



As an added service for our valued customers, Semi-Annually, we provide analytical data of our digital engagement and audience demographics for a month. We want you to have the best information available to help guide your branding and advertising efforts. Timely, objective data helps us accomplish that for you. Biz Radio Asheville and Buzz Radio Asheville feature 100% local content for Western North Carolina. That means all shows, hosts, topics, artists and advertisers are WNC based.

Total Media Group Numbers for April 2022: 81,143

Biz Radio Asheville April 2022 Analytical Data: Total Consumers: 41,617

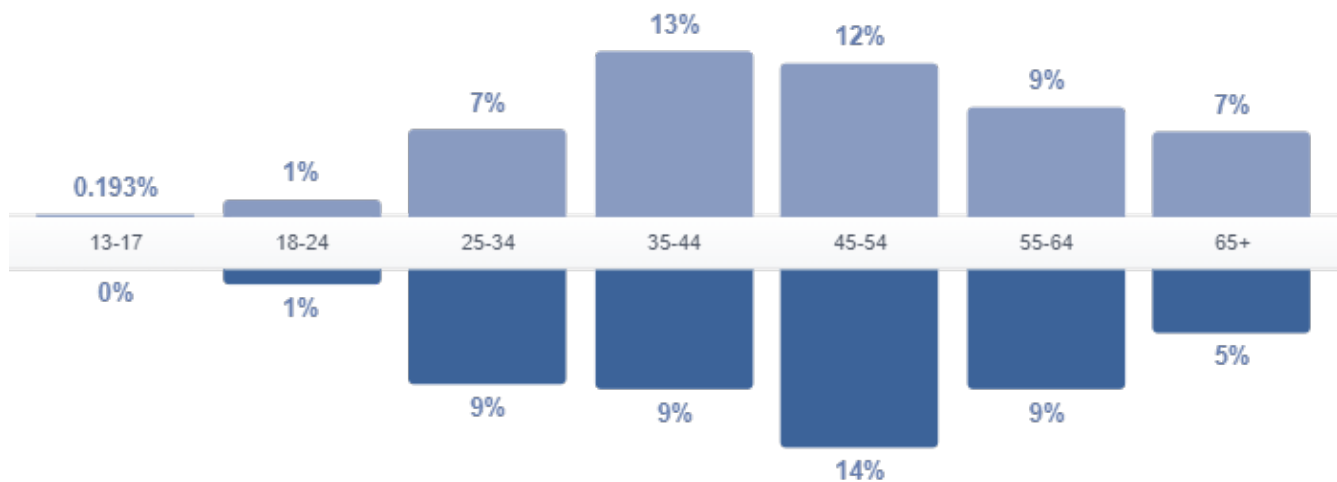
Top Ten Towns:

- | | |
|--|-------------------|
| 1) Asheville (23% share of total audience) | 6) Black Mountain |
| 2) Hendersonville | 7) Candler |
| 3) Leicester | 8) Swannanoa |
| 4) Fairview | 9) Weaverville |
| 5) Fletcher | 10) Arden |

Avg Time Spent Listening Per Session: 1 Hr 19 Mins

Demographic Breakdown: Female: 49% Male: 48% NB: 3%

Age breakdown: (Top bars: Female / Bottom bars: Male)



Biz Radio Consumer Device Information

Device Utilization

- Apple Devices - 72%
- Android – 19% Windows - 6%

Top User Categories

- Mobile - 83% Computers -11%
- Smart Speakers, Smart TV's, Watches, Etc

“Buzz Radio Asheville” features only Asheville Area Artists, 24/7. The demographic and geographical breakdown and geographical reach are a bit different than Biz Radio, broadening your reach.

Buzz Radio Asheville April 2022 Analytical Data: Total Consumers: 35,515

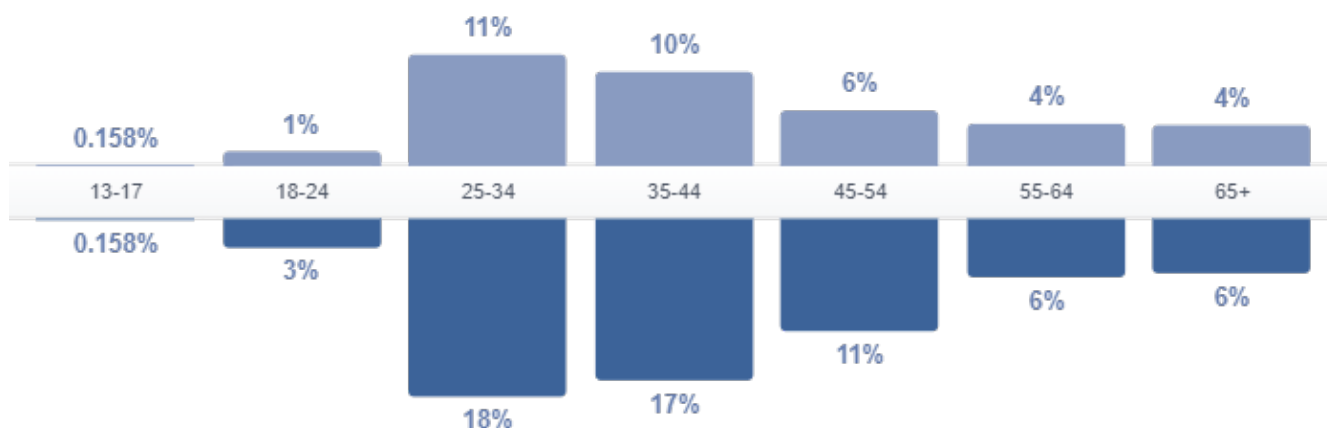
Top Ten Cities:

- | | |
|--|-------------------|
| 1) Asheville, NC (55% share of audience) | 6) Raleigh, NC |
| 2) Charlotte, NC | 7) Atlanta, GA |
| 3) New York, NY | 8) Hickory, NC |
| 4) Winston-Salem, NC | 9) Houston, TX |
| 5) Greensboro, NC | 10) Knoxville, TN |

30 Day Avg Time Spent Streaming Per Listener: 4 Hours 35 Minutes

Demographic Breakdown: Female: 37% Male: 61% NB: 2%

Age breakdown: (Top bars: Female / Bottom bars: Male)



Buzz Radio Consumer Device Information

Device Utilization

- Apple Devices - 46%
- Windows – 20% Android – 18%
- * Amazon Smart Speaker – 4% * Smart TV's – 3%

Top User Categories

- Mobile - 57% Computers - 33%
- Smart Smart TV's, Watches, Etc make up the rest.

Our **“Matt & Michele Outdoors”** Platform also had another **4,011 Additional Consumers**.

We hope that this report helps you in planning your messaging strategies. Please don't hesitate to share questions or ideas with your Station Representative. Thank you for taking the time to review this data. Our next snap-shot report will publish within the next six months. You can find the full list of Advertising and Special Event purchase options listed on BizRadioAsheville.com/advertise

Yours in service,
Biz Radio Asheville / Buzz Radio Asheville