

2019 Consumer Profile

	St. Louis CBSA Adults Population	St. Louis CBSA Adults %	Weekly Print Post-Dispatch (avg. week)	STLtoday.com (avg. month)	Average Week Audience*	
					% Reach	Frequency
St. Louis CBSA Adults	2,184,732	100%	100%	100%	34%	5.3
Gender						
Men	1,042,978	48%	47%	49%	36%	5.6
Women	1,141,754	52%	53%	51%	34%	5.0
Age						
18-34	620,000	28%	15%	26%	23%	4.2
35-44	350,386	16%	12%	18%	40%	4.3
45-54	363,142	17%	18%	21%	35%	4.8
55-64	392,524	18%	23%	22%	41%	5.5
65+	458,680	21%	33%	13%	48%	6.3
Level of Education						
Not High School Graduate	108,470	5%	4%	1%	43%	4.4
High School Graduate	689,149	32%	30%	18%	29%	4.7
Some College	734,685	34%	31%	33%	35%	4.8
College Graduate	342,154	16%	17%	24%	38%	5.8
Post Graduate	310,274	14%	19%	23%	51%	6.0
Income						
Less than \$20,000	231,267	11%	8%	6%	30%	4.7
\$20,000 - \$34,999	283,509	13%	10%	7%	30%	4.3
\$35,000 - \$49,999	312,026	14%	17%	13%	34%	5.2
\$50,000 - \$74,999	393,951	18%	18%	16%	33%	4.5
\$75,000 +	963,979	44%	48%	58%	41%	5.7
Home Ownership						
Own	1,518,081	70%	76%	78%	40%	5.5
Rent or Other	666,651	31%	24%	22%	26%	4.3
Home Value						
Under \$100k	313,211	14%	12%	10%	28%	4.5
\$100,000 - \$149,999	288,173	13%	12%	11%	41%	4.7
\$150,000 - \$199,999	278,511	13%	14%	15%	42%	5.1
\$200,000 - \$299,999	355,294	16%	21%	23%	40%	5.7
\$300,000 +	282,892	13%	18%	20%	51%	7.1
Race						
White	1,719,159	79%	77%	78%	36%	5.5
Black/African American	368,901	17%	19%	16%	30%	4.4
Other	96,672	4%	4%	5%	36%	4.3
Children in Household (< age 18)						
None	1,444,135	66%	75%	65%	37%	5.4
One or more	740,597	34%	25%	36%	31%	5.0

Source: 2018 R2 St. Louis CBSA Scarborough Report. St. Louis Post-Dispatch, and STLtoday.com past week.

Source: 2018 R2 St. Louis CBSA Scarborough Reach Analysis . (6 avg issue daily + 1 avg issue Sunday Post-Dispatch + 7 days of STLtoday)

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