

## Metered Market Close-Up: St. Louis, MO (DMA Rank #21)

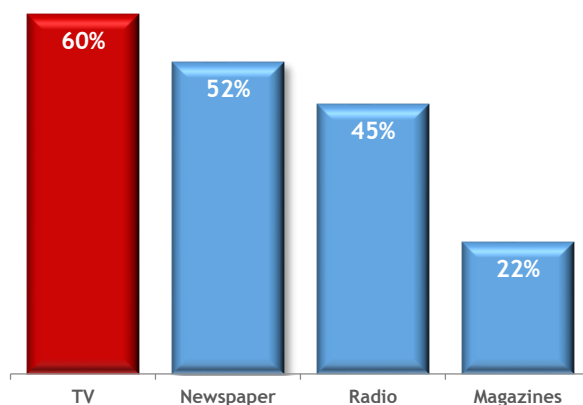
The economy of St. Louis relies on service, manufacturing, trade, transportation of goods, and tourism. The city is home to several major corporations, including Anheuser-Busch, Express Scripts, Peabody Energy, Ameren, Ralcorp, Monsanto, and Sigma-Aldrich, as well as a large medical and research community. St. Louis is a center of medicine and biotechnology. The Washington University School of Medicine is affiliated with Barnes-Jewish Hospital, the fifth-largest hospital in the world. Both institutions operate the Alvin J. Siteman Cancer Center. The School of Medicine also is affiliated with St. Louis Children's Hospital, one of the country's top pediatric hospitals. Boeing employs nearly 15,000 people in its north St. Louis campus, headquarters to its defense unit. Other notable corporations headquartered in the region include Arch Coal, Scottrade, Wells Fargo Advisors, Energizer Holdings, & Patriot Coal. The St. Louis area has a very strong base of cultural and entertainment amenities for a city its size. Other advantages include a highly educated population for a large city and popular professional sports teams- MLB Cardinals and NHL Blues.

Median Income	SRDS Total Retail Sales (\$000)
\$56,542	\$8,666,210

### TV stations serving the area of St. Louis, MO:

KDNL	ABC, TBD, Charge!, Stadium
KMOV	CBS, Cozi TV, MyNetworkTV
KNLC	MeTV, NLEC TV, Heroes & Icons, Movies!, Decades, Start TV
KPLR	CW, This TV, Comet
KSDK	NBC, Bounce TV, Justice Network, Quest
KTVI	FOX, Antenna TV, Escape
WPXS	Daystar, Retro TV
WRBU	Ion, Qubo, Ion Life, Ion Shop, QVC, HSN

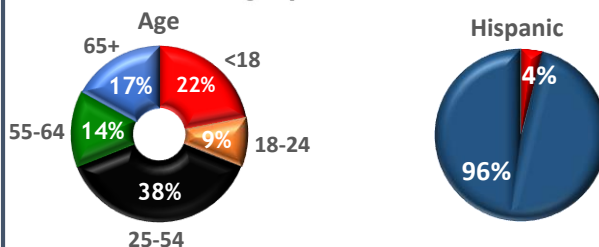
### Reliance on Media to Stay Informed % Agree



### St. Louis, MO Interesting Facts

- 7 Up was invented in St. Louis and continues to be manufactured in this city. St. Louis is also where the ice cream cone was first invented.
- More barbeque sauce is consumed in St. Louis than in any other city in the U.S. St. Louis is also known for toasted ravioli, goey butter cake and provel cheese.
- Did you know the first successful parachute jump to be made from a moving airplane was made by Captain Barry at St. Louis, in 1912?

### St. Louis, MO Demographic Overview



**49%** loyal to vehicle brand