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. All BizRadio.US and BuzzRadioAsheville.com shows, hosts, topics, artists and advertisers are Asheville, NC based – even though the content is enjoyed far and wide.

Total Media Group Numbers for April 2023: 97,353

**BizRadio.US April 2023 Analytical Data**: Total Consumers: **55,901**

Top Ten Towns:

1) Asheville, NC (35% share of total audience)   6) Mars Hill
2) Hendersonville   7) Waynesville
3) Weaverville   8) Candler
4) Black Mountain   9) Swannanoa
5) Fletcher   10) Leicester

Avg Time Spent Listening Per Session: 1 Hr 44 Mins

Demographic Breakdown: Female: 47.7% Male: 52.3%

Age breakdown: (Red bar: Female / Purple bar: Male)
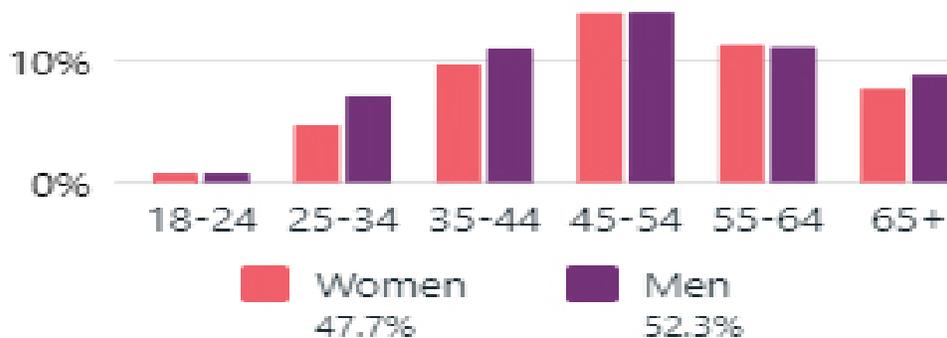
Biz Radio Consumer Device Information

Device Utilization
- Apple Devices - 58%
- Android – 23%   Windows - 12%

Top User Categories
- Mobile - 78%   Computers -18%
- Smart Speakers, Smart TV's, Watches, Etc

"Buzz Radio Asheville" features <u>only Asheville Regional Artists</u>, 24/7. The demographic and geographical breakdown and geographical reach are a bit different than Biz Radio, broadening your reach.

**Buzz Radio Asheville April 2023 Analytical Data: Total Consumers: 38,156**

Top Ten Areas:
1) Asheville City Limits, NC (35.6% share of audience)   6) Charlotte, NC
2) Rural Buncombe County,NC (13.4%)   7) Atlanta, GA
3) Weaverville, NC   8) Hickory, NC
4) Hendersonville, NC   9) Raliegh, TX
5) Black Mountain, NC   10) Knoxville, TN

30 Day Avg Time Spent Streaming Per Listener: 4 Hours 11 Minutes

Demographic Breakdown: Female: 41.6% Male: 58.4%

Age breakdown: (Red bar: Female / Purple bar: Male)
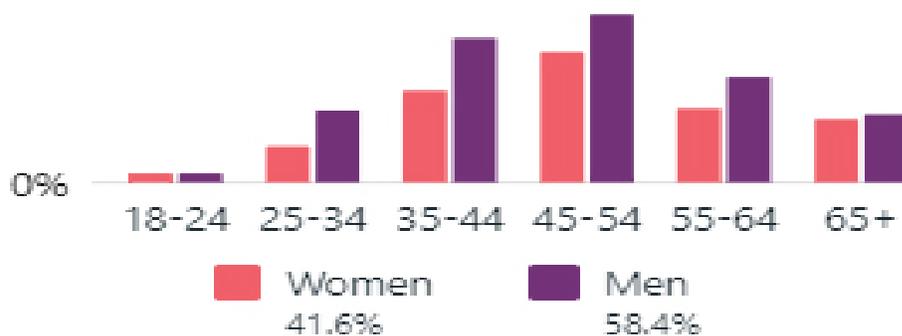
Buzz Radio Consumer Device Information

Device Utilization
• Apple Devices - 49%
• Android – 26%   Windows – 16%
* Google Devices – 2%   * Smart TV's – 2%

Top User Categories
• Mobile - 66%   Computers - 30%
• Smart Smart TV's, Watches, Etc
  make up the rest.

Our **"Matt & Michele Outdoors"** Platform also had another **3,296 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 BizRadio.us/advertise

Yours in service,
Matt Mittan, Owner
BizRadio.US
BuzzRadioAsheville.com
  *Buzz Co-Owned by Michele Scheve