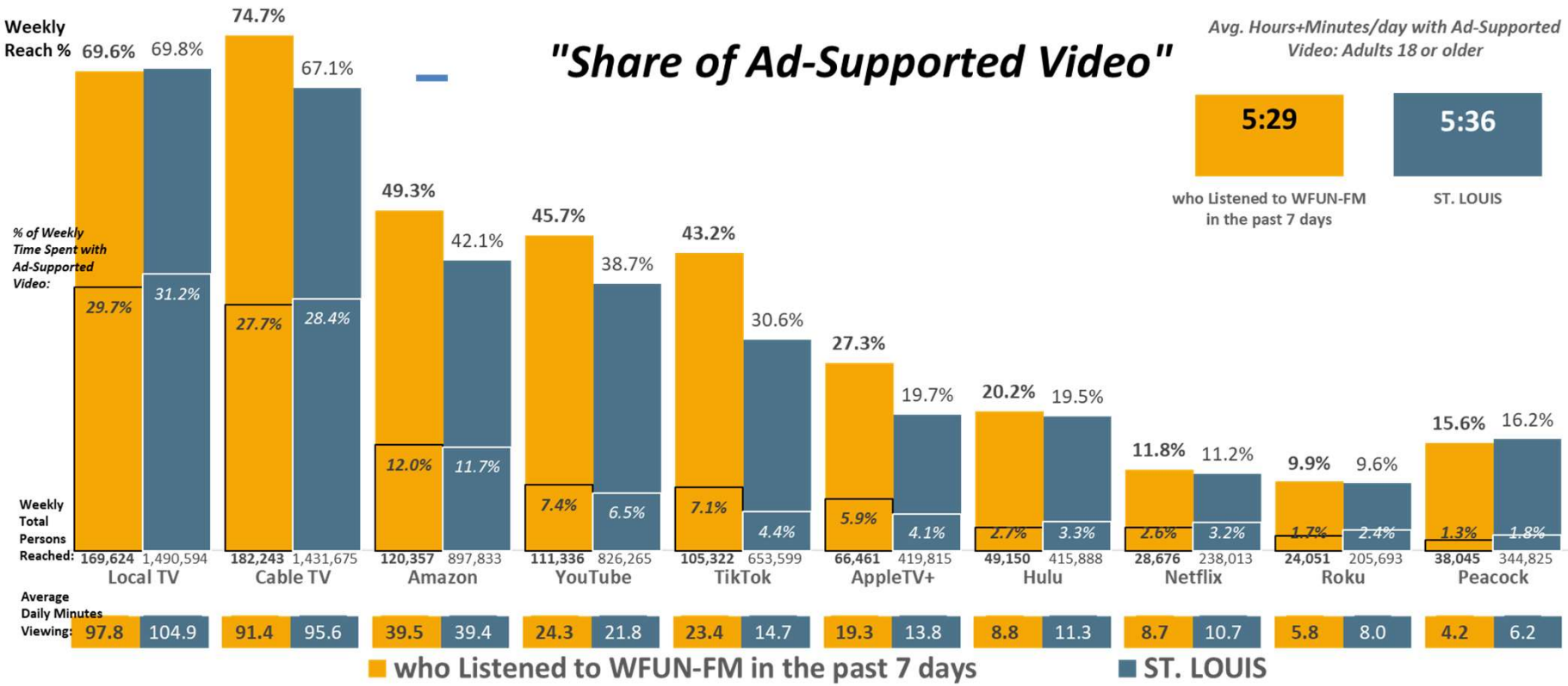
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 264 ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,904

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Radio Stations: KYKY-FM

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ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 180 ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,904

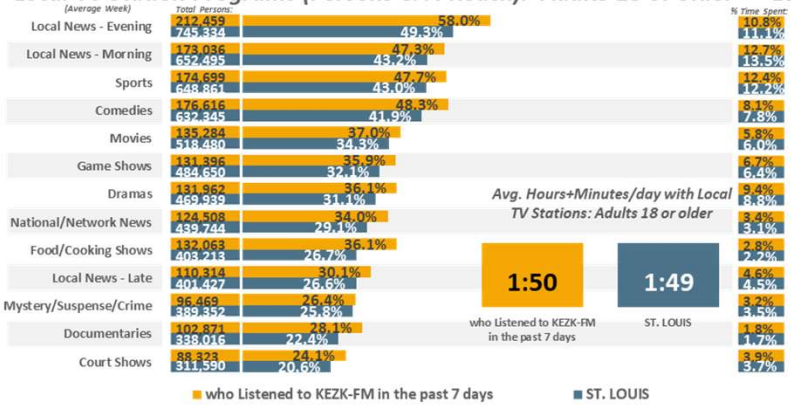
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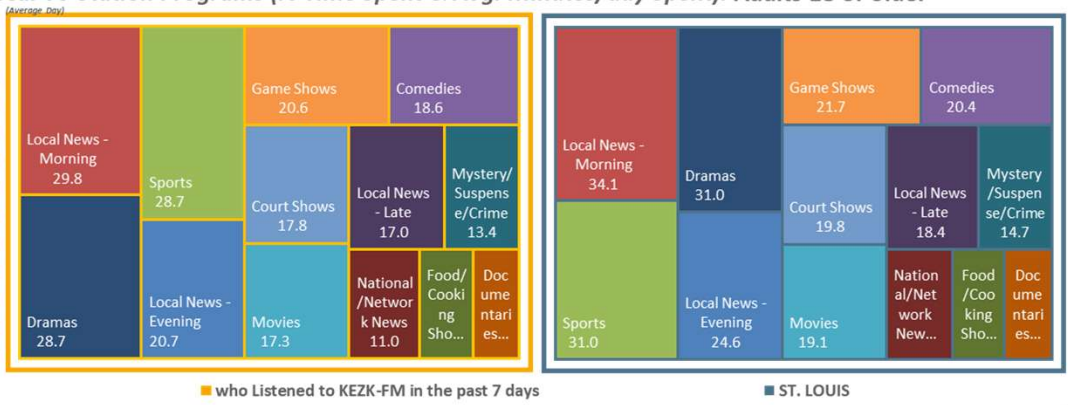
Radio Stations: WFUN-FM

361,282 or 76.9% of Adults 18 or older who Listened to KEZK-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Movies, and Game Shows.

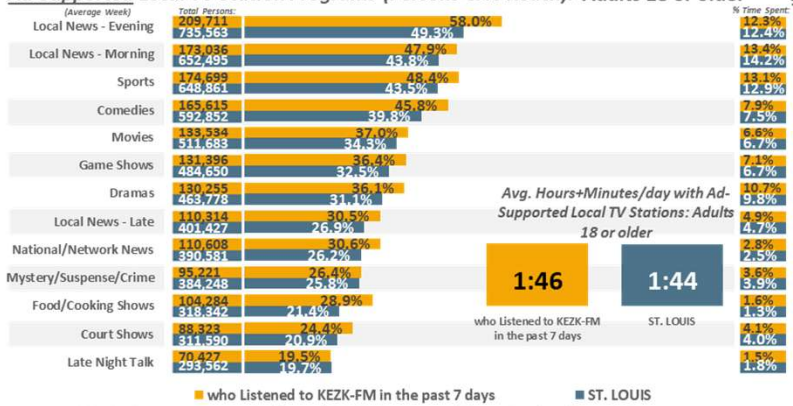
Local TV Station Programs (Persons & % Reach): Adults 18 or older



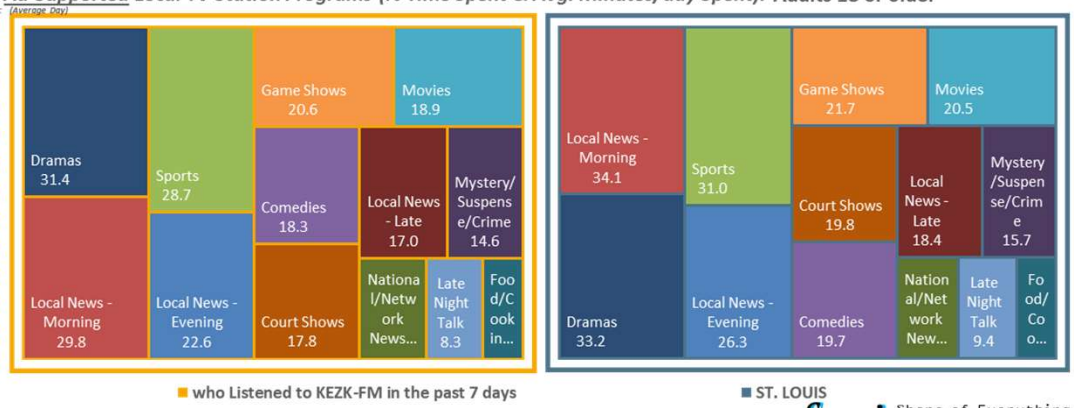
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 448

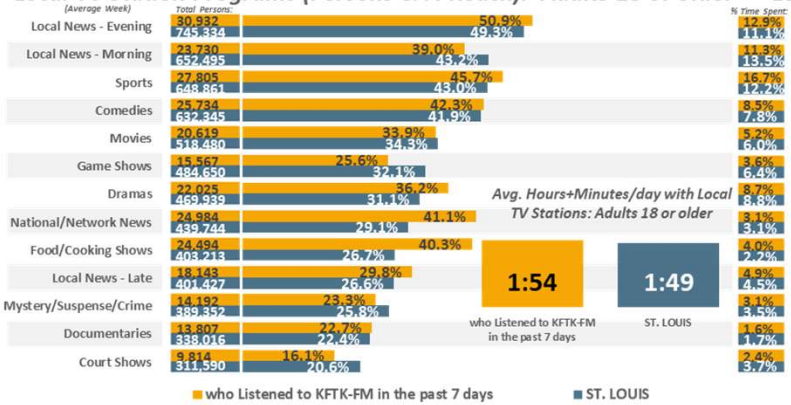
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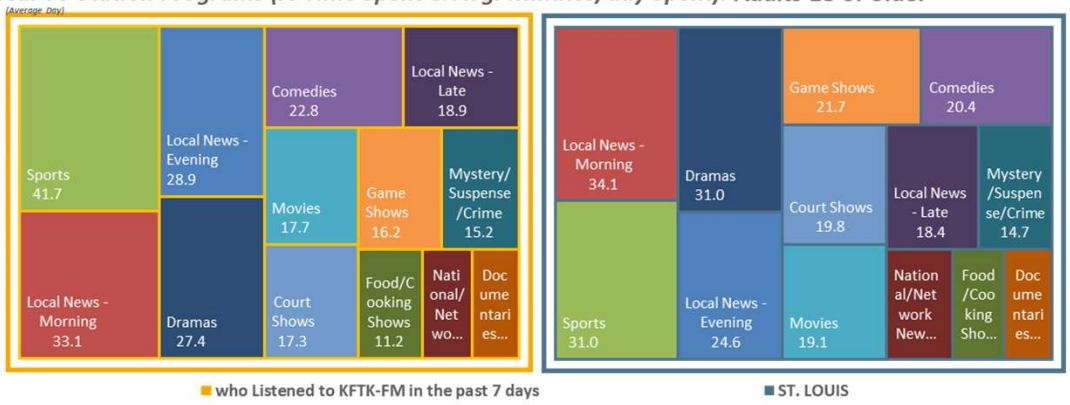
Radio Stations: KEZK-FM

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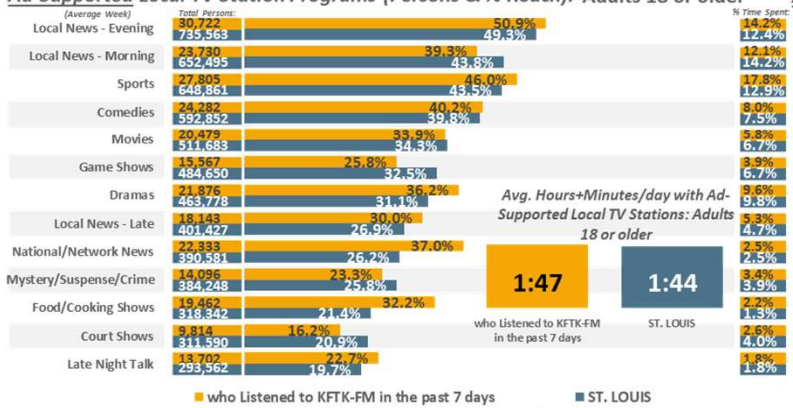
Local TV Station Programs (Persons & % Reach): Adults 18 or older



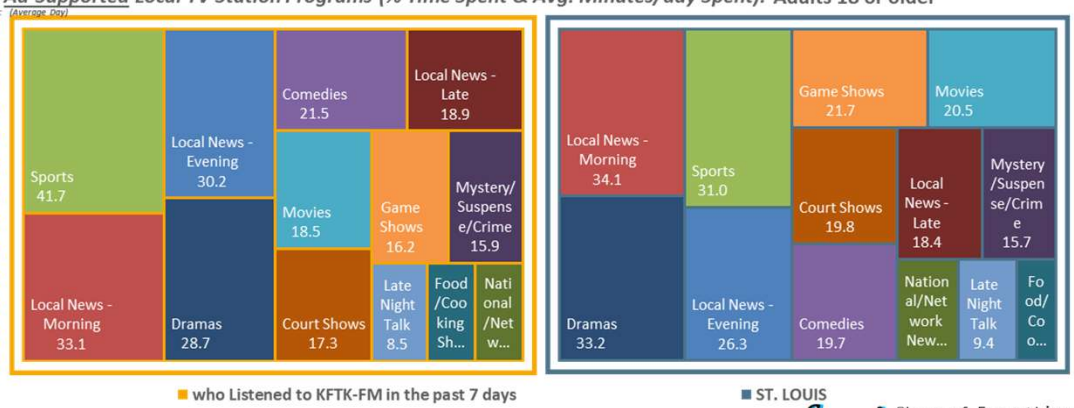
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 72

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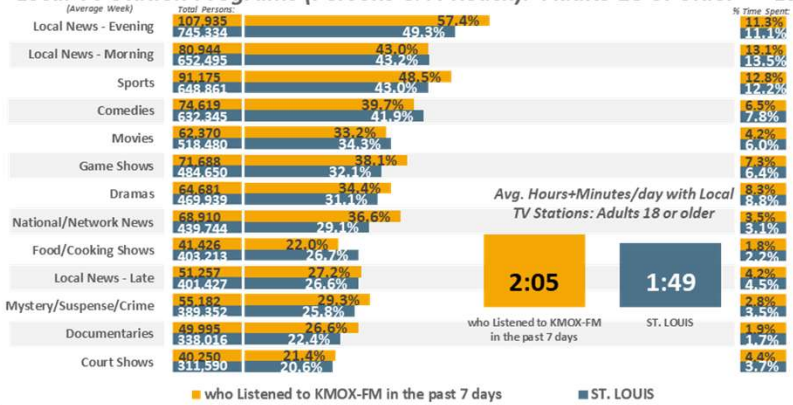
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Radio Stations: KFTK-FM

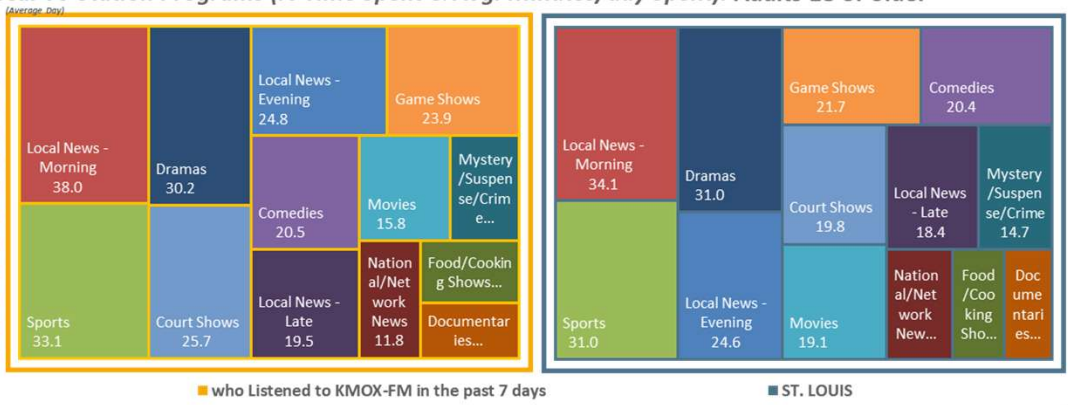
1120 AM • 98.7 FM
KMOX
The Voice of St. Louis

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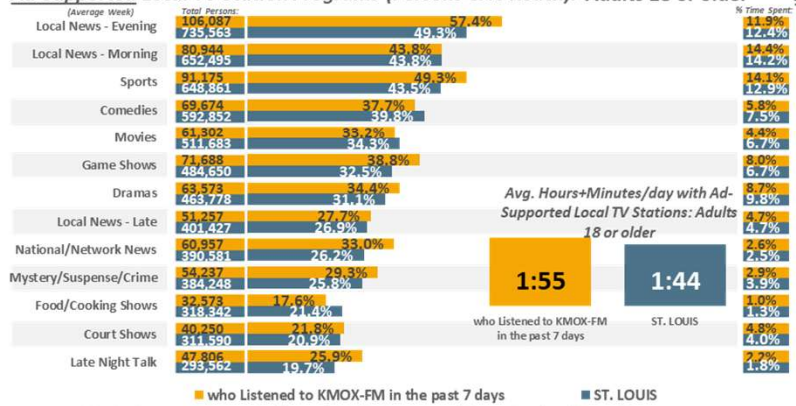
Local TV Station Programs (Persons & % Reach): Adults 18 or older



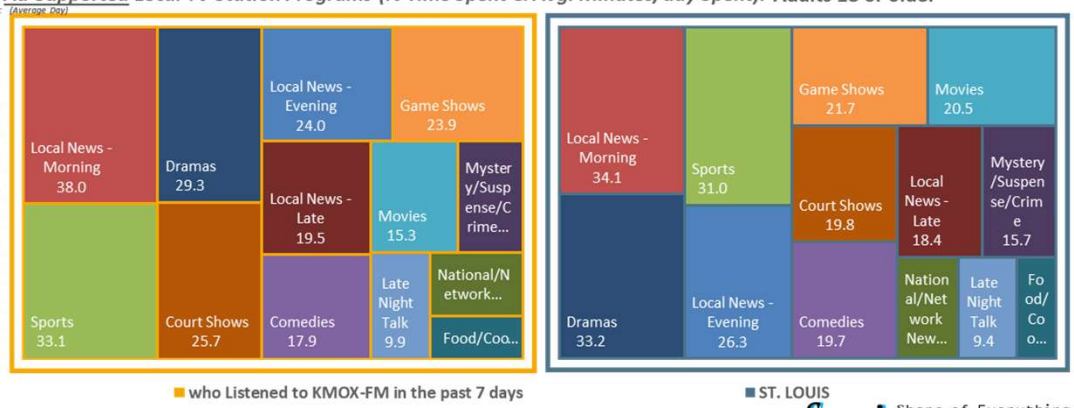
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 225

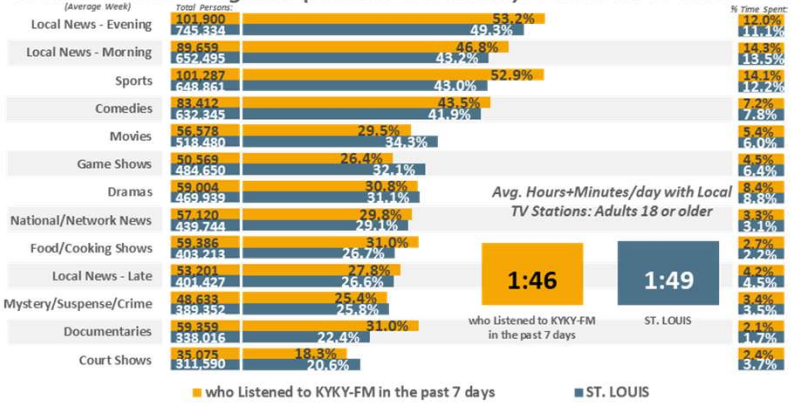
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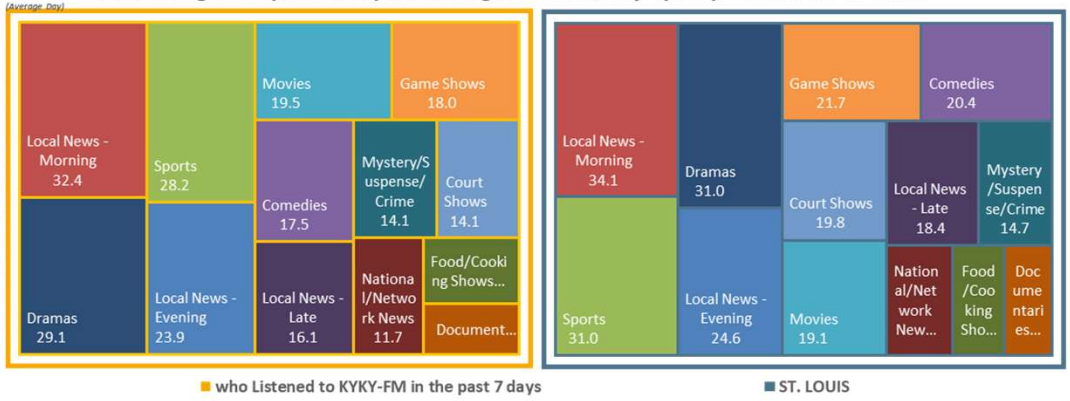
Radio Stations: KMOX-AM

189,139 or 67.9% of Adults 18 or older who Listened to KYKY-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Dramas, and Movies.

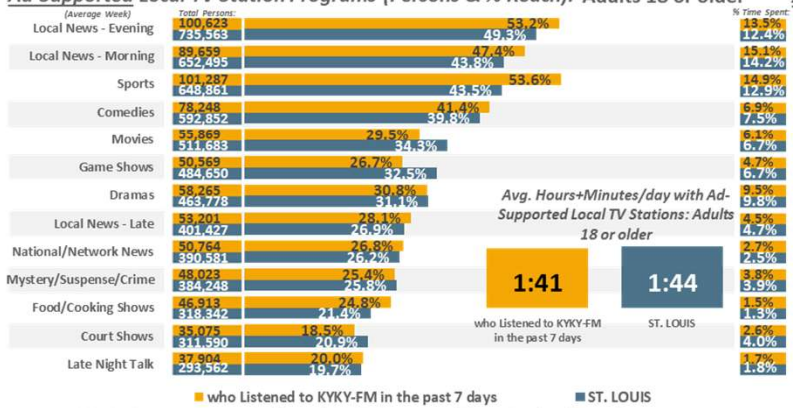
Local TV Station Programs (Persons & % Reach): Adults 18 or older



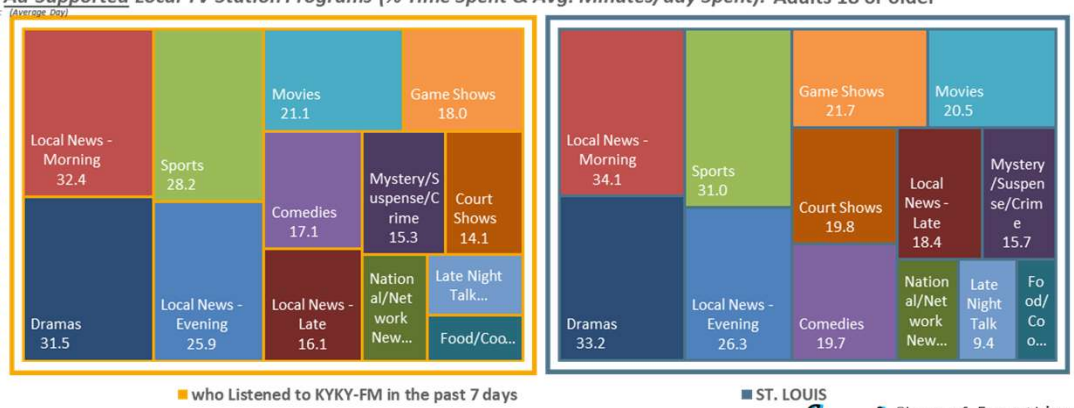
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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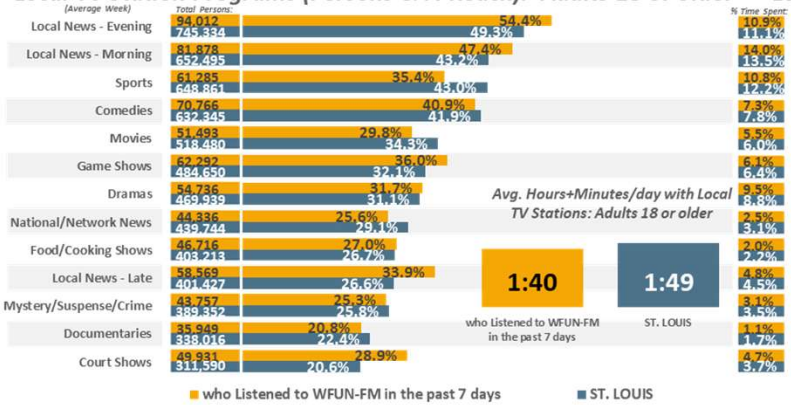
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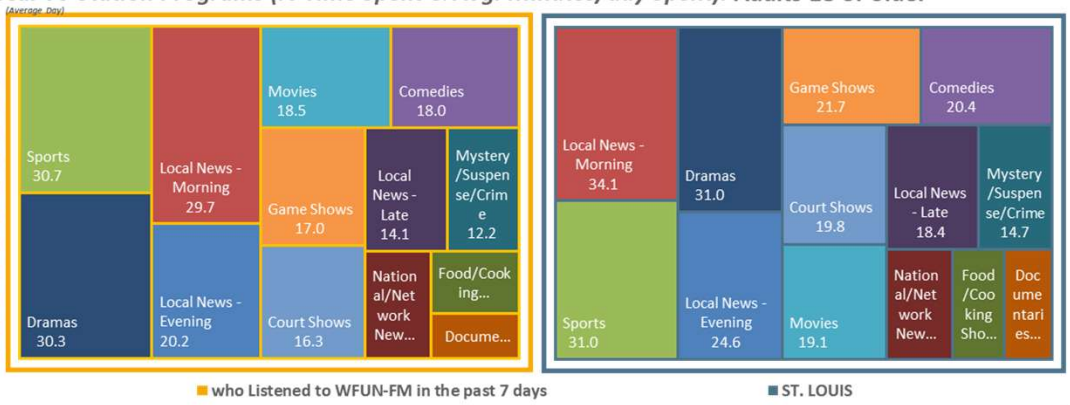
Radio Stations: KYKY-FM

169,624 or 69.6% of Adults 18 or older who Listened to WFUN-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Comedies, Game Shows, Sports, and Local News - Late.

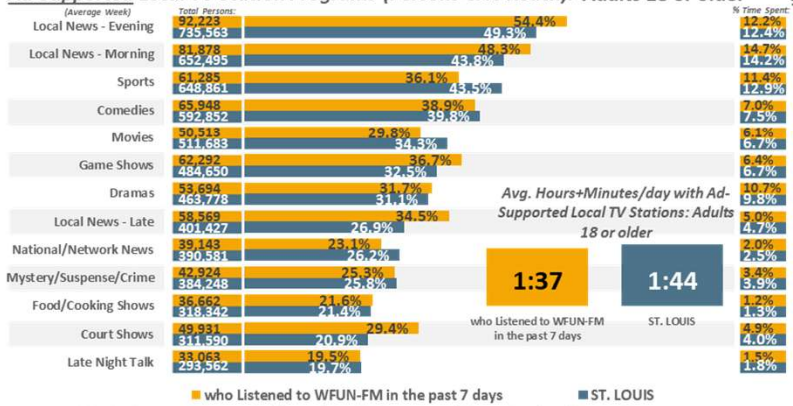
Local TV Station Programs (Persons & % Reach): Adults 18 or older



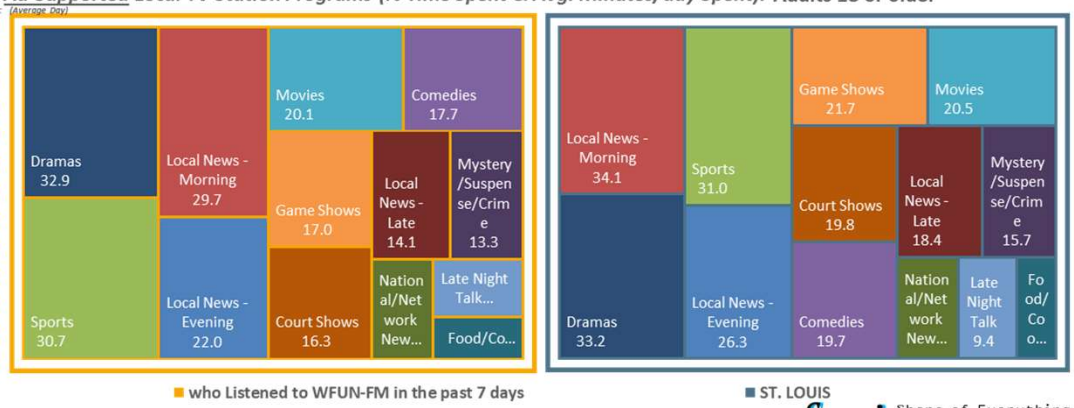
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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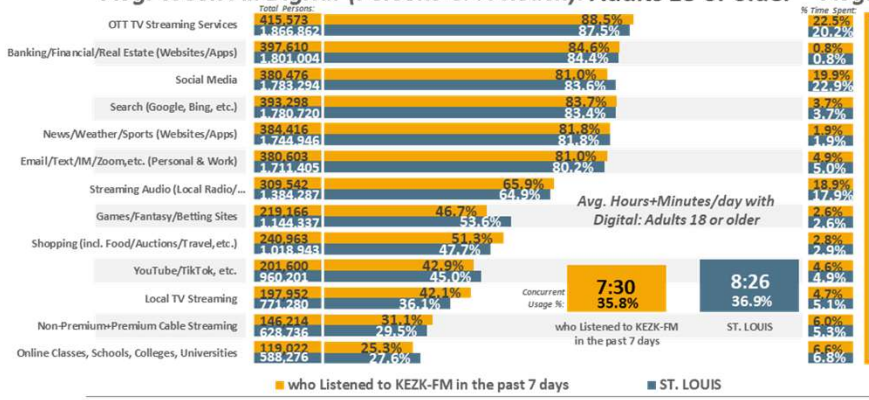
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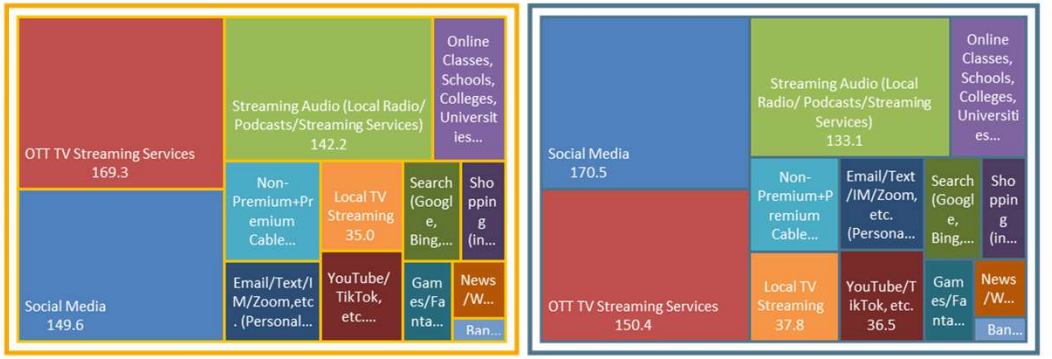
Radio Stations: WFUN-FM

333,654 or 71.% of Adults 18 or older who Listened to KEZK-FM in the past 7 days use Ad-Supported Social Media for an average of 131.2 minutes every day representing 24.2% of all time spent daily with Ad-Supported Digital Media.

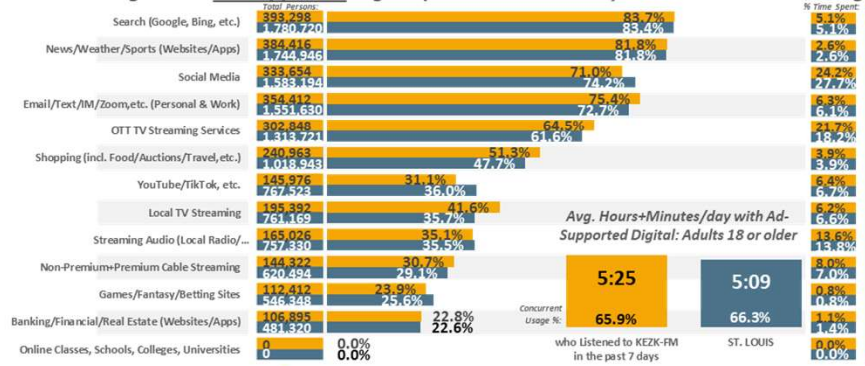
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



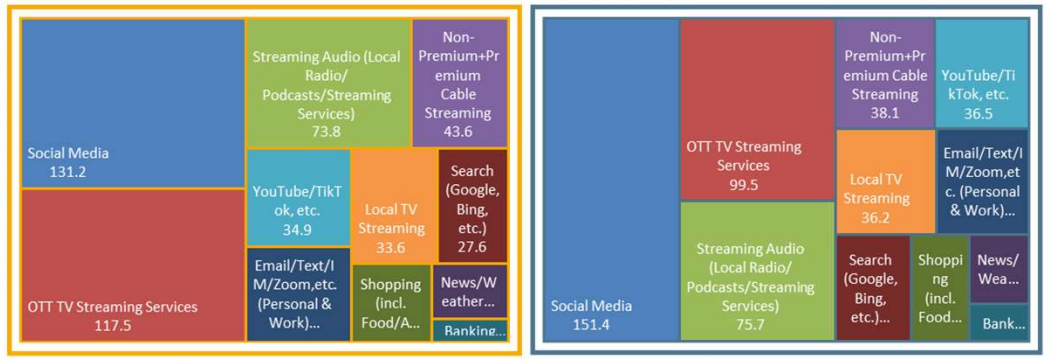
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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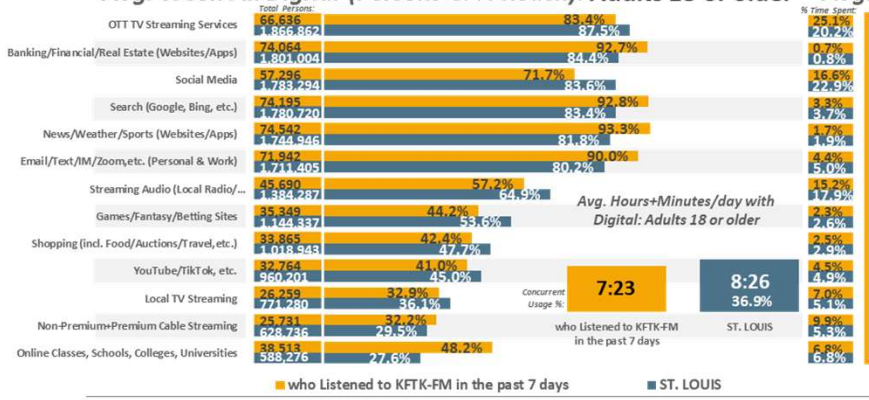
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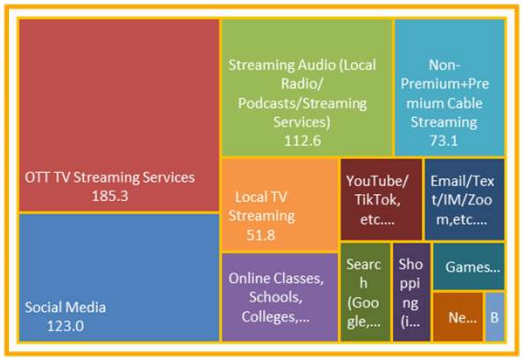
Radio Stations: KEZK-FM

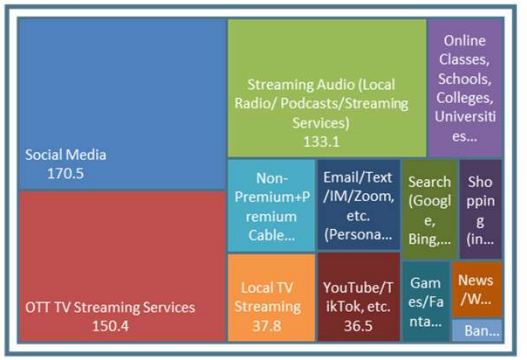
54,544 or 68.2% of Adults 18 or older who Listened to KFTK-FM in the past 7 days use Ad-Supported Social Media for an average of 117.1 minutes every day representing 20.8% of all time spent daily with Ad-Supported Digital Media.

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

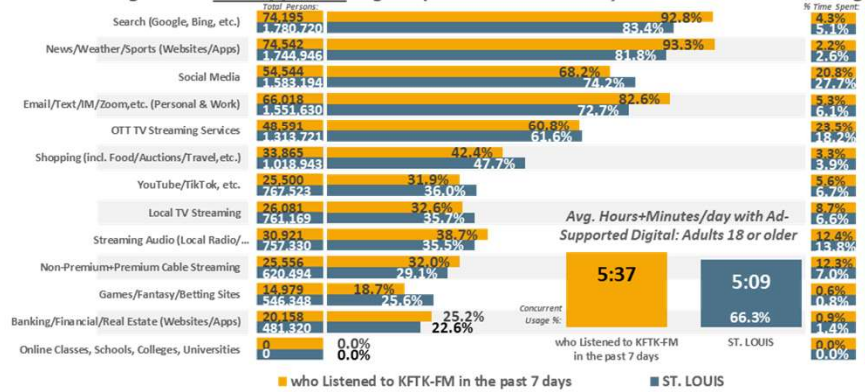


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

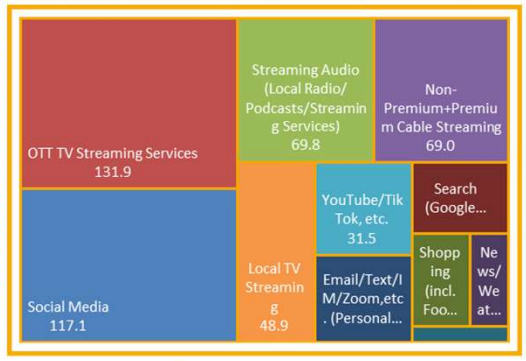


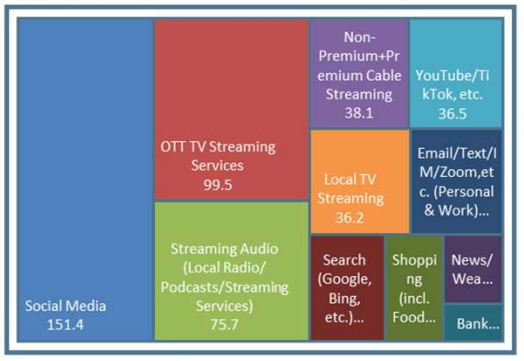


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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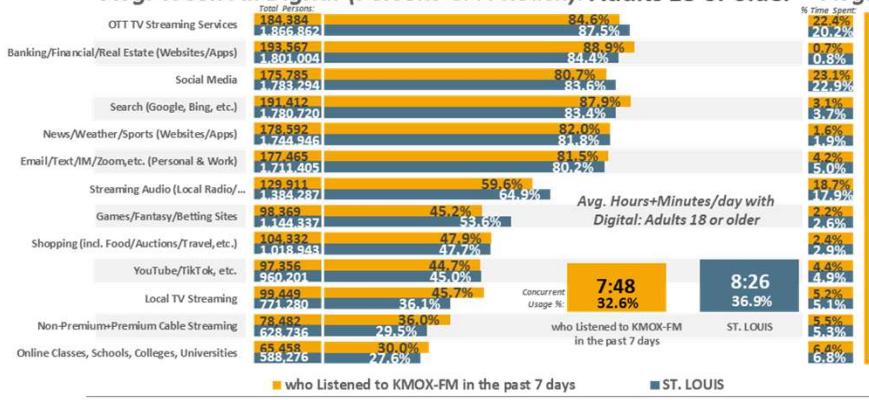
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Radio Stations: KFTK-FM

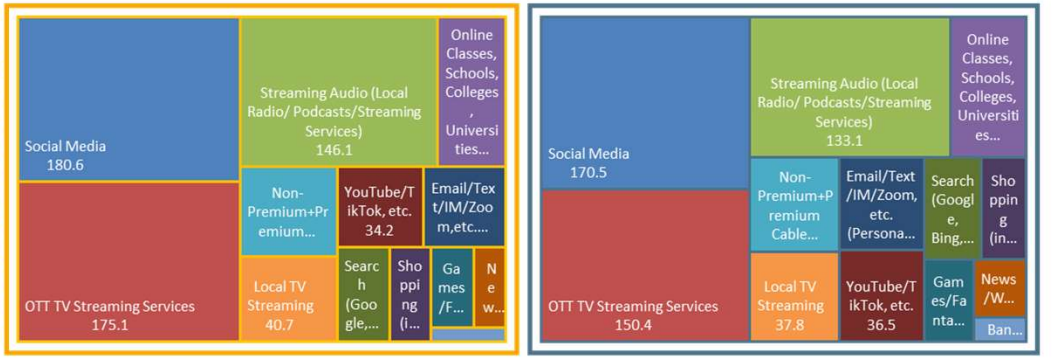
1120 AM • 98.7 FM
KMOX
The Voice of St. Louis

161,316 or 74.1% of Adults 18 or older who Listened to KMOX-FM in the past 7 days use Ad-Supported Social Media for an average of 165.7 minutes every day representing 29.6% of all time spent daily with Ad-Supported Digital Media.

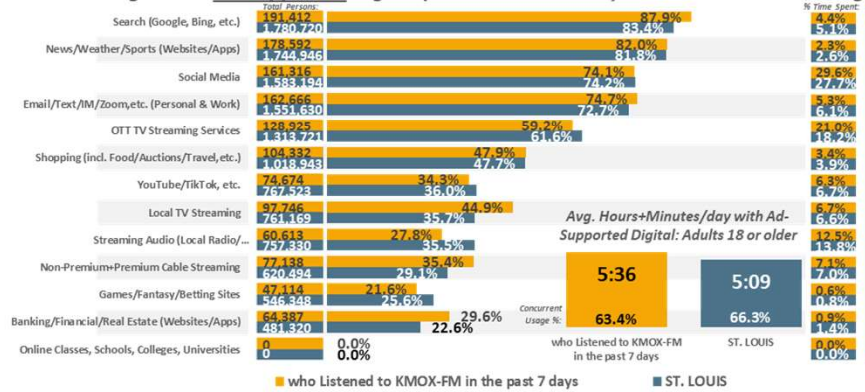
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



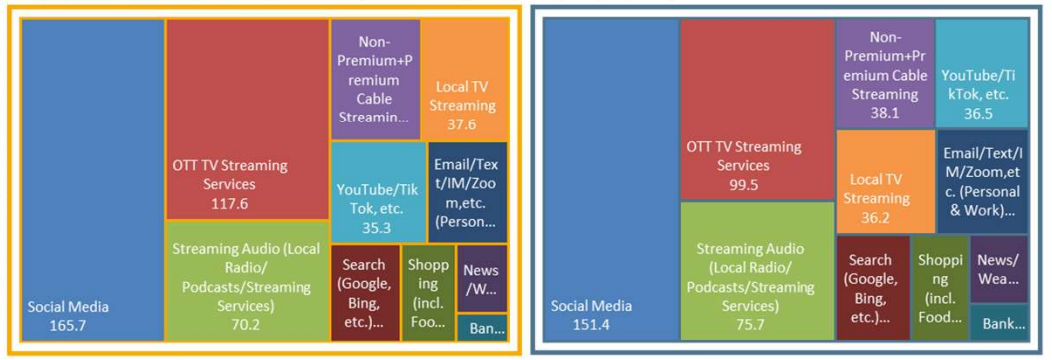
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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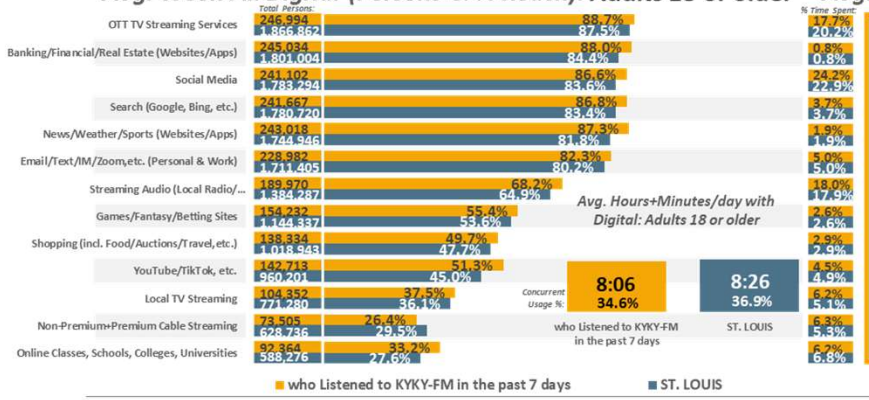
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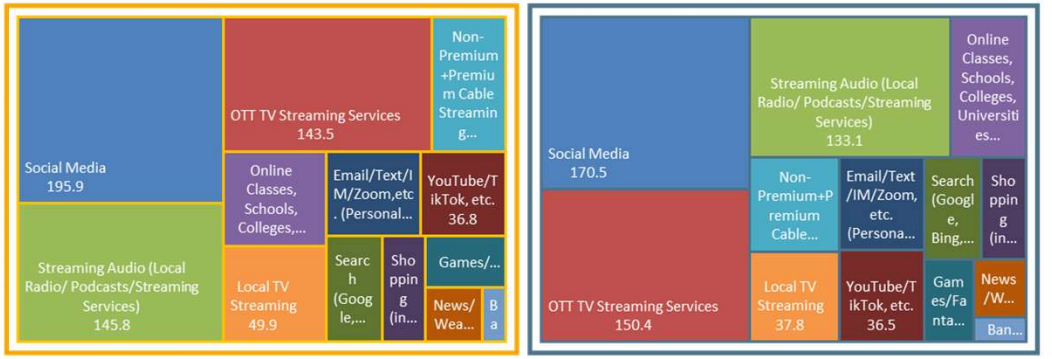
Radio Stations: KMOX-AM

218,802 or 78.6% of Adults 18 or older who Listened to KYKY-FM in the past 7 days use Ad-Supported Social Media for an average of 177.8 minutes every day representing 29.6% of all time spent daily with Ad-Supported Digital Media.

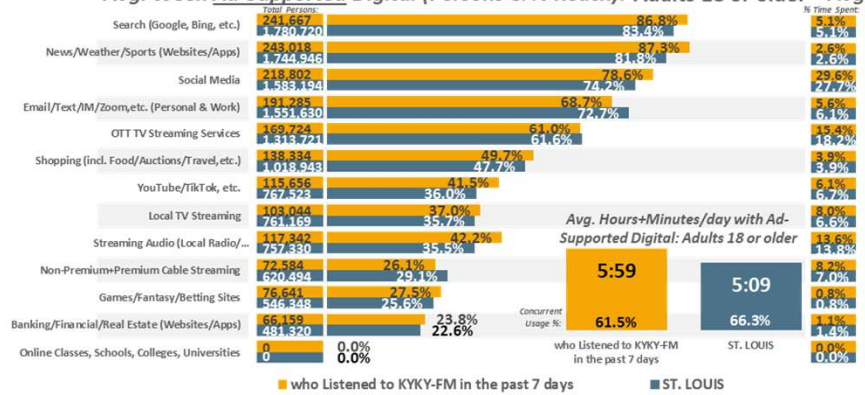
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



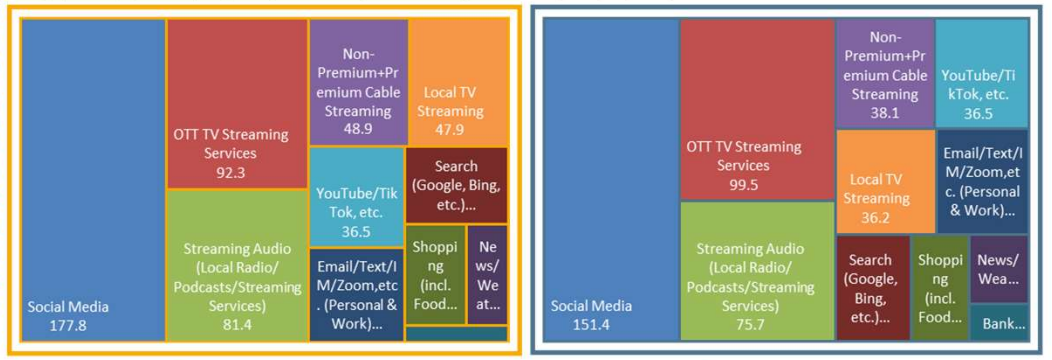
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 264

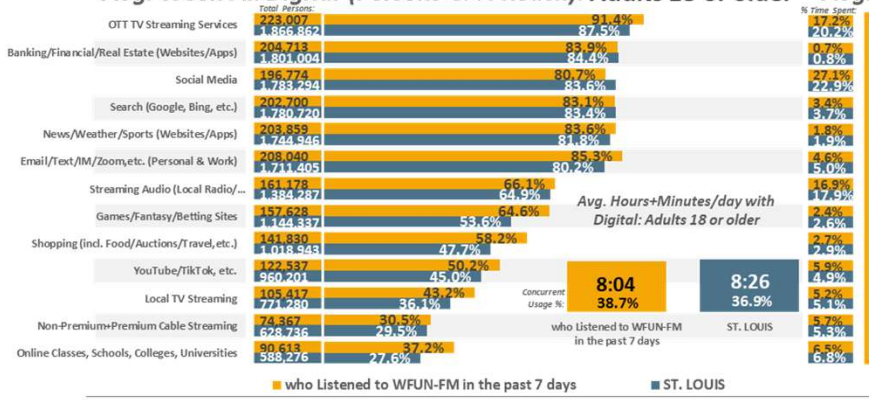
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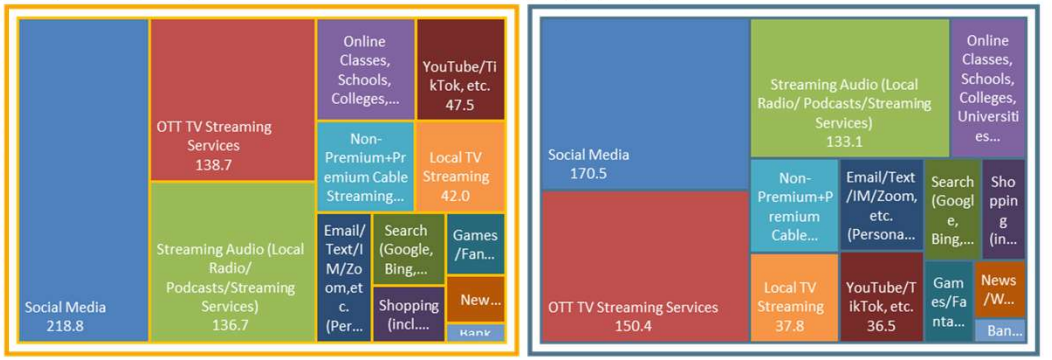
Radio Stations: KYKY-FM

170,710 or 70.% of Adults 18 or older who Listened to WFUN-FM in the past 7 days use Ad-Supported Social Media for an average of 189.8 minutes every day representing 31.5% of all time spent daily with Ad-Supported Digital Media.

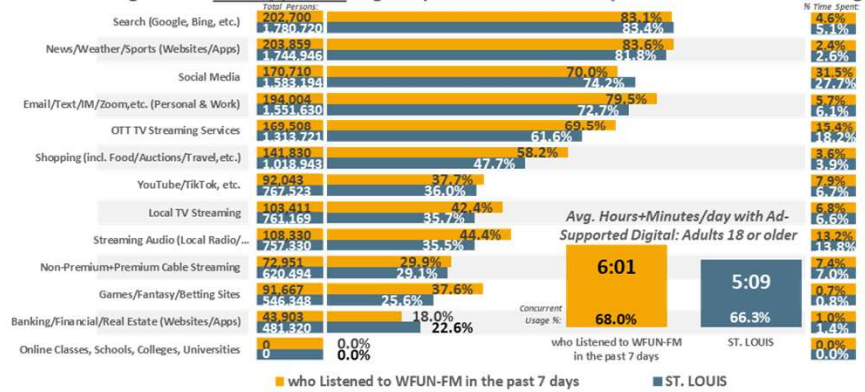
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



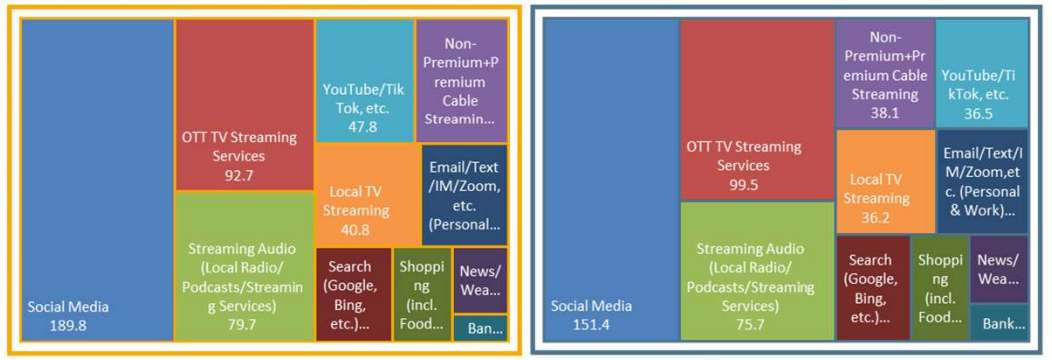
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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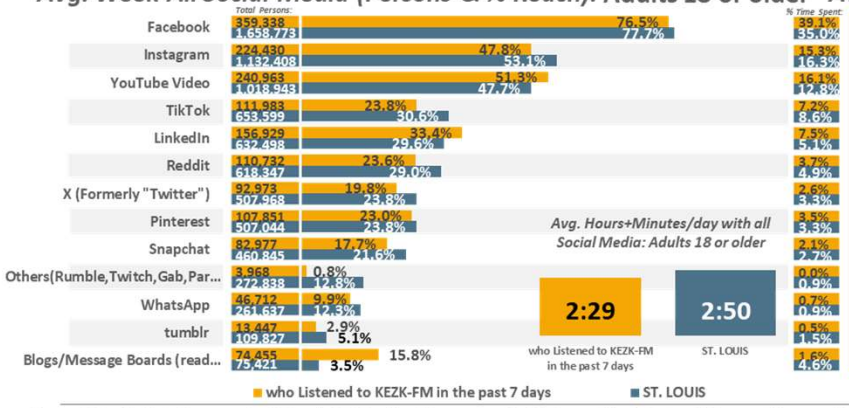
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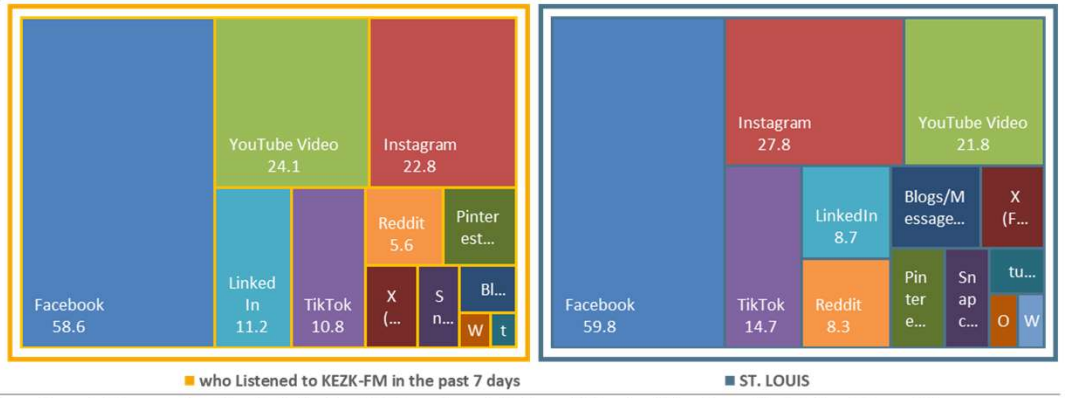
Radio Stations: WFUN-FM

333,654 or 71.% of Adults 18 or older who Listened to KEZK-FM in the past 7 days use Ad-Supported Facebook for an average of 49.3 minutes every day representing 37.6% of all time spent daily with Ad-Supported Social Media.

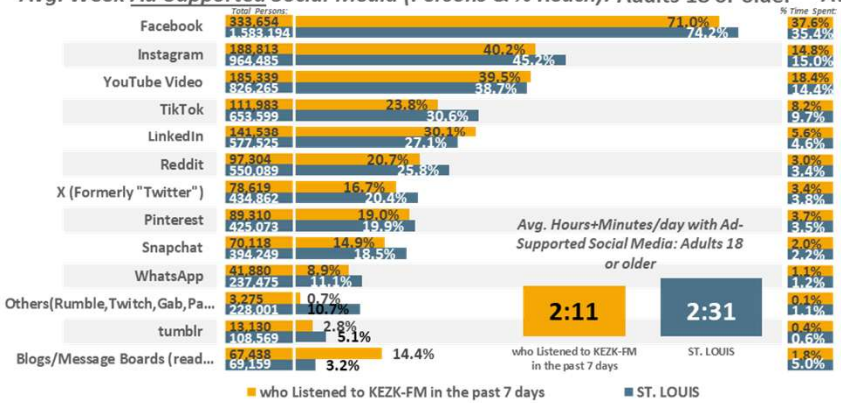
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



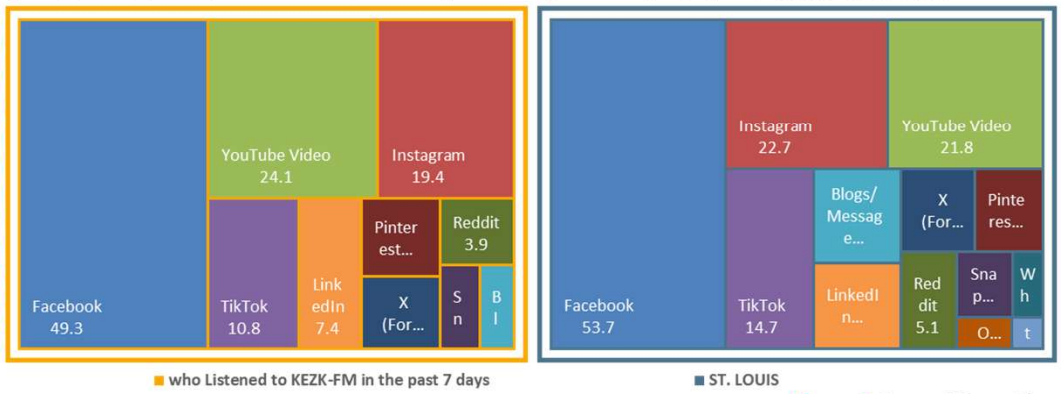
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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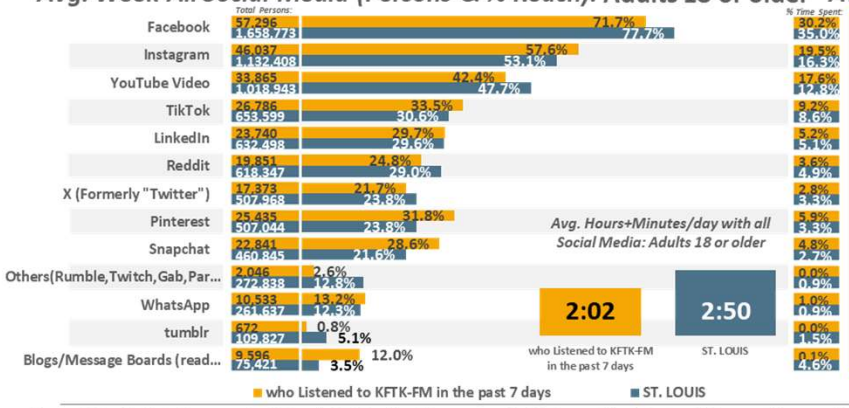
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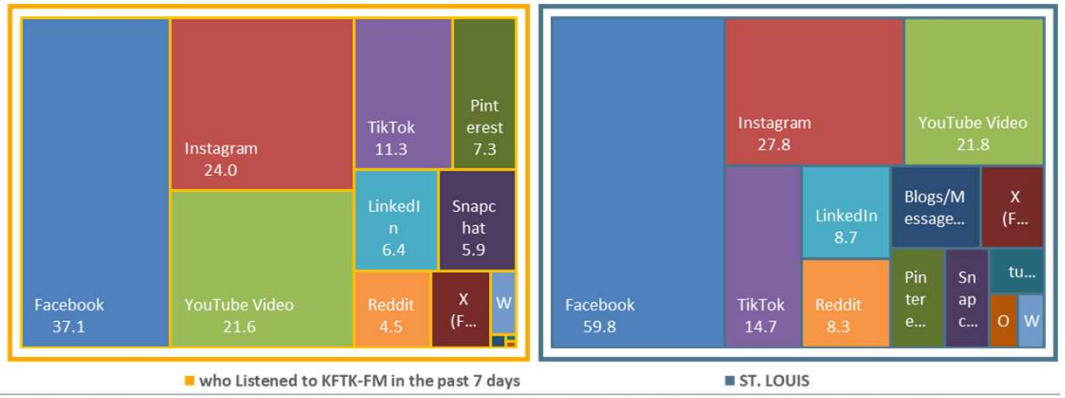
Radio Stations: KEZK-FM

54,544 or 68.2% of Adults 18 or older who Listened to KFTK-FM in the past 7 days use Ad-Supported Facebook for an average of 38.8 minutes every day representing 33.2% of all time spent daily with Ad-Supported Social Media.

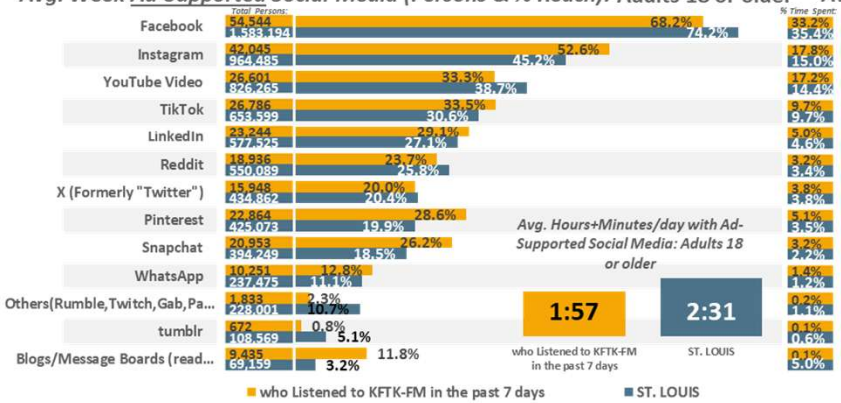
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



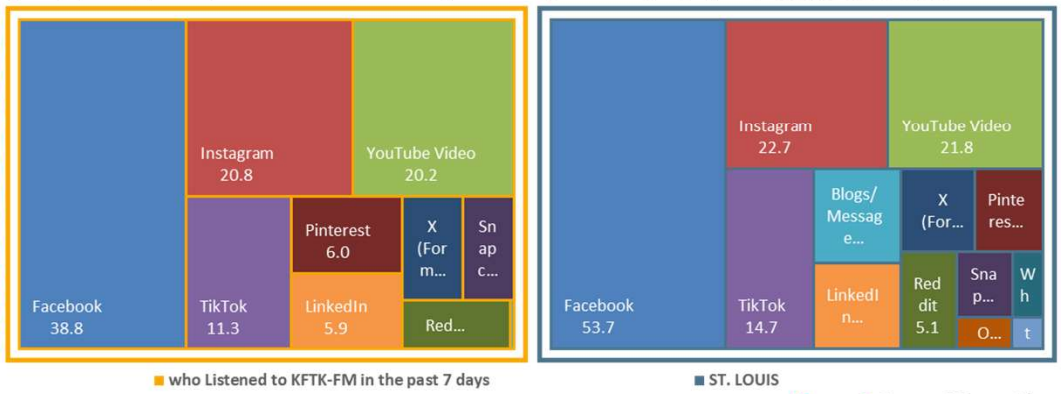
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 72

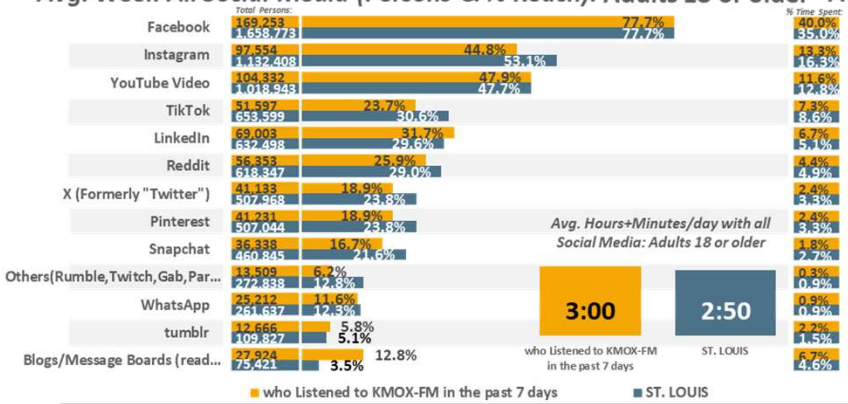
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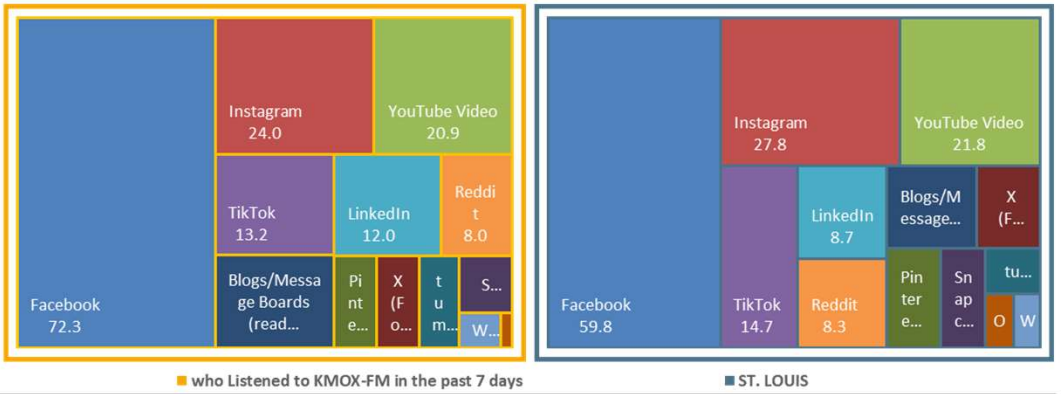
Radio Stations: KFTK-FM

161,316 or 74.1% of Adults 18 or older who Listened to KMOX-FM in the past 7 days use Ad-Supported Facebook for an average of 62.7 minutes every day representing 37.9% of all time spent daily with Ad-Supported Social Media.

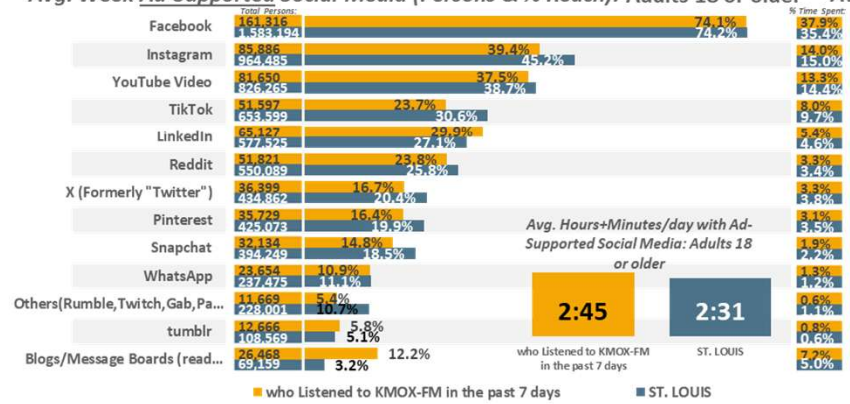
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



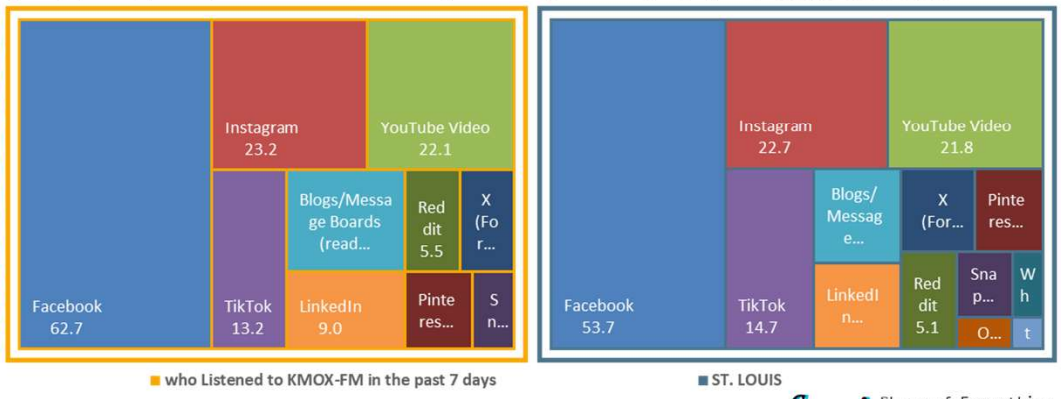
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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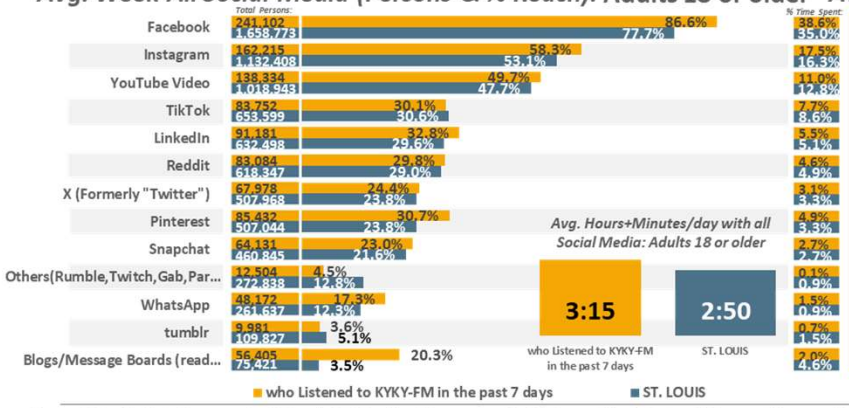
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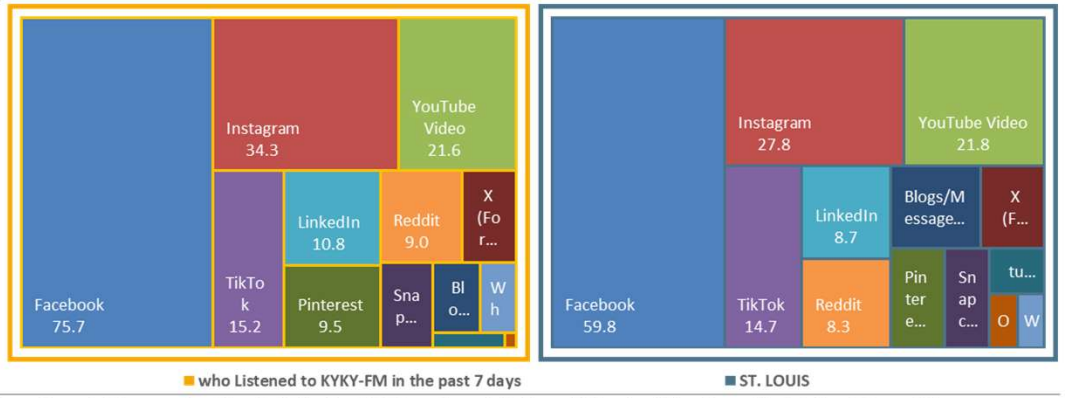
Radio Stations: KMOX-AM

218,802 or 78.6% of Adults 18 or older who Listened to KYKY-FM in the past 7 days use Ad-Supported Facebook for an average of 67.3 minutes every day representing 37.8% of all time spent daily with Ad-Supported Social Media.

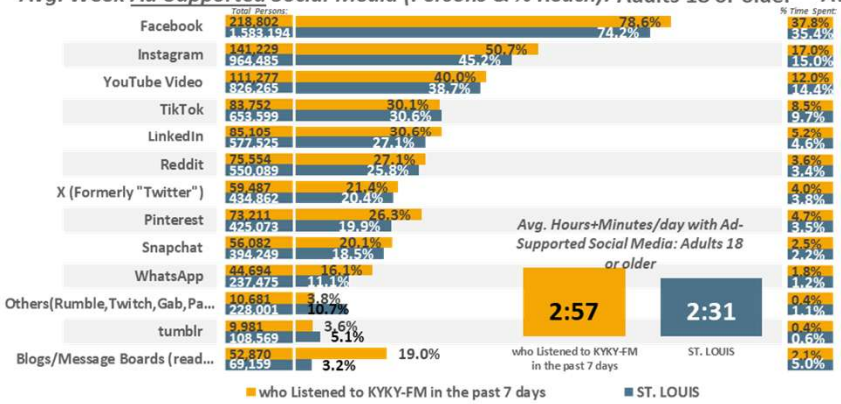
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



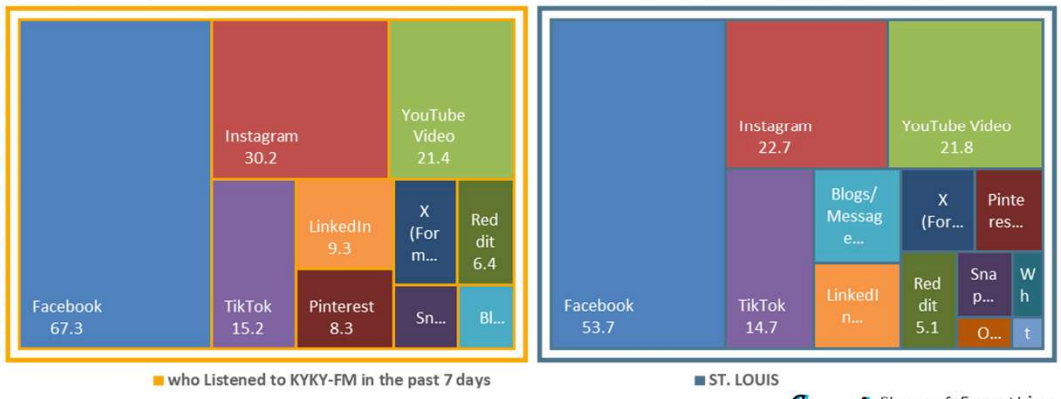
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 264

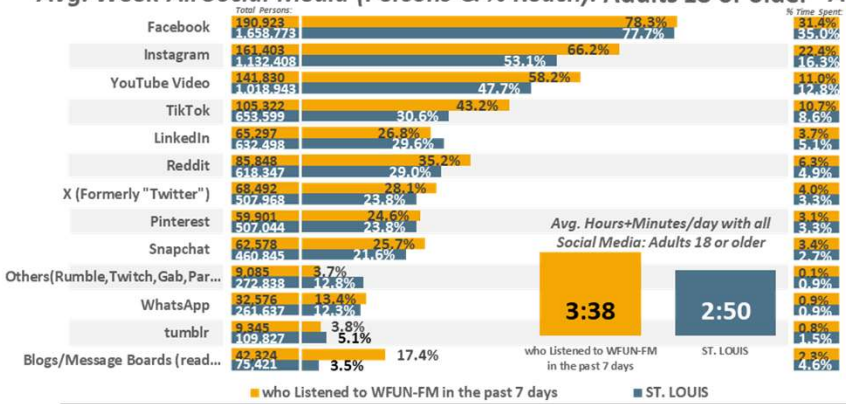
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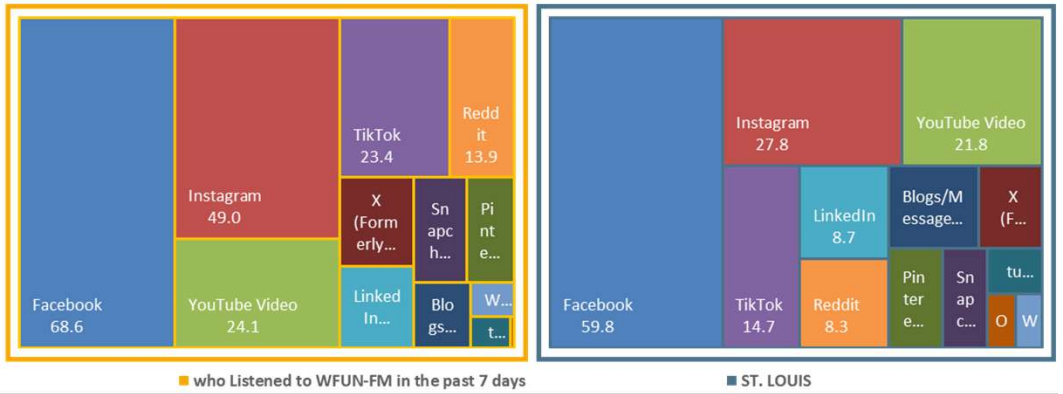
Radio Stations: KYKY-FM

170,710 or 70.% of Adults 18 or older who Listened to WFUN-FM in the past 7 days use Ad-Supported Facebook for an average of 63.5 minutes every day representing 33.5% of all time spent daily with Ad-Supported Social Media.

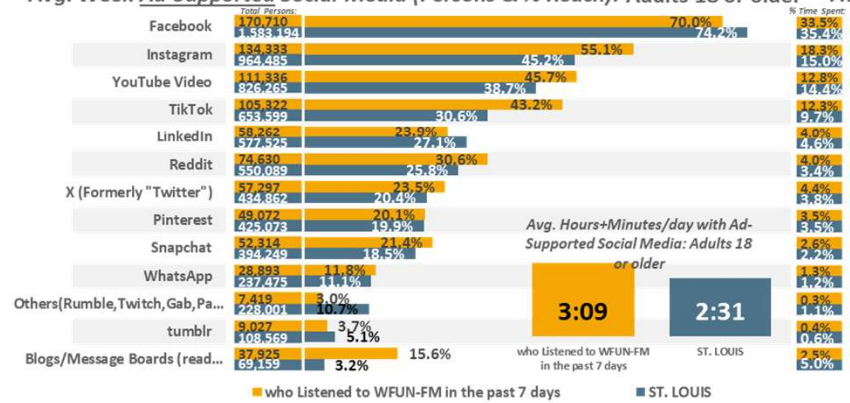
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



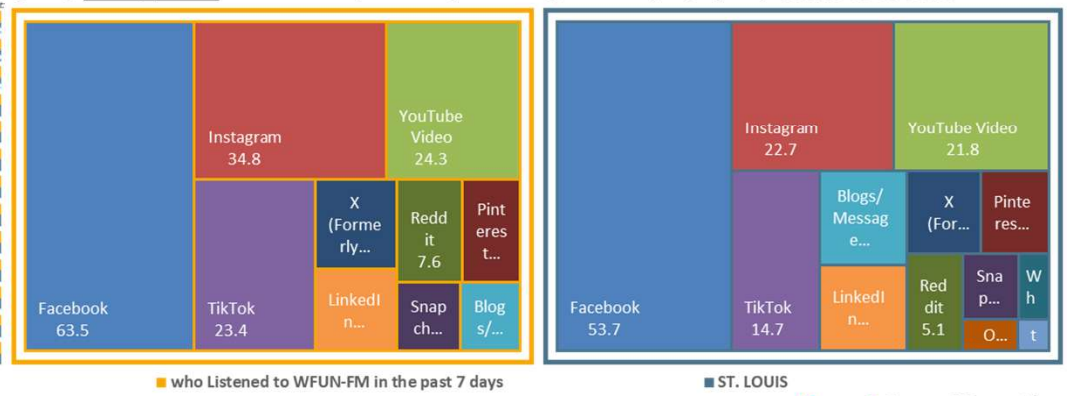
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



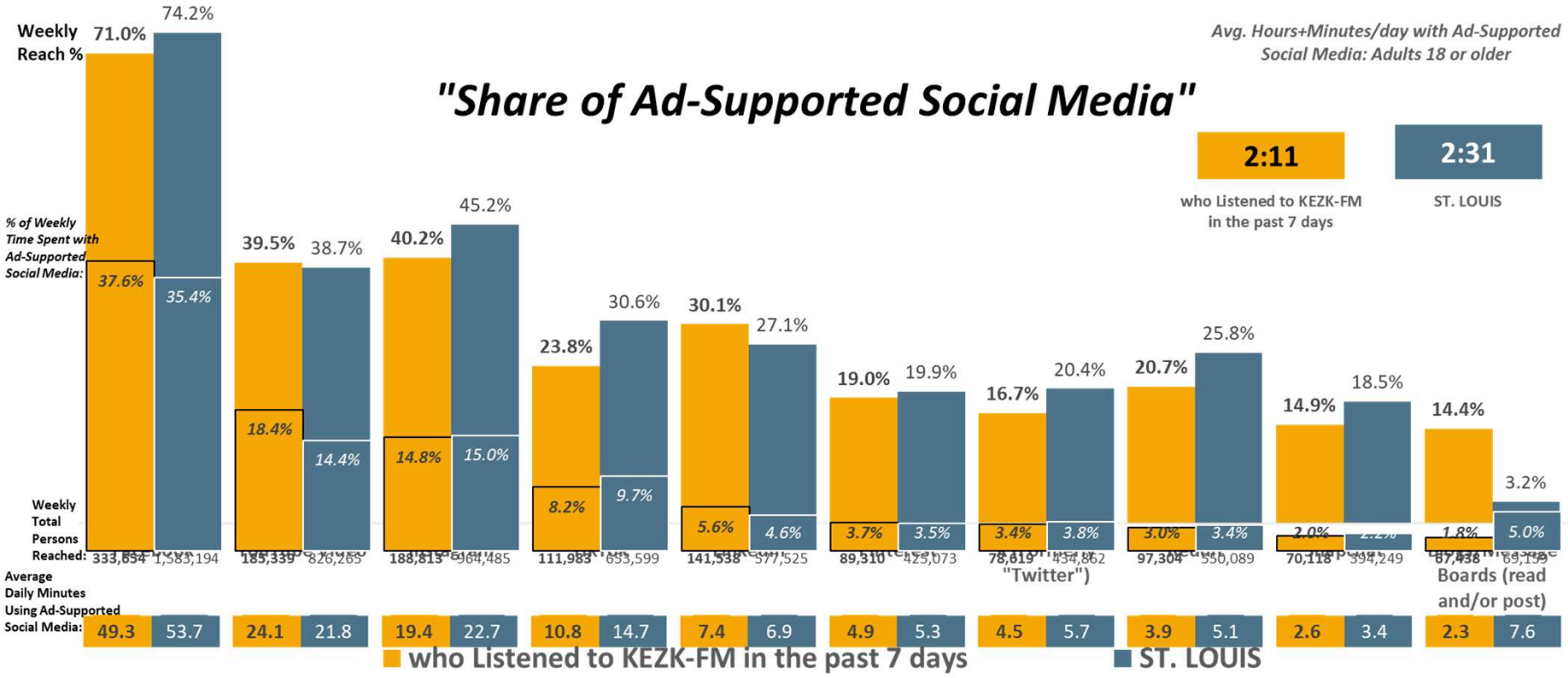
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 180

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Radio Stations: WFUN-FM

333,654 or 71.% of Adults 18 or older who Listened to KEZK-FM in the past 7 days use Ad-Supported Facebook for an average of 49.3 minutes every day representing 37.6% of all time spent daily with Ad-Supported Social Media.



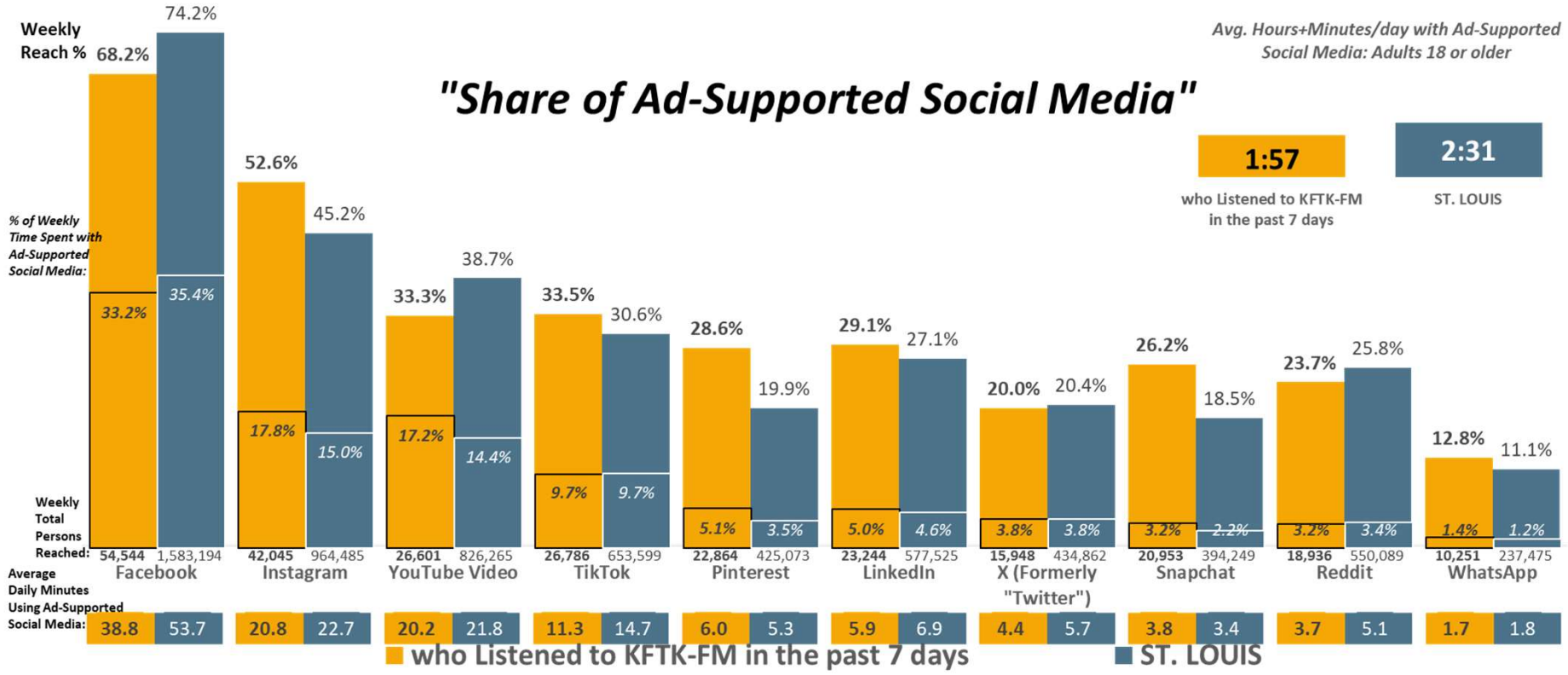
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 448 ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,904

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Radio Stations: KEZK-FM

54,544 or 68.2% of Adults 18 or older who Listened to KFTK-FM in the past 7 days use Ad-Supported Facebook for an average of 38.8 minutes every day representing 33.2% of all time spent daily with Ad-Supported Social Media.



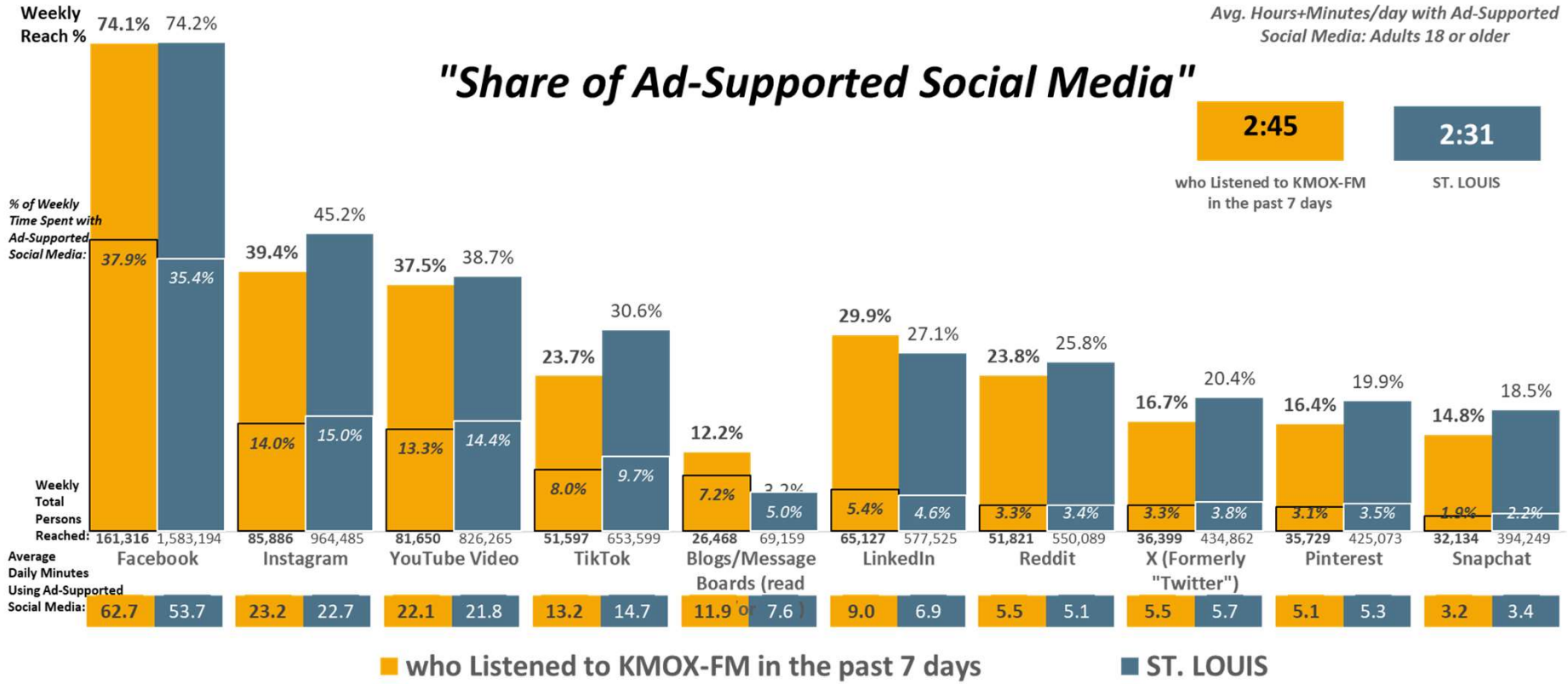
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 72 ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,904

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Radio Stations: KFTK-FM

161,316 or 74.1% of Adults 18 or older who Listened to KMOX-FM in the past 7 days use Ad-Supported Facebook for an average of 62.7 minutes every day representing 37.9% of all time spent daily with Ad-Supported Social Media.



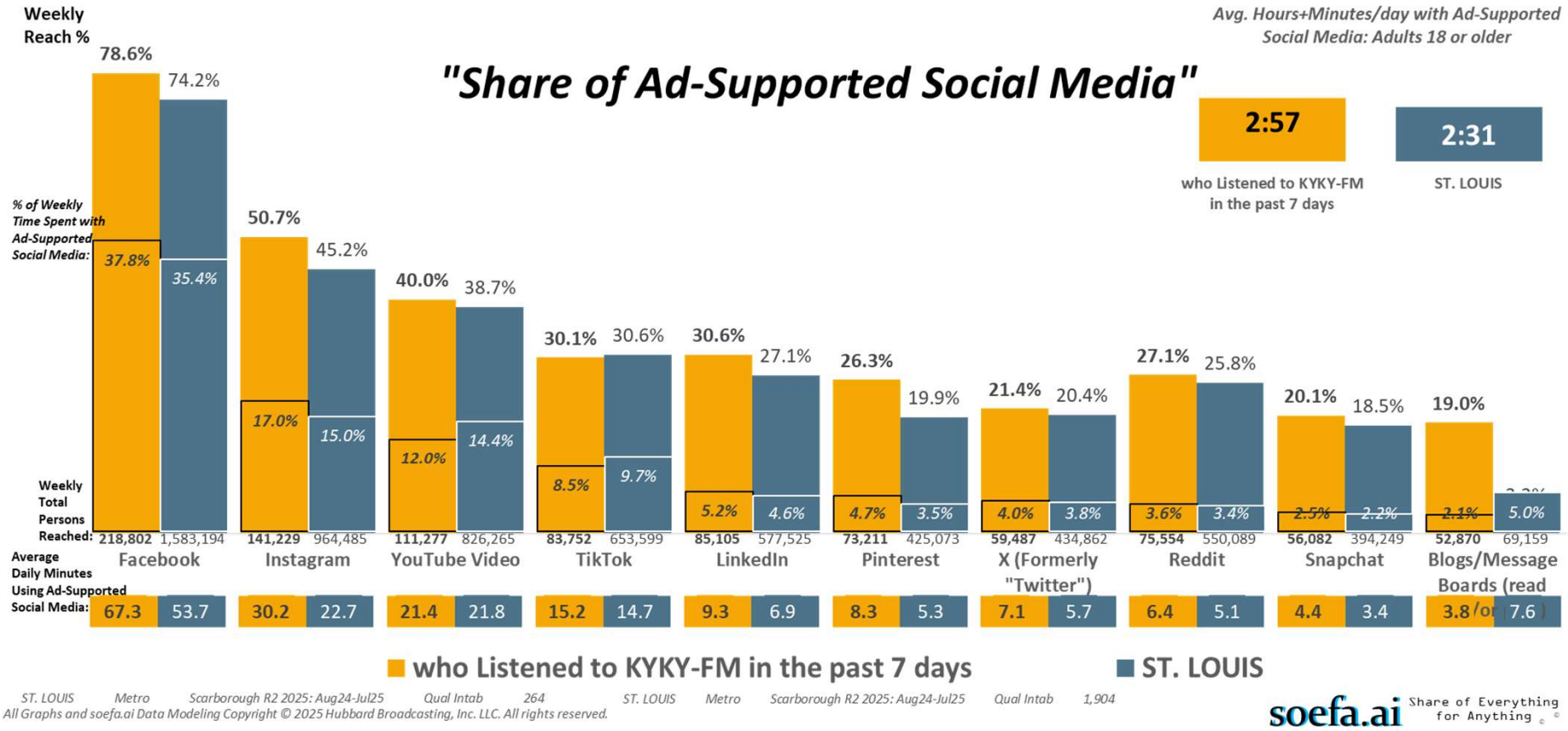
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 225 ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,904

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Radio Stations: KMOX-AM

218,802 or 78.6% of Adults 18 or older who Listened to KYKY-FM in the past 7 days use Ad-Supported Facebook for an average of 67.3 minutes every day representing 37.8% of all time spent daily with Ad-Supported Social Media.



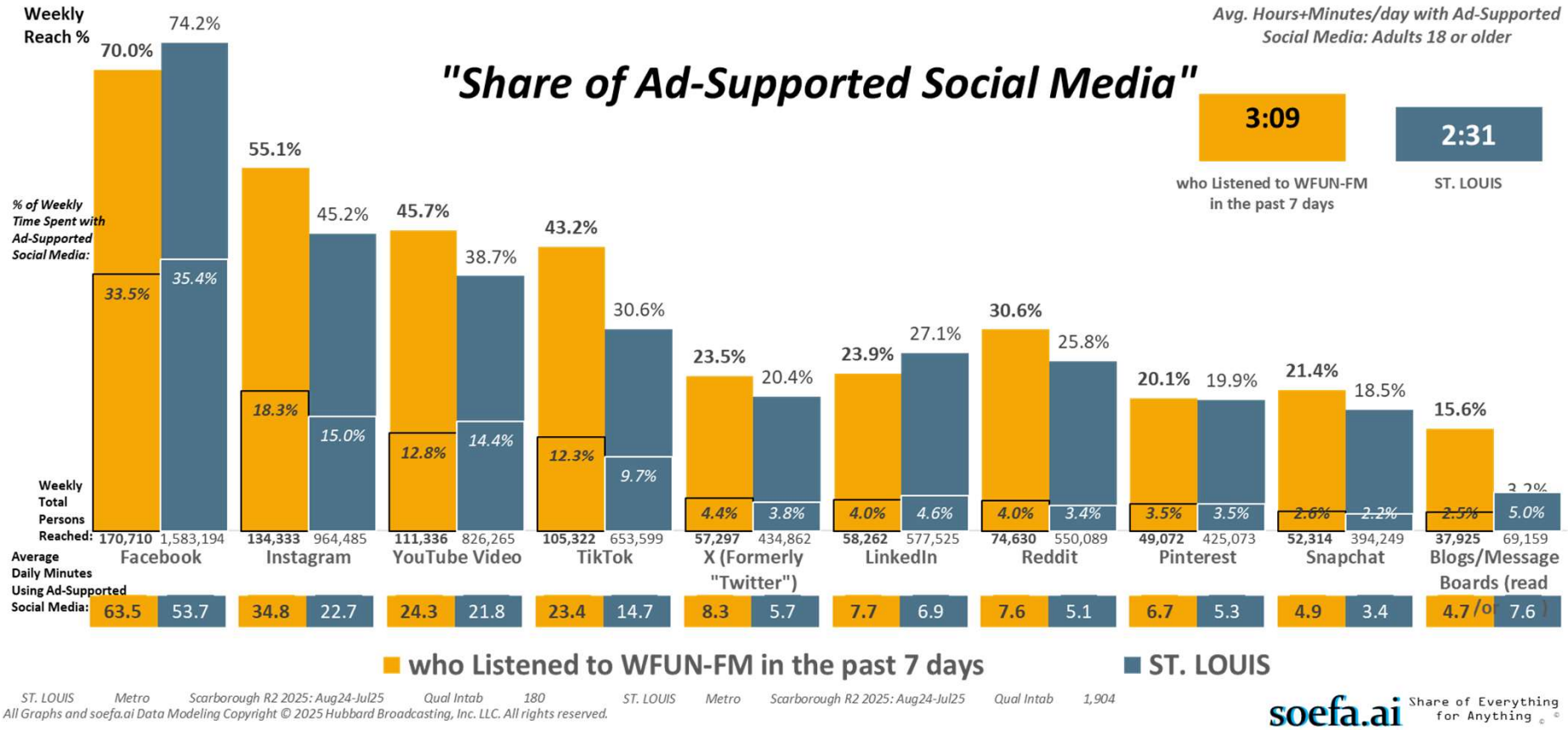
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 264 ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,904

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Radio Stations: KYKY-FM

170,710 or 70.% of Adults 18 or older who Listened to WFUN-FM in the past 7 days use Ad-Supported Facebook for an average of 63.5 minutes every day representing 33.5% of all time spent daily with Ad-Supported Social Media.



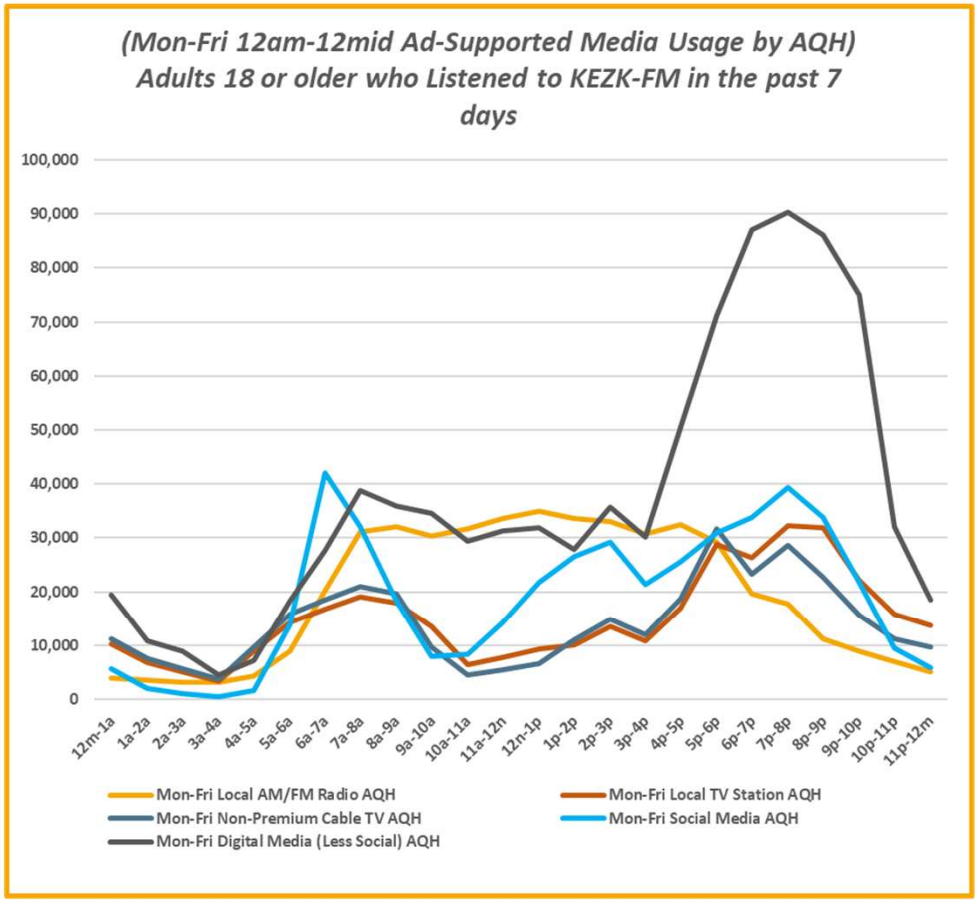
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 180 ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,904

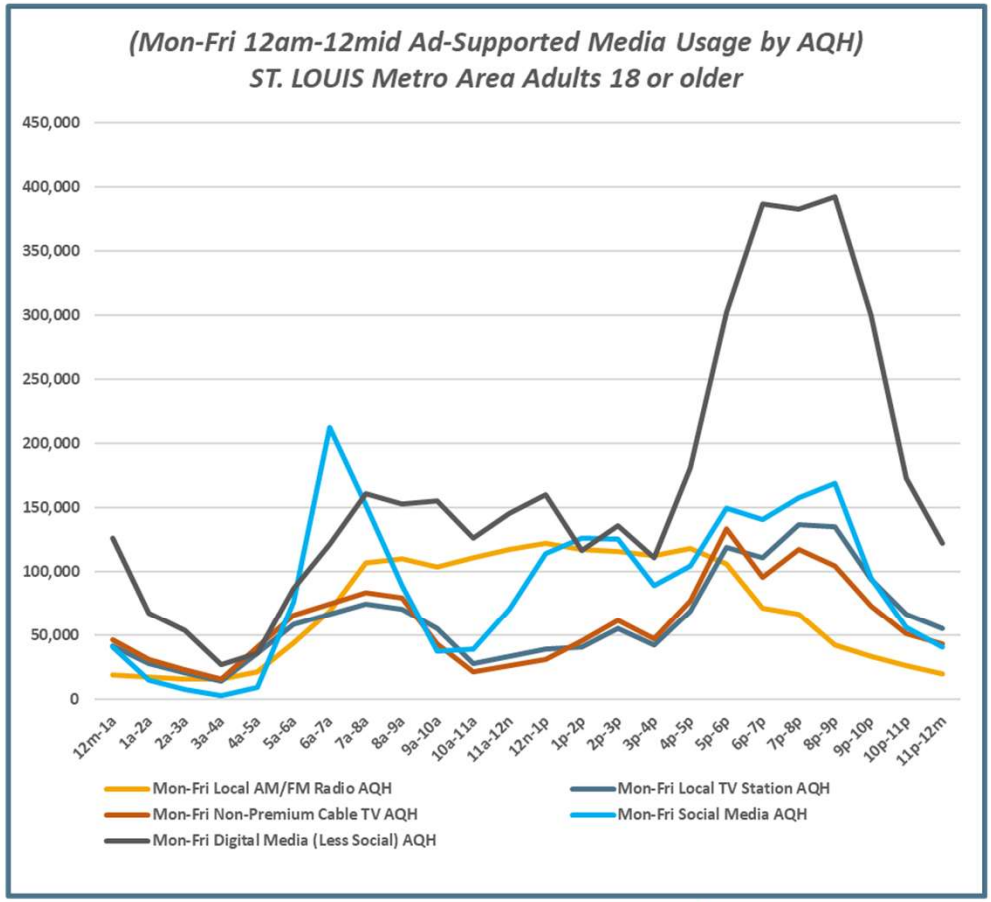
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Radio Stations: WFUN-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 40,934; Local Radio: 30,223; Social Media: 23,991; Local TV: 15,149; Non-Prem. Cable: 15,141 reaching Adults 18 or older who Listened to KEZK-FM in the past 7 days.





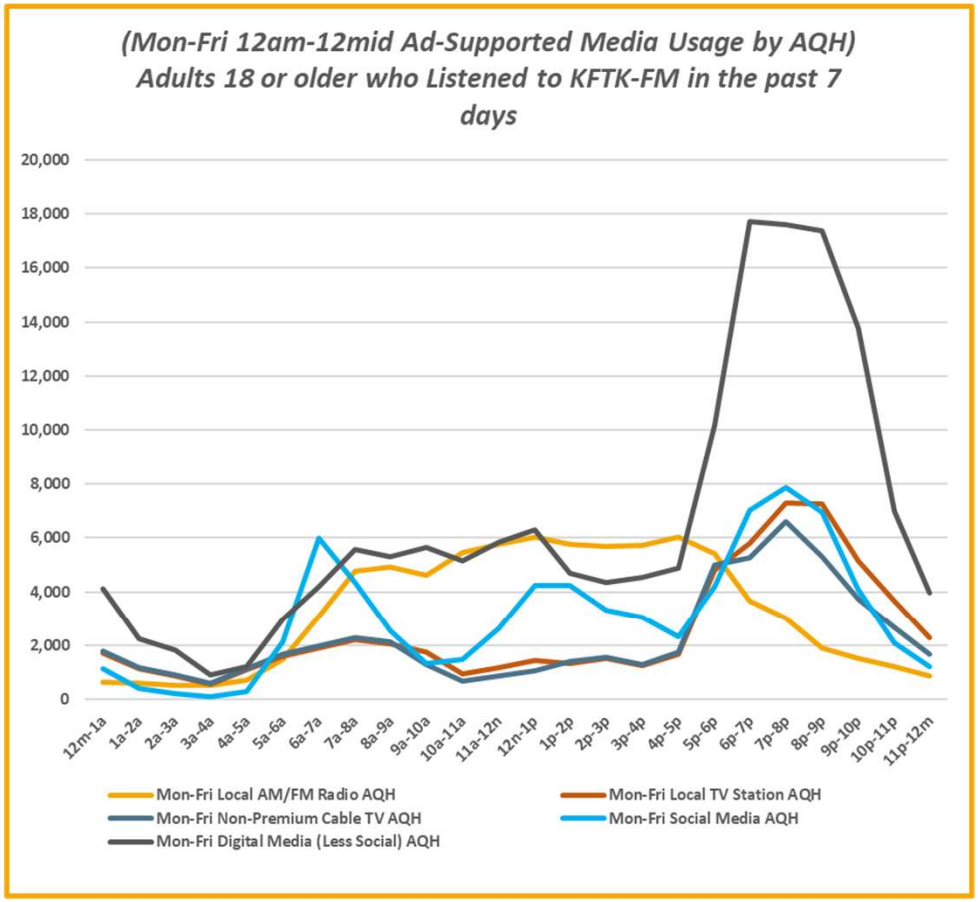
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 448

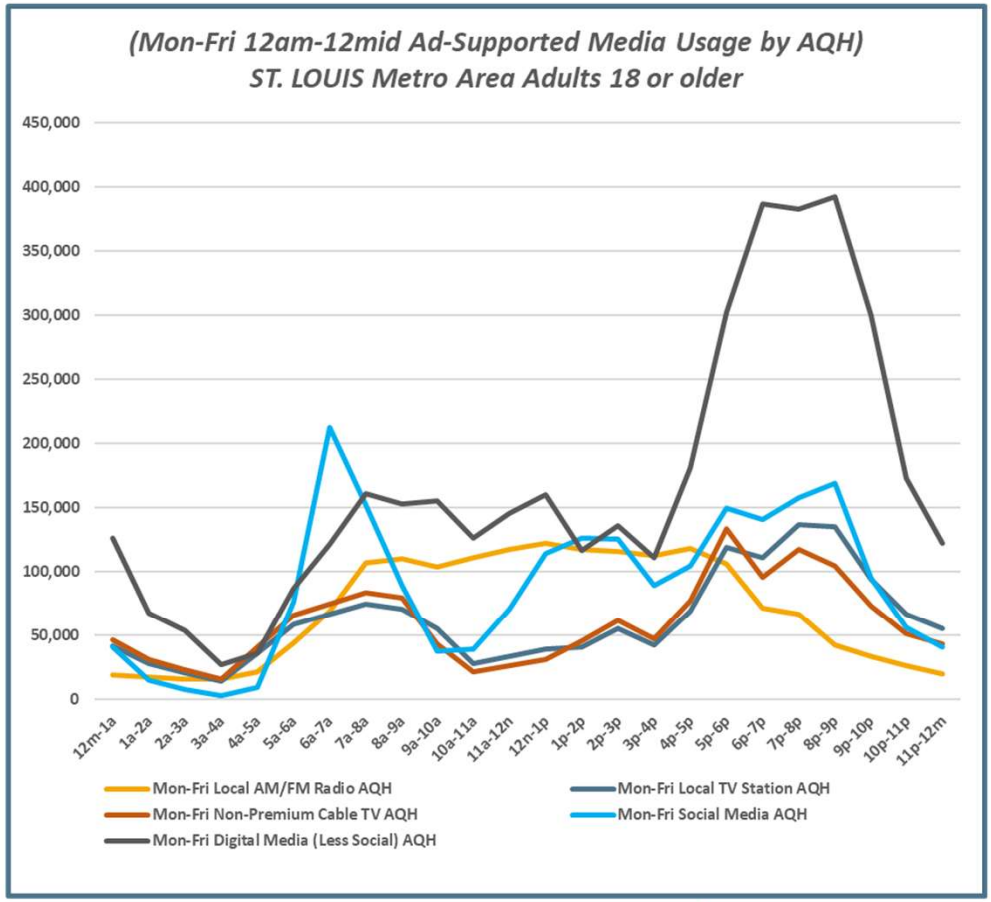
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Radio Stations: KEZK-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,496; Local Radio: 5,150; Social Media: 3,588; Local TV: 2,140; Non-Prem. Cable: 2,038 reaching Adults 18 or older who Listened to KFTK-FM in the past 7 days.





ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 72

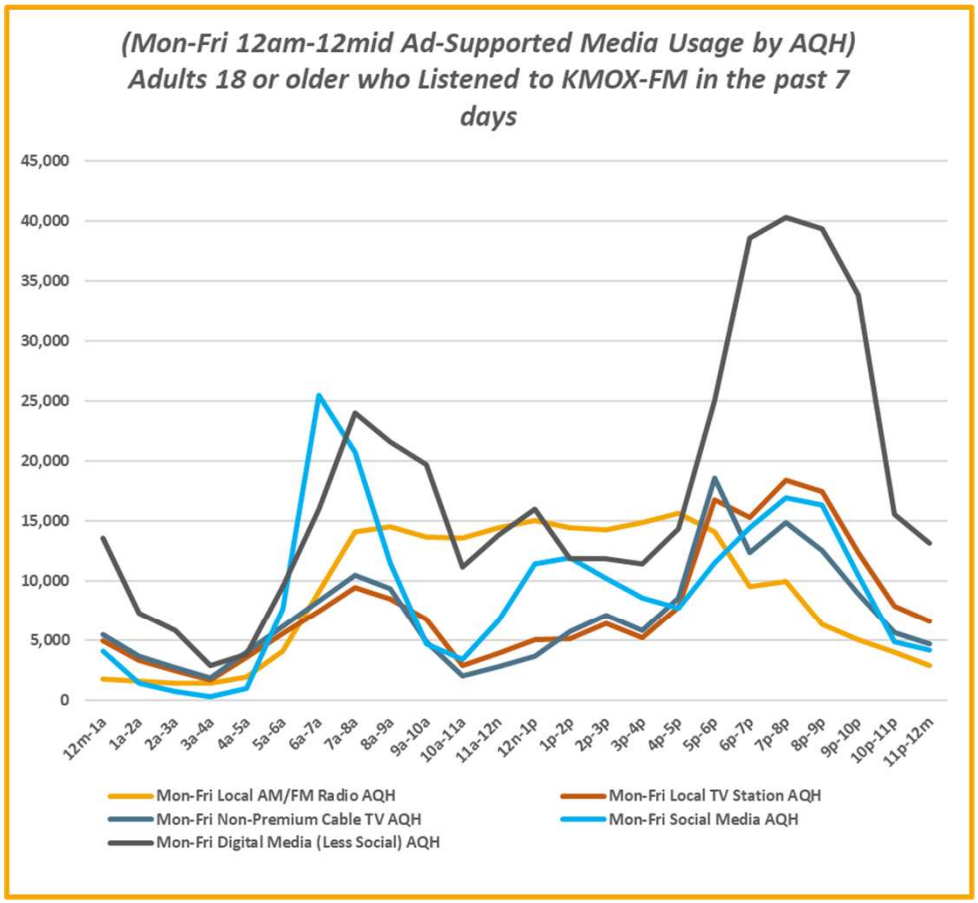
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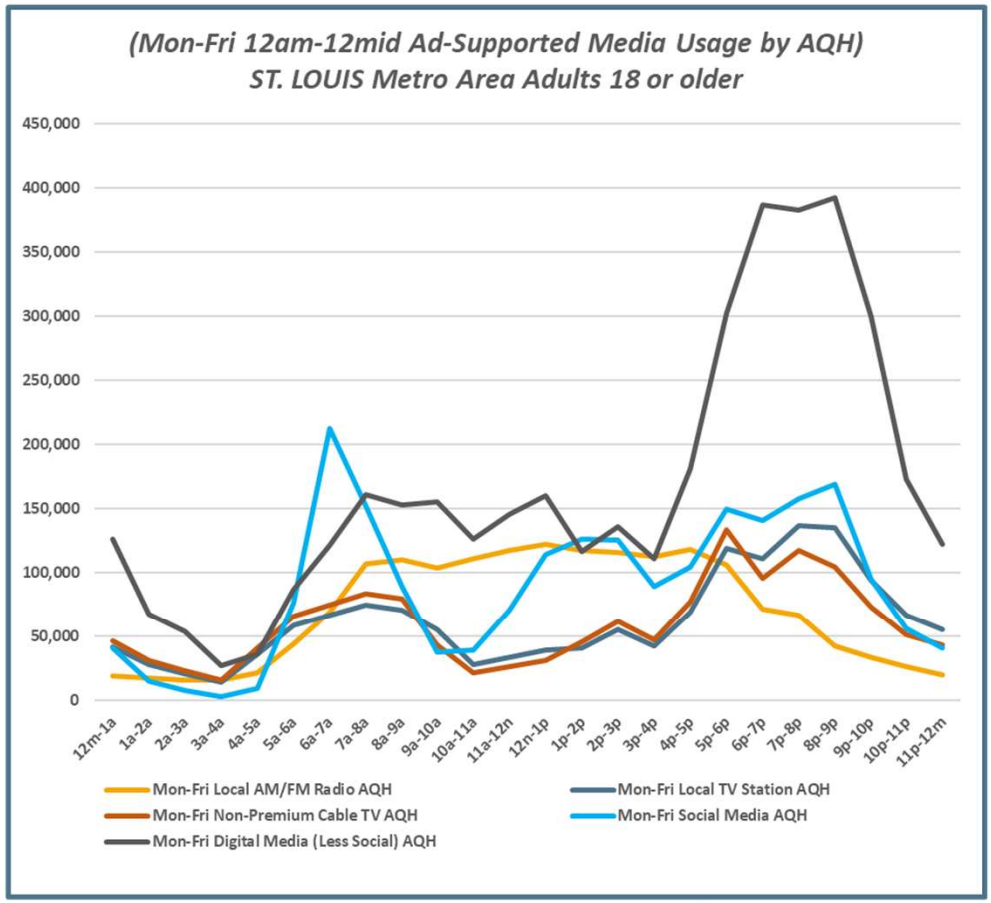
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Radio Stations: KFTK-FM

1120 AM • 98.7 FM
KMOX
The Voice of St. Louis

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 18,107; Local Radio: 13,633; Social Media: 11,399; Local TV: 7,745; Non-Prem. Cable: 7,672 reaching Adults 18 or older who Listened to KMOX-FM in the past 7 days.





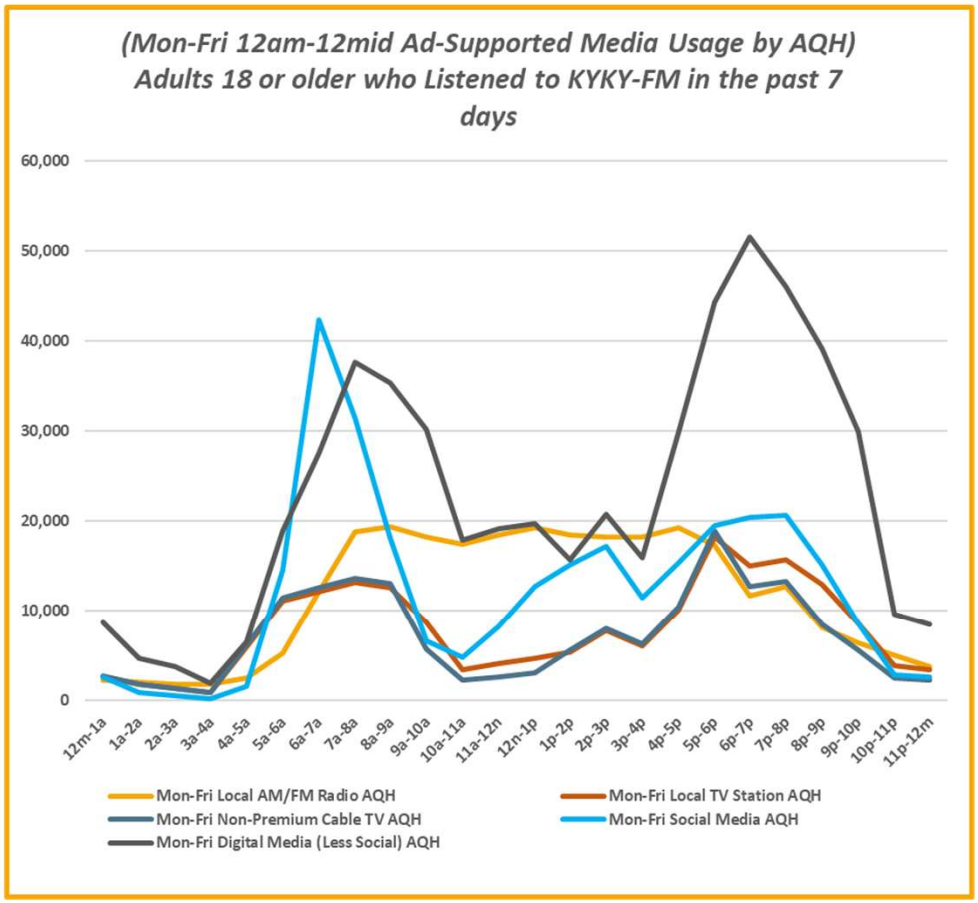
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 225

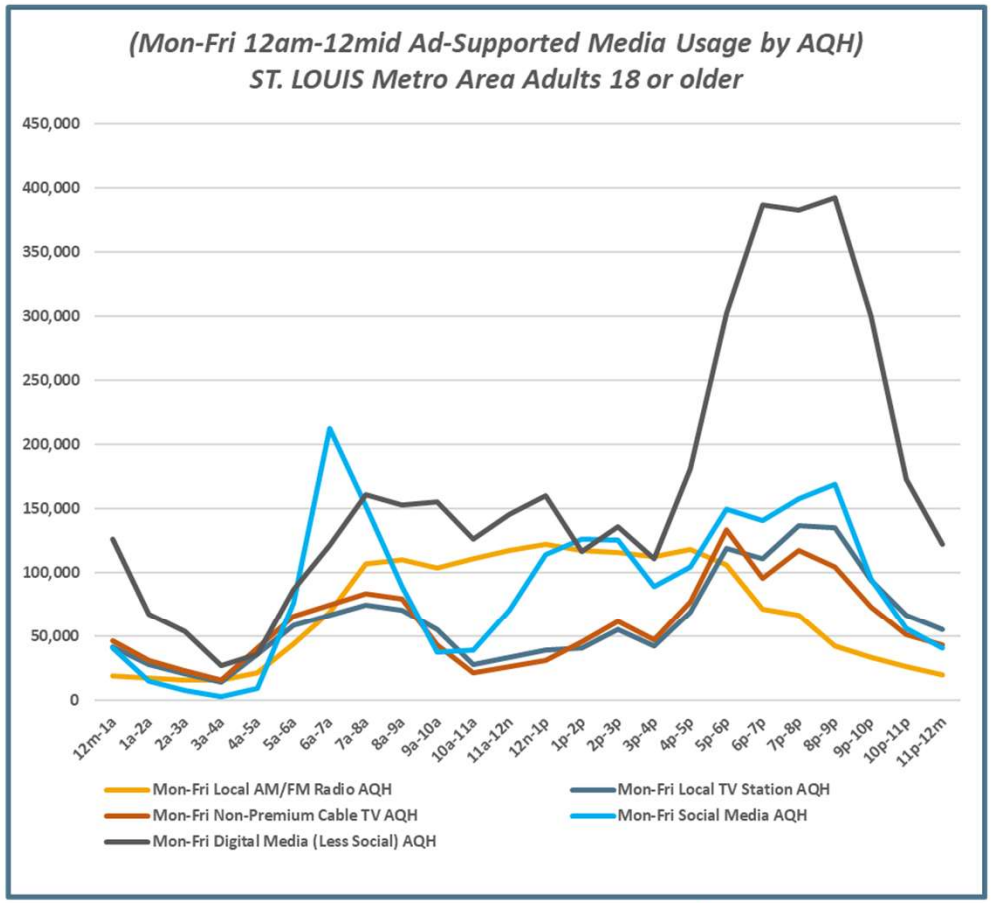
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Radio Stations: KMOX-AM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 28,118; Local Radio: 17,445; Social Media: 17,183; Local TV: 9,325; Non-Prem. Cable: 8,827 reaching Adults 18 or older who Listened to KYKY-FM in the past 7 days.





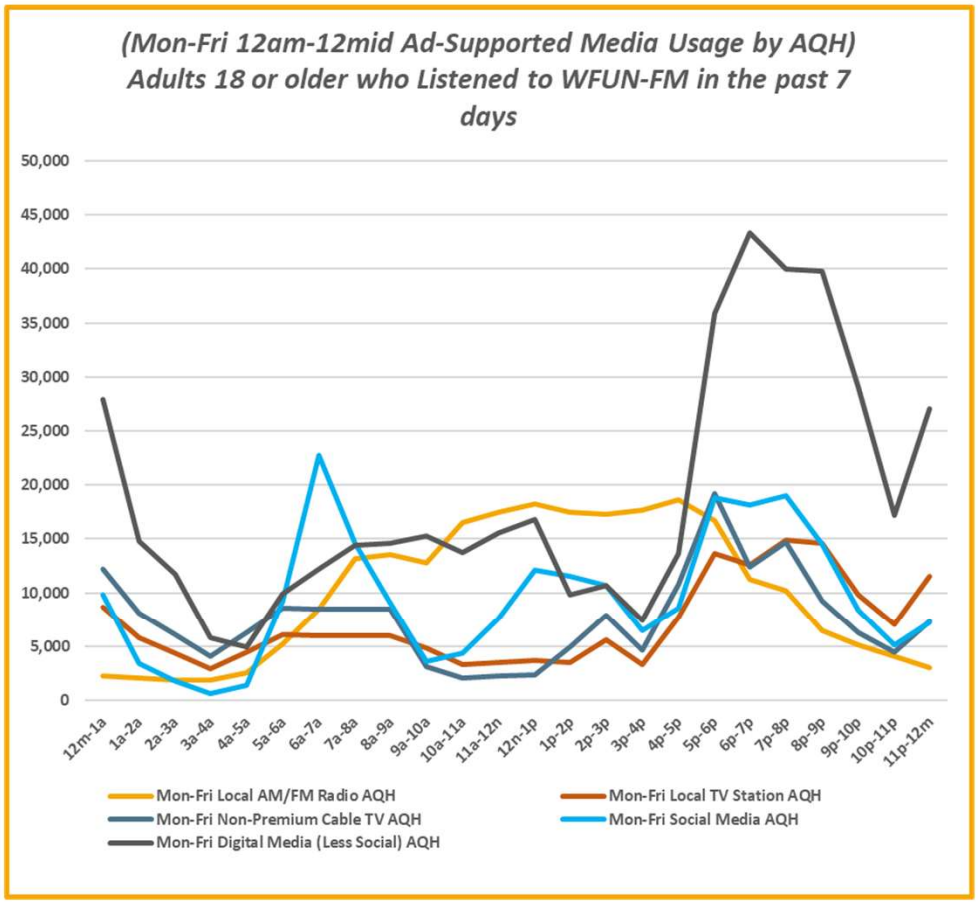
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 264

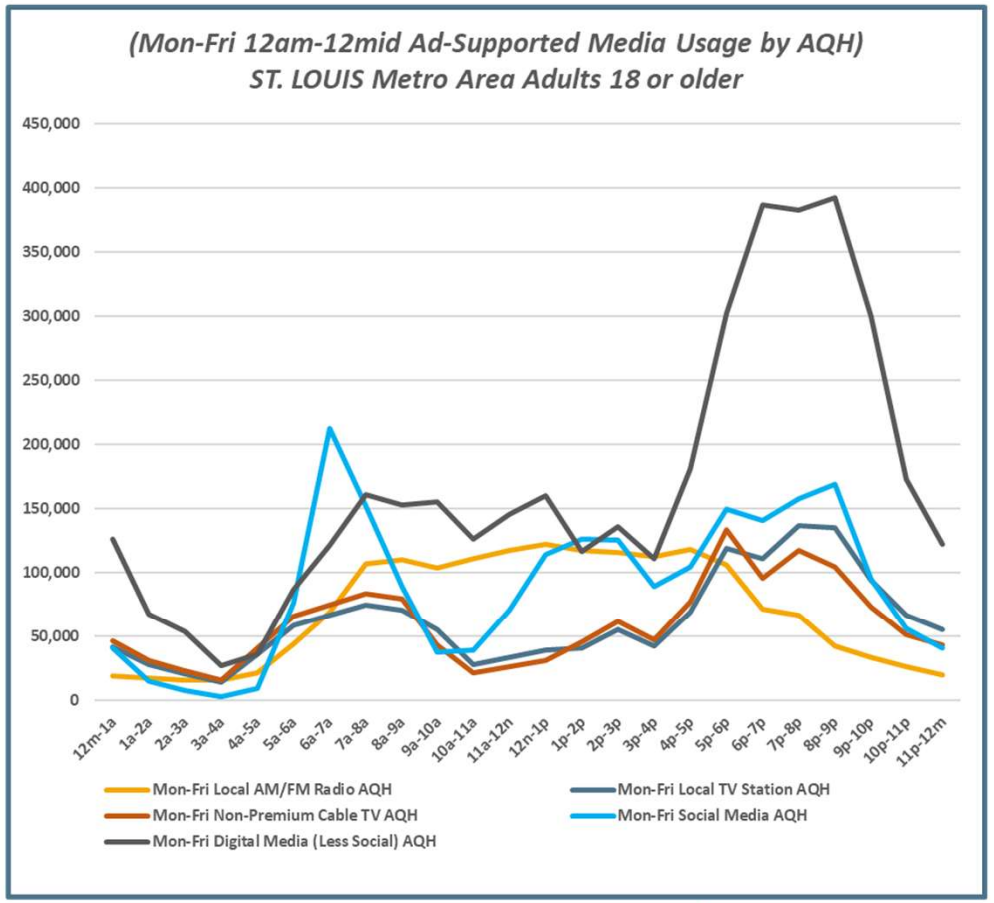
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Radio Stations: KYKY-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 17,195; Local Radio: 15,327; Social Media: 11,404; Non-Prem. Cable: 7,314; Local TV: 6,129 reaching Adults 18 or older who Listened to WFUN-FM in the past 7 days.





ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 180

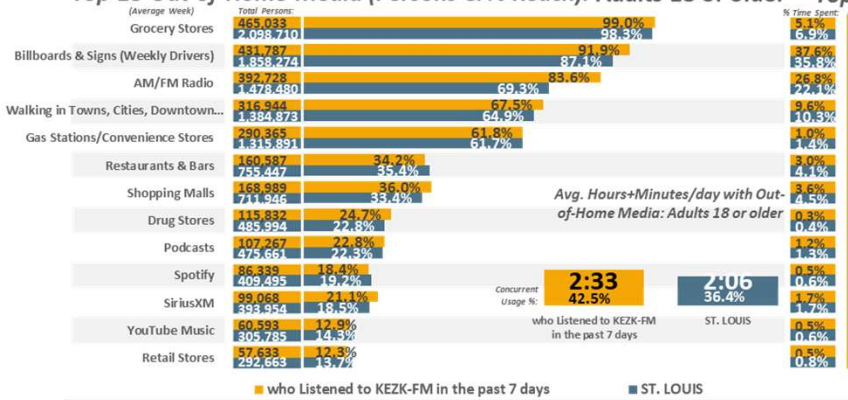
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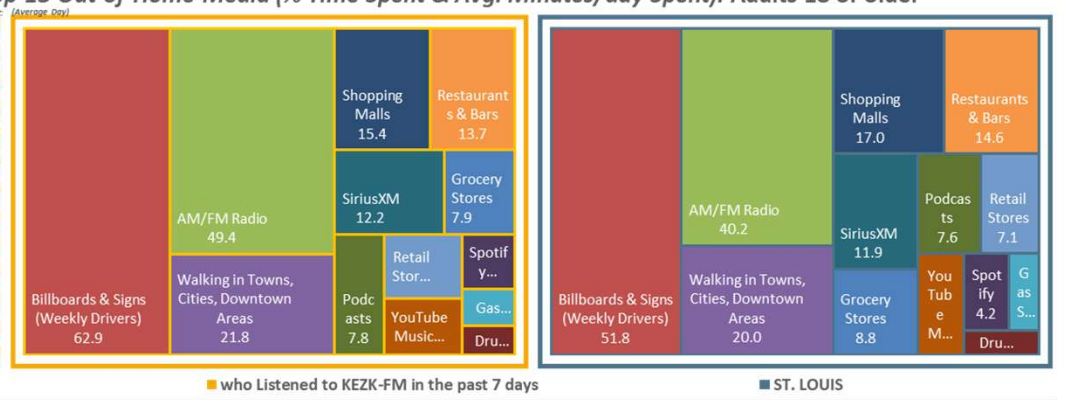
Radio Stations: WFUN-FM

431,787 or 91.9% of Adults 18 or older who Listened to KEZK-FM in the past 7 days spend an average of 62.9 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 46.5 minutes/day.

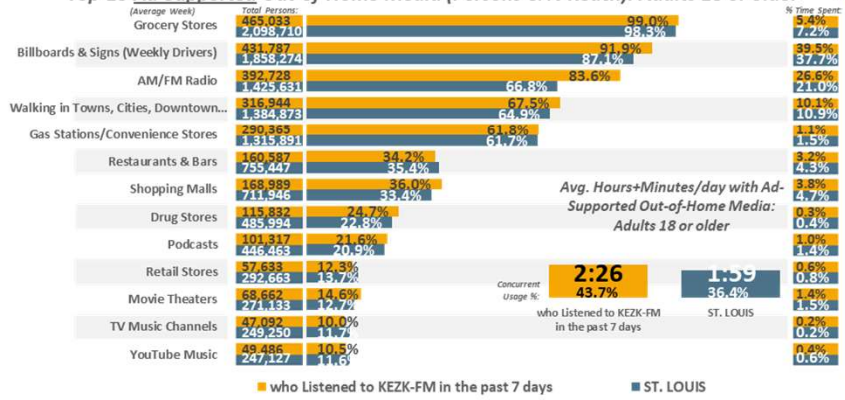
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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



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



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 448

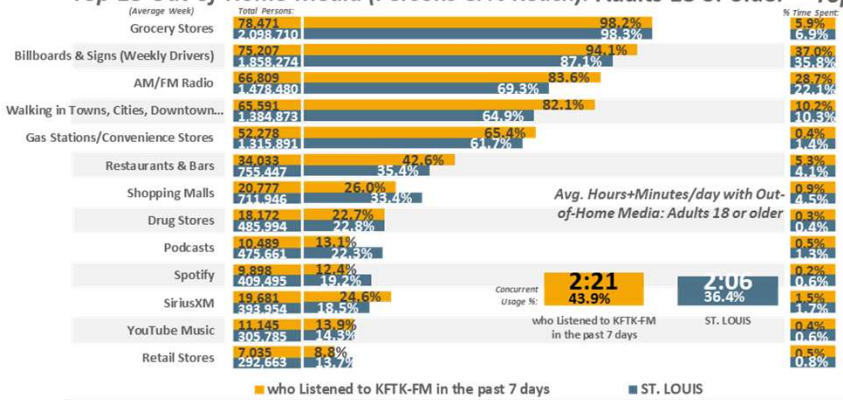
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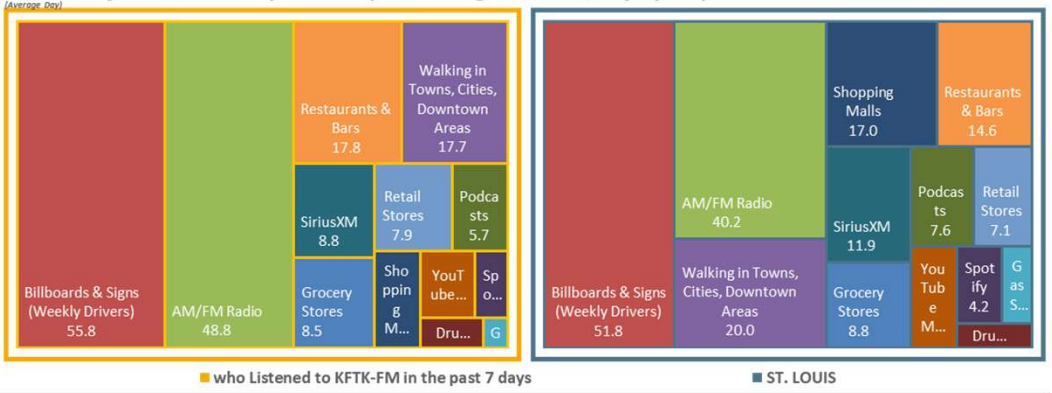
Radio Stations: KEZK-FM

75,207 or 94.1% of Adults 18 or older who Listened to KFTK-FM in the past 7 days spend an average of 55.8 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 45. minutes/day.

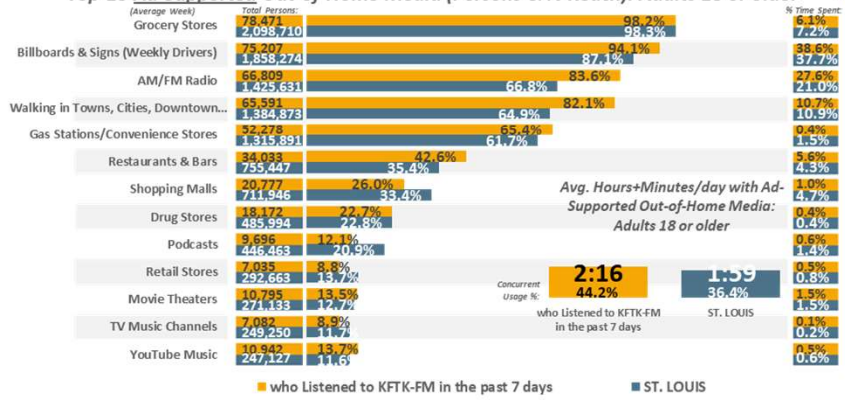
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



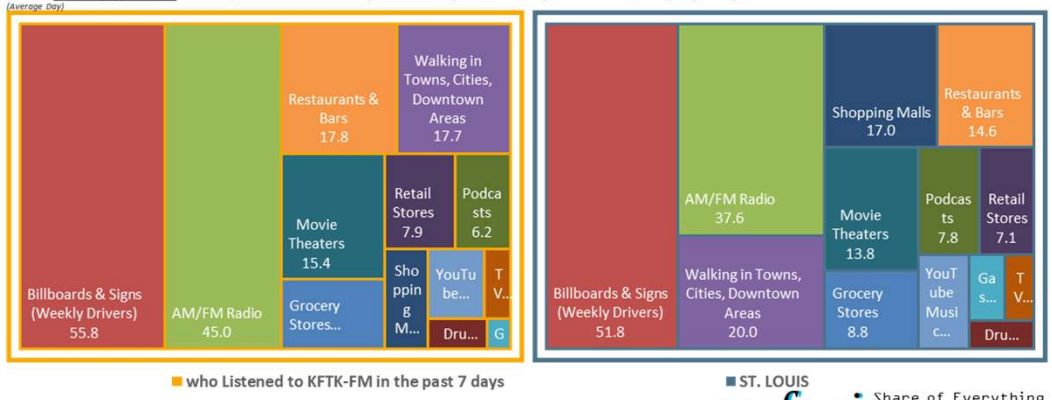
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 72

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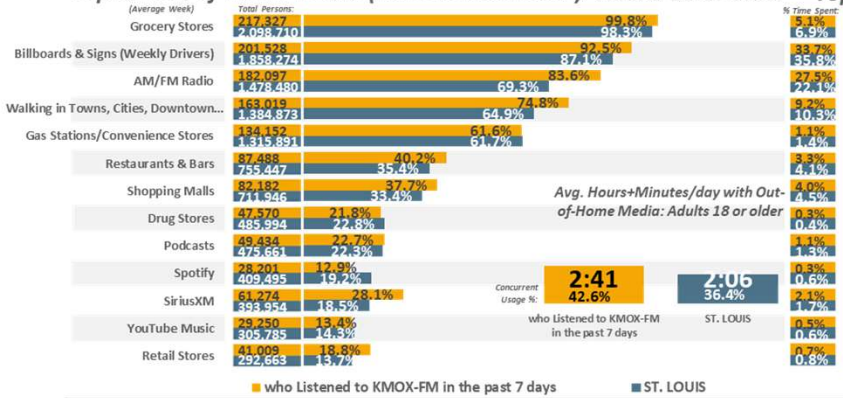
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Radio Stations: KFTK-FM

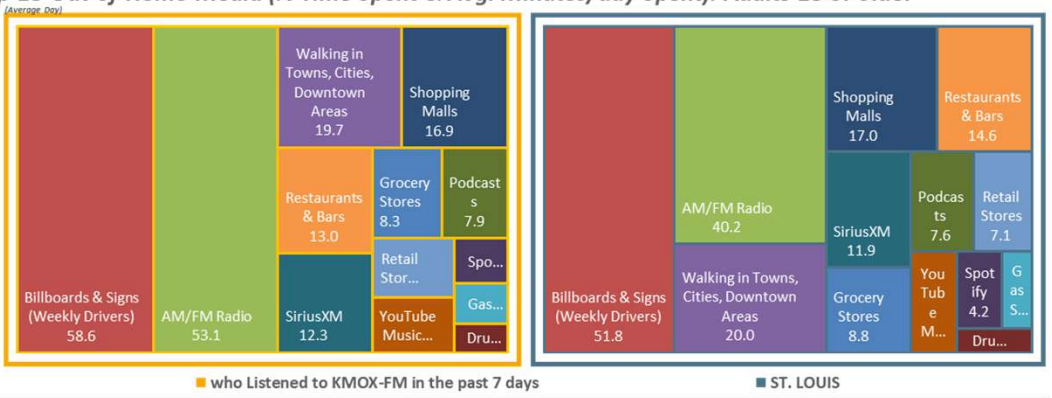
1120 AM • 98.7 FM
KMOX
The Voice of St. Louis

201,528 or 92.5% of Adults 18 or older who Listened to KMOX-FM in the past 7 days spend an average of 58.6 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 48. minutes/day.

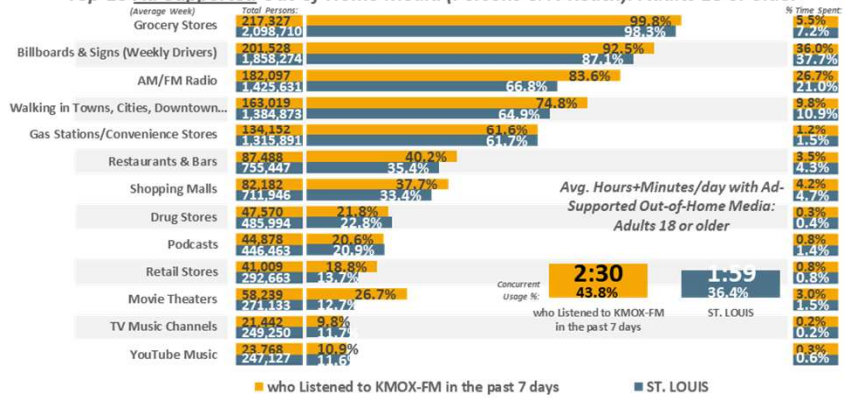
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



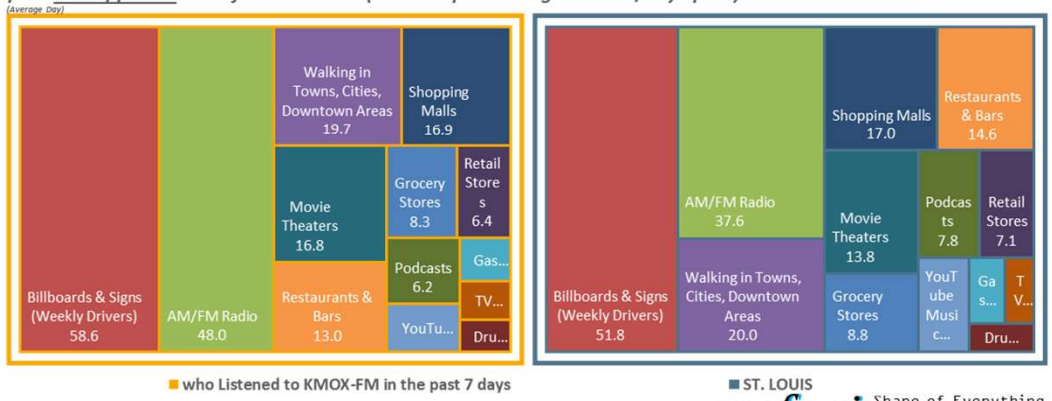
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 225

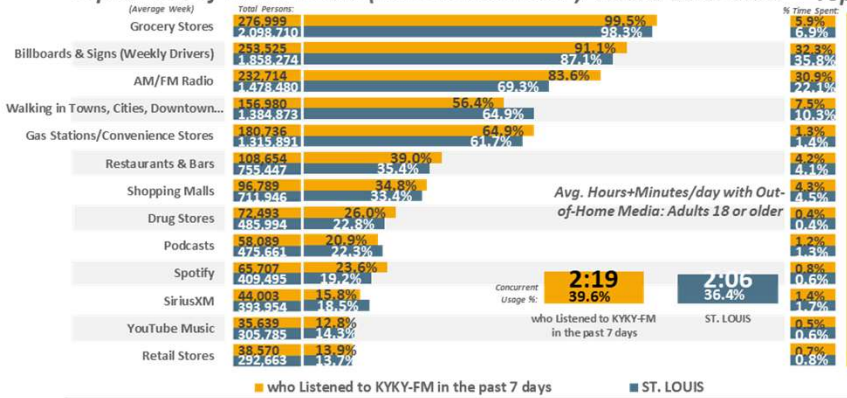
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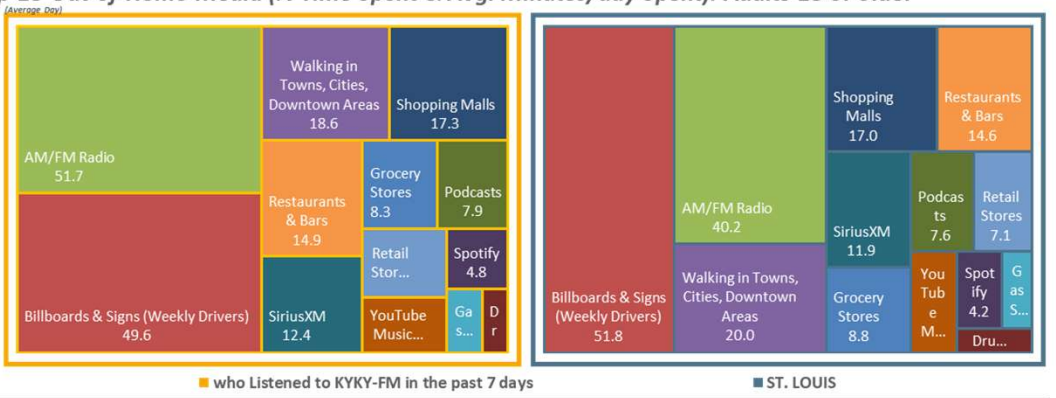
Radio Stations: KMOX-AM

253,525 or 91.1% of Adults 18 or older who Listened to KYKY-FM in the past 7 days spend an average of 49.6 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 47.1 minutes/day.

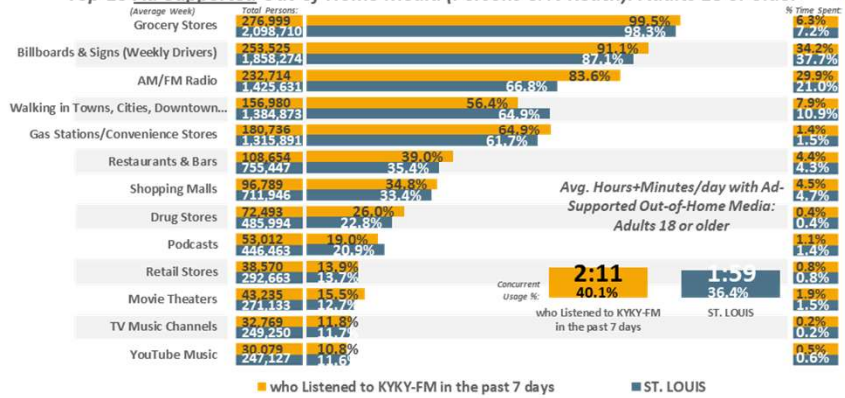
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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



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



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 264

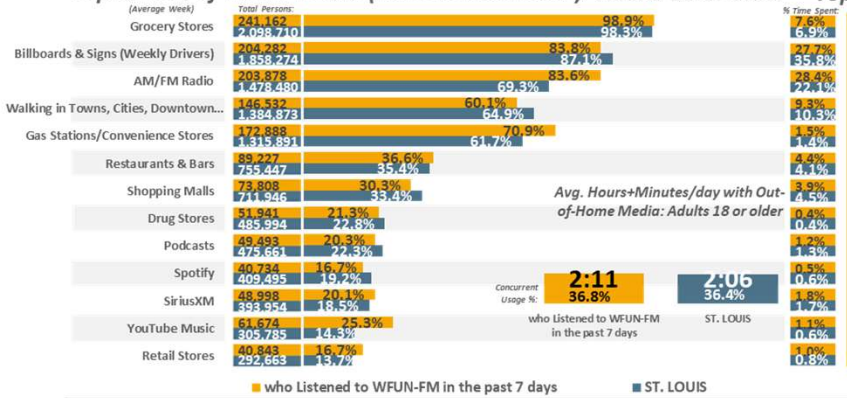
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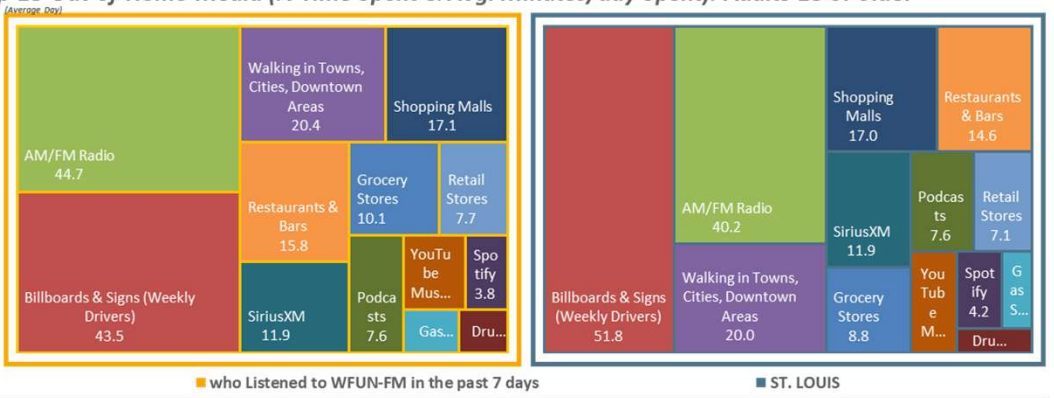
Radio Stations: KYKY-FM

204,282 or 83.8% of Adults 18 or older who Listened to WFUN-FM in the past 7 days spend an average of 43.5 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 43.5 minutes/day.

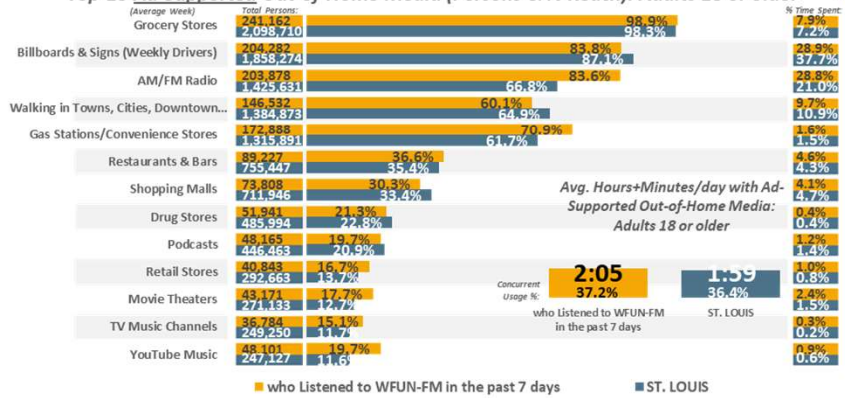
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



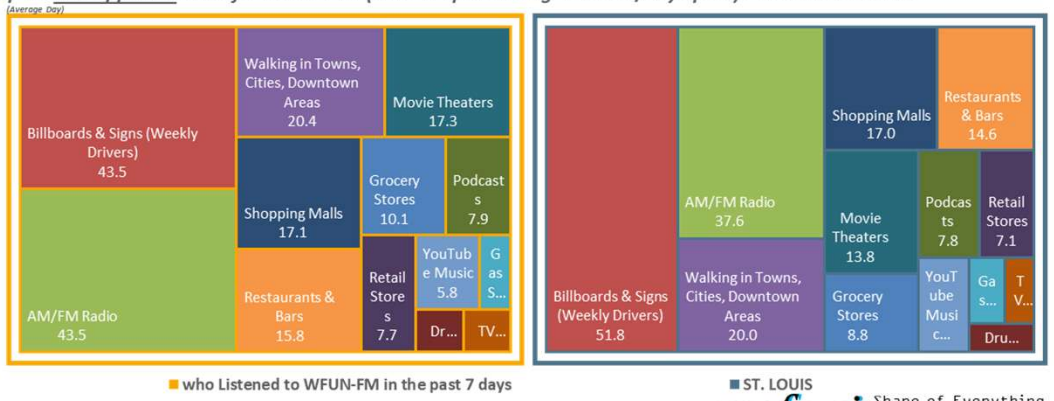
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 180

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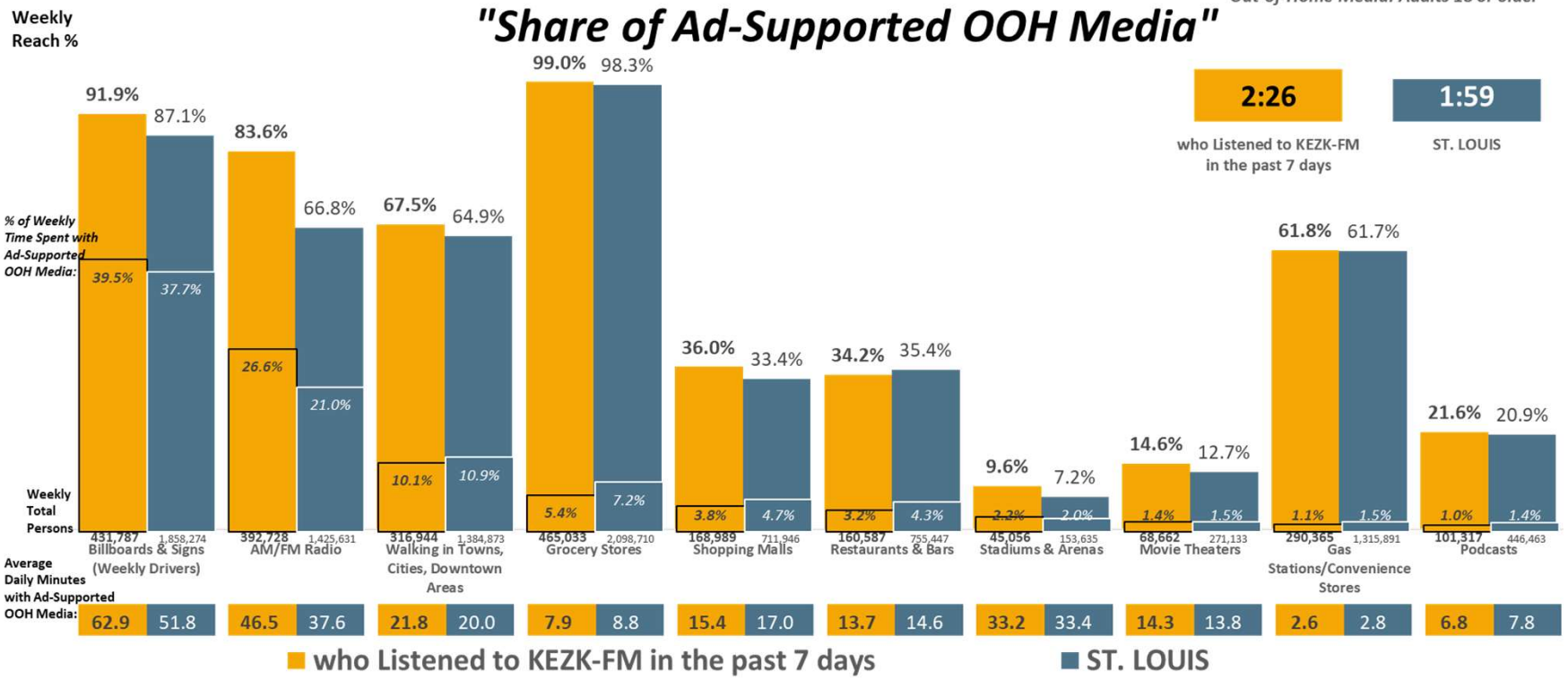
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Radio Stations: WFUN-FM

431,787 or 91.9% of Adults 18 or older who Listened to KEZK-FM in the past 7 days spend an average of 62.9 minutes per day driving, seeing Billboards and Signs representing 39.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 448 ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,904

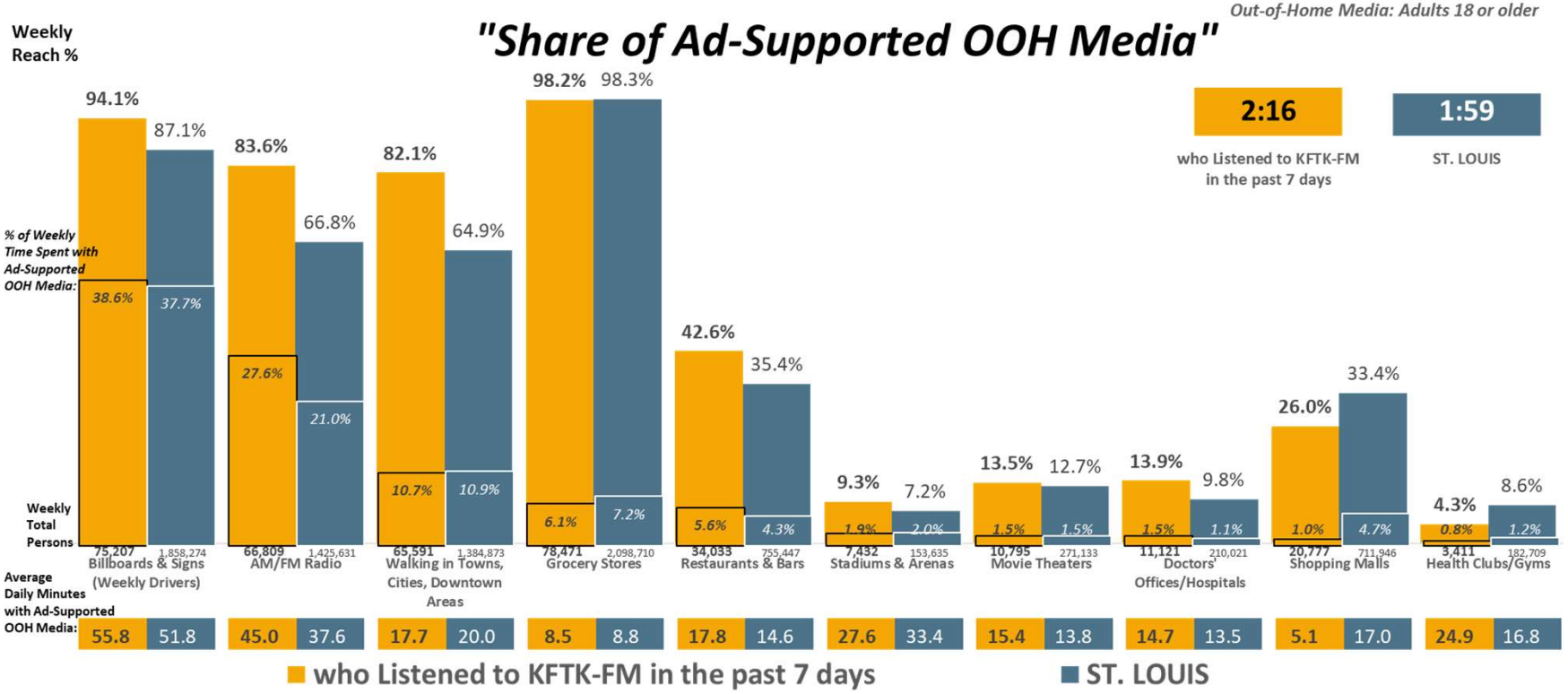
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Radio Stations: KEZK-FM

75,207 or 94.1% of Adults 18 or older who Listened to KFTK-FM in the past 7 days spend an average of 55.8 minutes per day driving, seeing Billboards and Signs representing 38.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 72 ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,904

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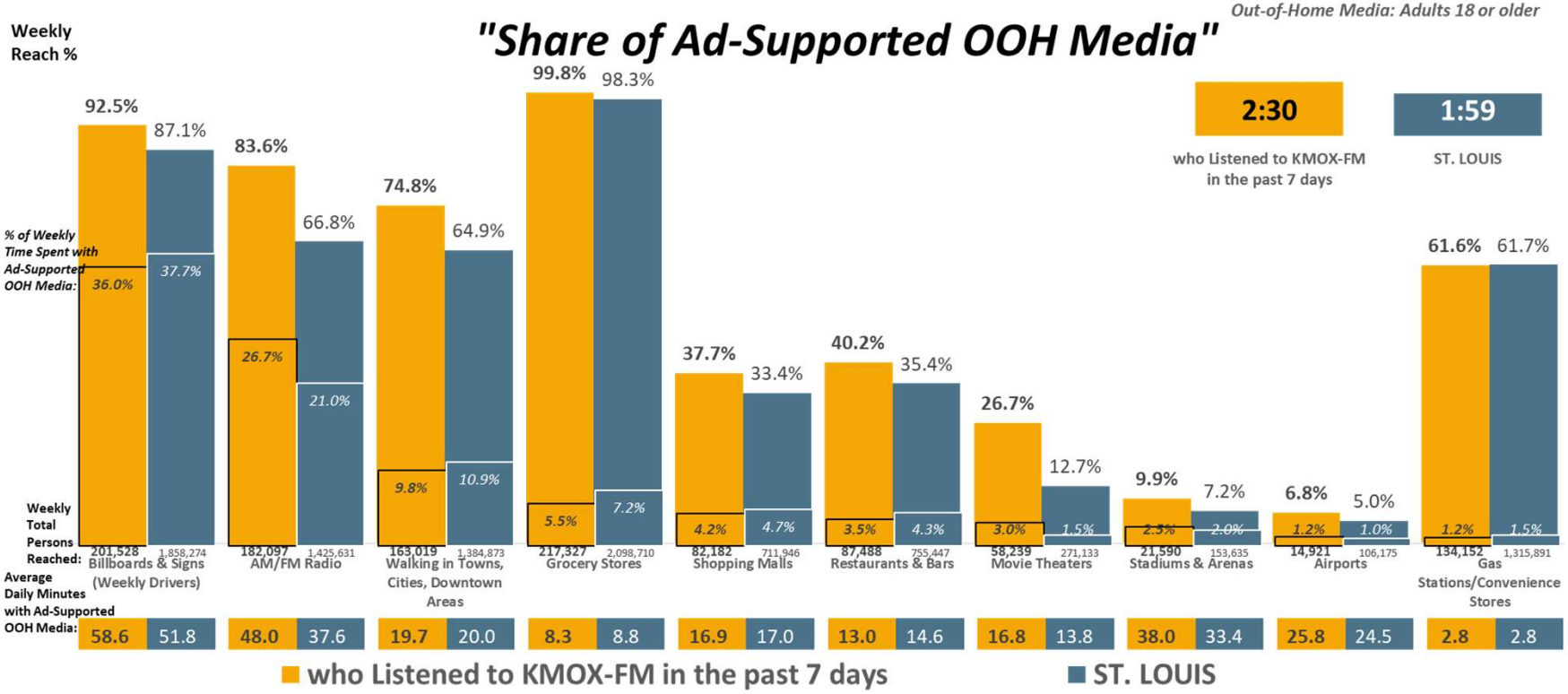
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Radio Stations: KFTK-FM

1120 AM • 98.7 FM KMOX The Voice of St. Louis

201,528 or 92.5% of Adults 18 or older who Listened to KMOX-FM in the past 7 days spend an average of 58.6 minutes per day driving, seeing Billboards and Signs representing 36.% of all Time Spent with Ad-Supported Out-of-Home Media.

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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 225 ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,904

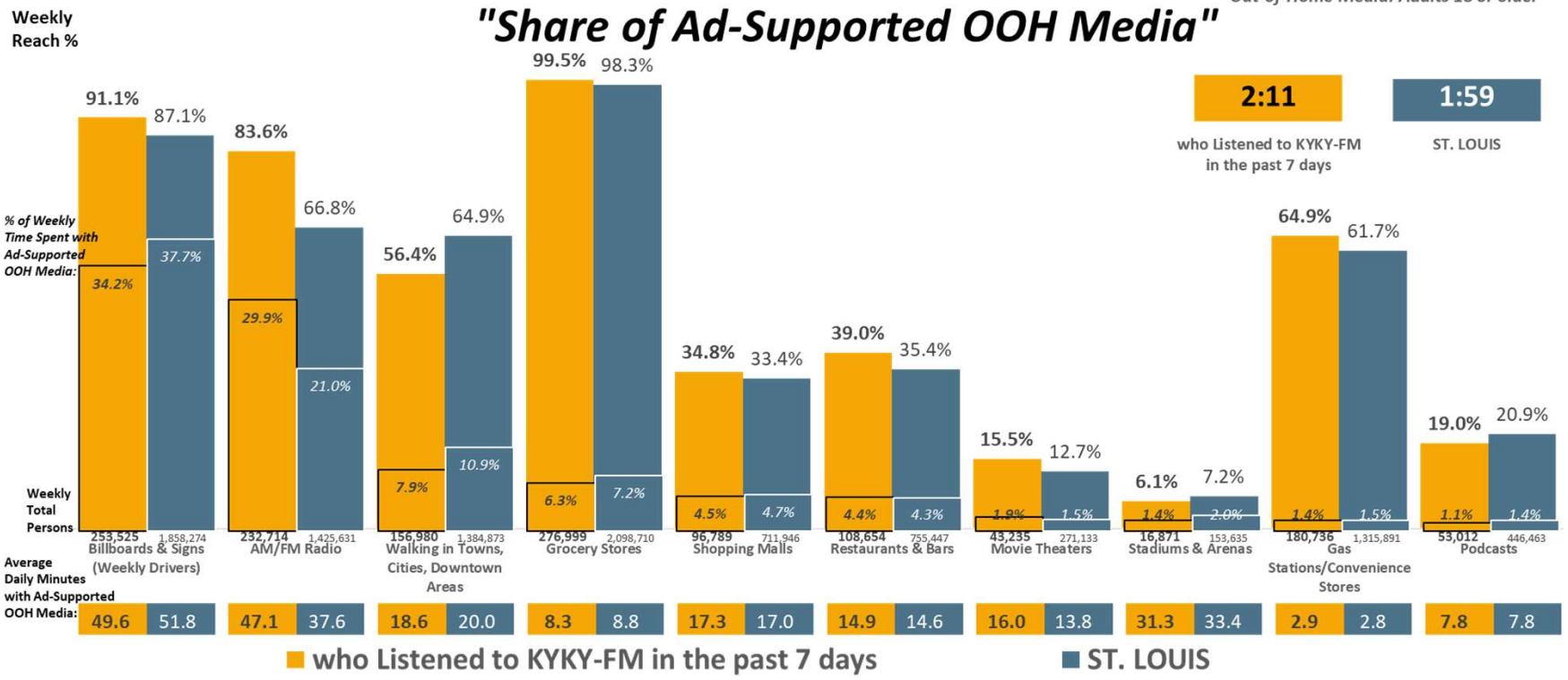
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Radio Stations: KMOX-AM

253,525 or 91.1% of Adults 18 or older who Listened to KYKY-FM in the past 7 days spend an average of 49.6 minutes per day driving, seeing Billboards and Signs representing 34.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 264 ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,904

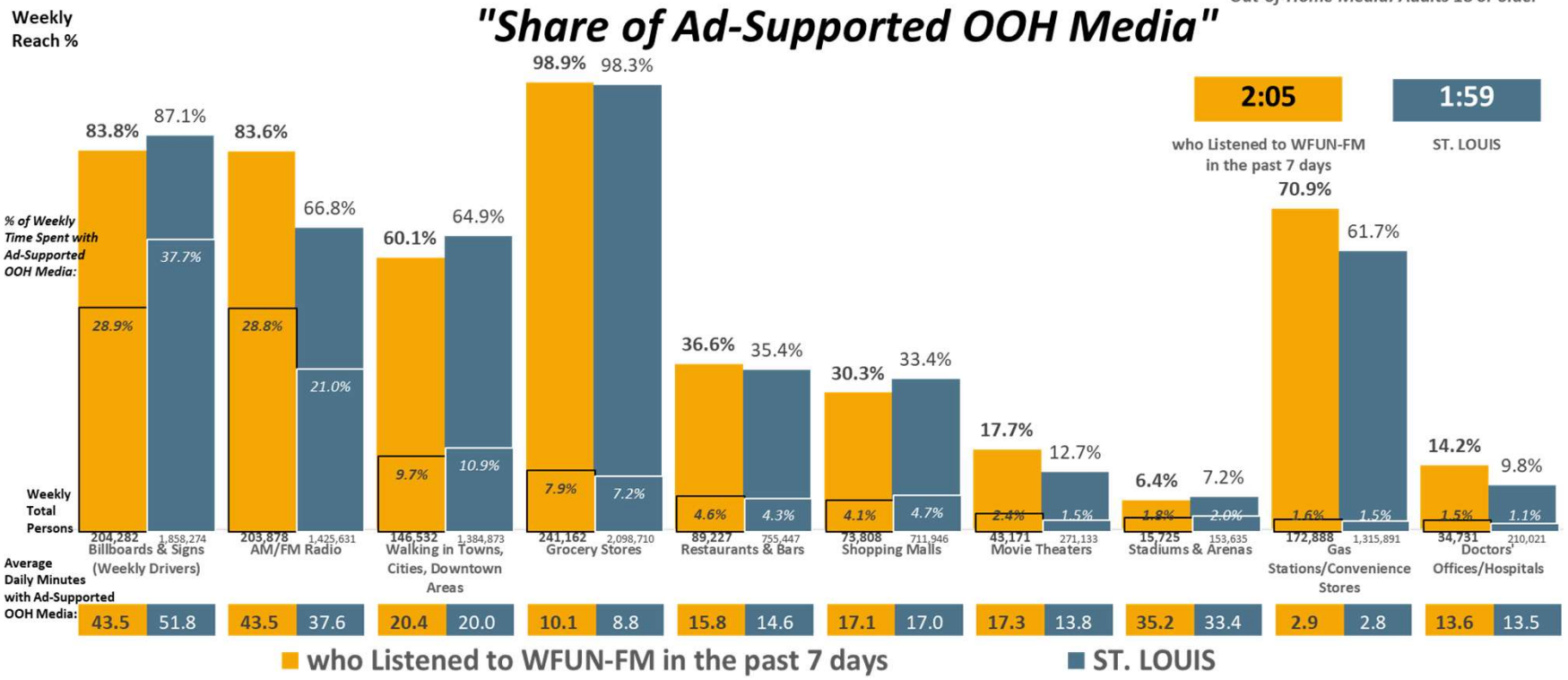
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Radio Stations: KYKY-FM

204,282 or 83.8% of Adults 18 or older who Listened to WFUN-FM in the past 7 days spend an average of 43.5 minutes per day driving, seeing Billboards and Signs representing 28.9% 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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 180 ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,904

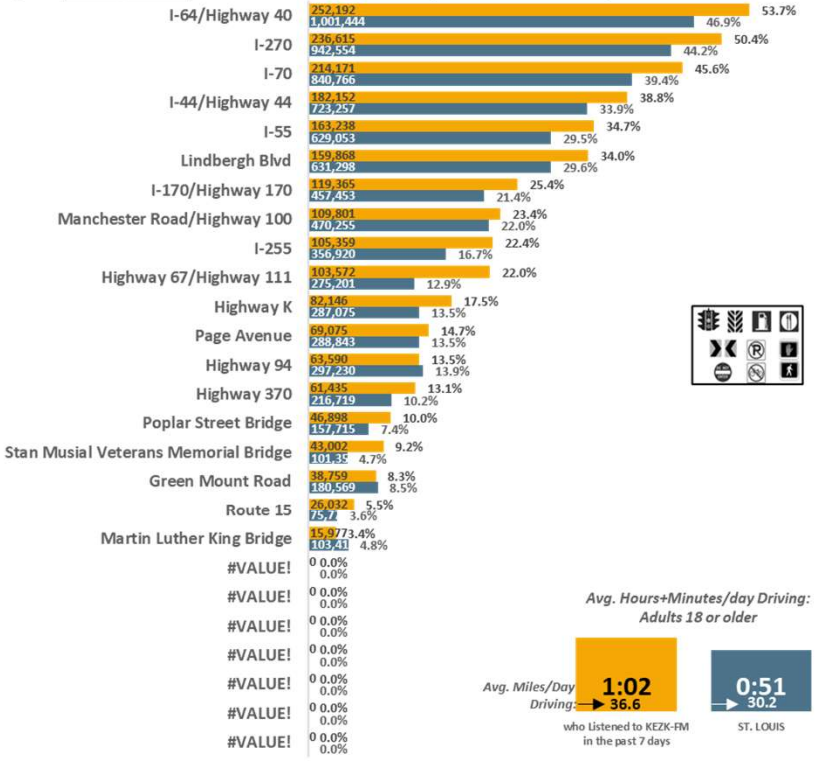
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Radio Stations: WFUN-FM

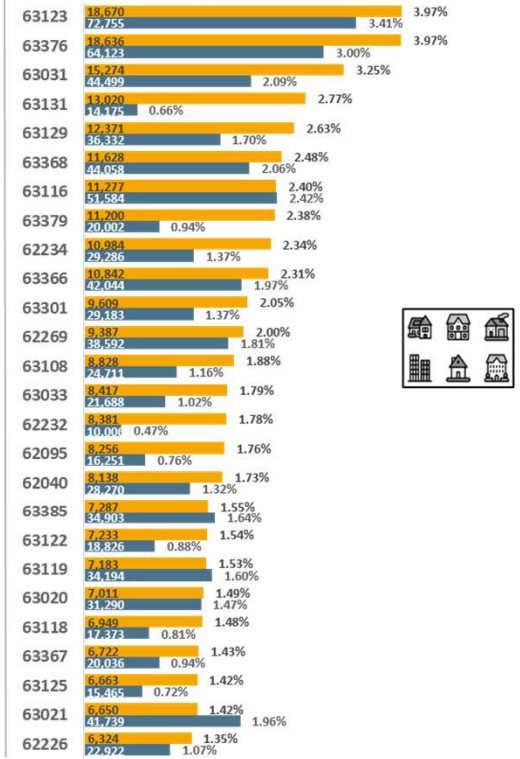
431,787 or 91.9% of Adults 18 or older who Listened to KEZK-FM in the past 7 days spend an average of 62.9 minutes per day driving an average of 36.6 miles each day and are 92.7% more likely to use Stan Musial Veterans Memorial Bridge than the Metro avera

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

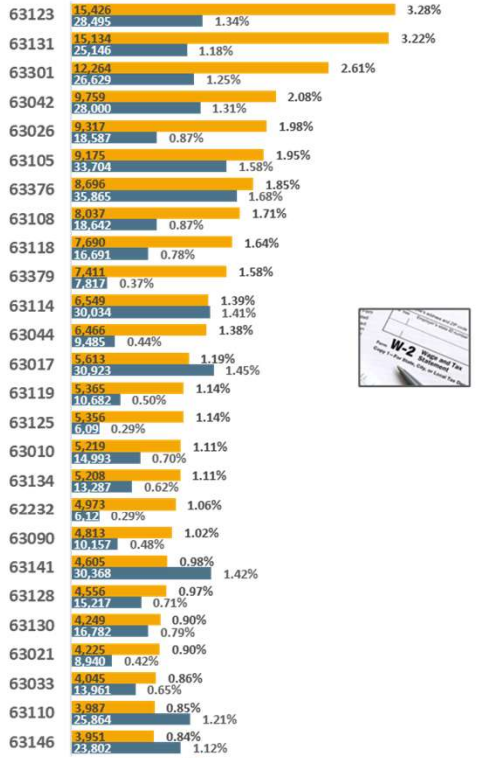


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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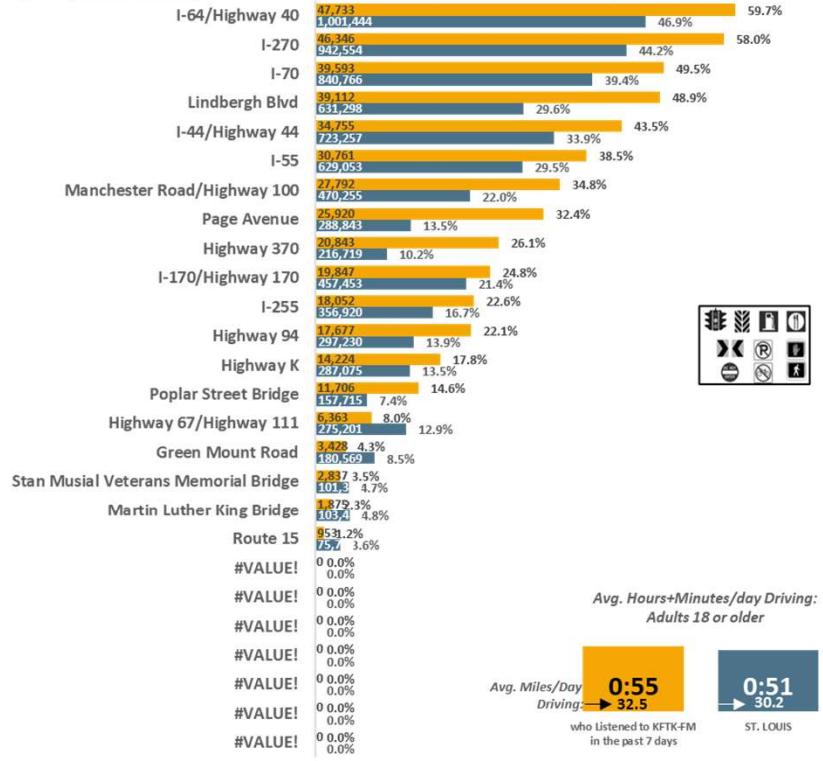
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 448

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Radio Stations: KEZK-FM

75,207 or 94.1% of Adults 18 or older who Listened to KFTK-FM in the past 7 days spend an average of 55.8 minutes per day driving an average of 32.5 miles each day and are 156.8% more likely to use Highway 370 than the Metro average.

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



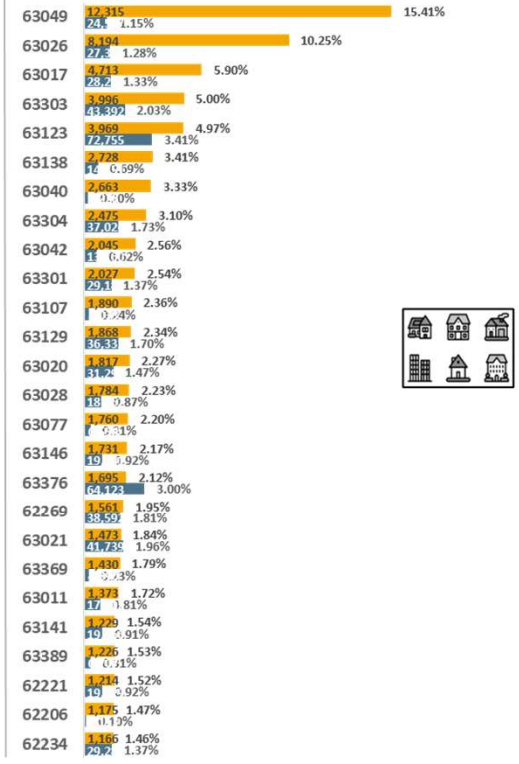
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 32.5

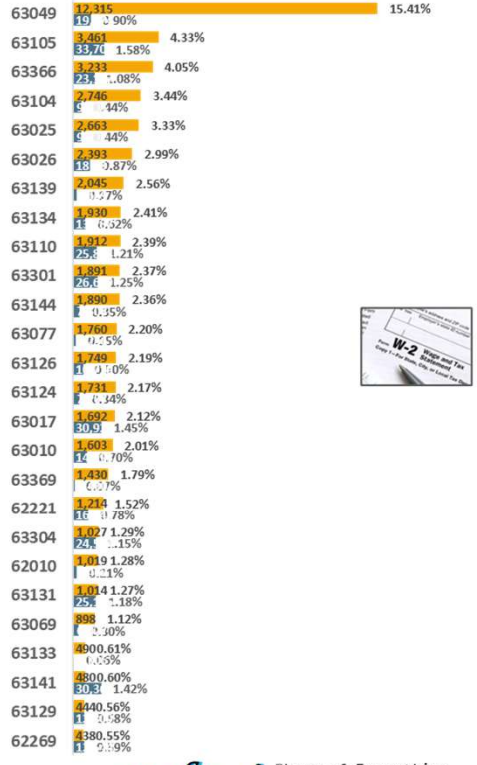
0:55 who Listened to KFTK-FM in the past 7 days

0:51 (30.2) ST. LOUIS

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 72

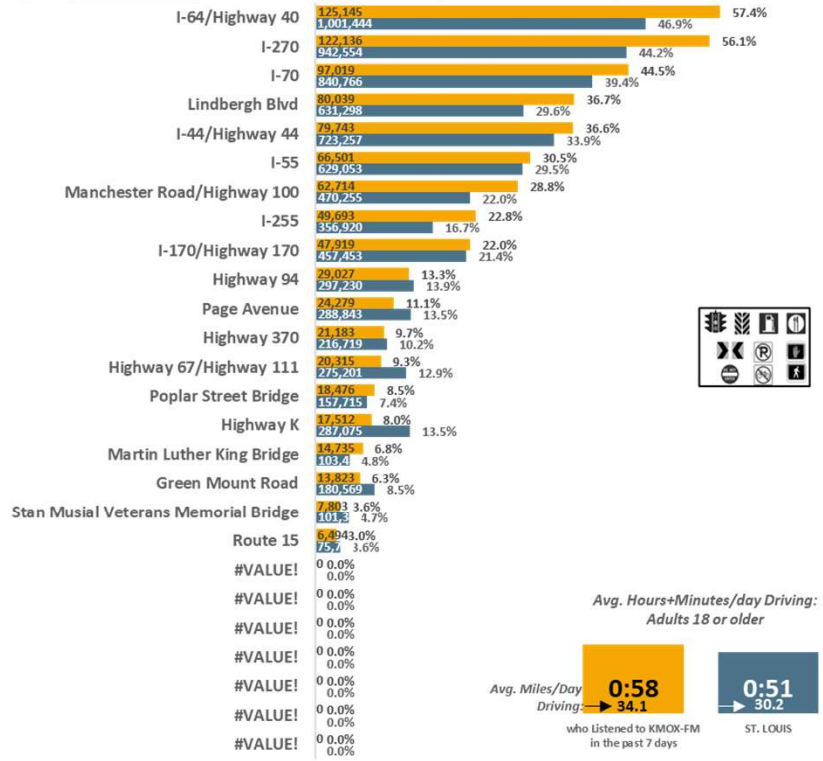
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Radio Stations: KFTK-FM

1120 AM • 98.7 FM
KMOX
The Voice of St. Louis

201,528 or 92.5% of Adults 18 or older who Listened to KMOX-FM in the past 7 days spend an average of 58.6 minutes per day driving an average of 34.1 miles each day and are 39.6% more likely to use Martin Luther King Bridge than the Metro average.

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



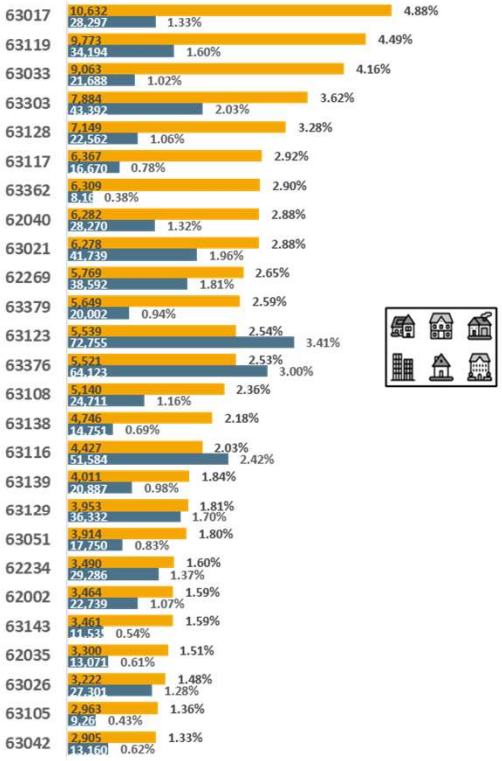
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: → 34.1

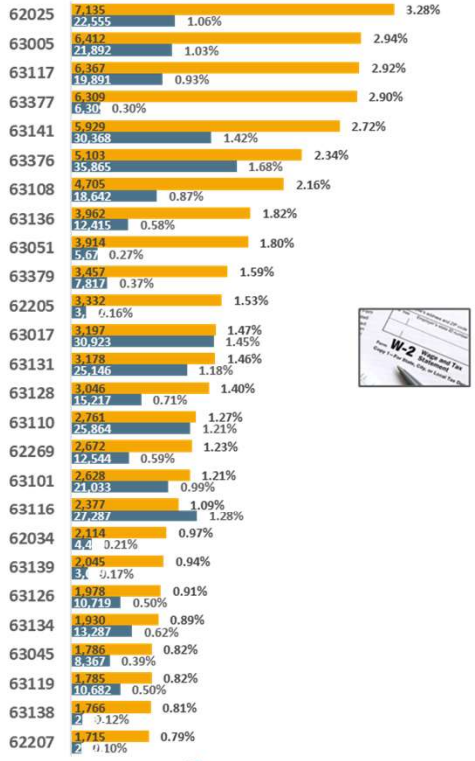
0:58 who Listened to KMOX-FM in the past 7 days

0:51 → 30.2 ST. LOUIS

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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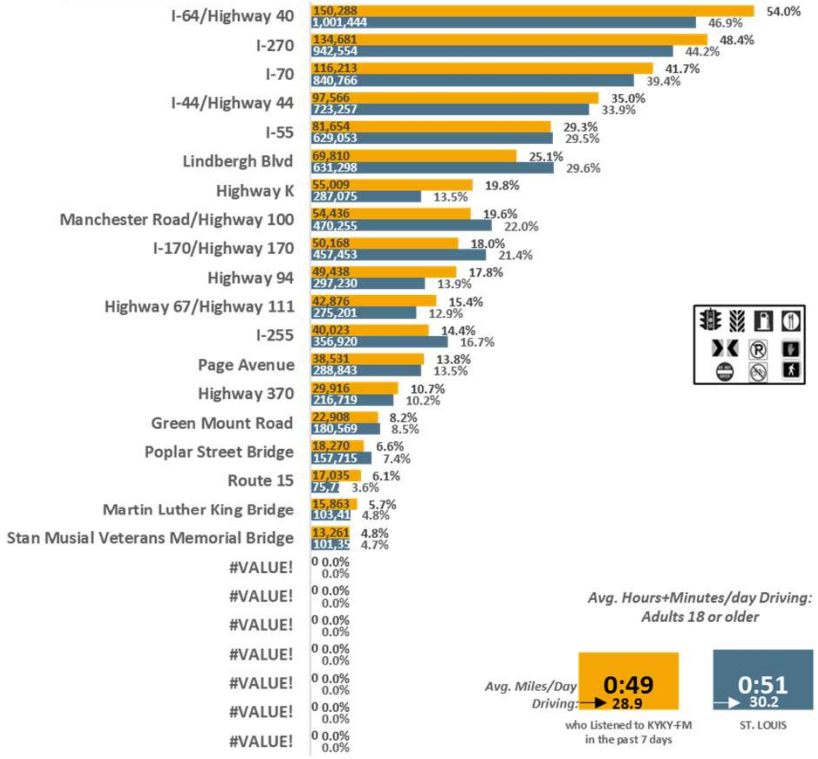
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 225

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Radio Stations: KMOX-AM

253,525 or 91.1% of Adults 18 or older who Listened to KYKY-FM in the past 7 days spend an average of 49.6 minutes per day driving an average of 28.9 miles each day and are 72.3% more likely to use Route 15 than the Metro average.

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



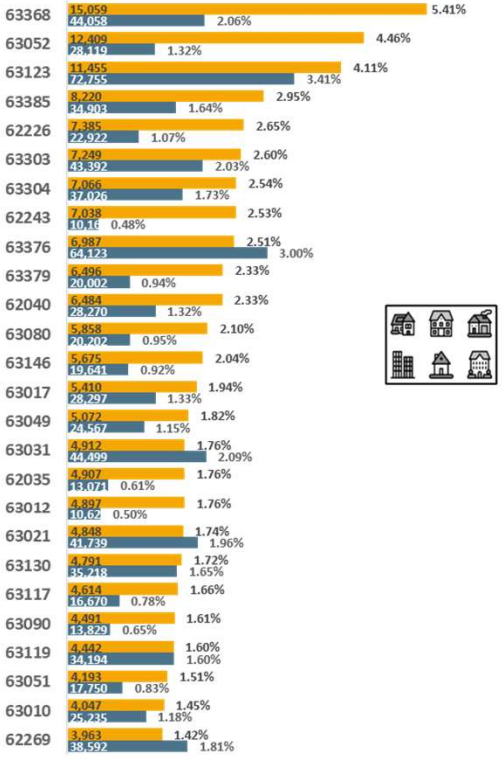
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: → 28.9

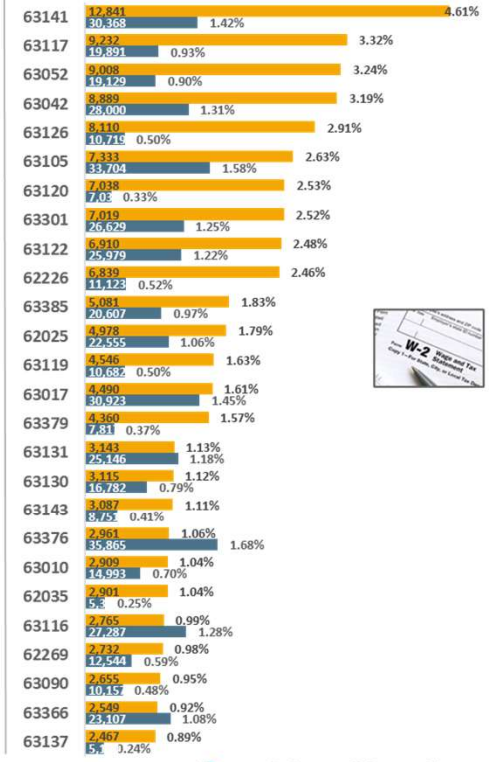
0:49 who Listened to KYKY-FM in the past 7 days

0:51 → 30.2 ST. LOUIS

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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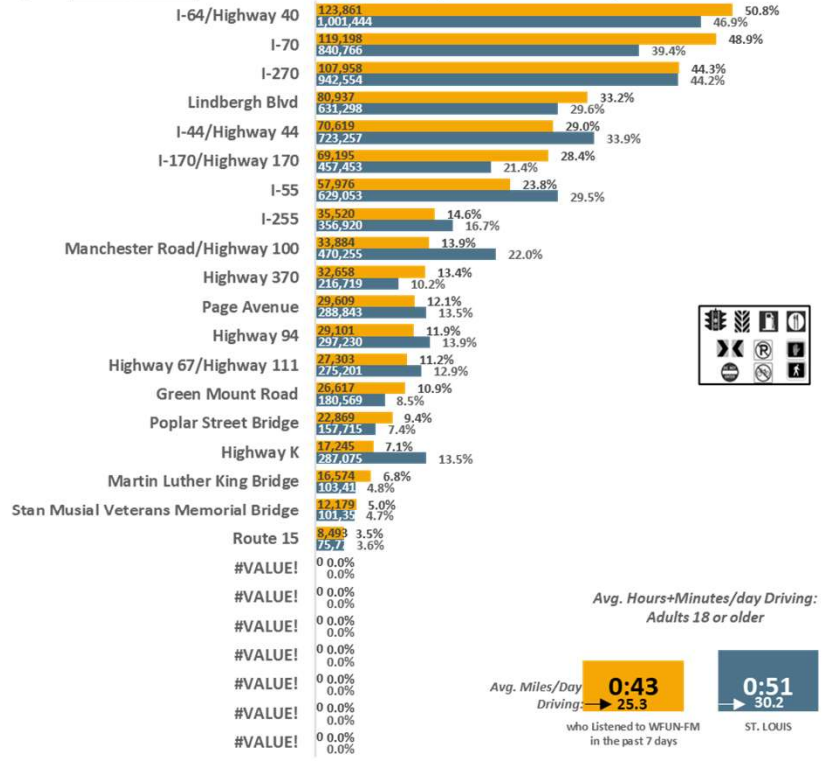
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 264

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Radio Stations: KYKY-FM

204,282 or 83.8% of Adults 18 or older who Listened to WFUN-FM in the past 7 days spend an average of 43.5 minutes per day driving an average of 25.3 miles each day and are 40.2% more likely to use Martin Luther King Bridge than the Metro average.

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



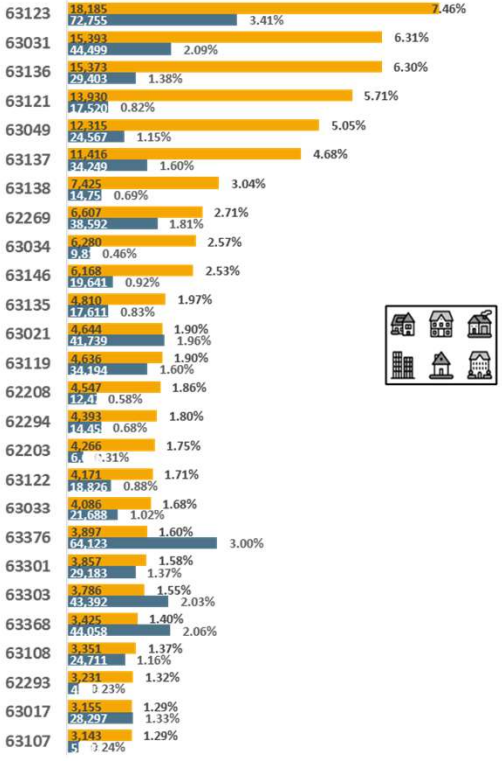
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 25.3

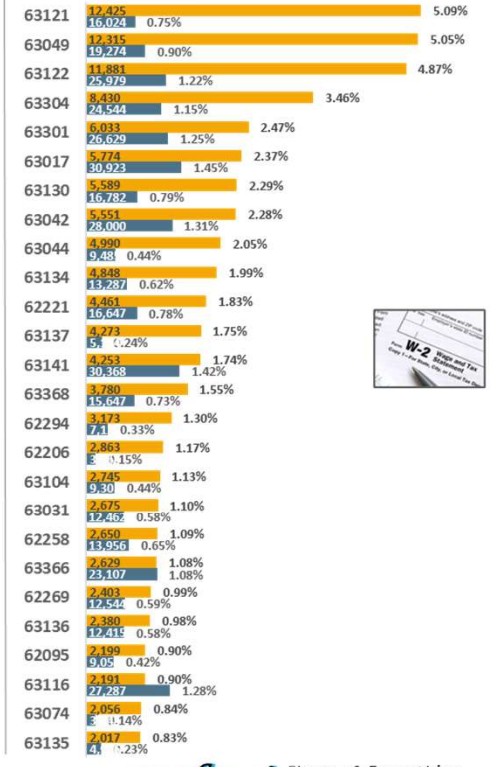
0:43 who Listened to WFUN-FM in the past 7 days

0:51 (30.2) ST. LOUIS

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



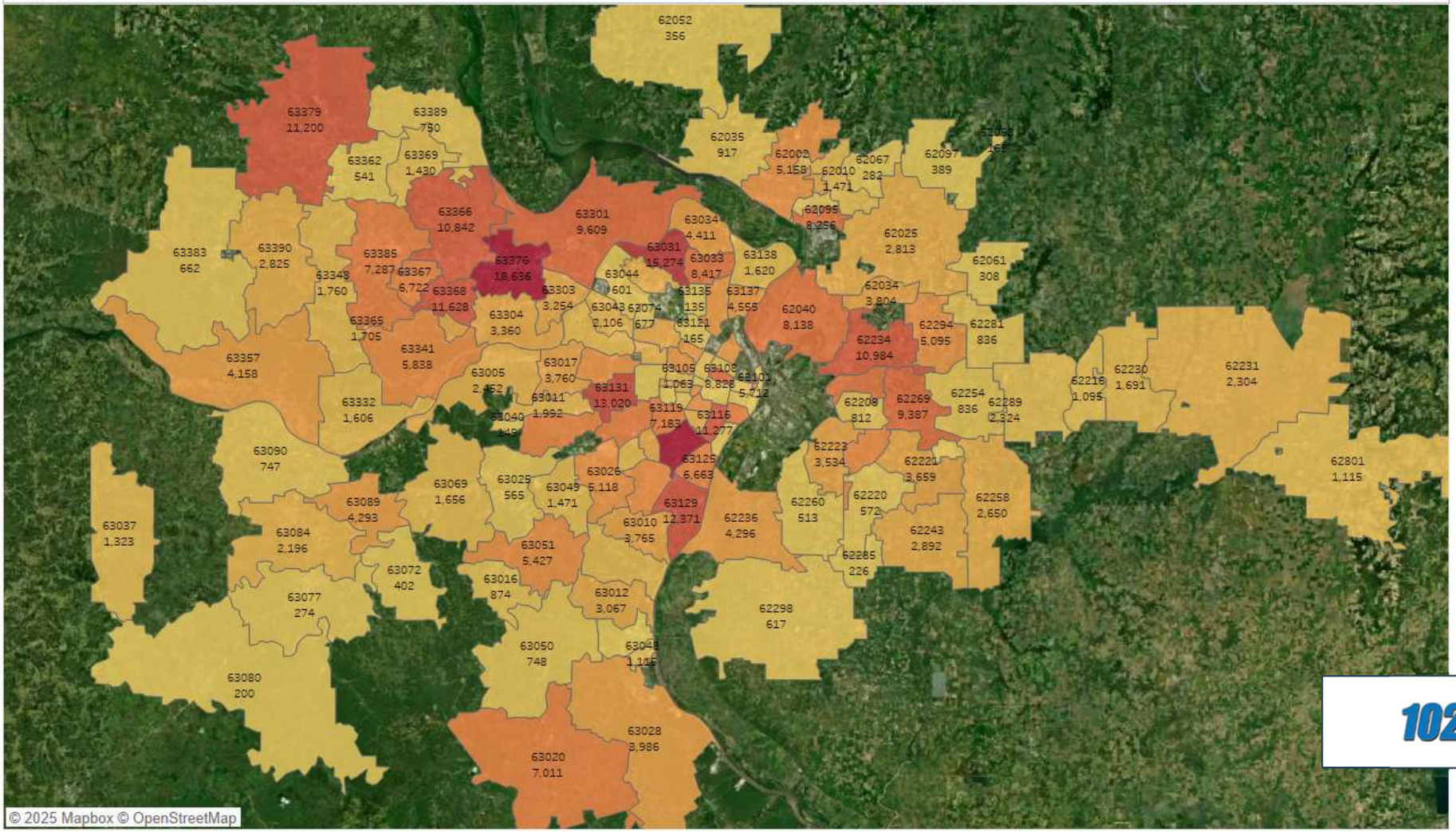
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ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 180

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Radio Stations: WFUN-FM

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

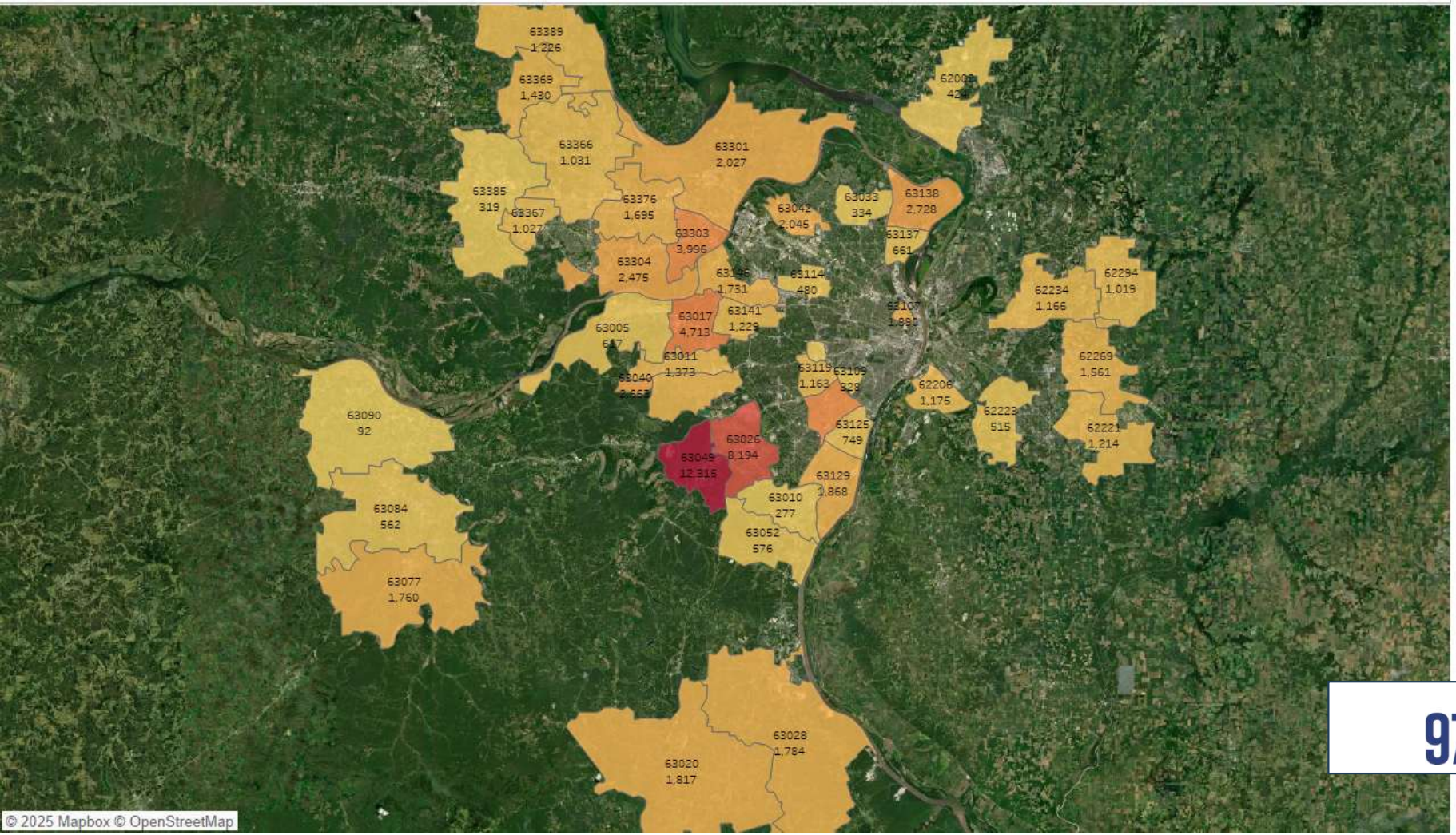


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Radio Stations: KEZK-FM

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



SUM(Adults 18 or older ...

92 12,315

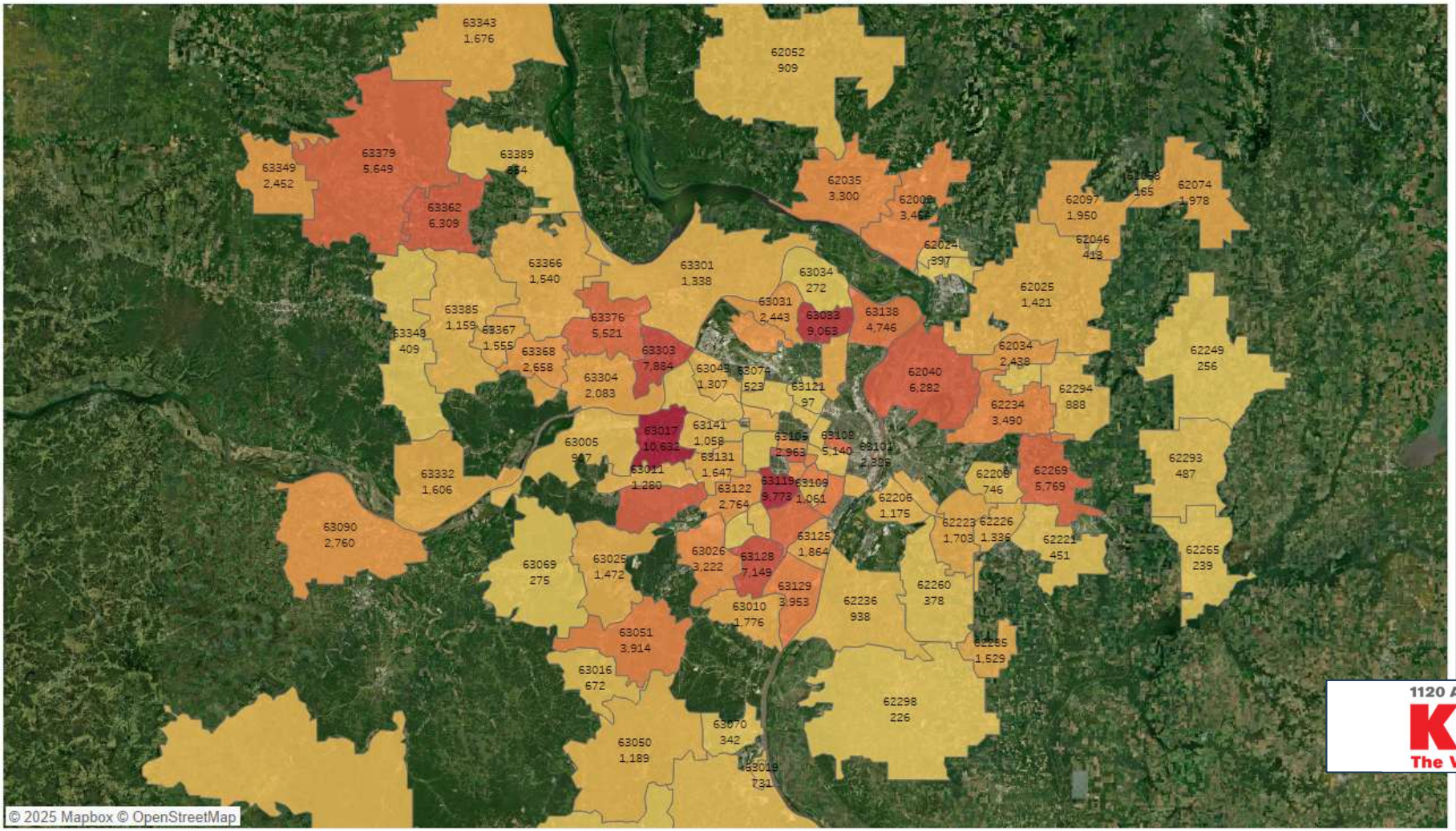
97.1 FM TALK

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Radio Stations: KFTK-FM

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



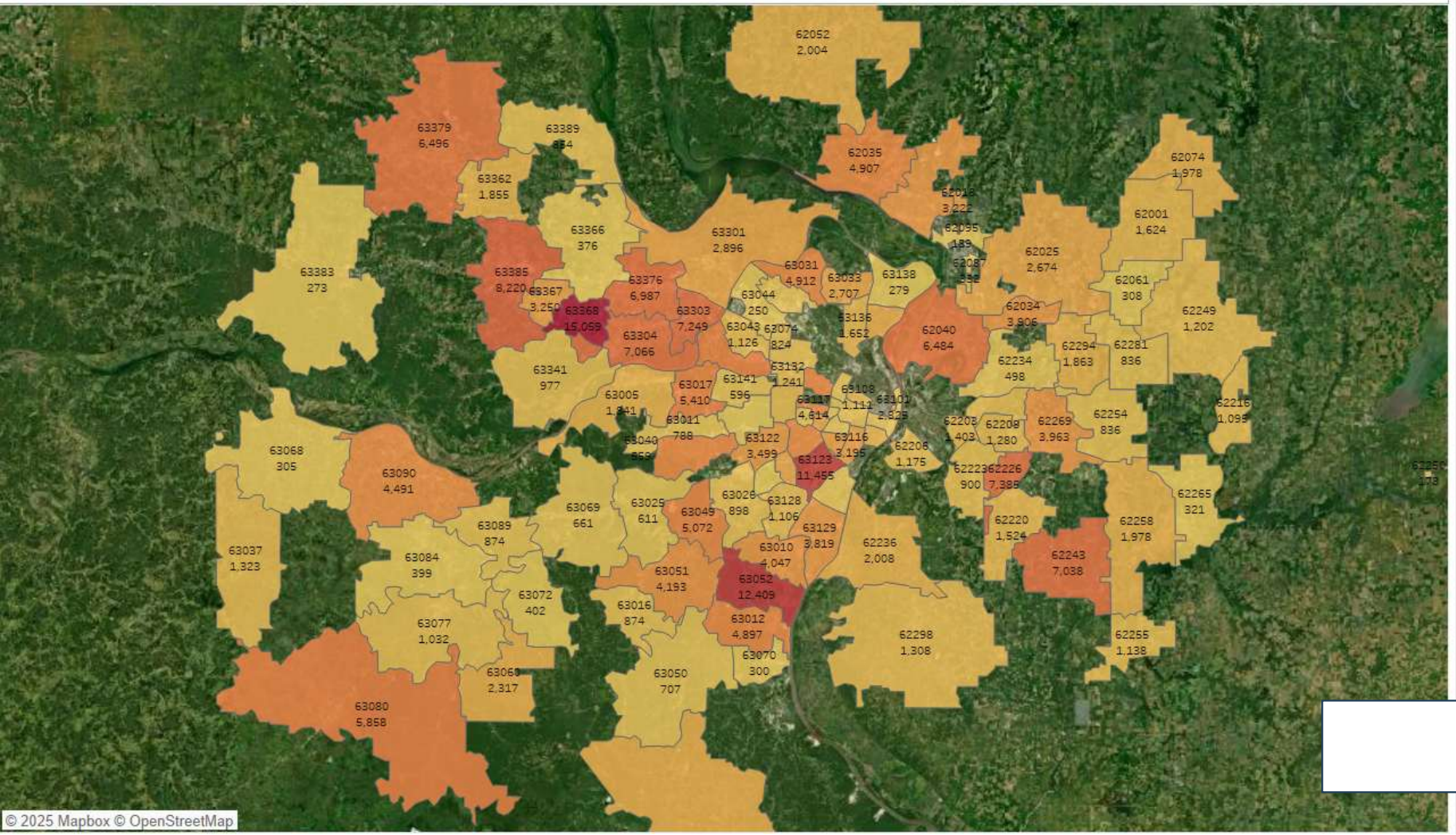
1120 AM • 98.7 FM
KMOX
The Voice of St. Louis

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Radio Stations: KMOX-AM

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

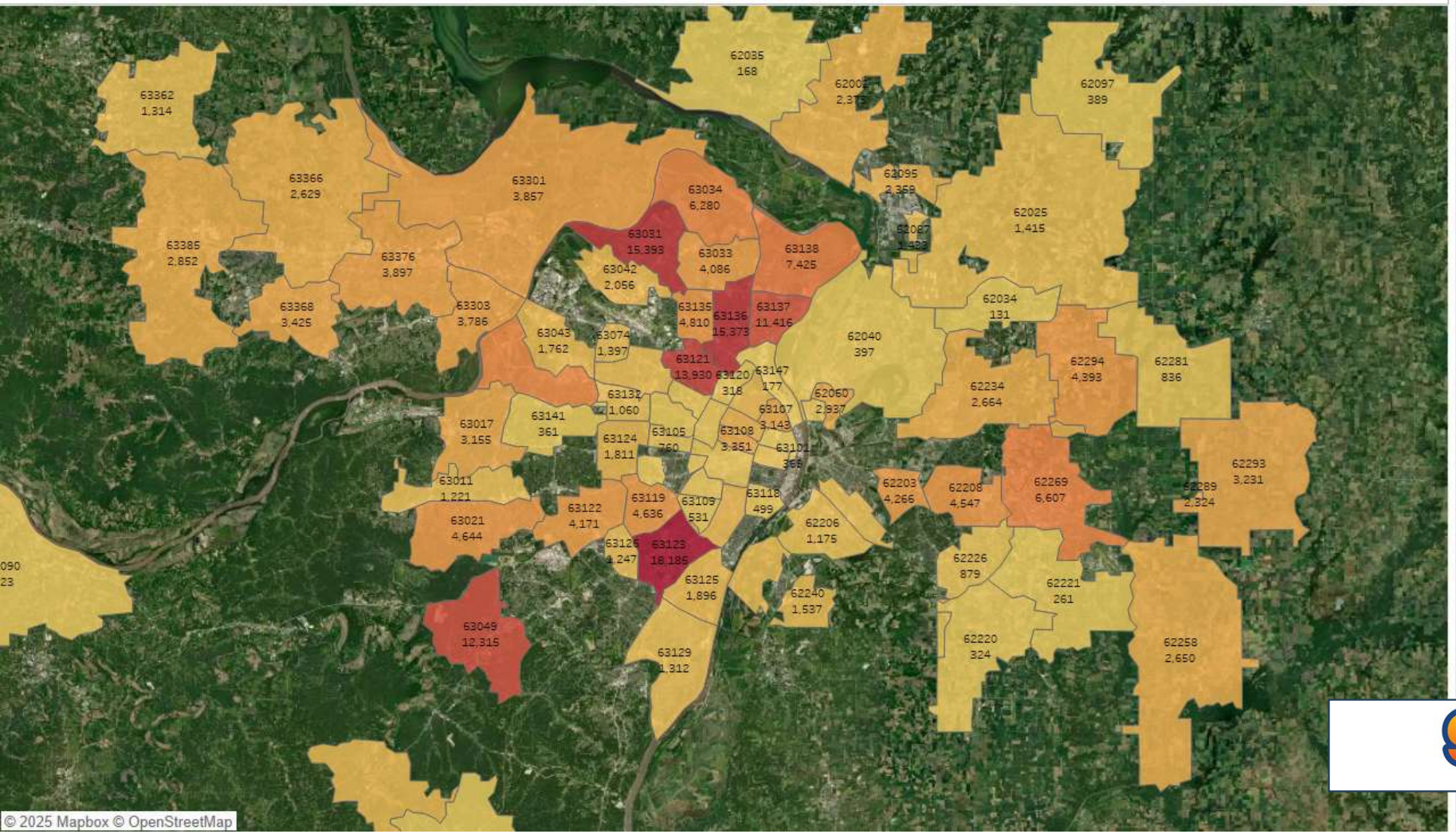


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Radio Stations: KYKY-FM

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



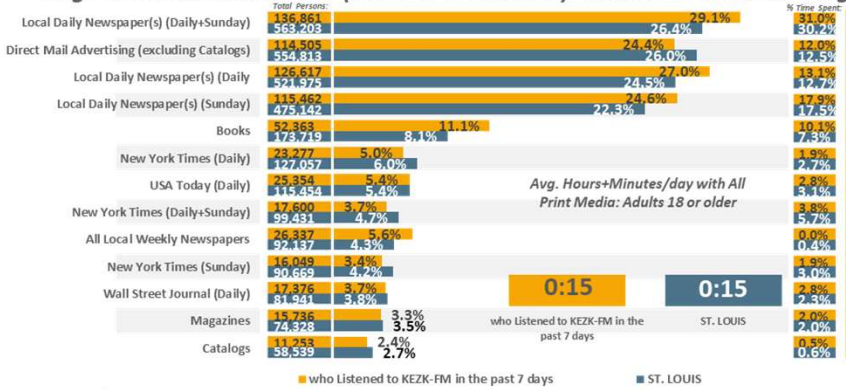
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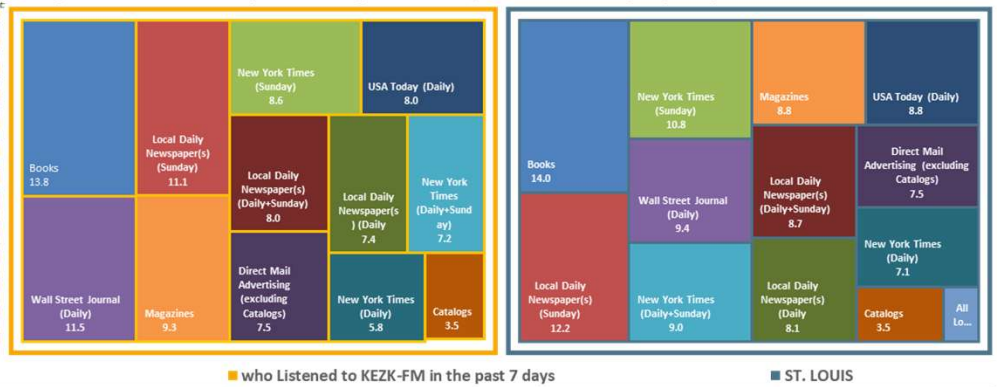
Radio Stations: WFUN-FM

136,861 or 29.1% of Adults 18 or older who Listened to KEZK-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8. minutes every day representing 34.5% of all time spent daily with All forms of Print Media.

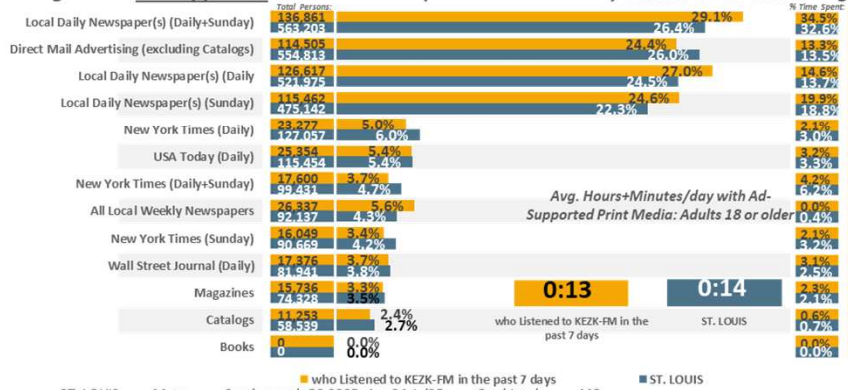
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



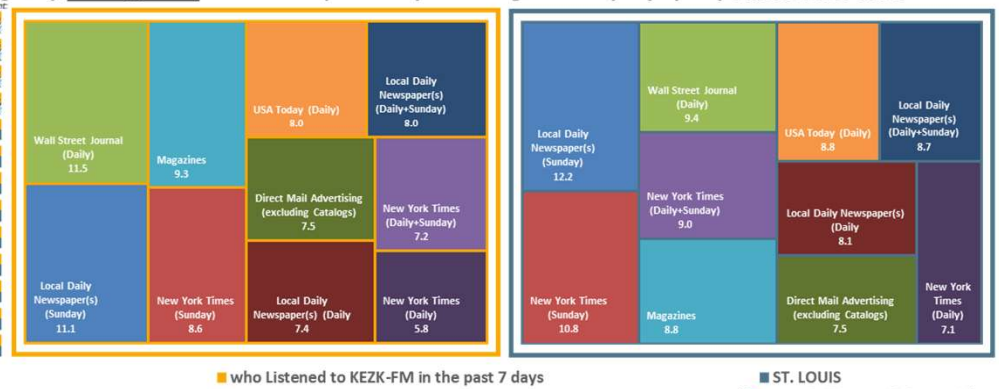
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 448

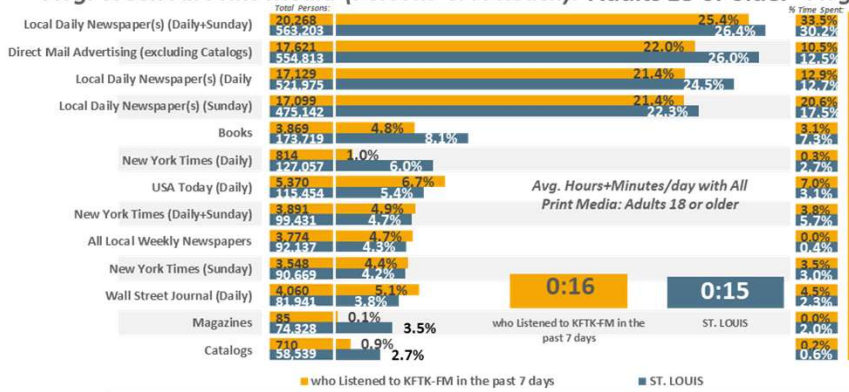
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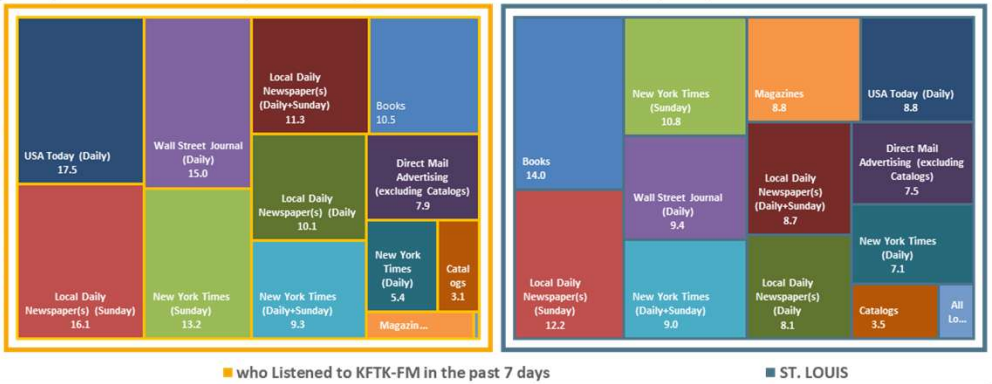
Radio Stations: KEZK-FM

20,268 or 25.4% of Adults 18 or older who Listened to KFTK-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.3 minutes every day representing 34.6% of all time spent daily with All forms of Print Media.

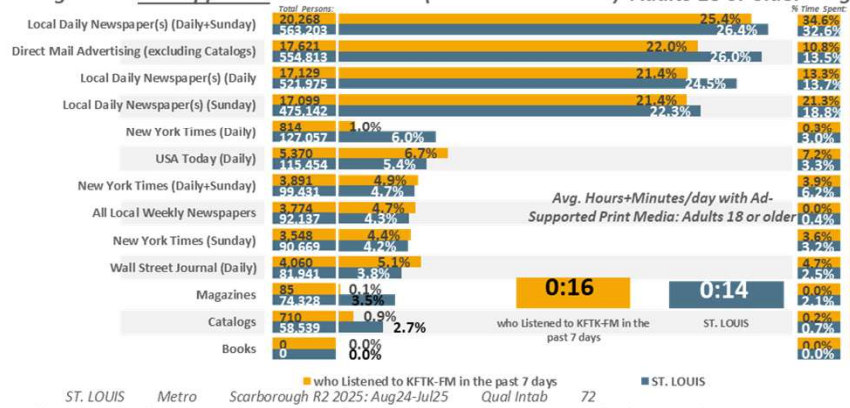
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



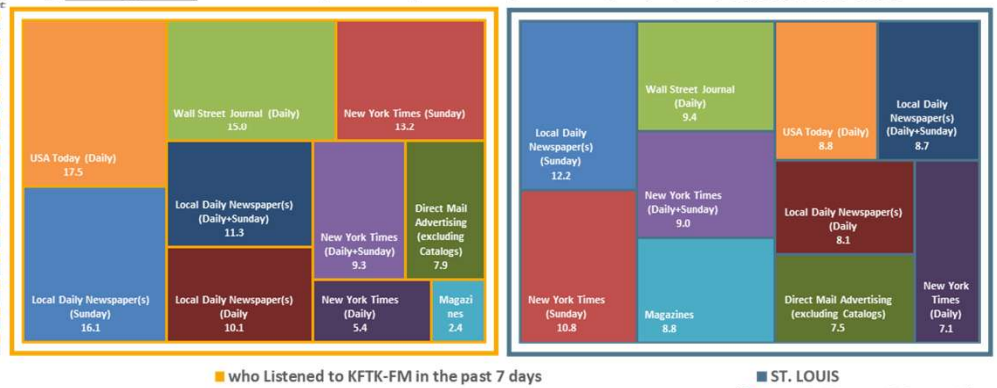
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 72

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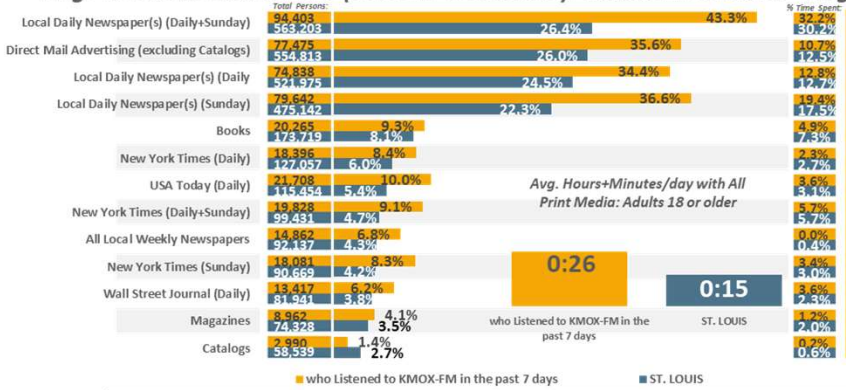
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Radio Stations: KFTK-FM

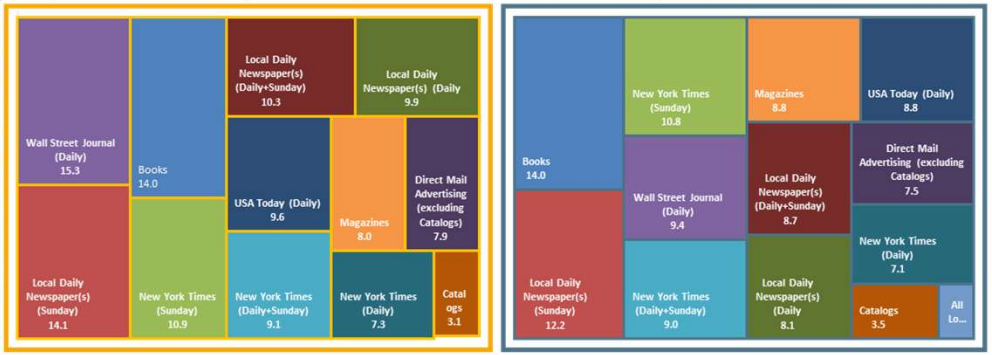
1120 AM • 98.7 FM
KMOX
The Voice of St. Louis

94,403 or 43.3% of Adults 18 or older who Listened to KMOX-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.3 minutes every day representing 33.9% of all time spent daily with All forms of Print Media.

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

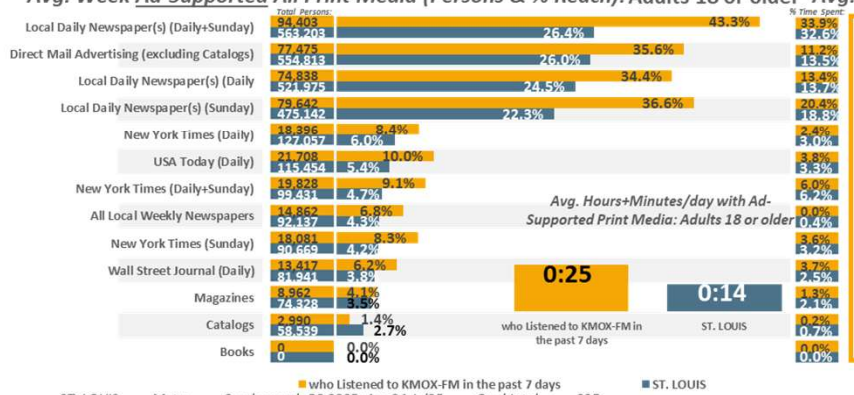


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

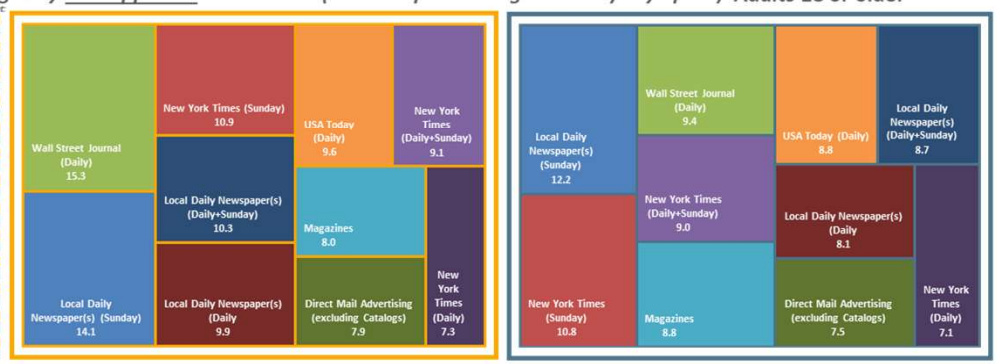


who Listened to KMOX-FM in the past 7 days ■ ST. LOUIS

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



■ who Listened to KMOX-FM in the past 7 days ■ ST. LOUIS

ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 225

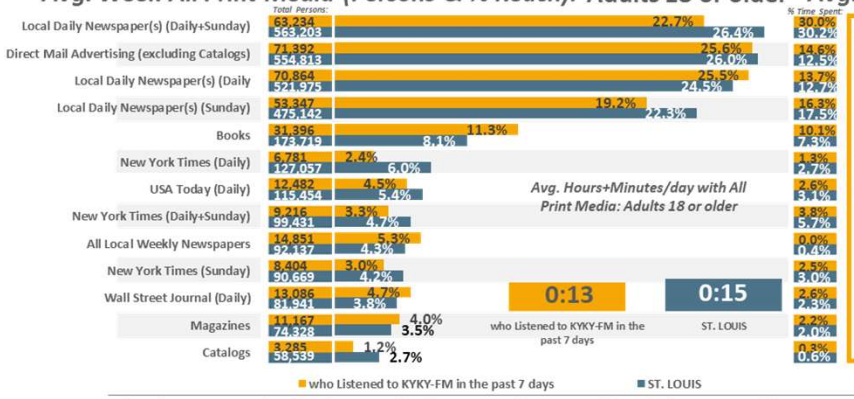
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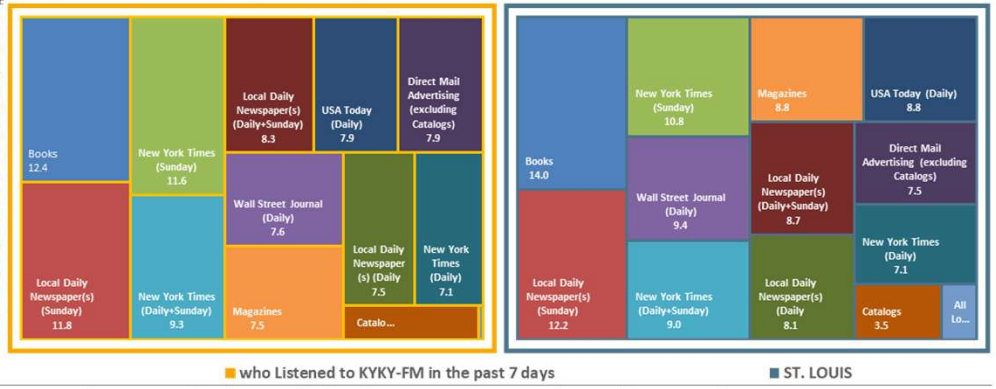
Radio Stations: KMOX-AM

63,234 or 22.7% of Adults 18 or older who Listened to KYKY-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.3 minutes every day representing 33.4% of all time spent daily with All forms of Print Media.

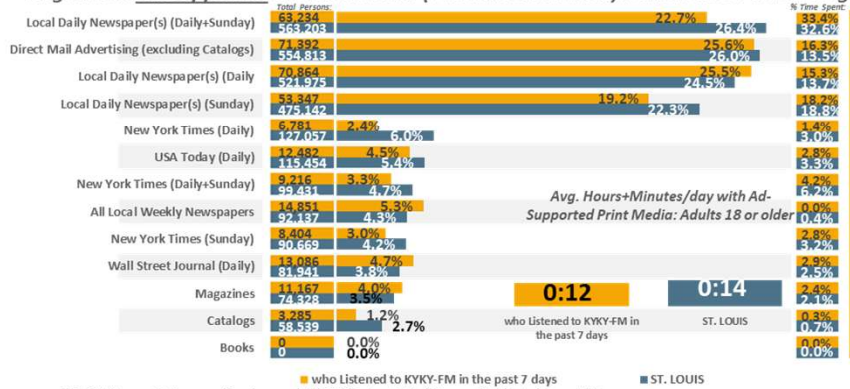
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



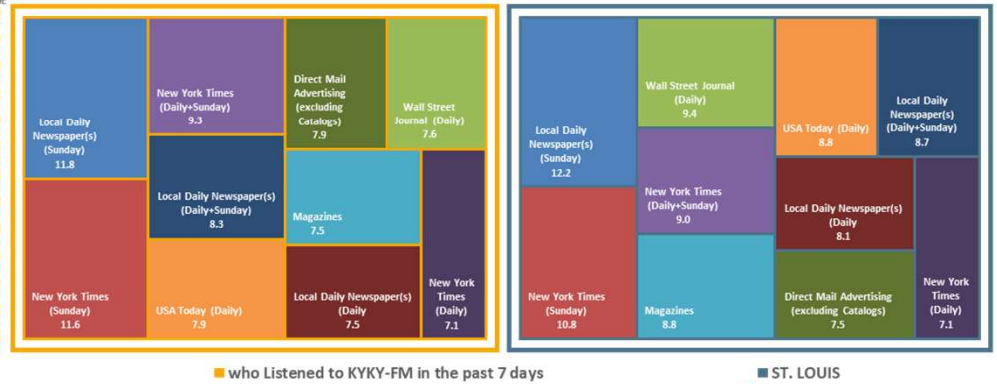
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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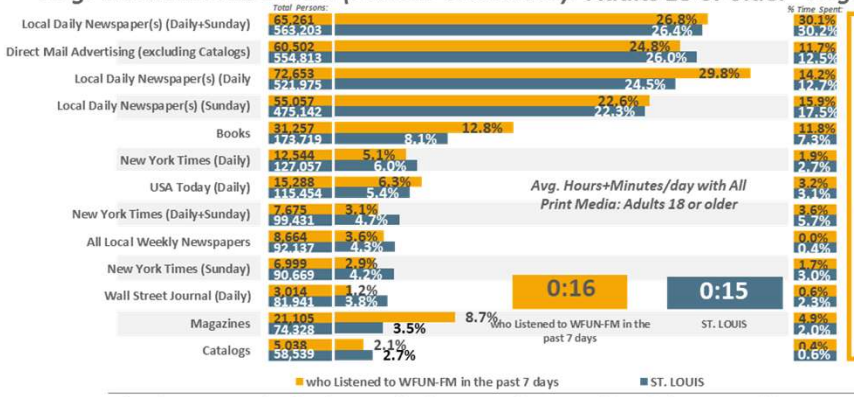
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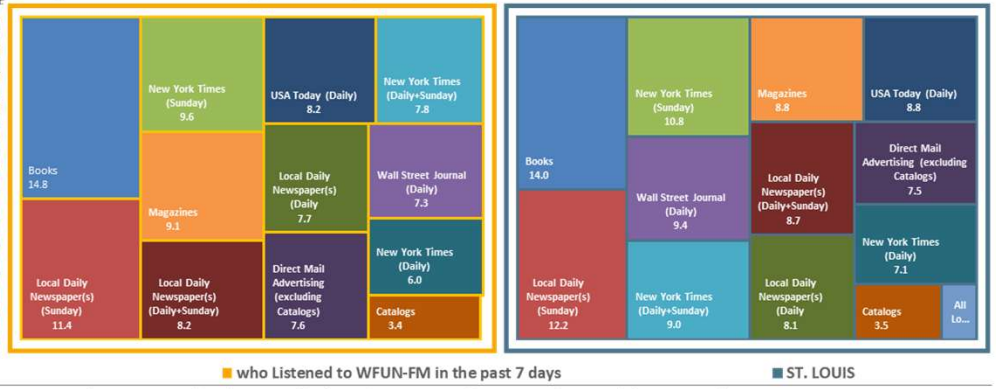
Radio Stations: KYKY-FM

65,261 or 26.8% of Adults 18 or older who Listened to WFUN-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.2 minutes every day representing 34.2% of all time spent daily with All forms of Print Media.

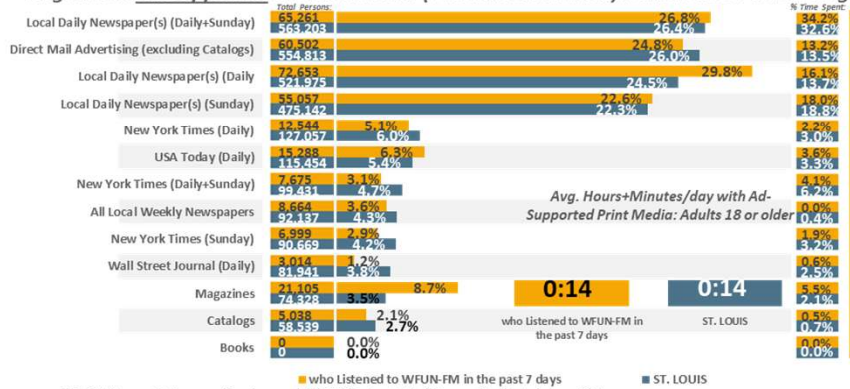
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



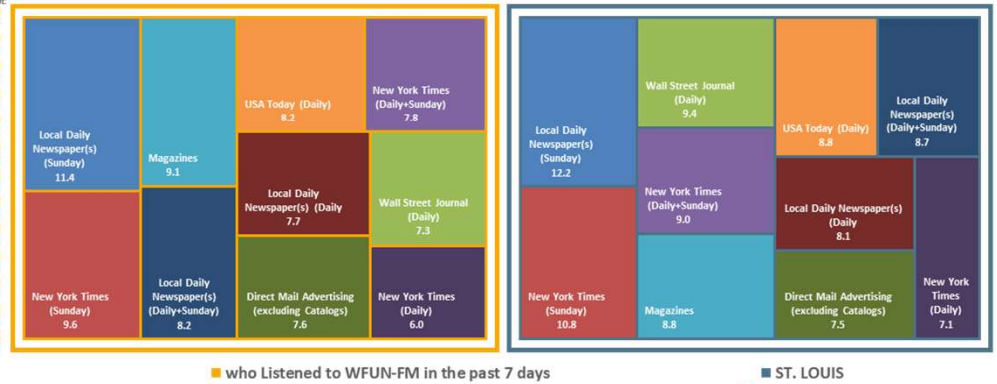
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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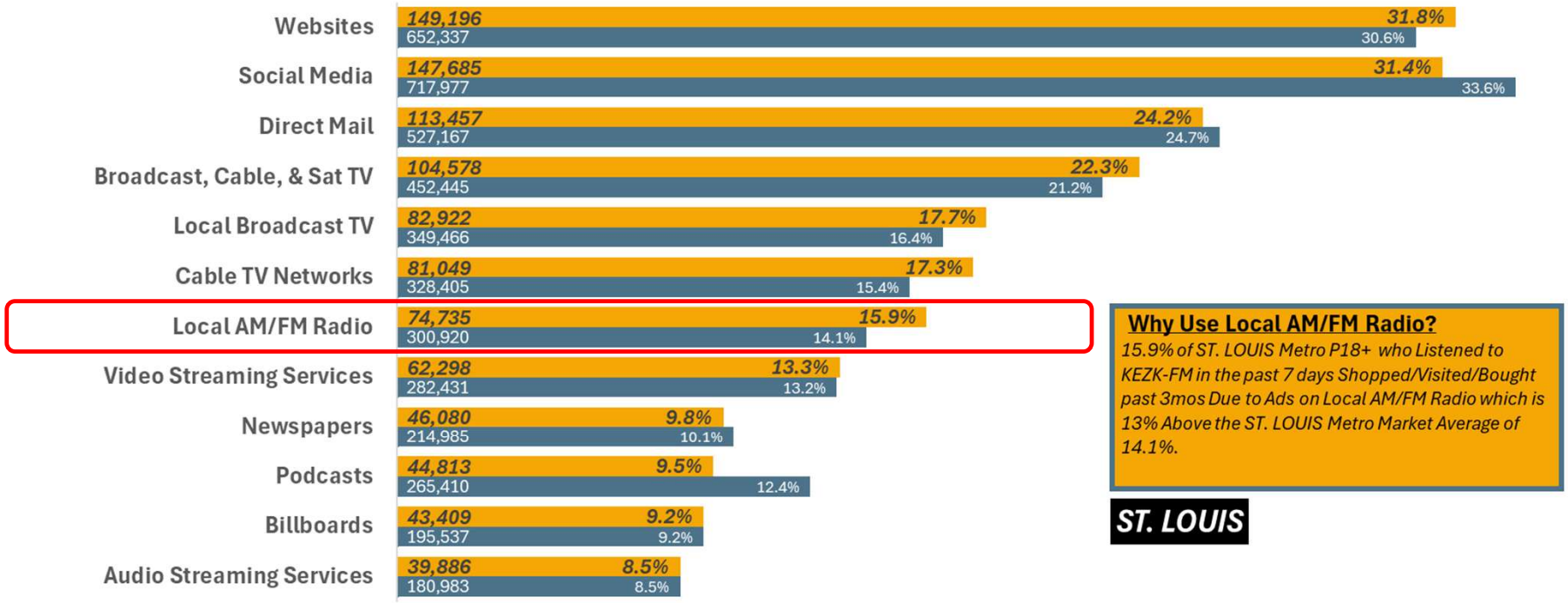
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Radio Stations: WFUN-FM

102.5KEZK

"Advertising Actions"

P18+ who Listened to KEZK-FM in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

15.9% of ST. LOUIS Metro P18+ who Listened to KEZK-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 13% Above the ST. LOUIS Metro Market Average of 14.1%.

ST. LOUIS

ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab: 448

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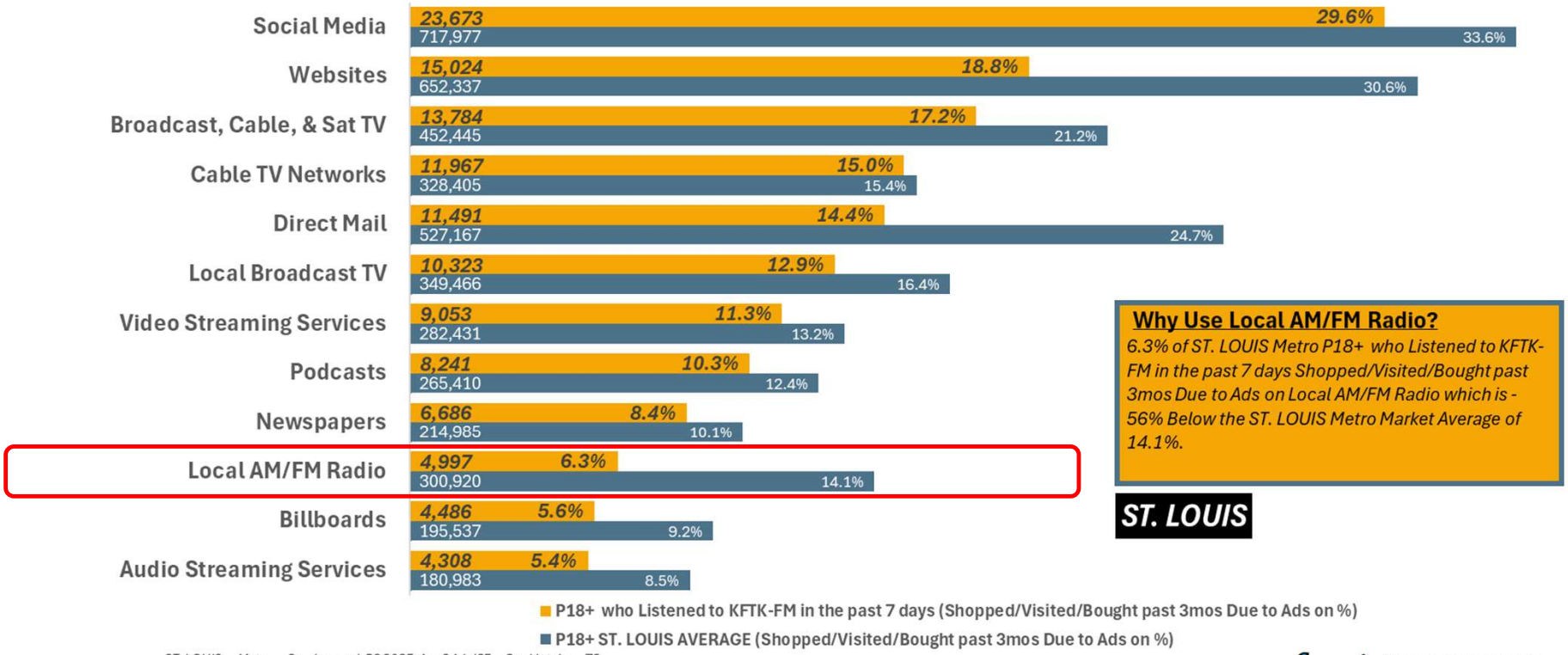
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Radio Stations: KEZK-FM

97.1 FM TALK

"Advertising Actions"

P18+ who Listened to KFTK-FM in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

6.3% of ST. LOUIS Metro P18+ who Listened to KFTK-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -56% Below the ST. LOUIS Metro Market Average of 14.1%.

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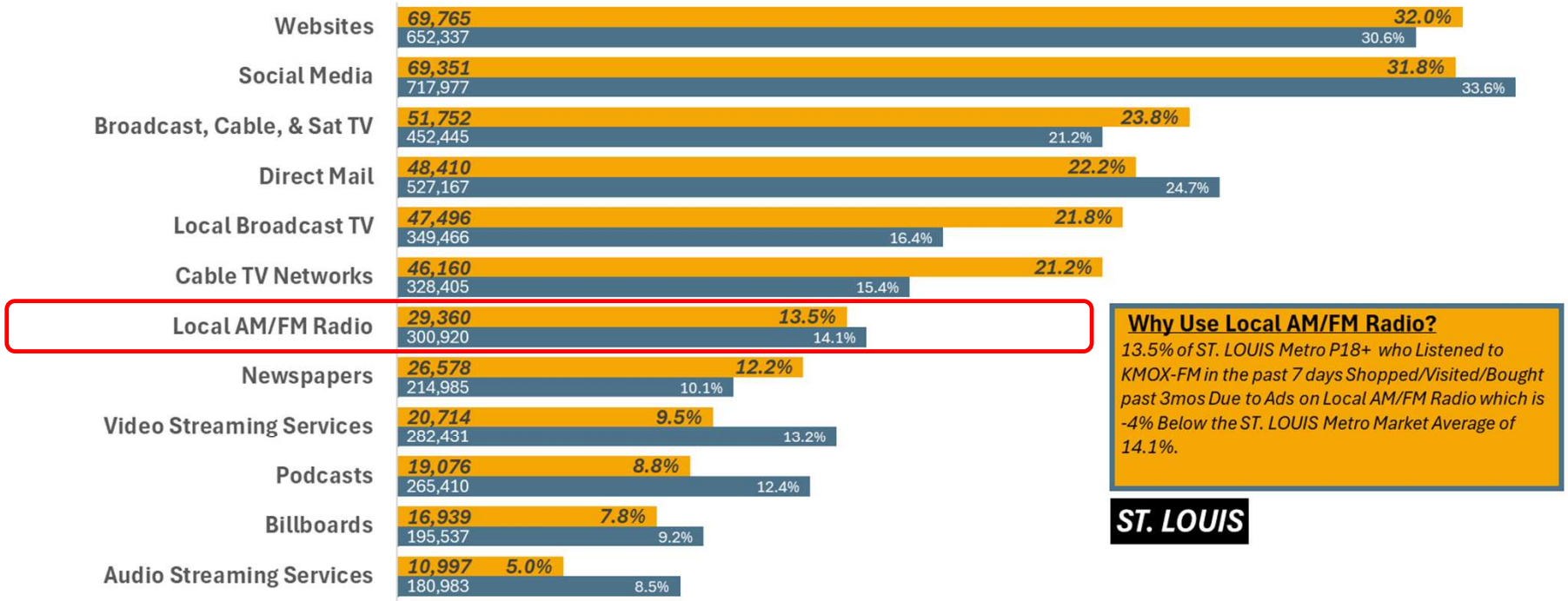
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Radio Stations: KFTK-FM

1120 AM • 98.7 FM
KMOX
The Voice of St. Louis

"Advertising Actions"

P18+ who Listened to KMOX-FM in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

13.5% of ST. LOUIS Metro P18+ who Listened to KMOX-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -4% Below the ST. LOUIS Metro Market Average of 14.1%.

ST. LOUIS

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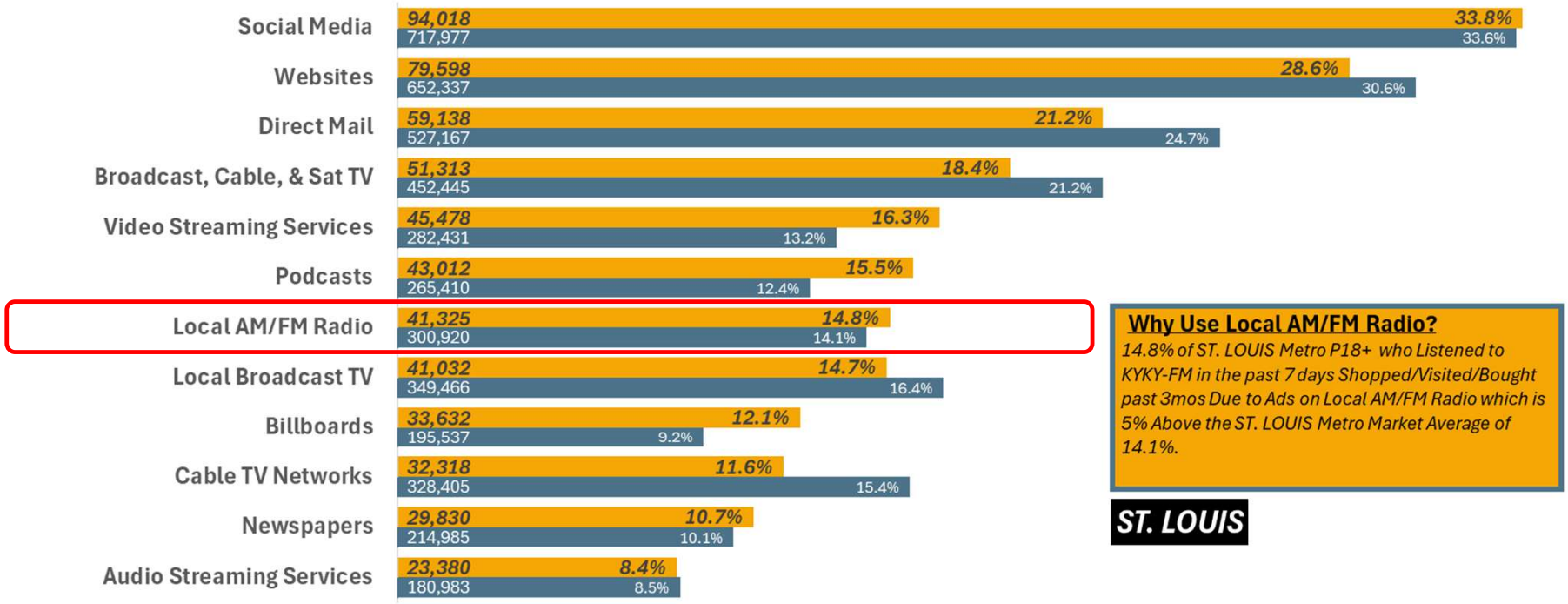
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Radio Stations: KMOX-AM

"Advertising Actions"

P18+ who Listened to KYKY-FM in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

14.8% of ST. LOUIS Metro P18+ who Listened to KYKY-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 5% Above the ST. LOUIS Metro Market Average of 14.1%.

ST. LOUIS

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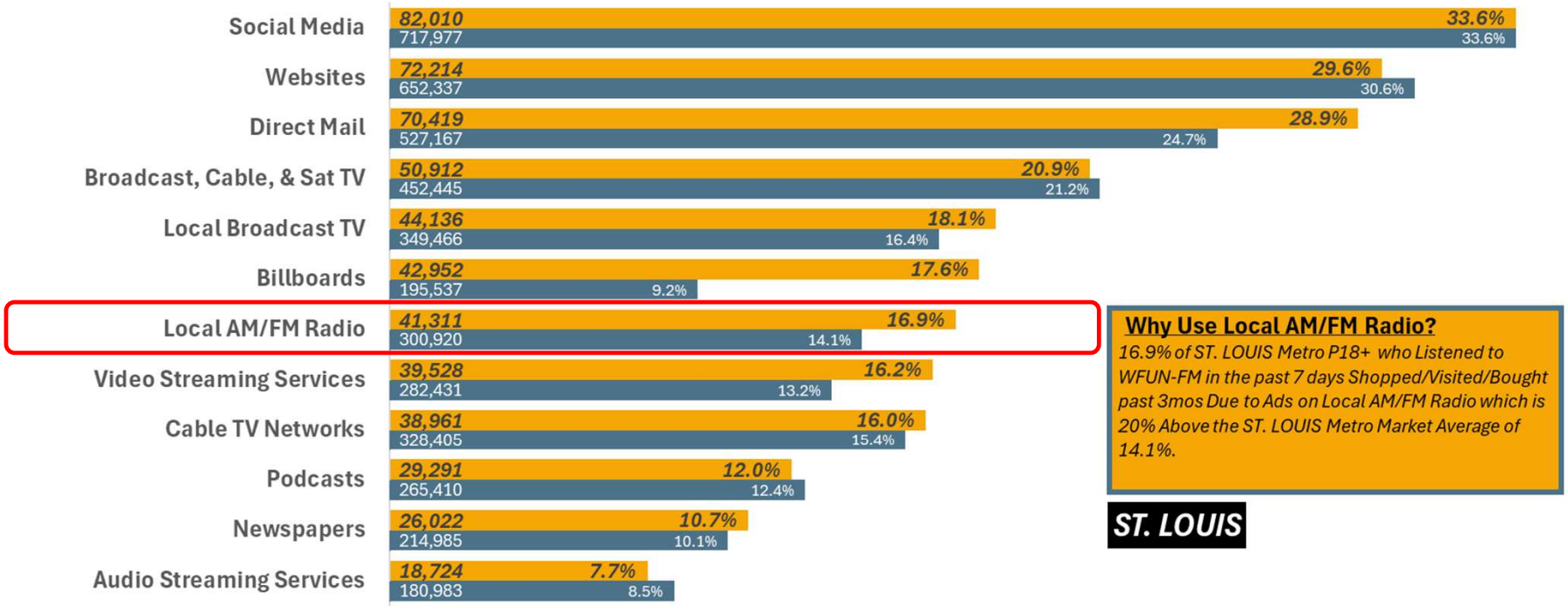
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Radio Stations: KYKY-FM

96.3 R&B for The Lou

"Advertising Actions"

P18+ who Listened to WFUN-FM in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

16.9% of ST. LOUIS Metro P18+ who Listened to WFUN-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 20% Above the ST. LOUIS Metro Market Average of 14.1%.

ST. LOUIS

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Radio Stations: WFUN-FM