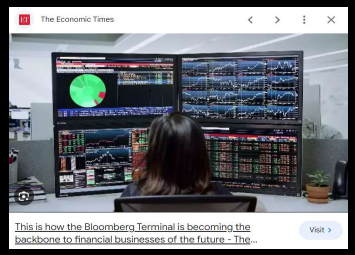
SEATTLE-TACOMA, WA, Metro – 5 P18+ Profiles of HUBBARD RADIO Listeners!

Brand New Data as of JULY 31, 2025!

Complete Demographic & Media Use Profiles









HUBBARD RADIO

98.9 THE BULL

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION



warm 106.9

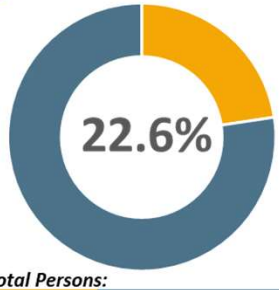
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM) Radio Stations: KPNW-FM Radio Stations: KQMV-FM Radio Stations: KQMV-FM M-F 6A-10A Radio Stations: KRWM-FM

HUBBARD BROADCASTING INC. HB INC.

22.6% or 863,155 of SEATTLE-TACOMA Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Typical Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 48.5 years old (1.7% older than average) and have a $131,810 (1.1% higher than average) annual household income.

Percent of Market: Adults 18 or older

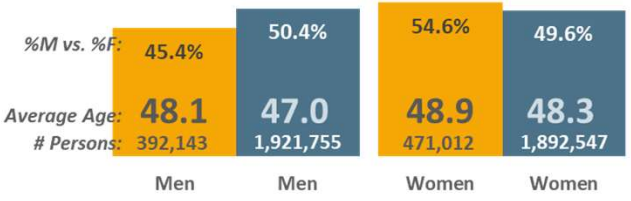


- who Listened to HUBBARD RADIO in the past 7 days
- Remainder of SEATTLE-TACOMA Metro

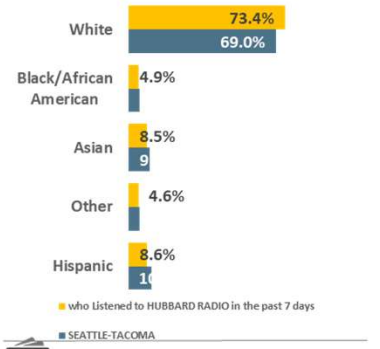
Total Persons:

863,155	2,951,147

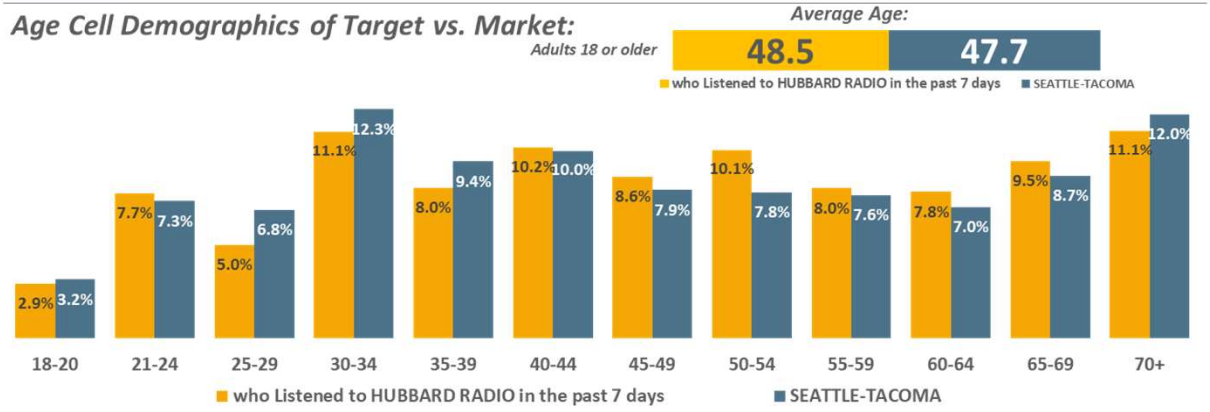
Gender of Target vs. Market: Adults 18 or older



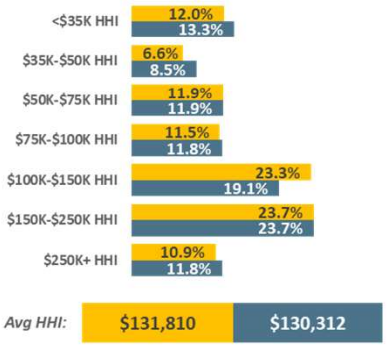
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



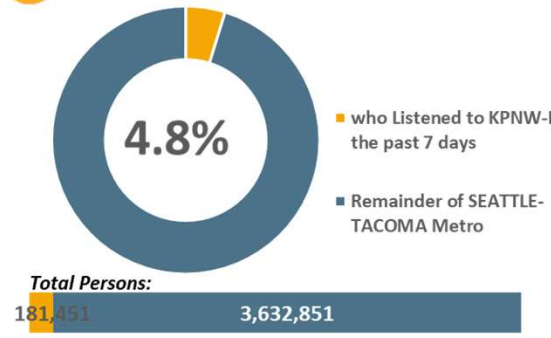
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 887

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(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM)

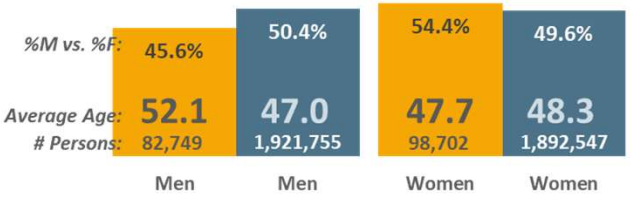
4.8% or 181,451 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KPNW-FM in the past 7 days. Typical Adults 18 or older who Listened to KPNW-FM in the past 7 days are 49.9 years old (4.6% older than average) and have a $132,056 (1.3% higher than average) annual household income.

Percent of Market: Adults 18 or older

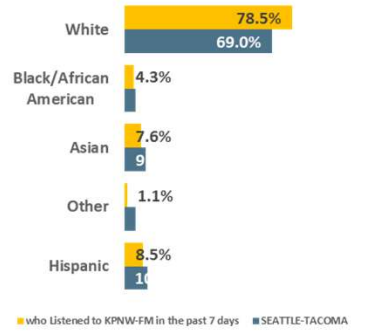


Total Persons:

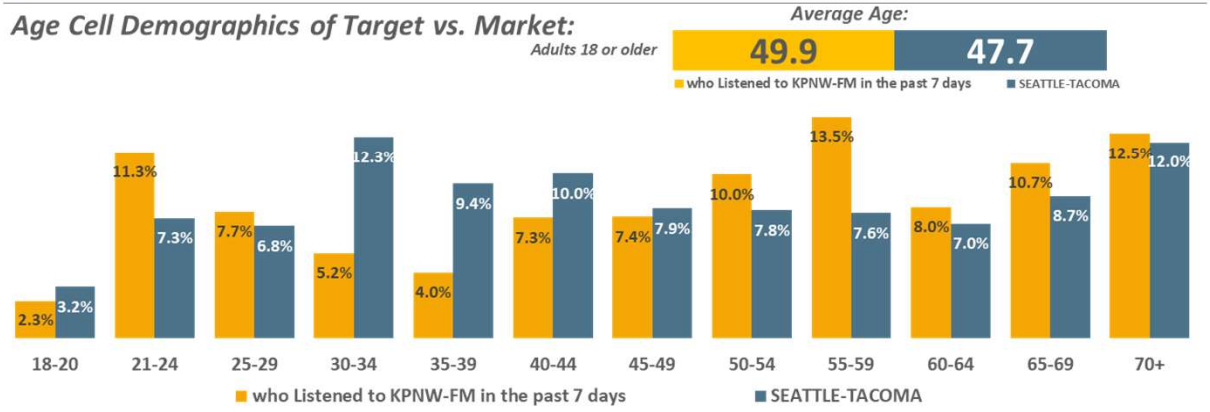
Gender of Target vs. Market: Adults 18 or older



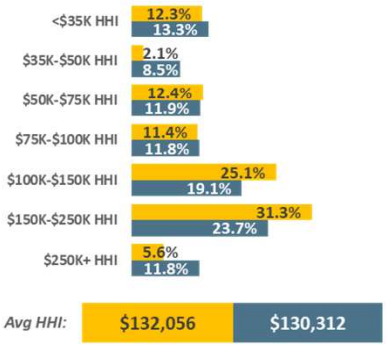
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



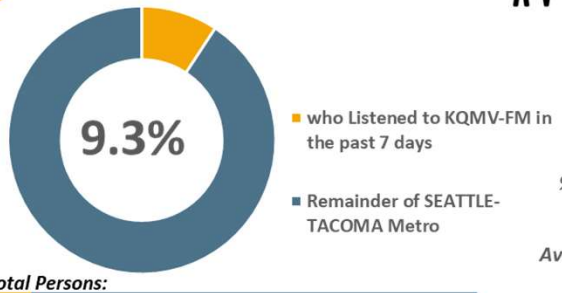
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 187

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Radio Stations: KPNW-FM

9.3% or 352,845 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KQMV-FM in the past 7 days. Typical Adults 18 or older who Listened to KQMV-FM in the past 7 days are 44.9 years old (5.8% younger than average) and have a $129,547 (.6% lower than average) annual household income.

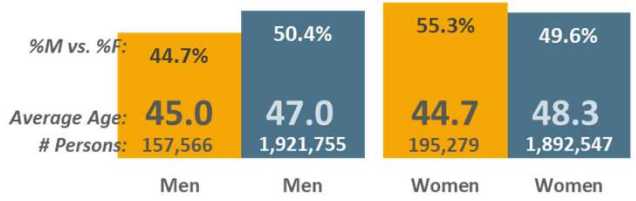
Percent of Market: Adults 18 or older



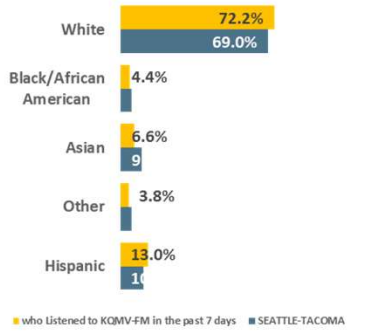
Total Persons:

352,845 | 3,461,457

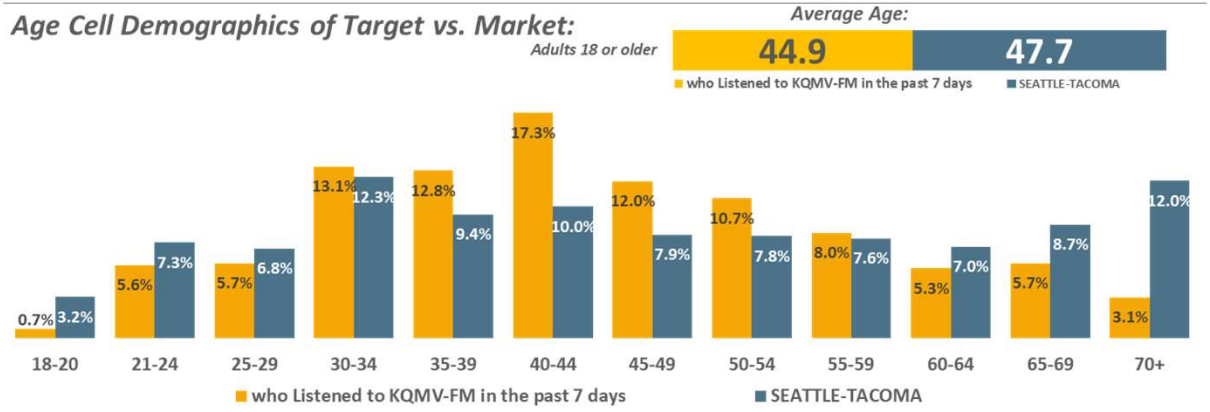
Gender of Target vs. Market: Adults 18 or older



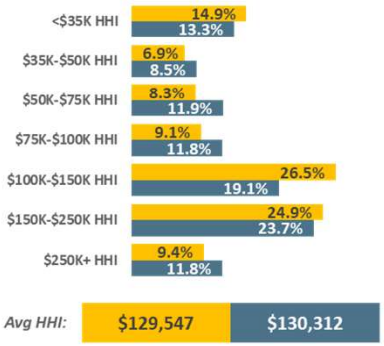
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



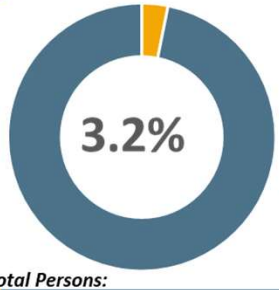
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 342

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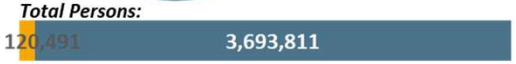


3.2% or 120,491 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KQMV-FM M-F 6a-10a in the past 7...
Typical Adults 18 or older who Listened to KQMV-FM M-F 6a-10a in the past 7 days are 42.4 years old (11.% younger than average) and have a $121,370 (6.9% lower than average) annual household income.

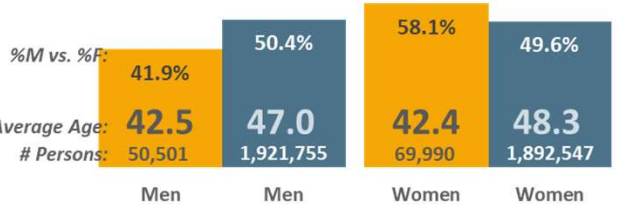
Percent of Market: Adults 18 or older



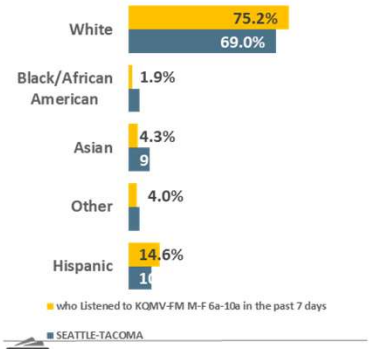
Total Persons:



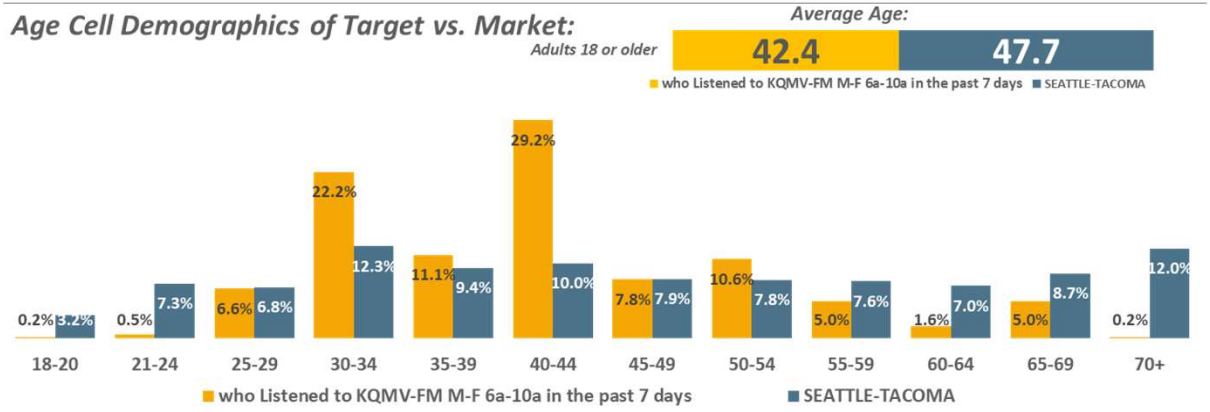
Gender of Target vs. Market: Adults 18 or older



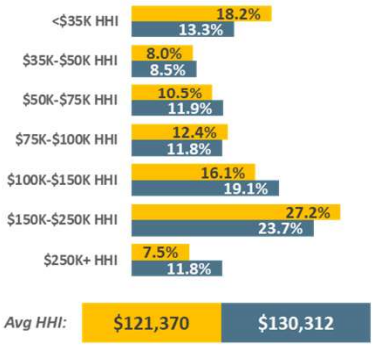
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



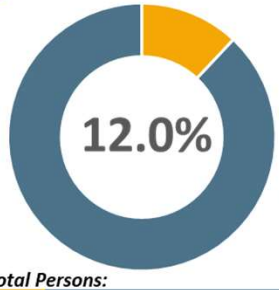
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 106

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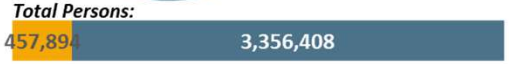
Radio Stations: KQMV-FM M-F 6A-10A

12.% or 457,894 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KRWM-FM in the past 7 days. Typical Adults 18 or older who Listened to KRWM-FM in the past 7 days are 49.3 years old (3.5% older than average) and have a $134,875 (3.5% higher than average) annual household income.

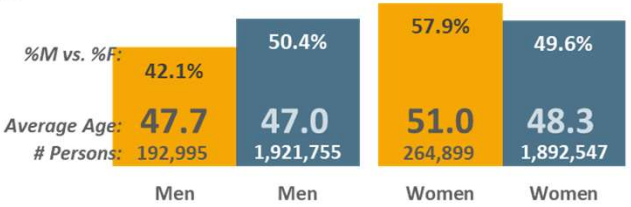
Percent of Market: Adults 18 or older



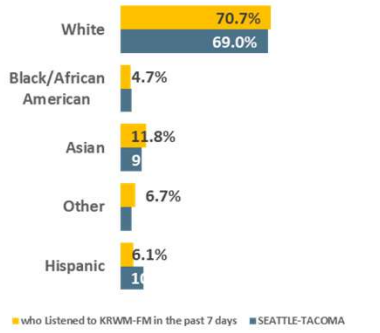
Total Persons:



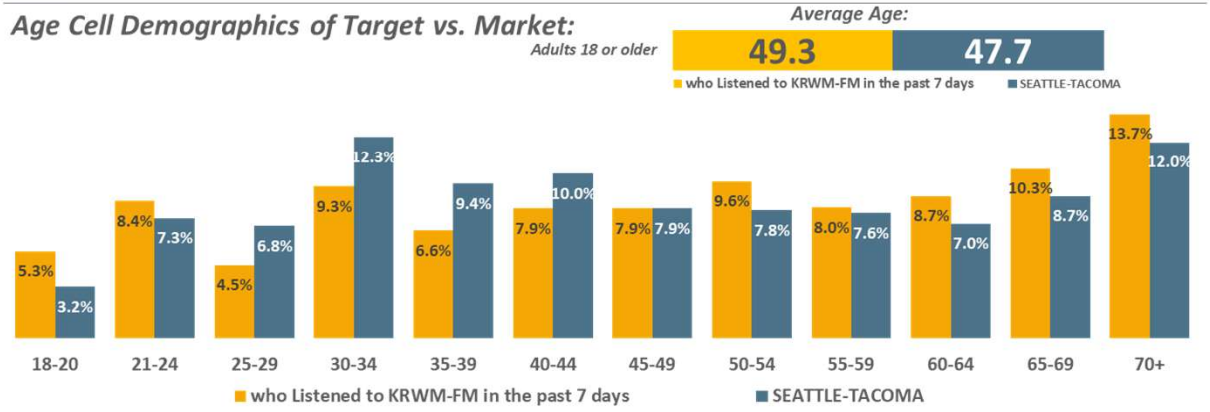
Gender of Target vs. Market: Adults 18 or older



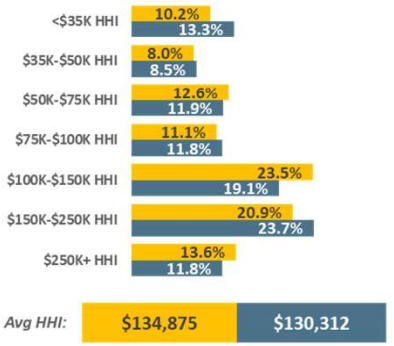
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



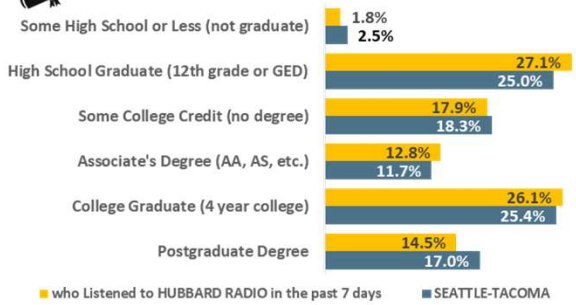
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 478

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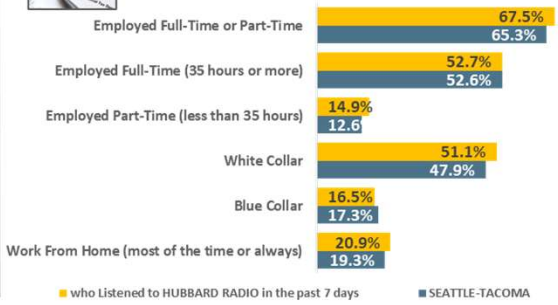
HUBBARD RADIO

22.6% or 863,155 of SEATTLE-TACOMA Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 4.4% less likely to be a college graduate, .1% more likely to work full-time, .8% more likely to be married, 3.3% less likely to be a parent of 1 or more children under 18.

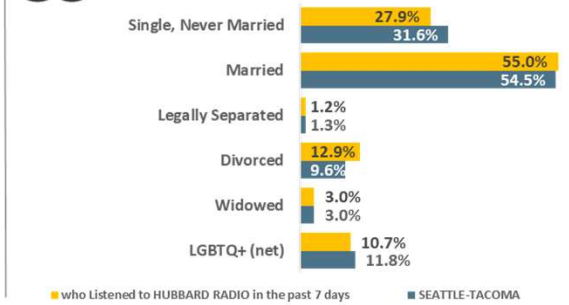
Education Levels: Adults 18 or older



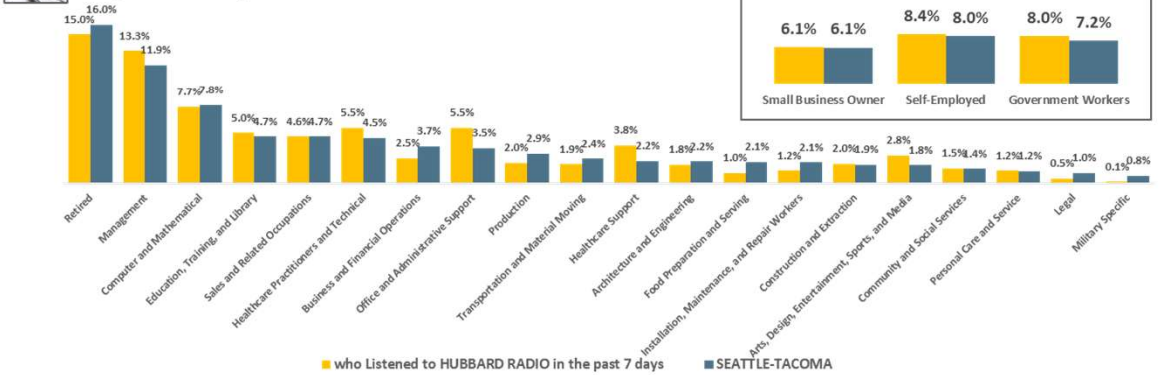
Employment: Adults 18 or older



Marital Status: Adults 18 or older

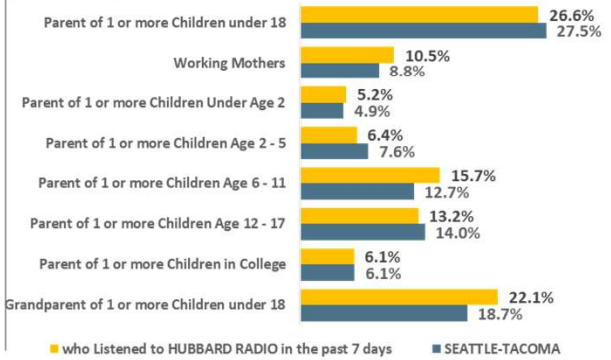


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



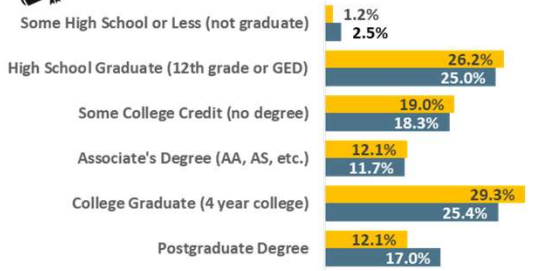
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 887

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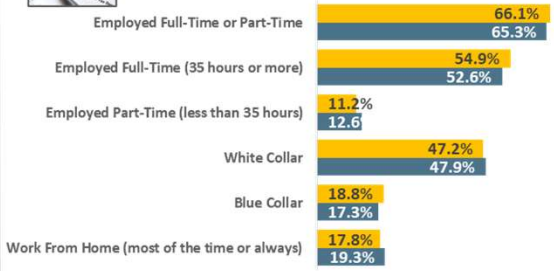
(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM)

4.8% or 181,451 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KPNW-FM in the past 7 days. Adults 18 or older who Listened to KPNW-FM in the past 7 days are 2.1% less likely to be a college graduate, 4.3% more likely to work full-time, 9.% more likely to be married, 17.4% less likely to be a parent of 1 or more children under 18.

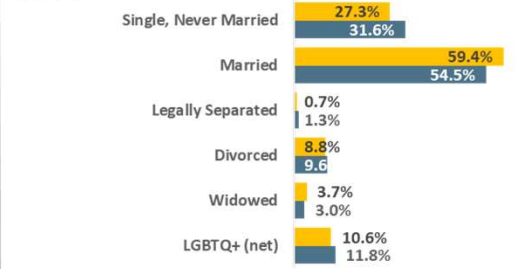
Education Levels: Adults 18 or older



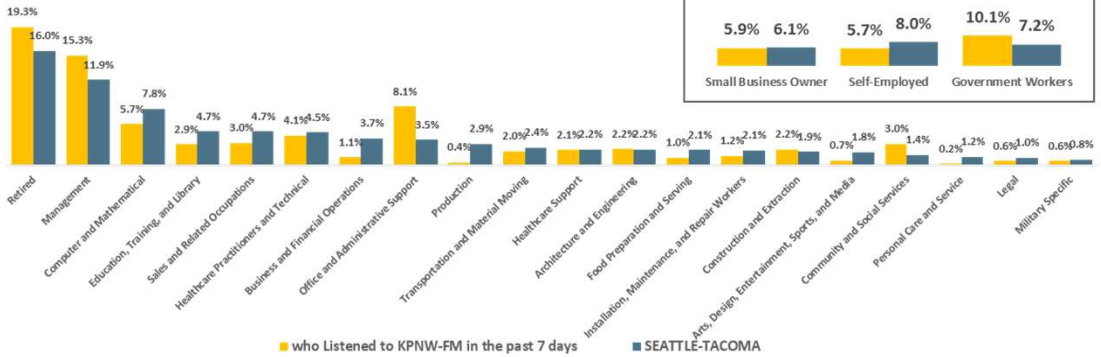
Employment: Adults 18 or older



Marital Status: Adults 18 or older

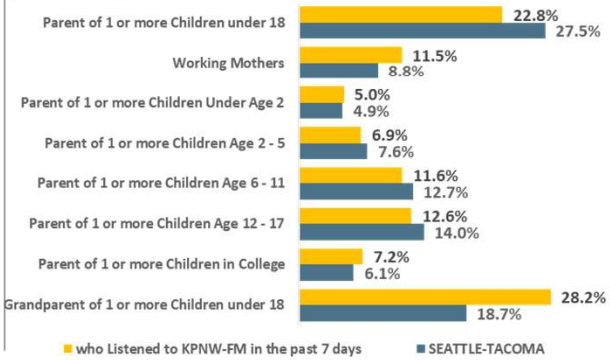


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



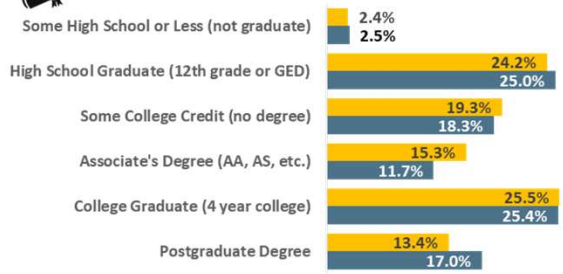
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Radio Stations: KPNW-FM

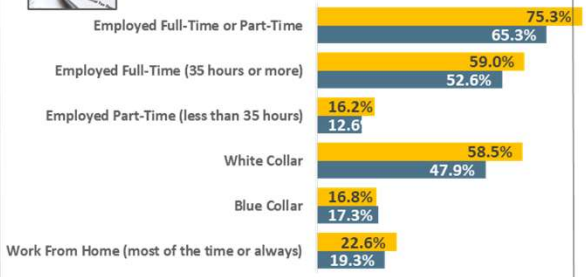
MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION

9.3% or 352,845 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KQMV-FM in the past 7 days. Adults 18 or older who Listened to KQMV-FM in the past 7 days are 8.2% less likely to be a college graduate, 12.1% more likely to work full-time, .9% more likely to be married, 39.3% more likely to be a parent of 1 or more children under 18.

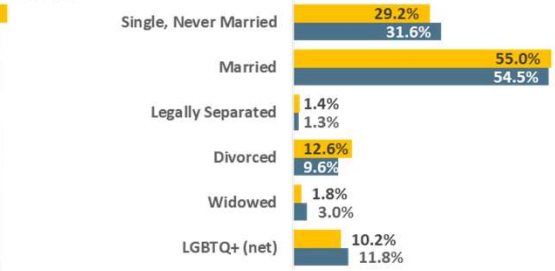
Education Levels: Adults 18 or older



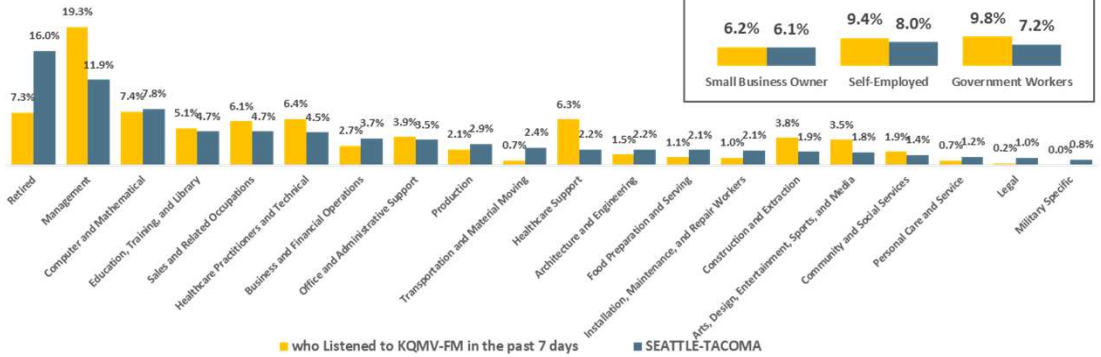
Employment: Adults 18 or older



Marital Status: Adults 18 or older

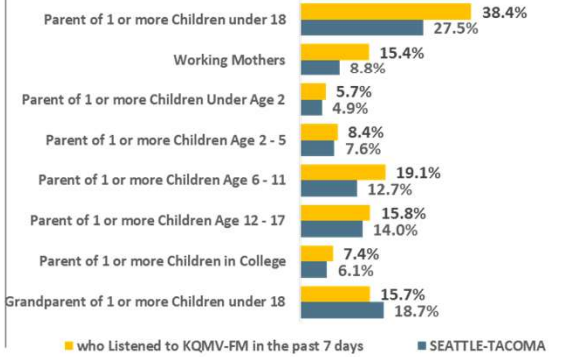


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 342

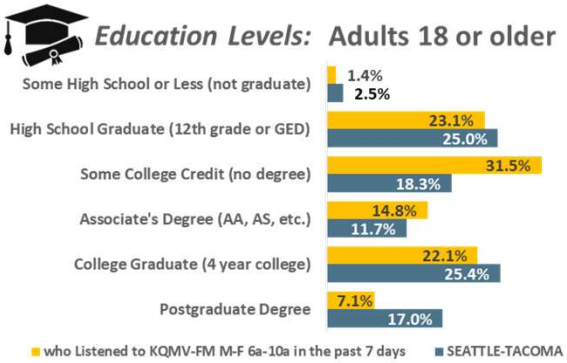
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Radio Stations: KQMV-FM

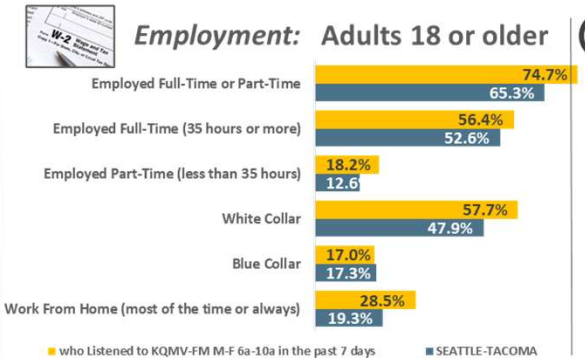


3.2% or 120,491 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KQMV-FM M-F 6a-10a in the past 7... Adults 18 or older who Listened to KQMV-FM M-F 6a-10a in the past 7 days are 31.1% less likely to be a college graduate, 7.2% more likely to work full-time, 1.8% less likely to be married, 72.2% more likely to be a parent of 1 or more children under 18.

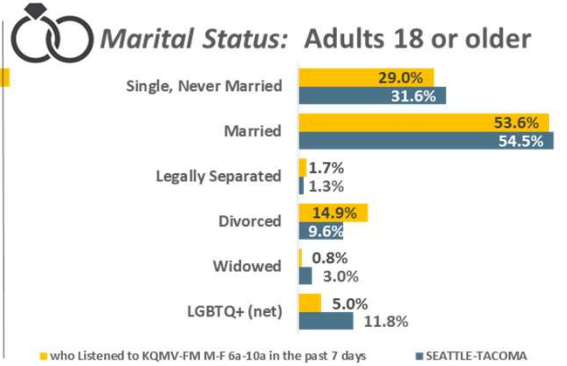
Education Levels: Adults 18 or older



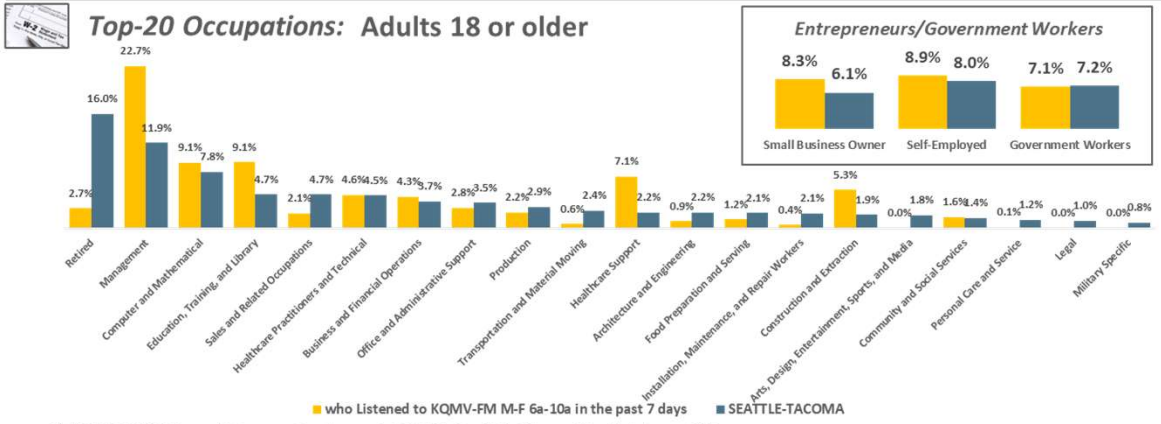
Employment: Adults 18 or older



Marital Status: Adults 18 or older

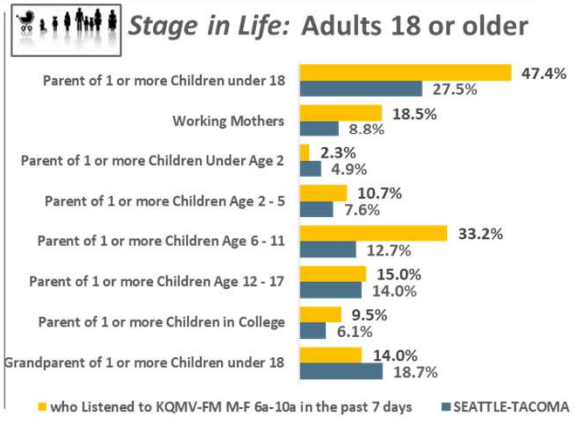


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older

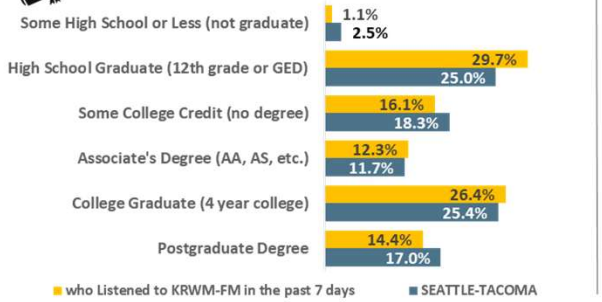


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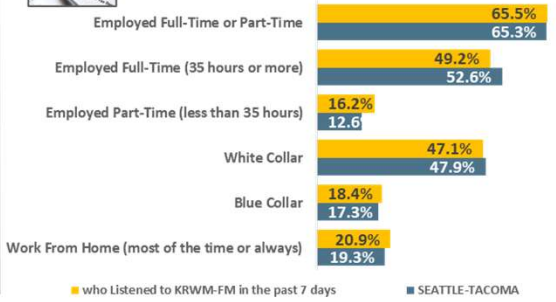
Radio Stations: KQMV-FM M-F 6A-10A

12.% or 457,894 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KRWM-FM in the past 7 days. Adults 18 or older who Listened to KRWM-FM in the past 7 days are 3.7% less likely to be a college graduate, 6.5% less likely to work full-time, .2% more likely to be married, 24.3% less likely to be a parent of 1 or more children under 18.

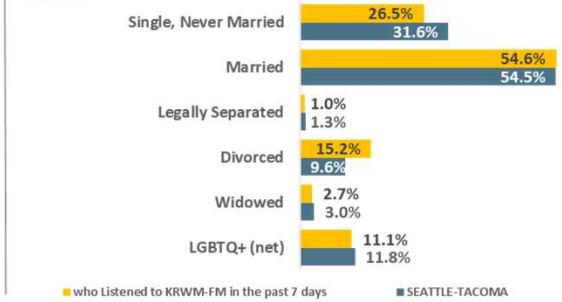
Education Levels: Adults 18 or older



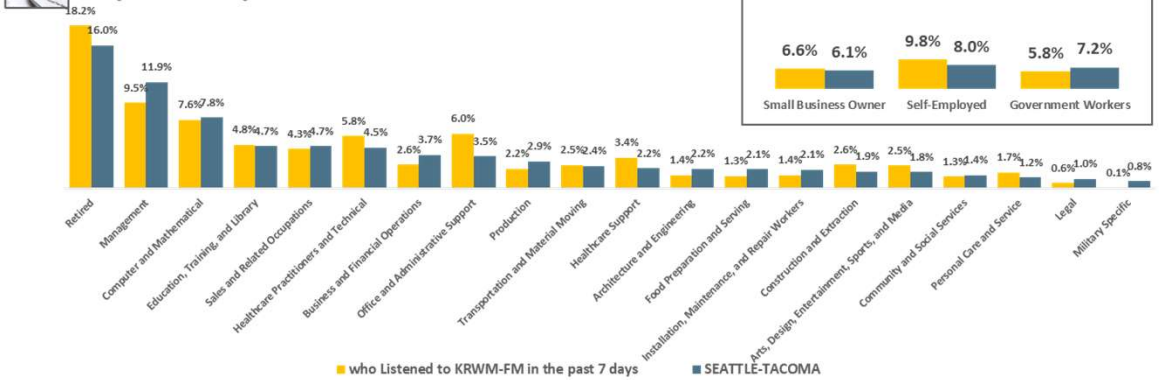
Employment: Adults 18 or older



Marital Status: Adults 18 or older

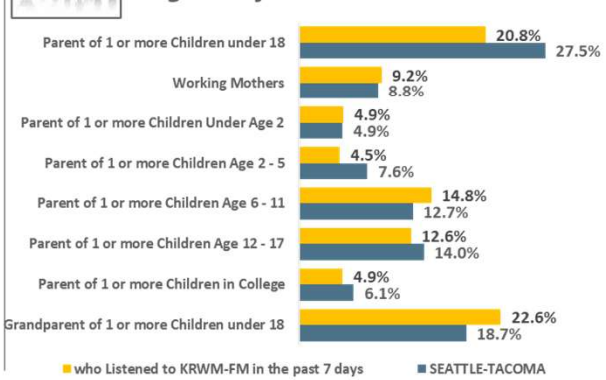


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



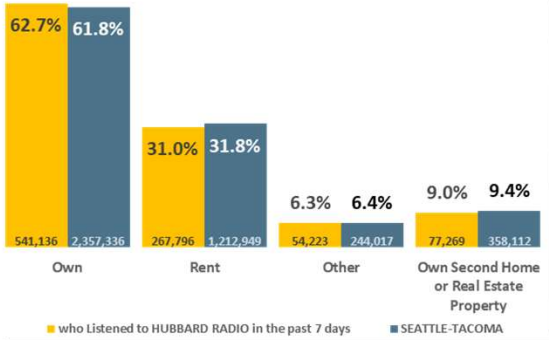
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Radio Stations: KRWM-FM

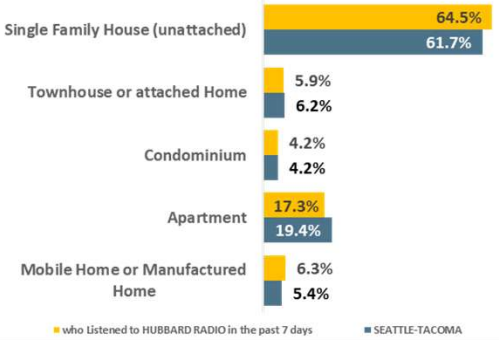
HUBBARD RADIO

22.6% or 863,155 of SEATTLE-TACOMA Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 1.4% more likely to own their home, .2% more likely to own a lower valued home, 4.5% more likely to have a single-family home, 11.1% more likely to have a dog.

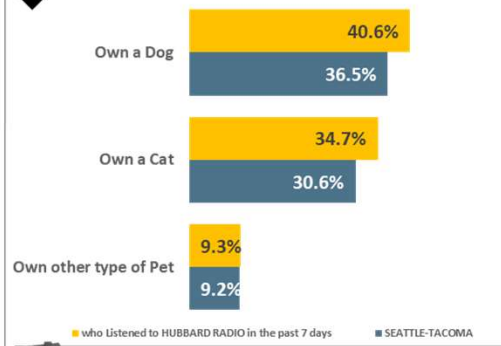
Own/Rent/Other: Adults 18 or older



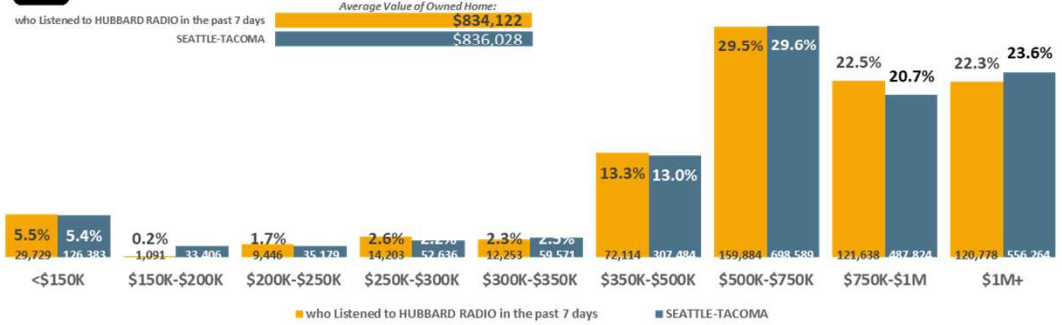
Type of Home: Adults 18 or older



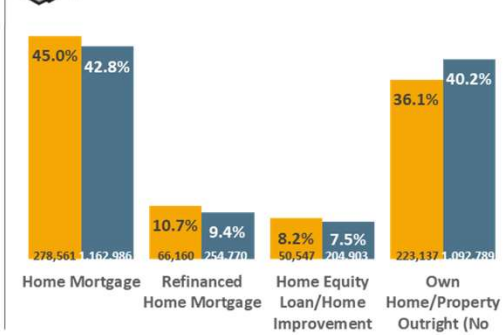
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



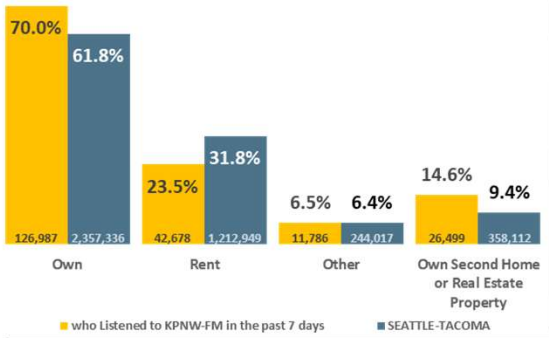
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 887

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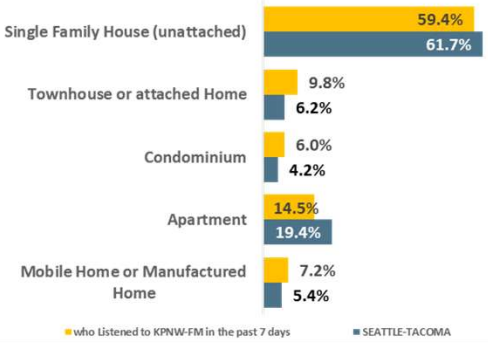
(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM)

4.8% or 181,451 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KPNW-FM in the past 7 days. Adults 18 or older who Listened to KPNW-FM in the past 7 days are 13.2% more likely to own their home, 13.2% more likely to own a lower valued home, 3.7% less likely to have a single-family home, 6.1% less likely to have a dog.

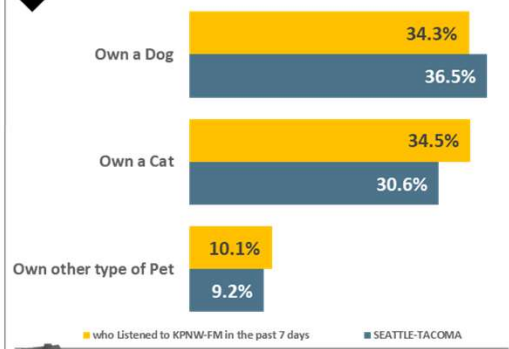
Own/Rent/Other: Adults 18 or older



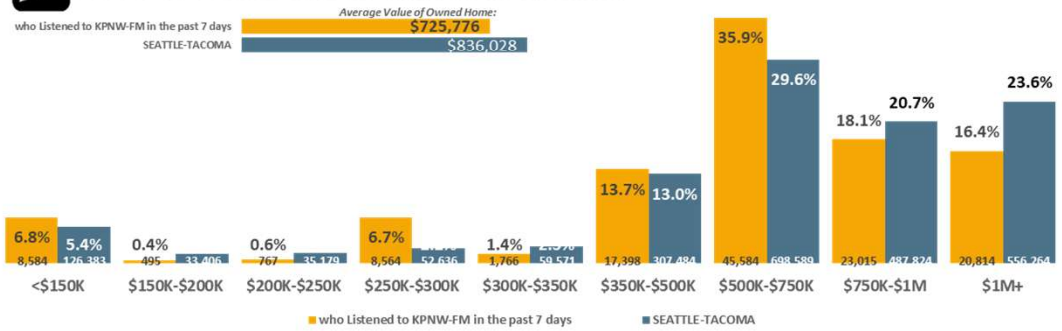
Type of Home: Adults 18 or older



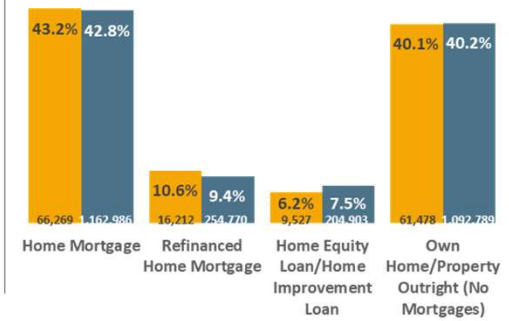
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



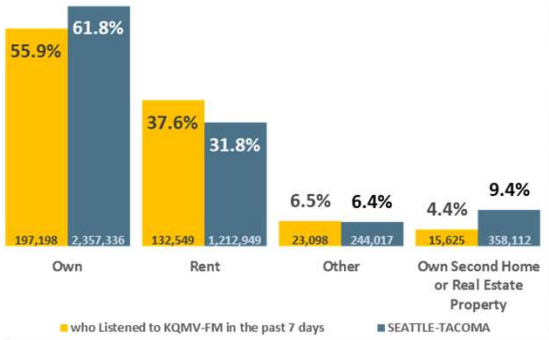
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 187

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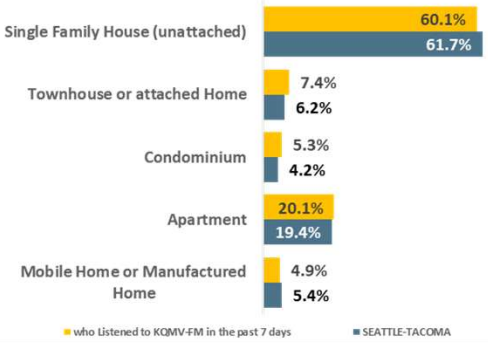
Radio Stations: KPNW-FM

9.3% or 352,845 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KQMV-FM in the past 7 days. Adults 18 or older who Listened to KQMV-FM in the past 7 days are 9.6% less likely to own their home, 10.1% more likely to own a lower valued home, 2.5% less likely to have a single-family home, 19.2% more likely to have a dog.

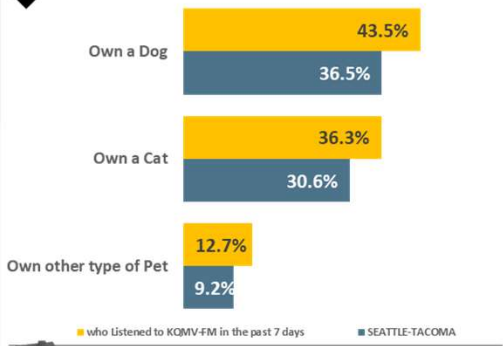
Own/Rent/Other: Adults 18 or older



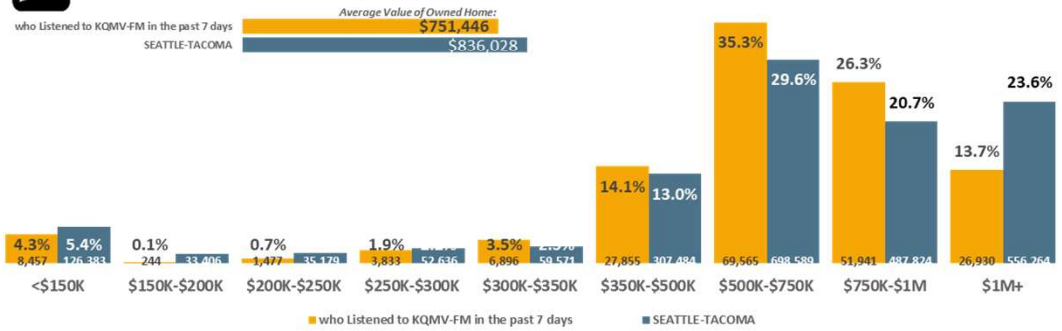
Type of Home: Adults 18 or older



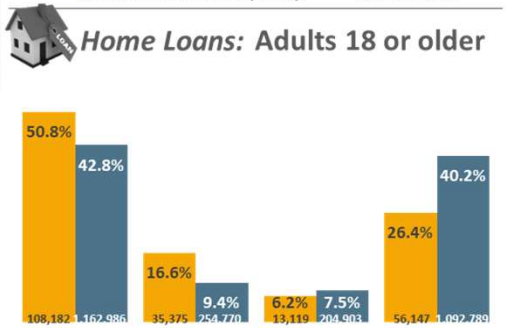
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 342

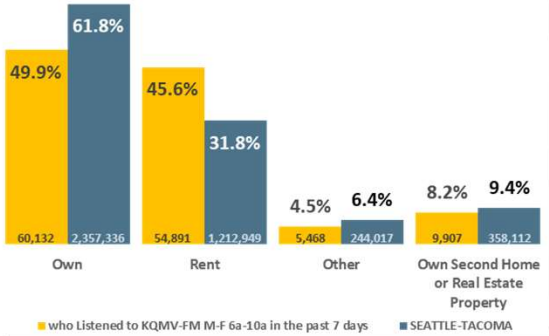
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Radio Stations: KQMV-FM

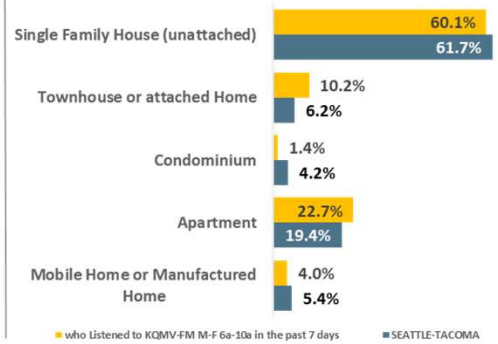


3.2% or 120,491 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KQMV-FM M-F 6a-10a in the past 7 days. Adults 18 or older who Listened to KQMV-FM M-F 6a-10a in the past 7 days are 19.2% less likely to own their home, 14.3% more likely to own a lower valued home, 2.7% less likely to have a single-family home, 11.3% more likely to have a dog.

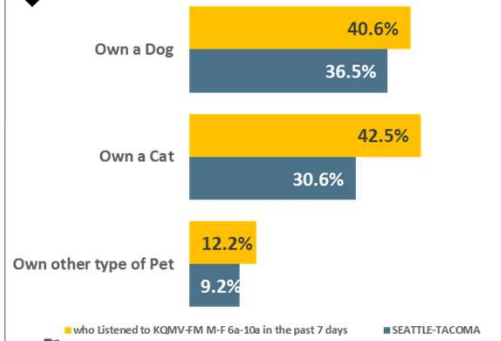
Own/Rent/Other: Adults 18 or older



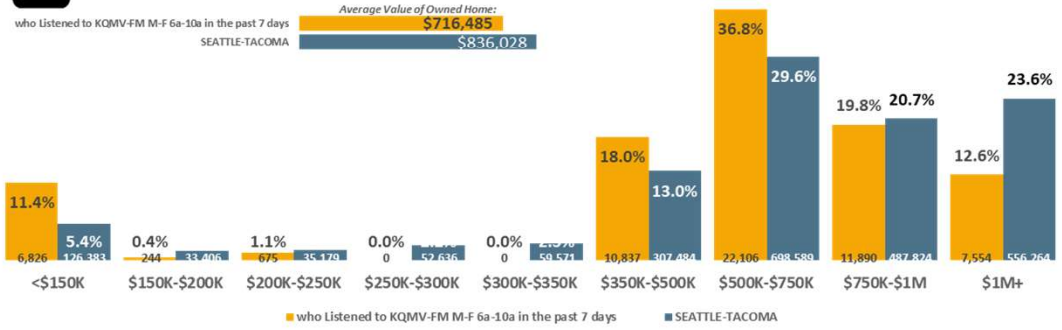
Type of Home: Adults 18 or older



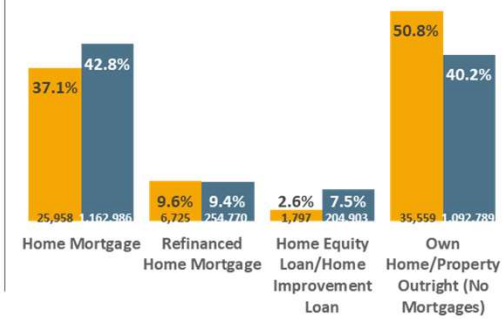
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



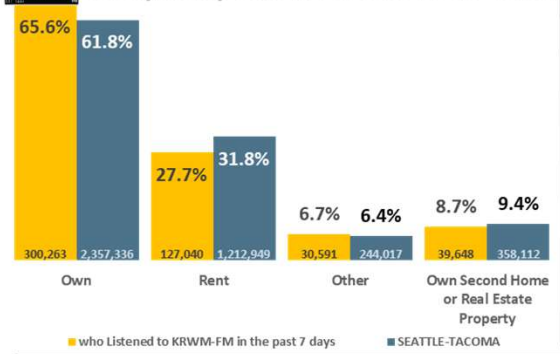
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 106

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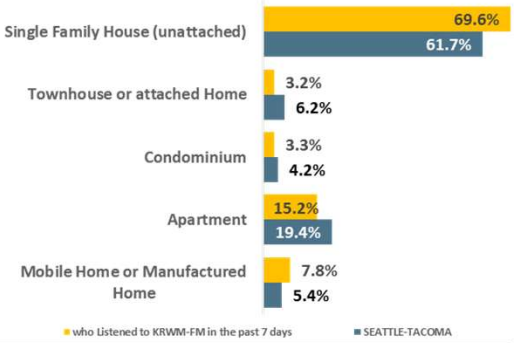
Radio Stations: KQMV-FM M-F 6A-10A

12.% or 457,894 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KRWM-FM in the past 7 days. Adults 18 or older who Listened to KRWM-FM in the past 7 days are 6.1% more likely to own their home, 5.9% more likely to own a higher valued home, 12.8% more likely to have a single-family home, 15.1% more likely to have a dog.

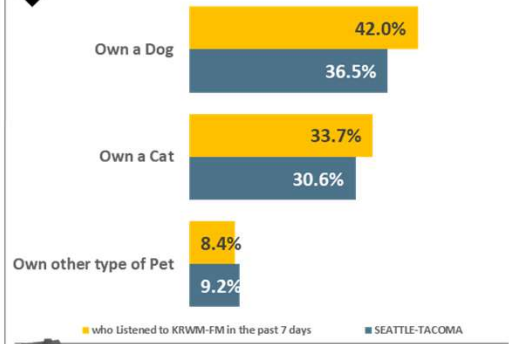
Own/Rent/Other: Adults 18 or older



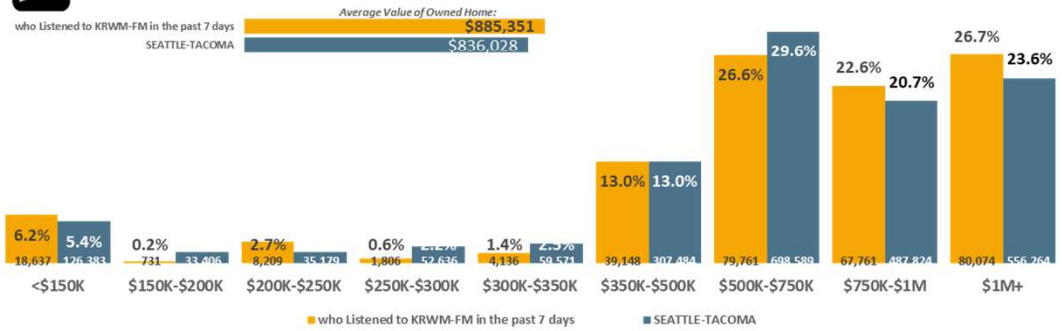
Type of Home: Adults 18 or older



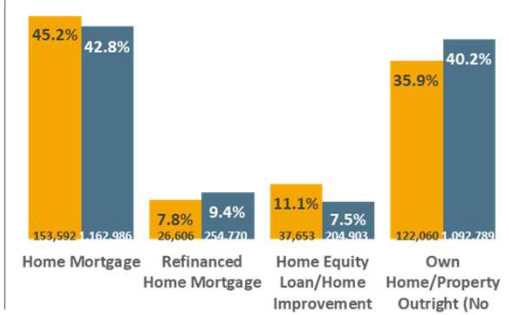
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



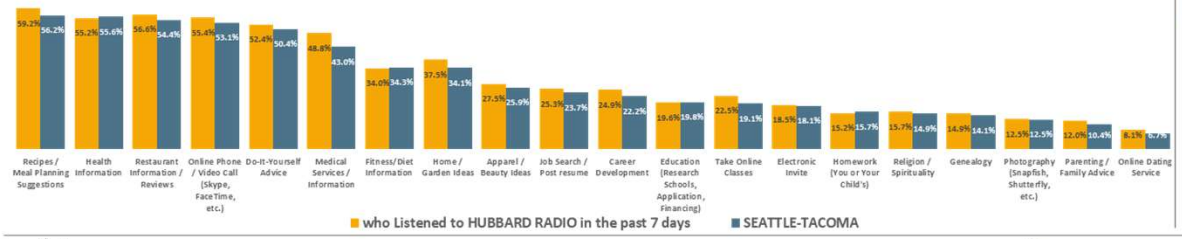
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 478

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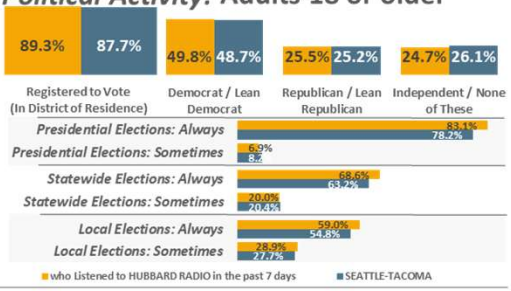
Radio Stations: KRWM-FM

22.6% or 863,155 of SEATTLE-TACOMA Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7… Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 4.1% more likely to look up D-I-Y advice online, 7.7% more likely to always vote in local elections, 3.2% less likely to belong to a gym, 2.2% more likely to fly domestic past yr.

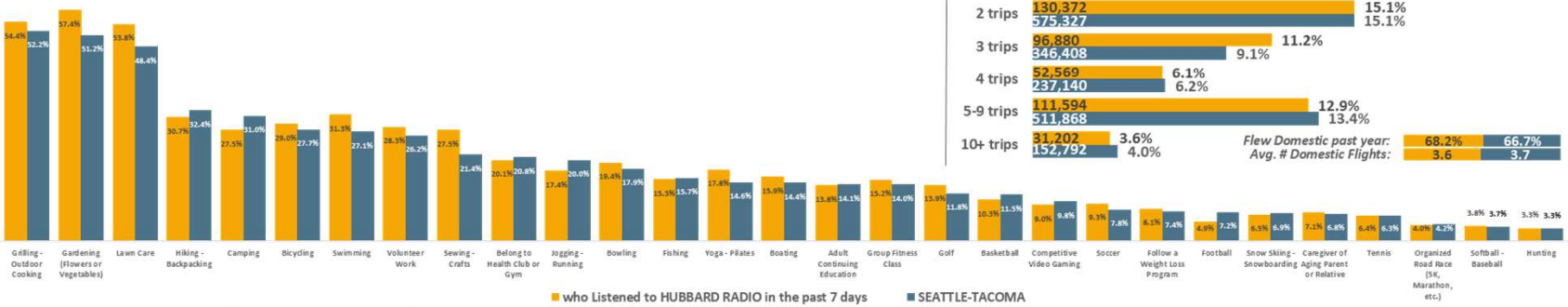
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

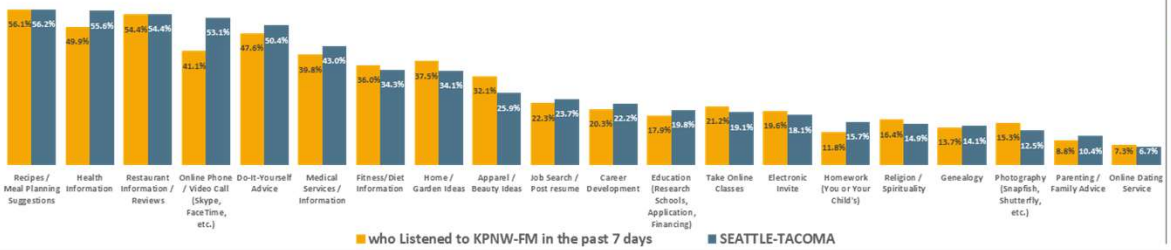
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 887

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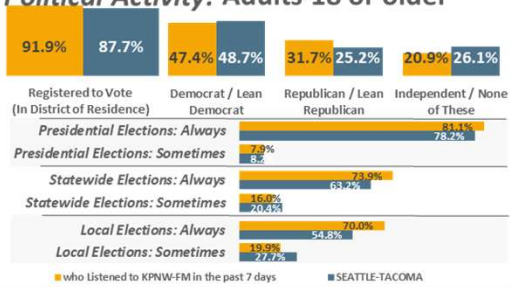
(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM)

4.8% or 181,451 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KPNW-FM in the past 7 days. Adults 18 or older who Listened to KPNW-FM in the past 7 days are 5.6% less likely to look up D-I-Y advice online, 27.9% more likely to always vote in local elections, 11.6% less likely to belong to a gym, 2.3% more likely to fly domestic past yr.

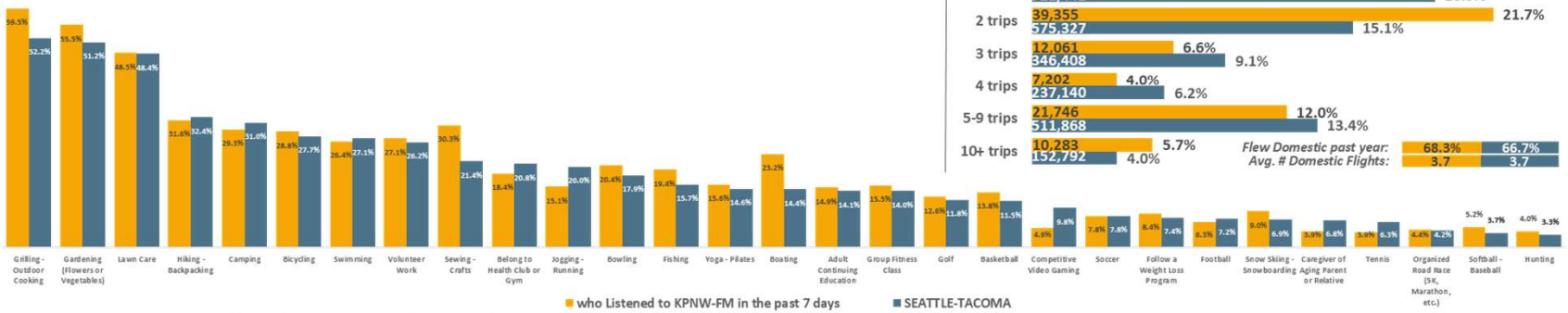
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

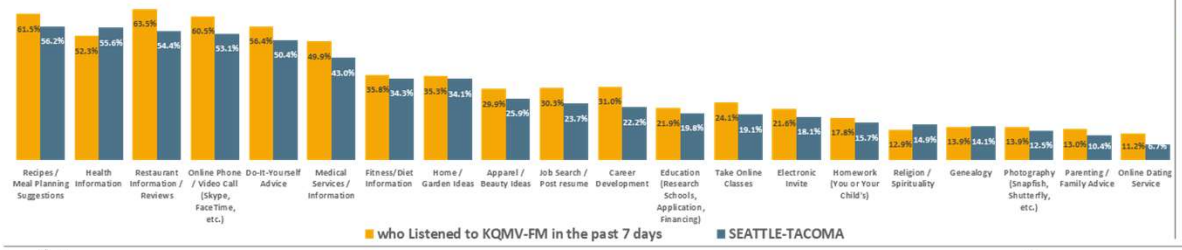
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 187

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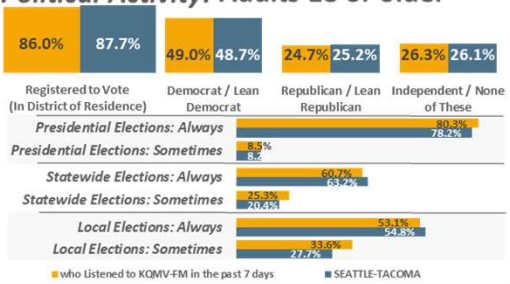
Radio Stations: KPNW-FM

9.3% or 352,845 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KQMV-FM in the past 7 days. Adults 18 or older who Listened to KQMV-FM in the past 7 days are 11.8% more likely to look up D-I-Y advice online, 3.1% less likely to always vote in local elections, 20.7% less likely to belong to a gym, 3.6% more likely to fly domestic past yr.

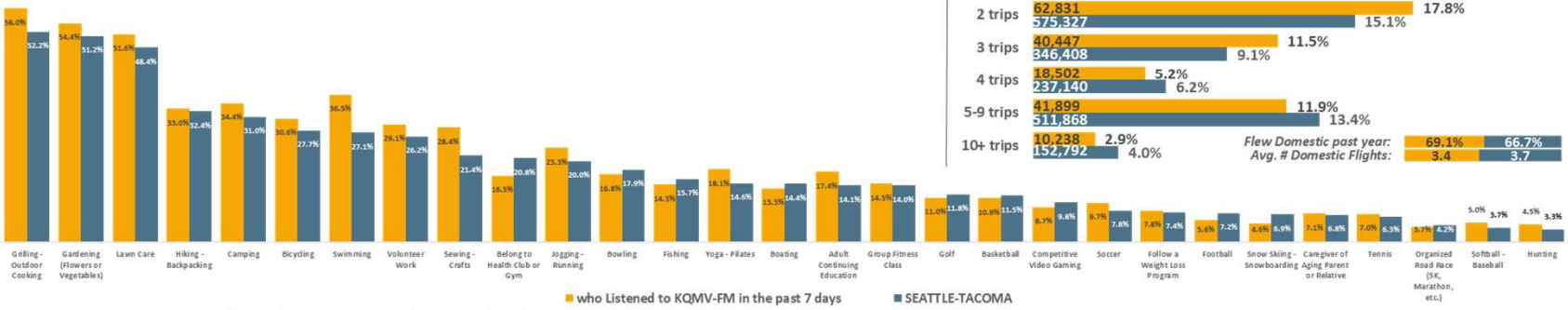
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

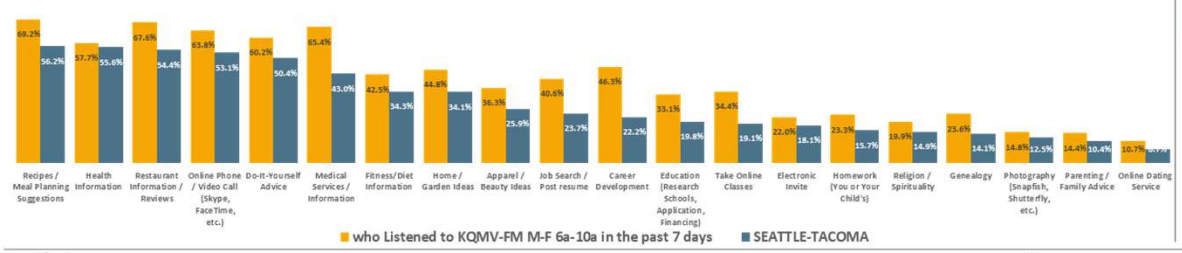
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 342

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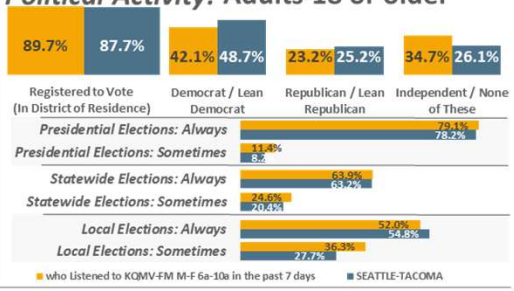


3.2% or 120,491 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KQMV-FM M-F 6a-10a in the past… Adults 18 or older who Listened to KQMV-FM M-F 6a-10a in the past 7 days are 19.5% more likely to look up D-I-Y advice online, 5.% less likely to always vote in local elections, 39.9% less likely to belong to a gym, .1% more likely to fly domestic past yr

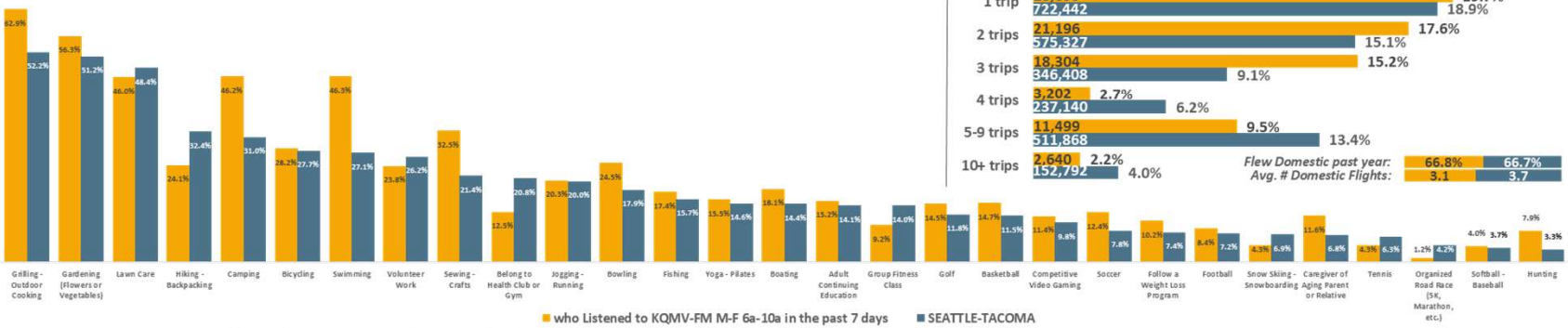
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



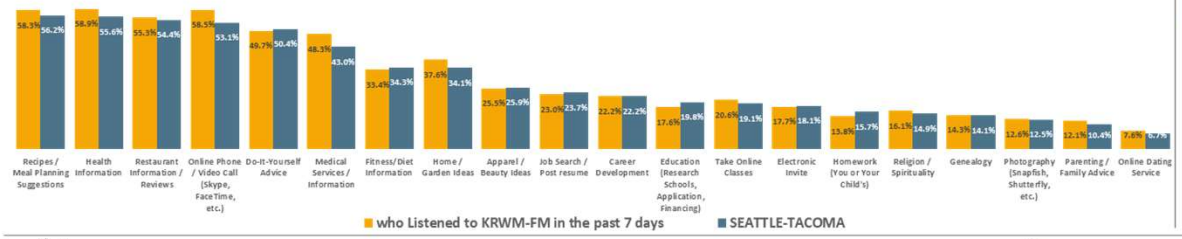
Past 12-months Domestic Airline Trips: Adults 18 or older

SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 106

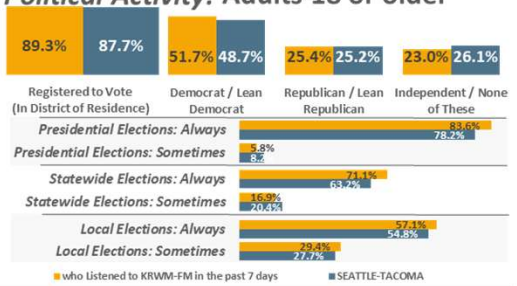
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12.% or 457,894 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KRWM-FM in the past 7 days. Adults 18 or older who Listened to KRWM-FM in the past 7 days are 1.5% less likely to look up D-I-Y advice online, 4.3% more likely to always vote in local elections, 10.4% more likely to belong to a gym, 6.2% more likely to fly domestic past yr.

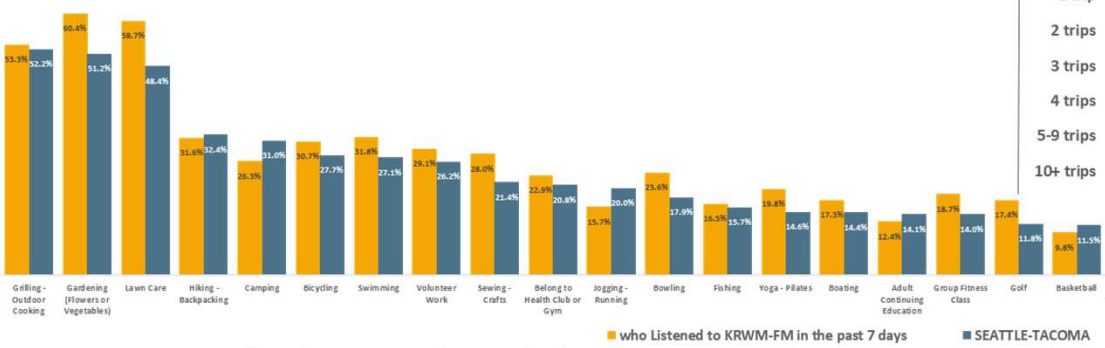
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



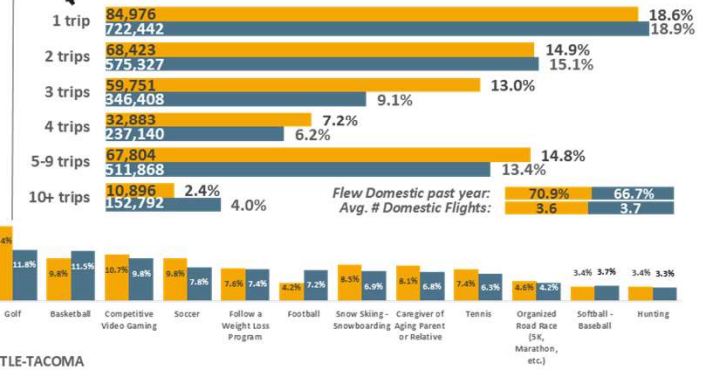
Political Activity: Adults 18 or older



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



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



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 478

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Radio Stations: KRWM-FM

22.6% or 863,155 of SEATTLE-TACOMA Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 7.4% more likely to use QSRs past mo., 5.% more likely to use Sit-Down Restaurants past mo., 6.3% more likely to use Casinos past yr., 5.3% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



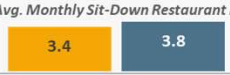
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

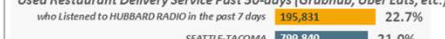


Top-10 Cuisines: Adults 18 or older

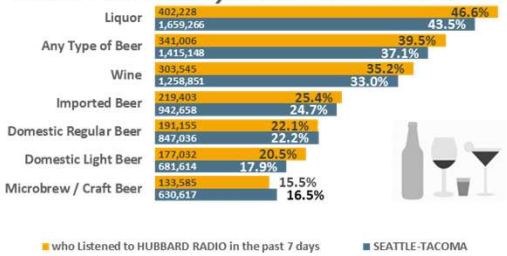
(Sit-Down Restaurants Used Past 30-days)



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

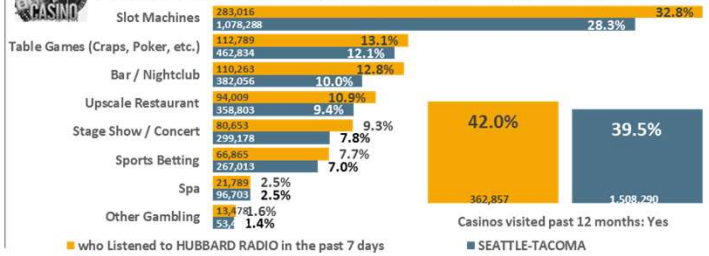


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 887

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(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM)

4.8% or 181,451 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KPNW-FM in the past 7 days. Adults 18 or older who Listened to KPNW-FM in the past 7 days are 11.8% more likely to use QSRs past mo., .3% more likely to use Sit-Down Restaurants past mo., 20.8% more likely to use Casinos past yr., 12.4% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



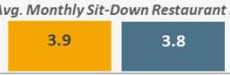
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

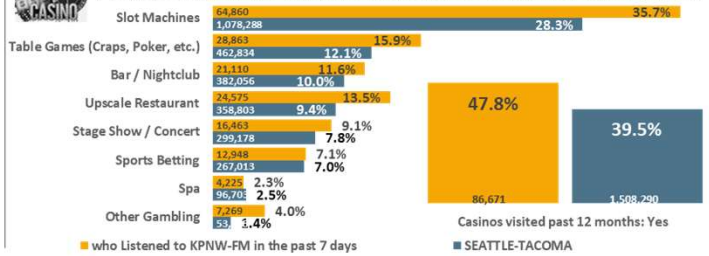


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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Radio Stations: KPNW-FM

9.3% or 352,845 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KQMV-FM in the past 7 days. Adults 18 or older who Listened to KQMV-FM in the past 7 days are 10.1% more likely to use QSRs past mo., .3% less likely to use Sit-Down Restaurants past mo., 7.4% more likely to use Casinos past yr., 11.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



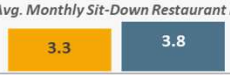
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

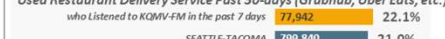


Top-10 Cuisines: Adults 18 or older

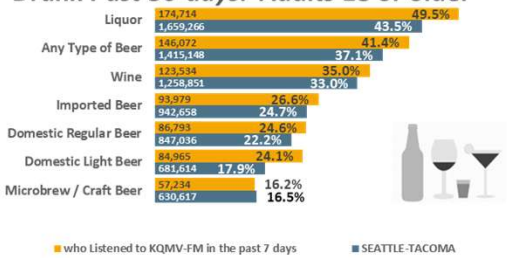
(Sit-Down Restaurants Used Past 30-days)



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

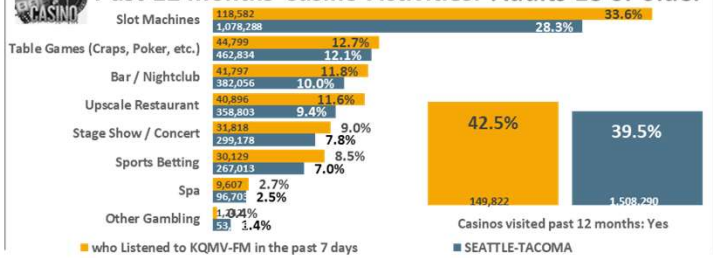


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 342

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Radio Stations: KQMV-FM



3.2% or 120,491 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KQMV-FM M-F 6a-10a in the past 7 days. Adults 18 or older who Listened to KQMV-FM M-F 6a-10a in the past 7 days are 11.5% more likely to use QSRs past mo., .9% less likely to use Sit-Down Restaurants past mo., 3.3% more likely to use Casinos past yr., 77.8% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 88.8% 107,049 | 79.7% 3,038,130

Avg. Monthly QSR Meals: 5.0 | 5.5

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



Total Monthly Sit-Down Restaurant Users: 69.8% 84,060 | 70.4% 2,684,374

Avg. Monthly Sit-Down Restaurant Meals: 2.9 | 3.8

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 KQMV-FM M-F 6a-10a in the past 7... 31,833 26.4%

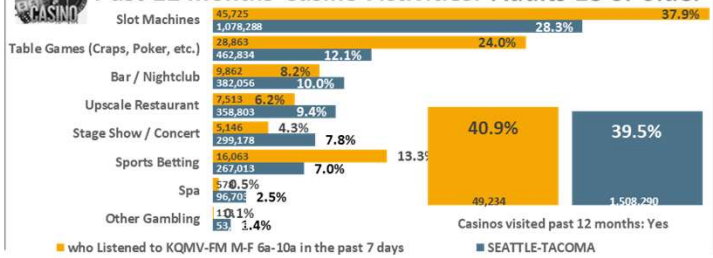
SEATTLE-TACOMA 799,840 21.0%

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



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warm 106.9

12.% or 457,894 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KRWM-FM in the past 7 days. Adults 18 or older who Listened to KRWM-FM in the past 7 days are 6.3% more likely to use QSRs past mo., 10.5% more likely to use Sit-Down Restaurants past mo., 8.8% more likely to use Casinos past yr., 5.5% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



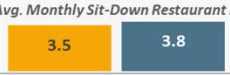
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



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.)

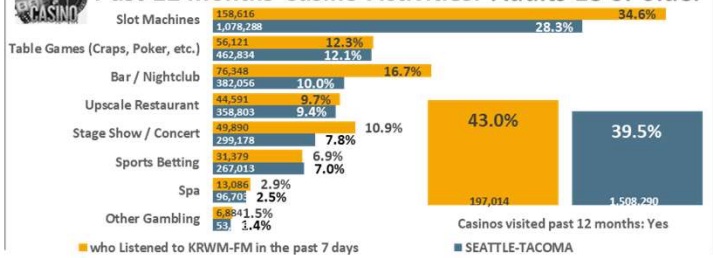


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



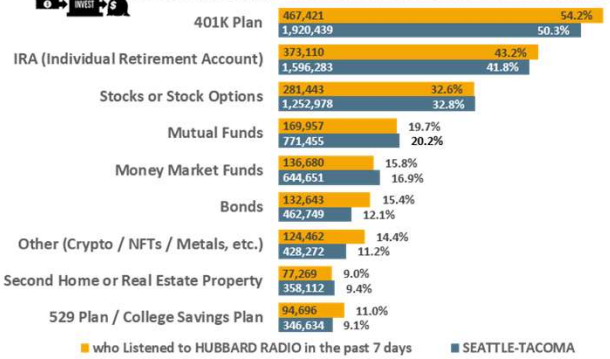
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 478

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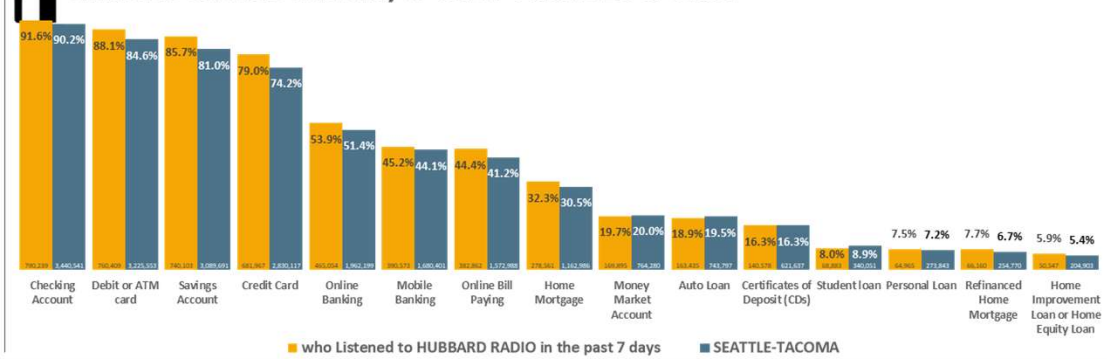
Radio Stations: KRWM-FM

22.6% or 863,155 of SEATTLE-TACOMA Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7... Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 7.6% more likely to have a 401K, 2.9% less likely to have an Auto Loan, 5.9% less likely to Invest/Trade Stocks Online, 5.9% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

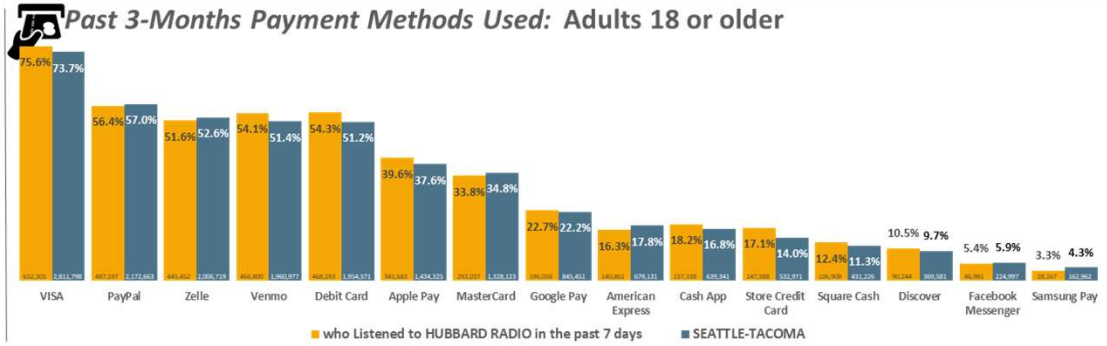


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 887

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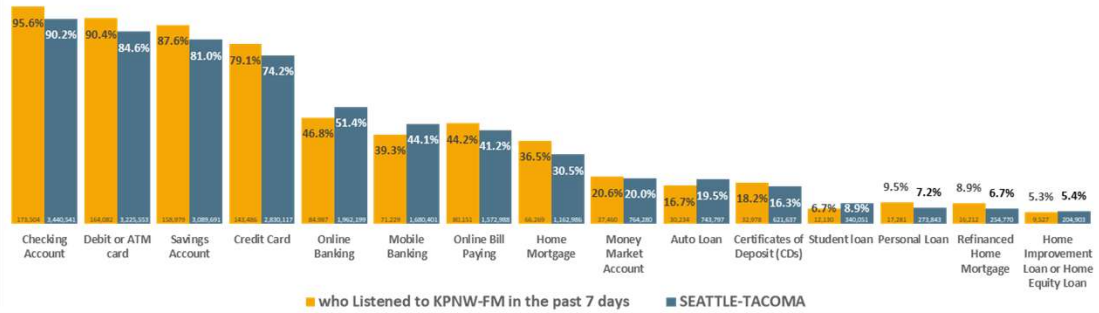
(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM)

4.8% or 181,451 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KPNW-FM in the past 7 days. Adults 18 or older who Listened to KPNW-FM in the past 7 days are 5.2% less likely to have a 401K, 14.6% less likely to have an Auto Loan, 17.8% less likely to Invest/Trade Stocks Online, .7% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



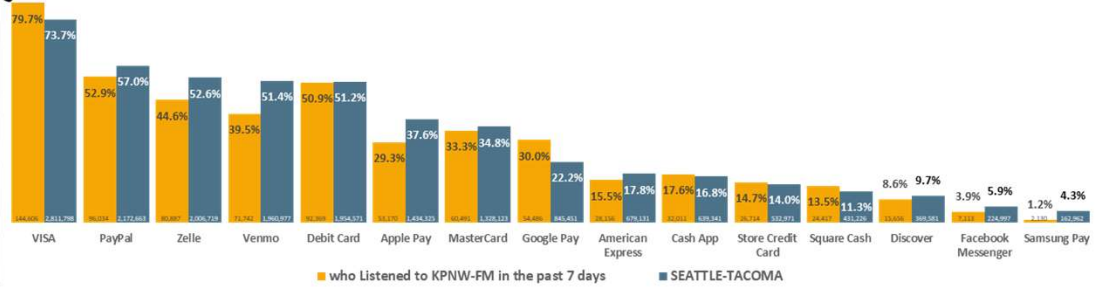
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



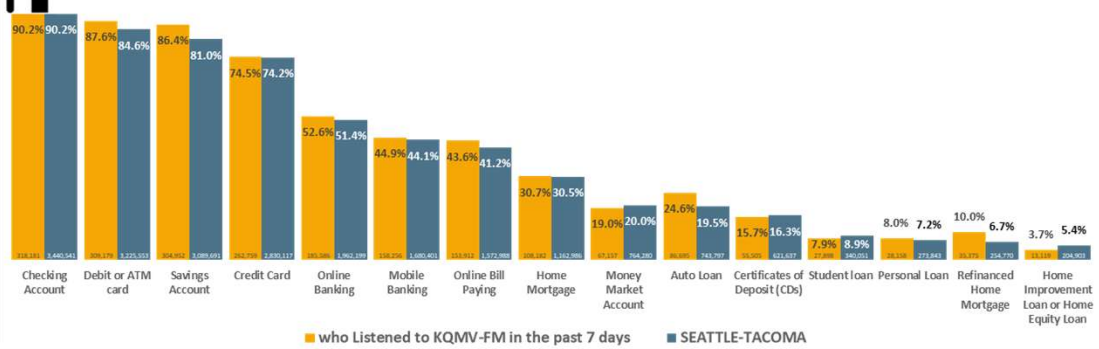
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9.3% or 352,845 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KQMV-FM in the past 7 days. Adults 18 or older who Listened to KQMV-FM in the past 7 days are 13.% more likely to have a 401K, 26.% more likely to have an Auto Loan, 4.9% less likely to Invest/Trade Stocks Online, 2.7% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



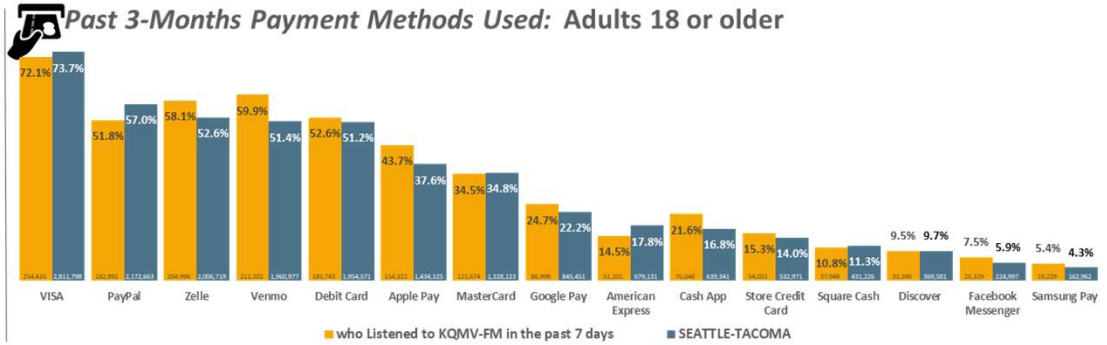
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 342

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Radio Stations: KQMV-FM

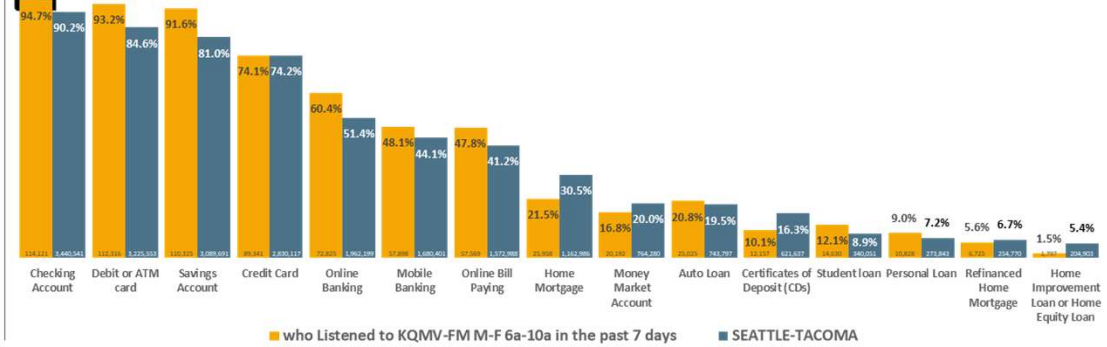


3.2% or 120,491 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KQMV-FM M-F 6a-10a in the past… Adults 18 or older who Listened to KQMV-FM M-F 6a-10a in the past 7 days are 9.7% more likely to have a 401K, 6.5% more likely to have an Auto Loan, .1% less likely to Invest/Trade Stocks Online, 23.2% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



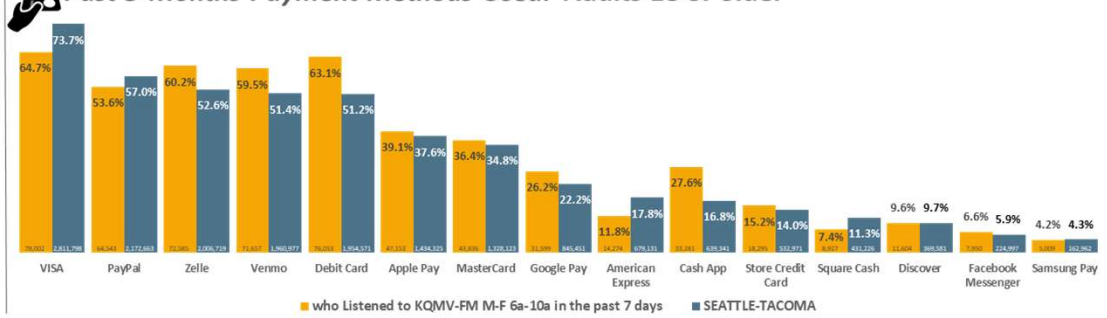
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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

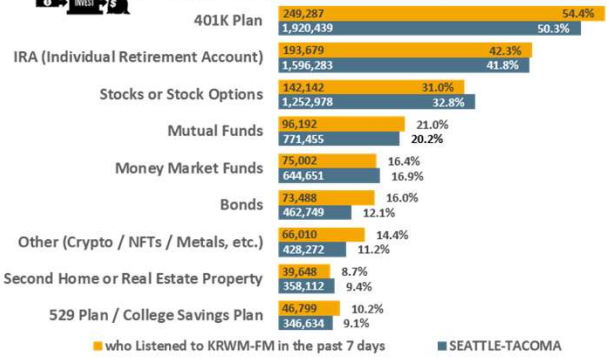


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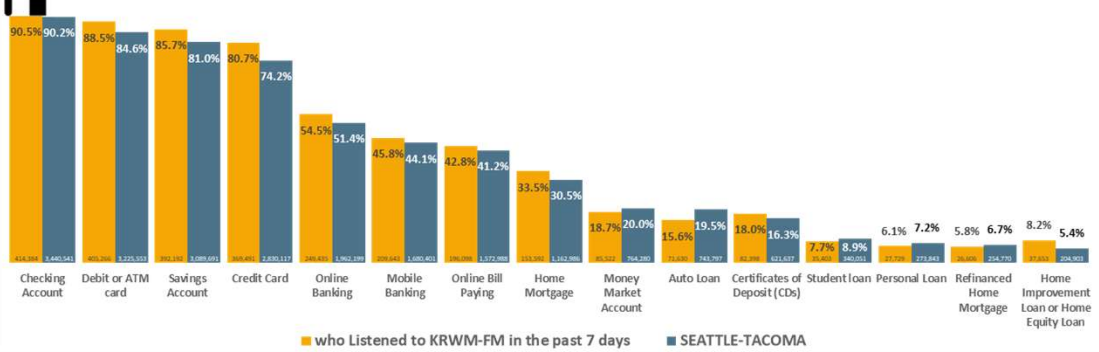
Radio Stations: KQMV-FM M-F 6A-10A

12.% or 457,894 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KRWM-FM in the past 7 days. Adults 18 or older who Listened to KRWM-FM in the past 7 days are 8.1% more likely to have a 401K, 19.8% less likely to have an Auto Loan, 9.3% less likely to Invest/Trade Stocks Online, 13.1% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



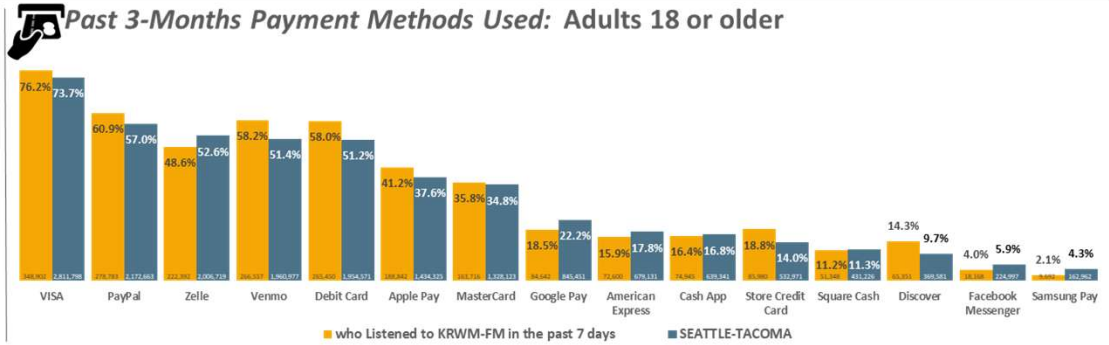
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older

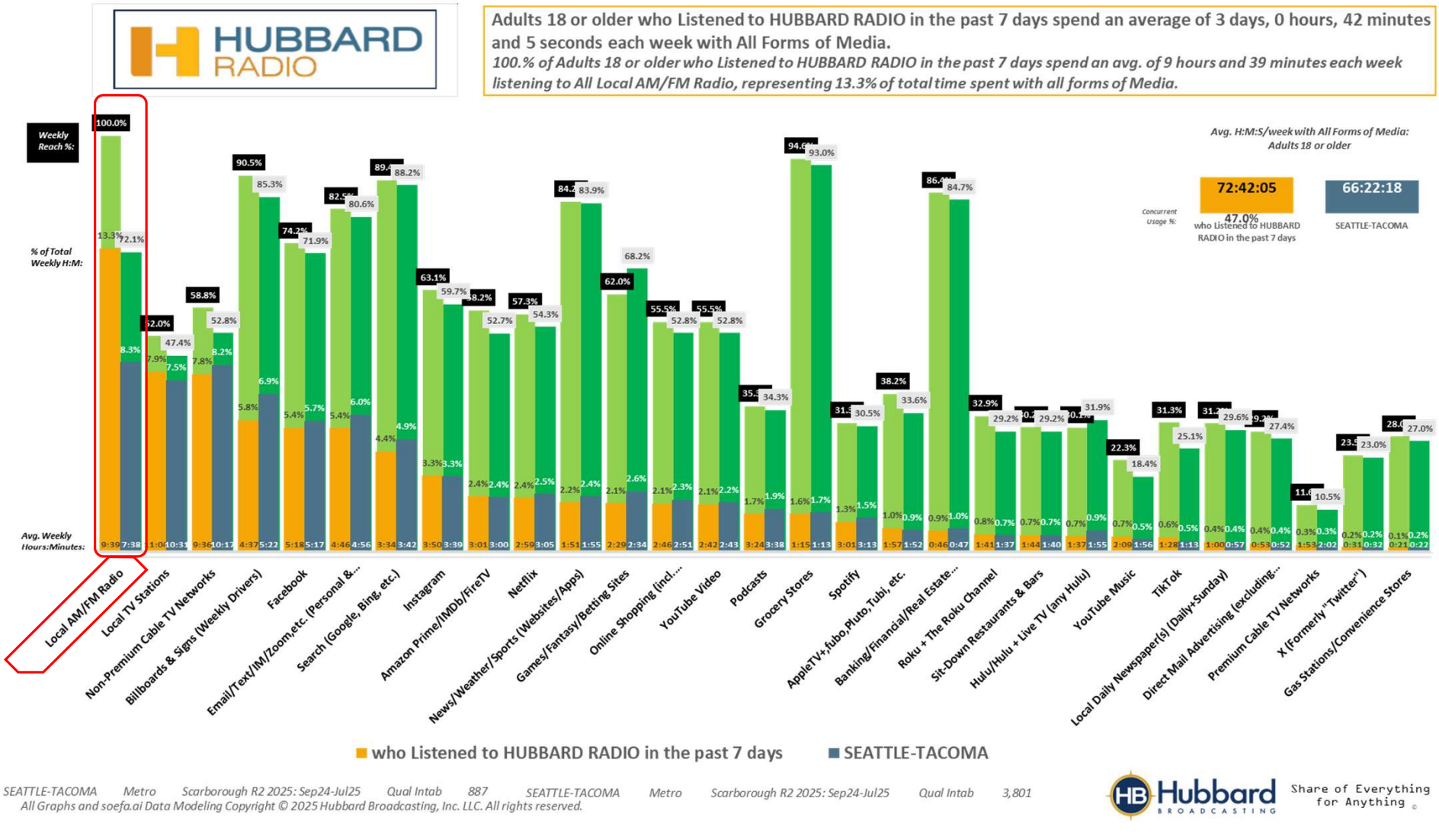


Past 3-Months Payment Methods Used: Adults 18 or older



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 478

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SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 887 SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,801

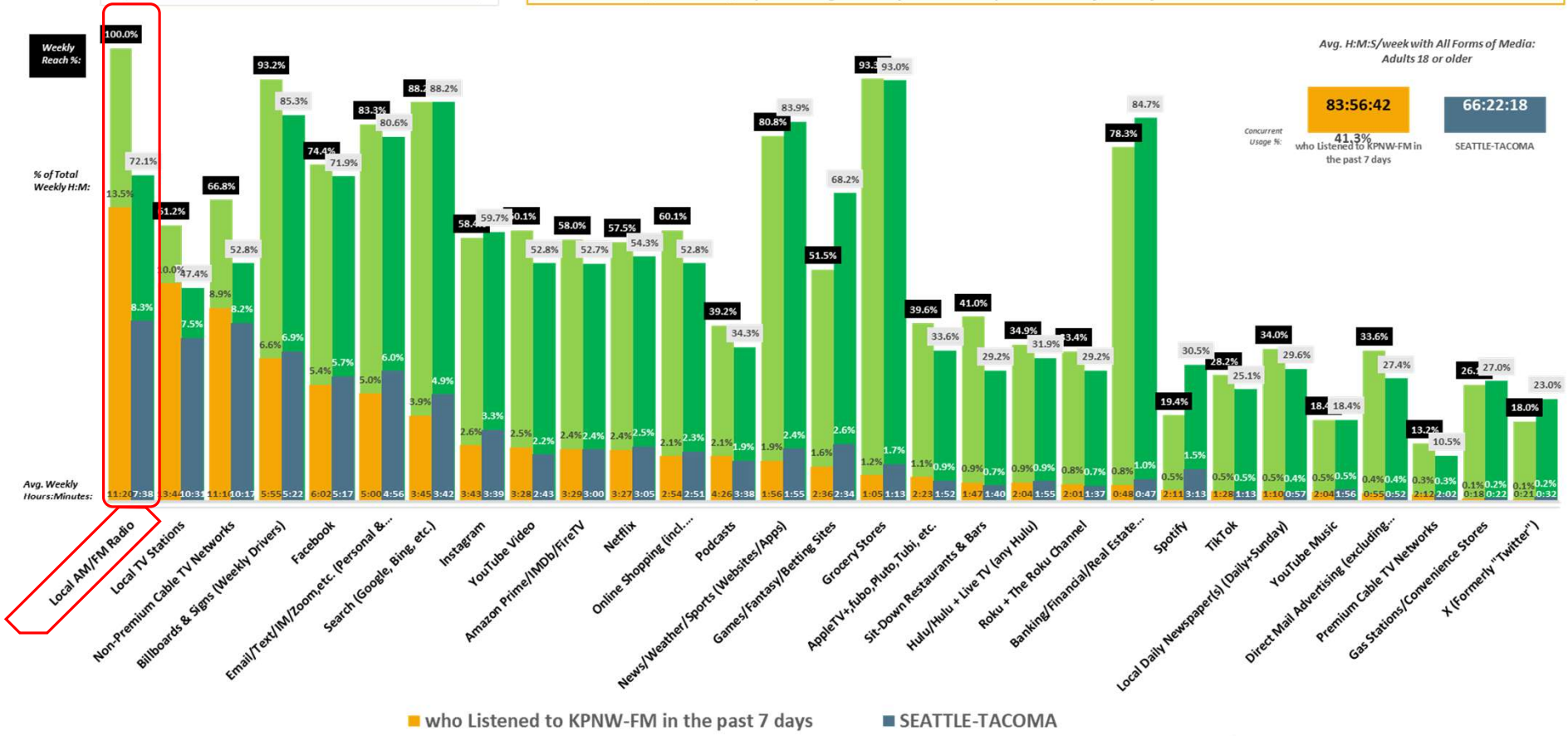
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(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM)

Adults 18 or older who Listened to KPNW-FM in the past 7 days spend an average of 3 days, 11 hours, 56 minutes and 42 seconds each week with All Forms of Media.

100.% of Adults 18 or older who Listened to KPNW-FM in the past 7 days spend an avg. of 11 hours and 20 minutes each week listening to All Local AM/FM Radio, representing 13.5% of total time spent with all forms of Media.

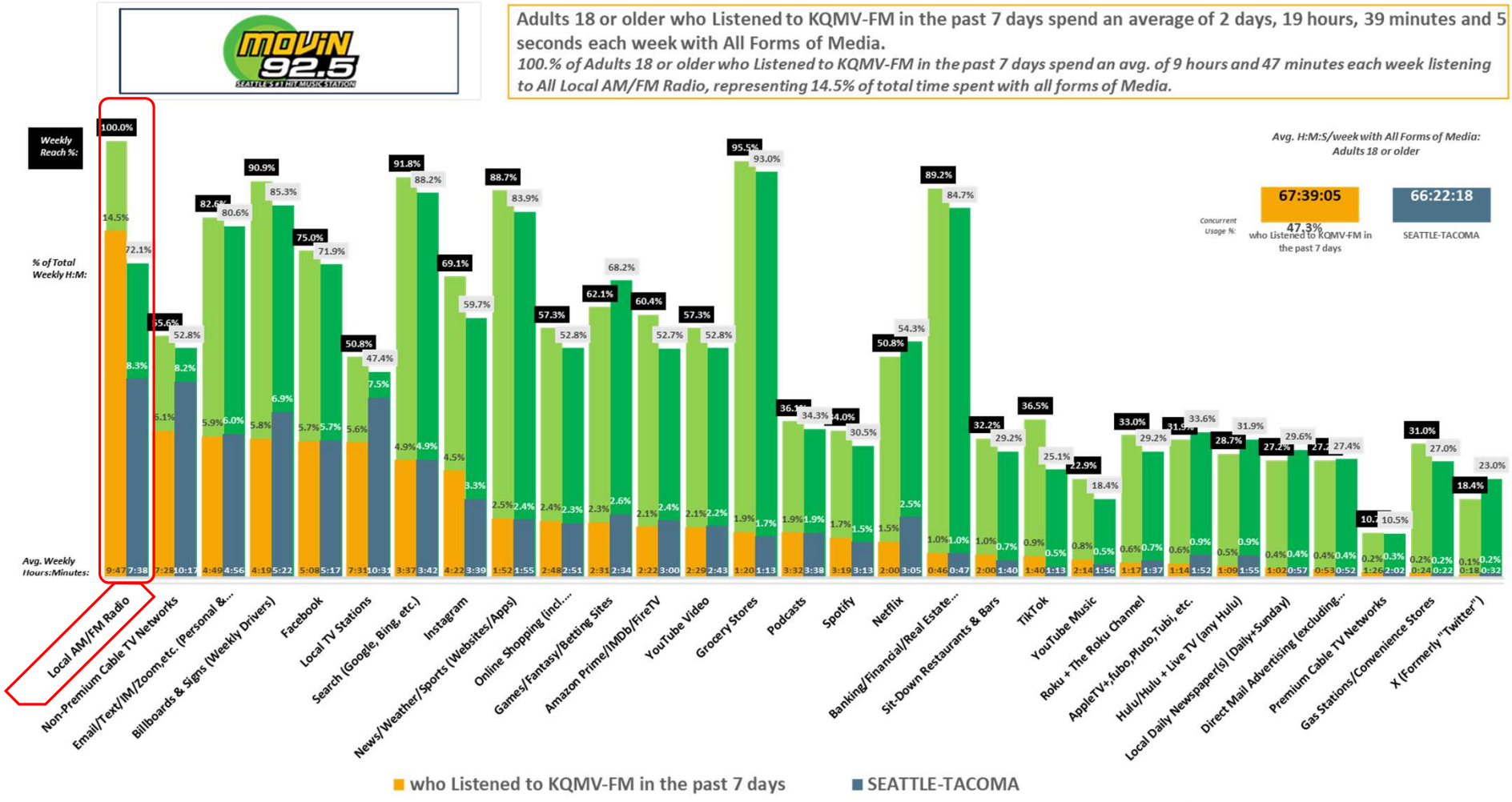


SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 187 SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,801

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Radio Stations: KPNW-FM



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 342 SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,801

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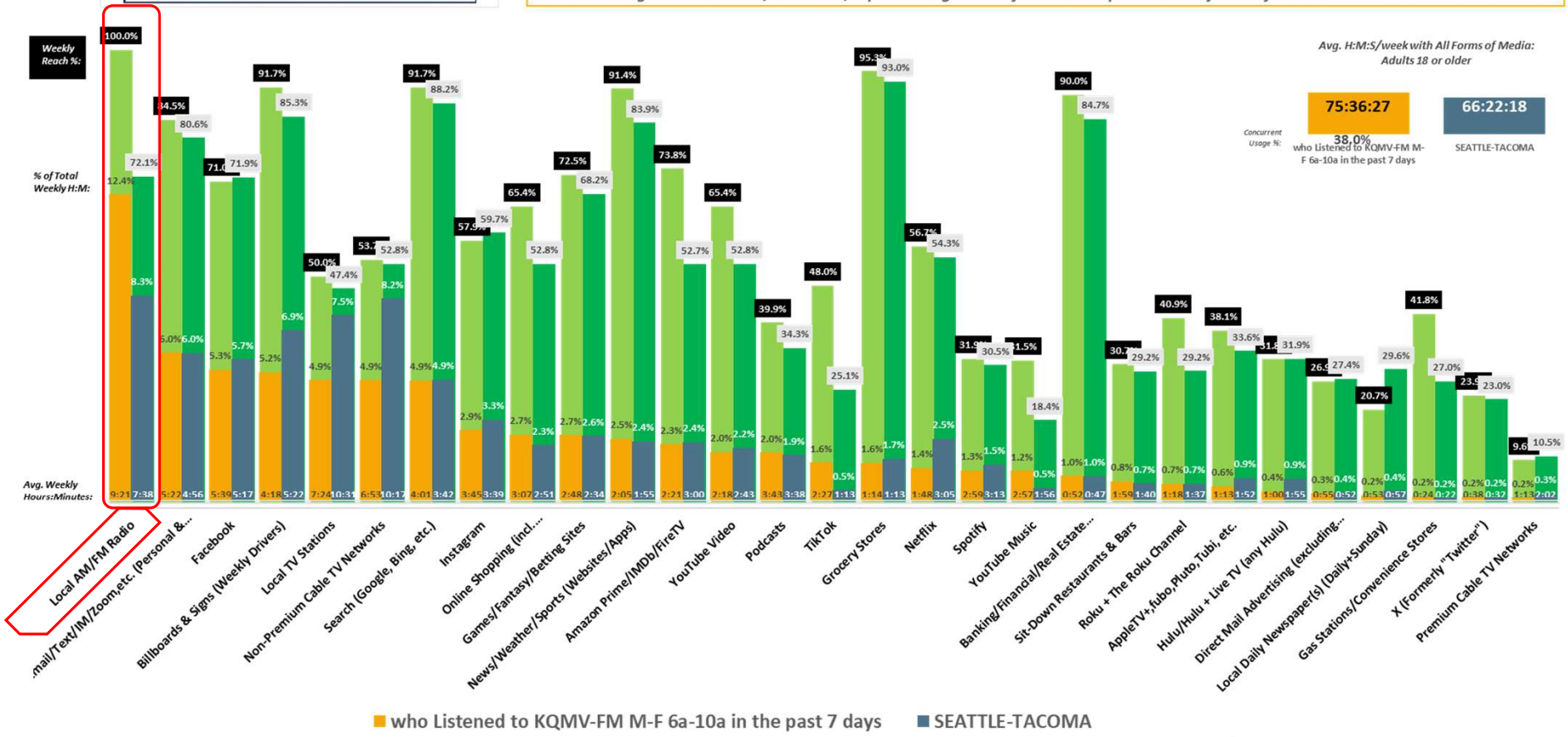
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Radio Stations: KQMV-FM



Adults 18 or older who Listened to KQMV-FM M-F 6a-10a in the past 7 days spend an average of 3 days, 3 hours, 36 minutes and 27 seconds each week with All Forms of Media.

100.% of Adults 18 or older who Listened to KQMV-FM M-F 6a-10a in the past 7 days spend an avg. of 9 hours and 21 minutes each week listening to All Local AM/FM Radio, representing 12.4% of total time spent with all forms of Media.

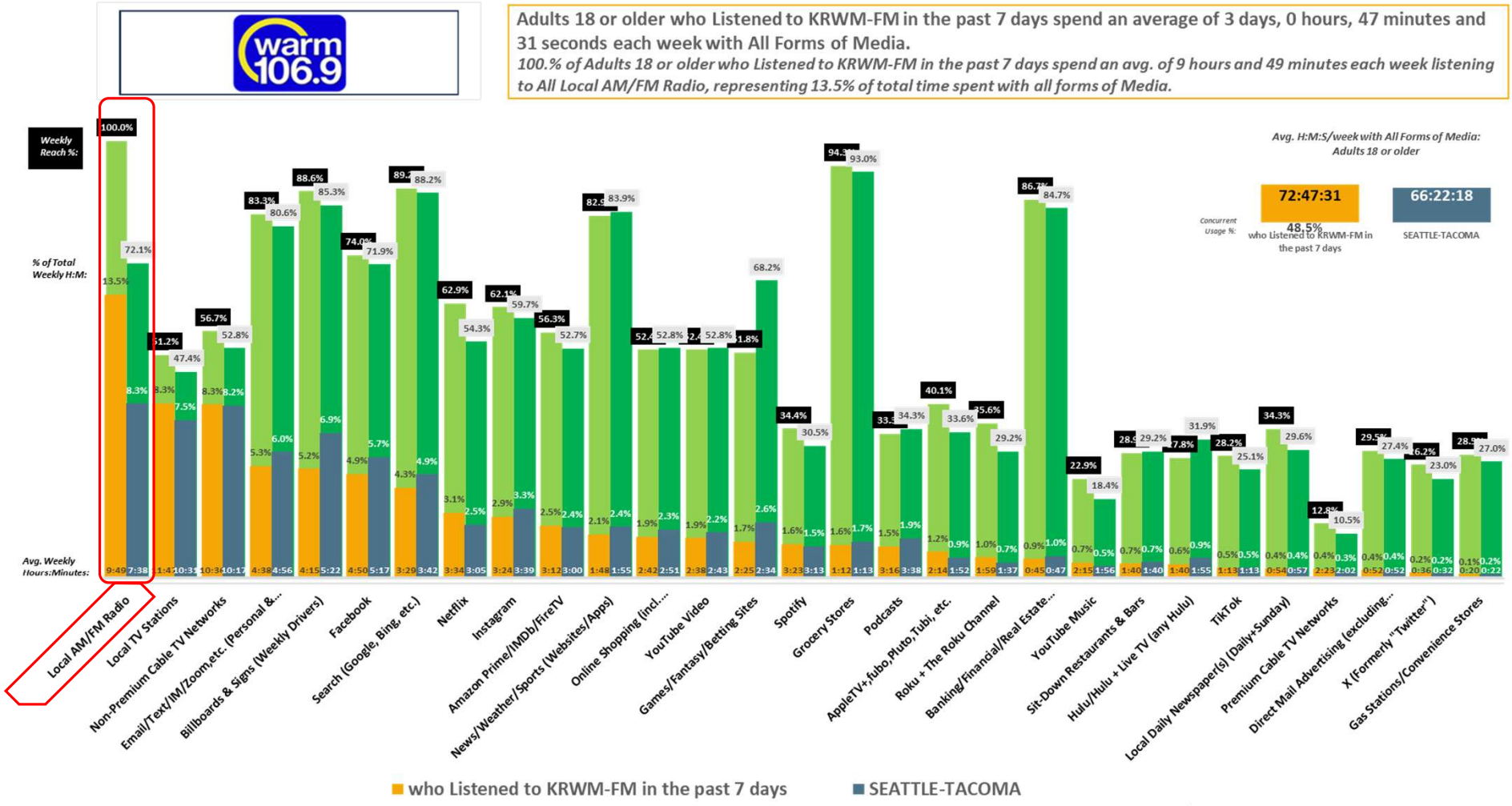


SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 106 SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,801

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Radio Stations: KQMV-FM M-F 6A-10A



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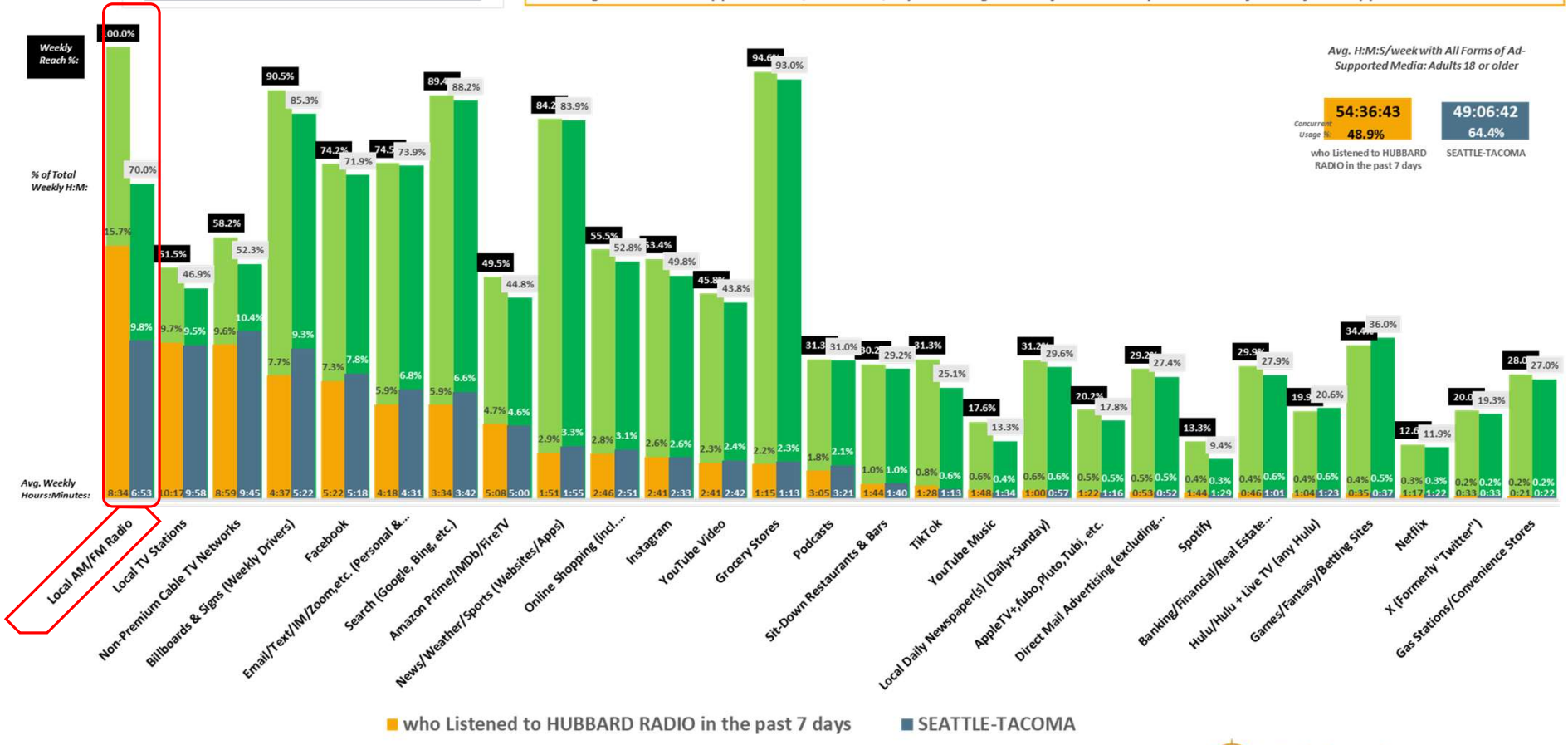
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Radio Stations: KRWM-FM

HUBBARD RADIO

Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 2 days, 6 hours, 36 minutes and 43 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an avg. of 8 hours and 34 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.7% of total time spent with all forms of Ad-Supported Media.

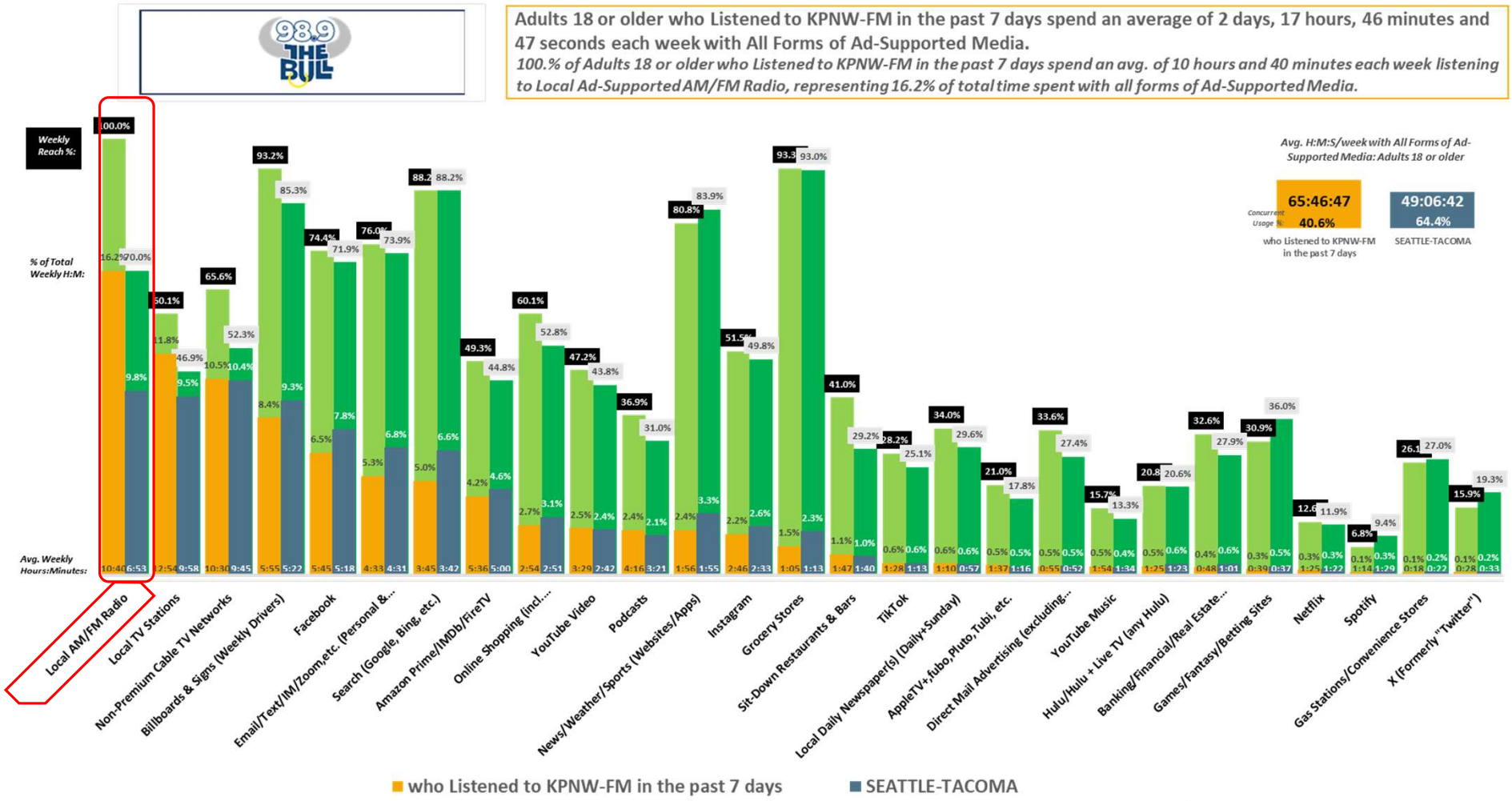


SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 887 SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,801

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(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM)

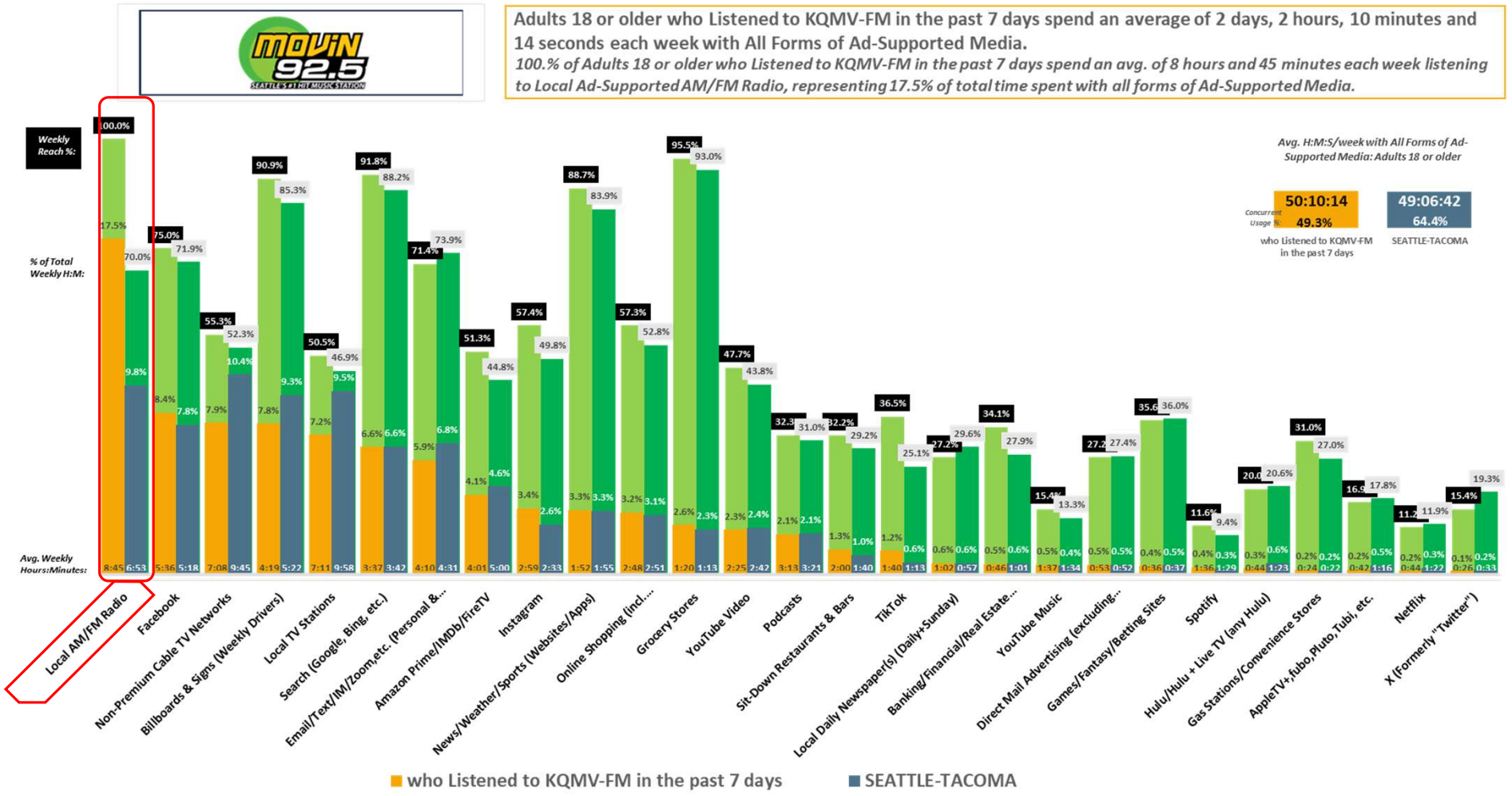


SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 187 SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,801

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Radio Stations: KPNW-FM



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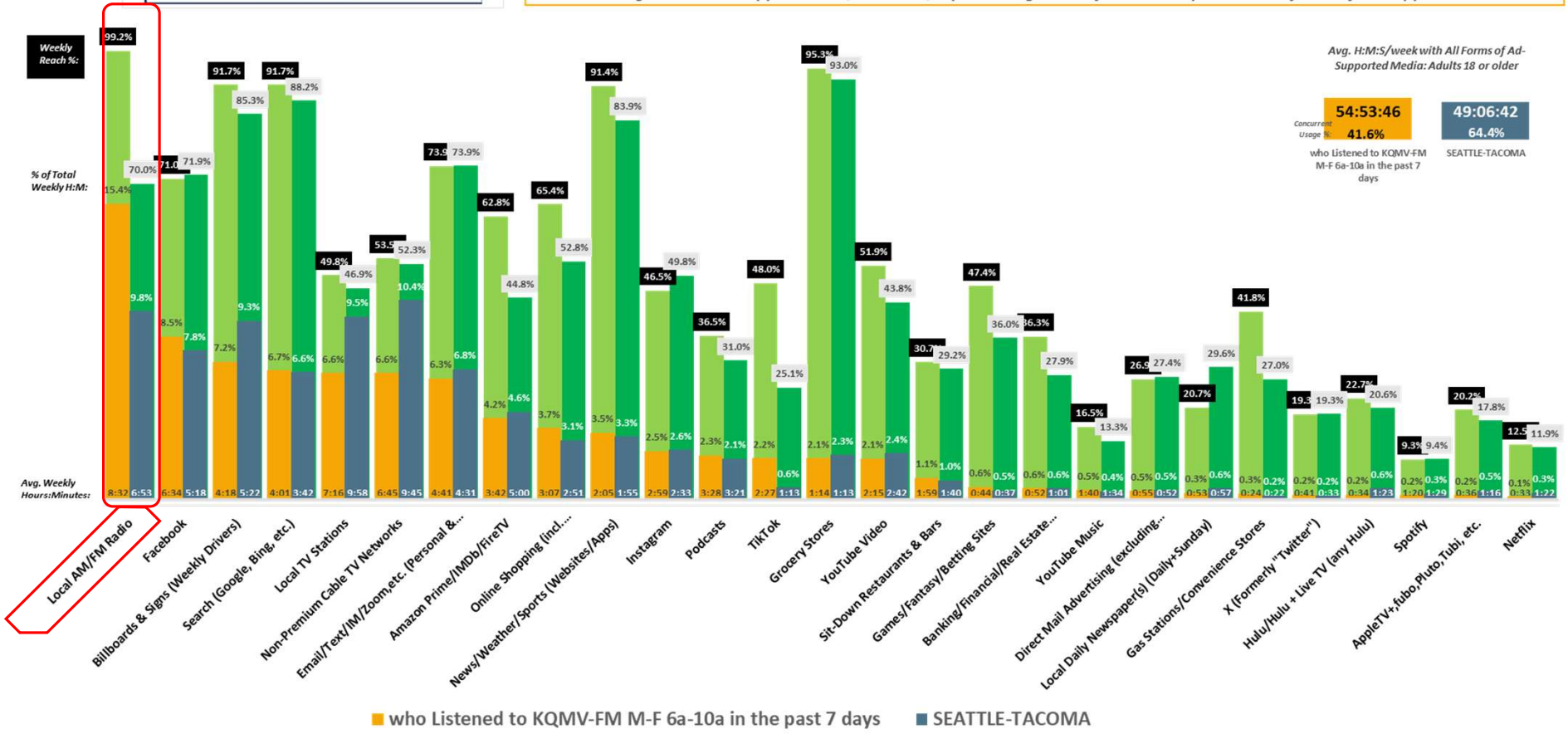
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Radio Stations: KQMV-FM



Adults 18 or older who Listened to KQMV-FM M-F 6a-10a in the past 7 days spend an average of 2 days, 6 hours, 53 minutes and 46 seconds each week with All Forms of Ad-Supported Media.

99.2% of Adults 18 or older who Listened to KQMV-FM M-F 6a-10a in the past 7 days spend an avg. of 8 hours and 32 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.4% of total time spent with all forms of Ad-Supported Media.

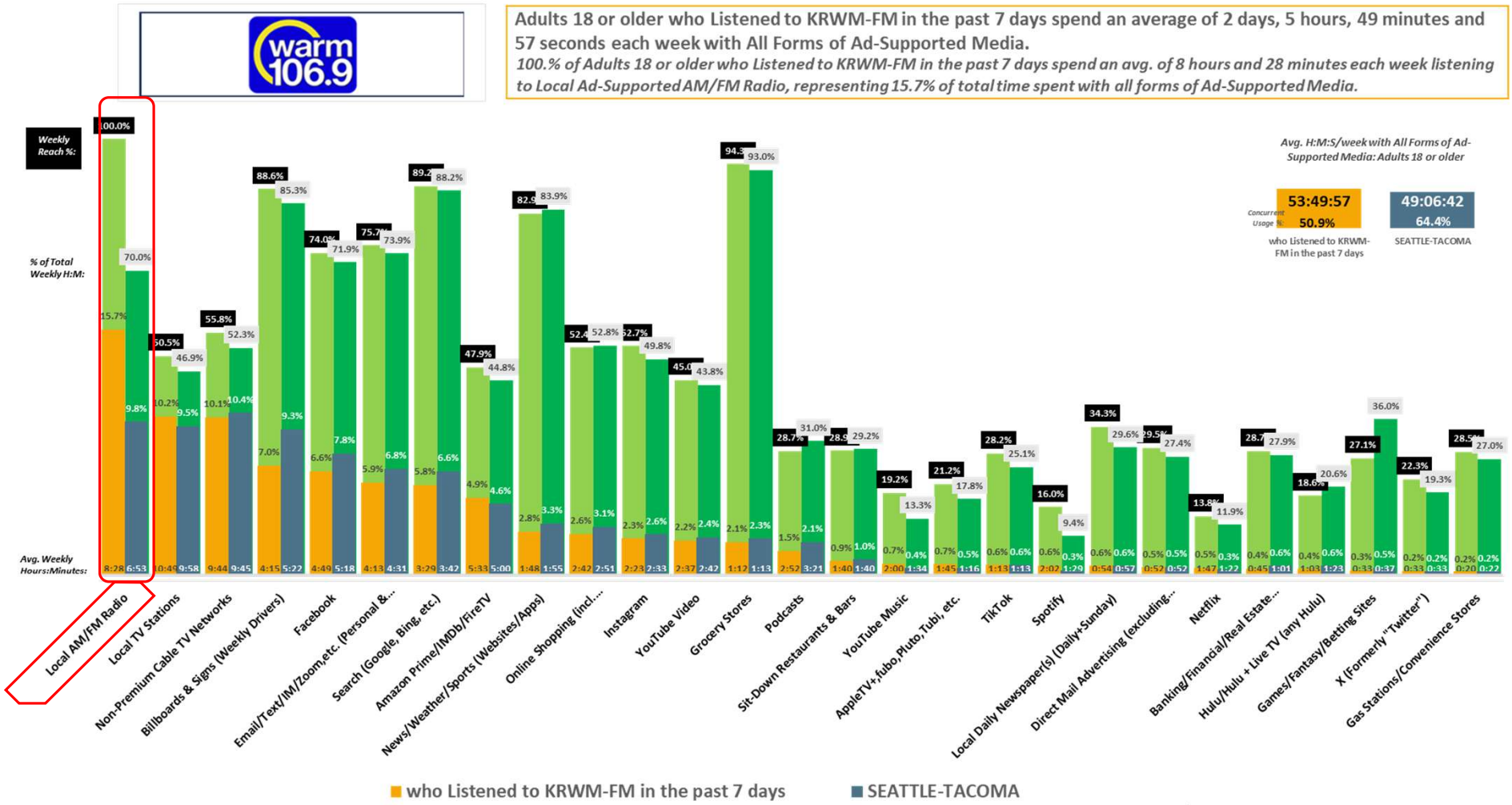


SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 106 SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,801

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Radio Stations: KQMV-FM M-F 6A-10A



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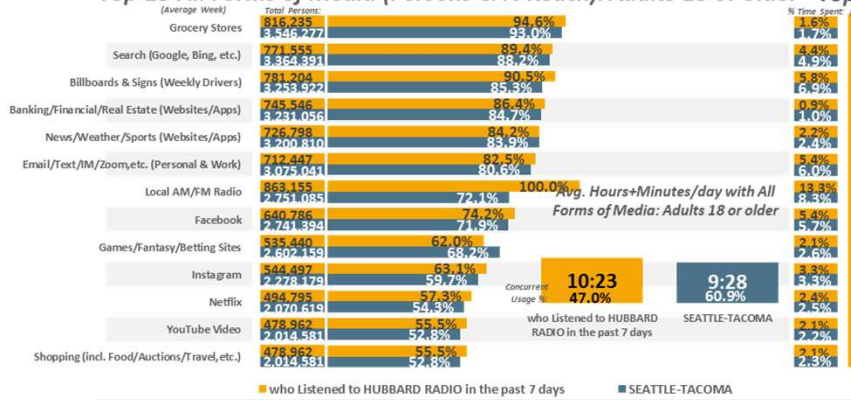
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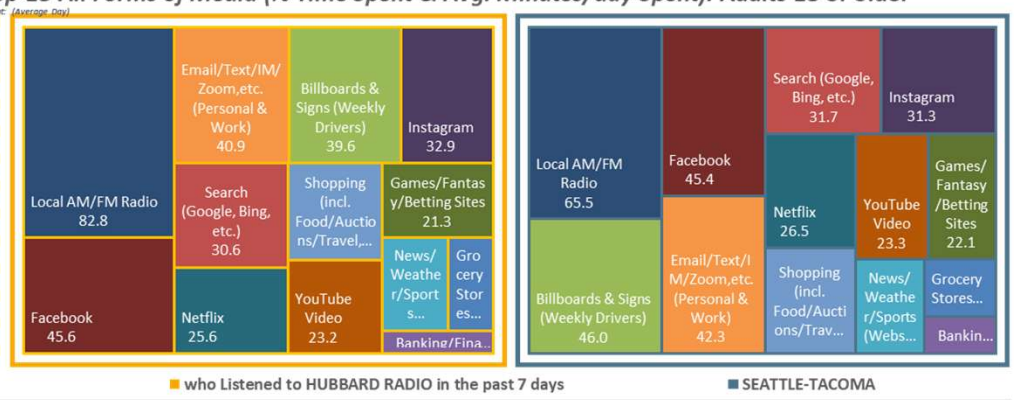
Radio Stations: KRWM-FM

Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 7 hours and 48 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 73.5 minutes/day. *(Local Radio delivers 15.7% of Time with Ad-Supported Media.)*

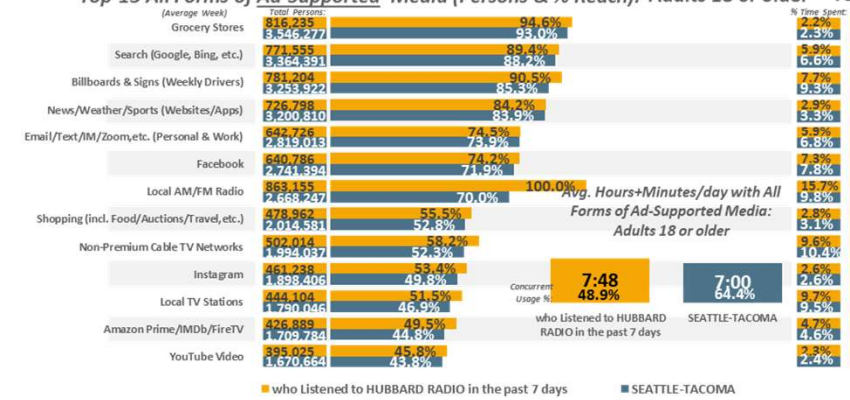
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



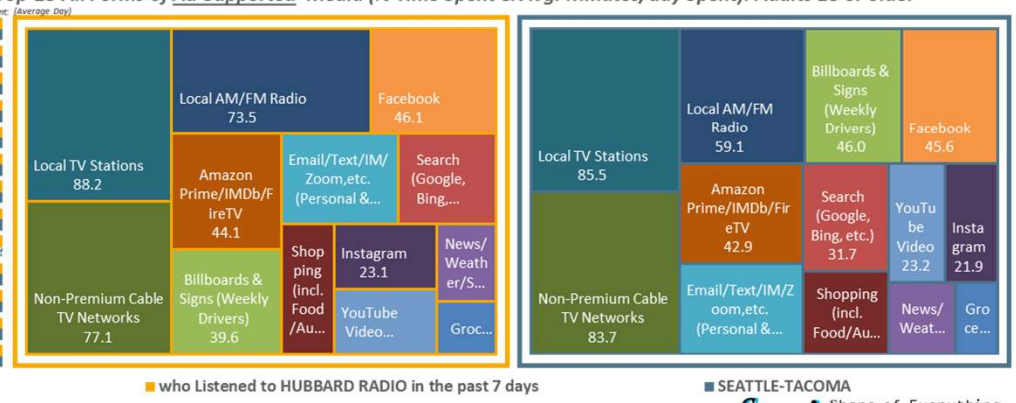
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 887

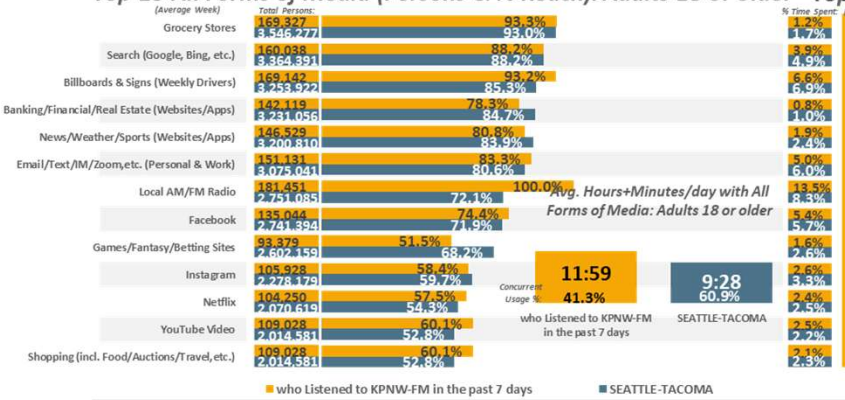
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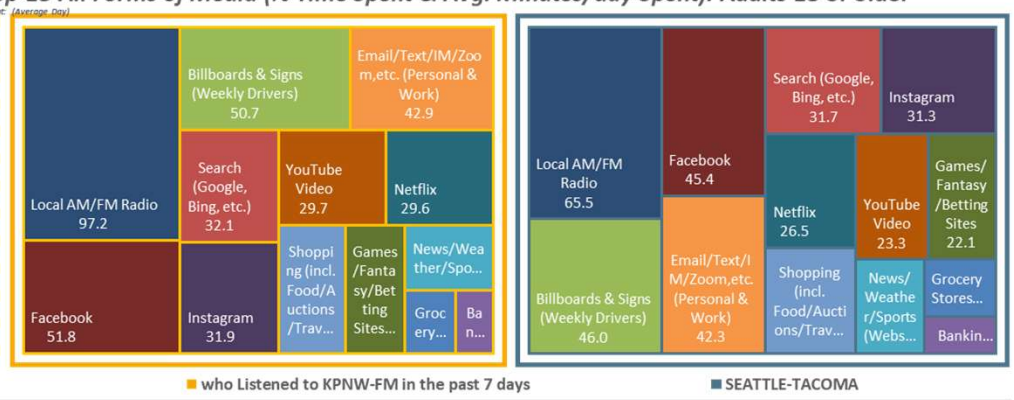
(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM)

Adults 18 or older who Listened to KPNW-FM in the past 7 days spend an average of 9 hours and 23 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 91.6 minutes/day. *(Local Radio delivers 16.2% of Time with Ad-Supported Media.)*

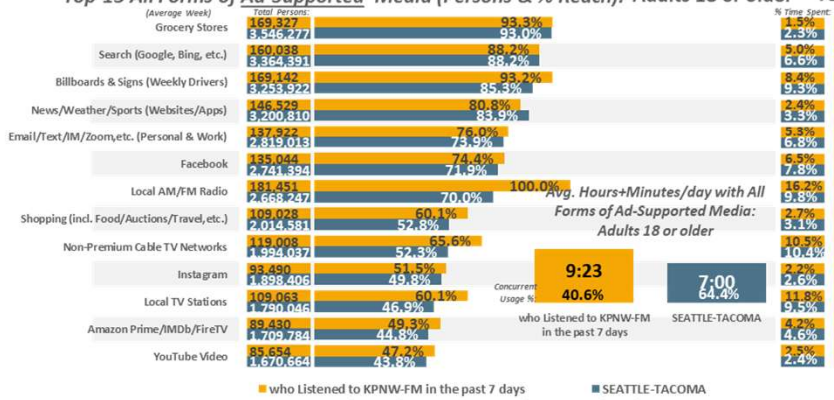
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



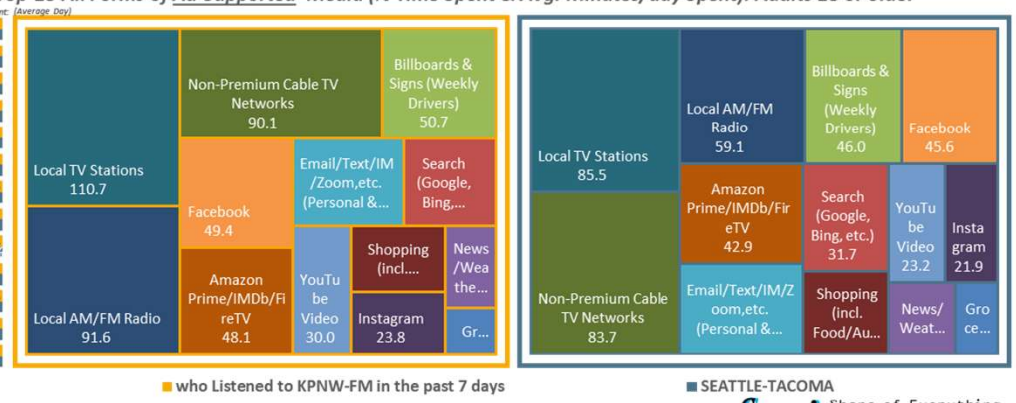
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 187

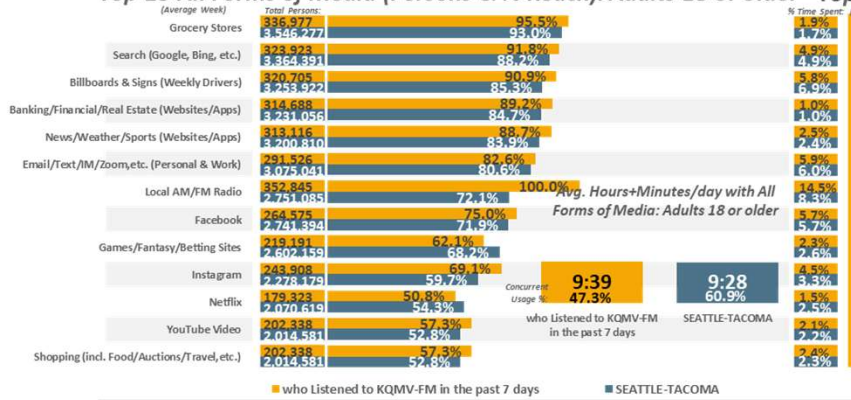
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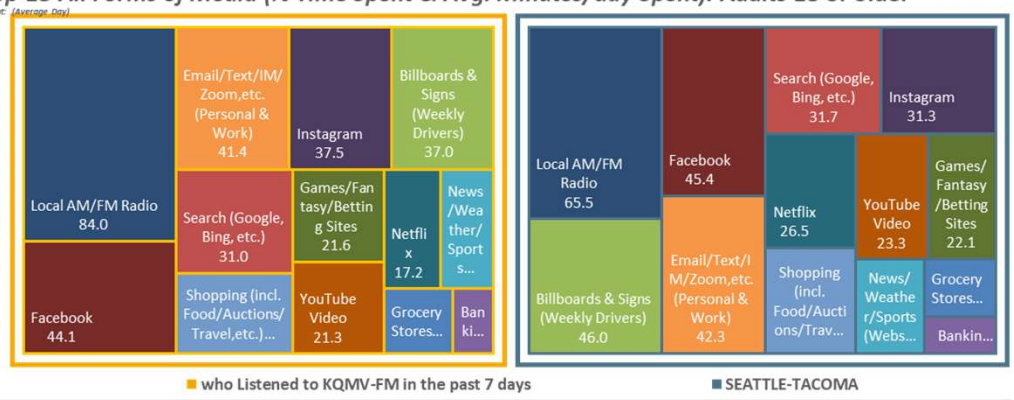
Radio Stations: KPNW-FM

Adults 18 or older who Listened to KQMV-FM in the past 7 days spend an average of 7 hours and 10 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 75.1 minutes/day. *(Local Radio delivers 17.5% of Time with Ad-Supported Media.)*

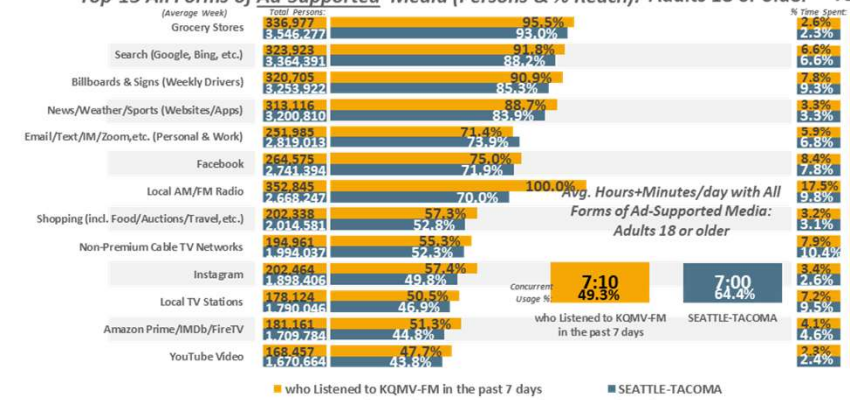
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



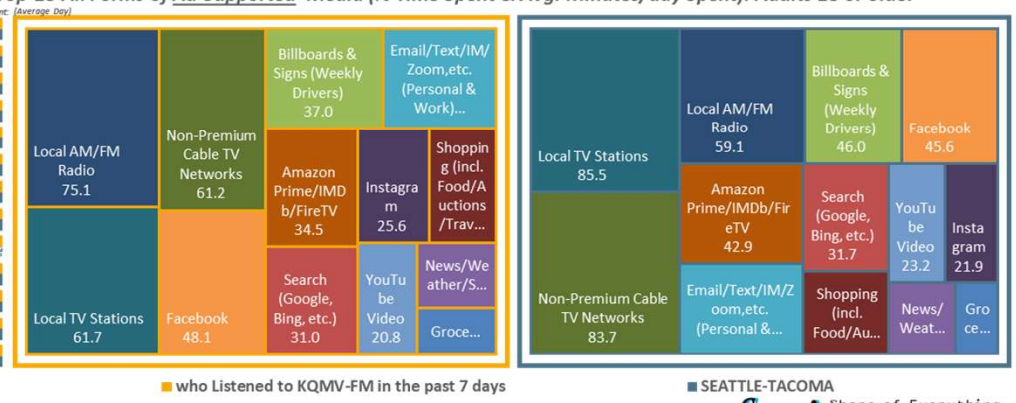
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 342

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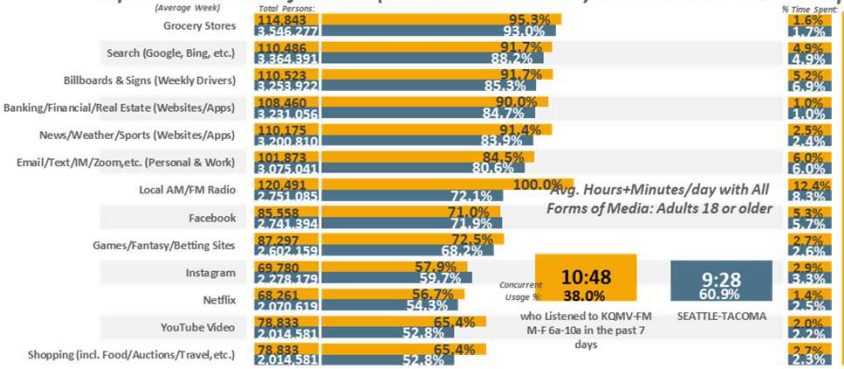
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Radio Stations: KQMV-FM

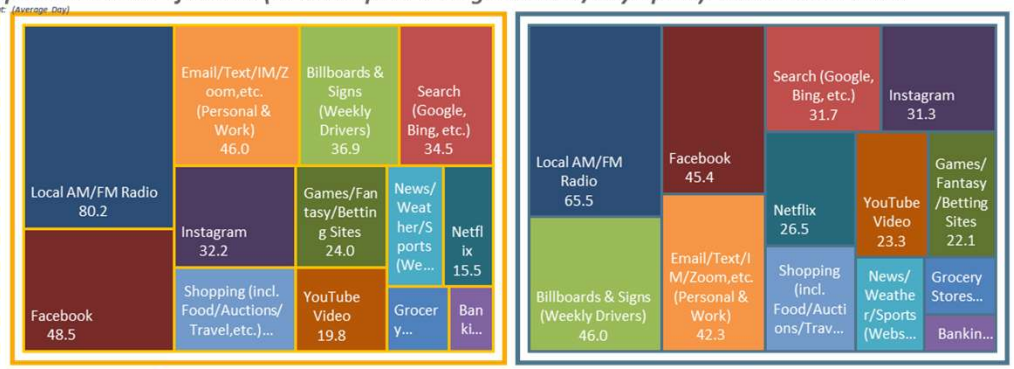


Adults 18 or older who Listened to KQMV-FM M-F 6a-10a in the past 7 days spend an average of 7 hours and 50 minutes each day with All Forms of Ad-Supported Media. 99.2% listen to Local AM/FM Radio for an avg. of 73.2 minutes/day. *(Local Radio delivers 15.4% of Time with Ad-Supported Media.)*

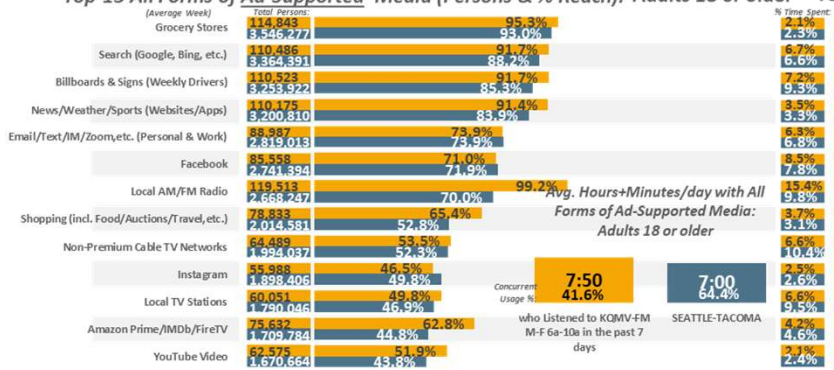
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



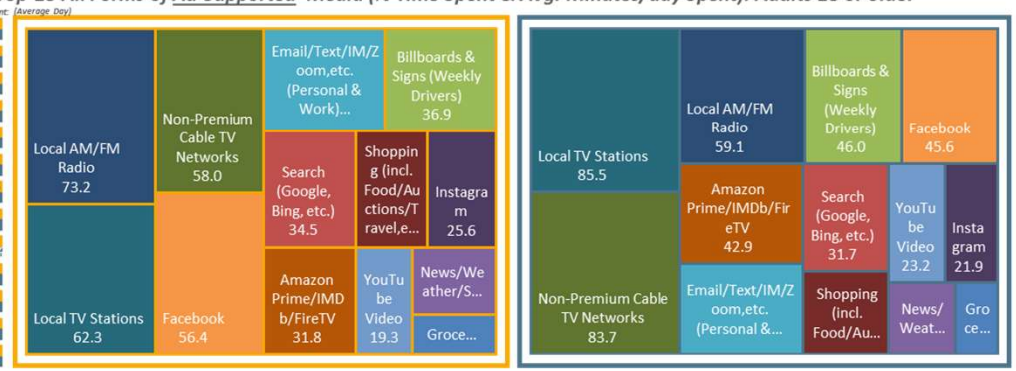
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 106

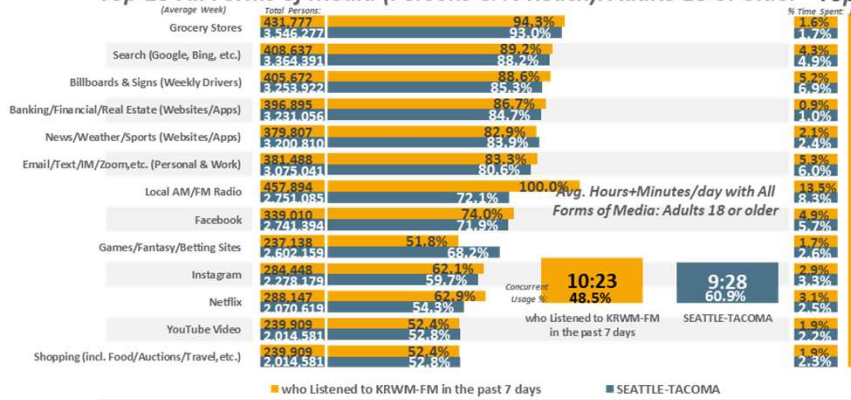
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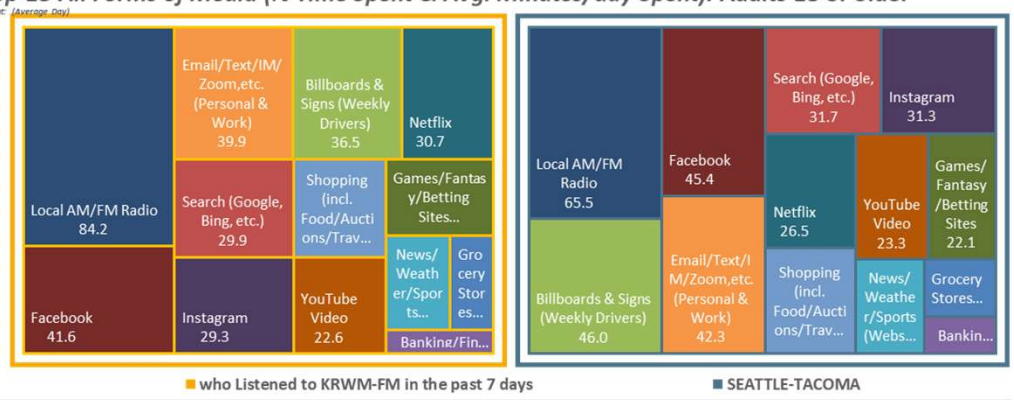
Radio Stations: KQMV-FM M-F 6A-10A

Adults 18 or older who Listened to KRWM-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 72.6 minutes/day. *(Local Radio delivers 15.7% of Time with Ad-Supported Media.)*

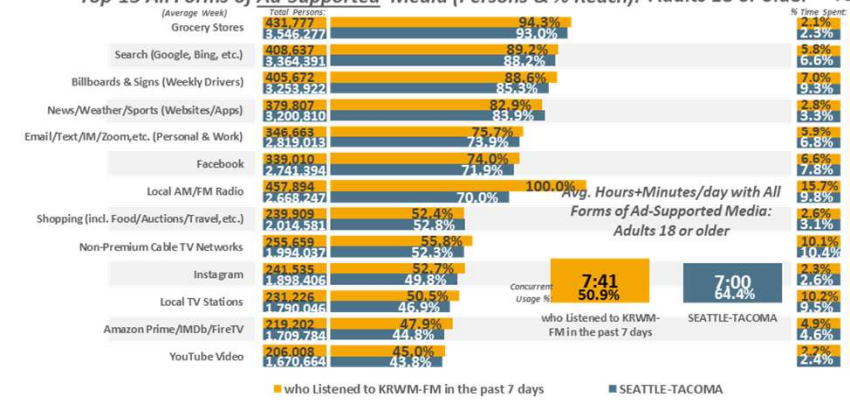
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



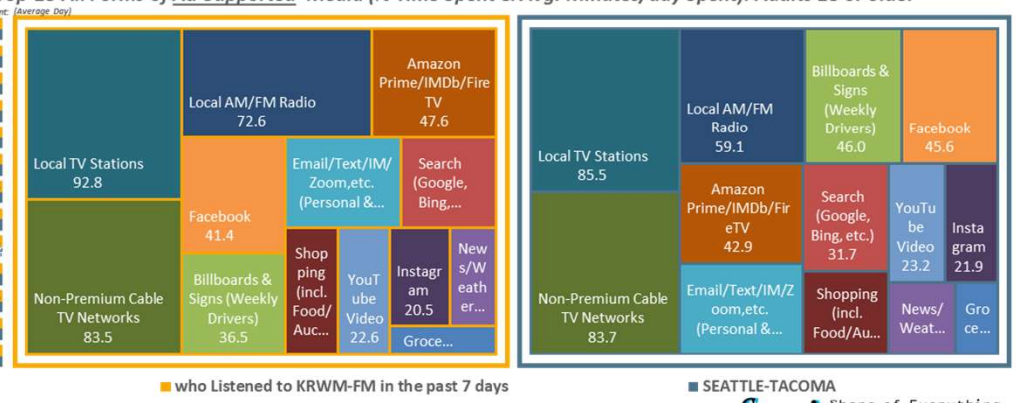
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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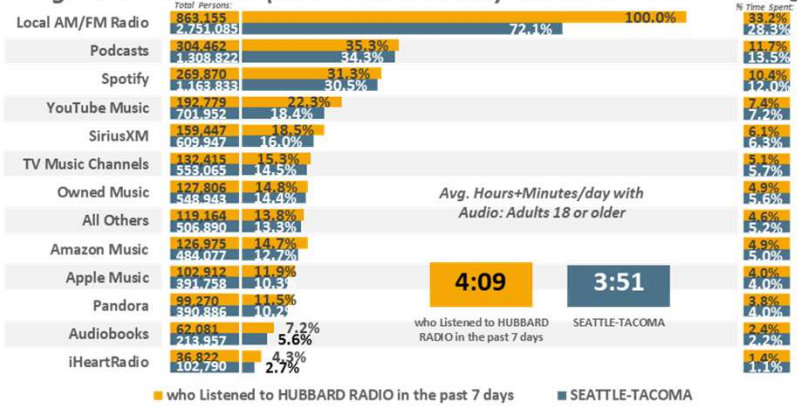
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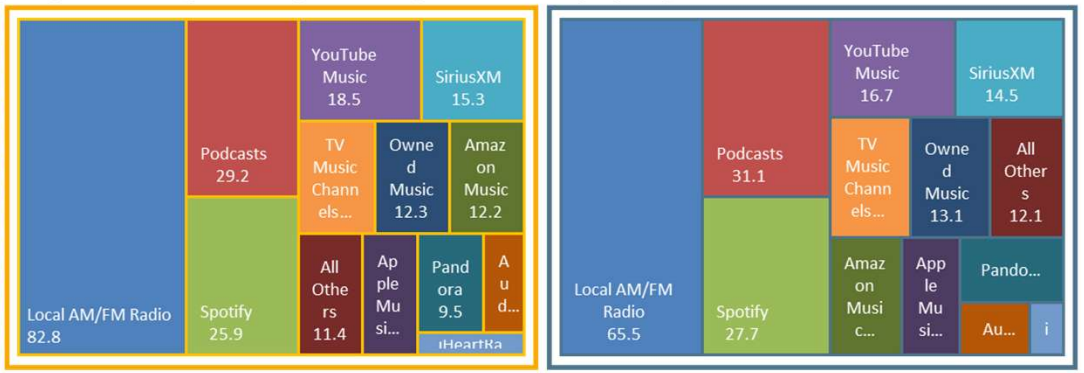
Radio Stations: KRWM-FM

863,155 or 100.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 73.5 minutes every day representing 42.3% of all time spent daily with Ad-Supported Audio.

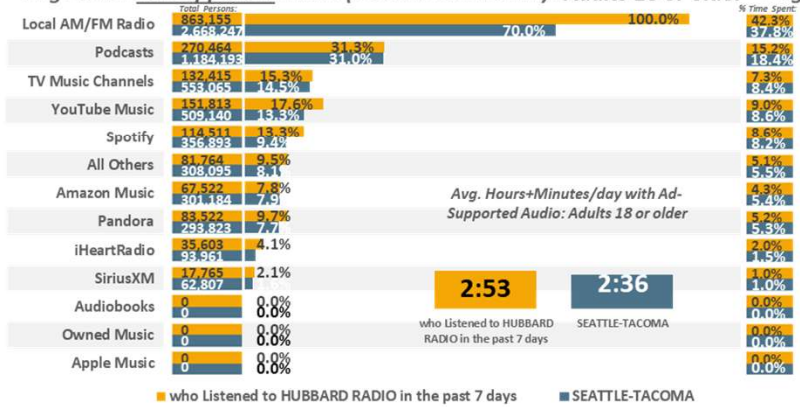
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



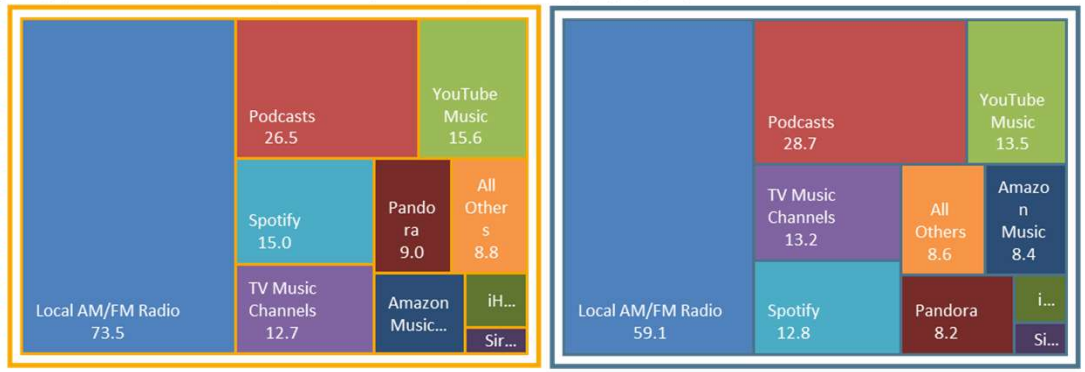
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 887

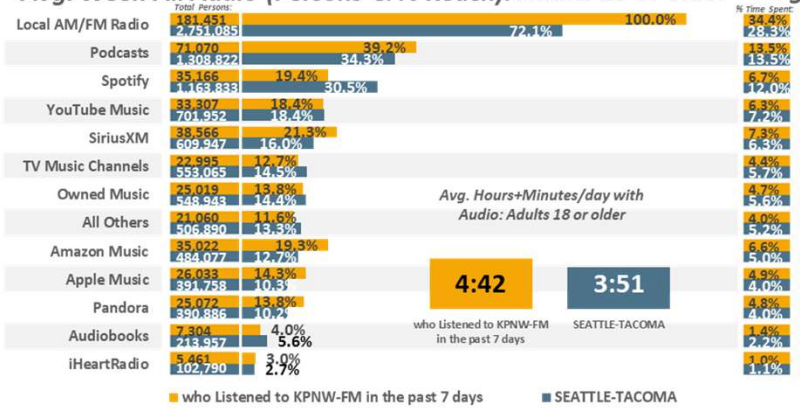
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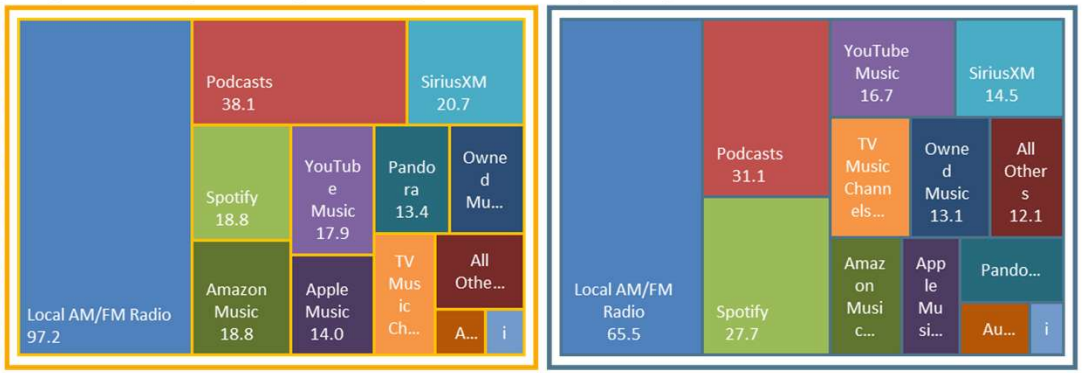
(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM)

181,451 or 100.% of Adults 18 or older who Listened to KPNW-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 91.6 minutes every day representing 44.6% of all time spent daily with Ad-Supported Audio.

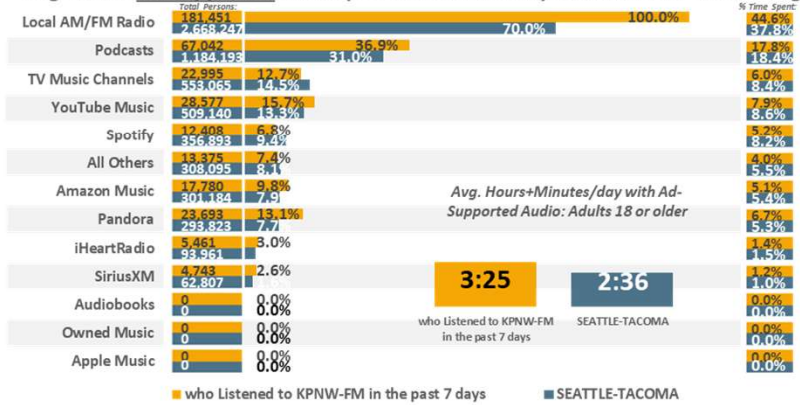
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



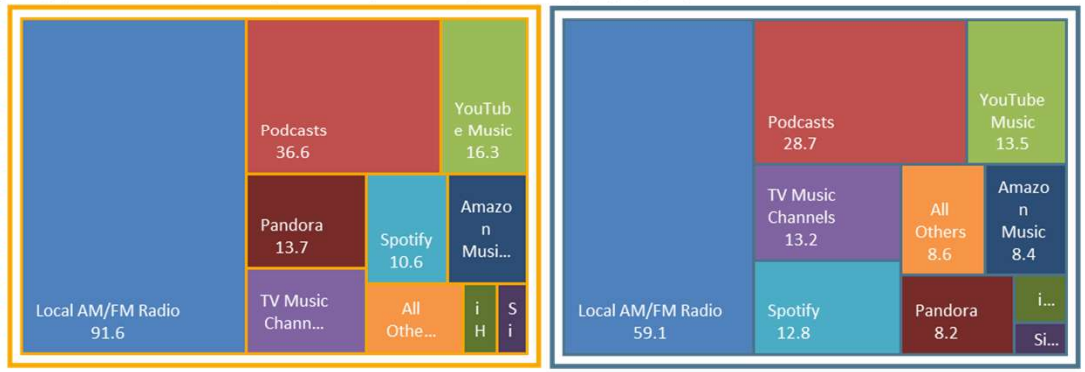
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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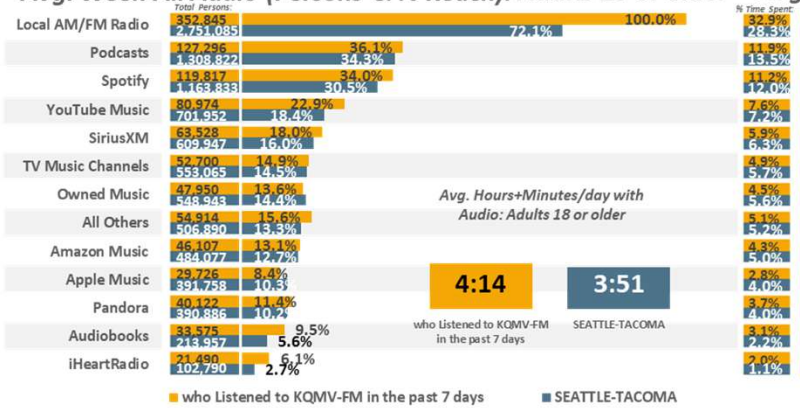
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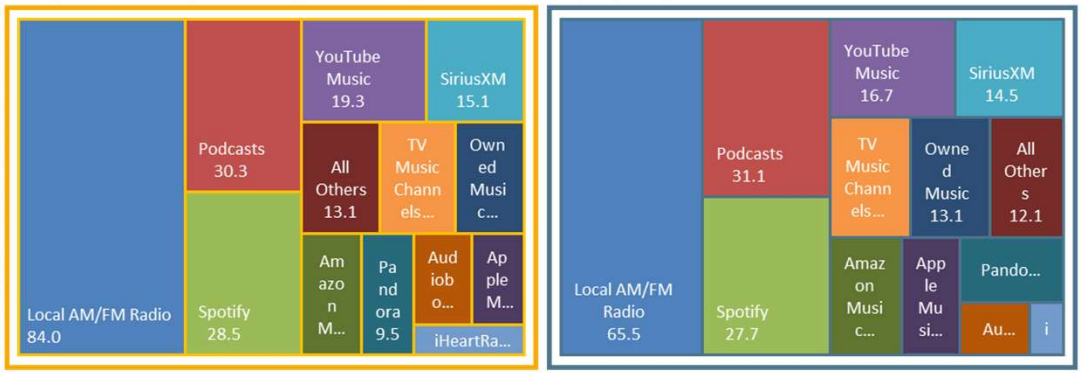
Radio Stations: KPNW-FM

352,845 or 100.% of Adults 18 or older who Listened to KQMV-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 75.1 minutes every day representing 43.2% of all time spent daily with Ad-Supported Audio.

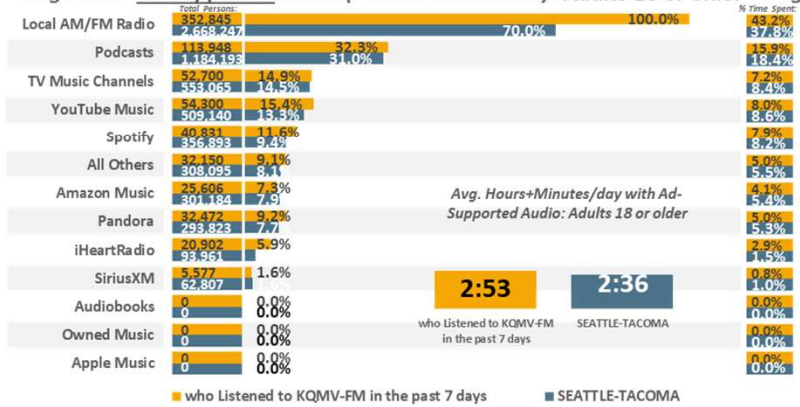
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



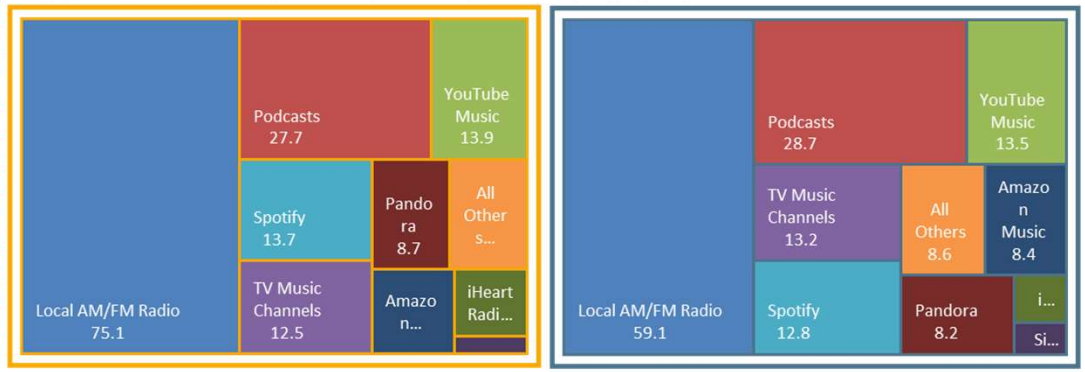
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 342

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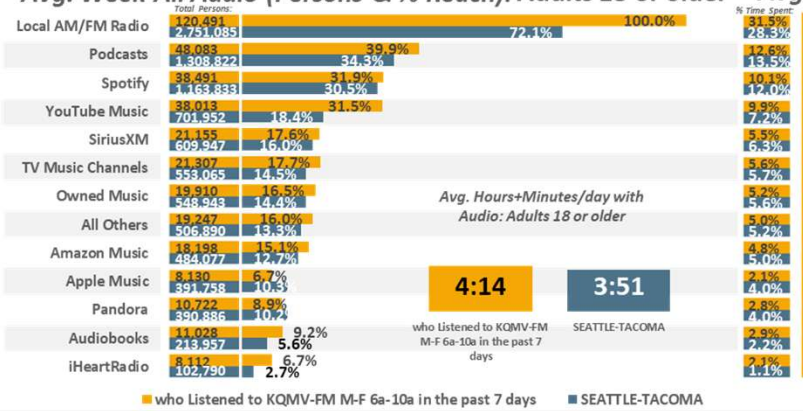
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Radio Stations: KQMV-FM

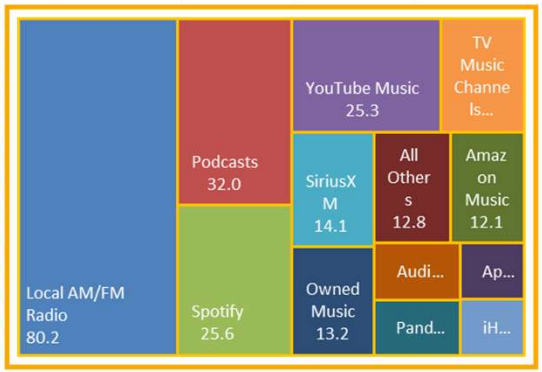


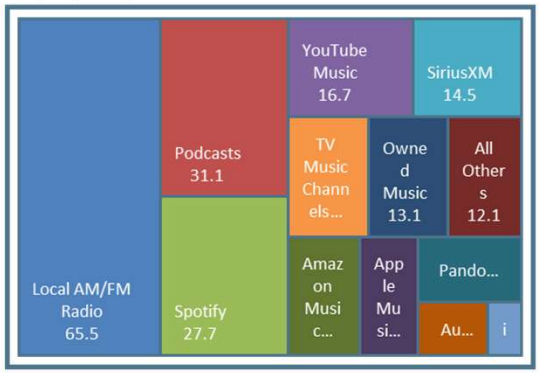
119,513 or 99.2% of Adults 18 or older who Listened to KQMV-FM M-F 6a-10a in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 73.2 minutes every day representing 42.5% of all time spent daily with Ad-Supported Audio.

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

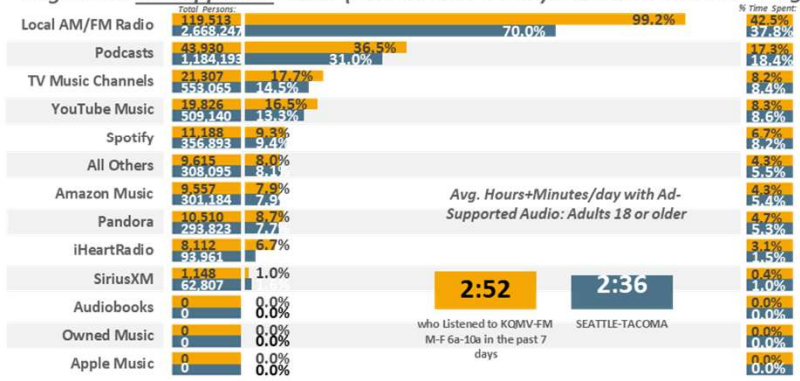


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

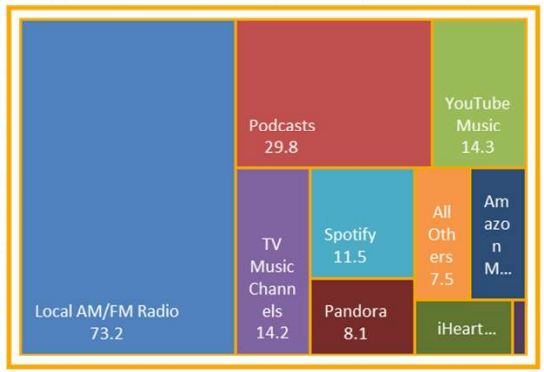


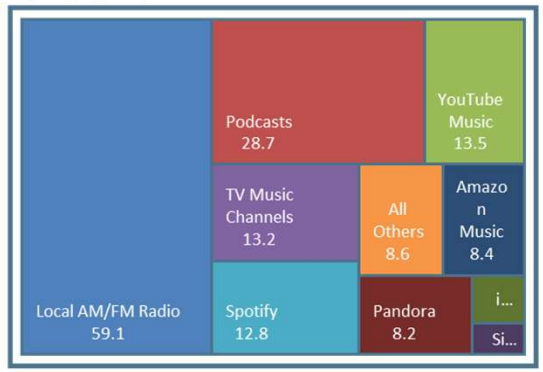


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





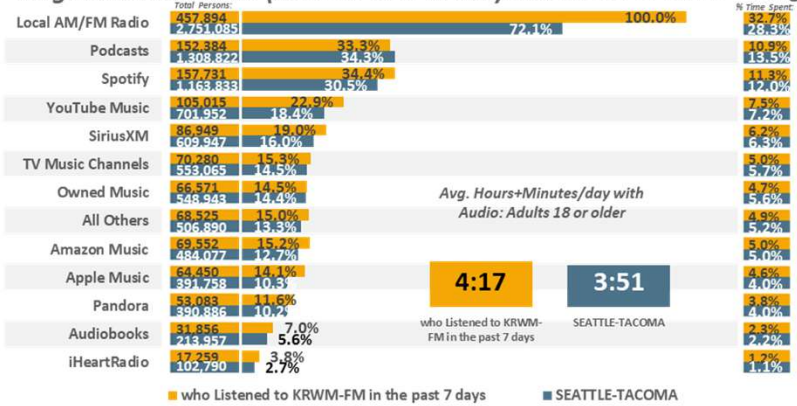
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 106

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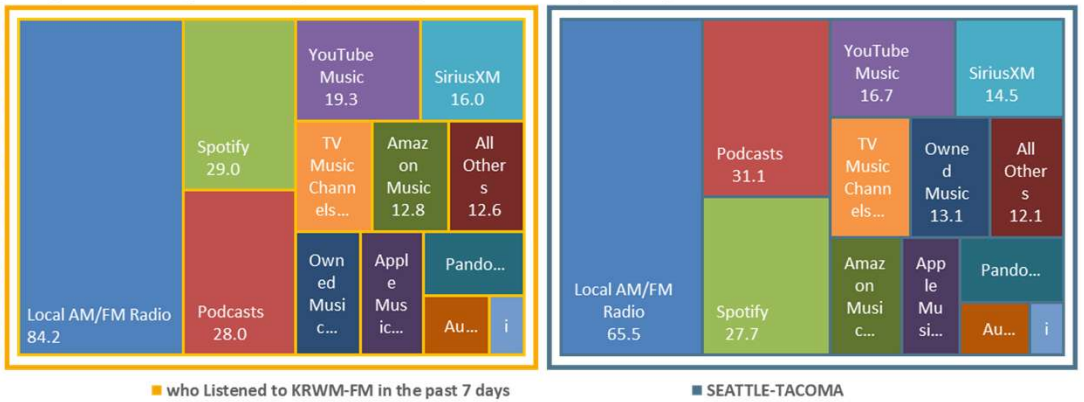
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457,894 or 100.% of Adults 18 or older who Listened to KRWM-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 72.6 minutes every day representing 41.5% of all time spent daily with Ad-Supported Audio.

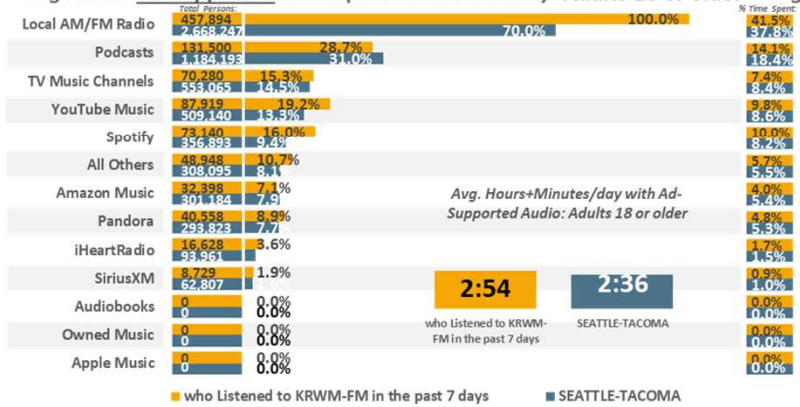
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



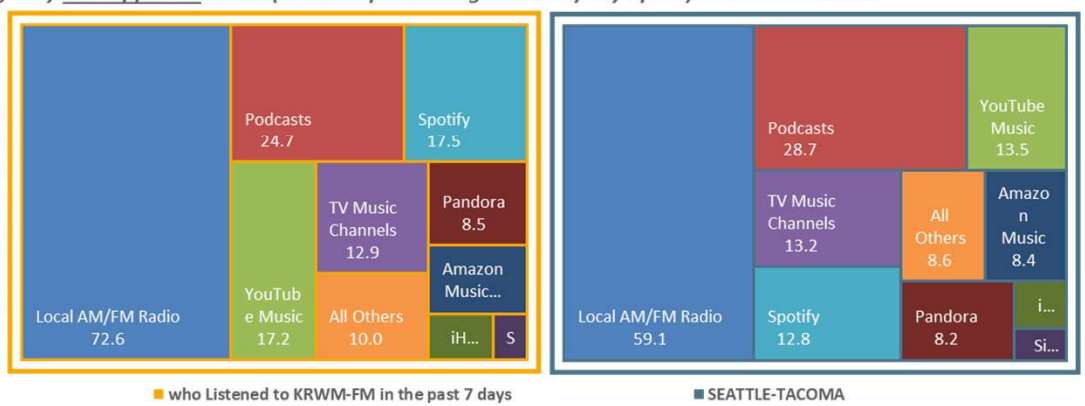
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



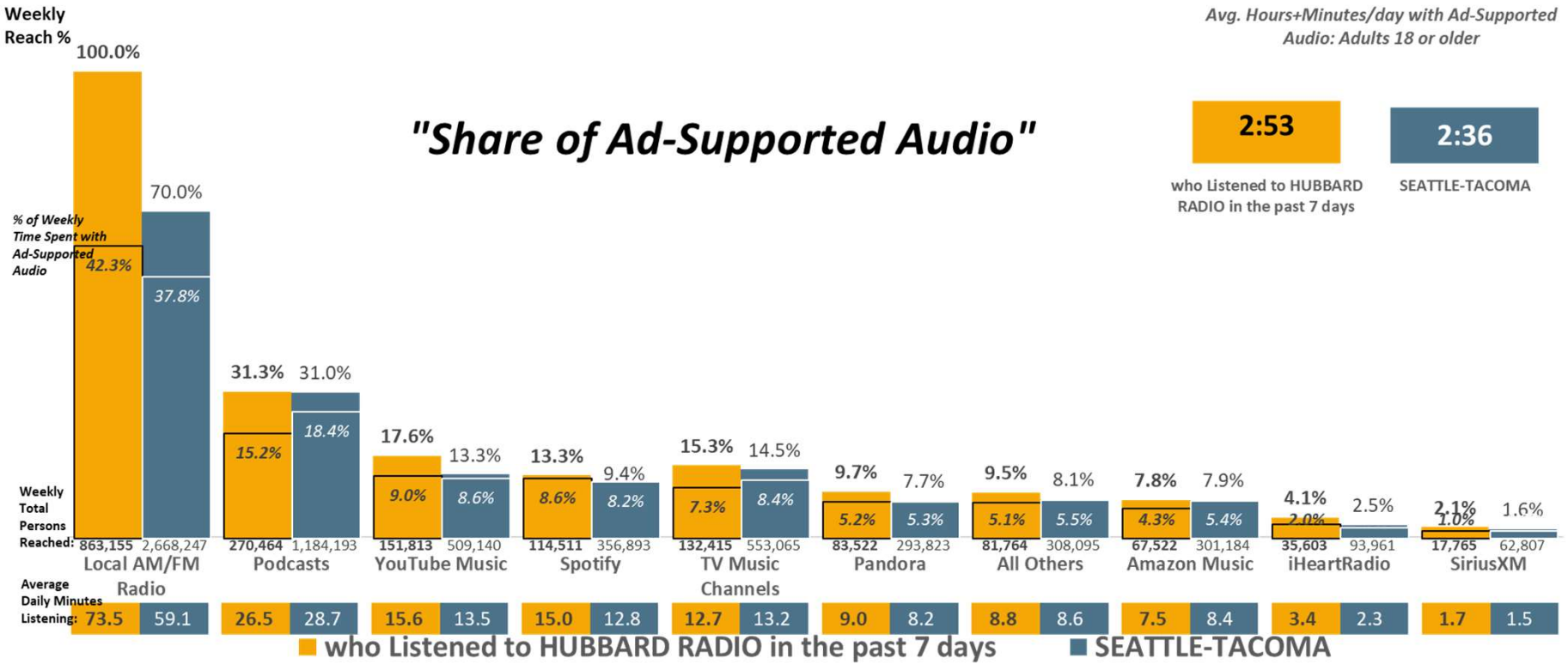
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 478

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Radio Stations: KRWM-FM

863,155 or 100.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 73.5 minutes every day representing 42.3% of all time spent daily with Ad-Supported Audio.



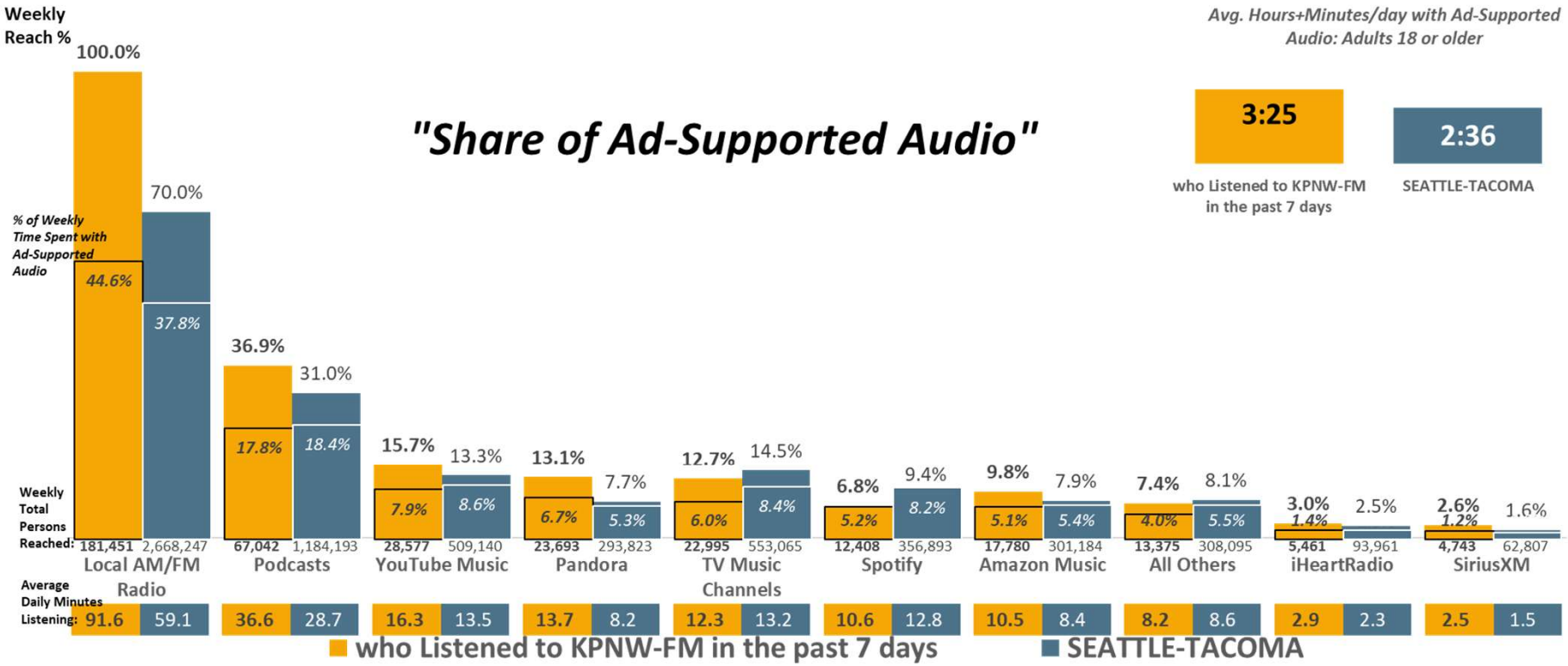
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 887 SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,801

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(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM)

181,451 or 100.% of Adults 18 or older who Listened to KPNW-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 91.6 minutes every day representing 44.6% of all time spent daily with Ad-Supported Audio.

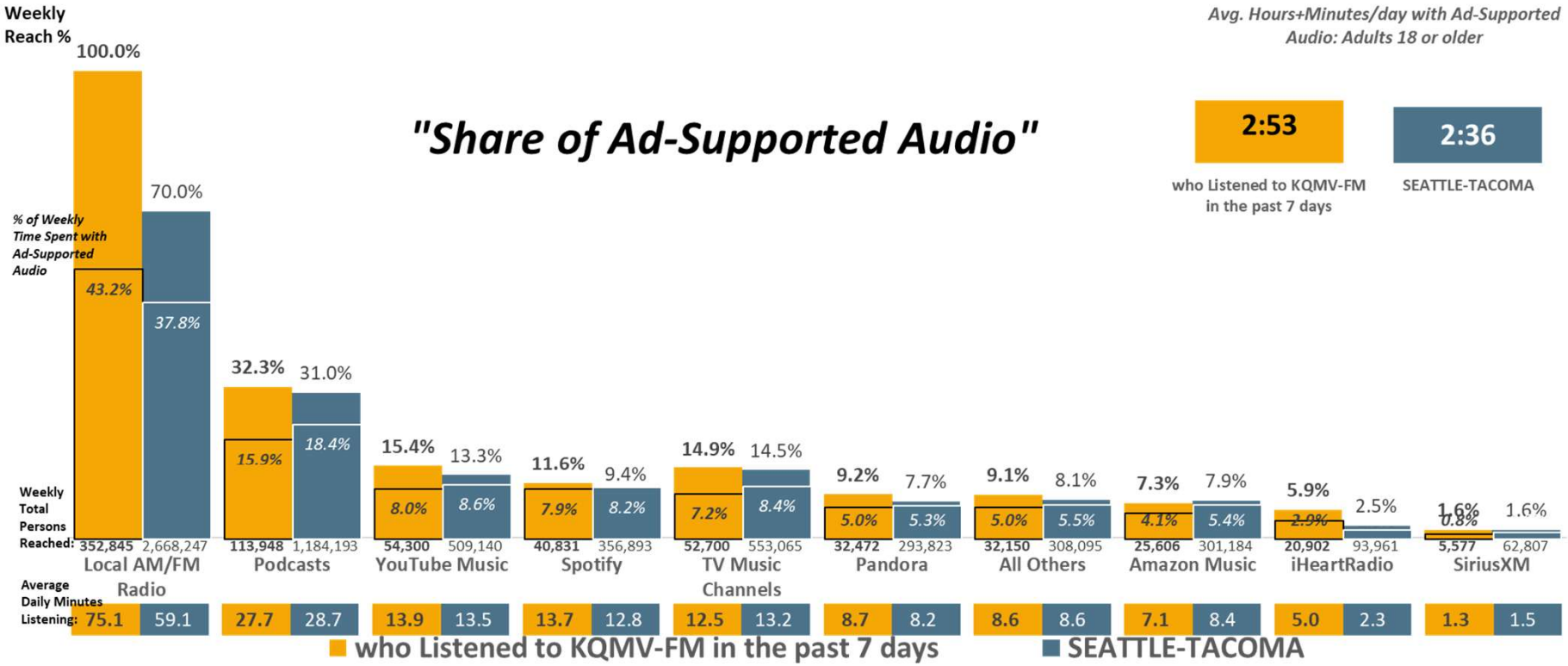


SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 187 SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,801
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Radio Stations: KPNW-FM

352,845 or 100.% of Adults 18 or older who Listened to KQMV-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 75.1 minutes every day representing 43.2% of all time spent daily with Ad-Supported Audio.



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 342 SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,801

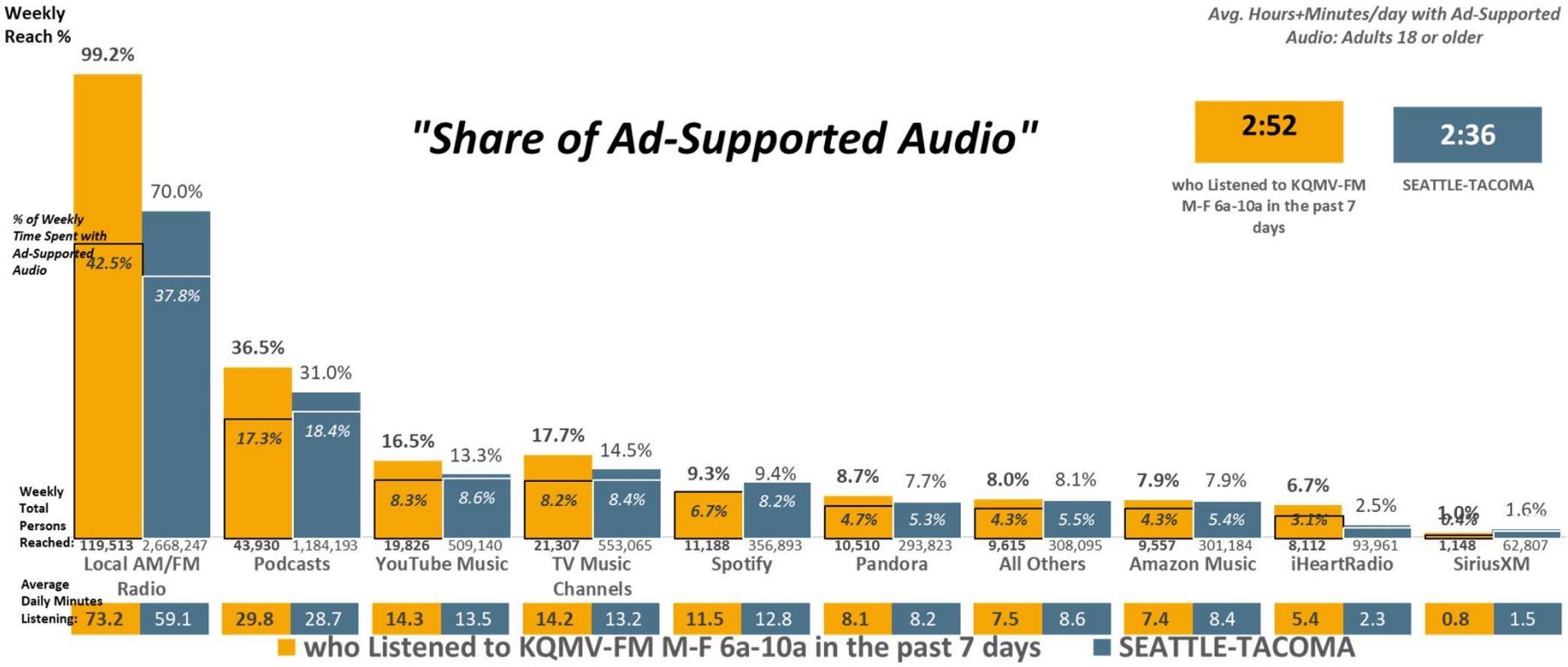
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Radio Stations: KQMV-FM



119,513 or 99.2% of Adults 18 or older who Listened to KQMV-FM M-F 6a-10a in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 73.2 minutes every day representing 42.5% of all time spent daily with Ad-Supported Audio.



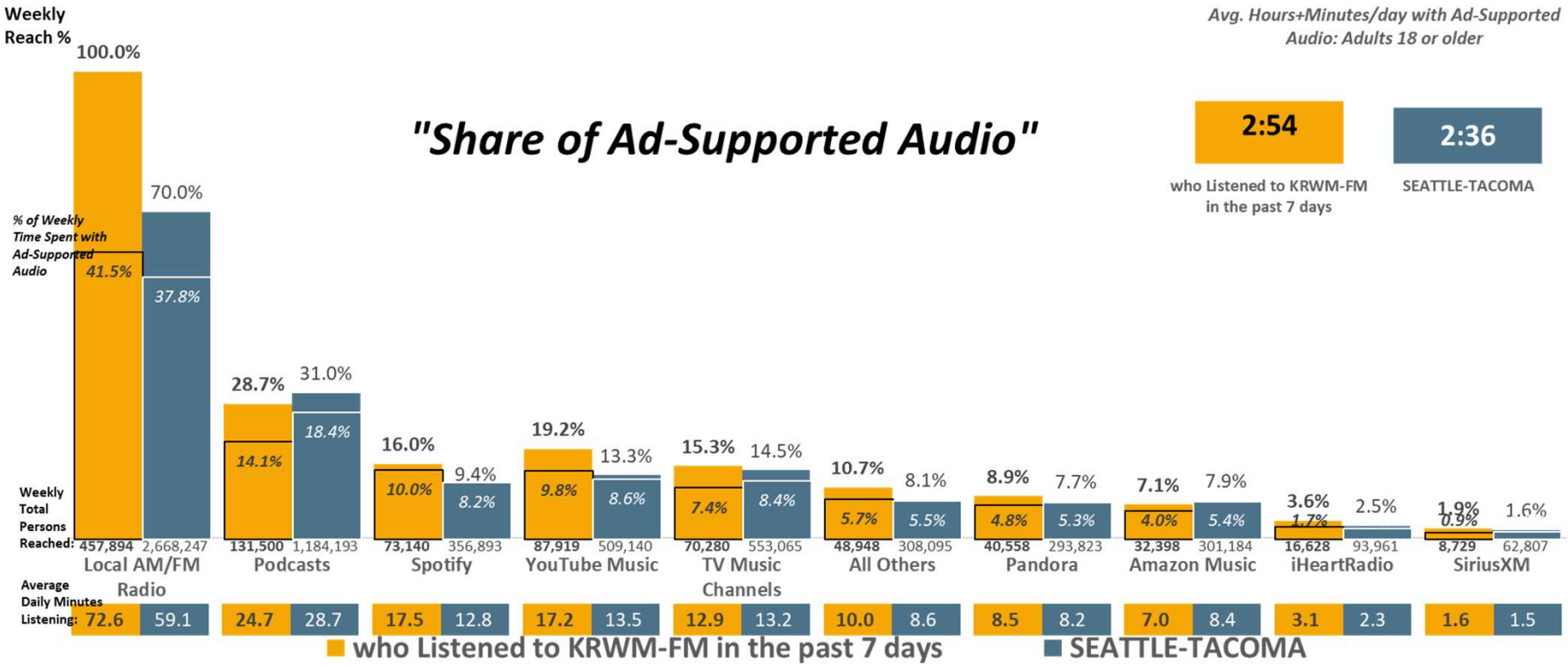
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 106 SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,801

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Radio Stations: KQMV-FM M-F 6A-10A

457,894 or 100.% of Adults 18 or older who Listened to KRWM-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 72.6 minutes every day representing 41.5% of all time spent daily with Ad-Supported Audio.



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 478 SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,801

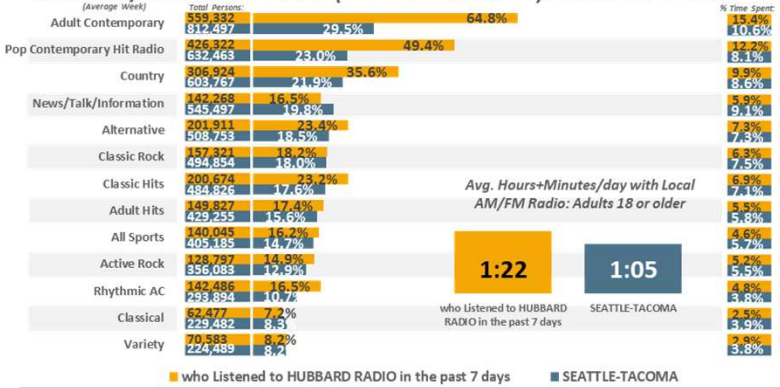
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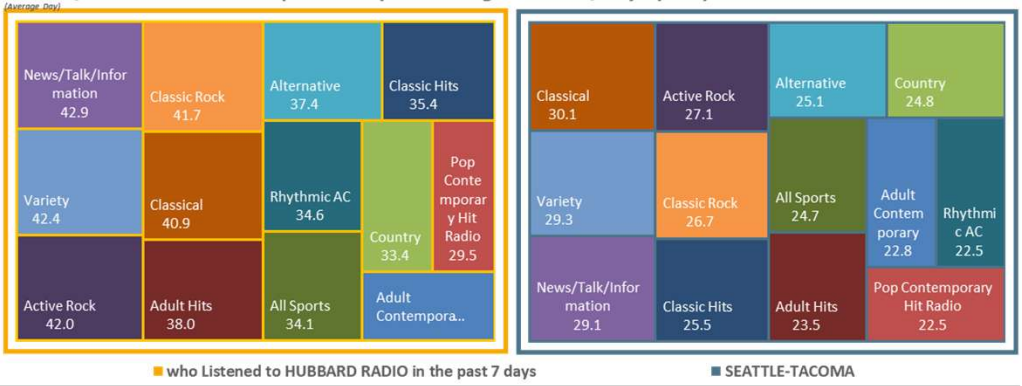
Radio Stations: KRWM-FM

863,155 or 100.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Alternative, and Classic Hits.

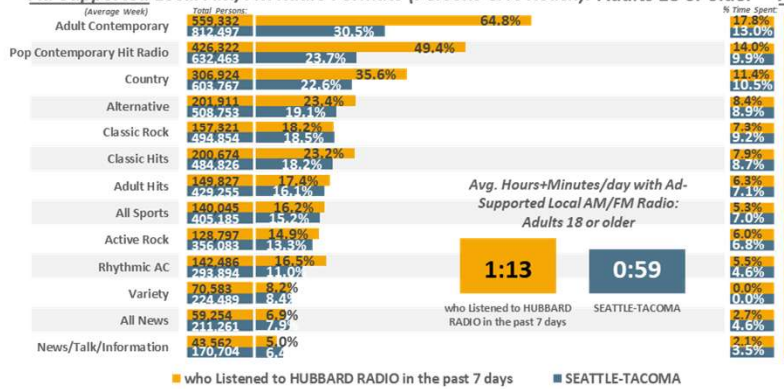
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



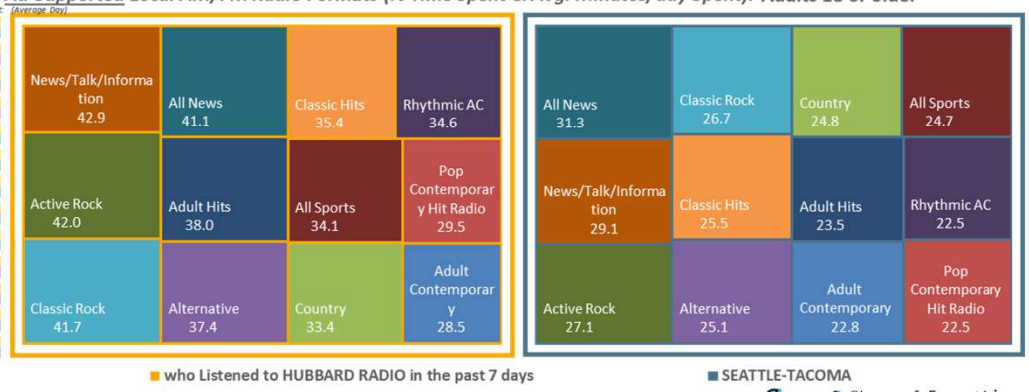
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 887

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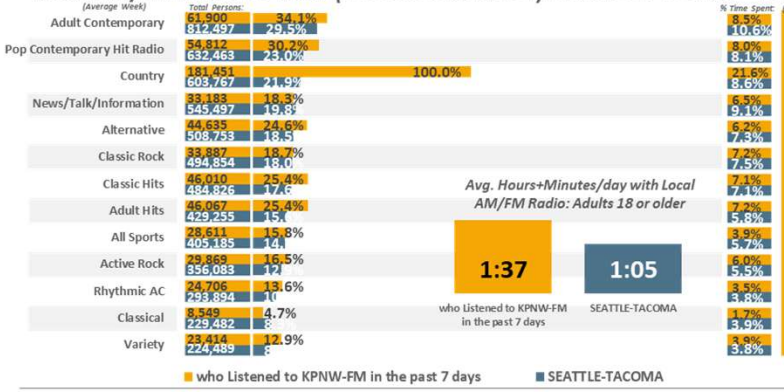
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(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM)

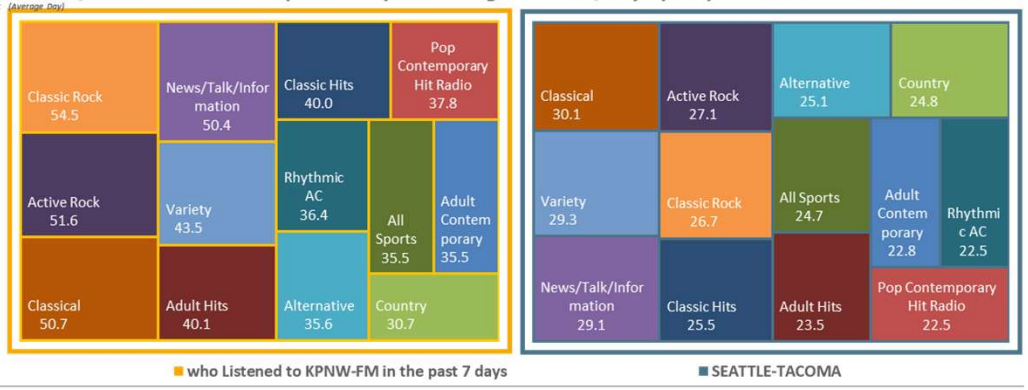


181,451 or 100.% of Adults 18 or older who Listened to KPNW-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Pop Contemporary Hit Radio, Adult Hits, and Classic Hits.

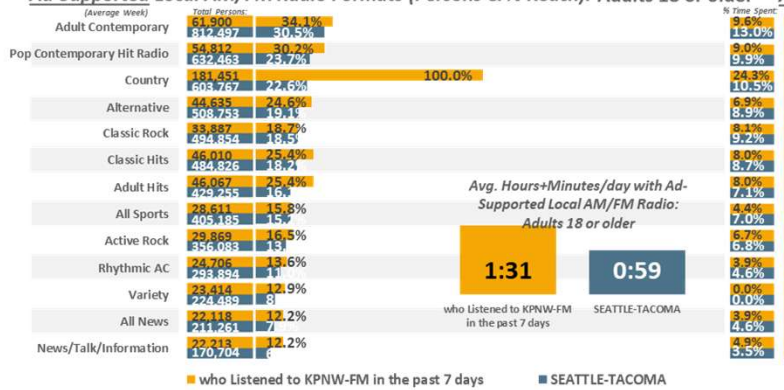
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



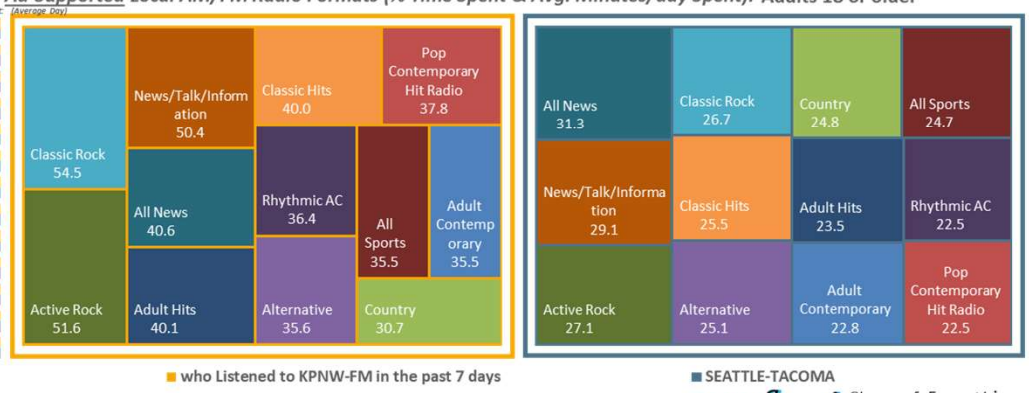
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 187

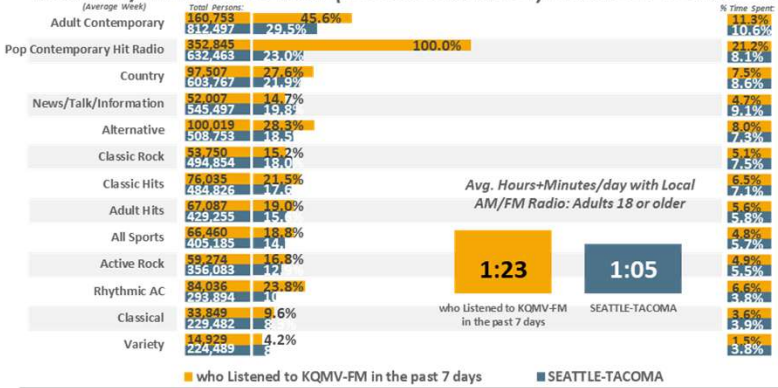
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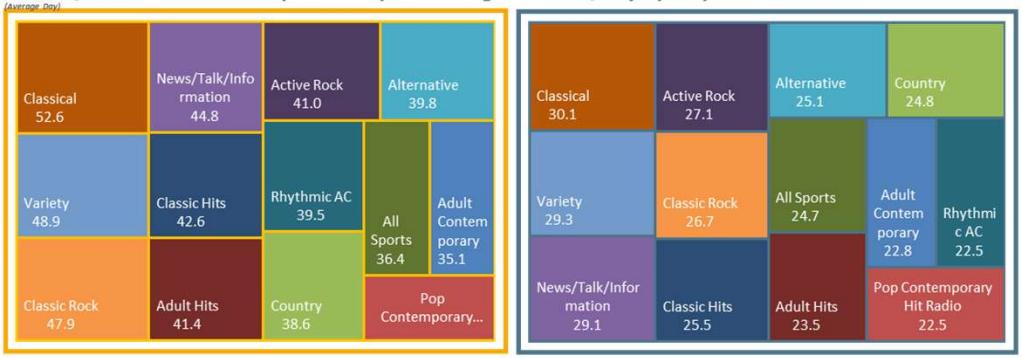
Radio Stations: KPNW-FM

352,845 or 100.% of Adults 18 or older who Listened to KQMV-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Alternative, Country, and Rhythmic AC.

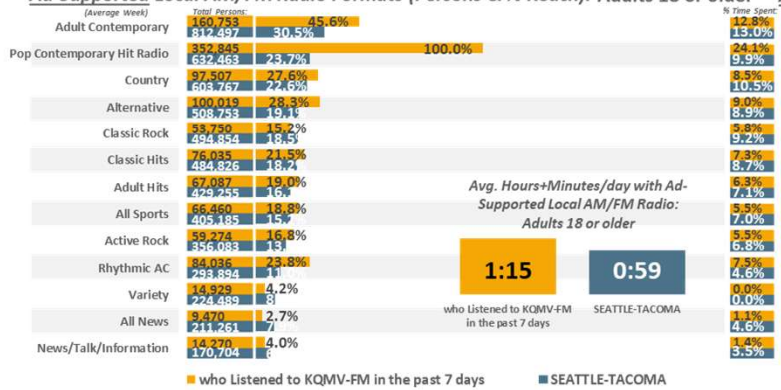
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



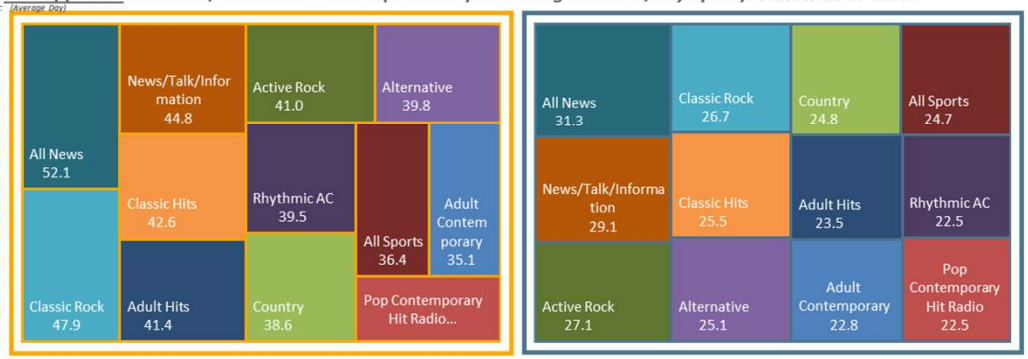
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 342

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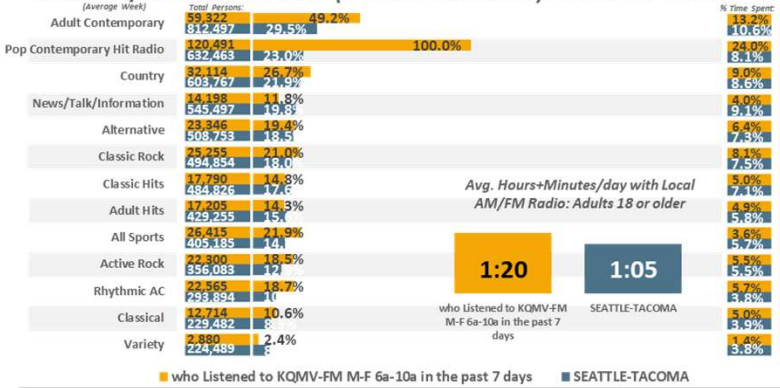
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Radio Stations: KQMV-FM

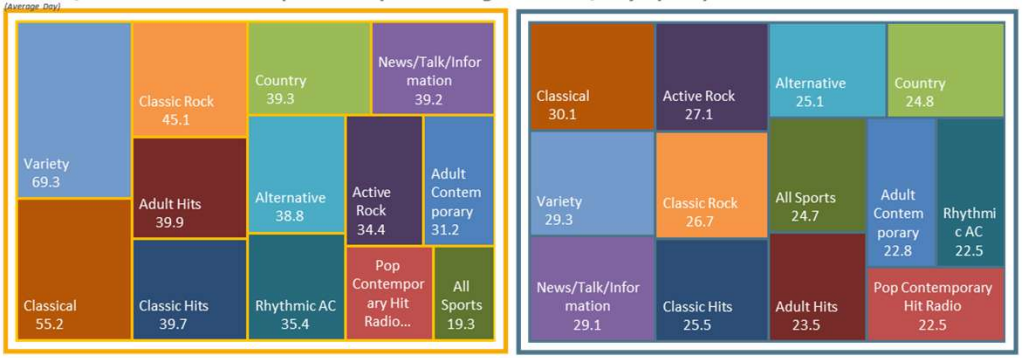


119,513 or 99.2% of Adults 18 or older who Listened to KQMV-FM M-F 6a-10a in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Country, All Sports, and Classic Rock.

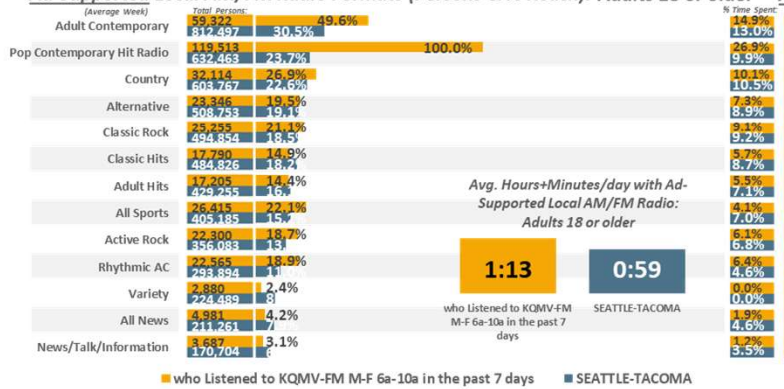
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



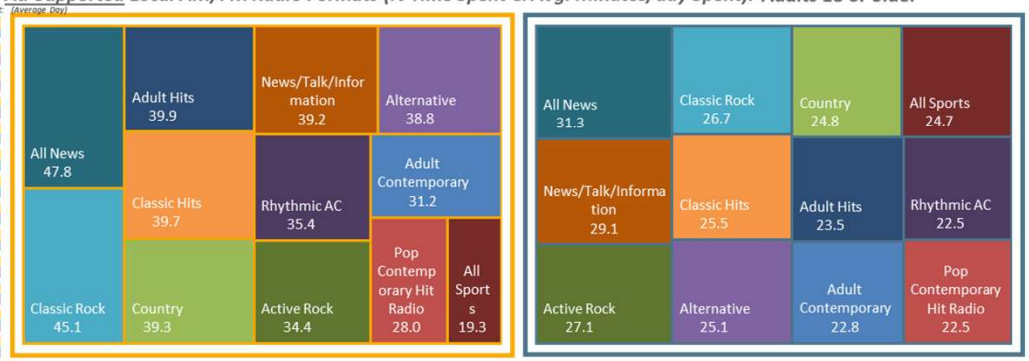
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 106

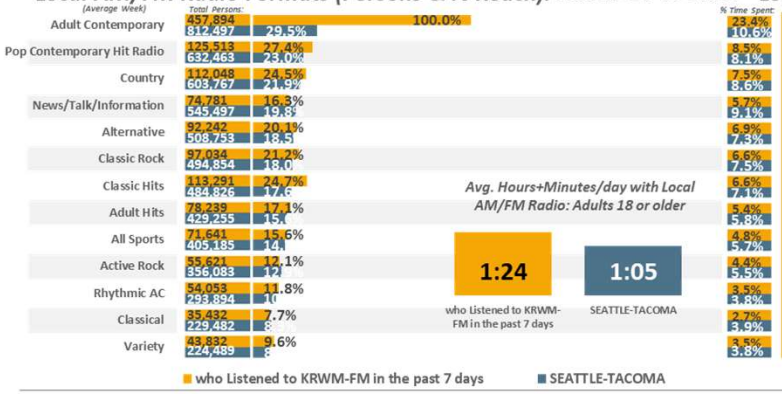
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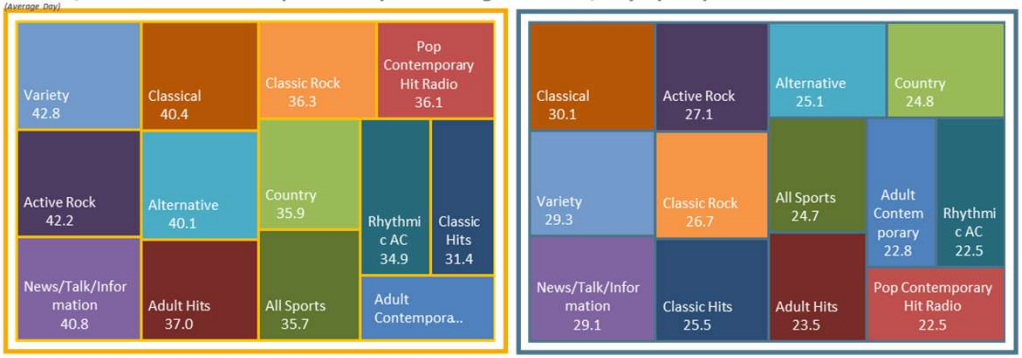
Radio Stations: KQMV-FM M-F 6A-10A

457,894 or 100.% of Adults 18 or older who Listened to KRWM-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Classic Rock.

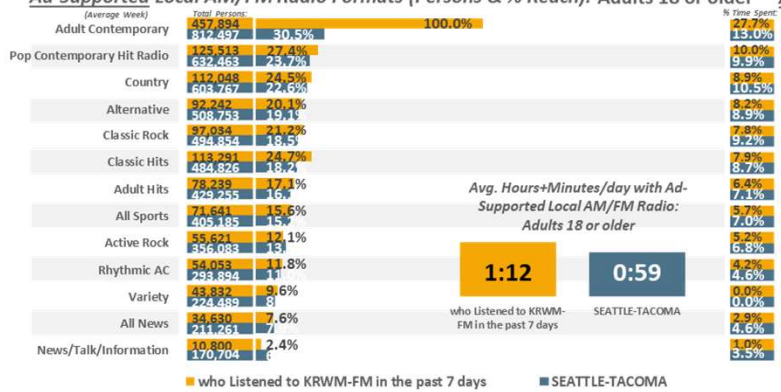
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



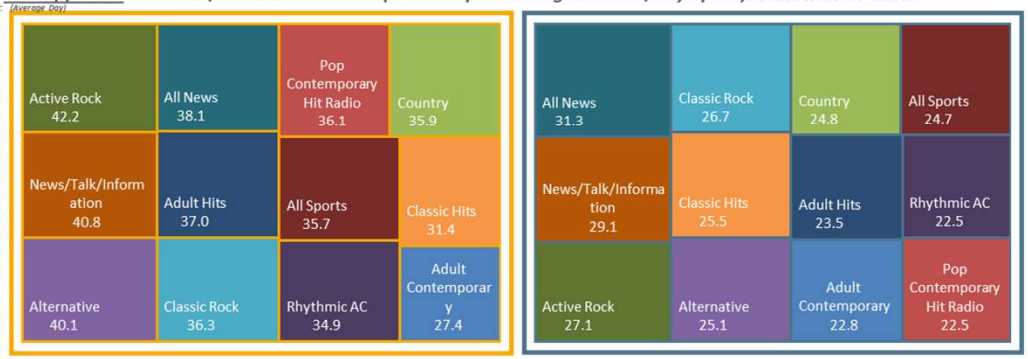
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 478

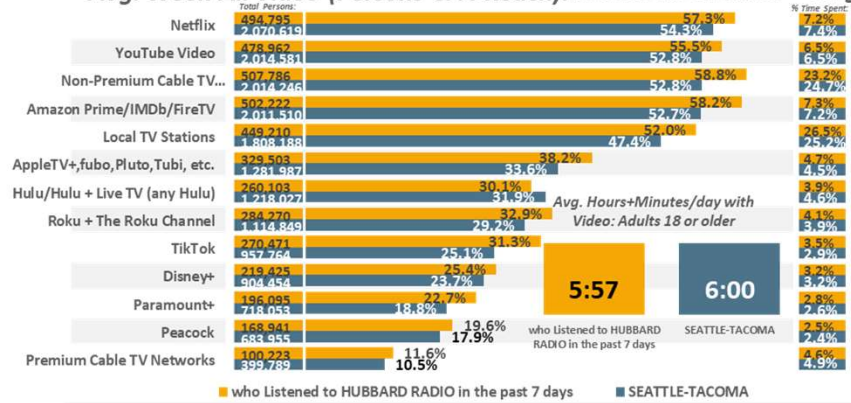
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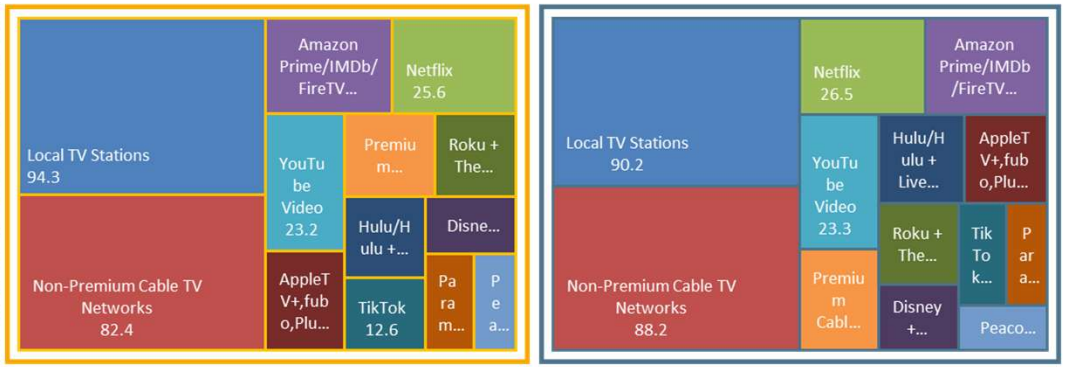
Radio Stations: KRWM-FM

444,104 or 51.5% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 88.2 minutes every day representing 29.9% of all time spent daily with Ad-Supported Video.

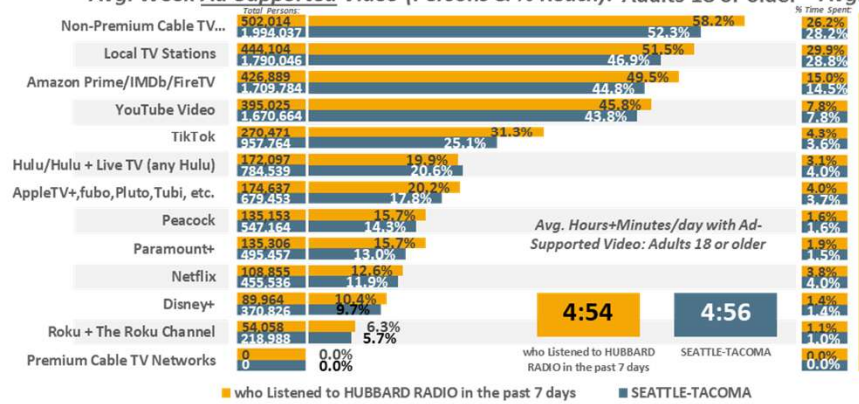
Avg. Week All Video (Persons & % Reach): Adults 18 or older



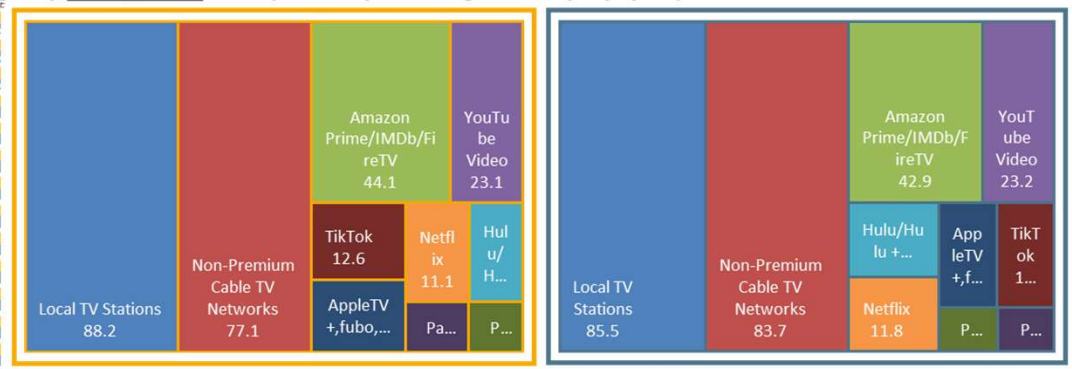
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 887

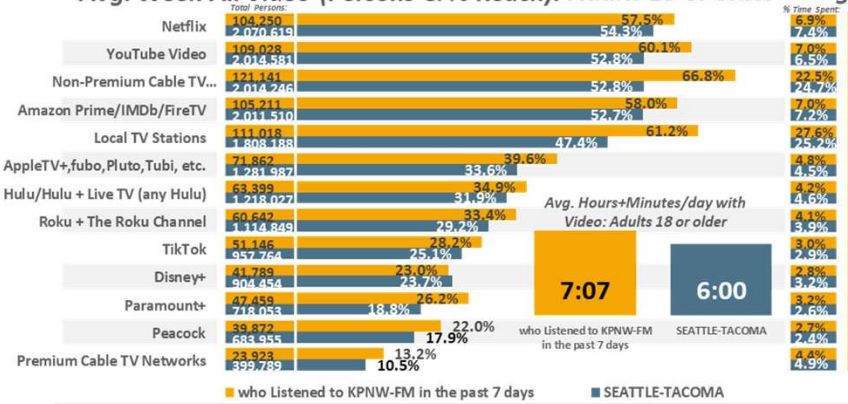
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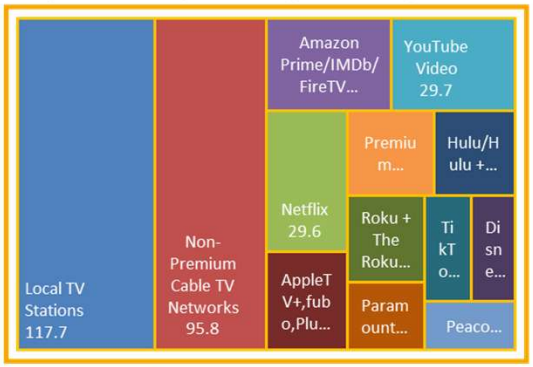
(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM)

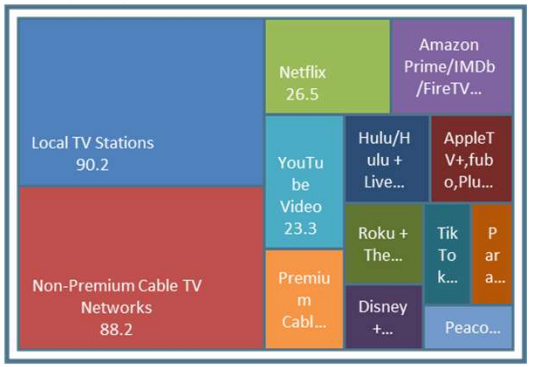
109,063 or 60.1% of Adults 18 or older who Listened to KPNW-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 110.7 minutes every day representing 31.4% of all time spent daily with Ad-Supported Video.

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

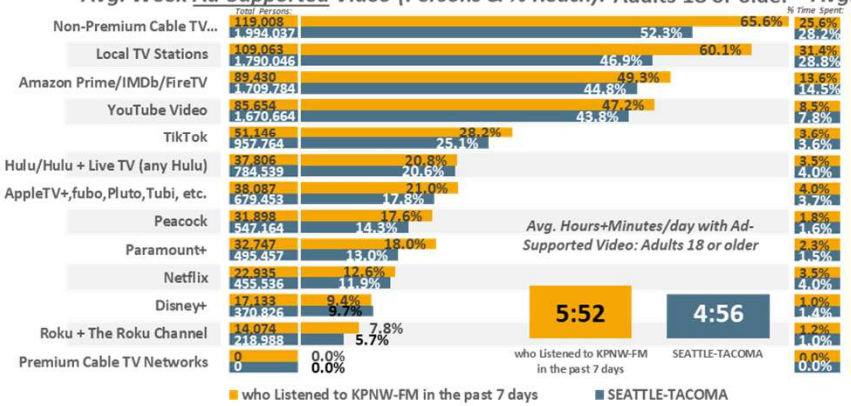


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

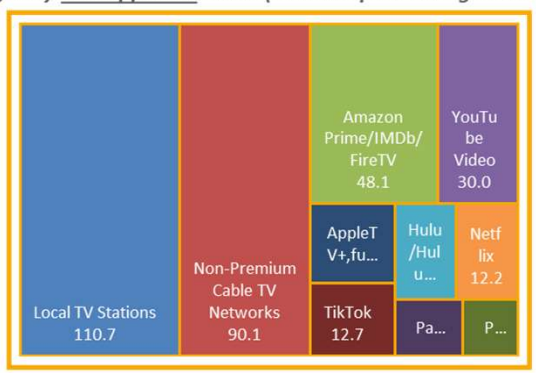


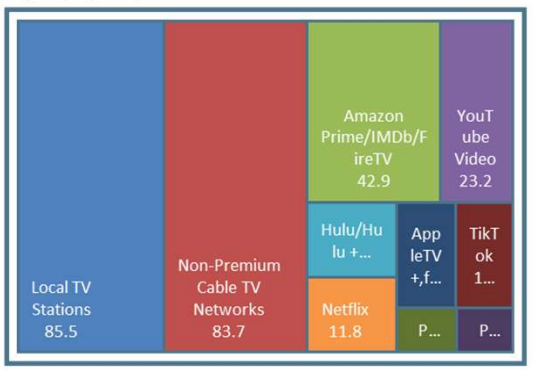


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 187

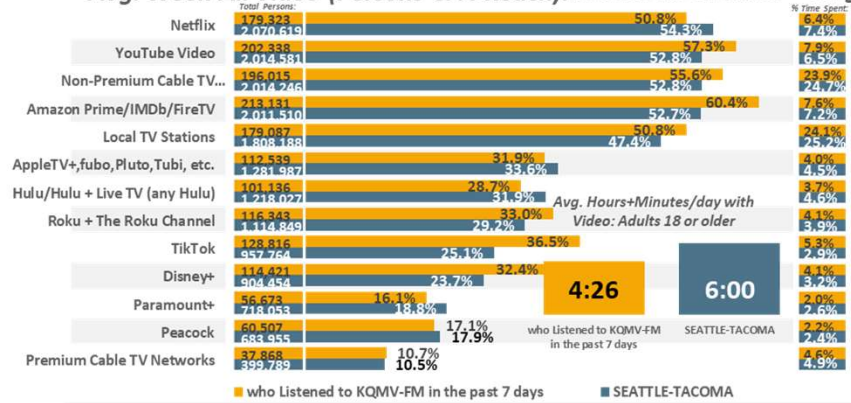
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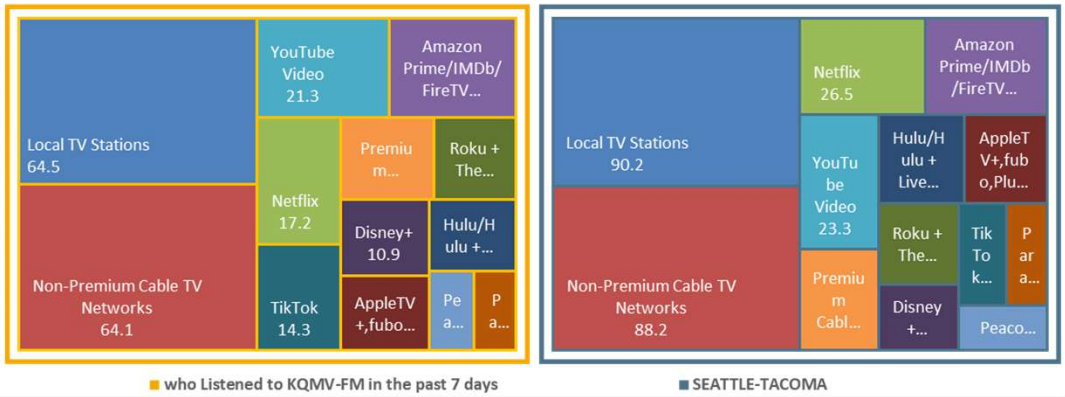
Radio Stations: KPNW-FM

178,124 or 50.5% of Adults 18 or older who Listened to KQMV-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 61.7 minutes every day representing 27.7% of all time spent daily with Ad-Supported Video.

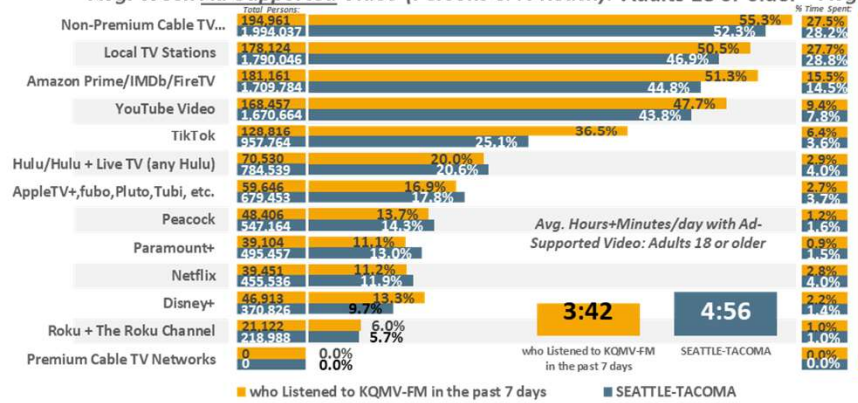
Avg. Week All Video (Persons & % Reach): Adults 18 or older



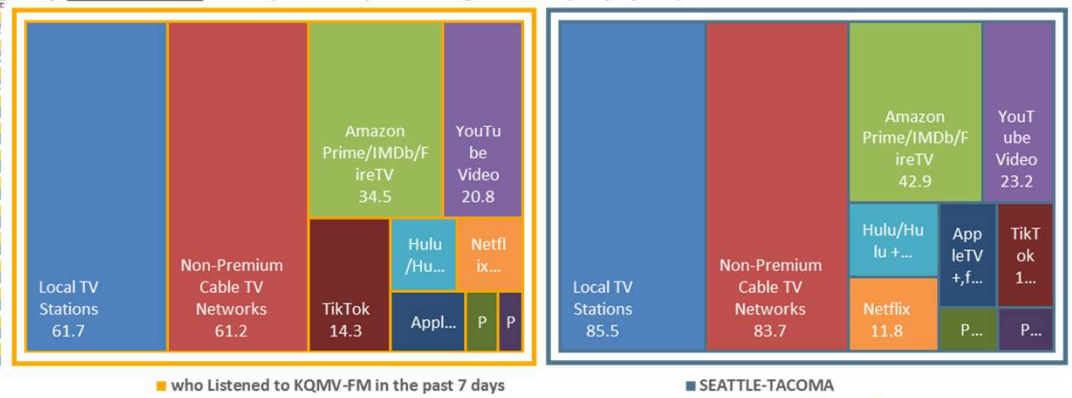
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 342

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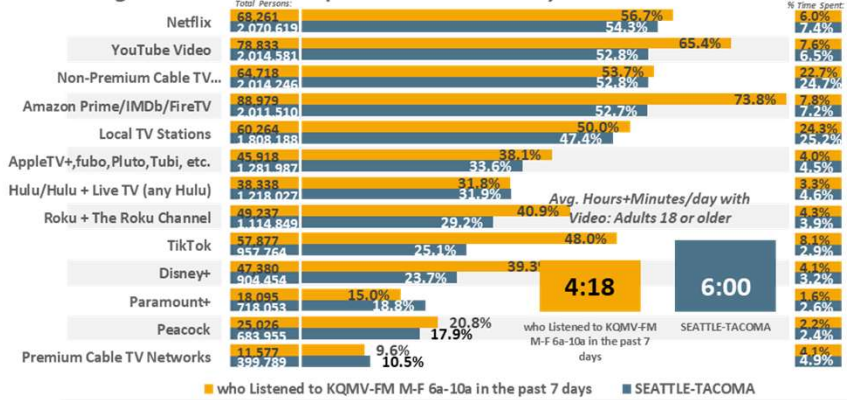
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Radio Stations: KQMV-FM

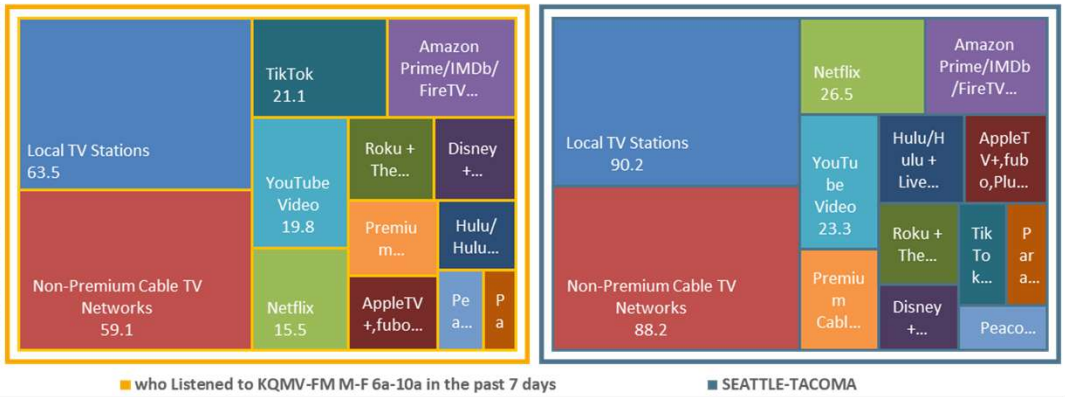


60,051 or 49.8% of Adults 18 or older who Listened to KQMV-FM M-F 6a-10a in the past 7 days watch Ad-Supported Local TV Stations for an average of 62.3 minutes every day representing 28.6% of all time spent daily with Ad-Supported Video.

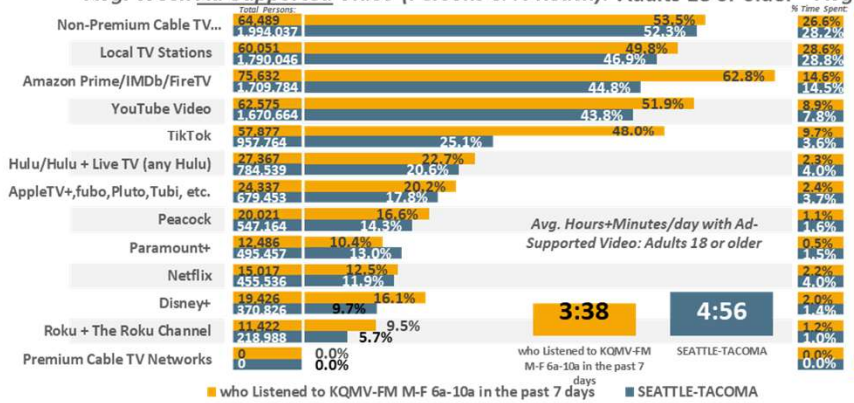
Avg. Week All Video (Persons & % Reach): Adults 18 or older



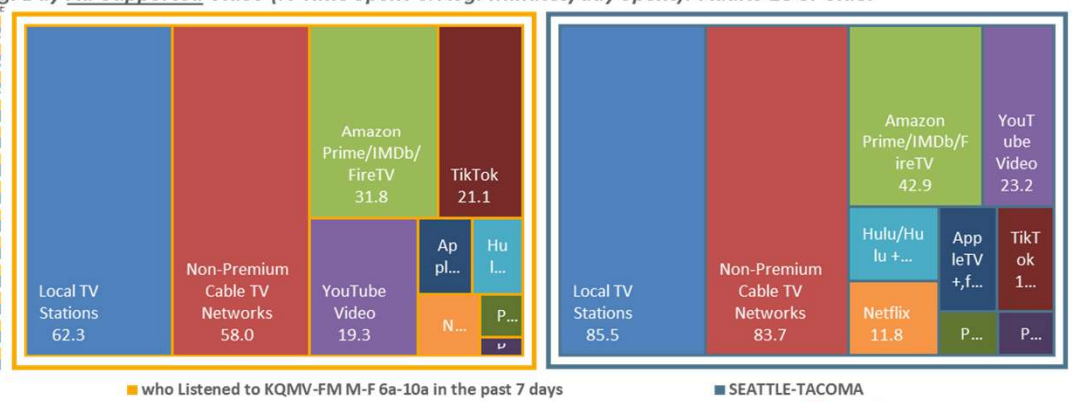
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 106

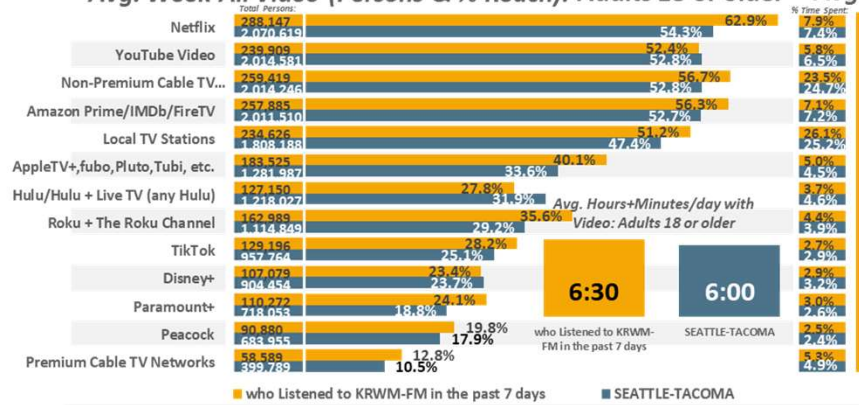
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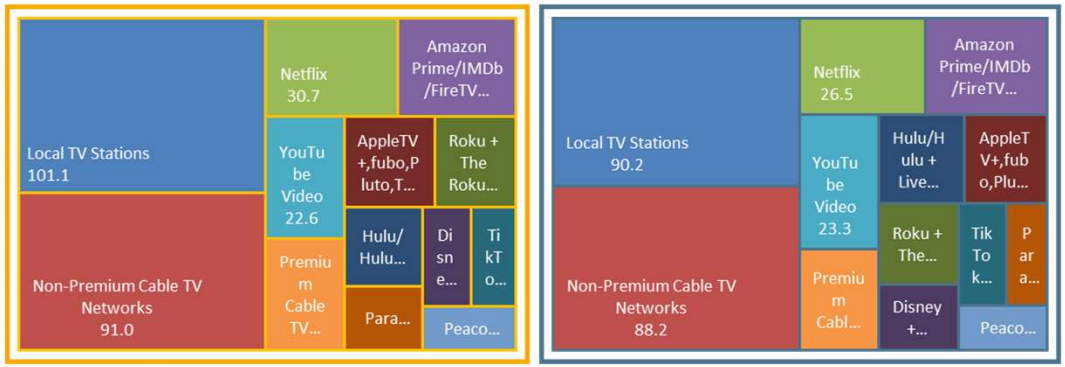
Radio Stations: KQMV-FM M-F 6A-10A

231,226 or 50.5% of Adults 18 or older who Listened to KRWM-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 92.8 minutes every day representing 29.2% of all time spent daily with Ad-Supported Video.

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



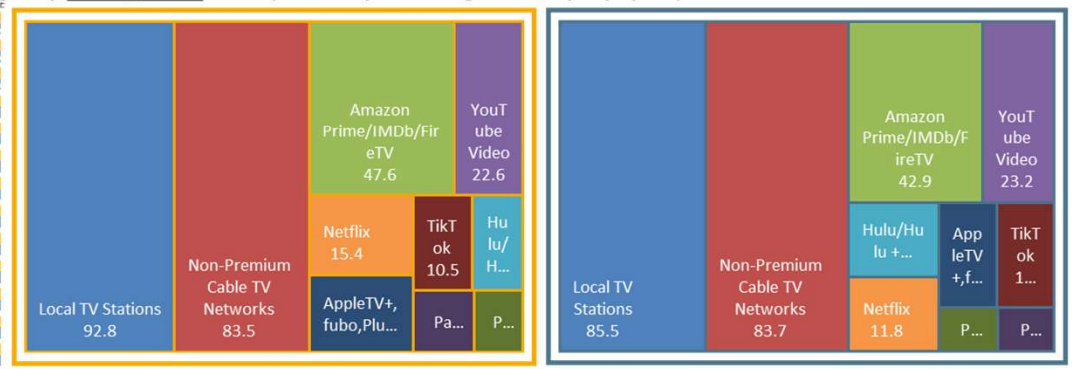
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



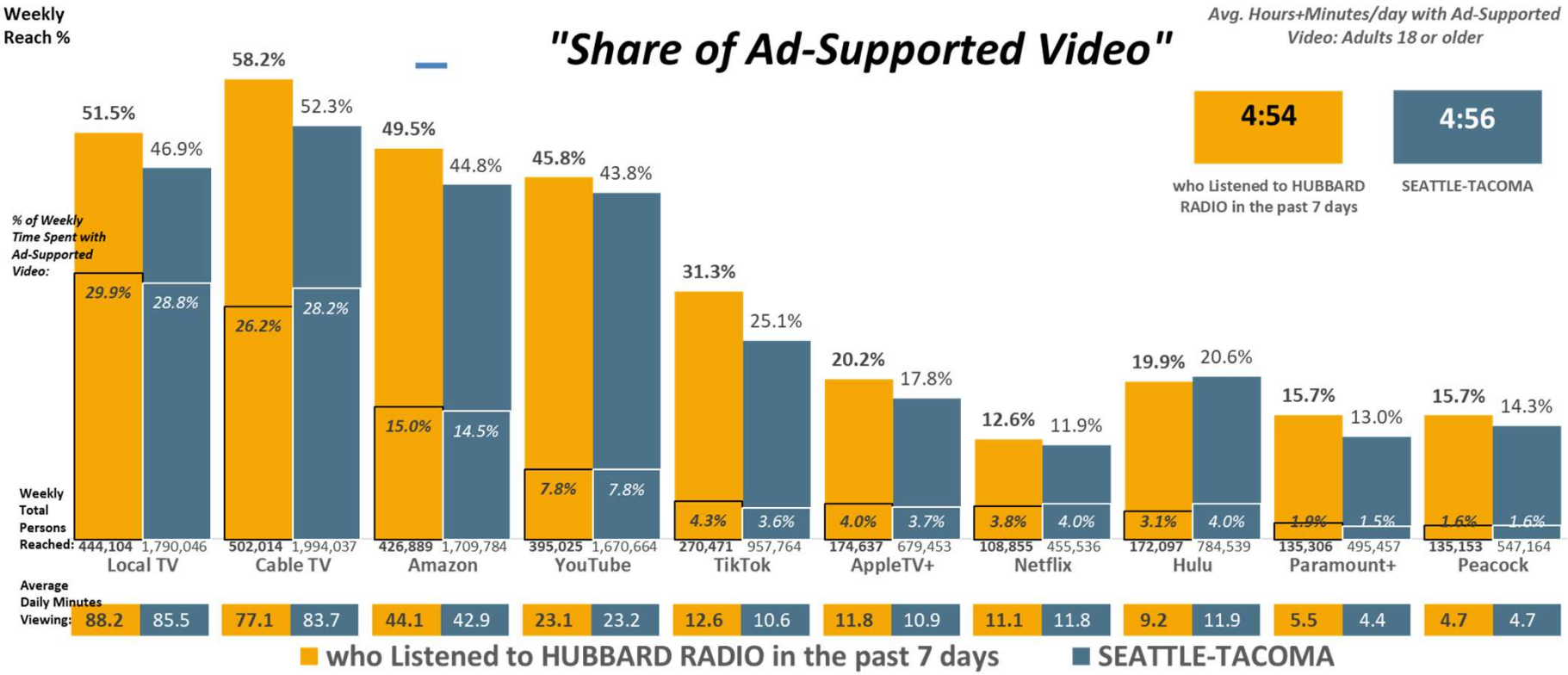
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 478

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Radio Stations: KRWM-FM

444,104 or 51.5% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 88.2 minutes every day representing 29.9% of all time spent daily with Ad-Supported Video.



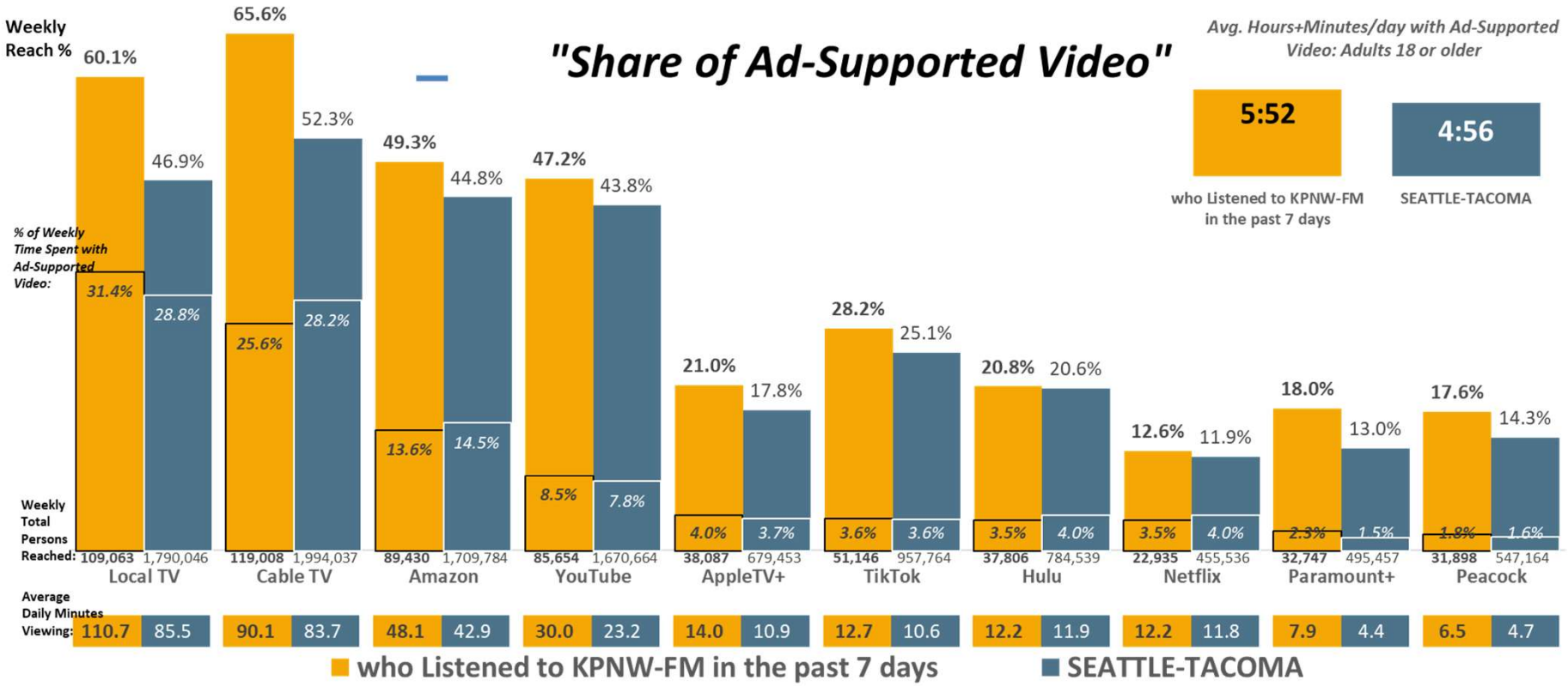
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 887 SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,801

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(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM)

109,063 or 60.1% of Adults 18 or older who Listened to KPNW-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 110.7 minutes every day representing 31.4% of all time spent daily with Ad-Supported Video.



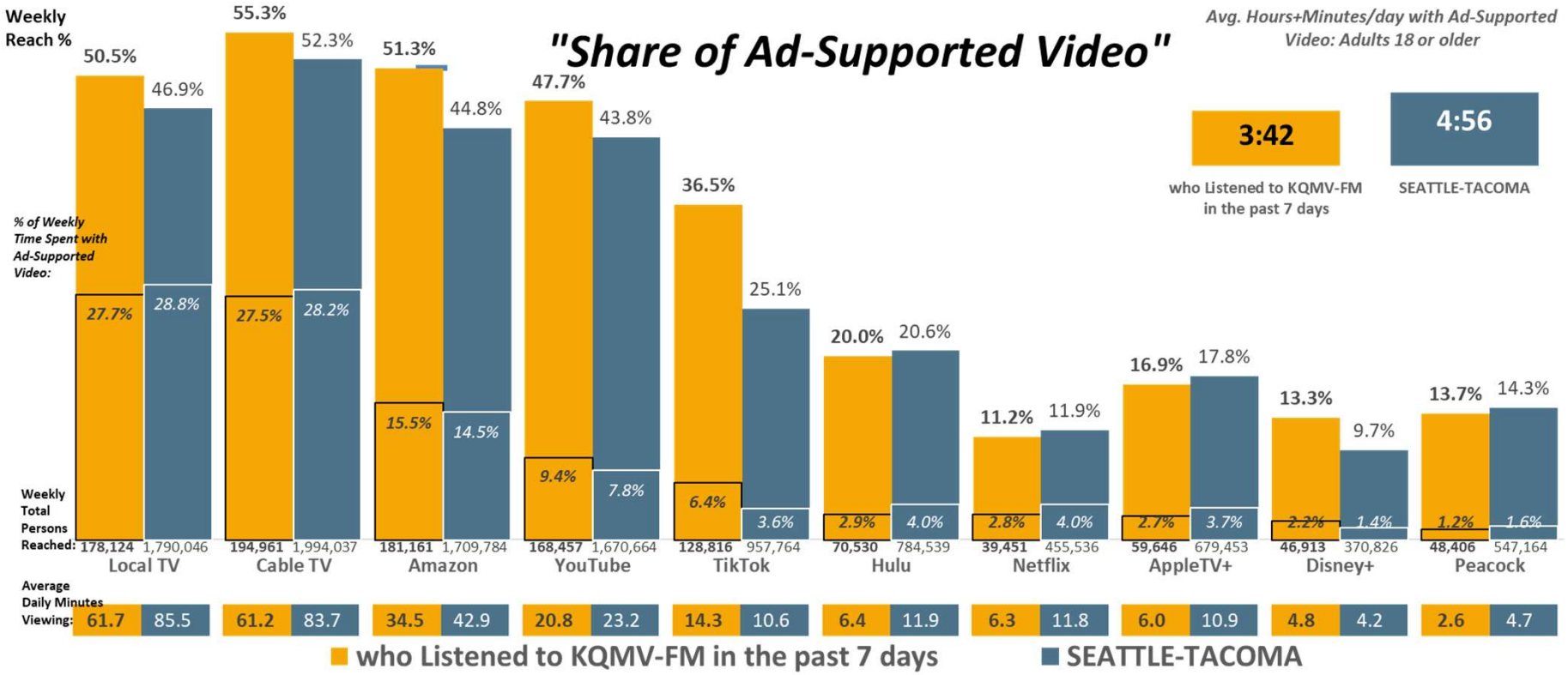
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 187 SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,801

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Radio Stations: KPNW-FM

178,124 or 50.5% of Adults 18 or older who Listened to KQMV-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 61.7 minutes every day representing 27.7% of all time spent daily with Ad-Supported Video.



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 342 SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,801

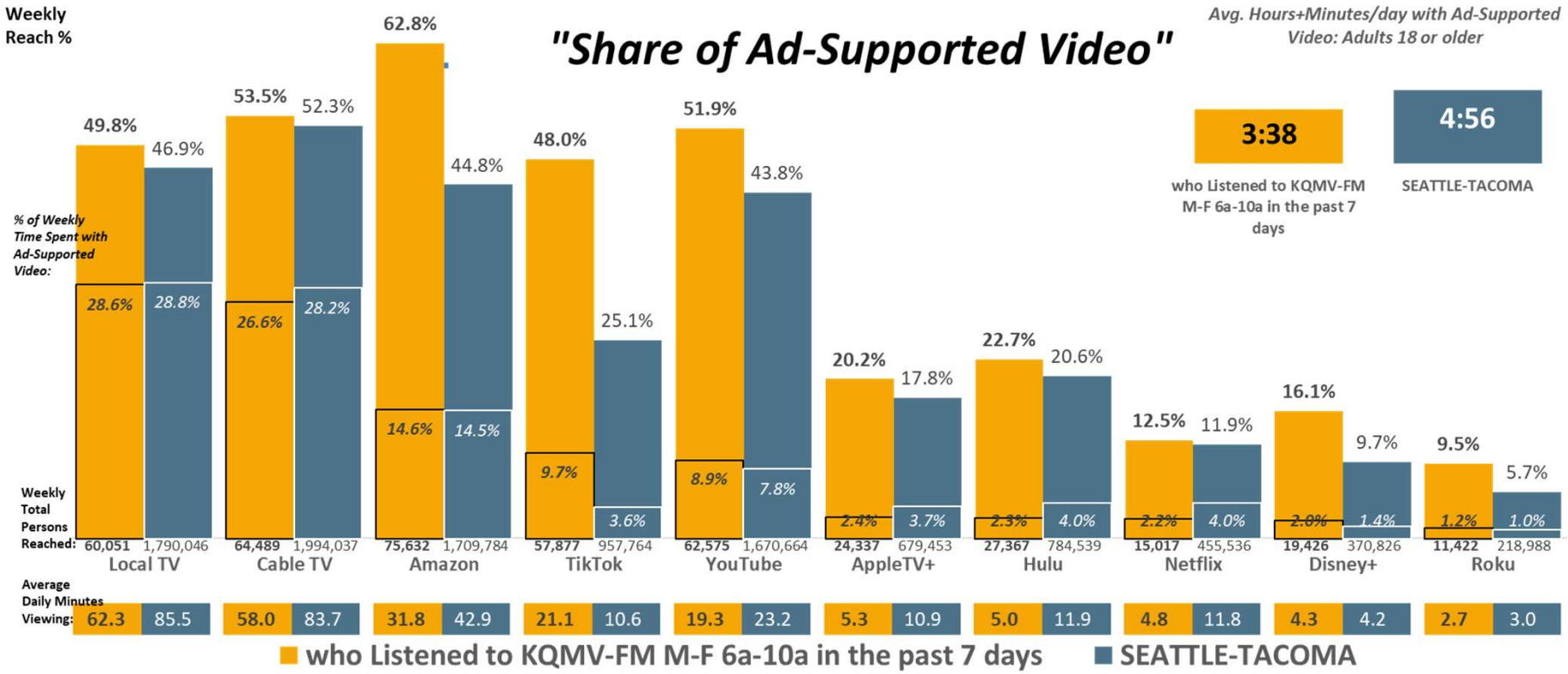
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Radio Stations: KQMV-FM



60,051 or 49.8% of Adults 18 or older who Listened to KQMV-FM M-F 6a-10a in the past 7 days watch Ad-Supported Local TV Stations for an average of 62.3 minutes every day representing 28.6% of all time spent daily with Ad-Supported Video.



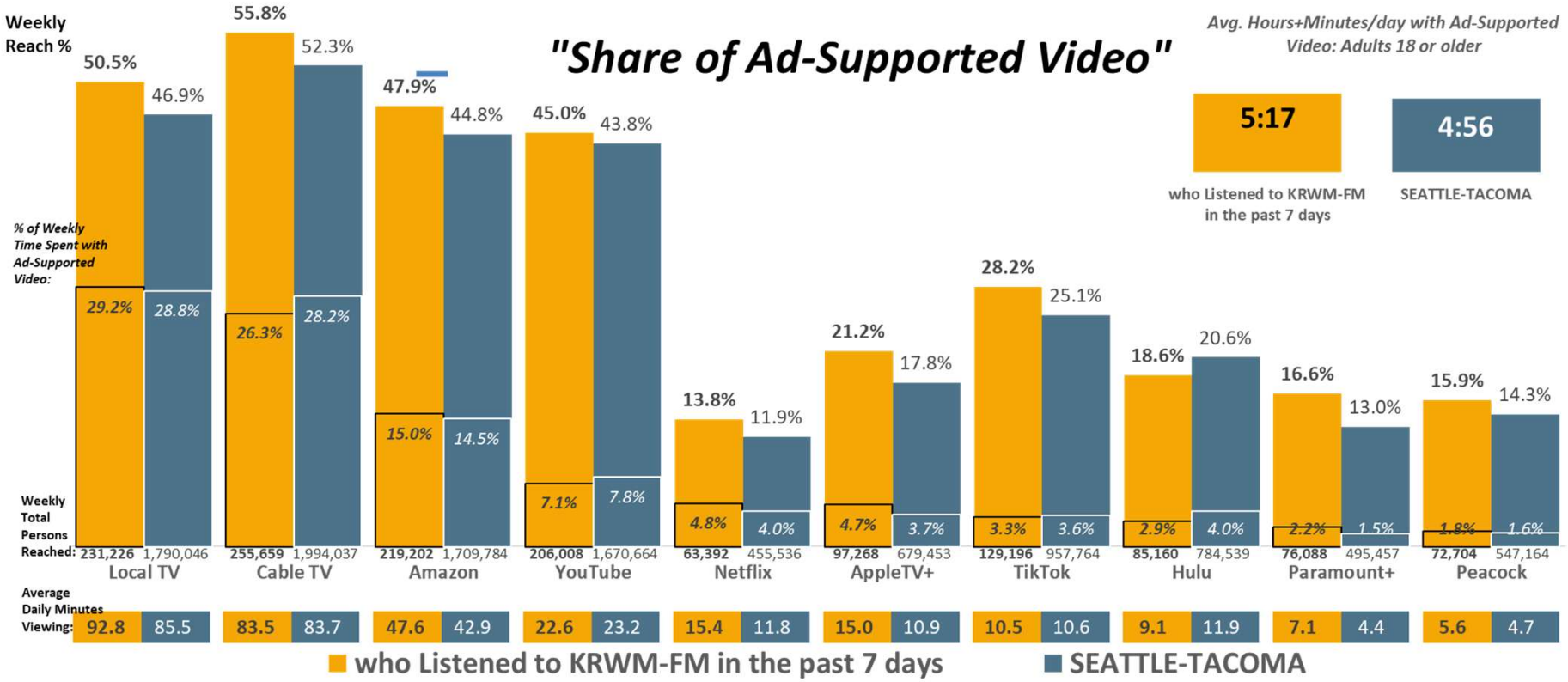
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 106 SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,801

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Radio Stations: KQMV-FM M-F 6A-10A

231,226 or 50.5% of Adults 18 or older who Listened to KRWM-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 92.8 minutes every day representing 29.2% of all time spent daily with Ad-Supported Video.



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 478 SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,801

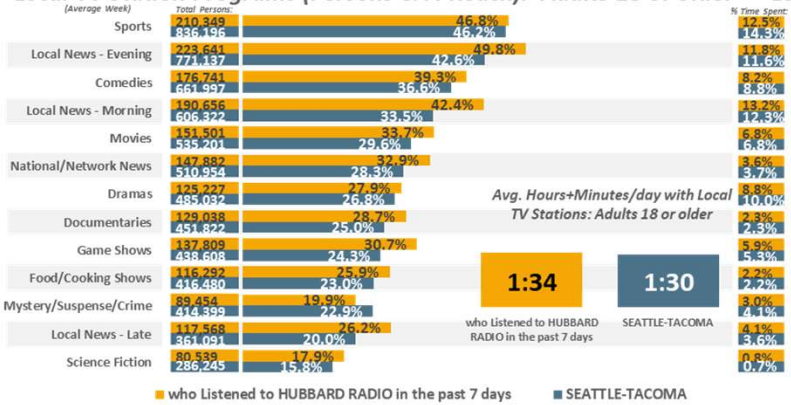
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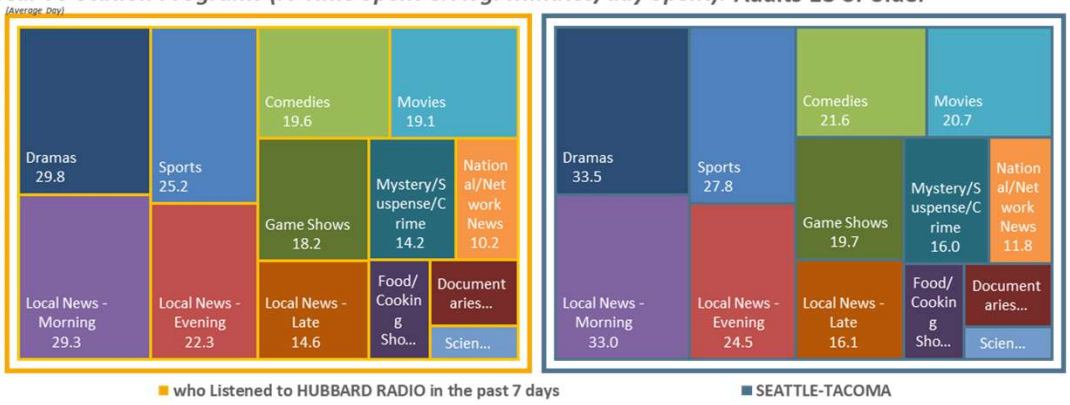
Radio Stations: KRWM-FM

444,104 or 51.5% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Movies, and Game Shows.

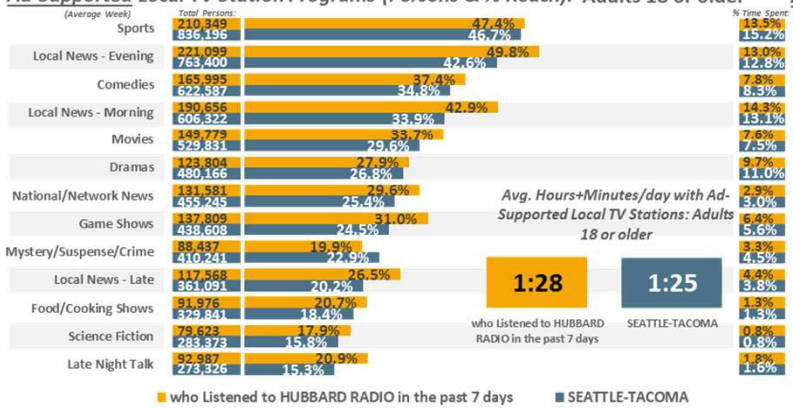
Local TV Station Programs (Persons & % Reach): Adults 18 or older



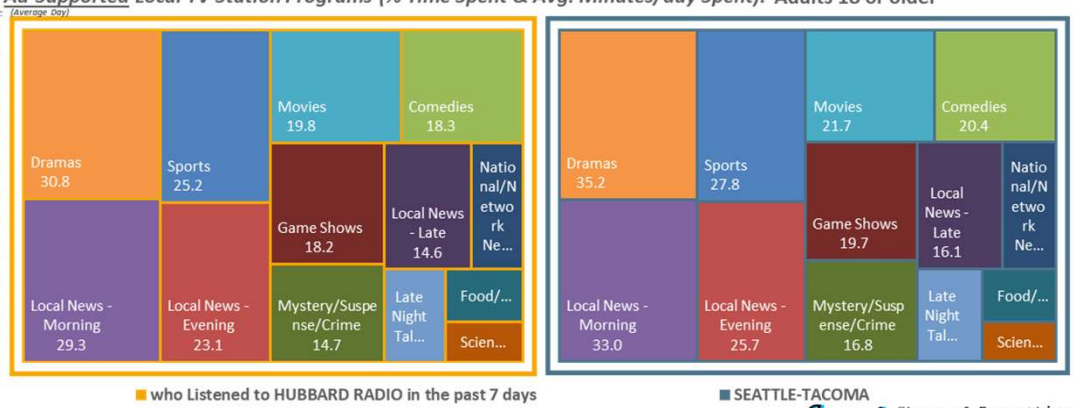
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 887

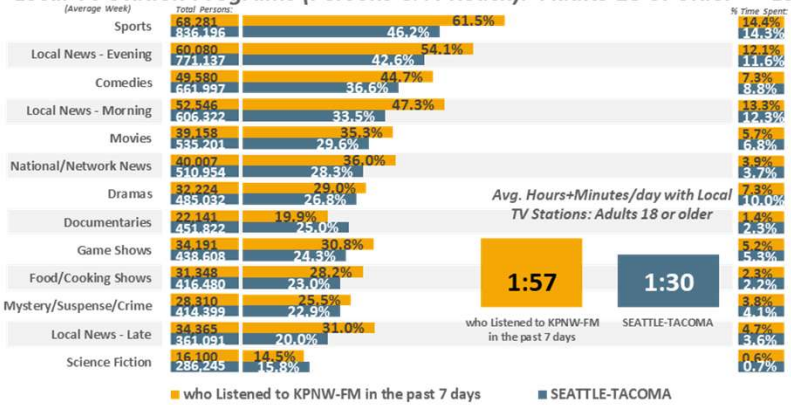
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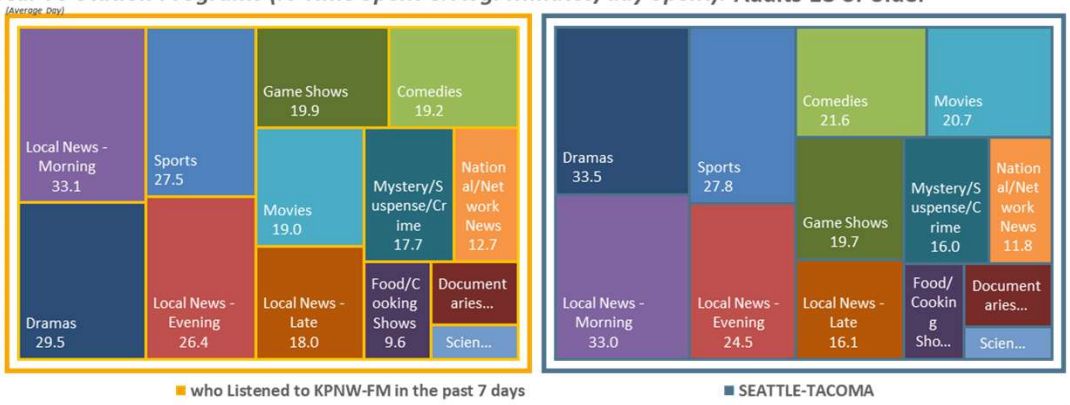
(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM)

109,063 or 60.1% of Adults 18 or older who Listened to KPNW-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and National/Network News.

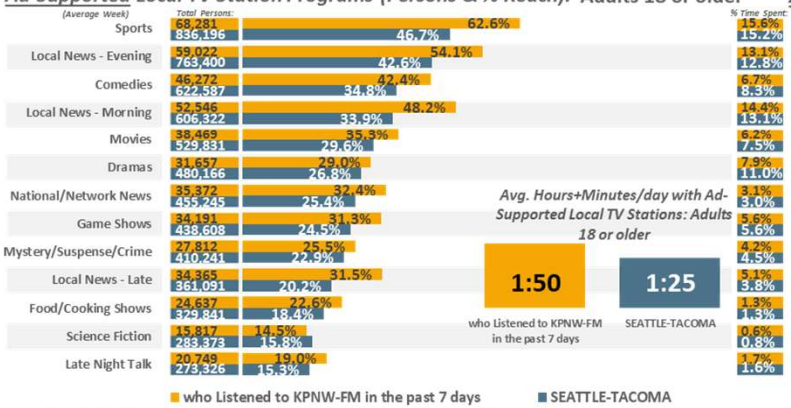
Local TV Station Programs (Persons & % Reach): Adults 18 or older



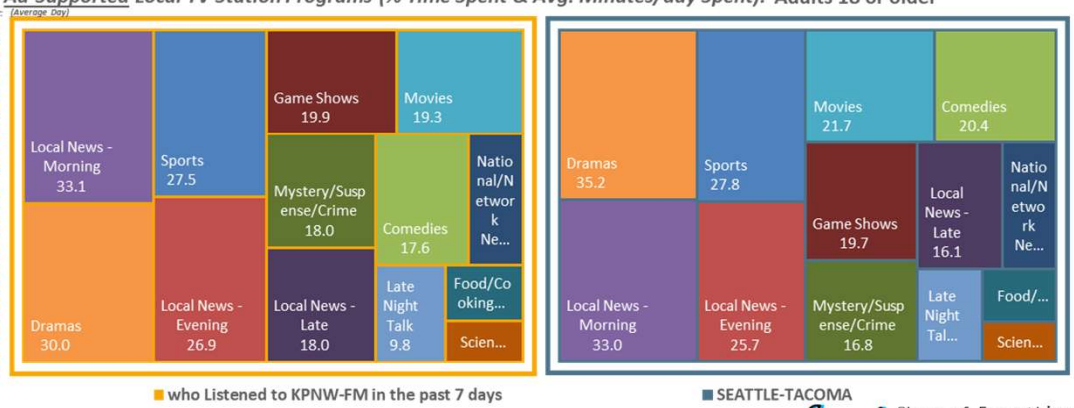
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 187

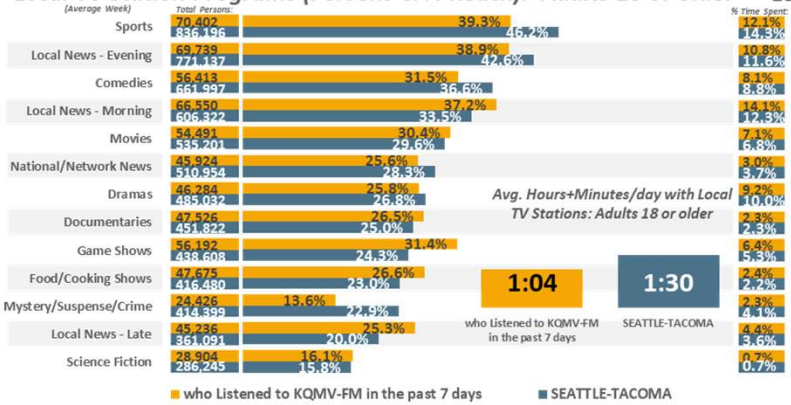
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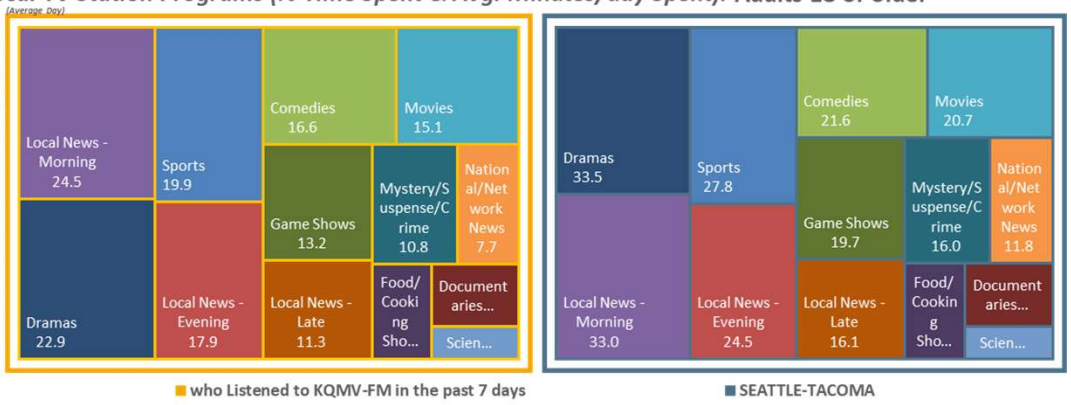
Radio Stations: KPNW-FM

178,124 or 50.5% of Adults 18 or older who Listened to KQMV-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Game Shows, Movies, and Comedies.

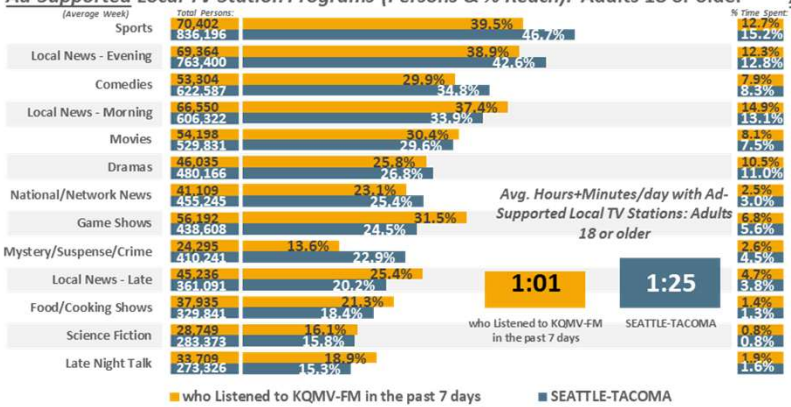
Local TV Station Programs (Persons & % Reach): Adults 18 or older



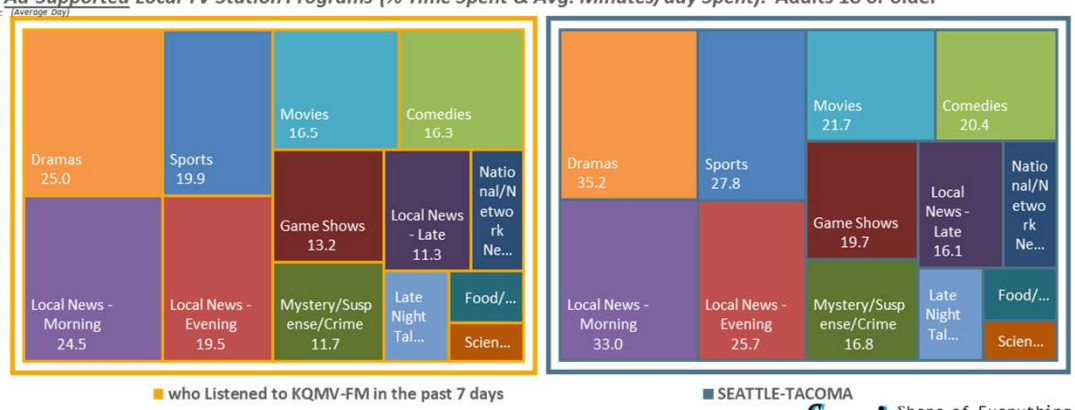
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 342

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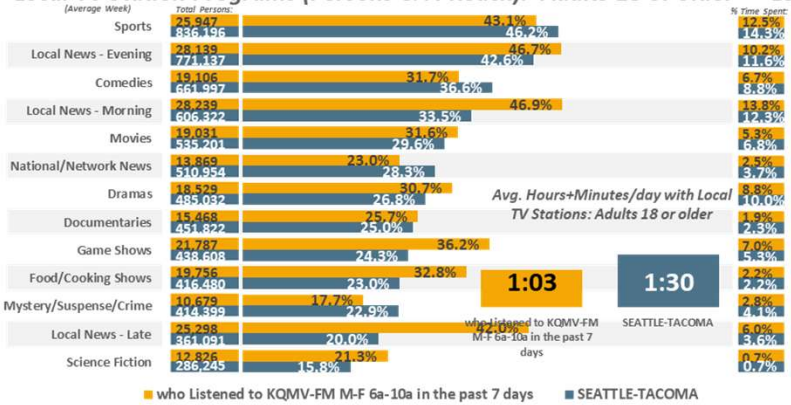
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Radio Stations: KQMV-FM

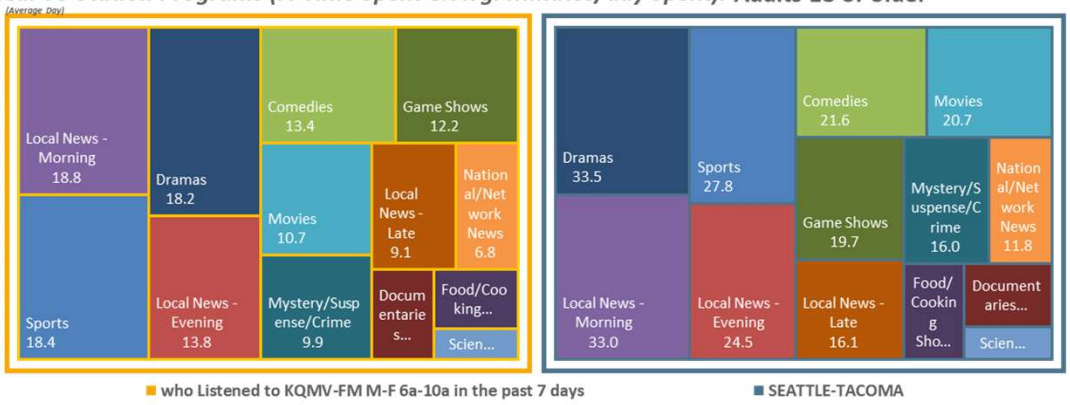


60,051 or 49.8% of Adults 18 or older who Listened to KQMV-FM M-F 6a-10a in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Local News - Evening, Sports, Local News - Late, Game Shows, and Movies.

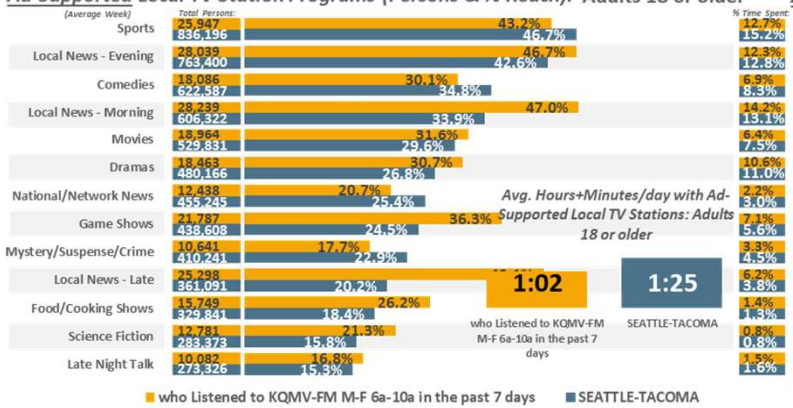
Local TV Station Programs (Persons & % Reach): Adults 18 or older



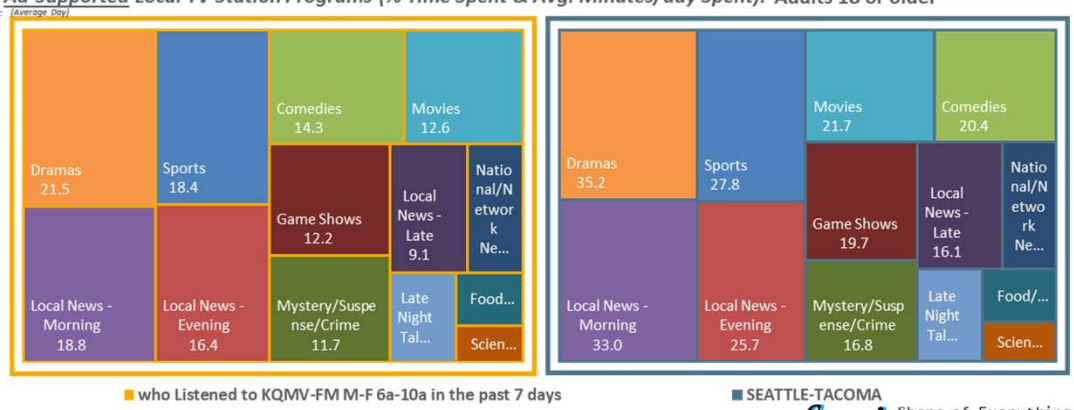
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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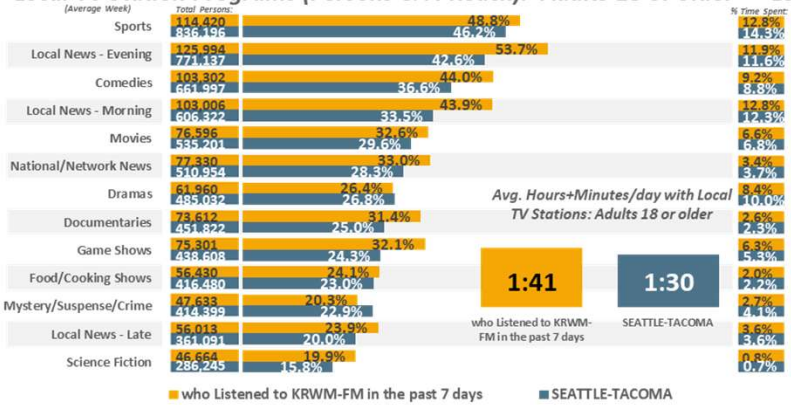
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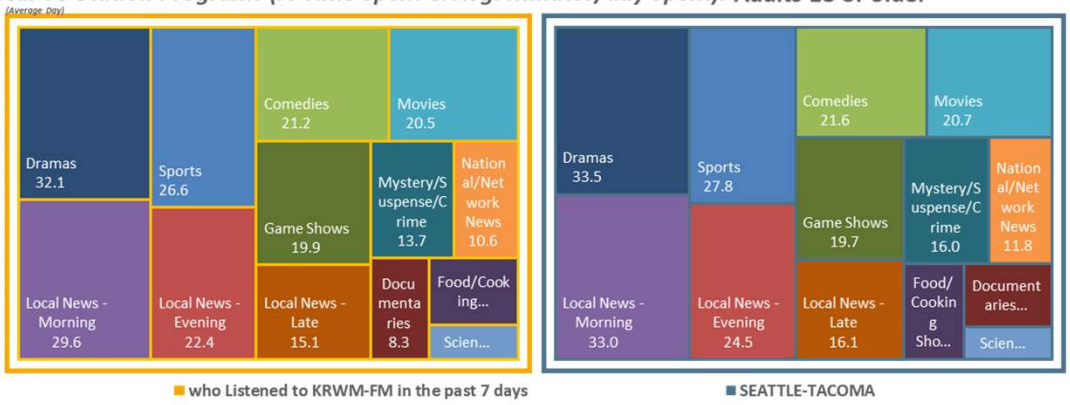
Radio Stations: KQMV-FM M-F 6A-10A

231,226 or 50.5% of Adults 18 or older who Listened to KRWM-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, Movies, and Game Shows.

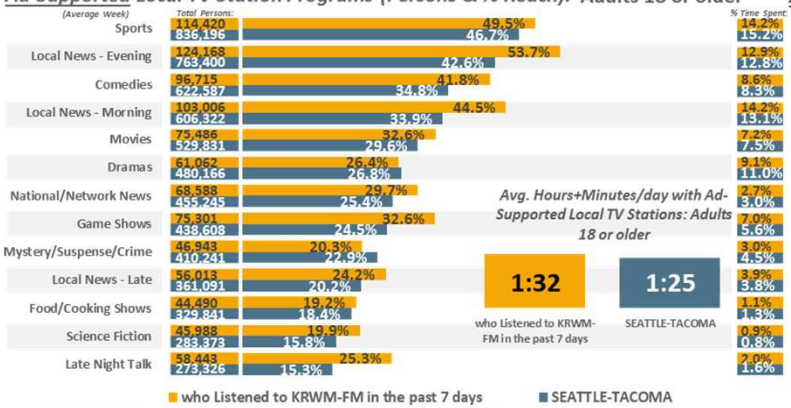
Local TV Station Programs (Persons & % Reach): Adults 18 or older



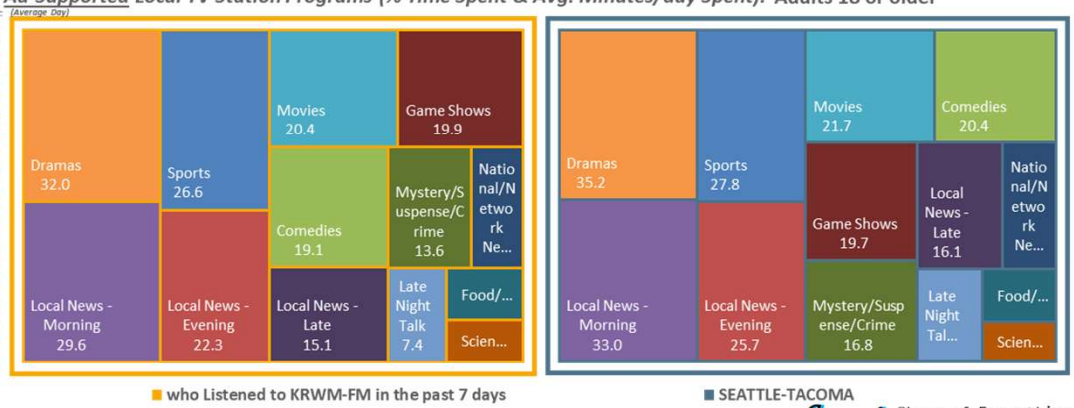
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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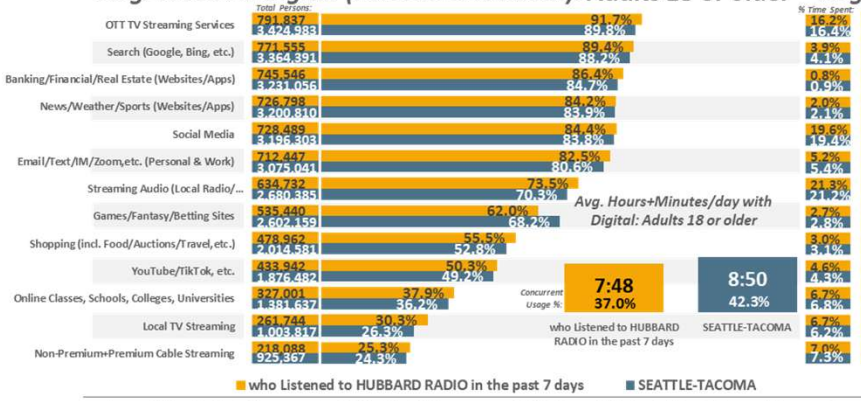
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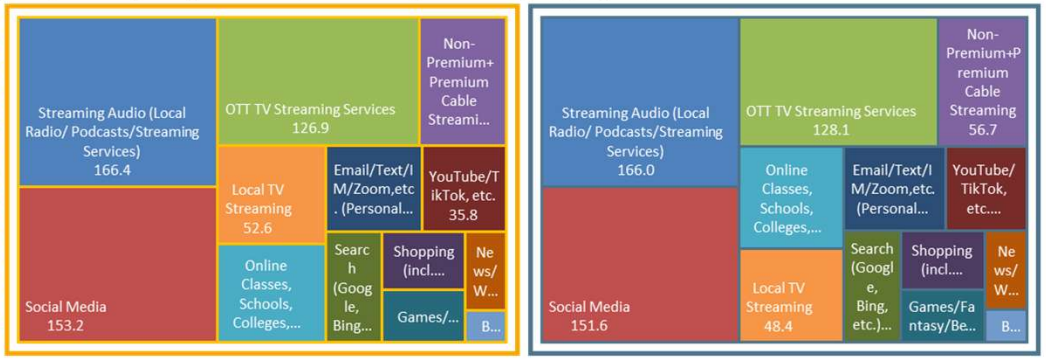
Radio Stations: KRWM-FM

643,237 or 74.5% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days use Ad-Supported Social Media for an average of 135.3 minutes every day representing 23.5% of all time spent daily with Ad-Supported Digital Media.

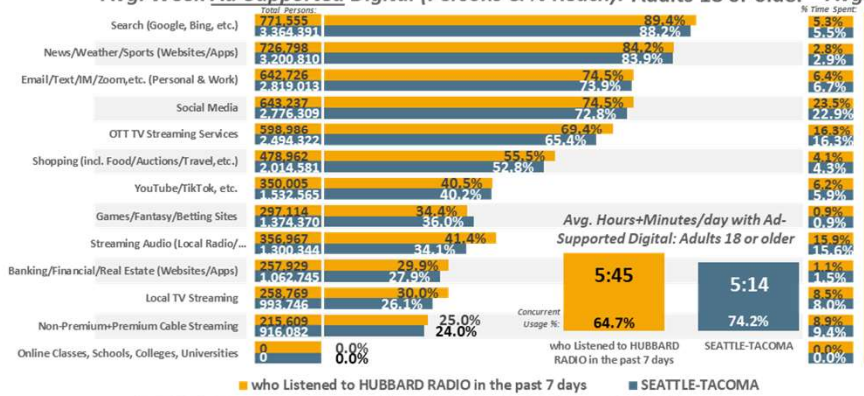
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



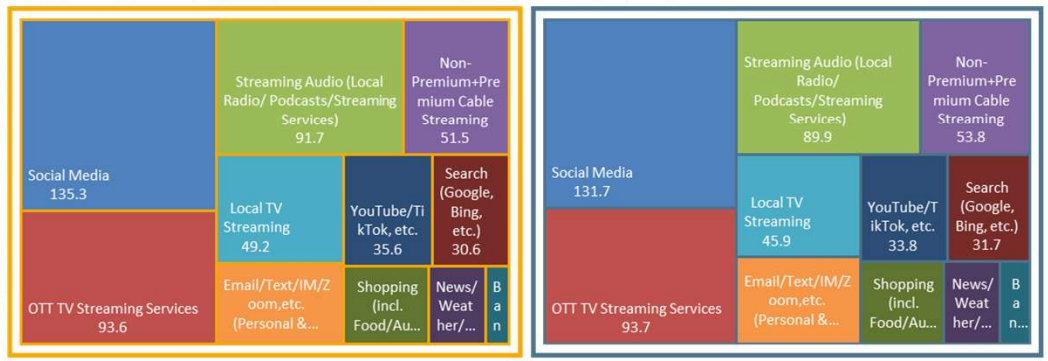
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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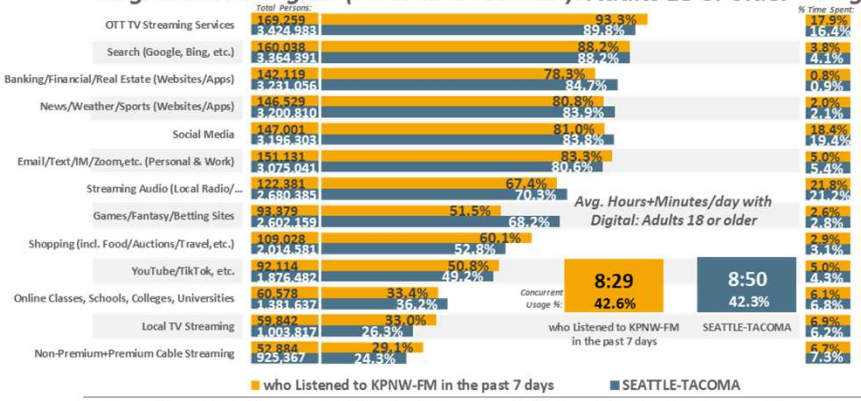
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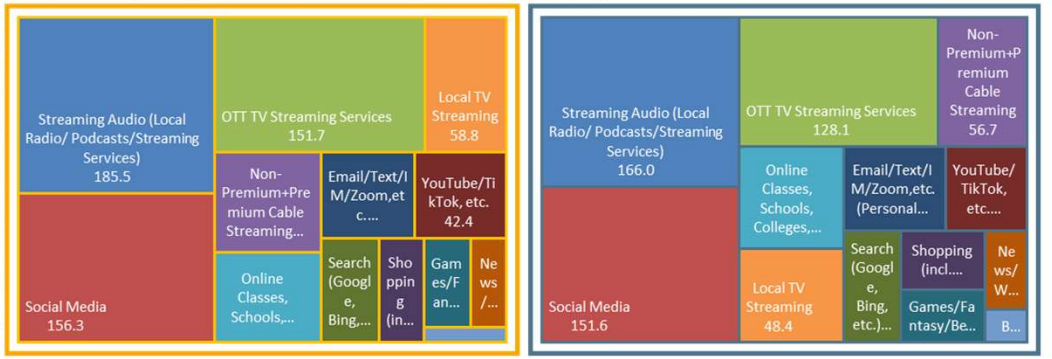
(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM)

135,236 or 74.5% of Adults 18 or older who Listened to KPNW-FM in the past 7 days use Ad-Supported Social Media for an average of 143.8 minutes every day representing 22.6% of all time spent daily with Ad-Supported Digital Media.

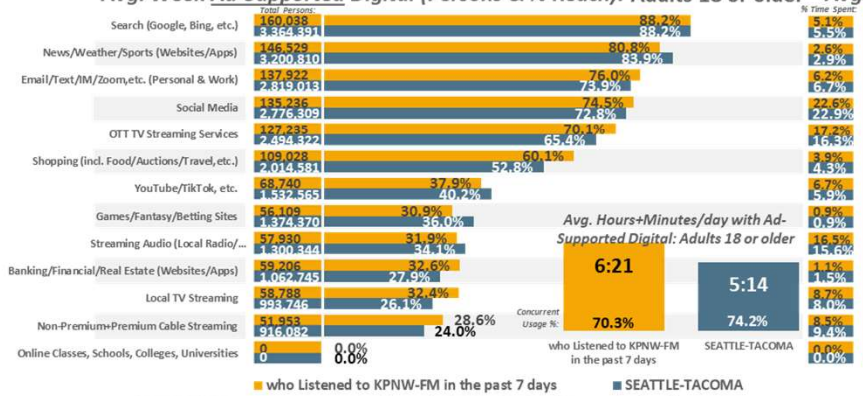
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



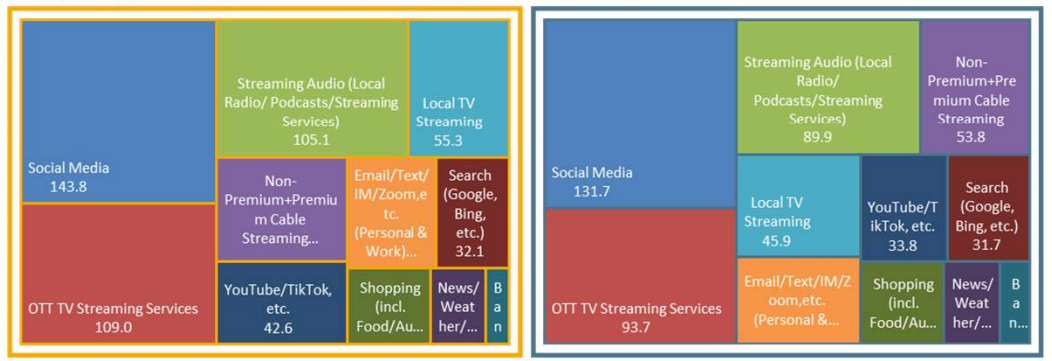
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 187

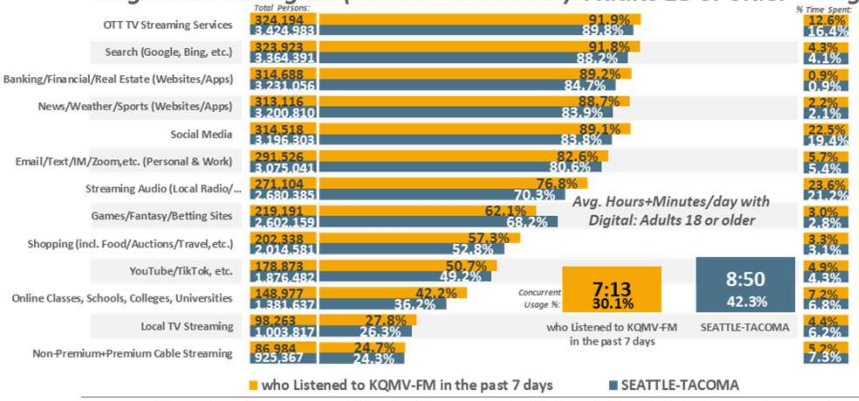
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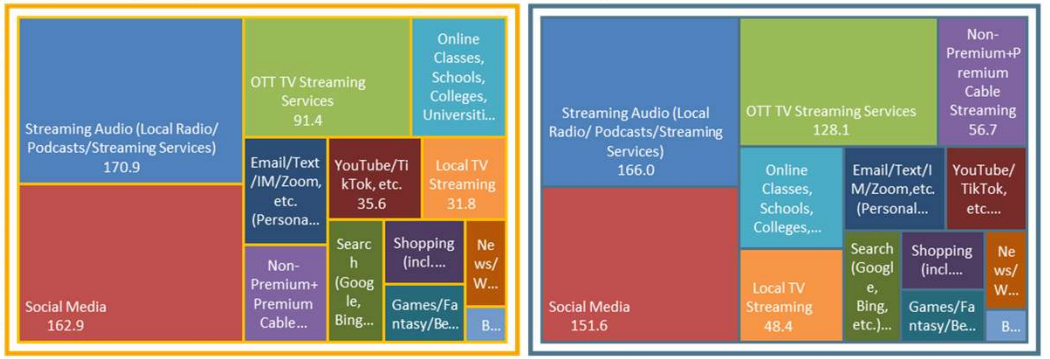
Radio Stations: KPNW-FM

272,136 or 77.1% of Adults 18 or older who Listened to KQMV-FM in the past 7 days use Ad-Supported Social Media for an average of 141. minutes every day representing 27.3% of all time spent daily with Ad-Supported Digital Media.

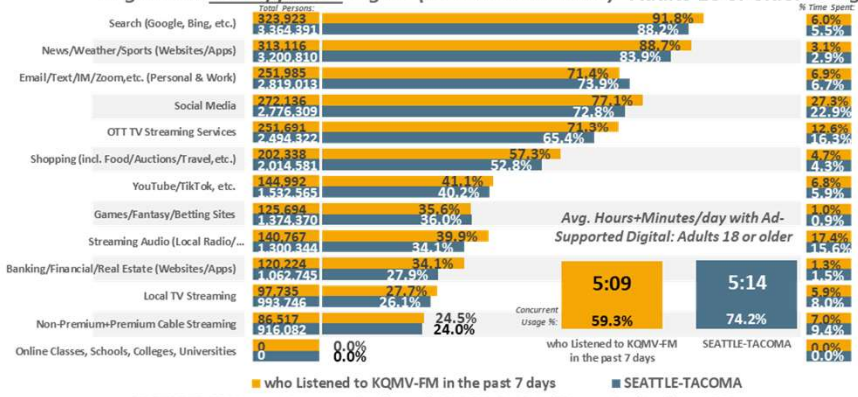
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



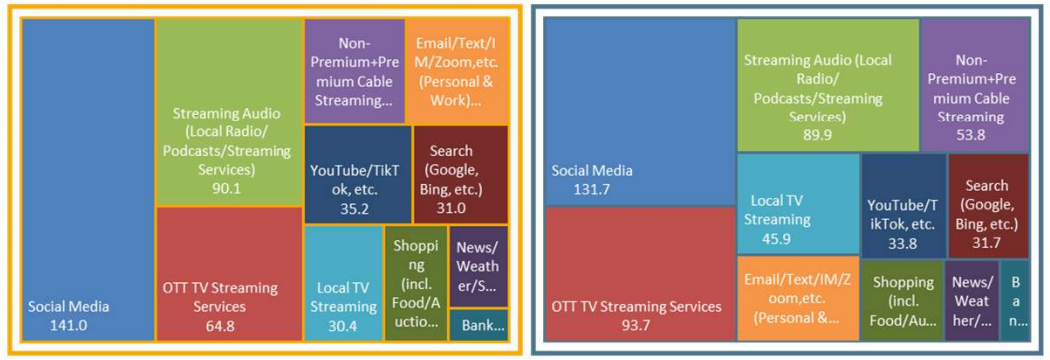
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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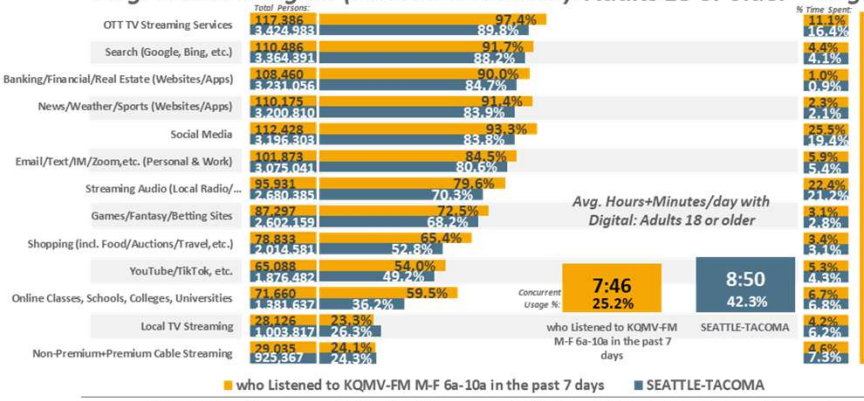
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Radio Stations: KQMV-FM

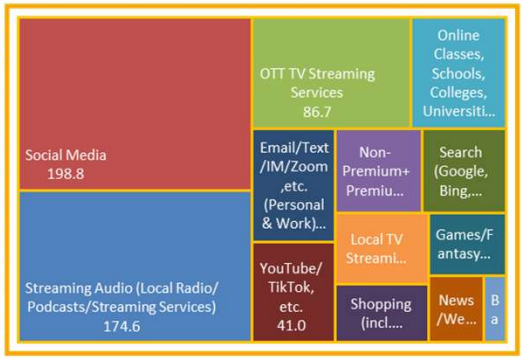


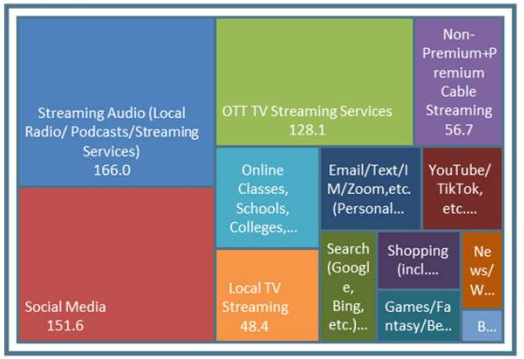
94,028 or 78.% of Adults 18 or older who Listened to KQMV-FM M-F 6a-10a in the past 7 days use Ad-Supported Social Media for an average of 166.2 minutes every day representing 29.9% of all time spent daily with Ad-Supported Digital Media.

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

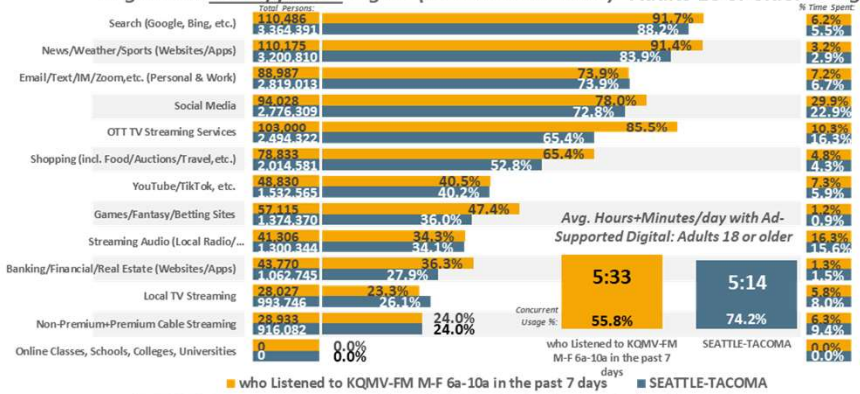


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

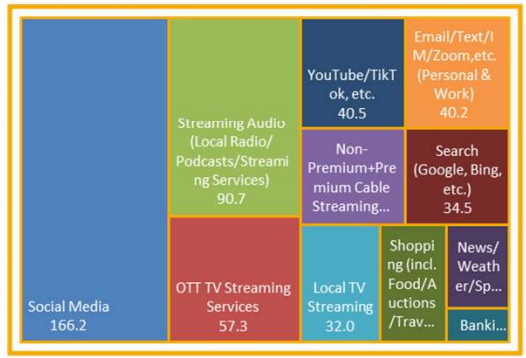


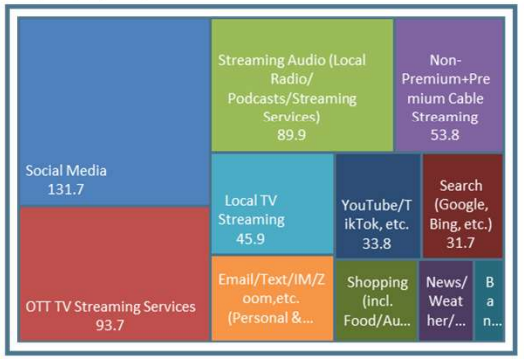


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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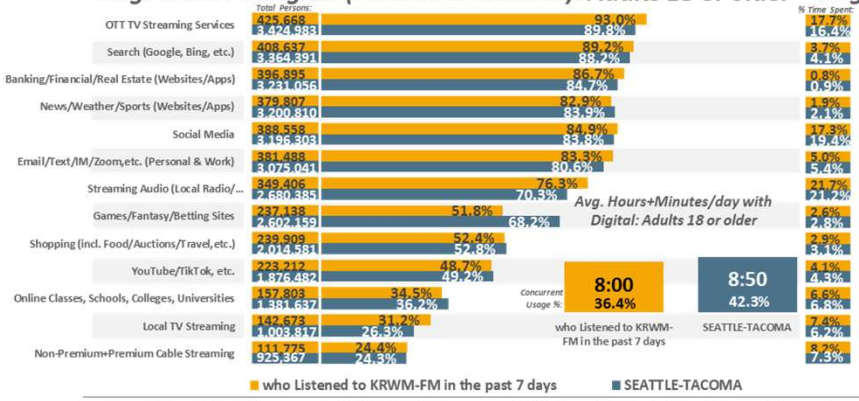
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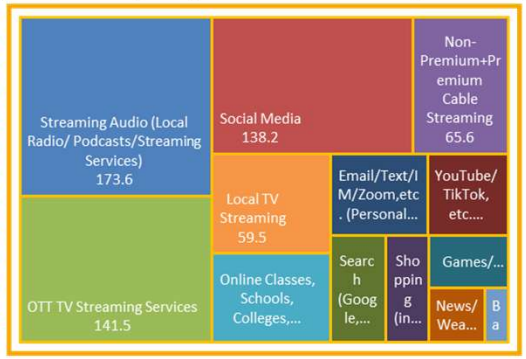
Radio Stations: KQMV-FM M-F 6A-10A

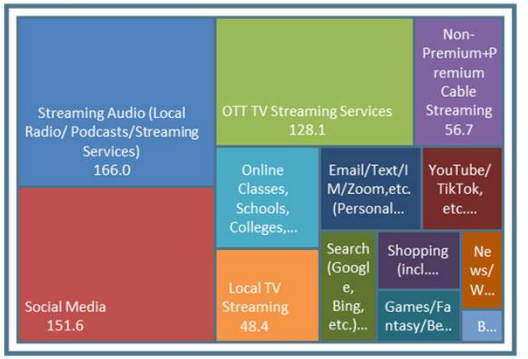
343,915 or 75.1% of Adults 18 or older who Listened to KRWM-FM in the past 7 days use Ad-Supported Social Media for an average of 122.4 minutes every day representing 20.8% of all time spent daily with Ad-Supported Digital Media.

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

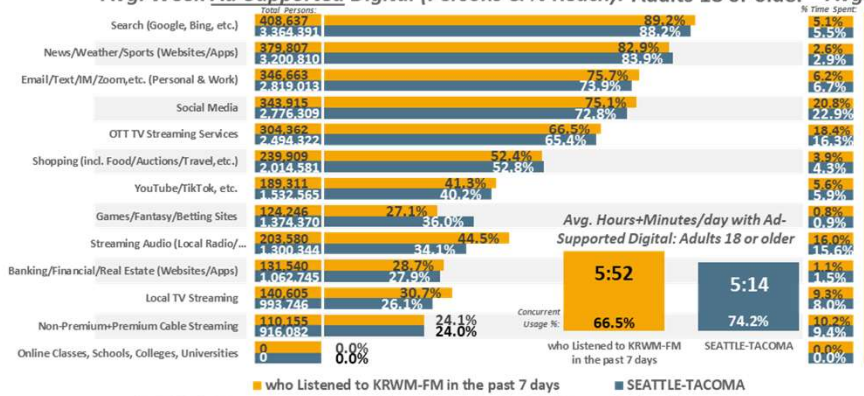


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

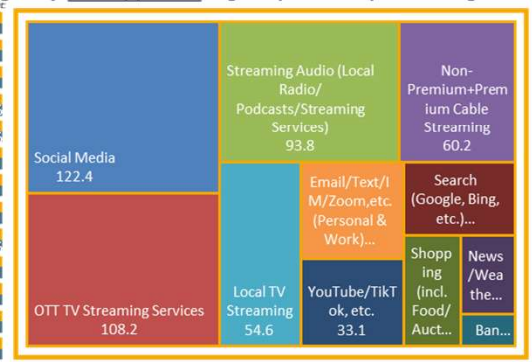


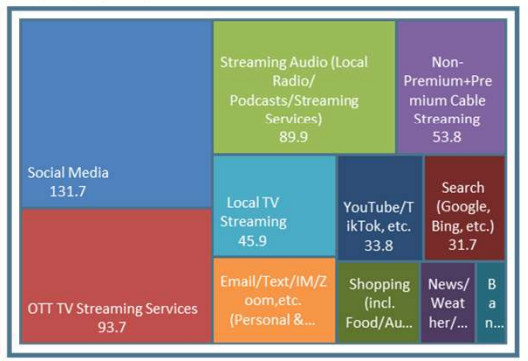


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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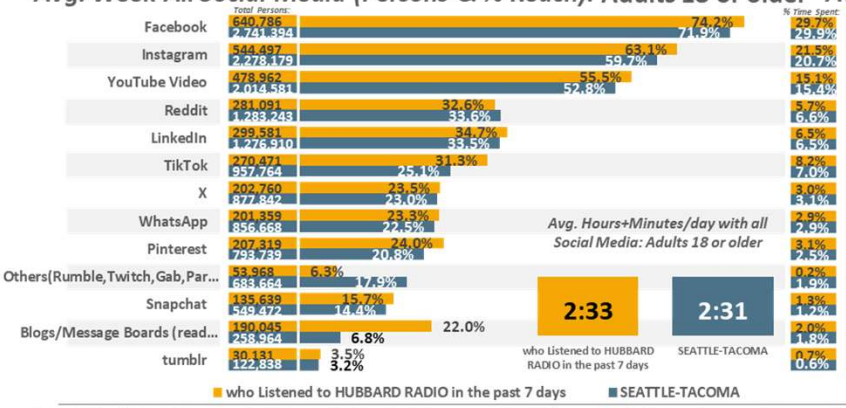
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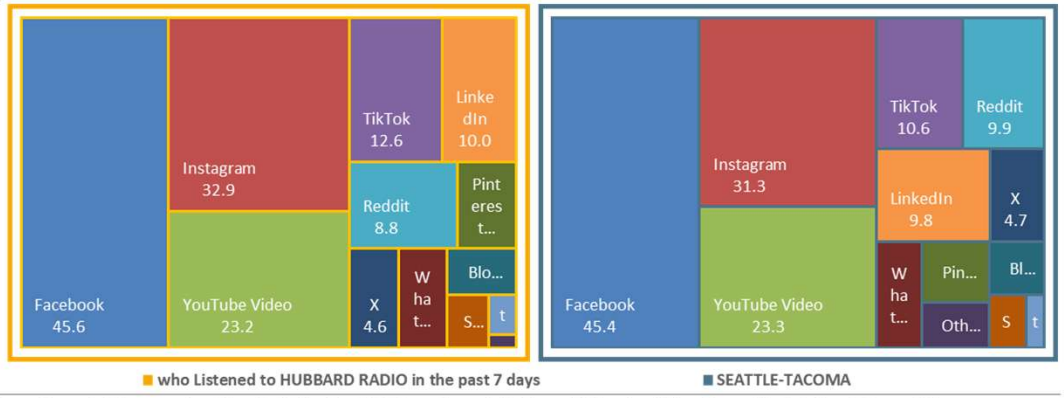
Radio Stations: KRWM-FM

640,786 or 74.2% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days use Ad-Supported Facebook for an average of 46.1 minutes every day representing 34.1% of all time spent daily with Ad-Supported Social Media.

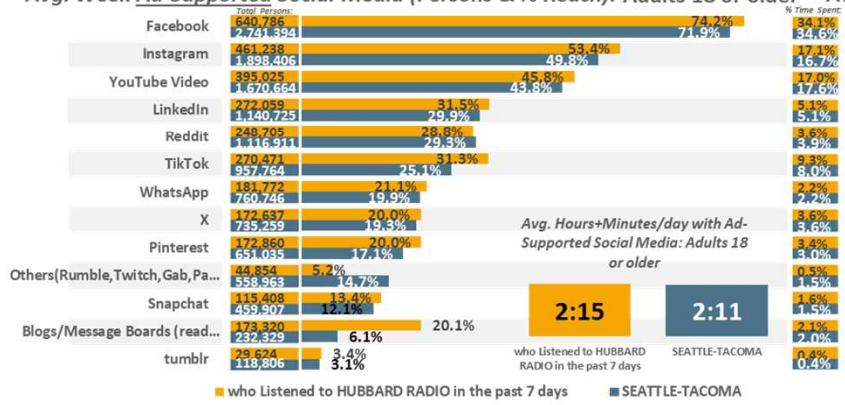
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



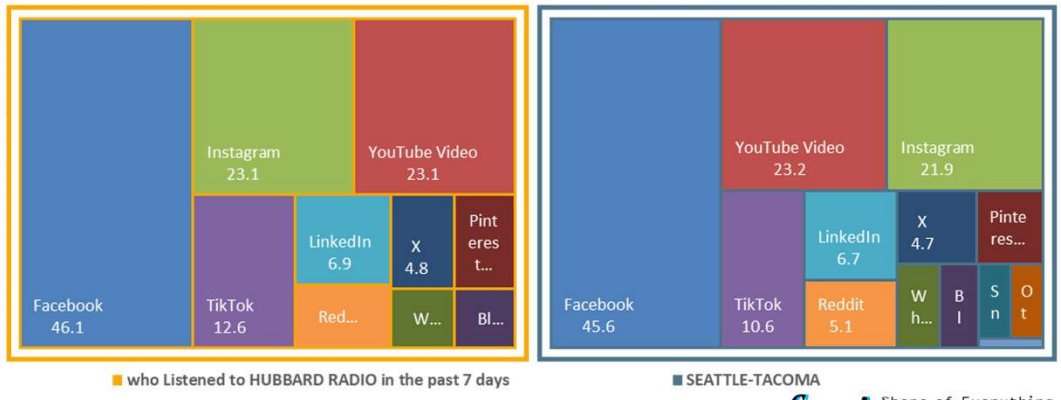
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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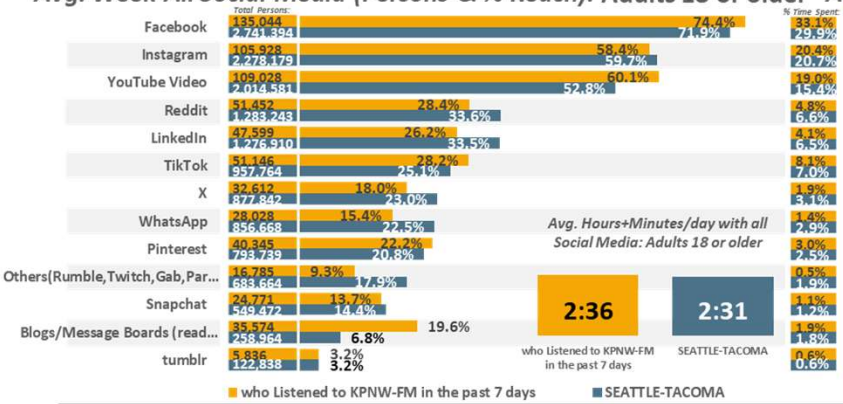
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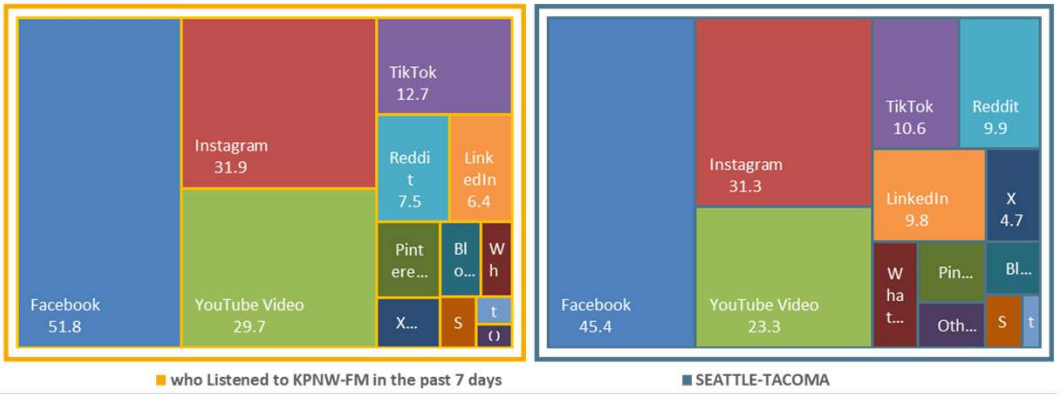
(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM)

135,044 or 74.4% of Adults 18 or older who Listened to KPNW-FM in the past 7 days use Ad-Supported Facebook for an average of 49.4 minutes every day representing 34.3% of all time spent daily with Ad-Supported Social Media.

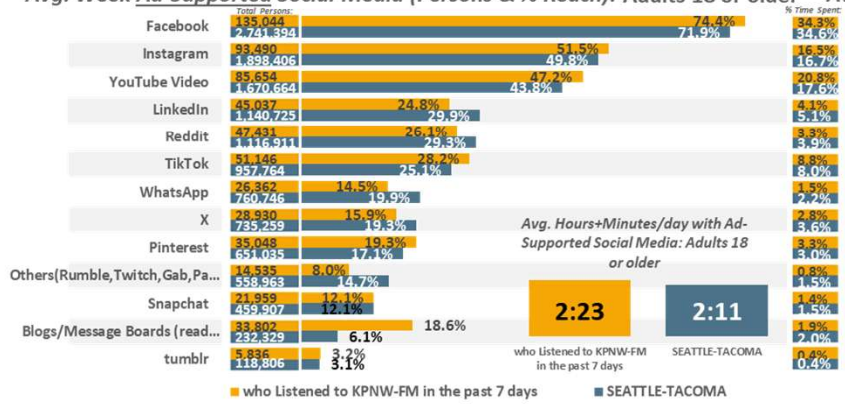
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



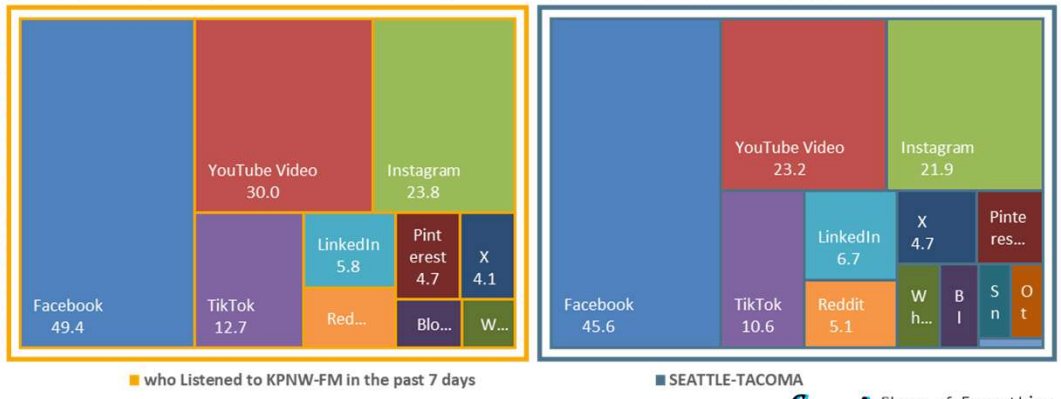
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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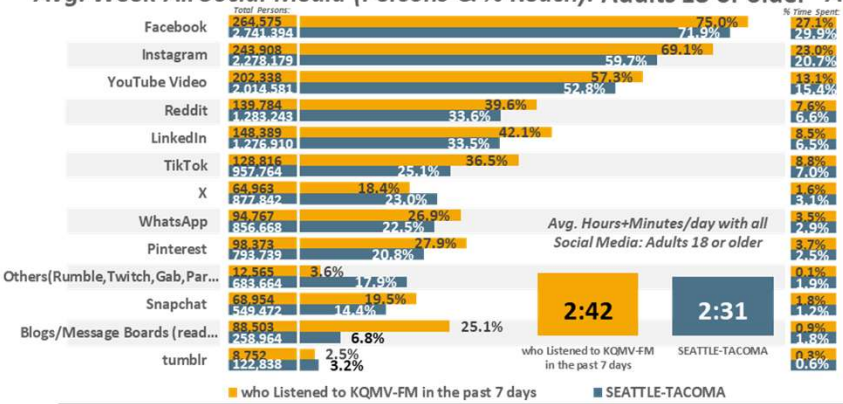
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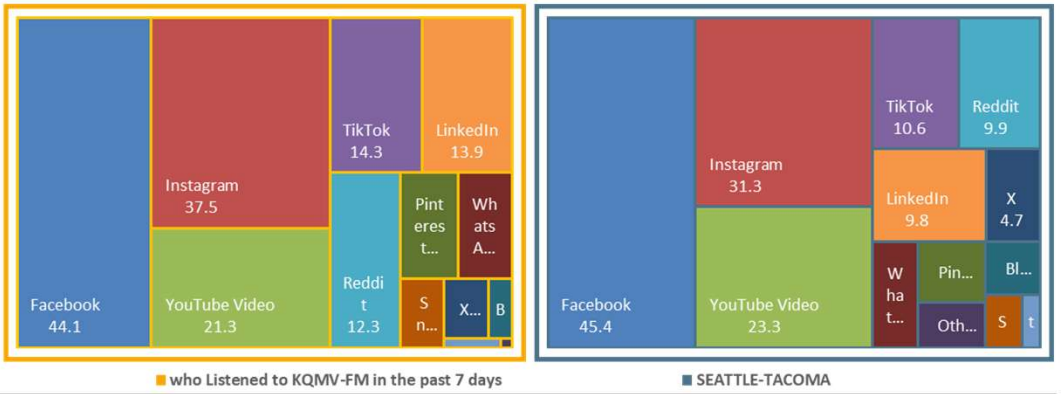
Radio Stations: KPNW-FM

264,575 or 75.% of Adults 18 or older who Listened to KQMV-FM in the past 7 days use Ad-Supported Facebook for an average of 48.1 minutes every day representing 34.1% of all time spent daily with Ad-Supported Social Media.

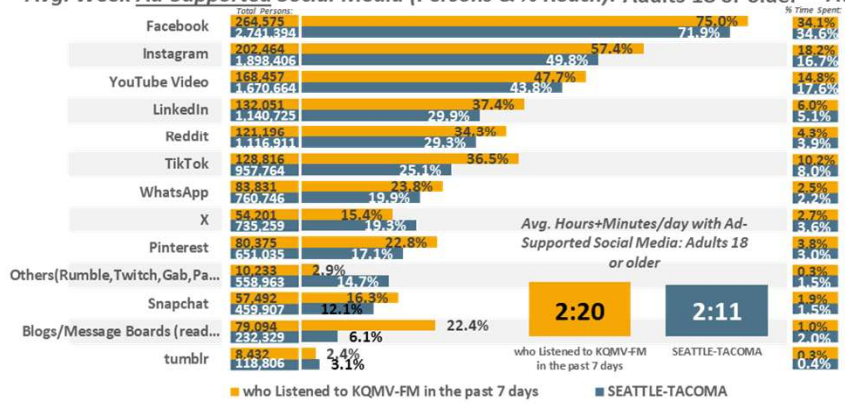
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



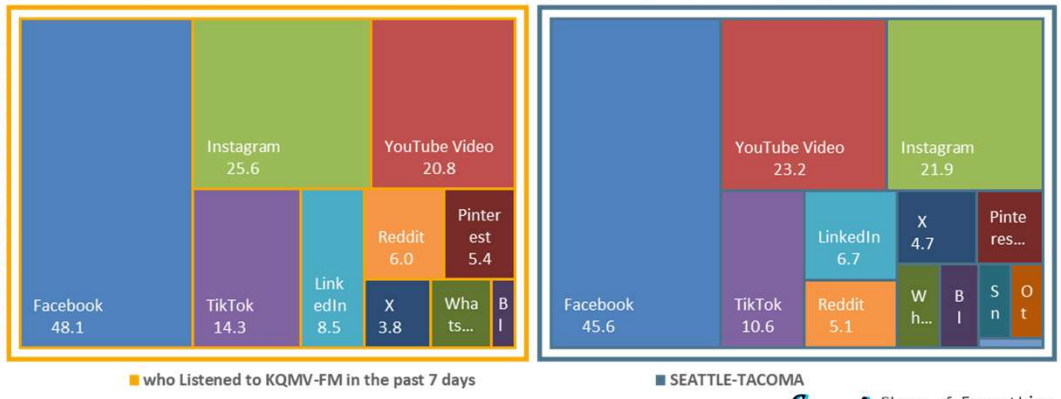
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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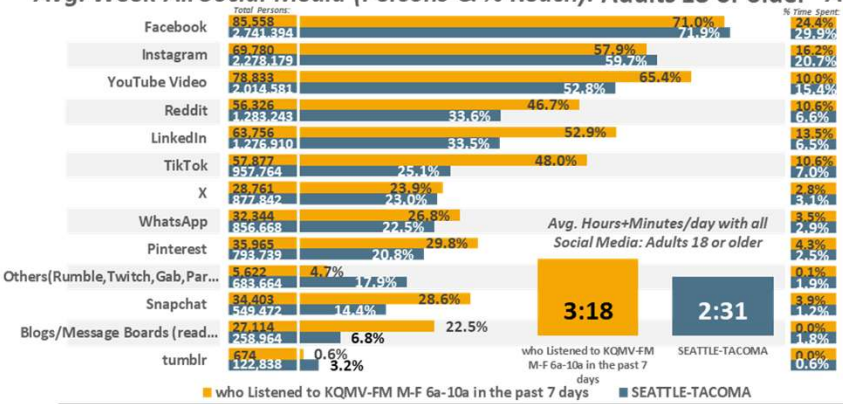
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Radio Stations: KQMV-FM

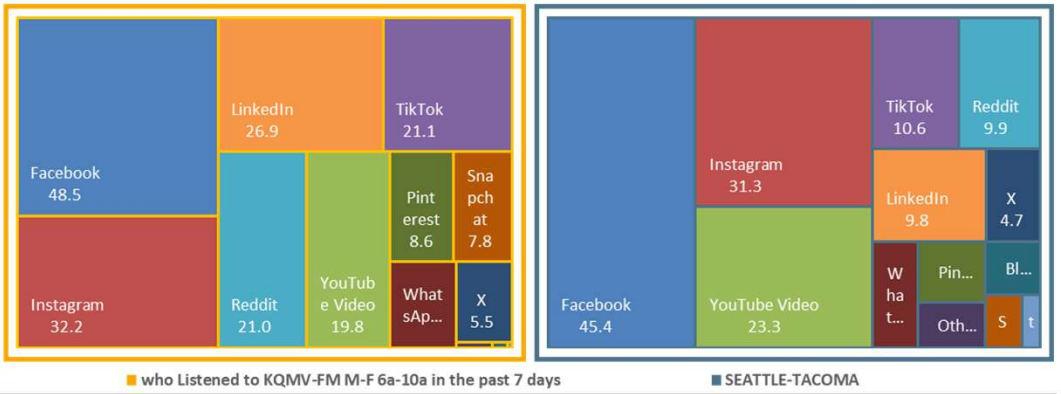


85,558 or 71.% of Adults 18 or older who Listened to KQMV-FM M-F 6a-10a in the past 7 days use Ad-Supported Facebook for an average of 56.4 minutes every day representing 33.9% of all time spent daily with Ad-Supported Social Media.

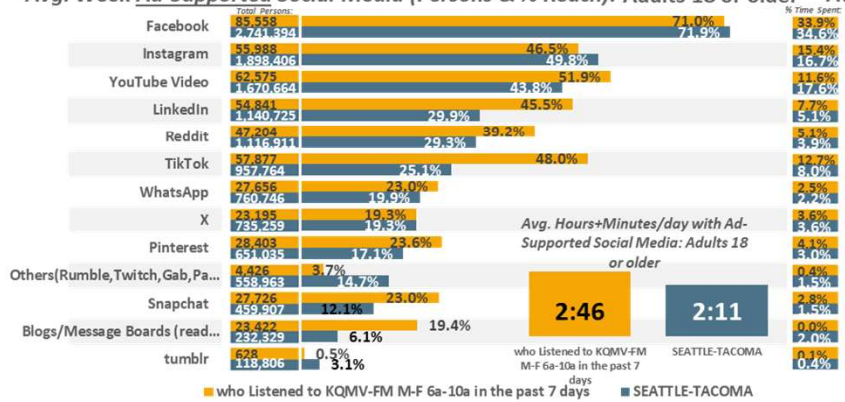
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



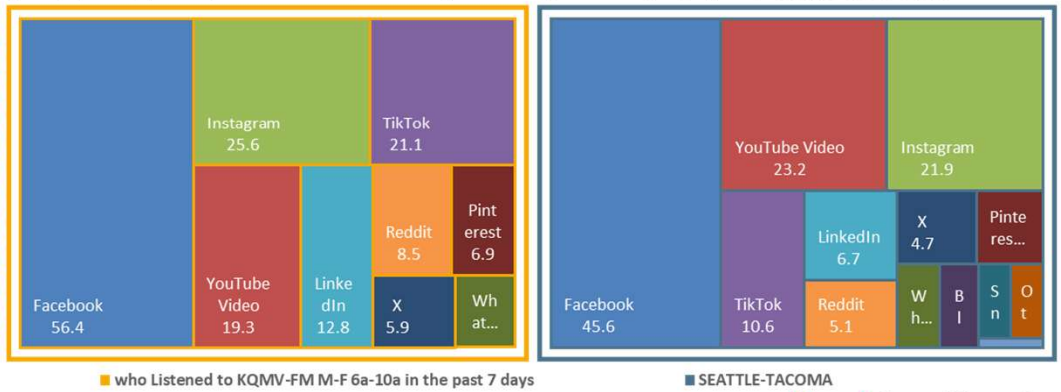
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 106

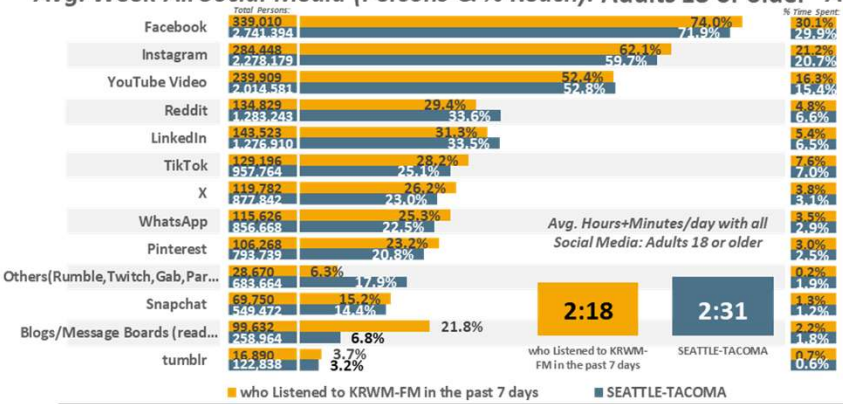
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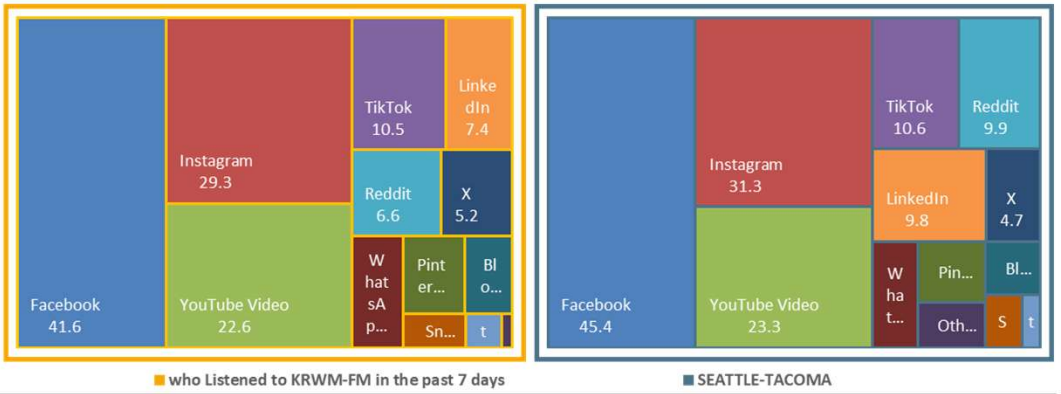
Radio Stations: KQMV-FM M-F 6A-10A

339,010 or 74.% of Adults 18 or older who Listened to KRWM-FM in the past 7 days use Ad-Supported Facebook for an average of 41.4 minutes every day representing 33.9% of all time spent daily with Ad-Supported Social Media.

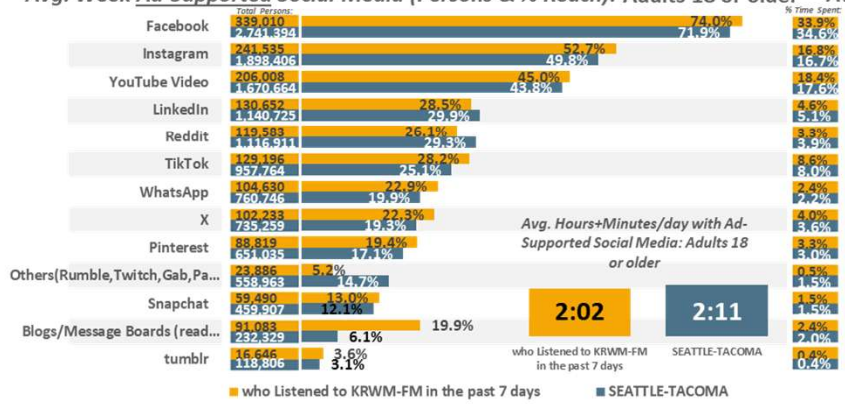
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



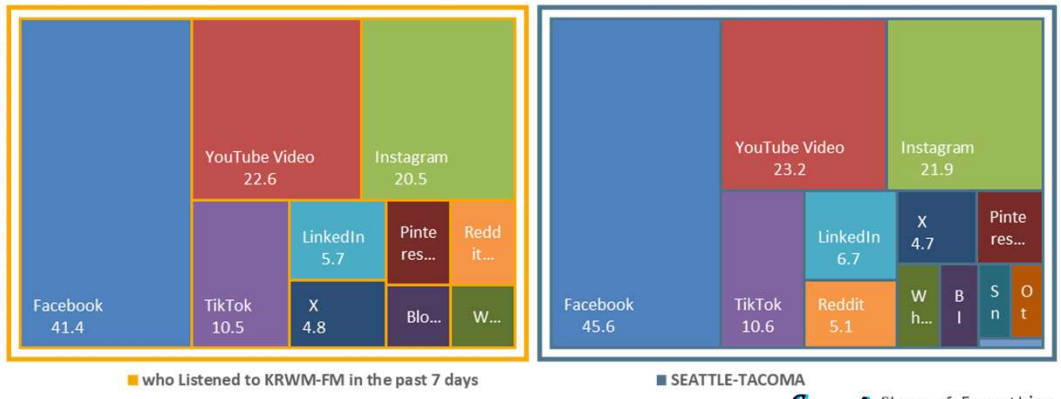
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



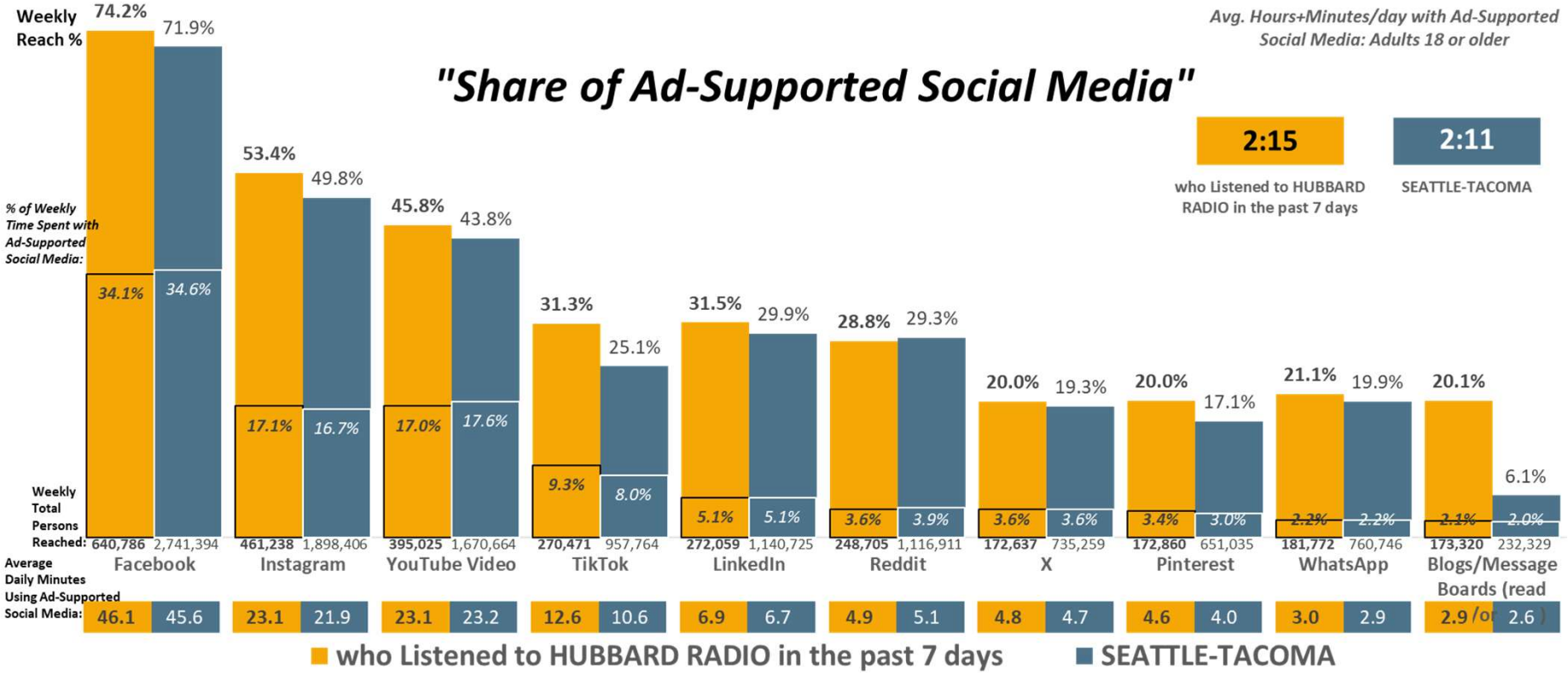
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 478

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Radio Stations: KRWM-FM

640,786 or 74.2% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days use Ad-Supported Facebook for an average of 46.1 minutes every day representing 34.1% of all time spent daily with Ad-Supported Social Media.



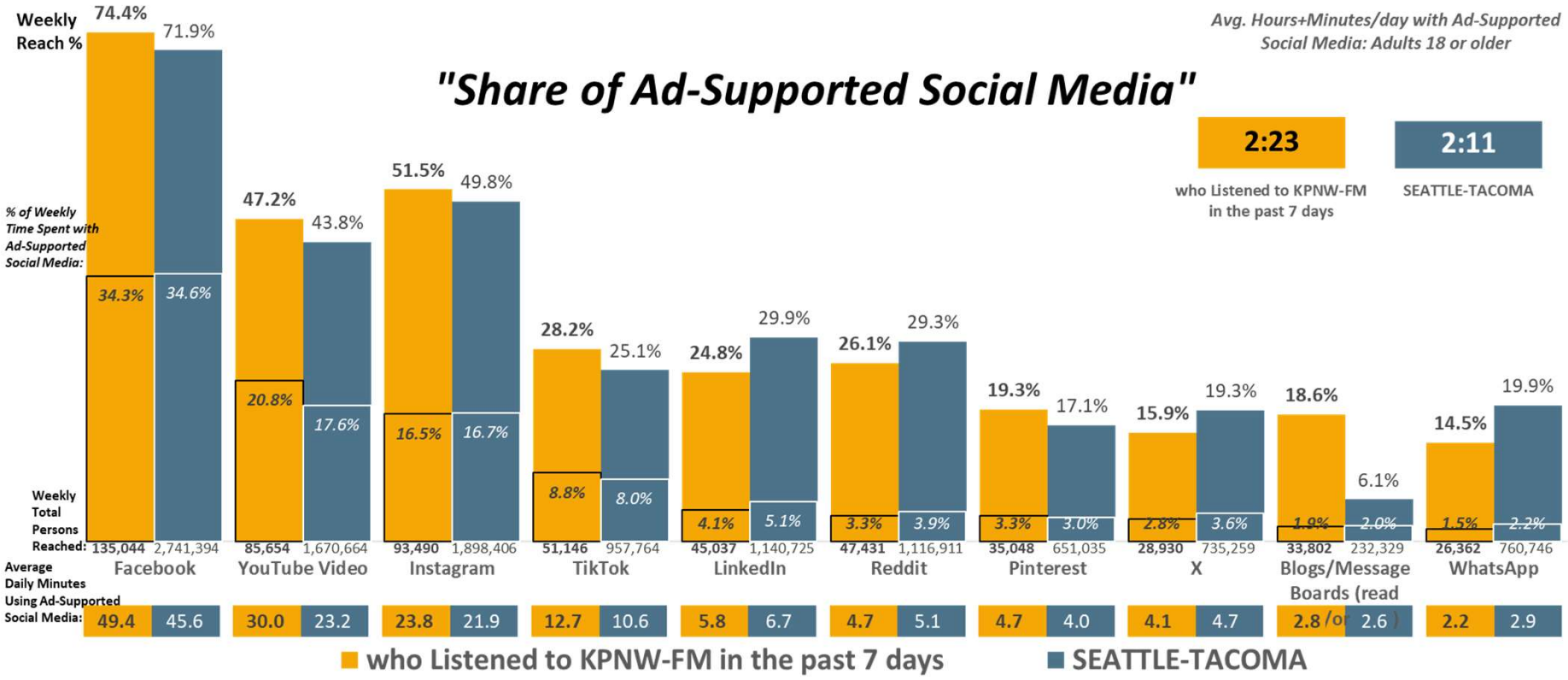
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 887 SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,801

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(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM)

135,044 or 74.4% of Adults 18 or older who Listened to KPNW-FM in the past 7 days use Ad-Supported Facebook for an average of 49.4 minutes every day representing 34.3% of all time spent daily with Ad-Supported Social Media.



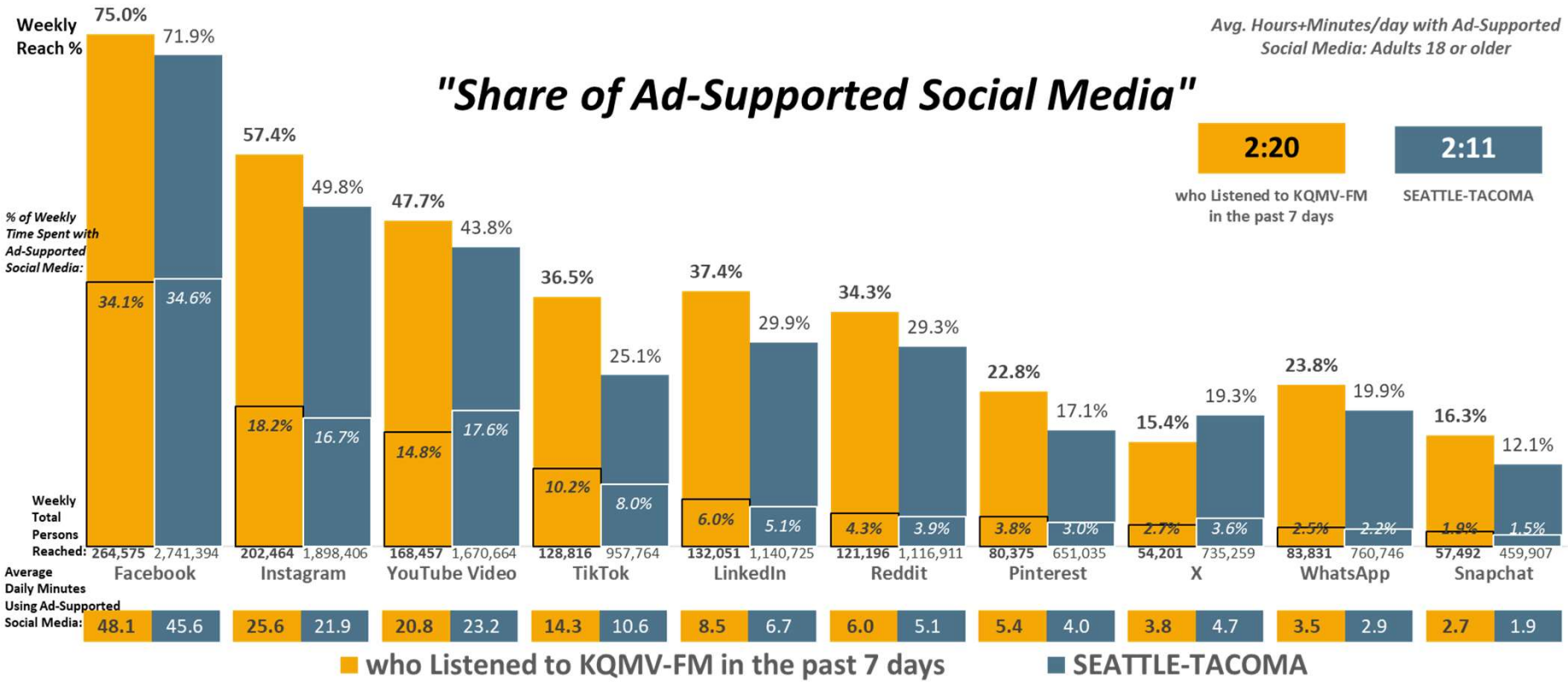
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 187 SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,801

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Radio Stations: KPNW-FM

264,575 or 75.% of Adults 18 or older who Listened to KQMV-FM in the past 7 days use Ad-Supported Facebook for an average of 48.1 minutes every day representing 34.1% of all time spent daily with Ad-Supported Social Media.



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 342 SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,801

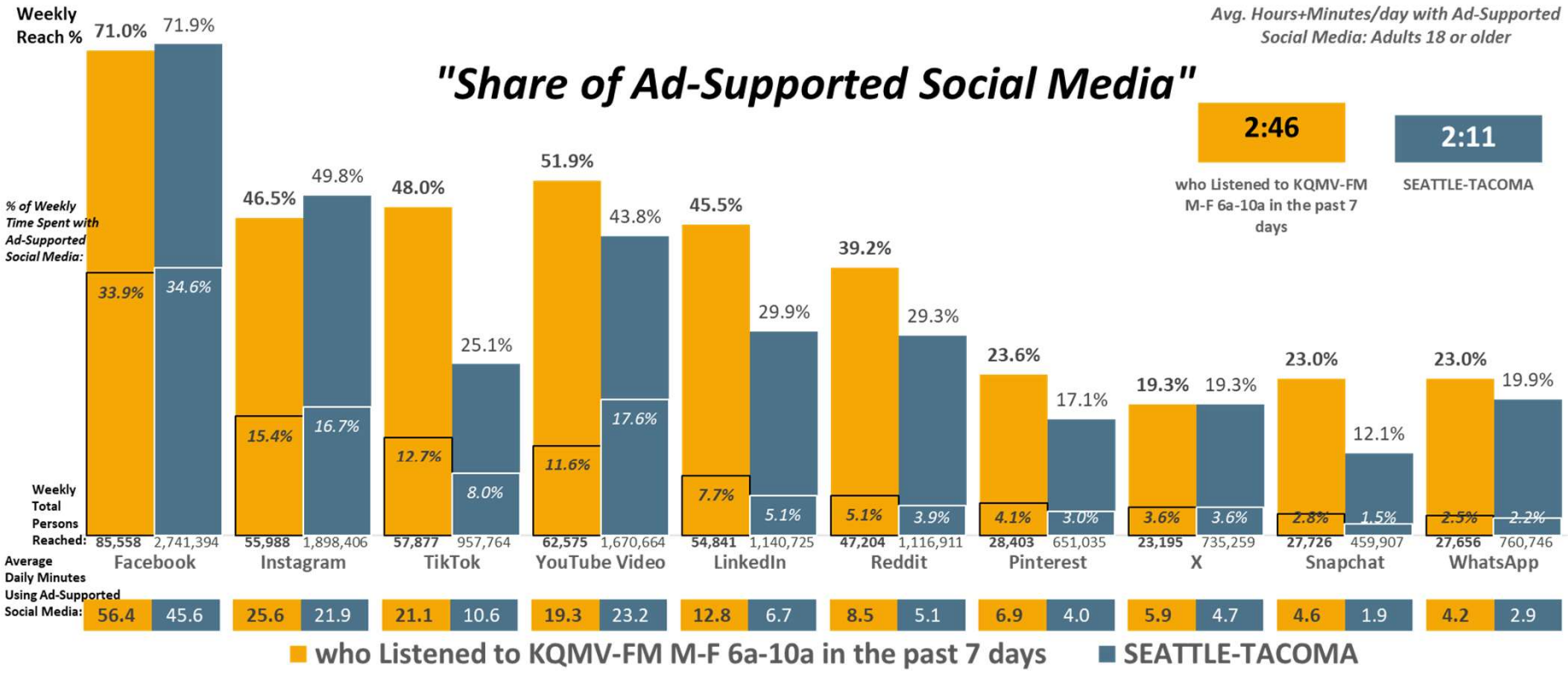
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Radio Stations: KQMV-FM



85,558 or 71.% of Adults 18 or older who Listened to KQMV-FM M-F 6a-10a in the past 7 days use Ad-Supported Facebook for an average of 56.4 minutes every day representing 33.9% of all time spent daily with Ad-Supported Social Media.



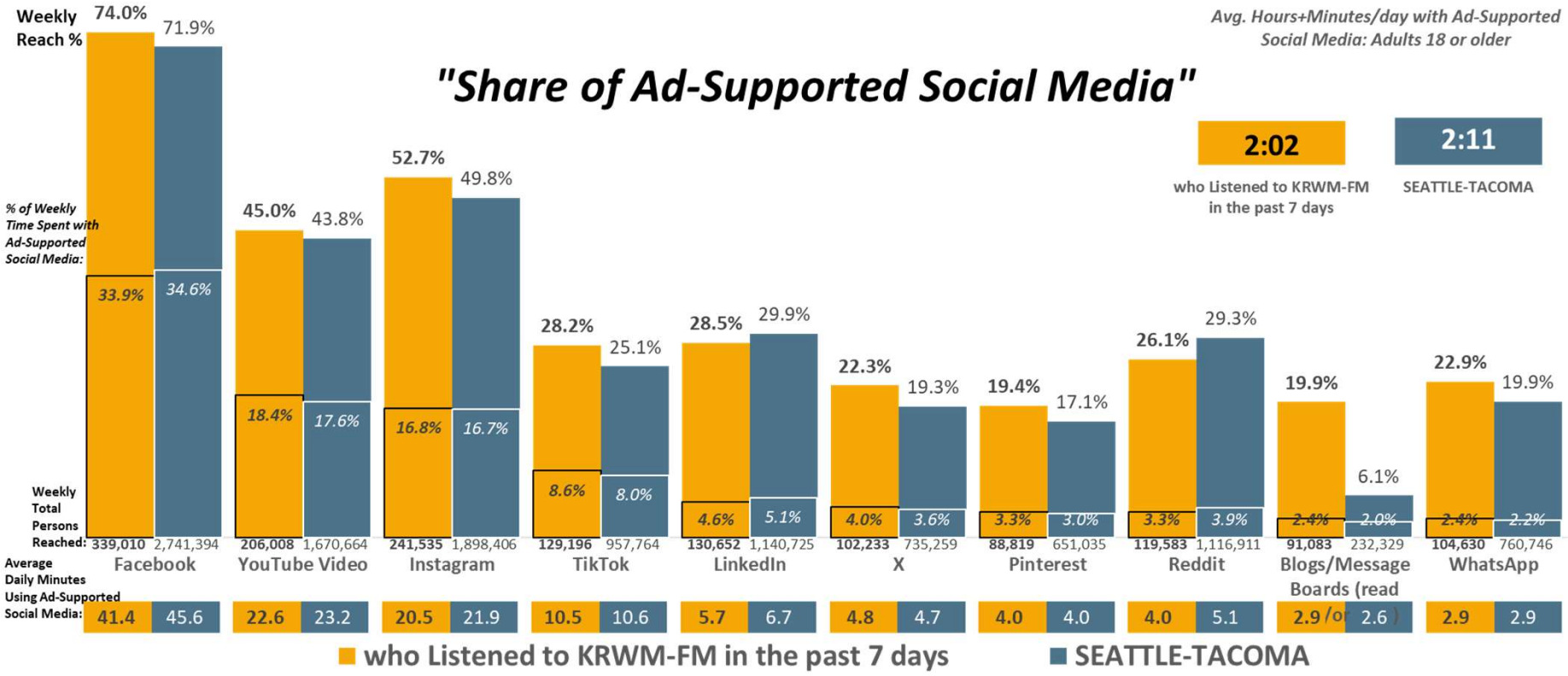
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 106 SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,801

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Radio Stations: KQMV-FM M-F 6A-10A

339,010 or 74.% of Adults 18 or older who Listened to KRWM-FM in the past 7 days use Ad-Supported Facebook for an average of 41.4 minutes every day representing 33.9% of all time spent daily with Ad-Supported Social Media.



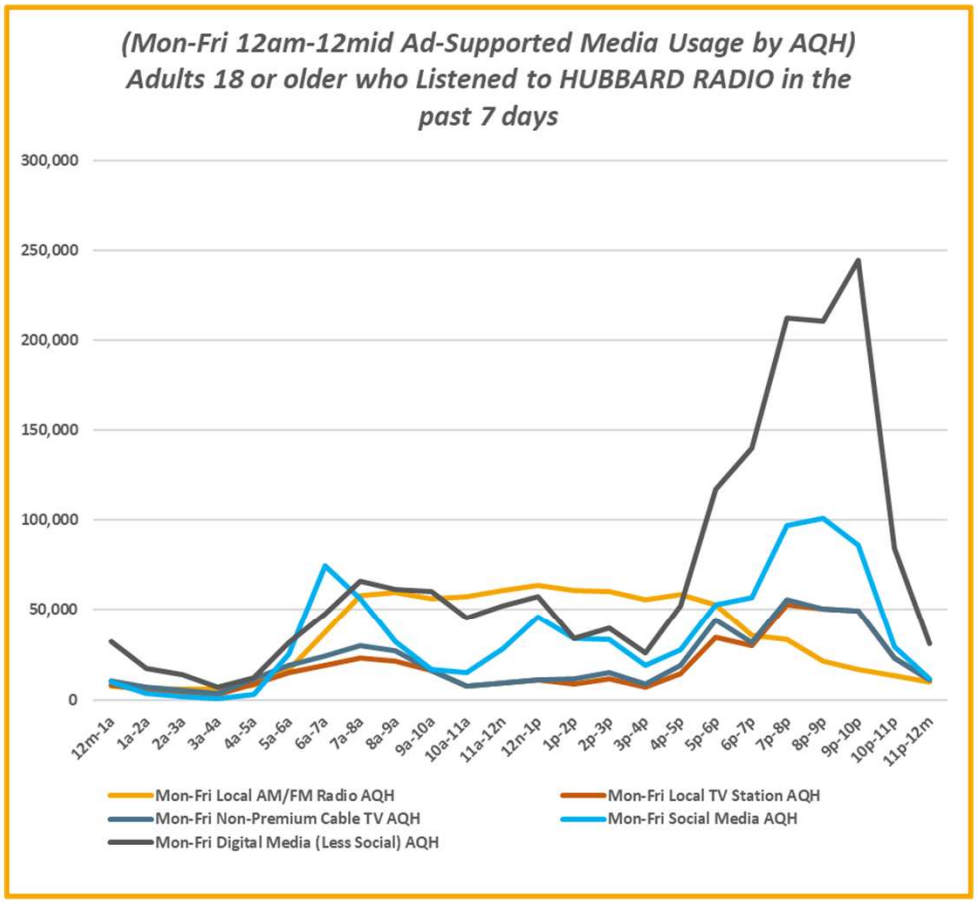
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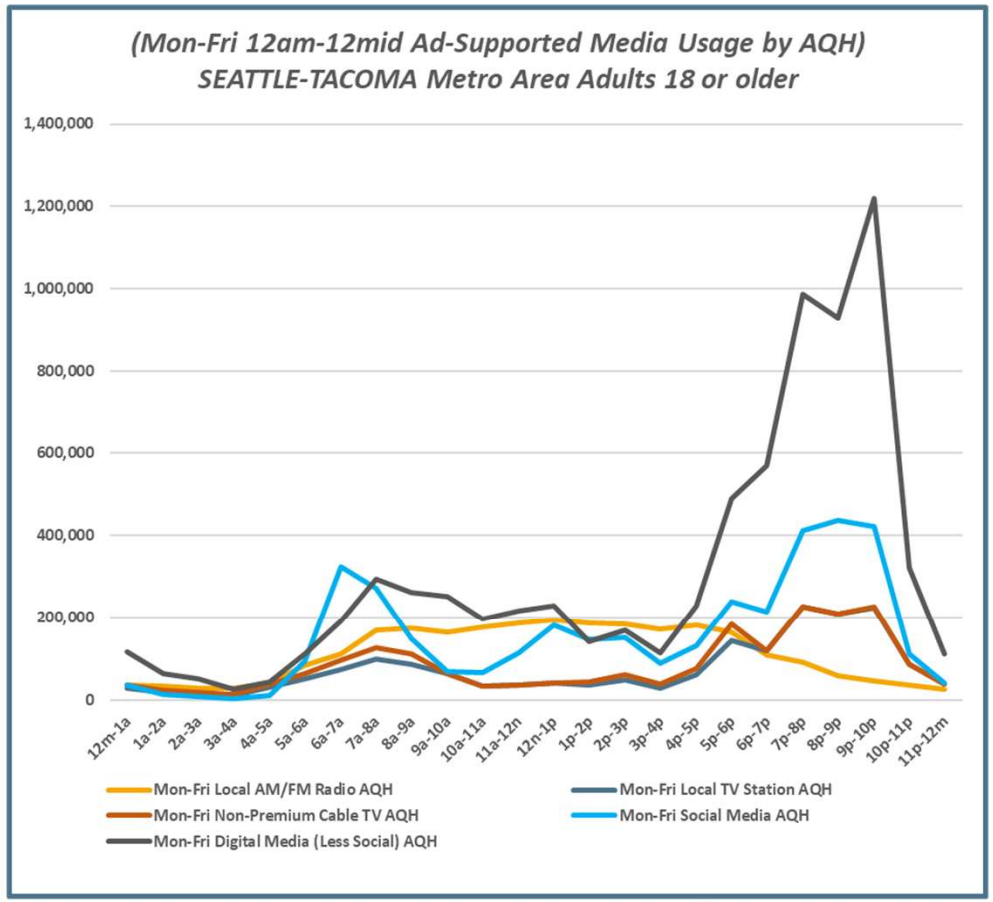
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Radio Stations: KRWM-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 61,566; Local Radio: 55,315; Social Media: 37,894; Non-Prem. Cable: 19,652; Local TV: 16,410 reaching Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days.





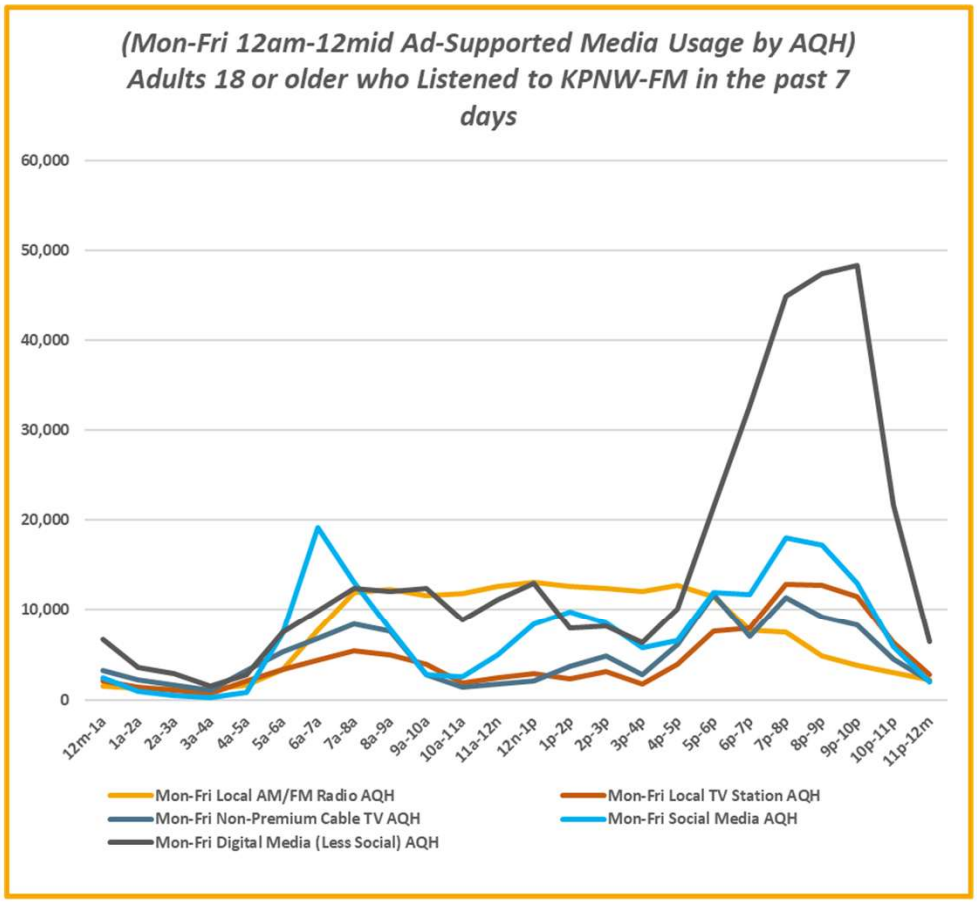
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 887

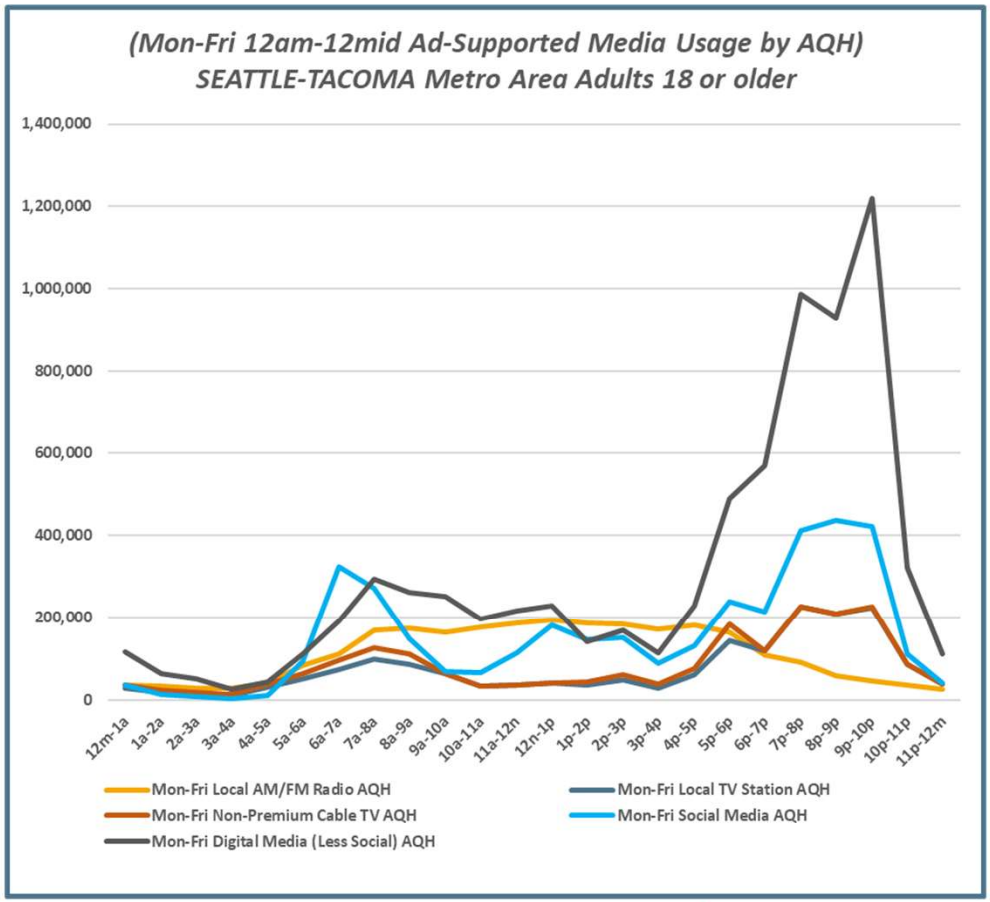
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(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 12,803; Local Radio: 11,550; Social Media: 8,693; Non-Prem. Cable: 5,147; Local TV: 4,020 reaching Adults 18 or older who Listened to KPNW-FM in the past 7 days.





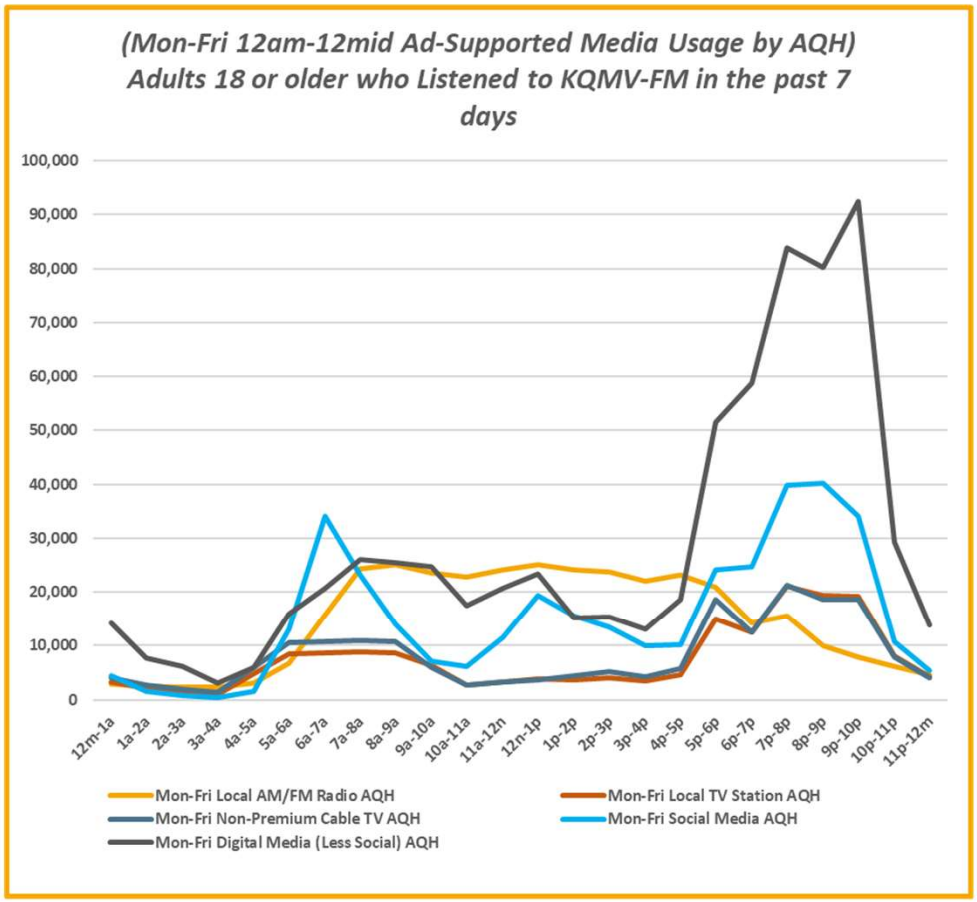
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 187

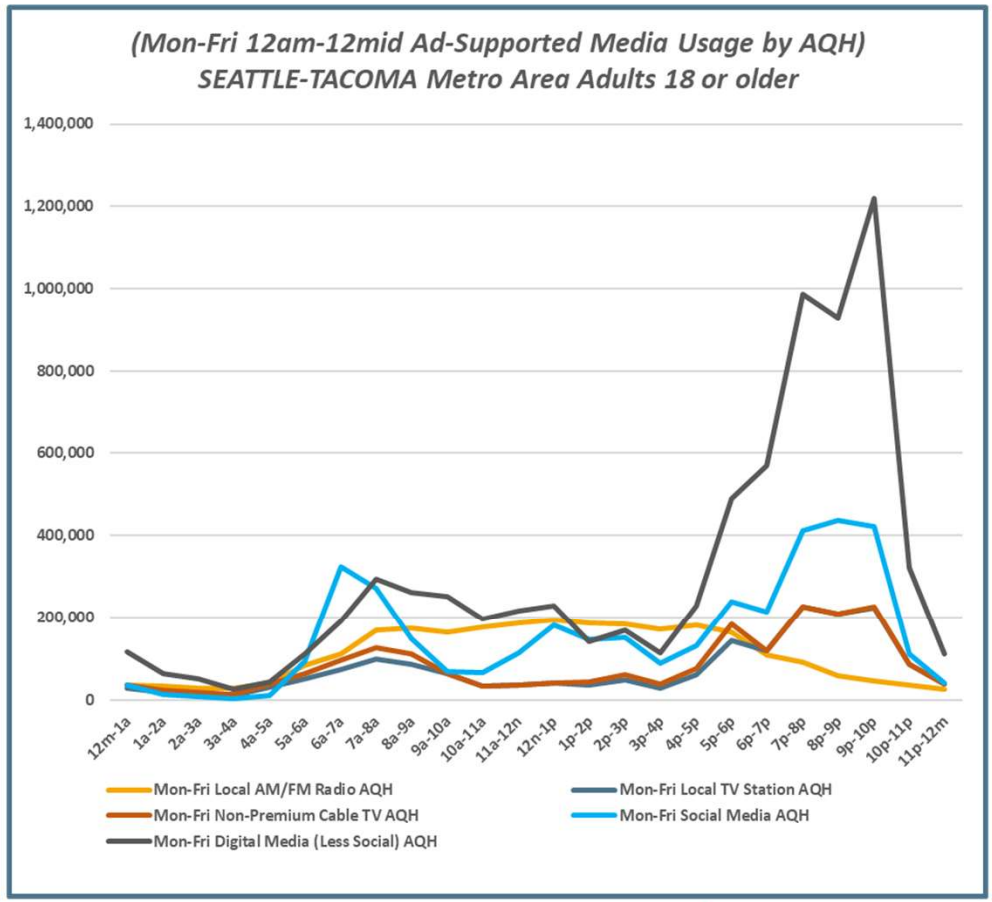
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Radio Stations: KPNW-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 25,434; Local Radio: 22,229; Social Media: 16,382; Non-Prem. Cable: 7,581; Local TV: 6,562 reaching Adults 18 or older who Listened to KQMV-FM in the past 7 days.





SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 342

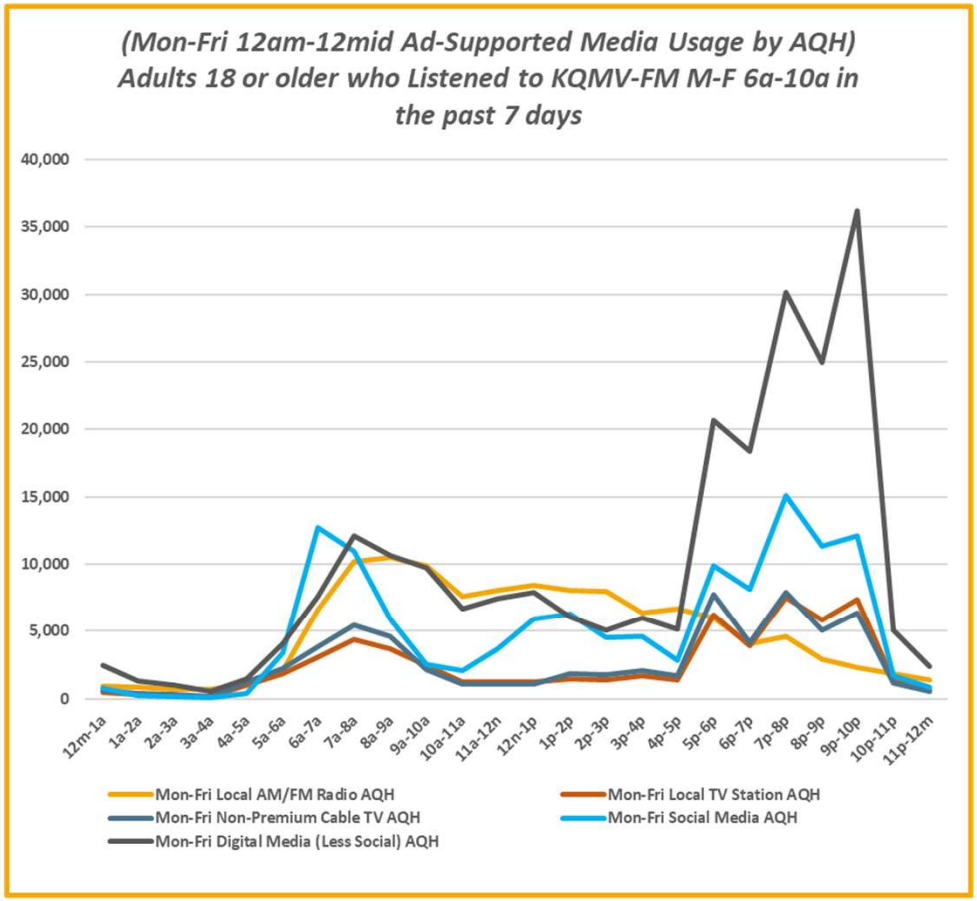
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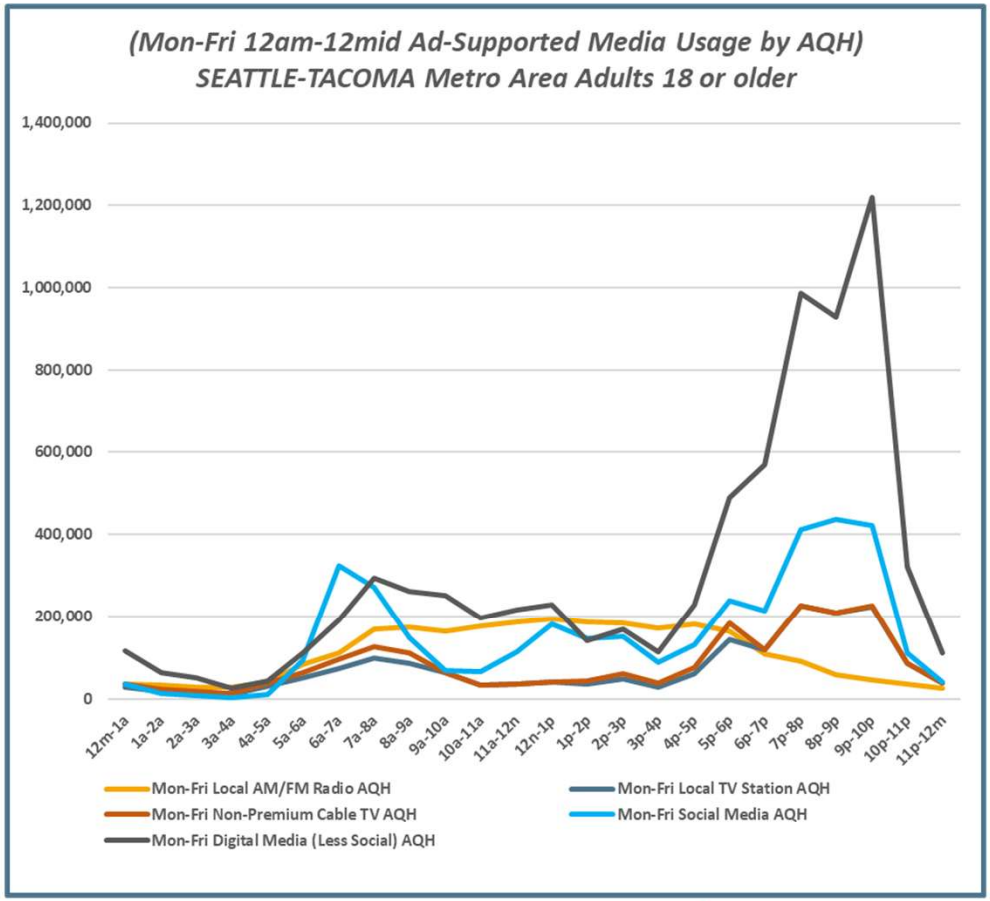
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Radio Stations: KQMV-FM



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 9,483; Local Radio: 7,703; Social Media: 6,153; Non-Prem. Cable: 2,963; Local TV: 2,571 reaching Adults 18 or older who Listened to KQMV-FM M-F 6a-10a in the past 7 days.





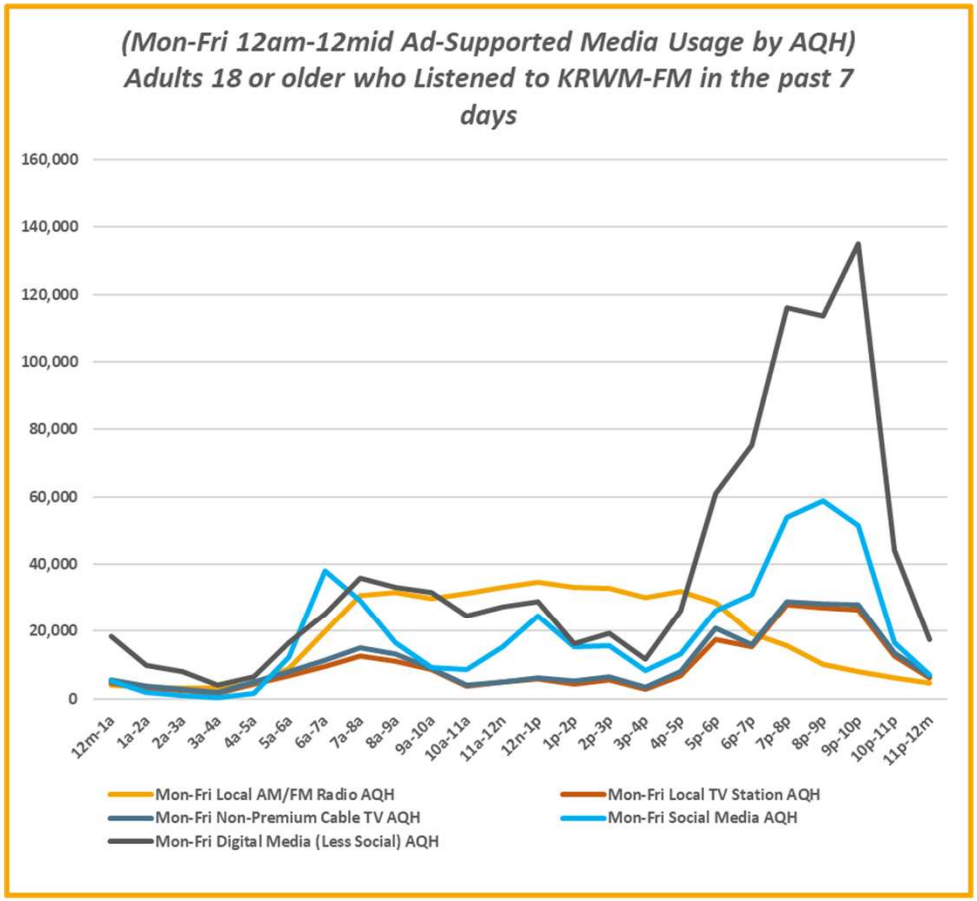
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 106

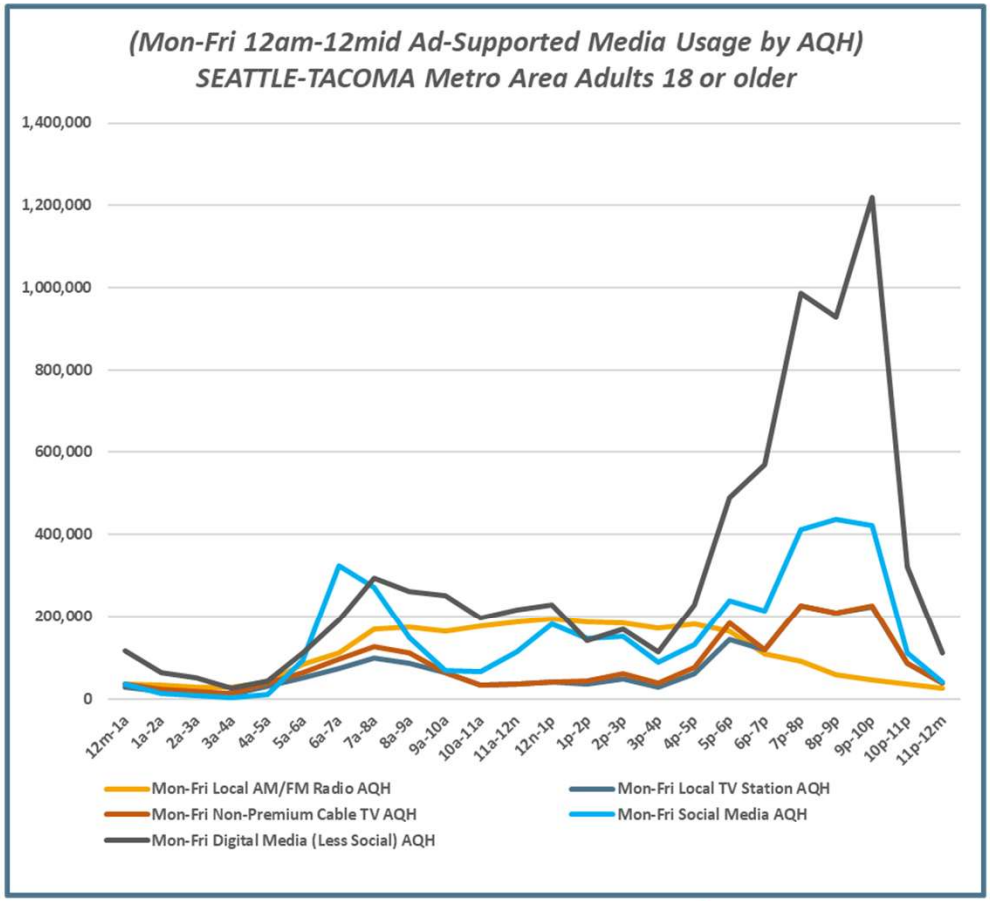
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Radio Stations: KQMV-FM M-F 6A-10A

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 32,009; Local Radio: 29,745; Social Media: 19,282; Non-Prem. Cable: 9,507; Local TV: 8,338 reaching Adults 18 or older who Listened to KRWM-FM in the past 7 days.





SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 478

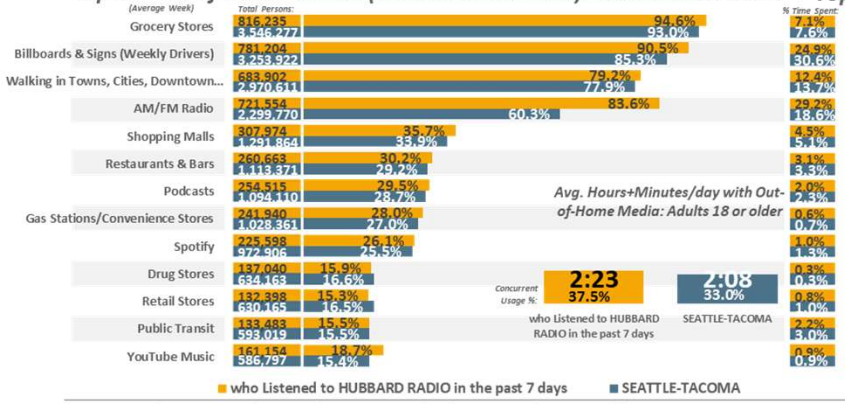
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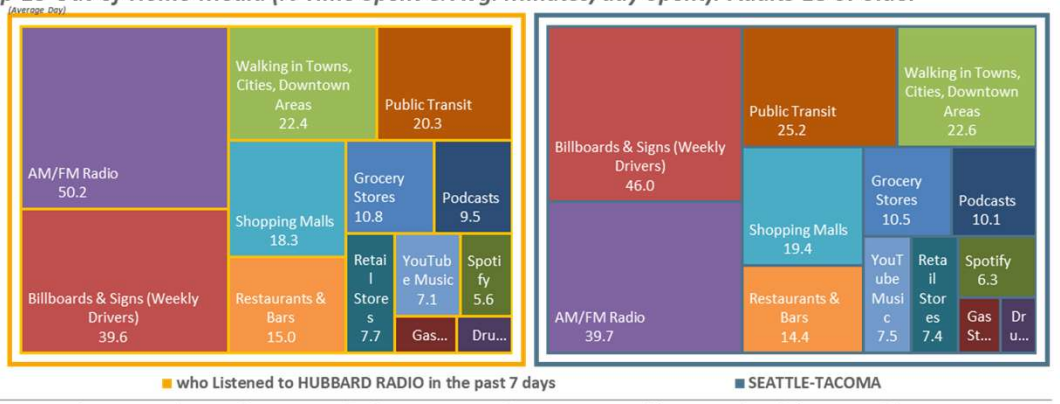
Radio Stations: KRWM-FM

781,204 or 90.5% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 39.6 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 44.5 minutes/day.

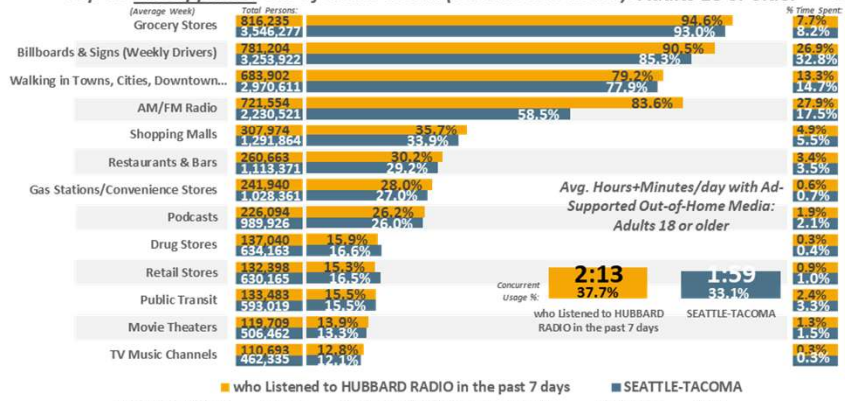
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



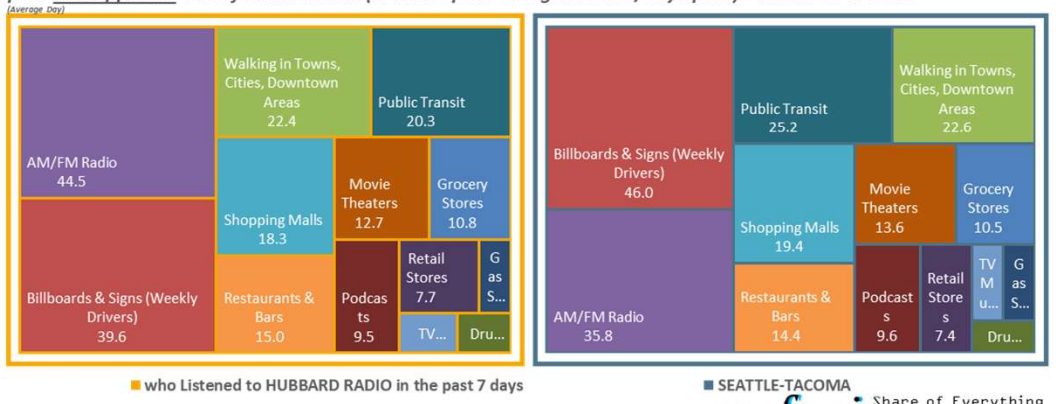
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 887

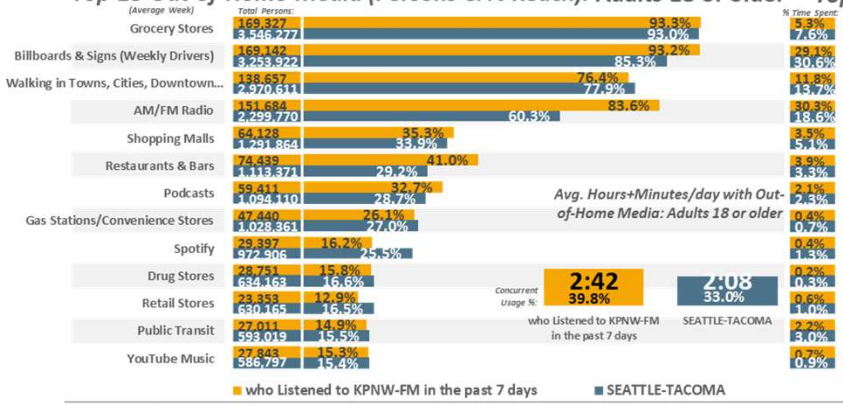
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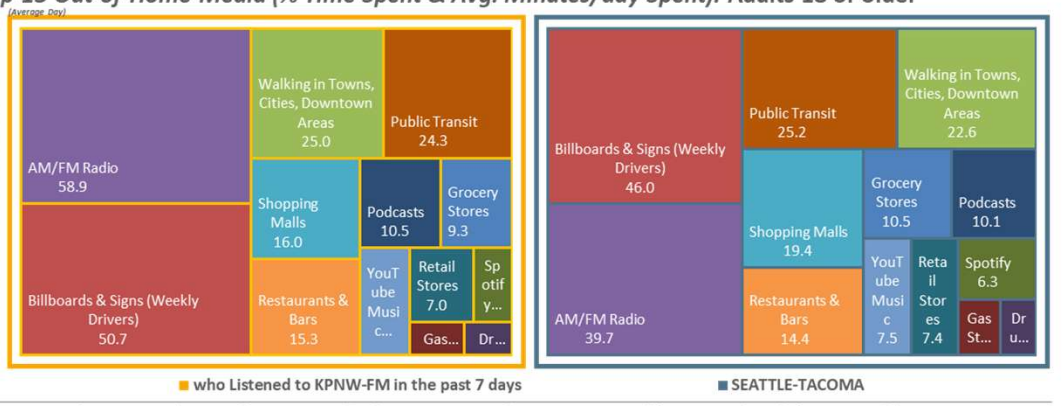
(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM)

169,142 or 93.2% of Adults 18 or older who Listened to KPNW-FM in the past 7 days spend an average of 50.7 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 55.5 minutes/day.

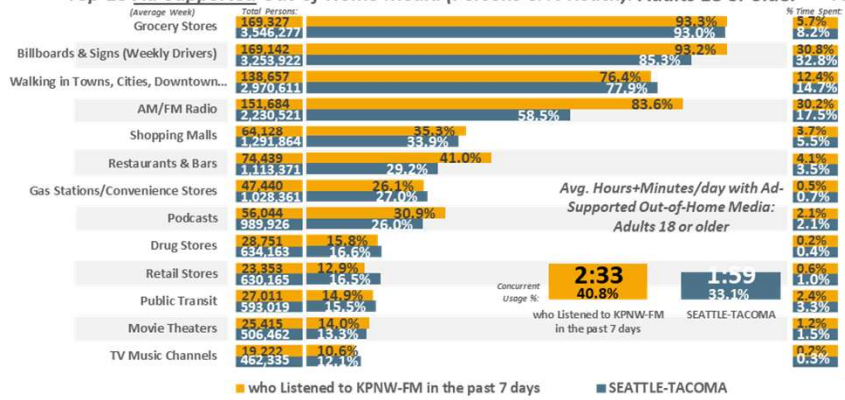
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



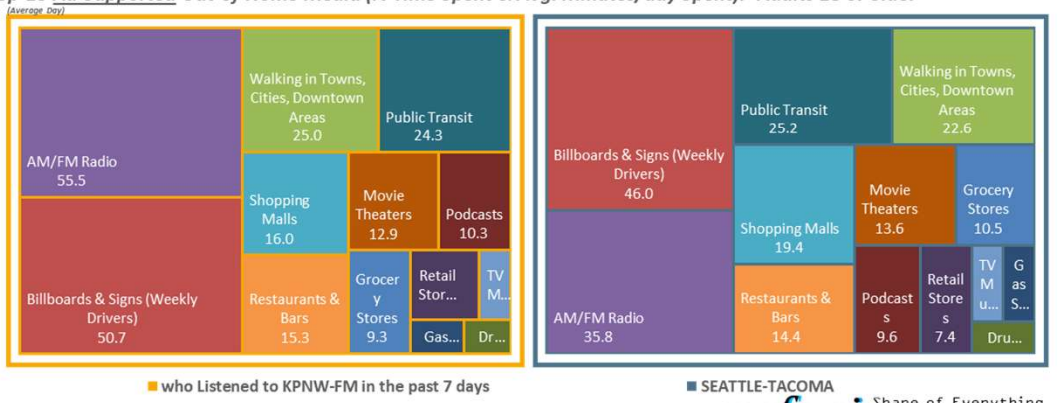
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 187

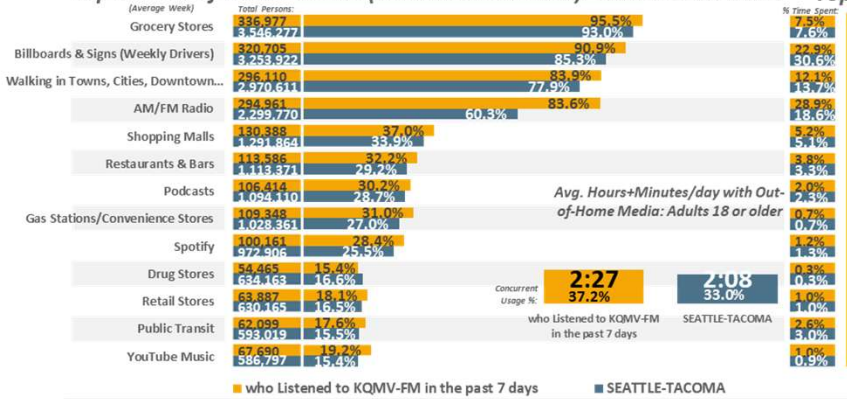
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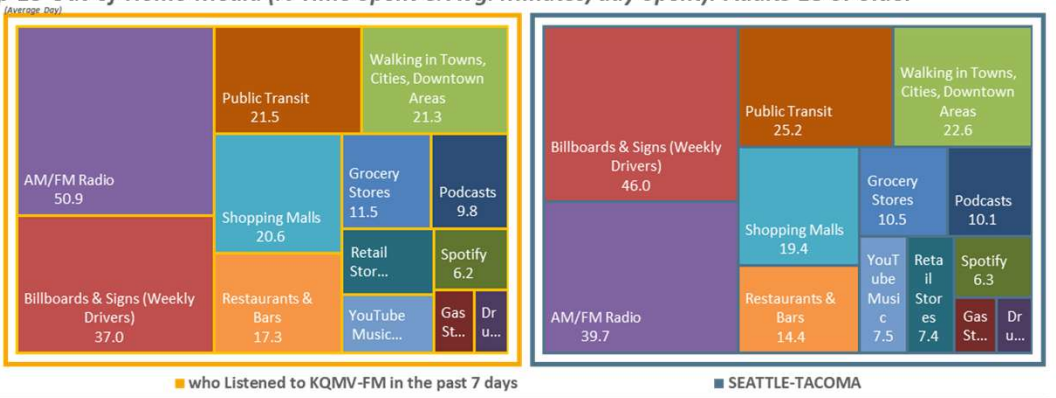
Radio Stations: KPNW-FM

320,705 or 90.9% of Adults 18 or older who Listened to KQMV-FM in the past 7 days spend an average of 37. minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 45.5 minutes/day.

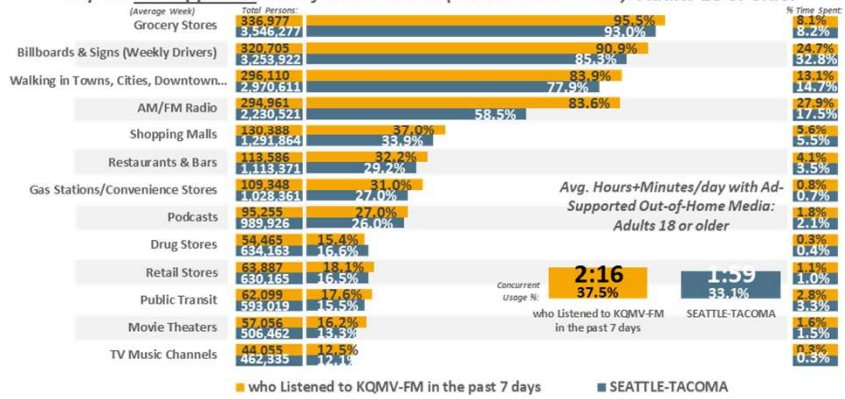
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



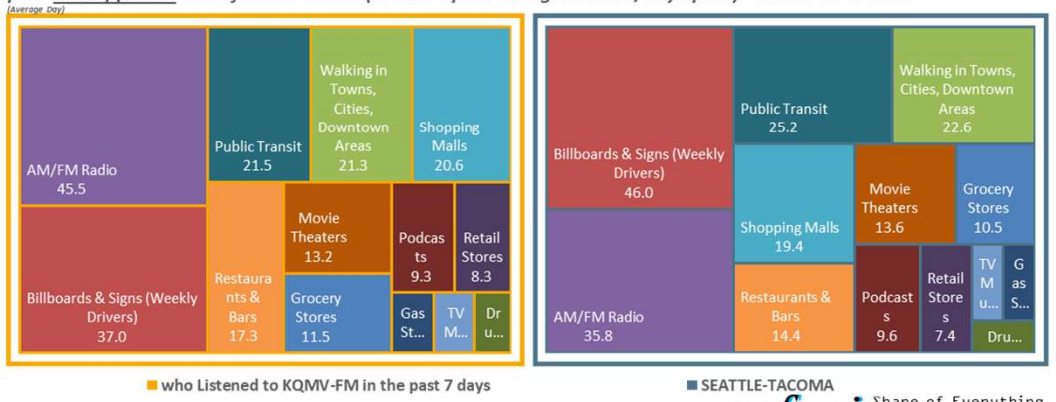
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 342

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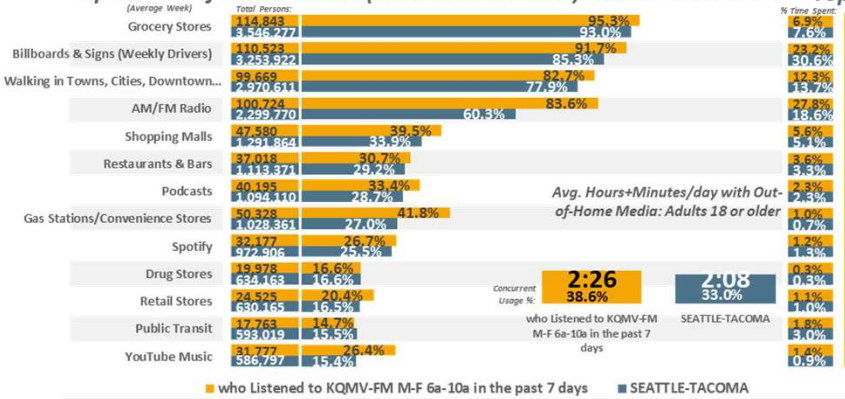
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Radio Stations: KQMV-FM

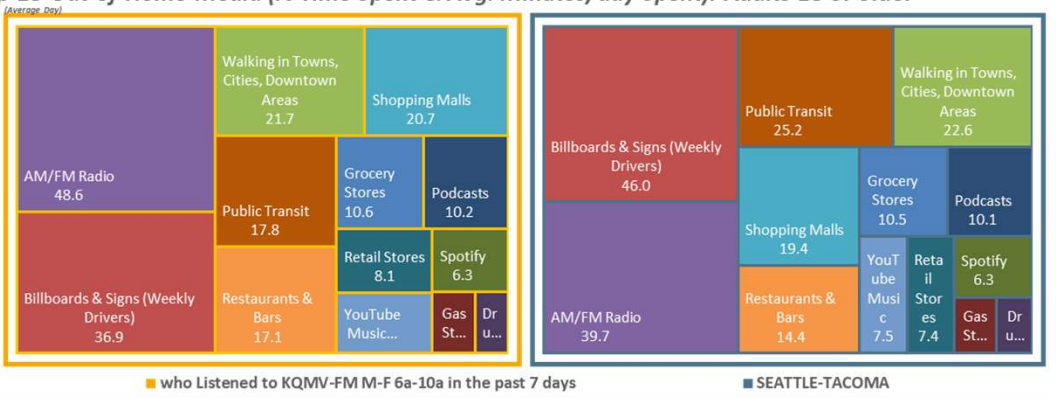


110,523 or 91.7% of Adults 18 or older who Listened to KQMV-FM M-F 6a-10a in the past 7 days spend an average of 36.9 minutes per day driving, seeing Billboards and Signs. 82.9% Listen to Local Radio Stations Out-of-Home for an average of 44.4 minutes/day

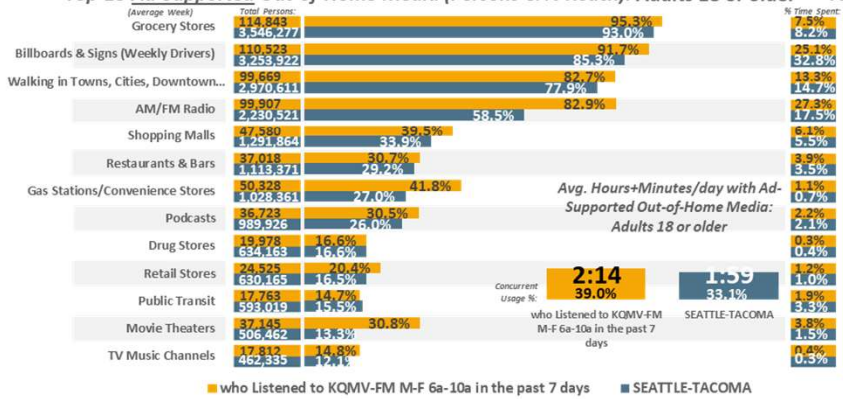
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



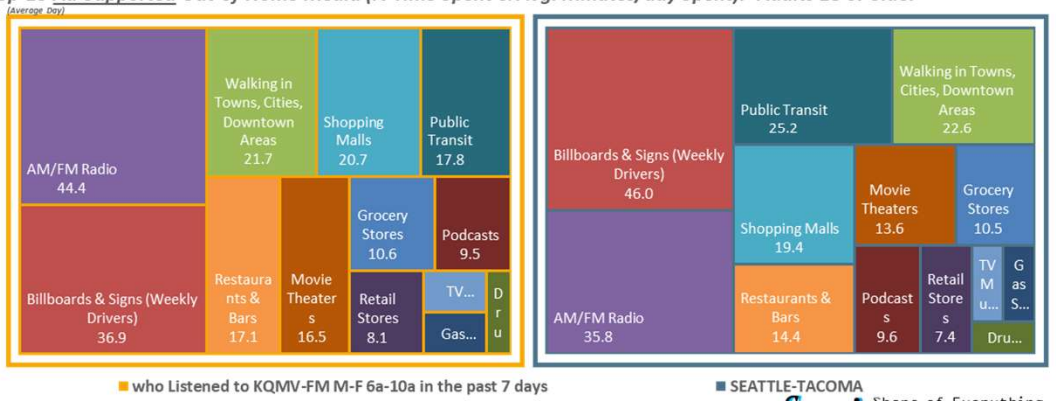
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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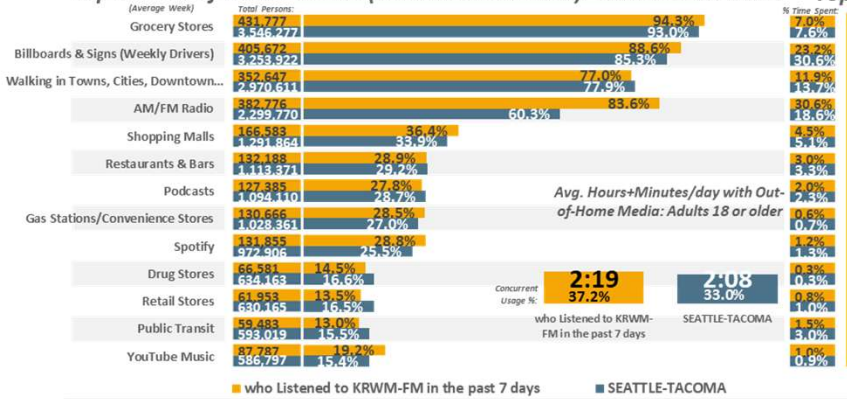
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Radio Stations: KQMV-FM M-F 6A-10A

405,672 or 88.6% of Adults 18 or older who Listened to KRWM-FM in the past 7 days spend an average of 36.5 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 44. minutes/day.

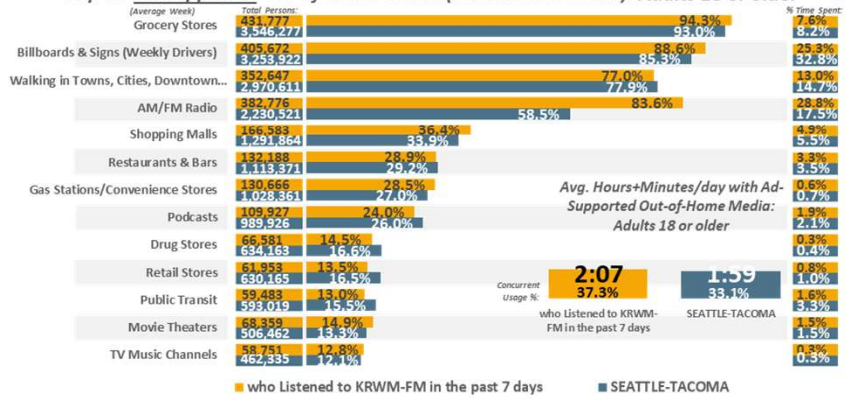
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 478

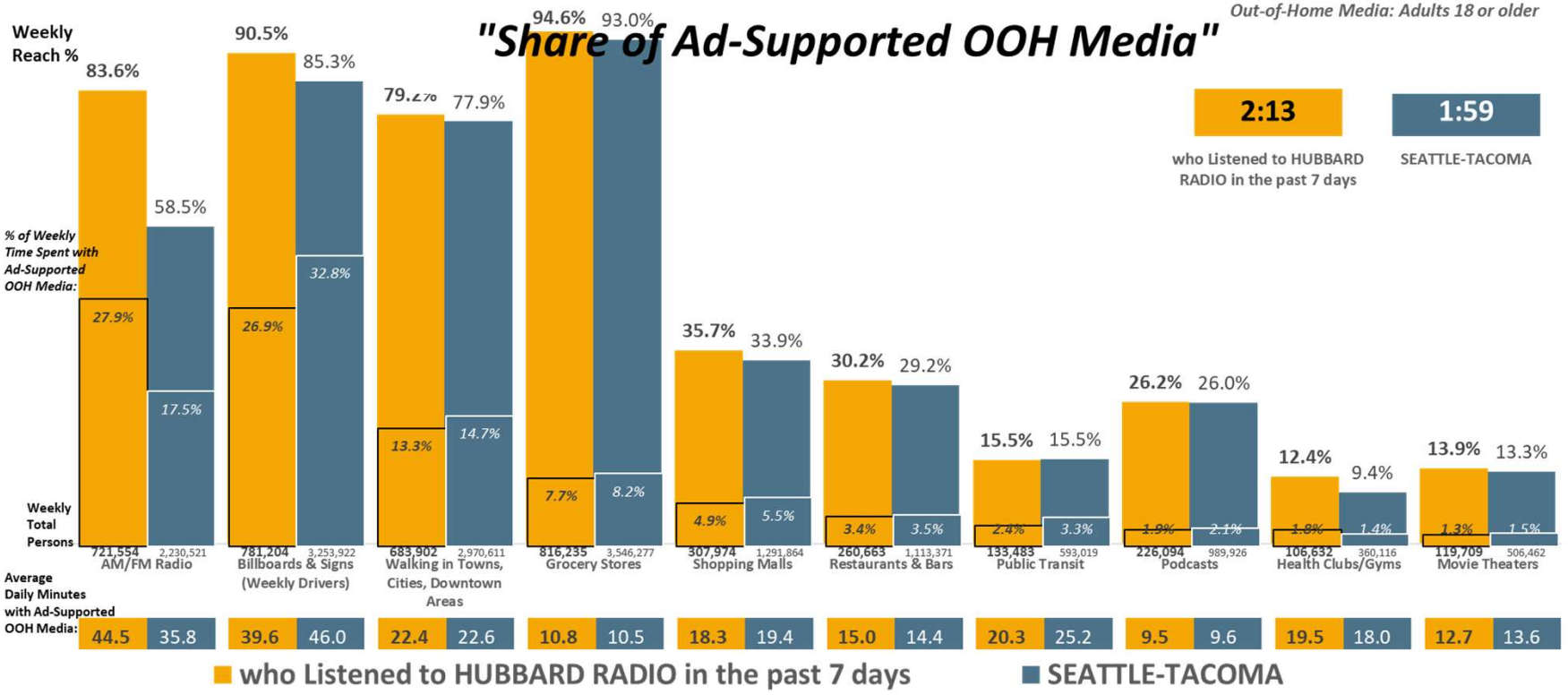
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Radio Stations: KRWM-FM

781,204 or 90.5% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 39.6 minutes per day driving, seeing Billboards and Signs representing 26.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 887 SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,801

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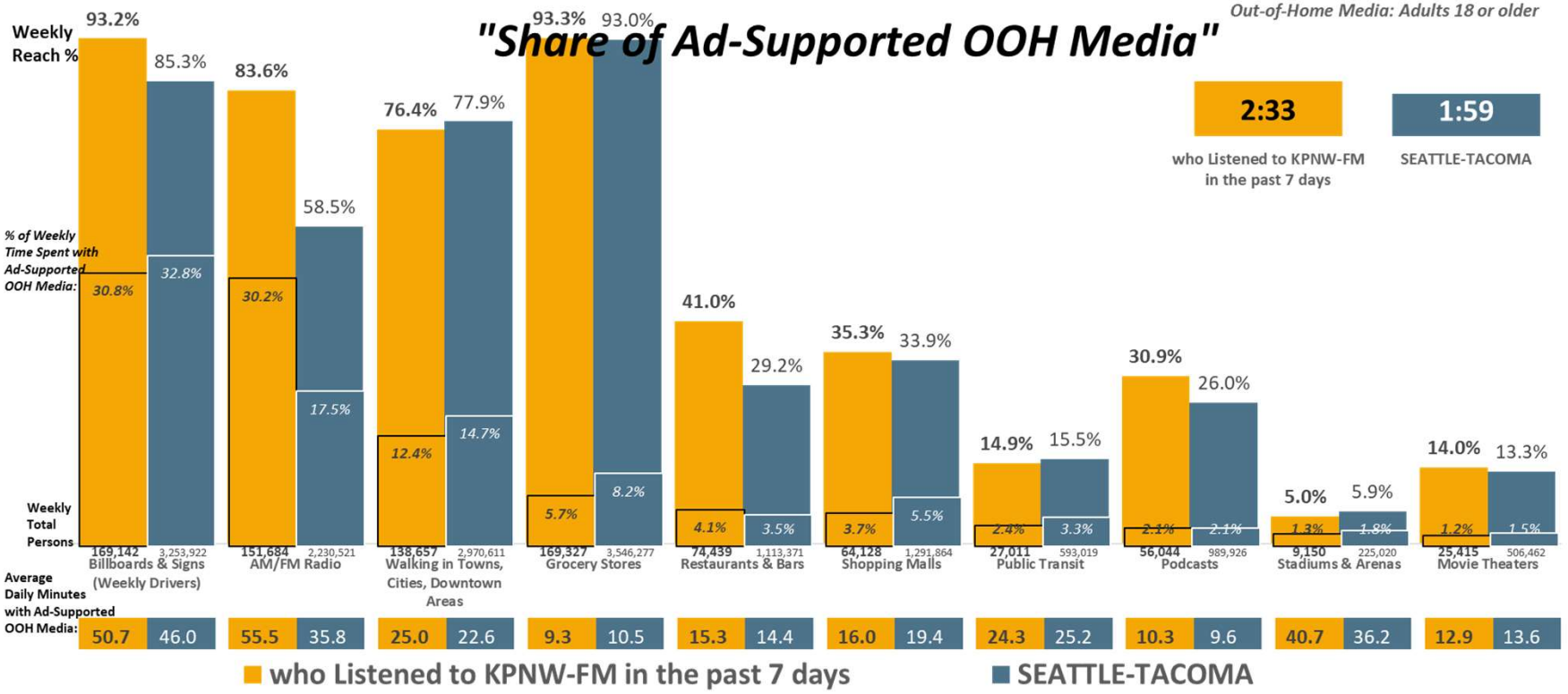
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(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM)

169,142 or 93.2% of Adults 18 or older who Listened to KPNW-FM in the past 7 days spend an average of 50.7 minutes per day driving, seeing Billboards and Signs representing 30.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 187 SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,801

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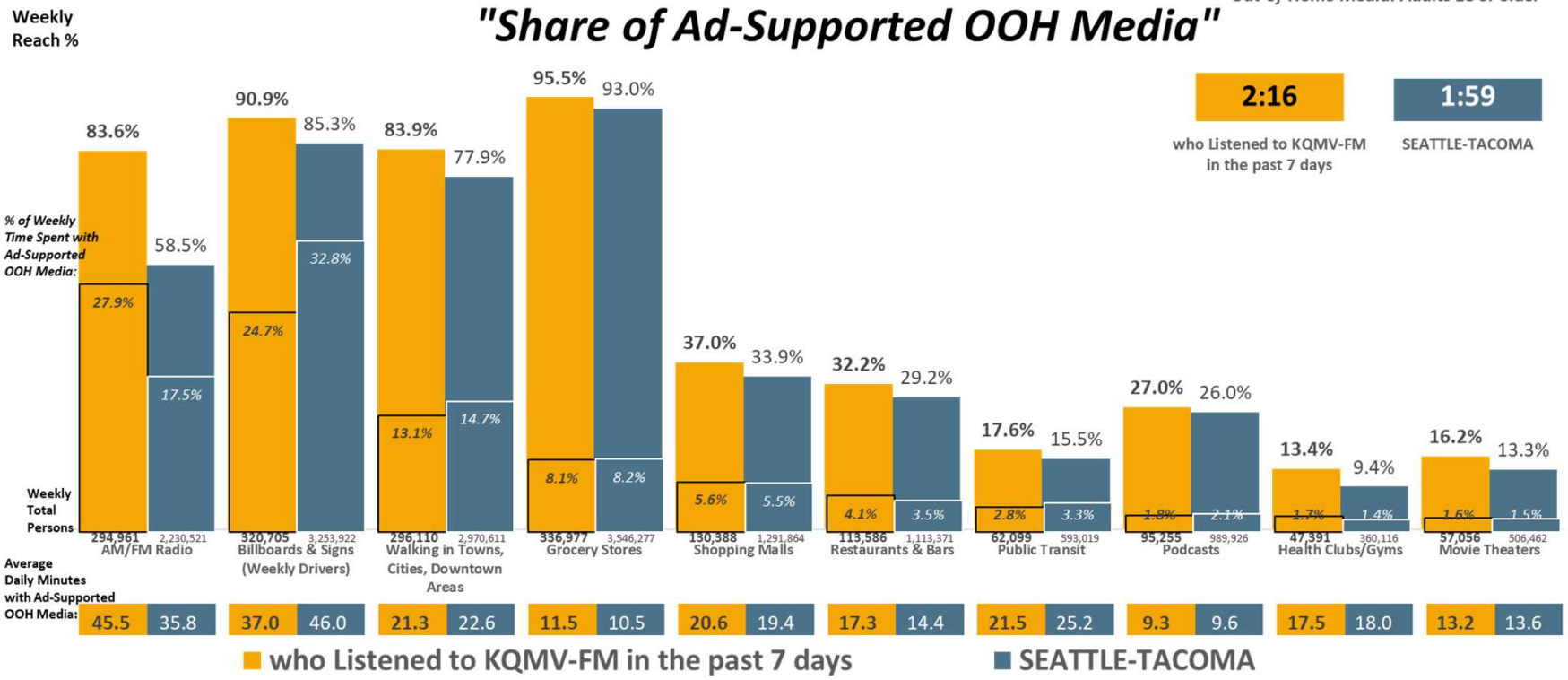
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Radio Stations: KPNW-FM

320,705 or 90.9% of Adults 18 or older who Listened to KQMV-FM in the past 7 days spend an average of 37. minutes per day driving, seeing Billboards and Signs representing 24.7% 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"



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 342 SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,801

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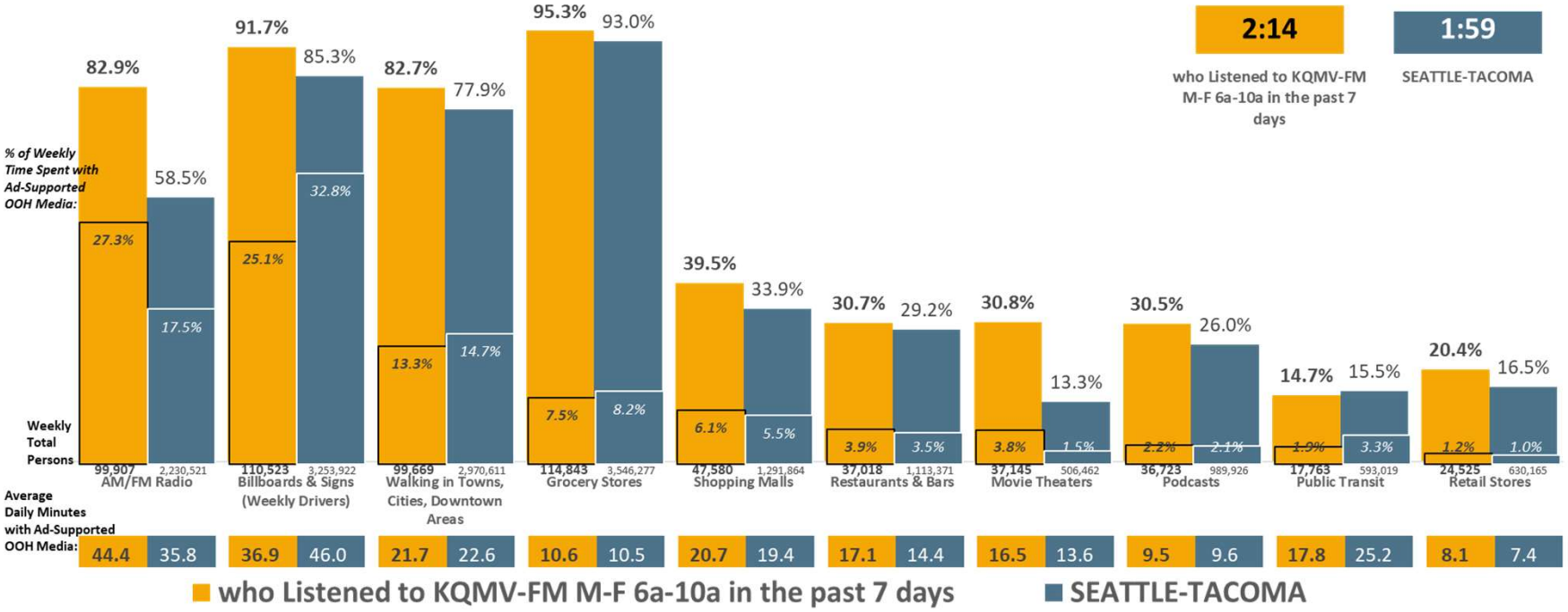
Radio Stations: KQMV-FM



110,523 or 91.7% of Adults 18 or older who Listened to KQMV-FM M-F 6a-10a in the past 7 days spend an average of 36.9 minutes per day driving, seeing Billboards and Signs representing 25.1% 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

"Share of Ad-Supported OOH Media"



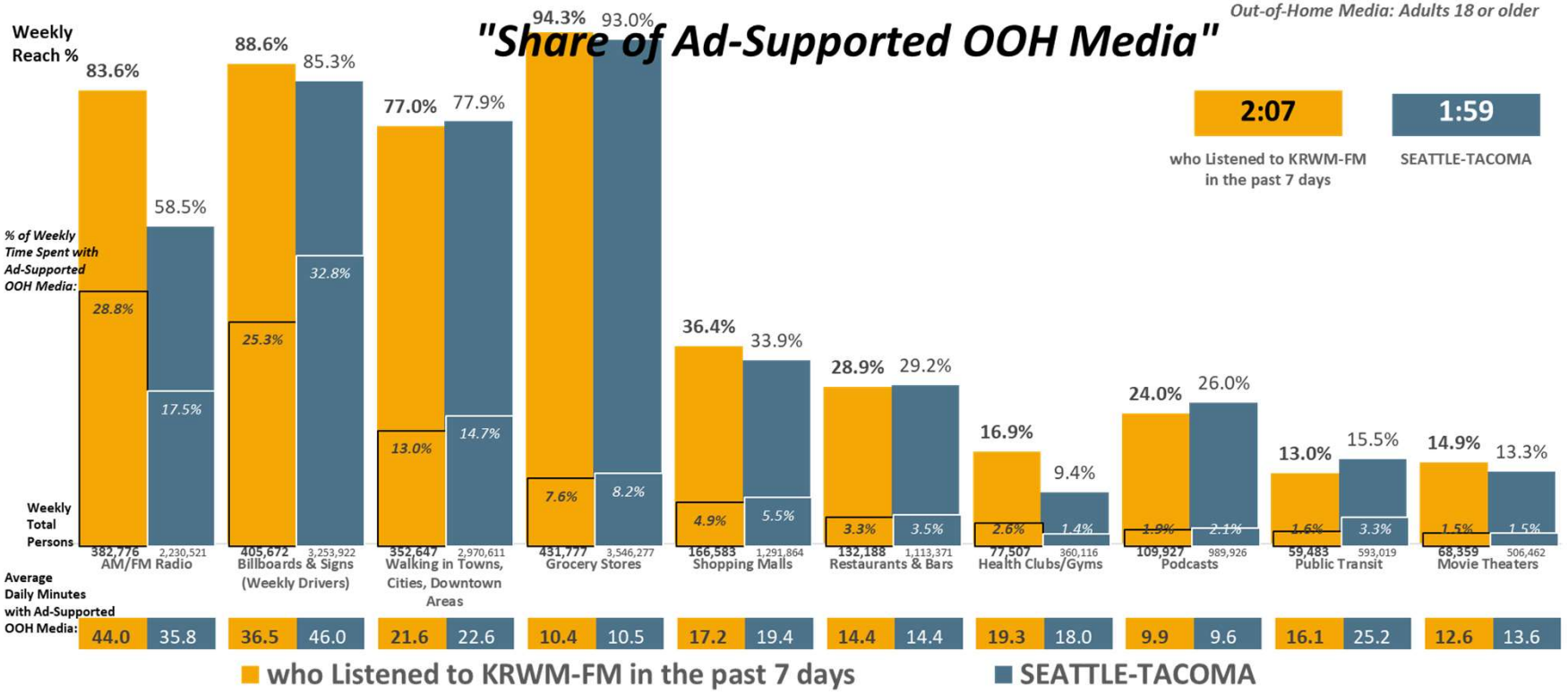
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 106 SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,801

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Radio Stations: KQMV-FM M-F 6A-10A

405,672 or 88.6% of Adults 18 or older who Listened to KRWM-FM in the past 7 days spend an average of 36.5 minutes per day driving, seeing Billboards and Signs representing 25.3% of all Time Spent with Ad-Supported Out-of-Home Media.



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 478 SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,801

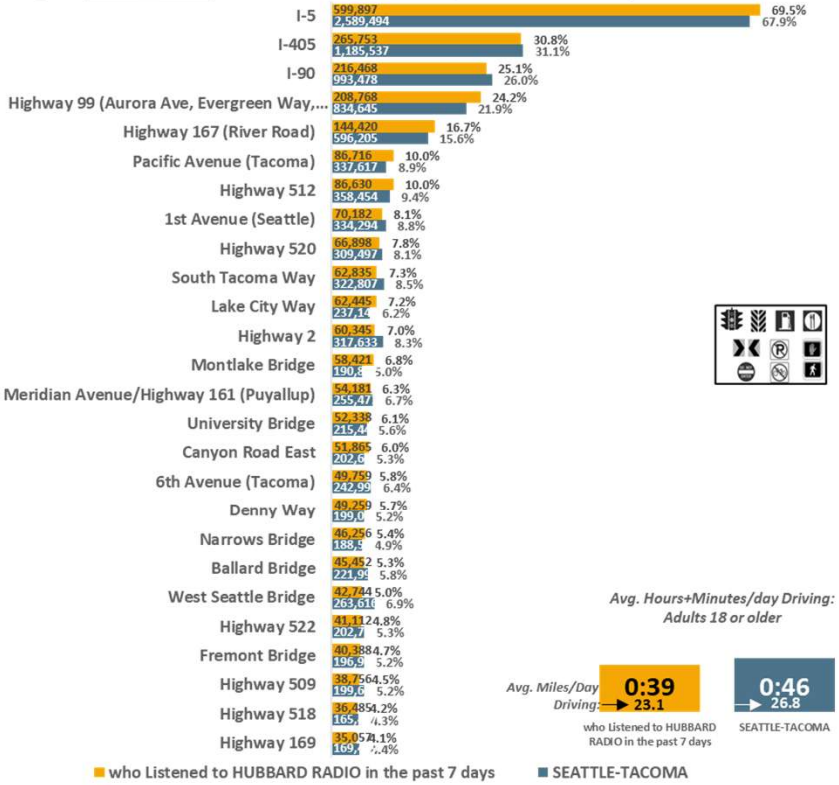
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Radio Stations: KRWM-FM

781,204 or 90.5% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 39.6 minutes per day driving an average of 23.1 miles each day and are 35.2% more likely to use Montlake Bridge than the Metro average.

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



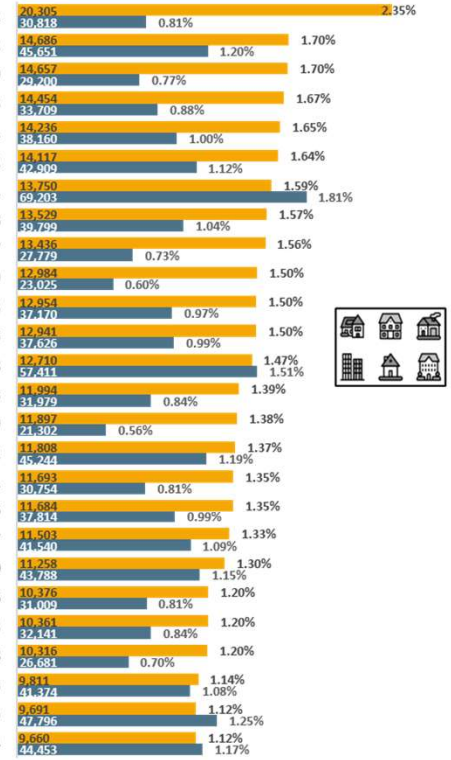
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 23.1

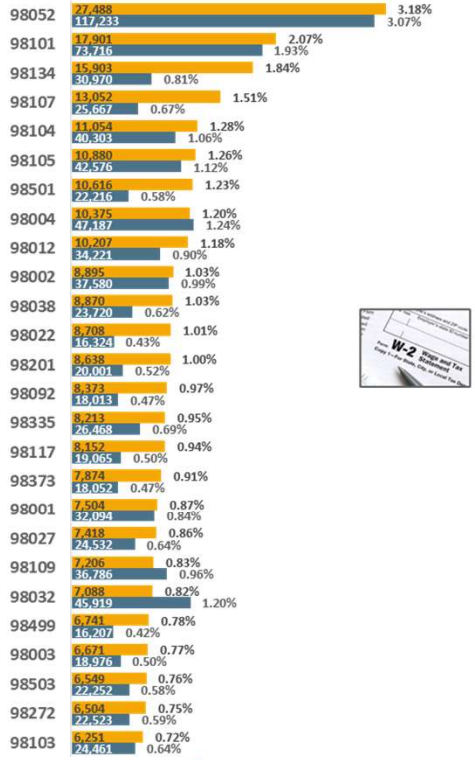
0:39 who Listened to HUBBARD RADIO in the past 7 days

0:46 SEATTLE-TACOMA

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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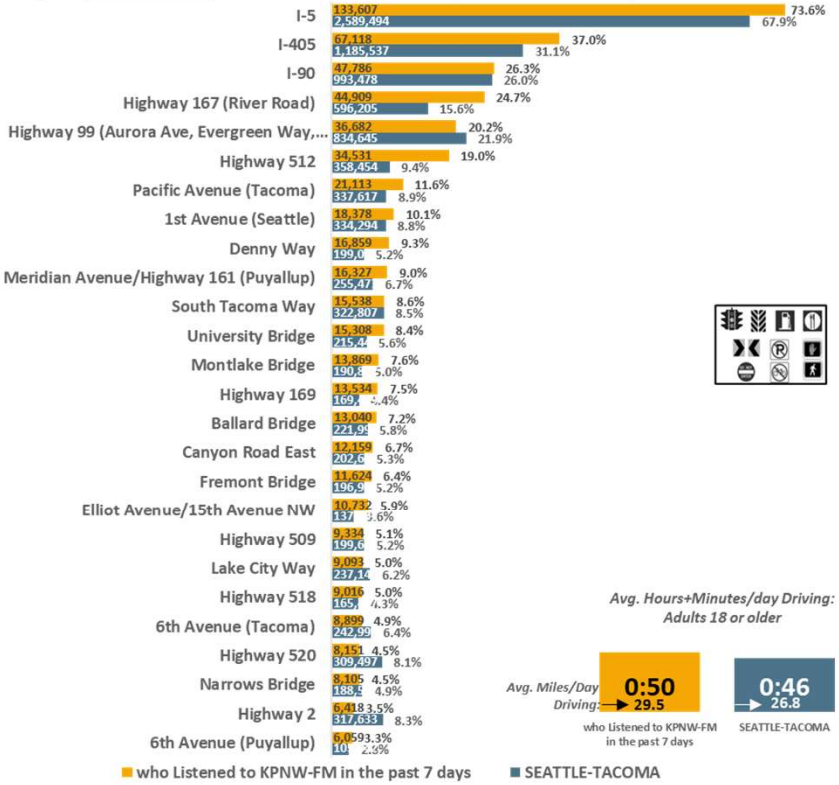
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 887

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(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM)

169,142 or 93.2% of Adults 18 or older who Listened to KPNW-FM in the past 7 days spend an average of 50.7 minutes per day driving an average of 29.5 miles each day and are 102.5% more likely to use Highway 512 than the Metro average.

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



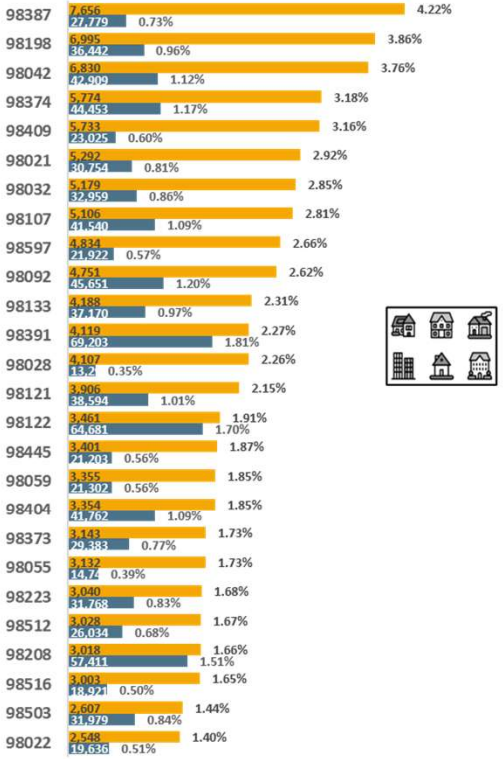
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 29.5

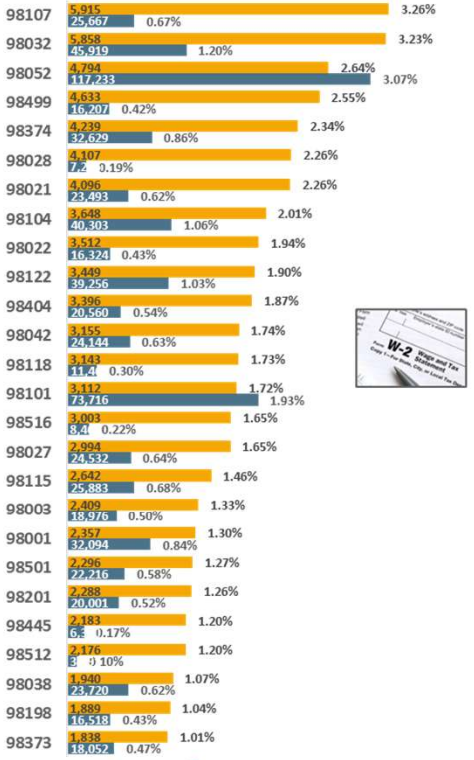
0:50 who Listened to KPNW-FM in the past 7 days

0:46 / 26.8 SEATTLE-TACOMA

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

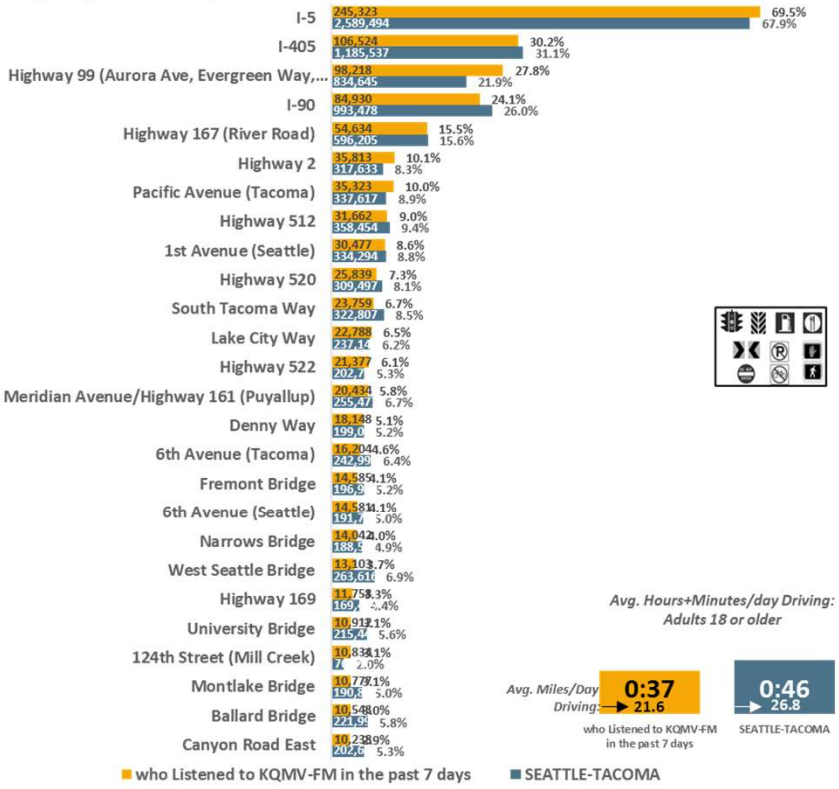


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320,705 or 90.9% of Adults 18 or older who Listened to KQMV-FM in the past 7 days spend an average of 37. minutes per day driving an average of 21.6 miles each day and are 27.2% more likely to use Highway 99 (Aurora Ave, Evergreen Way, International Blvd)

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

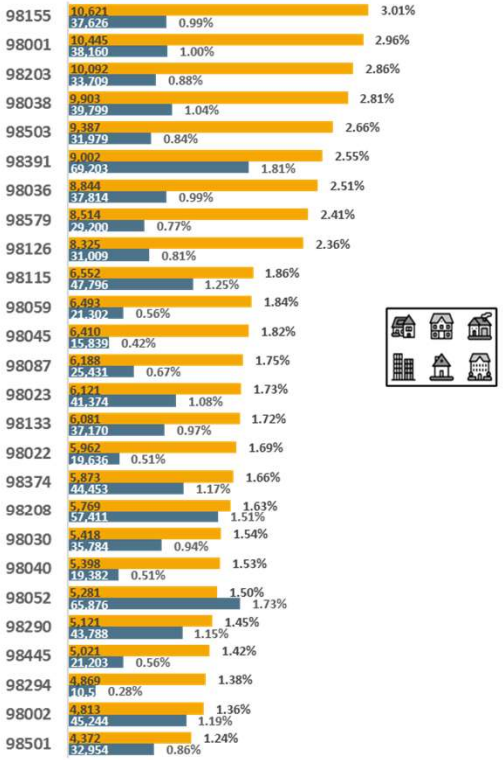


Avg. Hours+Minutes/day Driving: Adults 18 or older

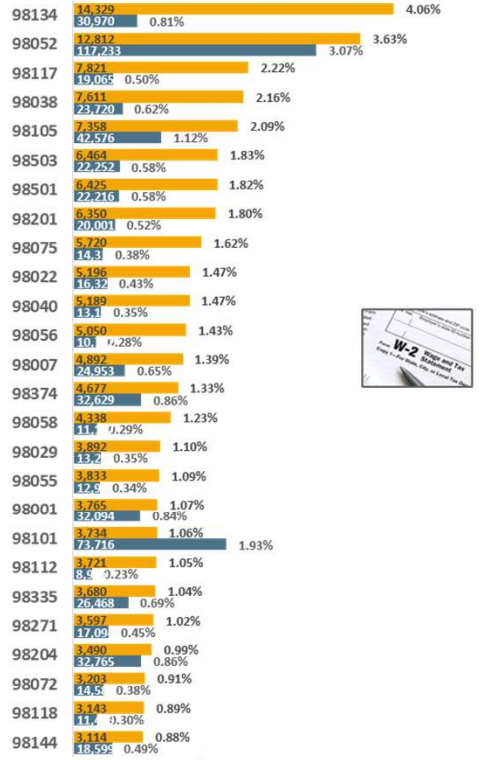
Avg. Miles/Day Driving: 0:37 → 21.6 (who Listened to KQMV-FM in the past 7 days)

0:46 → 26.8 (SEATTLE-TACOMA)

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 342

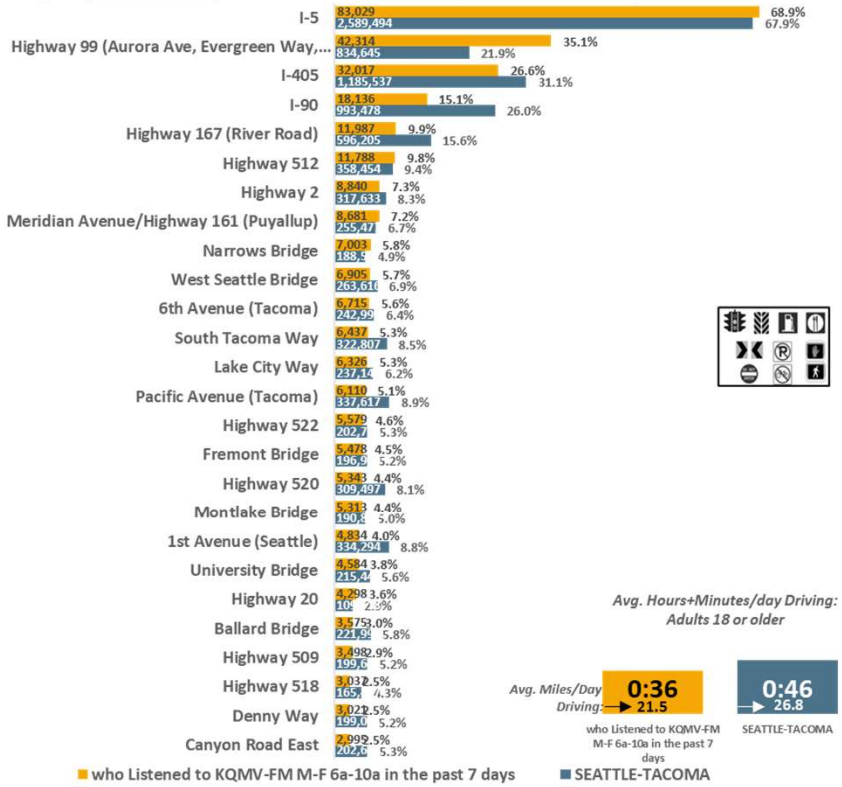
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Radio Stations: KQMV-FM



110,523 or 91.7% of Adults 18 or older who Listened to KQMV-FM M-F 6a-10a in the past 7 days spend an average of 36.9 minutes per day driving an average of 21.5 miles each day and are 60.5% more likely to use Highway 99 (Aurora Ave, Evergreen Way, Interna

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

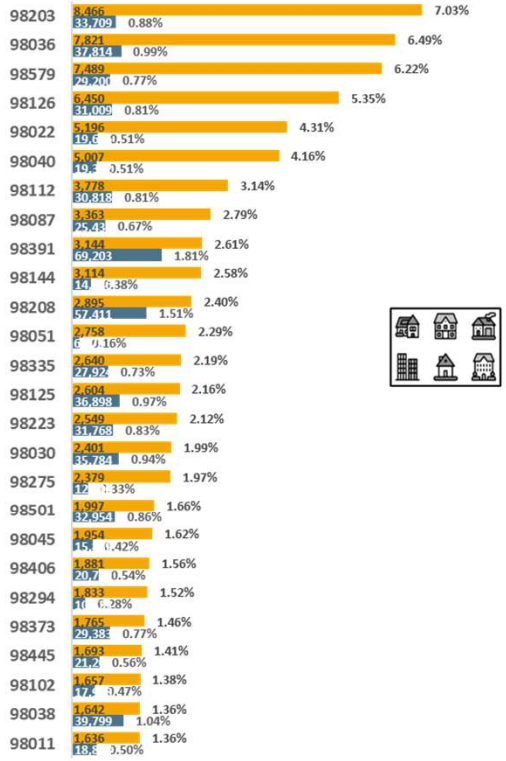


Avg. Hours+Minutes/day Driving: Adults 18 or older

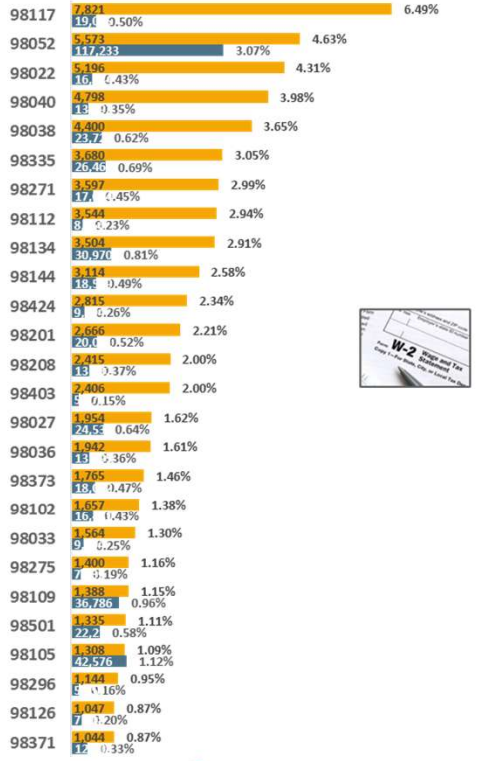
Avg. Miles/Day Driving: 0:36 → 21.5 who Listened to KQMV-FM M-F 6a-10a in the past 7 days

0:46 → 26.8 SEATTLE-TACOMA

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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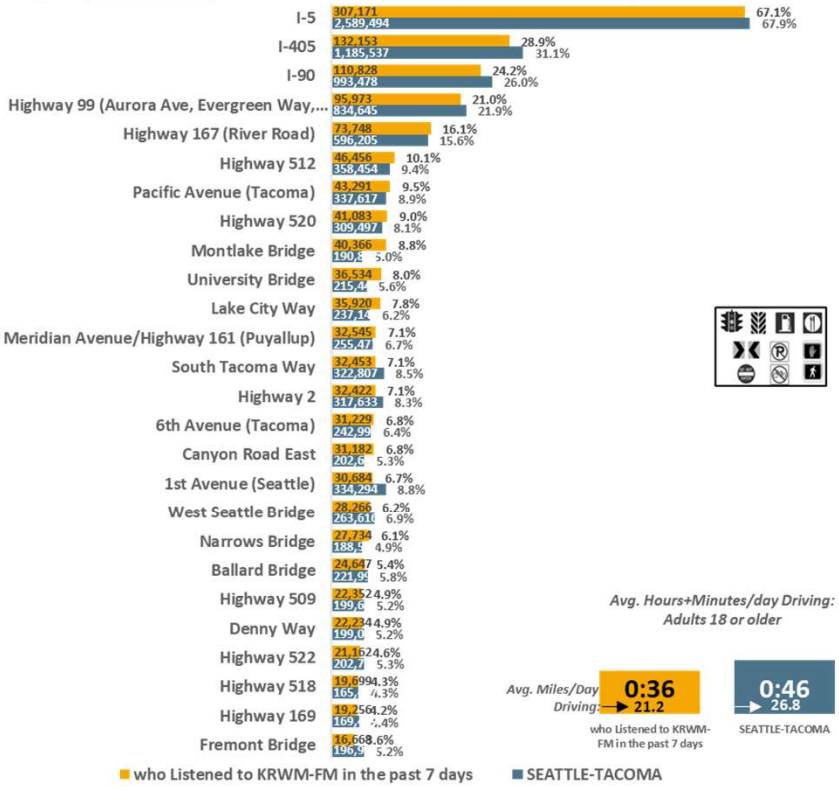
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 106

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Radio Stations: KQMV-FM M-F 6A-10A

405,672 or 88.6% of Adults 18 or older who Listened to KRWM-FM in the past 7 days spend an average of 36.5 minutes per day driving an average of 21.2 miles each day and are 76.2% more likely to use Montlake Bridge than the Metro average.

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



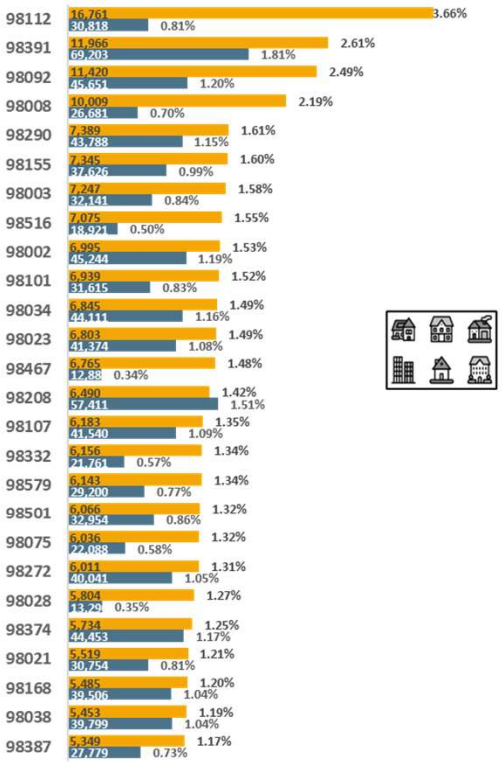
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:

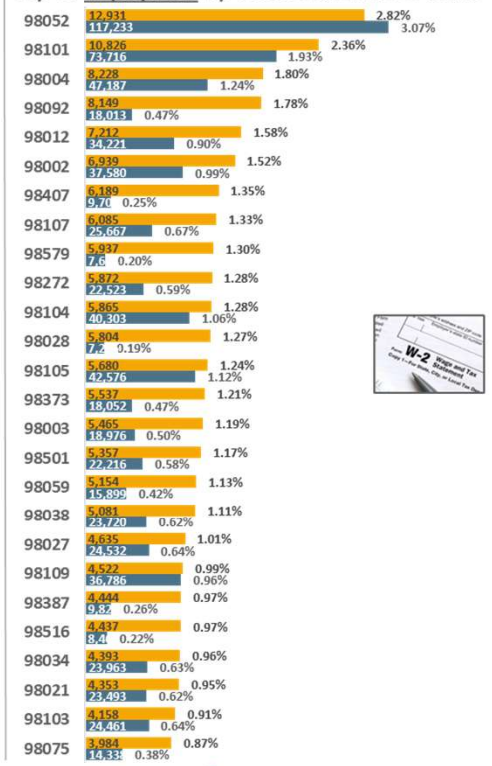
0:36 → 21.2 who Listened to KRWM-FM in the past 7 days

0:46 → 26.8 SEATTLE-TACOMA

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



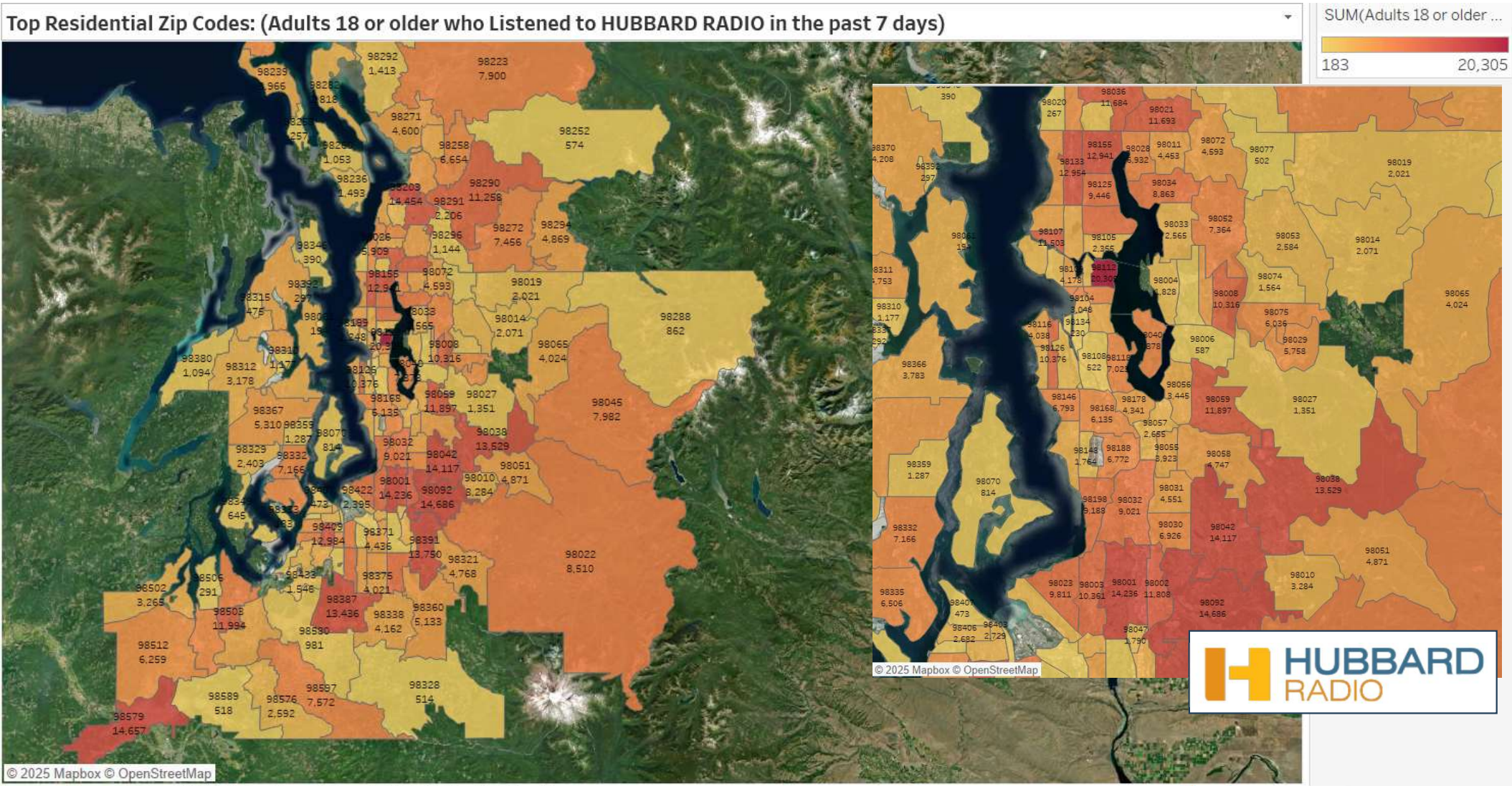
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Radio Stations: KRWM-FM

Top Residential Zip Codes: (Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days)

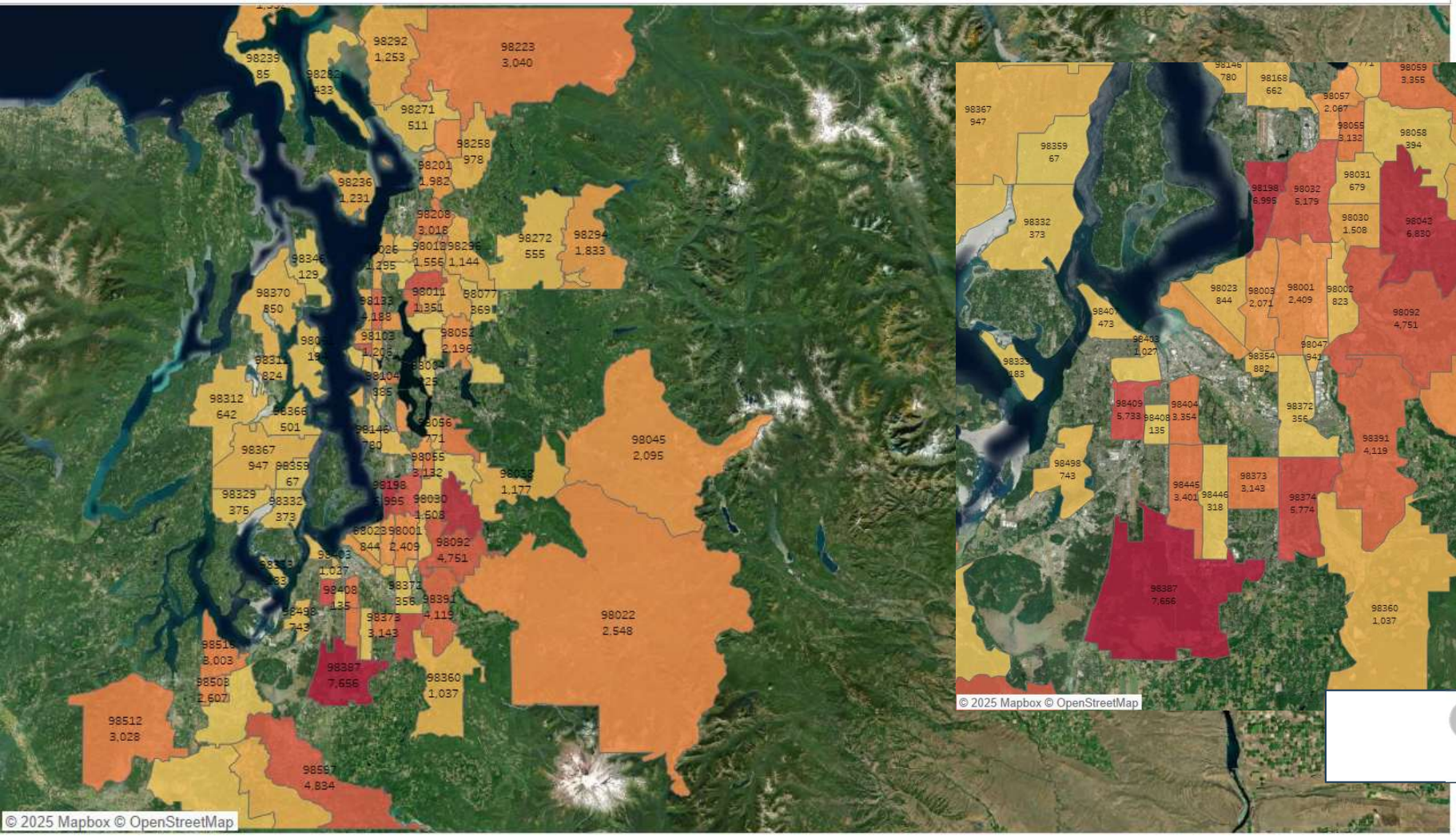


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(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM)

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

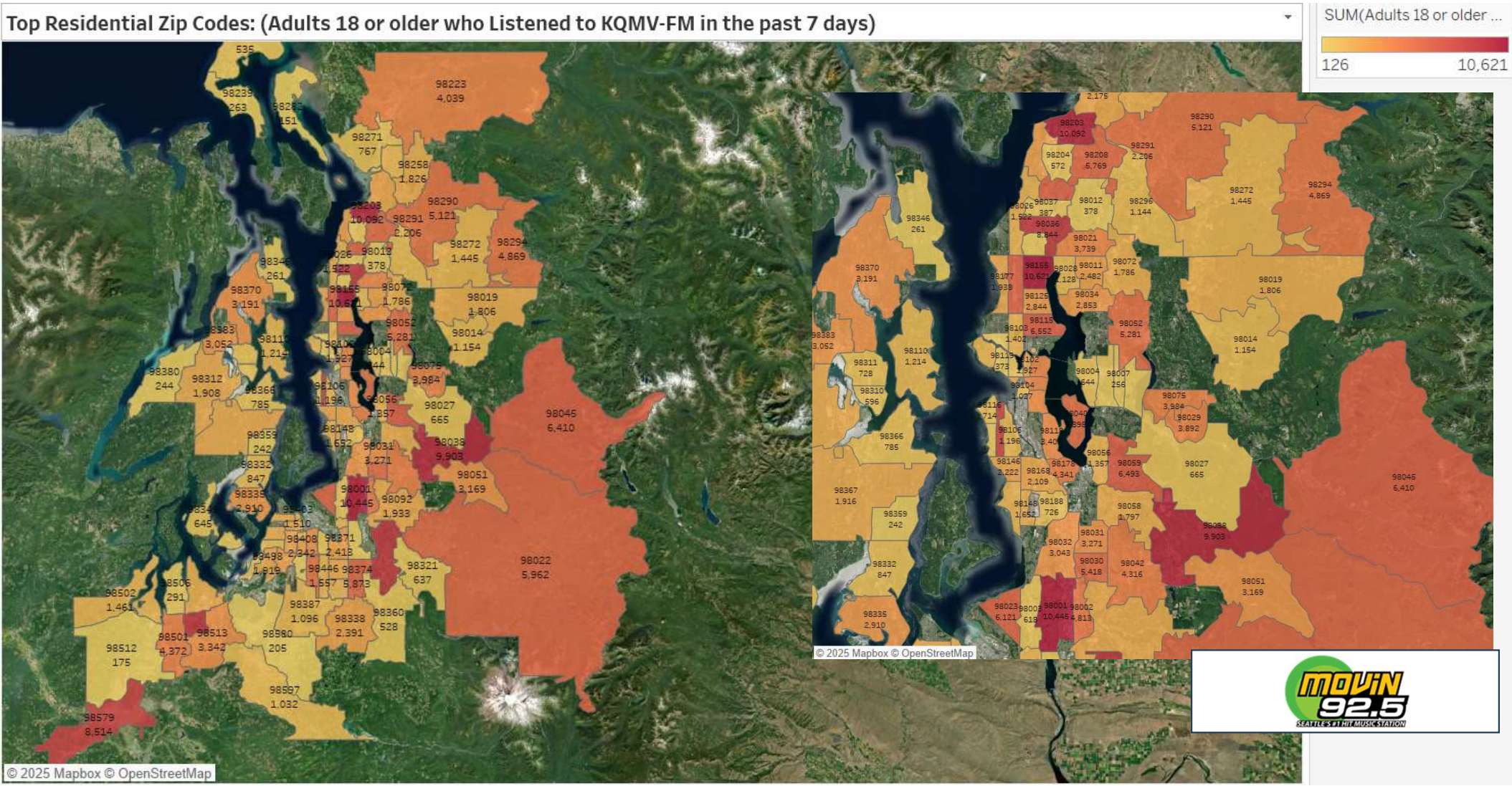


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Radio Stations: KPNW-FM

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

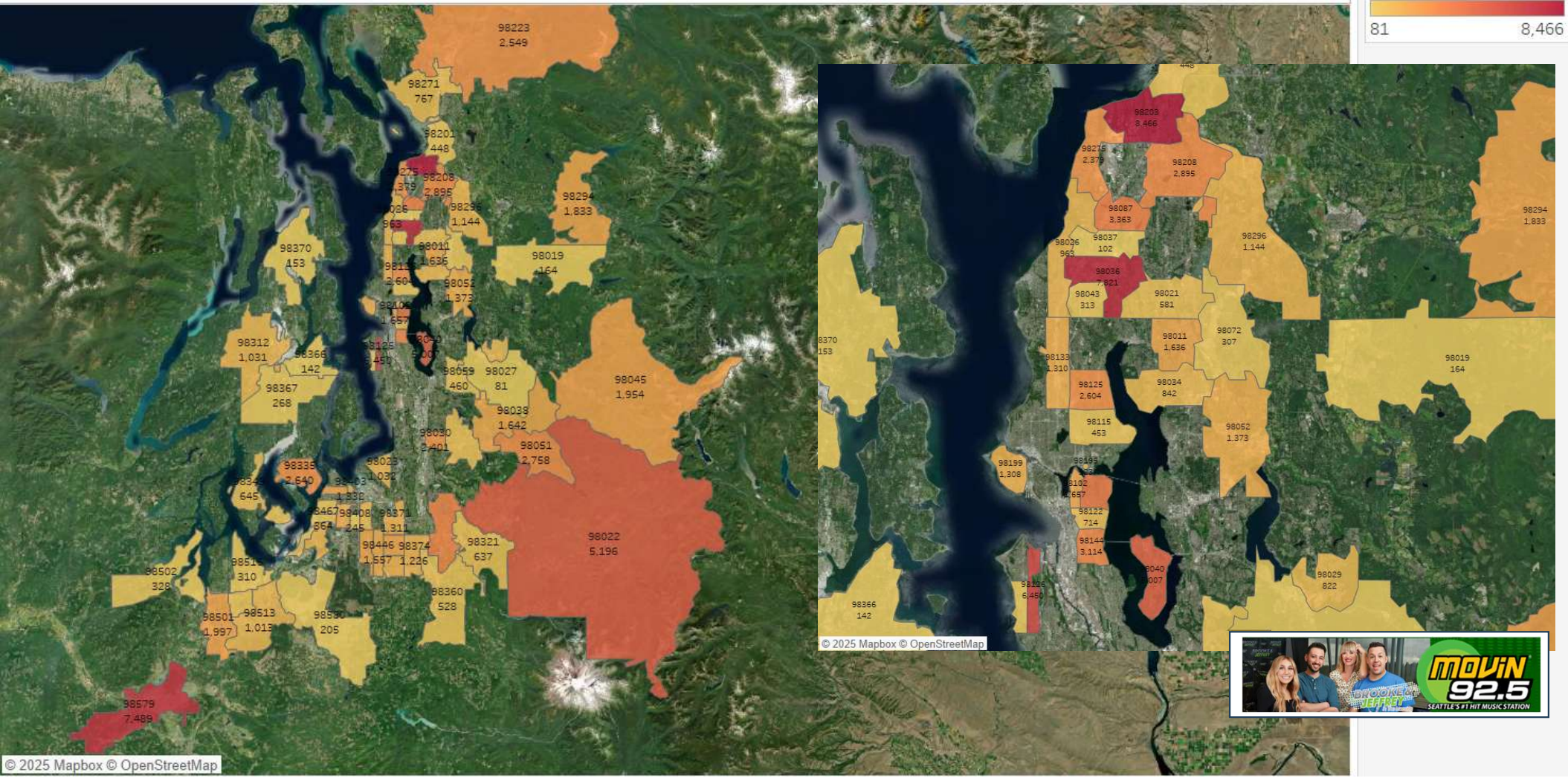


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Radio Stations: KQMV-FM

Top Residential Zip Codes: (Adults 18 or older who Listened to KQMV-FM M-F 6a-10a in the past 7 days)

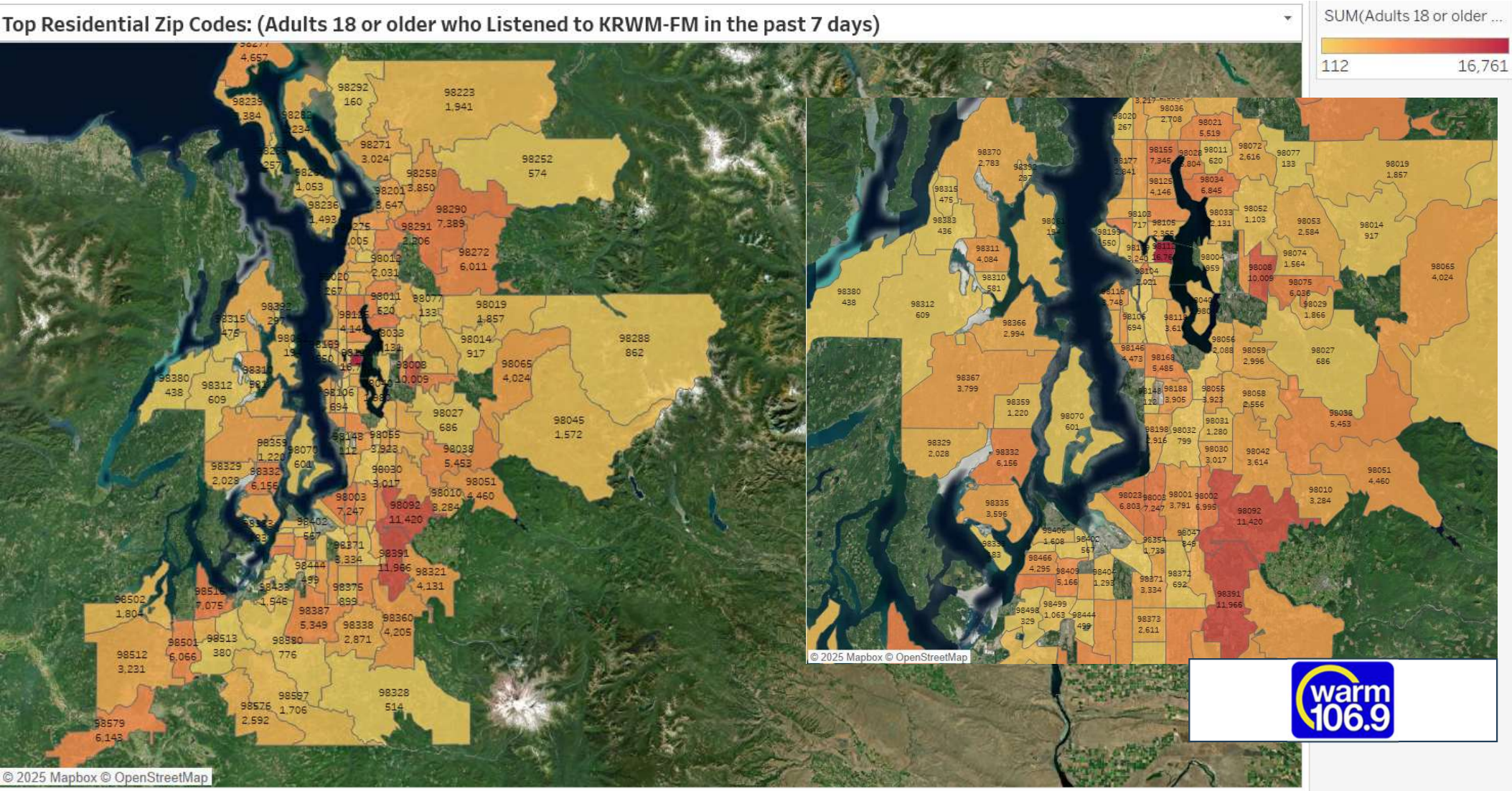


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Radio Stations: KQMV-FM M-F 6A-10A

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



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 478

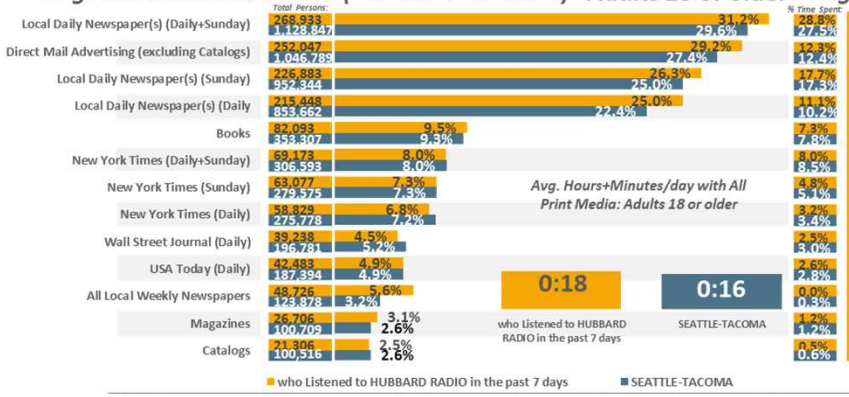
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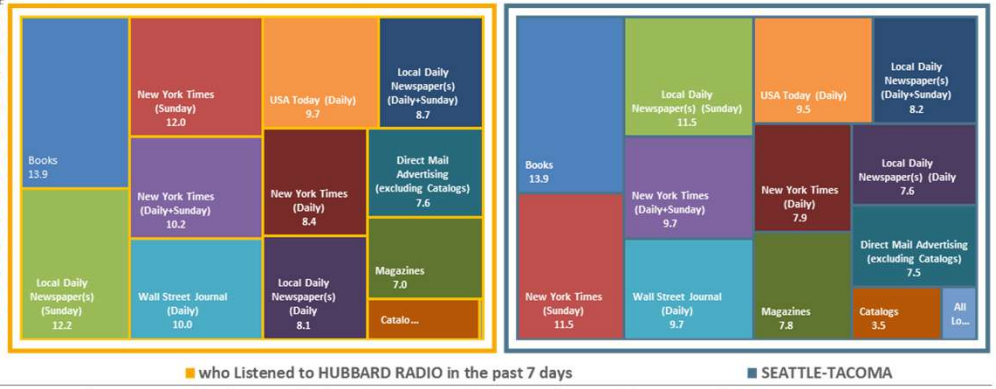
Radio Stations: KRWM-FM

268,933 or 31.2% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 31.1% of all time spent daily with All forms of Print Media.

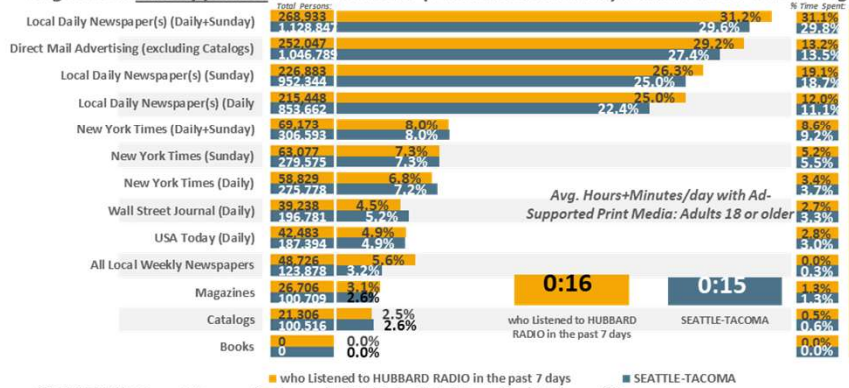
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



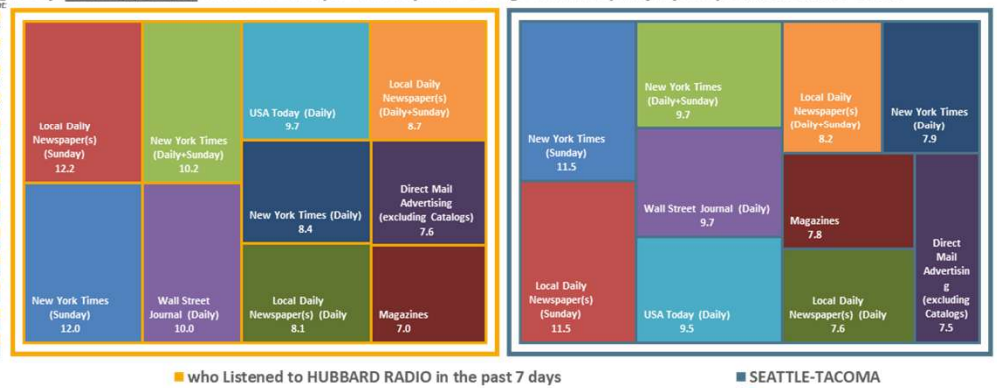
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 887

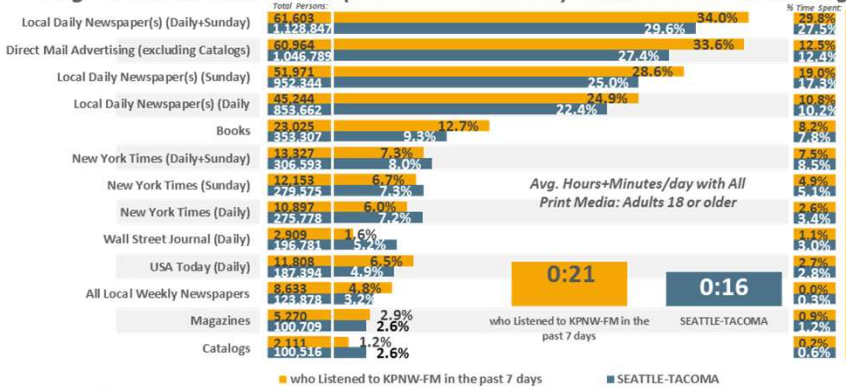
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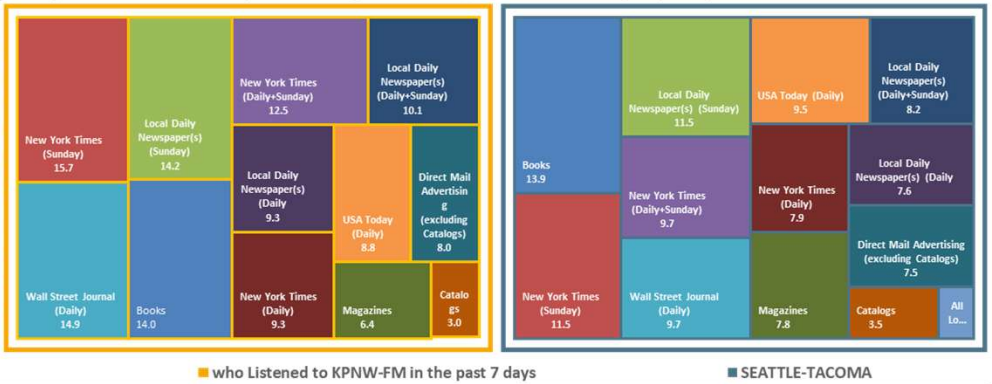
(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM)

61,603 or 34.% of Adults 18 or older who Listened to KPNW-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.1 minutes every day representing 32.4% of all time spent daily with All forms of Print Media.

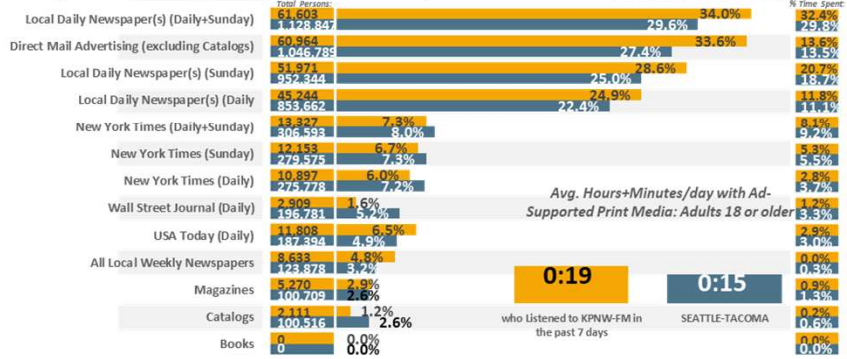
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 187

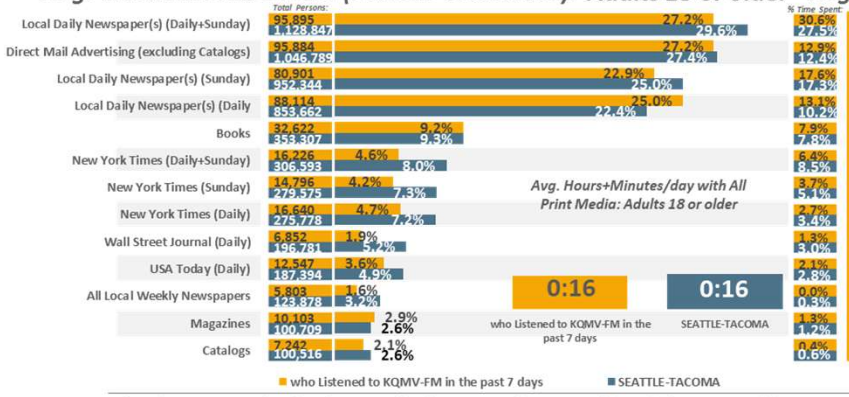
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Radio Stations: KPNW-FM

95,895 or 27.2% of Adults 18 or older who Listened to KQMV-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 33.2% of all time spent daily with All forms of Print Media.

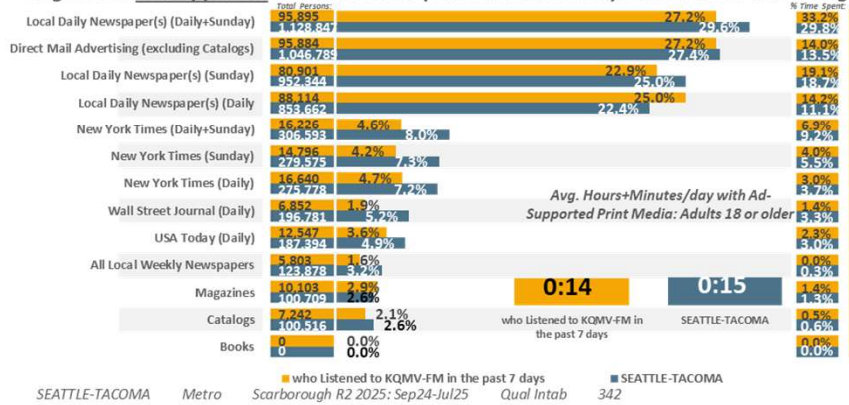
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



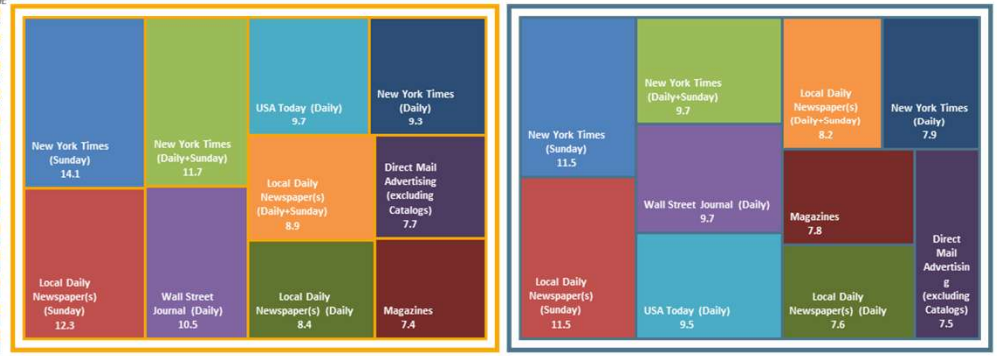
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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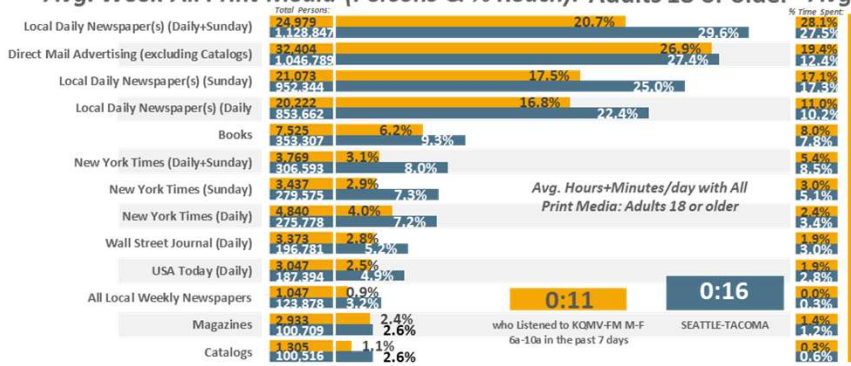
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Radio Stations: KQMV-FM



24,979 or 20.7% of Adults 18 or older who Listened to KQMV-FM M-F 6a-10a in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.7 minutes every day representing 30.6% of all time spent daily with All forms of Print Media.

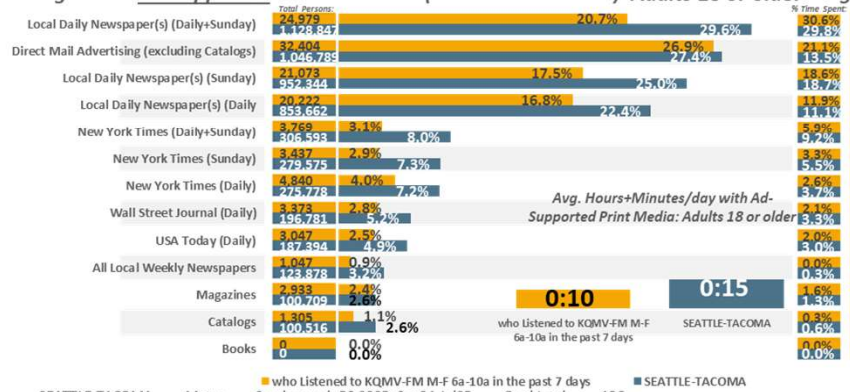
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



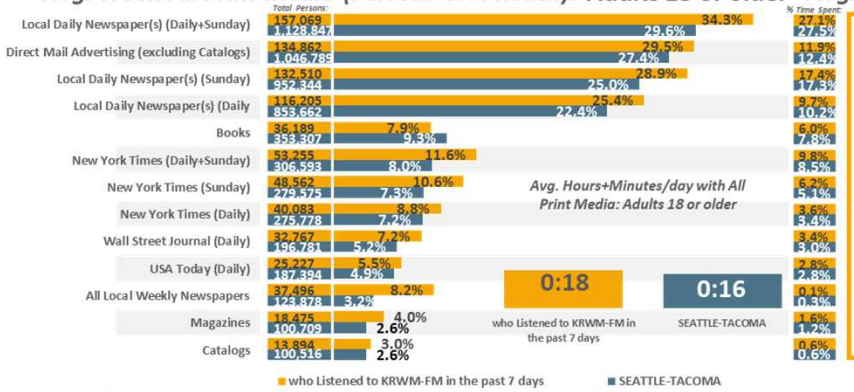
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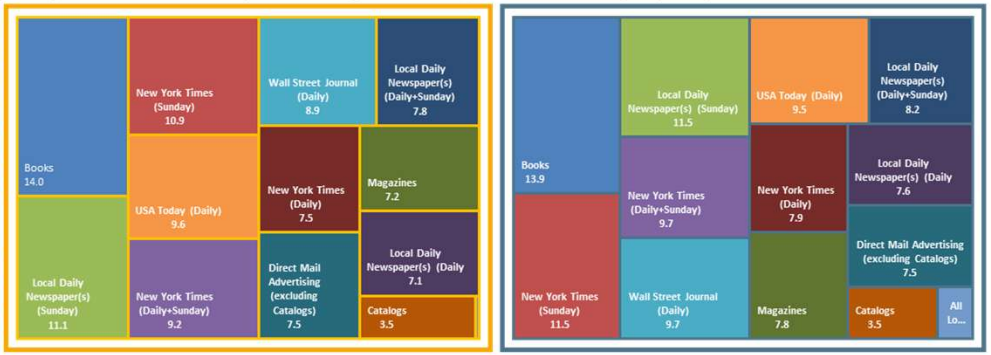
Radio Stations: KQMV-FM M-F 6A-10A

157,069 or 34.3% of Adults 18 or older who Listened to KRWM-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.8 minutes every day representing 28.8% of all time spent daily with All forms of Print Media.

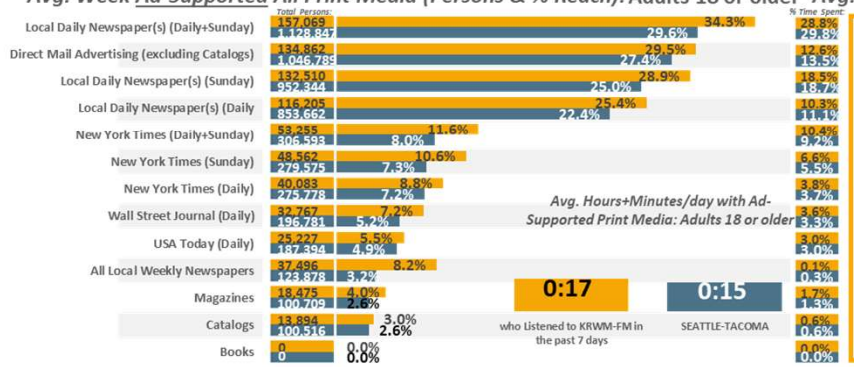
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



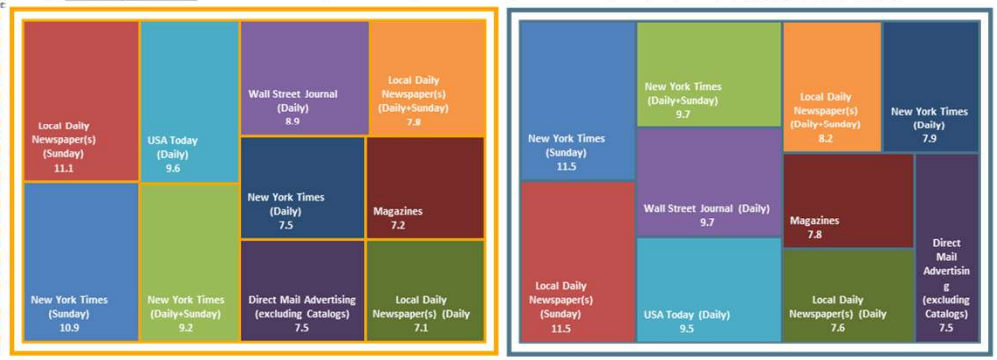
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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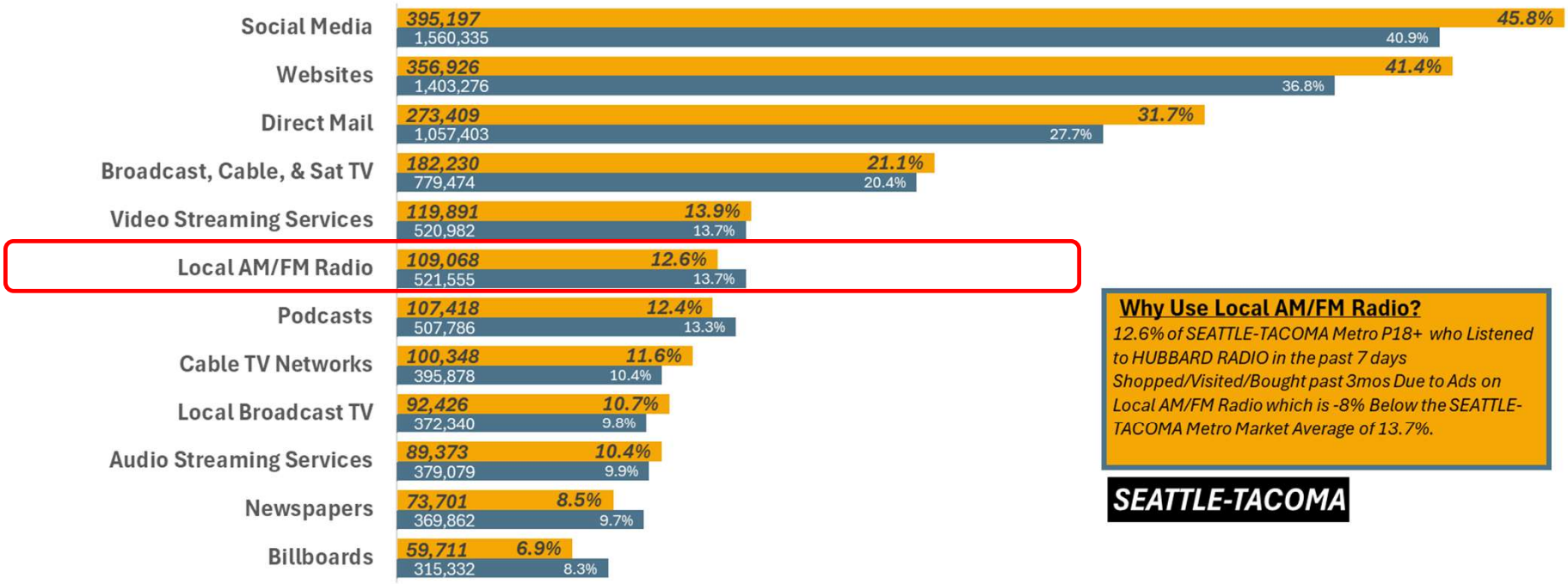
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Radio Stations: KRWM-FM

HUBBARD RADIO

"Advertising Actions"

P18+ who Listened to HUBBARD RADIO in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

12.6% of SEATTLE-TACOMA Metro P18+ who Listened to HUBBARD RADIO in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -8% Below the SEATTLE-TACOMA Metro Market Average of 13.7%.

SEATTLE-TACOMA

SEATTLE-TACOMA Metro Scarborough R2 2025:Sep24-Jul25 Qual Intab: 887

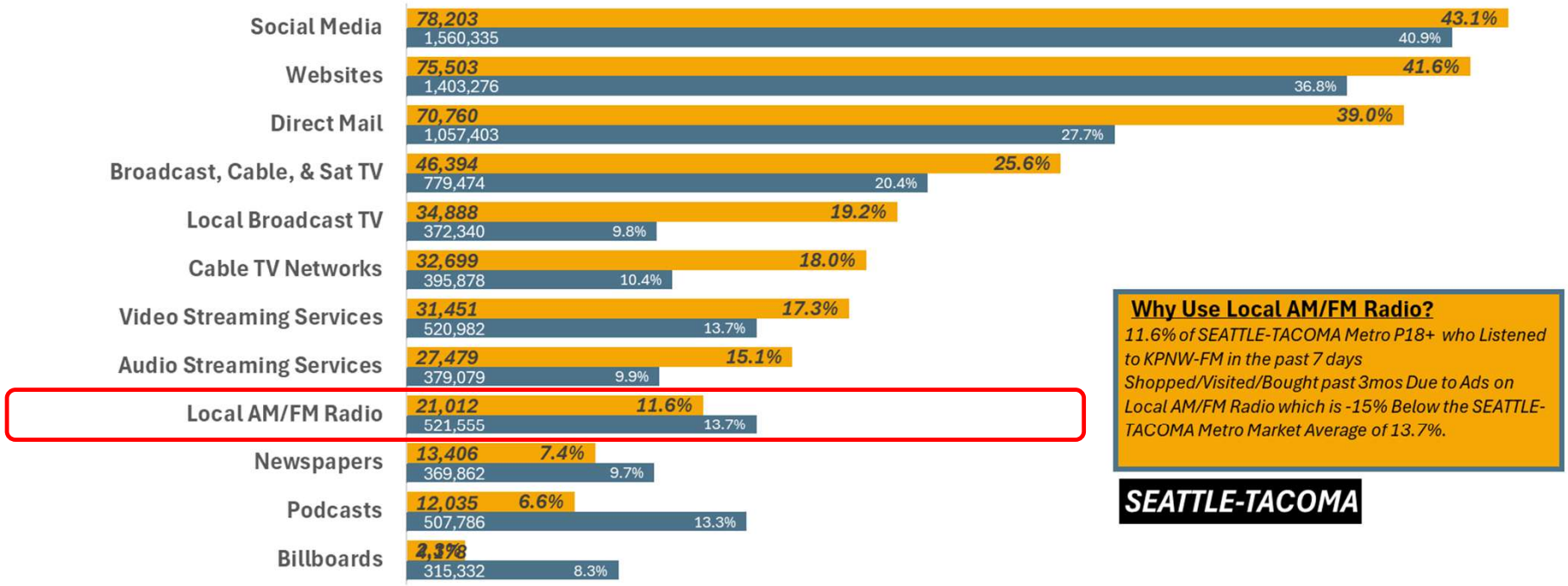
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(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM)

"Advertising Actions"

P18+ who Listened to KPNW-FM in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

11.6% of SEATTLE-TACOMA Metro P18+ who Listened to KPNW-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -15% Below the SEATTLE-TACOMA Metro Market Average of 13.7%.

SEATTLE-TACOMA

SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab: 187

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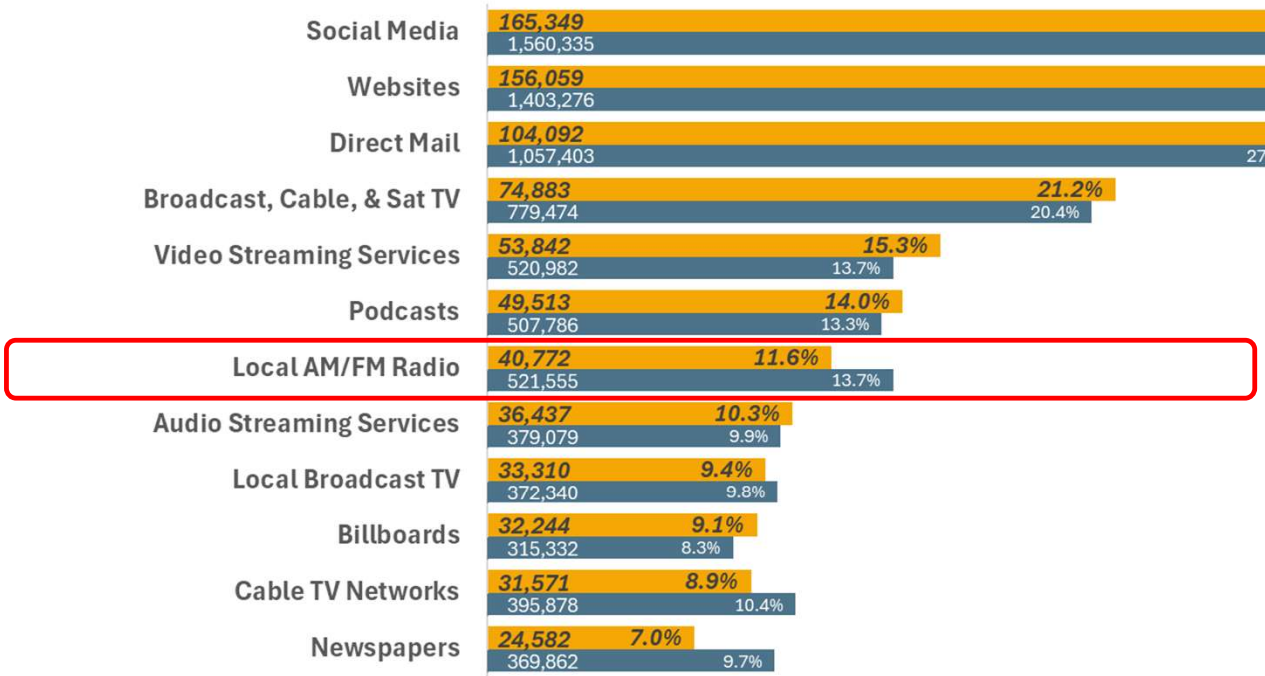
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Radio Stations: KPNW-FM

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION

"Advertising Actions"

P18+ who Listened to KQMV-FM in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

11.6% of SEATTLE-TACOMA Metro P18+ who Listened to KQMV-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -15% Below the SEATTLE-TACOMA Metro Market Average of 13.7%.

SEATTLE-TACOMA

SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab: 342

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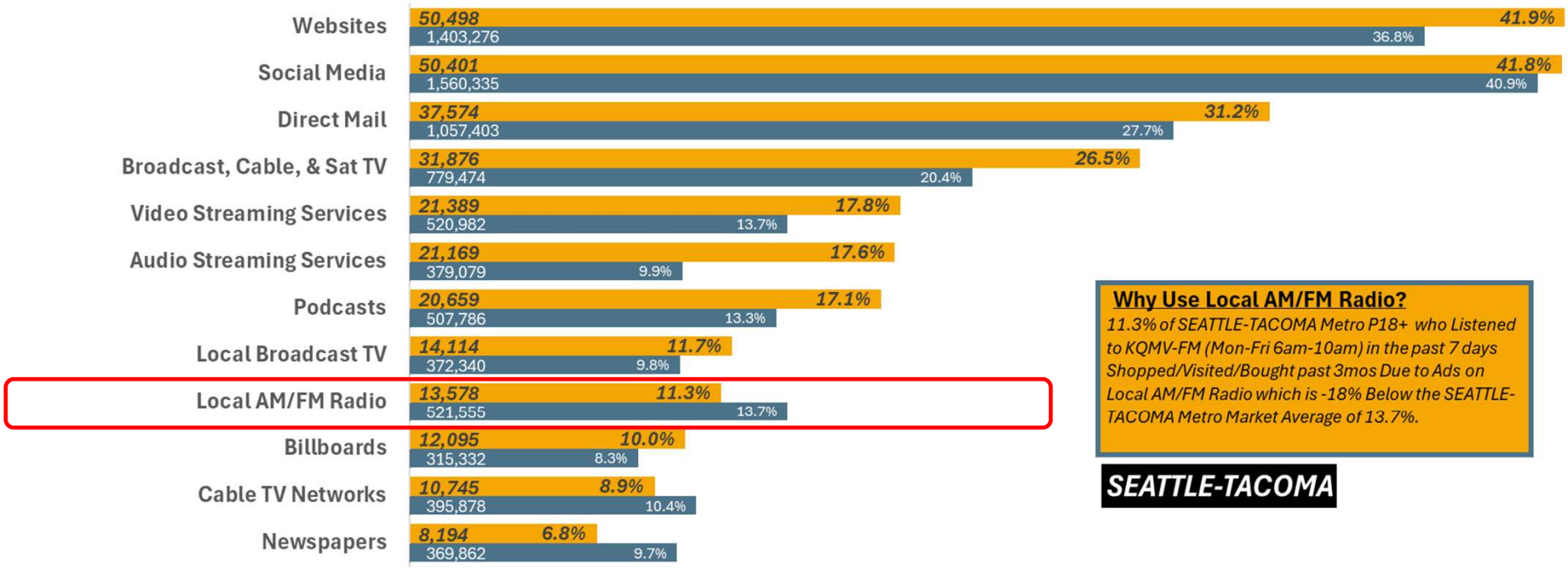
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Radio Stations: KQMV-FM



"Advertising Actions"

P18+ who Listened to KQMV-FM (Mon-Fri 6am-10am) in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

11.3% of SEATTLE-TACOMA Metro P18+ who Listened to KQMV-FM (Mon-Fri 6am-10am) in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -18% Below the SEATTLE-TACOMA Metro Market Average of 13.7%.

SEATTLE-TACOMA

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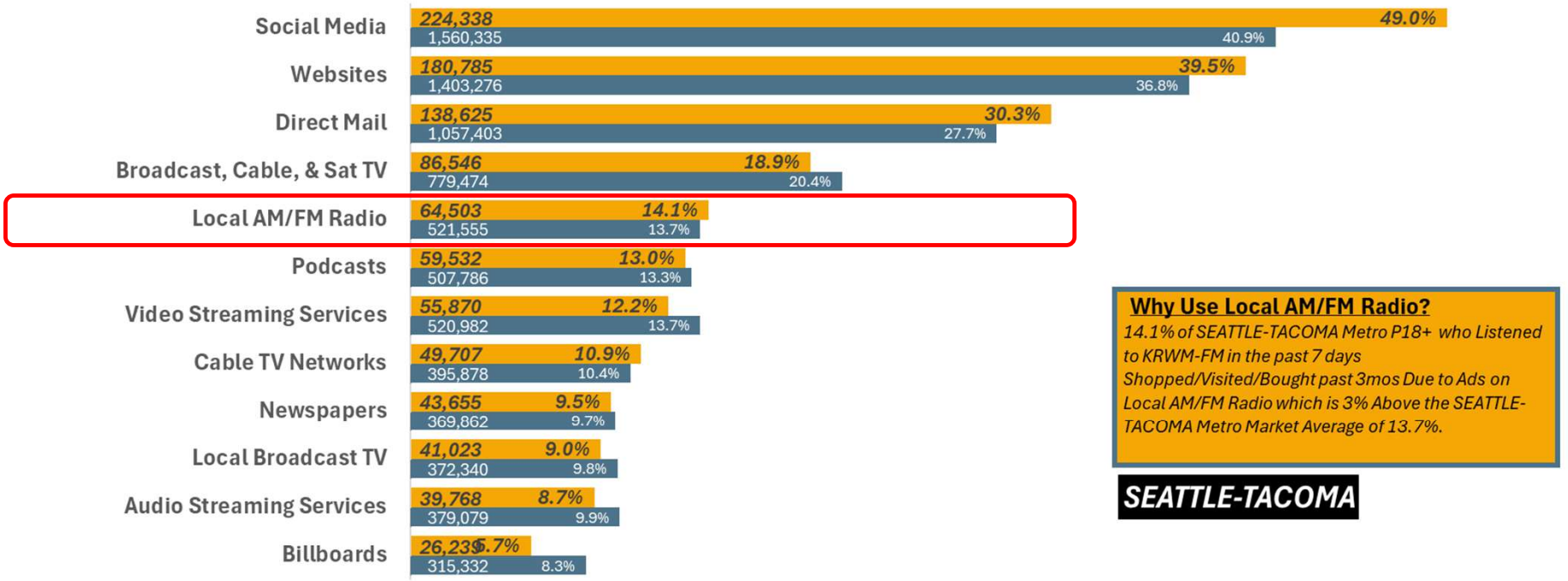
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Radio Stations: KQMV-FM M-F 6A-10A



"Advertising Actions"

P18+ who Listened to KRWM-FM in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

14.1% of SEATTLE-TACOMA Metro P18+ who Listened to KRWM-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 3% Above the SEATTLE-TACOMA Metro Market Average of 13.7%.

SEATTLE-TACOMA

SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab: 478

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Radio Stations: KRWM-FM