



## **2021 Audience Profile**

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Representing: St. Louis Post-Dispatch / STLtoday / Amplified Digital  
Brand Ave. Studios / FEAST / Ladue News / Local Values & More

	Market Adults Total DMA 18+		PD/STLtoday Readers Avg Week			Sunday Post-Dispatch Avg Issue Readers			Daily Post-Dispatch Avg Issue Readers		
	Adults	Base %	Readers	Target %	Index	Readers	Target %	Index	Readers	Target %	Index
Base Total	2,488,502	100%	689,778	100%	100	336,120	100%	100	272,052	100%	100
% of Total DMA Adults			28%			14%			11%		
<b>Gender</b>											
Men	1,202,947	48%	356,259	52%	107	162,673	48%	100	134,501	49%	103
Women	1,285,555	52%	333,520	48%	94	173,446	52%	100	137,551	51%	97
<b>Age</b>											
18 - 29	474,736	19%	86,049	13%	65	25,305	8%	39	24,179	9%	47
30 - 44	605,009	24%	162,824	24%	97	59,860	18%	73	51,950	19%	76
45 - 54	407,214	16%	112,457	16%	100	36,844	11%	67	36,615	14%	85
55-69	659,773	27%	196,456	29%	107	111,877	33%	126	88,273	32%	122
70 or older	341,770	14%	131,993	19%	139	102,234	30%	221	71,034	26%	196
<b>Race/Hispanic origin</b>											
White - non-Hispanic	1,947,628	78%	538,245	78%	100	266,681	79%	101	205,789	76%	99
Black - non-Hispanic	371,049	15%	103,495	15%	101	50,507	15%	101	49,238	18%	110
Other - non-Hispanic	112,354	5%	26,515	4%	85	8,082	2%	53	7,368	3%	58
Hispanic Origin	57,471	2%	21,523	3%	135	10,850	3%	140	9,656	4%	135
<b>Marital status</b>											
Married	1,254,731	50%	380,060	55%	109	183,138	55%	108	140,262	52%	101
Not Married	1,233,771	50%	309,718	45%	91	152,982	46%	92	131,790	48%	99
<b>Children</b>											
Parent of child under 18	655,651	26%	180,378	26%	99	64,855	19%	73	59,969	22%	82
Grandparent of child under 18	774,561	31%	235,622	34%	110	129,592	39%	124	99,813	37%	124
<b>Household Income</b>											
Less than \$50,000	1,002,448	40%	241,874	35%	87	130,733	39%	97	102,191	38%	99
\$50,000 - \$99,999	759,887	31%	206,873	30%	98	100,754	30%	98	85,679	32%	101
\$100,000 - \$249,999	643,994	26%	214,098	31%	120	92,280	28%	106	73,833	27%	99
\$250,000 or more	82,173	3%	26,934	4%	118	12,353	4%	111	10,348	4%	107
Median Household Income	\$65,274		\$72,246			\$65,429			\$66,685		

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<b>Own or rent residence (HHLd)</b>											
Own	1,684,934	68%	482,936	70%	103	245,804	73%	108	192,897	71%	104
Rent OR Other	803,568	32%	206,842	30%	93	90,316	27%	83	79,155	29%	92
Median Market Value of Owned Home	\$188,369		\$212,335			\$204,968			\$226,766		
Median Years in Present Home	8		11			15			13		
<b>Employment status</b>											
Employed full-time (35 hours+)	1,213,724	49%	328,504	48%	98	129,298	39%	79	112,484	41%	83
Employed part-time (<35 hours)	276,034	11%	58,628	9%	77	24,391	7%	65	18,017	7%	60
Not employed	998,744	40%	302,646	44%	109	182,431	54%	135	141,552	52%	132
<b>No.employed in household (HHLd)</b>											
None	591,175	24%	181,542	26%	111	116,772	35%	146	87,739	32%	144
One	762,103	31%	219,578	32%	104	109,582	33%	106	95,428	35%	112
Two or more	1,135,224	46%	288,659	42%	92	109,766	33%	72	88,885	33%	70
<b>Level of education</b>											
High school graduate or less	938,737	38%	206,788	30%	79	115,421	34%	91	81,054	30%	84
Some college (not 4 years)	815,197	33%	217,796	32%	96	103,117	31%	94	77,559	29%	87
College graduate (4 years)	459,483	19%	151,501	22%	119	68,247	20%	110	68,279	25%	127
Postgraduate degree	275,085	11%	113,694	17%	149	49,335	15%	133	45,161	17%	140