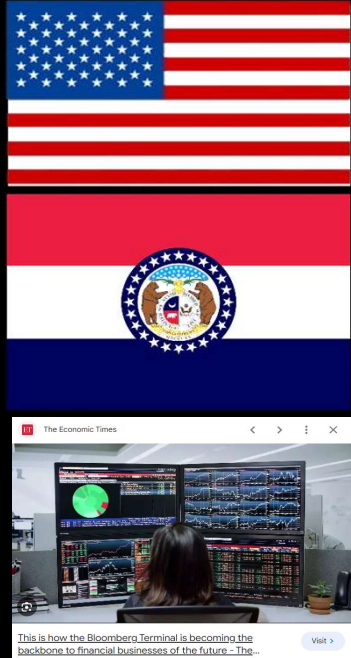


ST. LOUIS, MO, Metro – 5 P18+ Profiles of HUBBARD RADIO Listeners! **Brand New Data as of February 28, 2026!** **Complete Demographic & Media Use Profiles**



Metro
#24 P18+

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

Radio Stations: KPNT-FM Radio Stations: KSHE-FM Radio Stations: WARH-FM Radio Stations: WIL-FM Radio Stations: WXOS-FM





13.5% or 290,702 of ST. LOUIS Metro Adults 18 or older Listened to KPNT-FM in the past 7 days.
Typical Adults 18 or older who Listened to KPNT-FM in the past 7 days are 44.8 years old (9.4% younger than average) and have a \$127,451 (18.8% higher than average) annual household income.

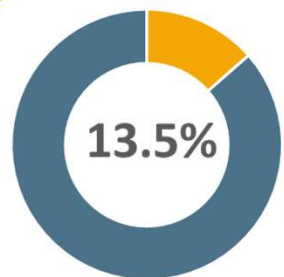


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



■ who Listened to KPNT-FM in the past 7 days
■ Remainder of ST. LOUIS Metro

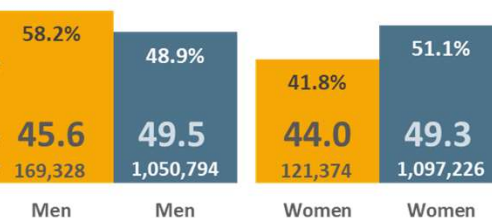
Total Persons:



%M vs. %F:

Average Age:

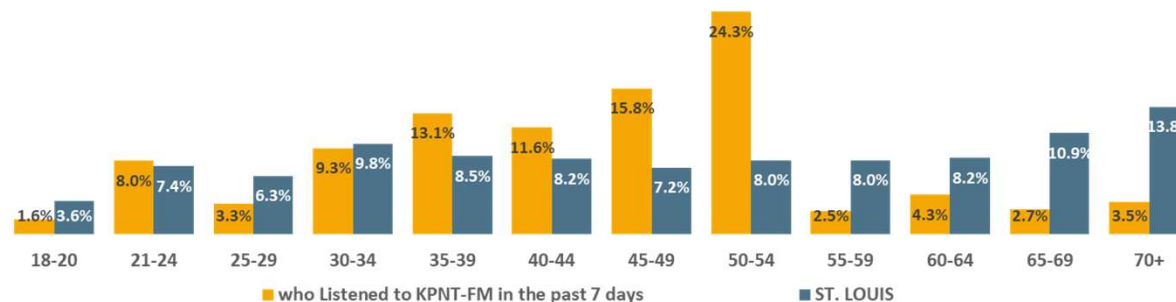
Persons:



Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older

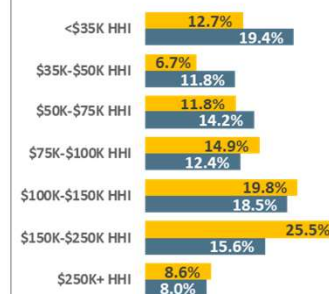


■ who Listened to KPNT-FM in the past 7 days

■ ST. LOUIS



HHI of Target vs. Market:



Avg HHI:

\$127,451

\$107,250



20.4% or 438,388 of ST. LOUIS Metro Adults 18 or older Listened to KSHE-FM in the past 7 days.
 Typical Adults 18 or older who Listened to KSHE-FM in the past 7 days are 50. years old (1.1% older than average) and have a \$110,572 (3.1% higher than average) annual household income.

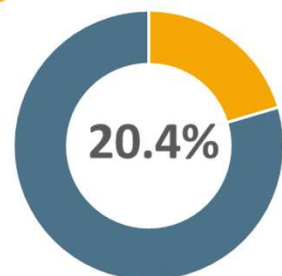


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



■ who Listened to KSHE-FM in the past 7 days
 ■ Remainder of ST. LOUIS Metro

Total Persons:

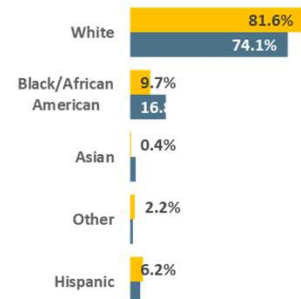
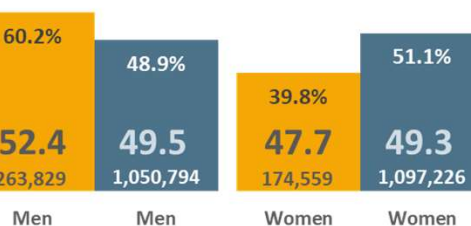
438,388

1,709,632

%M vs. %F:

Average Age:

Persons:

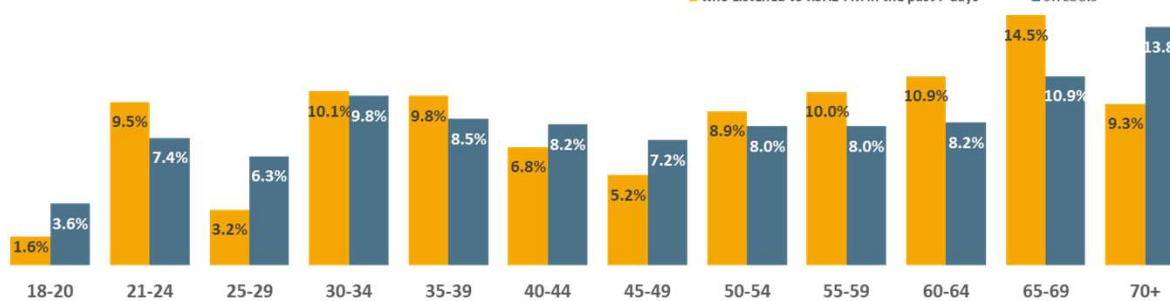


■ who Listened to KSHE-FM in the past 7 days ■ ST. LOUIS

Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older

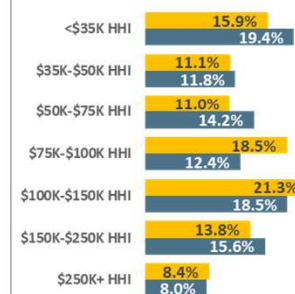


■ who Listened to KSHE-FM in the past 7 days

■ ST. LOUIS



HHI of Target vs. Market:



Avg HHI:

\$110,572

\$107,250



21.2% or 454,947 of ST. LOUIS Metro Adults 18 or older Listened to WARH-FM in the past 7 days. Typical Adults 18 or older who Listened to WARH-FM in the past 7 days are 47.3 years old (4.3% younger than average) and have a \$114,498 (6.8% higher than average) annual household income.

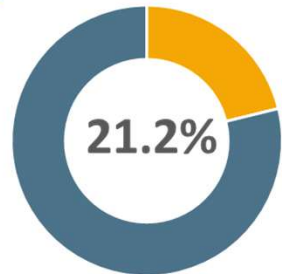


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



Total Persons:

454,947

1,693,073

%M vs. %F:

49.8%

48.9%

Average Age:

49.7

49.5

Persons:

226,646

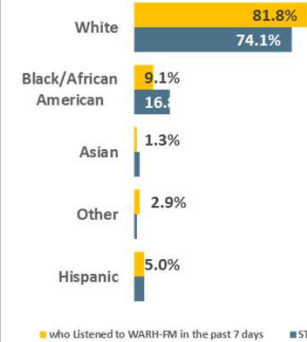
1,050,794

Men

Men

Women

Women



Age Cell Demographics of Target vs. Market:

Average Age:

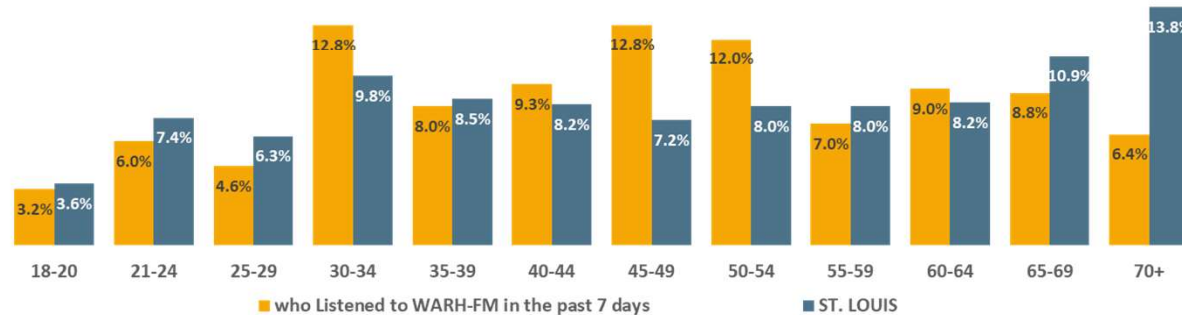
Adults 18 or older

47.3

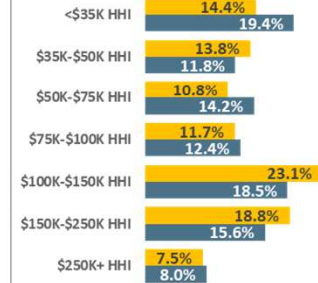
49.4

who Listened to WARH-FM in the past 7 days

ST. LOUIS



HHI of Target vs. Market:



Avg HHI:

\$114,498

\$107,250



12.8% or 275,303 of ST. LOUIS Metro Adults 18 or older Listened to WIL-FM in the past 7 days.
Typical Adults 18 or older who Listened to WIL-FM in the past 7 days are 49.9 years old (.9% older than average) and have a \$123,748 (15.4% higher than average) annual household income.

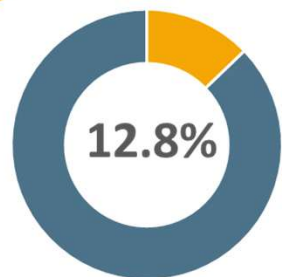


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



■ who Listened to WIL-FM in the past 7 days
■ Remainder of ST. LOUIS Metro

Total Persons:

275,303 1,872,717

%M vs. %F:

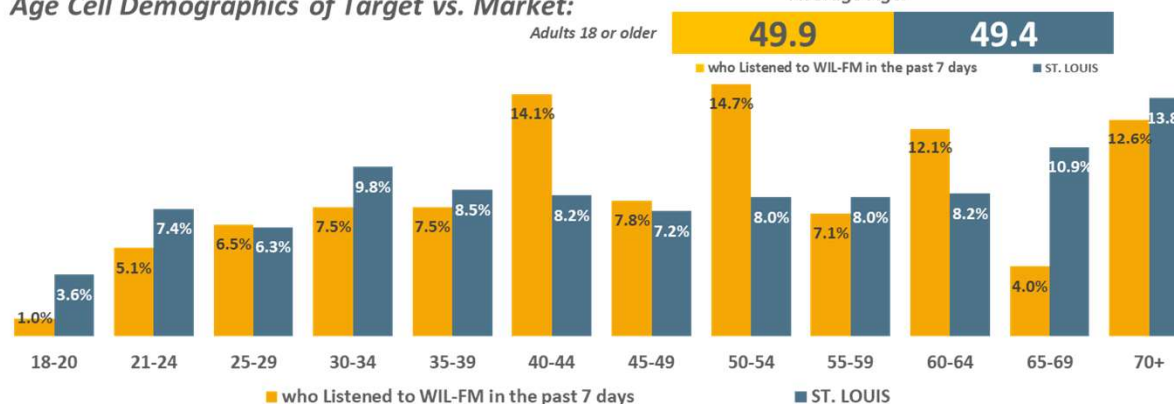
Average Age:

Persons:

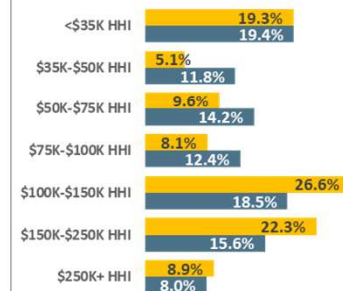
49.4%	48.9%	50.6%	51.1%
50.4	49.5	49.4	49.3
135,902	1,050,794	139,401	1,097,226
Men	Men	Women	Women

Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:



Avg HHI:

\$123,748

\$107,250



8.7% or 187,183 of ST. LOUIS Metro Adults 18 or older Listened to WXOS-FM in the past 7 days.
 Typical Adults 18 or older who Listened to WXOS-FM in the past 7 days are 53.2 years old (7.6% older than average) and have a \$115,746 (7.9% higher than average) annual household income.

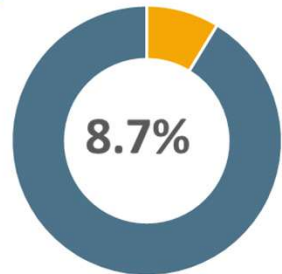


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



■ who Listened to WXOS-FM in the past 7 days
 ■ Remainder of ST. LOUIS Metro

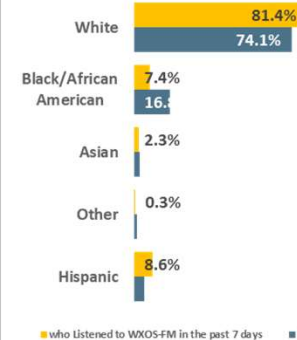
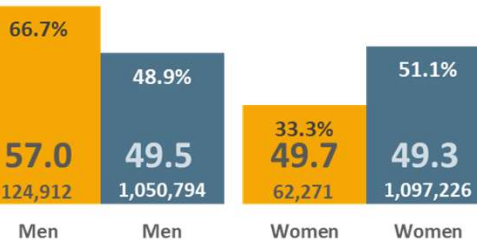
Total Persons:

187,183 1,960,837

%M vs. %F:

Average Age:

Persons:

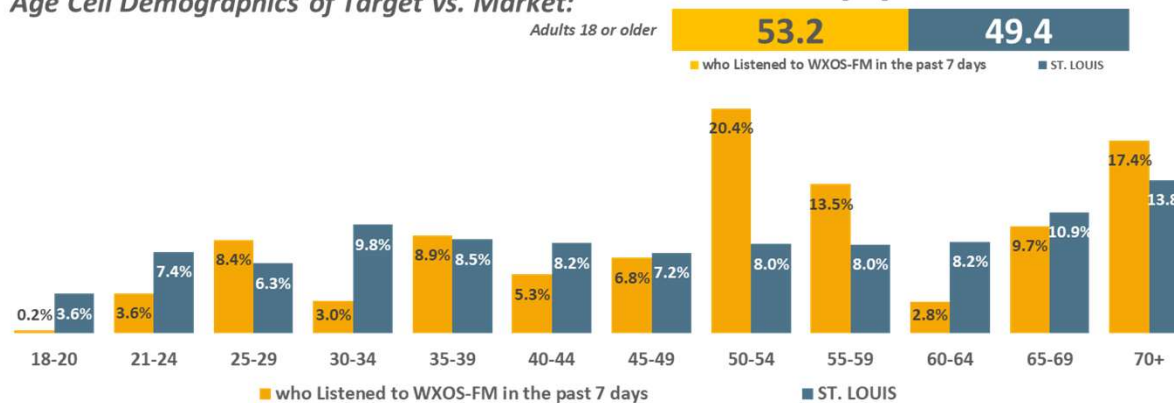


Age Cell Demographics of Target vs. Market:

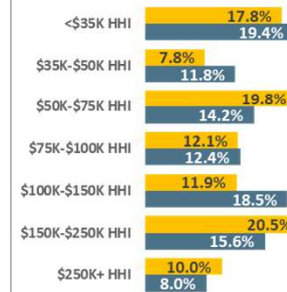
Average Age:

Adults 18 or older

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



HHI of Target vs. Market:



Avg HHI:

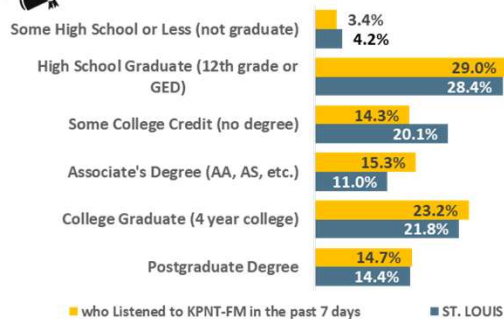
\$115,746 \$107,250



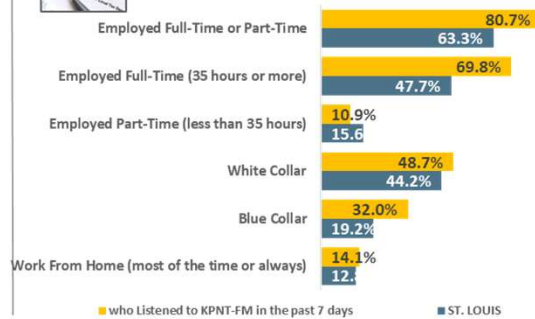
13.5% or 290,702 of ST. LOUIS Metro Adults 18 or older Listened to KPNT-FM in the past 7 days. Adults 18 or older who Listened to KPNT-FM in the past 7 days are 4.7% more likely to be a college graduate, 46.3% more likely to work full-time, 11.7% more likely to be married, 59.6% more likely to be a parent of 1 or more children under 18.



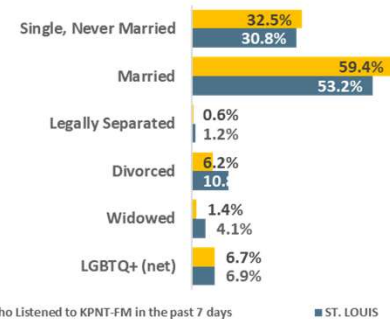
Education Levels: Adults 18 or older



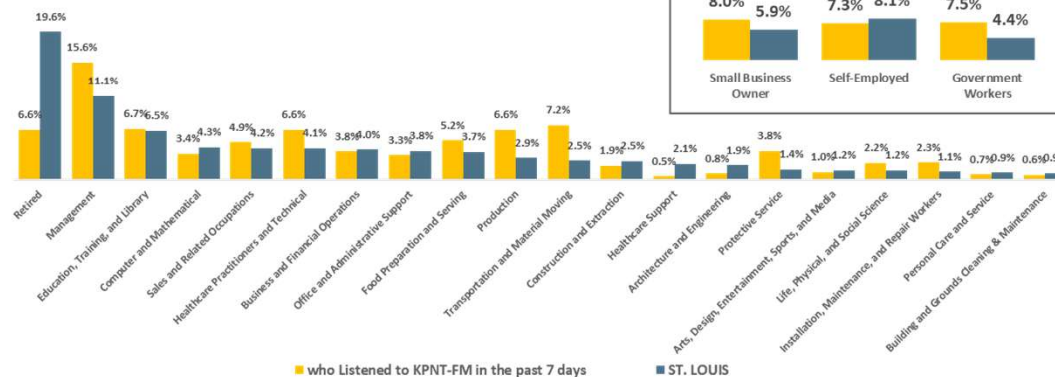
Employment: Adults 18 or older



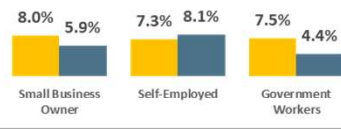
Marital Status: Adults 18 or older



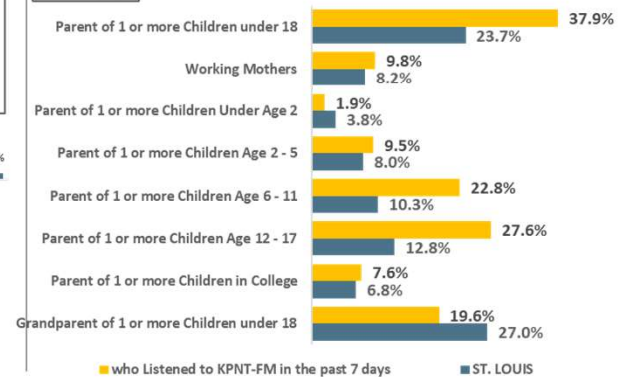
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

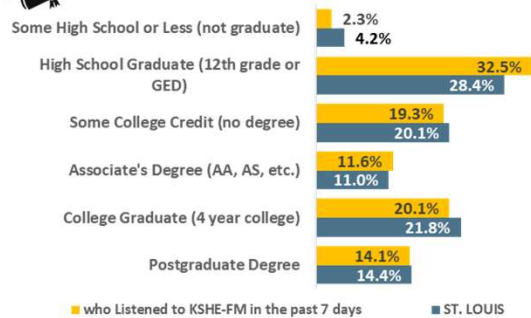




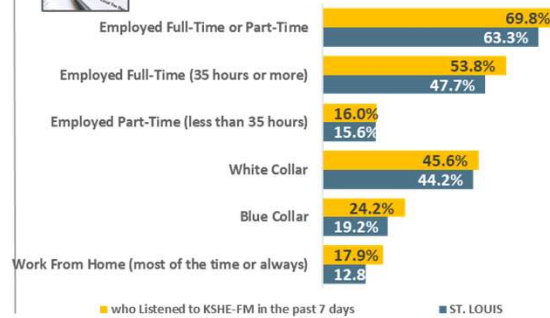
20.4% or 438,388 of ST. LOUIS Metro Adults 18 or older Listened to KSHE-FM in the past 7 days. Adults 18 or older who Listened to KSHE-FM in the past 7 days are 5.6% less likely to be a college graduate, 12.7% more likely to work full-time, 11.4% more likely to be married, 4.4% less likely to be a parent of 1 or more children under 18.



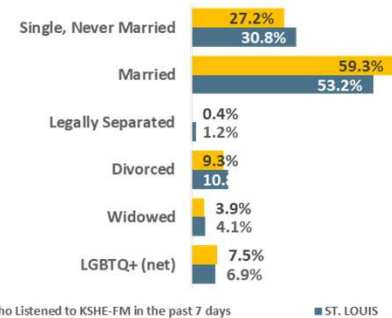
Education Levels: Adults 18 or older



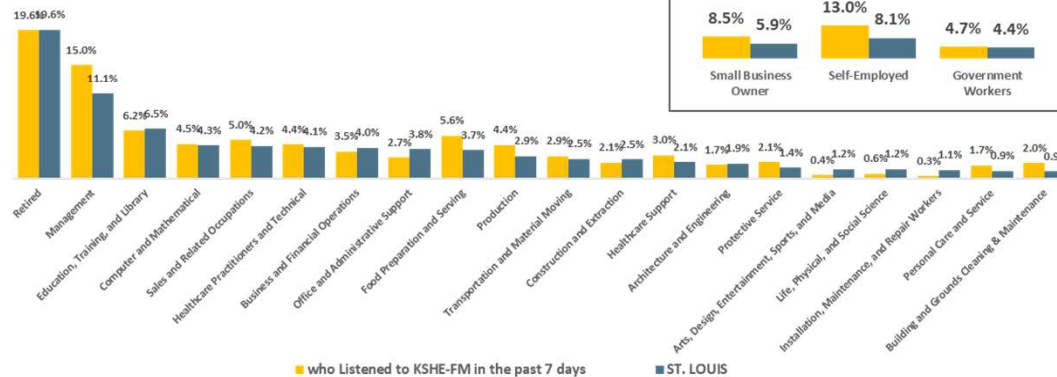
Employment: Adults 18 or older



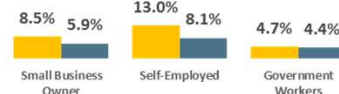
Marital Status: Adults 18 or older



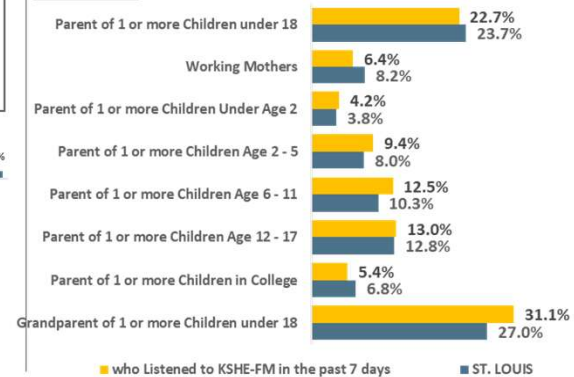
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

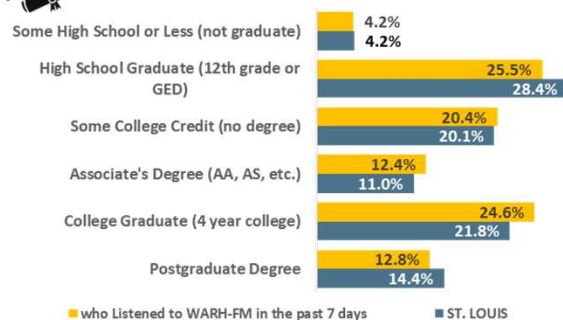




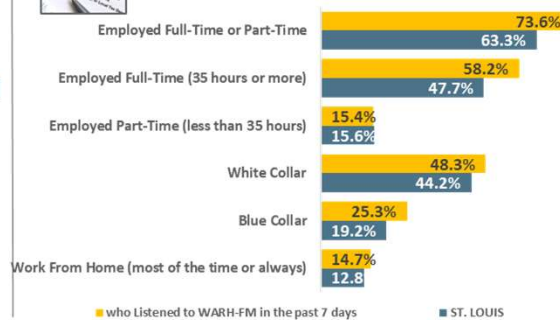
21.2% or 454,947 of ST. LOUIS Metro Adults 18 or older Listened to WARH-FM in the past 7 days. Adults 18 or older who Listened to WARH-FM in the past 7 days are 3.3% more likely to be a college graduate, 21.9% more likely to work full-time, 8.7% more likely to be married, 6.7% more likely to be a parent of 1 or more children under 18.



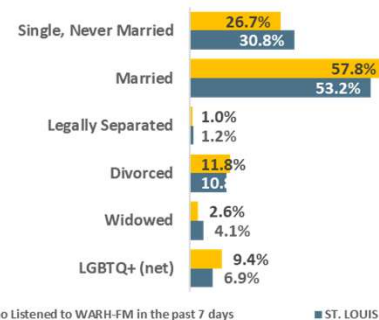
Education Levels: Adults 18 or older



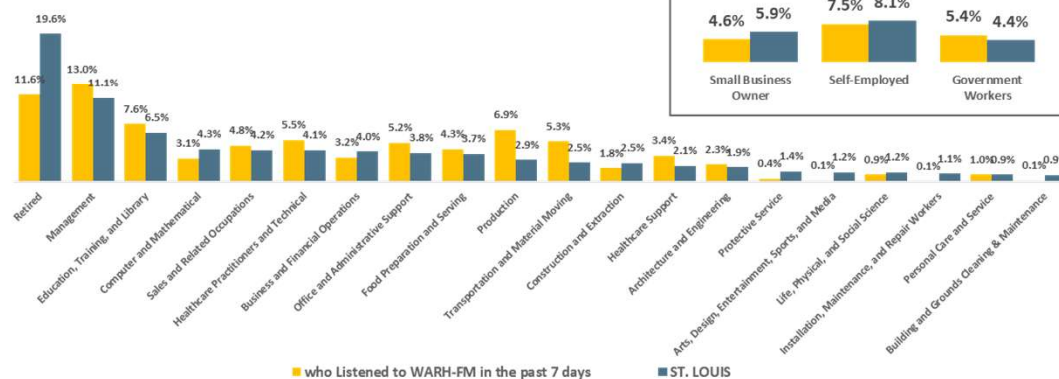
Employment: Adults 18 or older



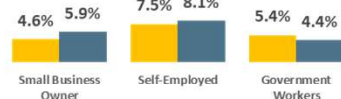
Marital Status: Adults 18 or older



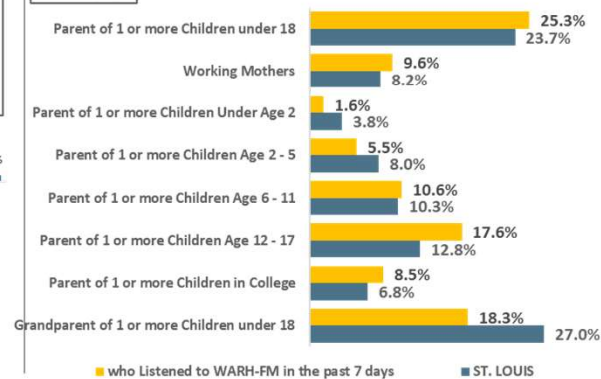
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

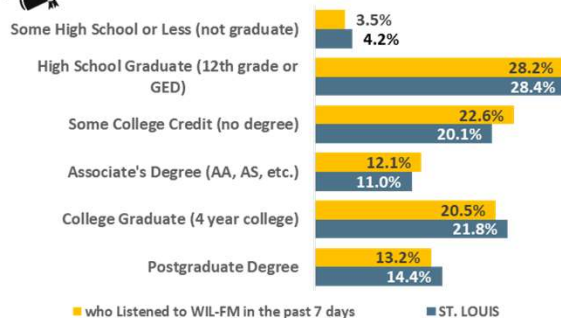




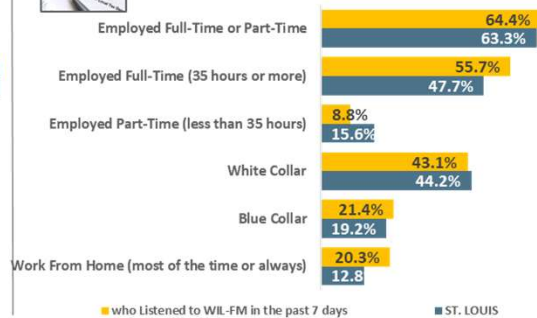
12.8% or 275,303 of ST. LOUIS Metro Adults 18 or older Listened to WIL-FM in the past 7 days. Adults 18 or older who Listened to WIL-FM in the past 7 days are 7.1% less likely to be a college graduate, 16.6% more likely to work full-time, 7.7% more likely to be married, 22.8% more likely to be a parent of 1 or more children under 18.



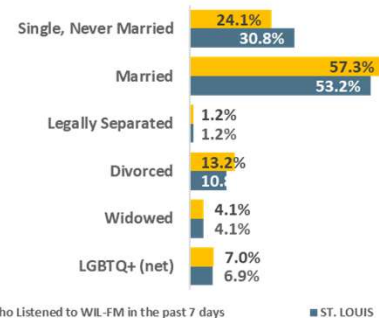
Education Levels: Adults 18 or older



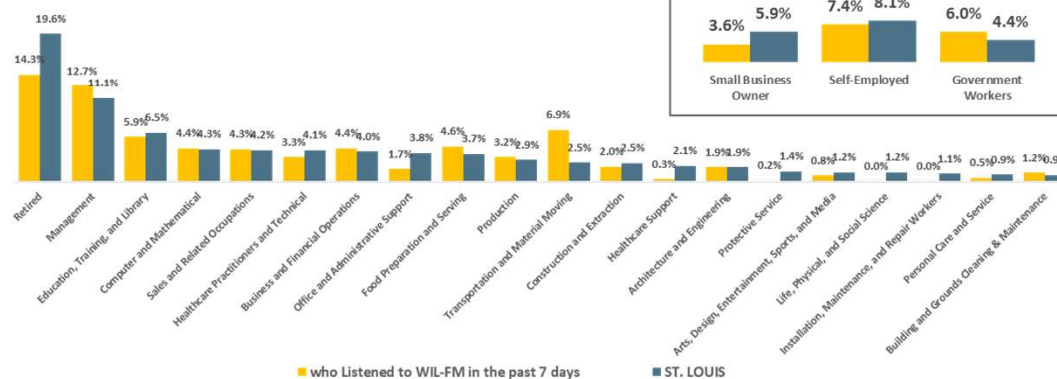
Employment: Adults 18 or older



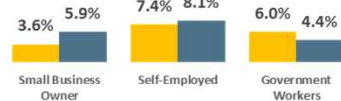
Marital Status: Adults 18 or older



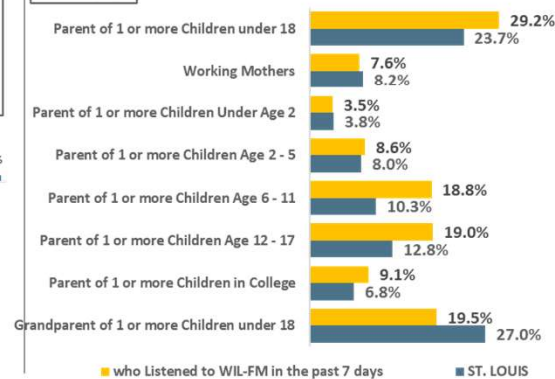
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

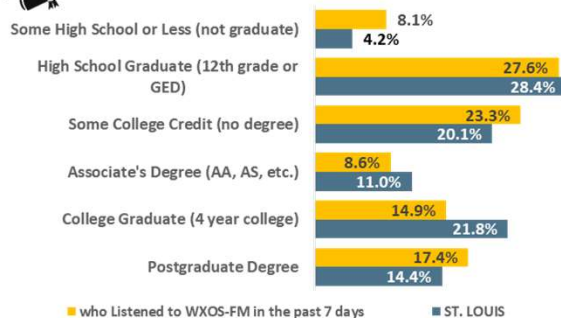


101 ESPN Sports Talk For St. Louis

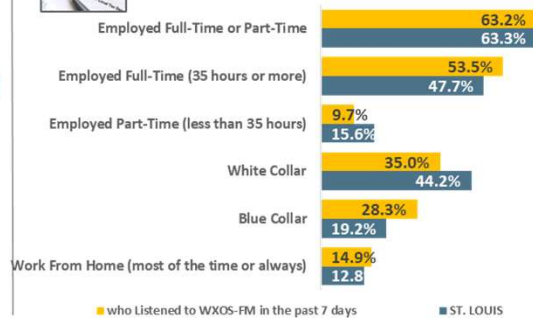
8.7% or 187,183 of ST. LOUIS Metro Adults 18 or older Listened to WXOS-FM in the past 7 days. Adults 18 or older who Listened to WXOS-FM in the past 7 days are 10.9% less likely to be a college graduate, 12.1% more likely to work full-time, 16.2% more likely to be married, 45.6% more likely to be a parent of 1 or more children under 18.



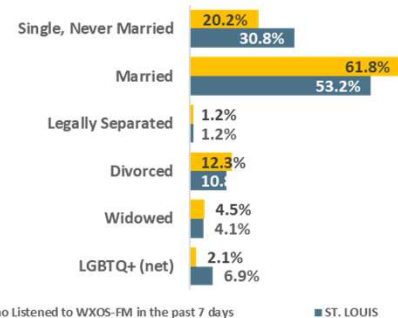
Education Levels: Adults 18 or older



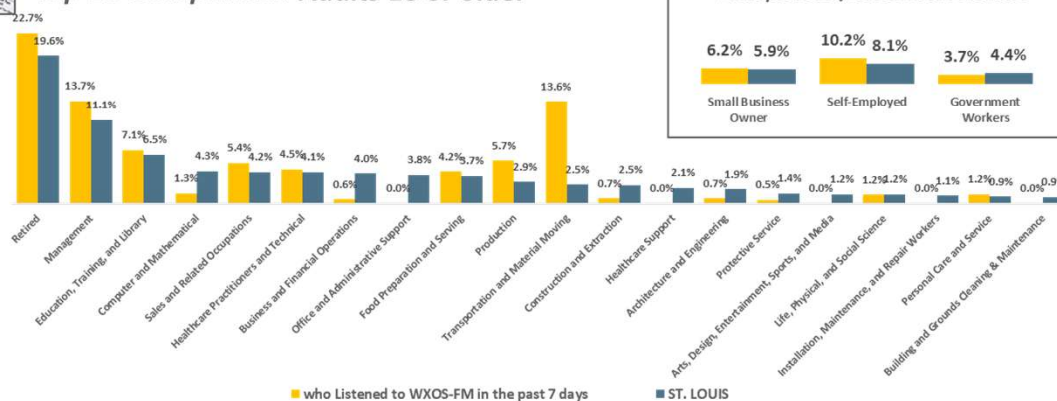
Employment: Adults 18 or older



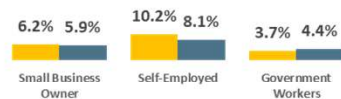
Marital Status: Adults 18 or older



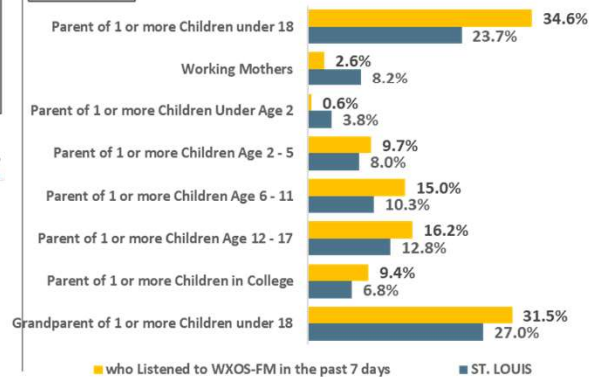
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

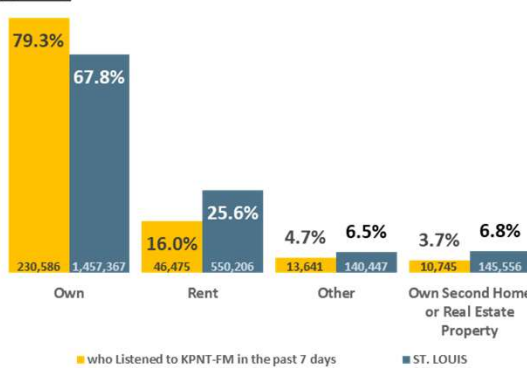




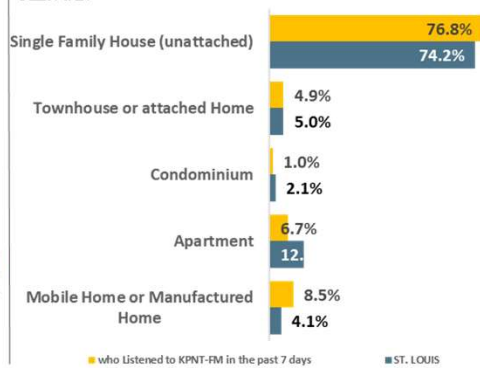
13.5% or 290,702 of ST. LOUIS Metro Adults 18 or older Listened to KPNT-FM in the past 7 days. Adults 18 or older who Listened to KPNT-FM in the past 7 days are 16.9% more likely to own their home, 10.6% more likely to own a lower valued home, 3.6% more likely to have a single-family home, 28.6% more likely to have a dog.



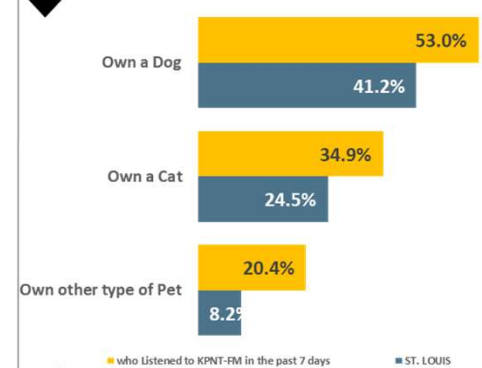
Own/Rent/Other: Adults 18 or older



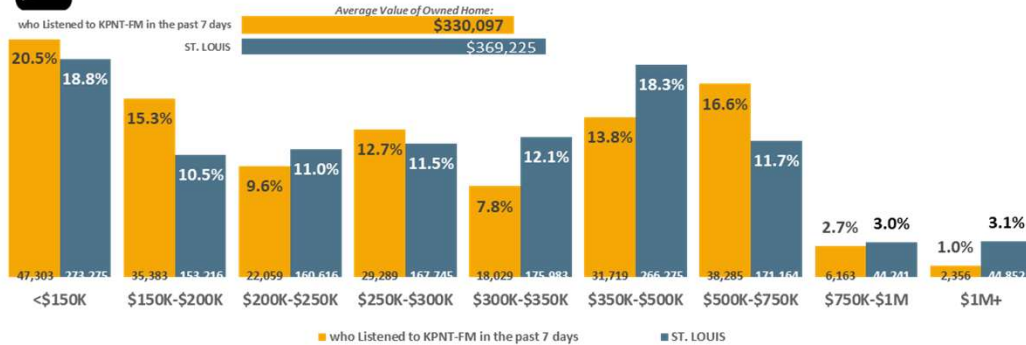
Type of Home: Adults 18 or older



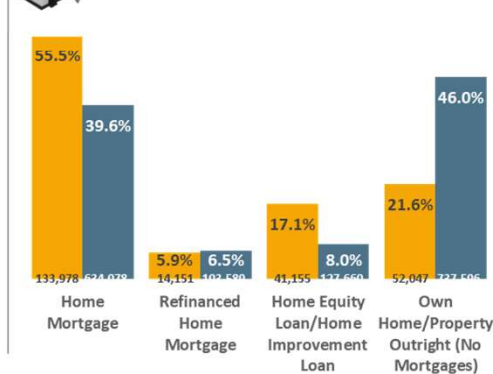
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

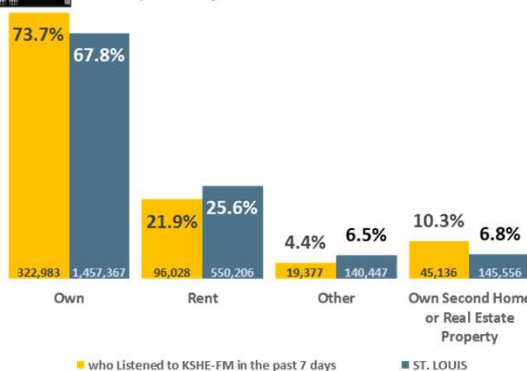




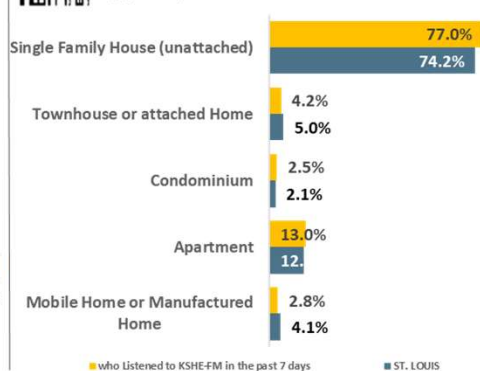
20.4% or 438,388 of ST. LOUIS Metro Adults 18 or older Listened to KSHE-FM in the past 7 days. Adults 18 or older who Listened to KSHE-FM in the past 7 days are 8.6% more likely to own their home, 6.9% more likely to own a lower valued home, 3.9% more likely to have a single-family home, 23.% more likely to have a dog.



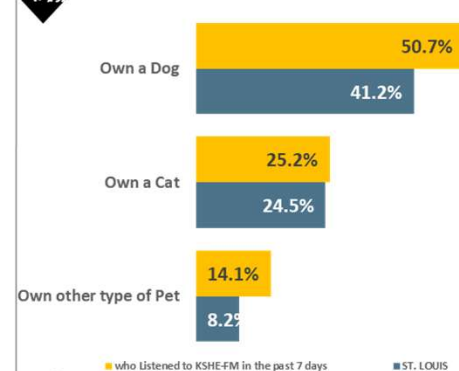
Own/Rent/Other: Adults 18 or older



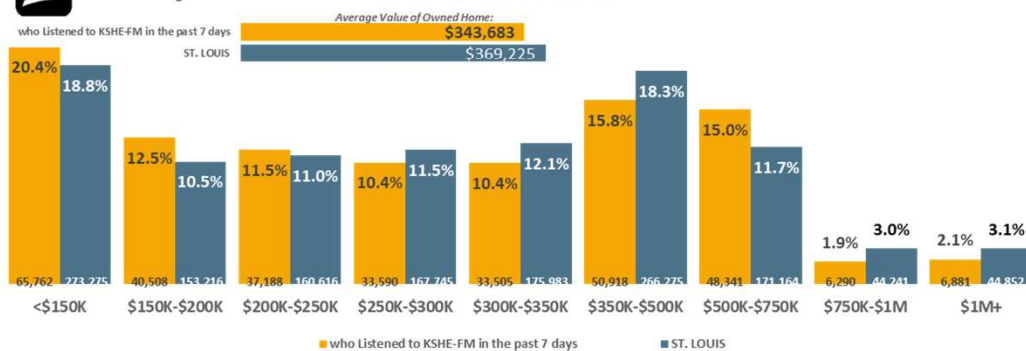
Type of Home: Adults 18 or older



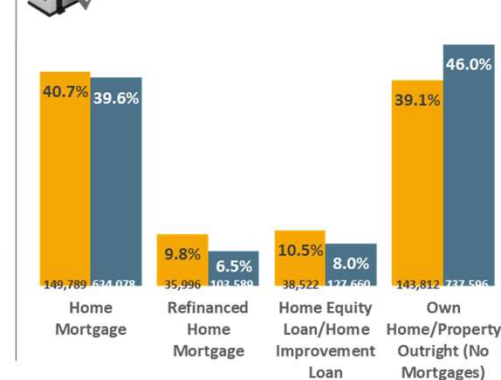
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

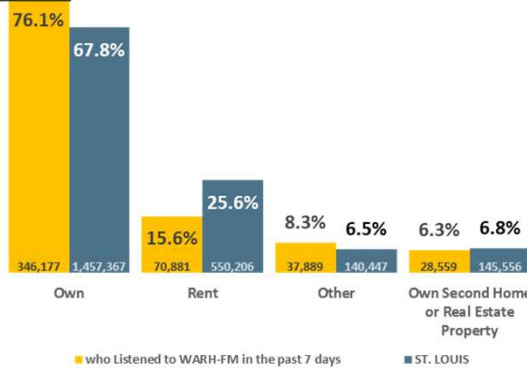




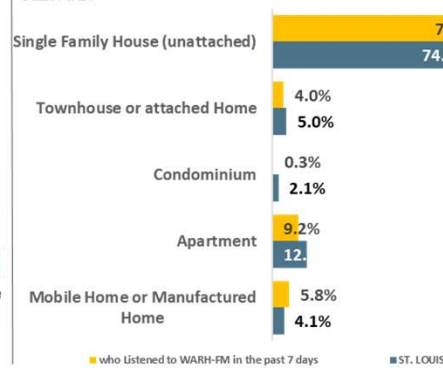
21.2% or 454,947 of ST. LOUIS Metro Adults 18 or older Listened to WARH-FM in the past 7 days. Adults 18 or older who Listened to WARH-FM in the past 7 days are 12.2% more likely to own their home, 1.2% more likely to own a lower valued home, 6.5% more likely to have a single-family home, 7.9% more likely to have a dog.



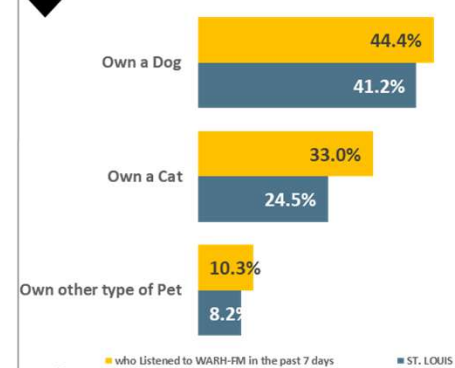
Own/Rent/Other: Adults 18 or older



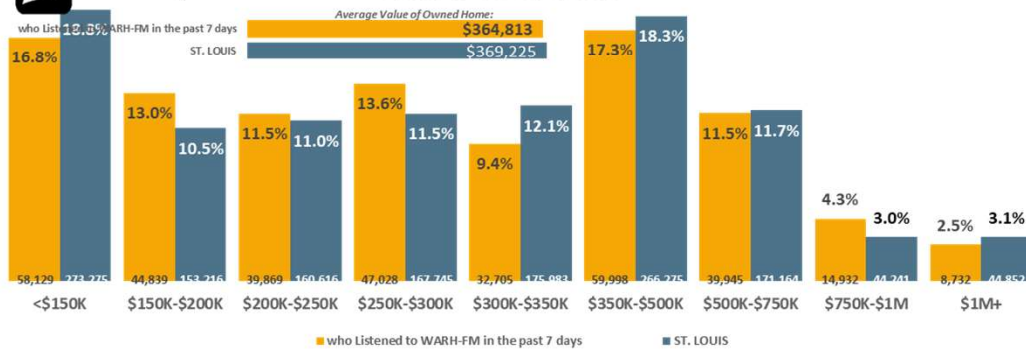
Type of Home: Adults 18 or older



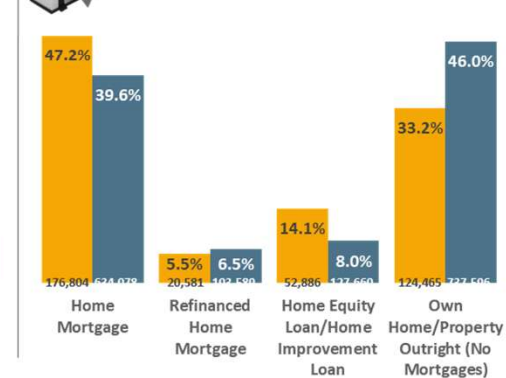
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

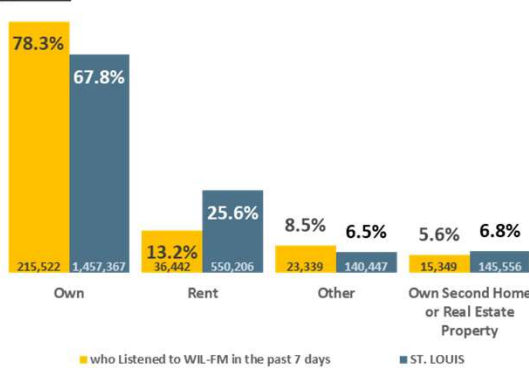




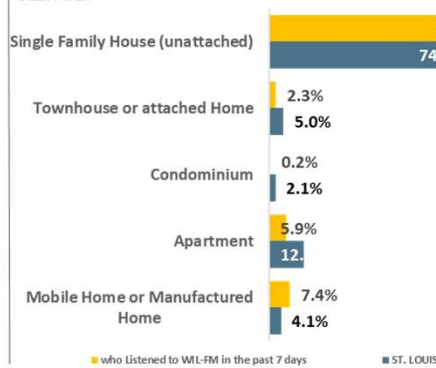
12.8% or 275,303 of ST. LOUIS Metro Adults 18 or older Listened to WIL-FM in the past 7 days. Adults 18 or older who Listened to WIL-FM in the past 7 days are 15.4% more likely to own their home, .2% more likely to own a higher valued home, 9.6% more likely to have a single-family home, 26.3% more likely to have a dog.



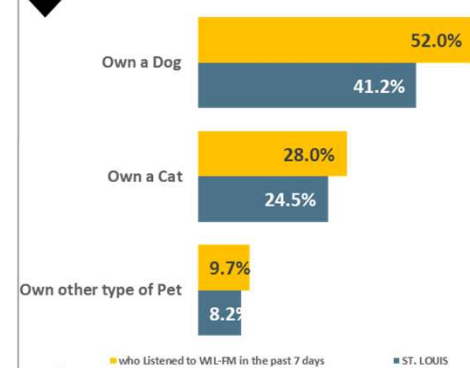
Own/Rent/Other: Adults 18 or older



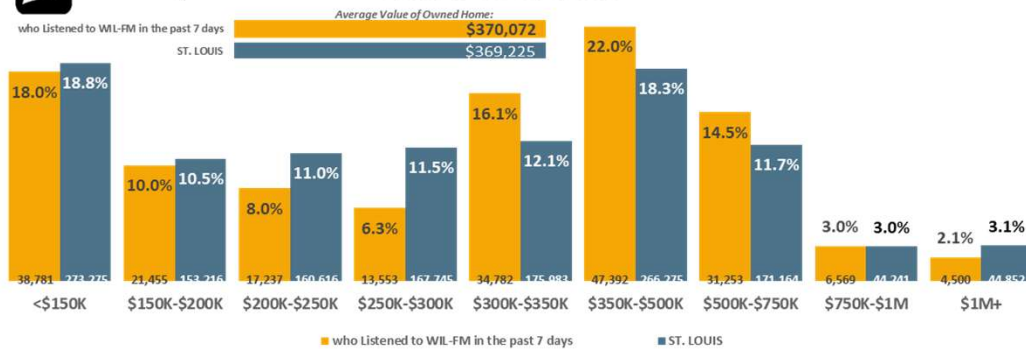
Type of Home: Adults 18 or older



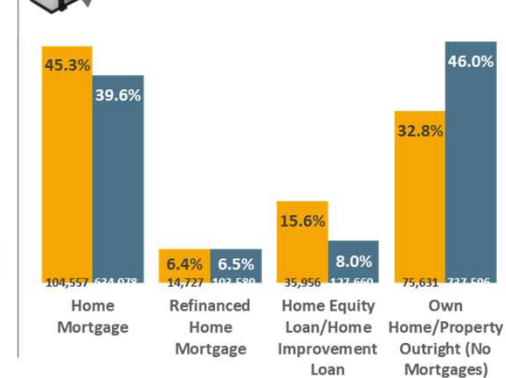
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Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

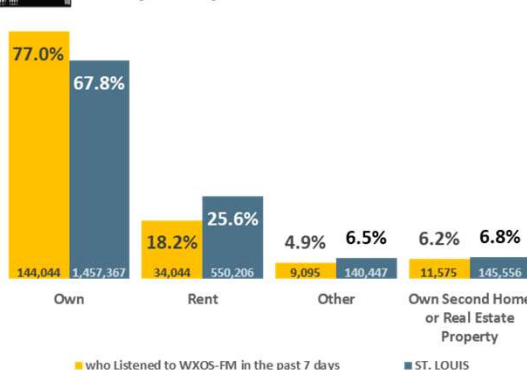




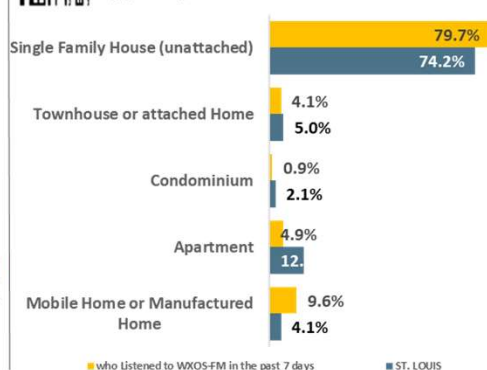
8.7% or 187,183 of ST. LOUIS Metro Adults 18 or older Listened to WXOS-FM in the past 7 days. Adults 18 or older who Listened to WXOS-FM in the past 7 days are 13.4% more likely to own their home, 2.3% more likely to own a higher valued home, 7.5% more likely to have a single-family home, 7.9% more likely to have a dog.



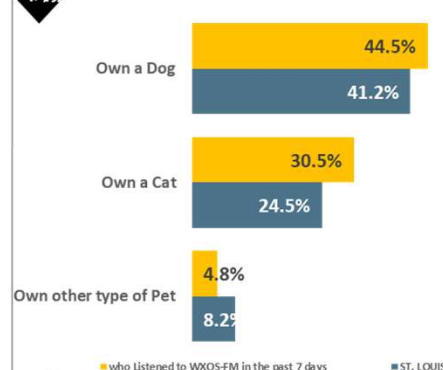
Own/Rent/Other: Adults 18 or older



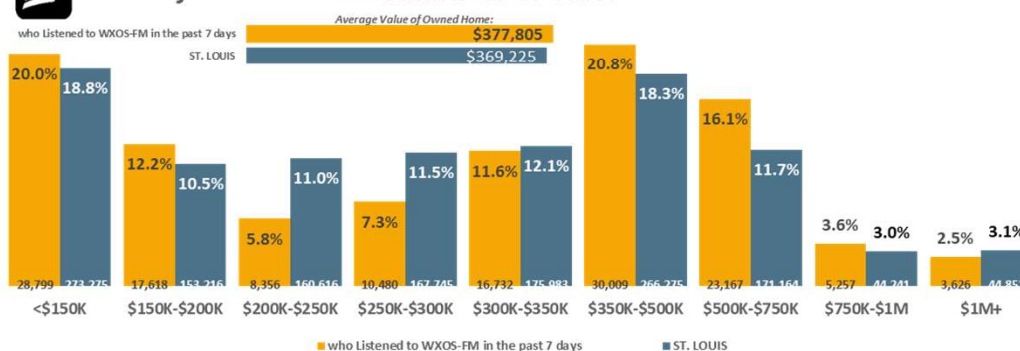
Type of Home: Adults 18 or older



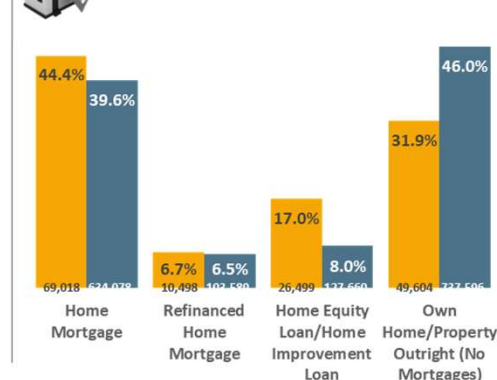
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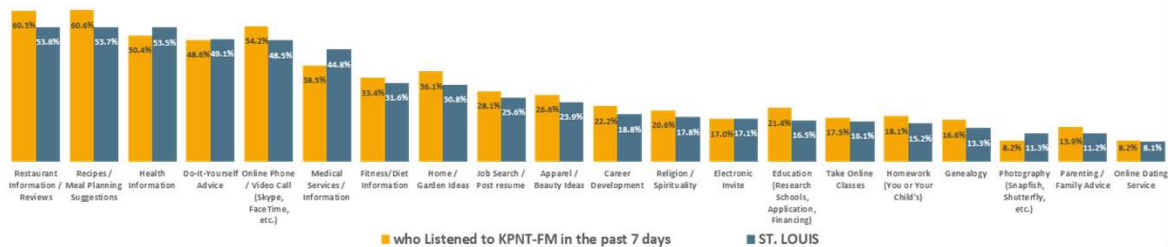




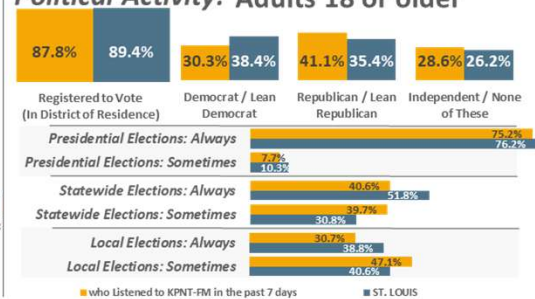
13.5% or 290,702 of ST. LOUIS Metro Adults 18 or older Listened to KPNT-FM in the past 7 days. Adults 18 or older who Listened to KPNT-FM in the past 7 days are 1.% less likely to look up D-I-Y advice online, 20.9% less likely to always vote in local elections, 33.2% less likely to belong to a gym, 3.3% more likely to fly domestic past yr.



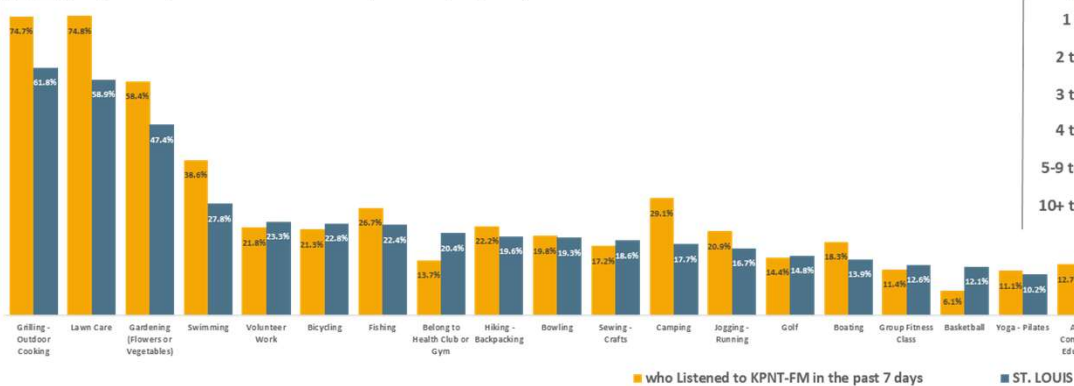
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



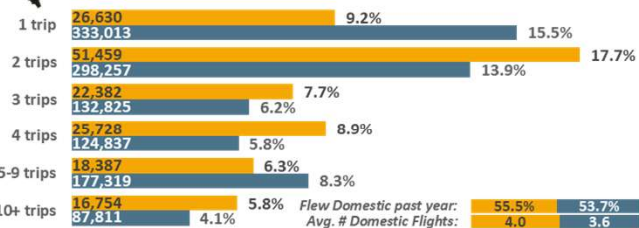
Political Activity: Adults 18 or older



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



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

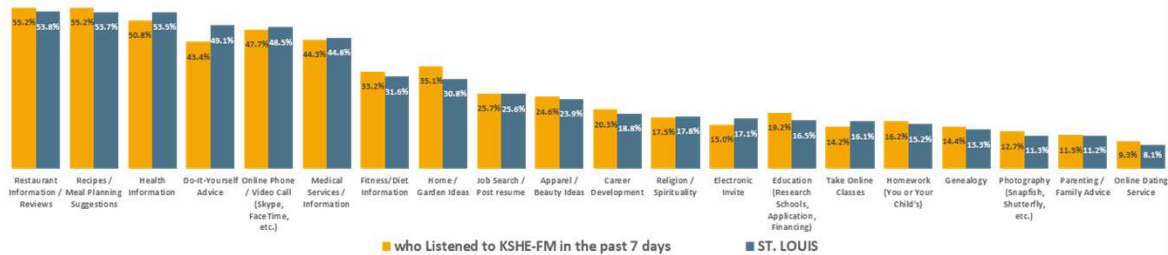




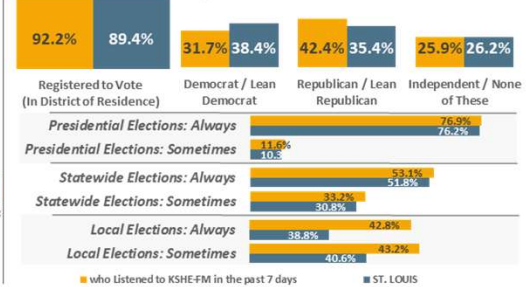
20.4% or 438,388 of ST. LOUIS Metro Adults 18 or older Listened to KSHE-FM in the past 7 days.
 Adults 18 or older who Listened to KSHE-FM in the past 7 days are 11.6% less likely to look up D-I-Y advice online, 10.1% more likely to always vote in local elections, 2.% more likely to belong to a gym, 3.7% more likely to fly domestic past yr.



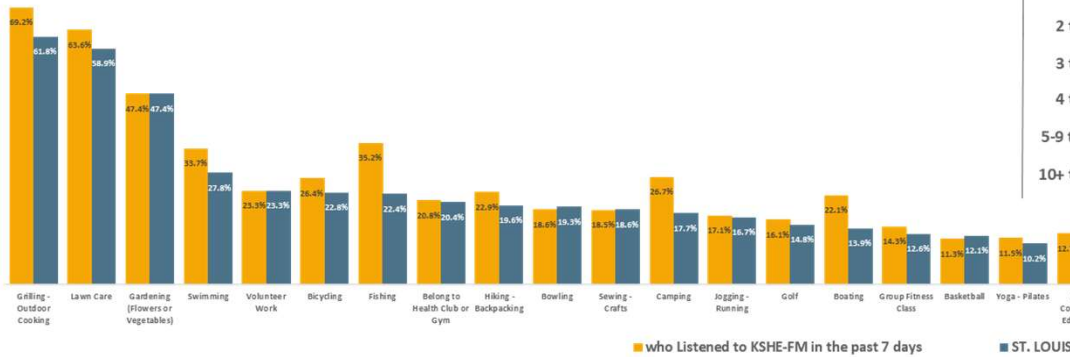
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



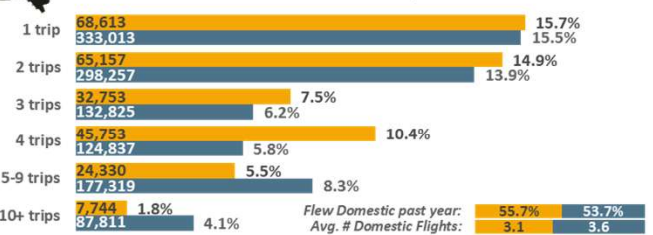
Political Activity: Adults 18 or older



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



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

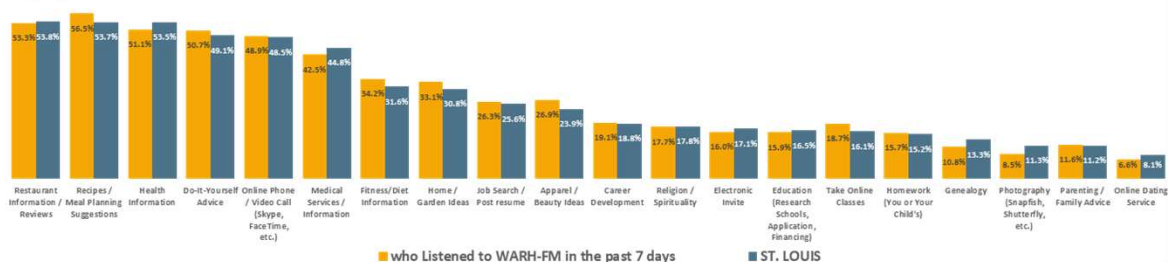




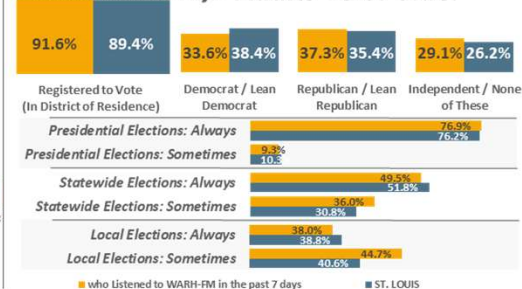
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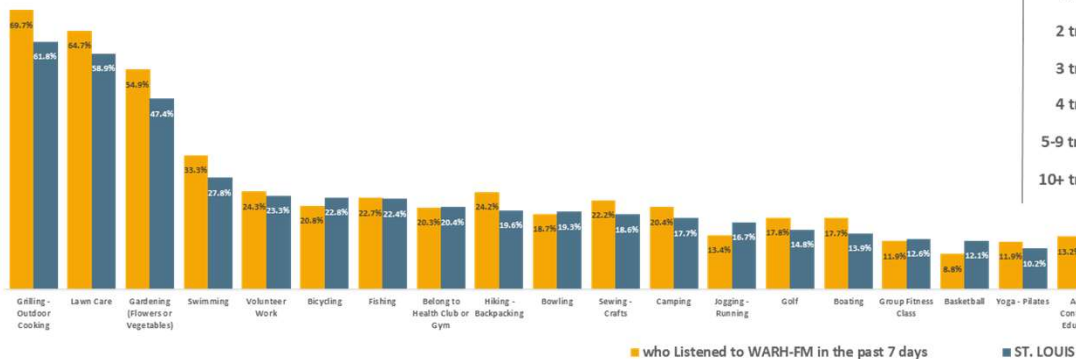
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



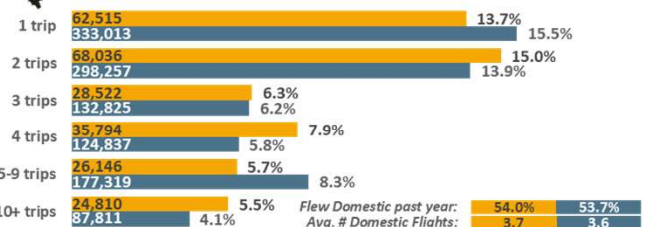
Political Activity: Adults 18 or older



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



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

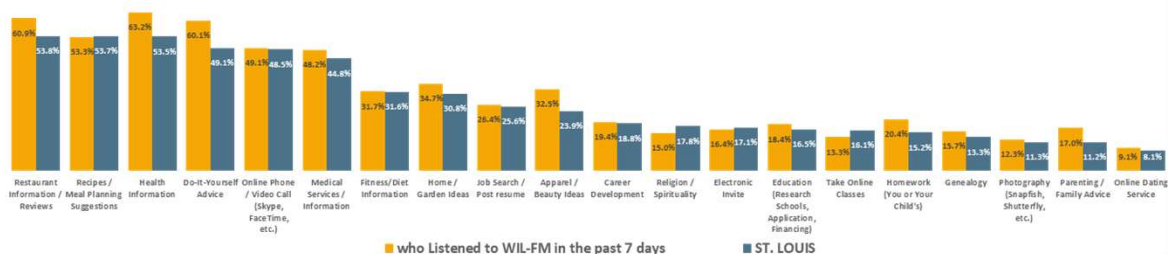




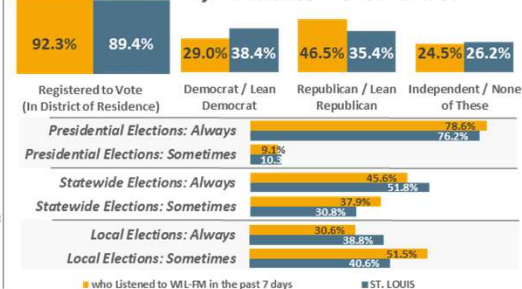
12.8% or 275,303 of ST. LOUIS Metro Adults 18 or older Listened to WIL-FM in the past 7 days. Adults 18 or older who Listened to WIL-FM in the past 7 days are 22.4% more likely to look up D-I-Y advice online, 21.1% less likely to always vote in local elections, 19.1% less likely to belong to a gym, 1% more likely to fly domestic past yr.



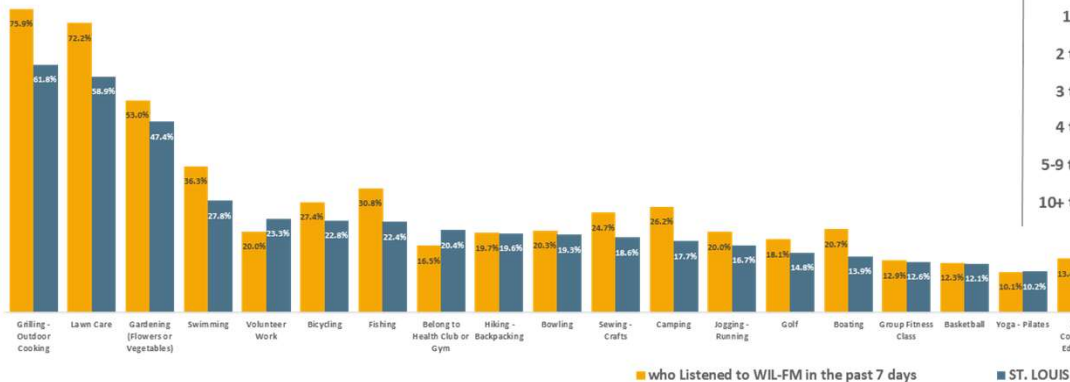
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



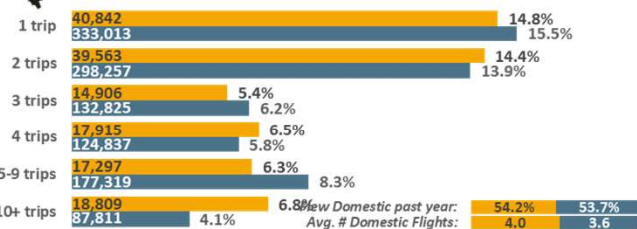
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Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



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

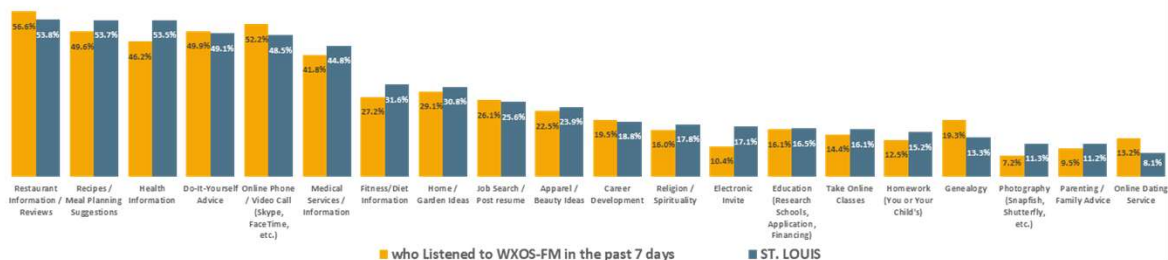




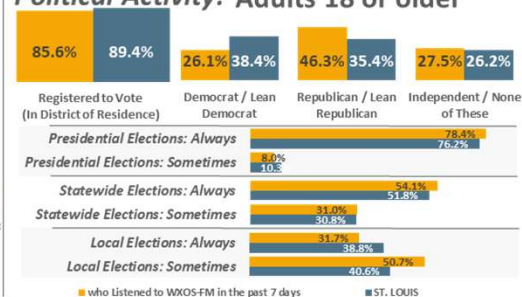
8.7% or 187,183 of ST. LOUIS Metro Adults 18 or older Listened to WXOS-FM in the past 7 days. Adults 18 or older who Listened to WXOS-FM in the past 7 days are 1.7% more likely to look up D-I-Y advice online, 18.4% less likely to always vote in local elections, 10.2% more likely to belong to a gym, 14.2% more likely to fly domestic past yr.



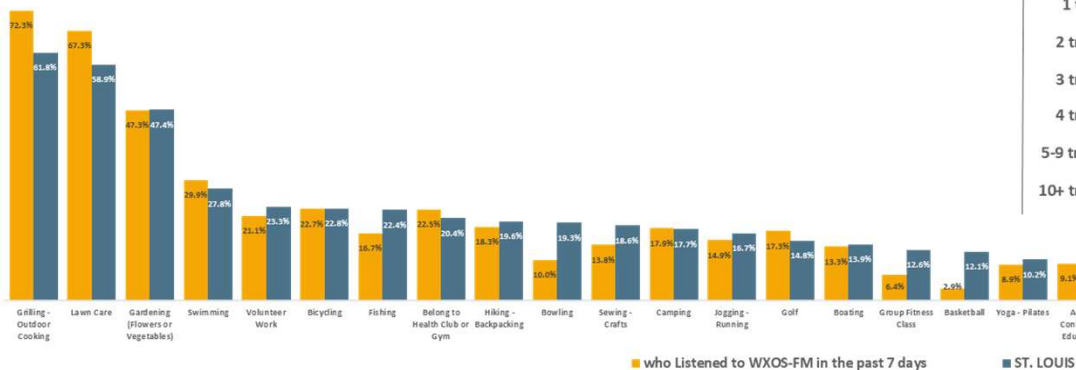
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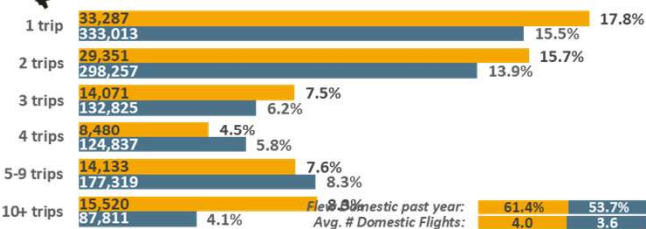
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Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



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

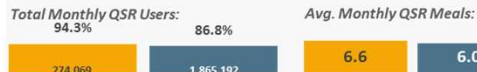
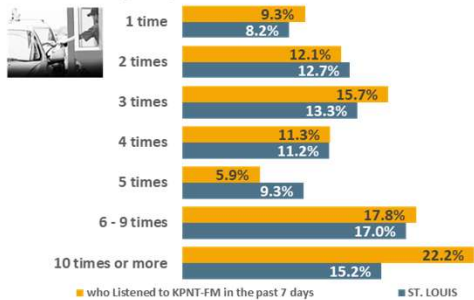


Flew Domestic past year: 61.4%
Avg. # Domestic Flights: 4.0

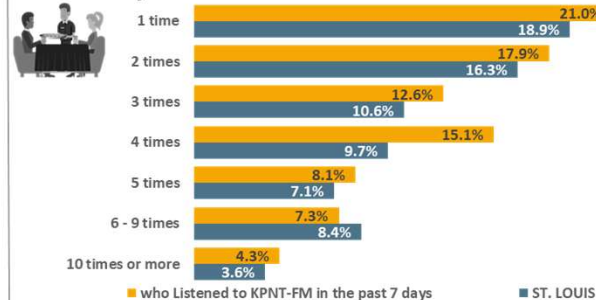


13.5% or 290,702 of ST. LOUIS Metro Adults 18 or older Listened to KPNT-FM in the past 7 days. Adults 18 or older who Listened to KPNT-FM in the past 7 days are 8.6% more likely to use QSRs past mo., 15.7% more likely to use Sit-Down Restaurants past mo., 2.4% less likely to use Casinos past yr., 23.3% more likely to smoke cigarettes.

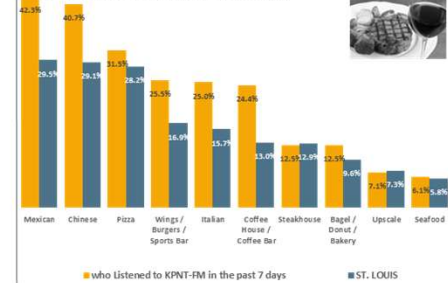
Past 30-days QSR Users: Adults 18 or older



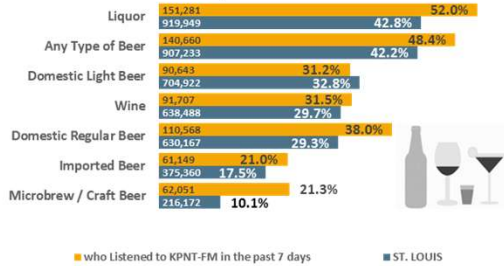
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



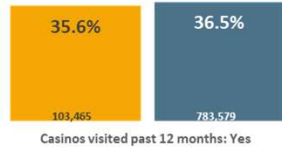
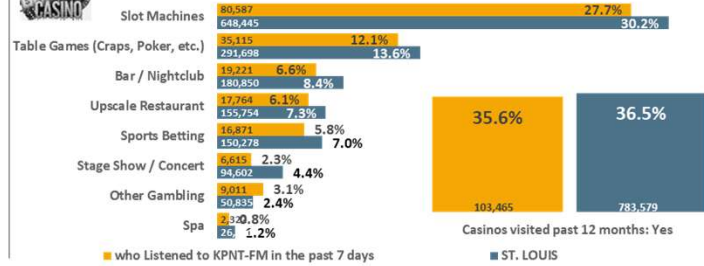
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



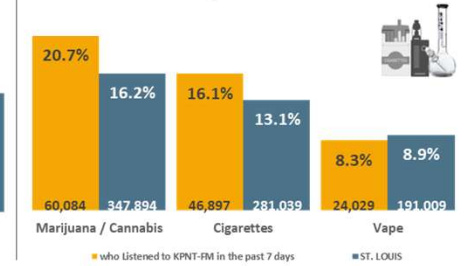
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



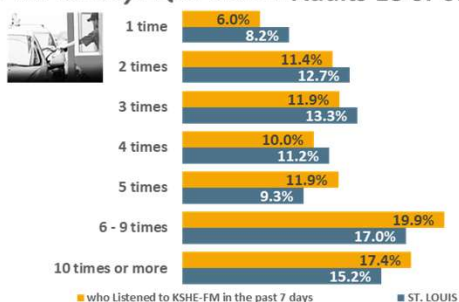
Used Past 30-days: Adults 18 or older





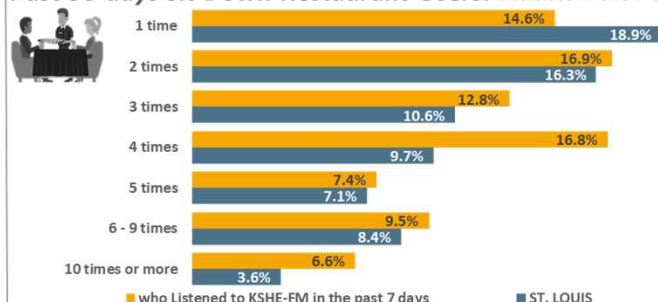
20.4% or 438,388 of ST. LOUIS Metro Adults 18 or older Listened to KSHE-FM in the past 7 days. Adults 18 or older who Listened to KSHE-FM in the past 7 days are 2.0% more likely to use QSRs past mo., 13.5% more likely to use Sit-Down Restaurants past mo., 16.2% more likely to use Casinos past yr., 39.6% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



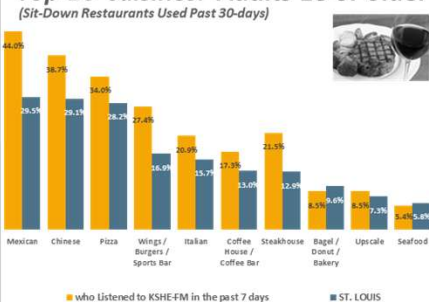
Total Monthly QSR Users: 88.5% (388,150) vs 86.8% (1,865,192)
Avg. Monthly QSR Meals: 6.5 vs 6.0

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



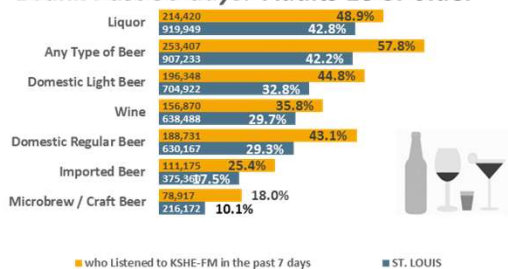
Total Monthly Sit-Down Restaurant Users: 84.7% (971,143) vs 74.6% (1,602,401)
Avg. Monthly Sit-Down Restaurant Meals: 4.3 vs 3.7

Top-10 Cuisines: Adults 18 or older



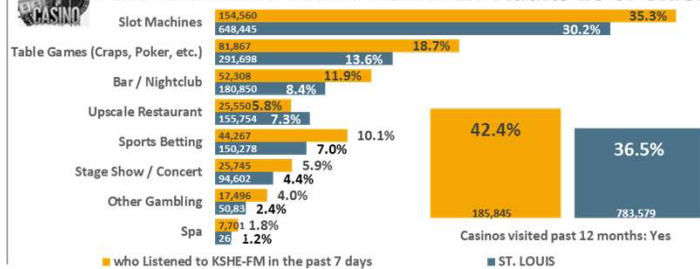
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Listened to KSHE-FM in the past 7 days: 87,089 (19.9%)
ST. LOUIS: 411,221 (19.1%)

Drank Past 30-days: Adults 18 or older



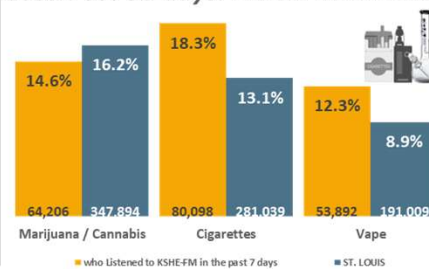
ST. LOUIS Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 346
All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Past 12 months Casino Activities: Adults 18 or older



Casinos visited past 12 months: Yes
185,845 (42.4%) vs 783,579 (36.5%)

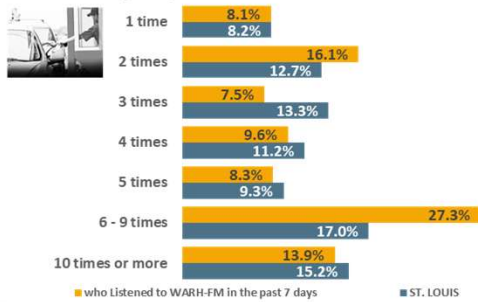
Used Past 30-days: Adults 18 or older



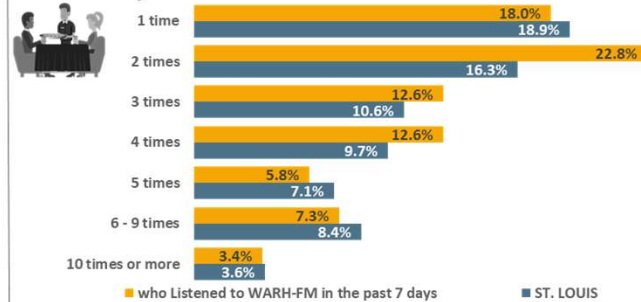


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10.5% more likely to use Sit-Down Restaurants past mo., 4.1% more likely to use Casinos past yr., 6.6% less likely to smoke cigarettes.

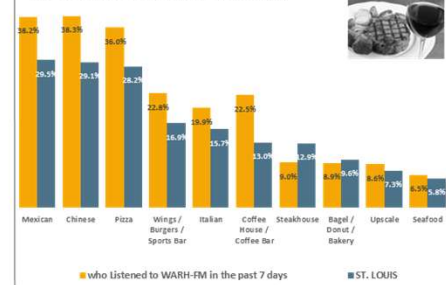
Past 30-days QSR Users: Adults 18 or older



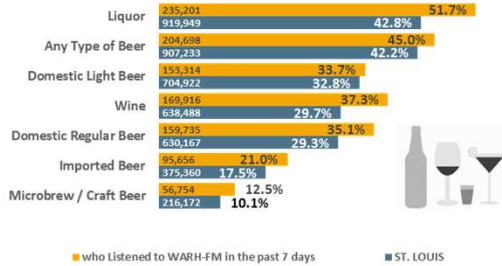
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



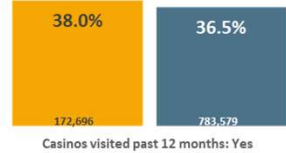
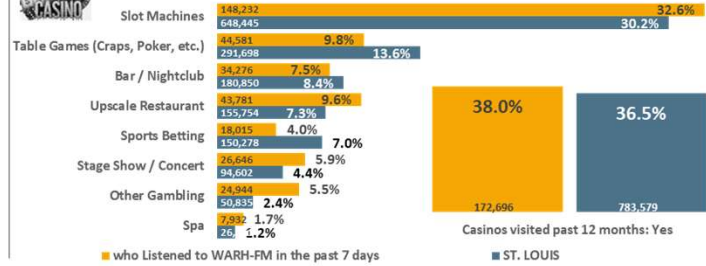
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



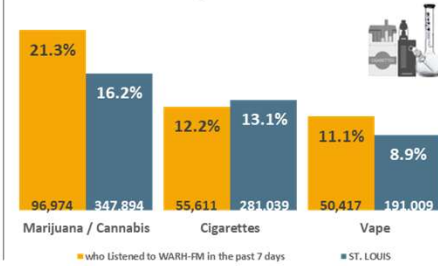
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Past 12 months Casino Activities: Adults 18 or older



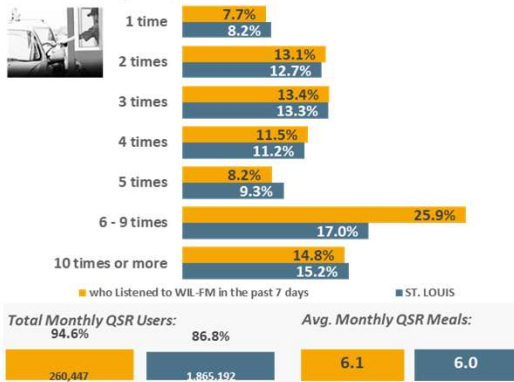
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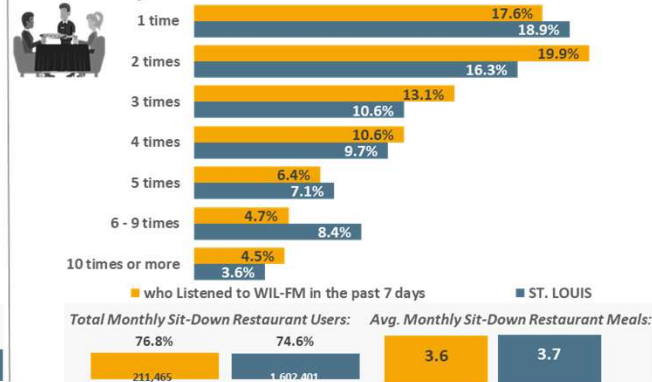


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3.3% more likely to use Sit-Down Restaurants past mo., 5.5% more likely to use Casinos past yr., 26.9% more likely to smoke cigarettes.

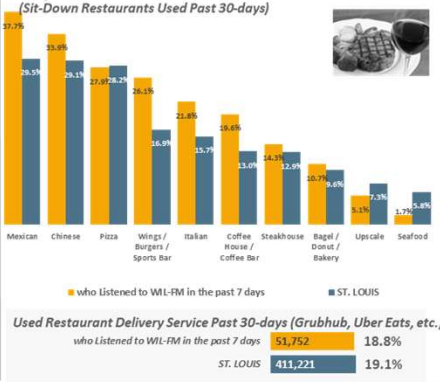
Past 30-days QSR Users: Adults 18 or older



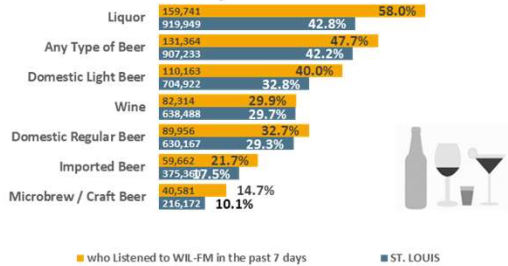
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



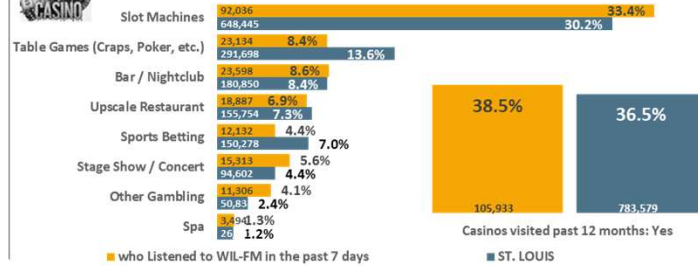
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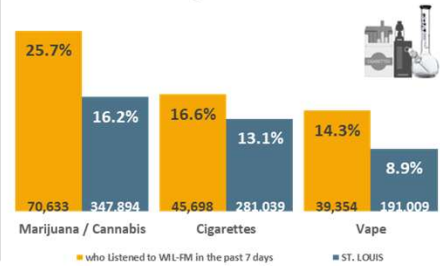
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



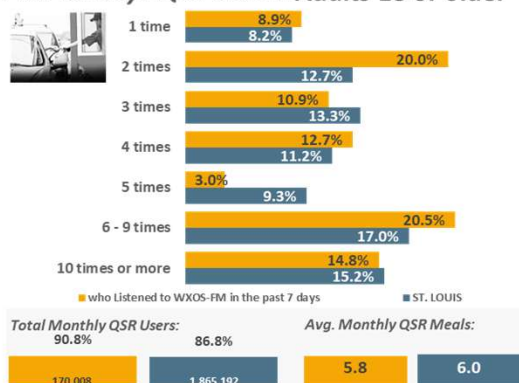
Used Past 30-days: Adults 18 or older



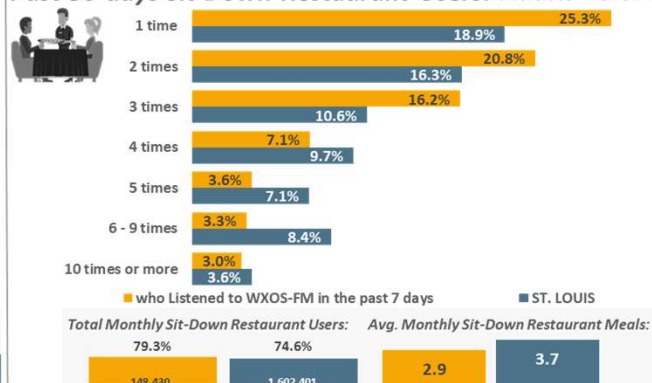
101 ESPN Sports Talk For St. Louis

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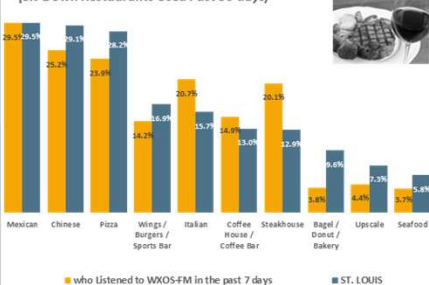
Past 30-days QSR Users: Adults 18 or older



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

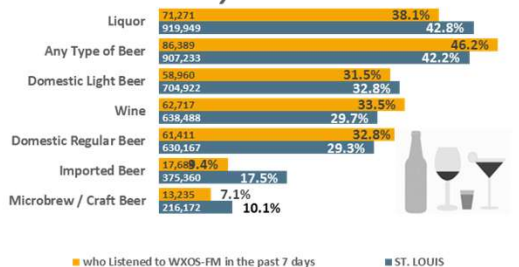


Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

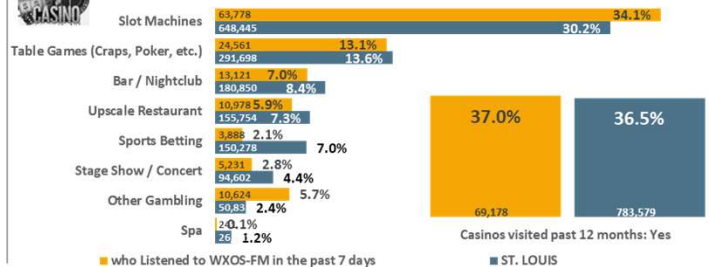


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ST. LOUIS: 411,221 (19.1%)

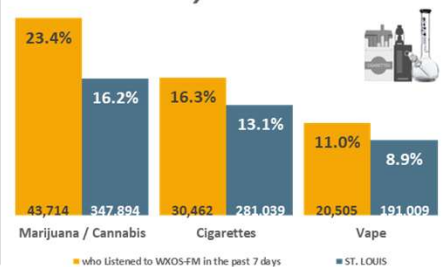
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older



105.7 THE POINT

EVERYTHING ALTERNATIVE

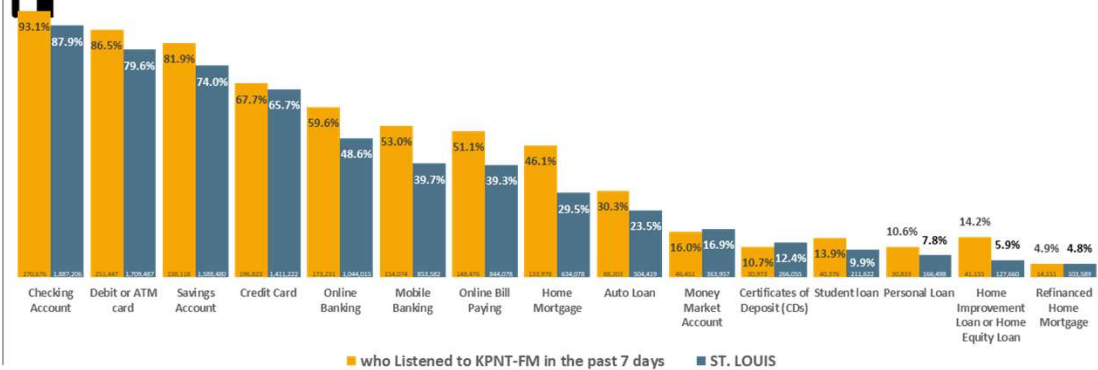
13.5% or 290,702 of ST. LOUIS Metro Adults 18 or older Listened to KPNT-FM in the past 7 days.
Adults 18 or older who Listened to KPNT-FM in the past 7 days are 22.9% more likely to have a 401K, 29.2% more likely to have an Auto Loan, 16.4% less likely to Invest/Trade Stocks Online, 1.% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



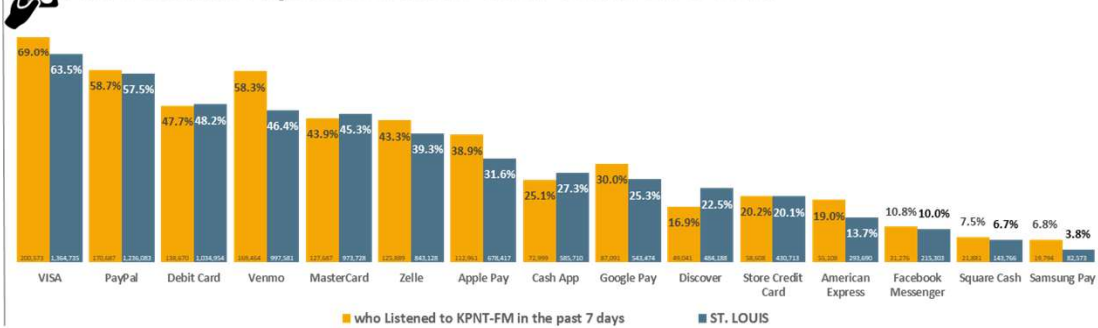
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

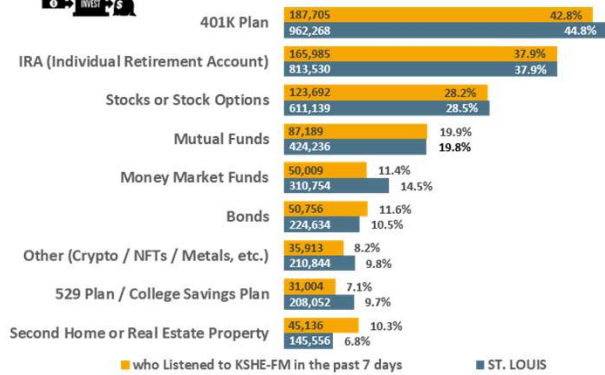




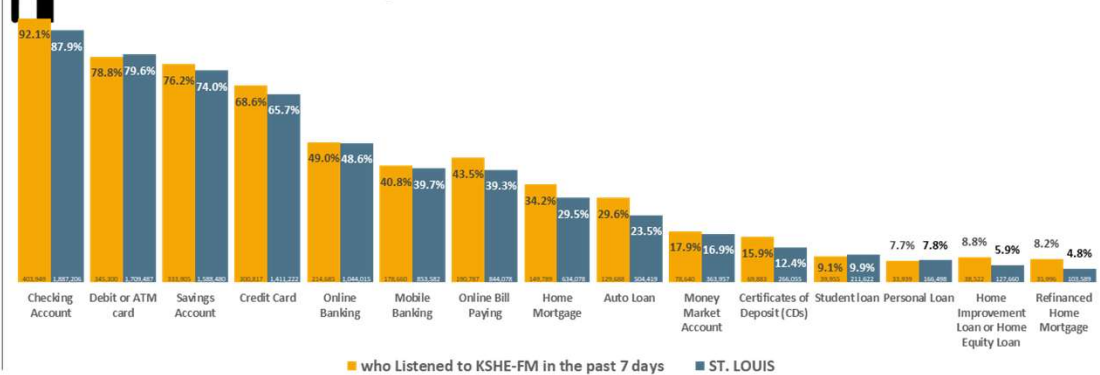
20.4% or 438,388 of ST. LOUIS Metro Adults 18 or older Listened to KSHE-FM in the past 7 days. Adults 18 or older who Listened to KSHE-FM in the past 7 days are 4.4% less likely to have a 401K, 26.% more likely to have an Auto Loan, 5.% more likely to Invest/Trade Stocks Online, 3.6% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



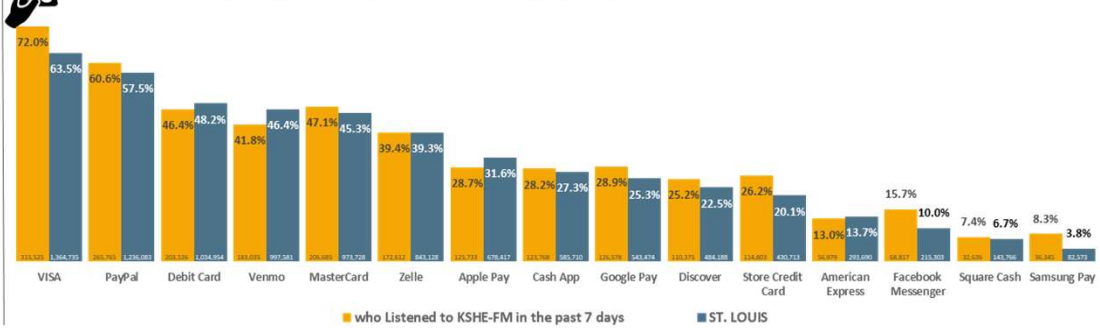
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





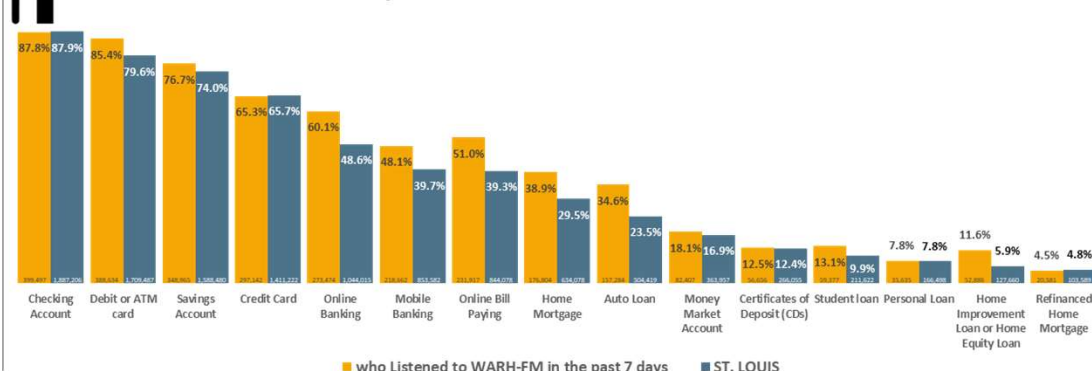
21.2% or 454,947 of ST. LOUIS Metro Adults 18 or older Listened to WARH-FM in the past 7 days. Adults 18 or older who Listened to WARH-FM in the past 7 days are 13.6% more likely to have a 401K, 47.2% more likely to have an Auto Loan, 7.2% less likely to Invest/Trade Stocks Online, 14.5% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



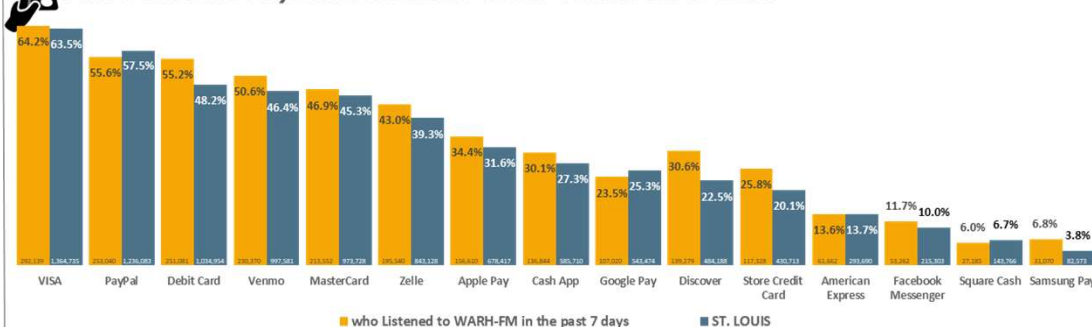
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





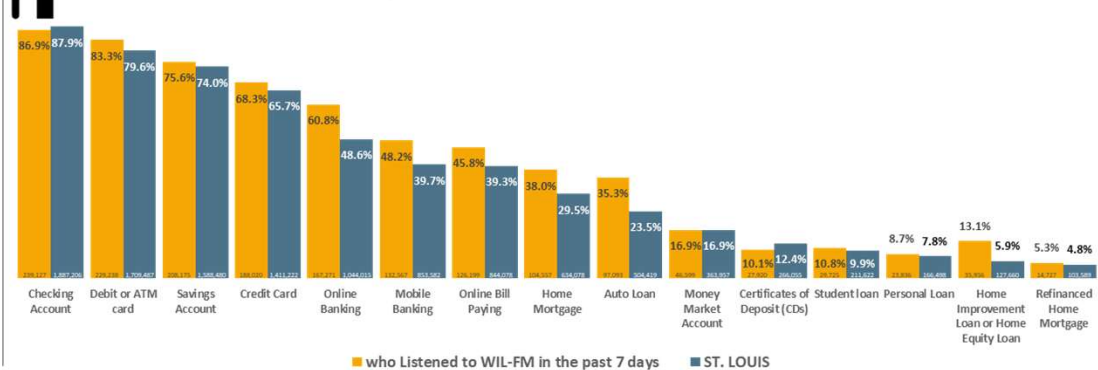
12.8% or 275,303 of ST. LOUIS Metro Adults 18 or older Listened to WIL-FM in the past 7 days. Adults 18 or older who Listened to WIL-FM in the past 7 days are 2.1% more likely to have a 401K, 50.2% more likely to have an Auto Loan, 4.% more likely to Invest/Trade Stocks Online, 10.5% more likely to pay with their Debit Card.



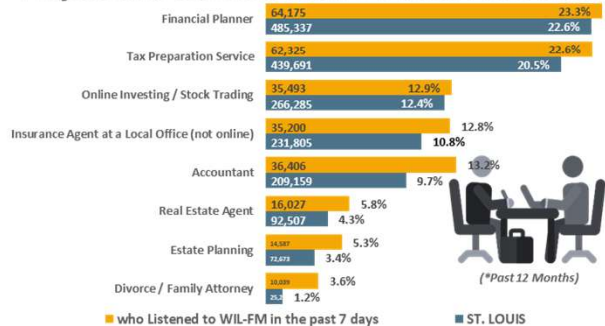
Investments Owned: Adults 18 or older



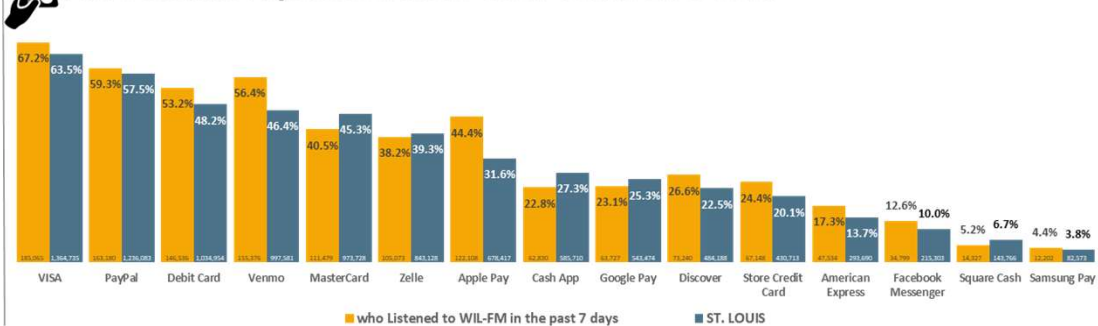
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

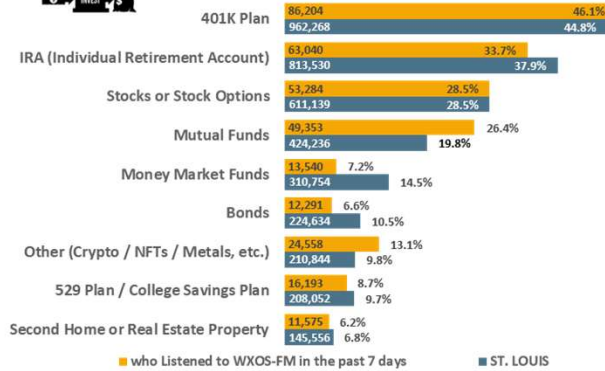


101 ESPN Sports Talk For St. Louis

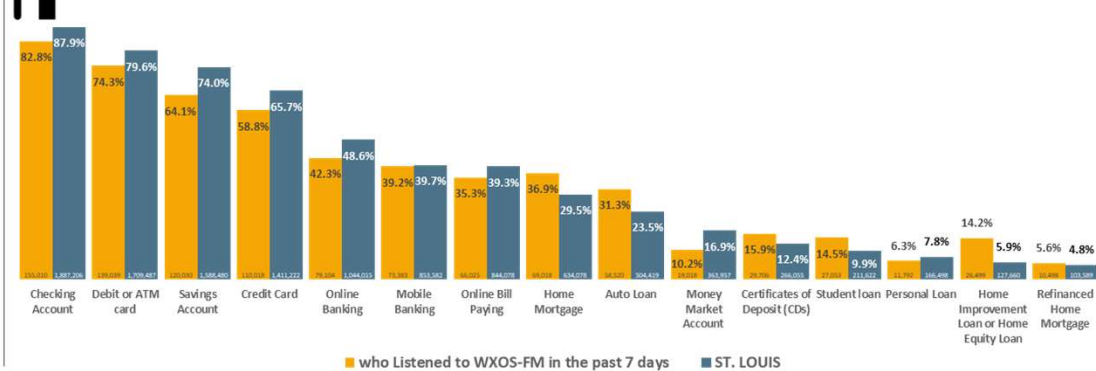
8.7% or 187,183 of ST. LOUIS Metro Adults 18 or older Listened to WXOS-FM in the past 7 days. Adults 18 or older who Listened to WXOS-FM in the past 7 days are 2.8% more likely to have a 401K, 33.1% more likely to have an Auto Loan, 24.6% less likely to Invest/Trade Stocks Online, 17.2% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



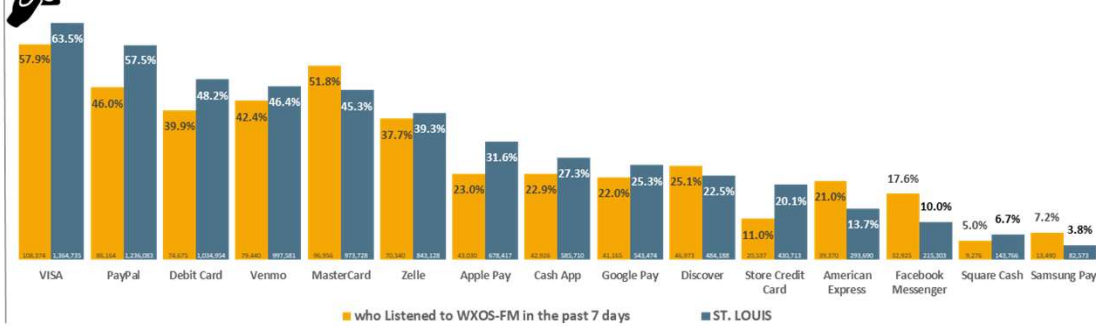
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

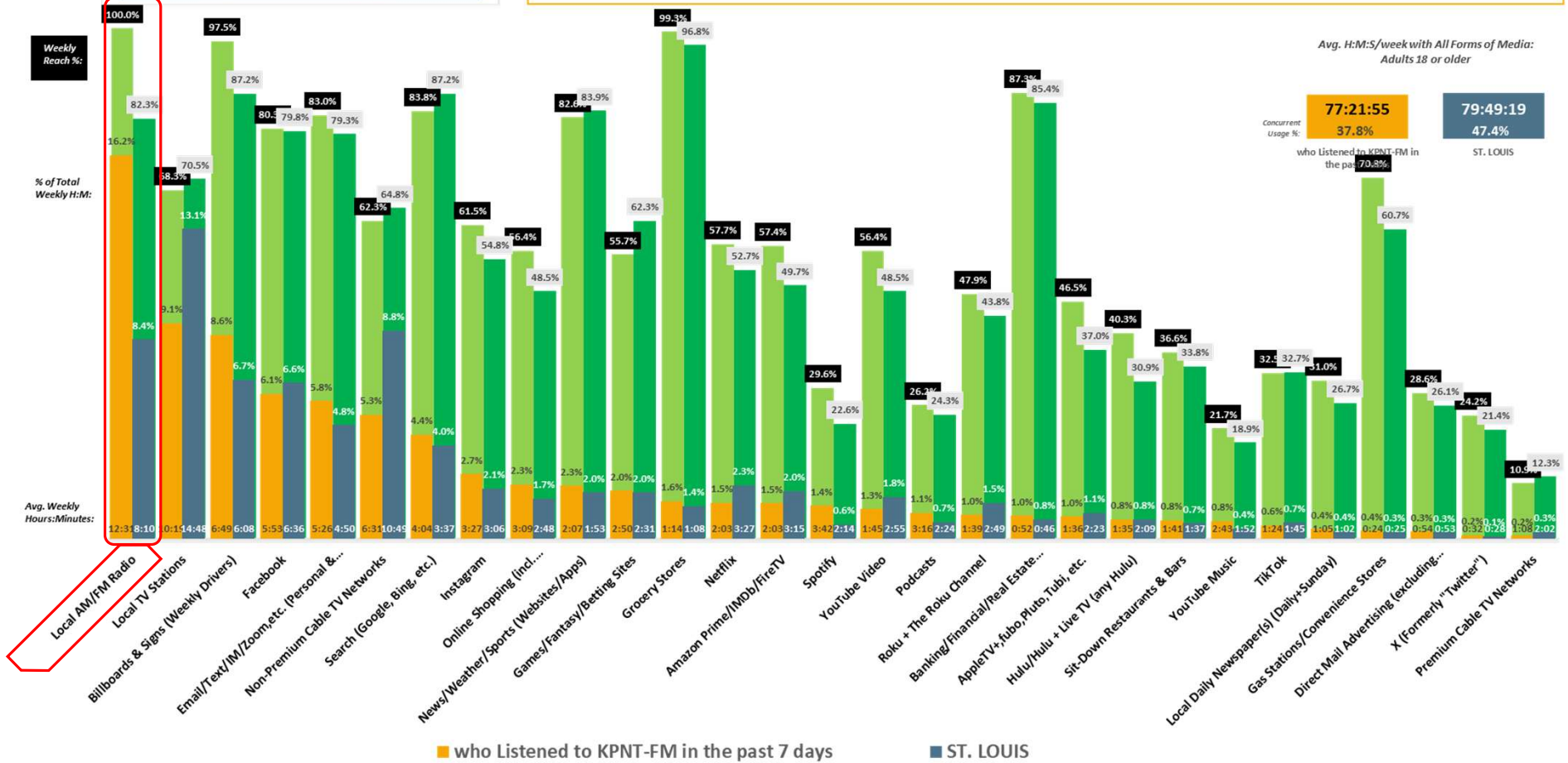


Past 3-Months Payment Methods Used: Adults 18 or older



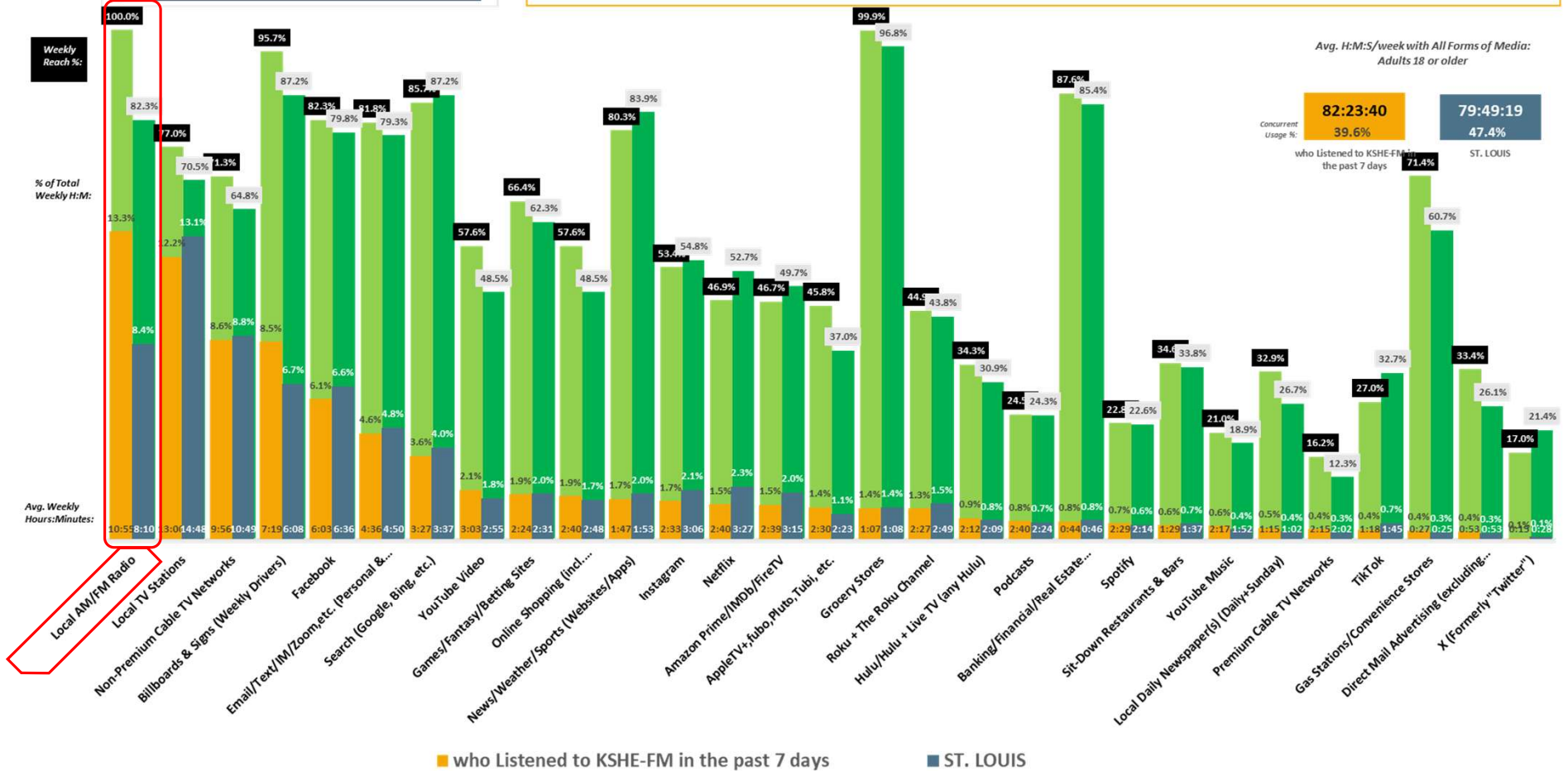
105.7 THE POINT EVERYTHING ALTERNATIVE

Adults 18 or older who Listened to KPNT-FM in the past 7 days spend an average of 3 days, 5 hours, 21 minutes and 55 seconds each week with All Forms of Media.
100.% of Adults 18 or older who Listened to KPNT-FM in the past 7 days spend an avg. of 12 hours and 31 minutes each week listening to All Local AM/FM Radio, representing 16.2% of total time spent with all forms of Media.





Adults 18 or older who Listened to KSHE-FM in the past 7 days spend an average of 3 days, 10 hours, 23 minutes and 40 seconds each week with All Forms of Media.
 100.% of Adults 18 or older who Listened to KSHE-FM in the past 7 days spend an avg. of 10 hours and 55 minutes each week listening to All Local AM/FM Radio, representing 13.3% of total time spent with all forms of Media.



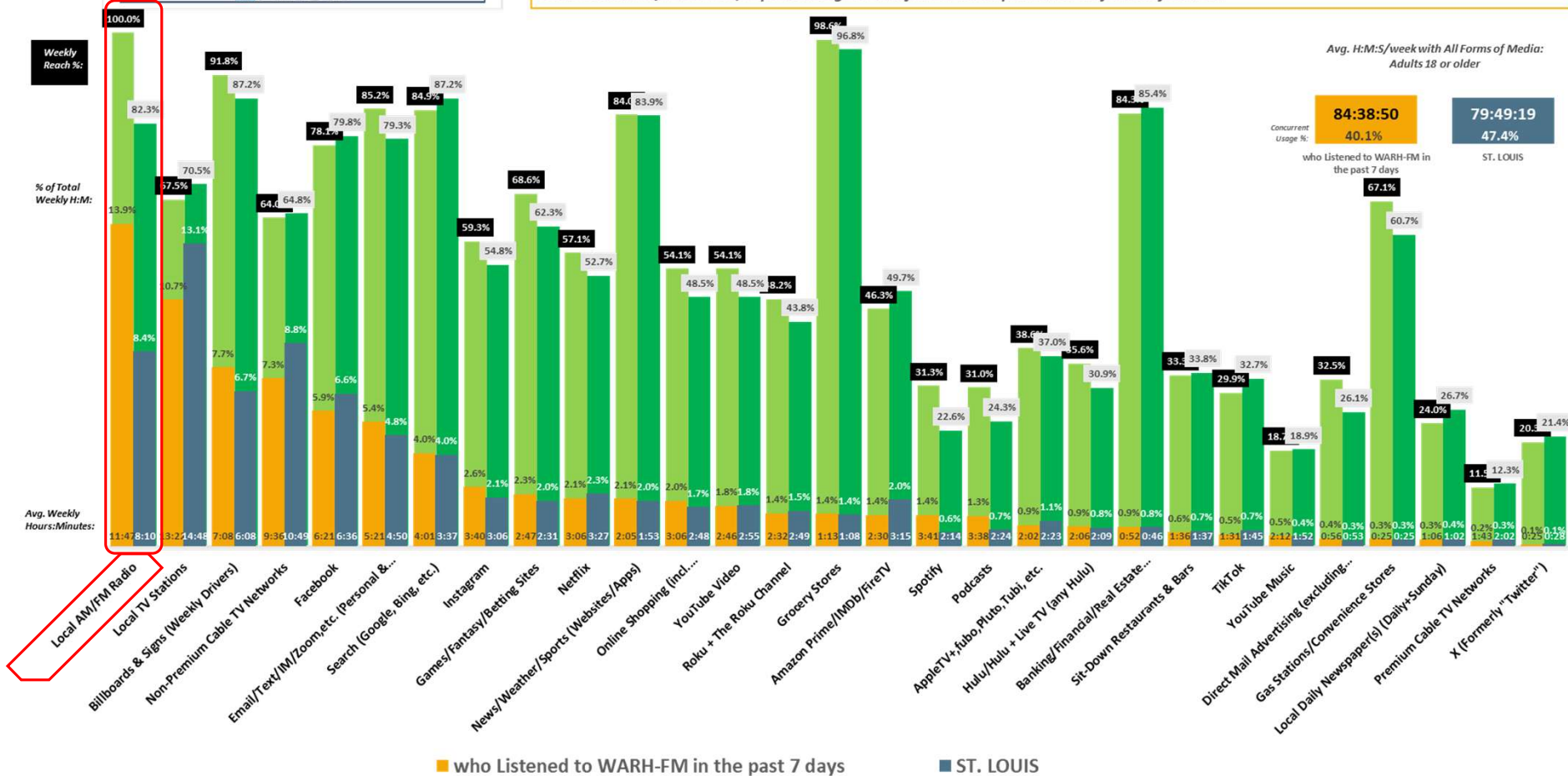
Avg. H:M:S/week with All Forms of Media:
 Adults 18 or older

82:23:40
 39.6%
 who Listened to KSHE-FM in the past 7 days

79:49:19
 47.4%
 ST. LOUIS



Adults 18 or older who Listened to WARH-FM in the past 7 days spend an average of 3 days, 12 hours, 38 minutes and 50 seconds each week with All Forms of Media.
100.% of Adults 18 or older who Listened to WARH-FM in the past 7 days spend an avg. of 11 hours and 47 minutes each week listening to All Local AM/FM Radio, representing 13.9% of total time spent with all forms of Media.



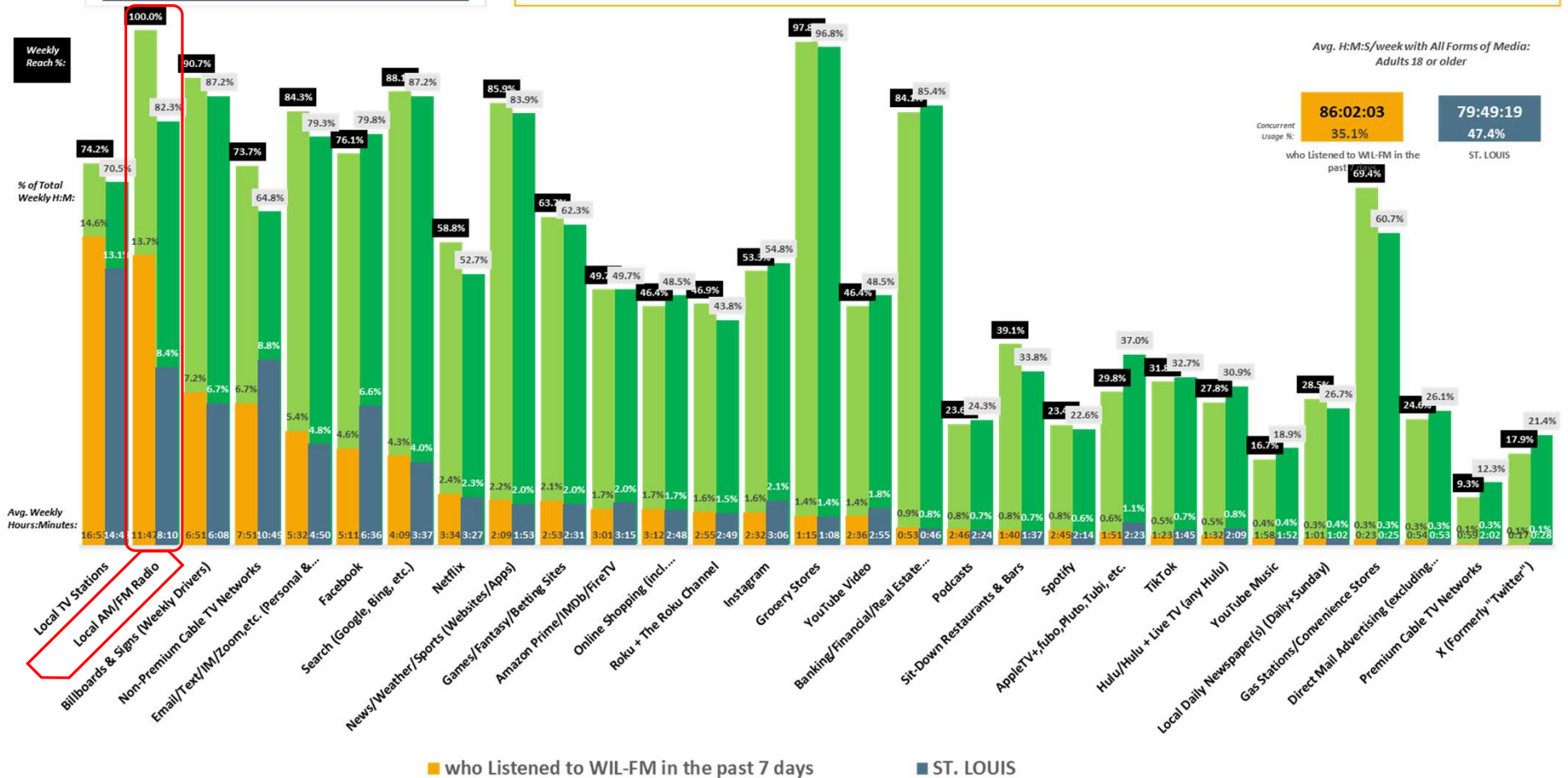
Avg. H:M:S/week with All Forms of Media:
Adults 18 or older

84:38:50
40.1%
who Listened to WARH-FM in the past 7 days

79:49:19
47.4%
ST. LOUIS



Adults 18 or older who Listened to WIL-FM in the past 7 days spend an average of 3 days, 14 hours, 2 minutes and 3 seconds each week with All Forms of Media.
 100.% of Adults 18 or older who Listened to WIL-FM in the past 7 days spend an avg. of 11 hours and 47 minutes each week listening to All Local AM/FM Radio, representing 13.7% of total time spent with all forms of Media.

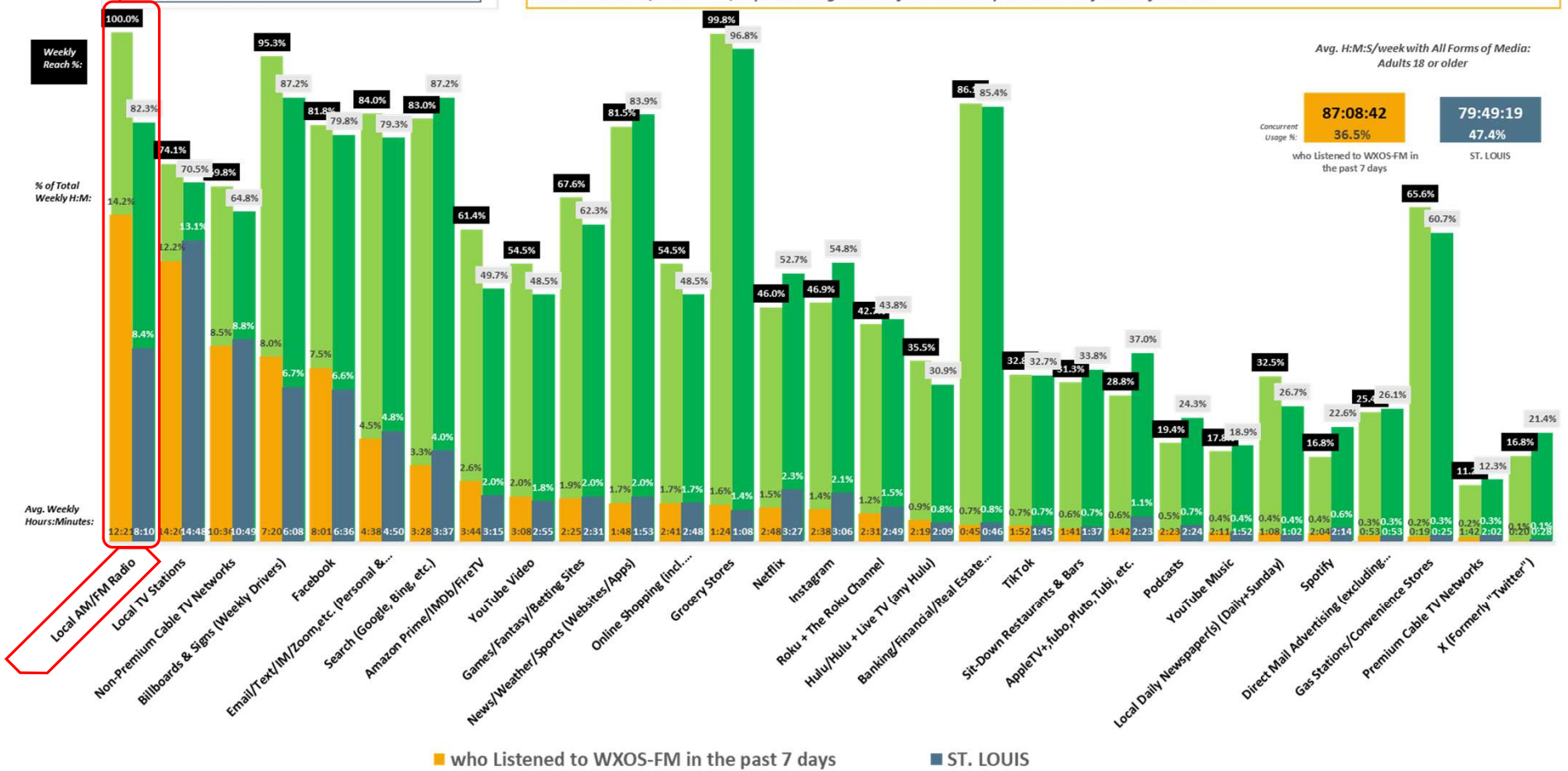


Avg. H:M:S/week with All Forms of Media:
 Adults 18 or older

Concurrent Usage %: 35.1%
 who Listened to WIL-FM in the past 7 days
 86:02:03
 79:49:19
 ST. LOUIS

101 ESPN Sports Talk For St. Louis

Adults 18 or older who Listened to WXOS-FM in the past 7 days spend an average of 3 days, 15 hours, 8 minutes and 42 seconds each week with All Forms of Media.
 100.% of Adults 18 or older who Listened to WXOS-FM in the past 7 days spend an avg. of 12 hours and 21 minutes each week listening to All Local AM/FM Radio, representing 14.2% of total time spent with all forms of Media.



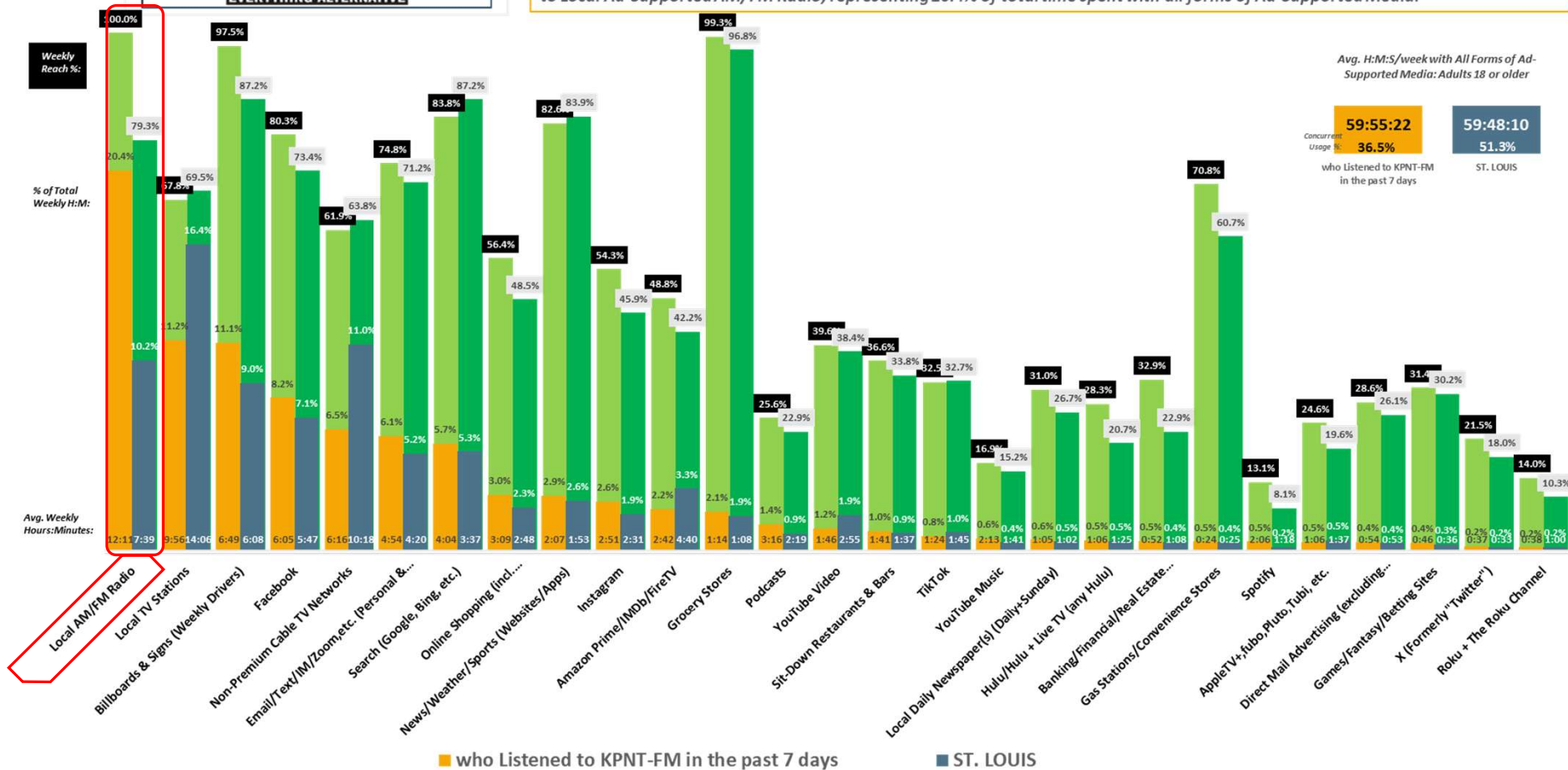
Avg. H:M:S/week with All Forms of Media:
 Adults 18 or older

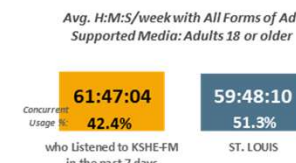
Concurrent Usage %: **87:08:42** (36.5%)
 who Listened to WXOS-FM in the past 7 days

79:49:19 (47.4%)
 ST. LOUIS



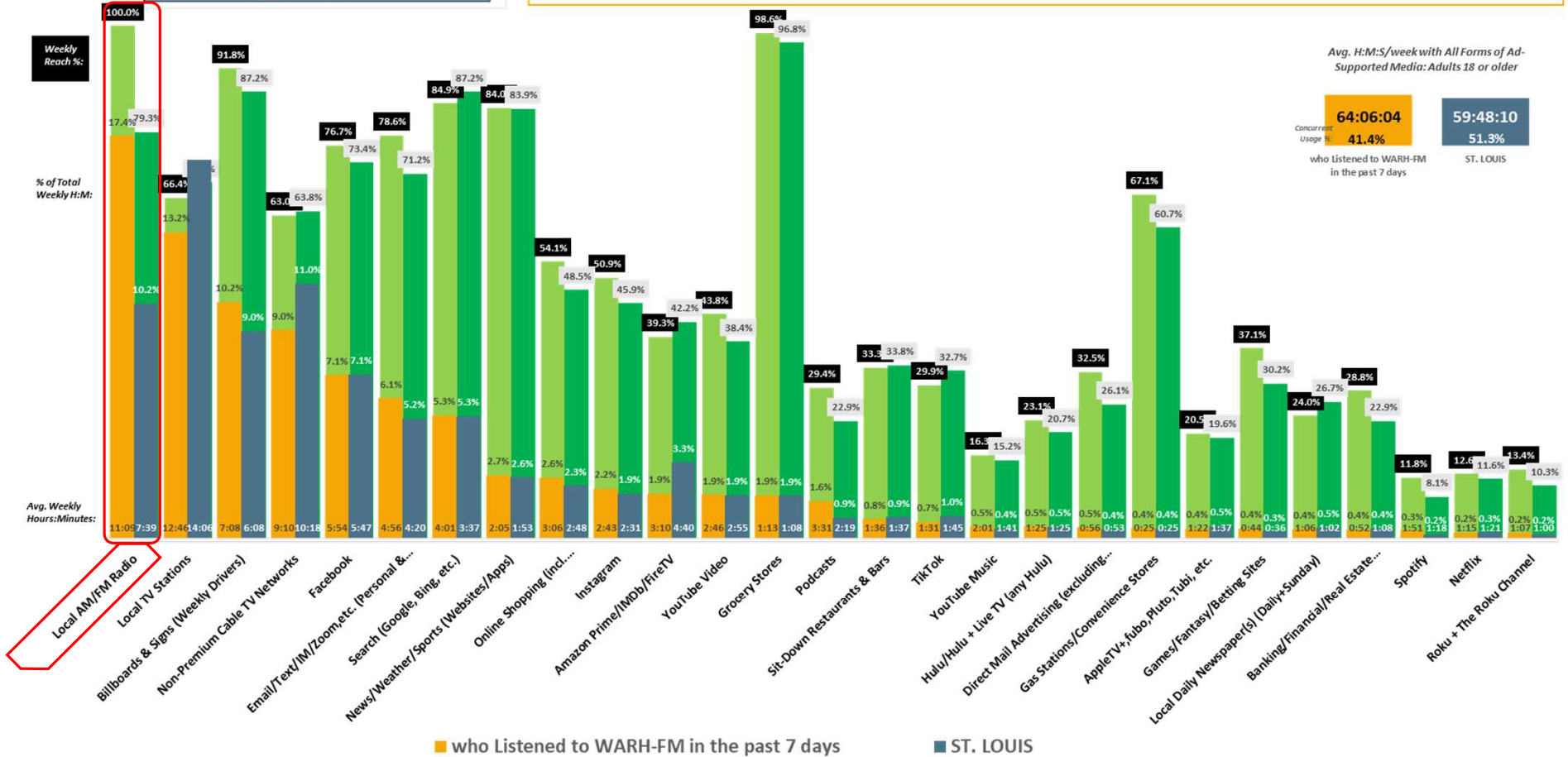
Adults 18 or older who Listened to KPNT-FM in the past 7 days spend an average of 2 days, 11 hours, 55 minutes and 22 seconds each week with All Forms of Ad-Supported Media.
 100.% of Adults 18 or older who Listened to KPNT-FM in the past 7 days spend an avg. of 12 hours and 11 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 20.4% of total time spent with all forms of Ad-Supported Media.





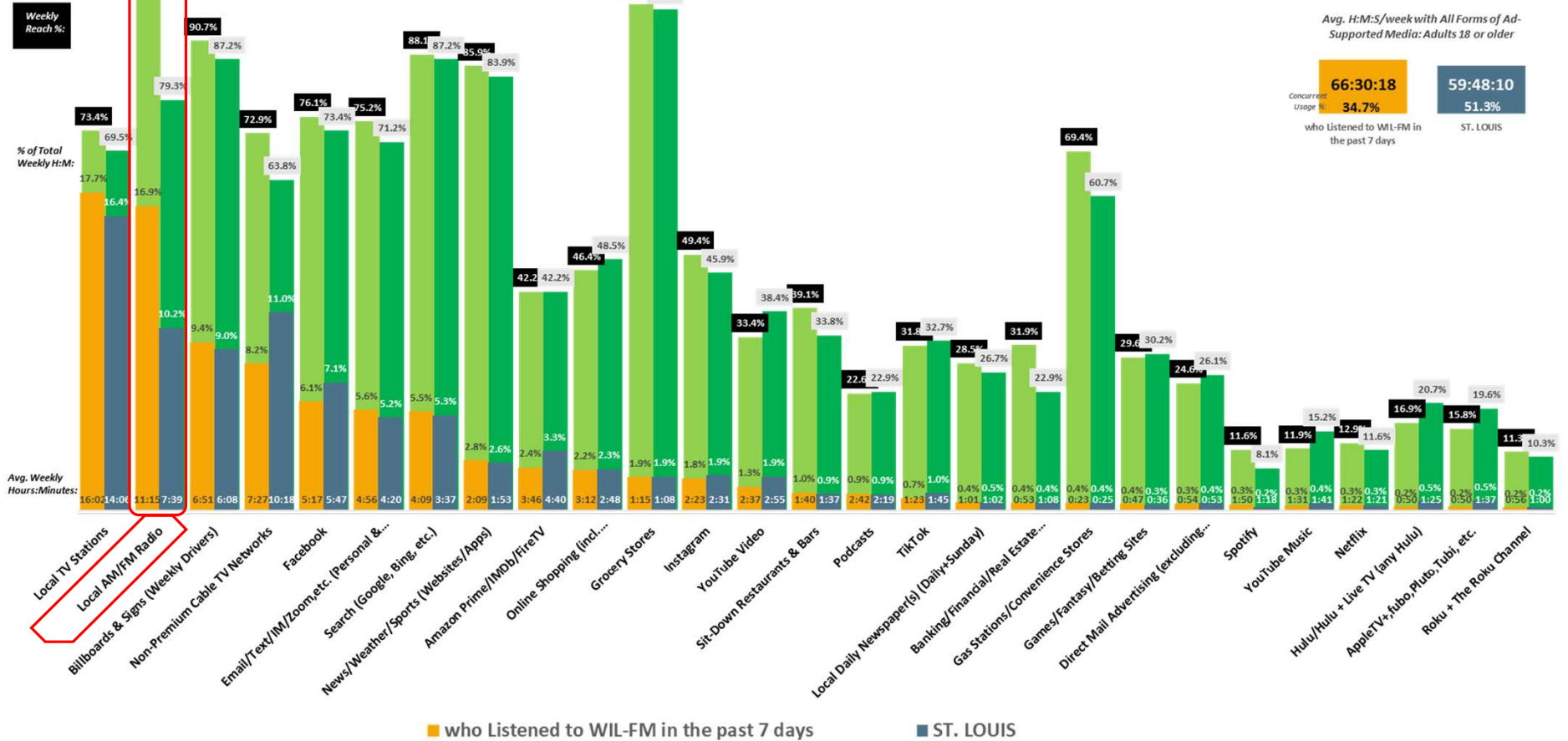


Adults 18 or older who Listened to WARH-FM in the past 7 days spend an average of 2 days, 16 hours, 6 minutes and 4 seconds each week with All Forms of Ad-Supported Media.
100.% of Adults 18 or older who Listened to WARH-FM in the past 7 days spend an avg. of 11 hours and 9 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 17.4% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Listened to WIL-FM in the past 7 days spend an average of 2 days, 18 hours, 30 minutes and 18 seconds each week with All Forms of Ad-Supported Media.
 100.% of Adults 18 or older who Listened to WIL-FM in the past 7 days spend an avg. of 11 hours and 15 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 16.9% of total time spent with all forms of Ad-Supported Media.

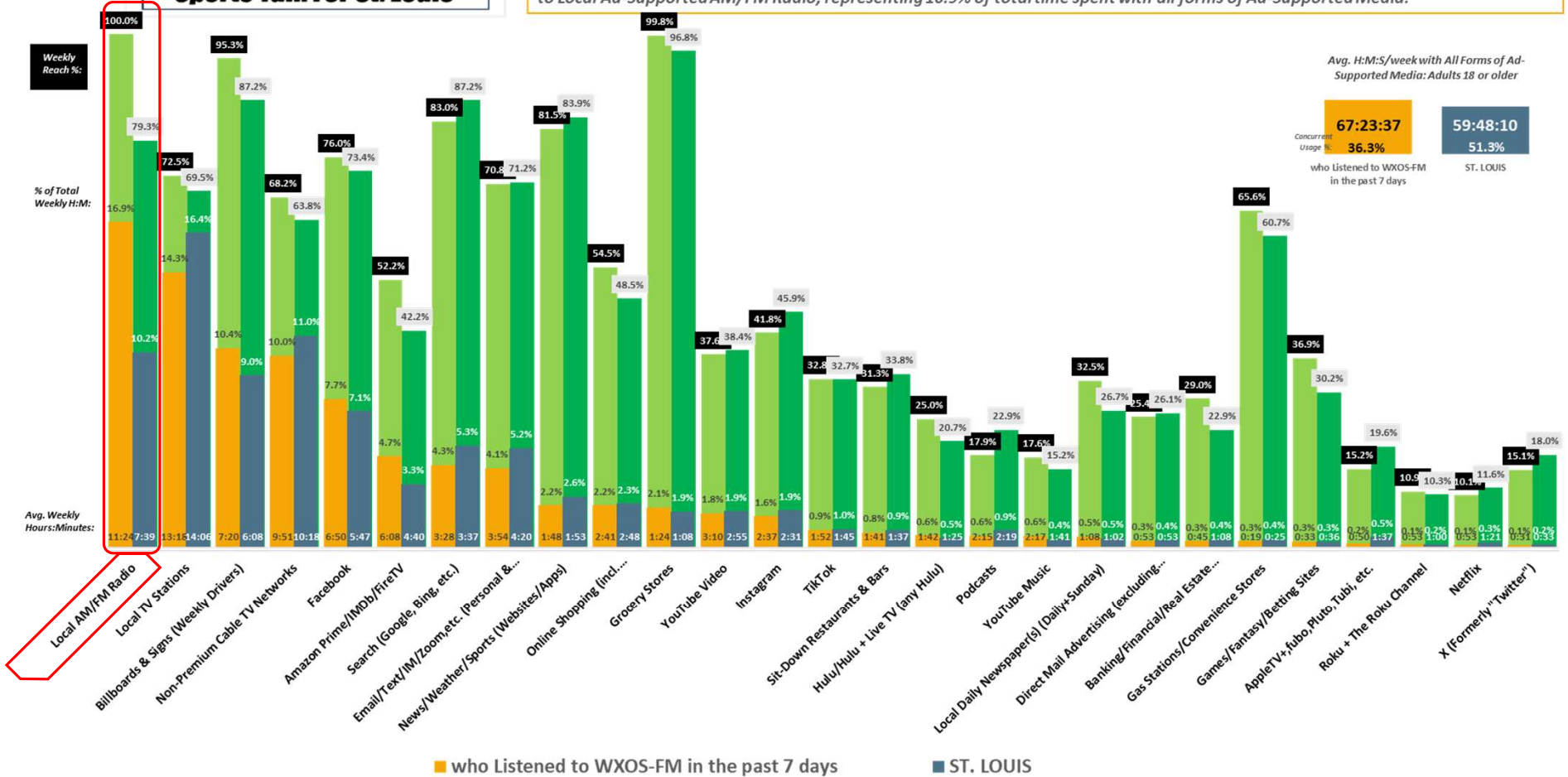


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

66:30:18	59:48:10
34.7%	51.3%
who Listened to WIL-FM in the past 7 days	ST. LOUIS

101 ESPN Sports Talk For St. Louis

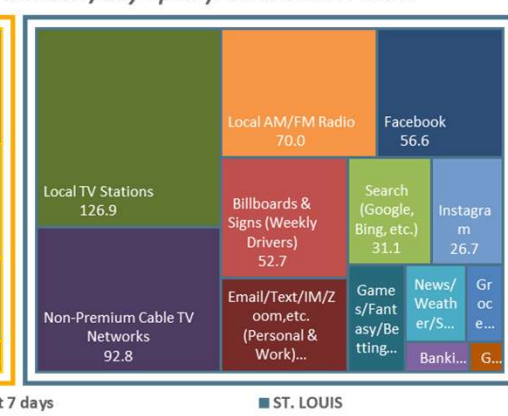
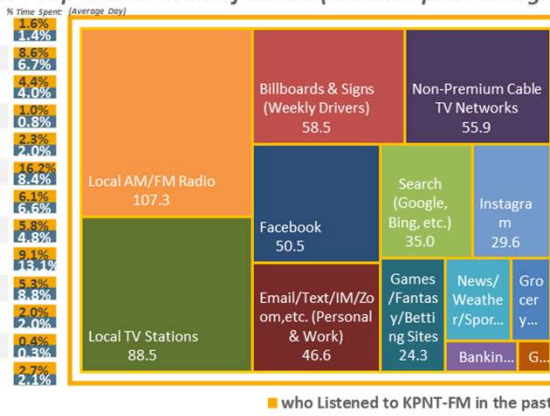
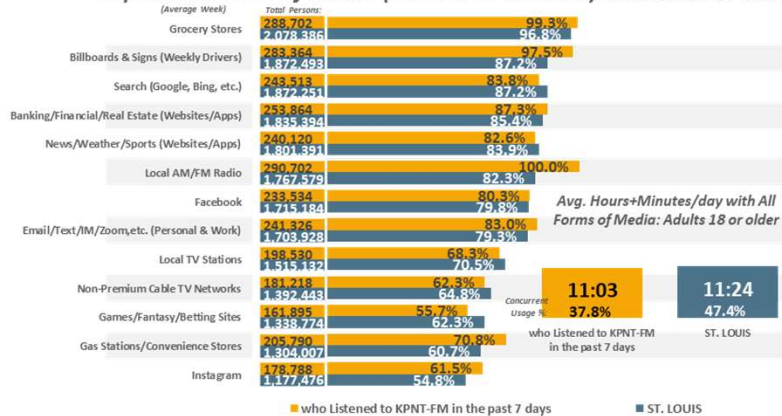
Adults 18 or older who Listened to WXOS-FM in the past 7 days spend an average of 2 days, 19 hours, 23 minutes and 37 seconds each week with All Forms of Ad-Supported Media.
100.0% of Adults 18 or older who Listened to WXOS-FM in the past 7 days spend an avg. of 11 hours and 24 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 16.9% of total time spent with all forms of Ad-Supported Media.



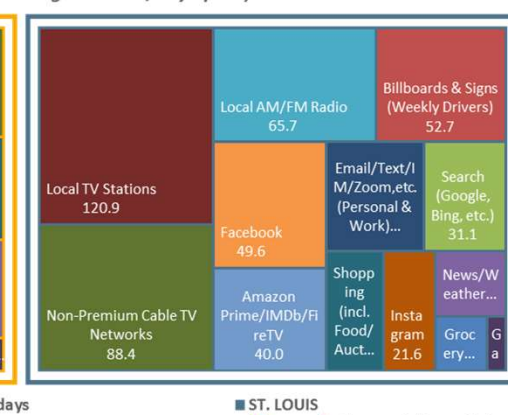
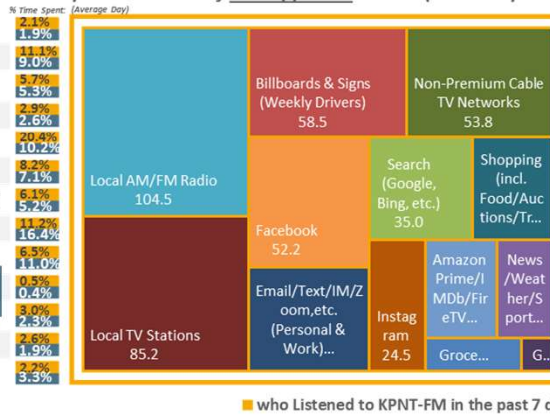
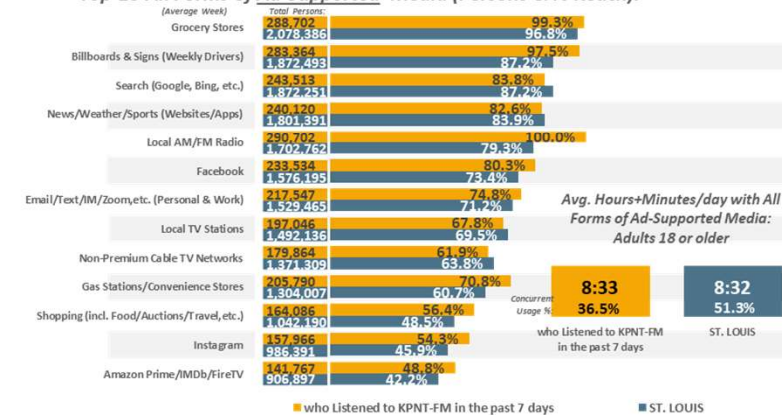


Adults 18 or older who Listened to KPNT-FM in the past 7 days spend an average of 8 hours and 33 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 104.5 minutes/day. (Local Radio delivers 20.4% of Time with Ad-Supported Media.)

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



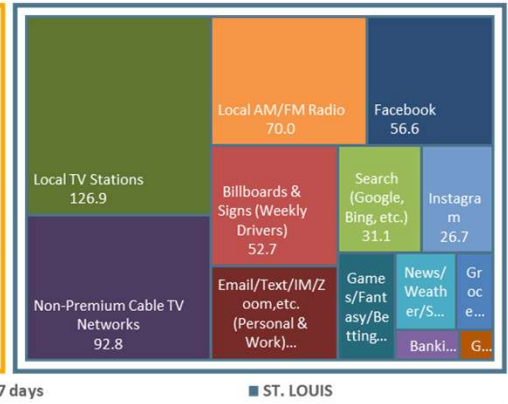
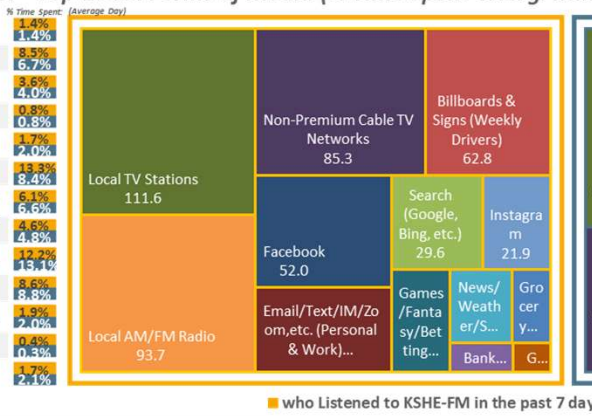
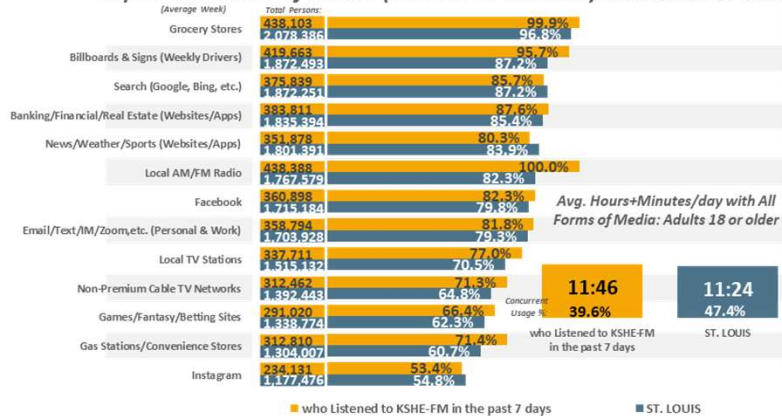
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



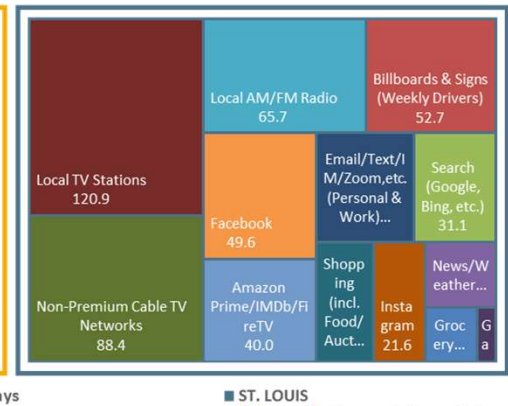
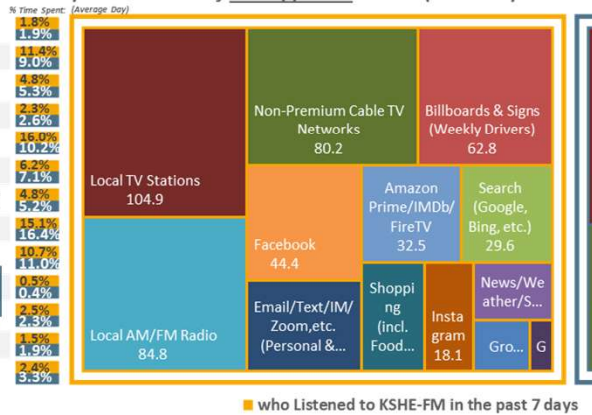
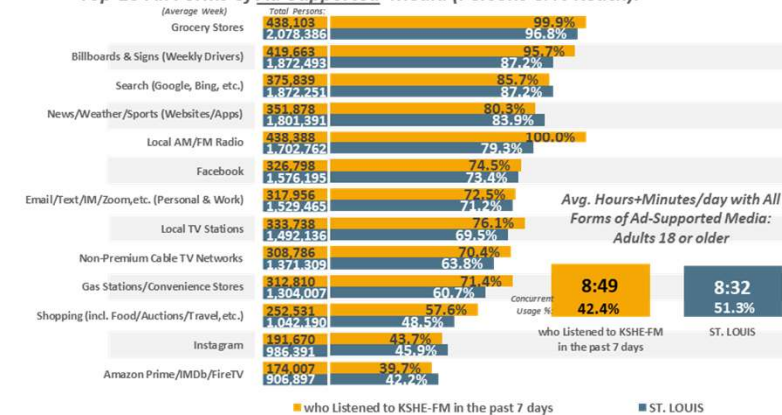


Adults 18 or older who Listened to KSHE-FM in the past 7 days spend an average of 8 hours and 49 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 84.8 minutes/day. (Local Radio delivers 16.% of Time with Ad-Supported Media.)

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



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



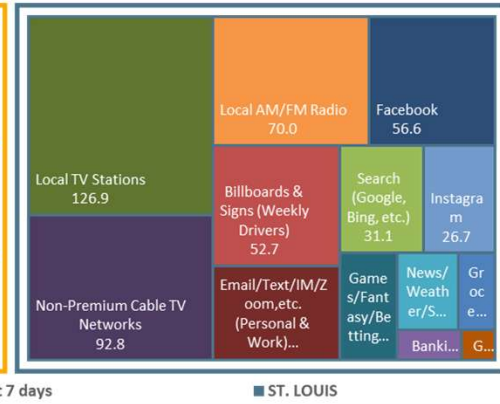
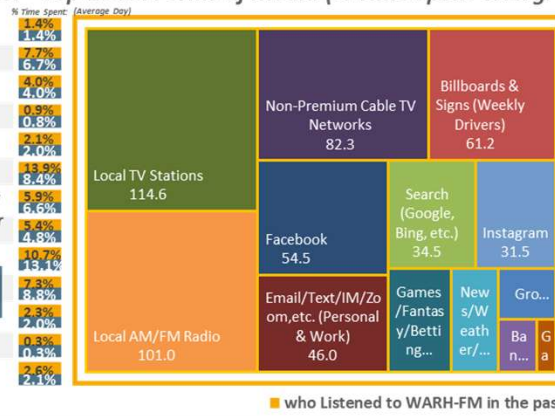
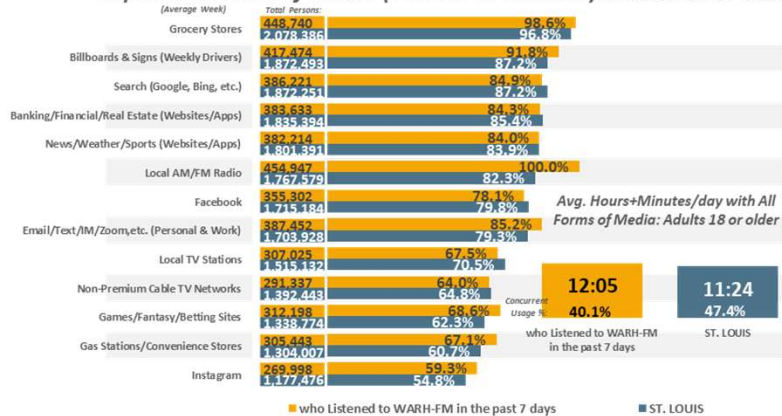
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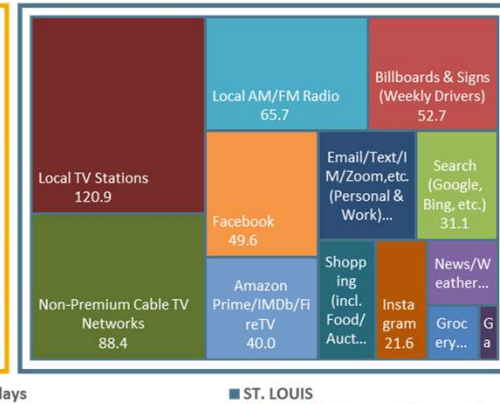
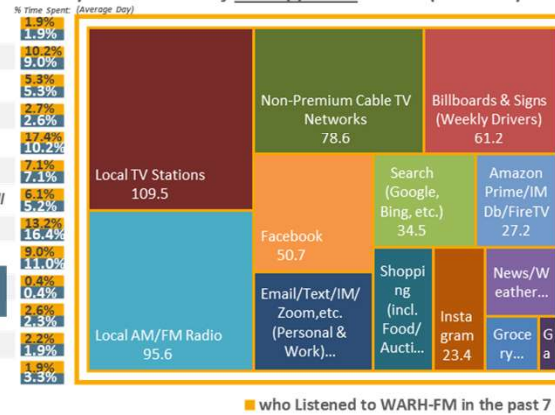
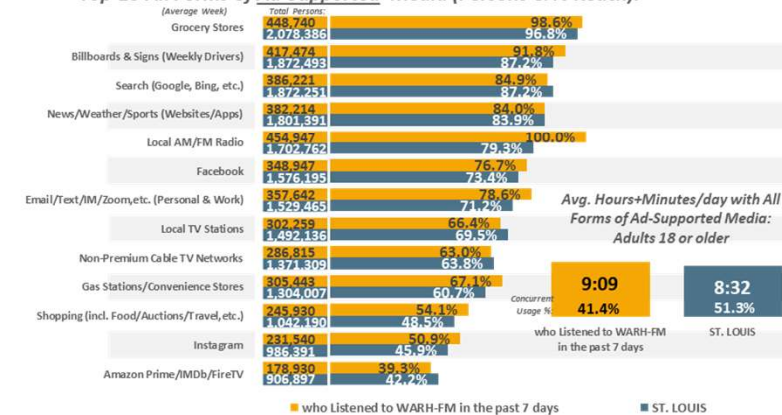


Adults 18 or older who Listened to WARH-FM in the past 7 days spend an average of 9 hours and 9 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 95.6 minutes/day. (Local Radio delivers 17.4% of Time with Ad-Supported Media.)

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



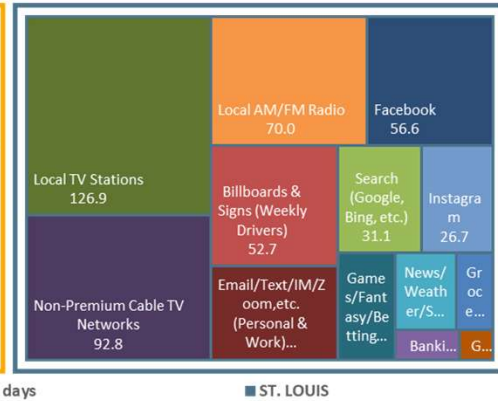
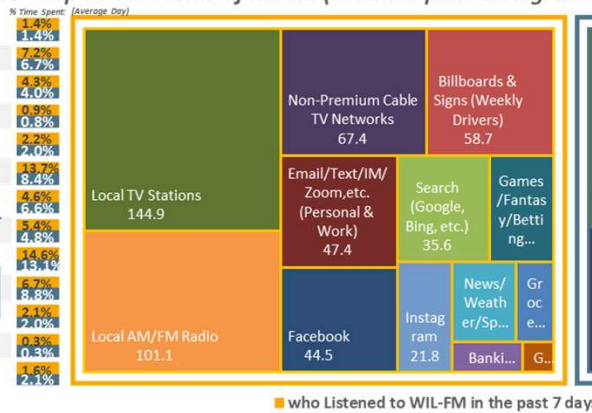
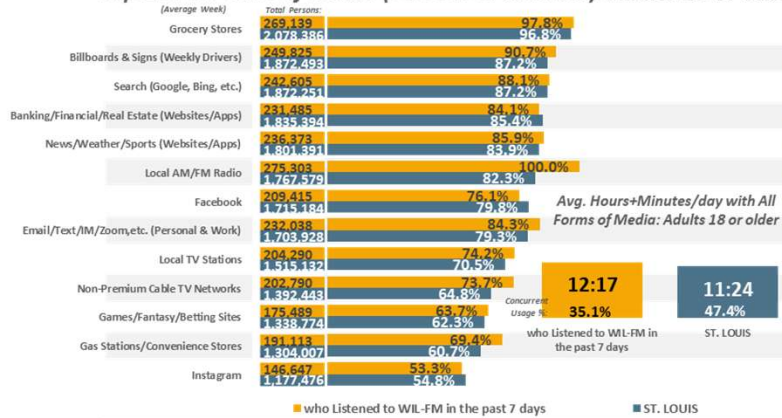
ST. LOUIS Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 386
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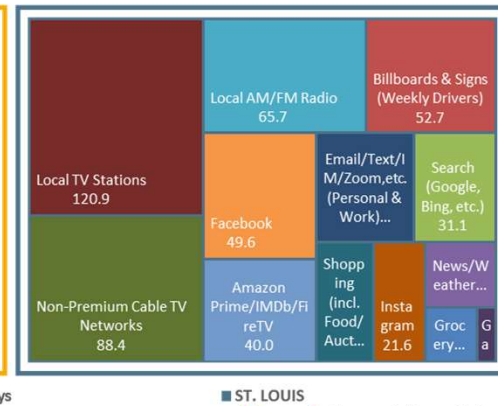
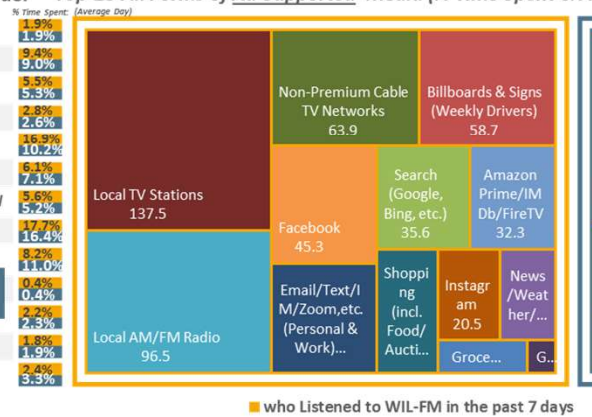
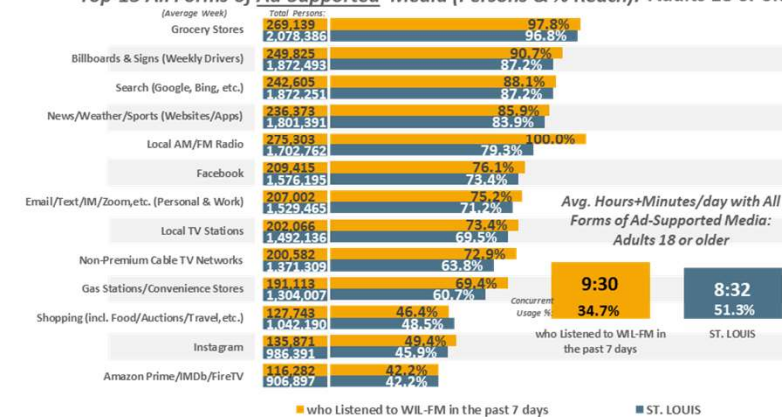


Adults 18 or older who Listened to WIL-FM in the past 7 days spend an average of 9 hours and 30 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 96.5 minutes/day. (Local Radio delivers 16.9% of Time with Ad-Supported Media.)

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



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



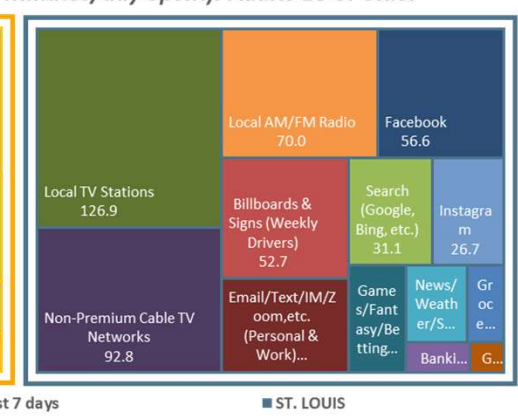
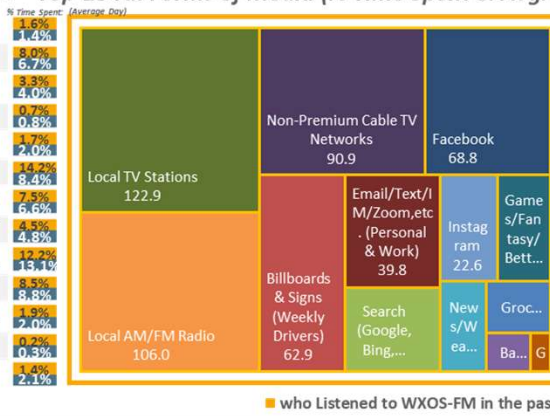
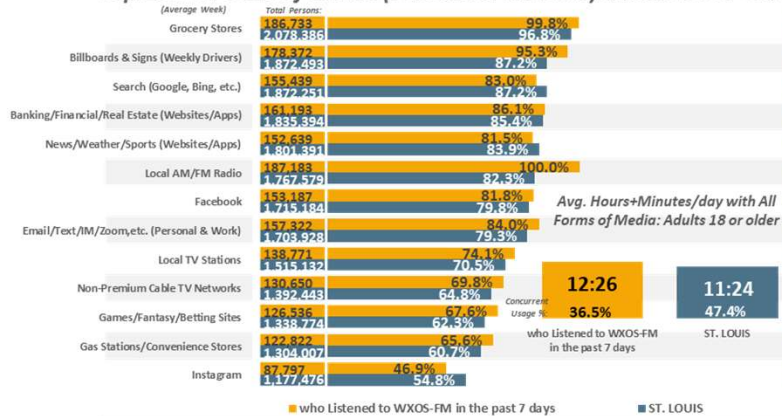
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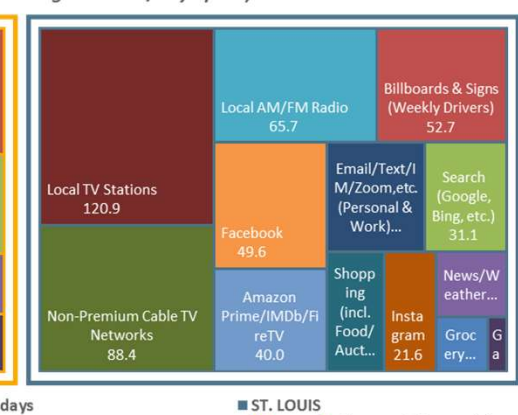
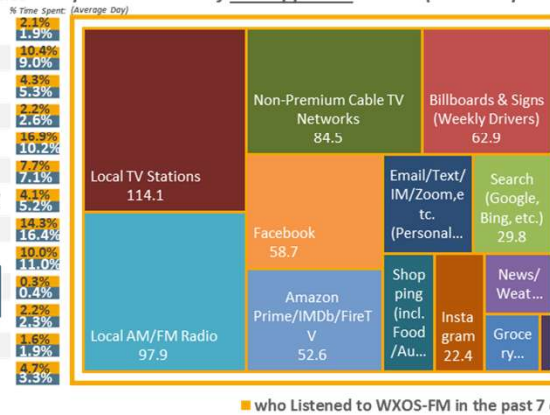
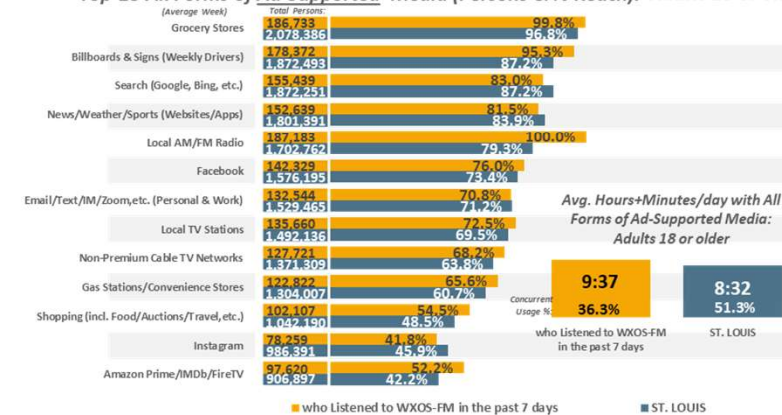


Adults 18 or older who Listened to WXOS-FM in the past 7 days spend an average of 9 hours and 37 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 97.9 minutes/day. *(Local Radio delivers 16.9% of Time with Ad-Supported Media.)*

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**



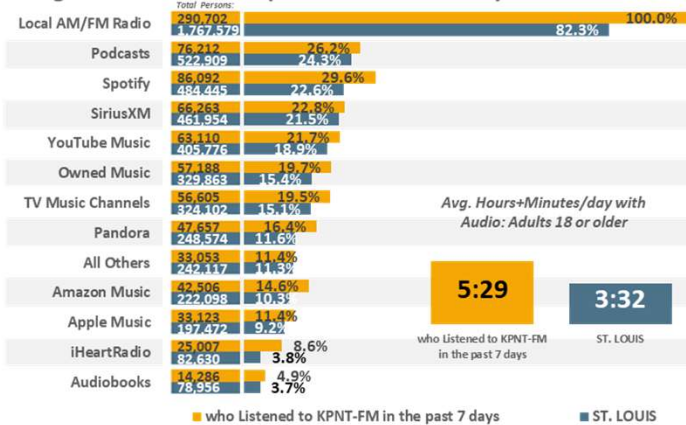
ST. LOUIS Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 153
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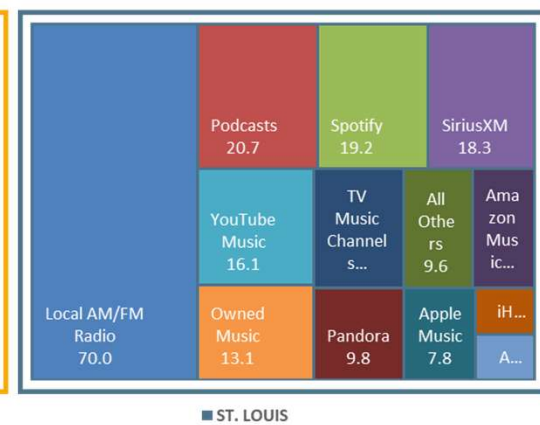
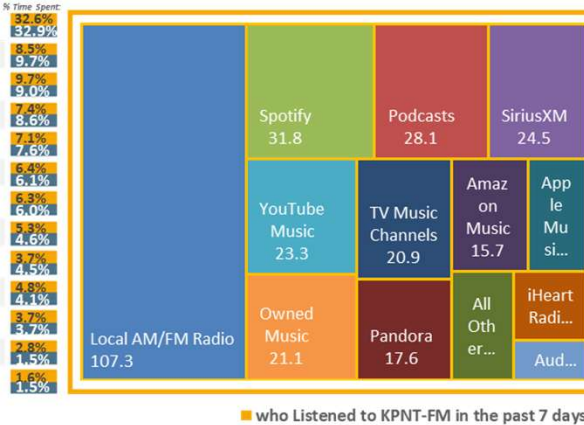


290,702 or 100.% of Adults 18 or older who Listened to KPNT-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 104.5 minutes every day representing 43.9% of all time spent daily with Ad-Supported Audio.

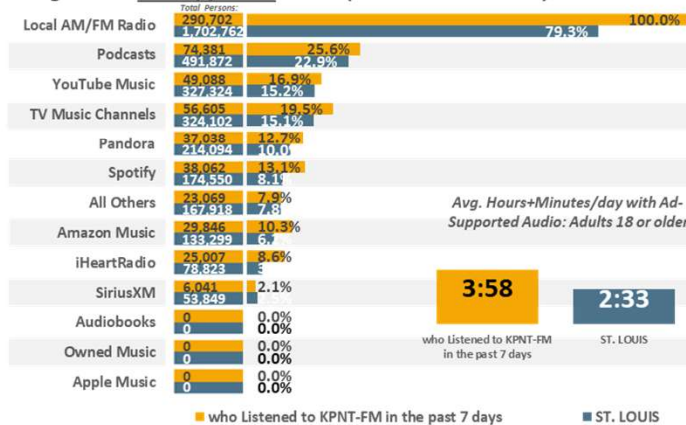
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



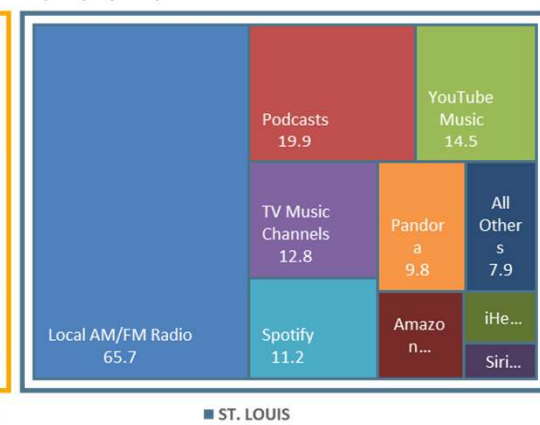
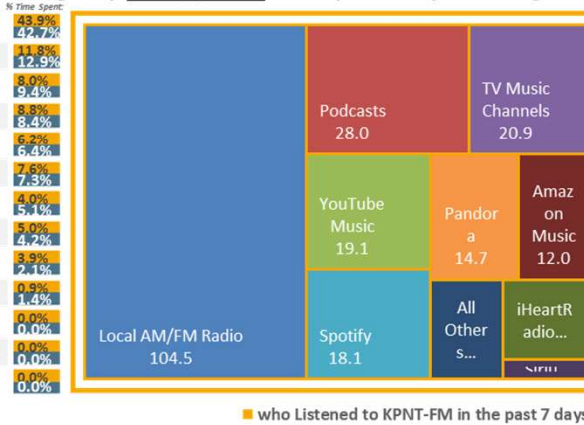
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



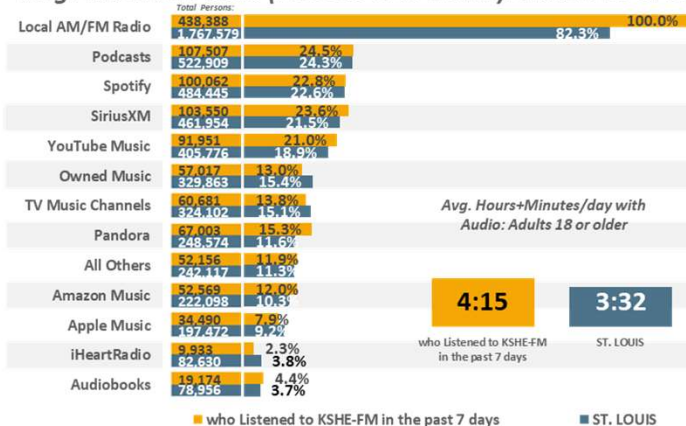
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



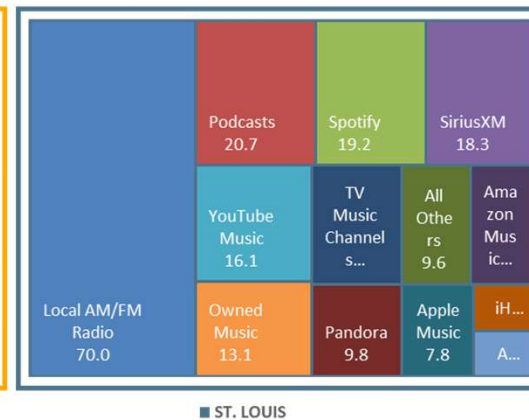
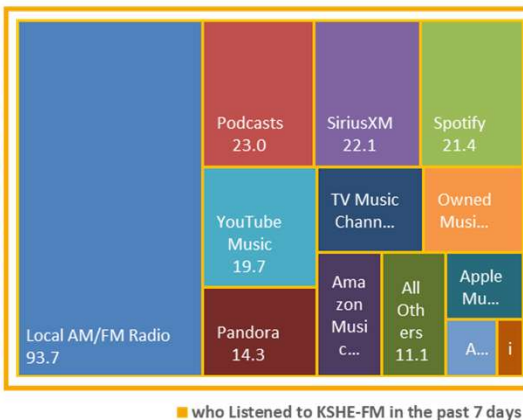


438,388 or 100.% of Adults 18 or older who Listened to KSHE-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 84.8 minutes every day representing 45.4% of all time spent daily with Ad-Supported Audio.

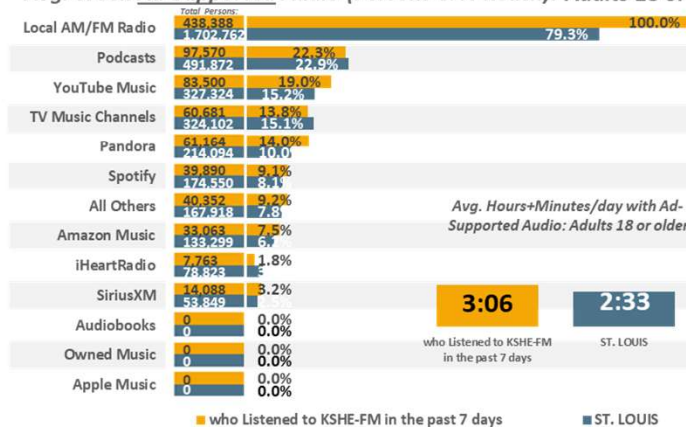
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



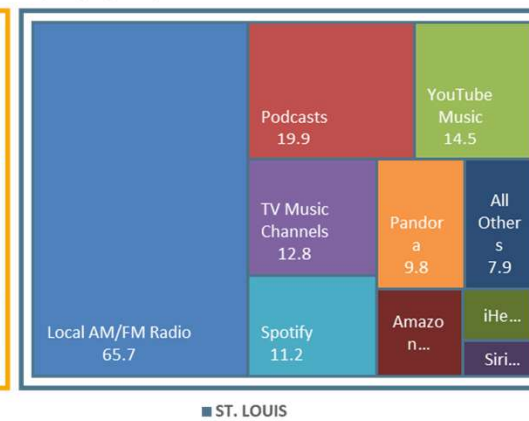
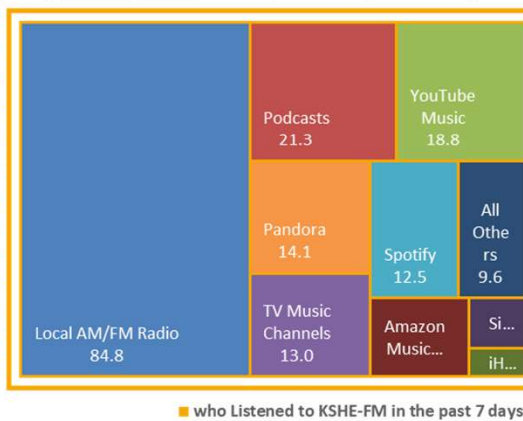
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



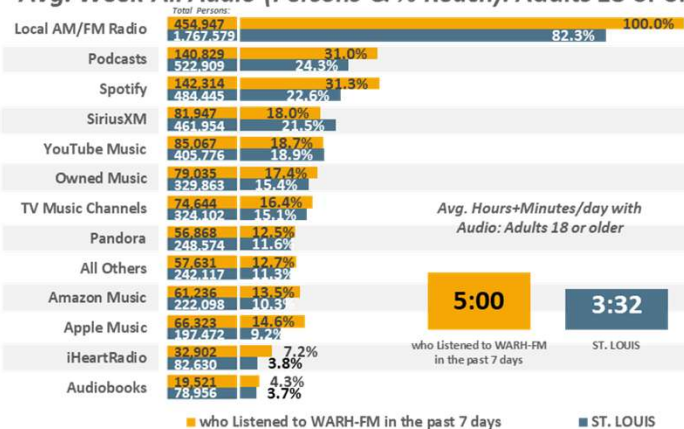
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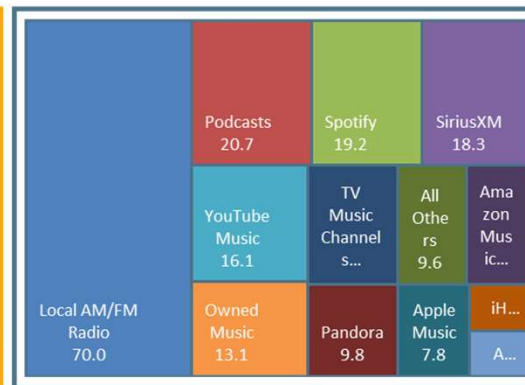
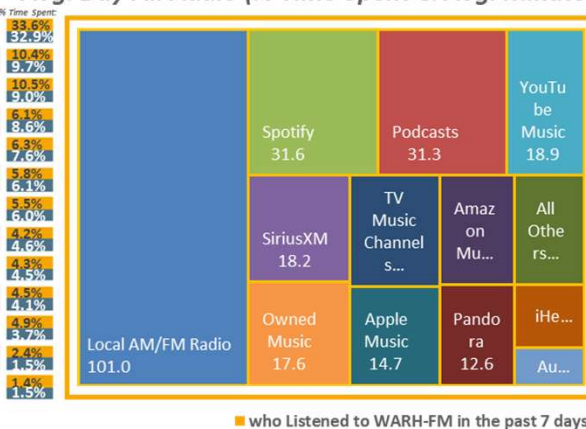


454,947 or 100.% of Adults 18 or older who Listened to WARH-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 95.6 minutes every day representing 44.% of all time spent daily with Ad-Supported Audio.

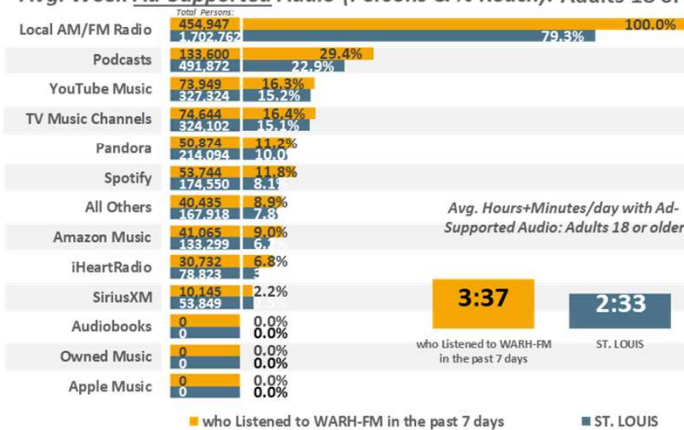
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



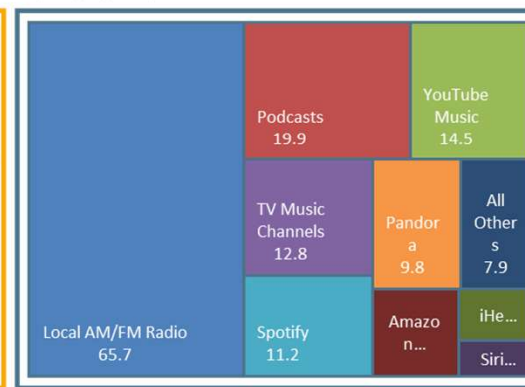
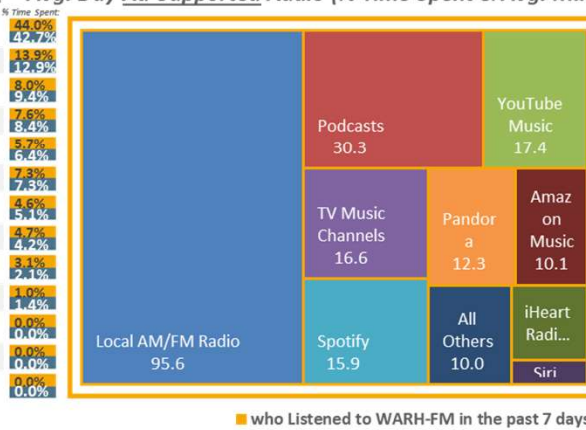
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



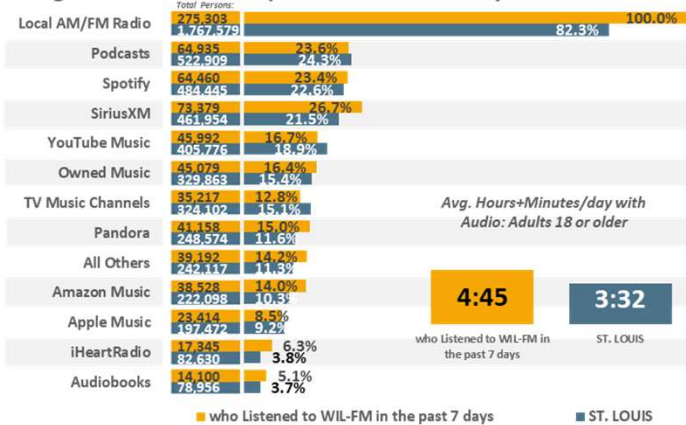
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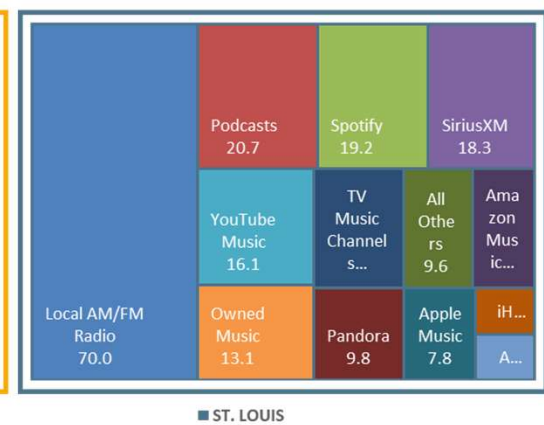
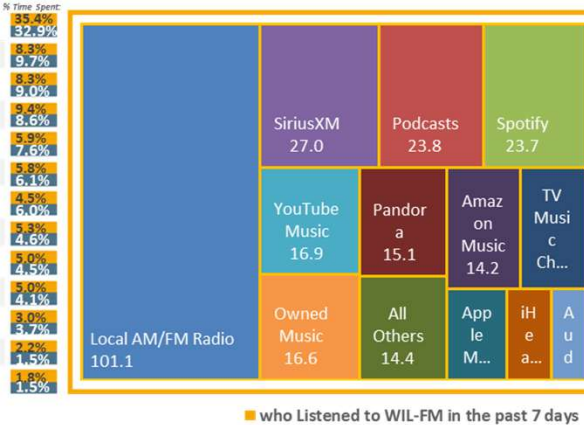


275,303 or 100.% of Adults 18 or older who Listened to WIL-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 96.5 minutes every day representing 46.7% of all time spent daily with Ad-Supported Audio.

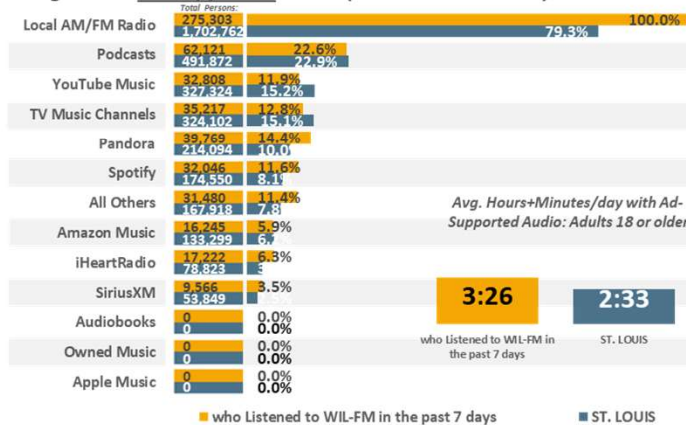
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



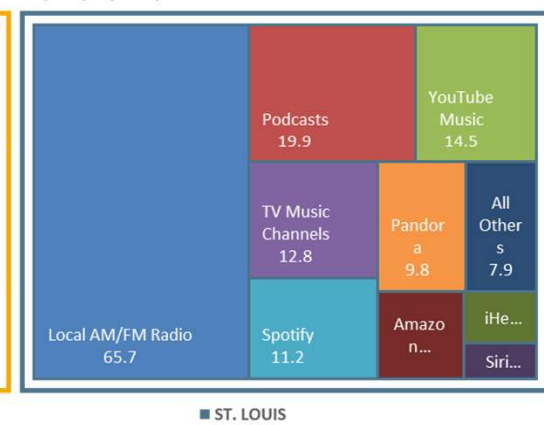
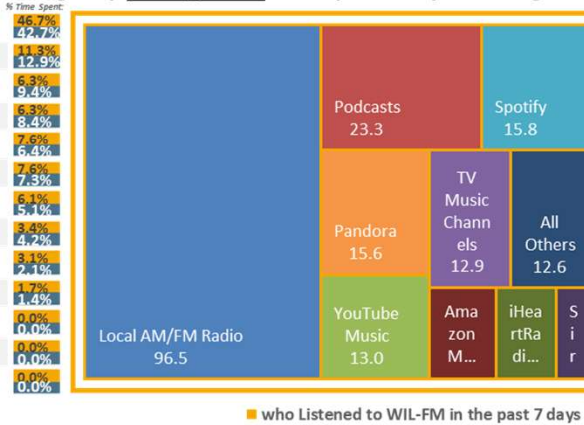
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



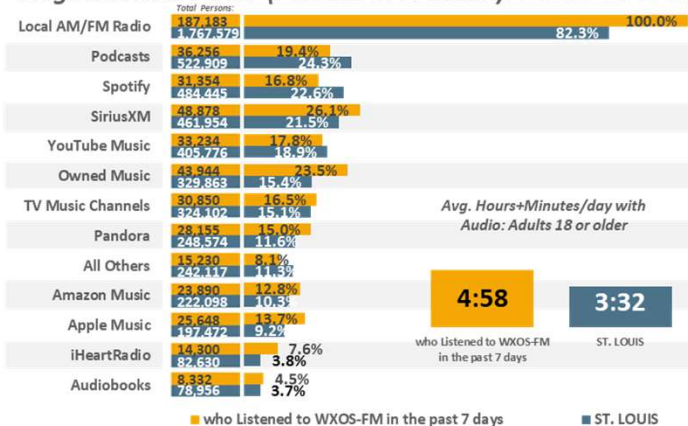
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



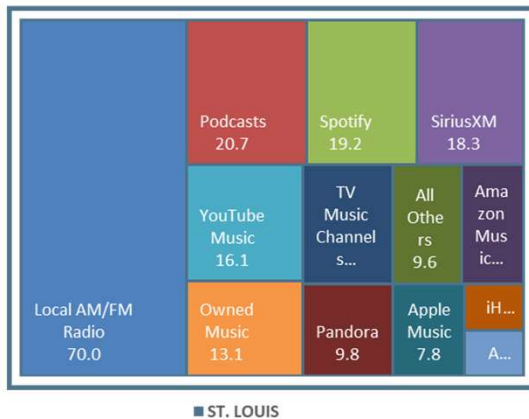


187,183 or 100.% of Adults 18 or older who Listened to WXOS-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 97.9 minutes every day representing 48.6% of all time spent daily with Ad-Supported Audio.

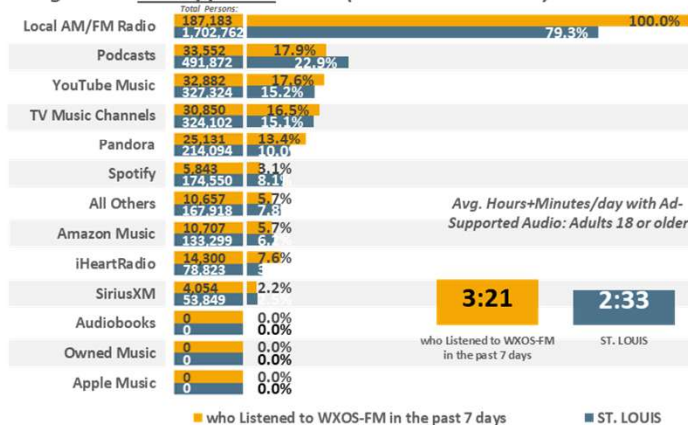
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



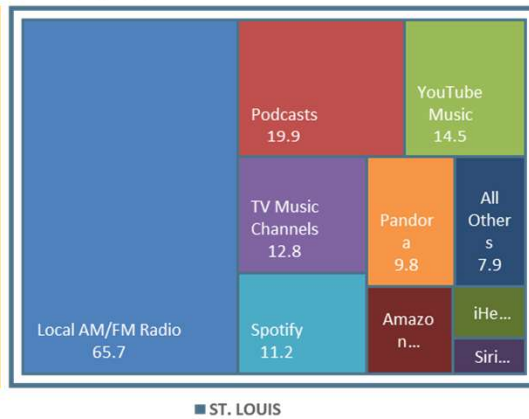
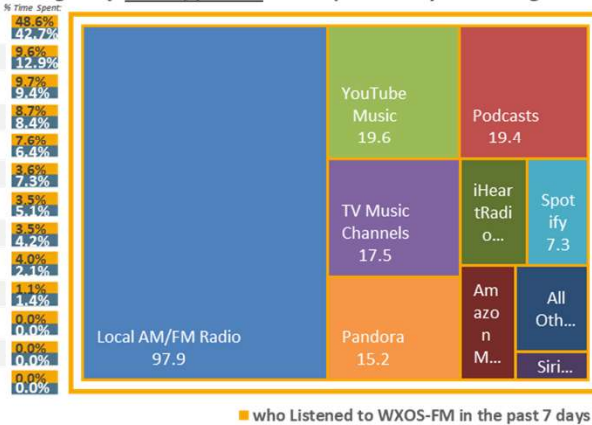
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

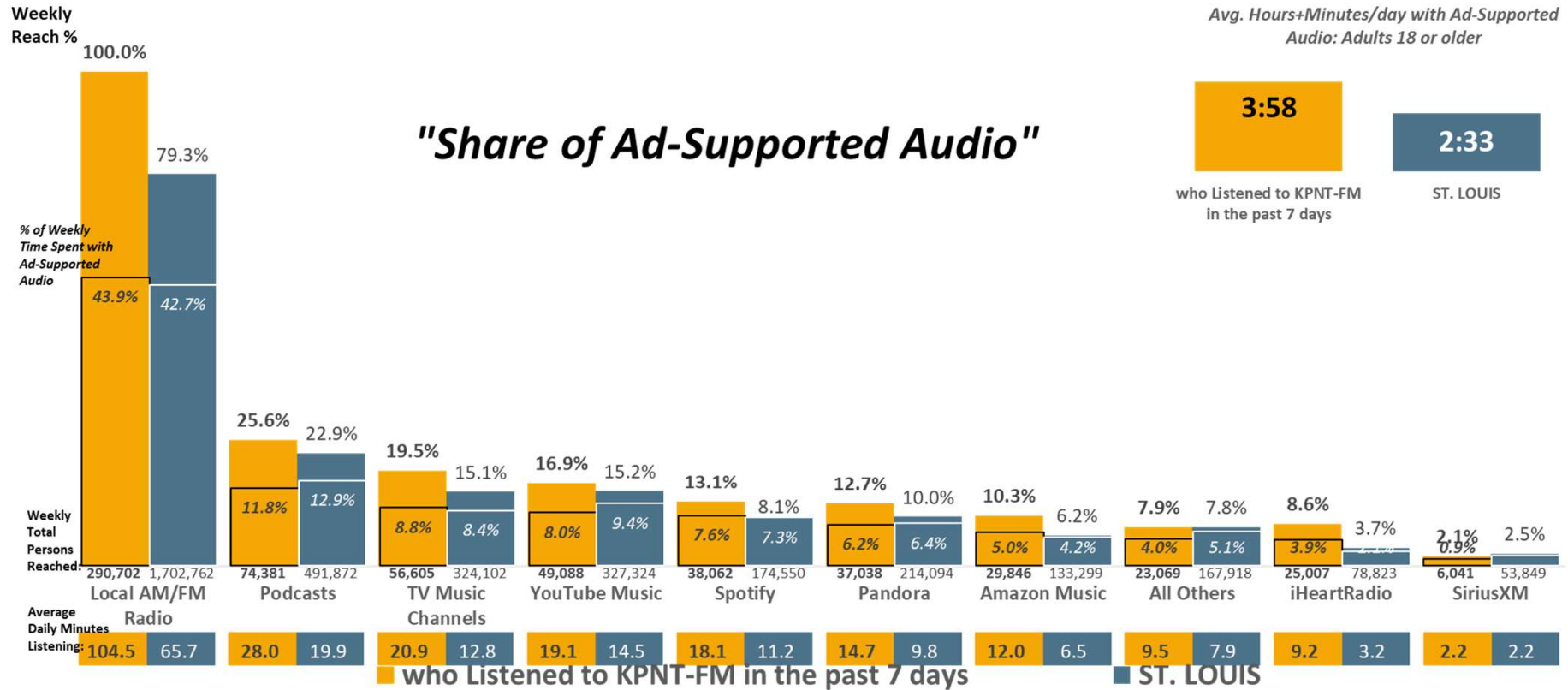


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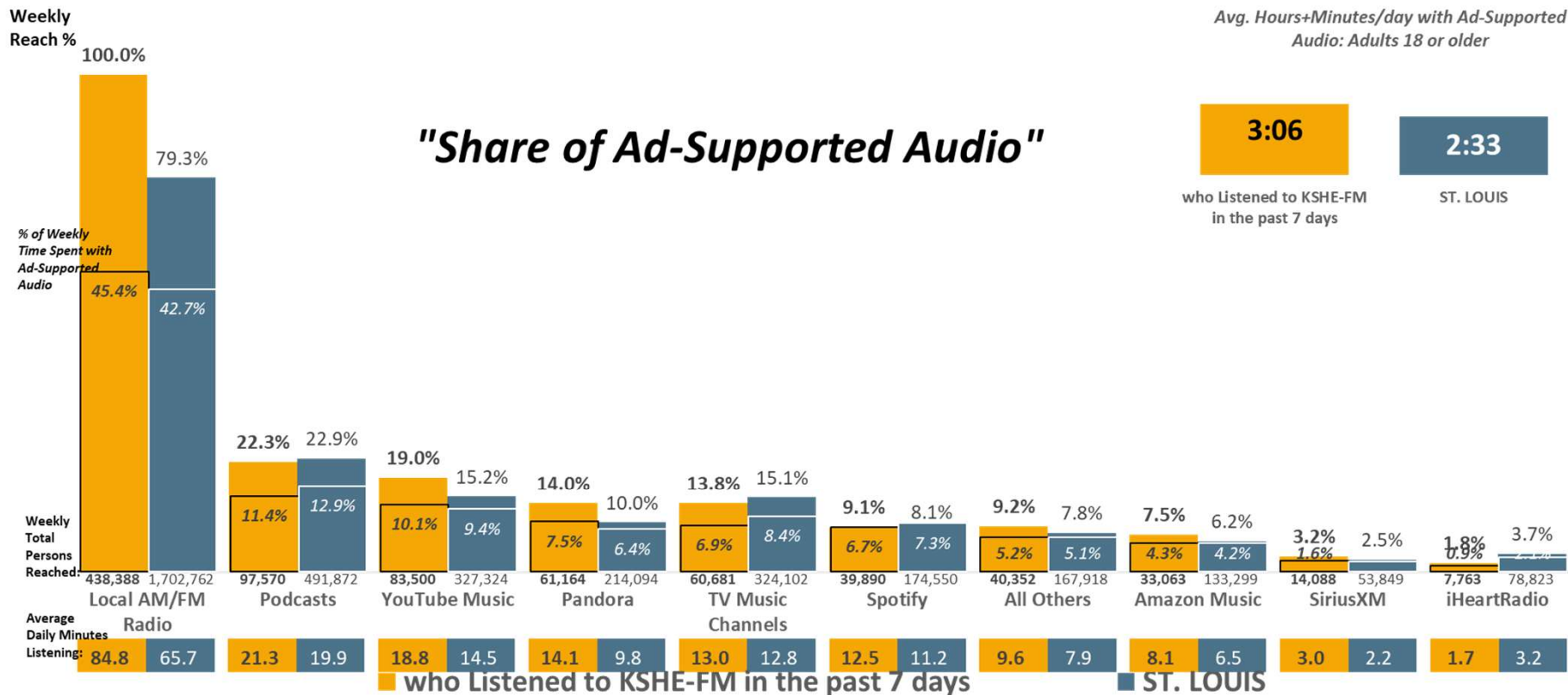


290,702 or 100.% of Adults 18 or older who Listened to KPNT-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 104.5 minutes every day representing 43.9% of all time spent daily with Ad-Supported Audio.



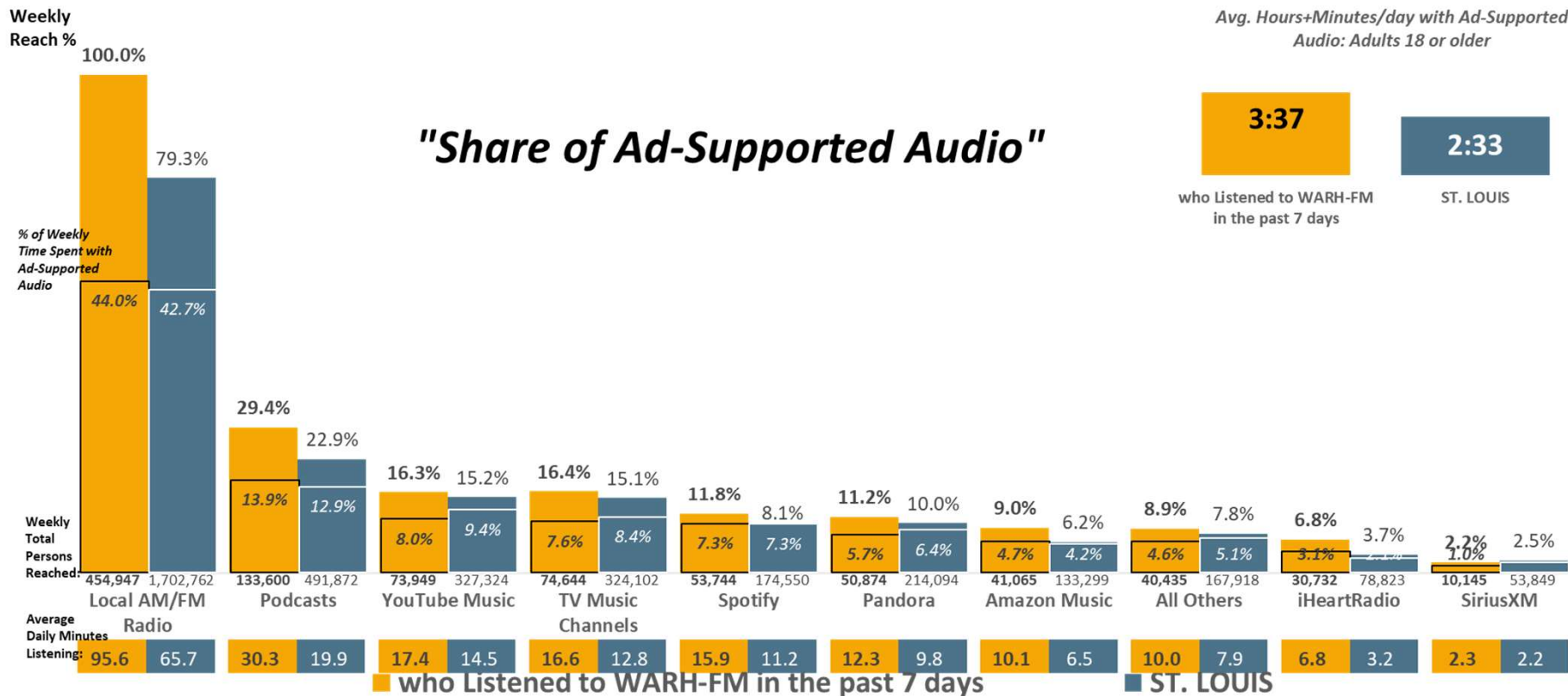


438,388 or 100.0% of Adults 18 or older who Listened to KSHE-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 84.8 minutes every day representing 45.4% of all time spent daily with Ad-Supported Audio.





454,947 or 100.% of Adults 18 or older who Listened to WARH-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 95.6 minutes every day representing 44.% of all time spent daily with Ad-Supported Audio.





275,303 or 100.% of Adults 18 or older who Listened to WIL-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 96.5 minutes every day representing 46.7% of all time spent daily with Ad-Supported Audio.

Weekly
Reach %

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

"Share of Ad-Supported Audio"

3:26

2:33

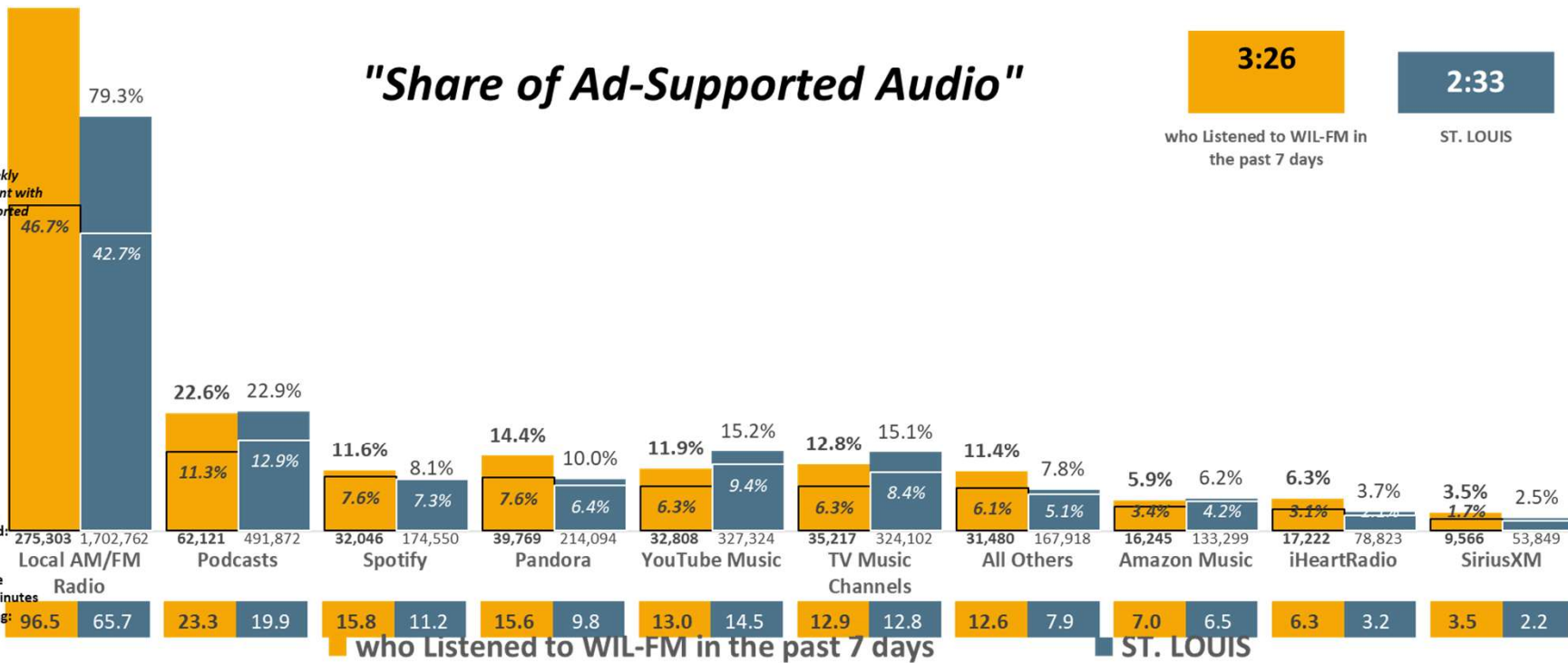
who Listened to WIL-FM in
the past 7 days

ST. LOUIS

% of Weekly
Time Spent with
Ad-Supported
Audio

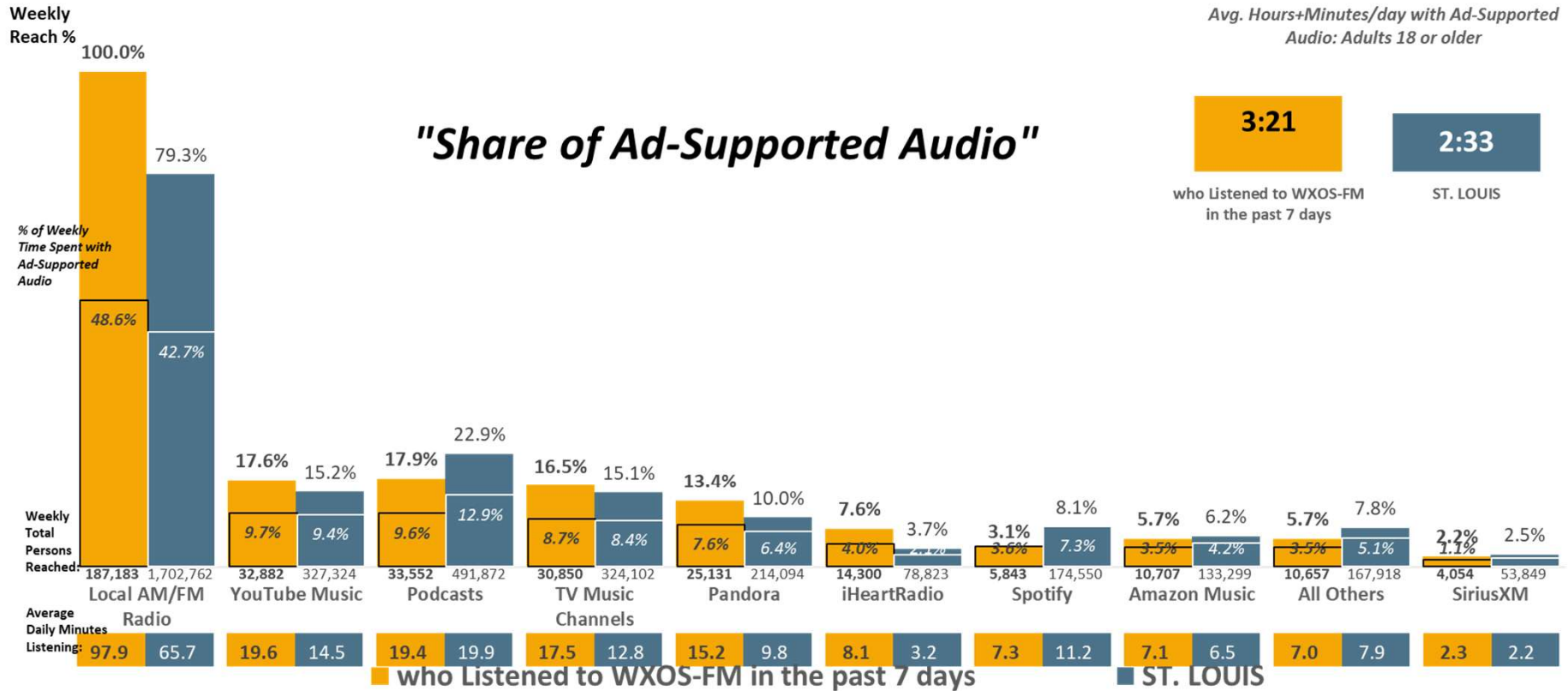
Weekly
Total
Persons
Reached:

Average
Daily Minutes
Listening:





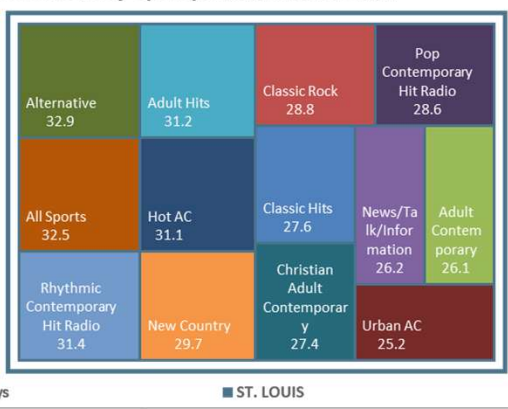
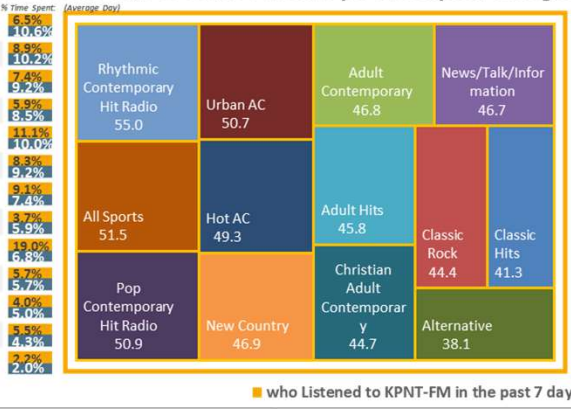
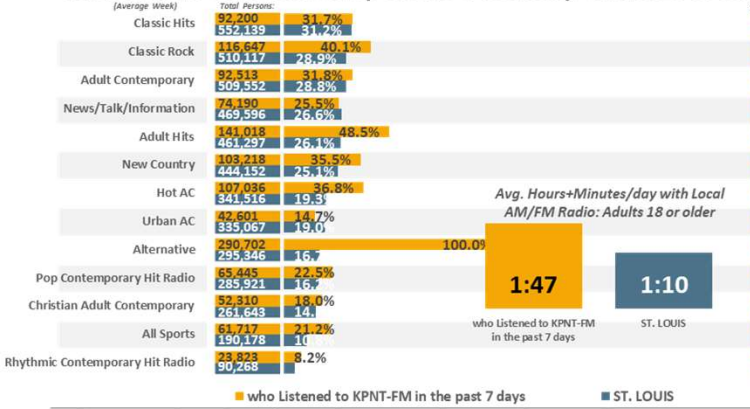
187,183 or 100.0% of Adults 18 or older who Listened to WXOS-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 97.9 minutes every day representing 48.6% of all time spent daily with Ad-Supported Audio.



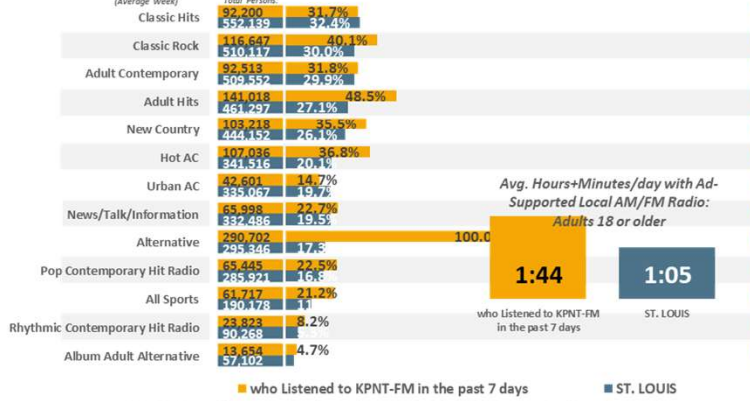


290,702 or 100.0% of Adults 18 or older who Listened to KPNT-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Alternative, Adult Hits, Classic Rock, Hot AC, and New Country.

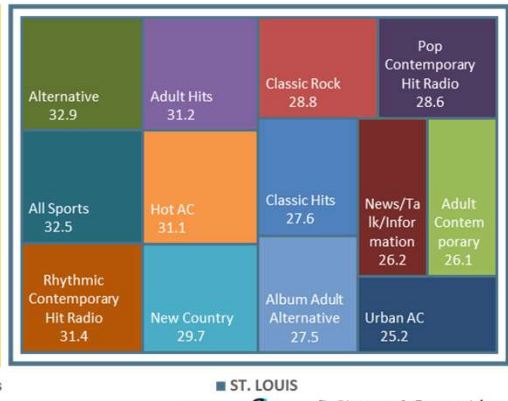
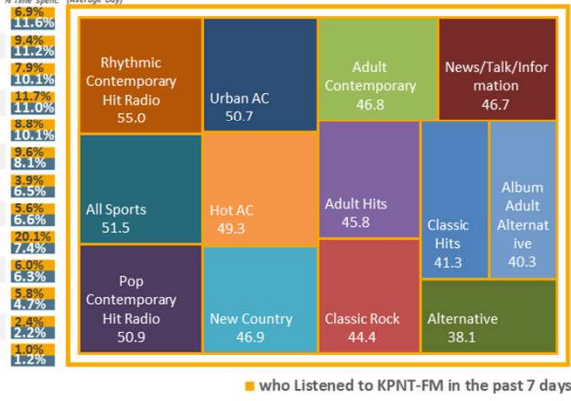
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



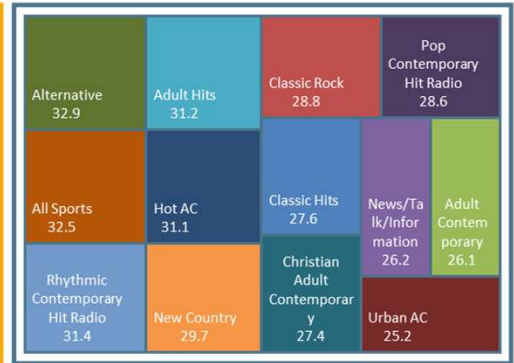
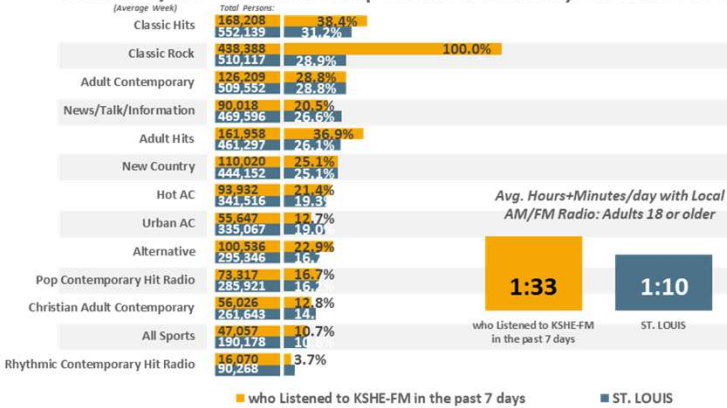
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



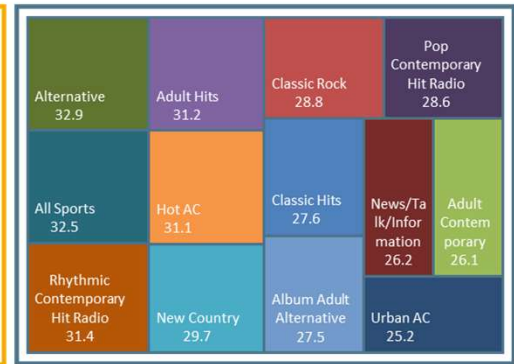
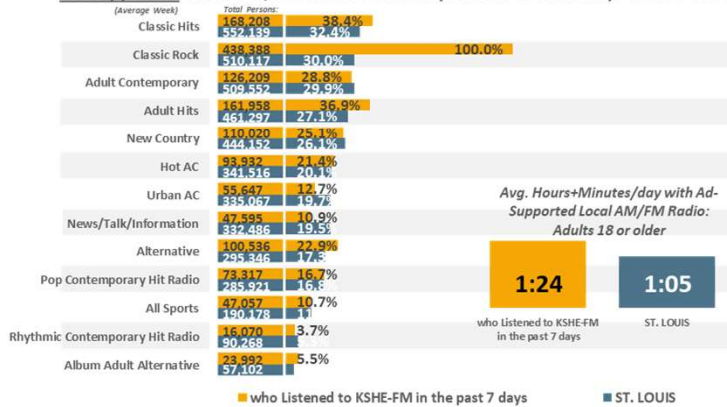


438,388 or 100.0% of Adults 18 or older who Listened to KSHE-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Classic Hits, Adult Hits, Adult Contemporary, and New Country.

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



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



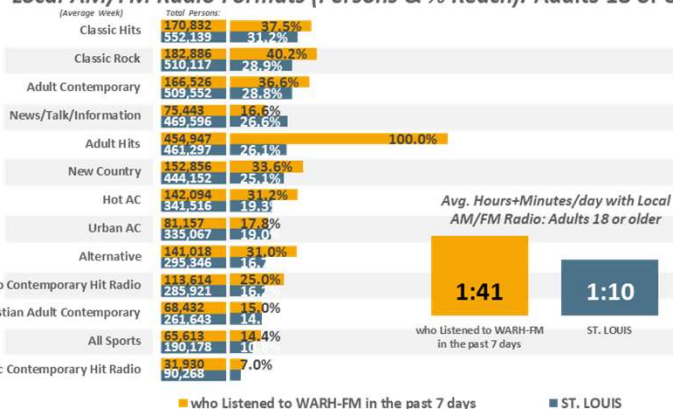
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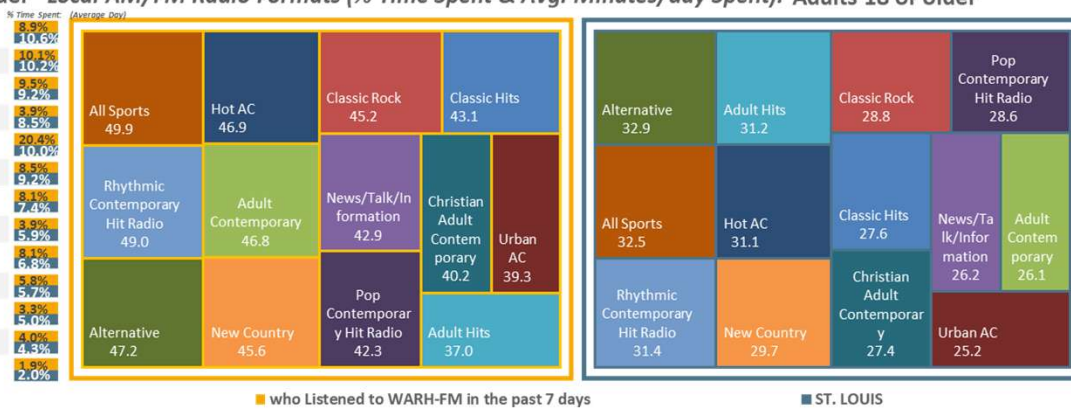


454,947 or 100.0% of Adults 18 or older who Listened to WARH-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Hits, Classic Rock, Classic Hits, Adult Contemporary, and New Country.

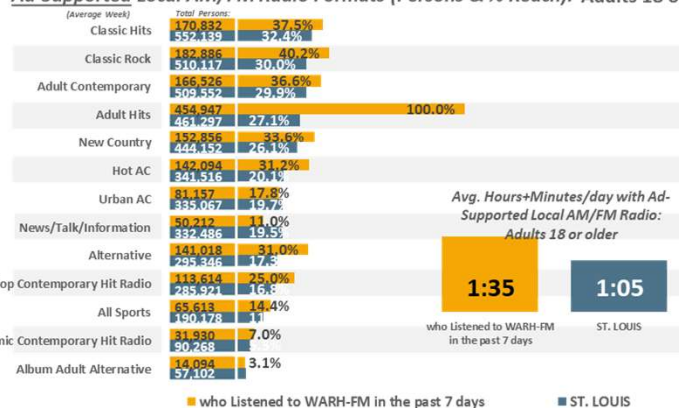
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



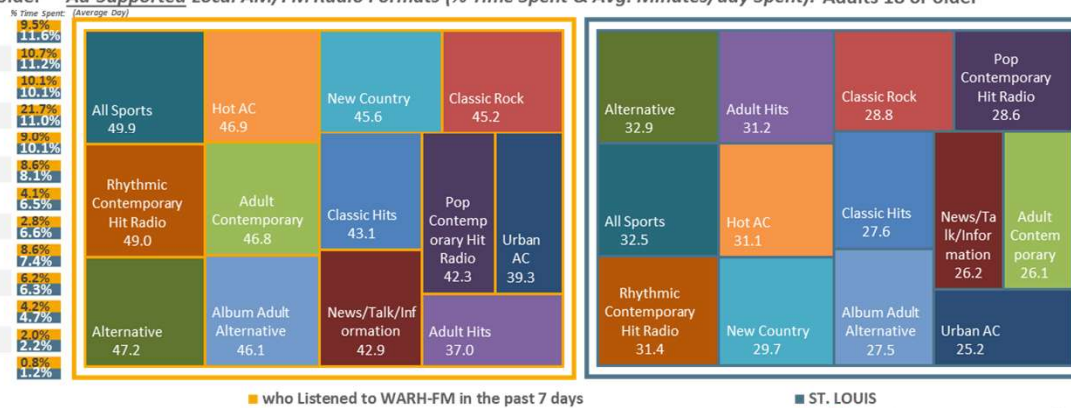
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



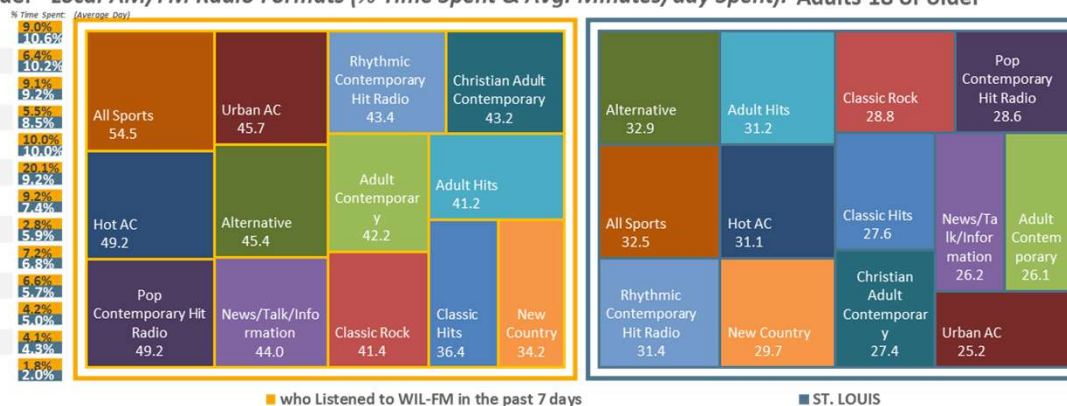
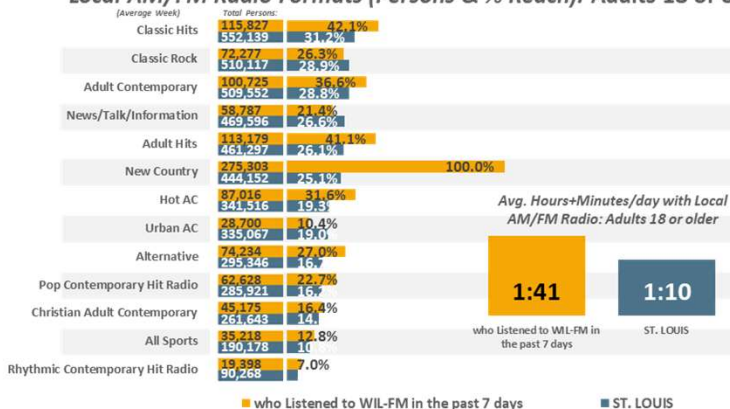
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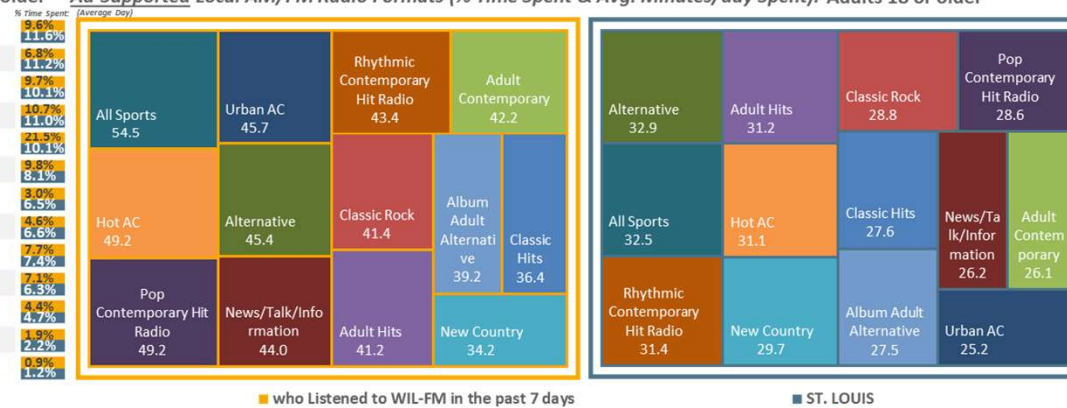
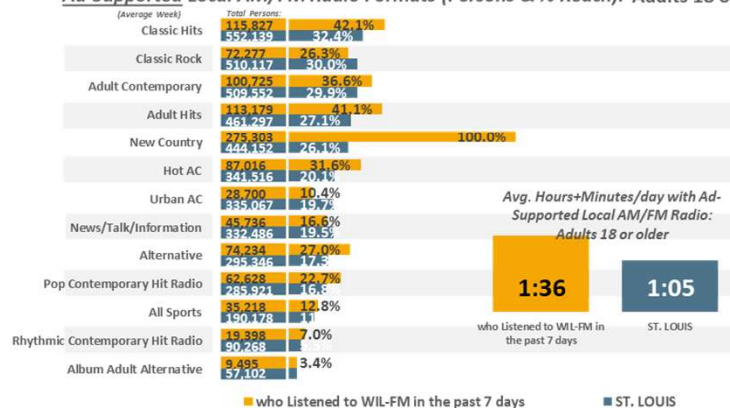


275,303 or 100.% of Adults 18 or older who Listened to WIL-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are New Country, Classic Hits, Adult Hits, Adult Contemporary, and Hot AC.

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



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



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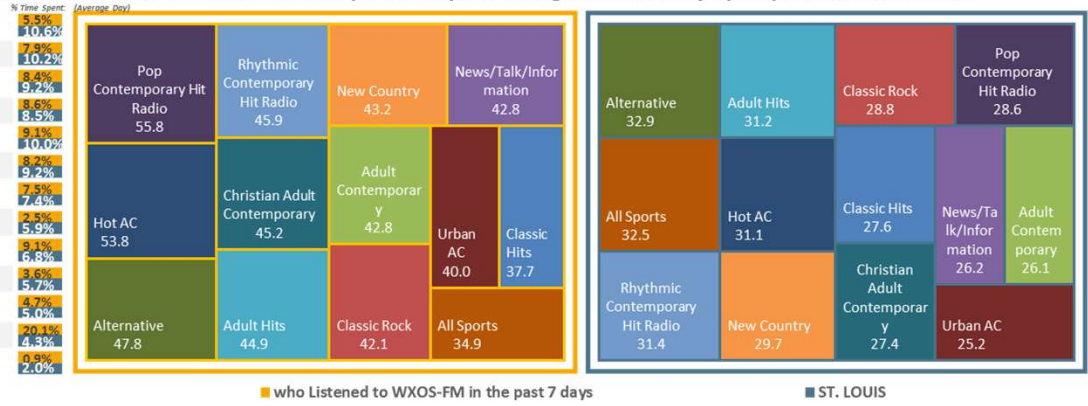


187,183 or 100.% of Adults 18 or older who Listened to WXOS-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All Sports, Adult Hits, Adult Contemporary, Alternative, and New Country.

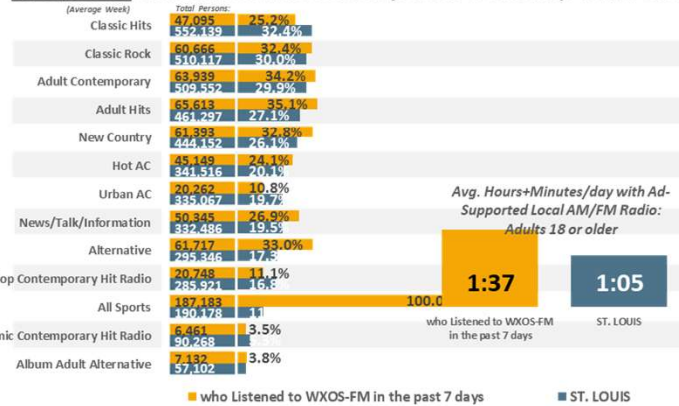
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



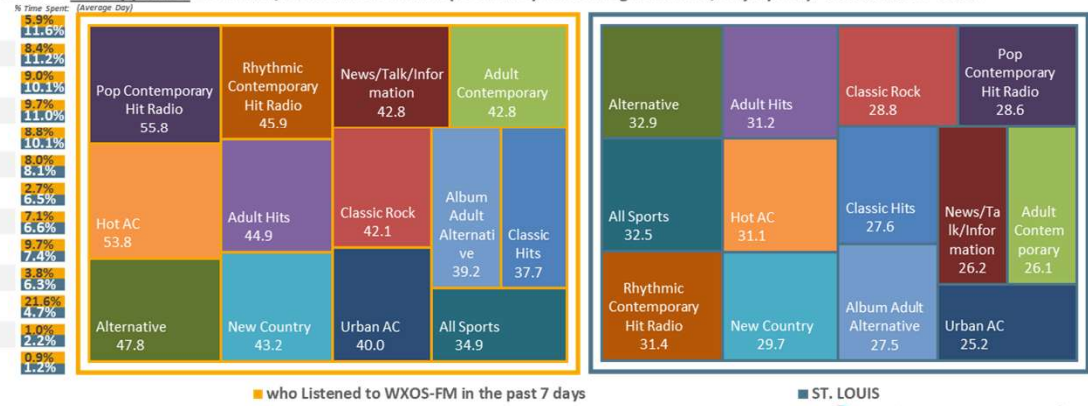
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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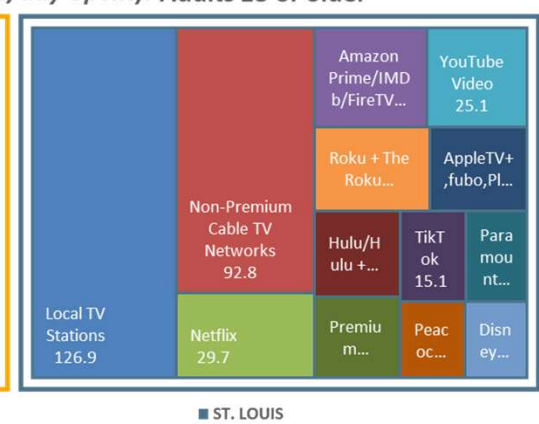
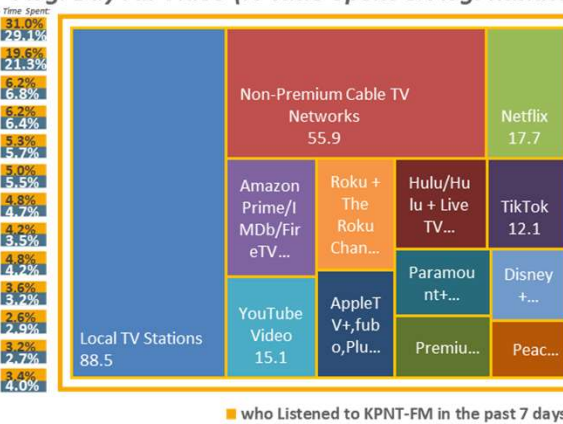
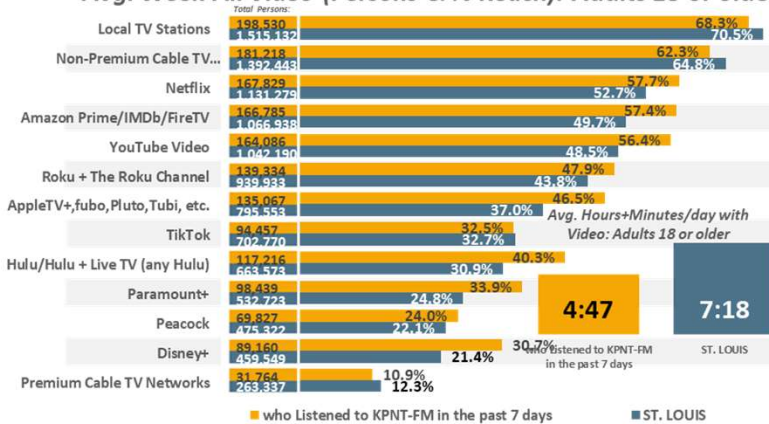
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197,046 or 67.8% of Adults 18 or older who Listened to KPNT-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 85.2 minutes every day representing 36.4% of all time spent daily with Ad-Supported Video.

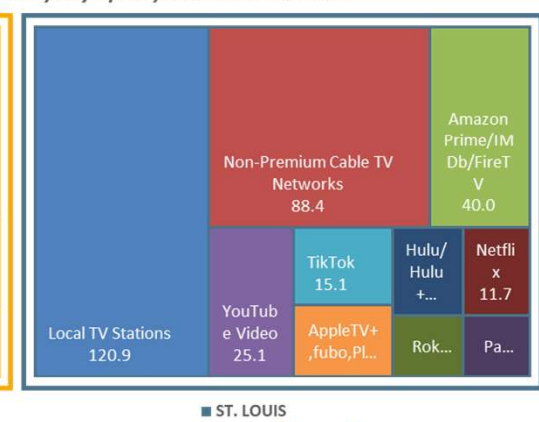
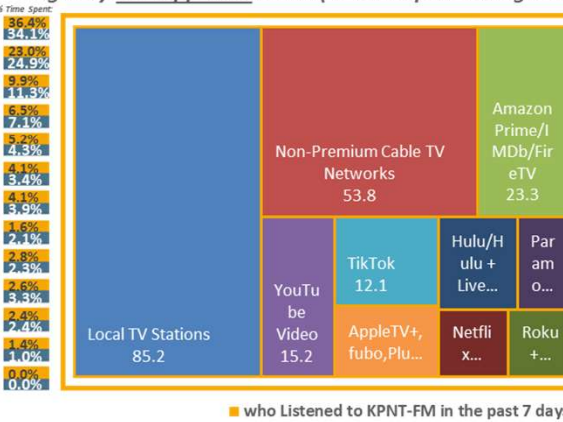
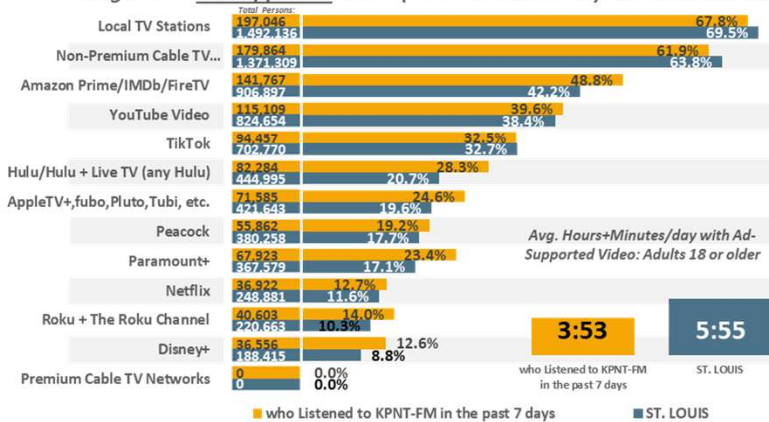
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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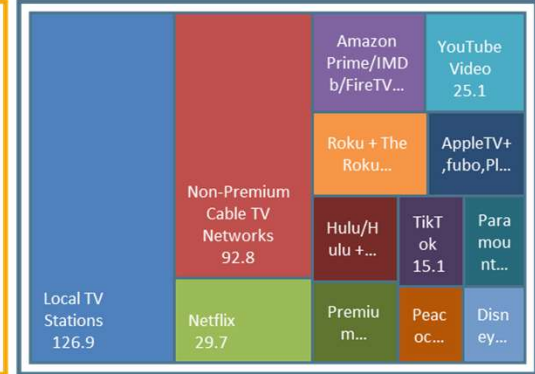
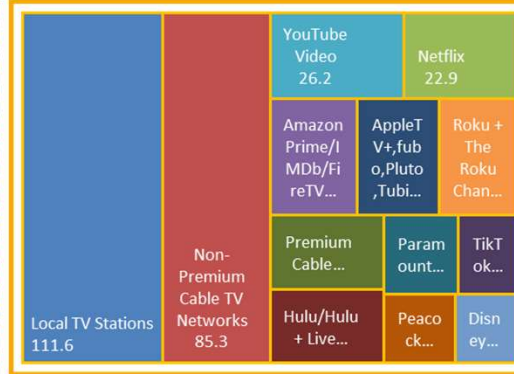
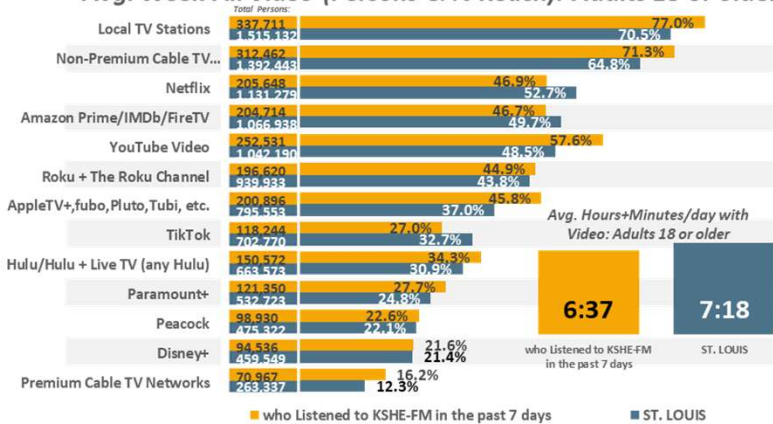
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333,738 or 76.1% of Adults 18 or older who Listened to KSHE-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 104.9 minutes every day representing 32.2% of all time spent daily with Ad-Supported Video.

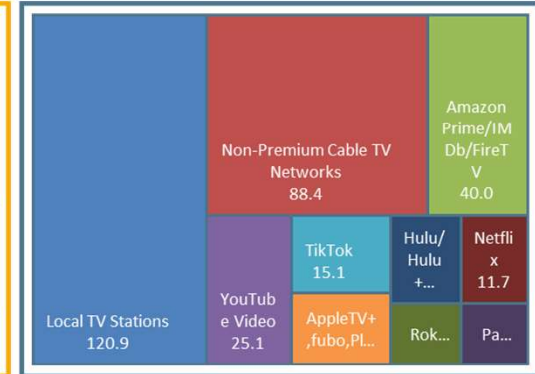
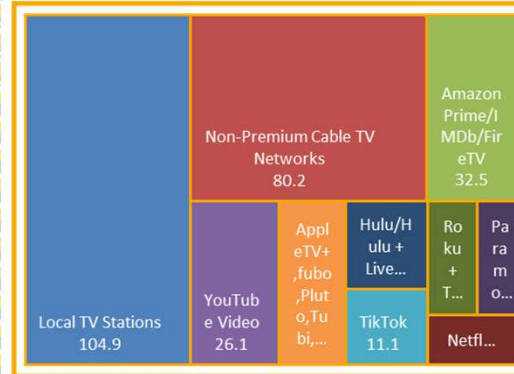
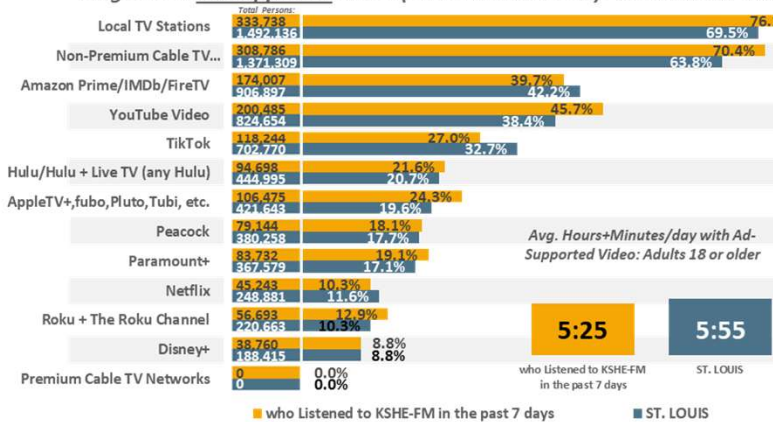
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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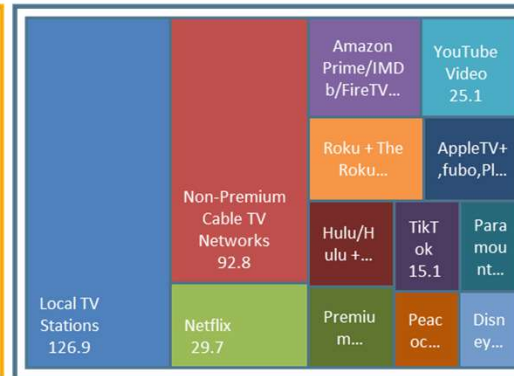
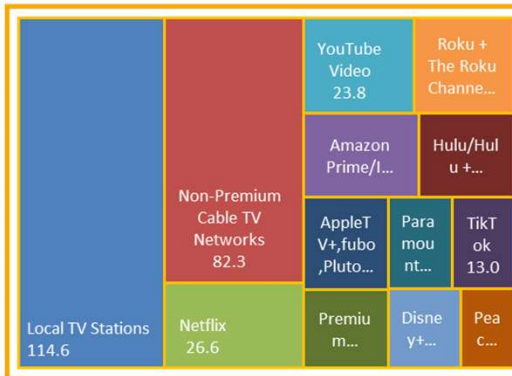
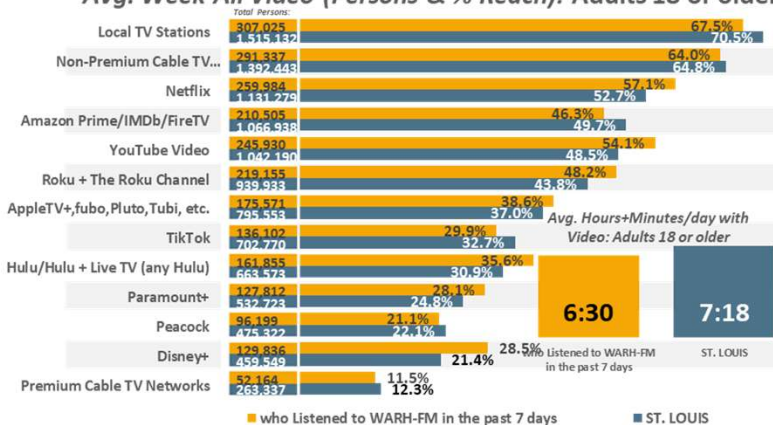
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302,259 or 66.4% of Adults 18 or older who Listened to WARH-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 109.5 minutes every day representing 34.8% of all time spent daily with Ad-Supported Video.

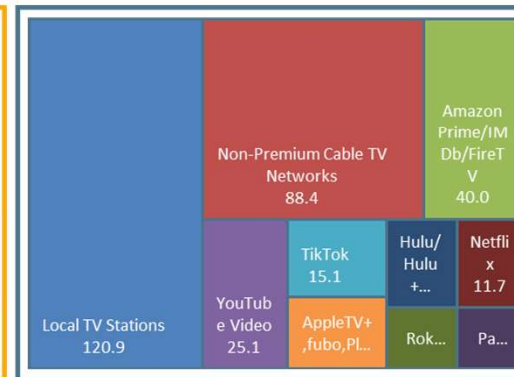
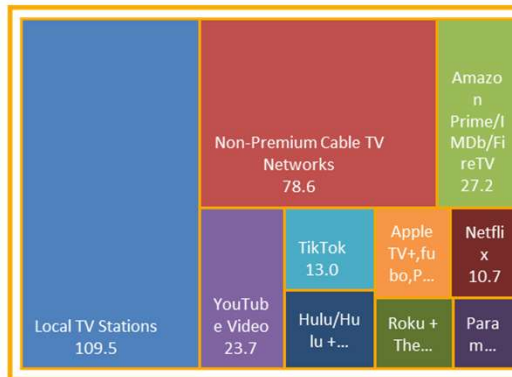
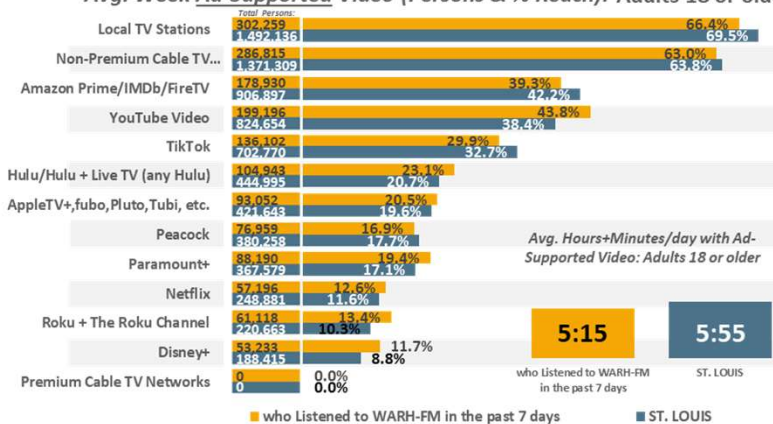
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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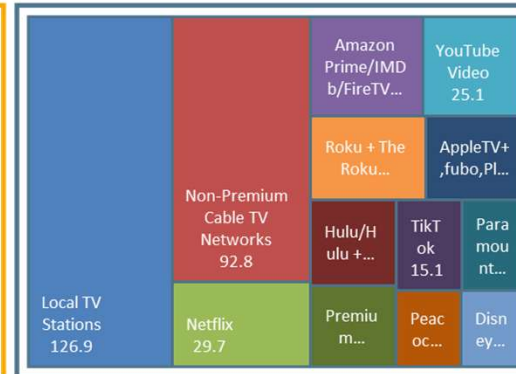
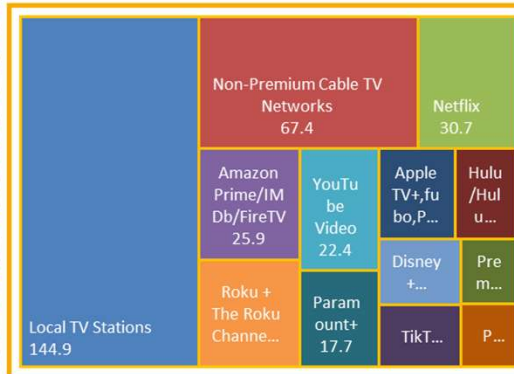
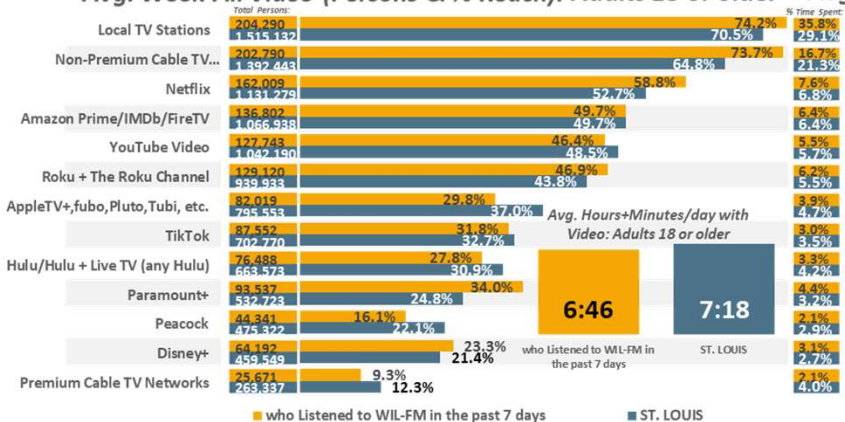
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202,066 or 73.4% of Adults 18 or older who Listened to WIL-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 137.5 minutes every day representing 42.8% of all time spent daily with Ad-Supported Video.

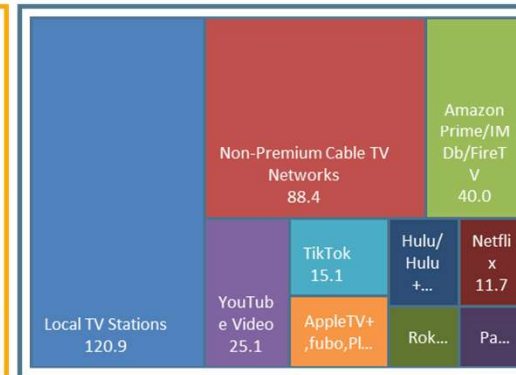
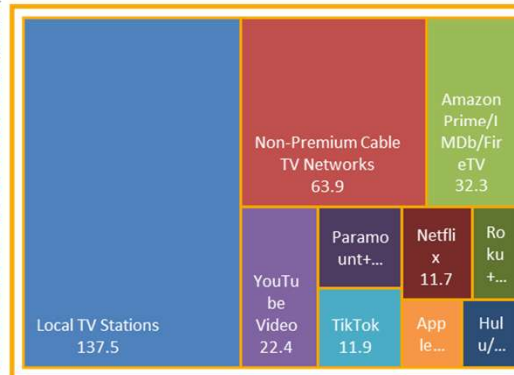
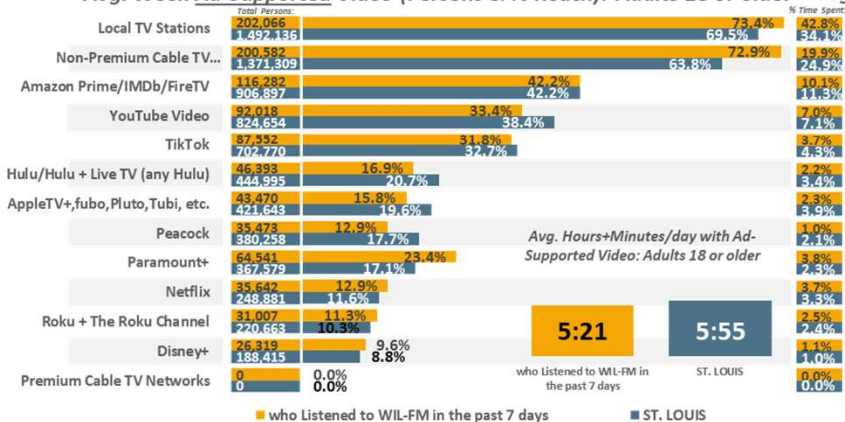
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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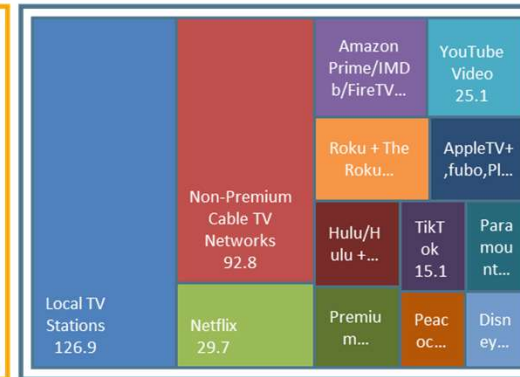
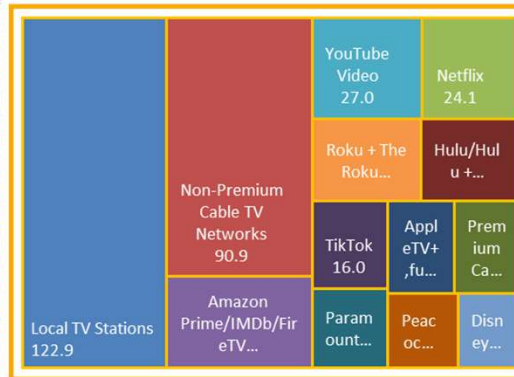
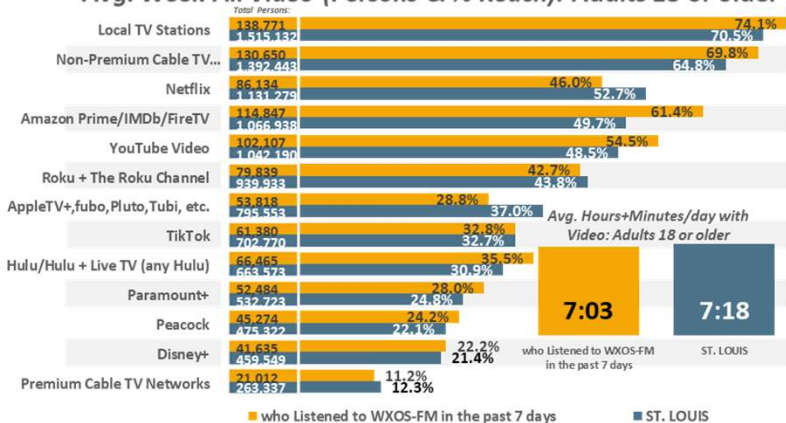
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135,660 or 72.5% of Adults 18 or older who Listened to WXOS-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 114.1 minutes every day representing 32.5% of all time spent daily with Ad-Supported Video.

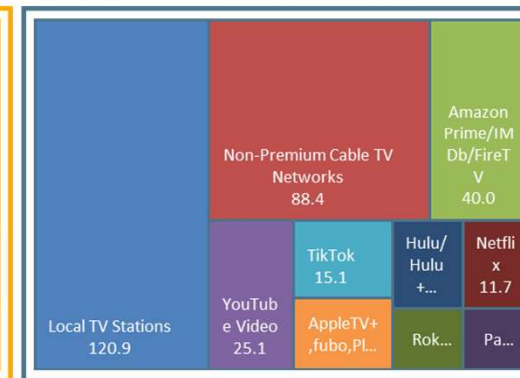
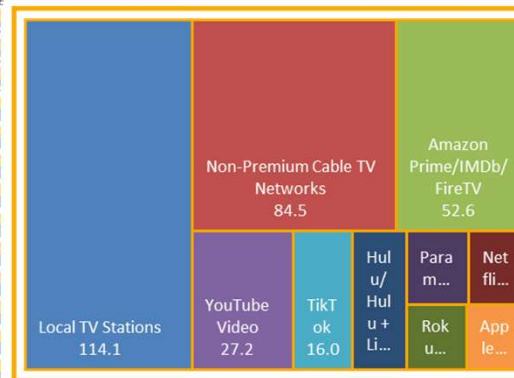
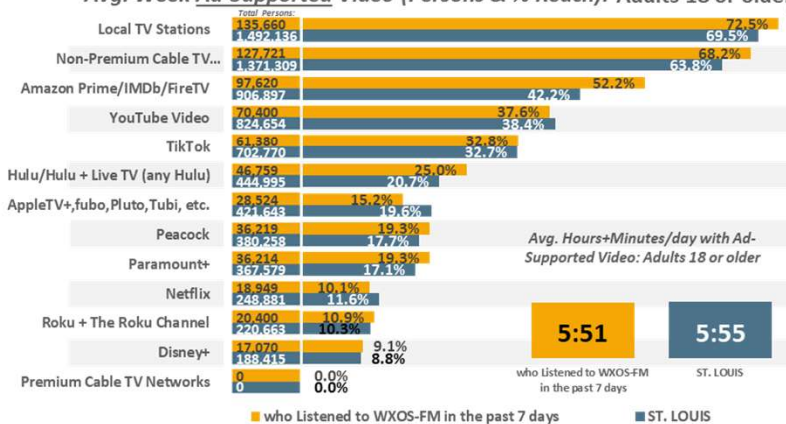
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



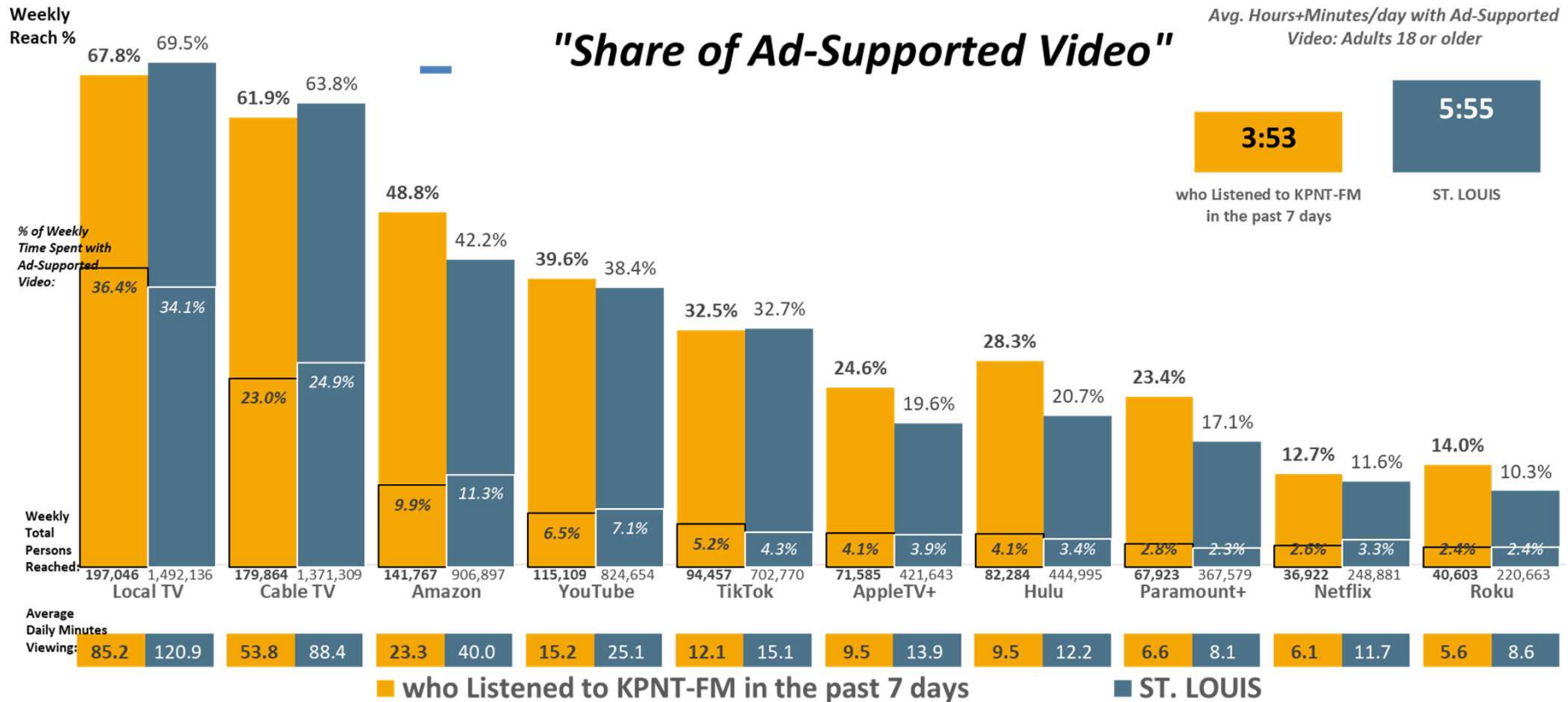
ST. LOUIS Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 153
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197,046 or 67.8% of Adults 18 or older who Listened to KPNT-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 85.2 minutes every day representing 36.4% of all time spent daily with Ad-Supported Video.

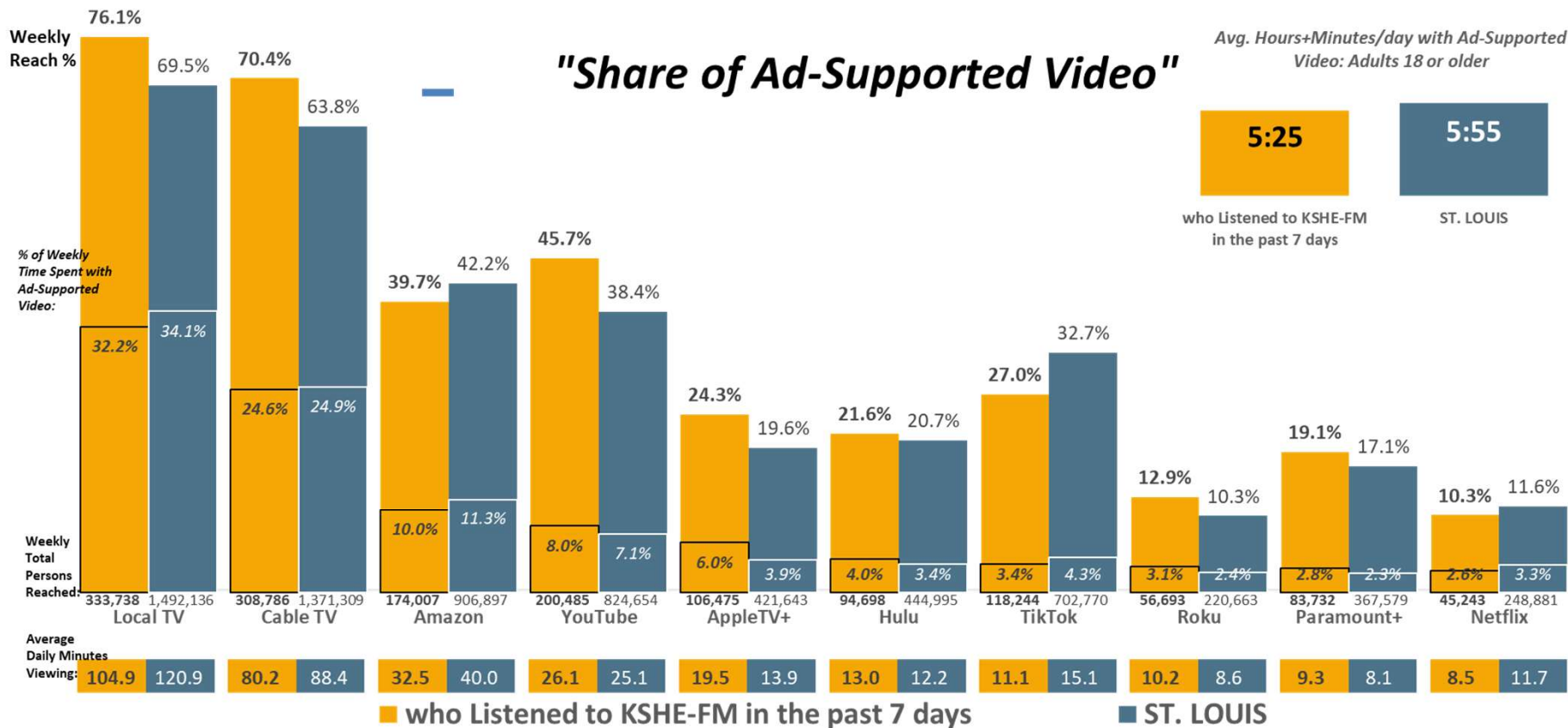
"Share of Ad-Supported Video"





333,738 or 76.1% of Adults 18 or older who Listened to KSHE-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 104.9 minutes every day representing 32.2% of all time spent daily with Ad-Supported Video.

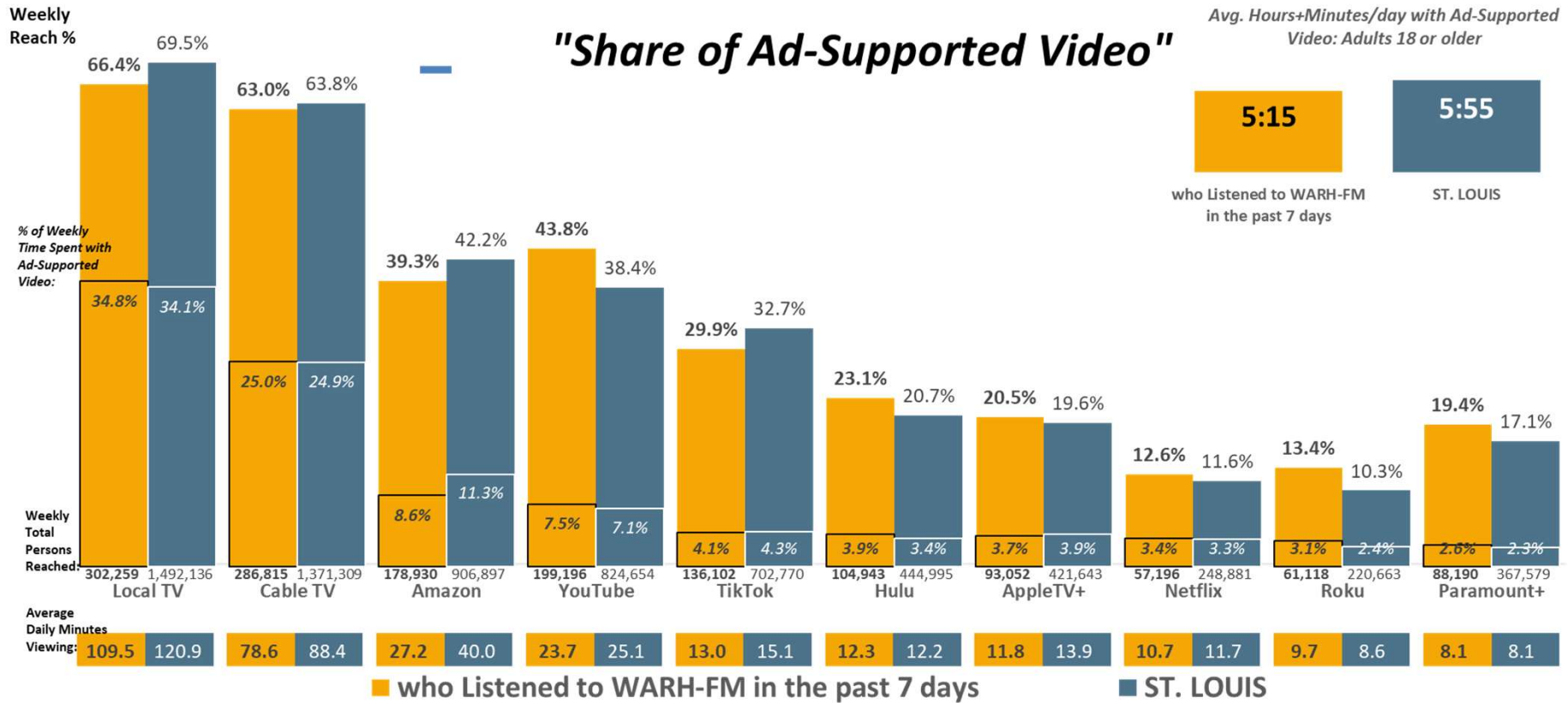
"Share of Ad-Supported Video"





302,259 or 66.4% of Adults 18 or older who Listened to WARH-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 109.5 minutes every day representing 34.8% of all time spent daily with Ad-Supported Video.

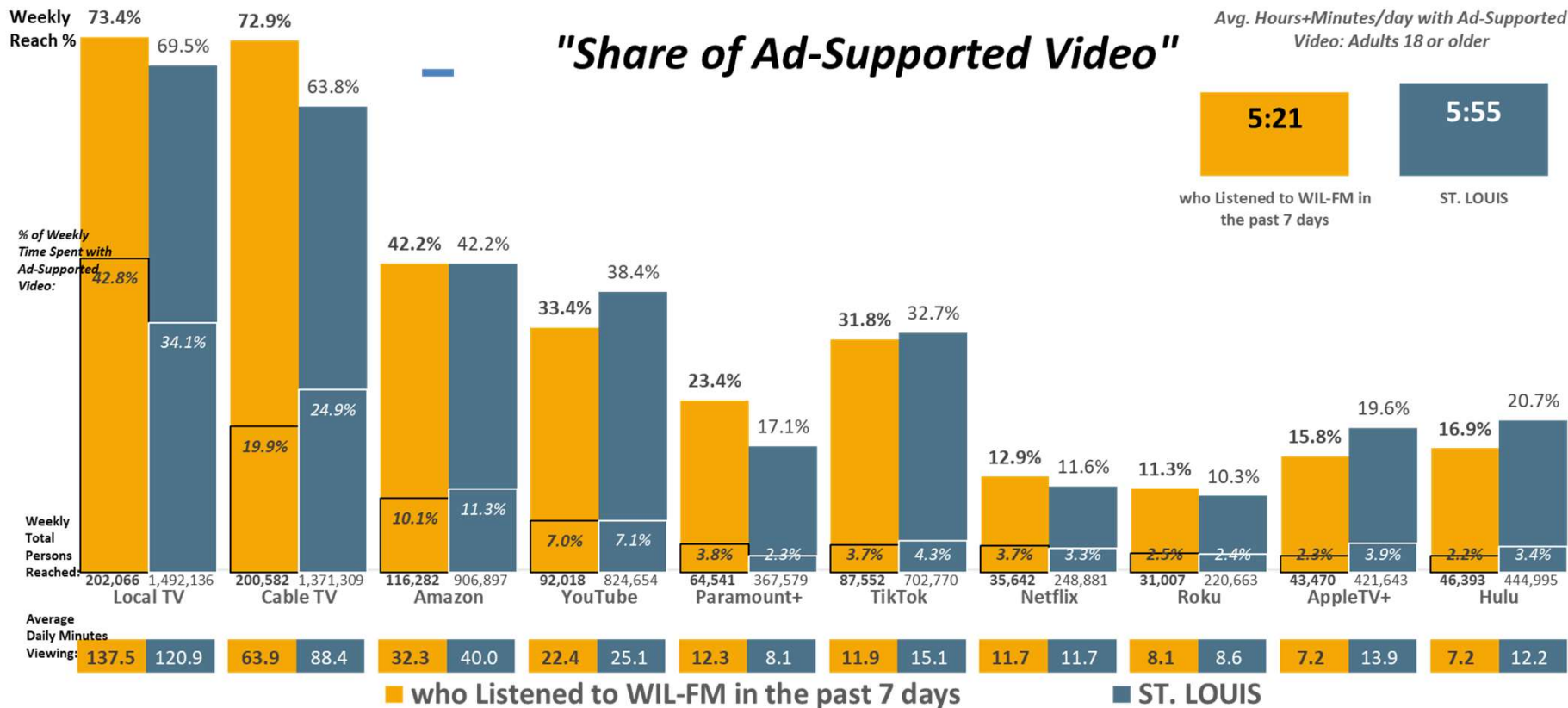
"Share of Ad-Supported Video"





202,066 or 73.4% of Adults 18 or older who Listened to WIL-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 137.5 minutes every day representing 42.8% of all time spent daily with Ad-Supported Video.

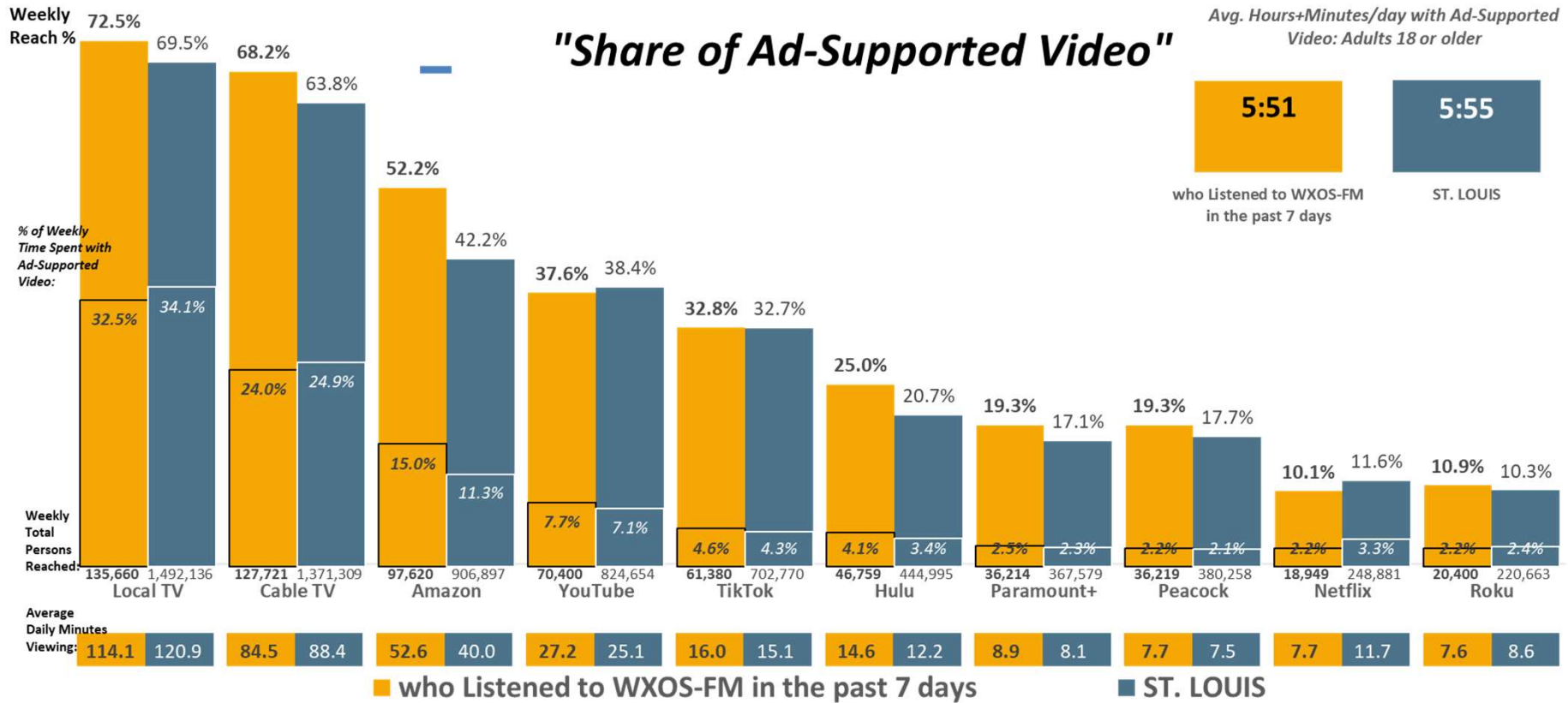
"Share of Ad-Supported Video"





135,660 or 72.5% of Adults 18 or older who Listened to WXOS-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 114.1 minutes every day representing 32.5% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



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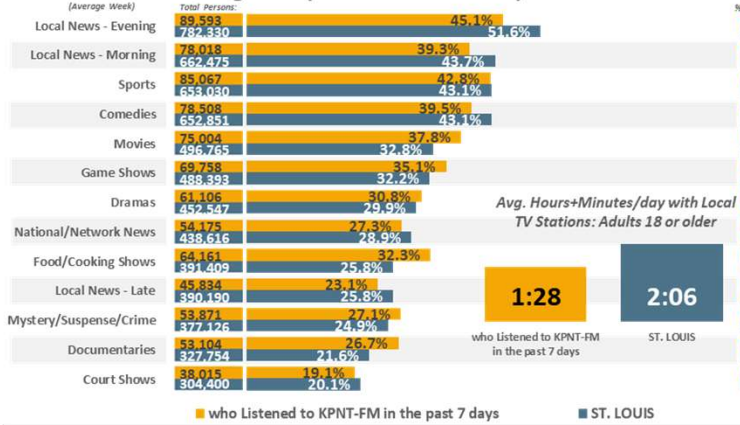
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Radio Stations: WXOS-FM

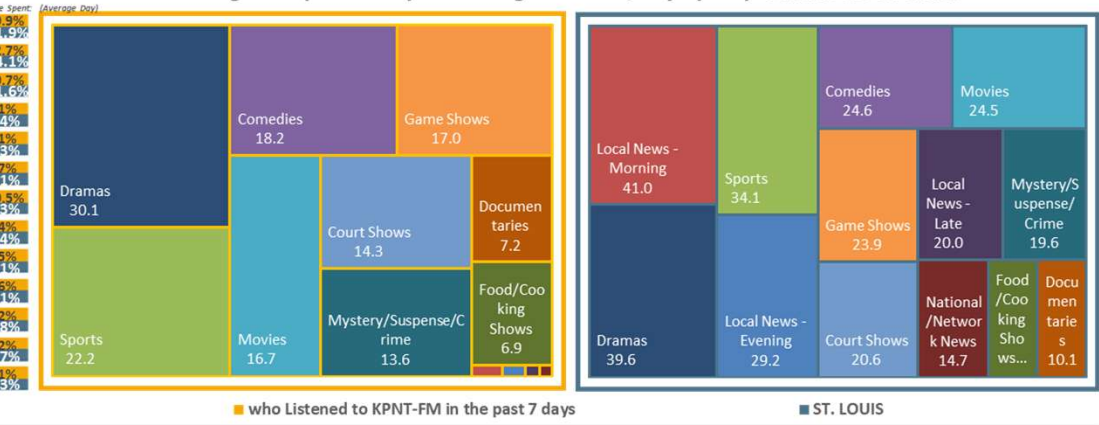


197,046 or 67.8% of Adults 18 or older who Listened to KPNT-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Movies, Comedies, and Game Shows.

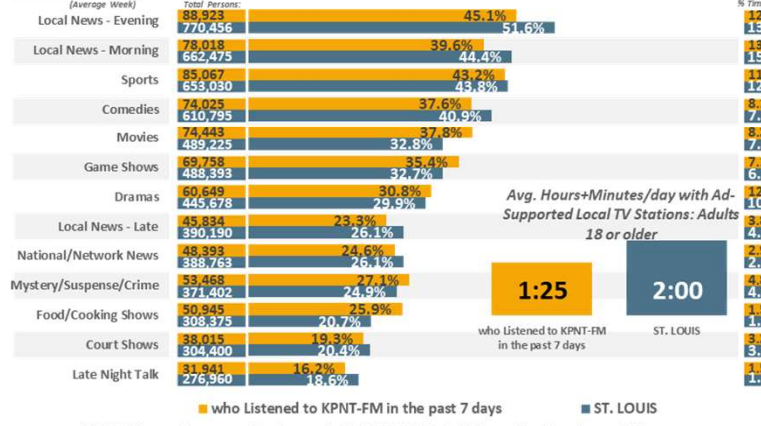
Local TV Station Programs (Persons & % Reach): Adults 18 or older



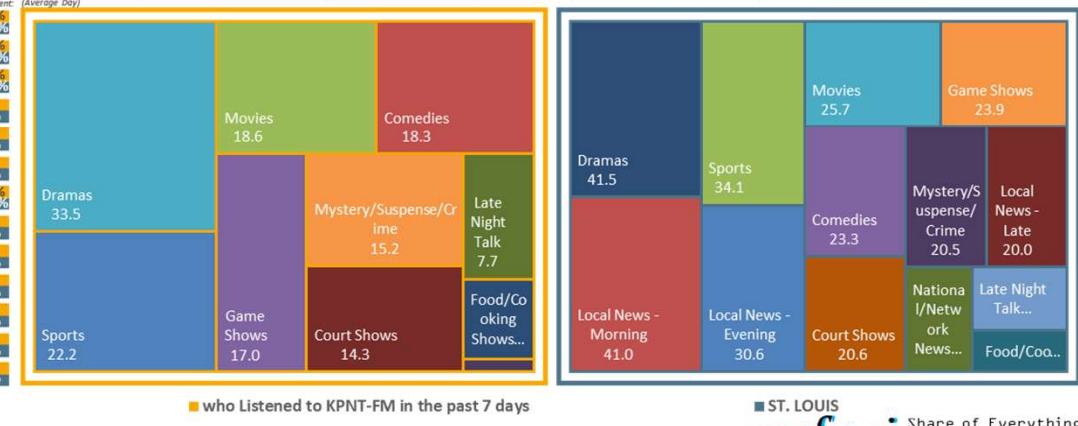
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



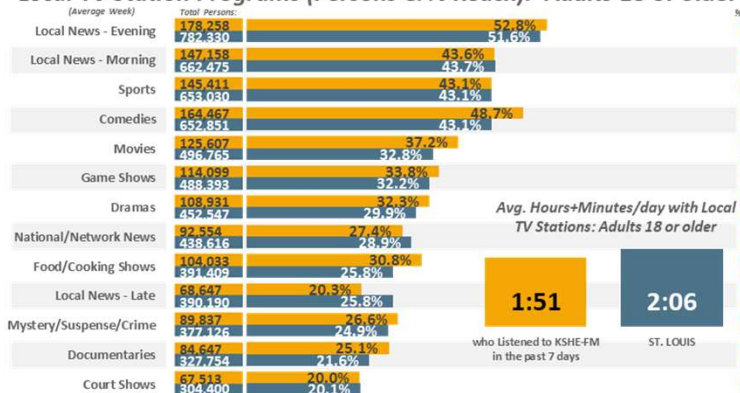
ST. LOUIS Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 235
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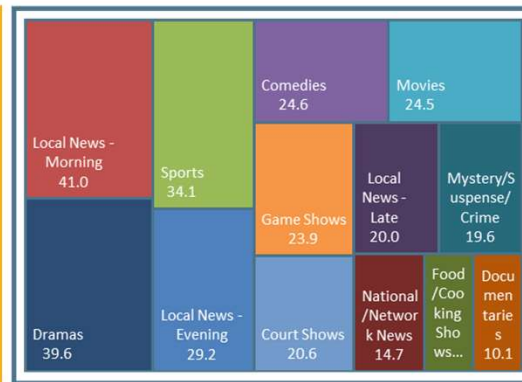
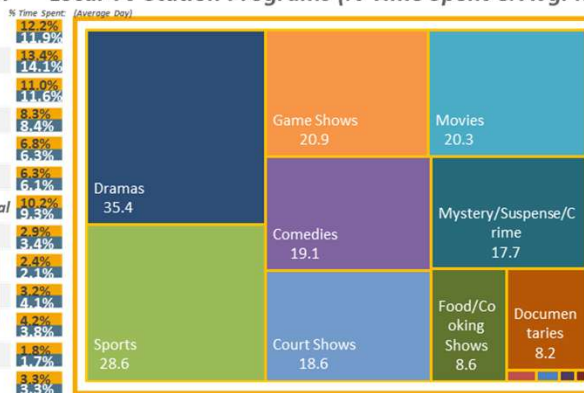


333,738 or 76.1% of Adults 18 or older who Listened to KSHE-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Local News - Morning, Sports, Movies, and Game Shows.

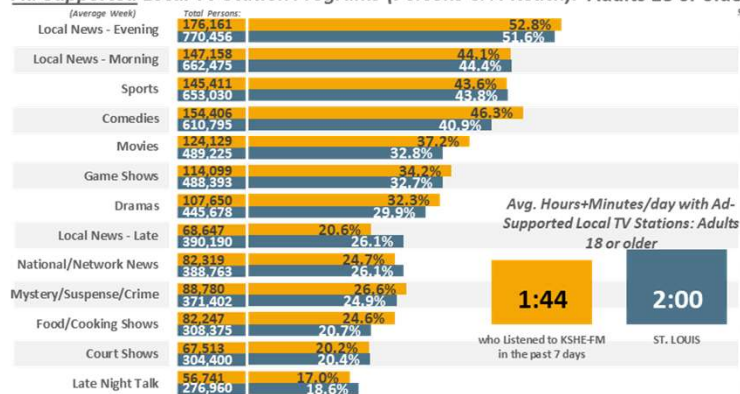
Local TV Station Programs (Persons & % Reach): Adults 18 or older



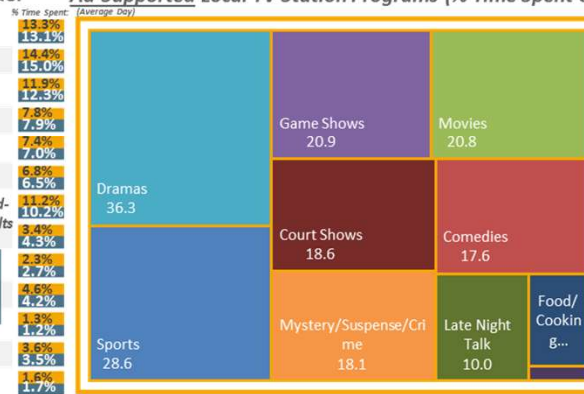
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



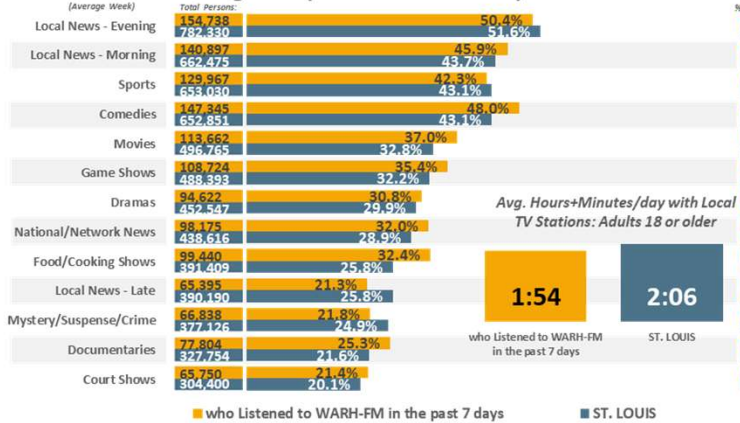
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



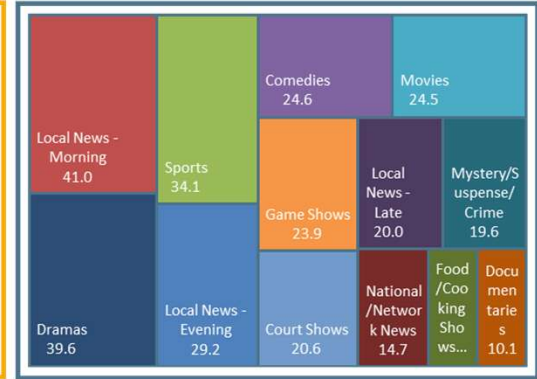
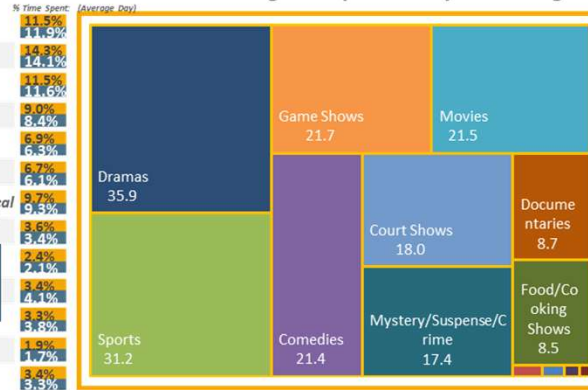


302,259 or 66.4% of Adults 18 or older who Listened to WARH-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Comedies, Sports, Movies, and Game Shows.

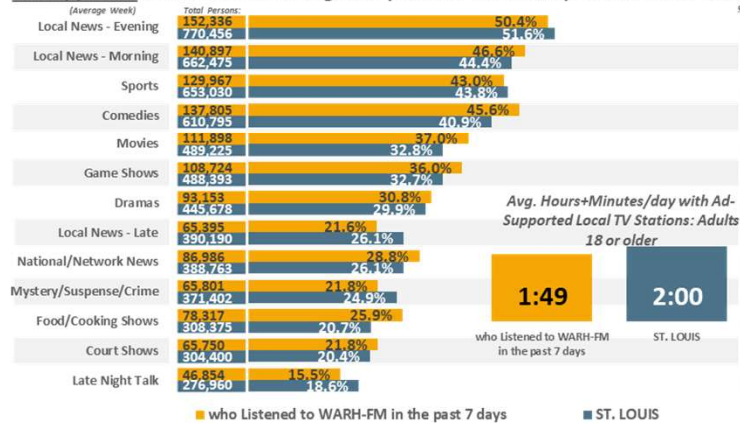
Local TV Station Programs (Persons & % Reach): Adults 18 or older



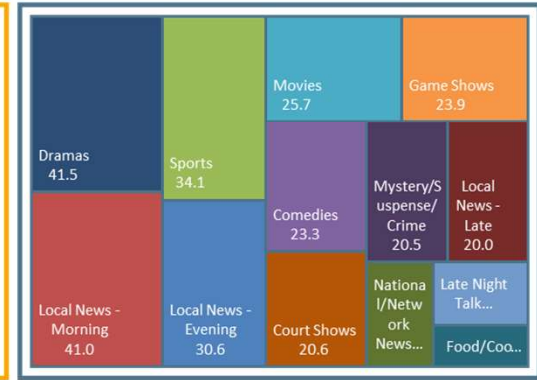
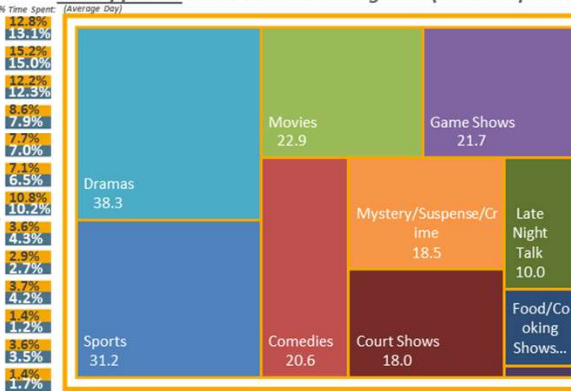
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

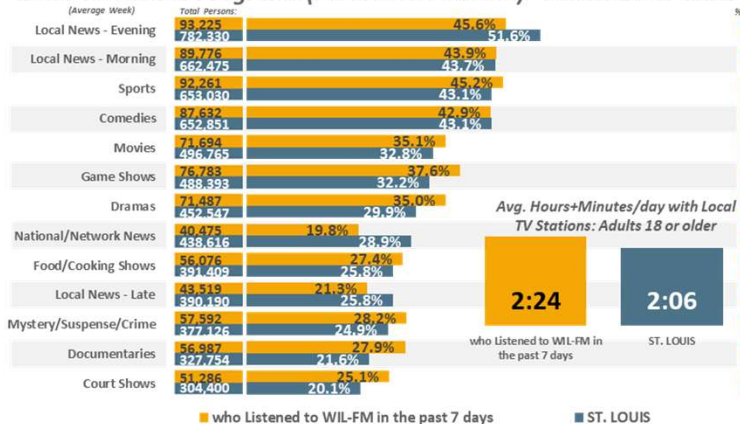


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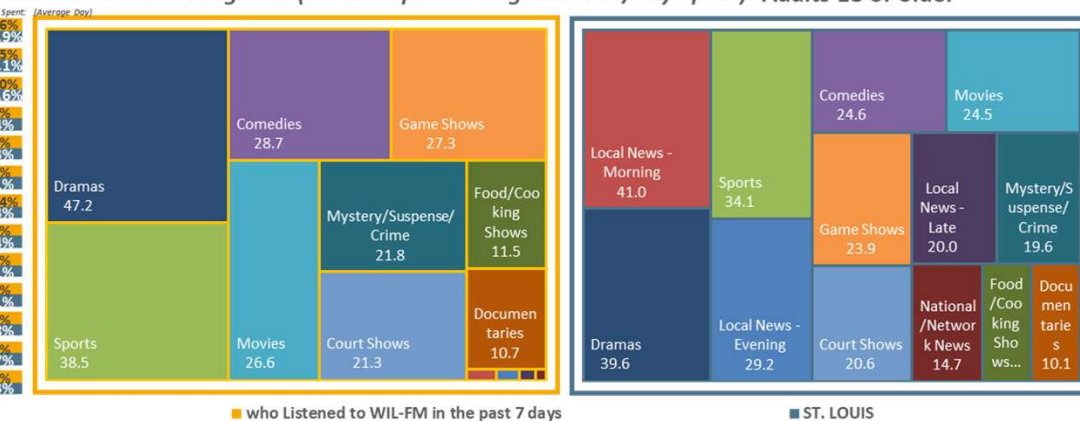


202,066 or 73.4% of Adults 18 or older who Listened to WIL-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and Movies.

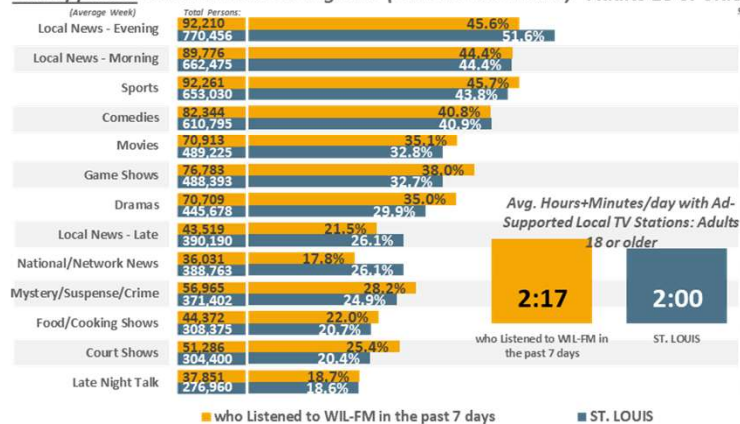
Local TV Station Programs (Persons & % Reach): Adults 18 or older



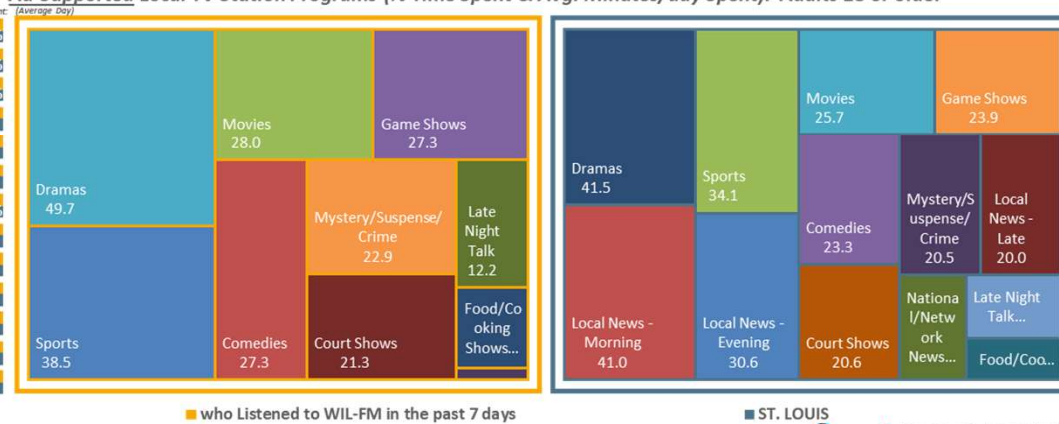
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



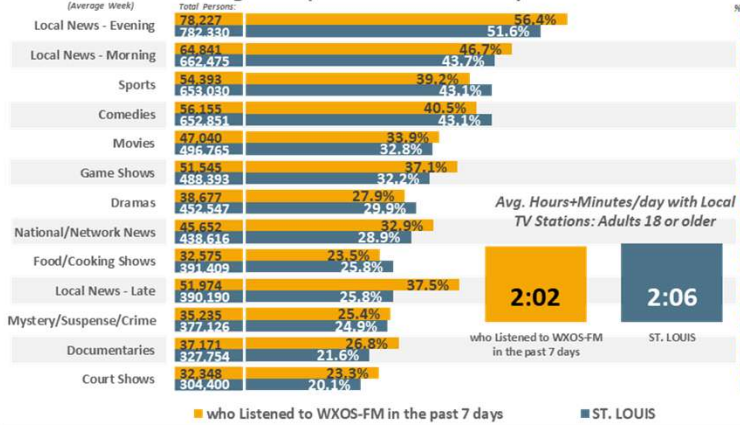
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



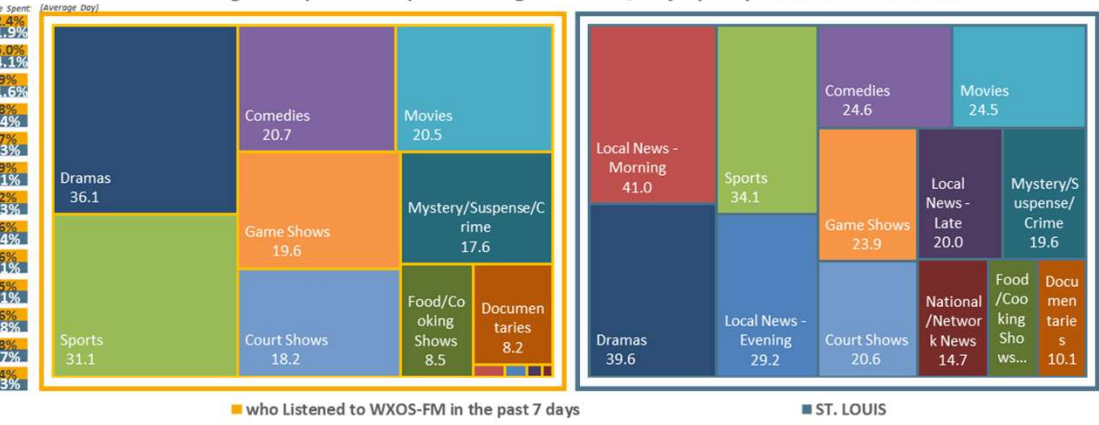


135,660 or 72.5% of Adults 18 or older who Listened to WXOS-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Comedies, Local News - Late, and Game Shows.

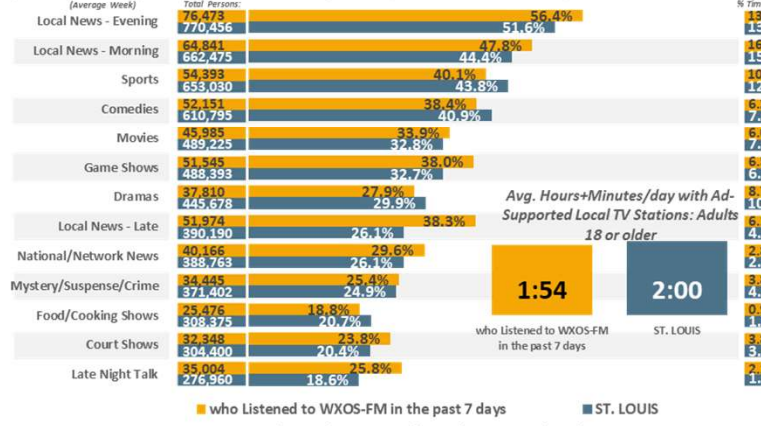
Local TV Station Programs (Persons & % Reach): Adults 18 or older



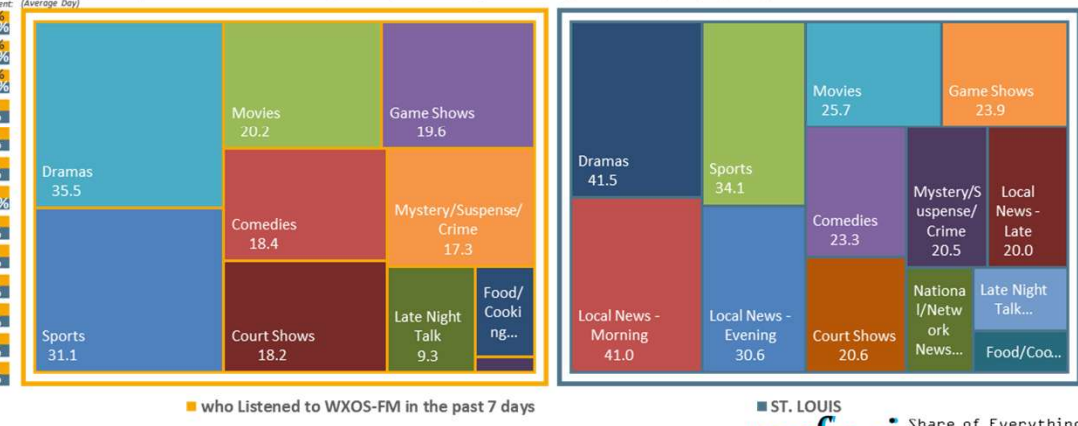
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



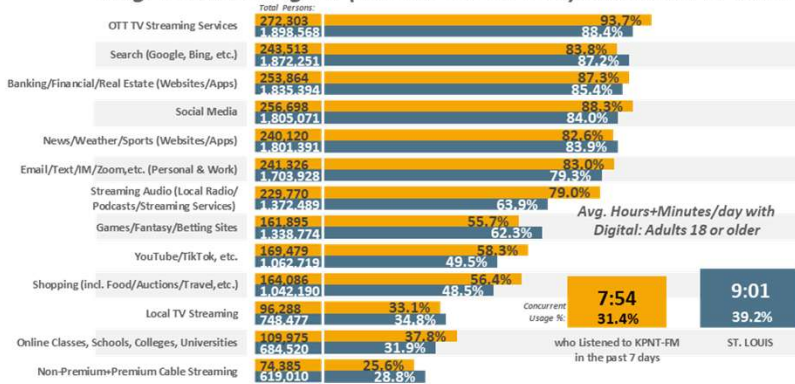
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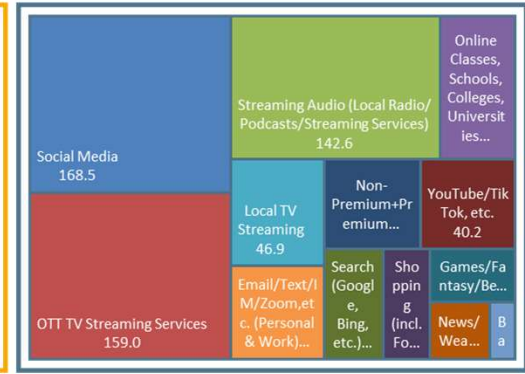
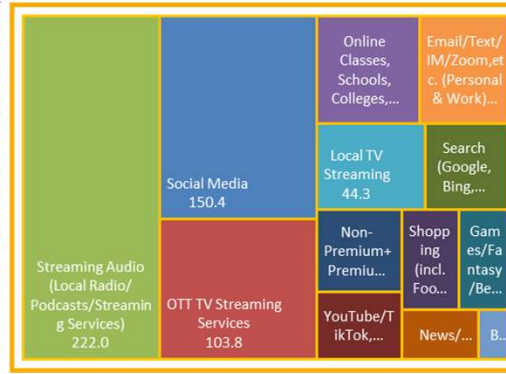


236,411 or 81.3% of Adults 18 or older who Listened to KPNT-FM in the past 7 days use Ad-Supported Social Media for an average of 138.5 minutes every day representing 24.3% of all time spent daily with Ad-Supported Digital Media.

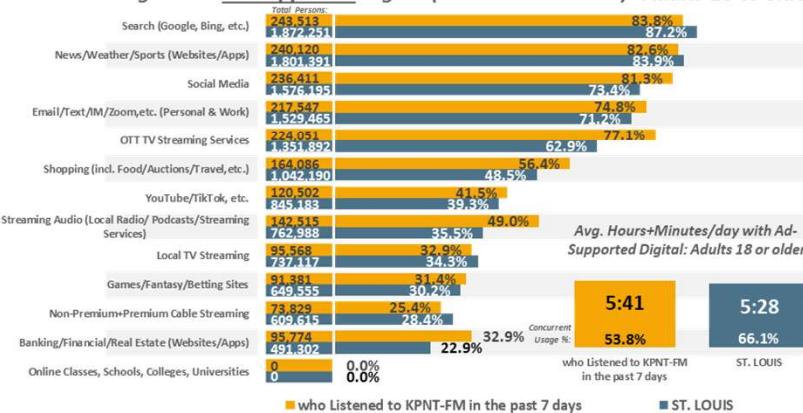
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



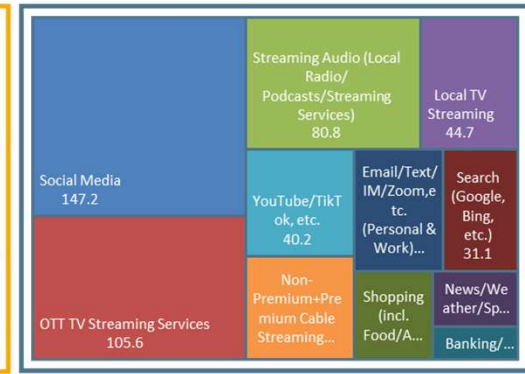
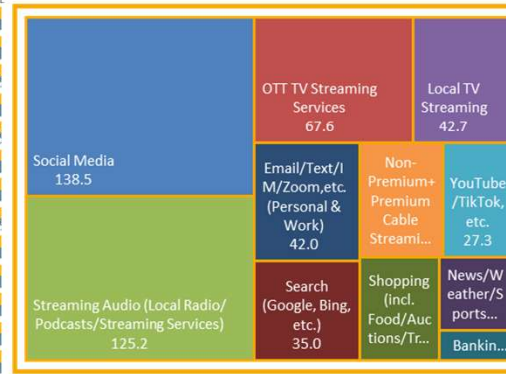
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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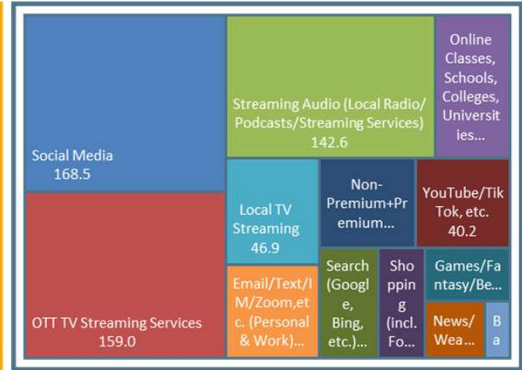
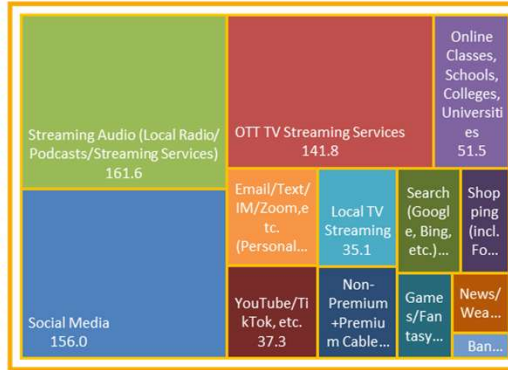
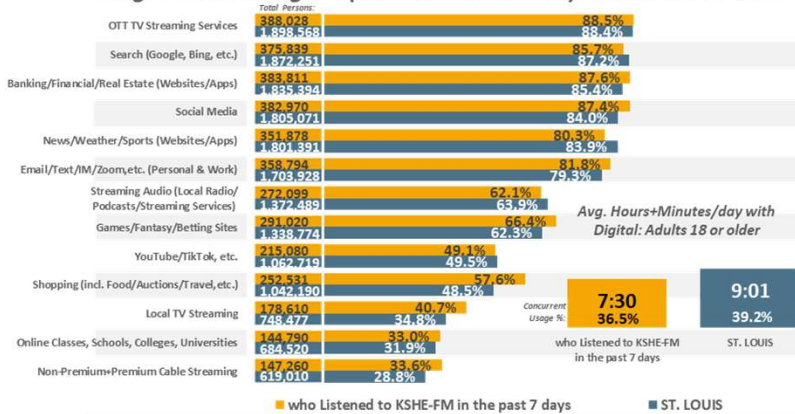
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326,798 or 74.5% of Adults 18 or older who Listened to KSHE-FM in the past 7 days use Ad-Supported Social Media for an average of 133.2 minutes every day representing 24.4% of all time spent daily with Ad-Supported Digital Media.

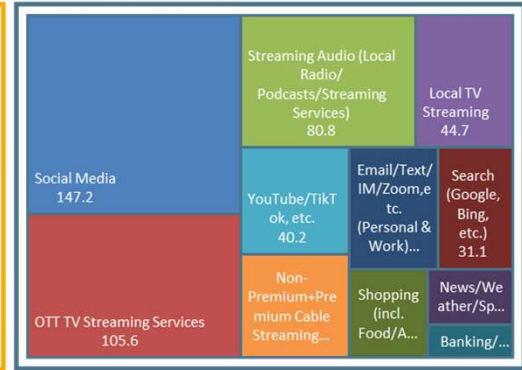
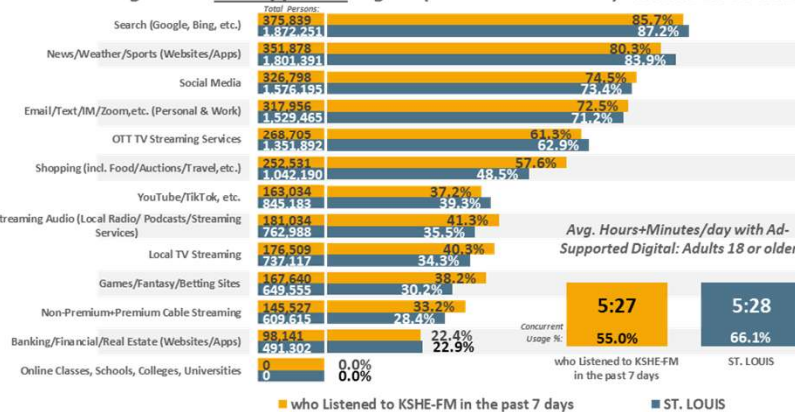
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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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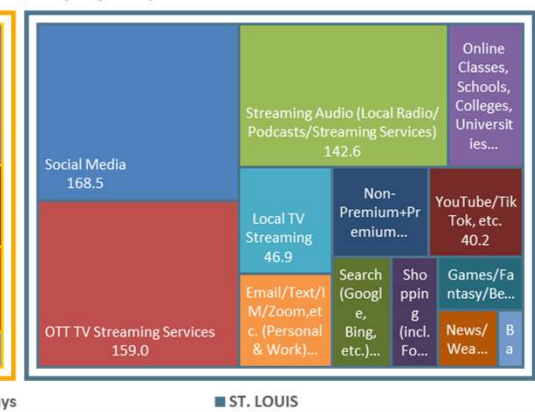
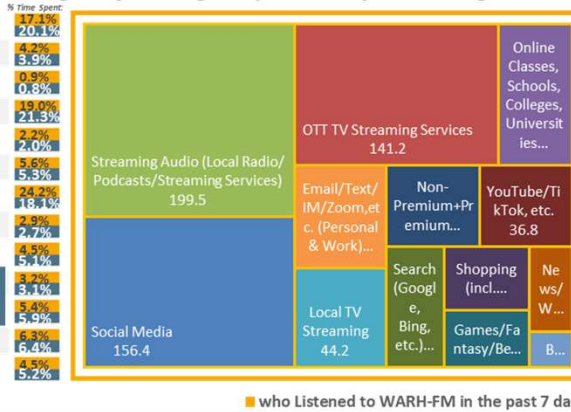
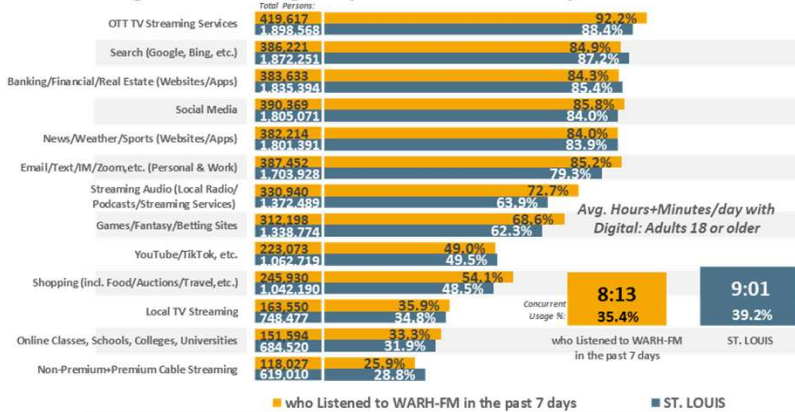
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348,947 or 76.7% of Adults 18 or older who Listened to WARH-FM in the past 7 days use Ad-Supported Social Media for an average of 139.8 minutes every day representing 23.6% of all time spent daily with Ad-Supported Digital Media.

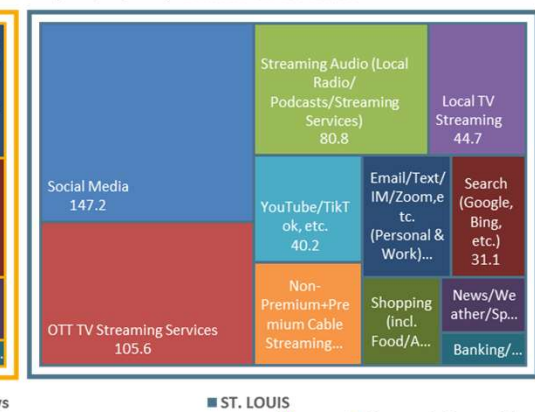
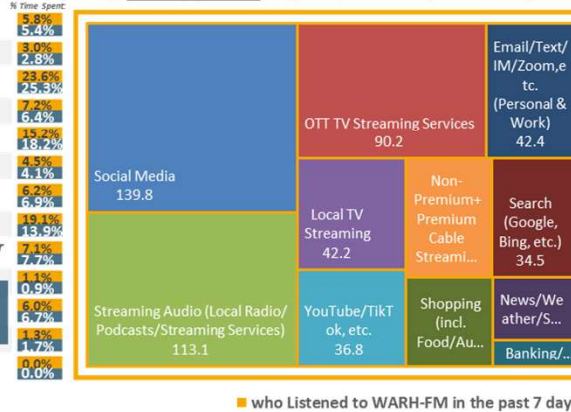
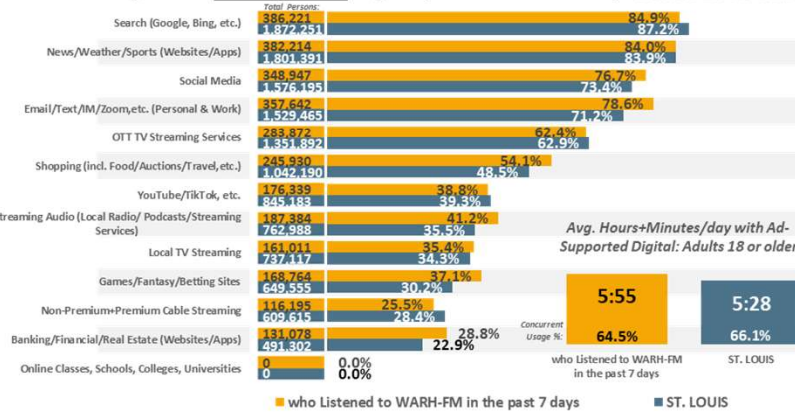
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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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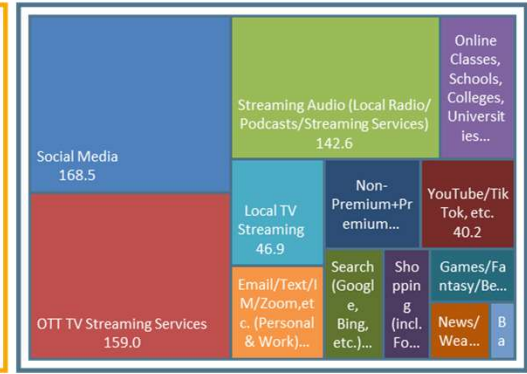
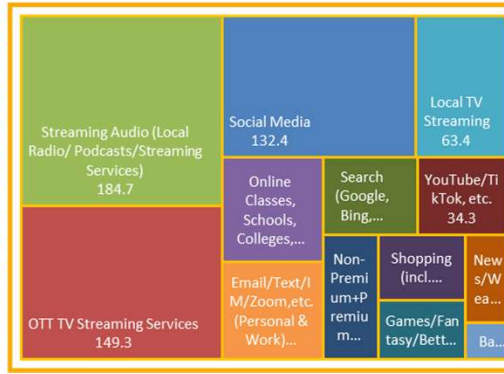
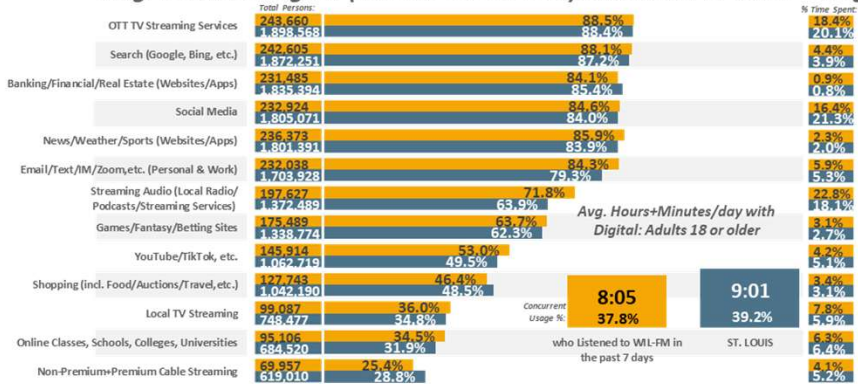
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224,951 or 81.7% of Adults 18 or older who Listened to WIL-FM in the past 7 days use Ad-Supported Social Media for an average of 127.9 minutes every day representing 22.1% of all time spent daily with Ad-Supported Digital Media.

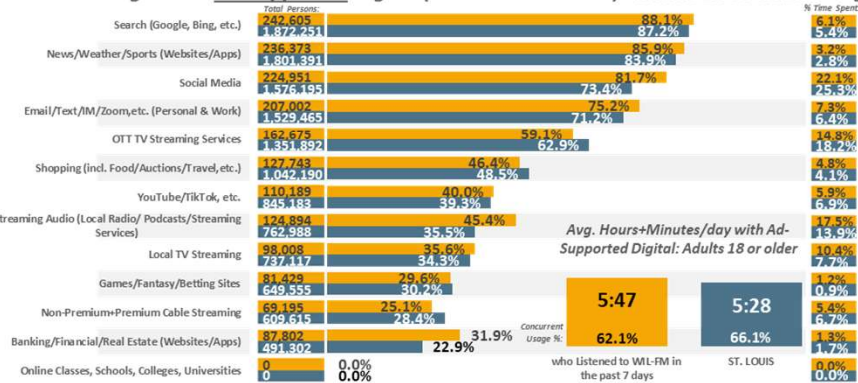
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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

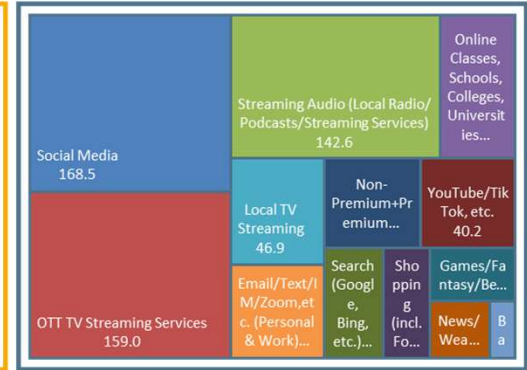
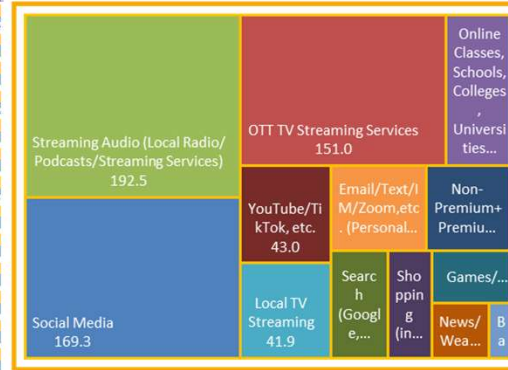
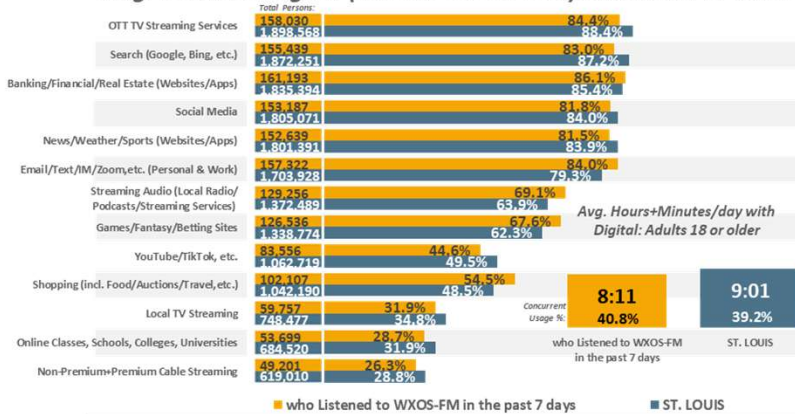




142,329 or 76.% of Adults 18 or older who Listened to WXOS-FM in the past 7 days use Ad-Supported Social Media for an average of 157.3 minutes every day representing 26.6% of all time spent daily with Ad-Supported Digital Media.

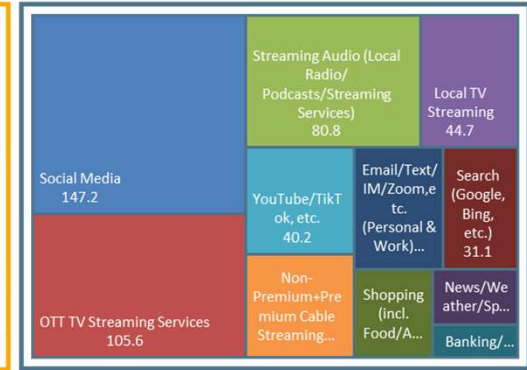
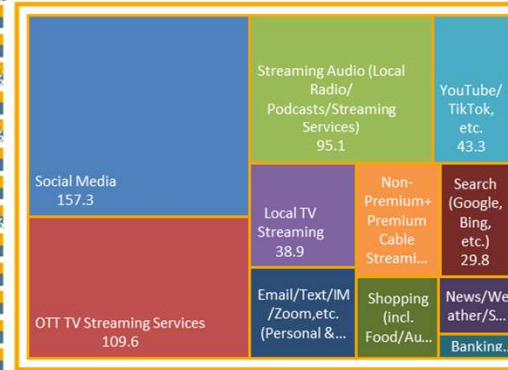
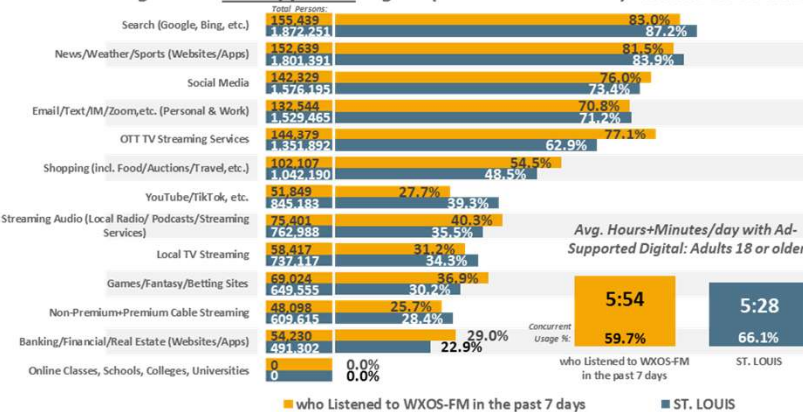
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

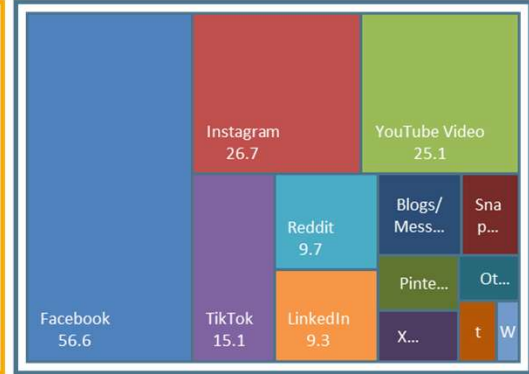
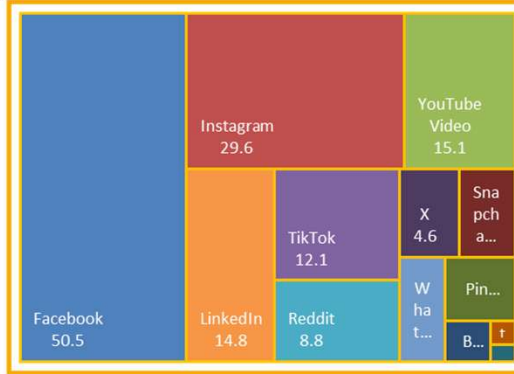
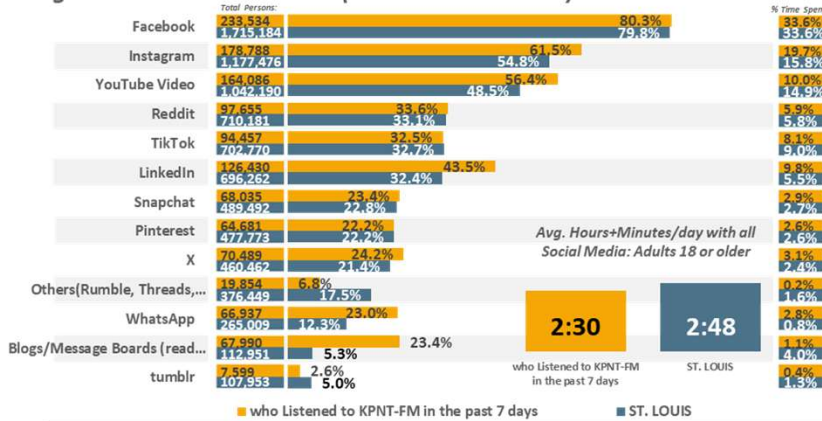
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



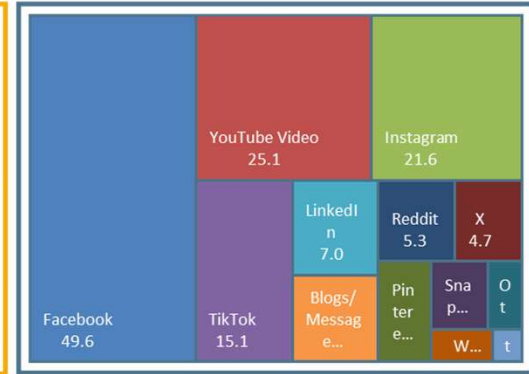
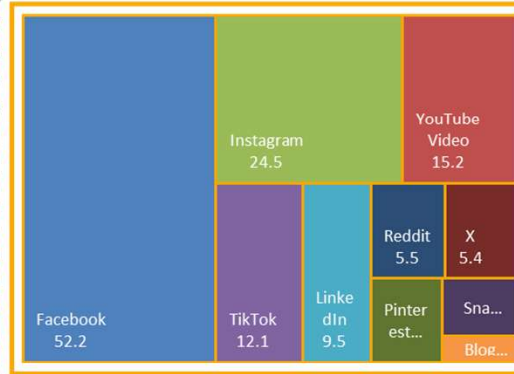
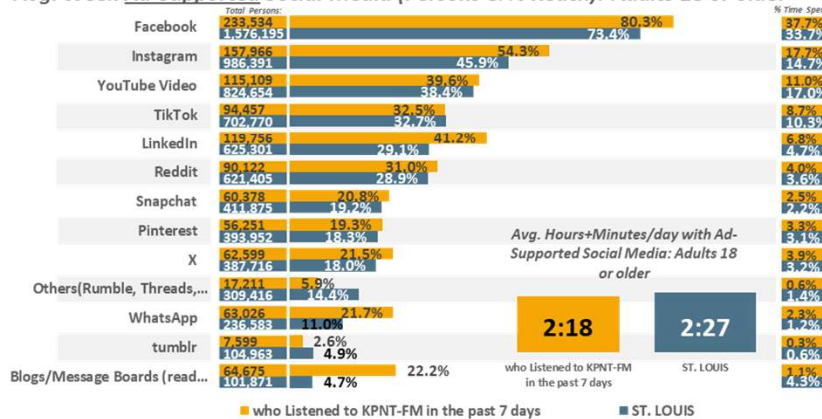


233,534 or 80.3% of Adults 18 or older who Listened to KPNT-FM in the past 7 days use Ad-Supported Facebook for an average of 52.2 minutes every day representing 37.7% of all time spent daily with Ad-Supported Social Media.

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



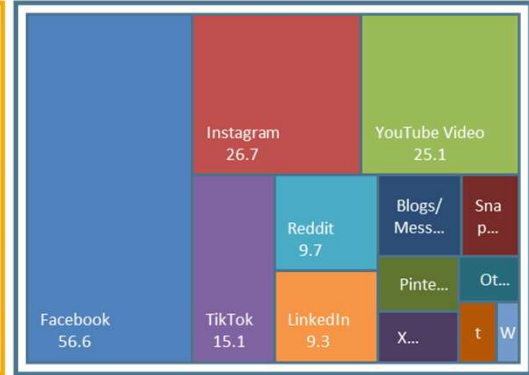
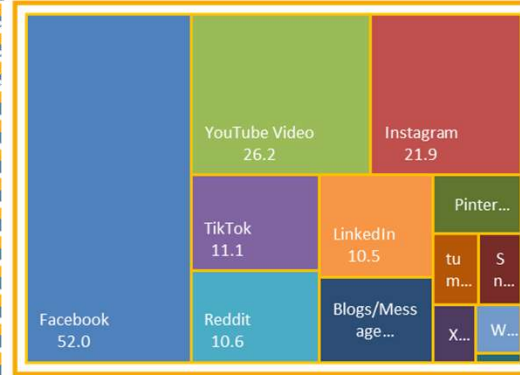
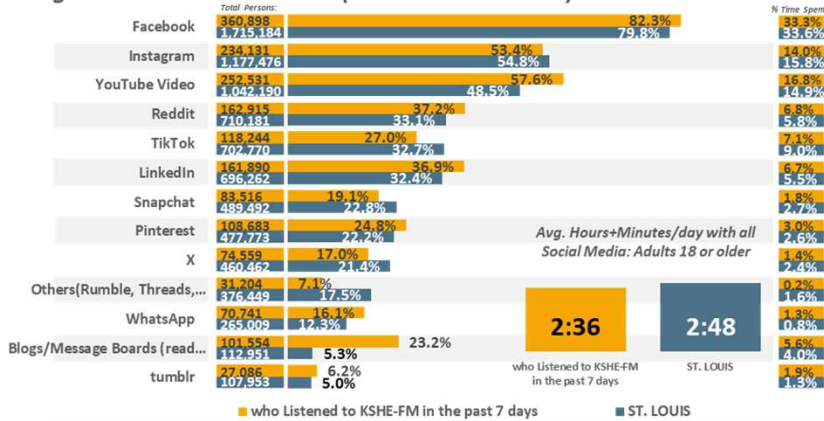
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



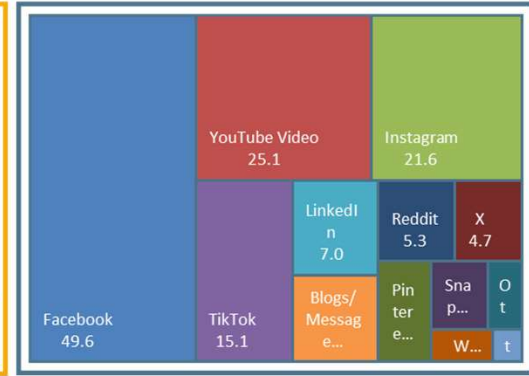
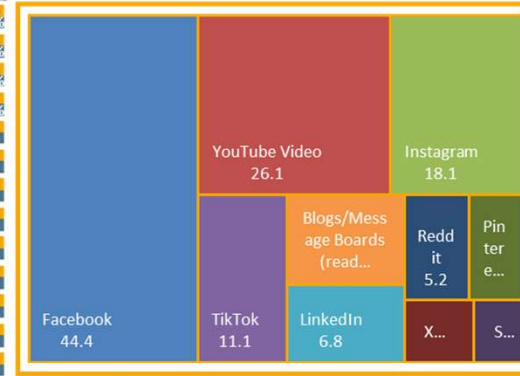
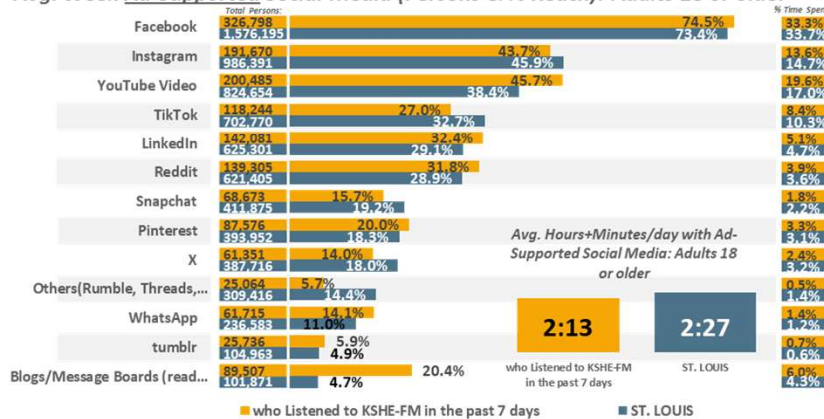


326,798 or 74.5% of Adults 18 or older who Listened to KSHE-FM in the past 7 days use Ad-Supported Facebook for an average of 44.4 minutes every day representing 33.3% of all time spent daily with Ad-Supported Social Media.

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**



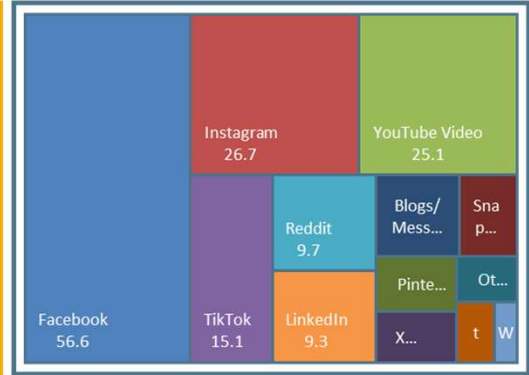
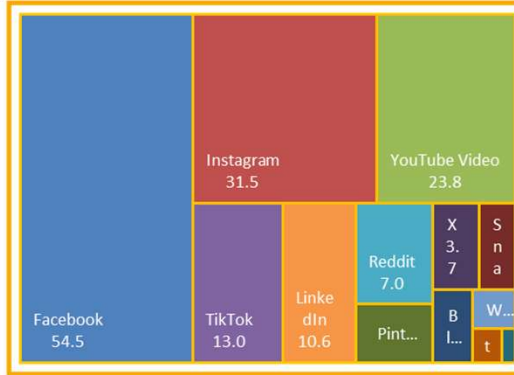
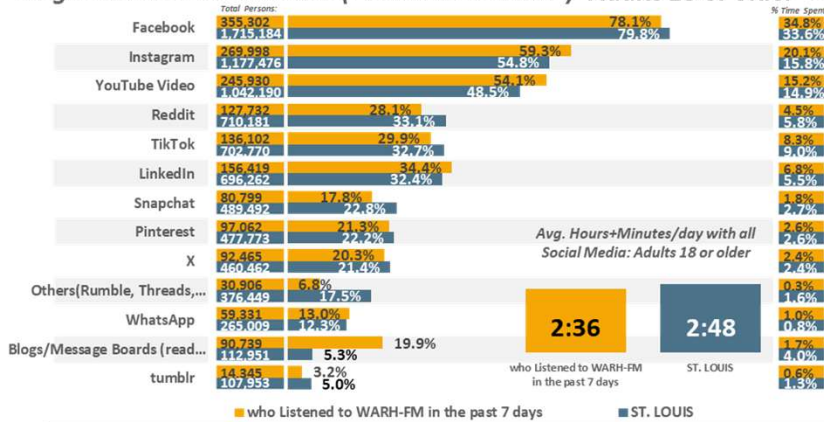
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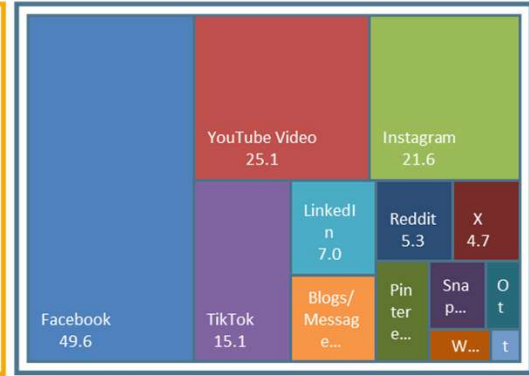
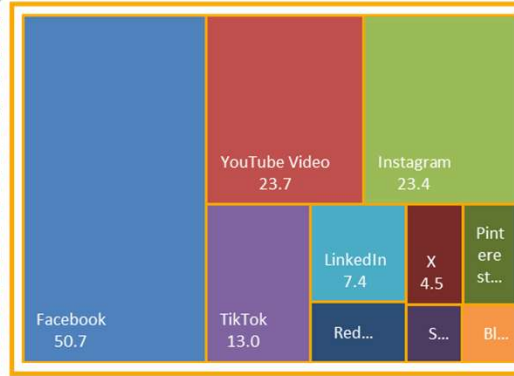
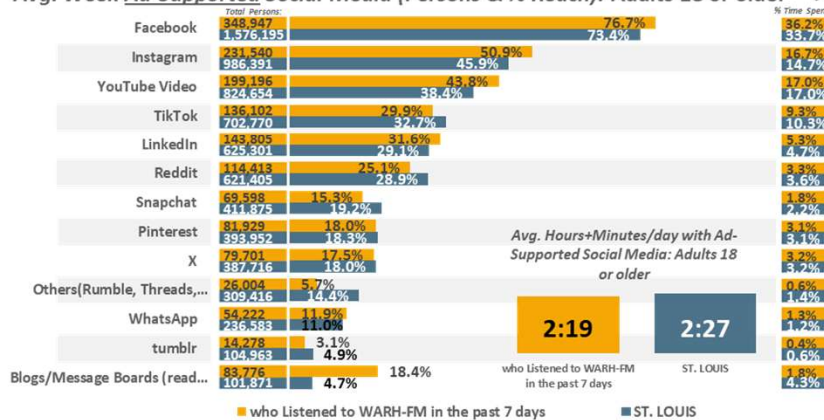


348,947 or 76.7% of Adults 18 or older who Listened to WARH-FM in the past 7 days use Ad-Supported Facebook for an average of 50.7 minutes every day representing 36.2% of all time spent daily with Ad-Supported Social Media.

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**



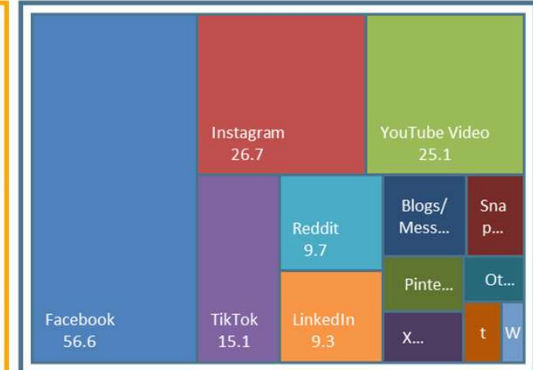
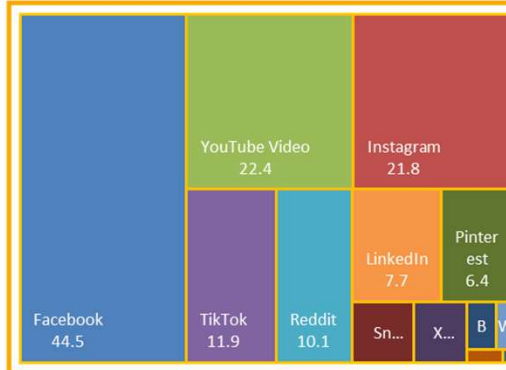
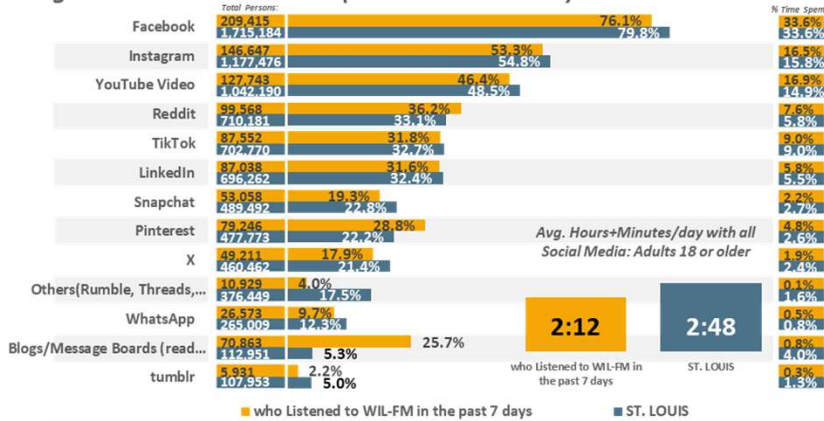
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



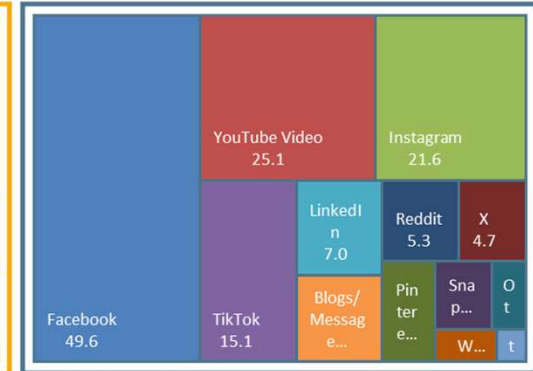
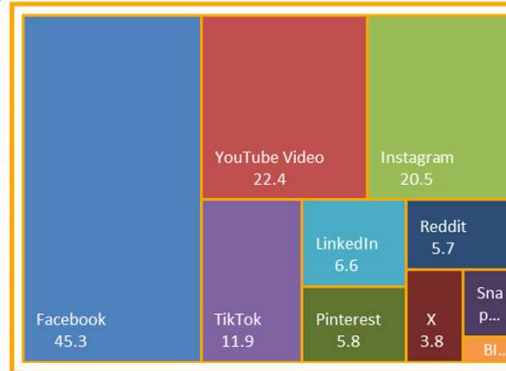
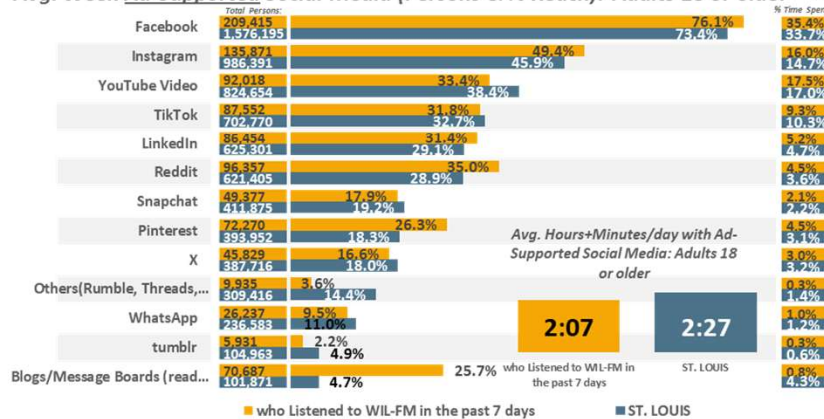


209,415 or 76.1% of Adults 18 or older who Listened to WIL-FM in the past 7 days use Ad-Supported Facebook for an average of 45.3 minutes every day representing 35.4% of all time spent daily with Ad-Supported Social Media.

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**



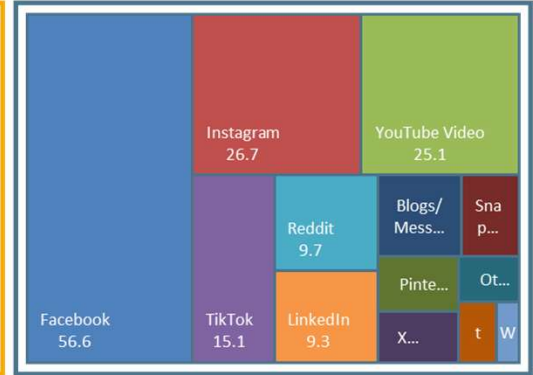
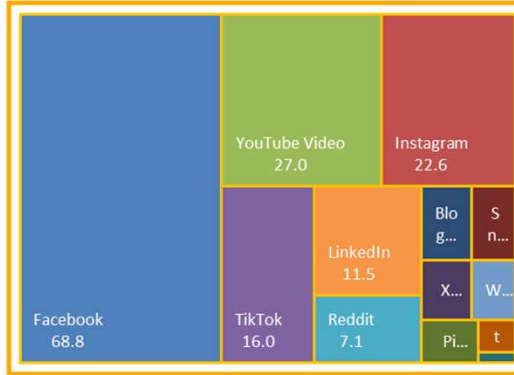
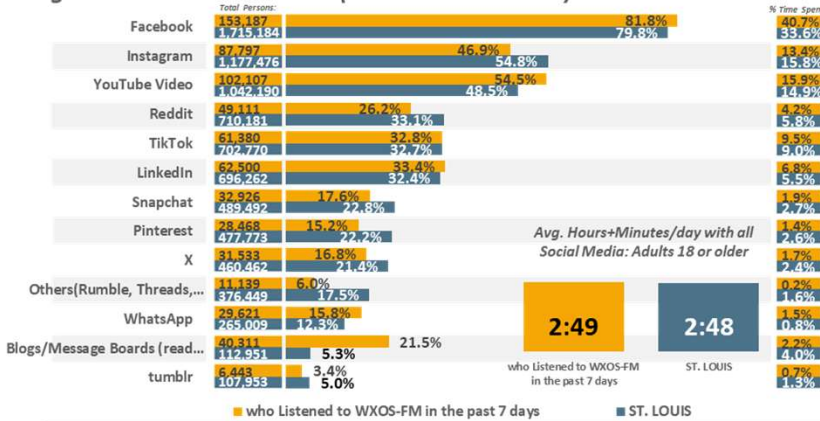
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



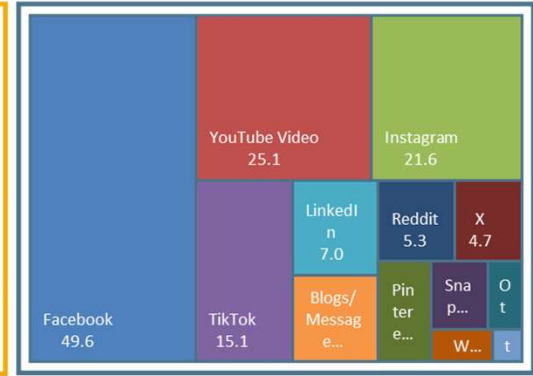
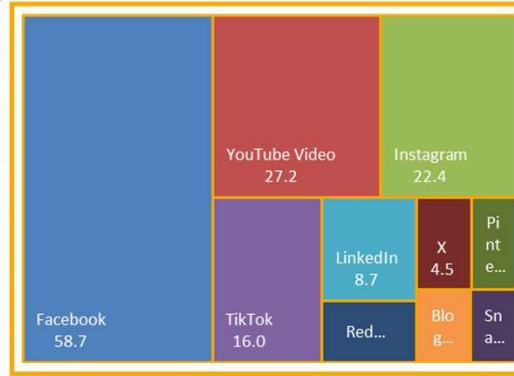
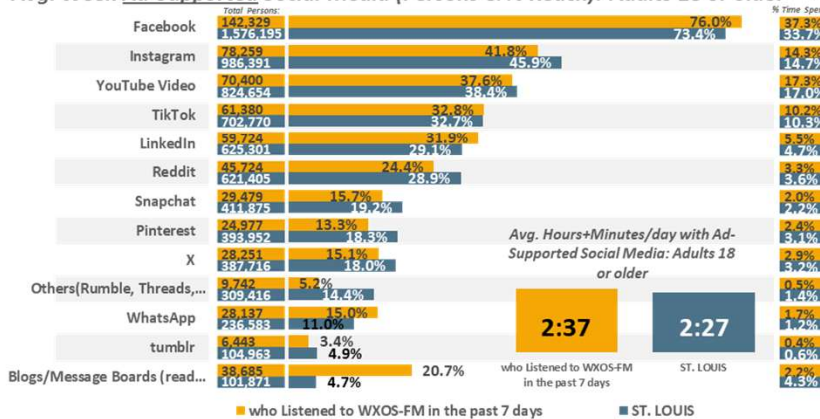


142,329 or 76.% of Adults 18 or older who Listened to WXOS-FM in the past 7 days use Ad-Supported Facebook for an average of 58.7 minutes every day representing 37.3% of all time spent daily with Ad-Supported Social Media.

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**



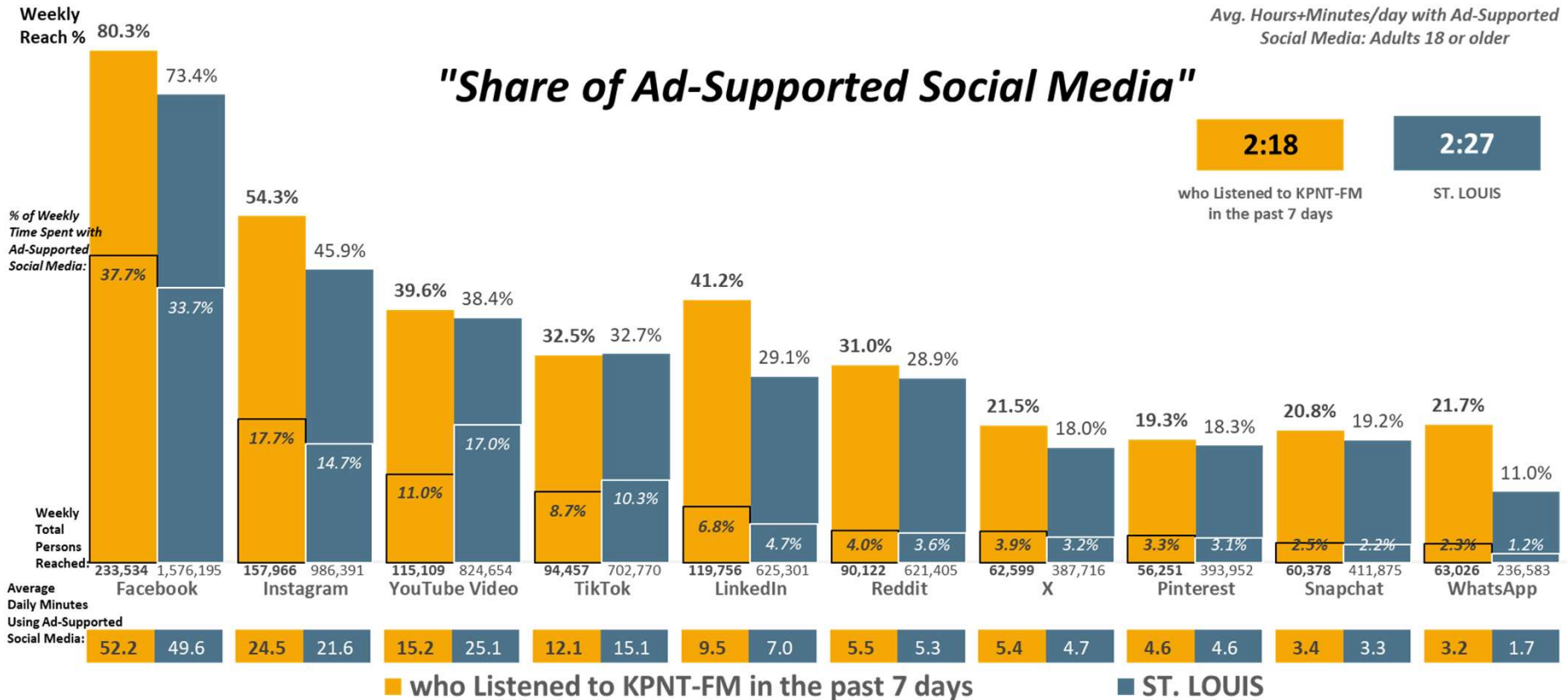
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233,534 or 80.3% of Adults 18 or older who Listened to KPNT-FM in the past 7 days use Ad-Supported Facebook for an average of 52.2 minutes every day representing 37.7% of all time spent daily with Ad-Supported Social Media.

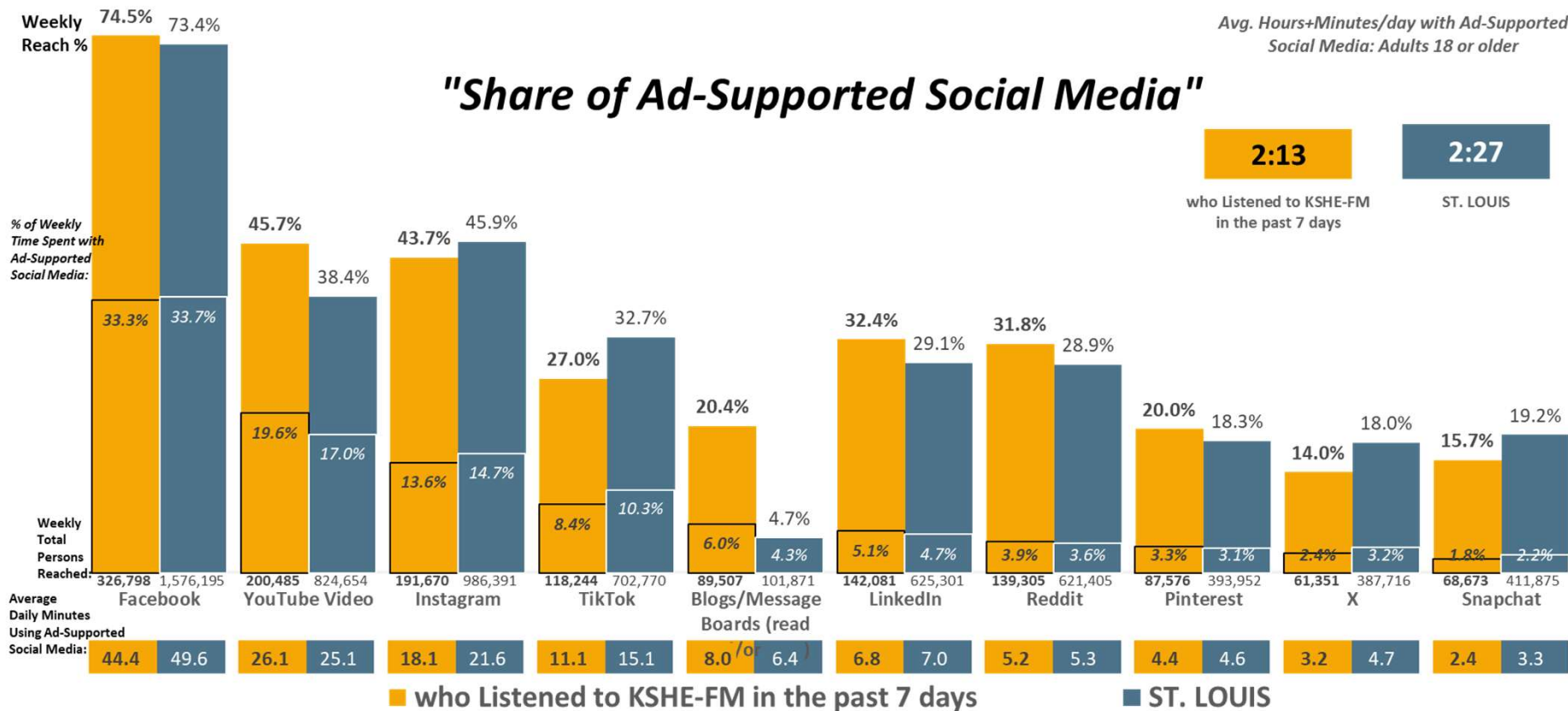
"Share of Ad-Supported Social Media"





326,798 or 74.5% of Adults 18 or older who Listened to KSHE-FM in the past 7 days use Ad-Supported Facebook for an average of 44.4 minutes every day representing 33.3% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



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ST. LOUIS Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,770

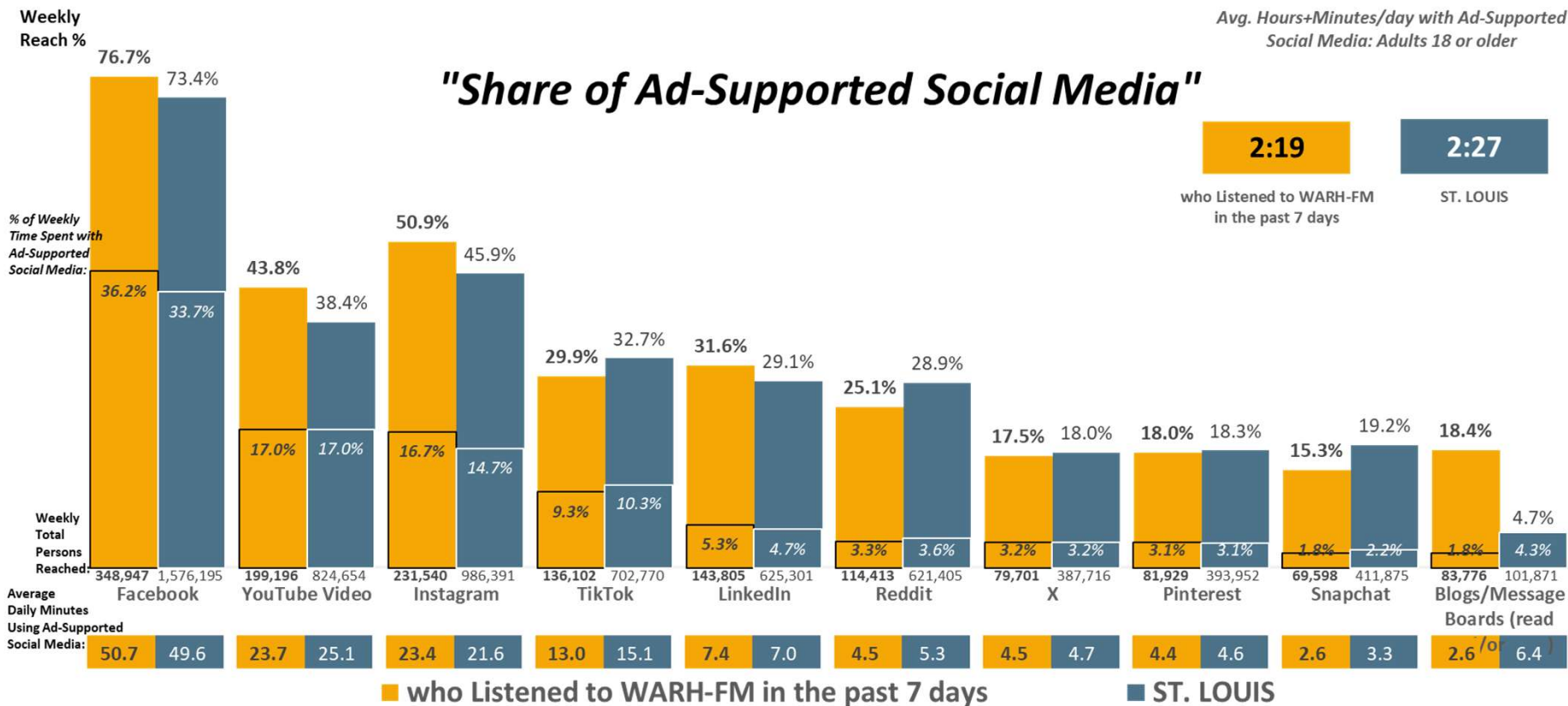
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Radio Stations: KSHE-FM



348,947 or 76.7% of Adults 18 or older who Listened to WARH-FM in the past 7 days use Ad-Supported Facebook for an average of 50.7 minutes every day representing 36.2% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



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ST. LOUIS Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,770

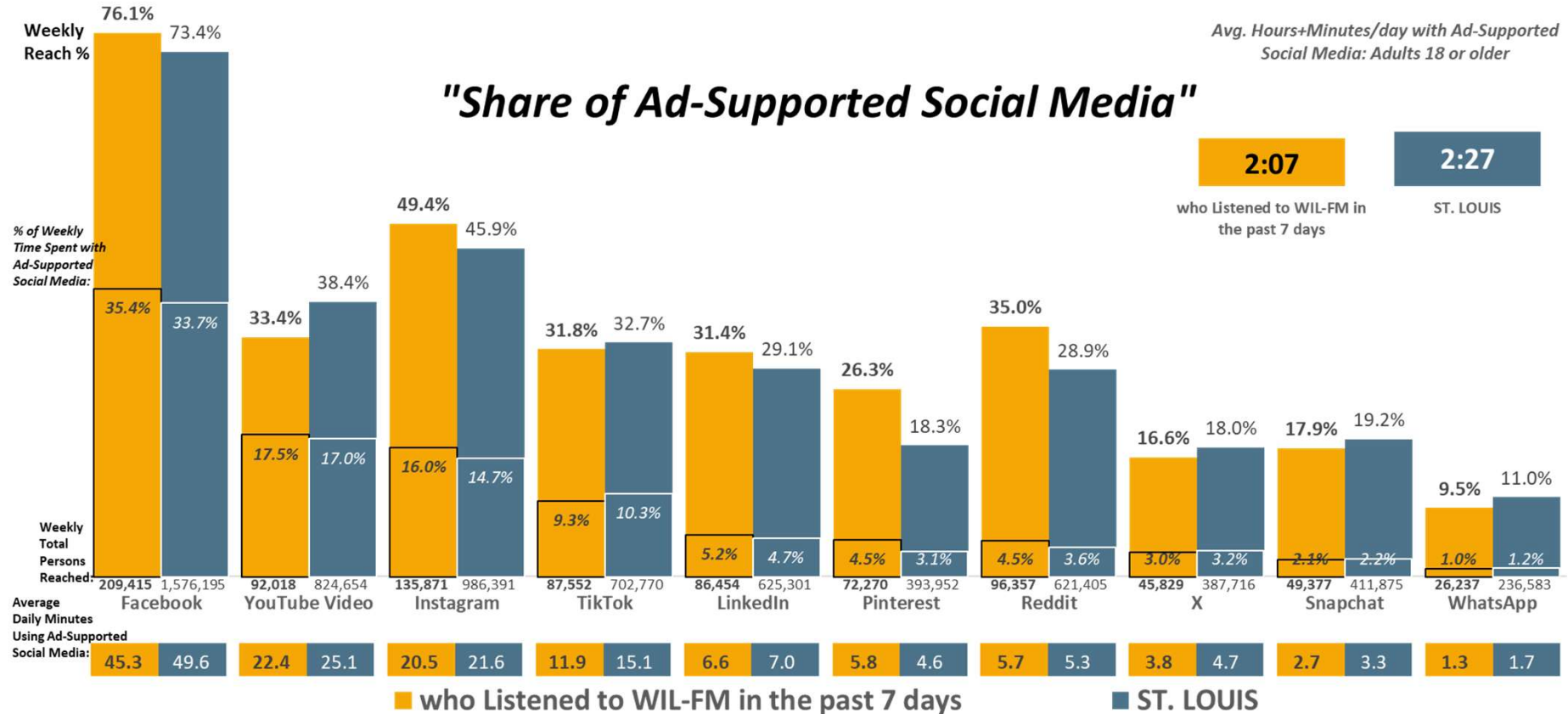
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Radio Stations: WARH-FM



209,415 or 76.1% of Adults 18 or older who Listened to WIL-FM in the past 7 days use Ad-Supported Facebook for an average of 45.3 minutes every day representing 35.4% of all time spent daily with Ad-Supported Social Media.

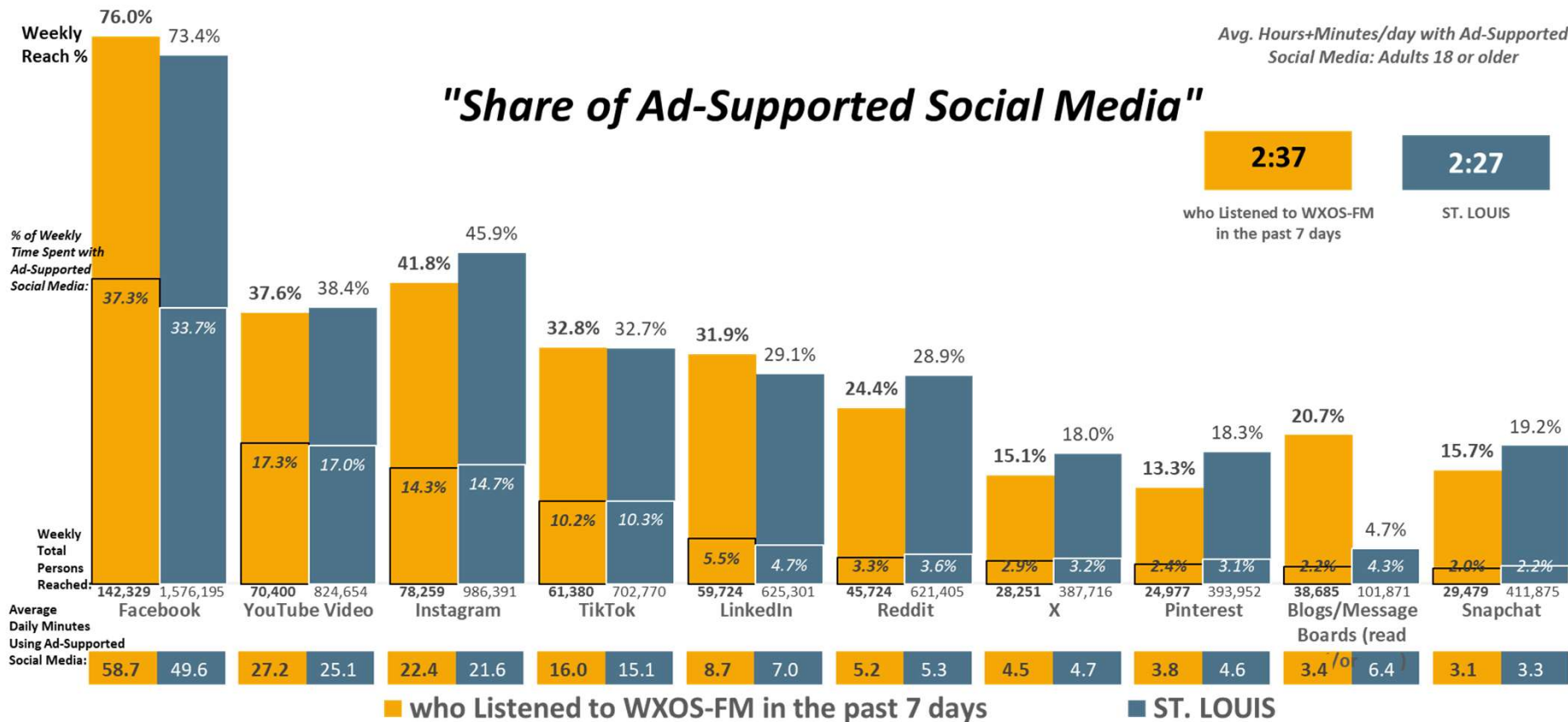
"Share of Ad-Supported Social Media"





142,329 or 76.% of Adults 18 or older who Listened to WXOS-FM in the past 7 days use Ad-Supported Facebook for an average of 58.7 minutes every day representing 37.3% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



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ST. LOUIS Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,770

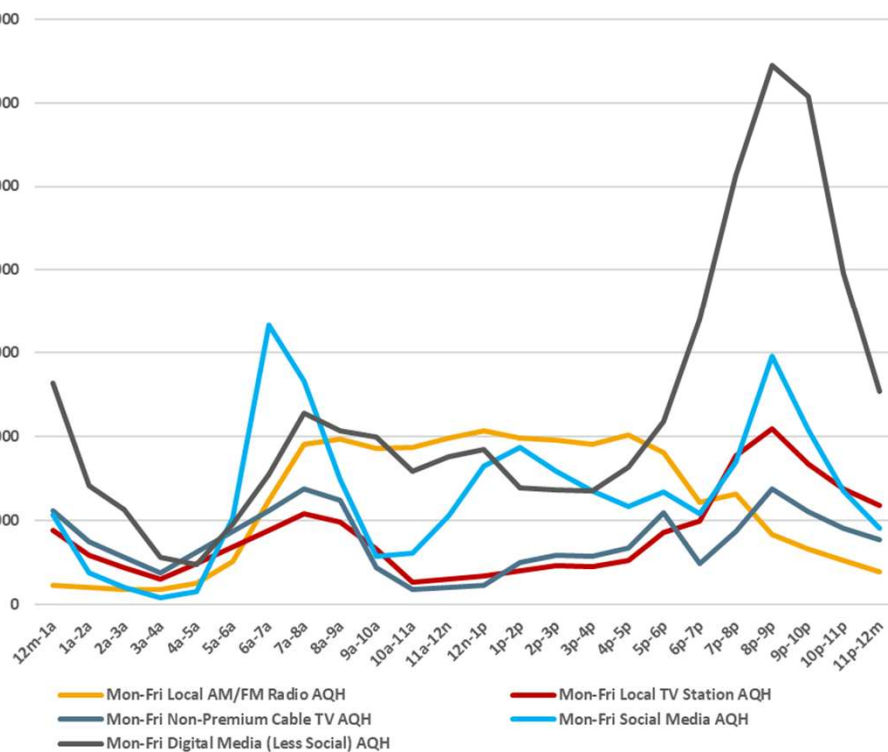
soefa.ai Share of Everything for Anything

Radio Stations: WXOS-FM

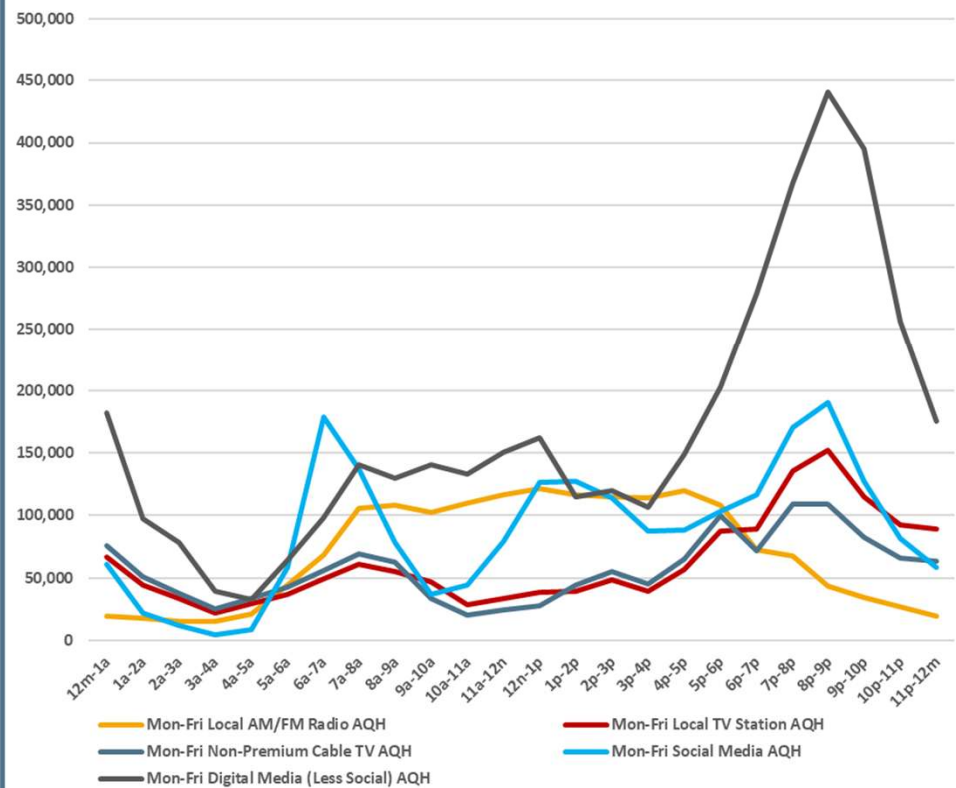


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 18,784;
Local Radio: 18,304; Social Media: 15,203; Non-Prem. Cable: 6,668; Local TV: 6,313
reaching Adults 18 or older who Listened to KPNT-FM in the past 7 days.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Listened to KPNT-FM in the past 7
days



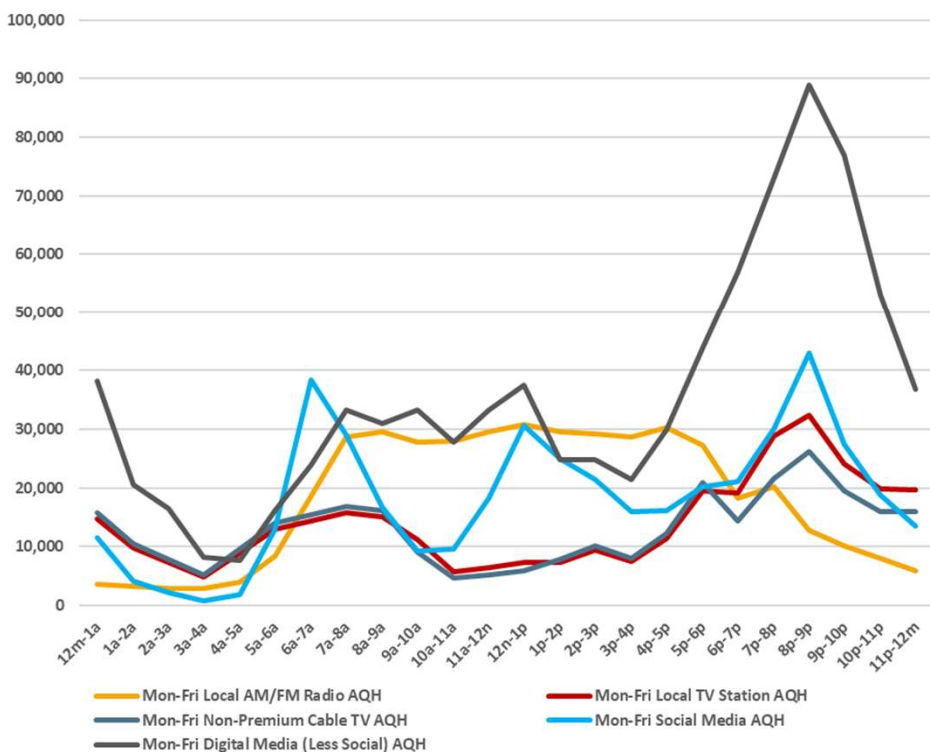
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
ST. LOUIS Metro Area Adults 18 or older



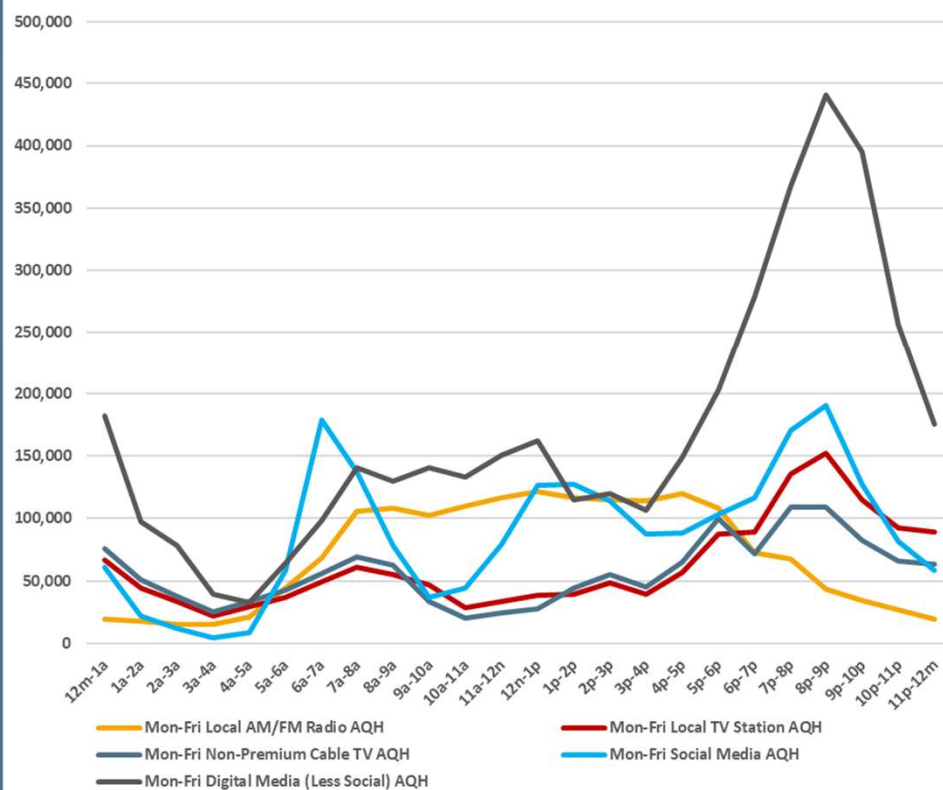


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 32,461;
Local Radio: 27,423; Social Media: 20,893; Local TV: 11,544; Non-Prem. Cable: 11,273
reaching Adults 18 or older who Listened to KSHE-FM in the past 7 days.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Listened to KSHE-FM in the past 7 days



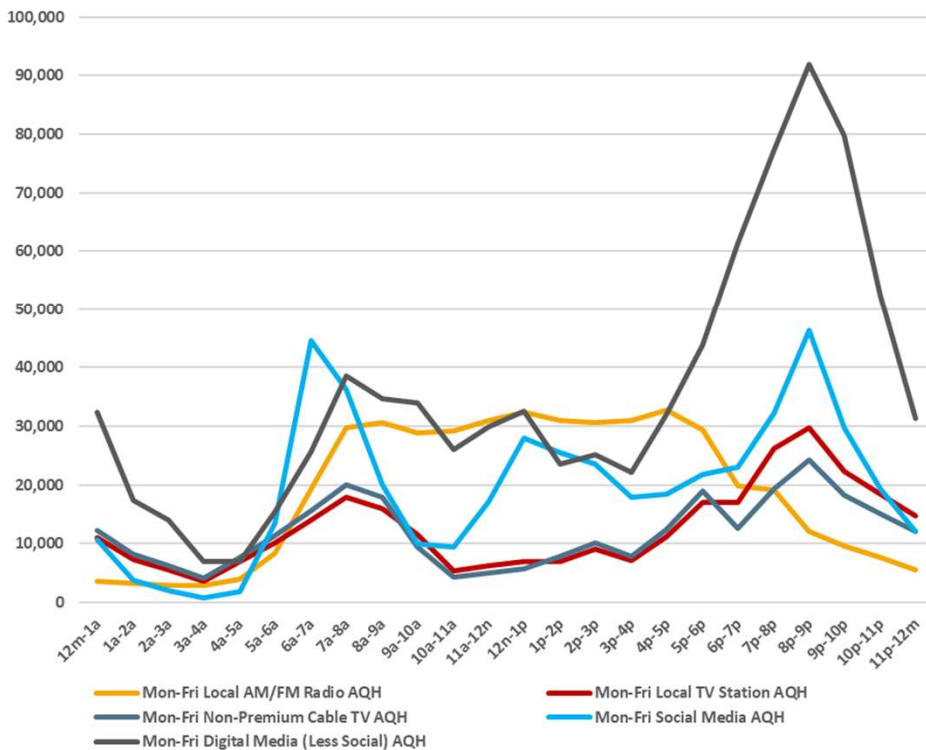
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
ST. LOUIS Metro Area Adults 18 or older



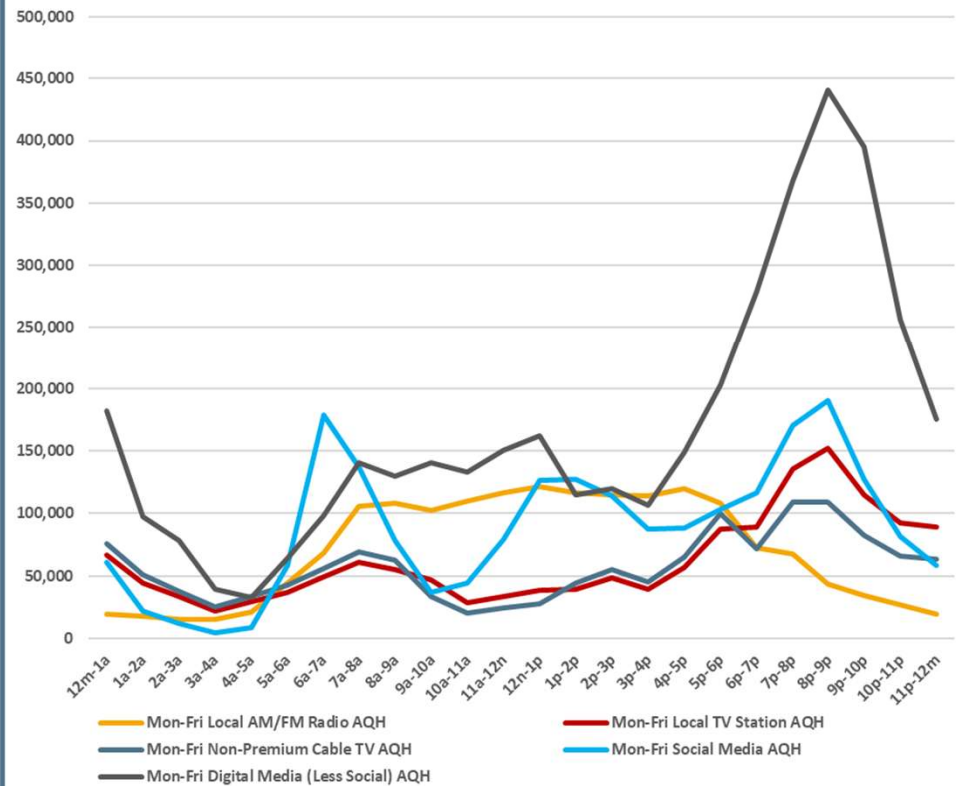


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 33,046;
Local Radio: 28,898; Social Media: 22,739; Non-Prem. Cable: 11,380; Local TV: 11,243
reaching Adults 18 or older who Listened to WARH-FM in the past 7 days.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Listened to WARH-FM in the past 7
days



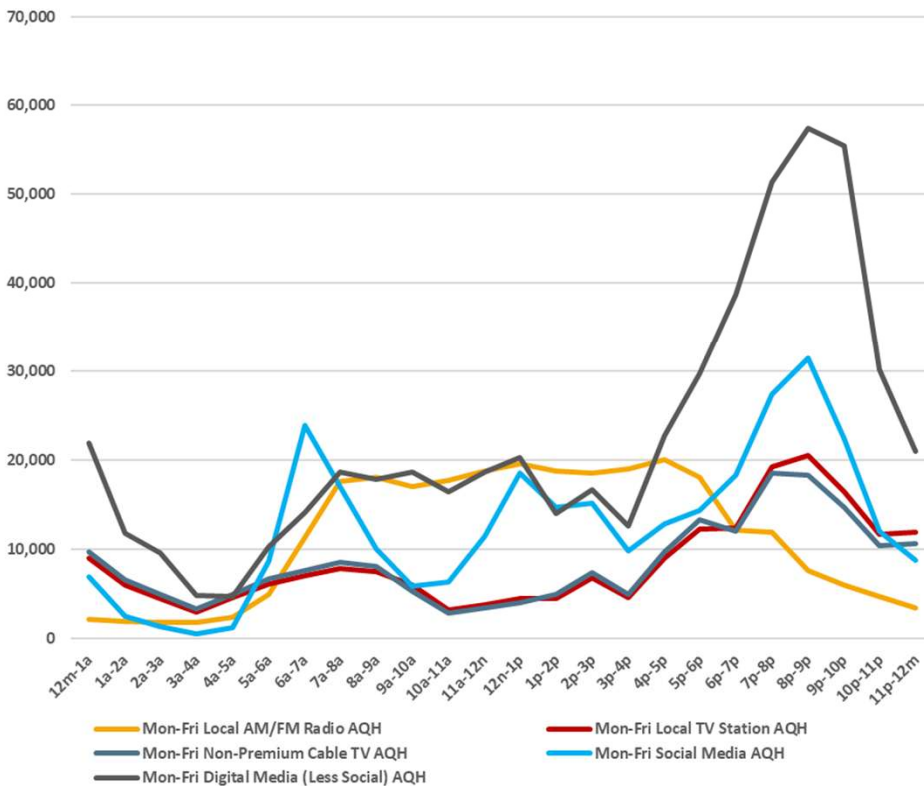
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
ST. LOUIS Metro Area Adults 18 or older



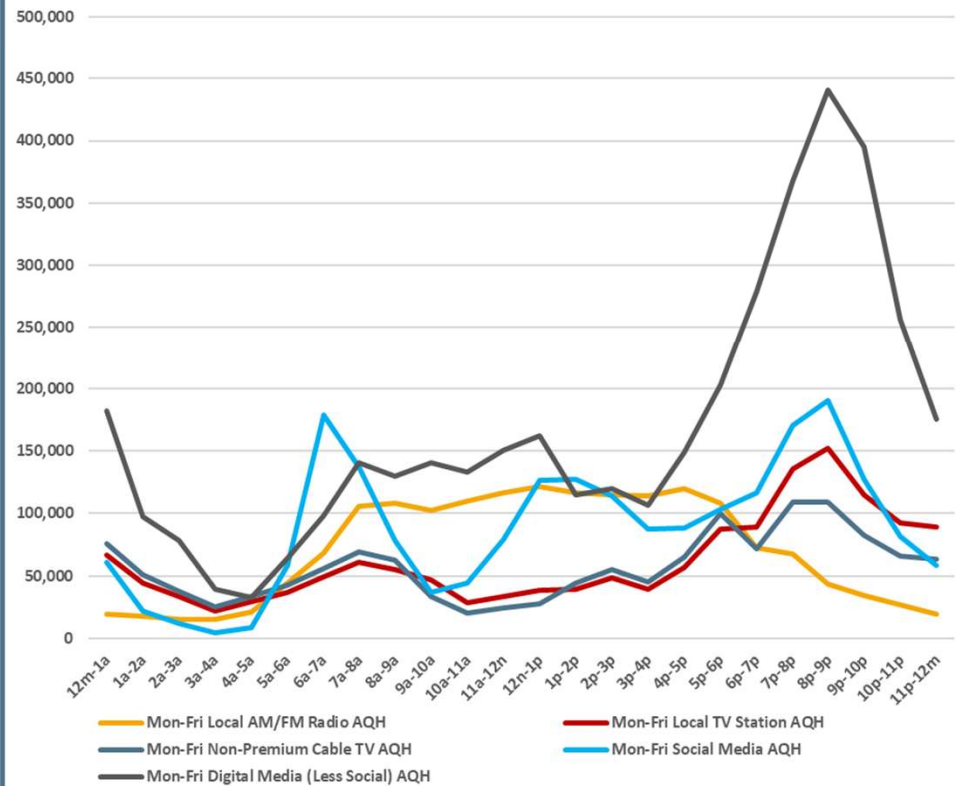


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 19,920;
Local Radio: 17,446; Social Media: 13,722; Non-Prem. Cable: 7,072; Local TV: 6,853
reaching Adults 18 or older who Listened to WIL-FM in the past 7 days.

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Listened to WIL-FM in the past 7 days*



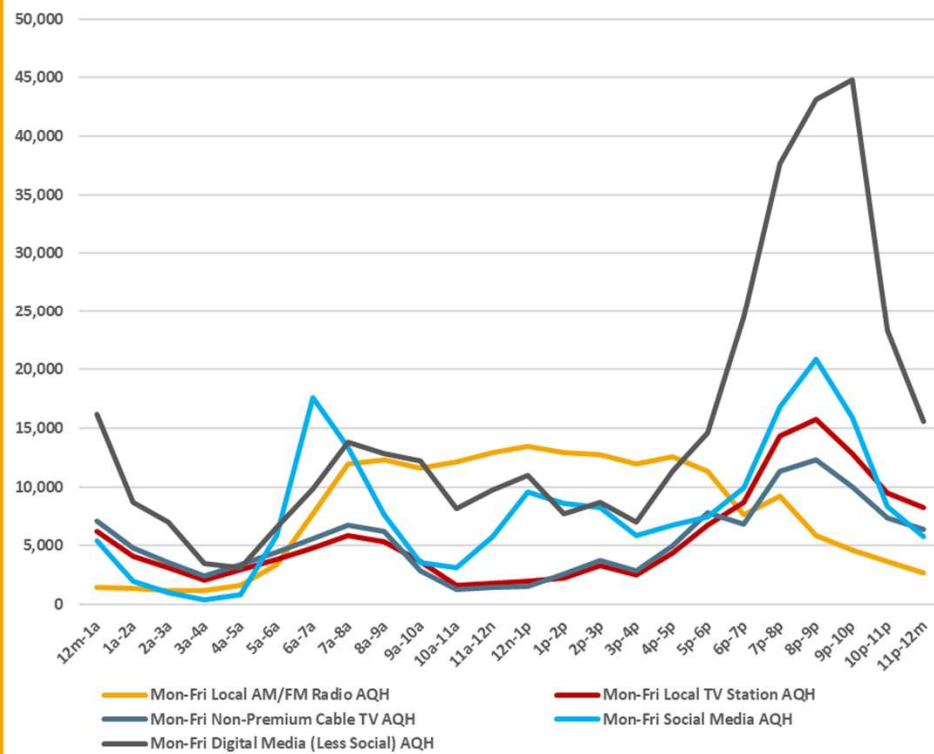
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
ST. LOUIS Metro Area Adults 18 or older*



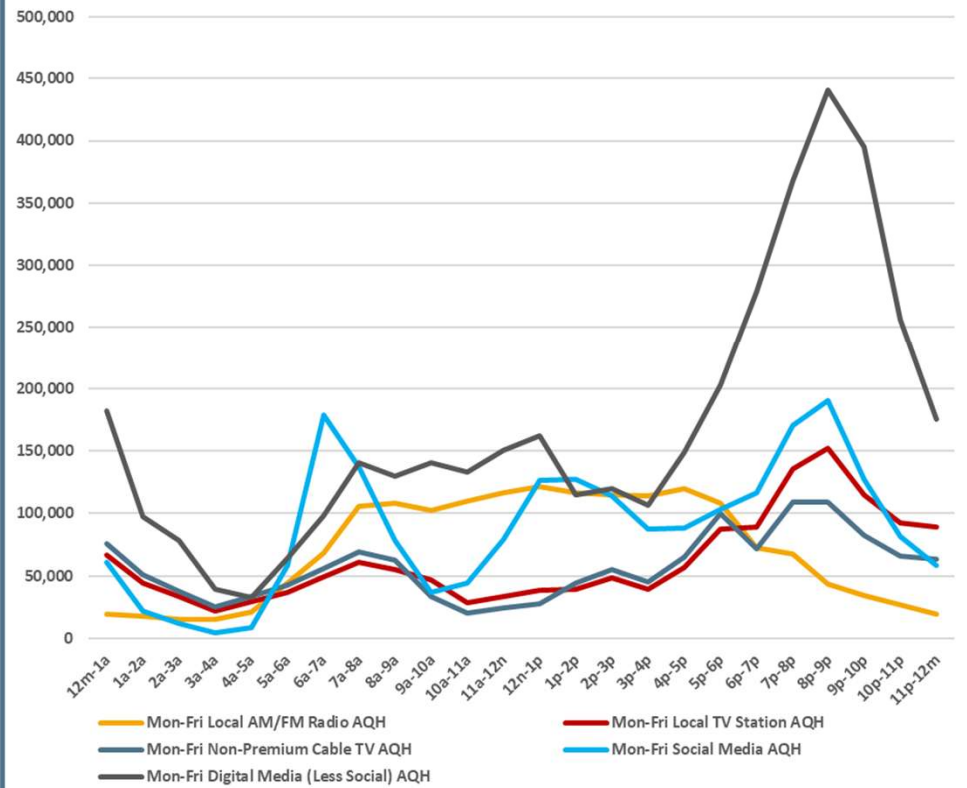


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 11,653;
Local Radio: 11,614; Social Media: 8,265; Non-Prem. Cable: 4,194; Local TV: 4,064
reaching Adults 18 or older who Listened to WXOS-FM in the past 7 days.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Listened to WXOS-FM in the past 7
days



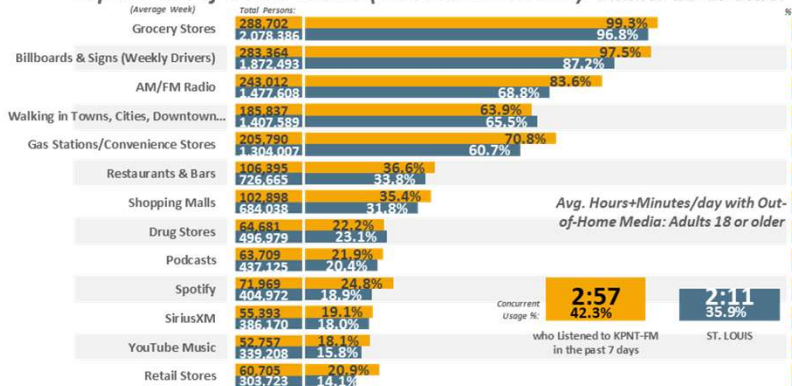
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
ST. LOUIS Metro Area Adults 18 or older



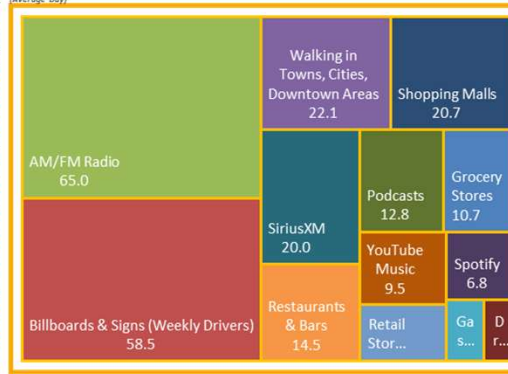


283,364 or 97.5% of Adults 18 or older who Listened to KPNT-FM in the past 7 days spend an average of 58.5 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 63.3 minutes/day.

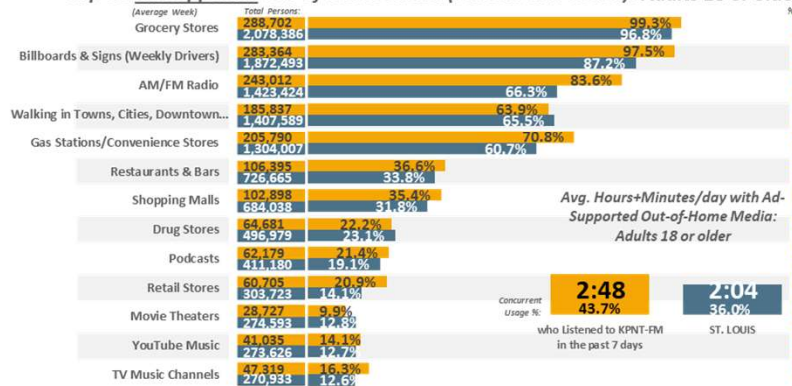
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



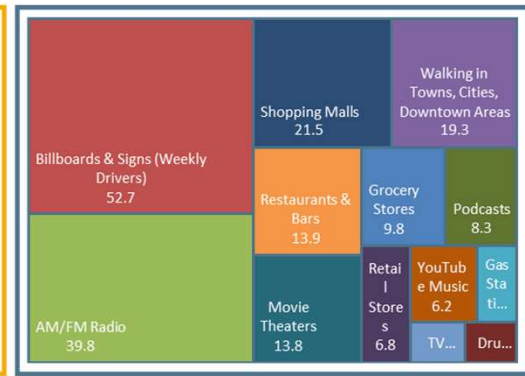
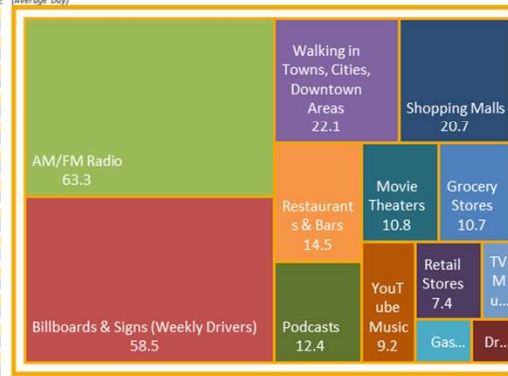
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



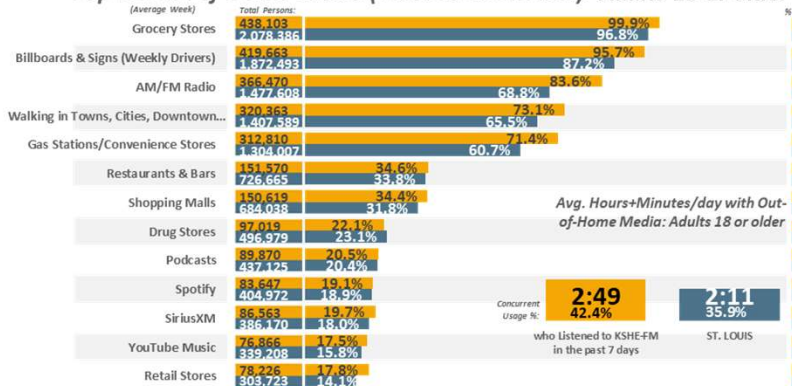
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



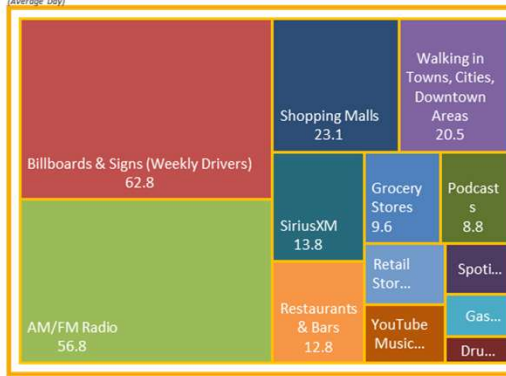


419,663 or 95.7% of Adults 18 or older who Listened to KSHE-FM in the past 7 days spend an average of 62.8 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 51.4 minutes/day.

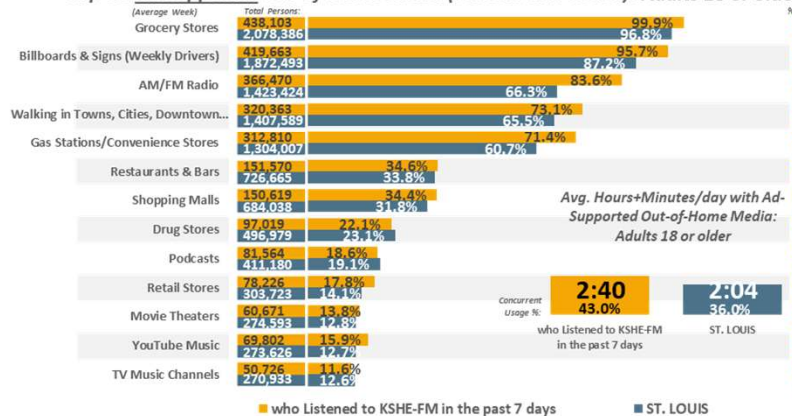
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



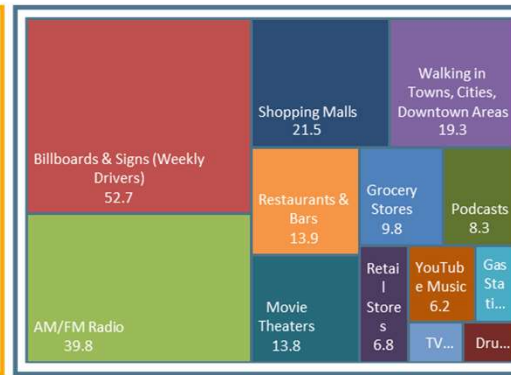
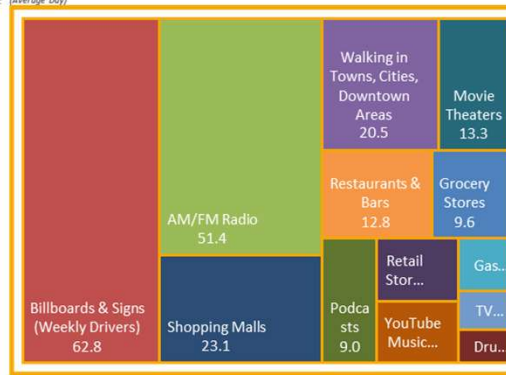
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



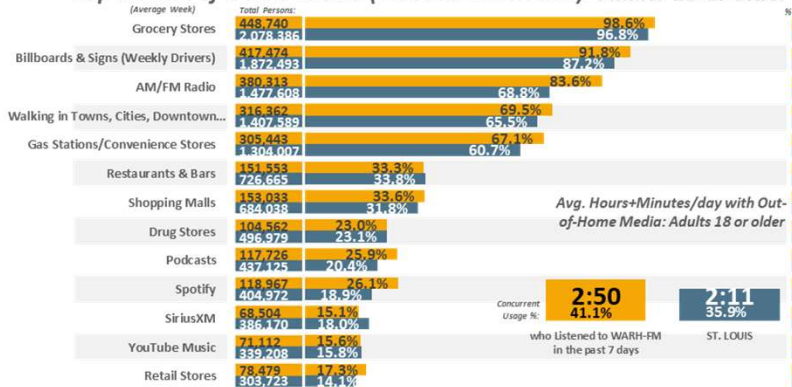
ST. LOUIS Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 346
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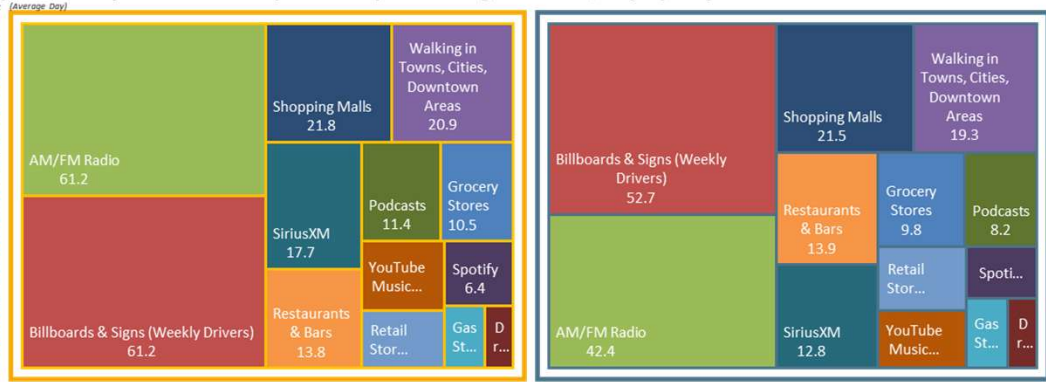


417,474 or 91.8% of Adults 18 or older who Listened to WARH-FM in the past 7 days spend an average of 61.2 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 57.9 minutes/day.

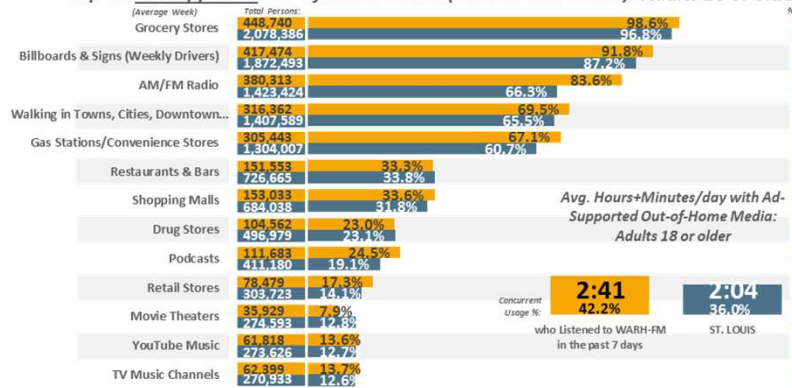
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



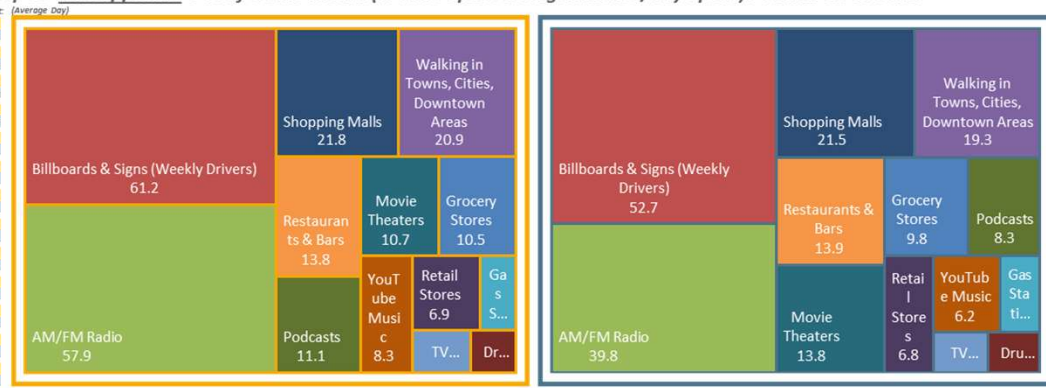
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



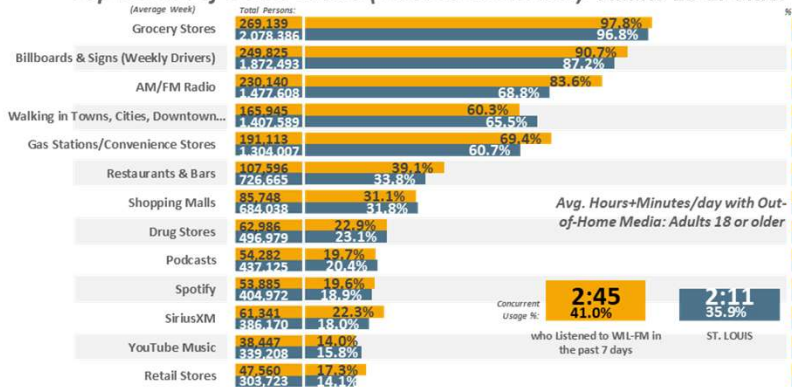
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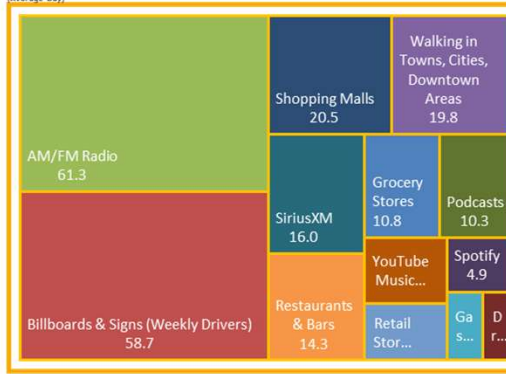


249,825 or 90.7% of Adults 18 or older who Listened to WIL-FM in the past 7 days spend an average of 58.7 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 58.5 minutes/day.

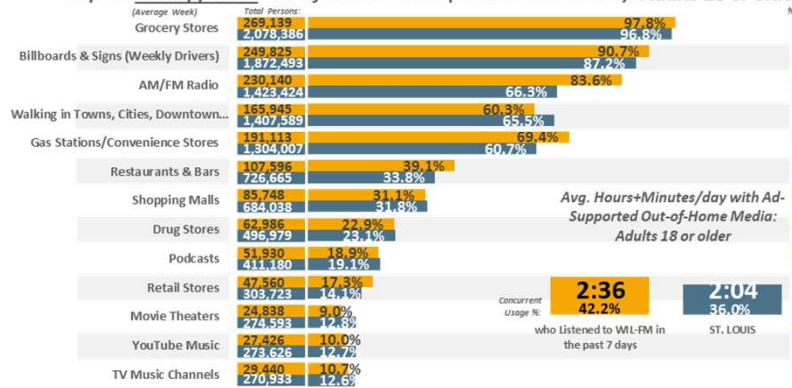
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



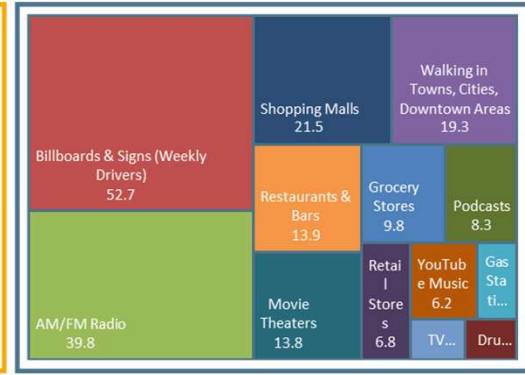
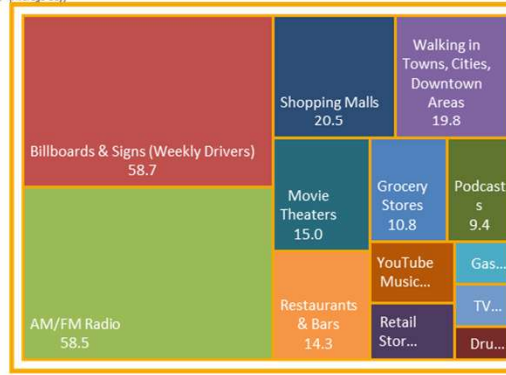
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



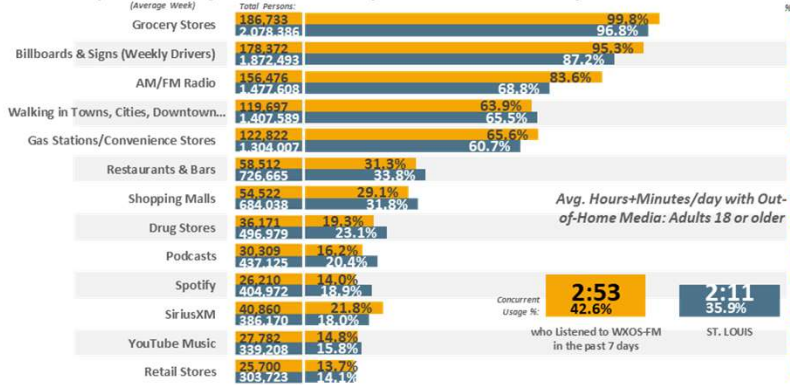
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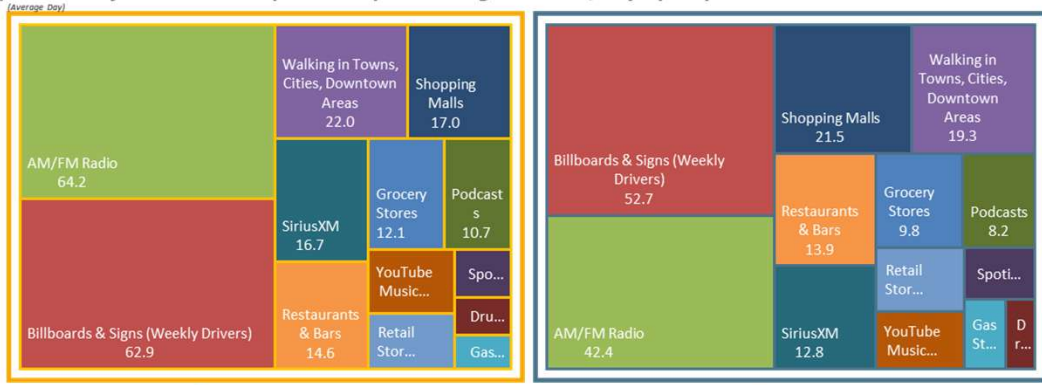


178,372 or 95.3% of Adults 18 or older who Listened to WXOS-FM in the past 7 days spend an average of 62.9 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 59.3 minutes/day.

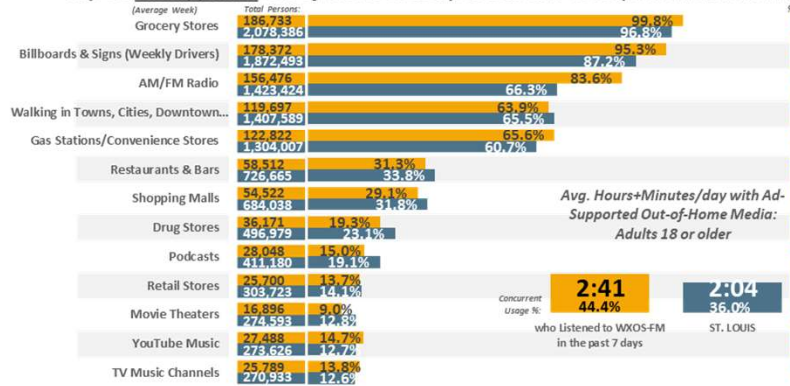
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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



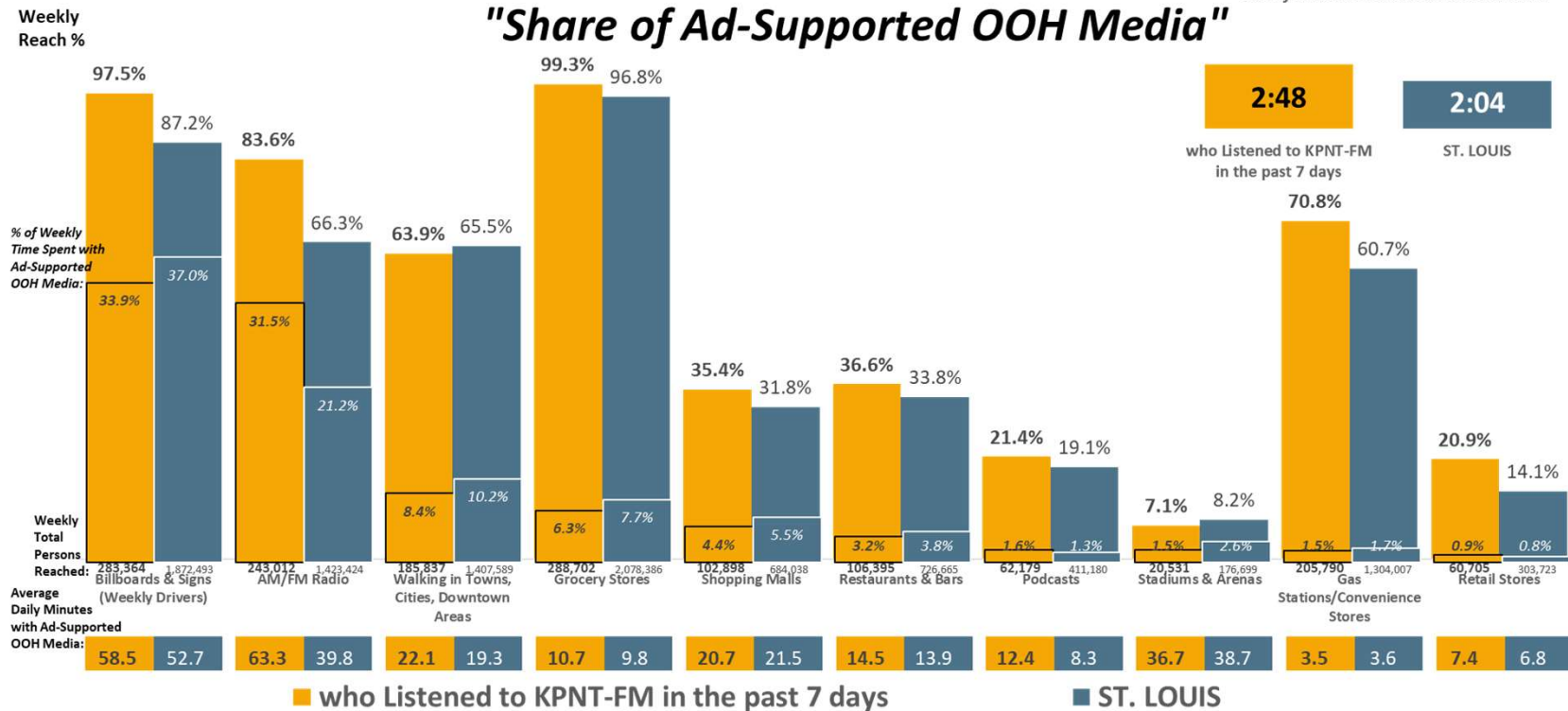
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





283,364 or 97.5% of Adults 18 or older who Listened to KPNT-FM in the past 7 days spend an average of 58.5 minutes per day driving, seeing Billboards and Signs representing 33.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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



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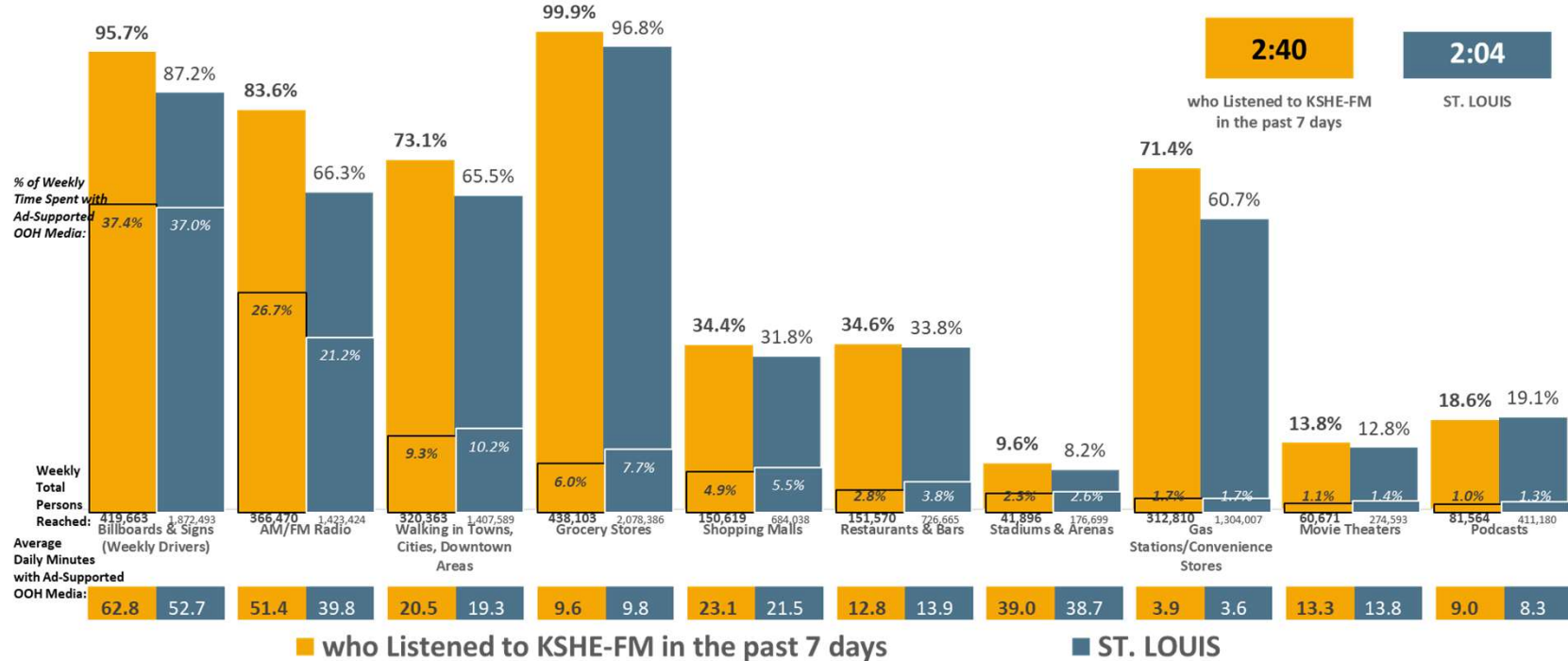


419,663 or 95.7% of Adults 18 or older who Listened to KSHE-FM in the past 7 days spend an average of 62.8 minutes per day driving, seeing Billboards and Signs representing 37.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



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ST. LOUIS Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,770

soefa.ai Share of Everything for Anything

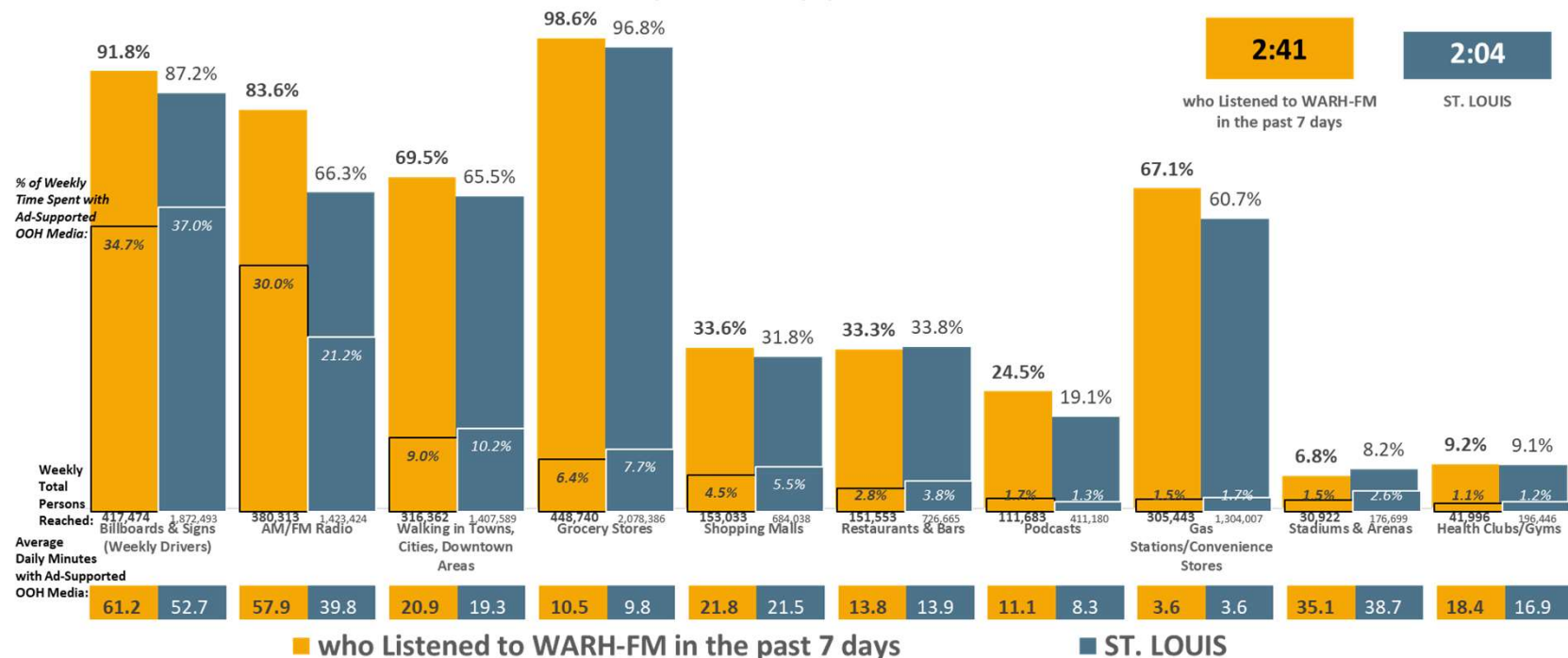


417,474 or 91.8% of Adults 18 or older who Listened to WARH-FM in the past 7 days spend an average of 61.2 minutes per day driving, seeing Billboards and Signs representing 34.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:41

who Listened to WARH-FM in the past 7 days

2:04

ST. LOUIS

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Radio Stations: WARH-FM

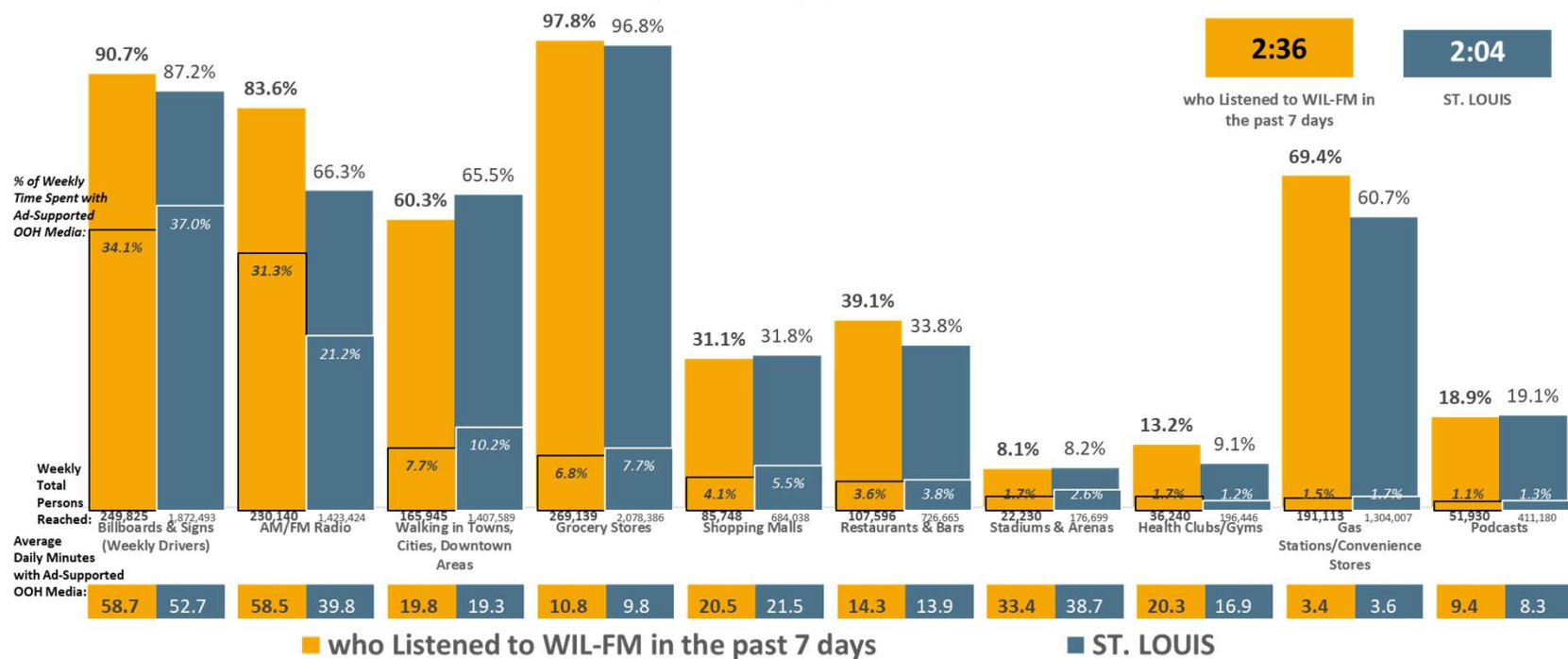


249,825 or 90.7% of Adults 18 or older who Listened to WIL-FM in the past 7 days spend an average of 58.7 minutes per day driving, seeing Billboards and Signs representing 34.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly
Reach %

"Share of Ad-Supported OOH Media"



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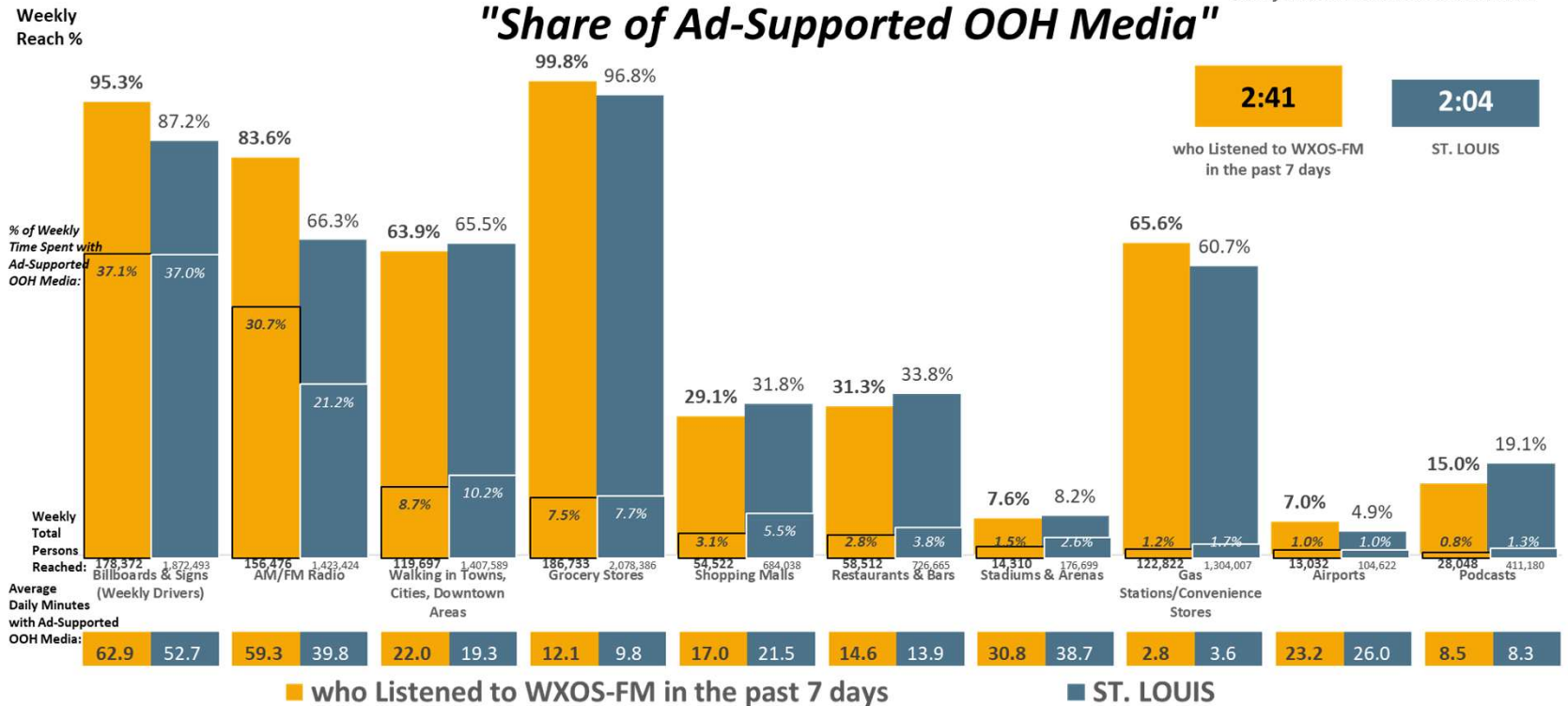
ST. LOUIS Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,770

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178,372 or 95.3% of Adults 18 or older who Listened to WXOS-FM in the past 7 days spend an average of 62.9 minutes per day driving, seeing Billboards and Signs representing 37.1% 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



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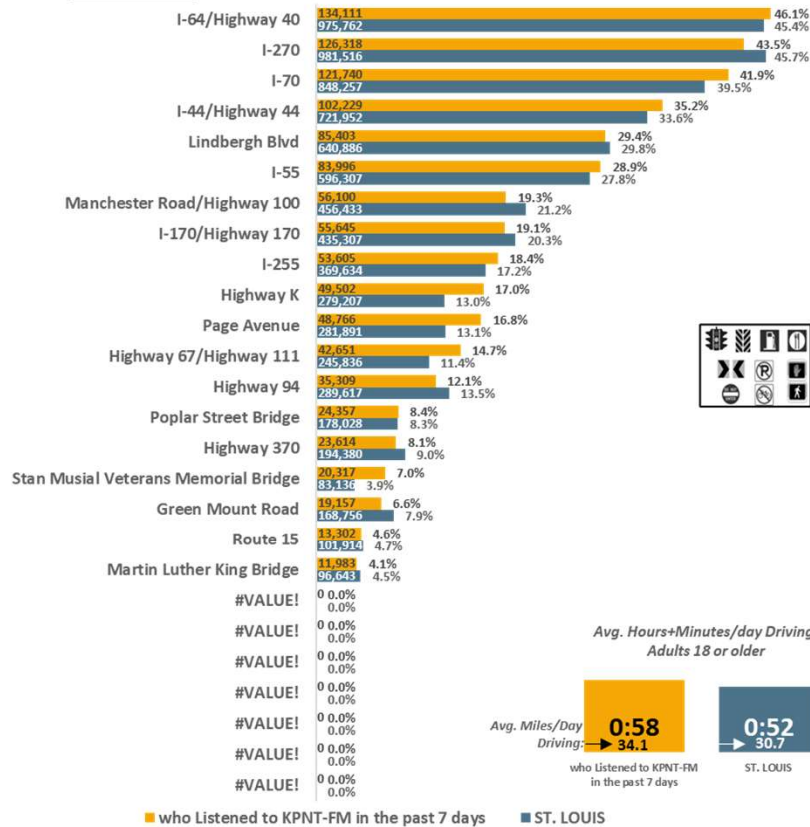
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Radio Stations: WXOS-FM

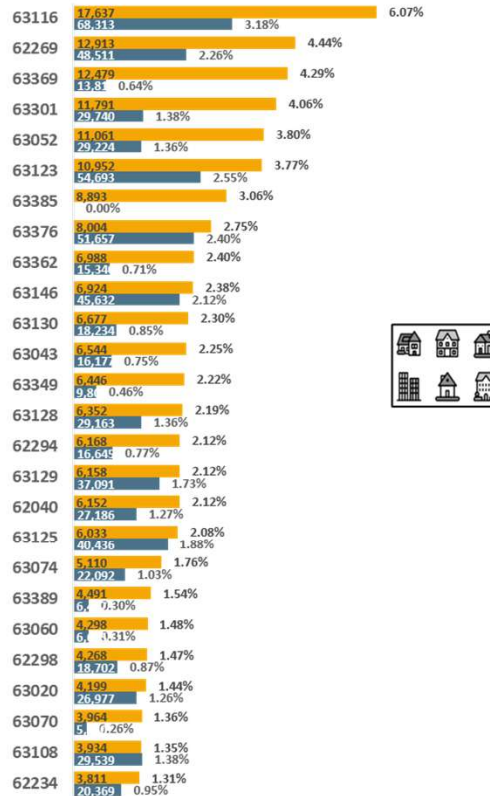


283,364 or 97.5% of Adults 18 or older who Listened to KPNT-FM in the past 7 days spend an average of 58.5 minutes per day driving an average of 34.1 miles each day and are 80.6% more likely to use Stan Musial Veterans Memorial Bridge than the Metro average

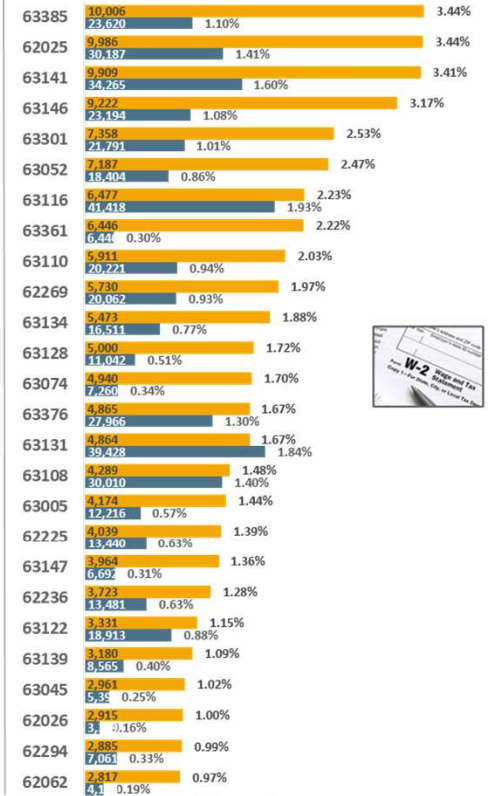
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



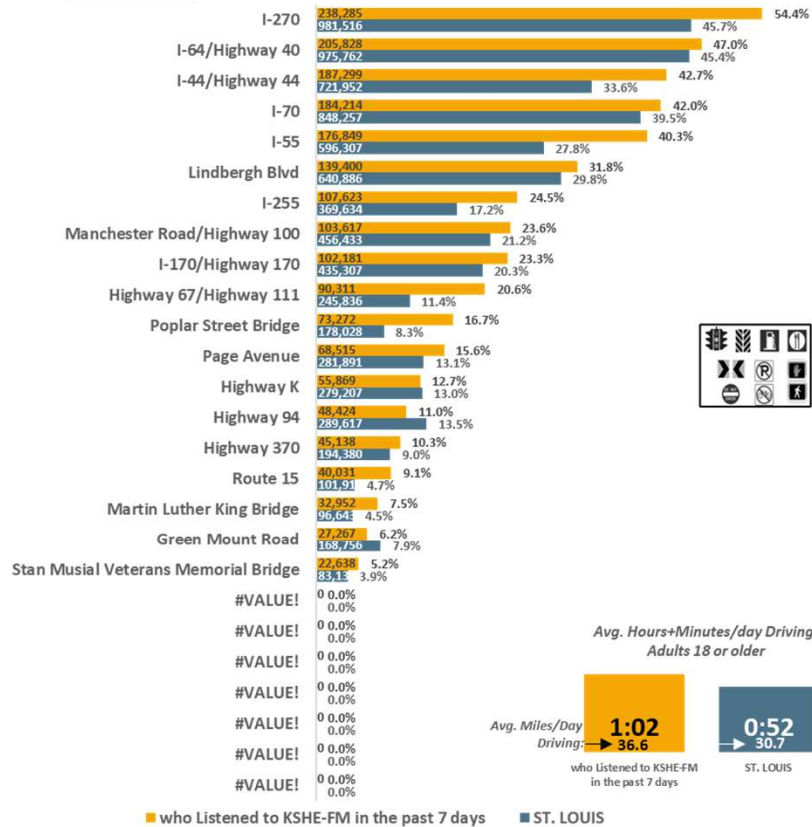
Top-26 Employment Zip Codes: Adults 18 or older



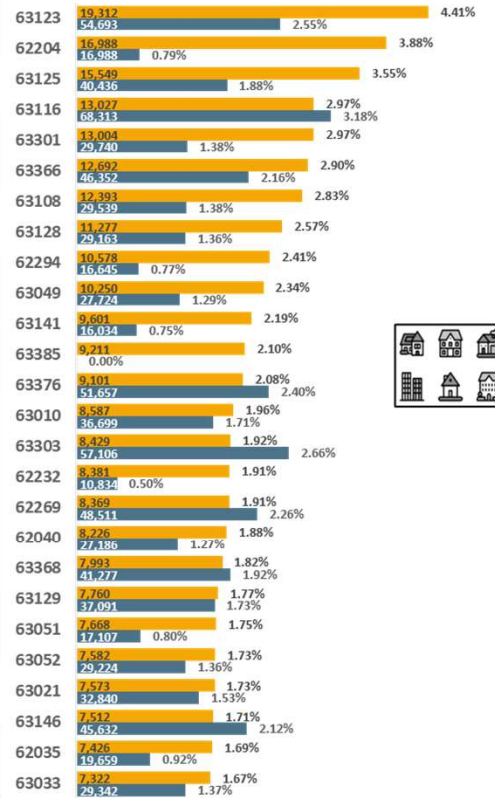


419,663 or 95.7% of Adults 18 or older who Listened to KSHE-FM in the past 7 days spend an average of 62.8 minutes per day driving an average of 36.6 miles each day and are 101.7% more likely to use Poplar Street Bridge than the Metro average.

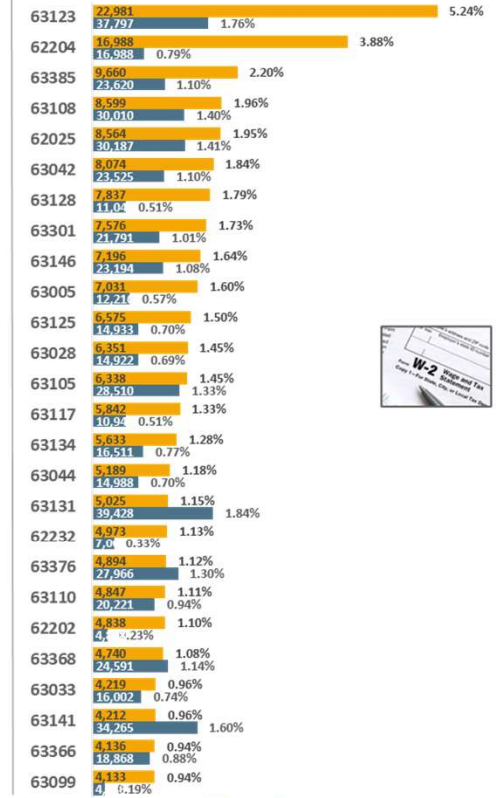
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



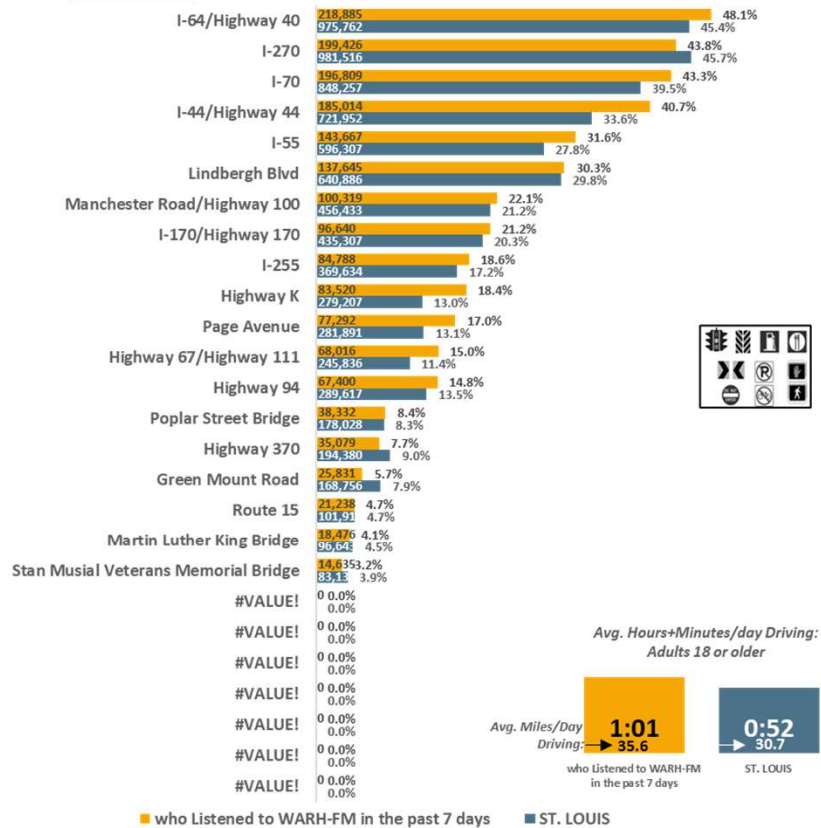
Top-26 Employment Zip Codes: Adults 18 or older



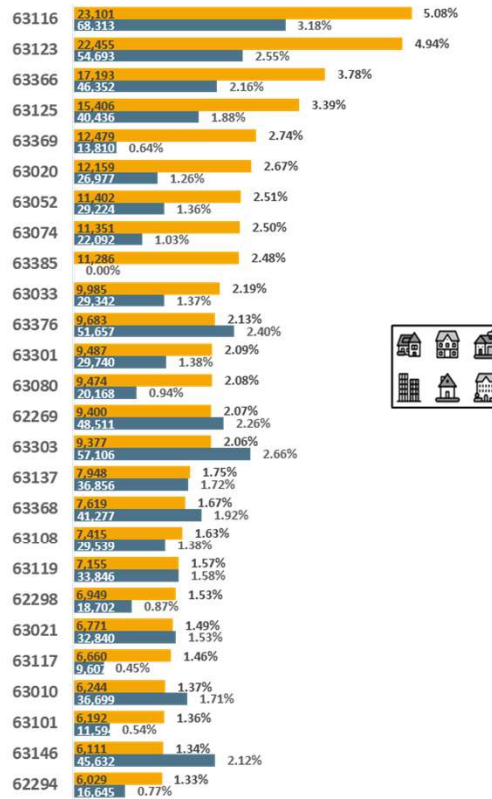


417,474 or 91.8% of Adults 18 or older who Listened to WARH-FM in the past 7 days spend an average of 61.2 minutes per day driving an average of 35.6 miles each day and are 41.2% more likely to use Highway K than the Metro average.

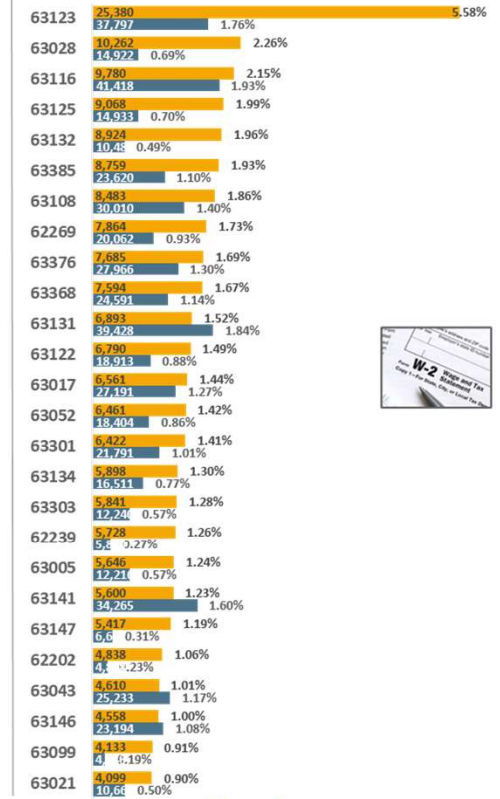
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



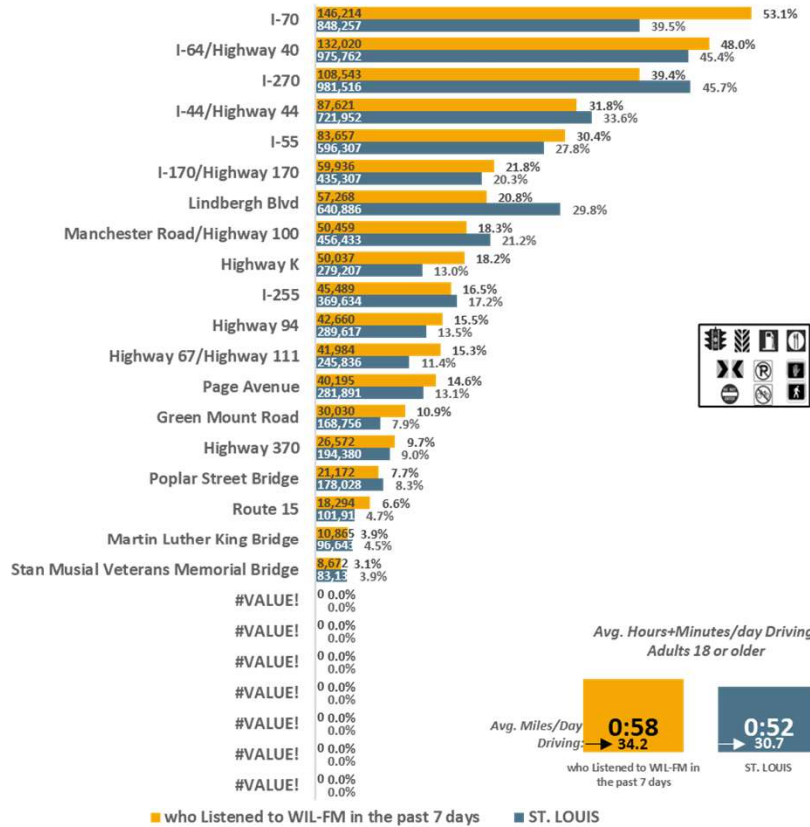
Top-26 Employment Zip Codes: Adults 18 or older



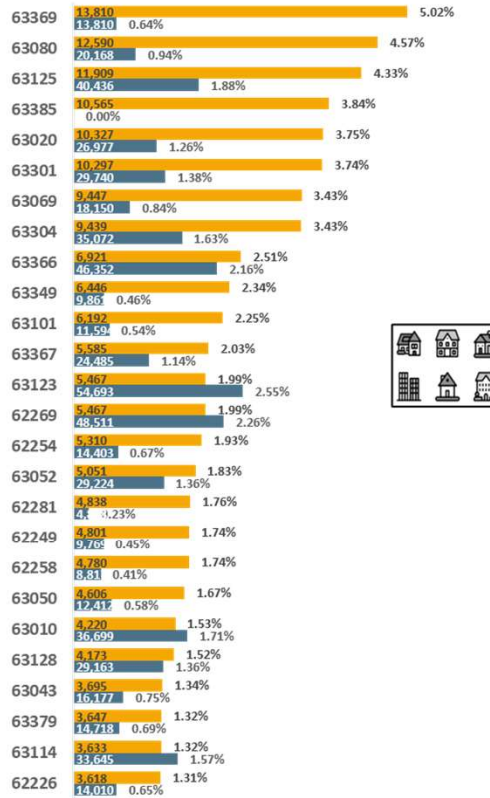


249,825 or 90.7% of Adults 18 or older who Listened to WIL-FM in the past 7 days spend an average of 58.7 minutes per day driving an average of 34.2 miles each day and are 40.1% more likely to use Route 15 than the Metro average.

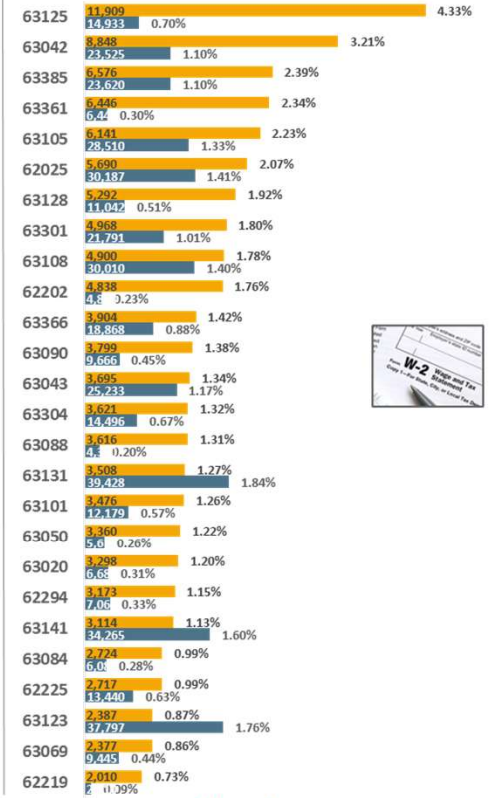
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



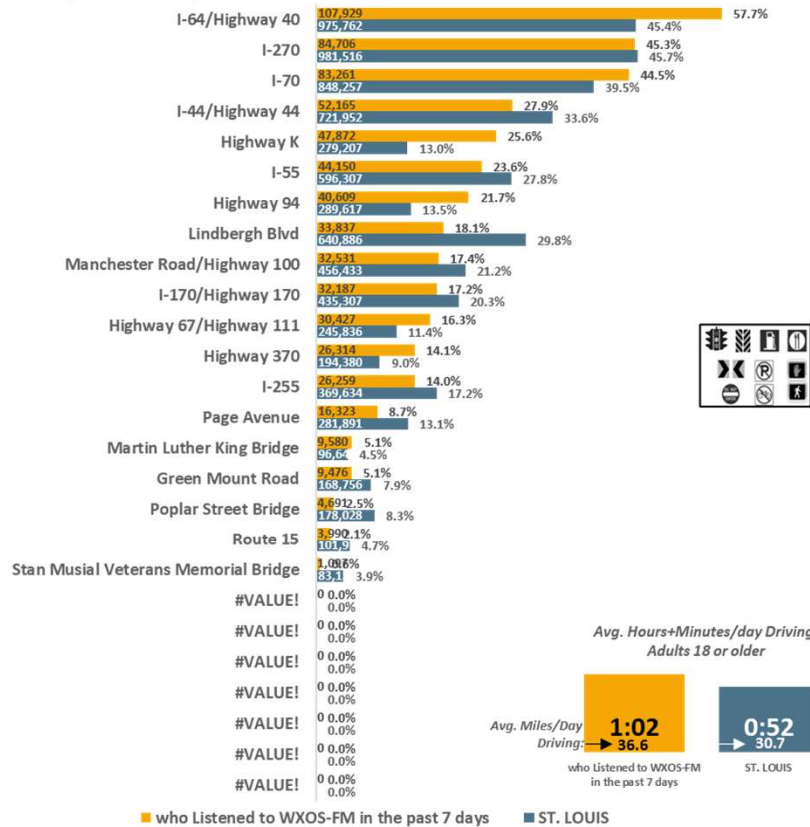
Top-26 Employment Zip Codes: Adults 18 or older



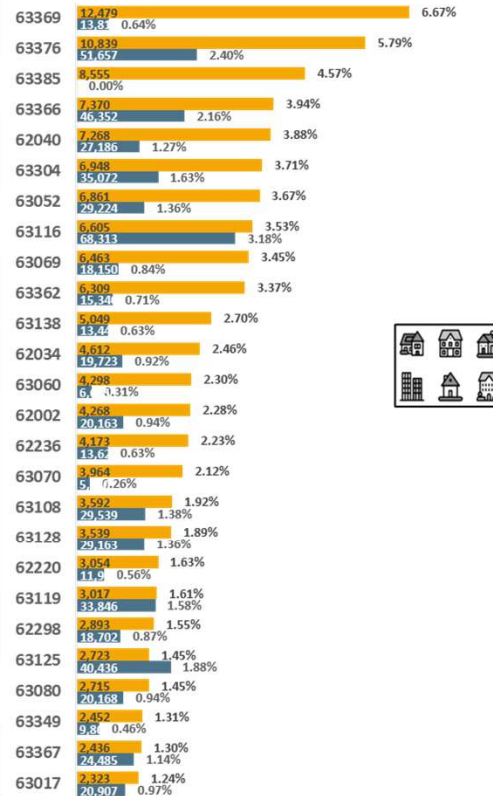


178,372 or 95.3% of Adults 18 or older who Listened to WXOS-FM in the past 7 days spend an average of 62.9 minutes per day driving an average of 36.6 miles each day and are 96.8% more likely to use Highway K than the Metro average.

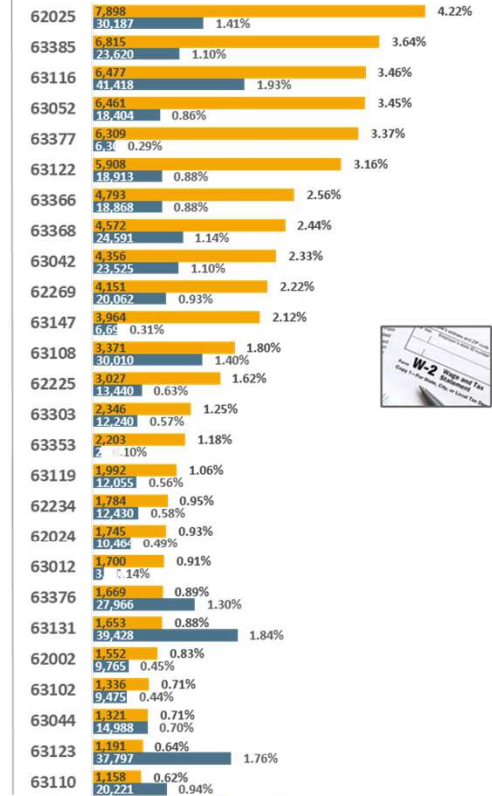
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



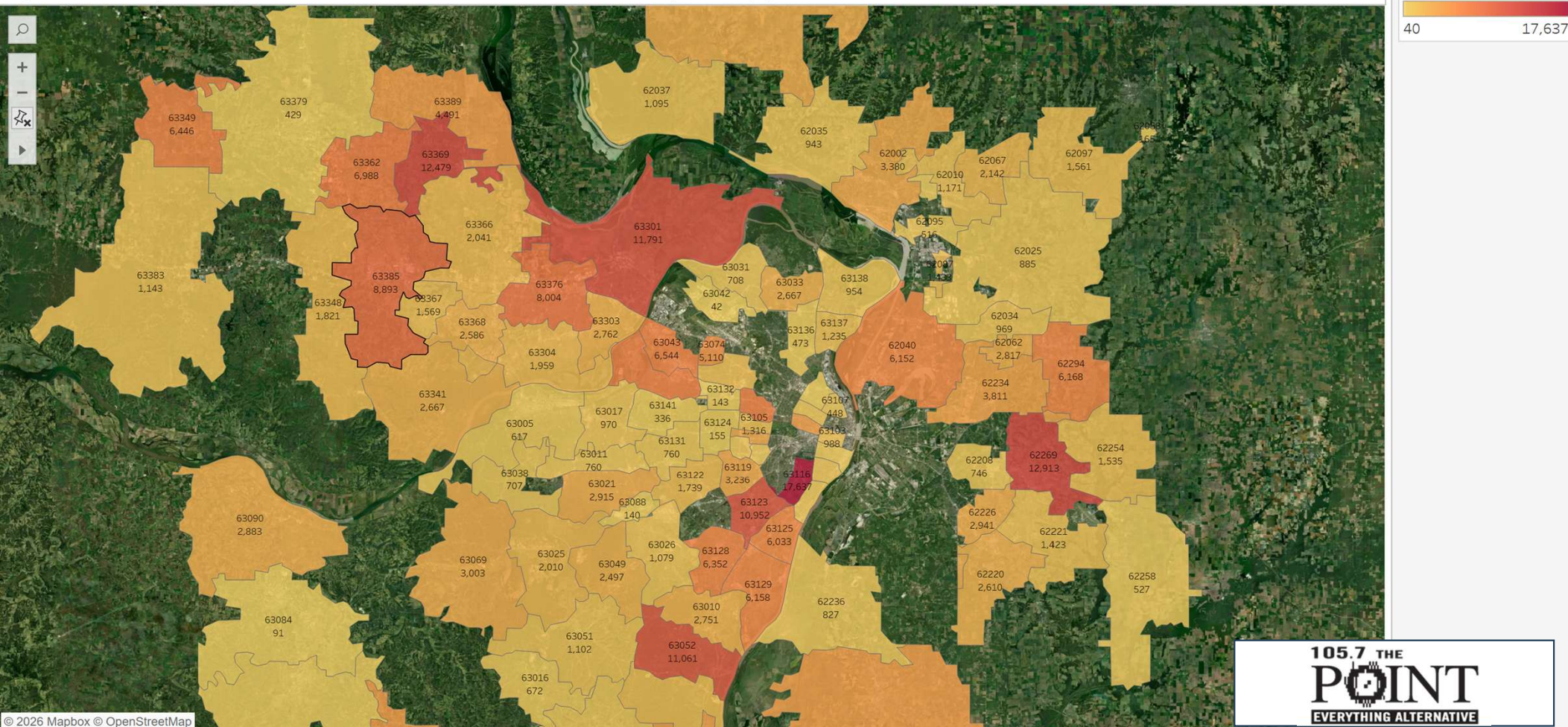
Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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

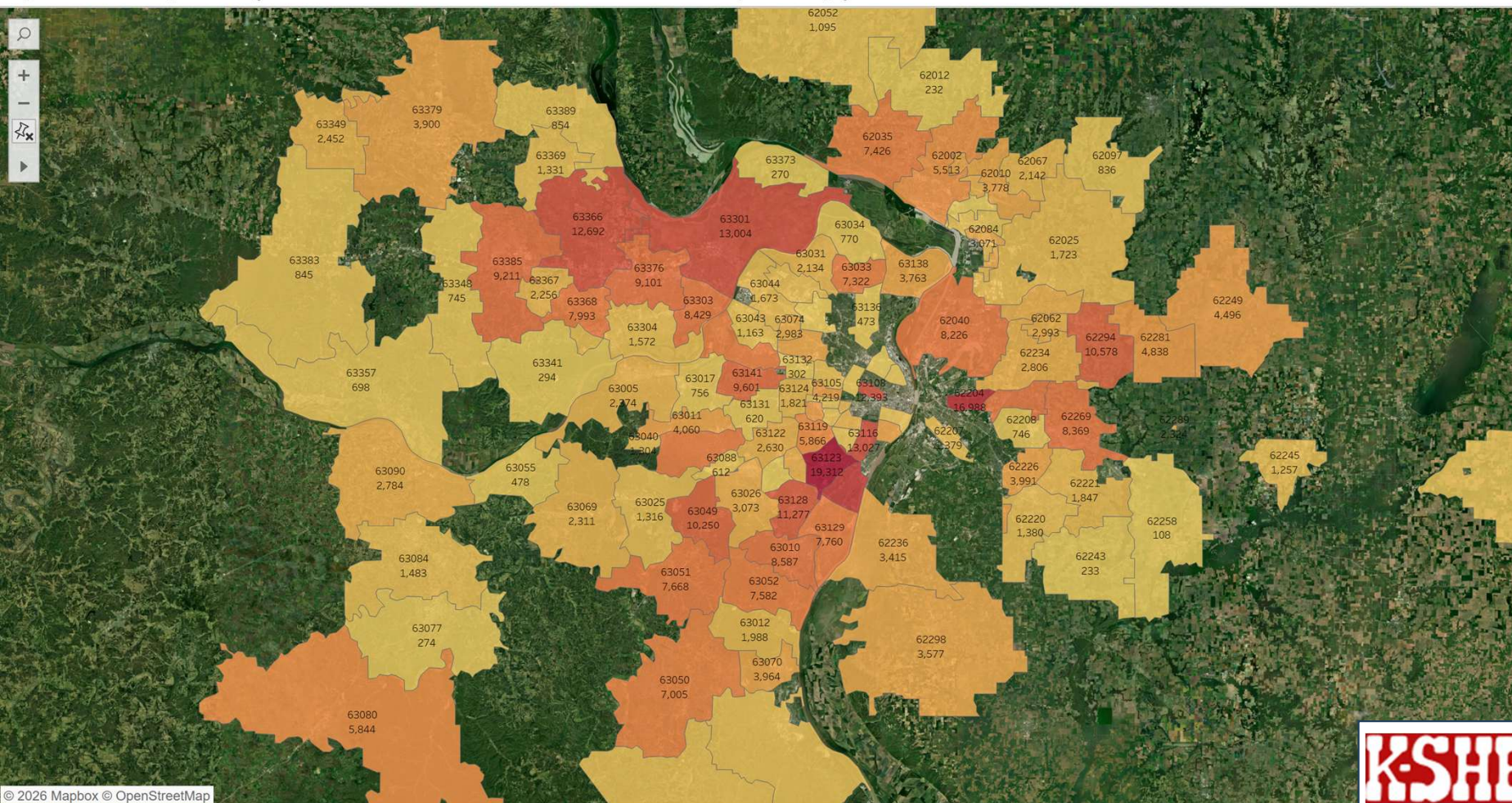


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Radio Stations: KPNT-FM

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



SUM(Adults 18 or older...



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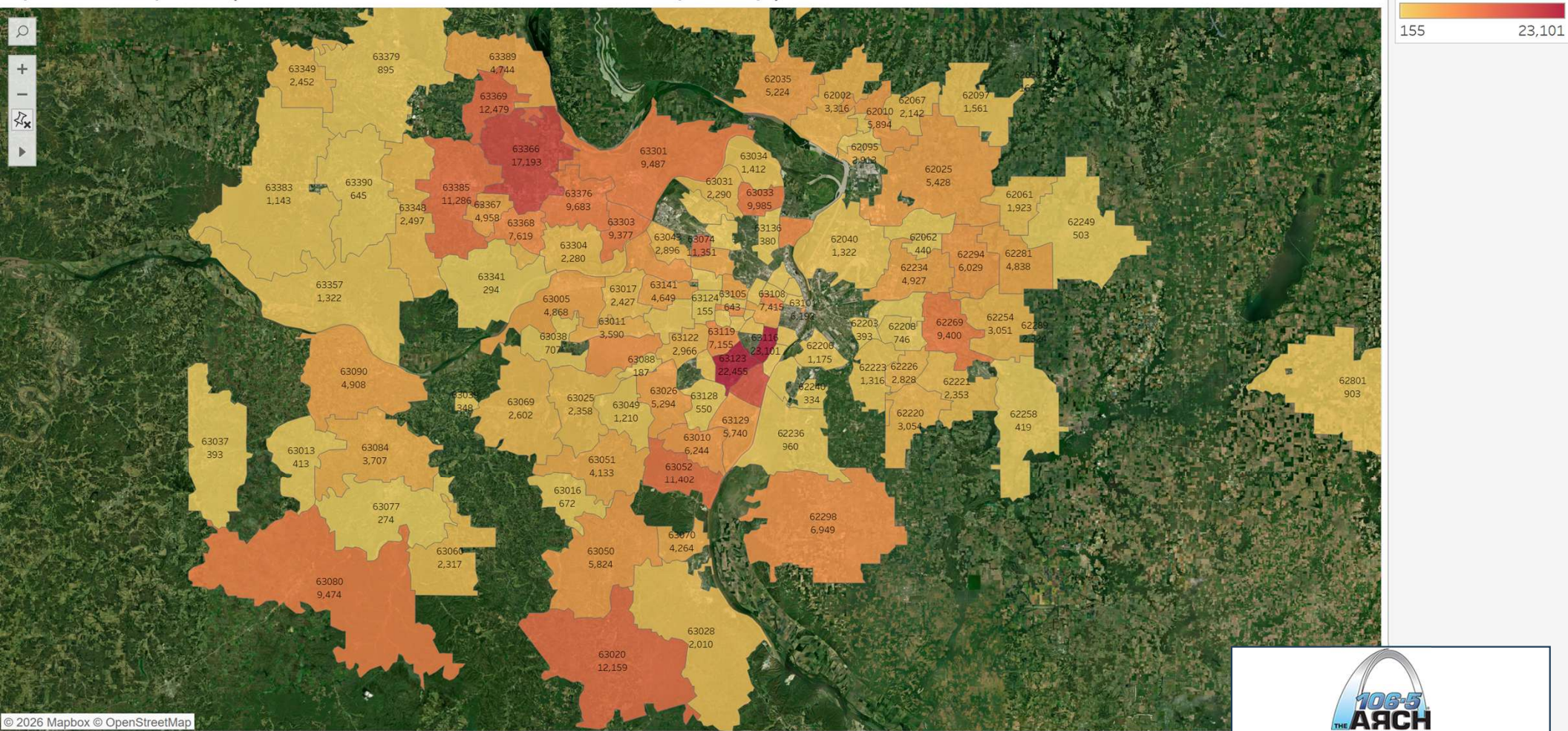


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Radio Stations: KSHE-FM

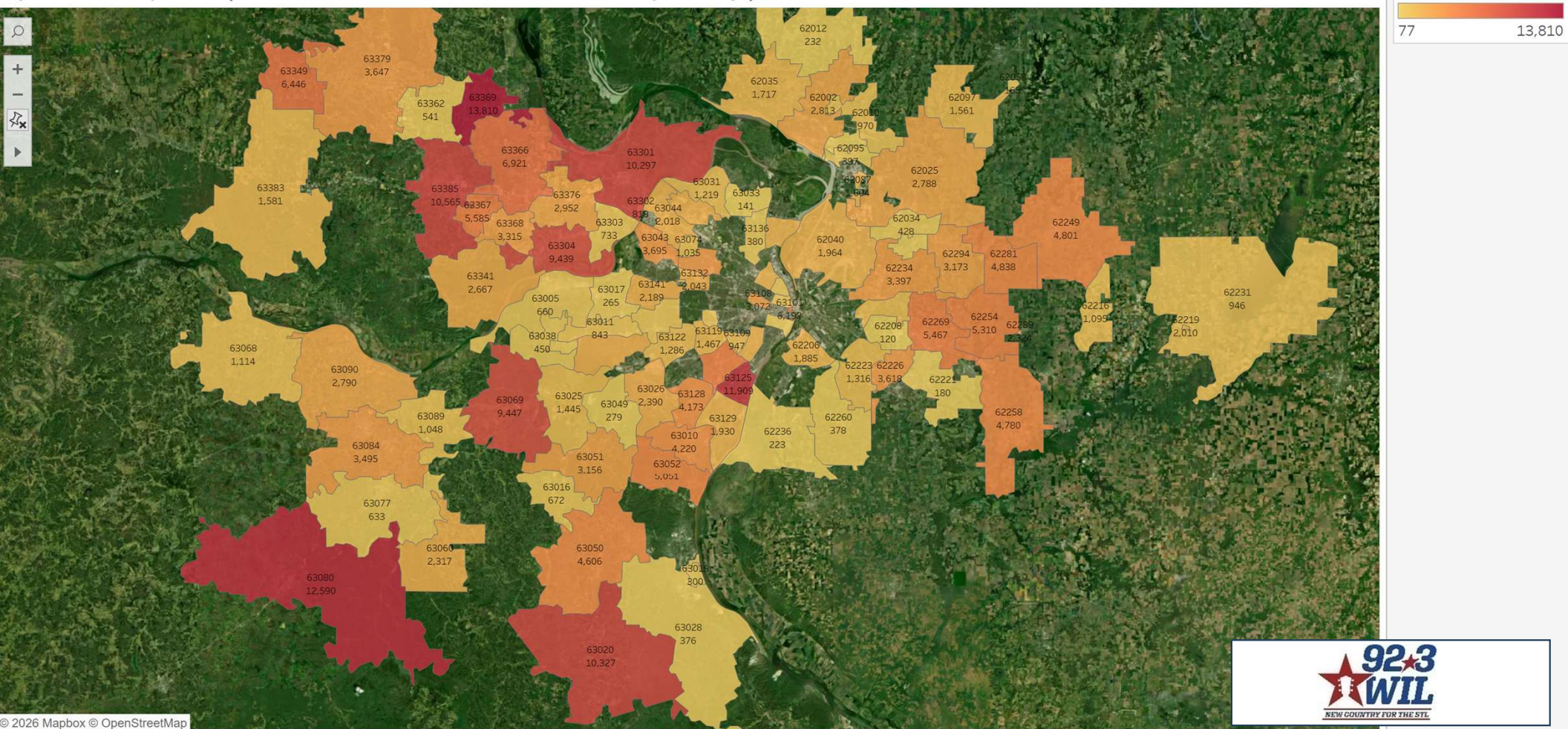
Top Residential Zip Codes: (Adults 18 or older who Listened to WARH-FM in the past 7 days)



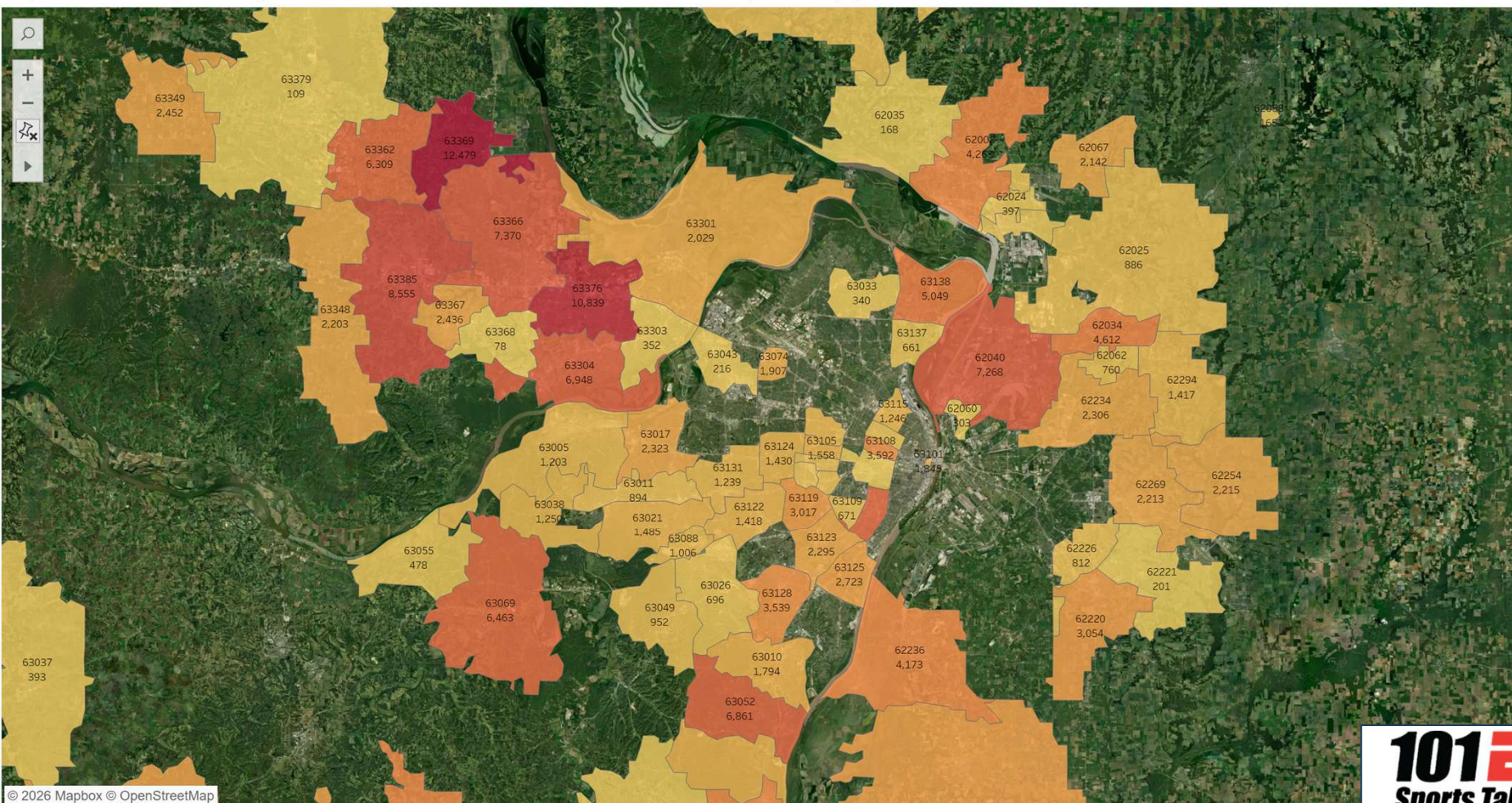
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Top Residential Zip Codes: (Adults 18 or older who Listened to WIL-FM in the past 7 days)



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



SUM(Adults 18 or older...
78 12,479

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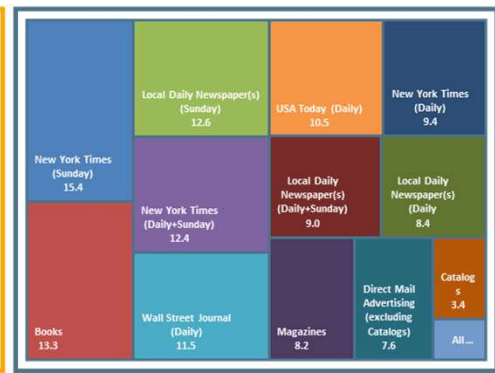
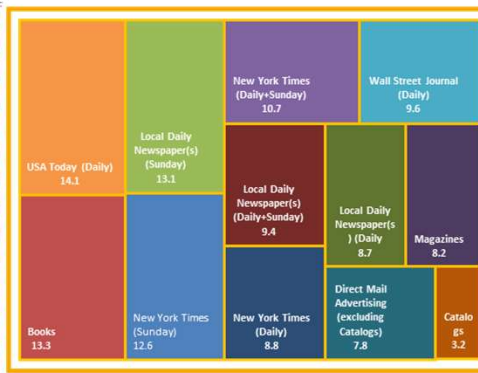
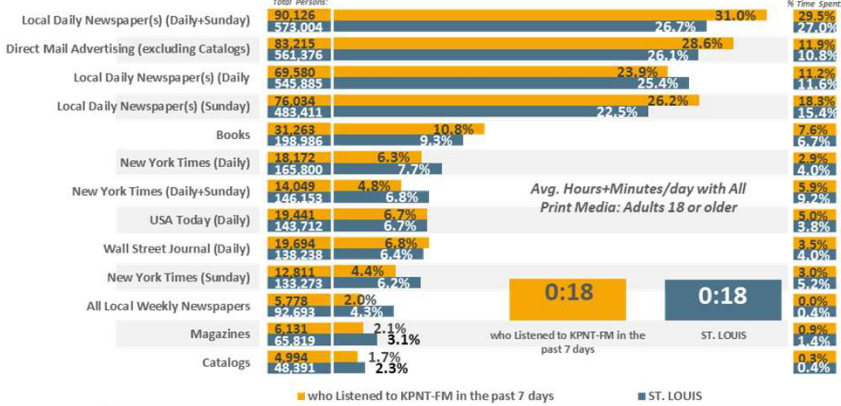
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Radio Stations: WXOS-FM

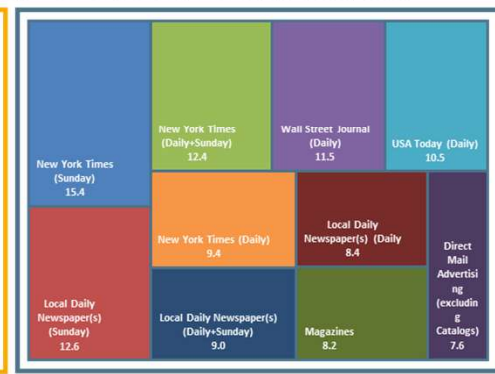
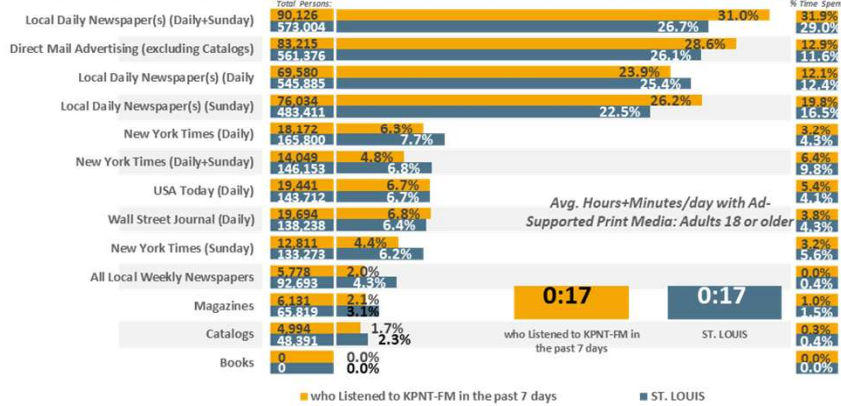


90,126 or 31.% of Adults 18 or older who Listened to KPNT-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 31.9% of all time spent daily with All forms of Print Media.

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**



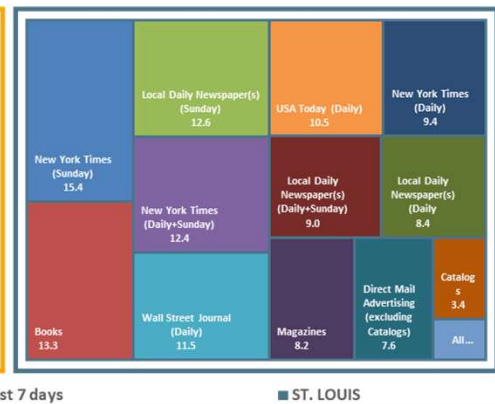
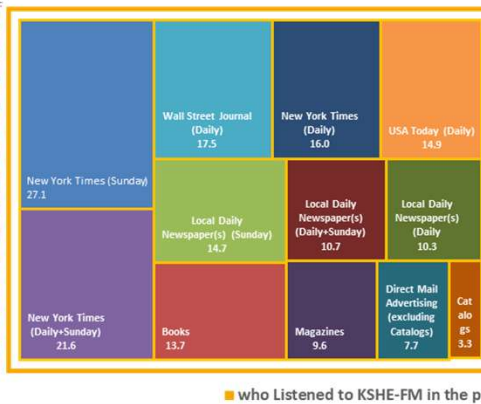
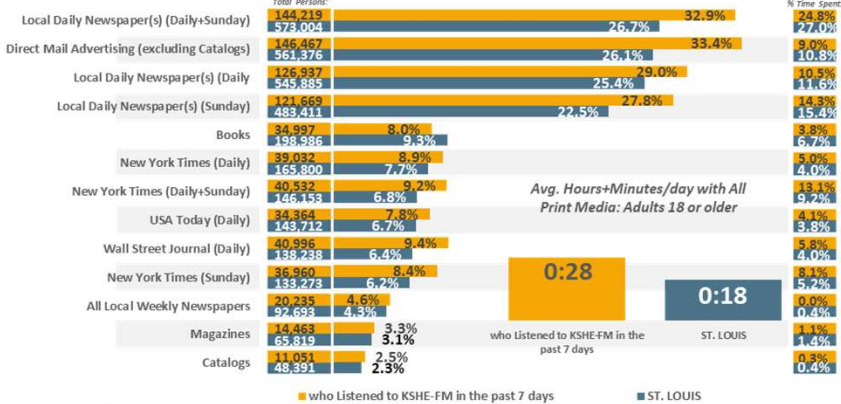
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



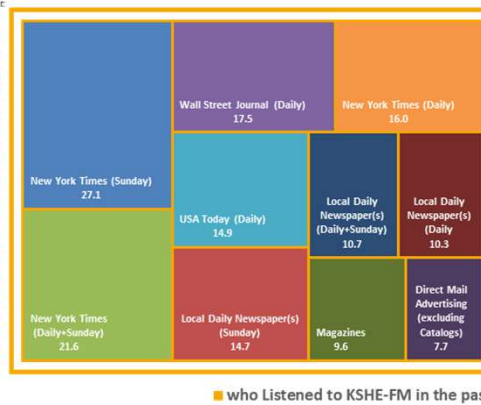
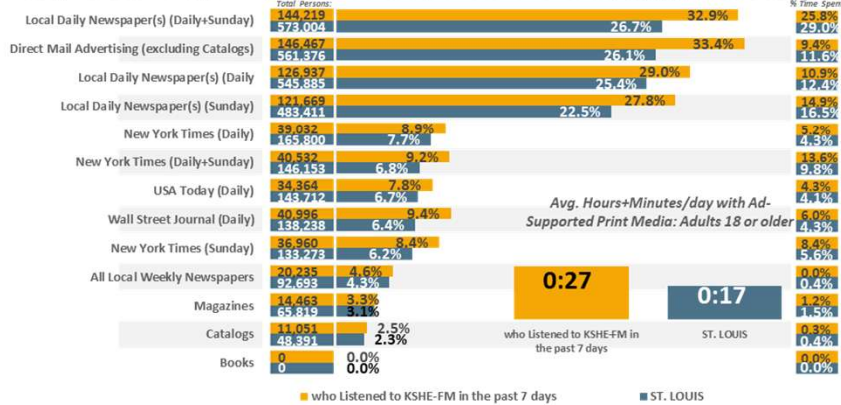


144,219 or 32.9% of Adults 18 or older who Listened to KSHE-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.7 minutes every day representing 25.8% of all time spent daily with All forms of Print Media.

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



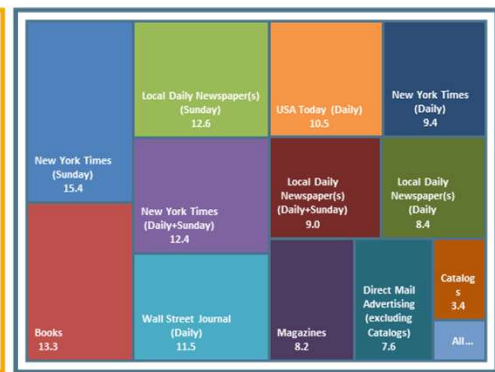
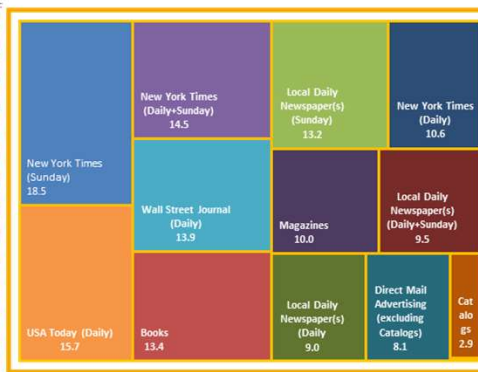
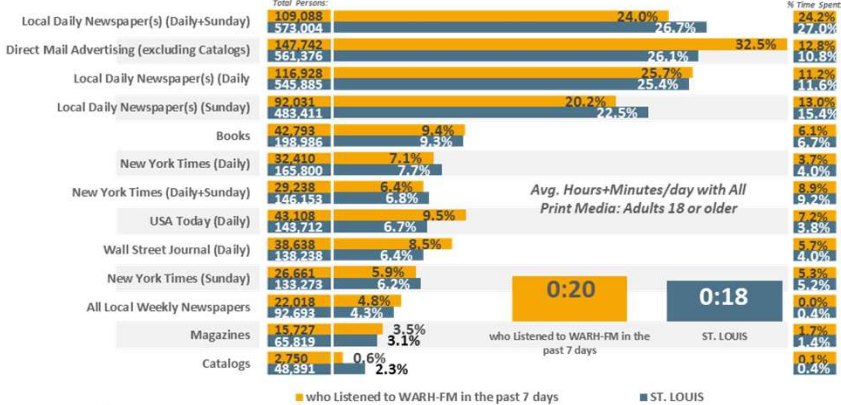
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



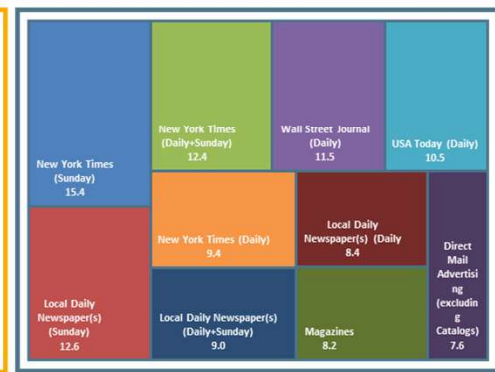
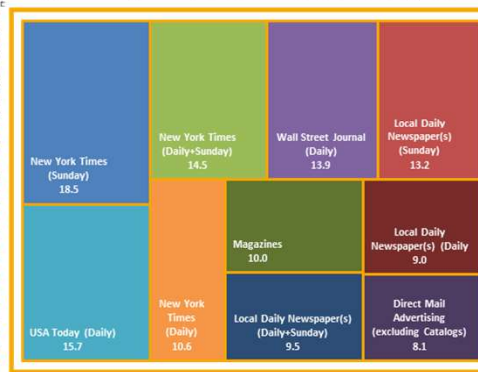
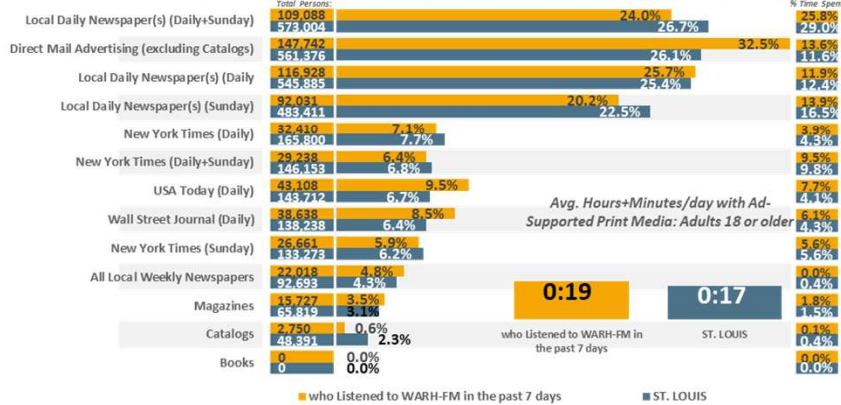


109,088 or 24.4% of Adults 18 or older who Listened to WARH-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 25.8% of all time spent daily with All forms of Print Media.

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



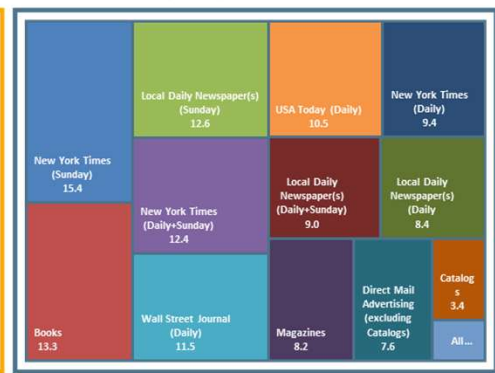
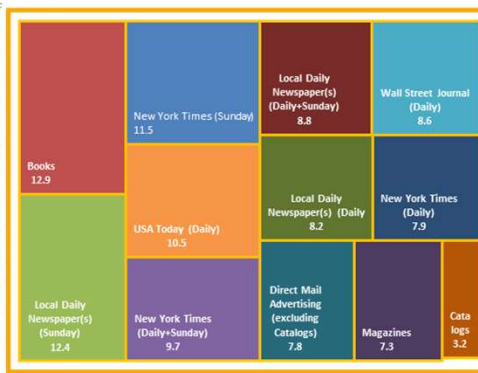
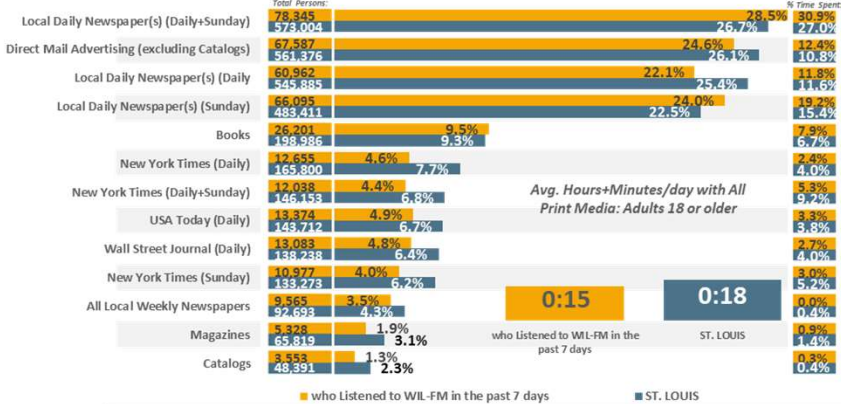
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



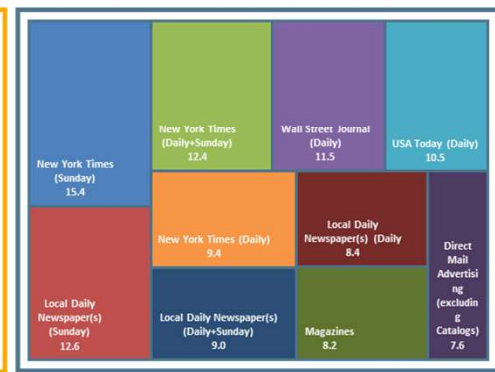
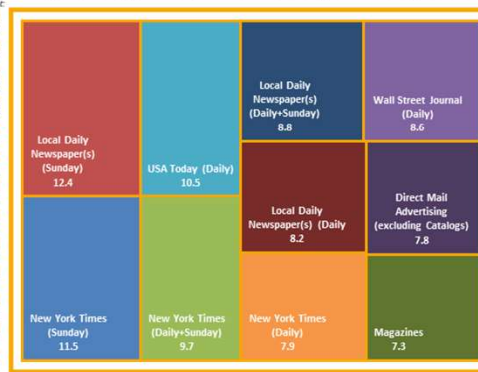
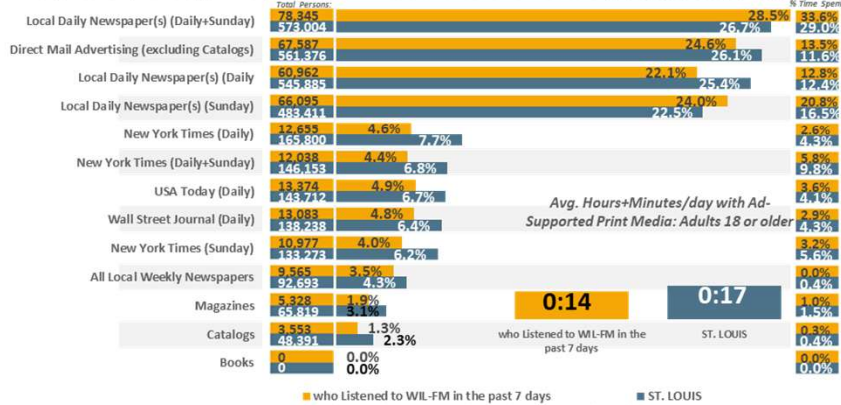


78,345 or 28.5% of Adults 18 or older who Listened to WIL-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 33.6% of all time spent daily with All forms of Print Media.

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**



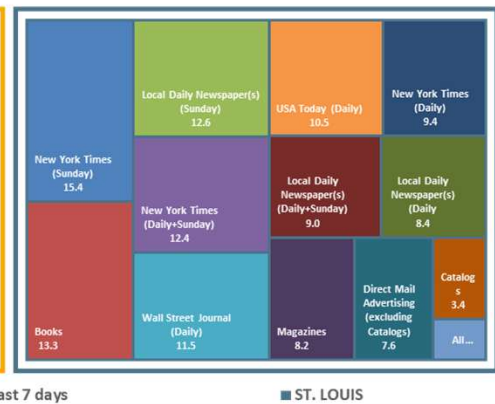
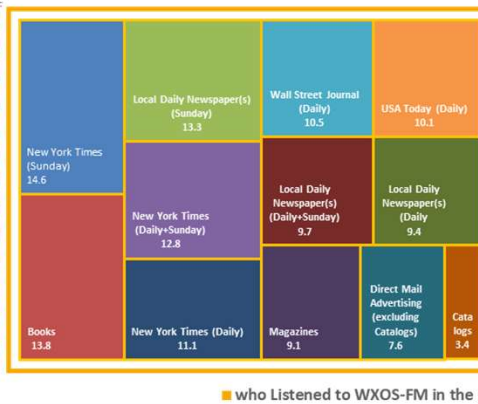
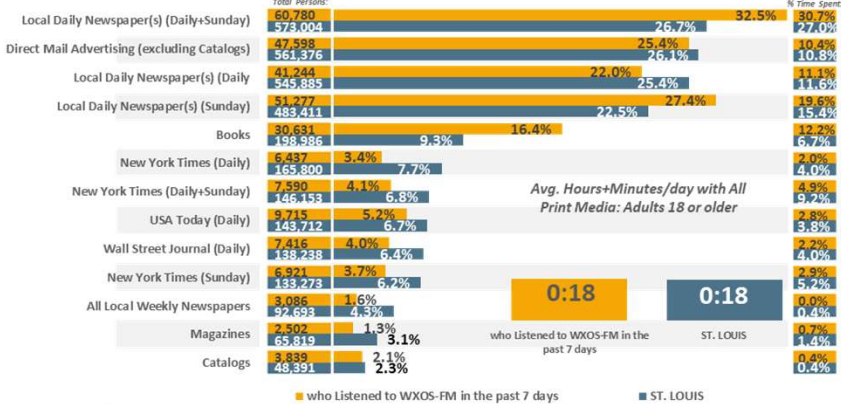
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



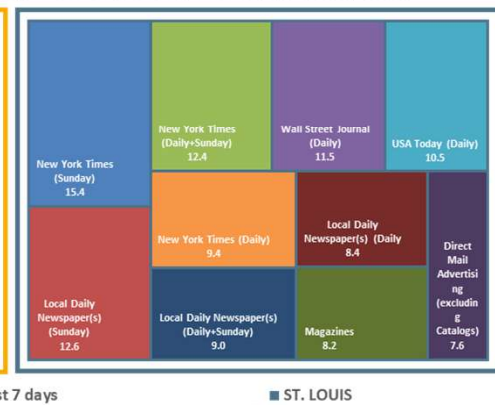
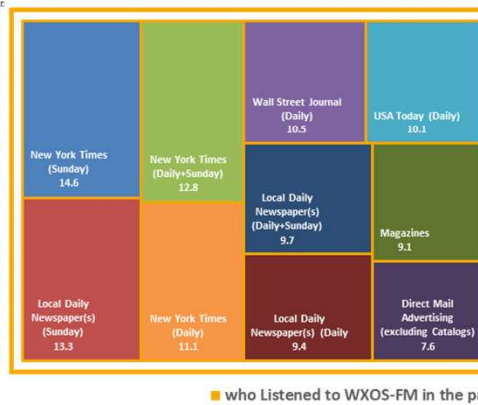
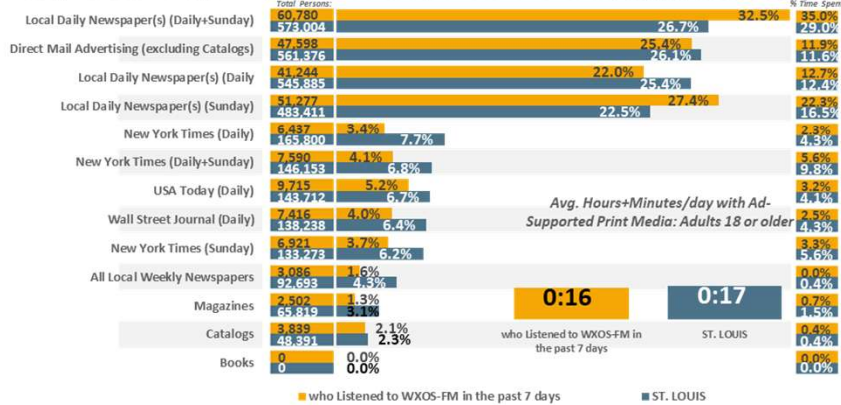


60,780 or 32.5% of Adults 18 or older who Listened to WXOS-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.7 minutes every day representing 35.% of all time spent daily with All forms of Print Media.

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**

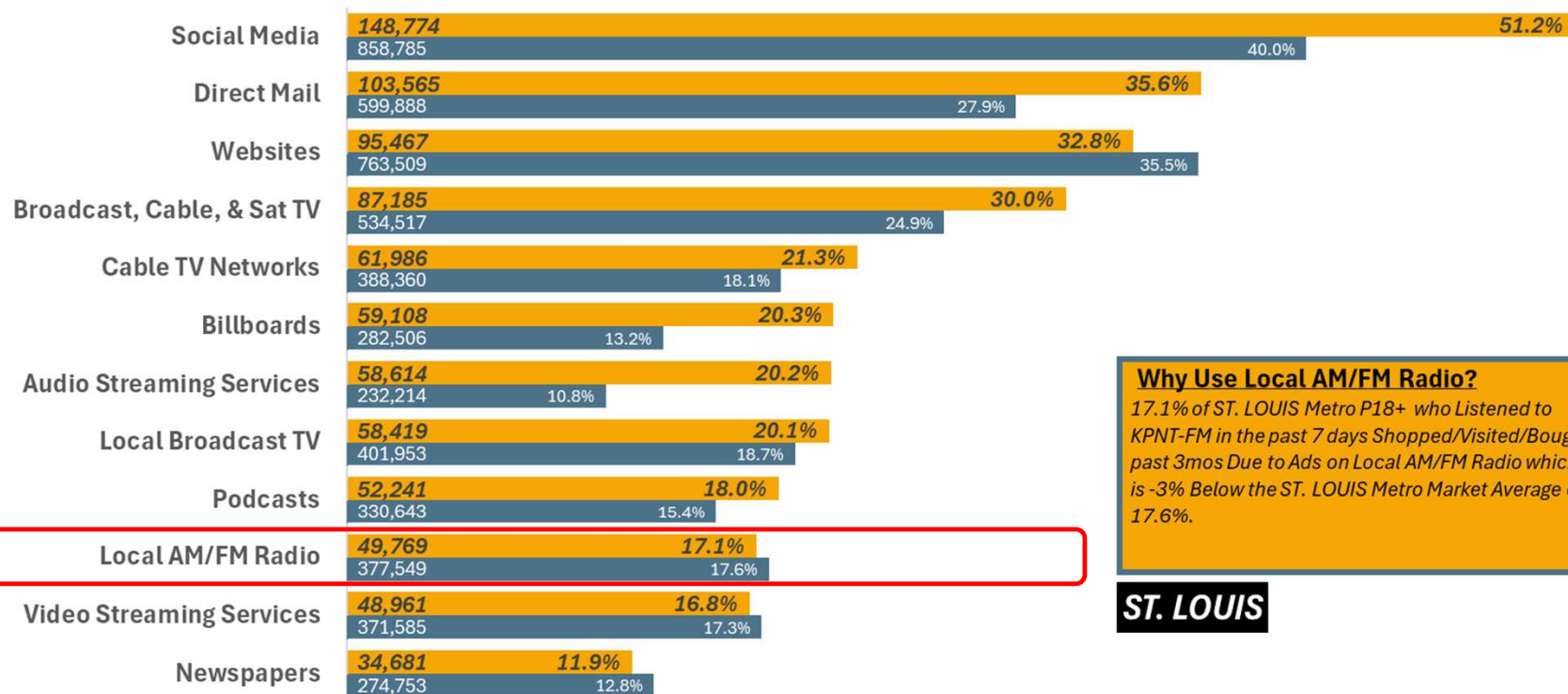


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



"Advertising Actions"

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



Why Use Local AM/FM Radio?

17.1% of ST. LOUIS Metro P18+ who Listened to KPNT-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -3% Below the ST. LOUIS Metro Market Average of 17.6%.

ST. LOUIS

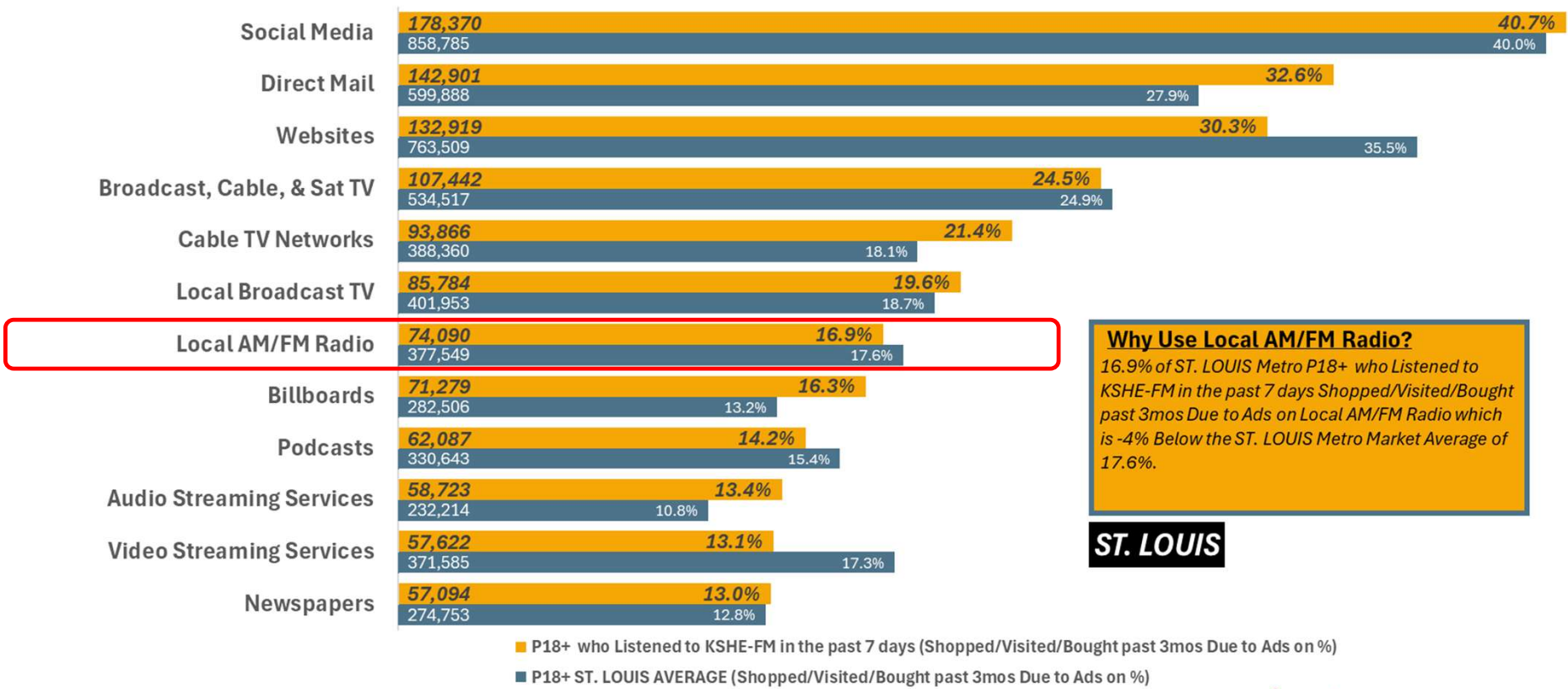
■ P18+ who Listened to KPNT-FM in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ ST. LOUIS AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)



"Advertising Actions"

P18+ who Listened to KSHE-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 KSHE-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 17.6%.

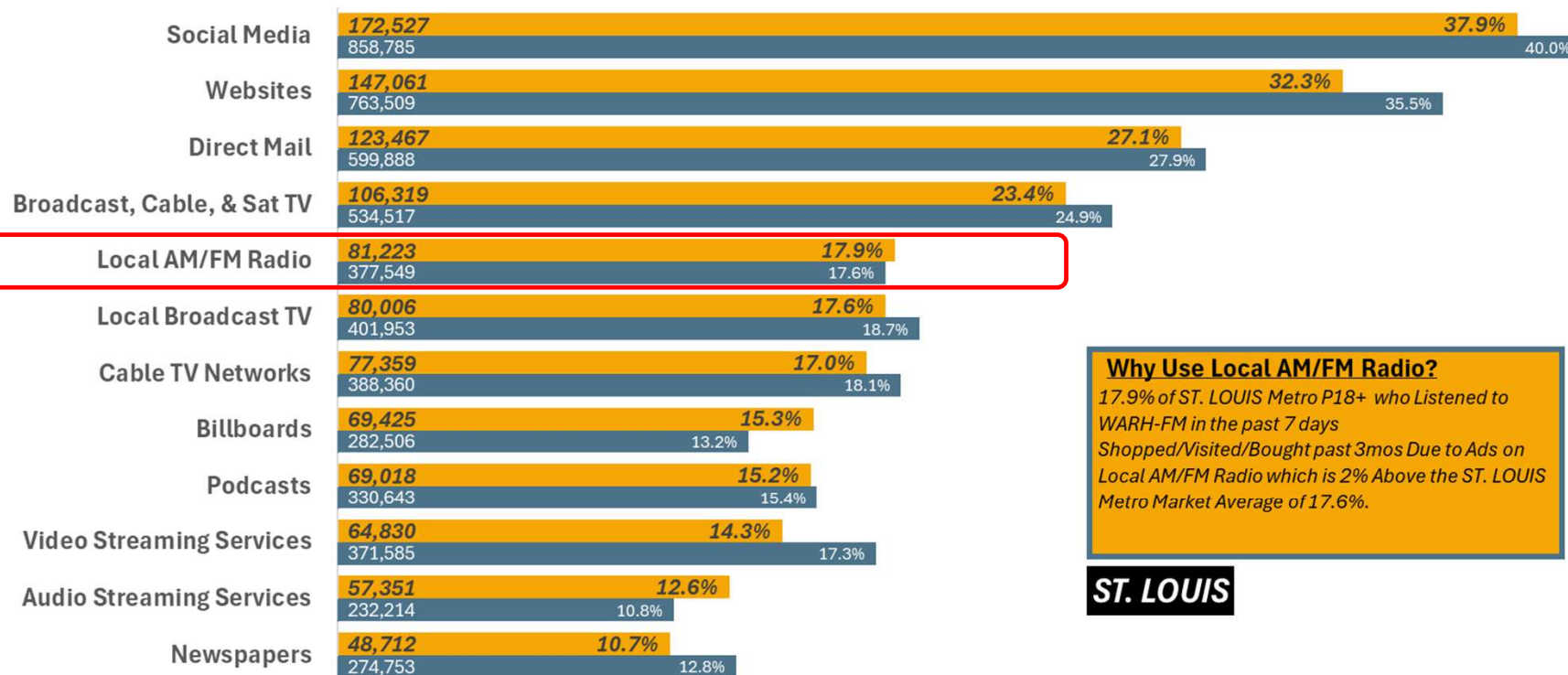
ST. LOUIS

ST. LOUIS Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab: 346
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"Advertising Actions"

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



Why Use Local AM/FM Radio?

17.9% of ST. LOUIS Metro P18+ who Listened to WARH-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 2% Above the ST. LOUIS Metro Market Average of 17.6%.

ST. LOUIS

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

■ P18+ ST. LOUIS AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

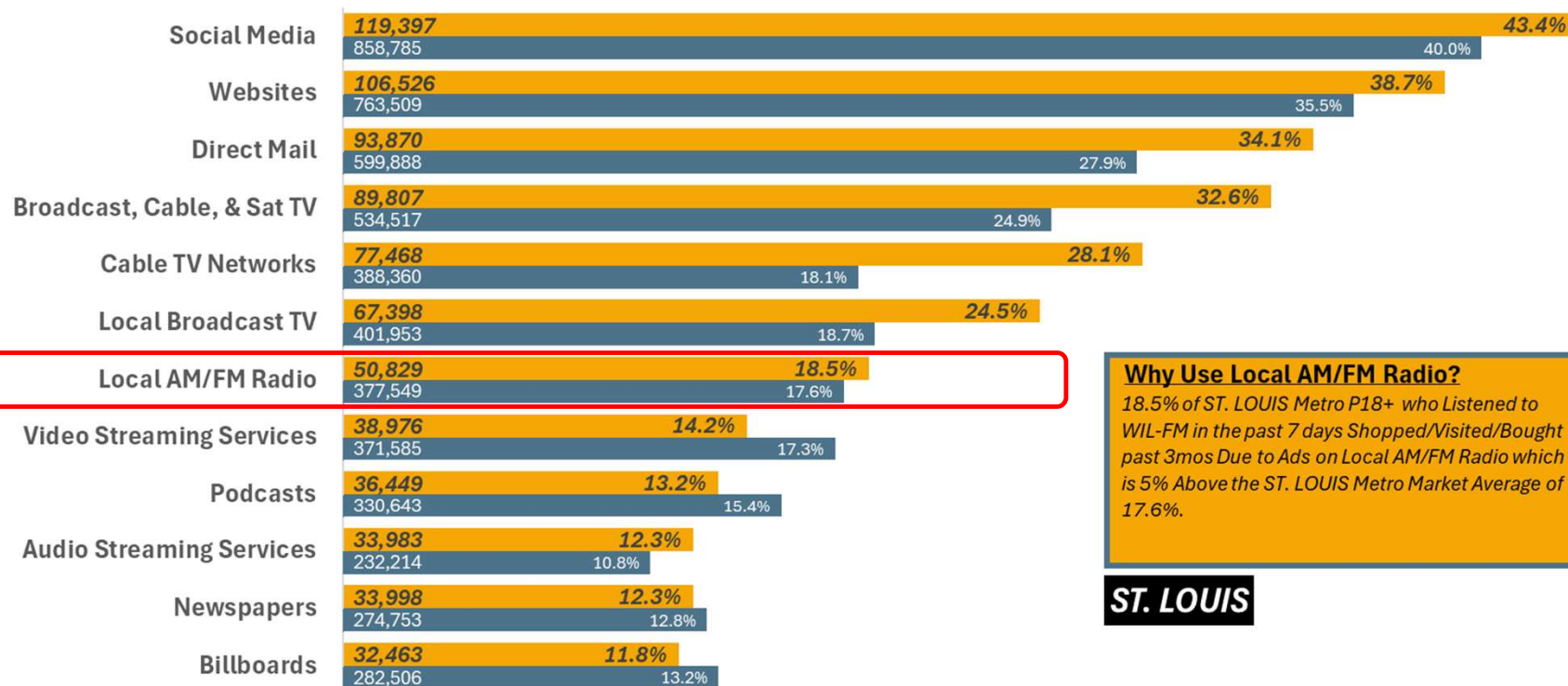
ST. LOUIS Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab: 386
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"Advertising Actions"

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



Why Use Local AM/FM Radio?

18.5% of ST. LOUIS Metro P18+ who Listened to WIL-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 17.6%.

ST. LOUIS

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

■ P18+ ST. LOUIS AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

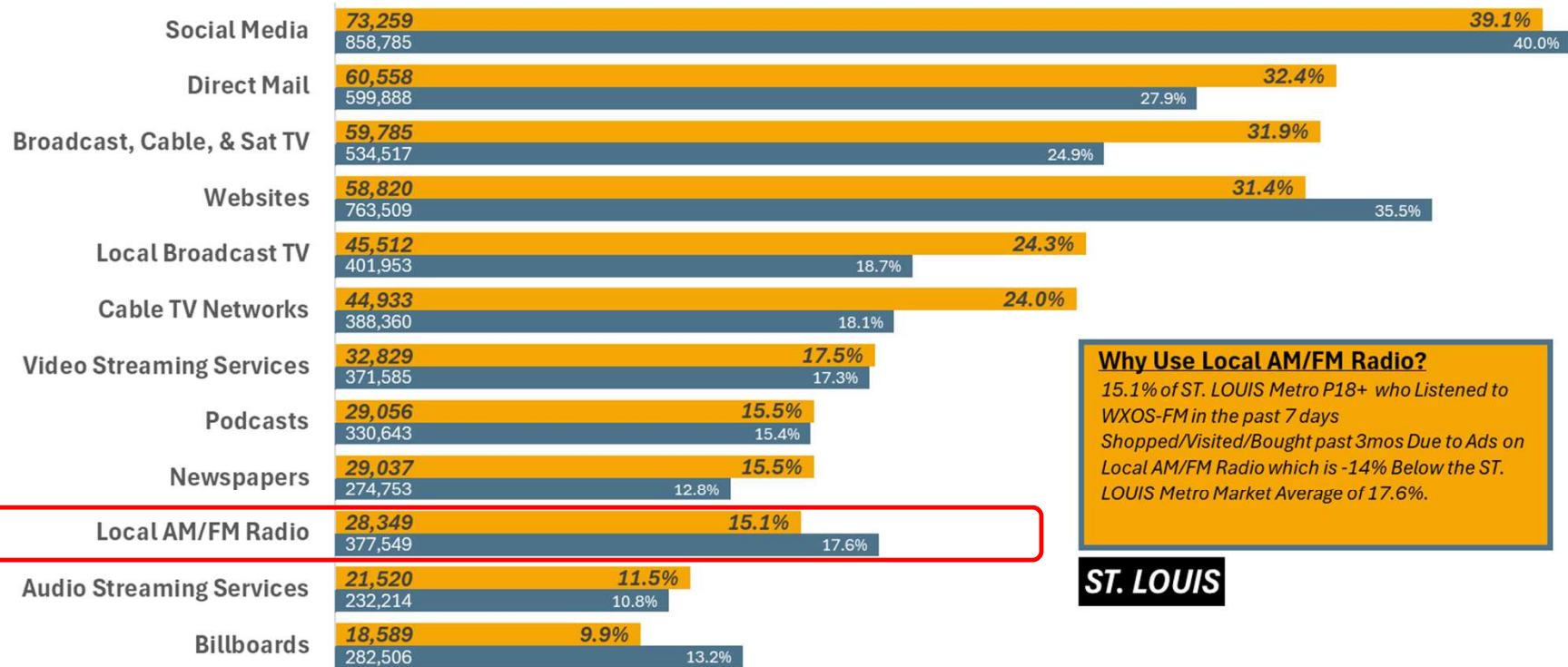
ST. LOUIS Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab: 226
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Radio Stations: WIL-FM

"Advertising Actions"

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



Why Use Local AM/FM Radio?

15.1% of ST. LOUIS Metro P18+ who Listened to WXOS-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -14% Below the ST. LOUIS Metro Market Average of 17.6%.

ST. LOUIS

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

■ P18+ ST. LOUIS AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)