USA+4 More DMAs – P18+ who Listened to K-LOVE and/or AIR1 in the past 7 days!

Complete Demographic & Media Use Profiles



POSITIVE, ENCOURAGING

K-LOVE

Air1 worship now

EDUCATIONAL MEDIA FOUNDATION





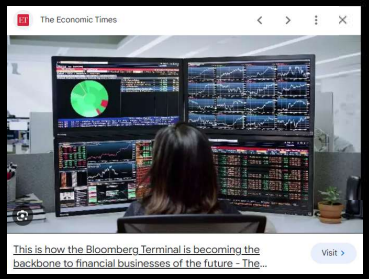






P18+

Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA P18+ who Listened to K-LOVE and/or AIR1 in the past 7 days** as of February 28, 2026.



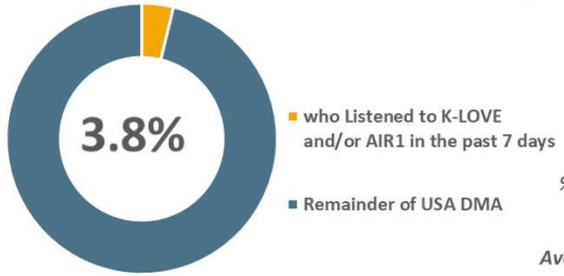
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

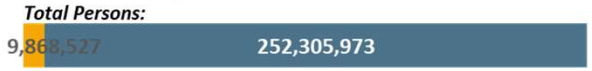
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HUBBARD BROADCASTING INC. HB

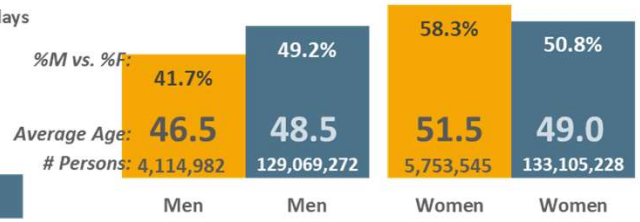
3.8% or 9,868,527 of USA DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days. Typical Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 48.9 years old (.3% older than average) and have a $105,685 (7.3% lower than average) annual household income.

Percent of Market: Adults 18 or older

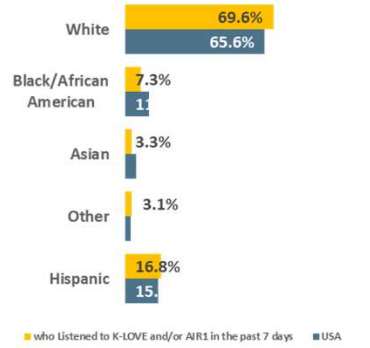




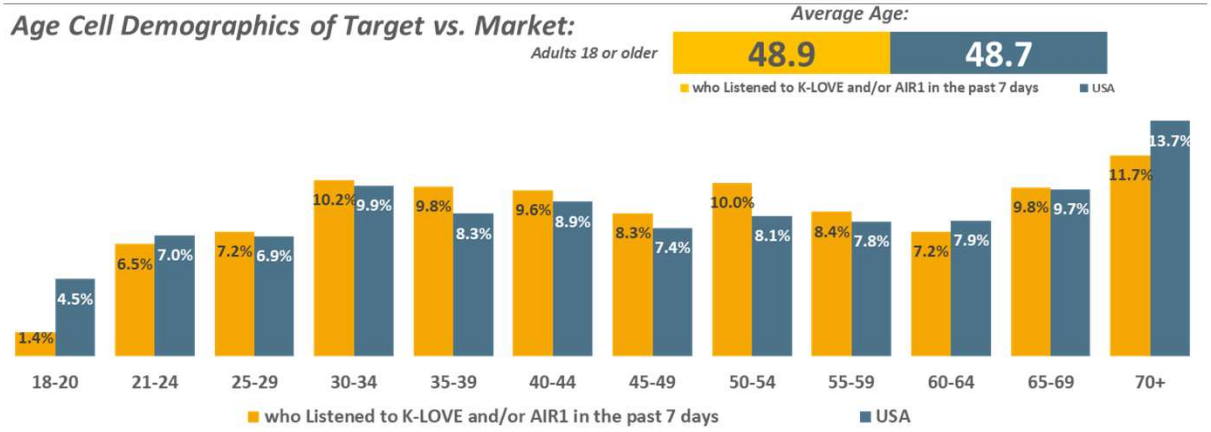
Gender of Target vs. Market: Adults 18 or older



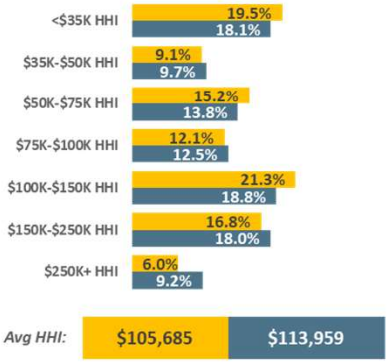
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



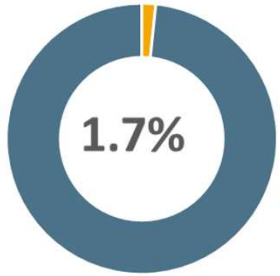
USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 972

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1.7% or 64,526 of MSP DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days.
Typical Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 36.4 years old (25.3% younger than average) and have a $112,973 (2.4% higher than average) annual household income.

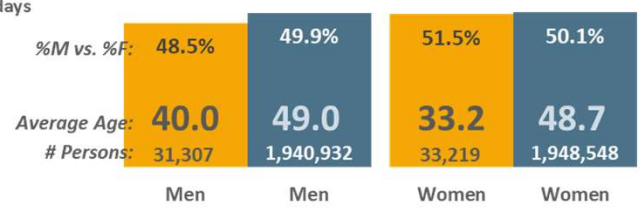
Percent of Market: Adults 18 or older



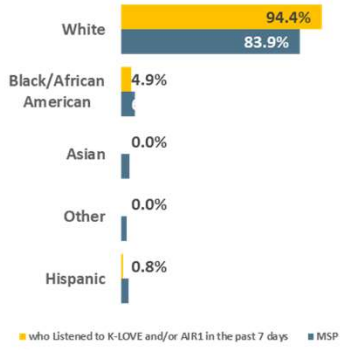
Total Persons:



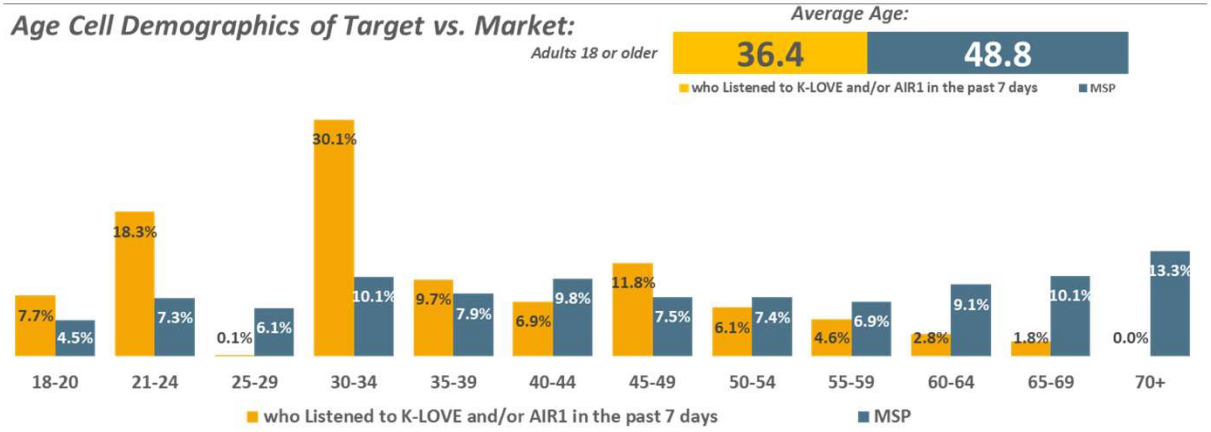
Gender of Target vs. Market: Adults 18 or older



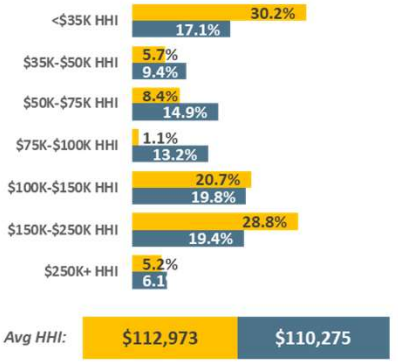
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 33

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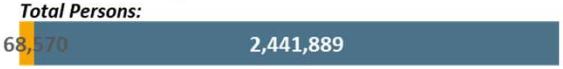
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2.7% or 68,570 of STL DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days.
Typical Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 52.9 years old (7.3% older than average) and have a $110,411 (9.9% higher than average) annual household income.

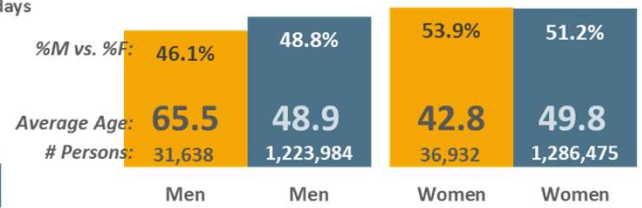
Percent of Market: Adults 18 or older



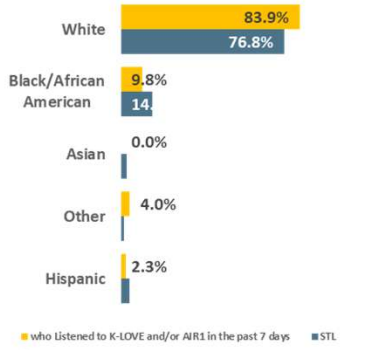
Total Persons:



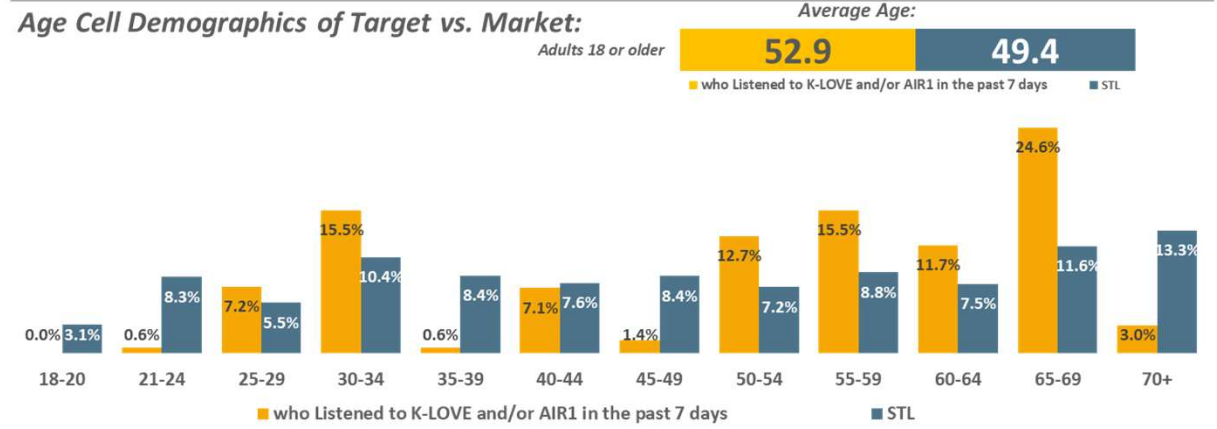
Gender of Target vs. Market: Adults 18 or older



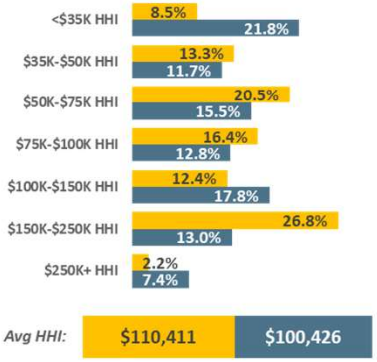
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 61

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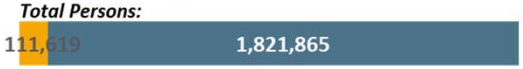
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5.8% or 111,619 of CIN DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days.
Typical Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 50.1 years old (3.% older than average) and have a $108,220 (7.8% higher than average) annual household income.

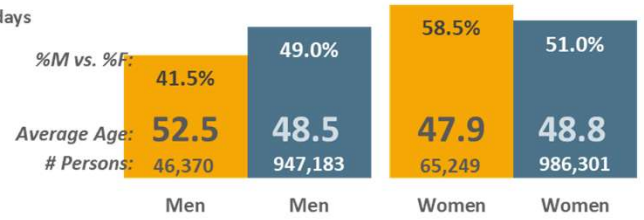
Percent of Market: Adults 18 or older



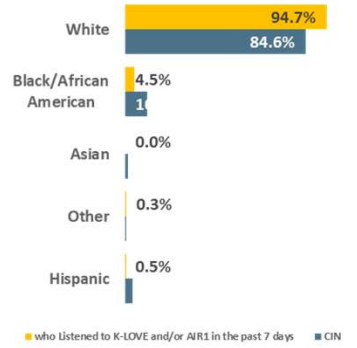
Total Persons:



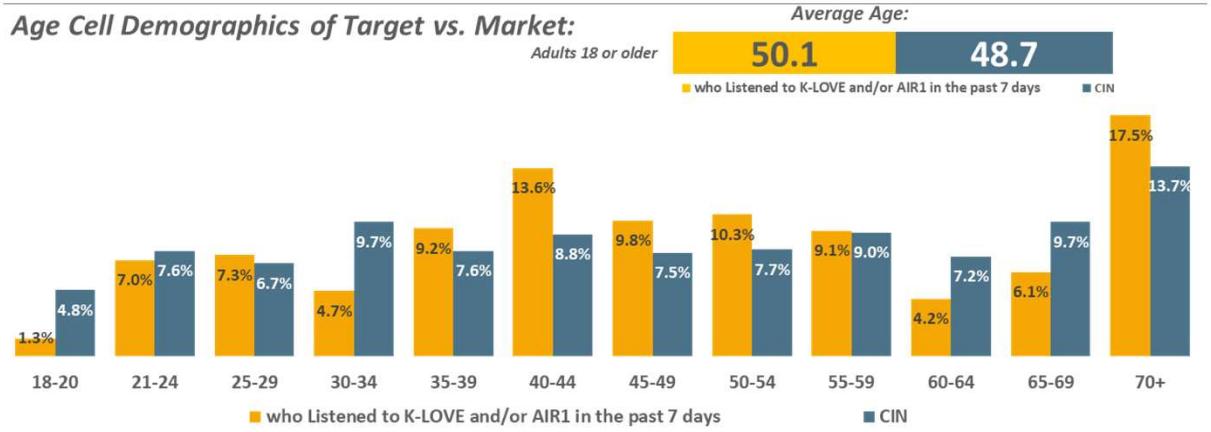
Gender of Target vs. Market: Adults 18 or older



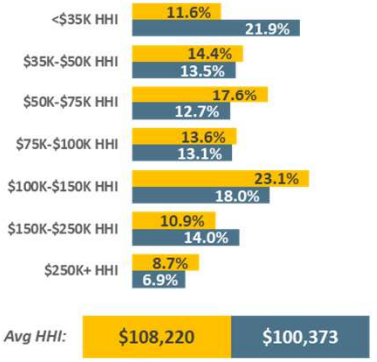
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



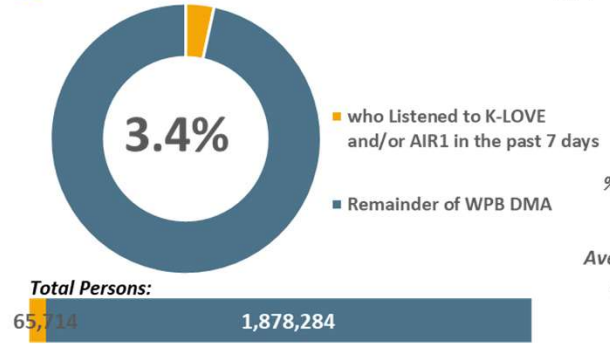
CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 140

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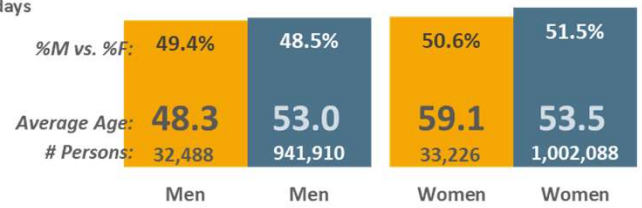
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3.4% or 65,714 of WPB DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days. Typical Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 53.4 years old (.3% older than average) and have a $95,011 (9.8% lower than average) annual household income.

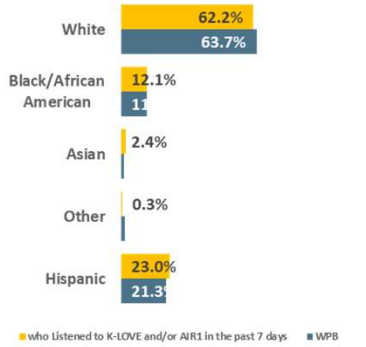
Percent of Market: Adults 18 or older



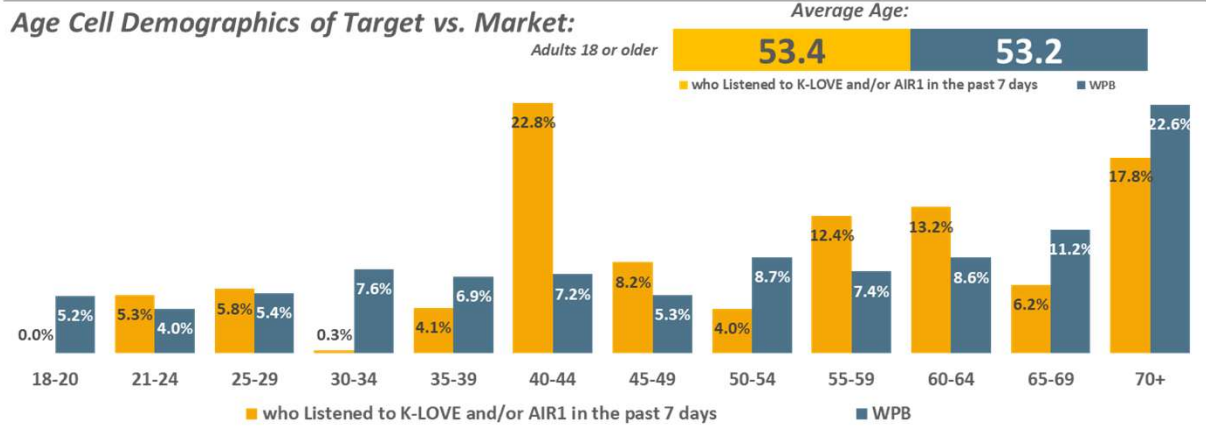
Gender of Target vs. Market: Adults 18 or older



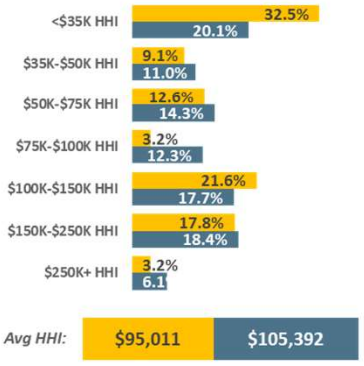
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



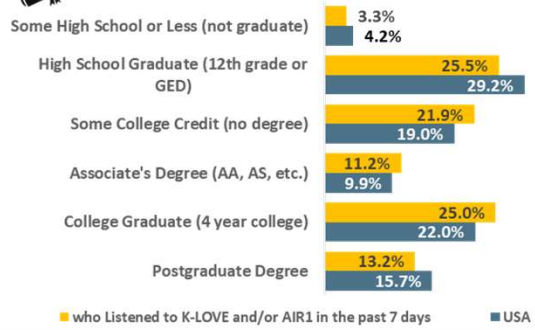
WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 65

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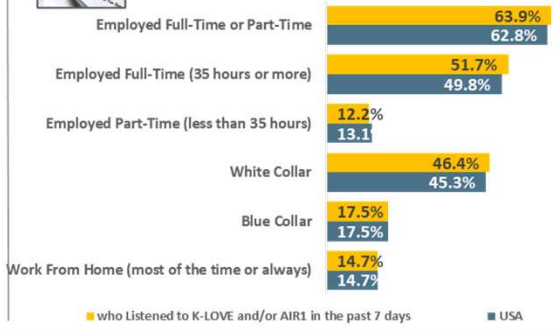
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3.8% or 9,868,527 of USA DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days. Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 1.3% more likely to be a college graduate, 3.9% more likely to work full-time, 3.5% less likely to be married, 17.6% more likely to be a parent of 1 or more children under 18.

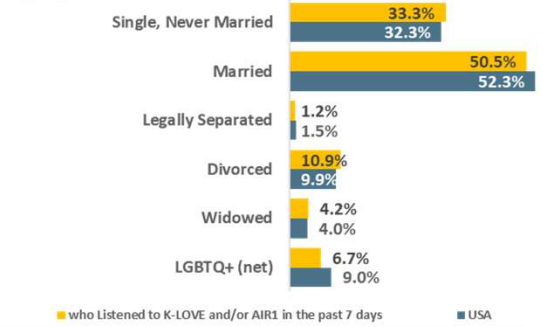
Education Levels: Adults 18 or older



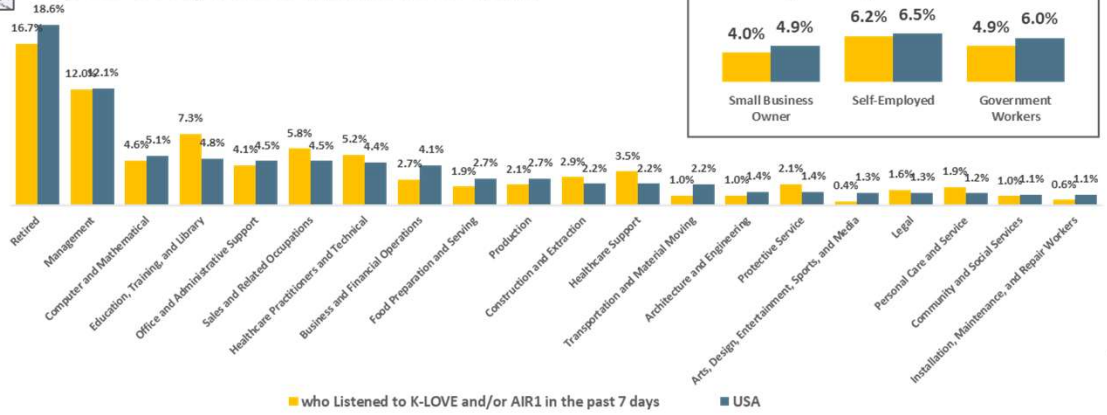
Employment: Adults 18 or older



Marital Status: Adults 18 or older

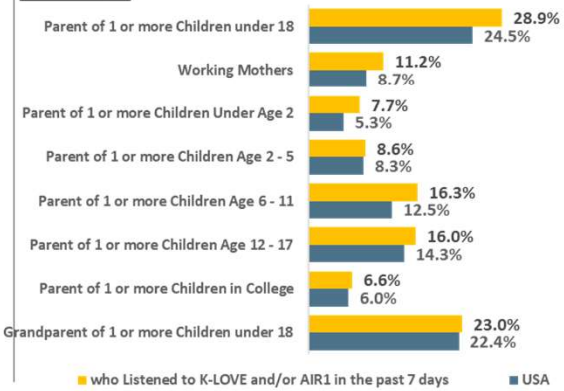


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



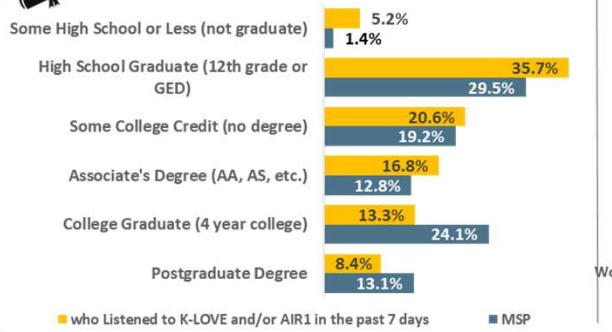
USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 972

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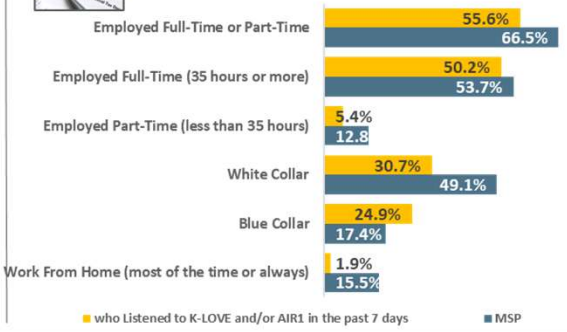
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1.7% or 64,526 of MSP DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days. Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 41.7% less likely to be a college graduate, 6.5% less likely to work full-time, 32.5% less likely to be married, 58.6% more likely to be a parent of 1 or more children under 18.

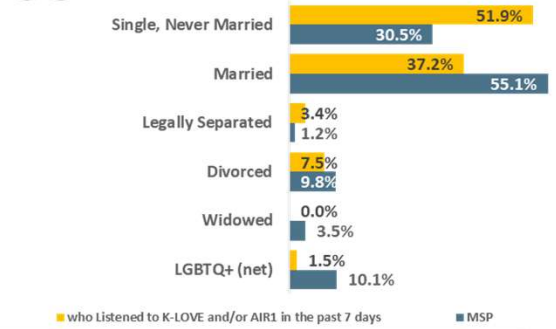
Education Levels: Adults 18 or older



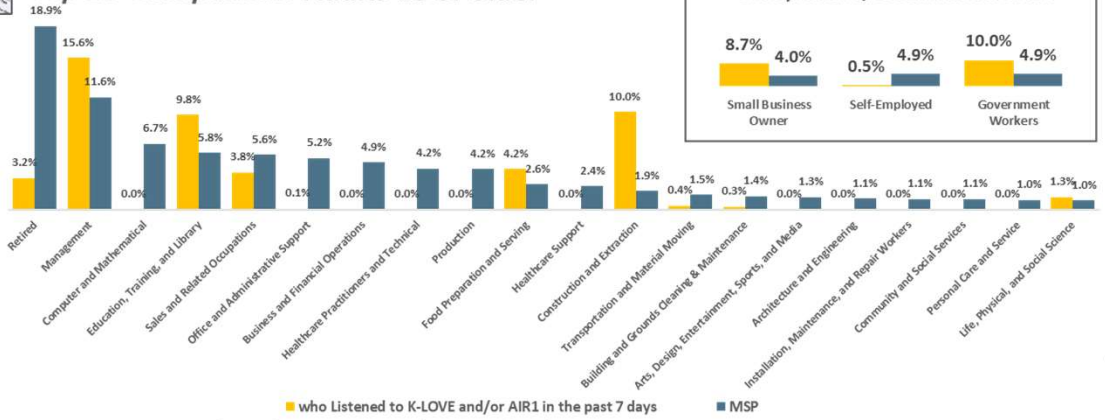
Employment: Adults 18 or older



Marital Status: Adults 18 or older

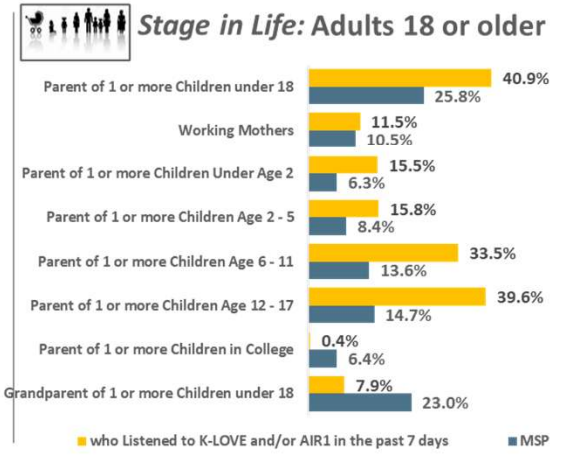


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



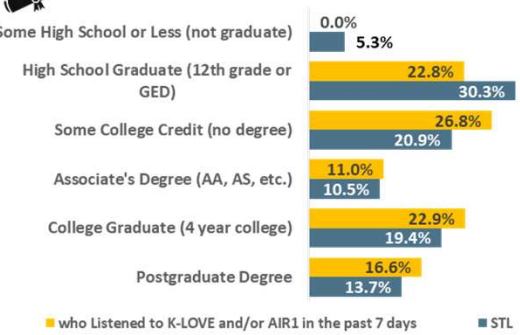
MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 33

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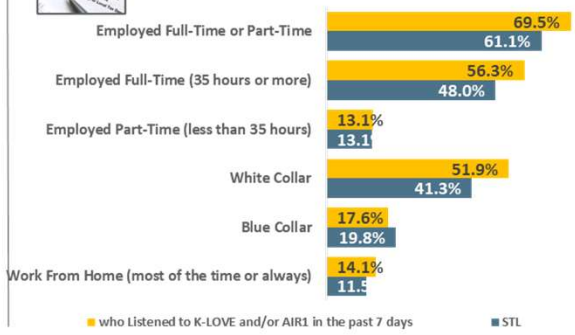
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2.7% or 68,570 of STL DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days. Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 19.3% more likely to be a college graduate, 17.3% more likely to work full-time, 39.6% more likely to be married, .1% less likely to be a parent of 1 or more children under 18.

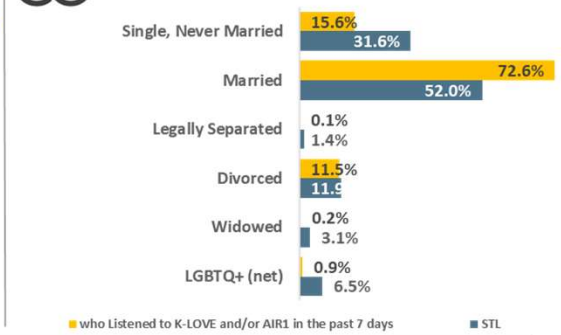
Education Levels: Adults 18 or older



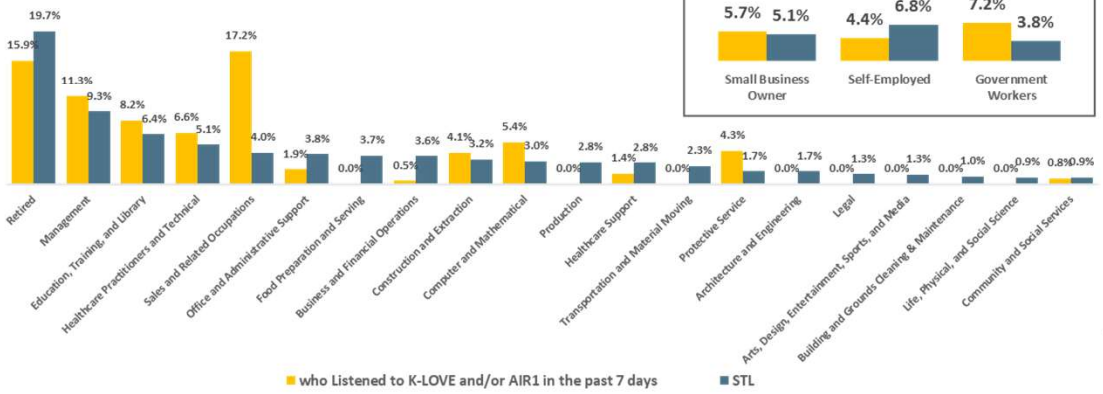
Employment: Adults 18 or older



Marital Status: Adults 18 or older

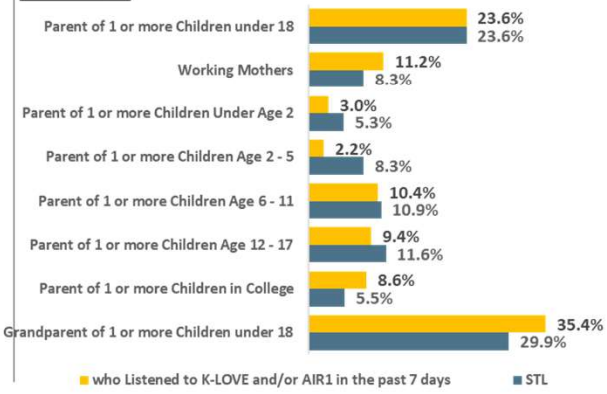


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



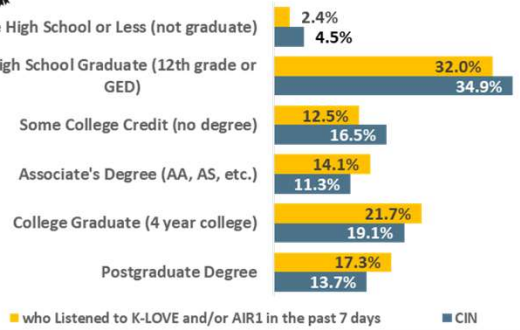
STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 61

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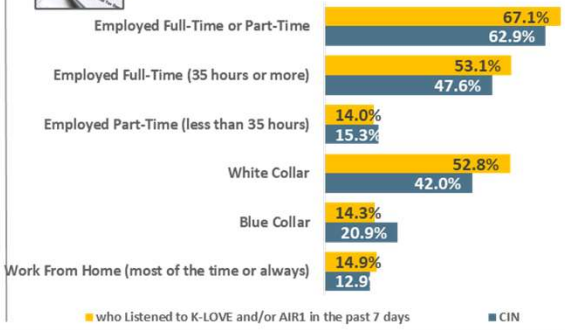
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5.8% or 111,619 of CIN DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days. Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 19.% more likely to be a college graduate, 11.6% more likely to work full-time, 2.2% less likely to be married, 34.8% more likely to be a parent of 1 or more children under 18.

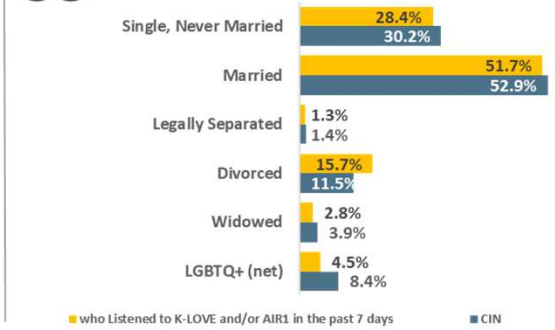
Education Levels: Adults 18 or older



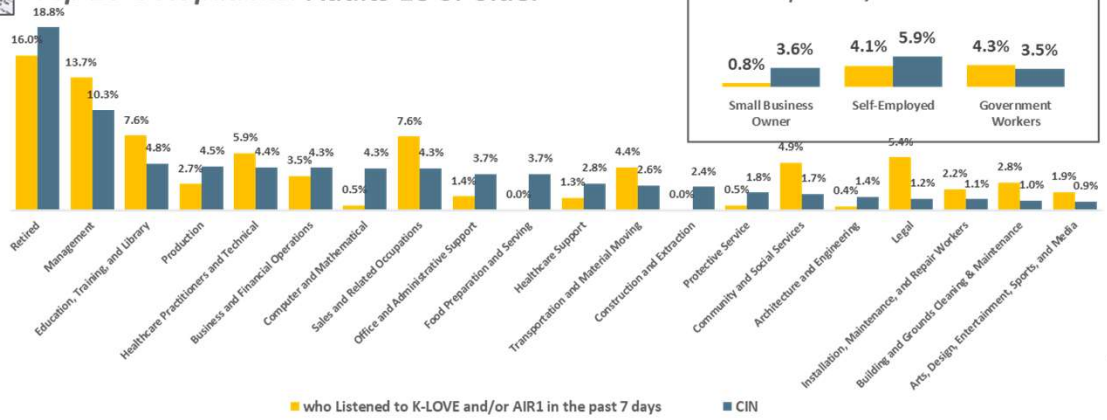
Employment: Adults 18 or older



Marital Status: Adults 18 or older

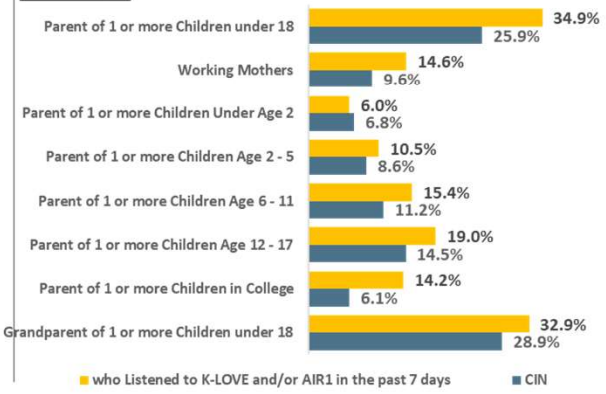


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



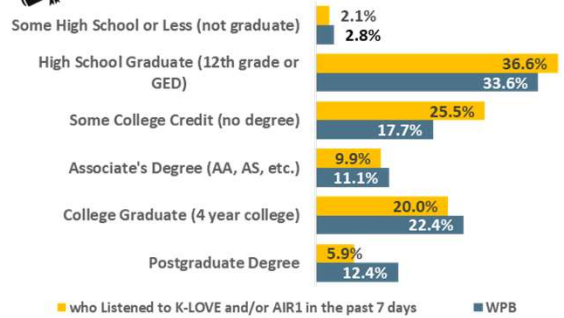
CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 140

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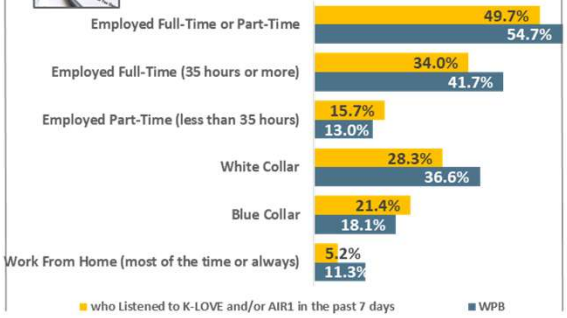
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3.4% or 65,714 of WPB DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days. Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 25.7% less likely to be a college graduate, 18.6% less likely to work full-time, 22.6% less likely to be married, 67.3% more likely to be a parent of 1 or more children under 18.

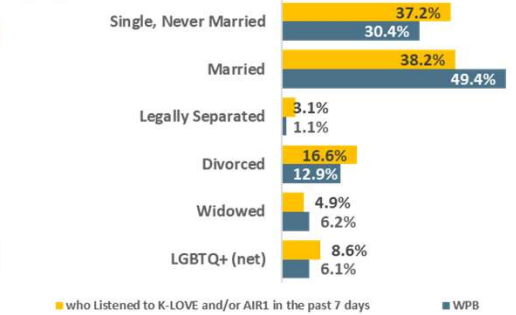
Education Levels: Adults 18 or older



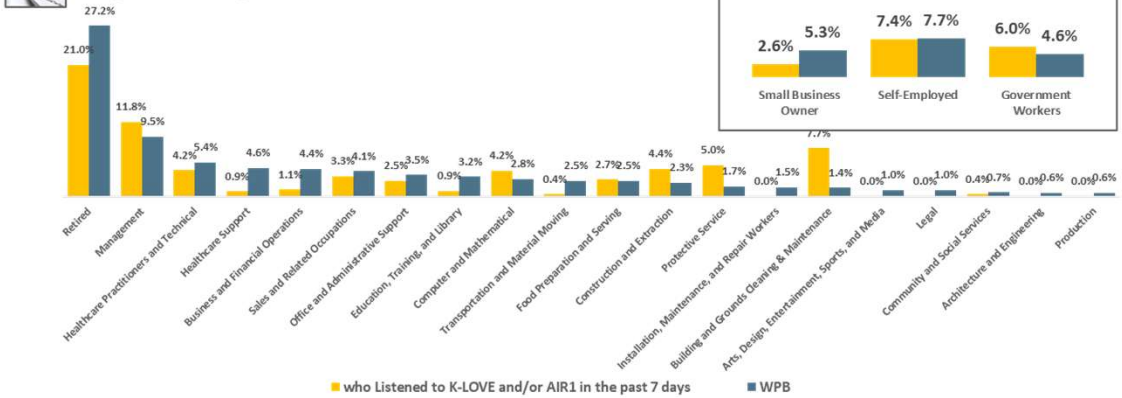
Employment: Adults 18 or older



Marital Status: Adults 18 or older

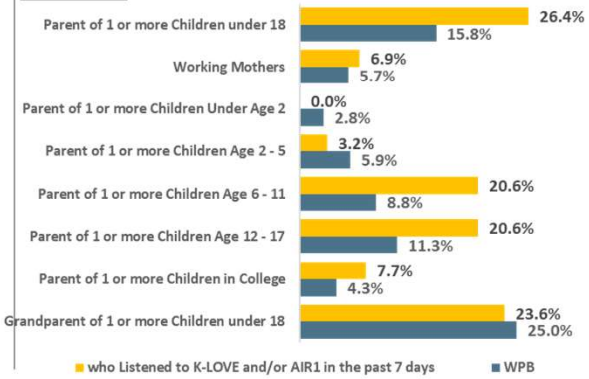


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older

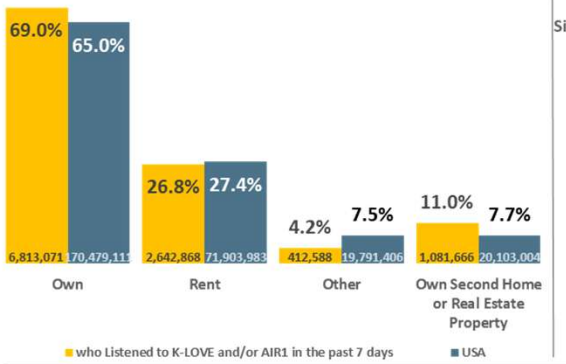


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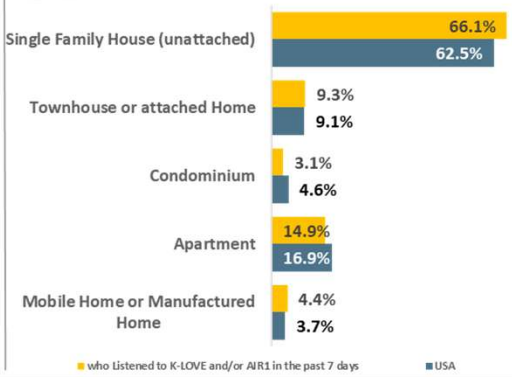
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3.8% or 9,868,527 of USA DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days. Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 6.2% more likely to own their home, 6.5% more likely to own a lower valued home, 5.7% more likely to have a single-family home, 14.7% more likely to have a dog.

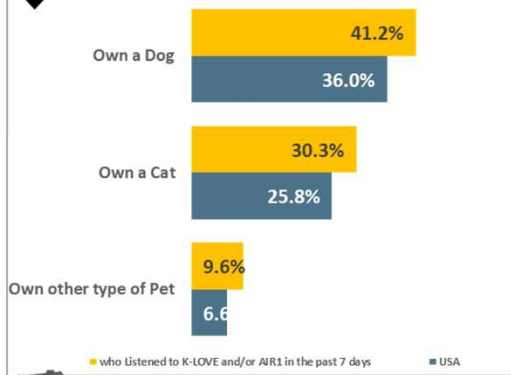
Own/Rent/Other: Adults 18 or older



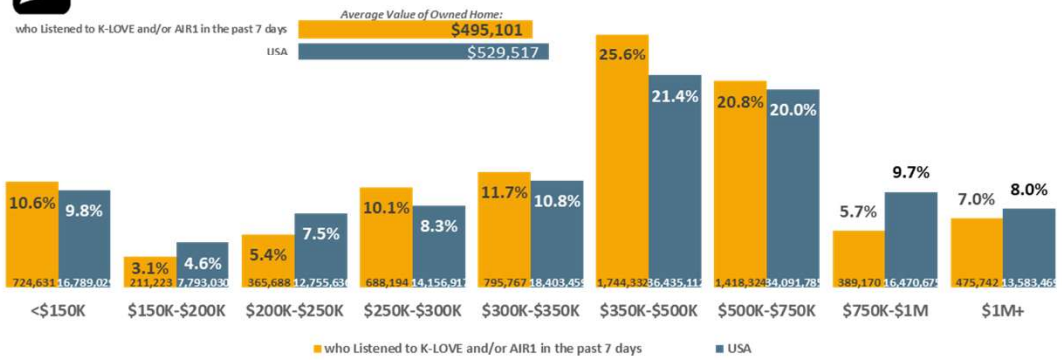
Type of Home: Adults 18 or older



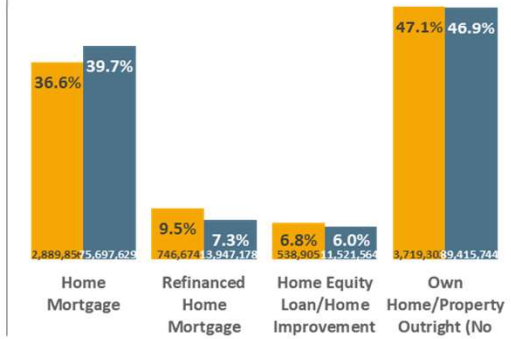
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



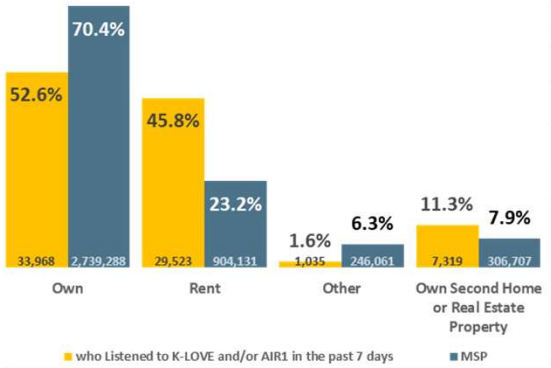
USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 972

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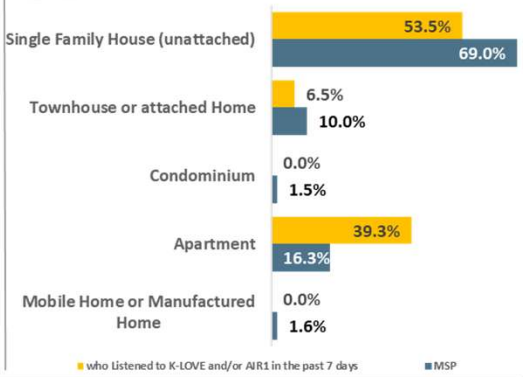
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1.7% or 64,526 of MSP DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days. Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 25.3% less likely to own their home, 7.9% more likely to own a higher valued home, 22.4% less likely to have a single-family home, 21.1% more likely to have a dog.

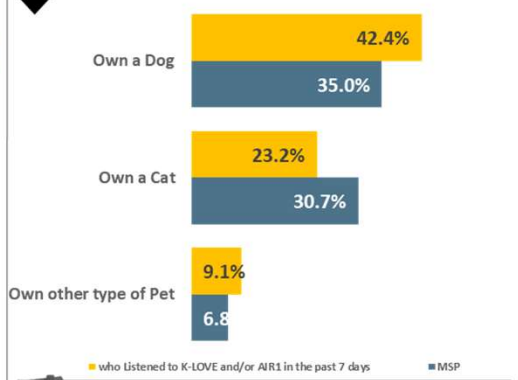
Own/Rent/Other: Adults 18 or older



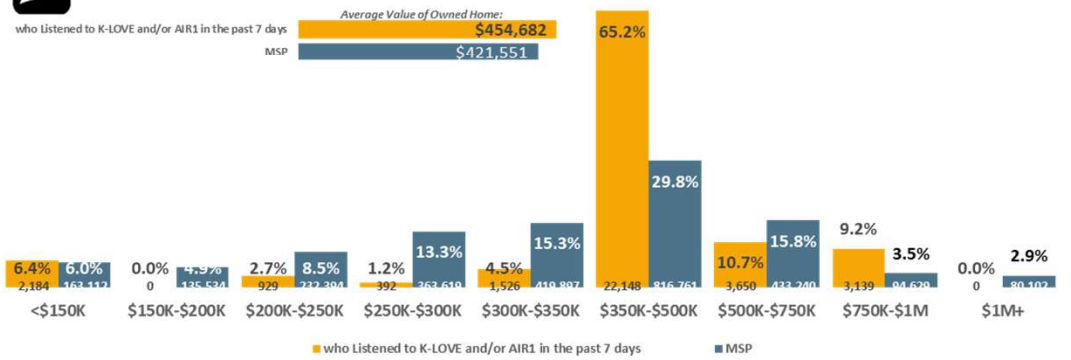
Type of Home: Adults 18 or older



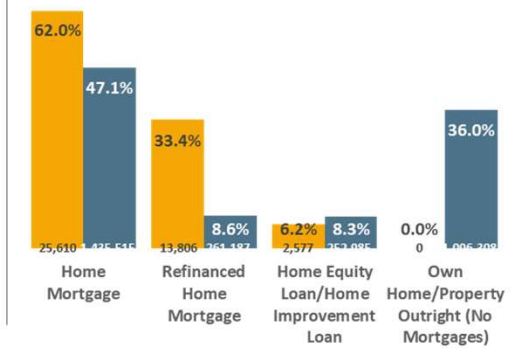
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



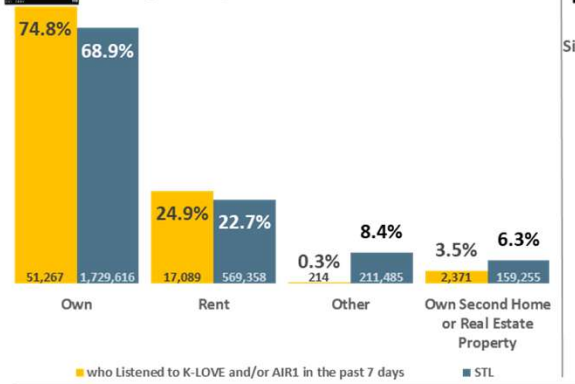
MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 33

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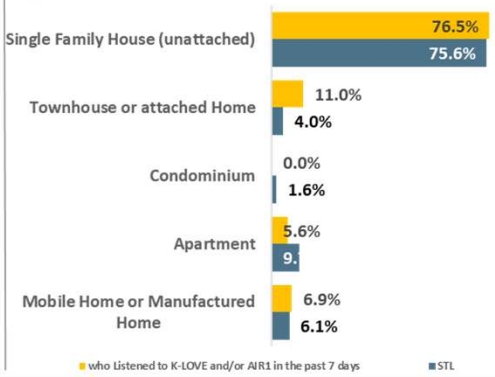
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2.7% or 68,570 of STL DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days. Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 8.5% more likely to own their home, 11.5% more likely to own a higher valued home, 1.2% more likely to have a single-family home, 16.7% more likely to have a dog.

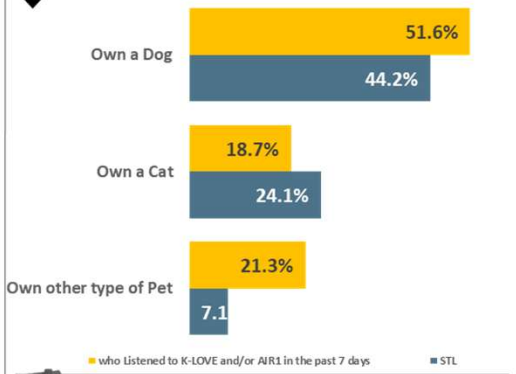
Own/Rent/Other: Adults 18 or older



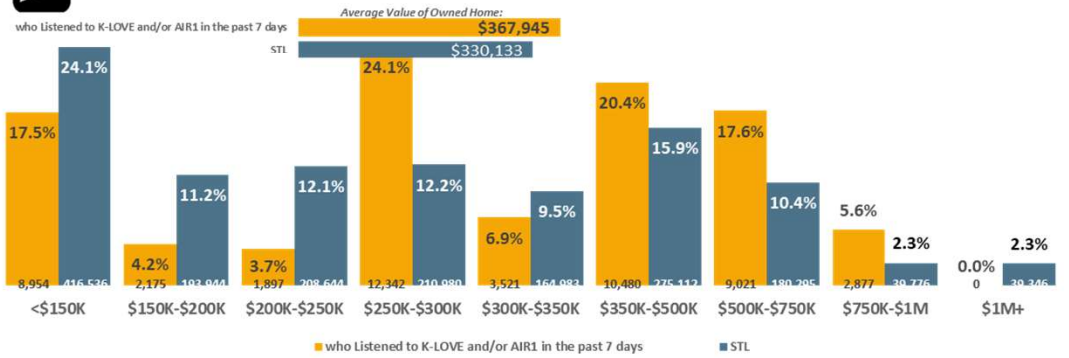
Type of Home: Adults 18 or older



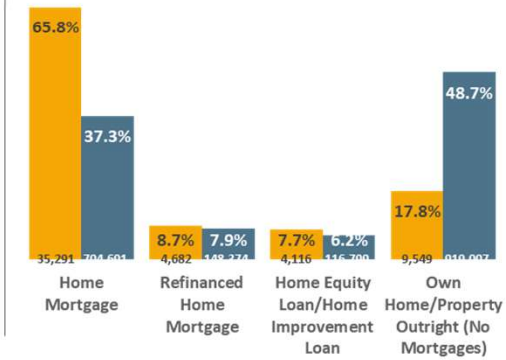
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



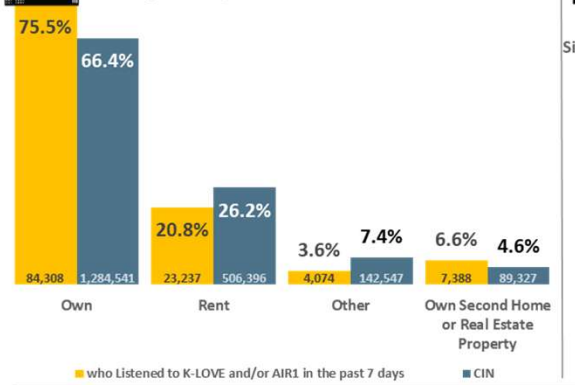
STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 61

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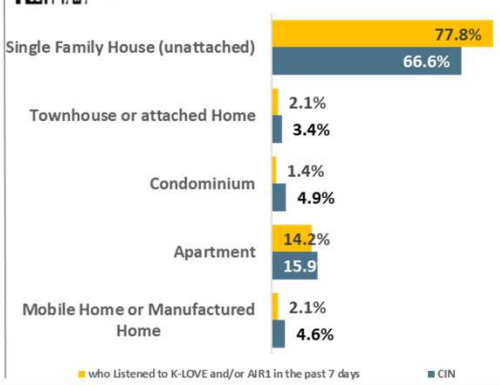
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5.8% or 111,619 of CIN DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days. Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 13.7% more likely to own their home, 2.3% more likely to own a lower valued home, 16.8% more likely to have a single-family home, 24.1% more likely to have a dog.

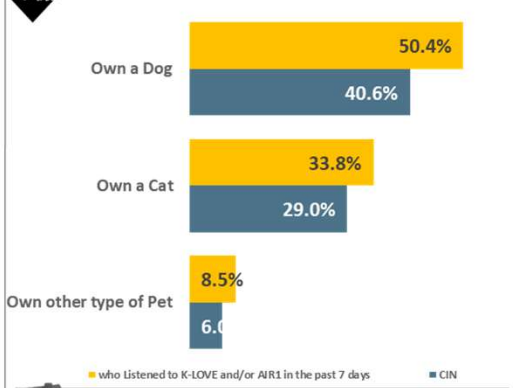
Own/Rent/Other: Adults 18 or older



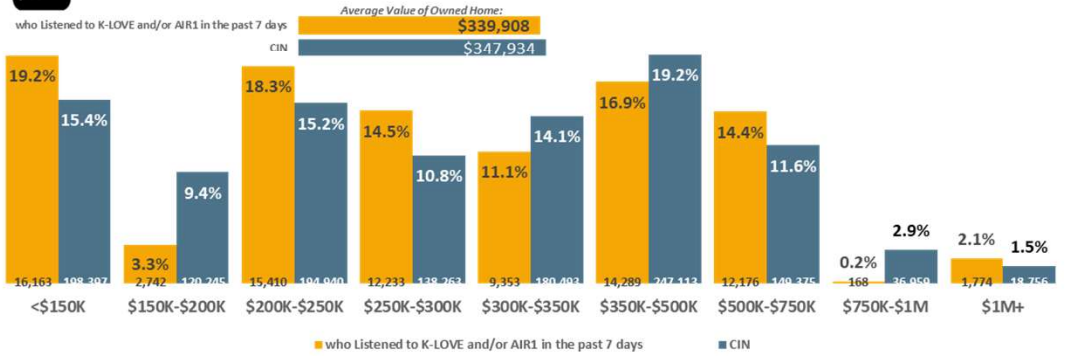
Type of Home: Adults 18 or older



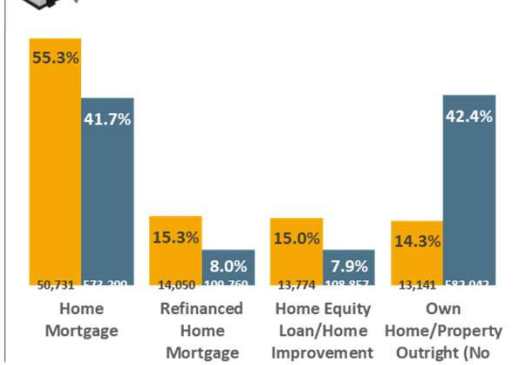
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



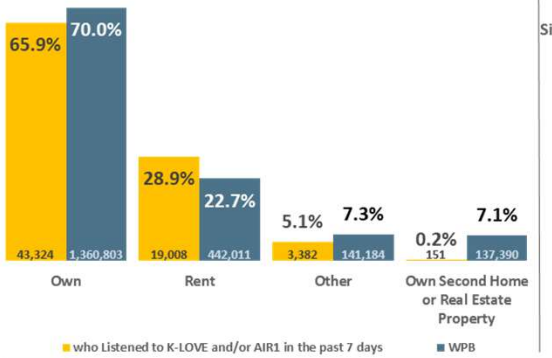
CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 140

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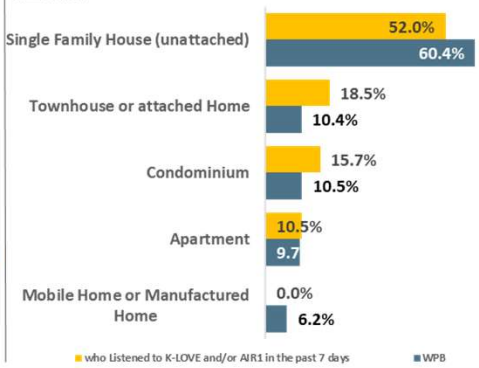
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3.4% or 65,714 of WPB DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days. Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 5.8% less likely to own their home, 20.7% more likely to own a lower valued home, 13.9% less likely to have a single-family home, 42.1% less likely to have a dog.

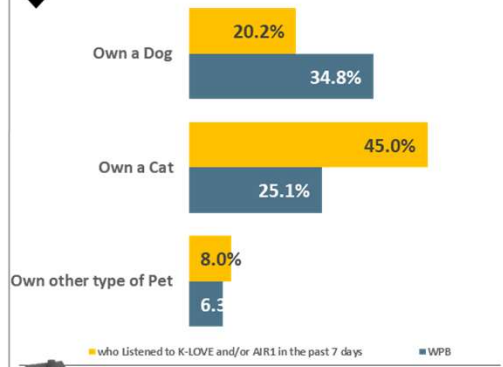
Own/Rent/Other: Adults 18 or older



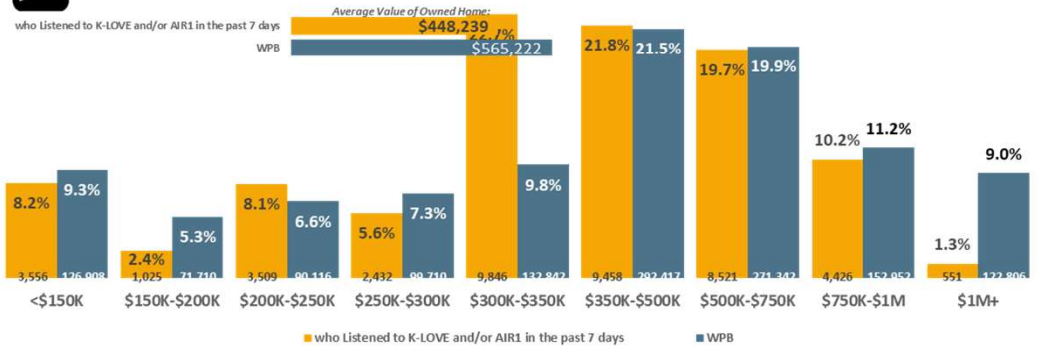
Type of Home: Adults 18 or older



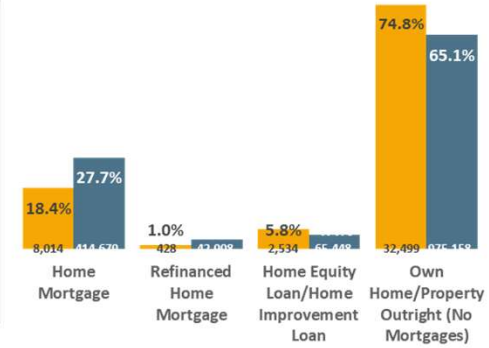
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



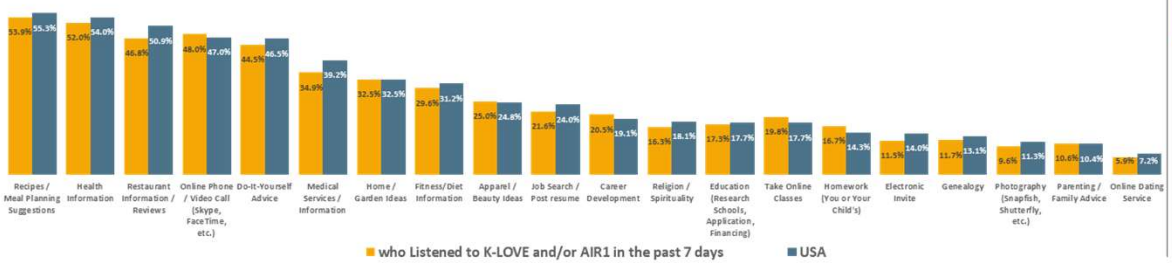
WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 65

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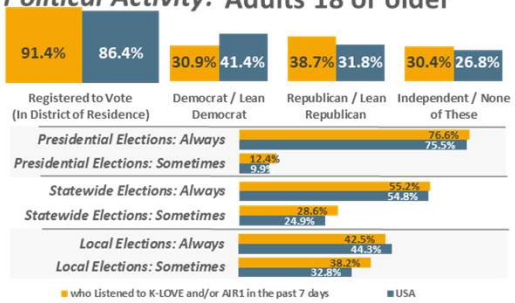
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3.8% or 9,868,527 of USA DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days. Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 4.3% less likely to look up D-I-Y advice online, 4.2% less likely to always vote in local elections, 1.6% less likely to belong to a gym, .9% less likely to fly domestic past yr.

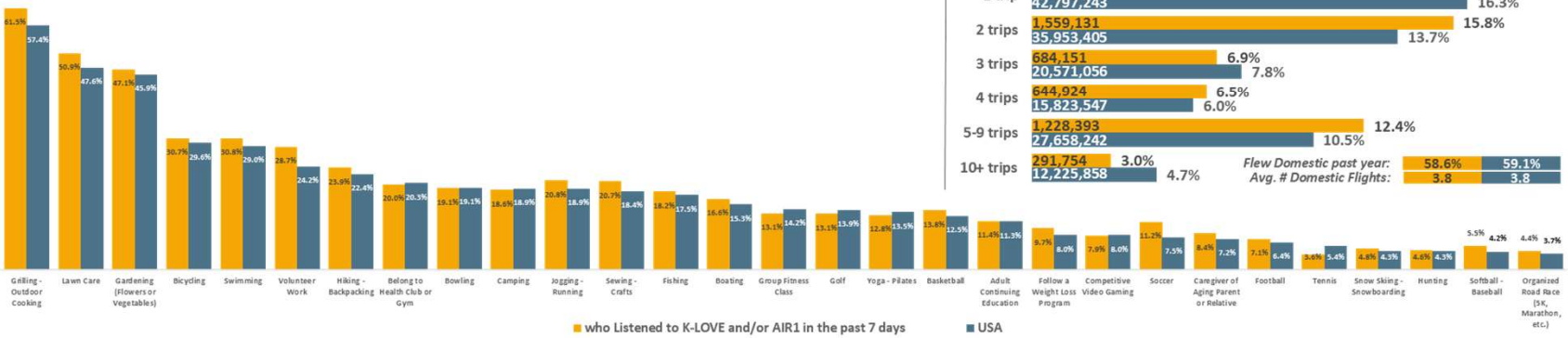
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older

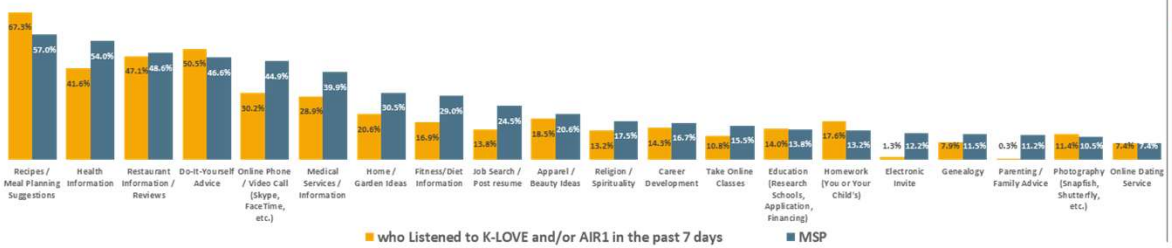
USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 972

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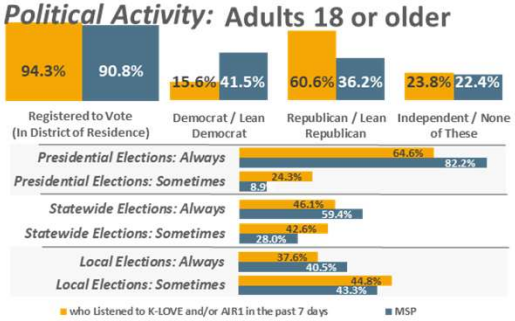
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1.7% or 64,526 of MSP DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days.
Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 8.5% more likely to look up D-I-Y advice online, 7.% less likely to always vote in local elections, 75.3% less likely to belong to a gym, 28.9% less likely to fly domestic past y

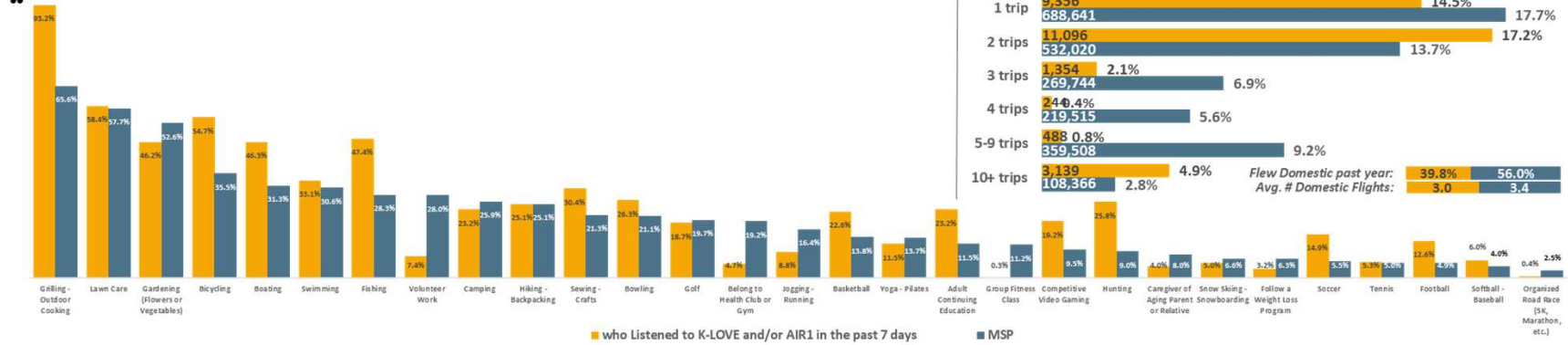
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older

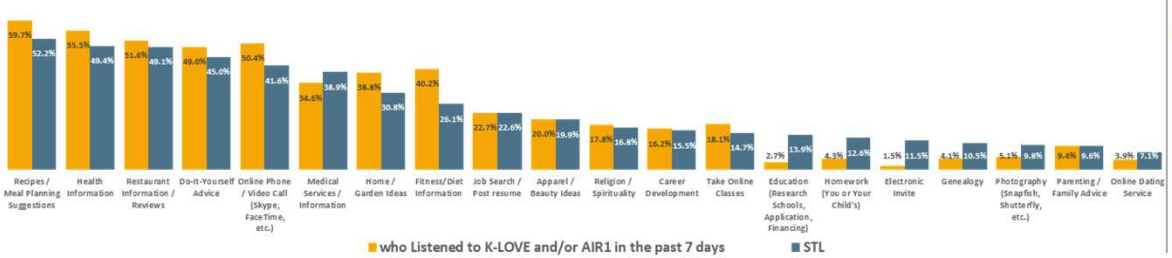
MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 33

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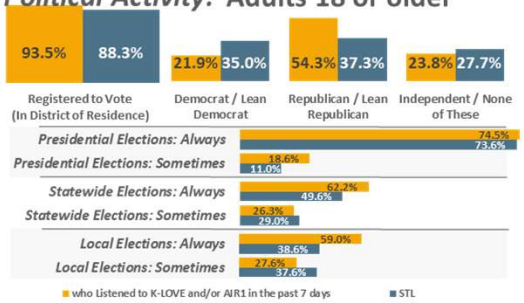
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2.7% or 68,570 of STL DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days.
Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 8.8% more likely to look up D-I-Y advice online, 52.7% more likely to always vote in local elections, 37.3% less likely to belong to a gym, 11.7% more likely to fly domestic past

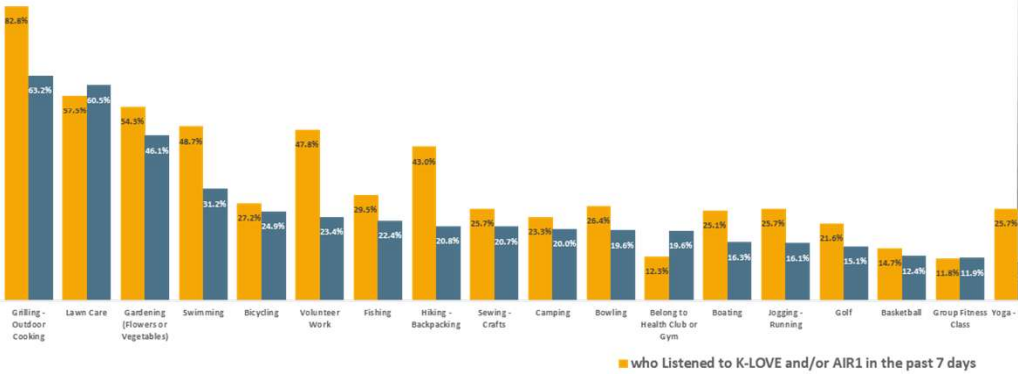
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



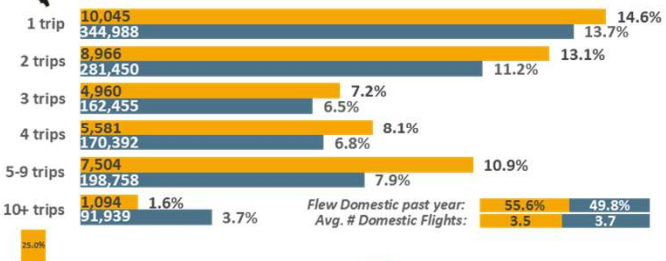
Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older



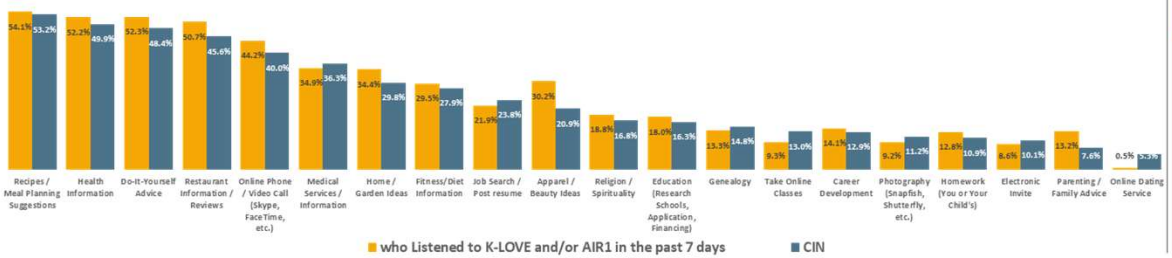
STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 61

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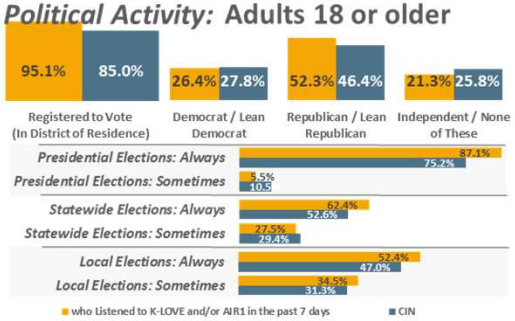
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5.8% or 111,619 of CIN DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days. Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 8.% more likely to look up D-I-Y advice online, 11.5% more likely to always vote in local elections, 20.6% less likely to belong to a gym, 24.1% more likely to fly domestic past

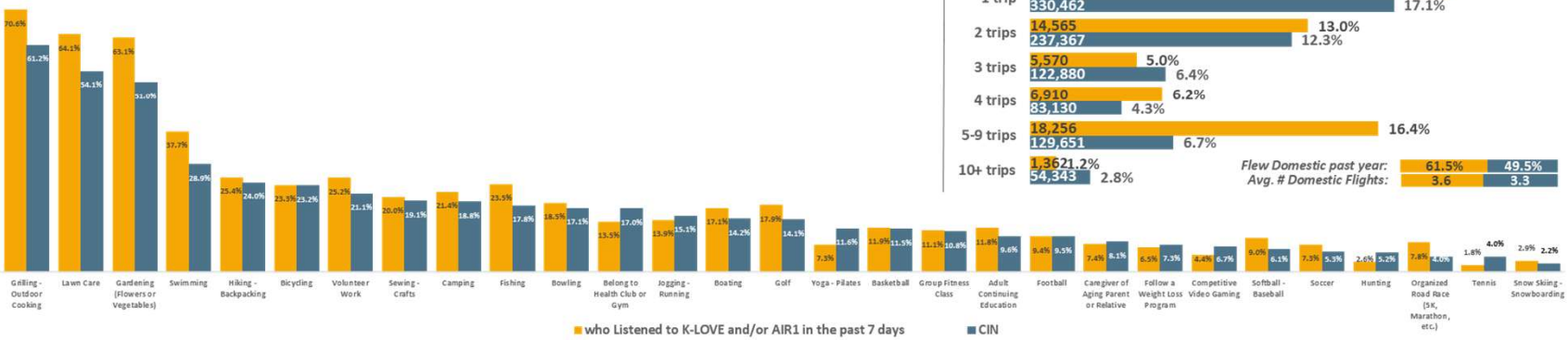
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older

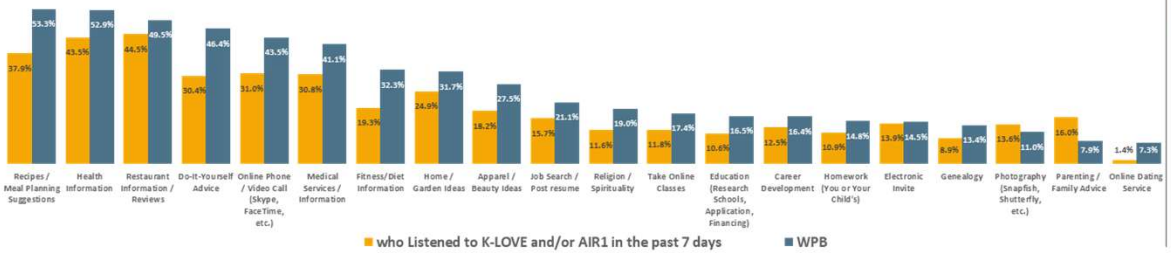
CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 140

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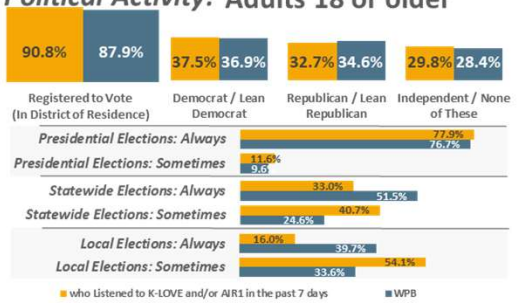
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3.4% or 65,714 of WPB DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days. Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 34.5% less likely to look up D-I-Y advice online, 59.6% less likely to always vote in local elections, 67.5% more likely to belong to a gym, 4.5% less likely to fly domestic past

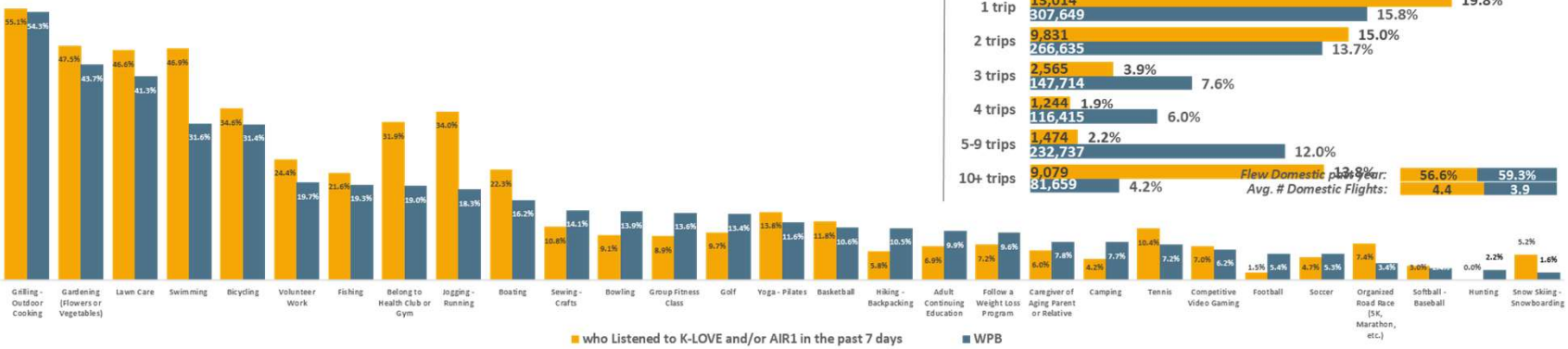
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older

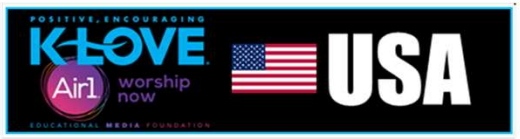


Past 12-months Domestic Airline Trips: Adults 18 or older

WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 65

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3.8% or 9,868,527 of USA DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days. Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 4.9% more likely to use QSRs past mo., .7% more likely to use Sit-Down Restaurants past mo., 12.2% more likely to use Casinos past yr., 13.1% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 87.7% 83.6% — 8,653,937 — 219,246,5 96

Avg. Monthly QSR Meals: 5.9 5.9

Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users: 72.6% 72.1% — 7,166,322 — 188,989,7 64

Avg. Monthly Sit-Down Restaurant Meals: 3.5 3.7

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who Listened to K-LOVE and/or AIR1 in the past 7 days	1,846,179	18.7%
USA	51,677,952	19.7%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 972

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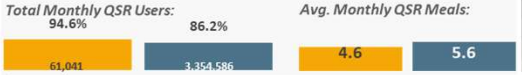
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1.7% or 64,526 of MSP DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days.
Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 9.7% more likely to use QSRs past mo., 24.6% less likely to use Sit-Down Restaurants past mo., 15.% more likely to use Casinos past yr., 36.7% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

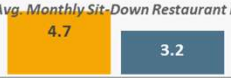
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

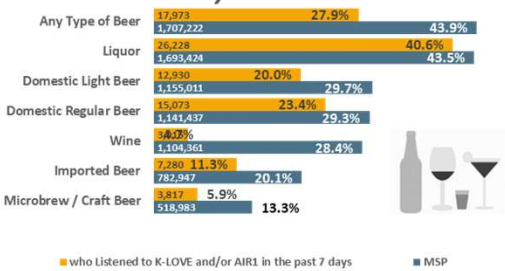
(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

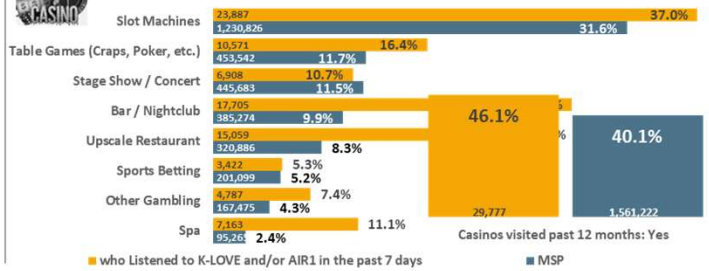


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 33

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2.7% or 68,570 of STL DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days.
Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 4.9% more likely to use QSRs past mo., 24.8% more likely to use Sit-Down Restaurants past mo., 34.9% more likely to use Casinos past yr., 37.4% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



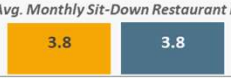
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

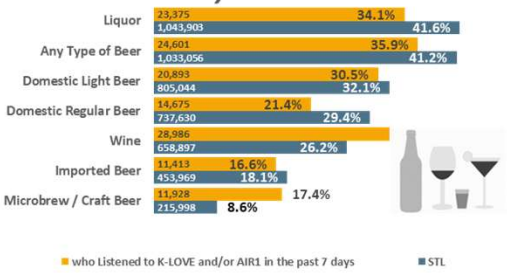
(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

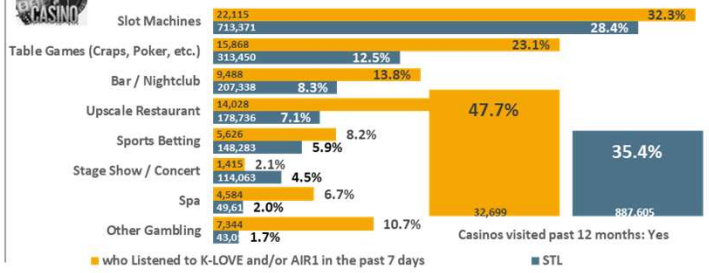


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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5.8% or 111,619 of CIN DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days.
Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 3.2% more likely to use QSRs past mo., 1.2% more likely to use Sit-Down Restaurants past mo., 23.% more likely to use Casinos past yr., 26.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

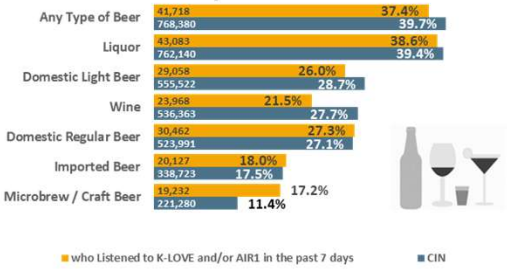
(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

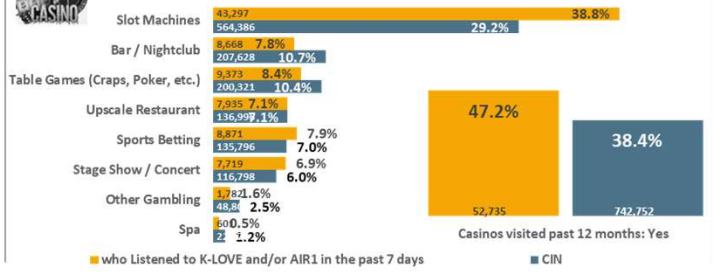


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 140

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3.4% or 65,714 of WPB DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days.
Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 3.7% more likely to use QSRs past mo., .2% more likely to use Sit-Down Restaurants past mo., 12.5% more likely to use Casinos past yr., 61.1% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 82.4% 54,126 | 79.4% 1,544,300

Avg. Monthly QSR Meals: 6.0 | 5.6

Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users: 75.1% 49,373 | 75.0% 1,458,356

Avg. Monthly Sit-Down Restaurant Meals: 3.5 | 4.2

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who Listened to K-LOVE and/or AIR1 in the past 7 days 19,475 29.6%

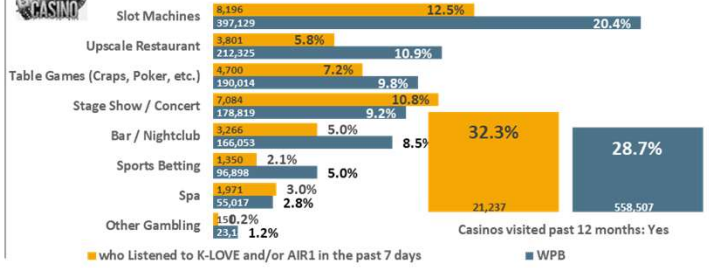
WPB 387,595 19.9%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older

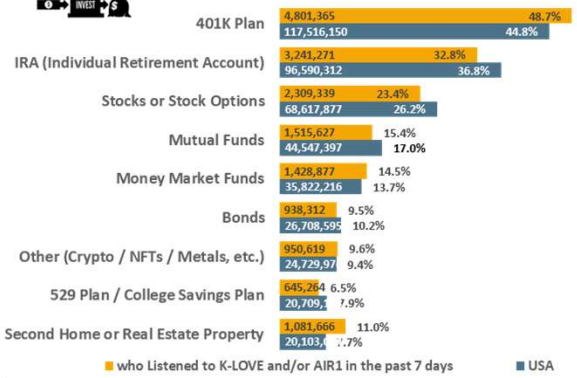


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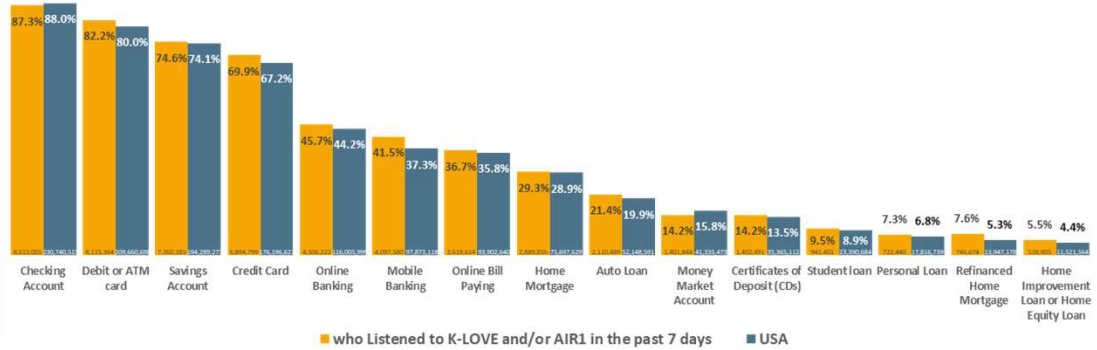
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3.8% or 9,868,527 of USA DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days. Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 8.5% more likely to have a 401K, 7.5% more likely to have an Auto Loan, .6% more likely to Invest/Trade Stocks Online, 8.8% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



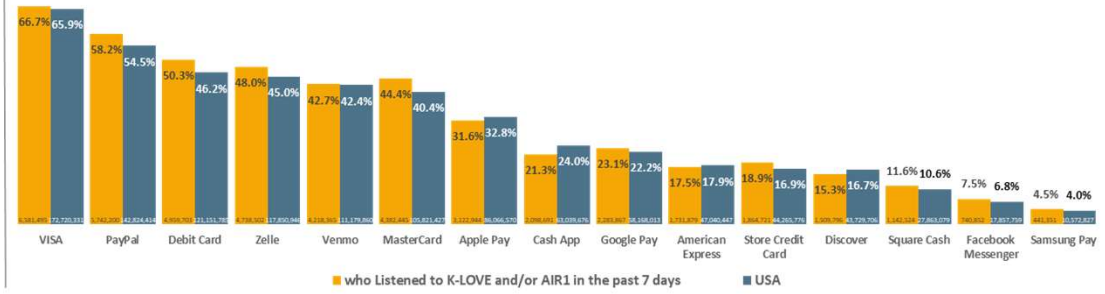
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older



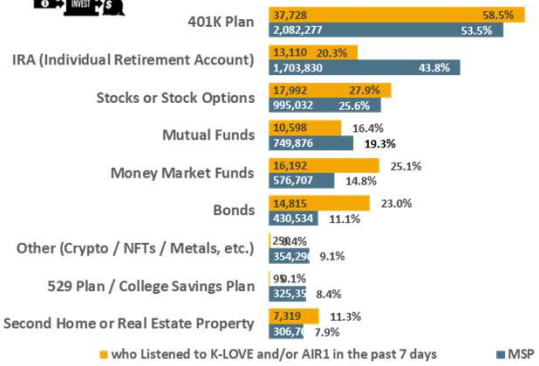
USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 972

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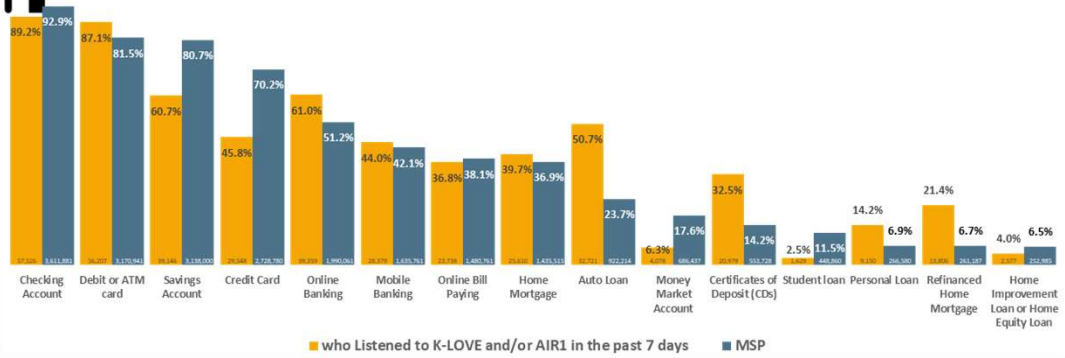
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1.7% or 64,526 of MSP DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days.
Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 9.2% more likely to have a 401K, 113.9% more likely to have an Auto Loan, 92.8% less likely to Invest/Trade Stocks Online, 56.2% more likely to pay with their Debit Card.

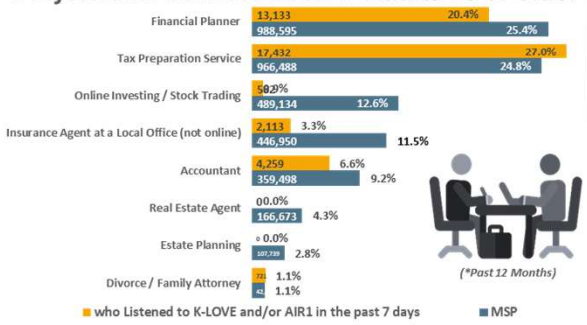
Investments Owned: Adults 18 or older



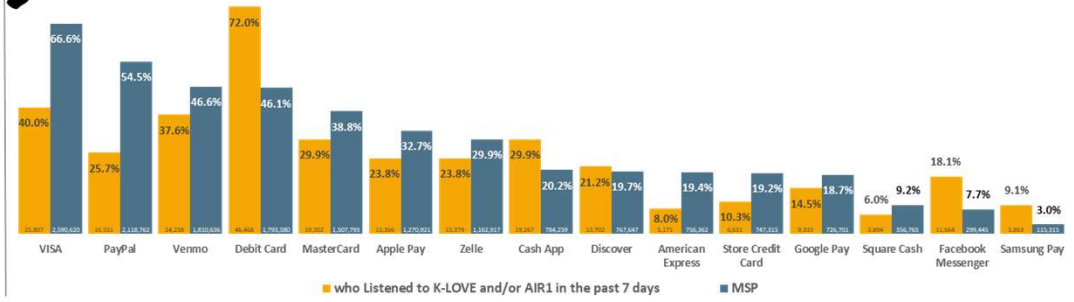
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older



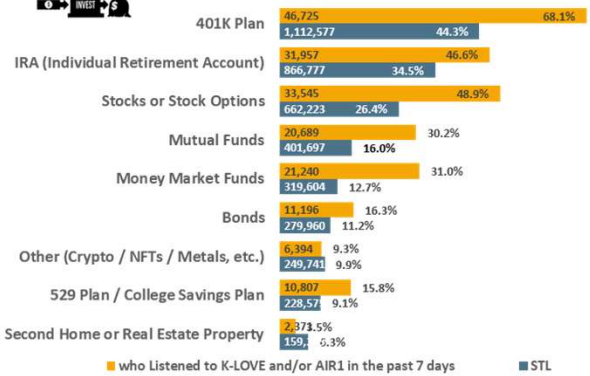
MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 33

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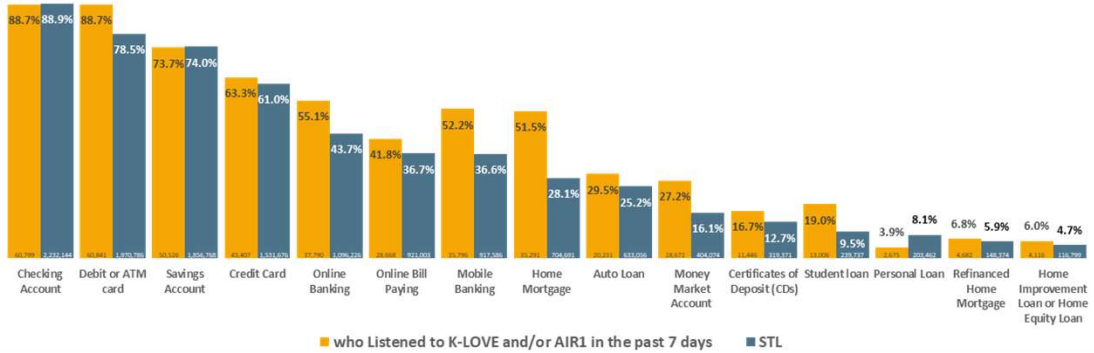
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2.7% or 68,570 of STL DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days.
Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 53.8% more likely to have a 401K, 17.% more likely to have an Auto Loan, 60.3% more likely to Invest/Trade Stocks Online, 3.% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



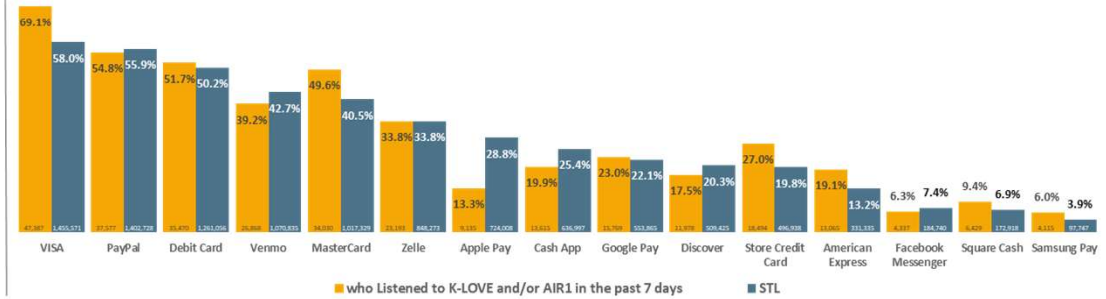
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older



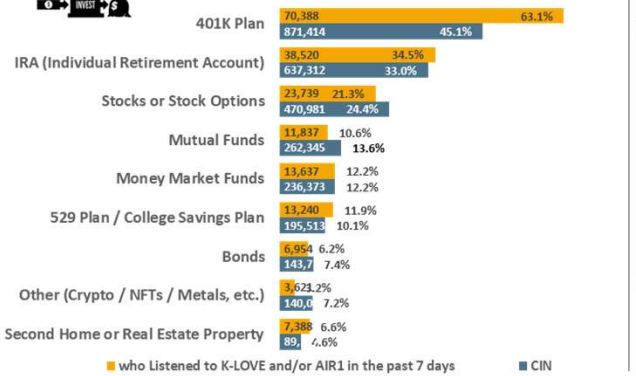
STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 61

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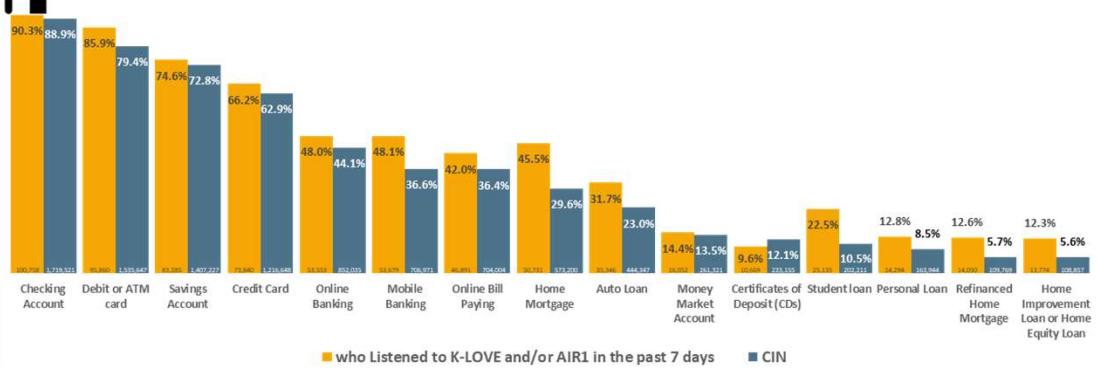
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5.8% or 111,619 of CIN DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days.
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Investments Owned: Adults 18 or older



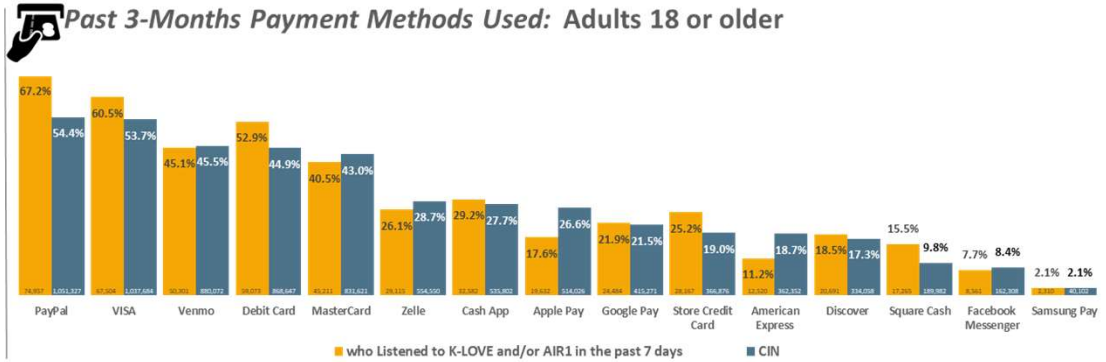
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older



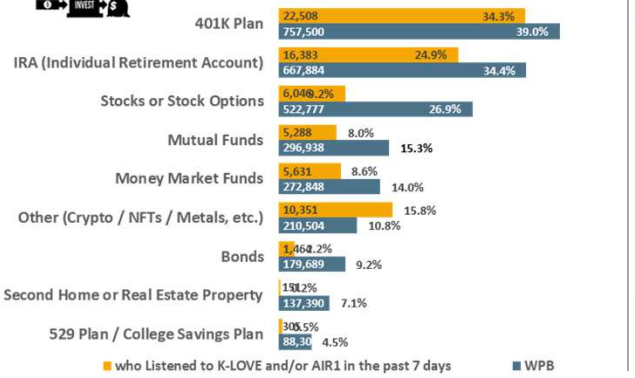
CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 140

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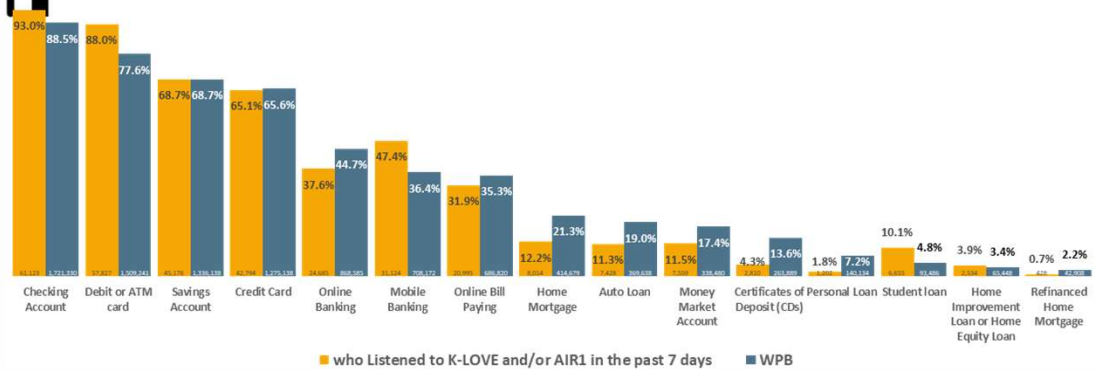
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3.4% or 65,714 of WPB DMA Adults 18 or older Listened to K-LOVE and/or AIR1 in the past 7 days.
Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days are 12.1% less likely to have a 401K, 40.6% less likely to have an Auto Loan, 83.8% less likely to Invest/Trade Stocks Online, 17.8% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



Financial Services Has and/or Uses: Adults 18 or older

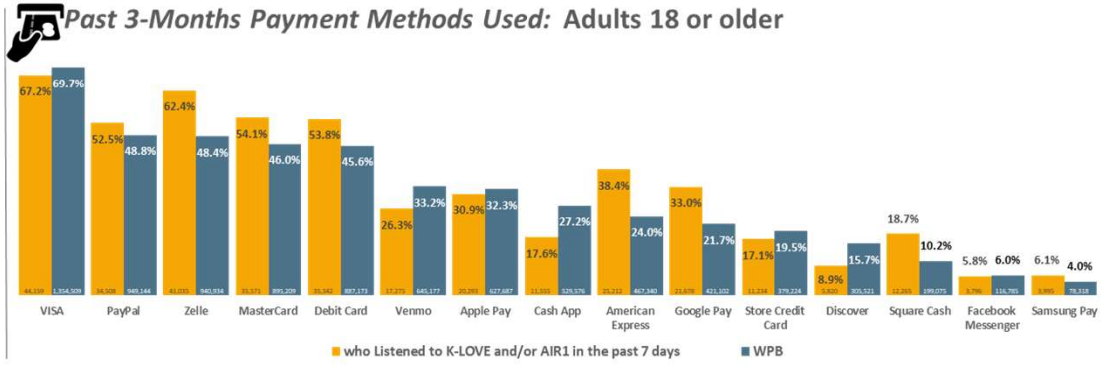


Professional Services Used:* Adults 18 or older



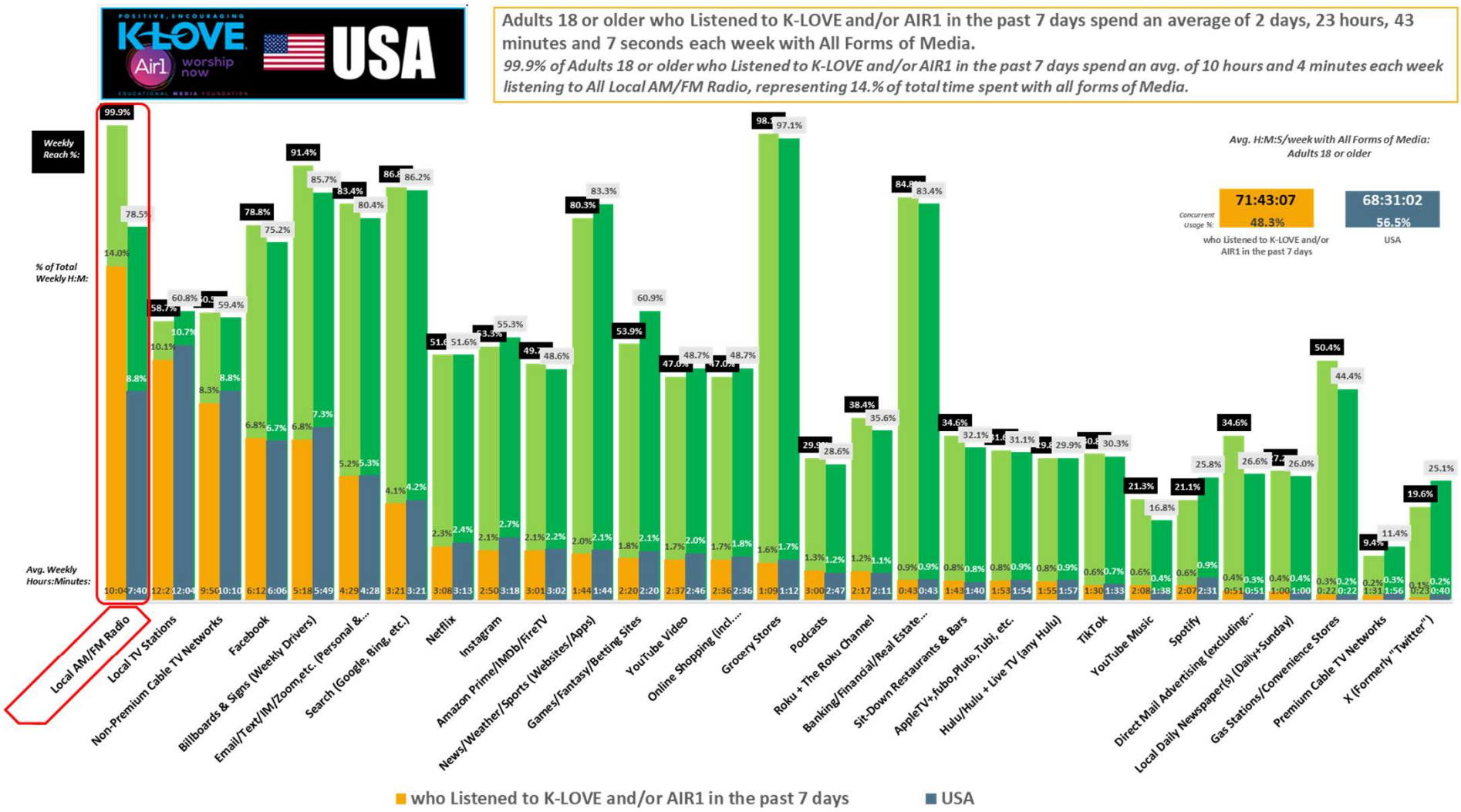
*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 18 or older



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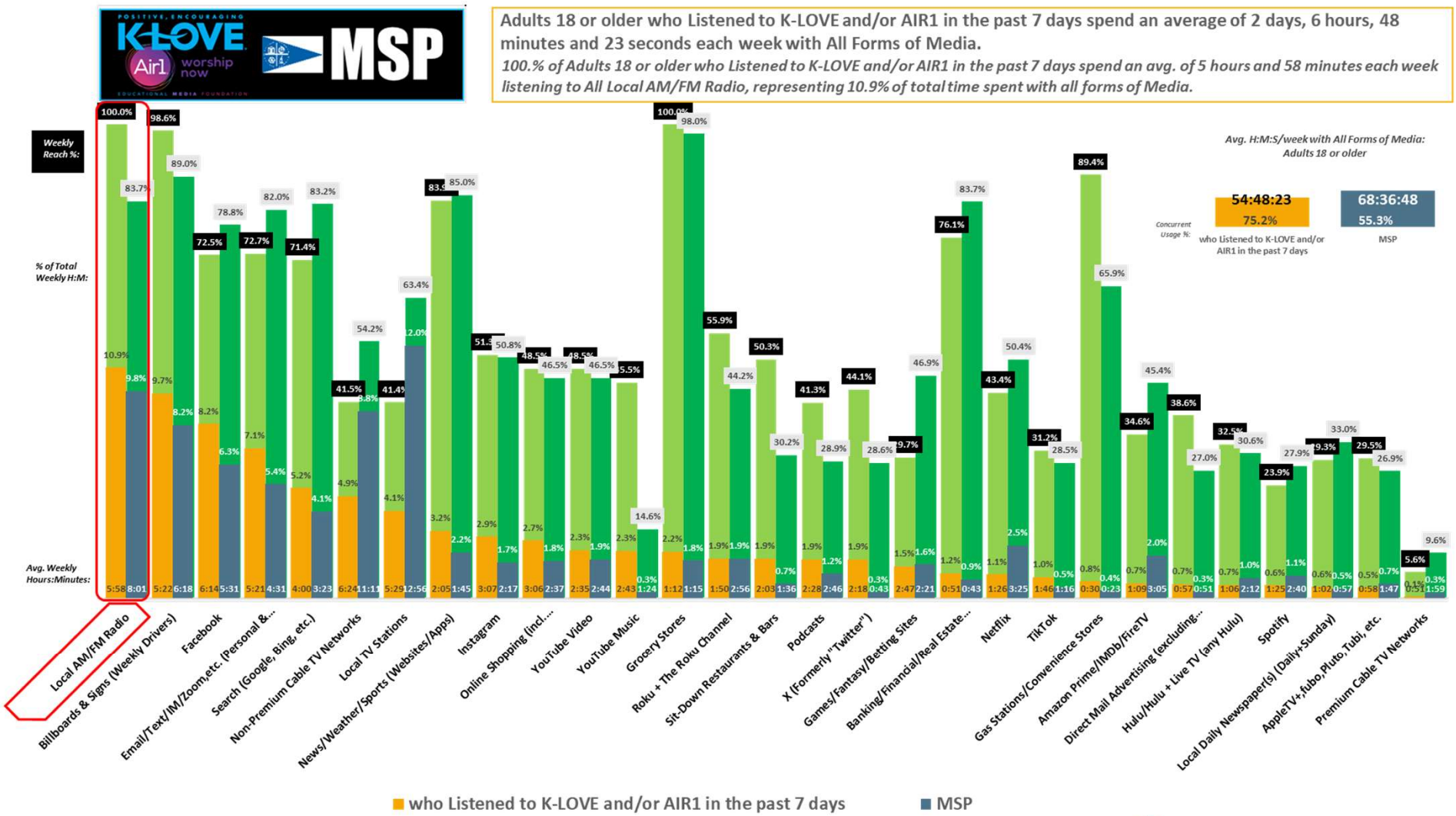


USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 972 Scarborough R1 2026: Sep24-Feb26 USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 25,257
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Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an average of 2 days, 6 hours, 48 minutes and 23 seconds each week with All Forms of Media.

100.% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an avg. of 5 hours and 58 minutes each week listening to All Local AM/FM Radio, representing 10.9% of total time spent with all forms of Media.

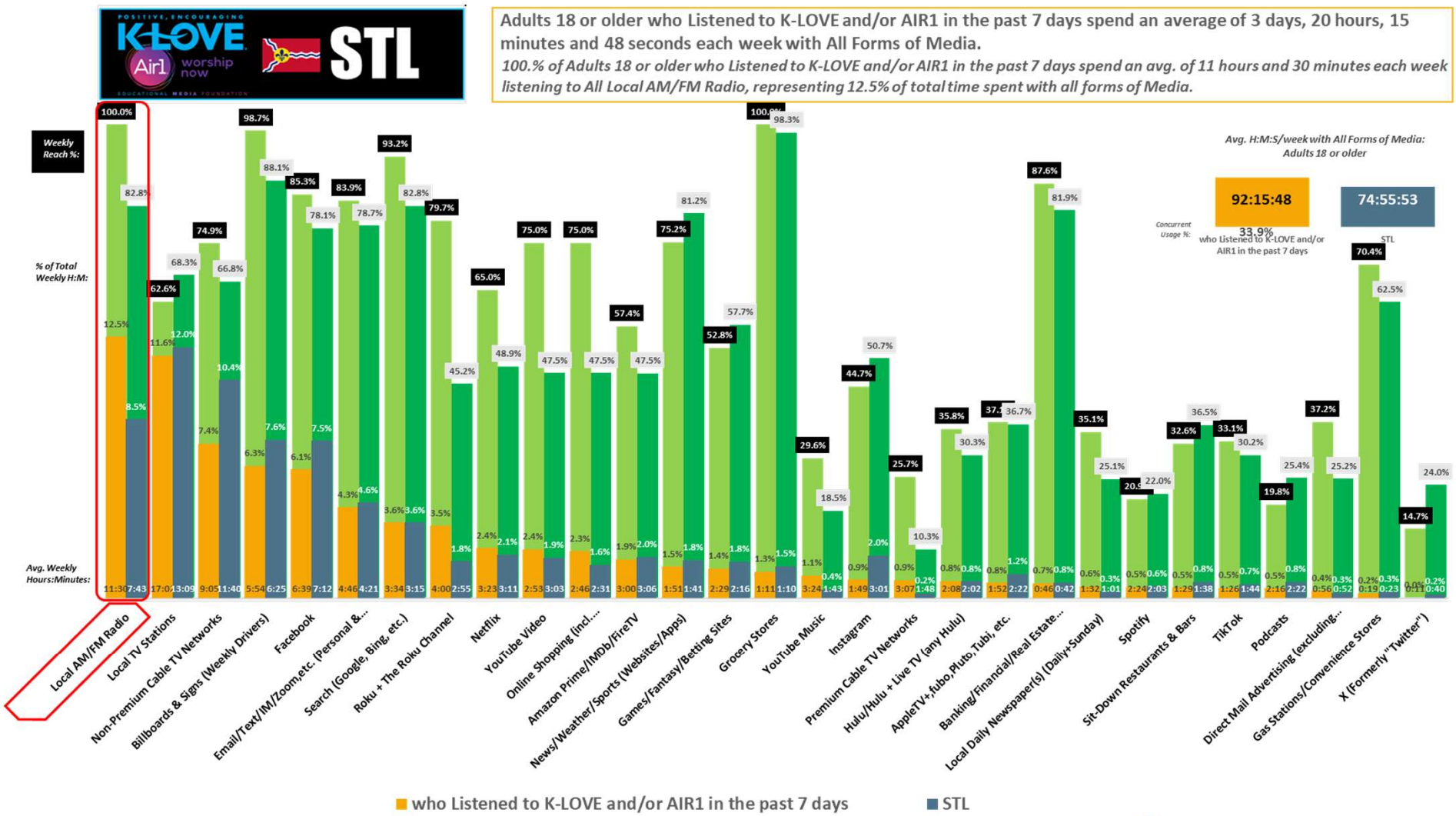


MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 33 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

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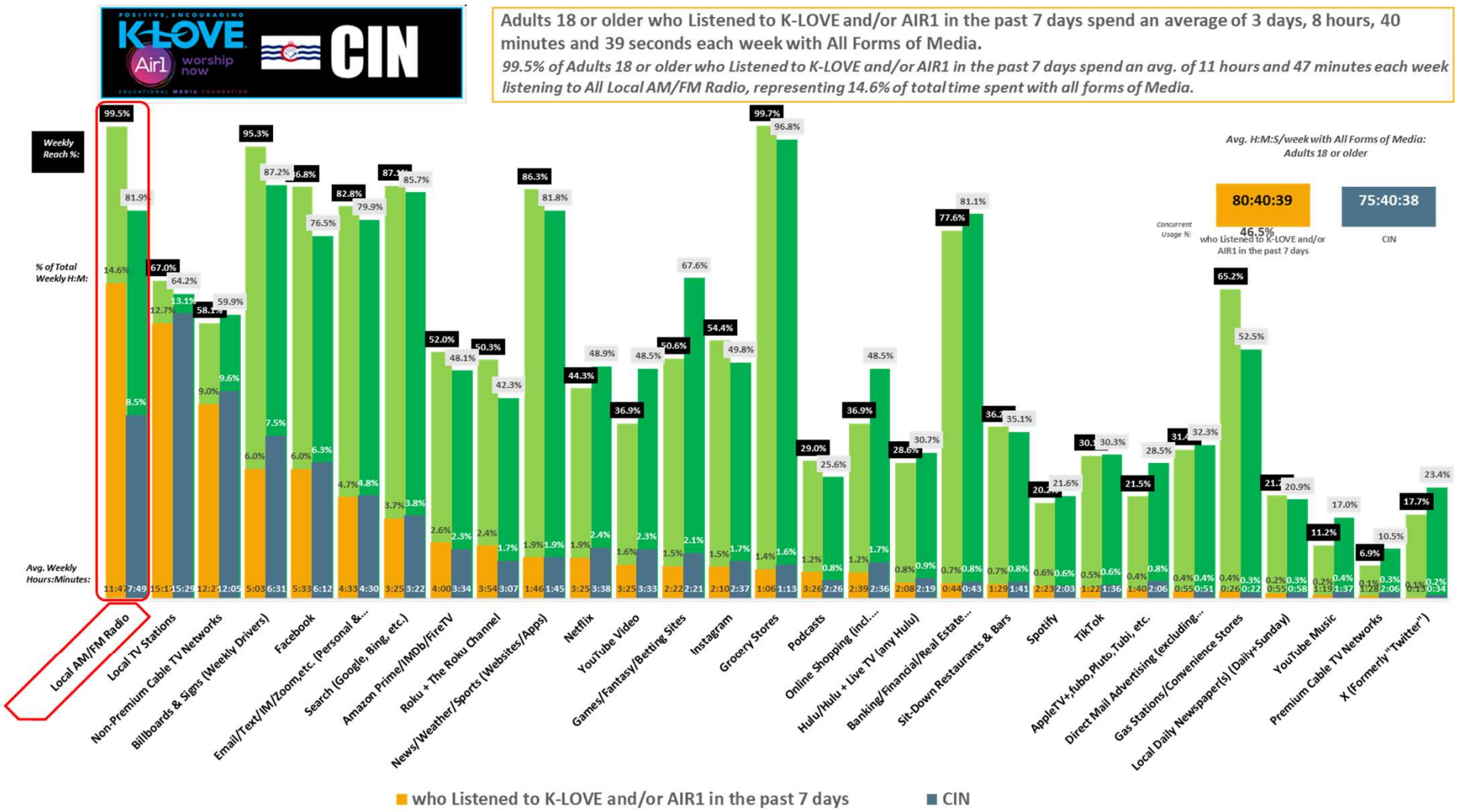


STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 61 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 140 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

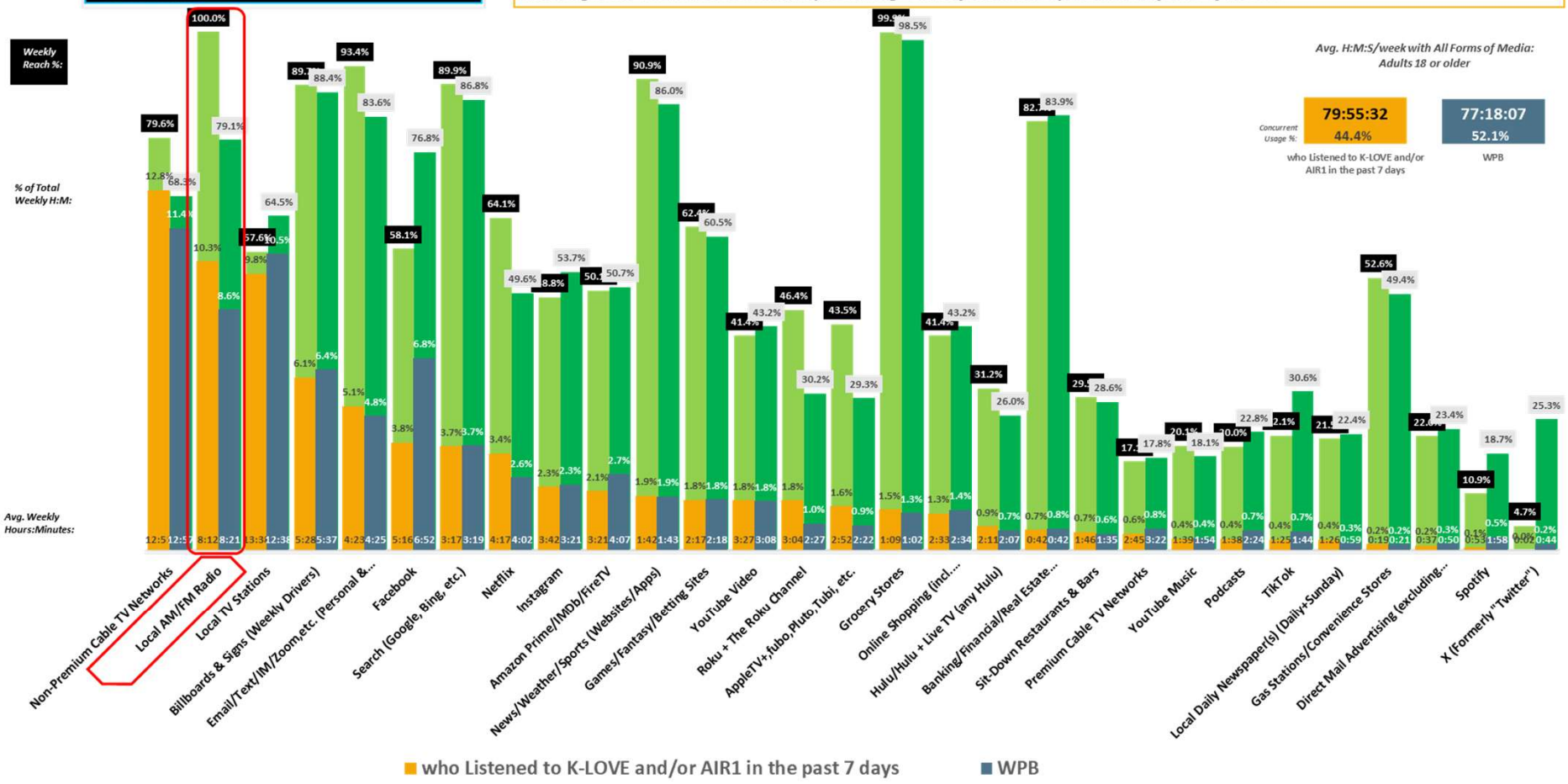
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Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an average of 3 days, 7 hours, 55 minutes and 32 seconds each week with All Forms of Media.

100.% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an avg. of 8 hours and 12 minutes each week listening to All Local AM/FM Radio, representing 10.3% of total time spent with all forms of Media.

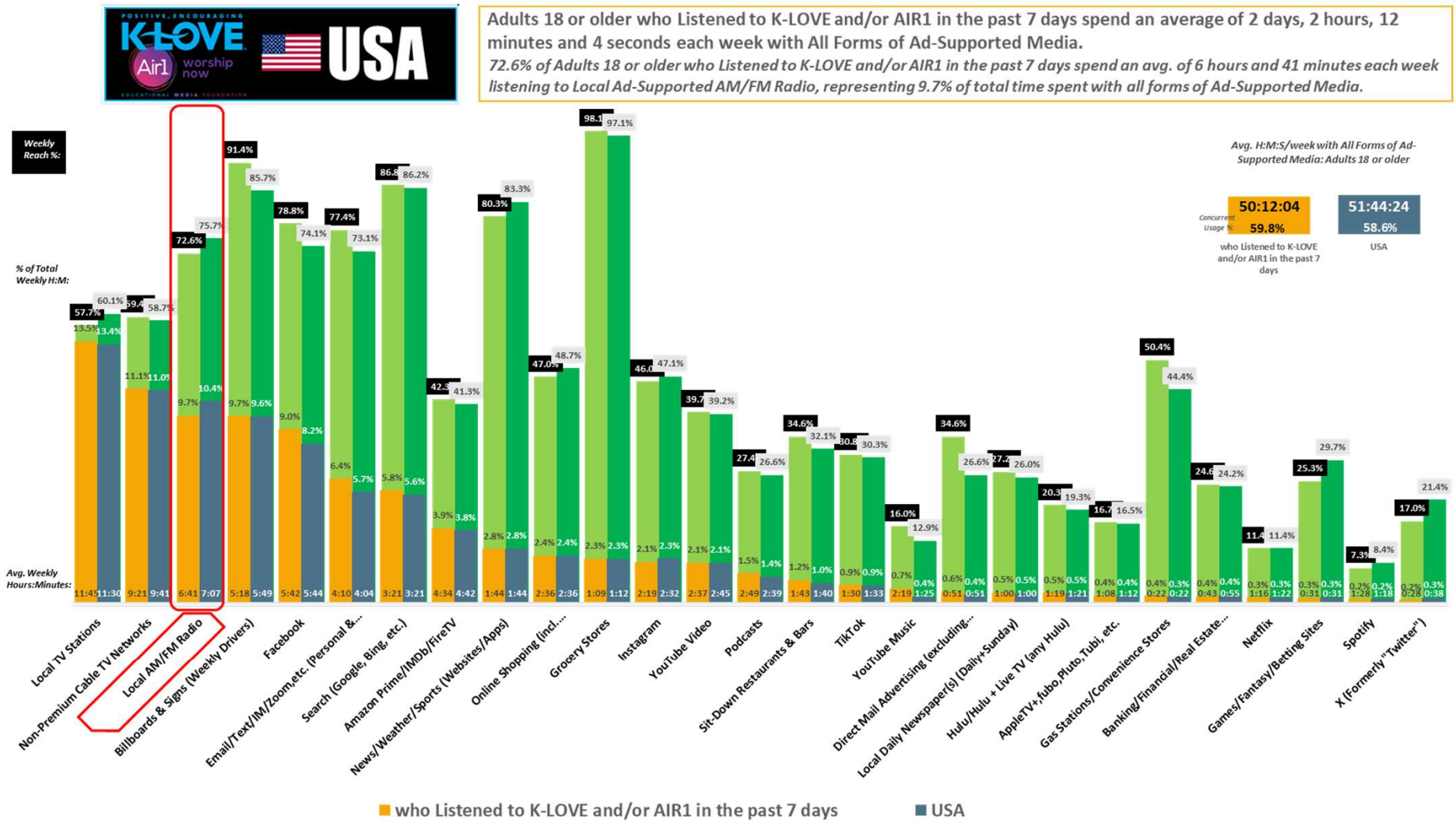


WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 65 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2.5

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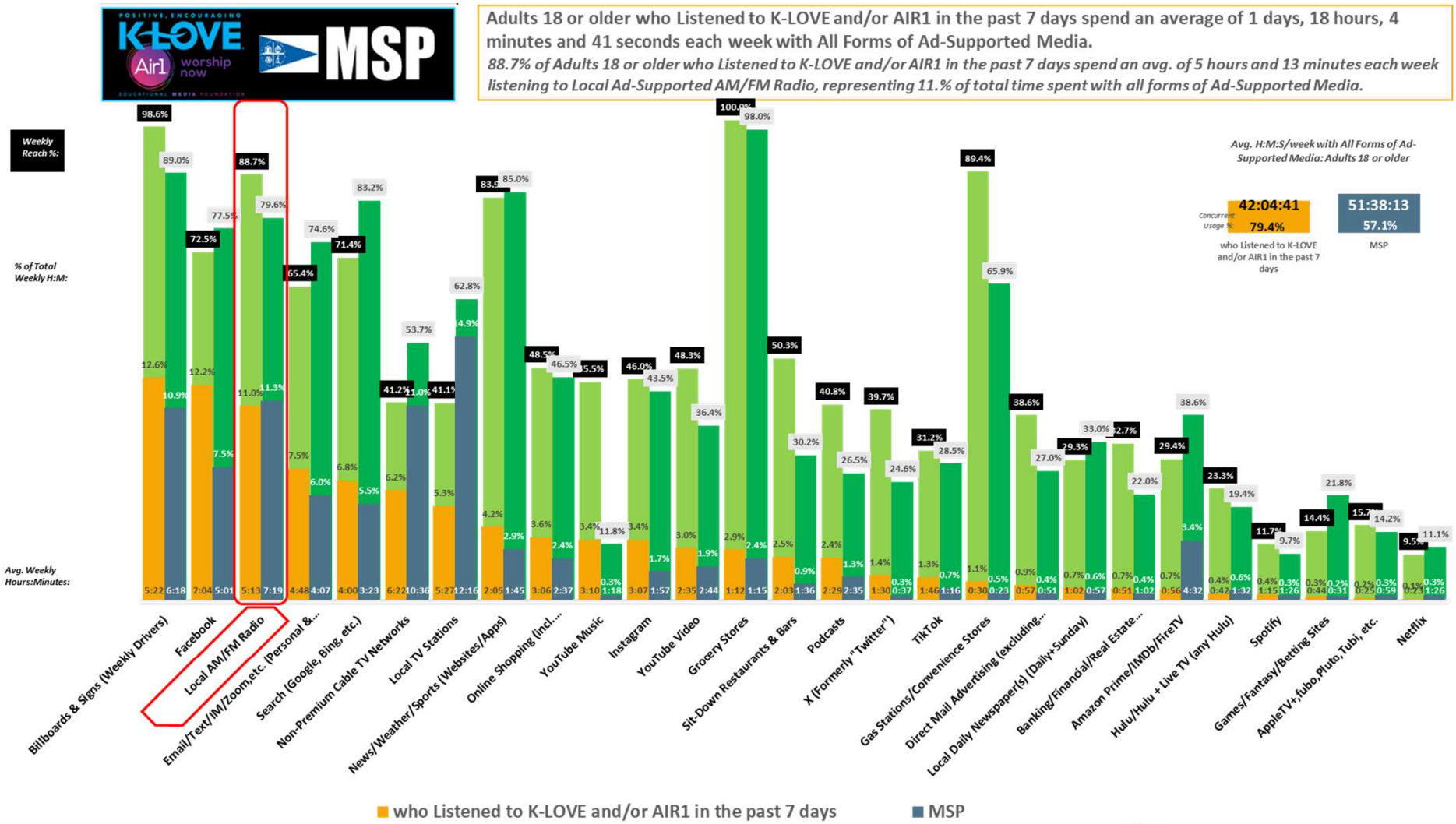
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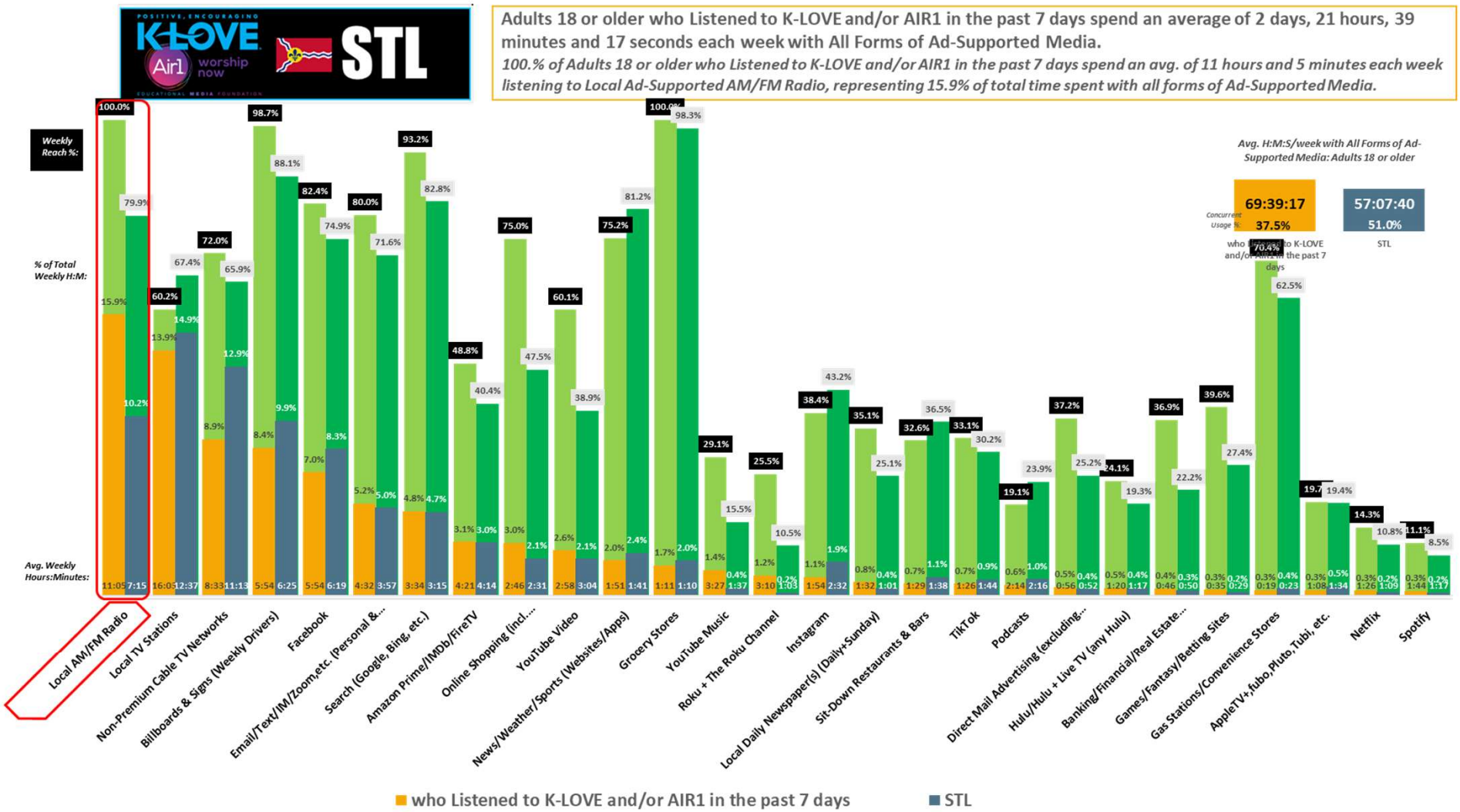
USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 972 Scarborough R1 2026: Sep24-Feb26 USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 25,257
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MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 33 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081
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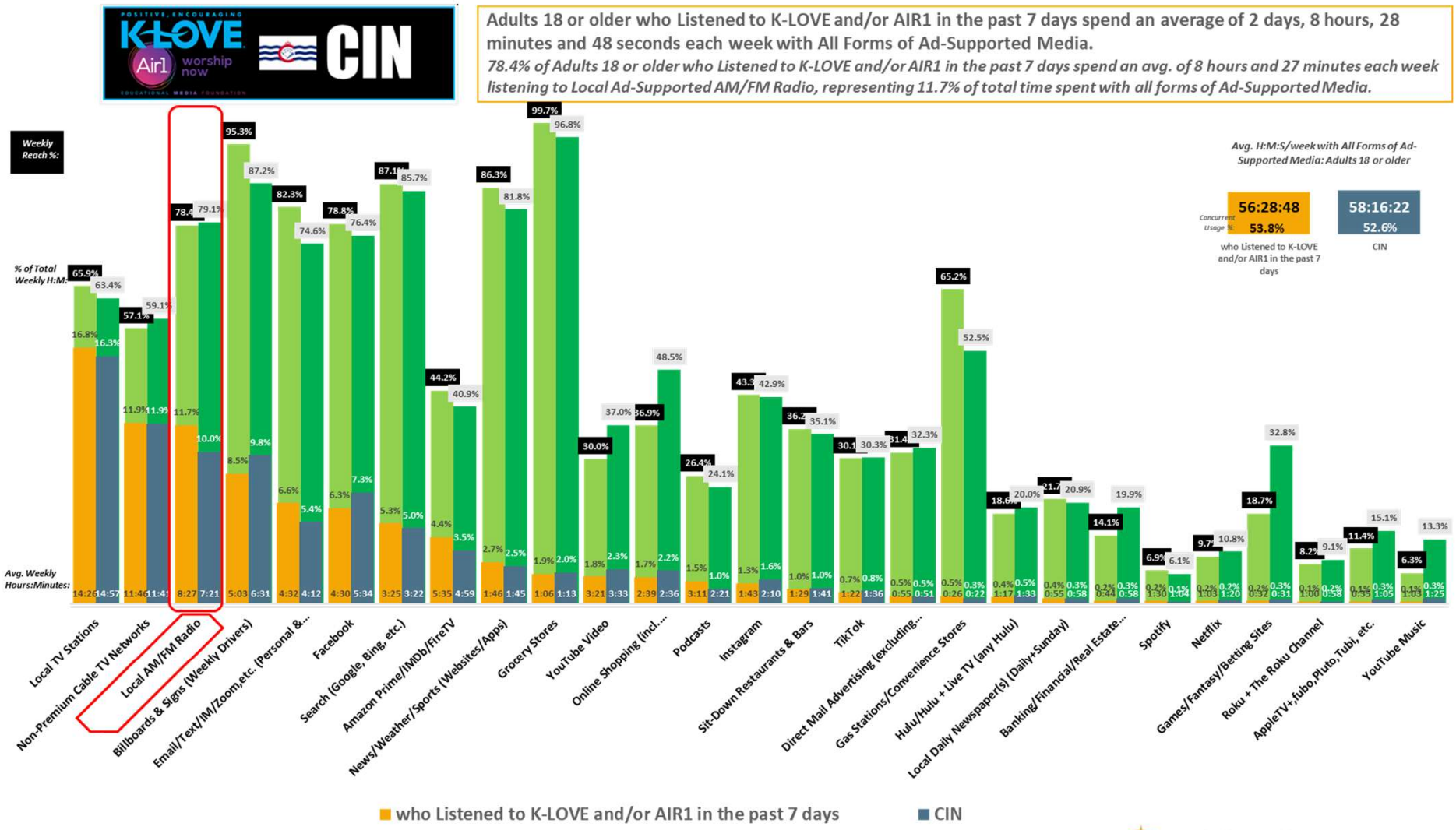


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CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 140 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

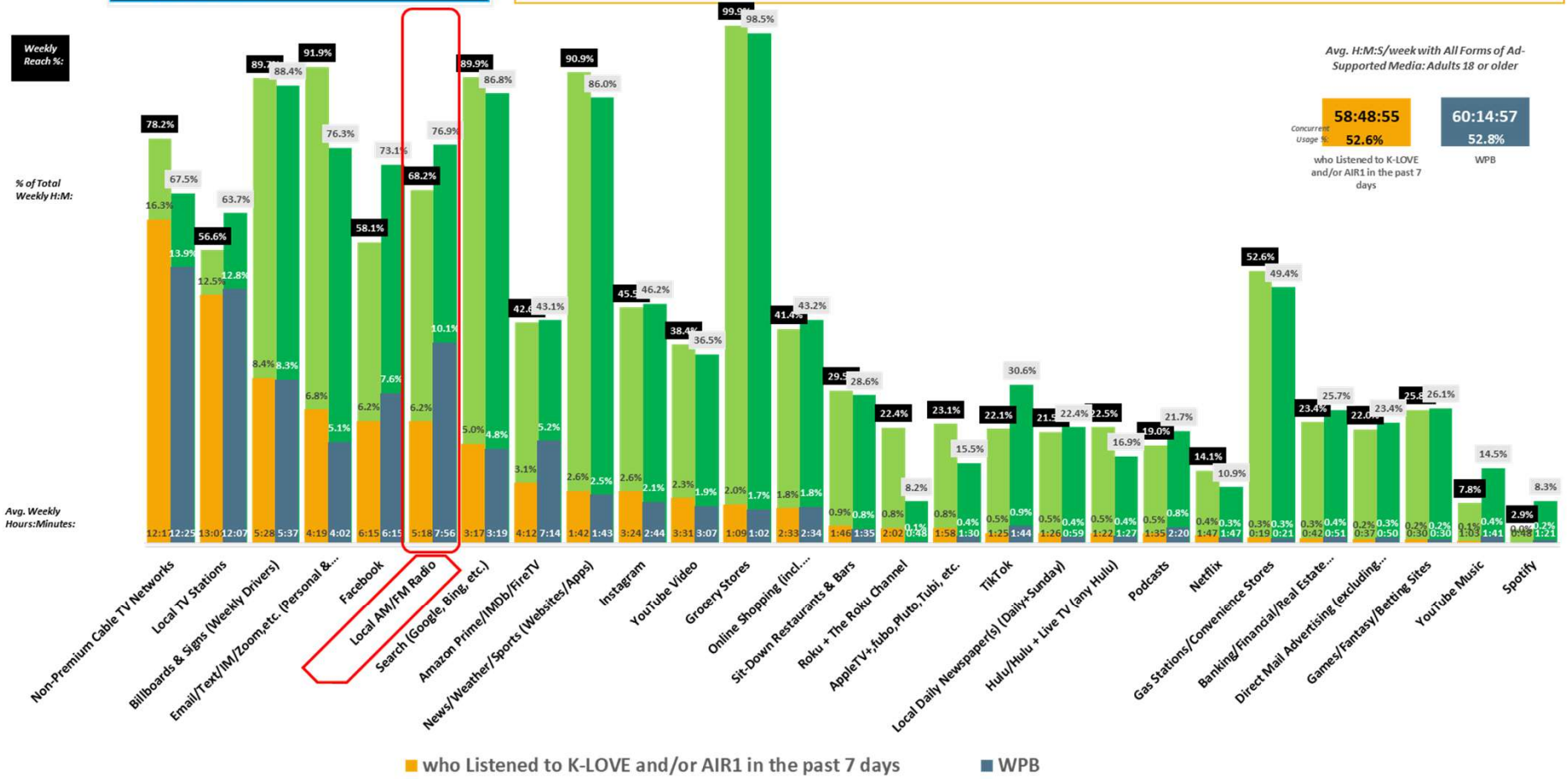
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Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an average of 2 days, 10 hours, 48 minutes and 55 seconds each week with All Forms of Ad-Supported Media.

68.2% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an avg. of 5 hours and 18 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 6.2% of total time spent with all forms of Ad-Supported Media.



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 65 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab

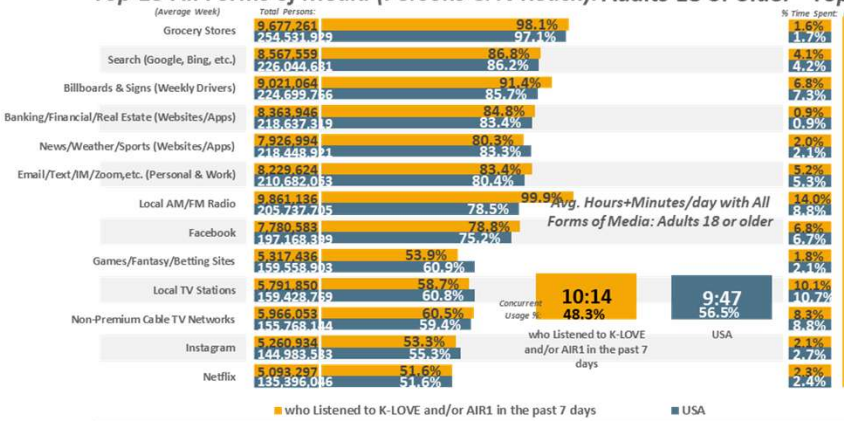
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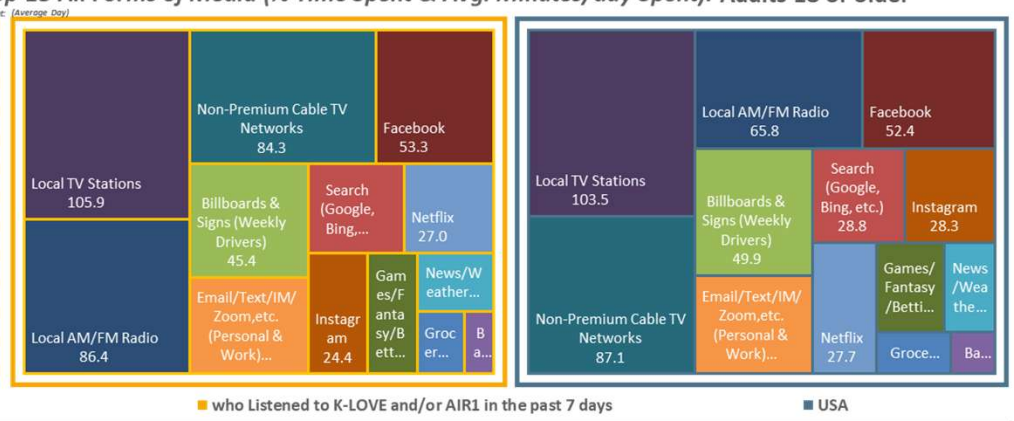
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Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an average of 7 hours and 10 minutes each day with All Forms of Ad-Supported Media. 72.6% listen to Local AM/FM Radio for an avg. of 57.4 minutes/day. *(Local Radio delivers 9.7% of Time with Ad-Supported Media.)*

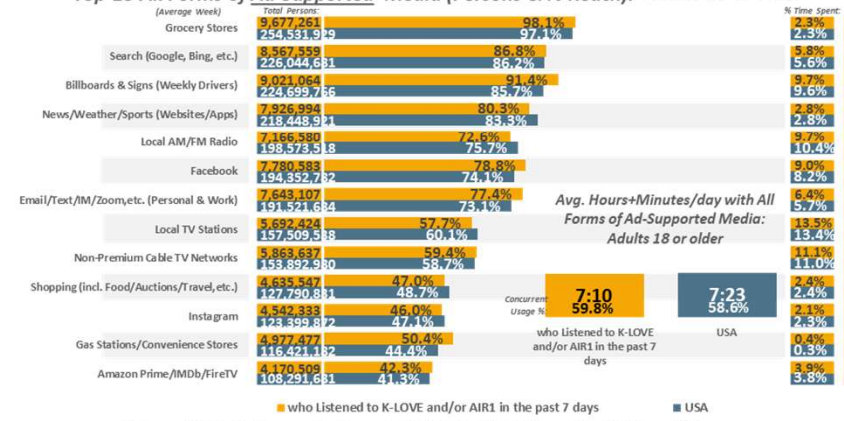
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



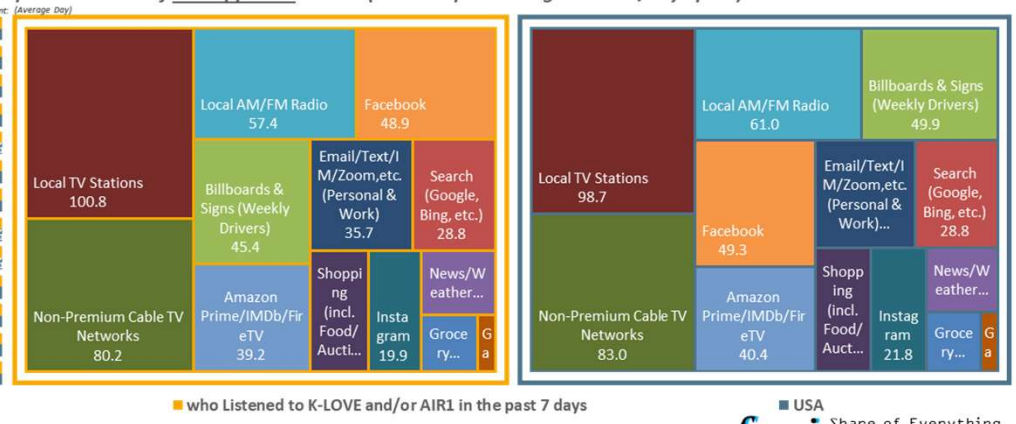
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 972

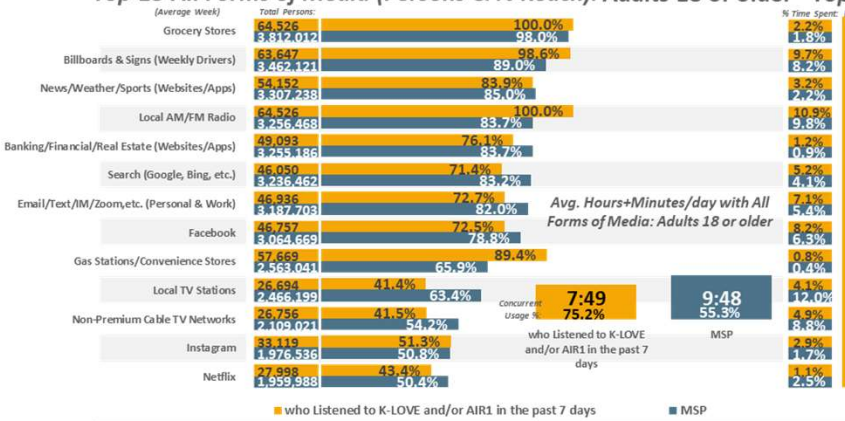
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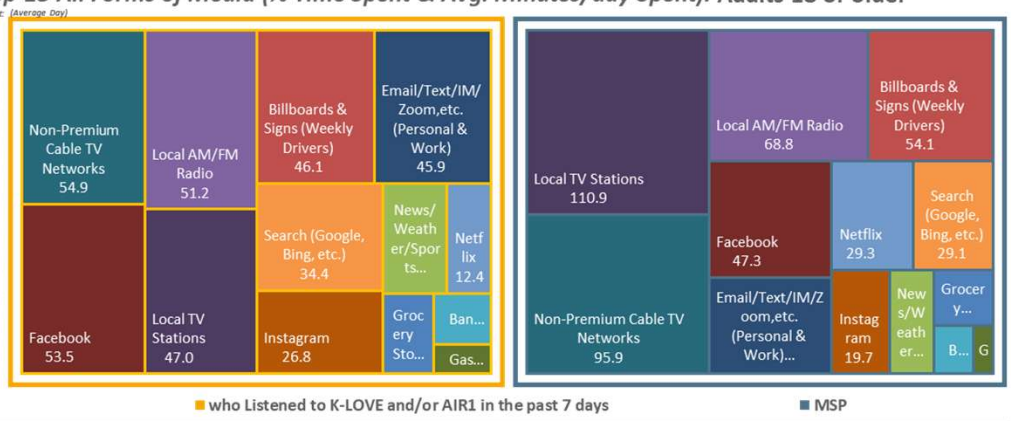
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Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an average of 6 hours and 0 minutes each day with All Forms of Ad-Supported Media. 88.7% listen to Local AM/FM Radio for an avg. of 44.8 minutes/day. *(Local Radio delivers 11.% of Time with Ad-Supported Media.)*

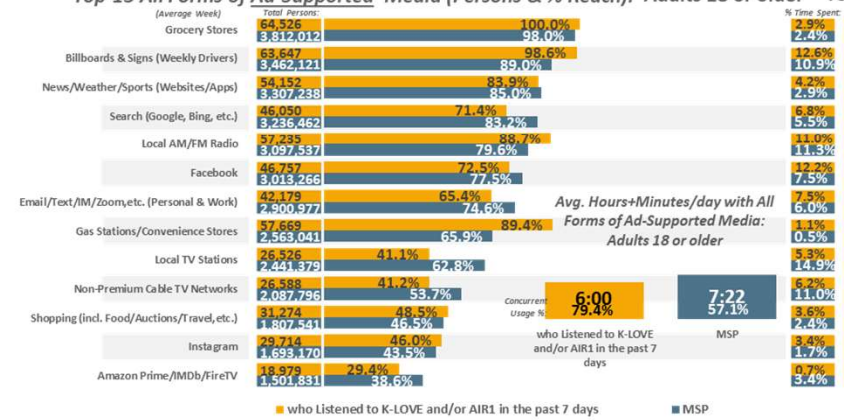
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



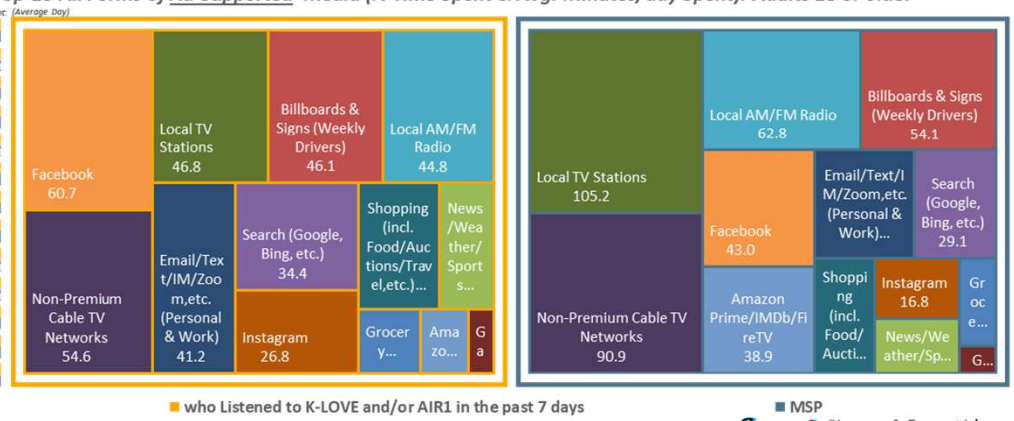
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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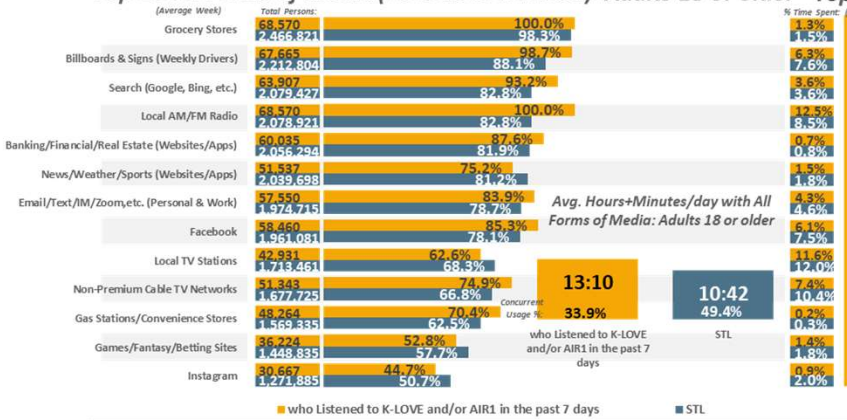
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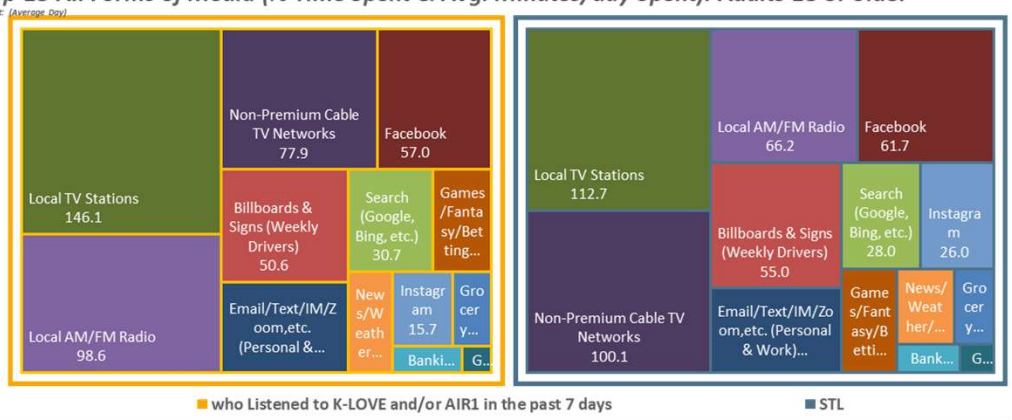
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Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an average of 9 hours and 57 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 95. minutes/day. *(Local Radio delivers 15.9% of Time with Ad-Supported Media.)*

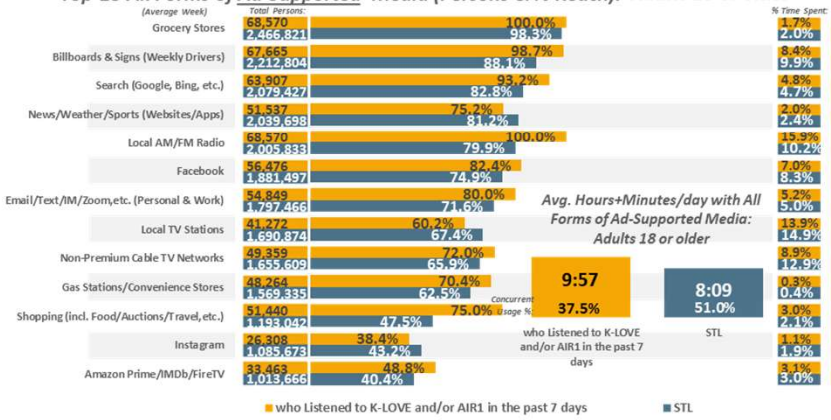
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



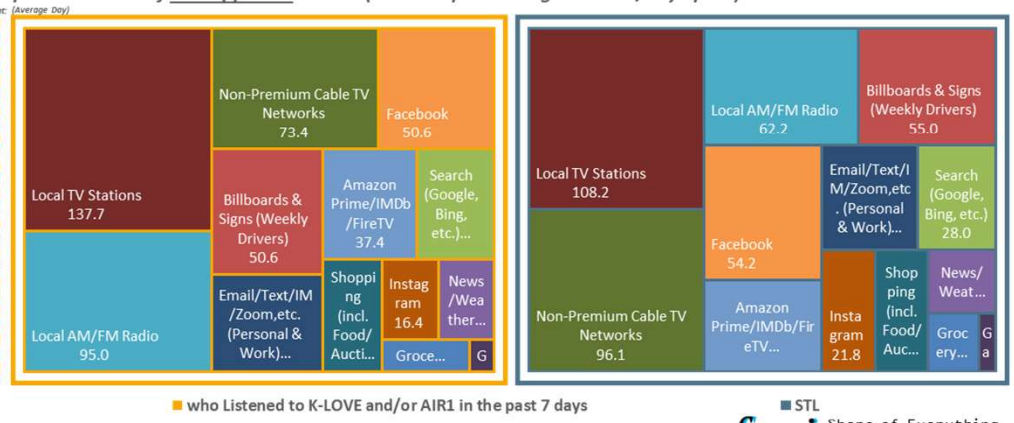
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 61

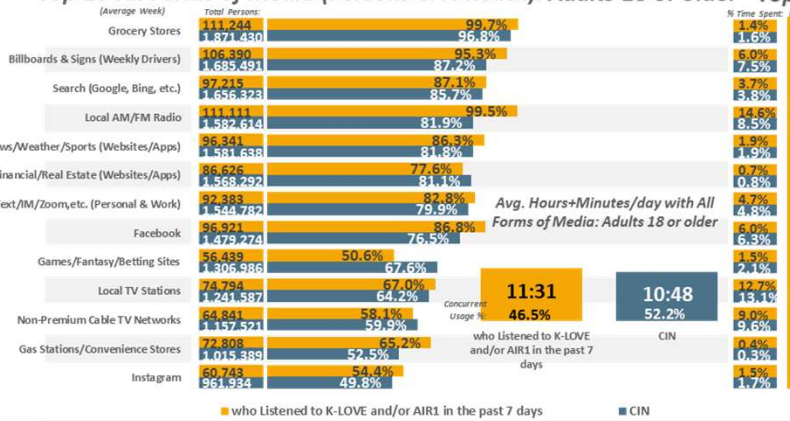
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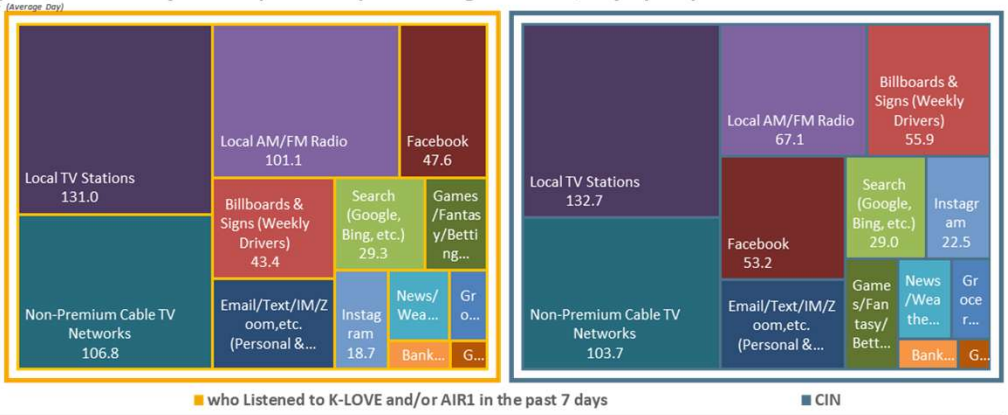
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Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an average of 8 hours and 4 minutes each day with All Forms of Ad-Supported Media. 78.4% listen to Local AM/FM Radio for an avg. of 72.5 minutes/day. *(Local Radio delivers 11.7% of Time with Ad-Supported Media.)*

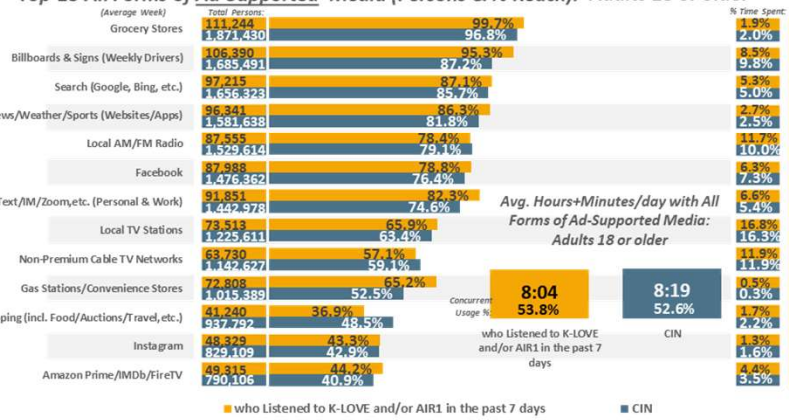
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



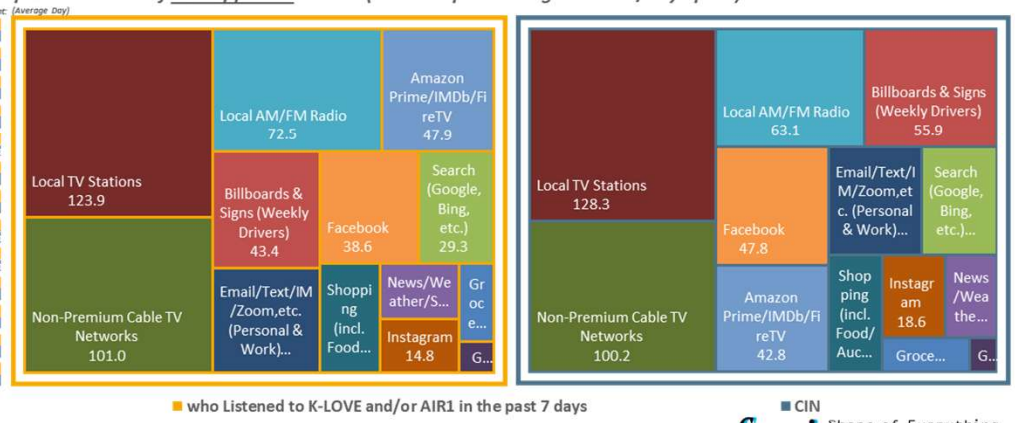
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 140

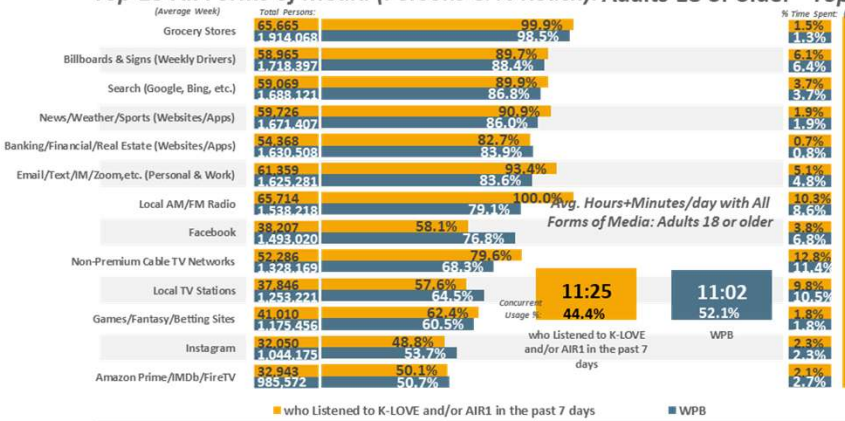
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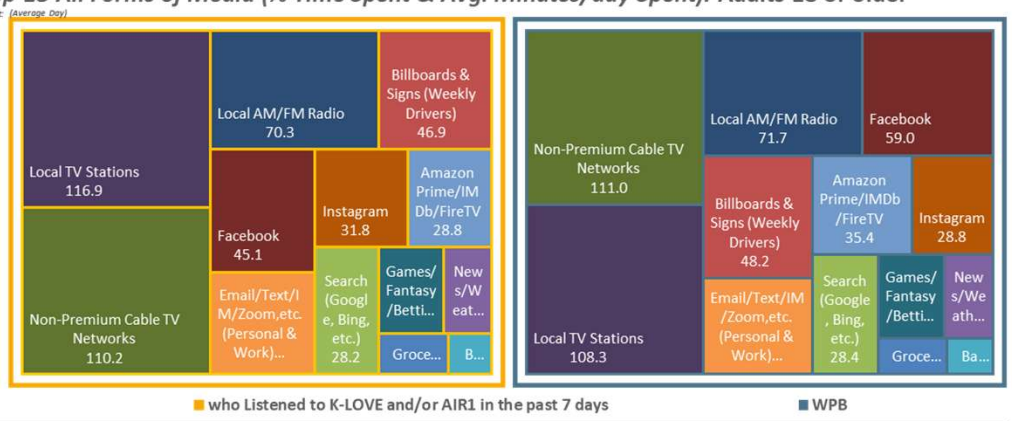
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Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an average of 8 hours and 24 minutes each day with All Forms of Ad-Supported Media. 68.2% listen to Local AM/FM Radio for an avg. of 45.5 minutes/day. *(Local Radio delivers 6.2% of Time with Ad-Supported Media.)*

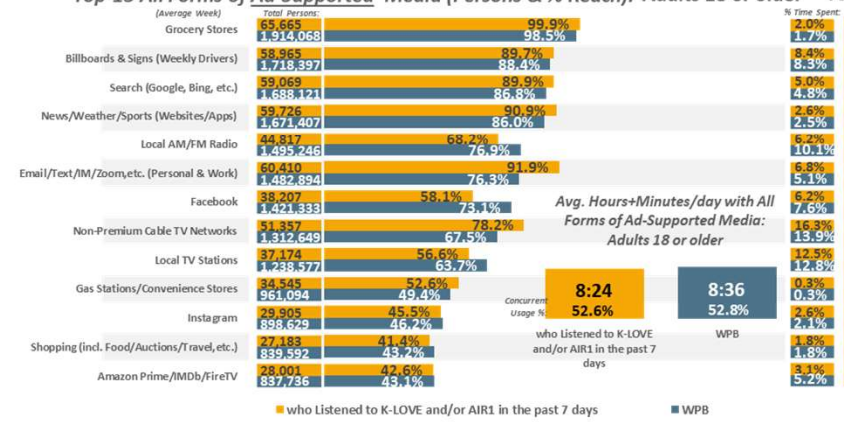
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



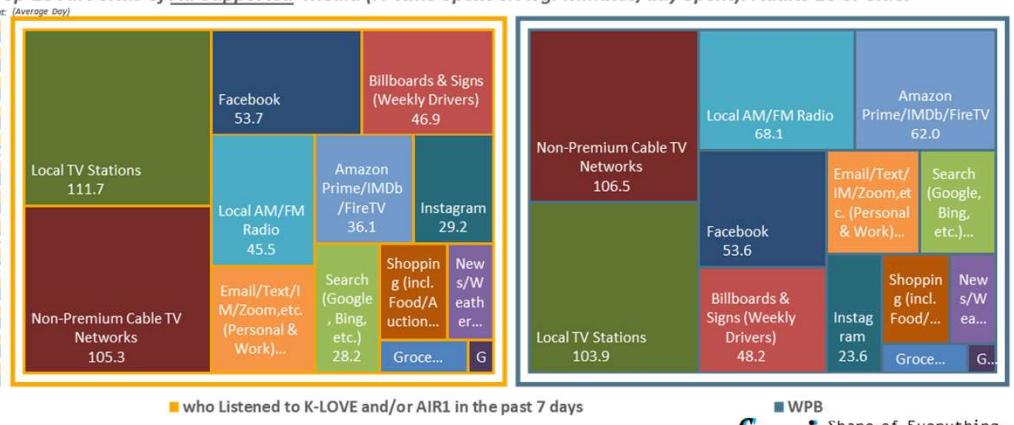
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 65

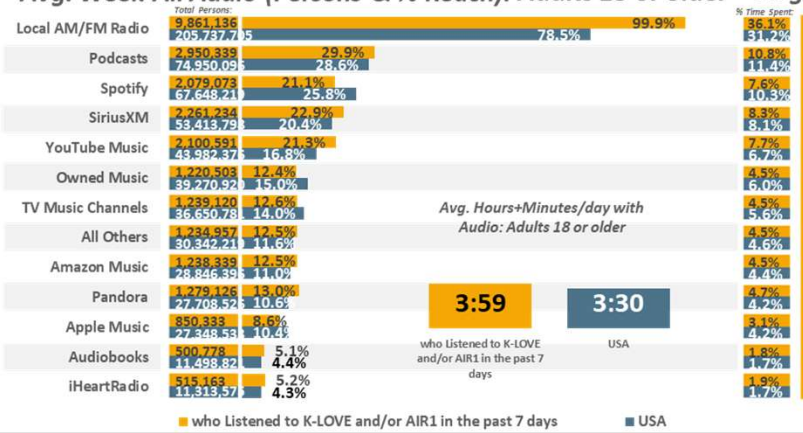
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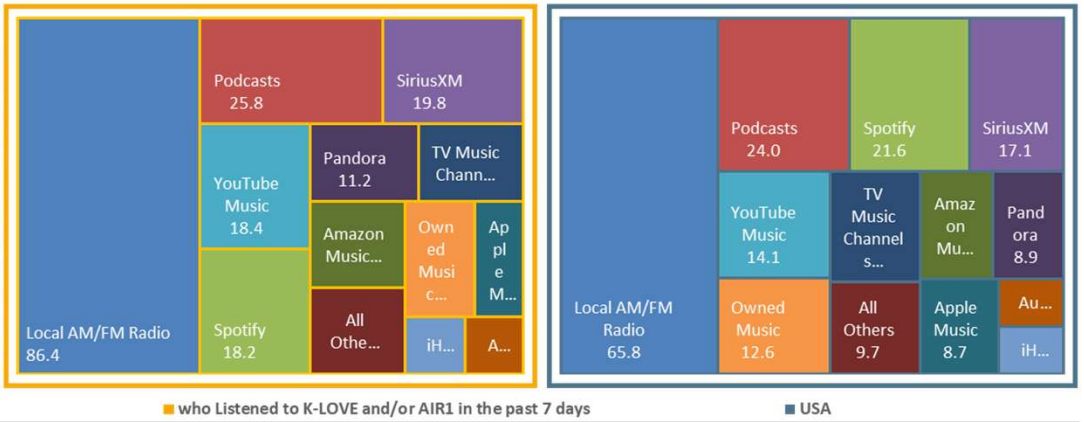
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7,166,580 or 72.6% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 57.4 minutes every day representing 34.3% of all time spent daily with Ad-Supported Audio.

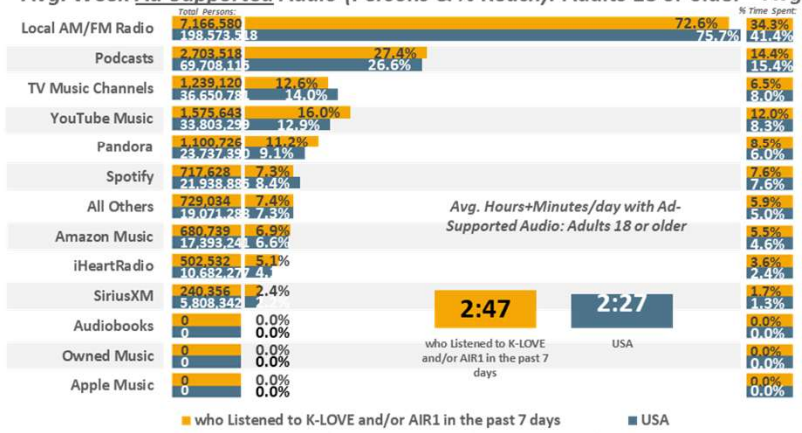
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



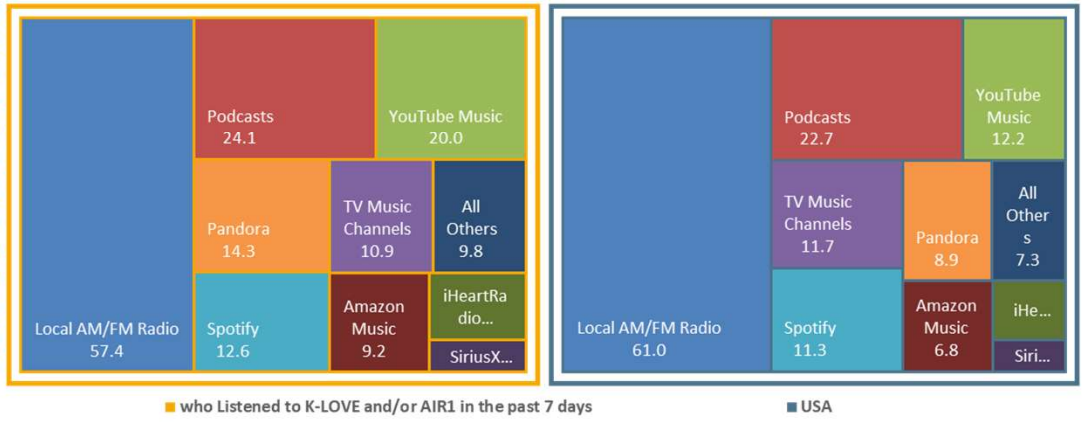
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 972

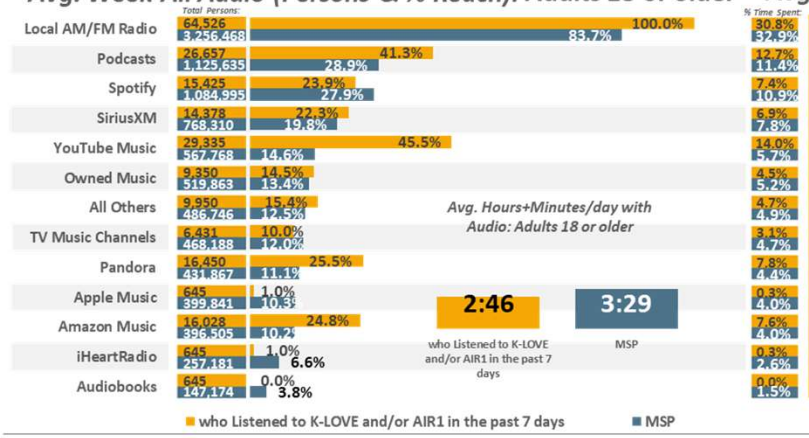
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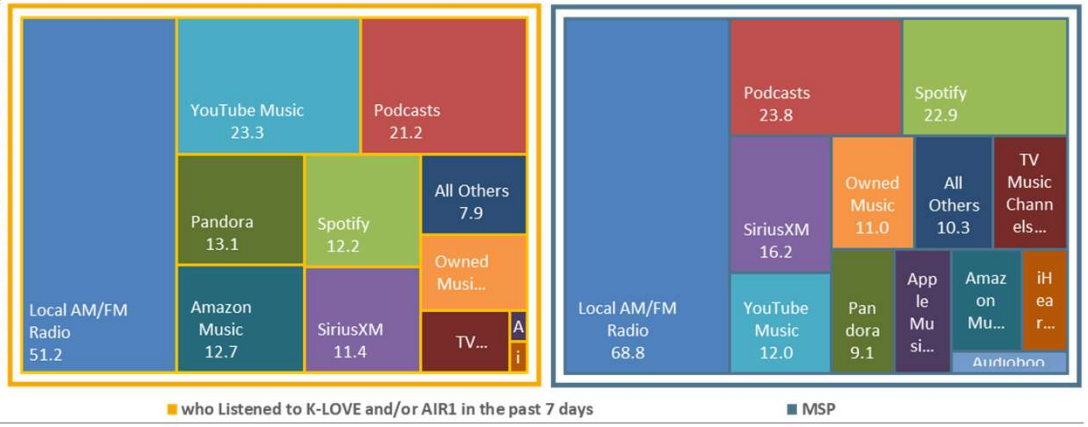
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57,235 or 88.7% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 44.8 minutes every day representing 30.7% of all time spent daily with Ad-Supported Audio.

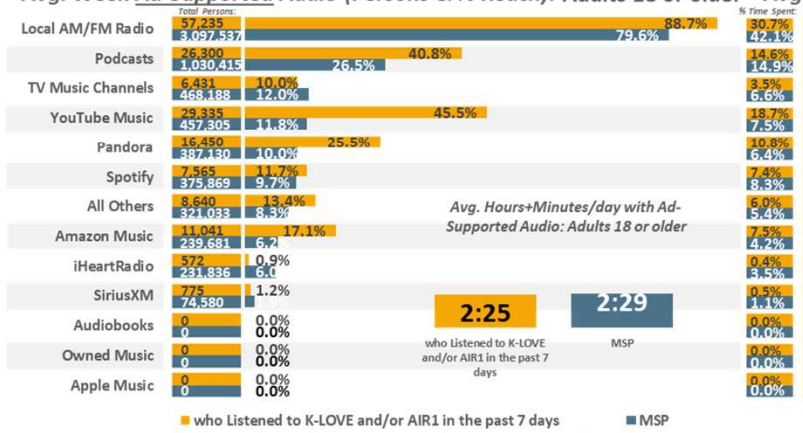
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



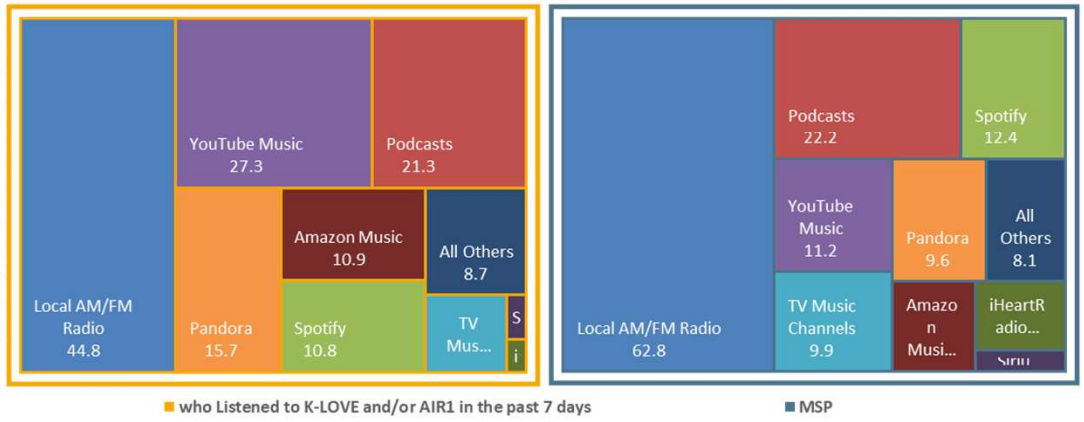
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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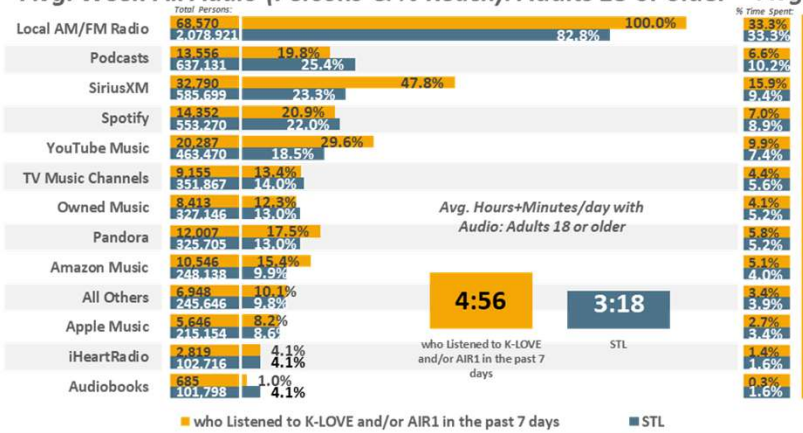
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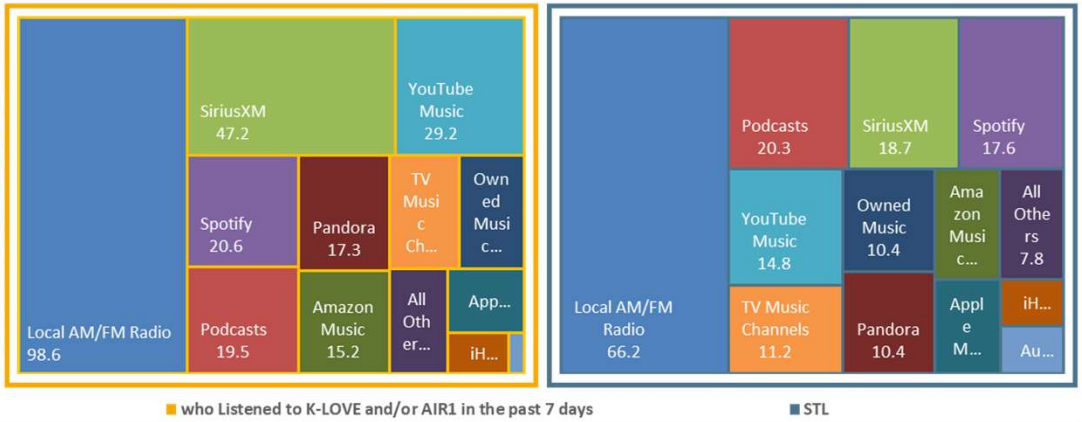
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68,570 or 100.% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 95. minutes every day representing 43.7% of all time spent daily with Ad-Supported Audio.

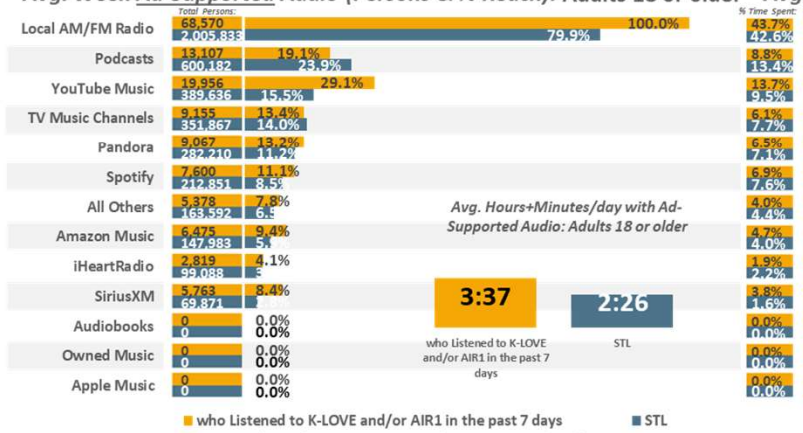
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



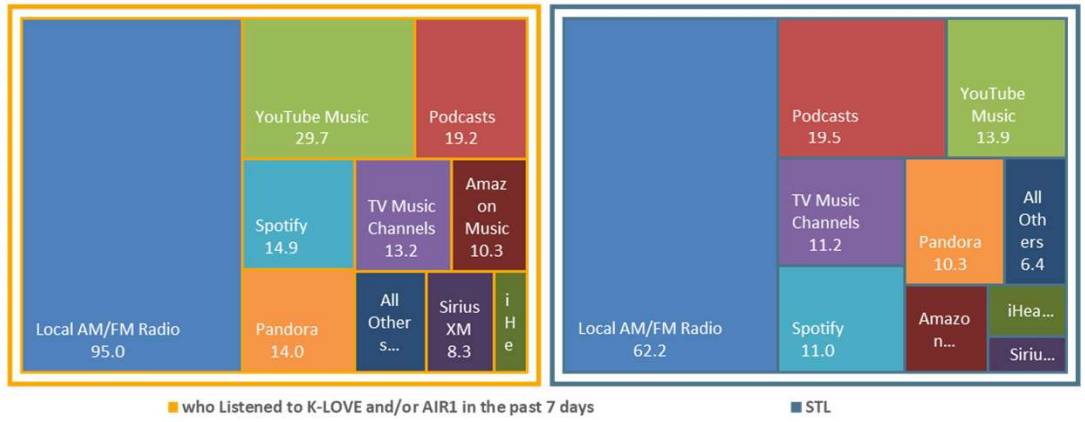
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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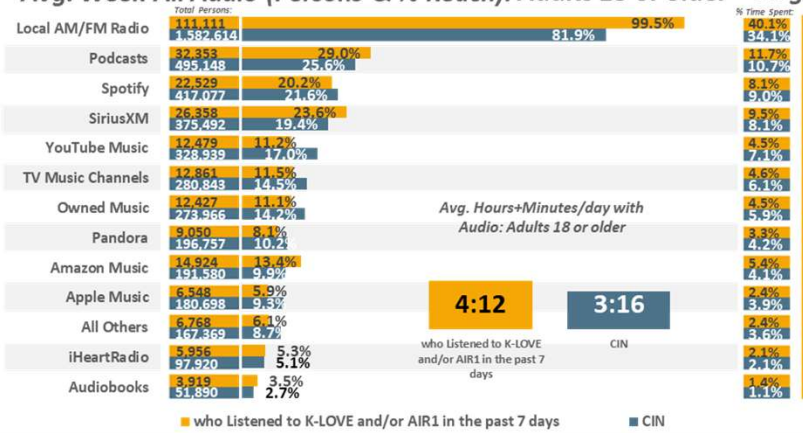
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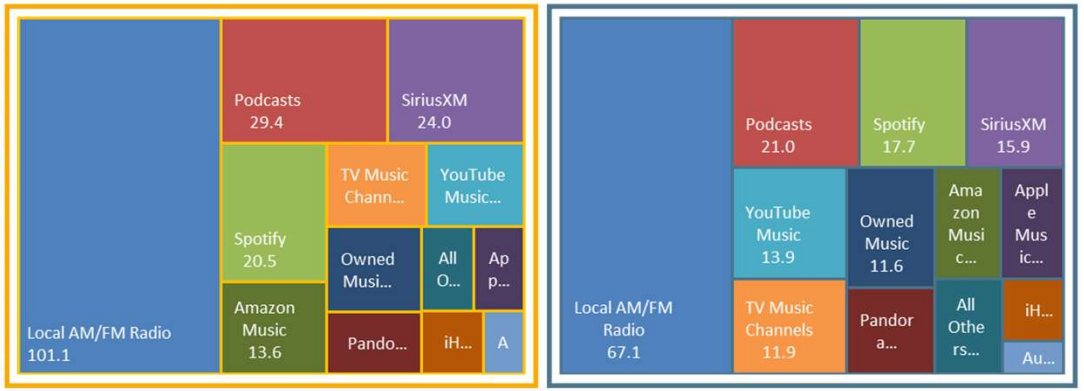
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87,555 or 78.4% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 72.5 minutes every day representing 44.7% of all time spent daily with Ad-Supported Audio.

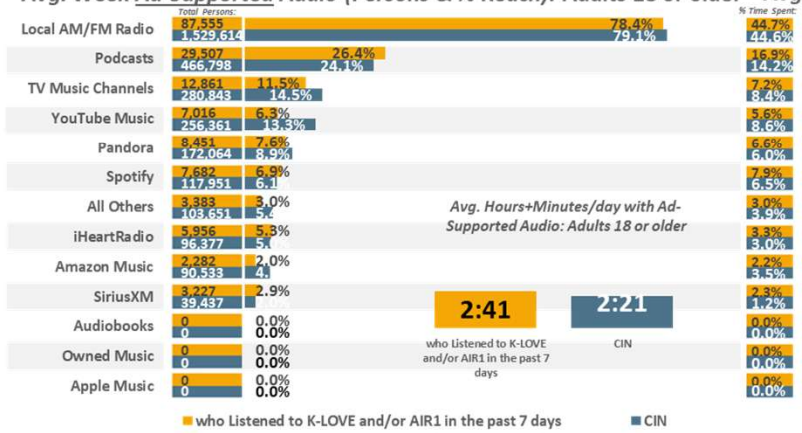
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



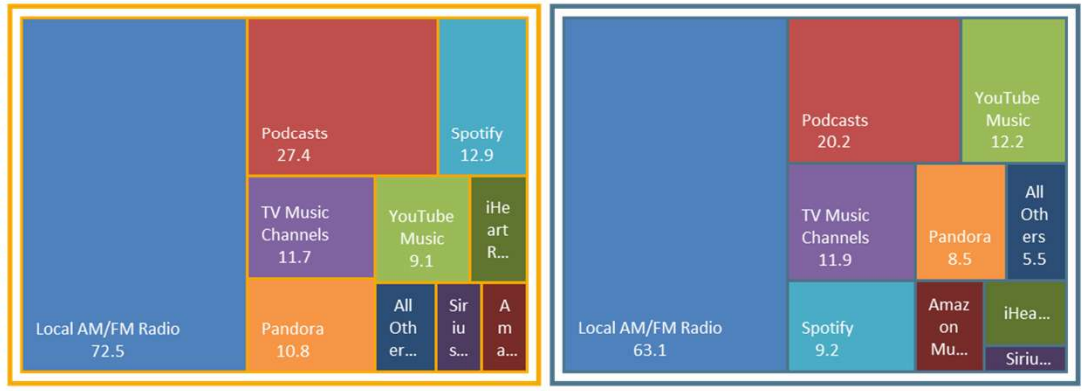
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 140

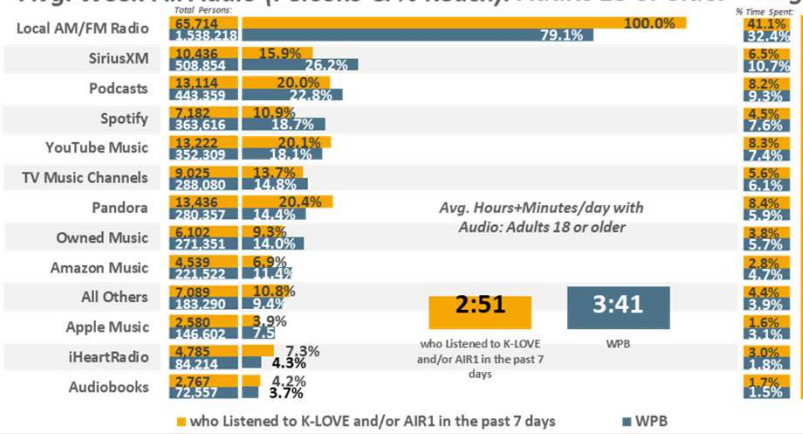
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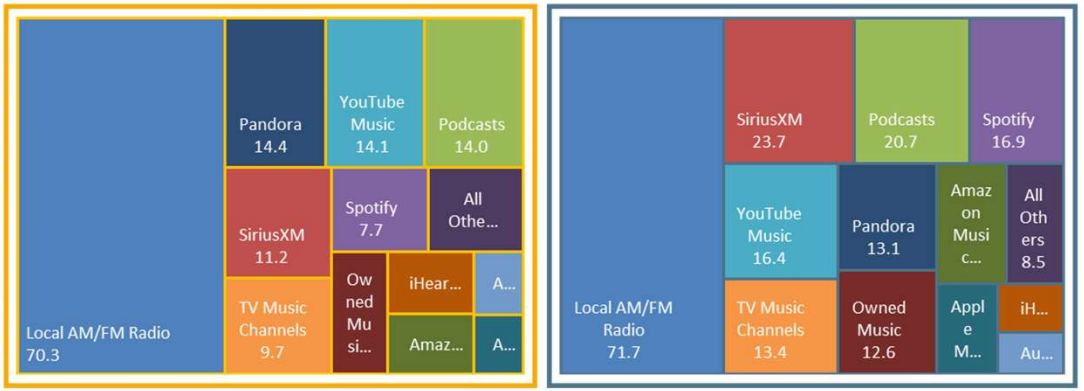
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44,817 or 68.2% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 45.5 minutes every day representing 37.4% of all time spent daily with Ad-Supported Audio.

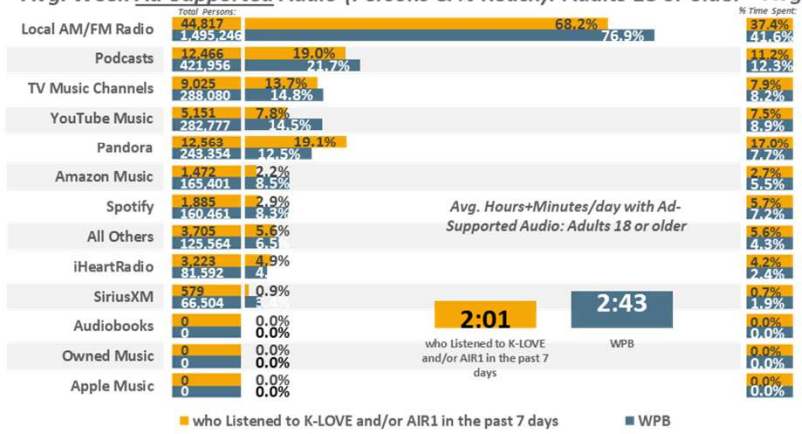
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



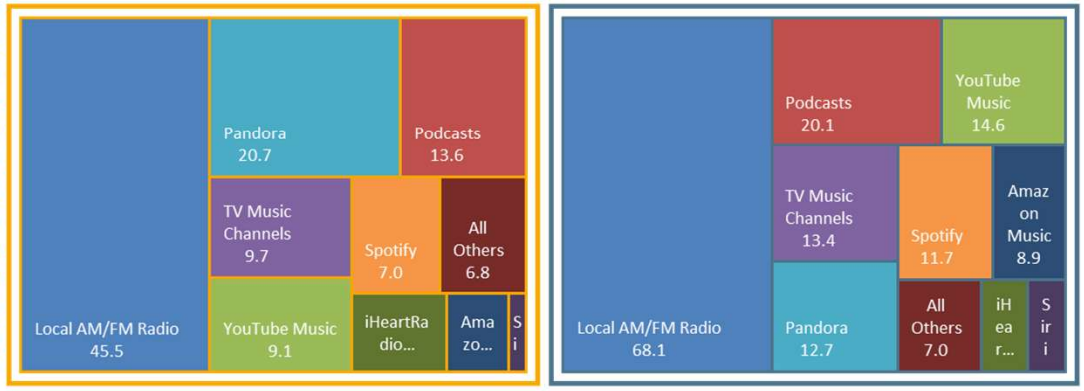
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



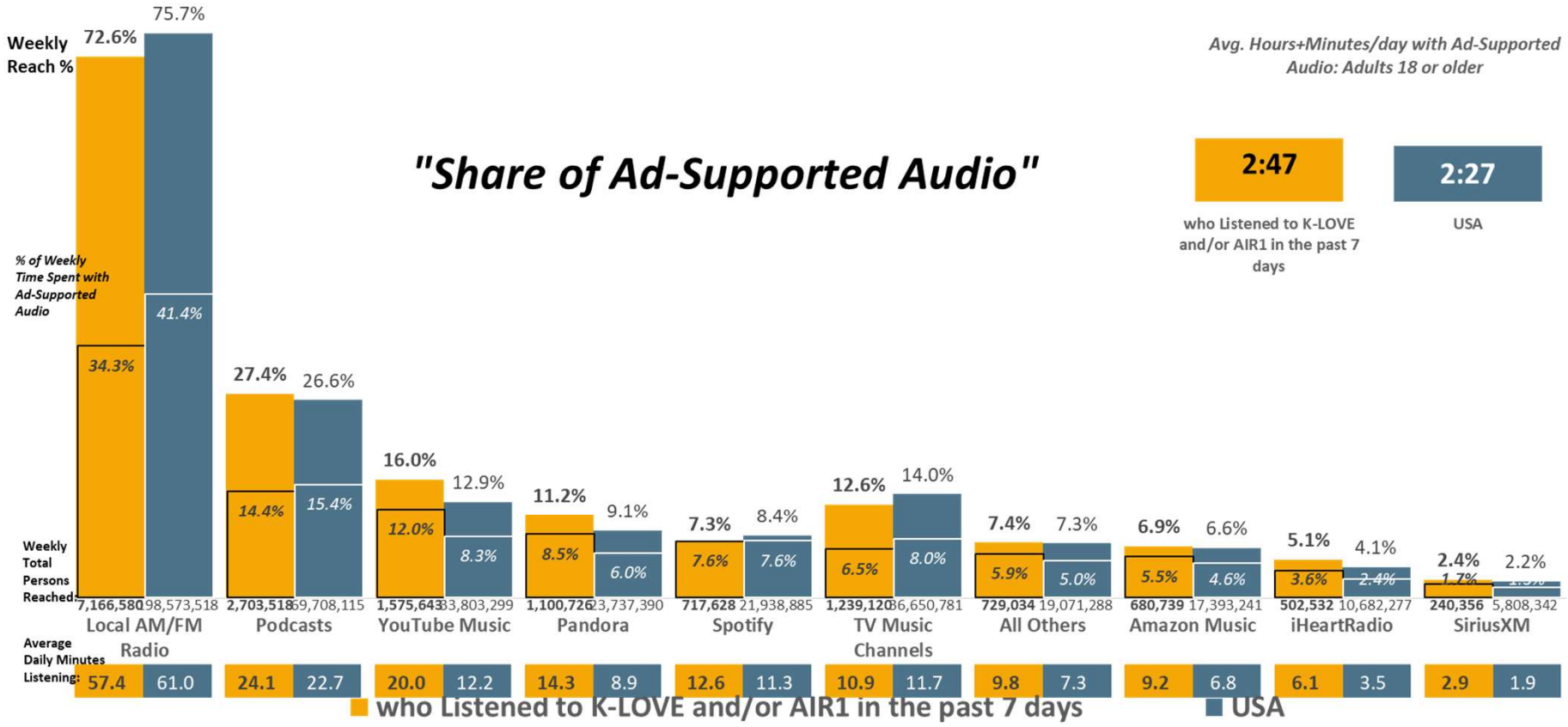
WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 65

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7,166,580 or 72.6% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 57.4 minutes every day representing 34.3% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	YouTube Music	Pandora	Spotify	TV Music Channels	All Others	Amazon Music	iHeartRadio	SiriusXM
Weekly Reach %	72.6% / 75.7%	27.4% / 26.6%	16.0% / 12.9%	11.2% / 9.1%	7.3% / 8.4%	12.6% / 14.0%	7.4% / 7.3%	6.9% / 6.6%	5.1% / 4.1%	2.4% / 2.2%
% of Weekly Time Spent with Ad-Supported Audio	34.3% / 41.4%	14.4% / 15.4%	12.0% / 8.3%	8.5% / 6.0%	7.6% / 7.6%	6.5% / 8.0%	5.9% / 5.0%	5.5% / 4.6%	3.6% / 2.4%	1.7% / 1.5%
Weekly Total Persons Reached:	7,166,580 / 98,573,518	2,703,518 / 69,708,115	1,575,643 / 33,803,299	1,100,726 / 23,737,390	717,628 / 21,938,885	1,239,120 / 36,650,781	729,034 / 19,071,288	680,739 / 17,393,241	502,532 / 10,682,277	240,356 / 5,808,342
Average Daily Minutes Listening:	57.4 / 61.0	24.1 / 22.7	20.0 / 12.2	14.3 / 8.9	12.6 / 11.3	10.9 / 11.7	9.8 / 7.3	9.2 / 6.8	6.1 / 3.5	2.9 / 1.9

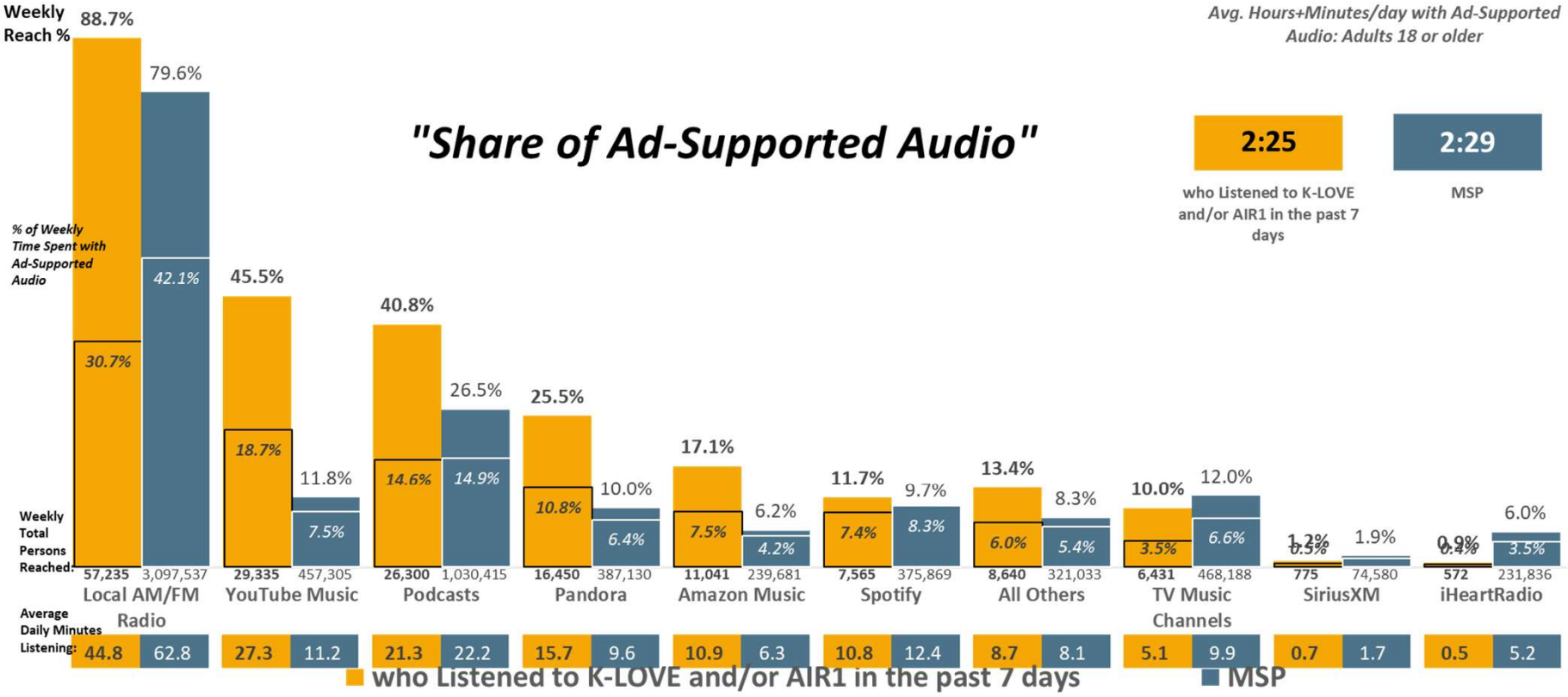
USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 972 Scarborough R1 2026: Sep24-Feb26 USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 25,257

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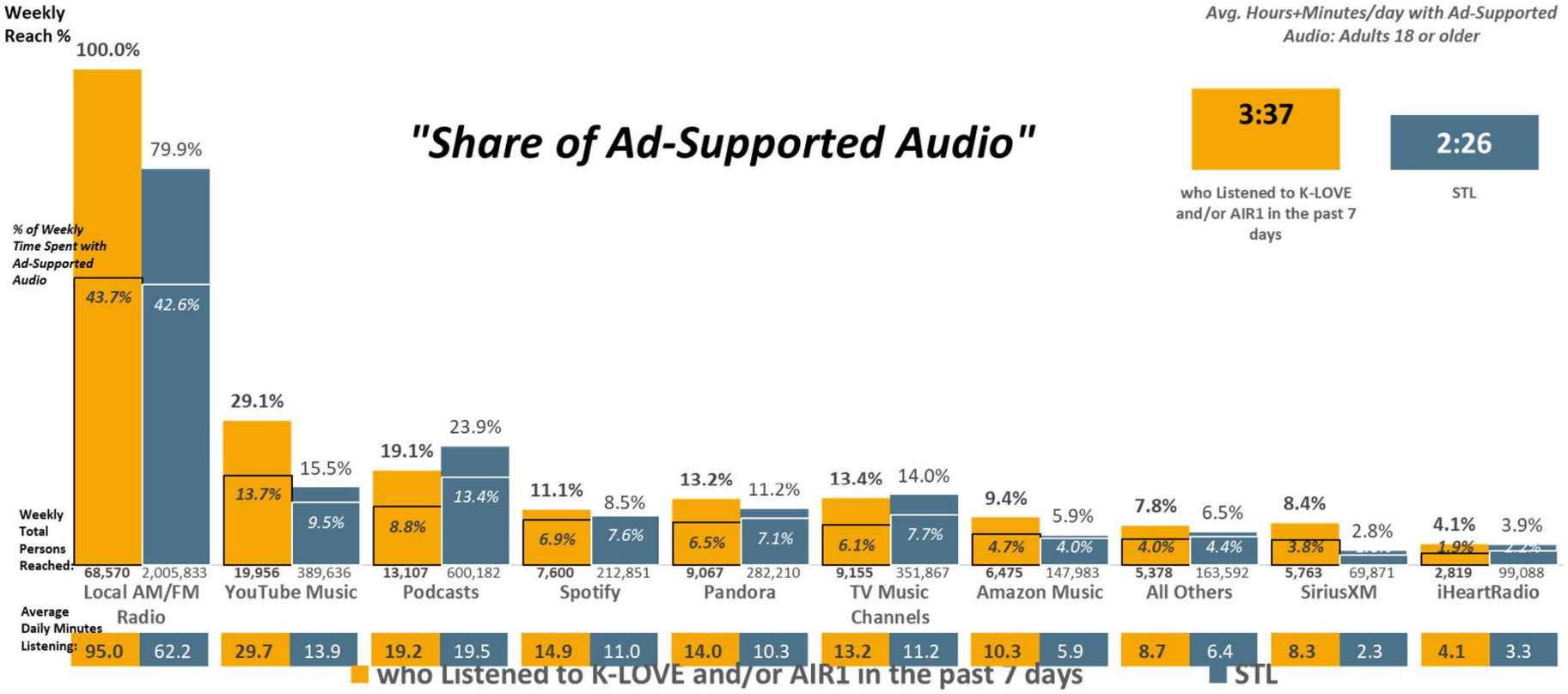
57,235 or 88.7% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 44.8 minutes every day representing 30.7% of all time spent daily with Ad-Supported Audio.



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 33 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081
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68,570 or 100.% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 95. minutes every day representing 43.7% of all time spent daily with Ad-Supported Audio.



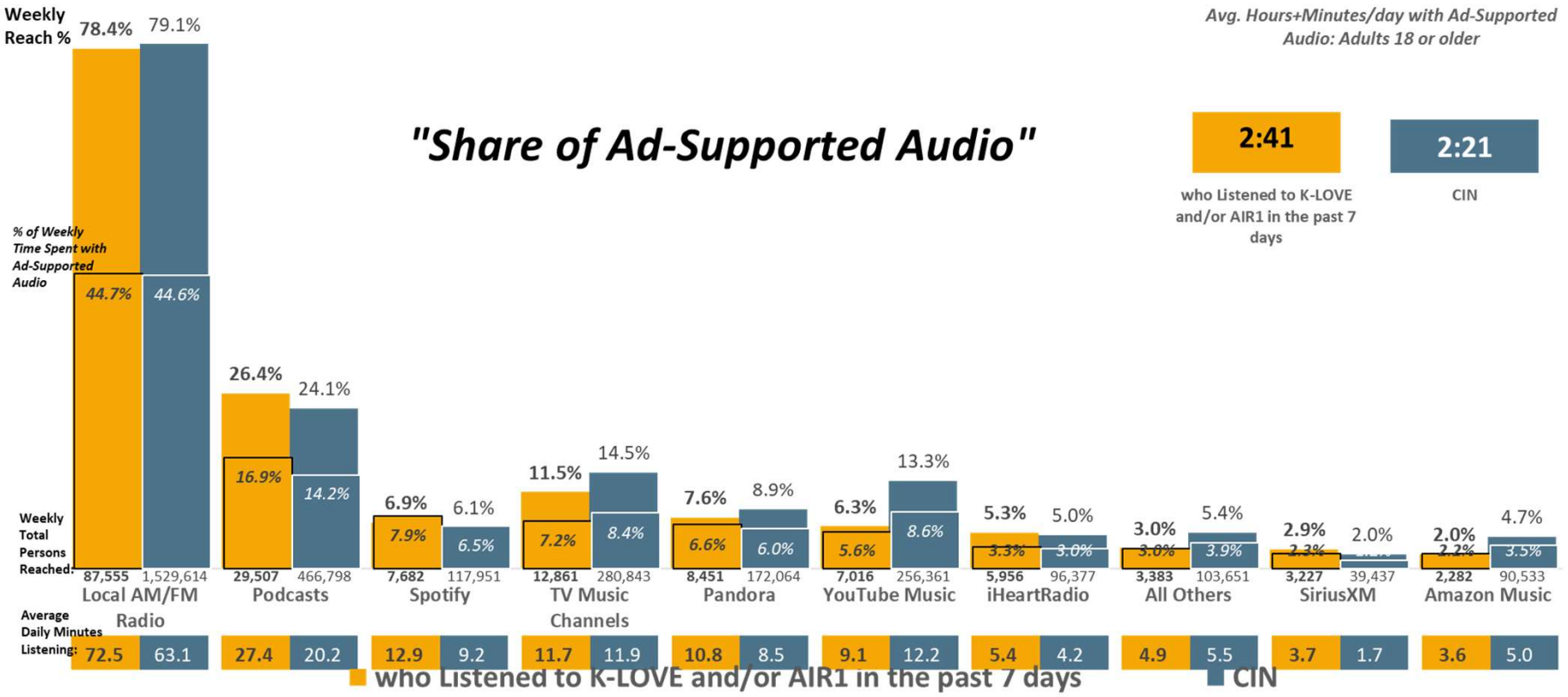
STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 61 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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87,555 or 78.4% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 72.5 minutes every day representing 44.7% of all time spent daily with Ad-Supported Audio.



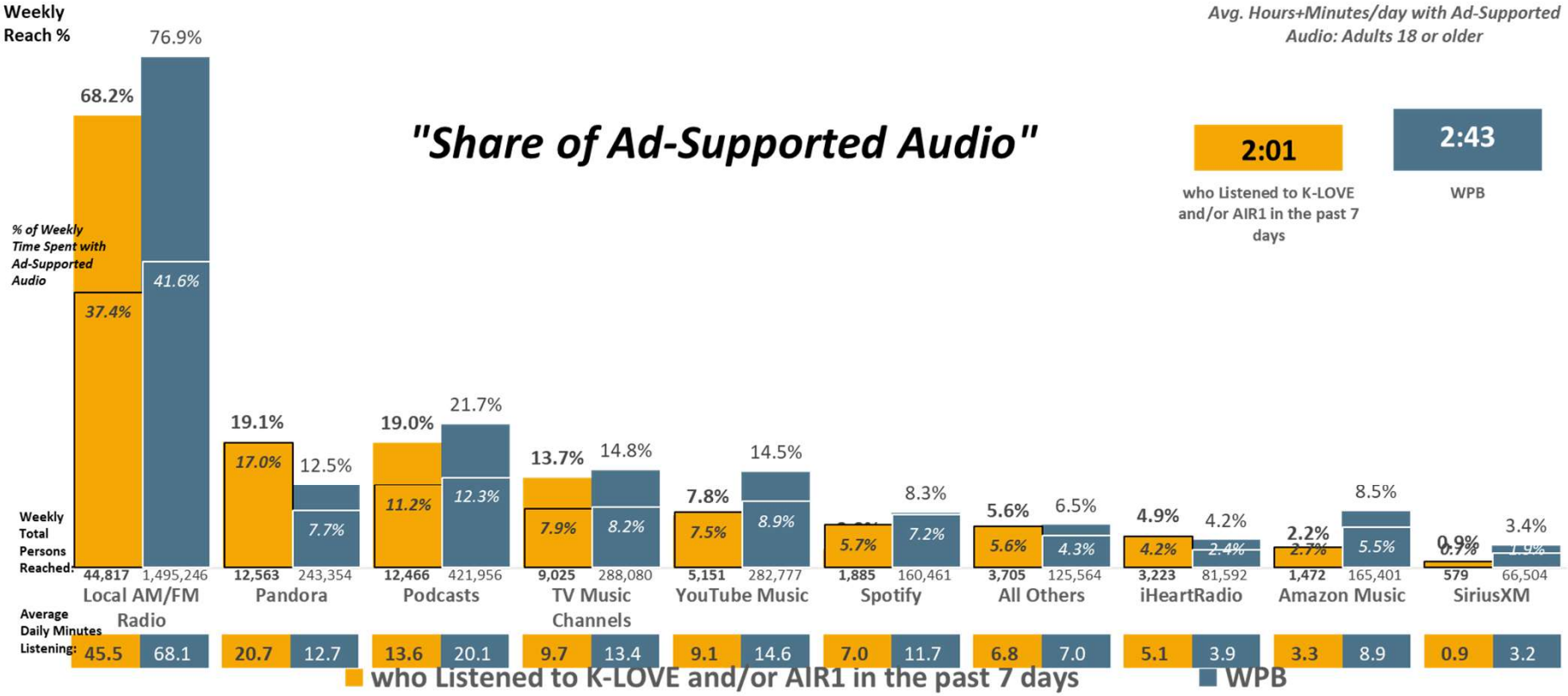
CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 140 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

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44,817 or 68.2% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 45.5 minutes every day representing 37.4% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Pandora	Podcasts	TV Music Channels	YouTube Music	Spotify	All Others	iHeartRadio	Amazon Music	SiriusXM
Weekly Reach % (who Listened to K-LOVE and/or AIR1 in the past 7 days)	68.2%	19.1%	19.0%	13.7%	7.8%	5.7%	5.6%	4.9%	2.2%	0.9%
Weekly Reach % (WPB)	76.9%	12.5%	21.7%	14.8%	14.5%	8.3%	6.5%	4.2%	8.5%	3.4%
% of Weekly Time Spent with Ad-Supported Audio (who Listened to K-LOVE and/or AIR1 in the past 7 days)	37.4%	17.0%	11.2%	7.9%	7.5%	5.7%	5.6%	4.2%	2.7%	0.7%
% of Weekly Time Spent with Ad-Supported Audio (WPB)	41.6%	7.7%	12.3%	8.2%	8.9%	7.2%	4.3%	2.4%	5.5%	1.9%
Weekly Total Persons Reached (who Listened to K-LOVE and/or AIR1 in the past 7 days)	44,817	12,563	12,466	9,025	5,151	1,885	3,705	3,223	1,472	579
Weekly Total Persons Reached (WPB)	1,495,246	243,354	421,956	288,080	282,777	160,461	125,564	81,592	165,401	66,504
Average Daily Minutes Listening (who Listened to K-LOVE and/or AIR1 in the past 7 days)	45.5	20.7	13.6	9.7	9.1	7.0	6.8	5.1	3.3	0.9
Average Daily Minutes Listening (WPB)	68.1	12.7	20.1	13.4	14.6	11.7	7.0	3.9	8.9	3.2

WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 65 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551

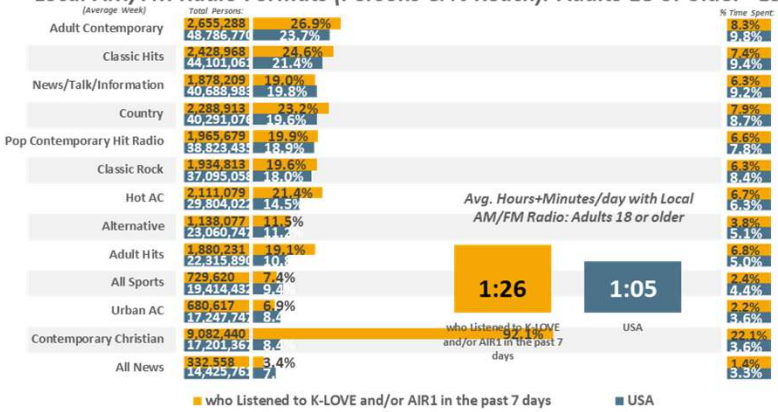
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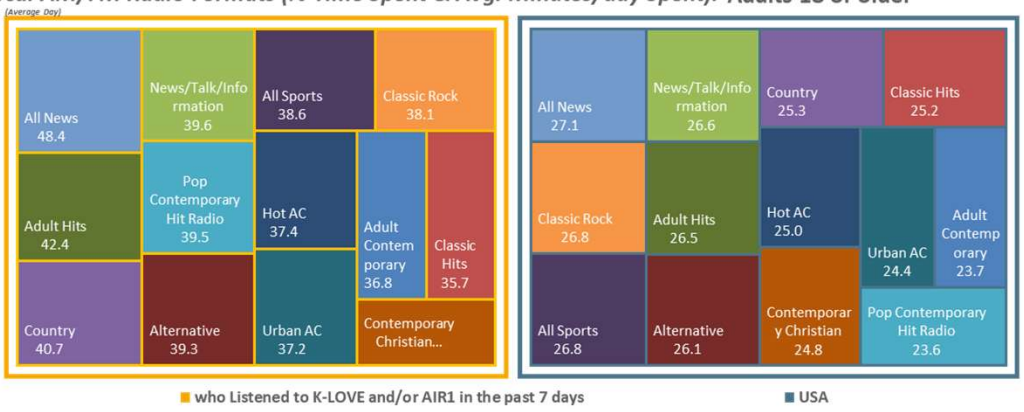
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7,166,580 or 72.6% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Hot AC, and Pop Contemporary Hit Radio.

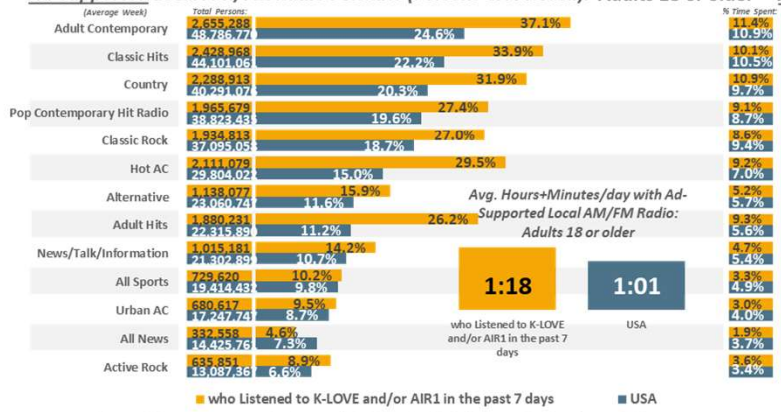
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



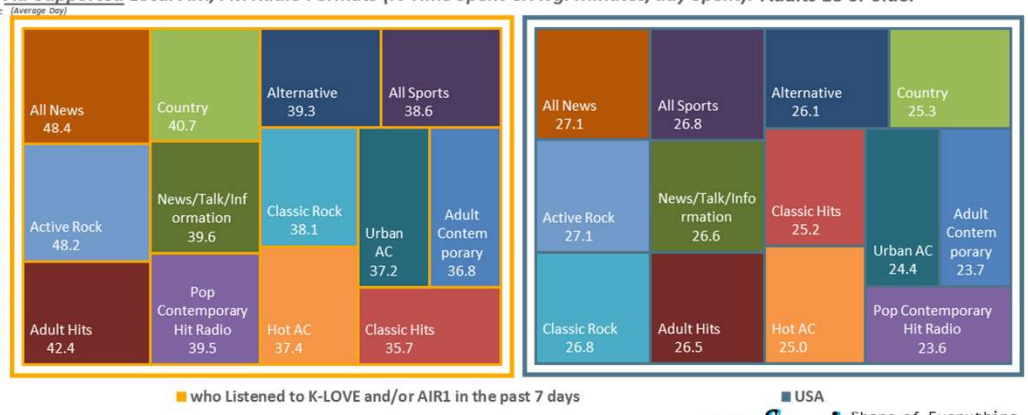
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 972

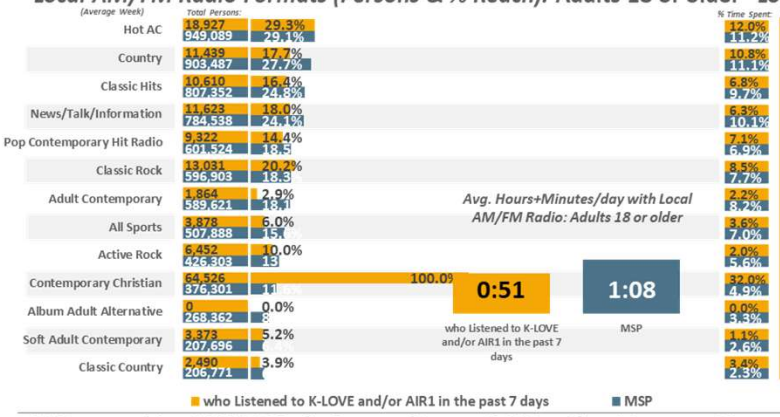
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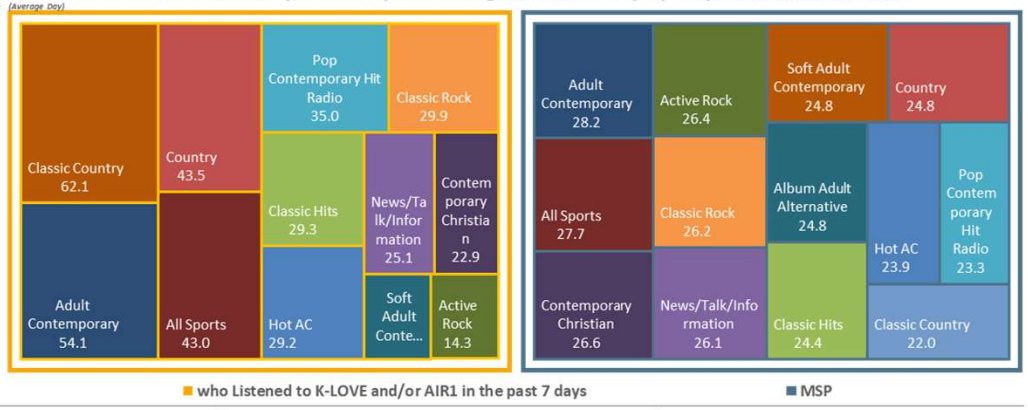
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57,235 or 88.7% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Classic Rock, Talk/Personality, Country, and News/Talk/Information.

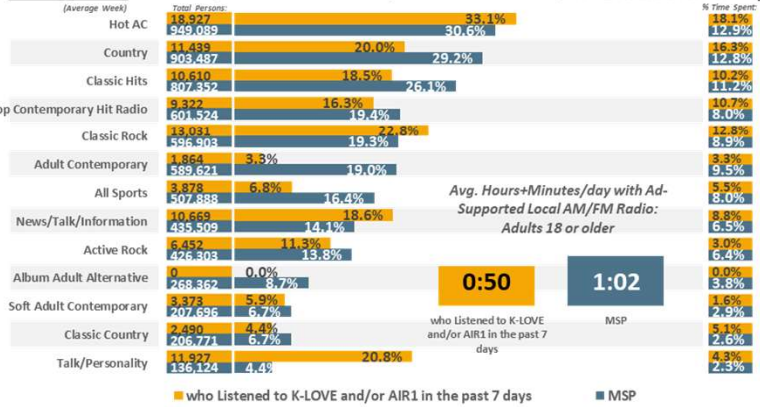
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



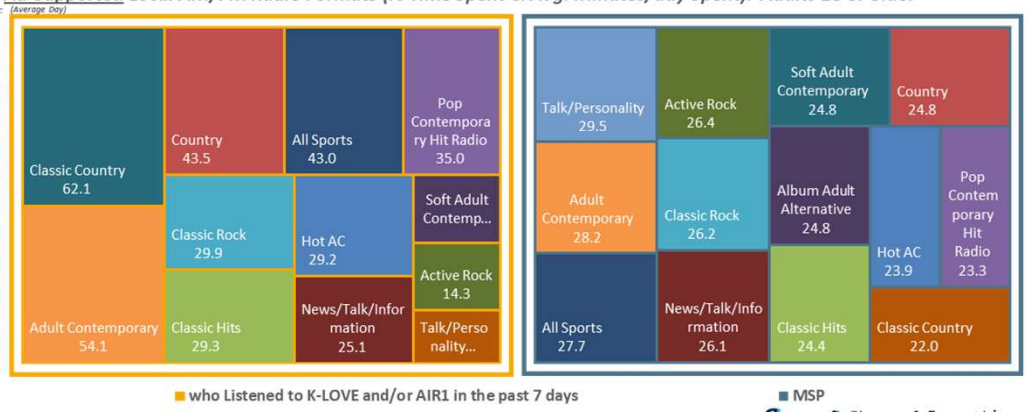
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 33

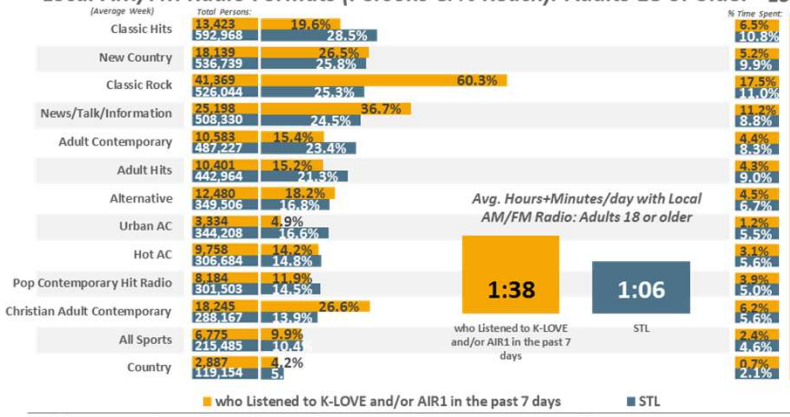
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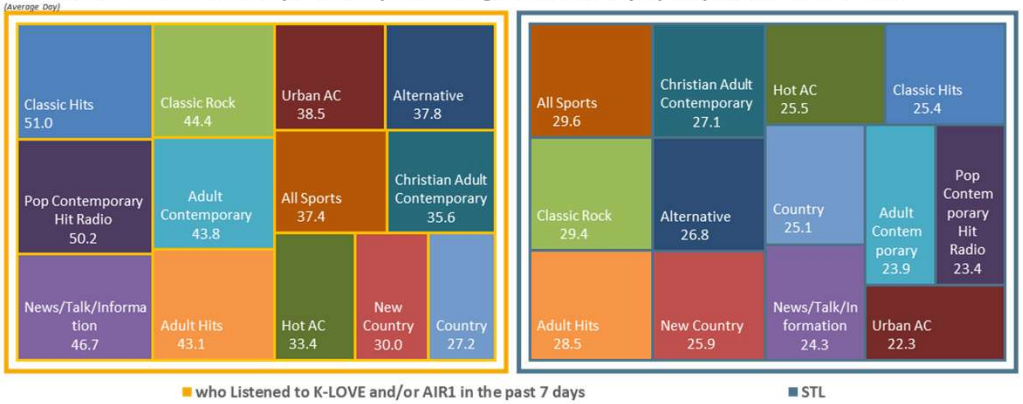
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68,570 or 100.% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Album Adult Alternative, Classic Rock, News/Talk/Information, New Country, and Classic Hits.

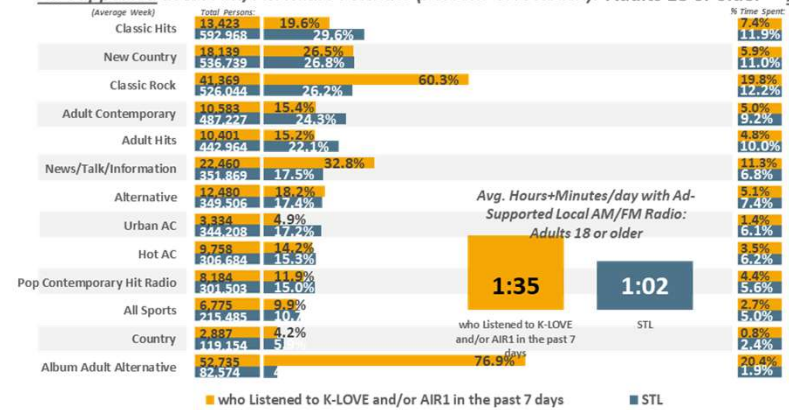
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



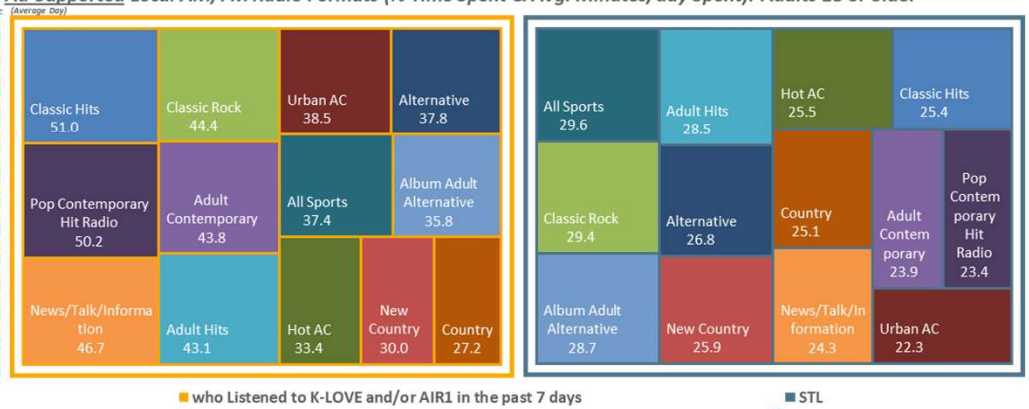
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 61

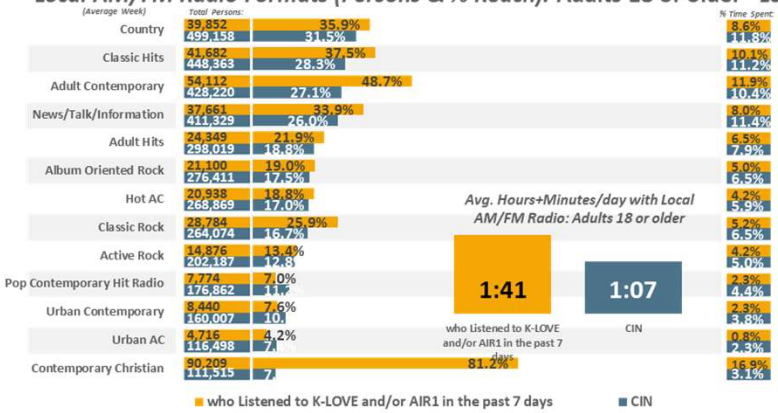
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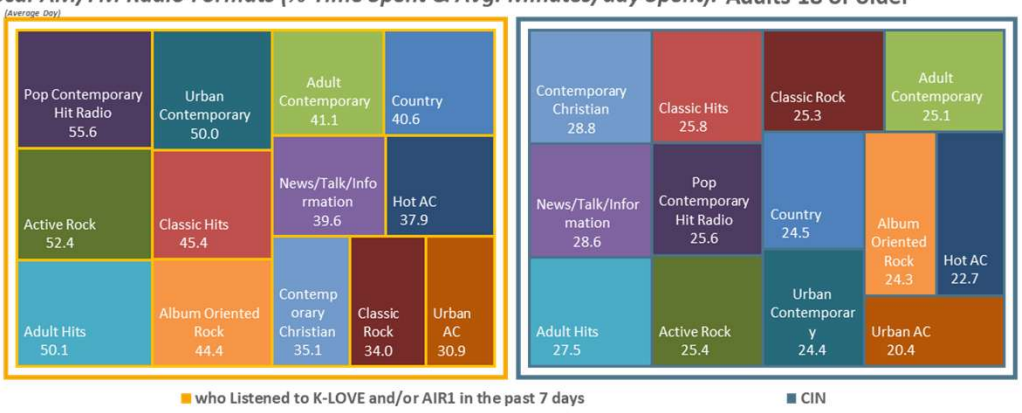
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87,555 or 78.4% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Classic Rock, and News/Talk/Information.

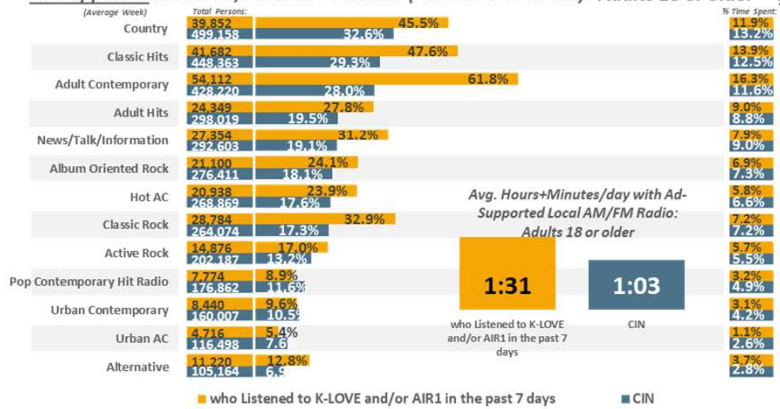
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



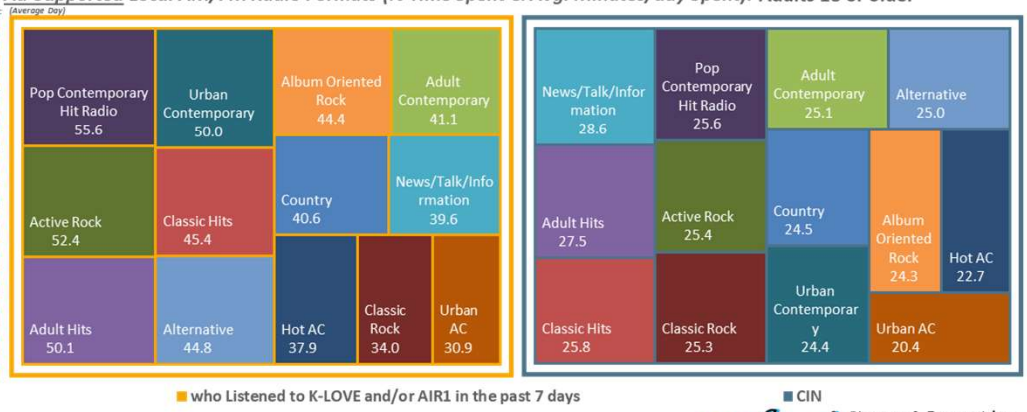
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 140

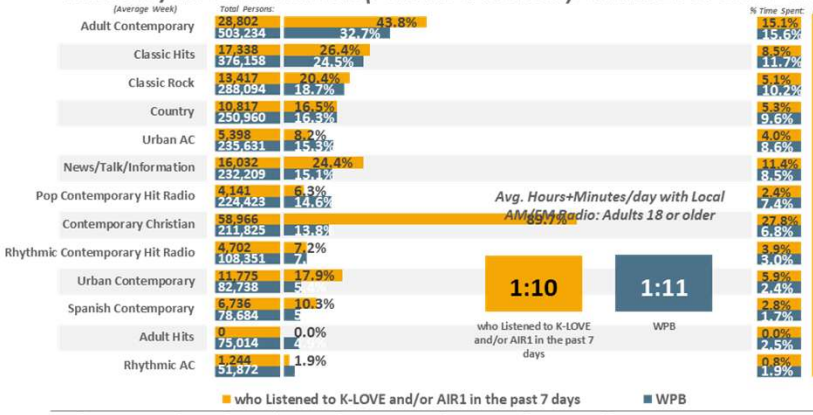
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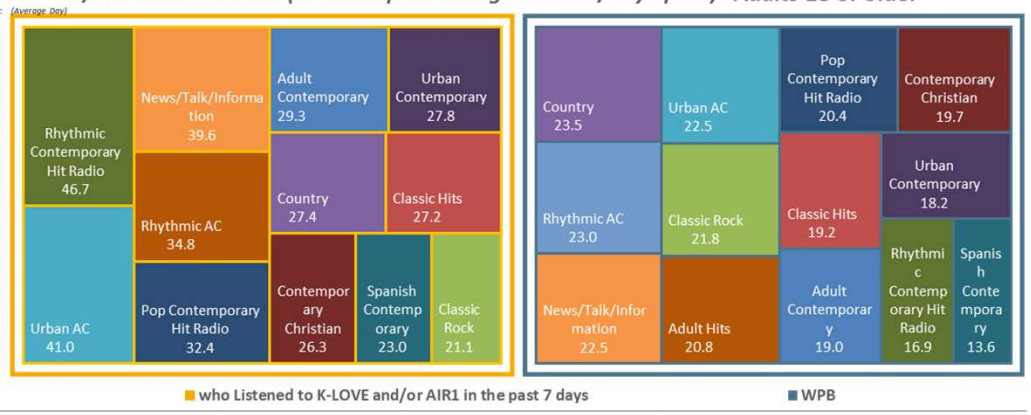
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44,817 or 68.2% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, News/Talk/Information, and Urban Contemporary.

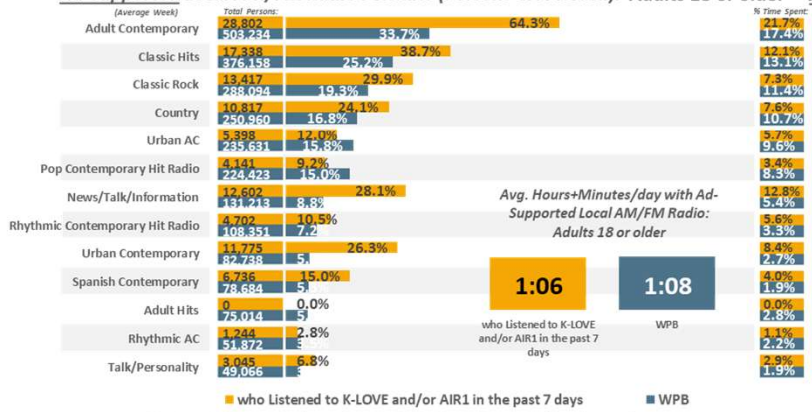
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



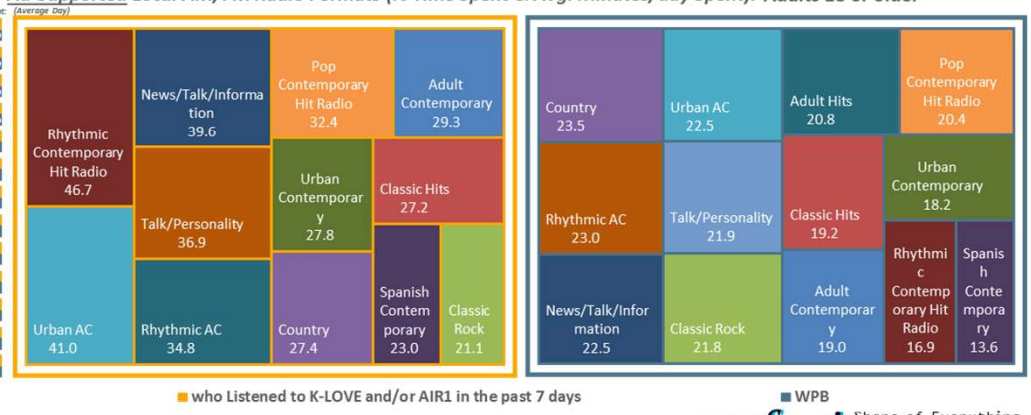
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 65

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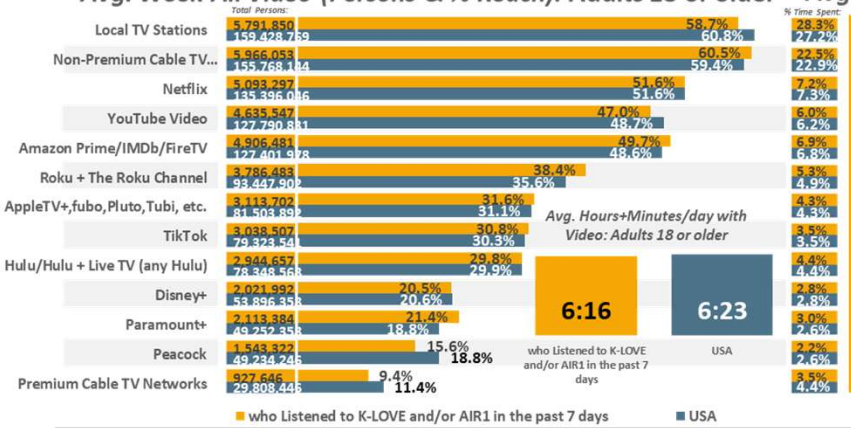
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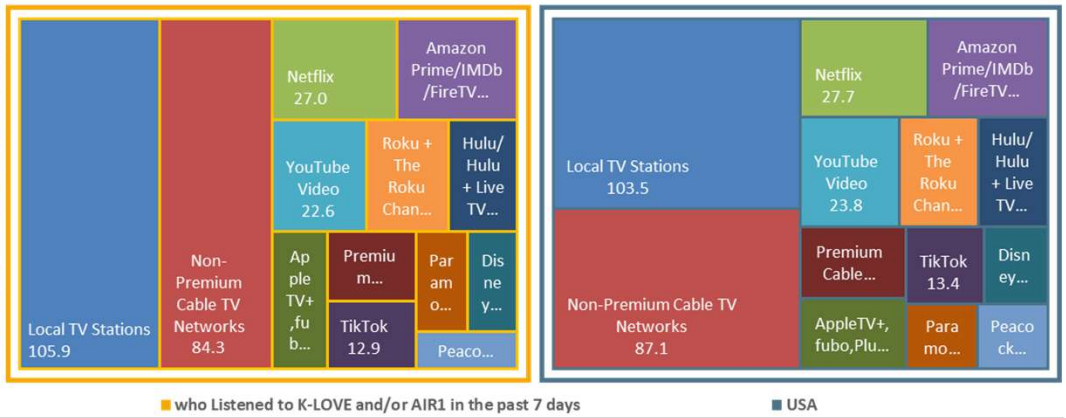
K-LOVE Air1 worship now — USA

5,692,424 or 57.7% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days watch Ad-Supported Local TV Stations for an average of 100.8 minutes every day representing 32.9% of all time spent daily with Ad-Supported Video.

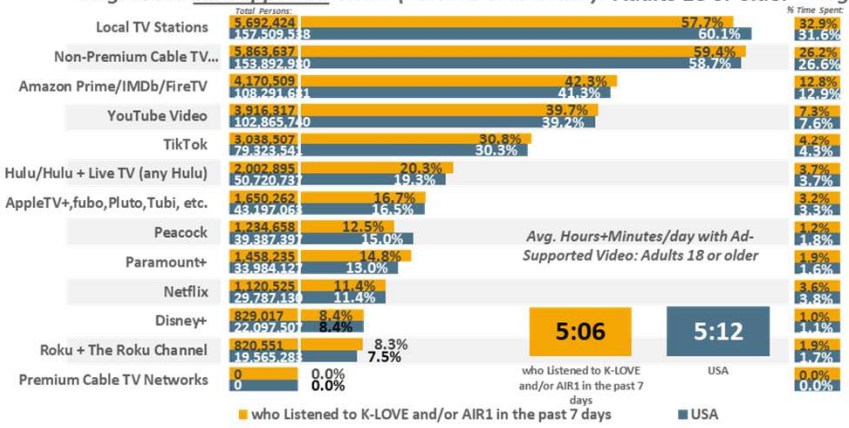
Avg. Week All Video (Persons & % Reach): Adults 18 or older



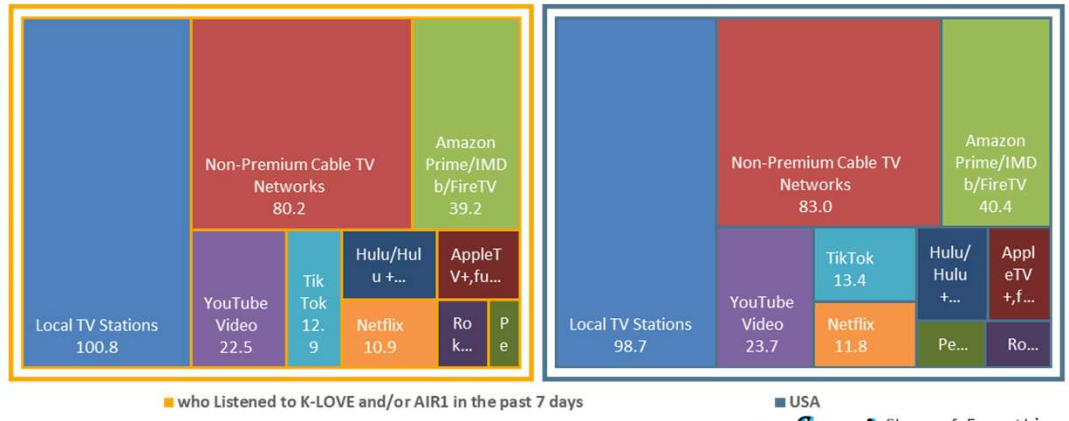
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 972

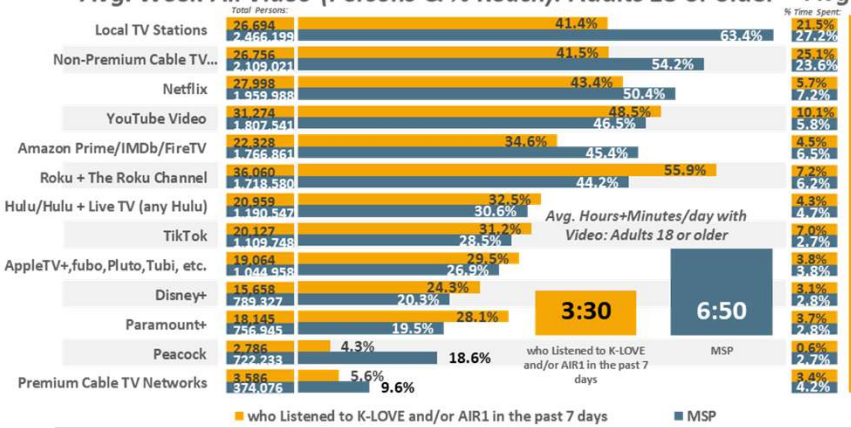
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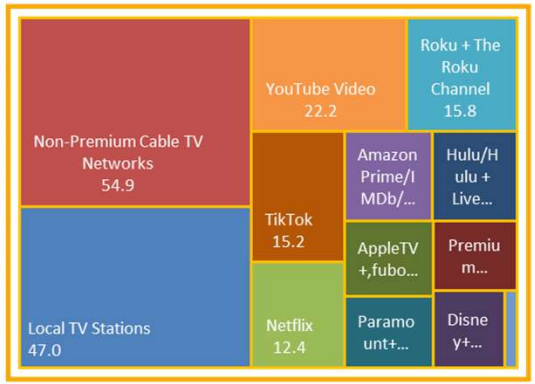
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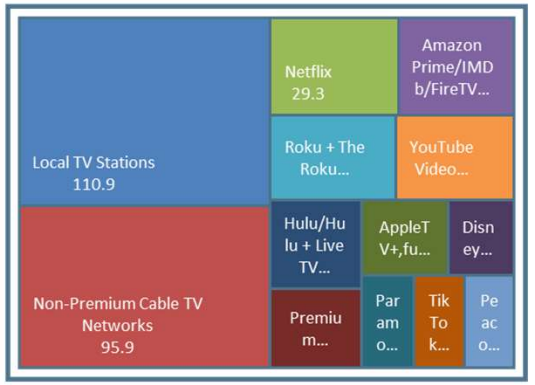
26,526 or 41.1% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days watch Ad-Supported Local TV Stations for an average of 46.8 minutes every day representing 27.7% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 18 or older

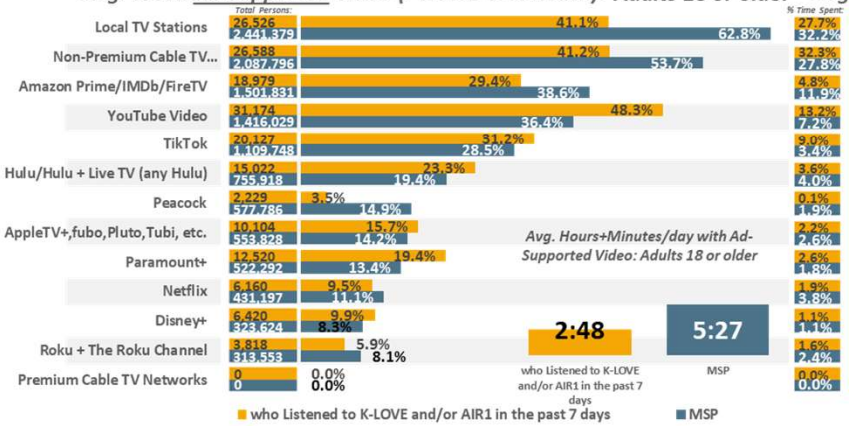


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

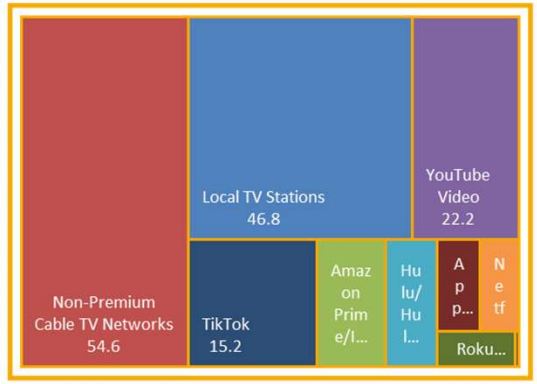


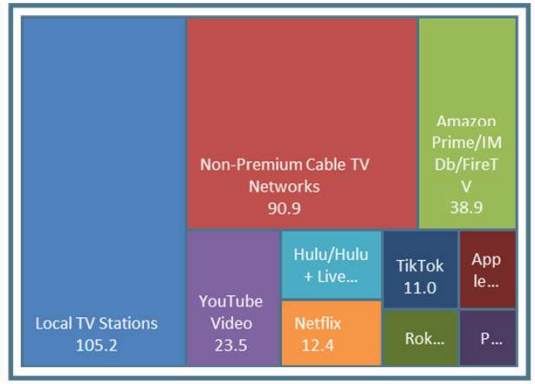


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 33

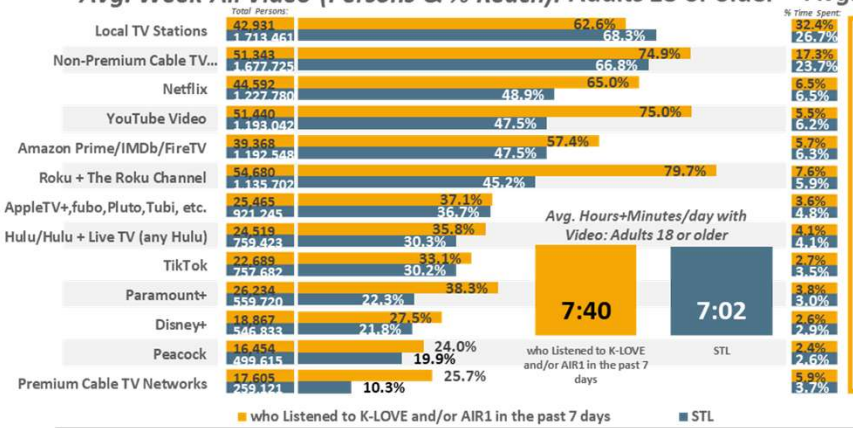
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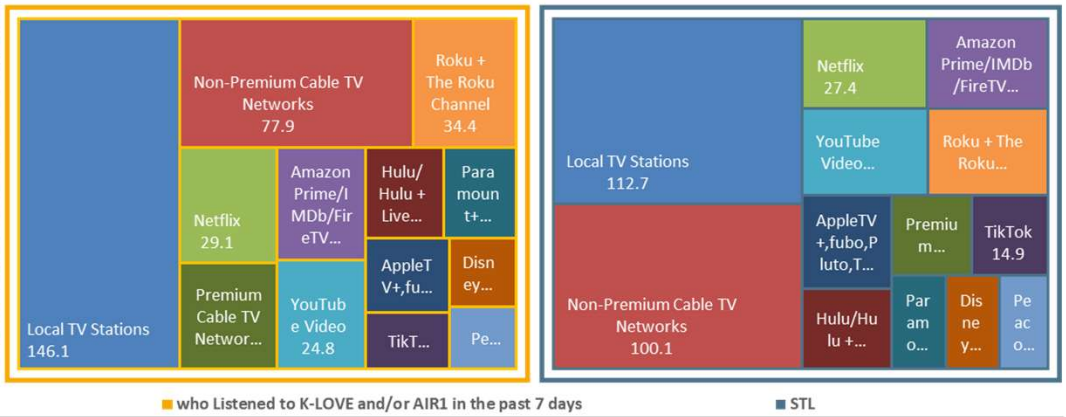
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41,272 or 60.2% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days watch Ad-Supported Local TV Stations for an average of 137.7 minutes every day representing 37.1% of all time spent daily with Ad-Supported Video.

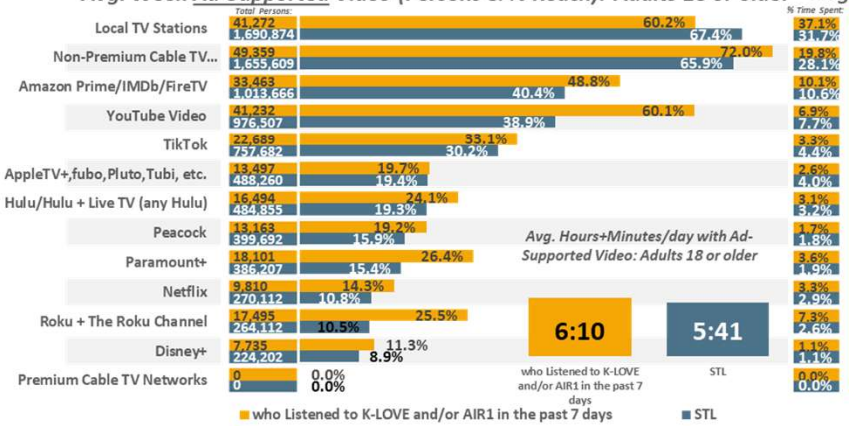
Avg. Week All Video (Persons & % Reach): Adults 18 or older



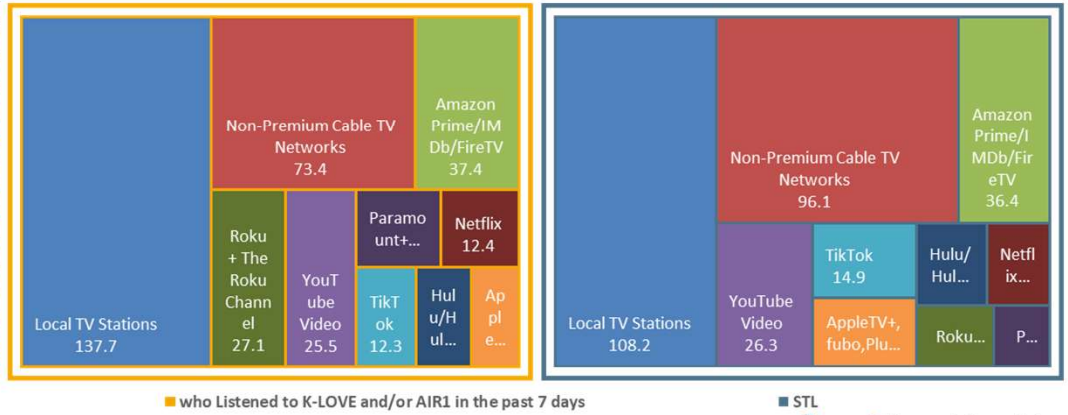
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week <u>Ad-Supported</u> Video (Persons & % Reach): Adults 18 or older



Avg. Day <u>Ad-Supported</u> Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 61

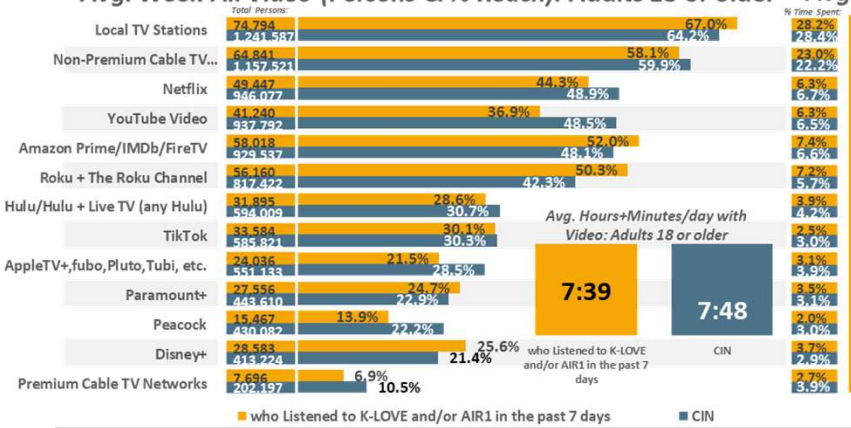
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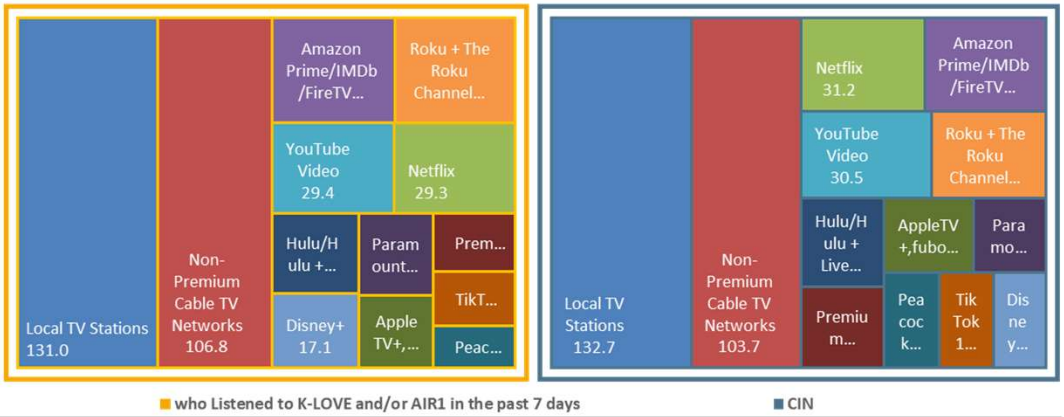
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73,513 or 65.9% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days watch Ad-Supported Local TV Stations for an average of 123.9 minutes every day representing 34.% of all time spent daily with Ad-Supported Video.

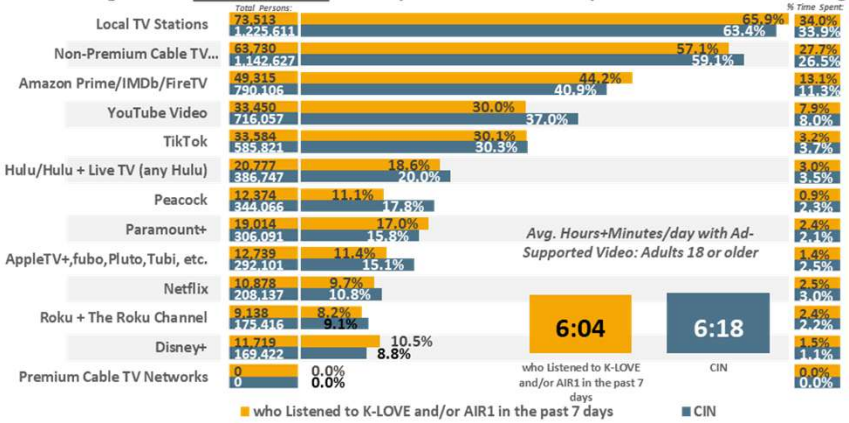
Avg. Week All Video (Persons & % Reach): Adults 18 or older



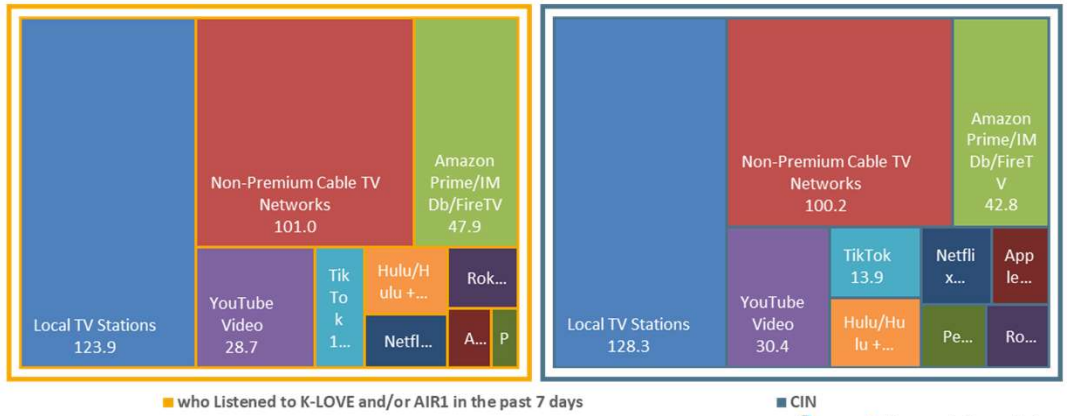
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 140

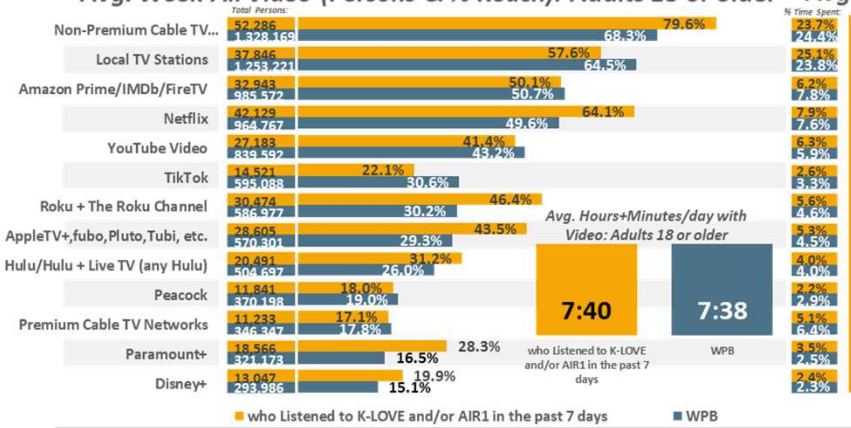
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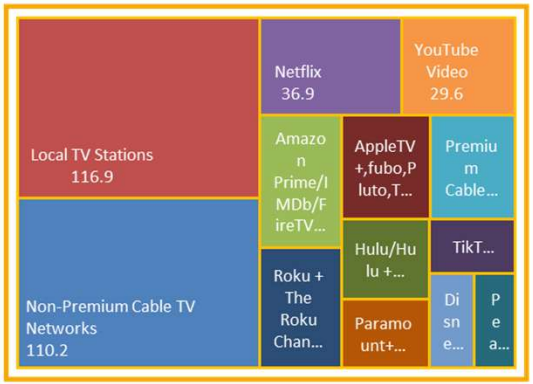
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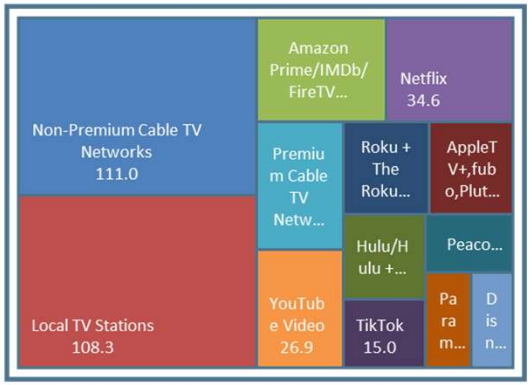
37,174 or 56.6% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days watch Ad-Supported Local TV Stations for an average of 111.7 minutes every day representing 29.9% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 18 or older

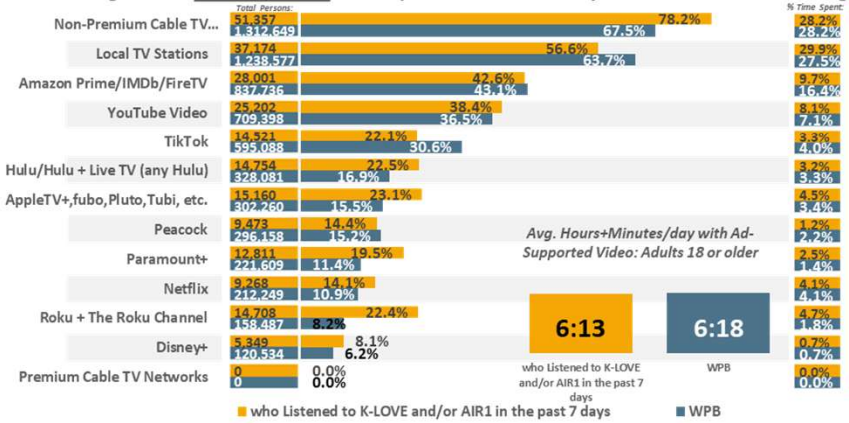


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

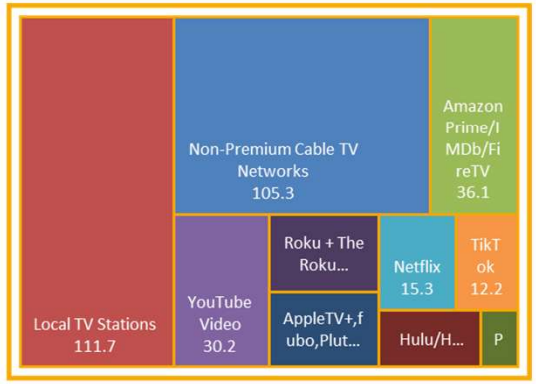


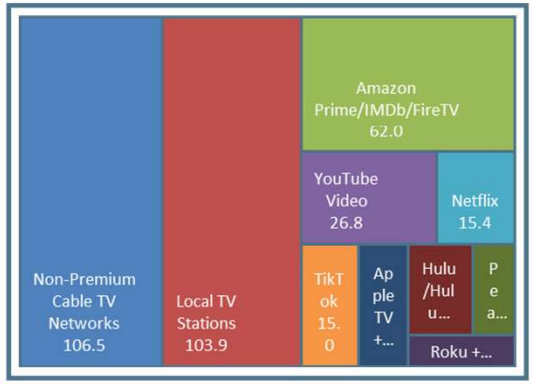


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





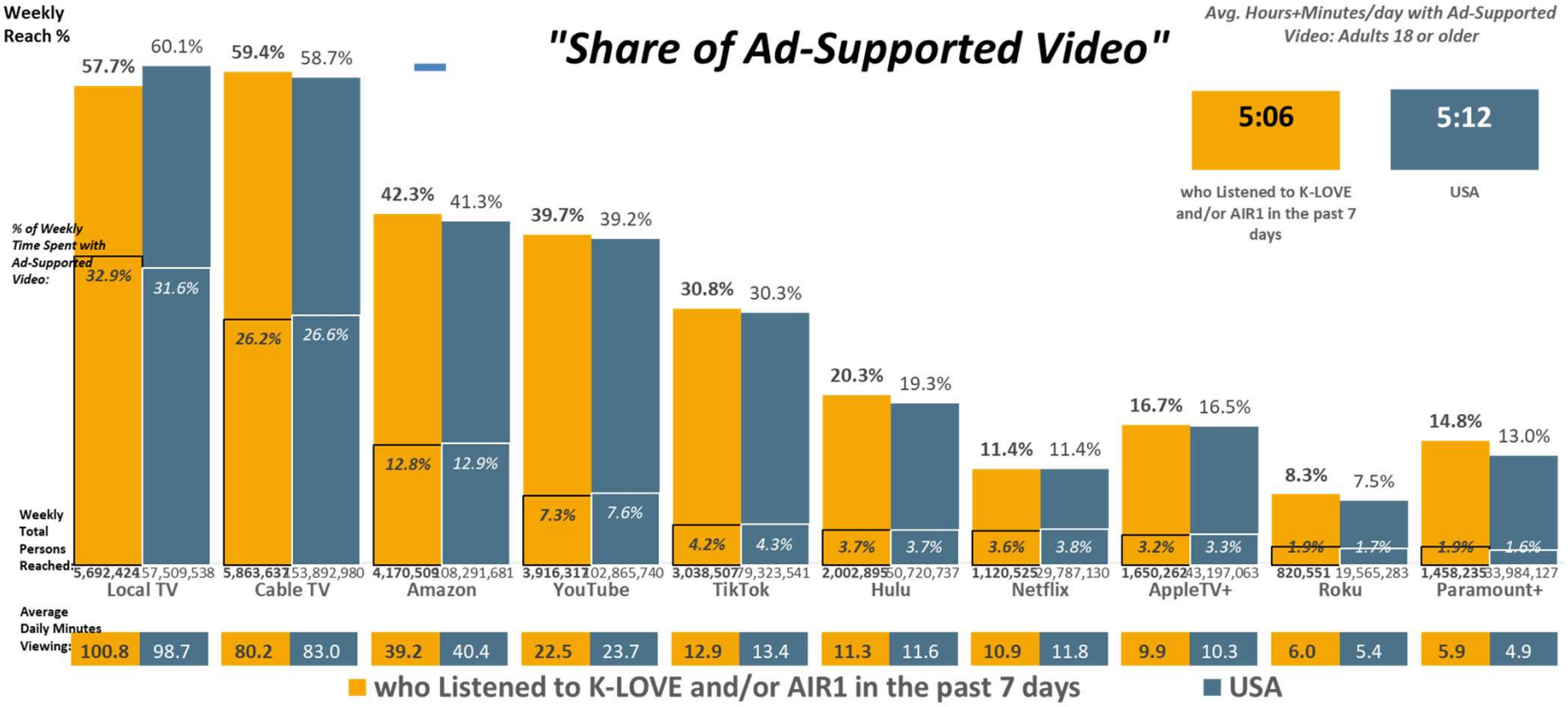
WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 65

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5,692,424 or 57.7% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days watch Ad-Supported Local TV Stations for an average of 100.8 minutes every day representing 32.9% of all time spent daily with Ad-Supported Video.



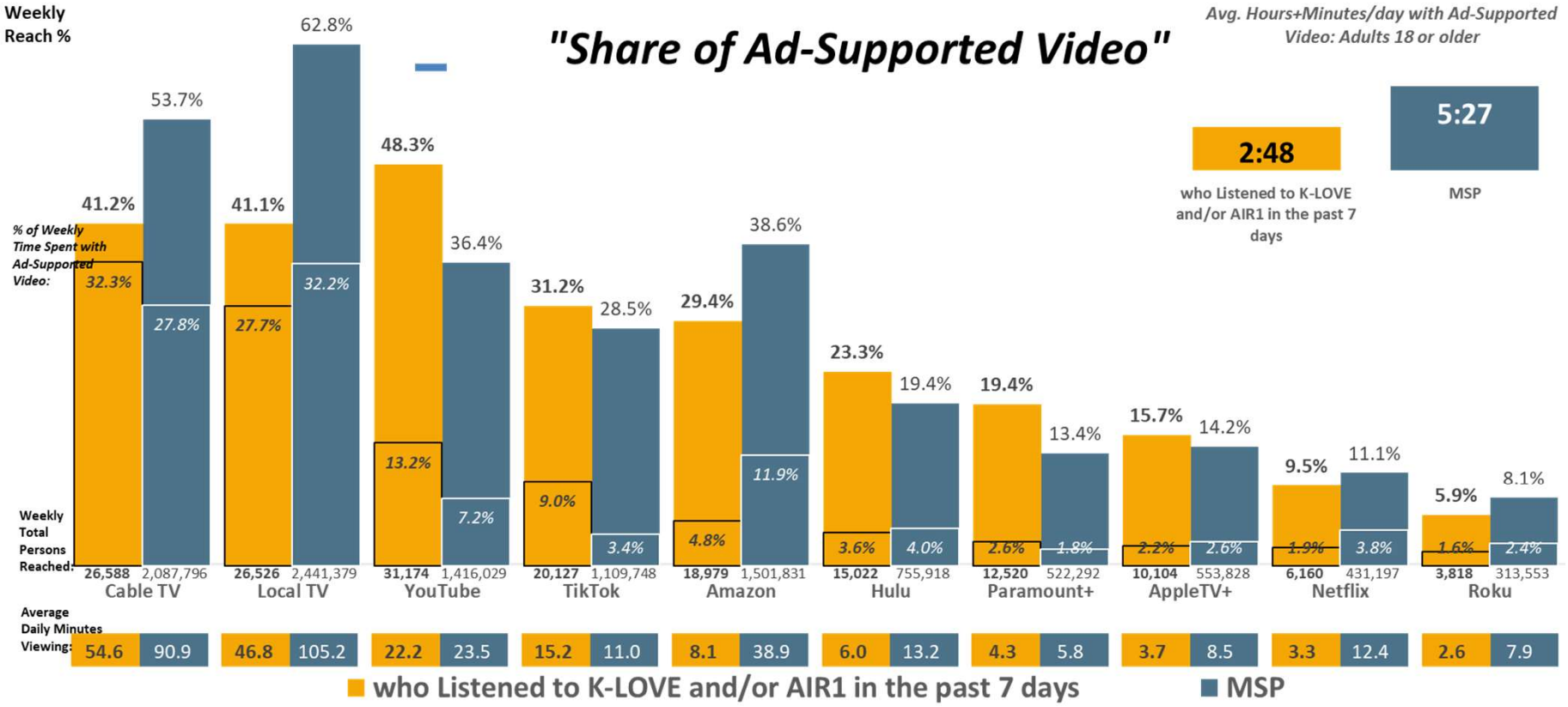
USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 972 Scarborough R1 2026: Sep24-Feb26 USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 25,257

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26,526 or 41.1% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days watch Ad-Supported Local TV Stations for an average of 46.8 minutes every day representing 27.7% of all time spent daily with Ad-Supported Video.



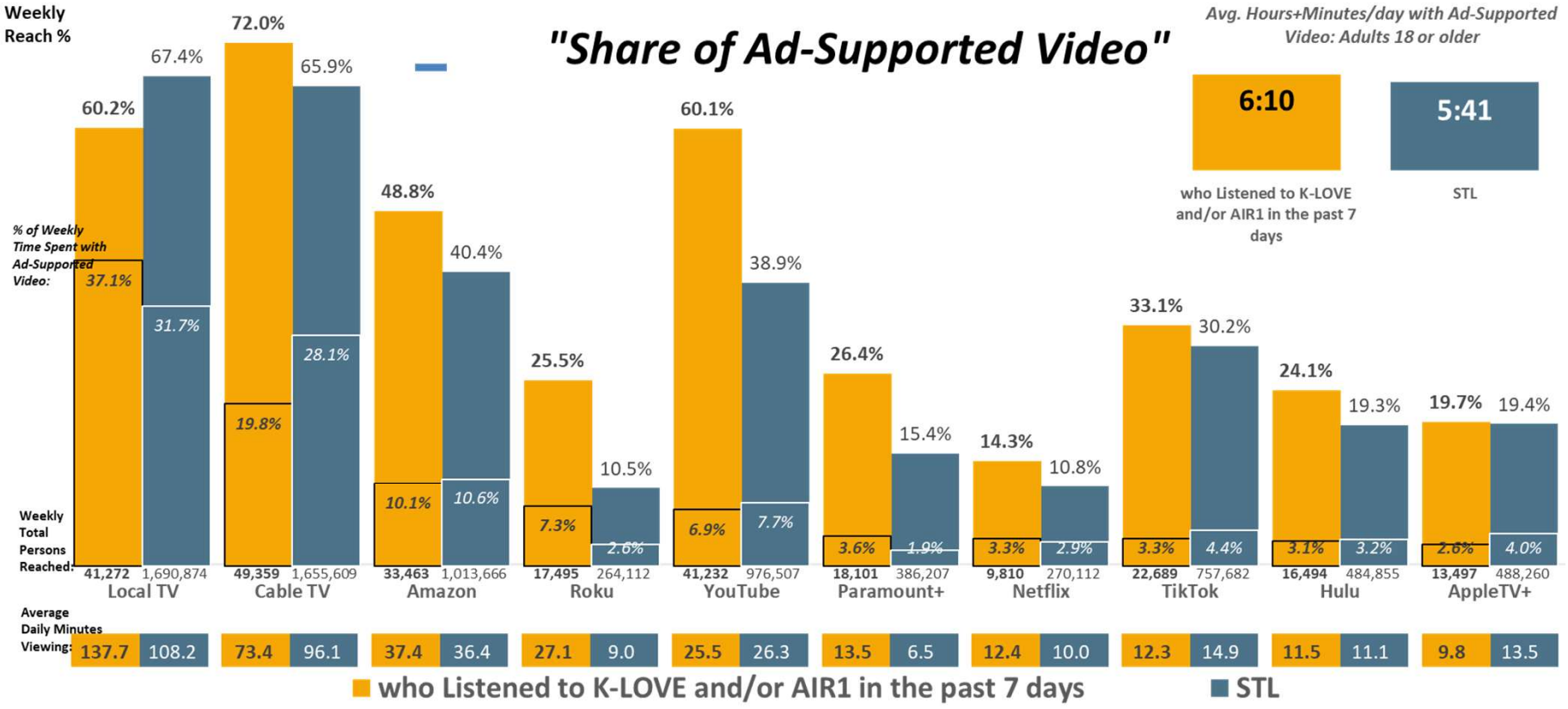
MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 33 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

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41,272 or 60.2% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days watch Ad-Supported Local TV Stations for an average of 137.7 minutes every day representing 37.1% of all time spent daily with Ad-Supported Video.



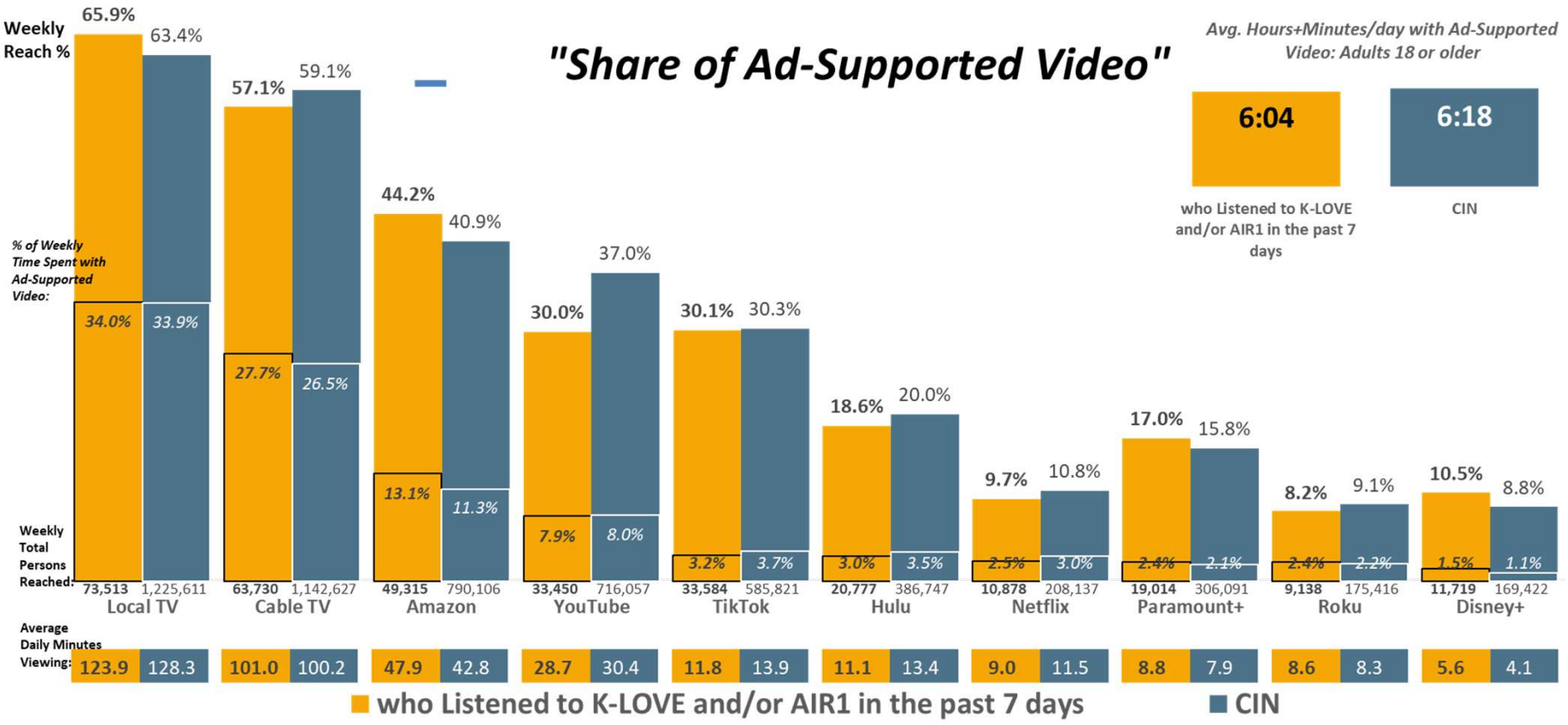
STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 61 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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73,513 or 65.9% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days watch Ad-Supported Local TV Stations for an average of 123.9 minutes every day representing 34.% of all time spent daily with Ad-Supported Video.



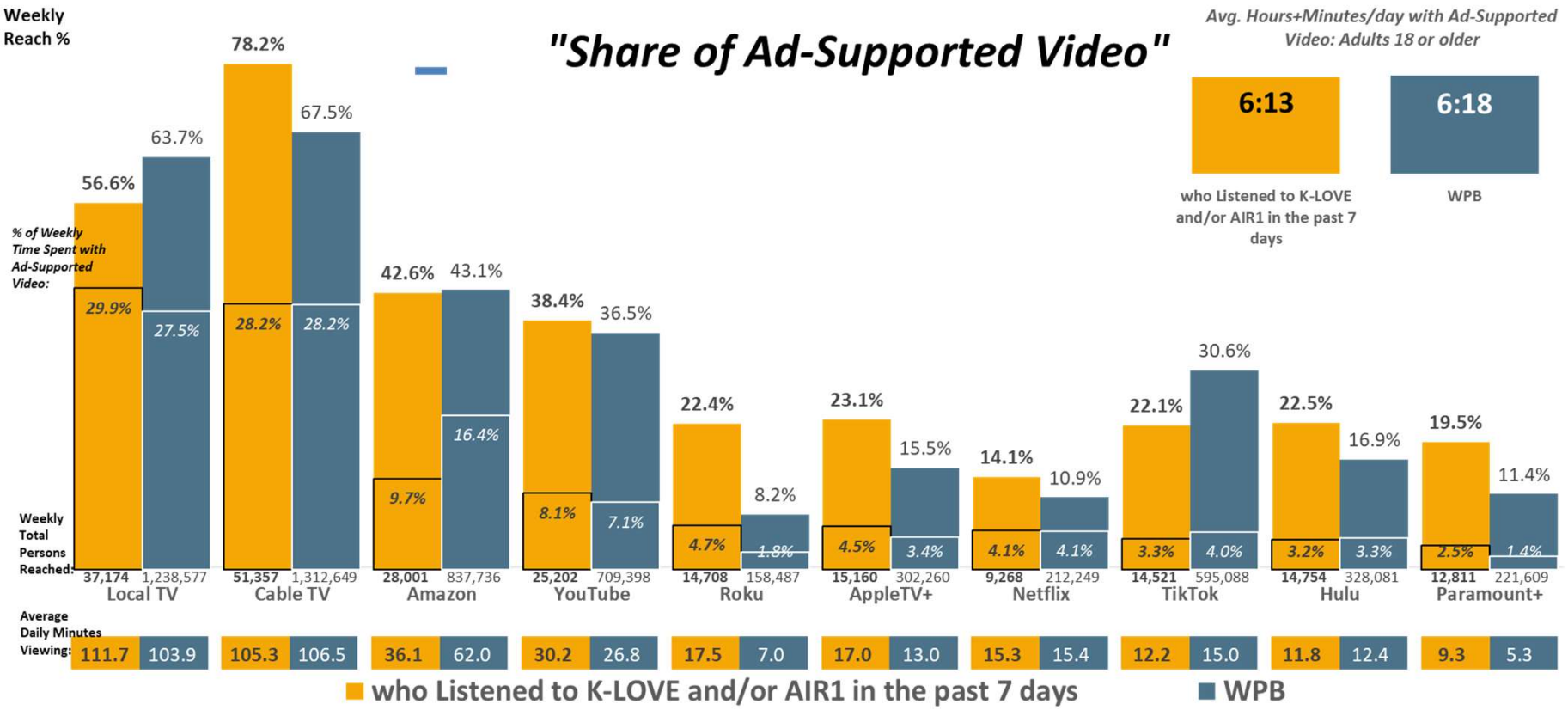
CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 140 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

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37,174 or 56.6% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days watch Ad-Supported Local TV Stations for an average of 111.7 minutes every day representing 29.9% of all time spent daily with Ad-Supported Video.



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 65 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551

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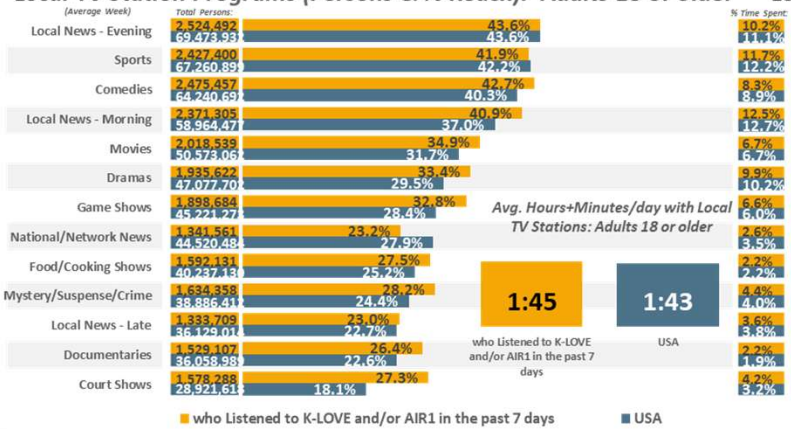
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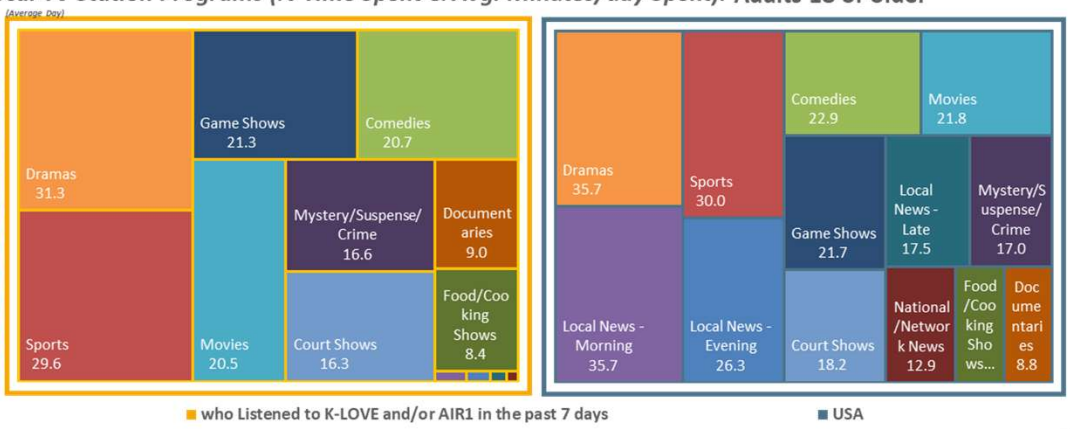


5,692,424 or 57.7% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Movies, and Dramas.

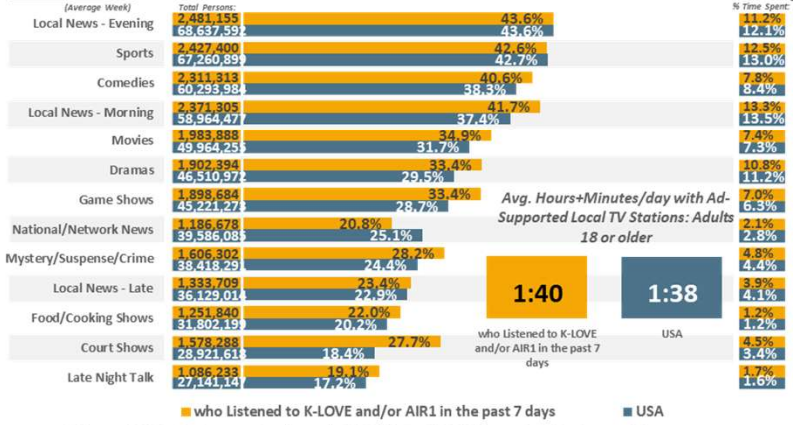
Local TV Station Programs (Persons & % Reach): Adults 18 or older



Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 972

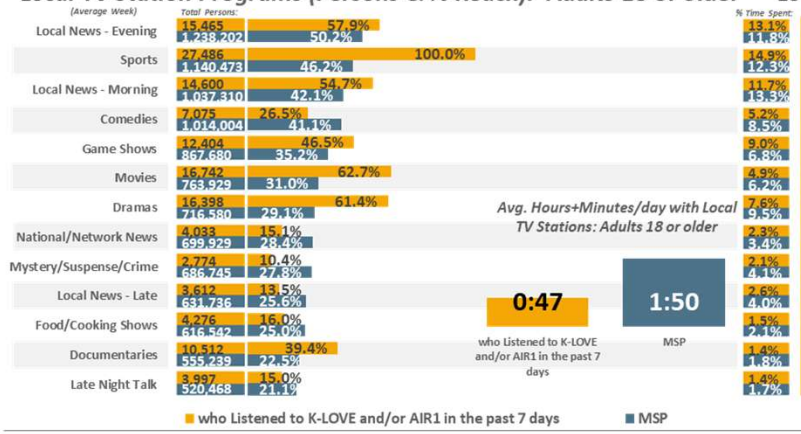
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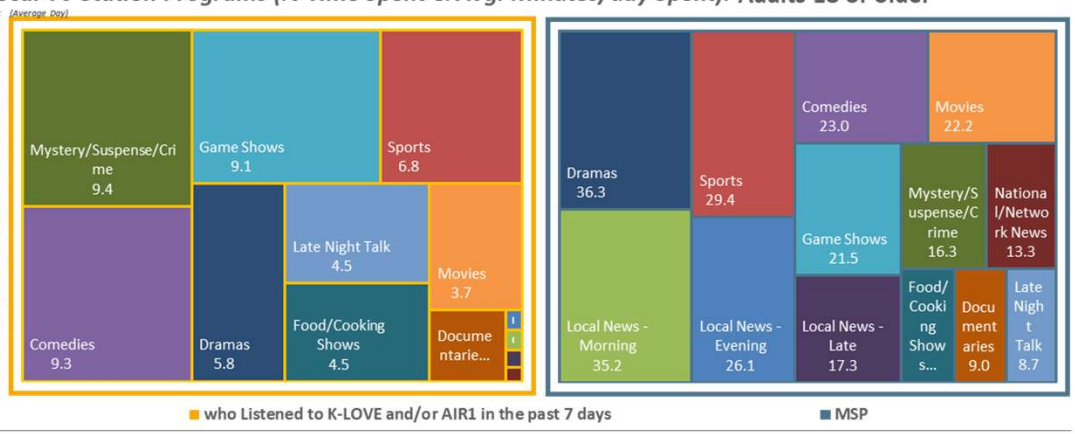
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26,526 or 41.1% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Dramas, Local News - Evening, Local News - Morning, and Reality - Adventure.

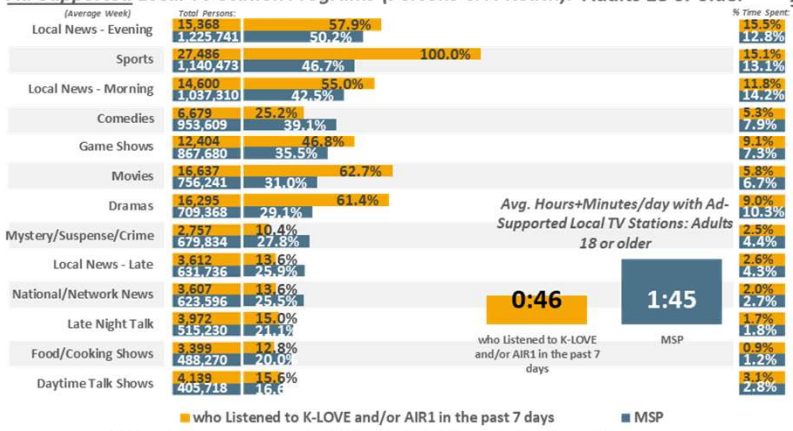
Local TV Station Programs (Persons & % Reach): Adults 18 or older



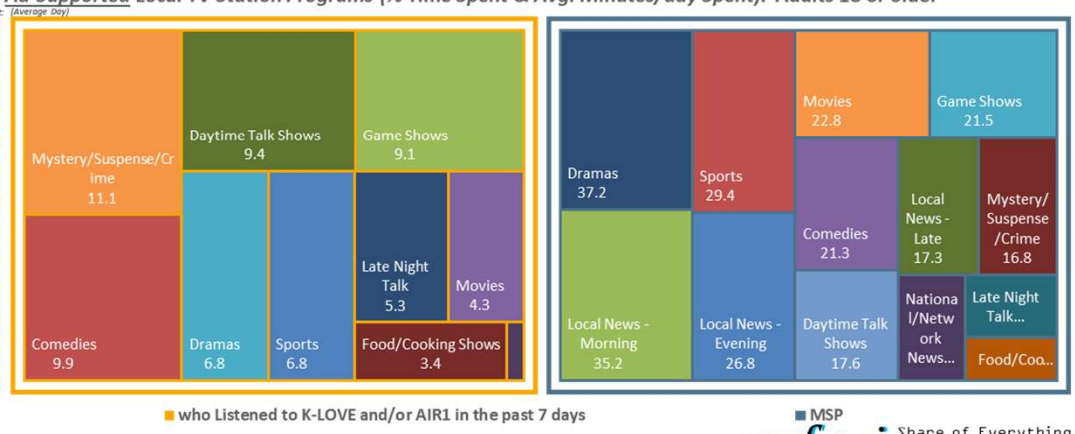
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 33

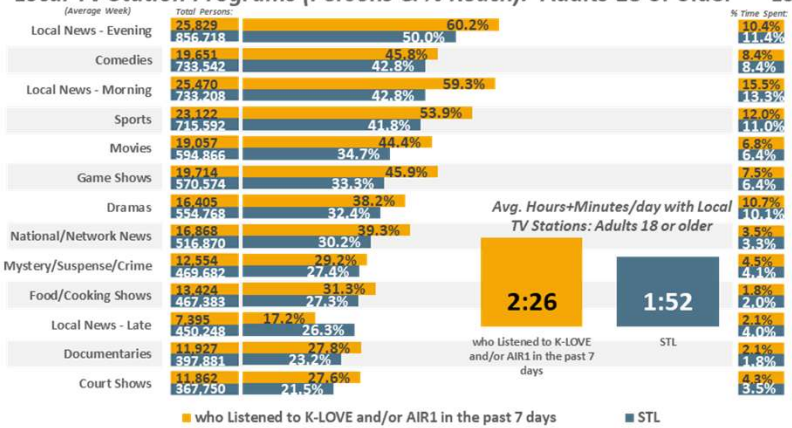
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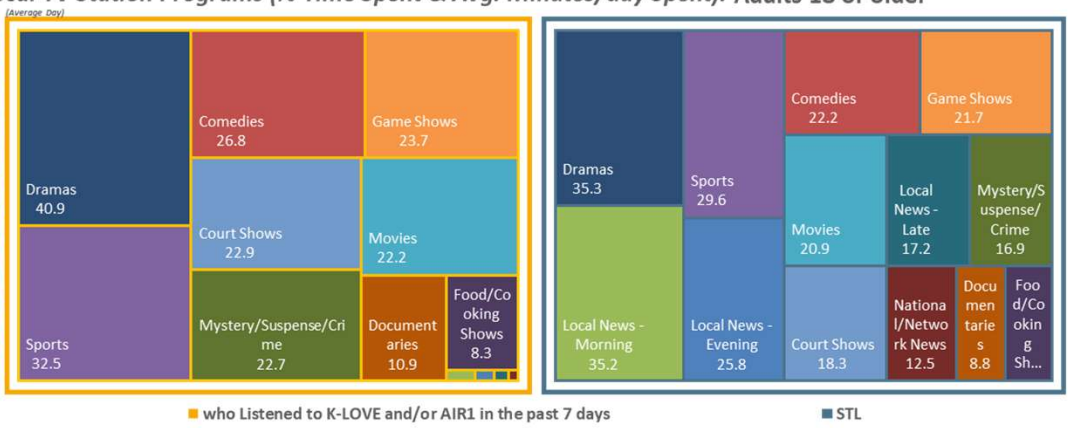
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41,272 or 60.2% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Local News - Evening, Sports, Game Shows, Movies, and Comedies.

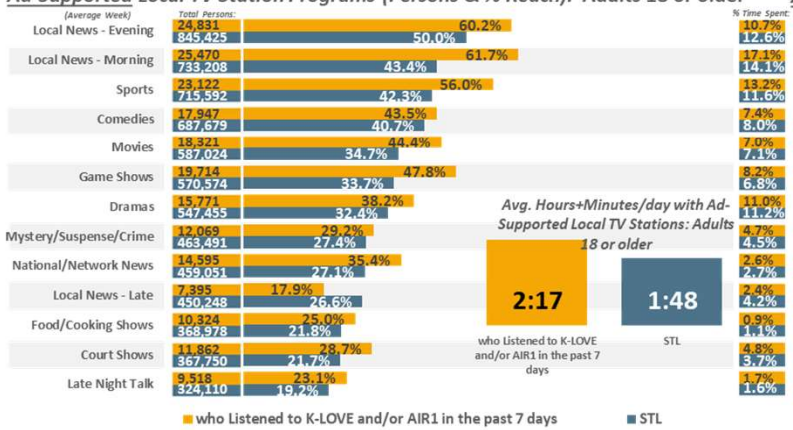
Local TV Station Programs (Persons & % Reach): Adults 18 or older



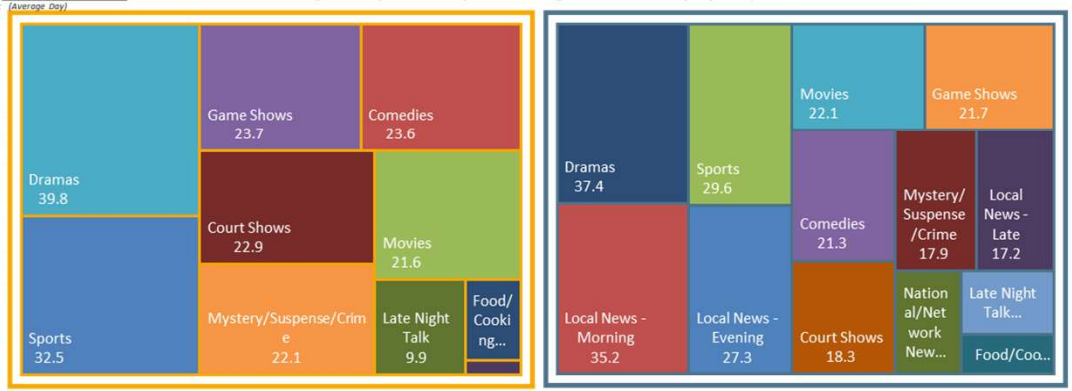
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 61

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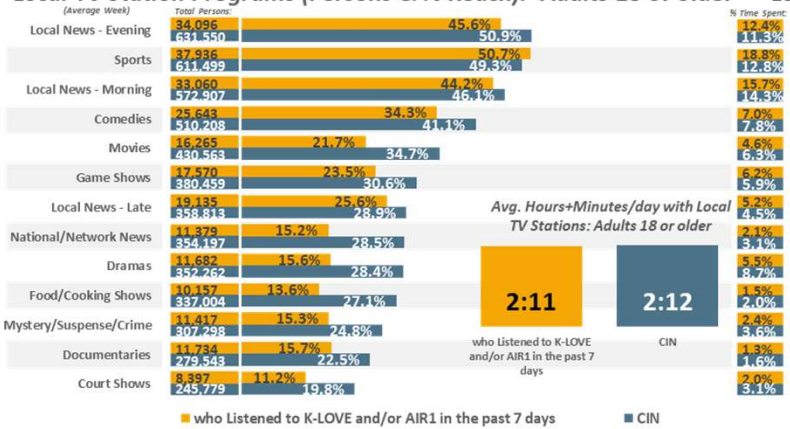
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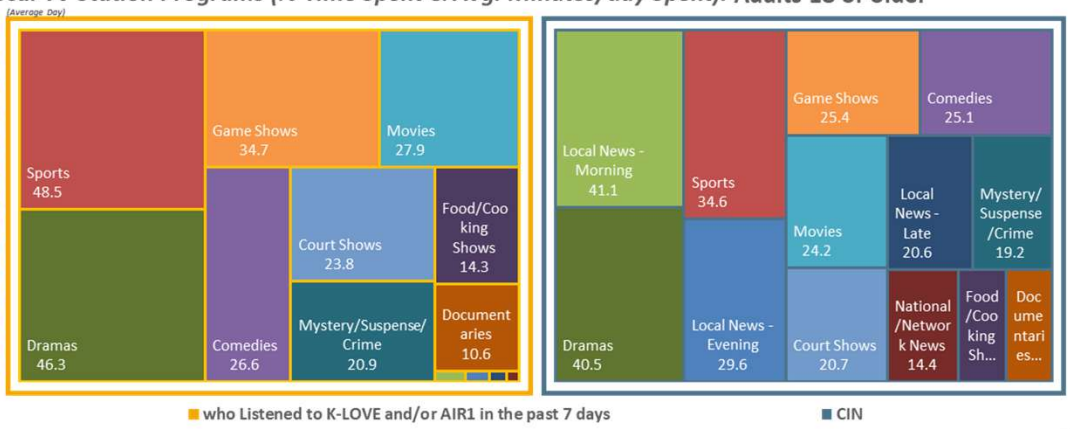


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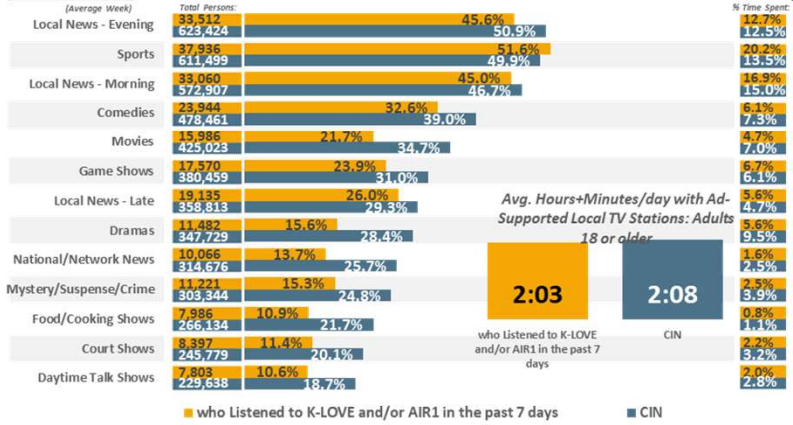
Local TV Station Programs (Persons & % Reach): Adults 18 or older



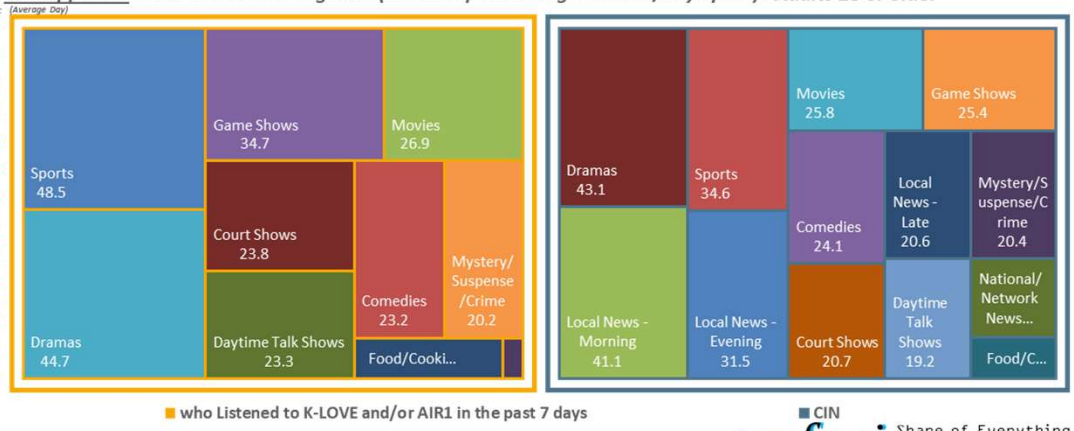
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 140

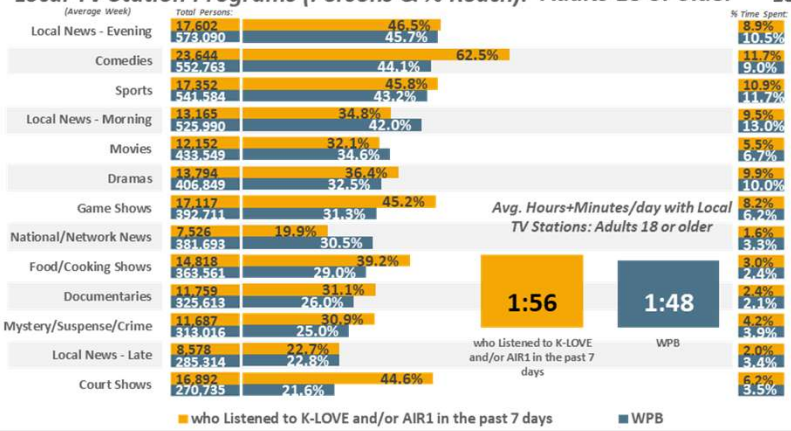
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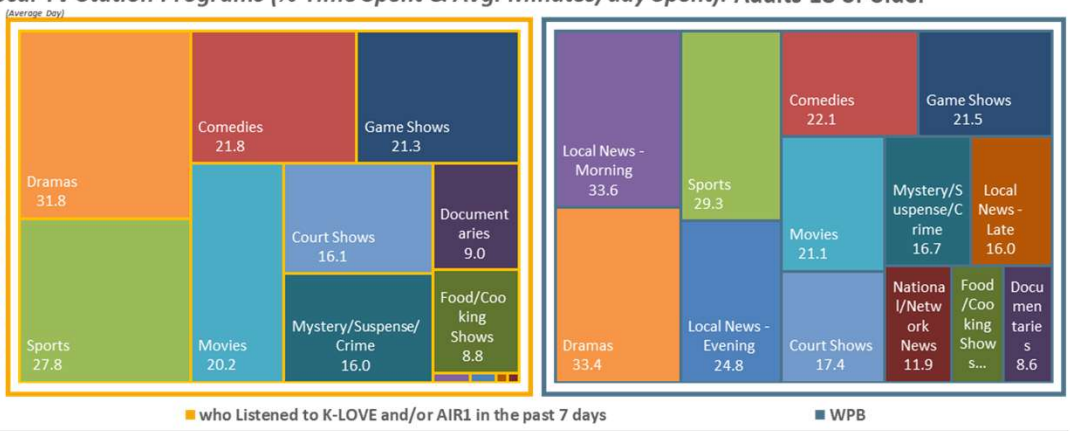
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37,174 or 56.6% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Local News - Evening, Game Shows, Court Shows, and Dramas.

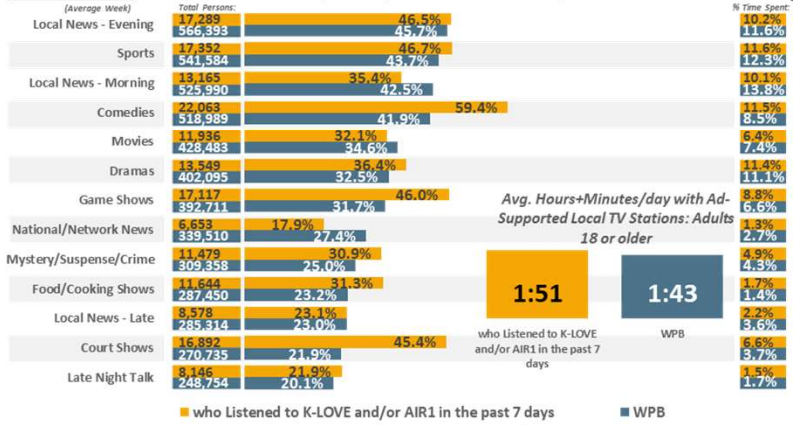
Local TV Station Programs (Persons & % Reach): Adults 18 or older



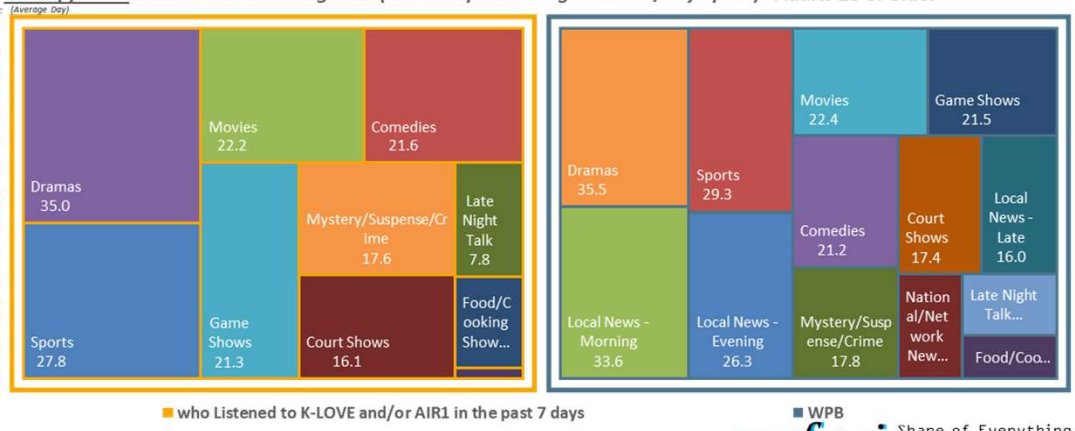
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 65

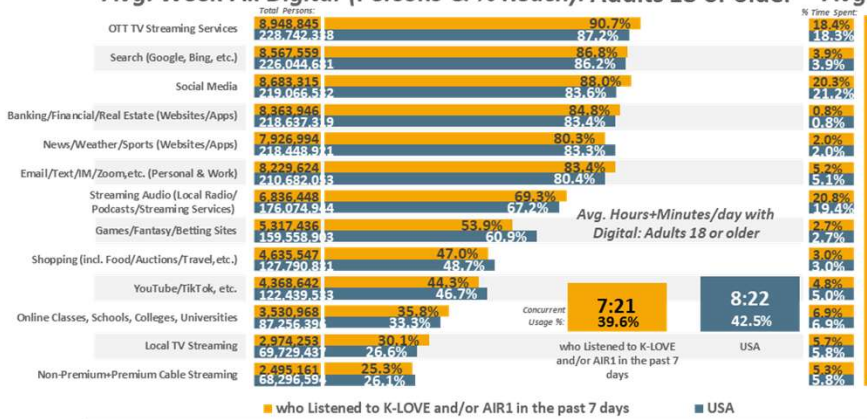
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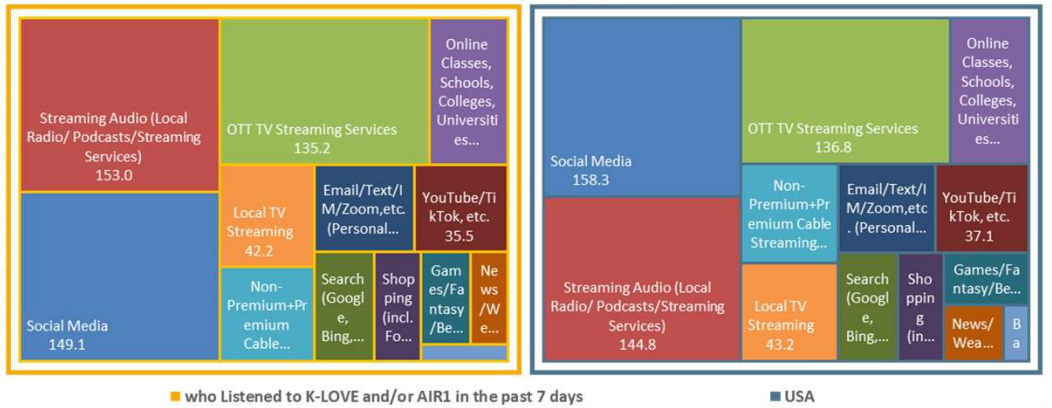
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7,814,844 or 79.2% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days use Ad-Supported Social Media for an average of 134.1 minutes every day representing 23.8% of all time spent daily with Ad-Supported Digital Media.

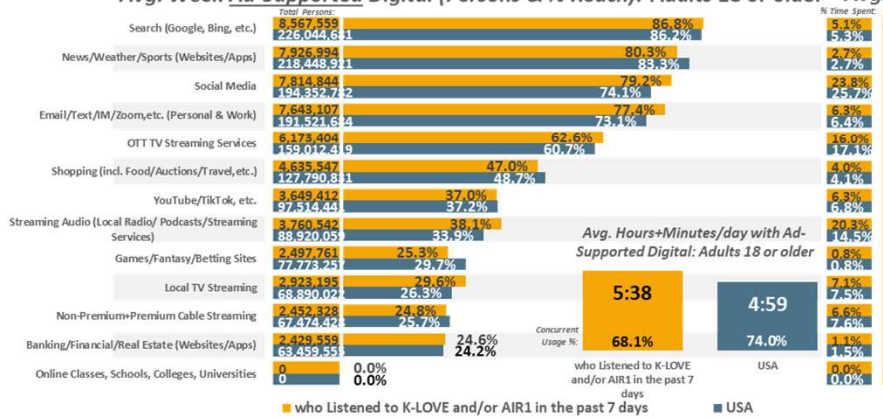
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



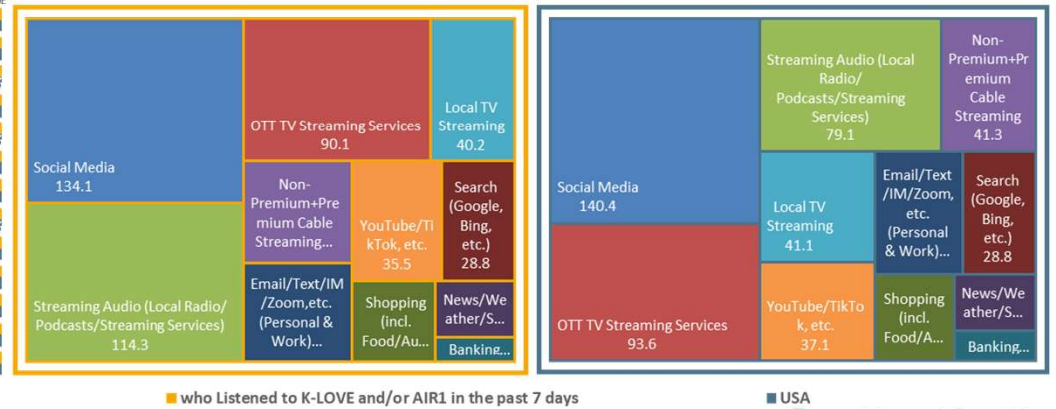
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 972

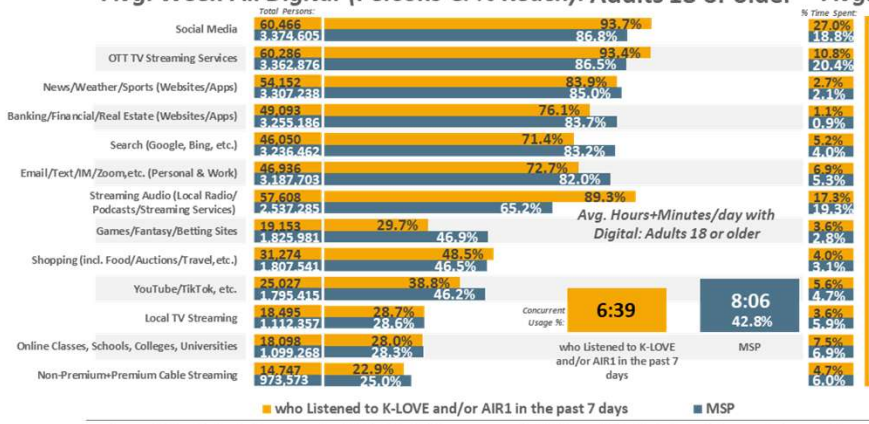
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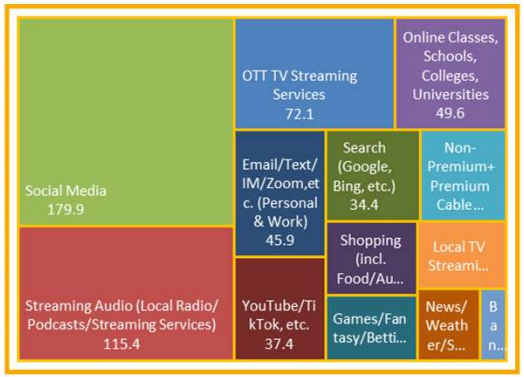
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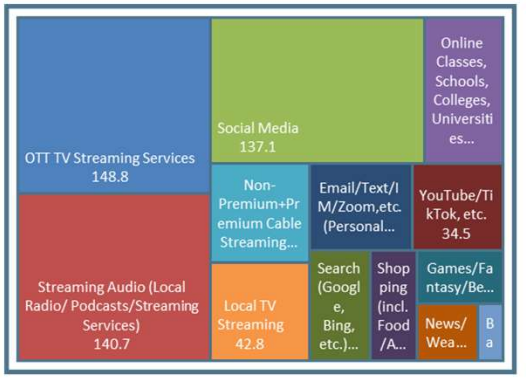
56,547 or 87.6% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days use Ad-Supported Social Media for an average of 168.2 minutes every day representing 32.3% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 18 or older

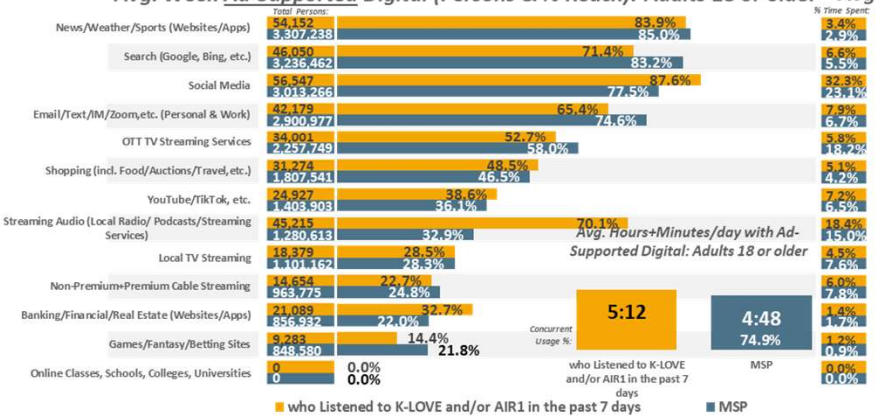


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

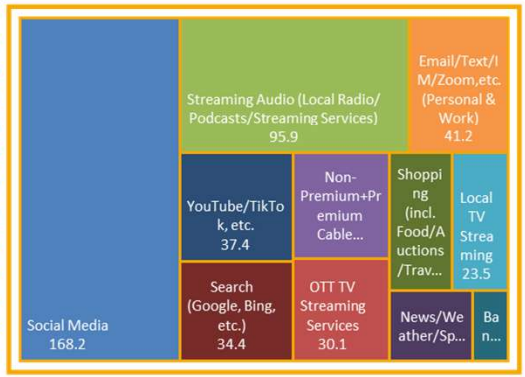


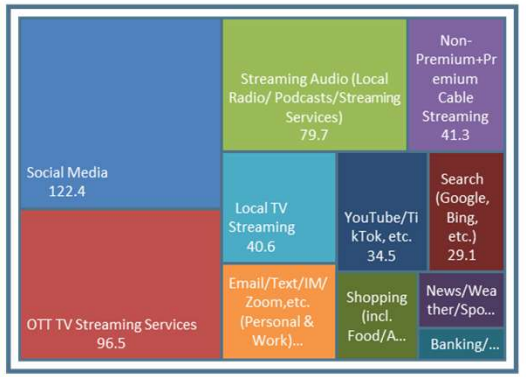


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 33

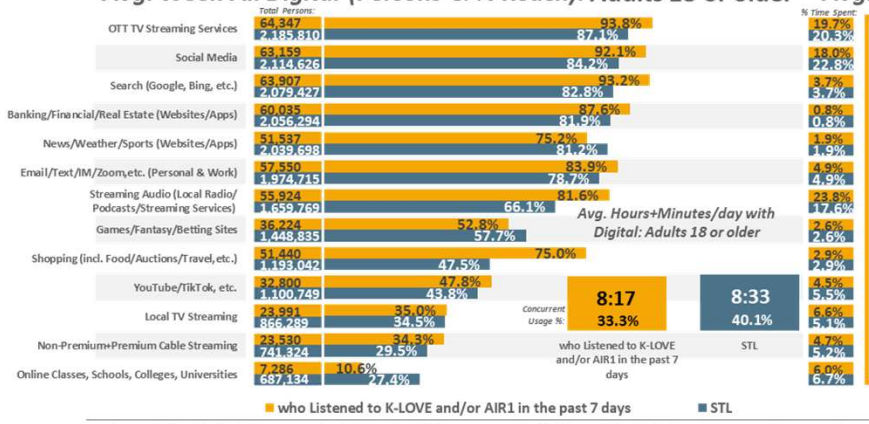
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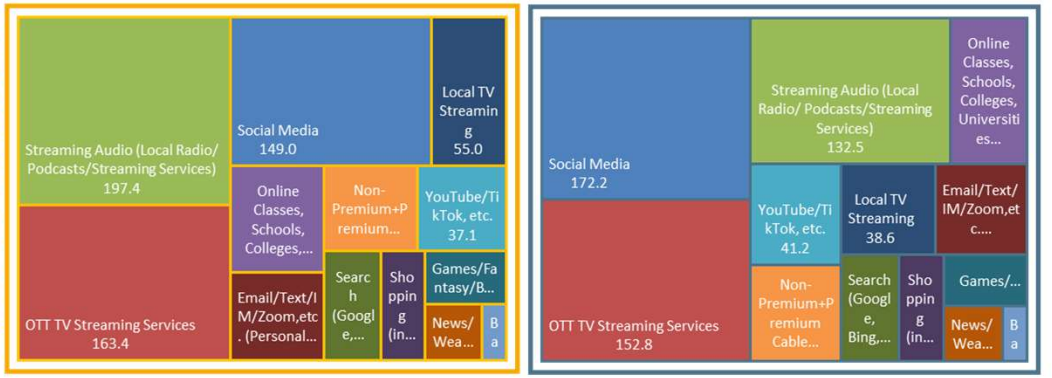
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56,476 or 82.4% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days use Ad-Supported Social Media for an average of 133.2 minutes every day representing 21.6% of all time spent daily with Ad-Supported Digital Media.

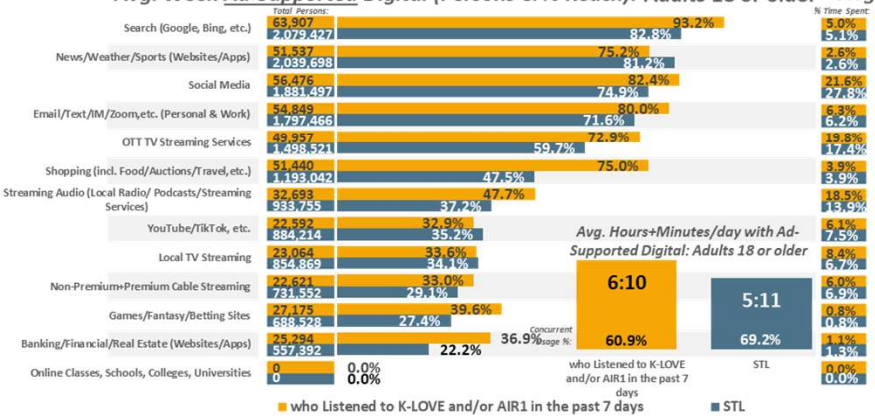
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



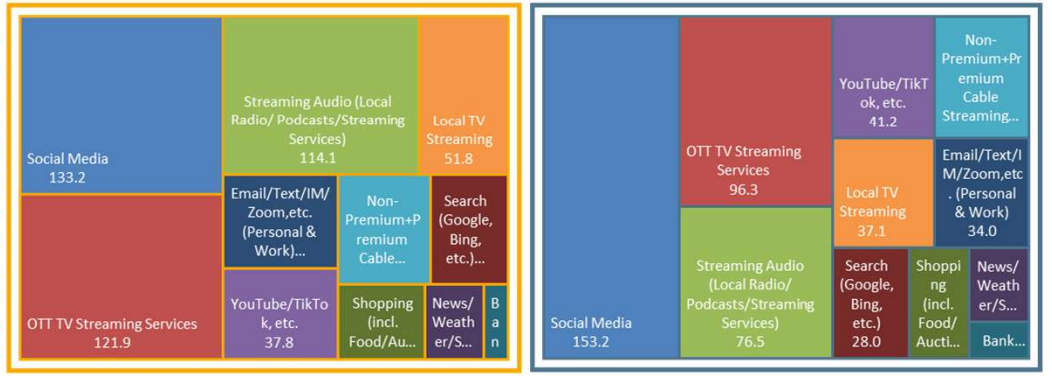
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



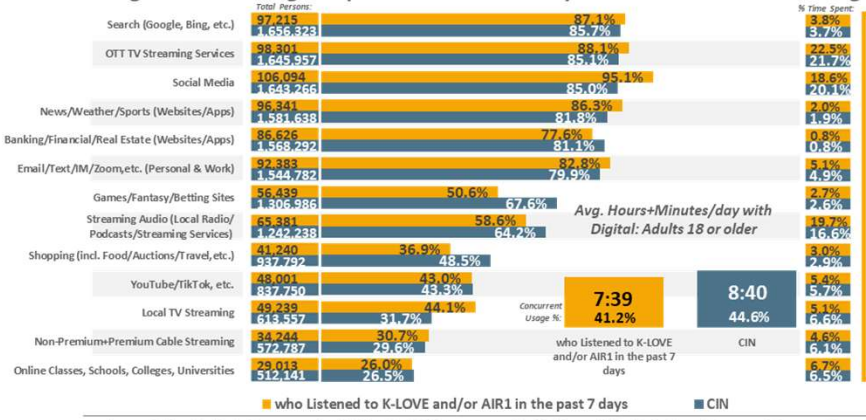
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STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 61
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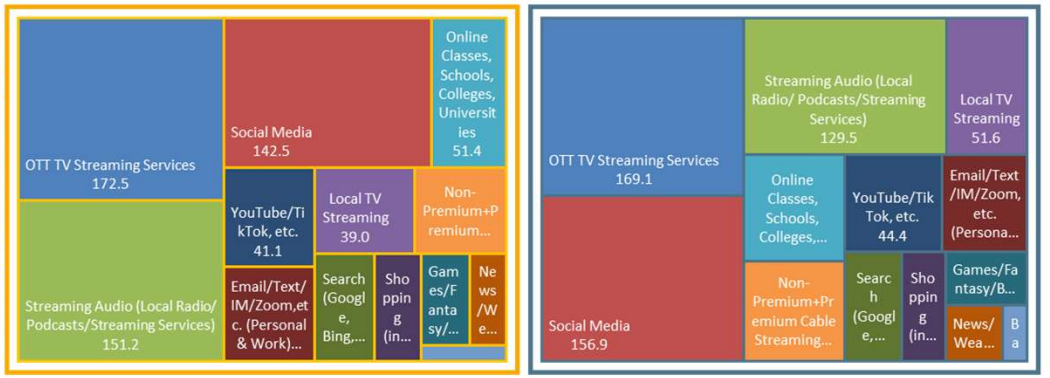
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87,988 or 78.8% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days use Ad-Supported Social Media for an average of 118.2 minutes every day representing 22.% of all time spent daily with Ad-Supported Digital Media.

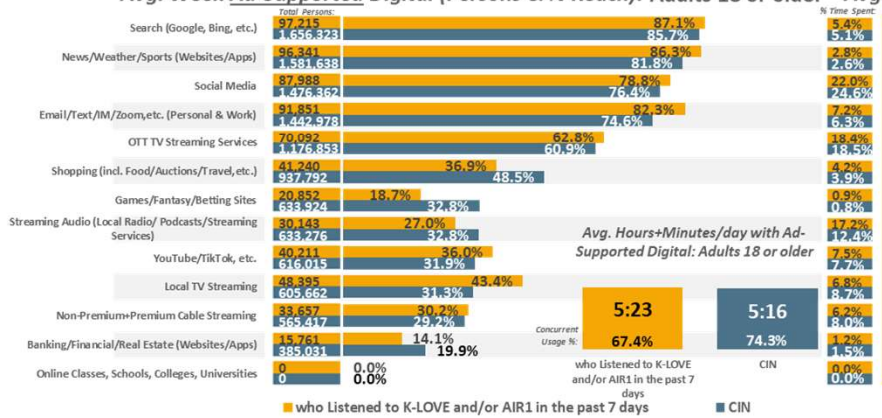
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



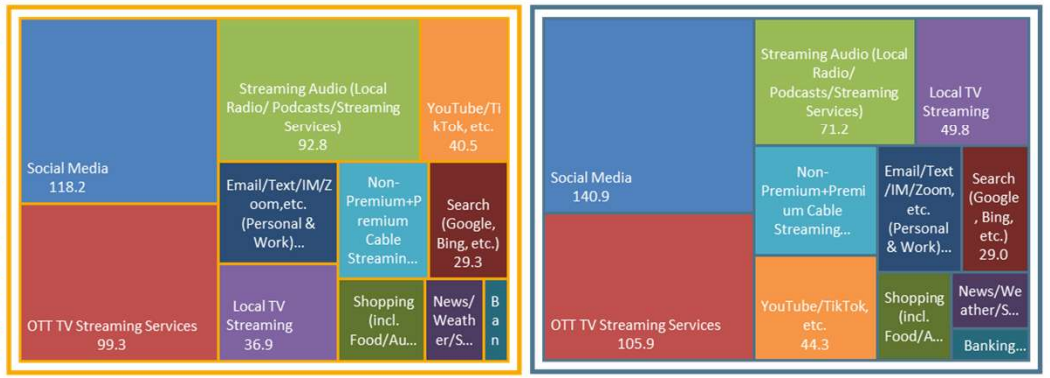
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 140

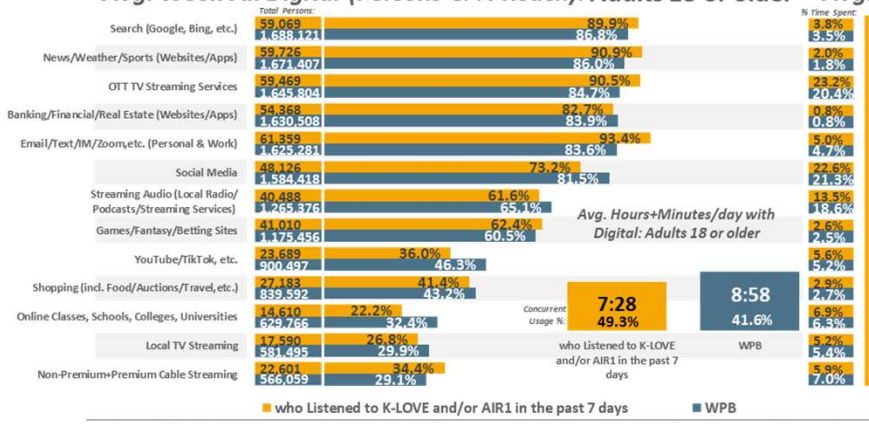
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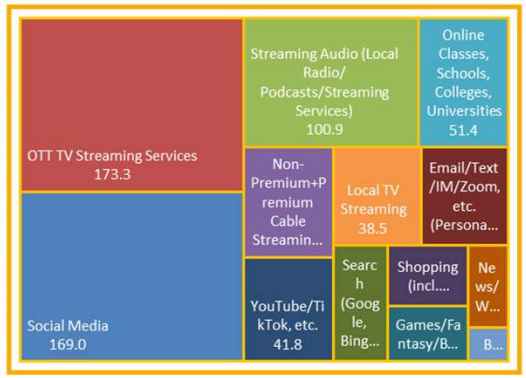
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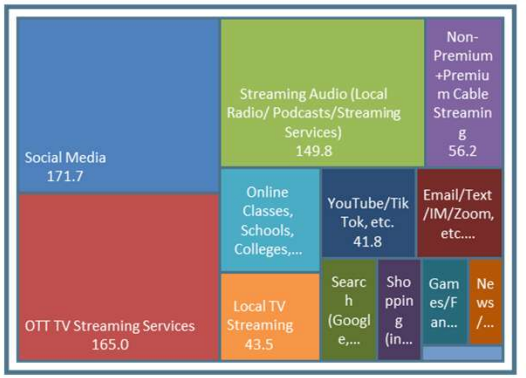
46,808 or 71.2% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days use Ad-Supported Social Media for an average of 164.3 minutes every day representing 27.8% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 18 or older

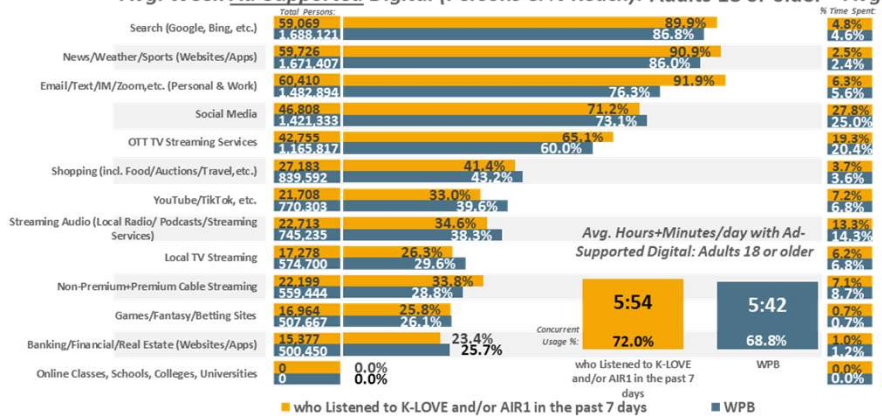


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

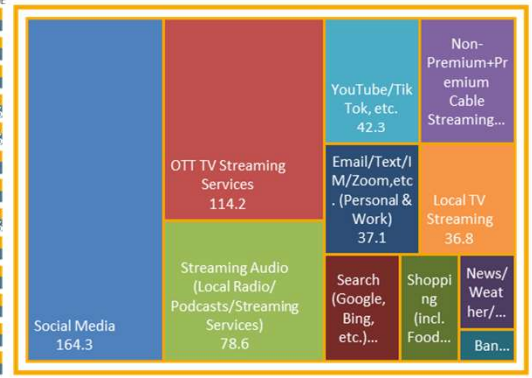


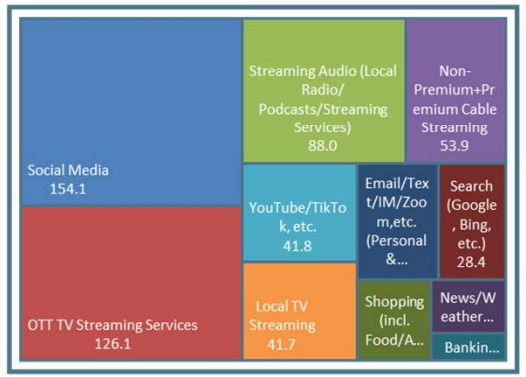


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 65

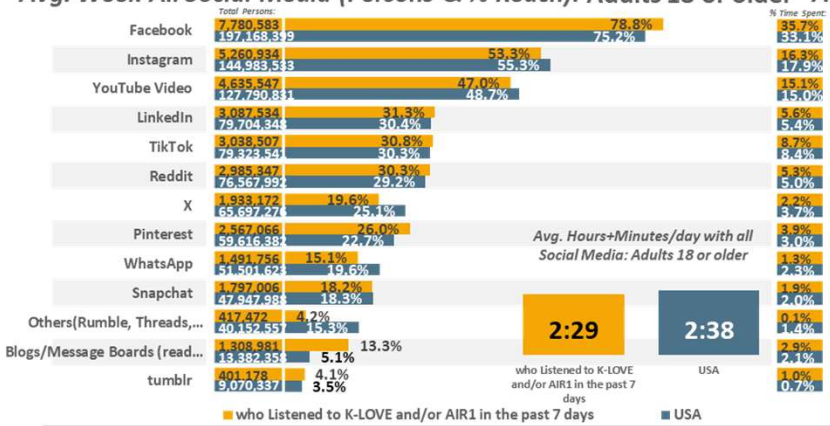
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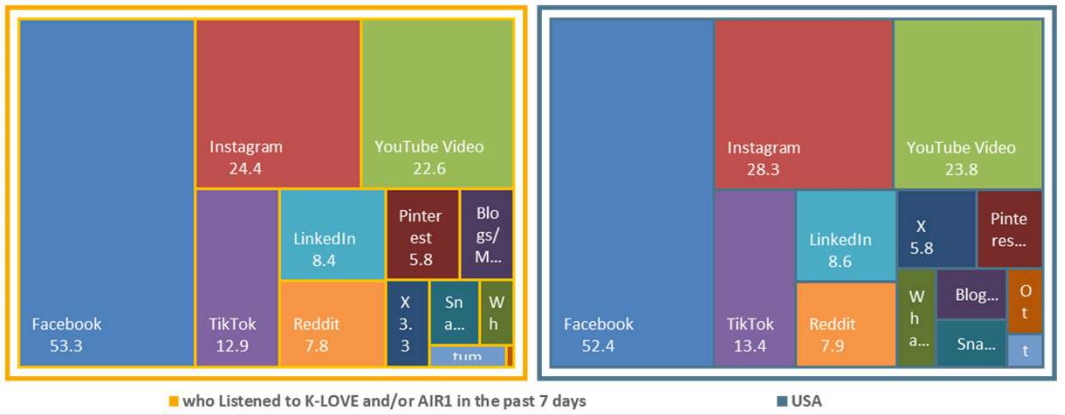
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7,780,583 or 78.8% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days use Ad-Supported Facebook for an average of 48.9 minutes every day representing 36.5% of all time spent daily with Ad-Supported Social Media.

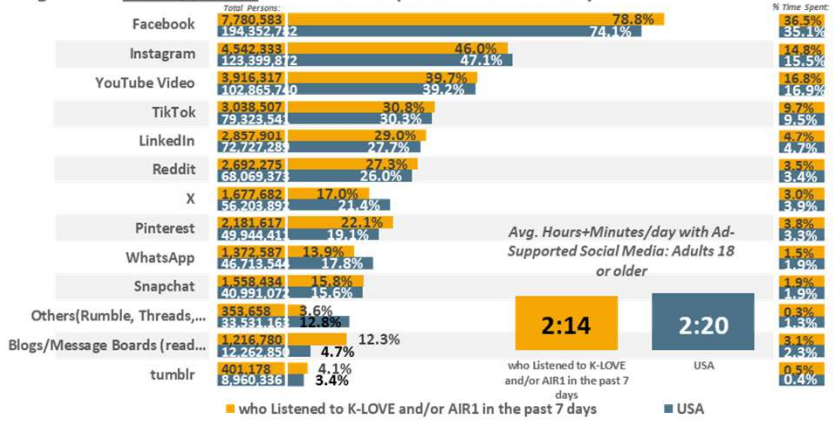
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



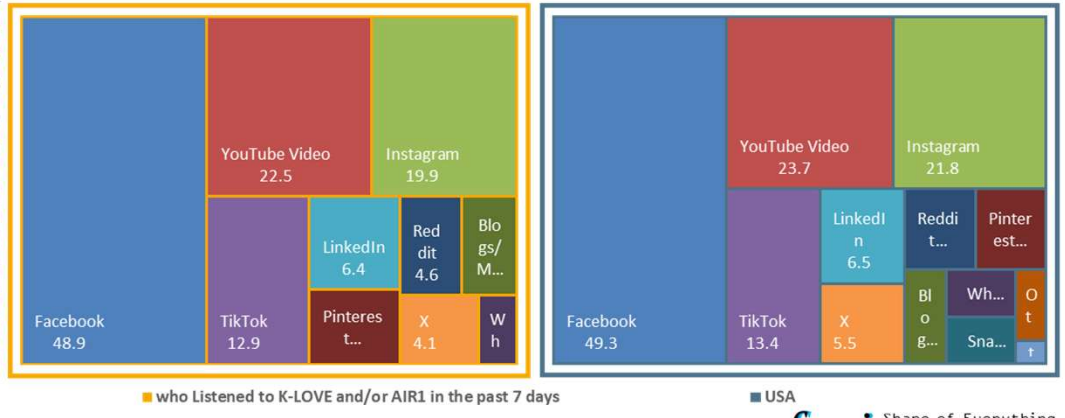
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 972

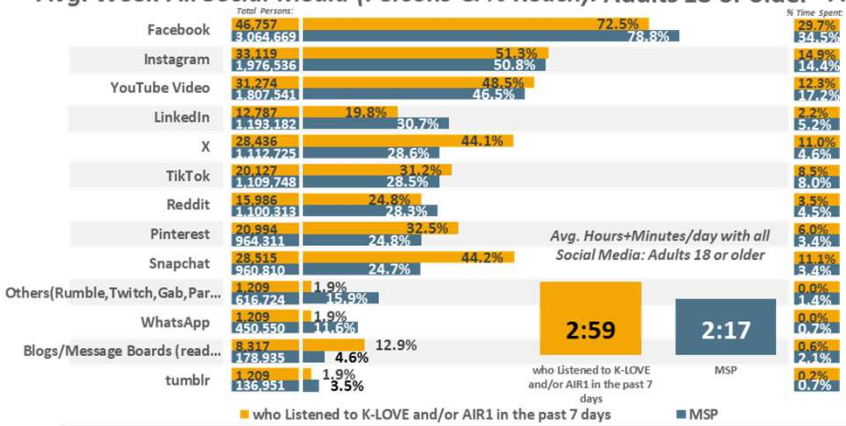
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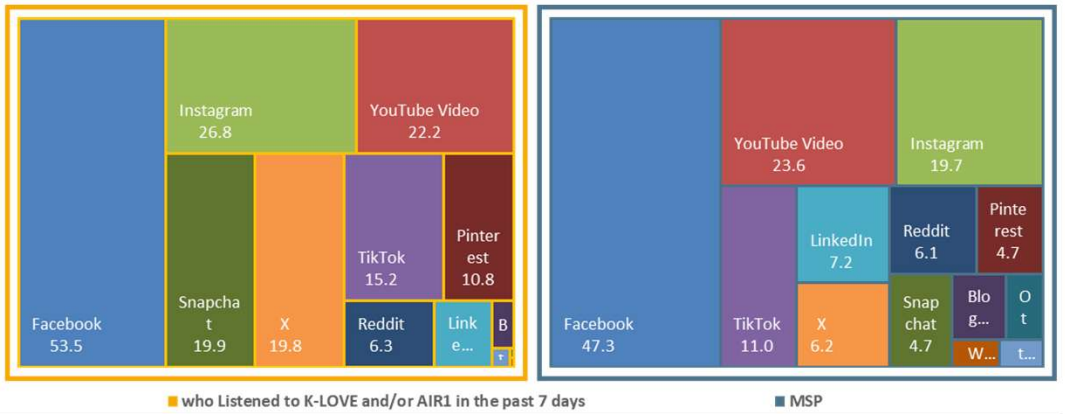
((Radio Stations: WAWE-FM OR Radio Stations: WCKL-FM OR Radio station websites visited/apps used past 7 days: WCKL-FM(klove.com) OR Radio Stations: WNLT-FM OR Radio Stations: WOBO-FM OR Radio Stations: WORi-FM OR Radio station websites visited/apps used past 7 days: WNLT-FM(klove.com) OR Radio station websites visited/apps used past 7 days: WOBO-FM(wobofm.com)OR Radio Stations: KMWA-FM OR Radio Stations: KAIZ-FM OR Radio Stations: KLPT-FM OR Radio Stations: KLVA-FM OR Radio Stations: KLVK-FM OR Radio Stations: KLSW-FM OR Radio Stations: KWAO-FM OR Radio station websites visited/apps used past 7 days: KLSW-FM(klove.com) OR Radio Stations: KDHX-FM OR Radio Stations: WAIW-FM OR Radio Stations: WLVW-FM OR Radio station websites visited/apps used past 7 days: WAIW-FM(air1.com) OR Radio station websites visited/apps used past 7 days: WLVW-FM(klove.com) OR Radio Stations: WFLV-FM OR Radio station websites visited/apps used past 7 days: WFLV 90.7 FM (klove.com))

46,757 or 72.5% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days use Ad-Supported Facebook for an average of 60.7 minutes every day representing 36.1% of all time spent daily with Ad-Supported Social Media.

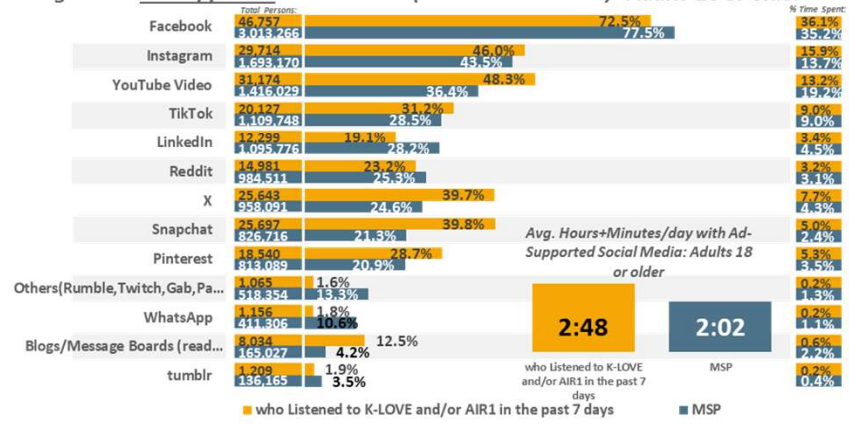
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



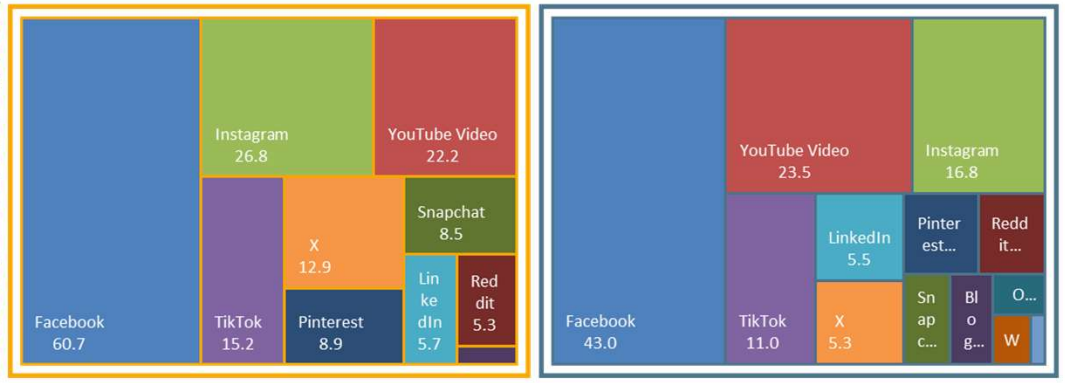
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 33

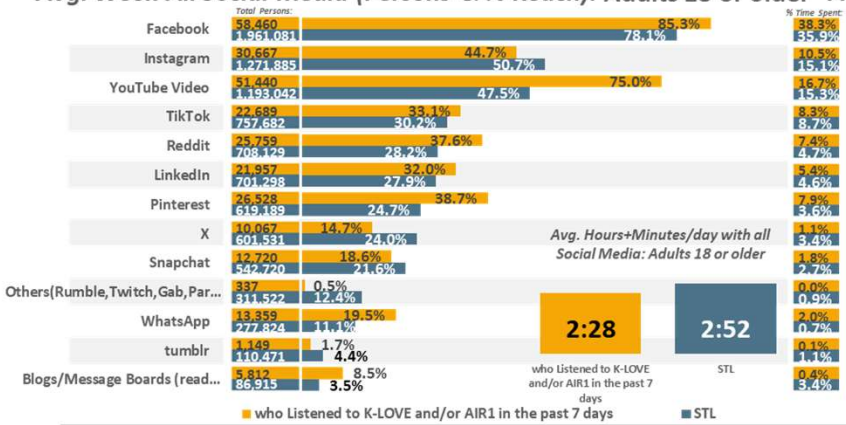
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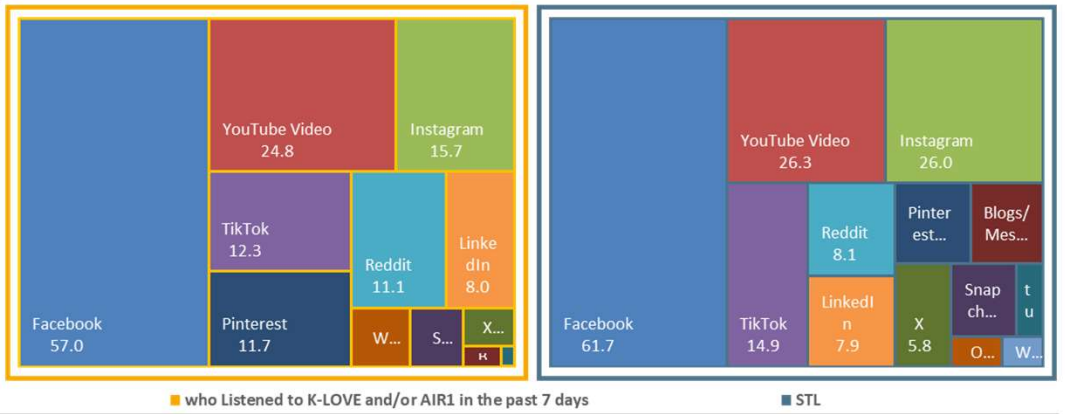
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56,476 or 82.4% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days use Ad-Supported Facebook for an average of 50.6 minutes every day representing 38.% of all time spent daily with Ad-Supported Social Media.

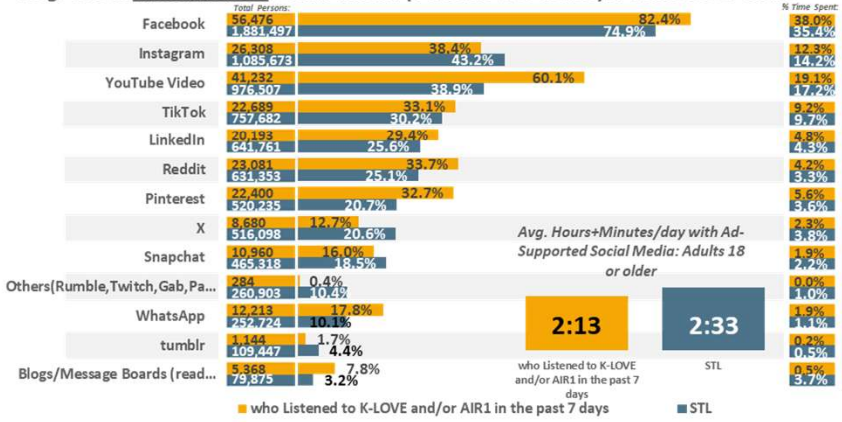
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



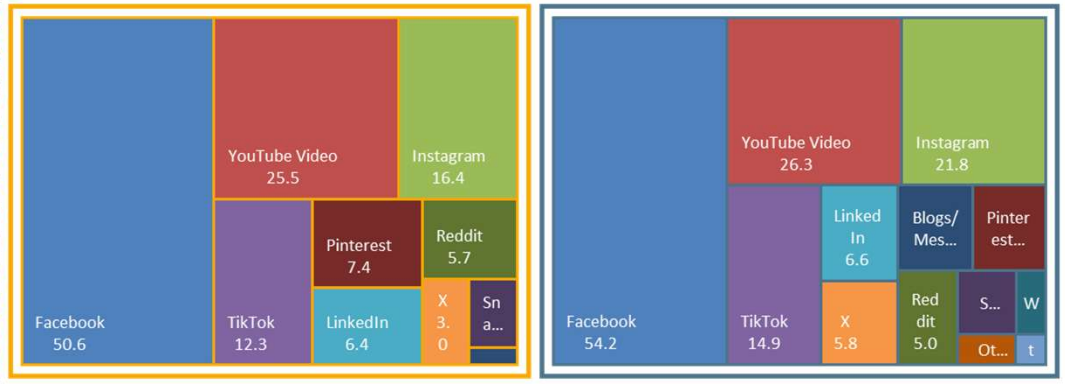
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 61

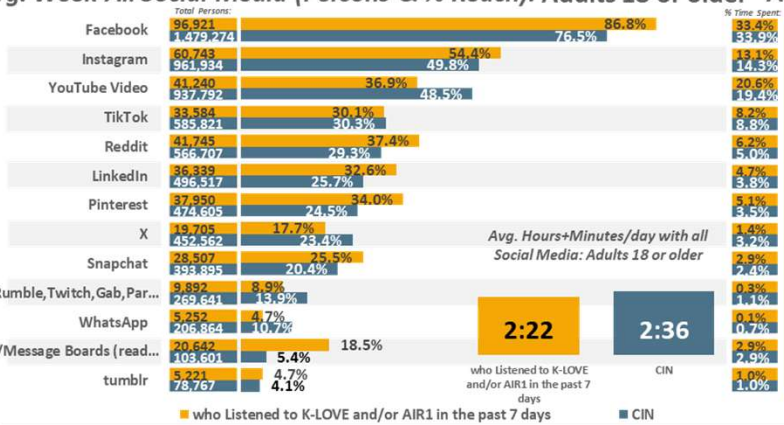
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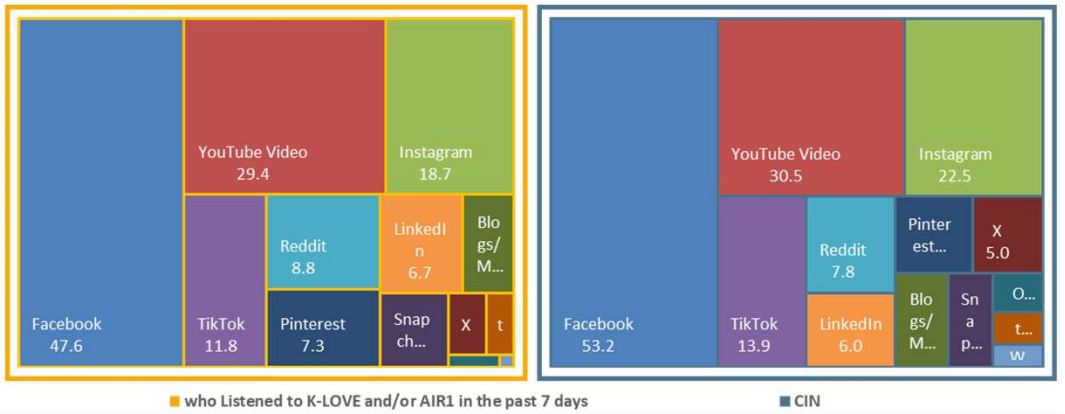
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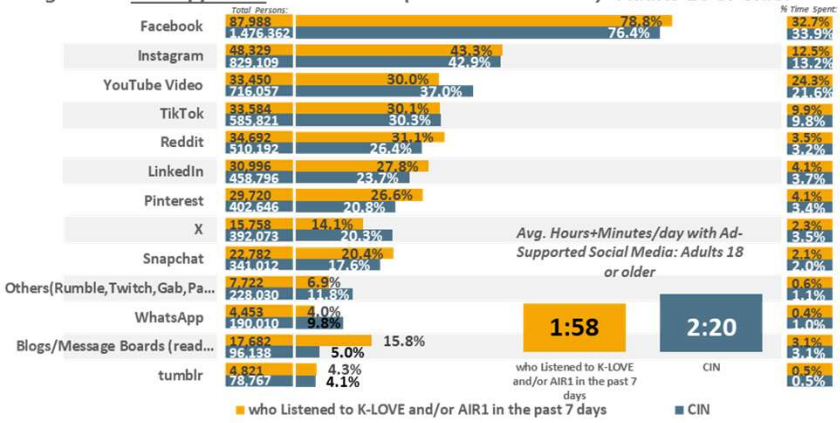
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



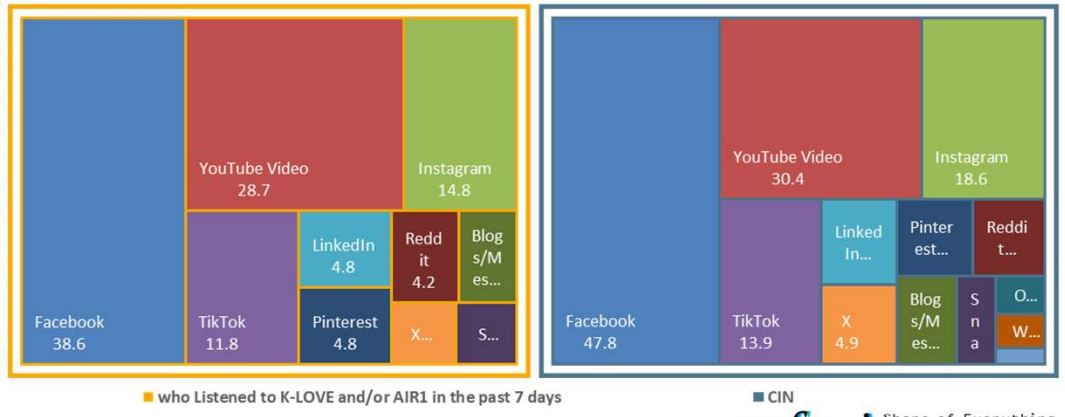
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 140

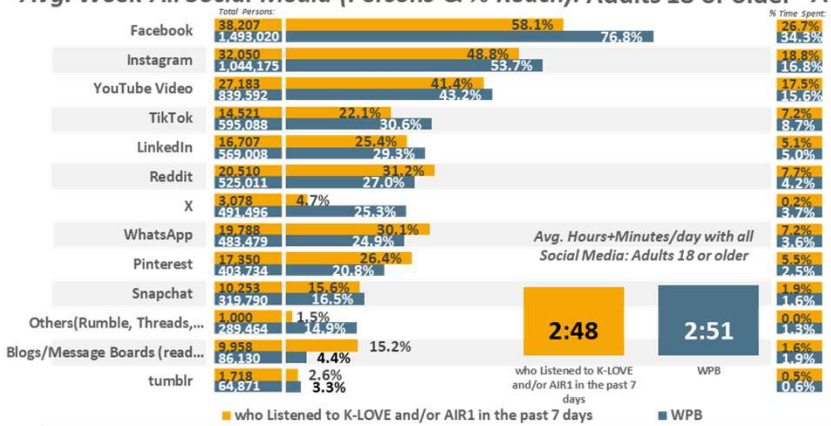
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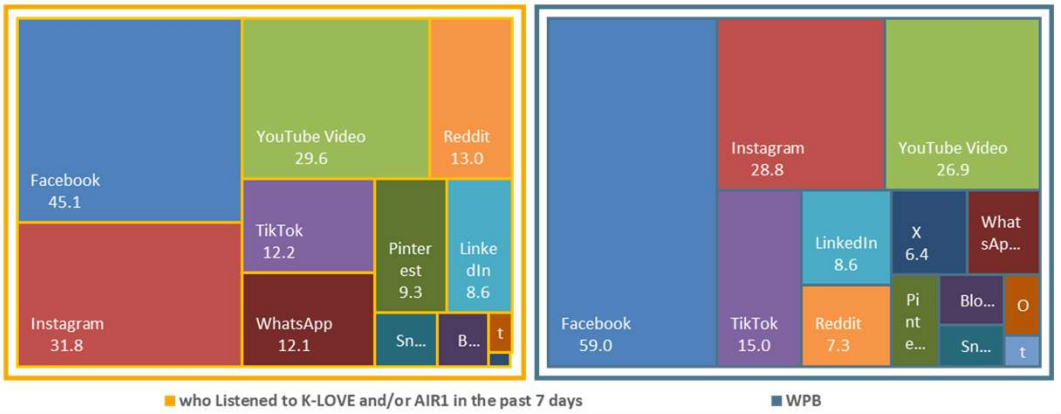
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38,207 or 58.1% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days use Ad-Supported Facebook for an average of 53.7 minutes every day representing 32.6% of all time spent daily with Ad-Supported Social Media.

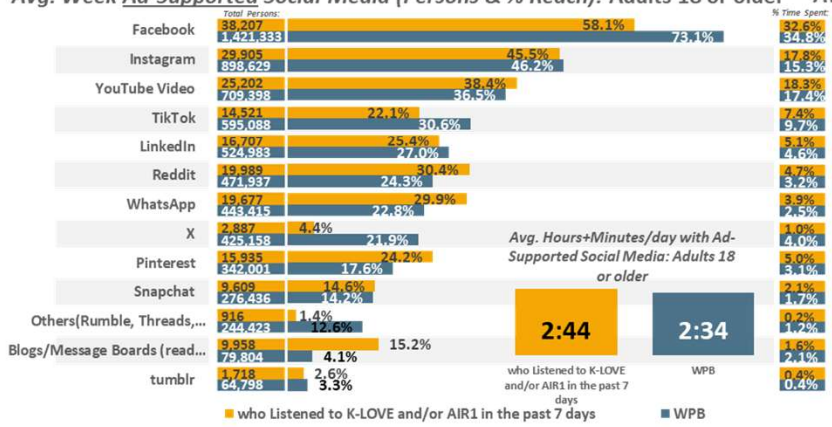
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



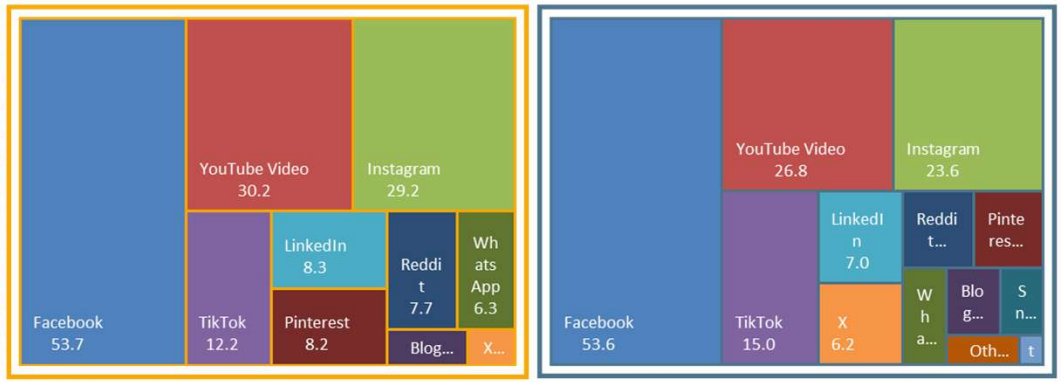
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



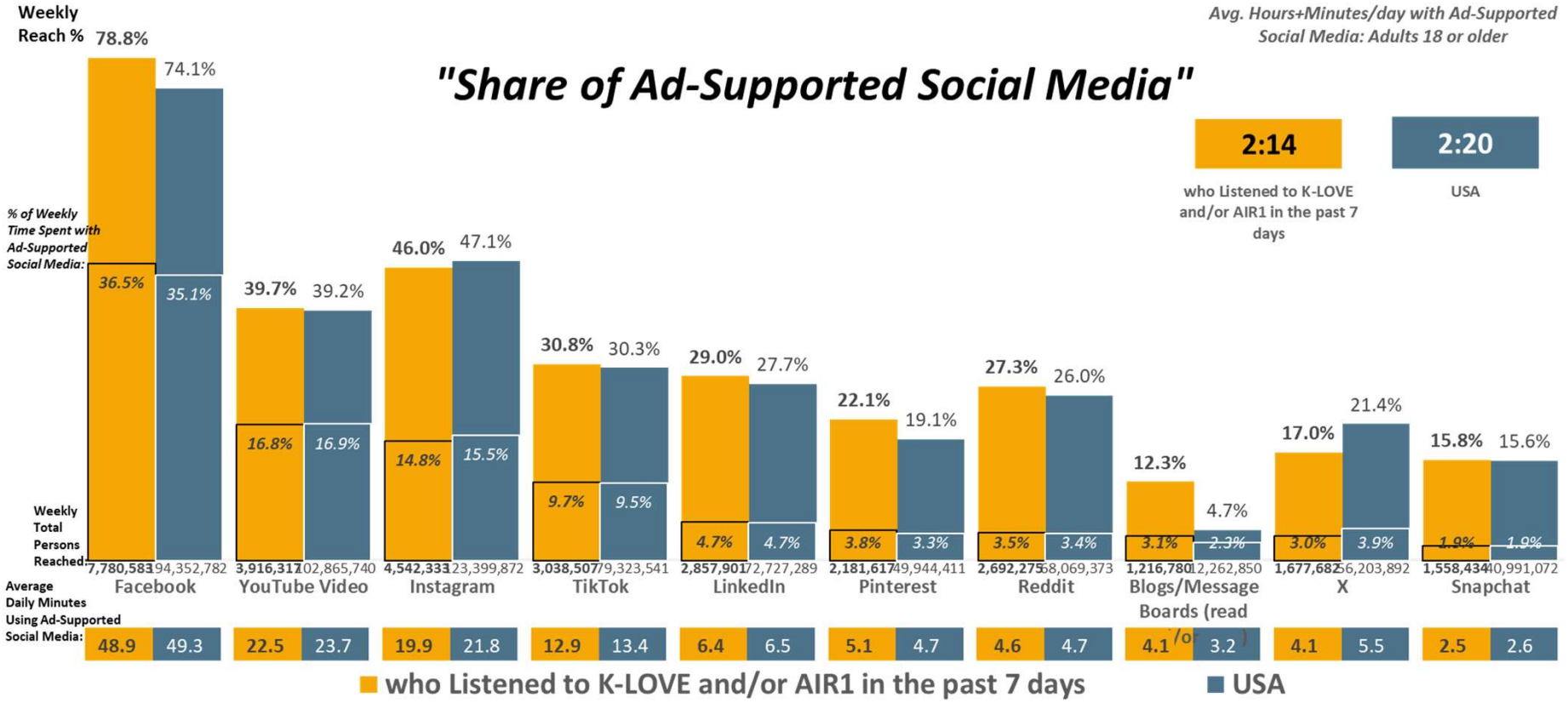
WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 65

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7,780,583 or 78.8% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days use Ad-Supported Facebook for an average of 48.9 minutes every day representing 36.5% of all time spent daily with Ad-Supported Social Media.



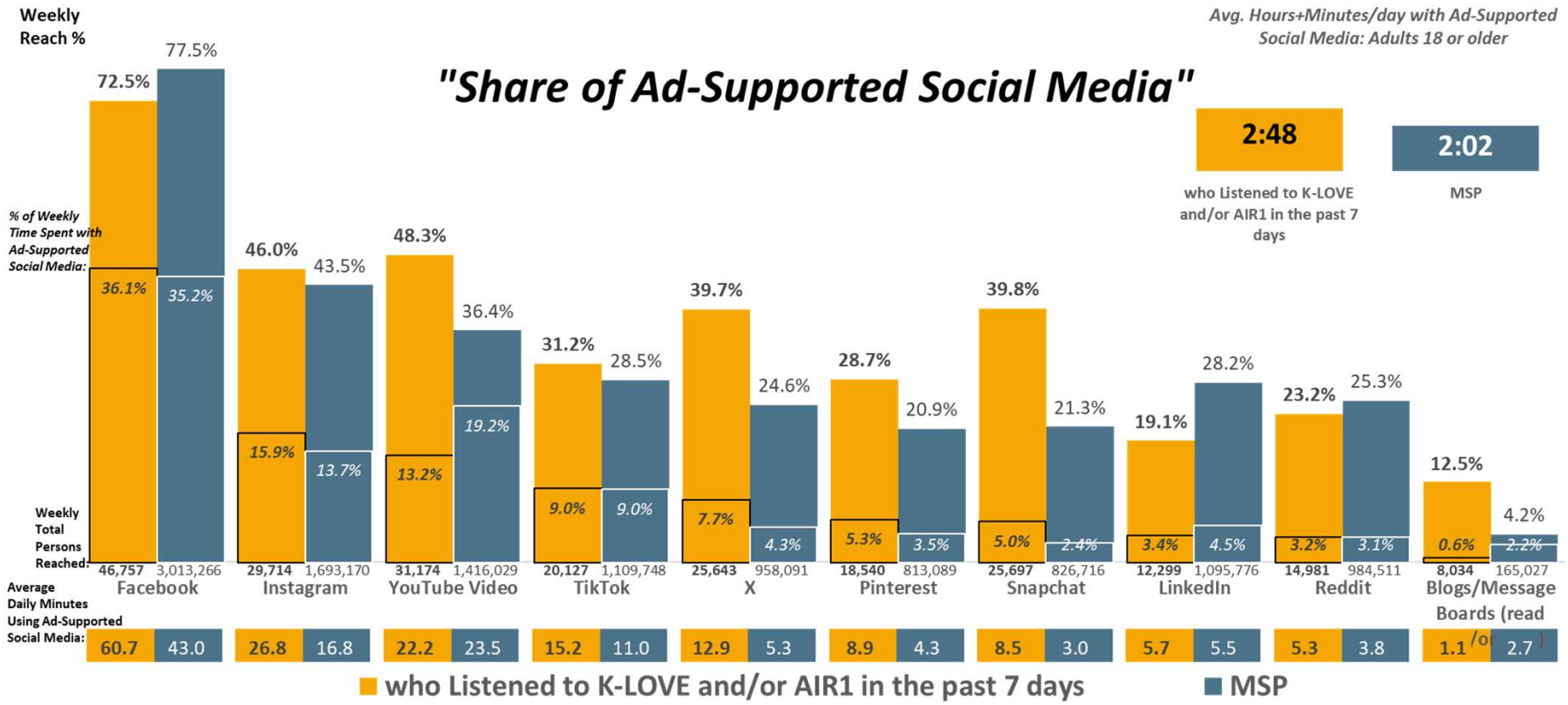
USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 972 Scarborough R1 2026: Sep24-Feb26 USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 25,257

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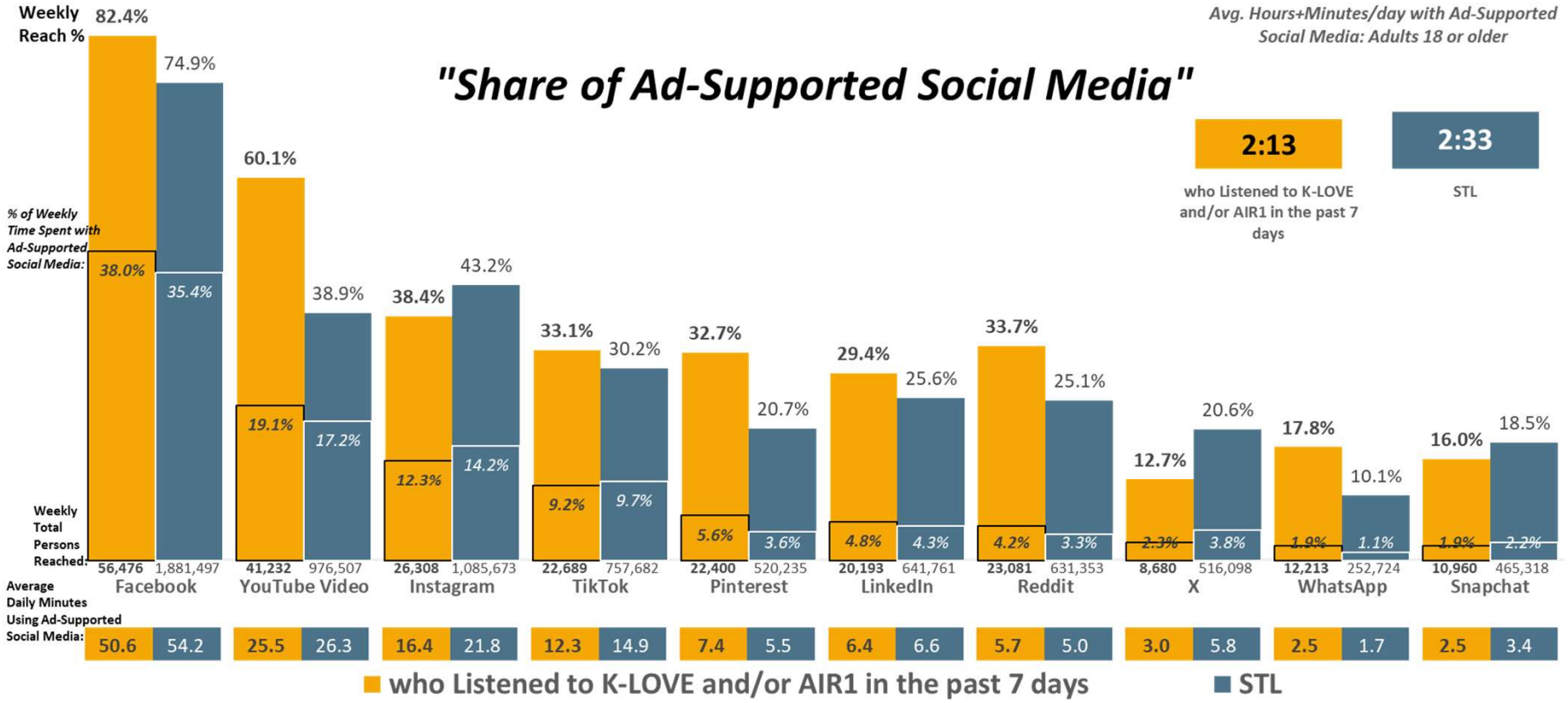
MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 33 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

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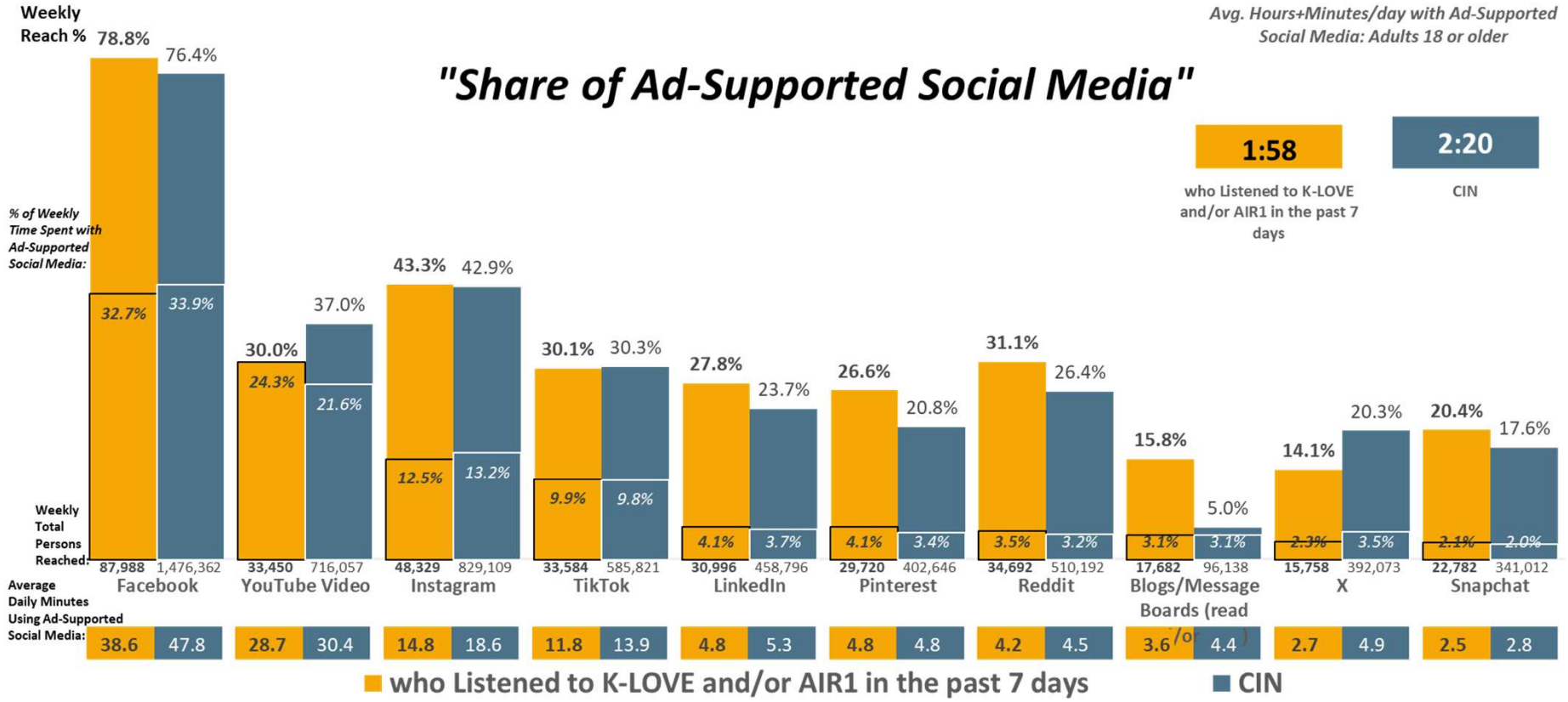
STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 61 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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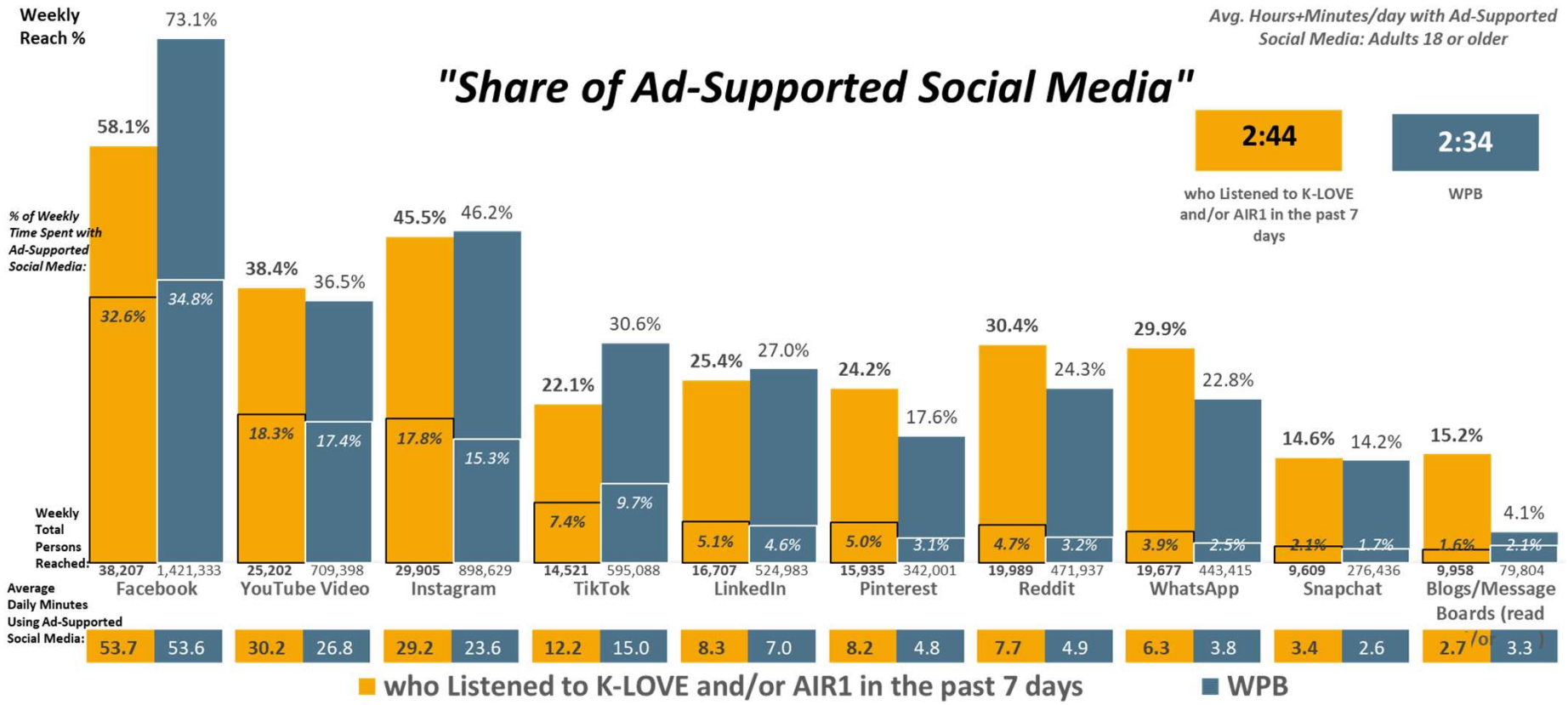
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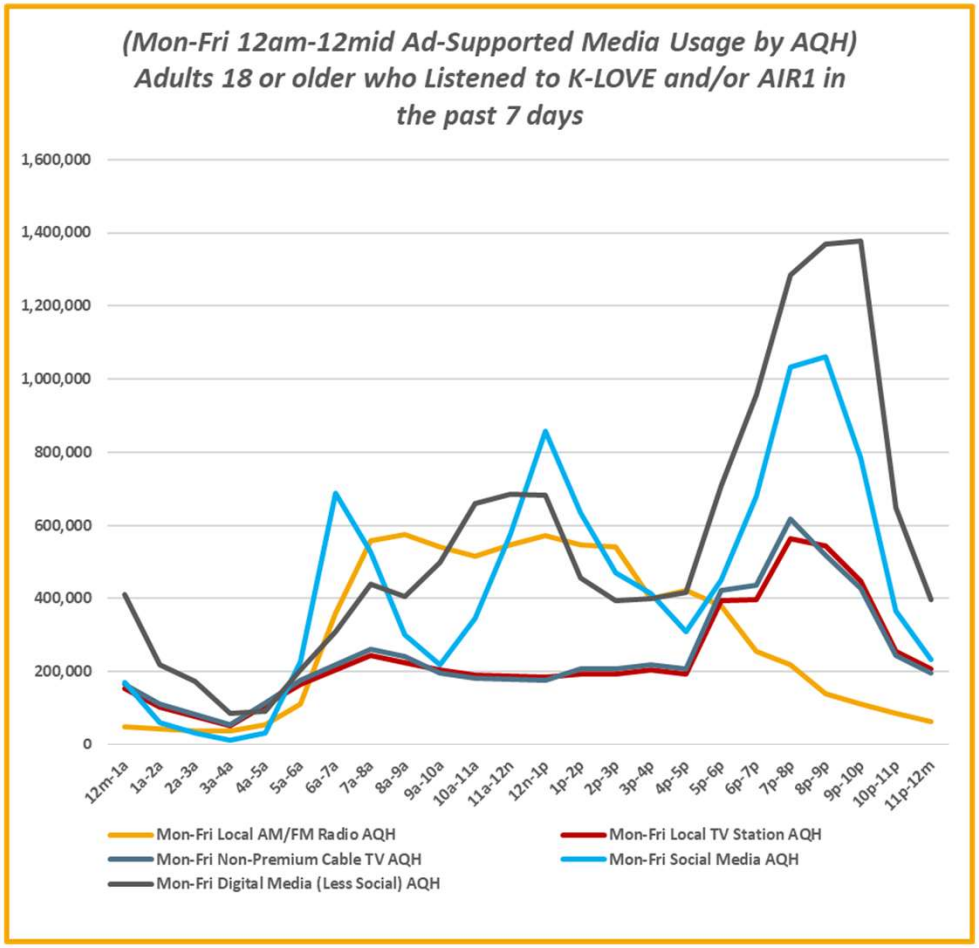
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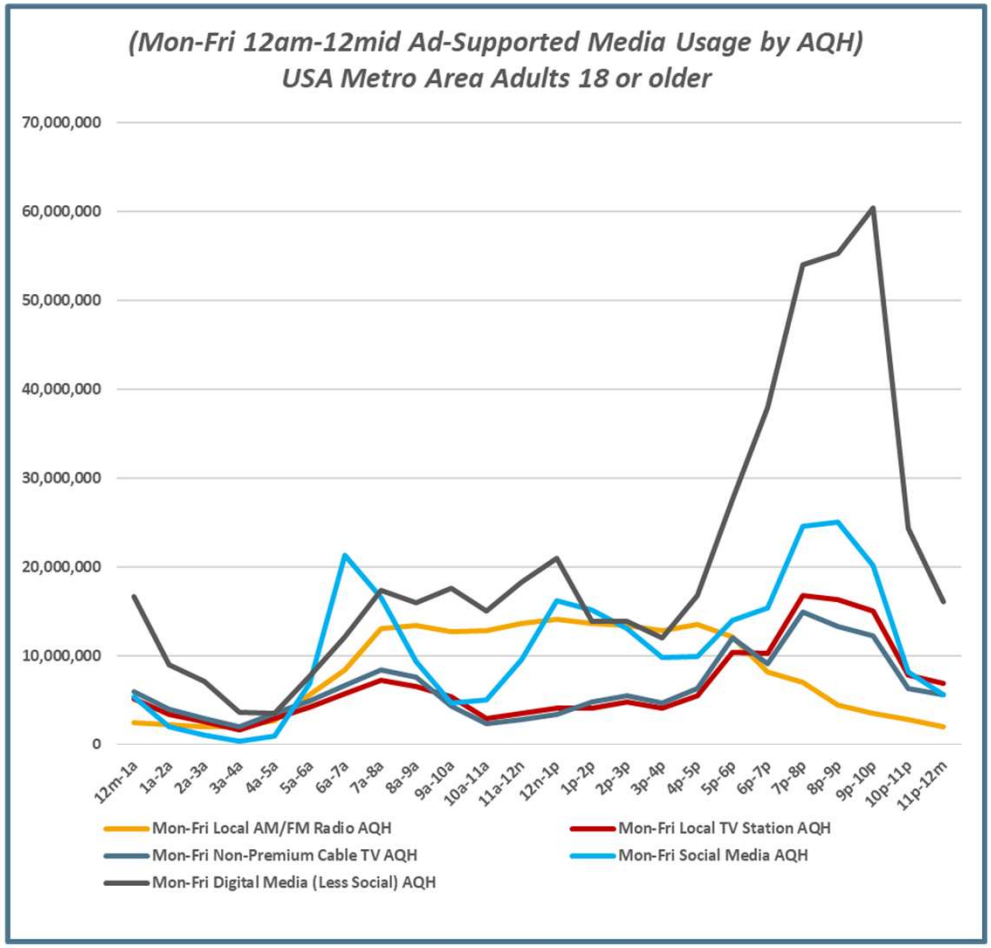
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 539,239; Social Media: 497,219; Local Radio: 477,727; Non-Prem. Cable: 242,706; Local TV: 232,319 reaching Adults 18 or older who Listened to K-LOVE and/or AIR1 in the pa





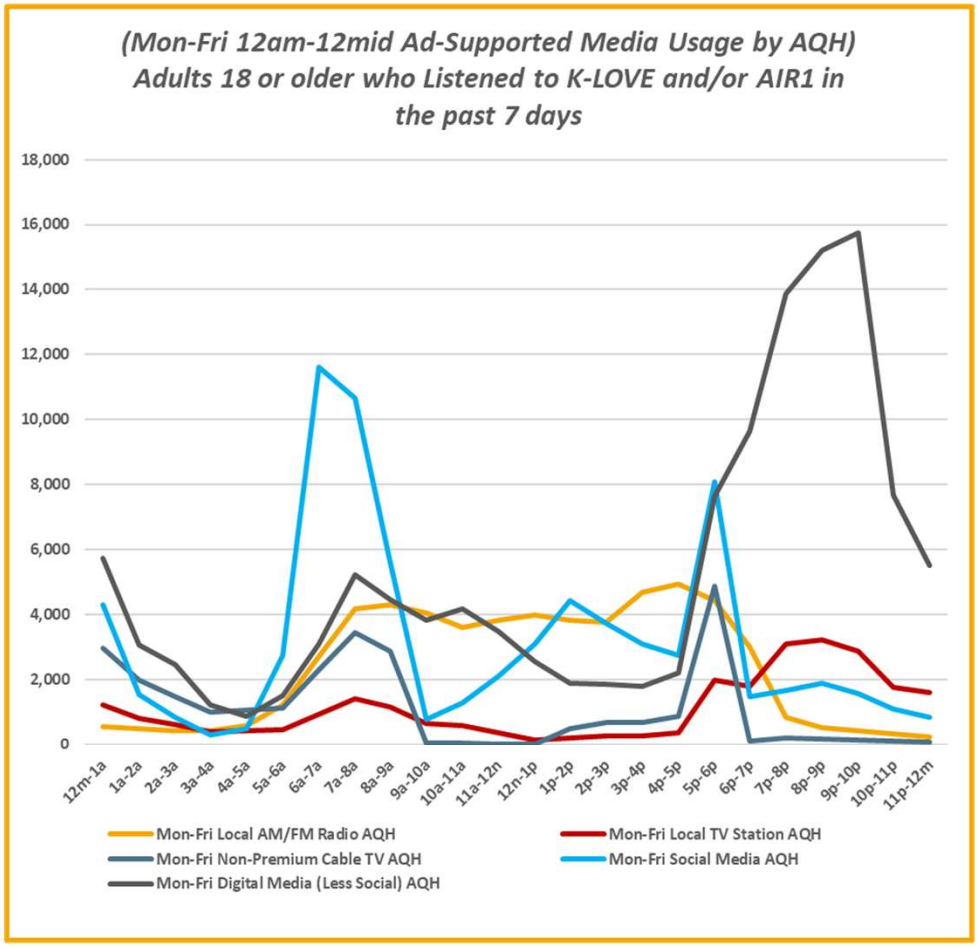
USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 972

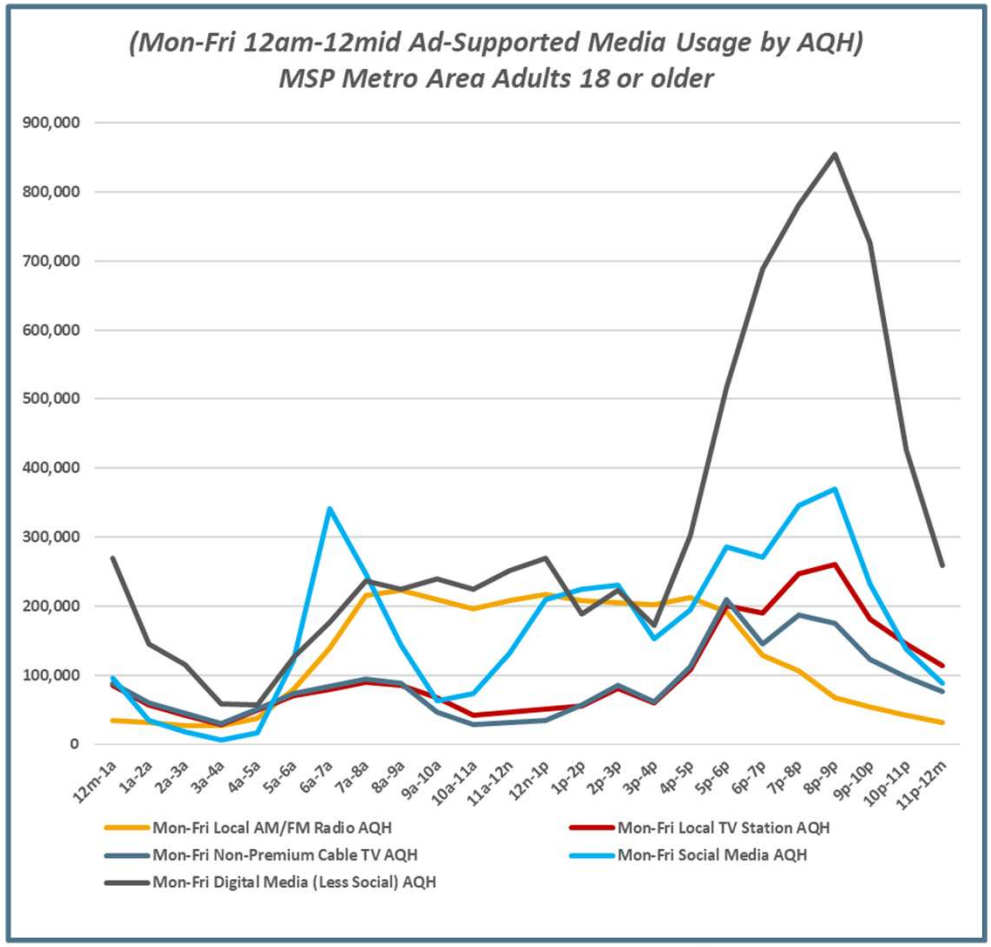
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M-F 6a-7p Avg. Available Impressions per 15-min. are... Social Media: 4,508; All Other Digital Media: 3,985; Local Radio: 3,939; Non-Prem. Cable: 1,255; Local TV: 772 reaching Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days.



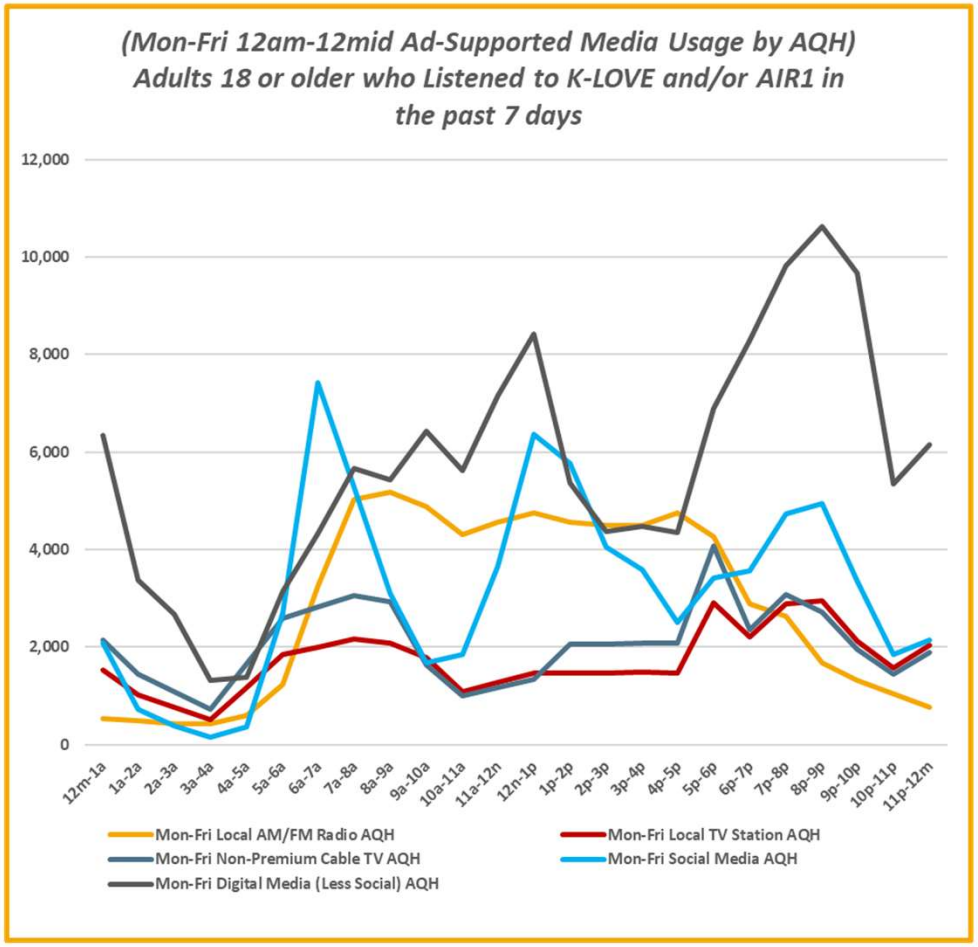


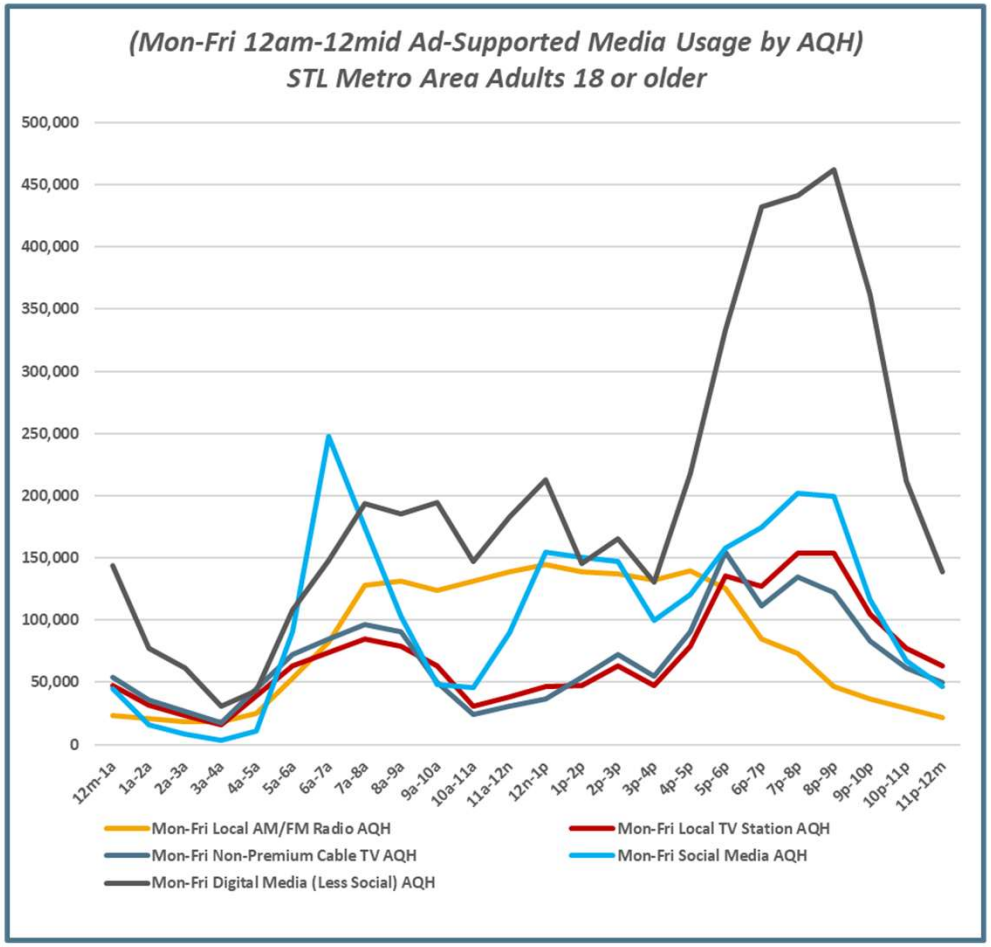
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,905; Local Radio: 4,417; Social Media: 4,018; Non-Prem. Cable: 2,206; Local TV: 1,759 reaching Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days.



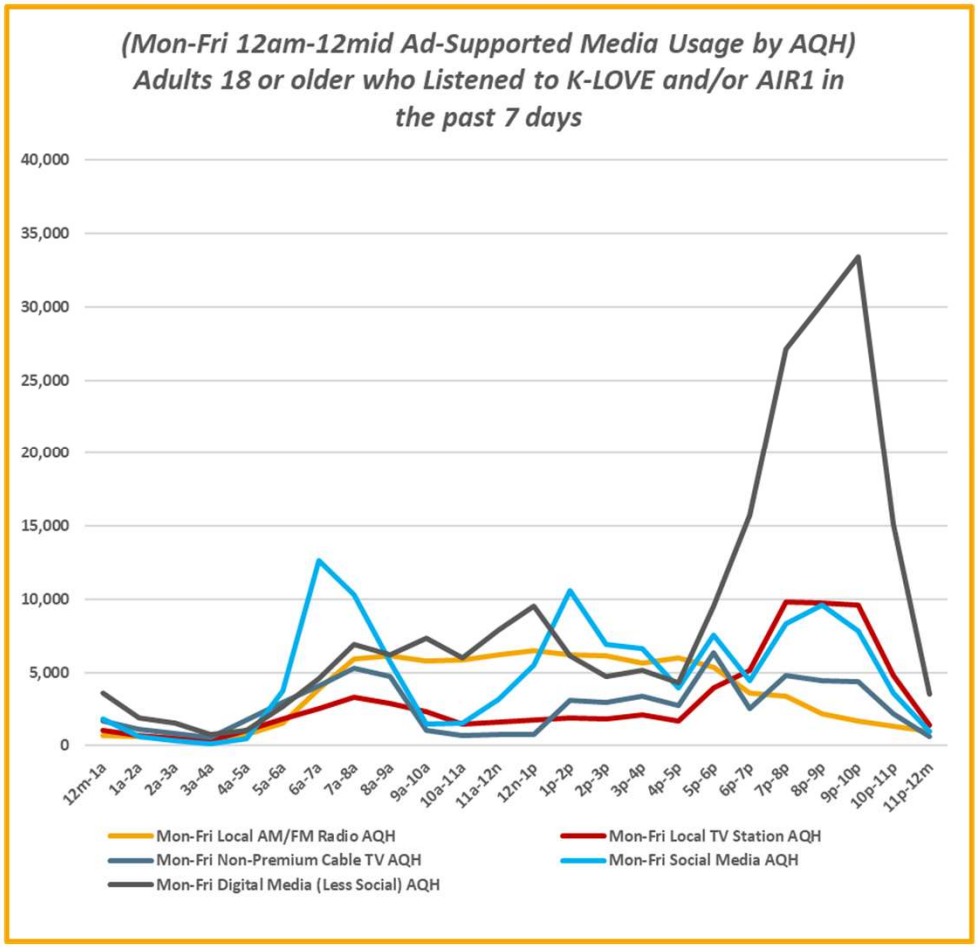


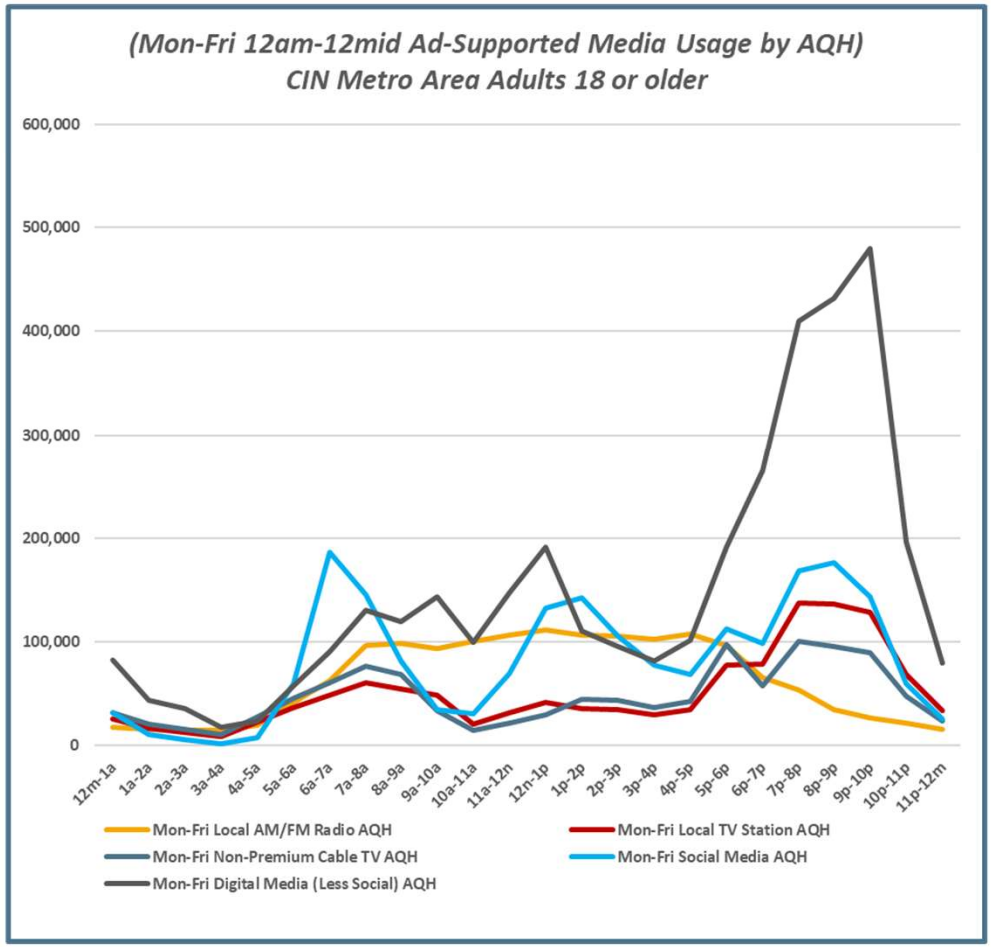
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,237; Social Media: 6,182; Local Radio: 5,634; Non-Prem. Cable: 2,955; Local TV: 2,508 reaching Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days.





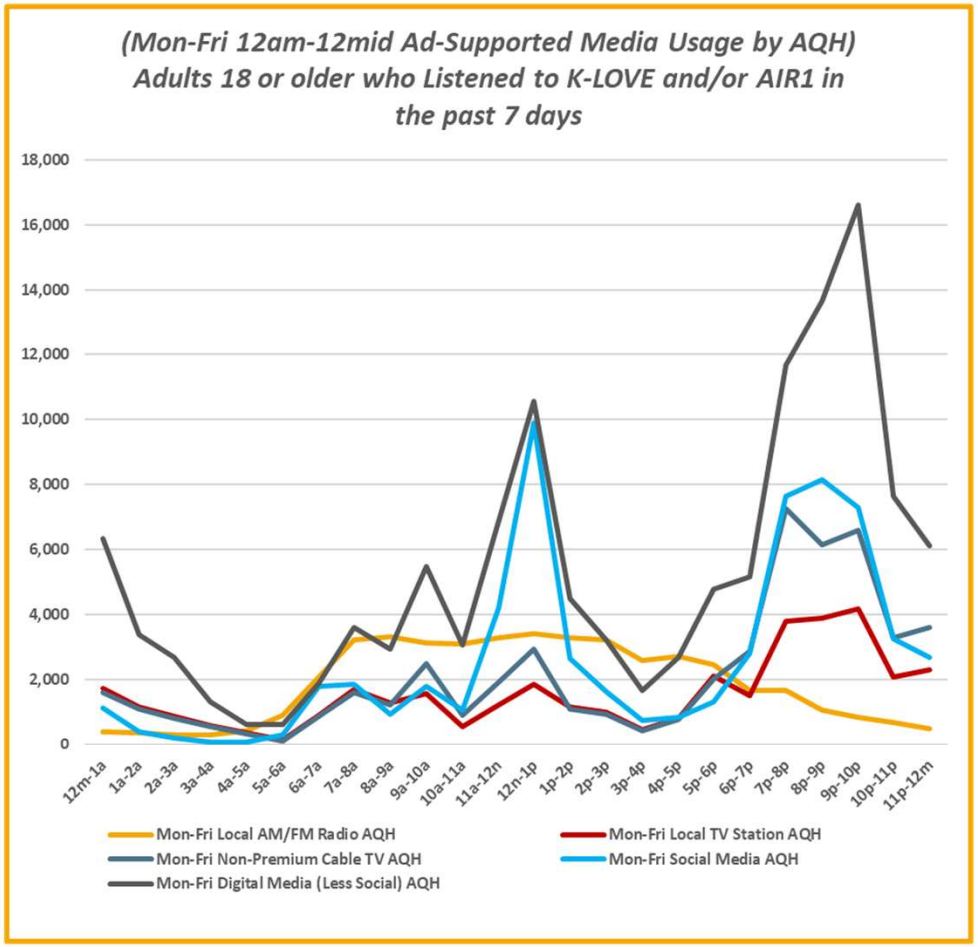
CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 140

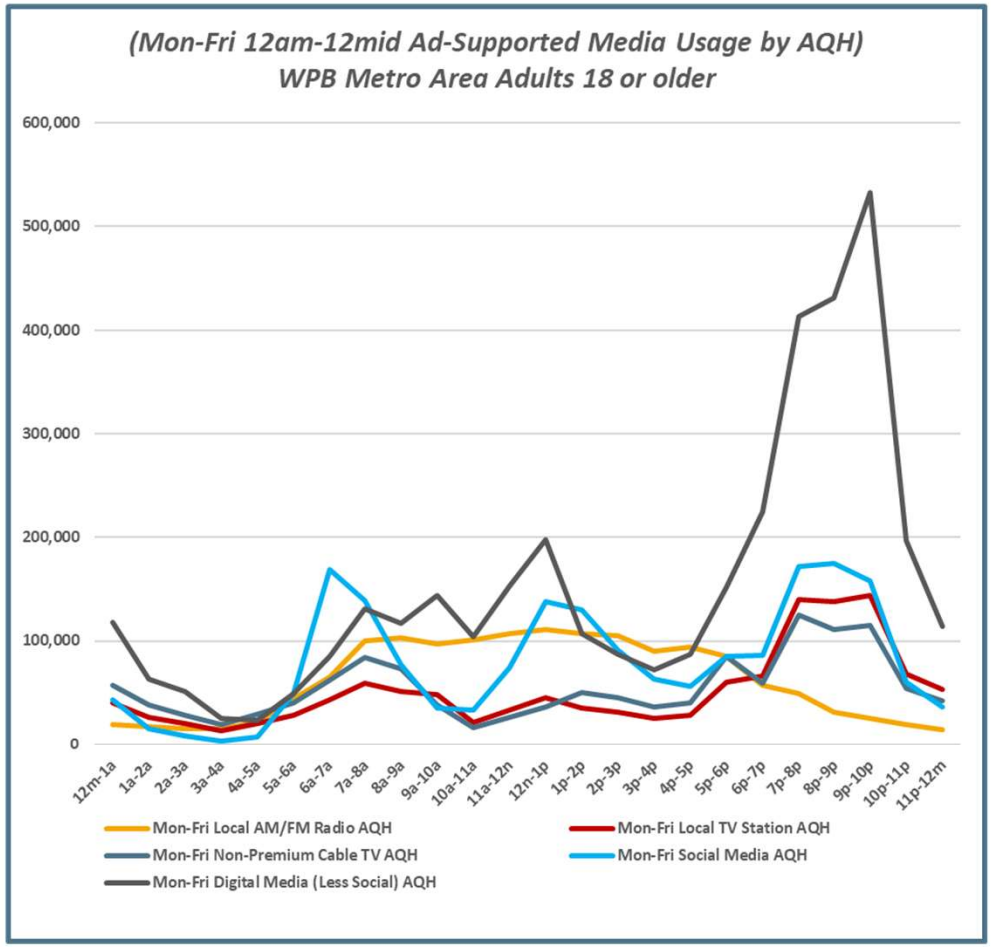
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,341; Local Radio: 2,877; Social Media: 2,426; Non-Prem. Cable: 1,539; Local TV: 1,244 reaching Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days.





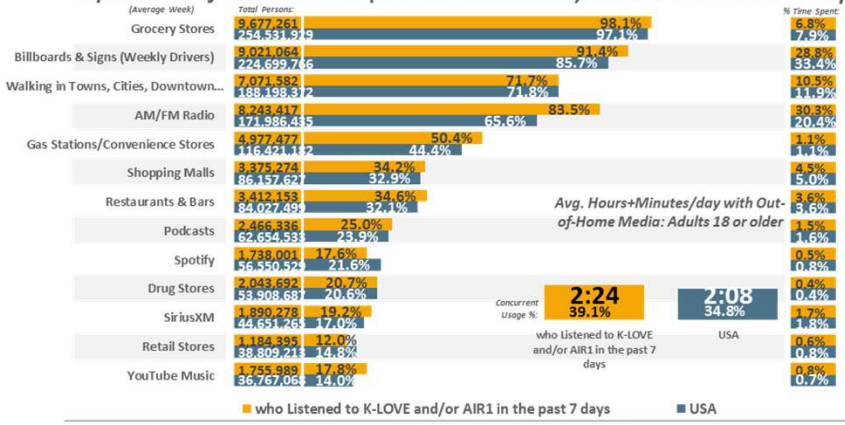
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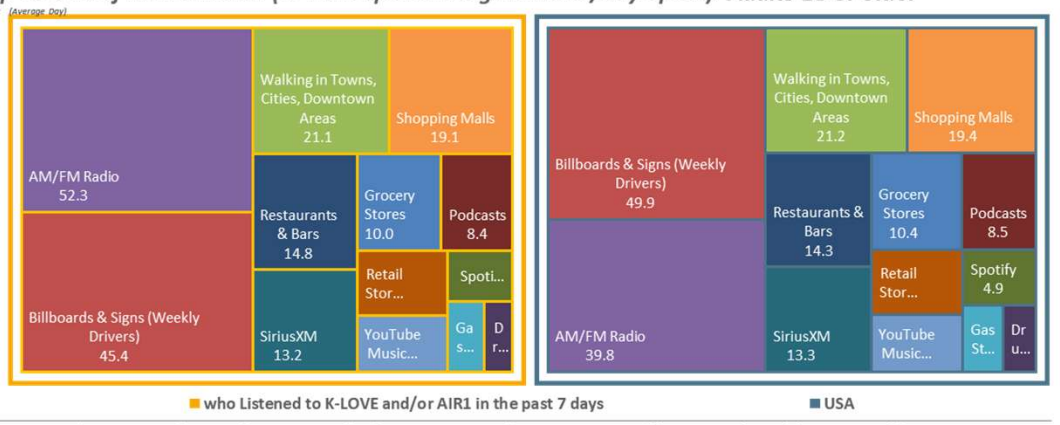
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9,021,064 or 91.4% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an average of 45.4 minutes per day driving, seeing Billboards and Signs. 60.7% Listen to Local Radio Stations Out-of-Home for an average of 47.8 minutes/d

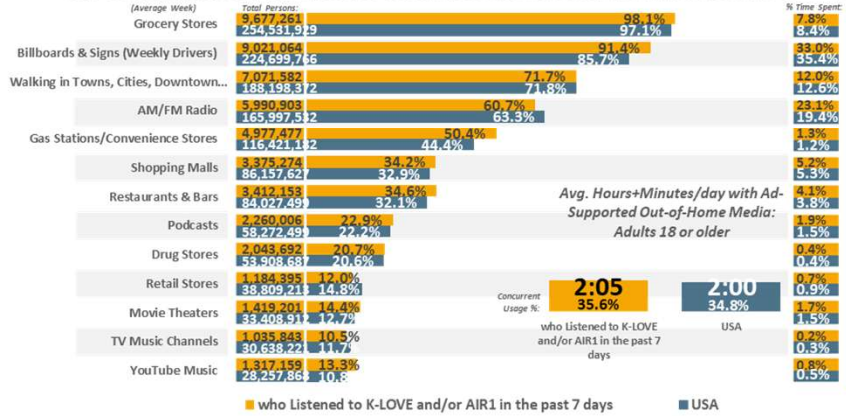
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 972

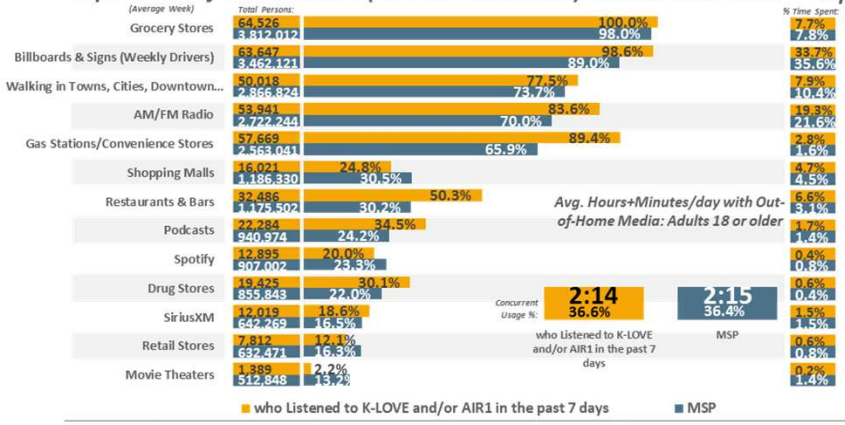
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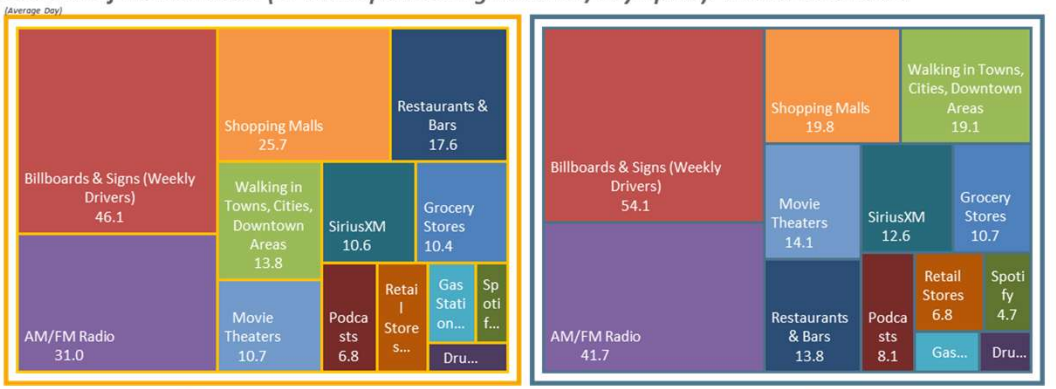
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63,647 or 98.6% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an average of 46.1 minutes per day driving, seeing Billboards and Signs. 74.1% Listen to Local Radio Stations Out-of-Home for an average of 30.6 minutes/day.

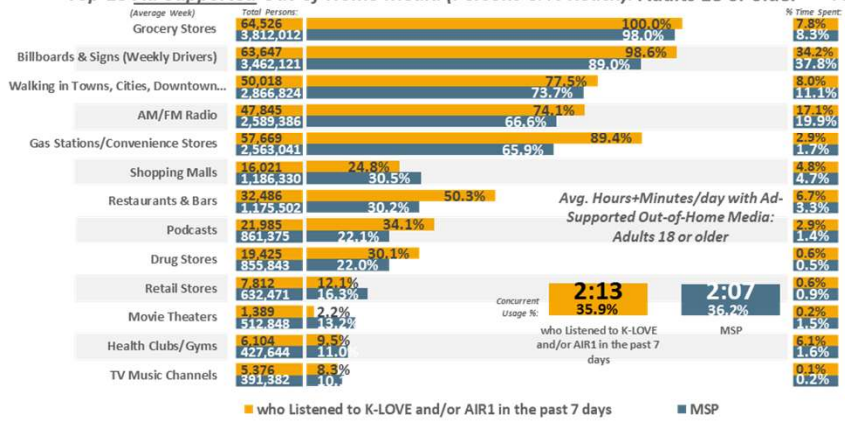
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



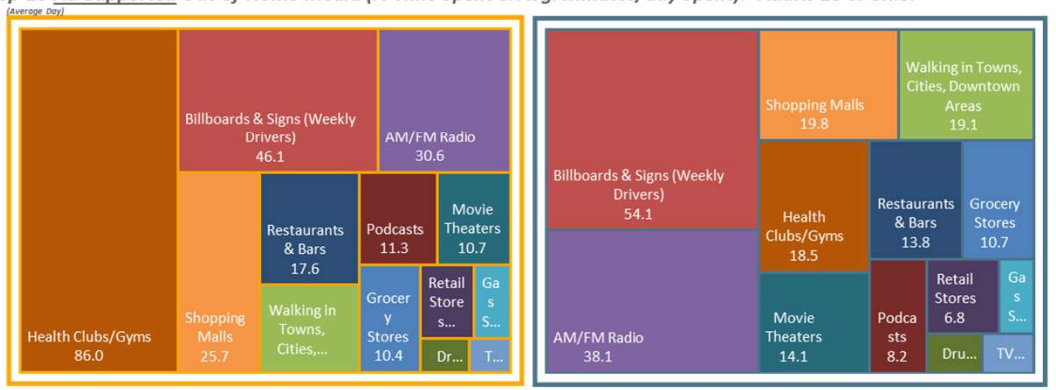
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 33

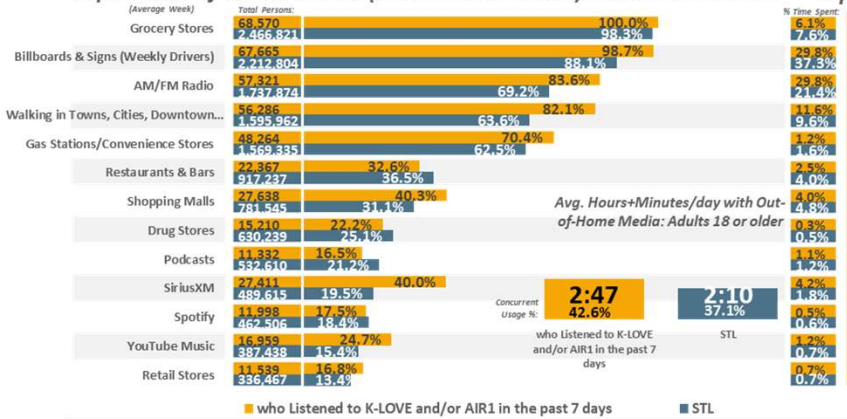
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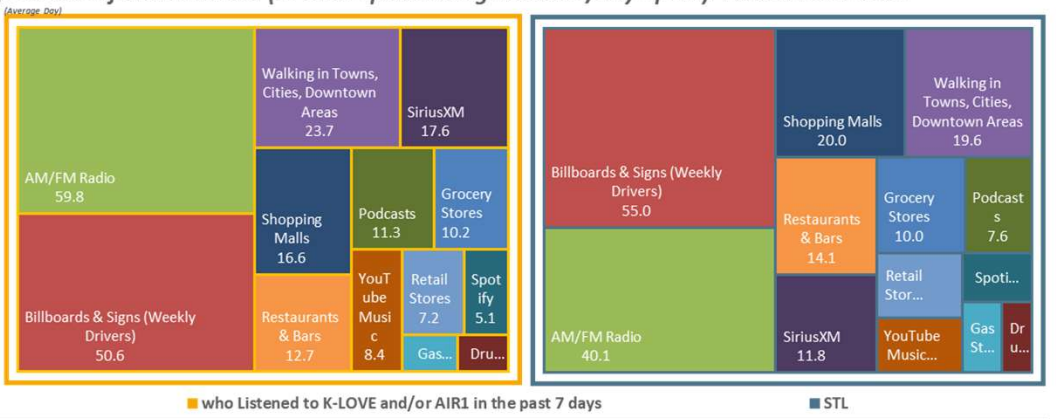
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67,665 or 98.7% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an average of 50.6 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 57.6 minutes/day.

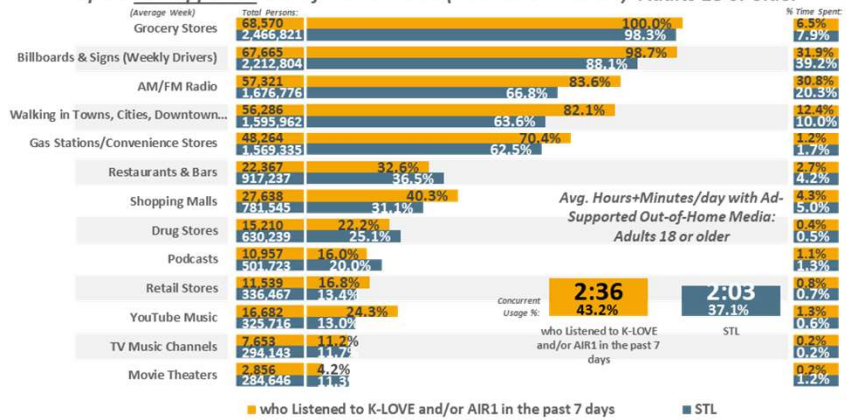
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



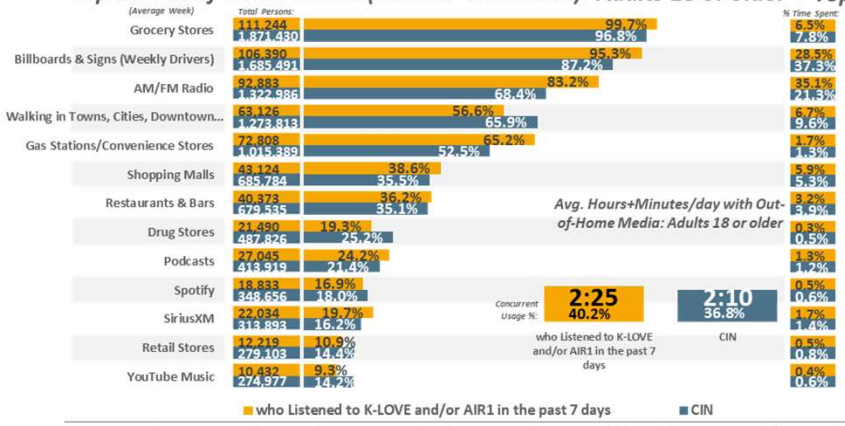
STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 61
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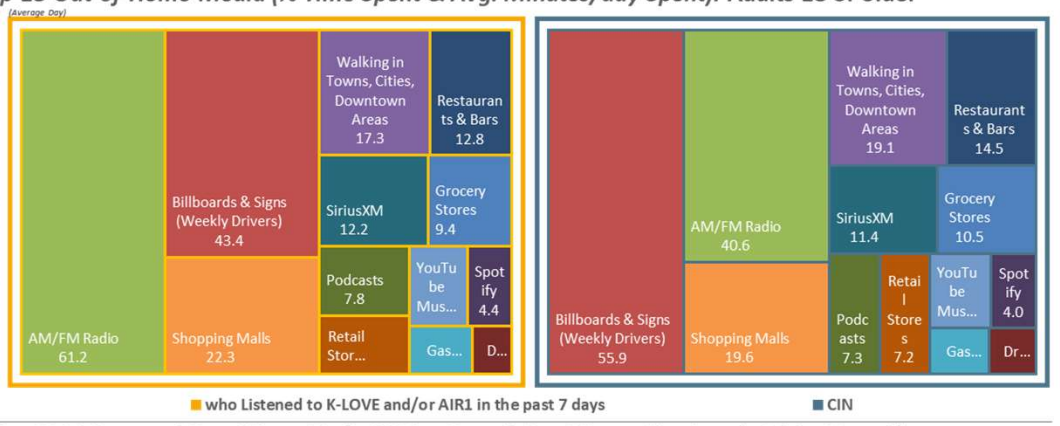
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106,390 or 95.3% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an average of 43.4 minutes per day driving, seeing Billboards and Signs. 65.6% Listen to Local Radio Stations Out-of-Home for an average of 55.7 minutes/day

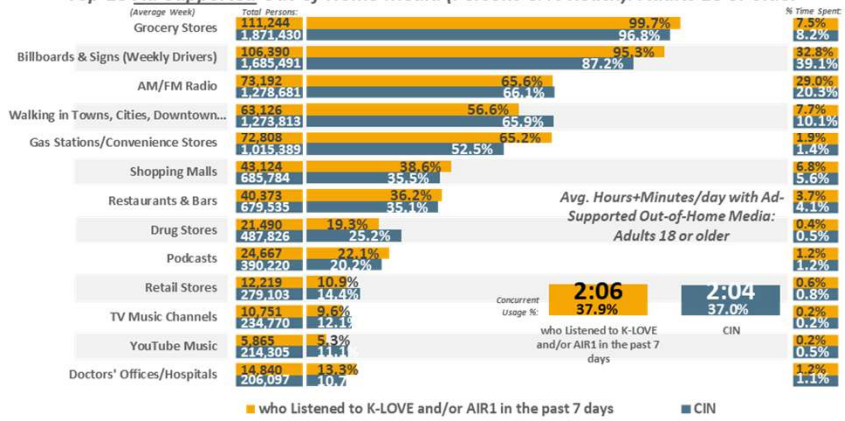
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 140

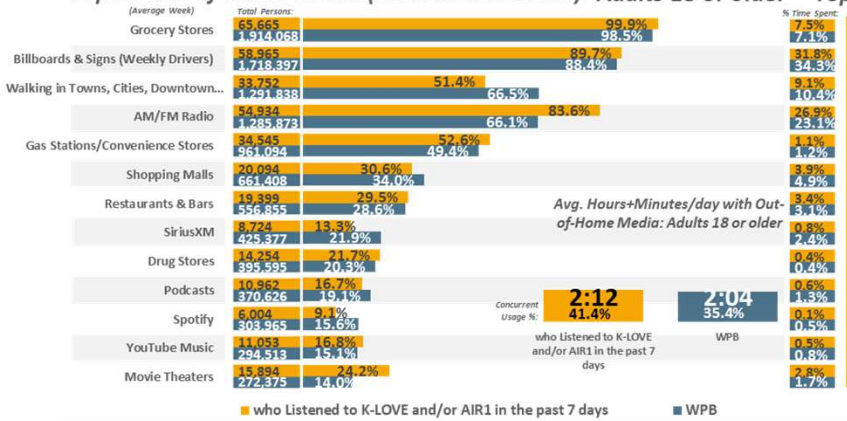
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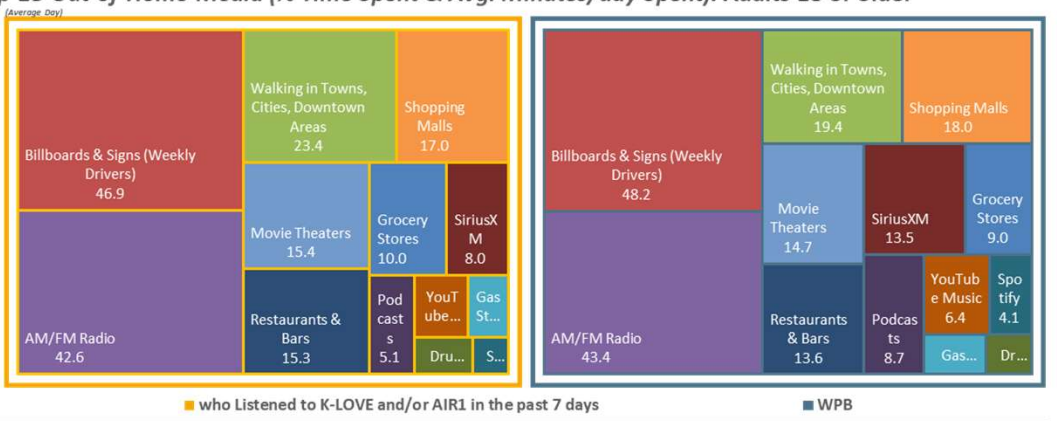
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58,965 or 89.7% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an average of 46.9 minutes per day driving, seeing Billboards and Signs. 57.% Listen to Local Radio Stations Out-of-Home for an average of 40.4 minutes/day.

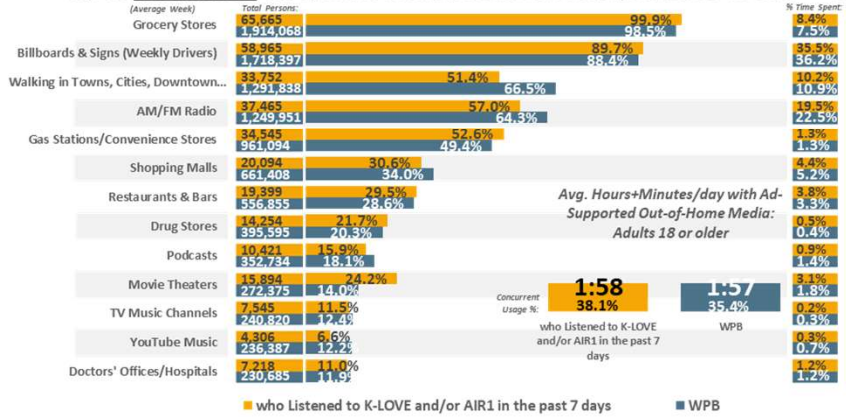
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



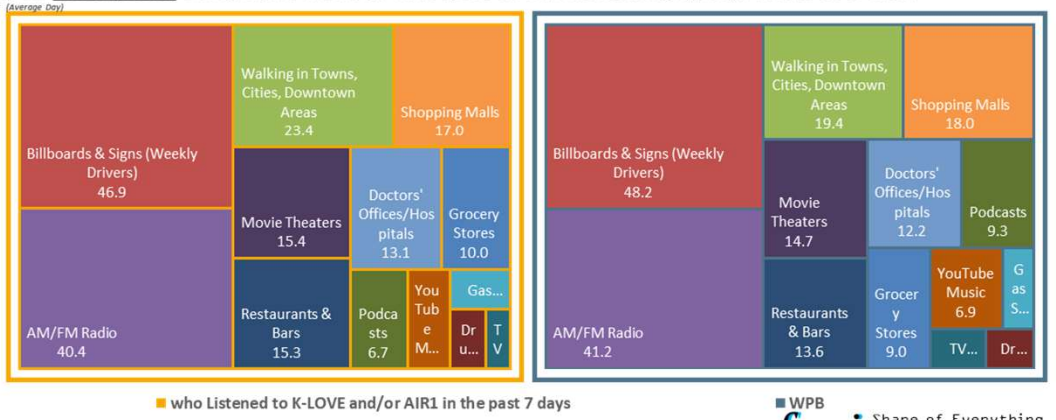
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 65

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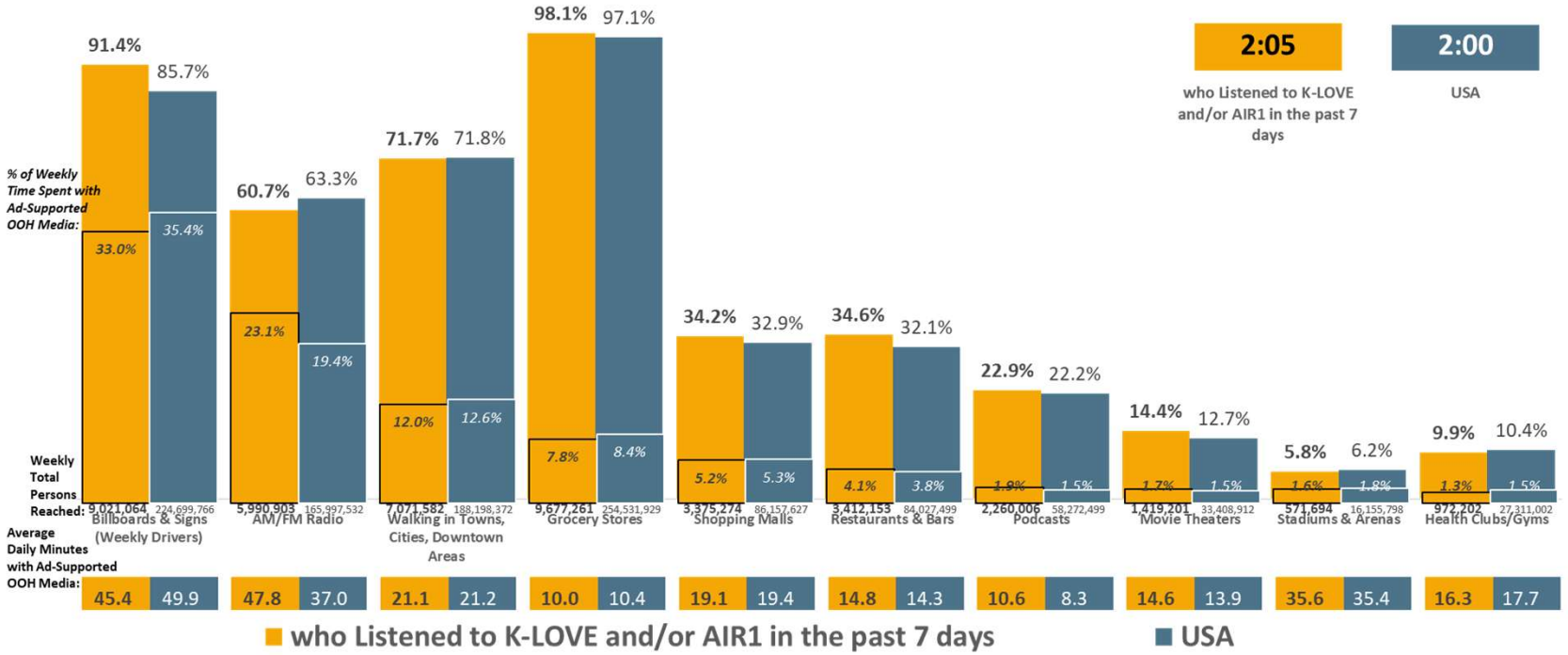
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((Radio Stations: WAWE-FM OR Radio Stations: WCKL-FM OR Radio station websites visited/apps used past 7 days: WCKL-FM(klove.com) OR Radio Stations: WNLT-FM OR Radio Stations: WOBO-FM OR Radio Stations: WORI-FM OR Radio station websites visited/apps used past 7 days: WNLT-FM(klove.com) OR Radio station websites visited/apps used past 7 days: WOBO-FM(wobofm.com)OR Radio Stations: KMWA-FM OR Radio Stations: KAIZ-FM OR Radio Stations: KLPT-FM OR Radio Stations: KLVA-FM OR Radio Stations: KLVK-FM OR Radio Stations: KLSW-FM OR Radio Stations: KWAO-FM OR Radio station websites visited/apps used past 7 days: KLSW-FM(klove.com) OR Radio Stations: KDHX-FM OR Radio Stations: WAIW-FM OR Radio Stations: WLVW-FM OR Radio station websites visited/apps used past 7 days: WAIW-FM(air1.com) OR Radio station websites visited/apps used past 7 days: WLVW-FM(klove.com) OR Radio Stations: WFLV-FM OR Radio station websites visited/apps used past 7 days: WFLV 90.7 FM (klove.com))

9,021,064 or 91.4% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an average of 45.4 minutes per day driving, seeing Billboards and Signs representing 33.% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 972 Scarborough R1 2026: Sep24-Feb26 USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 25,257

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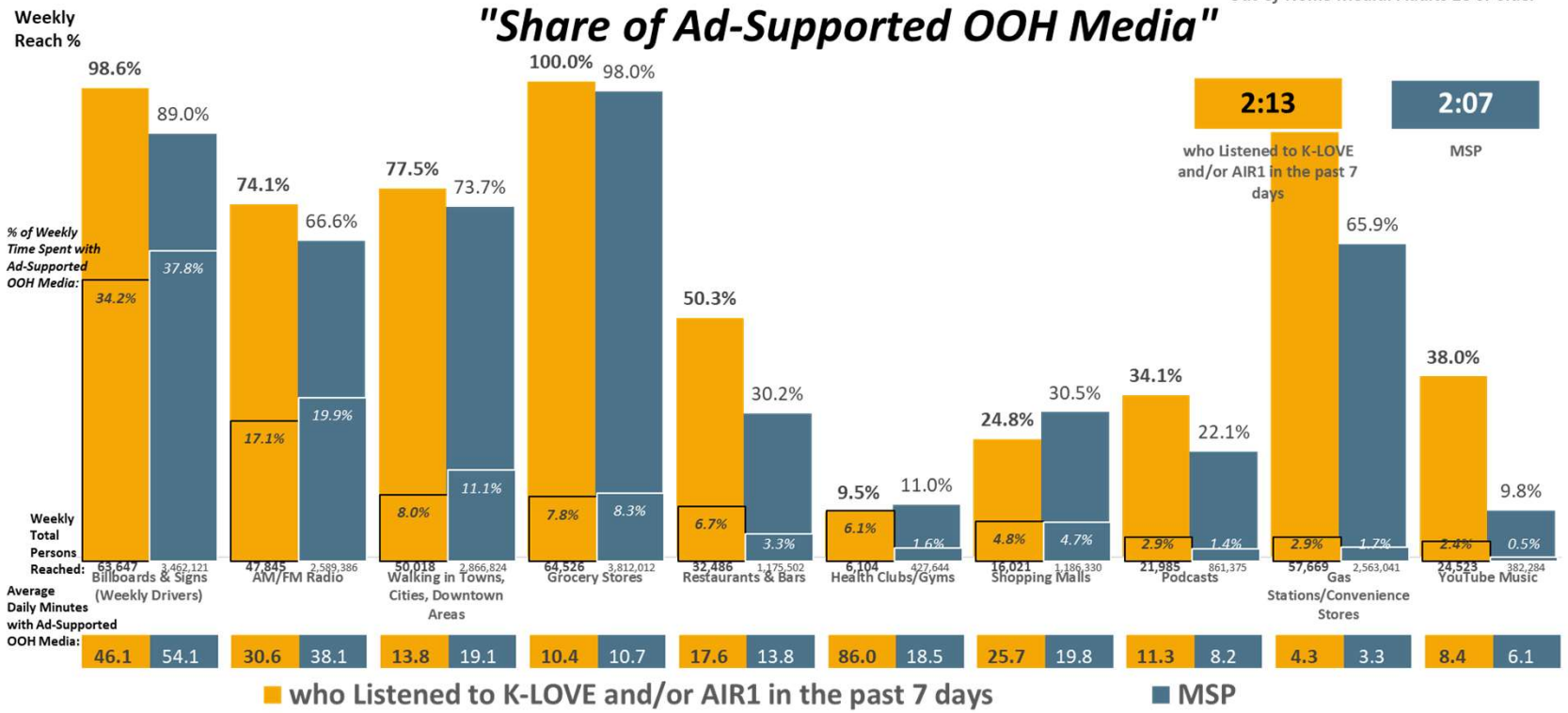
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63,647 or 98.6% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an average of 46.1 minutes per day driving, seeing Billboards and Signs representing 34.2% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

"Share of Ad-Supported OOH Media"



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 33 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

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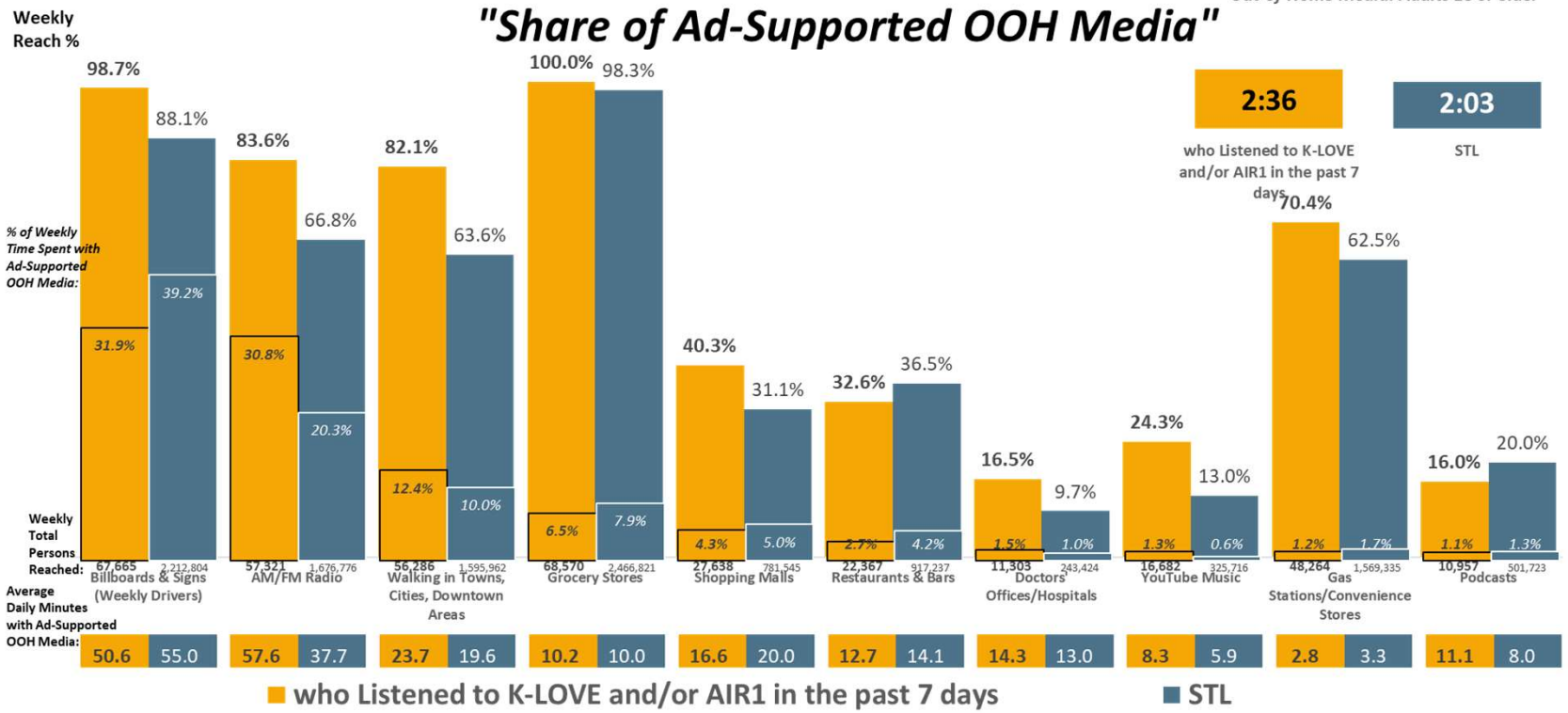
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67,665 or 98.7% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an average of 50.6 minutes per day driving, seeing Billboards and Signs representing 31.9% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

"Share of Ad-Supported OOH Media"



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 61 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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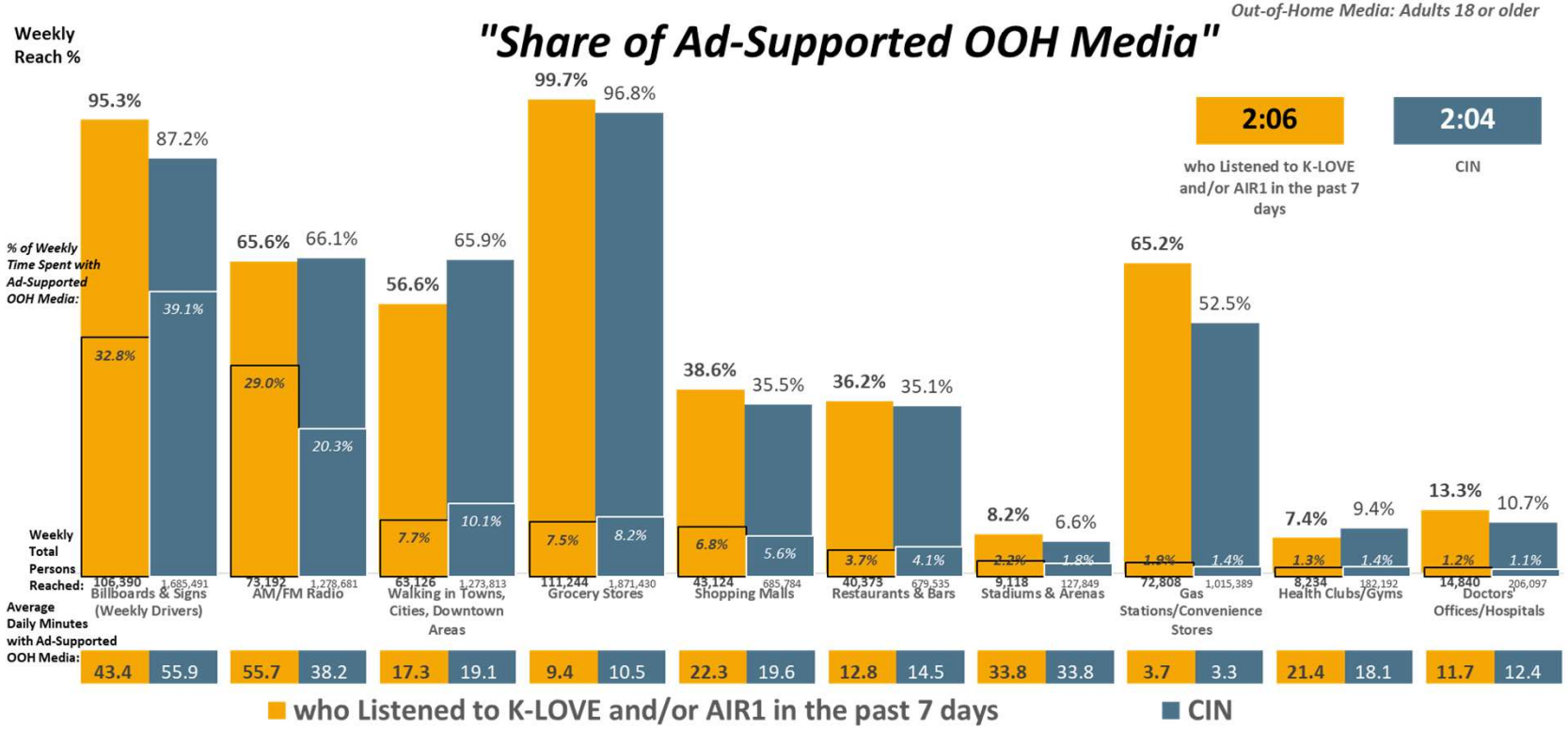
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106,390 or 95.3% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an average of 43.4 minutes per day driving, seeing Billboards and Signs representing 32.8% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

"Share of Ad-Supported OOH Media"



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 140 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

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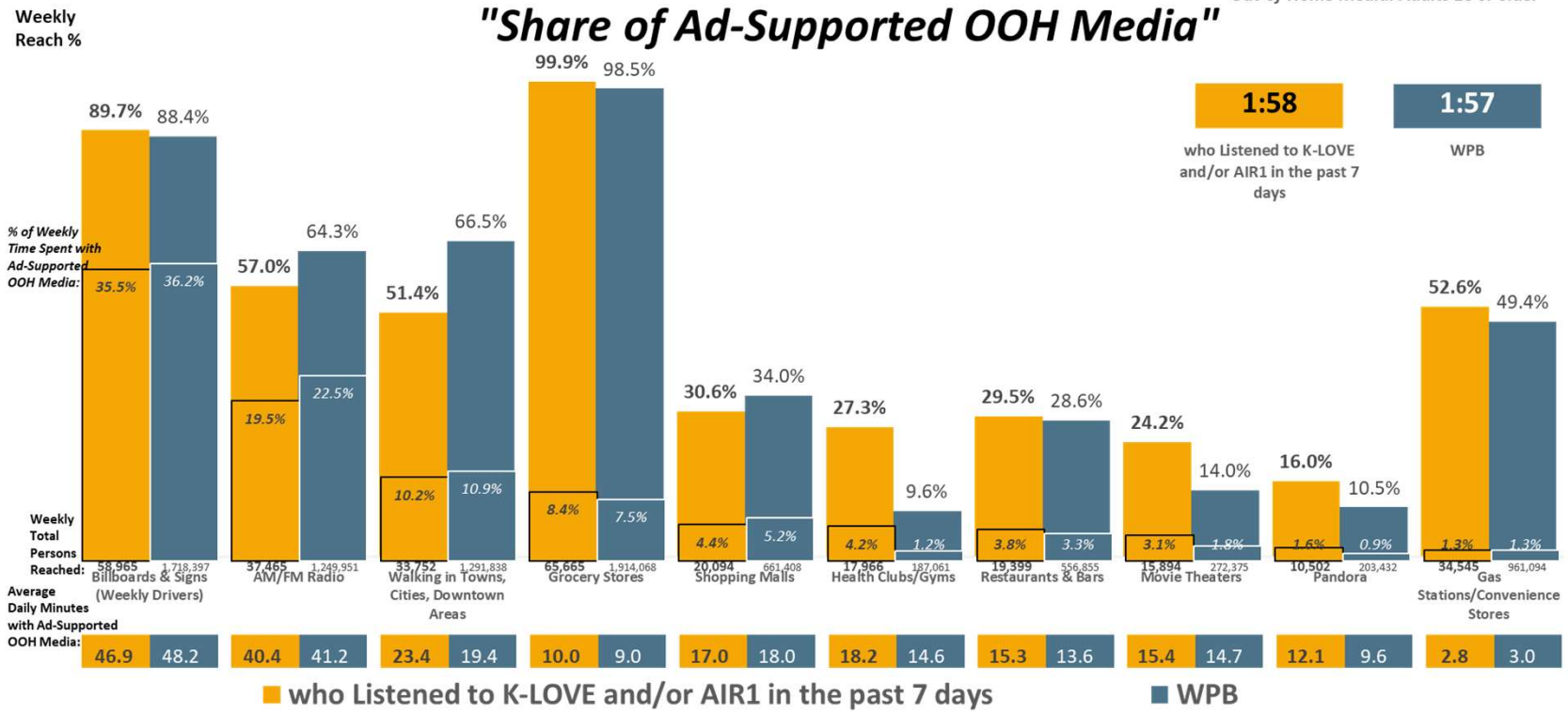
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58,965 or 89.7% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an average of 46.9 minutes per day driving, seeing Billboards and Signs representing 35.5% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

"Share of Ad-Supported OOH Media"



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 65 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551

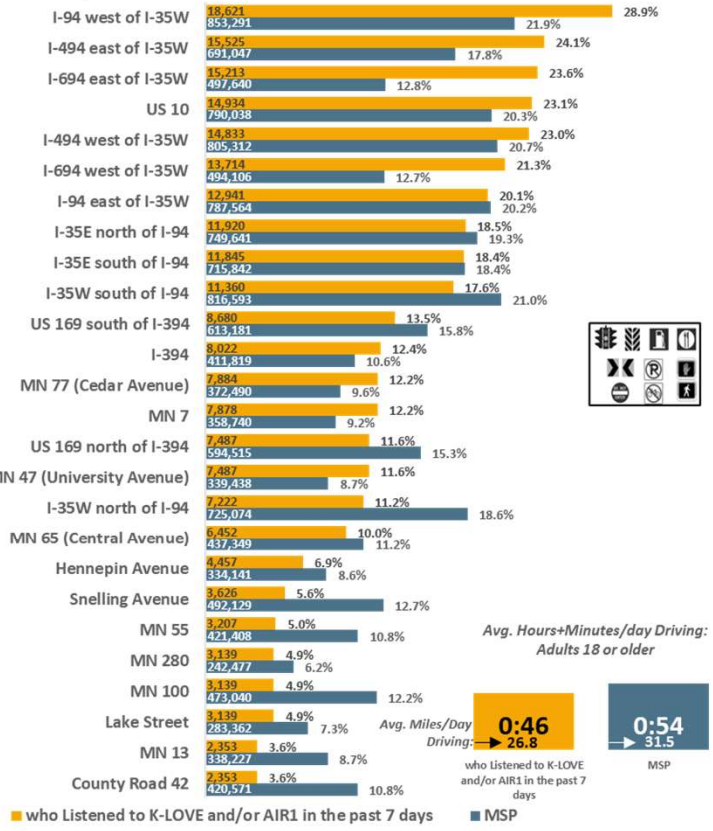
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63,647 or 98.6% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an average of 46.1 minutes per day driving an average of 26.8 miles each day and are 84.3% more likely to use I-694 east of I-35W than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Avg. Hours+Minutes/day Driving: Adults 18 or older

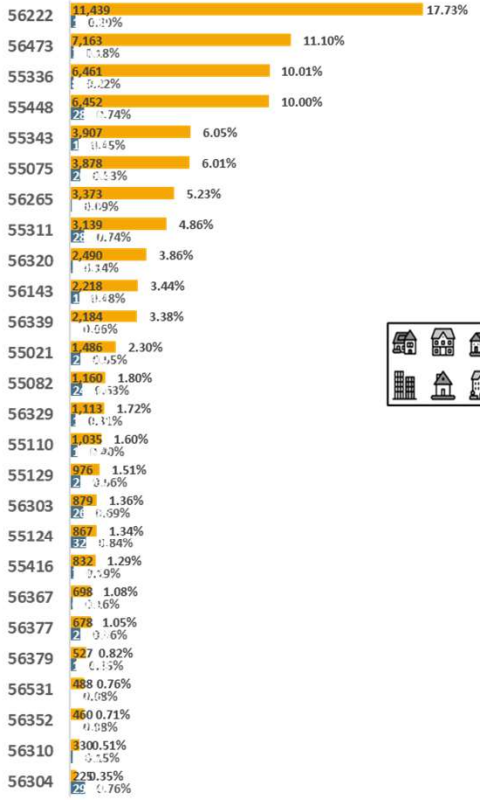
Avg. Miles/Day Driving: 26.8 (who Listened to K-LOVE and/or AIR1 in the past 7 days)

0:46 (who Listened to K-LOVE and/or AIR1 in the past 7 days)

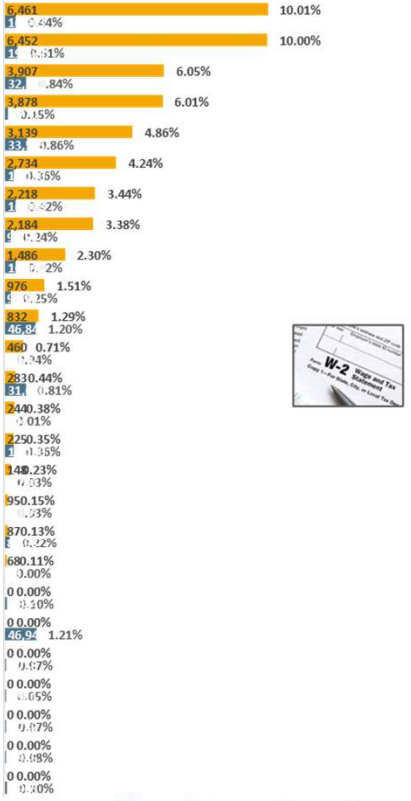
0:54 (MSP)

31.5 (MSP)

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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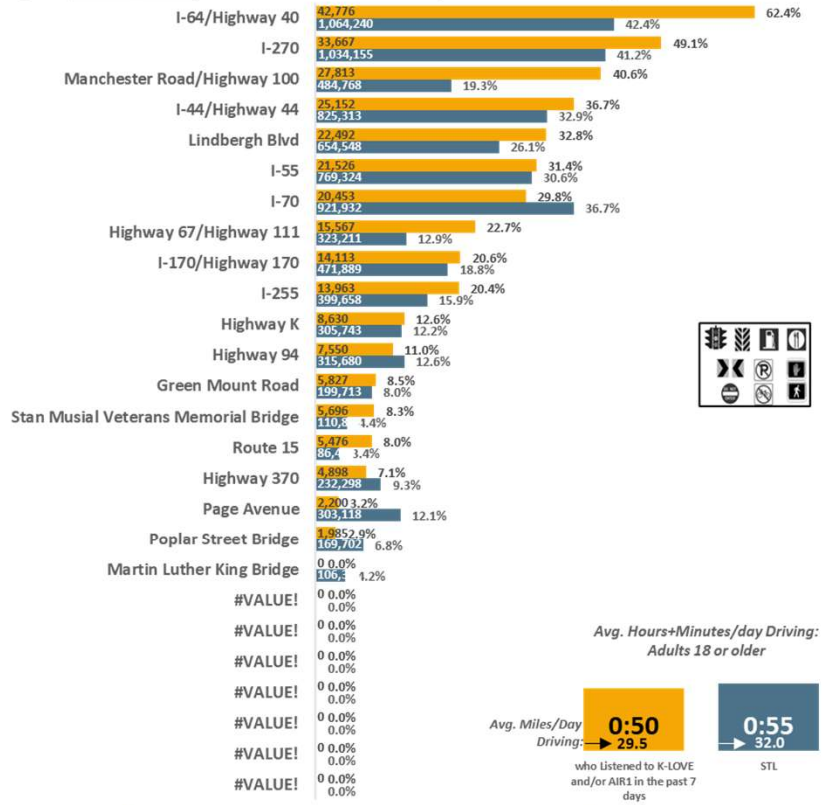
MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 33

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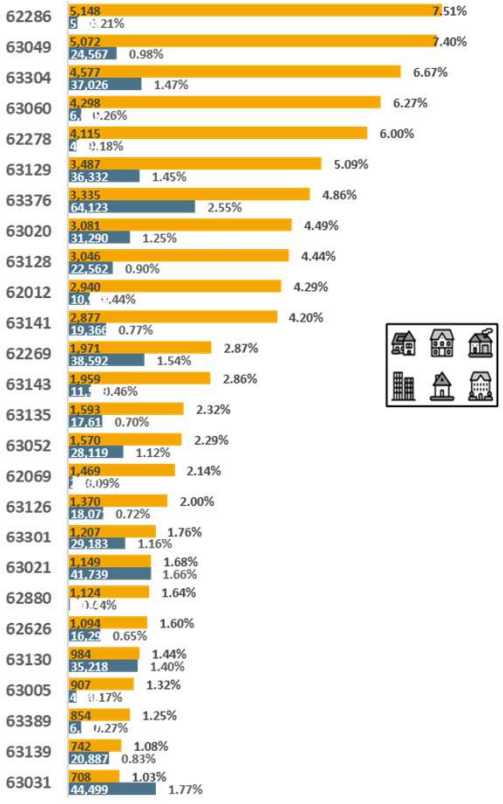
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67,665 or 98.7% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an average of 50.6 minutes per day driving an average of 29.5 miles each day and are 132.% more likely to use Route 15 than the Metro average.

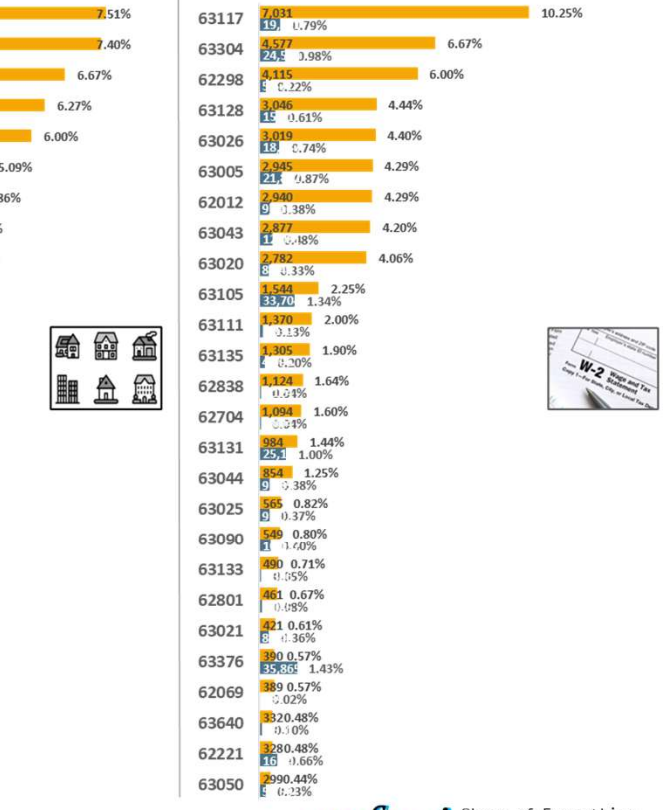
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 61

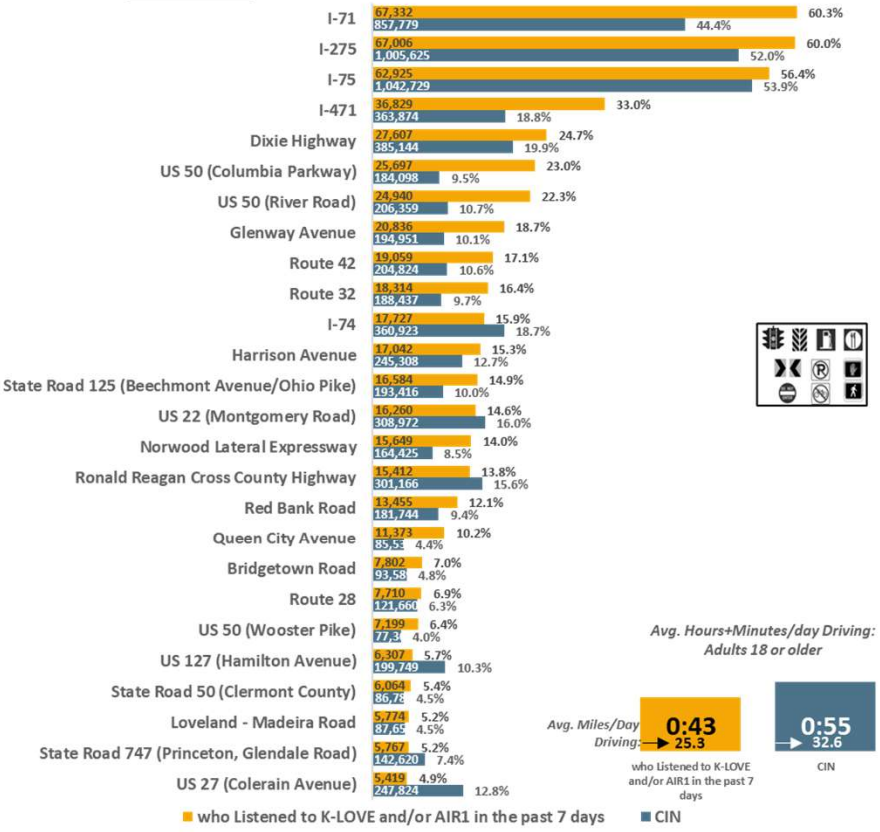
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106,390 or 95.3% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an average of 43.4 minutes per day driving an average of 25.3 miles each day and are 141.8% more likely to use US 50 (Columbia Parkway) than the Metro avera

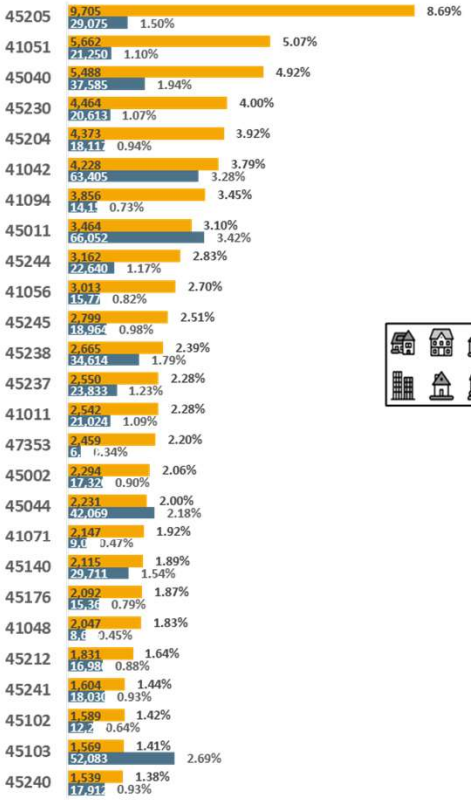
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



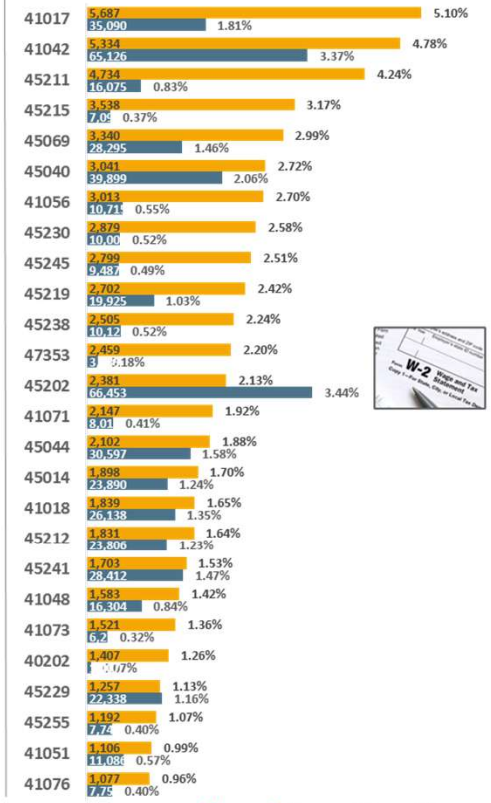
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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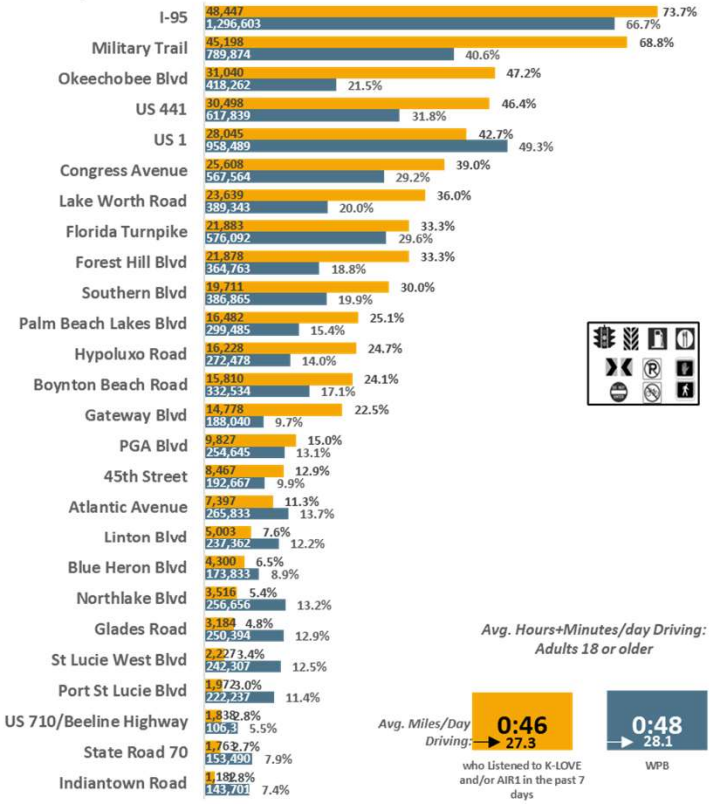
CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 140

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58,965 or 89.7% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days spend an average of 46.9 minutes per day driving an average of 27.3 miles each day and are 132.5% more likely to use Gateway Blvd than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



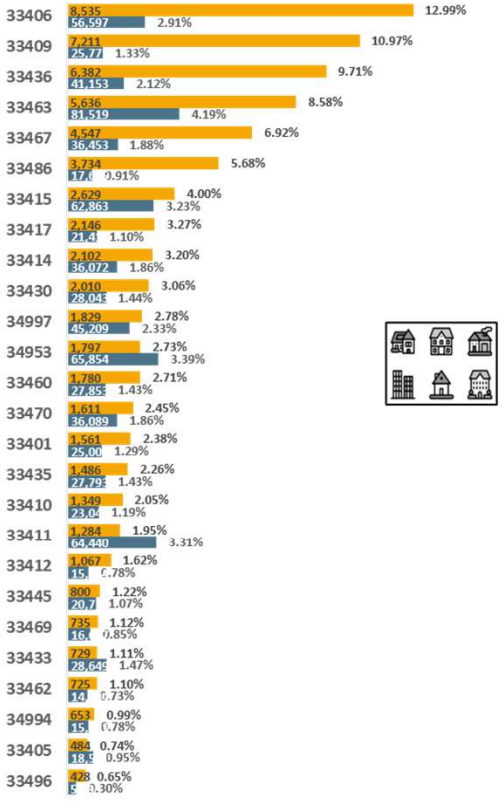
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:

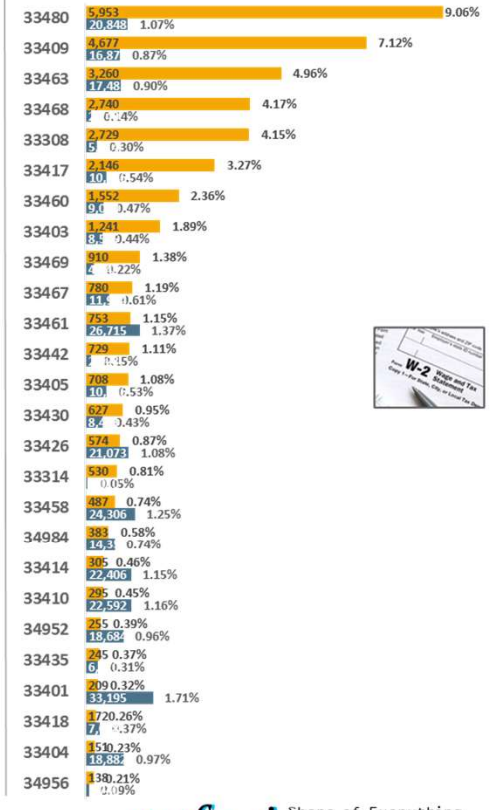
0:46 → 27.3 who Listened to K-LOVE and/or AIR1 in the past 7 days

0:48 → 28.1 WPB

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

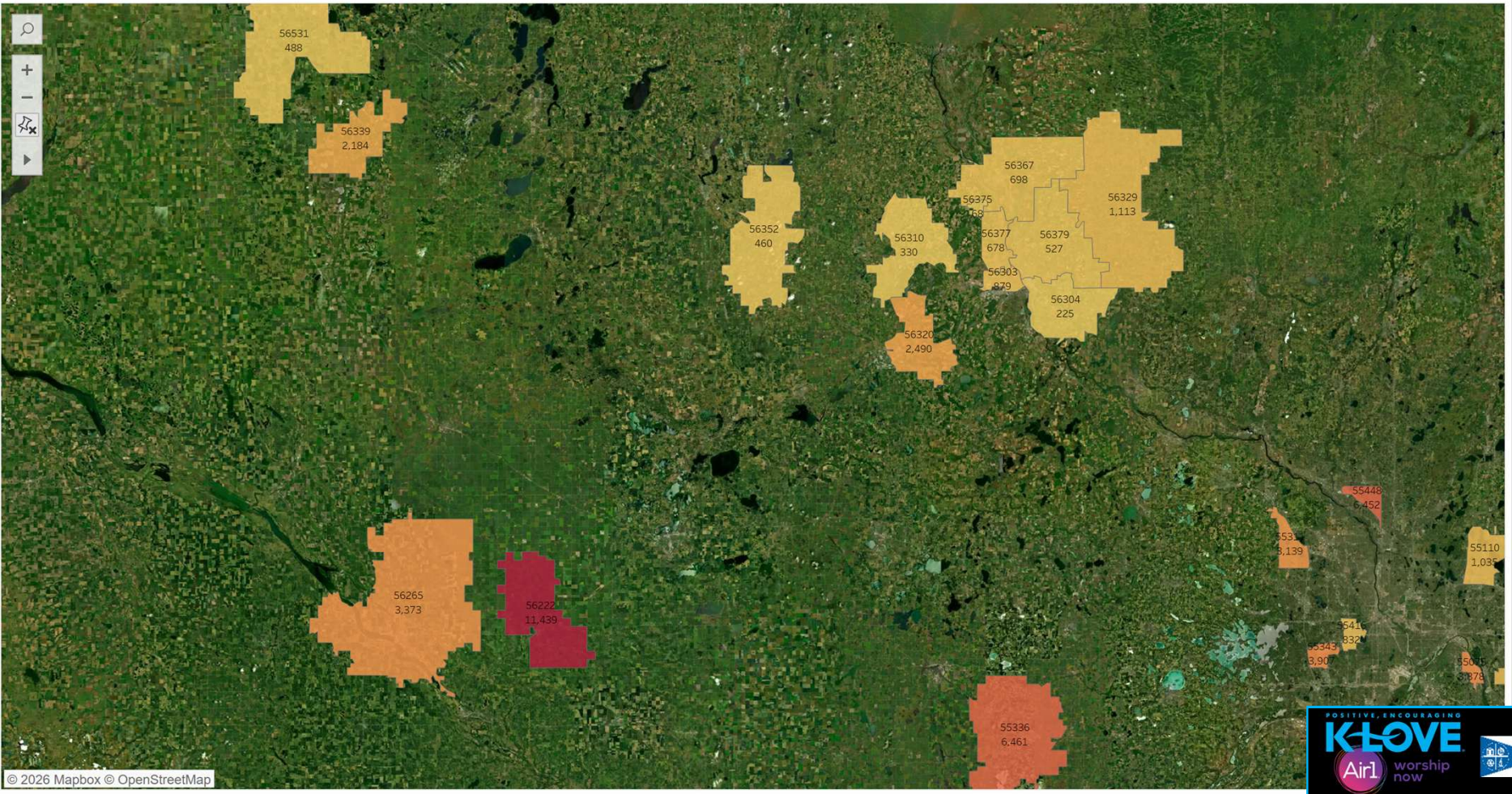


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WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 65
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((Radio Stations: WAWE-FM OR Radio Stations: WCKL-FM OR Radio station websites visited/apps used past 7 days: WCKL-FM(klove.com) OR Radio Stations: WNLT-FM OR Radio Stations: WOBO-FM OR Radio Stations: WORI-FM OR Radio station websites visited/apps used past 7 days: WNLT-FM(klove.com) OR Radio station websites visited/apps used past 7 days: WOBO-FM(wobofm.com)OR Radio Stations: KMWA-FM OR Radio Stations: KAIZ-FM OR Radio Stations: KLPT-FM OR Radio Stations: KLVA-FM OR Radio Stations: KLVK-FM OR Radio Stations: KLSW-FM OR Radio Stations: KWAO-FM OR Radio station websites visited/apps used past 7 days: KLSW-FM(klove.com) OR Radio Stations: KDHX-FM OR Radio Stations: WAIW-FM OR Radio Stations: WLVW-FM OR Radio station websites visited/apps used past 7 days: WAIW-FM(air1.com) OR Radio station websites visited/apps used past 7 days: WLVW-FM(klove.com) OR Radio Stations: WFLV-FM OR Radio station websites visited/apps used past 7 days: WFLV 90.7 FM (klove.com))

Top Residential Zip Codes: (Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days)



SUM(Adults 18 or older...

68 11,439

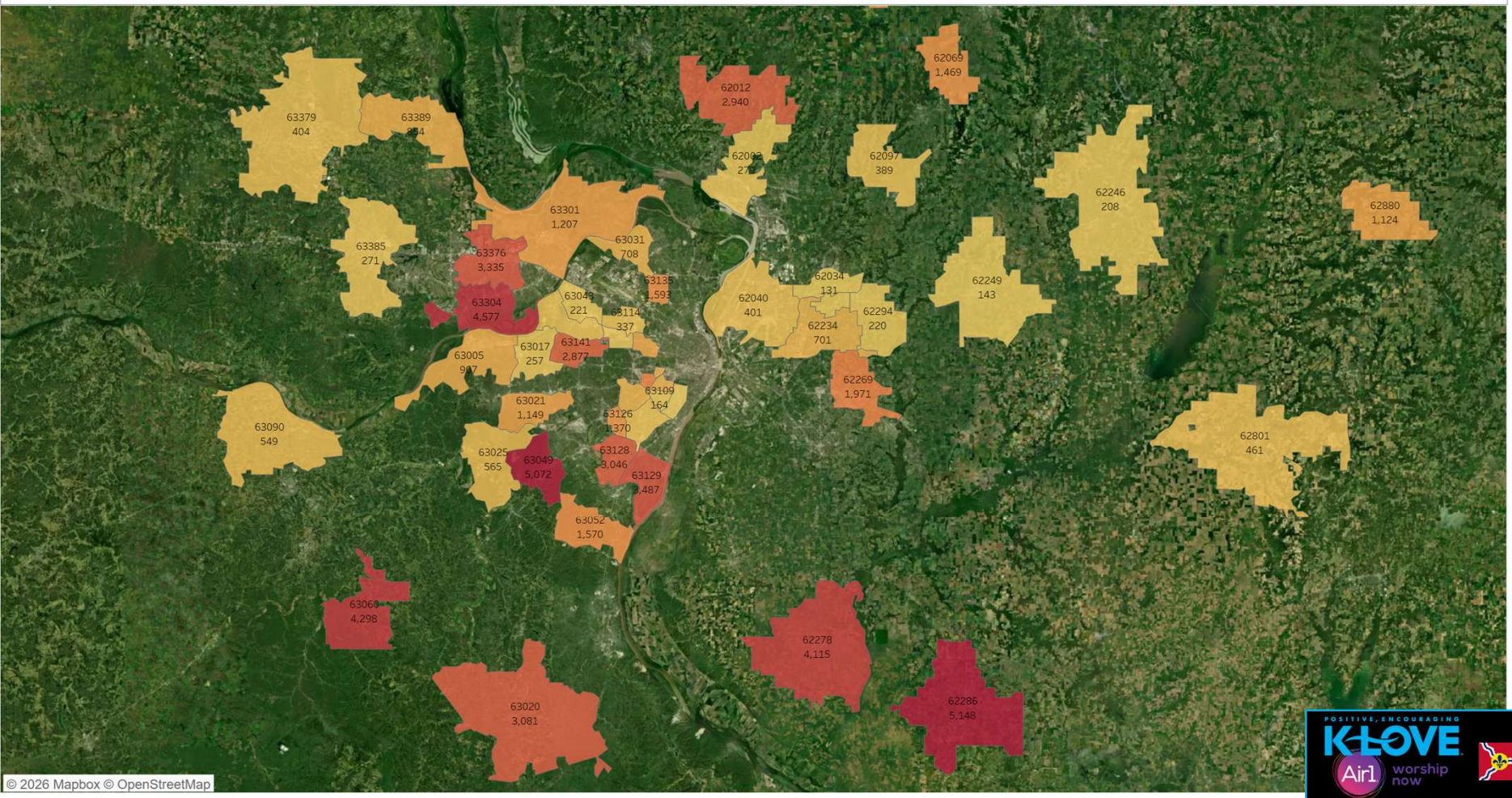
MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 33

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Top Residential Zip Codes: (Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days)



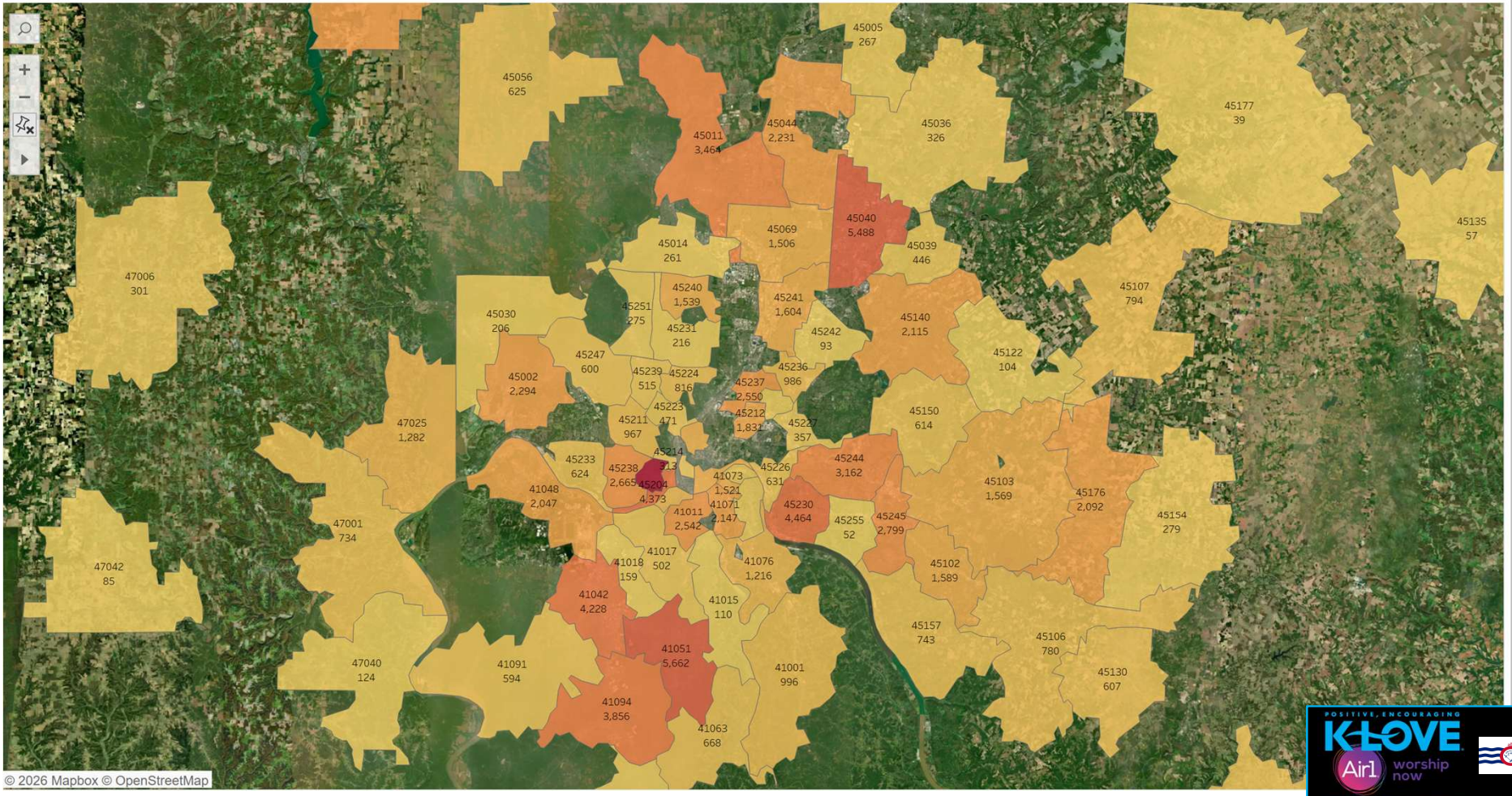
STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 61

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Top Residential Zip Codes: (Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days)



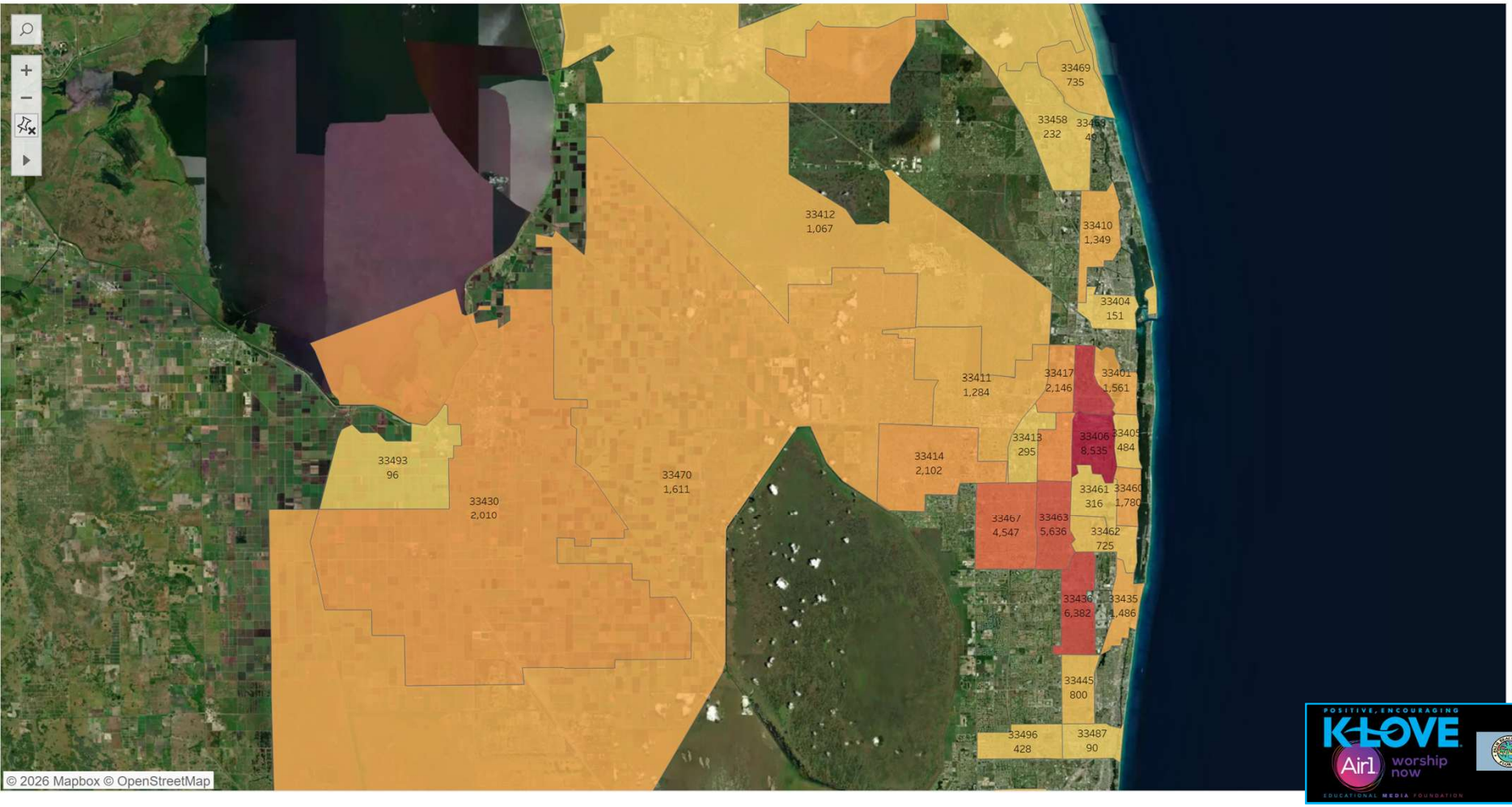
CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 140

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Top Residential Zip Codes: (Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days)



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 65

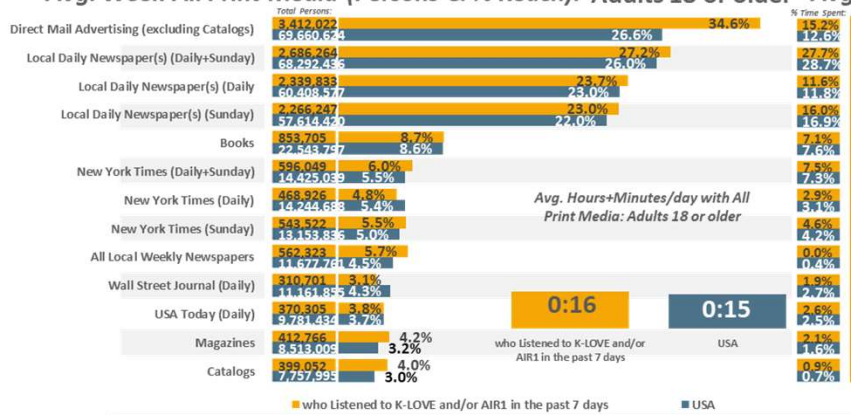
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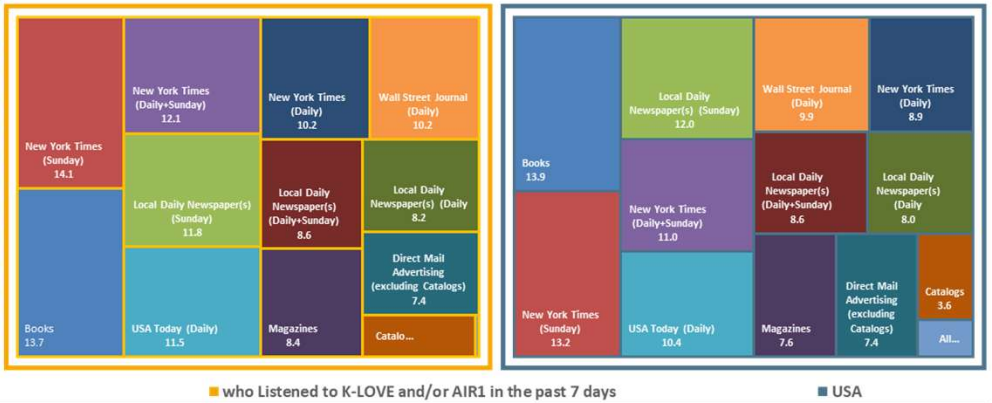
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2,686,264 or 27.2% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 29.8% of all time spent daily with All forms of Print Media.

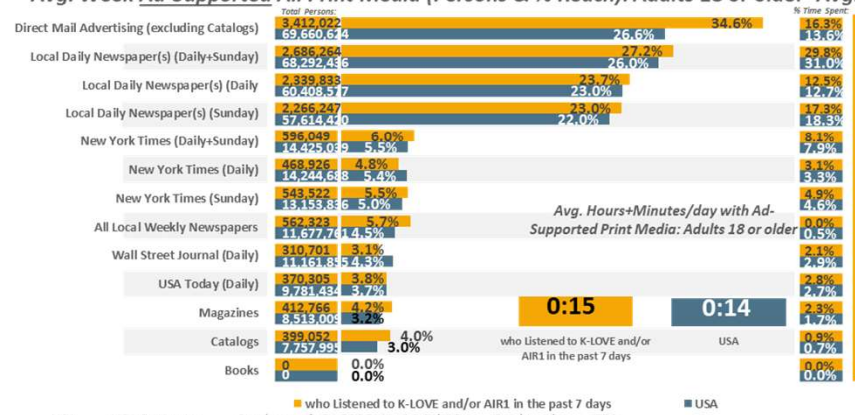
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



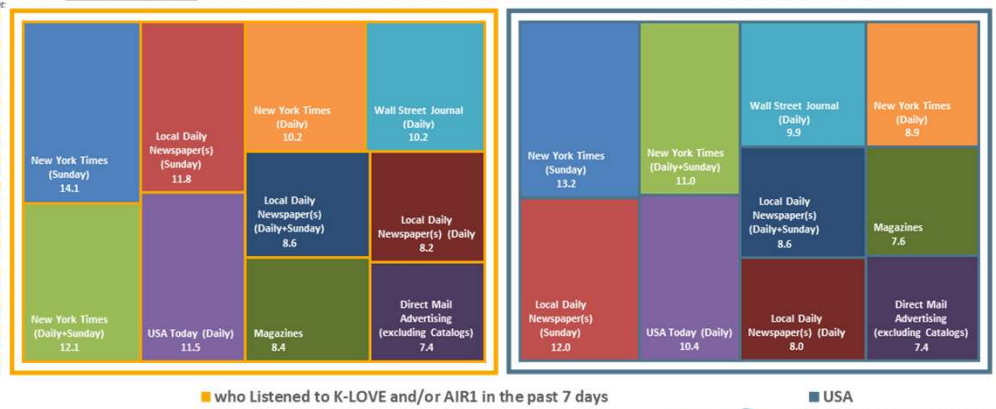
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 972

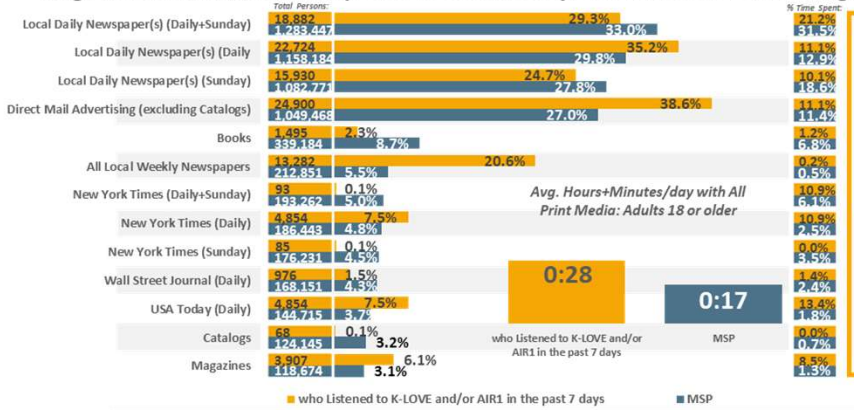
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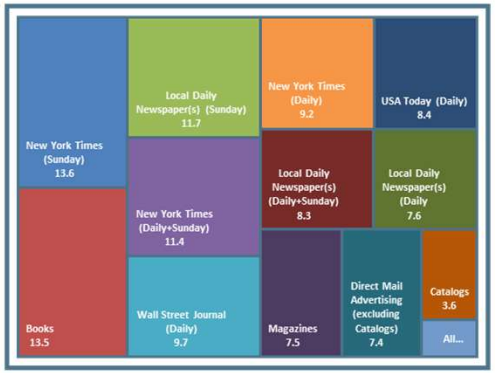
((Radio Stations: WAWE-FM OR Radio Stations: WCKL-FM OR Radio station websites visited/apps used past 7 days: WCKL-FM(klove.com) OR Radio Stations: WNLT-FM OR Radio Stations: WOBO-FM OR Radio Stations: WORI-FM OR Radio station websites visited/apps used past 7 days: WNLT-FM(klove.com) OR Radio station websites visited/apps used past 7 days: WOBO-FM(wobofm.com)OR Radio Stations: KMWA-FM OR Radio Stations: KAIZ-FM OR Radio Stations: KLPT-FM OR Radio Stations: KLVA-FM OR Radio Stations: KLVK-FM OR Radio Stations: KLSW-FM OR Radio Stations: KWAO-FM OR Radio station websites visited/apps used past 7 days: KLSW-FM(klove.com) OR Radio Stations: KDHX-FM OR Radio Stations: WAIW-FM OR Radio Stations: WLVW-FM OR Radio station websites visited/apps used past 7 days: WAIW-FM(air1.com) OR Radio station websites visited/apps used past 7 days: WLVW-FM(klove.com) OR Radio Stations: WFLV-FM OR Radio station websites visited/apps used past 7 days: WFLV 90.7 FM (klove.com))

18,882 or 29.3% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 21.5% of all time spent daily with All forms of Print Media.

Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

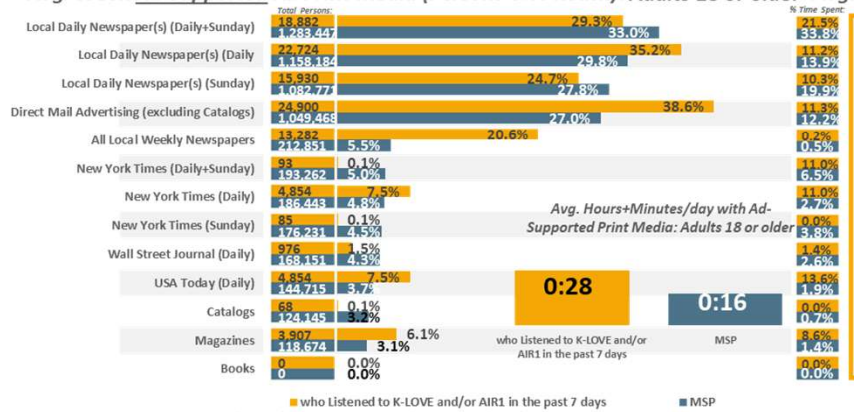


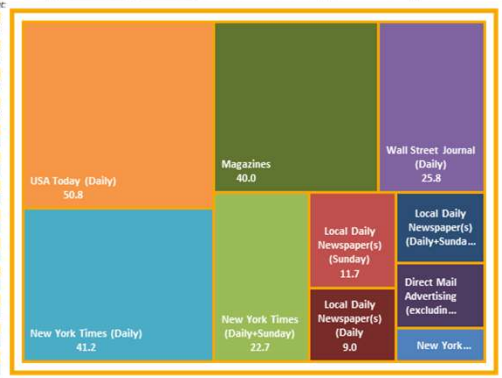


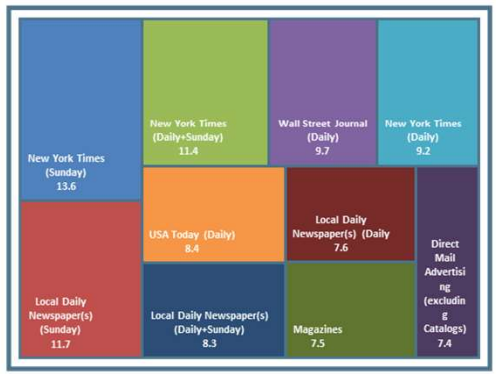


who Listened to K-LOVE and/or AIR1 in the past 7 days ■ MSP

Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







who Listened to K-LOVE and/or AIR1 in the past 7 days ■ MSP

MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 33

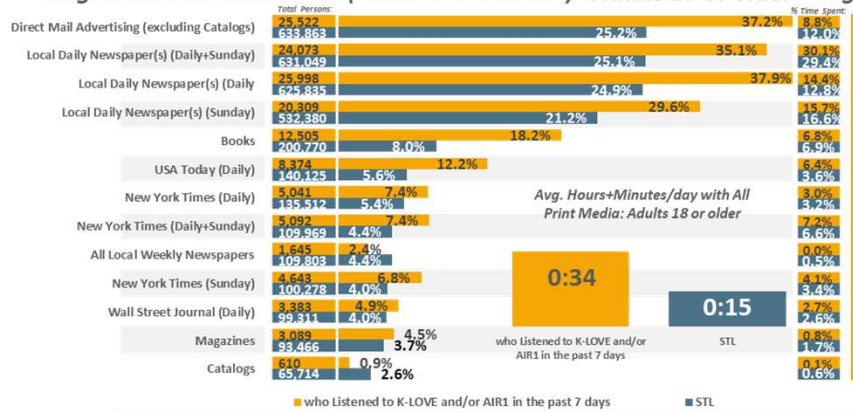
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24,073 or 35.1% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 13.3 minutes every day representing 32.2% of all time spent daily with All forms of Print Media.

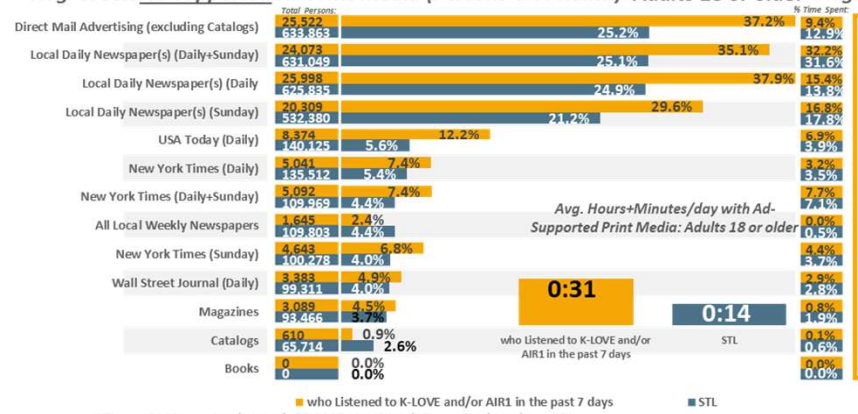
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 61

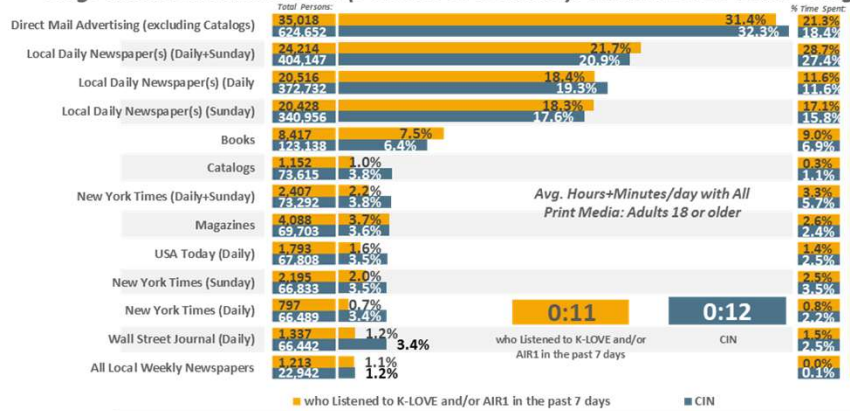
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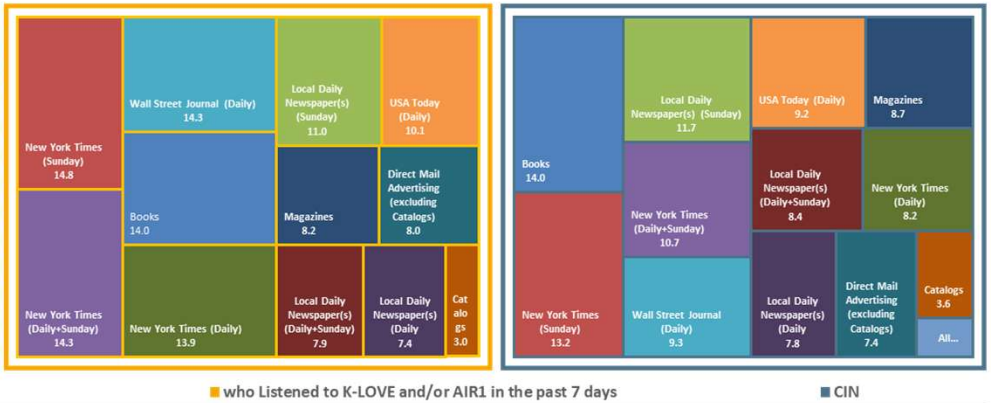
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24,214 or 21.7% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.9 minutes every day representing 31.5% of all time spent daily with All forms of Print Media.

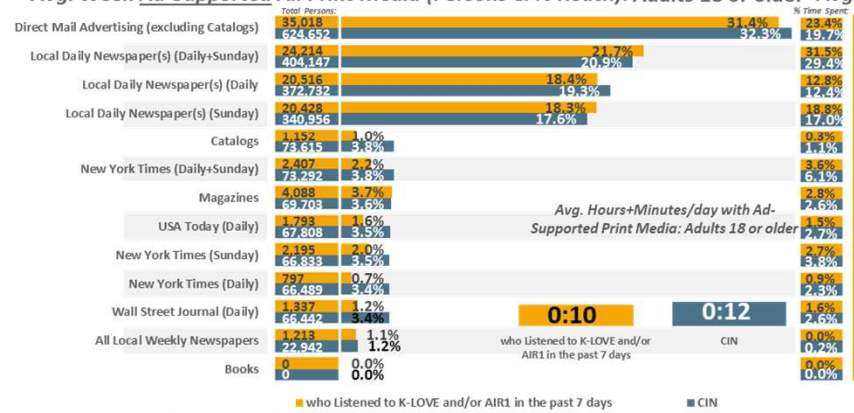
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



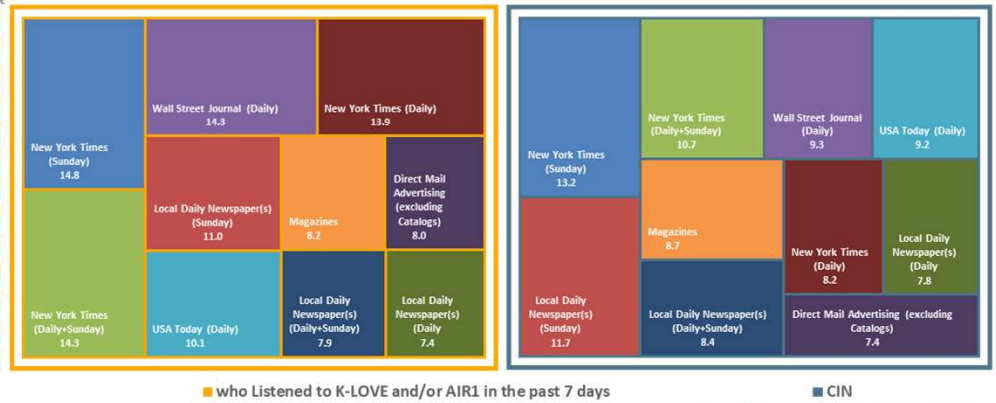
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 140

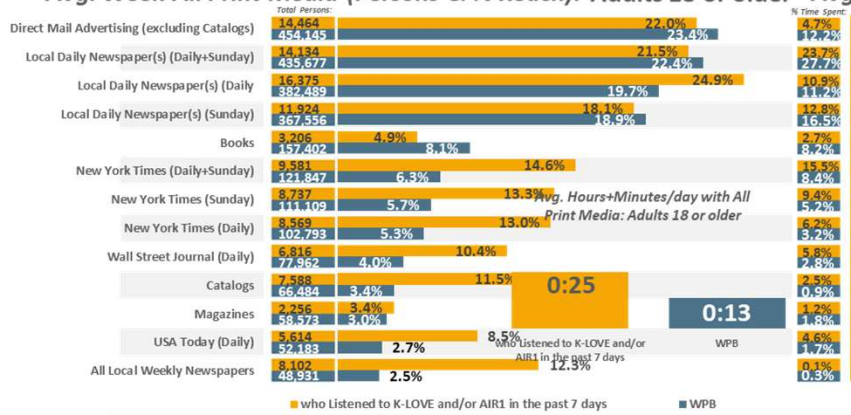
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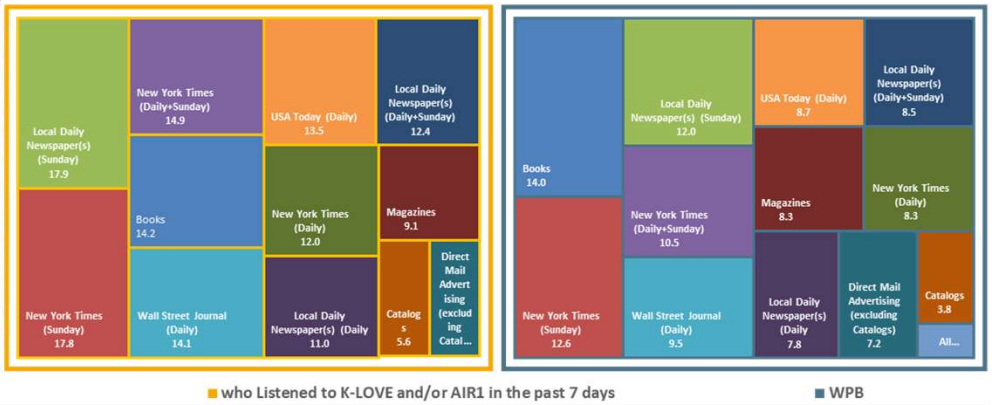
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14,134 or 21.5% of Adults 18 or older who Listened to K-LOVE and/or AIR1 in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.4 minutes every day representing 24.3% of all time spent daily with All forms of Print Media.

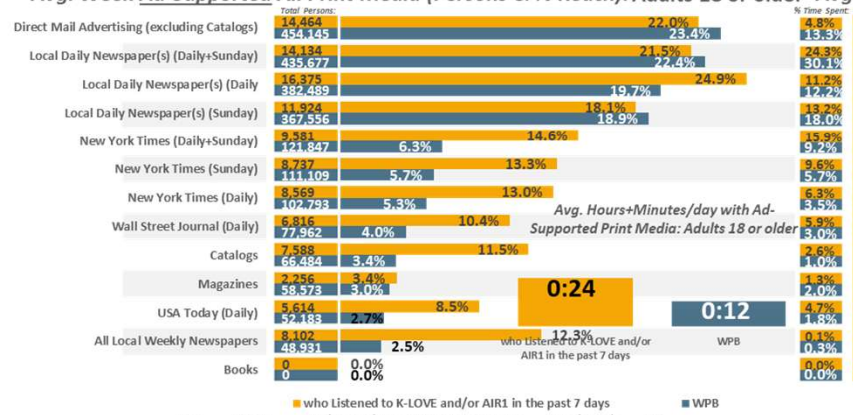
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



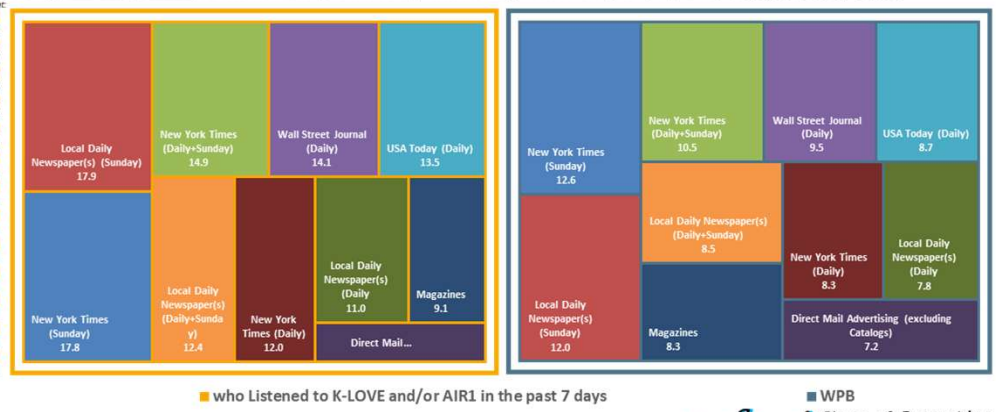
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 65

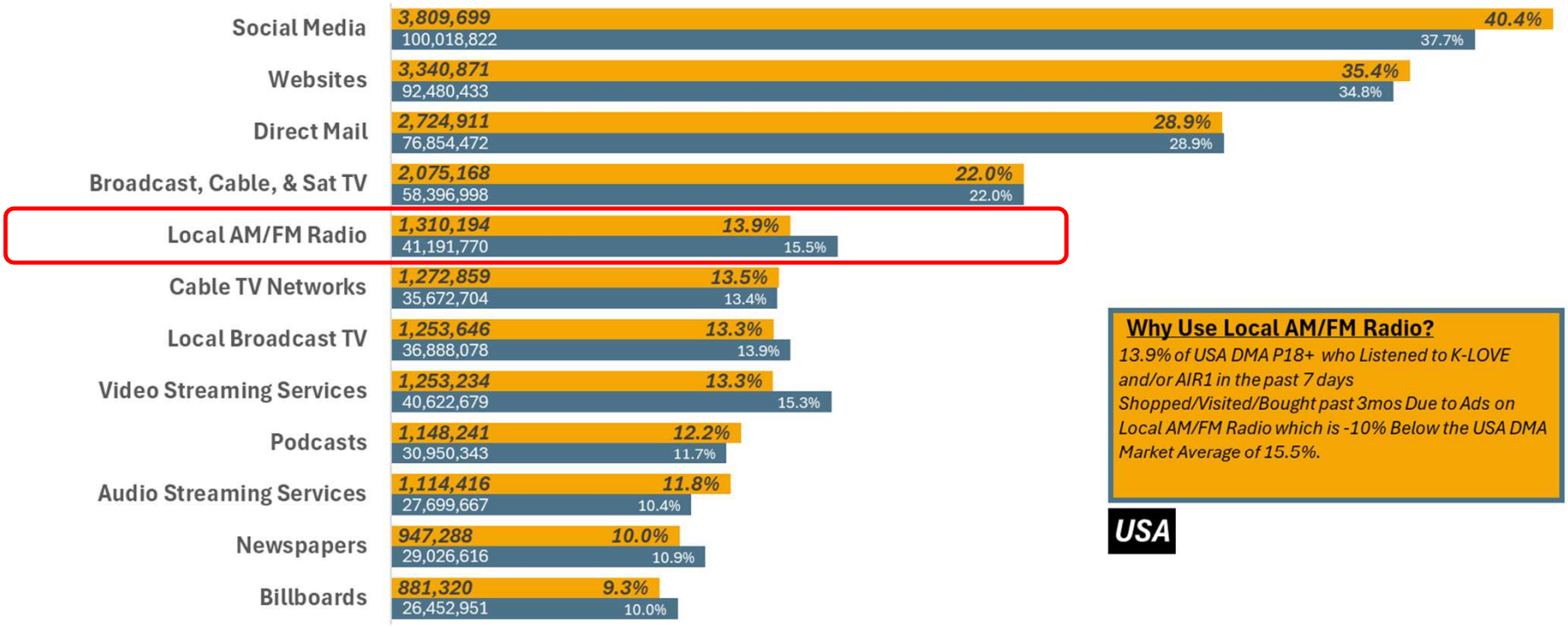
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"Advertising Actions"

P18+ who Listened to K-LOVE and/or AIR1 in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

13.9% of USA DMA P18+ who Listened to K-LOVE and/or AIR1 in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -10% Below the USA DMA Market Average of 15.5%.

USA

USA DMA ScarboroughR1 2026:Sep24-Feb26 Qual Intab: 933

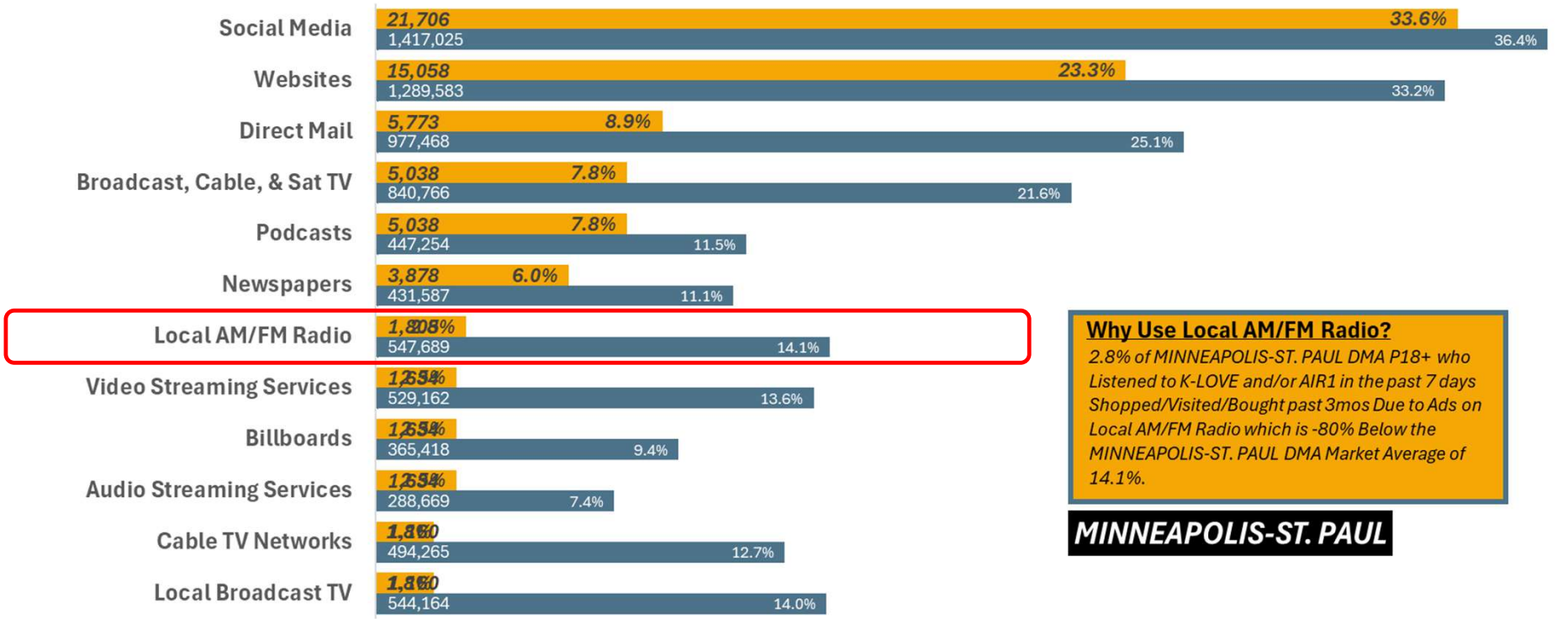
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"Advertising Actions"

P18+ who Listened to K-LOVE and/or AIR1 in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

2.8% of MINNEAPOLIS-ST. PAUL DMA P18+ who Listened to K-LOVE and/or AIR1 in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -80% Below the MINNEAPOLIS-ST. PAUL DMA Market Average of 14.1%.

MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 33

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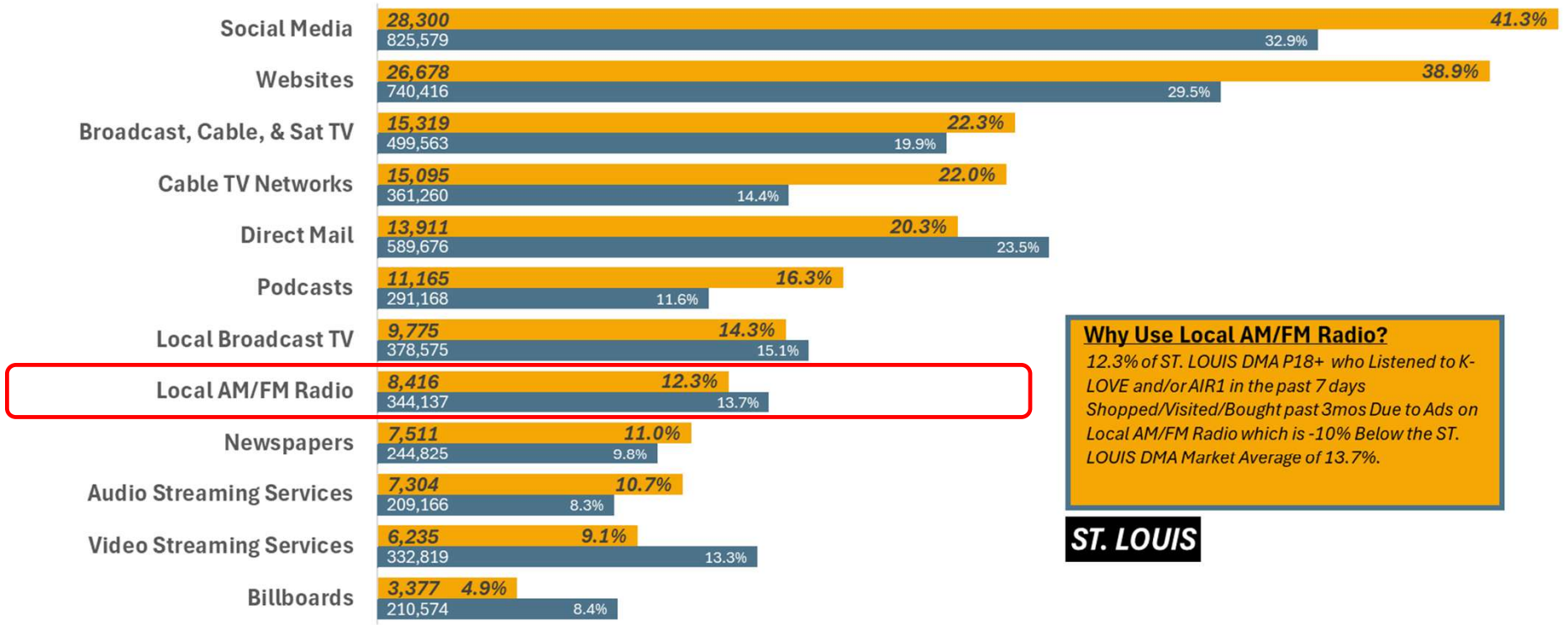
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K-LOVE Air1 worship now — STL

"Advertising Actions"

P18+ who Listened to K-LOVE and/or AIR1 in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

12.3% of ST. LOUIS DMA P18+ who Listened to K-LOVE and/or AIR1 in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -10% Below the ST. LOUIS DMA Market Average of 13.7%.

ST. LOUIS

ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 61

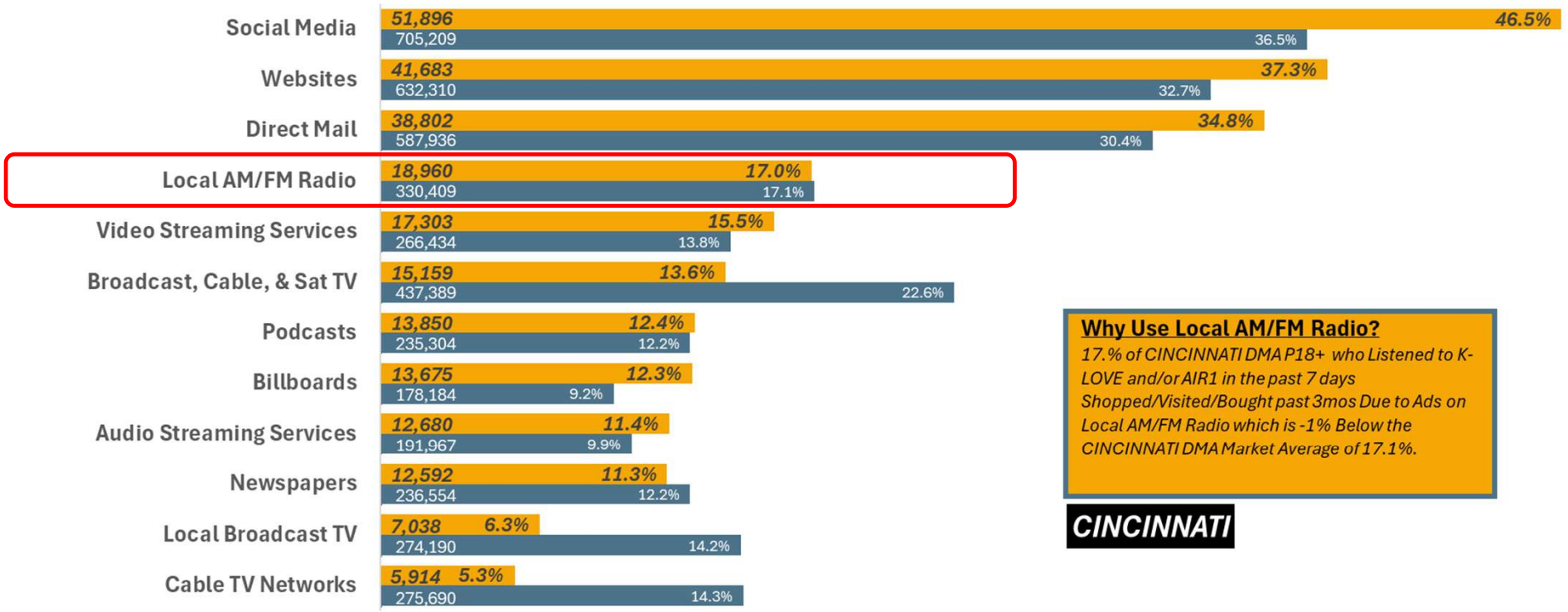
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"Advertising Actions"

P18+ who Listened to K-LOVE and/or AIR1 in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

17.% of CINCINNATI DMA P18+ who Listened to K-LOVE and/or AIR1 in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -1% Below the CINCINNATI DMA Market Average of 17.1%.

CINCINNATI

CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 140

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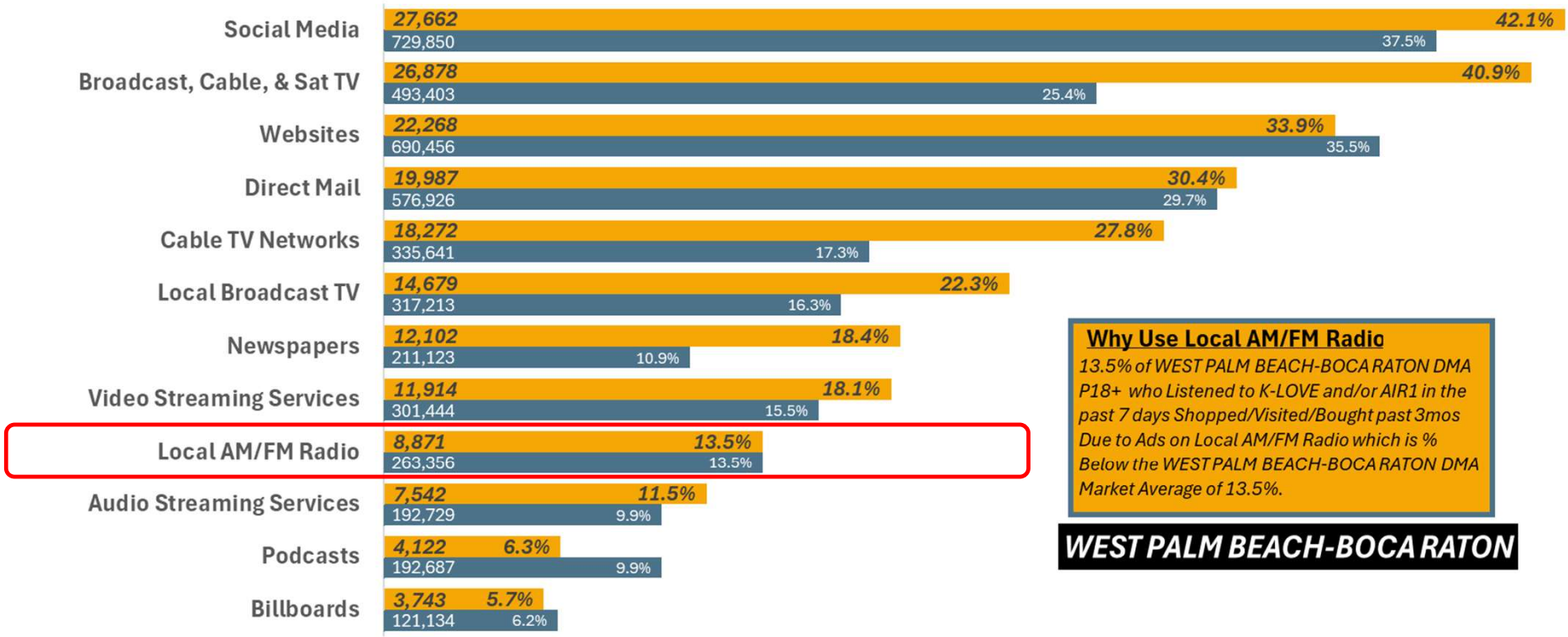
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WPB

"Advertising Actions"

P18+ who Listened to K-LOVE and/or AIR1 in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio

13.5% of WEST PALM BEACH-BOCA RATON DMA P18+ who Listened to K-LOVE and/or AIR1 in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is % Below the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.5%.

WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 65

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