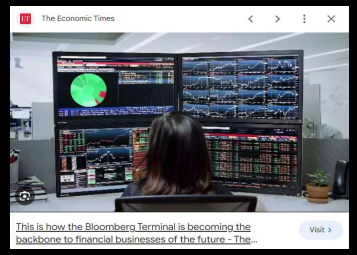
ST. LOUIS, MO, Metro – 5 P18+ Profiles of HUBBARD RADIO Listeners!

Brand New Data as of JULY 31, 2025!

Complete Demographic & Media Use Profiles







Metro #25

P18+

105.7 THE POINT EVERYTHING ALTERNATIVE

K-SHE-95

106-5 THE ARCH

92.3 WIL NEW COUNTRY FOR THE STL

101 ESPN Sports Talk For St. Louis

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

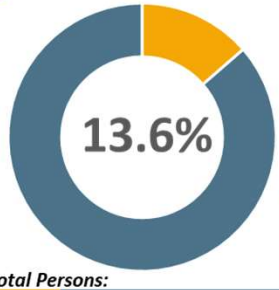
Radio Stations: KPNT-FM Radio Stations: KSHE-FM Radio Stations: WARH-FM Radio Stations: WIL-FM Radio Stations: WXOS-FM

HUBBARD BROADCASTING INC. HB INC.

105.7 THE POINT
EVERYTHING ALTERNATIVE

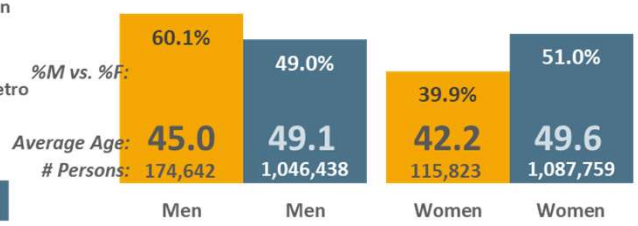
13.6% or 290,465 of ST. LOUIS Metro Adults 18 or older Listened to KPNT-FM in the past 7 days.
Typical Adults 18 or older who Listened to KPNT-FM in the past 7 days are 43.6 years old (11.8% younger than average) and have a $122,876 (17.7% higher than average) annual household income.

Percent of Market: Adults 18 or older

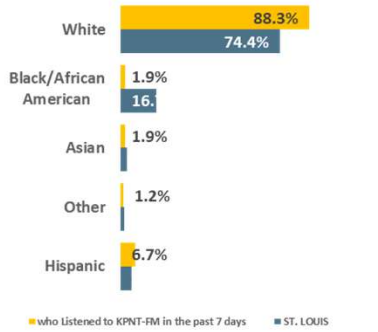


	who Listened to KPNT-FM in the past 7 days	Remainder of ST. LOUIS Metro
Total Persons:	290,465	1,843,732

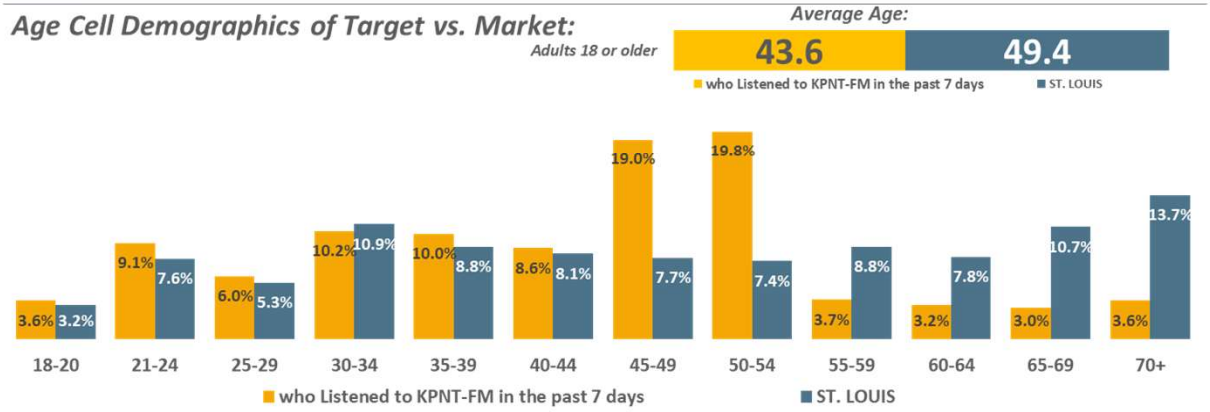
Gender of Target vs. Market: Adults 18 or older



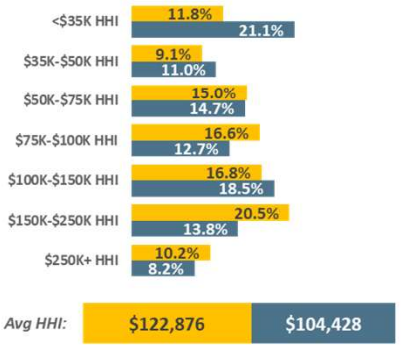
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$122,876	$104,428

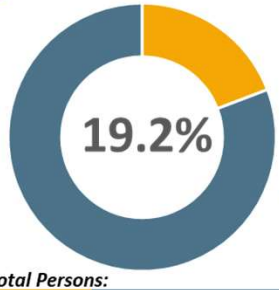
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 249

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Radio Stations: KPNT-FM

19.2% or 410,195 of ST. LOUIS Metro Adults 18 or older Listened to KSHE-FM in the past 7 days.
Typical Adults 18 or older who Listened to KSHE-FM in the past 7 days are 52.7 years old (6.8% older than average) and have a $117,952 (13.% higher than average) annual household income.

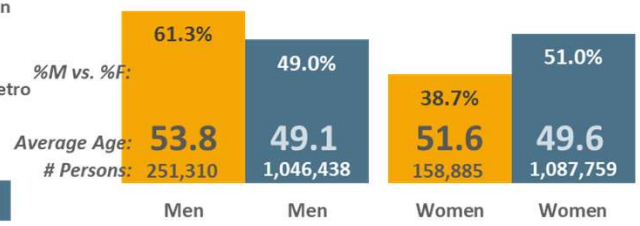
Percent of Market: Adults 18 or older



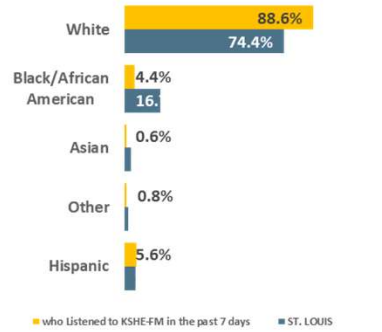
Total Persons:

410,195	1,724,002

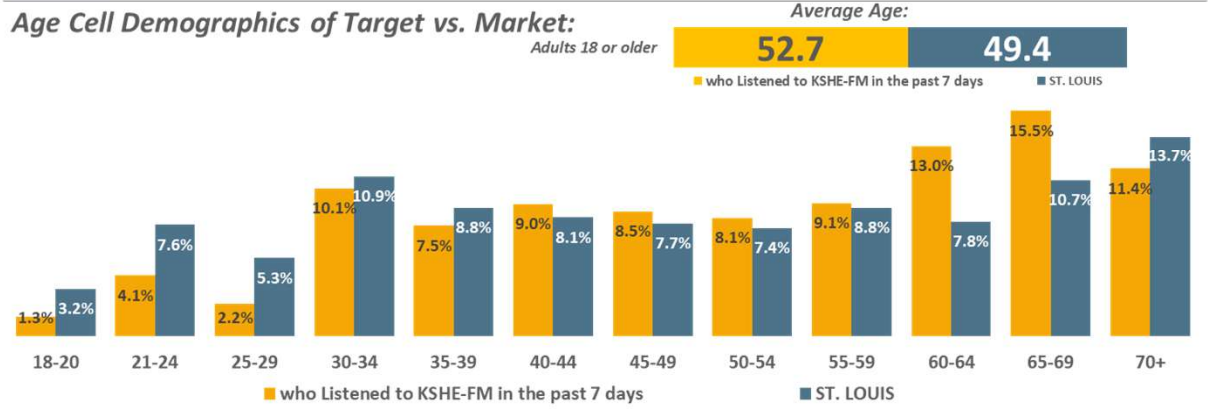
Gender of Target vs. Market: Adults 18 or older



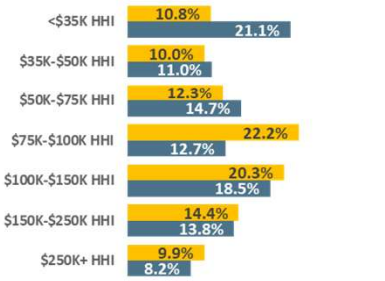
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



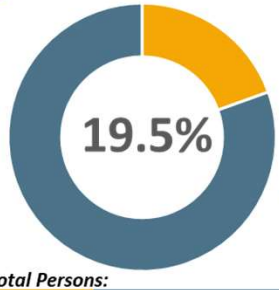
Avg HHI:	$117,952	$104,428

ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 357

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19.5% or 416,682 of ST. LOUIS Metro Adults 18 or older Listened to WARH-FM in the past 7 days.
Typical Adults 18 or older who Listened to WARH-FM in the past 7 days are 47.4 years old (4.% younger than average) and have a $112,410 (7.6% higher than average) annual household income.

Percent of Market: Adults 18 or older



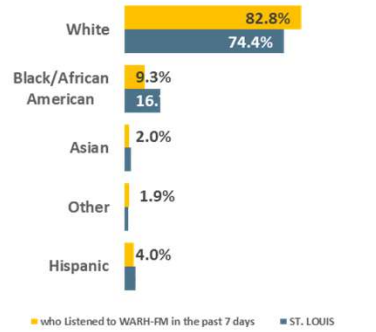
Total Persons:

416,682	1,717,515

Gender of Target vs. Market: Adults 18 or older

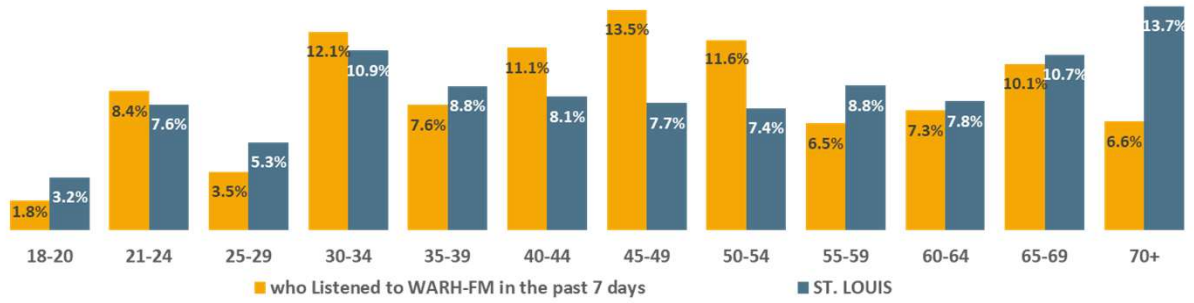
	Men	Men	Women	Women
%M vs. %F:	51.1%	49.0%	48.9%	51.0%
Average Age:	47.9	49.1	46.8	49.6
# Persons:	212,778	1,046,438	203,904	1,087,759

Ethnicity of Target vs. Market:

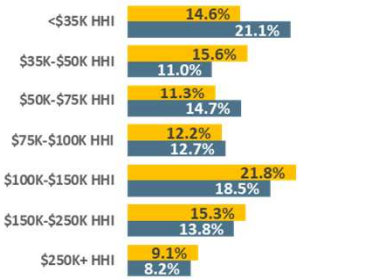


Age Cell Demographics of Target vs. Market:

Adults 18 or older	Average Age: 47.4	49.4



HHI of Target vs. Market:



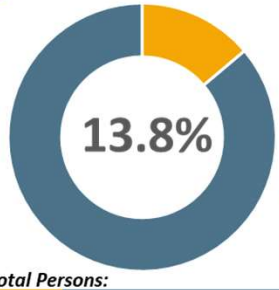
Avg HHI:	$112,410	$104,428

ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 394

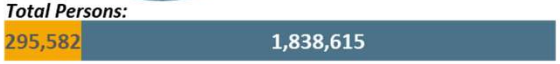
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13.8% or 295,582 of ST. LOUIS Metro Adults 18 or older Listened to WIL-FM in the past 7 days.
Typical Adults 18 or older who Listened to WIL-FM in the past 7 days are 50.2 years old (1.6% older than average) and have a $118,043 (13.% higher than average) annual household income.

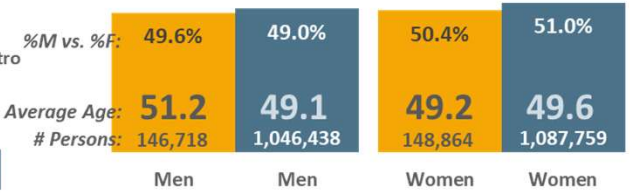
Percent of Market: Adults 18 or older



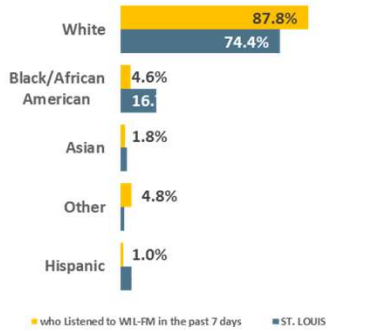
Total Persons:



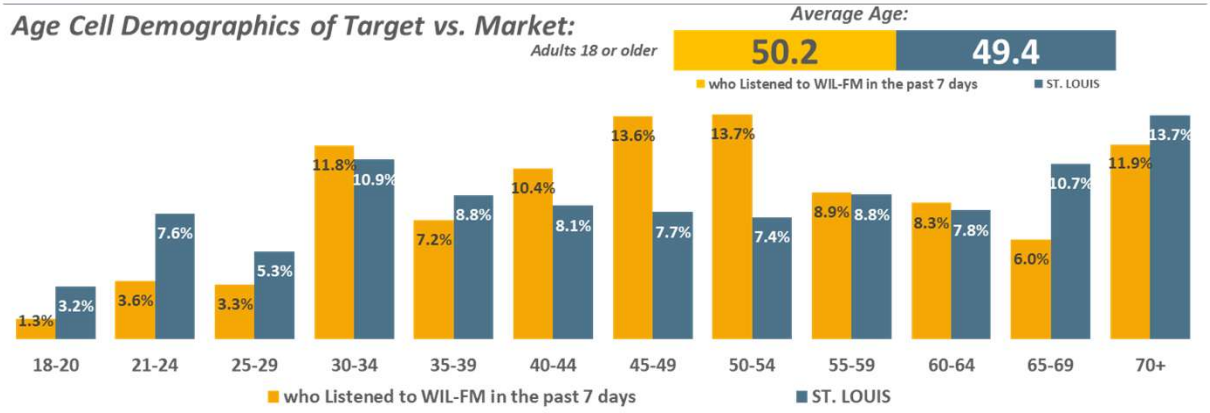
Gender of Target vs. Market: Adults 18 or older



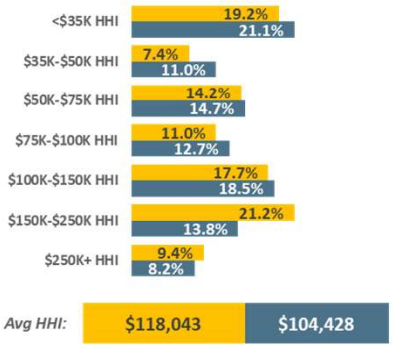
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $118,043 | $104,428

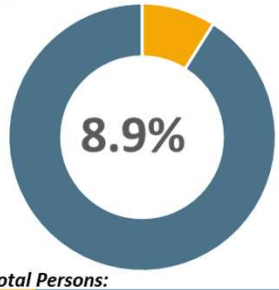
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 274

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101 ESPN Sports Talk For St. Louis

8.9% or 190,634 of ST. LOUIS Metro Adults 18 or older Listened to WXOS-FM in the past 7 days.
Typical Adults 18 or older who Listened to WXOS-FM in the past 7 days are 53.4 years old (8.2% older than average) and have a $100,395 (3.9% lower than average) annual household income.

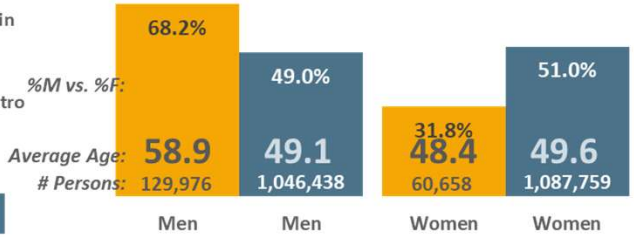
Percent of Market: Adults 18 or older



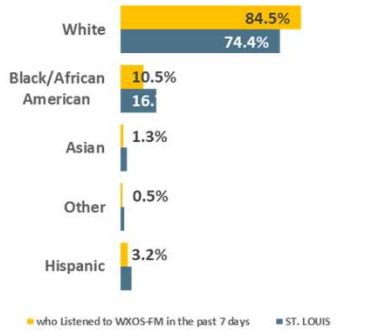
Total Persons:



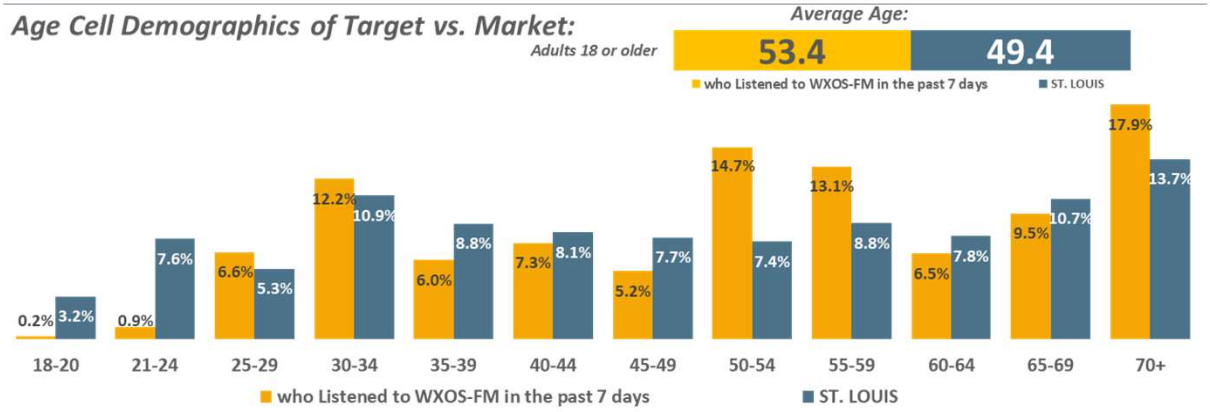
Gender of Target vs. Market: Adults 18 or older



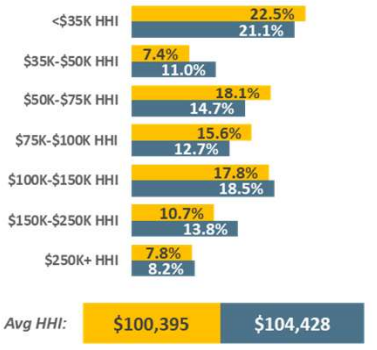
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $100,395 | $104,428

ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 177

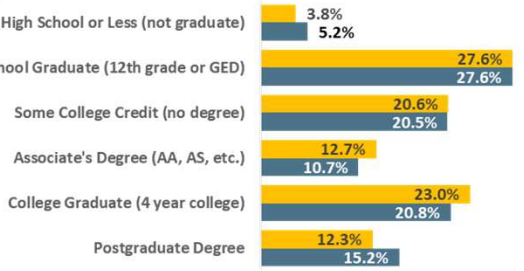
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Radio Stations: WXOS-FM

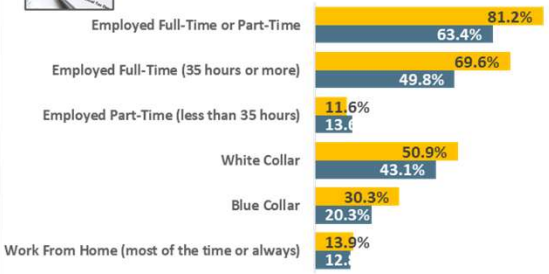
105.7 THE POINT
EVERYTHING ALTERNATIVE

13.6% or 290,465 of ST. LOUIS Metro Adults 18 or older Listened to KPNT-FM in the past 7 days.
Adults 18 or older who Listened to KPNT-FM in the past 7 days are 2.2% less likely to be a college graduate, 39.7% more likely to work full-time, 10.% more likely to be married, 41.6% more likely to be a parent of 1 or more children under 18.

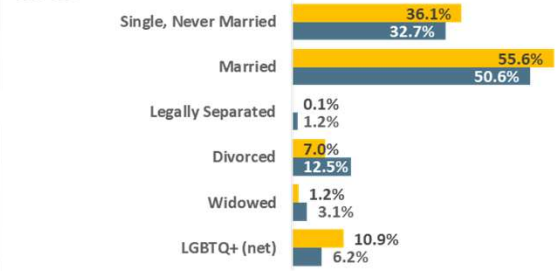
Education Levels: Adults 18 or older



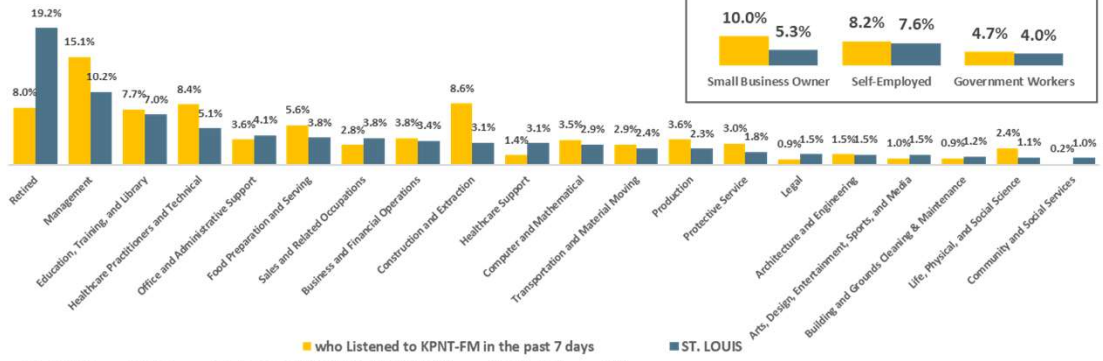
Employment: Adults 18 or older



Marital Status: Adults 18 or older

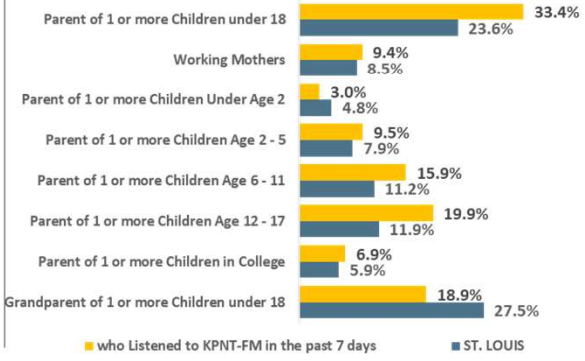


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



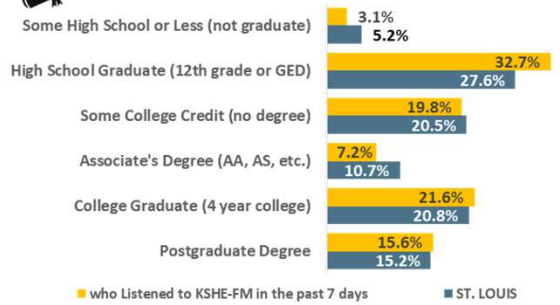
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 249

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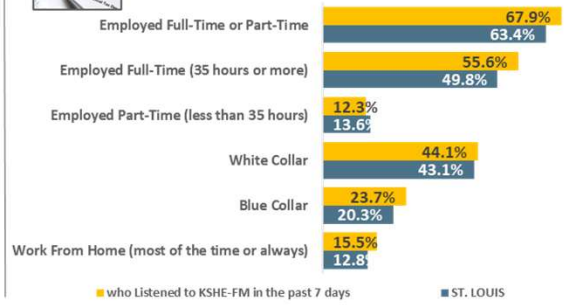
Radio Stations: KPNT-FM

19.2% or 410,195 of ST. LOUIS Metro Adults 18 or older Listened to KSHE-FM in the past 7 days. Adults 18 or older who Listened to KSHE-FM in the past 7 days are 3.3% more likely to be a college graduate, 11.6% more likely to work full-time, 31.5% more likely to be married, 3.3% more likely to be a parent of 1 or more children under 18.

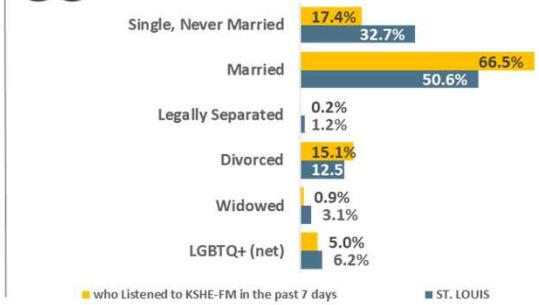
Education Levels: Adults 18 or older



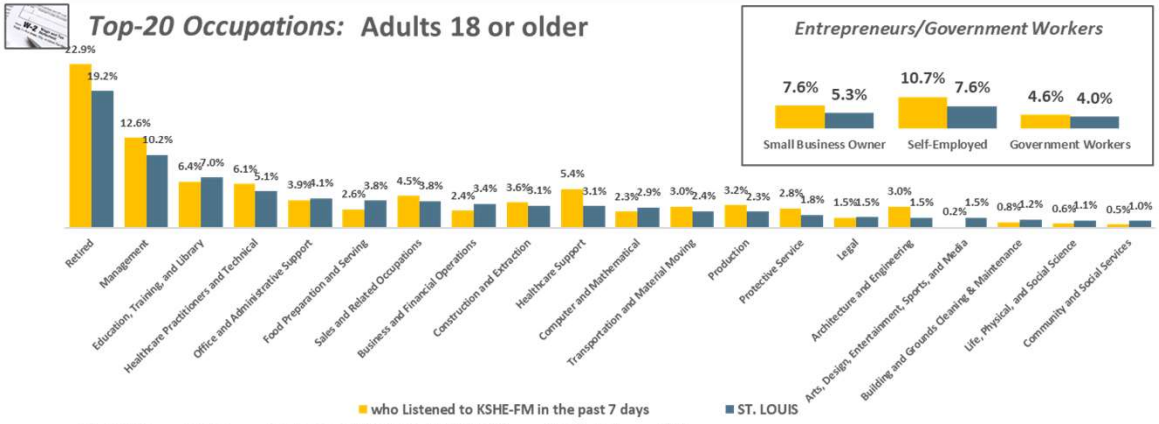
Employment: Adults 18 or older



Marital Status: Adults 18 or older

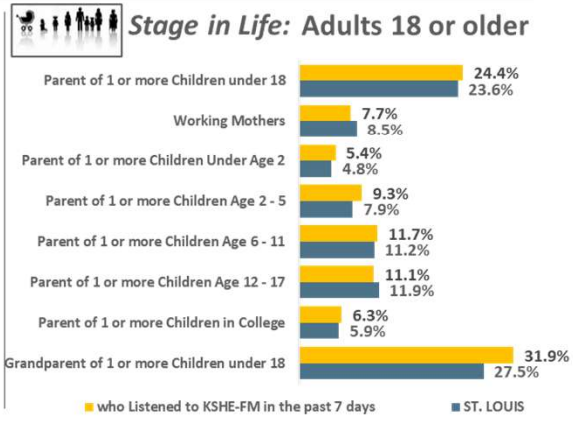


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



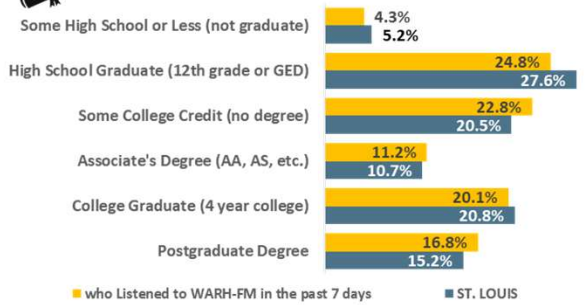
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 357

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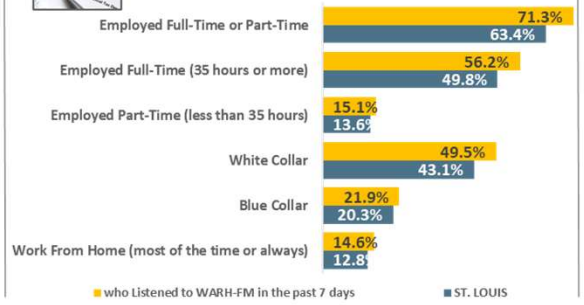
Radio Stations: KSHE-FM

19.5% or 416,682 of ST. LOUIS Metro Adults 18 or older Listened to WARH-FM in the past 7 days. Adults 18 or older who Listened to WARH-FM in the past 7 days are 2.5% more likely to be a college graduate, 12.8% more likely to work full-time, 5.2% more likely to be married, 9.5% more likely to be a parent of 1 or more children under 18.

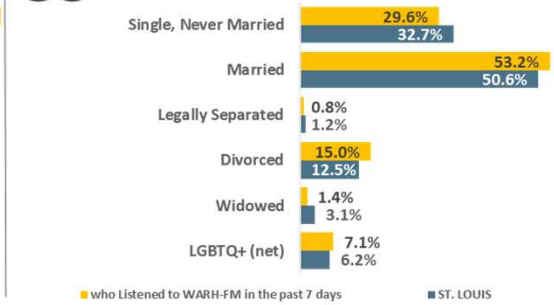
Education Levels: Adults 18 or older



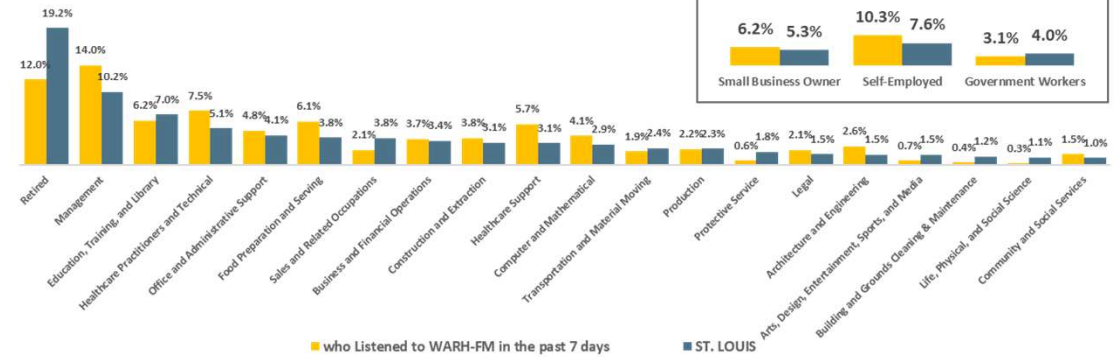
Employment: Adults 18 or older



Marital Status: Adults 18 or older

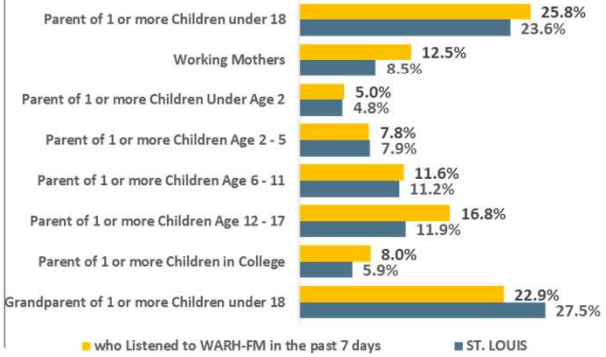


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



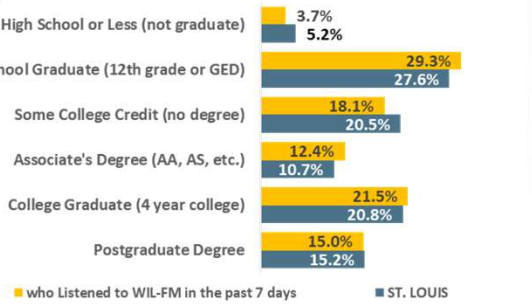
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 394

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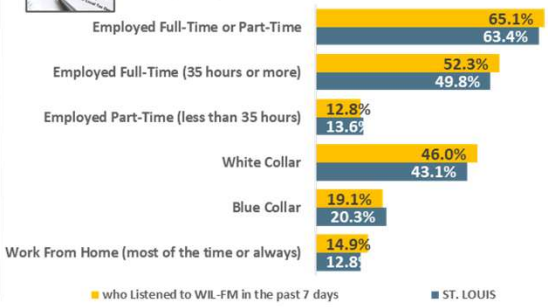
Radio Stations: WARH-FM

13.8% or 295,582 of ST. LOUIS Metro Adults 18 or older Listened to WIL-FM in the past 7 days.
Adults 18 or older who Listened to WIL-FM in the past 7 days are 1.5% more likely to be a college graduate, 5.% more likely to work full-time, 17.7% more likely to be married, 29.3% more likely to be a parent of 1 or more children under 18.

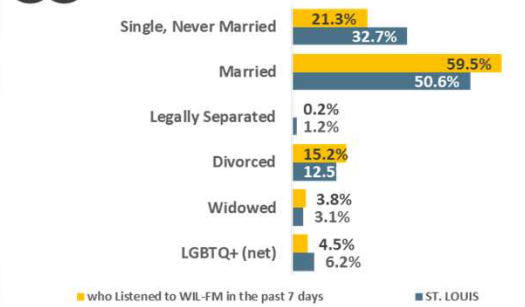
Education Levels: Adults 18 or older



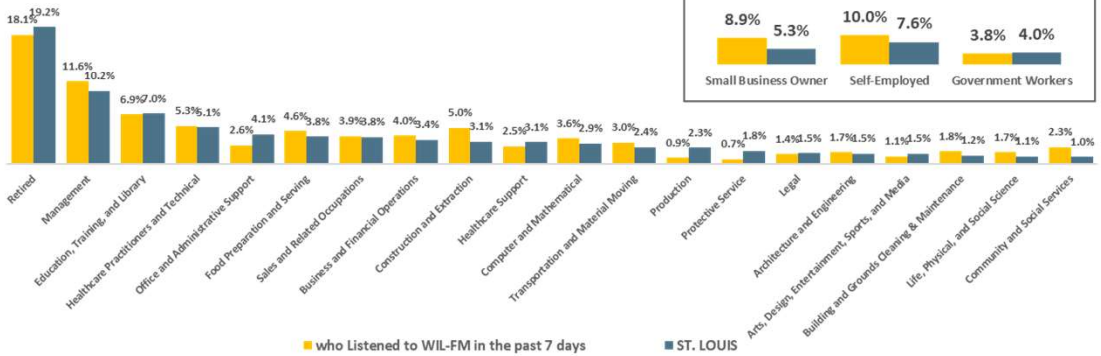
Employment: Adults 18 or older



Marital Status: Adults 18 or older

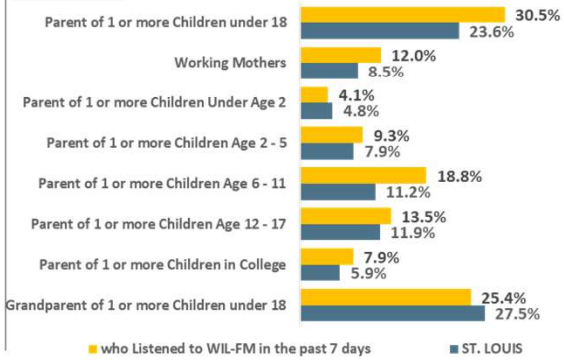


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 274

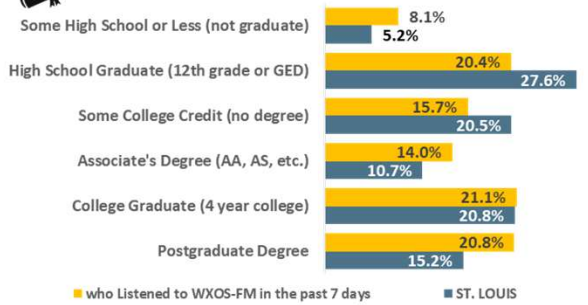
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Radio Stations: WIL-FM

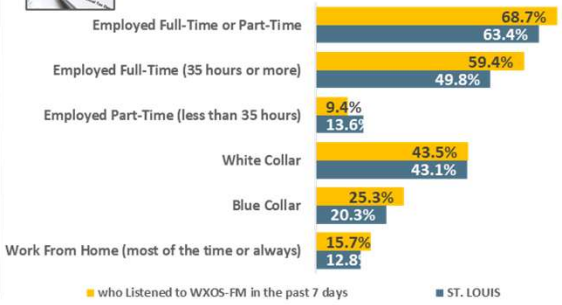
101 ESPN
Sports Talk For St. Louis

8.9% or 190,634 of ST. LOUIS Metro Adults 18 or older Listened to WXOS-FM in the past 7 days.
Adults 18 or older who Listened to WXOS-FM in the past 7 days are 16.1% more likely to be a college graduate, 19.2% more likely to work full-time, 12.7% more likely to be married, 32.5% more likely to be a parent of 1 or more children under 18.

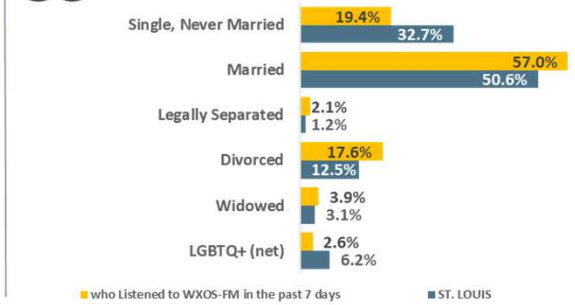
Education Levels: Adults 18 or older



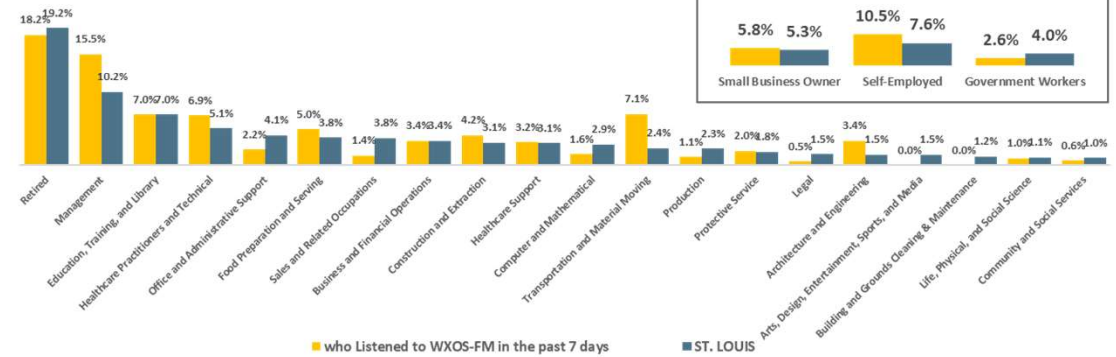
Employment: Adults 18 or older



Marital Status: Adults 18 or older

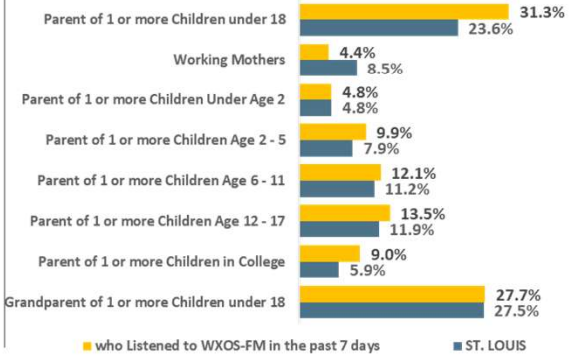


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 177

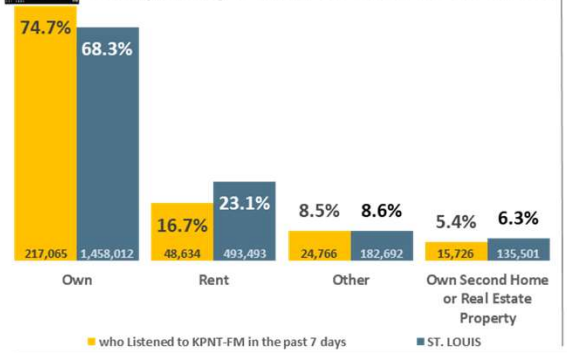
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Radio Stations: WXOS-FM

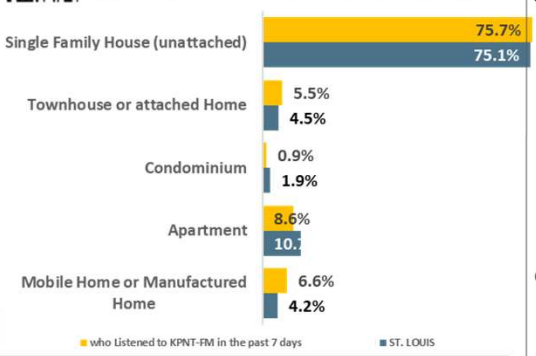
105.7 THE POINT
EVERYTHING ALTERNATIVE

13.6% or 290,465 of ST. LOUIS Metro Adults 18 or older Listened to KPNT-FM in the past 7 days.
Adults 18 or older who Listened to KPNT-FM in the past 7 days are 9.4% more likely to own their home, 11.3% more likely to own a lower valued home, .8% more likely to have a single-family home, 26.5% more likely to have a dog.

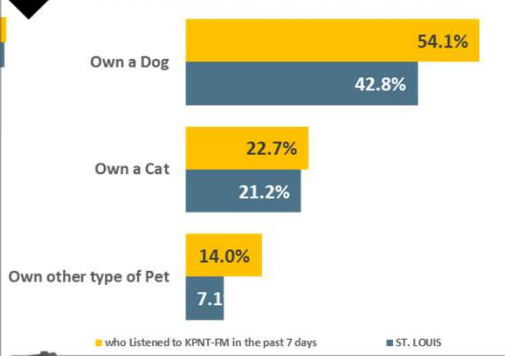
Own/Rent/Other: Adults 18 or older



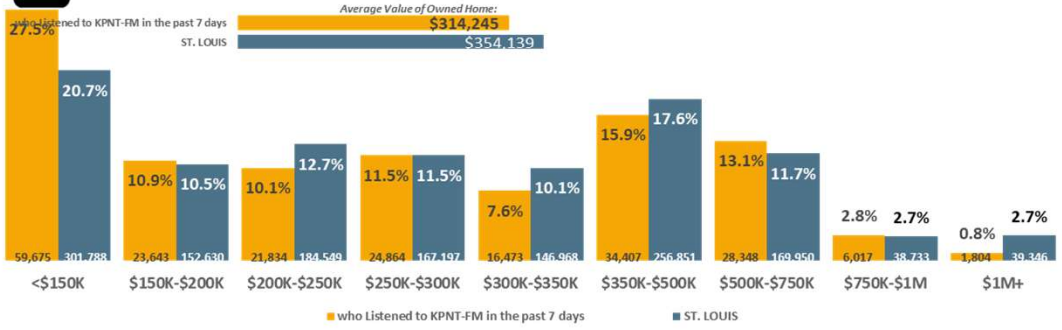
Type of Home: Adults 18 or older



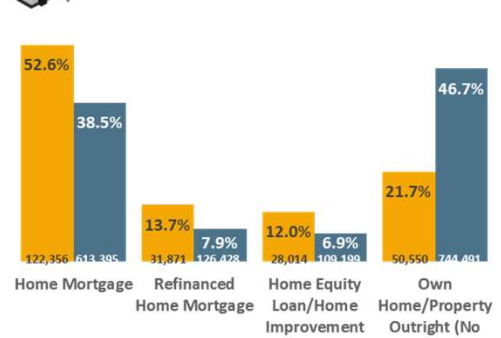
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



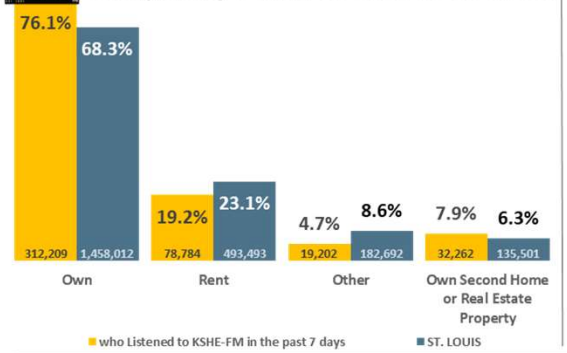
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 249

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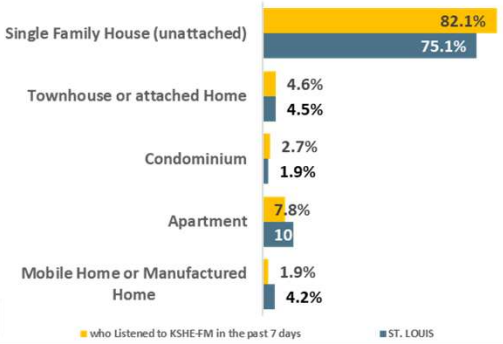
Radio Stations: KPNT-FM

19.2% or 410,195 of ST. LOUIS Metro Adults 18 or older Listened to KSHE-FM in the past 7 days.
Adults 18 or older who Listened to KSHE-FM in the past 7 days are 11.4% more likely to own their home, 4.7% more likely to own a higher valued home, 9.3% more likely to have a single-family home, 19.2% more likely to have a dog.

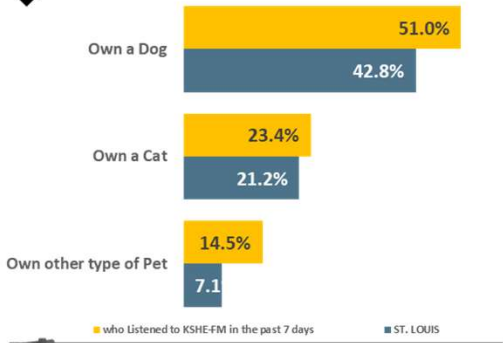
Own/Rent/Other: Adults 18 or older



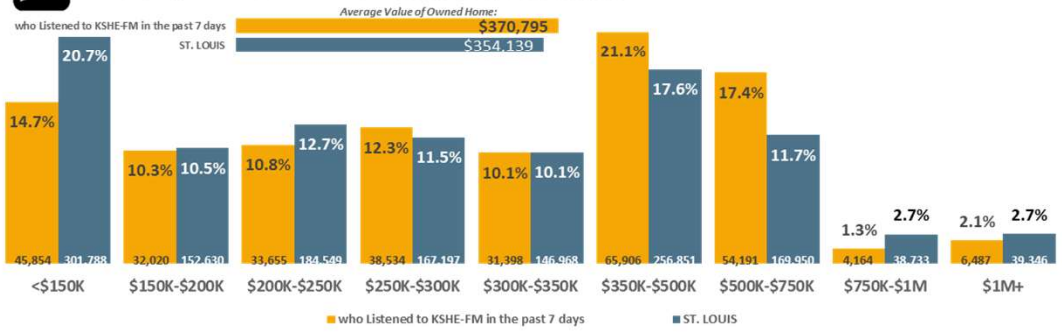
Type of Home: Adults 18 or older



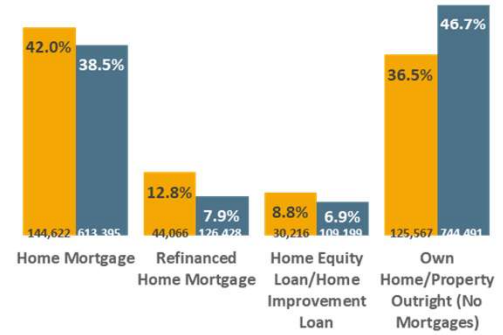
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



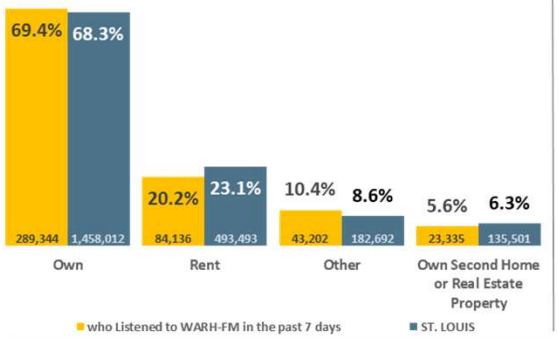
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 357

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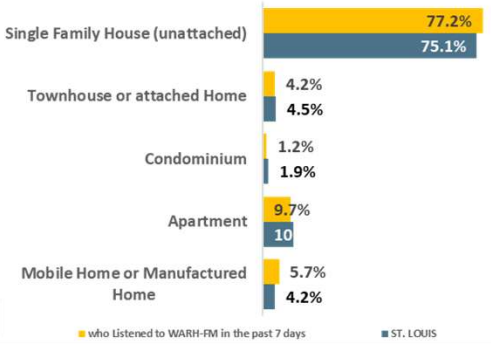
Radio Stations: KSHE-FM

19.5% or 416,682 of ST. LOUIS Metro Adults 18 or older Listened to WARH-FM in the past 7 days.
Adults 18 or older who Listened to WARH-FM in the past 7 days are 1.6% more likely to own their home, 4.5% more likely to own a lower valued home, 2.8% more likely to have a single-family home, 10.8% more likely to have a dog.

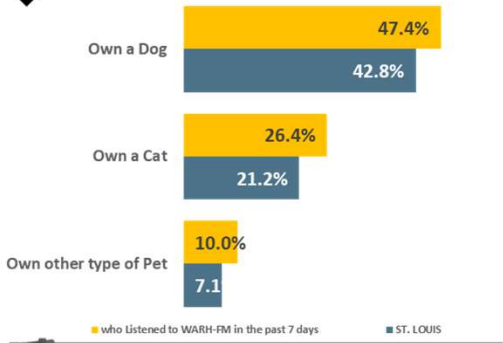
Own/Rent/Other: Adults 18 or older



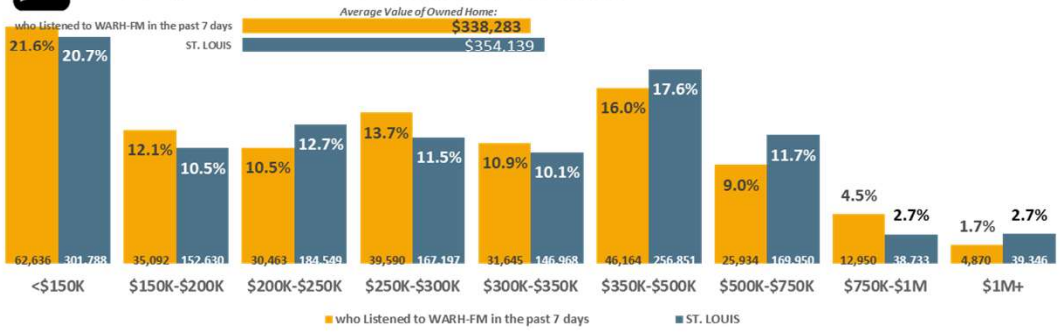
Type of Home: Adults 18 or older



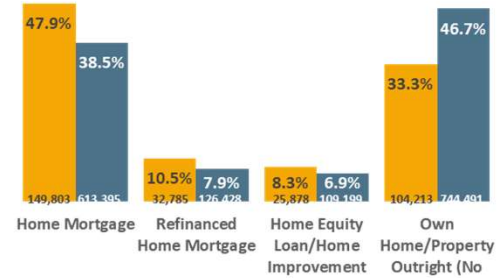
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



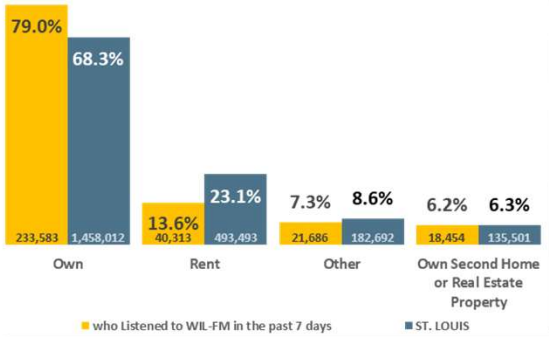
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 394

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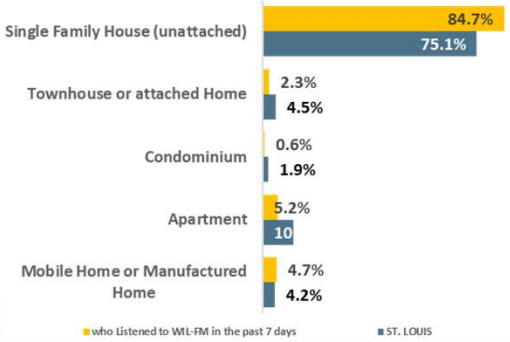
Radio Stations: WARH-FM

13.8% or 295,582 of ST. LOUIS Metro Adults 18 or older Listened to WIL-FM in the past 7 days.
Adults 18 or older who Listened to WIL-FM in the past 7 days are 15.7% more likely to own their home, 2.2% more likely to own a lower valued home, 12.8% more likely to have a single-family home, 27.8% more likely to have a dog.

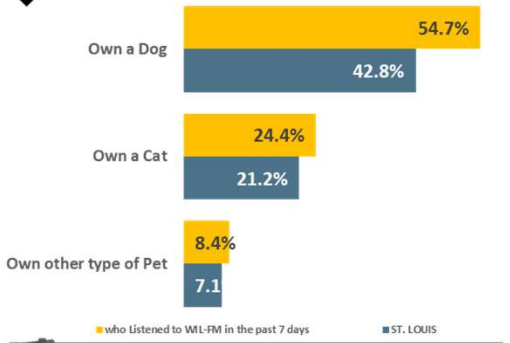
Own/Rent/Other: Adults 18 or older



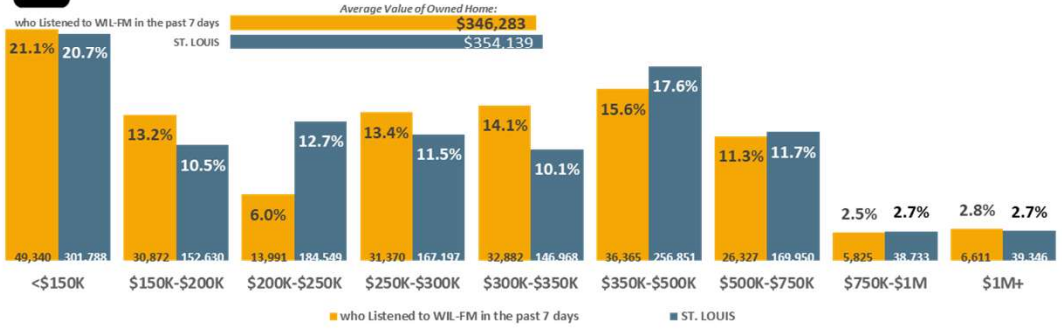
Type of Home: Adults 18 or older



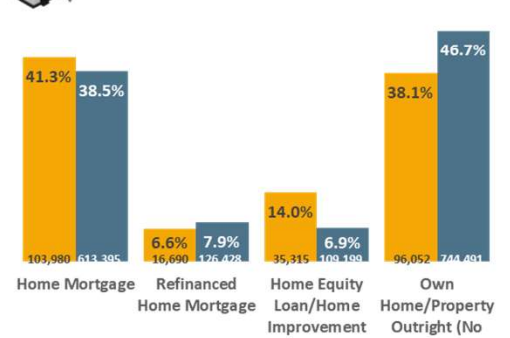
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 274

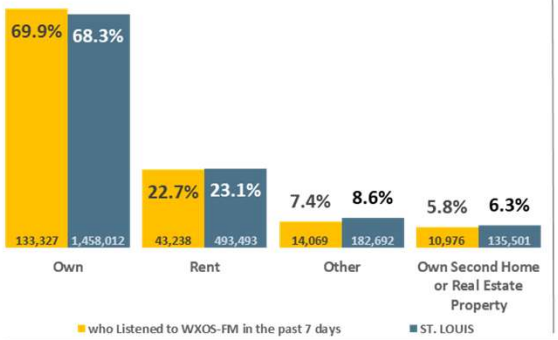
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Radio Stations: WIL-FM

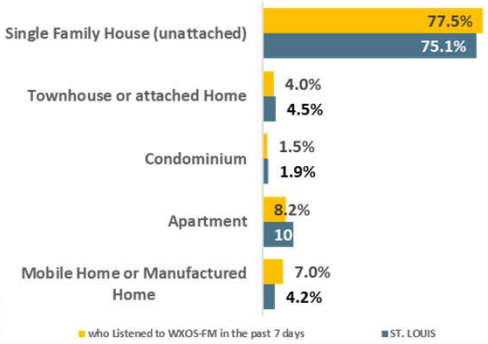
101 ESPN
Sports Talk For St. Louis

8.9% or 190,634 of ST. LOUIS Metro Adults 18 or older Listened to WXOS-FM in the past 7 days.
Adults 18 or older who Listened to WXOS-FM in the past 7 days are 2.4% more likely to own their home, 7.2% more likely to own a higher valued home, 3.1% more likely to have a single-family home, 1.8% less likely to have a dog.

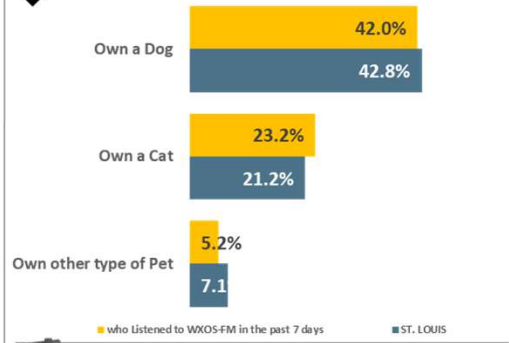
Own/Rent/Other: Adults 18 or older



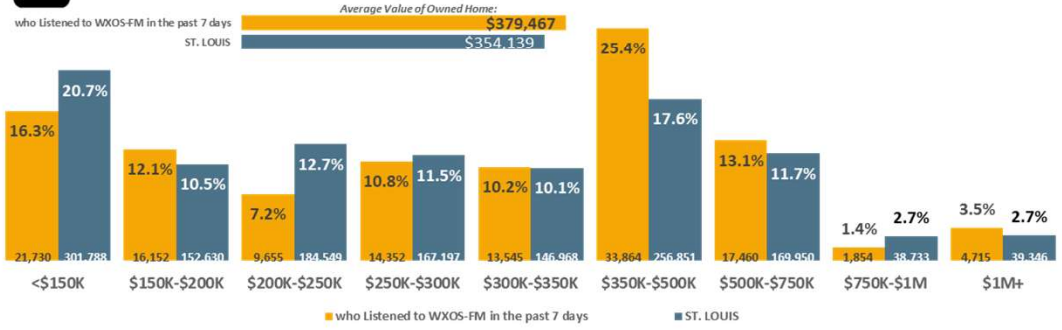
Type of Home: Adults 18 or older



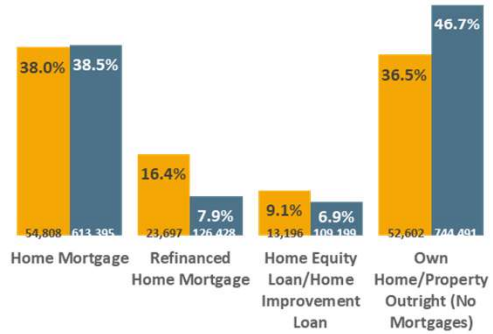
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



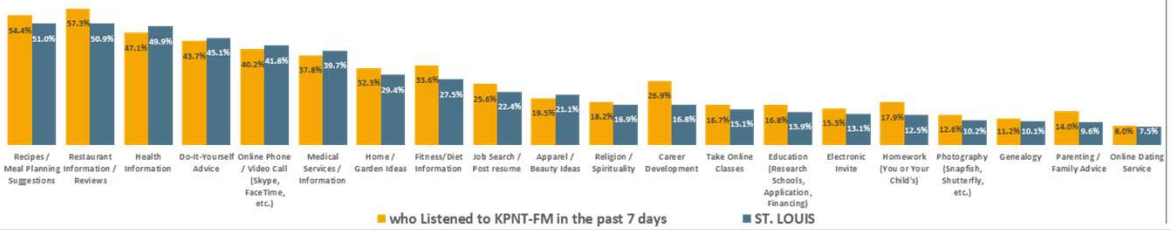
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 177

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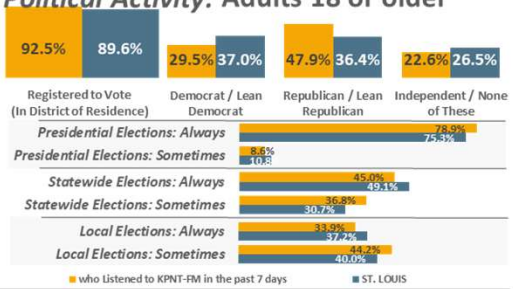
Radio Stations: WXOS-FM

13.6% or 290,465 of ST. LOUIS Metro Adults 18 or older Listened to KPNT-FM in the past 7 days.
Adults 18 or older who Listened to KPNT-FM in the past 7 days are 3.2% less likely to look up D-I-Y advice online, 8.9% less likely to always vote in local elections, 3.6% less likely to belong to a gym, 9.8% less likely to fly domestic past yr.

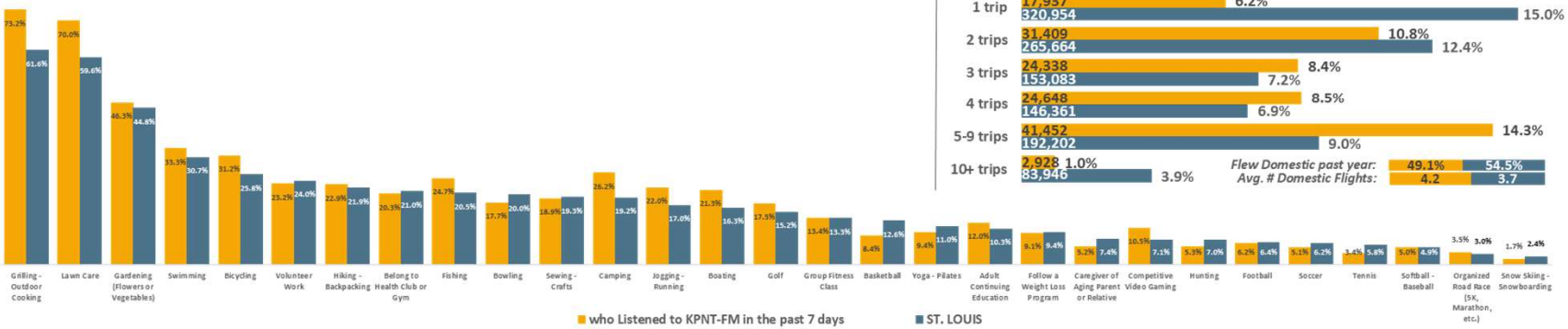
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

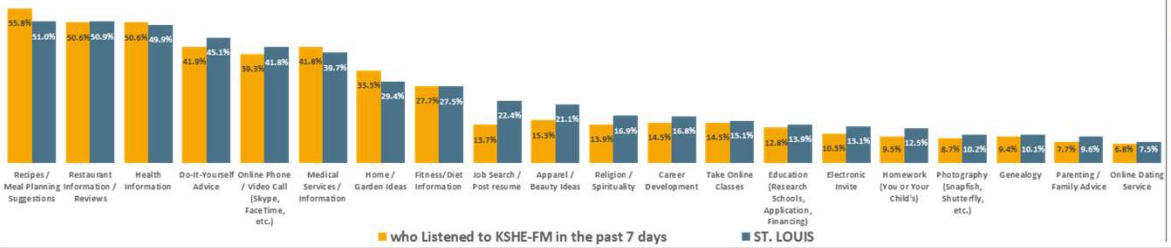
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 249

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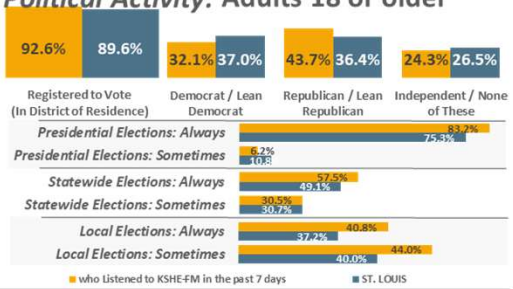
Radio Stations: KPNT-FM

19.2% or 410,195 of ST. LOUIS Metro Adults 18 or older Listened to KSHE-FM in the past 7 days.
Adults 18 or older who Listened to KSHE-FM in the past 7 days are 7.1% less likely to look up D-I-Y advice online, 9.6% more likely to always vote in local elections, 9.1% less likely to belong to a gym, .2% less likely to fly domestic past yr.

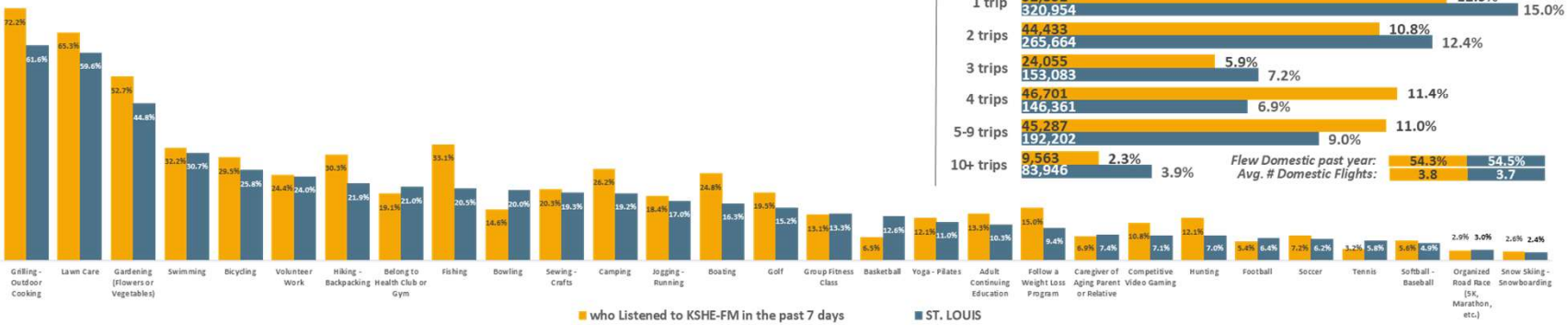
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



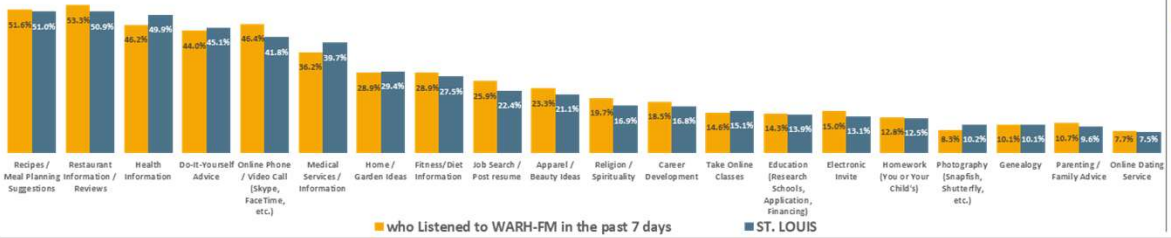
Past 12-months Domestic Airline Trips: Adults 18 or older

ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 357

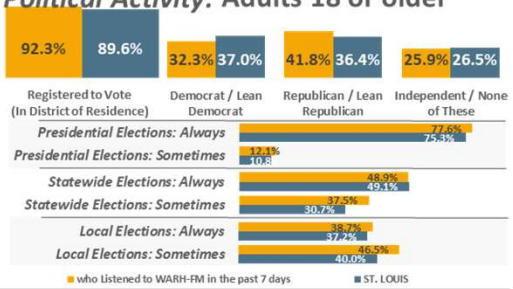
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19.5% or 416,682 of ST. LOUIS Metro Adults 18 or older Listened to WARH-FM in the past 7 days.
Adults 18 or older who Listened to WARH-FM in the past 7 days are 2.5% less likely to look up D-I-Y advice online, 4.7% more likely to always vote in local elections, 3.5% more likely to belong to a gym, 1.2% less likely to fly domestic past yr.

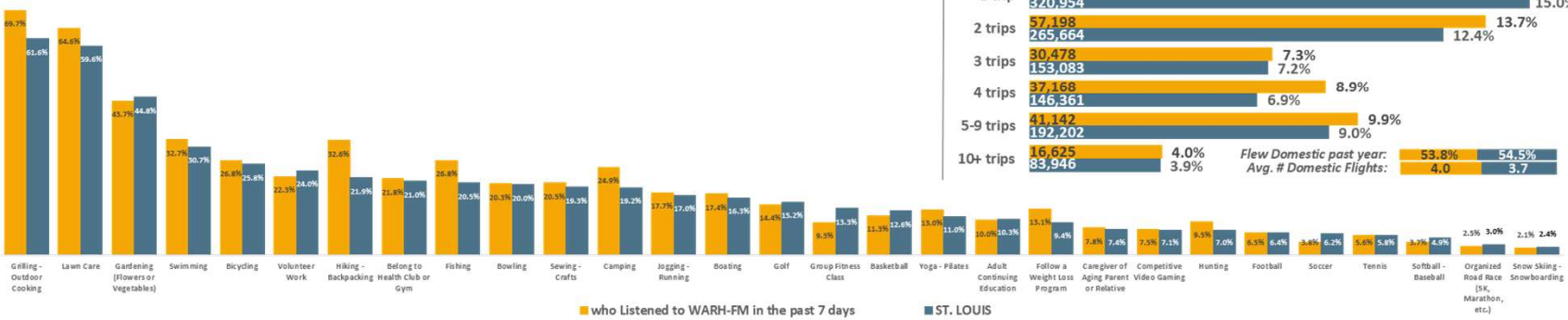
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

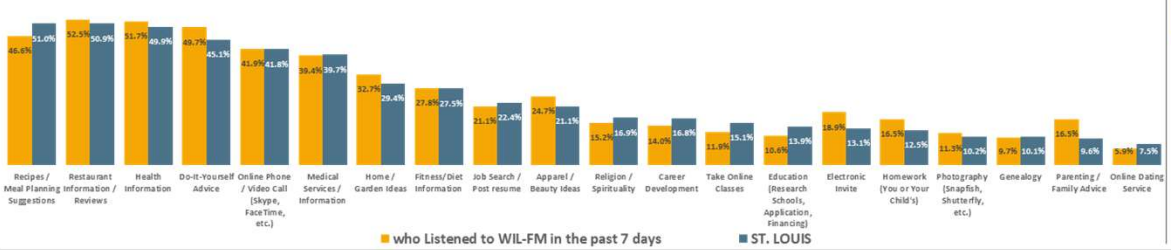
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 394

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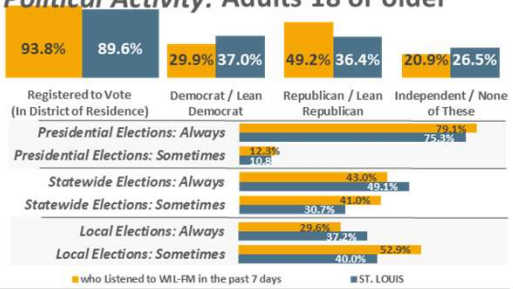
Radio Stations: WARH-FM

13.8% or 295,582 of ST. LOUIS Metro Adults 18 or older Listened to WIL-FM in the past 7 days.
Adults 18 or older who Listened to WIL-FM in the past 7 days are 10.1% more likely to look up D-I-Y advice online, 20.5% less likely to always vote in local elections, 5.5% less likely to belong to a gym, 2.9% less likely to fly domestic past yr.

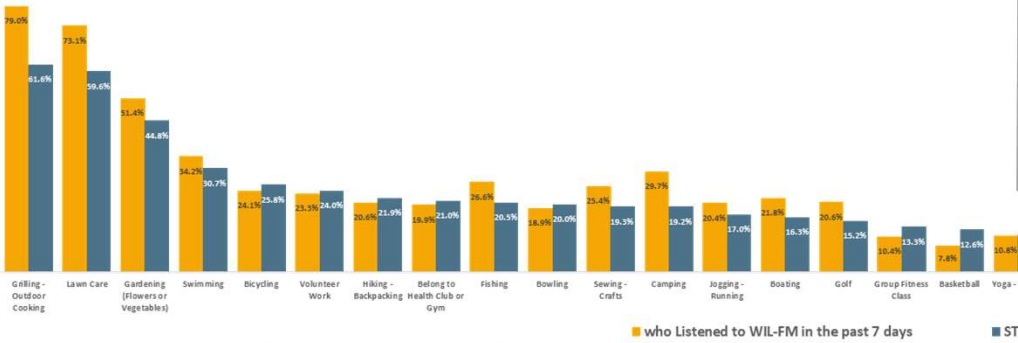
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



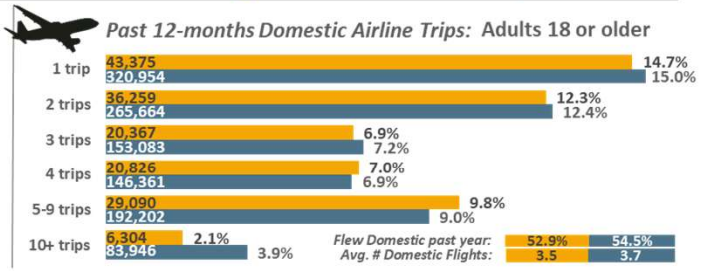
Political Activity: Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 274

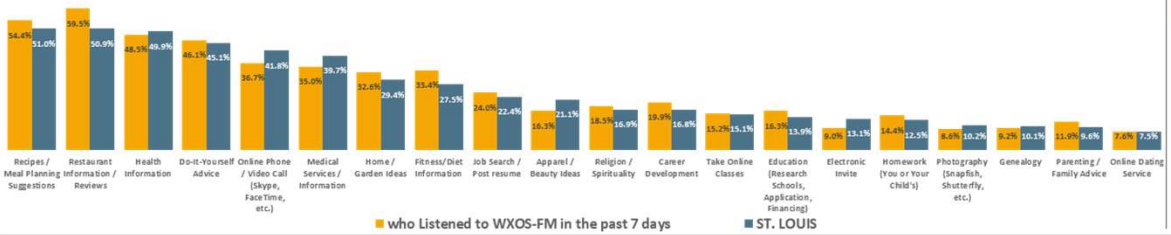
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Radio Stations: WIL-FM

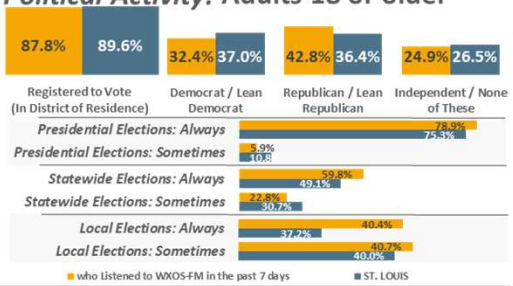
101 ESPN Sports Talk For St. Louis

8.9% or 190,634 of ST. LOUIS Metro Adults 18 or older Listened to WXOS-FM in the past 7 days.
Adults 18 or older who Listened to WXOS-FM in the past 7 days are 2.2% more likely to look up D-I-Y advice online, 8.4% more likely to always vote in local elections, .9% more likely to belong to a gym, 6.% less likely to fly domestic past yr.

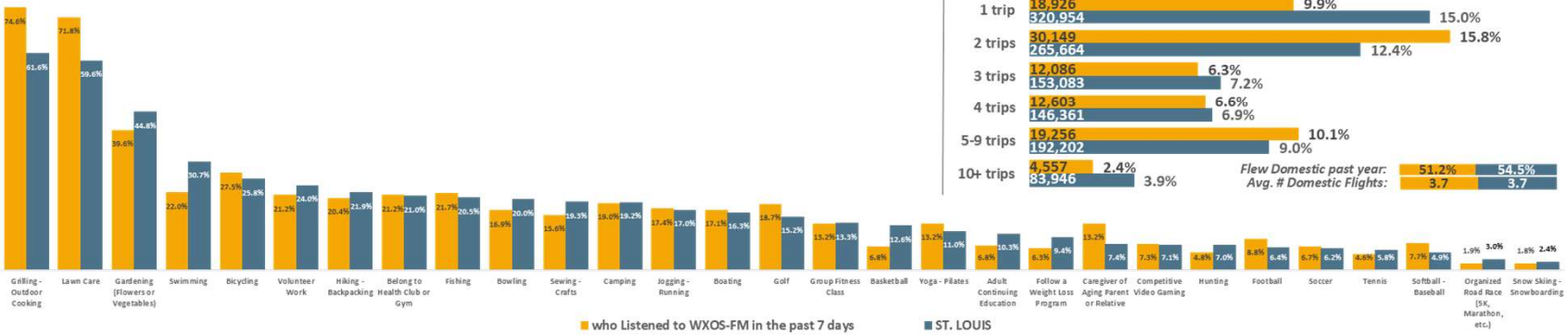
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 177

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Radio Stations: WXOS-FM

105.7 THE POINT
EVERYTHING ALTERNATIVE

13.6% or 290,465 of ST. LOUIS Metro Adults 18 or older Listened to KPNT-FM in the past 7 days.
Adults 18 or older who Listened to KPNT-FM in the past 7 days are 7.9% more likely to use QSRs past mo., 9.9% more likely to use Sit-Down Restaurants past mo., 7.7% less likely to use Casinos past yr., 7.2% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

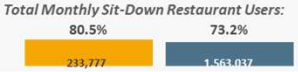


Avg. Monthly QSR Meals:

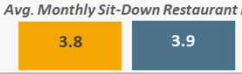
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

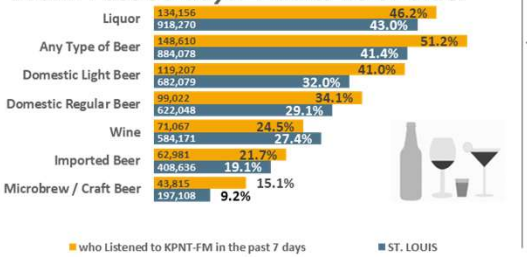
(Sit-Down Restaurants Used Past 30-days)



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

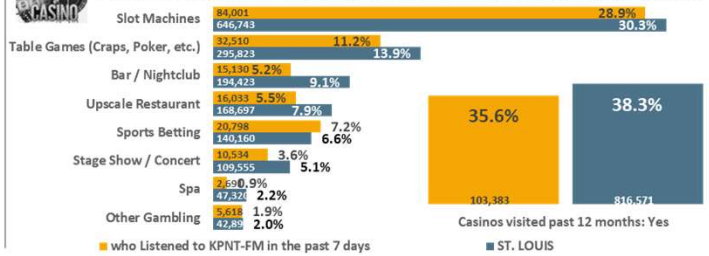


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 249

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Radio Stations: KPNT-FM

19.2% or 410,195 of ST. LOUIS Metro Adults 18 or older Listened to KSHE-FM in the past 7 days.
Adults 18 or older who Listened to KSHE-FM in the past 7 days are .9% more likely to use QSRs past mo., 13.% more likely to use Sit-Down Restaurants past mo., 3.8% more likely to use Casinos past yr., 14.6% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 87.2% 357,536 | 86.4% 1,843,384

Avg. Monthly QSR Meals: 6.7 | 6.2

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



Total Monthly Sit-Down Restaurant Users: 82.8% 339,597 | 73.2% 1,563,037

Avg. Monthly Sit-Down Restaurant Meals: 4.3 | 3.9

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

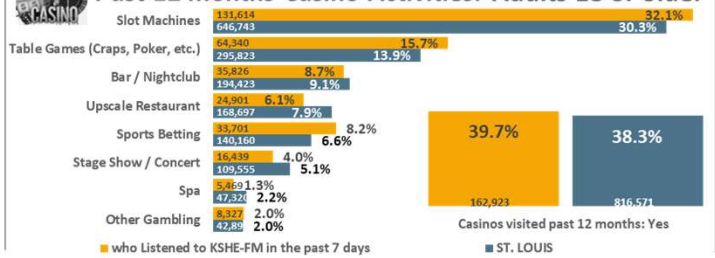
who Listened to KSHE-FM in the past 7 days	77,740	19.0%
ST. LOUIS	423,918	19.9%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 357

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Radio Stations: KSHE-FM

19.5% or 416,682 of ST. LOUIS Metro Adults 18 or older Listened to WARH-FM in the past 7 days.
Adults 18 or older who Listened to WARH-FM in the past 7 days are 6.% more likely to use QSRs past mo., 6.3% more likely to use Sit-Down Restaurants past mo., 6.% more likely to use Casinos past yr., 3.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

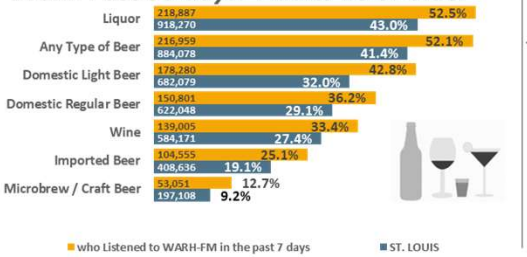
(Sit-Down Restaurants Used Past 30-days)



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

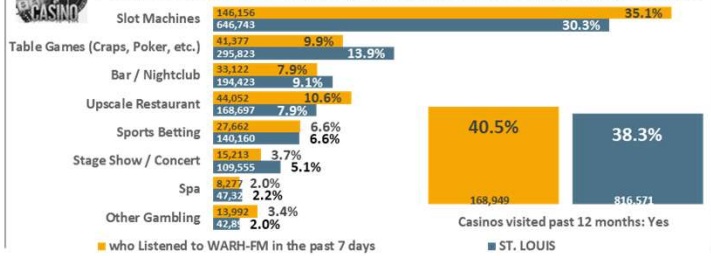


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 394

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Radio Stations: WARH-FM

13.8% or 295,582 of ST. LOUIS Metro Adults 18 or older Listened to WIL-FM in the past 7 days.
Adults 18 or older who Listened to WIL-FM in the past 7 days are 7.5% more likely to use QSRs past mo., 11.1% more likely to use Sit-Down Restaurants past mo., 13.7% more likely to use Casinos past yr., 6.1% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



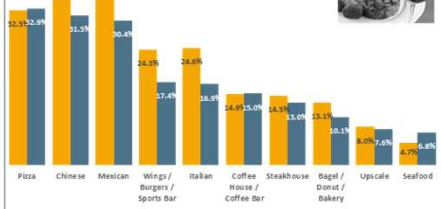
Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

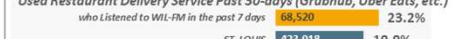
Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)

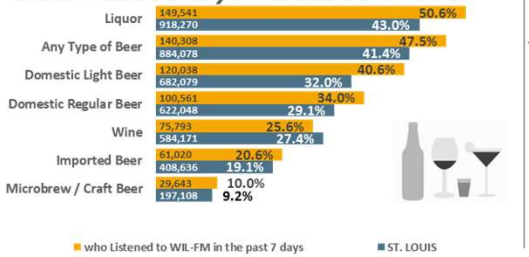




Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

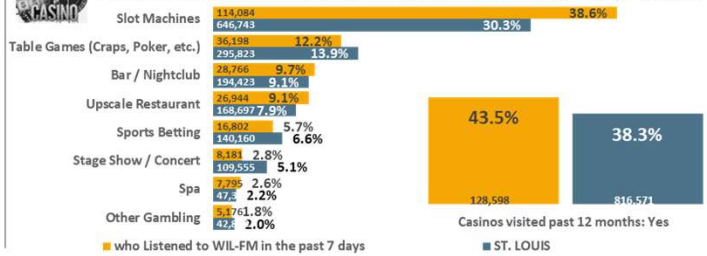


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 274

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101 ESPN Sports Talk For St. Louis

8.9% or 190,634 of ST. LOUIS Metro Adults 18 or older Listened to WXOS-FM in the past 7 days.
Adults 18 or older who Listened to WXOS-FM in the past 7 days are 6.7% more likely to use QSRs past mo., 7.1% more likely to use Sit-Down Restaurants past mo., 25.% more likely to use Casinos past yr., 70.1% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



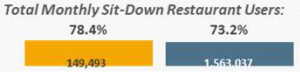
Avg. Monthly QSR Meals:



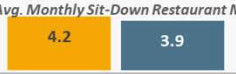
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

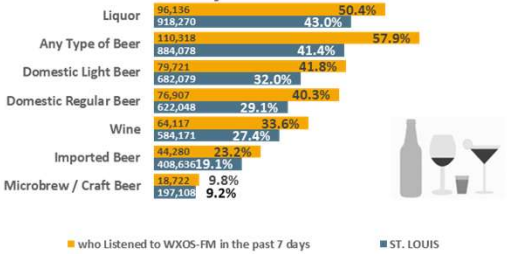
(Sit-Down Restaurants Used Past 30-days)



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

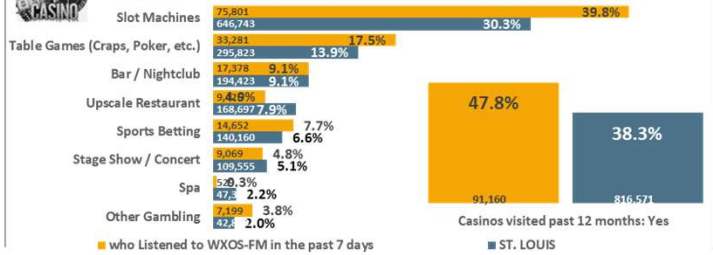
who Listened to WXOS-FM in the past 7 days	37,526	19.7%
ST. LOUIS	423,918	19.9%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 177

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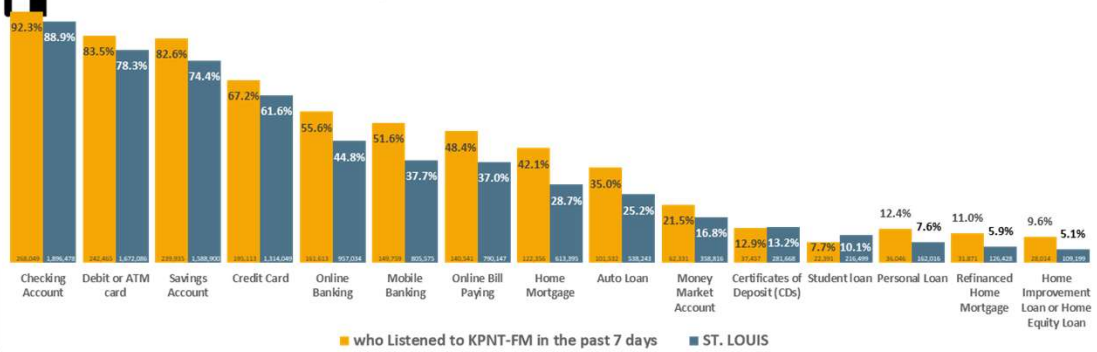
Radio Stations: WXOS-FM

13.6% or 290,465 of ST. LOUIS Metro Adults 18 or older Listened to KPNT-FM in the past 7 days.
Adults 18 or older who Listened to KPNT-FM in the past 7 days are 29.7% more likely to have a 401K, 38.6% more likely to have an Auto Loan, 10.2% more likely to Invest/Trade Stocks Online, 9.9% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



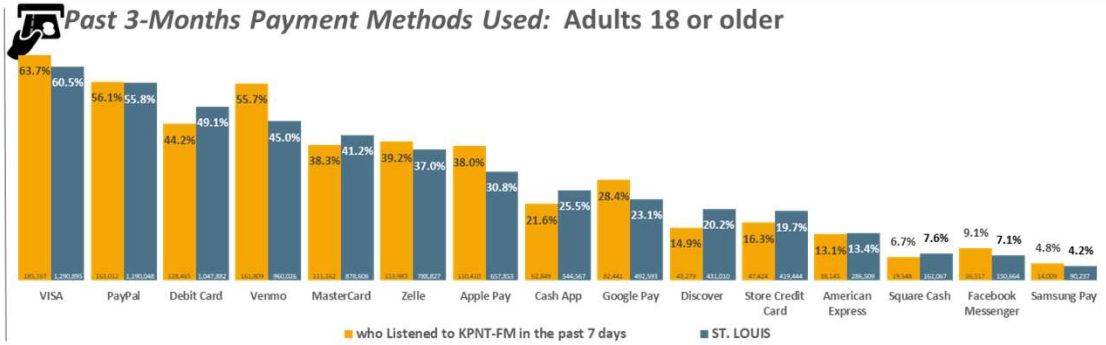
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



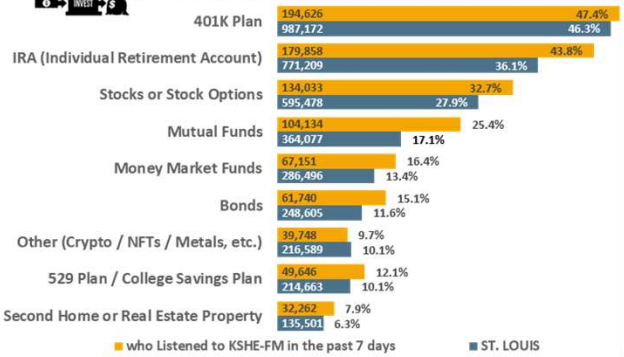
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 249

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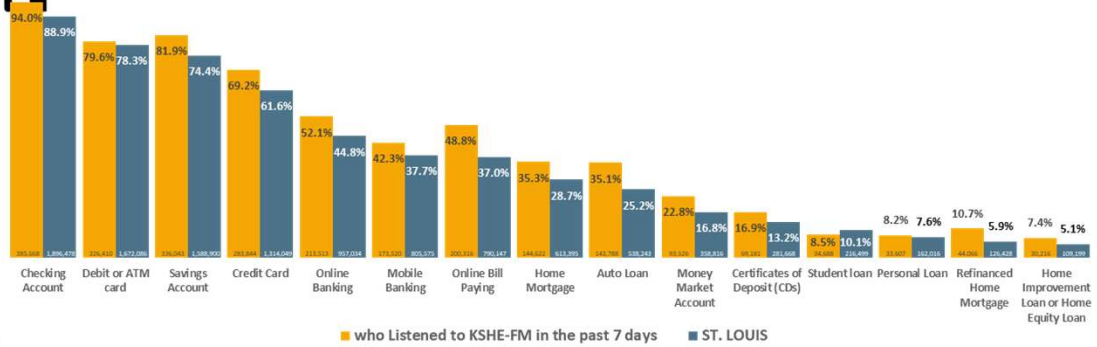
Radio Stations: KPNT-FM

19.2% or 410,195 of ST. LOUIS Metro Adults 18 or older Listened to KSHE-FM in the past 7 days.
Adults 18 or older who Listened to KSHE-FM in the past 7 days are 2.6% more likely to have a 401K, 39.% more likely to have an Auto Loan, 33.9% more likely to Invest/Trade Stocks Online, 11.7% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

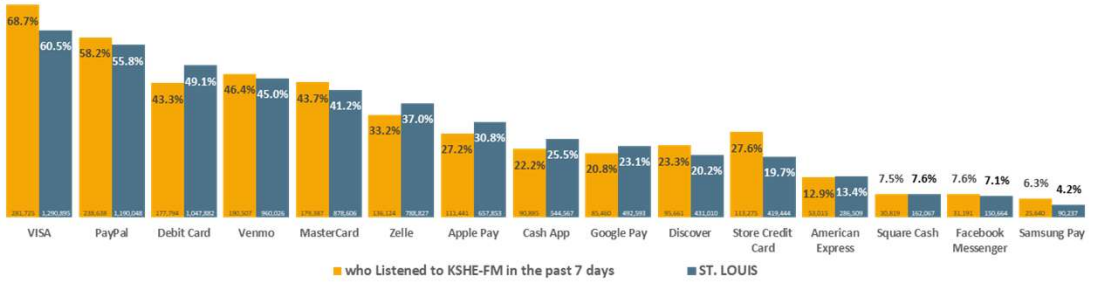


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 357

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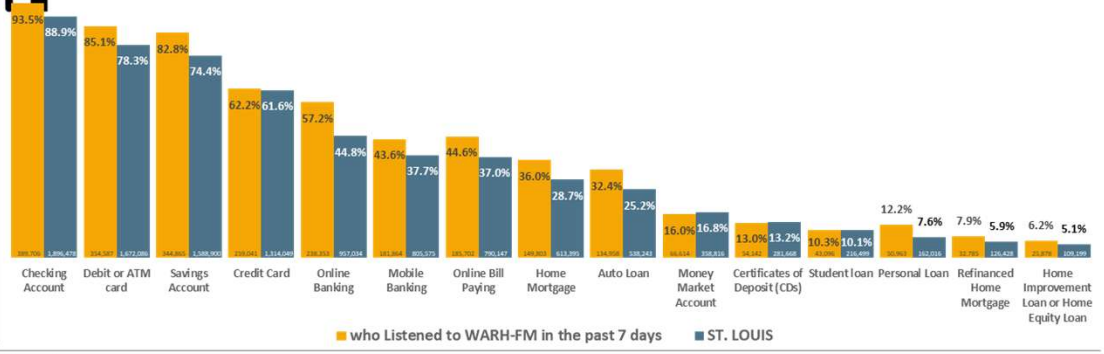
Radio Stations: KSHE-FM

19.5% or 416,682 of ST. LOUIS Metro Adults 18 or older Listened to WARH-FM in the past 7 days.
Adults 18 or older who Listened to WARH-FM in the past 7 days are 12.3% more likely to have a 401K, 28.4% more likely to have an Auto Loan, 40.8% more likely to Invest/Trade Stocks Online, 17.9% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



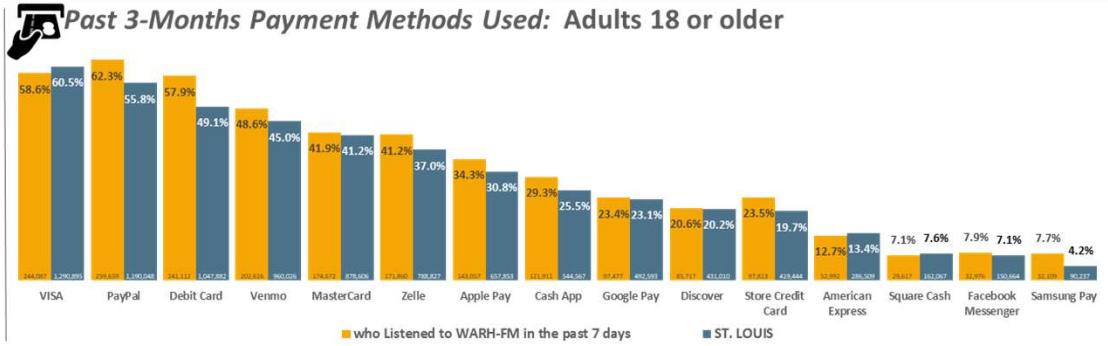
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 394

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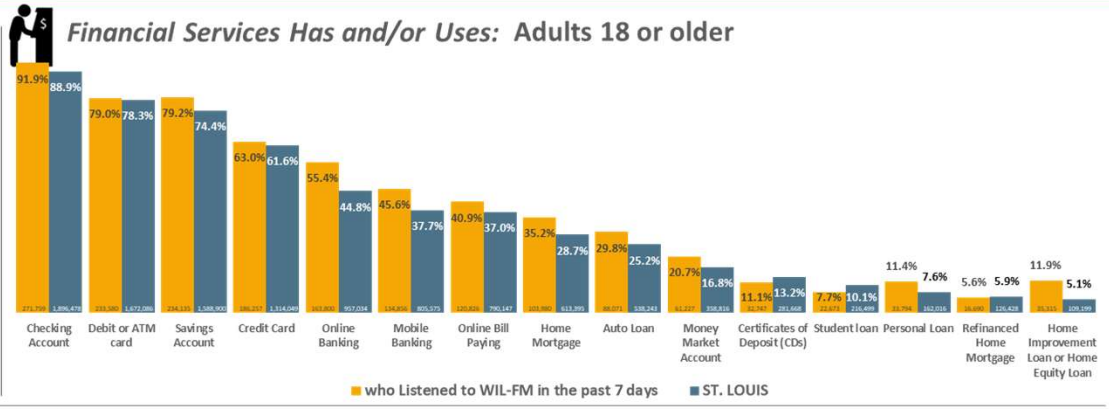
Radio Stations: WARH-FM

13.8% or 295,582 of ST. LOUIS Metro Adults 18 or older Listened to WIL-FM in the past 7 days.
Adults 18 or older who Listened to WIL-FM in the past 7 days are 7.4% more likely to have a 401K, 18.1% more likely to have an Auto Loan, 21.7% more likely to Invest/Trade Stocks Online, 6.9% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



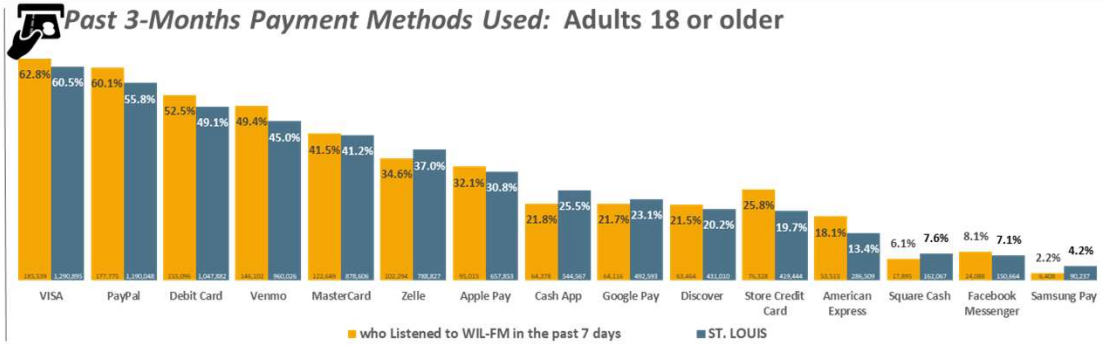
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 274

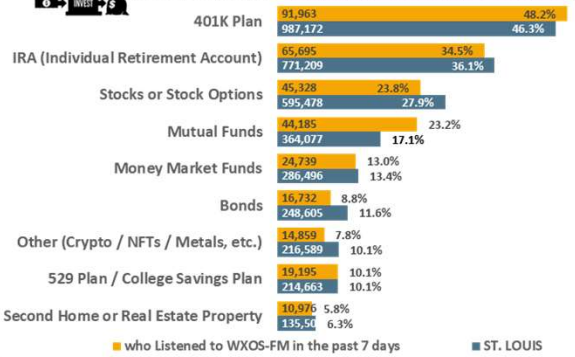
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Radio Stations: WIL-FM

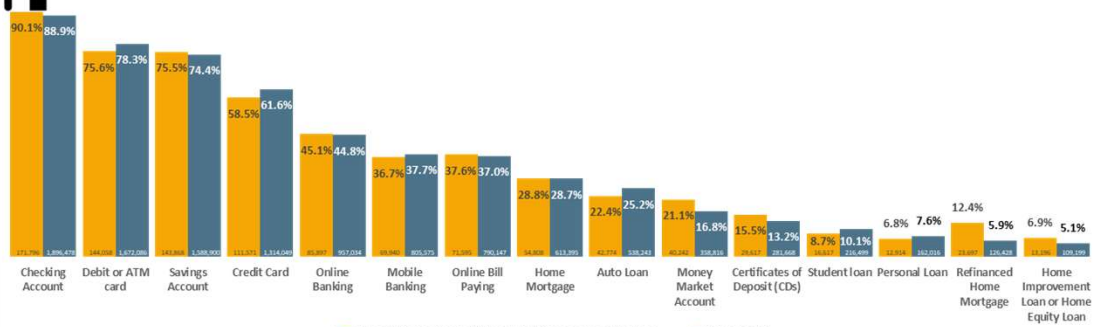
101 ESPN
Sports Talk For St. Louis

8.9% or 190,634 of ST. LOUIS Metro Adults 18 or older Listened to WXOS-FM in the past 7 days.
Adults 18 or older who Listened to WXOS-FM in the past 7 days are 4.3% more likely to have a 401K, 11.% less likely to have an Auto Loan, 29.1% more likely to Invest/Trade Stocks Online, .1% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

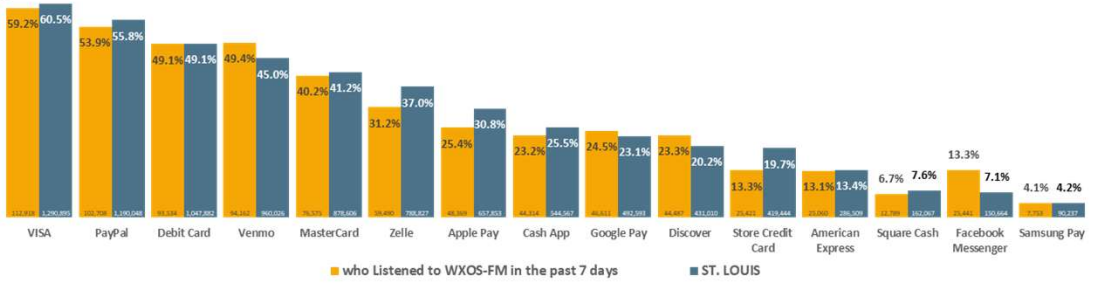


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

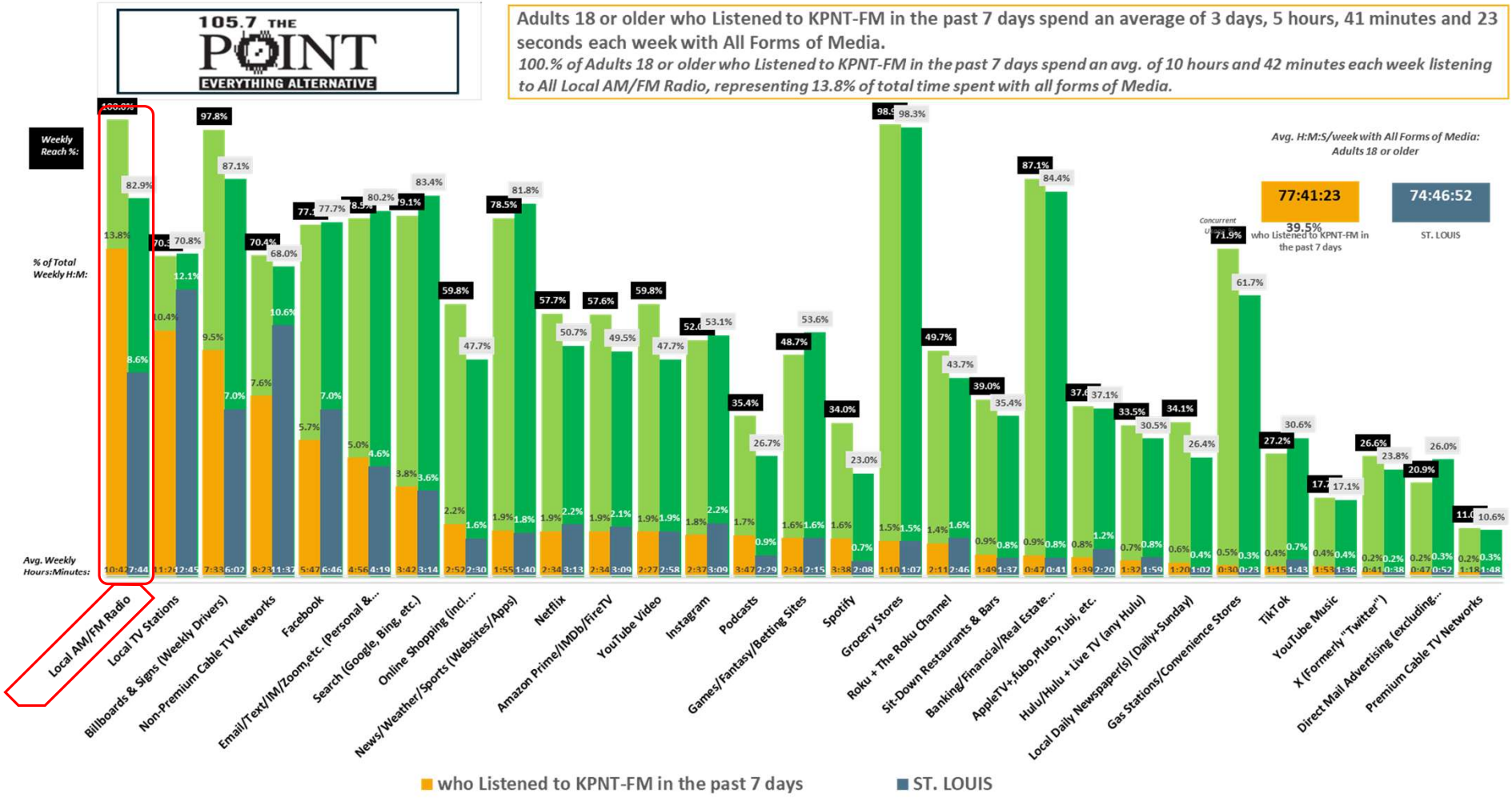
Past 3-Months Payment Methods Used: Adults 18 or older



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 177

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Radio Stations: WXOS-FM

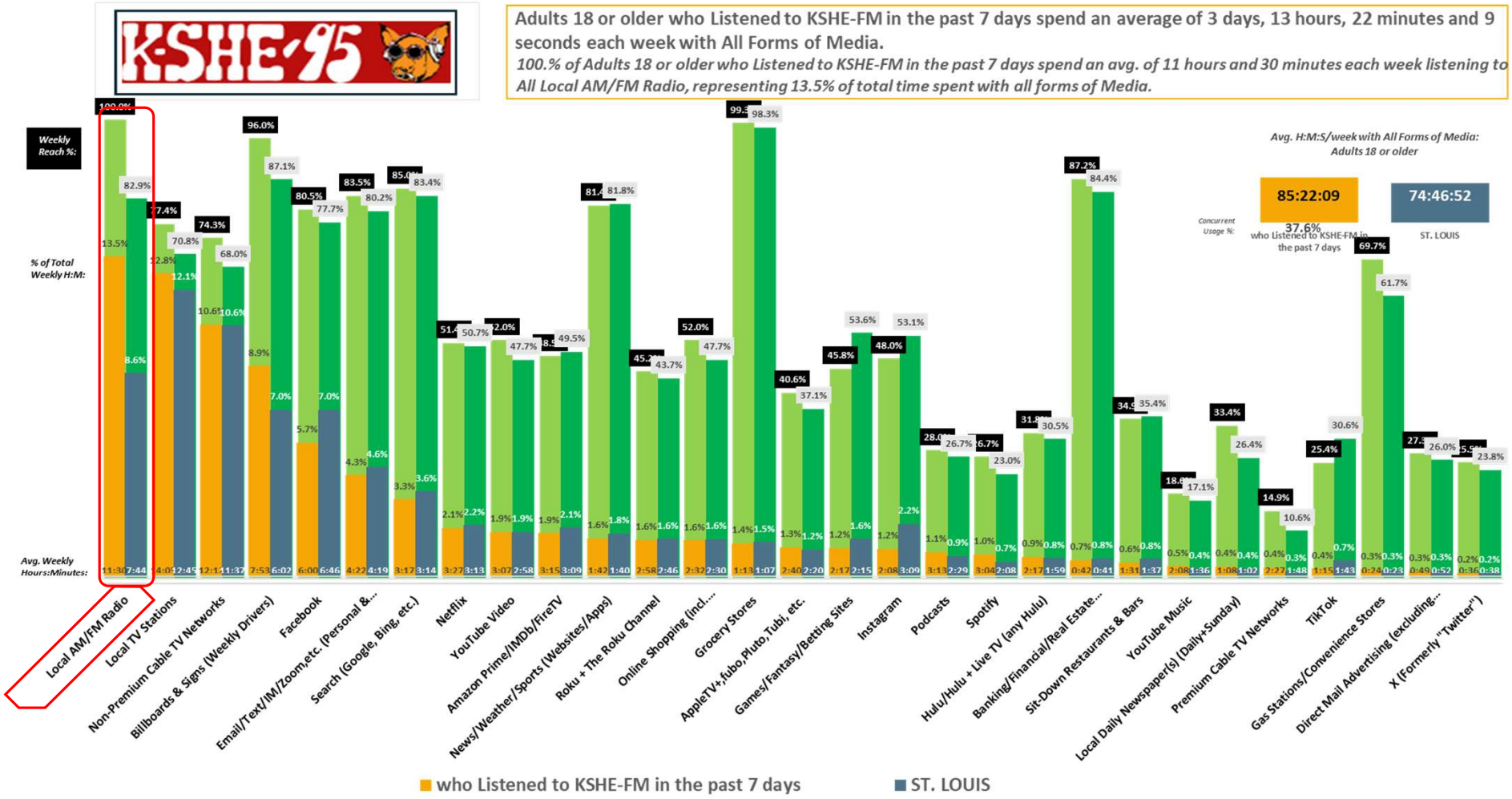


ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 249 ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,904

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Radio Stations: KPNT-FM

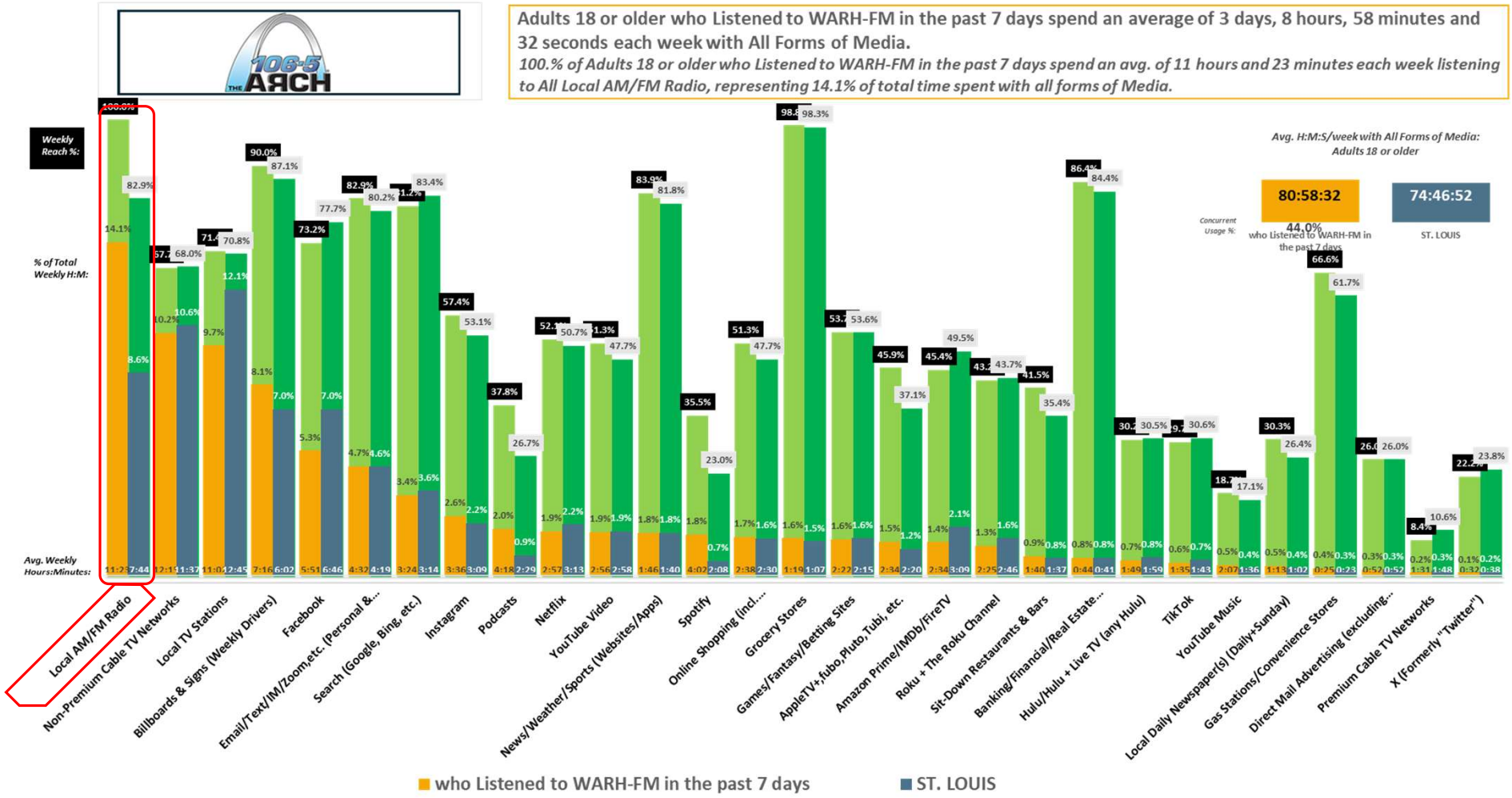


ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 357 ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,904

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Radio Stations: KSHE-FM

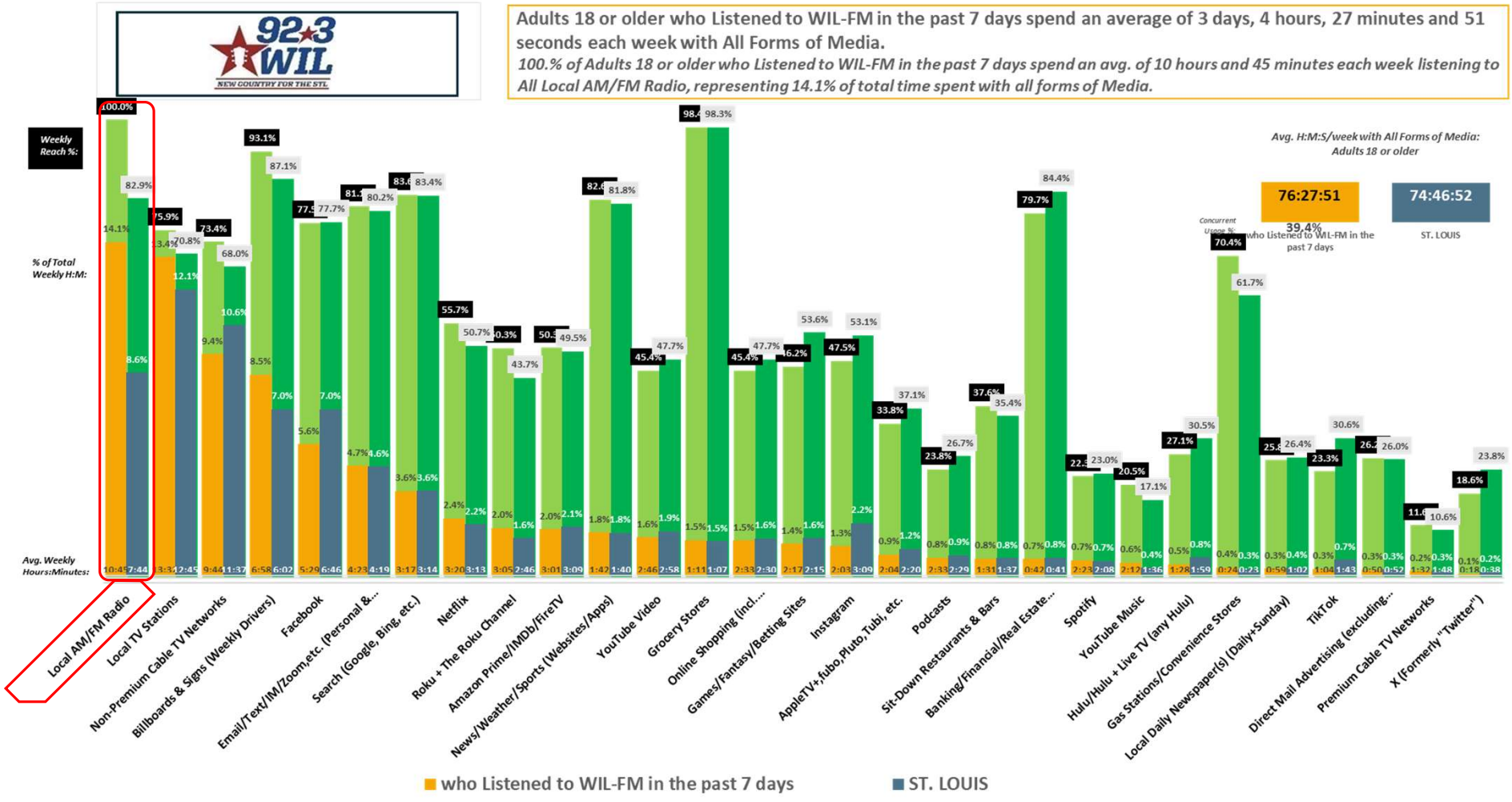


ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 394 ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,904

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Radio Stations: WARH-FM



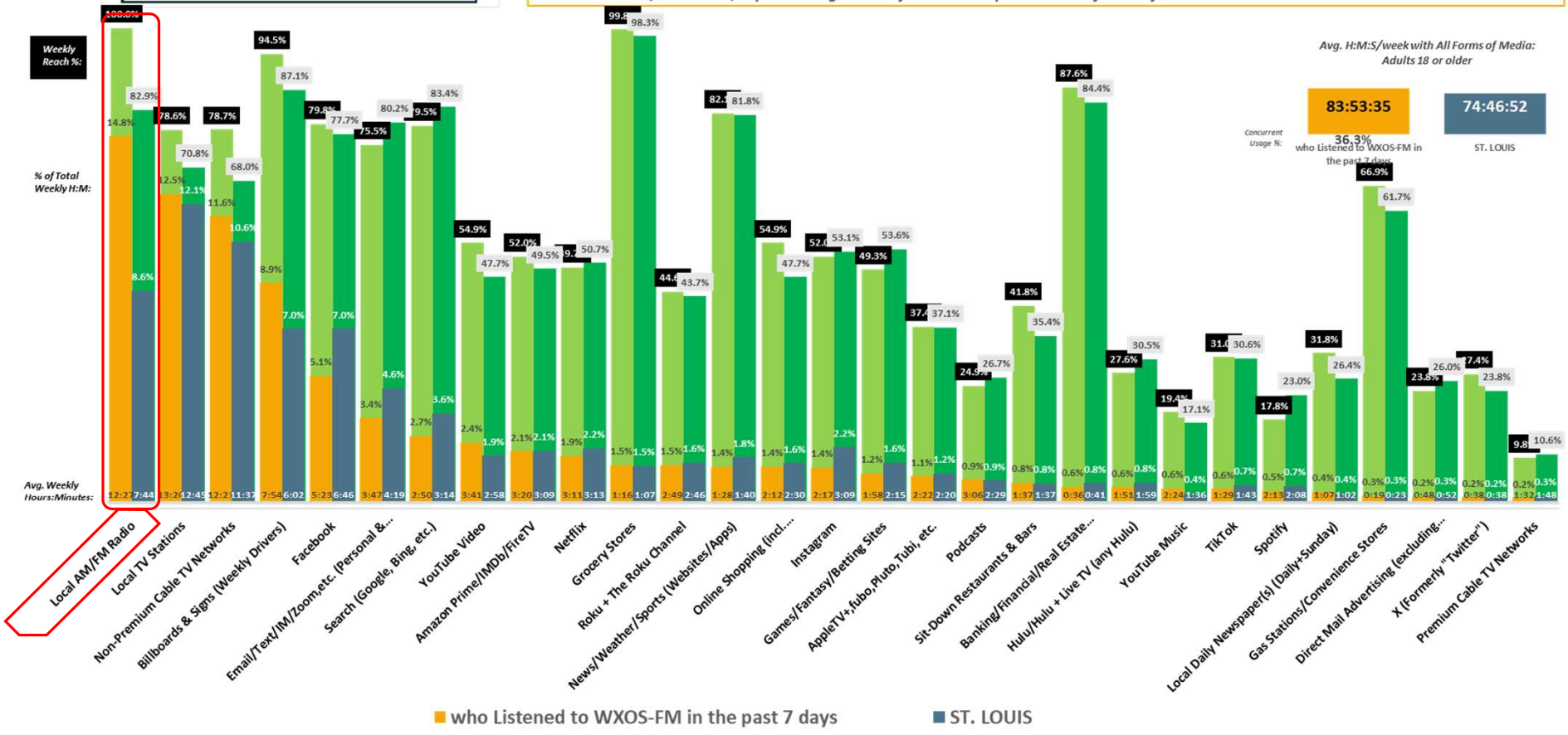
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 274 ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,904
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Radio Stations: WIL-FM

Adults 18 or older who Listened to WXOS-FM in the past 7 days spend an average of 3 days, 11 hours, 53 minutes and 35 seconds each week with All Forms of Media.

100.% of Adults 18 or older who Listened to WXOS-FM in the past 7 days spend an avg. of 12 hours and 27 minutes each week listening to All Local AM/FM Radio, representing 14.8% of total time spent with all forms of Media.

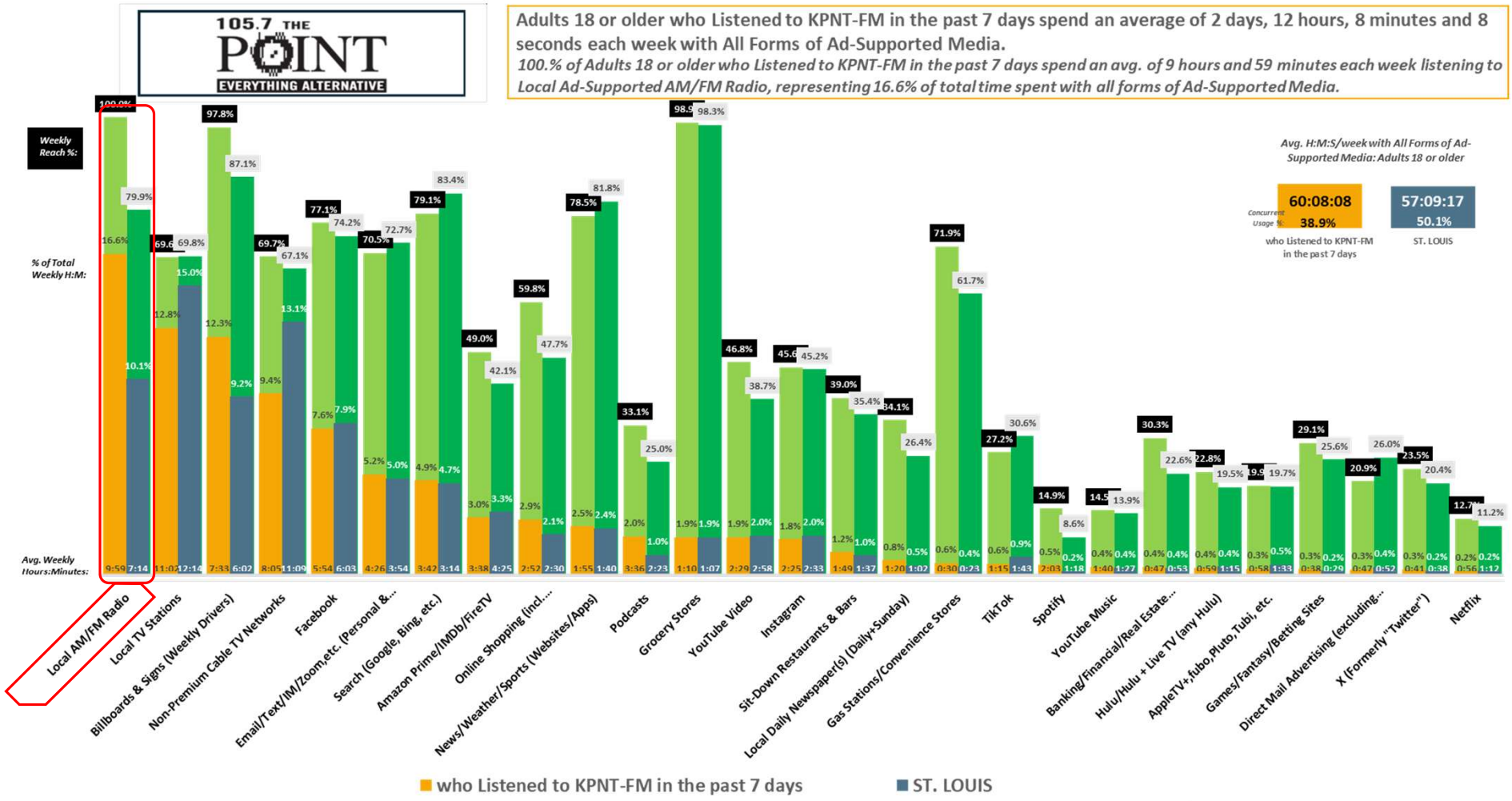


ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 177 ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,904

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Radio Stations: WXOS-FM

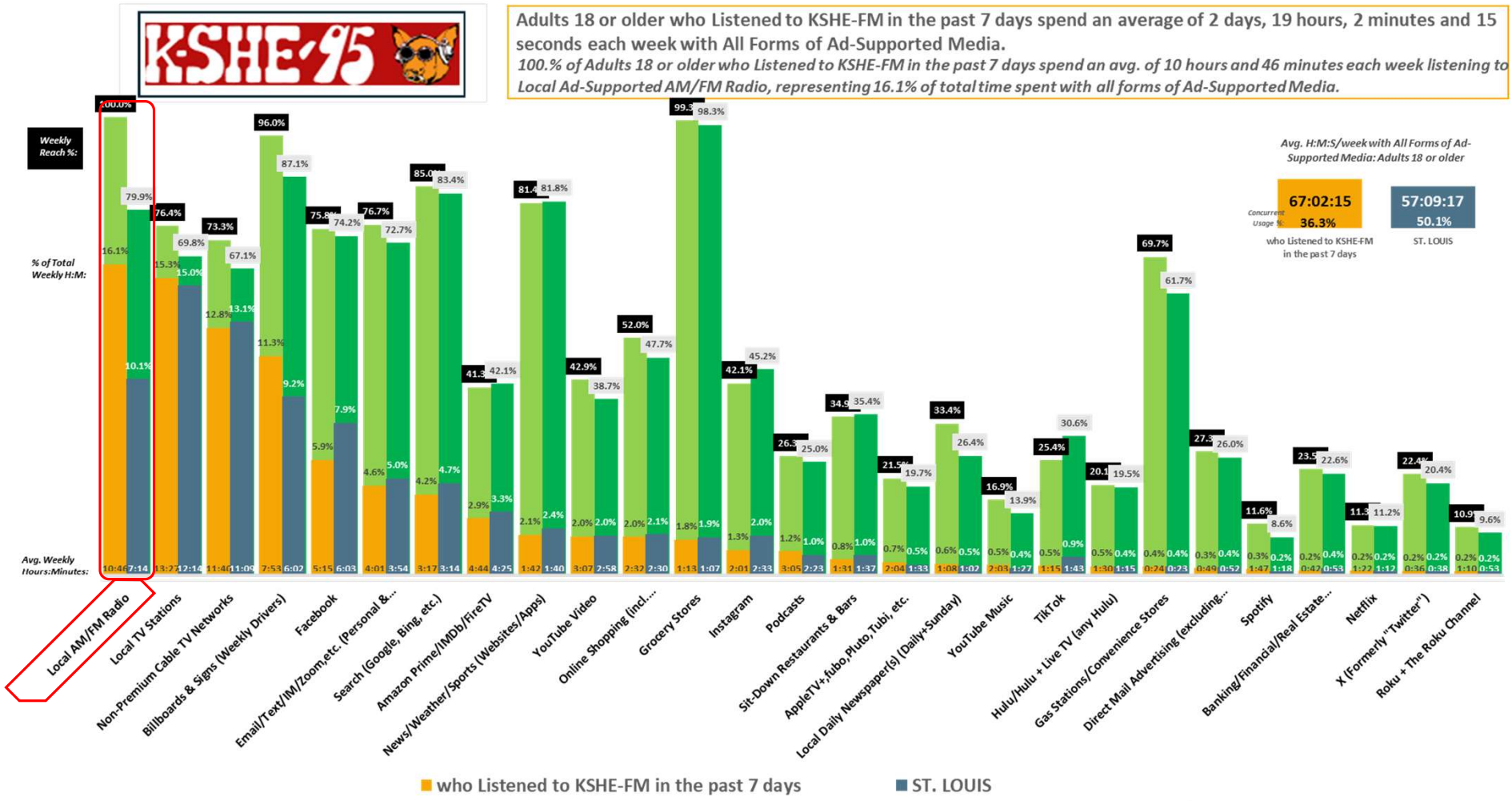


ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 249 ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,904

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Radio Stations: KPNT-FM

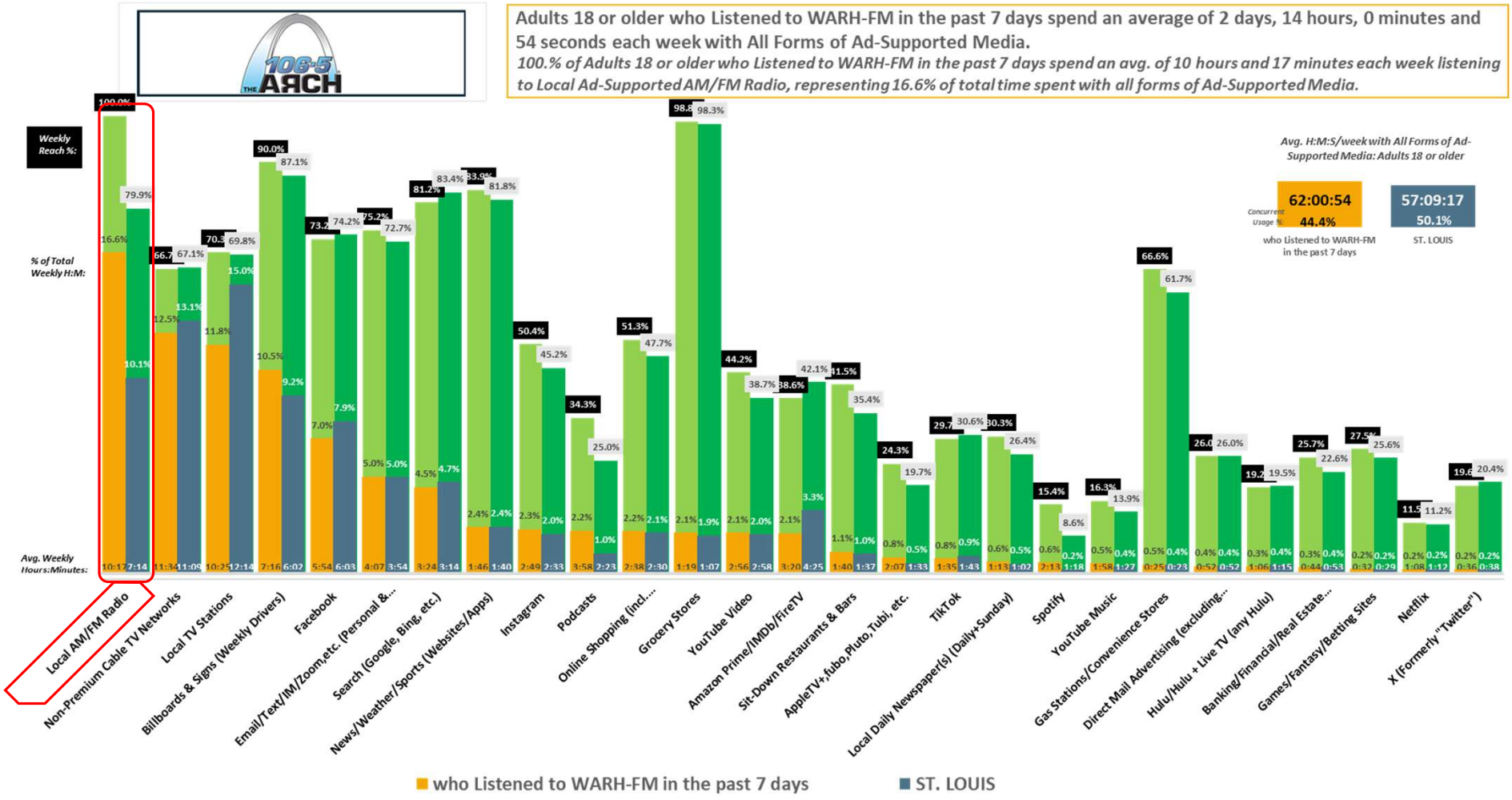


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Radio Stations: KSHE-FM

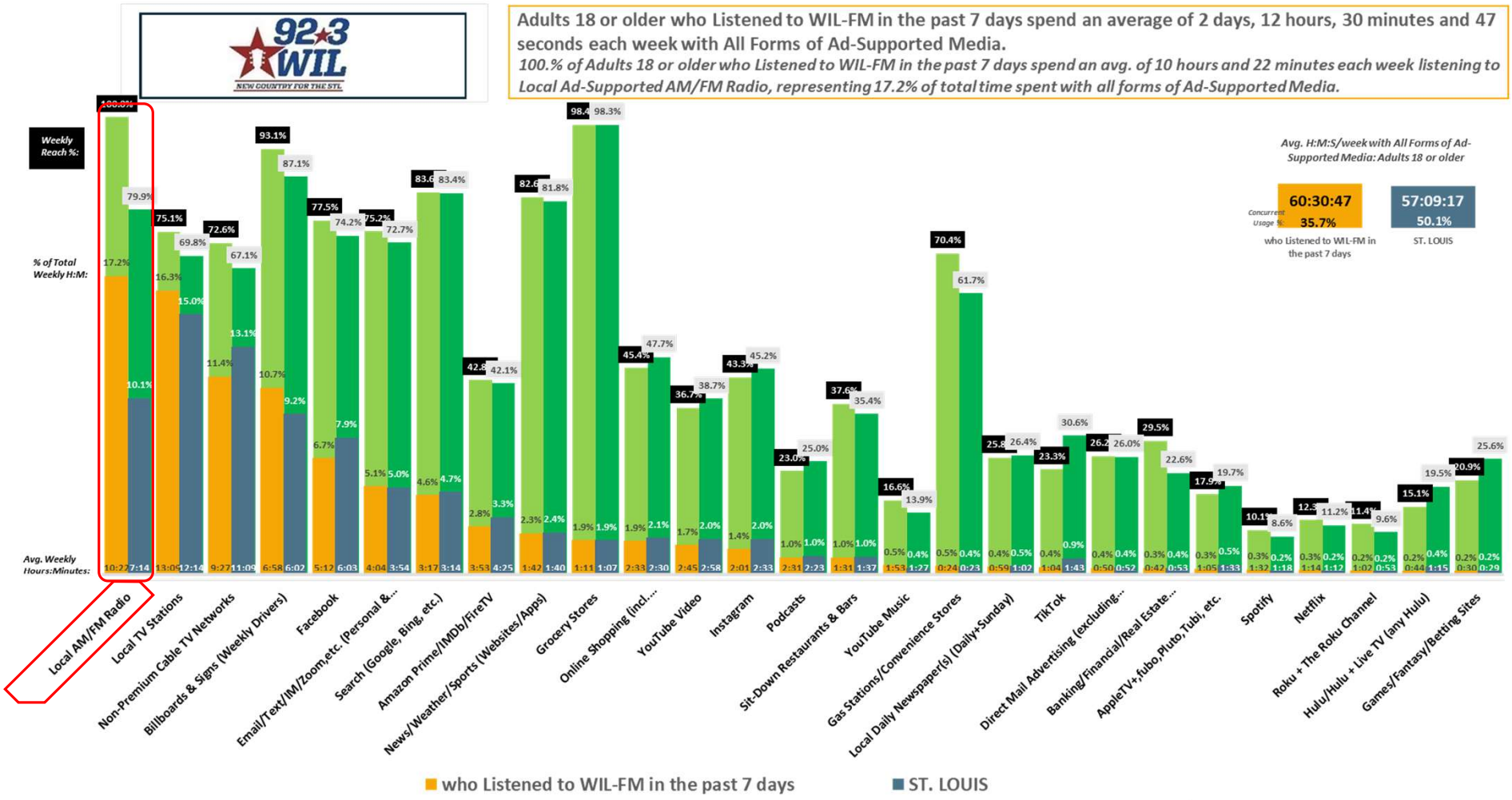


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Radio Stations: WARH-FM

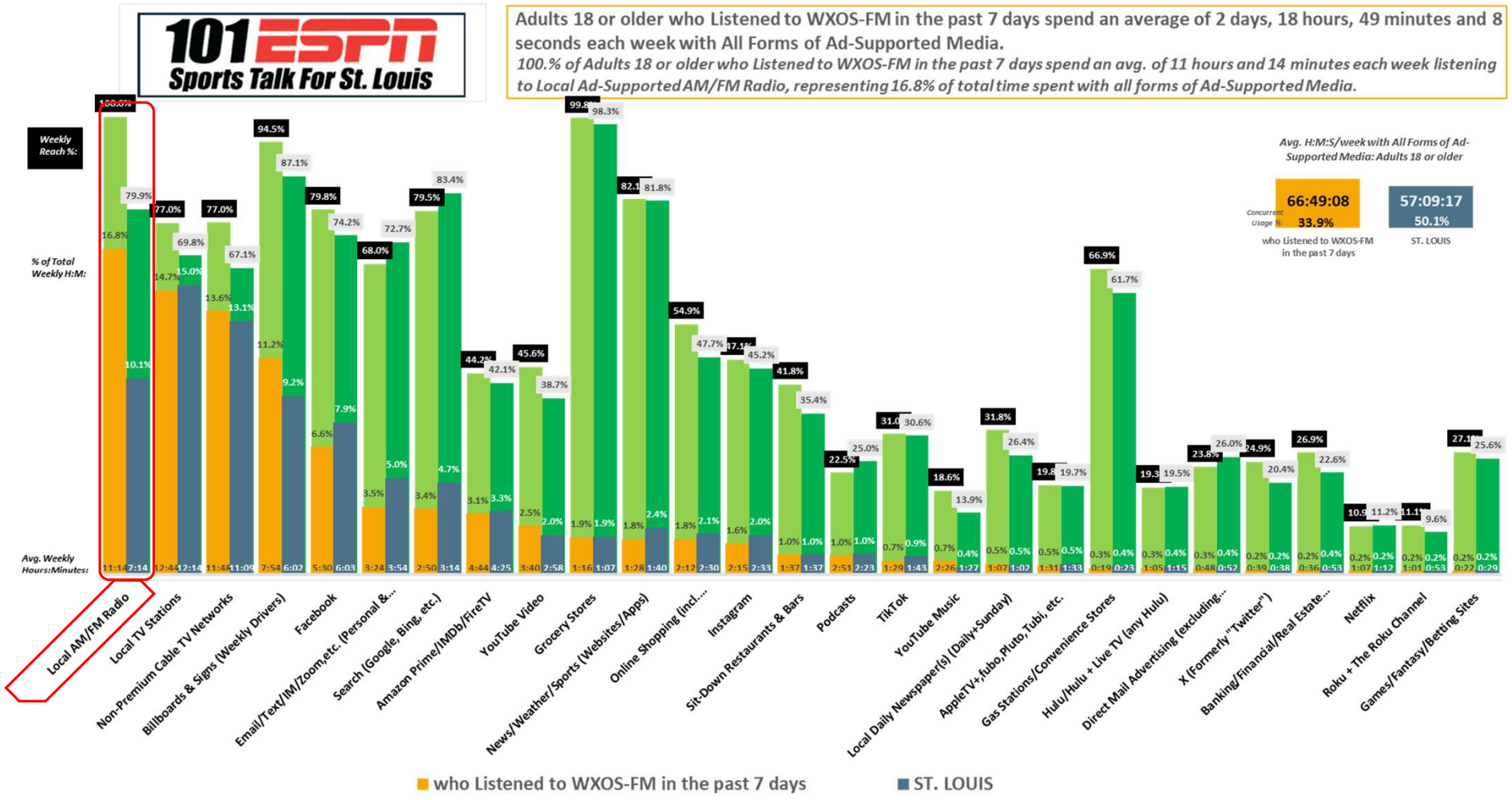


ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 274 ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,904

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Radio Stations: WIL-FM



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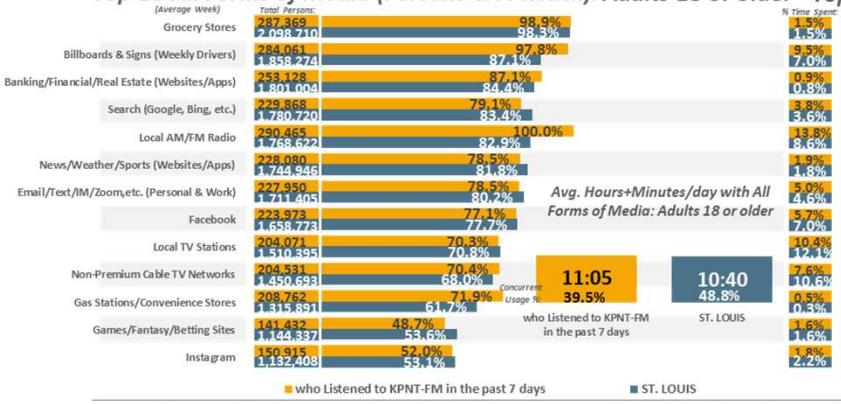
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Radio Stations: WXOS-FM

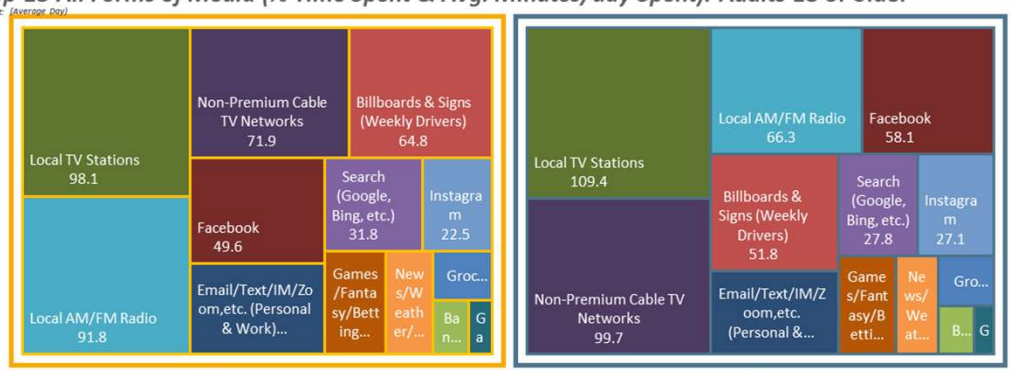
105.7 THE POINT
EVERYTHING ALTERNATIVE

Adults 18 or older who Listened to KPNT-FM in the past 7 days spend an average of 8 hours and 35 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 85.6 minutes/day. *(Local Radio delivers 16.6% of Time with Ad-Supported Media.)*

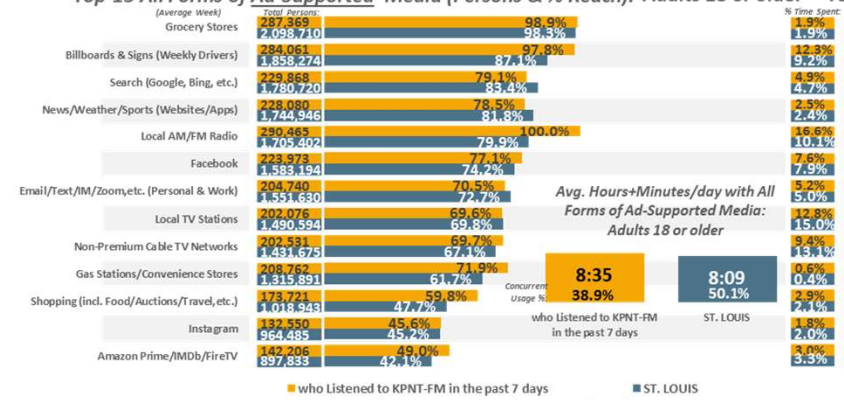
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



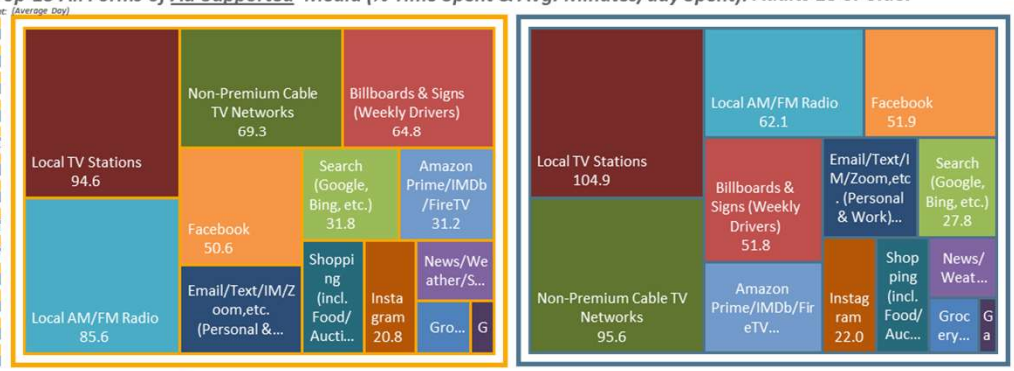
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 249

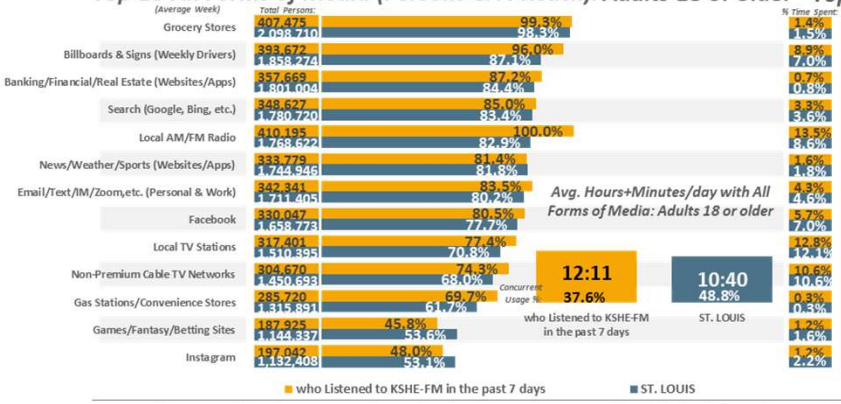
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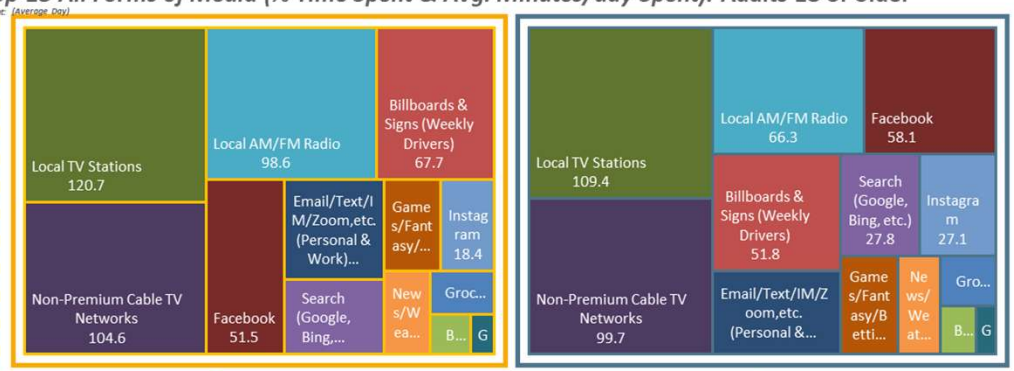
Radio Stations: KPNT-FM

Adults 18 or older who Listened to KSHE-FM in the past 7 days spend an average of 9 hours and 34 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 92.3 minutes/day. *(Local Radio delivers 16.1% of Time with Ad-Supported Media.)*

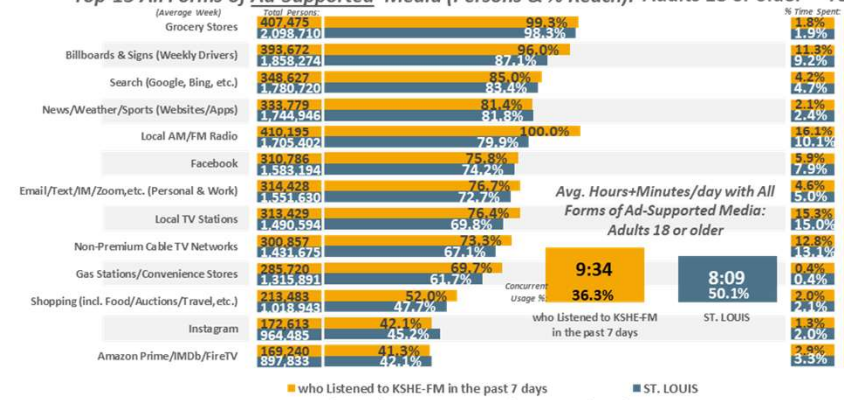
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



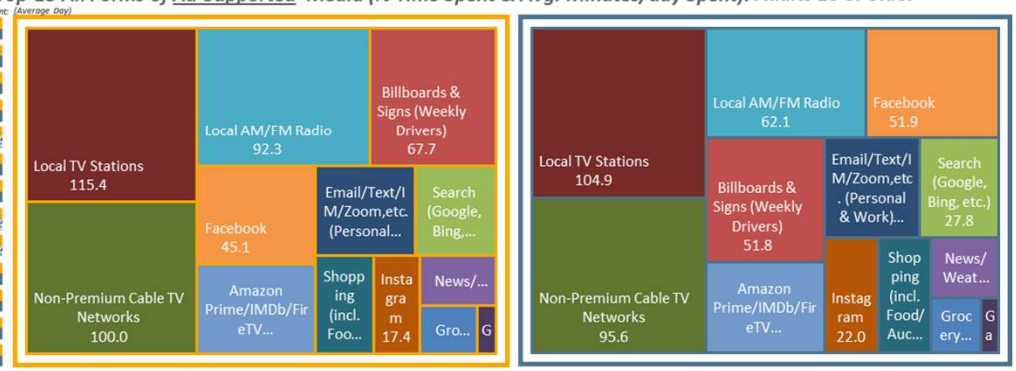
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 357

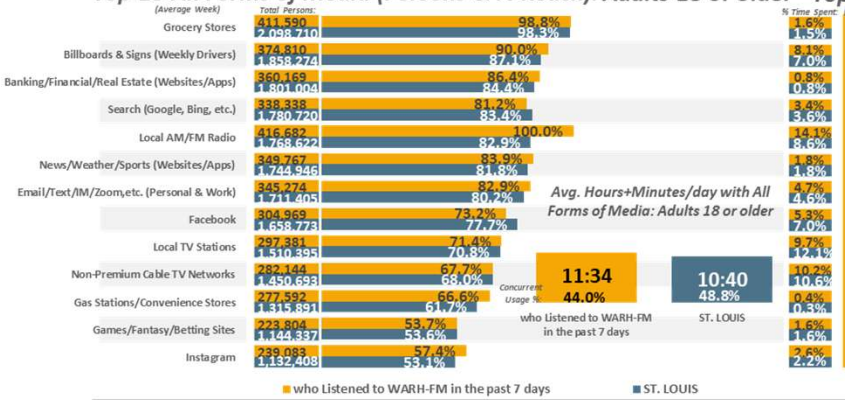
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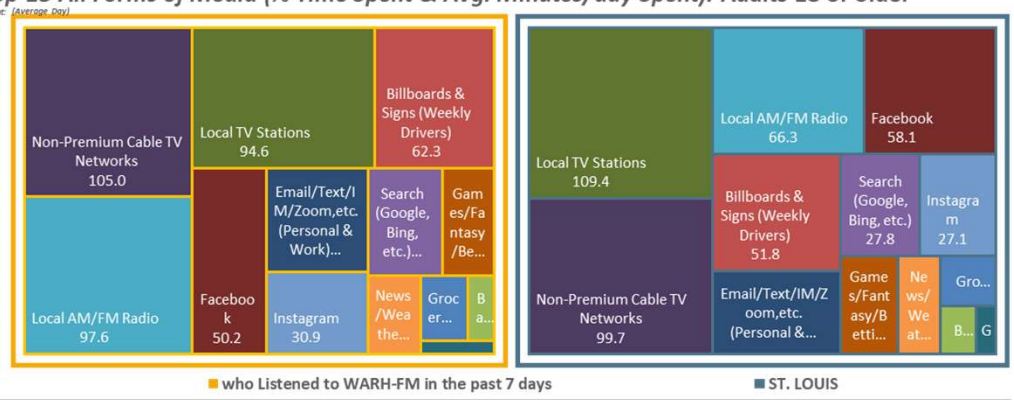
Radio Stations: KSHE-FM

Adults 18 or older who Listened to WARH-FM in the past 7 days spend an average of 8 hours and 51 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 88.2 minutes/day. *(Local Radio delivers 16.6% of Time with Ad-Supported Media.)*

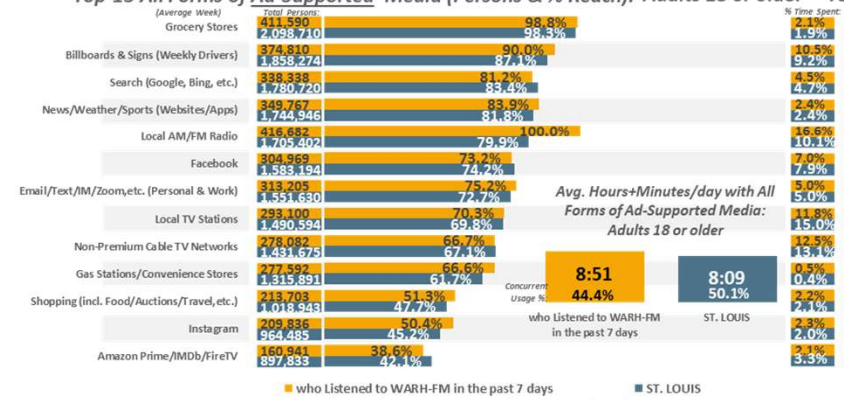
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



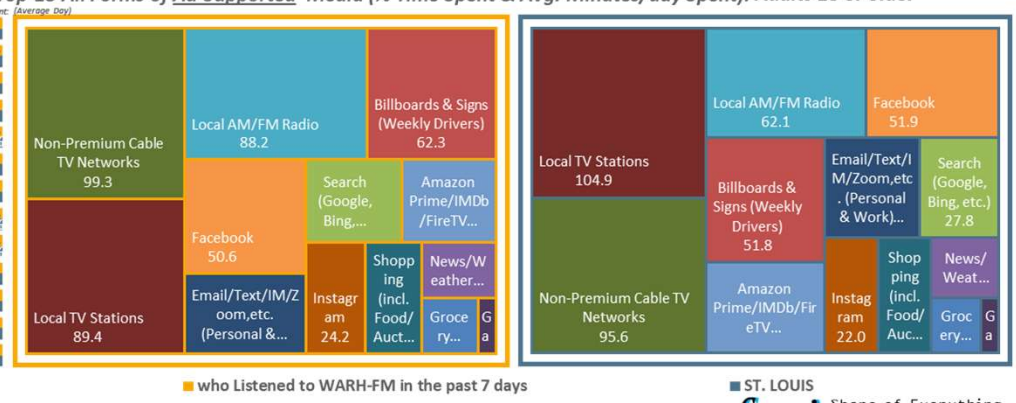
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 394

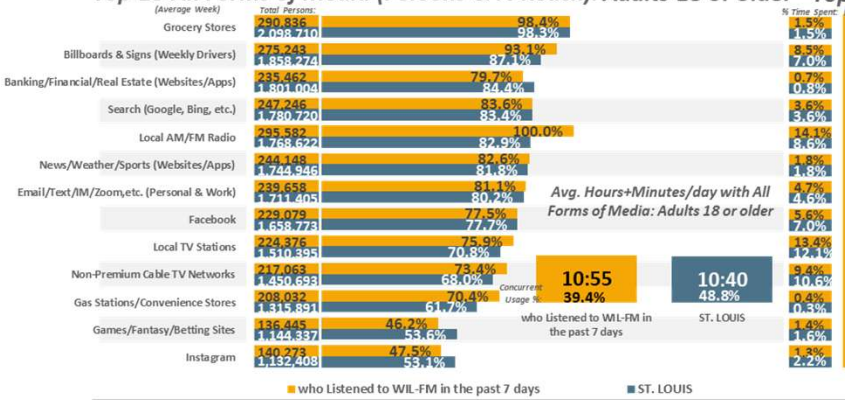
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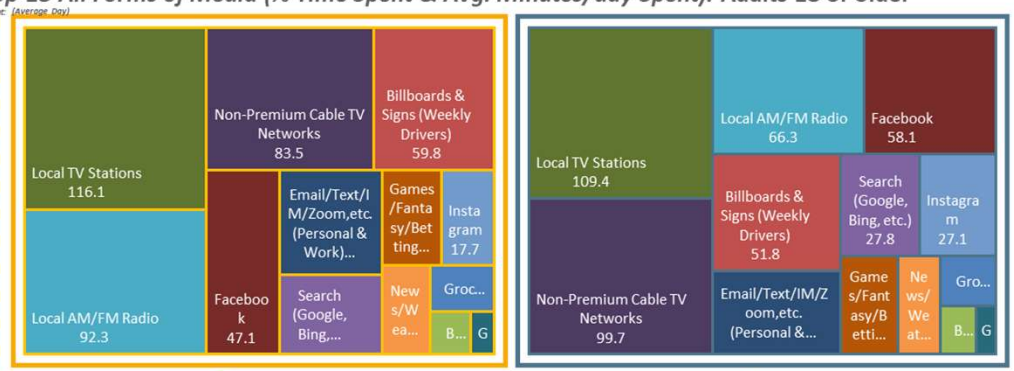
Radio Stations: WARH-FM

Adults 18 or older who Listened to WIL-FM in the past 7 days spend an average of 8 hours and 38 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 89. minutes/day. *(Local Radio delivers 17.2% of Time with Ad-Supported Media.)*

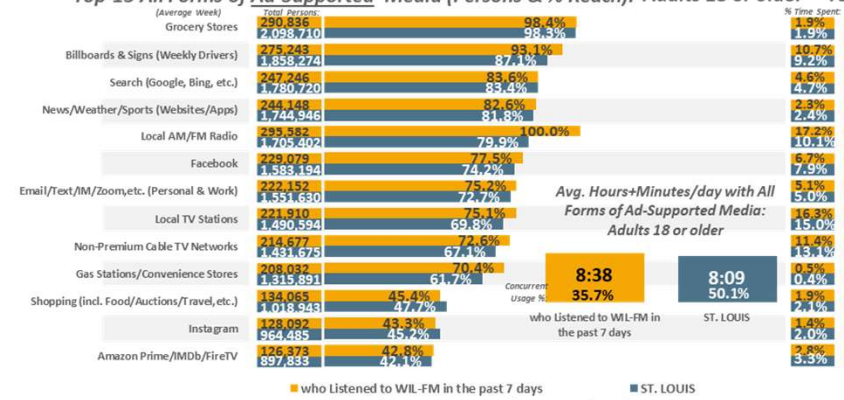
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



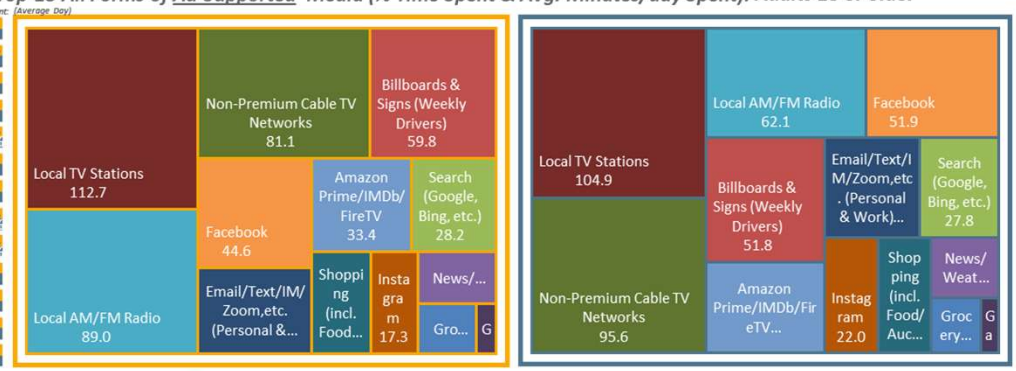
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 274

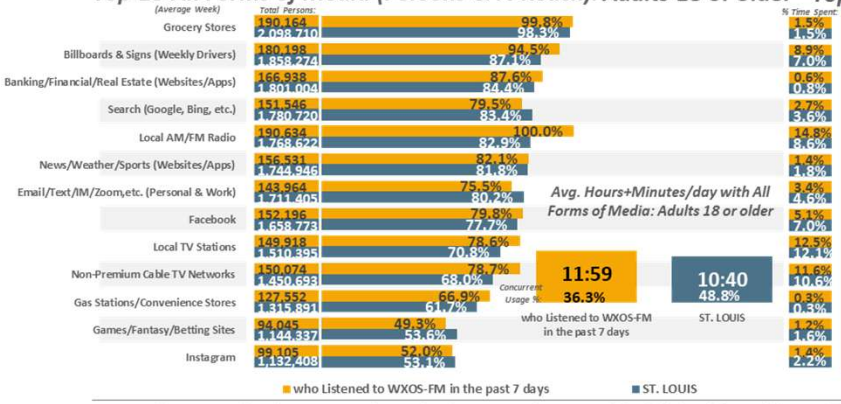
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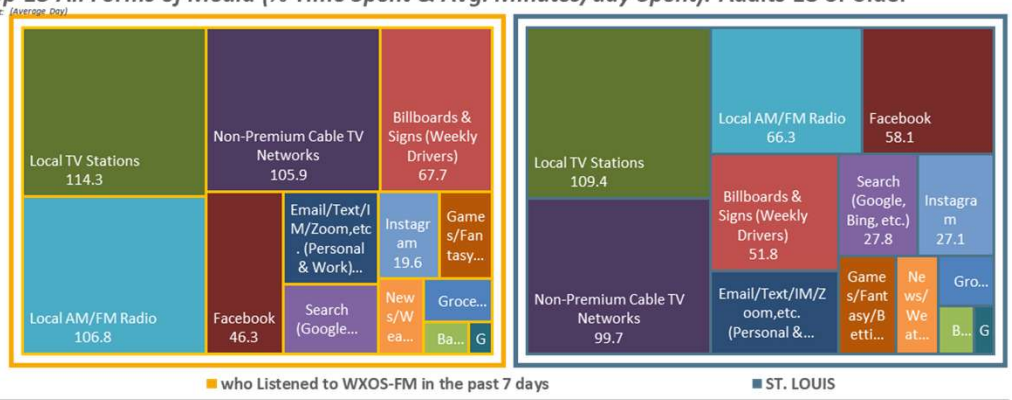
Radio Stations: WIL-FM

Adults 18 or older who Listened to WXOS-FM in the past 7 days spend an average of 9 hours and 32 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 96.4 minutes/day. *(Local Radio delivers 16.8% of Time with Ad-Supported Media.)*

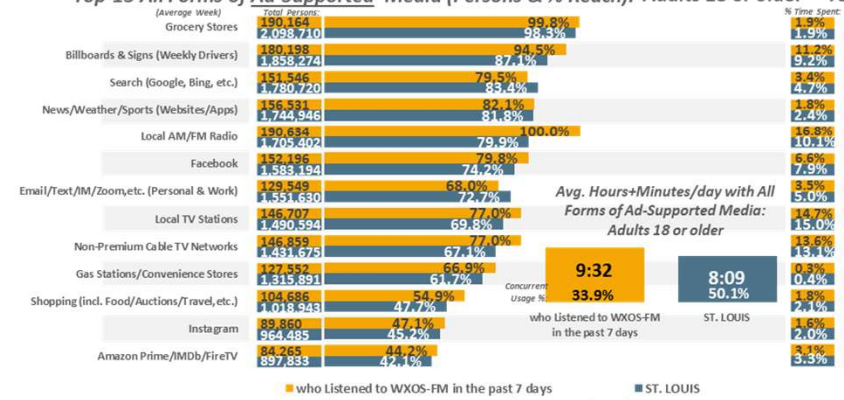
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



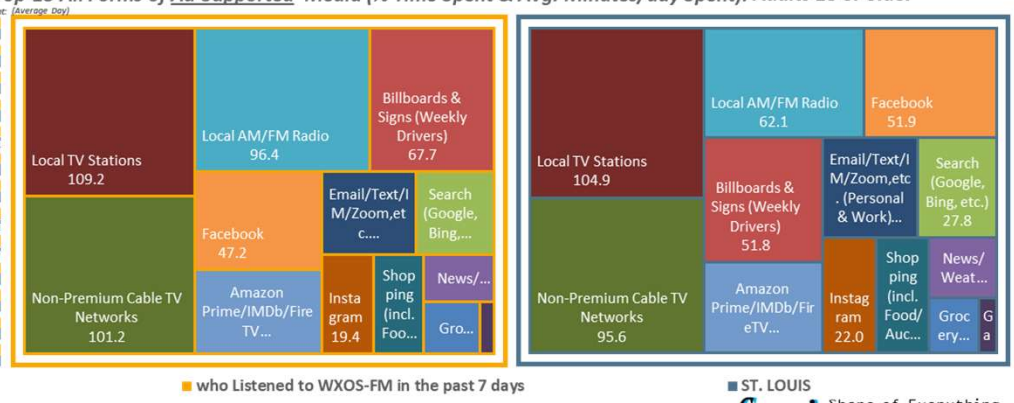
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 177

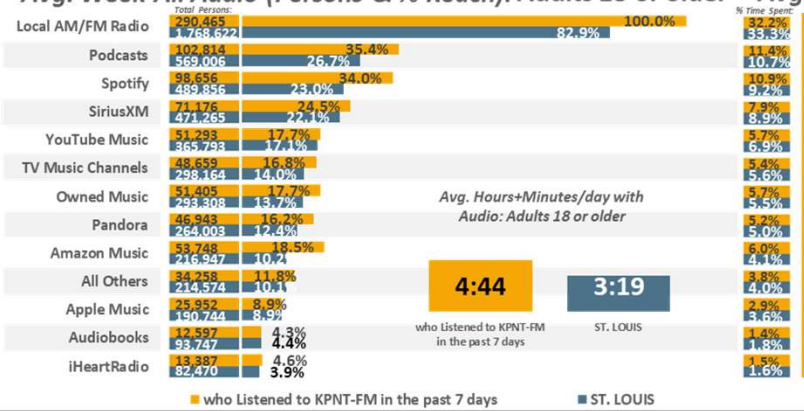
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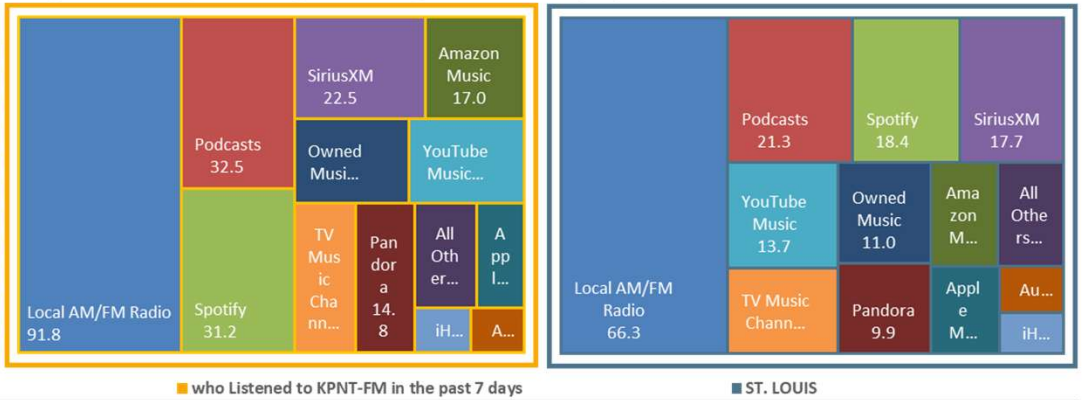
Radio Stations: WXOS-FM

290,465 or 100.% of Adults 18 or older who Listened to KPNT-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 85.6 minutes every day representing 41.5% of all time spent daily with Ad-Supported Audio.

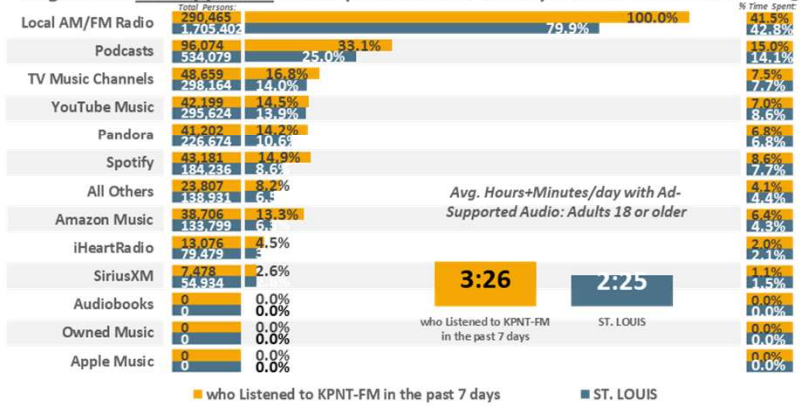
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



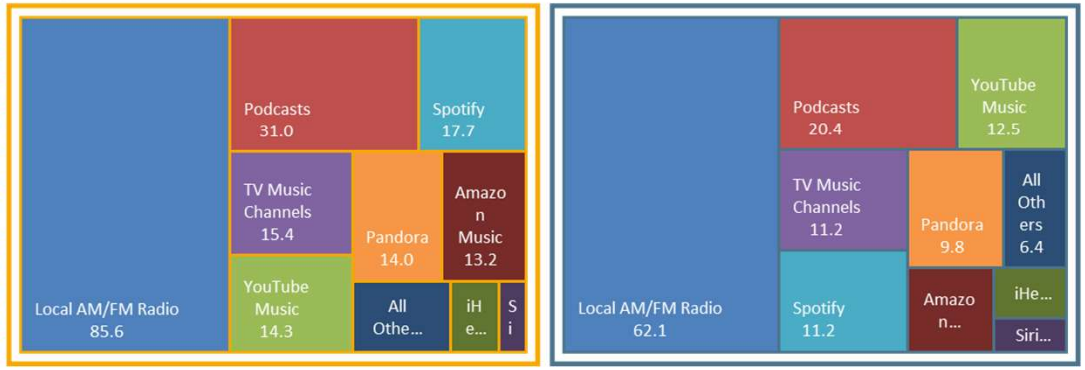
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 249

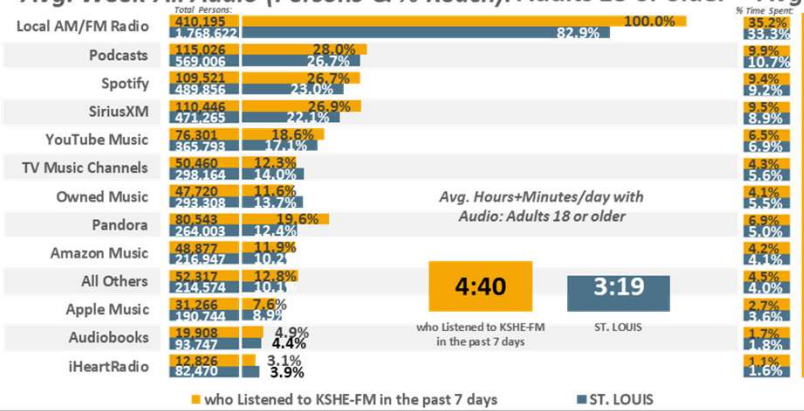
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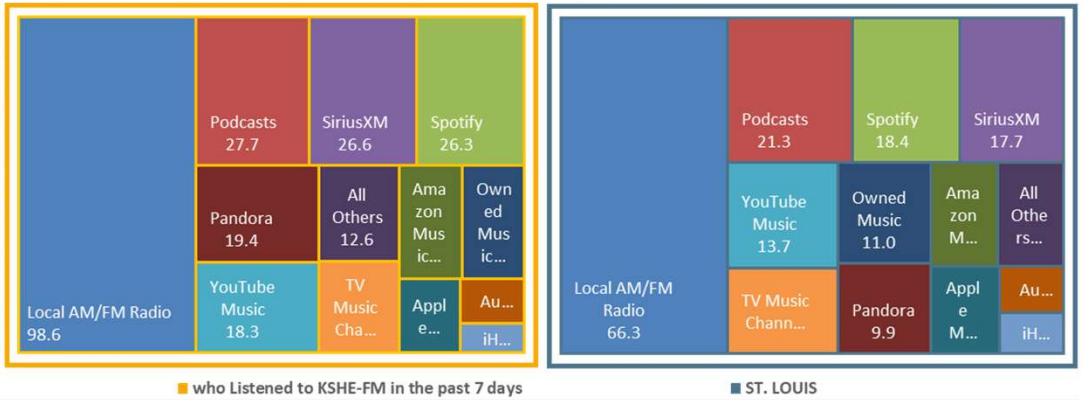
Radio Stations: KPNT-FM

410,195 or 100.% of Adults 18 or older who Listened to KSHE-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 92.3 minutes every day representing 44.4% of all time spent daily with Ad-Supported Audio.

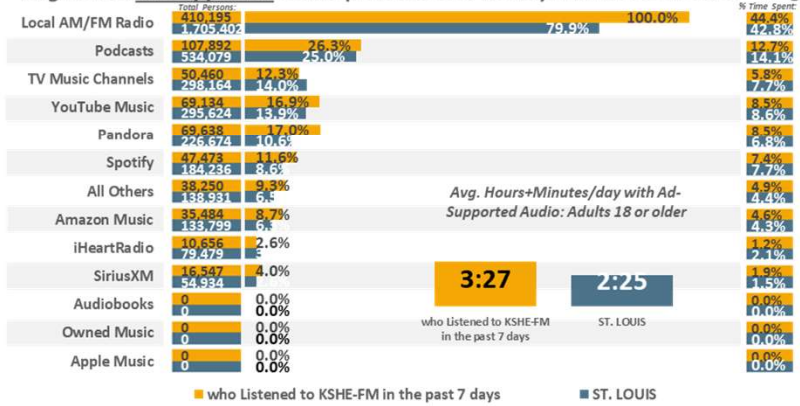
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



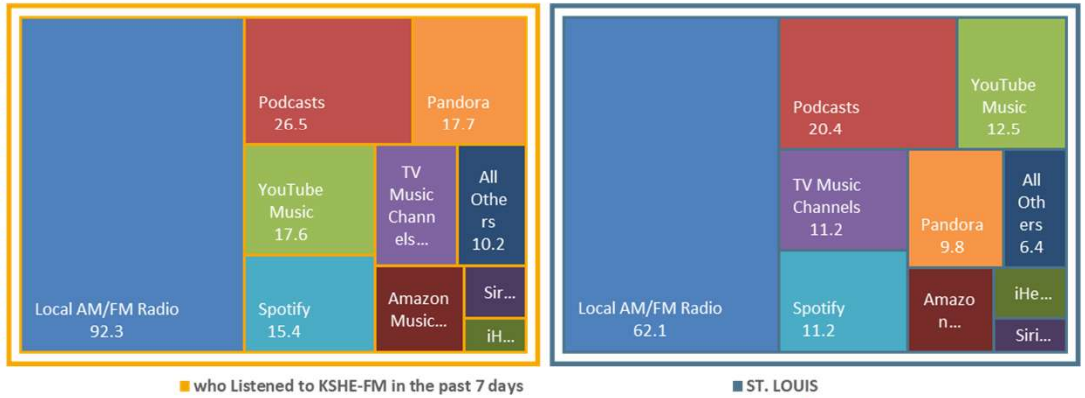
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 357

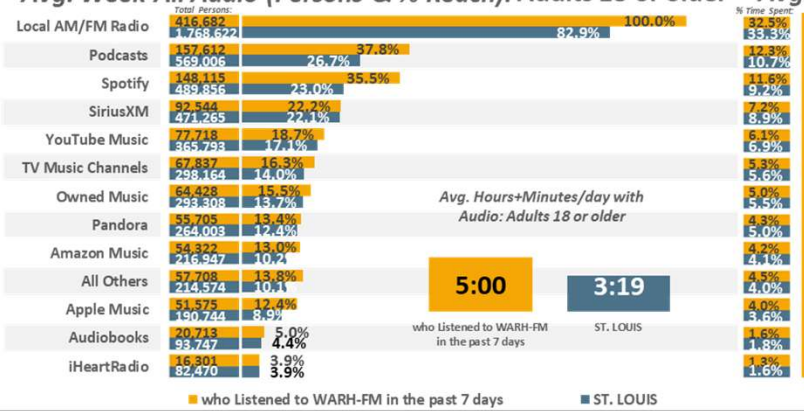
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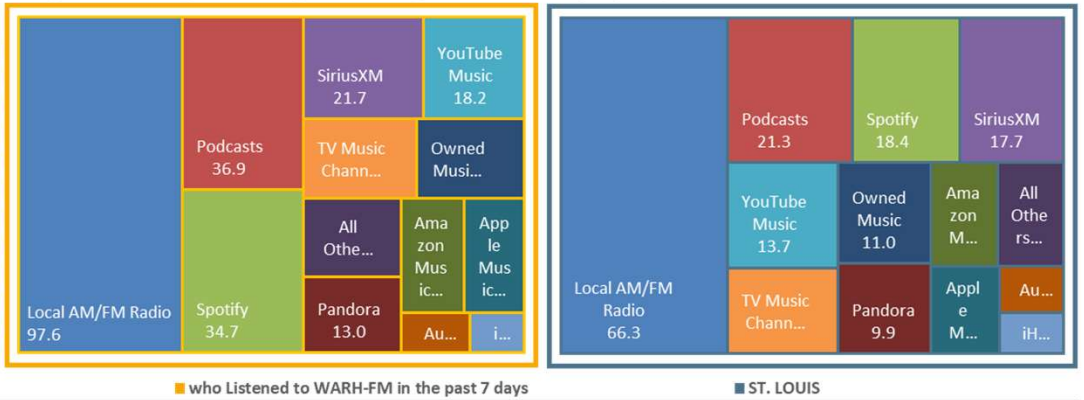
Radio Stations: KSHE-FM

416,682 or 100.% of Adults 18 or older who Listened to WARH-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 88.2 minutes every day representing 41.7% of all time spent daily with Ad-Supported Audio.

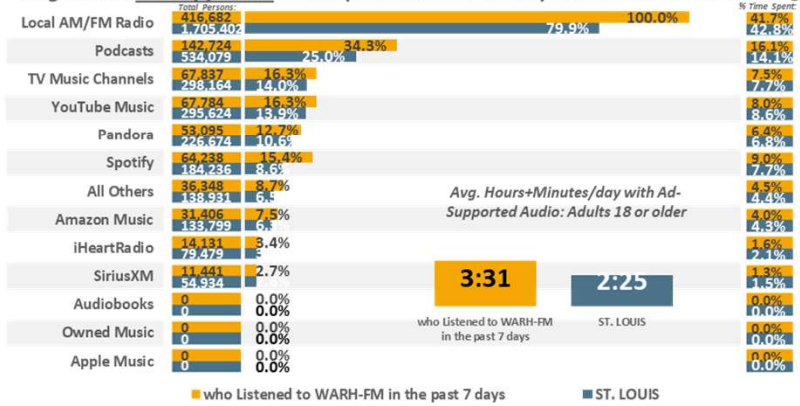
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



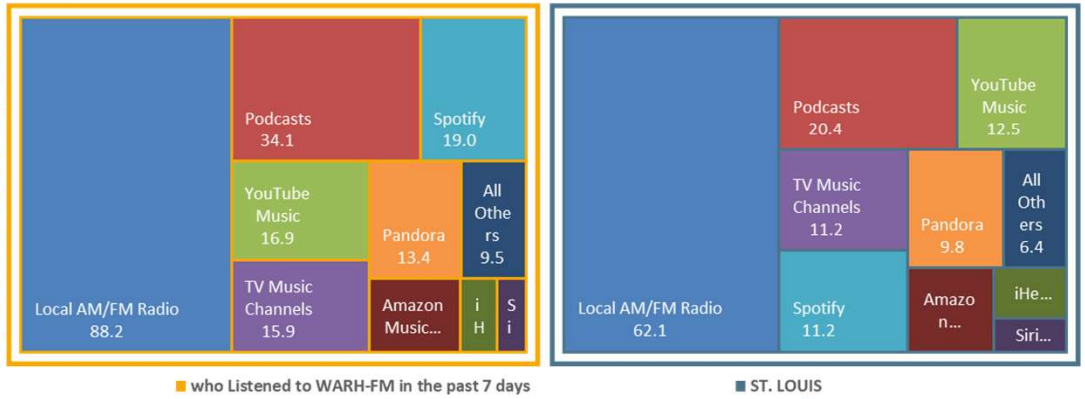
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 394

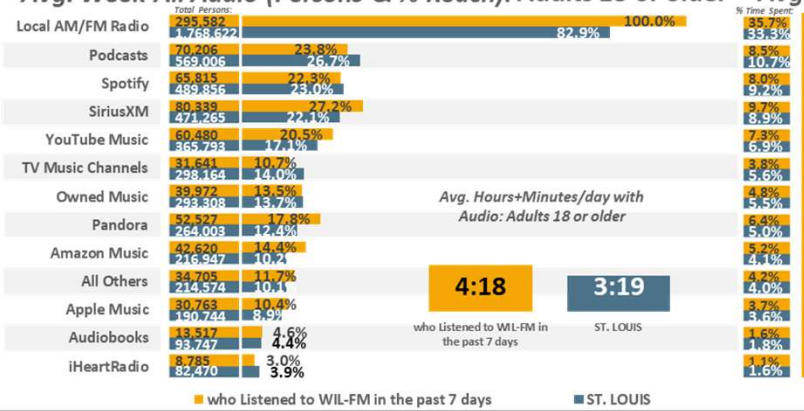
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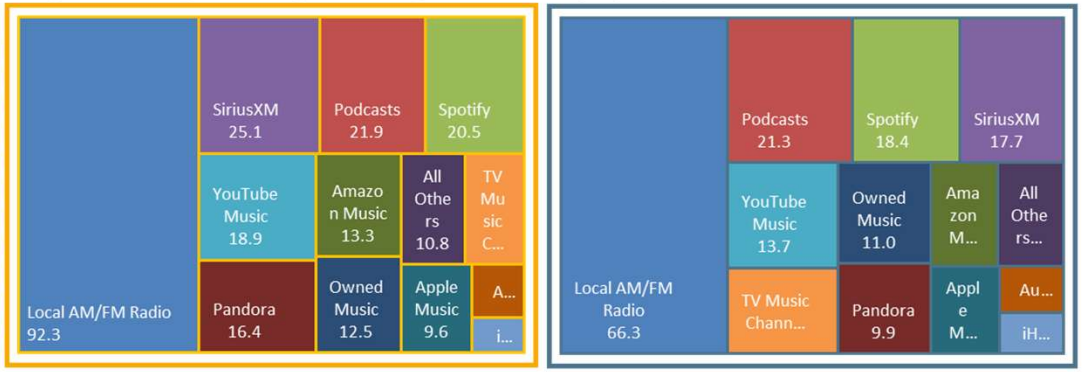
Radio Stations: WARH-FM

295,582 or 100.% of Adults 18 or older who Listened to WIL-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 89. minutes every day representing 47.5% of all time spent daily with Ad-Supported Audio.

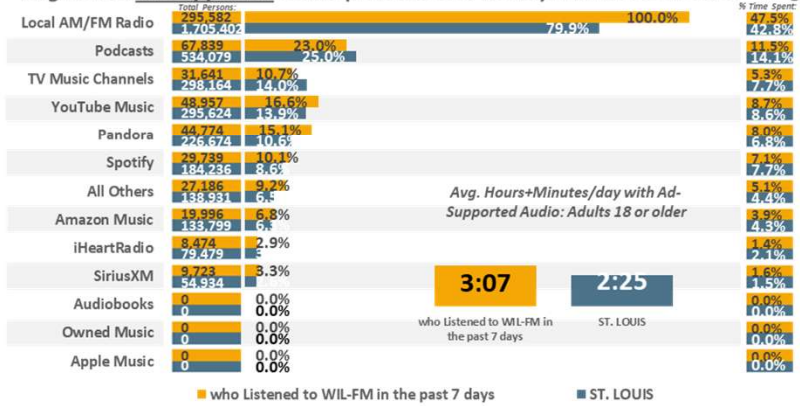
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



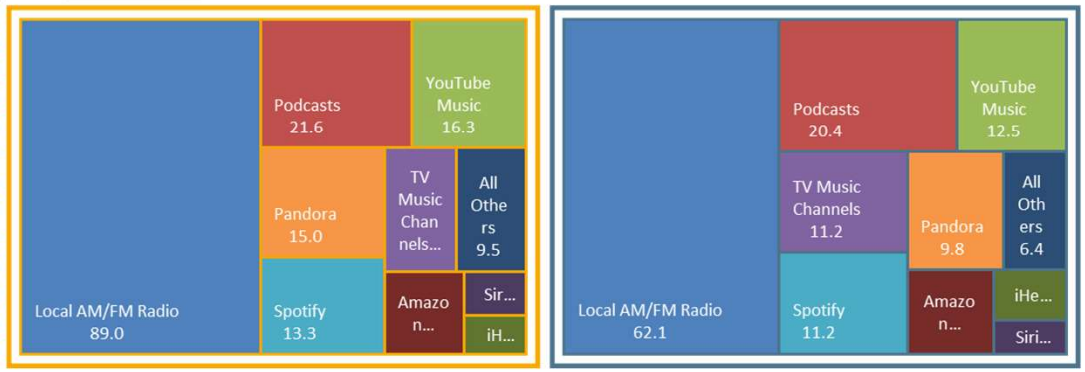
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 274

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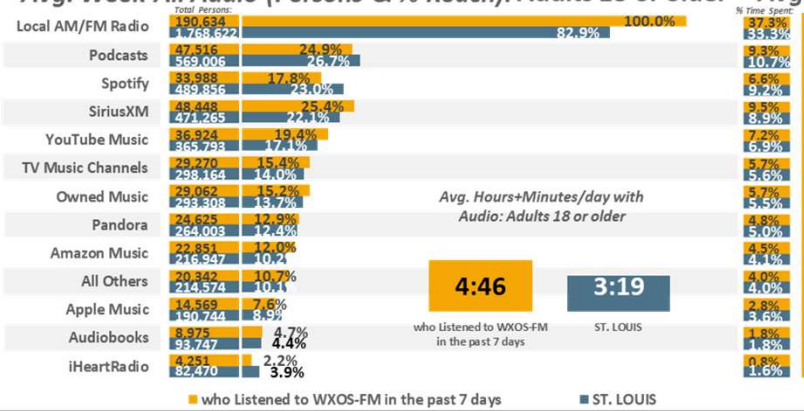
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Radio Stations: WIL-FM

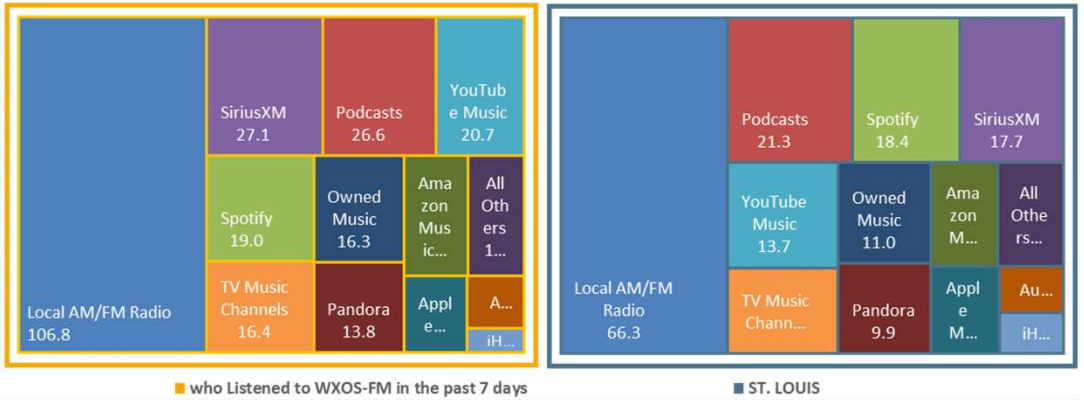
101 ESPN Sports Talk For St. Louis

190,634 or 100.% of Adults 18 or older who Listened to WXOS-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 96.4 minutes every day representing 46.8% of all time spent daily with Ad-Supported Audio.

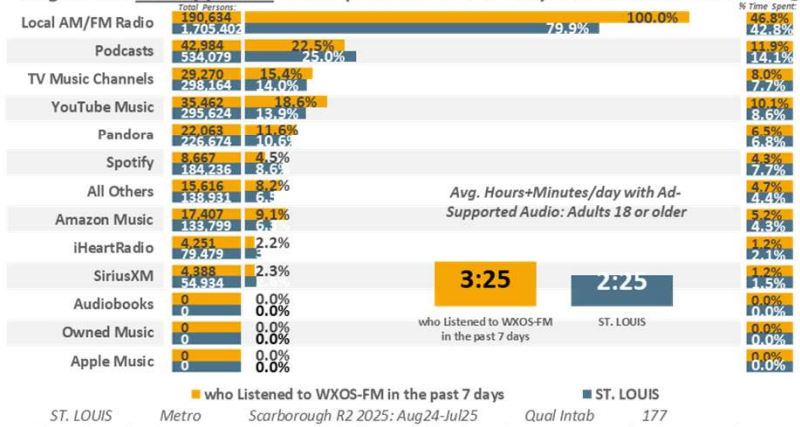
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



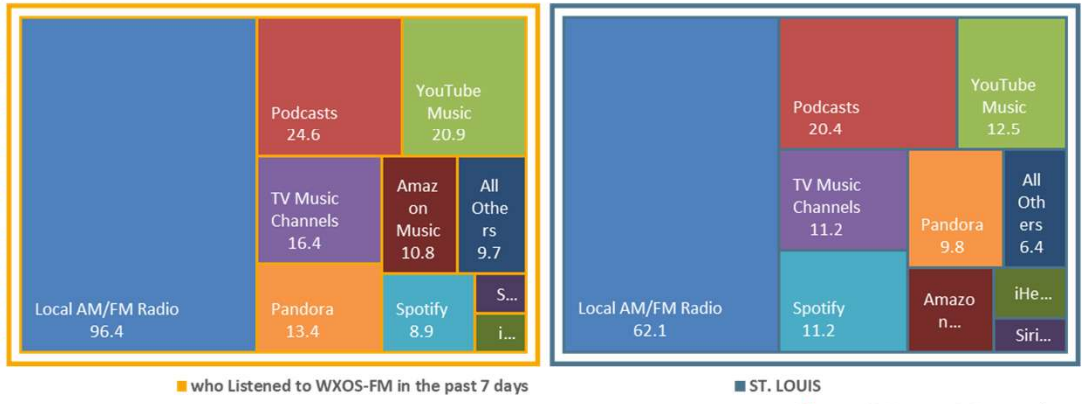
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



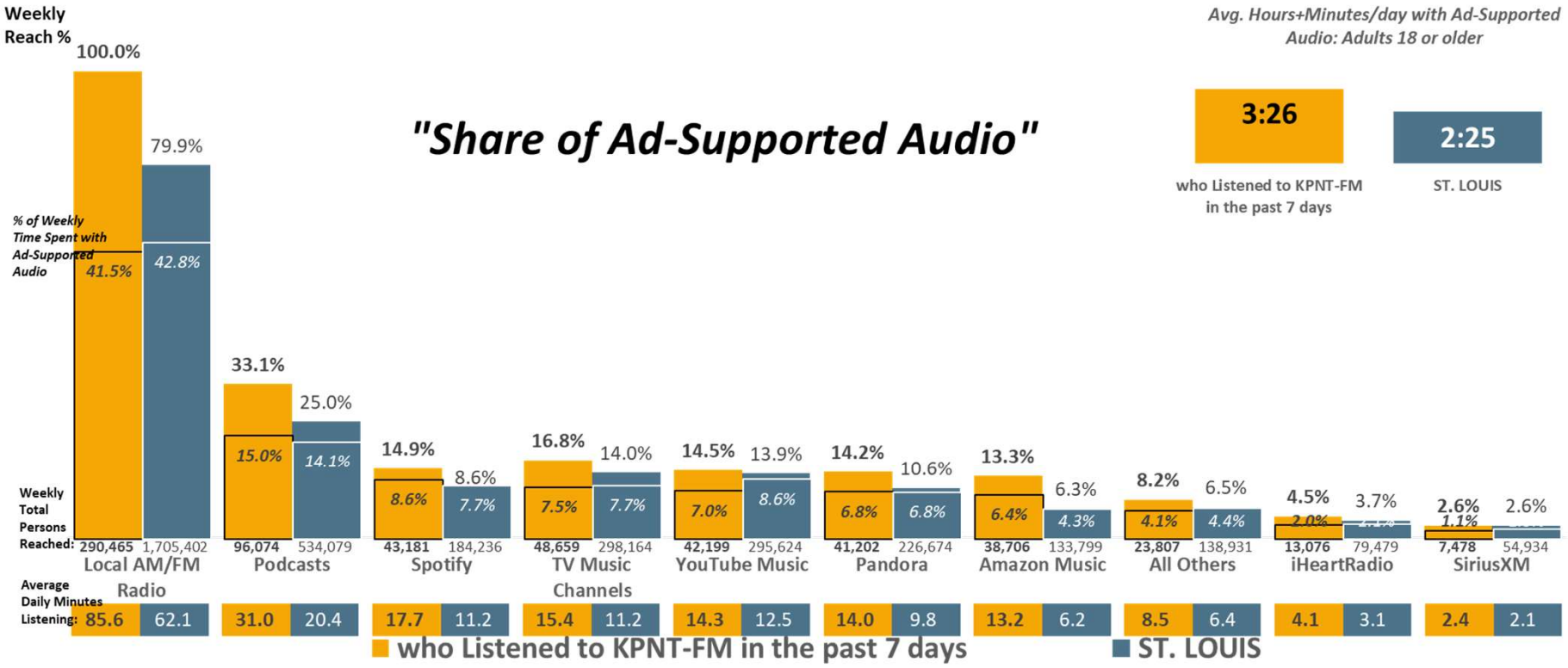
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 177

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Radio Stations: WXOS-FM

290,465 or 100.% of Adults 18 or older who Listened to KPNT-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 85.6 minutes every day representing 41.5% of all time spent daily with Ad-Supported Audio.



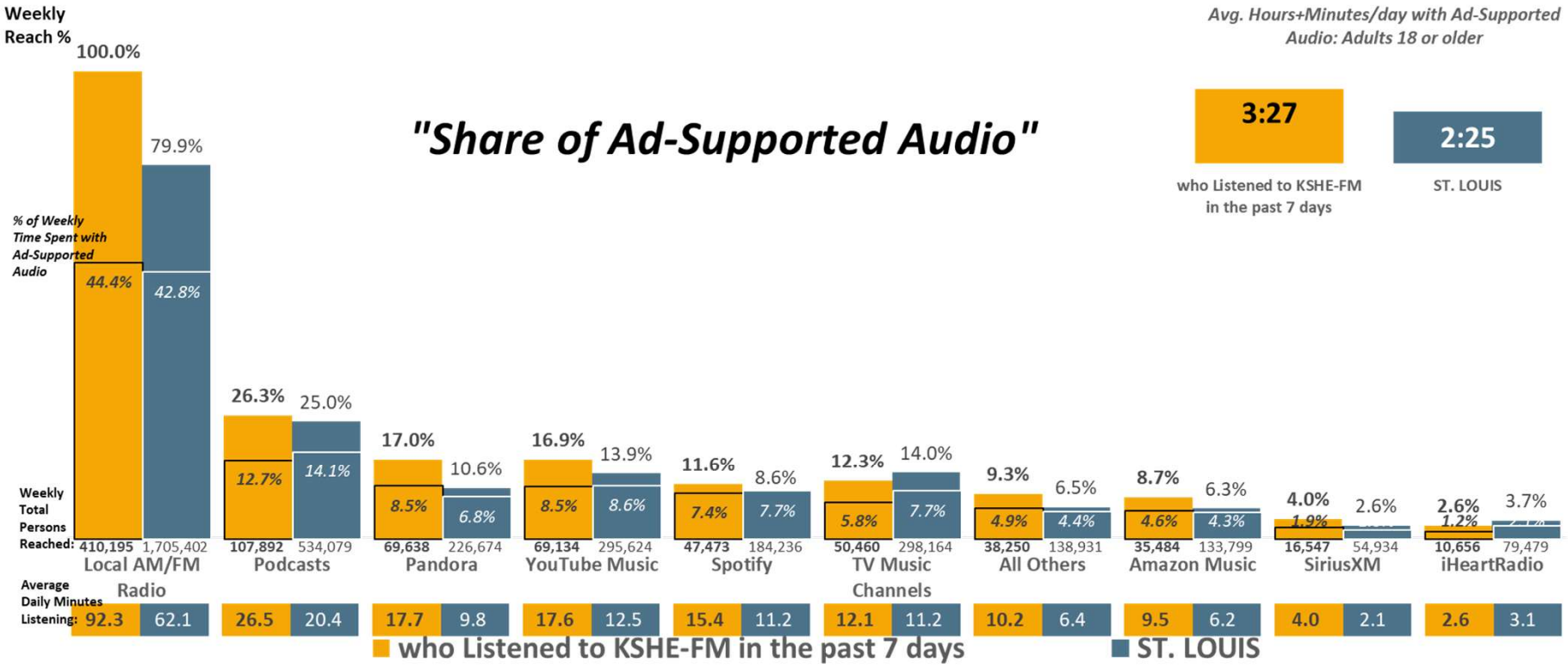
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 249 ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,904

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Radio Stations: KPNT-FM

410,195 or 100.% of Adults 18 or older who Listened to KSHE-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 92.3 minutes every day representing 44.4% of all time spent daily with Ad-Supported Audio.



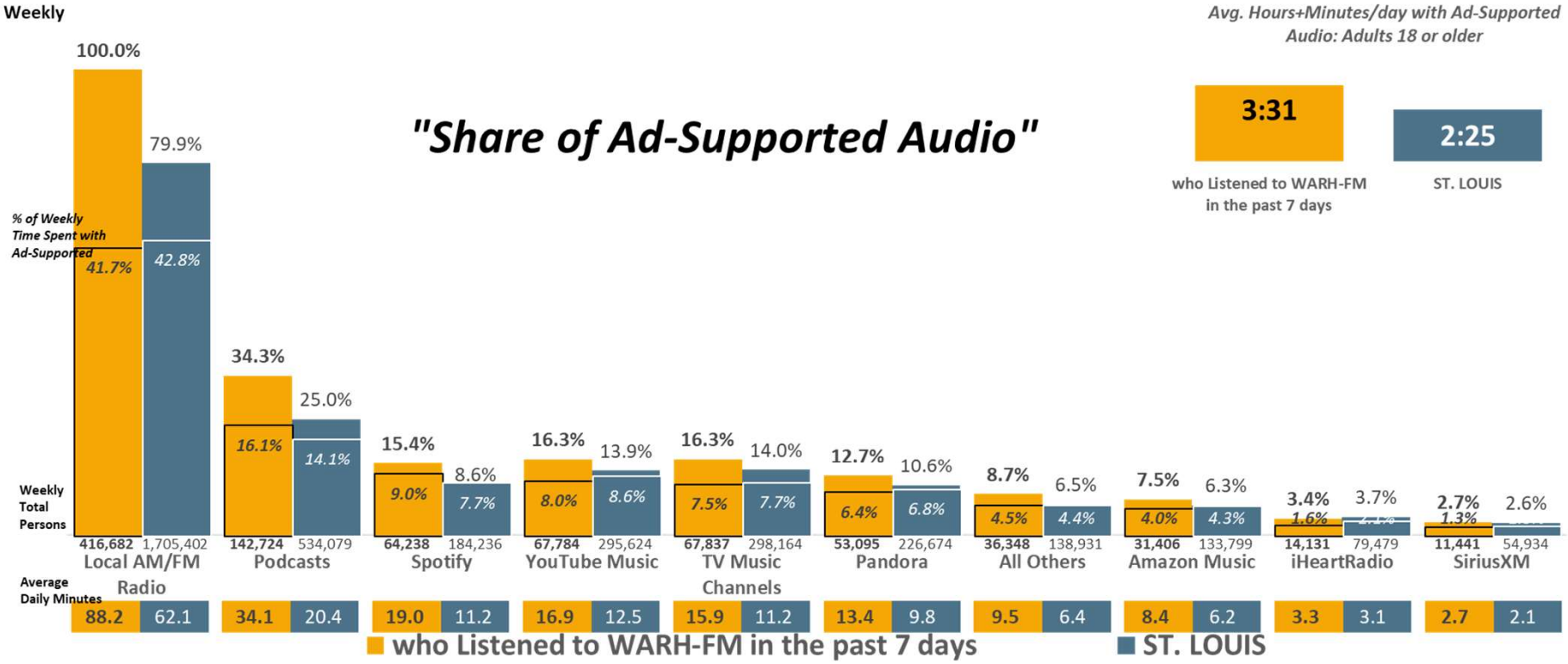
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Radio Stations: KSHE-FM

416,682 or 100.% of Adults 18 or older who Listened to WARH-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 88.2 minutes every day representing 41.7% of all time spent daily with Ad-Supported Audio.



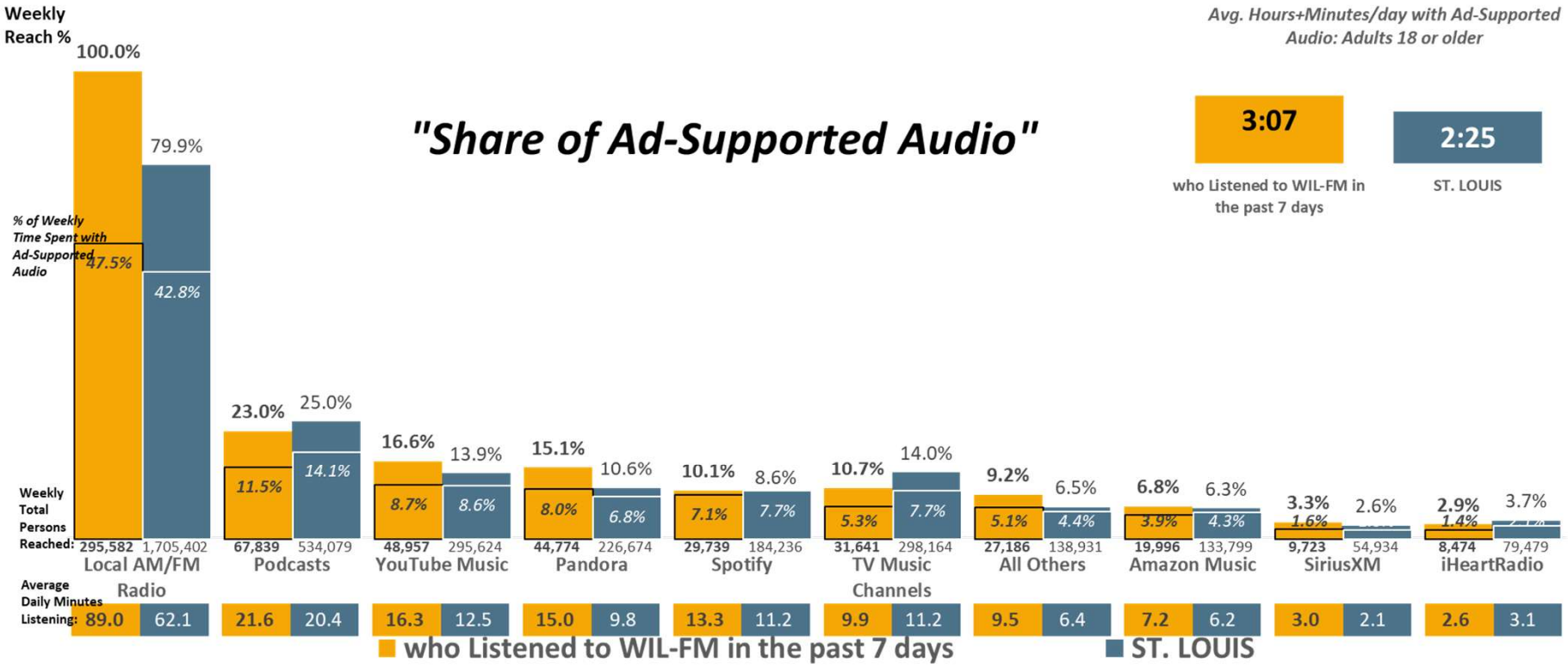
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 394 ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,904

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Radio Stations: WARH-FM

295,582 or 100.% of Adults 18 or older who Listened to WIL-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 89. minutes every day representing 47.5% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	YouTube Music	Pandora	Spotify	TV Music Channels	All Others	Amazon Music	SiriusXM	iHeartRadio
Weekly Reach %	100.0%	23.0%	16.6%	15.1%	10.1%	10.7%	9.2%	6.8%	3.3%	2.9%
	79.9%	25.0%	13.9%	10.6%	8.6%	14.0%	6.5%	6.3%	2.6%	3.7%
% of Weekly Time Spent with Ad-Supported Audio	47.5%	11.5%	8.7%	8.0%	7.1%	5.3%	5.1%	3.9%	1.6%	1.4%
	42.8%	14.1%	8.6%	6.8%	7.7%	7.7%	4.4%	4.3%		
Weekly Total Persons Reached:	295,582	67,839	48,957	44,774	29,739	31,641	27,186	19,996	9,723	8,474
	1,705,402	534,079	295,624	226,674	184,236	298,164	138,931	133,799	54,934	79,479
Average Daily Minutes Listening:	89.0	21.6	16.3	15.0	13.3	9.9	9.5	7.2	3.0	2.6
	62.1	20.4	12.5	9.8	11.2	11.2	6.4	6.2	2.1	3.1

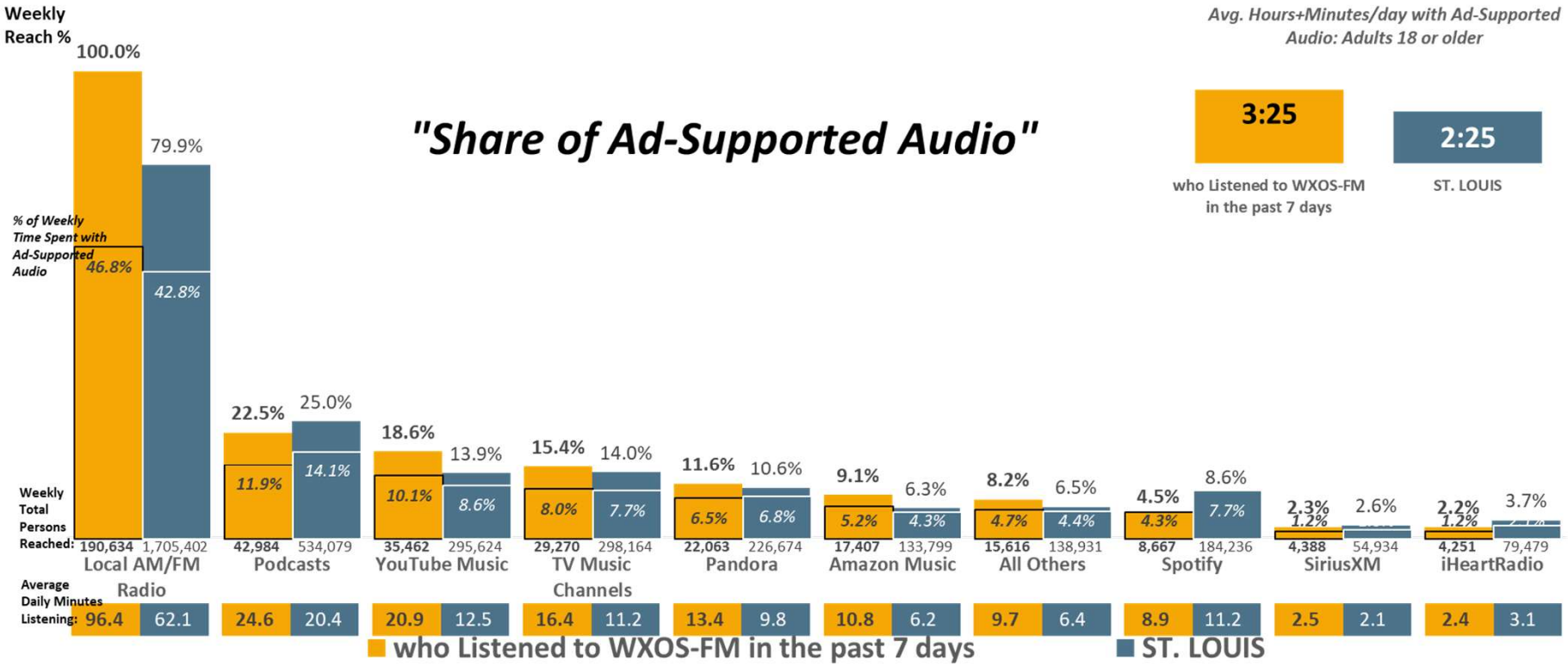
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 274 ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,904

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Radio Stations: WIL-FM

190,634 or 100.% of Adults 18 or older who Listened to WXOS-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 96.4 minutes every day representing 46.8% of all time spent daily with Ad-Supported Audio.



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 177 ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,904

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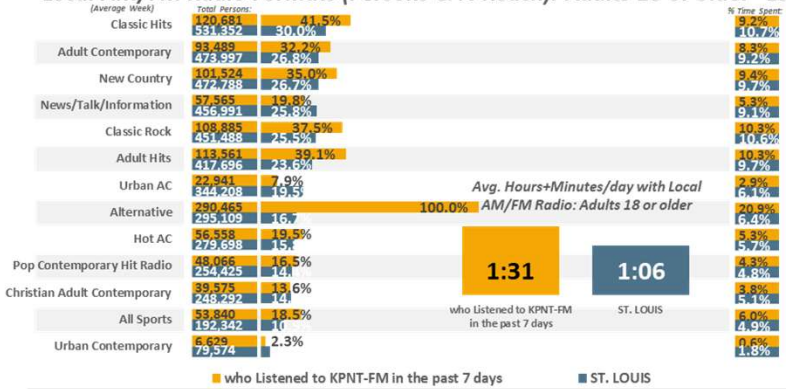
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Radio Stations: WXOS-FM

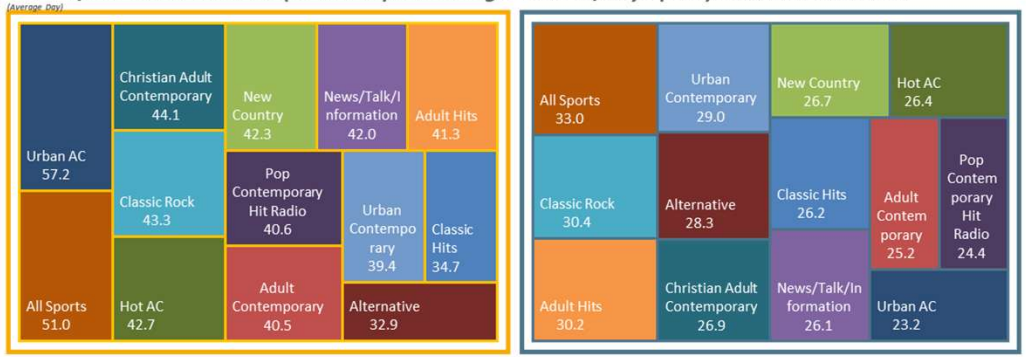
105.7 THE POINT
EVERYTHING ALTERNATIVE

290,465 or 100.% of Adults 18 or older who Listened to KPNT-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Alternative, Classic Hits, Adult Hits, Classic Rock, and New Country.

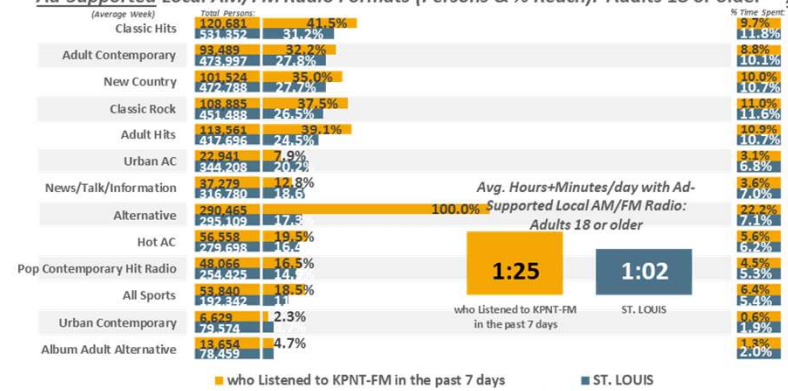
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



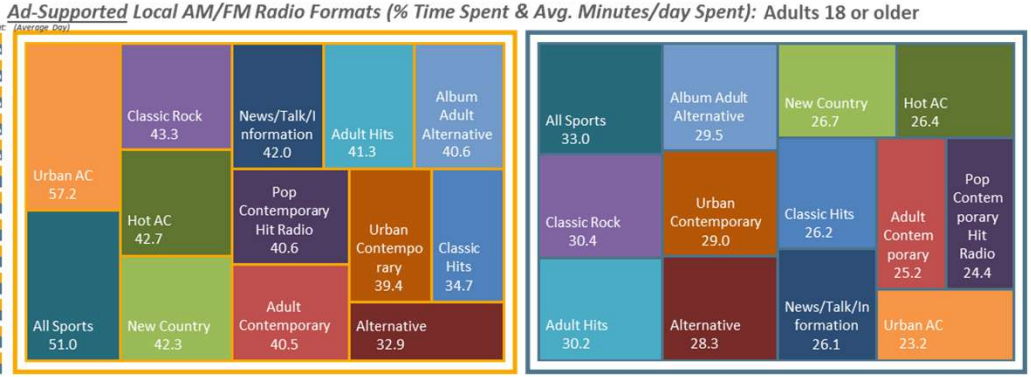
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 249

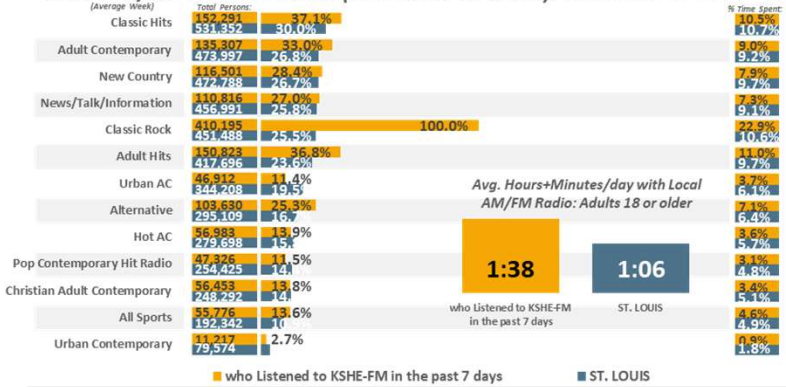
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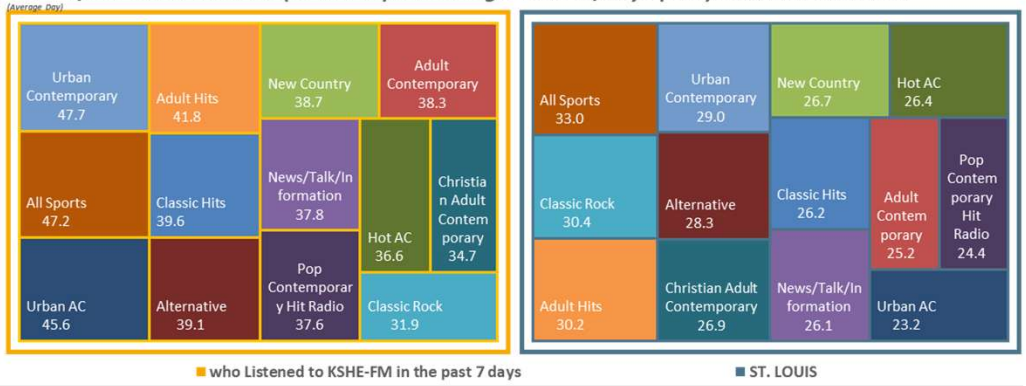
Radio Stations: KPNT-FM

410,195 or 100.% of Adults 18 or older who Listened to KSHE-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Classic Hits, Adult Hits, Adult Contemporary, and New Country.

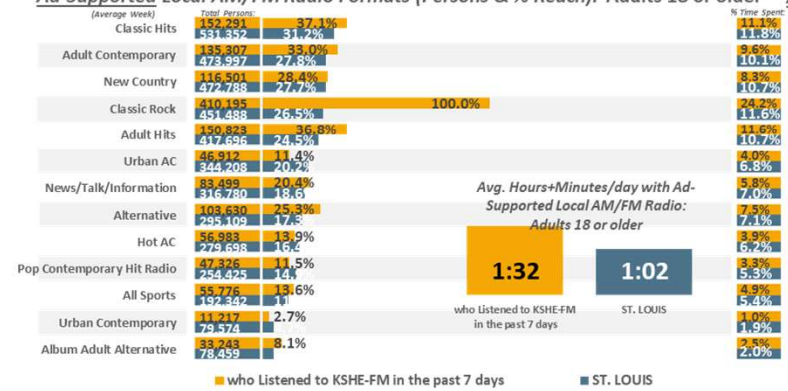
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



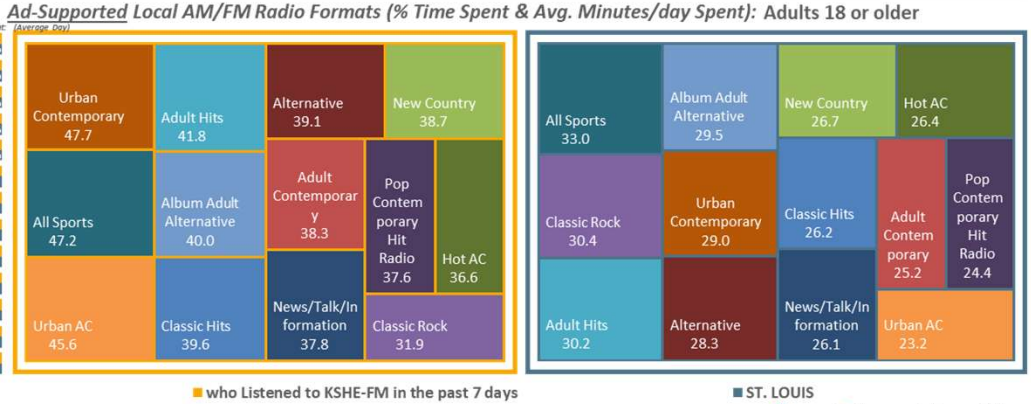
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 357

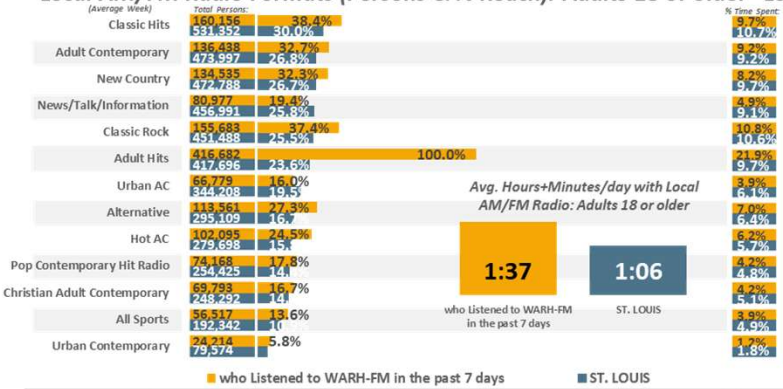
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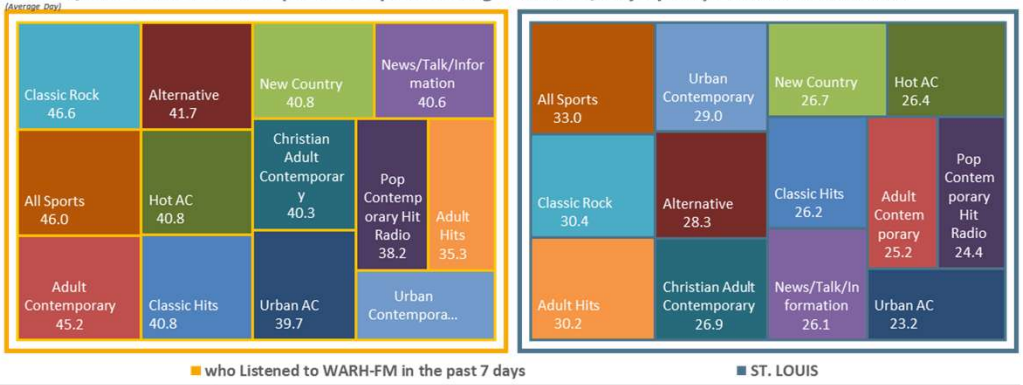
Radio Stations: KSHE-FM

416,682 or 100.% of Adults 18 or older who Listened to WARH-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Hits, Classic Hits, Classic Rock, Adult Contemporary, and New Country.

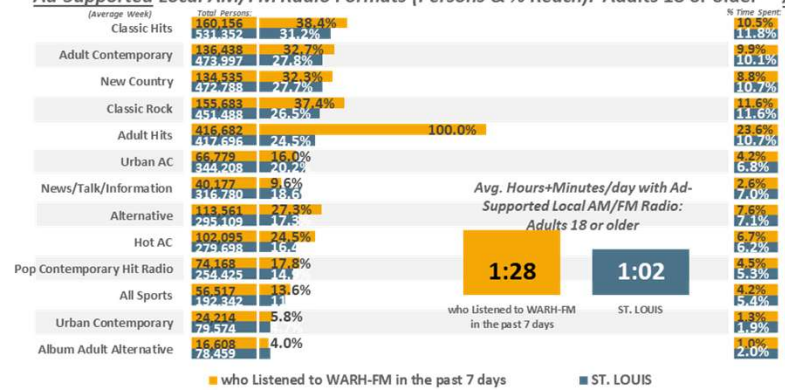
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



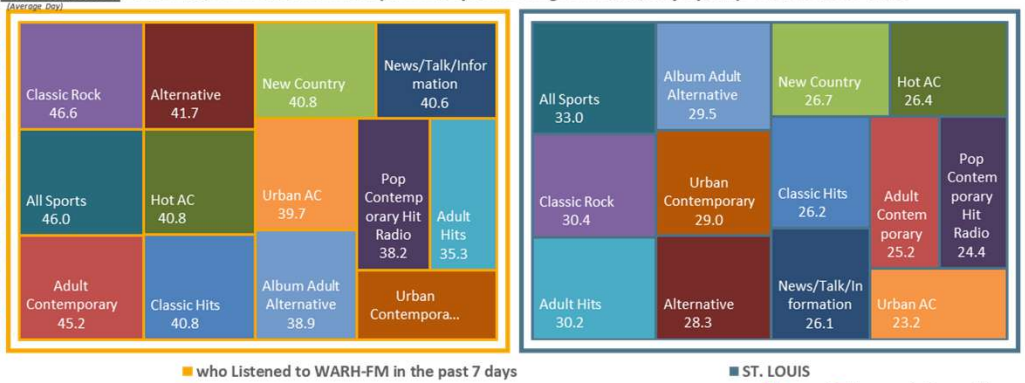
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 394

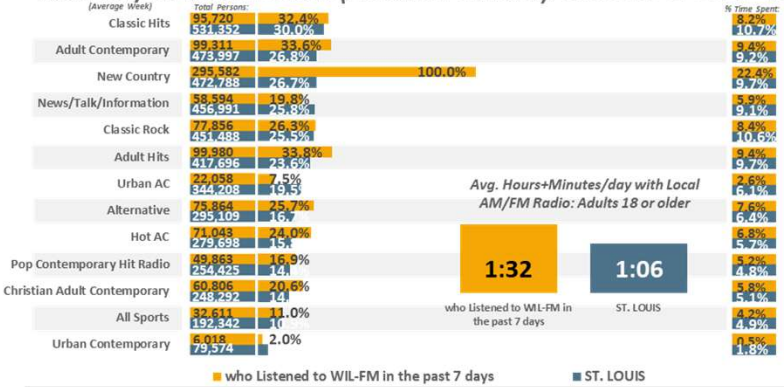
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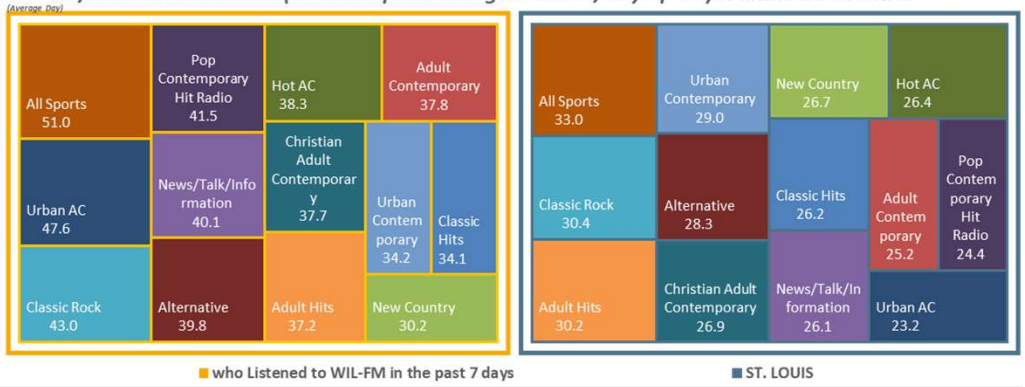
Radio Stations: WARH-FM

295,582 or 100.% of Adults 18 or older who Listened to WIL-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are New Country, Adult Hits, Adult Contemporary, Classic Hits, and Classic Rock.

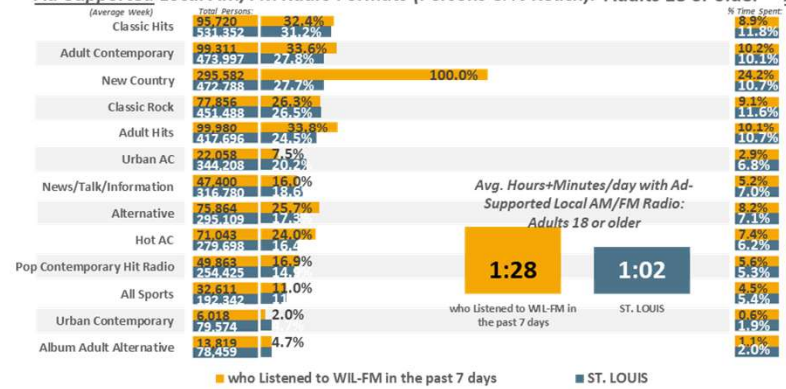
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



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



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



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 274

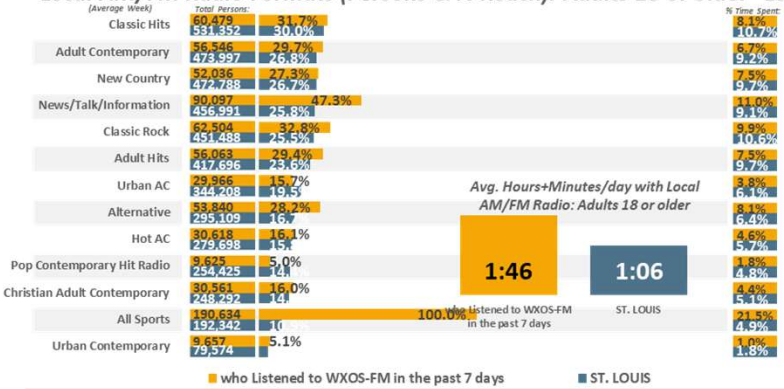
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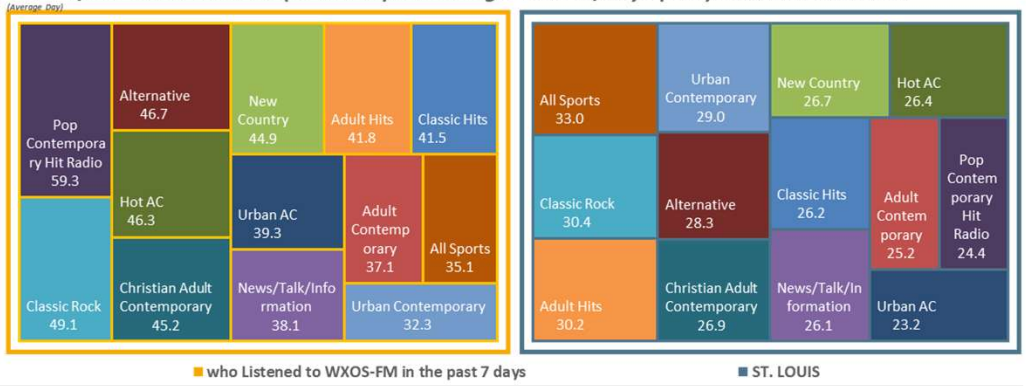
Radio Stations: WIL-FM

190,634 or 100.% of Adults 18 or older who Listened to WXOS-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All Sports, News/Talk/Information, Classic Rock, Classic Hits, and Adult Contemporary.

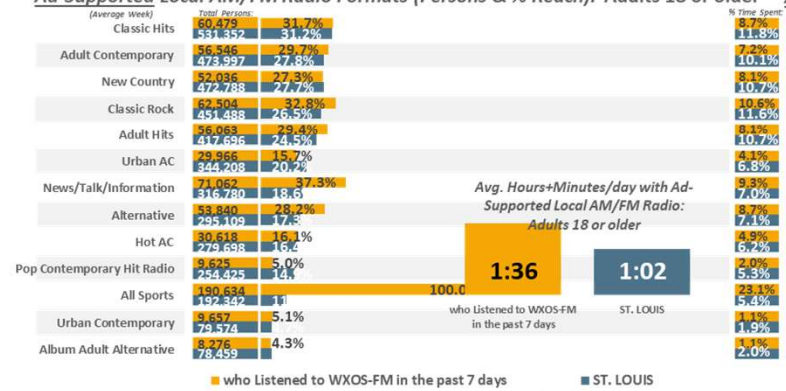
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



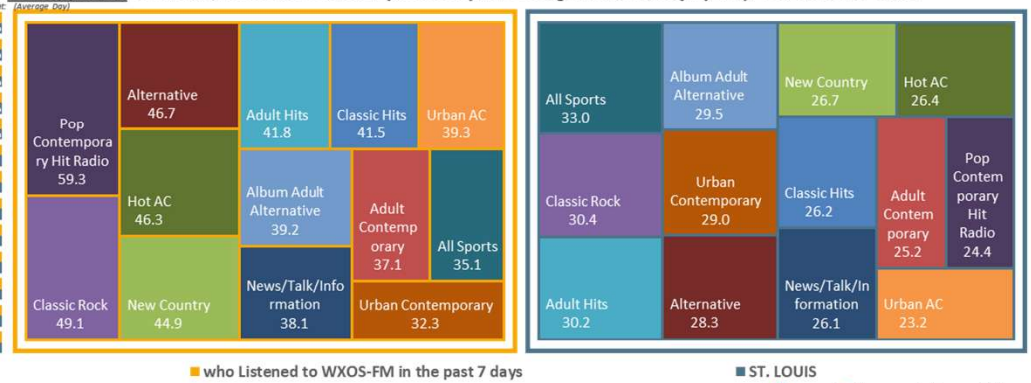
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 177

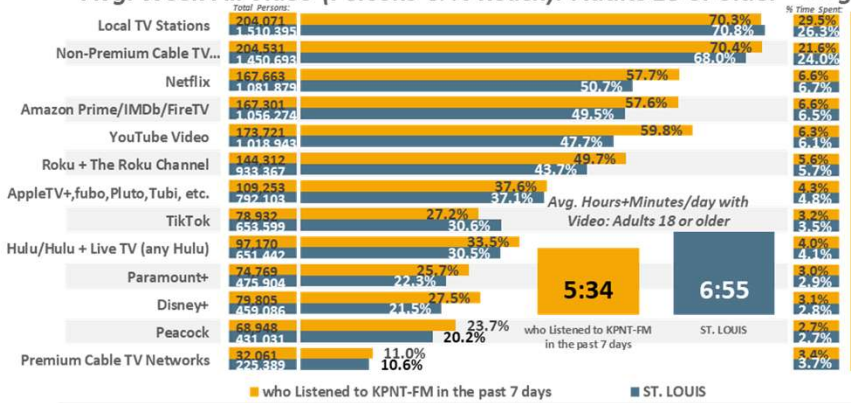
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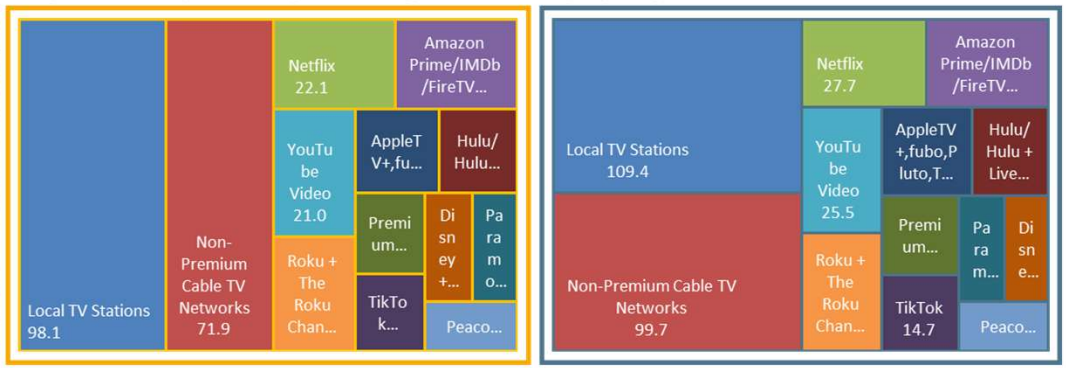
Radio Stations: WXOS-FM

202,076 or 69.6% of Adults 18 or older who Listened to KPNT-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 94.6 minutes every day representing 34.7% of all time spent daily with Ad-Supported Video.

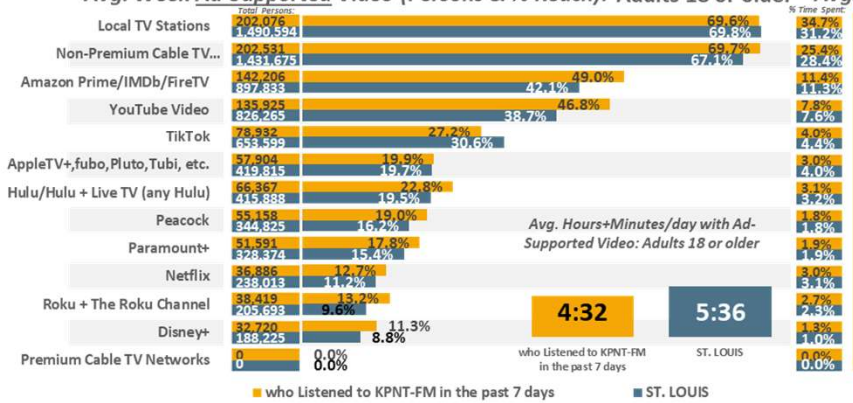
Avg. Week All Video (Persons & % Reach): Adults 18 or older



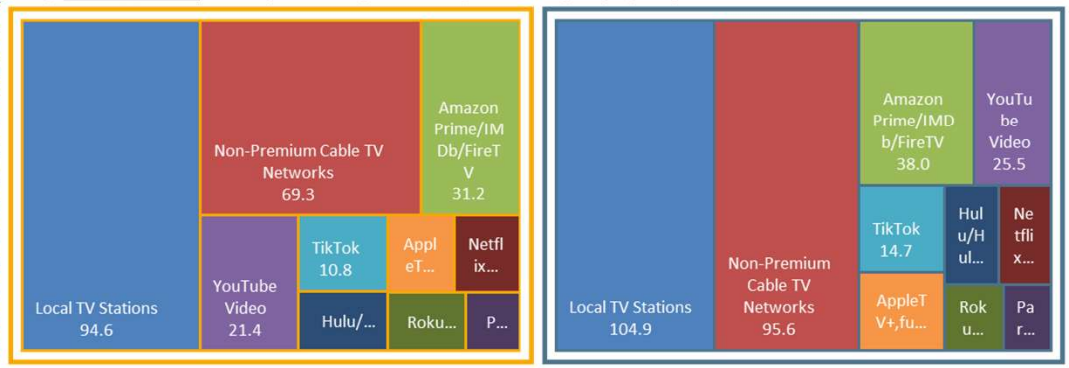
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 249

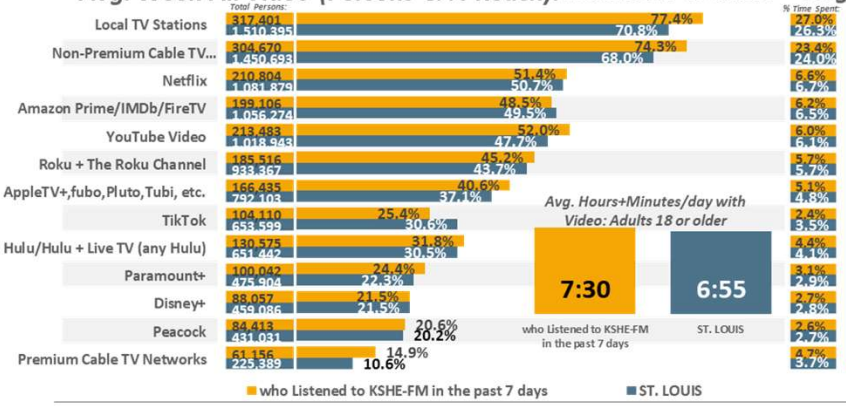
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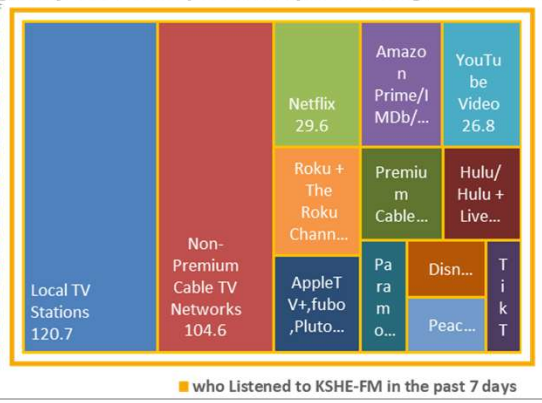
Radio Stations: KPNT-FM

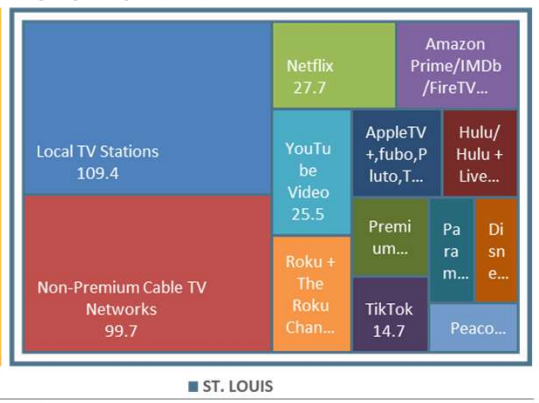
313,429 or 76.4% of Adults 18 or older who Listened to KSHE-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 115.4 minutes every day representing 31.6% of all time spent daily with Ad-Supported Video.

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

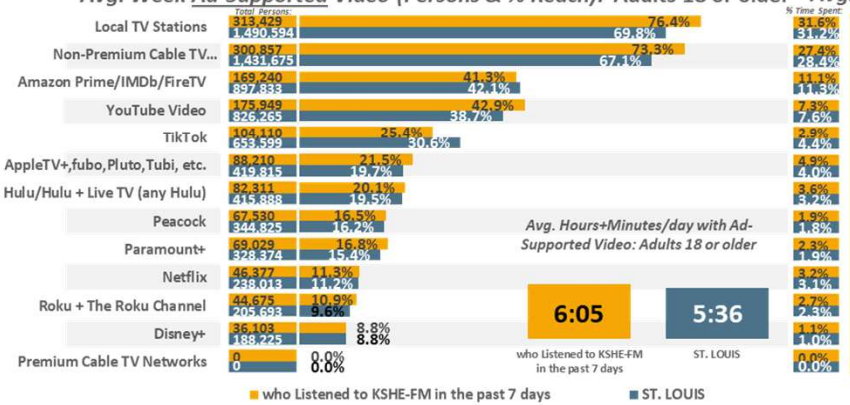


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

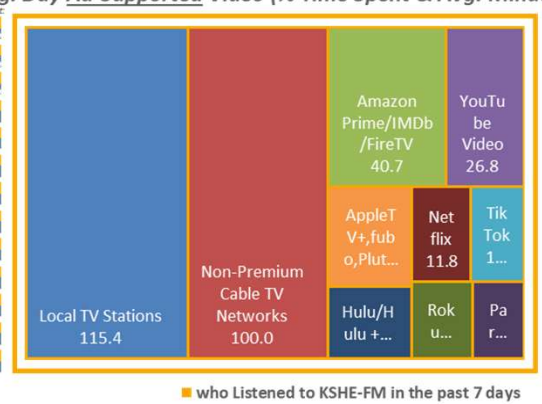


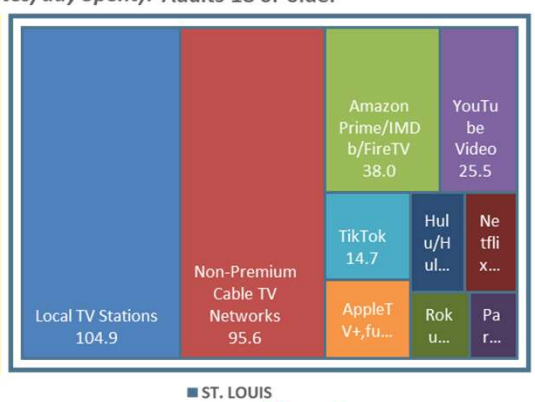


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 357

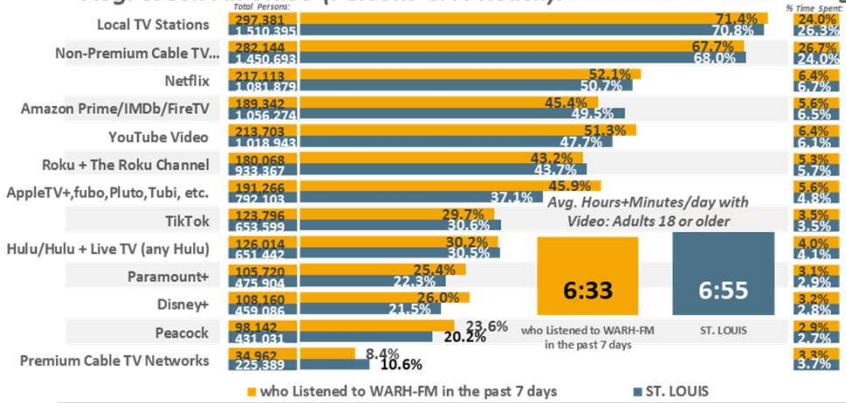
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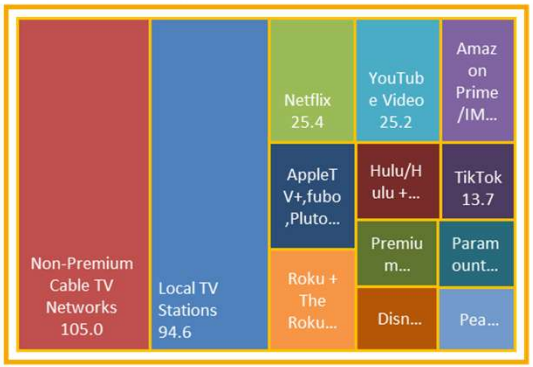
Radio Stations: KSHE-FM

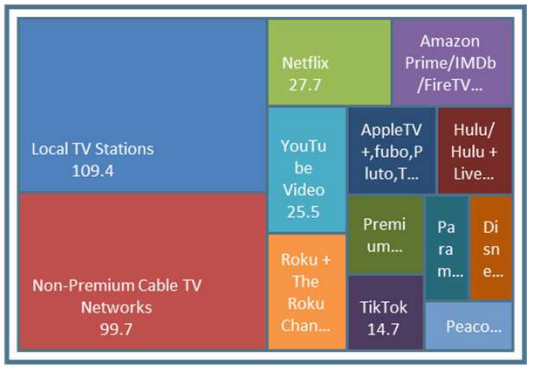
293,100 or 70.3% of Adults 18 or older who Listened to WARH-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 89.4 minutes every day representing 28.% of all time spent daily with Ad-Supported Video.

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

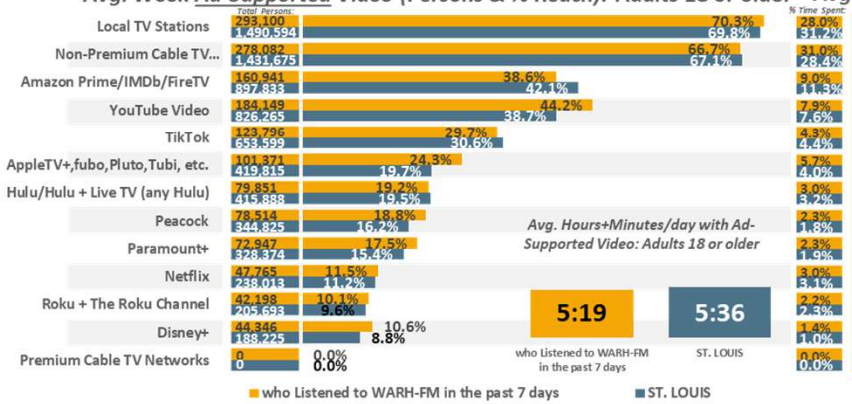


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

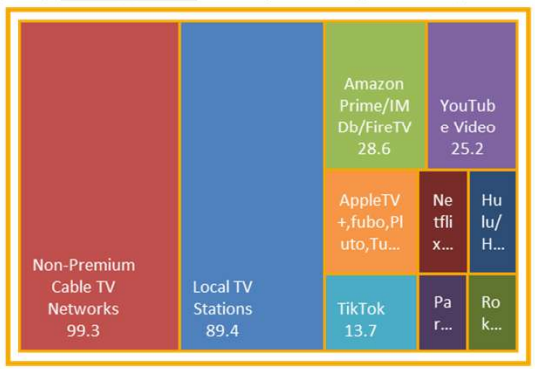


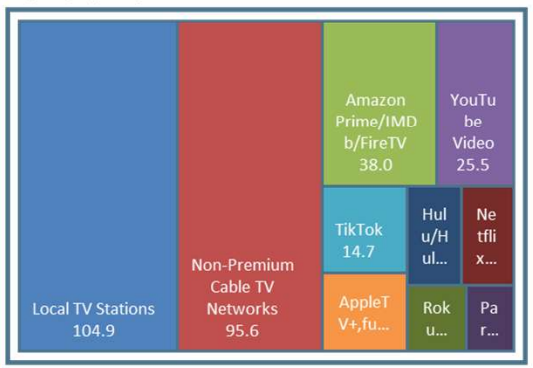


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 394

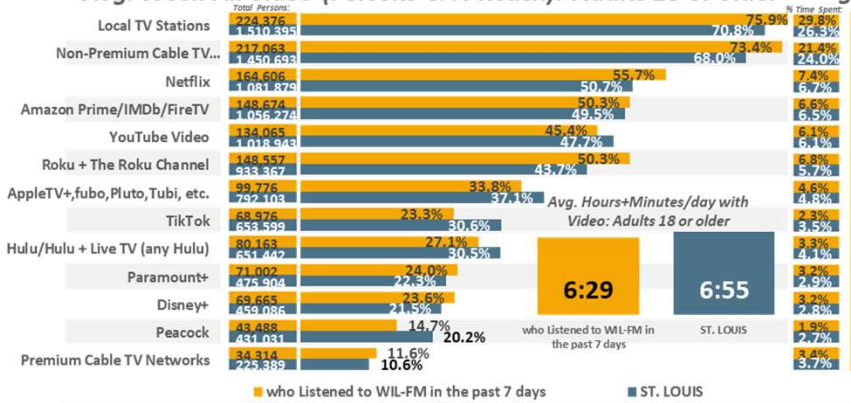
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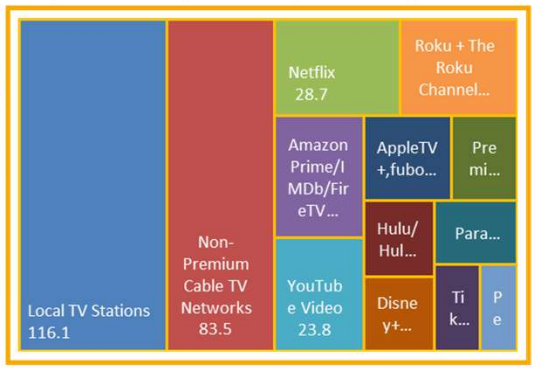
Radio Stations: WARH-FM

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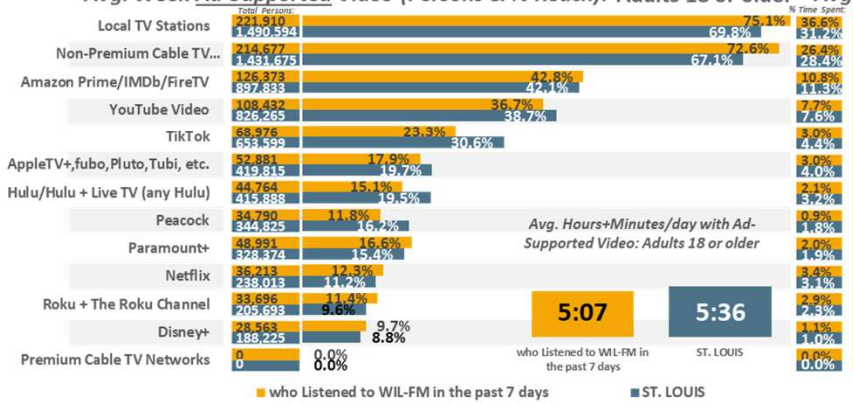
Avg. Week All Video (Persons & % Reach): Adults 18 or older



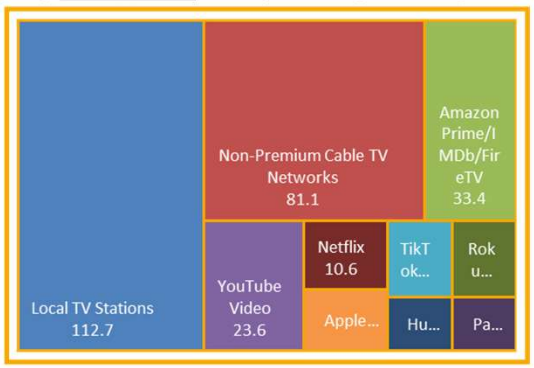
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 274

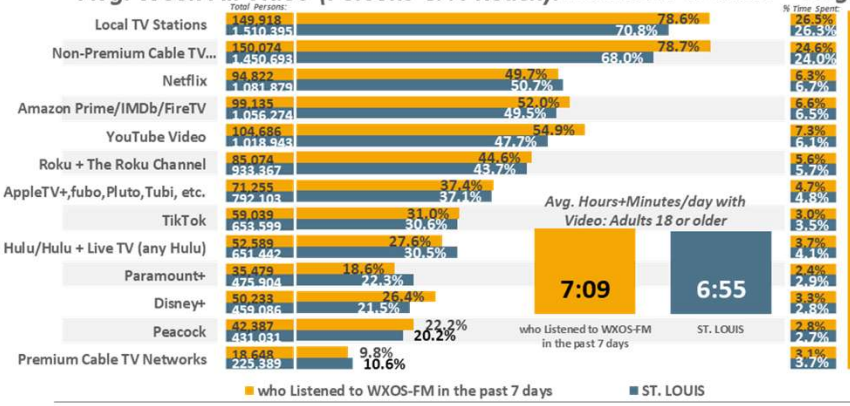
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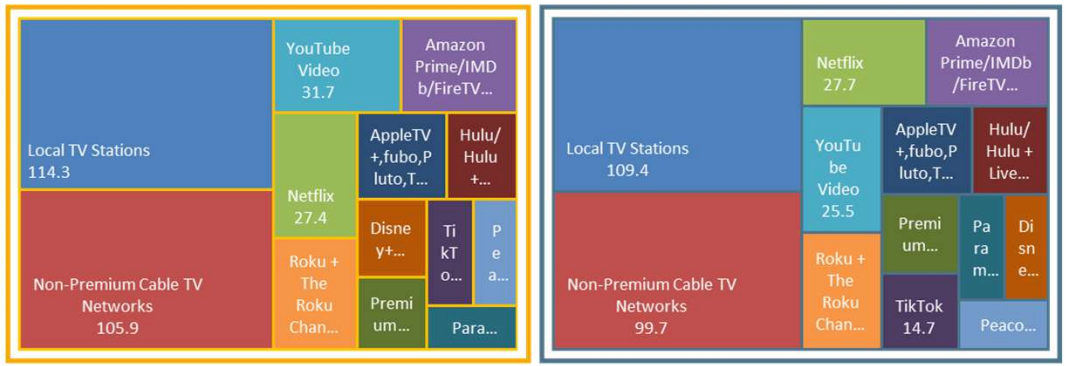
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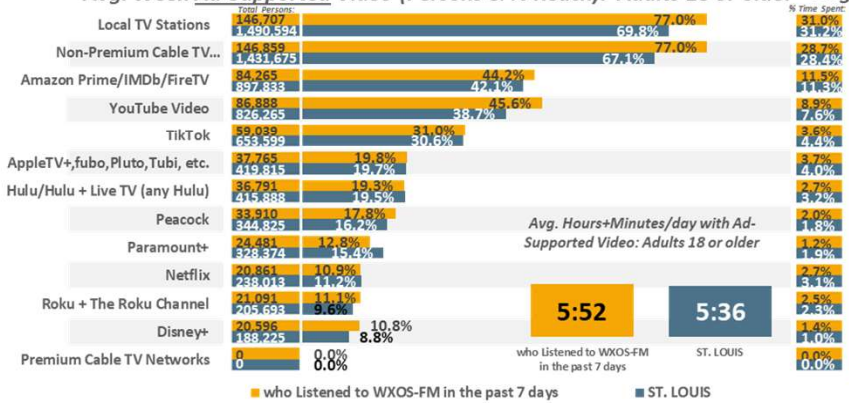
Avg. Week All Video (Persons & % Reach): Adults 18 or older



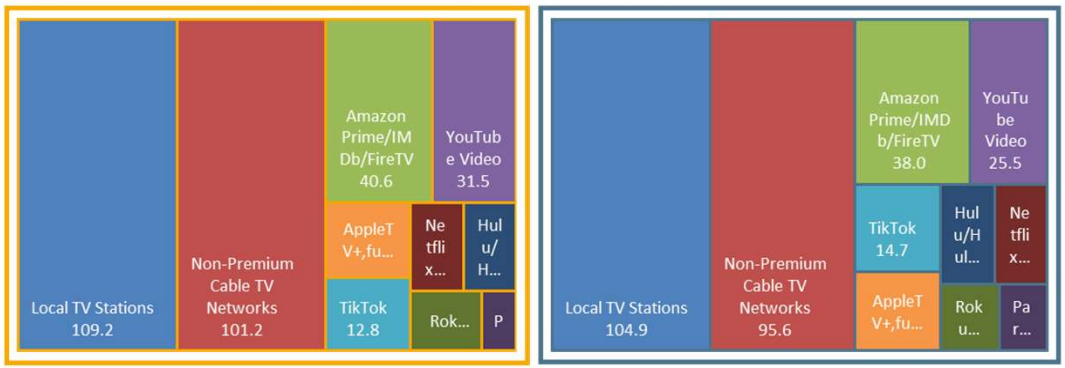
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 177

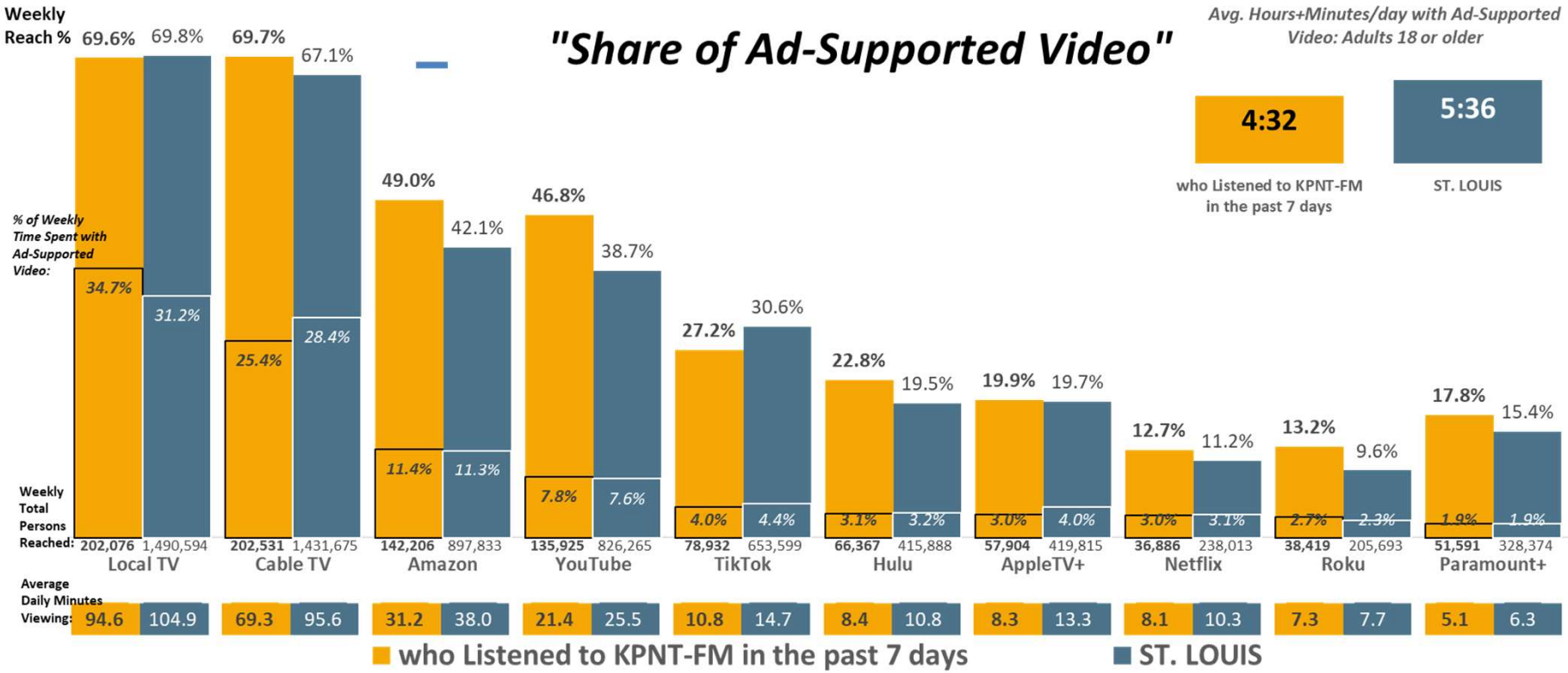
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Radio Stations: WXOS-FM

105.7 THE POINT
EVERYTHING ALTERNATIVE

202,076 or 69.6% of Adults 18 or older who Listened to KPNT-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 94.6 minutes every day representing 34.7% of all time spent daily with Ad-Supported Video.



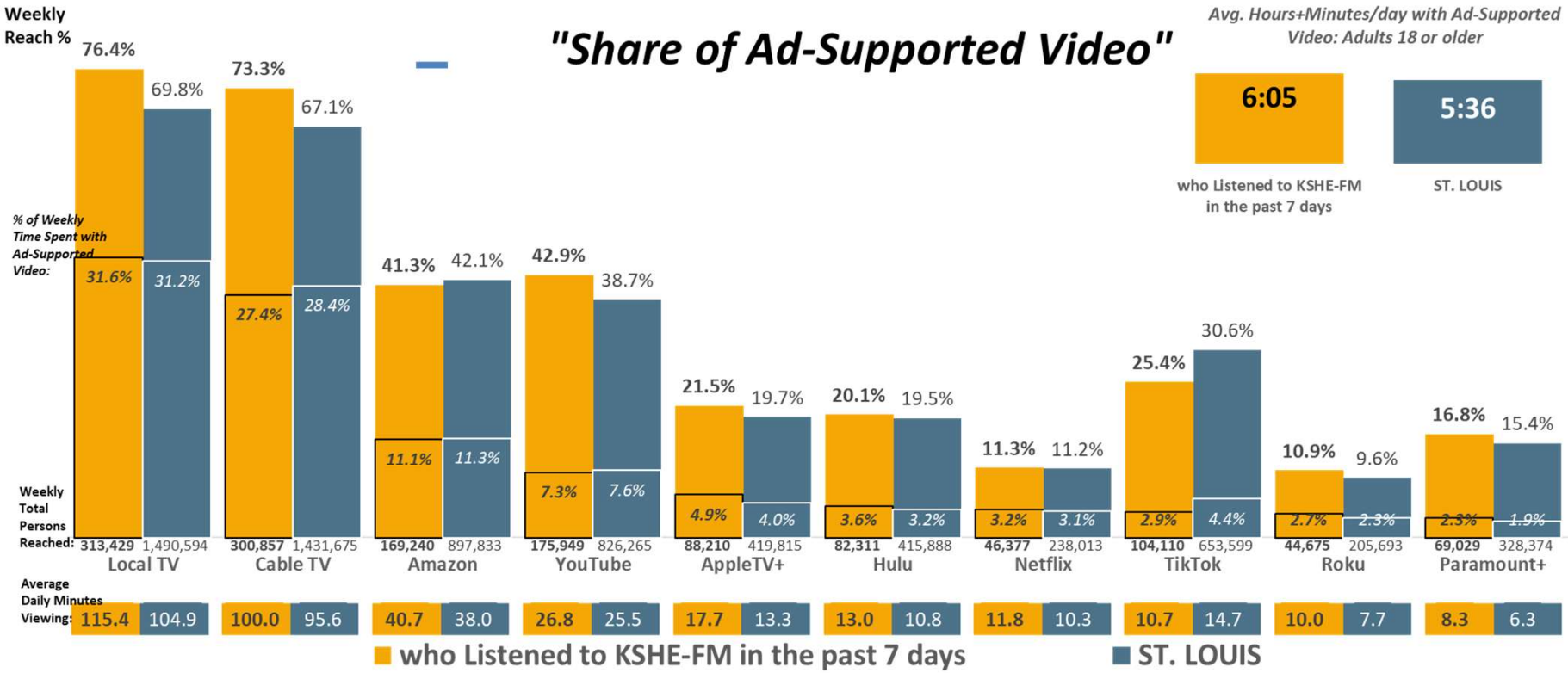
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 249 ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,904

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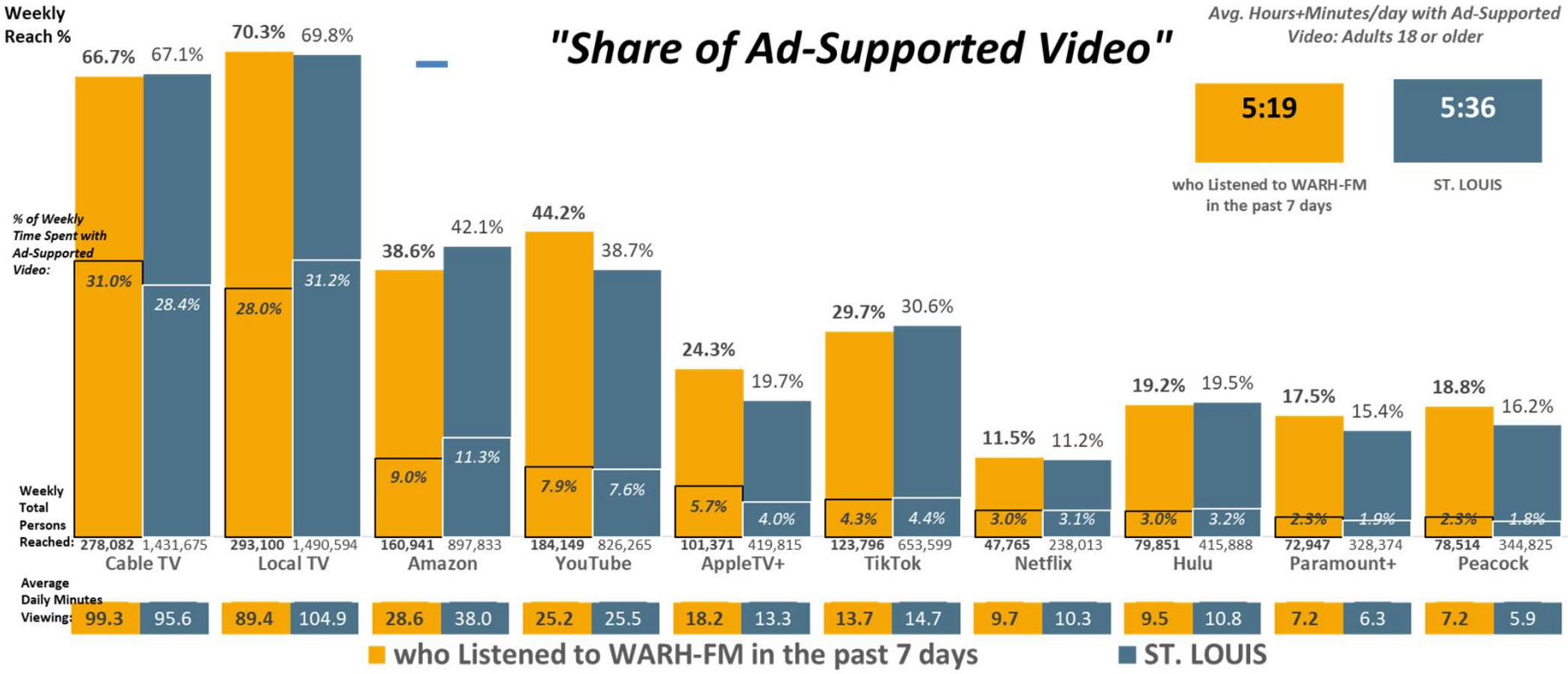
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 357 ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,904

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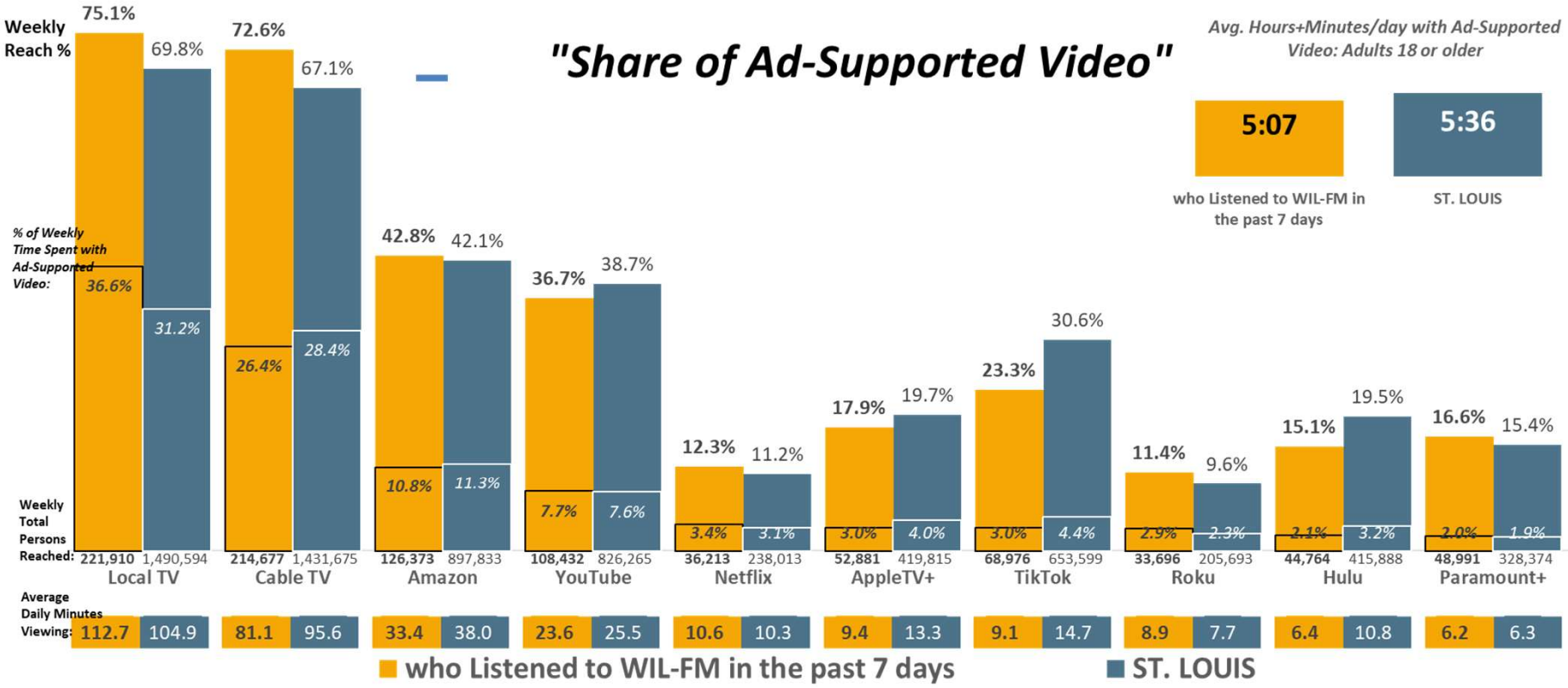
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 394 ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,904

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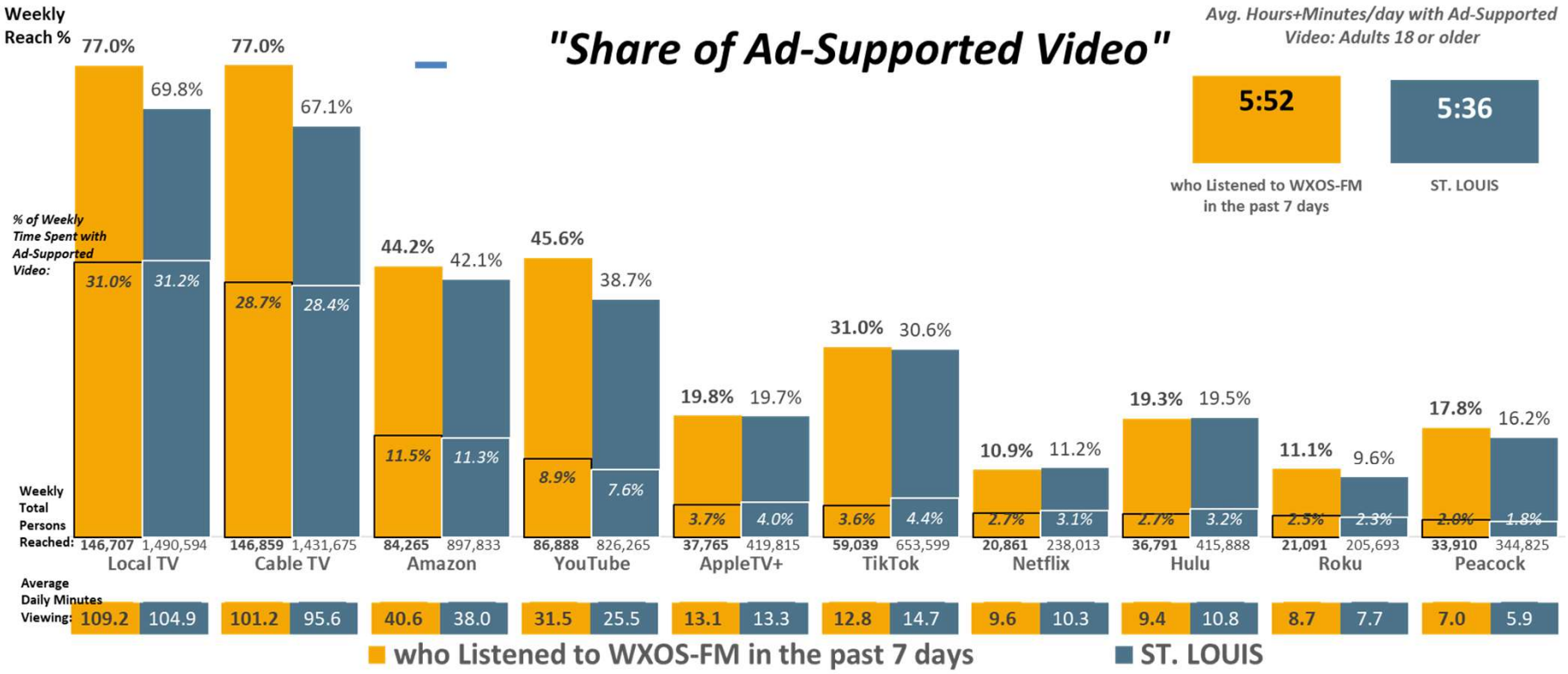
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ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 177 ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,904

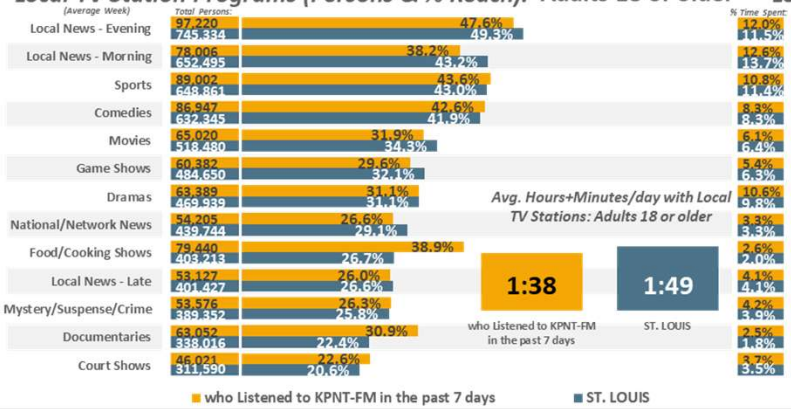
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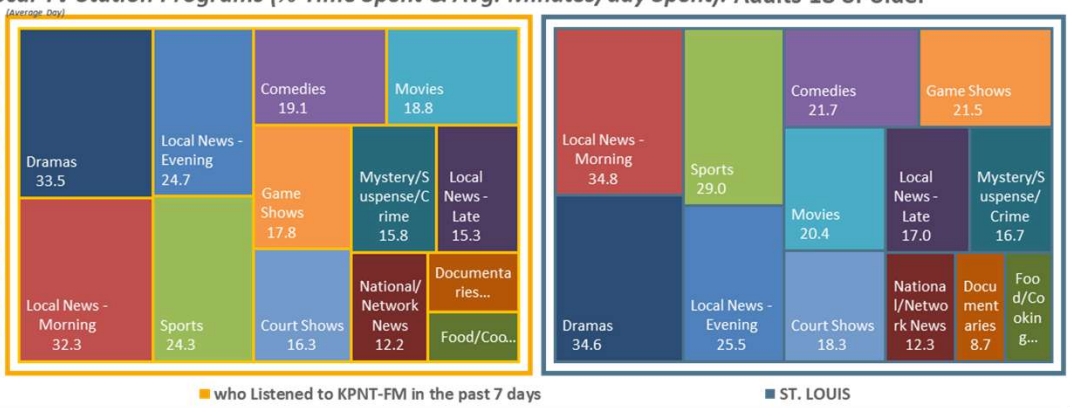
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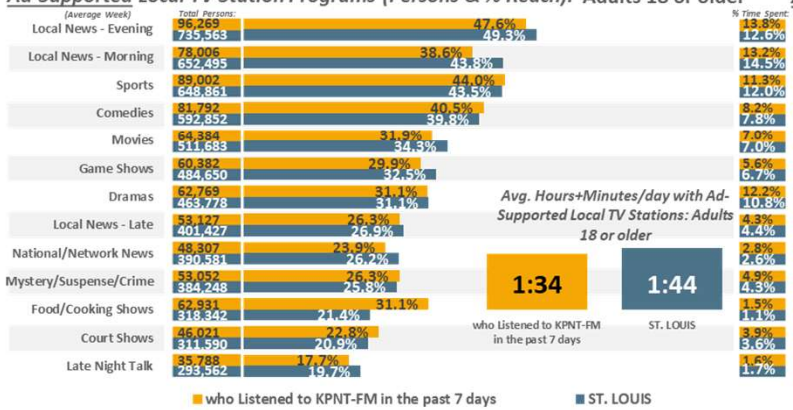
Local TV Station Programs (Persons & % Reach): Adults 18 or older



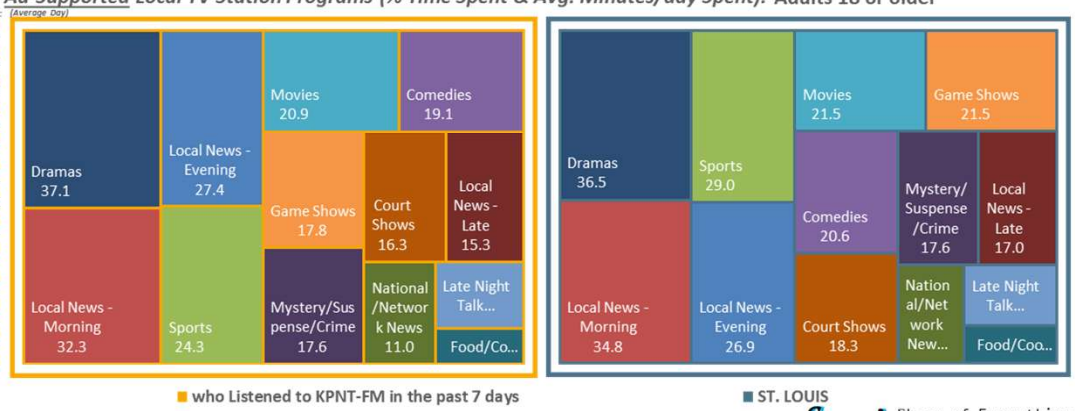
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 249

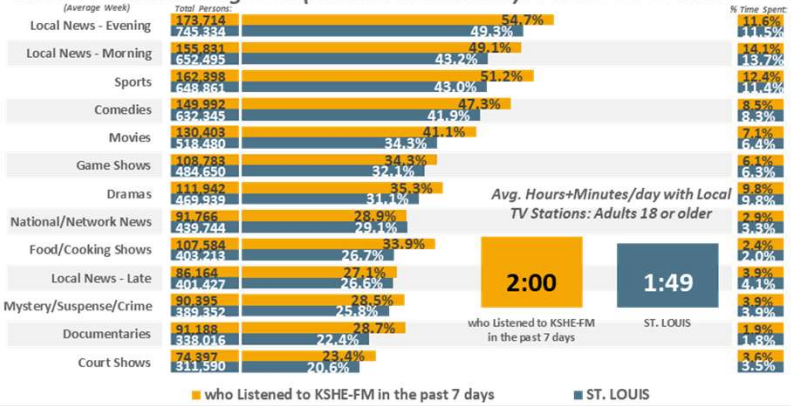
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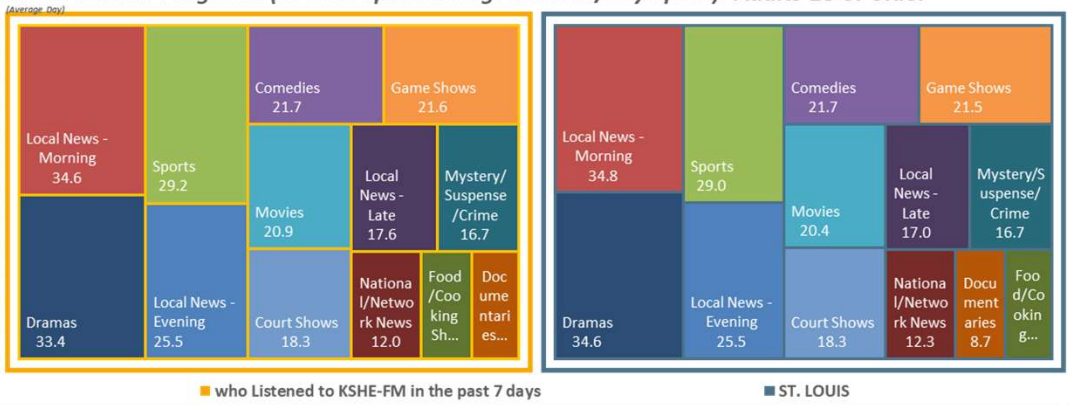
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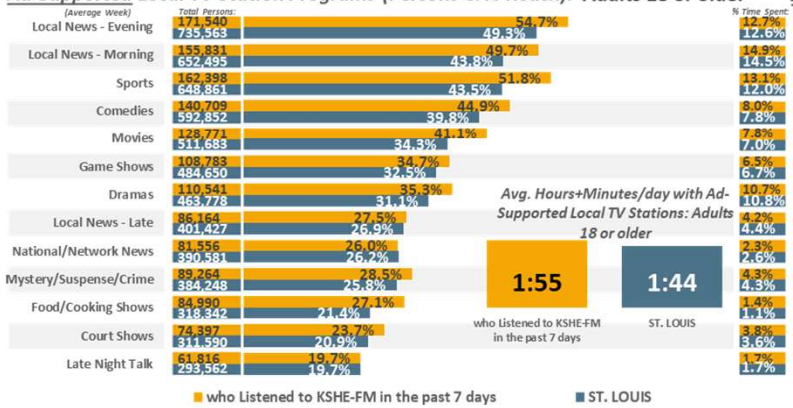
Local TV Station Programs (Persons & % Reach): Adults 18 or older



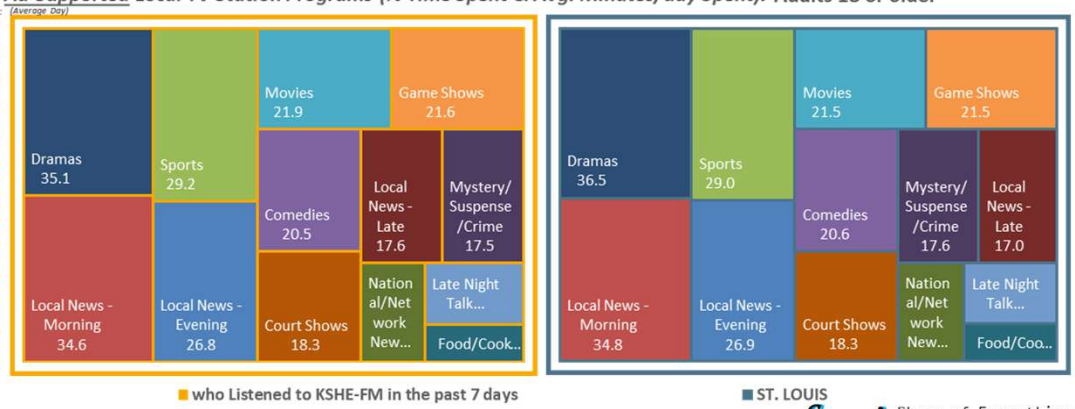
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 357

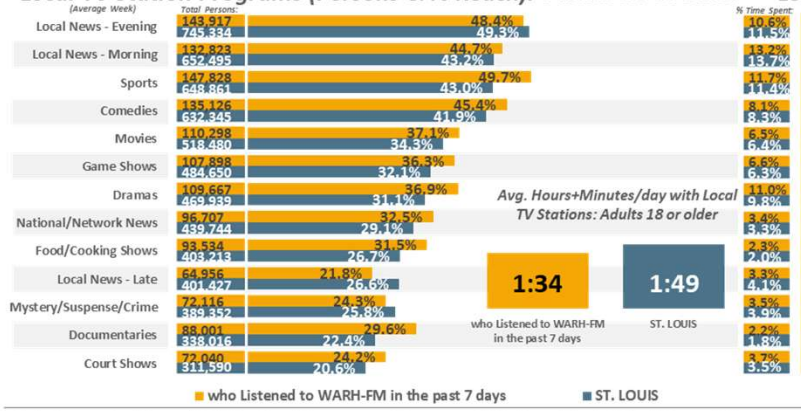
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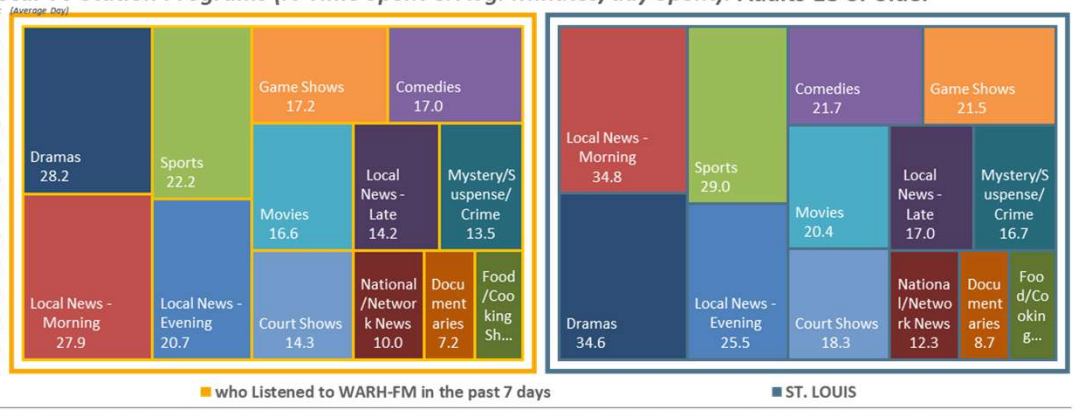
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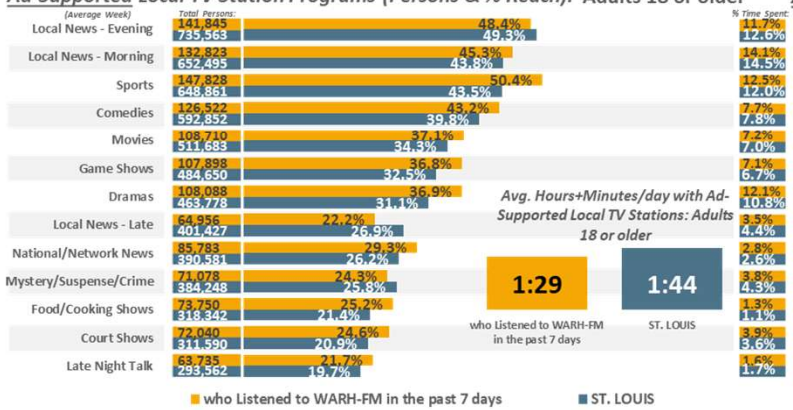
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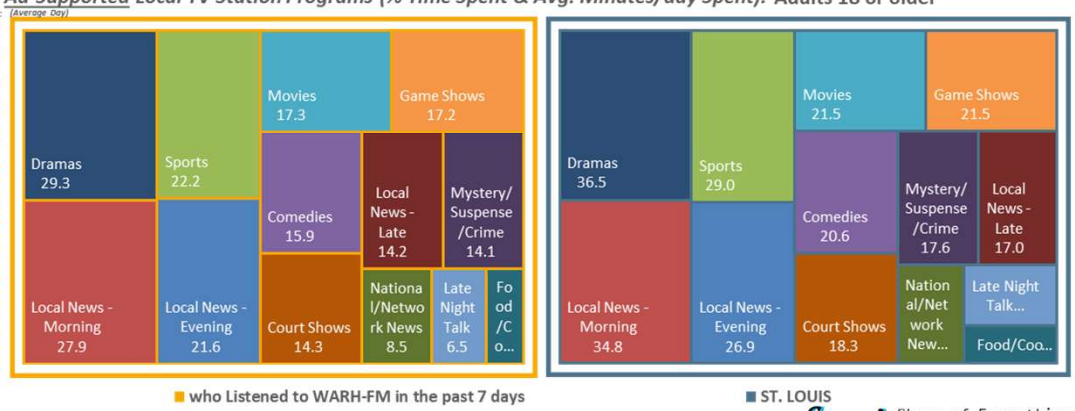
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 394

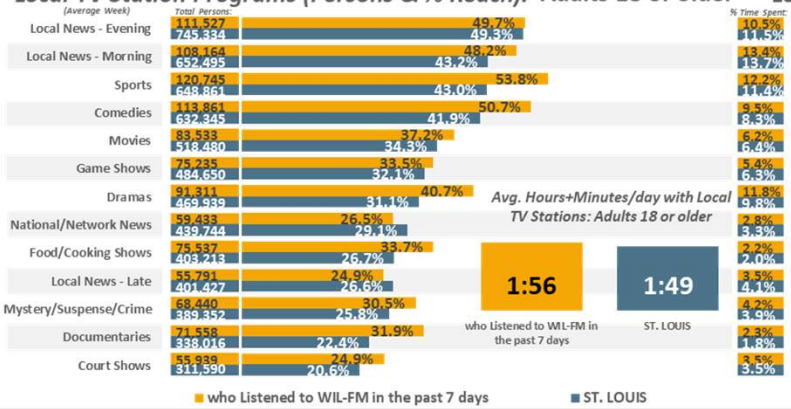
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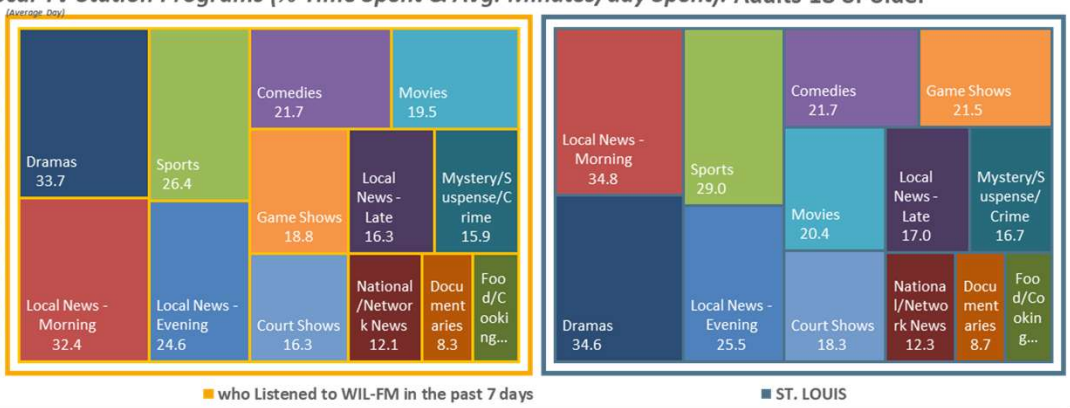
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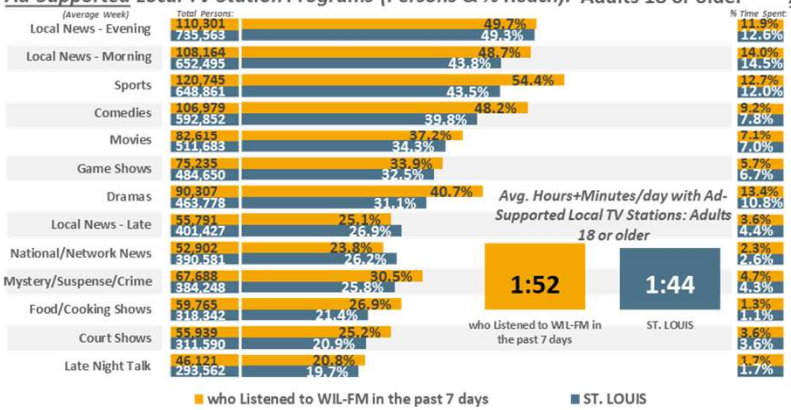
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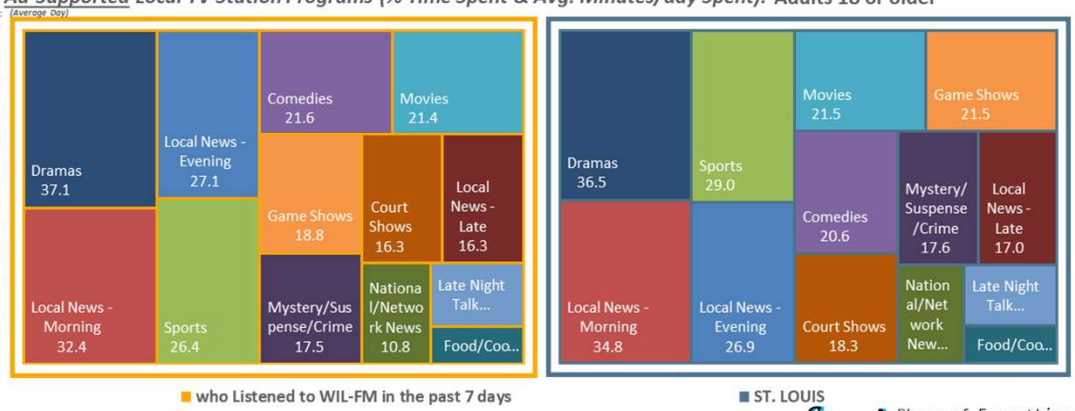
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 274

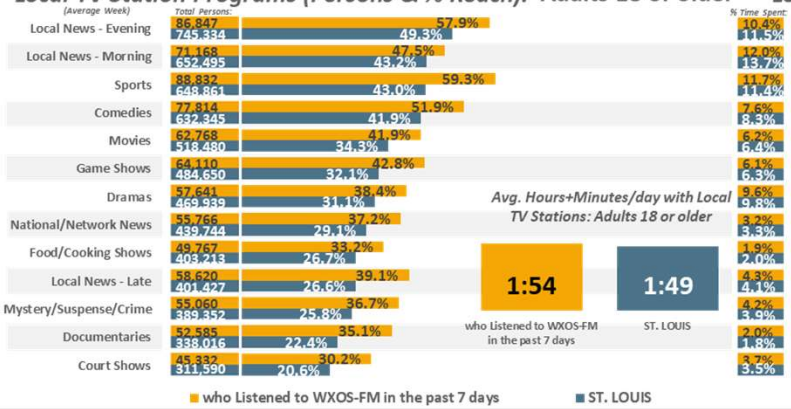
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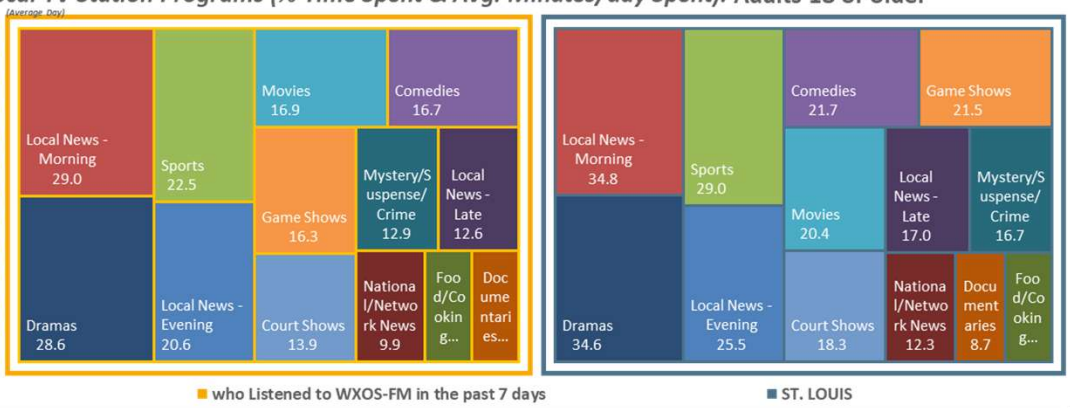
Radio Stations: WIL-FM

146,707 or 77.% of Adults 18 or older who Listened to WXOS-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Game Shows, and Movies.

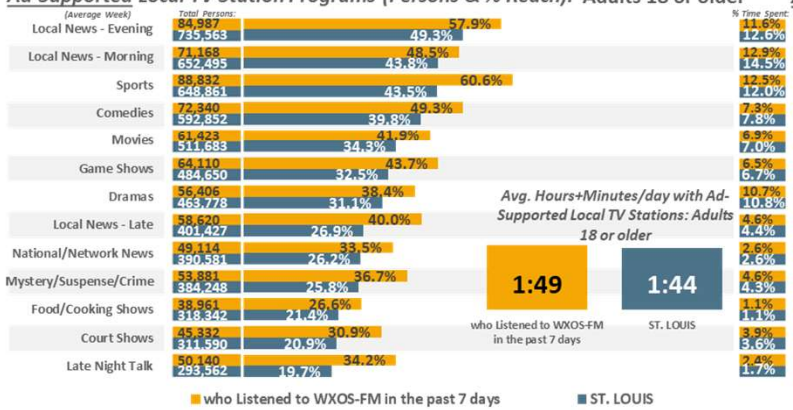
Local TV Station Programs (Persons & % Reach): Adults 18 or older



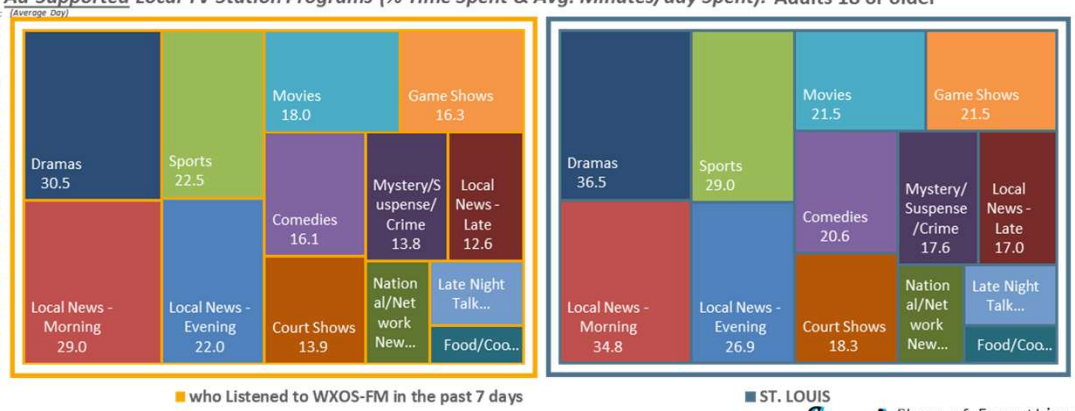
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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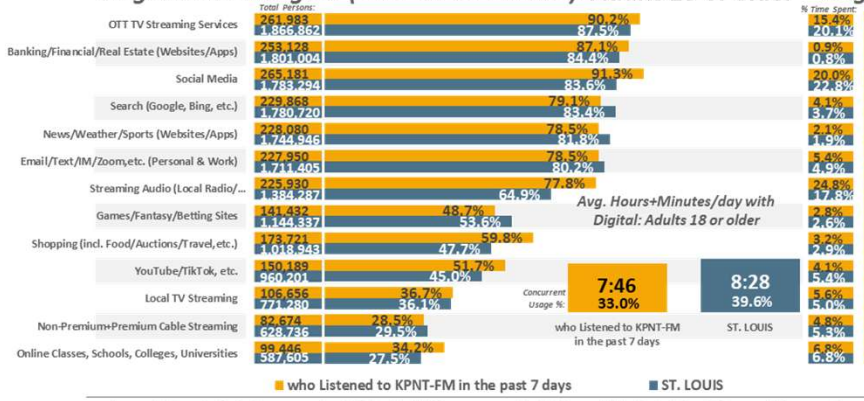
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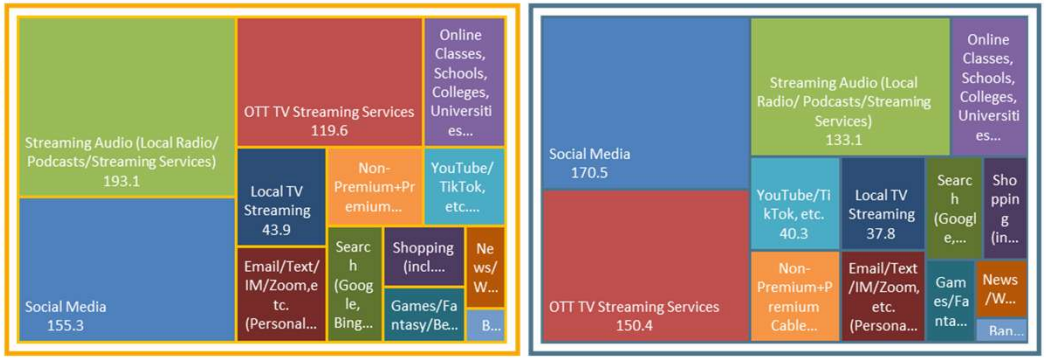
Radio Stations: WXOS-FM

242,778 or 83.6% of Adults 18 or older who Listened to KPNT-FM in the past 7 days use Ad-Supported Social Media for an average of 142.2 minutes every day representing 25.2% of all time spent daily with Ad-Supported Digital Media.

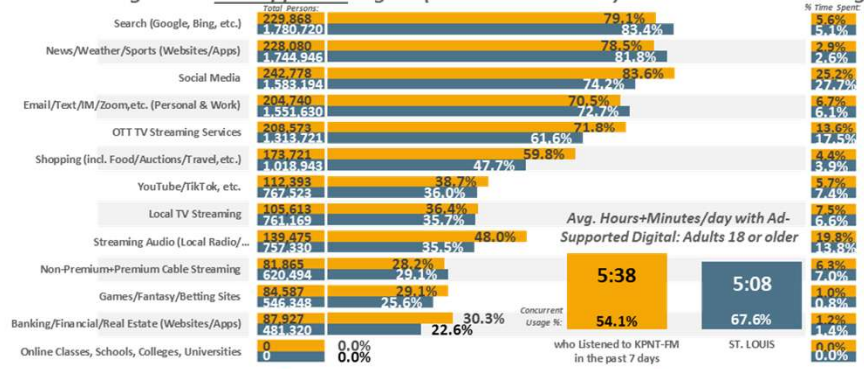
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



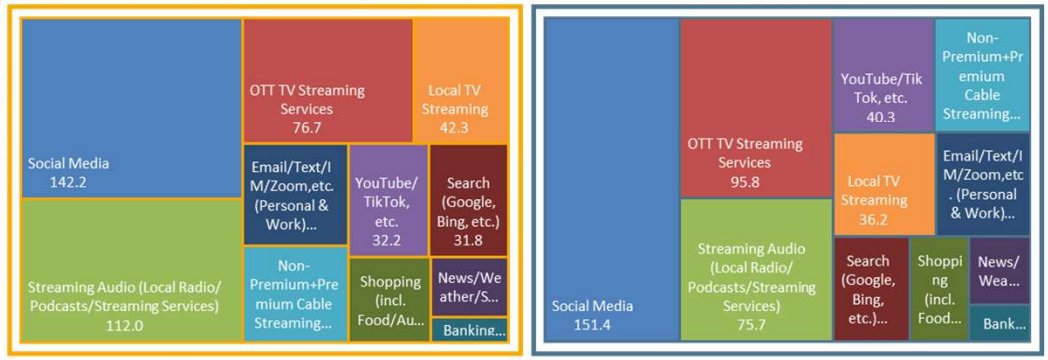
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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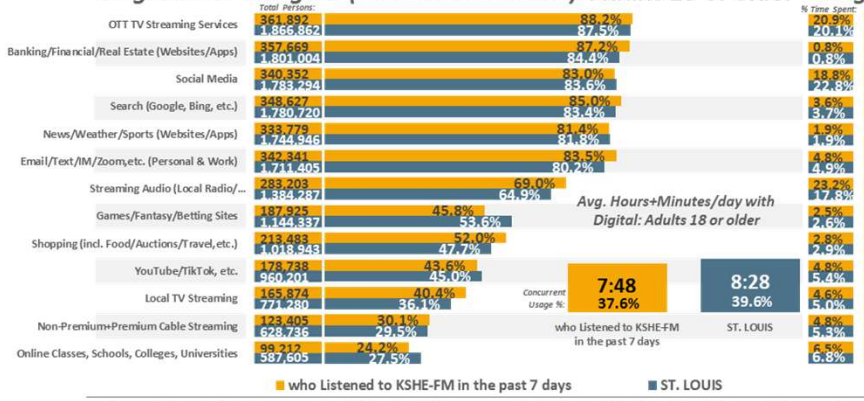
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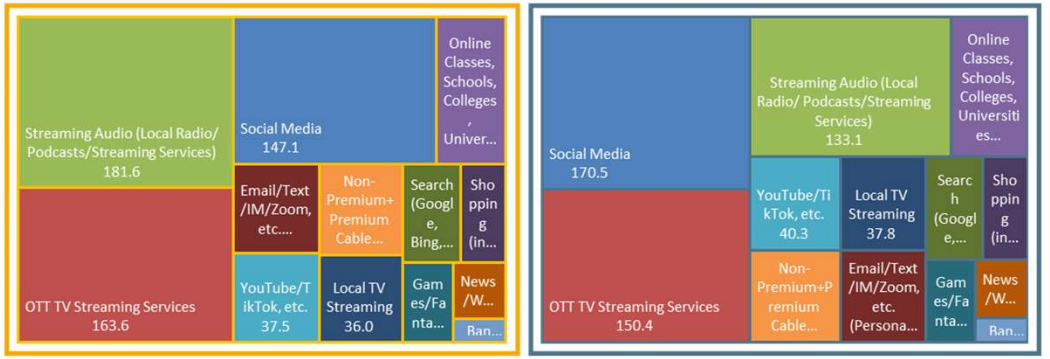
Radio Stations: KPNT-FM

310,786 or 75.8% of Adults 18 or older who Listened to KSHE-FM in the past 7 days use Ad-Supported Social Media for an average of 134.3 minutes every day representing 23.5% of all time spent daily with Ad-Supported Digital Media.

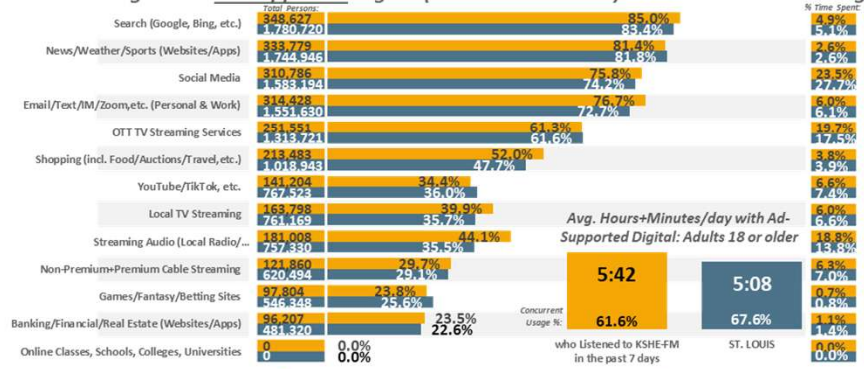
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



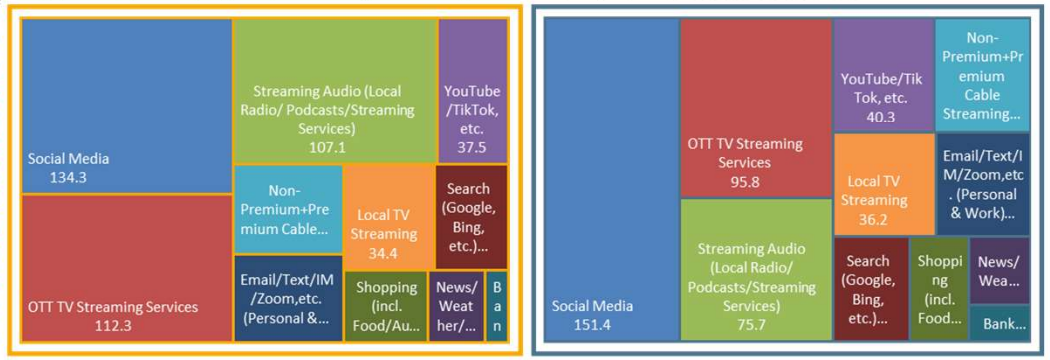
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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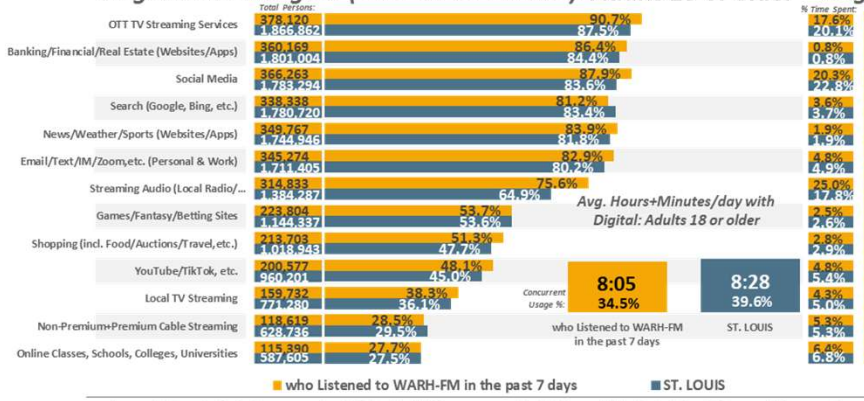
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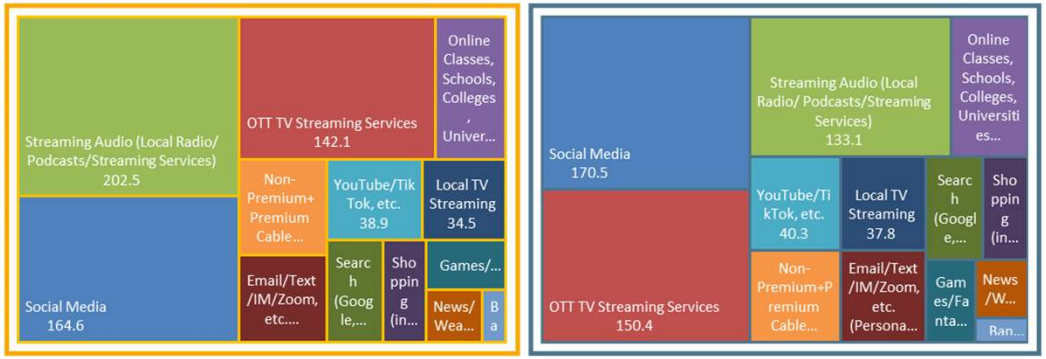
Radio Stations: KSHE-FM

335,075 or 80.4% of Adults 18 or older who Listened to WARH-FM in the past 7 days use Ad-Supported Social Media for an average of 150.6 minutes every day representing 25.8% of all time spent daily with Ad-Supported Digital Media.

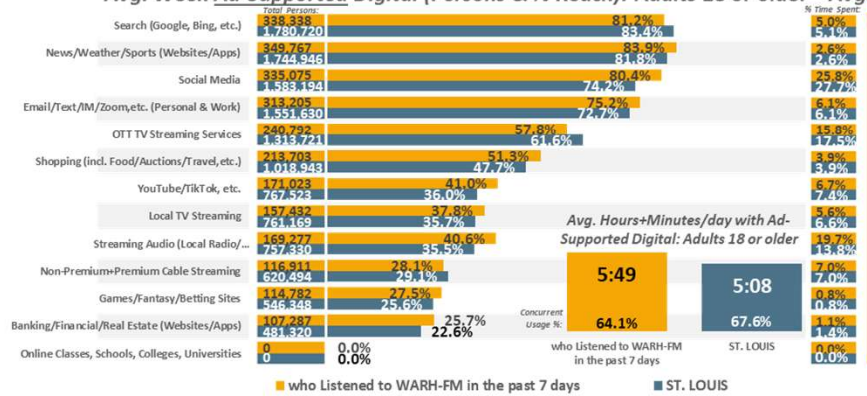
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



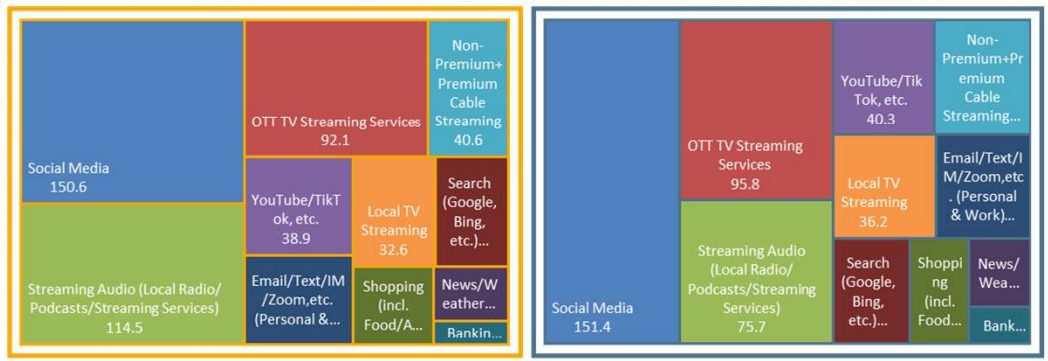
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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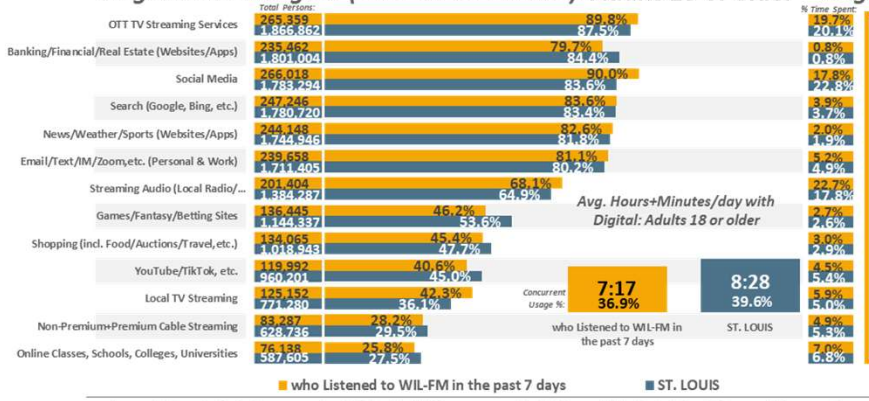
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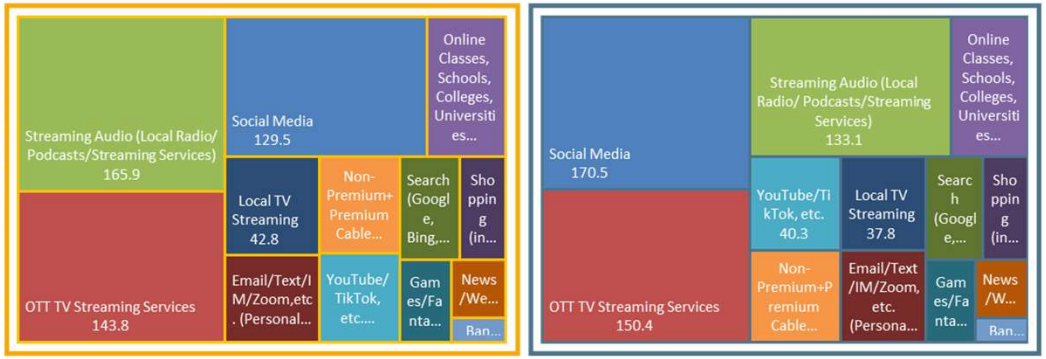
Radio Stations: WARH-FM

253,208 or 85.7% of Adults 18 or older who Listened to WIL-FM in the past 7 days use Ad-Supported Social Media for an average of 123.3 minutes every day representing 24.% of all time spent daily with Ad-Supported Digital Media.

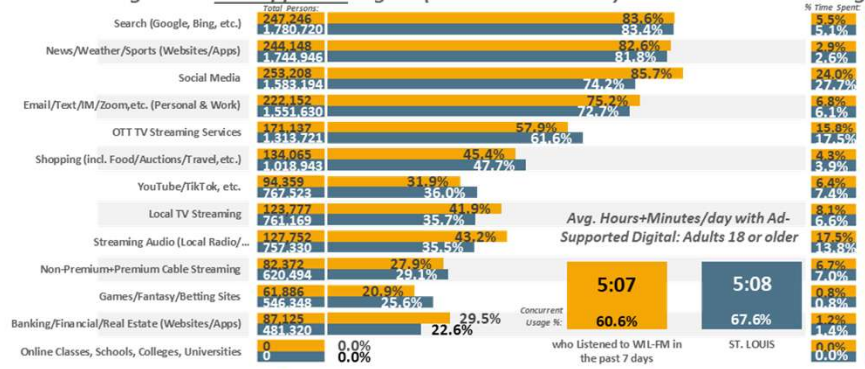
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



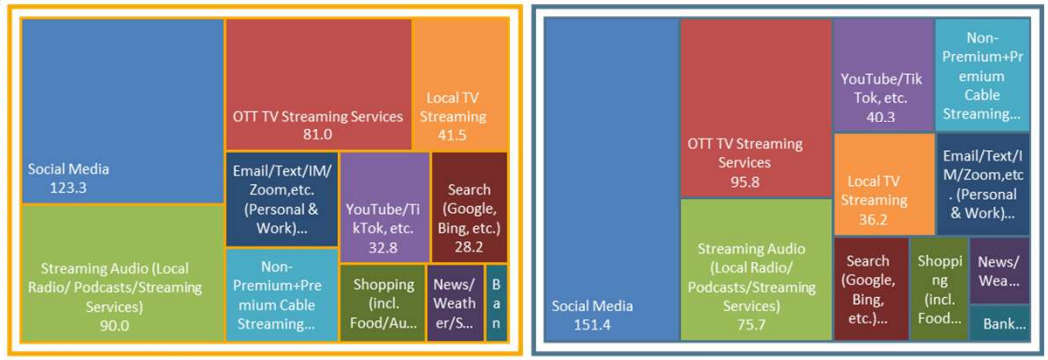
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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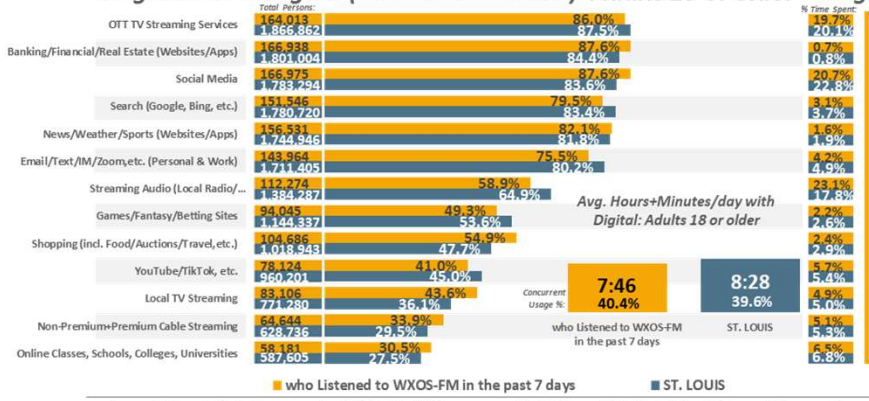
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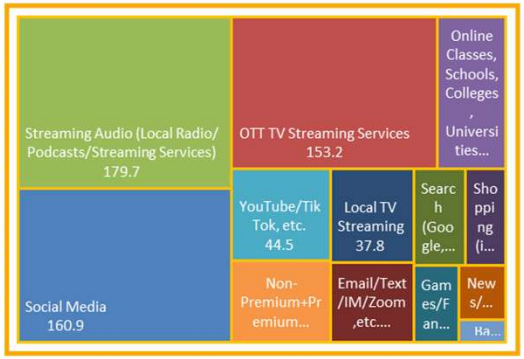
Radio Stations: WIL-FM

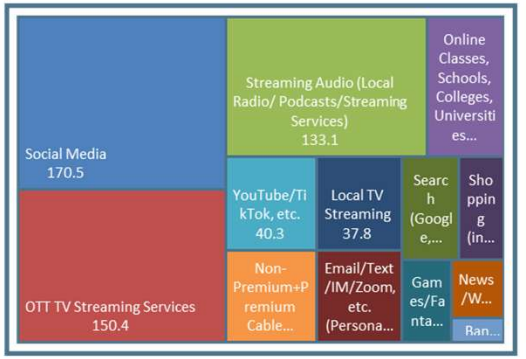
157,812 or 82.8% of Adults 18 or older who Listened to WXOS-FM in the past 7 days use Ad-Supported Social Media for an average of 152.1 minutes every day representing 27.% of all time spent daily with Ad-Supported Digital Media.

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

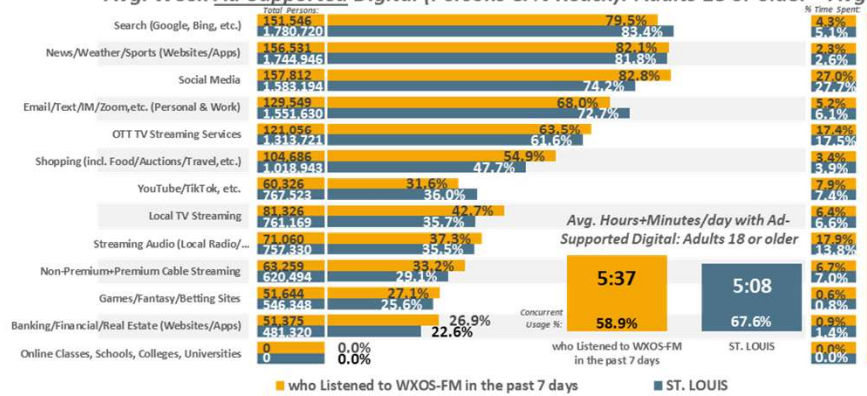


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

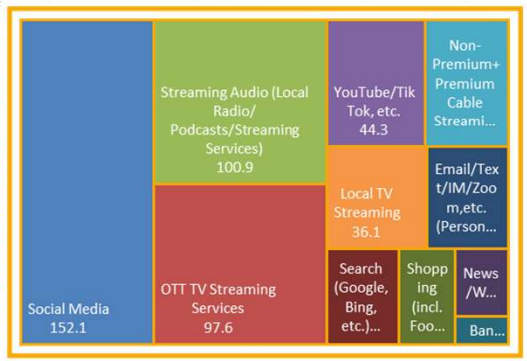


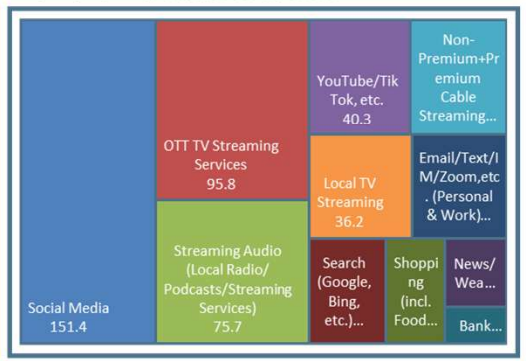


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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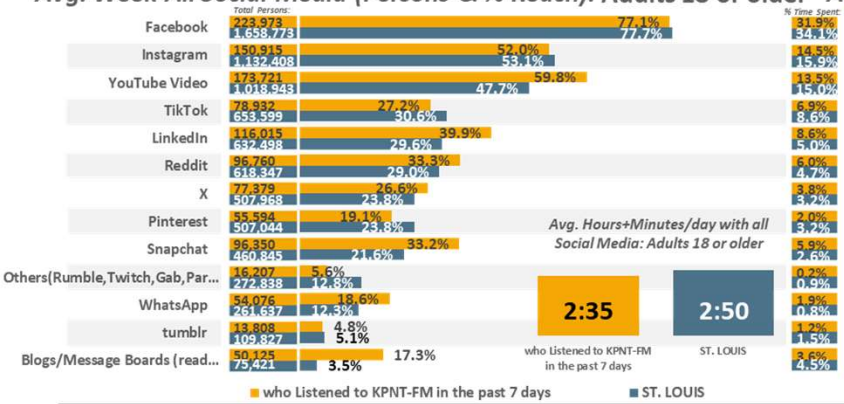
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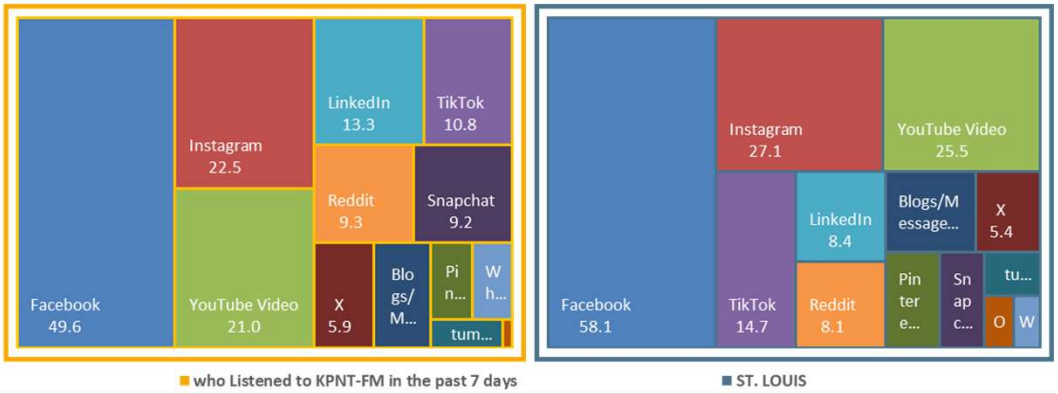
Radio Stations: WXOS-FM

223,973 or 77.1% of Adults 18 or older who Listened to KPNT-FM in the past 7 days use Ad-Supported Facebook for an average of 50.6 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.

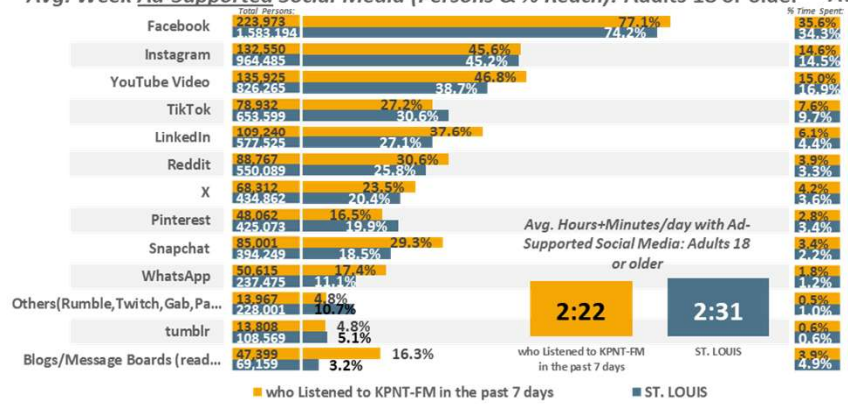
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



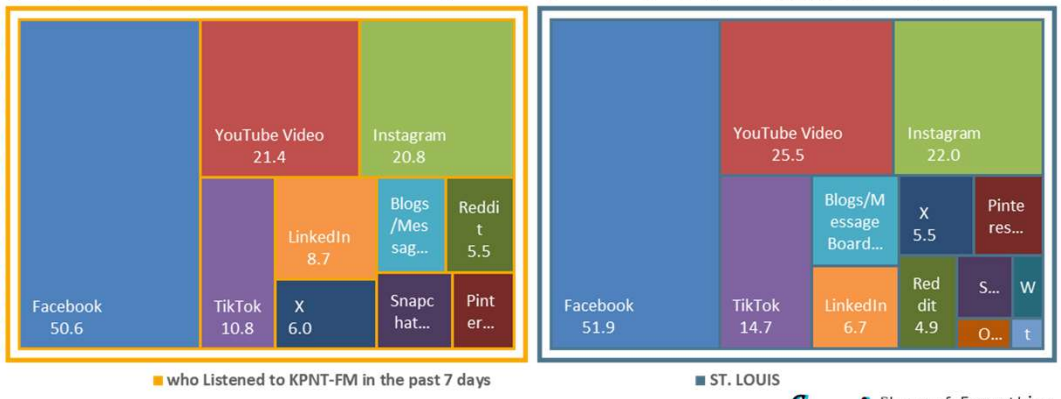
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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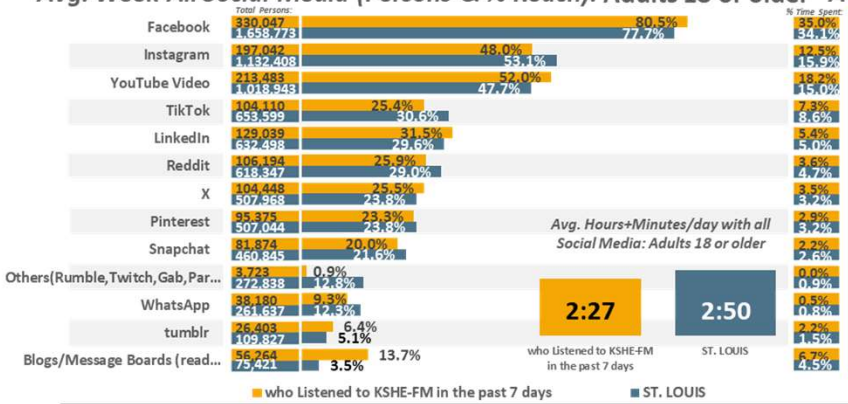
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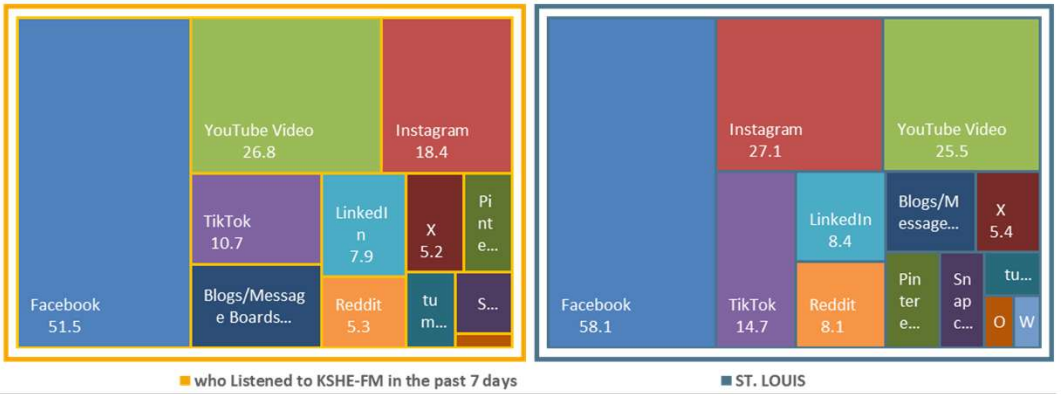
Radio Stations: KPNT-FM

310,786 or 75.8% of Adults 18 or older who Listened to KSHE-FM in the past 7 days use Ad-Supported Facebook for an average of 45.1 minutes every day representing 33.6% of all time spent daily with Ad-Supported Social Media.

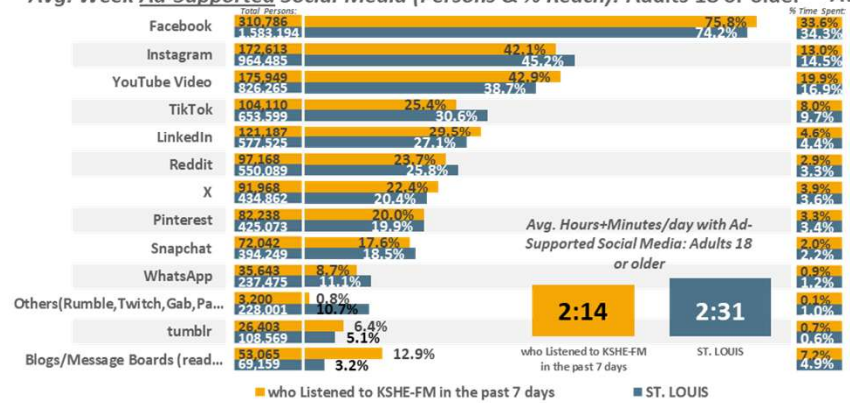
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



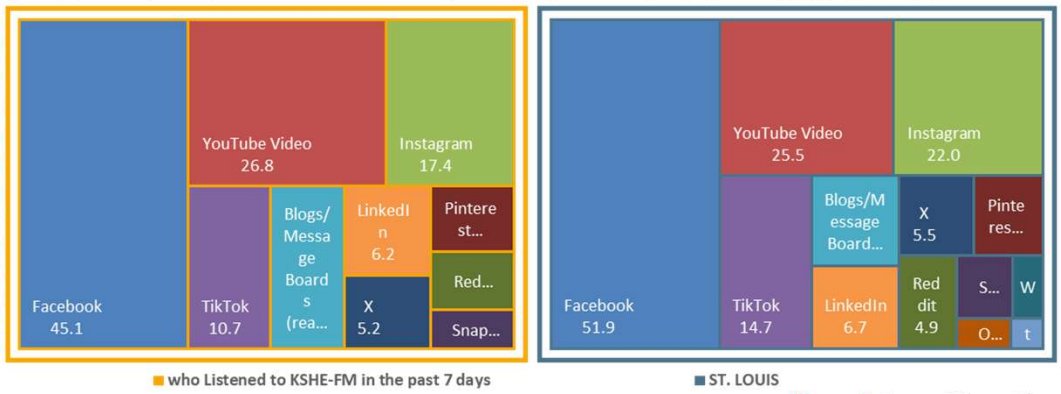
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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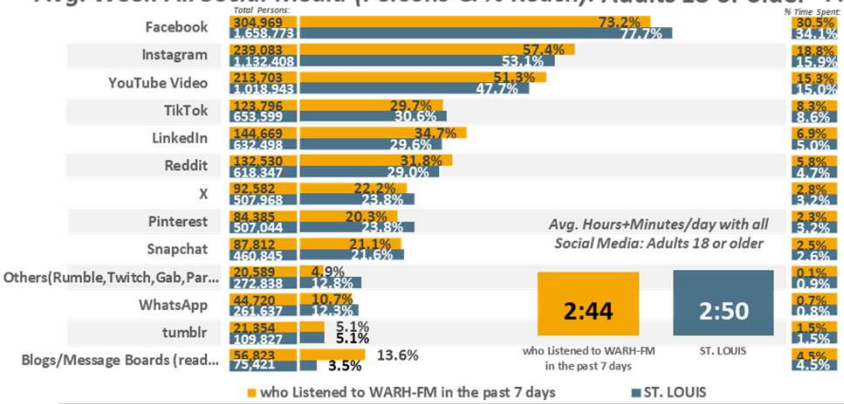
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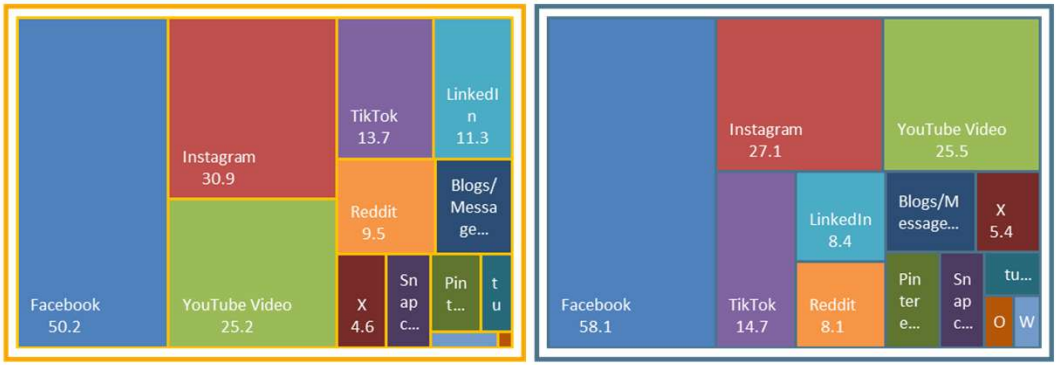
Radio Stations: KSHE-FM

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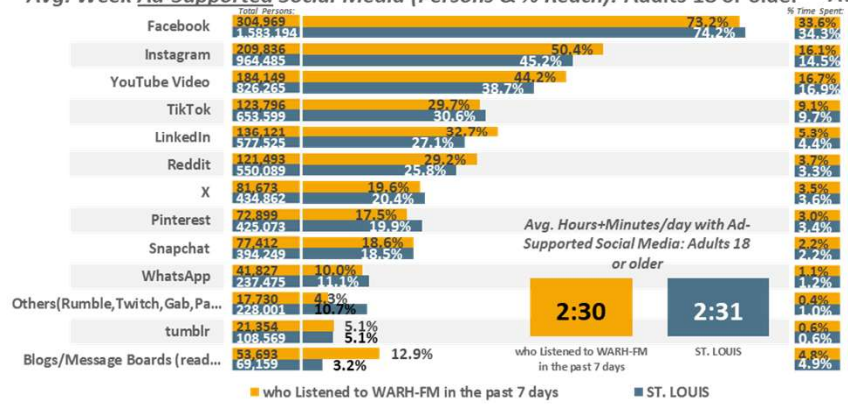
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



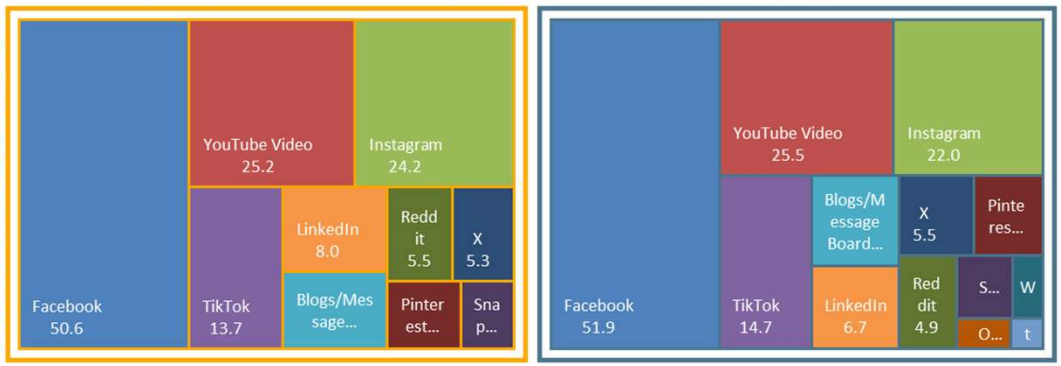
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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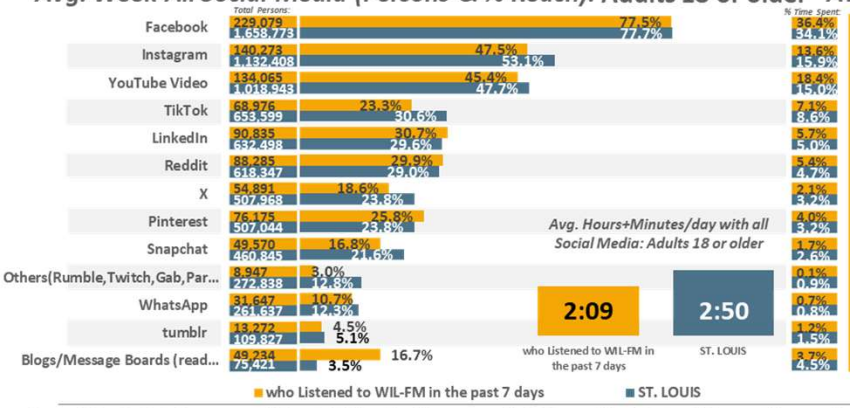
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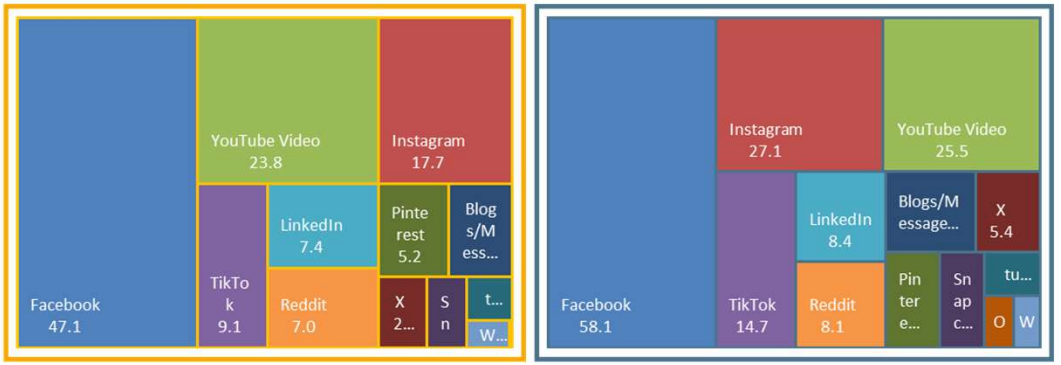
Radio Stations: WARH-FM

229,079 or 77.5% of Adults 18 or older who Listened to WIL-FM in the past 7 days use Ad-Supported Facebook for an average of 44.6 minutes every day representing 36.2% of all time spent daily with Ad-Supported Social Media.

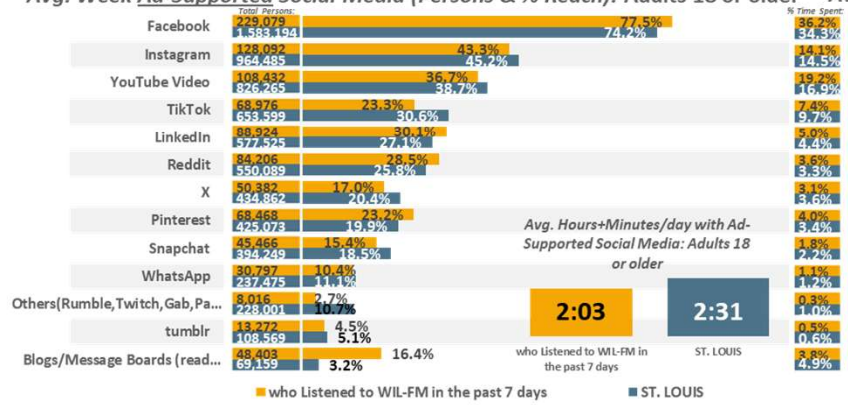
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



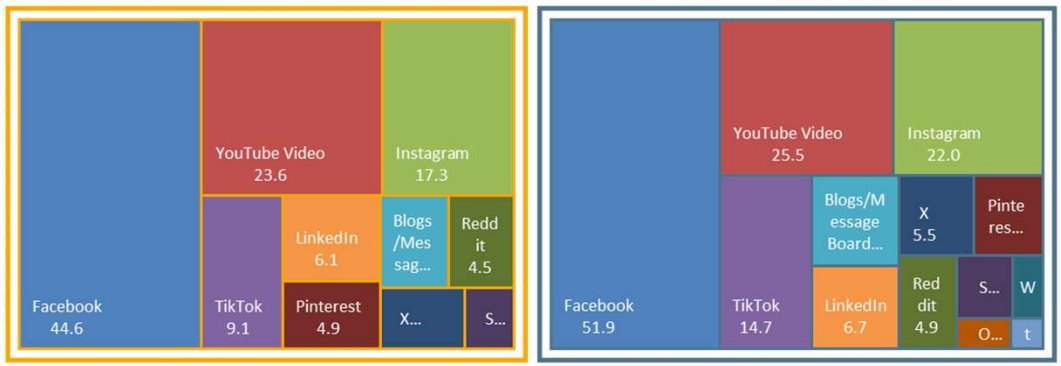
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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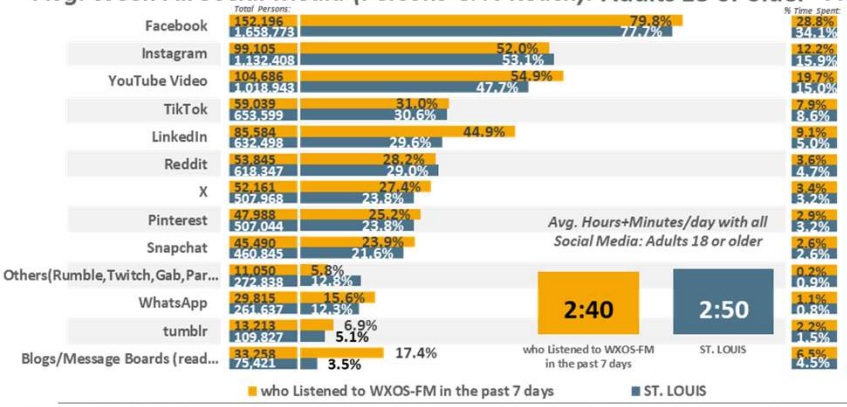
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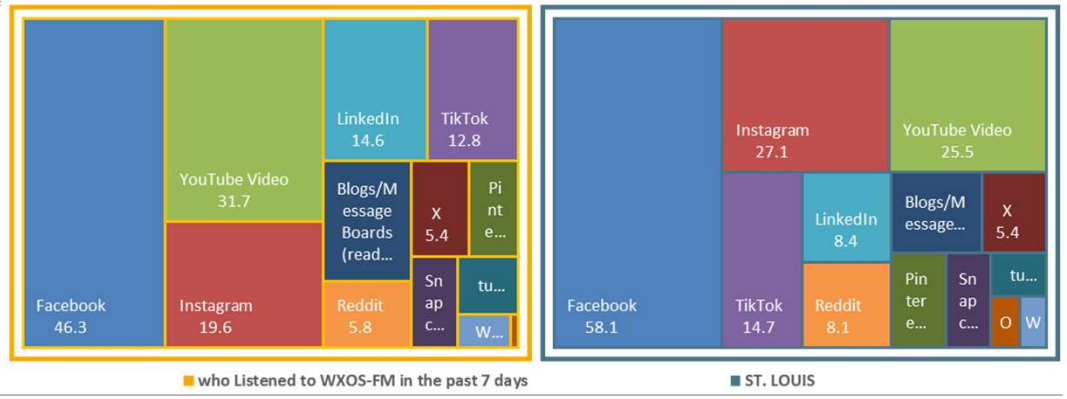
Radio Stations: WIL-FM

152,196 or 79.8% of Adults 18 or older who Listened to WXOS-FM in the past 7 days use Ad-Supported Facebook for an average of 47.2 minutes every day representing 31.% of all time spent daily with Ad-Supported Social Media.

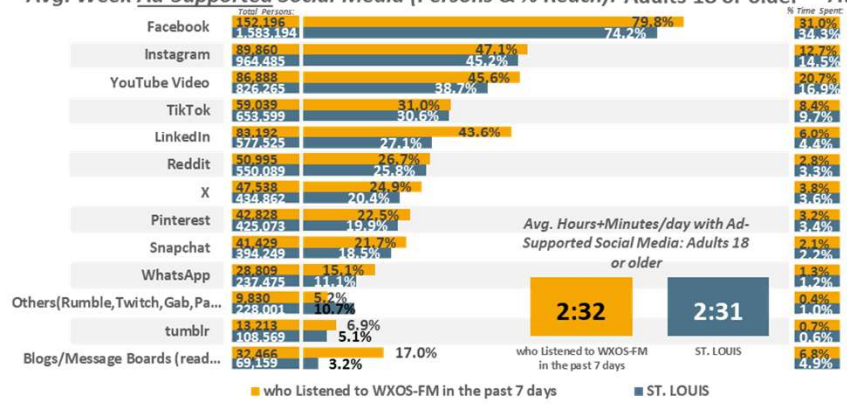
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



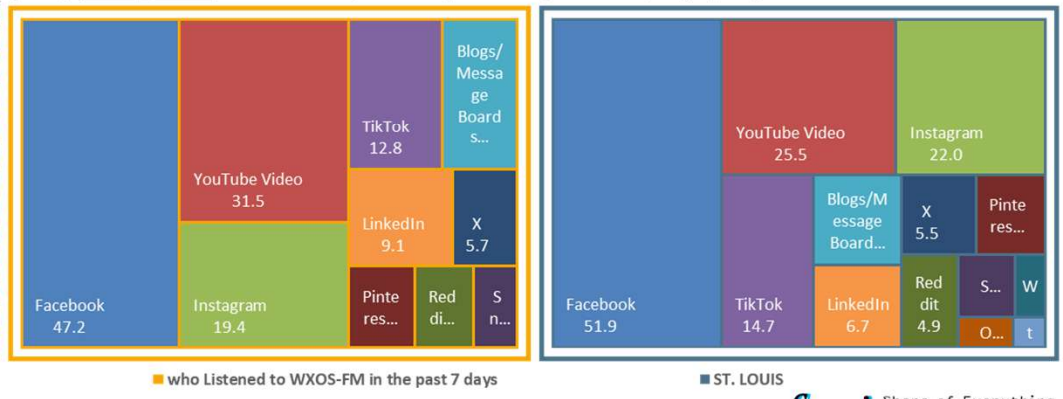
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 177

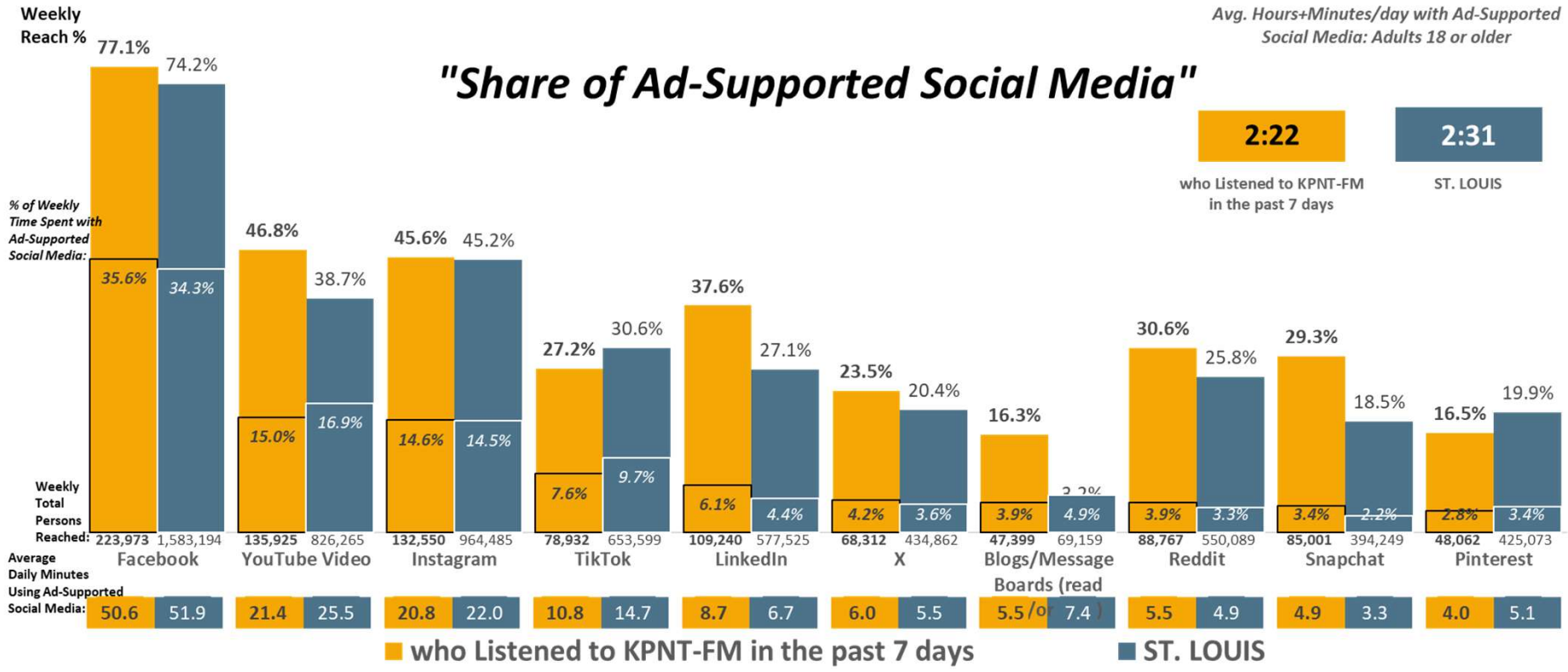
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Radio Stations: WXOS-FM

105.7 THE POINT
EVERYTHING ALTERNATIVE

223,973 or 77.1% of Adults 18 or older who Listened to KPNT-FM in the past 7 days use Ad-Supported Facebook for an average of 50.6 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.



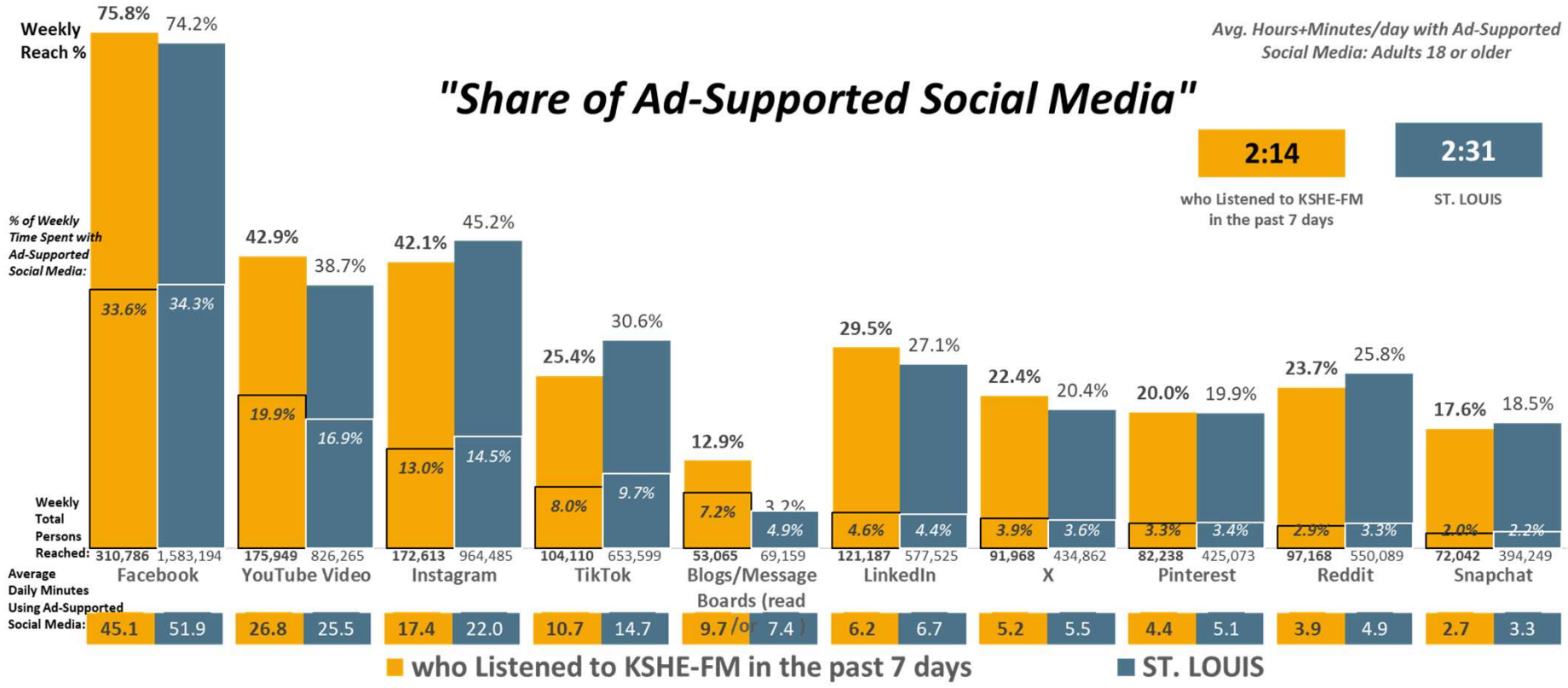
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 249 ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,904

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Radio Stations: KPNT-FM

310,786 or 75.8% of Adults 18 or older who Listened to KSHE-FM in the past 7 days use Ad-Supported Facebook for an average of 45.1 minutes every day representing 33.6% of all time spent daily with Ad-Supported Social Media.



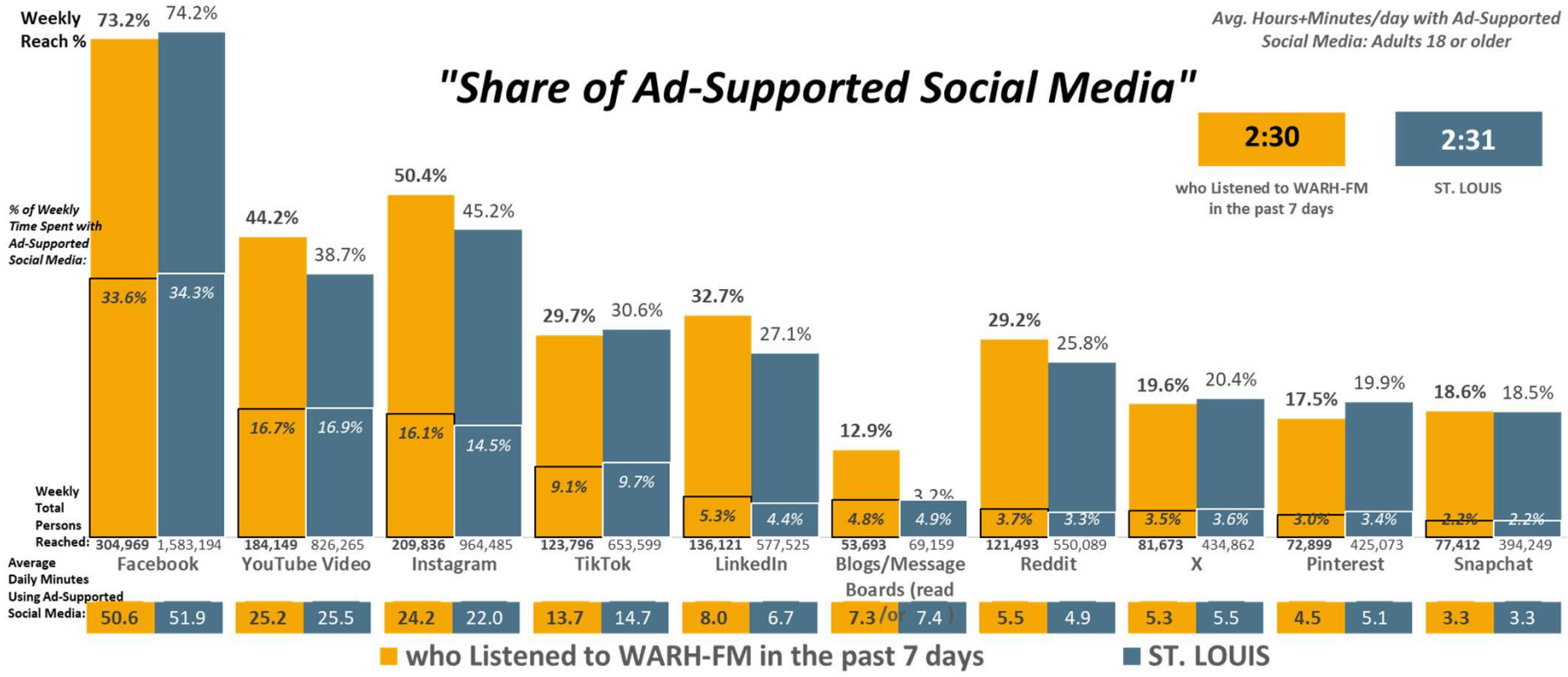
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 357 ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,904

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Radio Stations: KSHE-FM

304,969 or 73.2% of Adults 18 or older who Listened to WARH-FM in the past 7 days use Ad-Supported Facebook for an average of 50.6 minutes every day representing 33.6% of all time spent daily with Ad-Supported Social Media.



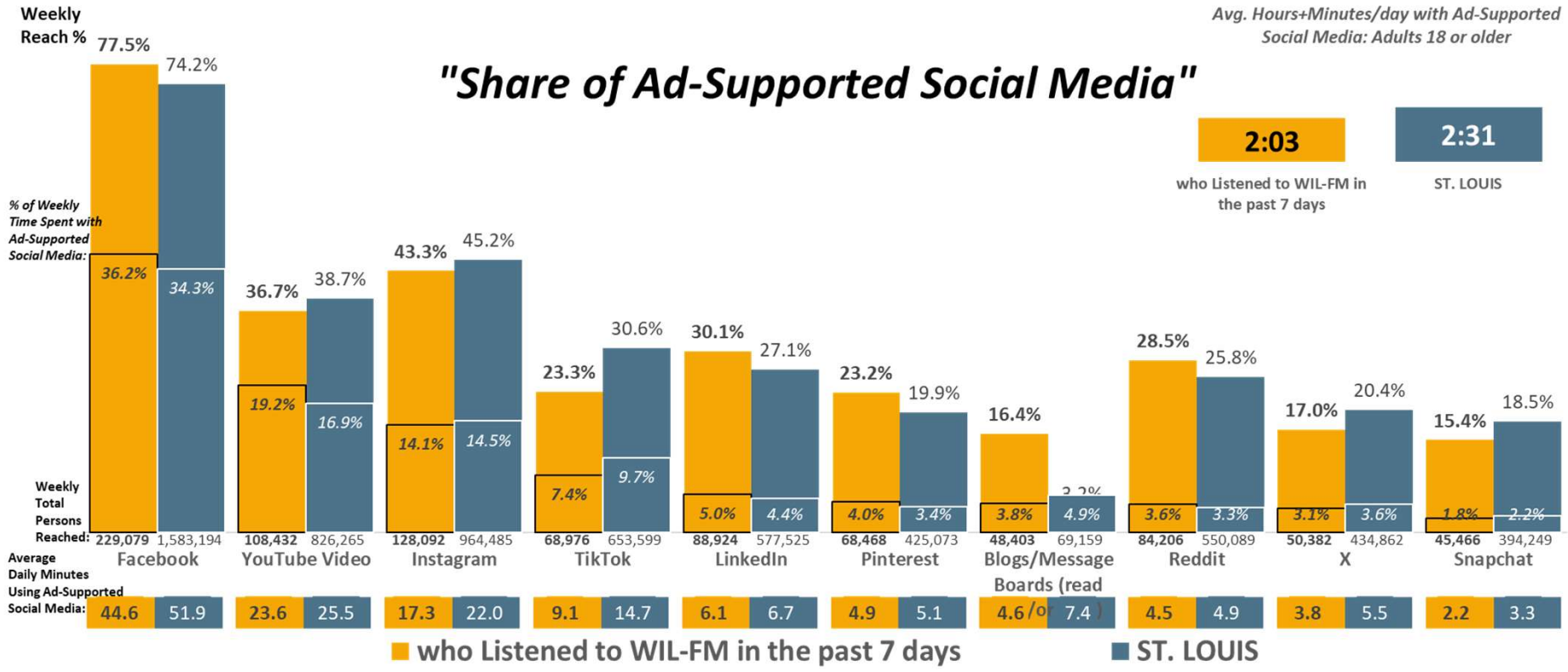
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Radio Stations: WARH-FM

229,079 or 77.5% of Adults 18 or older who Listened to WIL-FM in the past 7 days use Ad-Supported Facebook for an average of 44.6 minutes every day representing 36.2% of all time spent daily with Ad-Supported Social Media.



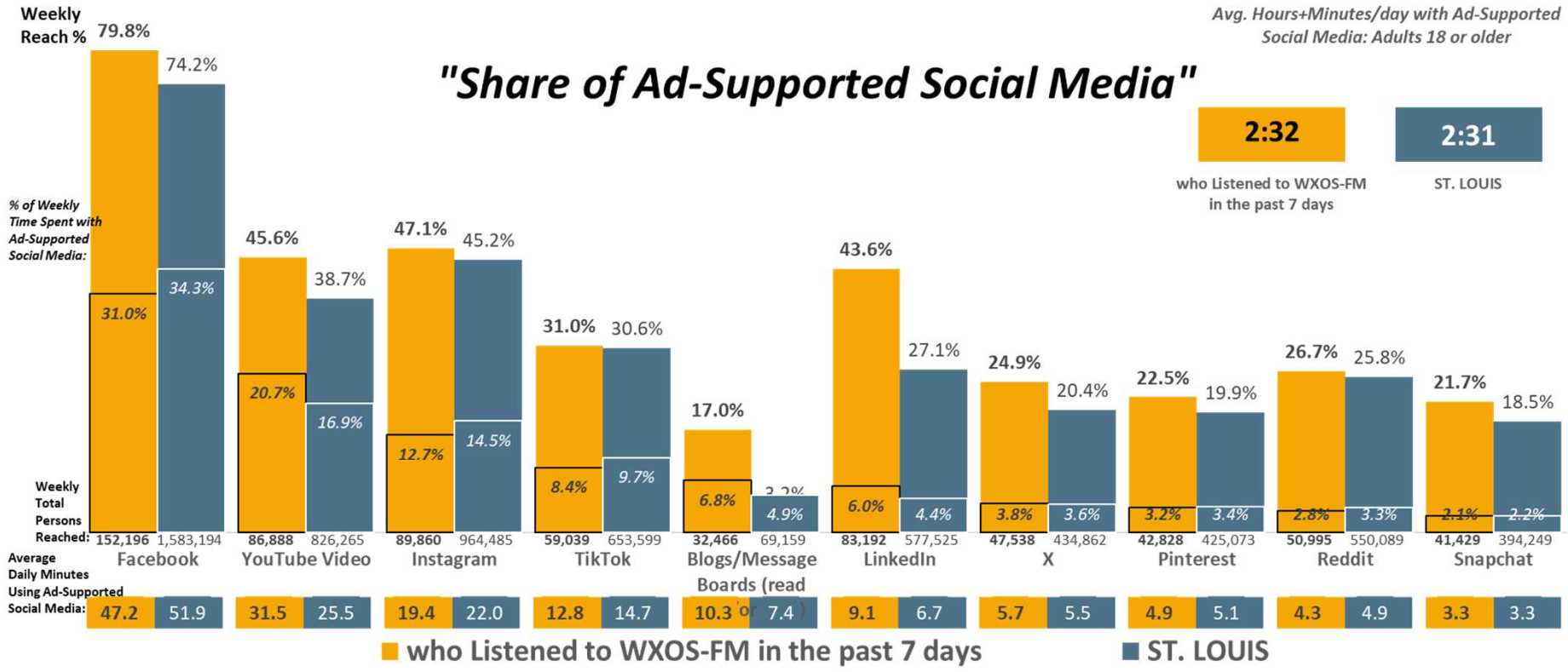
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 274 ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,904

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Radio Stations: WIL-FM

152,196 or 79.8% of Adults 18 or older who Listened to WXOS-FM in the past 7 days use Ad-Supported Facebook for an average of 47.2 minutes every day representing 31.% of all time spent daily with Ad-Supported Social Media.



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 177 ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,904

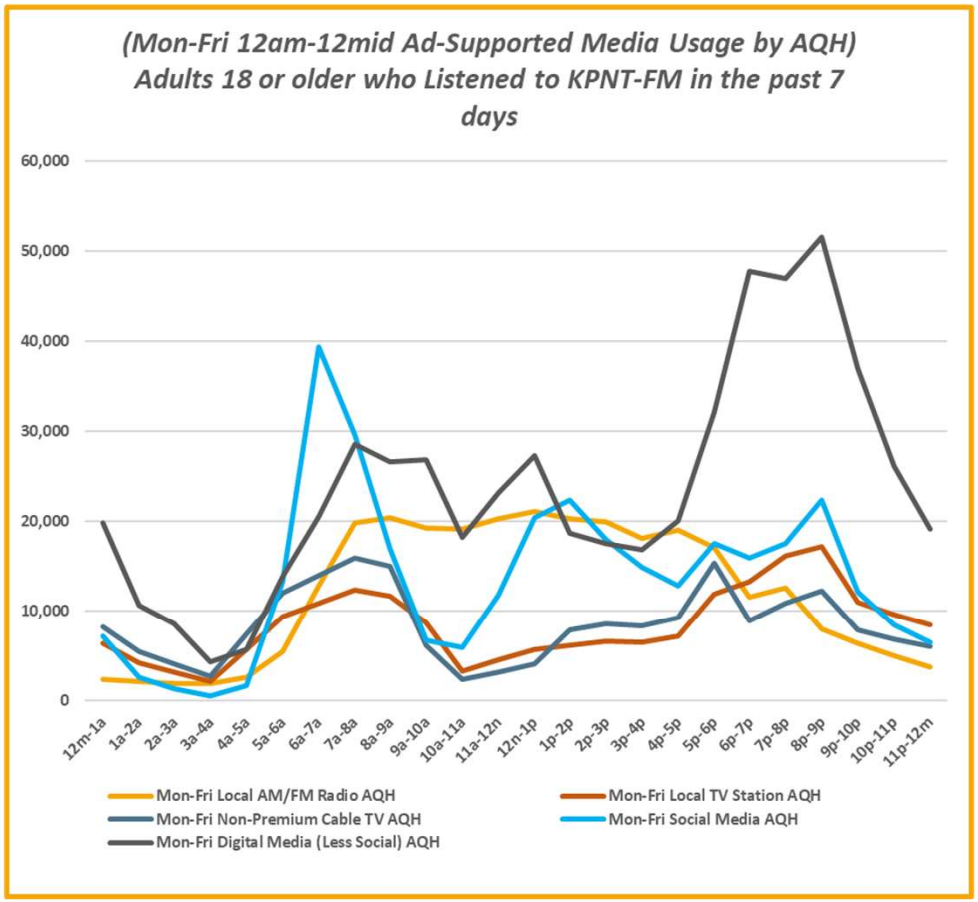
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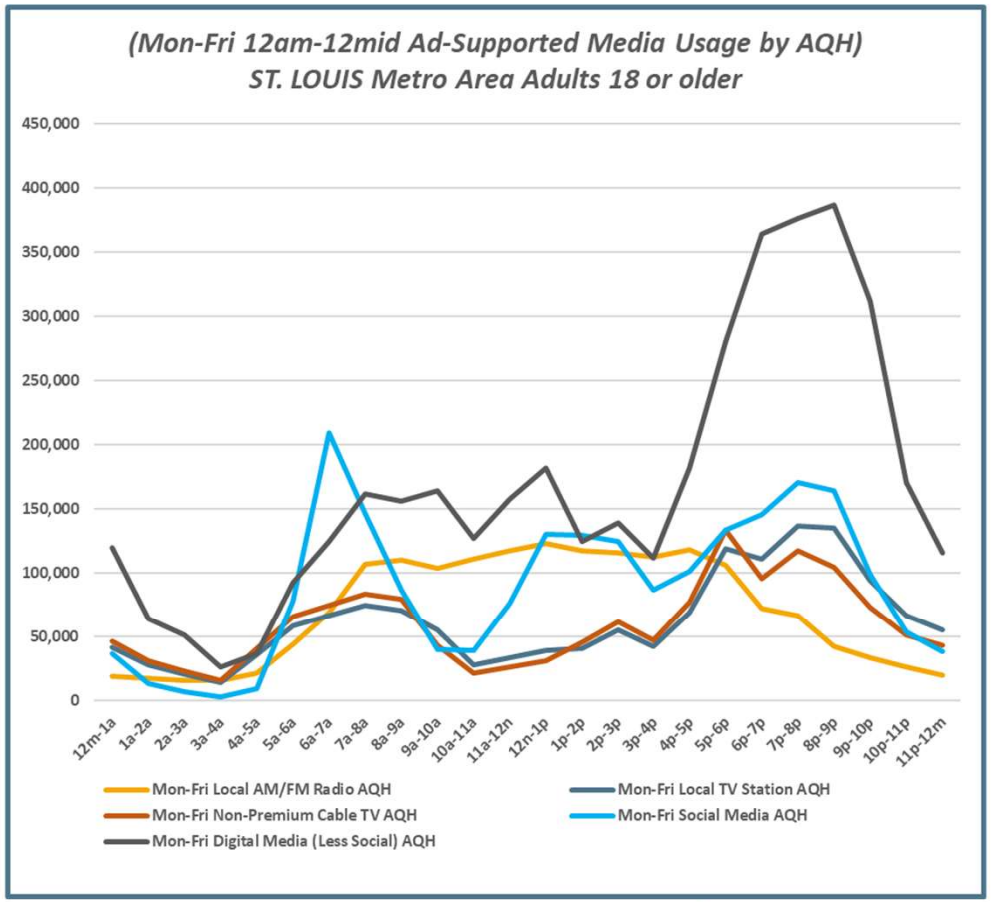
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Radio Stations: WXOS-FM

105.7 THE POINT
EVERYTHING ALTERNATIVE

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 24,915; Local Radio: 18,346; Social Media: 17,842; Non-Prem. Cable: 9,142; Local TV: 8,358 reaching Adults 18 or older who Listened to KPNT-FM in the past 7 days.





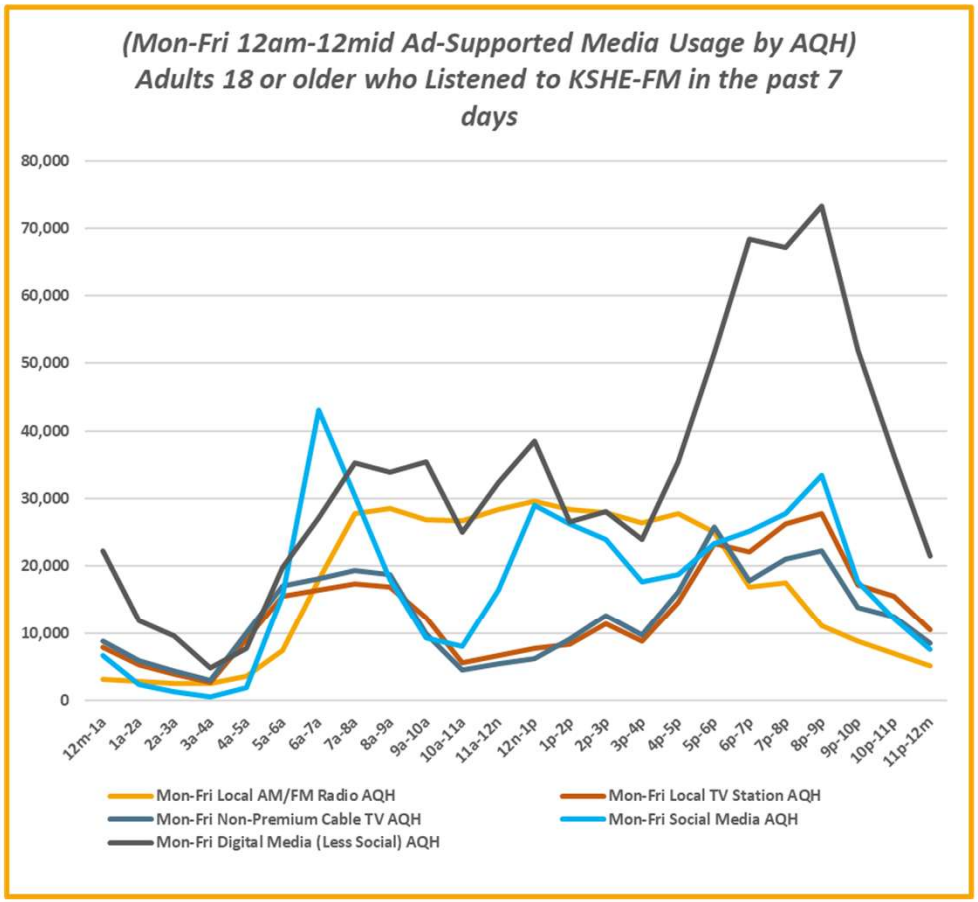
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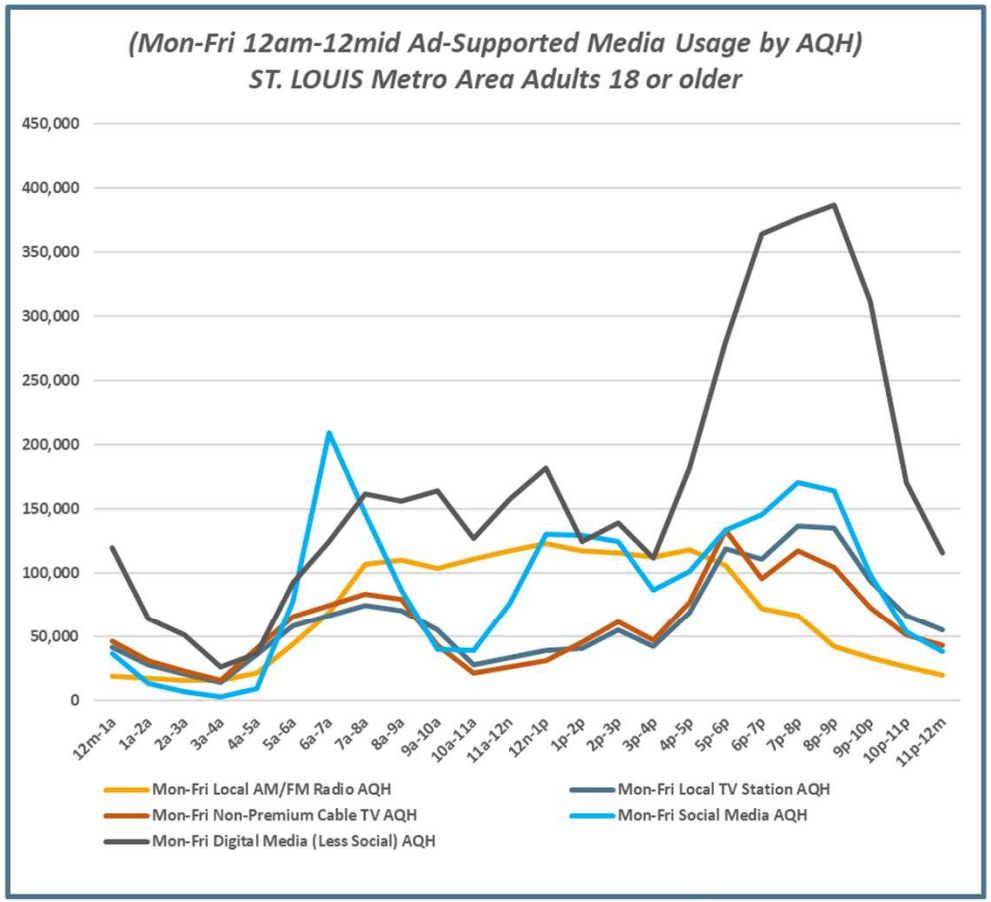
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Radio Stations: KPNT-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 35,522; Local Radio: 26,025; Social Media: 22,255; Non-Prem. Cable: 13,357; Local TV: 13,221 reaching Adults 18 or older who Listened to KSHE-FM in the past 7 days.





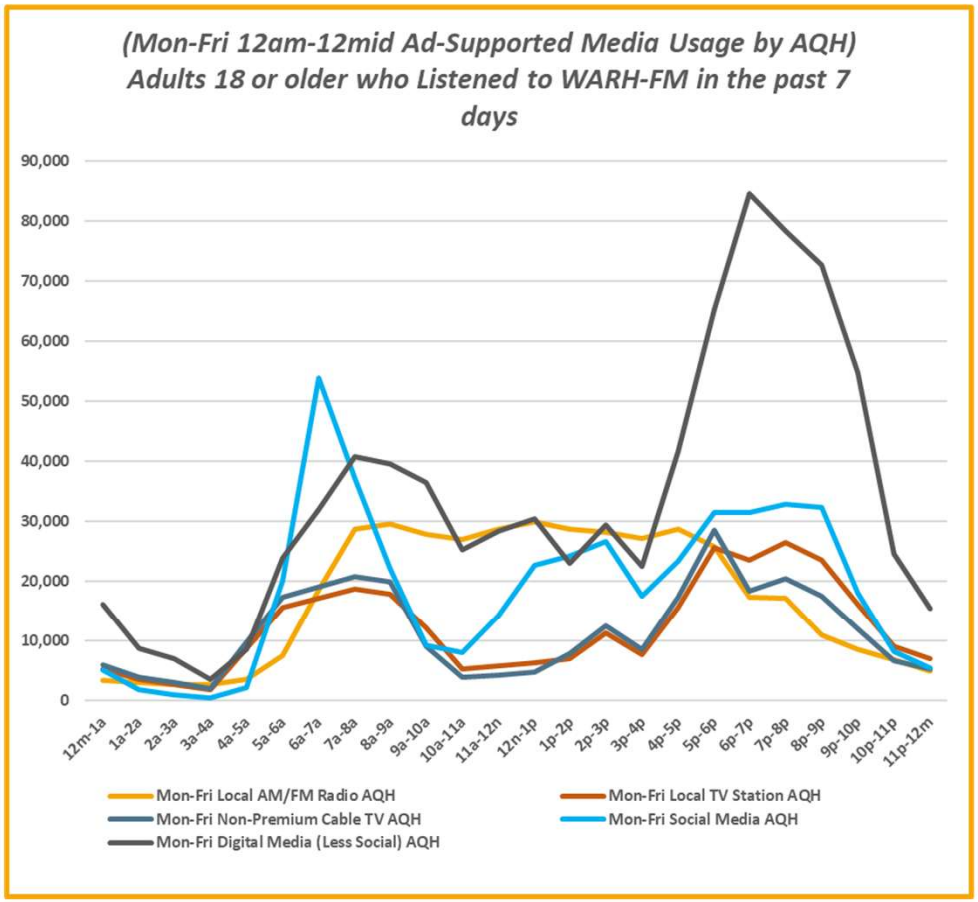
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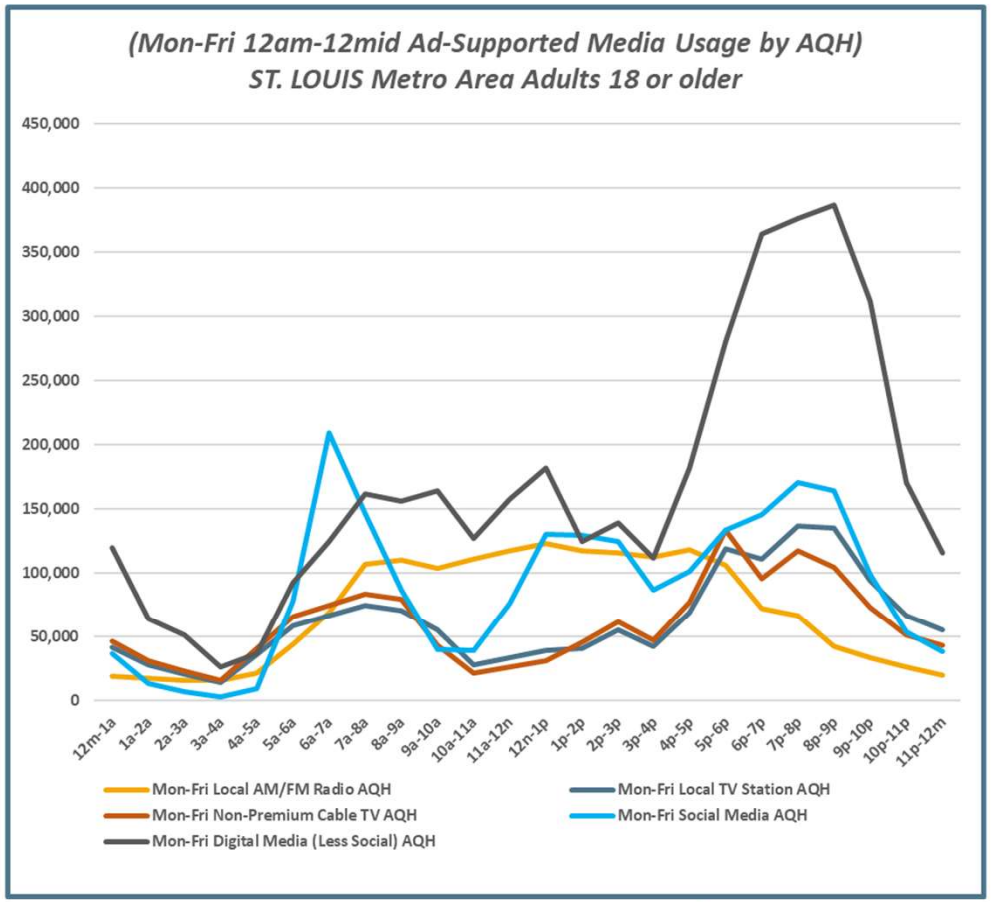
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Radio Stations: KSHE-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 38,398; Local Radio: 26,594; Social Media: 24,744; Non-Prem. Cable: 13,430; Local TV: 13,354 reaching Adults 18 or older who Listened to WARH-FM in the past 7 days.





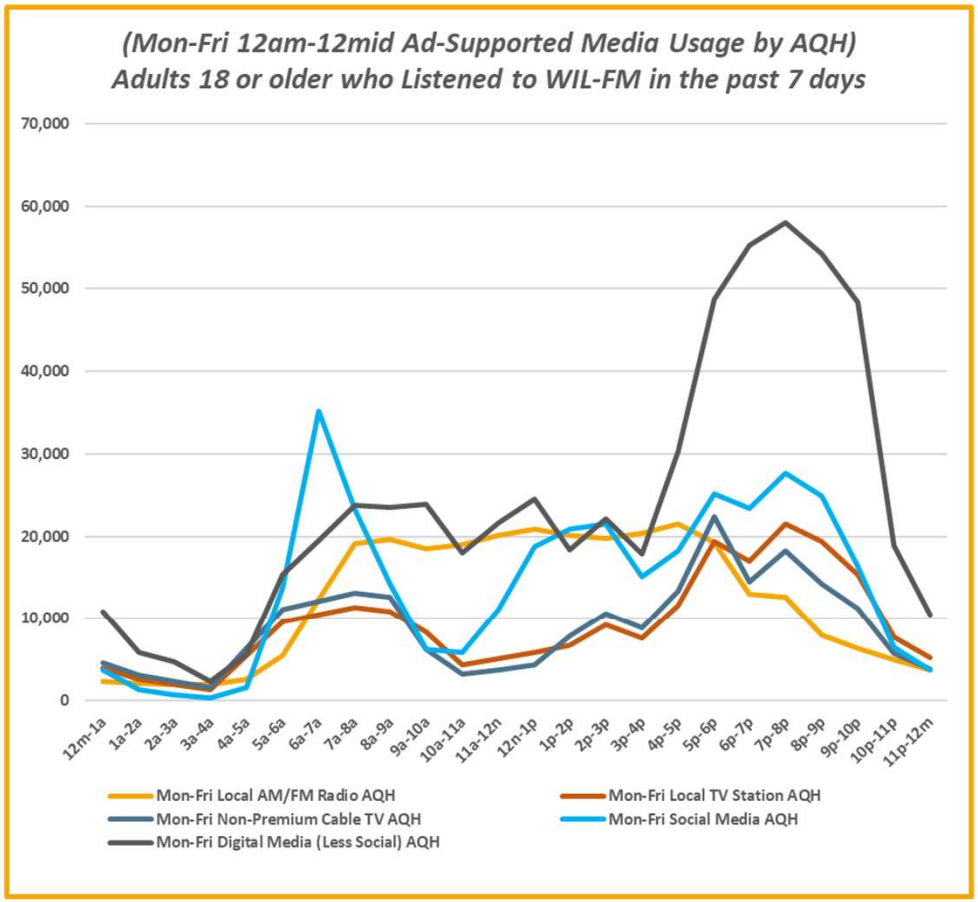
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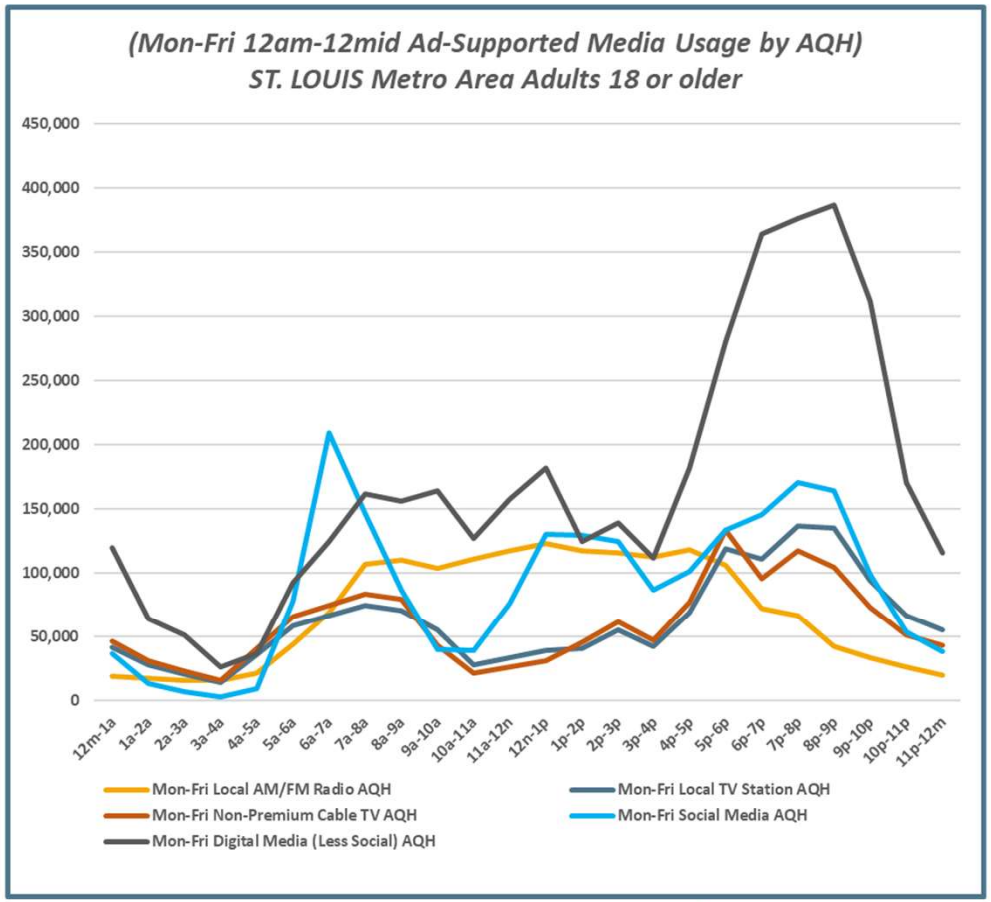
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Radio Stations: WARH-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 26,741; Local Radio: 18,743; Social Media: 18,380; Non-Prem. Cable: 10,198; Local TV: 9,831 reaching Adults 18 or older who Listened to WIL-FM in the past 7 days.





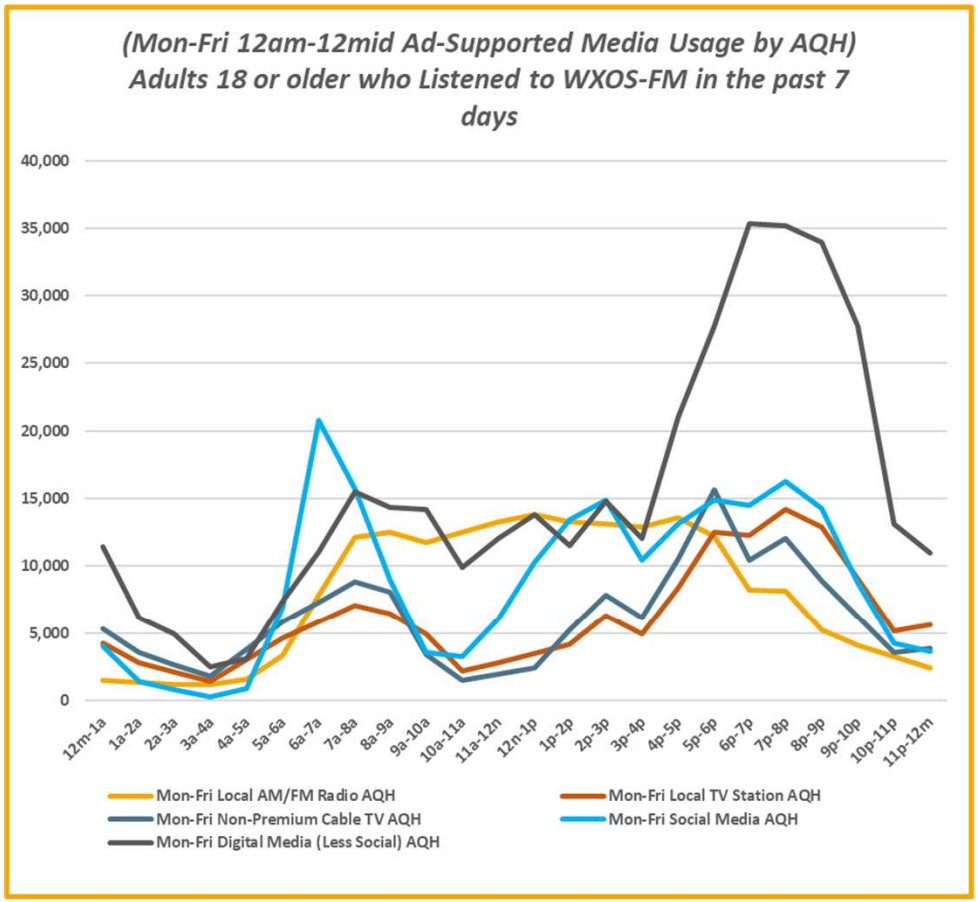
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 274

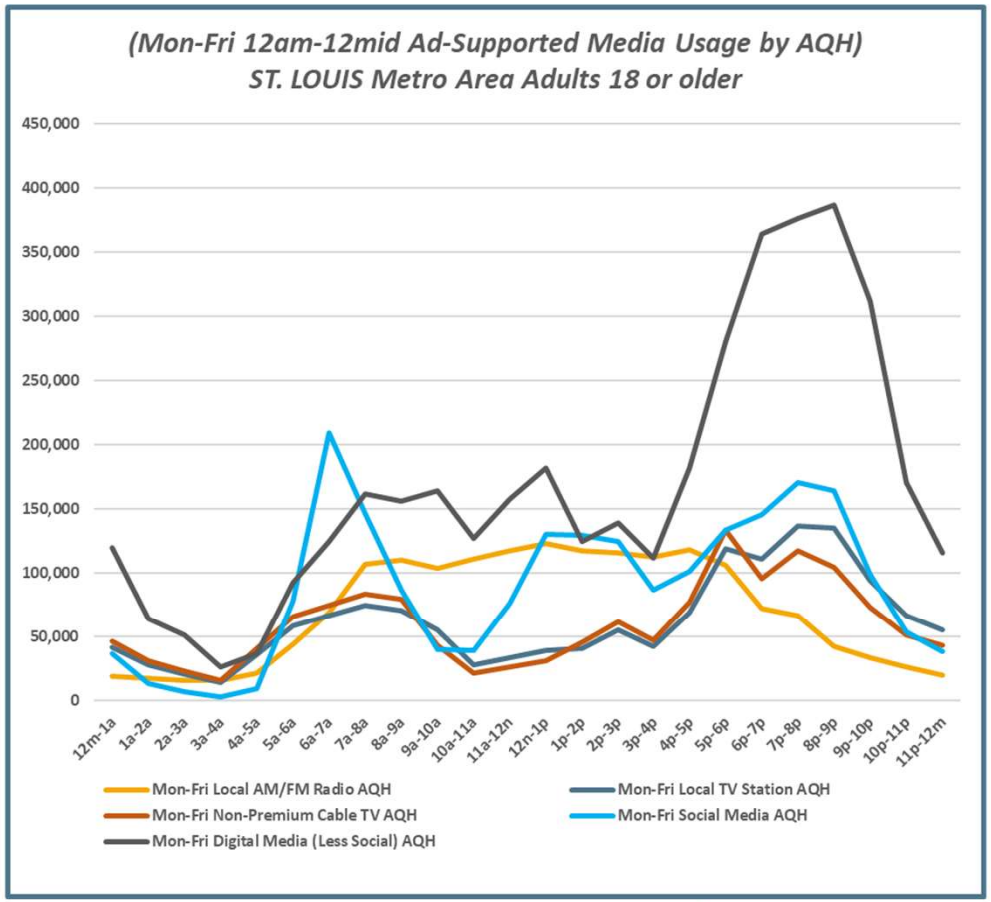
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Radio Stations: WIL-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 16,420; Local Radio: 12,107; Social Media: 11,535; Non-Prem. Cable: 6,869; Local TV: 6,260 reaching Adults 18 or older who Listened to WXOS-FM in the past 7 days.





ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 177

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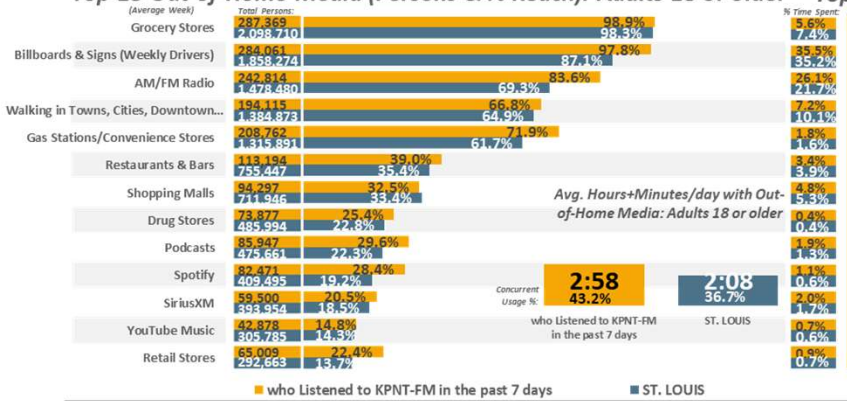
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Radio Stations: WXOS-FM

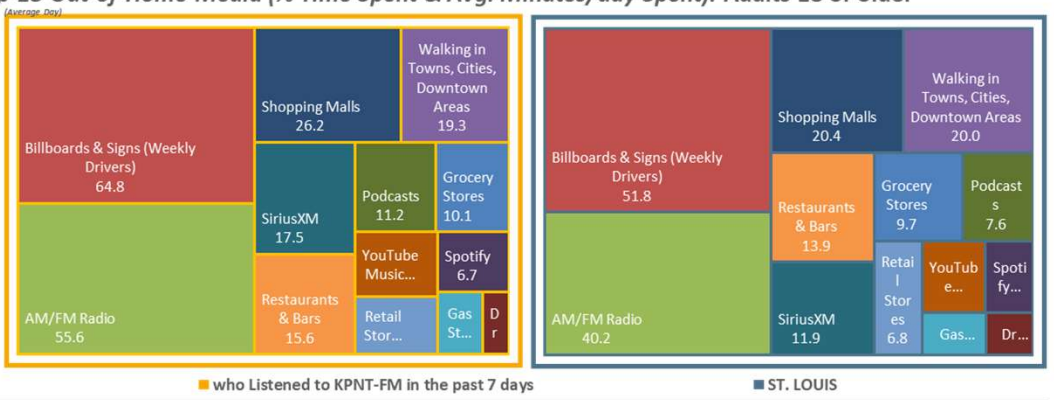
105.7 THE POINT
EVERYTHING ALTERNATIVE

284,061 or 97.8% of Adults 18 or older who Listened to KPNT-FM in the past 7 days spend an average of 64.8 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 51.9 minutes/day.

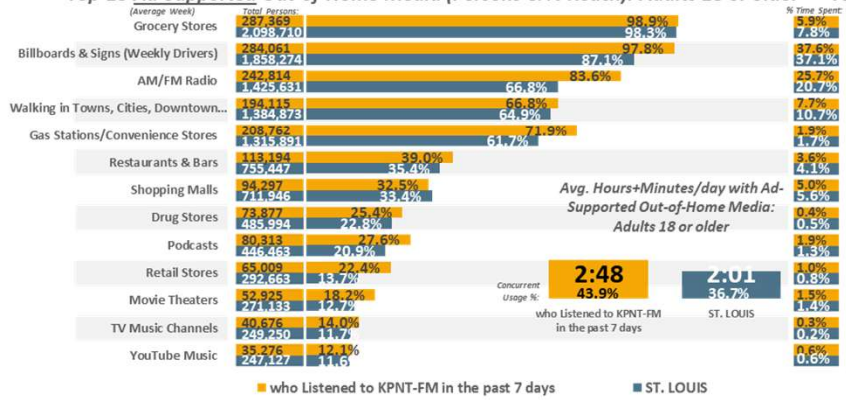
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



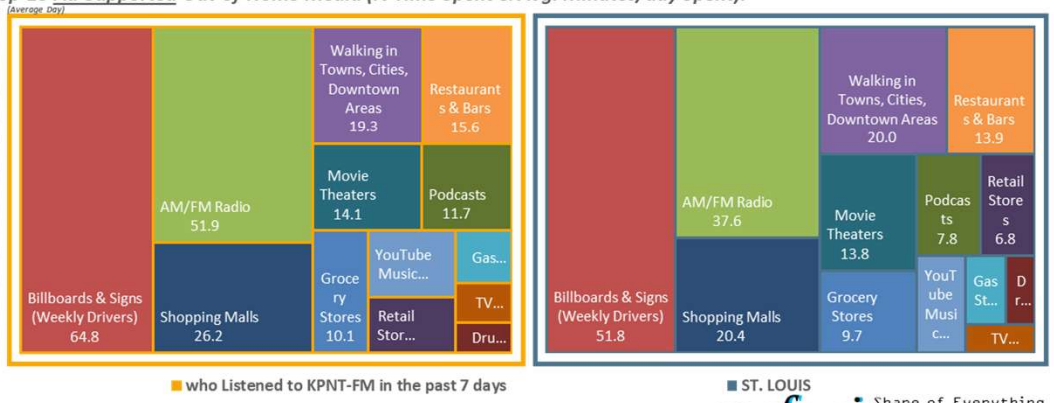
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 249

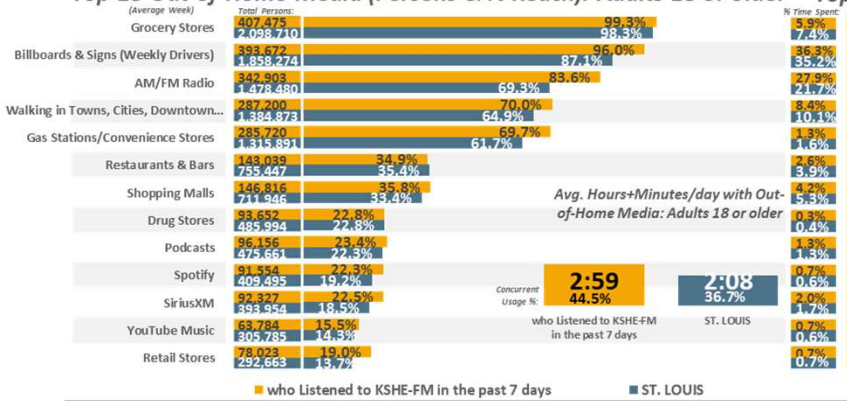
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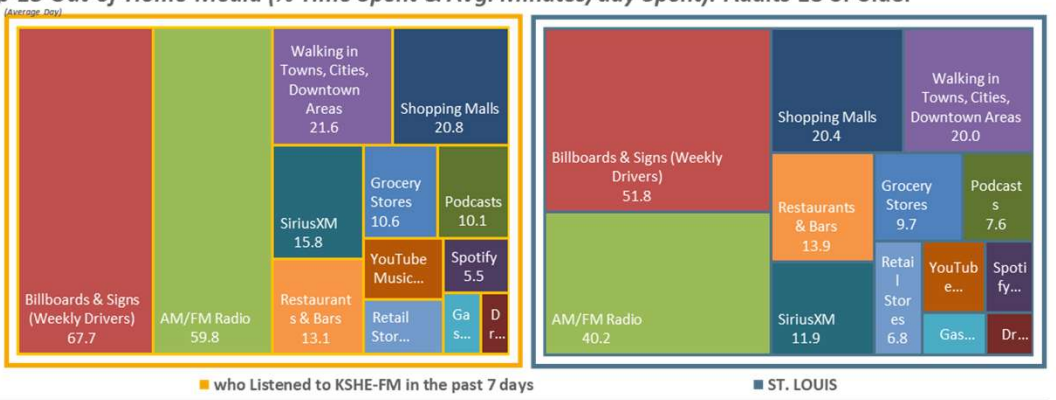
Radio Stations: KPNT-FM

393,672 or 96.% of Adults 18 or older who Listened to KSHE-FM in the past 7 days spend an average of 67.7 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 55.9 minutes/day.

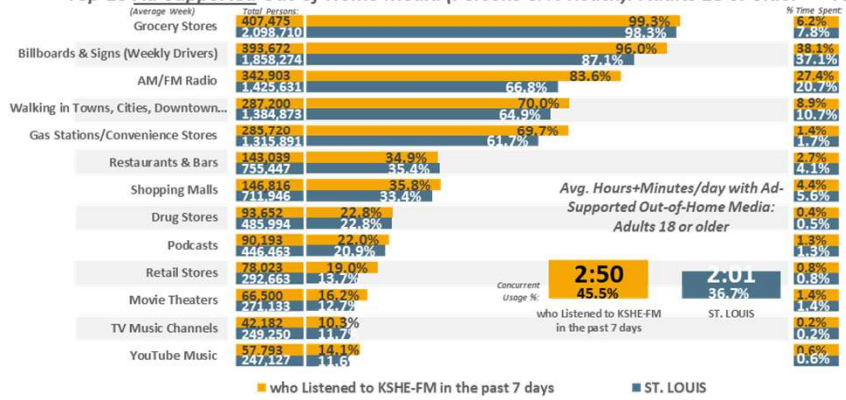
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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



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



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 357

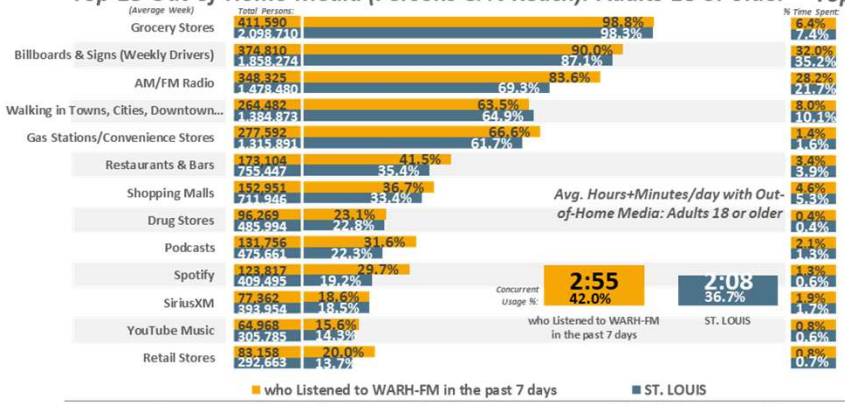
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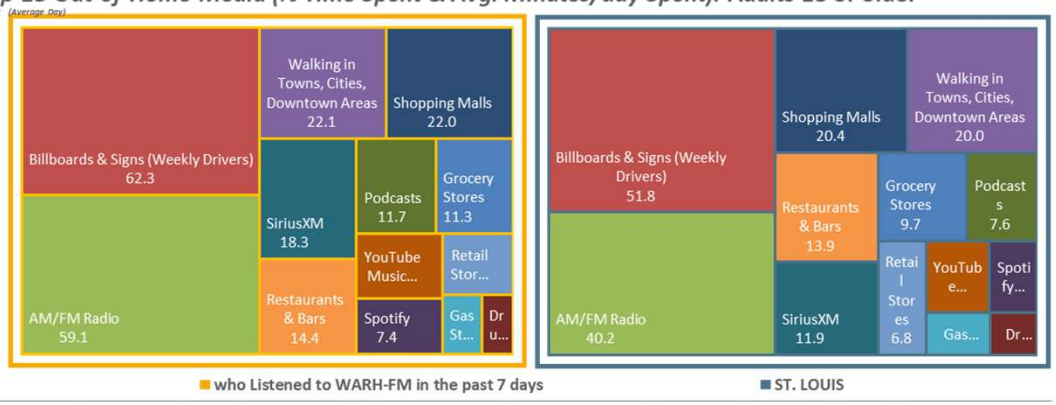
Radio Stations: KSHE-FM

374,810 or 90.% of Adults 18 or older who Listened to WARH-FM in the past 7 days spend an average of 62.3 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 53.5 minutes/day.

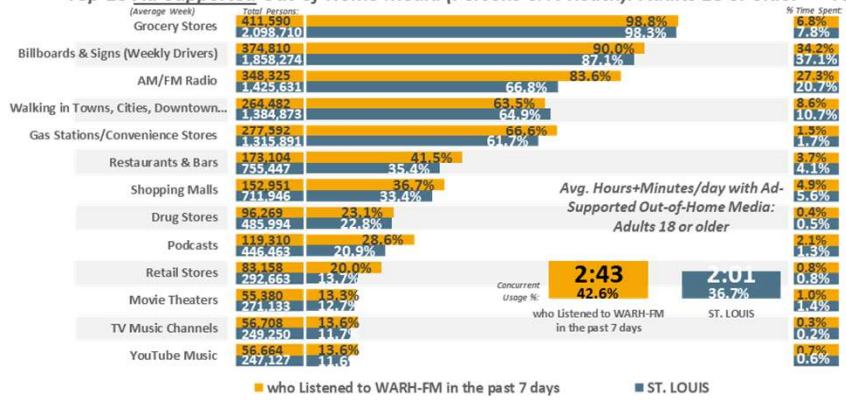
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



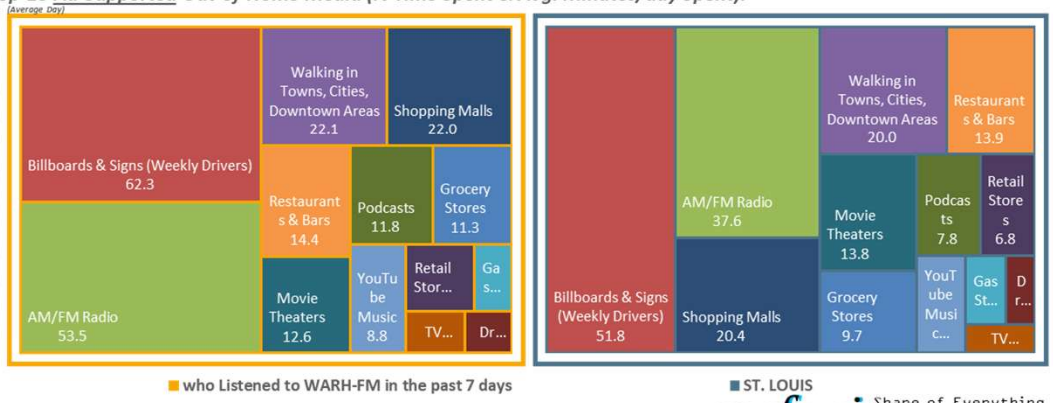
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 394

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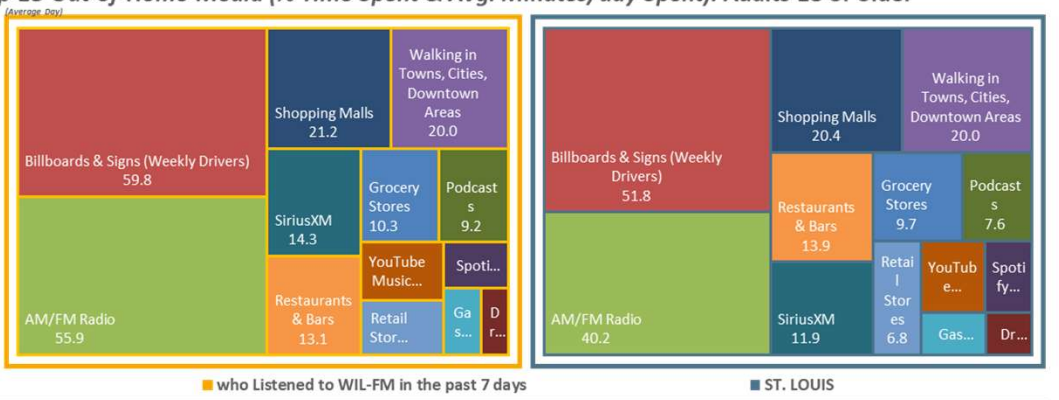
Radio Stations: WARH-FM

275,243 or 93.1% of Adults 18 or older who Listened to WIL-FM in the past 7 days spend an average of 59.8 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 53.9 minutes/day.

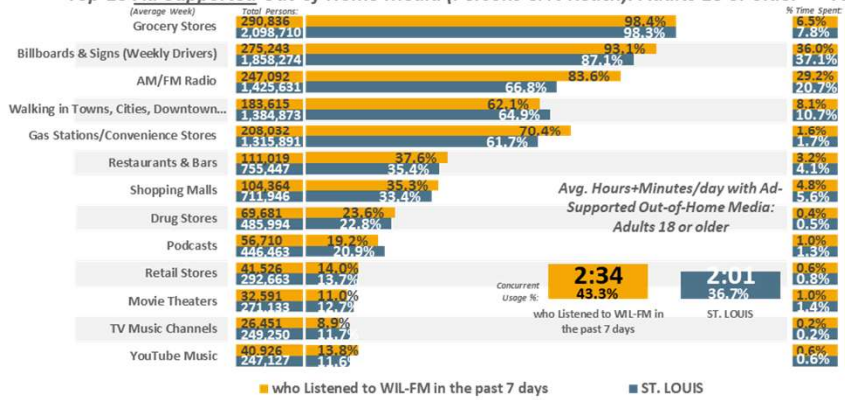
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



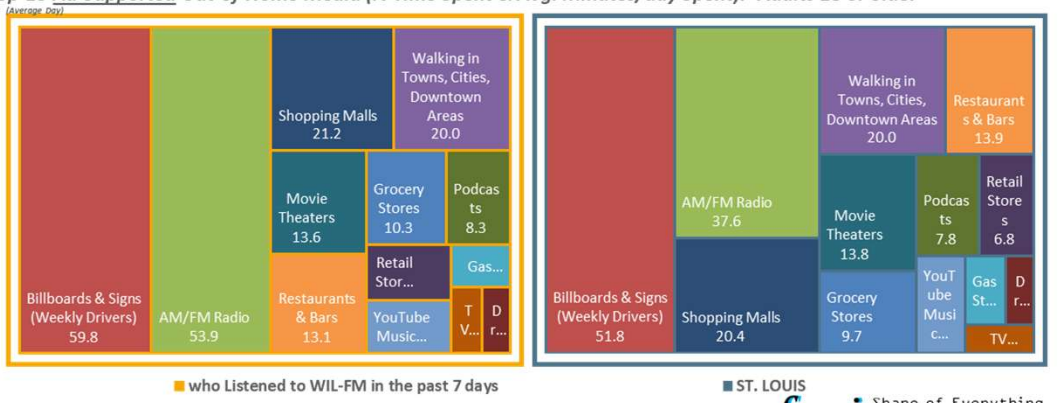
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 274

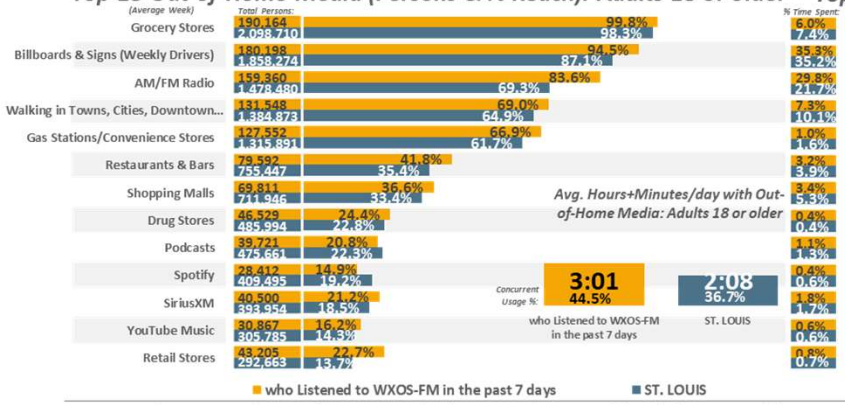
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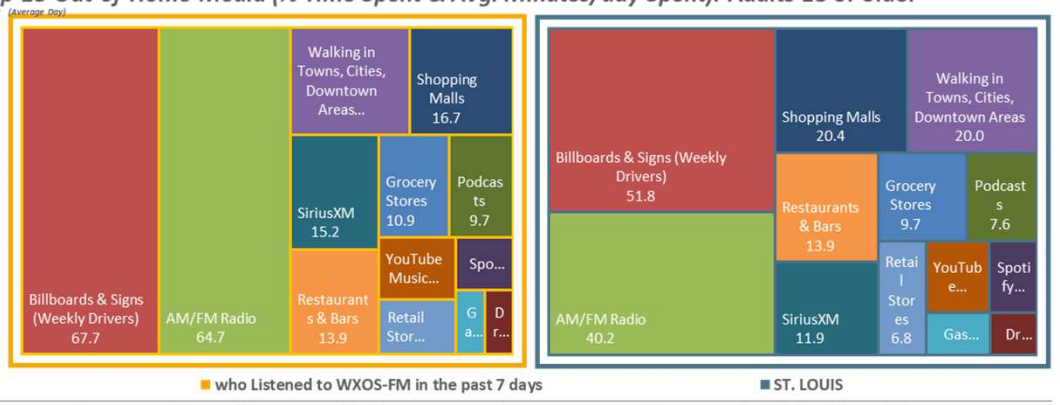
Radio Stations: WIL-FM

180,198 or 94.5% of Adults 18 or older who Listened to WXOS-FM in the past 7 days spend an average of 67.7 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 58.4 minutes/day.

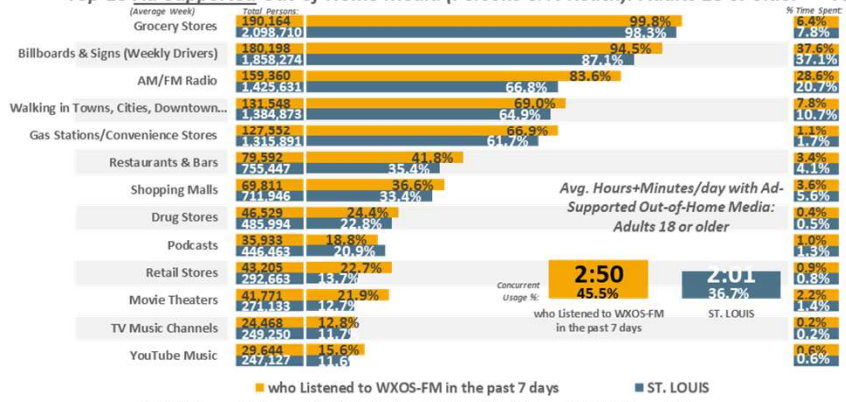
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



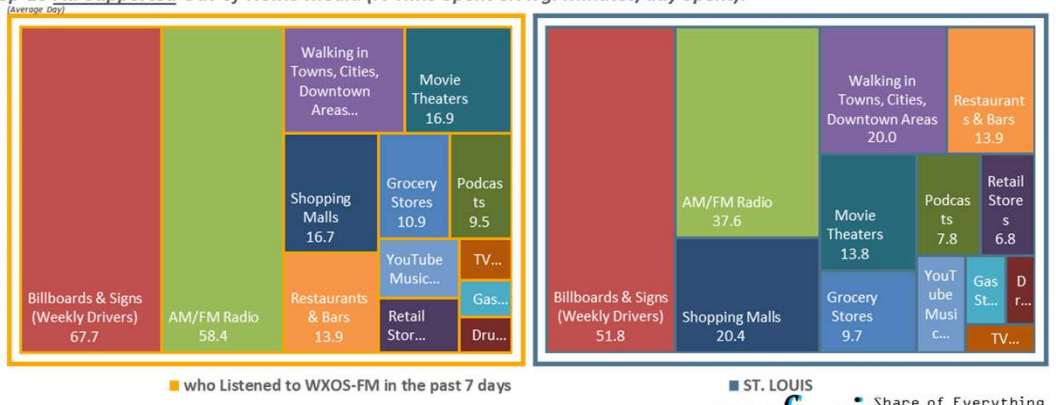
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 177

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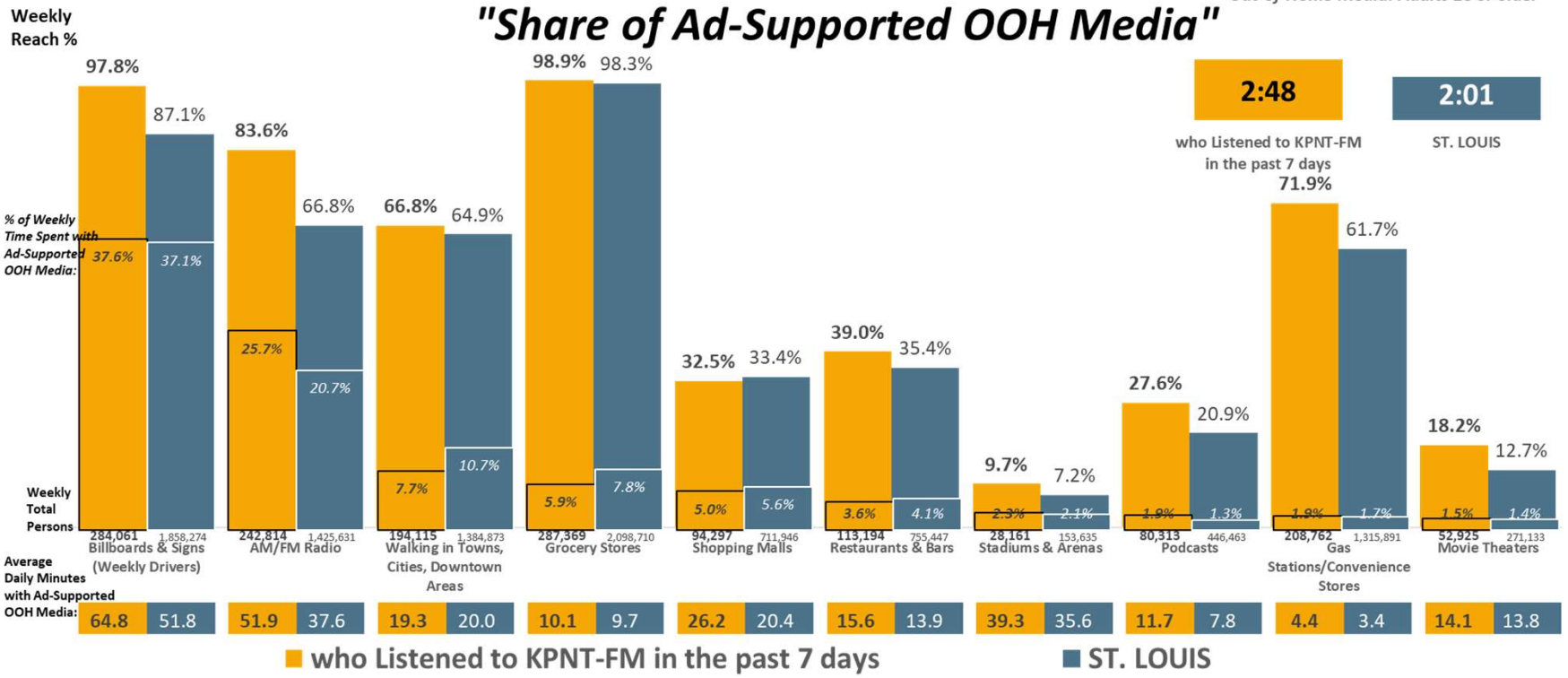
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Radio Stations: WXOS-FM

284,061 or 97.8% of Adults 18 or older who Listened to KPNT-FM in the past 7 days spend an average of 64.8 minutes per day driving, seeing Billboards and Signs representing 37.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 249 ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,904

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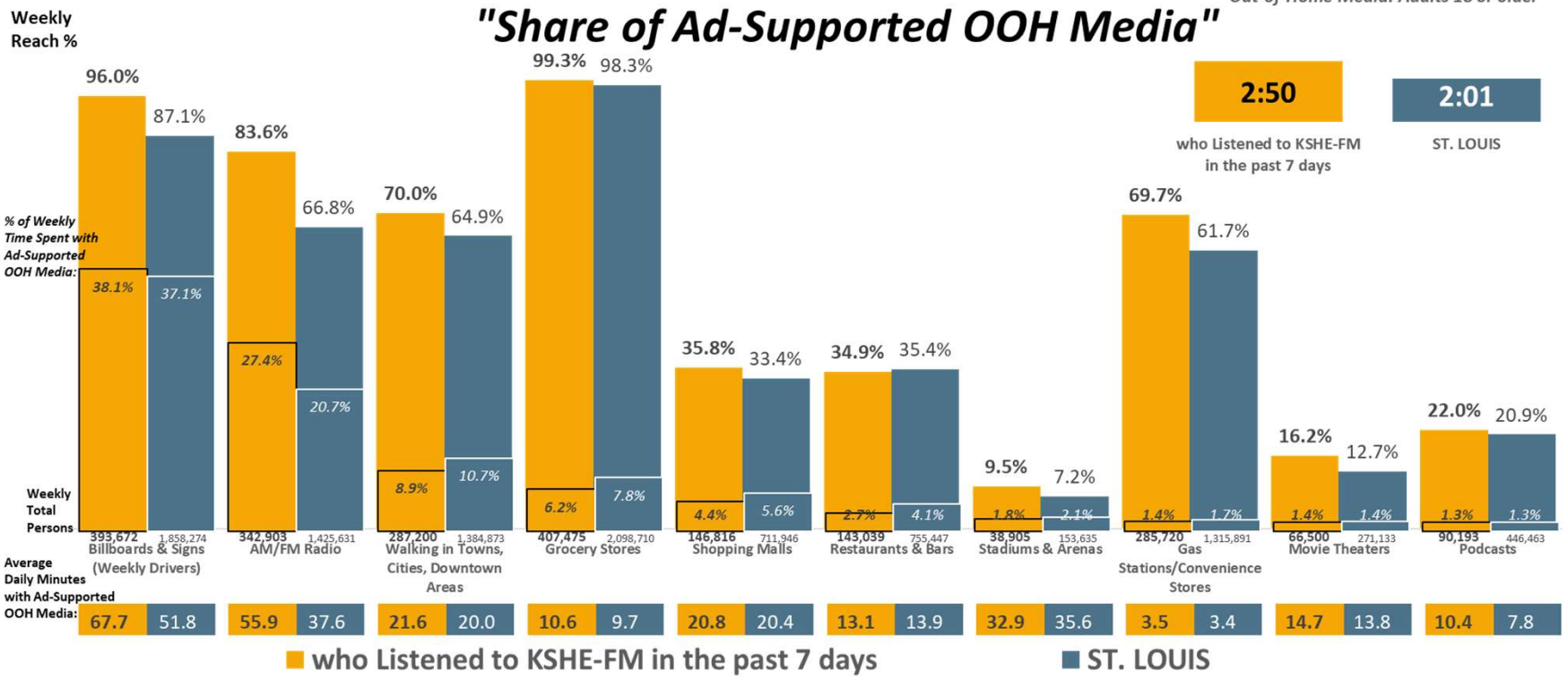
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Radio Stations: KPNT-FM

393,672 or 96.% of Adults 18 or older who Listened to KSHE-FM in the past 7 days spend an average of 67.7 minutes per day driving, seeing Billboards and Signs representing 38.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 357 ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,904

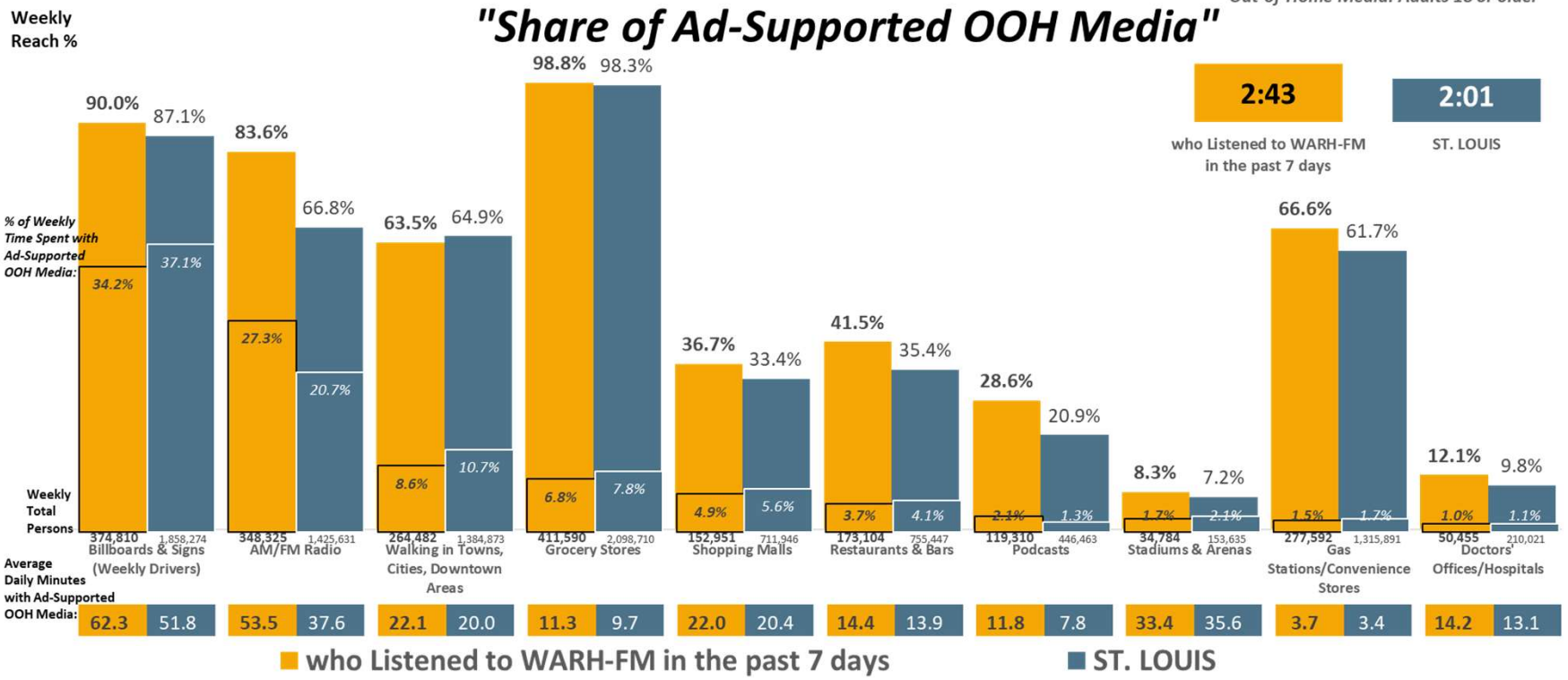
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Radio Stations: KSHE-FM

374,810 or 90.% of Adults 18 or older who Listened to WARH-FM in the past 7 days spend an average of 62.3 minutes per day driving, seeing Billboards and Signs representing 34.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 394 ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,904

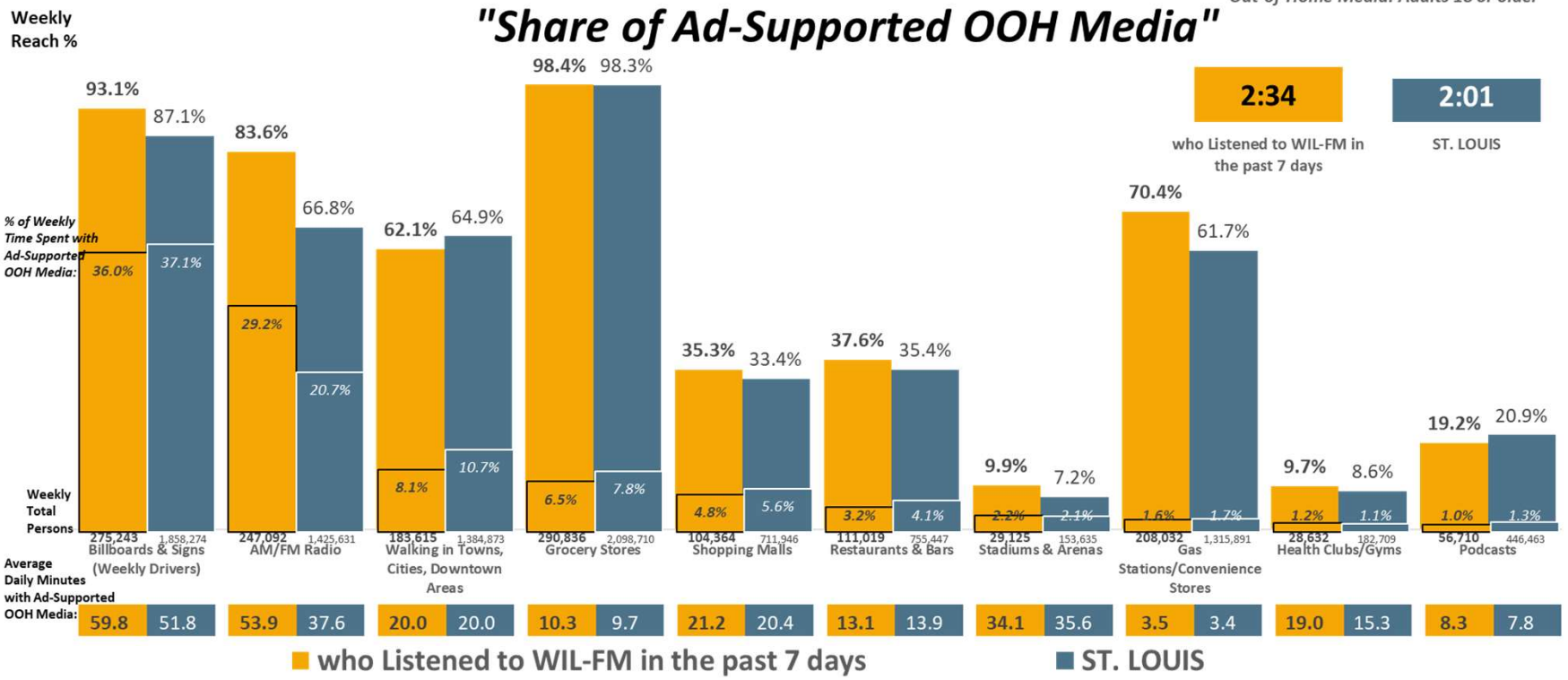
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Radio Stations: WARH-FM

275,243 or 93.1% of Adults 18 or older who Listened to WIL-FM in the past 7 days spend an average of 59.8 minutes per day driving, seeing Billboards and Signs representing 36.% of all Time Spent with Ad-Supported Out-of-Home Media.

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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 274 ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,904

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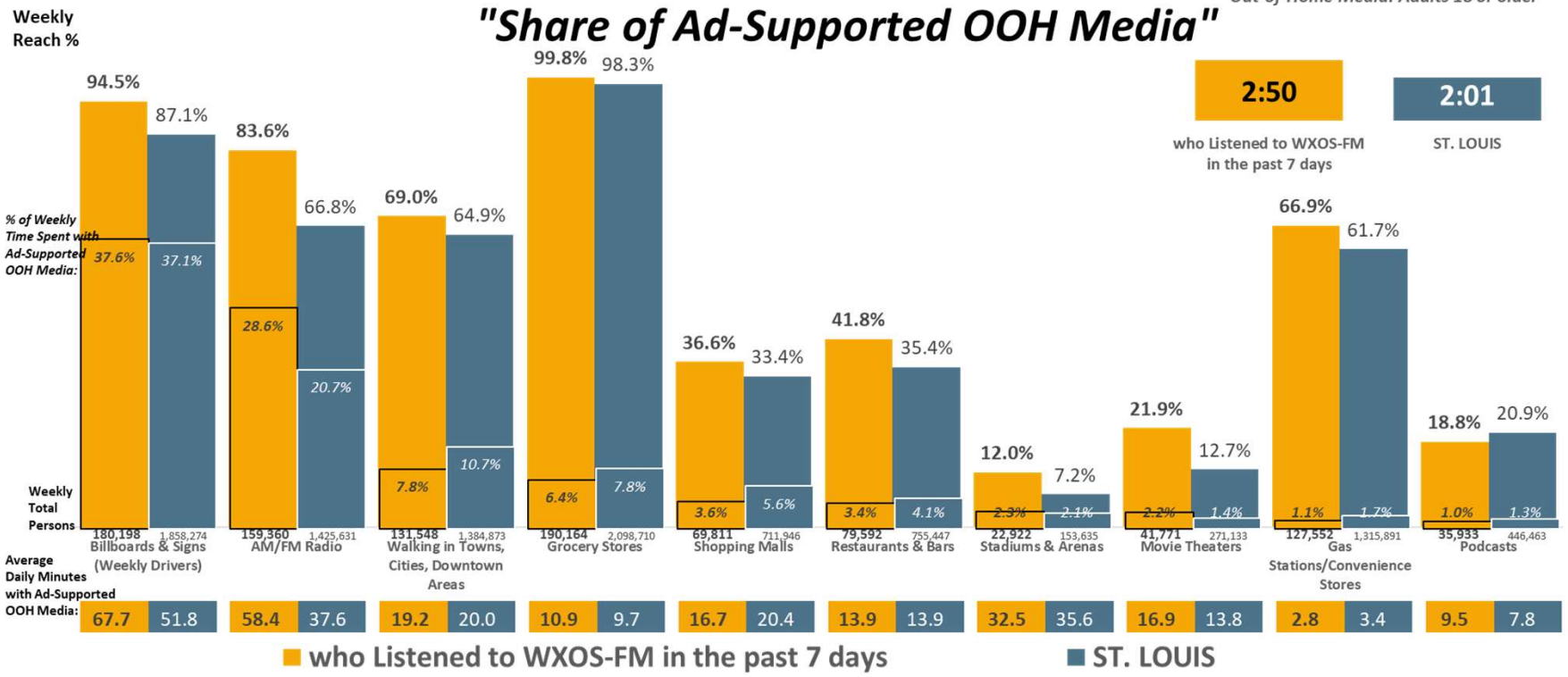
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Radio Stations: WIL-FM

180,198 or 94.5% of Adults 18 or older who Listened to WXOS-FM in the past 7 days spend an average of 67.7 minutes per day driving, seeing Billboards and Signs representing 37.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 177 ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,904

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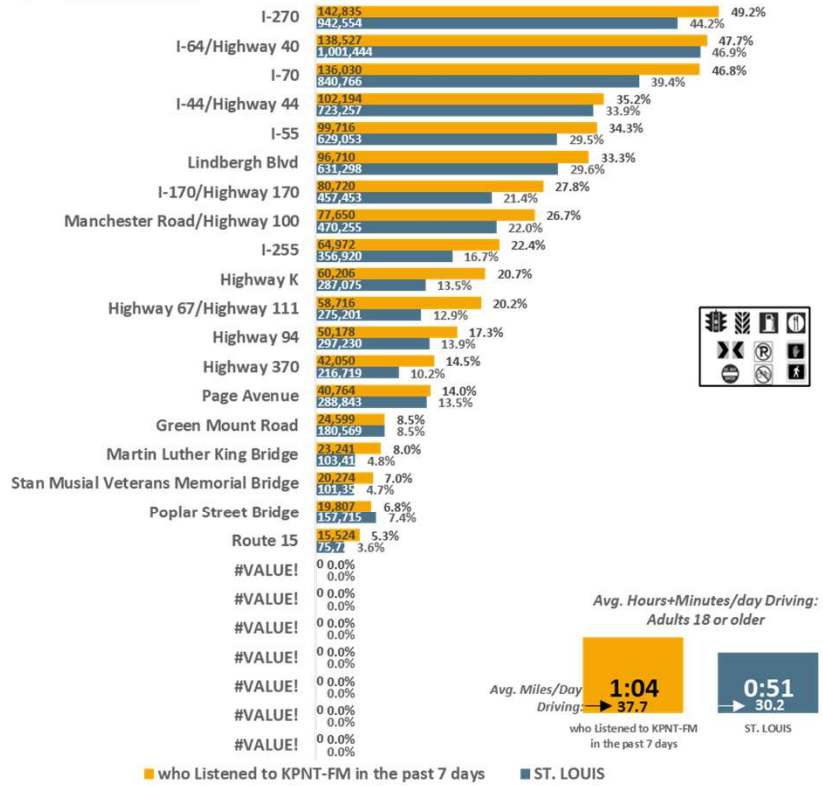
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Radio Stations: WXOS-FM

105.7 THE POINT
EVERYTHING ALTERNATIVE

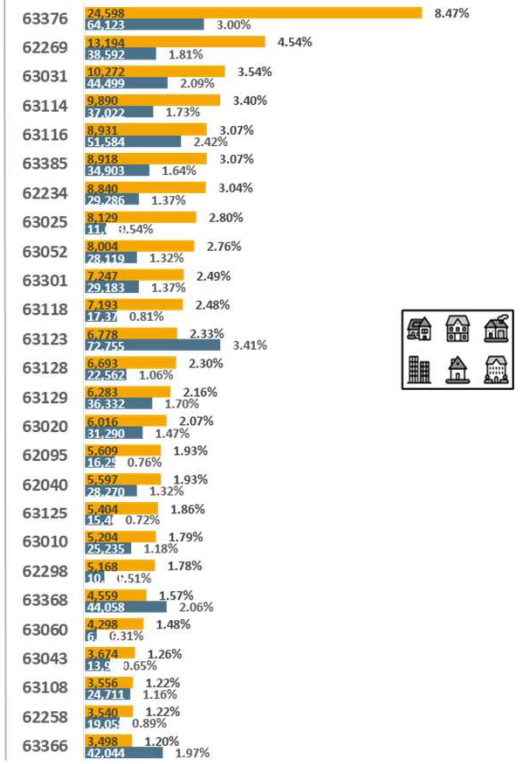
284,061 or 97.8% of Adults 18 or older who Listened to KPNT-FM in the past 7 days spend an average of 64.8 minutes per day driving an average of 37.7 miles each day and are 65.1% more likely to use Martin Luther King Bridge than the Metro average.

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

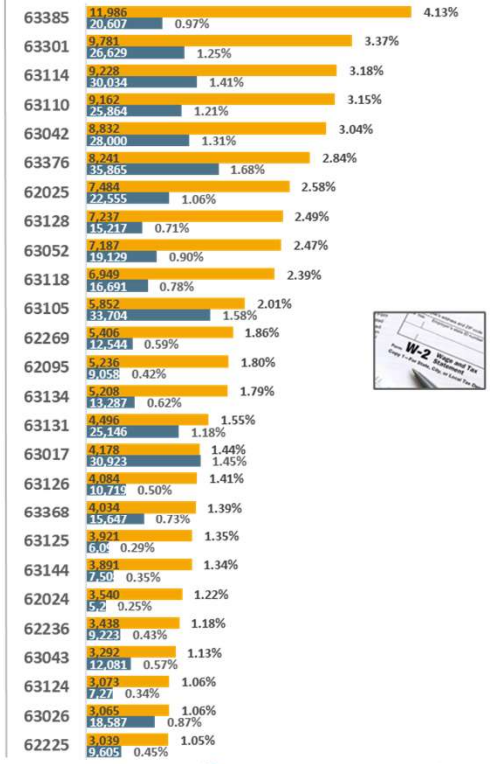


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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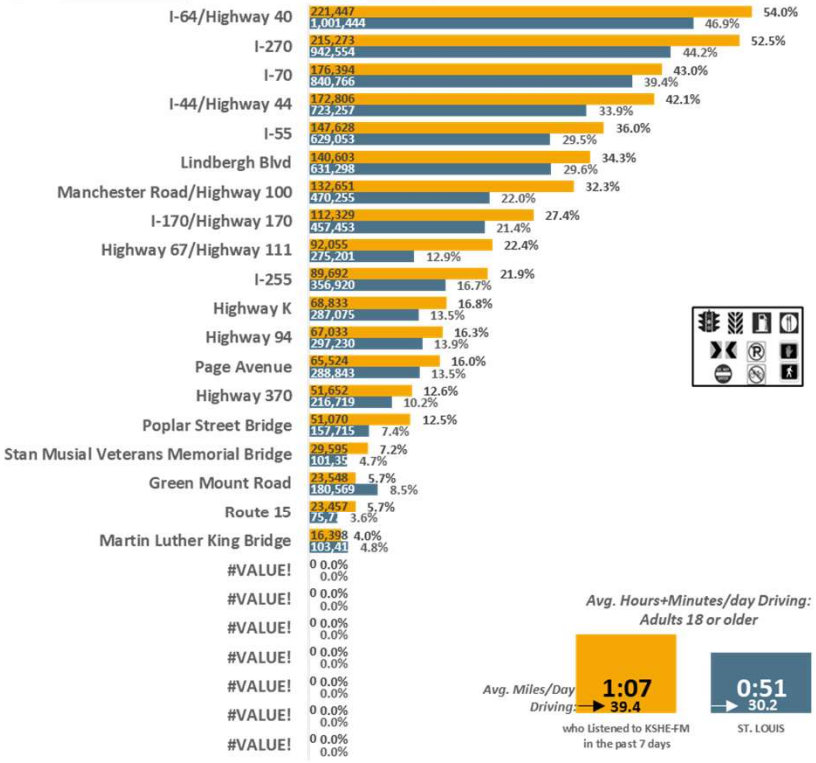
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 249

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Radio Stations: KPNT-FM

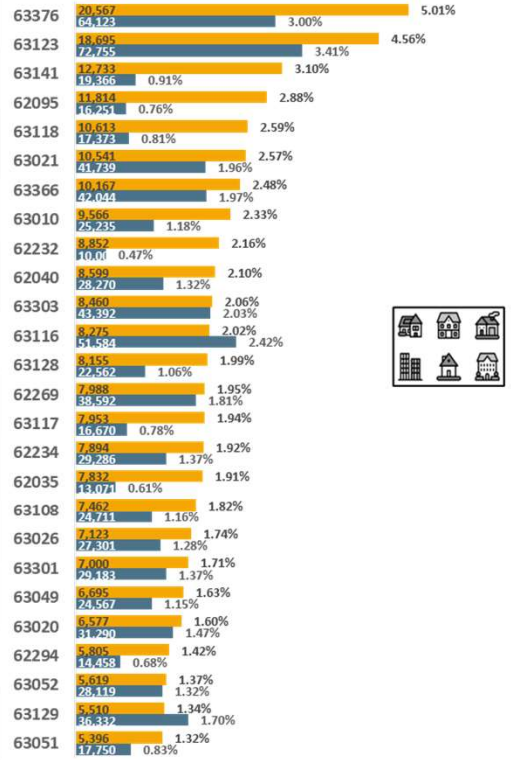
393,672 or 96.% of Adults 18 or older who Listened to KSHE-FM in the past 7 days spend an average of 67.7 minutes per day driving an average of 39.4 miles each day and are 74.% more likely to use Highway 67/Highway 111 than the Metro average.

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

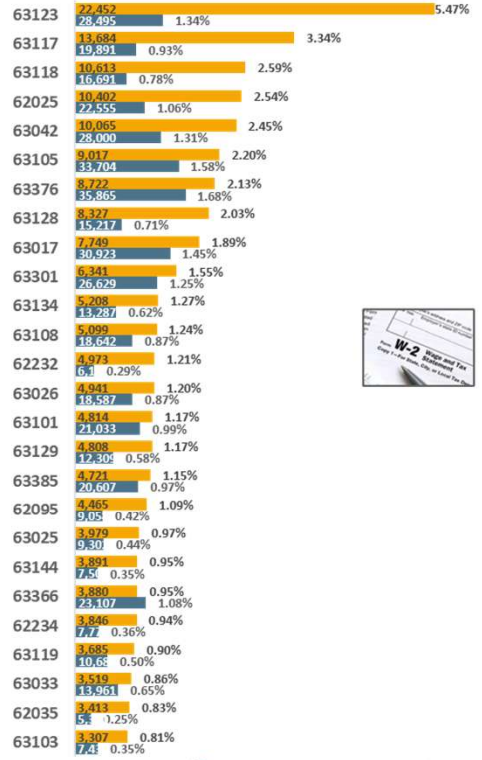


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 357

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Radio Stations: KSHE-FM

374,810 or 90.% of Adults 18 or older who Listened to WARH-FM in the past 7 days spend an average of 62.3 minutes per day driving an average of 36.3 miles each day and are 85.7% more likely to use Route 15 than the Metro average.

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

I-64/Highway 40	211,159	50.7%
	1,001,444	46.9%
I-270	188,231	45.2%
	942,554	44.2%
I-70	173,976	41.8%
	840,766	39.4%
I-44/Highway 44	163,082	39.1%
	723,257	33.9%
I-55	137,776	33.1%
	629,053	29.5%
Lindbergh Blvd	134,566	32.3%
	631,298	29.6%
Manchester Road/Highway 100	101,338	24.3%
	470,255	22.0%
I-170/Highway 170	93,182	22.4%
	457,453	21.4%
I-255	75,968	18.2%
	356,920	16.7%
Highway K	74,869	18.0%
	287,075	13.5%
Highway 67/Highway 111	73,860	17.7%
	275,201	12.9%
Highway 94	59,360	14.2%
	297,230	13.9%
Page Avenue	49,187	11.8%
	288,843	13.5%
Highway 370	44,047	10.6%
	216,719	10.2%
Poplar Street Bridge	31,834	7.6%
	157,715	7.4%
Route 15	27,473	6.6%
	75,7	3.6%
Green Mount Road	26,428	6.3%
	180,569	8.5%
Martin Luther King Bridge	17,521	4.2%
	103,41	4.8%
Stan Musial Veterans Memorial Bridge	14,831	3.6%
	101,35	4.7%
#VALUE!	0	0.0%
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Avg. Hours+Minutes/day Driving: Adults 18 or older



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

Top-26 Residential Zip Codes: Adults 18 or older

63123	17,203	4.13%
	72,755	3.41%
63376	13,793	3.31%
	64,123	3.00%
63130	13,645	3.27%
	35,218	1.65%
63116	13,010	3.12%
	51,584	2.42%
63020	11,500	2.76%
	31,290	1.47%
63031	11,418	2.74%
	44,499	2.09%
63366	10,604	2.54%
	42,044	1.97%
63117	9,441	2.27%
	16,670	0.78%
63385	9,361	2.25%
	34,903	1.64%
63080	9,206	2.21%
	20,202	0.95%
63052	9,000	2.16%
	28,119	1.32%
62040	8,620	2.07%
	28,270	1.32%
62269	8,580	2.06%
	38,592	1.81%
63118	8,359	2.01%
	17,373	0.81%
63368	8,003	1.92%
	44,058	2.06%
62095	7,554	1.81%
	16,251	0.76%
63026	7,404	1.78%
	27,301	1.28%
63301	7,389	1.77%
	29,183	1.37%
63108	7,248	1.74%
	24,711	1.16%
63129	6,228	1.49%
	36,332	1.70%
63101	6,192	1.49%
	22,819	1.07%
63051	6,177	1.48%
	17,750	0.83%
63017	6,061	1.45%
	28,297	1.33%
62035	5,845	1.40%
	13,071	0.61%
63021	5,425	1.30%
	41,739	1.96%
63383	5,361	1.29%
	12,863	0.60%



Top-26 Employment Zip Codes: Adults 18 or older

63123	18,586	4.46%
	28,495	1.34%
63117	9,321	2.24%
	19,891	0.93%
63385	9,168	2.20%
	20,607	0.97%
63301	8,547	2.05%
	26,629	1.25%
63118	7,928	1.90%
	16,691	0.78%
63131	7,483	1.80%
	25,146	1.18%
63028	7,424	1.78%
	9,869	0.46%
63017	7,178	1.72%
	30,923	1.45%
63042	7,109	1.71%
	28,000	1.31%
62095	7,025	1.69%
	9,058	0.42%
63090	6,623	1.59%
	10,15	0.48%
63052	6,461	1.55%
	19,129	0.90%
63122	5,901	1.42%
	25,979	1.22%
63383	5,361	1.29%
	8,10	0.38%
63134	5,208	1.25%
	13,287	0.62%
63376	5,151	1.24%
	35,865	1.68%
63108	4,900	1.18%
	18,642	0.87%
63080	4,883	1.17%
	12,763	0.60%
62269	4,703	1.13%
	12,544	0.59%
63125	4,410	1.06%
	6,0	0.29%
62035	4,328	1.04%
	5,3	0.25%
62040	4,279	1.03%
	8,966	0.42%
63025	4,245	1.02%
	9,302	0.44%
63110	4,068	0.98%
	25,864	1.21%
63126	3,964	0.95%
	10,719	0.50%
63366	3,845	0.92%
	23,107	1.08%



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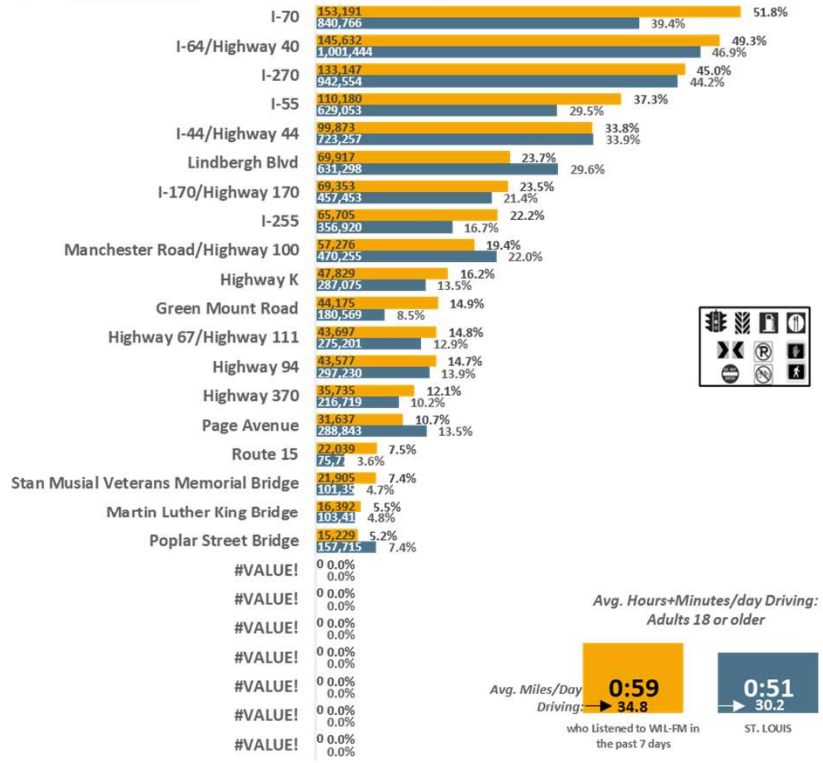
ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 394

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Radio Stations: WARH-FM

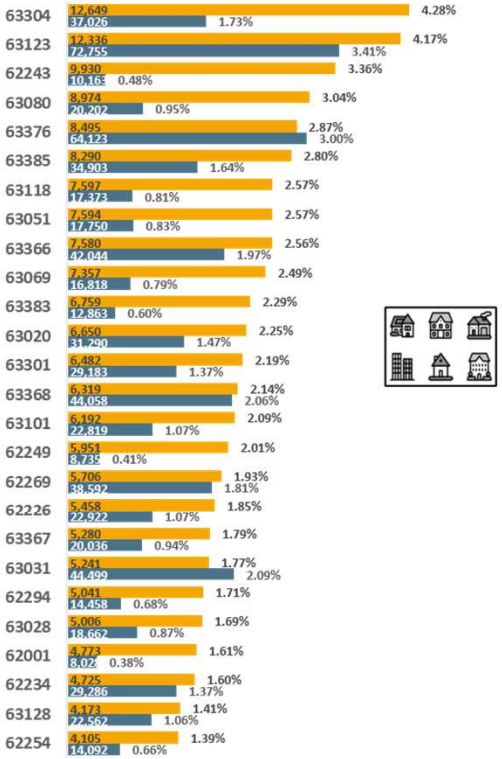
275,243 or 93.1% of Adults 18 or older who Listened to WIL-FM in the past 7 days spend an average of 59.8 minutes per day driving an average of 34.8 miles each day and are 110.% more likely to use Route 15 than the Metro average.

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

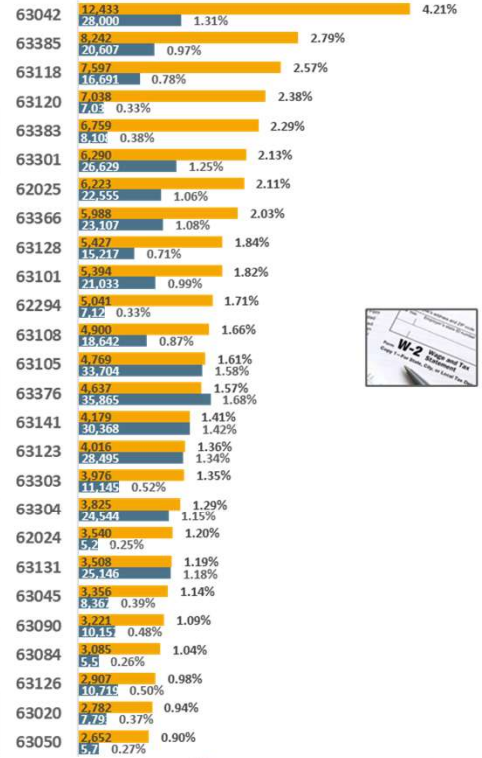


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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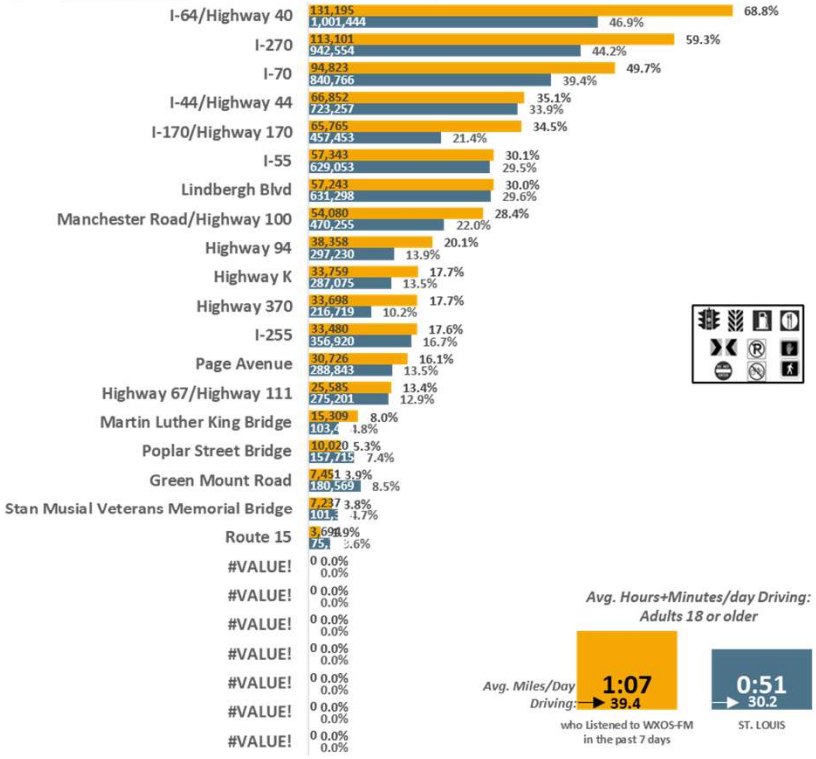
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Radio Stations: WIL-FM

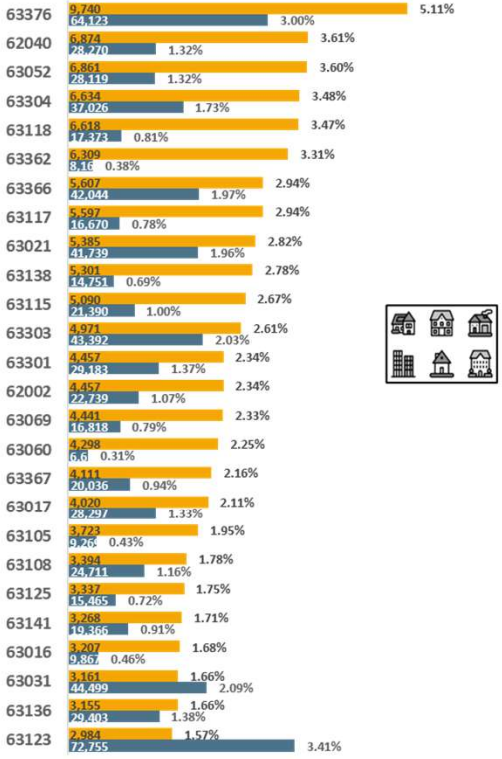
180,198 or 94.5% of Adults 18 or older who Listened to WXOS-FM in the past 7 days spend an average of 67.7 minutes per day driving an average of 39.4 miles each day and are 74.1% more likely to use Highway 370 than the Metro average.

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

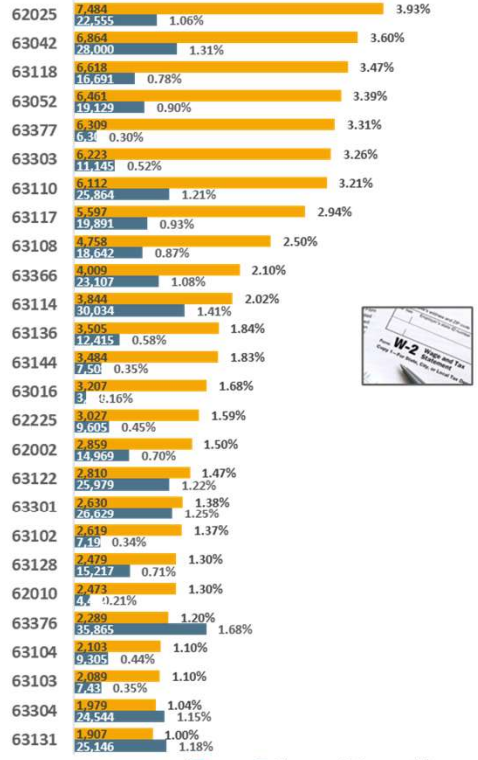


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



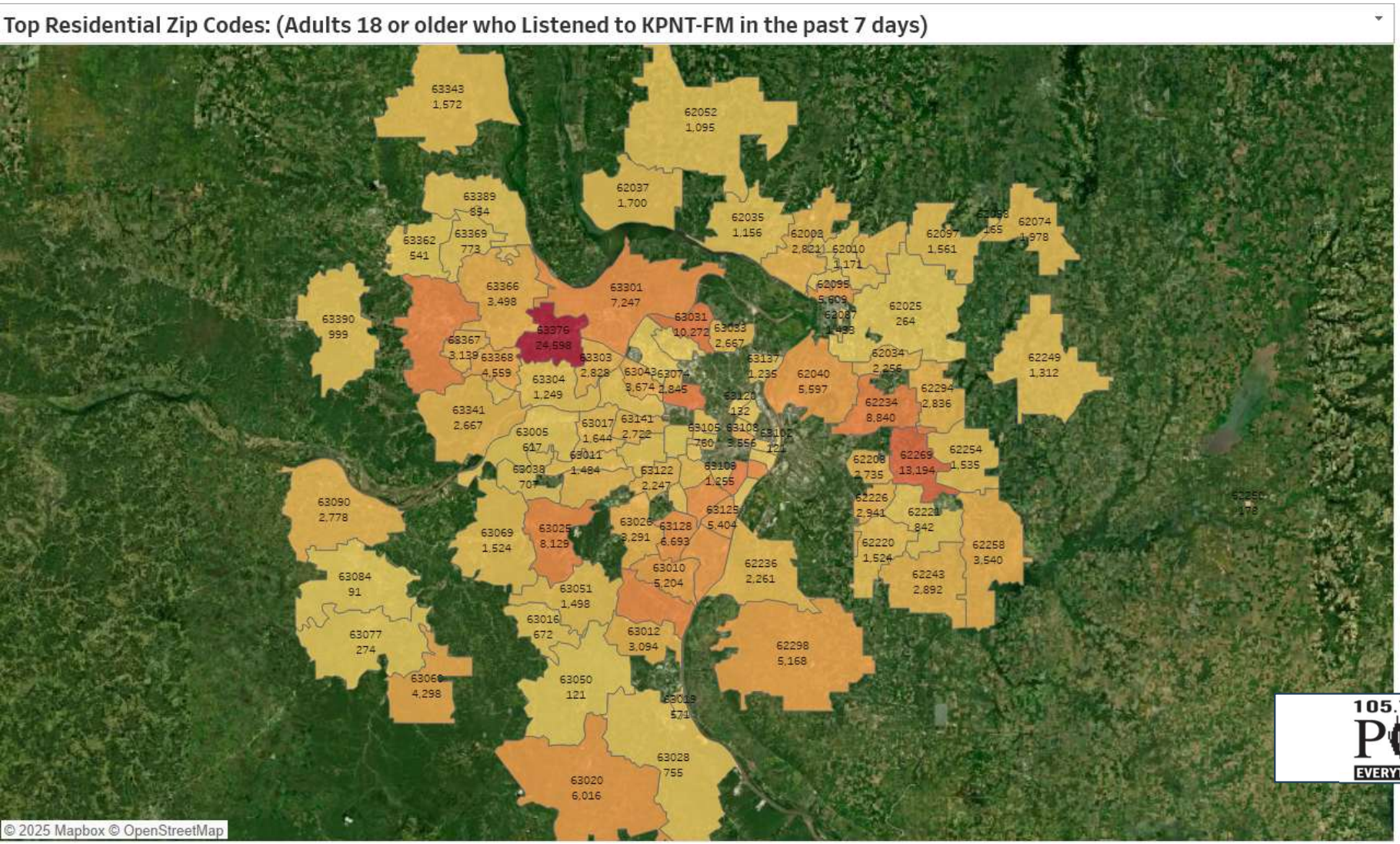
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ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 177

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Radio Stations: WXOS-FM

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

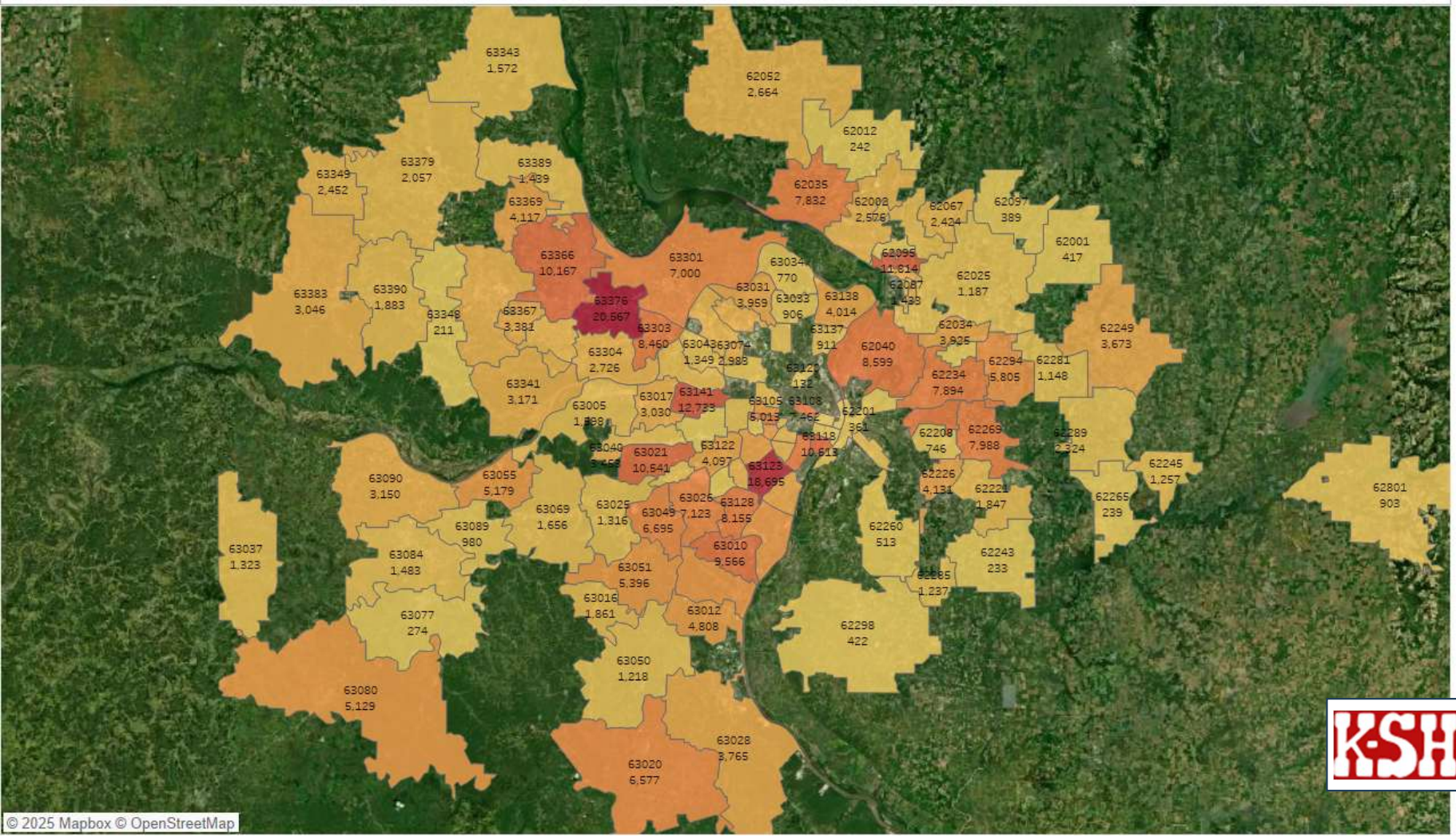


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Radio Stations: KPNT-FM

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



SUM(Adults 18 or older ...

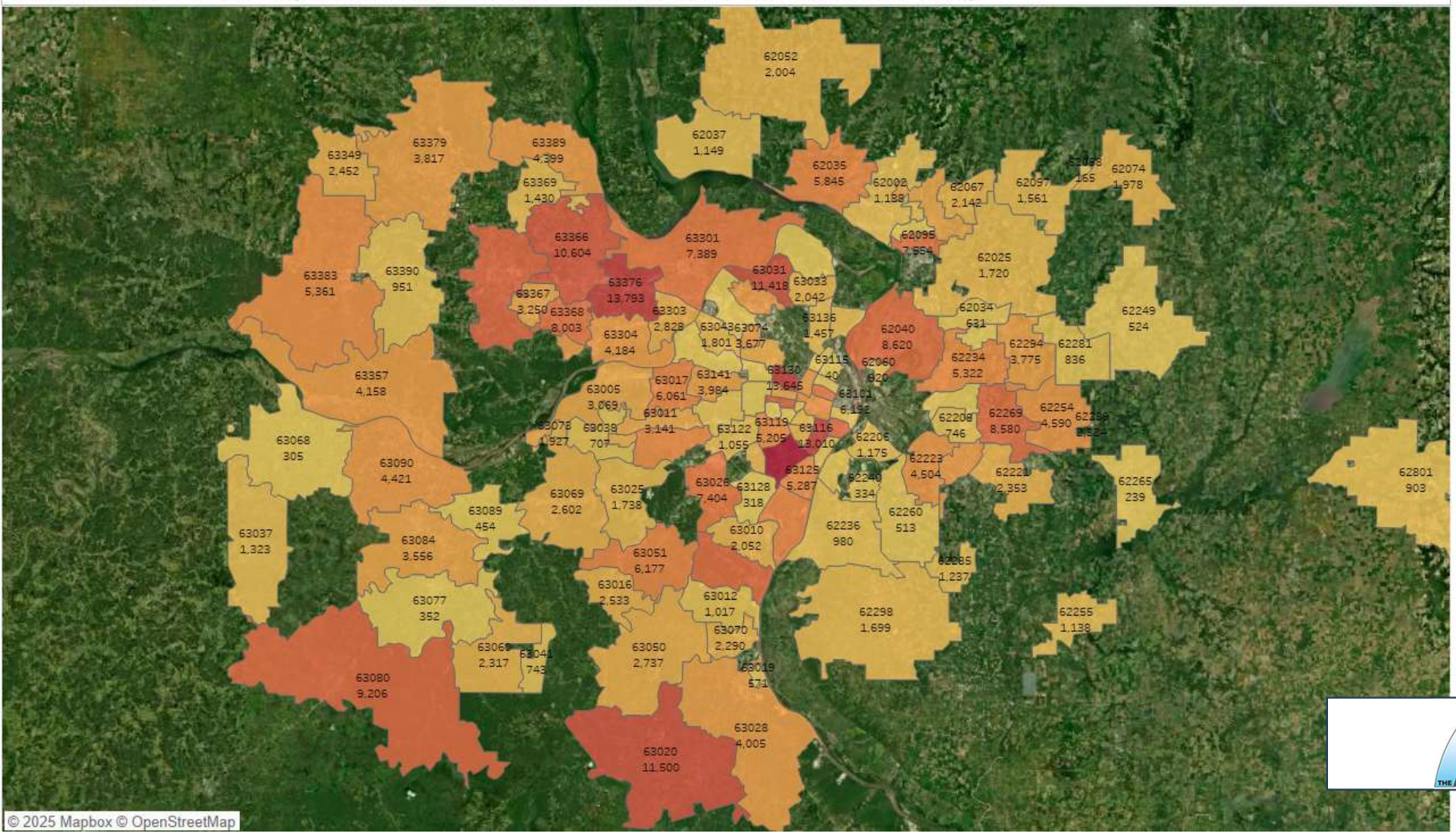
121 20,567

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Radio Stations: KSHE-FM

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



SUM(Adults 18 or older ...

40 17,203

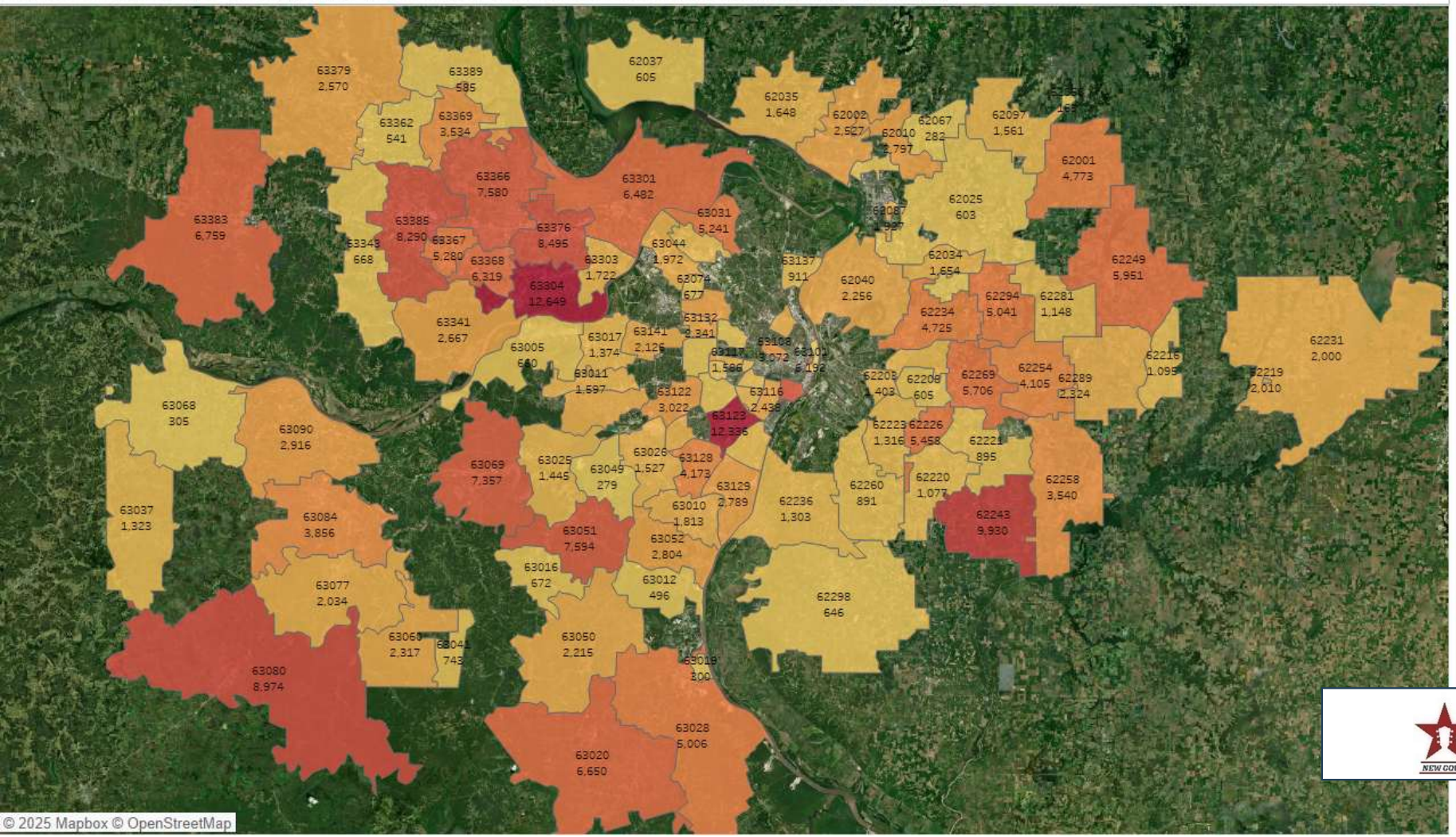
106-5 THE ARCH

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Radio Stations: WARH-FM

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



SUM(Adults 18 or older ...
121 12,649

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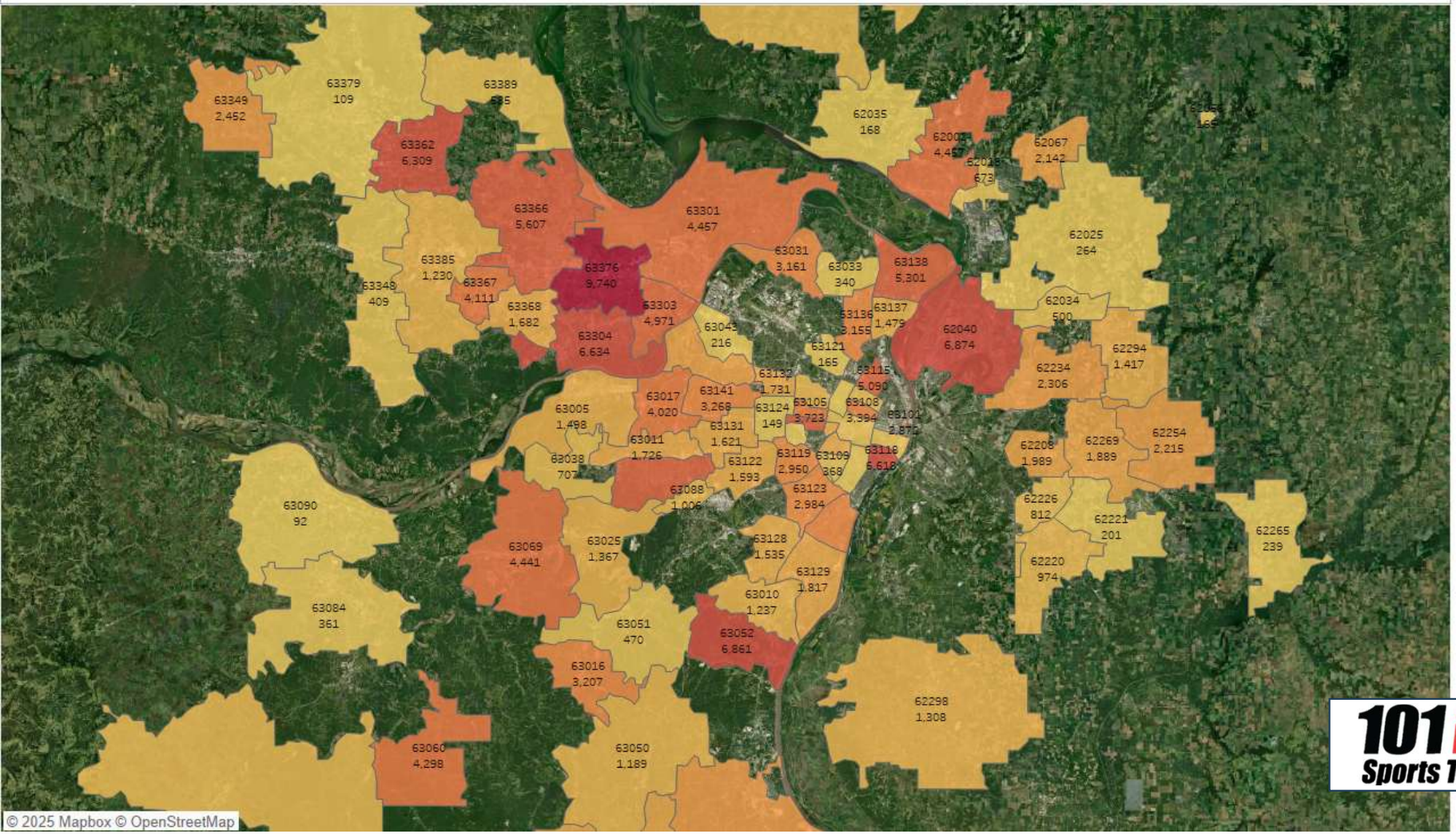
92.3 WIL
NEW COUNTRY FOR THE STL

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Radio Stations: WIL-FM

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



SUM(Adults 18 or older ...

92 9,740

101 ESPN
Sports Talk For St. Louis

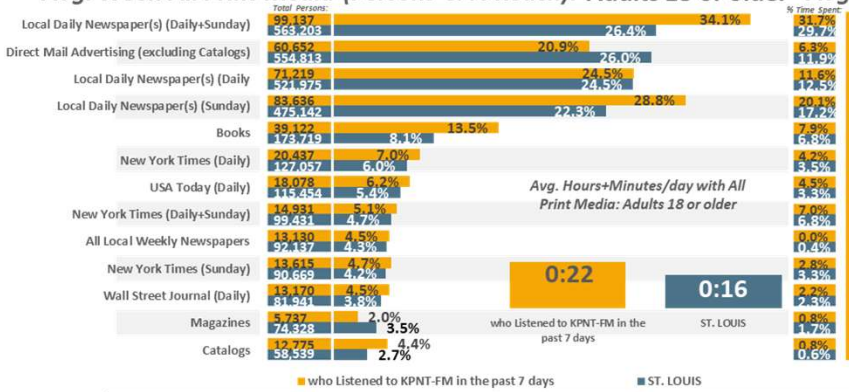
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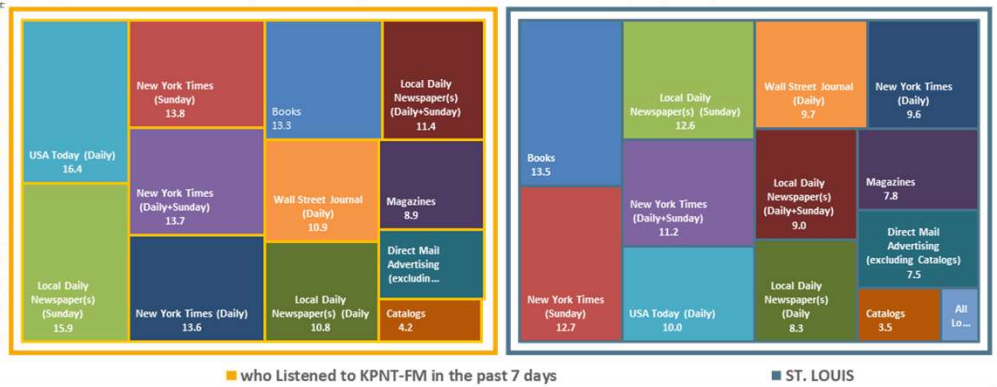
Radio Stations: WXOS-FM

99,137 or 34.1% of Adults 18 or older who Listened to KPNT-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.4 minutes every day representing 34.5% of all time spent daily with All forms of Print Media.

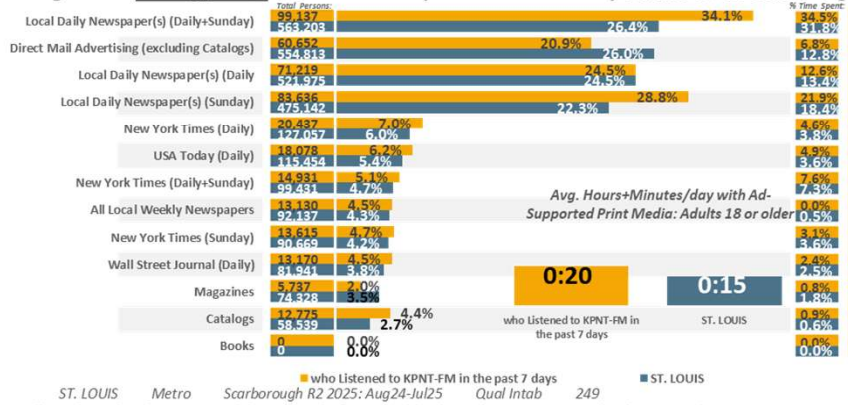
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



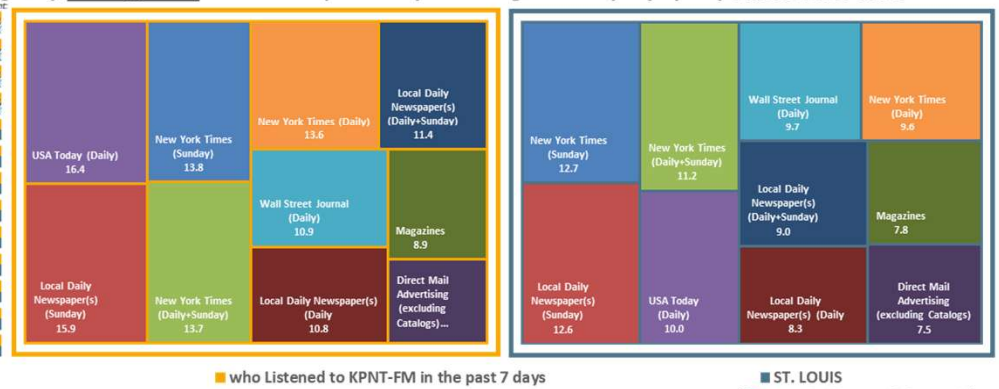
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 249

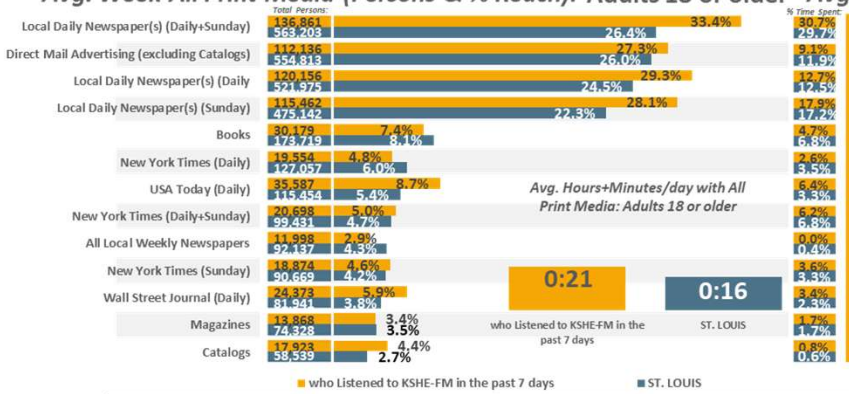
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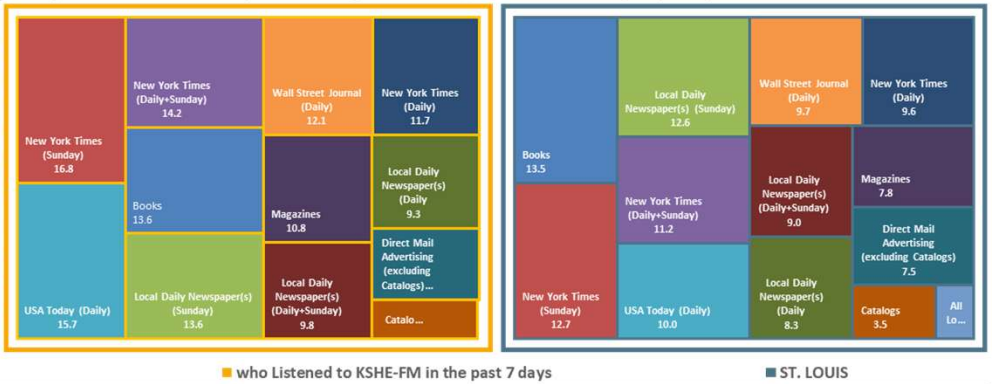
Radio Stations: KPNT-FM

136,861 or 33.4% of Adults 18 or older who Listened to KSHE-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.8 minutes every day representing 32.2% of all time spent daily with All forms of Print Media.

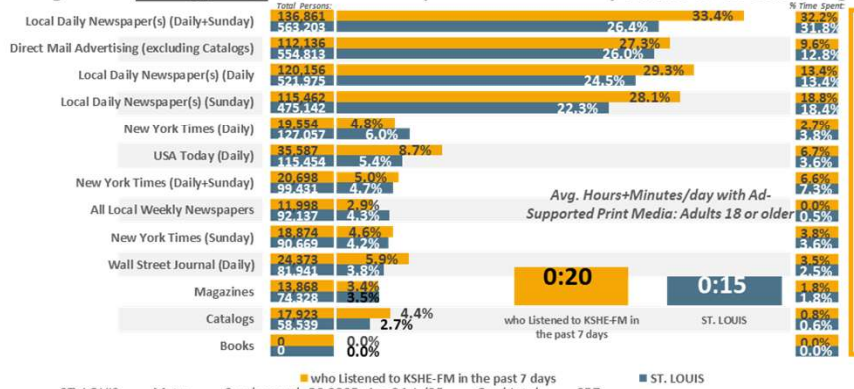
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



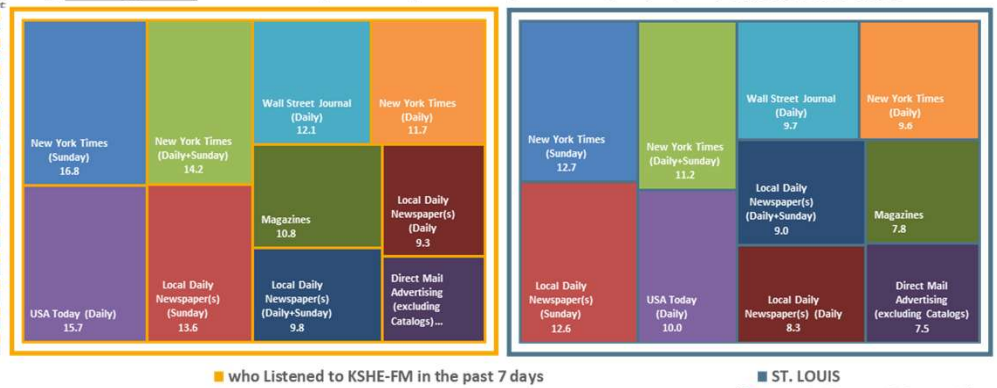
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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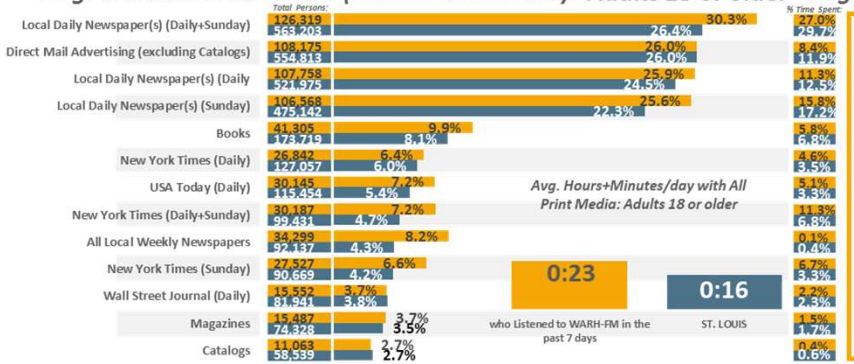
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Radio Stations: KSHE-FM

126,319 or 30.3% of Adults 18 or older who Listened to WARH-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.4 minutes every day representing 28.7% of all time spent daily with All forms of Print Media.

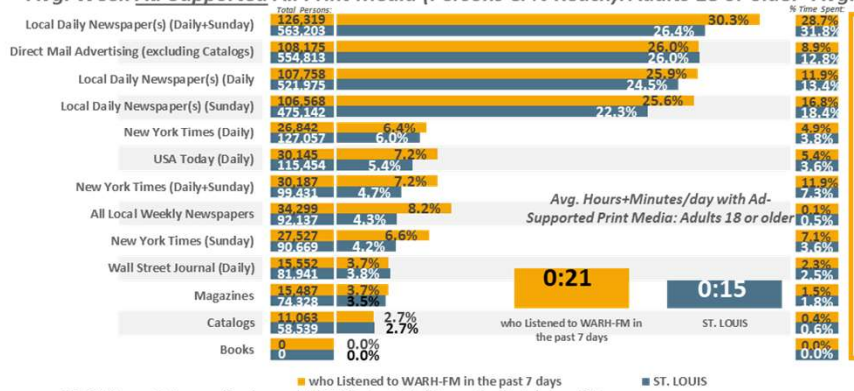
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



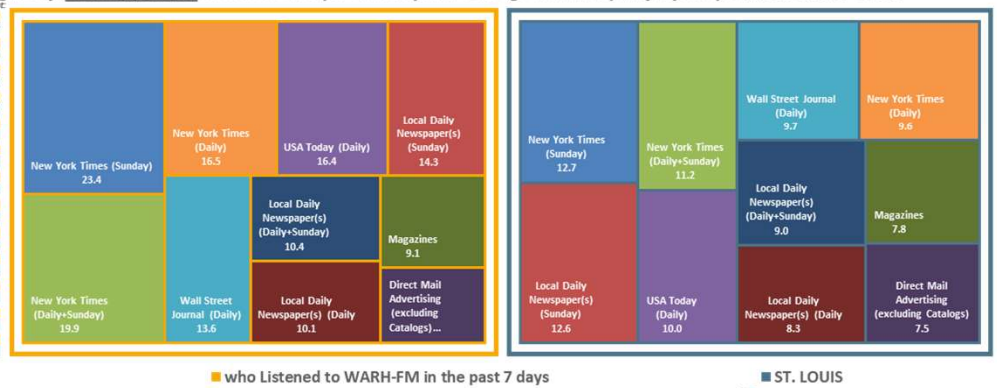
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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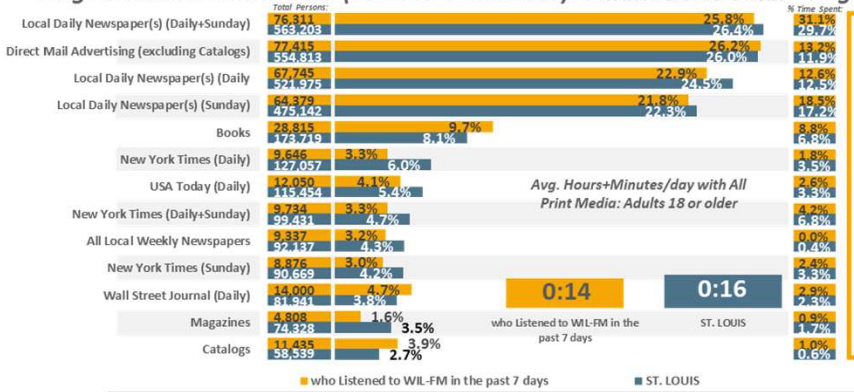
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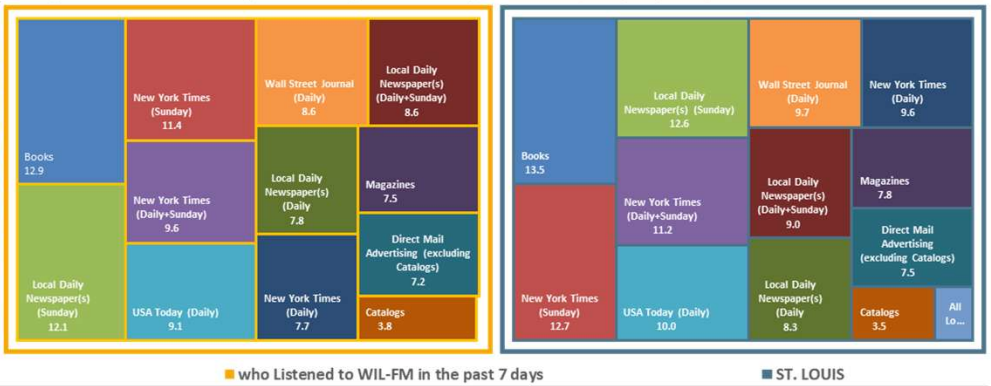
Radio Stations: WARH-FM

76,311 or 25.8% of Adults 18 or older who Listened to WIL-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 34.1% of all time spent daily with All forms of Print Media.

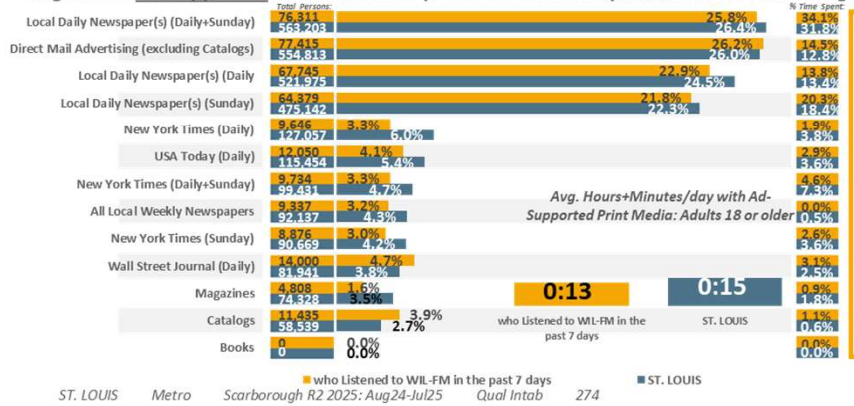
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



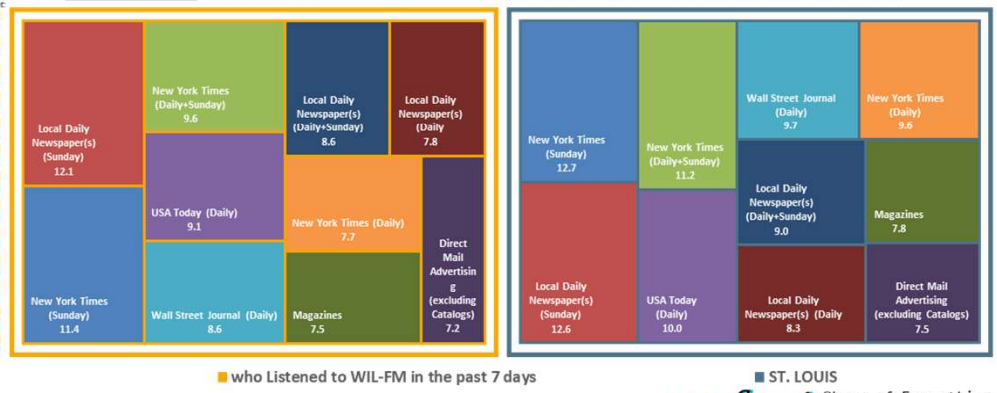
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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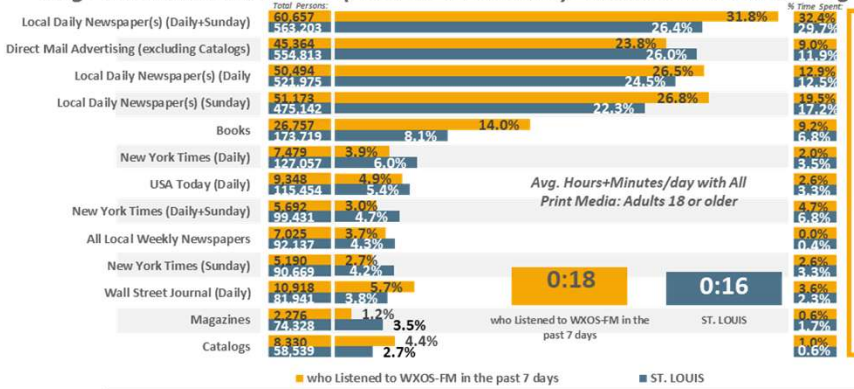
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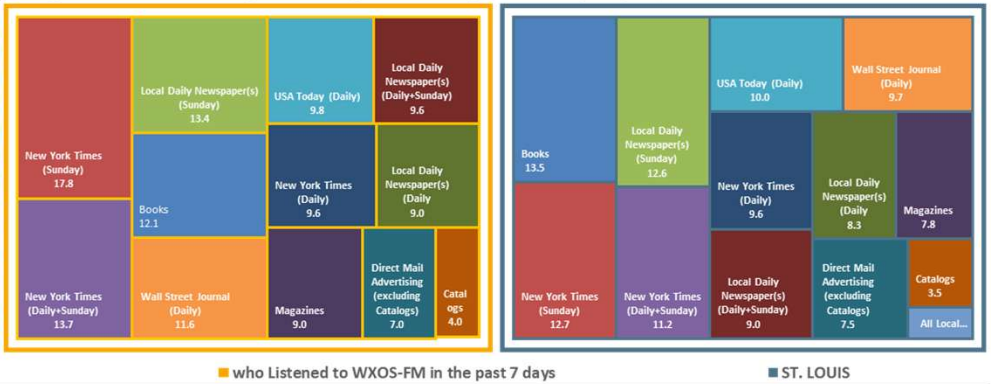
Radio Stations: WIL-FM

60,657 or 31.8% of Adults 18 or older who Listened to WXOS-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.6 minutes every day representing 35.7% of all time spent daily with All forms of Print Media.

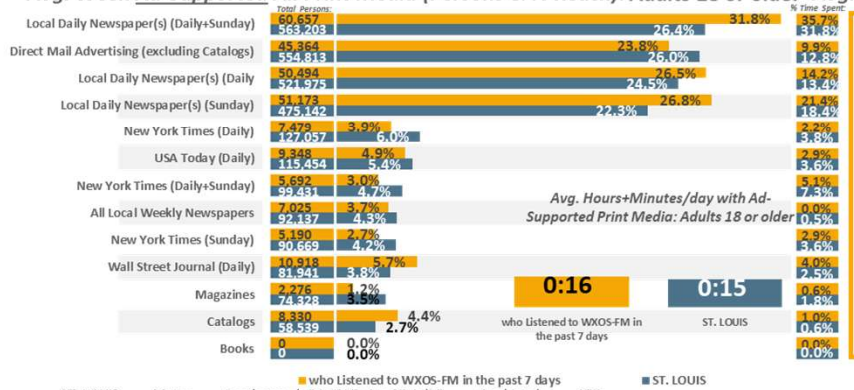
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



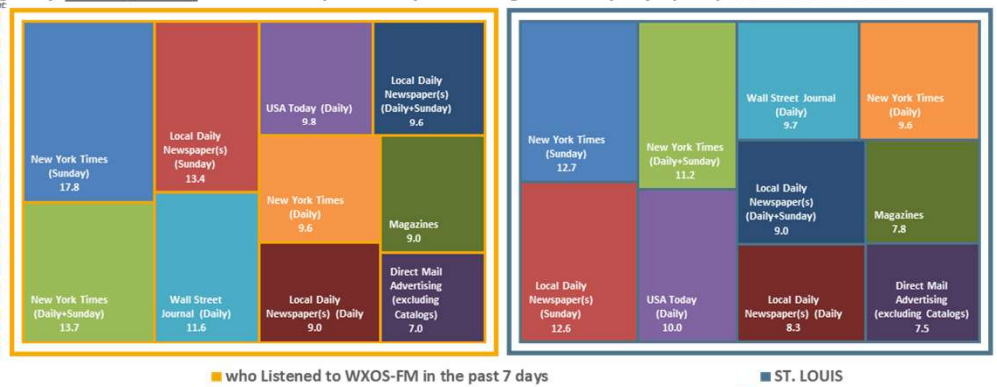
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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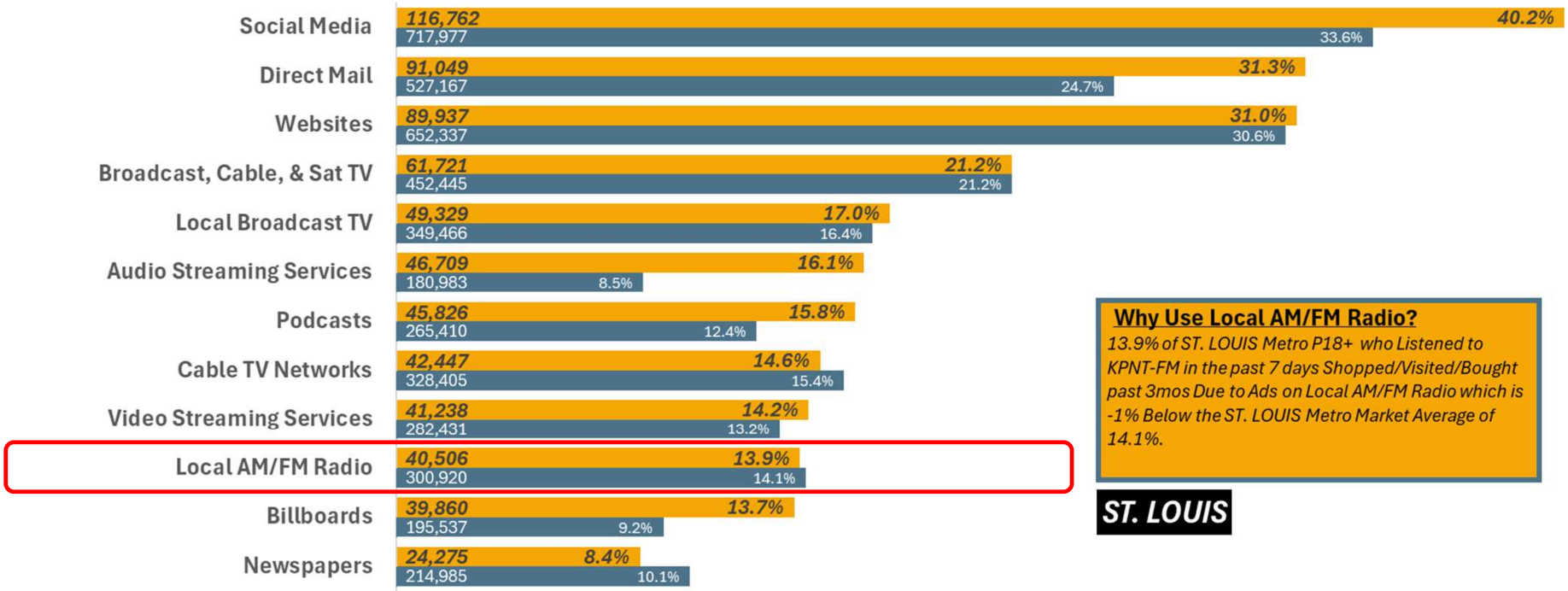
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Radio Stations: WXOS-FM

105.7 THE POINT
EVERYTHING ALTERNATIVE

"Advertising Actions"

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



Why Use Local AM/FM Radio?

13.9% of ST. LOUIS Metro P18+ who Listened to KPNT-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -1% Below the ST. LOUIS Metro Market Average of 14.1%.

ST. LOUIS

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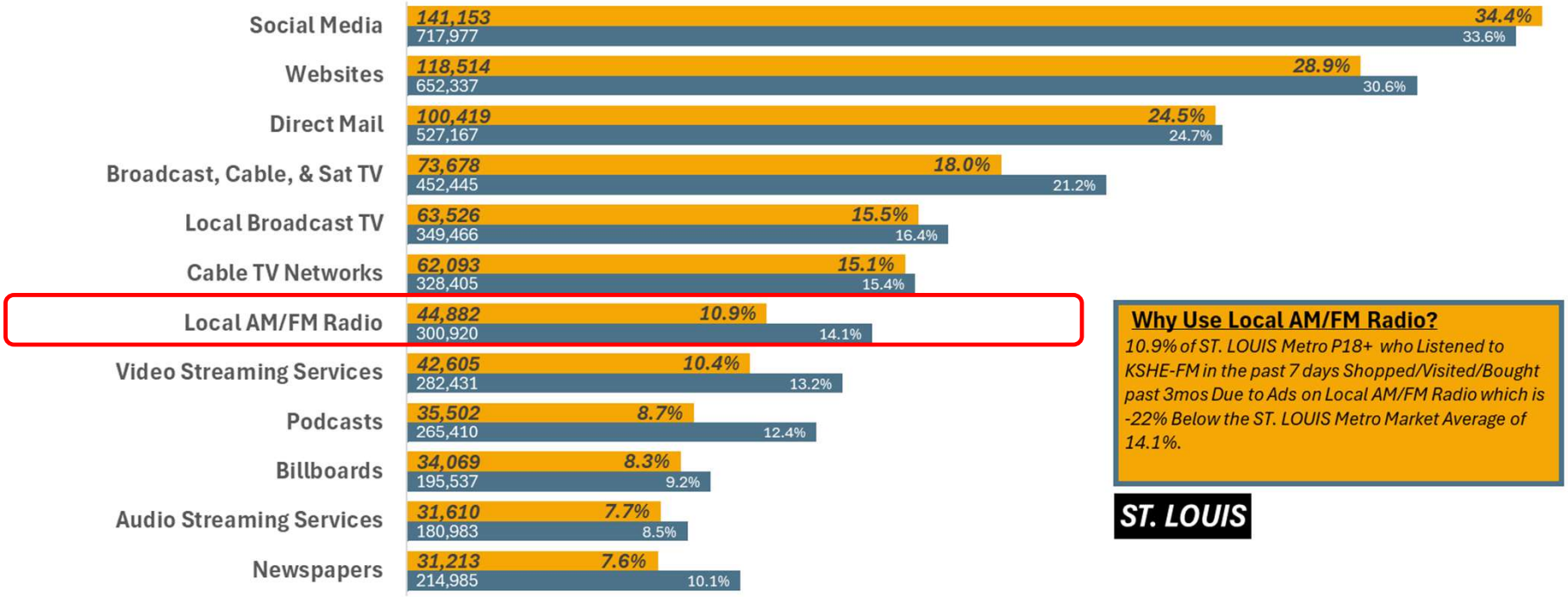
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Radio Stations: KPNT-FM

"Advertising Actions"

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



Why Use Local AM/FM Radio?

10.9% of ST. LOUIS Metro P18+ who Listened to KSHE-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -22% Below the ST. LOUIS Metro Market Average of 14.1%.

ST. LOUIS

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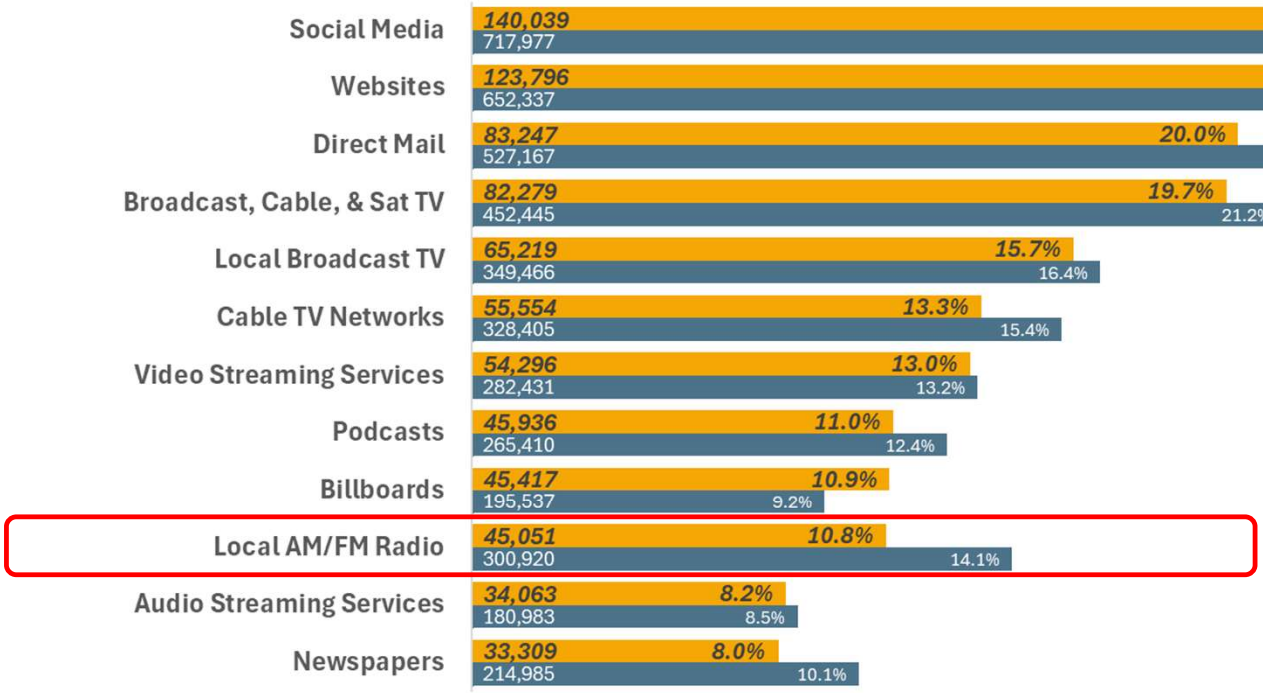
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Radio Stations: KSHE-FM

"Advertising Actions"

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



Why Use Local AM/FM Radio?

10.8% of ST. LOUIS Metro P18+ who Listened to WARH-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -23% Below the ST. LOUIS Metro Market Average of 14.1%.

ST. LOUIS

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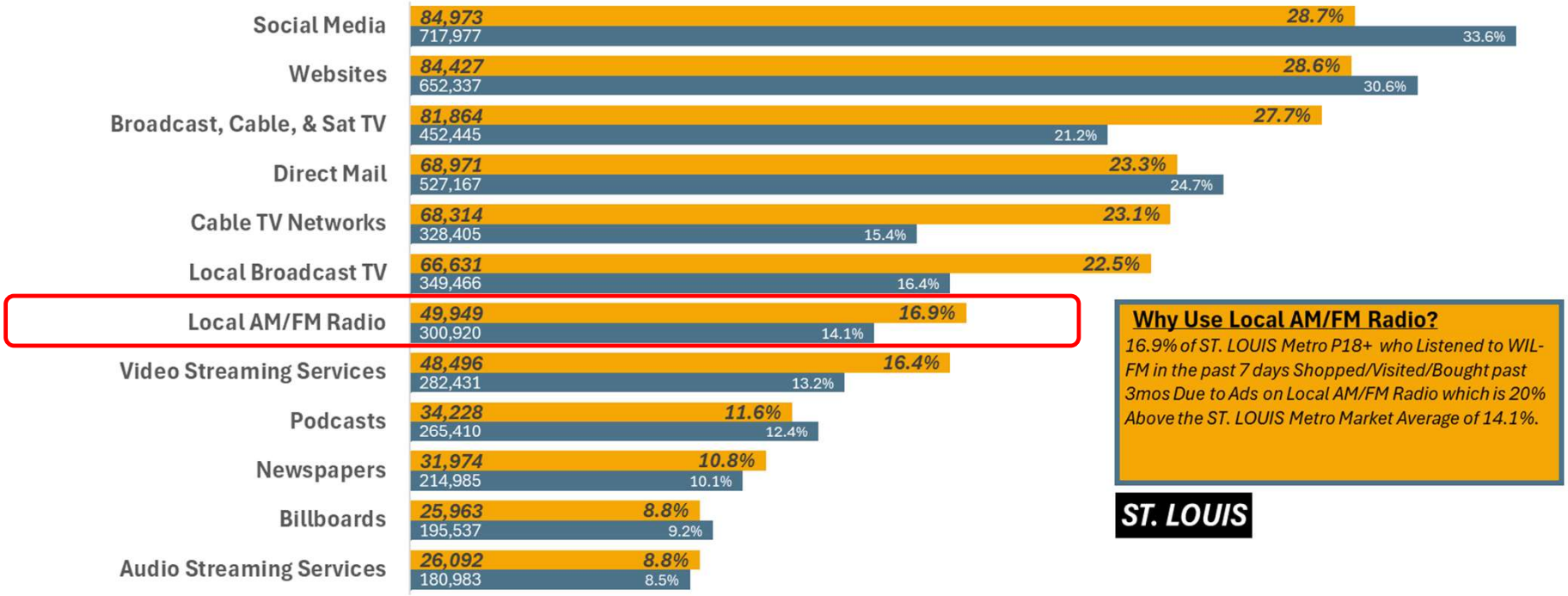
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Radio Stations: WARH-FM

92.3 WIL — NEW COUNTRY FOR THE STL

"Advertising Actions"

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



Why Use Local AM/FM Radio?

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

ST. LOUIS

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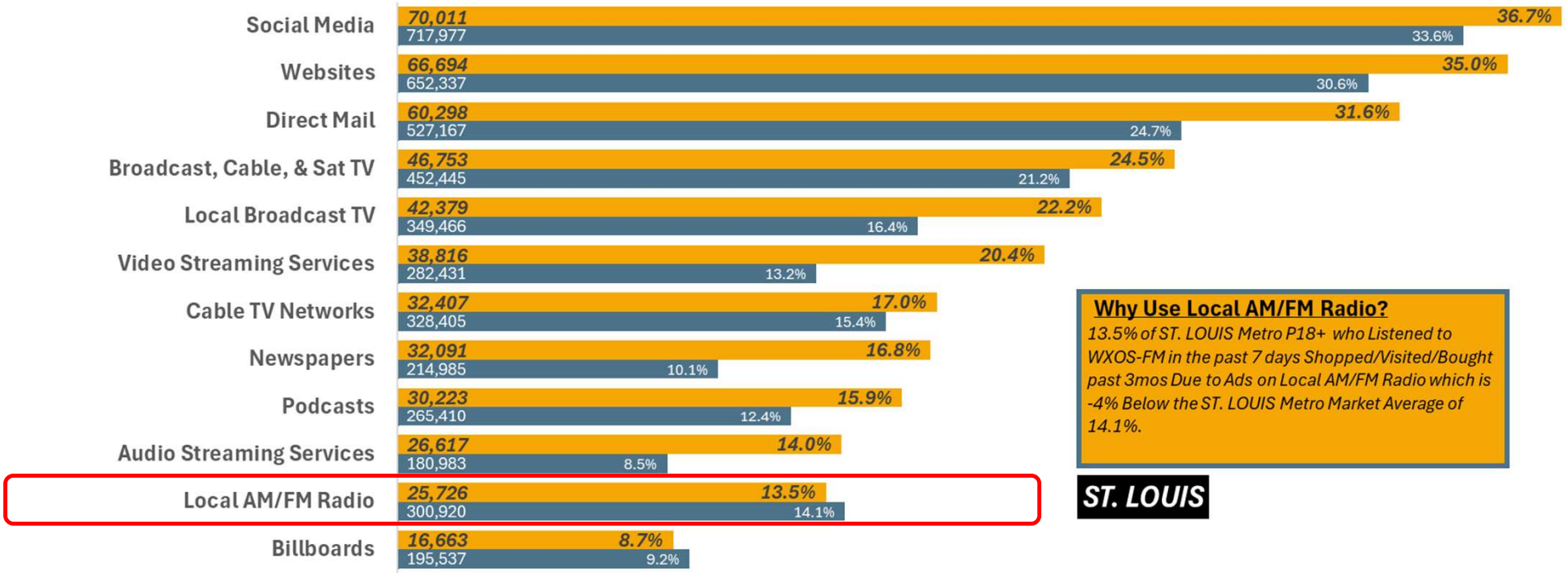
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Radio Stations: WIL-FM

101 ESPN Sports Talk For St. Louis

"Advertising Actions"

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



Why Use Local AM/FM Radio?

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

ST. LOUIS

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Radio Stations: WXOS-FM