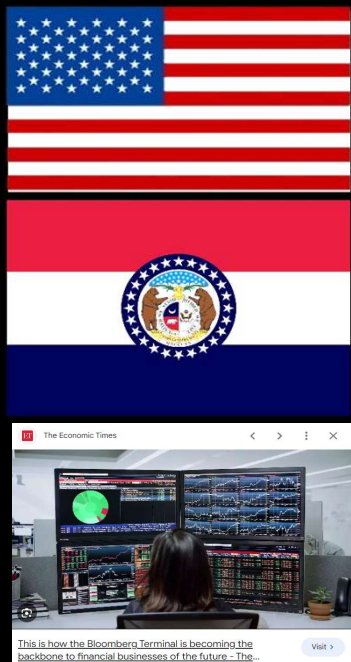


# ST. LOUIS, MO, Metro – 5 P18+ Profiles of AUDACY RADIO Listeners! Brand New Data as of February 28, 2026! **Complete Demographic & Media Use Profiles**



**Metro  
#24 P18+**

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

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

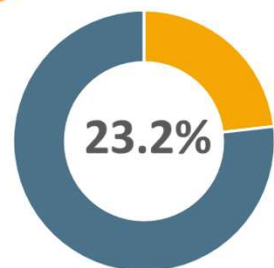




23.2% or 498,133 of ST. LOUIS Metro Adults 18 or older Listened to KEZK-FM in the past 7 days.  
Typical Adults 18 or older who Listened to KEZK-FM in the past 7 days are 51.3 years old (3.8% older than average) and have a \$114,618 (6.9% higher than average) annual household income.



### Percent of Market: Adults 18 or older



Total Persons:

498,133

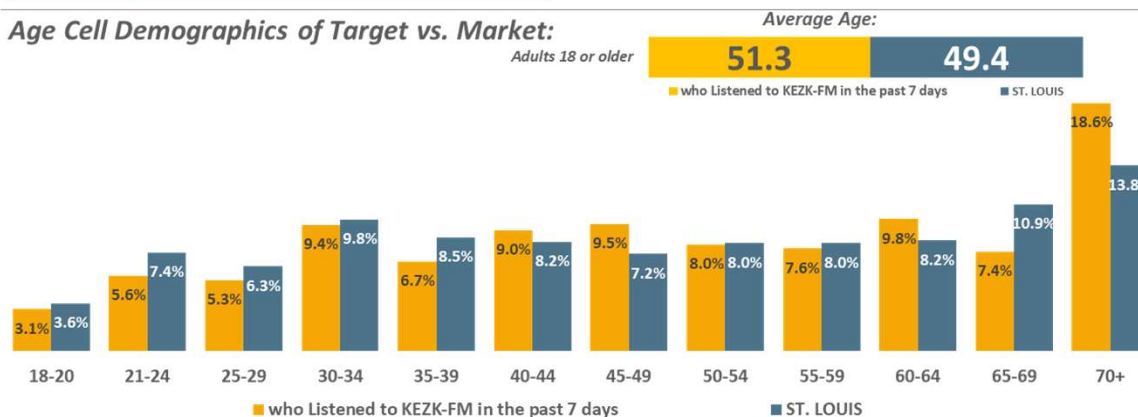
1,649,887



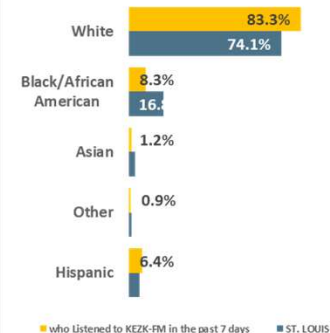
### Gender of Target vs. Market: Adults 18 or older

	Men	Men	Women	Women
%M vs. %F:	46.5%	48.9%	53.5%	51.1%
Average Age:	51.8	49.6	50.9	49.3
# Persons:	231,768	1,050,794	266,365	1,097,226

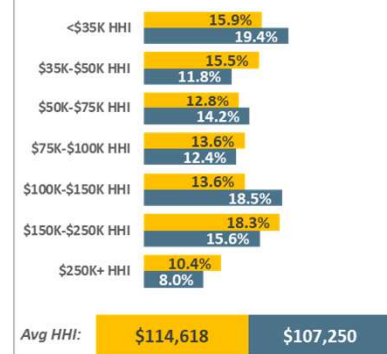
### Age Cell Demographics of Target vs. Market:



### Ethnicity of Target vs. Market:



### HHI of Target vs. Market:



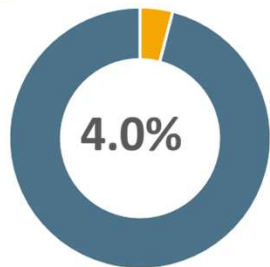




4.0% or 86,824 of ST. LOUIS Metro Adults 18 or older Listened to KFTK-FM in the past 7 days.  
Typical Adults 18 or older who Listened to KFTK-FM in the past 7 days are 51.1 years old (3.3% older than average) and have a \$114,403 (6.7% higher than average) annual household income.



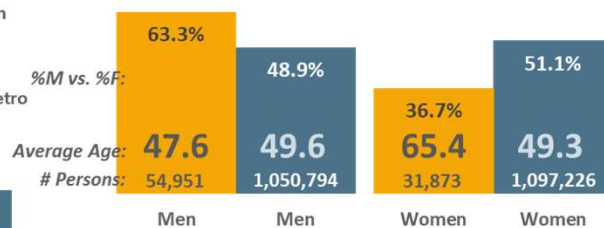
### Percent of Market: Adults 18 or older



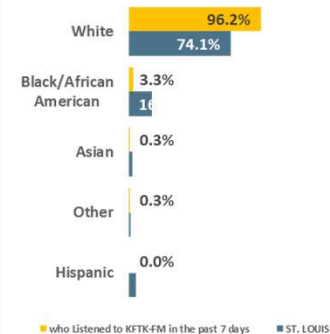
Total Persons:  
86,824 2,061,196



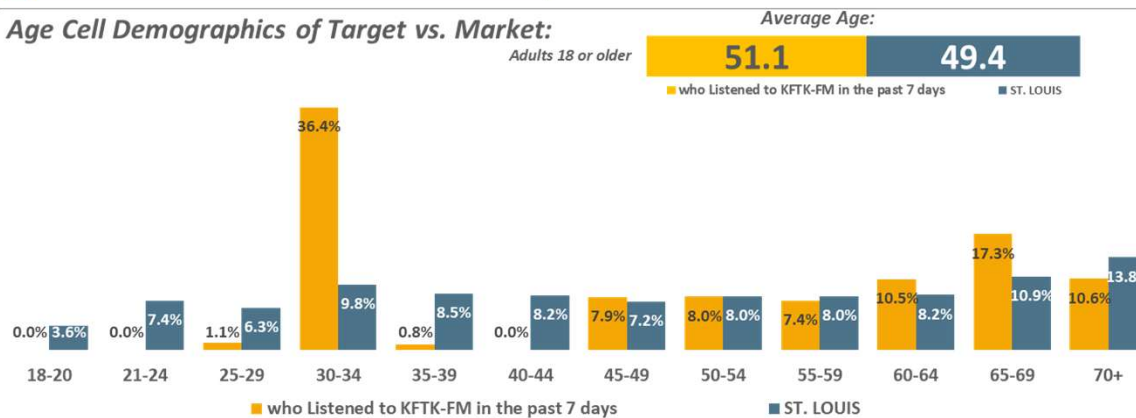
### Gender of Target vs. Market: Adults 18 or older



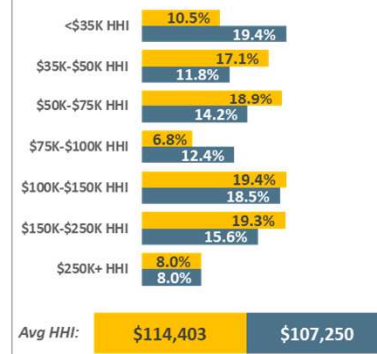
### Ethnicity of Target vs. Market:



### Age Cell Demographics of Target vs. Market:



### HHI of Target vs. Market:





10.1% or 217,166 of ST. LOUIS Metro Adults 18 or older Listened to KMOX-FM in the past 7 days.  
Typical Adults 18 or older who Listened to KMOX-FM in the past 7 days are 55.8 years old (12.8% older than average) and have a \$104,957 (2.1% lower than average) annual household income.

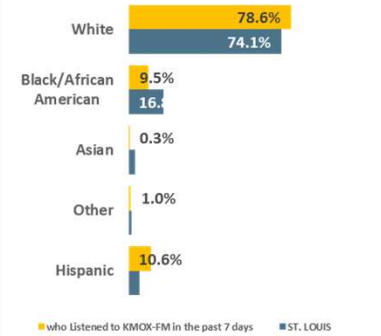
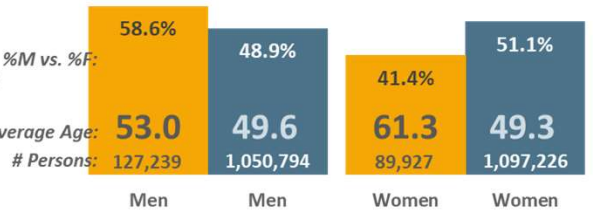
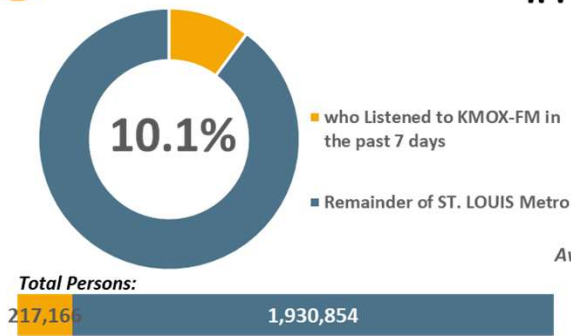


Percent of Market: Adults 18 or older

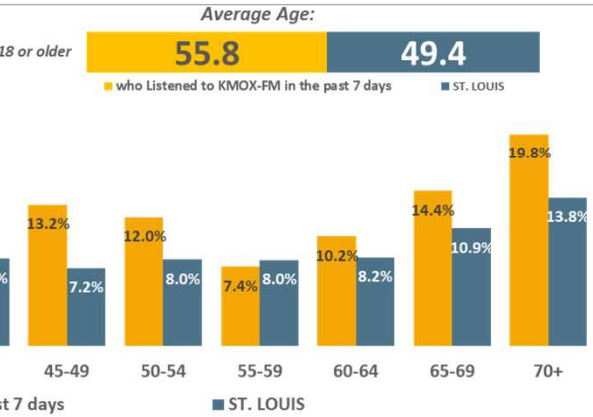


Gender of Target vs. Market: Adults 18 or older

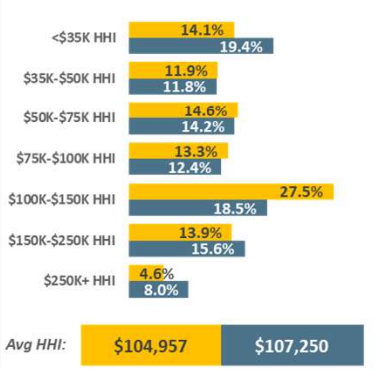
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



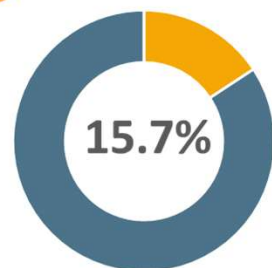
ST. LOUIS Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 203  
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15.7% or 338,145 of ST. LOUIS Metro Adults 18 or older Listened to KYKY-FM in the past 7 days.  
Typical Adults 18 or older who Listened to KYKY-FM in the past 7 days are 45.7 years old (7.5% younger than average) and have a \$124,128 (15.7% higher than average) annual household income.



### Percent of Market: Adults 18 or older



who Listened to KYKY-FM in the past 7 days

Remainder of ST. LOUIS Metro

Total Persons:

338,145 1,809,875

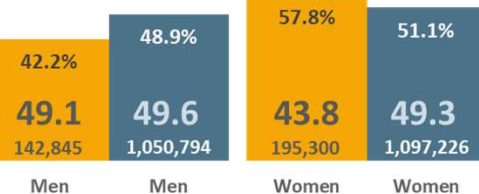


### Gender of Target vs. Market: Adults 18 or older

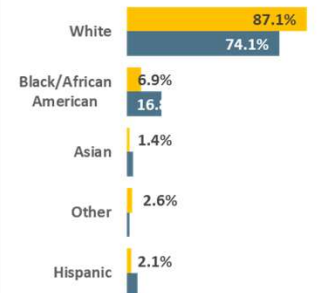
%M vs. %F:

Average Age:

# Persons:



### Ethnicity of Target vs. Market:

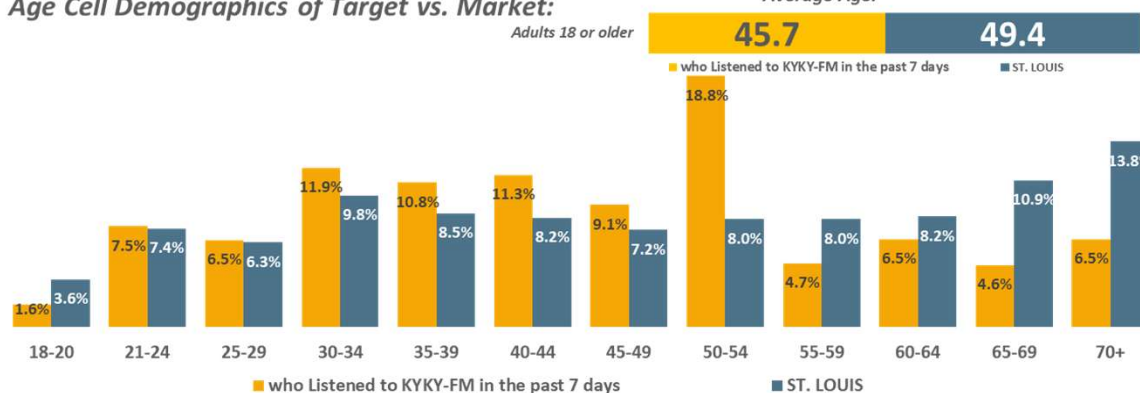


who Listened to KYKY-FM in the past 7 days ST. LOUIS

### Age Cell Demographics of Target vs. Market:

Adults 18 or older

Average Age:

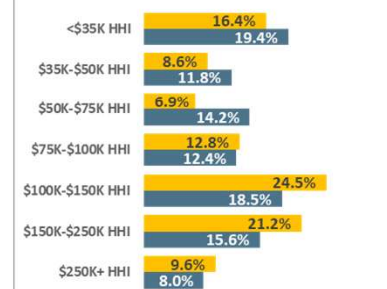


who Listened to KYKY-FM in the past 7 days

ST. LOUIS



### HHI of Target vs. Market:



Avg HHI:

\$124,128 \$107,250





11.2% or 241,593 of ST. LOUIS Metro Adults 18 or older Listened to WFUN-FM in the past 7 days.  
 Typical Adults 18 or older who Listened to WFUN-FM in the past 7 days are 49.7 years old (.5% older than average) and have a \$96,435 (10.1% lower than average) annual household income.

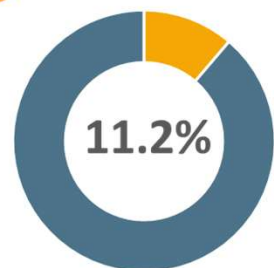


## Percent of Market: Adults 18 or older



## Gender of Target vs. Market: Adults 18 or older

## Ethnicity of Target vs. Market:



Total Persons:

241,593 1,906,427

%M vs. %F:

45.2%

48.9%

54.8%

51.1%

Average Age:

46.2

49.6

53.6

49.3

# Persons:

109,240

1,050,794

132,353

1,097,226

Men

Men

Women

Women

## Age Cell Demographics of Target vs. Market:

Average Age:

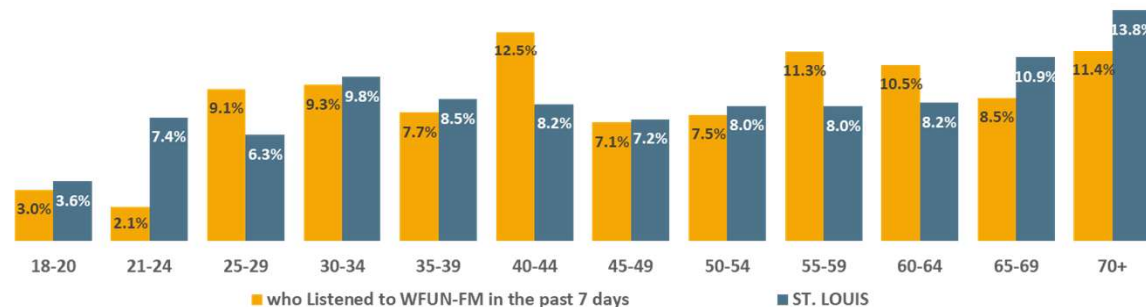
Adults 18 or older

49.7

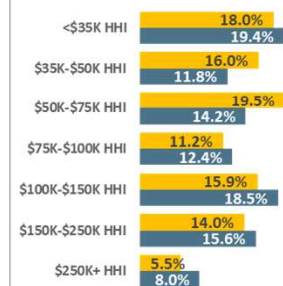
49.4

who Listened to WFUN-FM in the past 7 days

ST. LOUIS



## HHI of Target vs. Market:



Avg HHI:

\$96,435

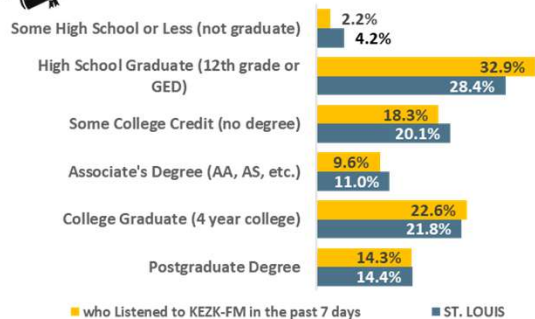
\$107,250



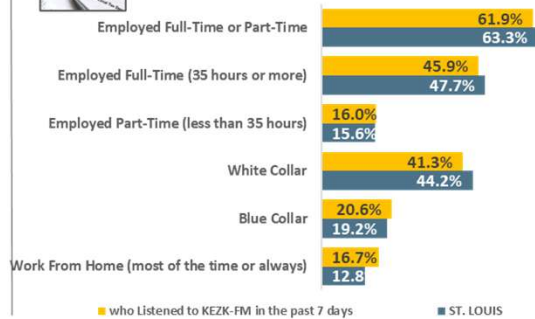
23.2% or 498,133 of ST. LOUIS Metro Adults 18 or older Listened to KEZK-FM in the past 7 days. Adults 18 or older who Listened to KEZK-FM in the past 7 days are 1.9% more likely to be a college graduate, 3.8% less likely to work full-time, 4.6% more likely to be married, 3.5% less likely to be a parent of 1 or more children under 18.



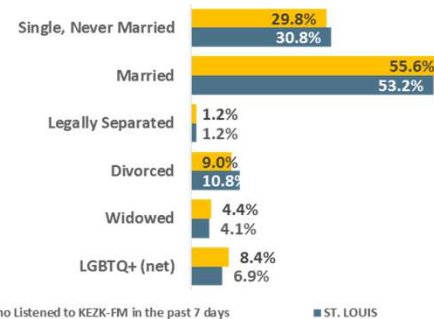
### Education Levels: Adults 18 or older



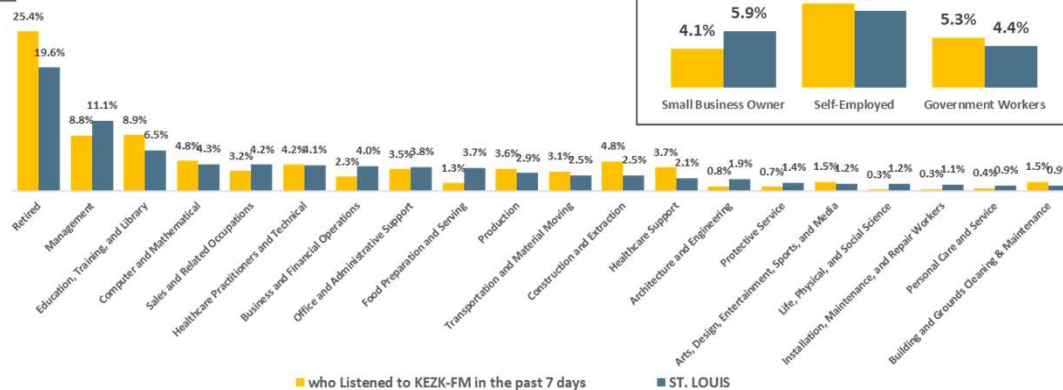
### Employment: Adults 18 or older



### Marital Status: Adults 18 or older



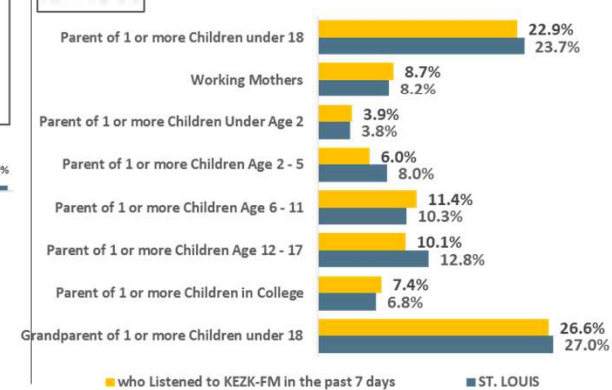
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older

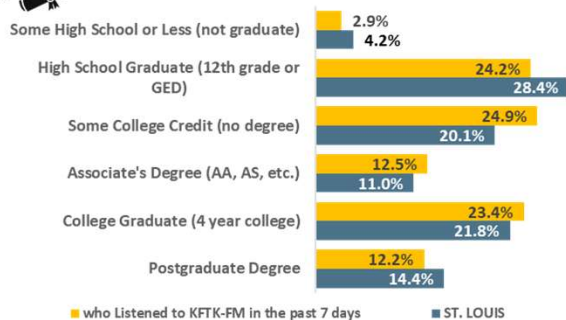




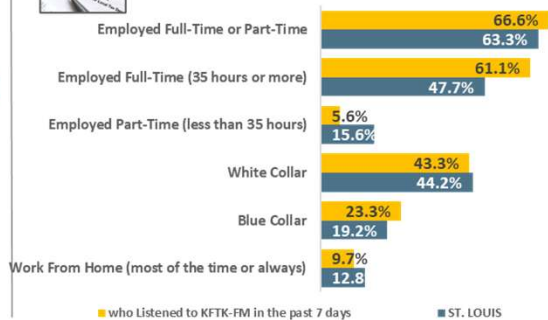
4.4% or 86,824 of ST. LOUIS Metro Adults 18 or older Listened to KFTK-FM in the past 7 days. Adults 18 or older who Listened to KFTK-FM in the past 7 days are 2.2% less likely to be a college graduate, 27.9% more likely to work full-time, 27.8% more likely to be married, 28.9% less likely to be a parent of 1 or more children under 18.



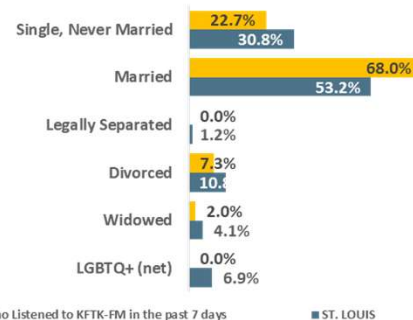
### Education Levels: Adults 18 or older



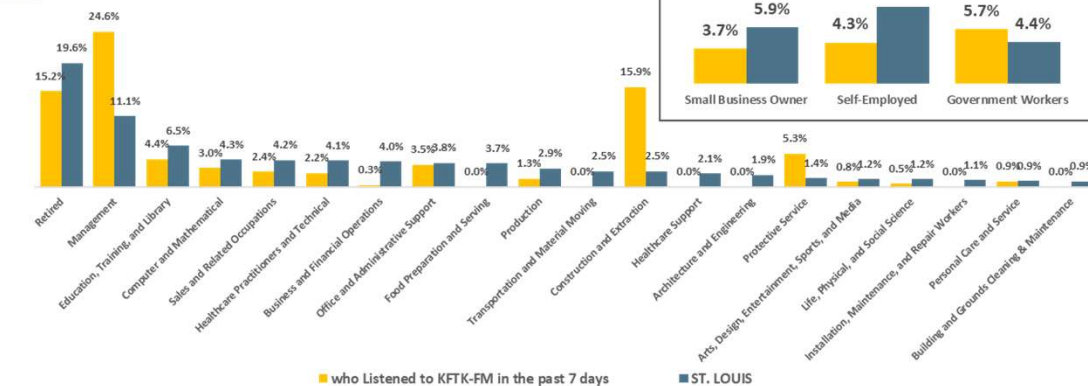
### Employment: Adults 18 or older



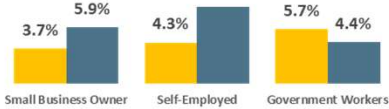
### Marital Status: Adults 18 or older



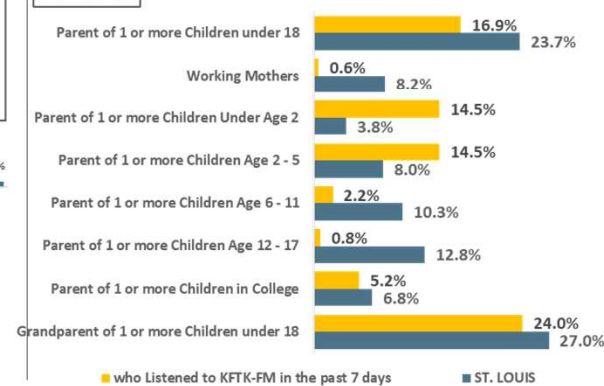
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older





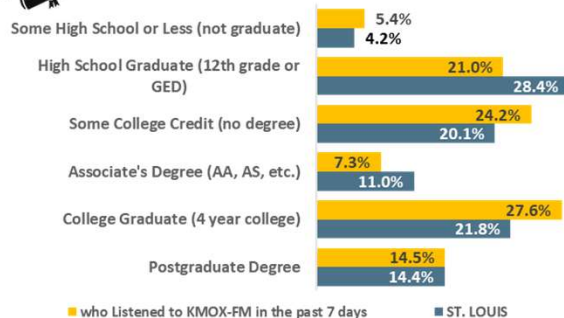
1120 AM • 98.7 FM

**KMOX**  
The Voice of St. Louis

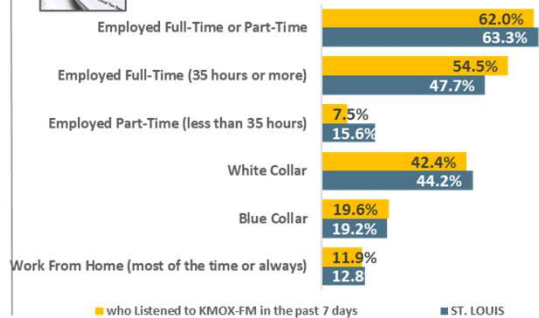
10.1% or 217,166 of ST. LOUIS Metro Adults 18 or older Listened to KMOX-FM in the past 7 days. Adults 18 or older who Listened to KMOX-FM in the past 7 days are 16.% more likely to be a college graduate, 14.2% more likely to work full-time, 20.1% more likely to be married, 13.8% more likely to be a parent of 1 or more children under 18.



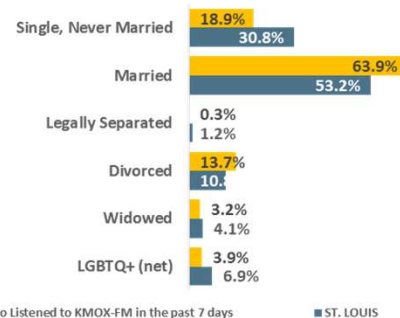
### Education Levels: Adults 18 or older



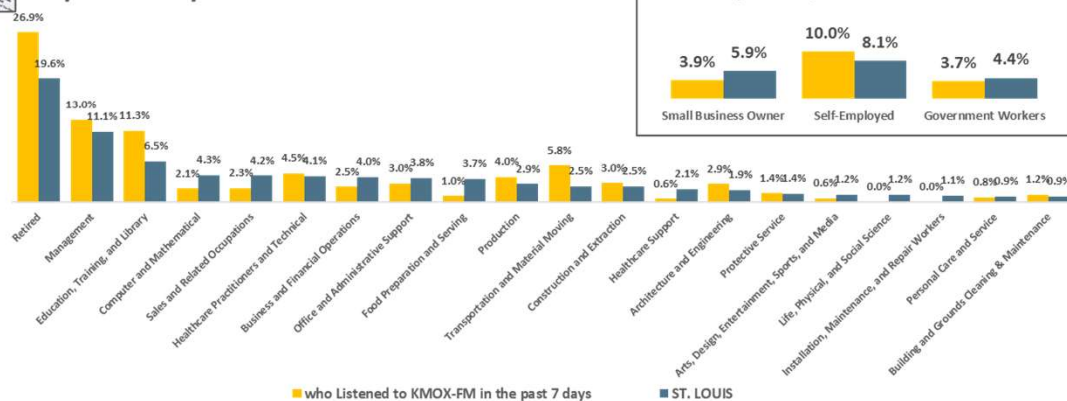
### Employment: Adults 18 or older



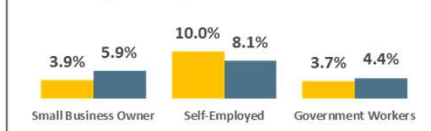
### Marital Status: Adults 18 or older



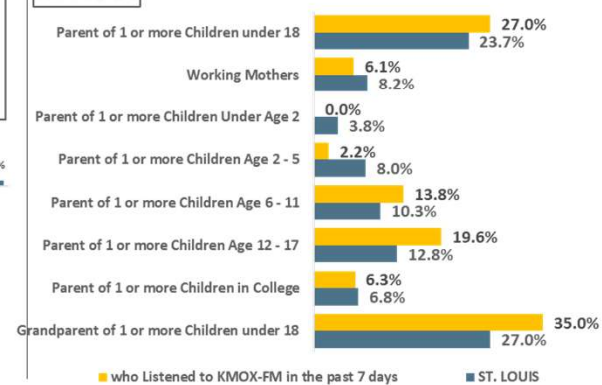
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older



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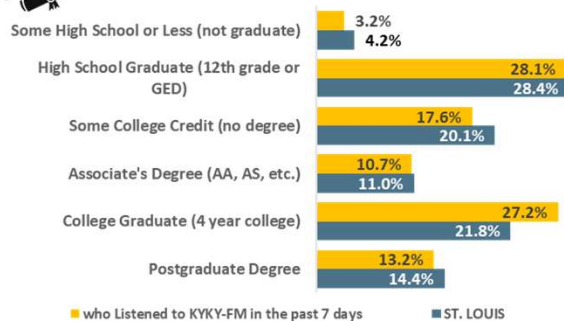
Radio Stations: KMOX-FM



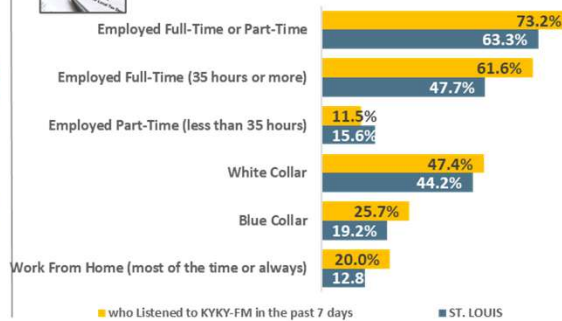
15.7% or 338,145 of ST. LOUIS Metro Adults 18 or older Listened to KYKY-FM in the past 7 days. Adults 18 or older who Listened to KYKY-FM in the past 7 days are 11.5% more likely to be a college graduate, 29.1% more likely to work full-time, 10.2% more likely to be married, 19.2% more likely to be a parent of 1 or more children under 18.



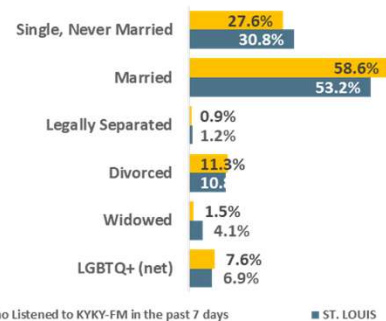
### Education Levels: Adults 18 or older



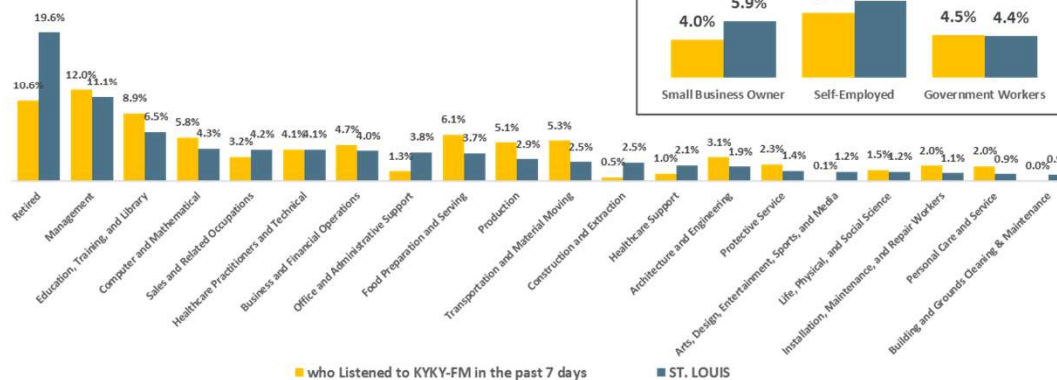
### Employment: Adults 18 or older



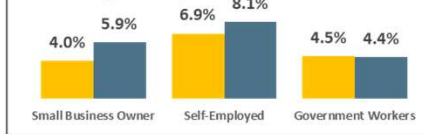
### Marital Status: Adults 18 or older



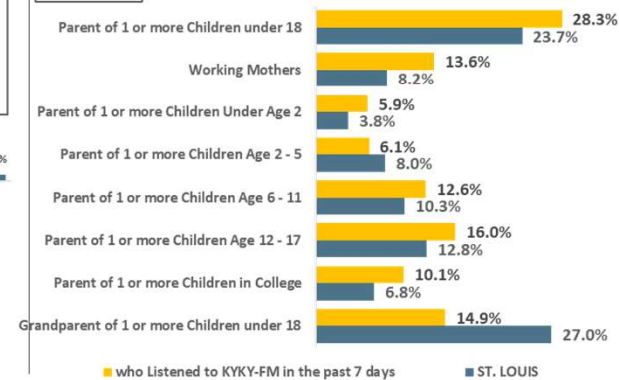
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older

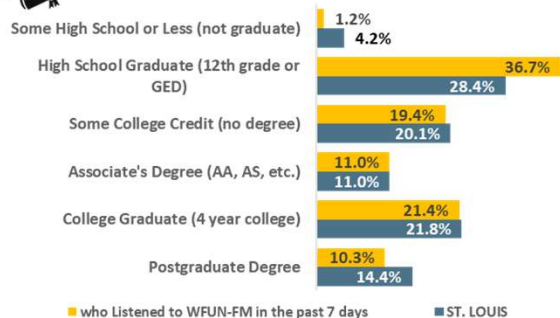




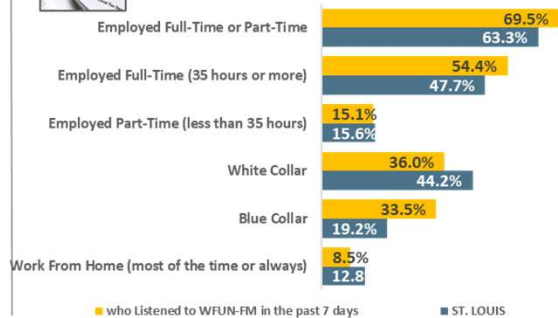
11.2% or 241,593 of ST. LOUIS Metro Adults 18 or older Listened to WFUN-FM in the past 7 days. Adults 18 or older who Listened to WFUN-FM in the past 7 days are 12.5% less likely to be a college graduate, 13.9% more likely to work full-time, 20.8% less likely to be married, 25.2% more likely to be a parent of 1 or more children under 18.



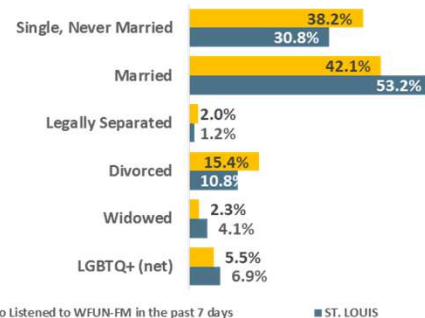
### Education Levels: Adults 18 or older



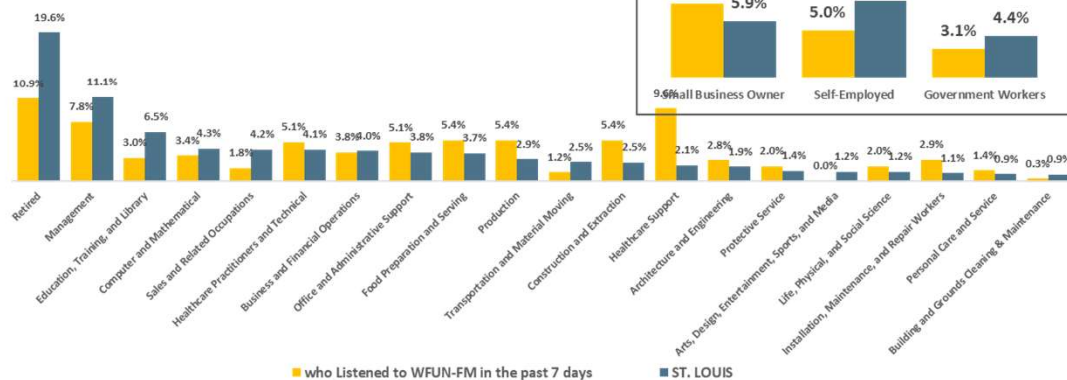
### Employment: Adults 18 or older



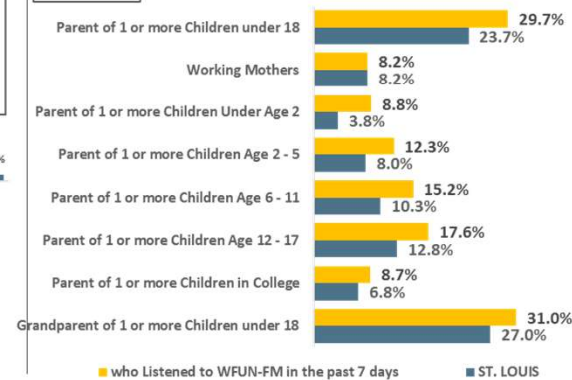
### Marital Status: Adults 18 or older



### Top-20 Occupations: Adults 18 or older



### Stage in Life: Adults 18 or older



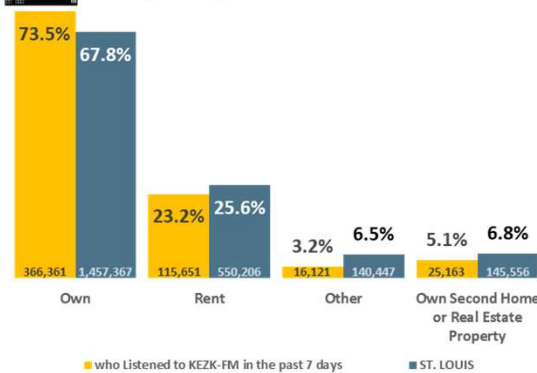




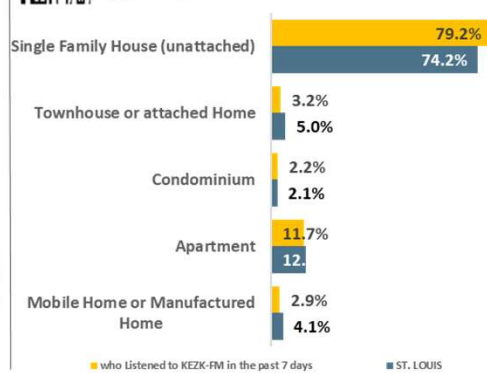
23.2% or 498,133 of ST. LOUIS Metro Adults 18 or older Listened to KEZK-FM in the past 7 days. Adults 18 or older who Listened to KEZK-FM in the past 7 days are 8.4% more likely to own their home, 19.6% more likely to own a higher valued home, 6.8% more likely to have a single-family home, 1.5% less likely to have a dog.



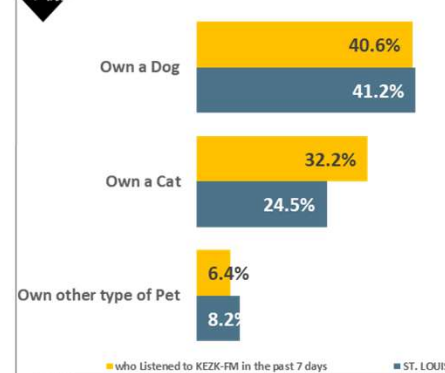
### Own/Rent/Other: Adults 18 or older



### Type of Home: Adults 18 or older



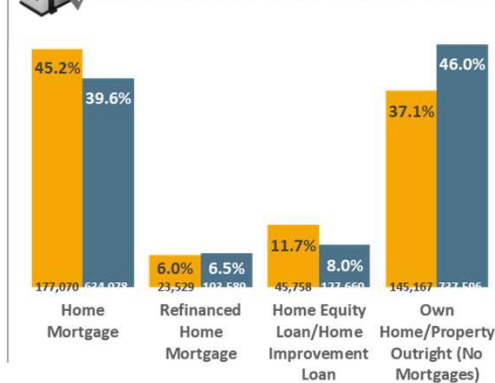
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



### Home Loans: Adults 18 or older

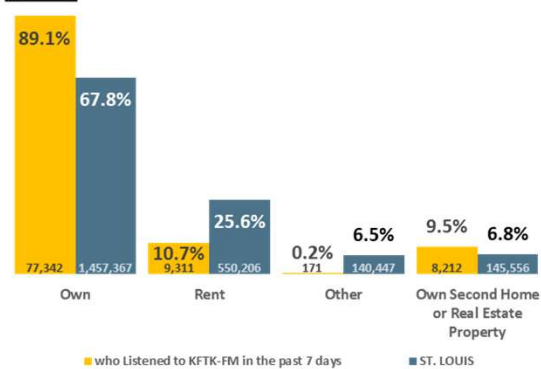




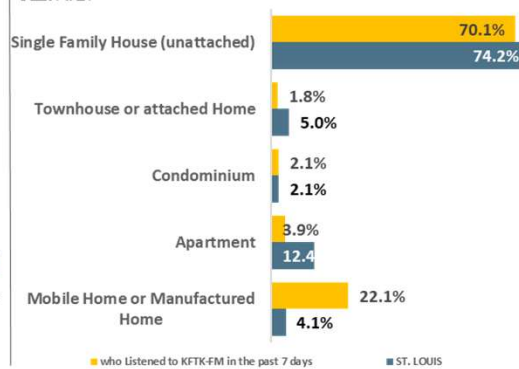
4.4% or 86,824 of ST. LOUIS Metro Adults 18 or older Listened to KFTK-FM in the past 7 days. Adults 18 or older who Listened to KFTK-FM in the past 7 days are 31.3% more likely to own their home, 25.6% more likely to own a lower valued home, 5.5% less likely to have a single-family home, 53.4% more likely to have a dog.



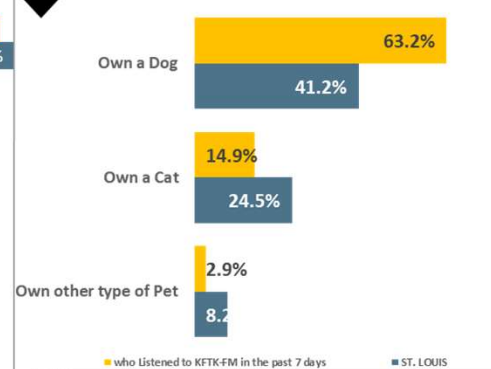
### Own/Rent/Other: Adults 18 or older



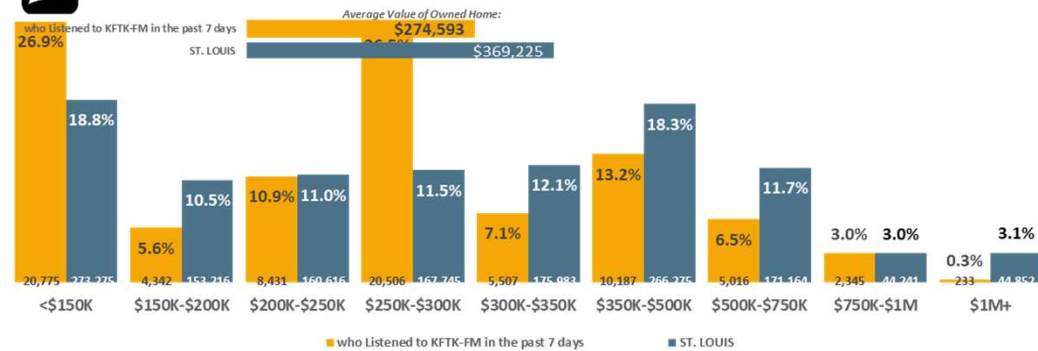
### Type of Home: Adults 18 or older



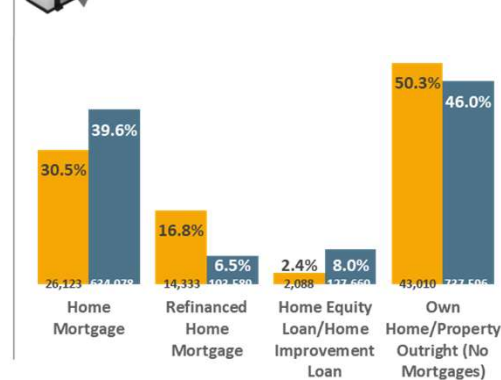
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



### Home Loans: Adults 18 or older



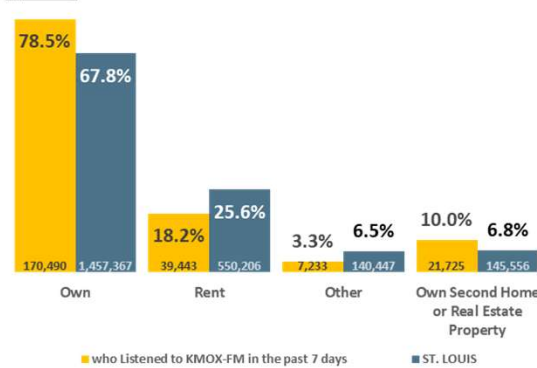
1120 AM • 98.7 FM

**KMOX**  
The Voice of St. Louis

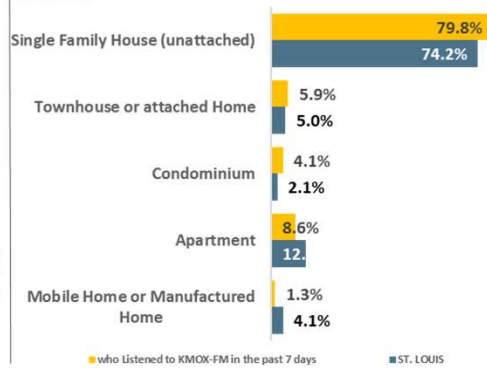
10.1% or 217,166 of ST. LOUIS Metro Adults 18 or older Listened to KMOX-FM in the past 7 days. Adults 18 or older who Listened to KMOX-FM in the past 7 days are 15.7% more likely to own their home, 10.2% more likely to own a lower valued home, 7.6% more likely to have a single-family home, 5.5% less likely to have a dog.



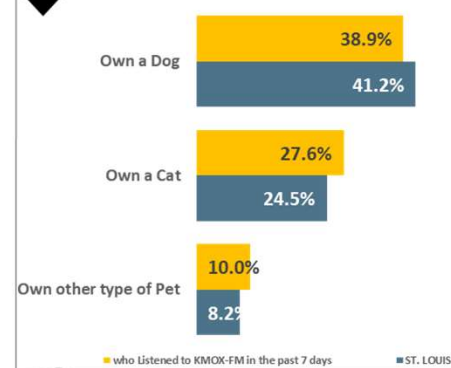
### Own/Rent/Other: Adults 18 or older



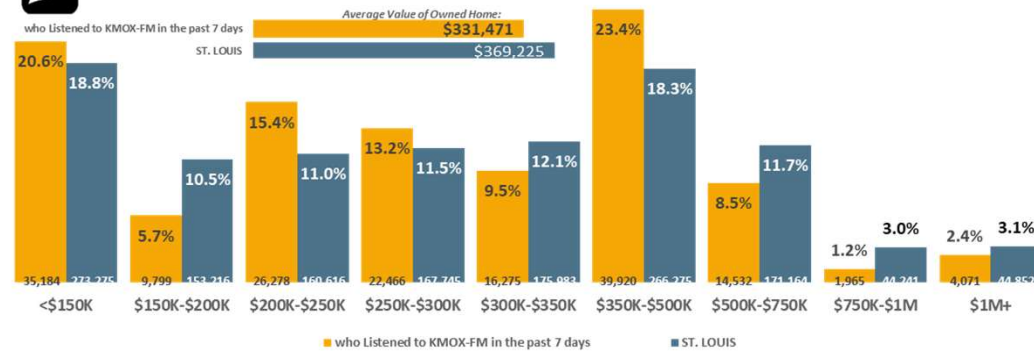
### Type of Home: Adults 18 or older



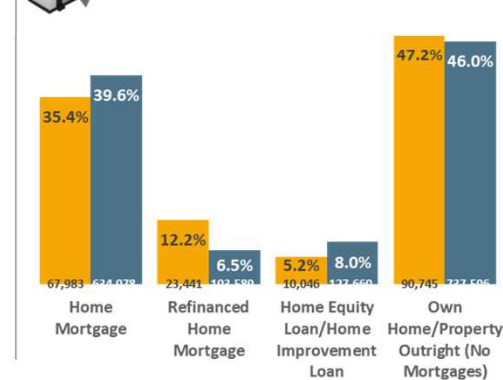
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



### Home Loans: Adults 18 or older



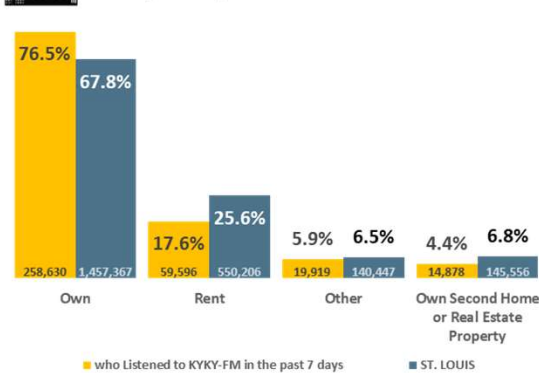




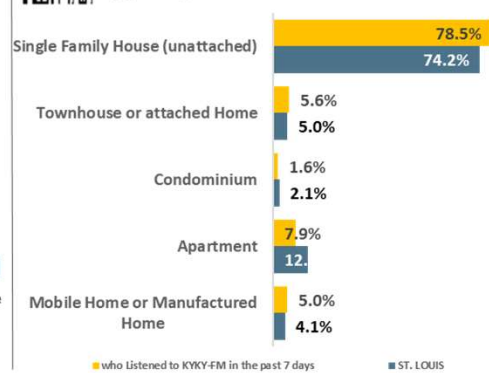
15.7% or 338,145 of ST. LOUIS Metro Adults 18 or older Listened to KYKY-FM in the past 7 days. Adults 18 or older who Listened to KYKY-FM in the past 7 days are 12.7% more likely to own their home, 1.4% more likely to own a higher valued home, 5.9% more likely to have a single-family home, 17.3% more likely to have a dog.



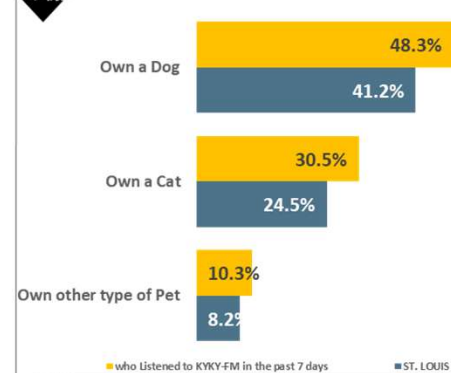
### Own/Rent/Other: Adults 18 or older



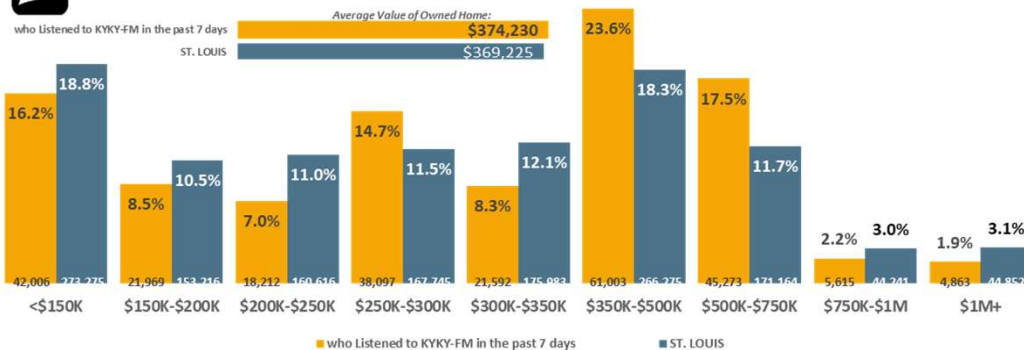
### Type of Home: Adults 18 or older



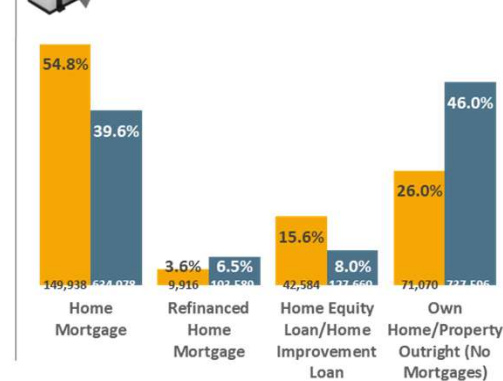
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



### Home Loans: Adults 18 or older

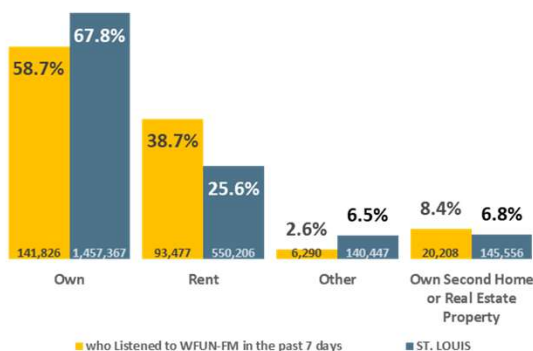




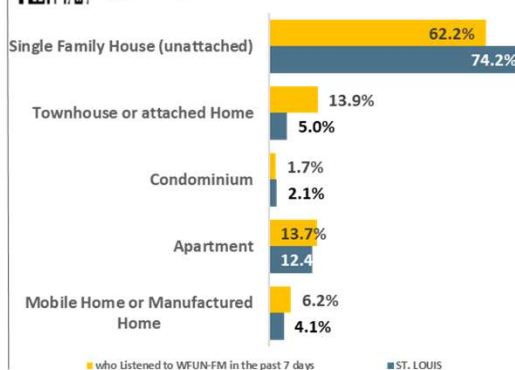
11.2% or 241,593 of ST. LOUIS Metro Adults 18 or older Listened to WFUN-FM in the past 7 days. Adults 18 or older who Listened to WFUN-FM in the past 7 days are 13.5% less likely to own their home, 32.5% more likely to own a lower valued home, 16.1% less likely to have a single-family home, 6.5% more likely to have a dog.



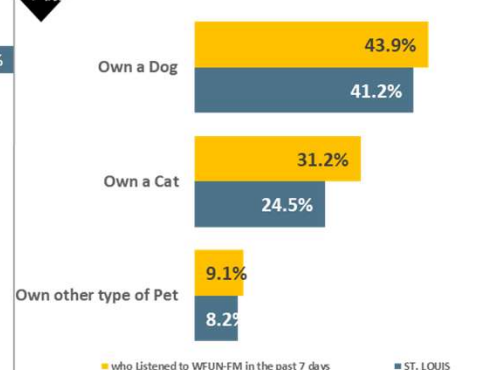
### Own/Rent/Other: Adults 18 or older



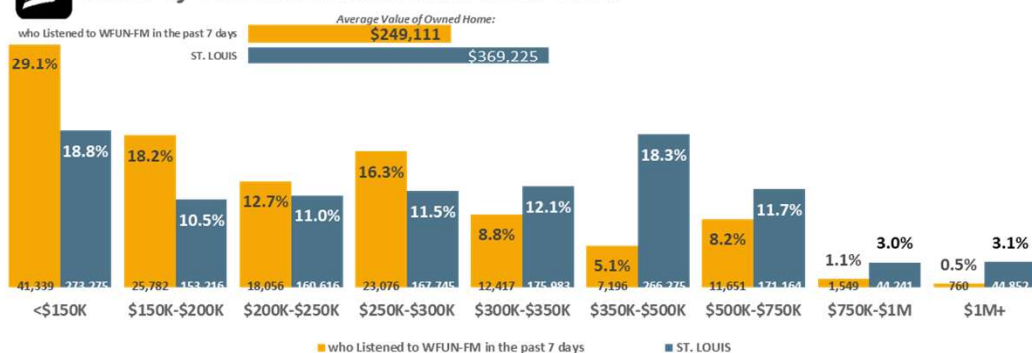
### Type of Home: Adults 18 or older



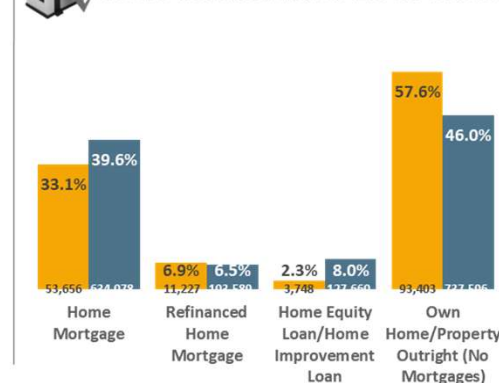
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



### Home Loans: Adults 18 or older

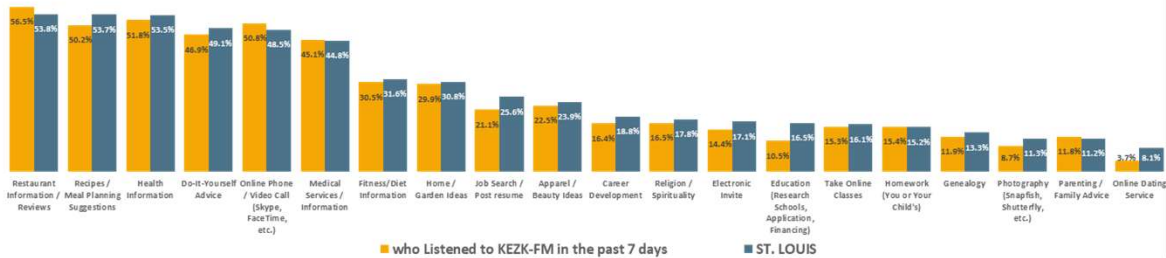




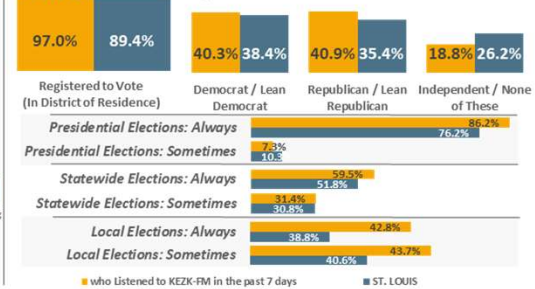
23.2% or 498,133 of ST. LOUIS Metro Adults 18 or older Listened to KEZK-FM in the past 7 days. Adults 18 or older who Listened to KEZK-FM in the past 7 days are 4.5% less likely to look up D-I-Y advice online, 10.1% more likely to always vote in local elections, 1.6% more likely to belong to a gym, 7.4% more likely to fly domestic past yr.



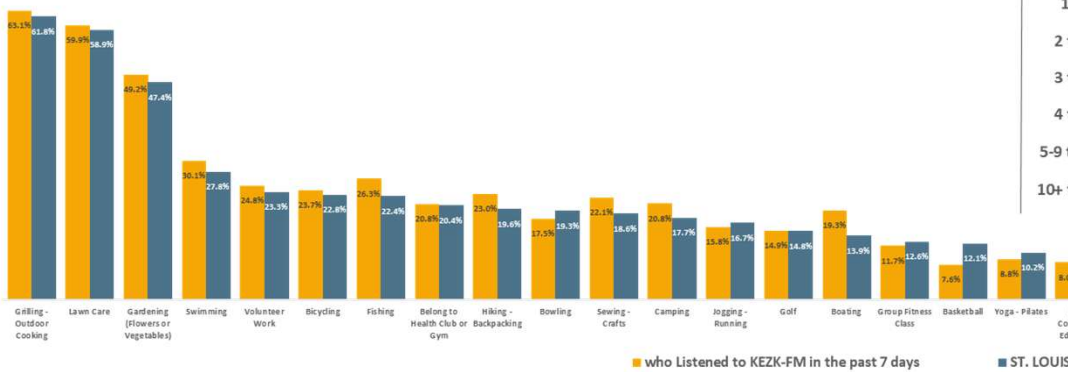
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



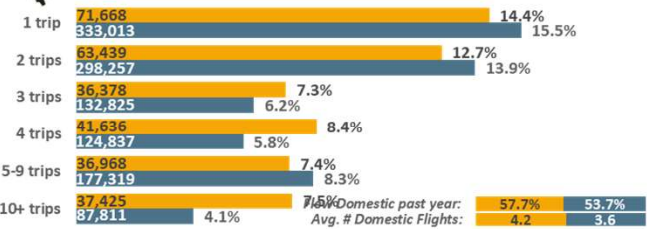
### Political Activity: Adults 18 or older



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



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

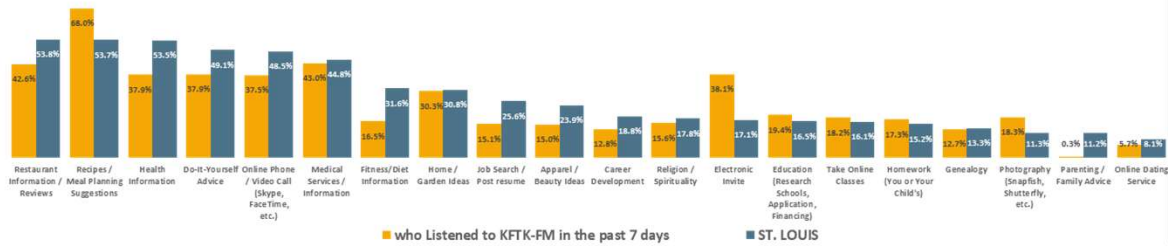




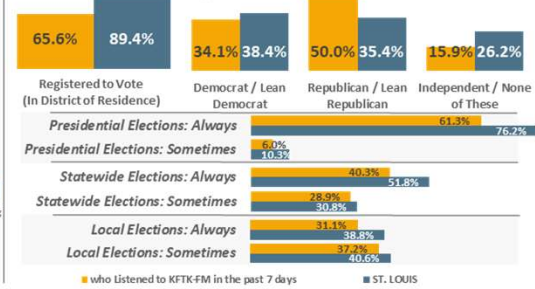
4.4% or 86,824 of ST. LOUIS Metro Adults 18 or older Listened to KFTK-FM in the past 7 days.  
Adults 18 or older who Listened to KFTK-FM in the past 7 days are 22.7% less likely to look up D-I-Y advice online, 19.9% less likely to always vote in local elections, 7.9% less likely to belong to a gym, 21.1% more likely to fly domestic past yr.



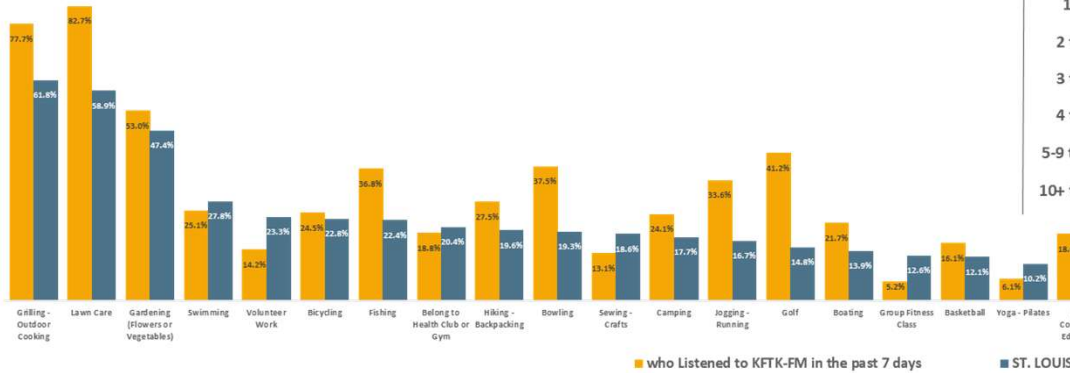
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



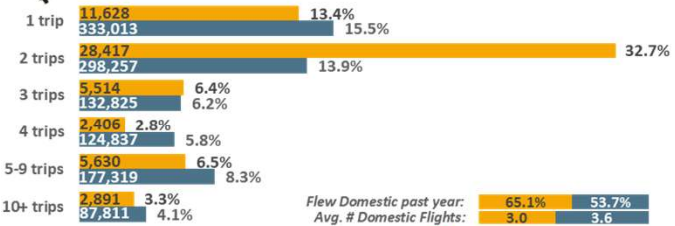
### Political Activity: Adults 18 or older



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



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



Flew Domestic past year: 65.1%  
Avg. # Domestic Flights: 3.0



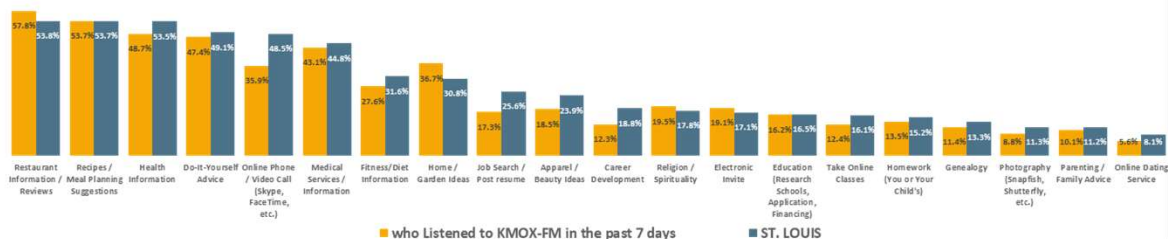
1120 AM • 98.7 FM

**KMOX**  
The Voice of St. Louis

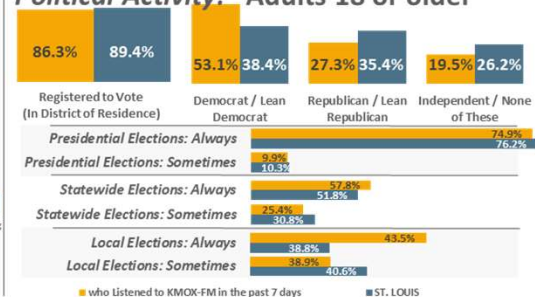
10.1% or 217,166 of ST. LOUIS Metro Adults 18 or older Listened to KMOX-FM in the past 7 days. Adults 18 or older who Listened to KMOX-FM in the past 7 days are 3.4% less likely to look up D-I-Y advice online, 11.9% more likely to always vote in local elections, 30.2% more likely to belong to a gym, 3.9% more likely to fly domestic past yr.



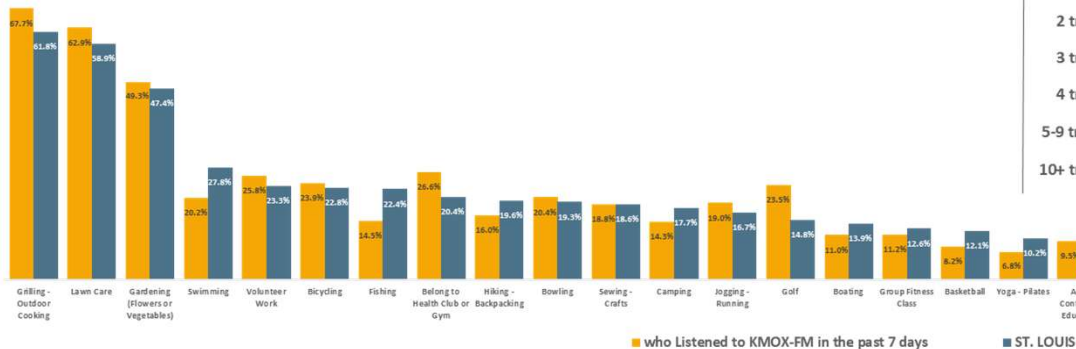
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



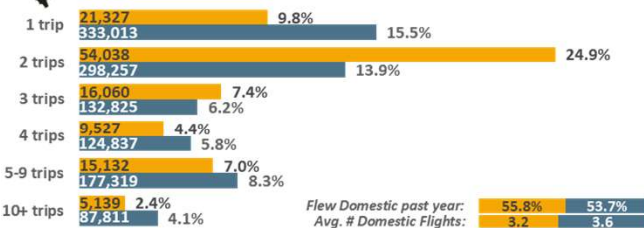
### Political Activity: Adults 18 or older



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



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

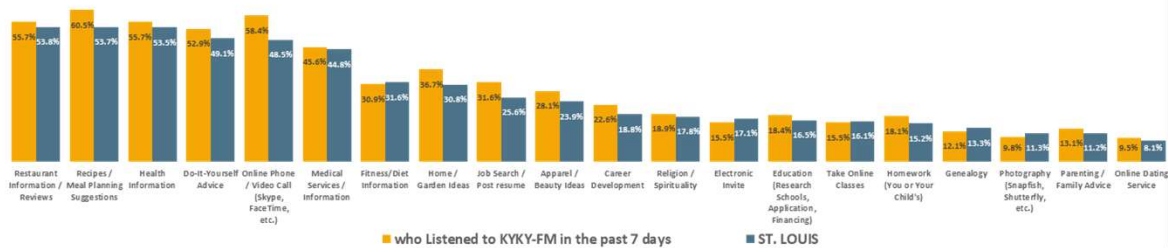




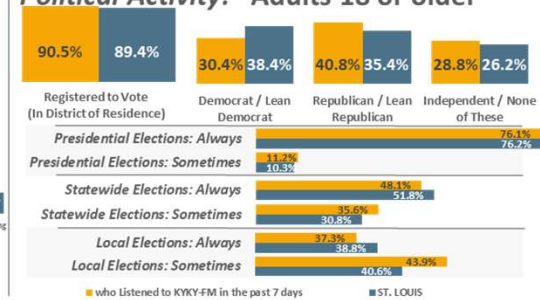
15.7% or 338,145 of ST. LOUIS Metro Adults 18 or older Listened to KYKY-FM in the past 7 days.  
Adults 18 or older who Listened to KYKY-FM in the past 7 days are 7.9% more likely to look up D-I-Y advice online, 4% less likely to always vote in local elections, 14.5% less likely to belong to a gym, 4.1% more likely to fly domestic past yr.



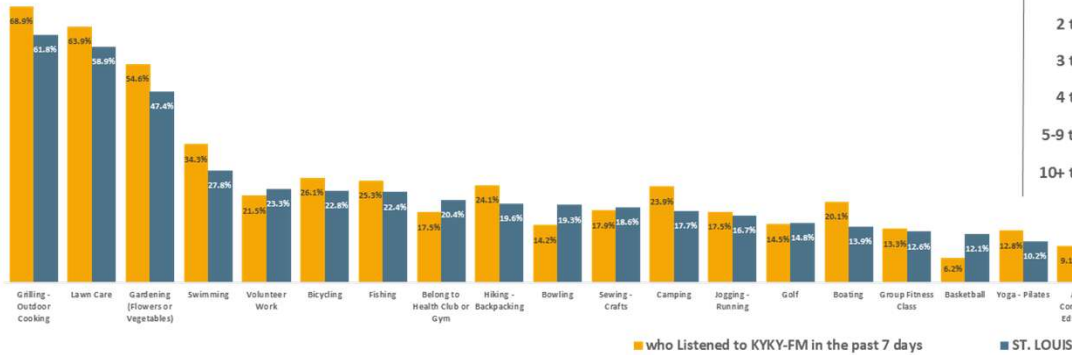
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



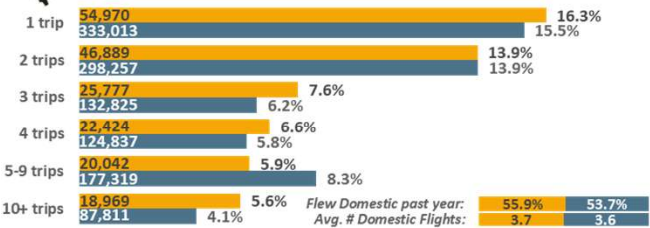
### Political Activity: Adults 18 or older



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



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

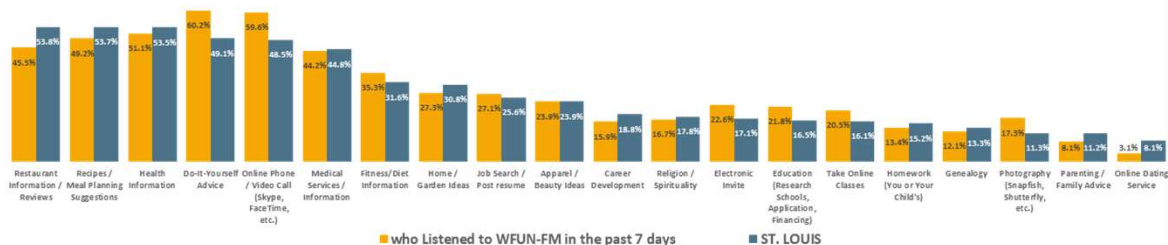




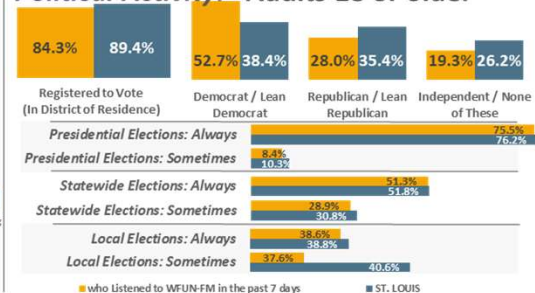
11.2% or 241,593 of ST. LOUIS Metro Adults 18 or older Listened to WFUN-FM in the past 7 days. Adults 18 or older who Listened to WFUN-FM in the past 7 days are 22.7% more likely to look up D-I-Y advice online, .6% less likely to always vote in local elections, .9% more likely to belong to a gym, 11.4% less likely to fly domestic past yr.



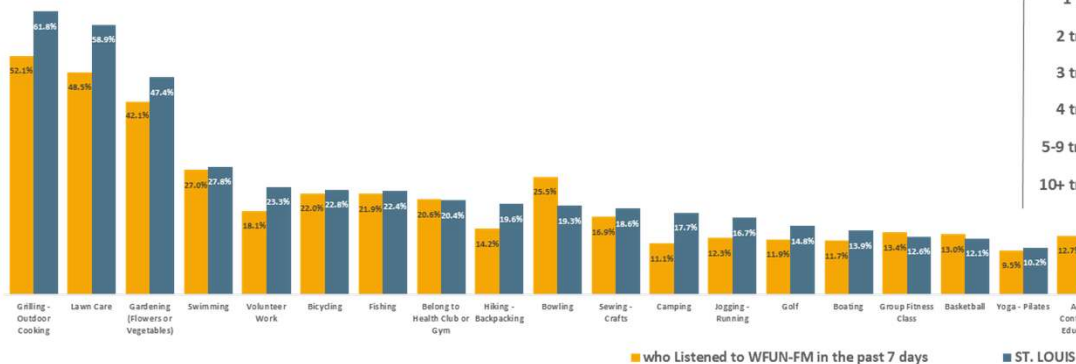
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



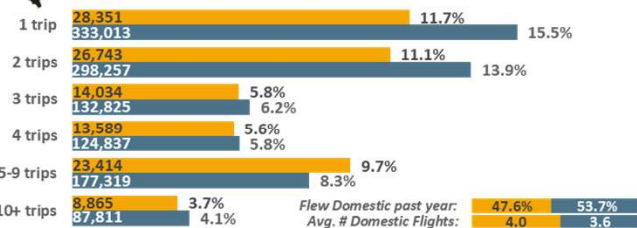
### Political Activity: Adults 18 or older



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



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

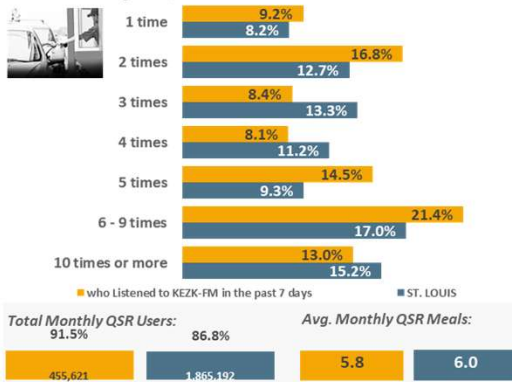


Flew Domestic past year: 47.6%  
Avg. # Domestic Flights: 4.0

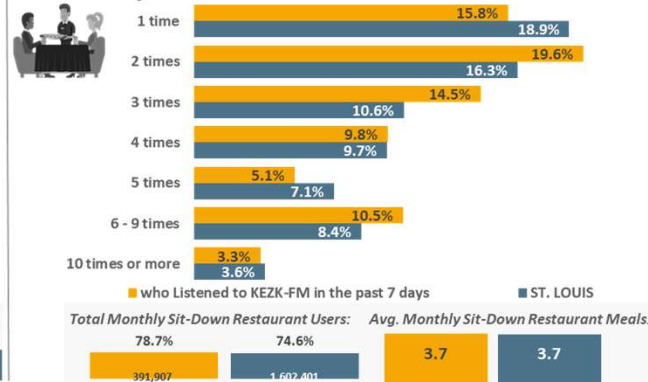


23.2% or 498,133 of ST. LOUIS Metro Adults 18 or older Listened to KEZK-FM in the past 7 days. Adults 18 or older who Listened to KEZK-FM in the past 7 days are 5.3% more likely to use QSRs past mo., 5.5% more likely to use Sit-Down Restaurants past mo., 2.1% more likely to use Casinos past yr., 20.2% more likely to smoke cigarettes.

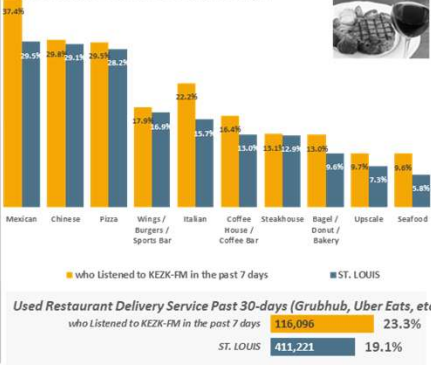
### Past 30-days QSR Users: Adults 18 or older



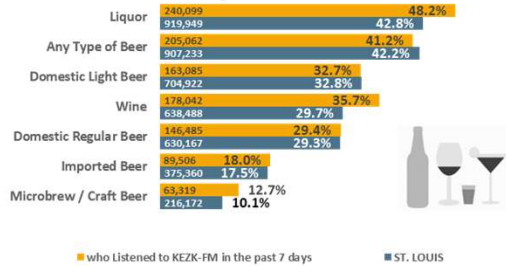
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



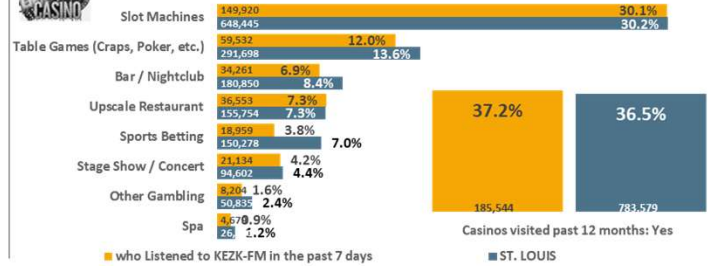
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



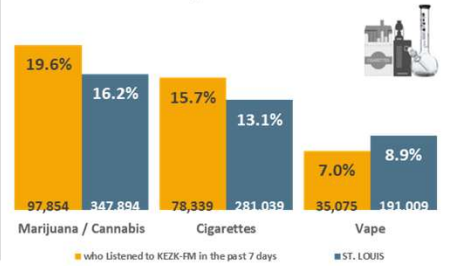
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



### Used Past 30-days: Adults 18 or older

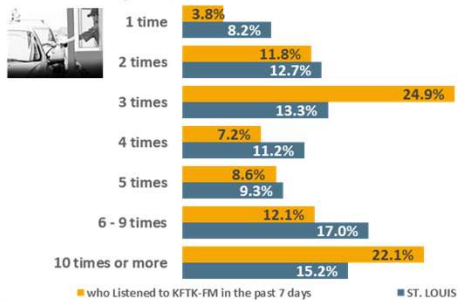






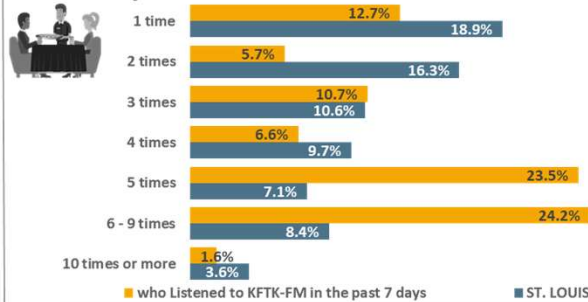
4.4% or 86,824 of ST. LOUIS Metro Adults 18 or older Listened to KFTK-FM in the past 7 days.  
Adults 18 or older who Listened to KFTK-FM in the past 7 days are 4.2% more likely to use QSRs past mo.,  
14.4% more likely to use Sit-Down Restaurants past mo., 22.2% more likely to use Casinos past yr., 90.2%  
more likely to smoke cigarettes.

### Past 30-days QSR Users: Adults 18 or older



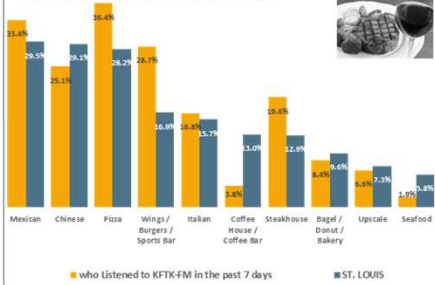
Total Monthly QSR Users: 90.5%  
Avg. Monthly QSR Meals: 6.6

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



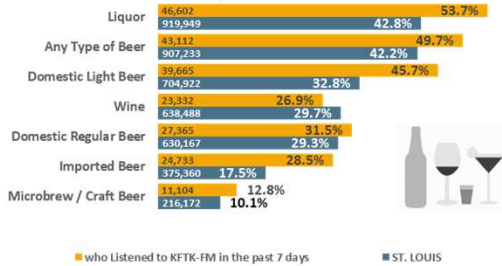
Total Monthly Sit-Down Restaurant Users: 85.1%  
Avg. Monthly Sit-Down Restaurant Meals: 4.8

### Top-10 Cuisines: Adults 18 or older



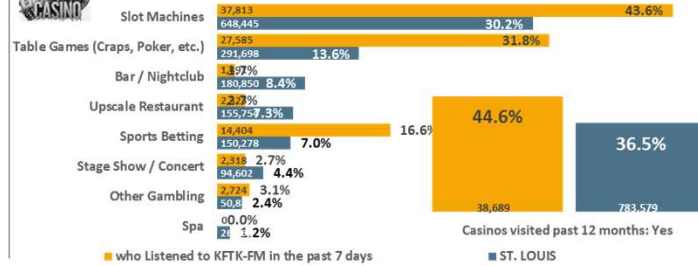
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)  
who Listened to KFTK-FM in the past 7 days: 1,404,719 (19.1%)  
ST. LOUIS: 411,221

### Drank Past 30-days: Adults 18 or older

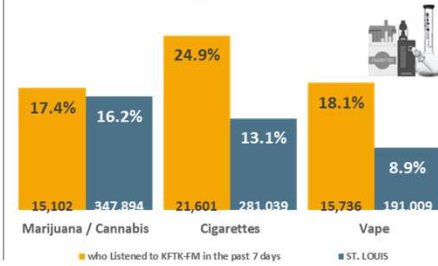


ST. LOUIS Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 59  
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### Past 12 months Casino Activities: Adults 18 or older



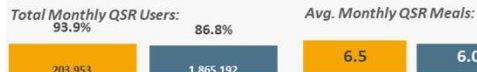
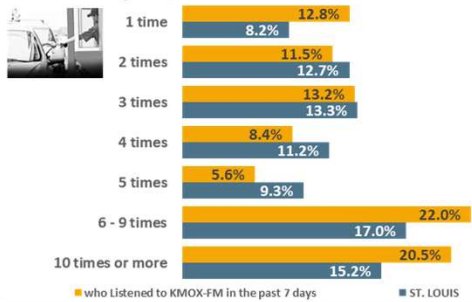
### Used Past 30-days: Adults 18 or older



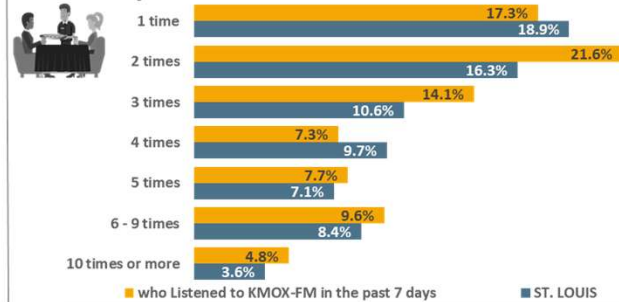


10.1% or 217,166 of ST. LOUIS Metro Adults 18 or older Listened to KMOX-FM in the past 7 days.  
Adults 18 or older who Listened to KMOX-FM in the past 7 days are 8.2% more likely to use QSRs past mo.,  
10.6% more likely to use Sit-Down Restaurants past mo., 16.4% more likely to use Casinos past yr, 29.8%  
more likely to smoke cigarettes.

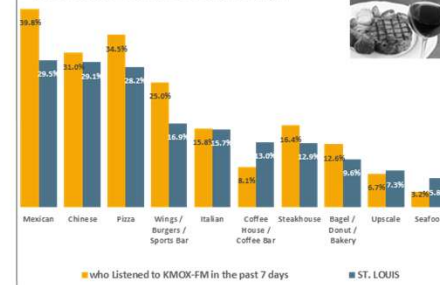
### Past 30-days QSR Users: Adults 18 or older



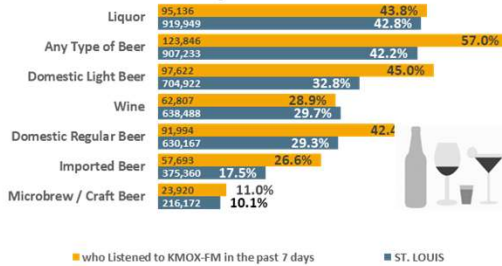
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



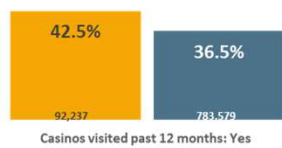
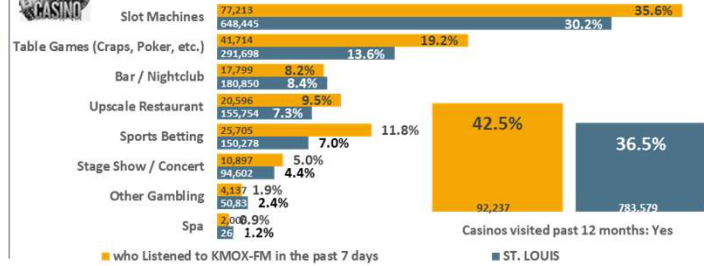
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



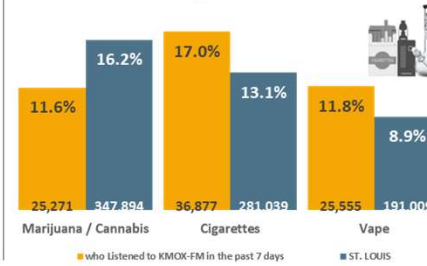
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



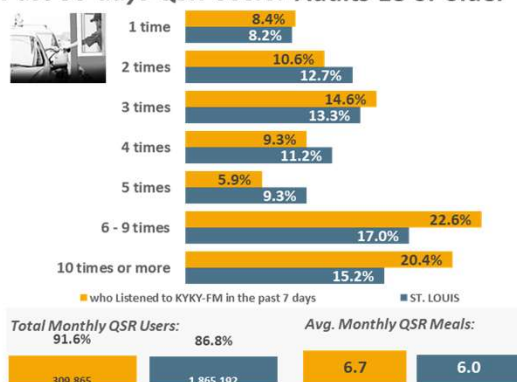
### Used Past 30-days: Adults 18 or older



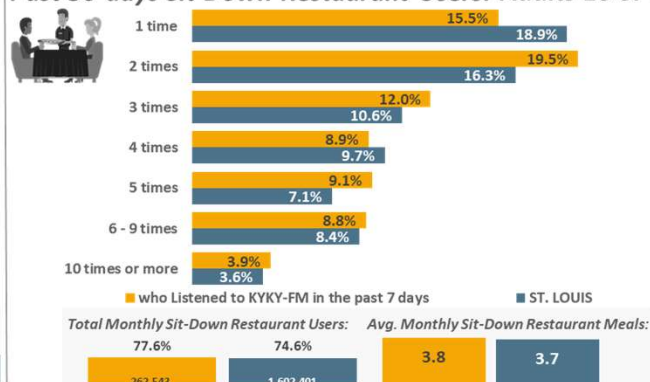


15.7% or 338,145 of ST. LOUIS Metro Adults 18 or older Listened to KYKY-FM in the past 7 days.  
Adults 18 or older who Listened to KYKY-FM in the past 7 days are 5.5% more likely to use QSRs past mo.,  
4.1% more likely to use Sit-Down Restaurants past mo., .1% more likely to use Casinos past yr., 18% less  
likely to smoke cigarettes.

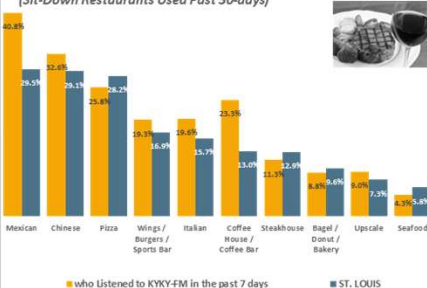
### Past 30-days QSR Users: Adults 18 or older



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

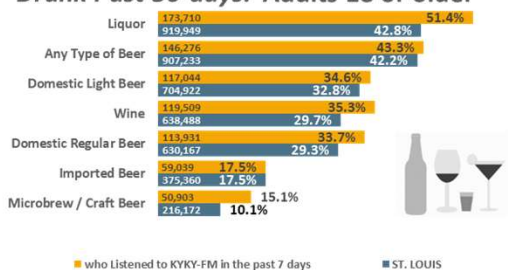


### Top-10 Cuisines: Adults 18 or older

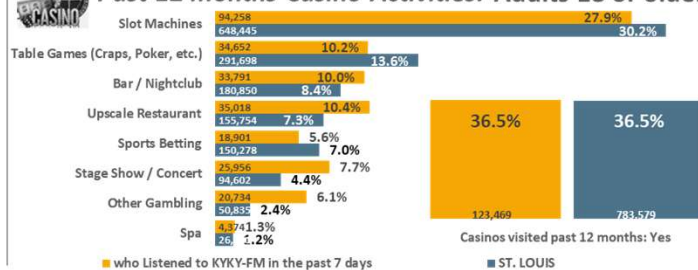


Used Restaurant Delivery Service Past 30-days (GrubHub, Uber Eats, etc.)  
who Listened to KYKY-FM in the past 7 days: 45,721 (13.5%)  
ST. LOUIS: 411,221 (19.1%)

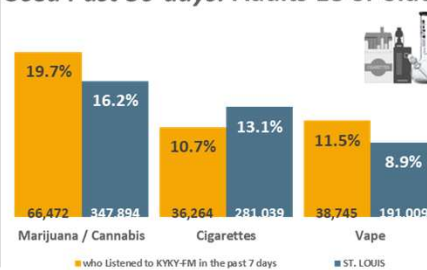
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



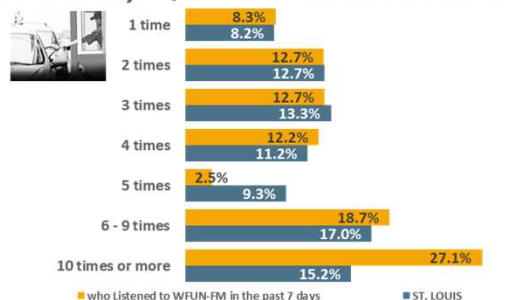
### Used Past 30-days: Adults 18 or older



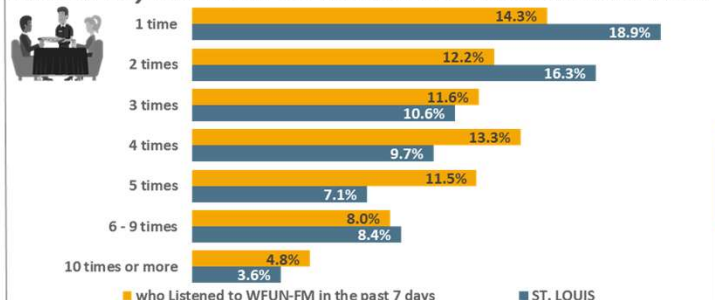


11.2% or 241,593 of ST. LOUIS Metro Adults 18 or older Listened to WFUN-FM in the past 7 days.  
 Adults 18 or older who Listened to WFUN-FM in the past 7 days are 8.4% more likely to use QSRs past mo.,  
 1.3% more likely to use Sit-Down Restaurants past mo., 20.8% more likely to use Casinos past yr, 5.2% more  
 likely to smoke cigarettes.

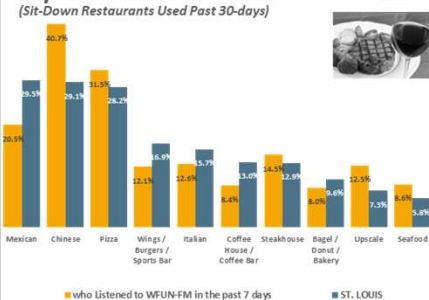
### Past 30-days QSR Users: Adults 18 or older



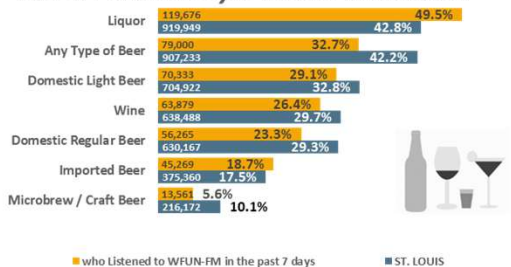
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



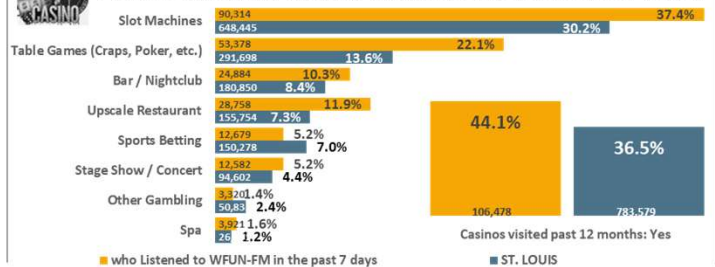
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



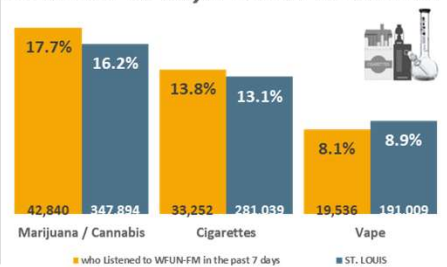
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



### Used Past 30-days: Adults 18 or older



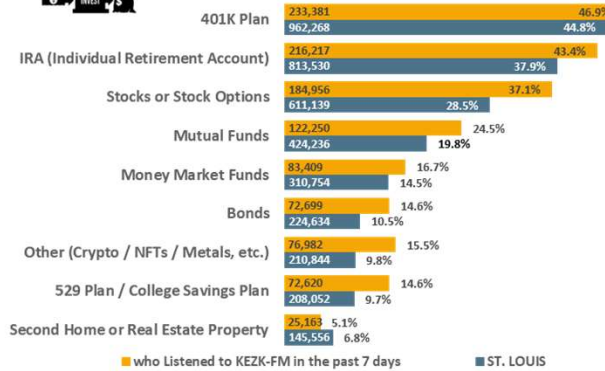




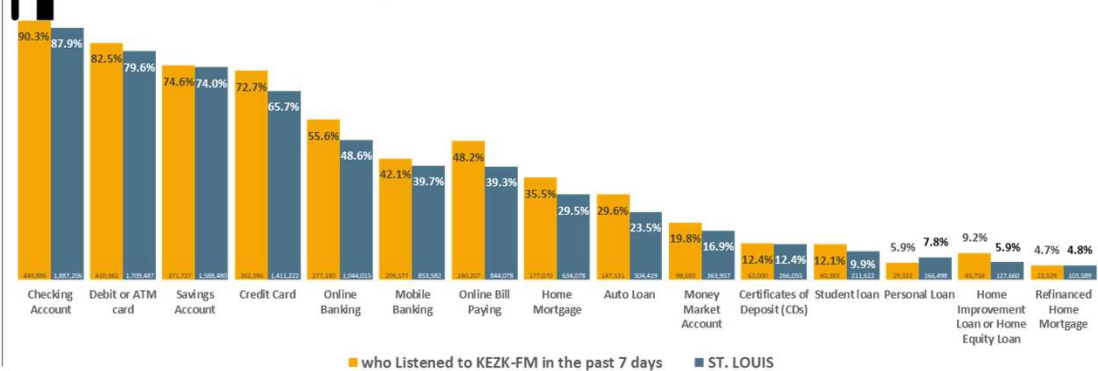
23.2% or 498,133 of ST. LOUIS Metro Adults 18 or older Listened to KEZK-FM in the past 7 days. Adults 18 or older who Listened to KEZK-FM in the past 7 days are 4.6% more likely to have a 401K, 26.1% more likely to have an Auto Loan, 2.7% more likely to Invest/Trade Stocks Online, 4.8% less likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



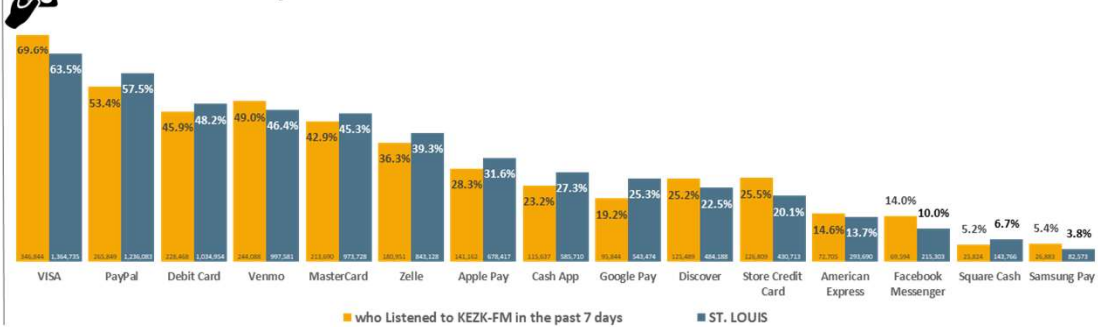
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older



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

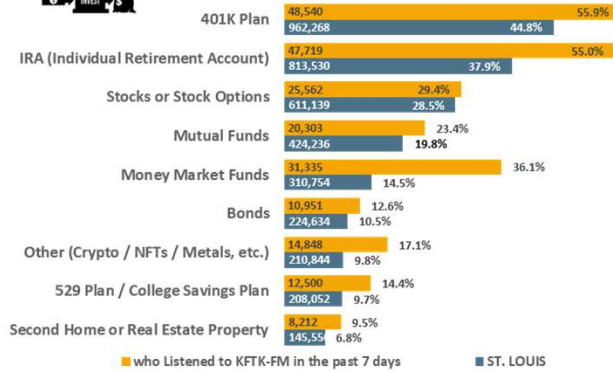




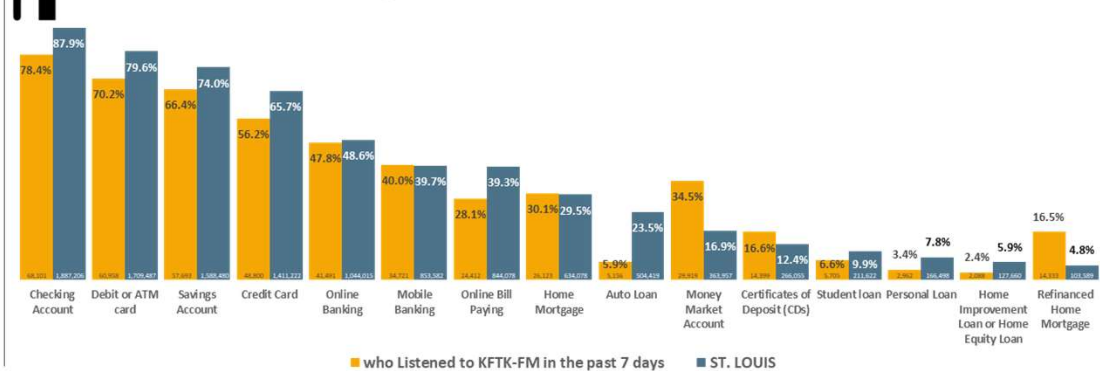
4.4% or 86,824 of ST. LOUIS Metro Adults 18 or older Listened to KFTK-FM in the past 7 days. Adults 18 or older who Listened to KFTK-FM in the past 7 days are 24.8% more likely to have a 401K, 74.7% less likely to have an Auto Loan, 27.4% less likely to Invest/Trade Stocks Online, 40.7% less likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



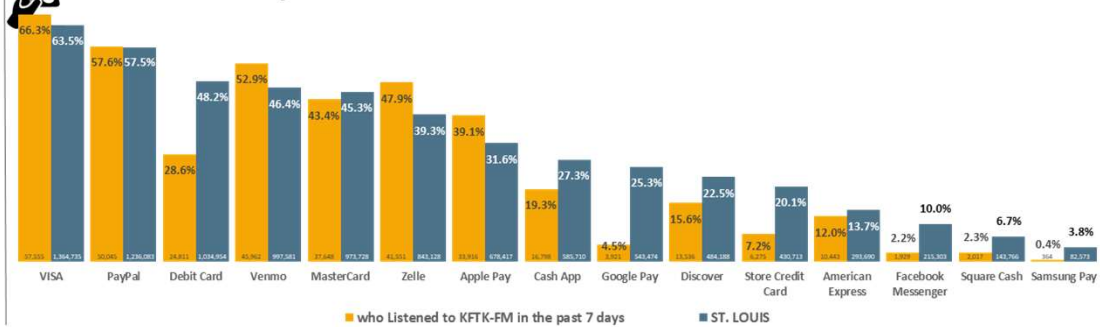
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older



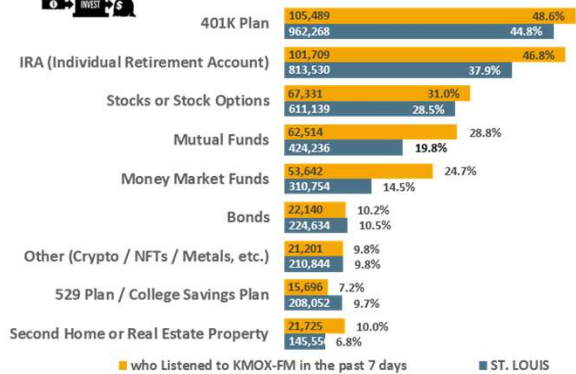
### Past 3-Months Payment Methods Used: Adults 18 or older



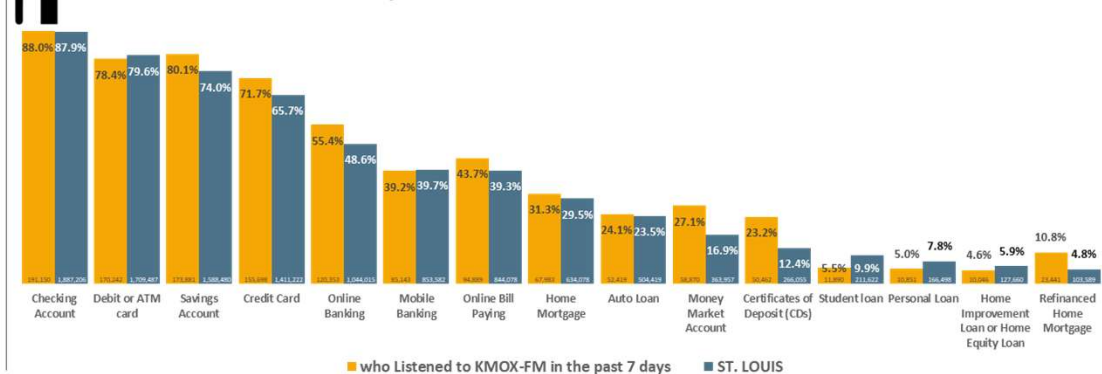
10.1% or 217,166 of ST. LOUIS Metro Adults 18 or older Listened to KMOX-FM in the past 7 days.  
 Adults 18 or older who Listened to KMOX-FM in the past 7 days are 8.4% more likely to have a 401K, 2.8% more likely to have an Auto Loan, 38.7% more likely to Invest/Trade Stocks Online, 20.4% less likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



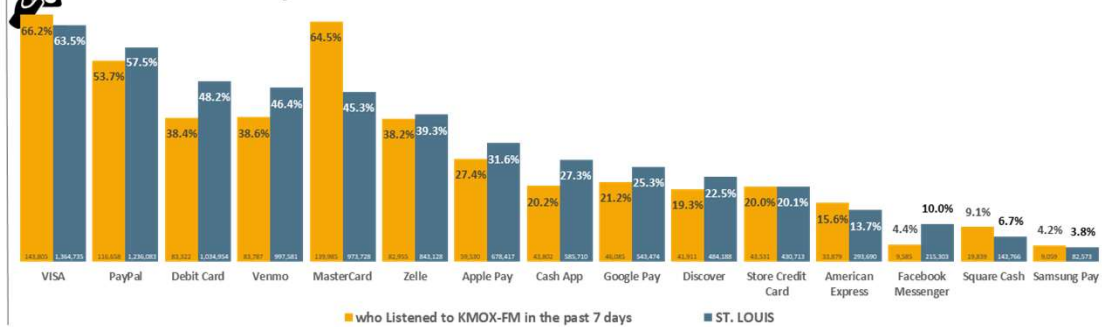
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older



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

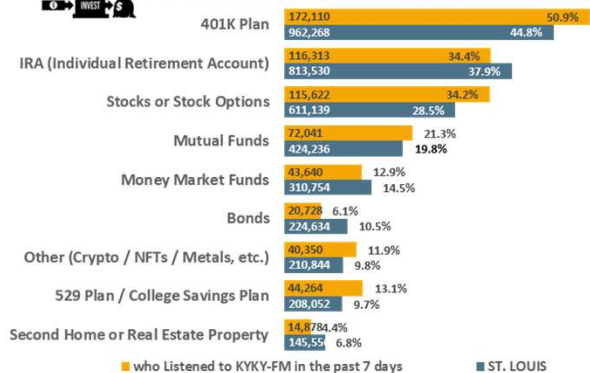




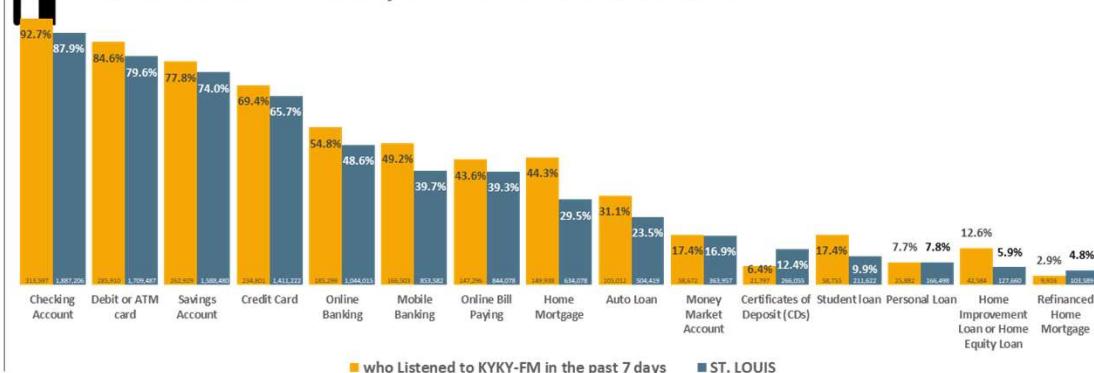
15.7% or 338,145 of ST. LOUIS Metro Adults 18 or older Listened to KYKY-FM in the past 7 days. Adults 18 or older who Listened to KYKY-FM in the past 7 days are 13.6% more likely to have a 401K, 32.2% more likely to have an Auto Loan, 38.9% more likely to Invest/Trade Stocks Online, 4.4% less likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



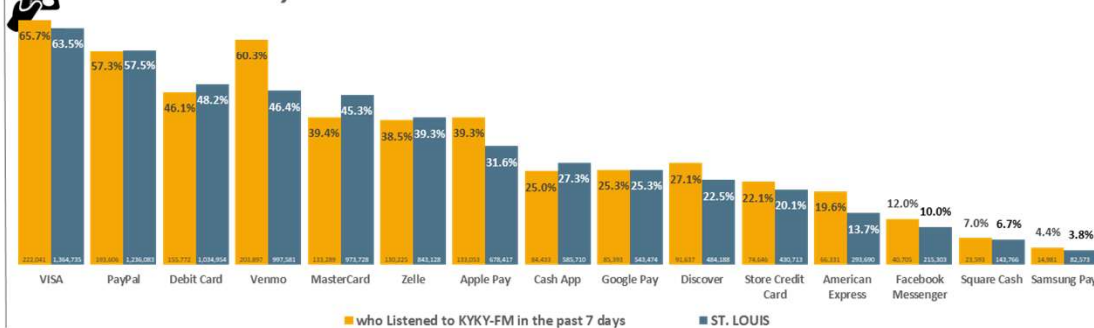
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older



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



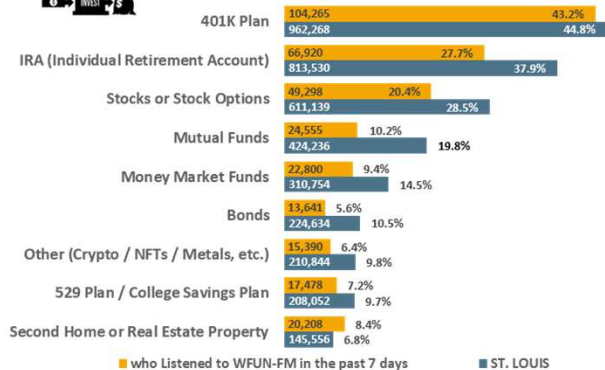




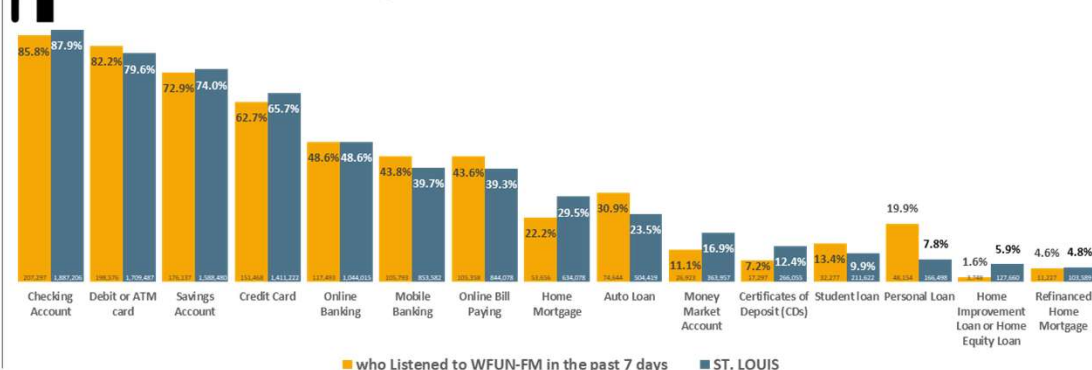
11.2% or 241,593 of ST. LOUIS Metro Adults 18 or older Listened to WFUN-FM in the past 7 days. Adults 18 or older who Listened to WFUN-FM in the past 7 days are 3.7% less likely to have a 401K, 31.6% more likely to have an Auto Loan, 20.% more likely to Invest/Trade Stocks Online, 39.7% more likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



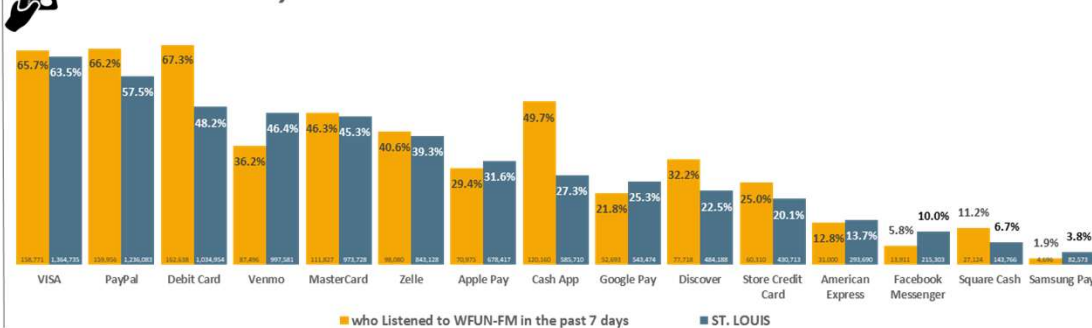
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older

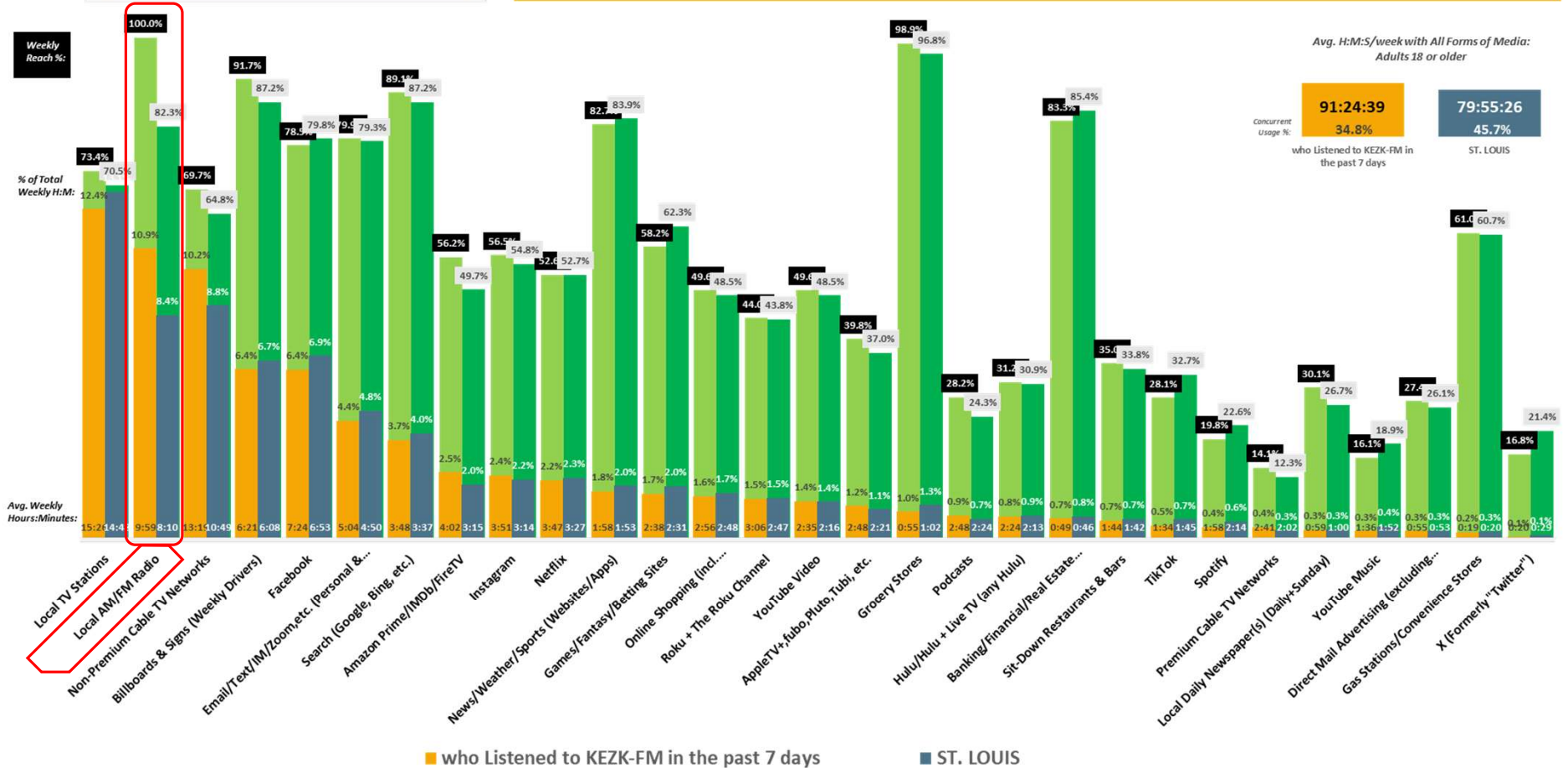


### Past 3-Months Payment Methods Used: Adults 18 or older





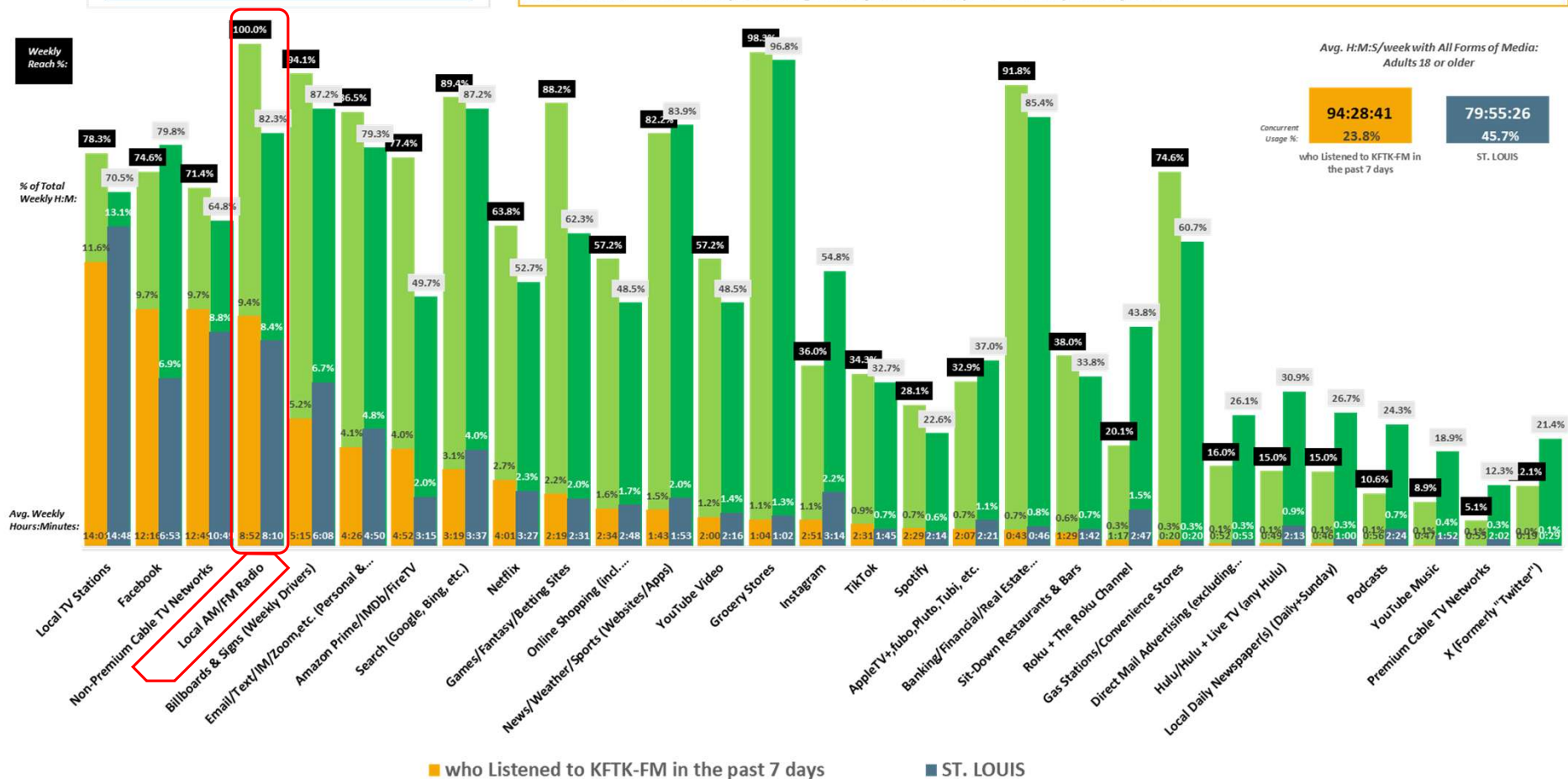
Adults 18 or older who Listened to KEZK-FM in the past 7 days spend an average of 3 days, 19 hours, 24 minutes and 39 seconds each week with All Forms of Media.  
 100.% of Adults 18 or older who Listened to KEZK-FM in the past 7 days spend an avg. of 9 hours and 59 minutes each week listening to All Local AM/FM Radio, representing 10.9% of total time spent with all forms of Media.





Adults 18 or older who Listened to KFTK-FM in the past 7 days spend an average of 3 days, 22 hours, 28 minutes and 41 seconds each week with All Forms of Media.

100.% of Adults 18 or older who Listened to KFTK-FM in the past 7 days spend an avg. of 8 hours and 52 minutes each week listening to All Local AM/FM Radio, representing 9.4% of total time spent with all forms of Media.



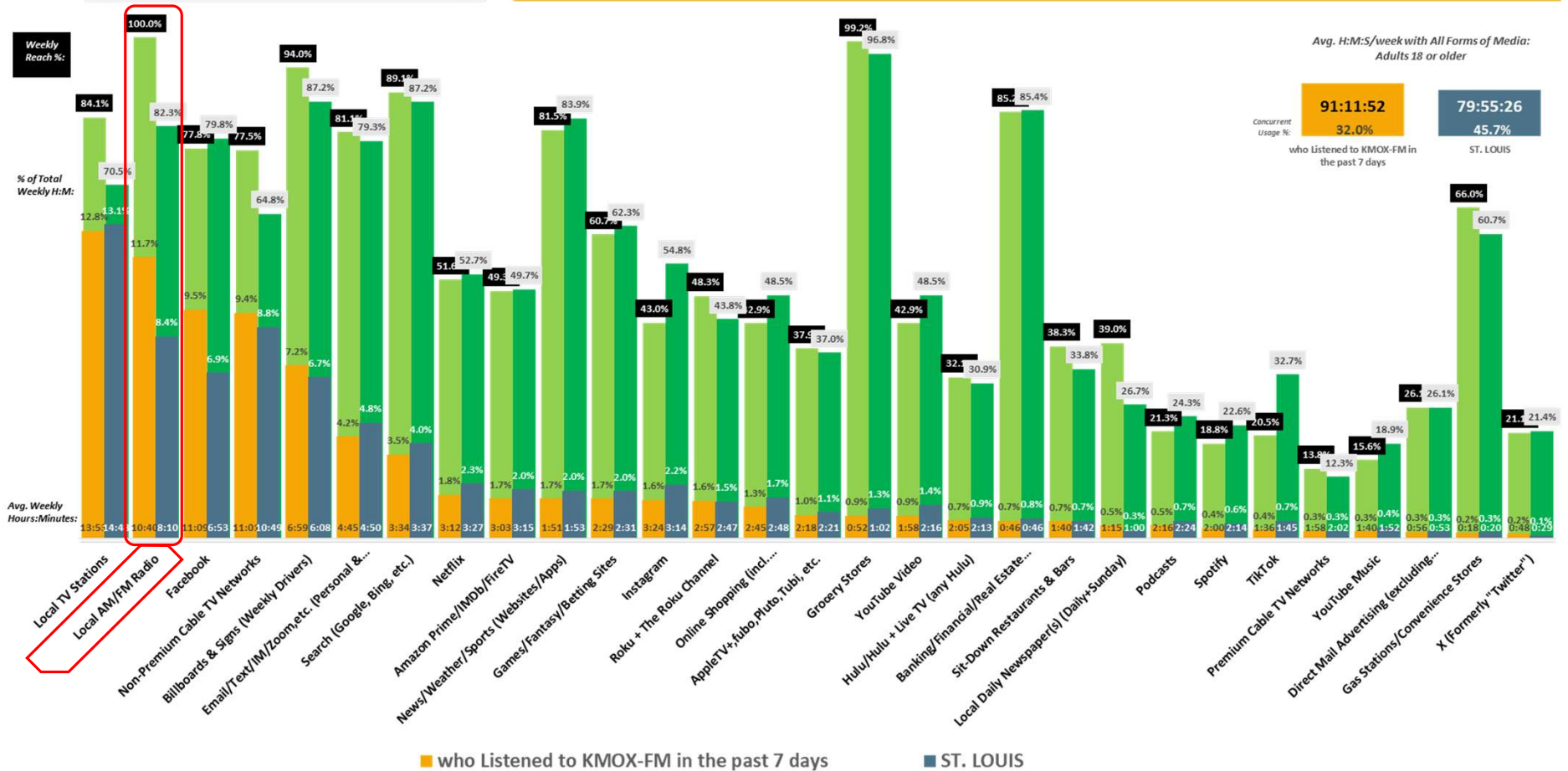
Avg. H:M:S/week with All Forms of Media:  
Adults 18 or older

Concurrent Usage %:  
94:28:41  
23.8%  
who Listened to KFTK-FM in the past 7 days

79:55:26  
45.7%  
ST. LOUIS



Adults 18 or older who Listened to KMOX-FM in the past 7 days spend an average of 3 days, 19 hours, 11 minutes and 52 seconds each week with All Forms of Media.  
 100.% of Adults 18 or older who Listened to KMOX-FM in the past 7 days spend an avg. of 10 hours and 40 minutes each week listening to All Local AM/FM Radio, representing 11.7% of total time spent with all forms of Media.

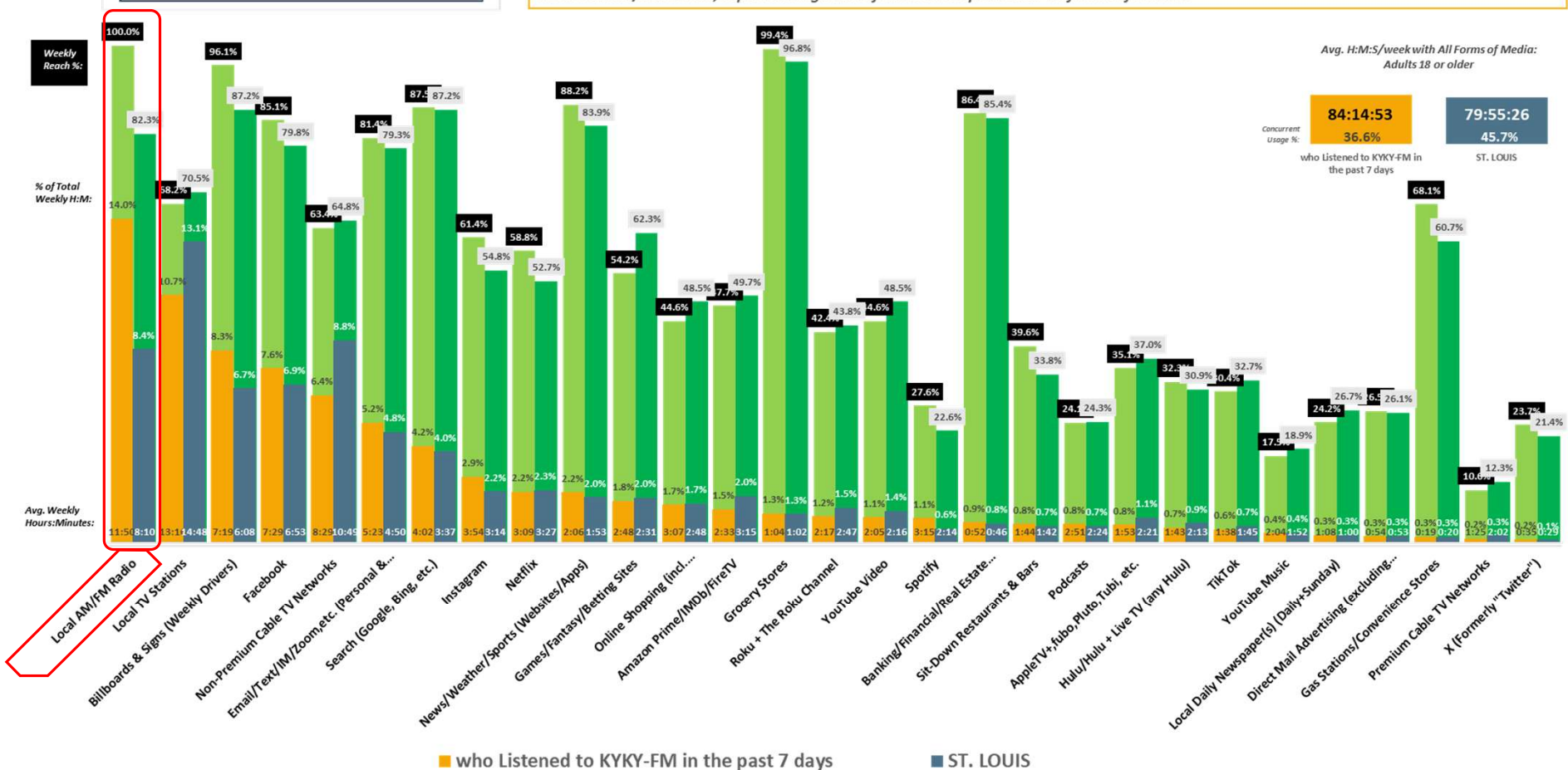






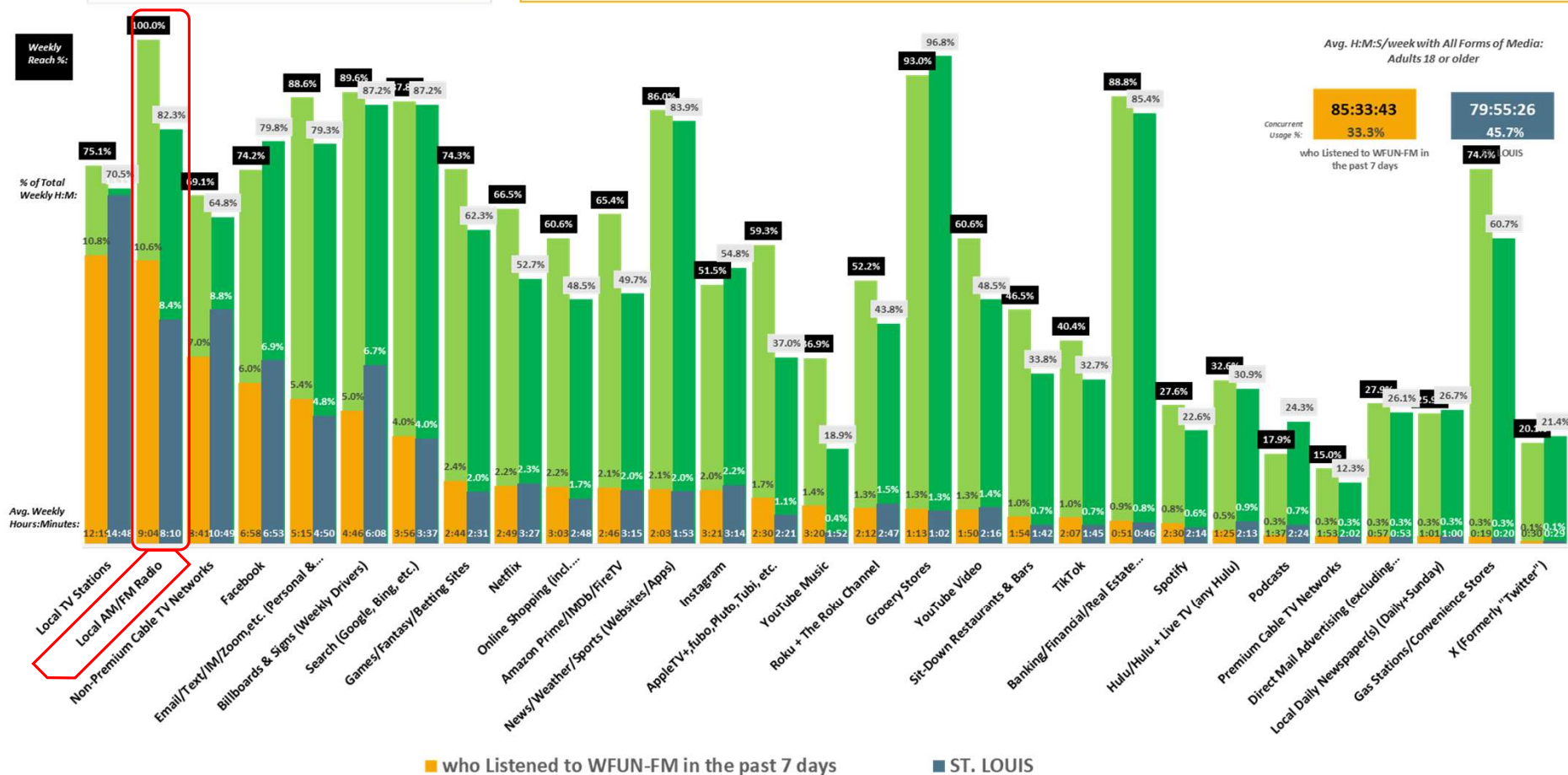
Adults 18 or older who Listened to KYKY-FM in the past 7 days spend an average of 3 days, 12 hours, 14 minutes and 53 seconds each week with All Forms of Media.

100.% of Adults 18 or older who Listened to KYKY-FM in the past 7 days spend an avg. of 11 hours and 50 minutes each week listening to All Local AM/FM Radio, representing 14.% of total time spent with all forms of Media.



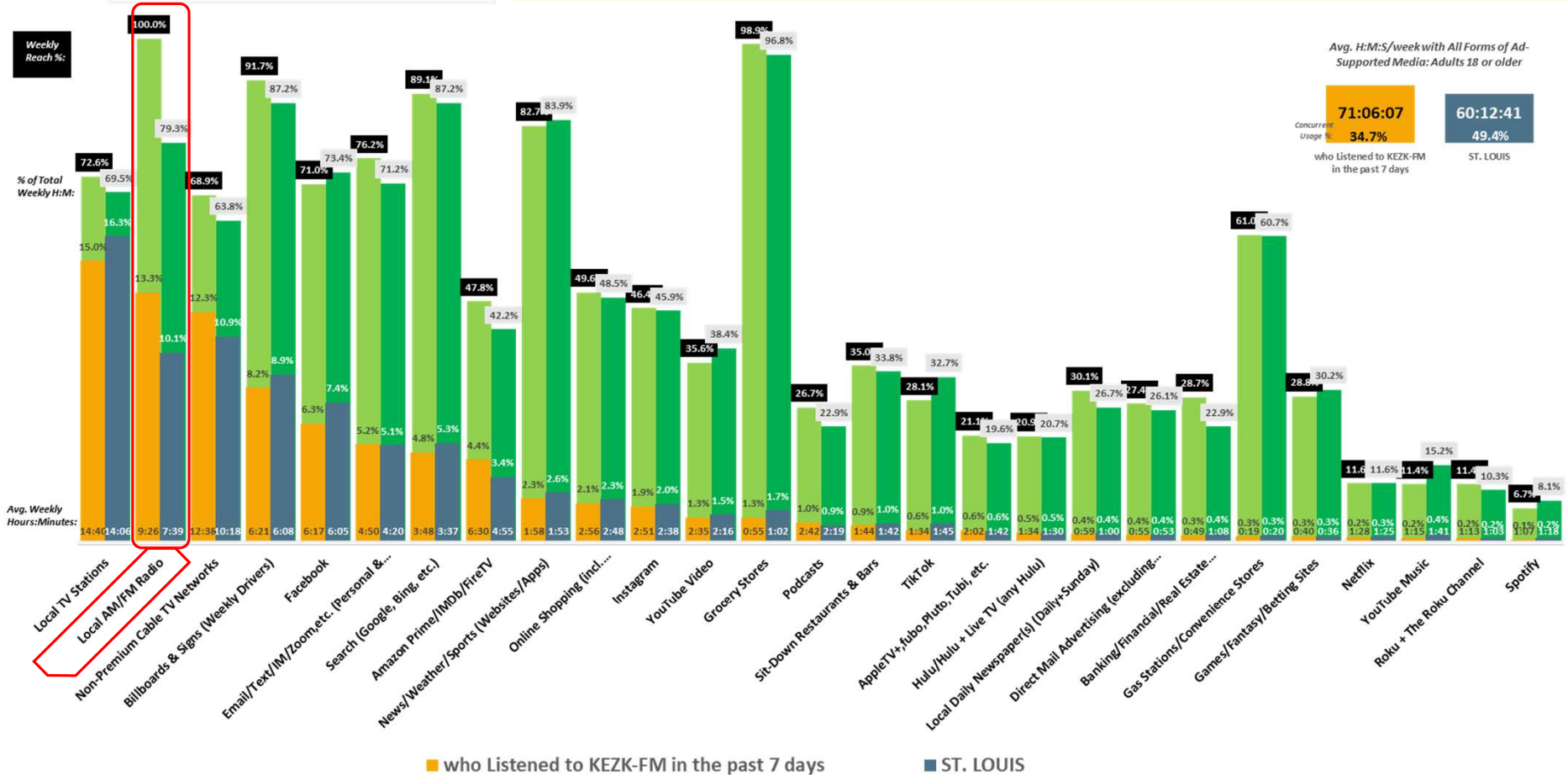


Adults 18 or older who Listened to WFUN-FM in the past 7 days spend an average of 3 days, 13 hours, 33 minutes and 43 seconds each week with All Forms of Media.  
100.% of Adults 18 or older who Listened to WFUN-FM in the past 7 days spend an avg. of 9 hours and 4 minutes each week listening to All Local AM/FM Radio, representing 10.6% of total time spent with all forms of Media.



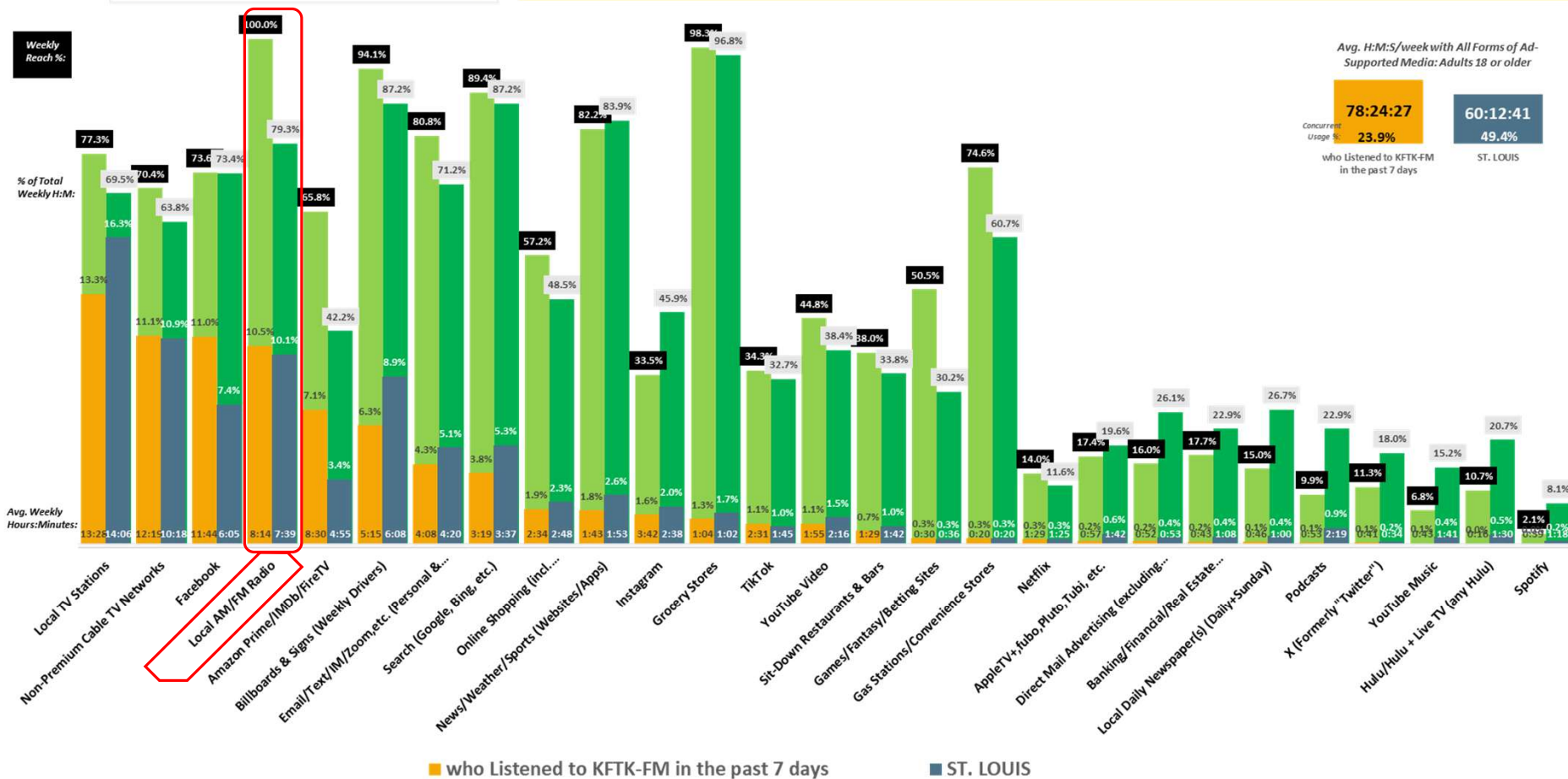


Adults 18 or older who Listened to KEZK-FM in the past 7 days spend an average of 2 days, 23 hours, 6 minutes and 7 seconds each week with All Forms of Ad-Supported Media.  
 100.% of Adults 18 or older who Listened to KEZK-FM in the past 7 days spend an avg. of 9 hours and 26 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.3% of total time spent with all forms of Ad-Supported Media.





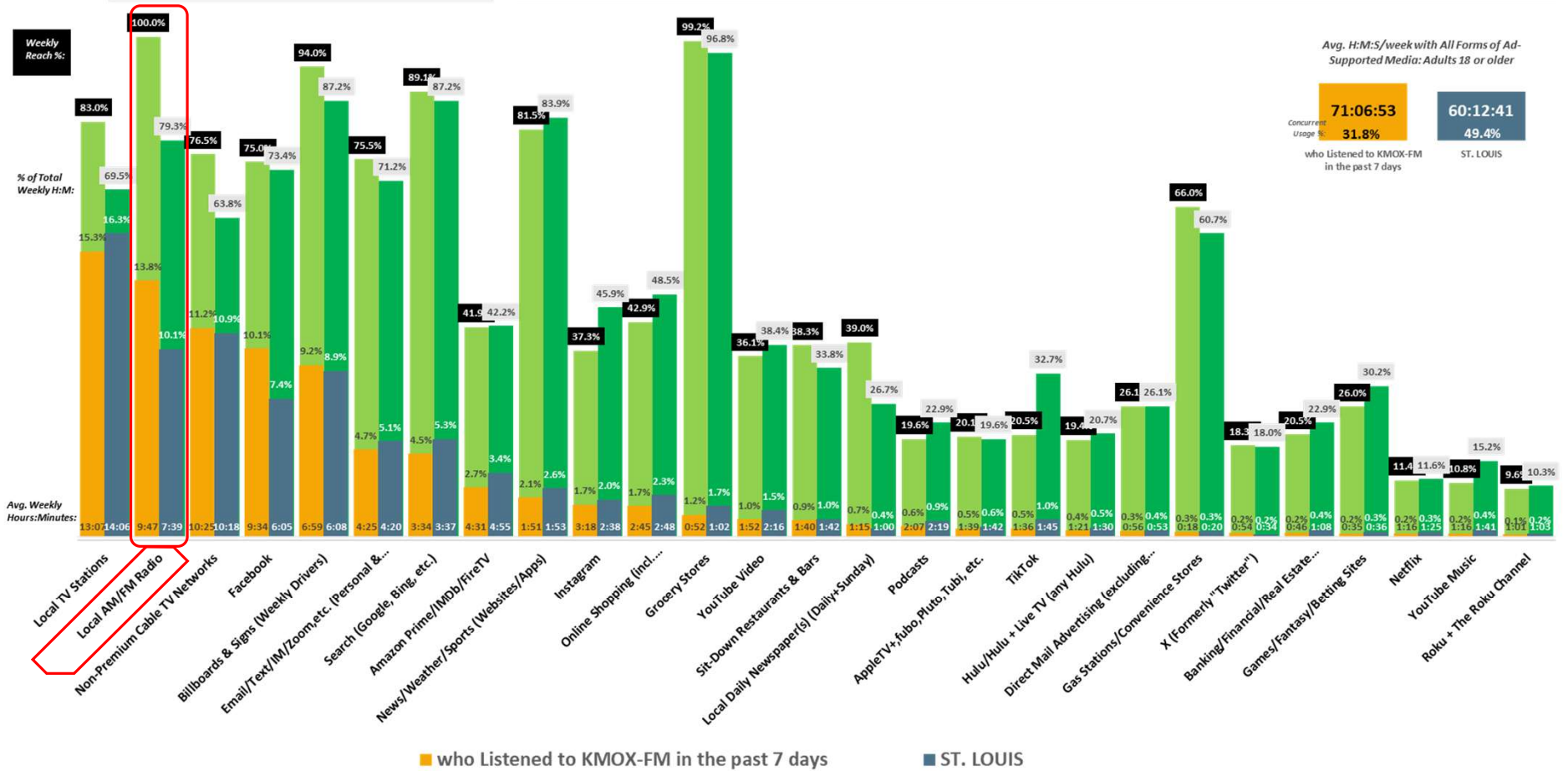
Adults 18 or older who Listened to KFTK-FM in the past 7 days spend an average of 3 days, 6 hours, 24 minutes and 27 seconds each week with All Forms of Ad-Supported Media.  
 100.% of Adults 18 or older who Listened to KFTK-FM in the past 7 days spend an avg. of 8 hours and 14 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.5% of total time spent with all forms of Ad-Supported Media.







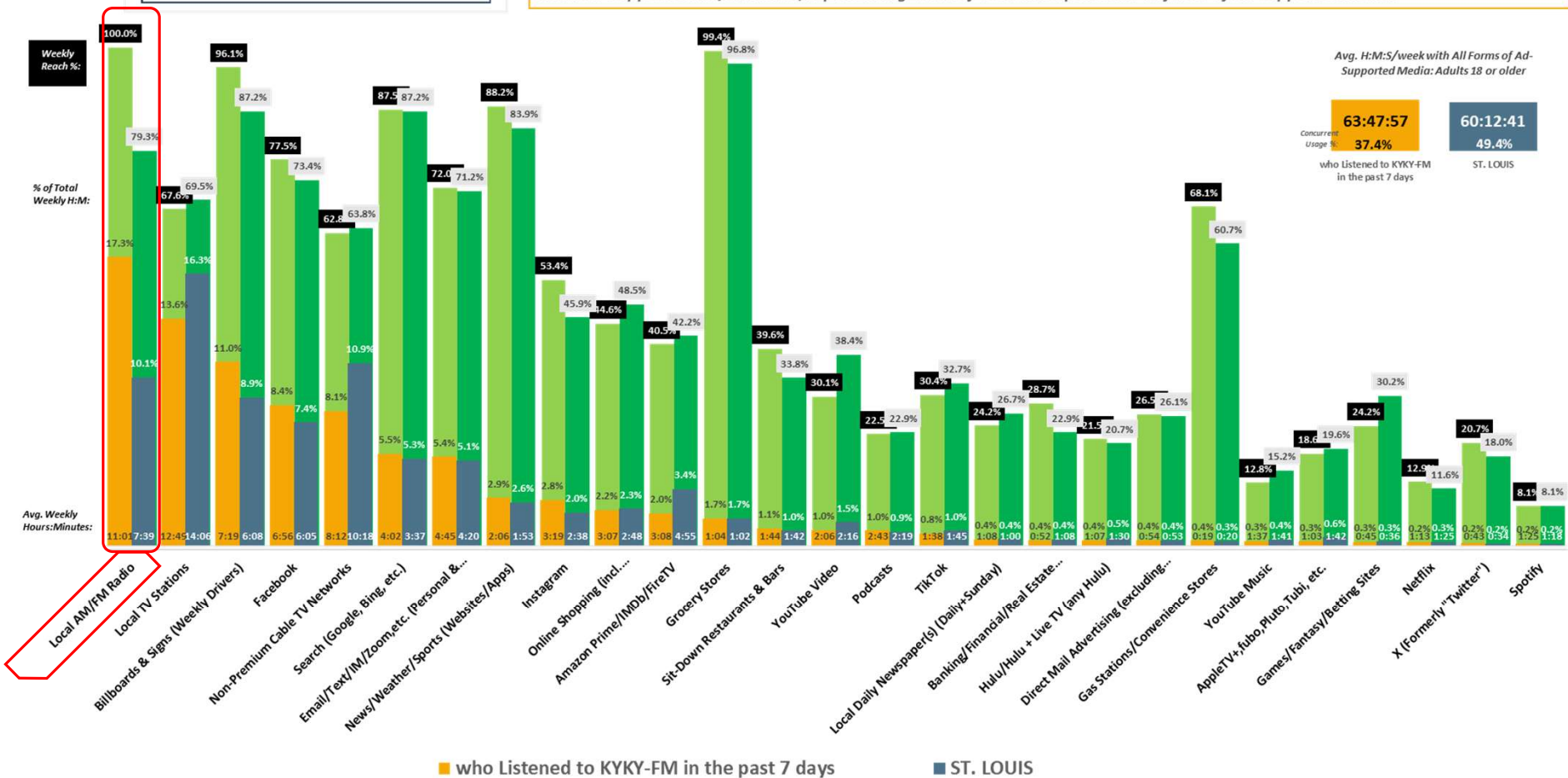
Adults 18 or older who Listened to KMOX-FM in the past 7 days spend an average of 2 days, 23 hours, 6 minutes and 53 seconds each week with All Forms of Ad-Supported Media.  
 100.% of Adults 18 or older who Listened to KMOX-FM in the past 7 days spend an avg. of 9 hours and 47 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.8% of total time spent with all forms of Ad-Supported Media.





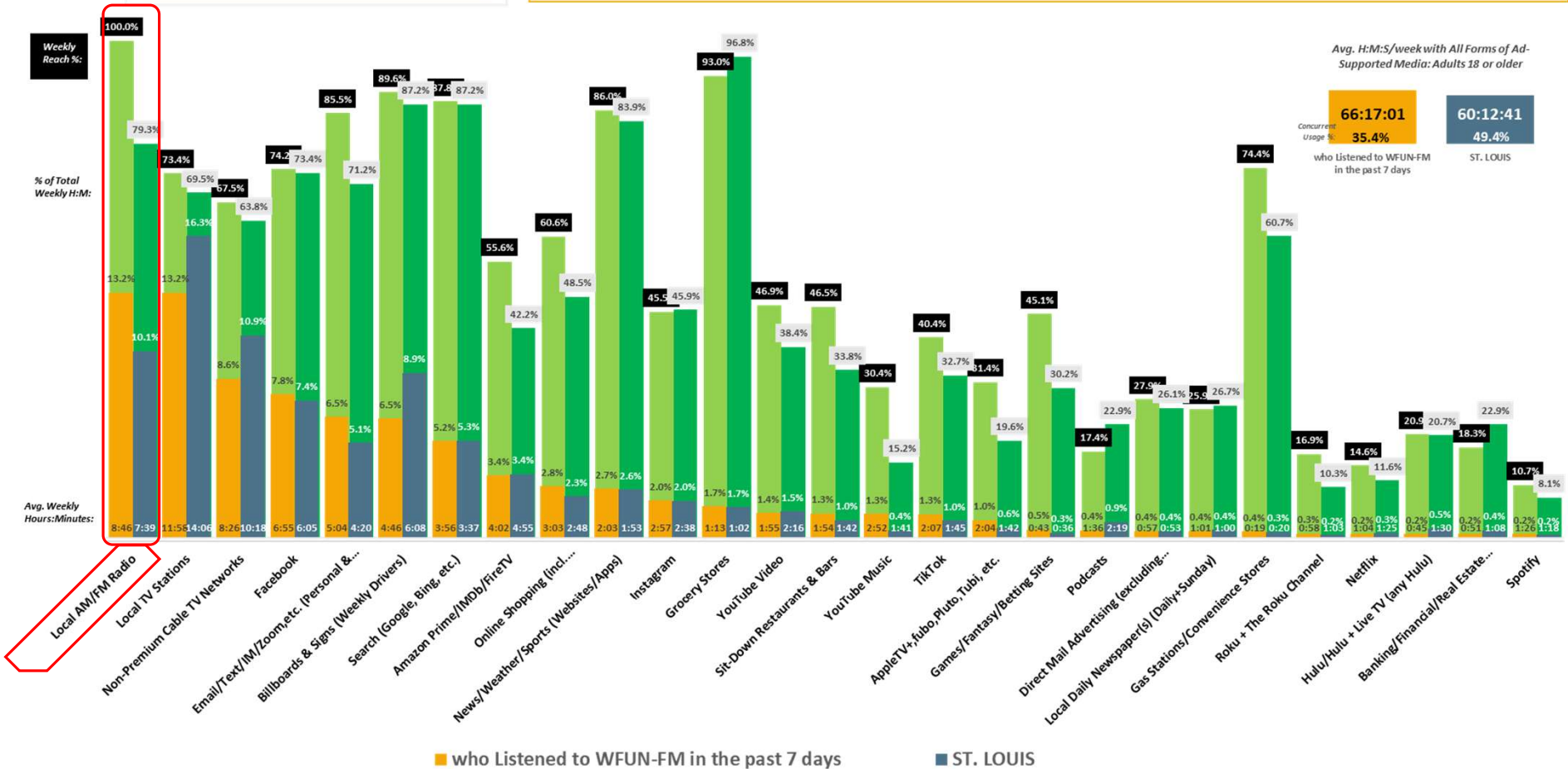
Adults 18 or older who Listened to KYKY-FM in the past 7 days spend an average of 2 days, 15 hours, 47 minutes and 57 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who Listened to KYKY-FM in the past 7 days spend an avg. of 11 hours and 1 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 17.3% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Listened to WFUN-FM in the past 7 days spend an average of 2 days, 18 hours, 17 minutes and 1 seconds each week with All Forms of Ad-Supported Media.  
 100.% of Adults 18 or older who Listened to WFUN-FM in the past 7 days spend an avg. of 8 hours and 46 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.2% of total time spent with all forms of Ad-Supported Media.

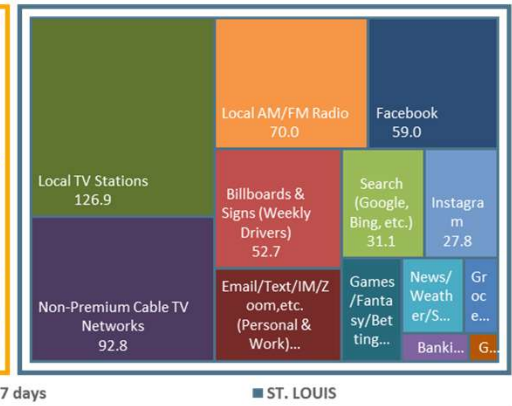
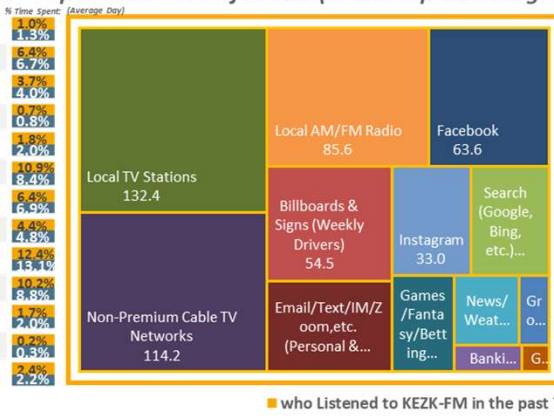
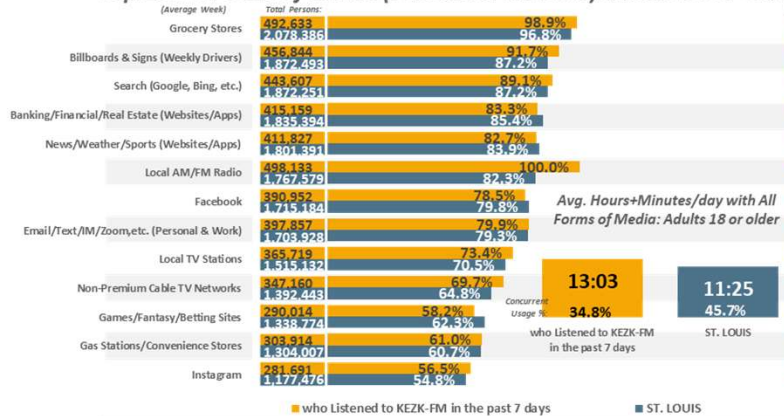




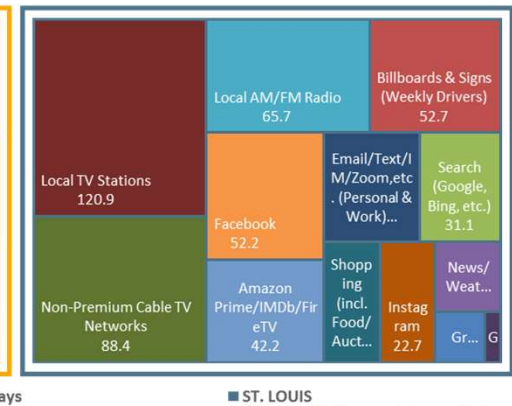
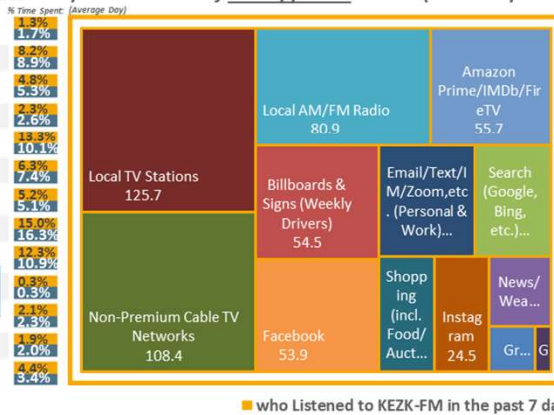
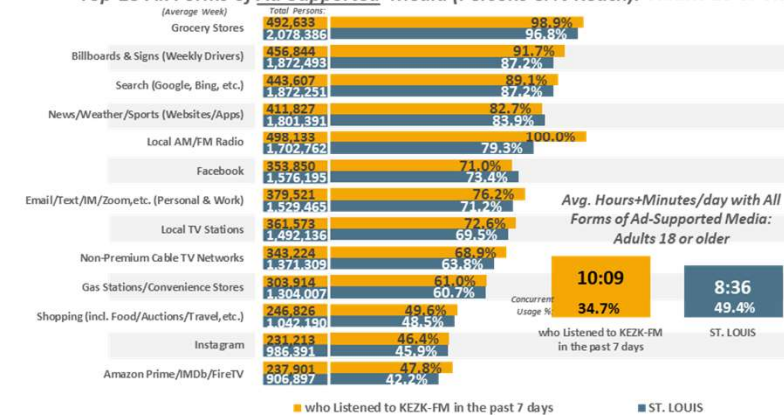


Adults 18 or older who Listened to KEZK-FM in the past 7 days spend an average of 10 hours and 9 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 80.9 minutes/day. (Local Radio delivers 13.3% of Time with Ad-Supported Media.)

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



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

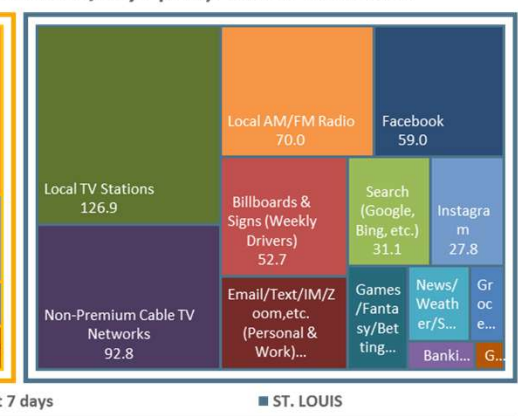
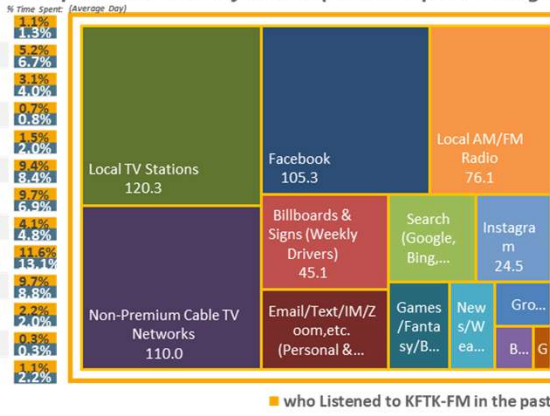
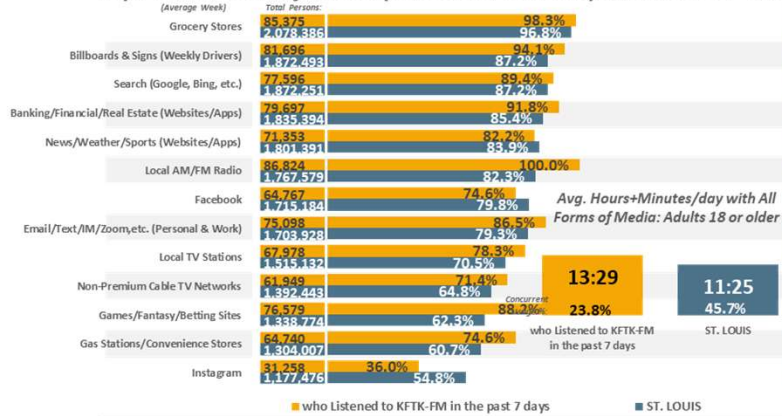




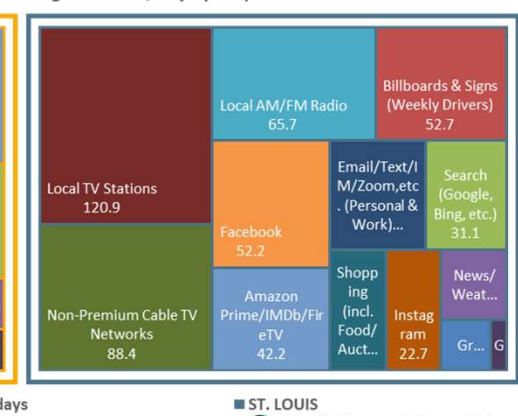
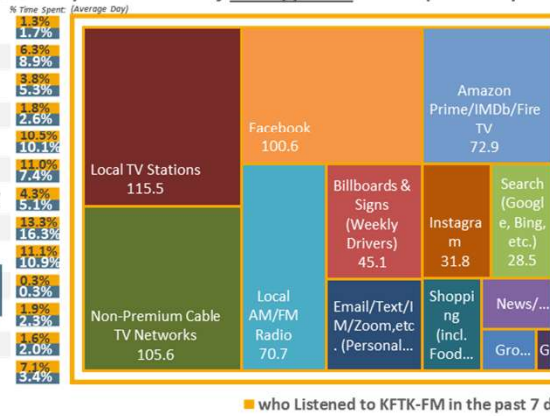
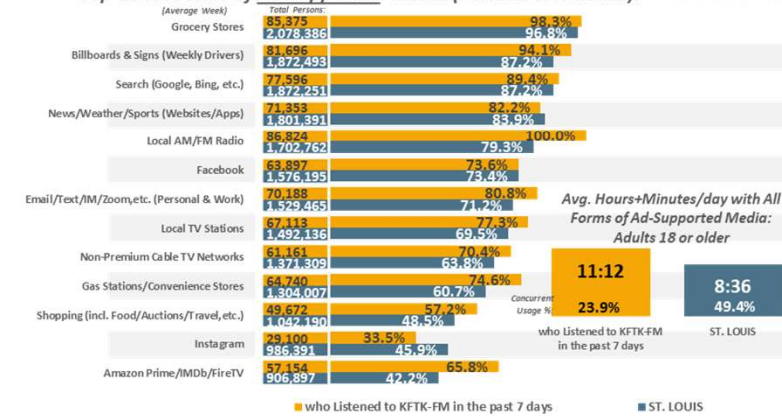


Adults 18 or older who Listened to KFTK-FM in the past 7 days spend an average of 11 hours and 12 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 70.7 minutes/day. (Local Radio delivers 10.5% of Time with Ad-Supported Media.)

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



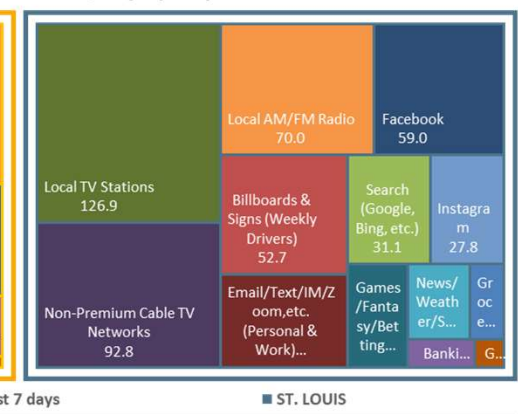
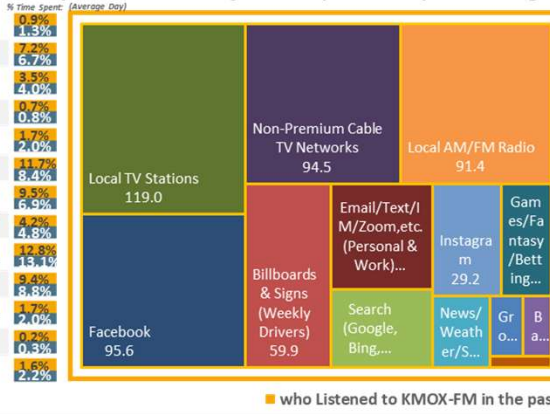
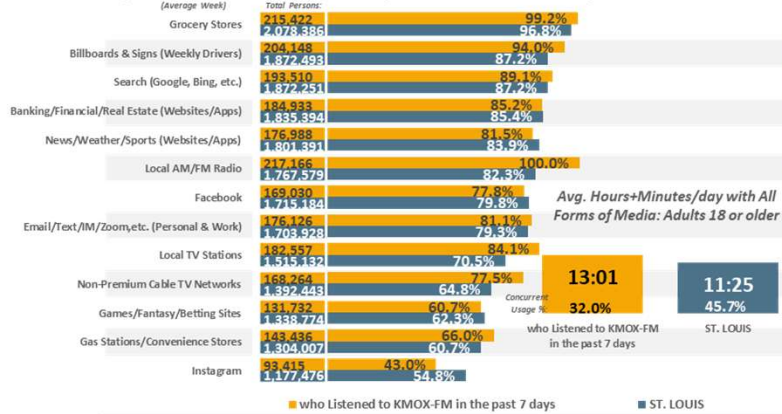
**Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older** **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



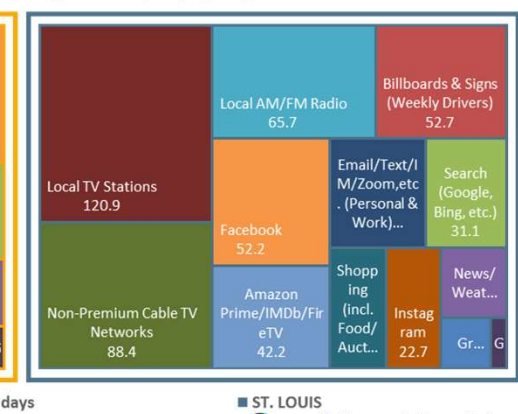
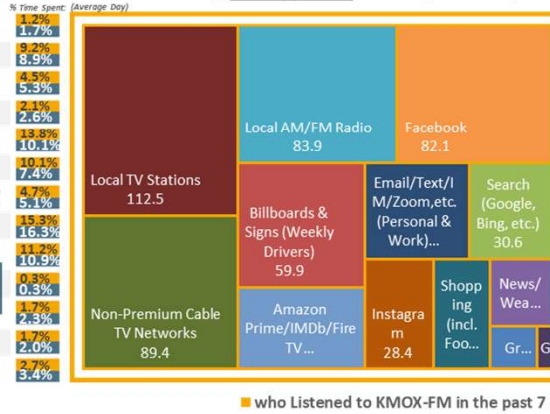
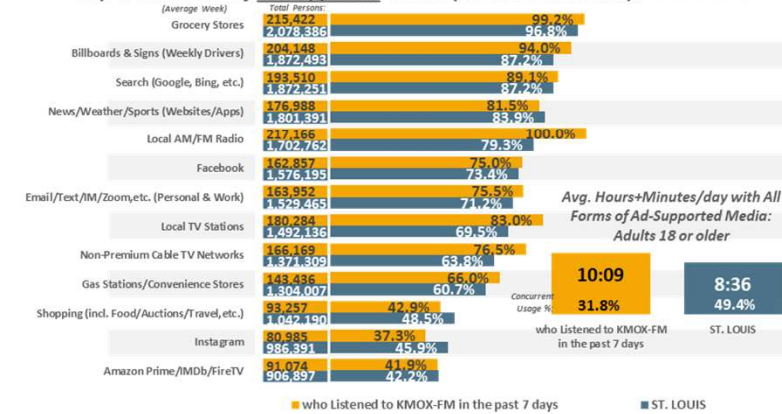


Adults 18 or older who Listened to KMOX-FM in the past 7 days spend an average of 10 hours and 9 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 83.9 minutes/day. *(Local Radio delivers 13.8% of Time with Ad-Supported Media.)*

**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**

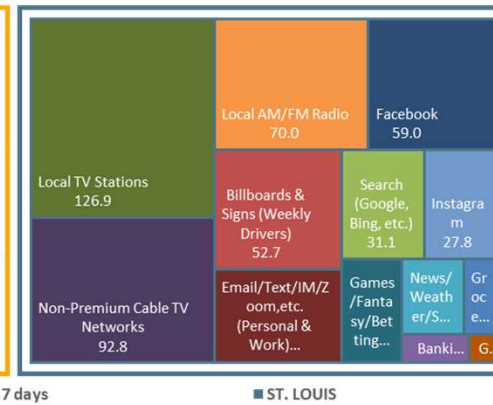
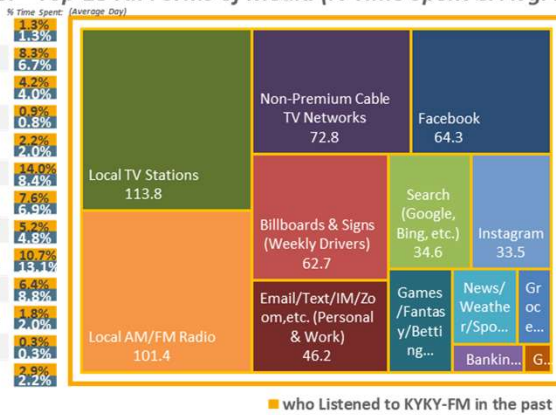
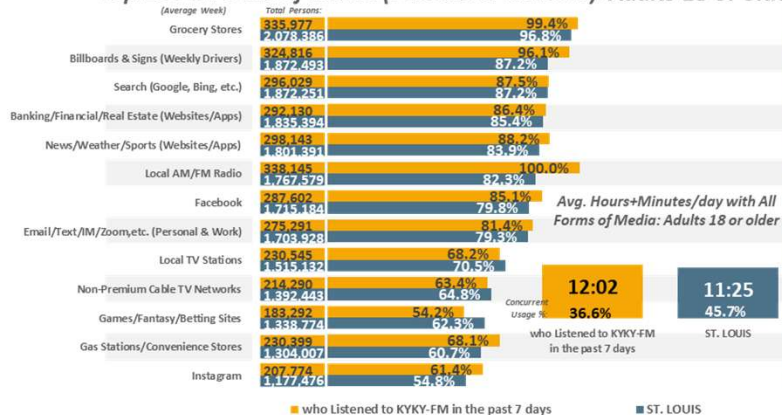




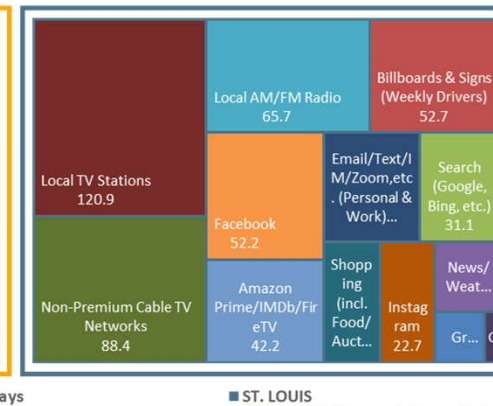
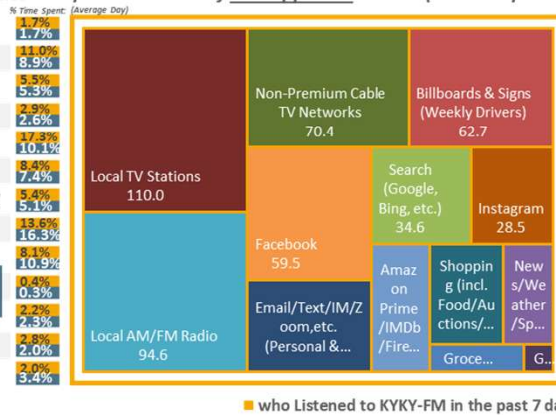
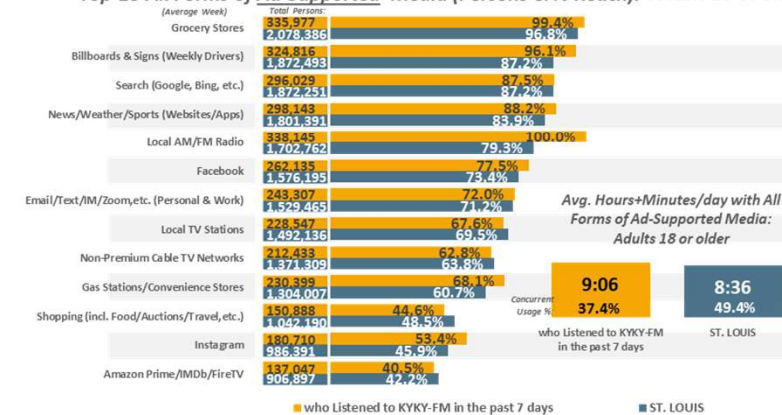


Adults 18 or older who Listened to KYKY-FM in the past 7 days spend an average of 9 hours and 6 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 94.6 minutes/day.  
(Local Radio delivers 17.3% of Time with Ad-Supported Media.)

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



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



ST. LOUIS Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 293  
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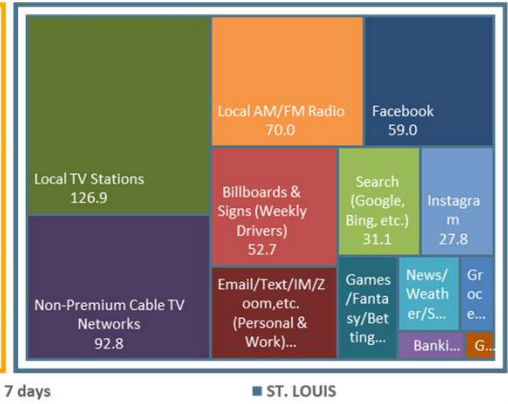
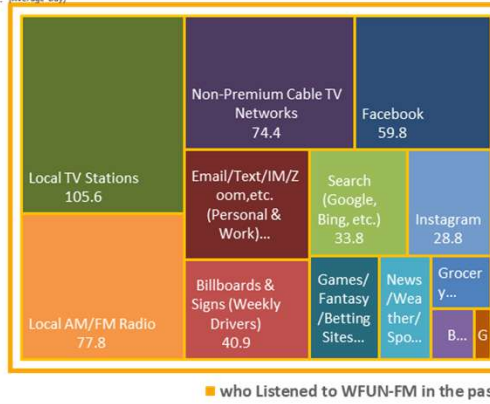
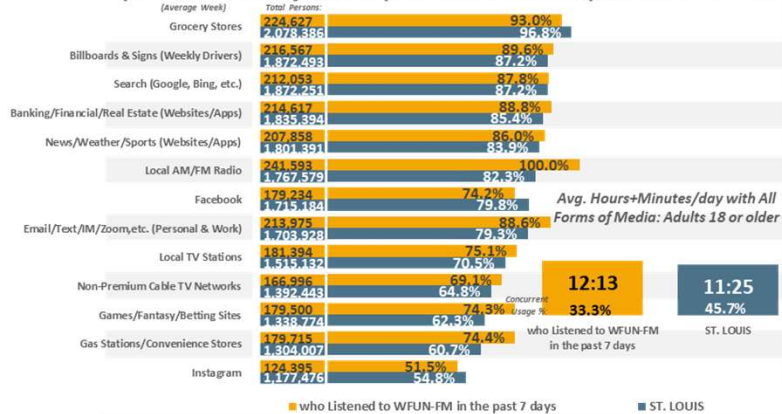
soefa.ai Share of Everything for Anything

Radio Stations: KYKY-FM

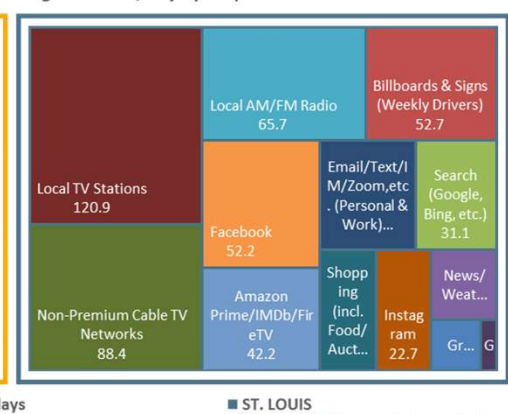
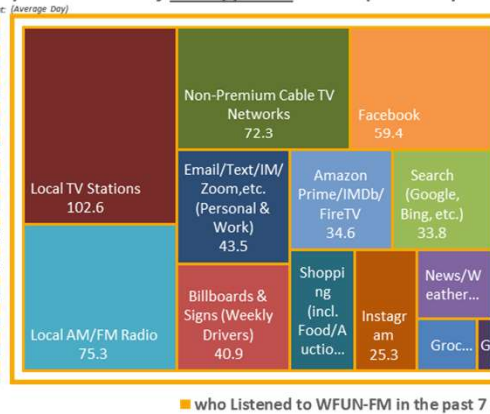
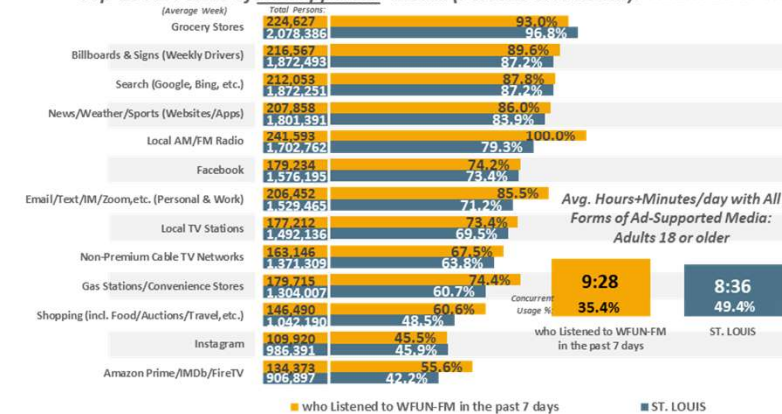


Adults 18 or older who Listened to WFUN-FM in the past 7 days spend an average of 9 hours and 28 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 75.3 minutes/day. (Local Radio delivers 13.2% of Time with Ad-Supported Media.)

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

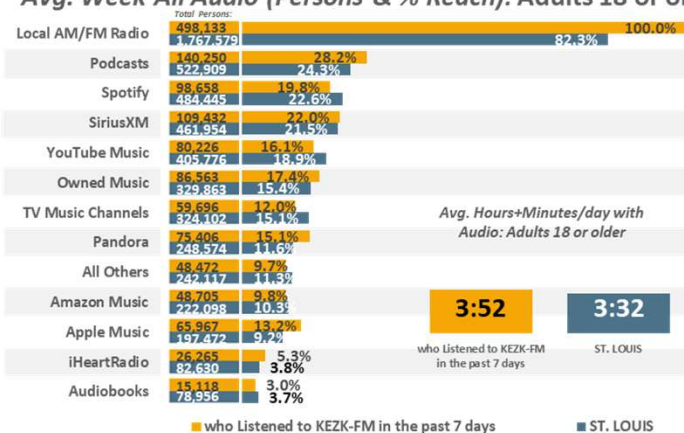




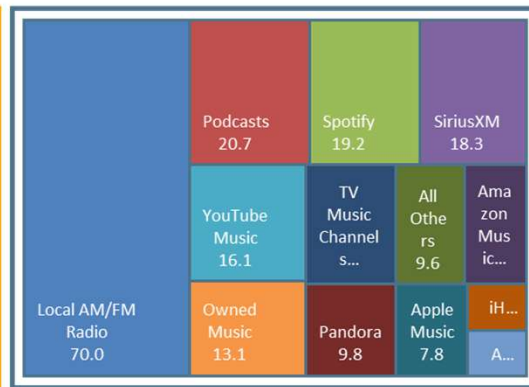
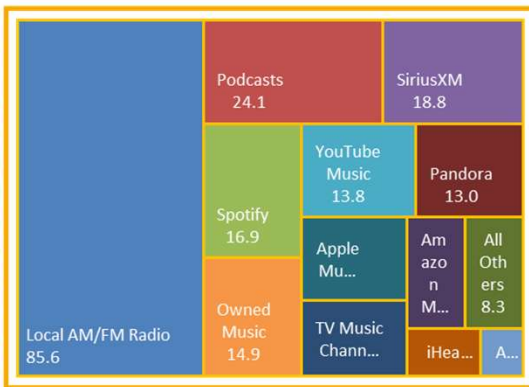


498,133 or 100.% of Adults 18 or older who Listened to KEZK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 80.9 minutes every day representing 48.4% of all time spent daily with Ad-Supported Audio.

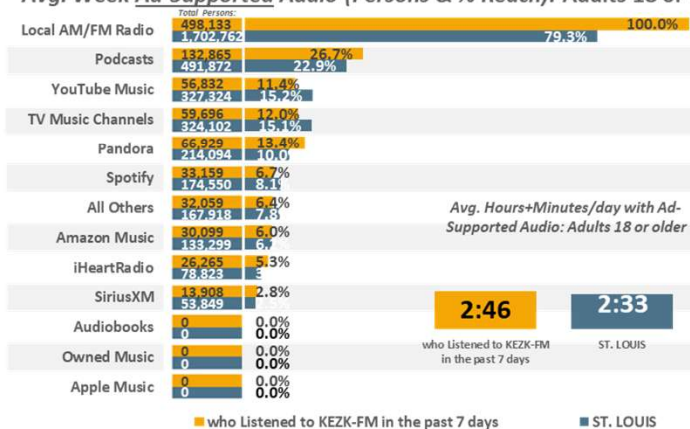
### Avg. Week All Audio (Persons & % Reach): Adults 18 or older



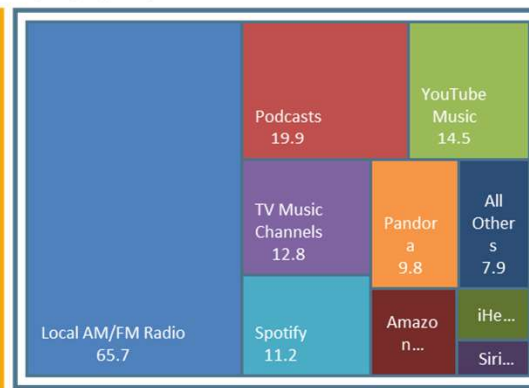
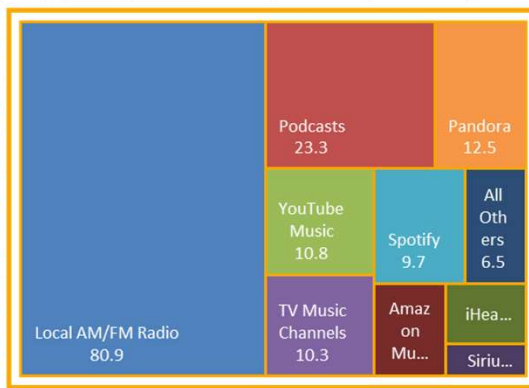
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



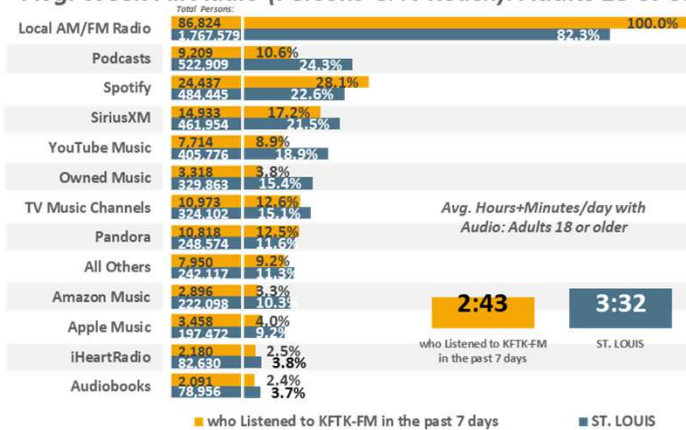
ST. LOUIS Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 422  
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soefa.ai Share of Everything for Anything

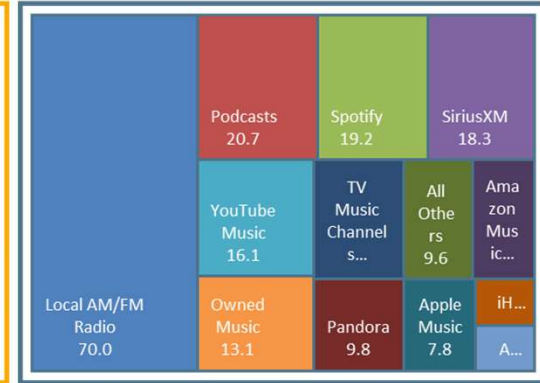
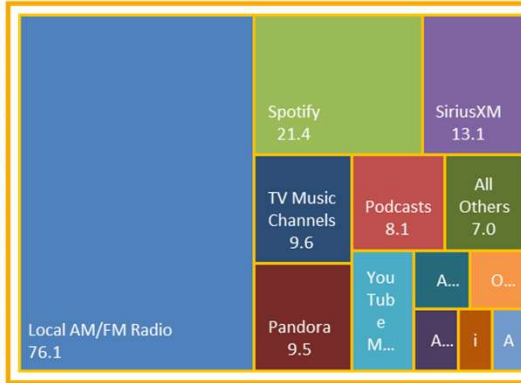


86,824 or 100.% of Adults 18 or older who Listened to KFTK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 70.7 minutes every day representing 59.1% of all time spent daily with Ad-Supported Audio.

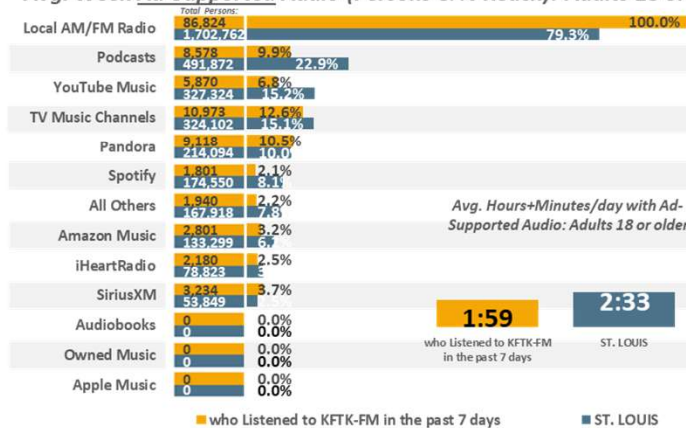
### Avg. Week All Audio (Persons & % Reach): Adults 18 or older



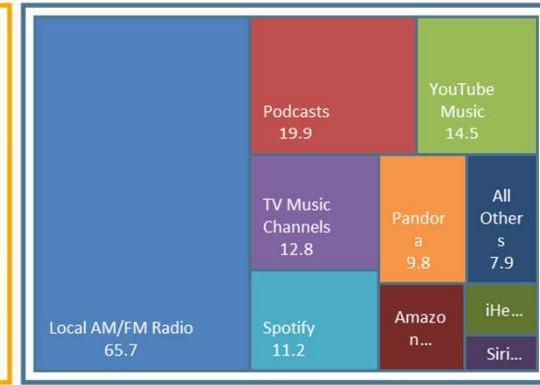
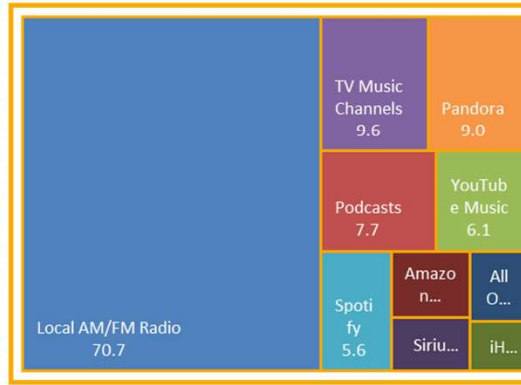
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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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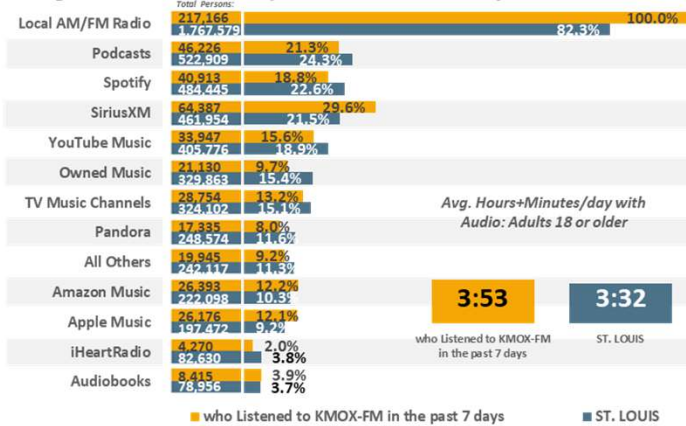
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Radio Stations: KFTK-FM

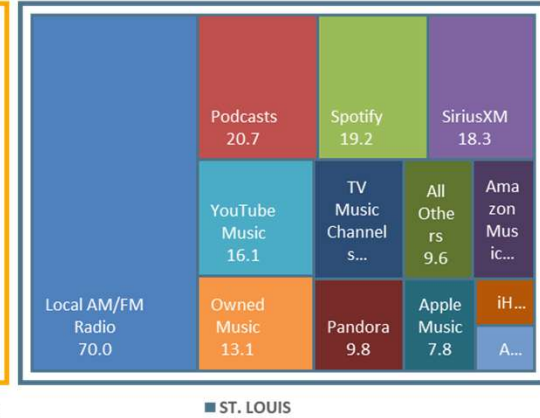
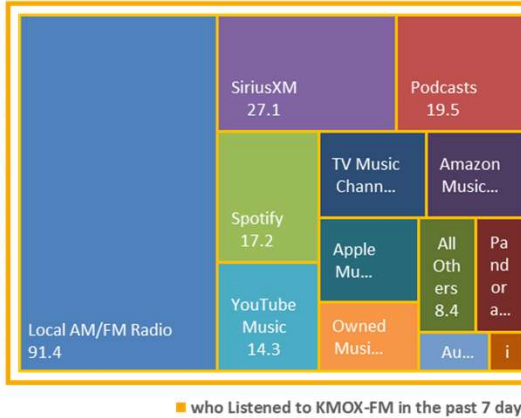


217,166 or 100.% of Adults 18 or older who Listened to KMOX-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 83.9 minutes every day representing 53.9% of all time spent daily with Ad-Supported Audio.

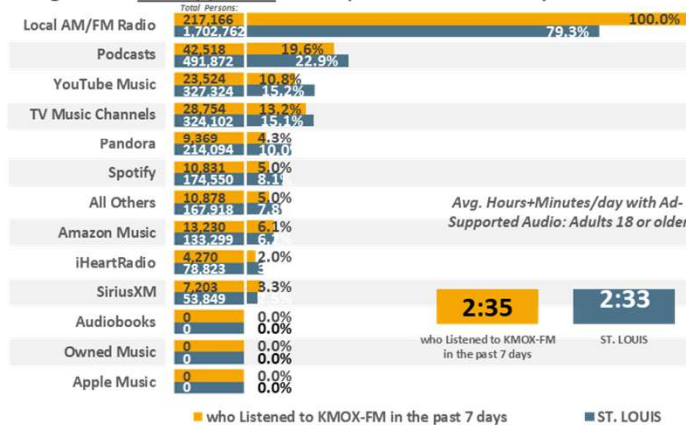
### Avg. Week All Audio (Persons & % Reach): Adults 18 or older



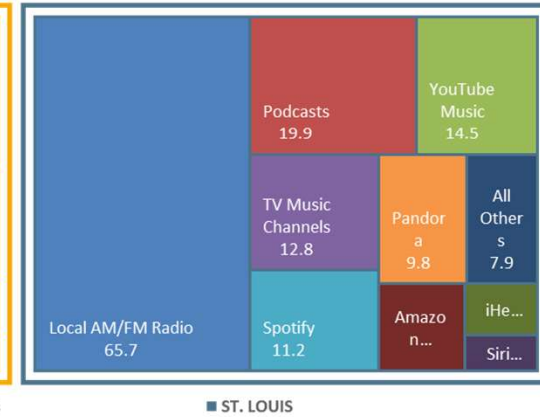
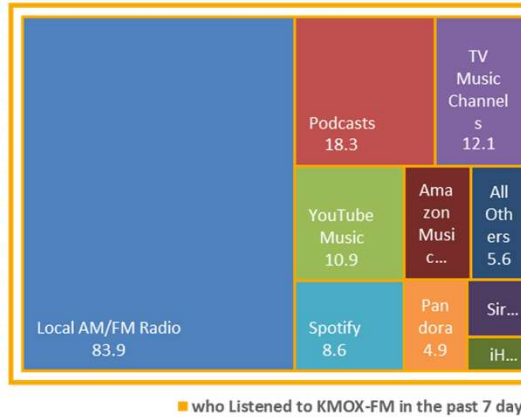
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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



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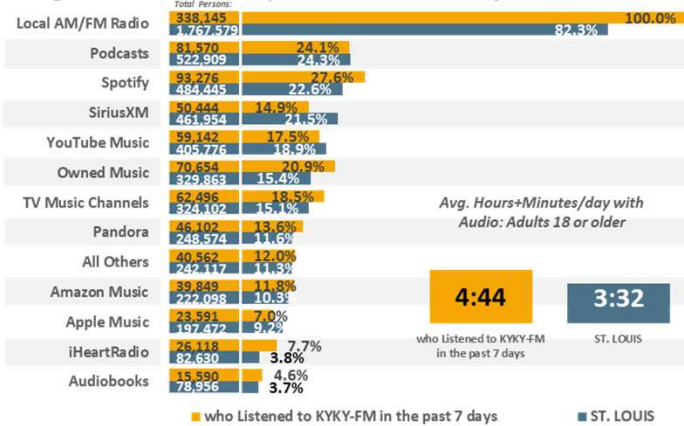
soefa.ai Share of Everything for Anything



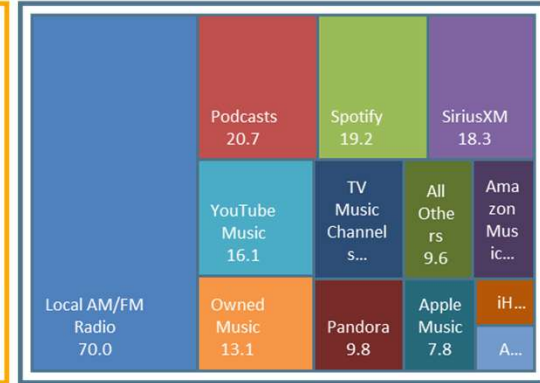
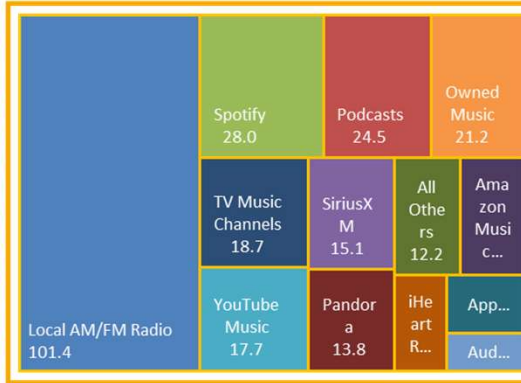


338,145 or 100.% of Adults 18 or older who Listened to KYKY-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 94.6 minutes every day representing 46.9% of all time spent daily with Ad-Supported Audio.

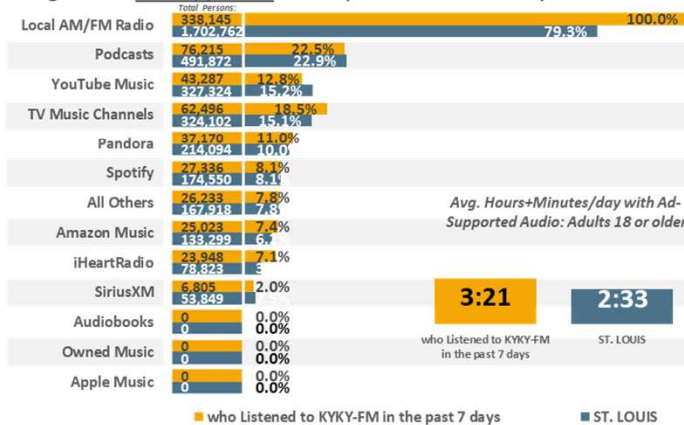
### Avg. Week All Audio (Persons & % Reach): Adults 18 or older



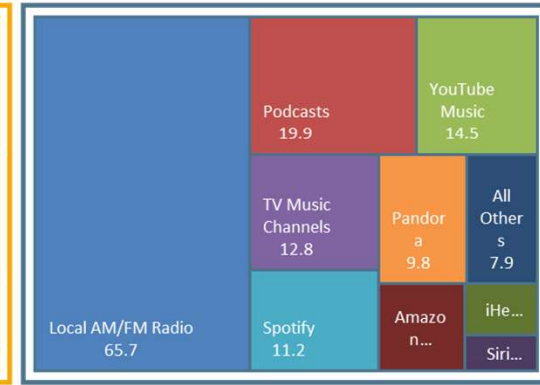
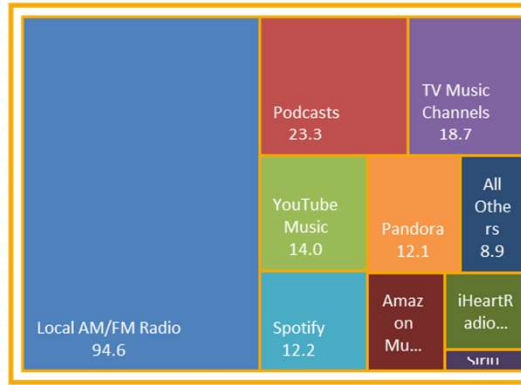
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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



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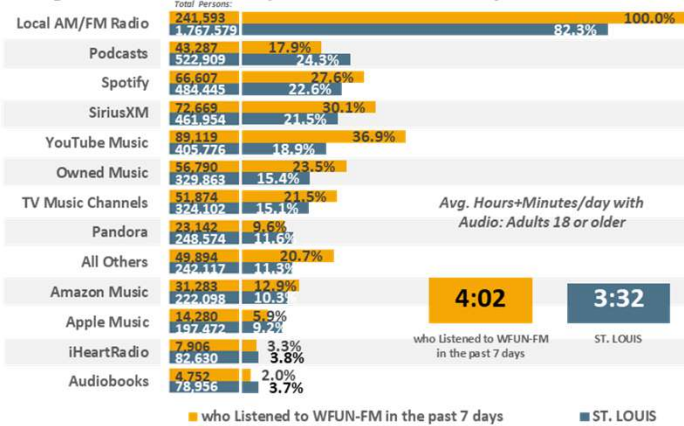
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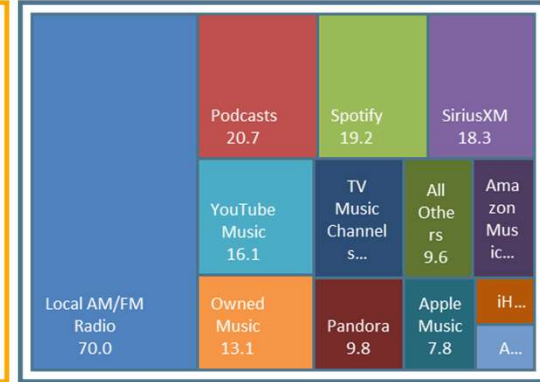
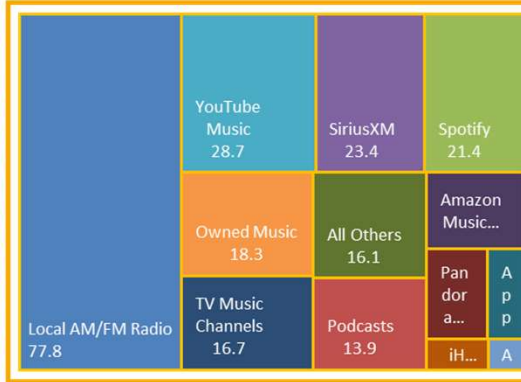


241,593 or 100.% of Adults 18 or older who Listened to WFUN-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 75.3 minutes every day representing 42.8% of all time spent daily with Ad-Supported Audio.

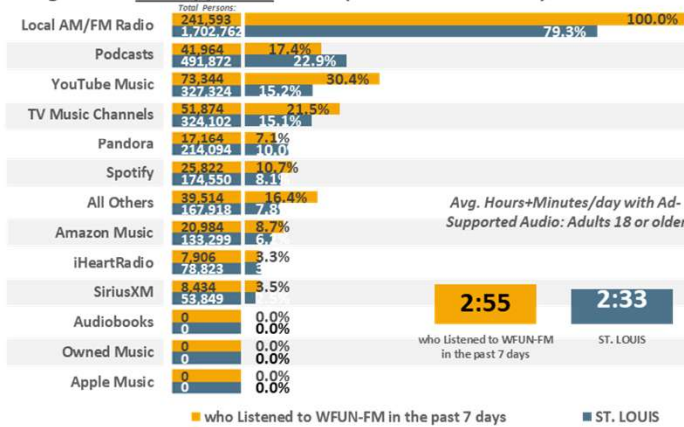
### Avg. Week All Audio (Persons & % Reach): Adults 18 or older



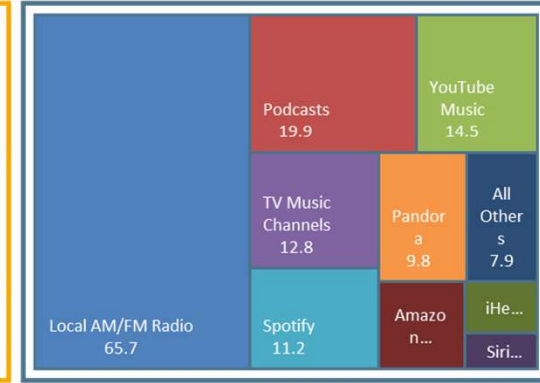
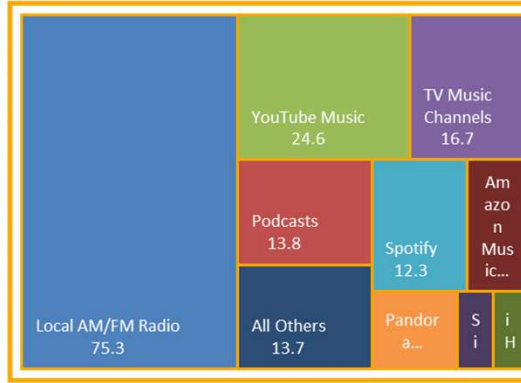
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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

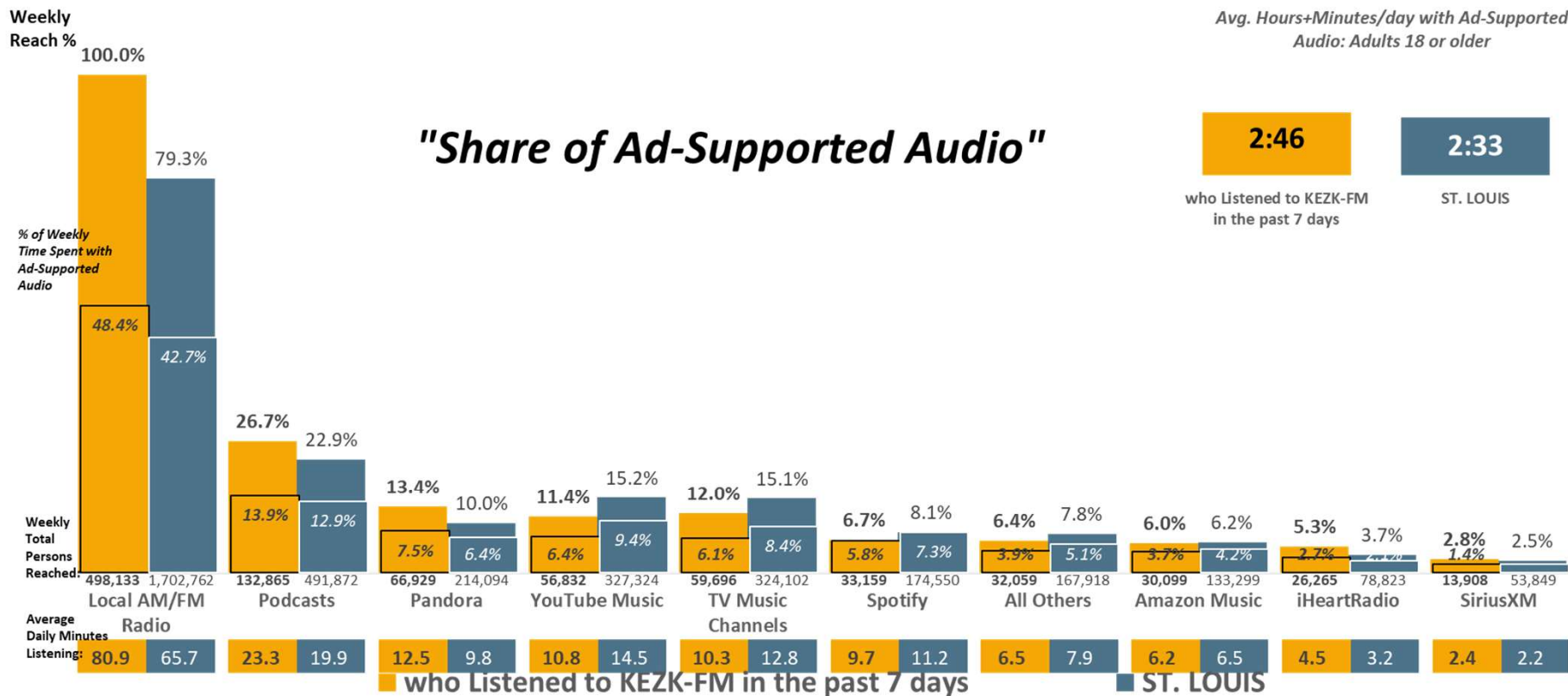


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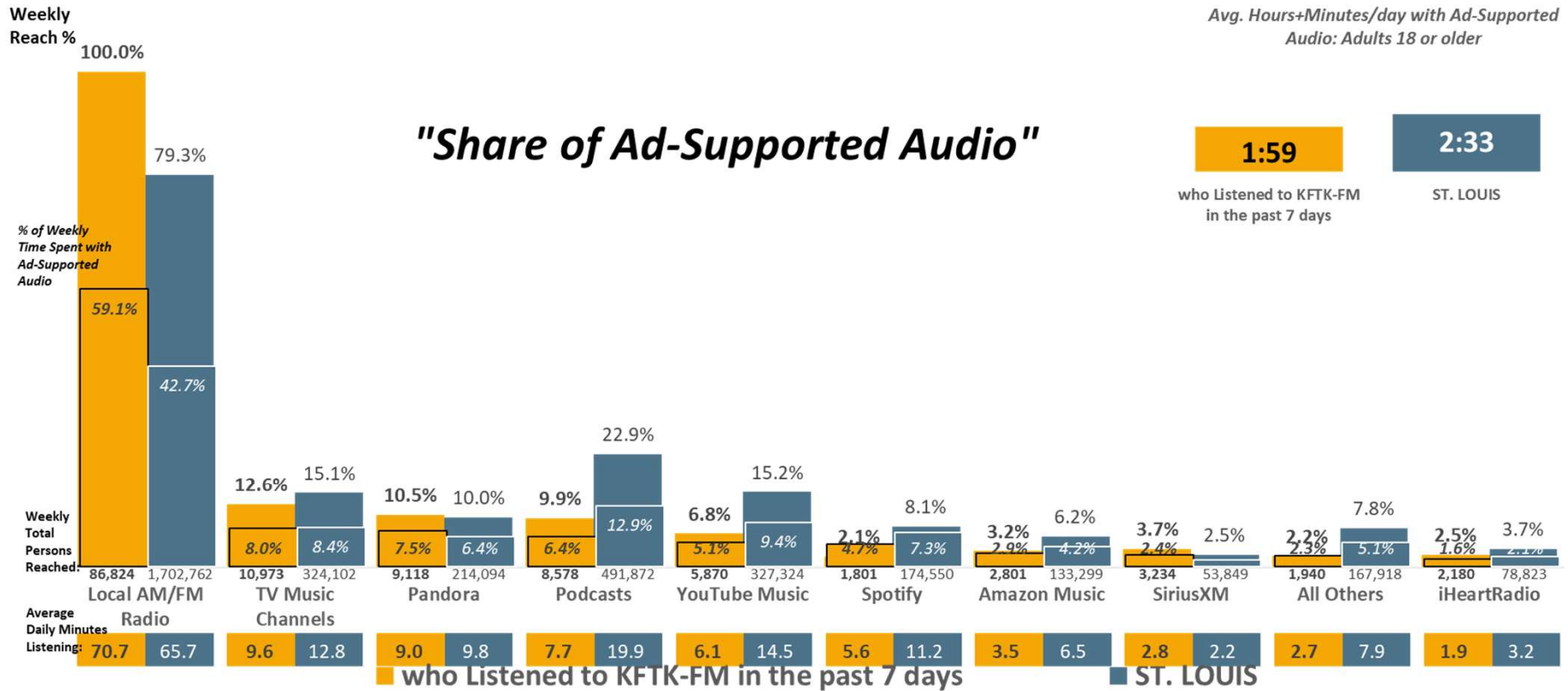


498,133 or 100.0% of Adults 18 or older who Listened to KEZK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 80.9 minutes every day representing 48.4% of all time spent daily with Ad-Supported Audio.



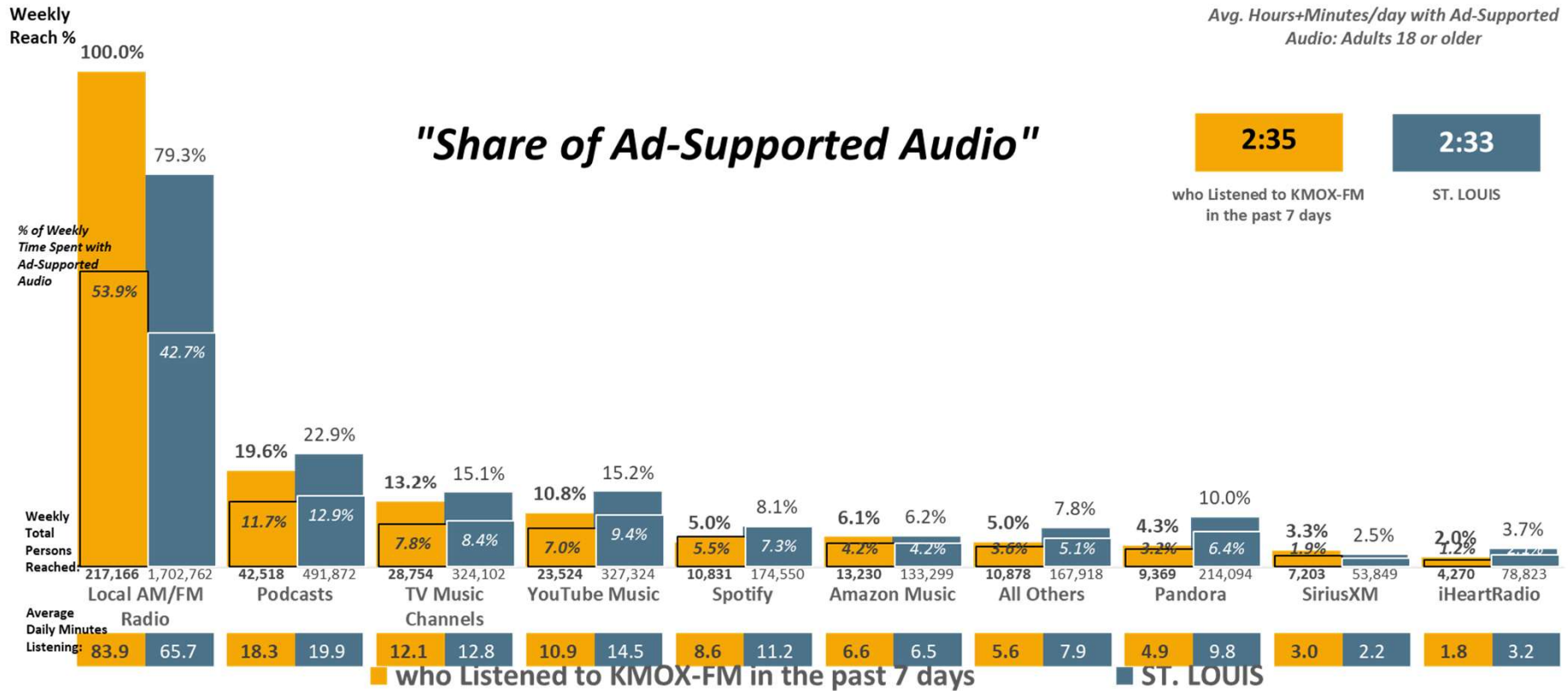


86,824 or 100.% of Adults 18 or older who Listened to KFTK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 70.7 minutes every day representing 59.1% of all time spent daily with Ad-Supported Audio.





217,166 or 100.% of Adults 18 or older who Listened to KMOX-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 83.9 minutes every day representing 53.9% of all time spent daily with Ad-Supported Audio.







338,145 or 100.% of Adults 18 or older who Listened to KYKY-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 94.6 minutes every day representing 46.9% 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"

3:21

2:33

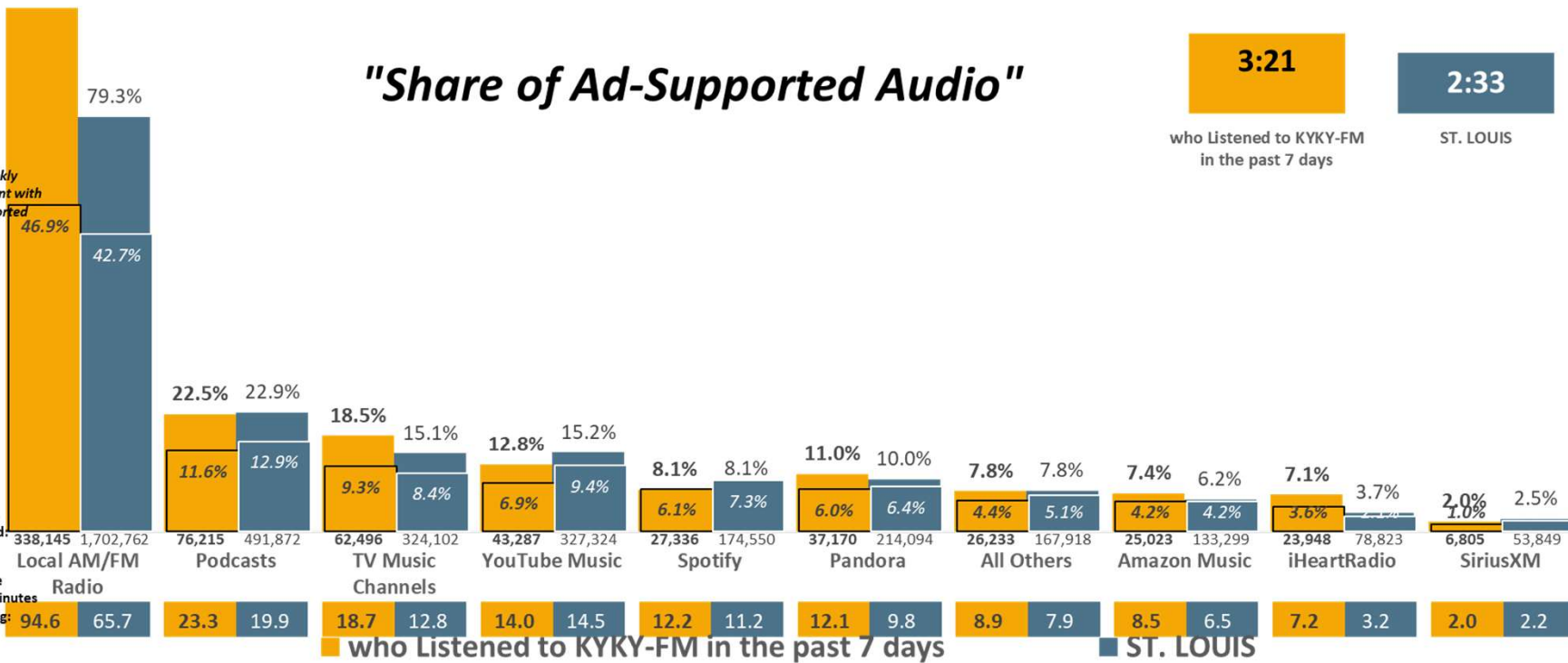
who Listened to KYKY-FM  
in the past 7 days

ST. LOUIS

% of Weekly  
Time Spent with  
Ad-Supported  
Audio

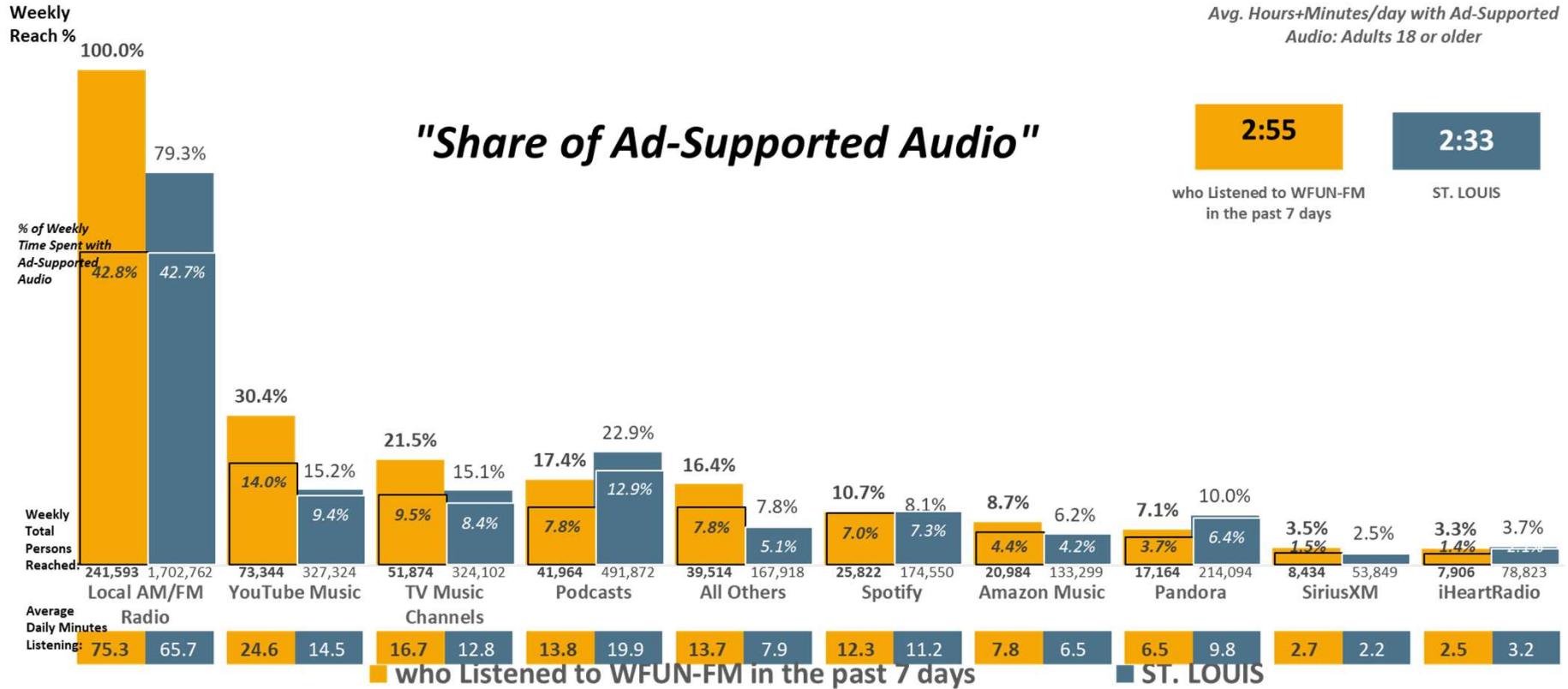
Weekly  
Total  
Persons  
Reached

Average  
Daily Minutes  
Listening





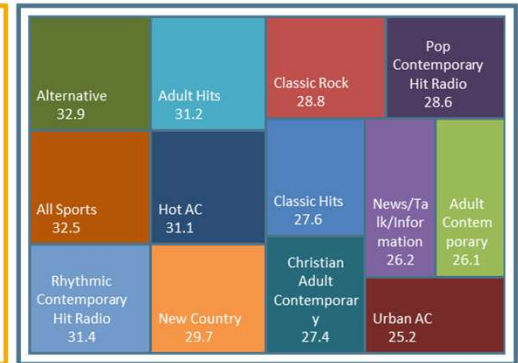
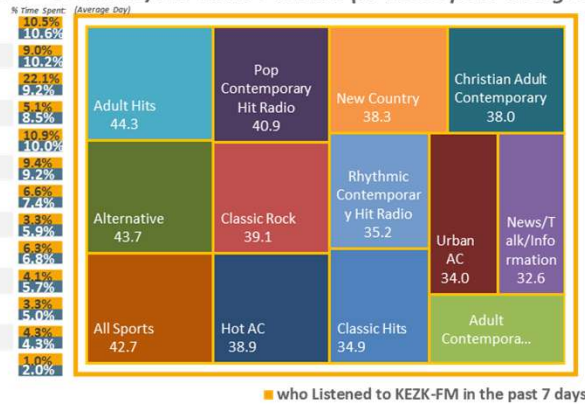
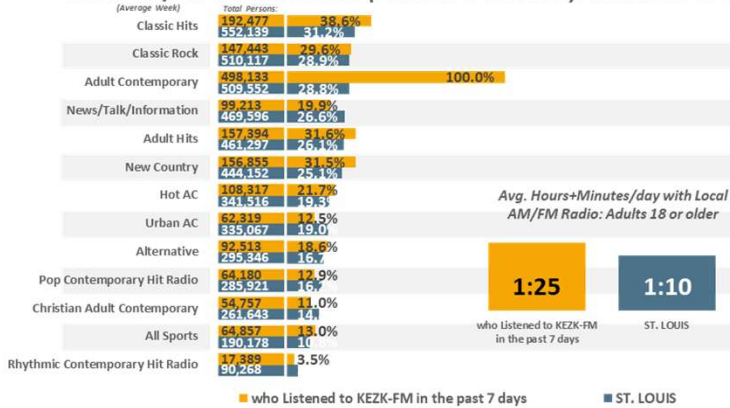
241,593 or 100.% of Adults 18 or older who Listened to WFUN-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 75.3 minutes every day representing 42.8% of all time spent daily with Ad-Supported Audio.



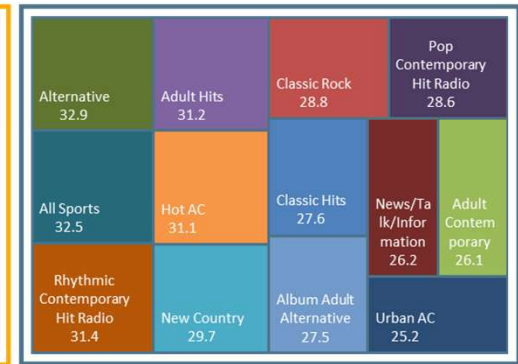
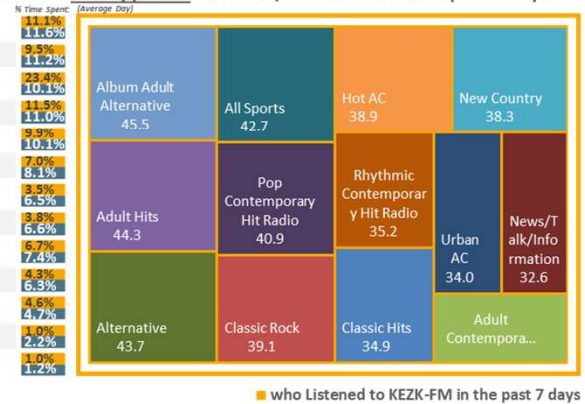
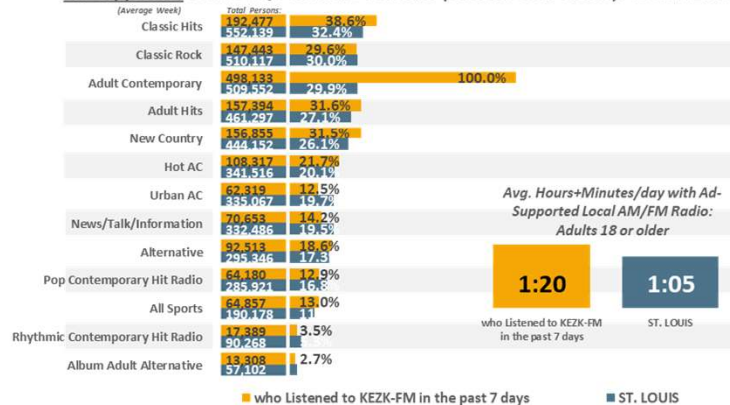


498,133 or 100.% of Adults 18 or older who Listened to KEZK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Adult Hits, New Country, and Classic Rock.

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



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



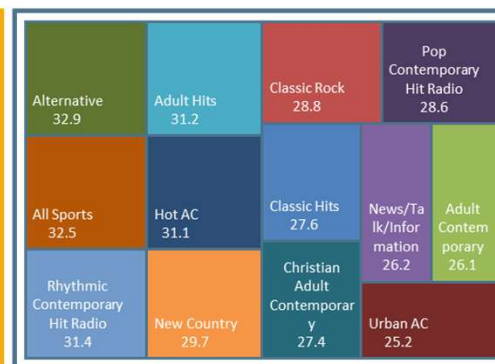
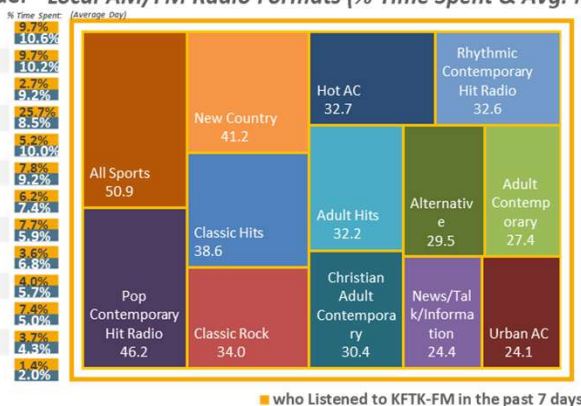
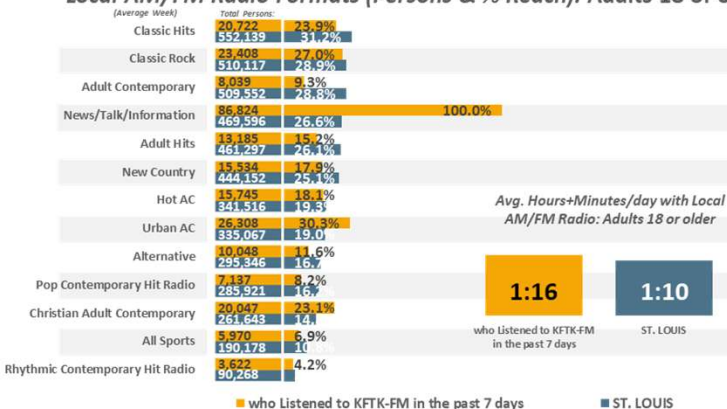
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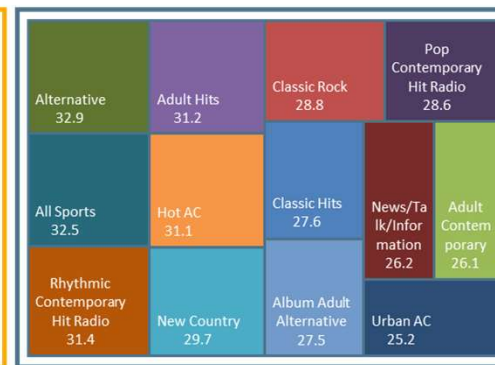
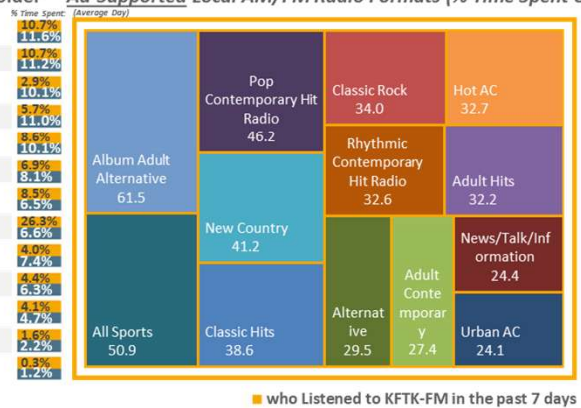
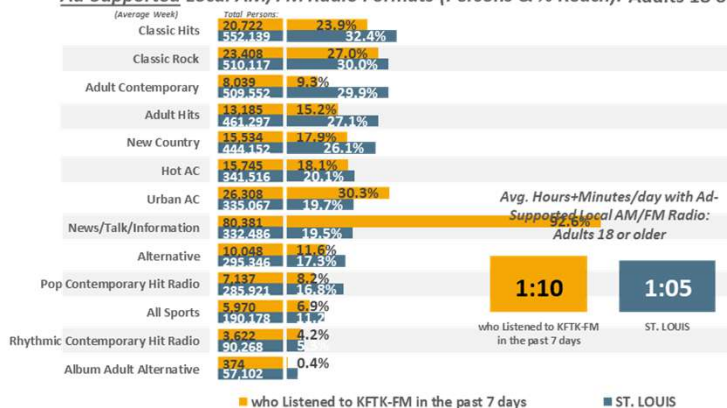


86,824 or 100.% of Adults 18 or older who Listened to KFTK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are News/Talk/Information, Urban AC, Classic Rock, Classic Hits, and Hot AC.

**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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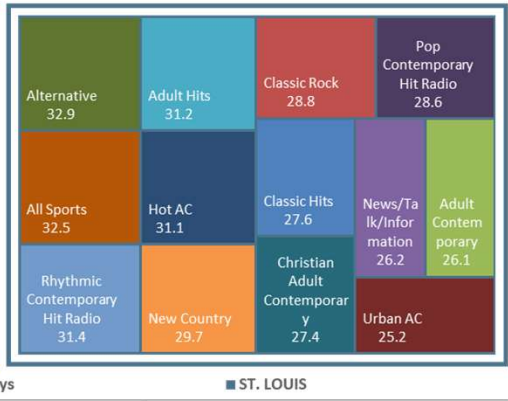
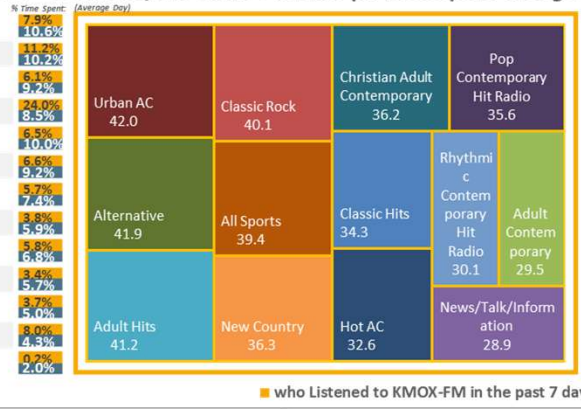
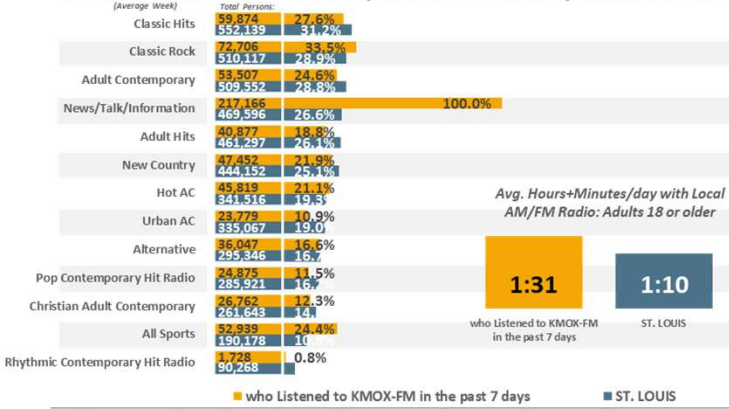
Radio Stations: KFTK-FM



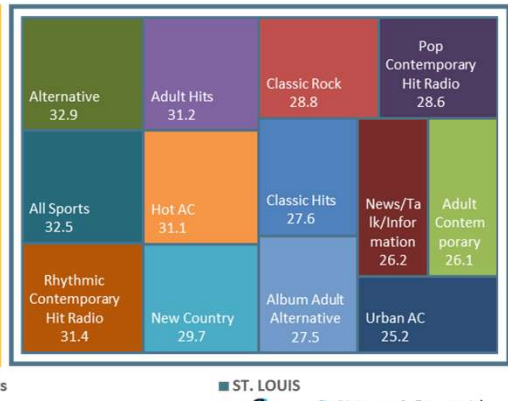
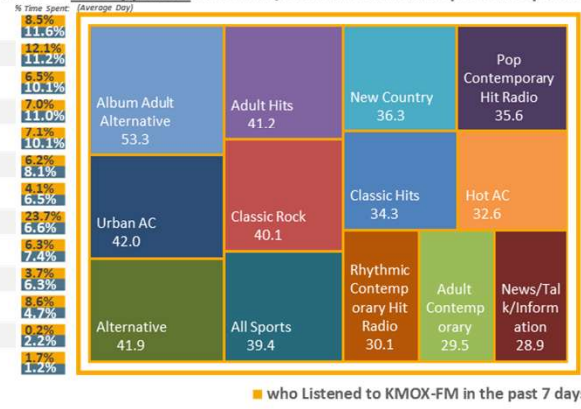
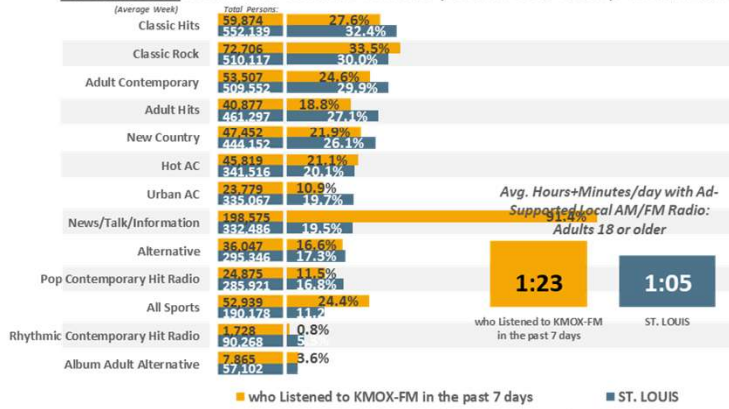


217,166 or 100.% of Adults 18 or older who Listened to KMOX-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are News/Talk/Information, Classic Rock, Classic Hits, Adult Contemporary, and All Sports.

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



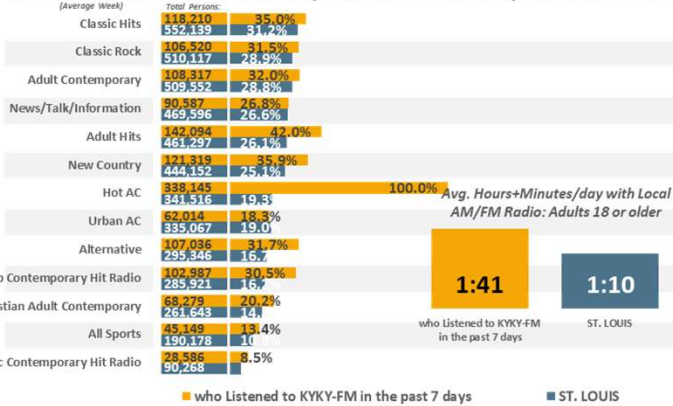
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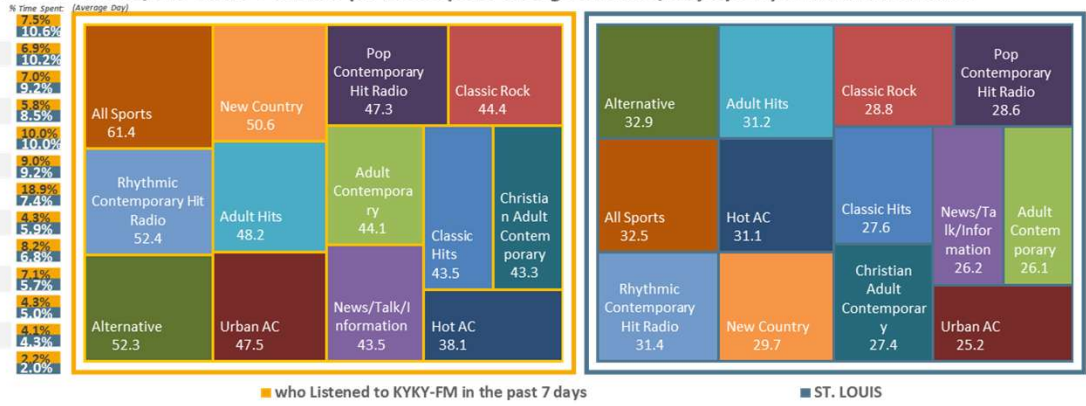


338,145 or 100.% of Adults 18 or older who Listened to KYKY-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Adult Hits, New Country, Classic Hits, and Adult Contemporary.

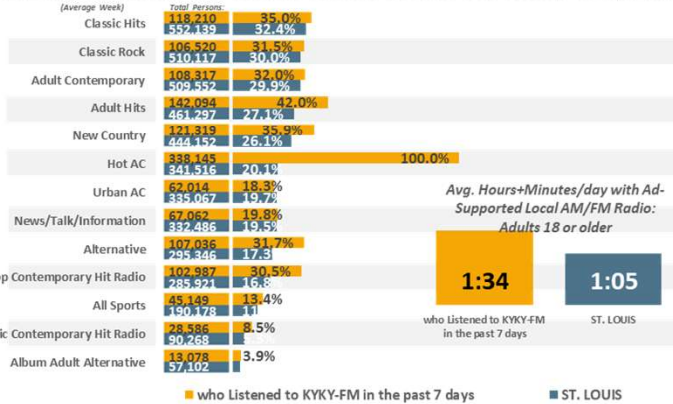
### Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



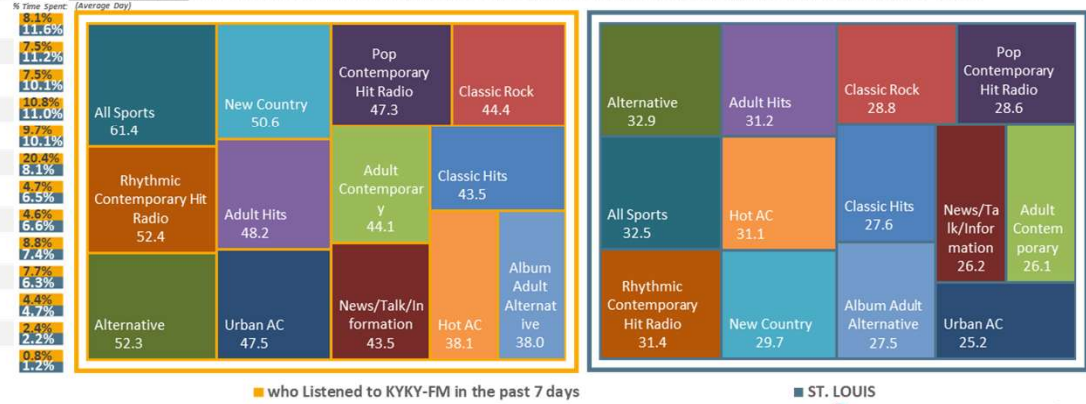
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



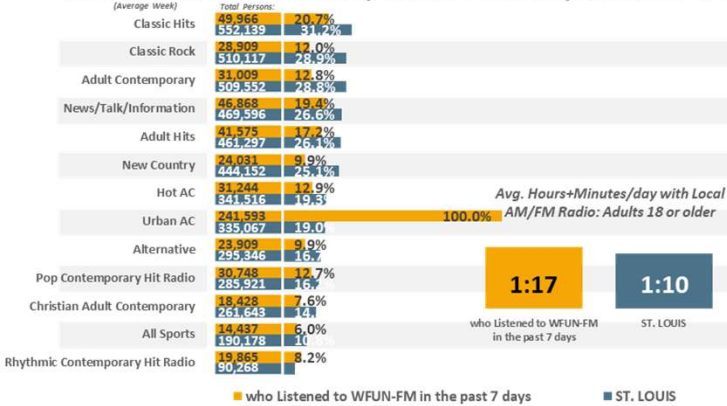
### Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



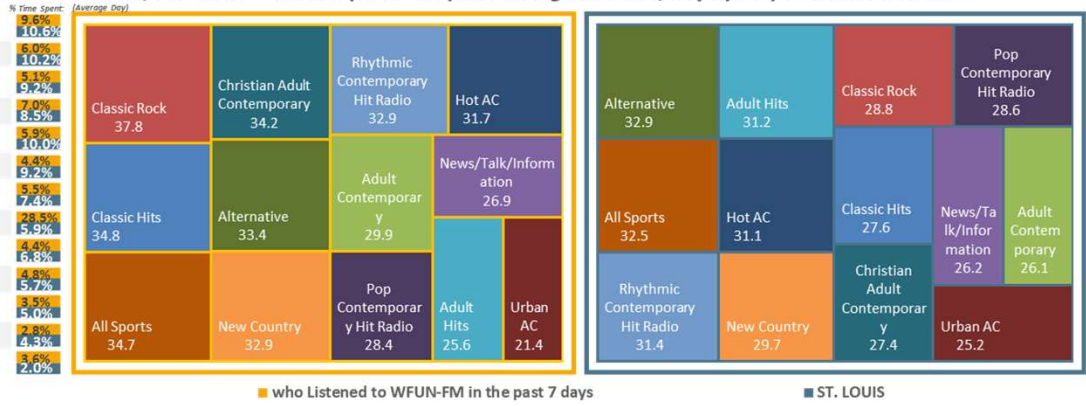


241,593 or 100.0% of Adults 18 or older who Listened to WFUN-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Urban AC, Classic Hits, Adult Hits, News/Talk/Information, and Hot AC.

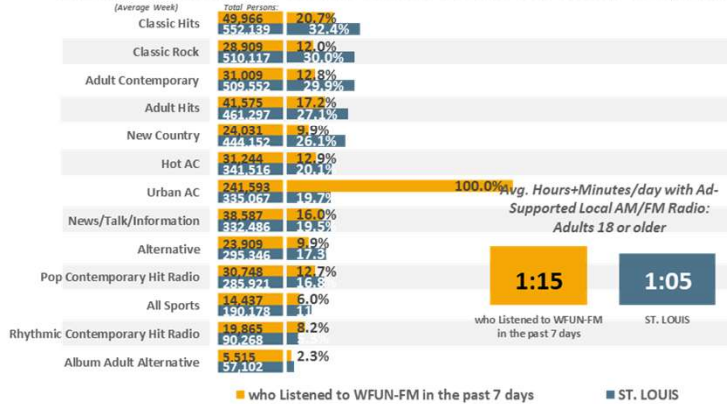
### Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



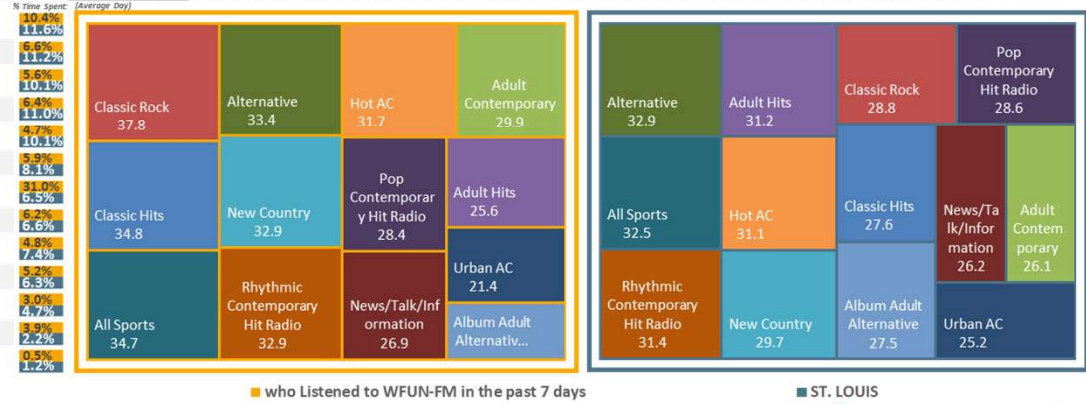
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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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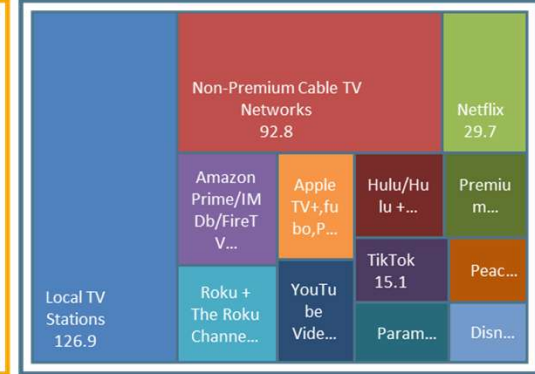
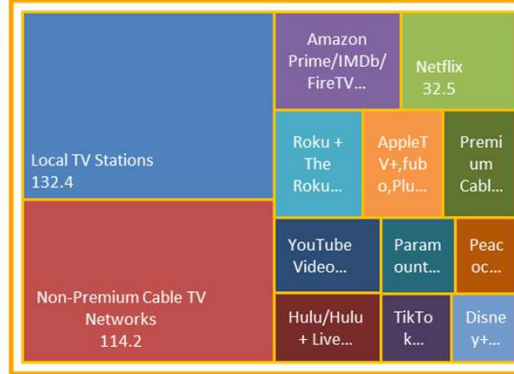
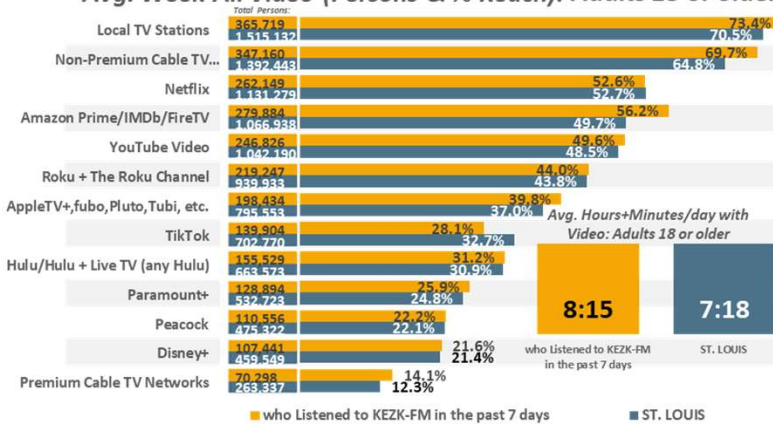


**102.5 KEZK**

361,573 or 72.6% of Adults 18 or older who Listened to KEZK-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 125.7 minutes every day representing 31.3% of all time spent daily with Ad-Supported Video.

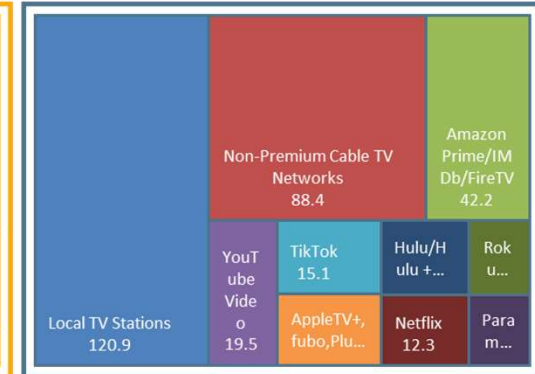
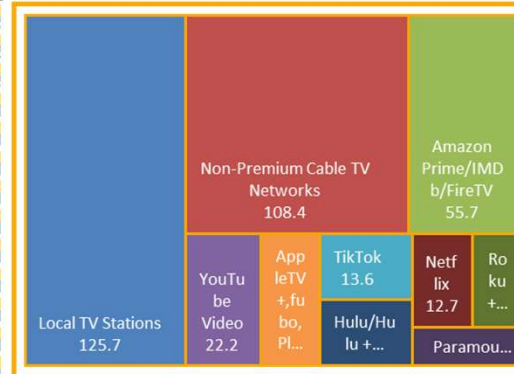
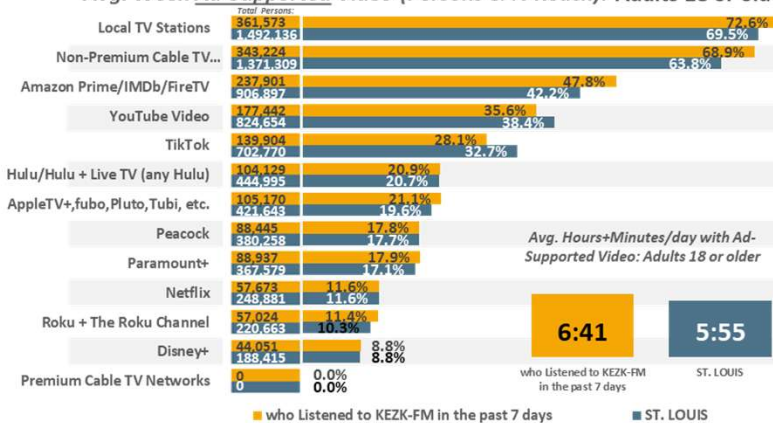
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

**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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Radio Stations: KEZK-FM

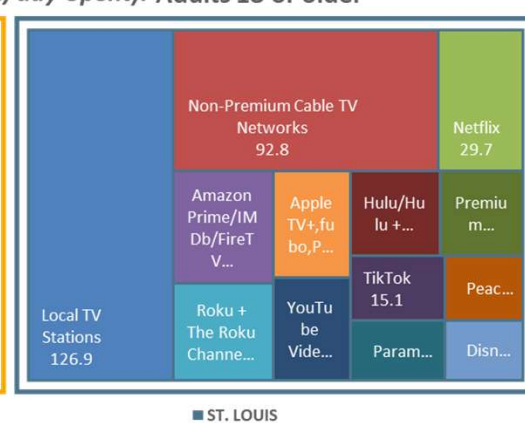
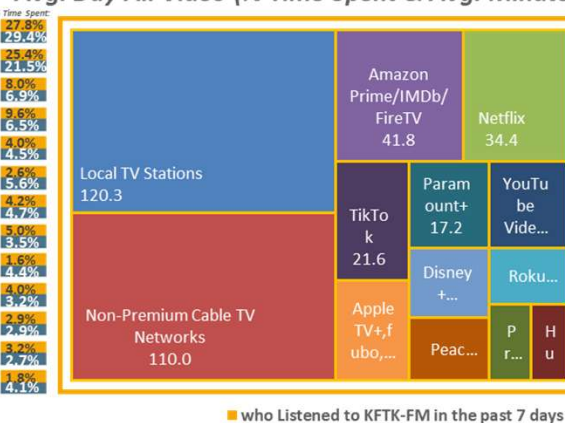
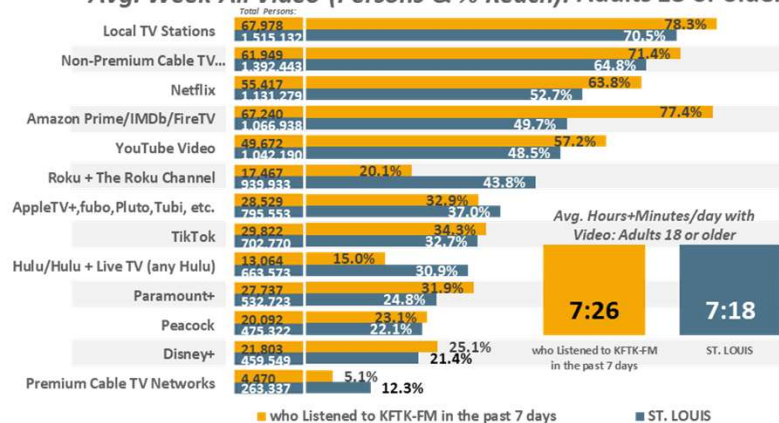




67,113 or 77.3% of Adults 18 or older who Listened to KFTK-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 115.5 minutes every day representing 30.6% of all time spent daily with Ad-Supported Video.

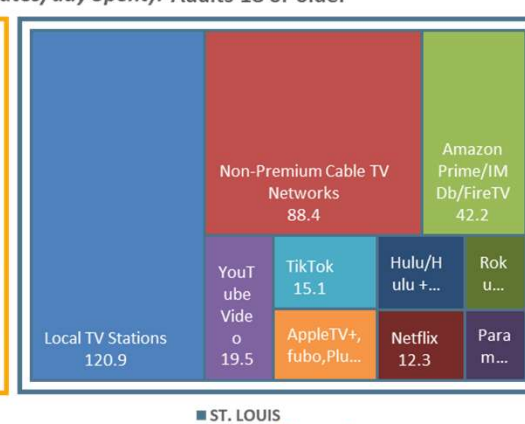
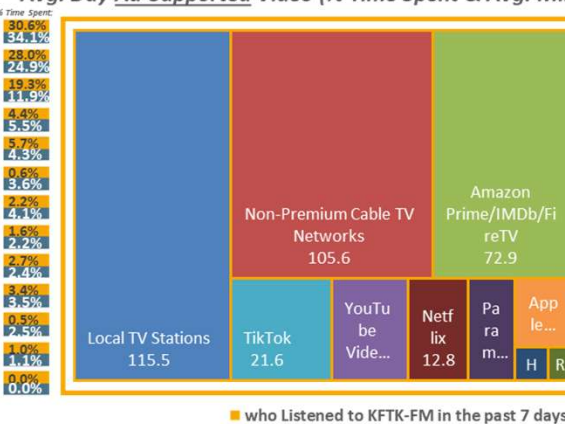
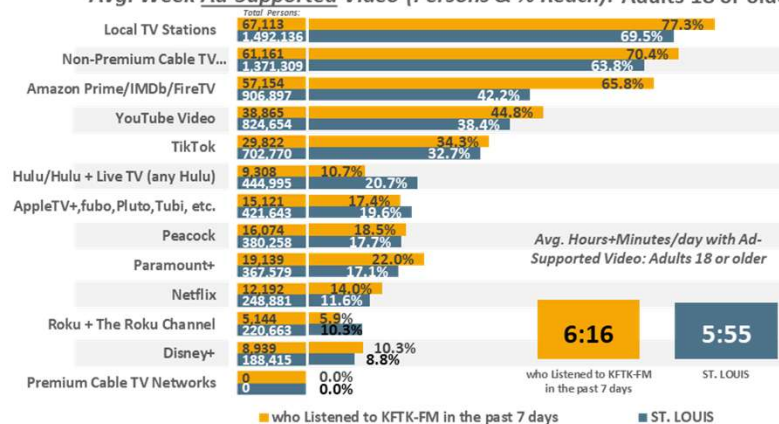
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

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



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

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



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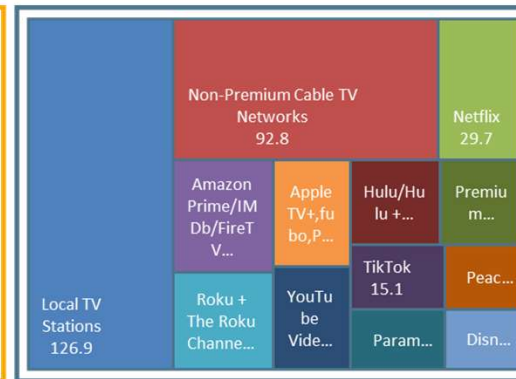
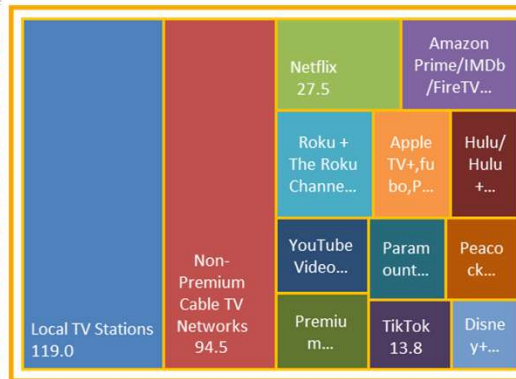
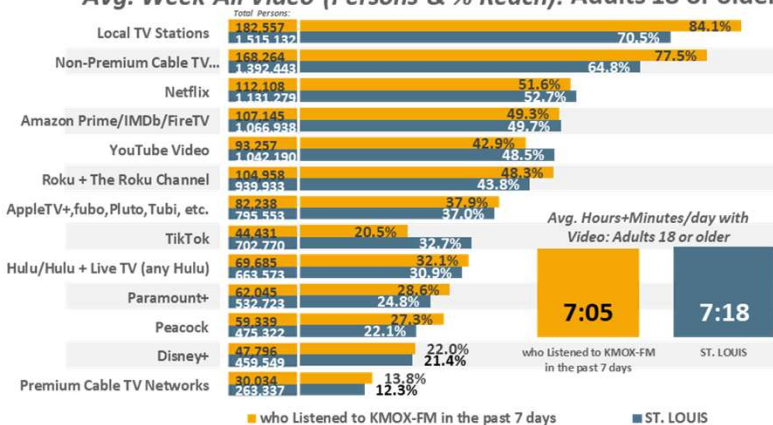
Radio Stations: KFTK-FM



180,284 or 83.% of Adults 18 or older who Listened to KMOX-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 112.5 minutes every day representing 32.9% of all time spent daily with Ad-Supported Video.

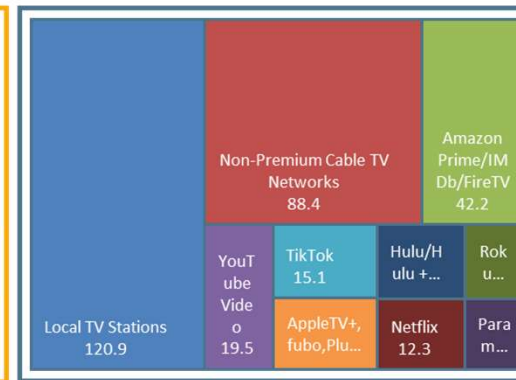
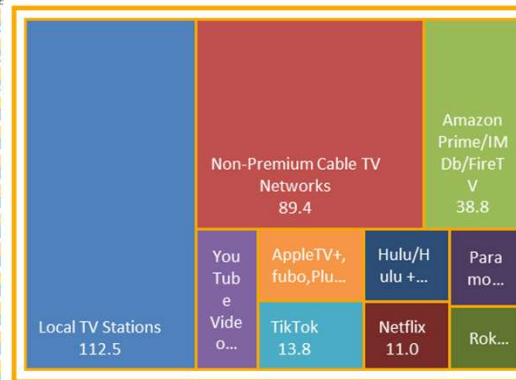
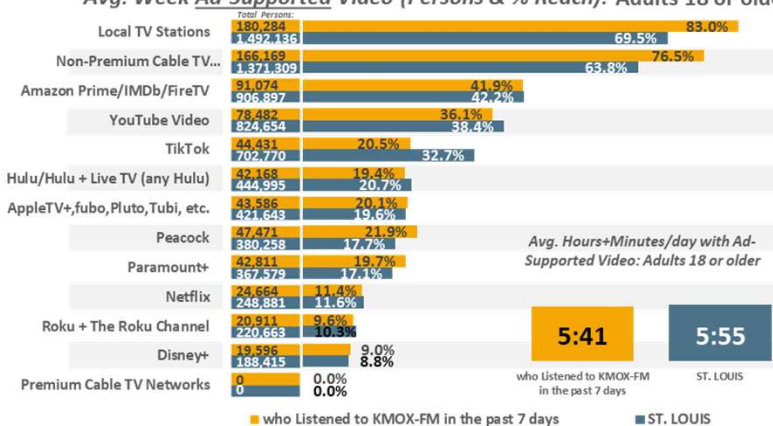
### Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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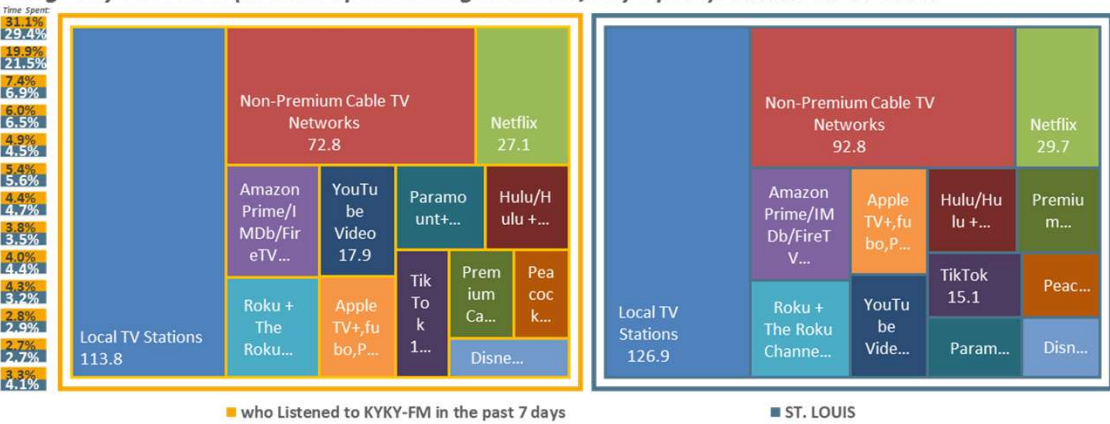
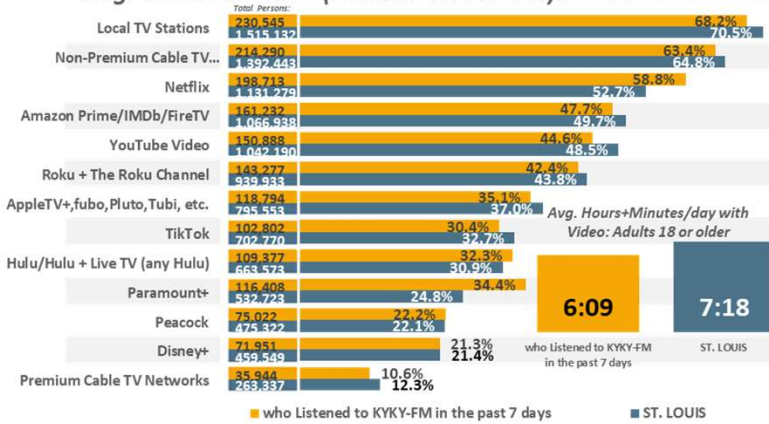
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228,547 or 67.6% of Adults 18 or older who Listened to KYKY-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 110. minutes every day representing 37.5% of all time spent daily with Ad-Supported Video.

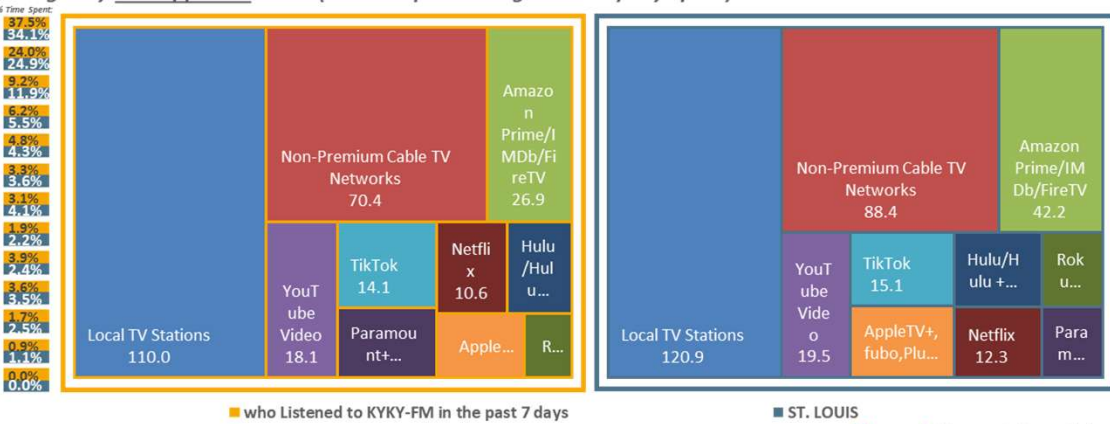
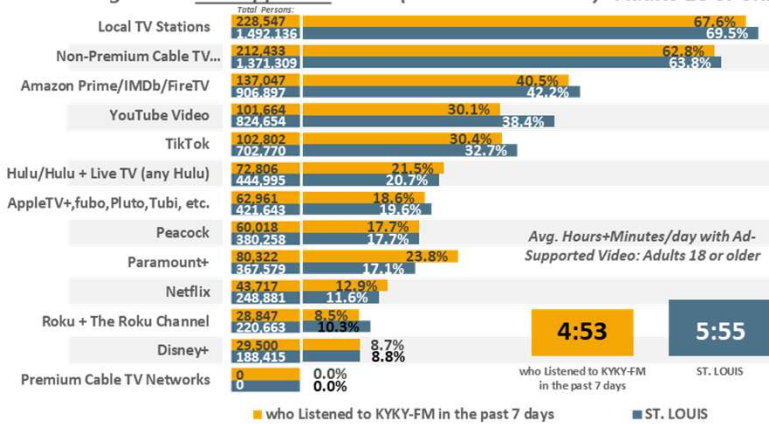
### Avg. Week All Video (Persons & % Reach): Adults 18 or older

### 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



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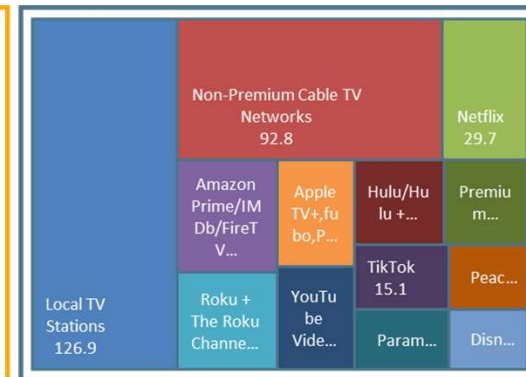
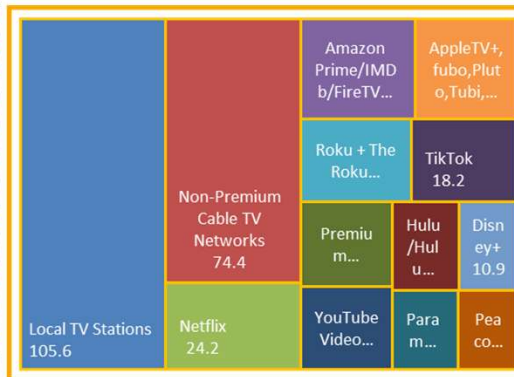
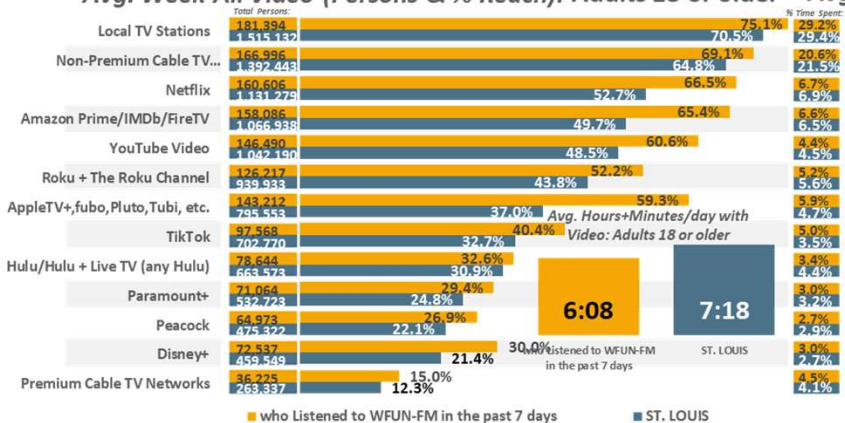




177,212 or 73.4% of Adults 18 or older who Listened to WFUN-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 102.6 minutes every day representing 34.1% of all time spent daily with Ad-Supported Video.

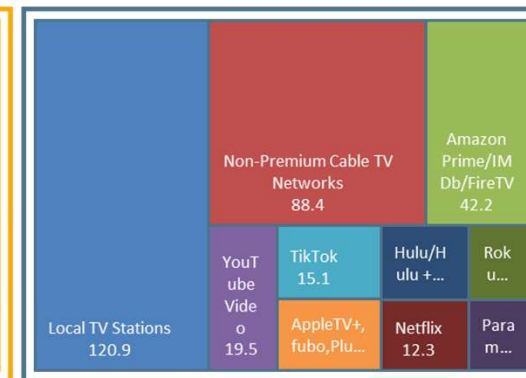
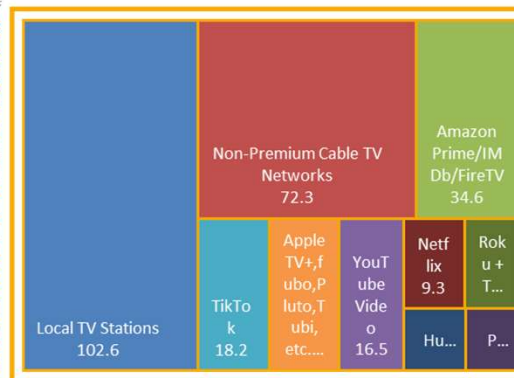
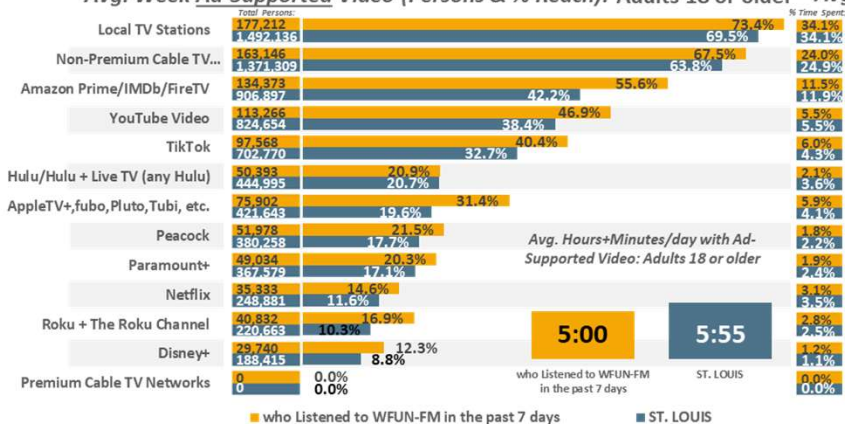
### Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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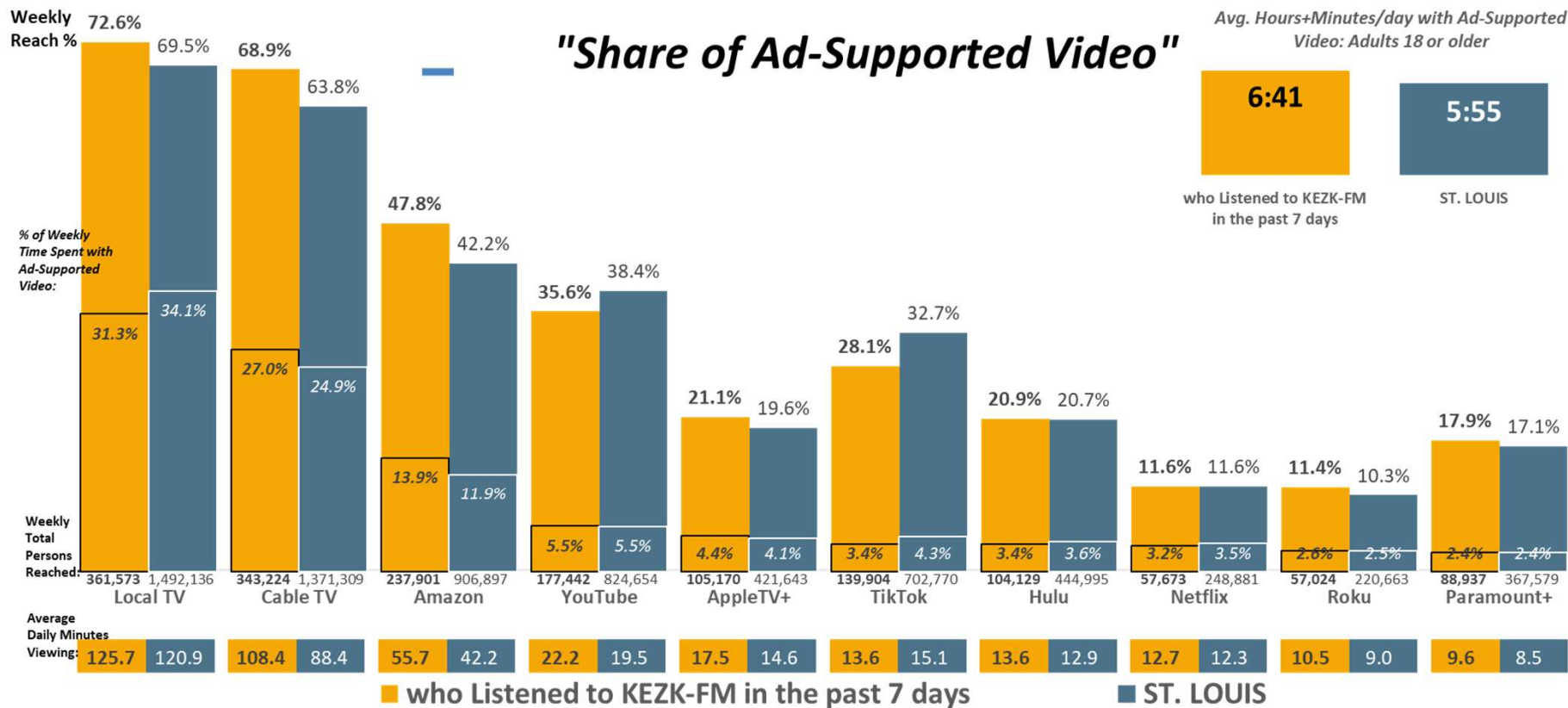
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361,573 or 72.6% of Adults 18 or older who Listened to KEZK-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 125.7 minutes every day representing 31.3% of all time spent daily with Ad-Supported Video.

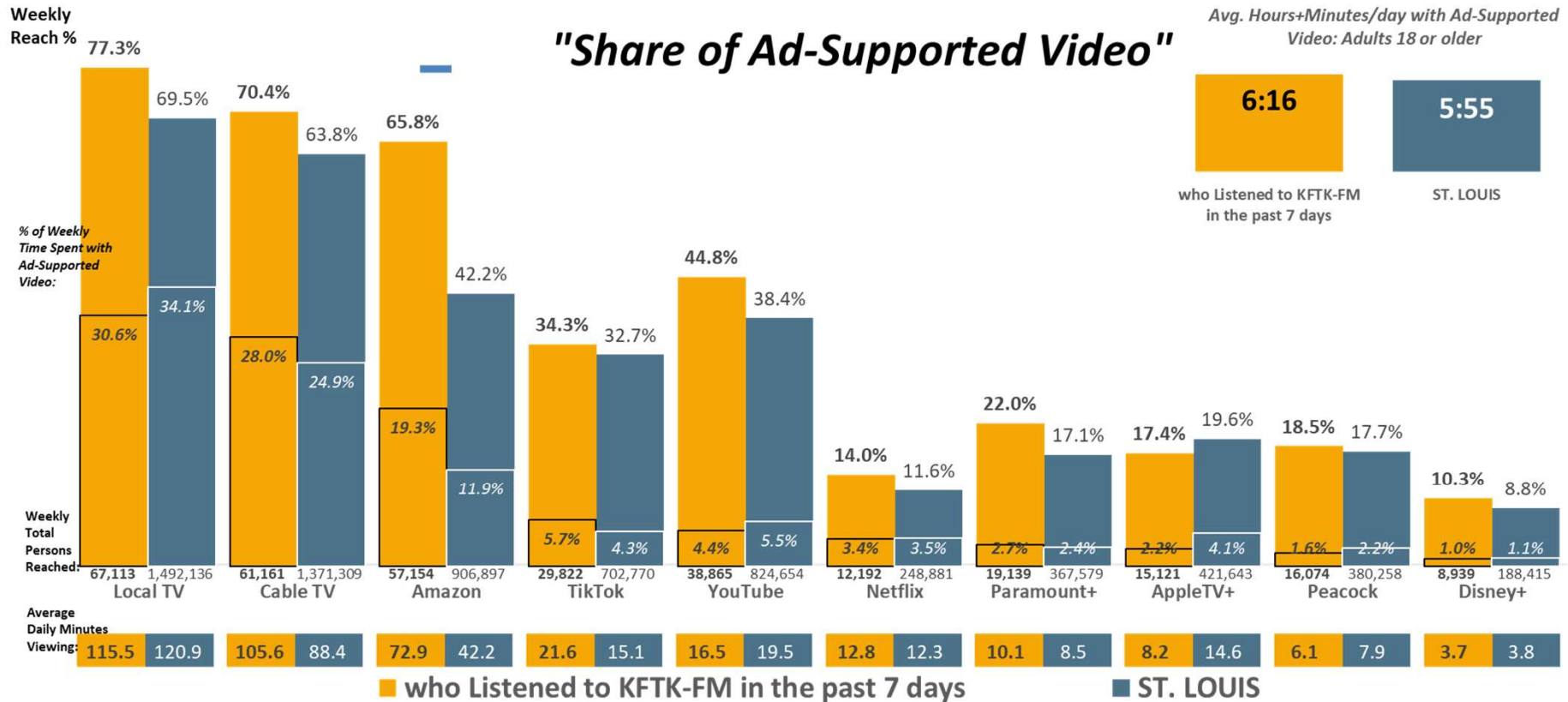
## "Share of Ad-Supported Video"





67,113 or 77.3% of Adults 18 or older who Listened to KFTK-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 115.5 minutes every day representing 30.6% of all time spent daily with Ad-Supported Video.

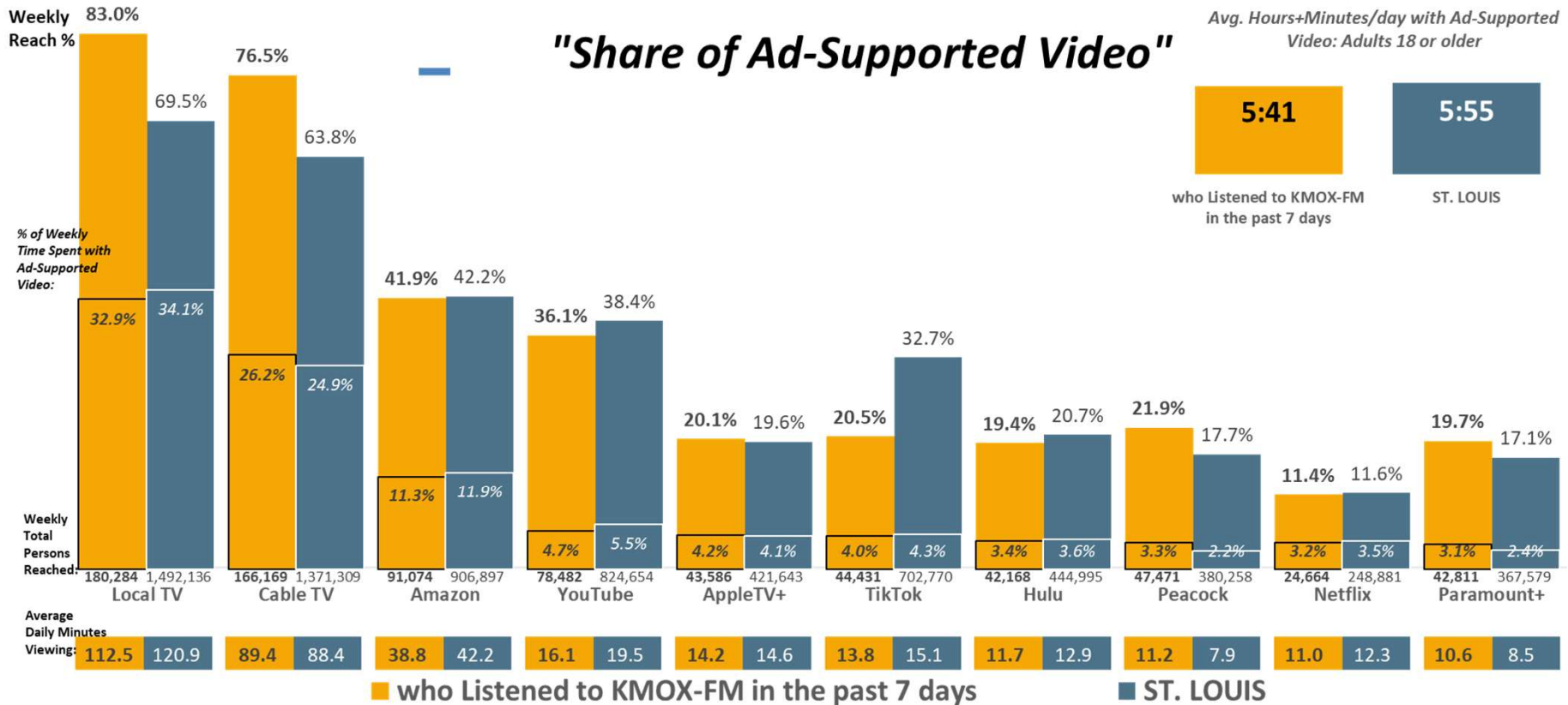
## "Share of Ad-Supported Video"





180,284 or 83.% of Adults 18 or older who Listened to KMOX-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 112.5 minutes every day representing 32.9% of all time spent daily with Ad-Supported Video.

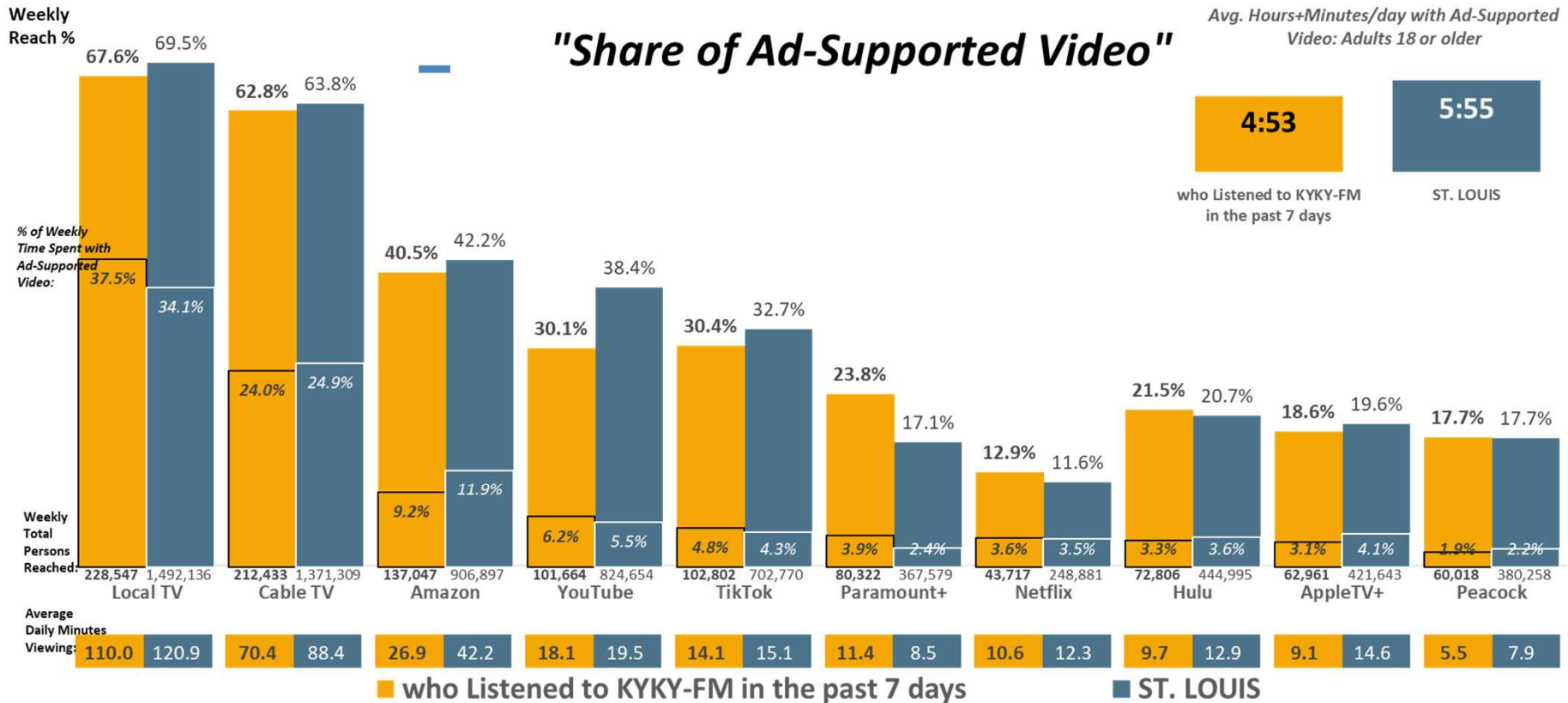
## "Share of Ad-Supported Video"





228,547 or 67.6% of Adults 18 or older who Listened to KYKY-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 110. minutes every day representing 37.5% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"

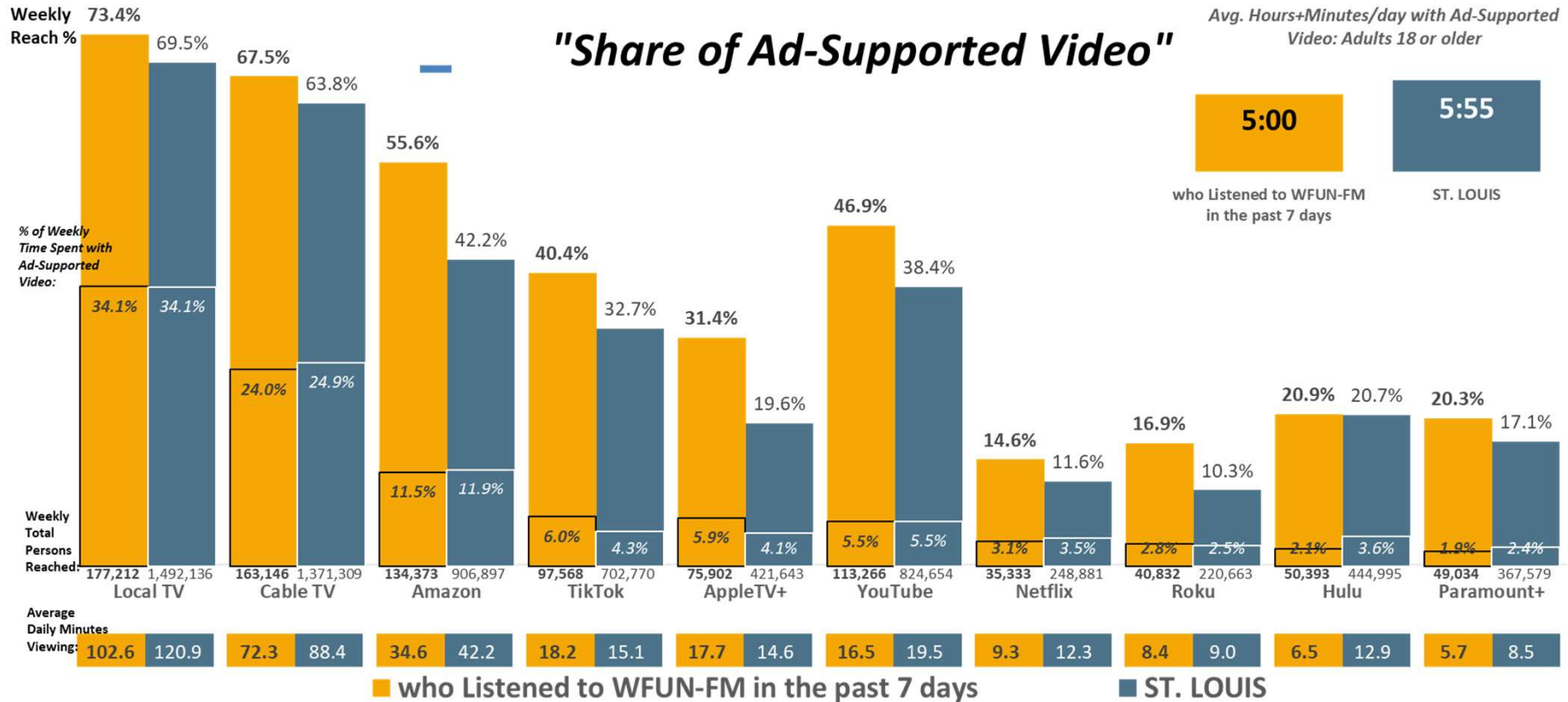






177,212 or 73.4% of Adults 18 or older who Listened to WFUN-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 102.6 minutes every day representing 34.1% of all time spent daily with Ad-Supported Video.

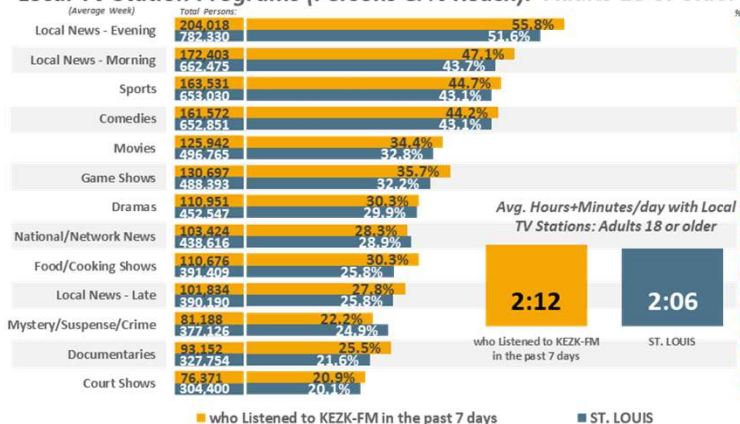
## "Share of Ad-Supported Video"



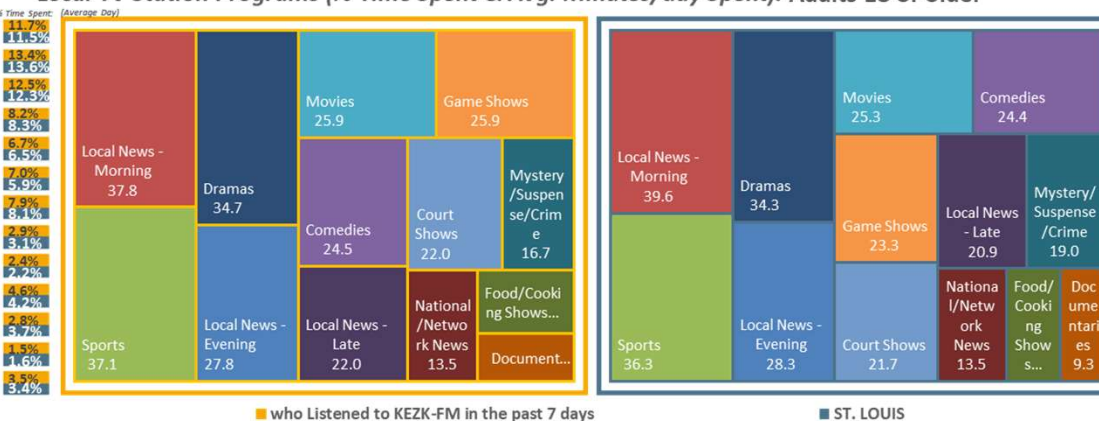


361,573 or 72.6% of Adults 18 or older who Listened to KEZK-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Comedies, Game Shows, and Movies.

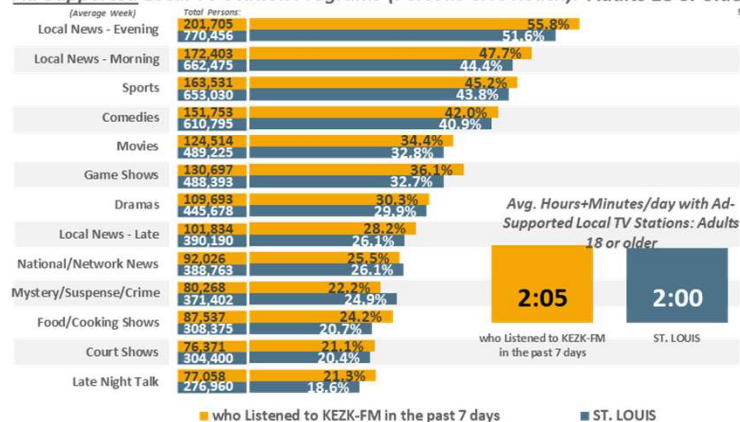
### Local TV Station Programs (Persons & % Reach): Adults 18 or older



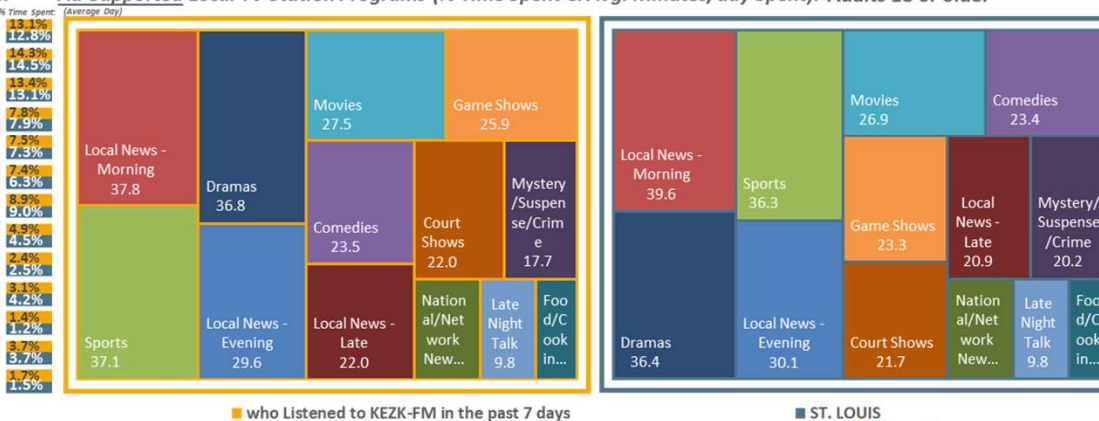
### Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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



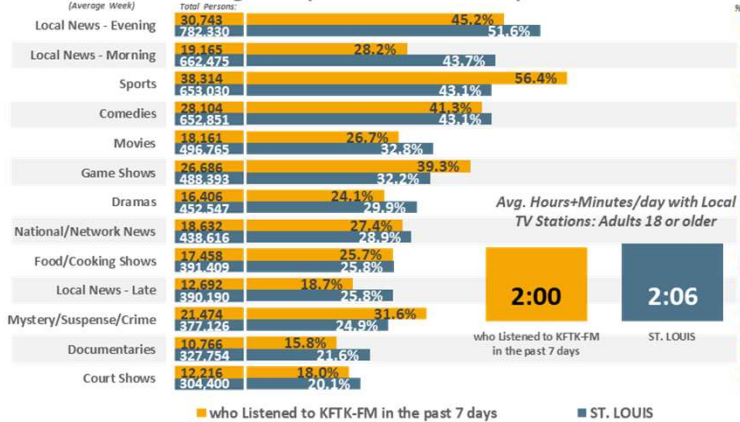
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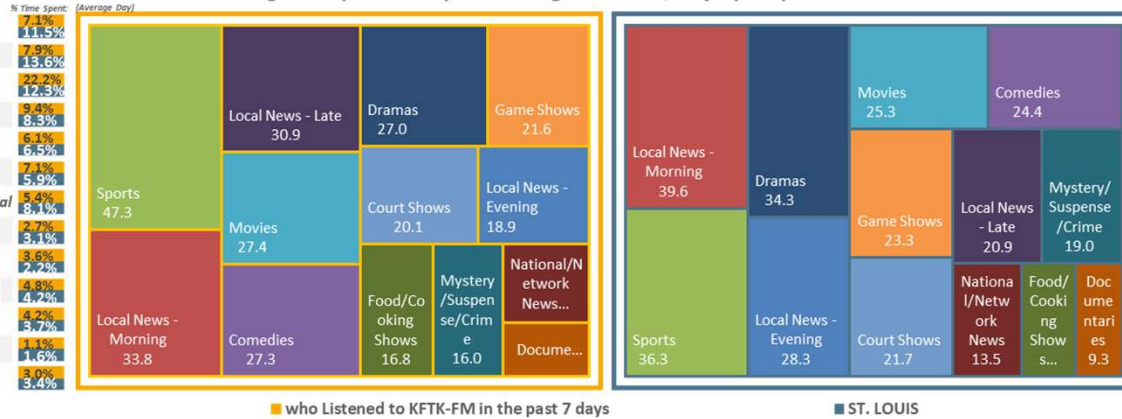


67,113 or 77.3% of Adults 18 or older who Listened to KFTK-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Game Shows, Comedies, Mystery/Suspense/Crime, and Local News - Morning.

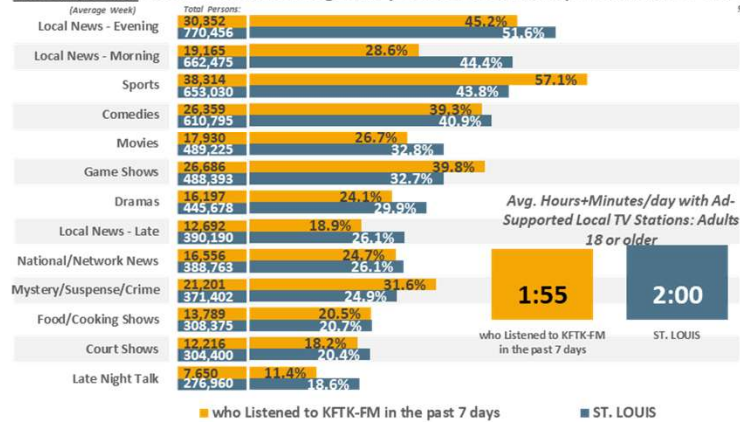
### Local TV Station Programs (Persons & % Reach): Adults 18 or older



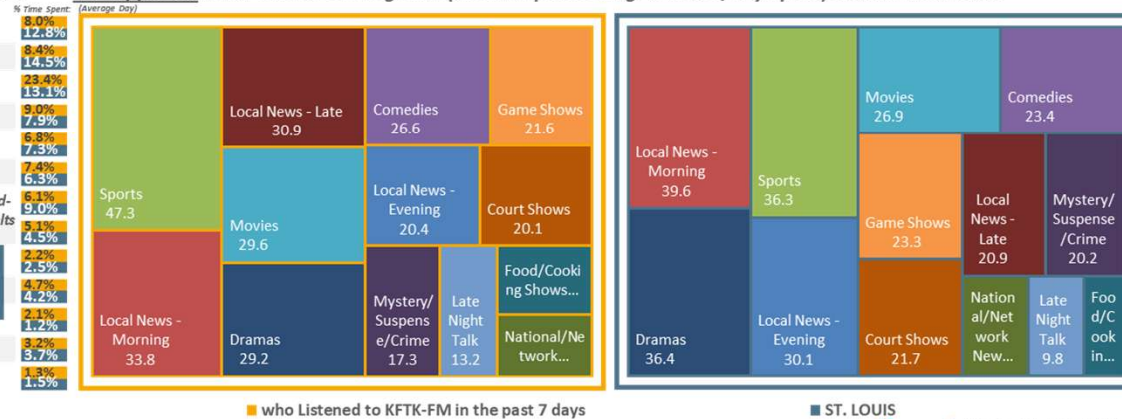
### Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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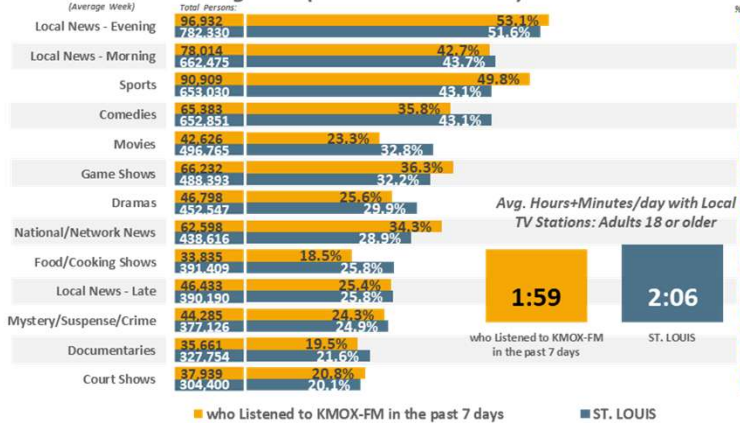
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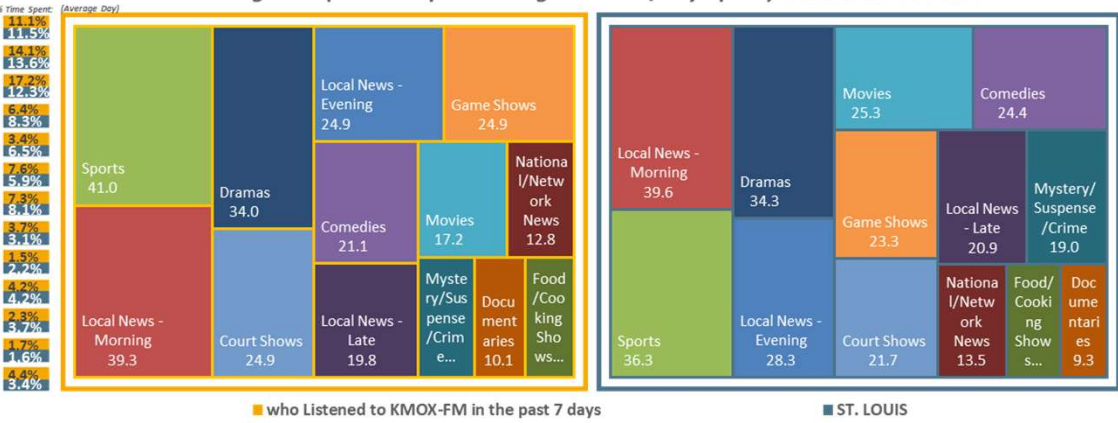


180,284 or 83.% of Adults 18 or older who Listened to KMOX-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Game Shows, Comedies, and National/Network News.

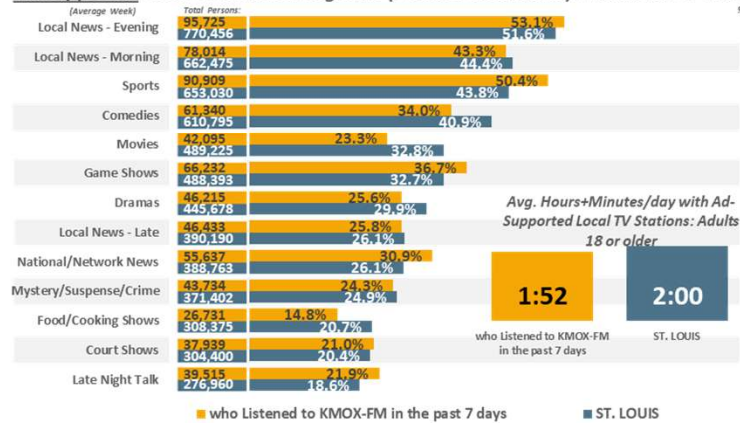
Local TV Station Programs (Persons & % Reach): Adults 18 or older



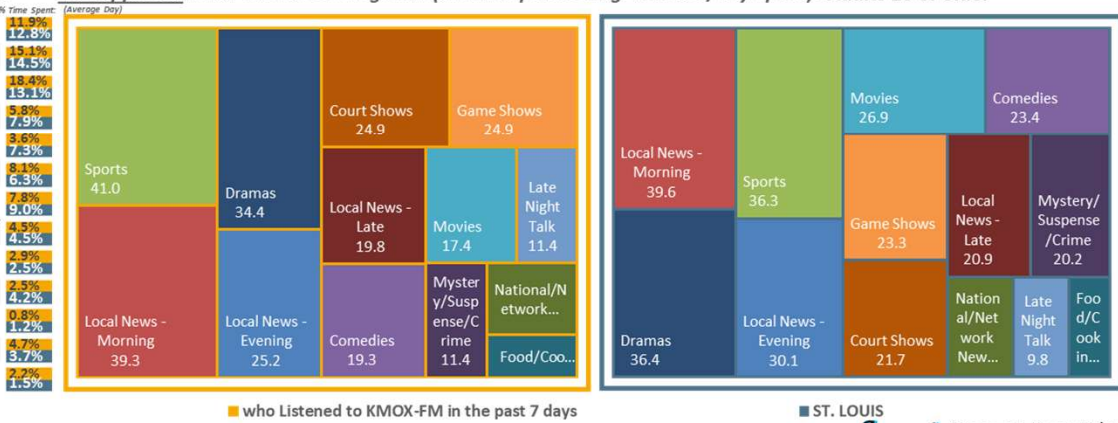
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

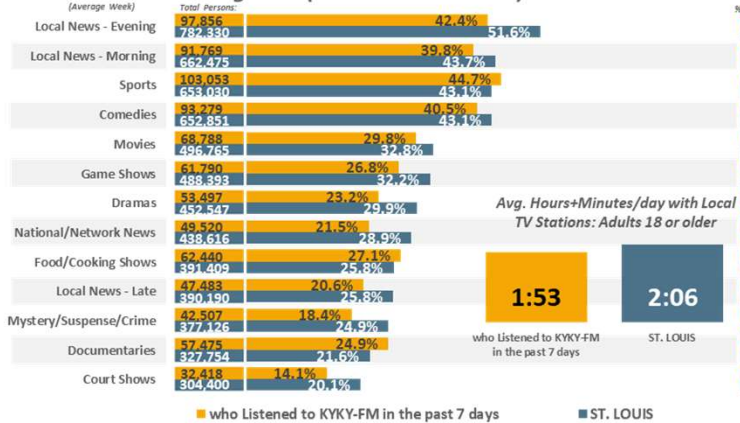




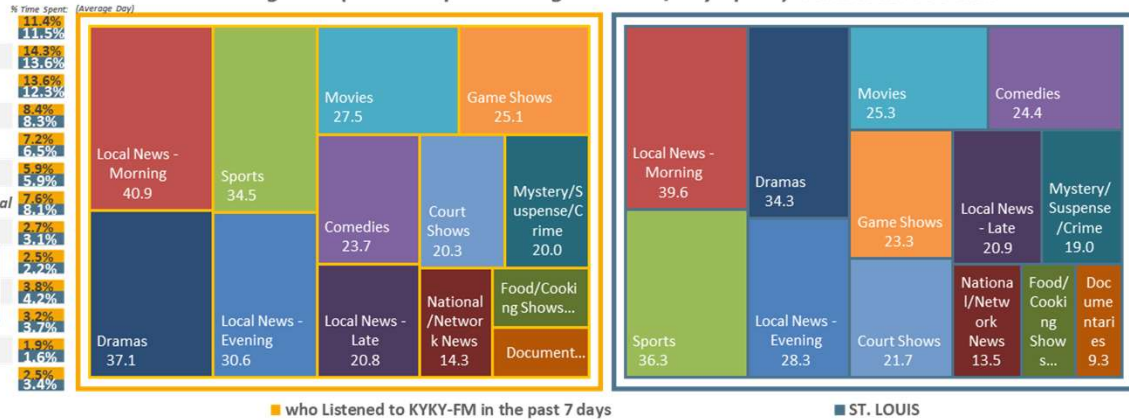


228,547 or 67.6% of Adults 18 or older who Listened to KYKY-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Game Shows.

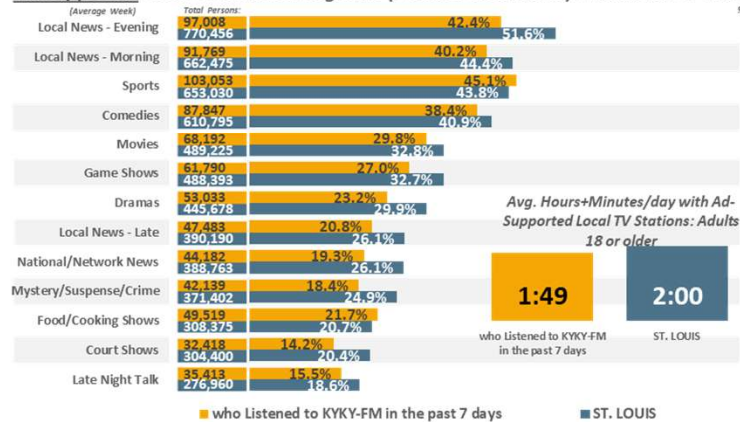
### Local TV Station Programs (Persons & % Reach): Adults 18 or older



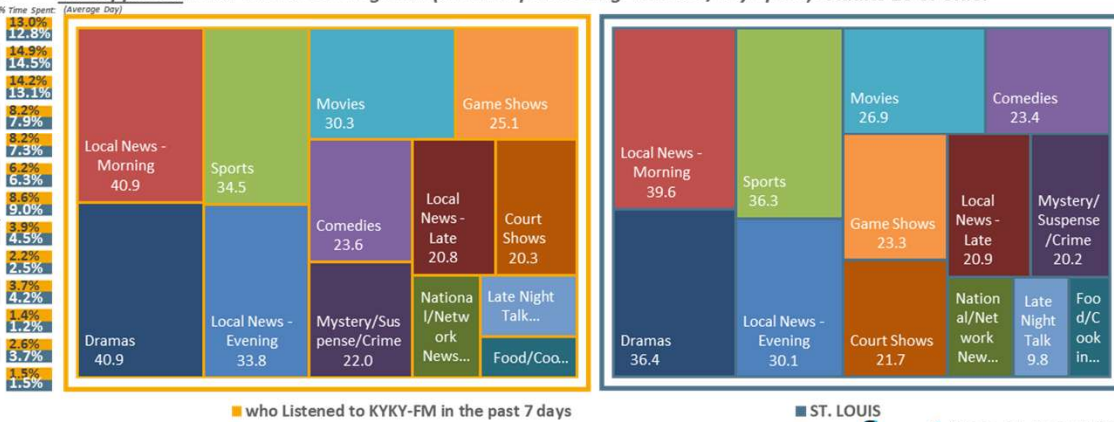
### Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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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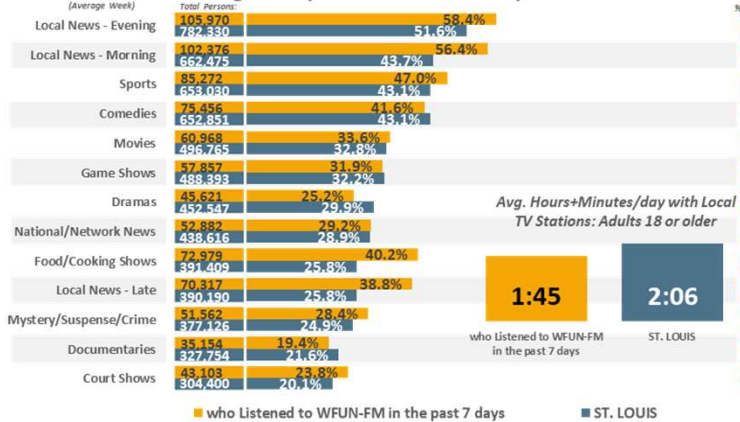
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Radio Stations: KYKY-FM

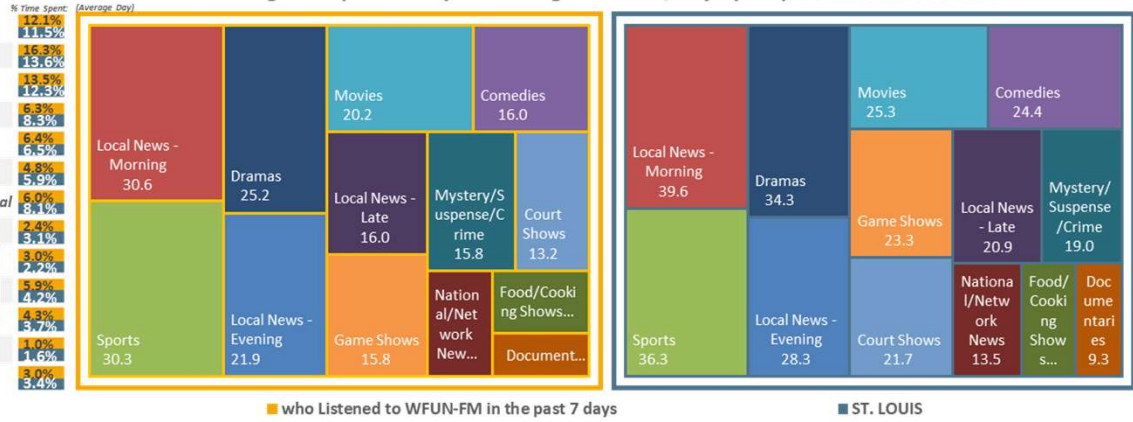


177,212 or 73.4% of Adults 18 or older who Listened to WFUN-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Local News - Late, Comedies, and Movies.

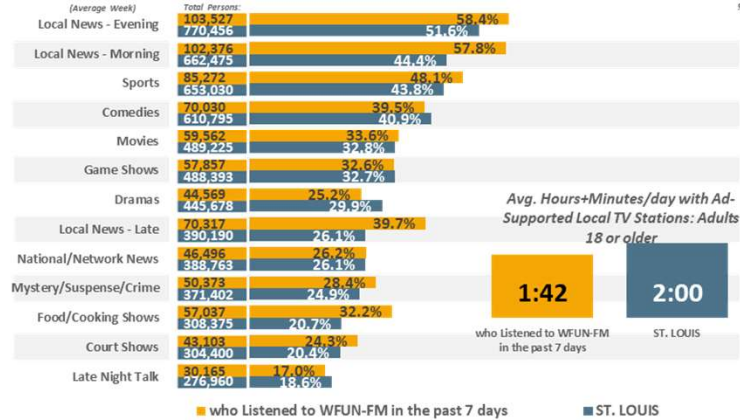
### Local TV Station Programs (Persons & % Reach): Adults 18 or older



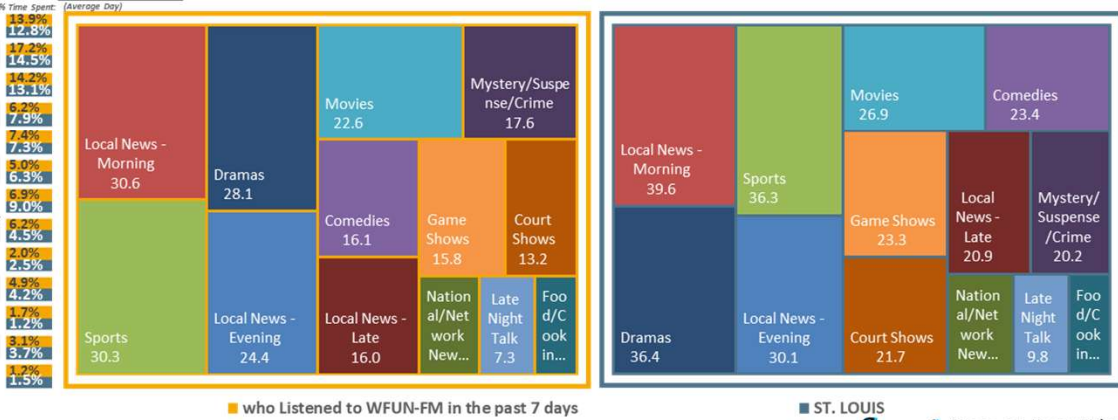
### Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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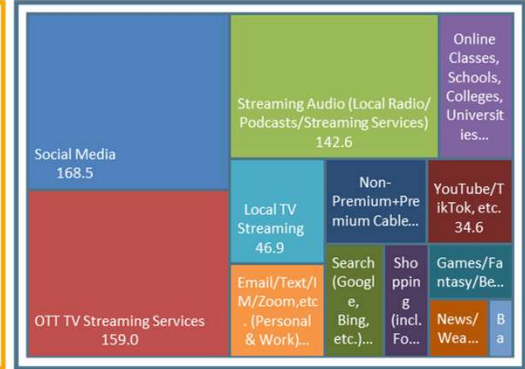
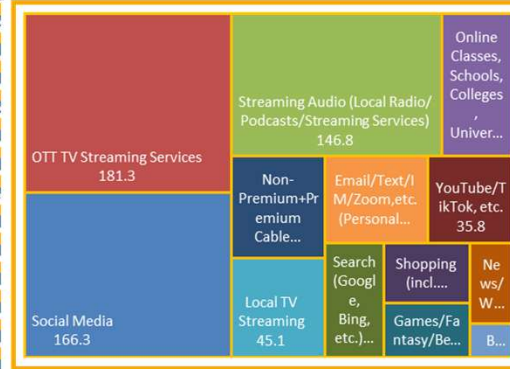
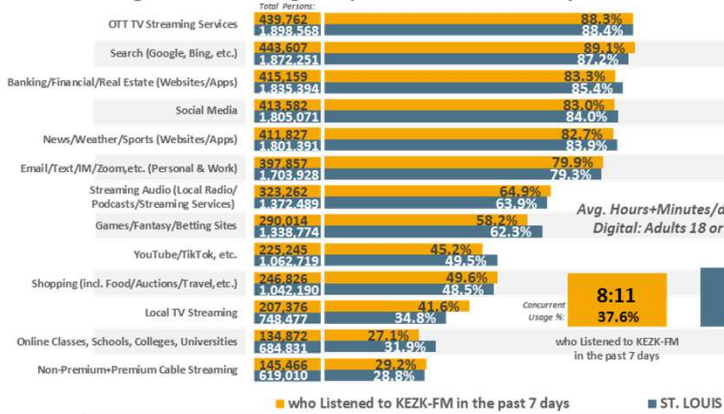


**102.5 KEZK**

353,850 or 71.% of Adults 18 or older who Listened to KEZK-FM in the past 7 days use Ad-Supported Social Media for an average of 142.3 minutes every day representing 23.6% of all time spent daily with Ad-Supported Digital Media.

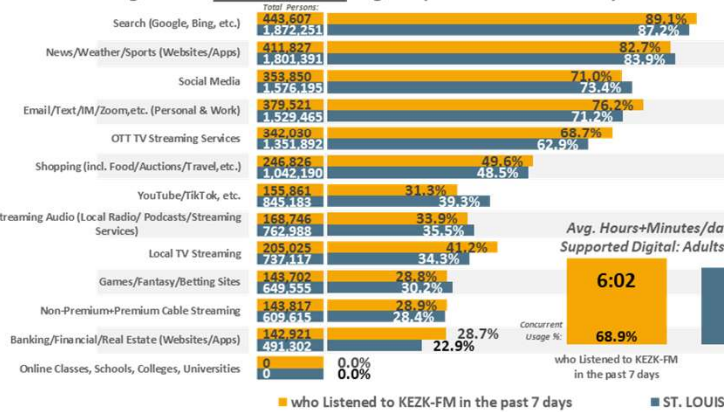
**Avg. Week All Digital (Persons & % Reach): Adults 18 or older**

**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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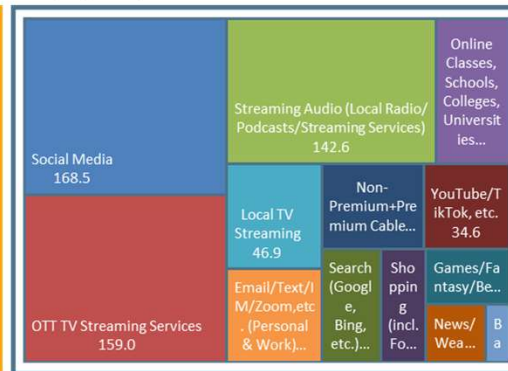
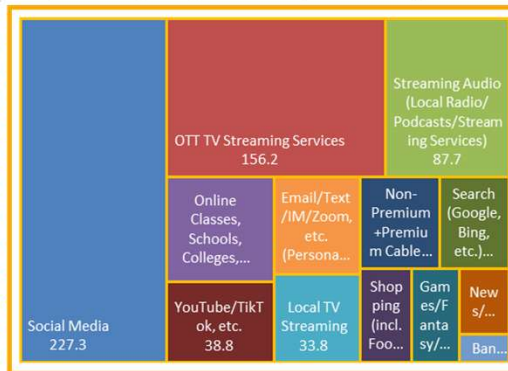
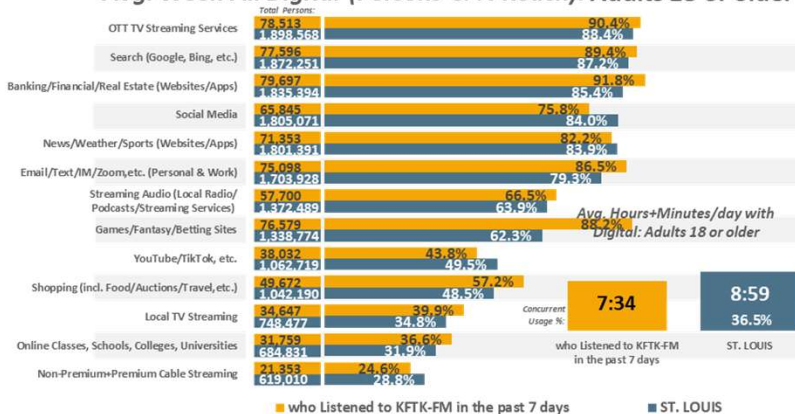
Radio Stations: KEZK-FM



63,897 or 73.6% of Adults 18 or older who Listened to KFTK-FM in the past 7 days use Ad-Supported Social Media for an average of 220.5 minutes every day representing 37.2% of all time spent daily with Ad-Supported Digital Media.

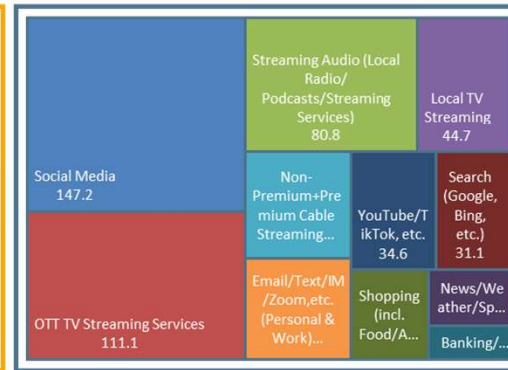
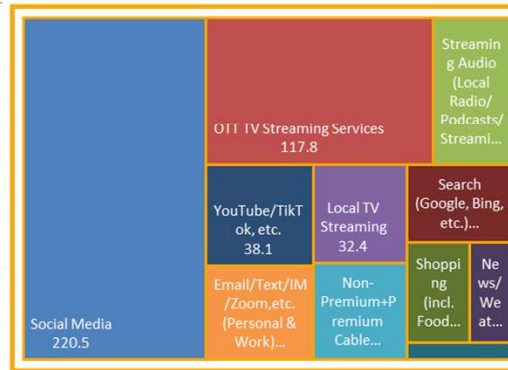
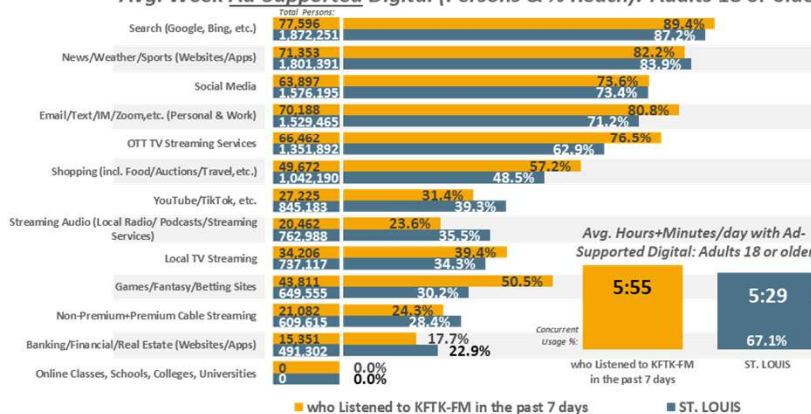
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



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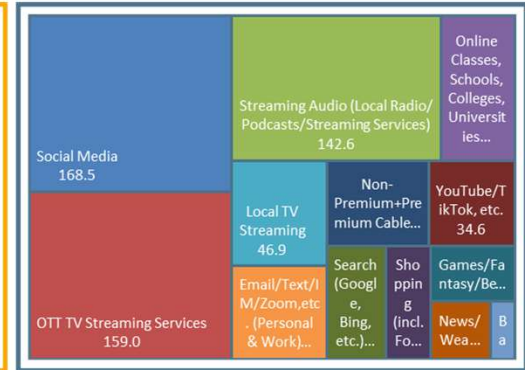
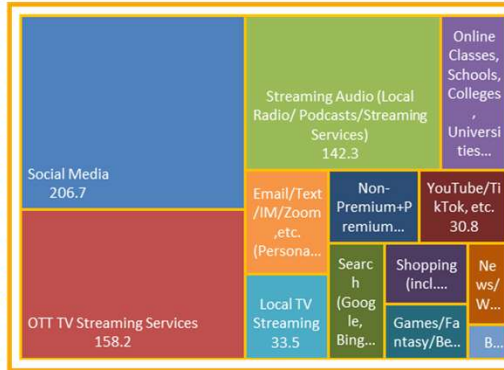
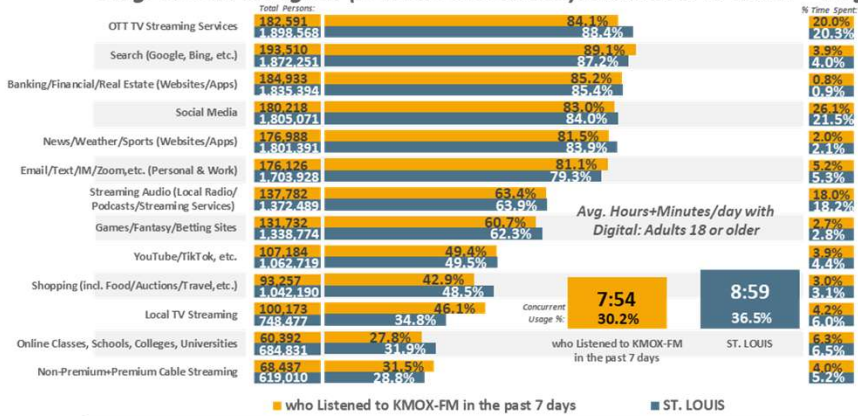




162,857 or 75.% of Adults 18 or older who Listened to KMOX-FM in the past 7 days use Ad-Supported Social Media for an average of 186.7 minutes every day representing 32.7% of all time spent daily with Ad-Supported Digital Media.

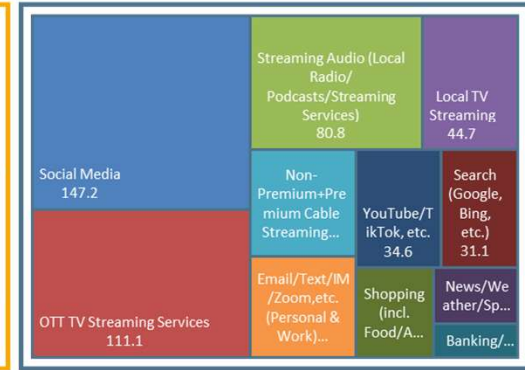
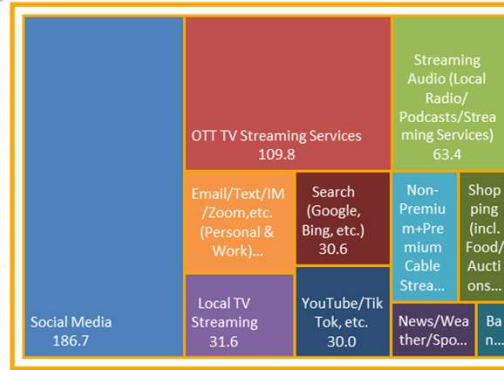
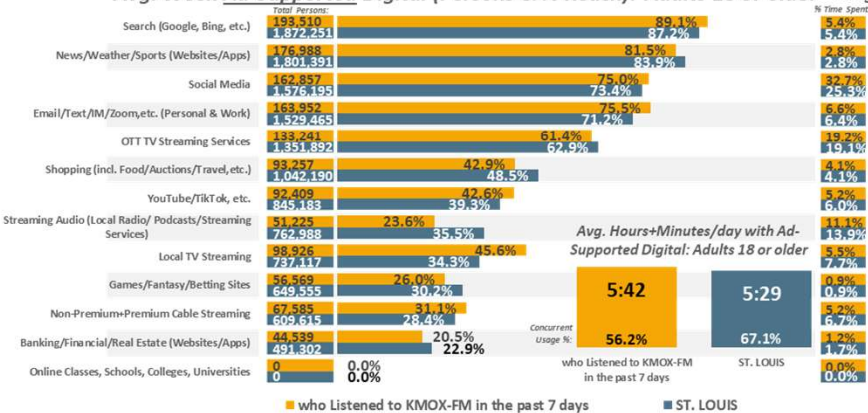
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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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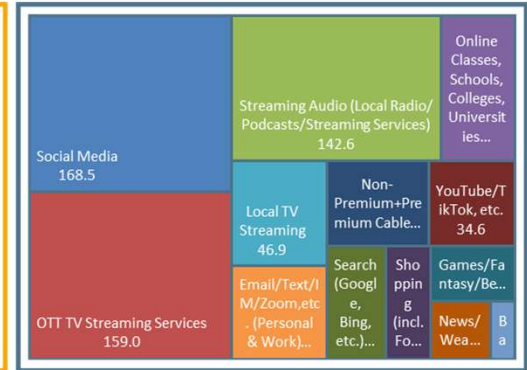
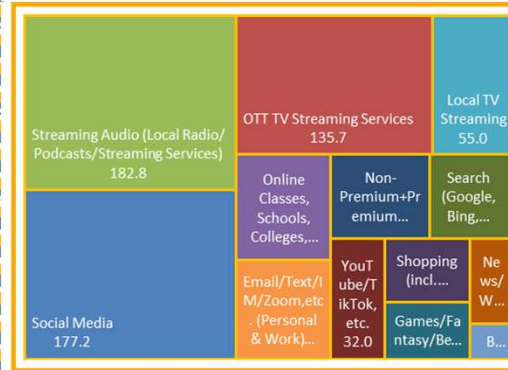
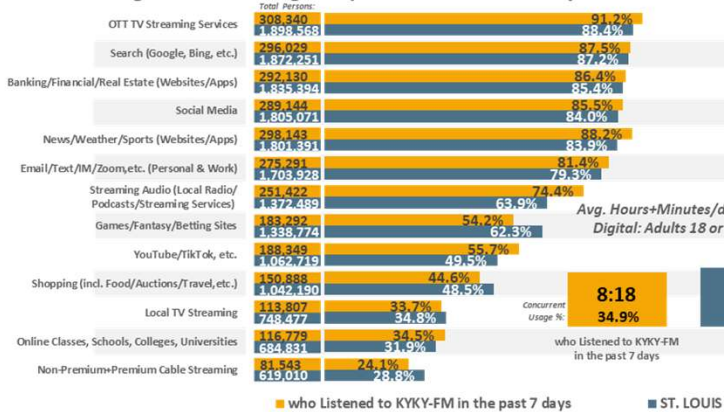
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262,135 or 77.5% of Adults 18 or older who Listened to KYKY-FM in the past 7 days use Ad-Supported Social Media for an average of 160.7 minutes every day representing 26.8% of all time spent daily with Ad-Supported Digital Media.

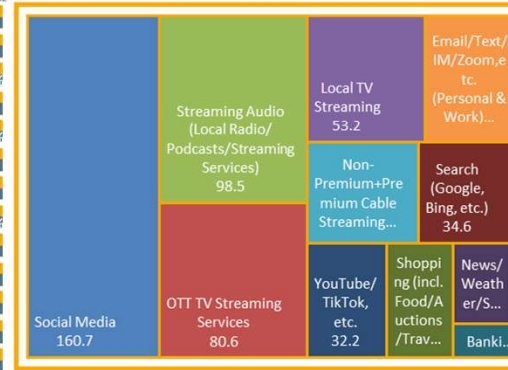
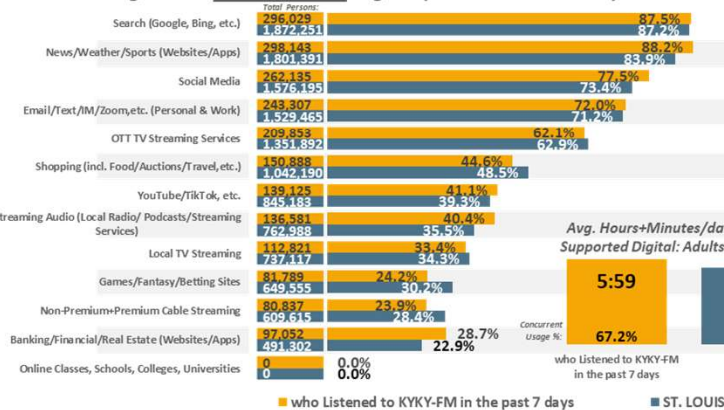
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



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Radio Stations: KYKY-FM

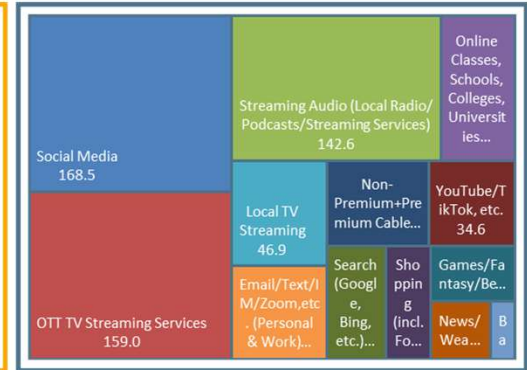
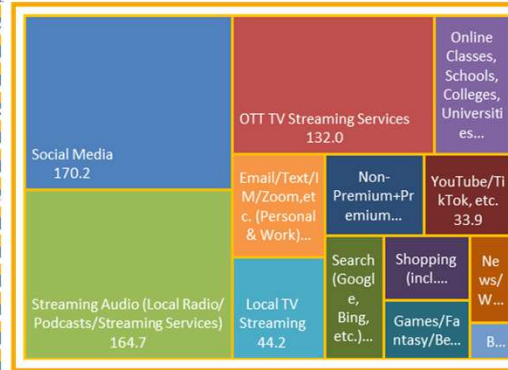
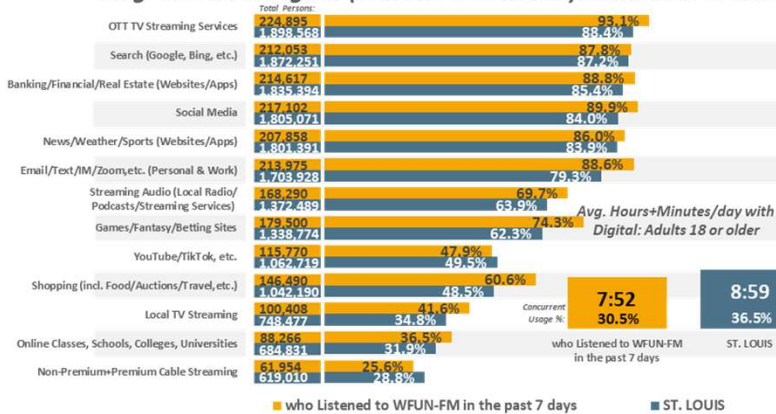




199,966 or 82.8% of Adults 18 or older who Listened to WFUN-FM in the past 7 days use Ad-Supported Social Media for an average of 156.8 minutes every day representing 26.6% of all time spent daily with Ad-Supported Digital Media.

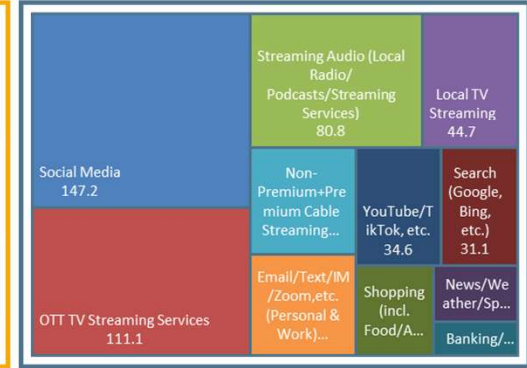
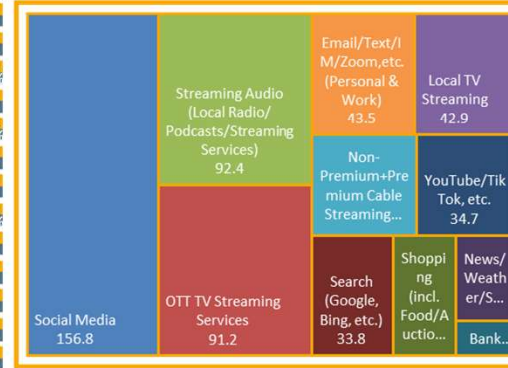
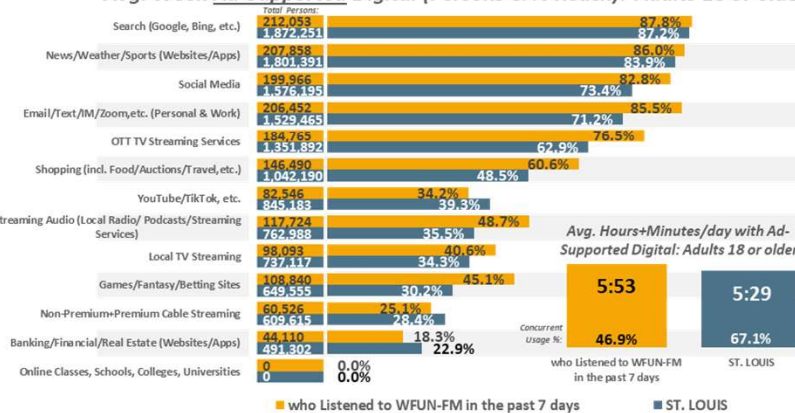
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

### 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



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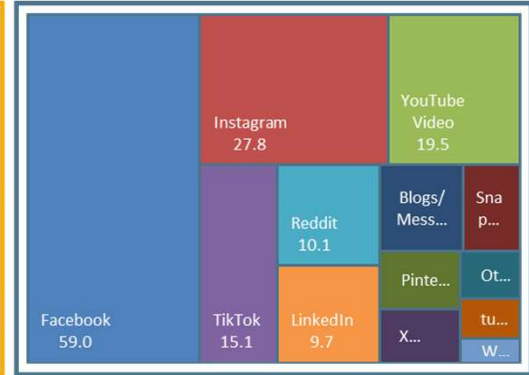
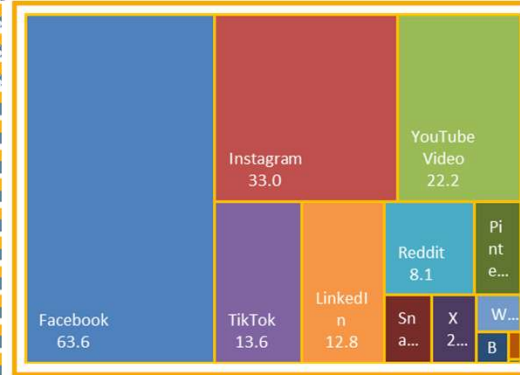
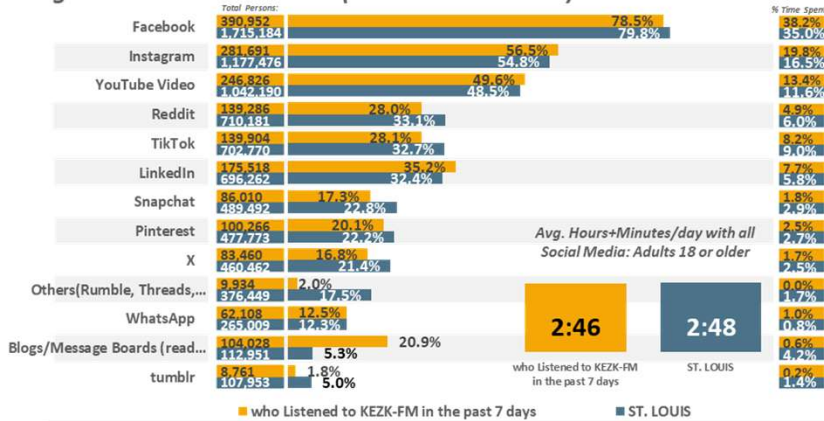
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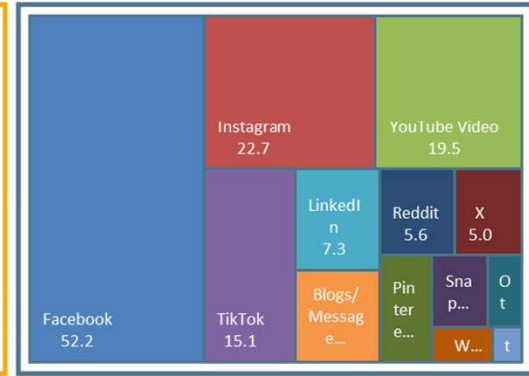
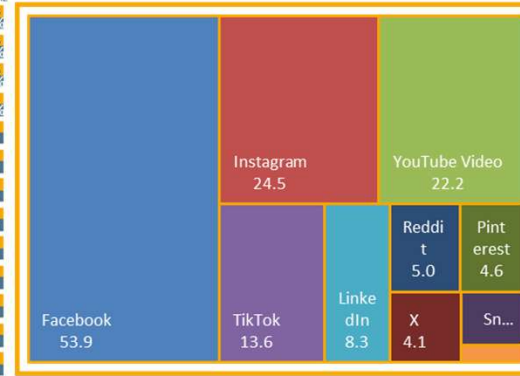
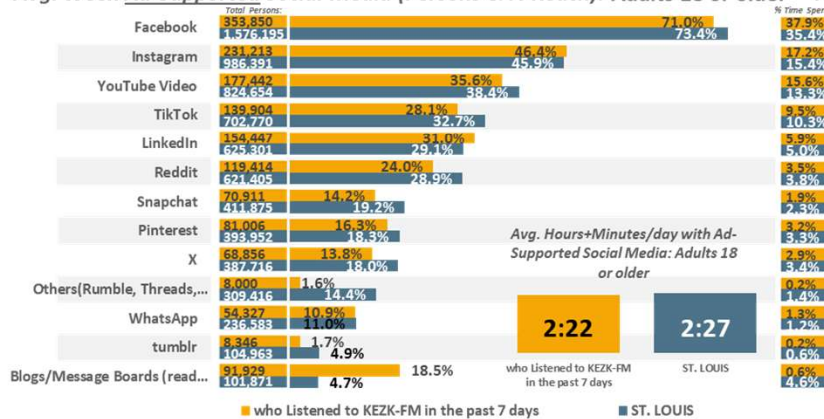


353,850 or 71.% of Adults 18 or older who Listened to KEZK-FM in the past 7 days use Ad-Supported Facebook for an average of 53.9 minutes every day representing 37.9% of all time spent daily with Ad-Supported Social Media.

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



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



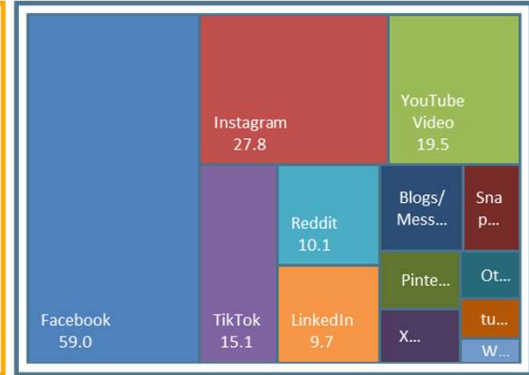
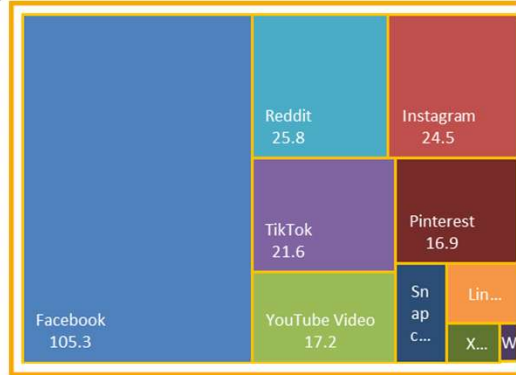
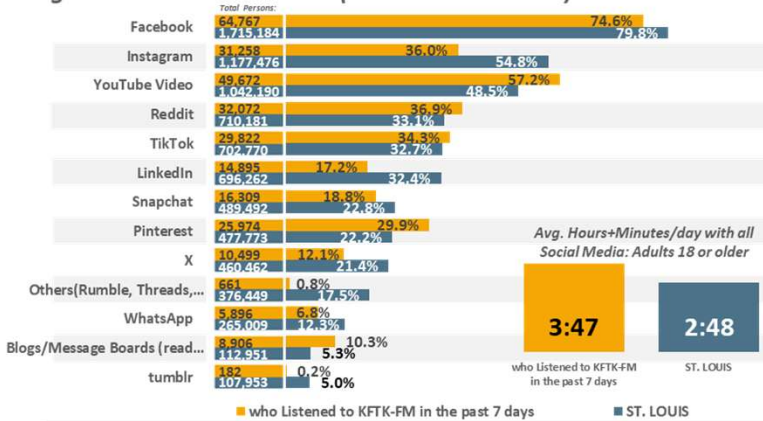
ST. LOUIS Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 422  
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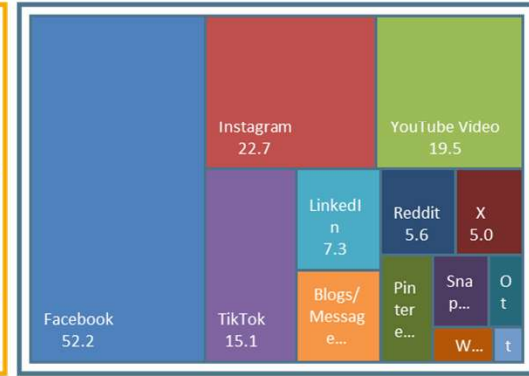
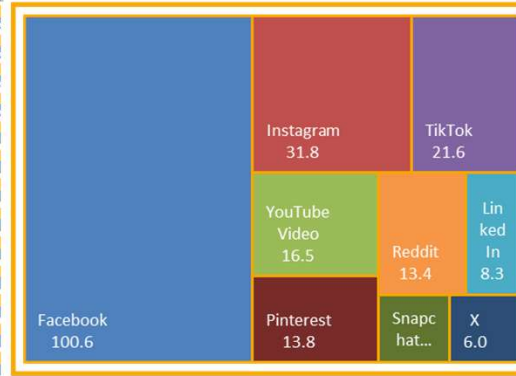
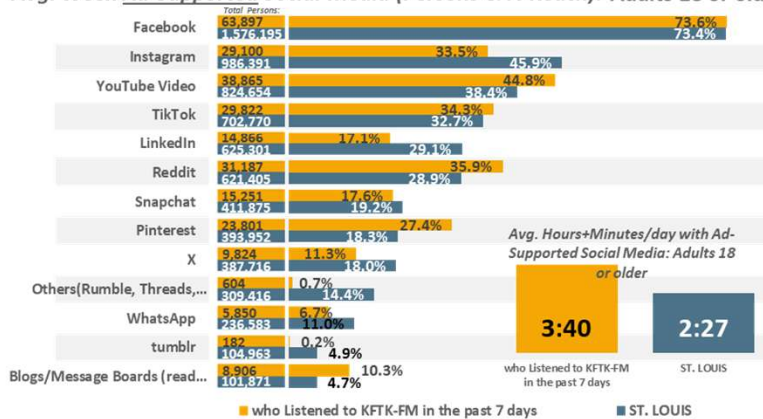


63,897 or 73.6% of Adults 18 or older who Listened to KFTK-FM in the past 7 days use Ad-Supported Facebook for an average of 100.6 minutes every day representing 45.6% of all time spent daily with Ad-Supported Social Media.

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



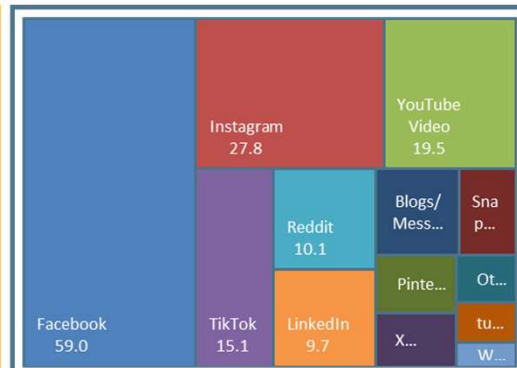
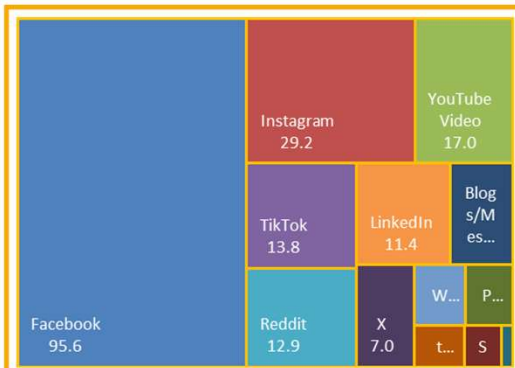
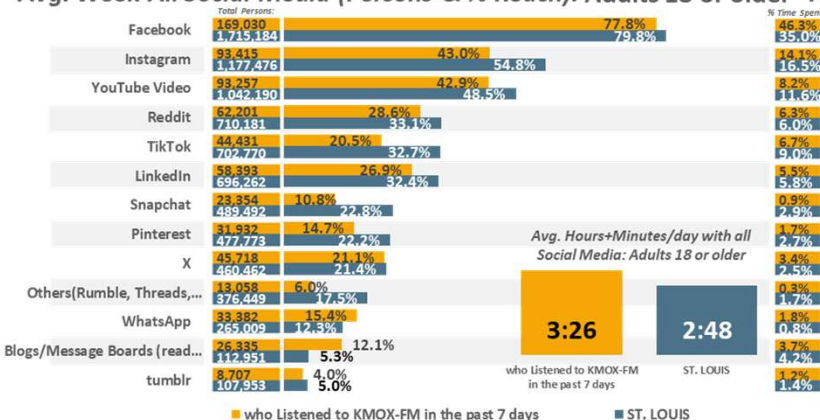
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



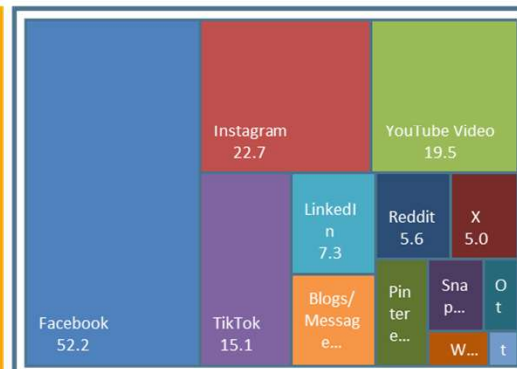
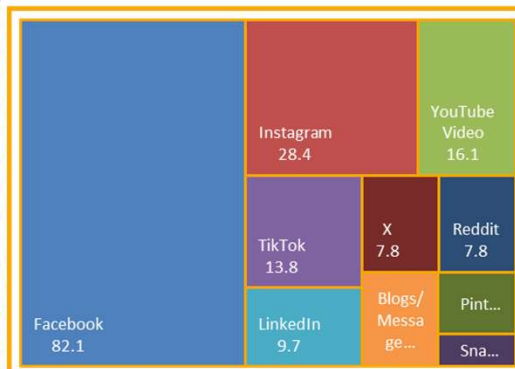
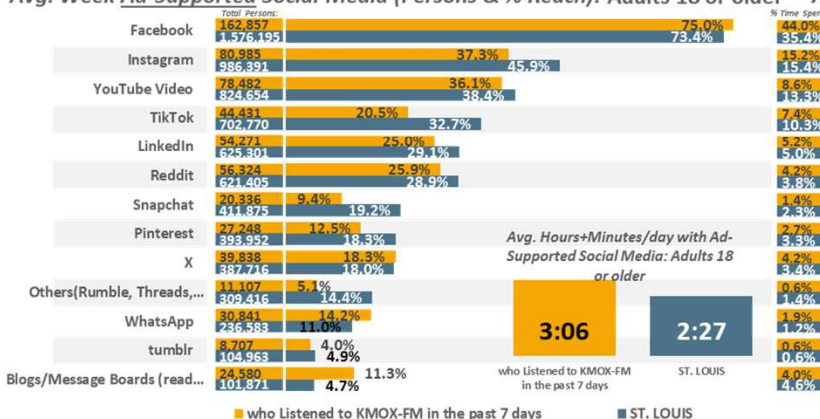


162,857 or 75.% of Adults 18 or older who Listened to KMOX-FM in the past 7 days use Ad-Supported Facebook for an average of 82.1 minutes every day representing 44.% of all time spent daily with Ad-Supported Social Media.

**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**

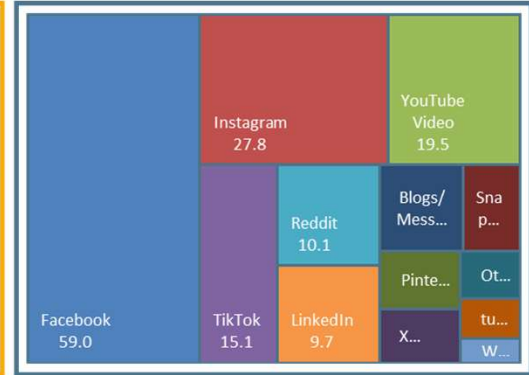
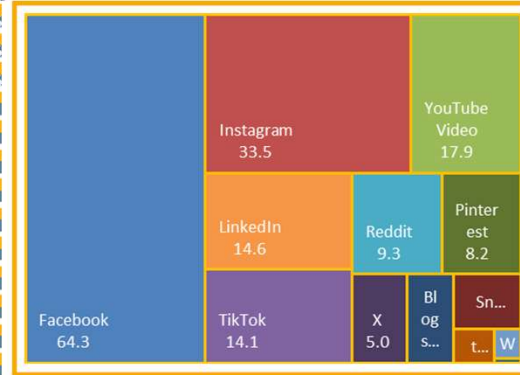
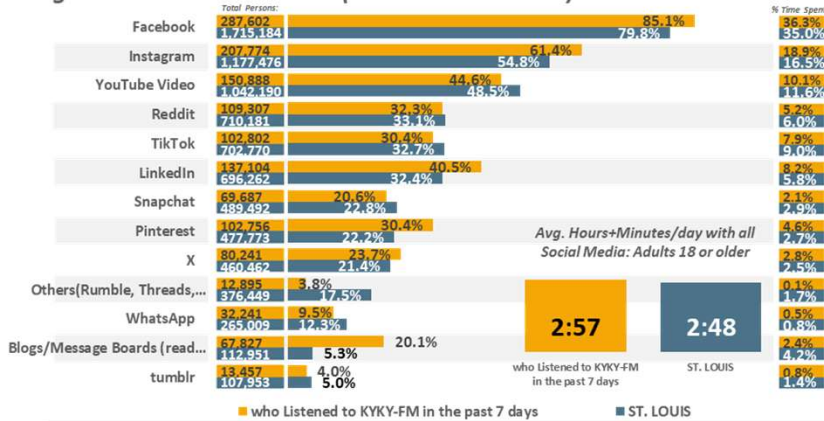




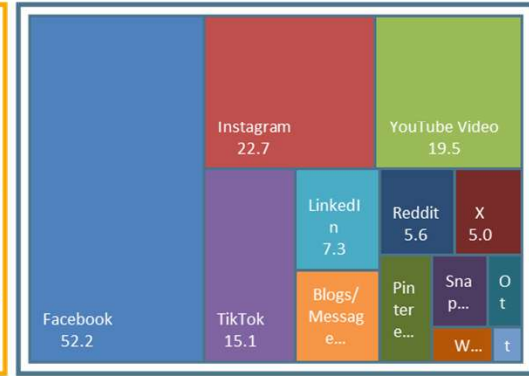
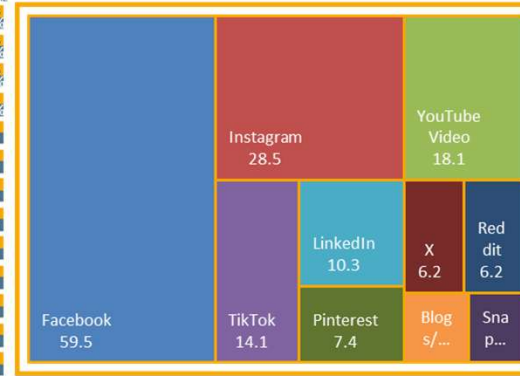
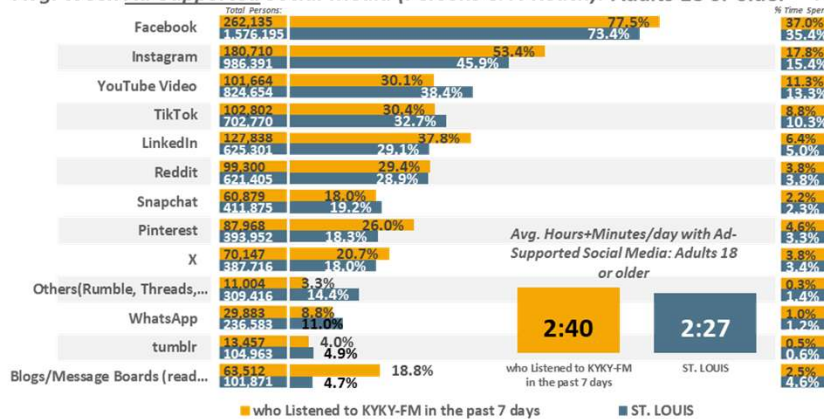


262,135 or 77.5% of Adults 18 or older who Listened to KYKY-FM in the past 7 days use Ad-Supported Facebook for an average of 59.5 minutes every day representing 37.0% of all time spent daily with Ad-Supported Social Media.

**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**



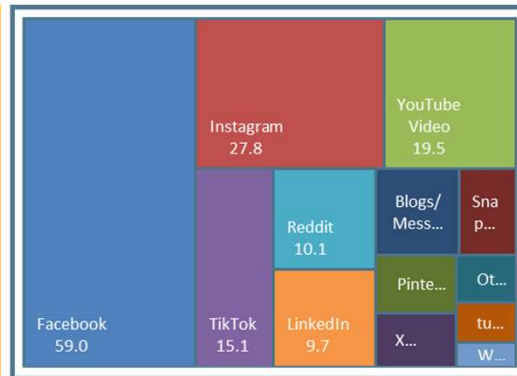
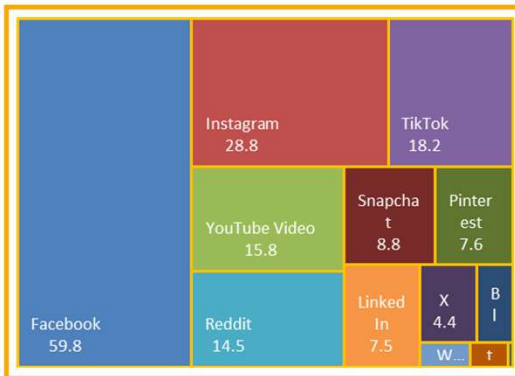
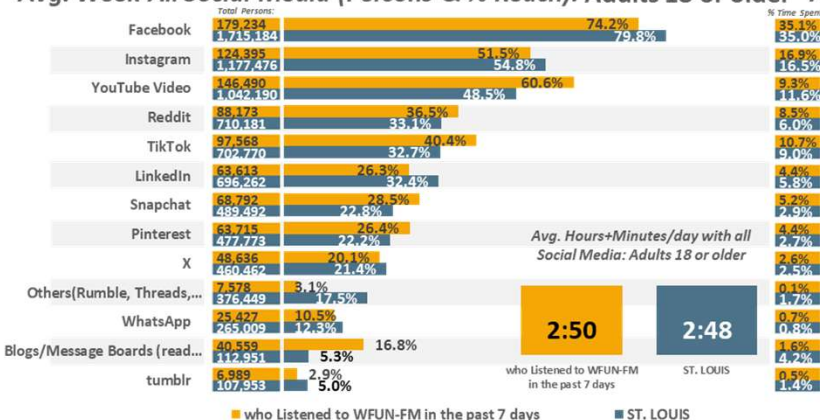
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



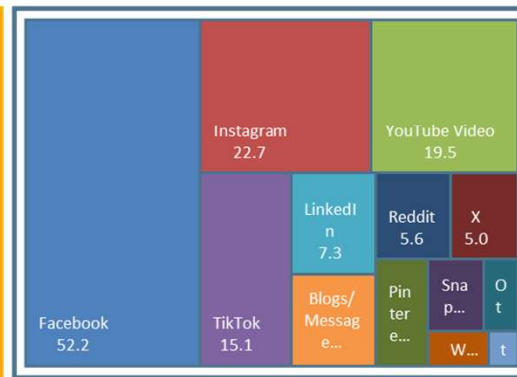
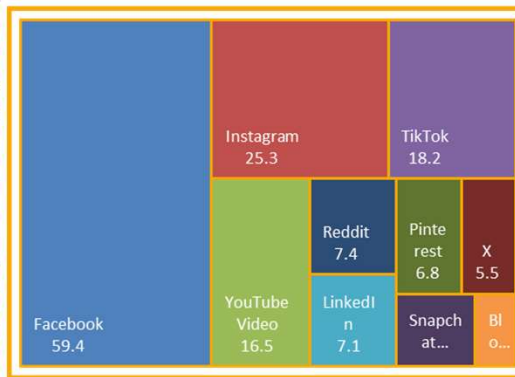
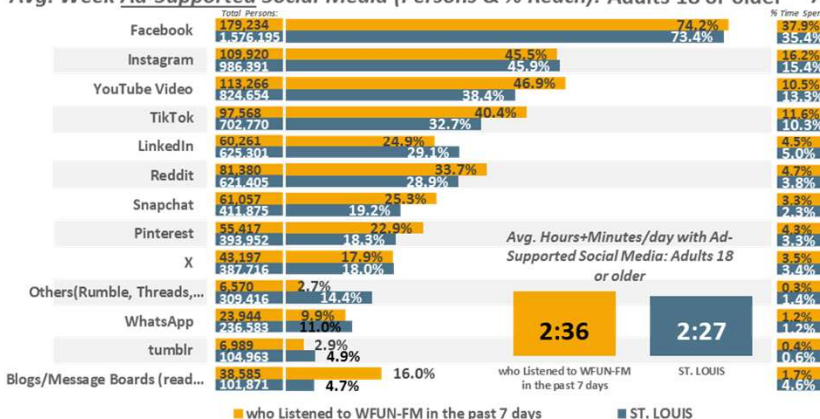


179,234 or 74.2% of Adults 18 or older who Listened to WFUN-FM in the past 7 days use Ad-Supported Facebook for an average of 59.4 minutes every day representing 37.9% of all time spent daily with Ad-Supported Social Media.

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



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



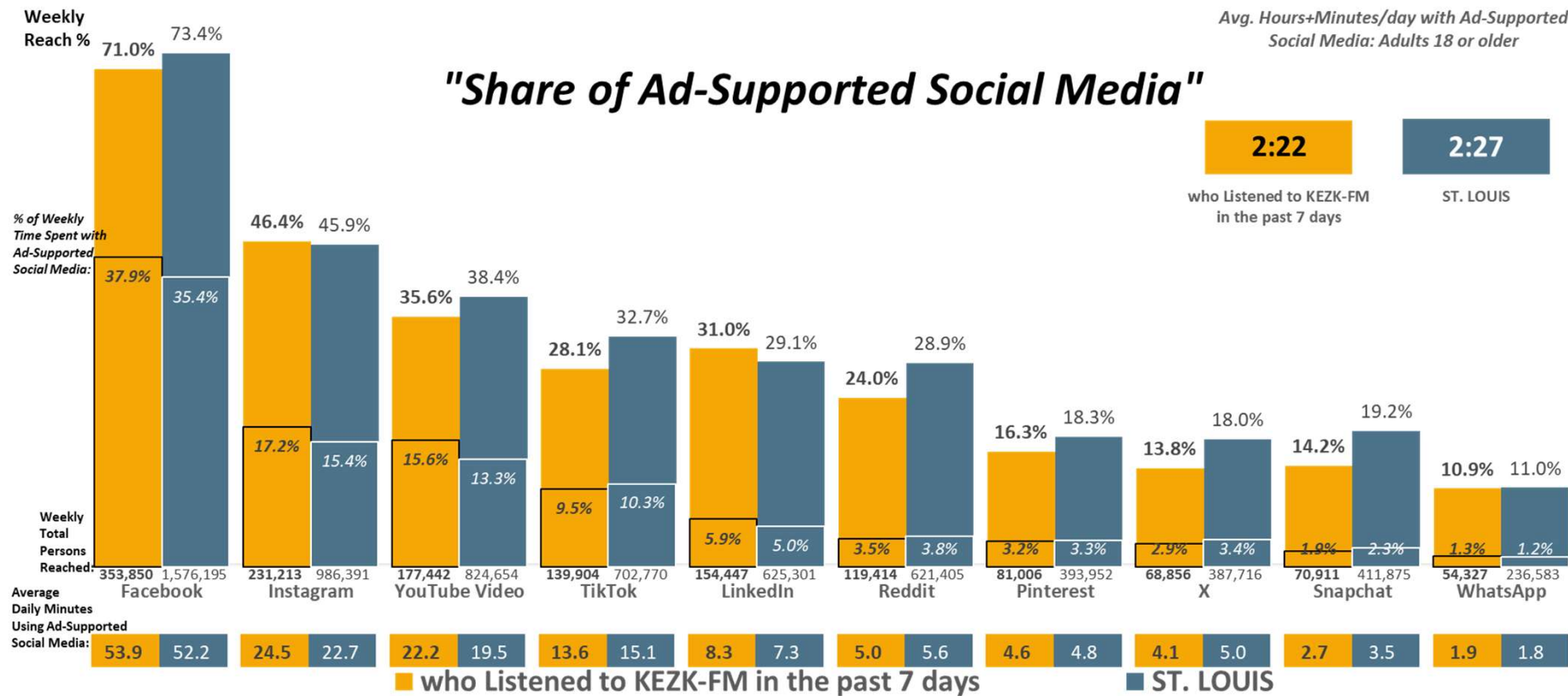
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353,850 or 71.0% of Adults 18 or older who Listened to KEZK-FM in the past 7 days use Ad-Supported Facebook for an average of 53.9 minutes every day representing 37.9% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"

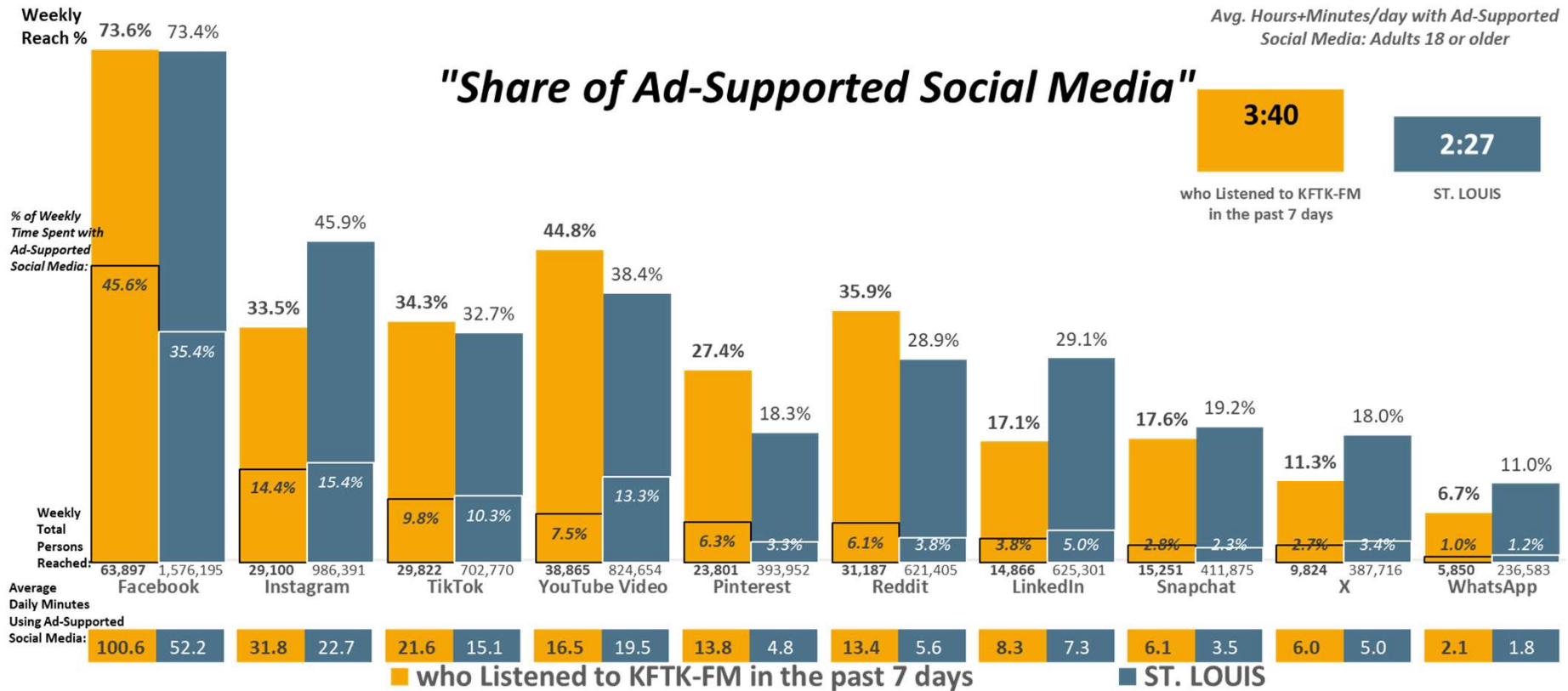






63,897 or 73.6% of Adults 18 or older who Listened to KFTK-FM in the past 7 days use Ad-Supported Facebook for an average of 100.6 minutes every day representing 45.6% of all time spent daily with Ad-Supported Social Media.

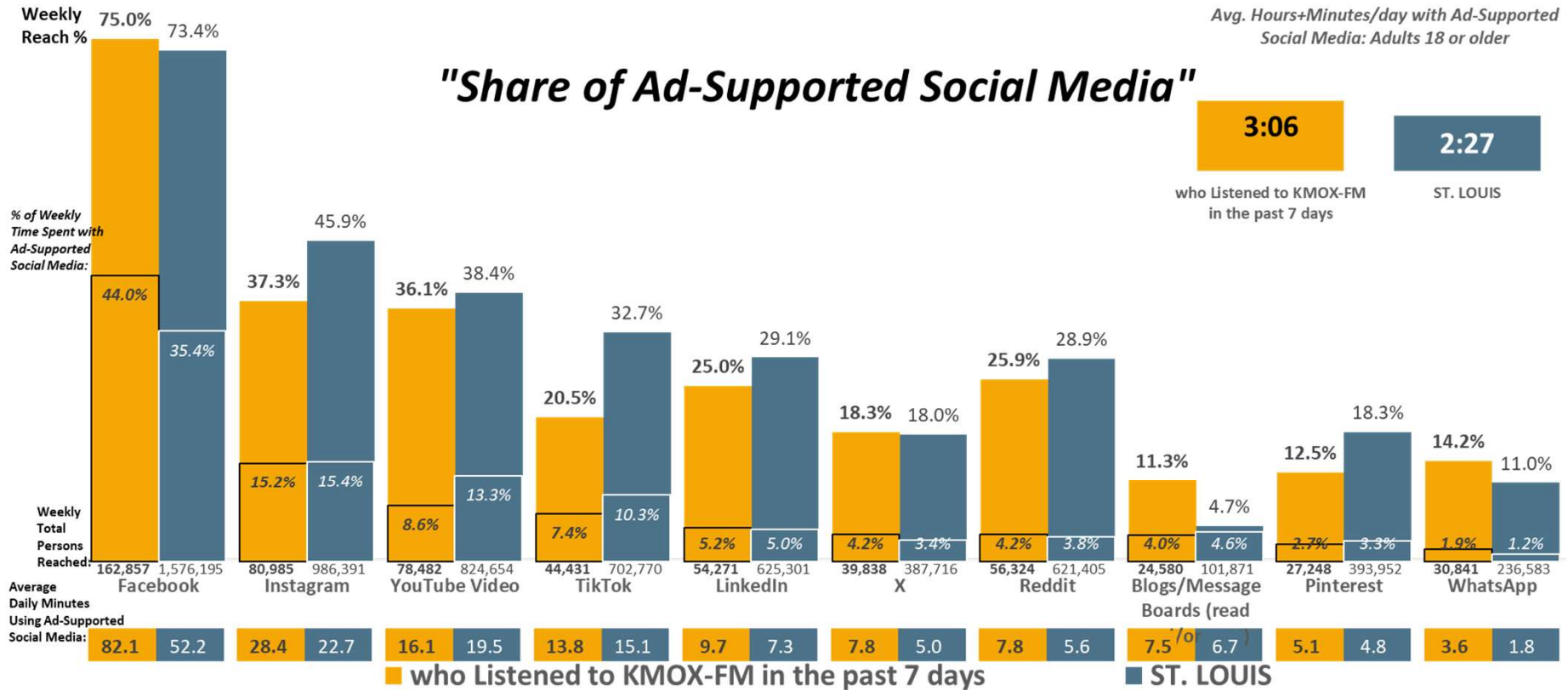
## "Share of Ad-Supported Social Media"





162,857 or 75.0% of Adults 18 or older who Listened to KMOX-FM in the past 7 days use Ad-Supported Facebook for an average of 82.1 minutes every day representing 44.0% of all time spent daily with Ad-Supported Social Media.

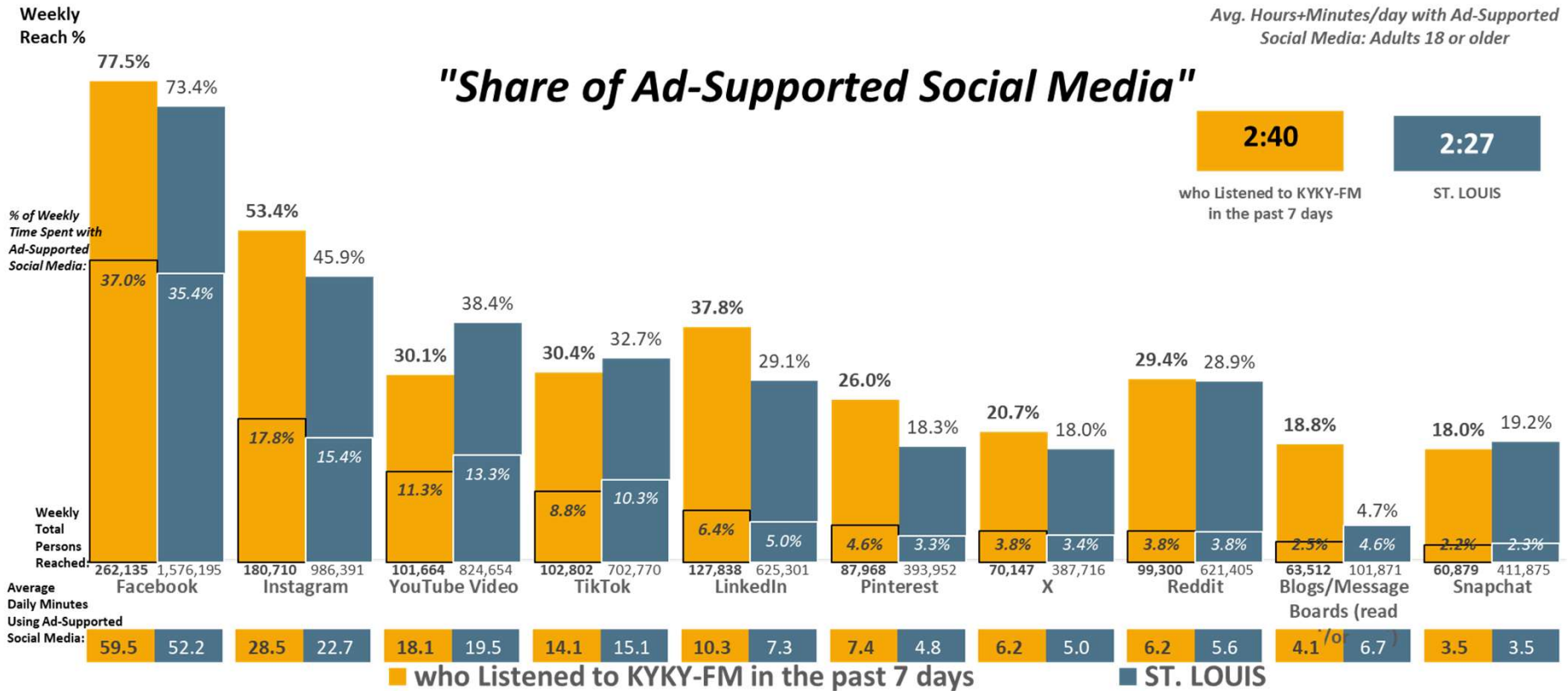
## "Share of Ad-Supported Social Media"





262,135 or 77.5% of Adults 18 or older who Listened to KYKY-FM in the past 7 days use Ad-Supported Facebook for an average of 59.5 minutes every day representing 37.0% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"

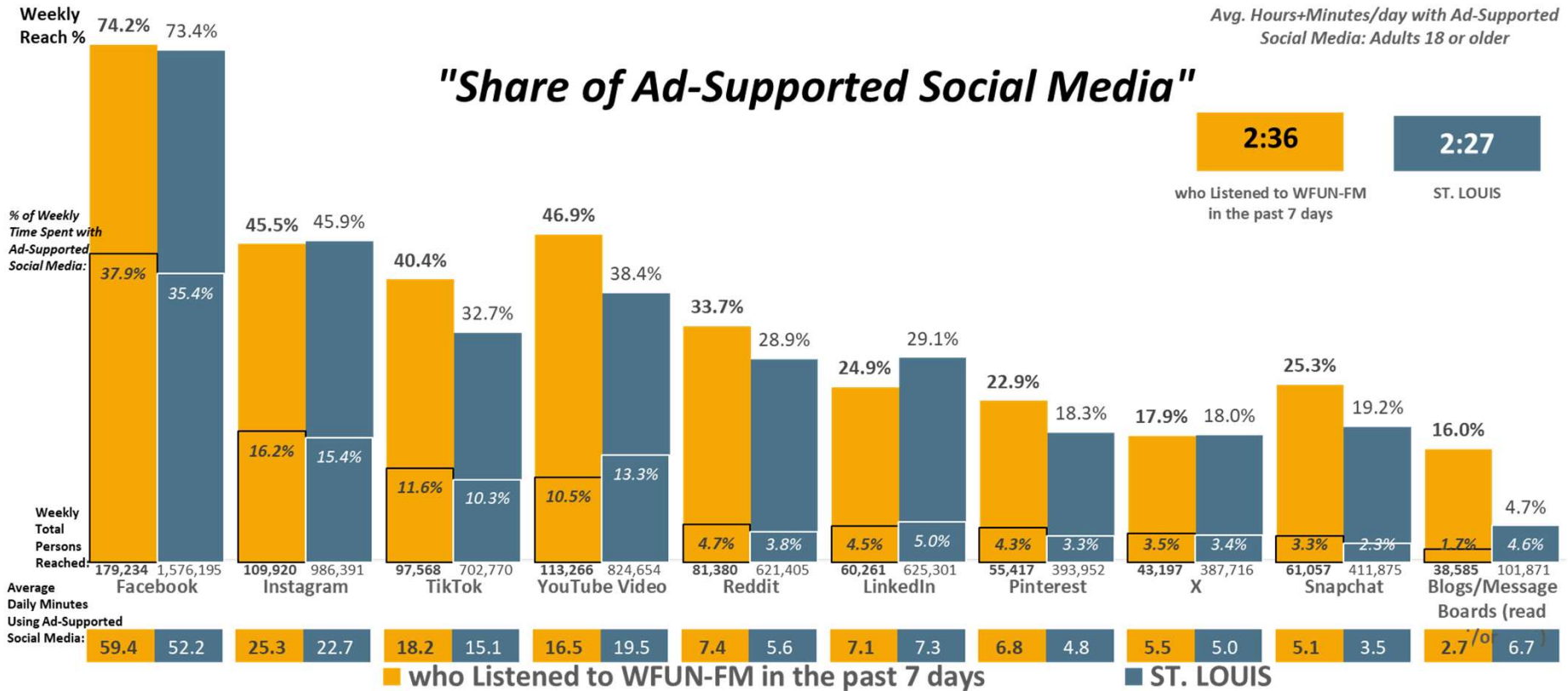






179,234 or 74.2% of Adults 18 or older who Listened to WFUN-FM in the past 7 days use Ad-Supported Facebook for an average of 59.4 minutes every day representing 37.9% of all time spent daily with Ad-Supported Social Media.

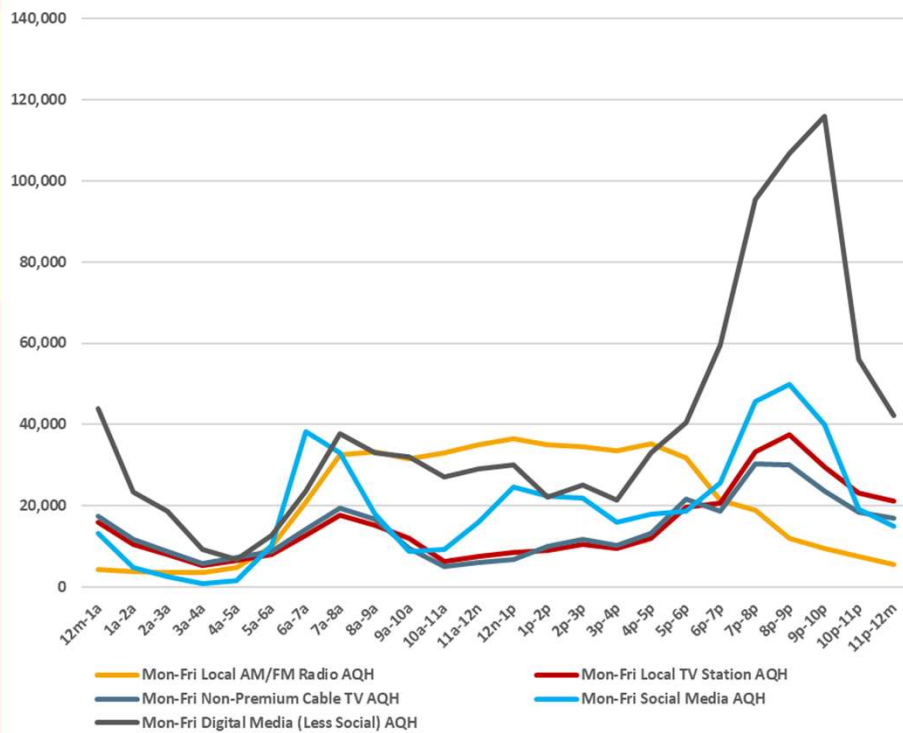
## "Share of Ad-Supported Social Media"



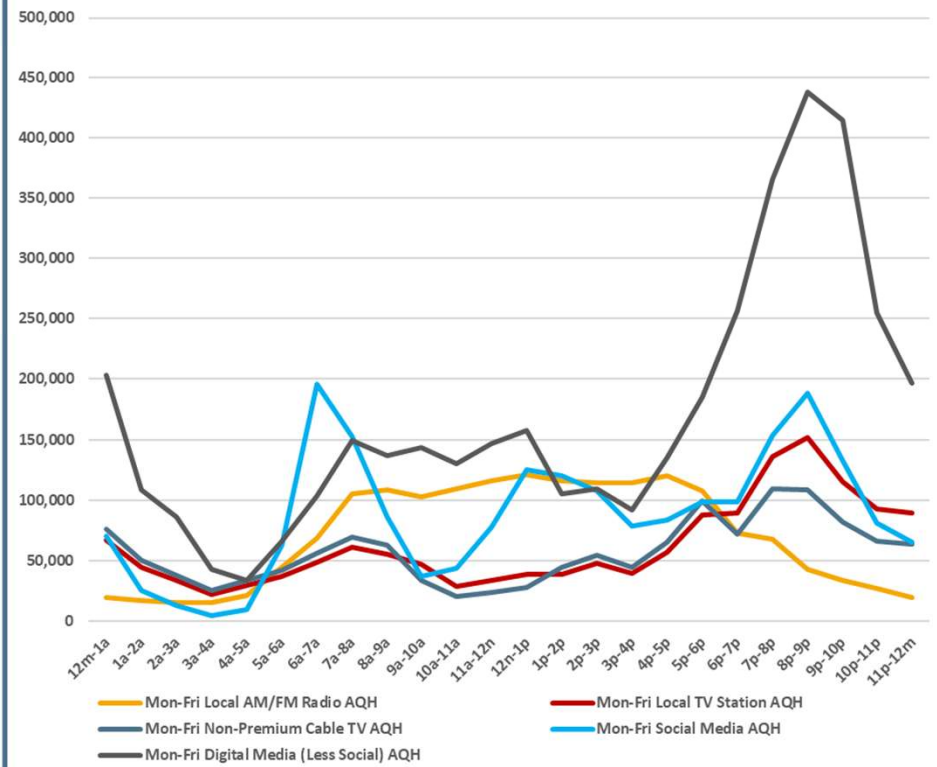


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 31,923; Local Radio: 31,885; Social Media: 20,823; Non-Prem. Cable: 12,615; Local TV: 12,477 reaching Adults 18 or older who Listened to KEZK-FM in the past 7 days.

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



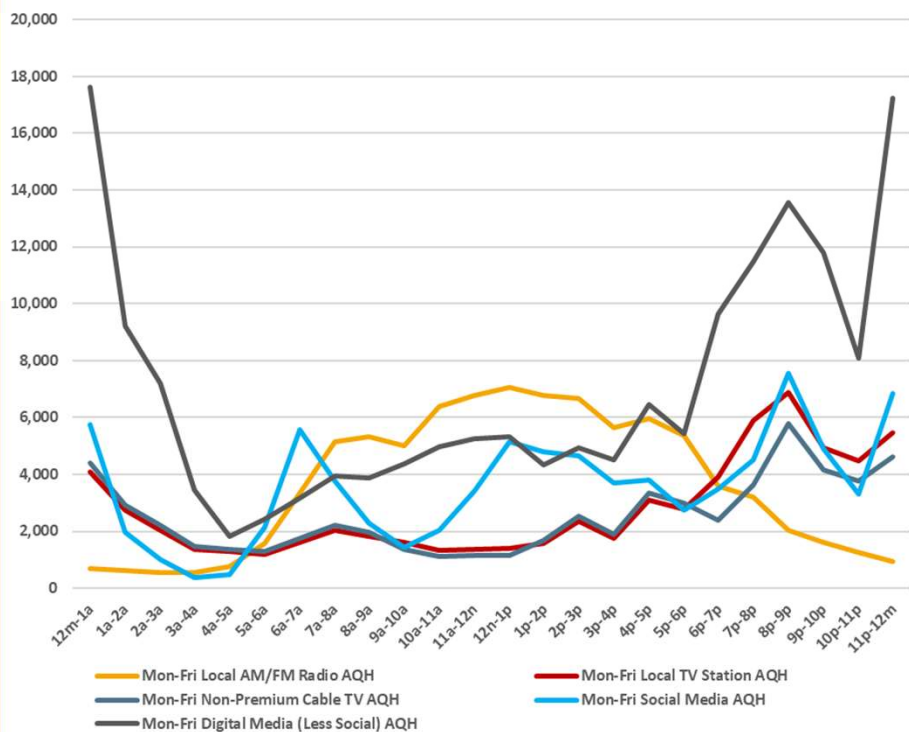
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
ST. LOUIS Metro Area Adults 18 or older



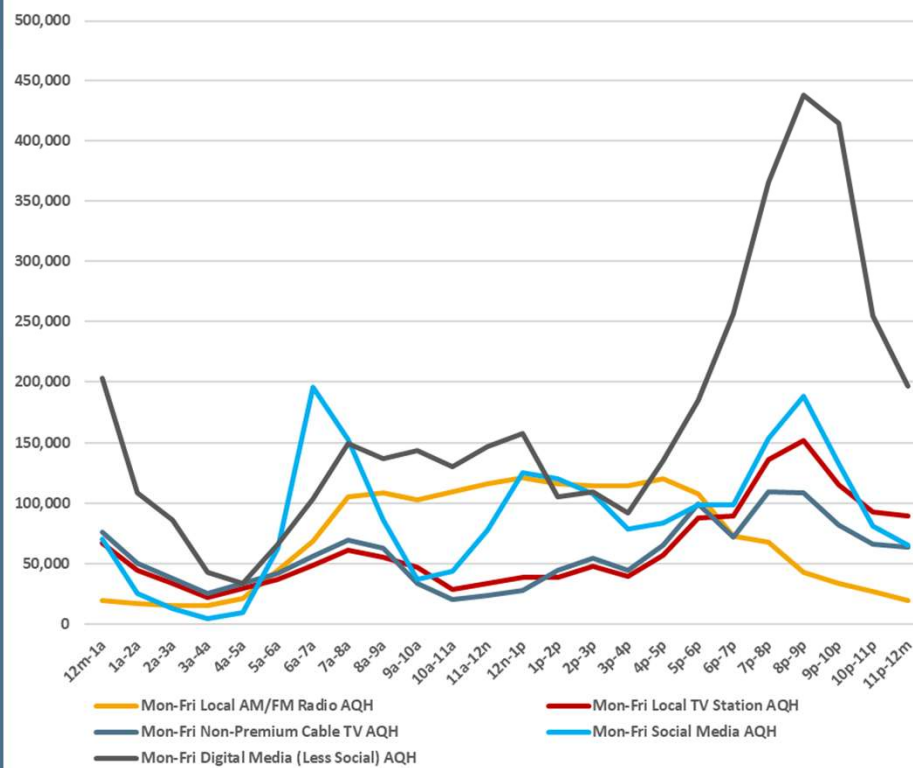


M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 5,613; All Other Digital Media: 5,088; Social Media: 3,597; Local TV: 2,054; Non-Prem. Cable: 1,965 reaching Adults 18 or older who Listened to KFTK-FM in the past 7 days.

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



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

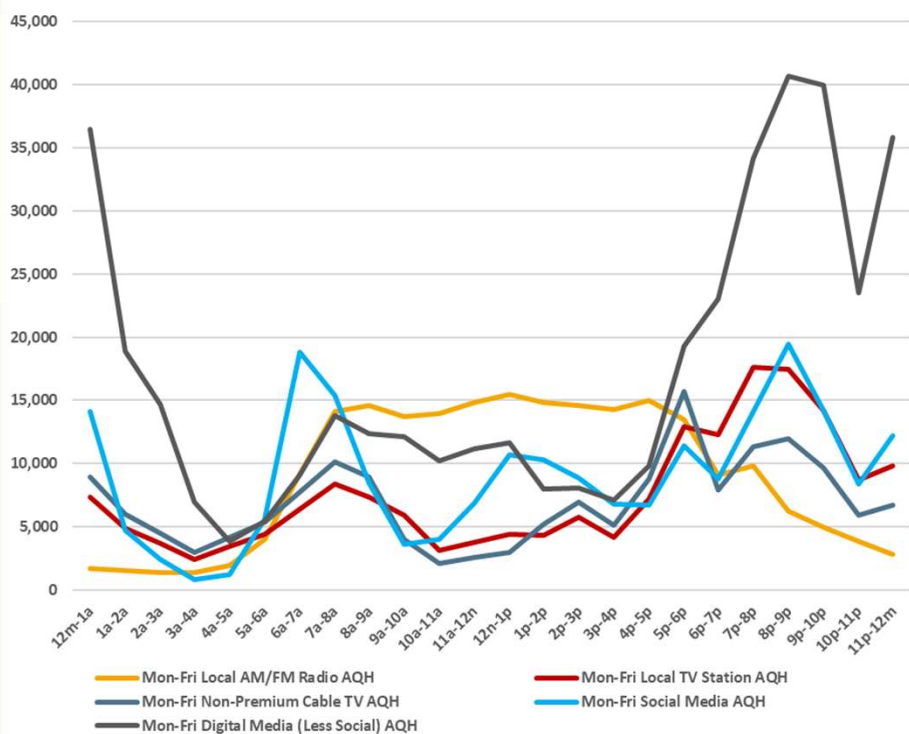




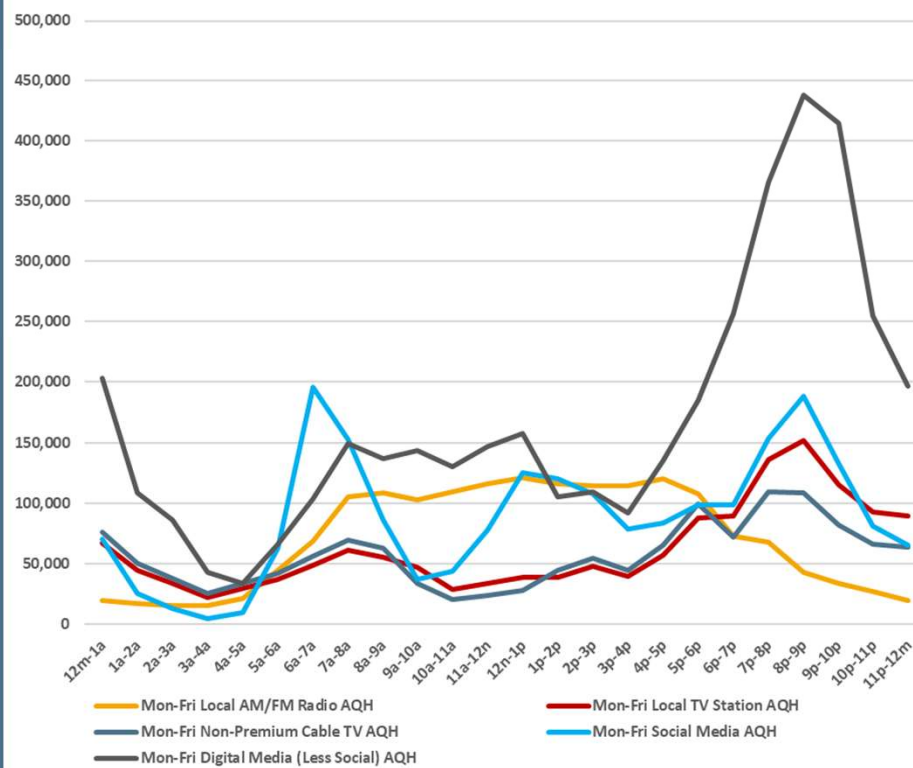


M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 13,637; All Other Digital Media: 11,980; Social Media: 9,296; Non-Prem. Cable: 6,804; Local TV: 6,622 reaching Adults 18 or older who Listened to KMOX-FM in the past 7 days.

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



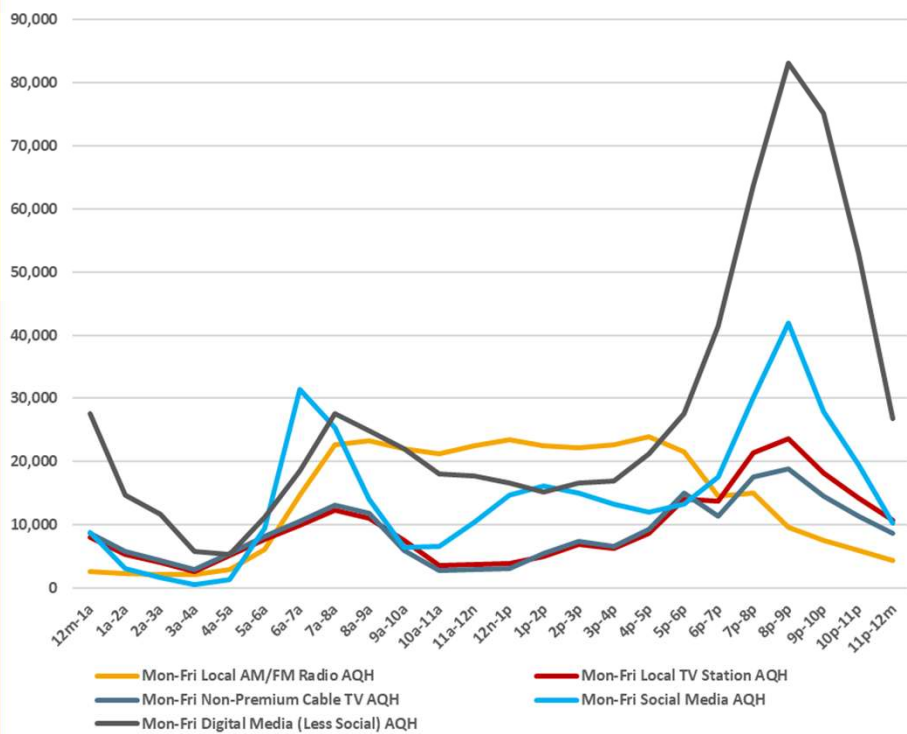
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
ST. LOUIS Metro Area Adults 18 or older*



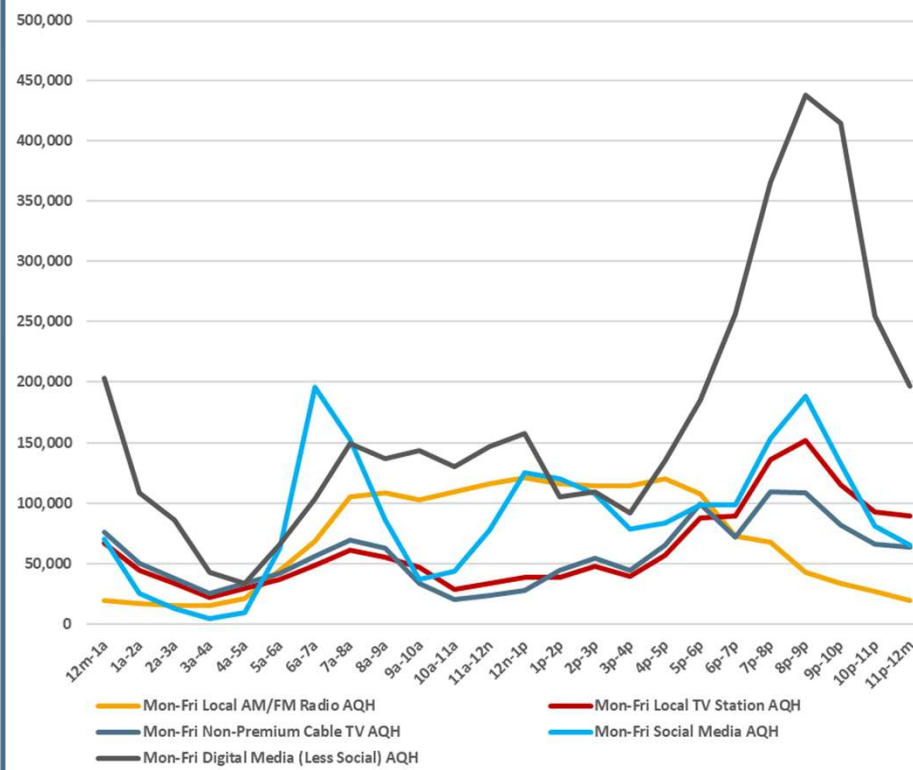


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 21,899;  
Local Radio: 21,325; Social Media: 15,109; Local TV: 8,242; Non-Prem. Cable: 8,145  
reaching Adults 18 or older who Listened to KYKY-FM in the past 7 days.

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



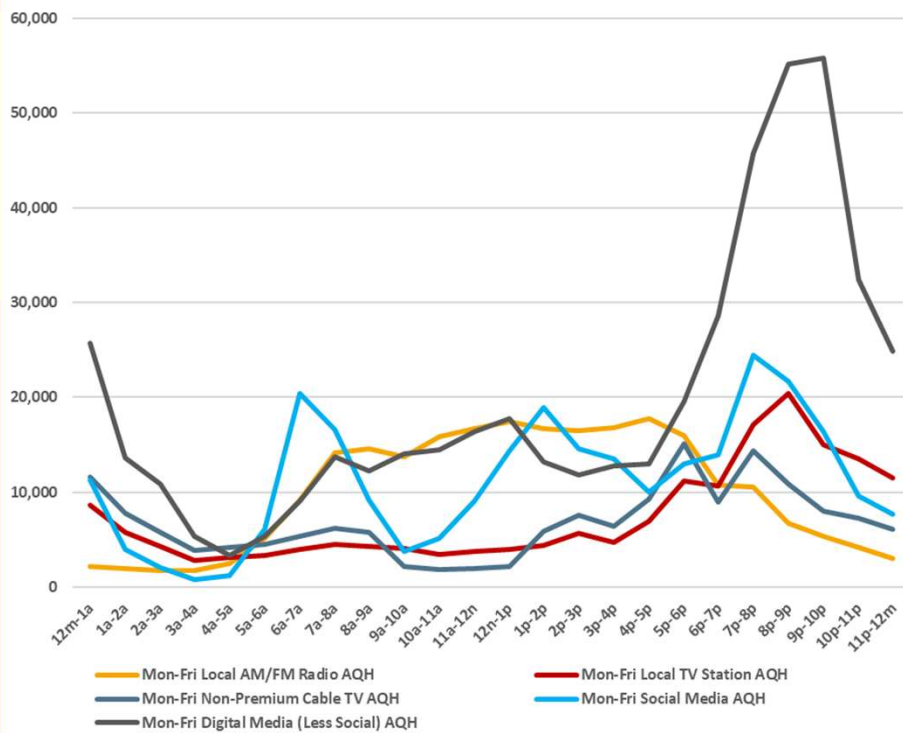
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
ST. LOUIS Metro Area Adults 18 or older*



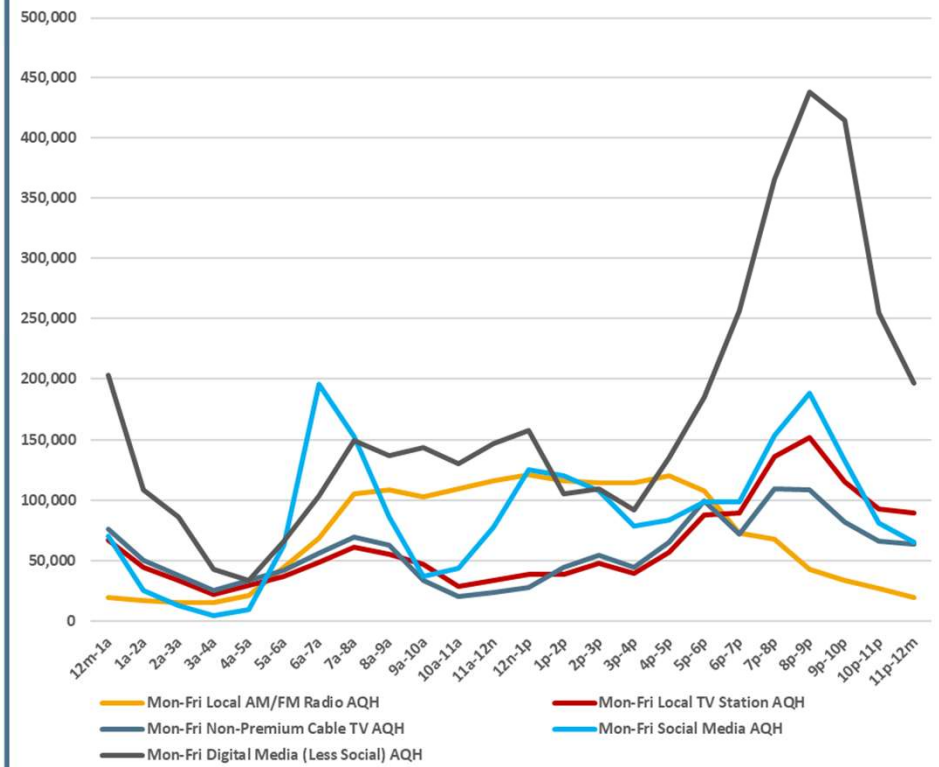


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 15,138; Local Radio: 15,100; Social Media: 12,512; Non-Prem. Cable: 6,061; Local TV: 5,514 reaching Adults 18 or older who Listened to WFUN-FM in the past 7 days.

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



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

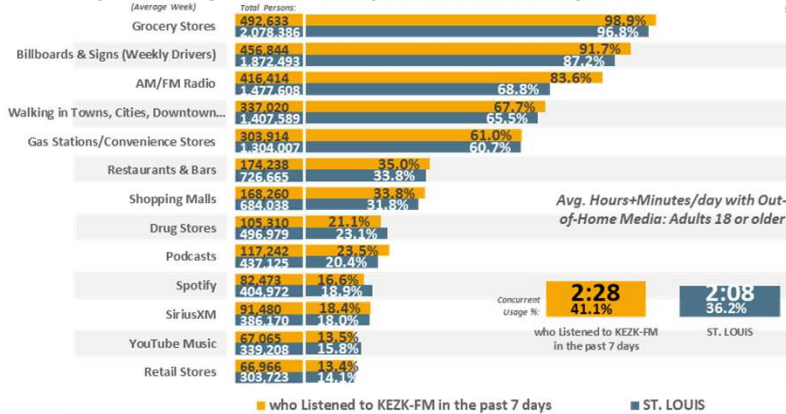






456,844 or 91.7% of Adults 18 or older who Listened to KEZK-FM in the past 7 days spend an average of 54.5 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 49. minutes/day.

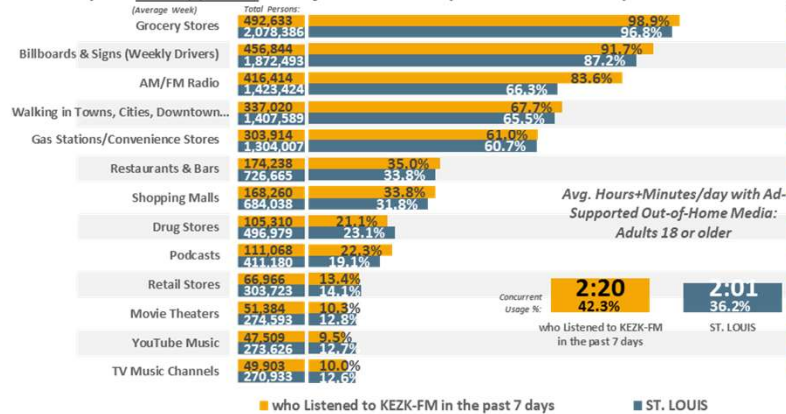
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



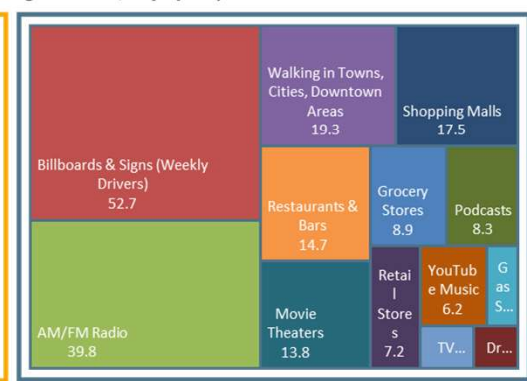
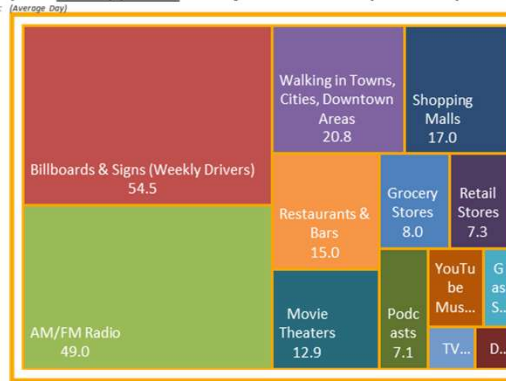
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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



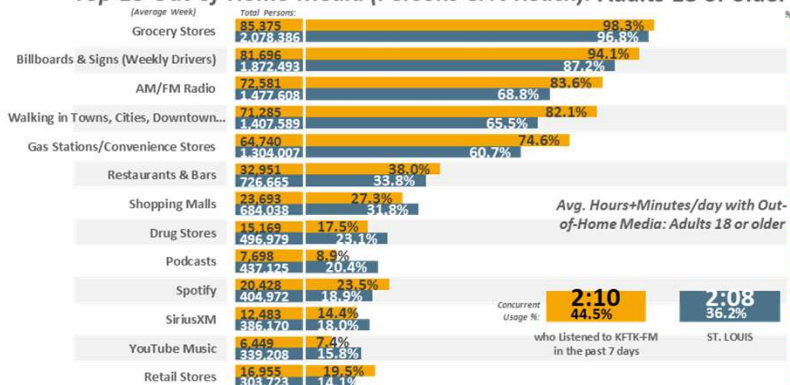
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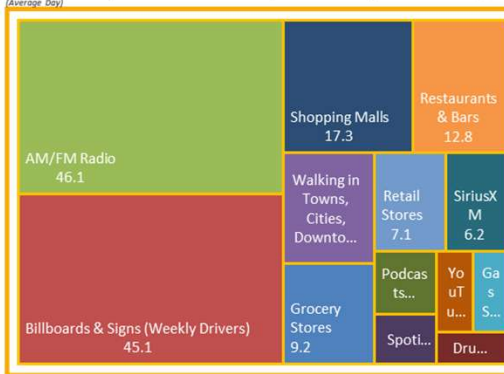


81,696 or 94.1% of Adults 18 or older who Listened to KFTK-FM in the past 7 days spend an average of 45.1 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 42.8 minutes/day.

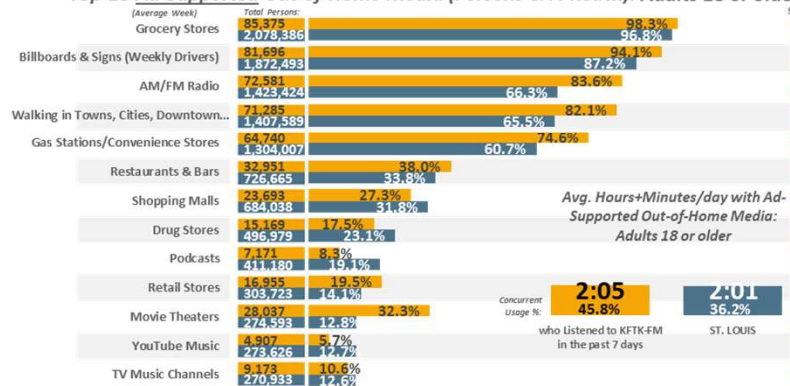
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



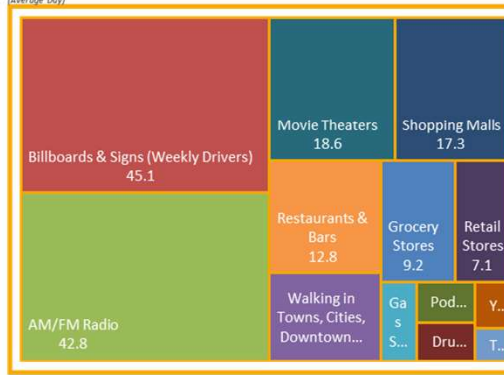
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



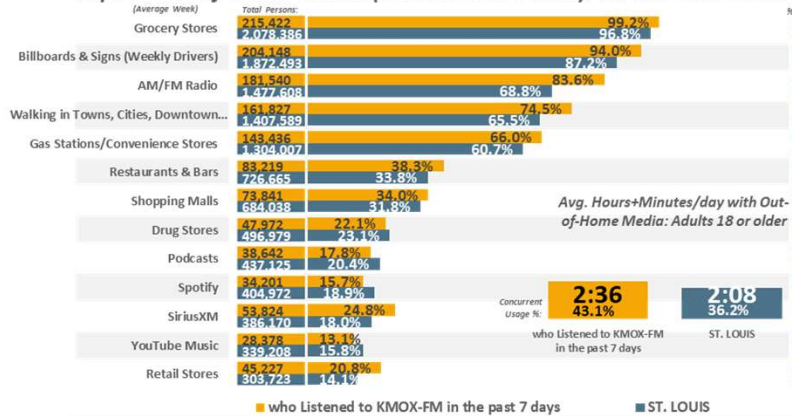
### Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



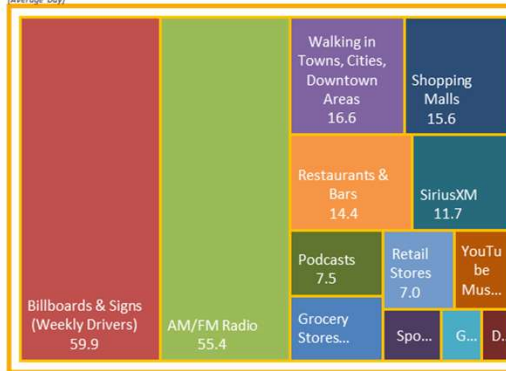


204,148 or 94.% of Adults 18 or older who Listened to KMOX-FM in the past 7 days spend an average of 59.9 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 50.8 minutes/day.

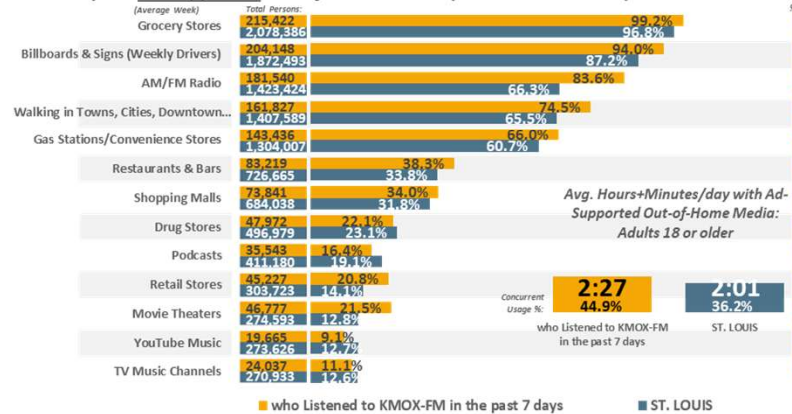
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



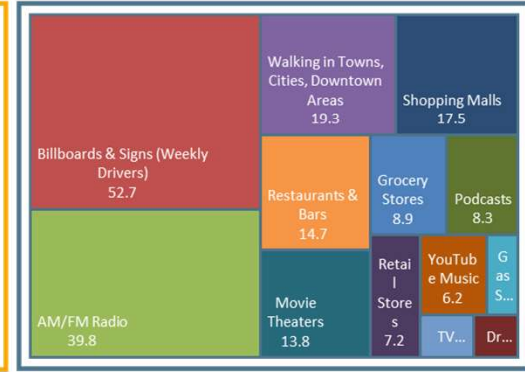
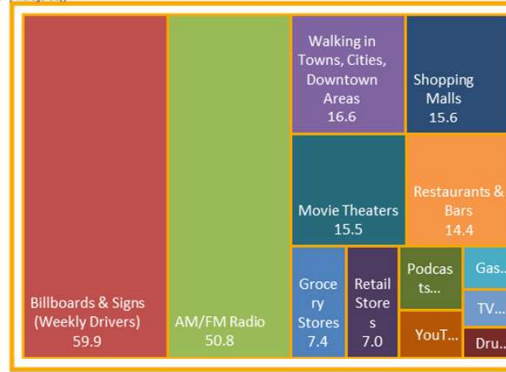
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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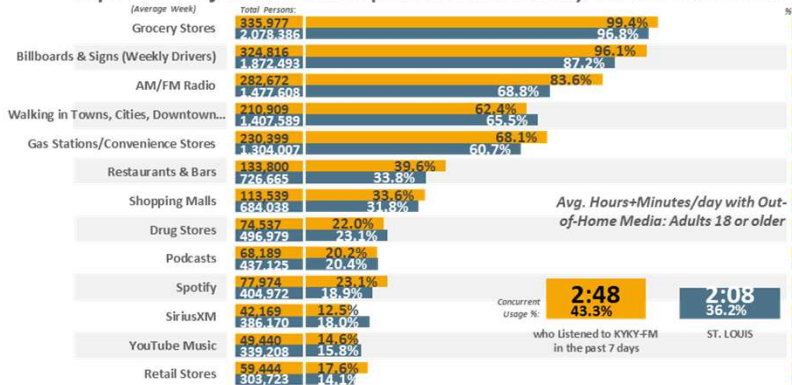
ST. LOUIS  
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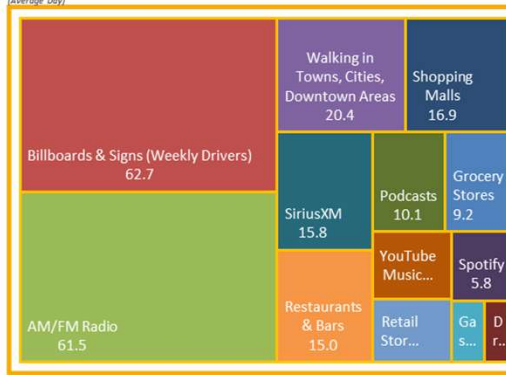


324,816 or 96.1% of Adults 18 or older who Listened to KYKY-FM in the past 7 days spend an average of 62.7 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 57.3 minutes/day.

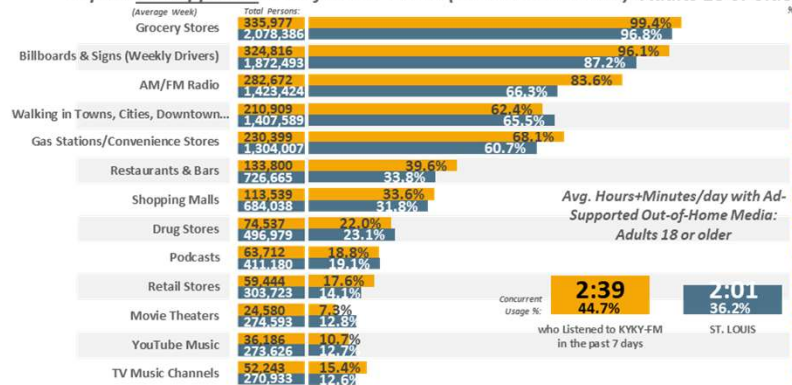
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



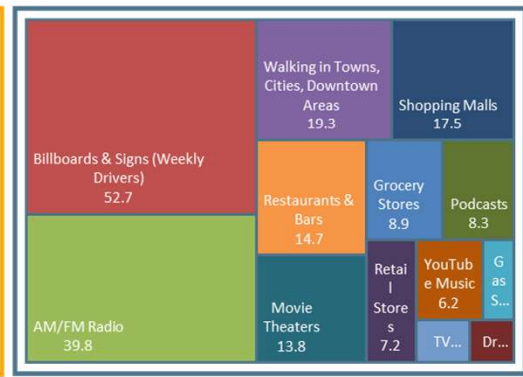
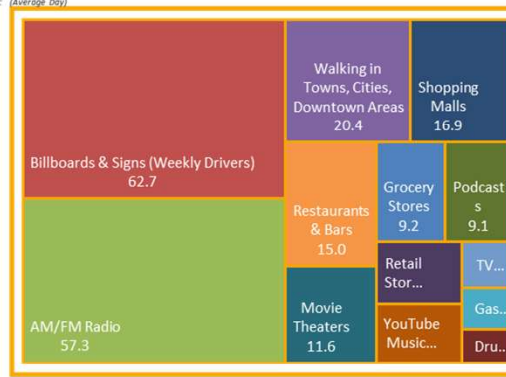
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



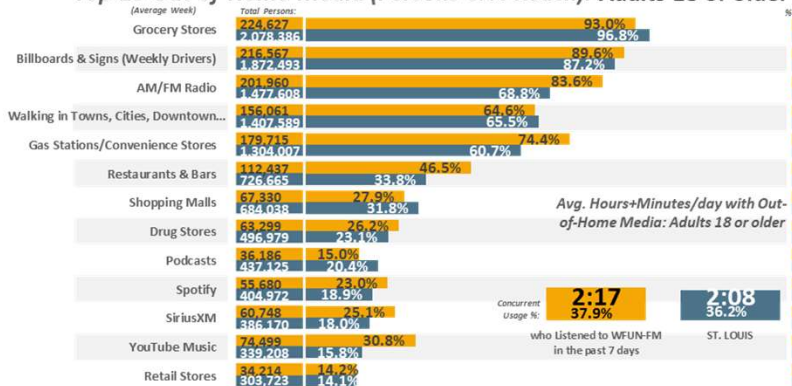
### Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





216,567 or 89.6% of Adults 18 or older who Listened to WFUN-FM in the past 7 days spend an average of 40.9 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 45.6 minutes/day.

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



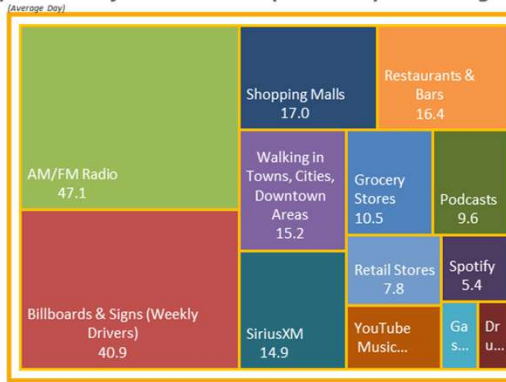
Avg. Hours+Minutes/day with Out-of-Home Media: Adults 18 or older

Concurrent Usage %: 2:17 37.9%

who Listened to WFUN-FM in the past 7 days

ST. LOUIS 2:08 36.2%

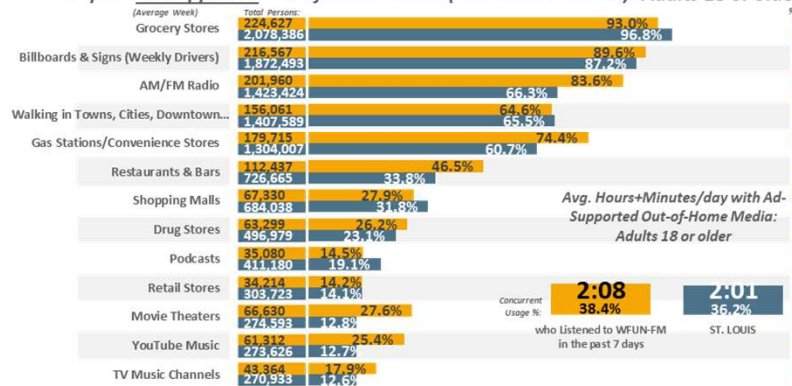
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



who Listened to WFUN-FM in the past 7 days

ST. LOUIS

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



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

Concurrent Usage %: 2:08 38.4%

who Listened to WFUN-FM in the past 7 days

ST. LOUIS 2:01 36.2%

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



who Listened to WFUN-FM in the past 7 days

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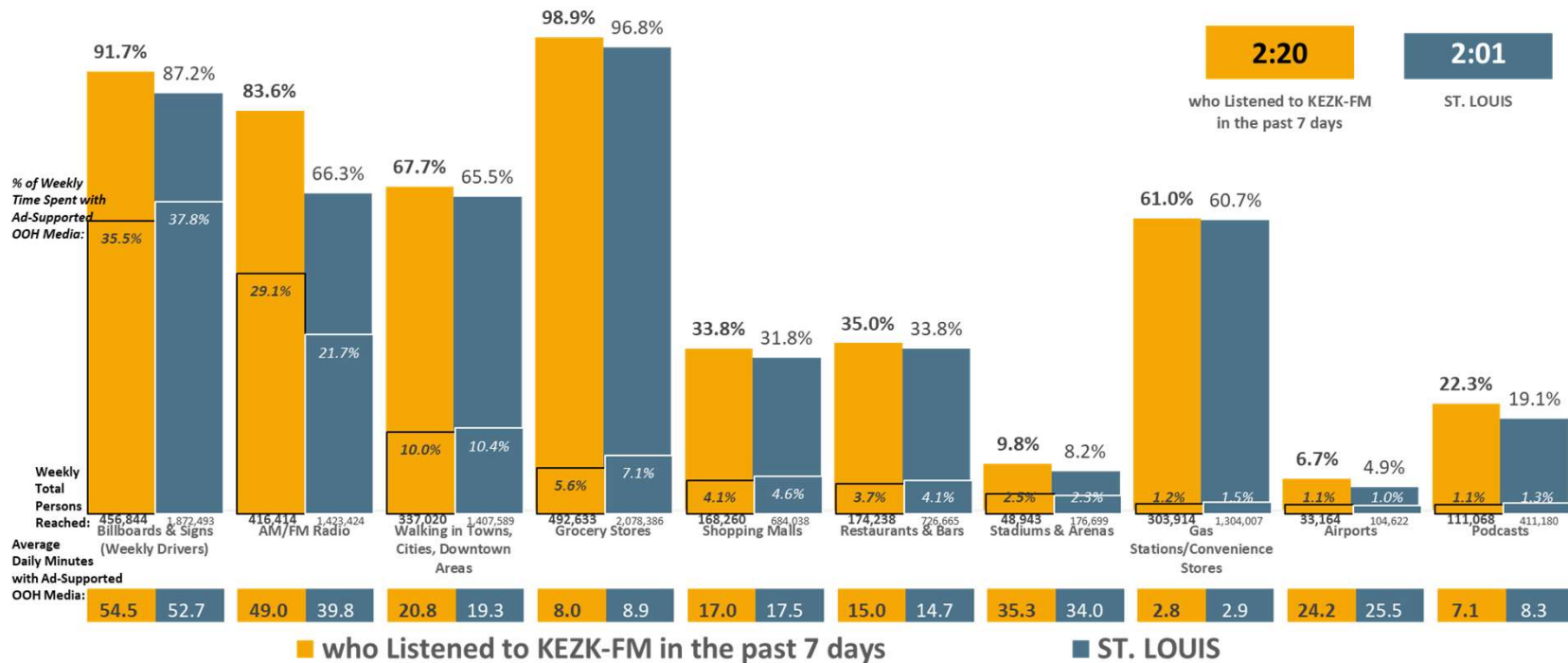


456,844 or 91.7% of Adults 18 or older who Listened to KEZK-FM in the past 7 days spend an average of 54.5 minutes per day driving, seeing Billboards and Signs representing 35.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly  
Reach %

## "Share of Ad-Supported OOH Media"



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Radio Stations: KEZK-FM



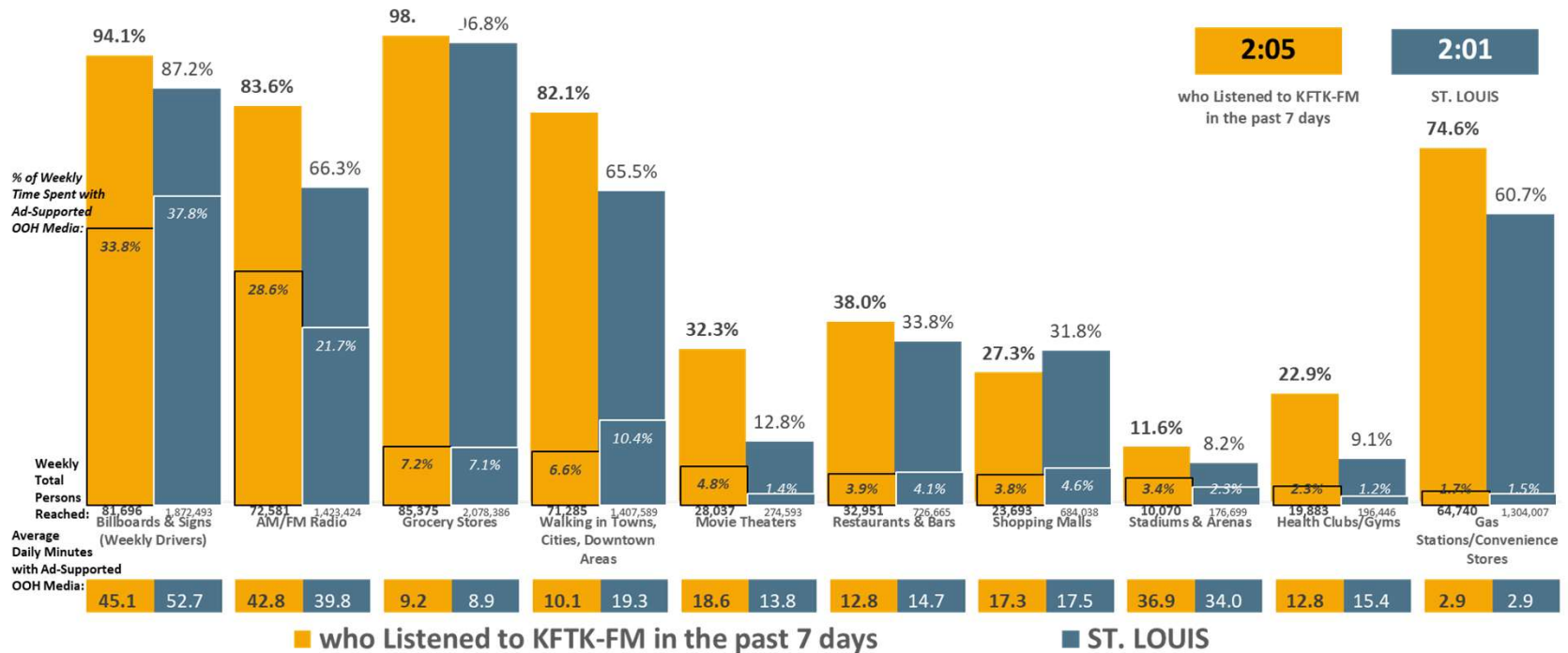


81,696 or 94.1% of Adults 18 or older who Listened to KFTK-FM in the past 7 days spend an average of 45.1 minutes per day driving, seeing Billboards and Signs representing 33.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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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for Anything

Radio Stations: KFTK-FM

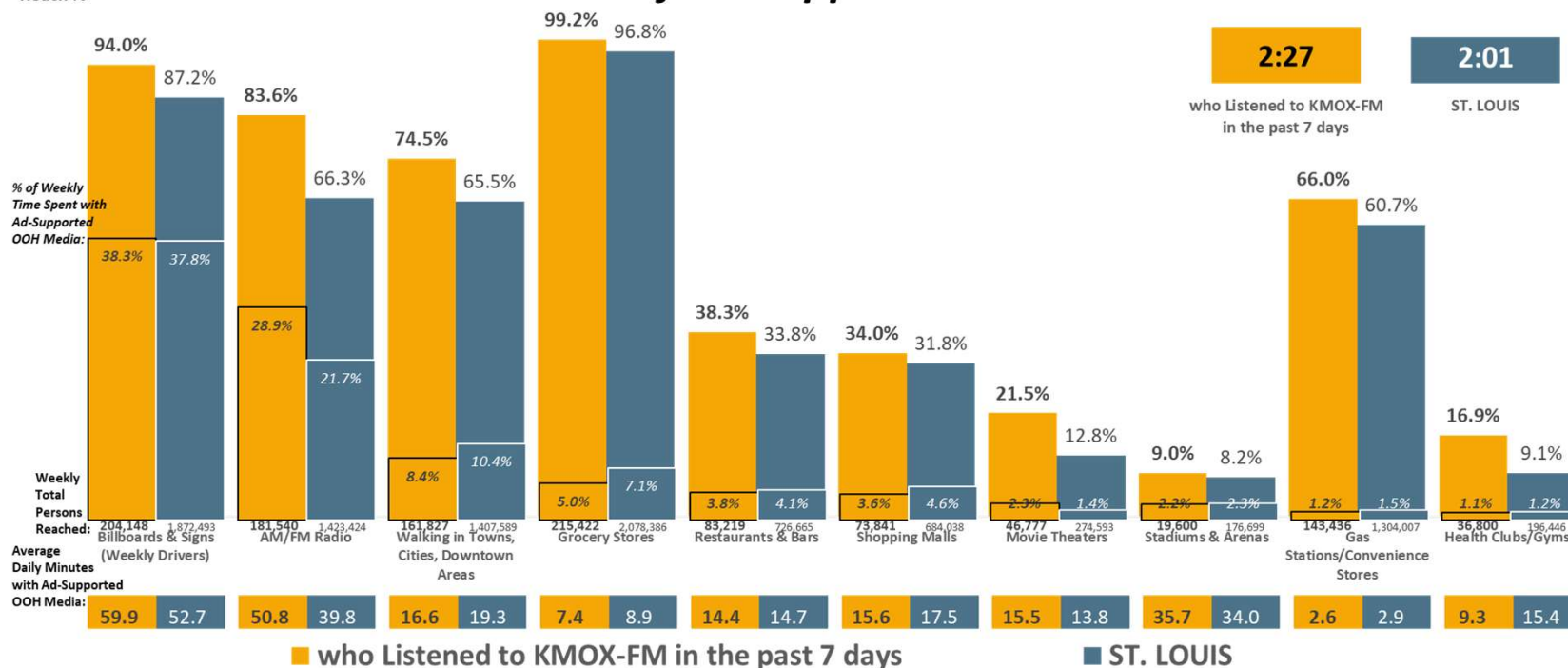


204,148 or 94.0% of Adults 18 or older who Listened to KMOX-FM in the past 7 days spend an average of 59.9 minutes per day driving, seeing Billboards and Signs representing 38.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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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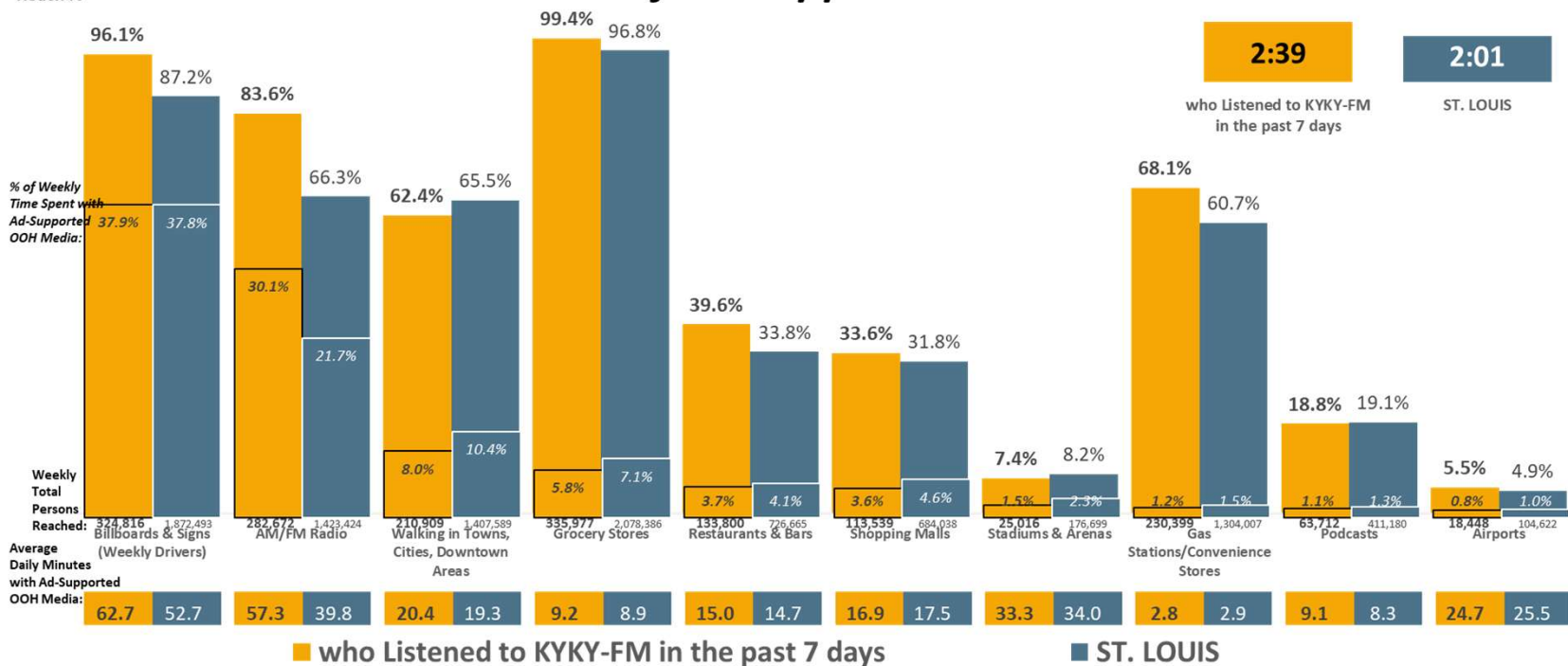


324,816 or 96.1% of Adults 18 or older who Listened to KYKY-FM in the past 7 days spend an average of 62.7 minutes per day driving, seeing Billboards and Signs representing 37.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

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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Radio Stations: KYKY-FM



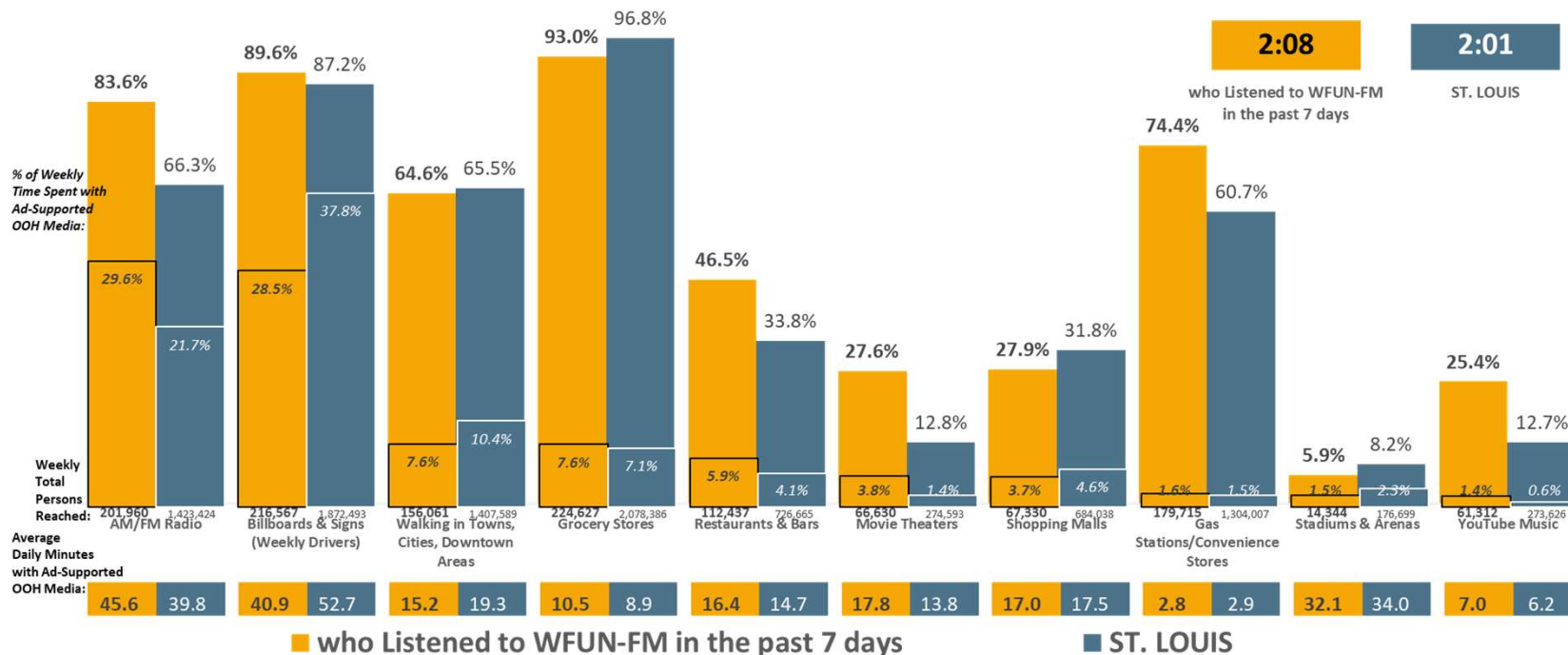


216,567 or 89.6% of Adults 18 or older who Listened to WFUN-FM in the past 7 days spend an average of 40.9 minutes per day driving, seeing Billboards and Signs representing 28.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly  
Reach %

## "Share of Ad-Supported OOH Media"



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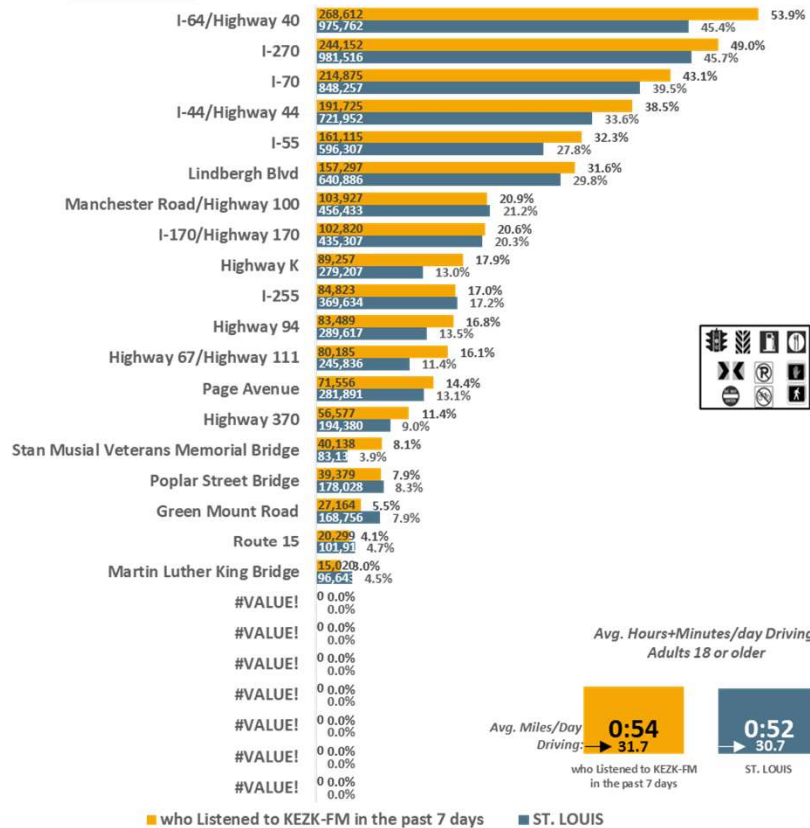
ST. LOUIS Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,770

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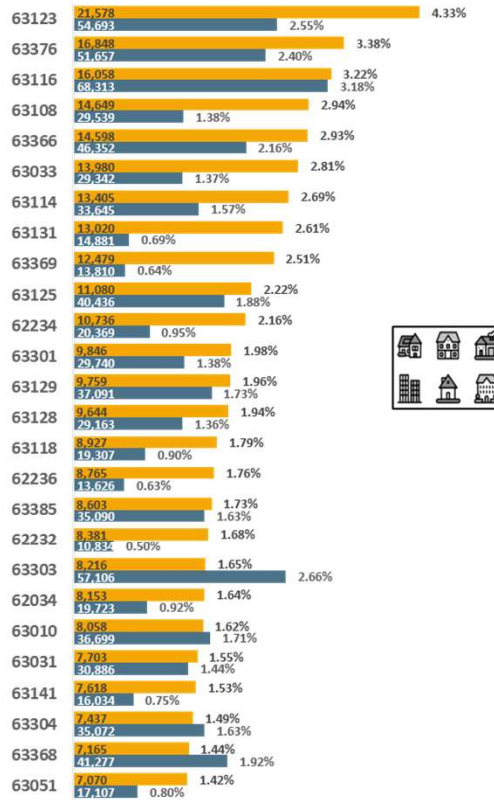


456,844 or 91.7% of Adults 18 or older who Listened to KEZK-FM in the past 7 days spend an average of 54.5 minutes per day driving an average of 31.7 miles each day and are 108.2% more likely to use Stan Musial Veterans Memorial Bridge than the Metro aver

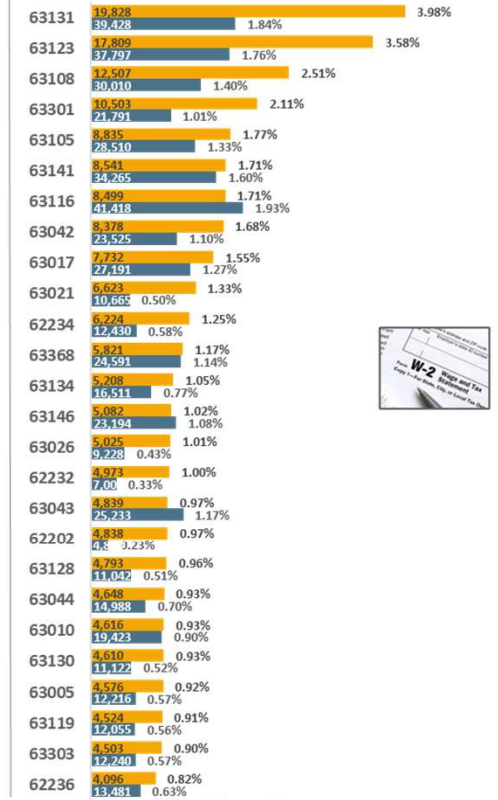
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



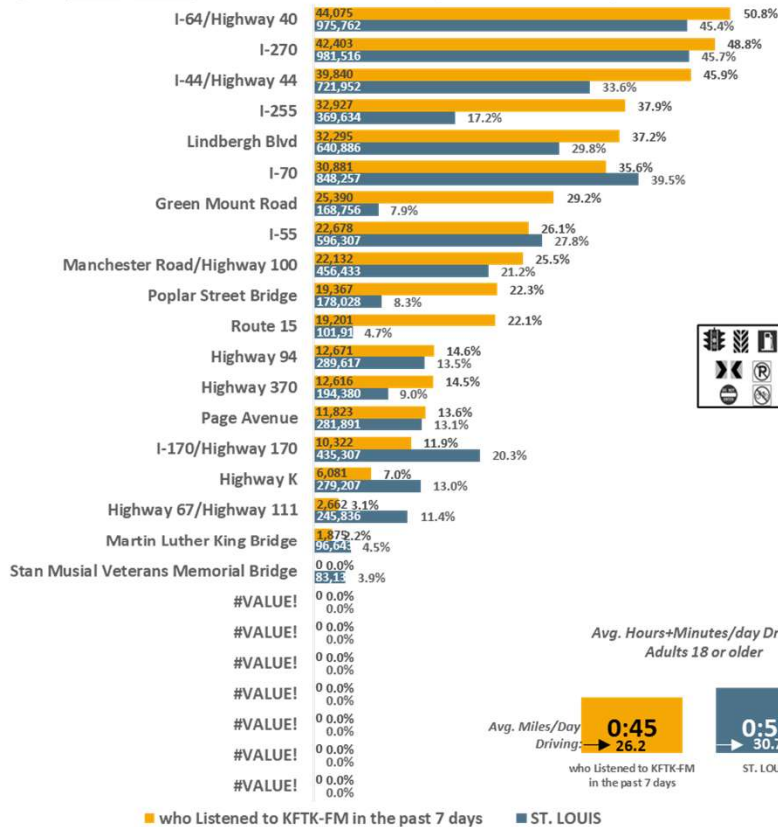
Top-26 Employment Zip Codes: Adults 18 or older



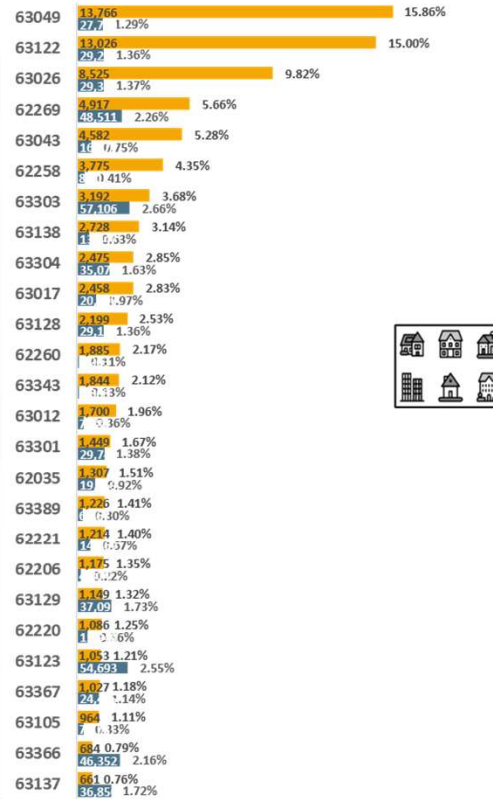


81,696 or 94.1% of Adults 18 or older who Listened to KFTK-FM in the past 7 days spend an average of 45.1 minutes per day driving an average of 26.2 miles each day and are 366.1% more likely to use Route 15 than the Metro average.

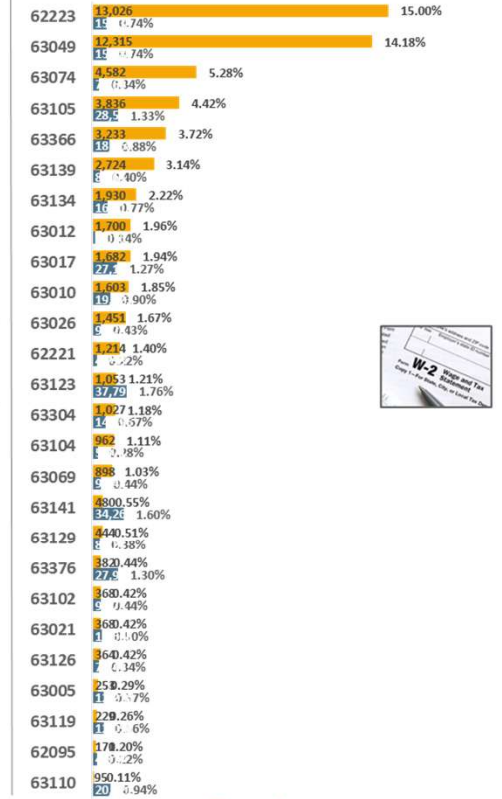
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



#### Top-26 Residential Zip Codes: Adults 18 or older



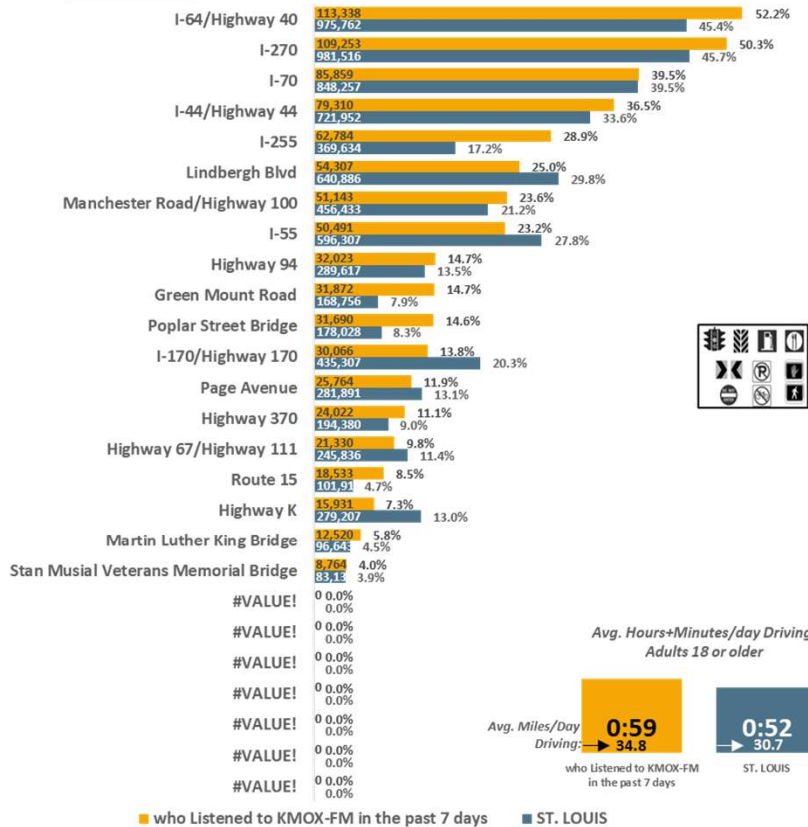
#### Top-26 Employment Zip Codes: Adults 18 or older



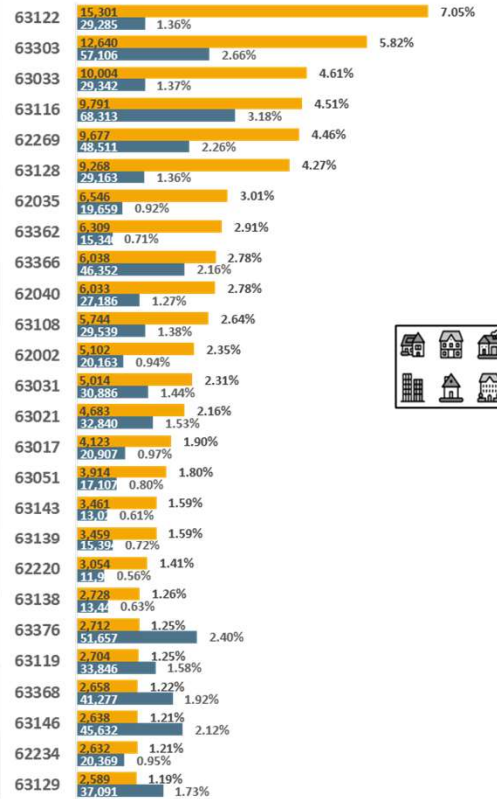


204,148 or 94.4% of Adults 18 or older who Listened to KMOX-FM in the past 7 days spend an average of 59.9 minutes per day driving an average of 34.8 miles each day and are 86.8% more likely to use Green Mount Road than the Metro average.

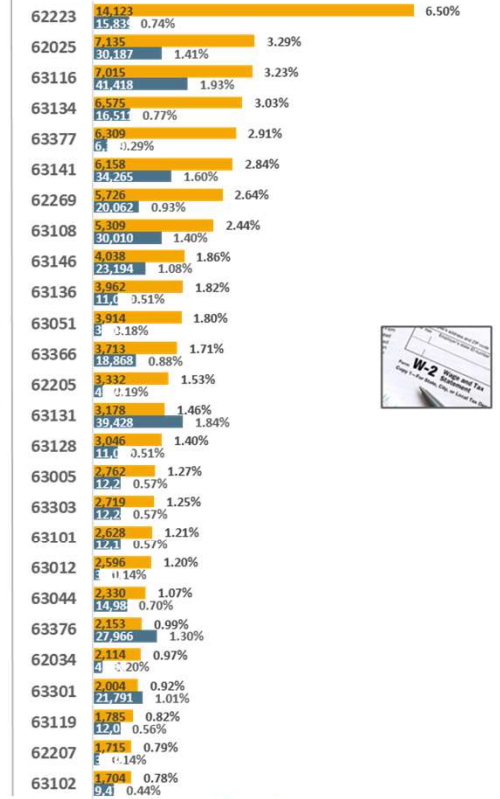
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



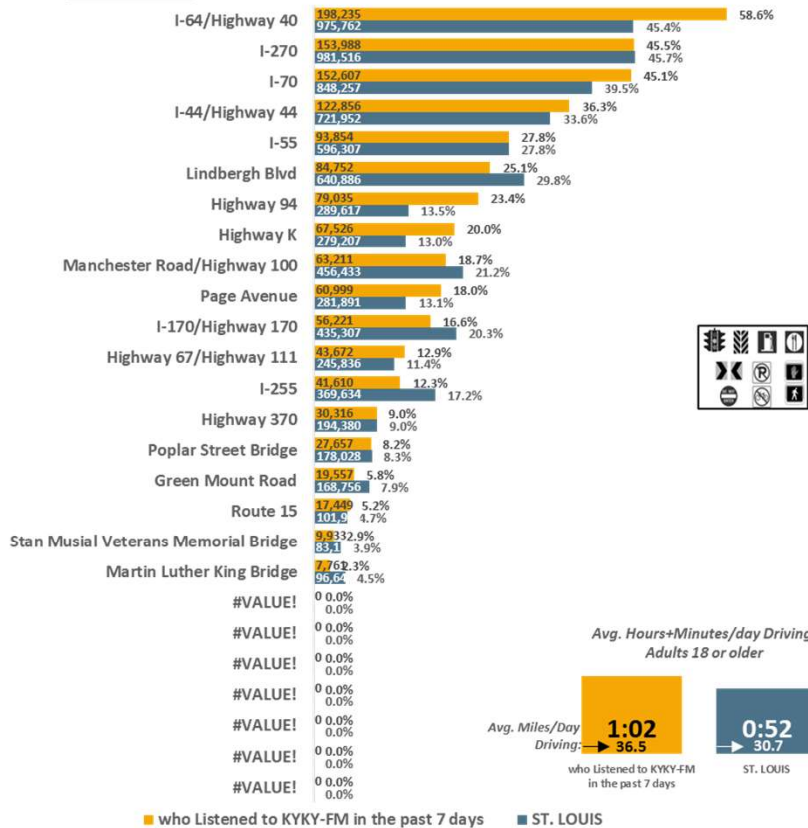
Top-26 Employment Zip Codes: Adults 18 or older



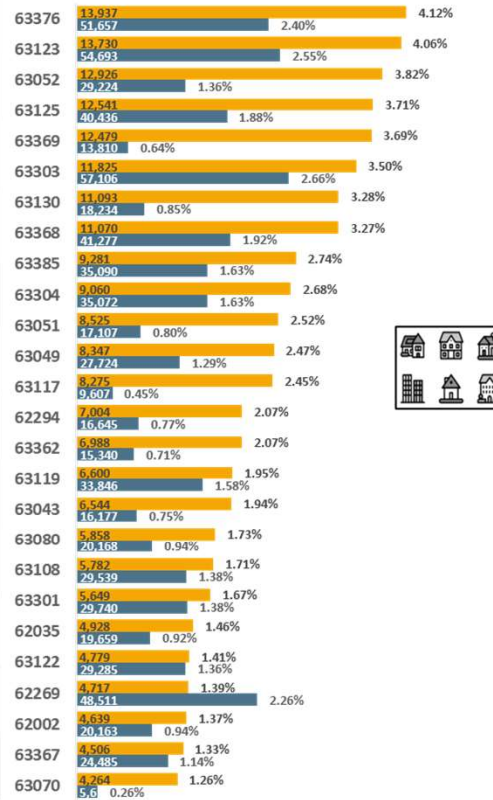


324,816 or 96.1% of Adults 18 or older who Listened to KYKY-FM in the past 7 days spend an average of 62.7 minutes per day driving an average of 36.5 miles each day and are 73.4% more likely to use Highway 94 than the Metro average.

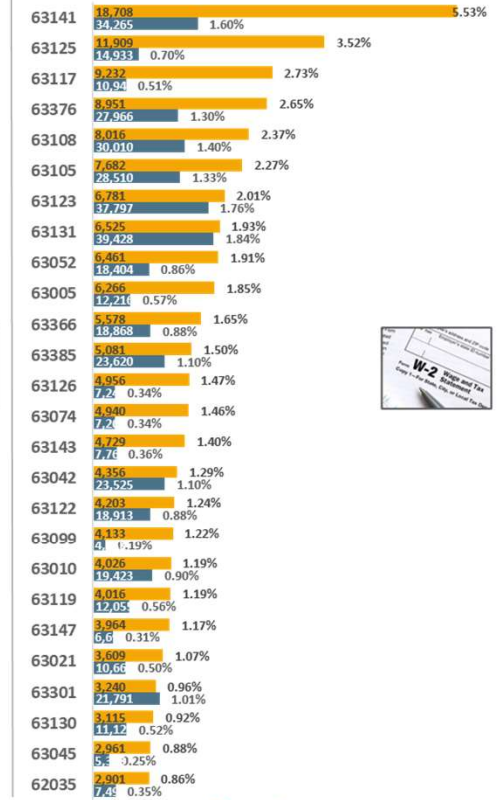
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



#### Top-26 Residential Zip Codes: Adults 18 or older



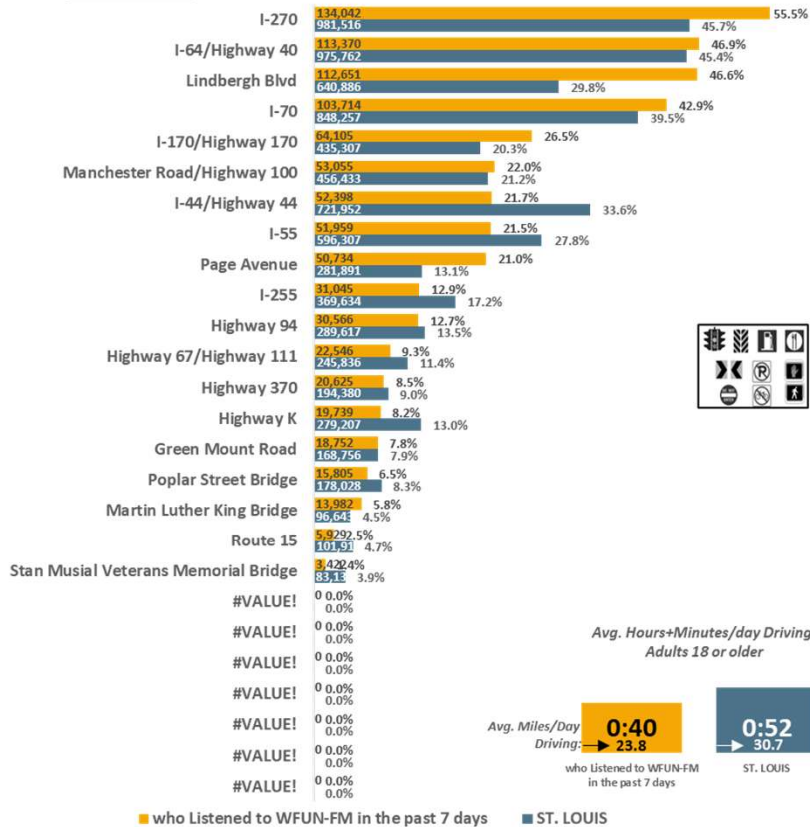
#### Top-26 Employment Zip Codes: Adults 18 or older



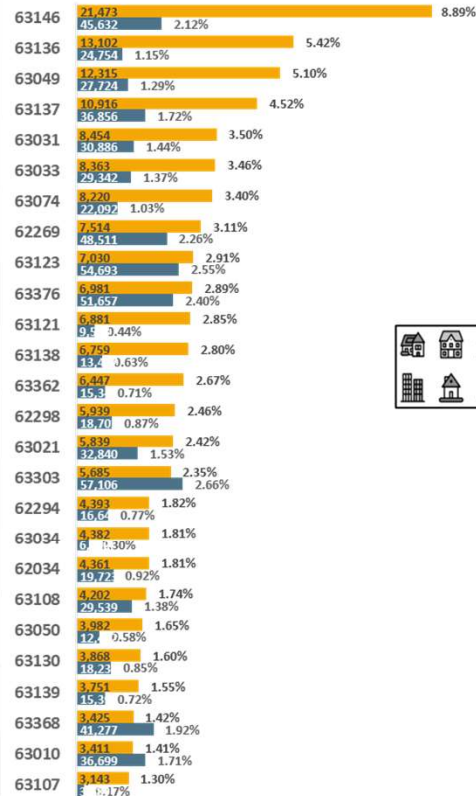


216,567 or 89.6% of Adults 18 or older who Listened to WFUN-FM in the past 7 days spend an average of 40.9 minutes per day driving an average of 23.8 miles each day and are 60.% more likely to use Page Avenue than the Metro average.

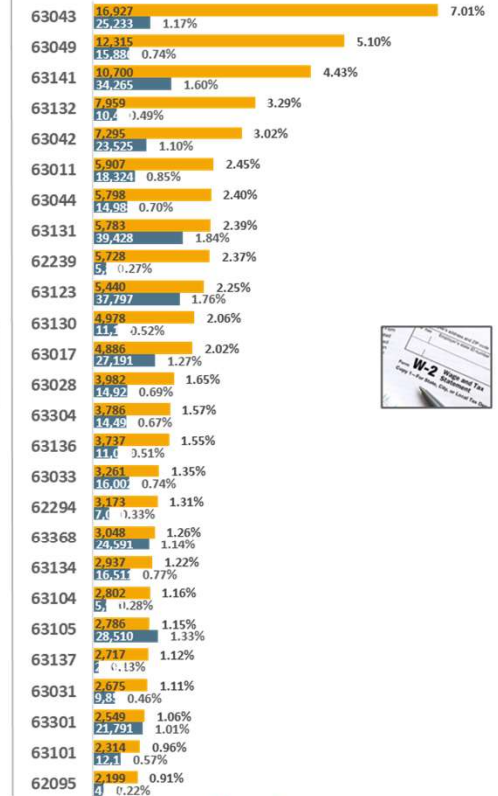
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



#### Top-26 Residential Zip Codes: Adults 18 or older

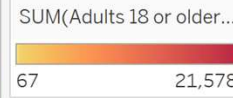
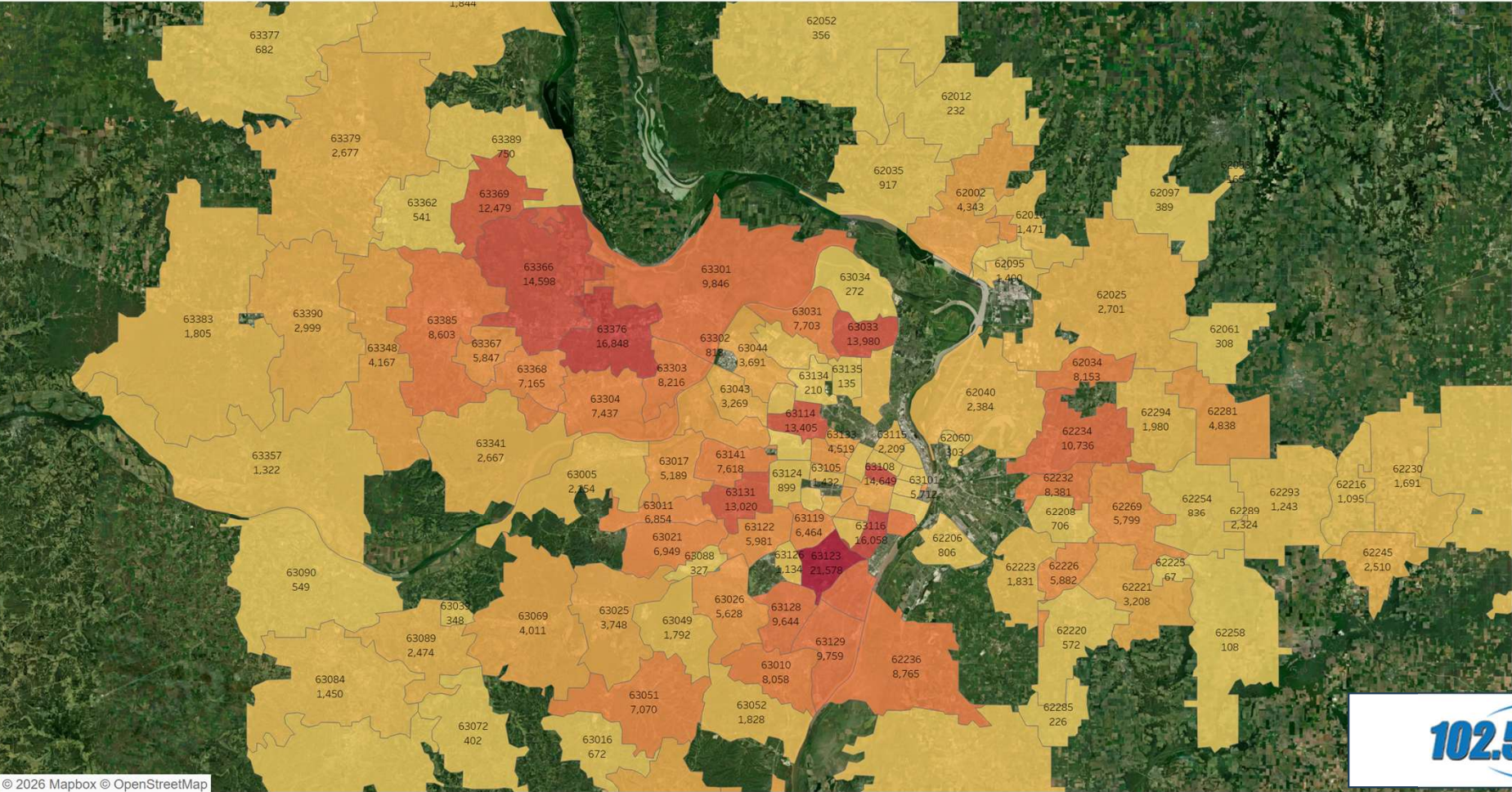


#### Top-26 Employment Zip Codes: Adults 18 or older



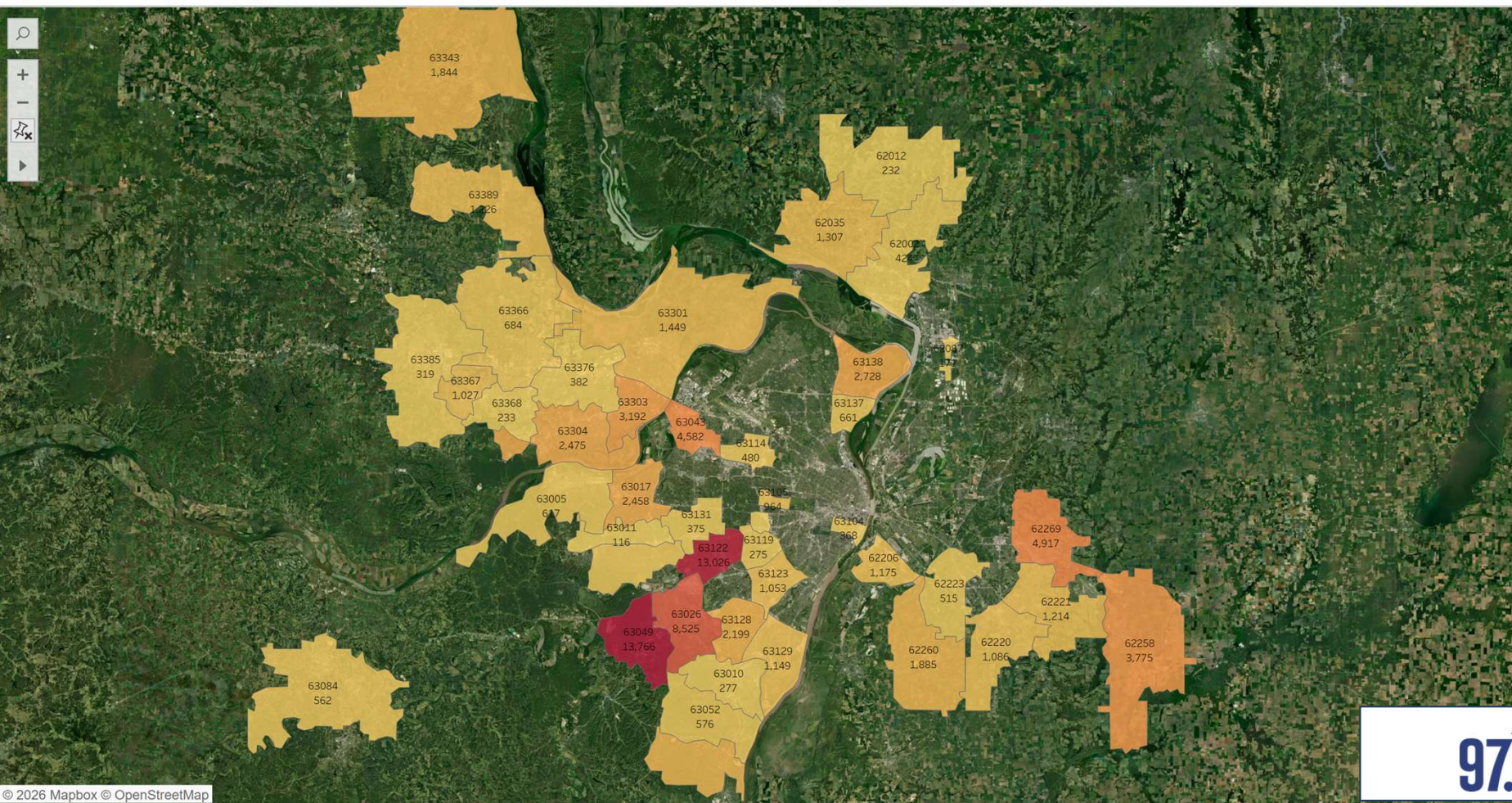


Top Residential Zip Codes: (Adults 18 or older who Listened to KEZK-FM in the past 7 days)

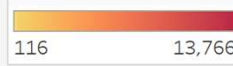




# Top Residential Zip Codes: (Adults 18 or older who Listened to KFTK-FM in the past 7 days)



SUM(Adults 18 or older...

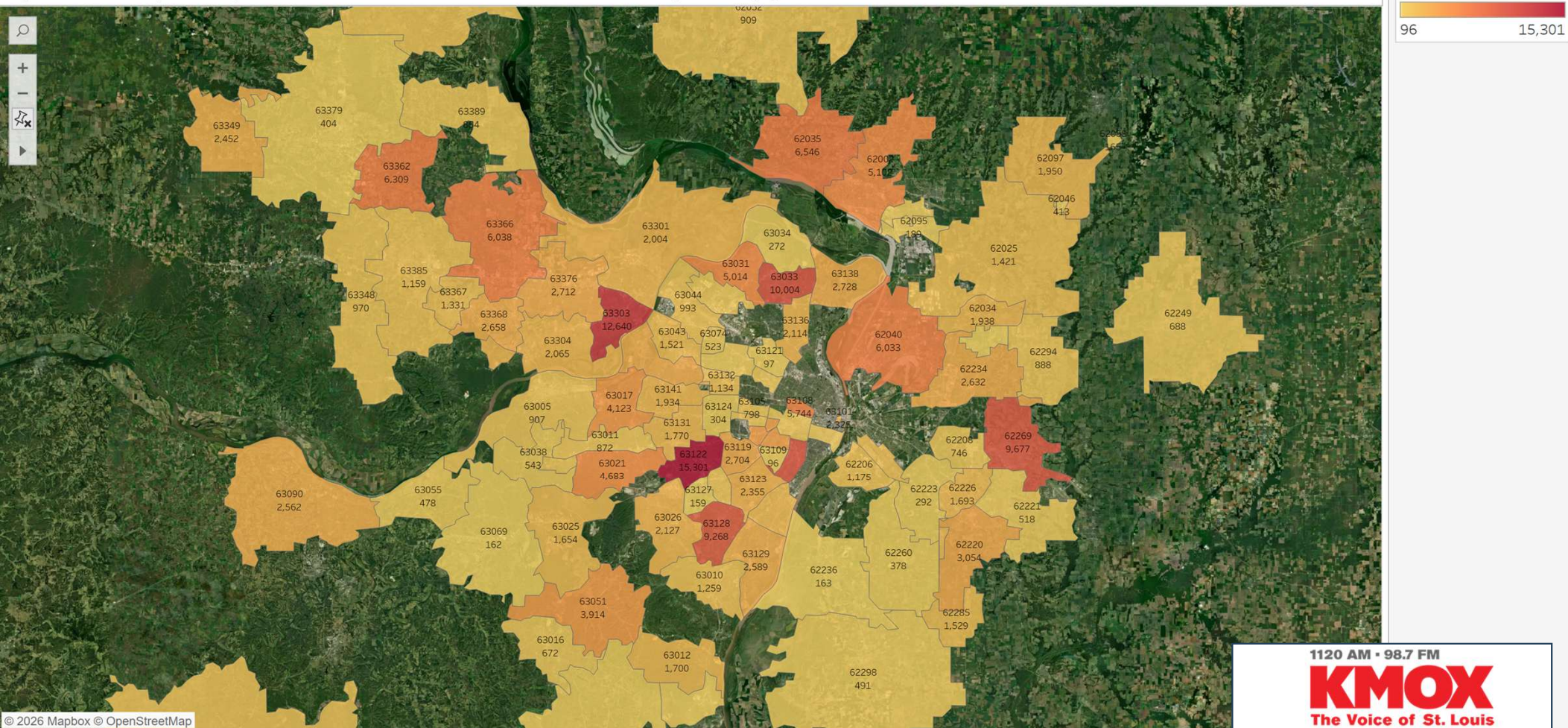


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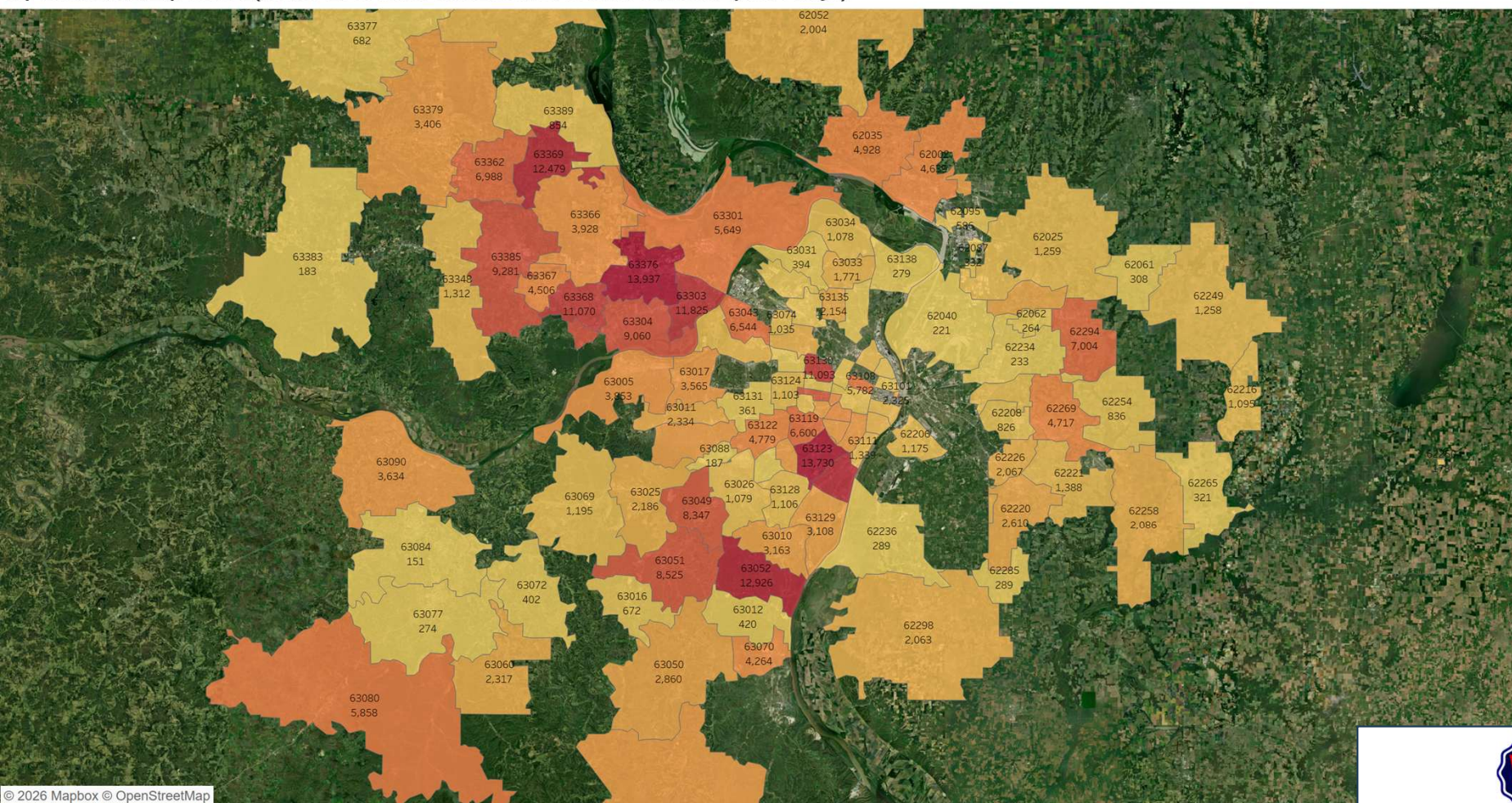


# Top Residential Zip Codes: (Adults 18 or older who Listened to KMOX-FM in the past 7 days)





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



SUM(Adults 18 or older...



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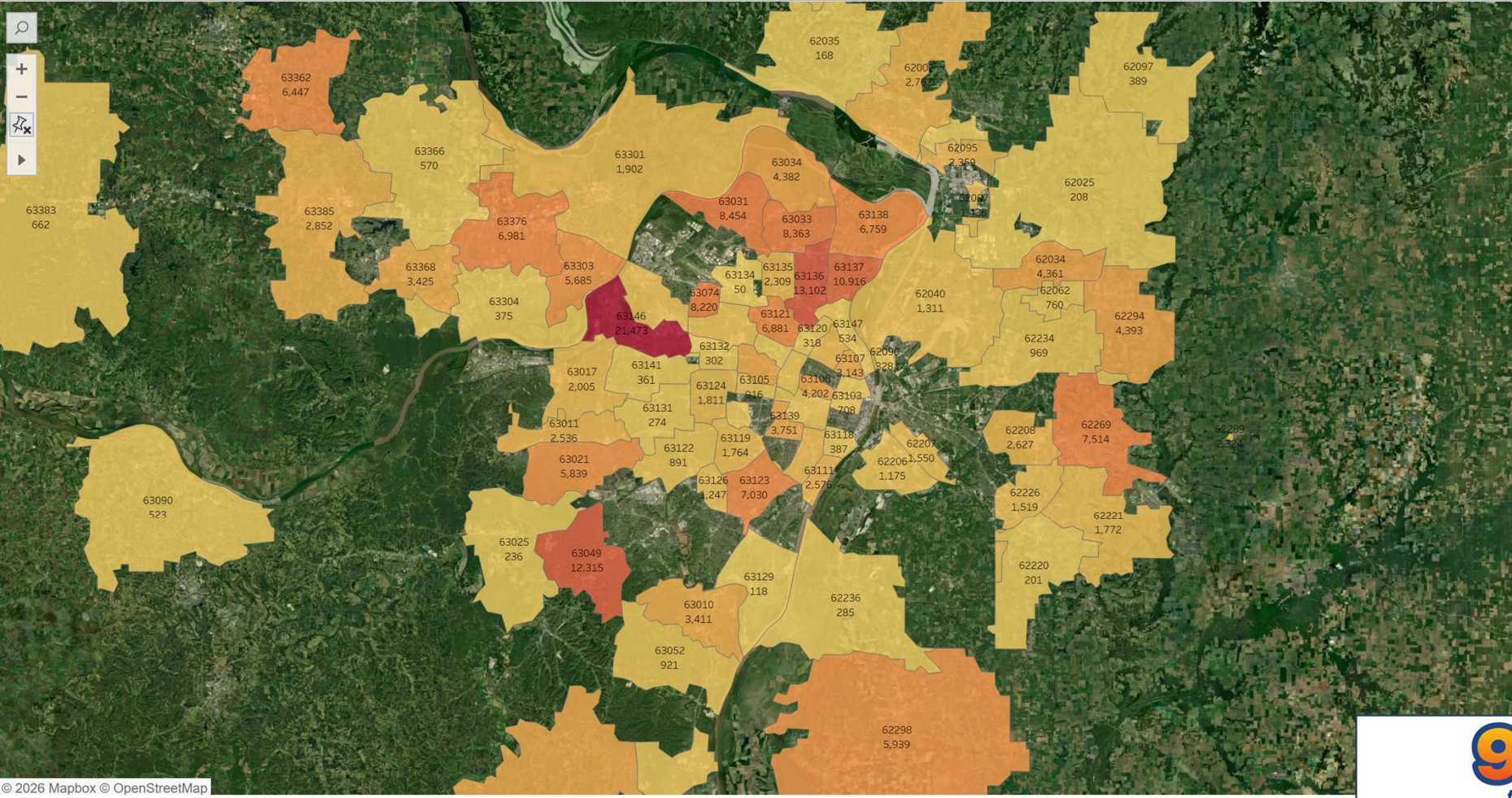
293

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Radio Stations: KYKY-FM



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

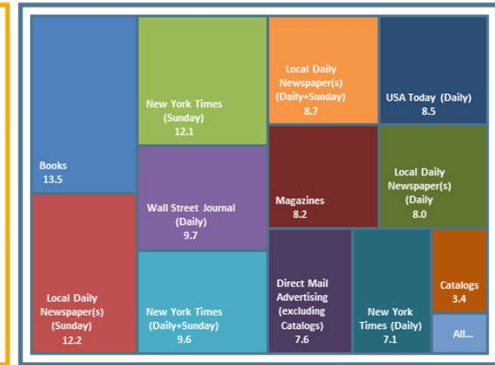
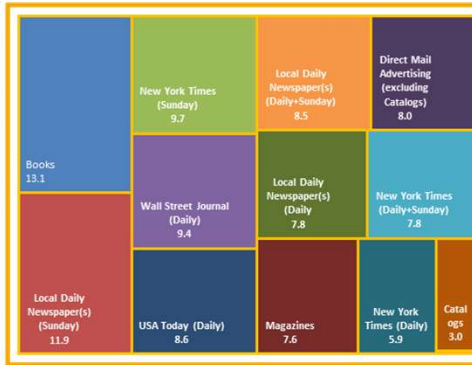
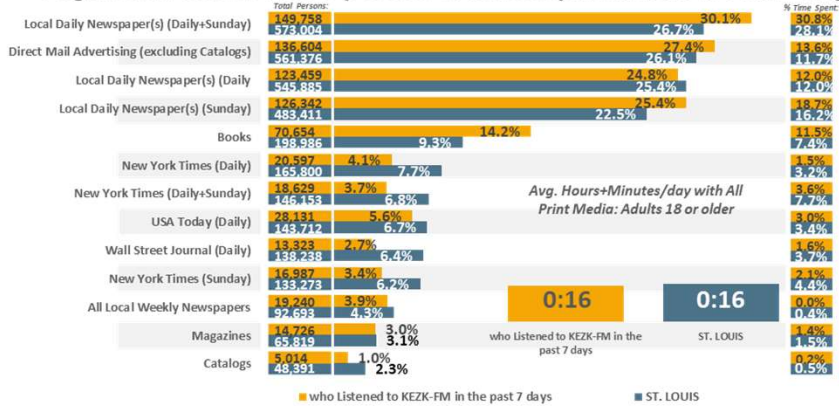




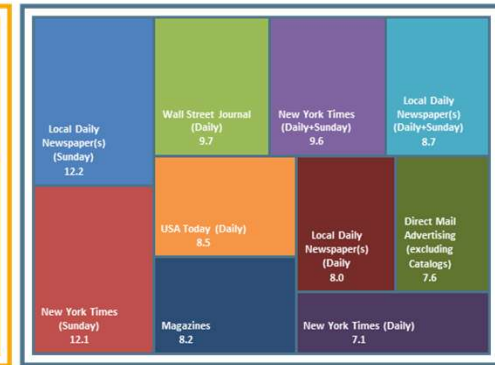
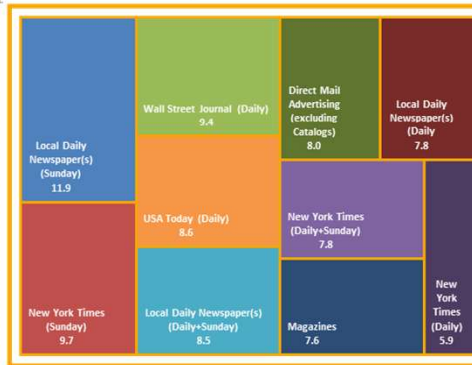
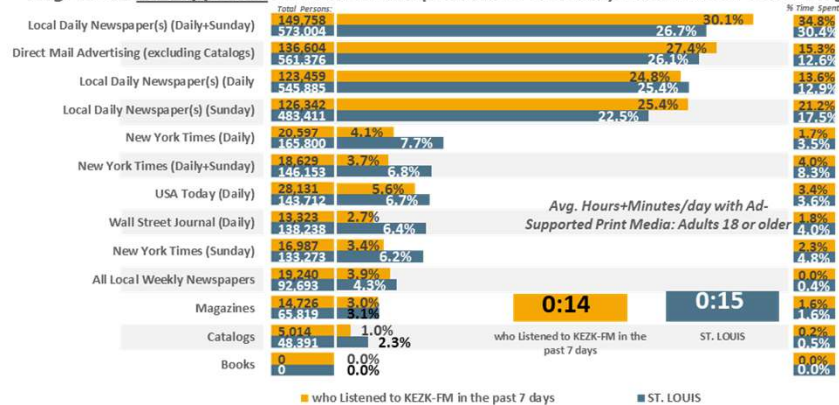


149,758 or 30.1% of Adults 18 or older who Listened to KEZK-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.5 minutes every day representing 34.8% of all time spent daily with All forms of Print Media.

**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**

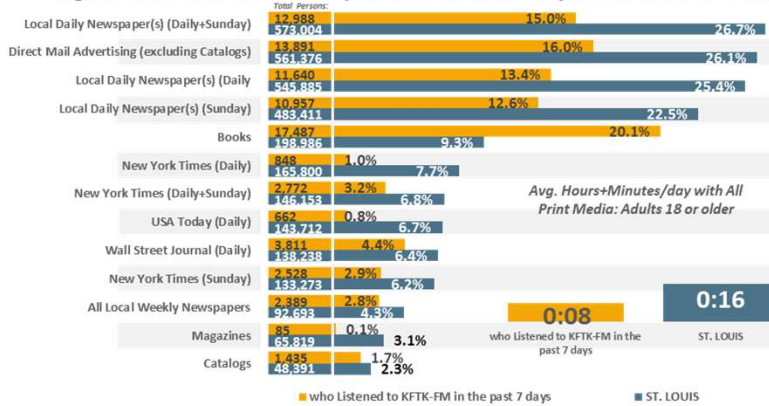




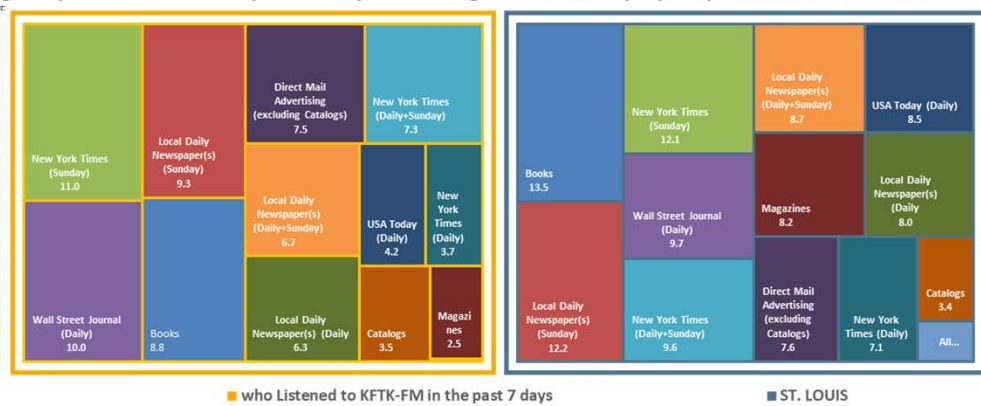


12,988 or 15.0% of Adults 18 or older who Listened to KFTK-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.7 minutes every day representing 31.1% of all time spent daily with All forms of Print Media.

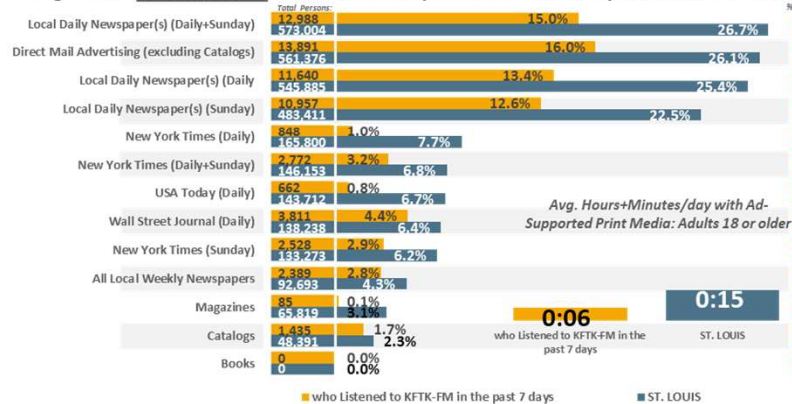
### Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



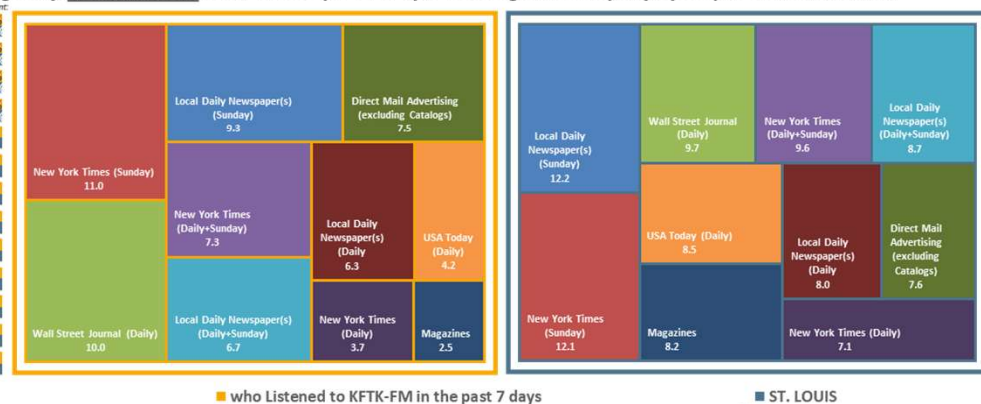
### Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



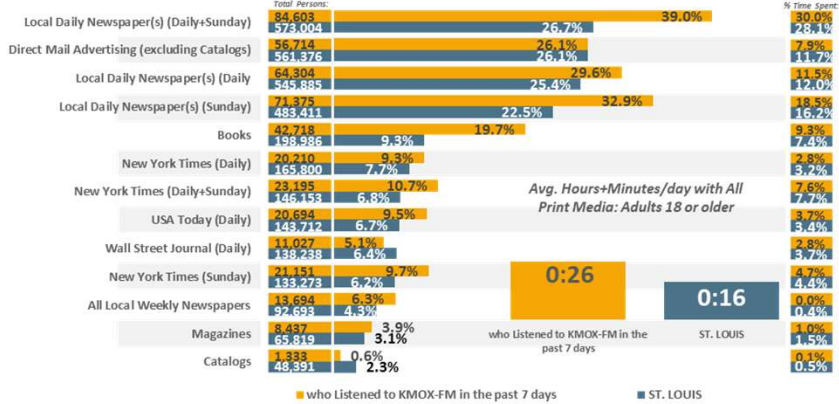
### Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



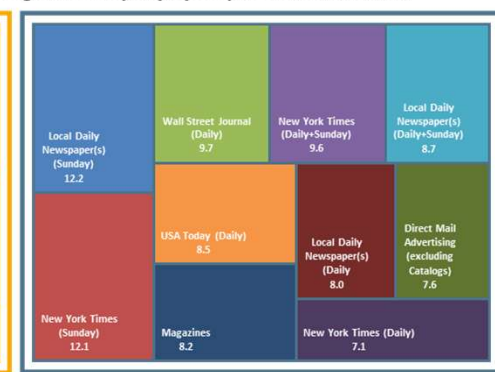
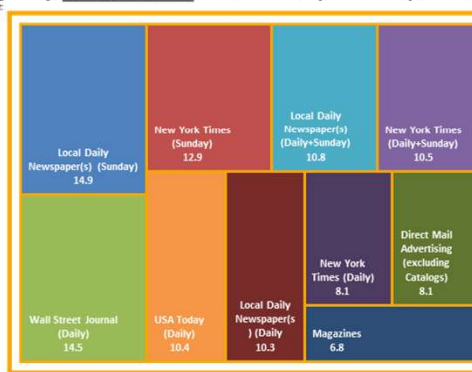
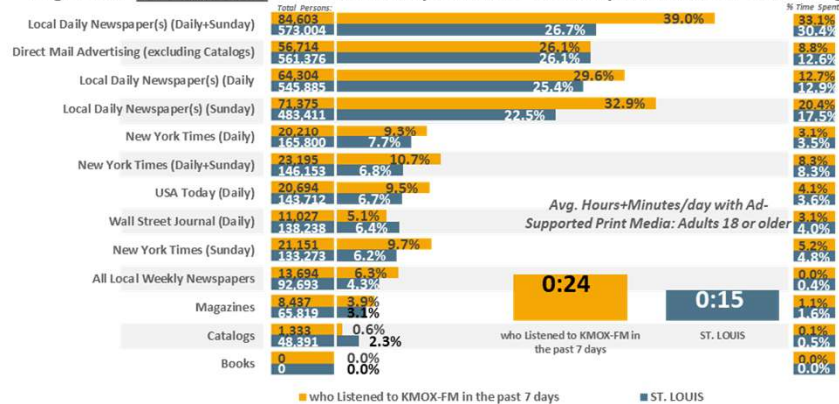


84,603 or 39.% of Adults 18 or older who Listened to KMOX-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.8 minutes every day representing 33.1% of all time spent daily with All forms of Print Media.

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



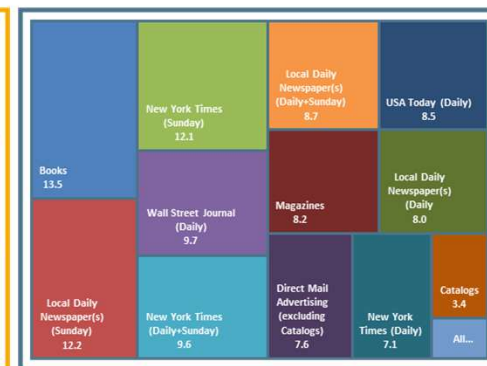
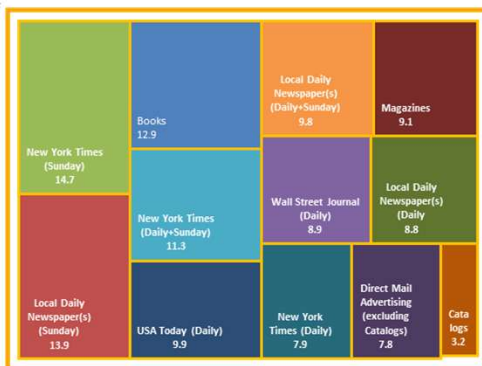
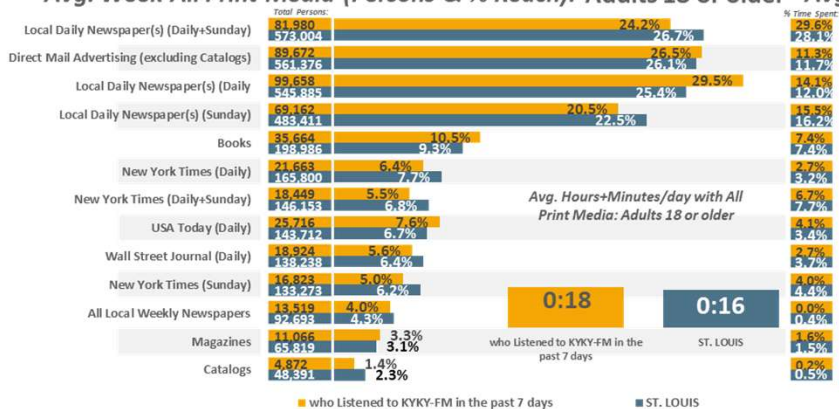
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



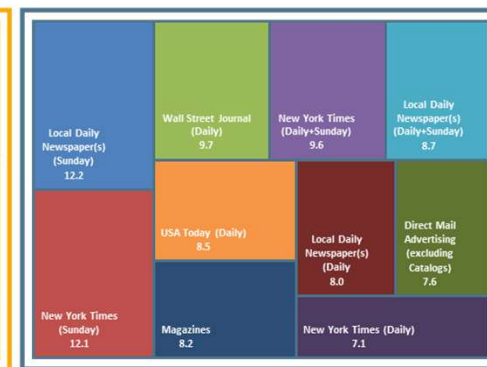
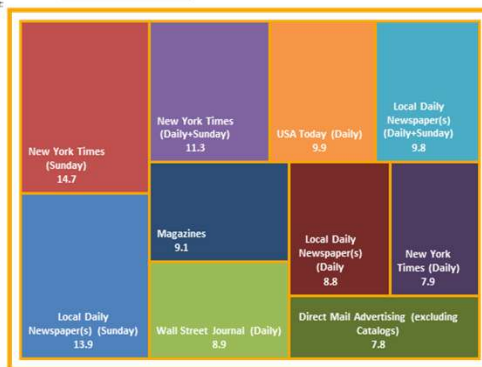
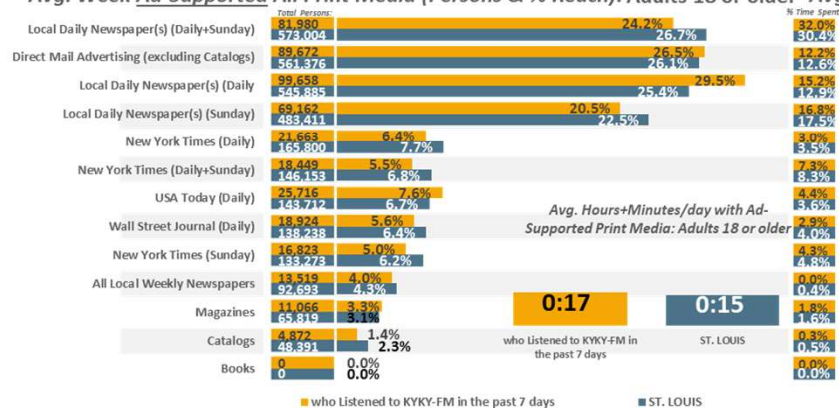


81,980 or 24.2% of Adults 18 or older who Listened to KYKY-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.8 minutes every day representing 32.% of all time spent daily with All forms of Print Media.

**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**

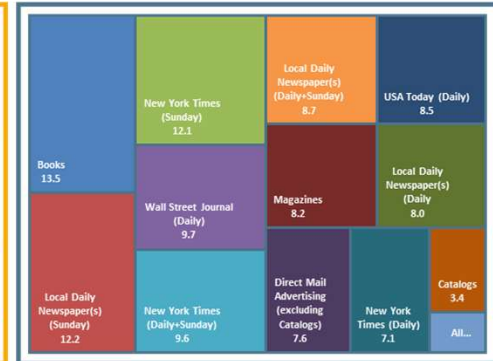
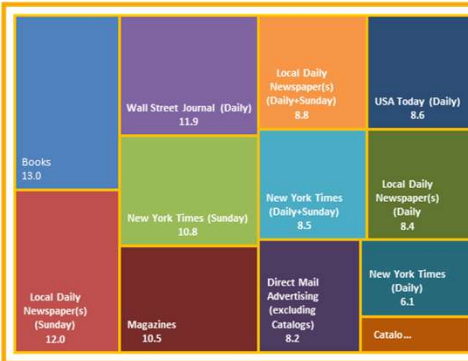
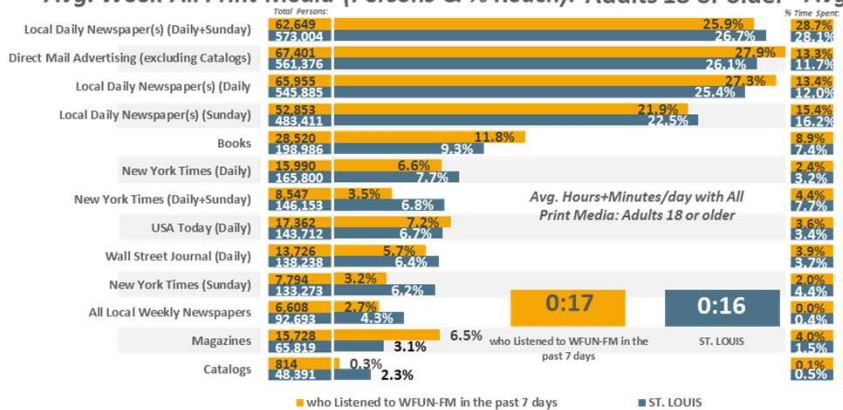




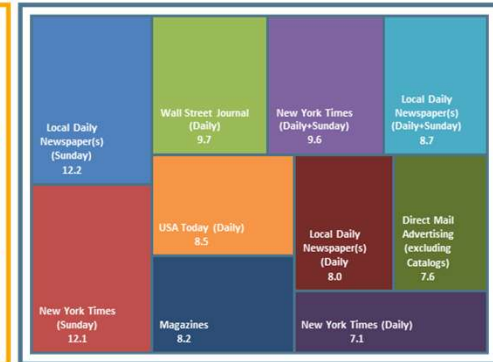
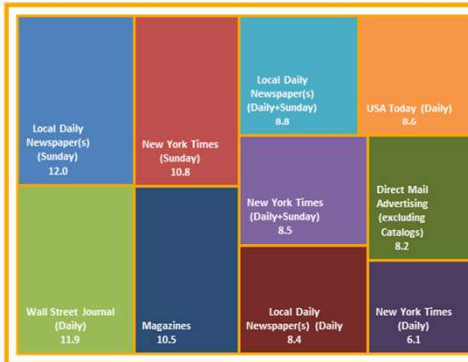
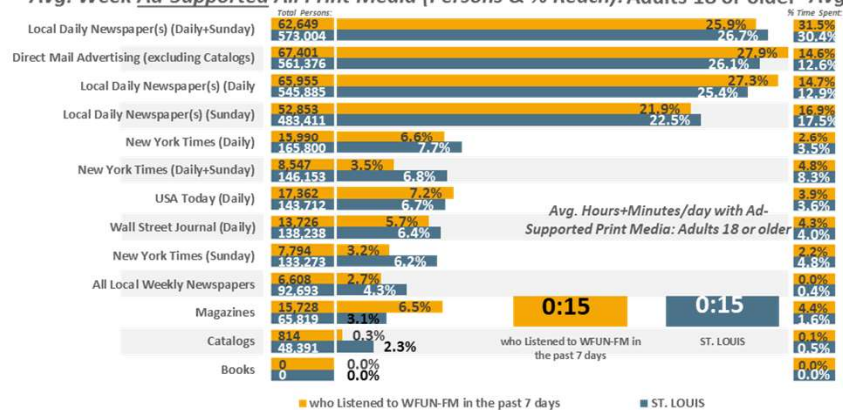


62,649 or 25.9% of Adults 18 or older who Listened to WFUN-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 31.5% of all time spent daily with All forms of Print Media.

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



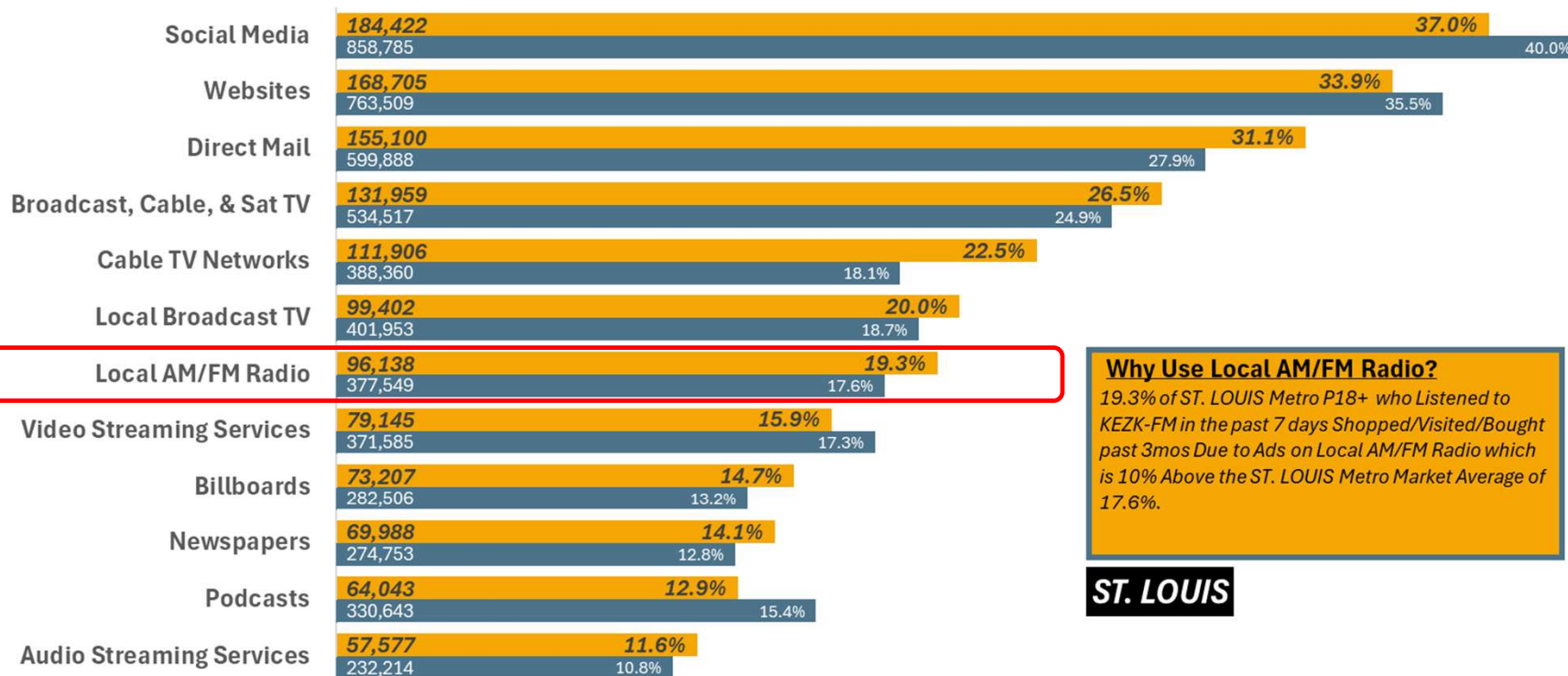
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





## "Advertising Actions"

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



### Why Use Local AM/FM Radio?

19.3% of ST. LOUIS Metro P18+ who Listened to KEZK-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 10% Above the ST. LOUIS Metro Market Average of 17.6%.

ST. LOUIS

■ P18+ who Listened to KEZK-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: 422  
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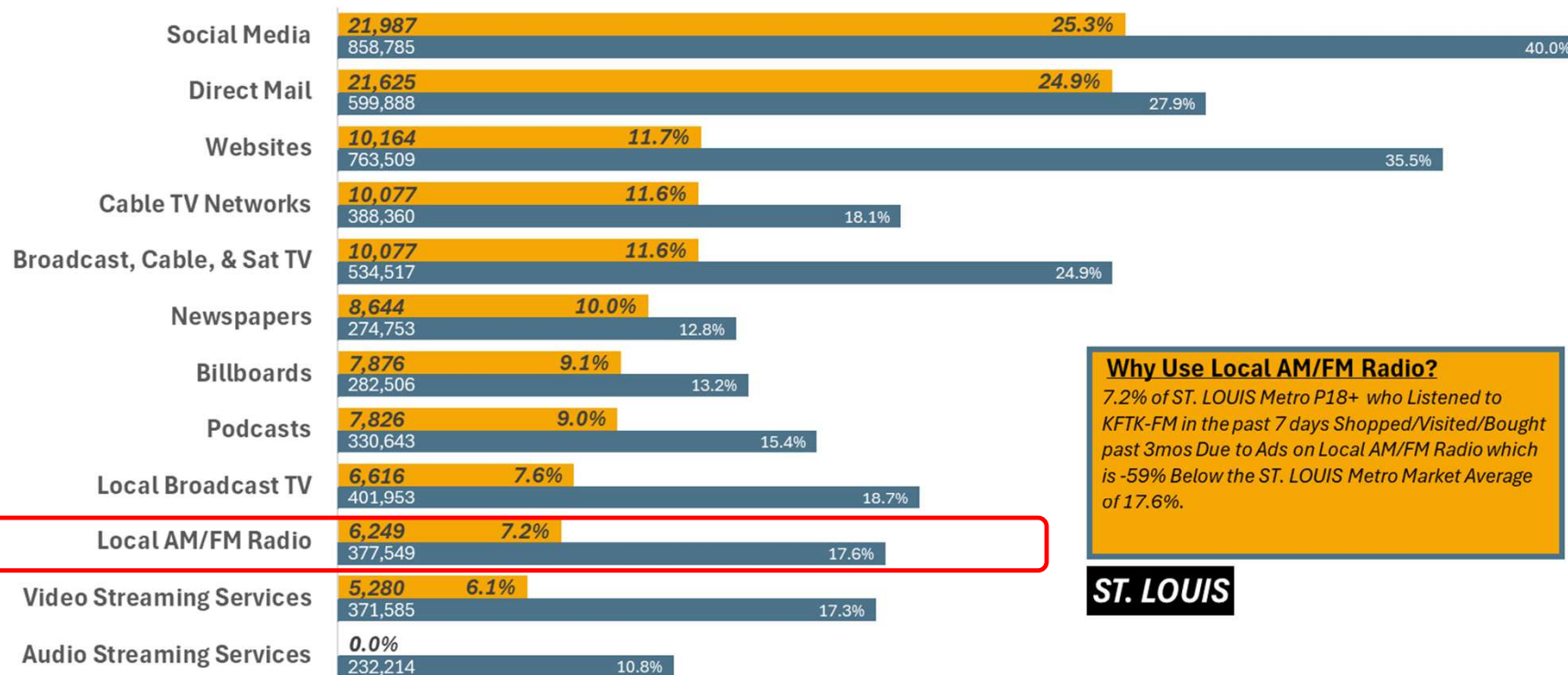
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Radio Stations: KEZK-FM



## "Advertising Actions"

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



### Why Use Local AM/FM Radio?

7.2% of ST. LOUIS Metro P18+ who Listened to KFTK-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -59% Below the ST. LOUIS Metro Market Average of 17.6%.

ST. LOUIS

■ P18+ who Listened to KFTK-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: 59  
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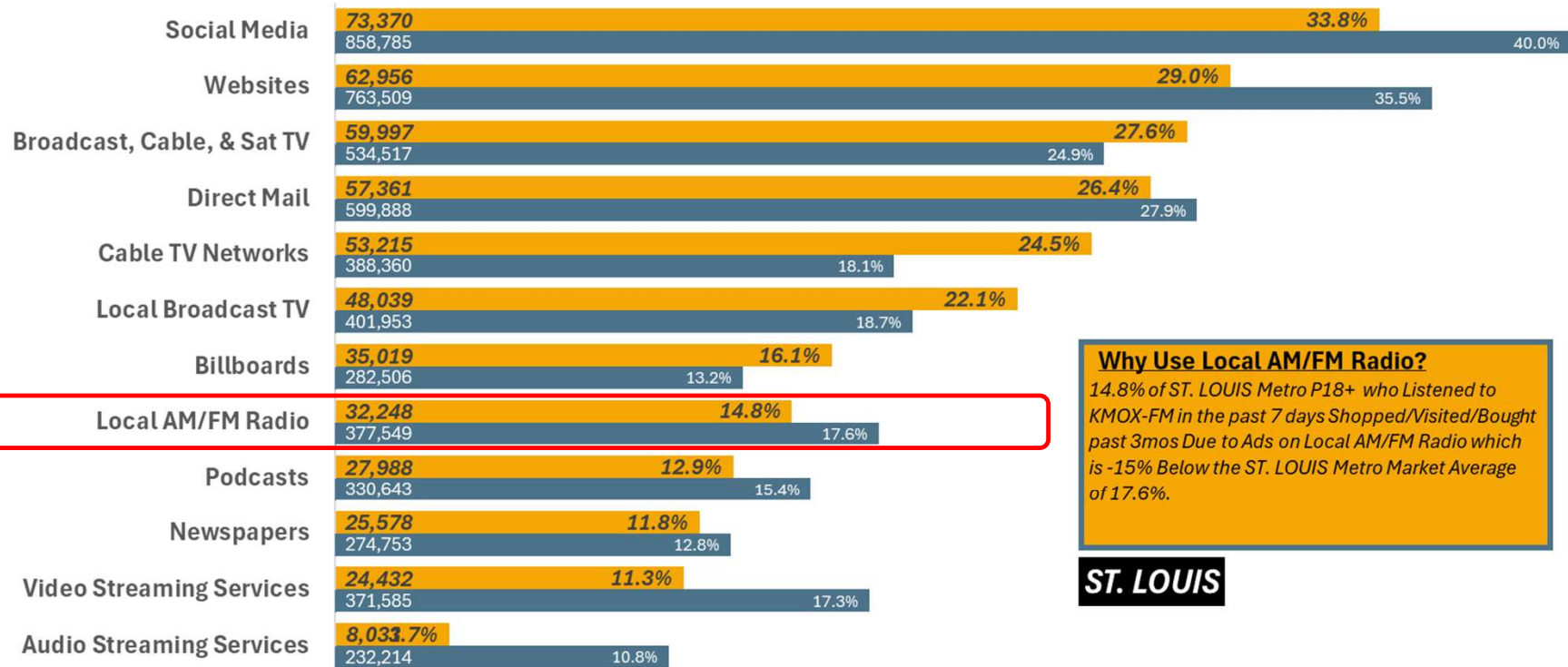
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Radio Stations: KFTK-FM



## "Advertising Actions"

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



### Why Use Local AM/FM Radio?

14.8% of ST. LOUIS Metro P18+ who Listened to KMOX-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -15% Below the ST. LOUIS Metro Market Average of 17.6%.

**ST. LOUIS**

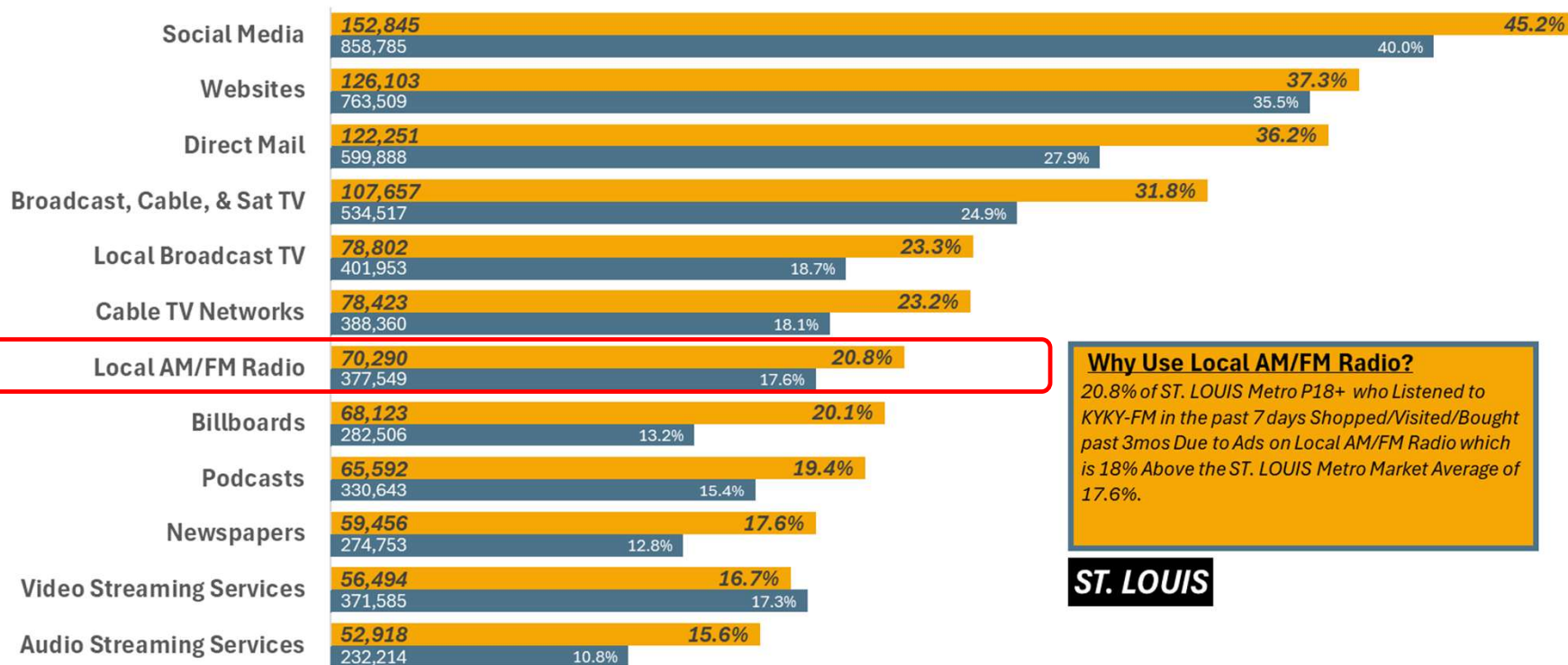
■ P18+ who Listened to KMOX-FM in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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



## "Advertising Actions"

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



### Why Use Local AM/FM Radio?

20.8% of ST. LOUIS Metro P18+ who Listened to KYKY-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 18% Above the ST. LOUIS Metro Market Average of 17.6%.

ST. LOUIS

■ P18+ who Listened to KYKY-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: 293  
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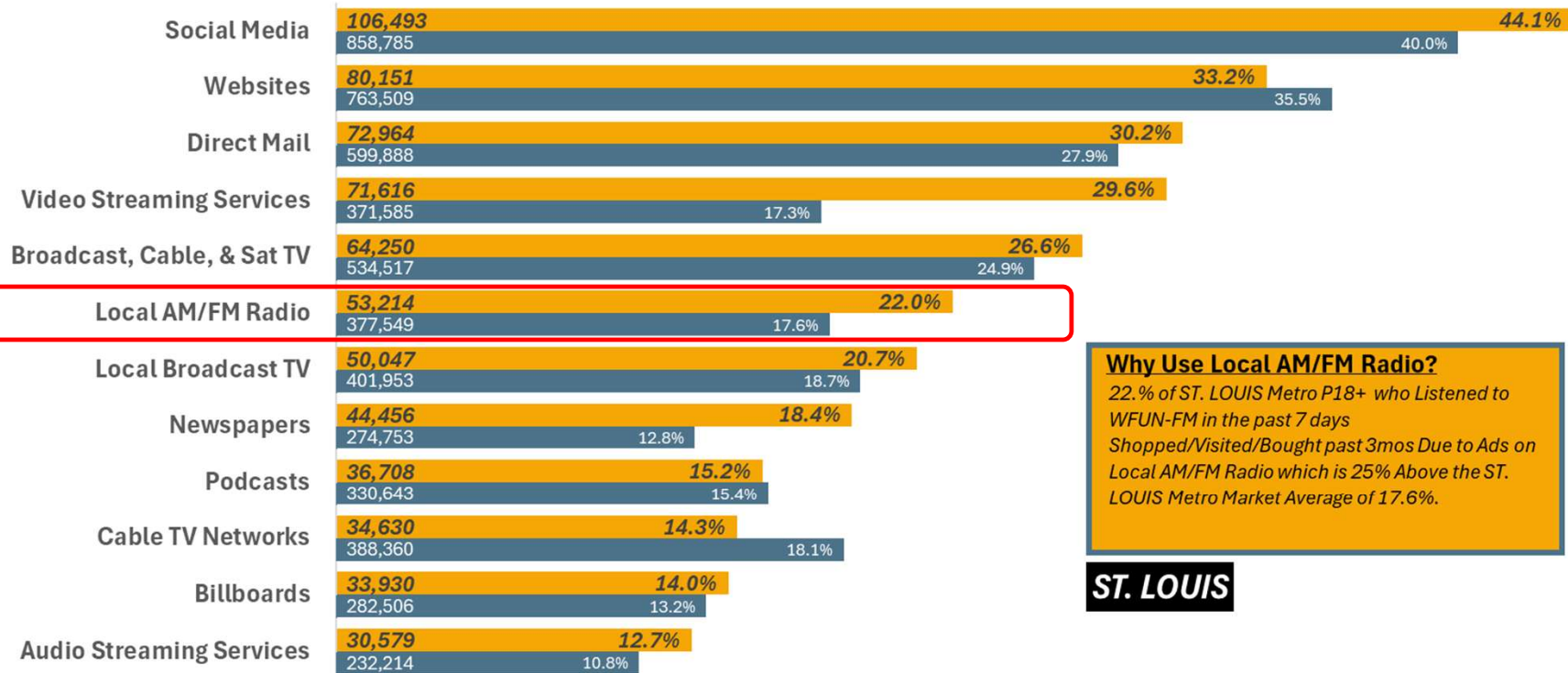
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Radio Stations: KYKY-FM



## "Advertising Actions"

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



### Why Use Local AM/FM Radio?

22. % of ST. LOUIS Metro P18+ who Listened to WFUN-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 25% Above the ST. LOUIS Metro Market Average of 17.6%.

ST. LOUIS

■ P18+ who Listened to WFUN-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: 179  
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Radio Stations: WFUN-FM