

2009 Consumer Profile

	St. Louis MSA Adults	Daily/Sunday Post-Dispatch Avg. Issue	Suburban Journals Avg. Issue	STLtoday .com Avg. Month	Post-Dispatch/STLtoday Avg. Week REACH	FREQUENCY
Total St. Louis MSA Adults	2,153,100	100%	100%	100%	61%	4.4
Gender						
Men	48%	50%	46%	46%	64%	4.7
Women	52%	50%	54%	54%	59%	4.2
Age						
18-34	29%	23%	20%	32%	56%	4.0
35-44	18%	17%	14%	24%	58%	4.9
45-54	20%	21%	20%	23%	61%	4.2
55+	32%	39%	46%	21%	68%	4.9
Level of Education						
Post Graduate (>4 yrs.)	11%	13%	11%	22%	76%	5.0
College Graduate (4-Yr. College)	14%	17%	14%	22%	73%	4.7
Some College (<4 yrs.)	31%	34%	35%	33%	68%	4.3
High School Graduate	34%	30%	33%	18%	53%	4.5
Not High School Graduate	10%	6%	7%	5%	38%	4.6
Household Income						
\$75,000 or More	36%	42%	35%	53%	70%	4.7
\$50,000 - \$74,999	22%	22%	23%	24%	62%	4.8
\$35,000 - \$49,999	21%	19%	21%	16%	57%	4.2
\$20,000 - \$34,999	15%	14%	15%	7%	51%	3.7
Less than \$20,000	6%	4%	6%	1%	43%	3.1
Home Ownership						
Own	75%	80%	82%	81%	65%	4.6
Rent Or Other	25%	20%	18%	19%	51%	3.9
Home Value						
\$300,000+	12%	15%	14%	16%	72%	4.7
\$200,000 - \$299,999	17%	20%	21%	22%	72%	4.4
\$150,000 - \$199,999	17%	18%	20%	22%	66%	5.0
\$100,000 - \$149,999	16%	17%	16%	16%	63%	4.6
Less than \$100,000	13%	10%	12%	6%	48%	4.4
Race						
White/Caucasian	81%	84%	86%	85%	62%	4.6
Black/African American	17%	15%	12%	13%	58%	4.1
Other	3%	2%	2%	3%	57%	3.9
Children in Household (age 17 or under)						
No Children	61%	65%	69%	52%	63%	4.5
One or More Children	39%	35%	31%	48%	59%	4.3

Keys to Successful Advertising

- **Audience QUANTITY:** The audience of the Sunday Post-Dispatch exceeds the audience of the Super Bowl EVERY SINGLE WEEK.
- **Audience QUALITY:** Our consumers are educated, have high household incomes, high home values and disposable income.
- **FREQUENCY:** Drive top of mind awareness when the consumer is ready to act.
- **Ad SOURCE:** Many consumers purchase the paper specifically for advertising information - shopping the ads before shopping the stores.

Source: 2008 St. Louis Scarborough Report MSA, Post-Dispatch INA.

1.3 million adults read us in print and online each week. For more information contact your Media Specialist or call 314.340.8909

Connecting your message
to your customers.

ST. LOUIS POST-DISPATCH

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