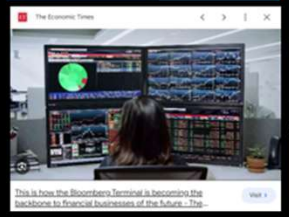
# Minneapolis-St. Paul, MN Metro – 5 P18+ Profiles of HUBBARD RADIO Listeners!

# Brand New Data as of August 31, 2024!

## Complete Demographic & Media Use Profiles

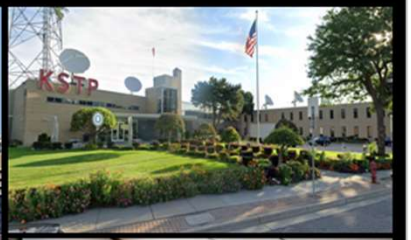















**P18+** Complete Demographic, Psychographic, and Total Media Usage Profiles of P18+ Hubbard Radio, KSTP-FM, KTMY-FM, AM SPORTS RADIO past 7 days listeners and past 30 days PODCAST listeners who live in the MINNEAPOLIS-ST. PAUL, MN, Metro Area as of AUGUST 2024!

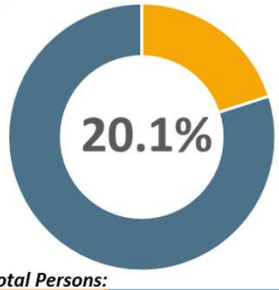
**#15**

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

*Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM Radio Stations: KSTP-FM Radio Stations: KTMY-FM [(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))] Watched, listened, or downloaded podcast past 30 days: Yes*

20.1% or 572,152 of MSP Metro Adults 18 or older listened to KSTP-FM and/or KTMY-FM in the past 7 days. Typical Adults 18 or older who listened to KSTP-FM and/or KTMY-FM in the past 7 days are 48.1 years old (.% older than average) and have a $116,429 (3.7% higher than average) annual household income.

## Percent of Market: Adults 18 or older




- who listened to KSTP-FM and/or KTMY-FM in the past 7 days
- Remainder of MSP Metro

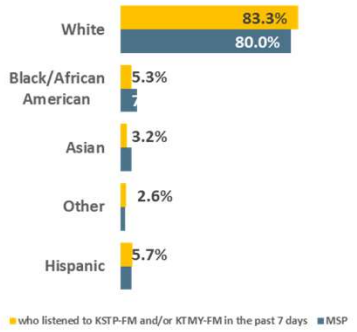
**Total Persons:**

| who listened to KSTP-FM and/or KTMY-FM in the past 7 days | Remainder of MSP Metro |
|---|---|
| 572,152 | 2,280,004 |

## Gender of Target vs. Market: Adults 18 or older

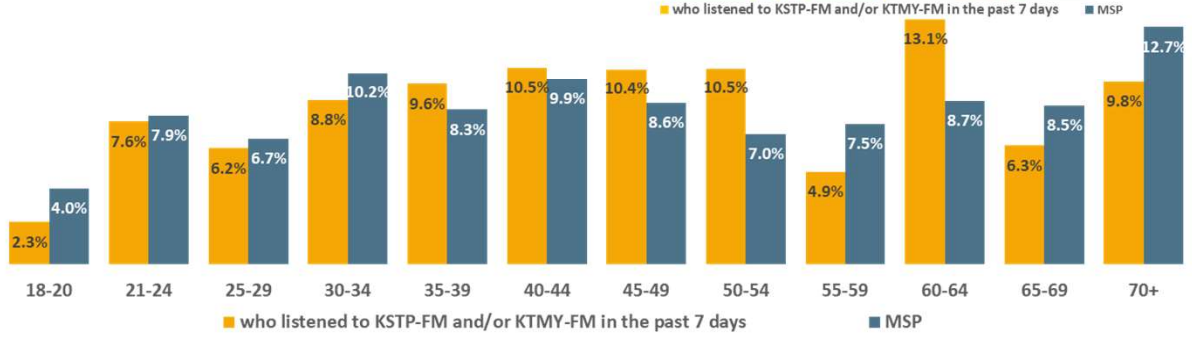
| | Men | Men | Women | Women |
|---|---|---|---|---|
| %M vs. %F: | 42.5% | 48.9% | 57.5% | 51.1% |
| Average Age: | 46.3 | 48.1 | 49.5 | 48.1 |
| # Persons: | 243,441 | 1,394,695 | 328,711 | 1,457,461 |

## Ethnicity of Target vs. Market:

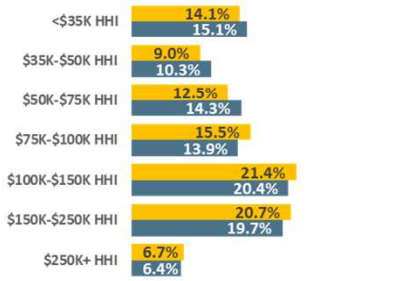



## Age Cell Demographics of Target vs. Market:

| Adults 18 or older | Average Age: 48.1 | 48.1 |
|---|---|---|




## HHI of Target vs. Market:




| Avg HHI: | $116,429 | $112,327 |
|---|---|---|

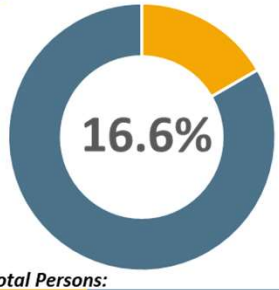
MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 283

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM

16.6% or 474,616 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older listened to KSTP-FM in the past 7 days. Typical Adults 18 or older who listened to KSTP-FM in the past 7 days are 46.7 years old (2.9% younger than average) and have a $119,200 (6.1% higher than average) annual household income.

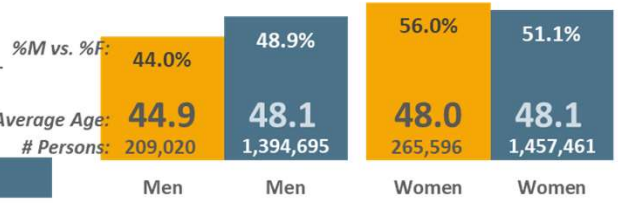
## Percent of Market: Adults 18 or older



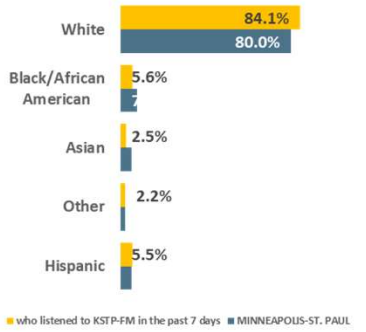

Total Persons:



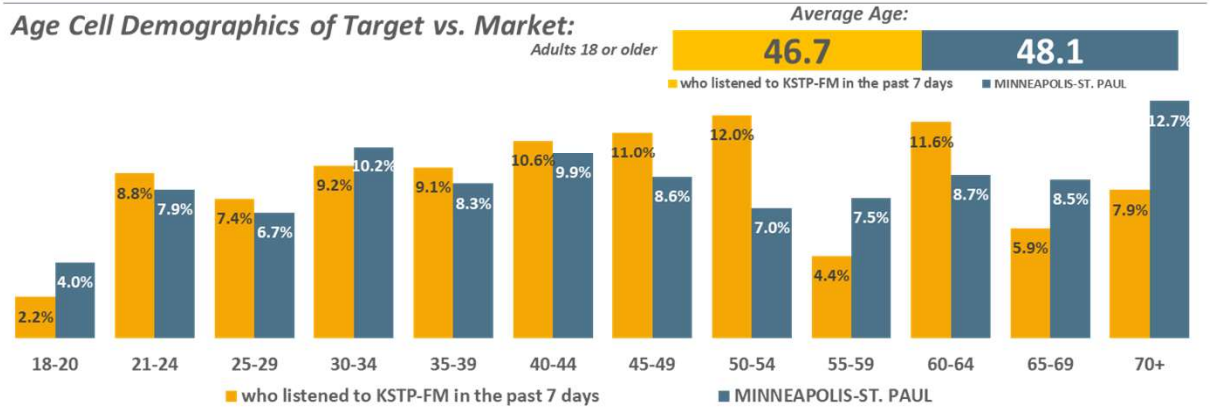

## Gender of Target vs. Market: Adults 18 or older



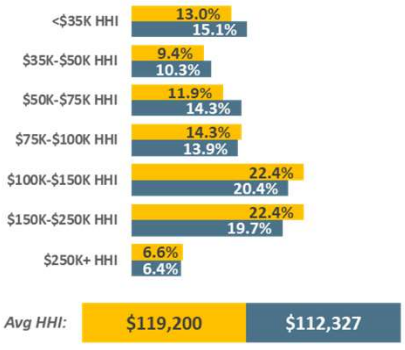

## Ethnicity of Target vs. Market:




## Age Cell Demographics of Target vs. Market:




## HHI of Target vs. Market:




Avg HHI:

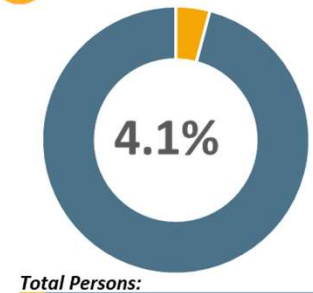



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 236

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

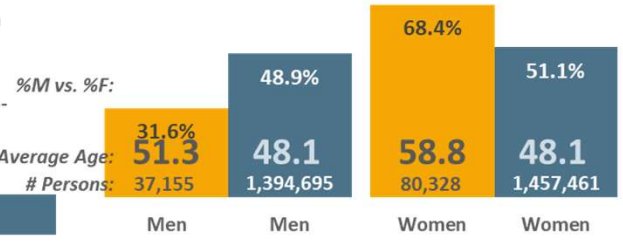
4.1% or 117,483 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older listened to KTMY-FM in the past 7 days. Typical Adults 18 or older who listened to KTMY-FM in the past 7 days are 54.8 years old (14.% older than average) and have a $109,944 (2.1% lower than average) annual household income.

## Percent of Market: Adults 18 or older

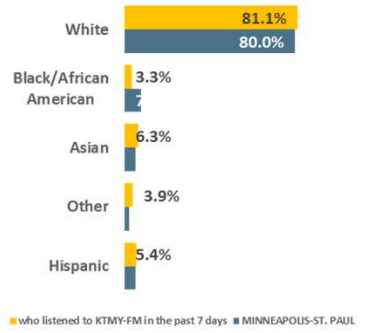



Total Persons: 117,483 | 2,734,673

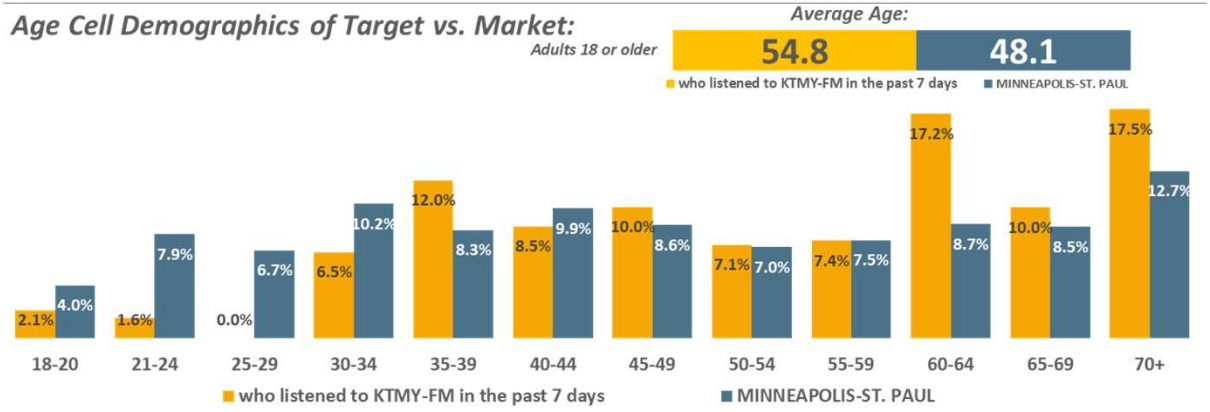
## Gender of Target vs. Market: Adults 18 or older



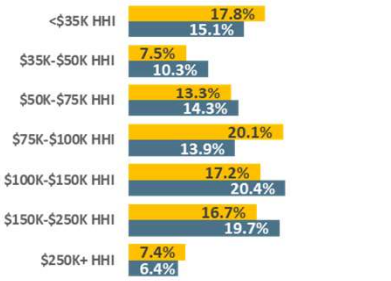

## Ethnicity of Target vs. Market:




## Age Cell Demographics of Target vs. Market:




## HHI of Target vs. Market:



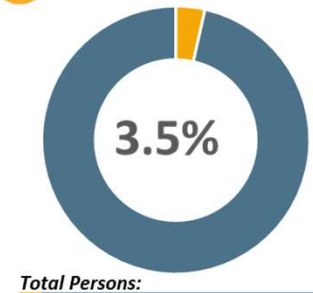

Avg HHI: $109,944 | $112,327


All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Radio Stations: KTMY-FM

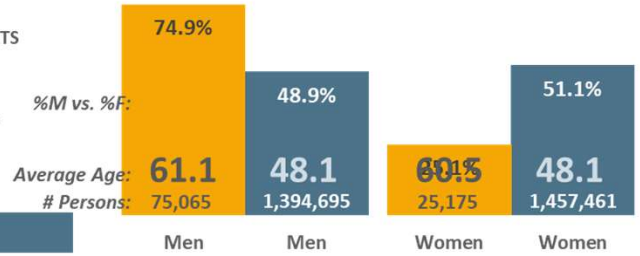
3.5% or 100,240 of MSP Metro Adults 18 or older listened to AM SPORTS RADIO in the past 7 days. Typical Adults 18 or older who listened to AM SPORTS RADIO in the past 7 days are 61. years old (26.8% older than average) and have a $134,789 (20.% higher than average) annual household income.

## Percent of Market: Adults 18 or older

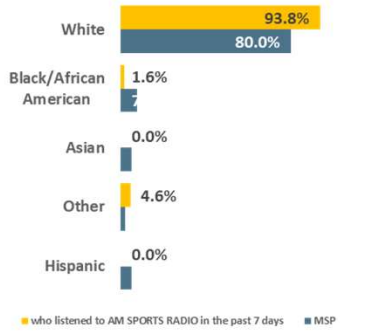



Total Persons: 100,240 | 2,751,916

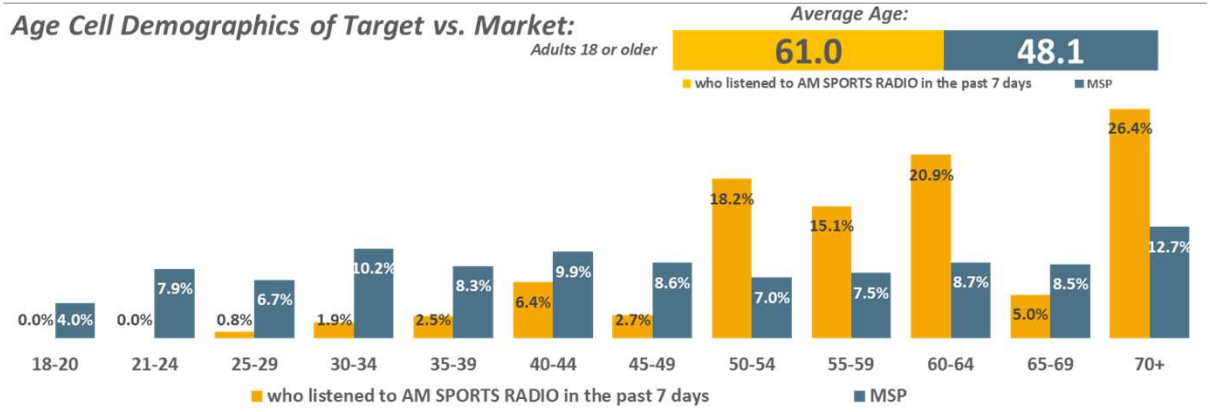
## Gender of Target vs. Market: Adults 18 or older



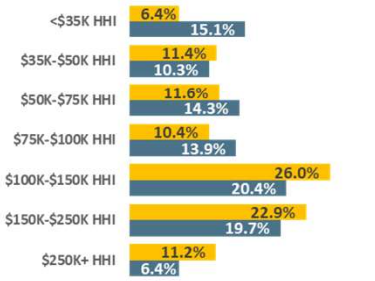

## Ethnicity of Target vs. Market:




## Age Cell Demographics of Target vs. Market:




## HHI of Target vs. Market:




Avg HHI: $134,789 | $112,327

*MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 52*

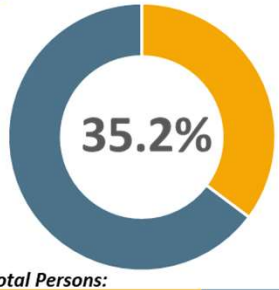
*All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

*[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]*

# PODCAST Listeners

35.2% or 1,004,474 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older listened to PODCASTS in the past 30 days. Typical Adults 18 or older who listened to PODCASTS in the past 30 days are 42.1 years old (12.4% younger than average) and have a $126,211 (12.4% higher than average) annual household income.

## *Percent of Market:* Adults 18 or older



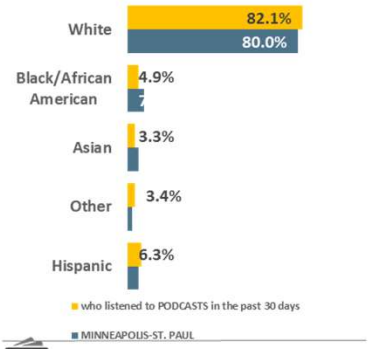

**Total Persons:**

| 1,004,474 | 1,847,682 |
|---|---|

## *Gender of Target vs. Market:* Adults 18 or older

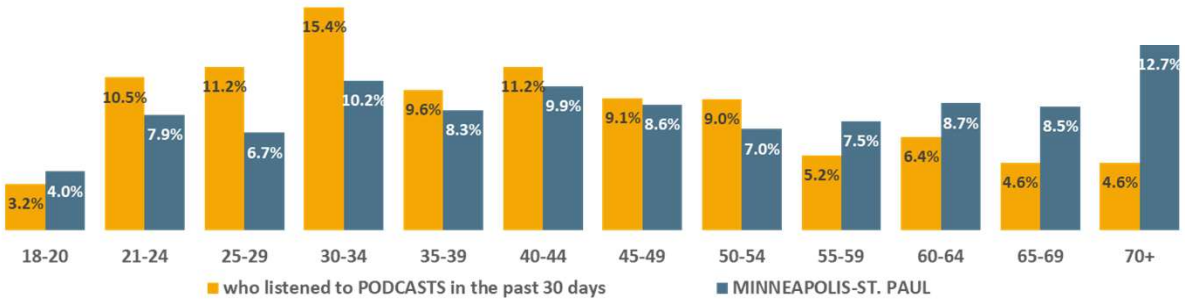
| | Men | Men | Women | Women |
|---|---|---|---|---|
| *%M vs. %F:* | 50.9% | 48.9% | 49.1% | 51.1% |
| *Average Age:* | 41.8 | 48.1 | 42.5 | 48.1 |
| *# Persons:* | 511,055 | 1,394,695 | 493,419 | 1,457,461 |

## *Ethnicity of Target vs. Market:*

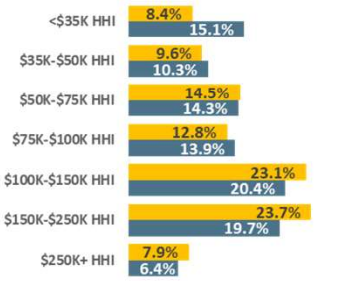



## *Age Cell Demographics of Target vs. Market:*

| *Adults 18 or older* | *Average Age:* 42.1 | 48.1 |
|---|---|---|




## *HHI of Target vs. Market:*




| *Avg HHI:* | $126,211 | $112,327 |
|---|---|---|

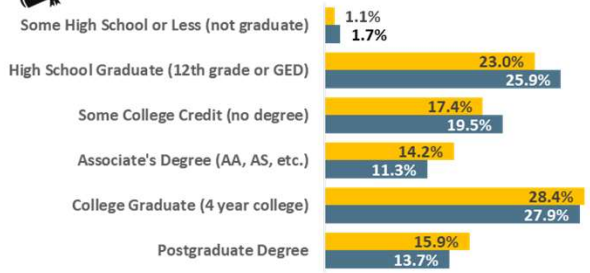
*MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 463*

*All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

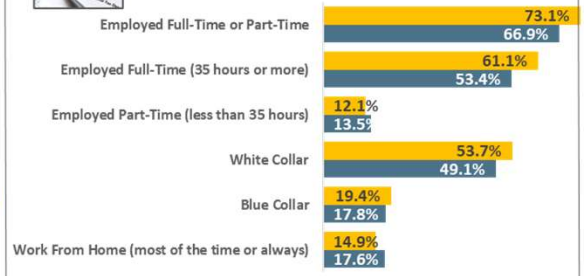
*Watched, listened, or downloaded podcast past 30 days: Yes*

20.1% or 572,152 of MSP Metro Adults 18 or older listened to KSTP-FM and/or KTMY-FM in the past 7 days. Adults 18 or older who listened to KSTP-FM and/or KTMY-FM in the past 7 days are 6.6% more likely to be a college graduate, 14.4% more likely to work full-time, 1.2% less likely to be married, 3.1% less likely to be a parent of 1 or more children under 18

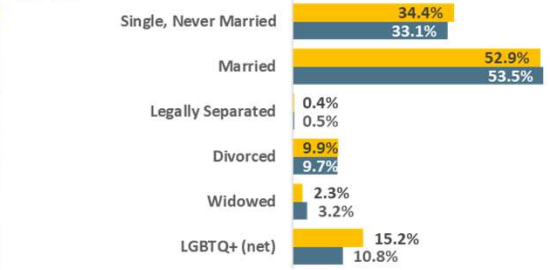
## Education Levels: Adults 18 or older



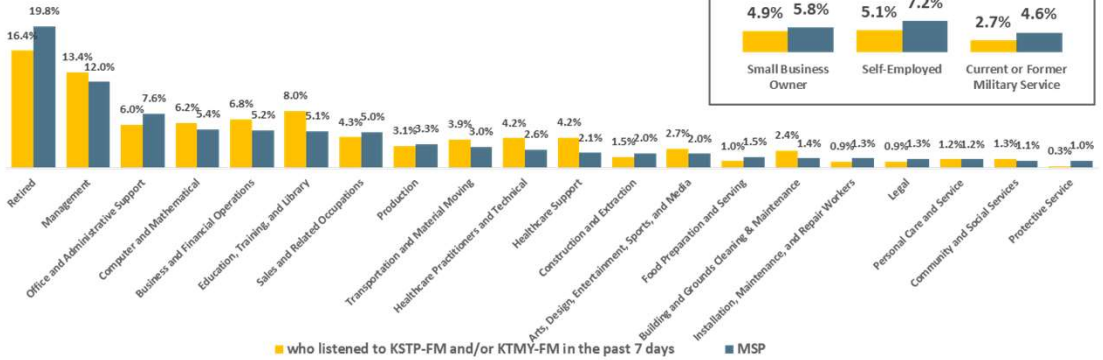

## Employment: Adults 18 or older




## Marital Status: Adults 18 or older



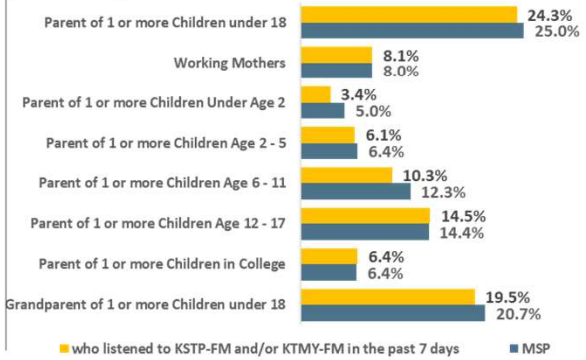

## Top-20 Occupations: Adults 18 or older




### Entrepreneurs/Military Experience




## Stage in Life: Adults 18 or older



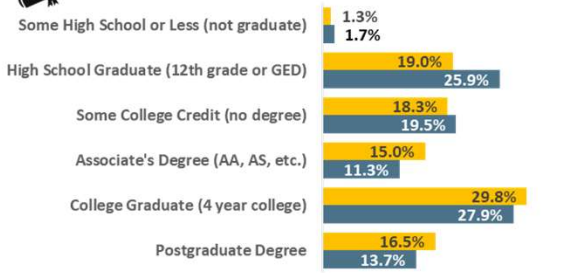

*MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 283*

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

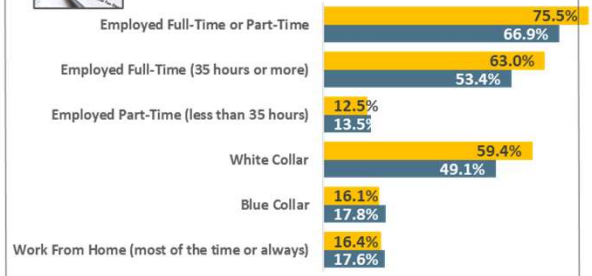
*Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM*

16.6% or 474,616 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older listened to KSTP-FM in the past 7 days. Adults 18 or older who listened to KSTP-FM in the past 7 days are 11.5% more likely to be a college graduate, 18.% more likely to work full-time, 2.7% more likely to be married, 7.3% less likely to be a parent of 1 or more children under 18.

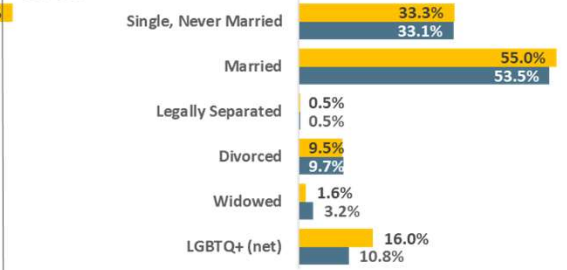
## Education Levels: Adults 18 or older



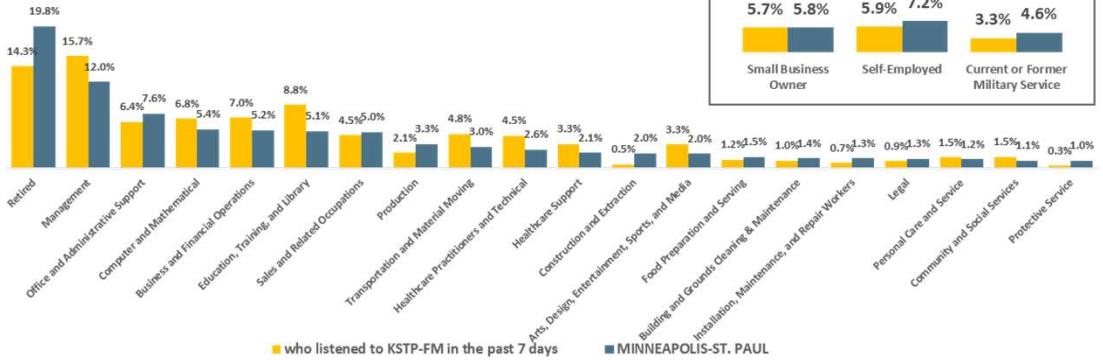

## Employment: Adults 18 or older




## Marital Status: Adults 18 or older



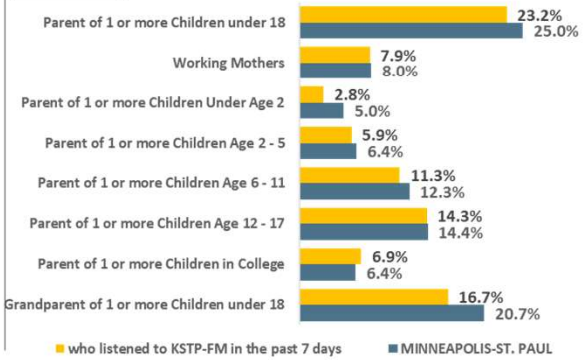

## Top-20 Occupations: Adults 18 or older




### Entrepreneurs/Military Experience




## Stage in Life: Adults 18 or older



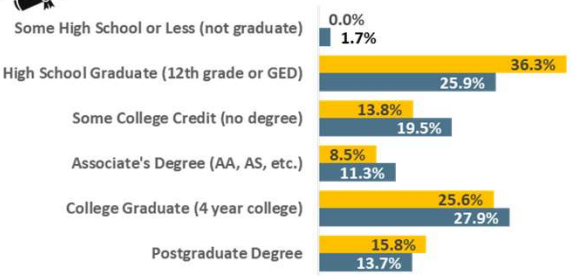

*MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 236*

*All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

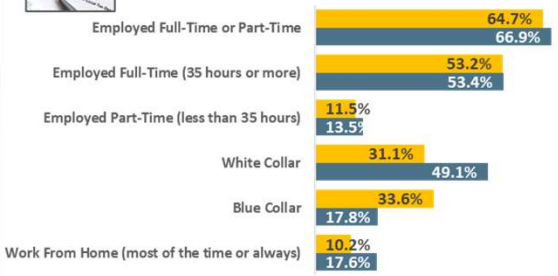
*Radio Stations: KSTP-FM*

4.1% or 117,483 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older listened to KTMY-FM in the past 7 days. Adults 18 or older who listened to KTMY-FM in the past 7 days are .5% less likely to be a college graduate, .4% less likely to work full-time, 12.2% less likely to be married, 17.7% more likely to be a parent of 1 or more children under 18.

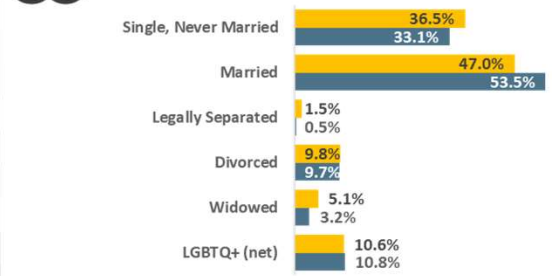
## Education Levels: Adults 18 or older



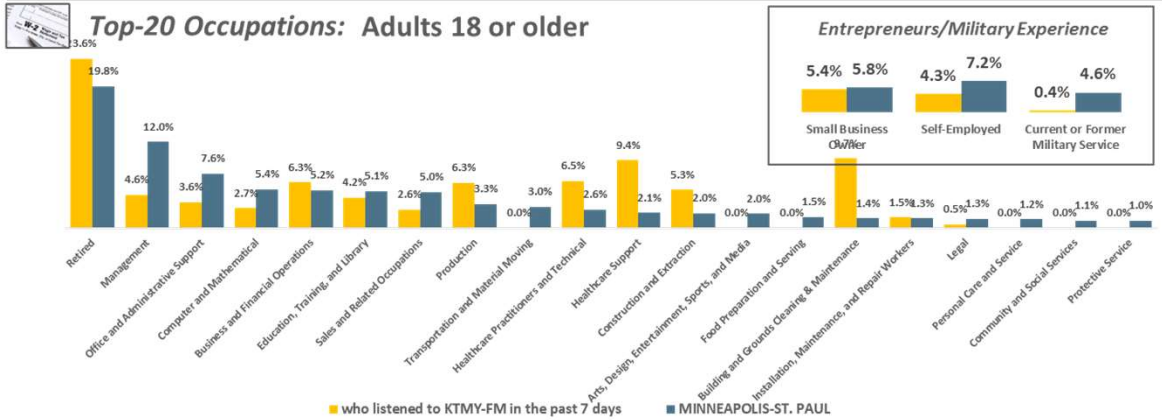

## Employment: Adults 18 or older




## Marital Status: Adults 18 or older



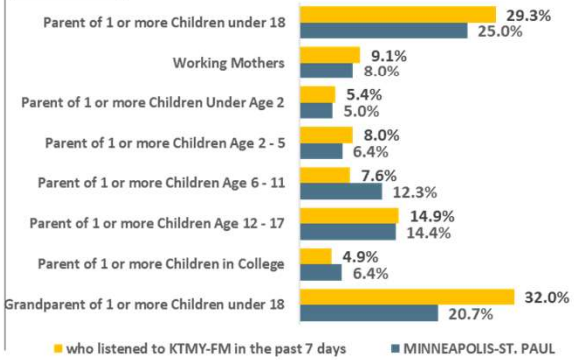

## Top-20 Occupations: Adults 18 or older




### Entrepreneurs/Military Experience




## Stage in Life: Adults 18 or older



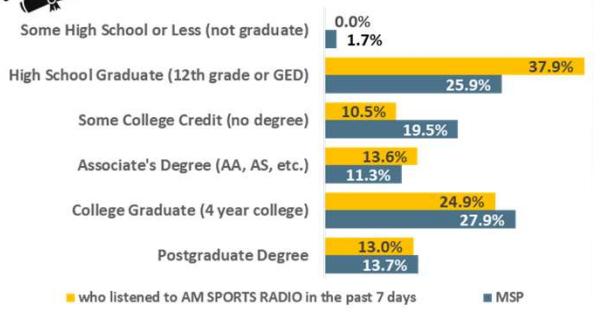


All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

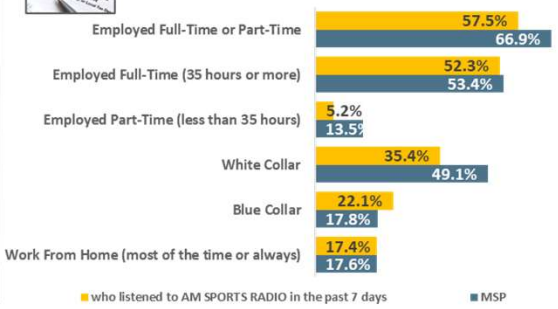
Radio Stations: KTMY-FM

3.5% or 100,240 of MSP Metro Adults 18 or older listened to AM SPORTS RADIO in the past 7 days. Adults 18 or older who listened to AM SPORTS RADIO in the past 7 days are 8.9% less likely to be a college graduate, 2.% less likely to work full-time, 29.1% more likely to be married, 19.9% less likely to be a parent of 1 or more children under 18.

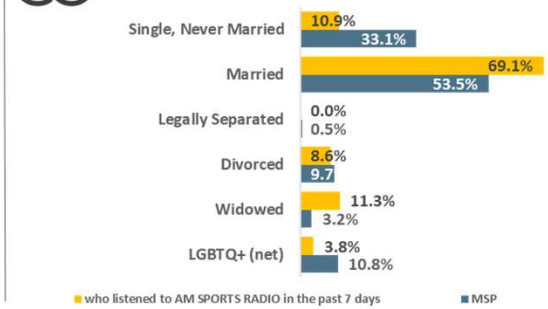
## Education Levels: Adults 18 or older



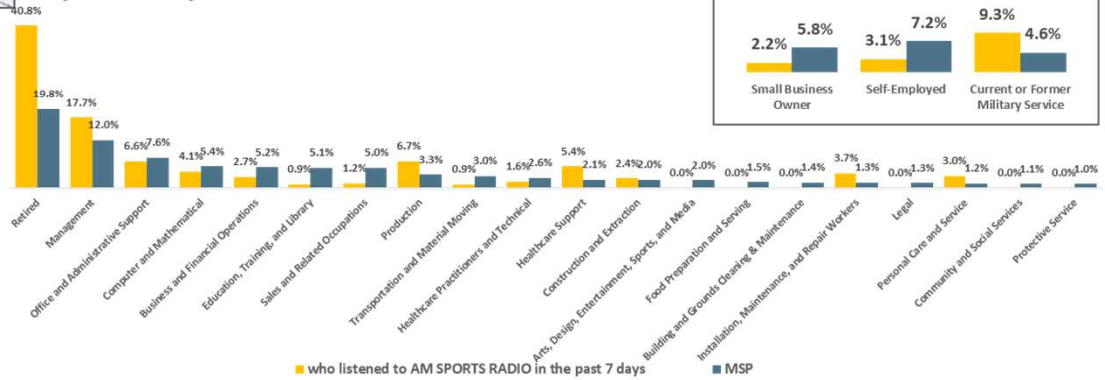

## Employment: Adults 18 or older




## Marital Status: Adults 18 or older



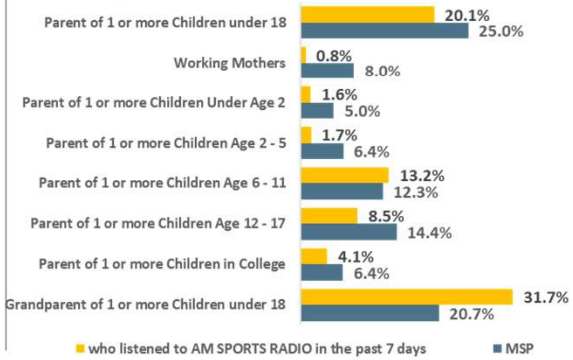

## Top-20 Occupations: Adults 18 or older




### Entrepreneurs/Military Experience




## Stage in Life: Adults 18 or older




*MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 52*

*All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

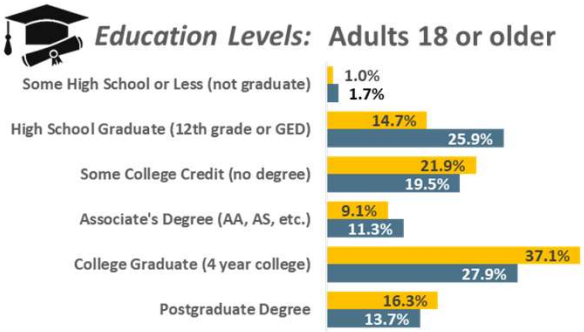
*[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]*



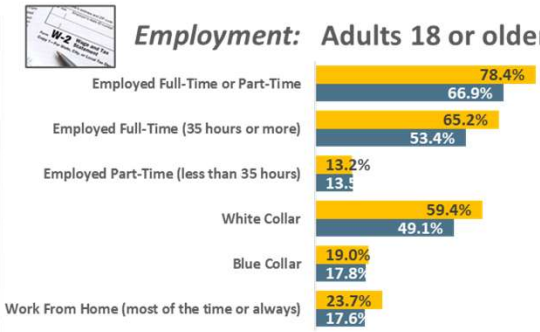
# PODCAST Listeners

35.2% or 1,004,474 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older listened to PODCASTS in the past 30 days. Adults 18 or older who listened to PODCASTS in the past 30 days are 28.3% more likely to be a college graduate, 22.1% more likely to work full-time, 3.1% less likely to be married, 20.8% more likely to be a parent of 1 or more children under 18.

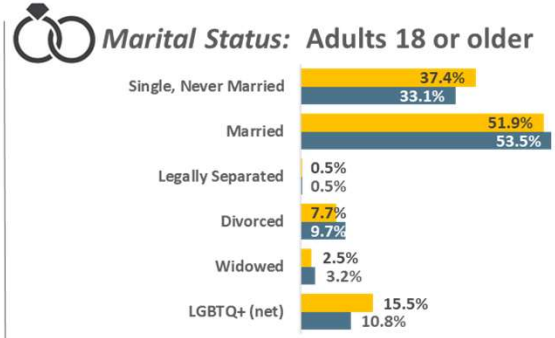
## Education Levels: Adults 18 or older



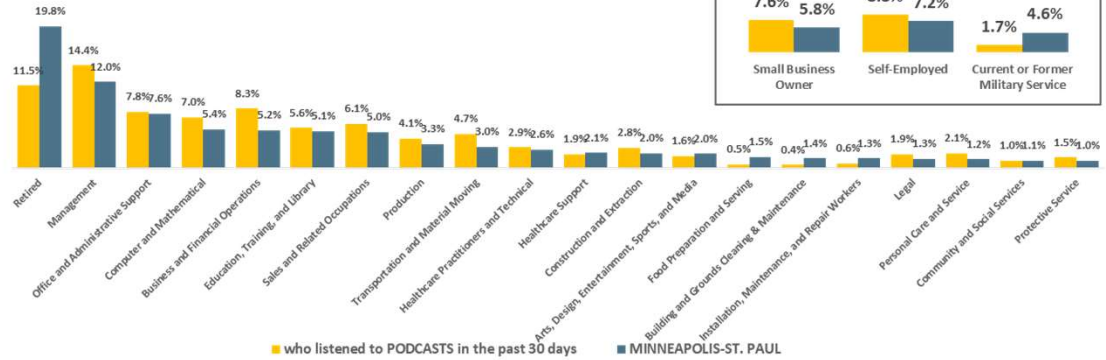

## Employment: Adults 18 or older




## Marital Status: Adults 18 or older



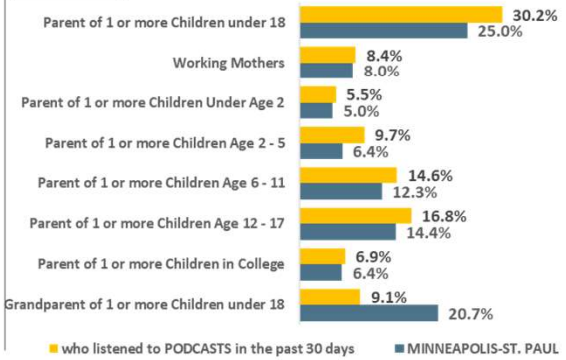

## Top-20 Occupations: Adults 18 or older




### Entrepreneurs/Military Experience




## Stage in Life: Adults 18 or older



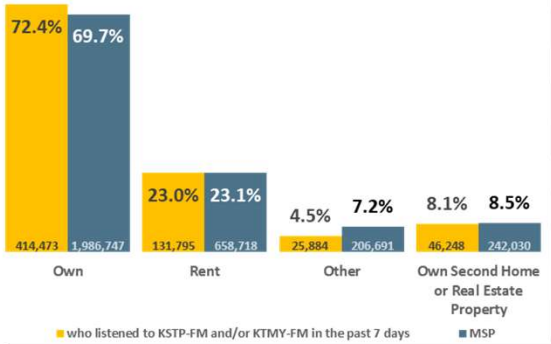



*All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

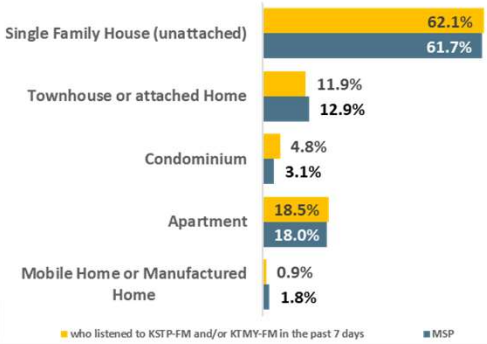
*Watched, listened, or downloaded podcast past 30 days: Yes*

20.1% or 572,152 of MSP Metro Adults 18 or older listened to KSTP-FM and/or KTMY-FM in the past 7 days. Adults 18 or older who listened to KSTP-FM and/or KTMY-FM in the past 7 days are 4.% more likely to own their home, 1.2% more likely to own a lower valued home, .6% more likely to have a single-family home, 15.9% more likely to have a dog.

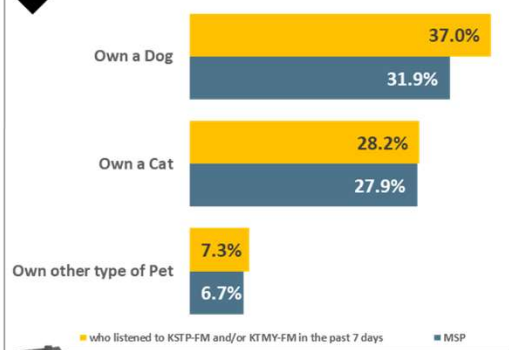
## *Own/Rent/Other:* Adults 18 or older



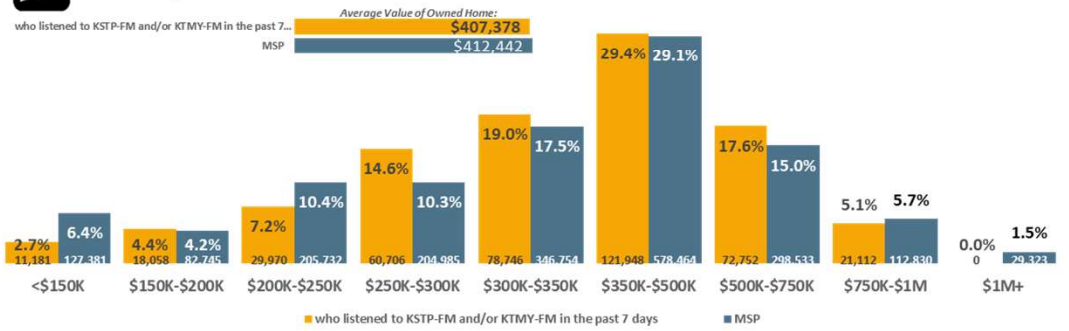

## *Type of Home:* Adults 18 or older



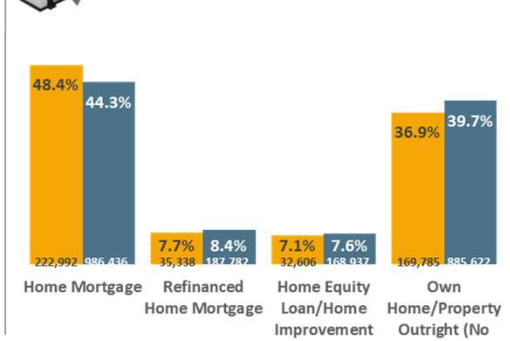

## *Pets in Home:* Adults 18 or older




## *Value of Owned Home:* Adults 18 or older




## *Home Loans:* Adults 18 or older



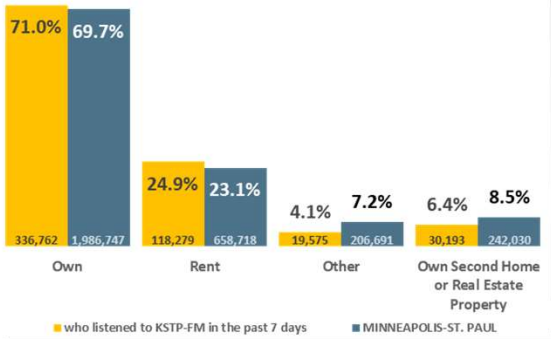

*MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 283*

*All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

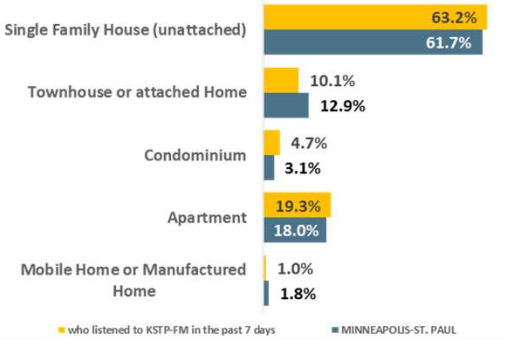
*Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM*

16.6% or 474,616 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older listened to KSTP-FM in the past 7 days. Adults 18 or older who listened to KSTP-FM in the past 7 days are 1.9% more likely to own their home, 1.4% more likely to own a lower valued home, 2.5% more likely to have a single-family home, 18.1% more likely to have a dog.

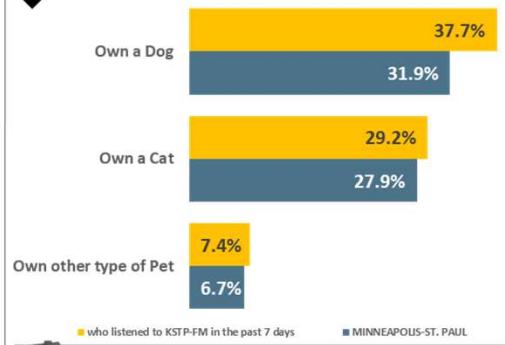
## *Own/Rent/Other:* Adults 18 or older



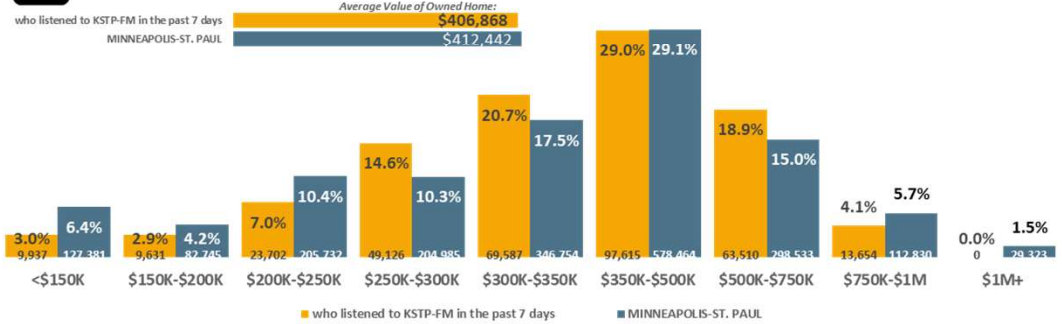

## *Type of Home:* Adults 18 or older



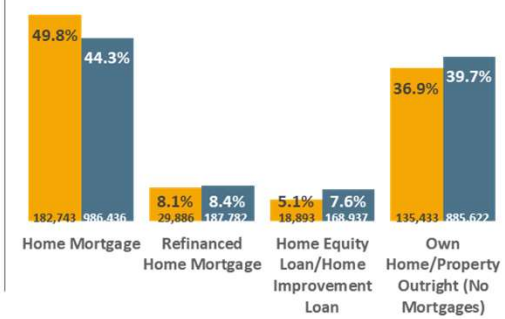

## *Pets in Home:* Adults 18 or older




## *Value of Owned Home:* Adults 18 or older




## *Home Loans:* Adults 18 or older



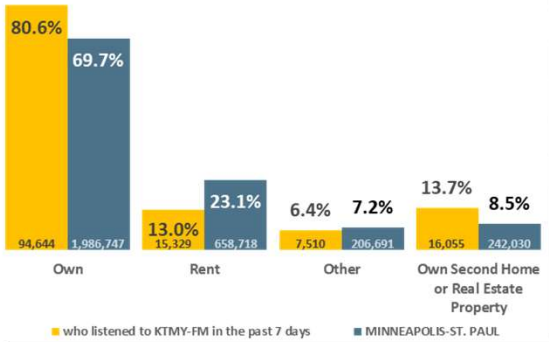

*MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 236*

*All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

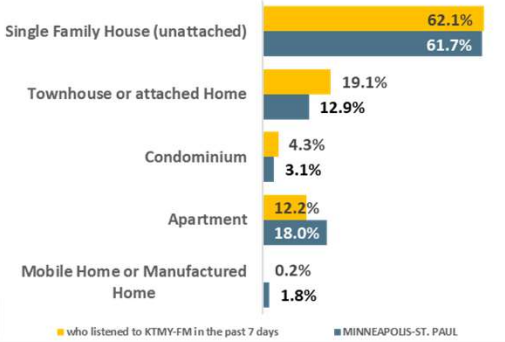
*Radio Stations: KSTP-FM*

4.1% or 117,483 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older listened to KTMY-FM in the past 7 days. Adults 18 or older who listened to KTMY-FM in the past 7 days are 15.7% more likely to own their home, 3.4% more likely to own a higher valued home, .6% more likely to have a single-family home, 17.8% more likely to have a dog.

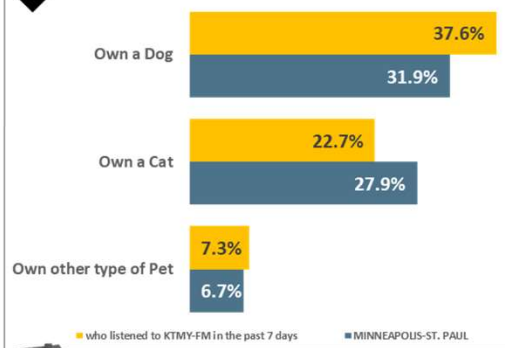
## *Own/Rent/Other:* Adults 18 or older



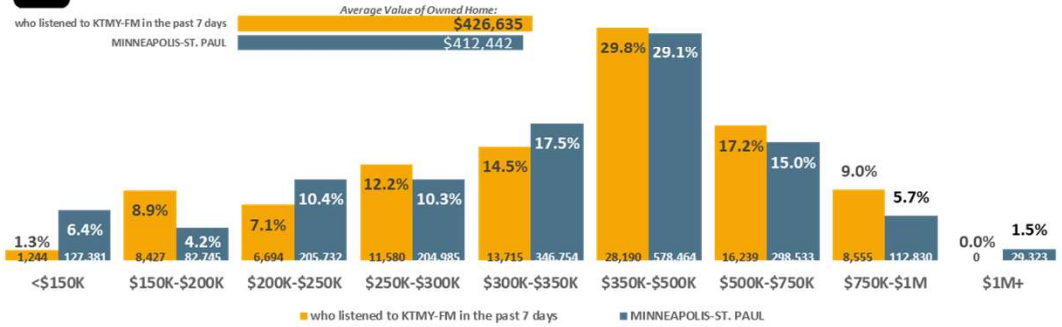

## *Type of Home:* Adults 18 or older



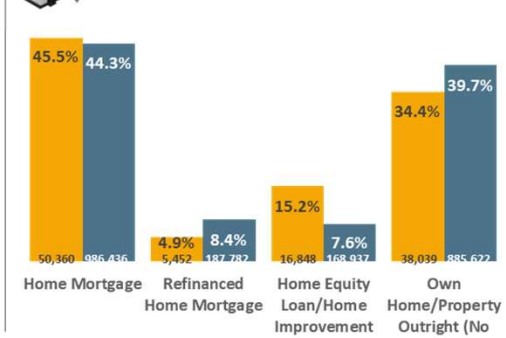

## *Pets in Home:* Adults 18 or older




## *Value of Owned Home:* Adults 18 or older




## *Home Loans:* Adults 18 or older



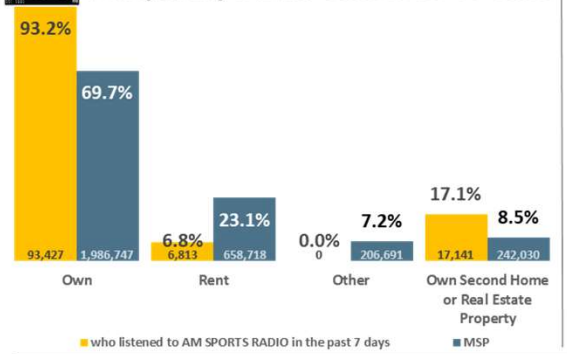

*MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 61*

*All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

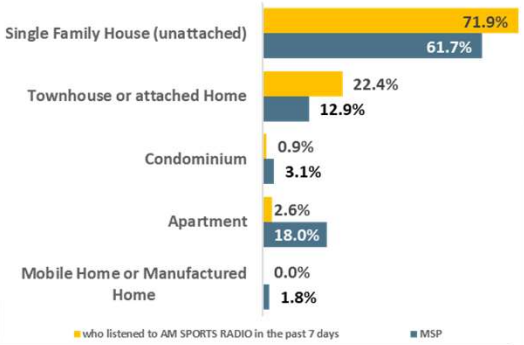
*Radio Stations: KTMY-FM*

3.5% or 100,240 of MSP Metro Adults 18 or older listened to AM SPORTS RADIO in the past 7 days. Adults 18 or older who listened to AM SPORTS RADIO in the past 7 days are 33.8% more likely to own their home, 1.9% more likely to own a lower valued home, 16.5% more likely to have a single-family home, 15.9% less likely to have a dog.

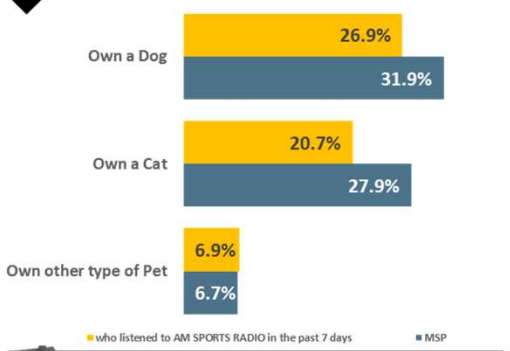
## *Own/Rent/Other:* Adults 18 or older



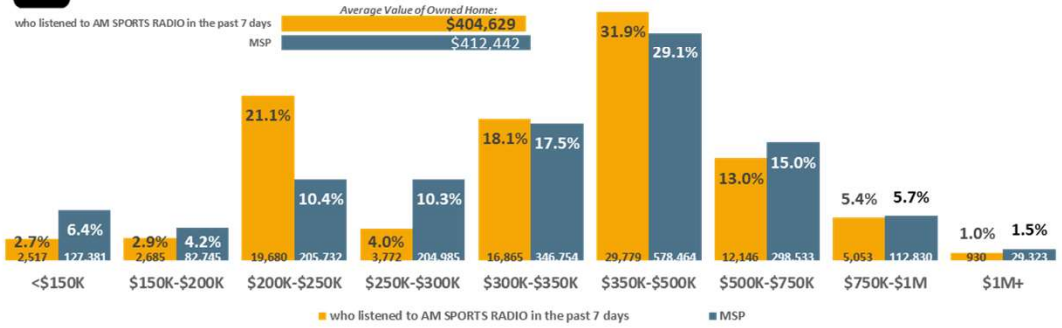

## *Type of Home:* Adults 18 or older



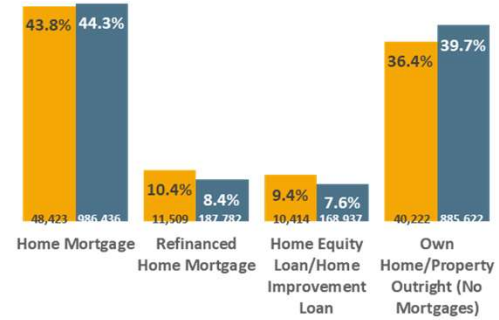

## *Pets in Home:* Adults 18 or older




## *Value of Owned Home:* Adults 18 or older




## *Home Loans:* Adults 18 or older




*MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 52*

*All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

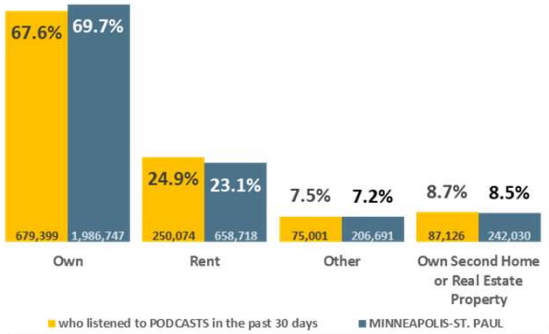
*[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]*



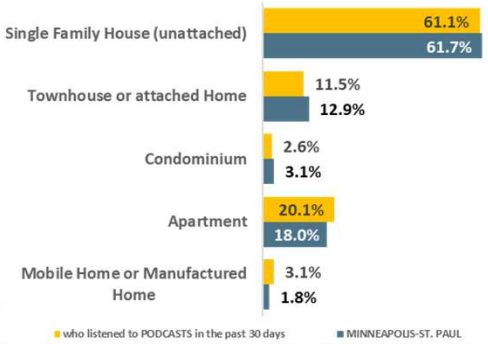
# PODCAST Listeners

35.2% or 1,004,474 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older listened to PODCASTS in the past 30 days. Adults 18 or older who listened to PODCASTS in the past 30 days are 2.9% less likely to own their home, 3.1% more likely to own a higher valued home, 1.% less likely to have a single-family home, 21.2% more likely to have a dog.

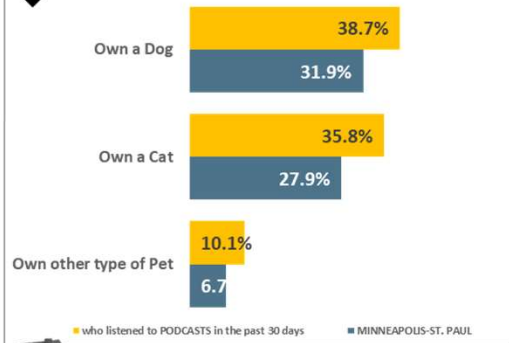
## *Own/Rent/Other:* Adults 18 or older



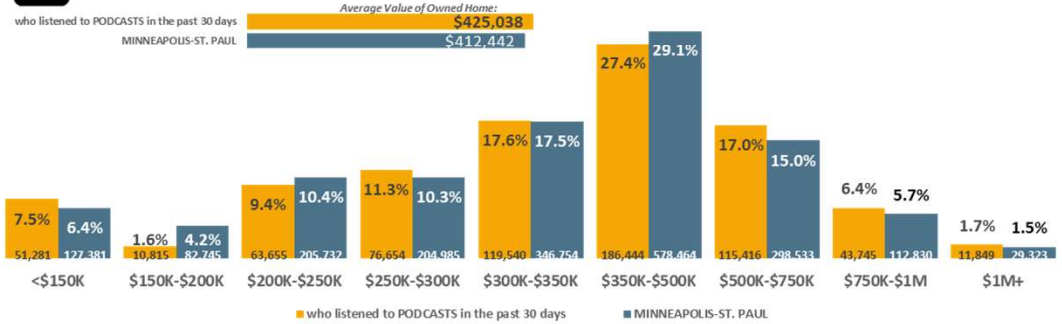

## *Type of Home:* Adults 18 or older



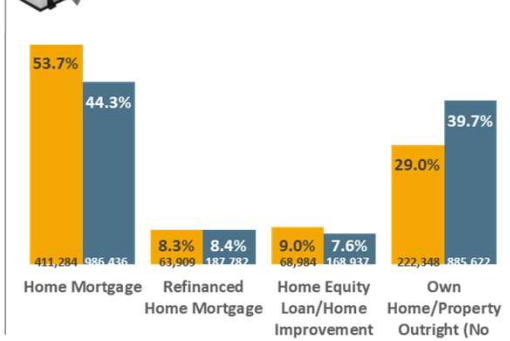

## *Pets in Home:* Adults 18 or older




## *Value of Owned Home:* Adults 18 or older




## *Home Loans:* Adults 18 or older



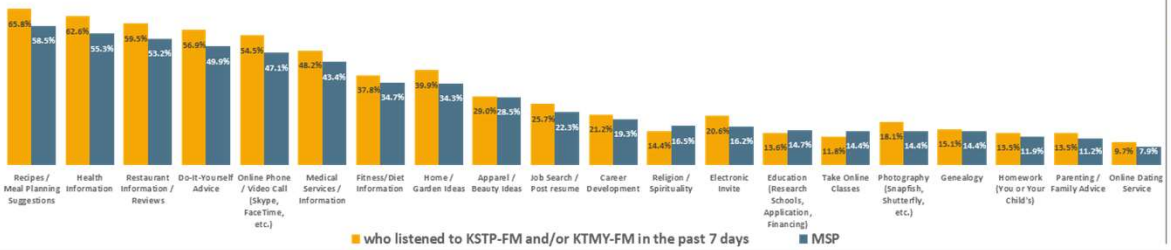

*MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 463*

*All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

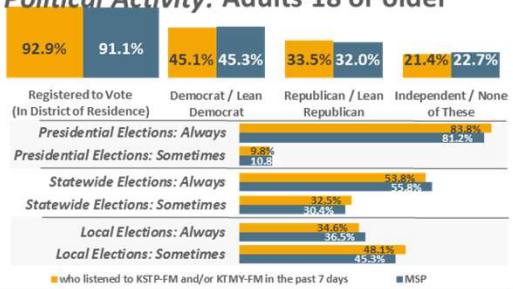
*Watched, listened, or downloaded podcast past 30 days: Yes*

20.1% or 572,152 of MSP Metro Adults 18 or older listened to KSTP-FM and/or KTMY-FM in the past 7 days. Adults 18 or older who listened to KSTP-FM and/or KTMY-FM in the past 7 days are 14.% more likely to look up D-I-Y advice online, 5.2% less likely to always vote in local elections, .6% less likely to belong to a gym, 5.% more likely to fly domestic past

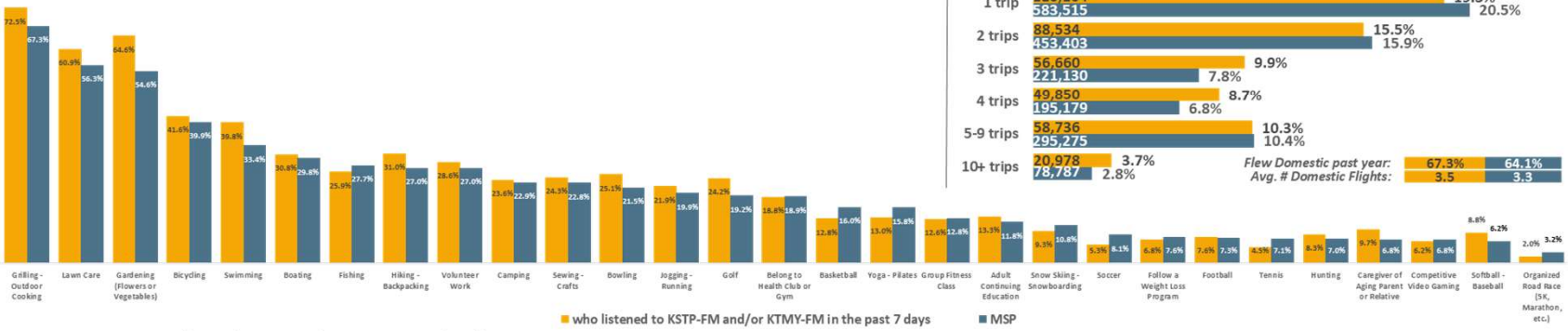
## Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older




## 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



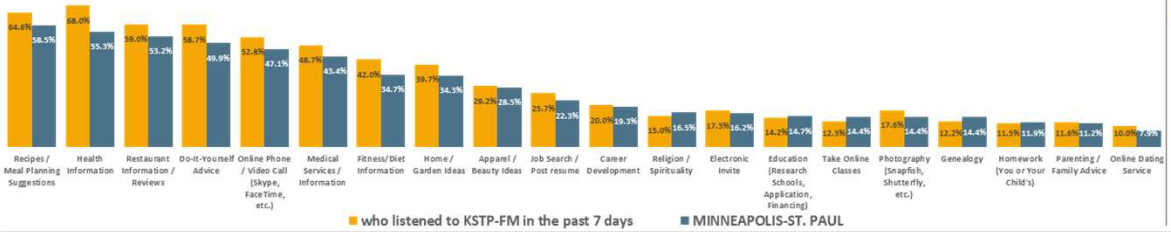

MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 283

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

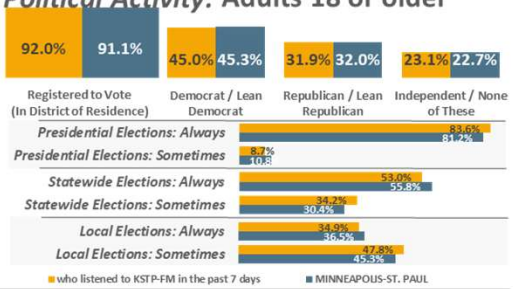
Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM

16.6% or 474,616 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older listened to KSTP-FM in the past 7 days. Adults 18 or older who listened to KSTP-FM in the past 7 days are 17.5% more likely to look up D-I-Y advice online, 4.4% less likely to always vote in local elections, 9.6% more likely to belong to a gym, 8.2% more likely to fly domestic past yr.

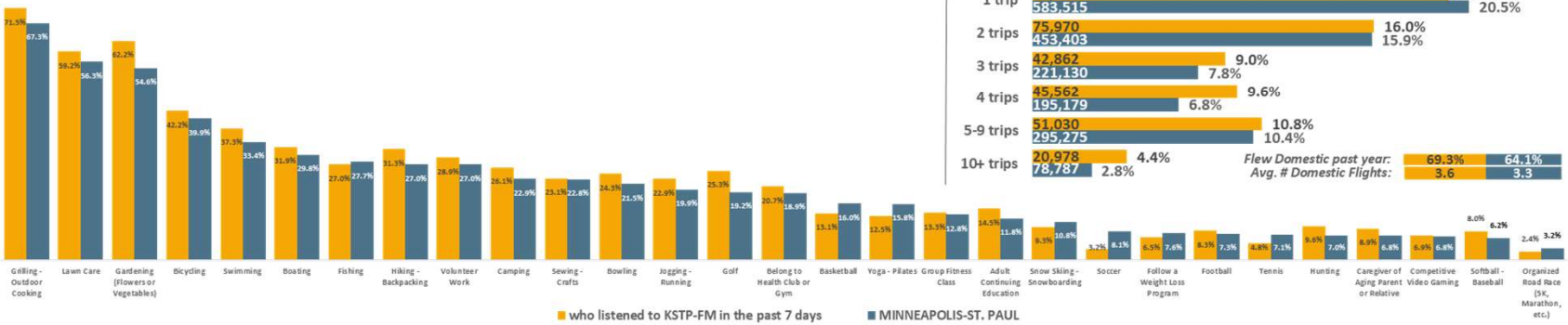
## Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older




## 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



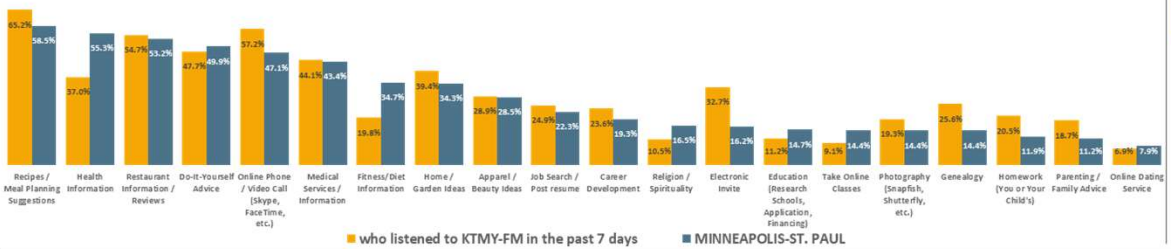

*MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 236*

*All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

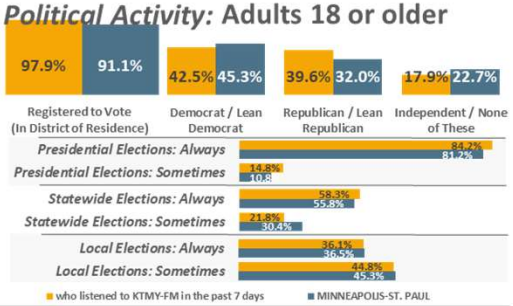
*Radio Stations: KSTP-FM*

4.1% or 117,483 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older listened to KTMY-FM in the past 7 days. Adults 18 or older who listened to KTMY-FM in the past 7 days are 4.5% less likely to look up D-I-Y advice online, 1.2% less likely to always vote in local elections, 22.8% less likely to belong to a gym, 6.9% less likely to fly domestic past yr.

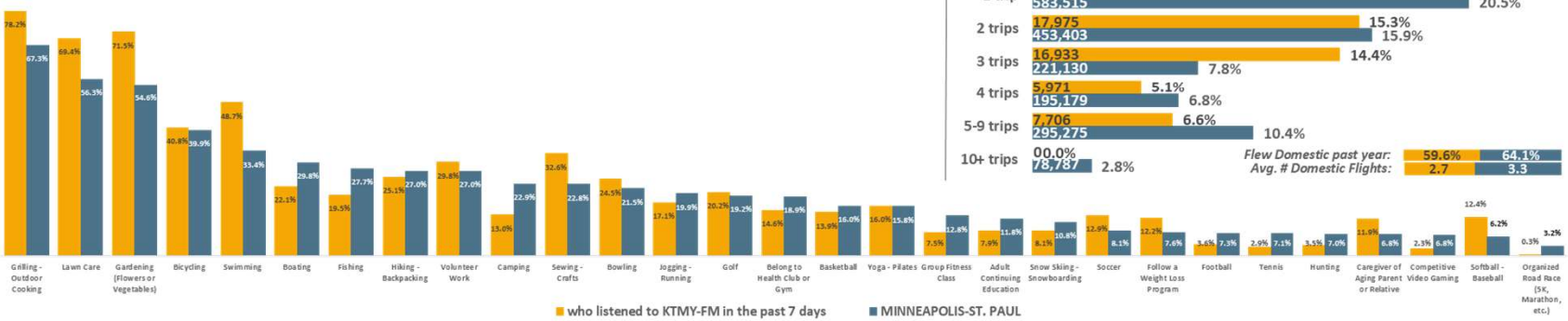
## Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older




## 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



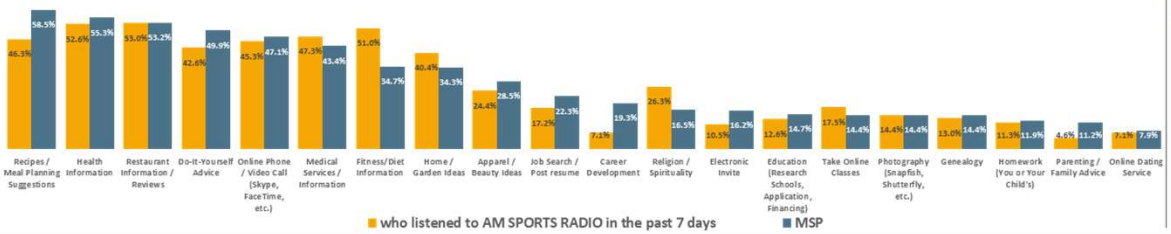


All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

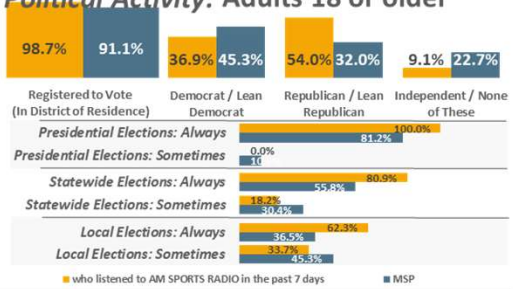
Radio Stations: KTMY-FM

3.5% or 100,240 of MSP Metro Adults 18 or older listened to AM SPORTS RADIO in the past 7 days.
Adults 18 or older who listened to AM SPORTS RADIO in the past 7 days are 14.6% less likely to look up D-I-Y advice online, 70.6% more likely to always vote in local elections, 42.5% more likely to belong to a gym, 10.7% more likely to fly domestic past y

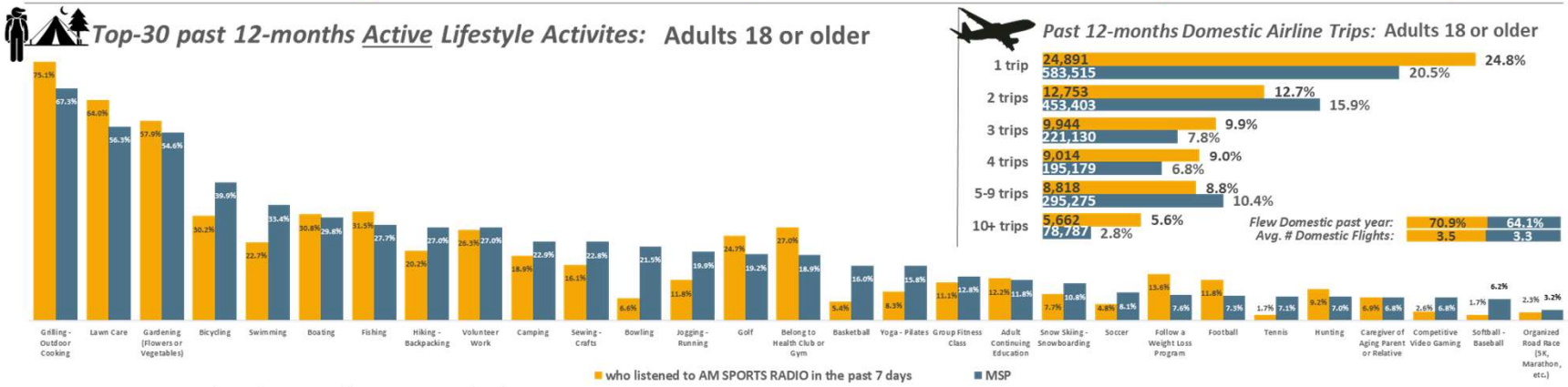
## Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older




## 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 Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 52

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

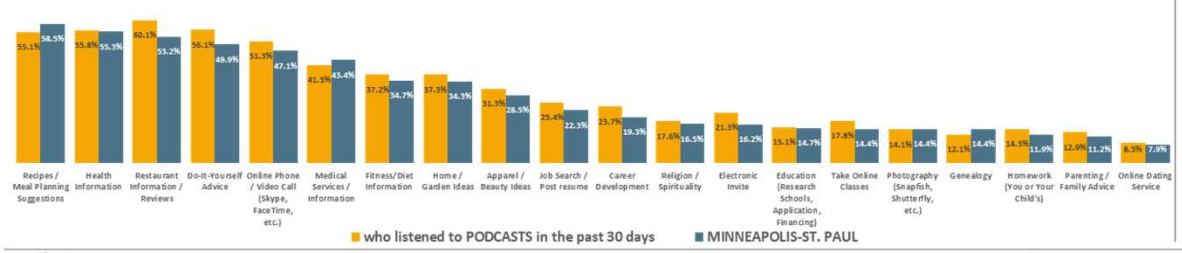
[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]



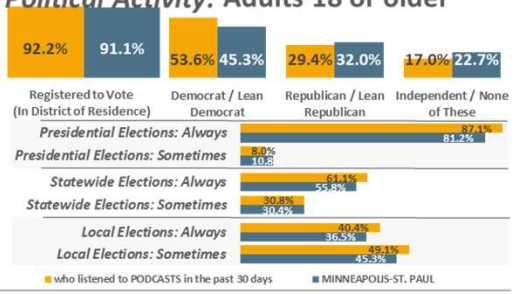
# PODCAST Listeners

35.2% or 1,004,474 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older listened to PODCASTS in the past 30... Adults 18 or older who listened to PODCASTS in the past 30 days are 12.4% more likely to look up D-I-Y advice online, 10.6% more likely to always vote in local elections, 18.1% more likely to belong to a gym, 6.9% more likely to fly domestic past yr.

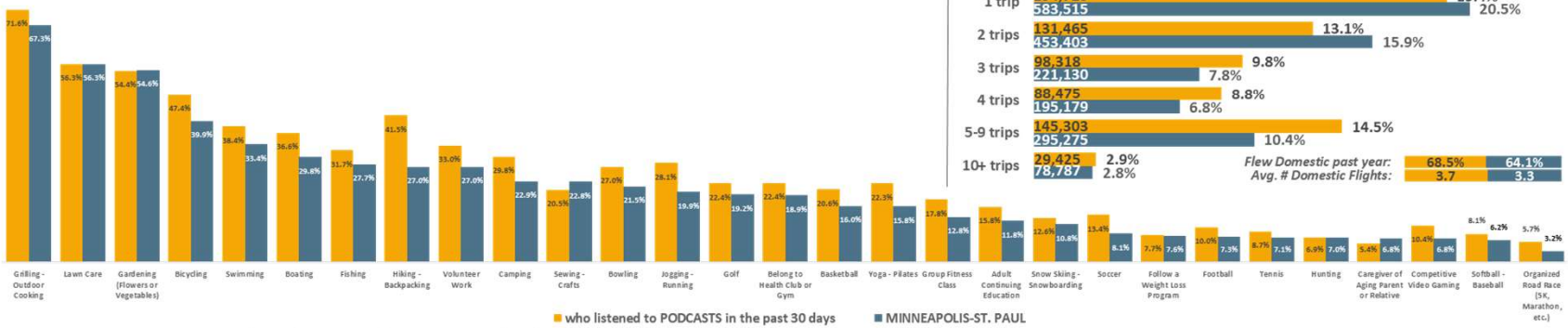
## *Top-20 past 30-days Online Lifestyle Activites:* Adults 18 or older




## *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




*MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 463*

*All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

*Watched, listened, or downloaded podcast past 30 days: Yes*

20.1% or 572,152 of MSP Metro Adults 18 or older listened to KSTP-FM and/or KTMY-FM in the past 7 days. Adults 18 or older who listened to KSTP-FM and/or KTMY-FM in the past 7 days are 5.6% more likely to use QSRs past mo., 9.% more likely to use Sit-Down Restaurants past mo., 8.6% more likely to use Casinos past yr., 44.5% more likely to smoke cigarettes.

## *Past 30-days QSR Users:* Adults 18 or older






*Total Monthly QSR Users:* 91.5% 523,415 | 86.6% 2,471,111

*Avg. Monthly QSR Meals:* 5.6 | 5.5

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






*Total Monthly Sit-Down Restaurant Users:* 81.1% 464,193 | 74.4% 2,122,066

*Avg. Monthly Sit-Down Restaurant Meals:* 3.3 | 3.3

## *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 KSTP-FM and/or KTMY-FM in the past...* 62,736 11.0%

*MSP* 426,885 15.0%

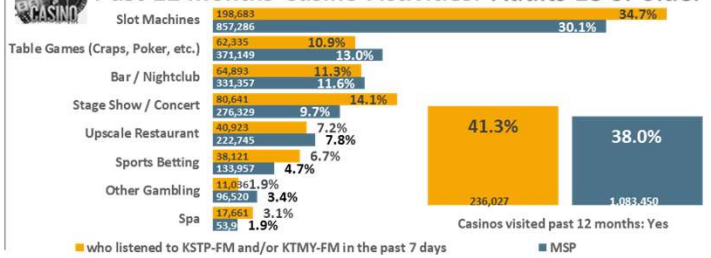
## *Drank Past 30-days:* Adults 18 or older






## *Past 12 months Casino Activities:* Adults 18 or older









## *Used Past 30-days:* Adults 18 or older






*MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 283*

*All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

*Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM*

16.6% or 474,616 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older listened to KSTP-FM in the past 7 days. Adults 18 or older who listened to KSTP-FM in the past 7 days are 6.2% more likely to use QSRs past mo., 8.1% more likely to use Sit-Down Restaurants past mo., .2% more likely to use Casinos past yr., 45.3% 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.)*



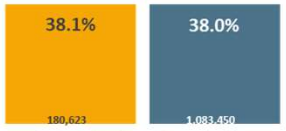

## Drank Past 30-days: Adults 18 or older




## Past 12 months Casino Activities: Adults 18 or older






## Used Past 30-days: Adults 18 or older






*MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 236*

*All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

*Radio Stations: KSTP-FM*

4.1% or 117,483 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older listened to KTMY-FM in the past 7 days. Adults 18 or older who listened to KTMY-FM in the past 7 days are 5.% more likely to use QSRs past mo., 13.8% more likely to use Sit-Down Restaurants past mo., 35.6% more likely to use Casinos past yr., 52.9% more likely to smoke cigarettes.

## *Past 30-days QSR Users:* Adults 18 or older






*Total Monthly QSR Users:*




*Avg. Monthly QSR Meals:*

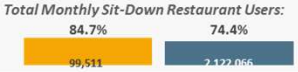



## *Past 30-days Sit-Down Restaurant Users:* Adults 18 or older

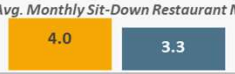





*Total Monthly Sit-Down Restaurant Users:*




*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.)*

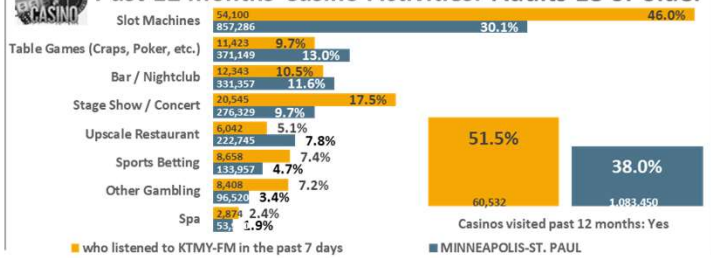



## *Drank Past 30-days:* Adults 18 or older




## *Past 12 months Casino Activities:* Adults 18 or older









## *Used Past 30-days:* Adults 18 or older







*All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

*Radio Stations: KTMY-FM*

3.5% or 100,240 of MSP Metro Adults 18 or older listened to AM SPORTS RADIO in the past 7 days.
Adults 18 or older who listened to AM SPORTS RADIO in the past 7 days are 9.4% more likely to use QSRs past mo., 25.% more likely to use Sit-Down Restaurants past mo., 18.9% more likely to use Casinos past yr., 75.5% more likely to smoke cigarettes.

## *Past 30-days QSR Users:* Adults 18 or older






*Total Monthly QSR Users:*




*Avg. Monthly QSR Meals:*

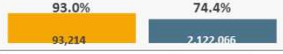



## *Past 30-days Sit-Down Restaurant Users:* Adults 18 or older






*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.)*



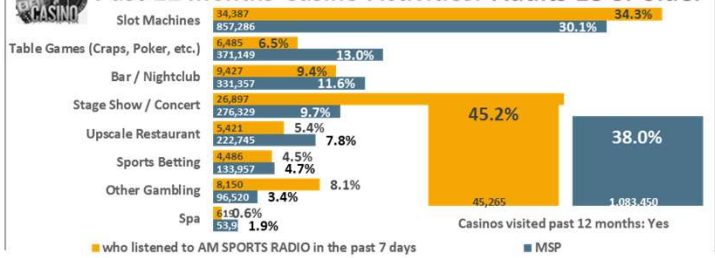

## *Drank Past 30-days:* Adults 18 or older






## *Past 12 months Casino Activities:* Adults 18 or older






## *Used Past 30-days:* Adults 18 or older







*All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

*[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]*



# PODCAST Listeners

35.2% or 1,004,474 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older listened to PODCASTS in the past 30 days. Adults 18 or older who listened to PODCASTS in the past 30 days are 4.4% more likely to use QSRs past mo., 12.8% more likely to use Sit-Down Restaurants past mo., 4.3% less likely to use Casinos past yr., 21.3% 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.)*



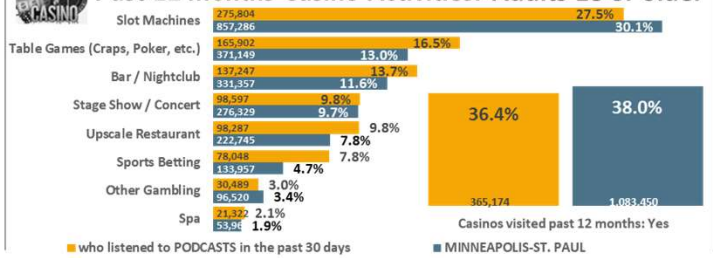

## *Drank Past 30-days:* Adults 18 or older






## *Past 12 months Casino Activities:* Adults 18 or older









## *Used Past 30-days:* Adults 18 or older





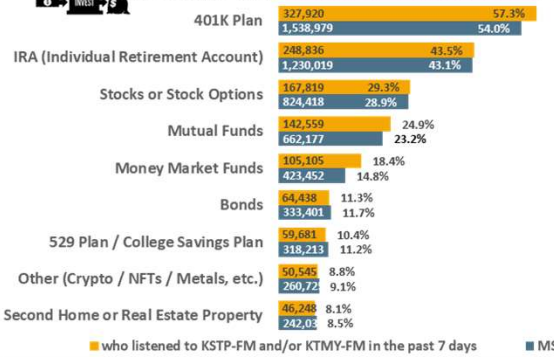

*MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 463*

*All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

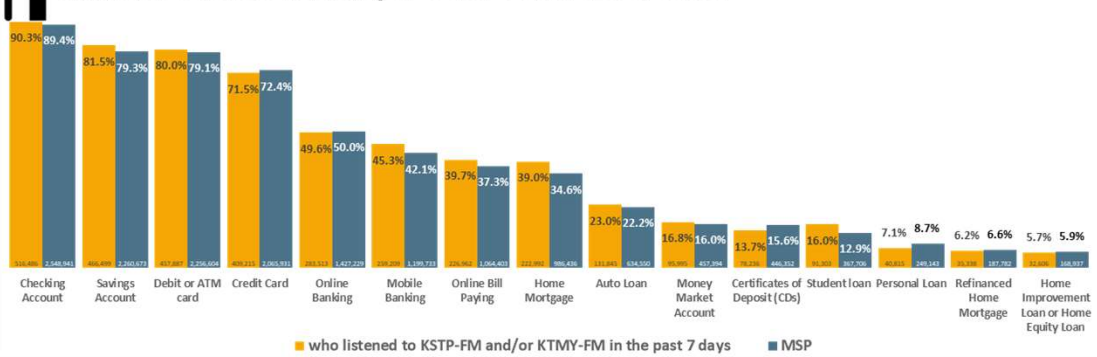
*Watched, listened, or downloaded podcast past 30 days: Yes*

20.1% or 572,152 of MSP Metro Adults 18 or older listened to KSTP-FM and/or KTMY-FM in the past 7 days. Adults 18 or older who listened to KSTP-FM and/or KTMY-FM in the past 7 days are 6.2% more likely to have a 401K, 3.6% more likely to have an Auto Loan, 15.9% more likely to Invest/Trade Stocks Online, 4.% less likely to pay with their Debit Card.

## *Investments Owned:* Adults 18 or older




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



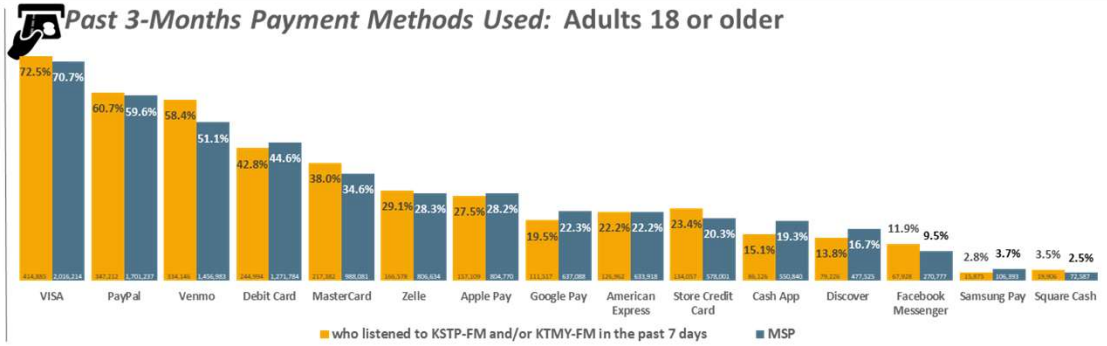

## *Professional Services Used*:* Adults 18 or older






*(*Past 12 Months)*

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



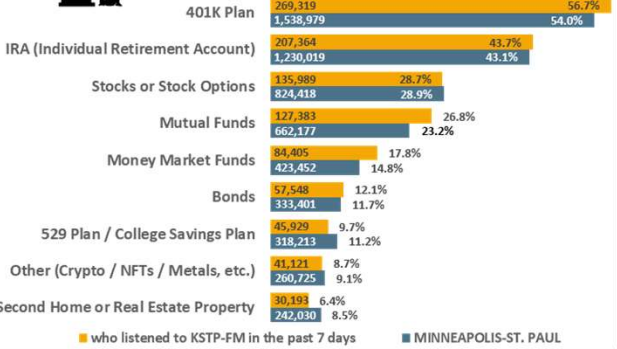

*MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 283*

*All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

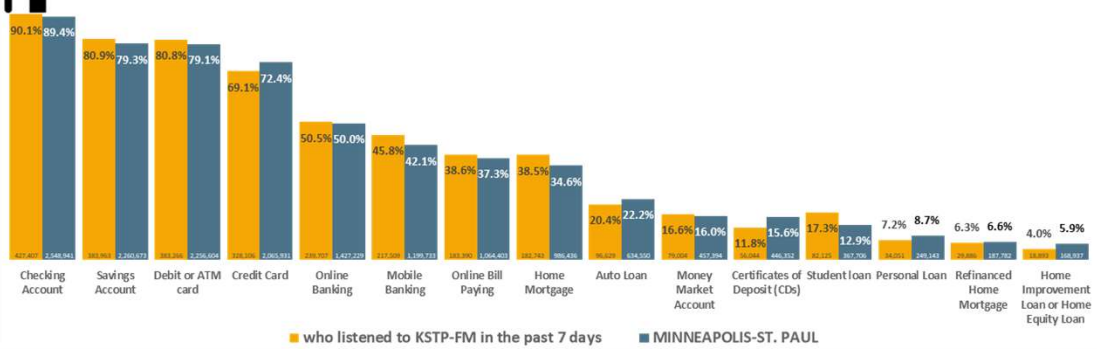
*Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM*

16.6% or 474,616 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older listened to KSTP-FM in the past 7 days. Adults 18 or older who listened to KSTP-FM in the past 7 days are 5.2% more likely to have a 401K, 8.5% less likely to have an Auto Loan, 20.7% more likely to Invest/Trade Stocks Online, 3.5% less likely to pay with their Debit Card.

## *Investments Owned:* Adults 18 or older



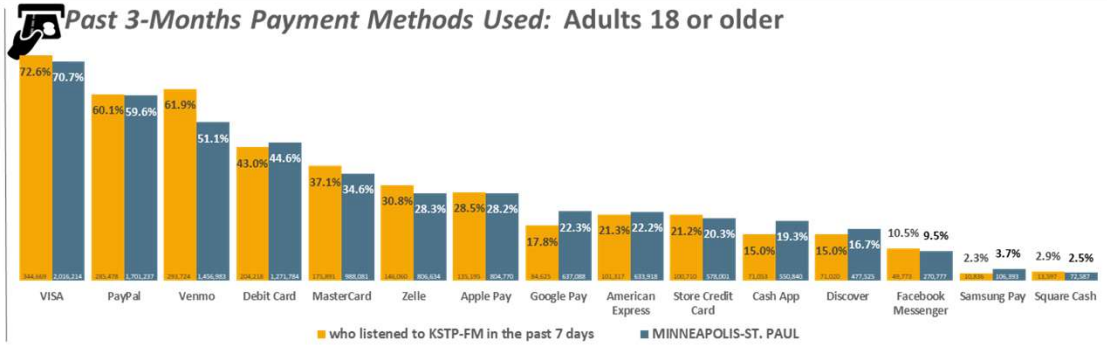

## *Financial Services Has and/or Uses:* Adults 18 or older




## *Professional Services Used*:* Adults 18 or older




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



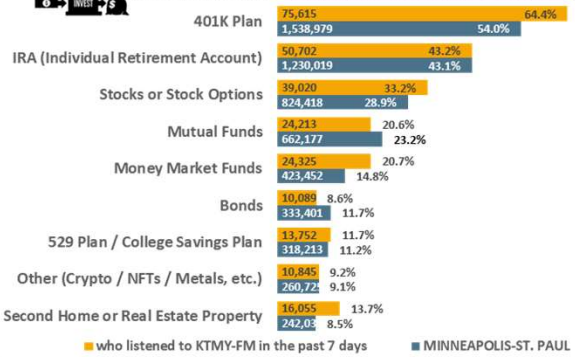

*MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 236*

*All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

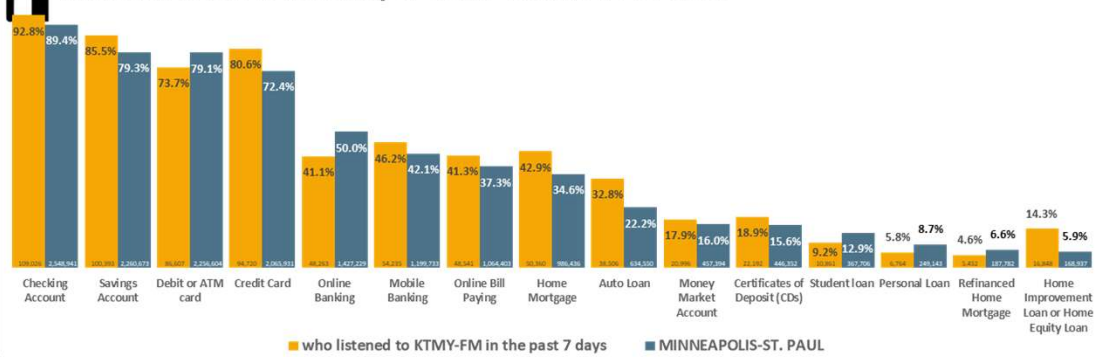
*Radio Stations: KSTP-FM*

4.1% or 117,483 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older listened to KTMY-FM in the past 7 days. Adults 18 or older who listened to KTMY-FM in the past 7 days are 19.3% more likely to have a 401K, 47.3% more likely to have an Auto Loan, 10.3% less likely to Invest/Trade Stocks Online, 2.1% less likely to pay with their Debit Card.

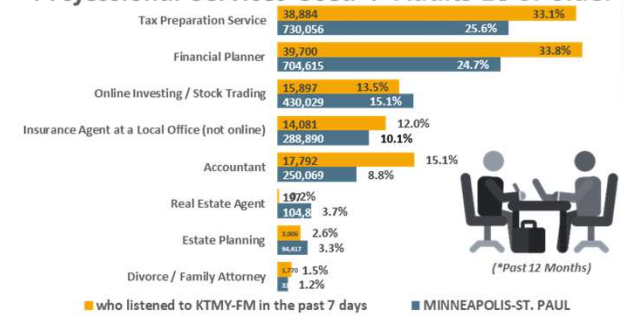
## *Investments Owned:* Adults 18 or older



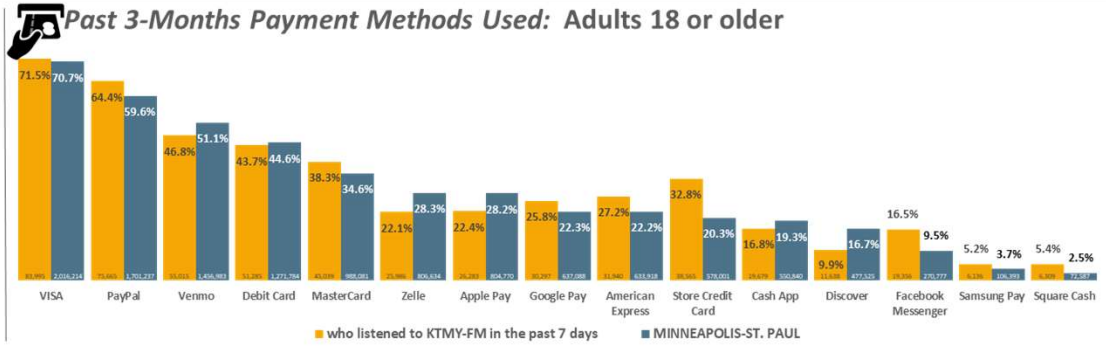

## *Financial Services Has and/or Uses:* Adults 18 or older




## *Professional Services Used*:* Adults 18 or older




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



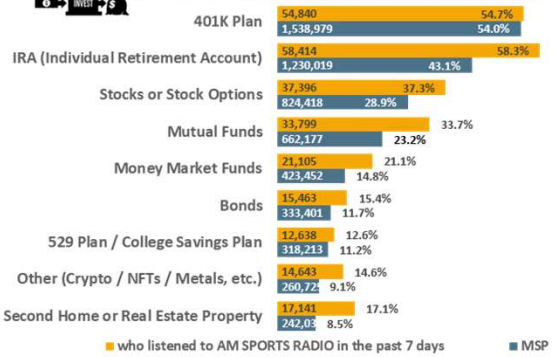


*All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

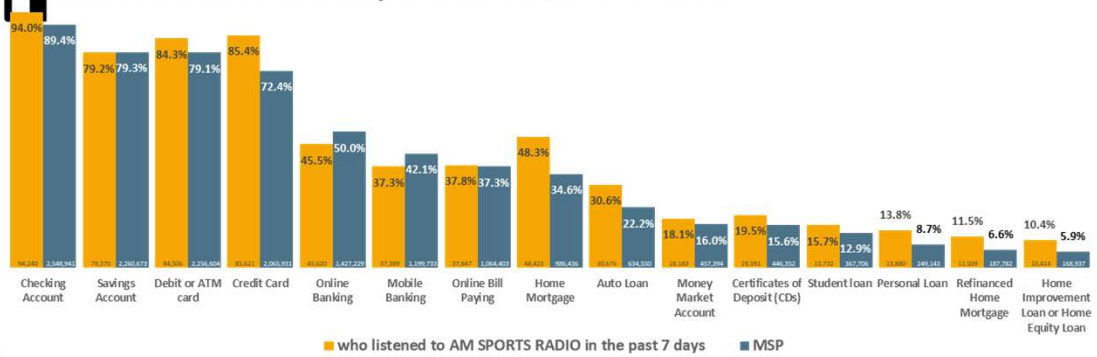
*Radio Stations: KTMY-FM*

3.5% or 100,240 of MSP Metro Adults 18 or older listened to AM SPORTS RADIO in the past 7 days.
Adults 18 or older who listened to AM SPORTS RADIO in the past 7 days are 1.4% more likely to have a 401K, 37.6% more likely to have an Auto Loan, 29.7% more likely to Invest/Trade Stocks Online, 16.3% more likely to pay with their Debit Card.

## *Investments Owned:* Adults 18 or older



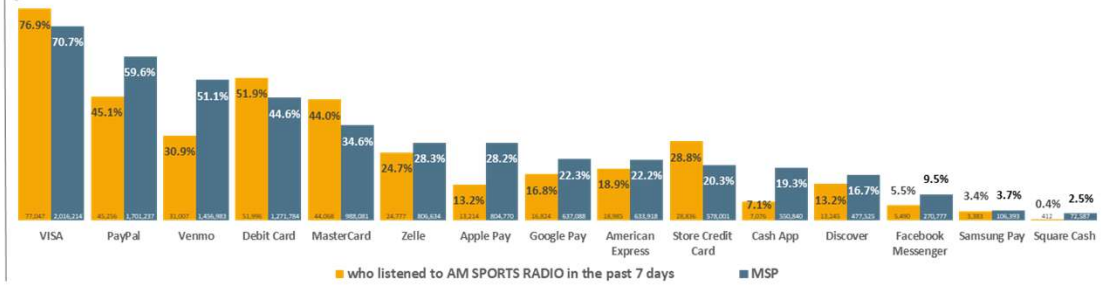

## *Financial Services Has and/or Uses:* Adults 18 or older




## *Professional Services Used*:* Adults 18 or older




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




*MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 52*

*All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

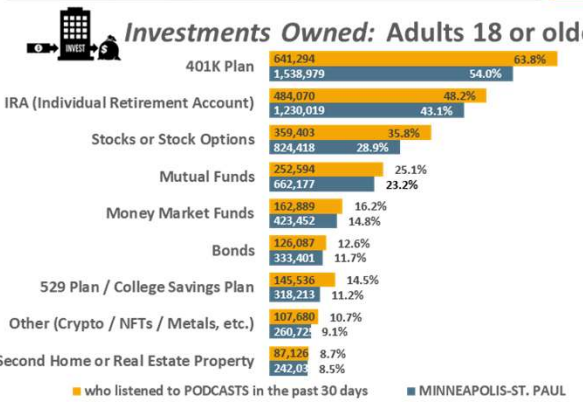
*[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]*



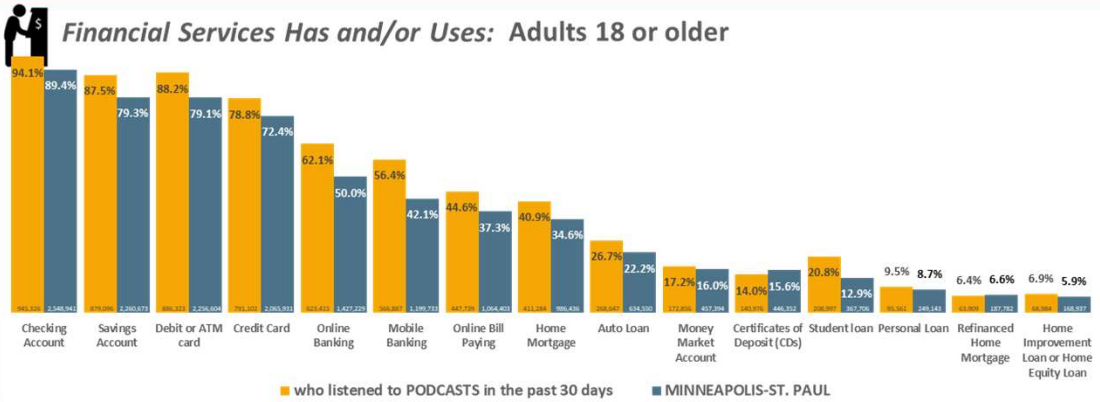
# PODCAST Listeners

35.2% or 1,004,474 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older listened to PODCASTS in the past 30... Adults 18 or older who listened to PODCASTS in the past 30 days are 18.3% more likely to have a 401K, 20.2% more likely to have an Auto Loan, 46.6% more likely to Invest/Trade Stocks Online, 4.4% more likely to pay with their Debit Card.

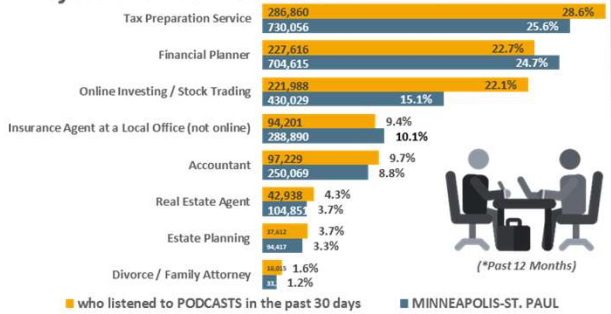
## *Investments Owned:* Adults 18 or older



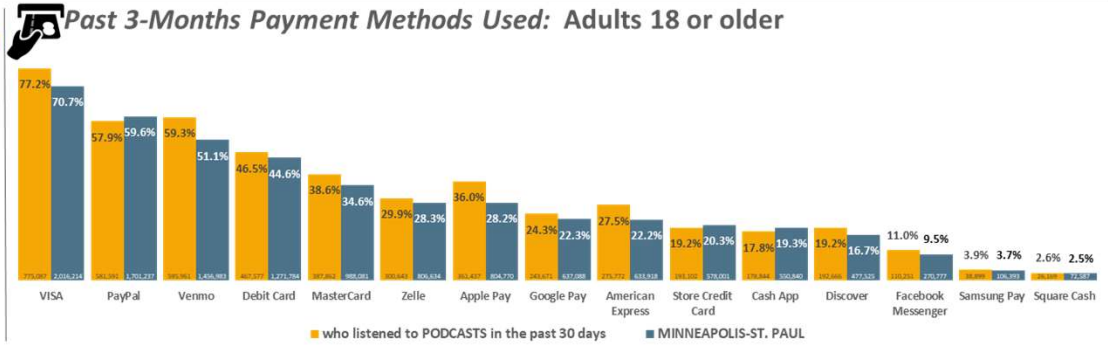

## *Financial Services Has and/or Uses:* Adults 18 or older




## *Professional Services Used*:* Adults 18 or older



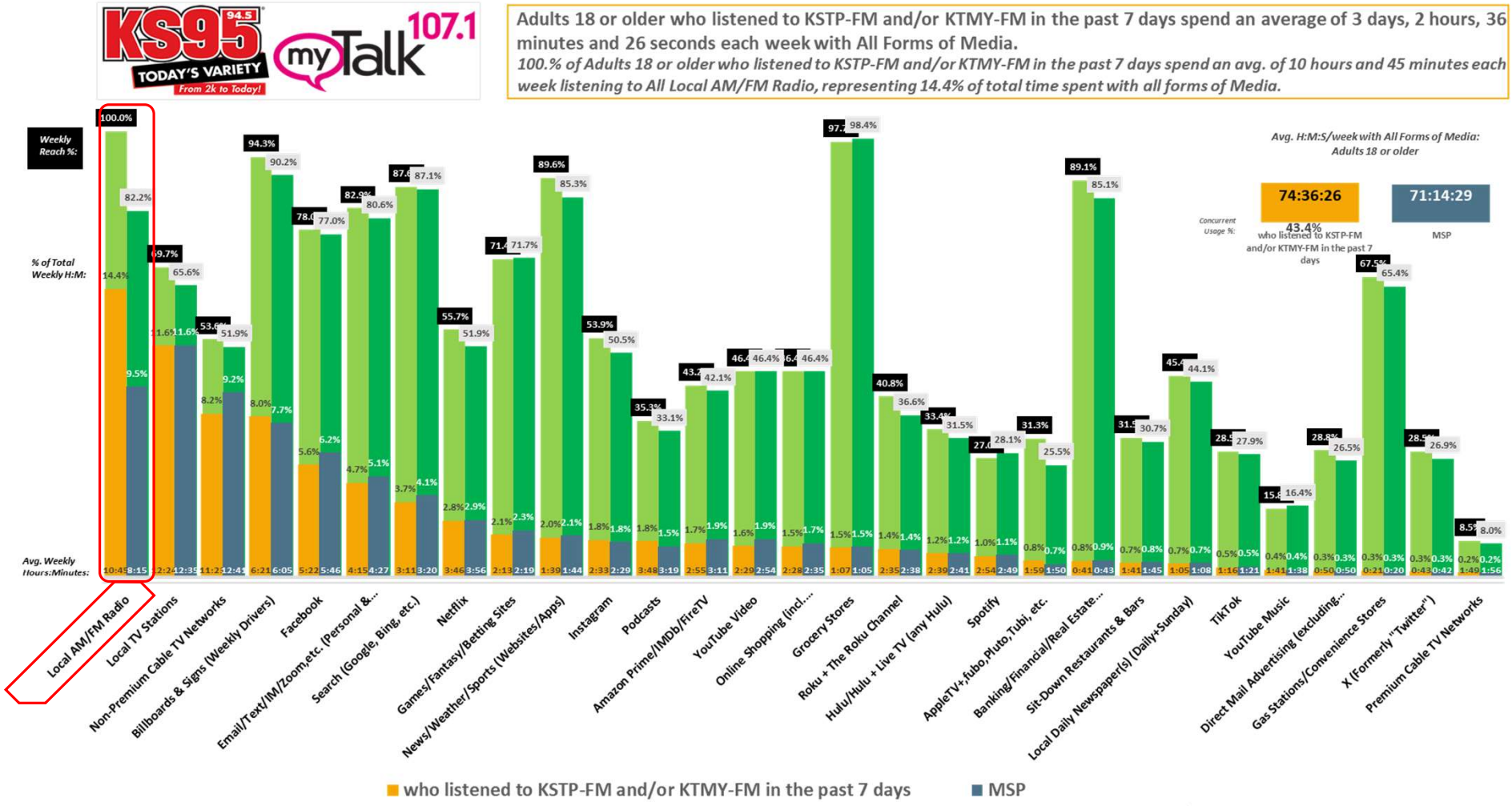

## *Past 3-Months Payment Methods Used:* Adults 18 or older





*All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

*Watched, listened, or downloaded podcast past 30 days: Yes*

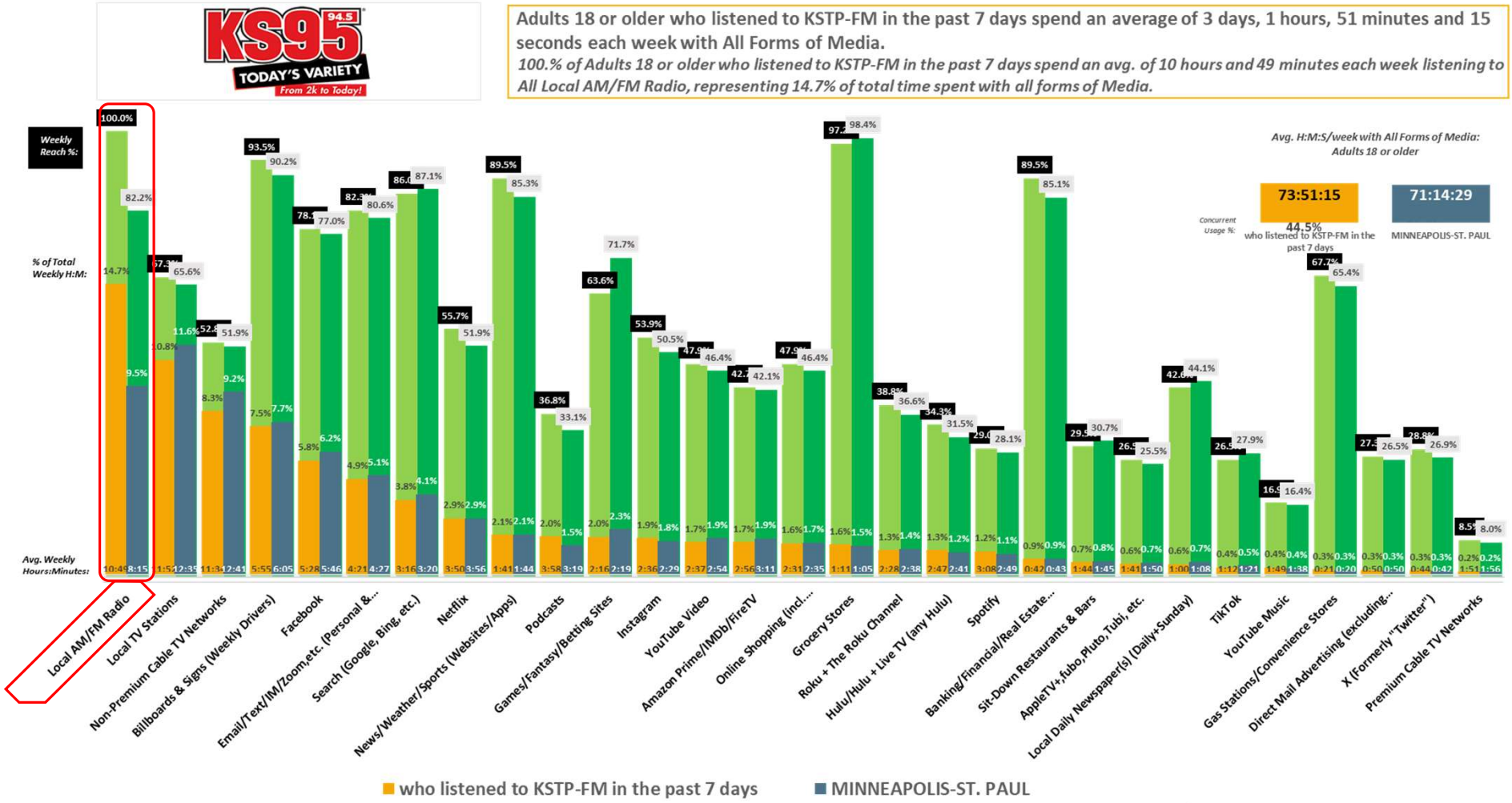



MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 283 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM




MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 236 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

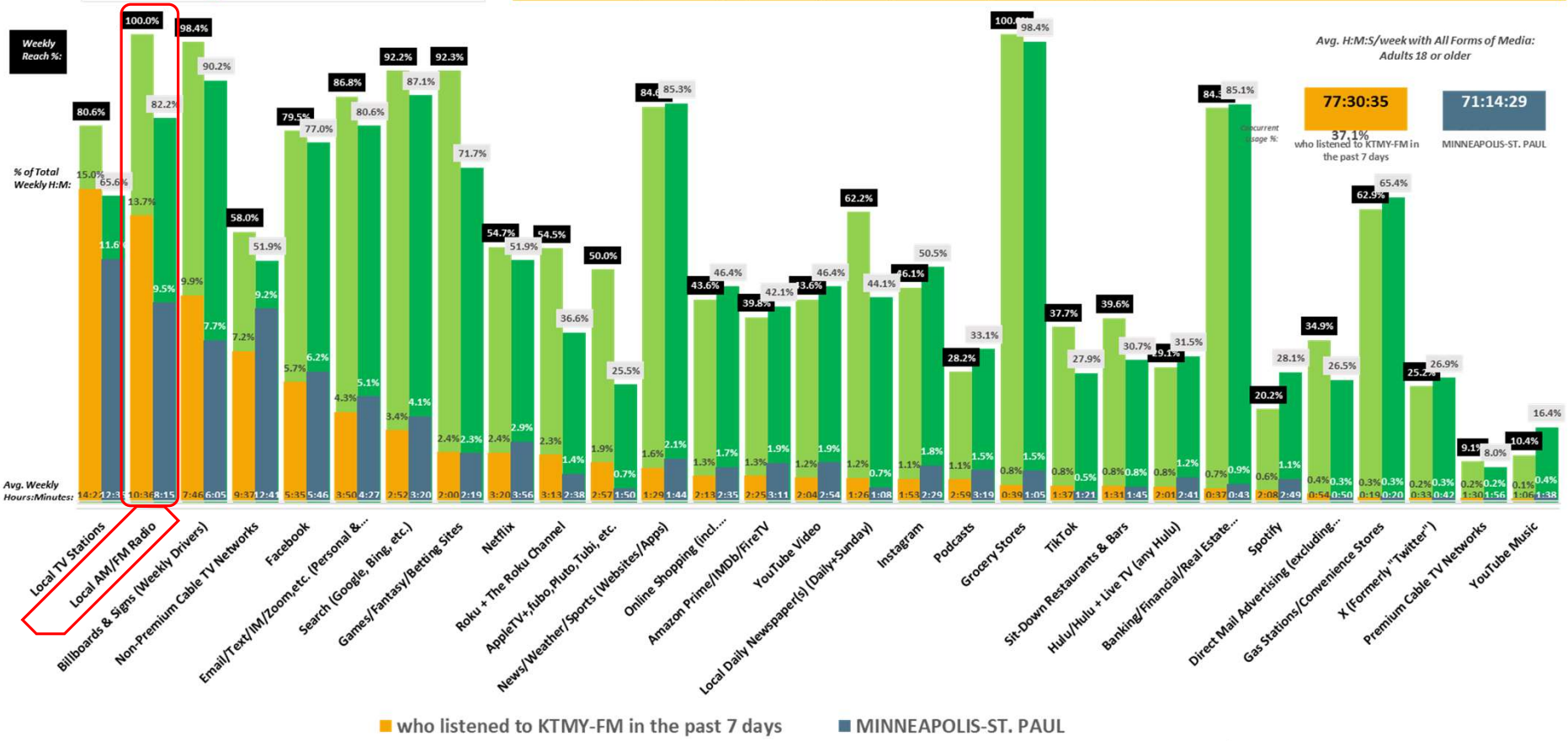
Hubbard BROADCASTING Share of Everything for Anything ©

Radio Stations: KSTP-FM

myTalk 107.1

**Adults 18 or older who listened to KTMY-FM in the past 7 days spend an average of 3 days, 5 hours, 30 minutes and 35 seconds each week with All Forms of Media.**

***100.% of Adults 18 or older who listened to KTMY-FM in the past 7 days spend an avg. of 10 hours and 36 minutes each week listening to All Local AM/FM Radio, representing 13.7% of total time spent with all forms of Media.***

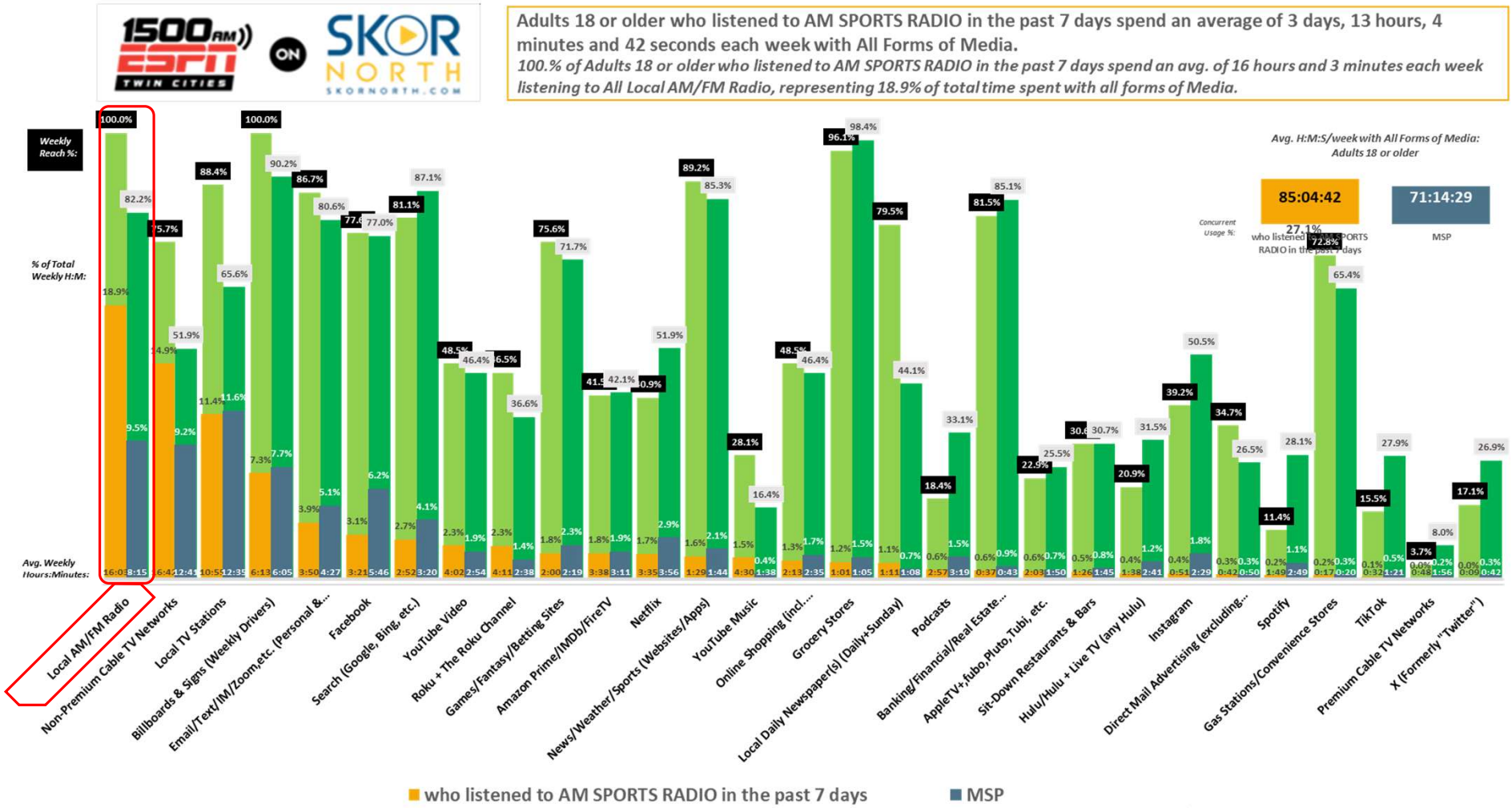



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 61 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

Radio Stations: KTMY-FM




MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 52 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

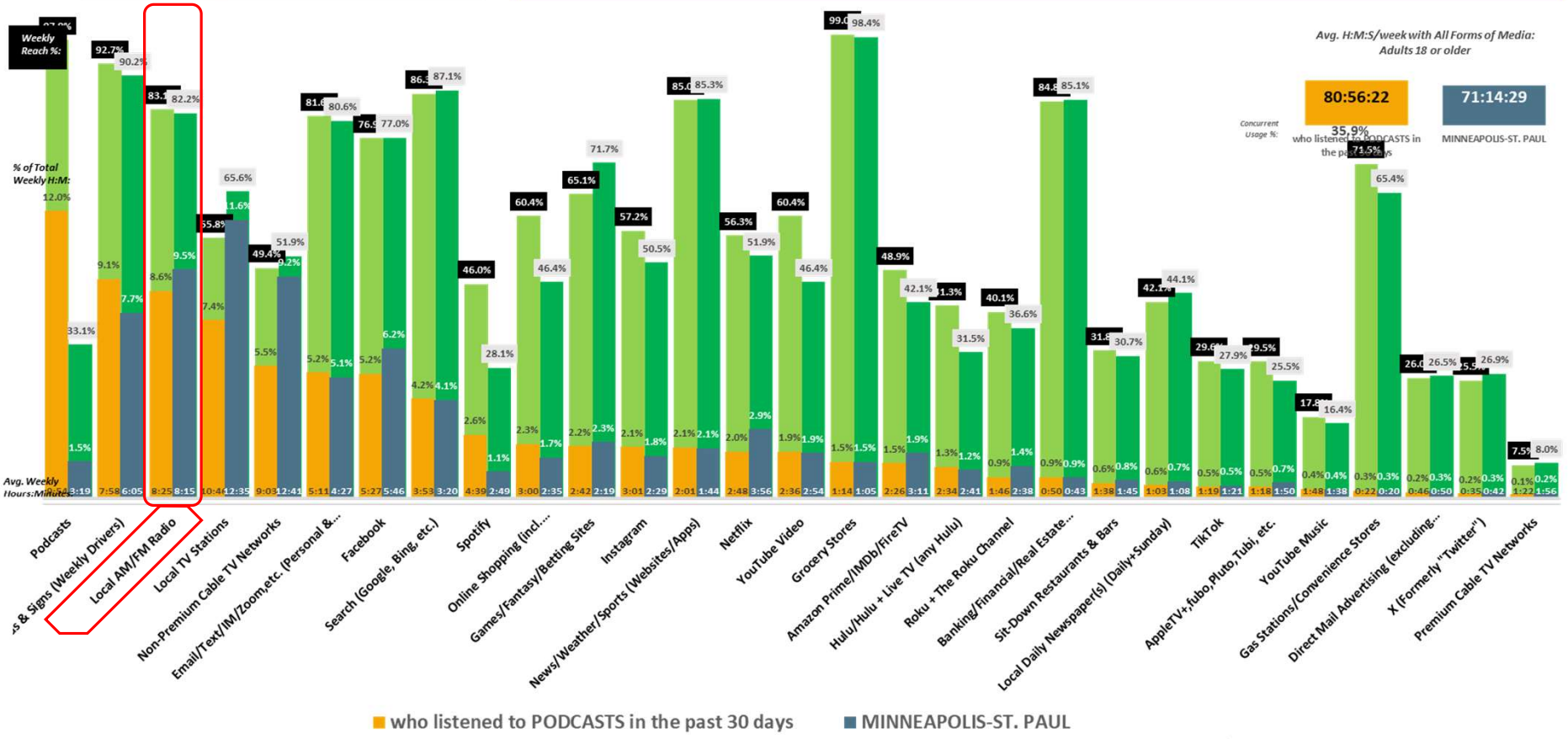
[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]



# PODCAST Listeners

**Adults 18 or older who listened to PODCASTS in the past 30 days spend an average of 3 days, 8 hours, 56 minutes and 22 seconds each week with All Forms of Media.**

***83.1% of Adults 18 or older who listened to PODCASTS in the past 30 days spend an avg. of 8 hours and 25 minutes each week listening to All Local AM/FM Radio, representing 8.6% of total time spent with all forms of Media.***

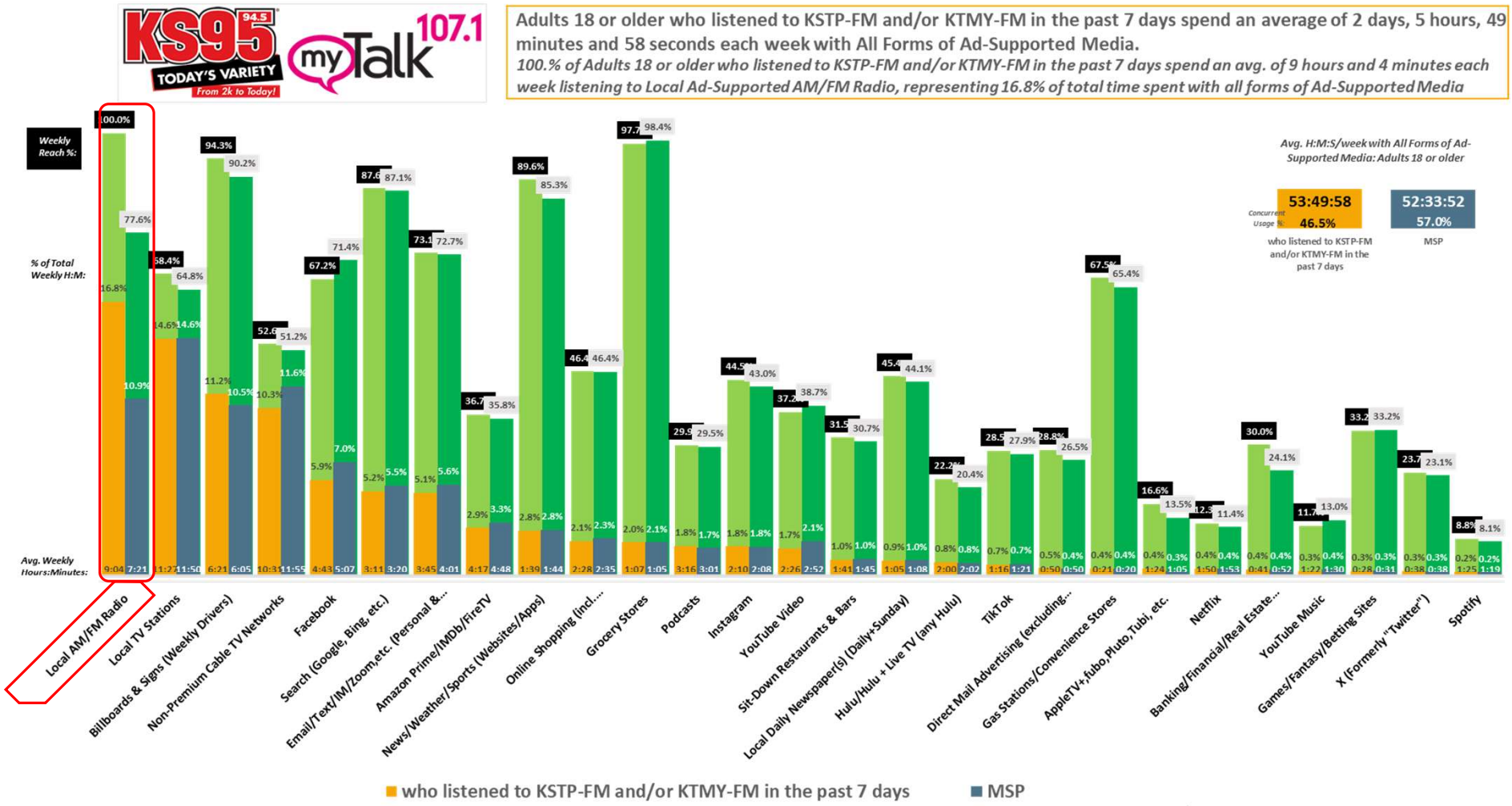



*MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 463 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390*

*All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

Hubbard BROADCASTING — Share of Everything for Anything ©

*Watched, listened, or downloaded podcast past 30 days: Yes*

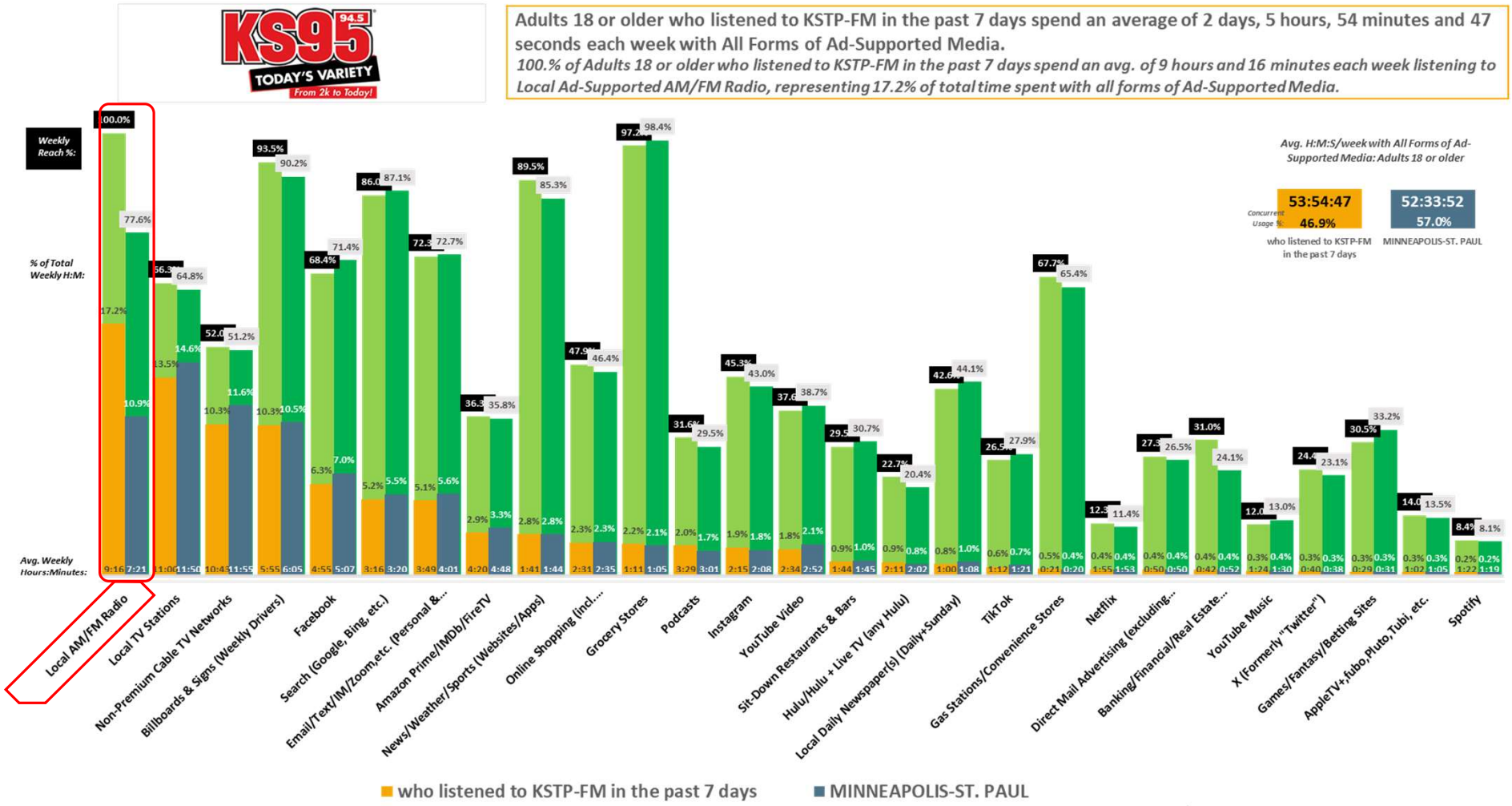



MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 283 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM

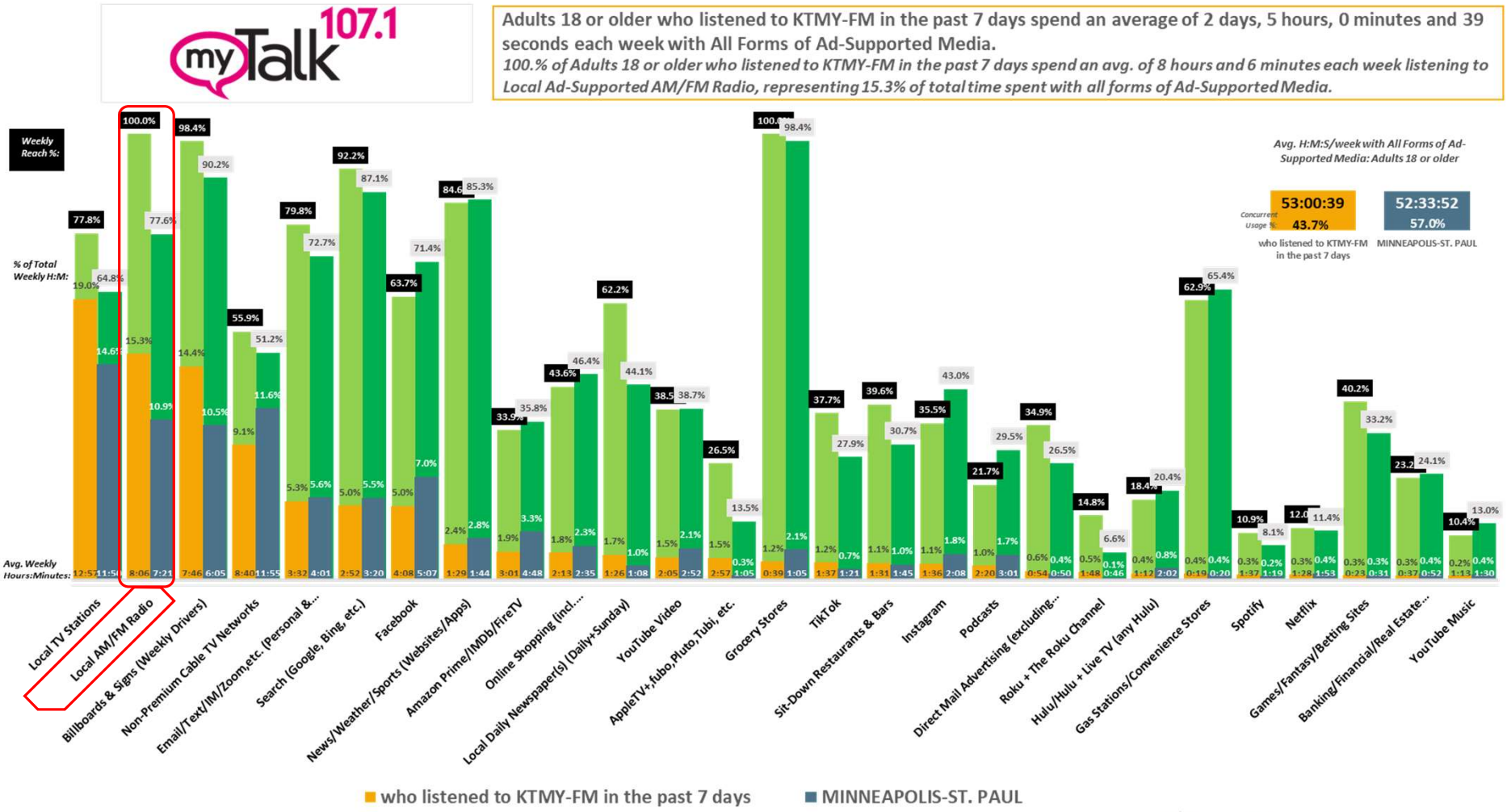



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 236 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

Radio Stations: KSTP-FM

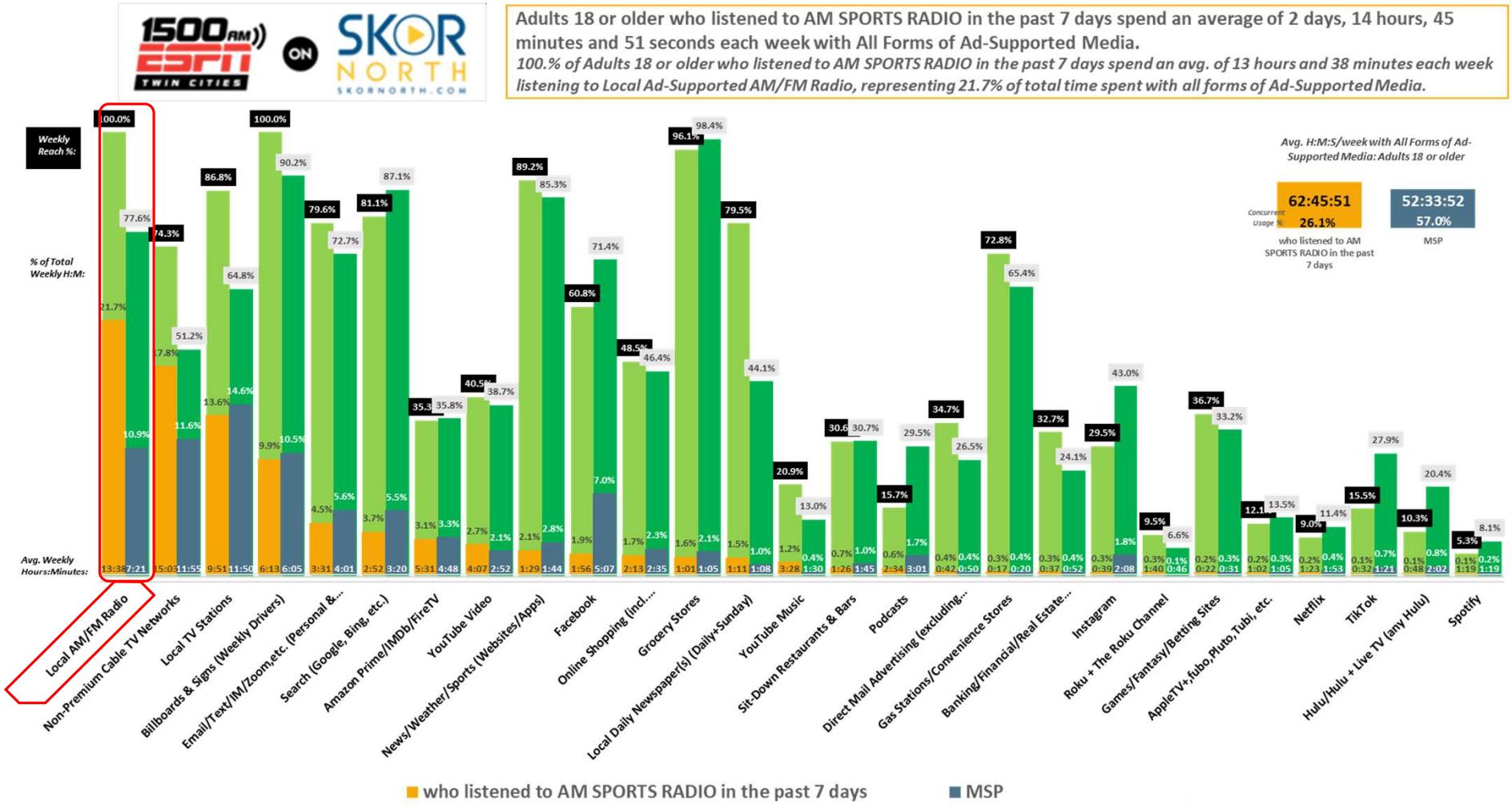



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 61 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

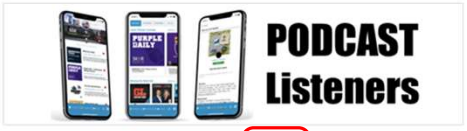
Hubbard BROADCASTING Share of Everything for Anything ©

Radio Stations: KTMY-FM



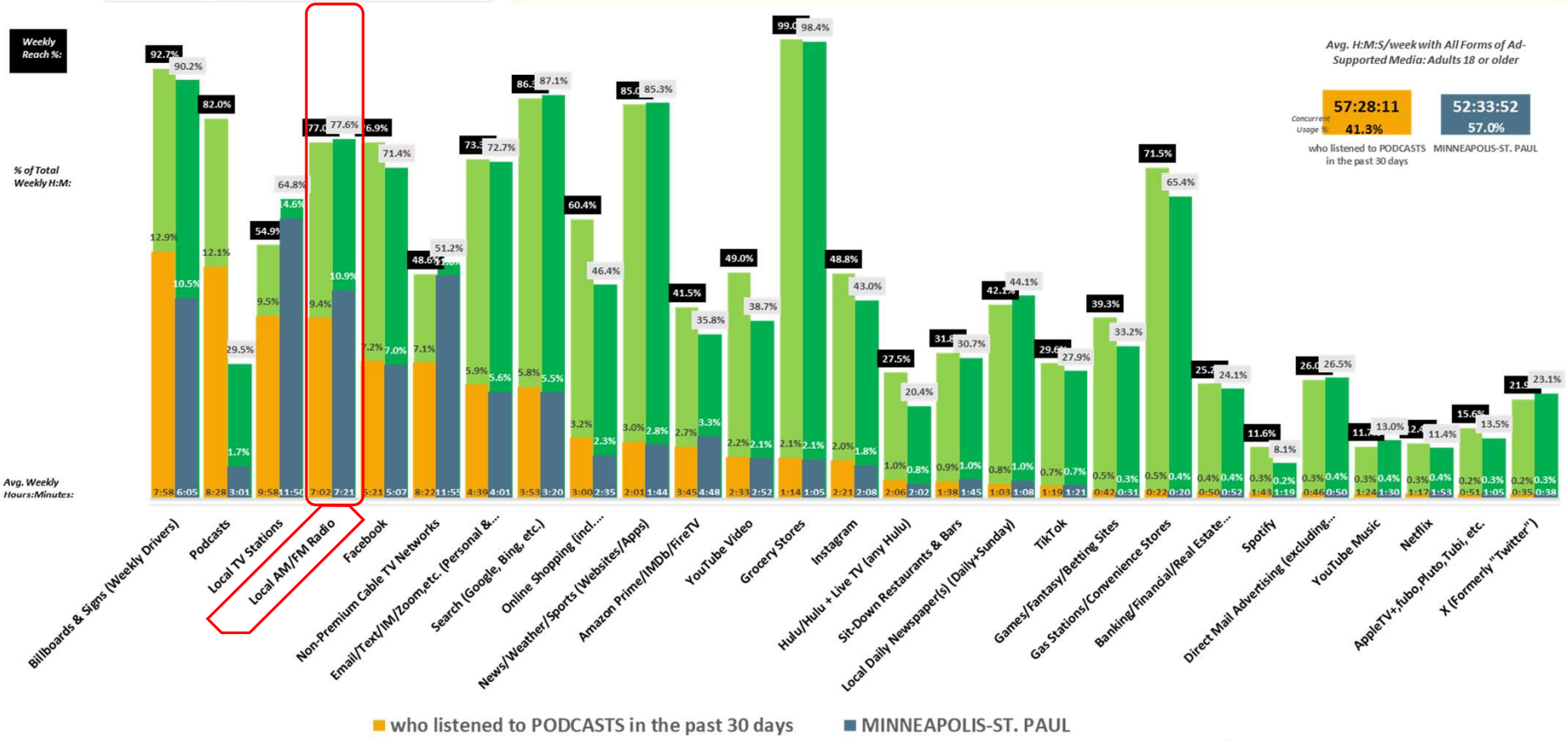

MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 52 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.
HB Hubbard BROADCASTING Share of Everything for Anything ©

[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]




**Adults 18 or older who listened to PODCASTS in the past 30 days spend an average of 2 days, 9 hours, 28 minutes and 11 seconds each week with All Forms of Ad-Supported Media.**

***77.% of Adults 18 or older who listened to PODCASTS in the past 30 days spend an avg. of 7 hours and 2 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.4% of total time spent with all forms of Ad-Supported Media.***




*MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 463 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390*

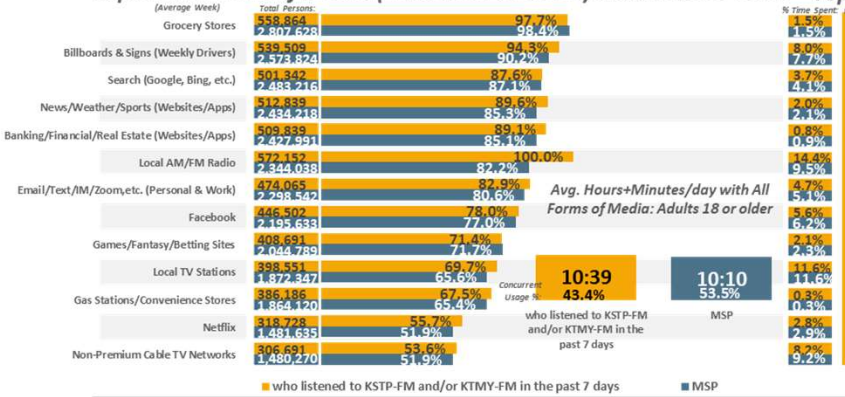
*All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

Hubbard BROADCASTING — Share of Everything for Anything ©

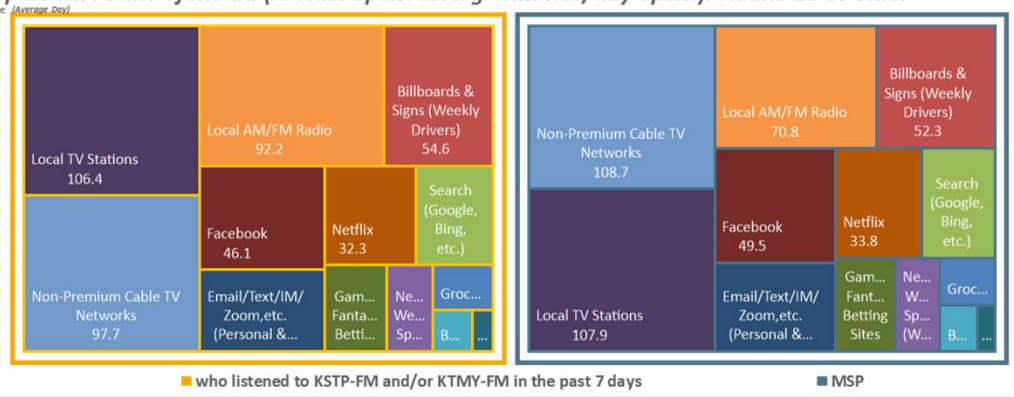
*Watched, listened, or downloaded podcast past 30 days: Yes*

Adults 18 or older who listened to KSTP-FM and/or KTMY-FM in the past 7 days spend an average of 7 hours and 41 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 77.7 minutes/day. *(Local Radio delivers 16.8% of Time with Ad-Supported Media.)*

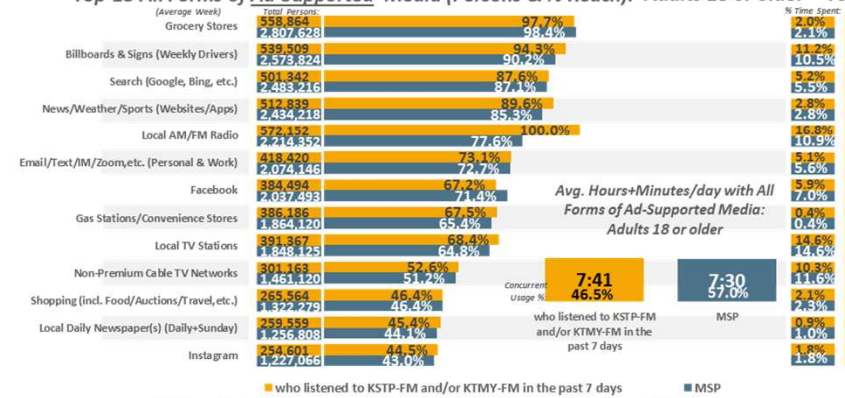
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older



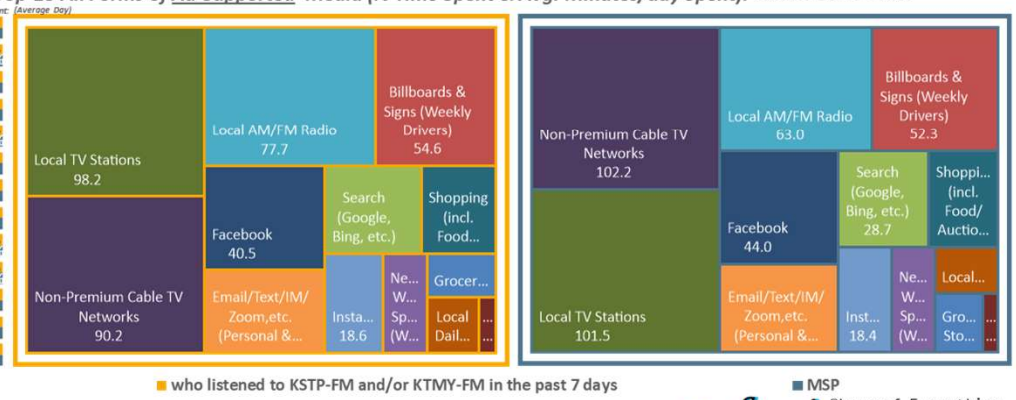

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 283*

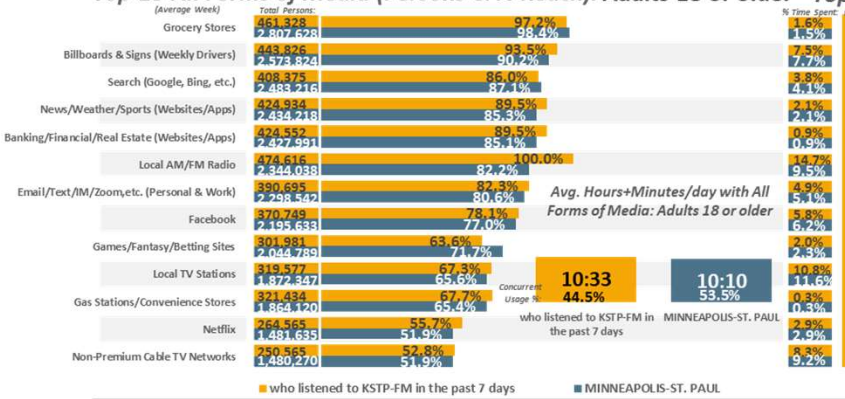
*All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

soefa.ai Share of Everything for Anything ©

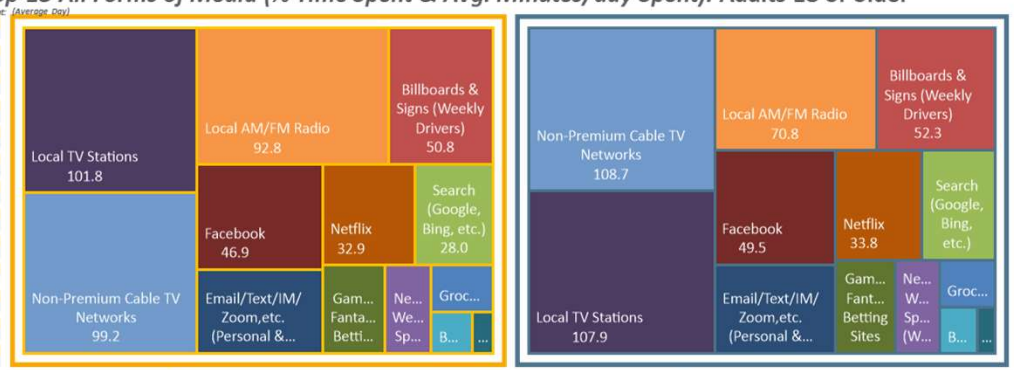
*Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM*

Adults 18 or older who listened to KSTP-FM in the past 7 days spend an average of 7 hours and 42 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 79.5 minutes/day. *(Local Radio delivers 17.2% of Time with Ad-Supported Media.)*

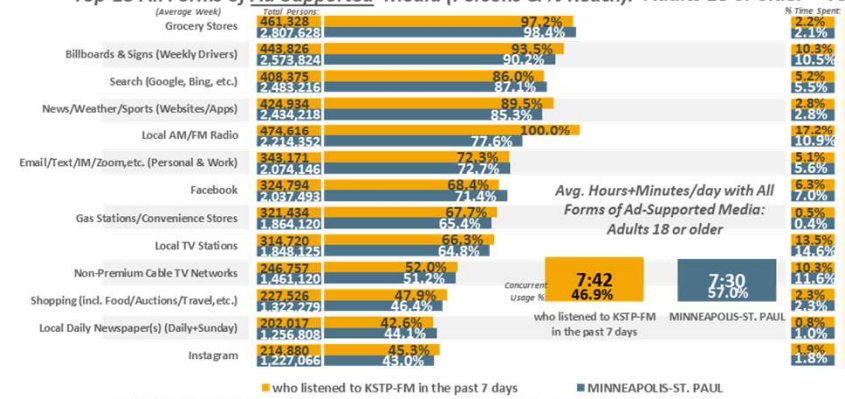
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older



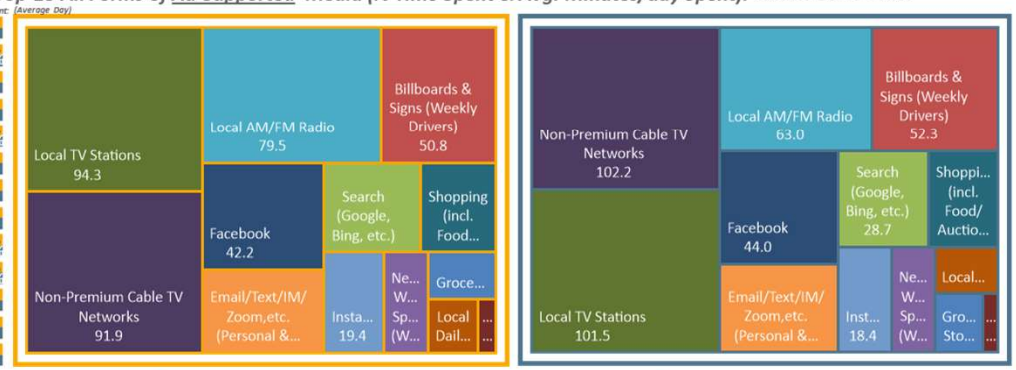

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 236*

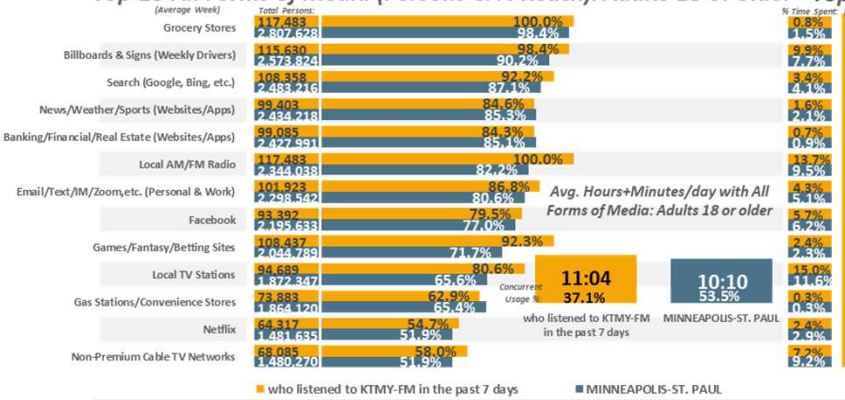
*All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

soefa.ai Share of Everything for Anything ©

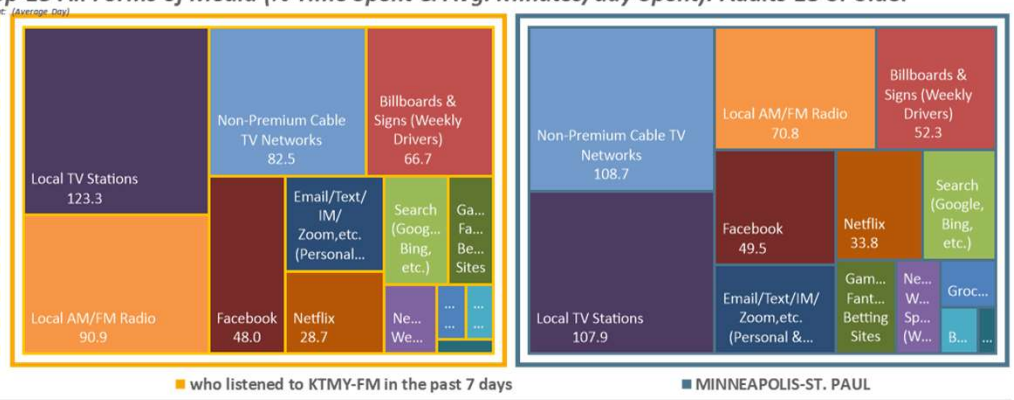
*Radio Stations: KSTP-FM*

Adults 18 or older who listened to KTMY-FM in the past 7 days spend an average of 7 hours and 34 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 69.5 minutes/day. *(Local Radio delivers 15.3% of Time with Ad-Supported Media.)*

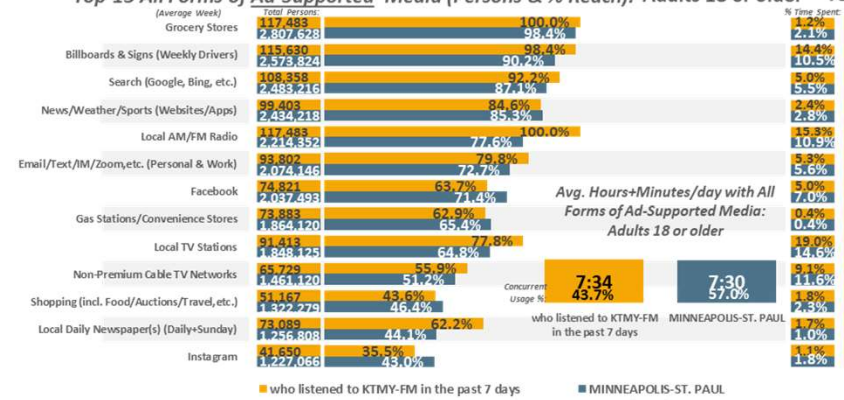
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older



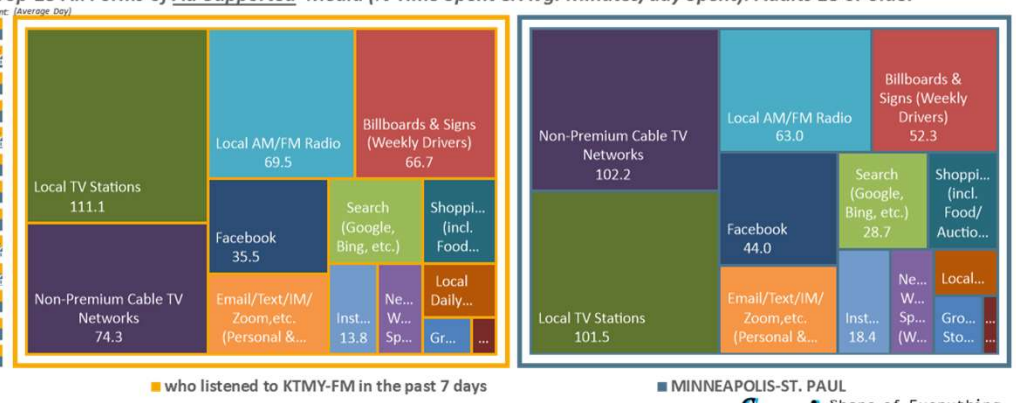

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 61*

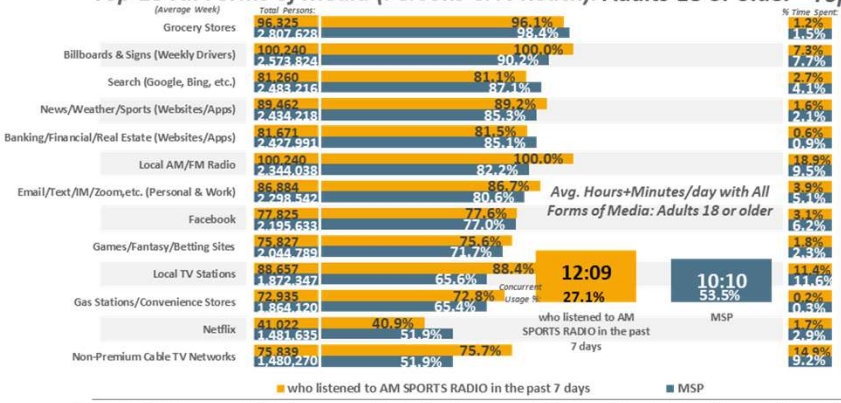
*All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

soefa.ai Share of Everything for Anything ©

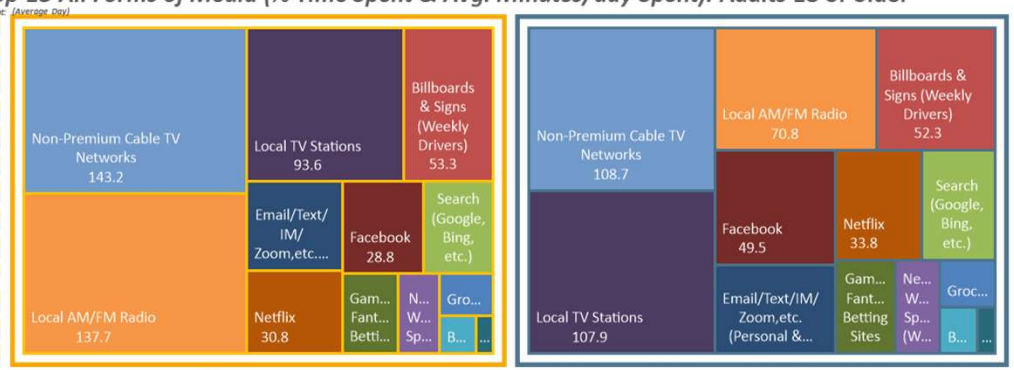
*Radio Stations: KTMY-FM*

Adults 18 or older who listened to AM SPORTS RADIO in the past 7 days spend an average of 8 hours and 57 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 116.9 minutes/day. *(Local Radio delivers 21.7% of Time with Ad-Supported Media.)*

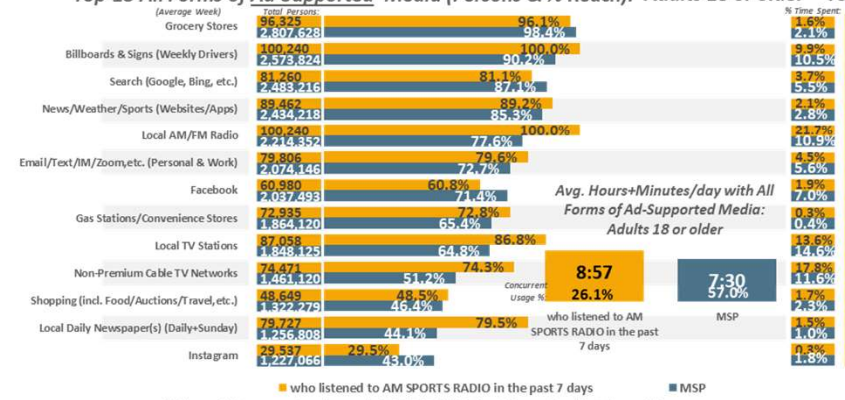
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older



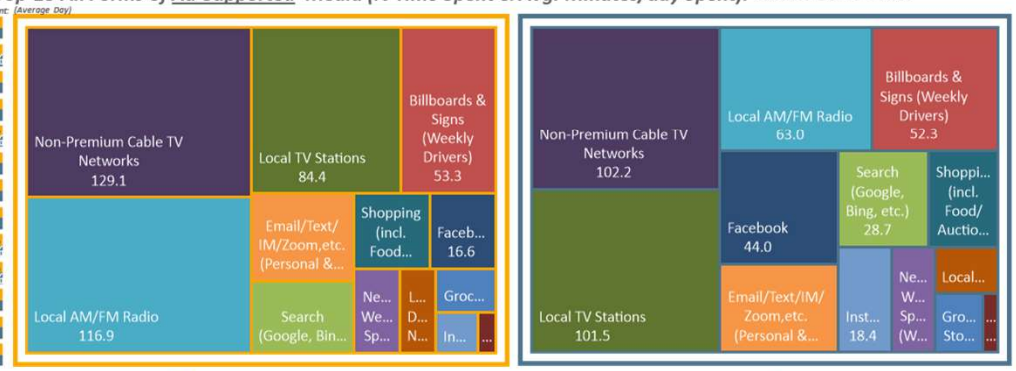

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 52*

*All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

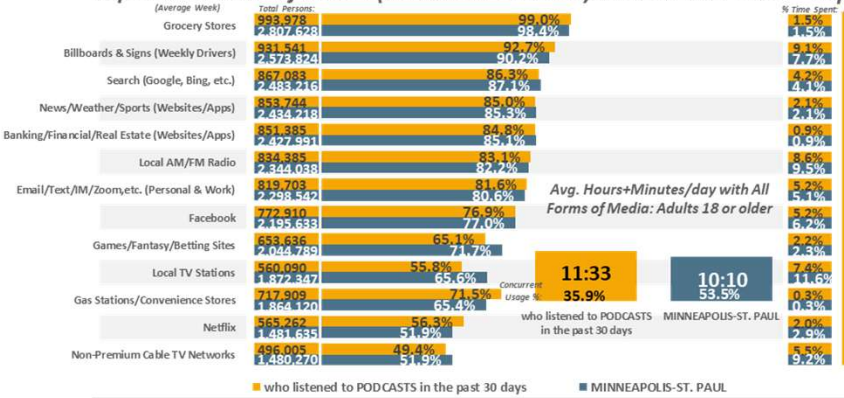
soefa.ai Share of Everything for Anything ©

*[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]*

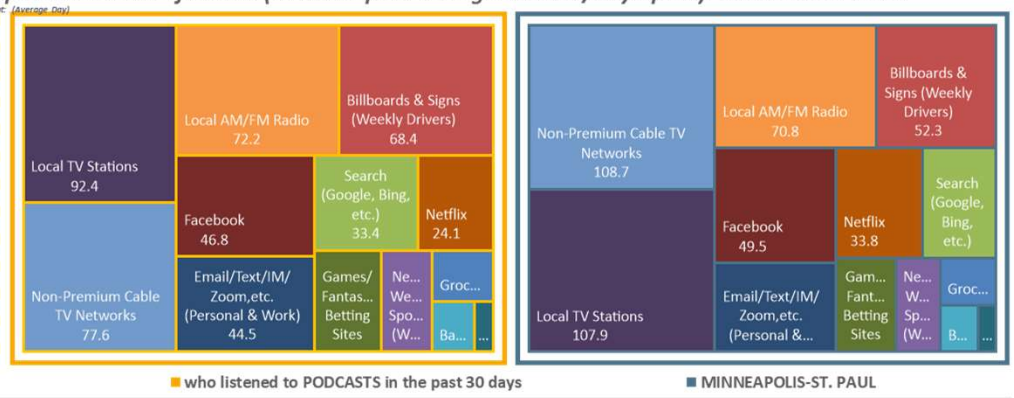



Adults 18 or older who listened to PODCASTS in the past 30 days spend an average of 8 hours and 12 minutes each day with All Forms of Ad-Supported Media. 77.7% listen to Local AM/FM Radio for an avg. of 60.4 minutes/day. *(Local Radio delivers 9.4% of Time with Ad-Supported Media.)*

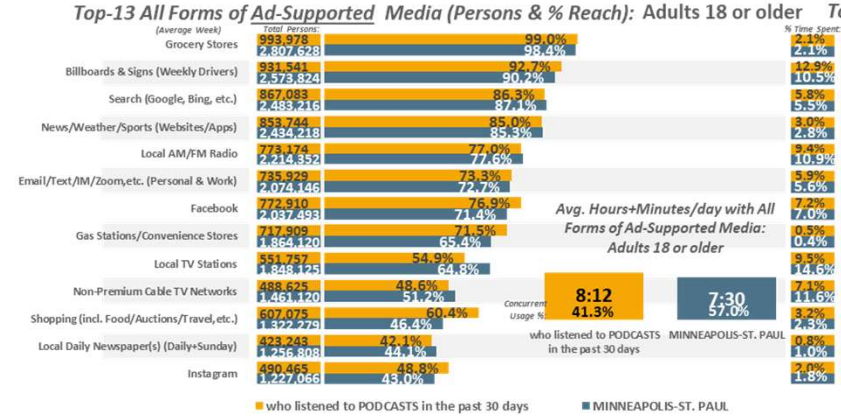
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older



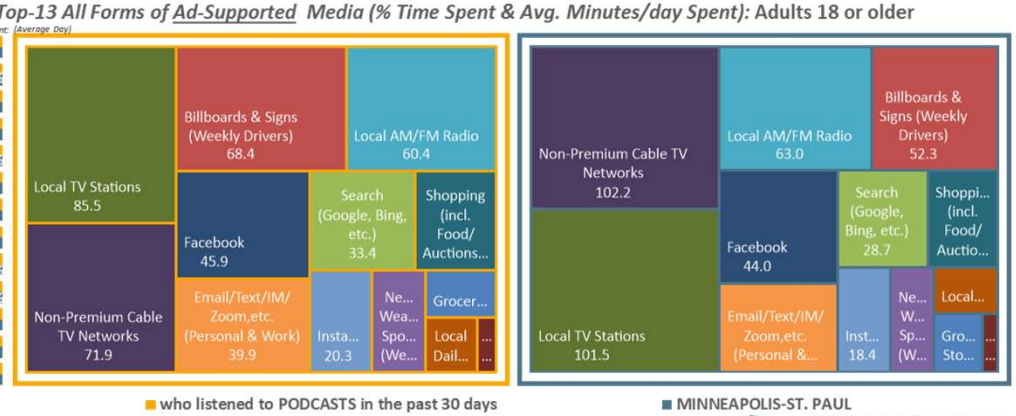

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 463*

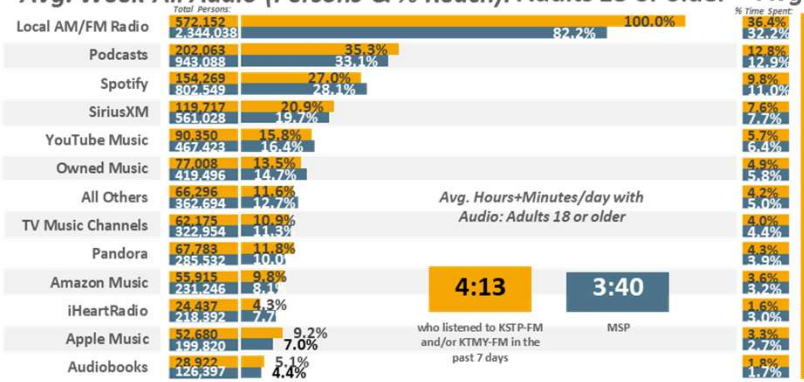
*All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

soefa.ai Share of Everything for Anything ©

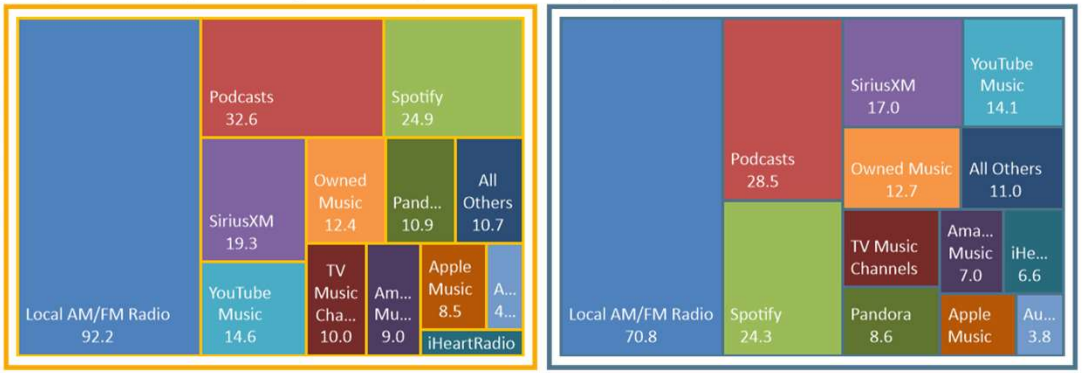
*Watched, listened, or downloaded podcast past 30 days: Yes*

572,152 or 100.% of Adults 18 or older who listened to KSTP-FM and/or KTMY-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 77.7 minutes every day representing 45.8% of all time spent daily with Ad-Supported Audio.

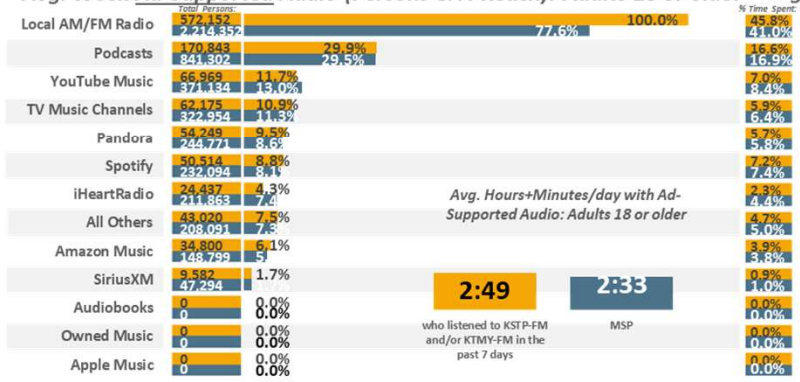
## *Avg. Week All Audio (Persons & % Reach):* Adults 18 or older



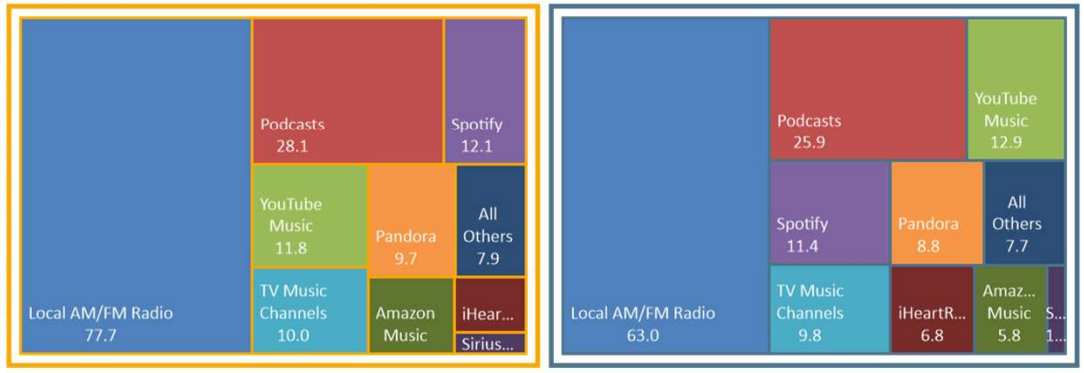

## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 283*

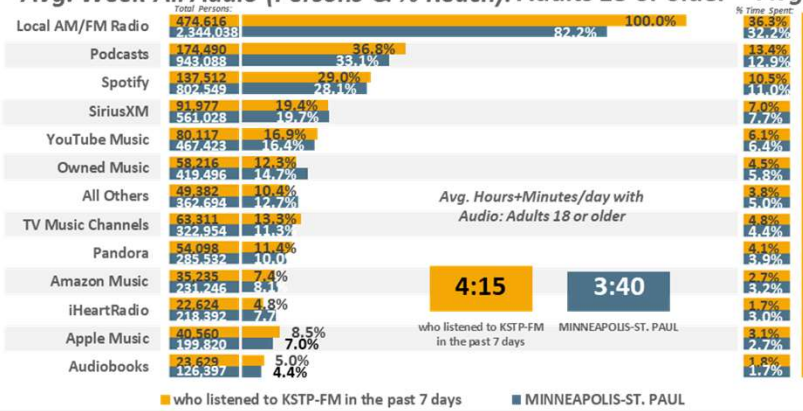
*All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

soefa.ai Share of Everything for Anything ©

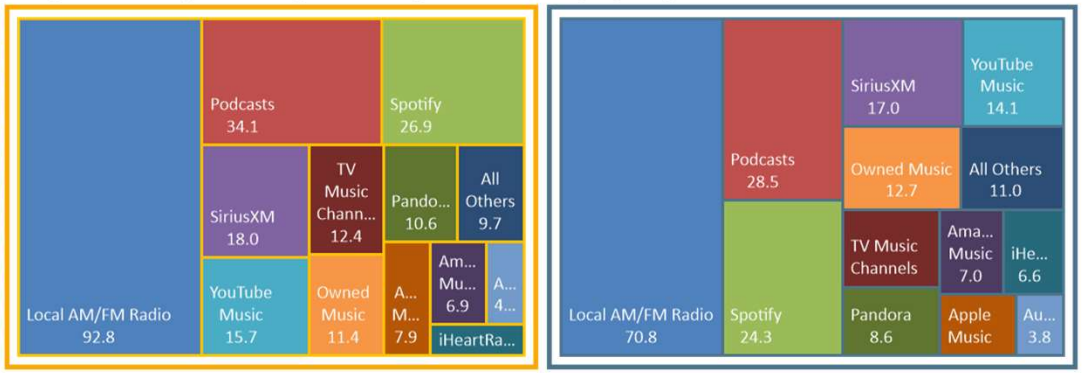
*Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM*

474,616 or 100.% of Adults 18 or older who listened to KSTP-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 79.5 minutes every day representing 45.6% of all time spent daily with Ad-Supported Audio.

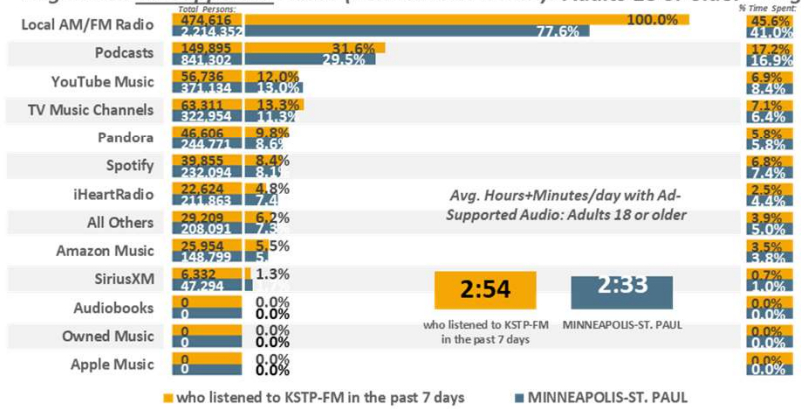
## *Avg. Week All Audio (Persons & % Reach):* Adults 18 or older



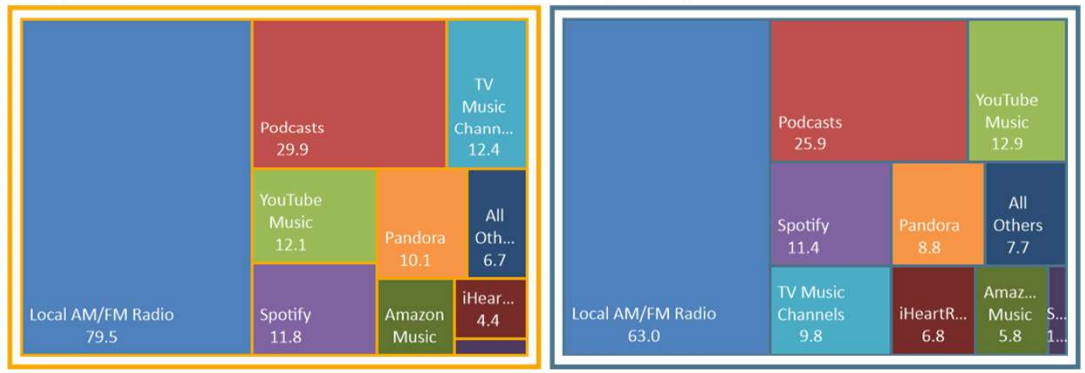

## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 236*

*All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

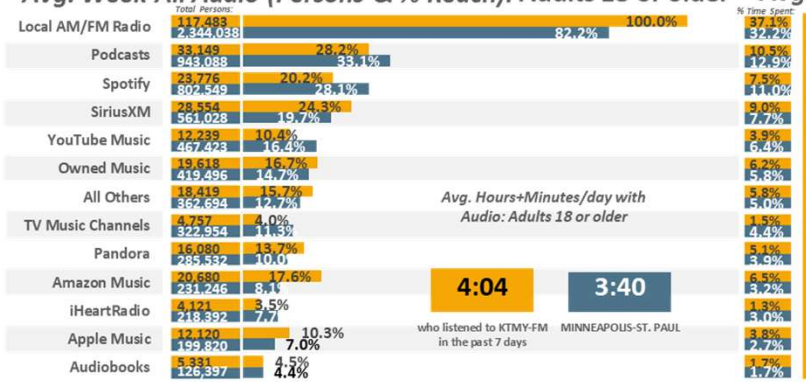
soefa.ai Share of Everything for Anything ©

*Radio Stations: KSTP-FM*

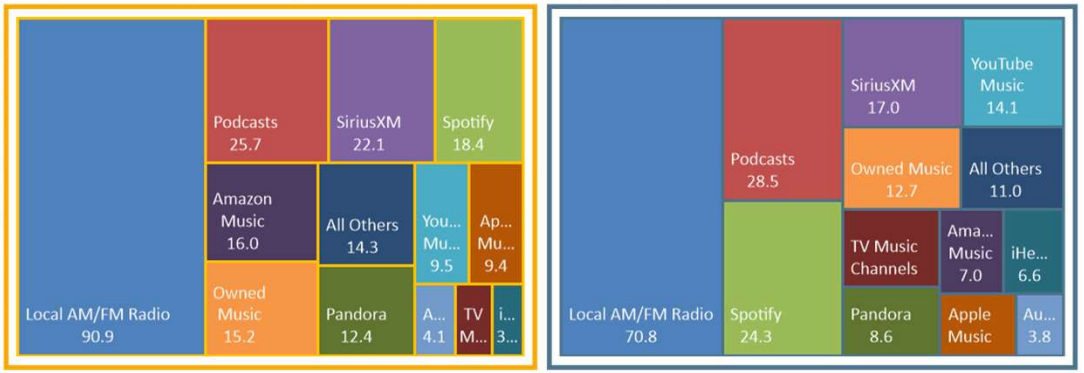
myTalk 107.1

117,483 or 100.% of Adults 18 or older who listened to KTMY-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 69.5 minutes every day representing 45.6% of all time spent daily with Ad-Supported Audio.

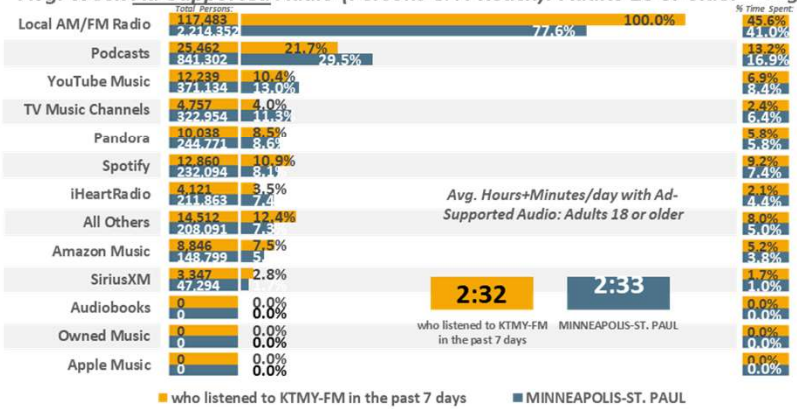
## *Avg. Week All Audio (Persons & % Reach):* Adults 18 or older



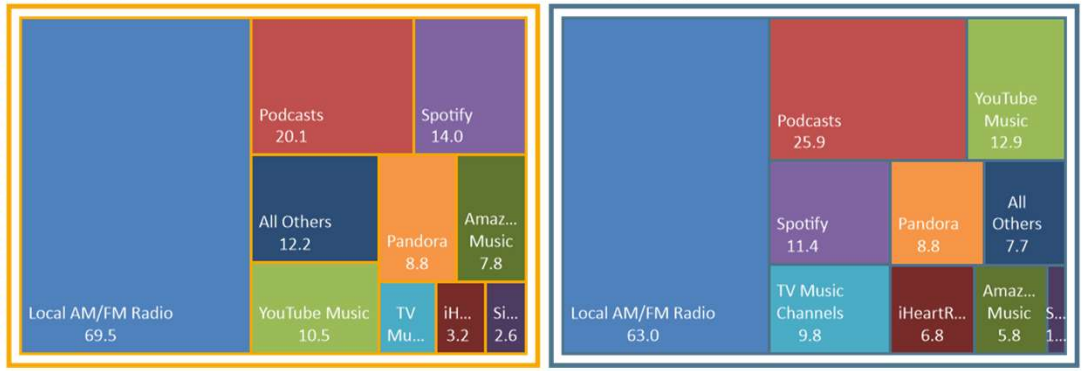

## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 61*

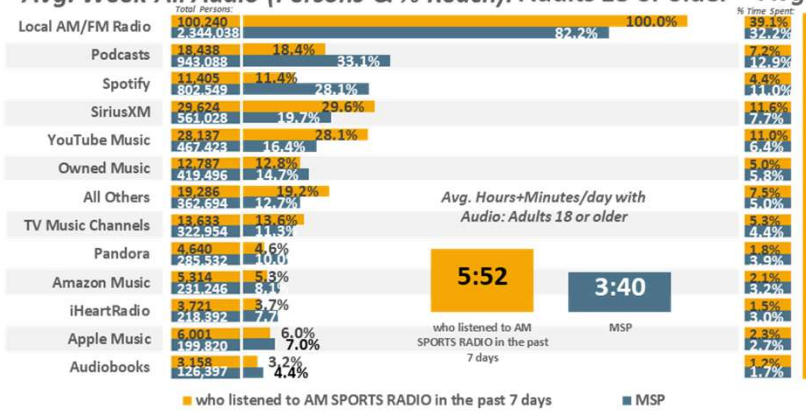
*All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

soefa.ai Share of Everything for Anything ©

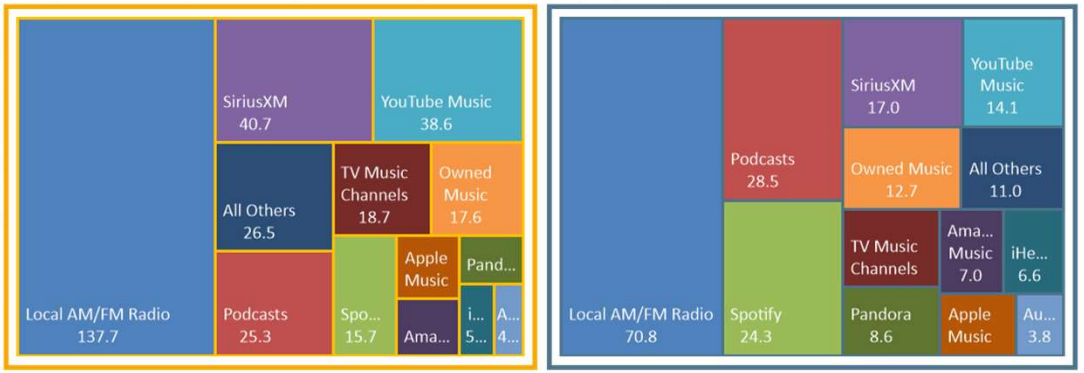
*Radio Stations: KTMY-FM*

100,240 or 100.% of Adults 18 or older who listened to AM SPORTS RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 116.9 minutes every day representing 47.8% of all time spent daily with Ad-Supported Audio.

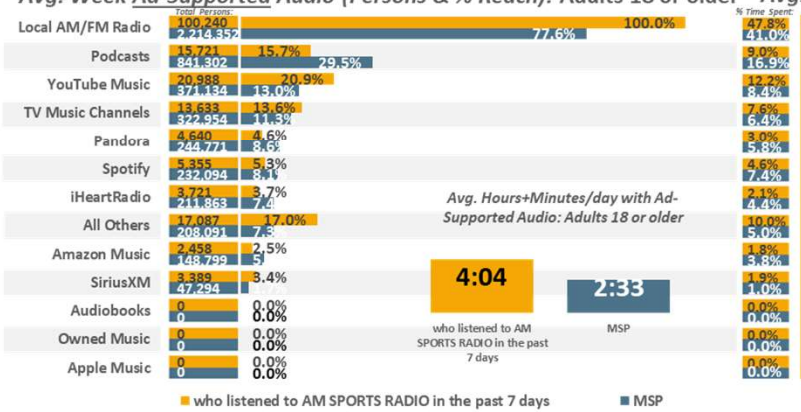
## *Avg. Week All Audio (Persons & % Reach):* Adults 18 or older



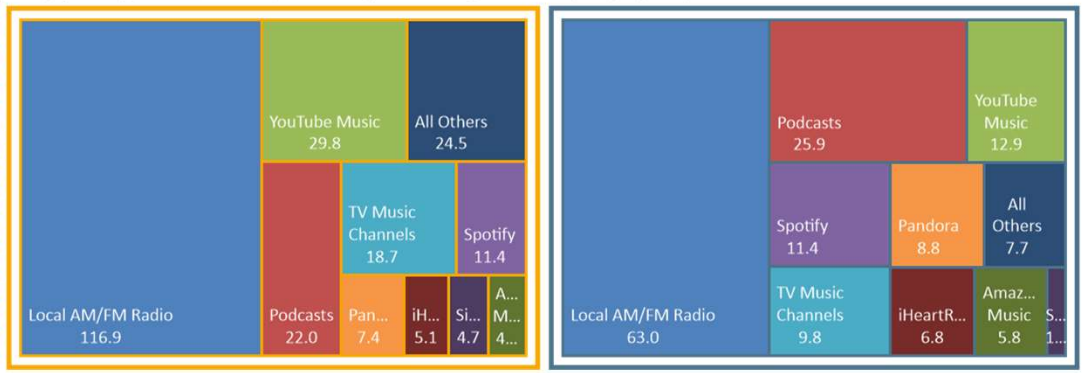

## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 52*

*All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

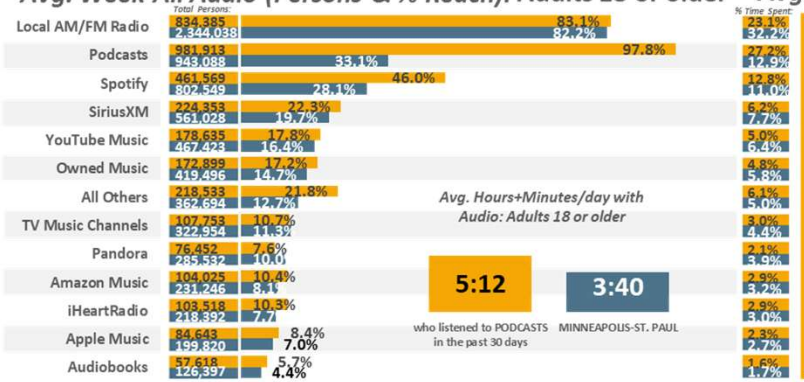
soefa.ai Share of Everything for Anything ©

*[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]*

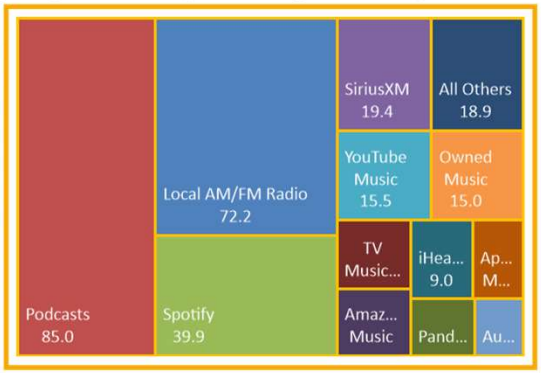


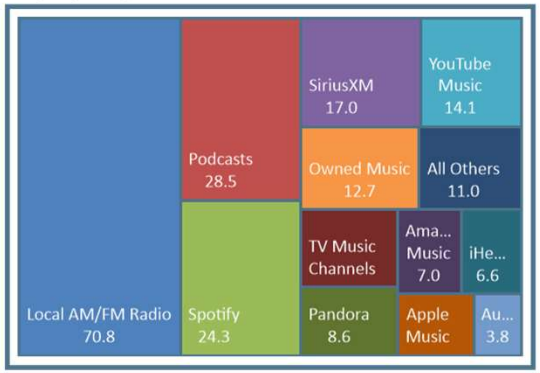

773,174 or 77.% of Adults 18 or older who listened to PODCASTS in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 60.4 minutes every day representing 29.5% of all time spent daily with Ad-Supported Audio.

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

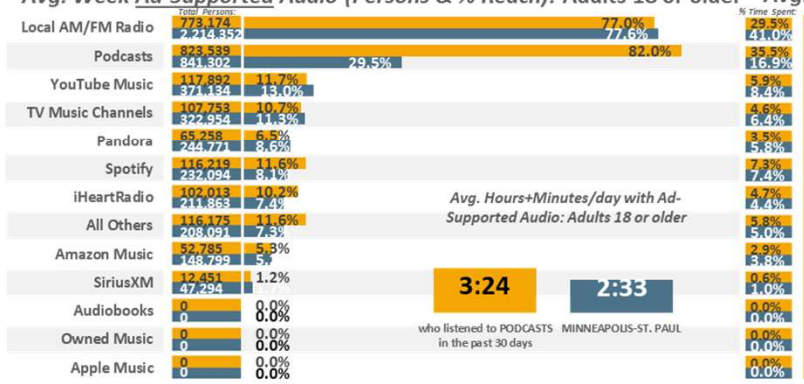



## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

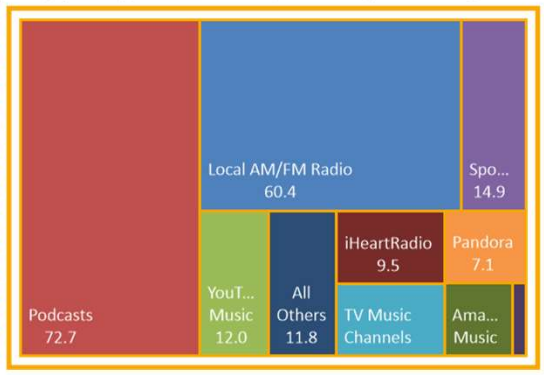


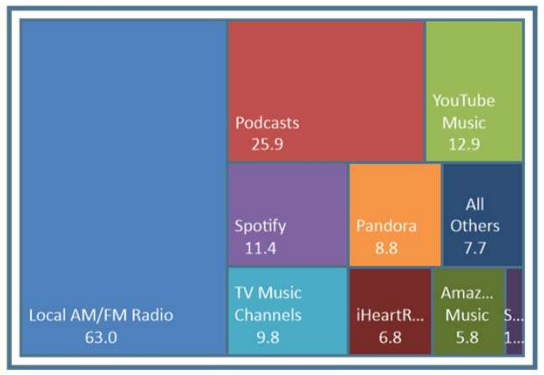




## *Avg. Week Ad-Supported Audio (Persons & % Reach):* Adults 18 or older




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



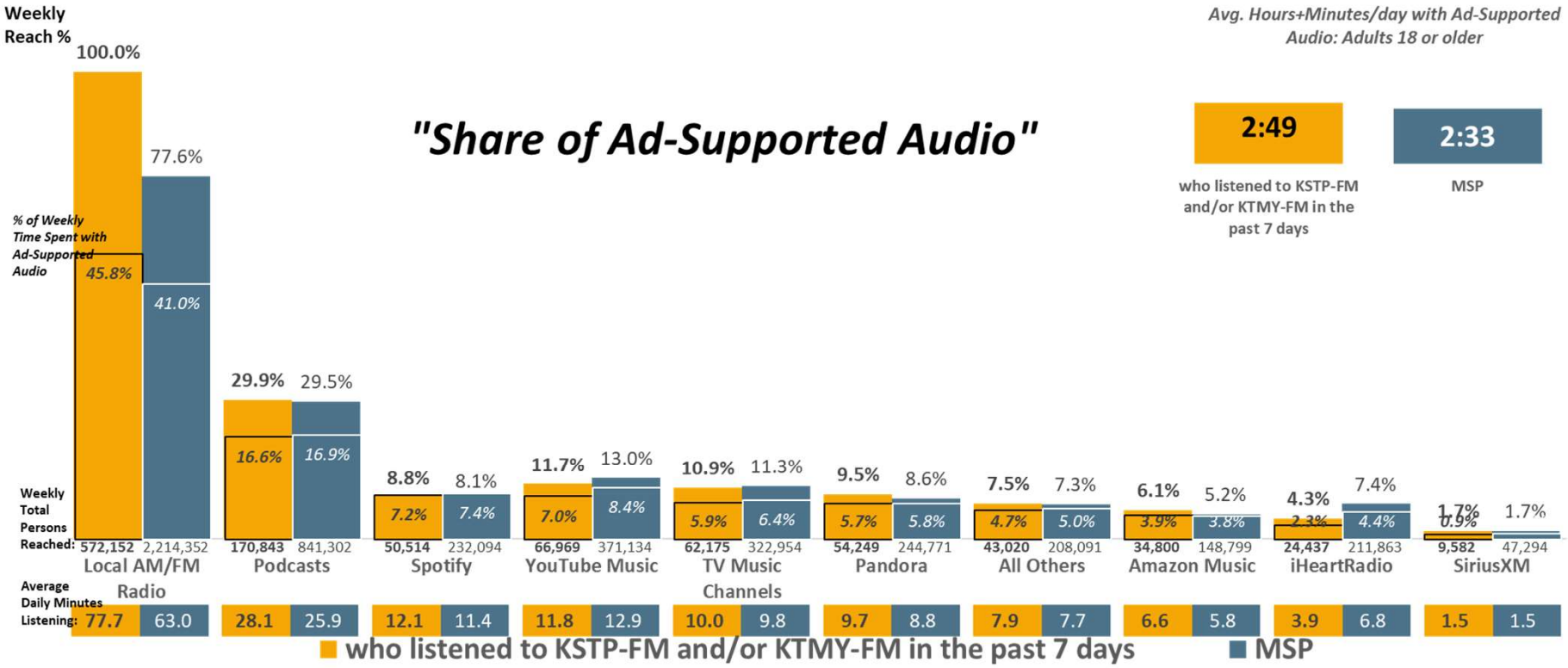

*MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 463*

*All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

soefa.ai Share of Everything for Anything ©

*Watched, listened, or downloaded podcast past 30 days: Yes*

572,152 or 100.% of Adults 18 or older who listened to KSTP-FM and/or KTMY-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 77.7 minutes every day representing 45.8% of all time spent daily with Ad-Supported Audio.



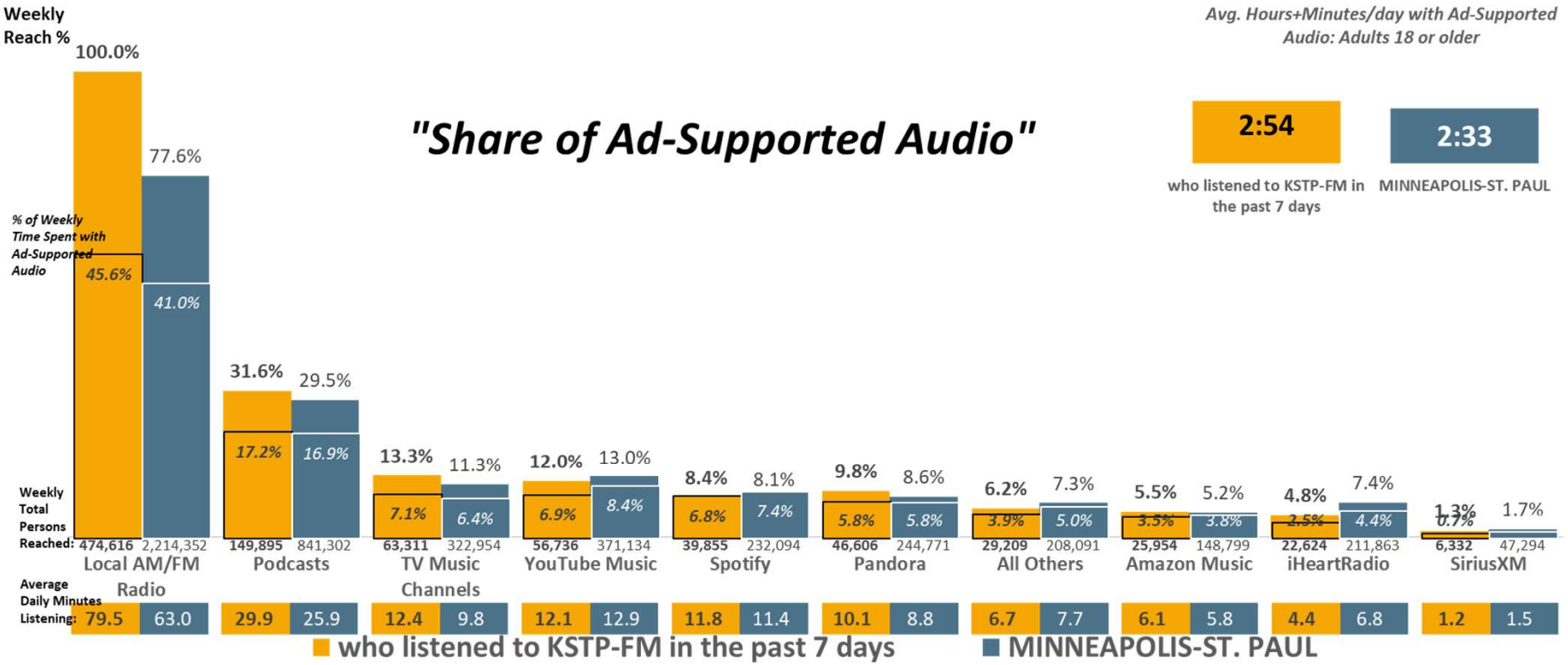

MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 283 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM

474,616 or 100.% of Adults 18 or older who listened to KSTP-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 79.5 minutes every day representing 45.6% of all time spent daily with Ad-Supported Audio.



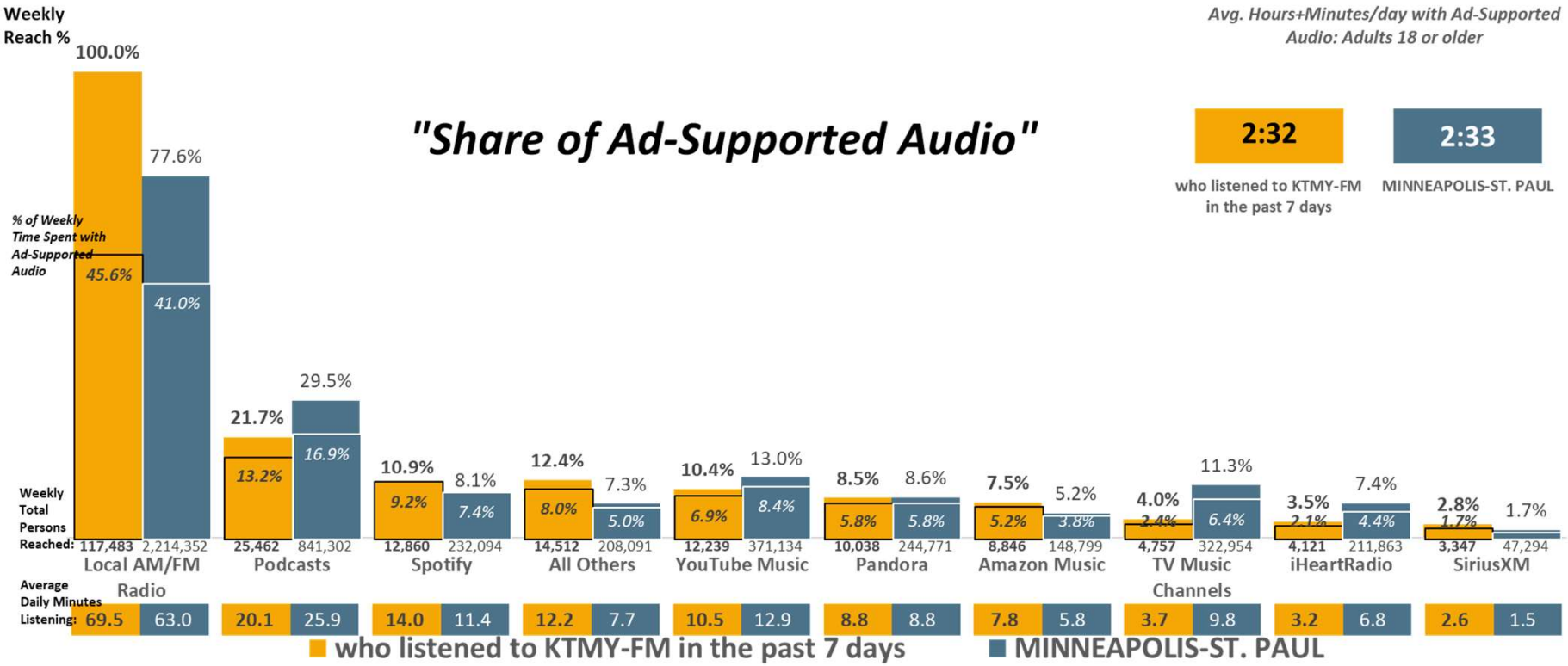

MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 236 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Radio Stations: KSTP-FM

117,483 or 100.% of Adults 18 or older who listened to KTMY-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 69.5 minutes every day representing 45.6% of all time spent daily with Ad-Supported Audio.

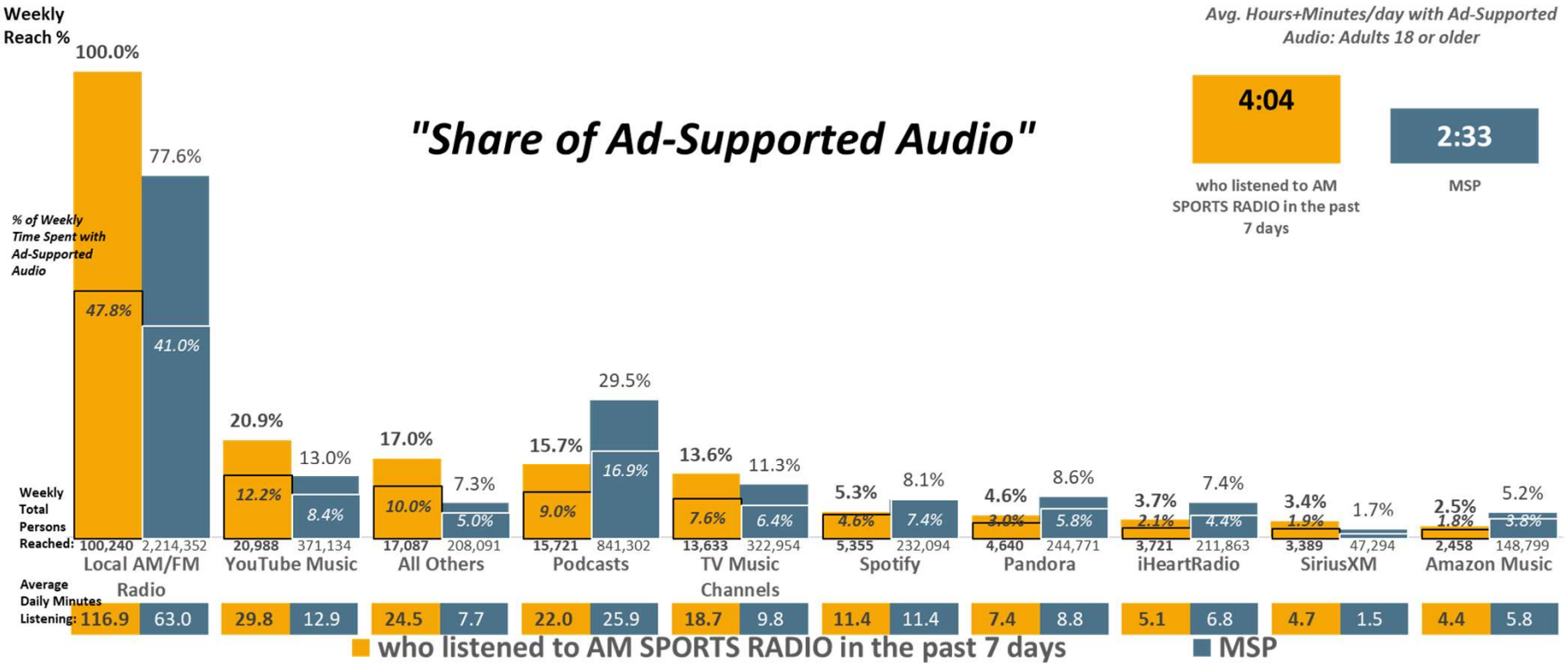



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 61 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Radio Stations: KTMY-FM

100,240 or 100.% of Adults 18 or older who listened to AM SPORTS RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 116.9 minutes every day representing 47.8% of all time spent daily with Ad-Supported Audio.




MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 52 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

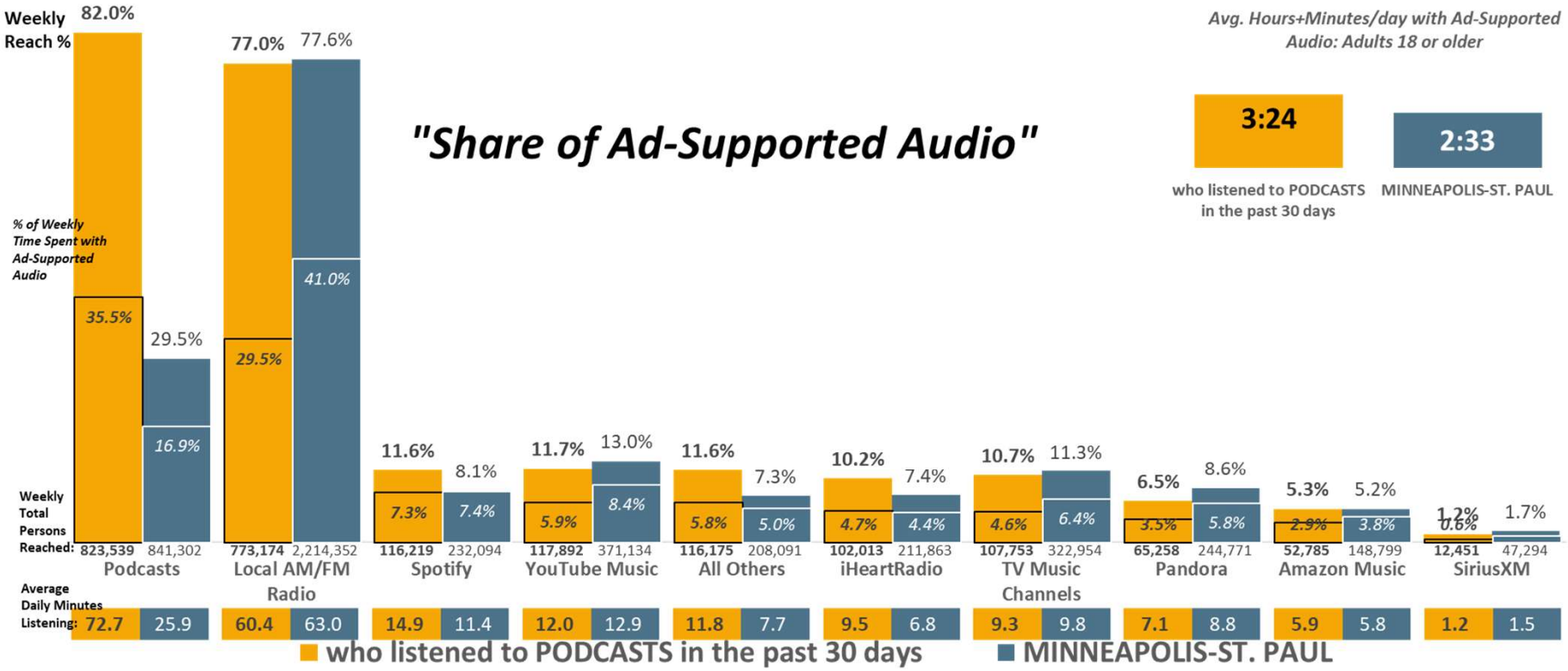
soefa.ai Share of Everything for Anything ©

[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]



# PODCAST Listeners

773,174 or 77.7% of Adults 18 or older who listened to PODCASTS in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 60.4 minutes every day representing 29.5% of all time spent daily with Ad-Supported Audio.




MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 463 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390

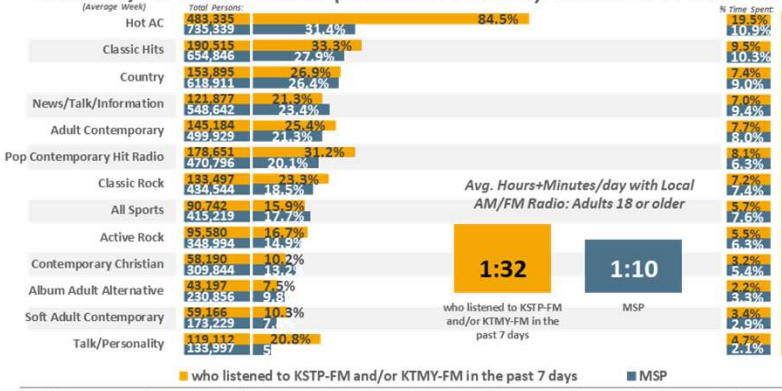
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

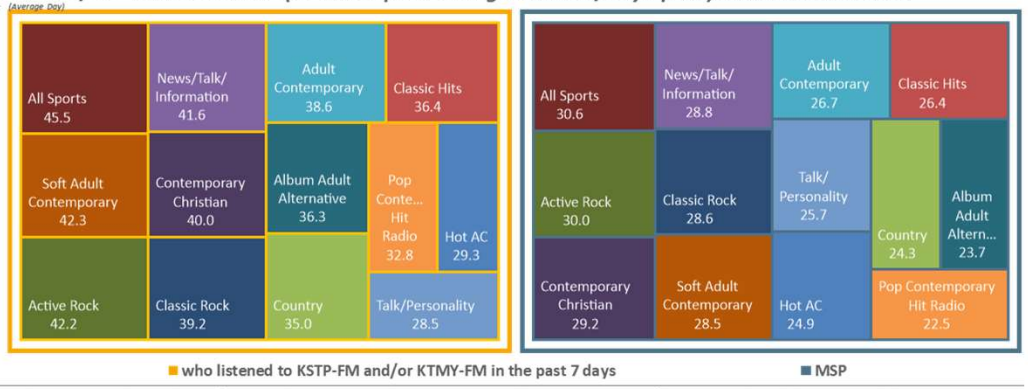
Watched, listened, or downloaded podcast past 30 days: Yes

572,152 or 100.% of Adults 18 or older who listened to KSTP-FM and/or KTMY-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Classic Hits, Pop Contemporary Hit Radio, Country, and Adult Contemporary.

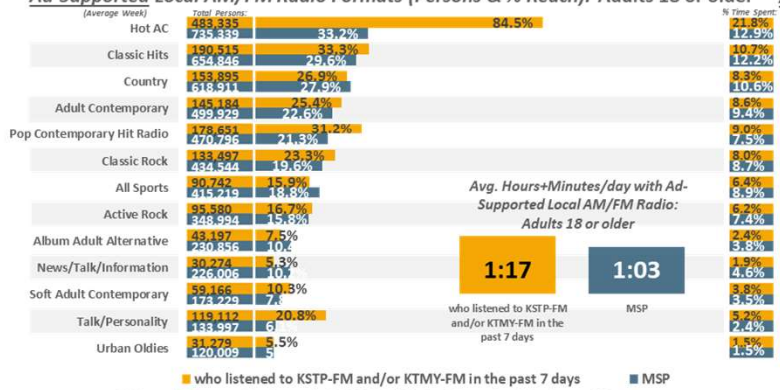
## *Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older



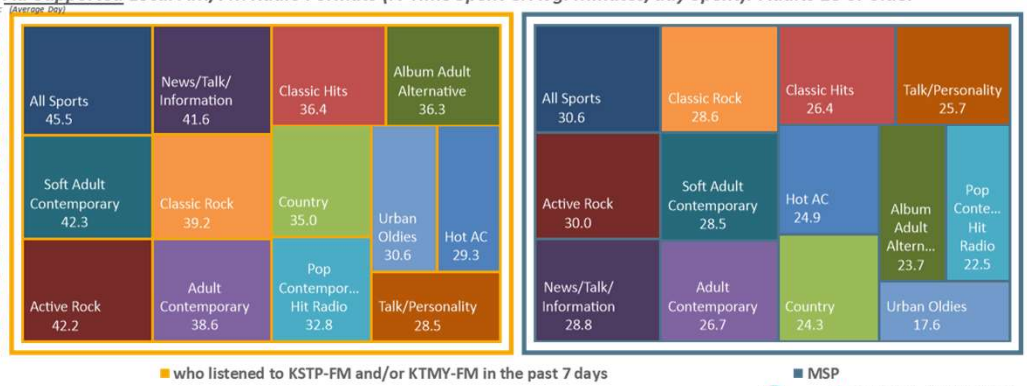

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 283*

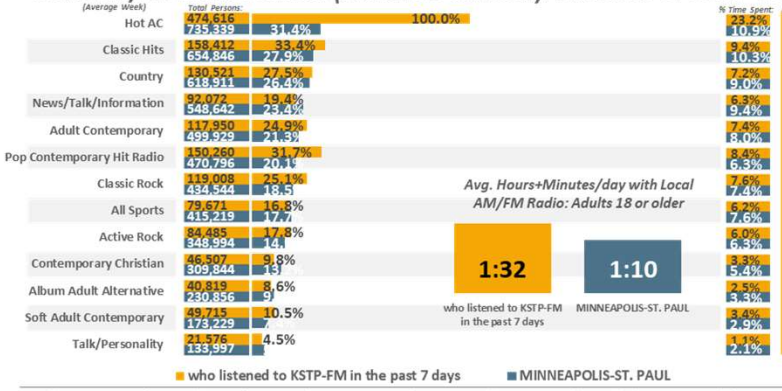
*All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

soefa.ai Share of Everything for Anything

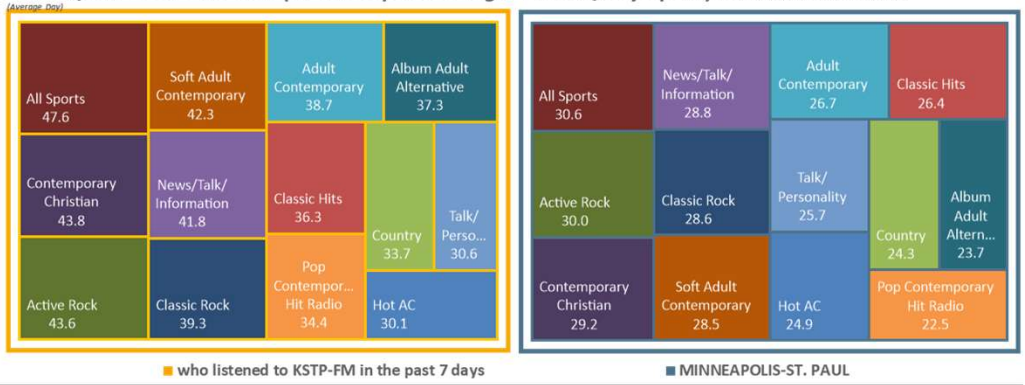
*Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM*

474,616 or 100.% of Adults 18 or older who listened to KSTP-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Classic Hits, Pop Contemporary Hit Radio, Country, and Classic Rock.

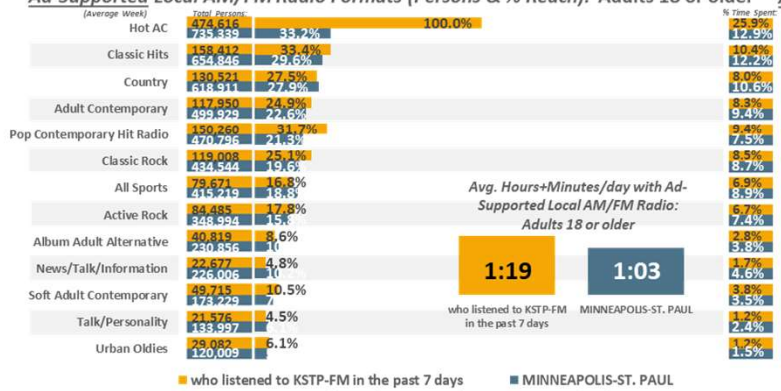
## *Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older



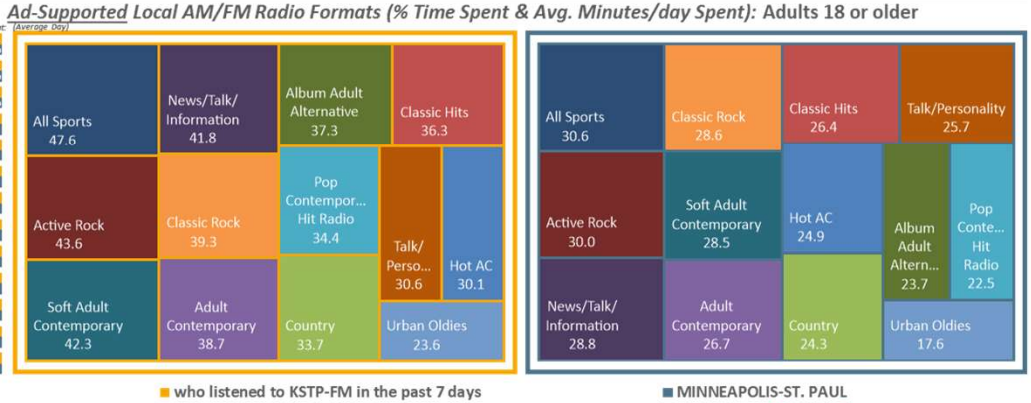

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 236*

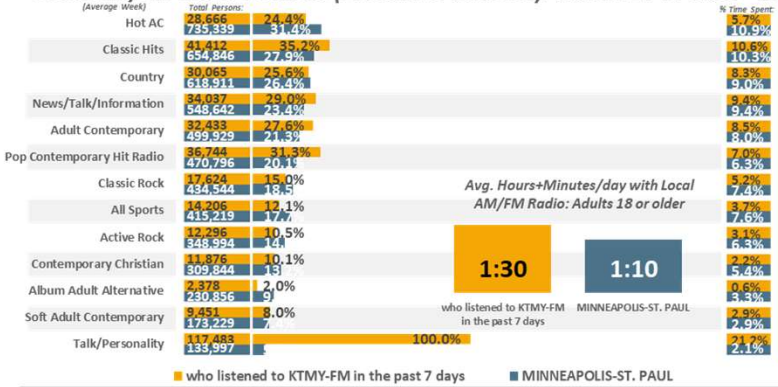
*All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

soefa.ai Share of Everything for Anything

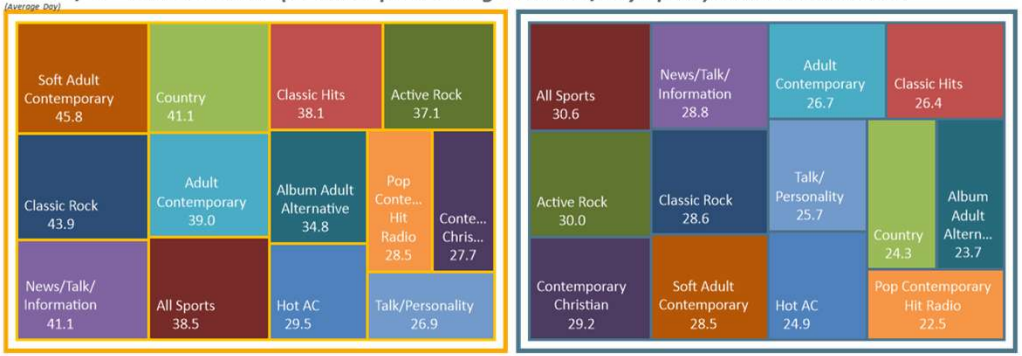
*Radio Stations: KSTP-FM*

117,483 or 100.% of Adults 18 or older who listened to KTMY-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Talk/Personality, Classic Hits, Pop Contemporary Hit Radio, Adult Contemporary, and Country.

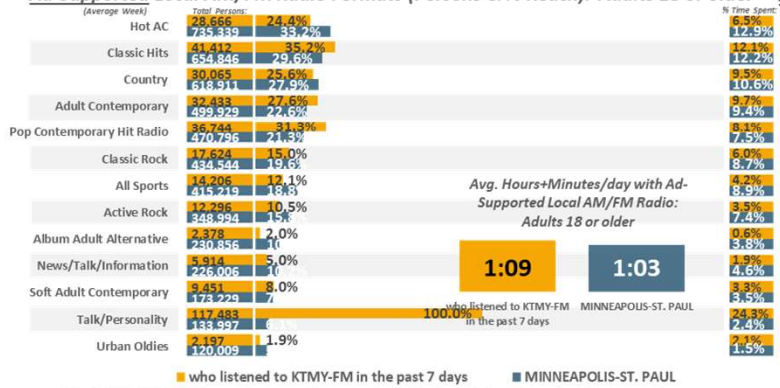
## *Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older



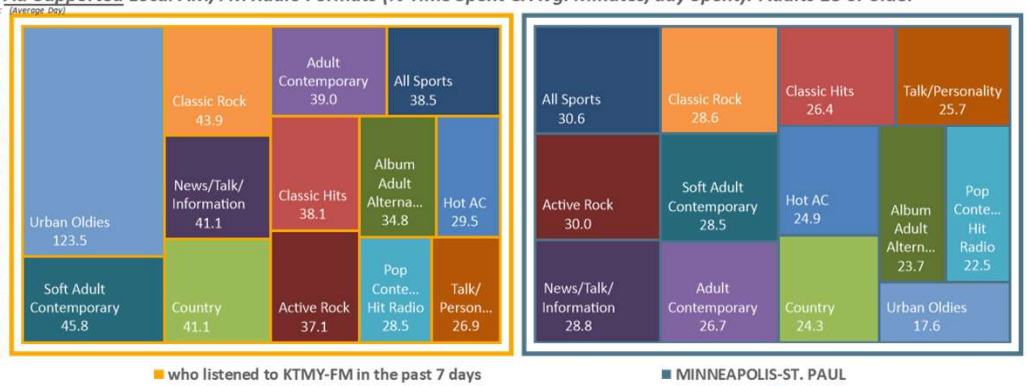

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 61*

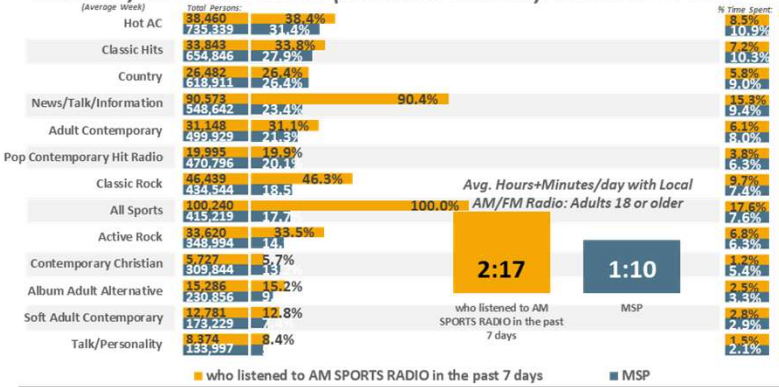
*All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

soefa.ai Share of Everything for Anything ©

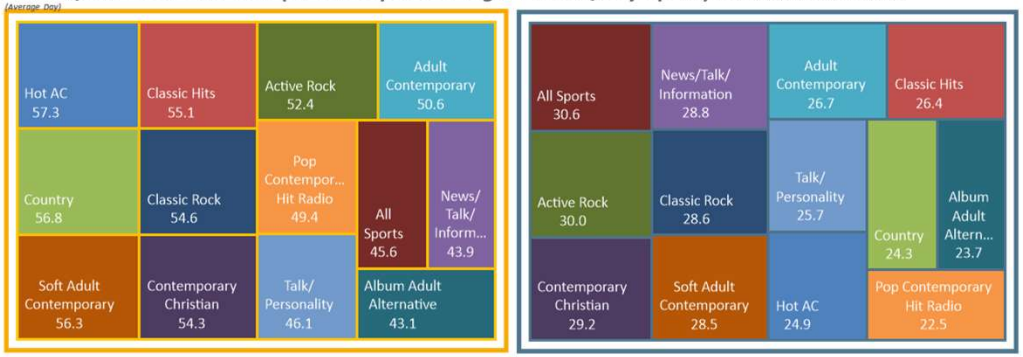
*Radio Stations: KTMY-FM*

100,240 or 100.% of Adults 18 or older who listened to AM SPORTS RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All Sports, News/Talk/Information, Classic Rock, Hot AC, and Classic Hits.

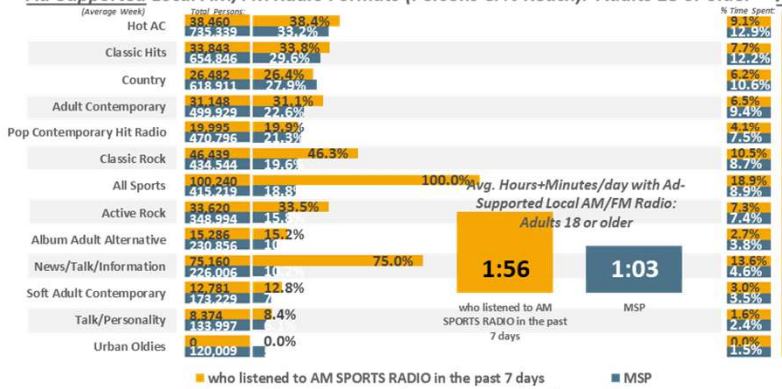
## *Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older



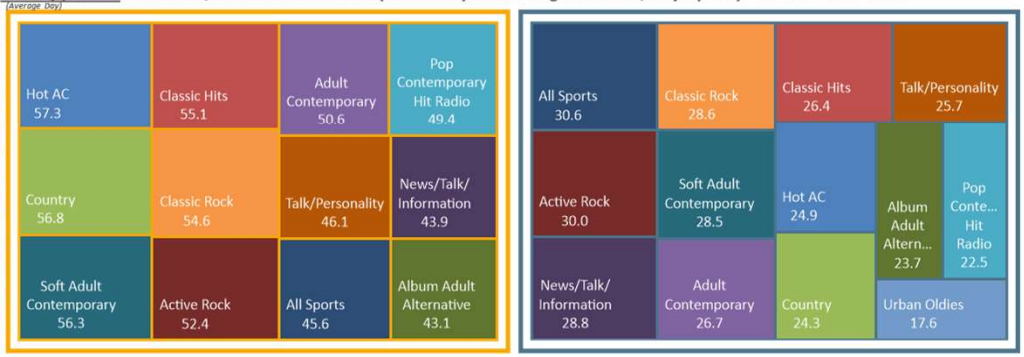

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 52*

*All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

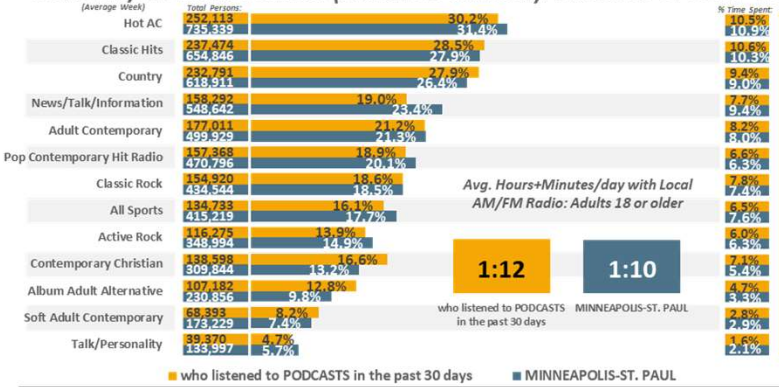
soefa.ai Share of Everything for Anything

*[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]*

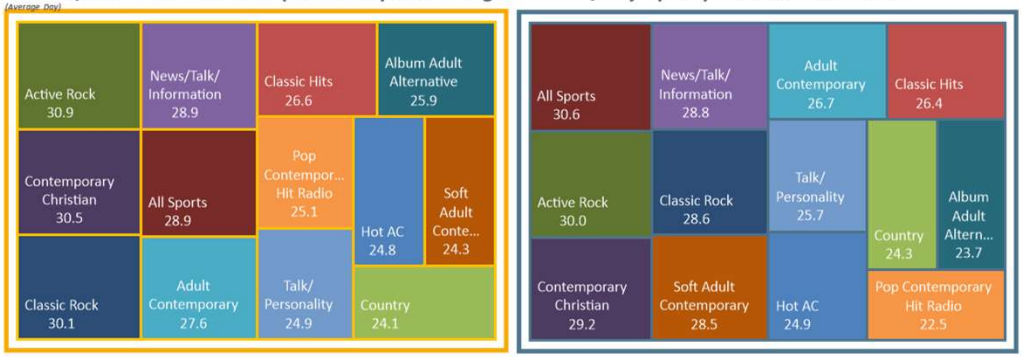



773,174 or 77.% of Adults 18 or older who listened to PODCASTS in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Classic Hits, Country, Adult Contemporary, and Pop Contemporary Hit Radio.

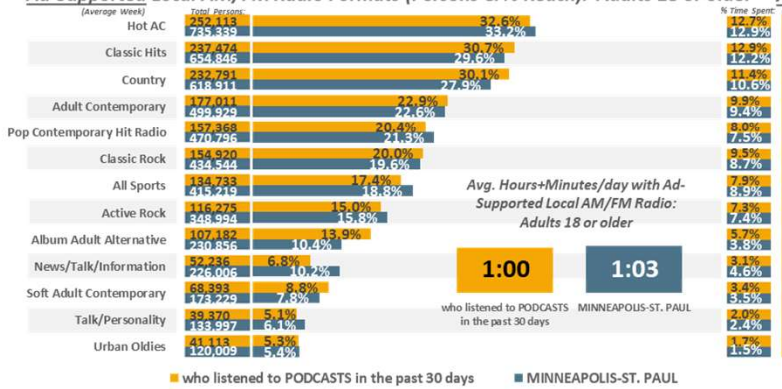
## *Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older



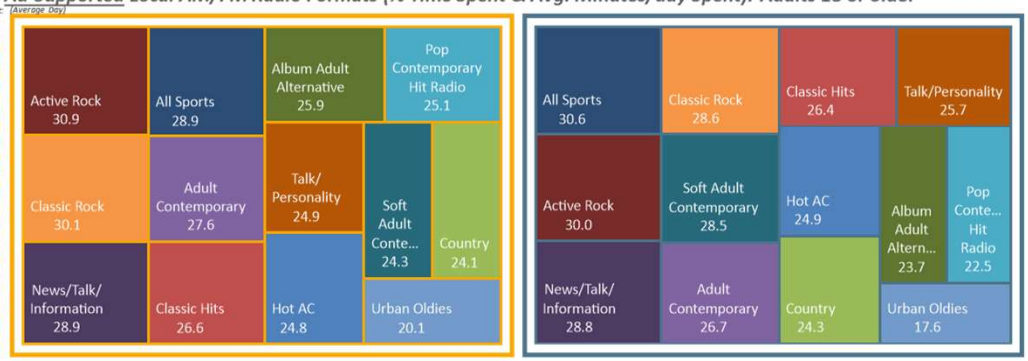

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 463*

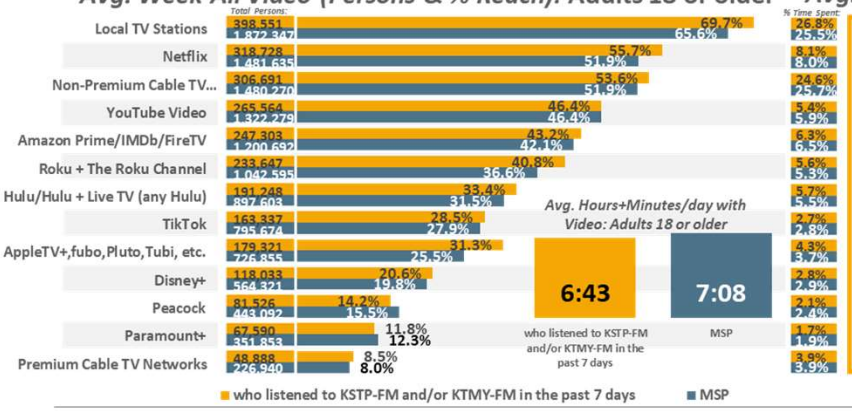
*All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

soefa.ai Share of Everything for Anything

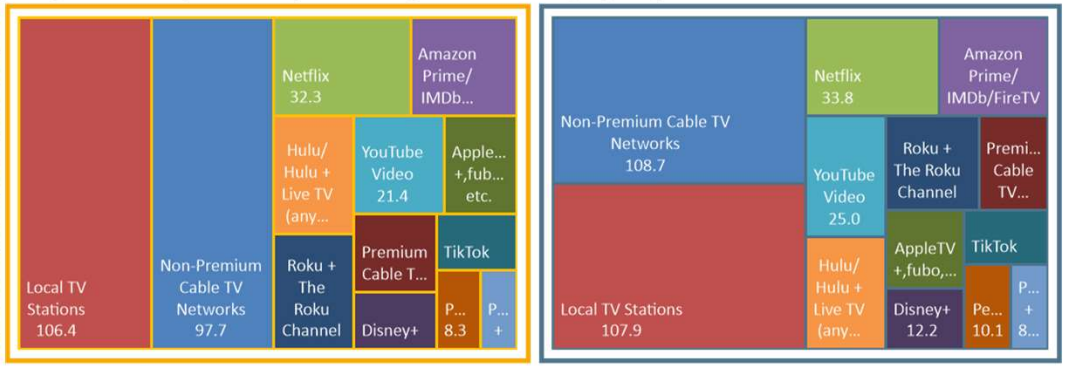
*Watched, listened, or downloaded podcast past 30 days: Yes*

391,367 or 68.4% of Adults 18 or older who listened to KSTP-FM and/or KTMY-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 98.2 minutes every day representing 30.7% of all time spent daily with Ad-Supported Video.

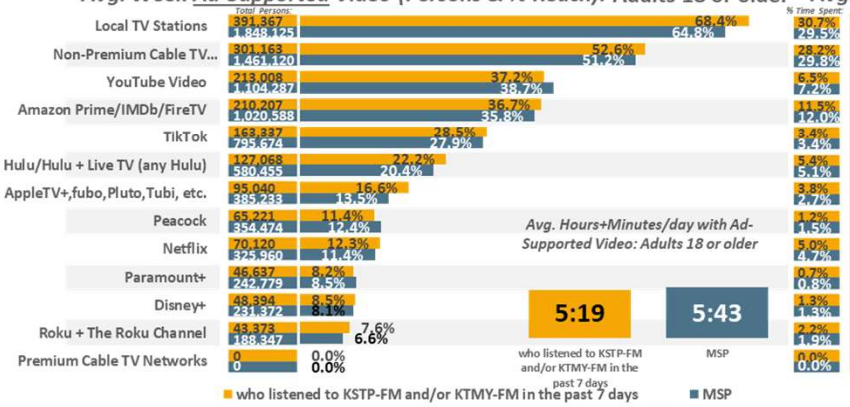
## Avg. Week All Video (Persons & % Reach): Adults 18 or older



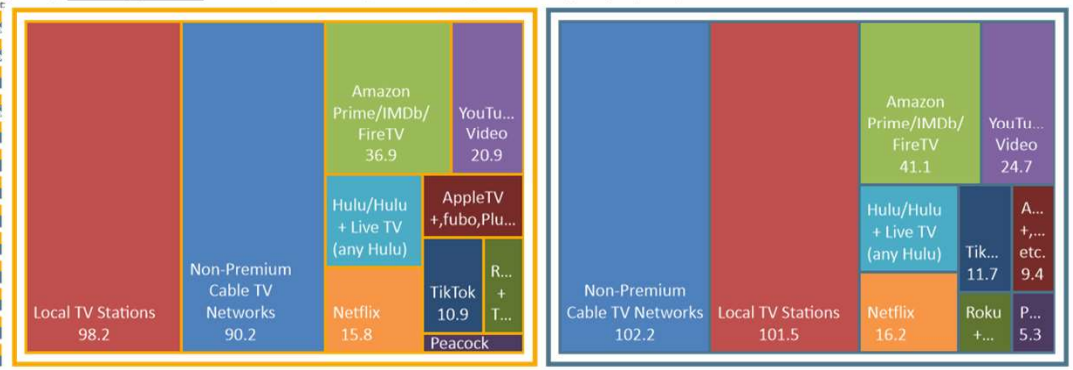

## Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older




## 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 Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 283

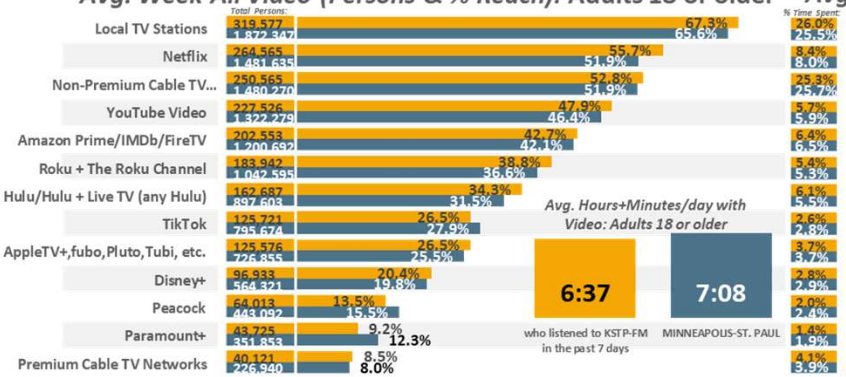
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

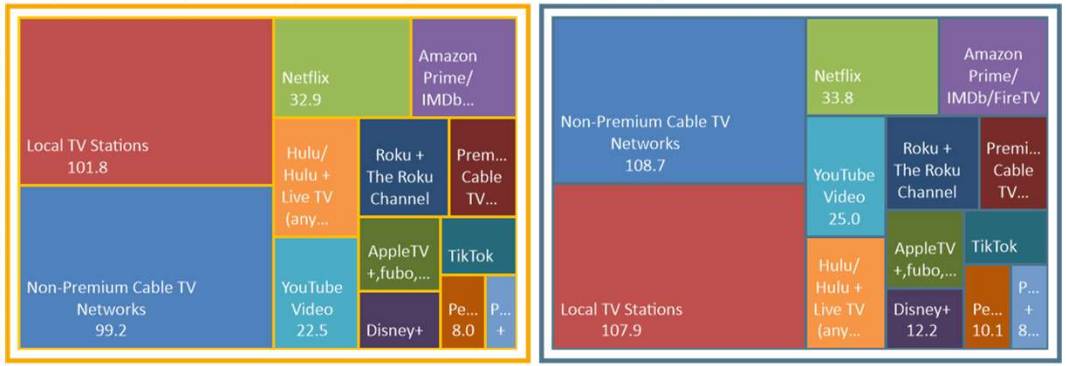
Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM

314,720 or 66.3% of Adults 18 or older who listened to KSTP-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 94.3 minutes every day representing 30.% of all time spent daily with Ad-Supported Video.

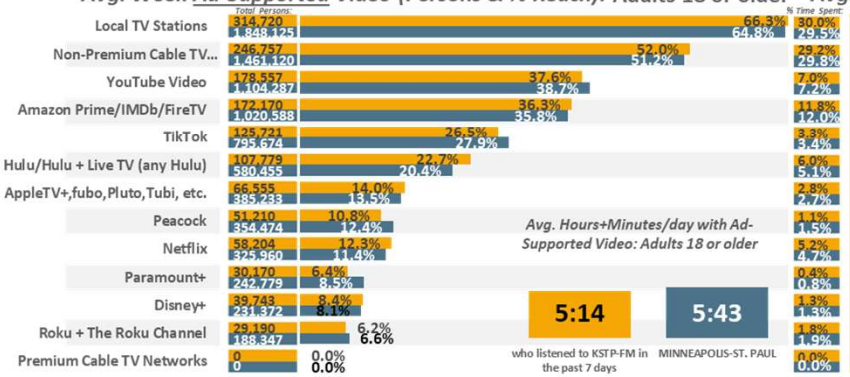
## *Avg. Week All Video (Persons & % Reach):* Adults 18 or older



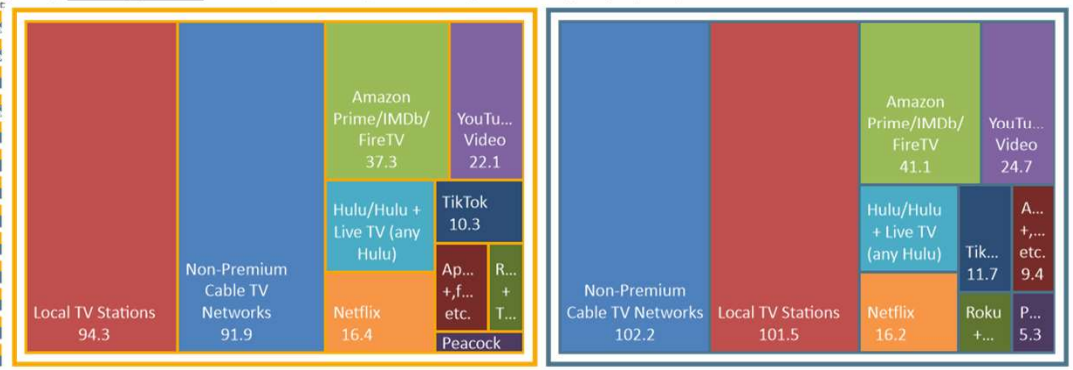

## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 236*

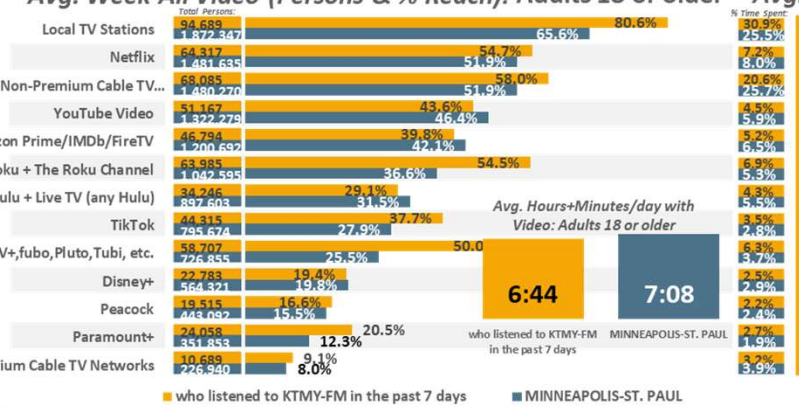
*All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

soefa.ai Share of Everything for Anything ©

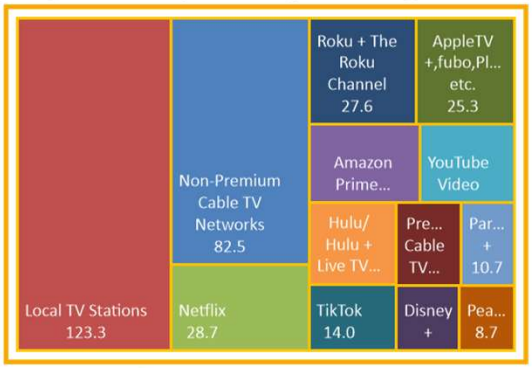
*Radio Stations: KSTP-FM*

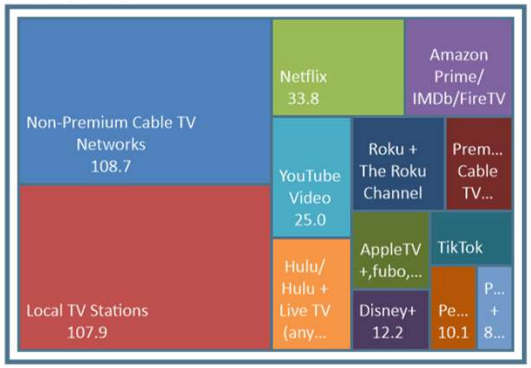
91,413 or 77.8% of Adults 18 or older who listened to KTMY-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 111.1 minutes every day representing 34.7% of all time spent daily with Ad-Supported Video.

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



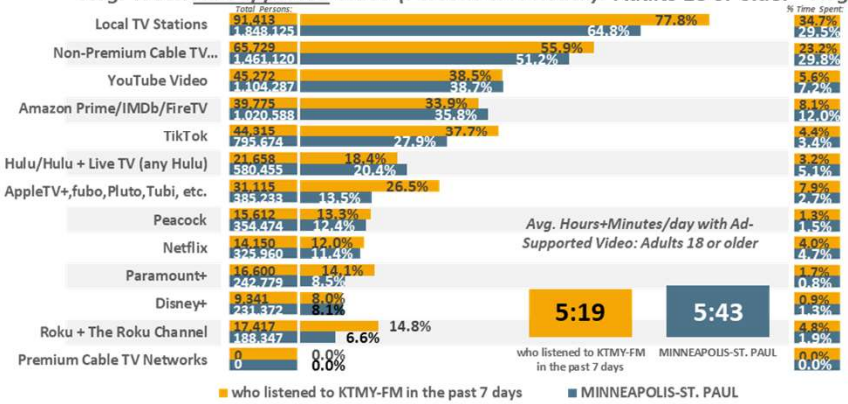

## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older



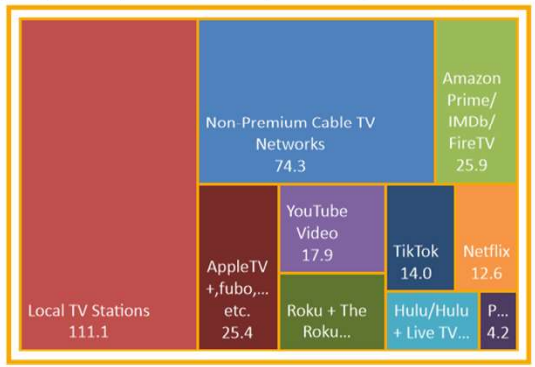



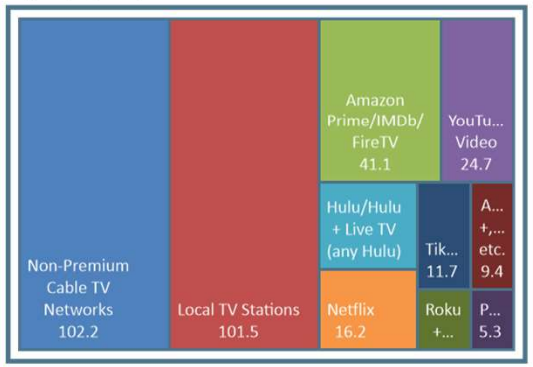

who listened to KTMY-FM in the past 7 days ■ MINNEAPOLIS-ST. PAUL

## *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




who listened to KTMY-FM in the past 7 days ■ MINNEAPOLIS-ST. PAUL

*MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 61*

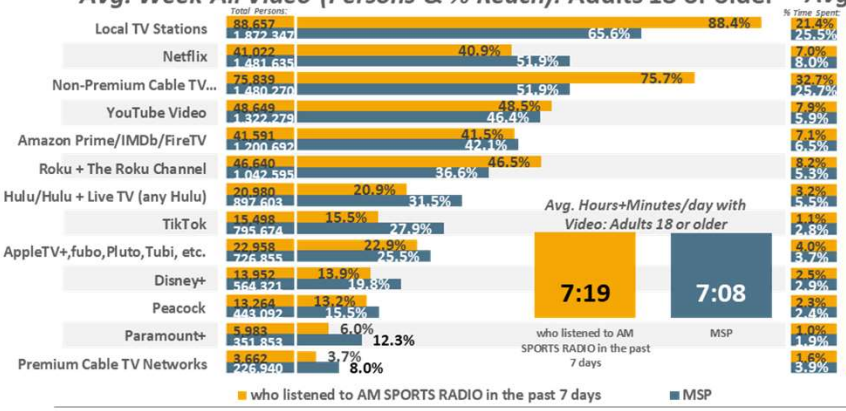
*All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

soefa.ai Share of Everything for Anything ©

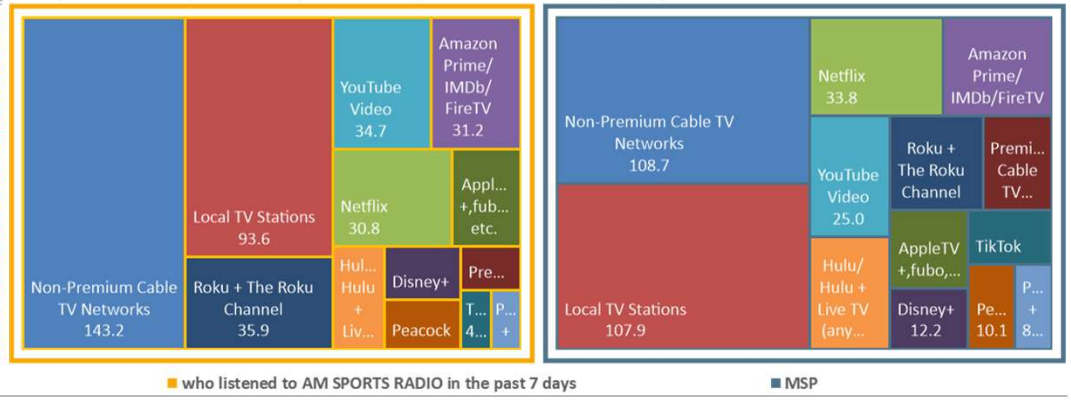
*Radio Stations: KTMY-FM*

87,058 or 86.8% of Adults 18 or older who listened to AM SPORTS RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 84.4 minutes every day representing 24.% of all time spent daily with Ad-Supported Video.

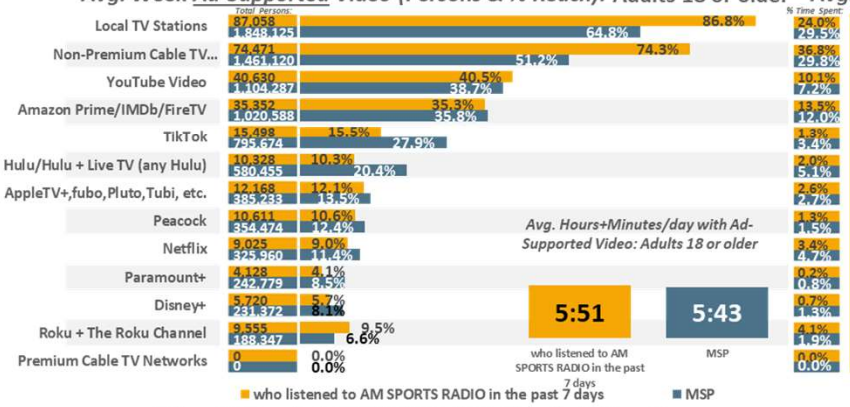
## *Avg. Week All Video (Persons & % Reach):* Adults 18 or older



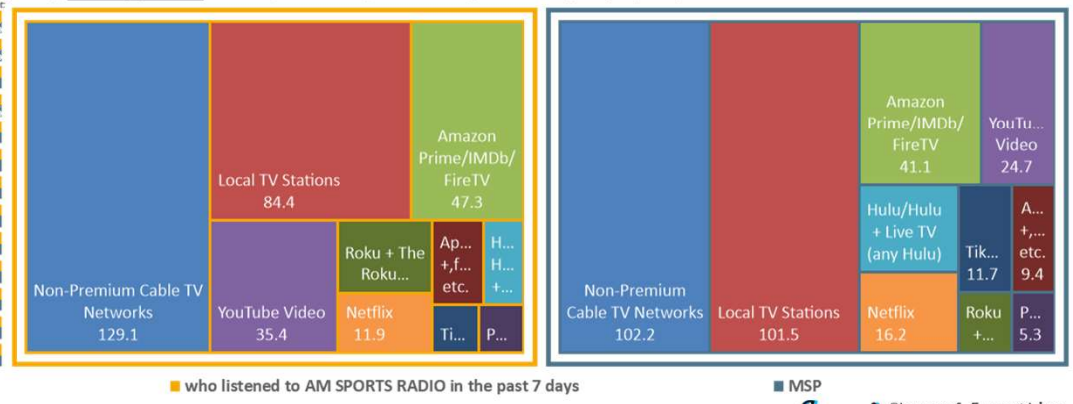

## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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 Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 52*

*All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

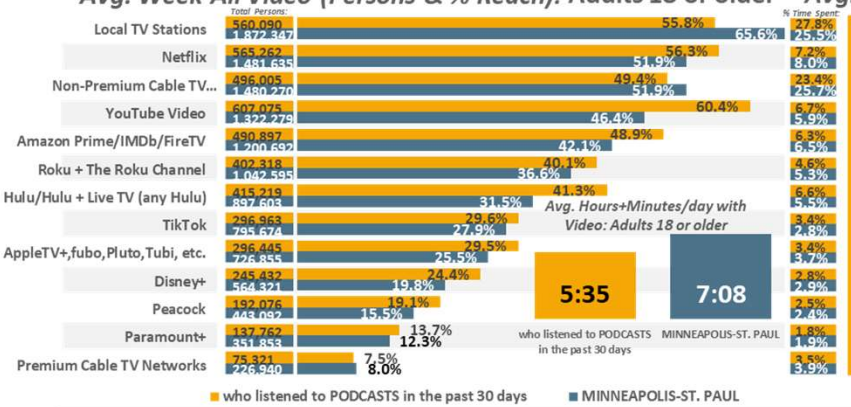
soefa.ai Share of Everything for Anything ©

*[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]*

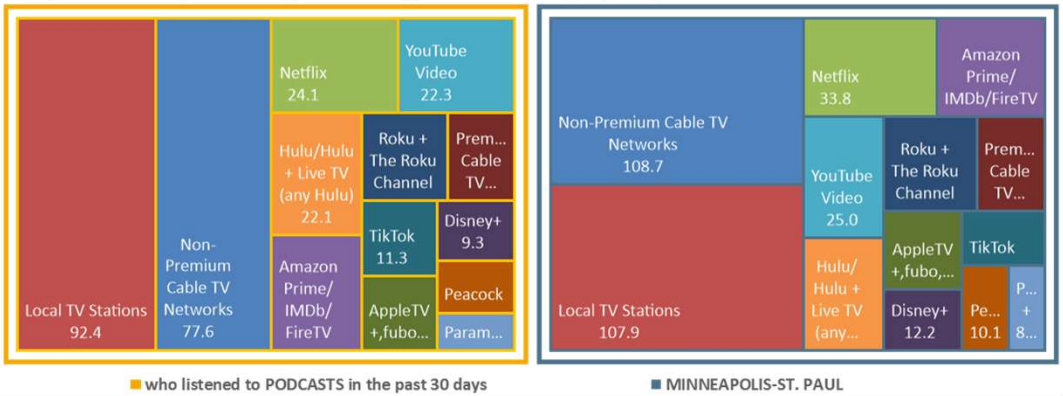



551,757 or 54.9% of Adults 18 or older who listened to PODCASTS in the past 30 days watch Ad-Supported Local TV Stations for an average of 85.5 minutes every day representing 31.3% of all time spent daily with Ad-Supported Video.

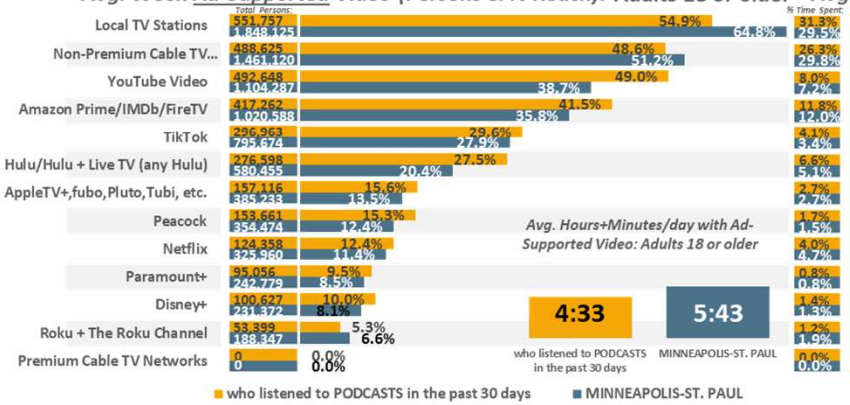
## *Avg. Week All Video (Persons & % Reach):* Adults 18 or older



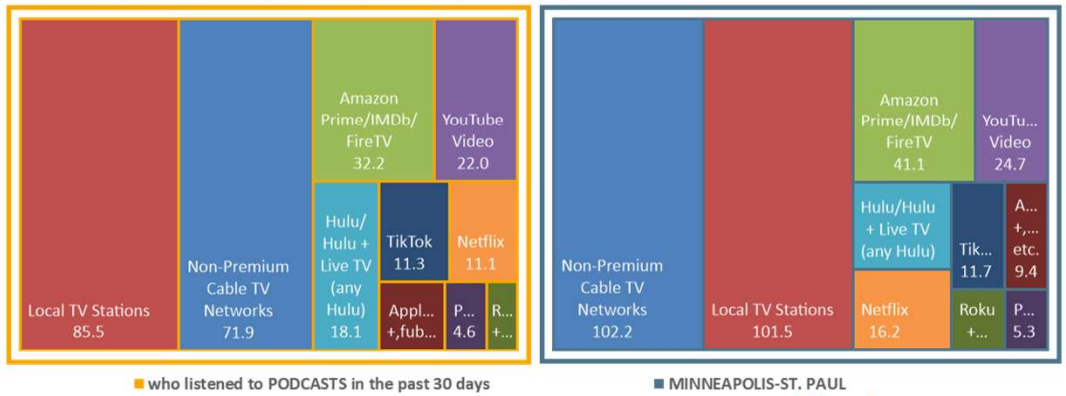

## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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



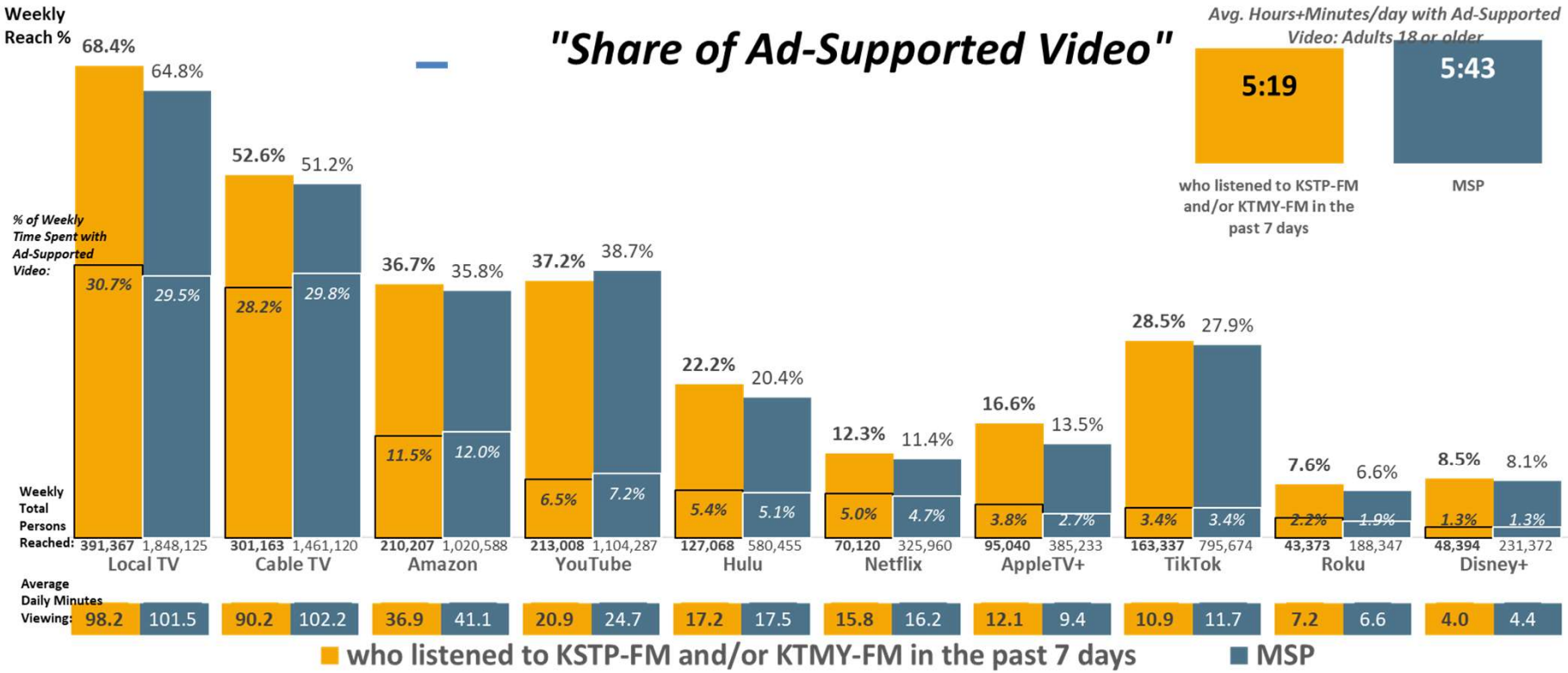

*MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 463*

*All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

soefa.ai Share of Everything for Anything ©

*Watched, listened, or downloaded podcast past 30 days: Yes*

391,367 or 68.4% of Adults 18 or older who listened to KSTP-FM and/or KTMY-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 98.2 minutes every day representing 30.7% of all time spent daily with Ad-Supported Video.



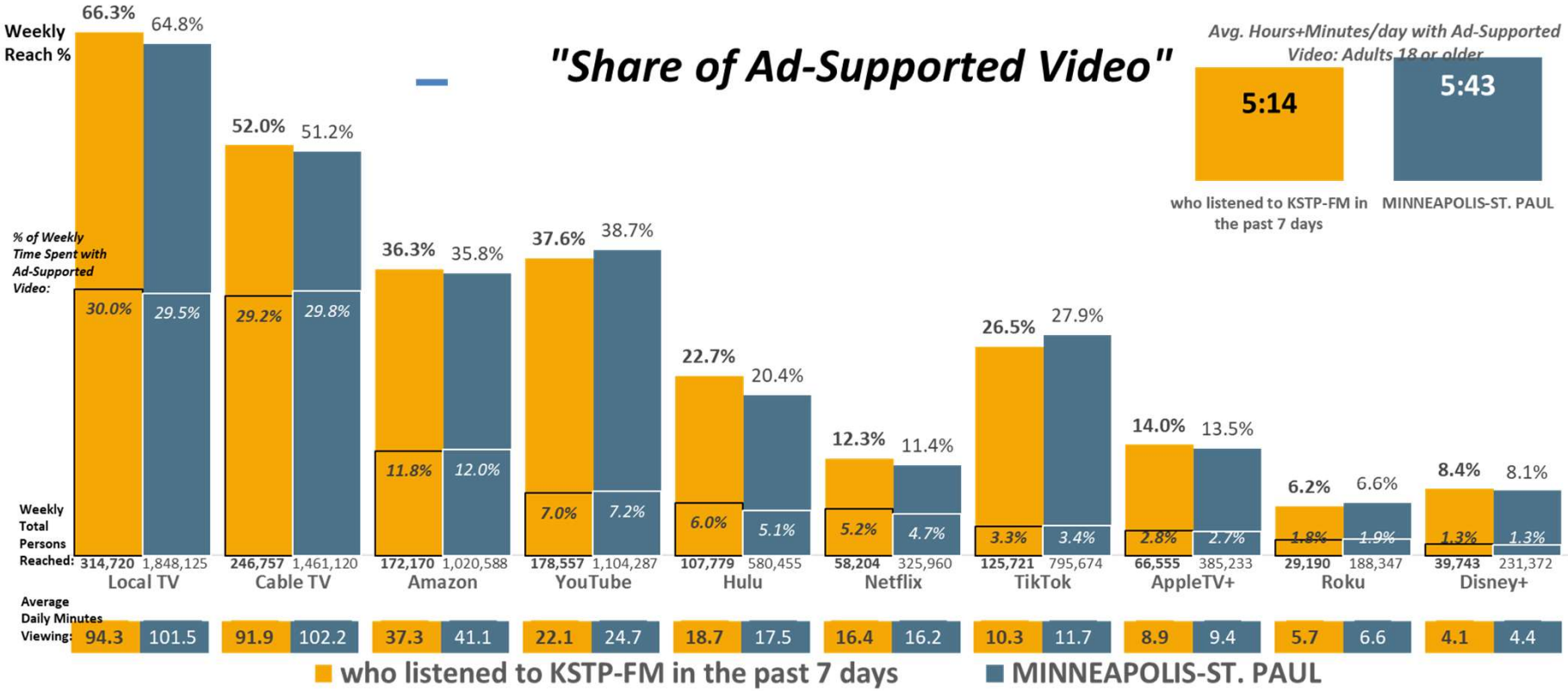

MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 283 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM

314,720 or 66.3% of Adults 18 or older who listened to KSTP-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 94.3 minutes every day representing 30.% of all time spent daily with Ad-Supported Video.



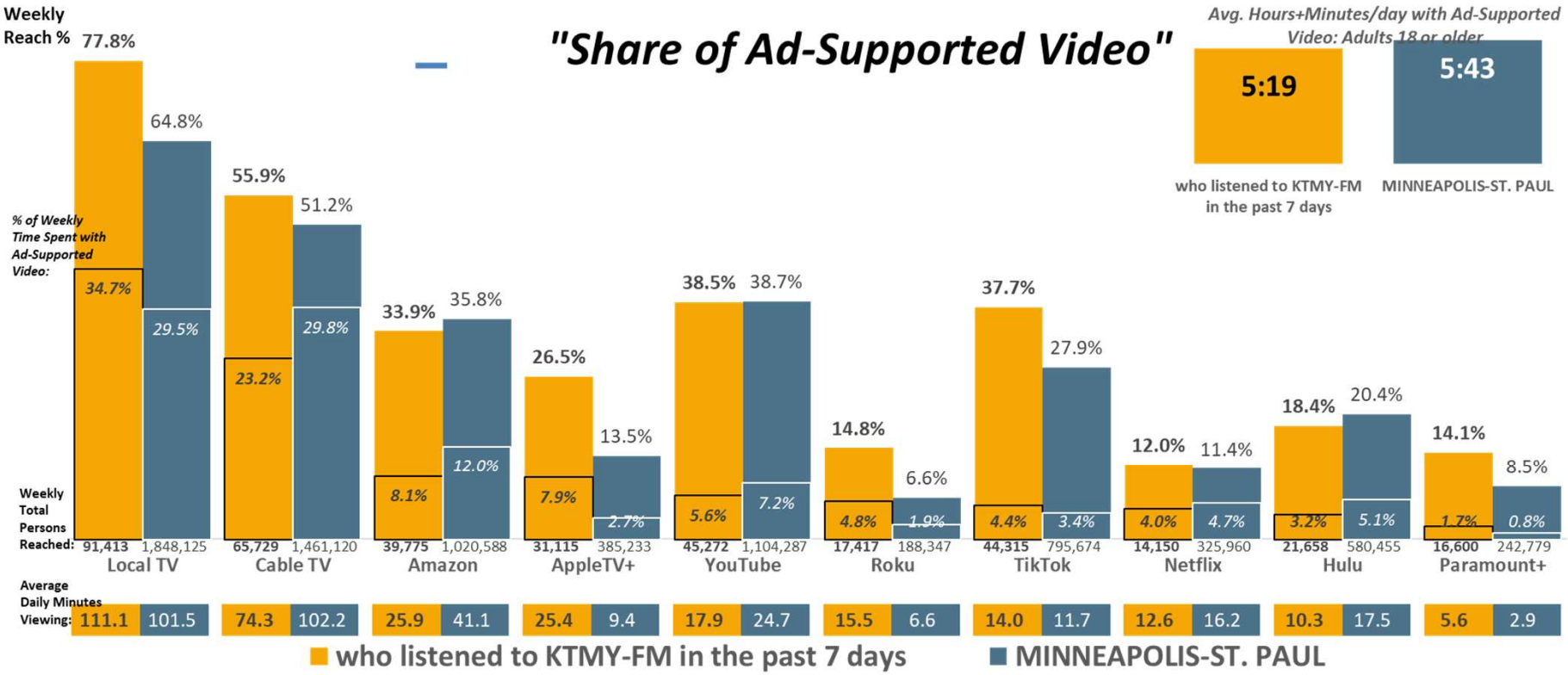

MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 236 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Radio Stations: KSTP-FM

91,413 or 77.8% of Adults 18 or older who listened to KTMY-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 111.1 minutes every day representing 34.7% of all time spent daily with Ad-Supported Video.



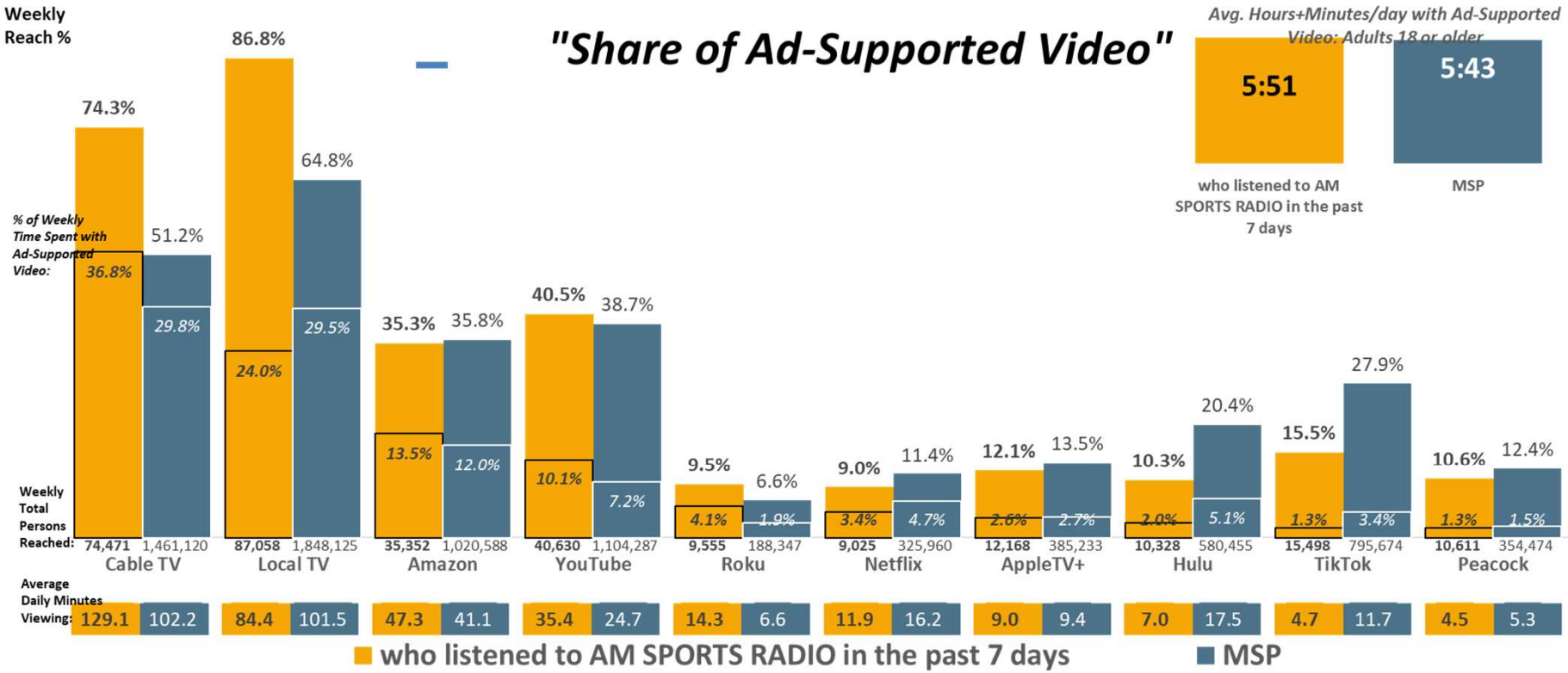

MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 61 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Radio Stations: KTMY-FM

87,058 or 86.8% of Adults 18 or older who listened to AM SPORTS RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 84.4 minutes every day representing 24.% of all time spent daily with Ad-Supported Video.




MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 52 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

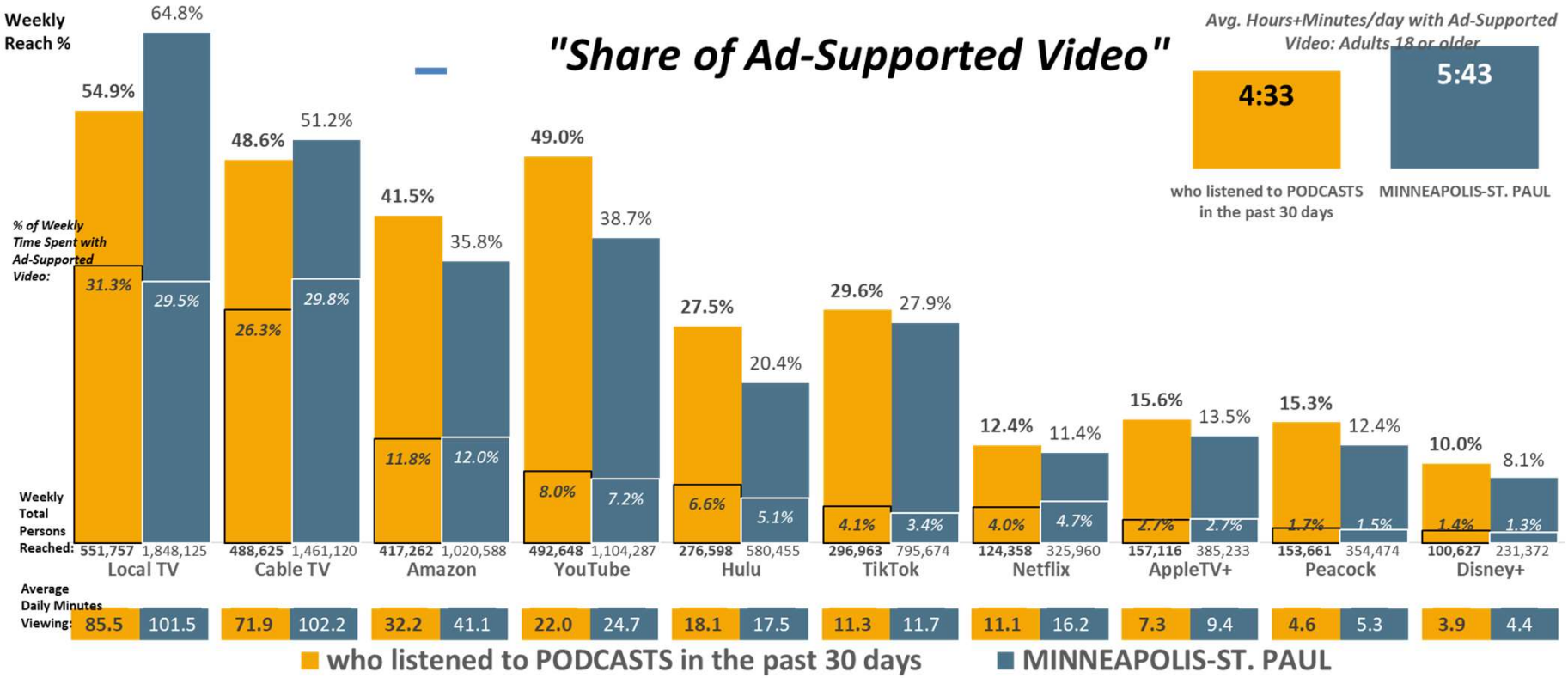
soefa.ai Share of Everything for Anything ©

[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]



# PODCAST Listeners

551,757 or 54.9% of Adults 18 or older who listened to PODCASTS in the past 30 days watch Ad-Supported Local TV Stations for an average of 85.5 minutes every day representing 31.3% of all time spent daily with Ad-Supported Video.




MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 463 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390

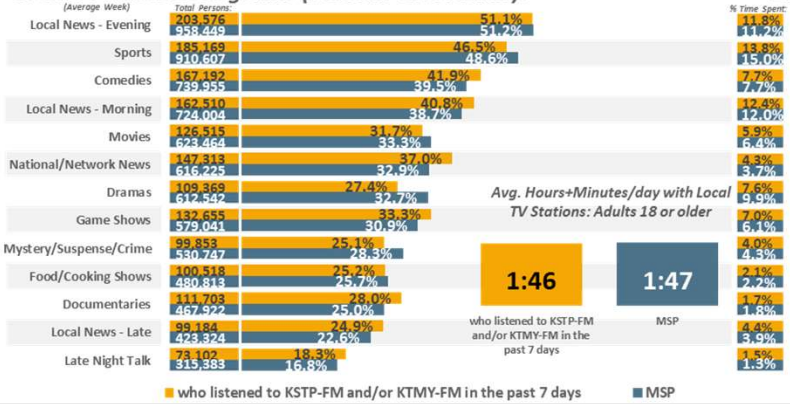
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

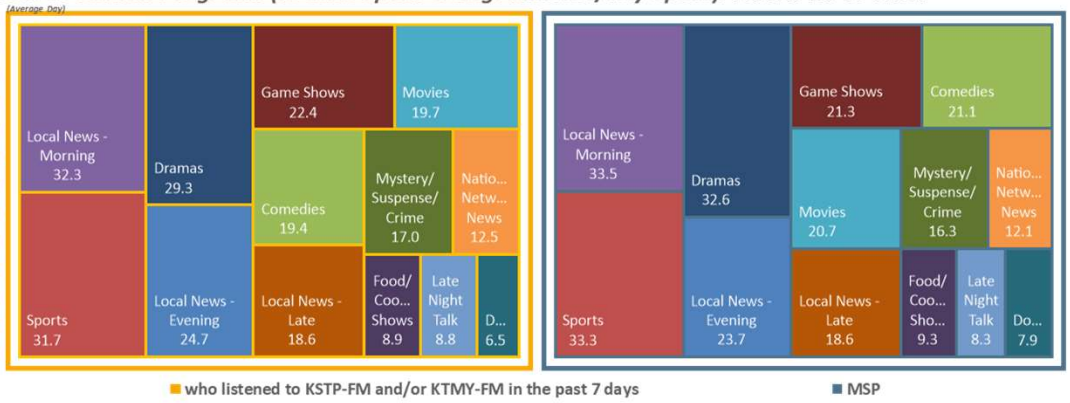
Watched, listened, or downloaded podcast past 30 days: Yes

391,367 or 68.4% of Adults 18 or older who listened to KSTP-FM and/or KTMY-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Game Shows, and National/Network Ne

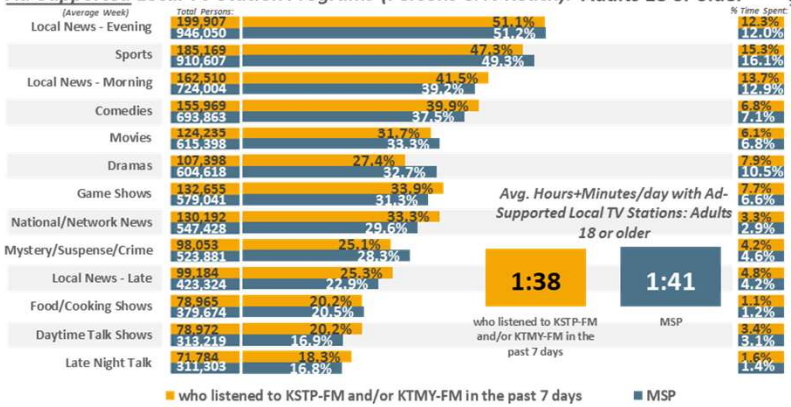
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



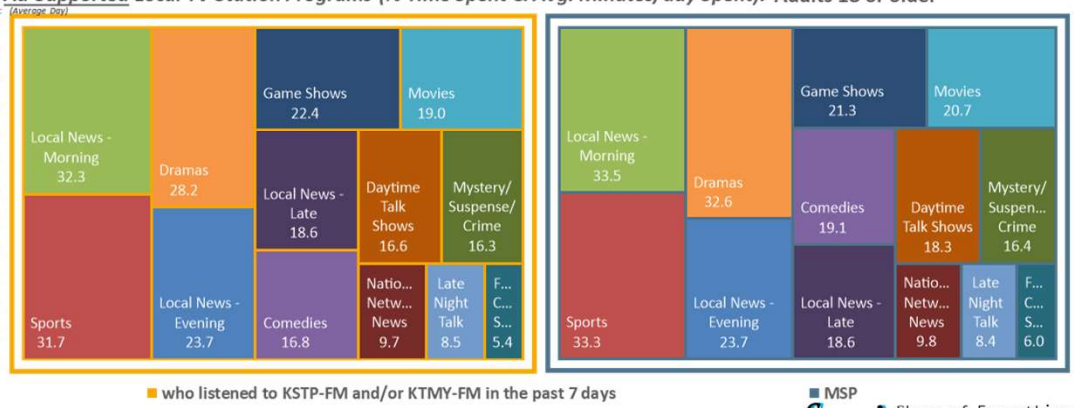

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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 Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 283*

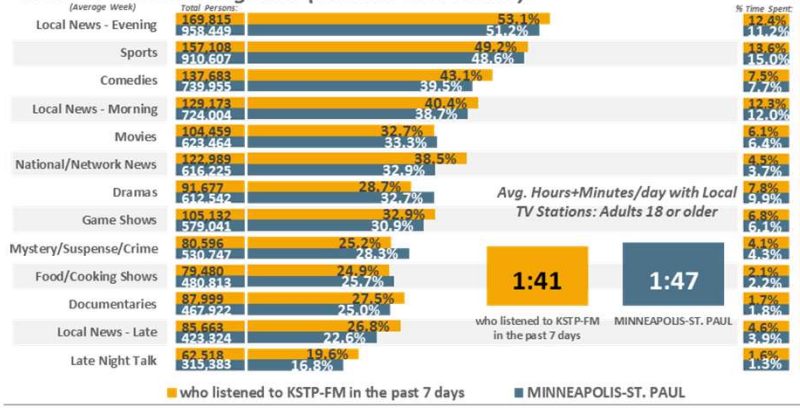
*All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

soefa.ai Share of Everything for Anything ©

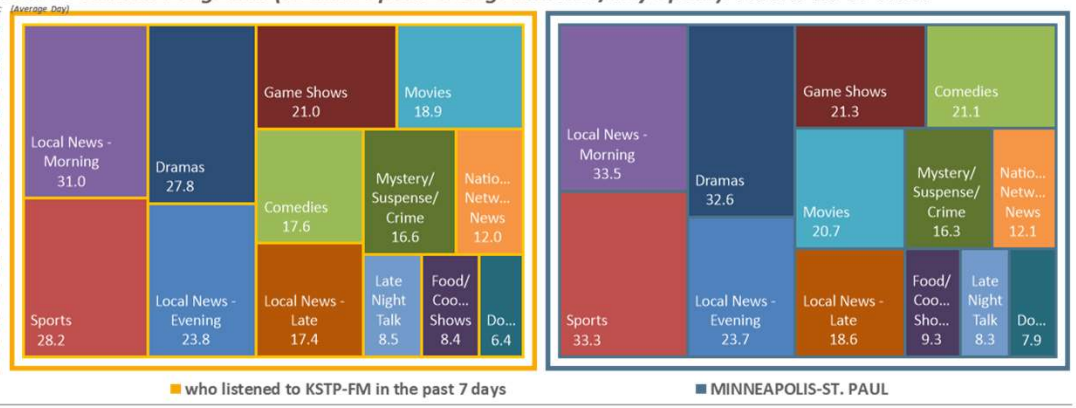
*Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM*

314,720 or 66.3% of Adults 18 or older who listened to KSTP-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, National/Network News, and Game Shows.

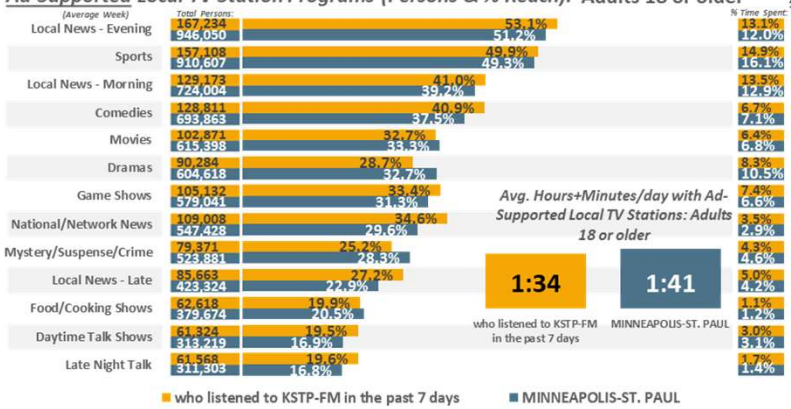
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



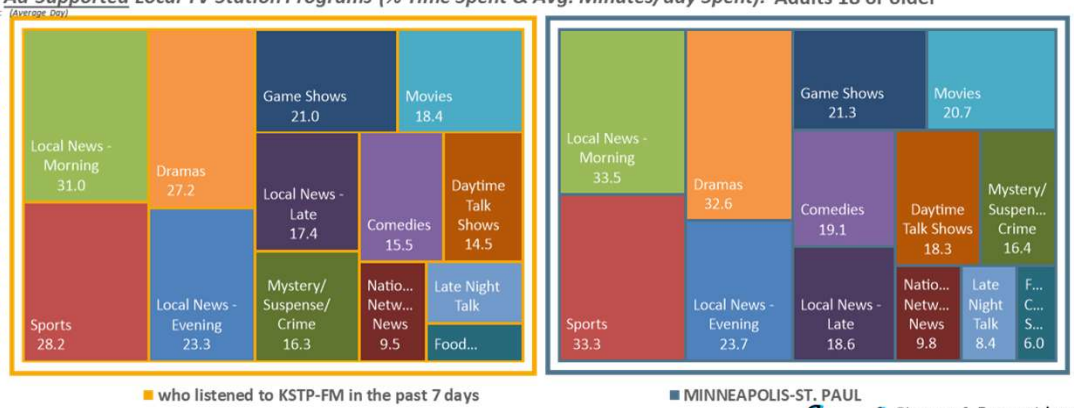

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 236*

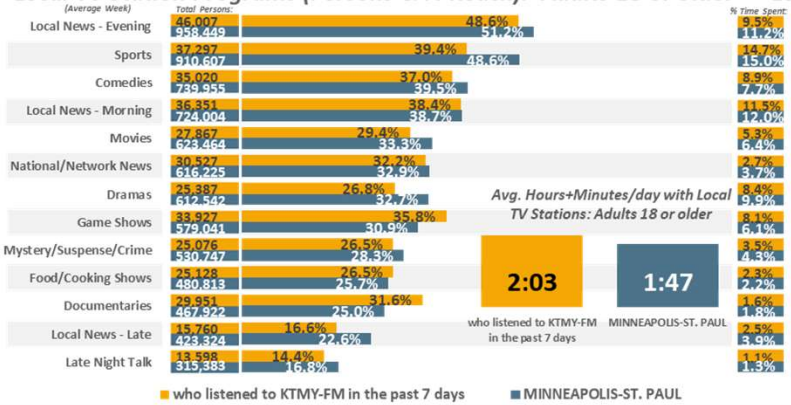
*All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

soefa.ai Share of Everything for Anything ©

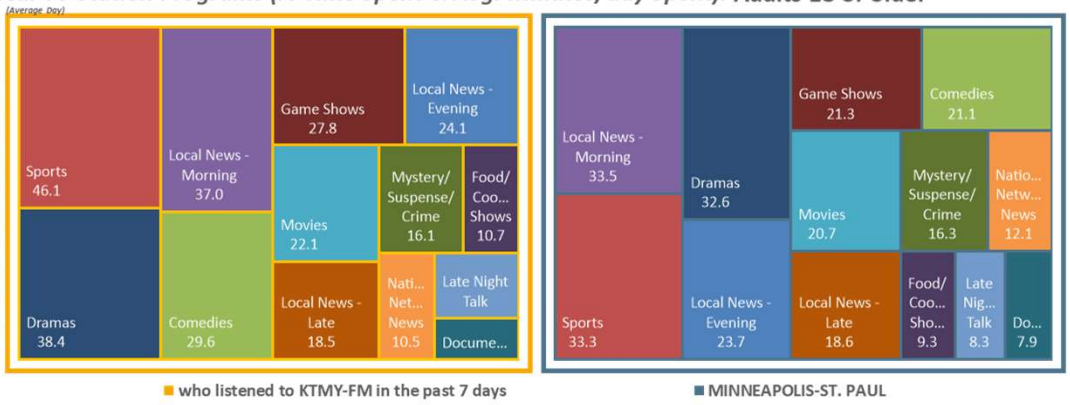
*Radio Stations: KSTP-FM*

91,413 or 77.8% of Adults 18 or older who listened to KTMY-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Game Shows, Comedies, and Movies.

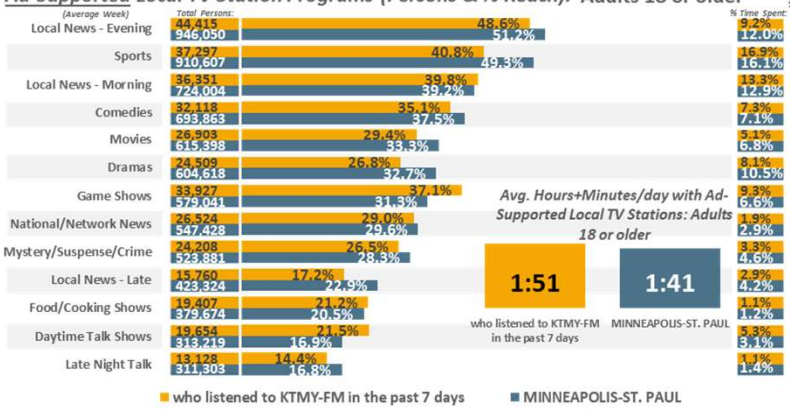
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



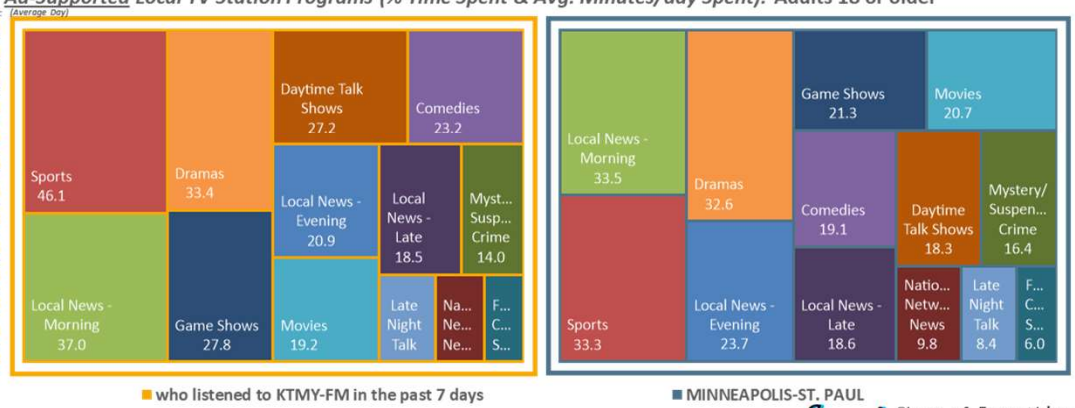

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 61*

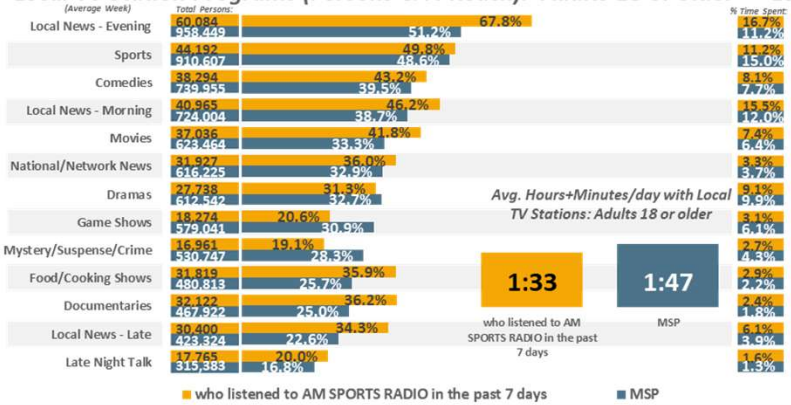
*All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

soefa.ai Share of Everything for Anything ©

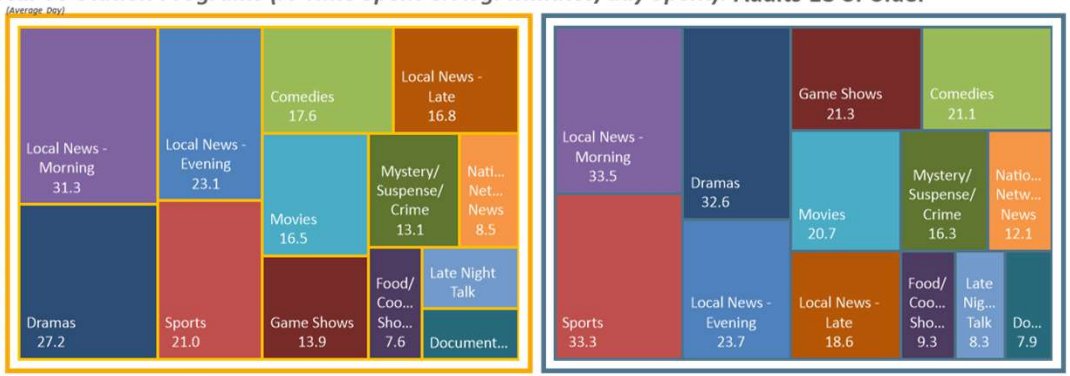
*Radio Stations: KTMY-FM*

87,058 or 86.8% of Adults 18 or older who listened to AM SPORTS RADIO in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Movies, Comedies, and Local News - Late.

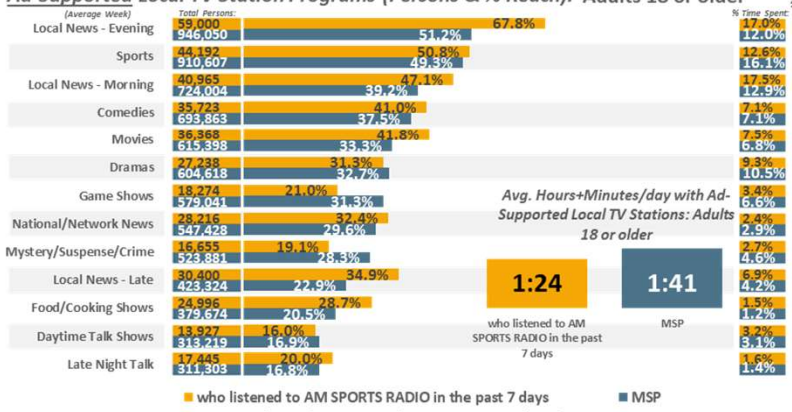
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



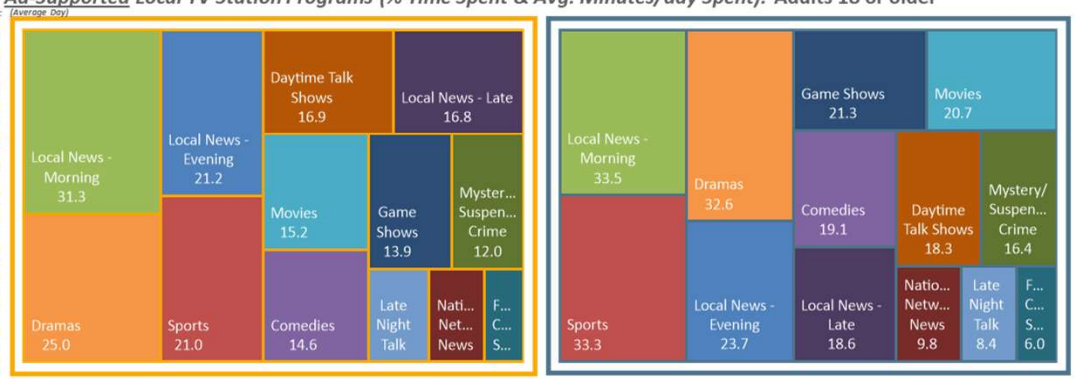

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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 Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 52*

*All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

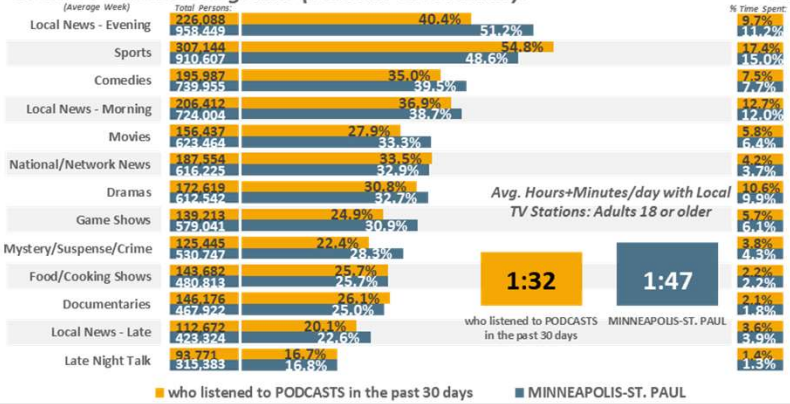
soefa.ai Share of Everything for Anything ©

*[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]*

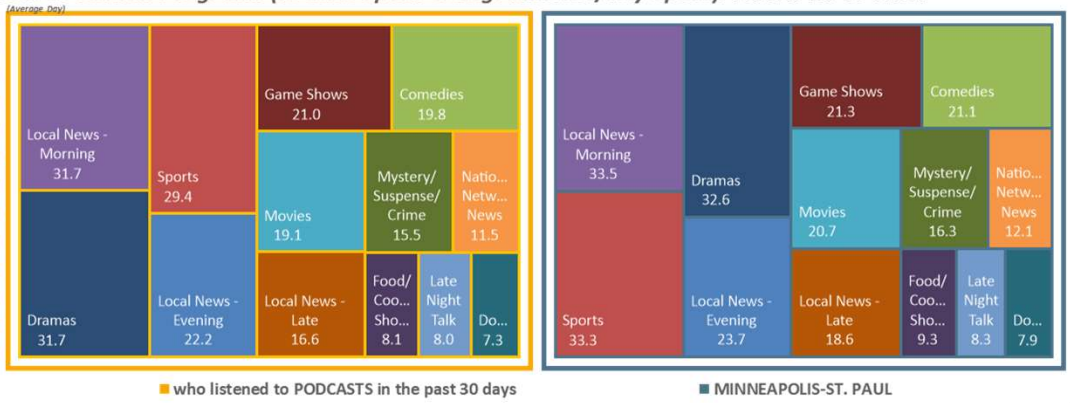
# PODCAST Listeners

551,757 or 54.9% of Adults 18 or older who listened to PODCASTS in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Dramas, and National/Network News.

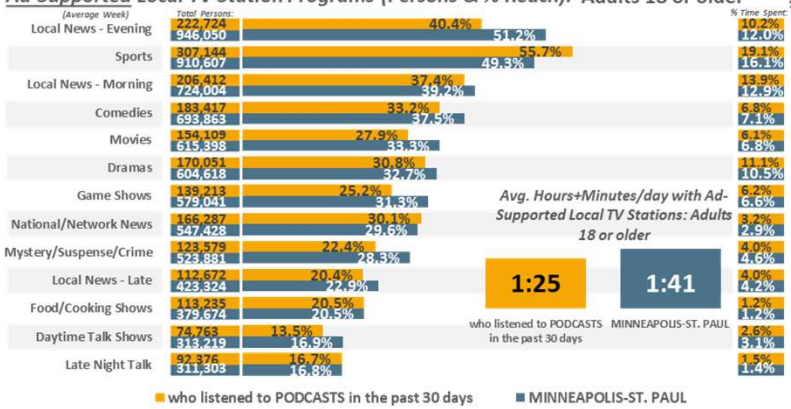
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



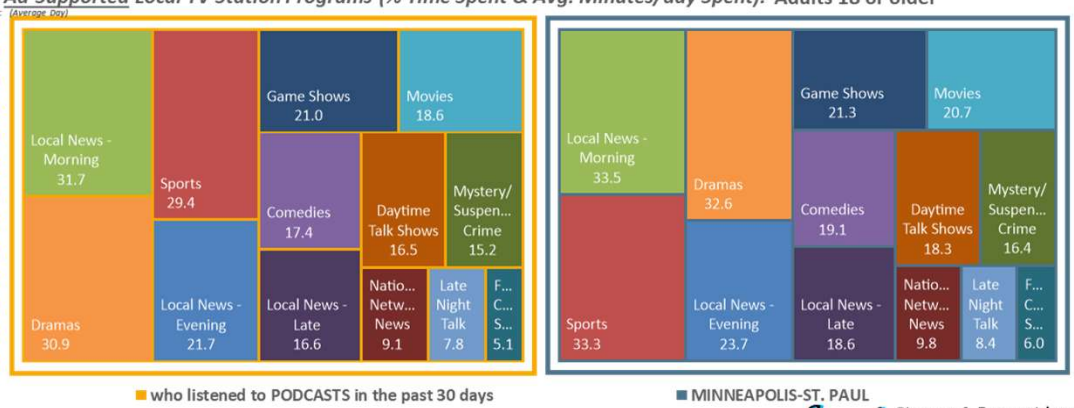

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 463*

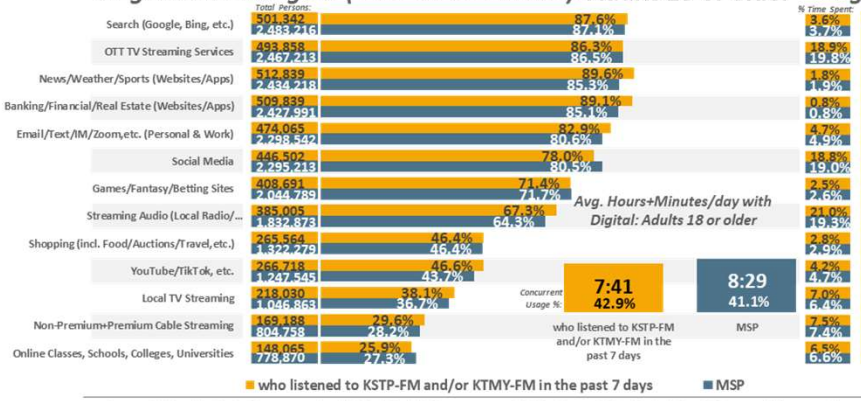
*All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

soefa.ai Share of Everything for Anything ©

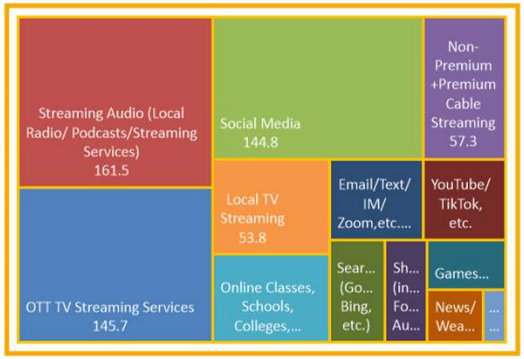
*Watched, listened, or downloaded podcast past 30 days: Yes*

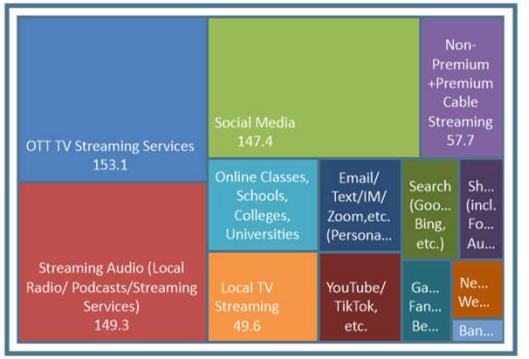
384,494 or 67.2% of Adults 18 or older who listened to KSTP-FM and/or KTMY-FM in the past 7 days use Ad-Supported Social Media for an average of 124.7 minutes every day representing 22.8% of all time spent daily with Ad-Supported Digital Media.

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



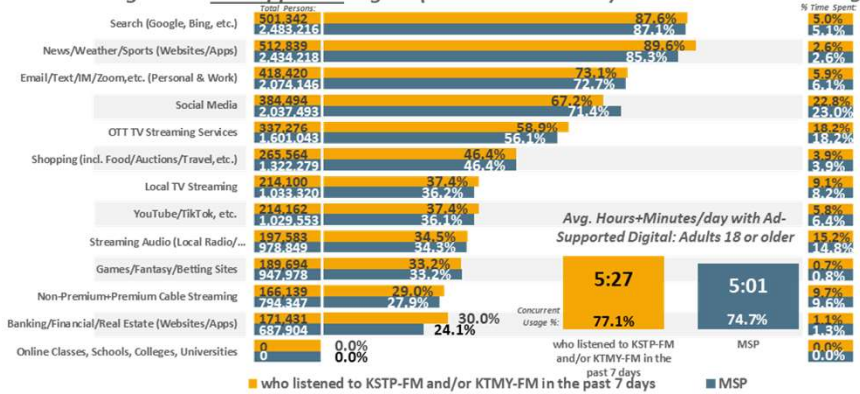

## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older



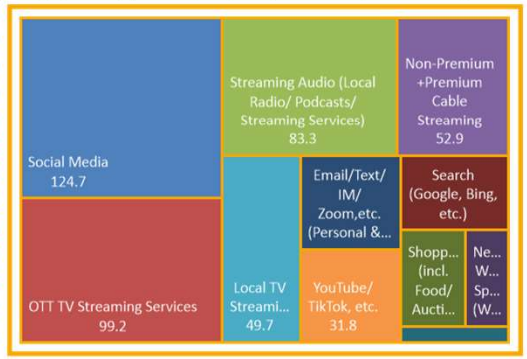



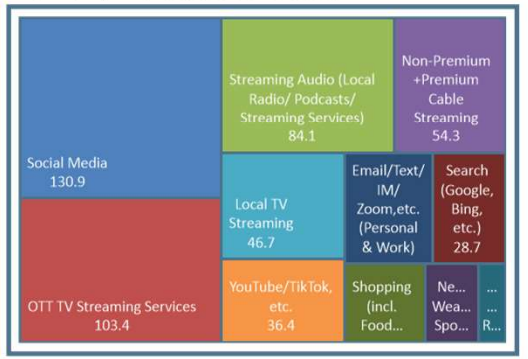

■ who listened to KSTP-FM and/or KTMY-FM in the past 7 days ■ MSP

## *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




■ who listened to KSTP-FM and/or KTMY-FM in the past 7 days ■ MSP

*MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 283*

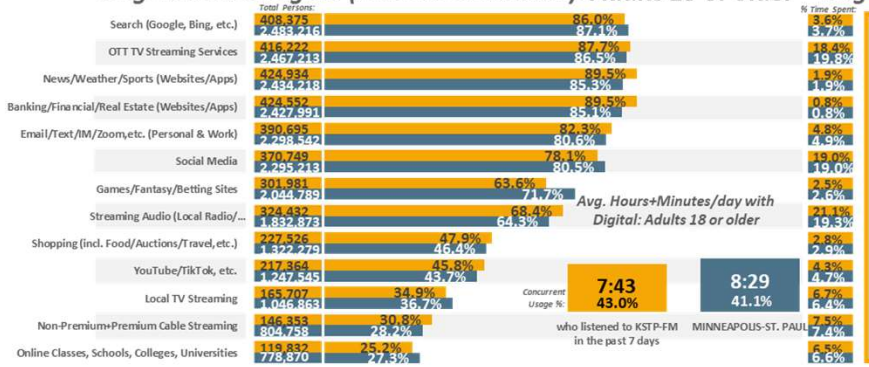
*All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

soefa.ai Share of Everything for Anything ©

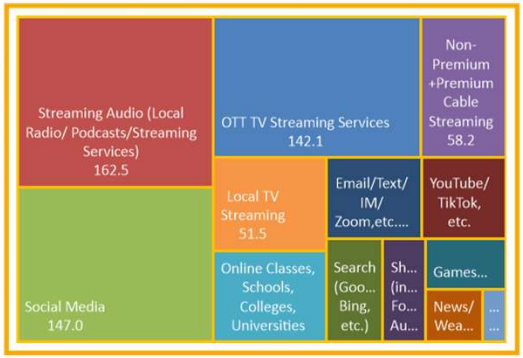
*Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM*

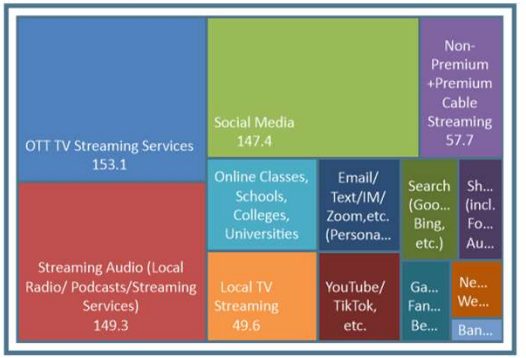
324,794 or 68.4% of Adults 18 or older who listened to KSTP-FM in the past 7 days use Ad-Supported Social Media for an average of 128.7 minutes every day representing 23.3% of all time spent daily with Ad-Supported Digital Media.

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

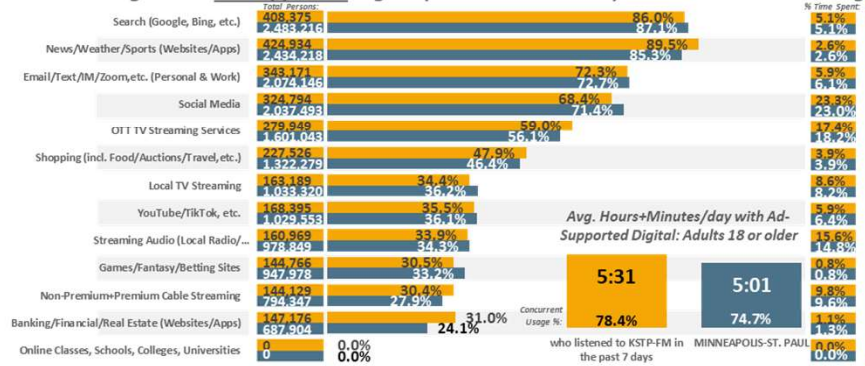



## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

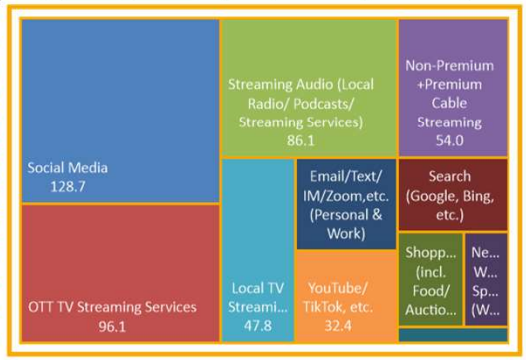


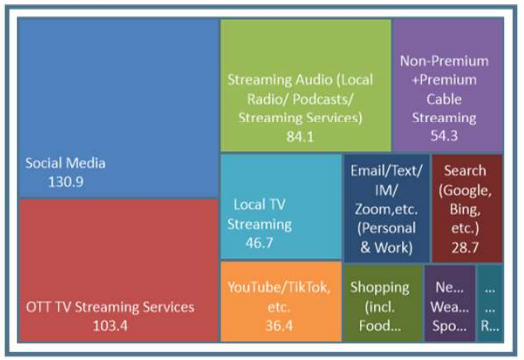




## *Avg. Week Ad-Supported Digital (Persons & % Reach):* Adults 18 or older




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




*MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 236*

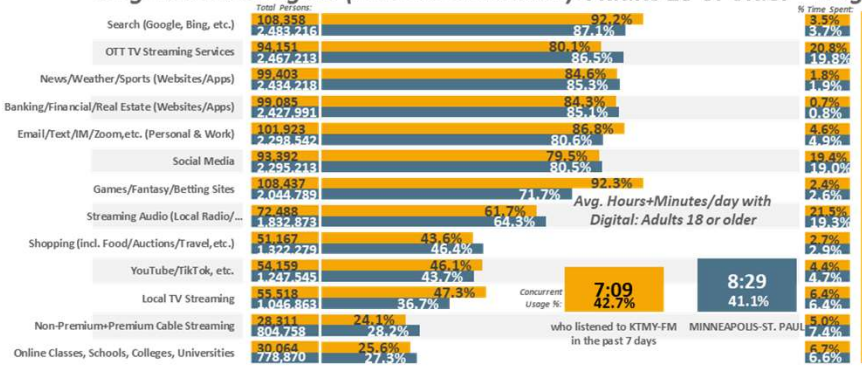
*All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

soefa.ai Share of Everything for Anything ©

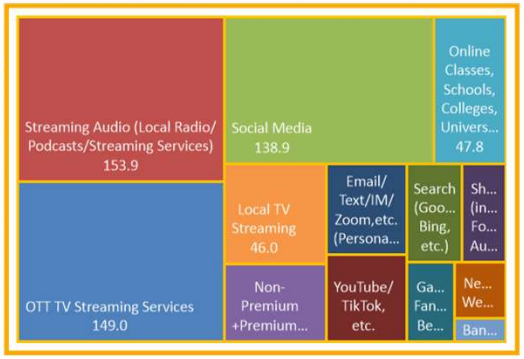
*Radio Stations: KSTP-FM*

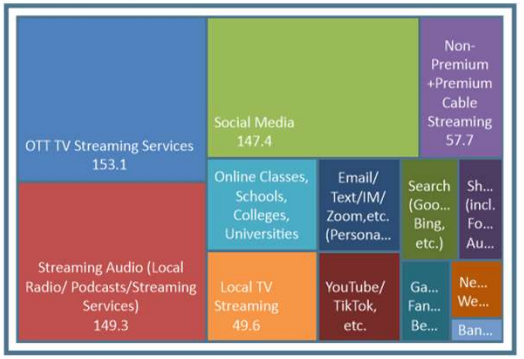
74,821 or 63.7% of Adults 18 or older who listened to KTMY-FM in the past 7 days use Ad-Supported Social Media for an average of 111.3 minutes every day representing 22.7% of all time spent daily with Ad-Supported Digital Media.

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

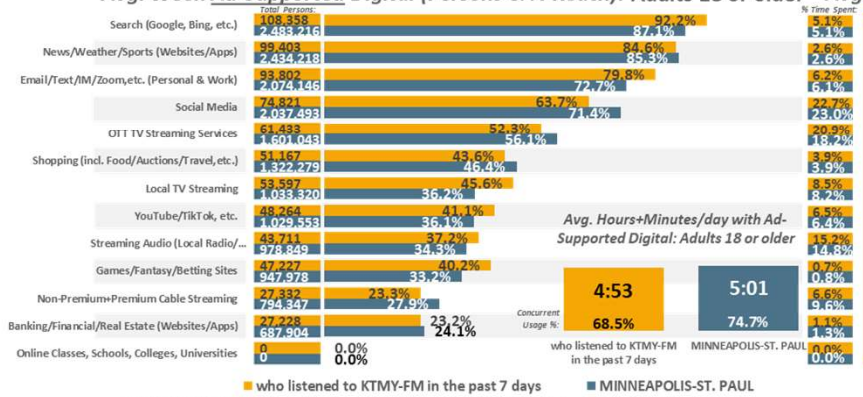



## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

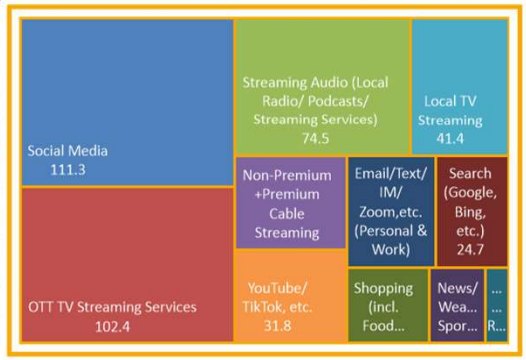


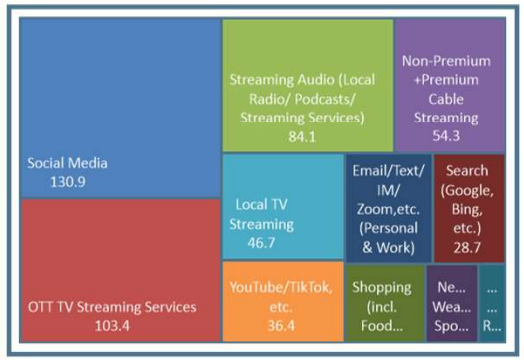




## *Avg. Week Ad-Supported Digital (Persons & % Reach):* Adults 18 or older




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





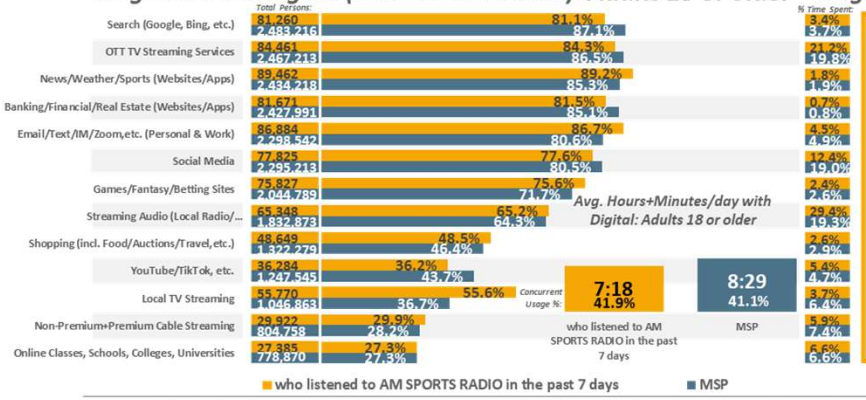
*All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

soefa.ai Share of Everything for Anything ©

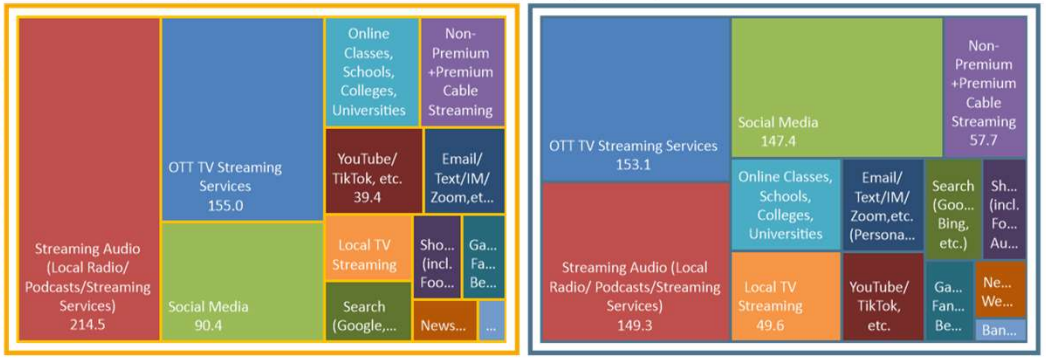
*Radio Stations: KTMY-FM*

60,980 or 60.8% of Adults 18 or older who listened to AM SPORTS RADIO in the past 7 days use Ad-Supported Social Media for an average of 70.8 minutes every day representing 14.5% of all time spent daily with Ad-Supported Digital Media.

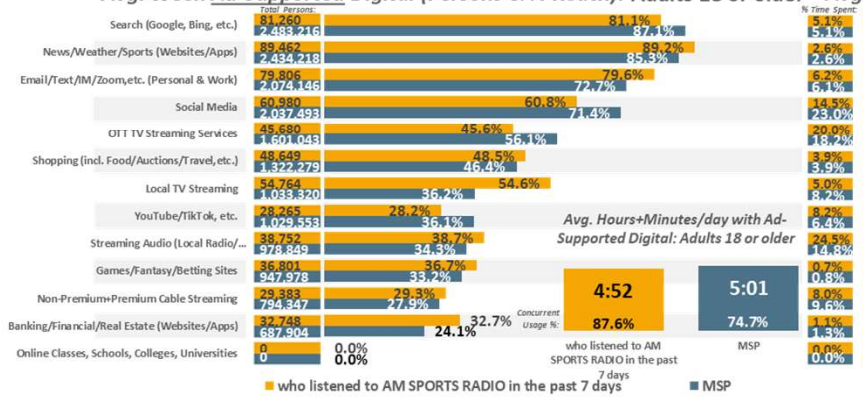
## *Avg. Week All Digital (Persons & % Reach):* Adults 18 or older



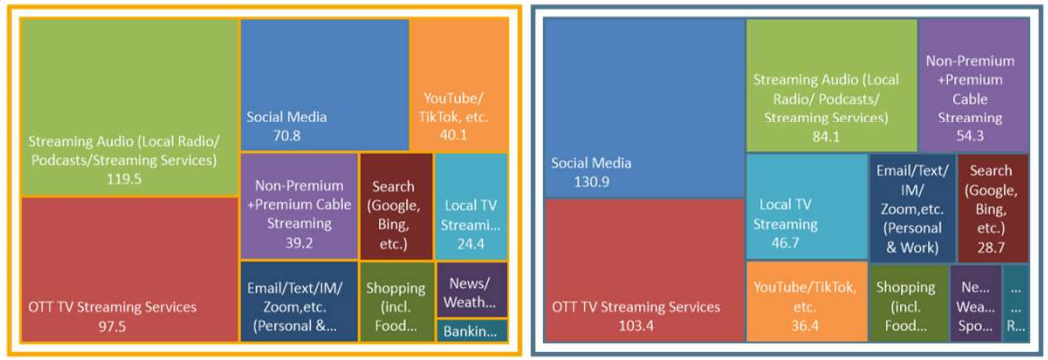

## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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 Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 52*

*All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

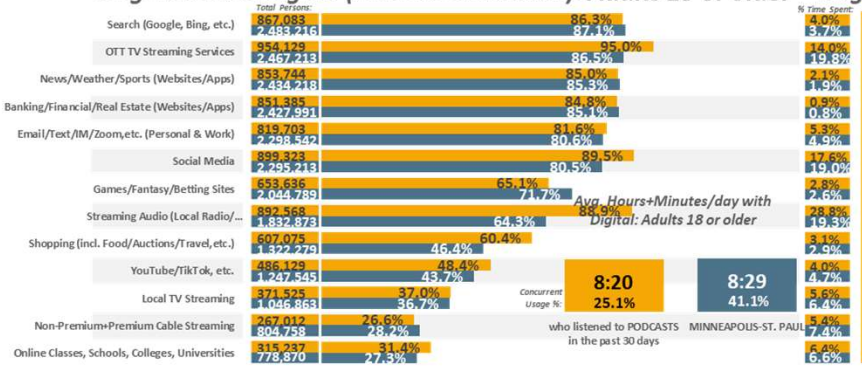
soefa.ai Share of Everything for Anything ©

*[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]*

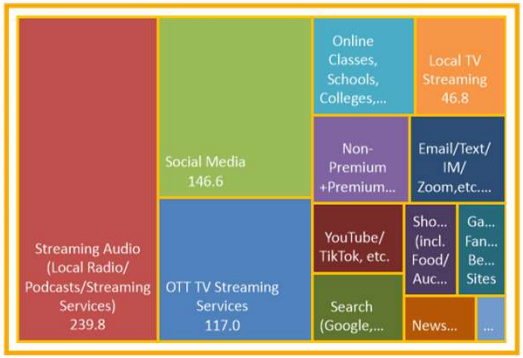


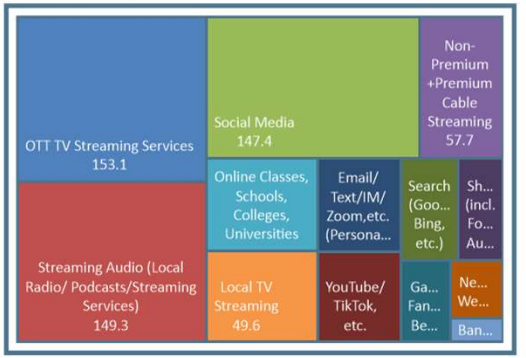

799,558 or 79.6% of Adults 18 or older who listened to PODCASTS in the past 30 days use Ad-Supported Social Media for an average of 130.4 minutes every day representing 21.6% of all time spent daily with Ad-Supported Digital Media.

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

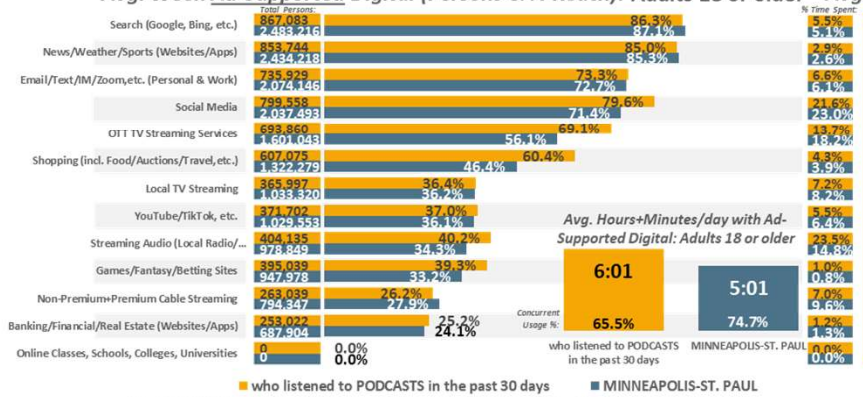



## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older



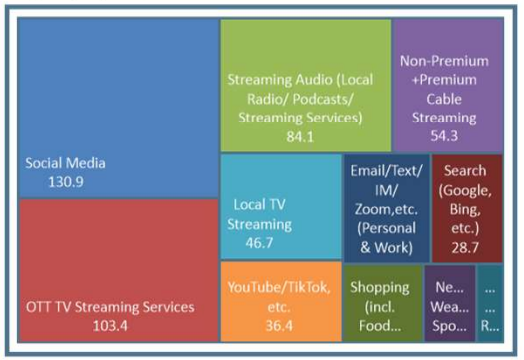




## *Avg. Week Ad-Supported Digital (Persons & % Reach):* Adults 18 or older




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




*MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 463*

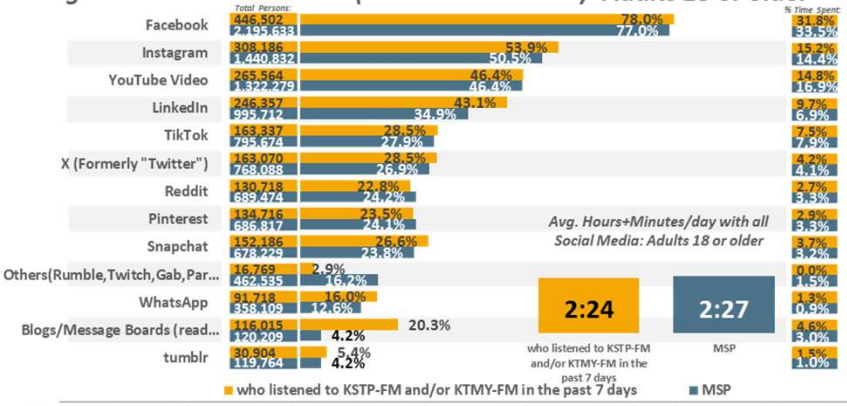
*All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

soefa.ai Share of Everything for Anything ©

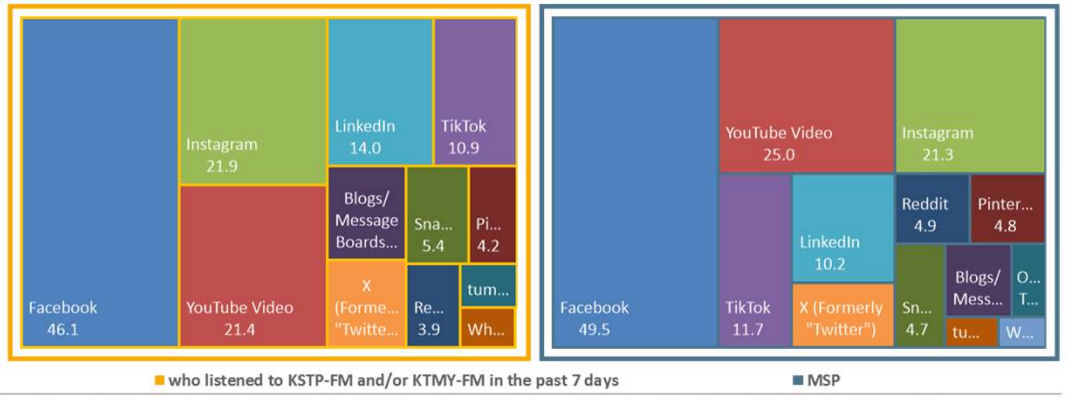
*Watched, listened, or downloaded podcast past 30 days: Yes*

384,494 or 67.2% of Adults 18 or older who listened to KSTP-FM and/or KTMY-FM in the past 7 days use Ad-Supported Facebook for an average of 40.5 minutes every day representing 32.5% of all time spent daily with Ad-Supported Social Media.

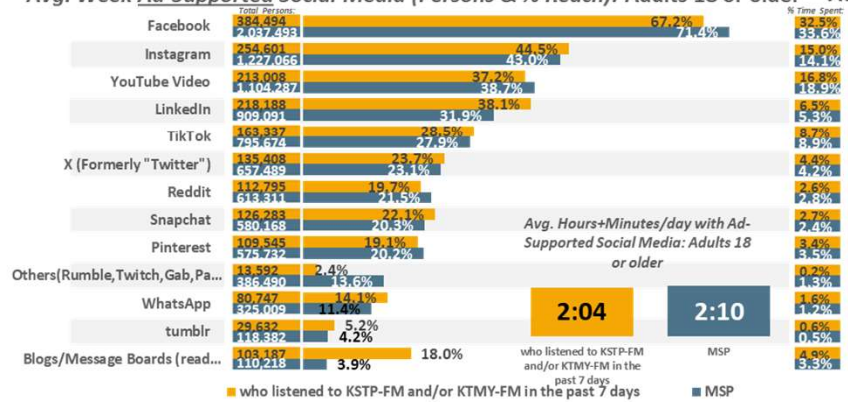
## Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



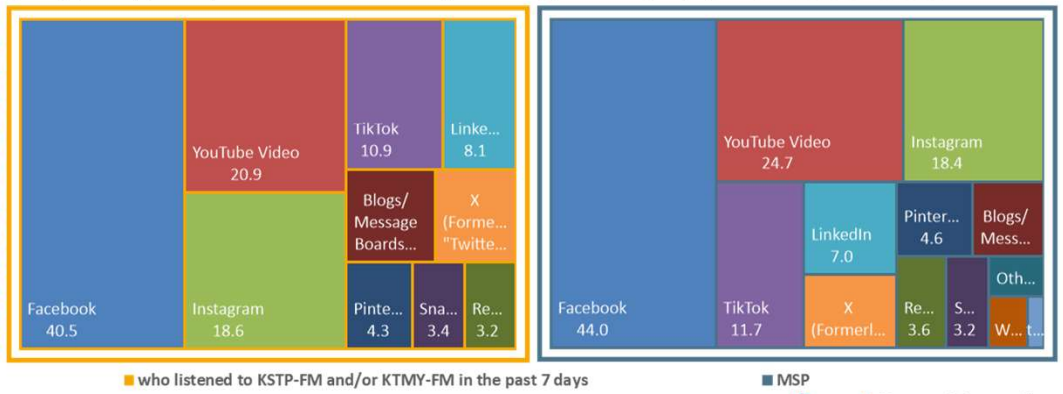

## Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older




## 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




*MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 283*

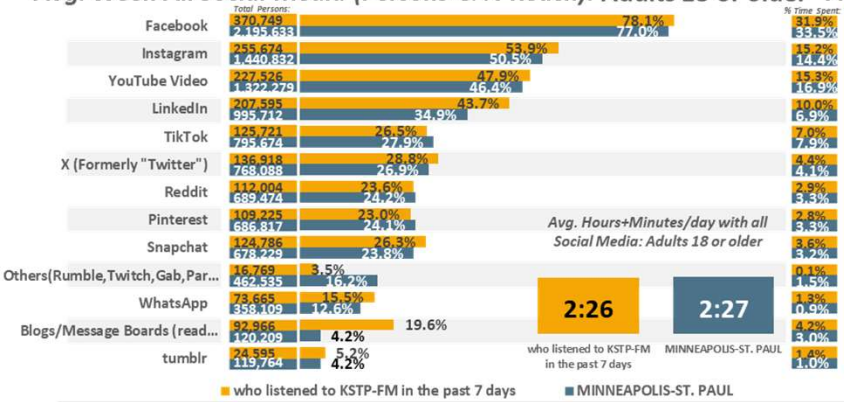
*All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

soefa.ai Share of Everything for Anything ©

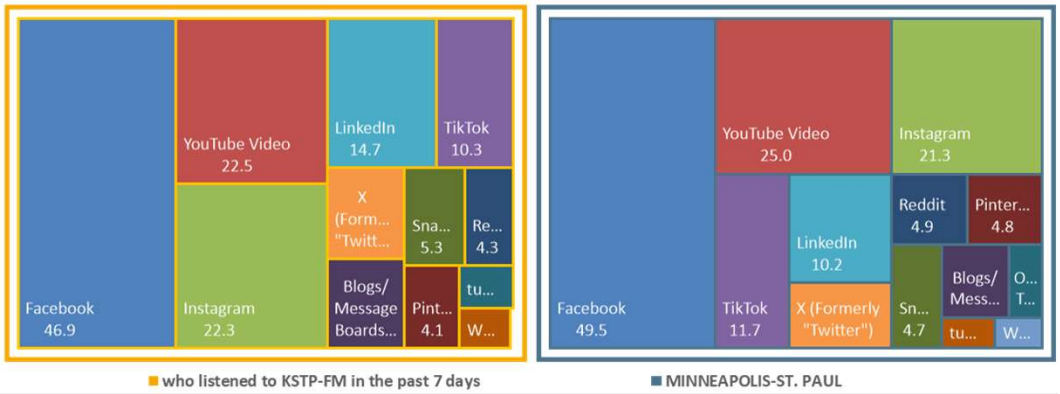
*Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM*

324,794 or 68.4% of Adults 18 or older who listened to KSTP-FM in the past 7 days use Ad-Supported Facebook for an average of 42.2 minutes every day representing 32.8% of all time spent daily with Ad-Supported Social Media.

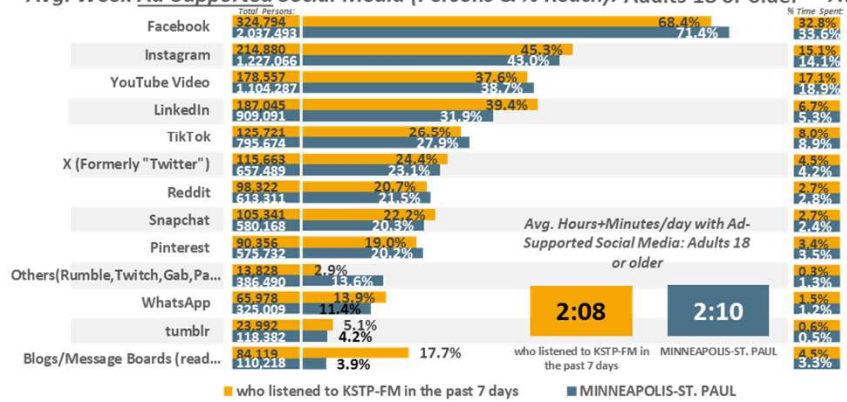
## *Avg. Week All Social Media (Persons & % Reach):* Adults 18 or older



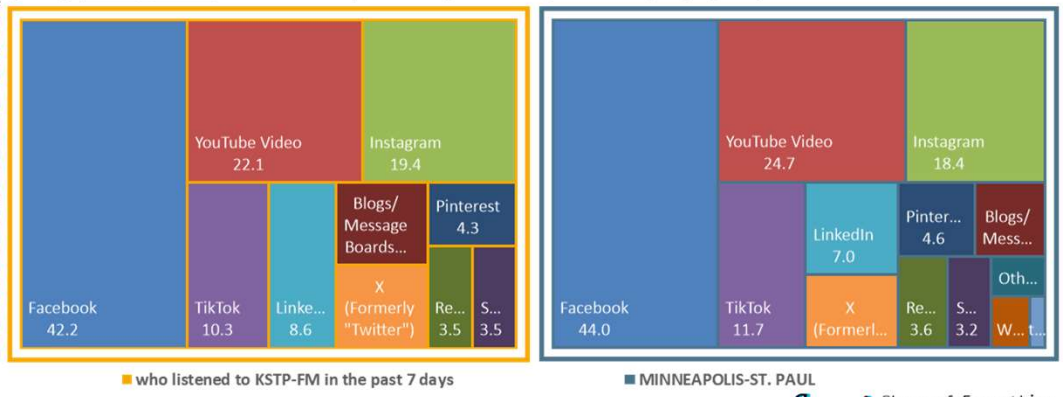

## *Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 236*

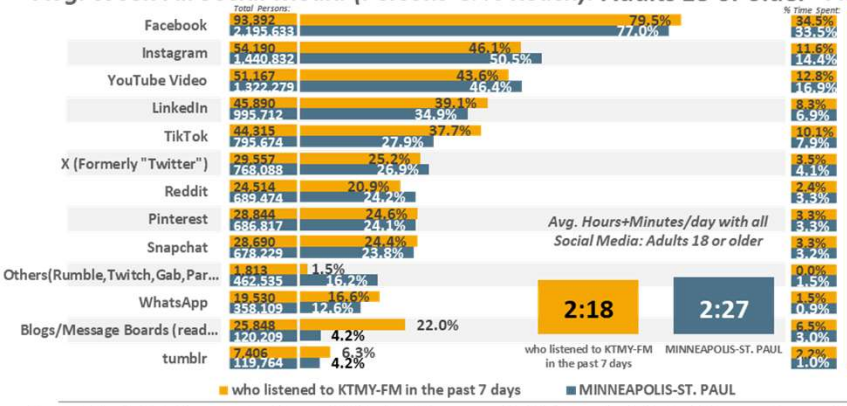
*All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

soefa.ai Share of Everything for Anything ©

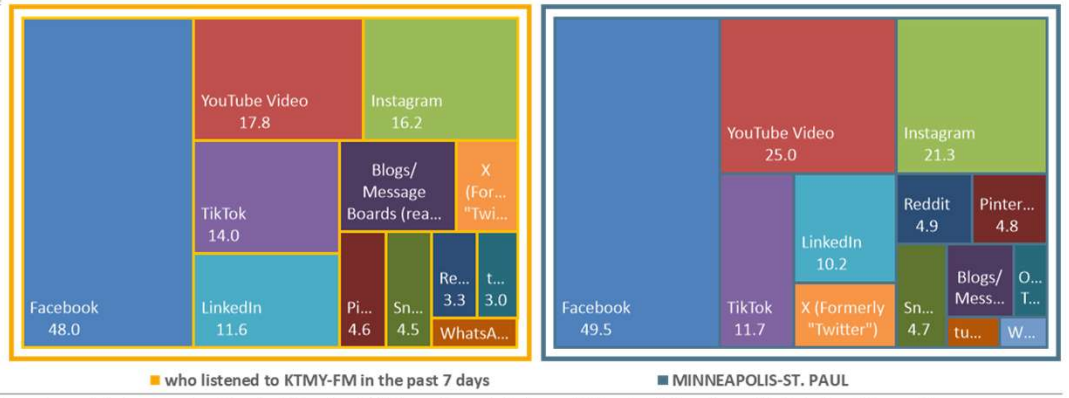
*Radio Stations: KSTP-FM*

74,821 or 63.7% of Adults 18 or older who listened to KTMY-FM in the past 7 days use Ad-Supported Facebook for an average of 35.5 minutes every day representing 31.9% of all time spent daily with Ad-Supported Social Media.

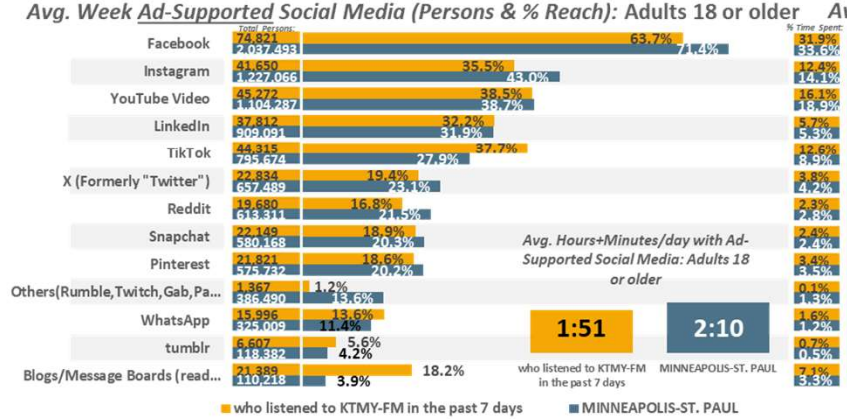
## *Avg. Week All Social Media (Persons & % Reach):* Adults 18 or older



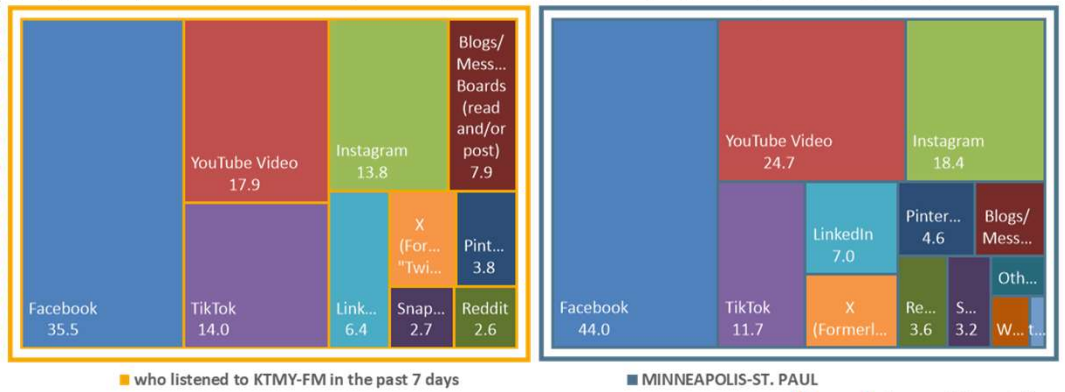

## *Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 61*

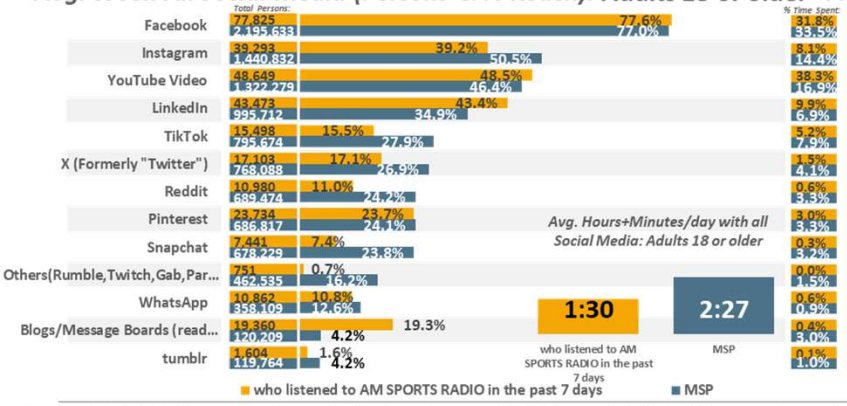
*All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

soefa.ai Share of Everything for Anything ©

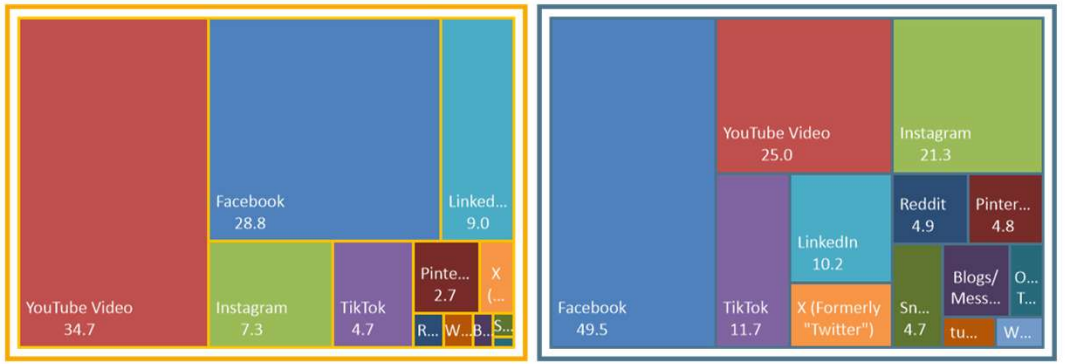
*Radio Stations: KTMY-FM*

40,630 or 40.5% of Adults 18 or older who listened to AM SPORTS RADIO in the past 7 days use Ad-Supported YouTube Video for an average of 35.4 minutes every day representing 50.% of all time spent daily with Ad-Supported Social Media.

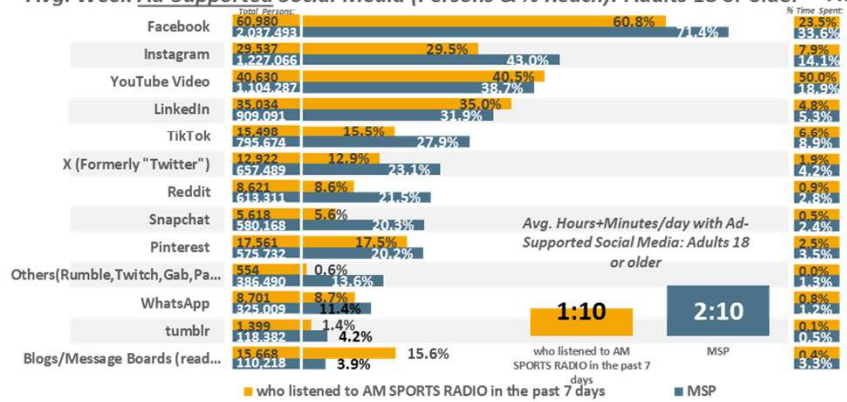
## *Avg. Week All Social Media (Persons & % Reach):* Adults 18 or older



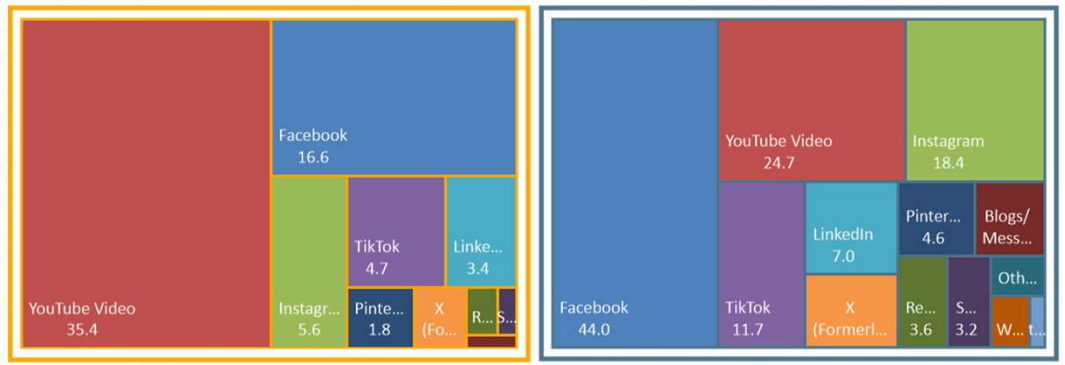

## *Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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 Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 52*

*All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

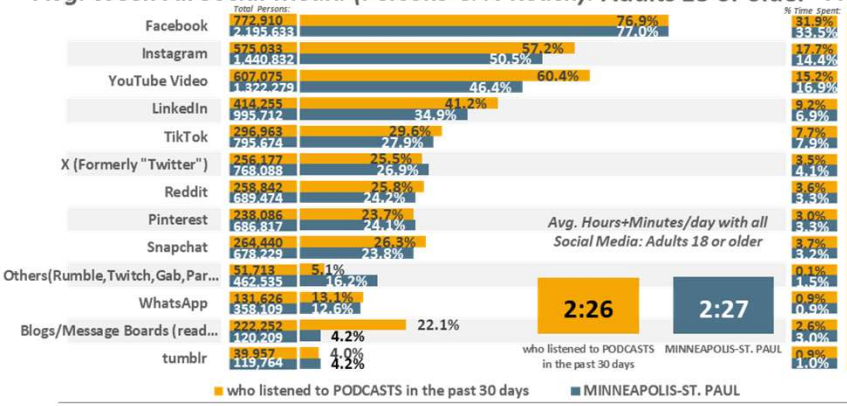
soefa.ai Share of Everything for Anything ©

*[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]*

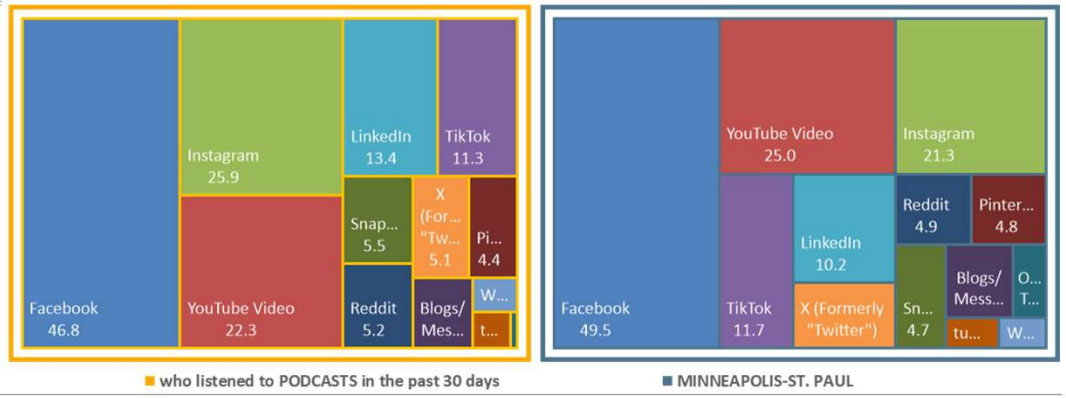
# PODCAST Listeners

772,910 or 76.9% of Adults 18 or older who listened to PODCASTS in the past 30 days use Ad-Supported Facebook for an average of 45.9 minutes every day representing 35.2% of all time spent daily with Ad-Supported Social Media.

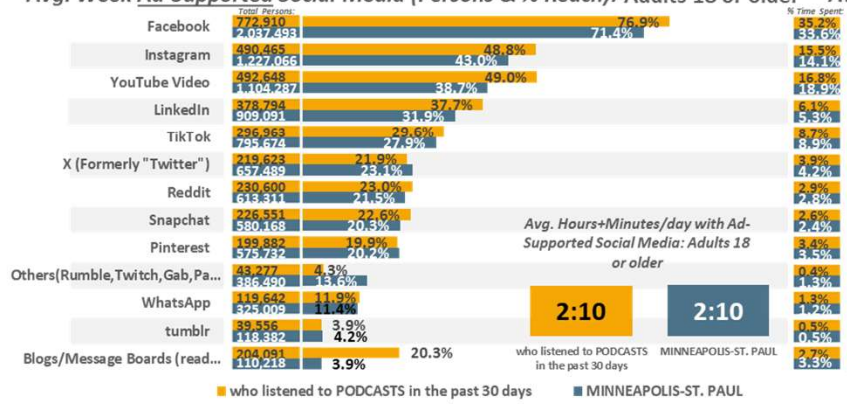
## *Avg. Week All Social Media (Persons & % Reach):* Adults 18 or older



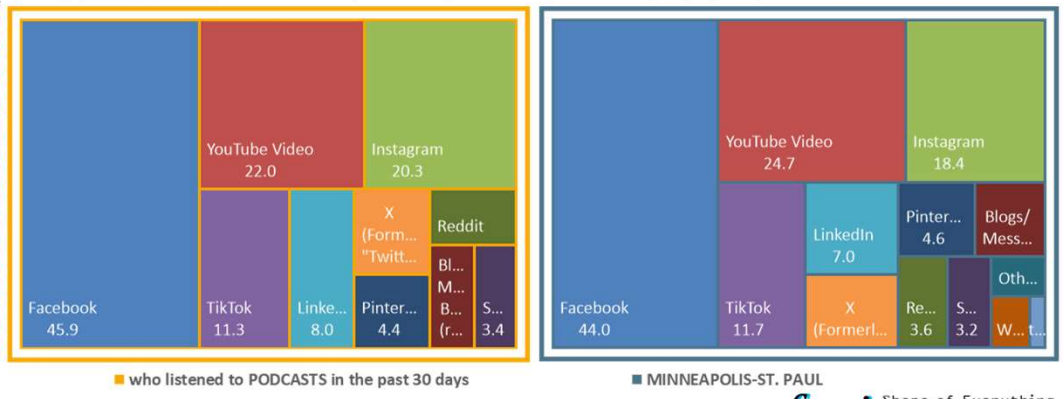

## *Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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



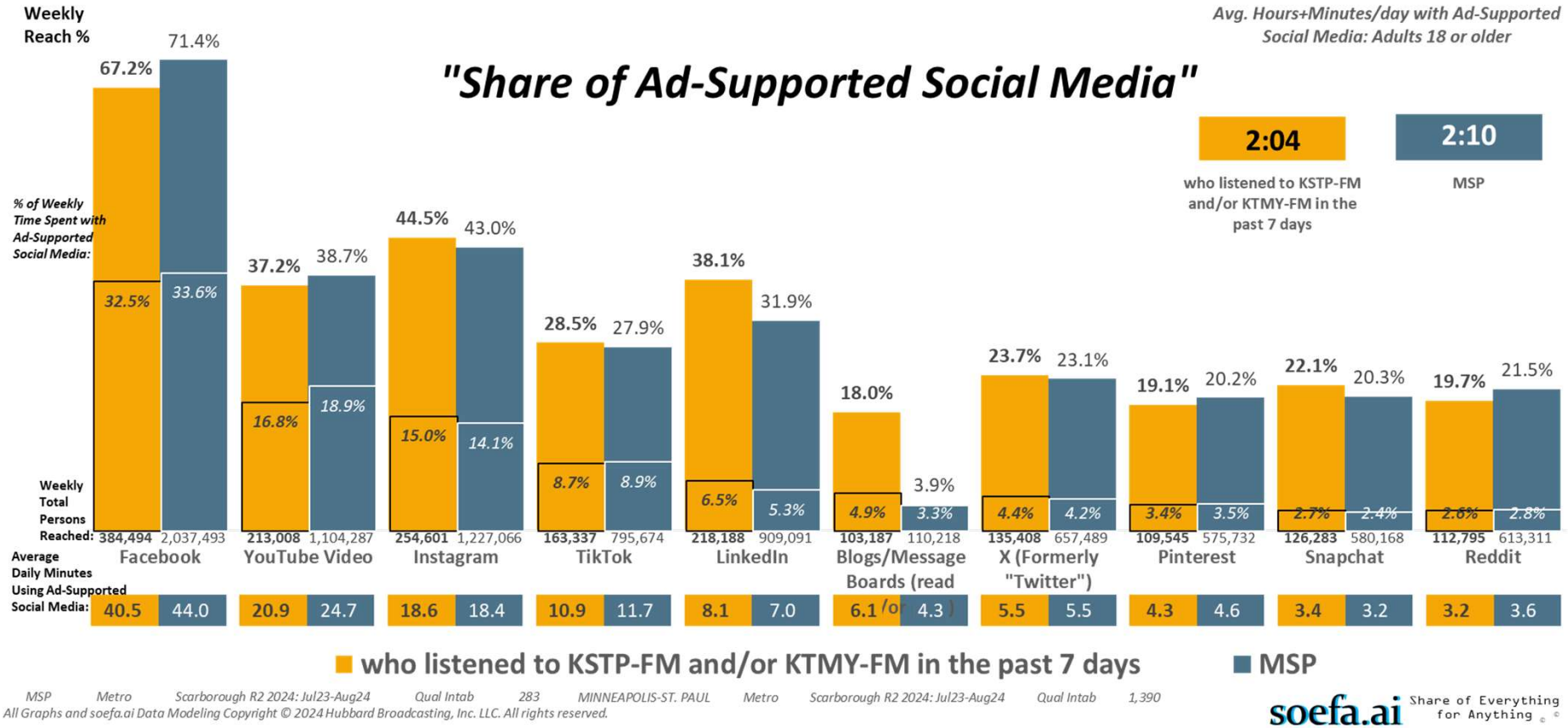

*MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 463*

*All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

soefa.ai Share of Everything for Anything ©

*Watched, listened, or downloaded podcast past 30 days: Yes*

384,494 or 67.2% of Adults 18 or older who listened to KSTP-FM and/or KTMY-FM in the past 7 days use Ad-Supported Facebook for an average of 40.5 minutes every day representing 32.5% of all time spent daily with Ad-Supported Social Media.



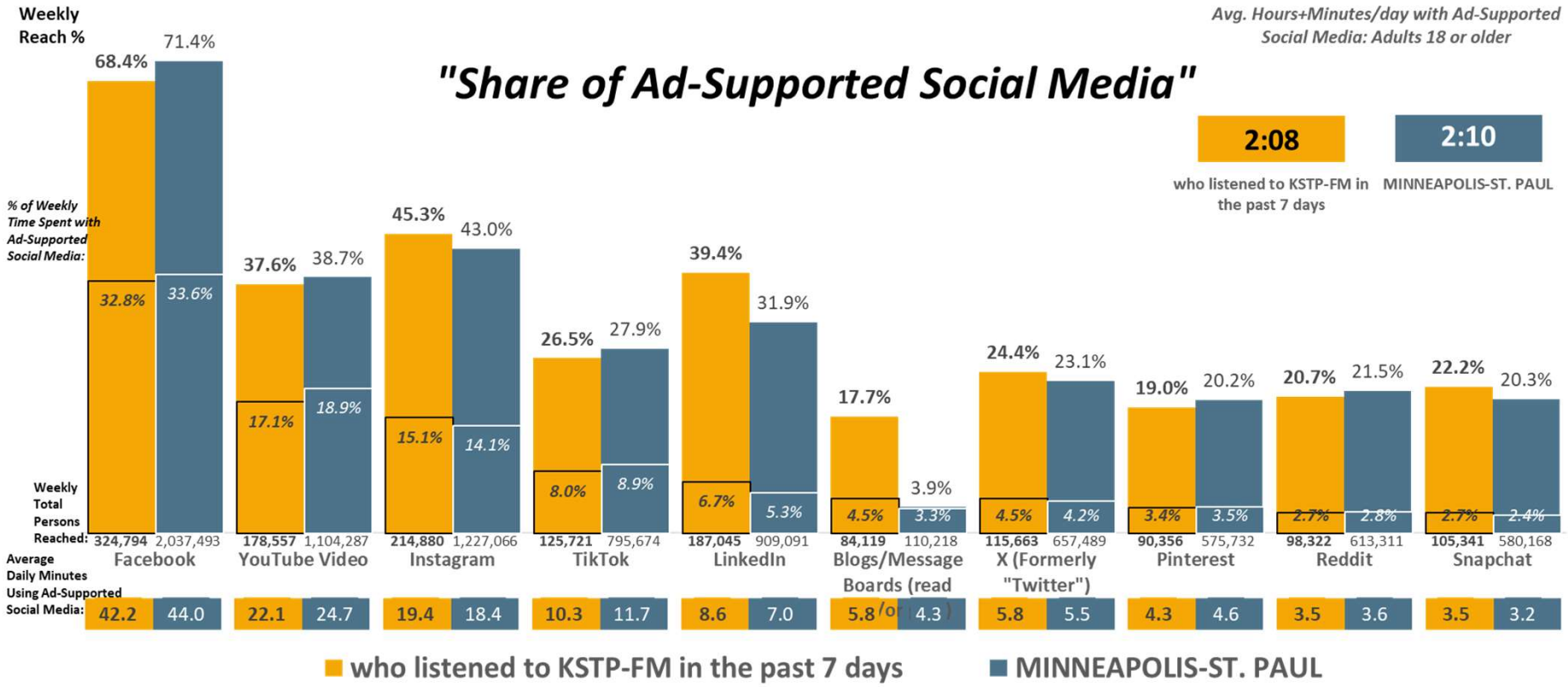

MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 283 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM

324,794 or 68.4% of Adults 18 or older who listened to KSTP-FM in the past 7 days use Ad-Supported Facebook for an average of 42.2 minutes every day representing 32.8% of all time spent daily with Ad-Supported Social Media.



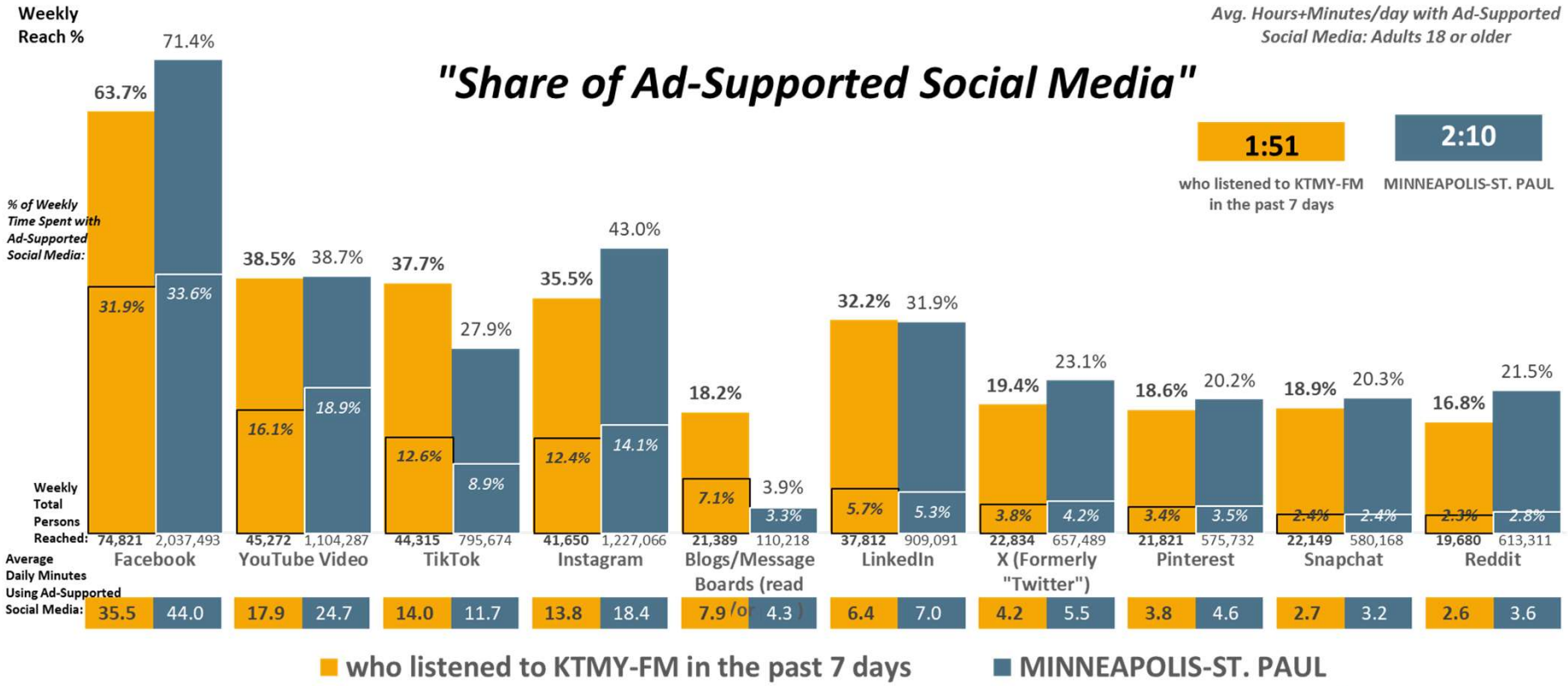

MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 236 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Radio Stations: KSTP-FM

74,821 or 63.7% of Adults 18 or older who listened to KTMY-FM in the past 7 days use Ad-Supported Facebook for an average of 35.5 minutes every day representing 31.9% of all time spent daily with Ad-Supported Social Media.



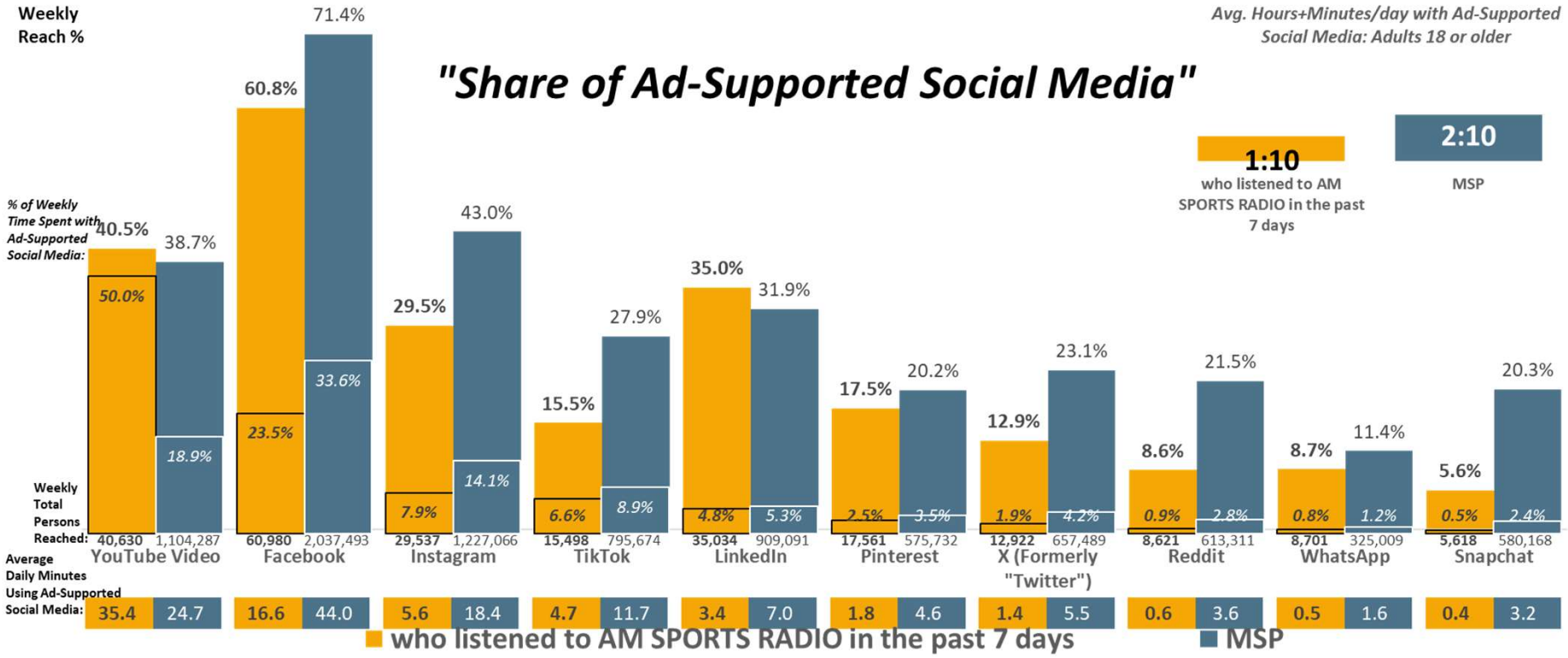

MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 61 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Radio Stations: KTMY-FM

40,630 or 40.5% of Adults 18 or older who listened to AM SPORTS RADIO in the past 7 days use Ad-Supported YouTube Video for an average of 35.4 minutes every day representing 50.% of all time spent daily with Ad-Supported Social Media.




MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 52 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

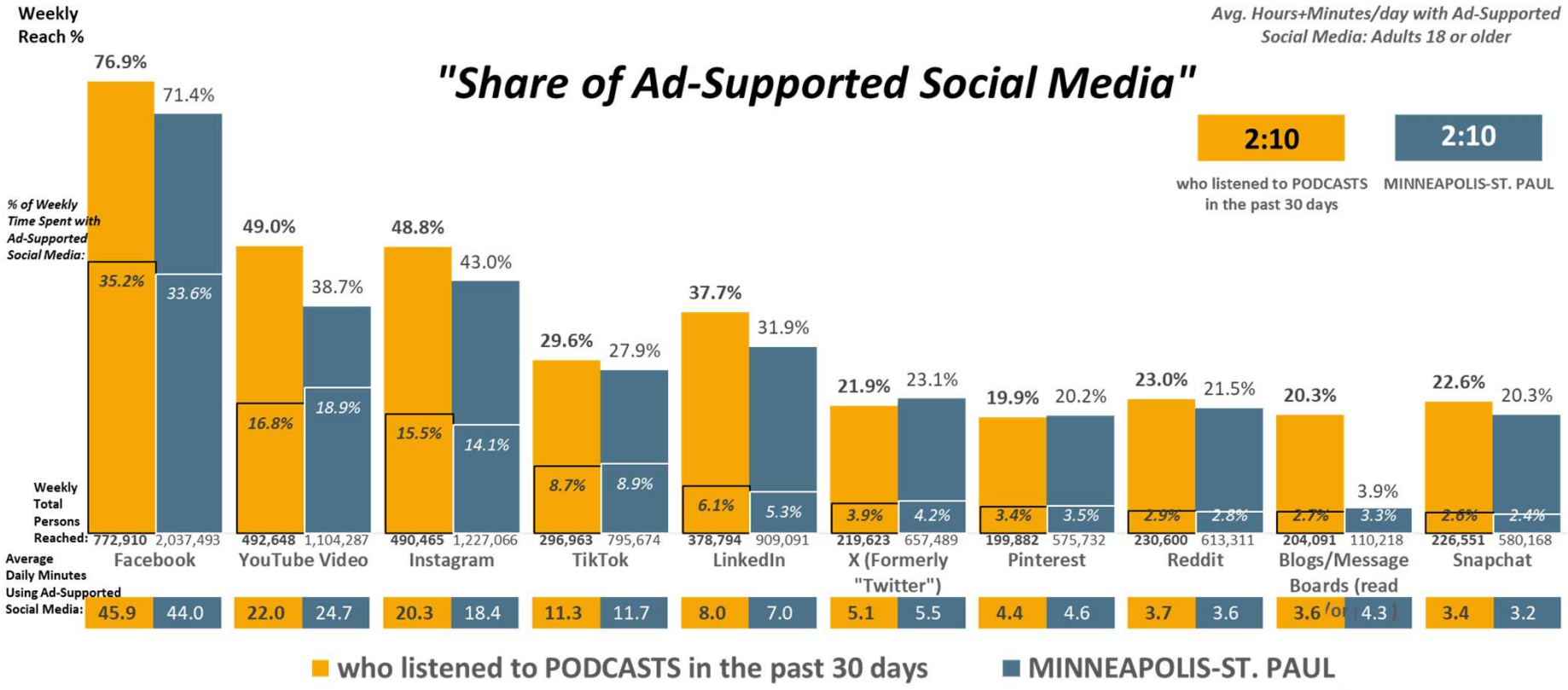
soefa.ai Share of Everything for Anything ©

[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]



# PODCAST Listeners

772,910 or 76.9% of Adults 18 or older who listened to PODCASTS in the past 30 days use Ad-Supported Facebook for an average of 45.9 minutes every day representing 35.2% of all time spent daily with Ad-Supported Social Media.



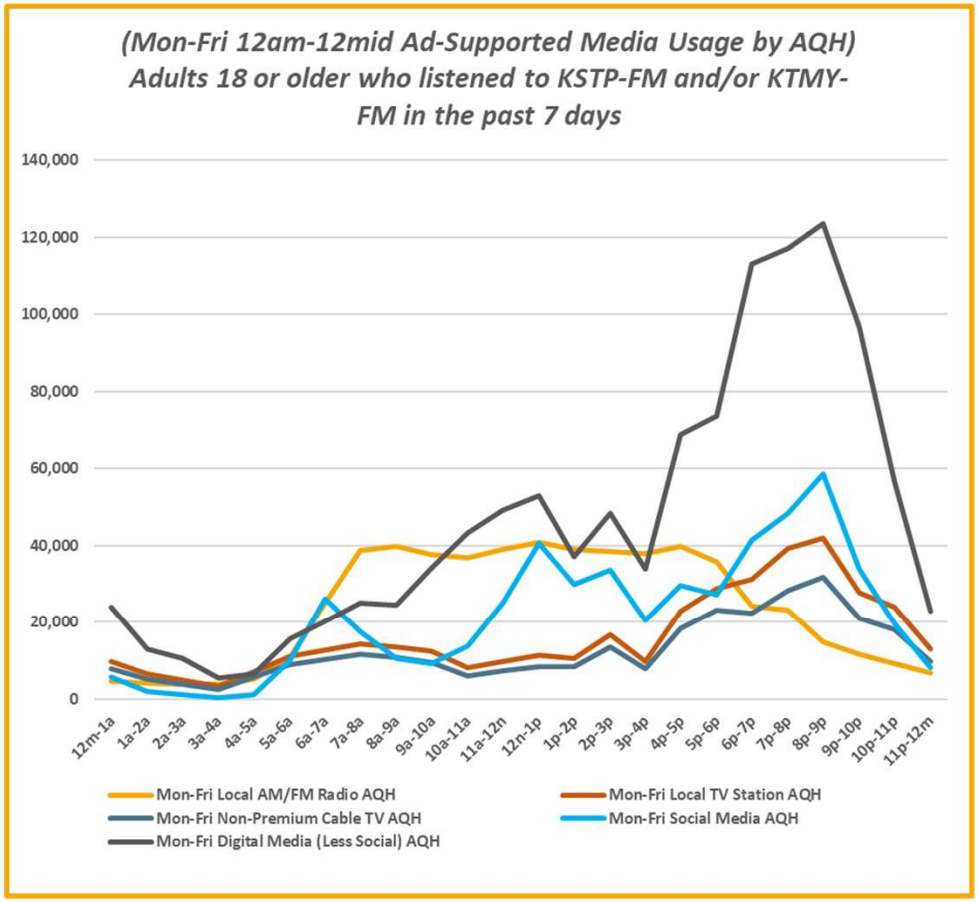

MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 463 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390

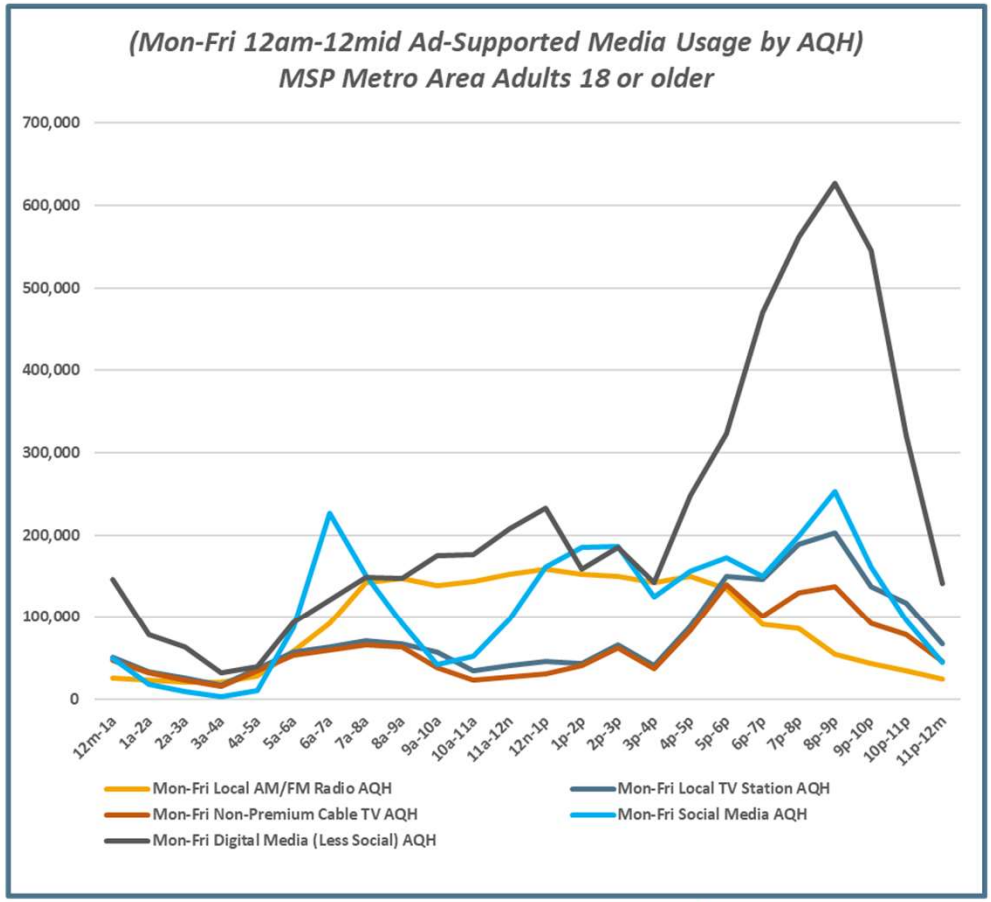
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Watched, listened, or downloaded podcast past 30 days: Yes

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 48,046; Local Radio: 36,447; Social Media: 25,045; Local TV: 15,557; Non-Prem. Cable: 12,134 reaching Adults 18 or older who listened to KSTP-FM and/or KTMY-FM in the pas



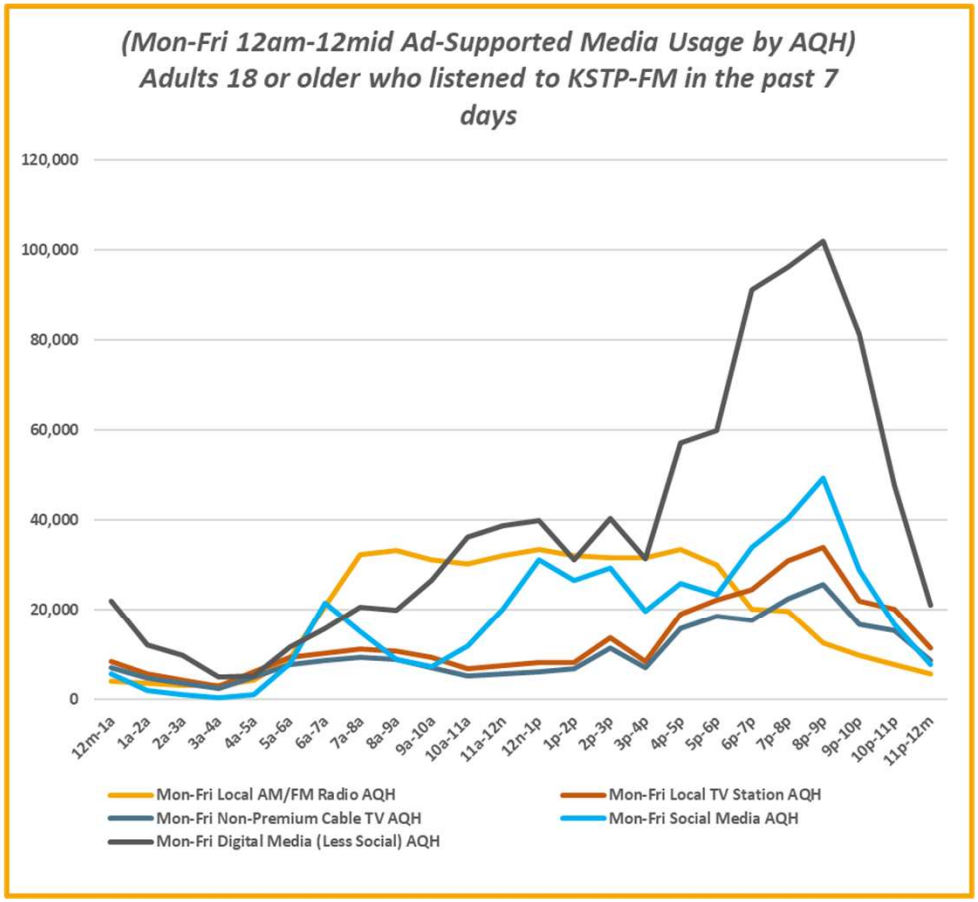

*MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 283*

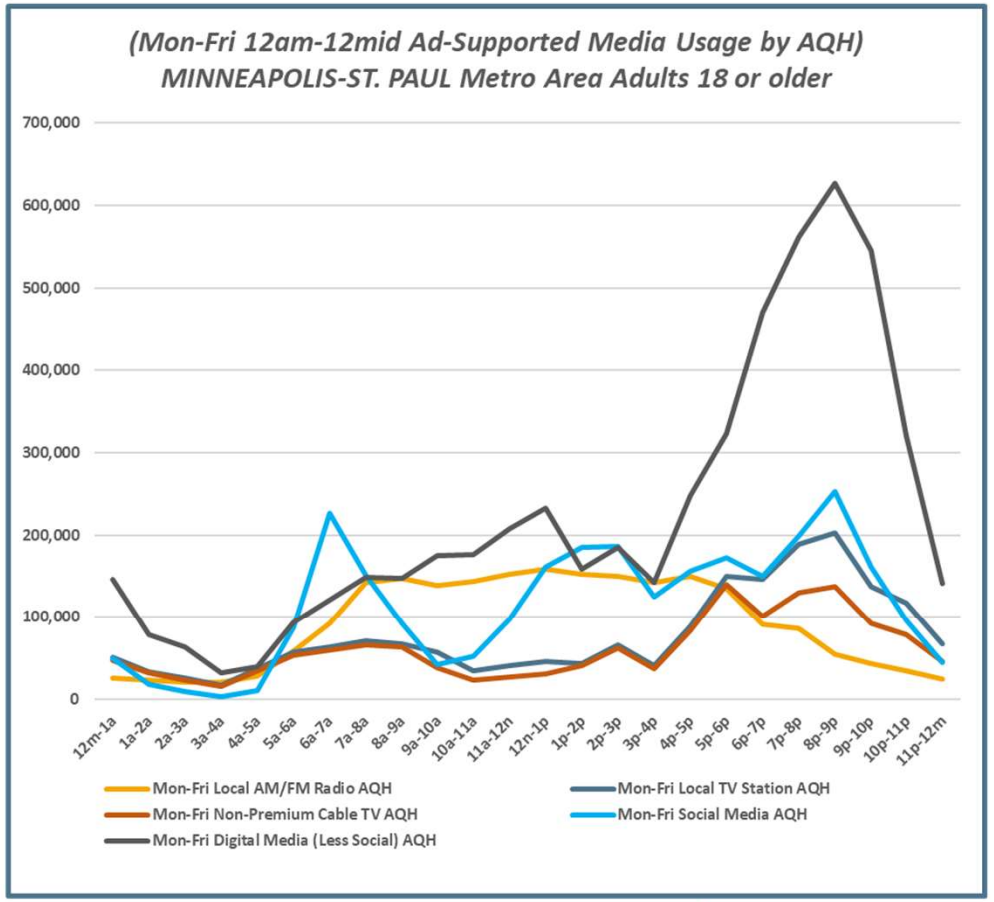
*All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

soefa.ai Share of Everything for Anything ©

*Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM*

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 39,101; Local Radio: 30,169; Social Media: 21,094; Local TV: 12,288; Non-Prem. Cable: 9,835 reaching Adults 18 or older who listened to KSTP-FM in the past 7 days.



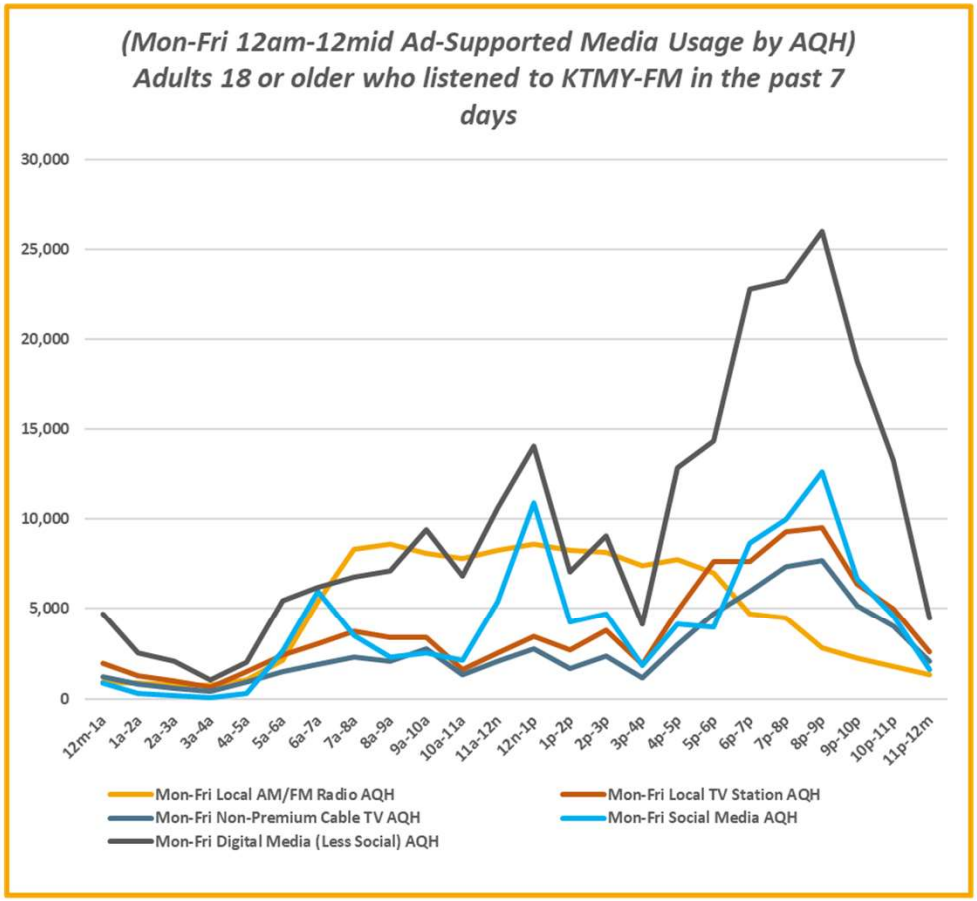

*MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 236*

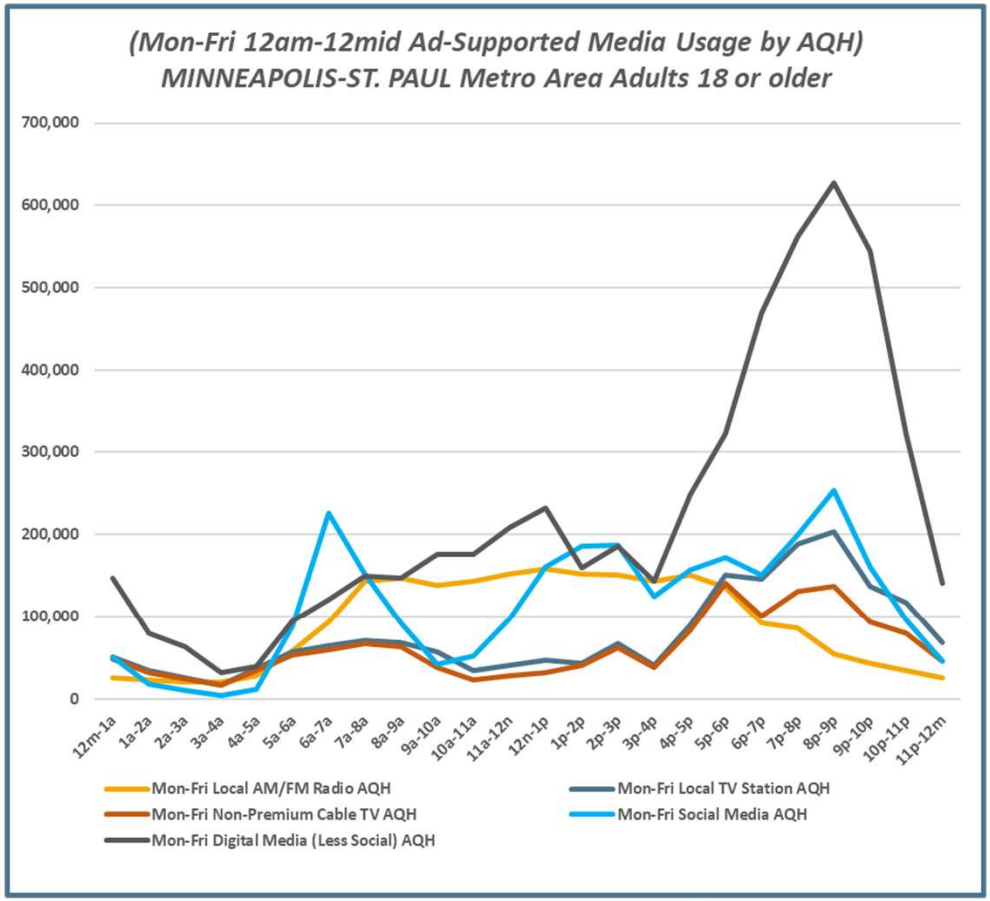
*All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

soefa.ai Share of Everything for Anything ©

*Radio Stations: KSTP-FM*

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 10,106; Local Radio: 7,573; Social Media: 4,648; Local TV: 3,828; Non-Prem. Cable: 2,618 reaching Adults 18 or older who listened to KTMY-FM in the past 7 days.



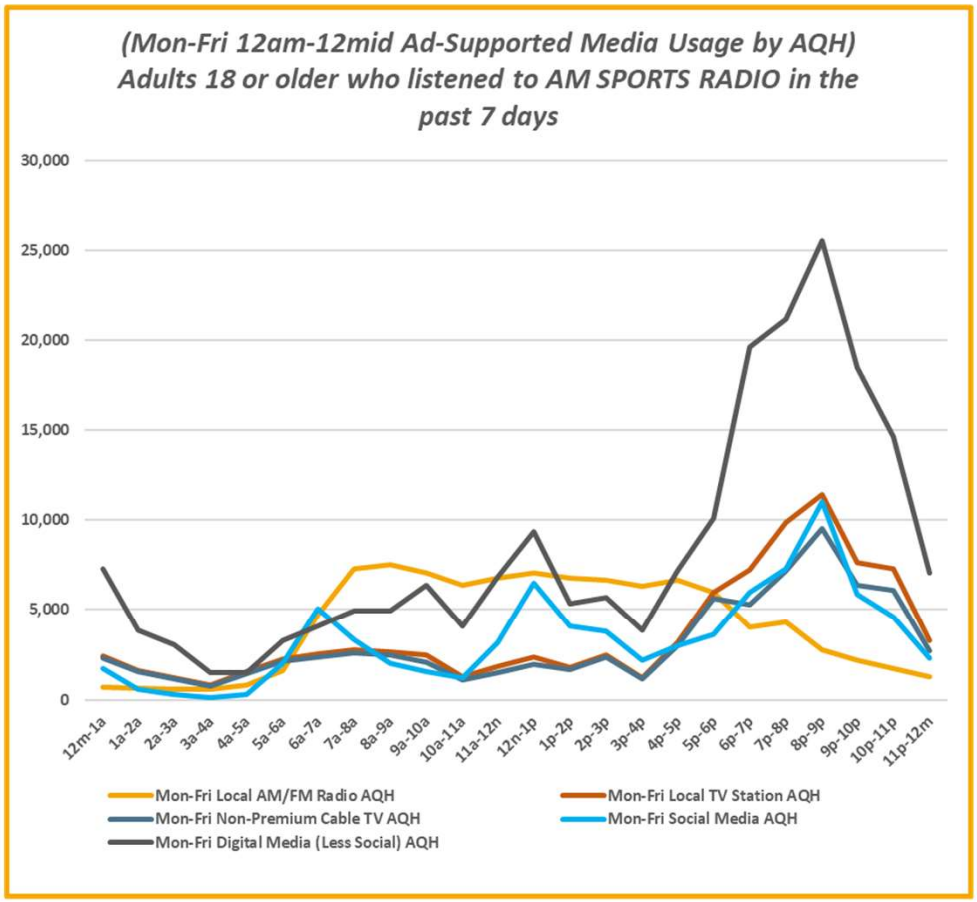


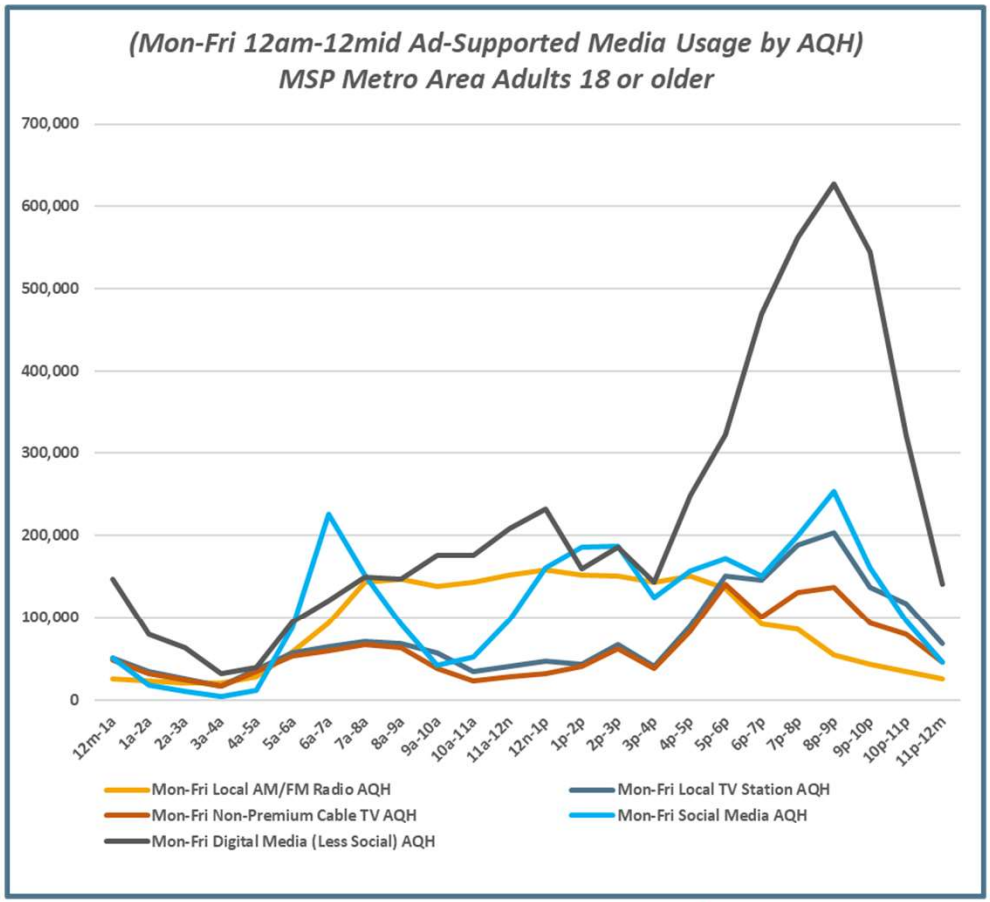
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Radio Stations: KTMY-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,105; Local Radio: 6,396; Social Media: 3,506; Local TV: 2,893; Non-Prem. Cable: 2,548 reaching Adults 18 or older who listened to AM SPORTS RADIO in the past 7 days.





All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

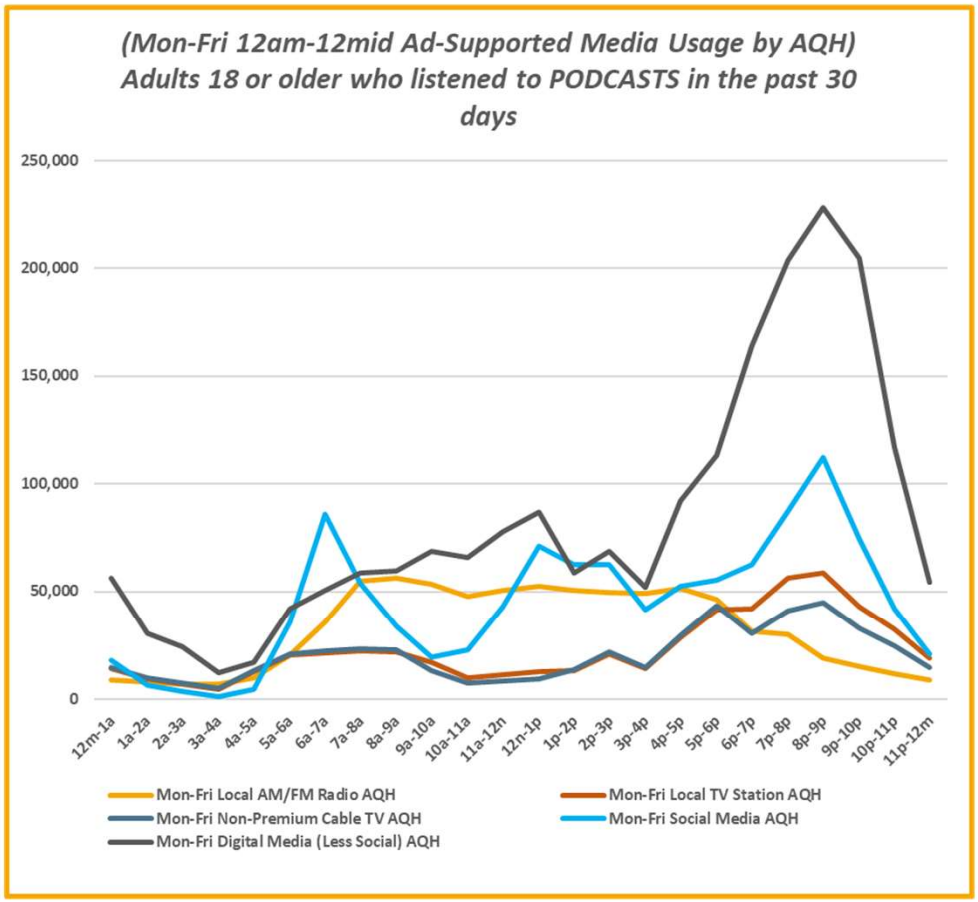
soefa.ai Share of Everything for Anything ©

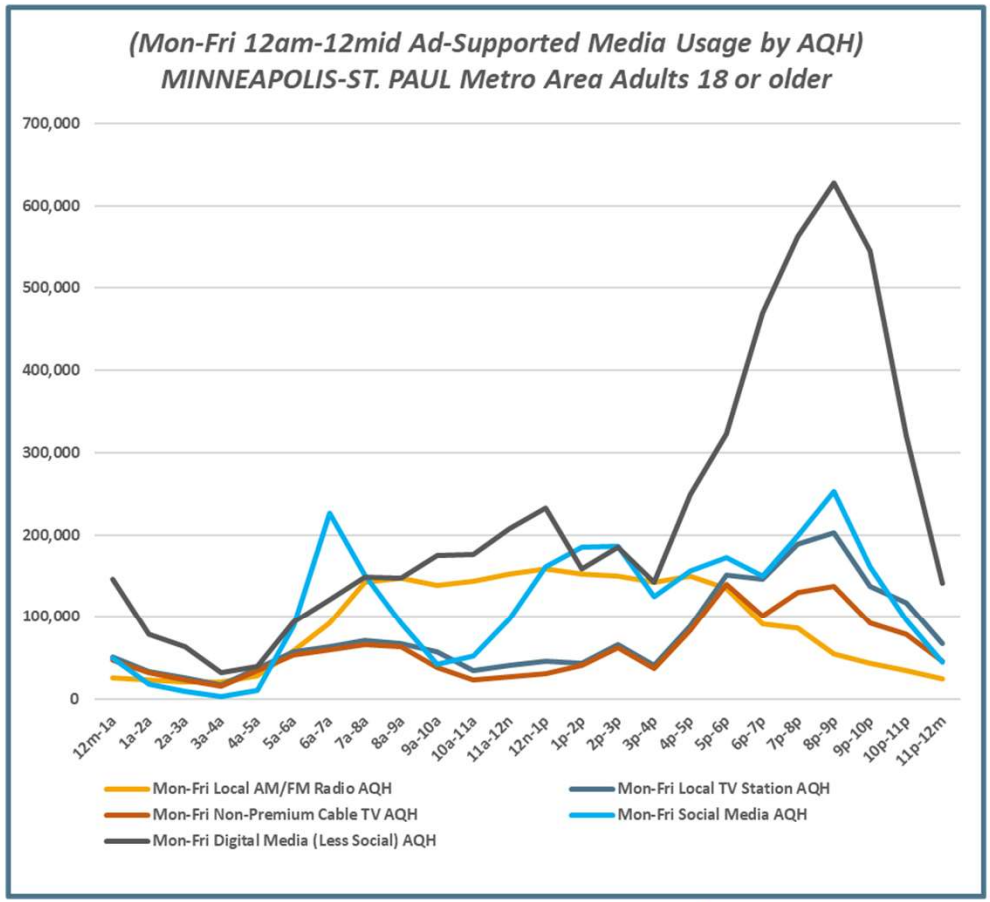
[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]



# PODCAST Listeners

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 78,178; Social Media: 51,203; Local Radio: 48,376; Local TV: 21,148; Non-Prem. Cable: 19,979 reaching Adults 18 or older who listened to PODCASTS in the past 30 days.




*MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 463*

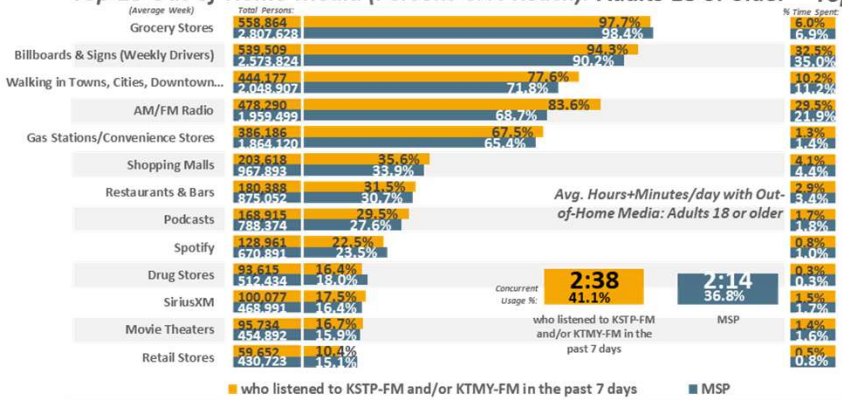
*All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

soefa.ai Share of Everything for Anything ©

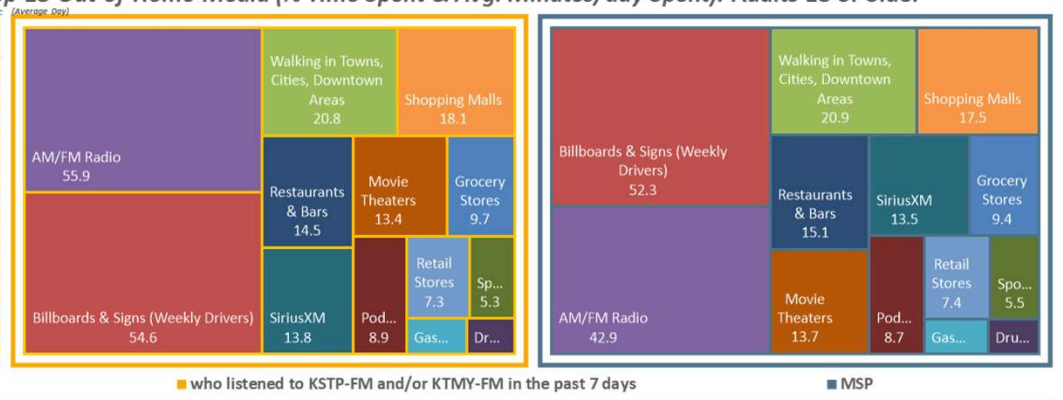
*Watched, listened, or downloaded podcast past 30 days: Yes*

539,509 or 94.3% of Adults 18 or older who listened to KSTP-FM and/or KTMY-FM in the past 7 days spend an average of 54.6 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 47.1 minutes

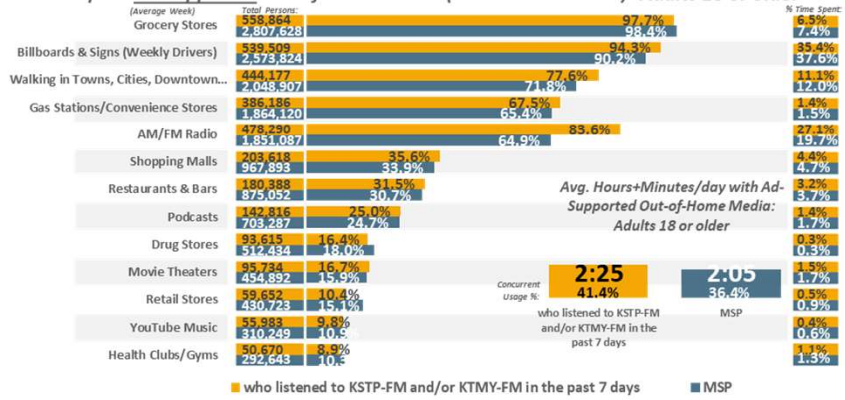
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older



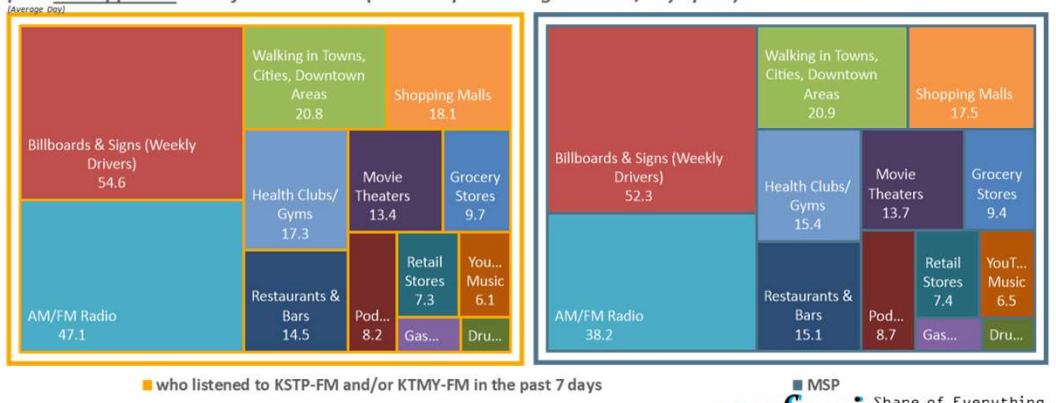

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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 Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 283*

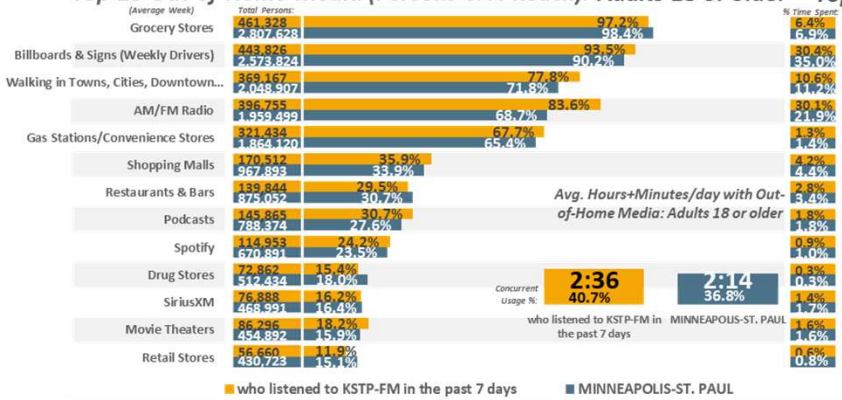
*All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

soefa.ai Share of Everything for Anything ©

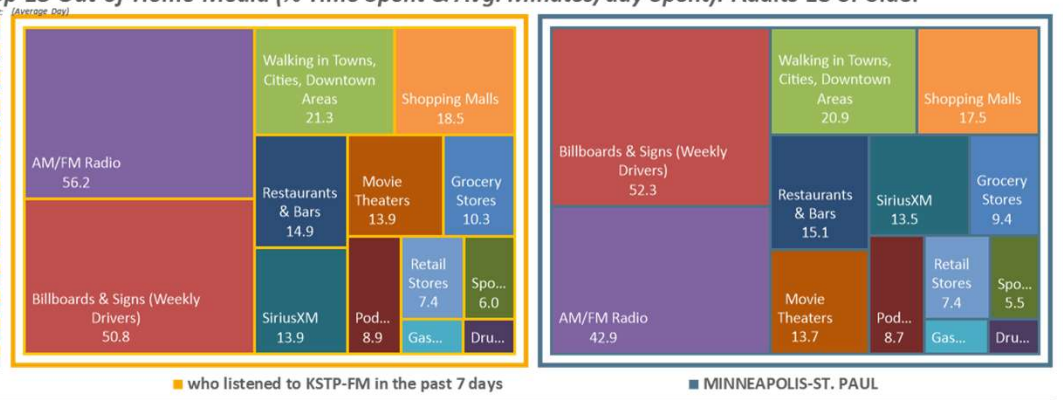
*Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM*

443,826 or 93.5% of Adults 18 or older who listened to KSTP-FM in the past 7 days spend an average of 50.8 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 48.1 minutes/day.

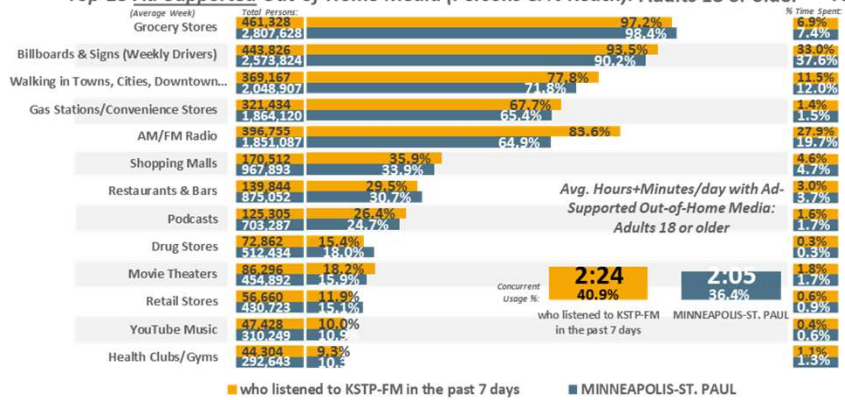
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older



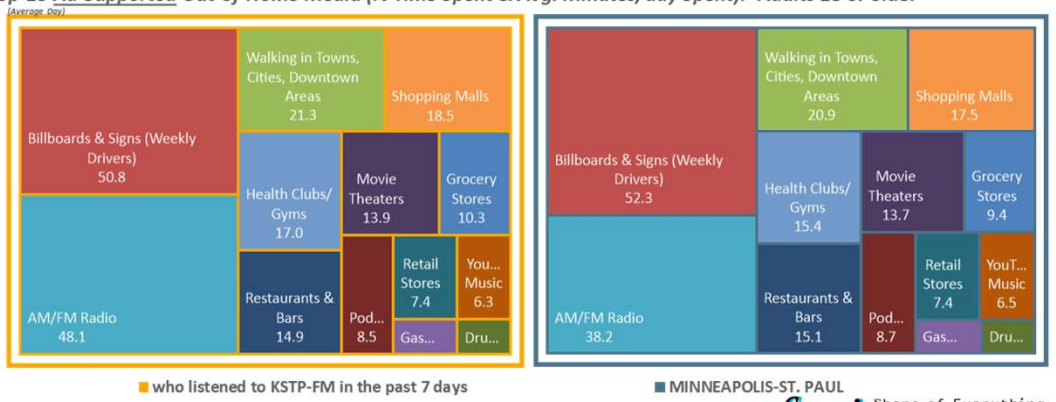

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 236*

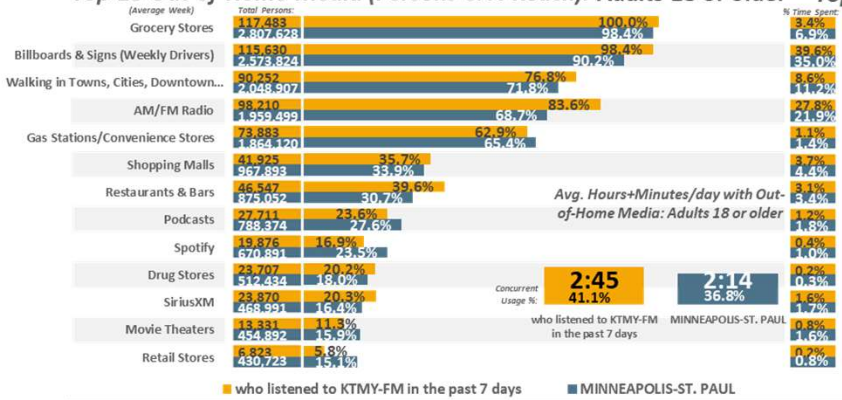
*All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

soefa.ai Share of Everything for Anything ©

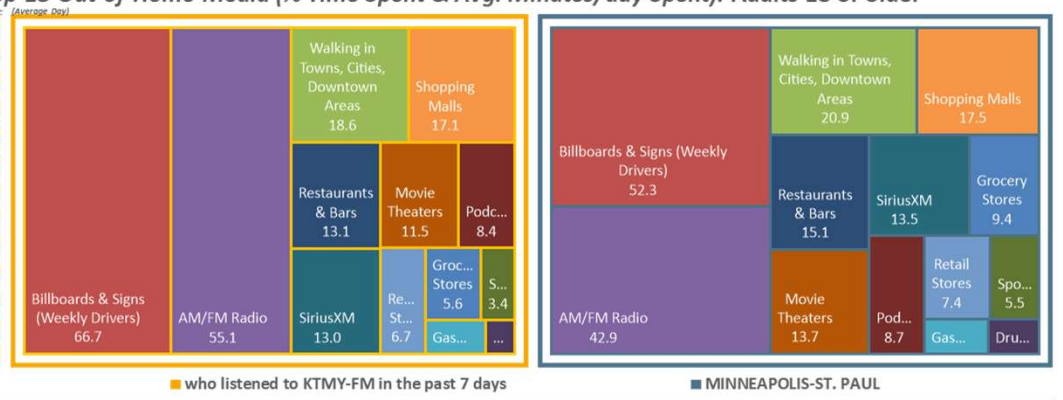
*Radio Stations: KSTP-FM*

115,630 or 98.4% of Adults 18 or older who listened to KTMY-FM in the past 7 days spend an average of 66.7 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 42.1 minutes/day.

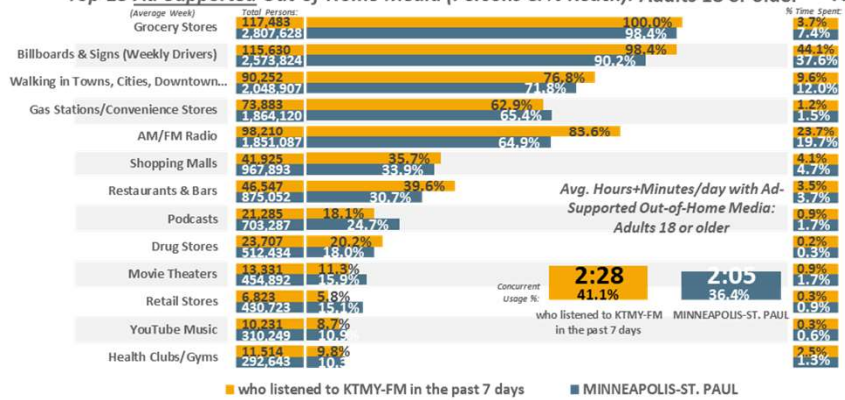
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older



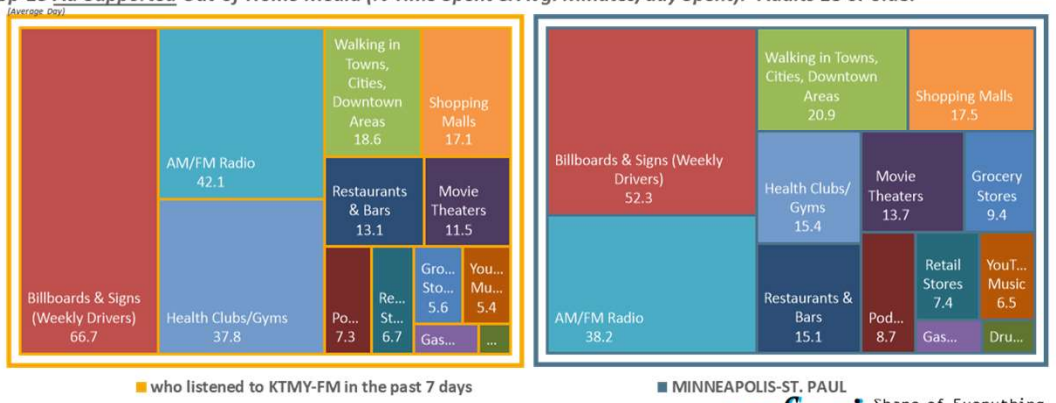

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 61*

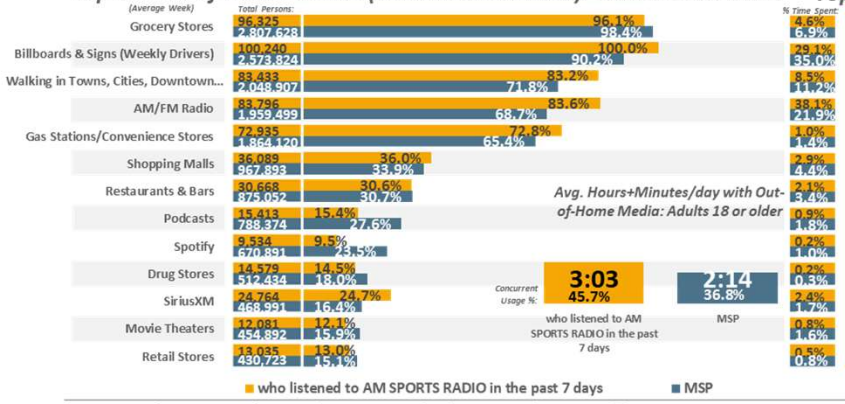
*All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

soefa.ai Share of Everything for Anything ©

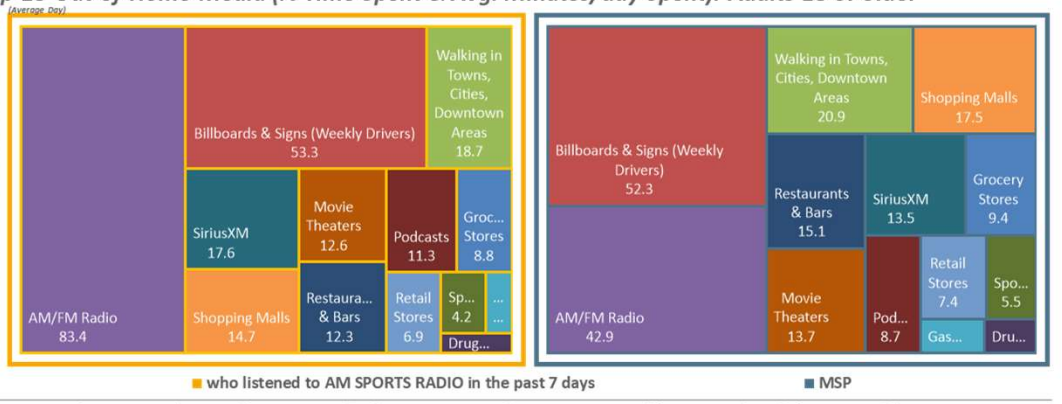
*Radio Stations: KTMY-FM*

100,240 or 100.% of Adults 18 or older who listened to AM SPORTS RADIO in the past 7 days spend an average of 53.3 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 70.9 minutes/day.

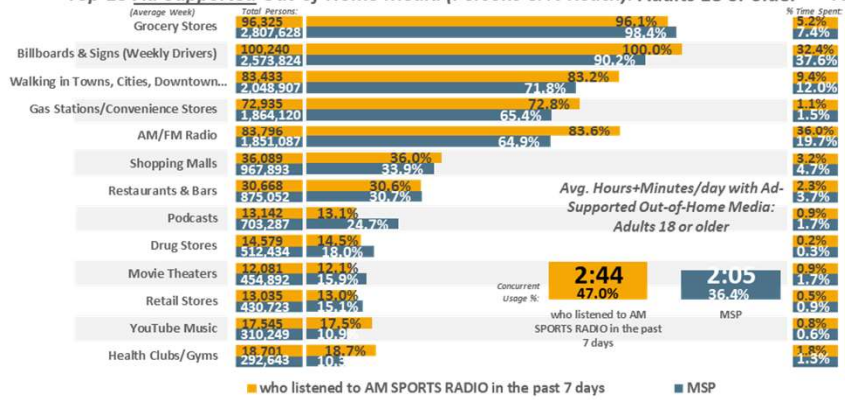
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older



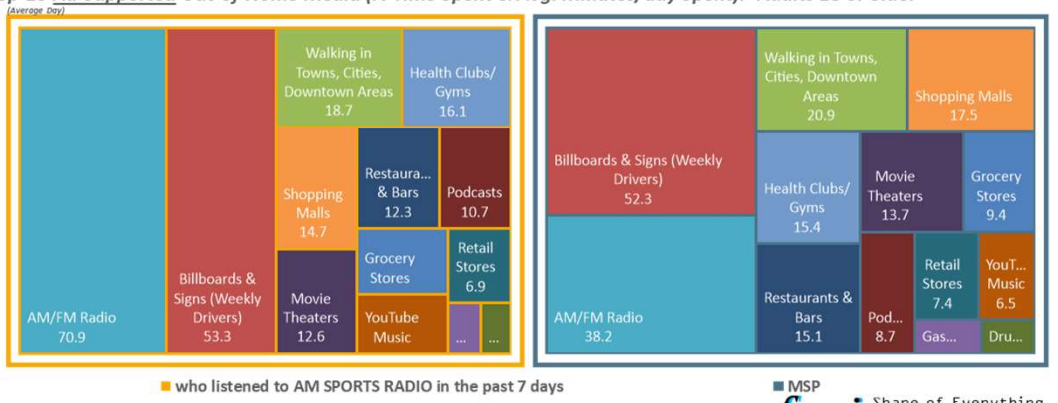

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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

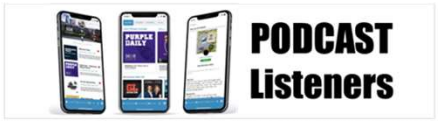



*MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 52*

*All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

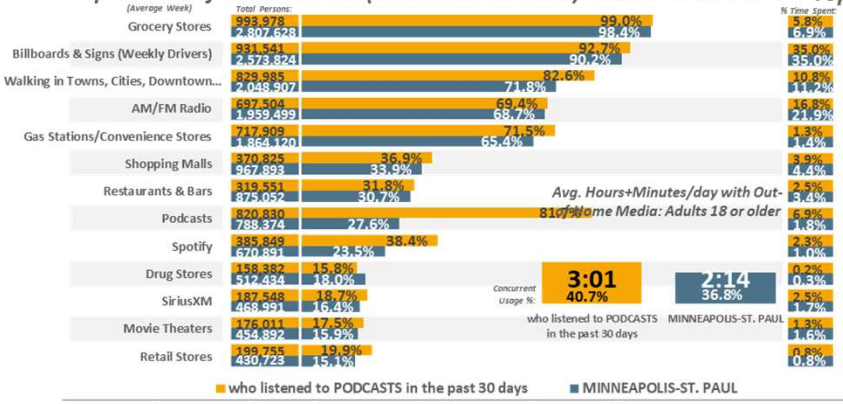
soefa.ai Share of Everything for Anything ©

*[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]*

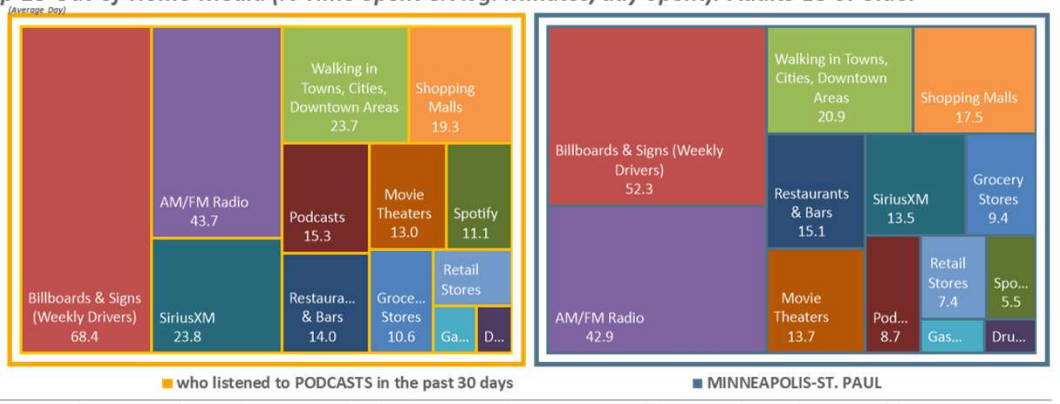



931,541 or 92.7% of Adults 18 or older who listened to PODCASTS in the past 30 days spend an average of 68.4 minutes per day driving, seeing Billboards and Signs. 64.3% Listen to Local Radio Stations Out-of-Home for an average of 36.6 minutes/day.

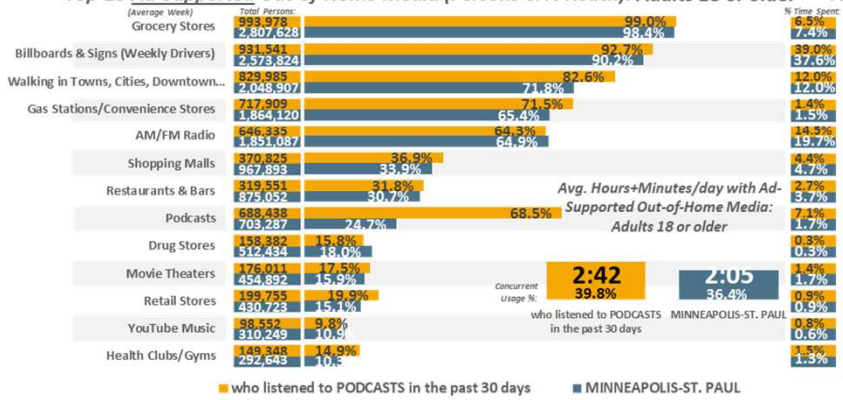
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older



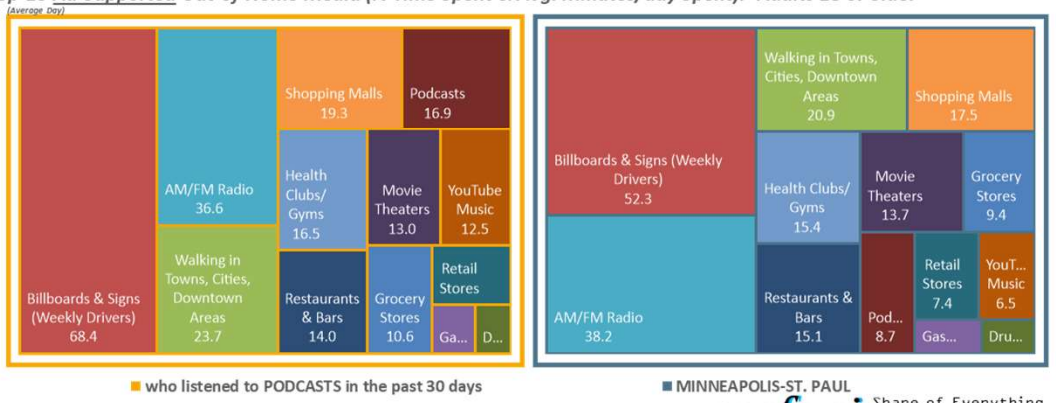

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 463*

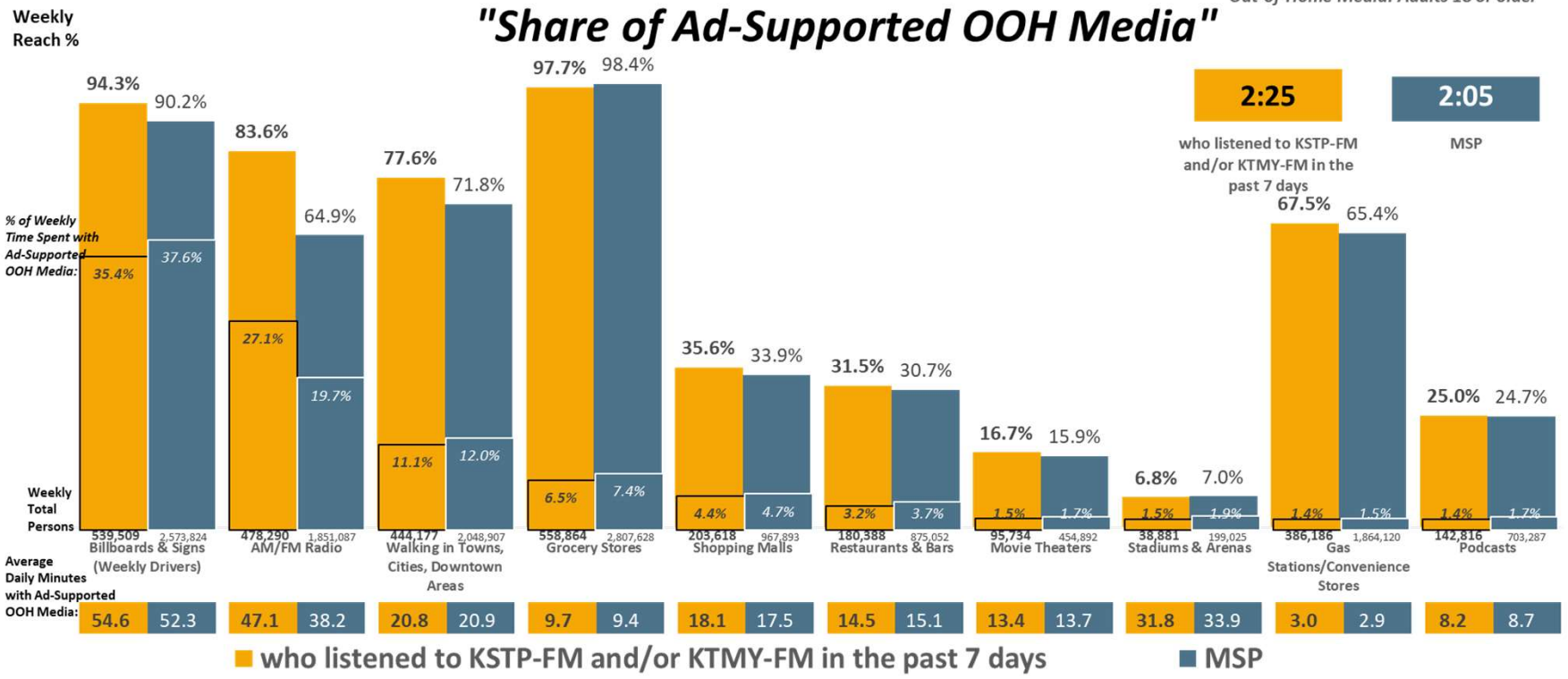
*All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

soefa.ai Share of Everything for Anything ©

*Watched, listened, or downloaded podcast past 30 days: Yes*

539,509 or 94.3% of Adults 18 or older who listened to KSTP-FM and/or KTMY-FM in the past 7 days spend an average of 54.6 minutes per day driving, seeing Billboards and Signs representing 35.4% 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*




*MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 283 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390*

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

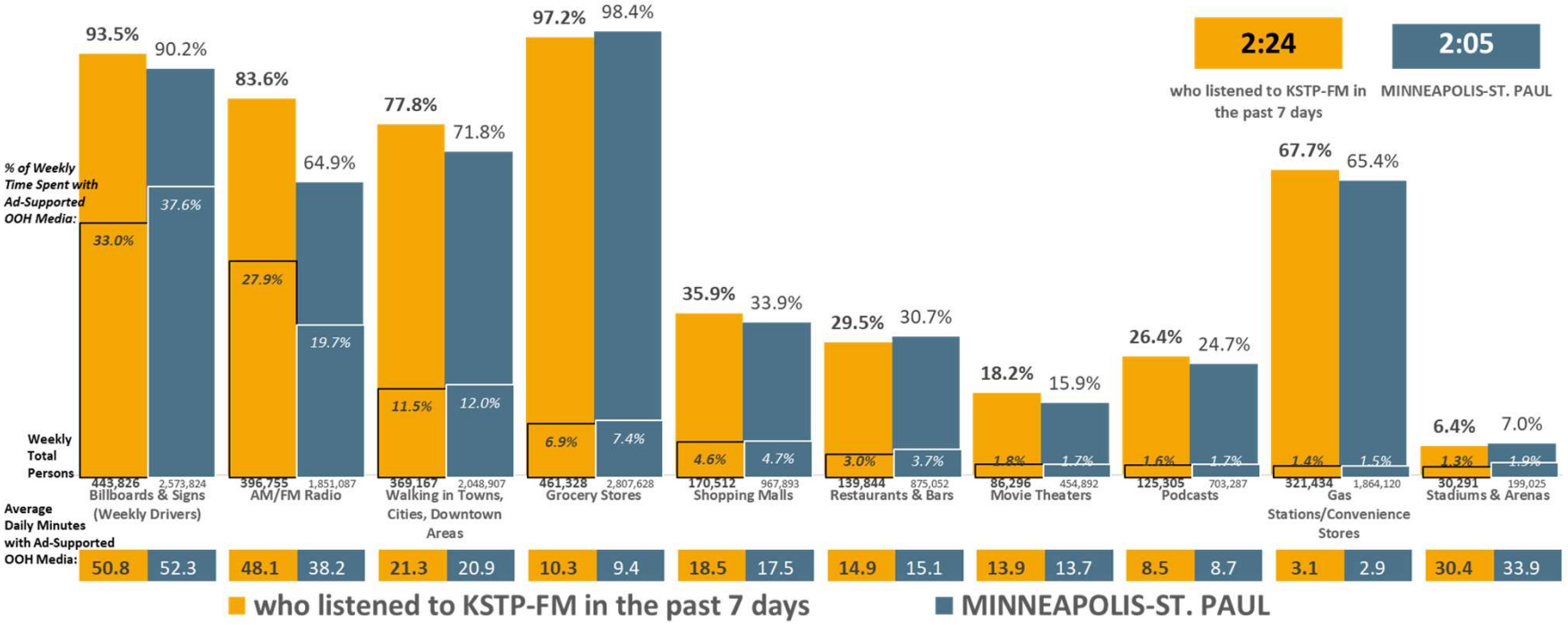
soefa.ai Share of Everything for Anything

*Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM*

443,826 or 93.5% of Adults 18 or older who listened to KSTP-FM in the past 7 days spend an average of 50.8 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"




MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 236 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390

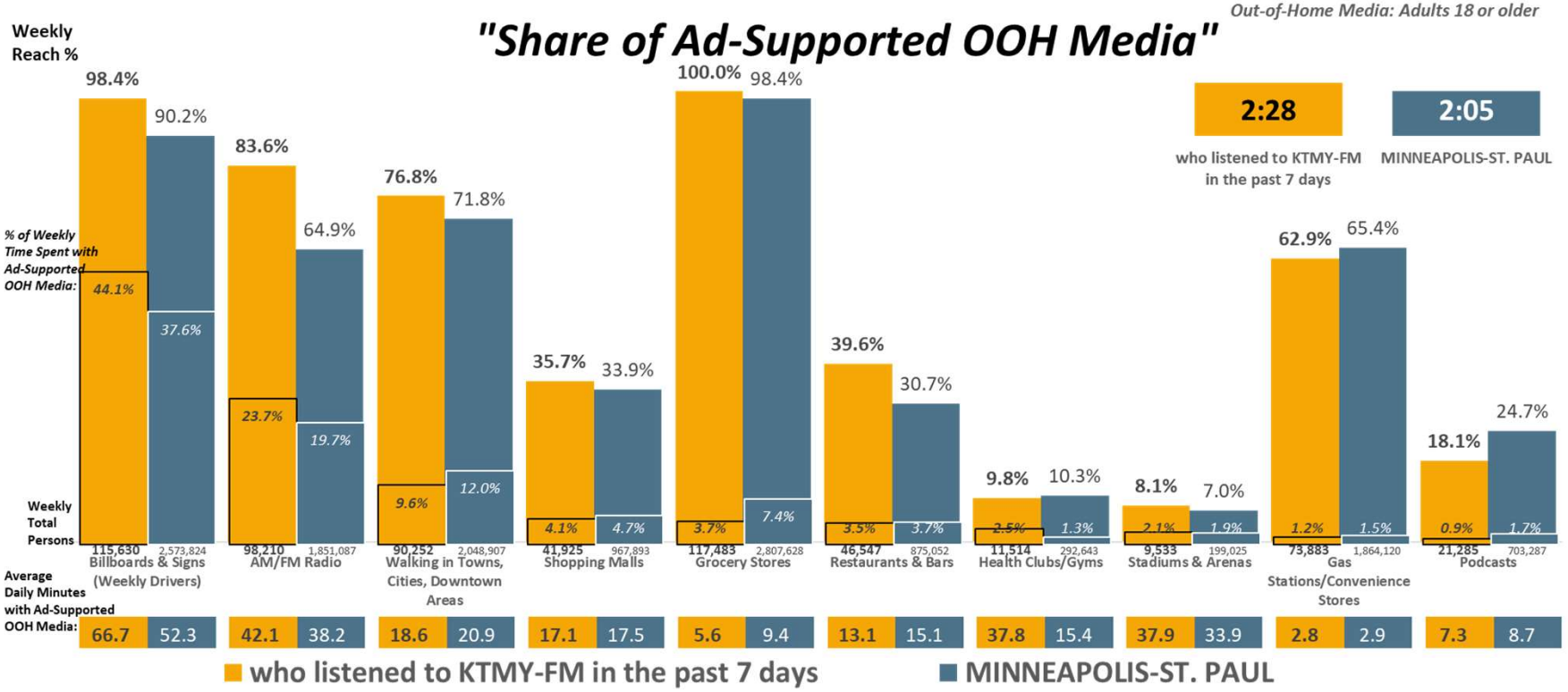
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Radio Stations: KSTP-FM

115,630 or 98.4% of Adults 18 or older who listened to KTMY-FM in the past 7 days spend an average of 66.7 minutes per day driving, seeing Billboards and Signs representing 44.1% 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*



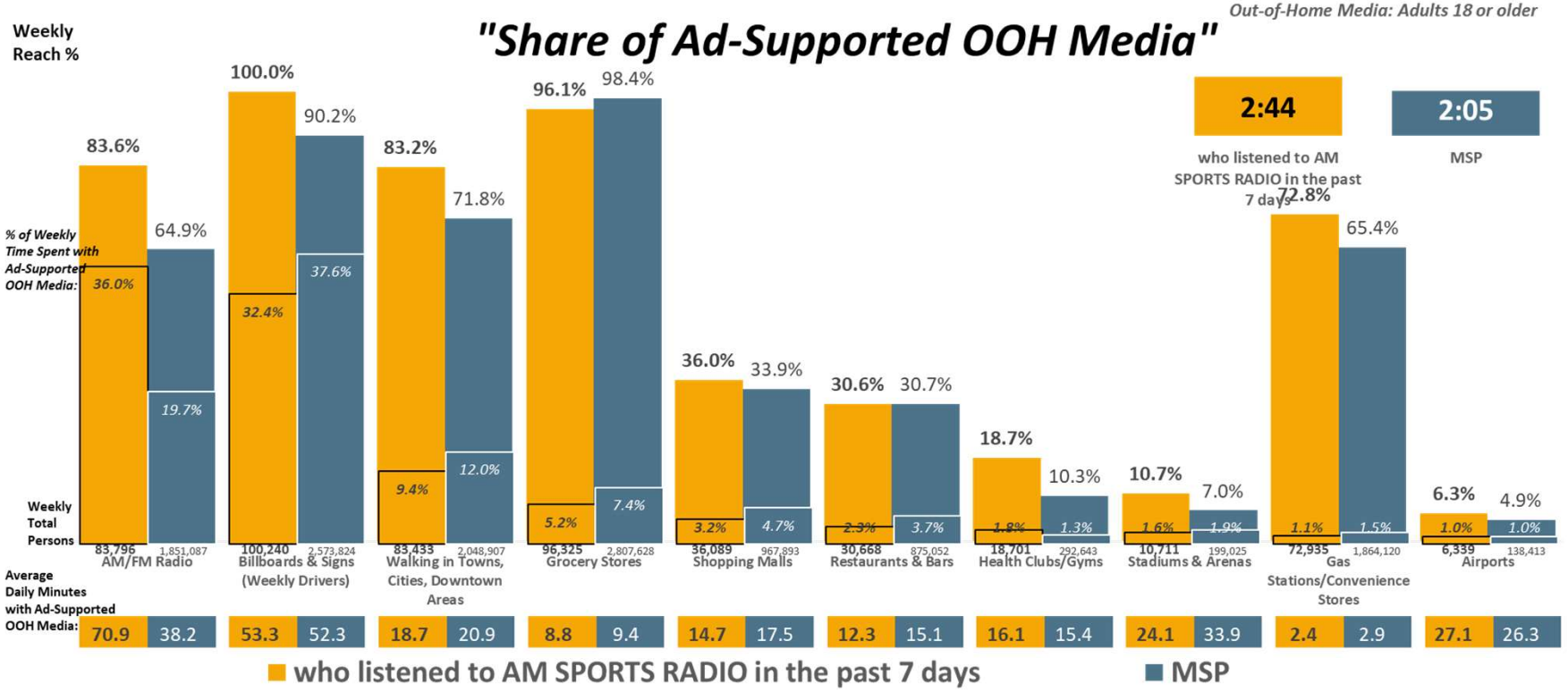

MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 61 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Radio Stations: KTMY-FM

100,240 or 100.% of Adults 18 or older who listened to AM SPORTS RADIO in the past 7 days spend an average of 53.3 minutes per day driving, seeing Billboards and Signs representing 32.4% 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*




*MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 52 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390*

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

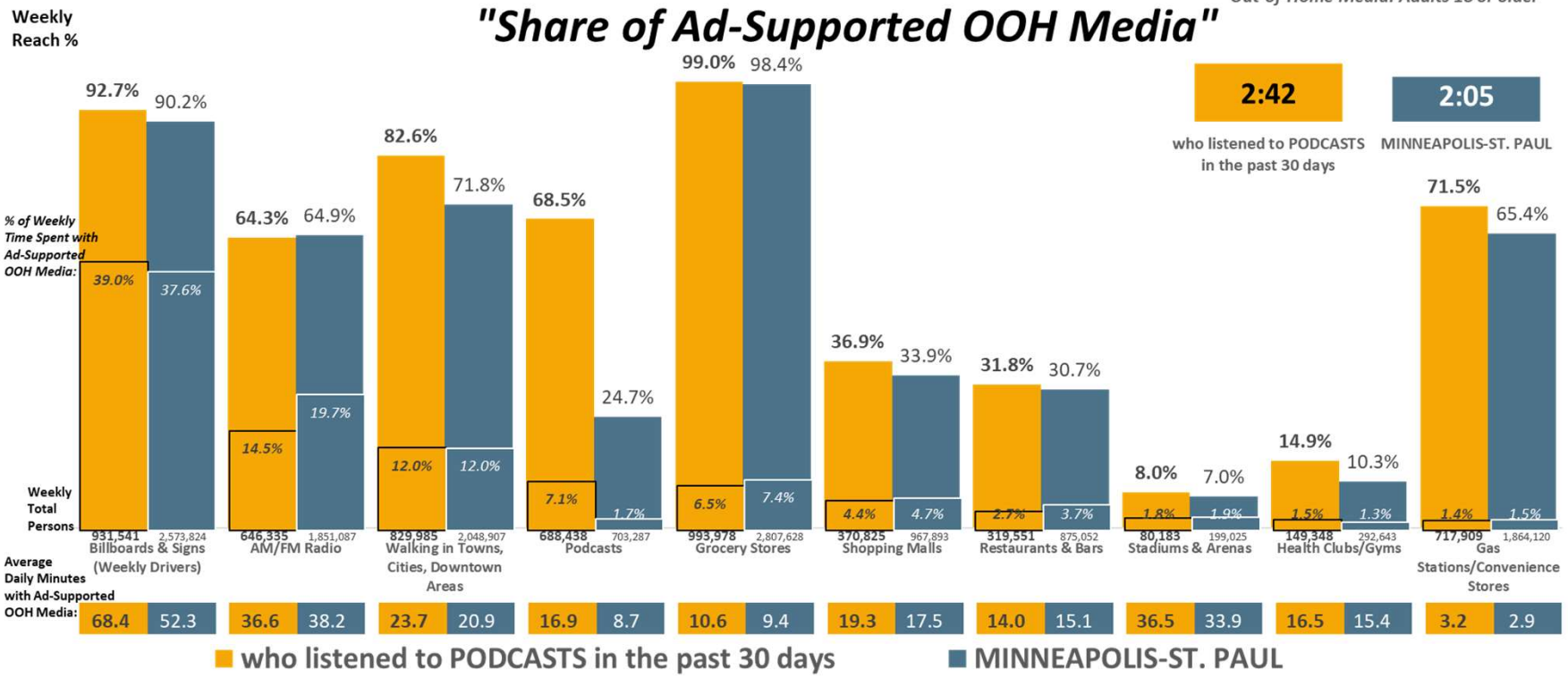
*{(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))}*




931,541 or 92.7% of Adults 18 or older who listened to PODCASTS in the past 30 days spend an average of 68.4 minutes per day driving, seeing Billboards and Signs representing 39.% 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"




*MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 463 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390*

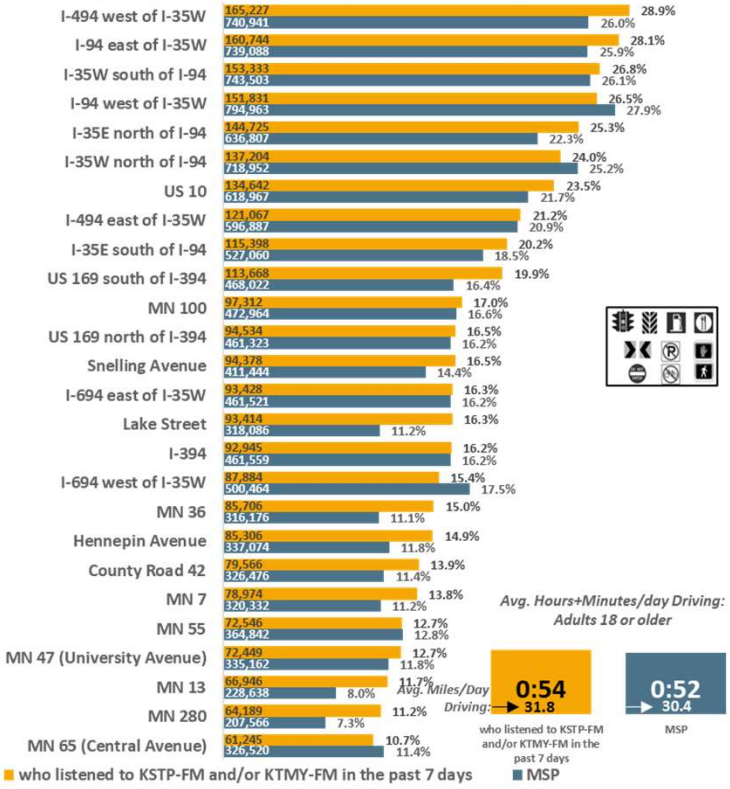
*All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

soefa.ai Share of Everything for Anything ©

*Watched, listened, or downloaded podcast past 30 days: Yes*

539,509 or 94.3% of Adults 18 or older who listened to KSTP-FM and/or KTMY-FM in the past 7 days spend an average of 54.6 minutes per day driving an average of 31.8 miles each day and are 46.4% more likely to use Lake Street than the Metro average.

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



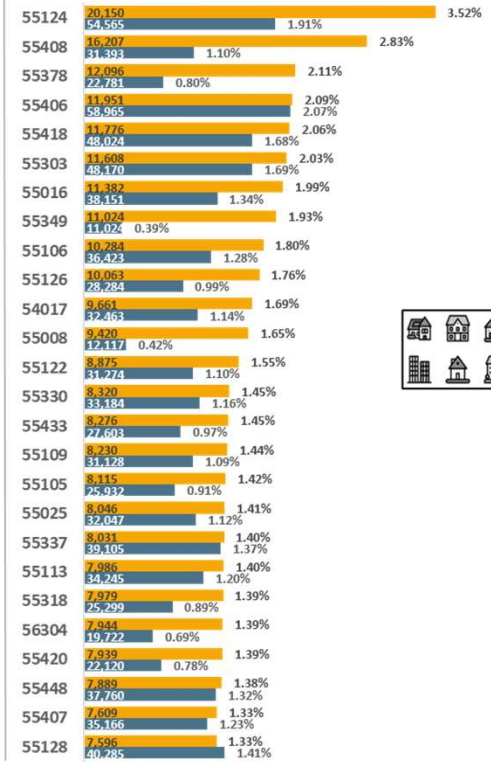

*Avg. Hours+Minutes/day Driving: Adults 18 or older*

*Avg. Miles/Day Driving:* 31.8

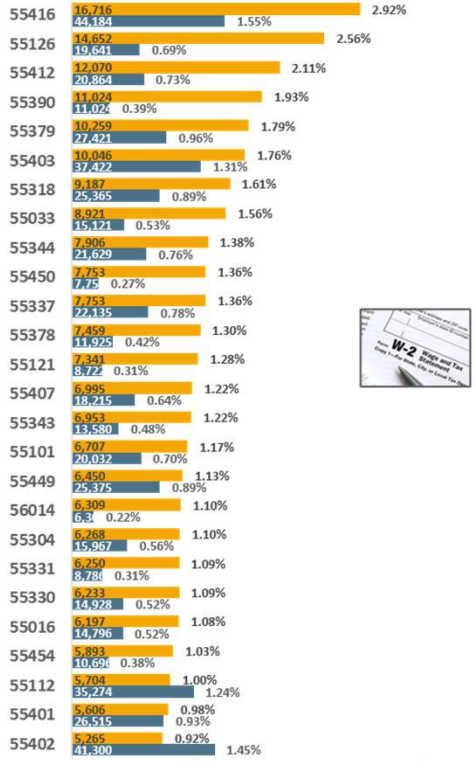
0:54 who listened to KSTP-FM and/or KTMY-FM in the past 7 days

0:52 (30.4) MSP

## *Top-26 Residential Zip Codes:* Adults 18 or older




## *Top-26 Employment Zip Codes:* Adults 18 or older




soefa.ai Share of Everything for Anything ©

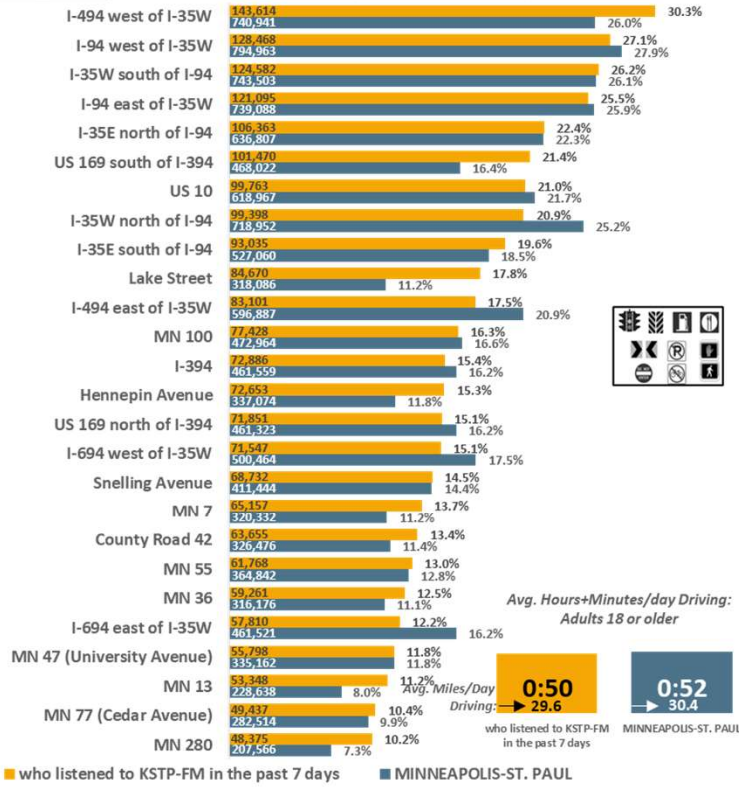
*MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 283*

*All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

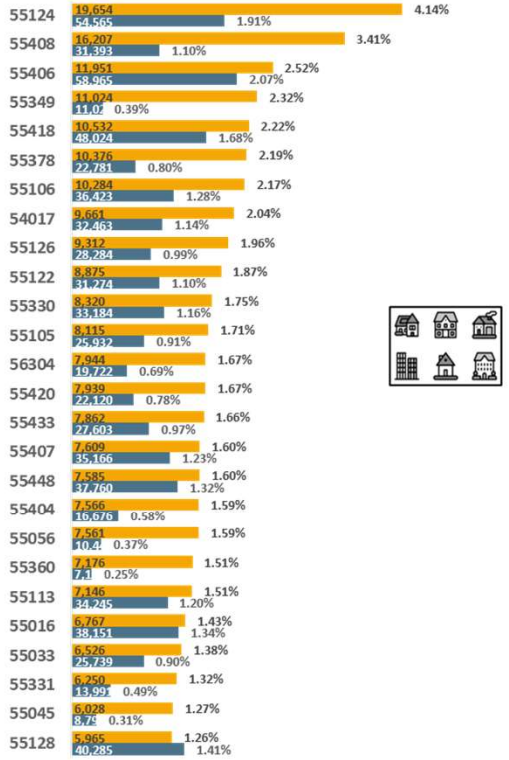
*Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM*

443,826 or 93.5% of Adults 18 or older who listened to KSTP-FM in the past 7 days spend an average of 50.8 minutes per day driving an average of 29.6 miles each day and are 60.% more likely to use Lake Street than the Metro average.

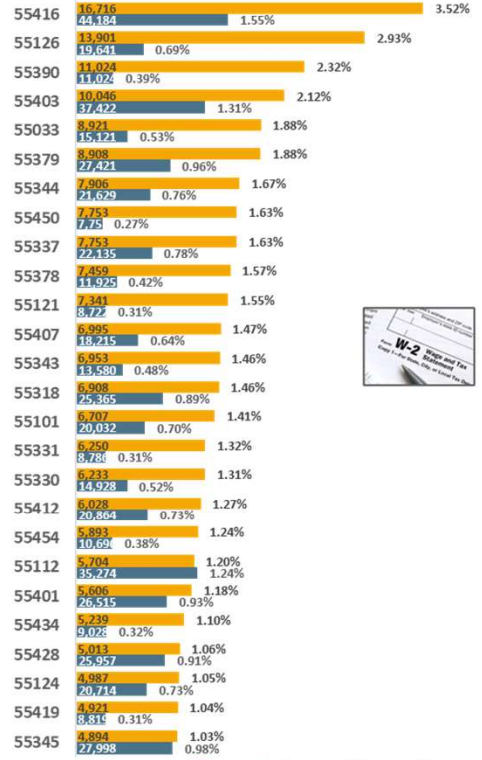
## *Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach):* Adults 18 or older




## *Top-26 Residential Zip Codes:* Adults 18 or older




## *Top-26 Employment Zip Codes:* Adults 18 or older




soefa.ai Share of Everything for Anything ©

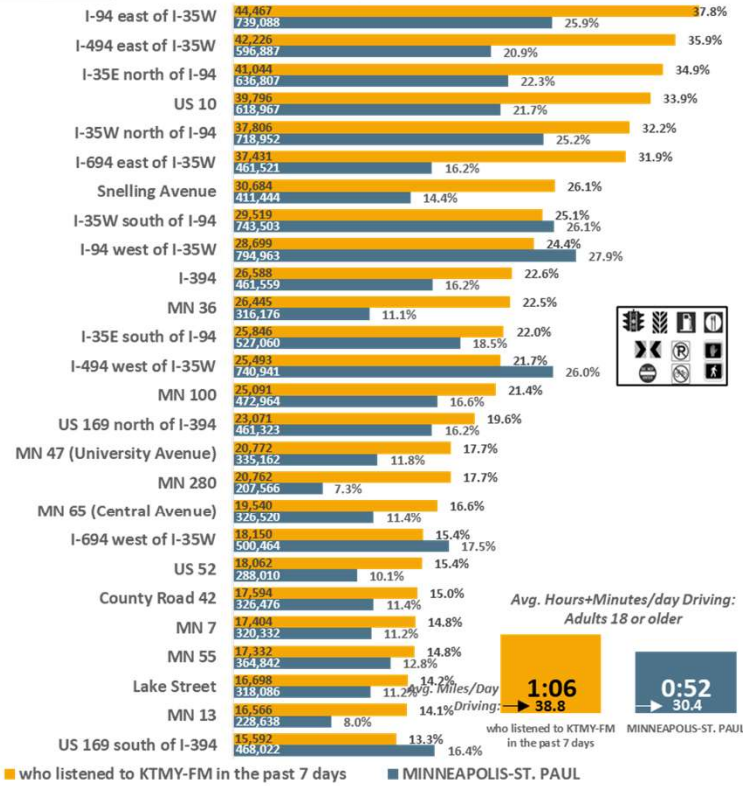
*MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 236*

*All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

*Radio Stations: KSTP-FM*

115,630 or 98.4% of Adults 18 or older who listened to KTMY-FM in the past 7 days spend an average of 66.7 minutes per day driving an average of 38.8 miles each day and are 142.8% more likely to use MN 280 than the Metro average.

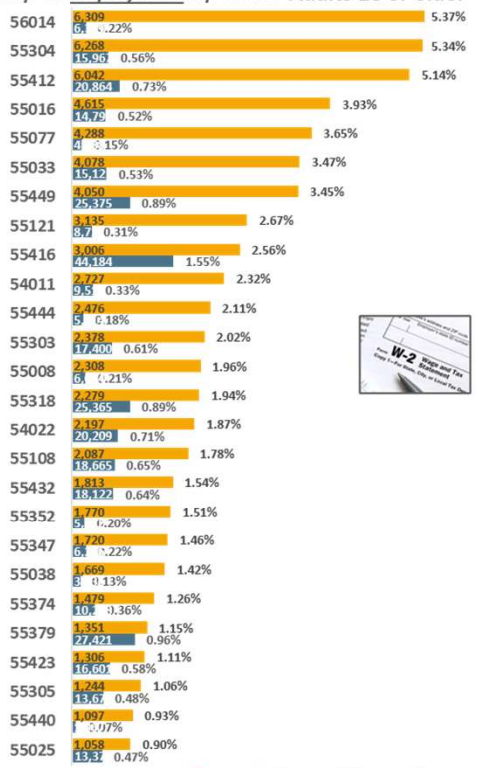
## Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older




## Top-26 Residential Zip Codes: Adults 18 or older




## Top-26 Employment Zip Codes: Adults 18 or older




soefa.ai Share of Everything for Anything

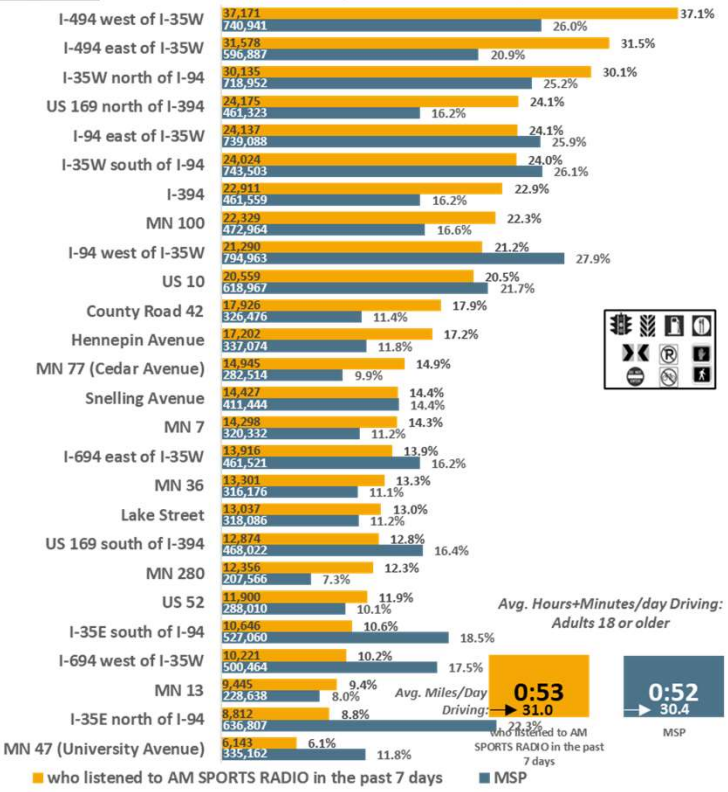
*MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 61*

*All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

*Radio Stations: KTMY-FM*

100,240 or 100.% of Adults 18 or older who listened to AM SPORTS RADIO in the past 7 days spend an average of 53.3 minutes per day driving an average of 31. miles each day and are 56.2% more likely to use County Road 42 than the Metro average.

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



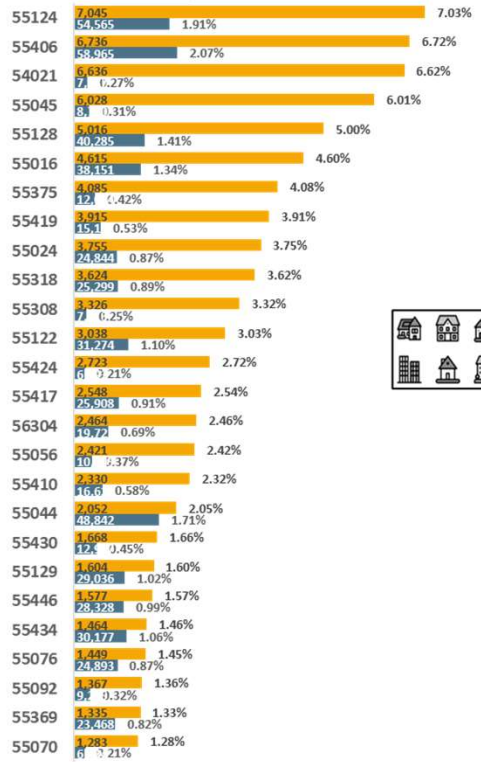

*Avg. Hours+Minutes/day Driving: Adults 18 or older*

*Avg. Miles/Day Driving:* 31.0

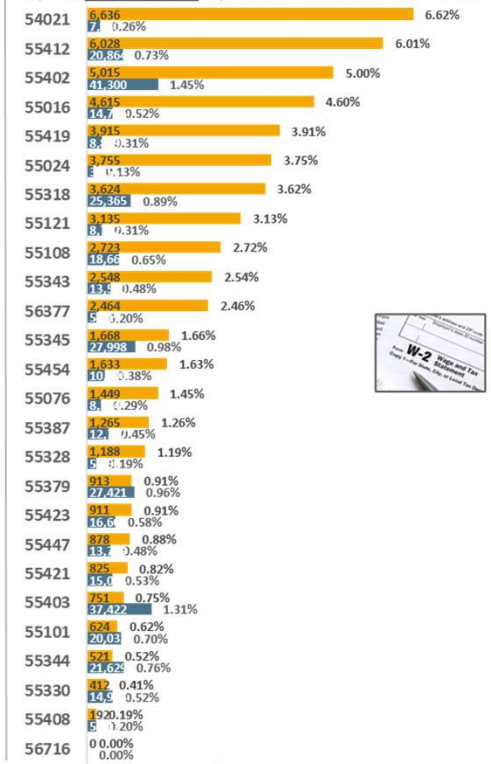
0:53 who listened to AM SPORTS RADIO in the past 7 days

0:52 MSP

## *Top-26 Residential Zip Codes:* Adults 18 or older




## *Top-26 Employment Zip Codes:* Adults 18 or older

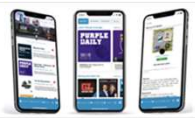



soefa.ai Share of Everything for Anything ©

*MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 52*

*All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

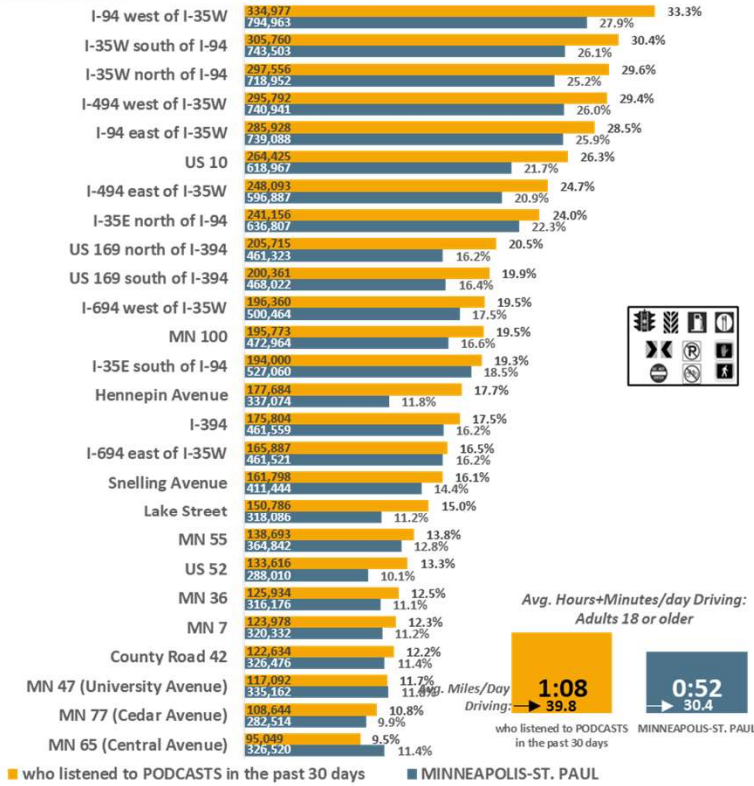
*[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]*



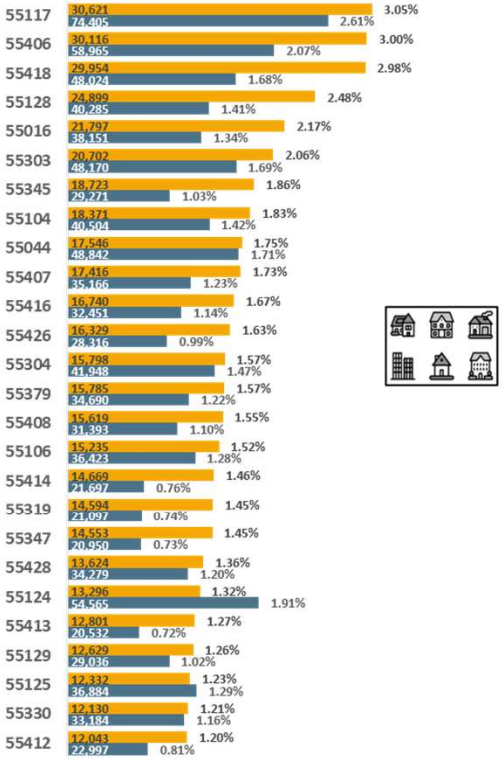
# PODCAST Listeners

931,541 or 92.7% of Adults 18 or older who listened to PODCASTS in the past 30 days spend an average of 68.4 minutes per day driving an average of 39.8 miles each day and are 49.7% more likely to use Hennepin Avenue than the Metro average.

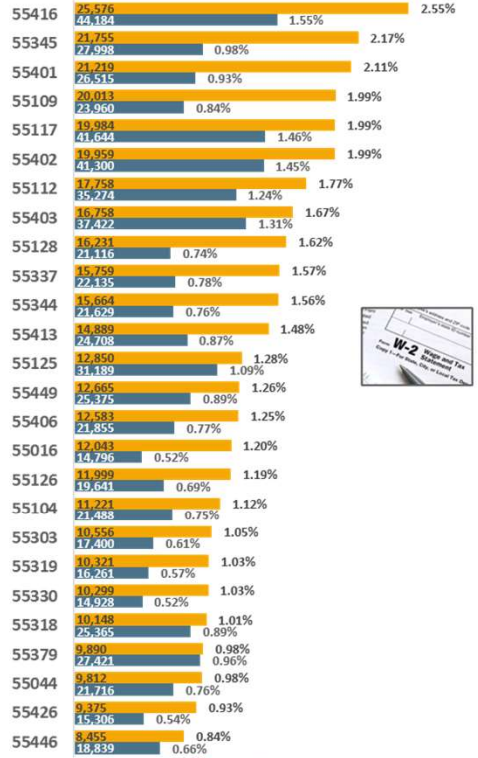
## *Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach):* Adults 18 or older




## *Top-26 Residential Zip Codes:* Adults 18 or older




## *Top-26 Employment Zip Codes:* Adults 18 or older



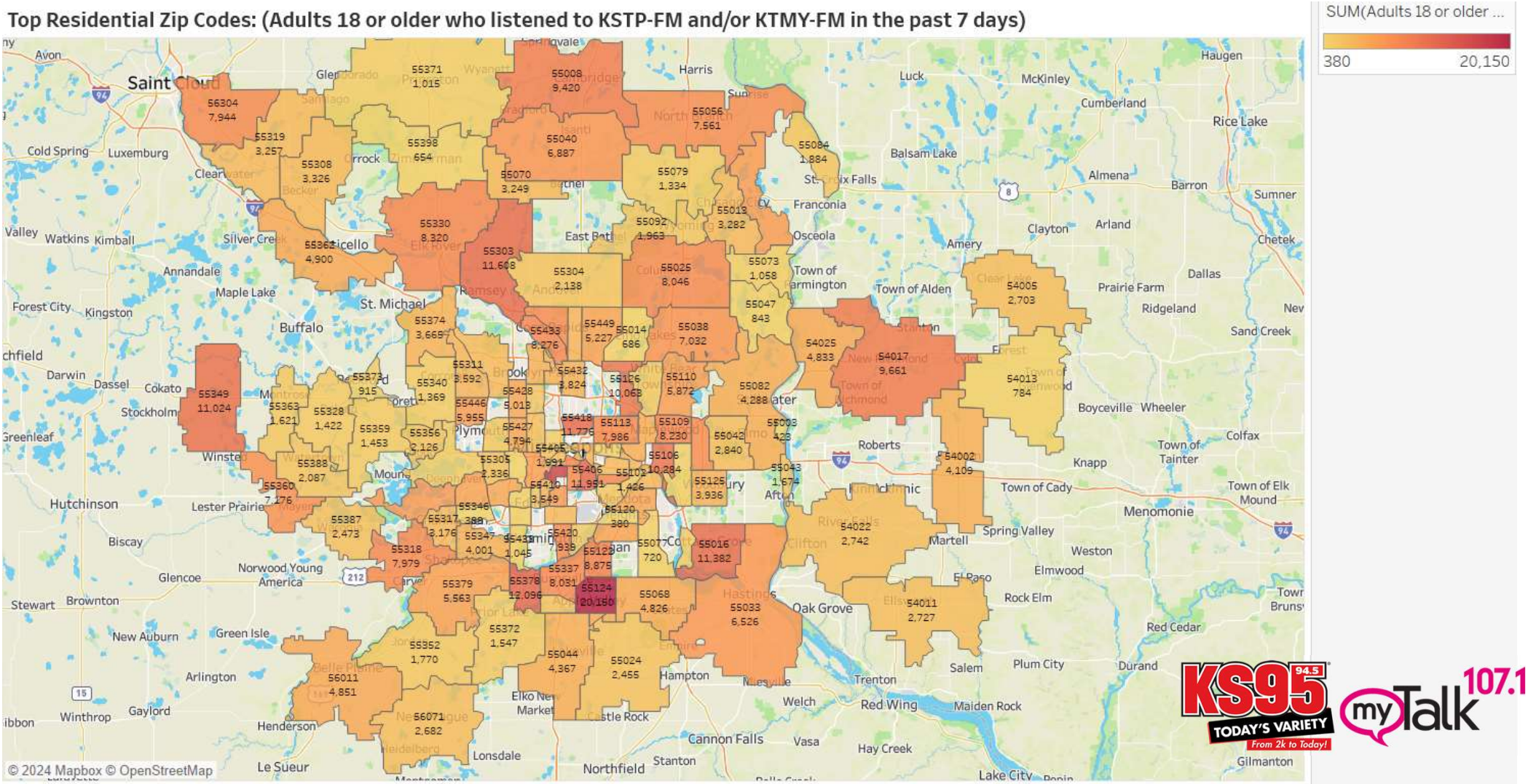

soefa.ai Share of Everything for Anything ©

*MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 463*

*All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

*Watched, listened, or downloaded podcast past 30 days: Yes*

## Top Residential Zip Codes: (Adults 18 or older who listened to KSTP-FM and/or KTMY-FM in the past 7 days)



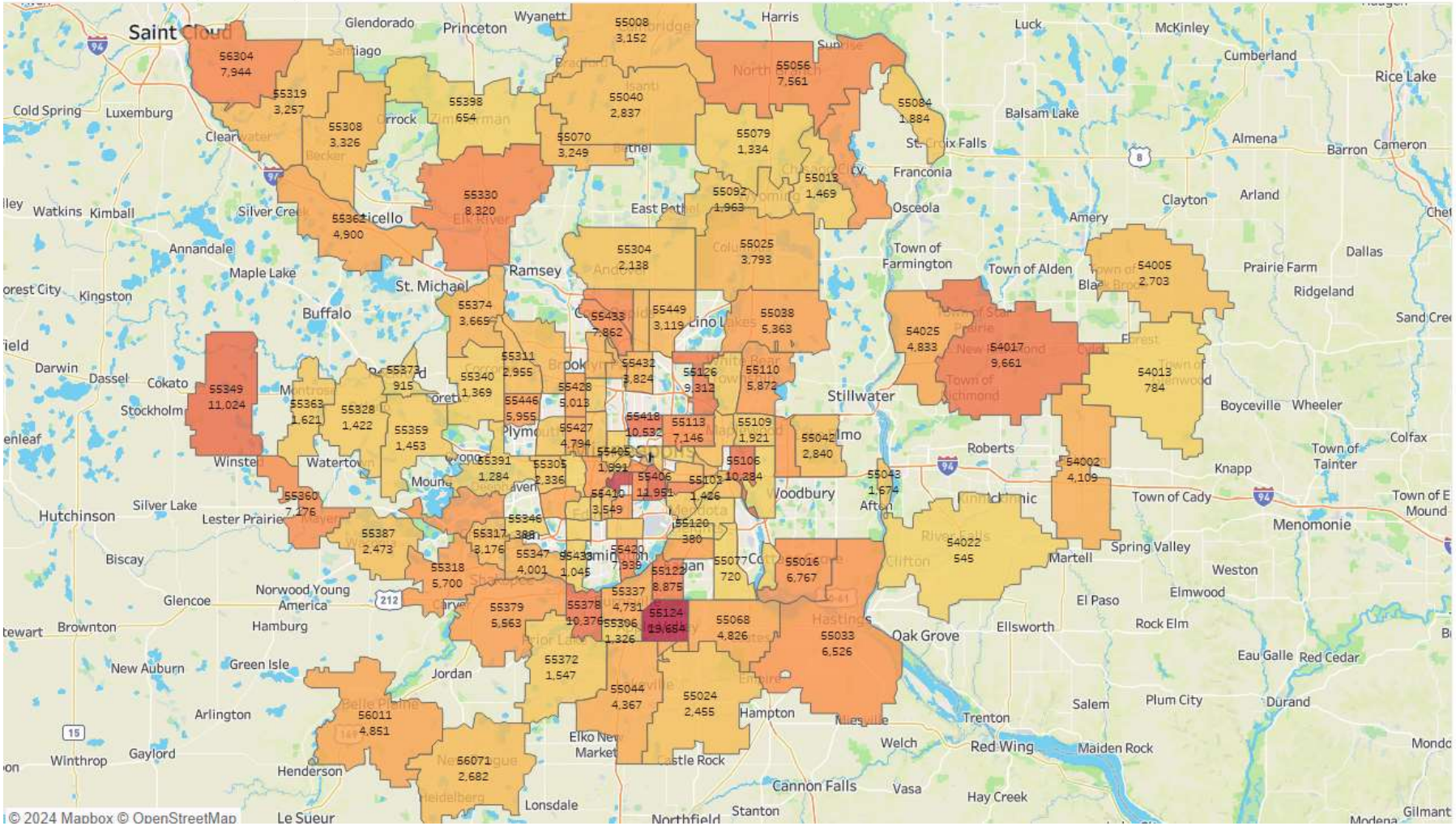

MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 283

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

*Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM*

## Top Residential Zip Codes: (Adults 18 or older who listened to KSTP-FM in the past 7 days)



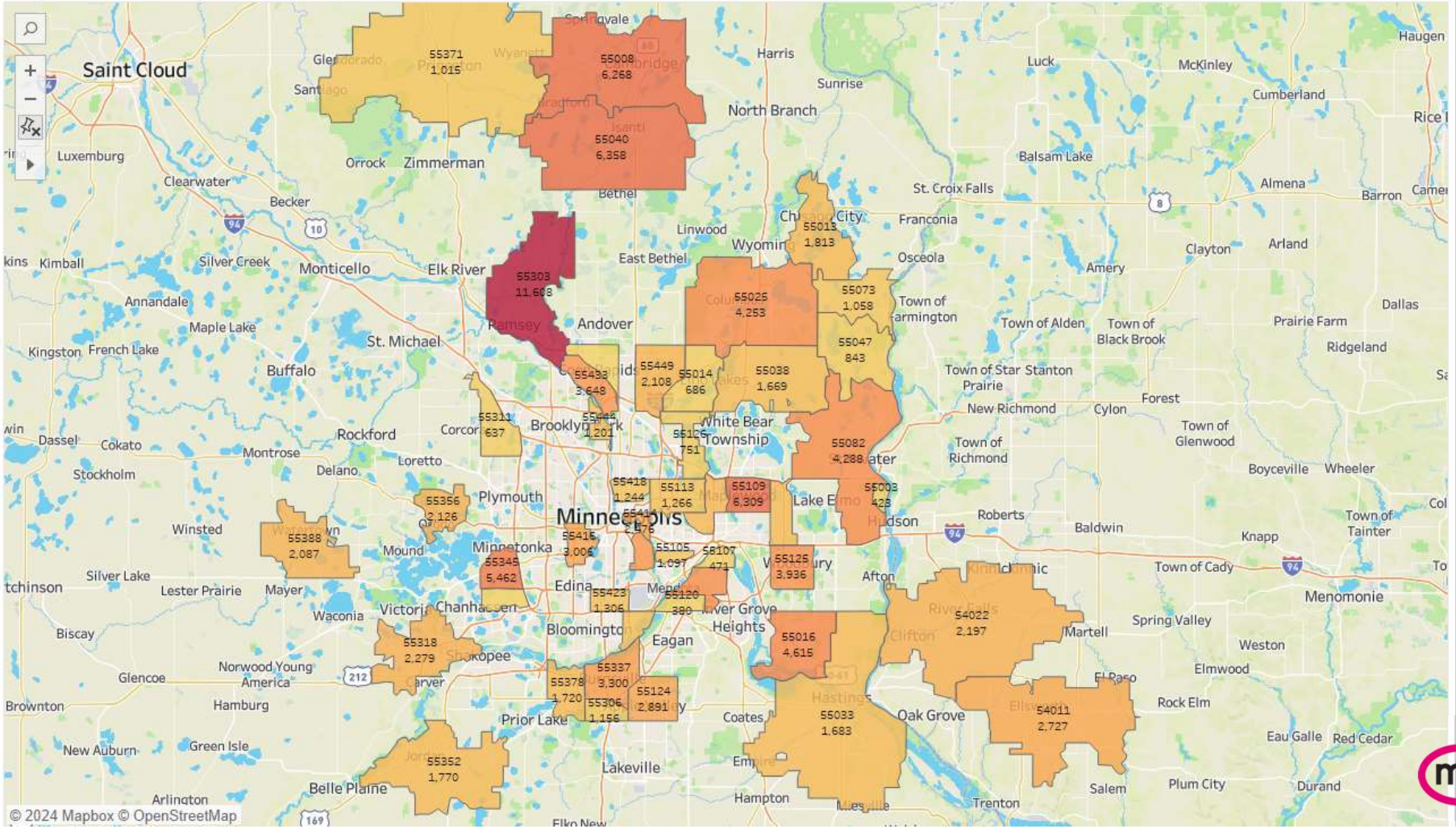


MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 236
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything.


Radio Stations: KSTP-FM

## Top Residential Zip Codes: (Adults 18 or older who listened to KTMY-FM in the past 7 days)

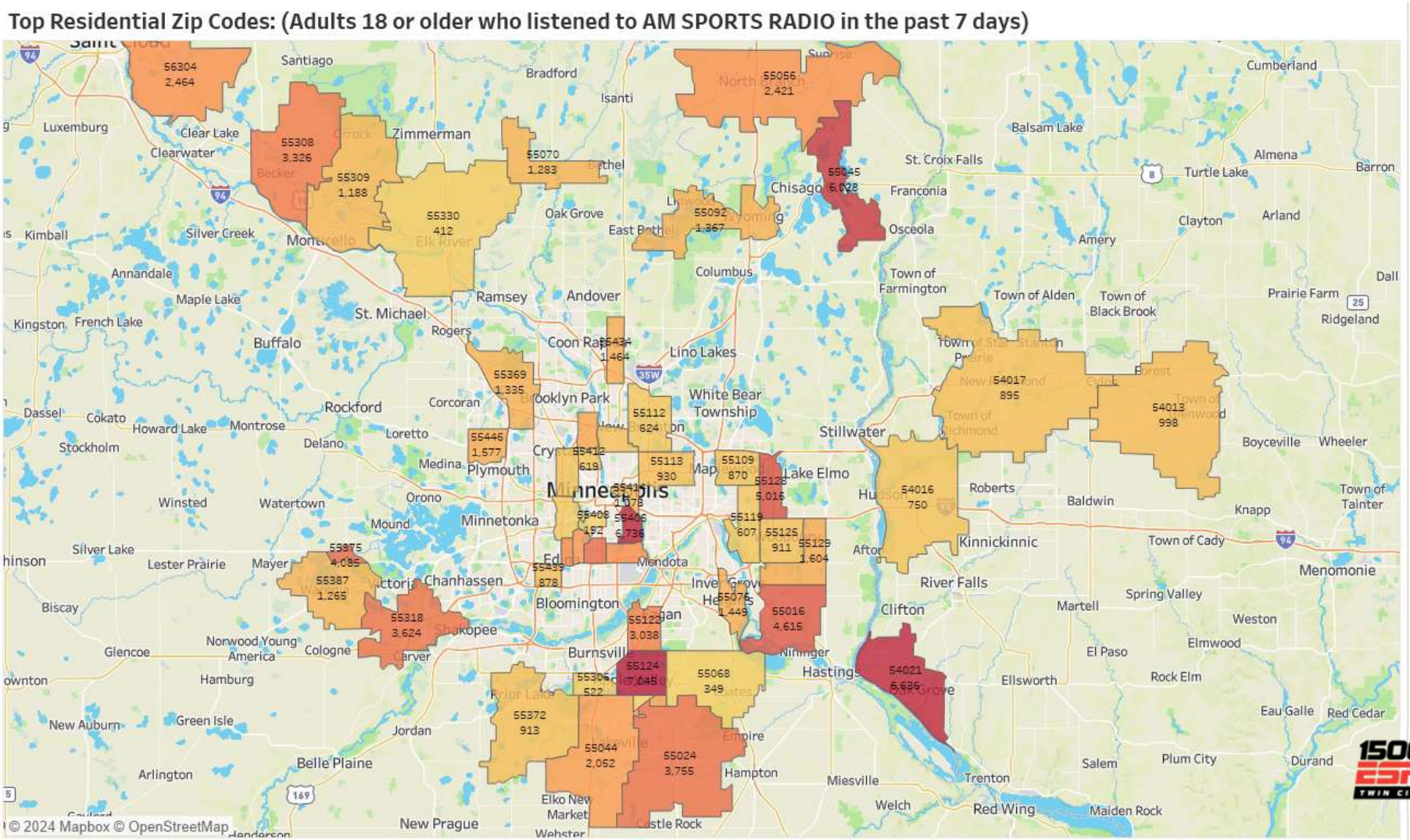



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 61
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Radio Stations: KTMY-FM

## Top Residential Zip Codes: (Adults 18 or older who listened to AM SPORTS RADIO in the past 7 days)



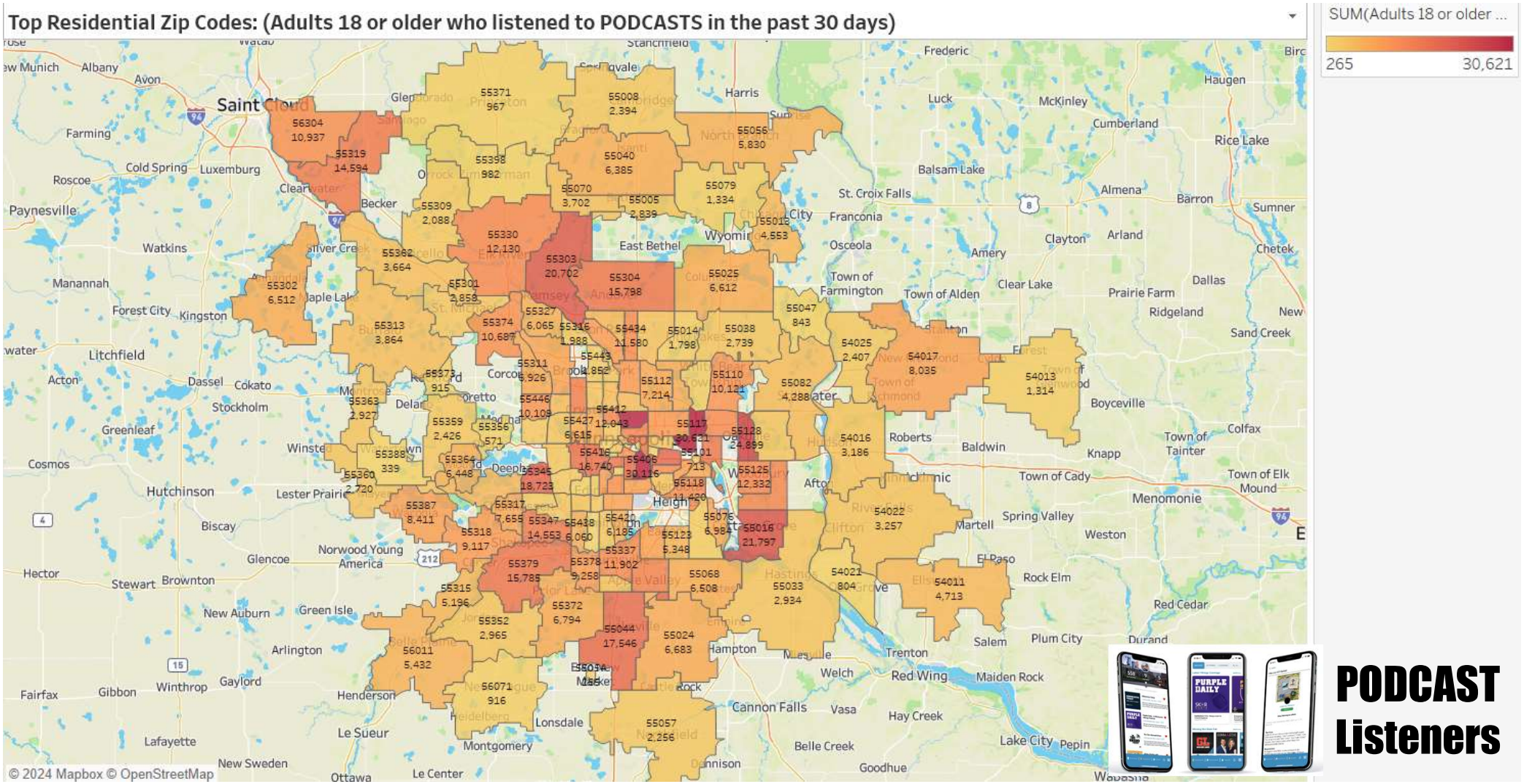

*MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 52*

*All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

soefa.ai Share of Everything for Anything

*[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]*

## Top Residential Zip Codes: (Adults 18 or older who listened to PODCASTS in the past 30 days)






**PODCAST Listeners**



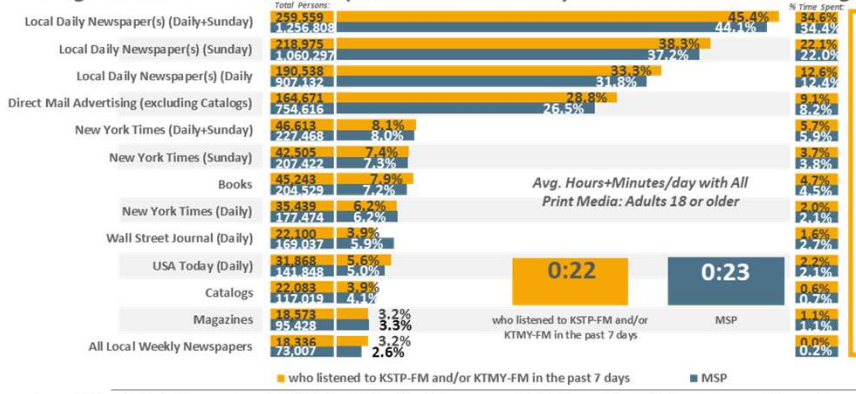
*All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

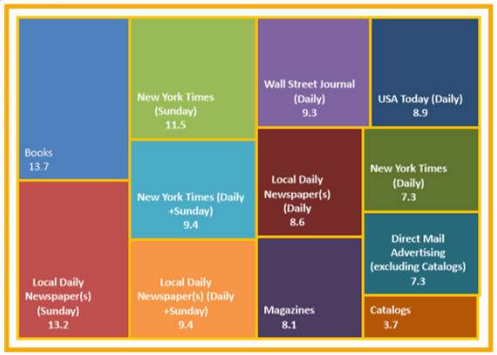
soefa.ai Share of Everything for Anything

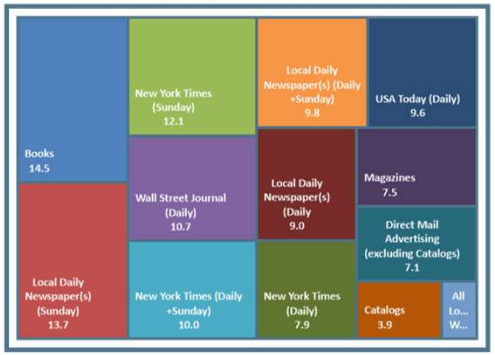

*Watched, listened, or downloaded podcast past 30 days: Yes*

259,559 or 45.4% of Adults 18 or older who listened to KSTP-FM and/or KTMY-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 36.3% of all time spent daily with All forms of Print Media

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

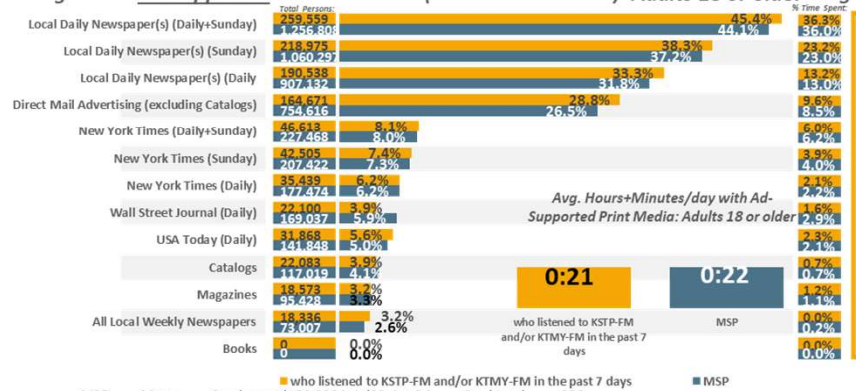


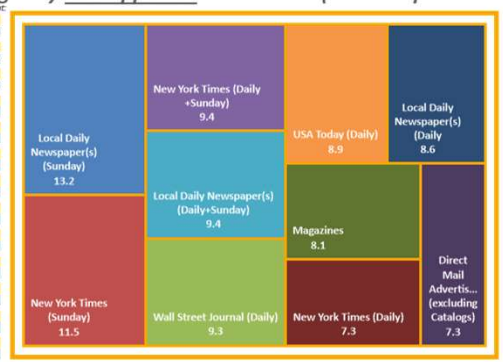




■ who listened to KSTP-FM and/or KTMY-FM in the past 7 days ■ MSP

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







■ who listened to KSTP-FM and/or KTMY-FM in the past 7 days ■ MSP

*MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 283*

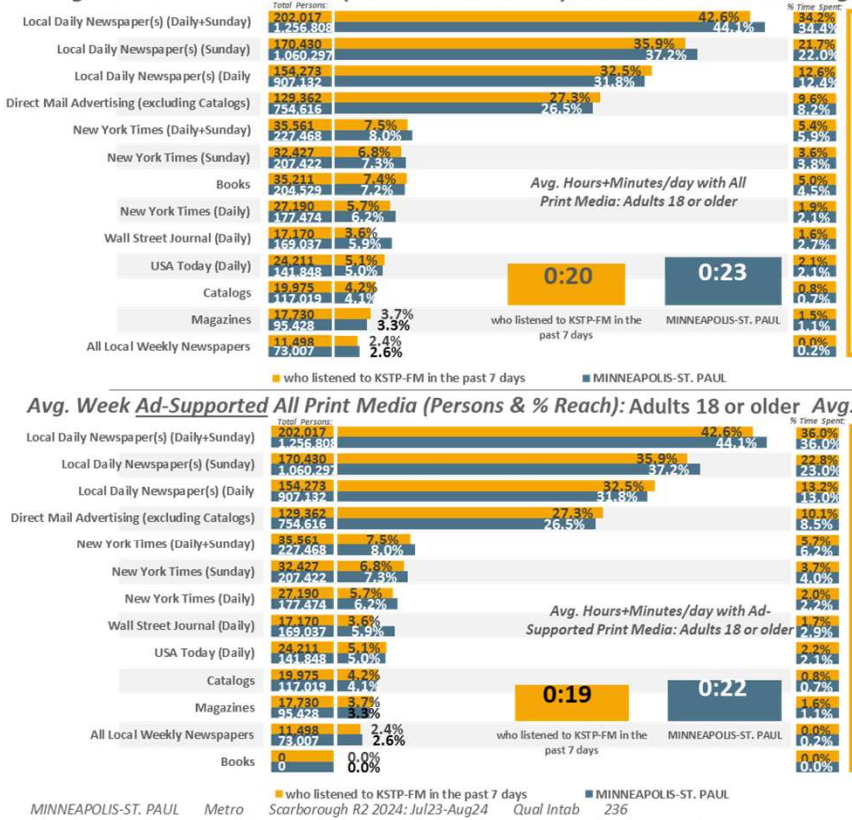
*All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

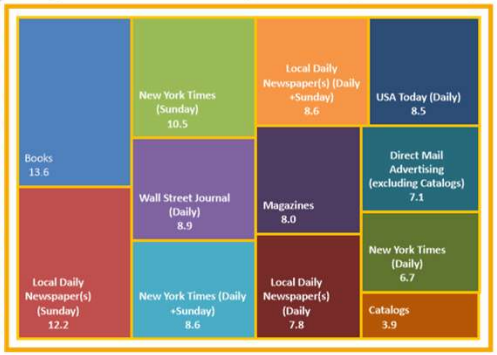
soefa.ai Share of Everything for Anything ©

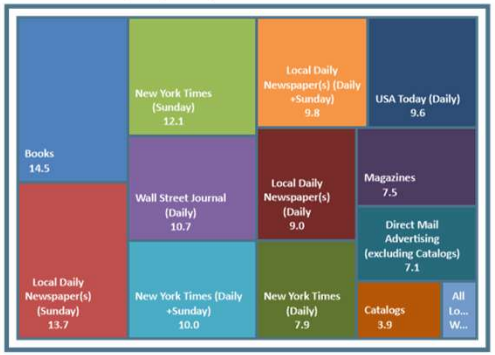
*Radio Stations: KSTP-FM OR Radio Stations: KTMY-FM*

202,017 or 42.6% of Adults 18 or older who listened to KSTP-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 36.% of all time spent daily with All forms of Print Media.

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



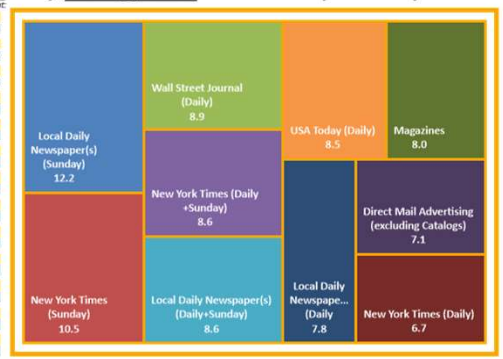



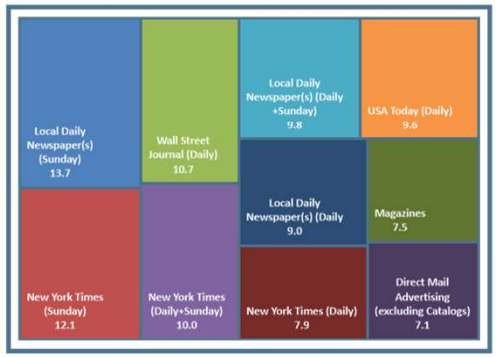




who listened to KSTP-FM in the past 7 days ■ MINNEAPOLIS-ST. PAUL

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




who listened to KSTP-FM in the past 7 days ■ MINNEAPOLIS-ST. PAUL

*MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 236*

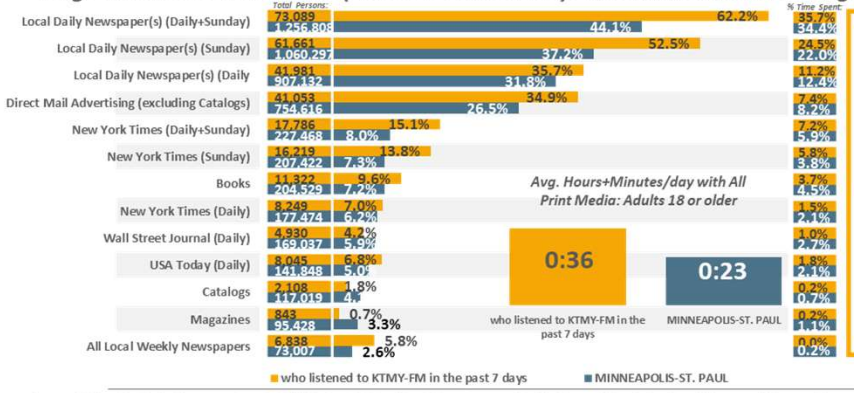
*All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

soefa.ai Share of Everything for Anything ©

*Radio Stations: KSTP-FM*

73,089 or 62.2% of Adults 18 or older who listened to KTMY-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.3 minutes every day representing 37.% of all time spent daily with All forms of Print Media.

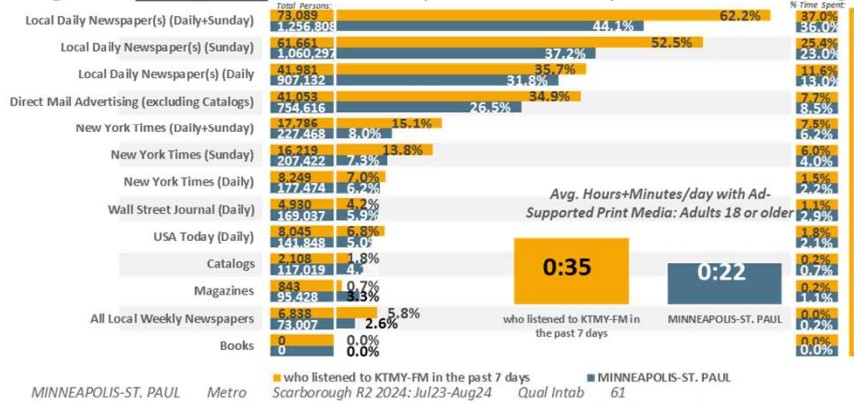
## *Avg. Week All Print Media (Persons & % Reach):* Adults 18 or older




## *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




*MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 61*

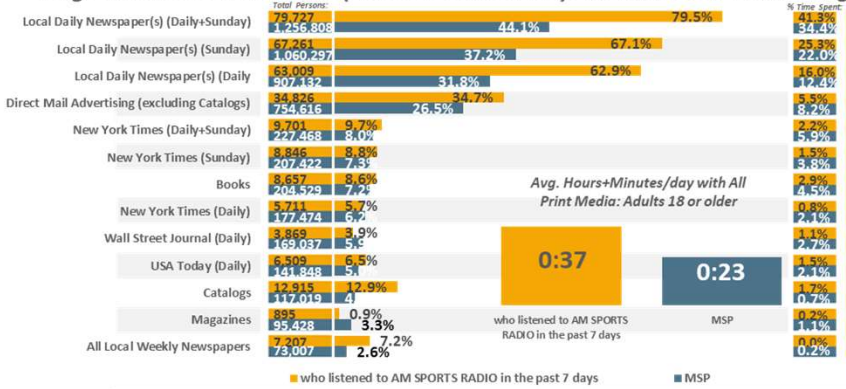
*All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

soefa.ai Share of Everything for Anything ©

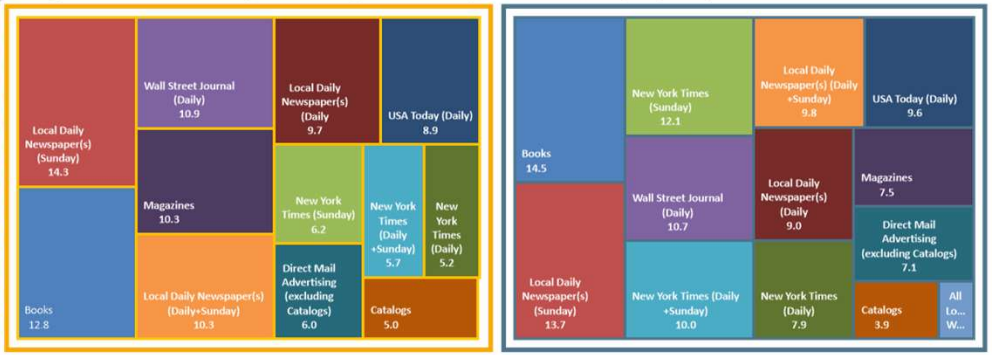
*Radio Stations: KTMY-FM*

79,727 or 79.5% of Adults 18 or older who listened to AM SPORTS RADIO in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.3 minutes every day representing 42.5% of all time spent daily with All forms of Print Media.

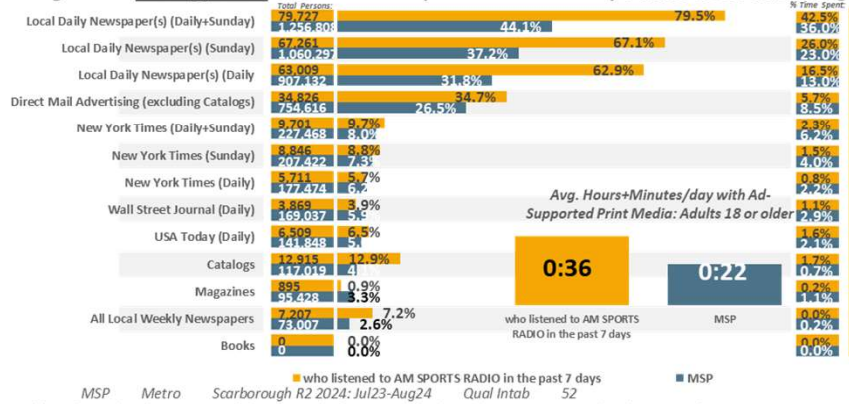
## *Avg. Week All Print Media (Persons & % Reach):* Adults 18 or older




## *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




*MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 52*

*All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

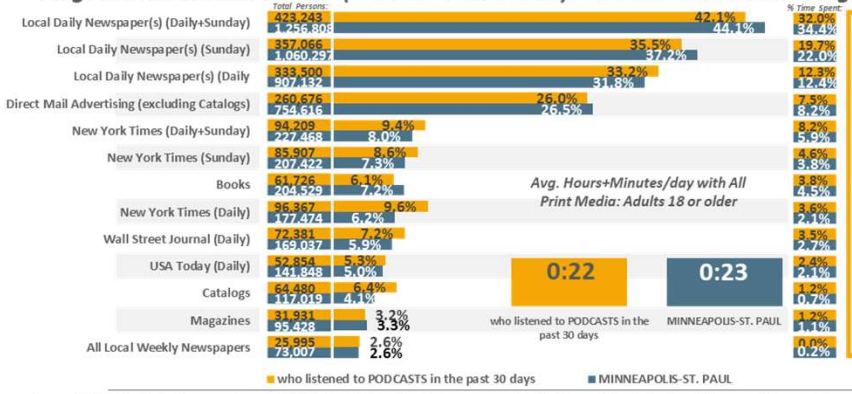
soefa.ai Share of Everything for Anything ©

*[(Radio format profiles (M-S 6am-Mid cume): All Sports AND (Radio Stations: KTLK-AM OR Radio Stations: WCCO-AM OR Radio Stations: WDGY-AM))]*

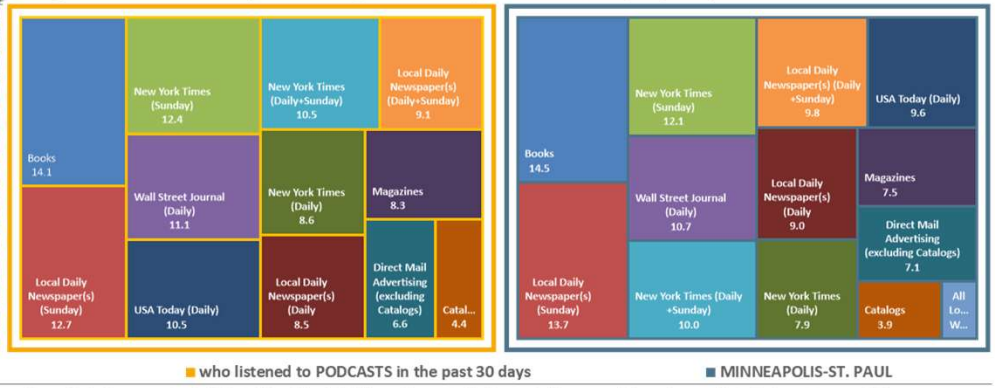



423,243 or 42.1% of Adults 18 or older who listened to PODCASTS in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 33.3% of all time spent daily with All forms of Print Media.

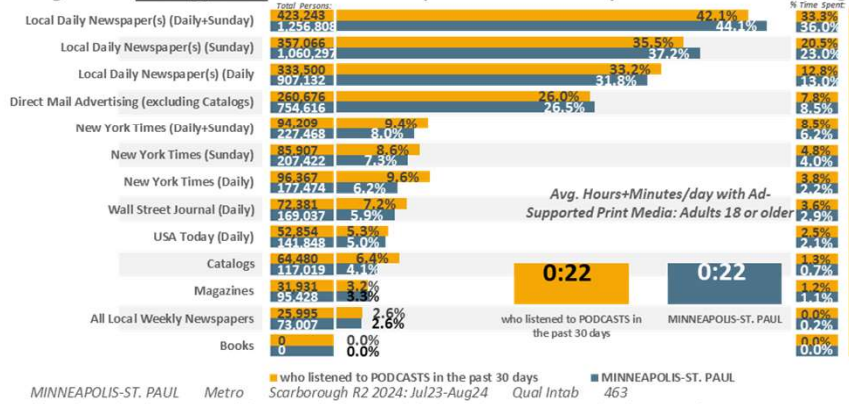
## *Avg. Week All Print Media (Persons & % Reach):* Adults 18 or older



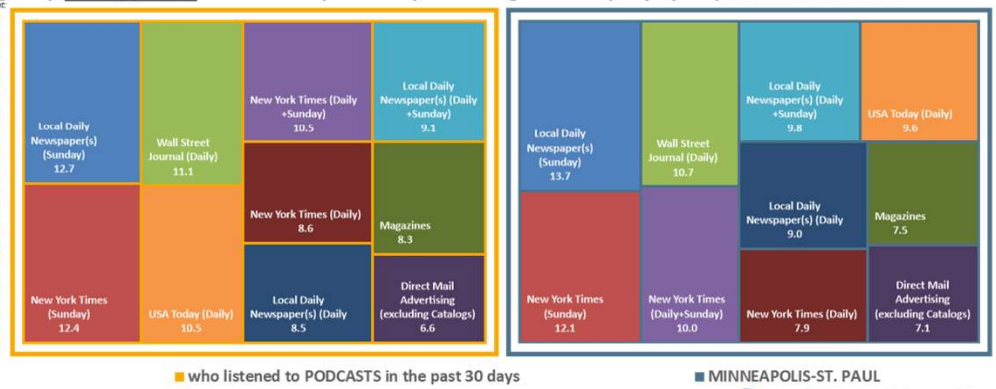

## *Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 463*

*All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

soefa.ai Share of Everything for Anything ©

*Watched, listened, or downloaded podcast past 30 days: Yes*