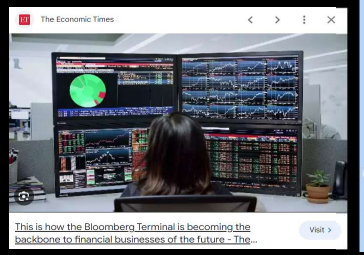
SEATTLE-TACOMA, WA, Metro – 5 P18+ Profiles of IHEART RADIO Listeners!

Brand New Data as of JULY 31, 2025!

Complete Demographic & Media Use Profiles









iHeart RADIO

HITS 106.1

95.7 THE JET

96.5 JACK fm playing what we want

KZOK 102.5 FM

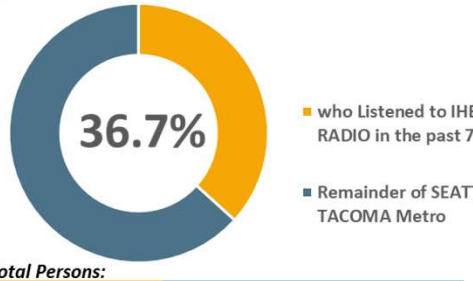
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

(Radio Stations: KBKS-FM OR Radio Stations: KJAQ-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM) Radio Stations: KBKS-FM Radio Stations: KJEB-FM Radio Stations: KJAQ-FM Radio Stations: KZOK-FM

HUBBARD BROADCASTING INC. HB

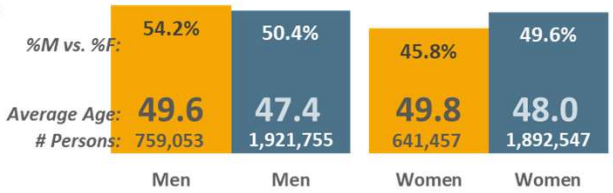
36.7% or 1,400,510 of SEATTLE-TACOMA Metro Adults 18 or older Listened to IHEART RADIO in the past 7 days. Typical Adults 18 or older who Listened to IHEART RADIO in the past 7 days are 49.7 years old (4.3% older than average) and have a $135,171 (3.7% higher than average) annual household income.

Percent of Market: Adults 18 or older

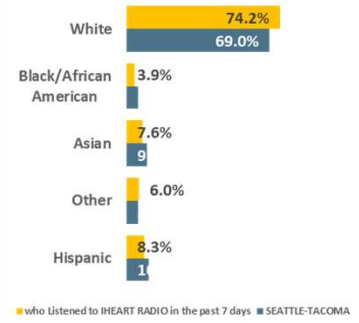


	who Listened to IHEART RADIO in the past 7 days	Remainder of SEATTLE-TACOMA Metro
Total Persons:	1,400,510	2,413,792

Gender of Target vs. Market: Adults 18 or older

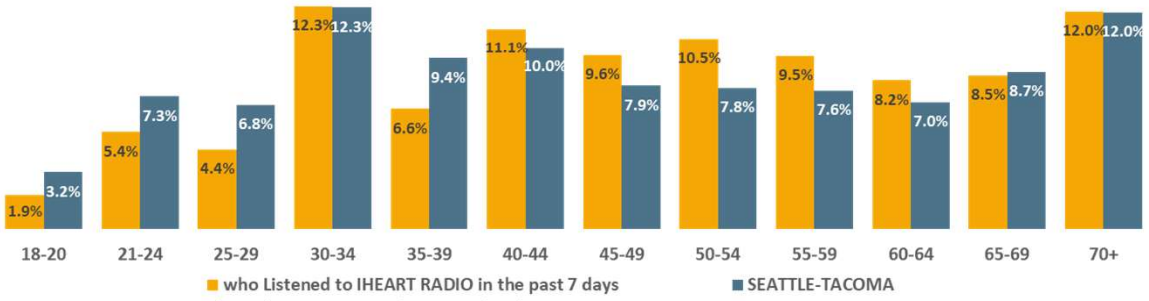


Ethnicity of Target vs. Market:

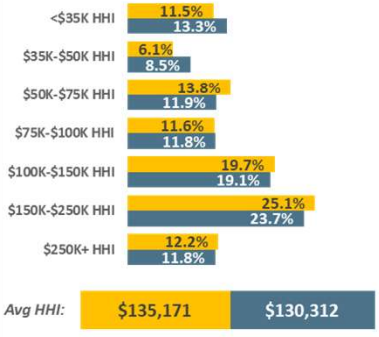


Age Cell Demographics of Target vs. Market:

Adults 18 or older	Average Age: who Listened to IHEART RADIO in the past 7 days	Average Age: SEATTLE-TACOMA
	49.7	47.7



HHI of Target vs. Market:



Avg HHI:	$135,171	$130,312

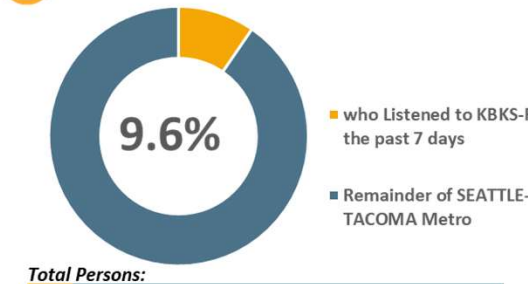
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,387

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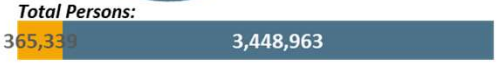
(Radio Stations: KBKS-FM OR Radio Stations: KJAQ-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)

9.6% or 365,339 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KBKS-FM in the past 7 days.
Typical Adults 18 or older who Listened to KBKS-FM in the past 7 days are 43.8 years old (8.1% younger than average) and have a $135,489 (4.% higher than average) annual household income.

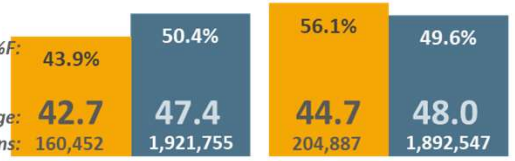
Percent of Market: Adults 18 or older



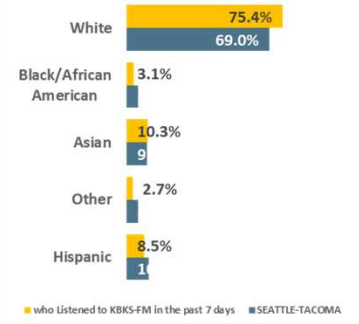
Total Persons:



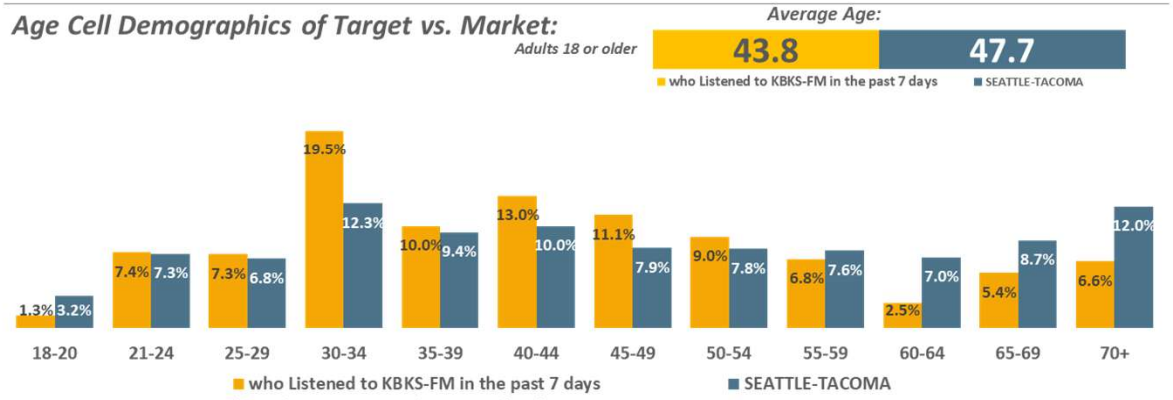
Gender of Target vs. Market: Adults 18 or older



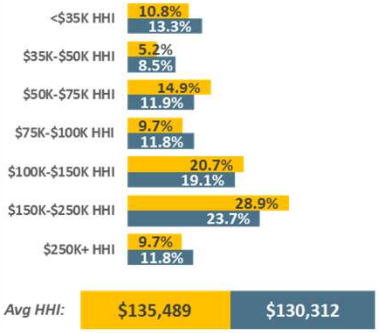
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



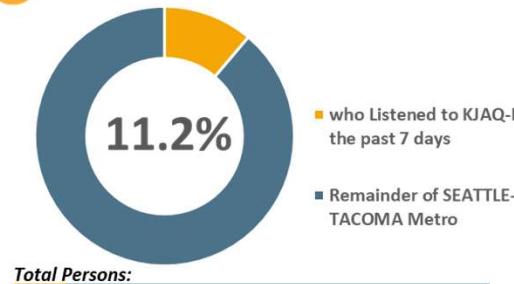
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 350

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Radio Stations: KBKS-FM

11.2% or 426,679 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KJAQ-FM in the past 7 days. Typical Adults 18 or older who Listened to KJAQ-FM in the past 7 days are 49. years old (2.8% older than average) and have a $138,112 (6.% higher than average) annual household income.

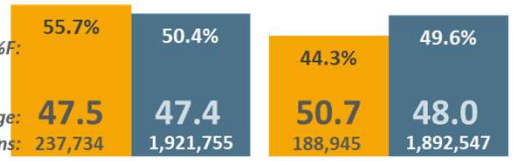
Percent of Market: Adults 18 or older



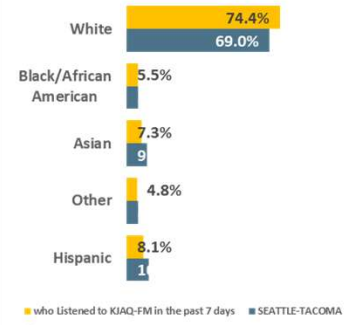
Total Persons:

426,679 | 3,387,623

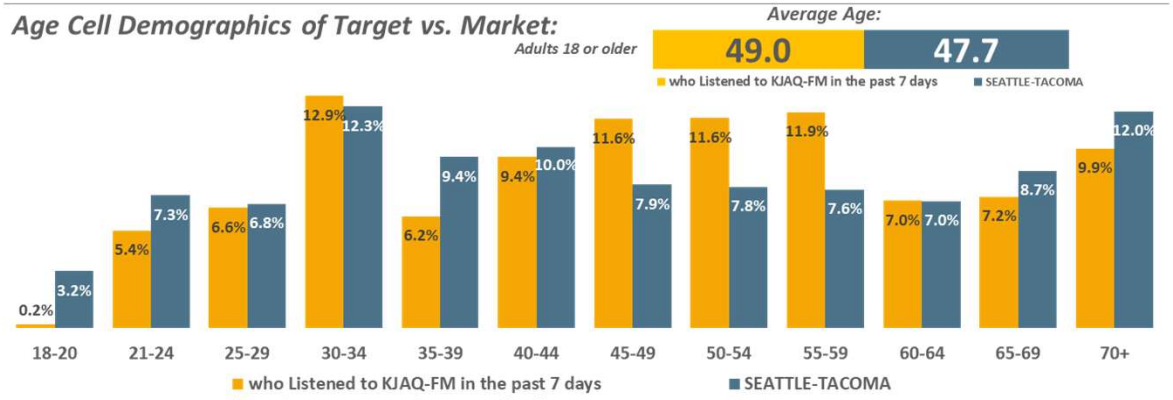
Gender of Target vs. Market: Adults 18 or older



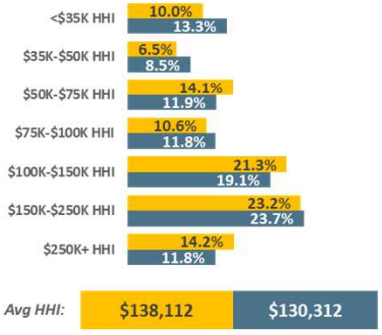
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



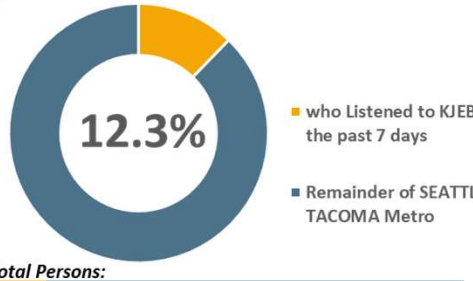
Avg HHI: $138,112 | $130,312

SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 433

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12.3% or 467,400 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KJEB-FM in the past 7 days. Typical Adults 18 or older who Listened to KJEB-FM in the past 7 days are 50.8 years old (6.6% older than average) and have a $134,084 (2.9% higher than average) annual household income.

Percent of Market: Adults 18 or older



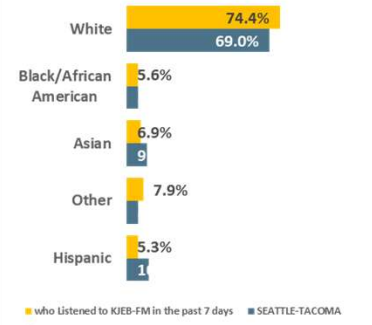
Total Persons:

467,400	3,346,902

Gender of Target vs. Market: Adults 18 or older

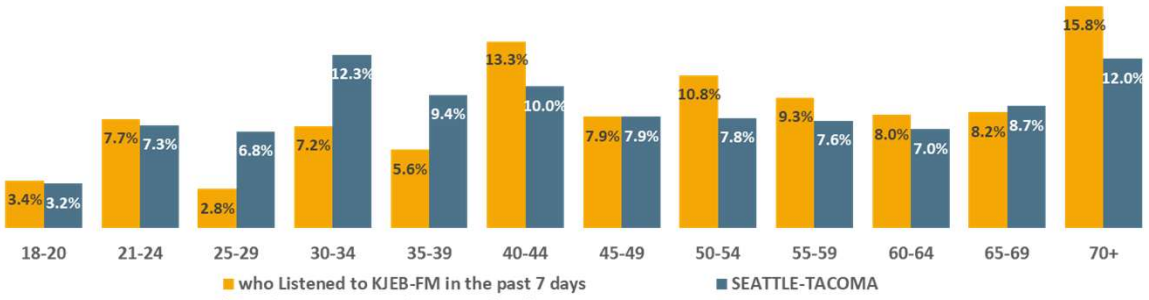
	Men	Men	Women	Women
%M vs. %F:	49.1%	50.4%	50.9%	49.6%
Average Age:	51.8	47.4	50.1	48.0
# Persons:	229,400	1,921,755	238,000	1,892,547

Ethnicity of Target vs. Market:

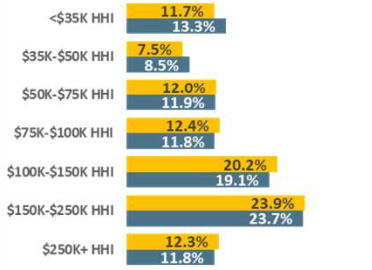


Age Cell Demographics of Target vs. Market:

Average Age:	who Listened to KJEB-FM in the past 7 days	SEATTLE-TACOMA
Adults 18 or older	50.8	47.7



HHI of Target vs. Market:



Avg HHI:	$134,084	$130,312

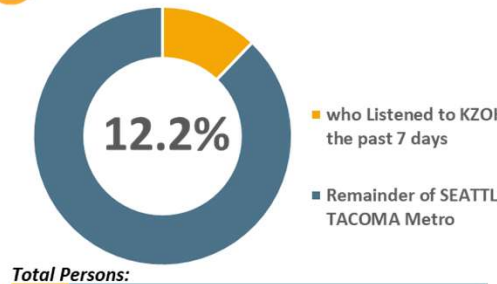
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 496

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Radio Stations: KJEB-FM

12.2% or 464,223 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KZOK-FM in the past 7 days. Typical Adults 18 or older who Listened to KZOK-FM in the past 7 days are 54.6 years old (14.7% older than average) and have a $130,542 (.2% higher than average) annual household income.

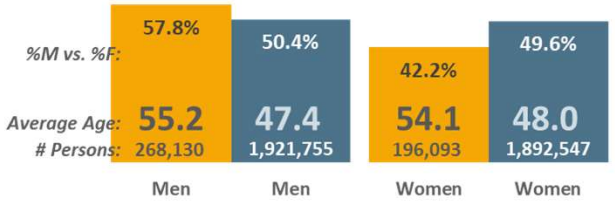
Percent of Market: Adults 18 or older



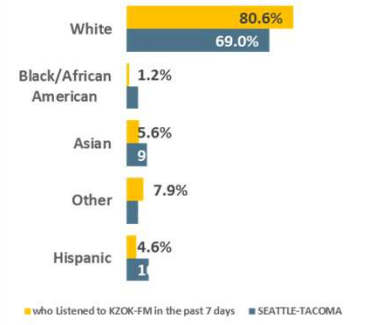
Total Persons:

464,223 | 3,350,079

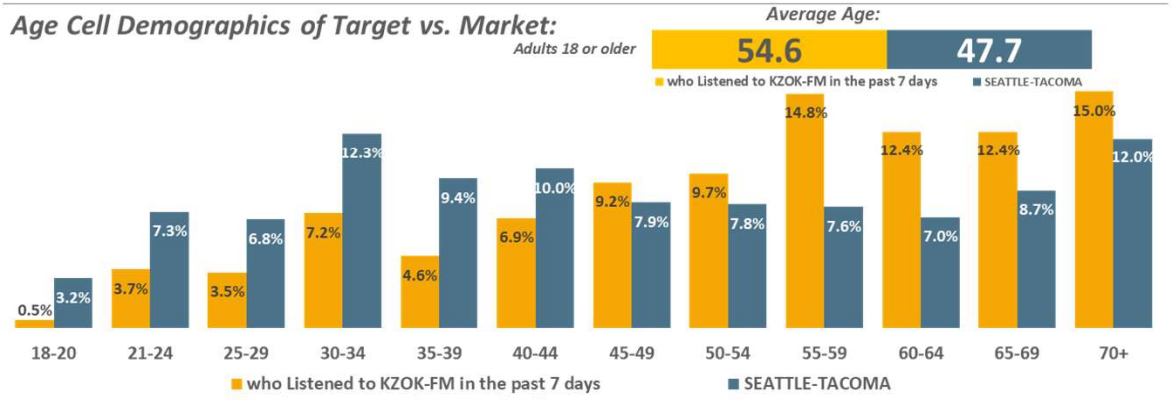
Gender of Target vs. Market: Adults 18 or older



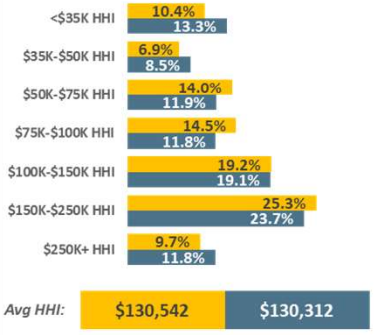
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

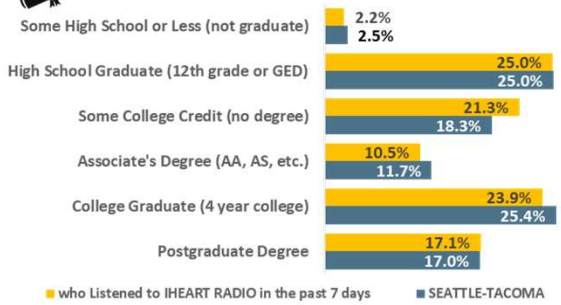


SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 483

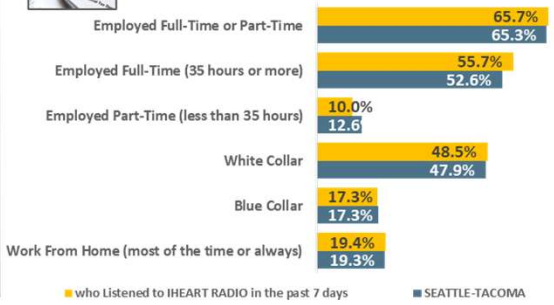
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36.7% or 1,400,510 of SEATTLE-TACOMA Metro Adults 18 or older Listened to IHEART RADIO in the past 7 days. Adults 18 or older who Listened to IHEART RADIO in the past 7 days are 3.3% less likely to be a college graduate, 5.8% more likely to work full-time, 10.2% more likely to be married, 12.9% more likely to be a parent of 1 or more children under 18.

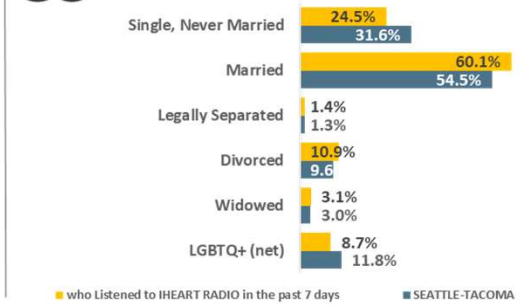
Education Levels: Adults 18 or older



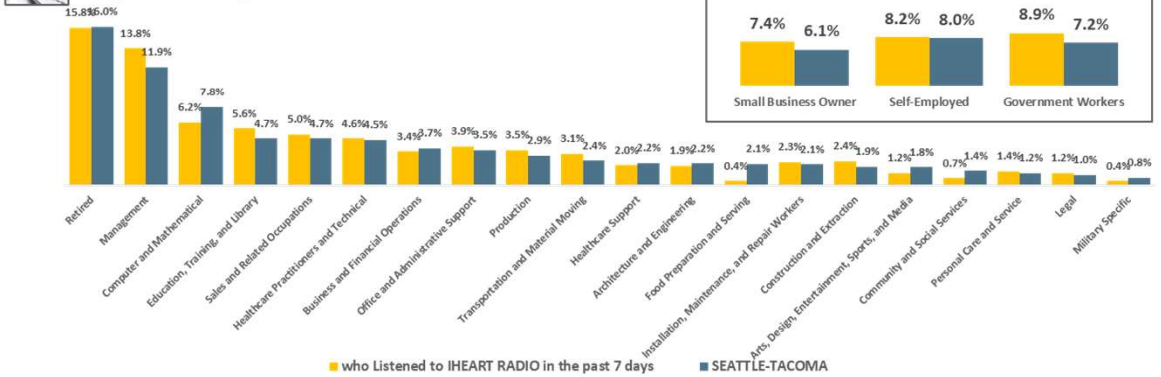
Employment: Adults 18 or older



Marital Status: Adults 18 or older

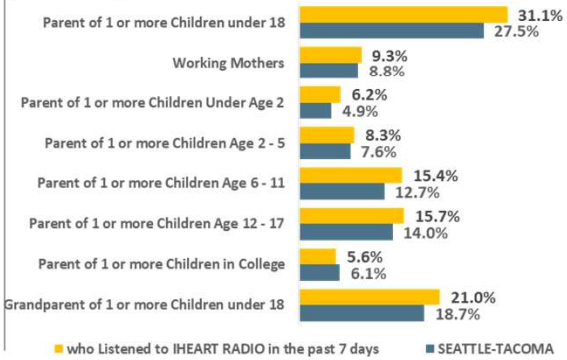


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



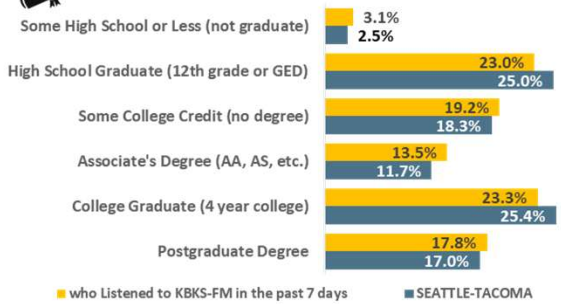
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,387

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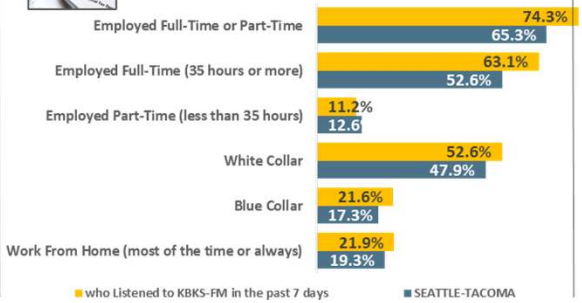
(Radio Stations: KBKS-FM OR Radio Stations: KJAQ-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)

9.6% or 365,339 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KBKS-FM in the past 7 days. Adults 18 or older who Listened to KBKS-FM in the past 7 days are 2.8% less likely to be a college graduate, 19.9% more likely to work full-time, .7% less likely to be married, 24.4% more likely to be a parent of 1 or more children under 18.

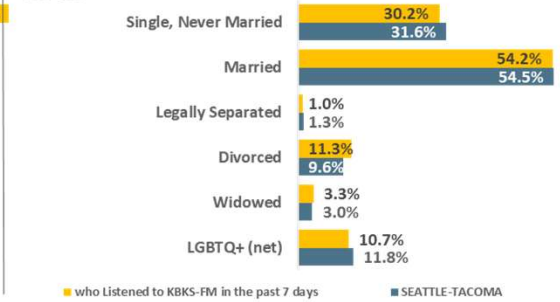
Education Levels: Adults 18 or older



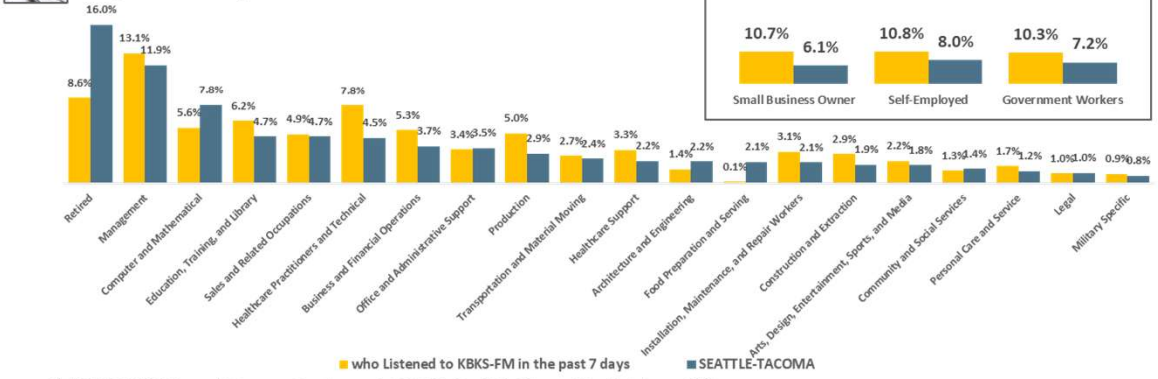
Employment: Adults 18 or older



Marital Status: Adults 18 or older

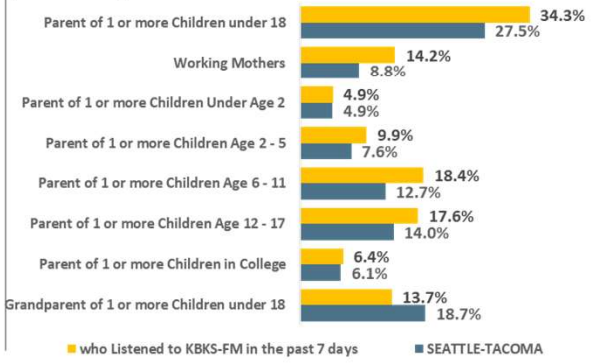


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



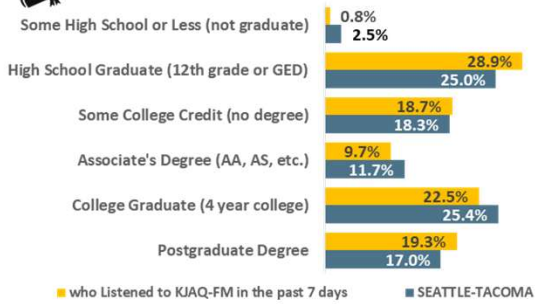
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 350

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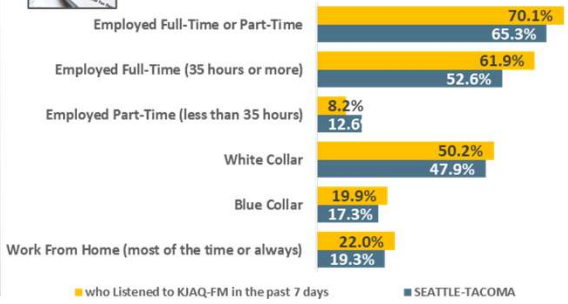
Radio Stations: KBKS-FM

11.2% or 426,679 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KJAQ-FM in the past 7 days. Adults 18 or older who Listened to KJAQ-FM in the past 7 days are 1.2% less likely to be a college graduate, 17.5% more likely to work full-time, 4.3% more likely to be married, 37.6% more likely to be a parent of 1 or more children under 18.

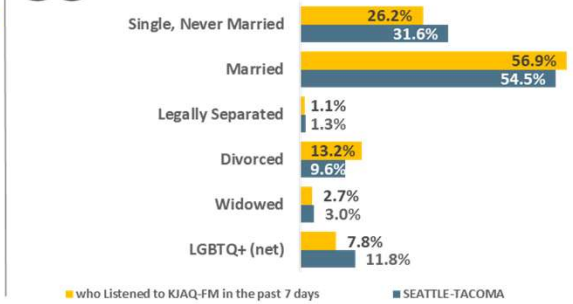
Education Levels: Adults 18 or older



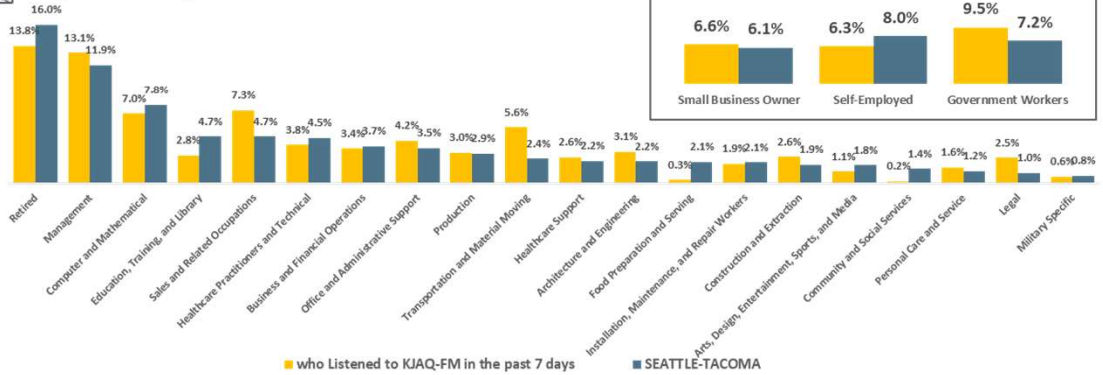
Employment: Adults 18 or older



Marital Status: Adults 18 or older

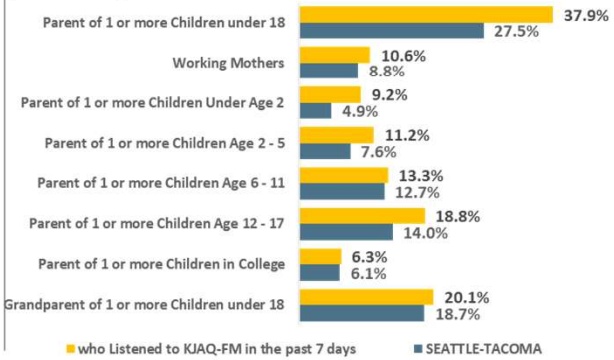


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



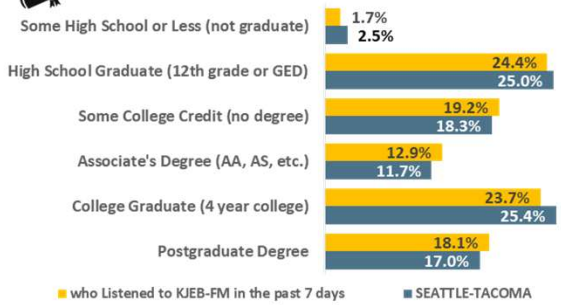
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 433

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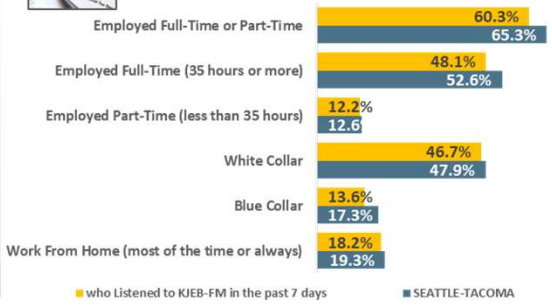
Radio Stations: KJAQ-FM

12.3% or 467,400 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KJEB-FM in the past 7 days. Adults 18 or older who Listened to KJEB-FM in the past 7 days are 1.5% less likely to be a college graduate, 8.7% less likely to work full-time, 8.1% more likely to be married, 10.9% more likely to be a parent of 1 or more children under 18.

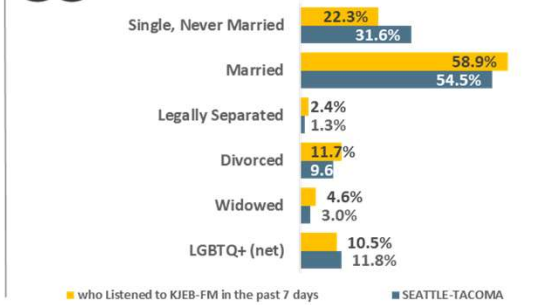
Education Levels: Adults 18 or older



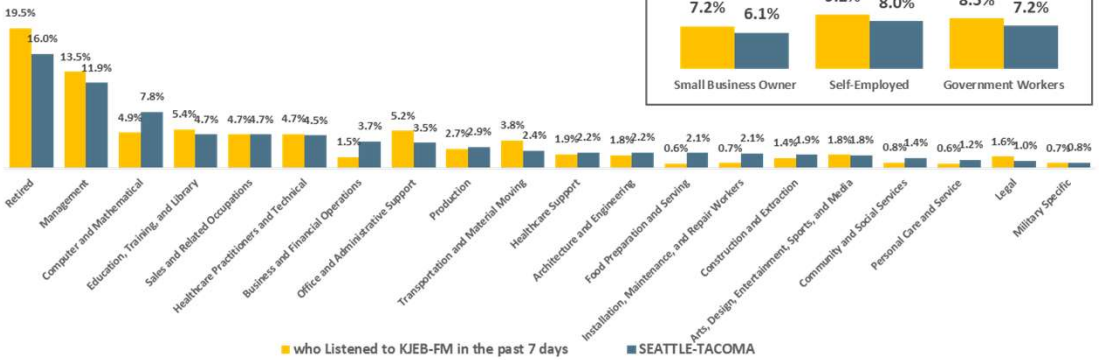
Employment: Adults 18 or older



Marital Status: Adults 18 or older

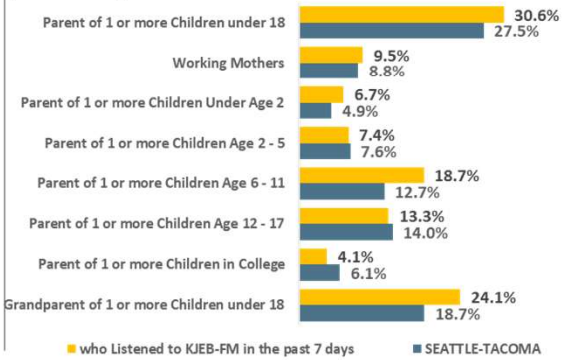


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



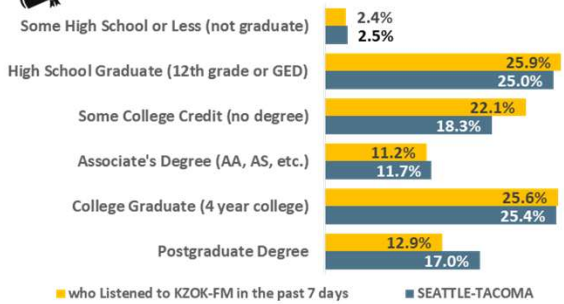
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 496

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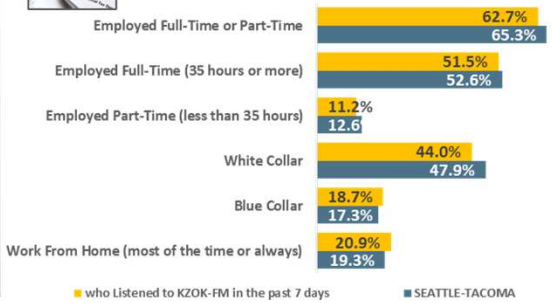
Radio Stations: KJEB-FM

12.2% or 464,223 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KZOK-FM in the past 7 days. Adults 18 or older who Listened to KZOK-FM in the past 7 days are 9.2% less likely to be a college graduate, 2.2% less likely to work full-time, 12.2% more likely to be married, 23.9% less likely to be a parent of 1 or more children under 18.

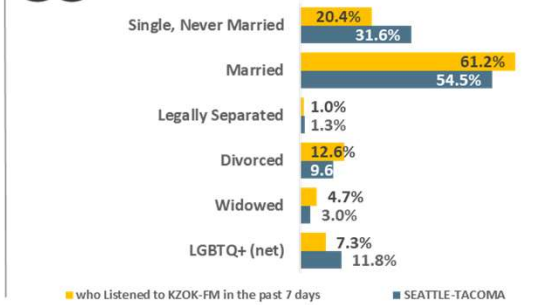
Education Levels: Adults 18 or older



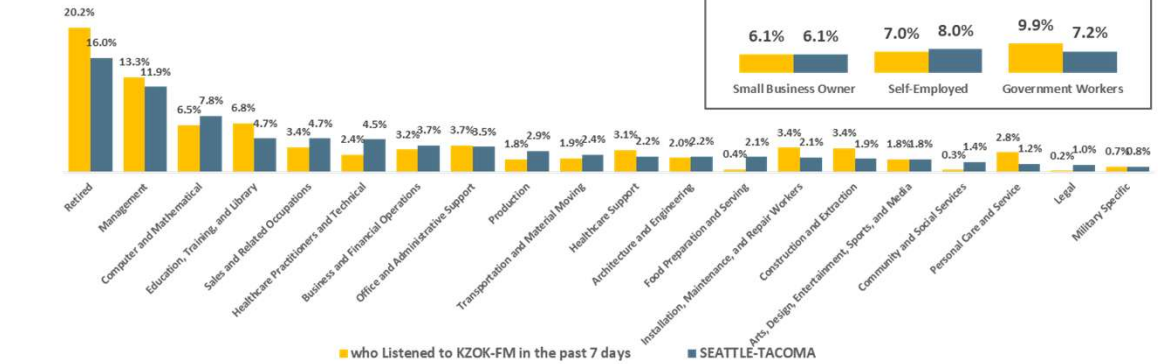
Employment: Adults 18 or older



Marital Status: Adults 18 or older

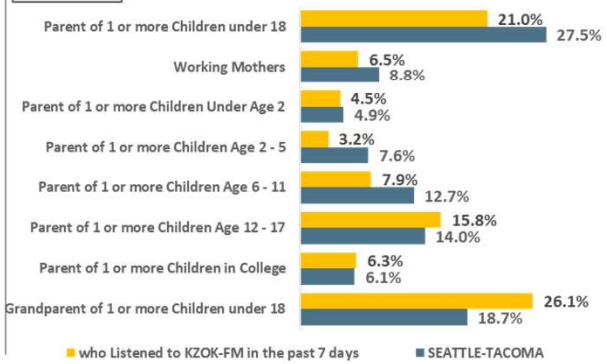


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



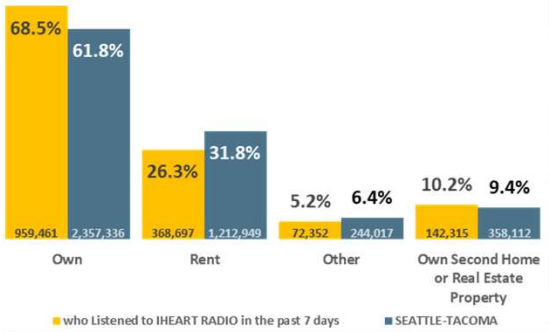
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 483

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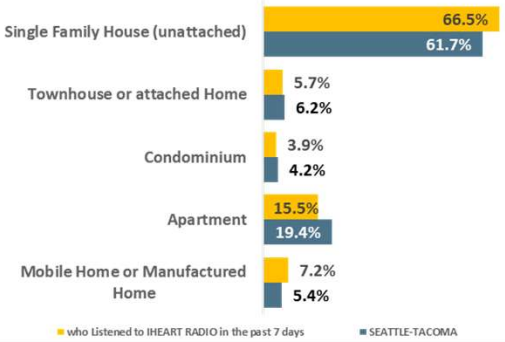
Radio Stations: KZOK-FM

36.7% or 1,400,510 of SEATTLE-TACOMA Metro Adults 18 or older Listened to IHEART RADIO in the past 7 days. Adults 18 or older who Listened to IHEART RADIO in the past 7 days are 10.8% more likely to own their home, 1.9% more likely to own a higher valued home, 7.8% more likely to have a single-family home, 15.5% more likely to have a dog.

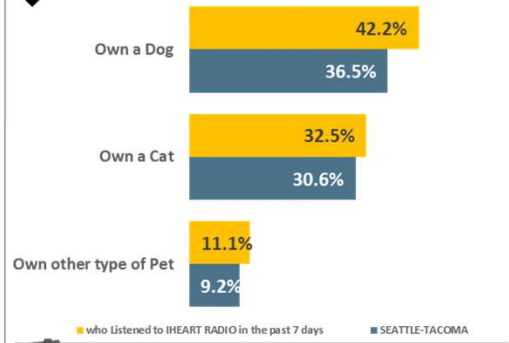
Own/Rent/Other: Adults 18 or older



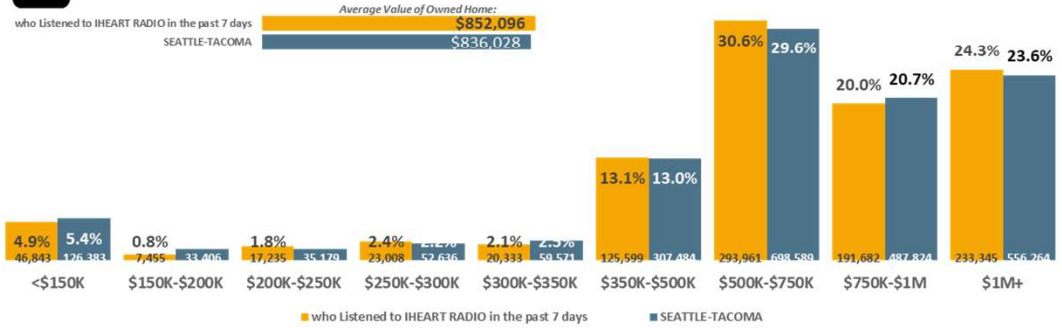
Type of Home: Adults 18 or older



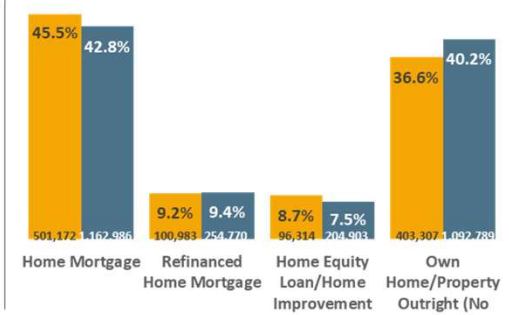
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



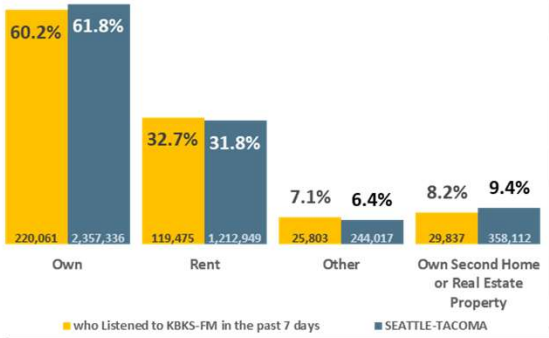
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,387

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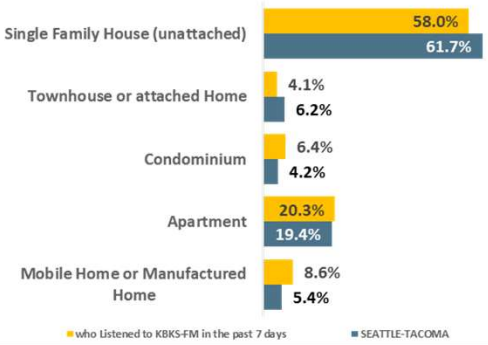
(Radio Stations: KBKS-FM OR Radio Stations: KJAQ-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)

9.6% or 365,339 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KBKS-FM in the past 7 days. Adults 18 or older who Listened to KBKS-FM in the past 7 days are 2.5% less likely to own their home, 12.6% more likely to own a lower valued home, 6.1% less likely to have a single-family home, 22.2% more likely to have a dog.

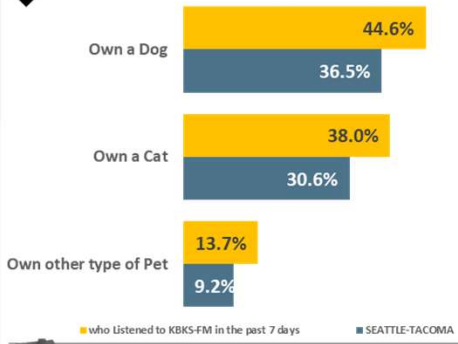
Own/Rent/Other: Adults 18 or older



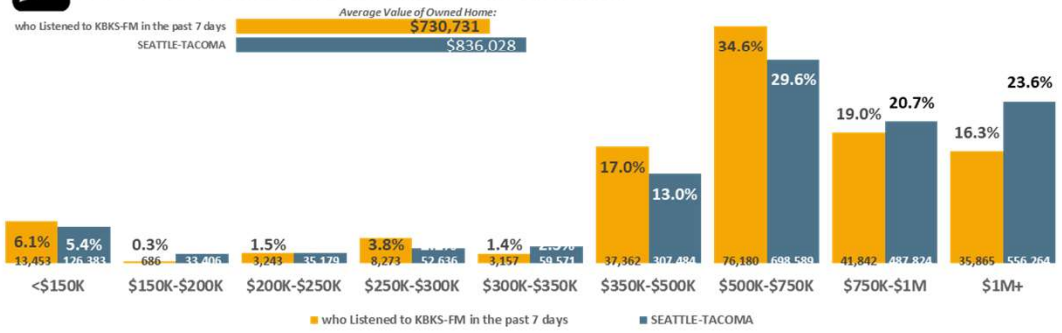
Type of Home: Adults 18 or older



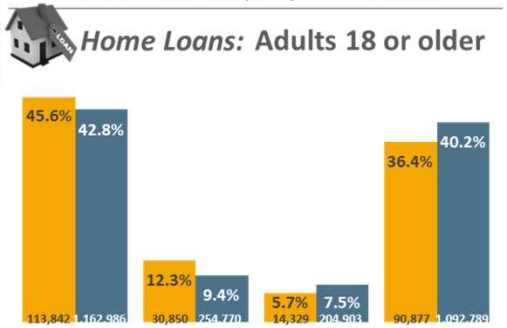
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



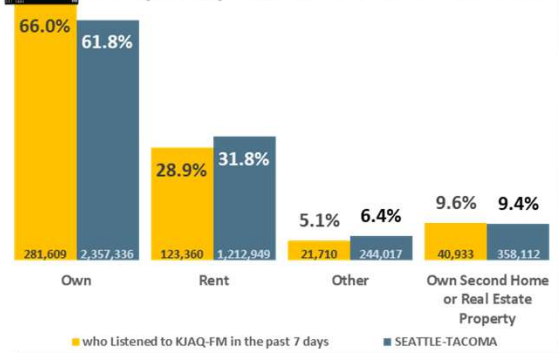
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 350

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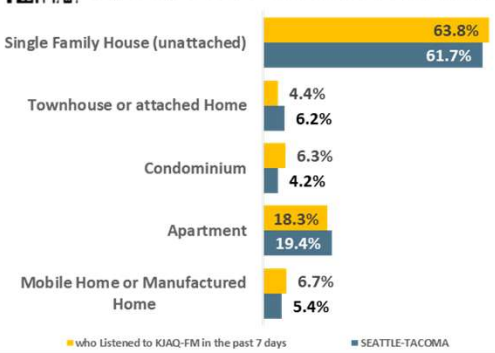
Radio Stations: KBKS-FM

11.2% or 426,679 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KJAQ-FM in the past 7 days. Adults 18 or older who Listened to KJAQ-FM in the past 7 days are 6.8% more likely to own their home, 5.4% more likely to own a lower valued home, 3.3% more likely to have a single-family home, .9% more likely to have a dog.

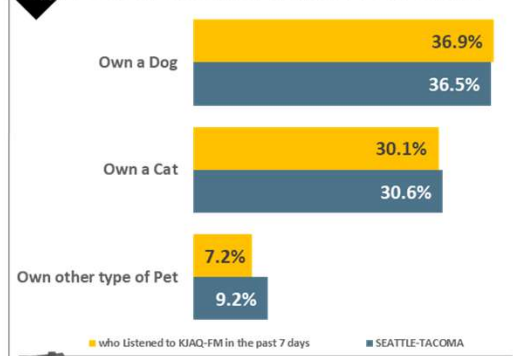
Own/Rent/Other: Adults 18 or older



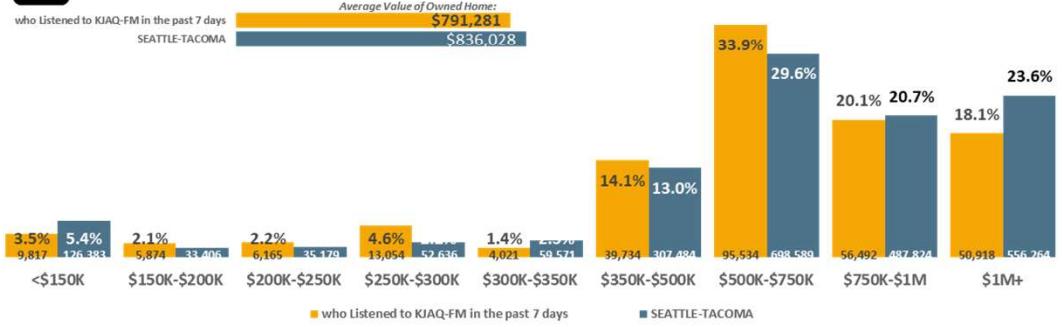
Type of Home: Adults 18 or older



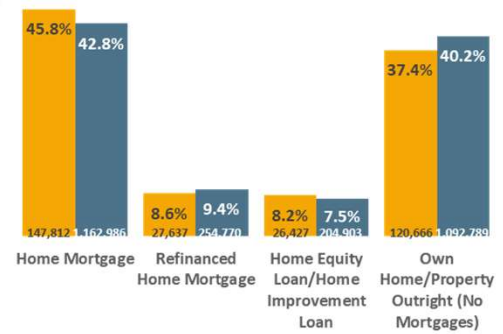
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



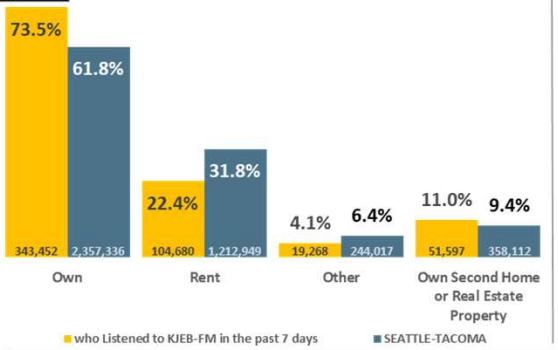
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 433

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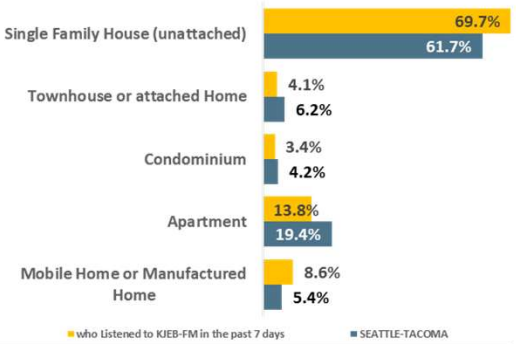
Radio Stations: KJAQ-FM

12.3% or 467,400 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KJEB-FM in the past 7 days. Adults 18 or older who Listened to KJEB-FM in the past 7 days are 18.9% more likely to own their home, 9.2% more likely to own a higher valued home, 13.% more likely to have a single-family home, 23.2% more likely to have a dog.

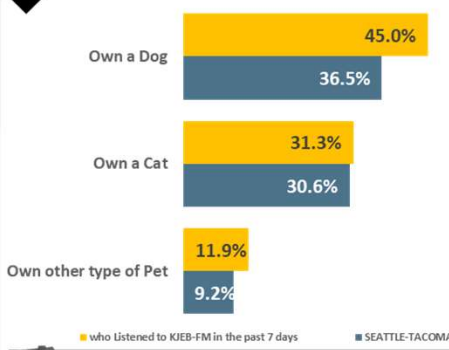
Own/Rent/Other: Adults 18 or older



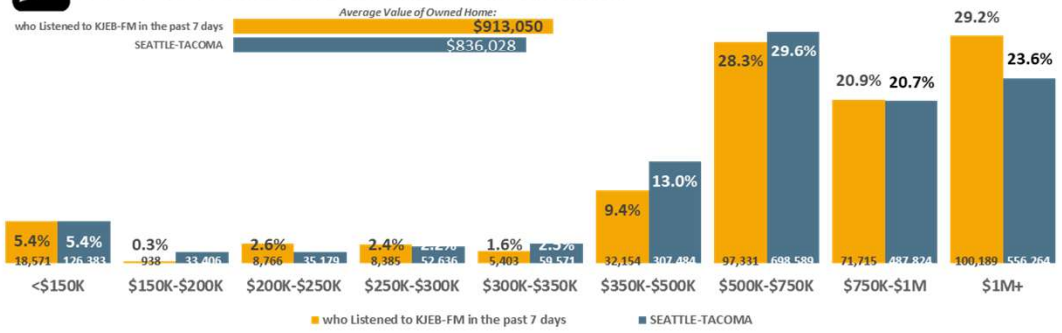
Type of Home: Adults 18 or older



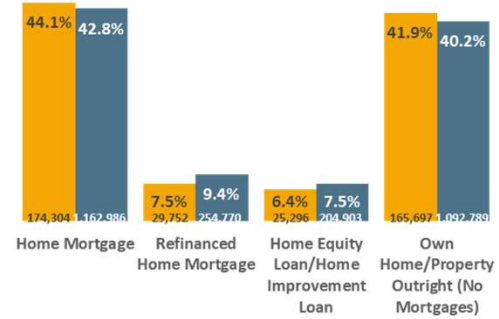
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



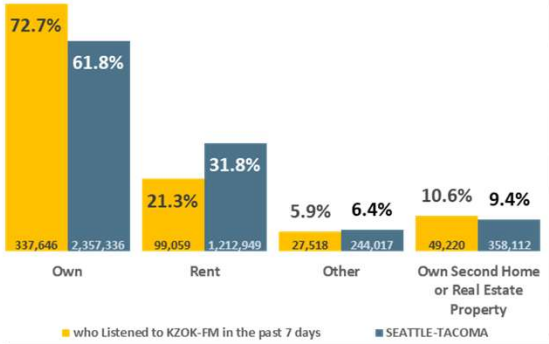
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 496

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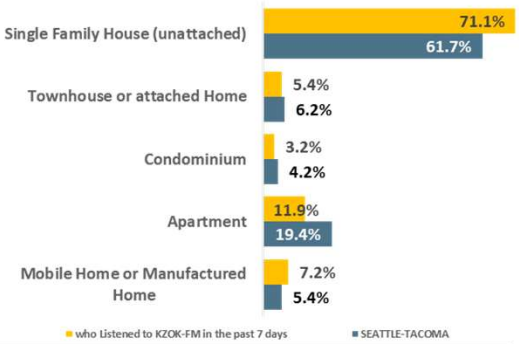
Radio Stations: KJEB-FM

12.2% or 464,223 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KZOK-FM in the past 7 days. Adults 18 or older who Listened to KZOK-FM in the past 7 days are 17.7% more likely to own their home, .4% more likely to own a lower valued home, 15.1% more likely to have a single-family home, 8.8% more likely to have a dog.

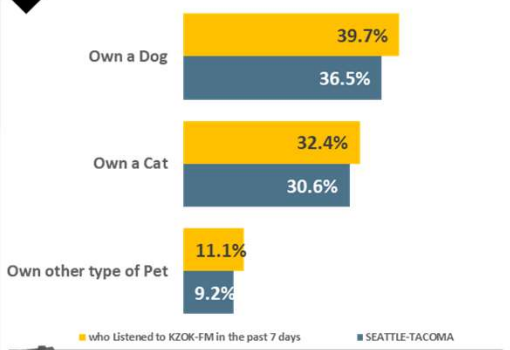
Own/Rent/Other: Adults 18 or older



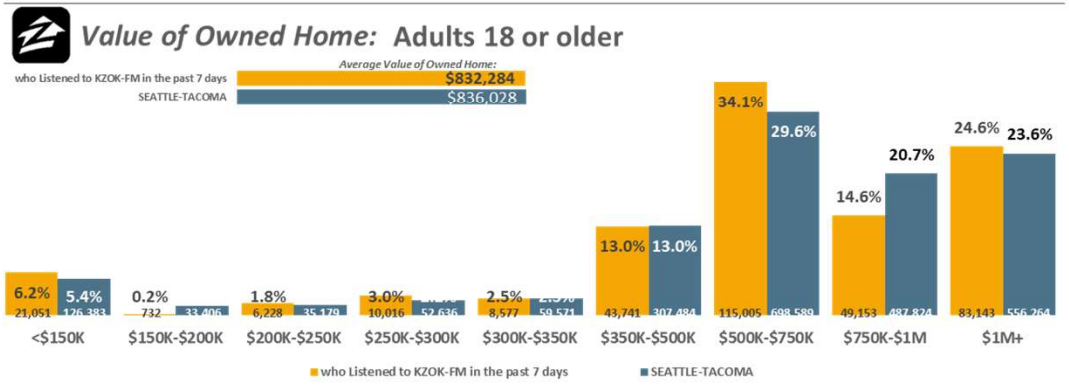
Type of Home: Adults 18 or older



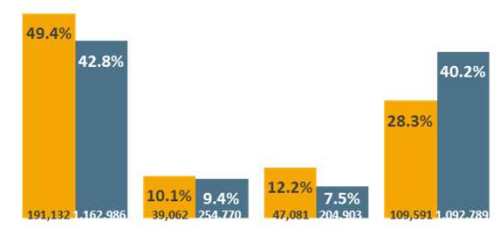
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



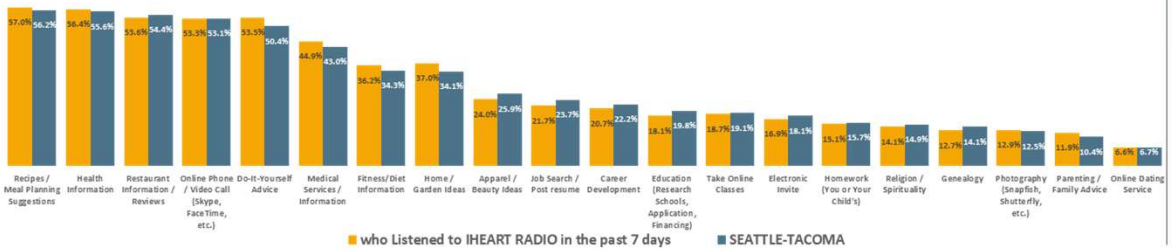
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 483

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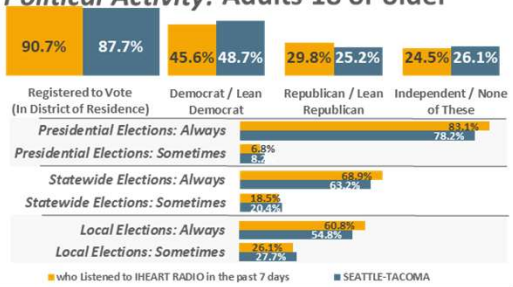
Radio Stations: KZOK-FM

36.7% or 1,400,510 of SEATTLE-TACOMA Metro Adults 18 or older Listened to IHEART RADIO in the past 7 days. Adults 18 or older who Listened to IHEART RADIO in the past 7 days are 6.2% more likely to look up D-I-Y advice online, 11.1% more likely to always vote in local elections, 12.1% less likely to belong to a gym, .8% more likely to fly domestic past yr.

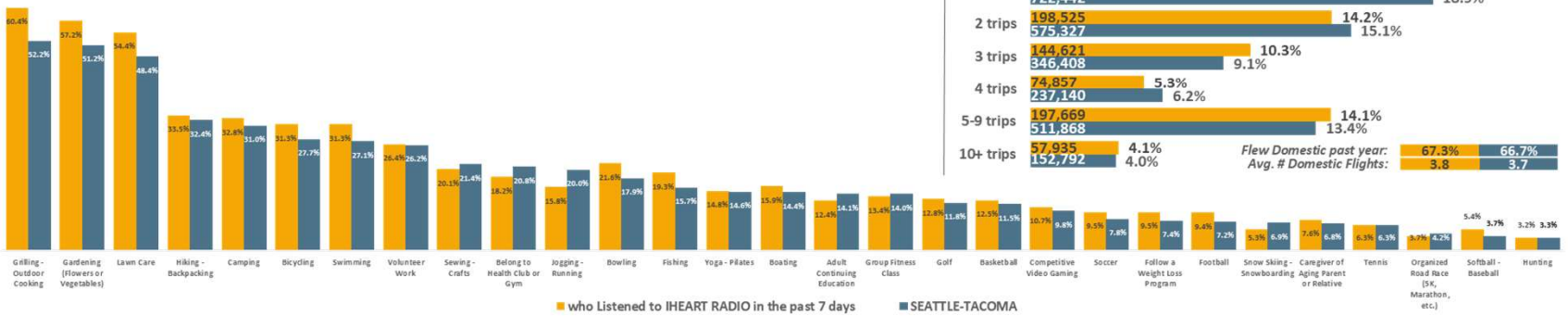
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

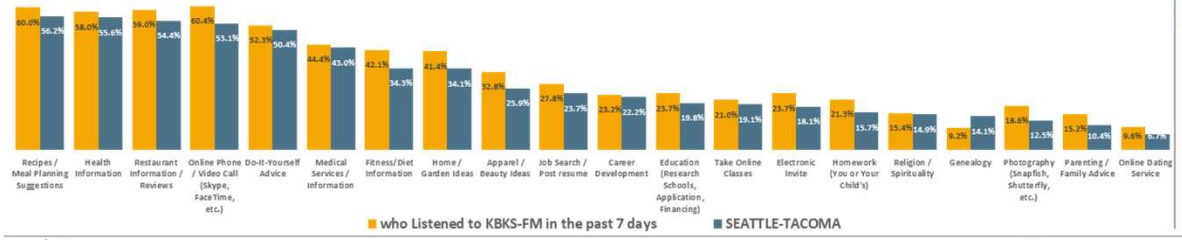
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,387

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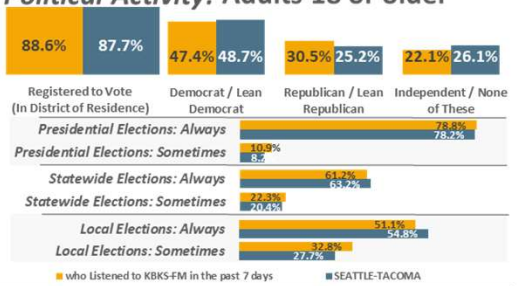
(Radio Stations: KBKS-FM OR Radio Stations: KJAQ-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)

9.6% or 365,339 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KBKS-FM in the past 7 days. Adults 18 or older who Listened to KBKS-FM in the past 7 days are 3.8% more likely to look up D-I-Y advice online, 6.7% less likely to always vote in local elections, 7.4% less likely to belong to a gym, 10.3% more likely to fly domestic past yr.

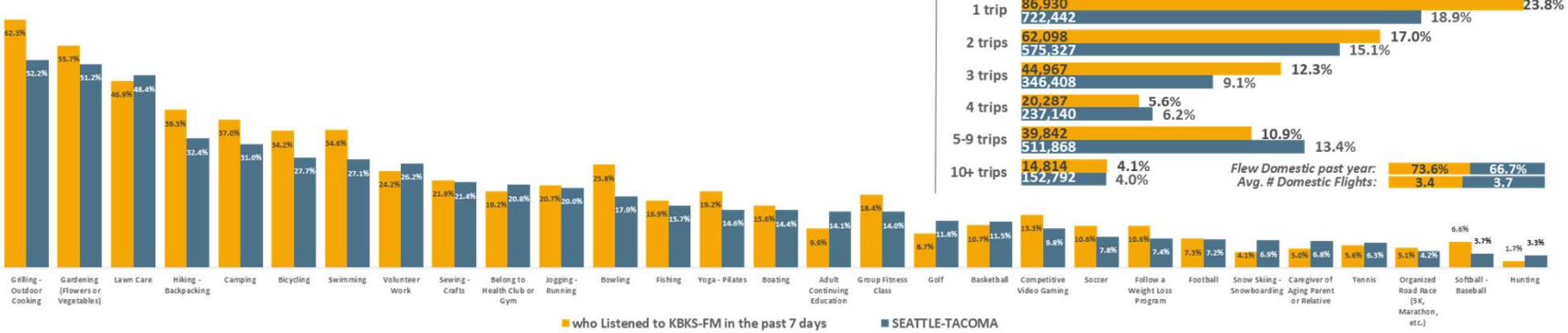
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

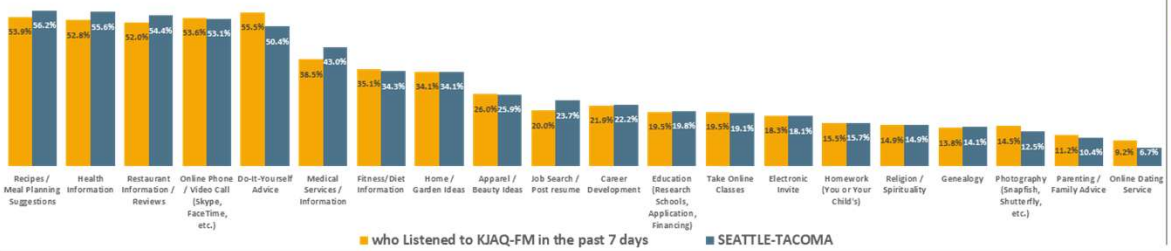
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 350

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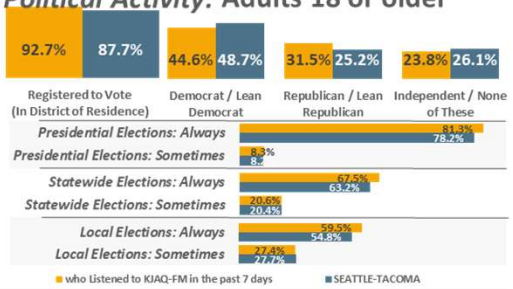
Radio Stations: KBKS-FM

11.2% or 426,679 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KJAQ-FM in the past 7 days. Adults 18 or older who Listened to KJAQ-FM in the past 7 days are 10.1% more likely to look up D-I-Y advice online, 8.6% more likely to always vote in local elections, .7% more likely to belong to a gym, 9.9% more likely to fly domestic past yr.

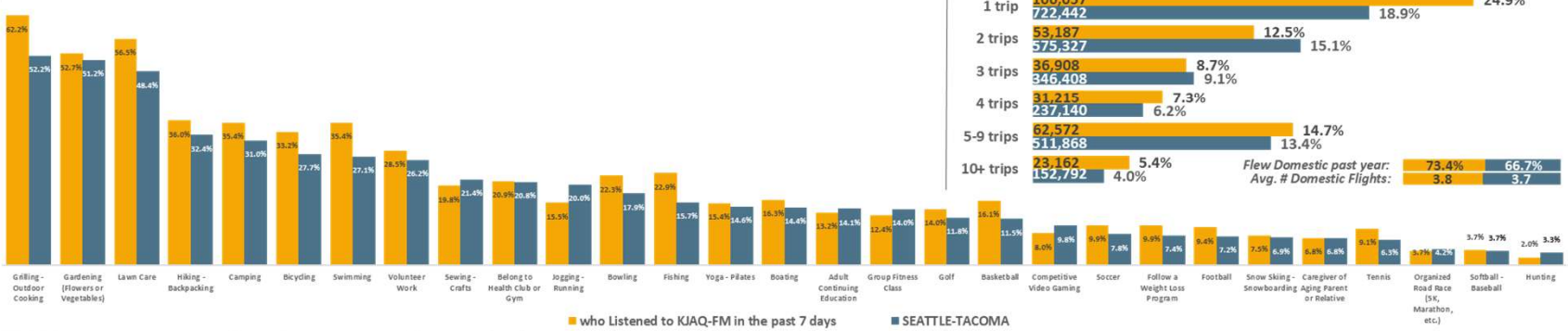
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

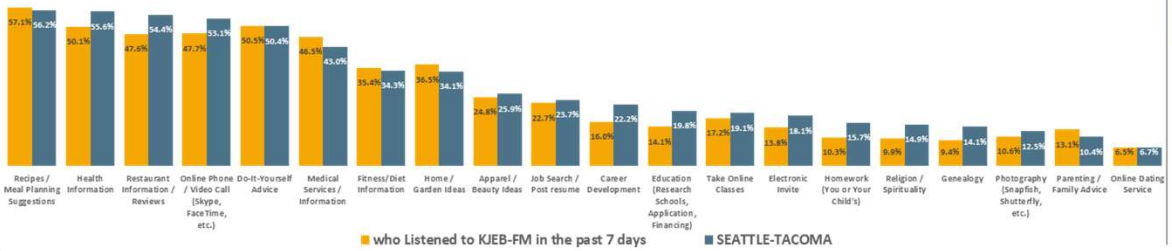
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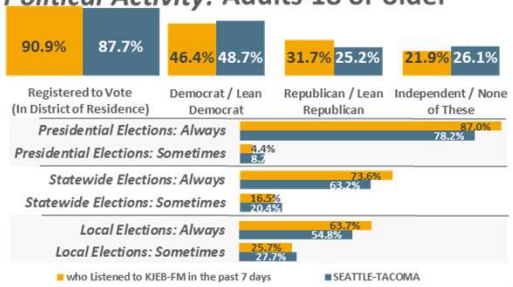
Radio Stations: KJAQ-FM

12.3% or 467,400 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KJEB-FM in the past 7 days. Adults 18 or older who Listened to KJEB-FM in the past 7 days are .3% more likely to look up D-I-Y advice online, 16.4% more likely to always vote in local elections, 12.5% less likely to belong to a gym, 1.1% more likely to fly domestic past yr.

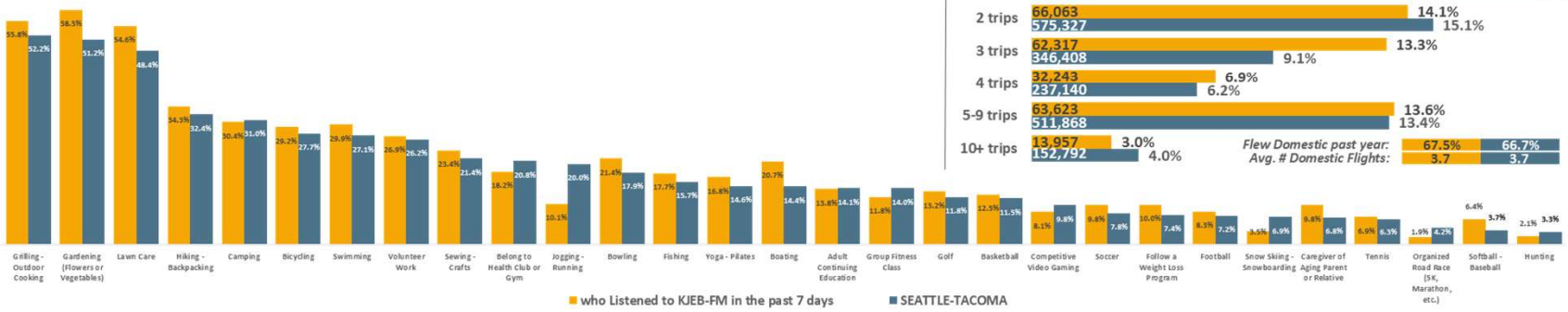
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

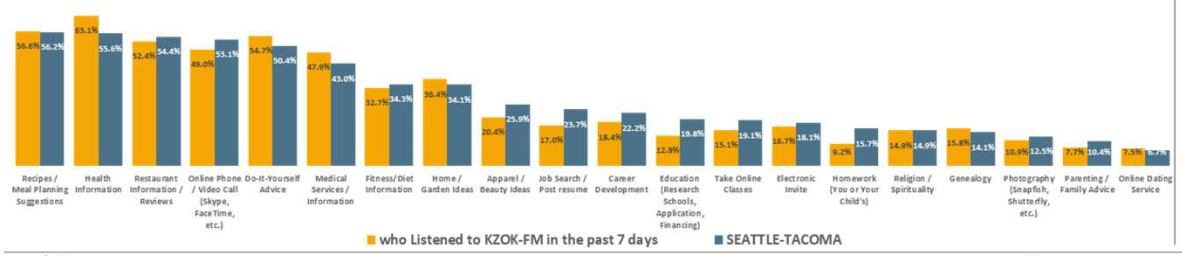
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 496

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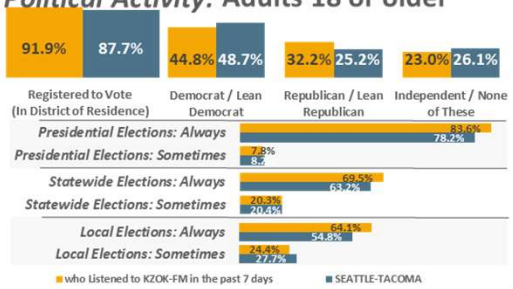
Radio Stations: KJEB-FM

12.2% or 464,223 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KZOK-FM in the past 7 days. Adults 18 or older who Listened to KZOK-FM in the past 7 days are 8.6% more likely to look up D-I-Y advice online, 17.% more likely to always vote in local elections, 17.3% less likely to belong to a gym, 7.% less likely to fly domestic past yr.

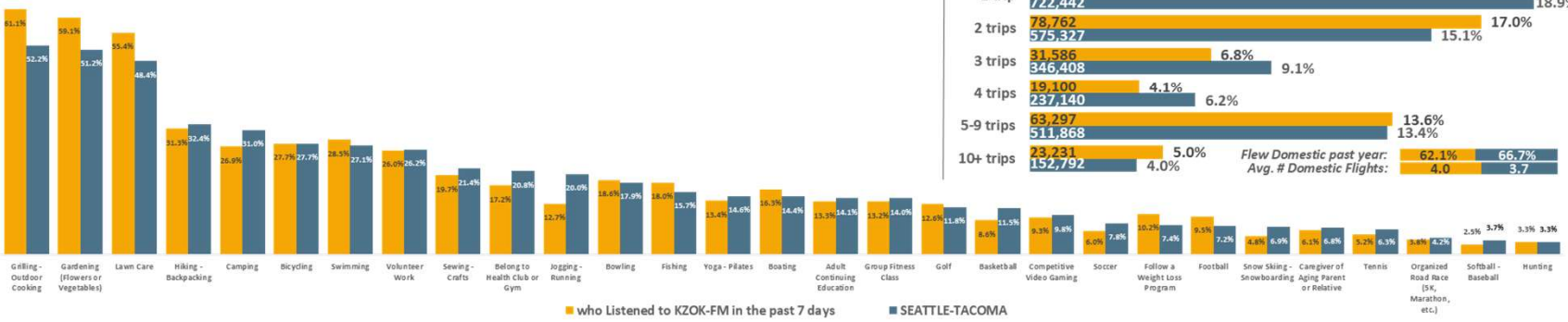
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 483

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36.7% or 1,400,510 of SEATTLE-TACOMA Metro Adults 18 or older Listened to IHEART RADIO in the past 7 days. Adults 18 or older who Listened to IHEART RADIO in the past 7 days are 5.3% more likely to use QSRs past mo., 8.5% more likely to use Sit-Down Restaurants past mo., 16.7% more likely to use Casinos past yr., 3.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:
83.9% 79.7%
1,174,393 3,038,130

Avg. Monthly QSR Meals:
6.0 5.5

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



Total Monthly Sit-Down Restaurant Users:
76.3% 70.4%
1,069,022 2,684,374

Avg. Monthly Sit-Down Restaurant Meals:
4.0 3.8

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



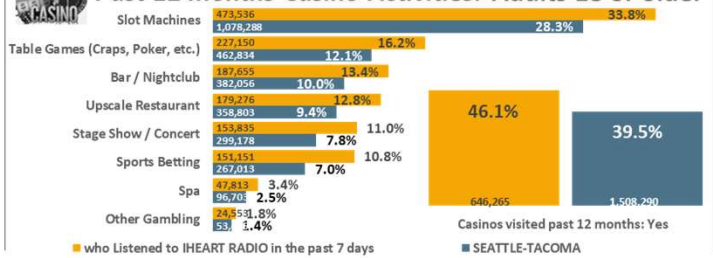
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Listened to IHEART RADIO in the past 7 days 324,355 23.2%
SEATTLE-TACOMA 799,840 21.0%

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



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,387

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(Radio Stations: KBKS-FM OR Radio Stations: KJAQ-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)

9.6% or 365,339 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KBKS-FM in the past 7 days. Adults 18 or older who Listened to KBKS-FM in the past 7 days are 8.6% more likely to use QSRs past mo., 14.1% more likely to use Sit-Down Restaurants past mo., 29.8% more likely to use Casinos past yr., 3.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 86.5% 316,120 | 79.7% 3,038,130

Avg. Monthly QSR Meals: 6.4 | 5.5

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



Total Monthly Sit-Down Restaurant Users: 80.3% 293,238 | 70.4% 2,684,374

Avg. Monthly Sit-Down Restaurant Meals: 3.6 | 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 KBKS-FM in the past 7 days 92,033 25.2%

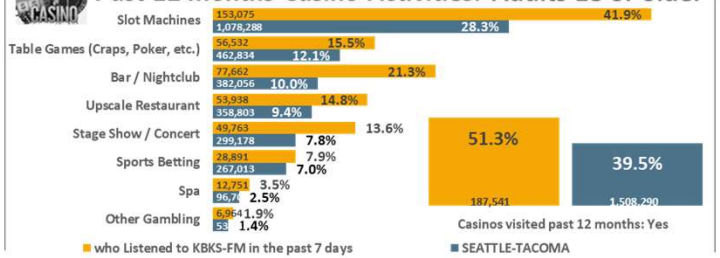
SEATTLE-TACOMA 799,840 21.0%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Casinos visited past 12 months: Yes

51.3% 187,541 | 39.5% 1,508,290

Used Past 30-days: Adults 18 or older



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 350

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Radio Stations: KBKS-FM

11.2% or 426,679 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KJAQ-FM in the past 7 days. Adults 18 or older who Listened to KJAQ-FM in the past 7 days are 6.3% more likely to use QSRs past mo., 7.4% more likely to use Sit-Down Restaurants past mo., 19.5% more likely to use Casinos past yr., 5.9% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

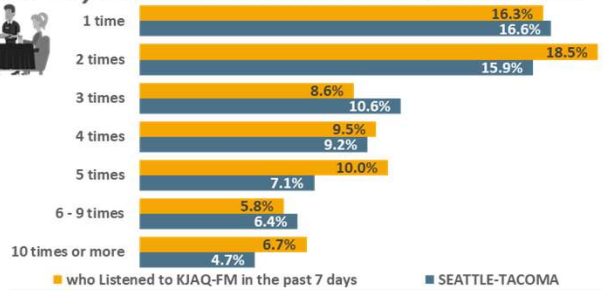


Avg. Monthly QSR Meals:



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

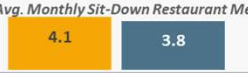




Total Monthly Sit-Down Restaurant Users:



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.)

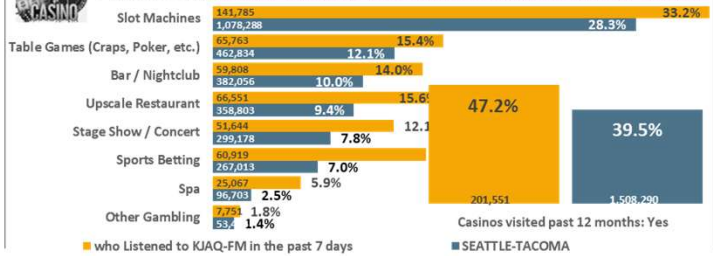


Drank Past 30-days: Adults 18 or older



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 433

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Radio Stations: KJAQ-FM

12.3% or 467,400 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KJEB-FM in the past 7 days. Adults 18 or older who Listened to KJEB-FM in the past 7 days are 7.1% more likely to use QSRs past mo., 12.3% more likely to use Sit-Down Restaurants past mo., 20.4% more likely to use Casinos past yr., 5.9% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



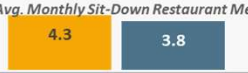
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

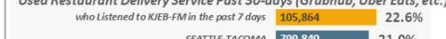


Top-10 Cuisines: Adults 18 or older

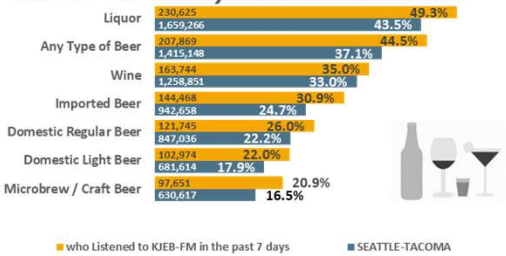
(Sit-Down Restaurants Used Past 30-days)



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

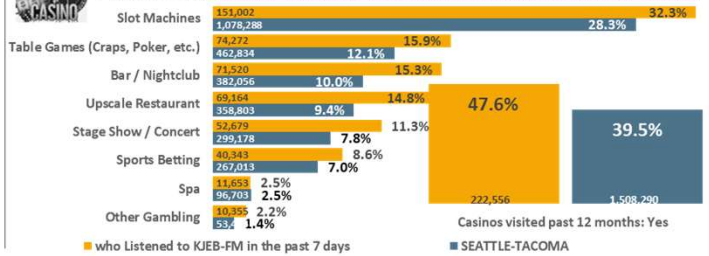


Drank Past 30-days: Adults 18 or older



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 496

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Radio Stations: KJEB-FM

12.2% or 464,223 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KZOK-FM in the past 7 days. Adults 18 or older who Listened to KZOK-FM in the past 7 days are 4.5% more likely to use QSRs past mo., 4.7% more likely to use Sit-Down Restaurants past mo., 2.5% more likely to use Casinos past yr., 22.4% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



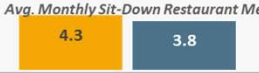
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

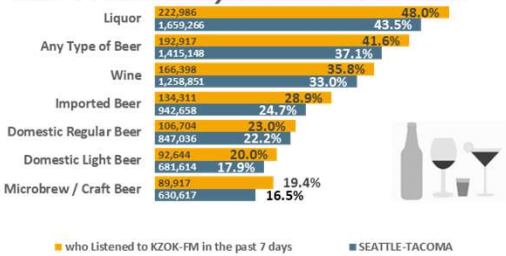
(Sit-Down Restaurants Used Past 30-days)



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

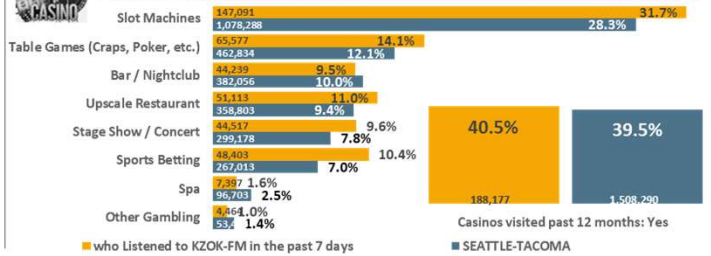
who Listened to KZOK-FM in the past 7 days	98,290	21.2%
SEATTLE-TACOMA	799,840	21.0%

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

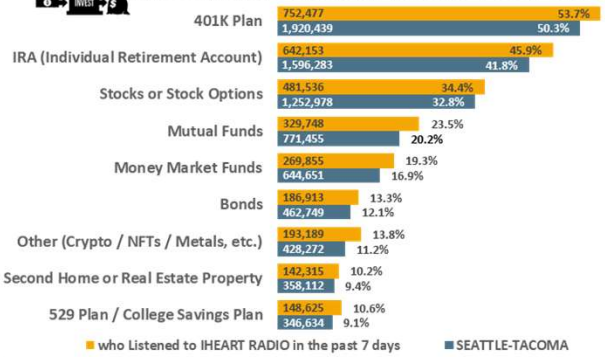


SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 483

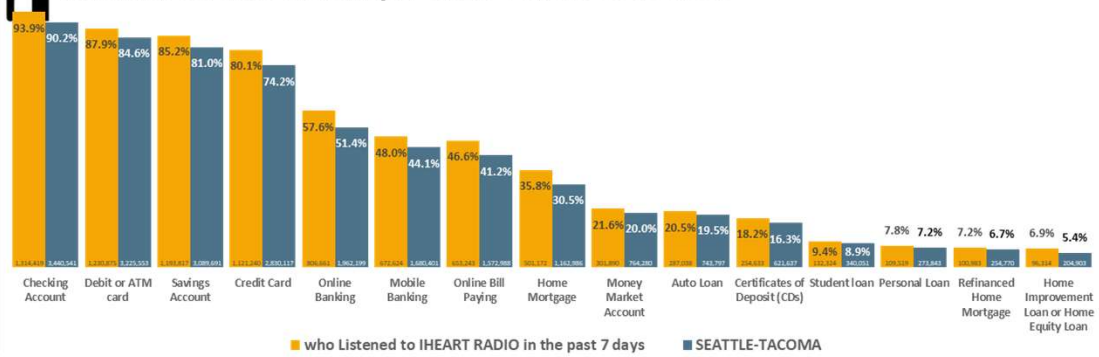
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36.7% or 1,400,510 of SEATTLE-TACOMA Metro Adults 18 or older Listened to IHEART RADIO in the past 7 days. Adults 18 or older who Listened to IHEART RADIO in the past 7 days are 6.7% more likely to have a 401K, 5.1% more likely to have an Auto Loan, 9.5% more likely to Invest/Trade Stocks Online, 4.% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



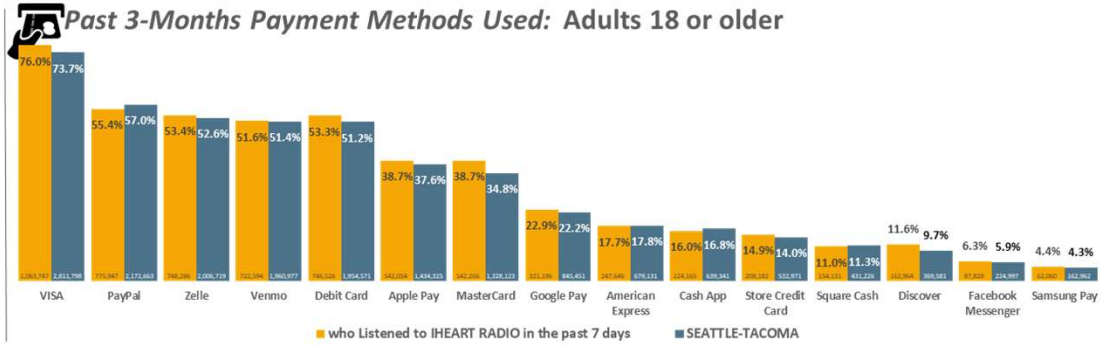
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



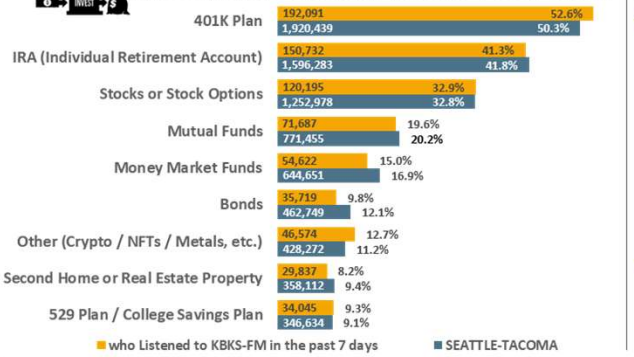
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,387

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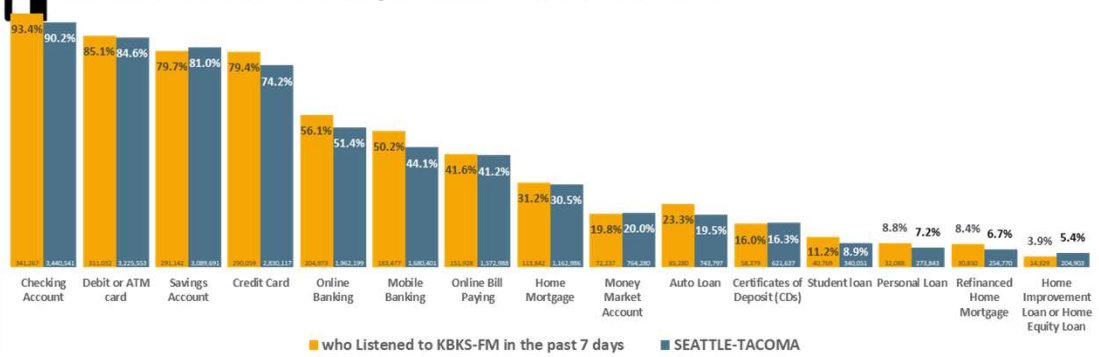
(Radio Stations: KBKS-FM OR Radio Stations: KJAQ-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)

9.6% or 365,339 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KBKS-FM in the past 7 days. Adults 18 or older who Listened to KBKS-FM in the past 7 days are 4.4% more likely to have a 401K, 19.7% more likely to have an Auto Loan, 20.4% more likely to Invest/Trade Stocks Online, 2.4% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



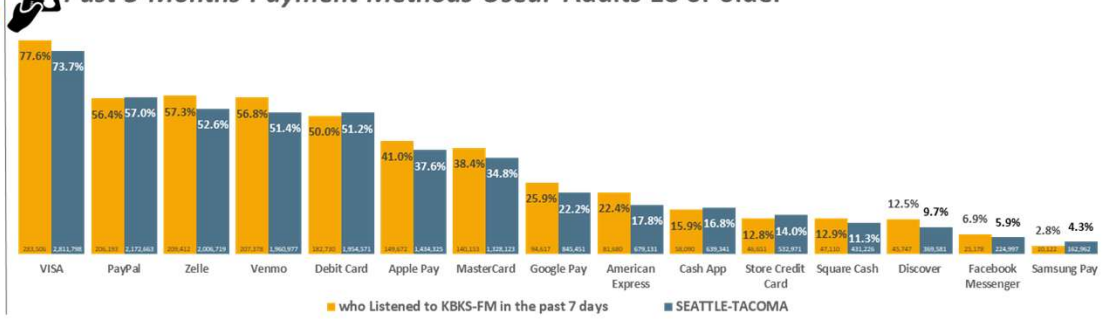
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



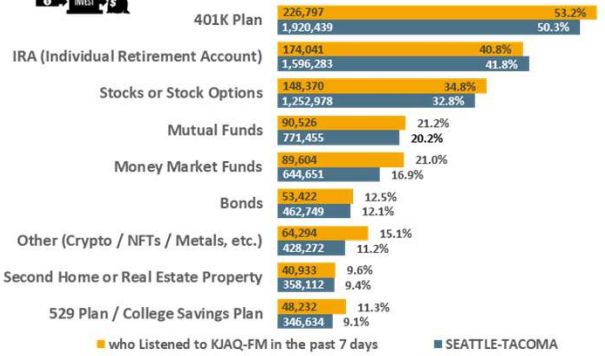
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 350

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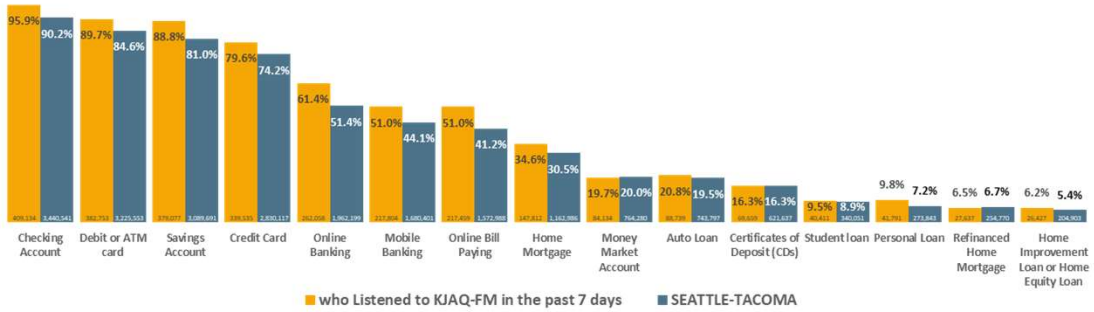
Radio Stations: KBKS-FM

11.2% or 426,679 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KJAQ-FM in the past 7 days. Adults 18 or older who Listened to KJAQ-FM in the past 7 days are 5.6% more likely to have a 401K, 6.7% more likely to have an Auto Loan, 15.5% more likely to Invest/Trade Stocks Online, 6.4% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



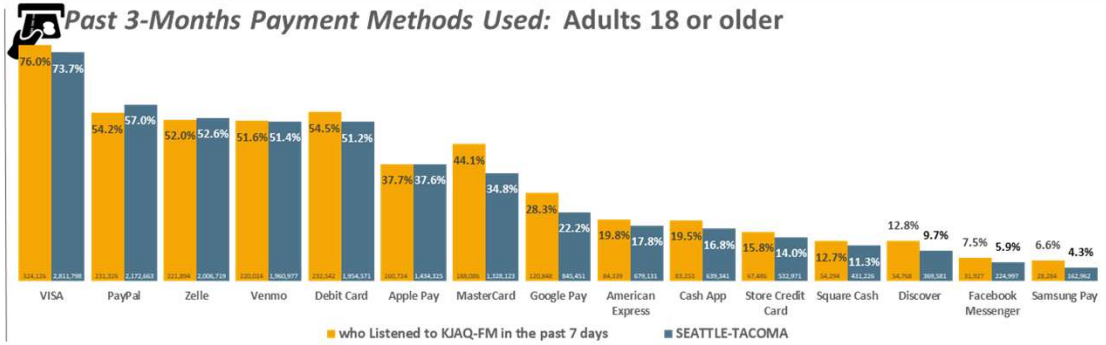
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 433

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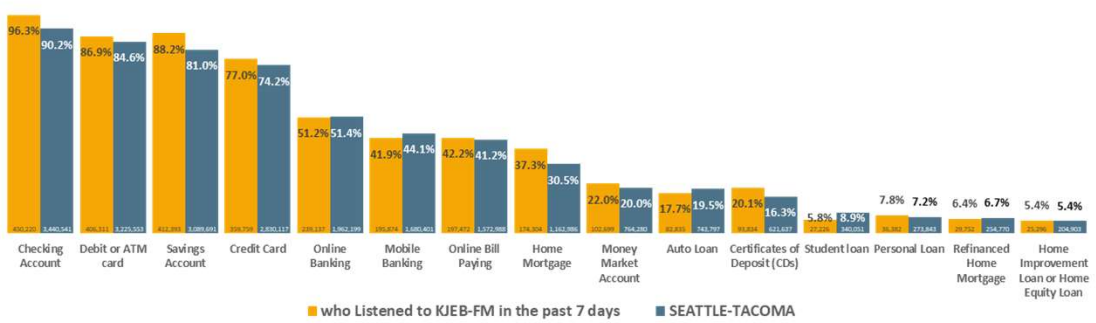
Radio Stations: KJAQ-FM

12.3% or 467,400 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KJEB-FM in the past 7 days. Adults 18 or older who Listened to KJEB-FM in the past 7 days are 4.6% more likely to have a 401K, 9.1% less likely to have an Auto Loan, 6.6% less likely to Invest/Trade Stocks Online, 1.9% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



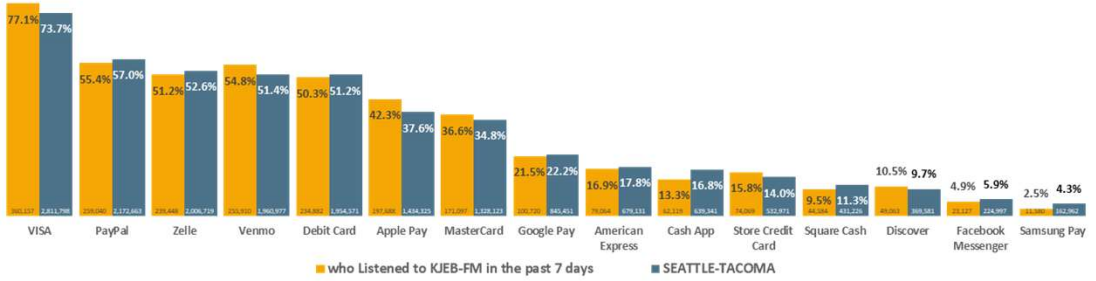
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



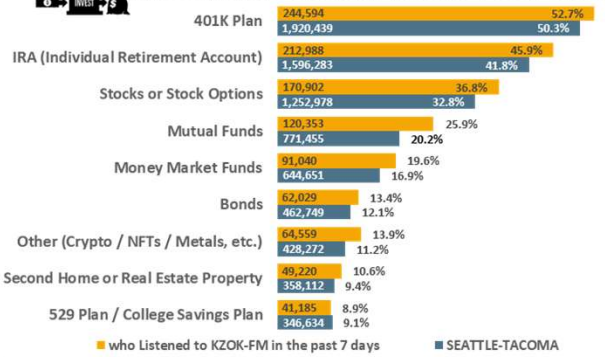
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 496

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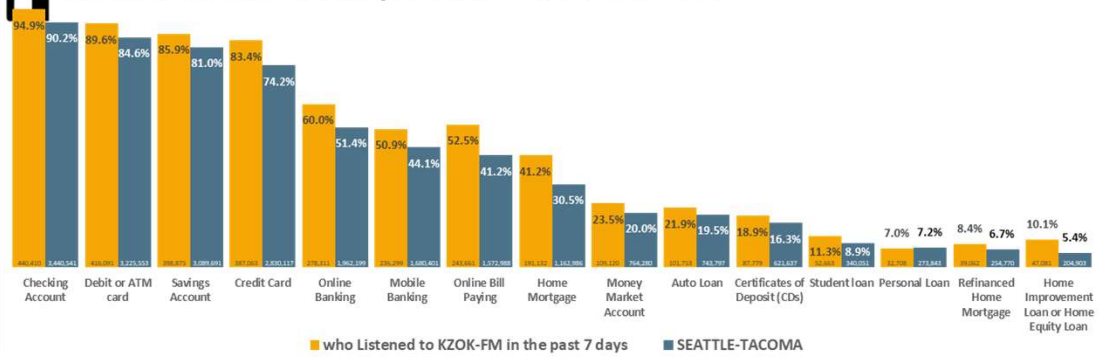
Radio Stations: KJEB-FM

12.2% or 464,223 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KZOK-FM in the past 7 days. Adults 18 or older who Listened to KZOK-FM in the past 7 days are 4.6% more likely to have a 401K, 12.4% more likely to have an Auto Loan, 6.7% less likely to Invest/Trade Stocks Online, 15.8% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



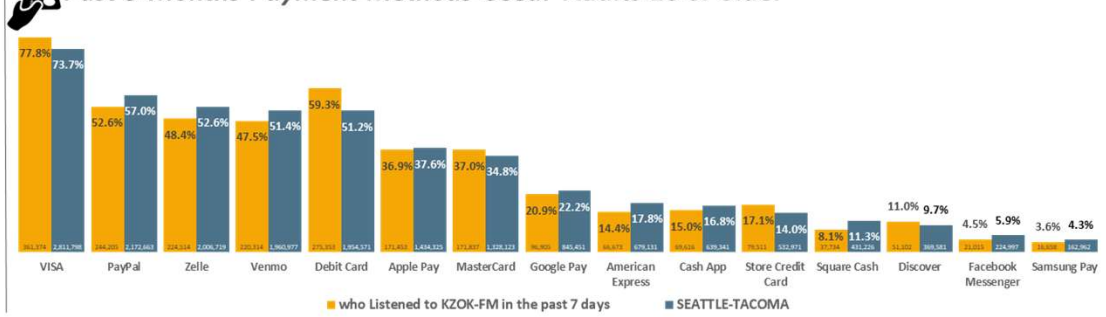
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older

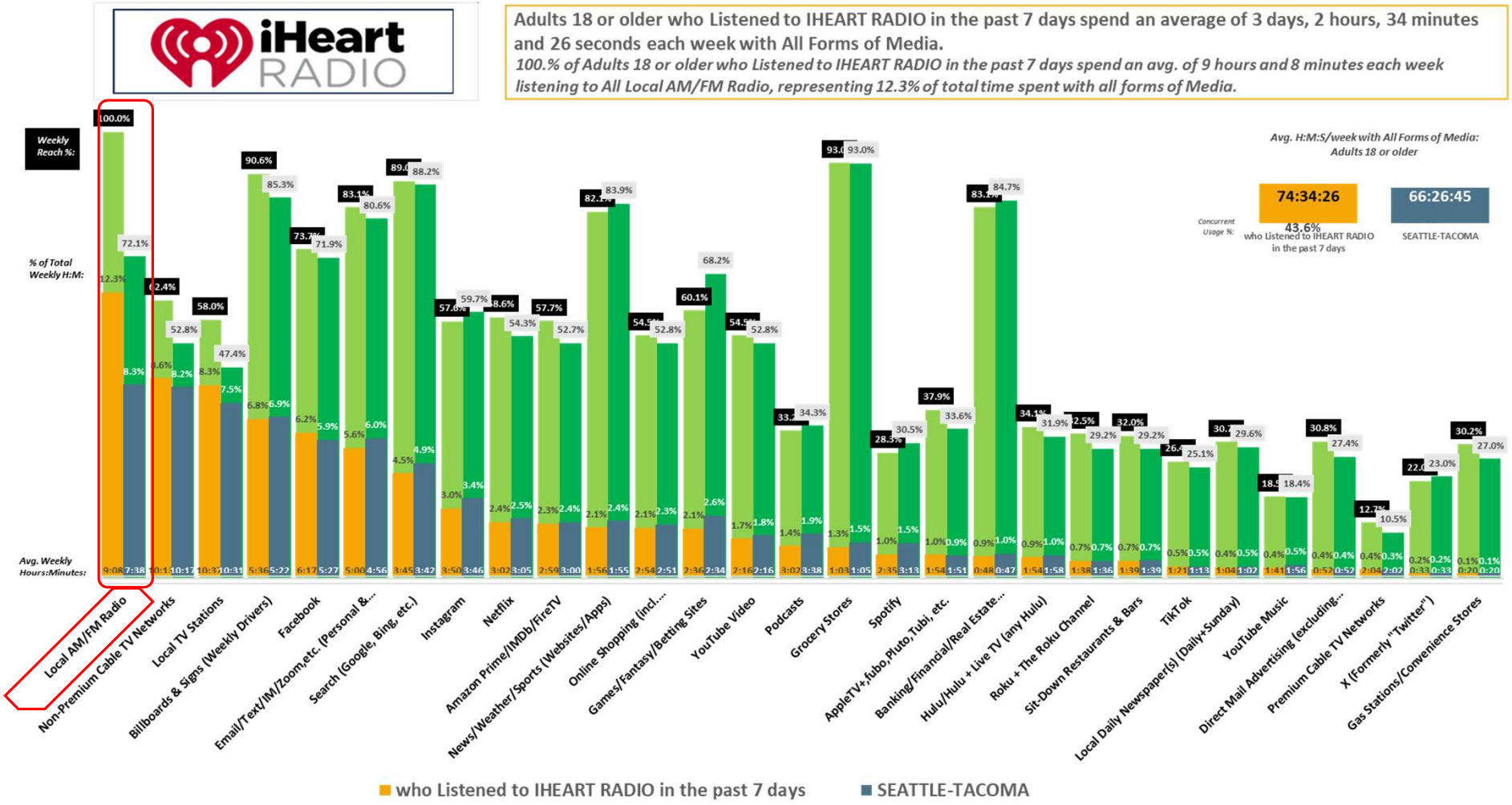


Past 3-Months Payment Methods Used: Adults 18 or older



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 483

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SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,387 SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,801

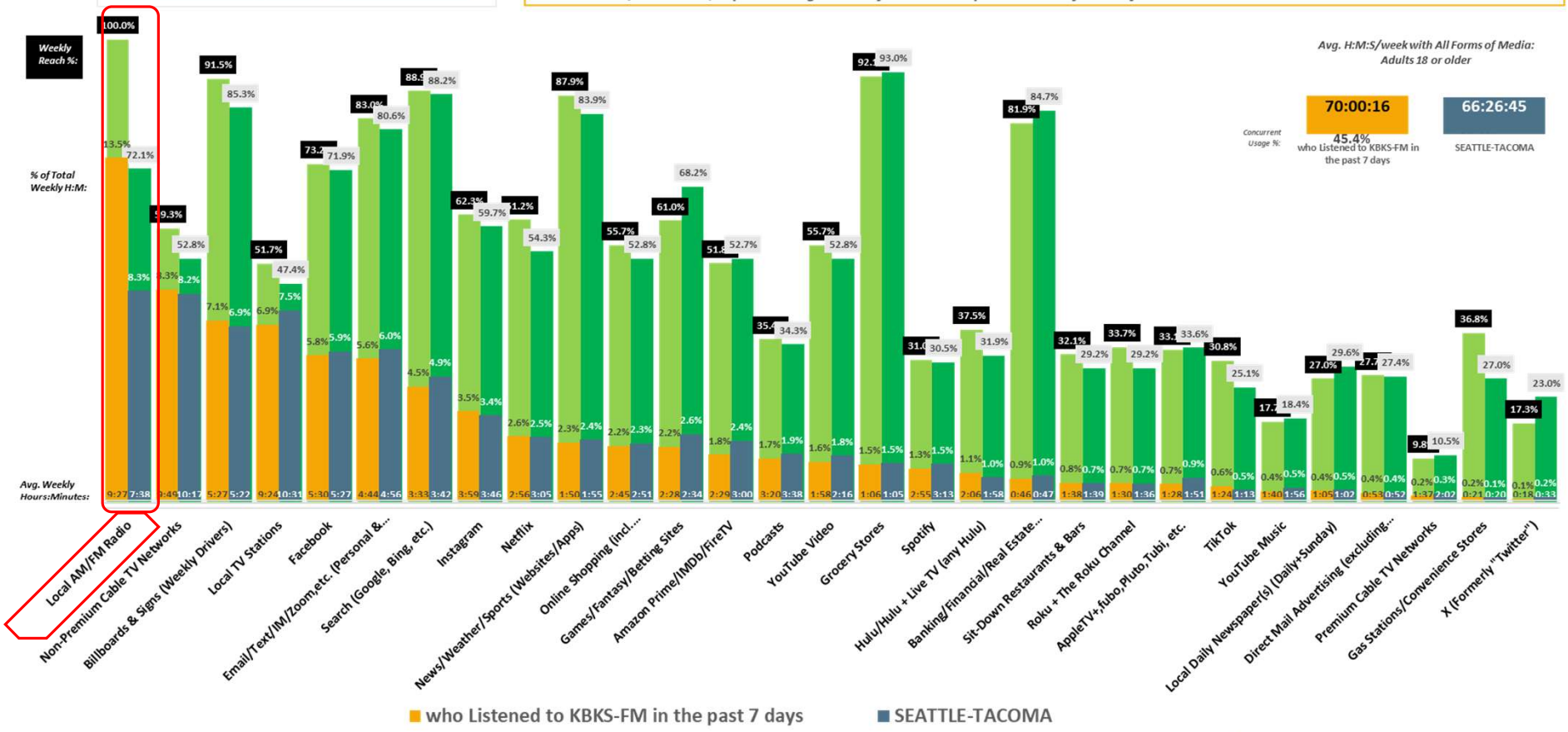
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(Radio Stations: KBKS-FM OR Radio Stations: KJAQ-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)

Adults 18 or older who Listened to KBKS-FM in the past 7 days spend an average of 2 days, 22 hours, 0 minutes and 16 seconds each week with All Forms of Media.

100.% of Adults 18 or older who Listened to KBKS-FM in the past 7 days spend an avg. of 9 hours and 27 minutes each week listening to All Local AM/FM Radio, representing 13.5% of total time spent with all forms of Media.

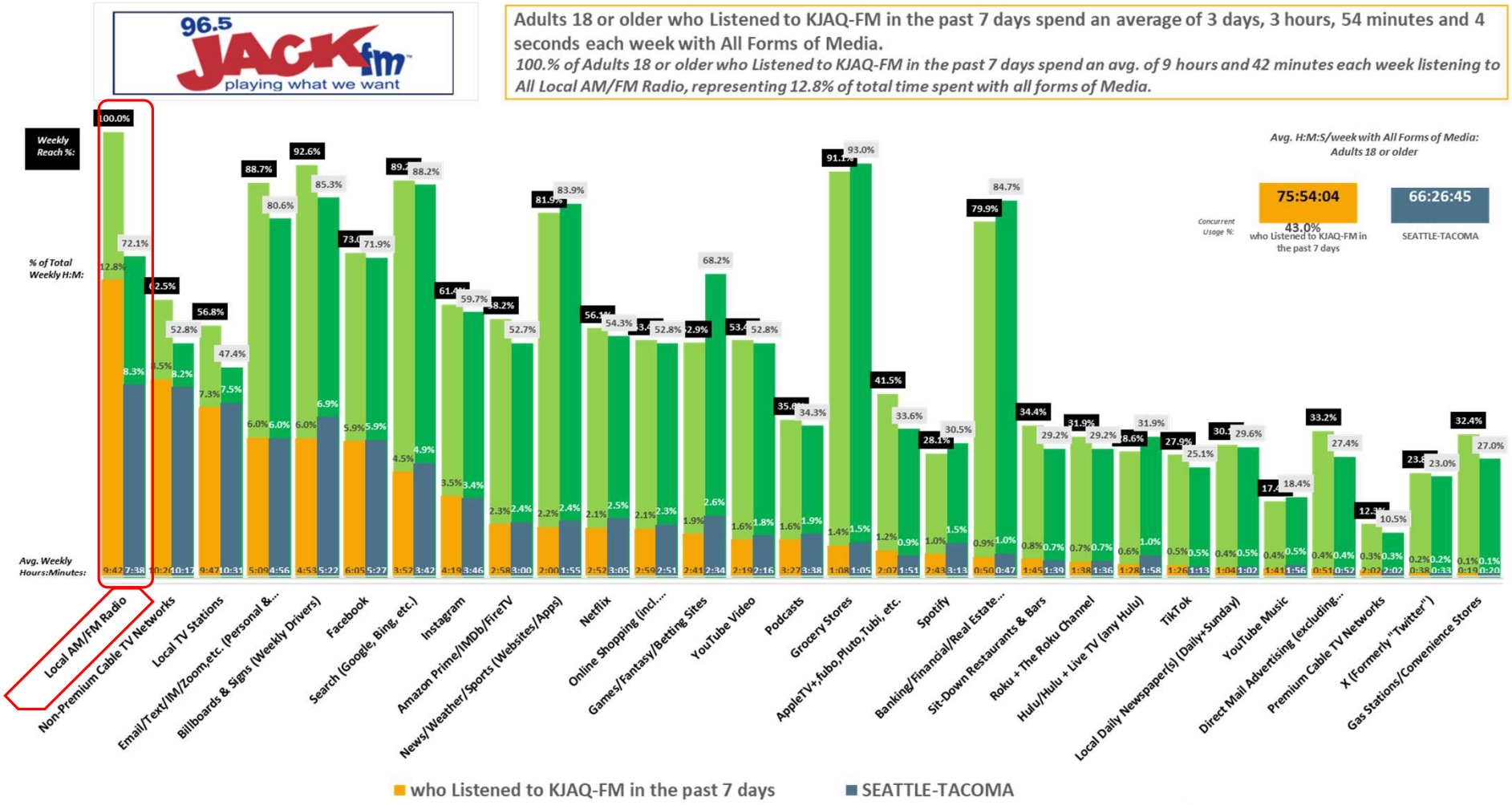


SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 350 SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,801

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Radio Stations: KBKS-FM

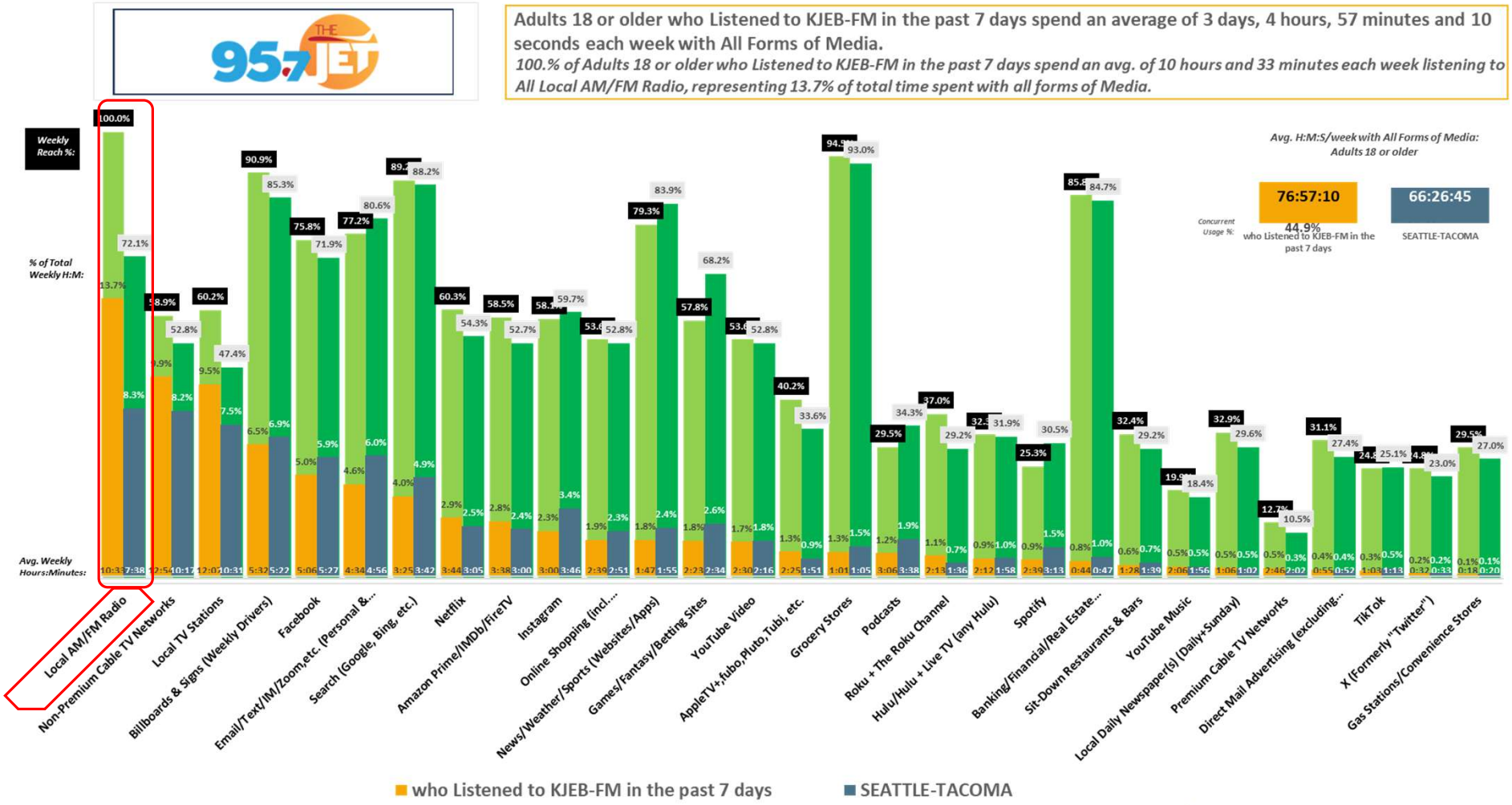


SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 433 SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,801

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Radio Stations: KJAQ-FM

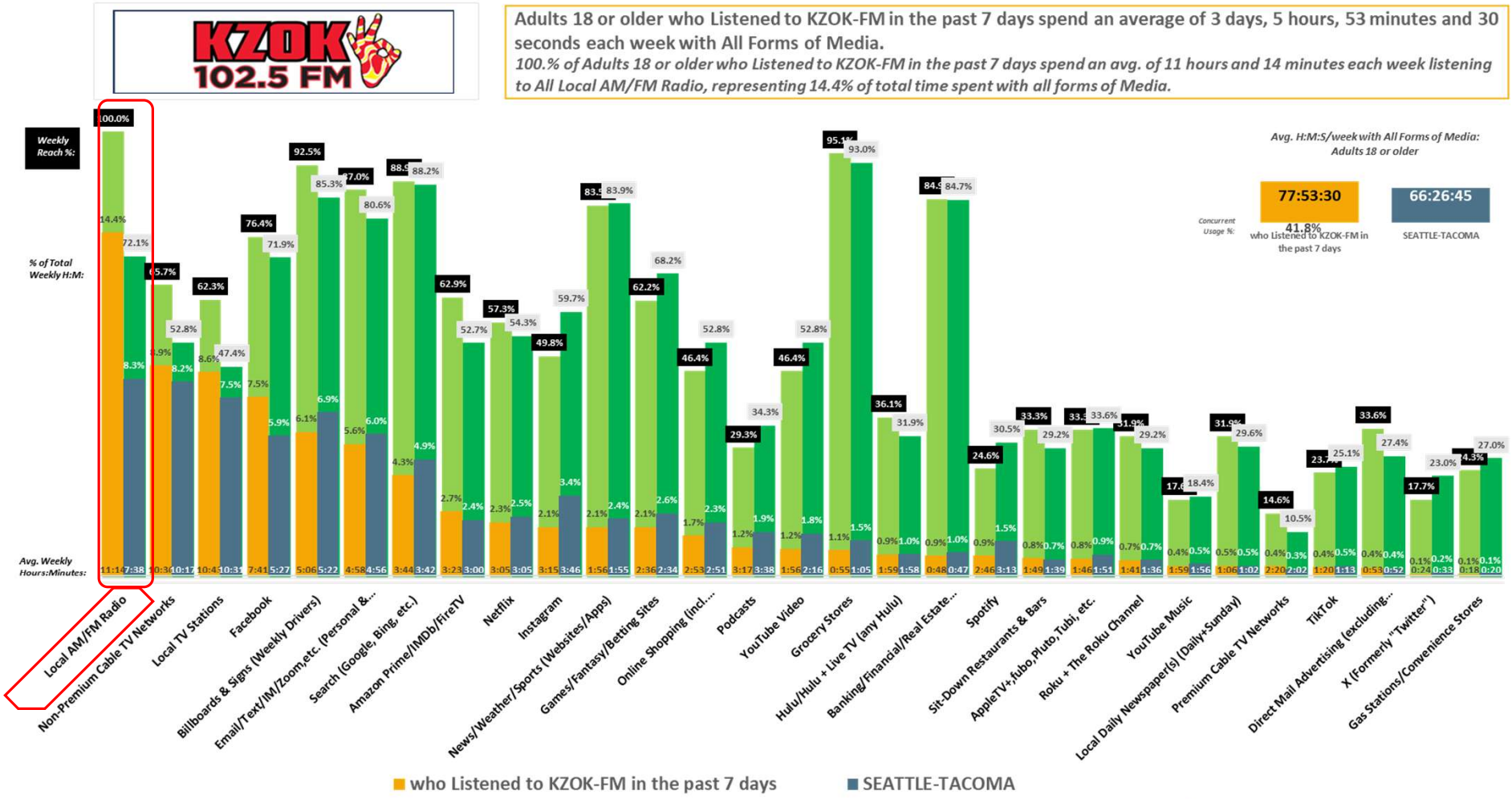


SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 496 SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,801

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Radio Stations: KJEB-FM

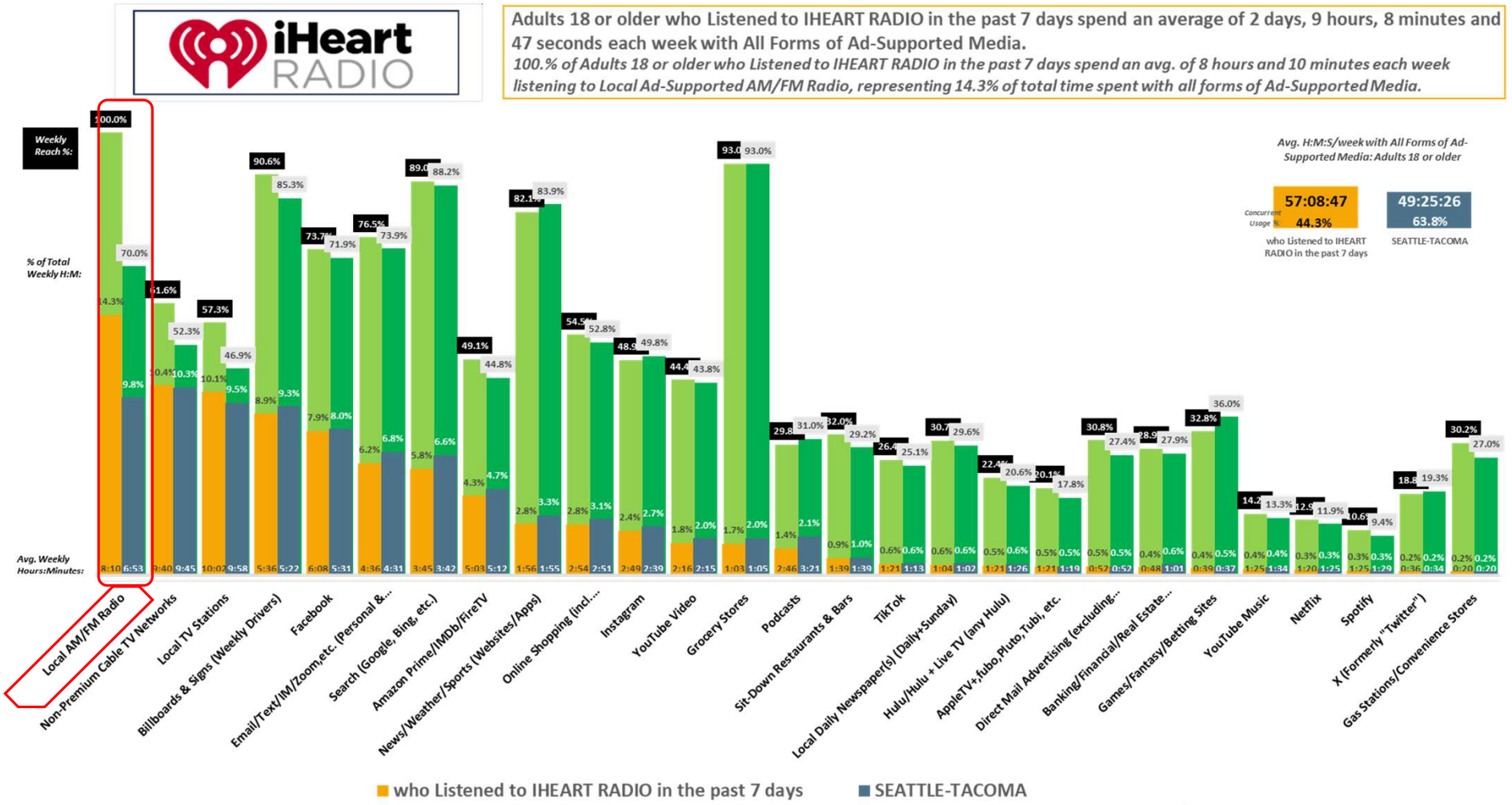


SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 483 SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,801

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Radio Stations: KZOK-FM

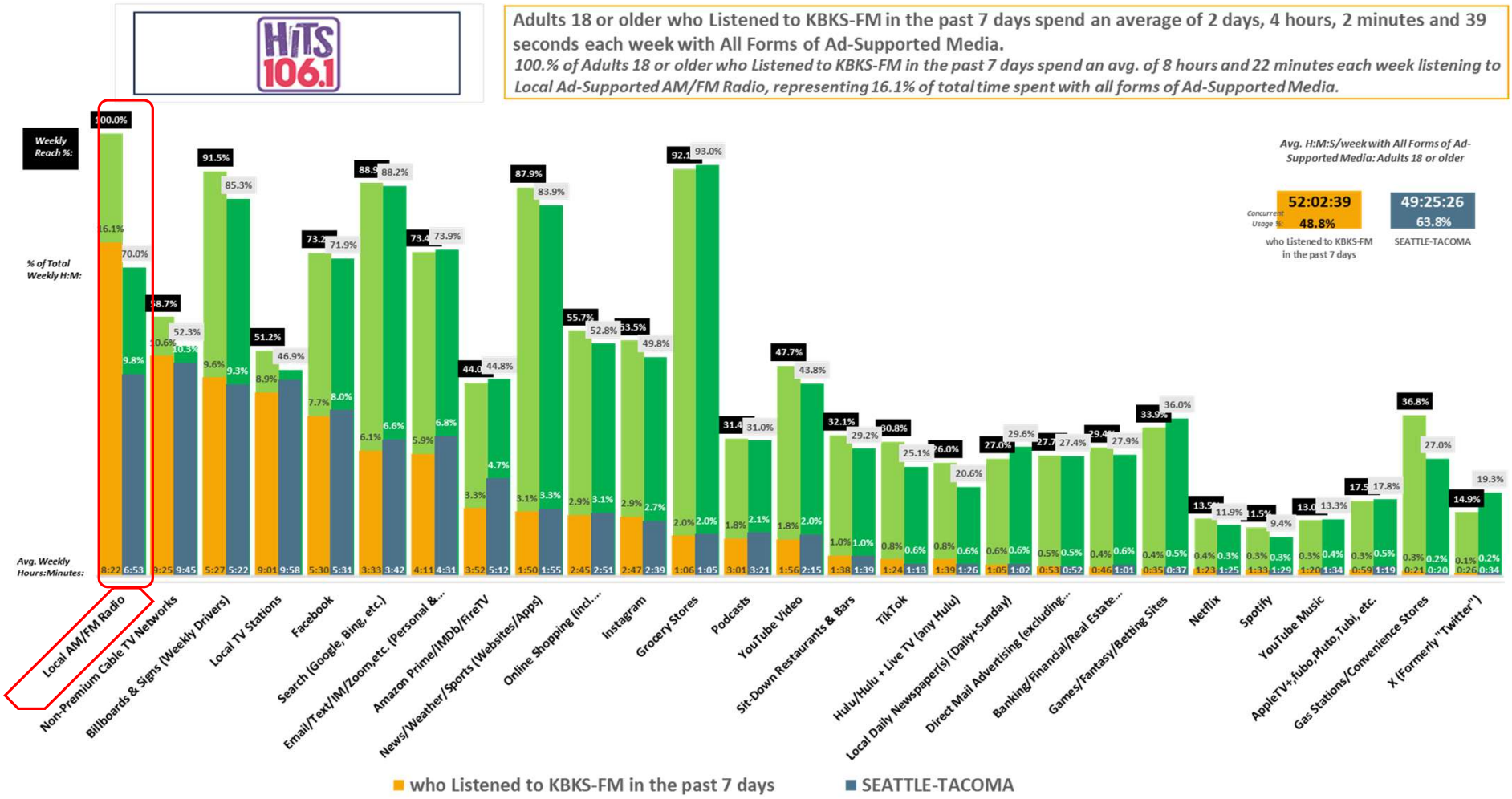


SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,387 SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,801

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(Radio Stations: KBKS-FM OR Radio Stations: KJAQ-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)

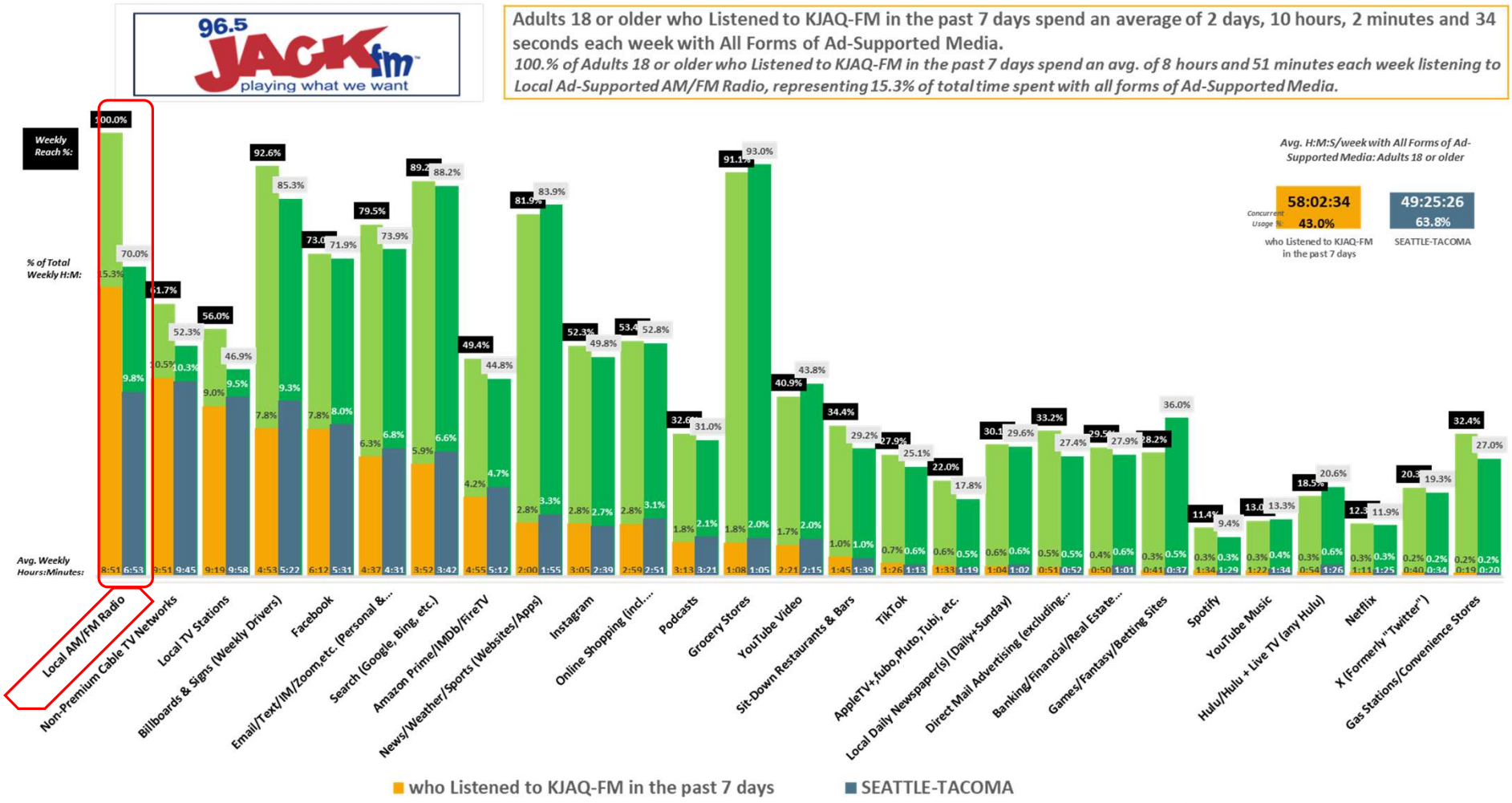


SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 350 SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,801

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Radio Stations: KBKS-FM

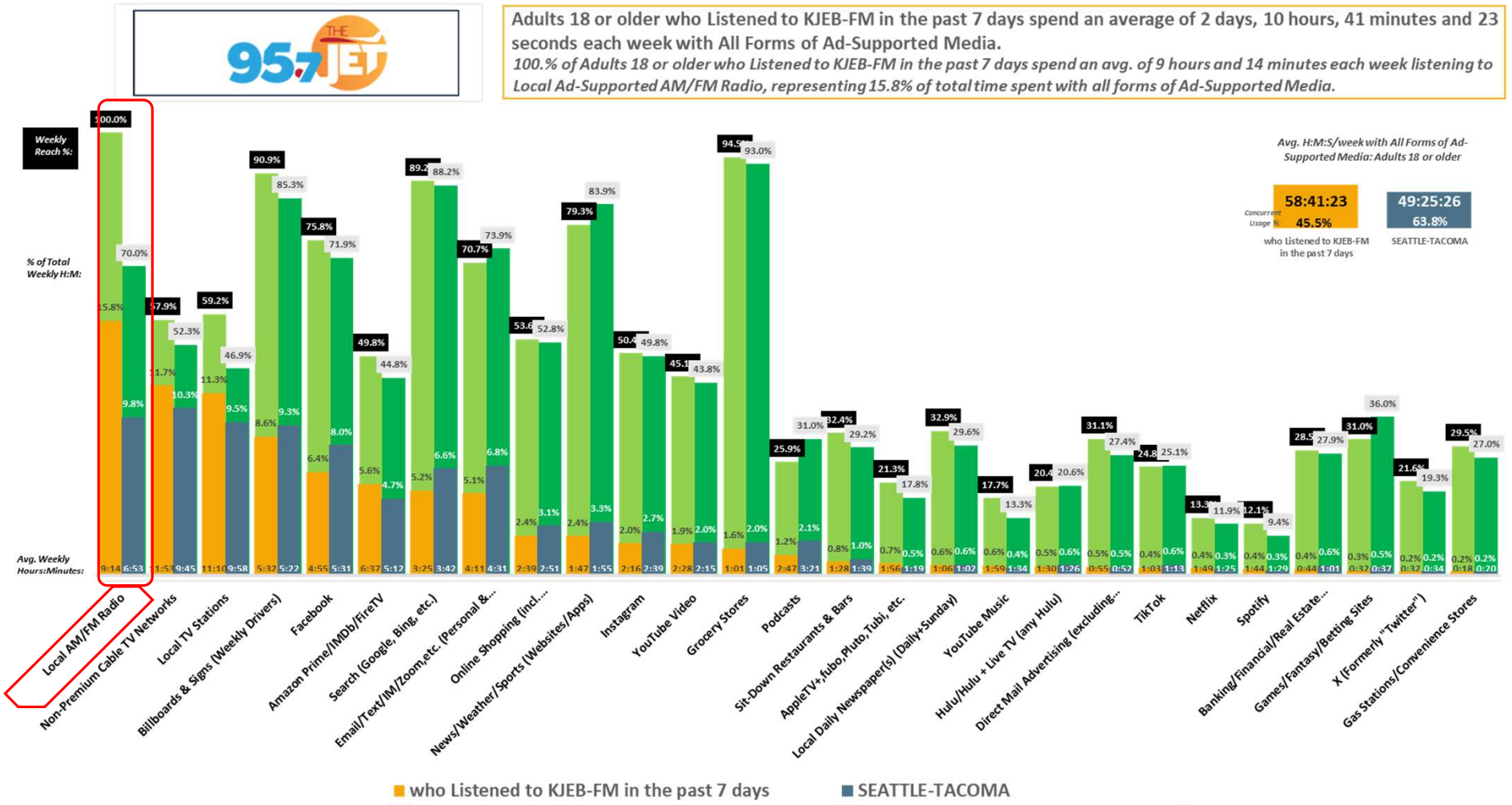


SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 433 SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,801

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Radio Stations: KJAQ-FM

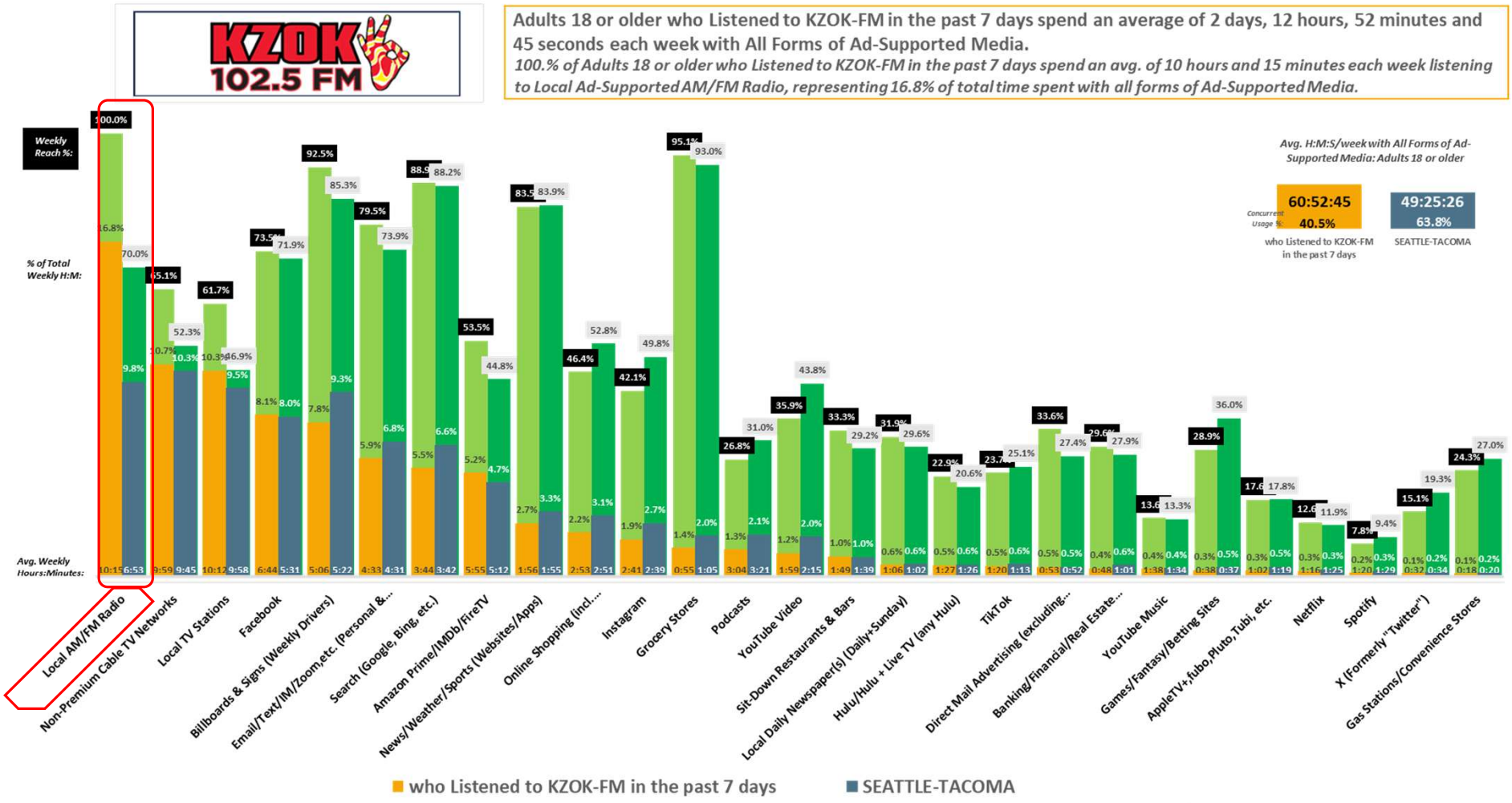


SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 496 SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,801

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Radio Stations: KJEB-FM



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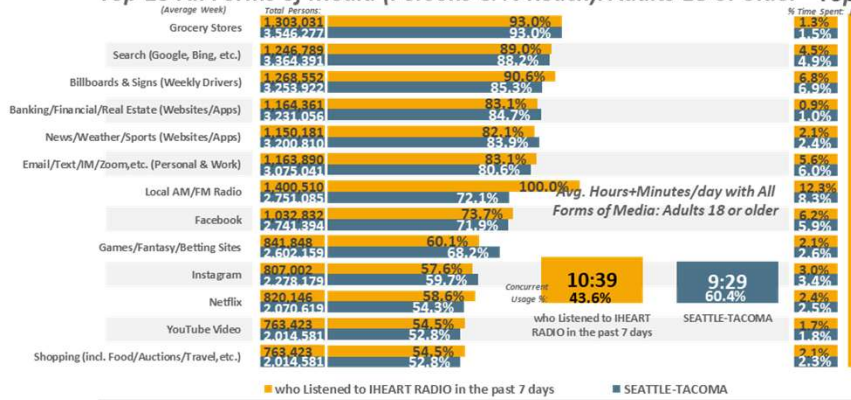
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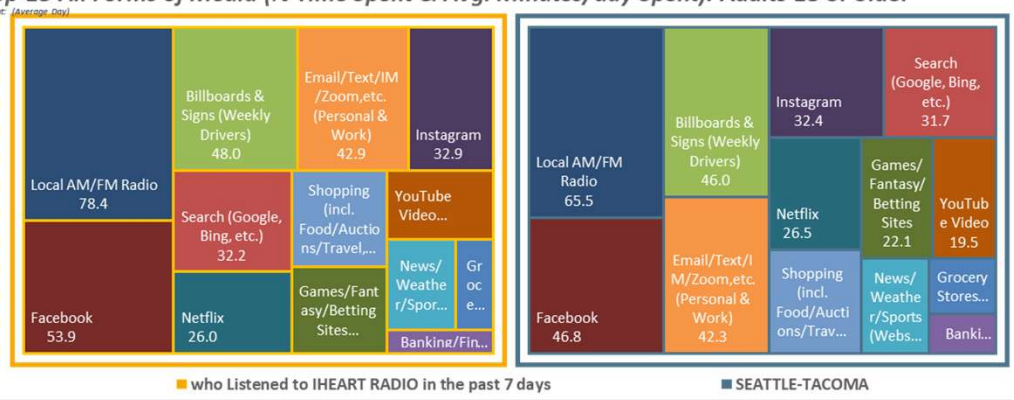
Radio Stations: KZOK-FM

Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an average of 8 hours and 9 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 70.1 minutes/day. *(Local Radio delivers 14.3% of Time with Ad-Supported Media.)*

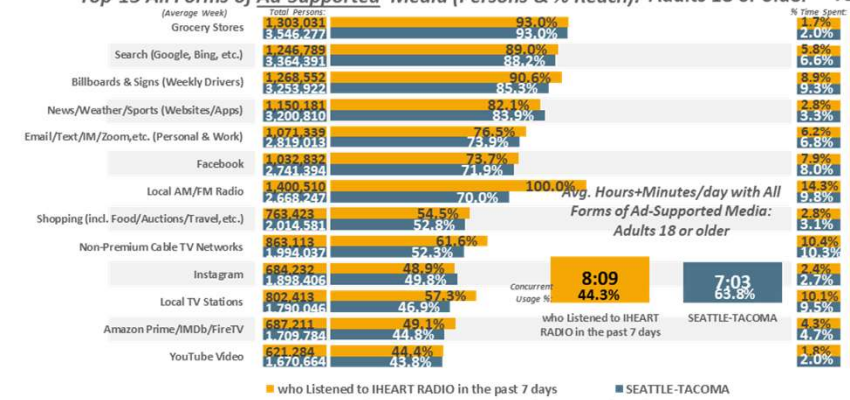
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



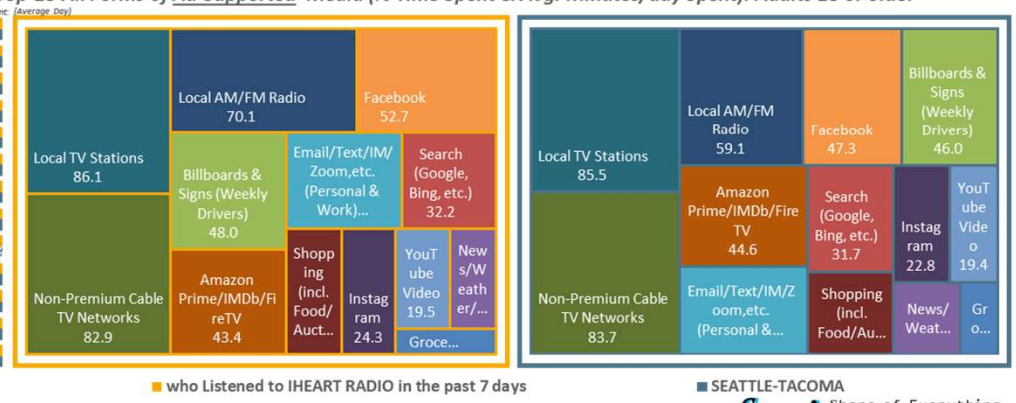
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,387

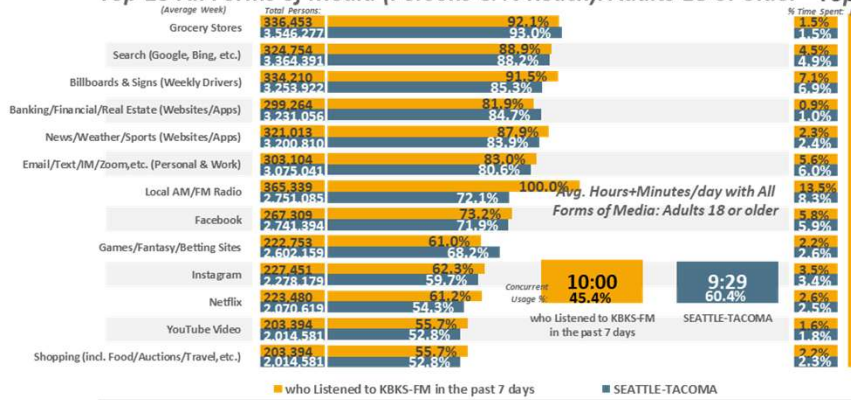
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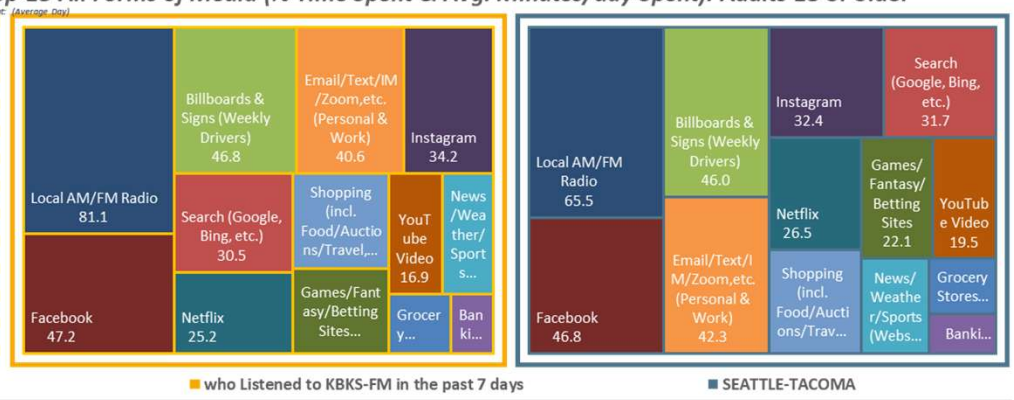
(Radio Stations: KBKS-FM OR Radio Stations: KJAQ-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)

Adults 18 or older who Listened to KBKS-FM in the past 7 days spend an average of 7 hours and 26 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 71.9 minutes/day. *(Local Radio delivers 16.1% of Time with Ad-Supported Media.)*

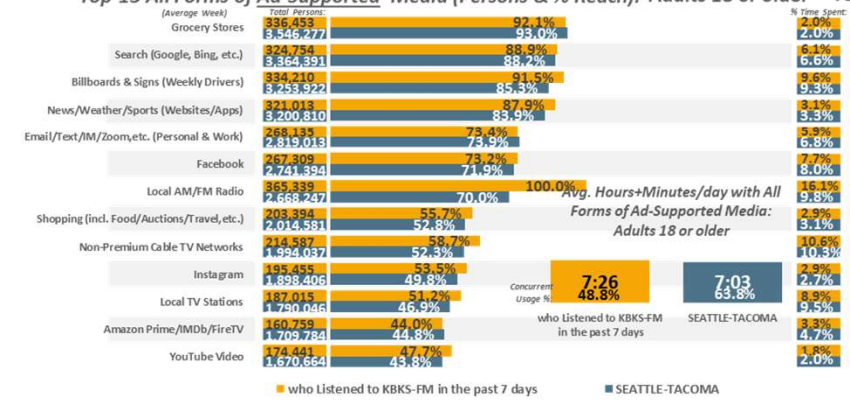
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



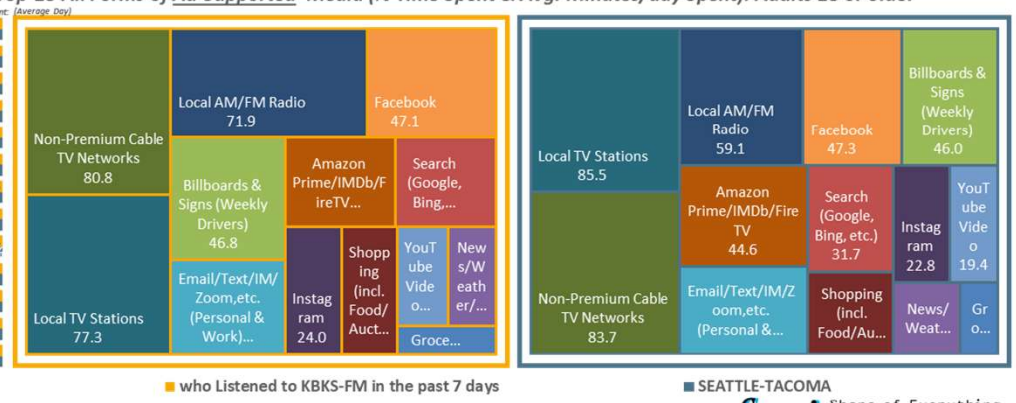
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 350

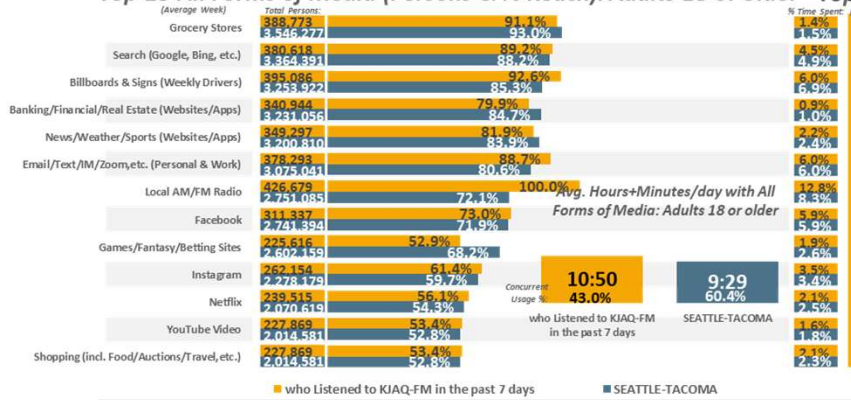
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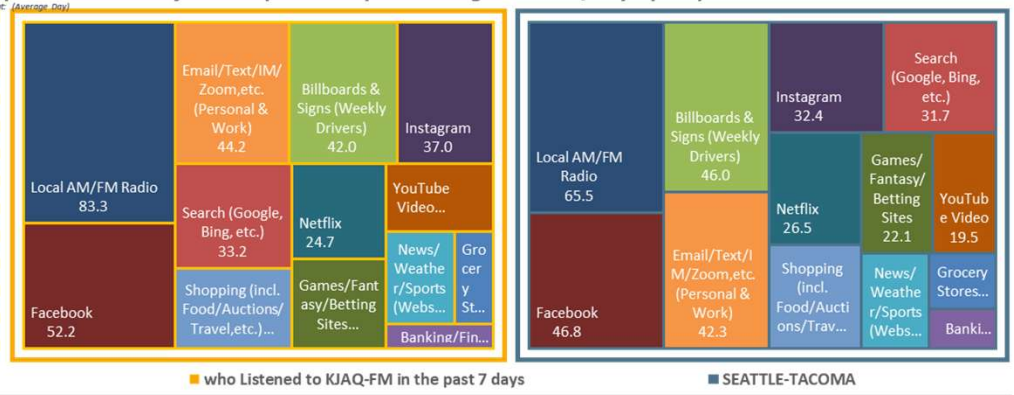
Radio Stations: KBKS-FM

Adults 18 or older who Listened to KJAQ-FM in the past 7 days spend an average of 8 hours and 17 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 76. minutes/day. *(Local Radio delivers 15.3% of Time with Ad-Supported Media.)*

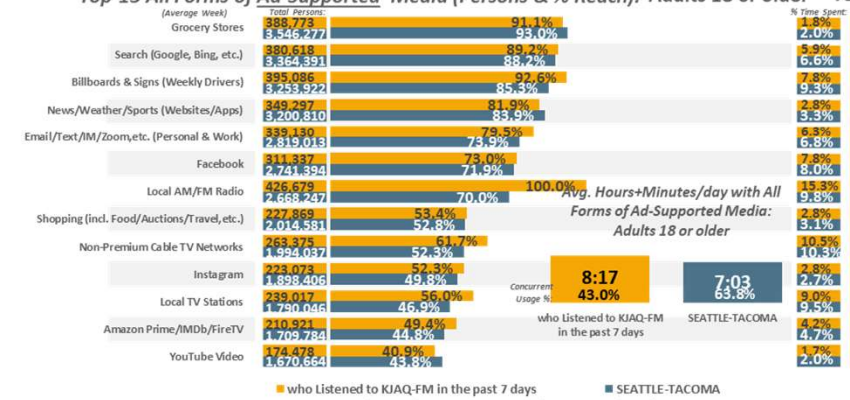
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



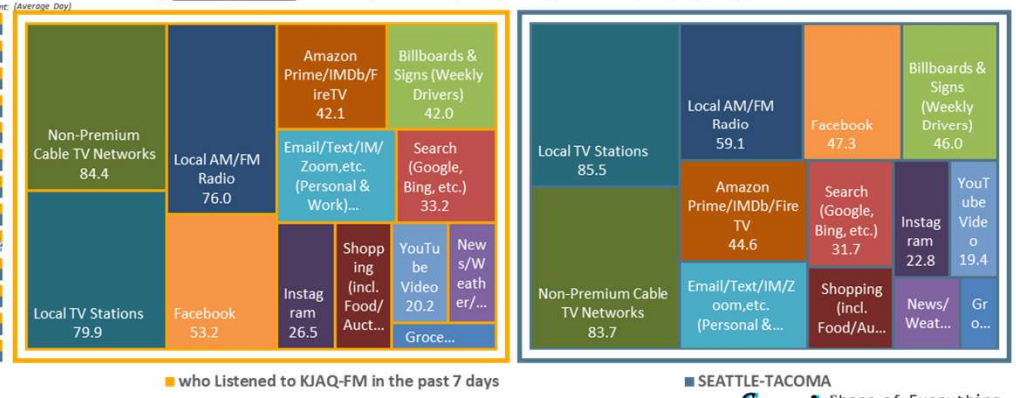
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 433

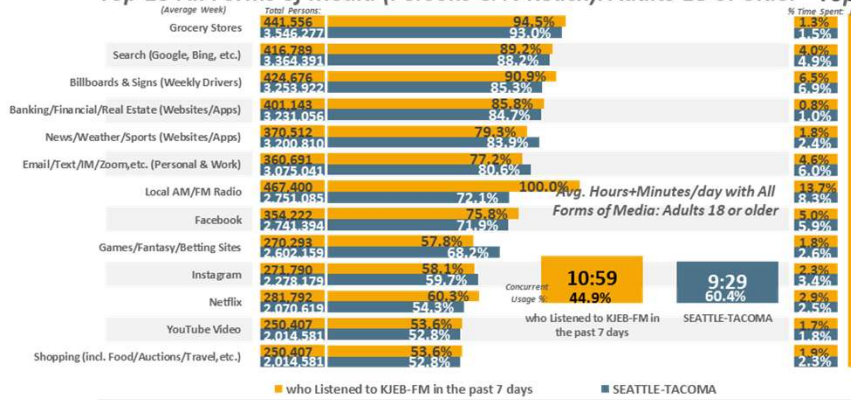
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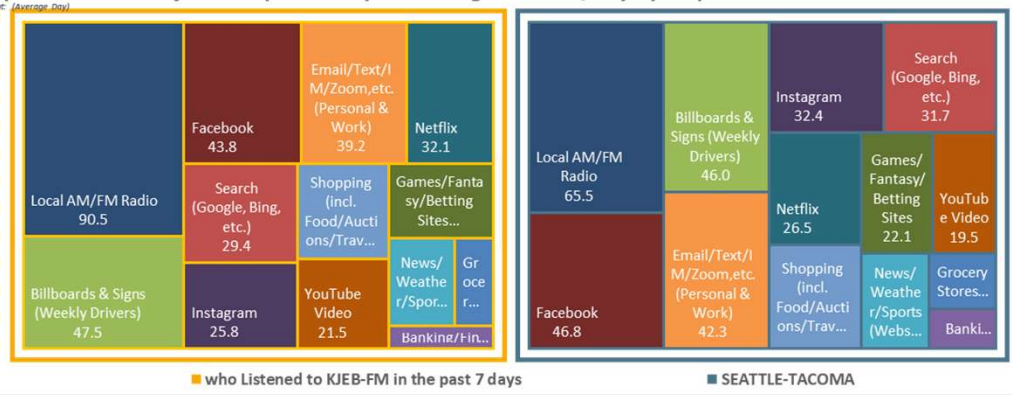
Radio Stations: KJAQ-FM

Adults 18 or older who Listened to KJEB-FM in the past 7 days spend an average of 8 hours and 23 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 79.3 minutes/day. *(Local Radio delivers 15.8% of Time with Ad-Supported Media.)*

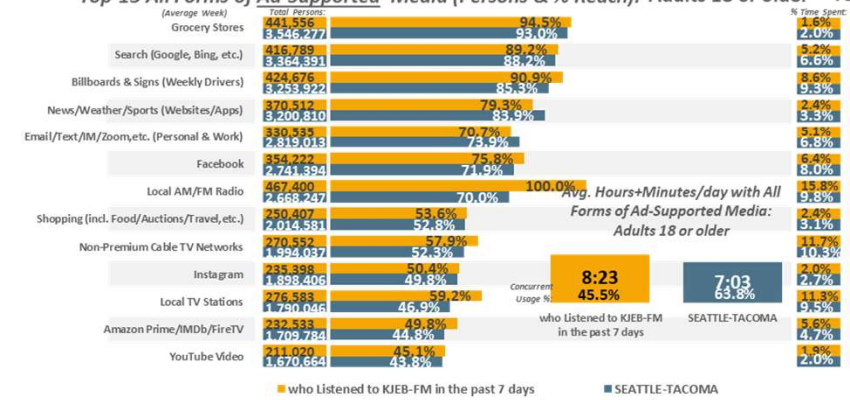
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



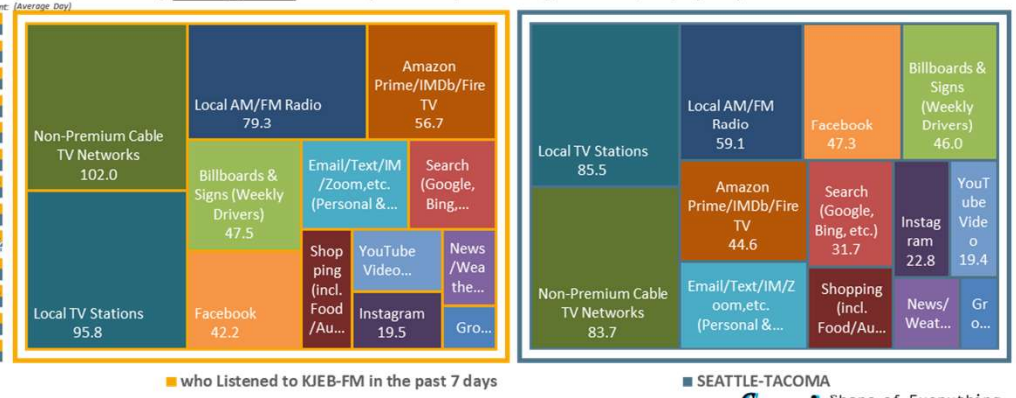
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 496

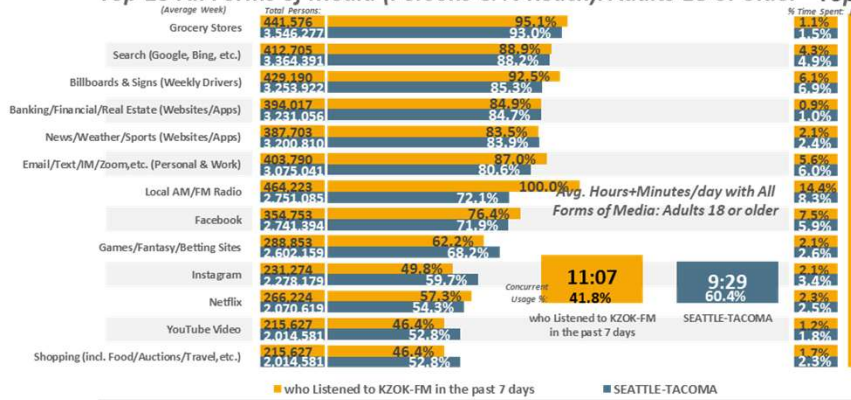
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Radio Stations: KJEB-FM

Adults 18 or older who Listened to KZOK-FM in the past 7 days spend an average of 8 hours and 41 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 87.9 minutes/day. *(Local Radio delivers 16.8% of Time with Ad-Supported Media.)*

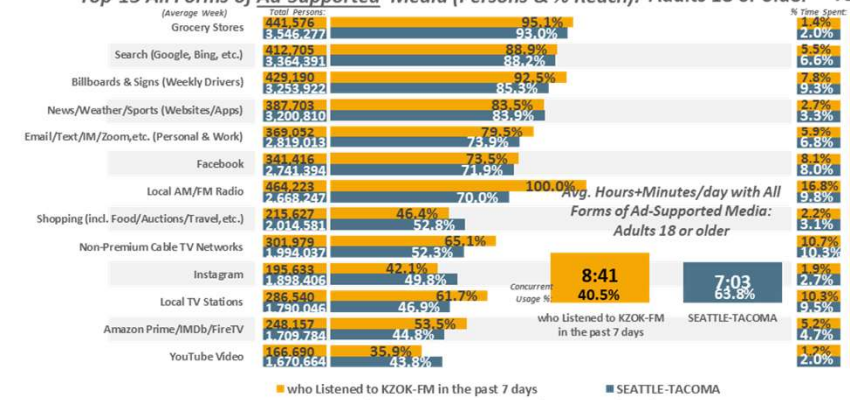
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



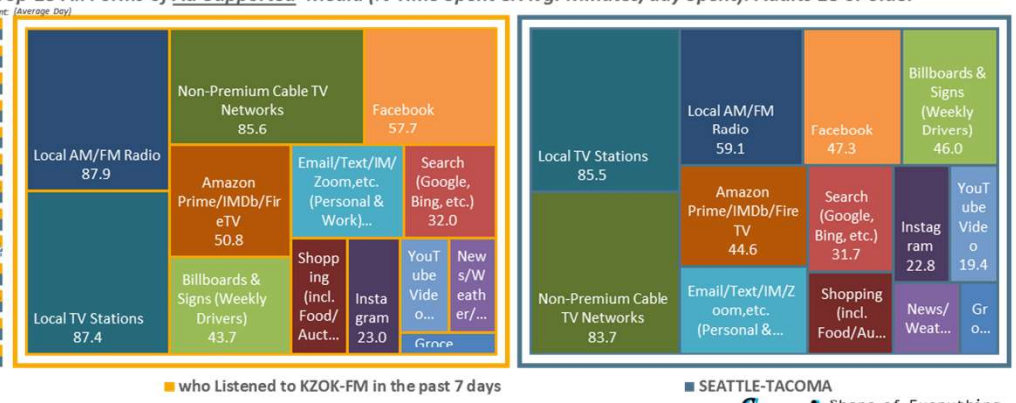
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 483

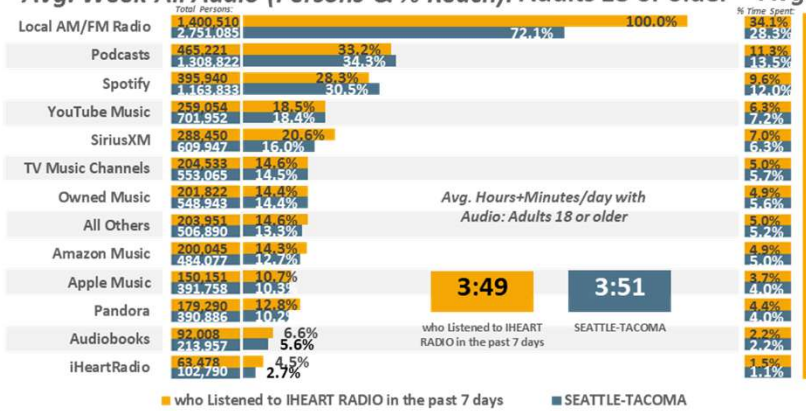
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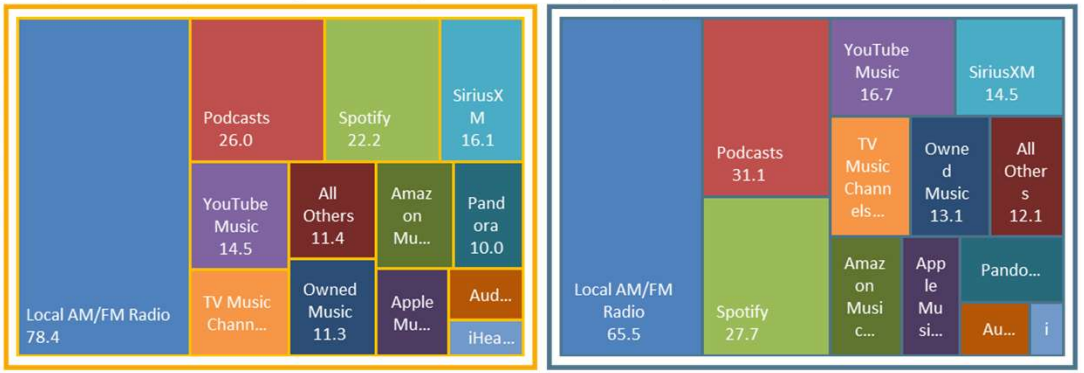
Radio Stations: KZOK-FM

1,400,510 or 100.% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 70.1 minutes every day representing 43.7% of all time spent daily with Ad-Supported Audio.

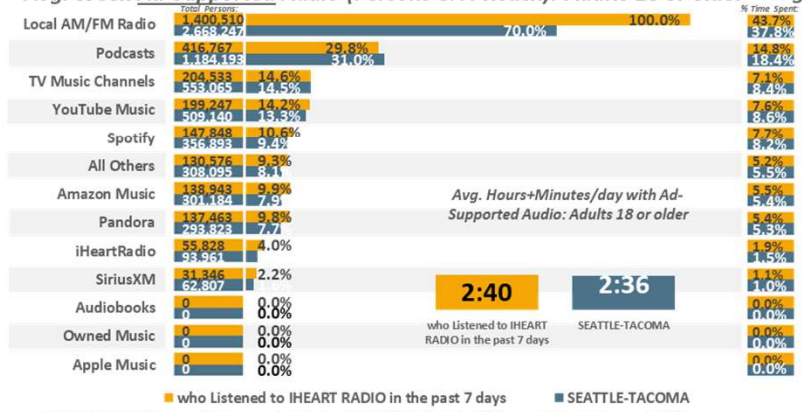
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



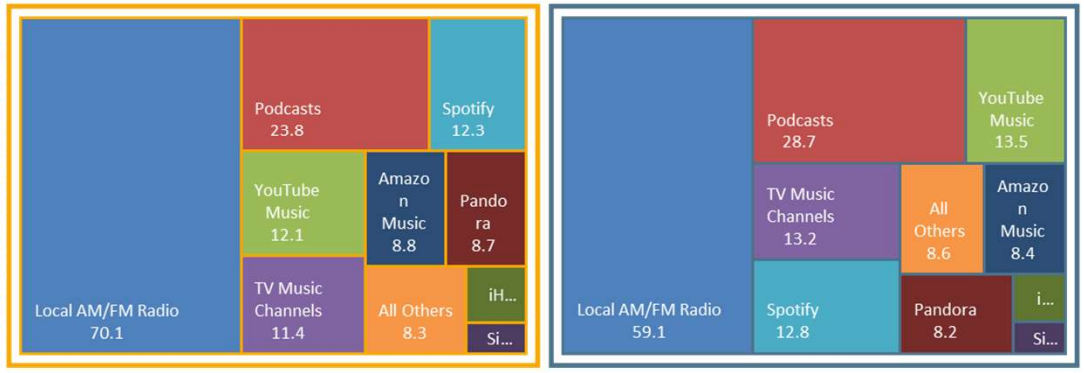
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,387

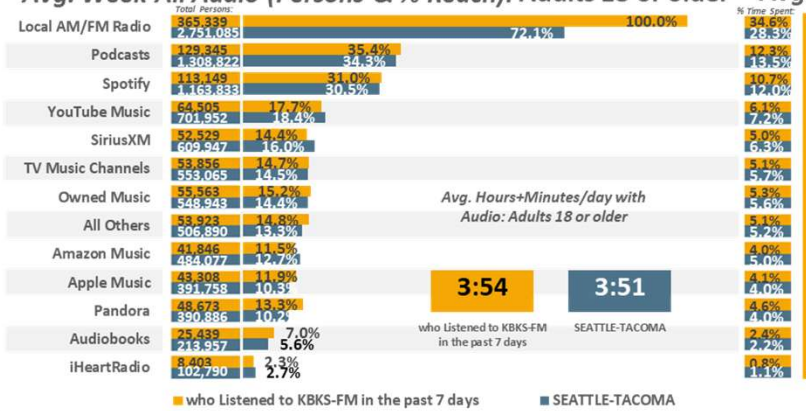
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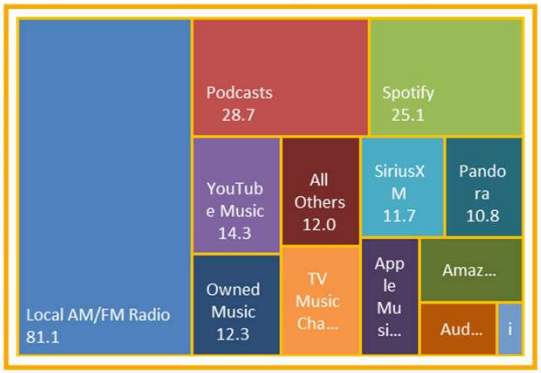
(Radio Stations: KBKS-FM OR Radio Stations: KJAQ-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)

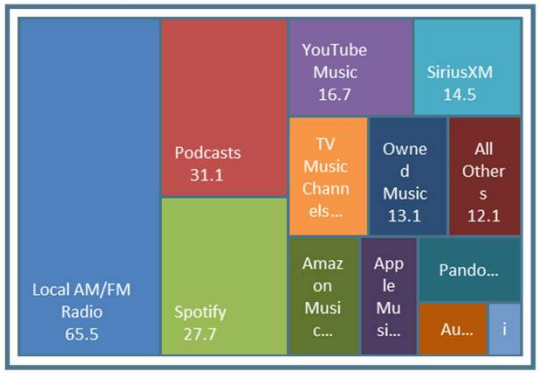
365,339 or 100.% of Adults 18 or older who Listened to KBKS-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 71.9 minutes every day representing 43.6% of all time spent daily with Ad-Supported Audio.

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

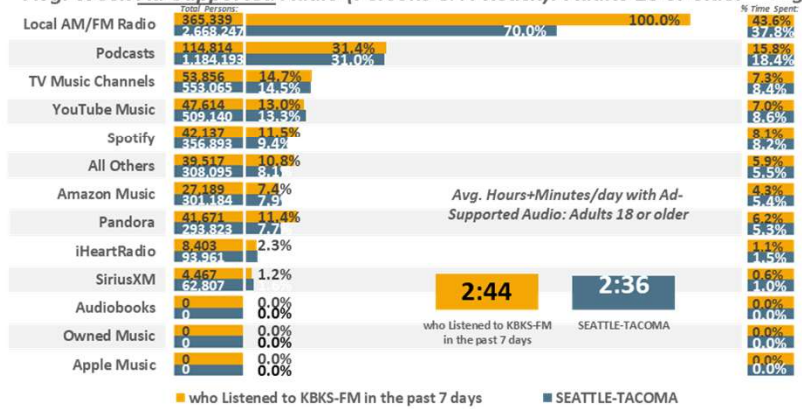


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

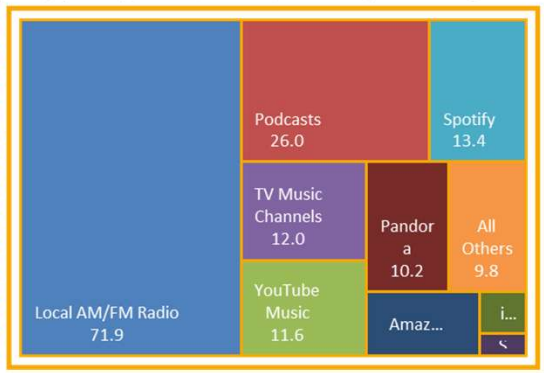


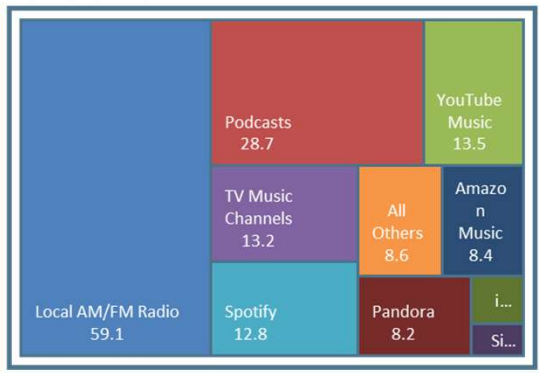


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





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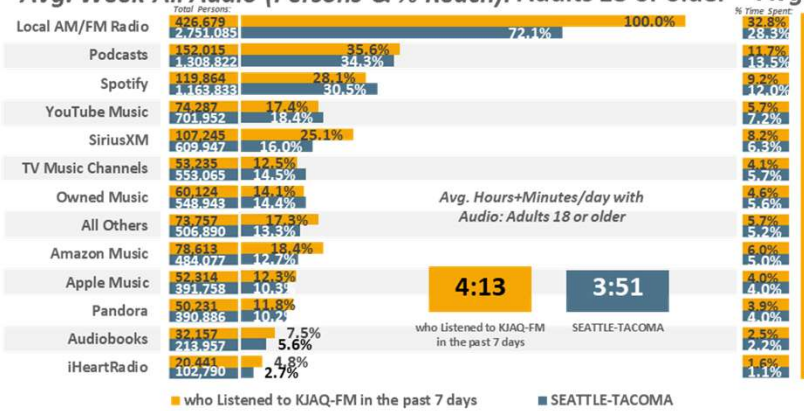
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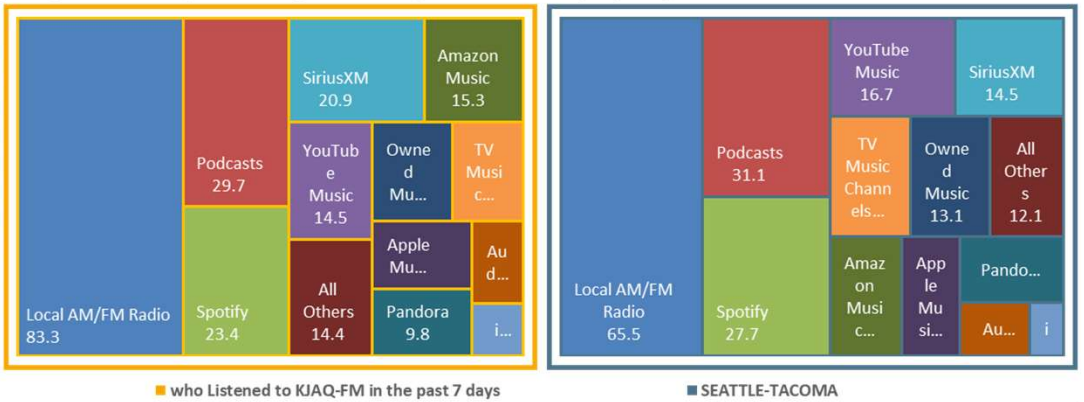
Radio Stations: KBKS-FM

426,679 or 100.% of Adults 18 or older who Listened to KJAQ-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 76. minutes every day representing 43.6% of all time spent daily with Ad-Supported Audio.

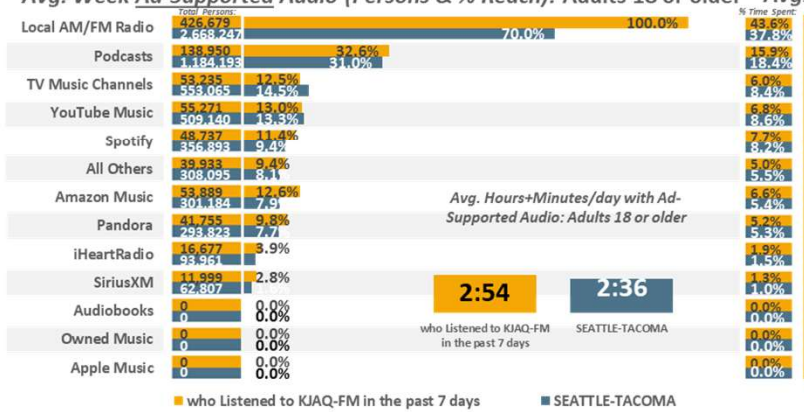
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



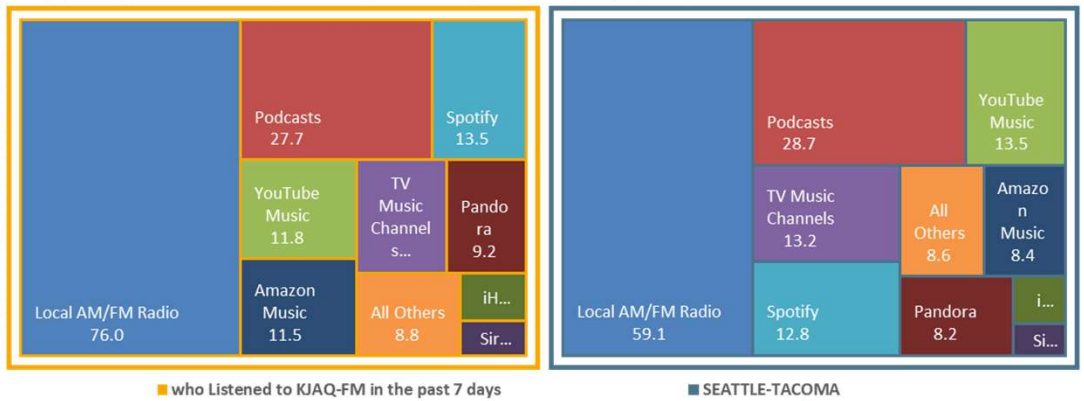
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 433

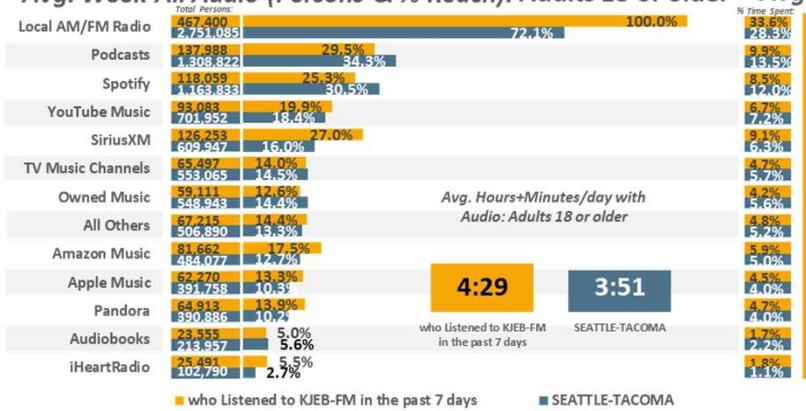
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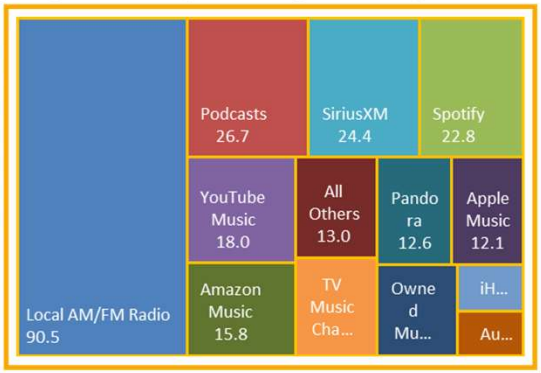
Radio Stations: KJAQ-FM

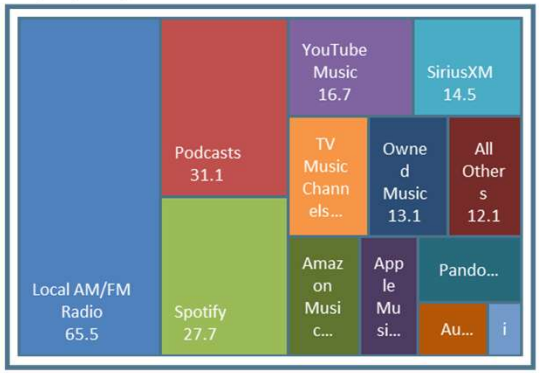
467,400 or 100.% of Adults 18 or older who Listened to KJEB-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 79.3 minutes every day representing 42.1% of all time spent daily with Ad-Supported Audio.

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

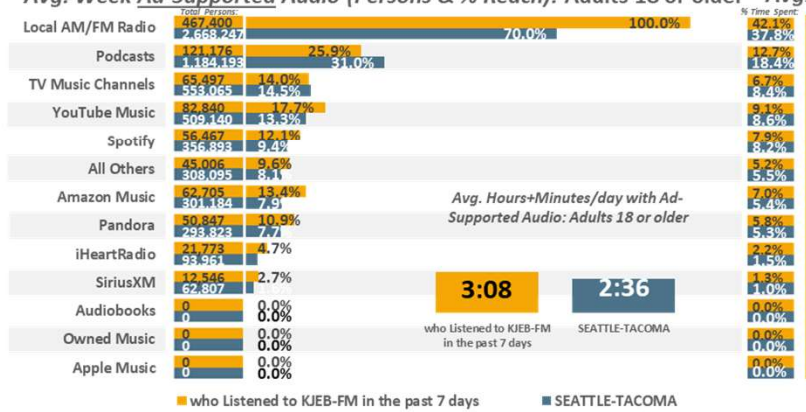


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

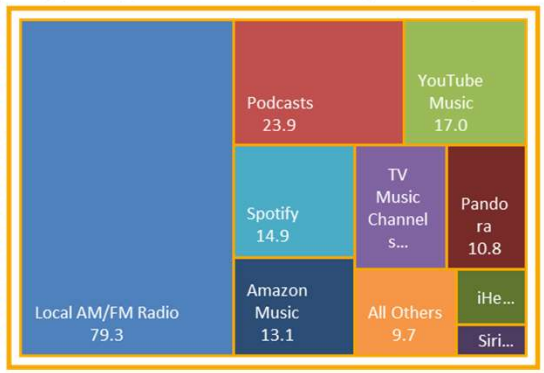


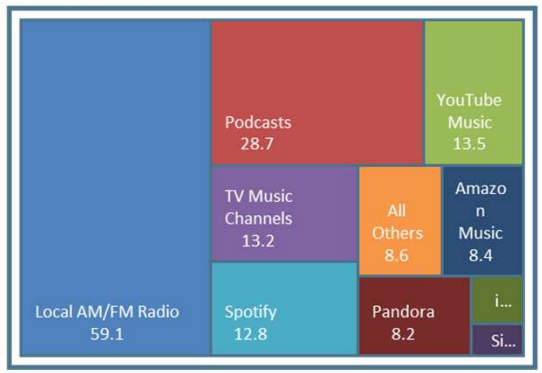


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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 496

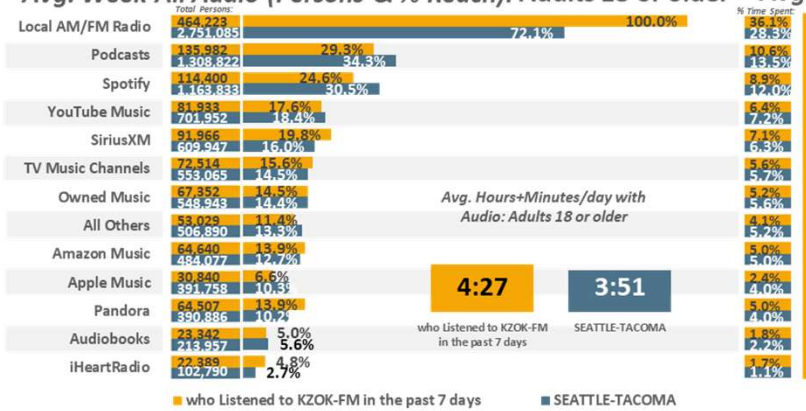
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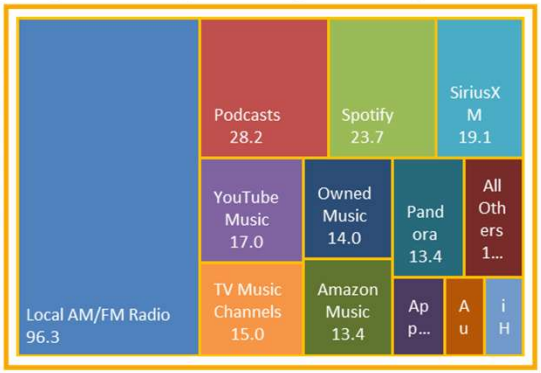
Radio Stations: KJEB-FM

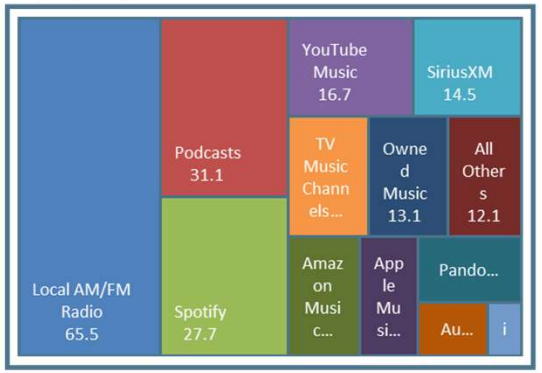
464,223 or 100.% of Adults 18 or older who Listened to KZOK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 87.9 minutes every day representing 45.7% of all time spent daily with Ad-Supported Audio.

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

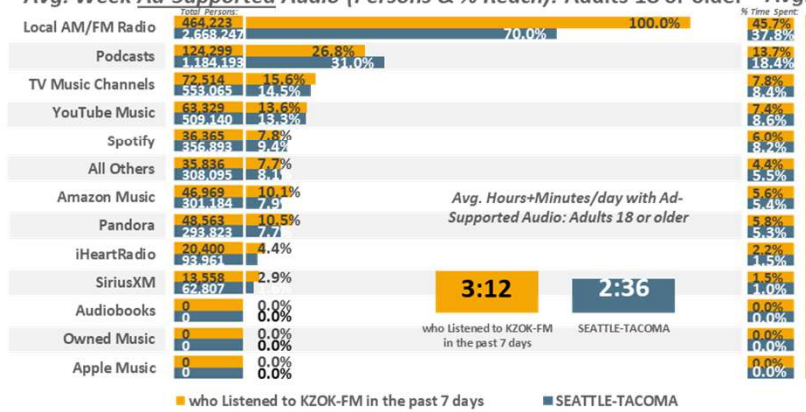


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

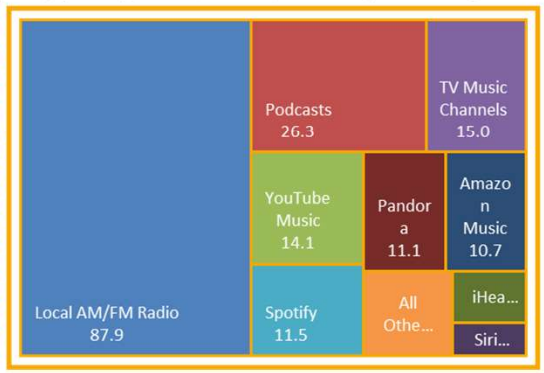


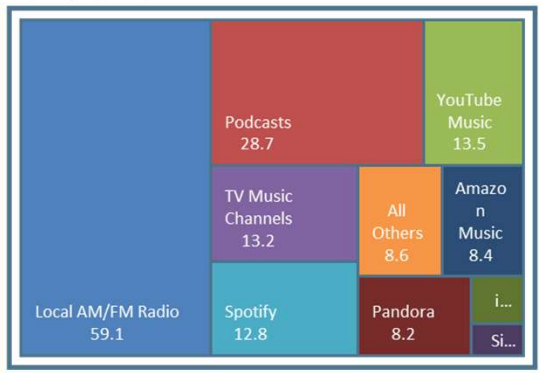


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





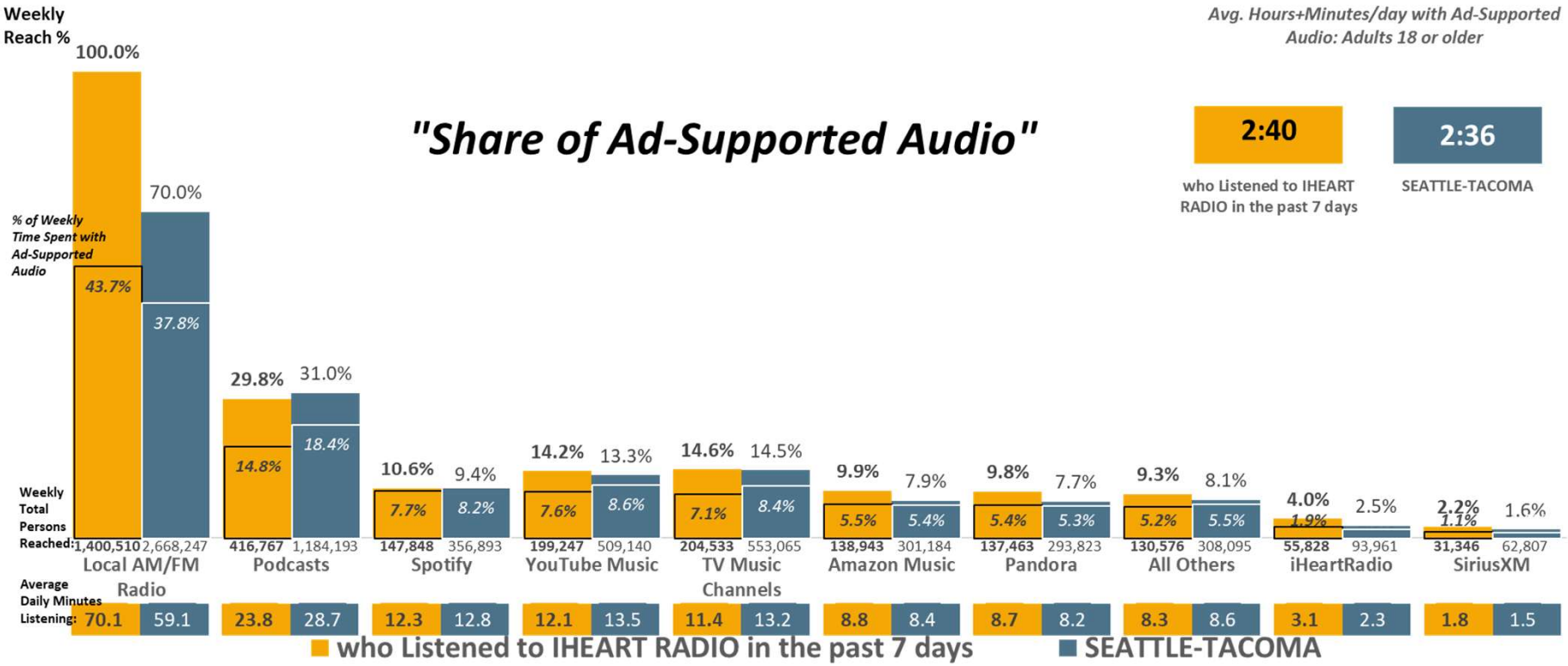
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 483

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Radio Stations: KZOK-FM

1,400,510 or 100.% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 70.1 minutes every day representing 43.7% of all time spent daily with Ad-Supported Audio.



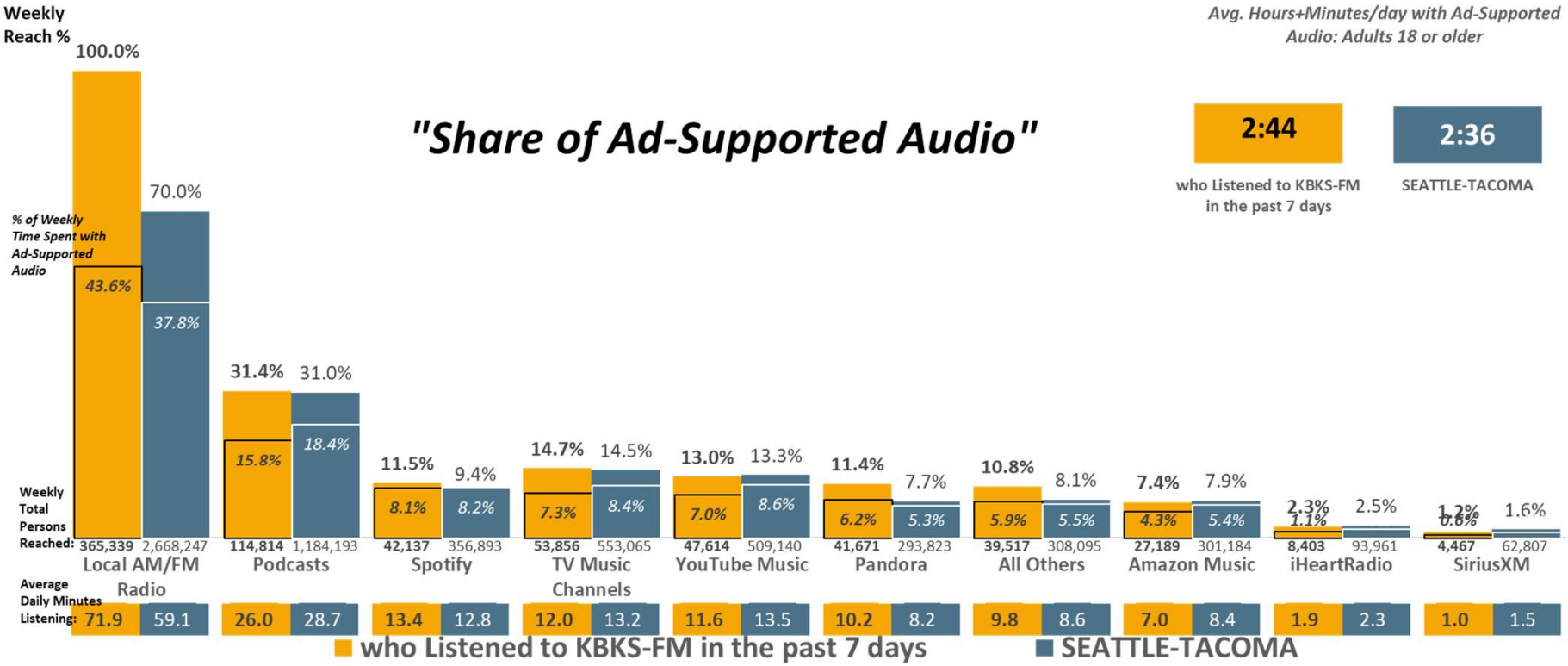
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,387 SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,801

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(Radio Stations: KBKS-FM OR Radio Stations: KJAQ-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)

365,339 or 100.% of Adults 18 or older who Listened to KBKS-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 71.9 minutes every day representing 43.6% of all time spent daily with Ad-Supported Audio.



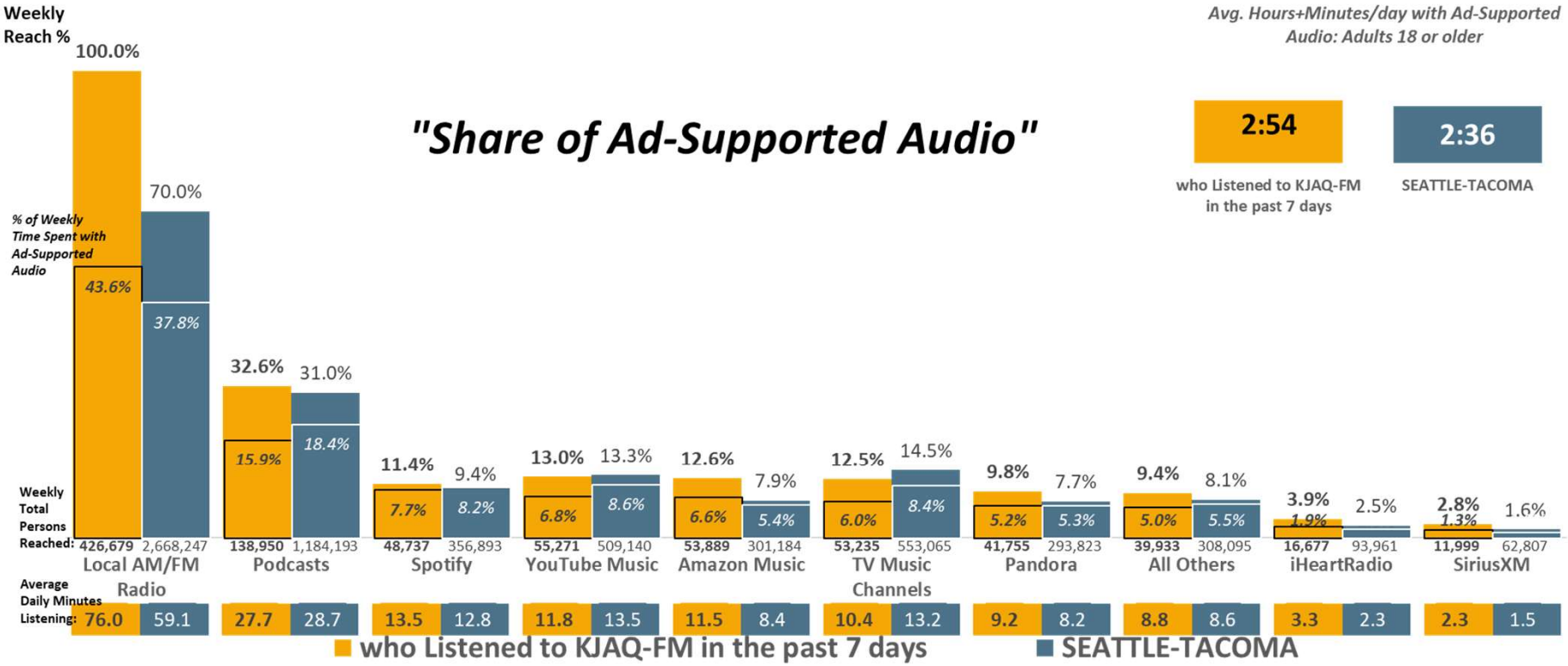
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 350 SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,801

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Radio Stations: KBKS-FM

426,679 or 100.% of Adults 18 or older who Listened to KJAQ-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 76. minutes every day representing 43.6% of all time spent daily with Ad-Supported Audio.



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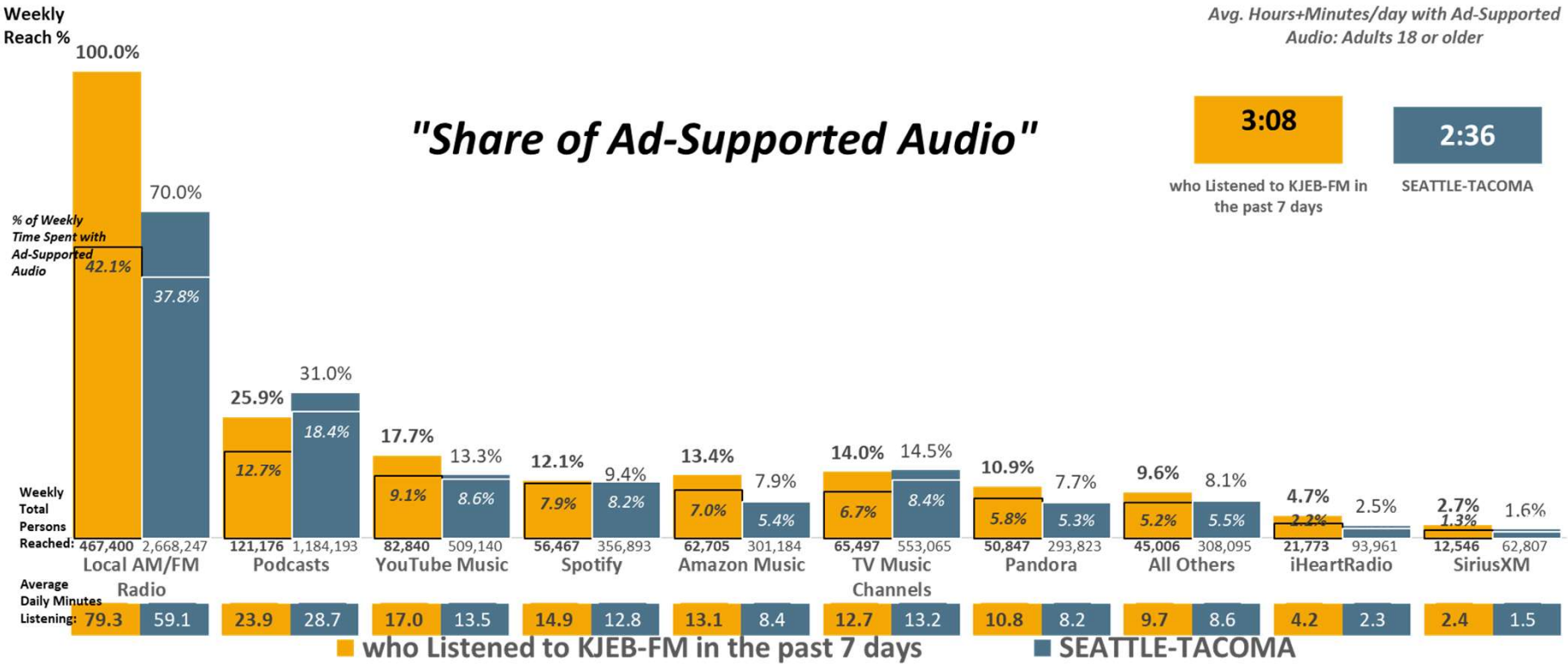
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Radio Stations: KJAQ-FM



467,400 or 100.% of Adults 18 or older who Listened to KJEB-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 79.3 minutes every day representing 42.1% of all time spent daily with Ad-Supported Audio.



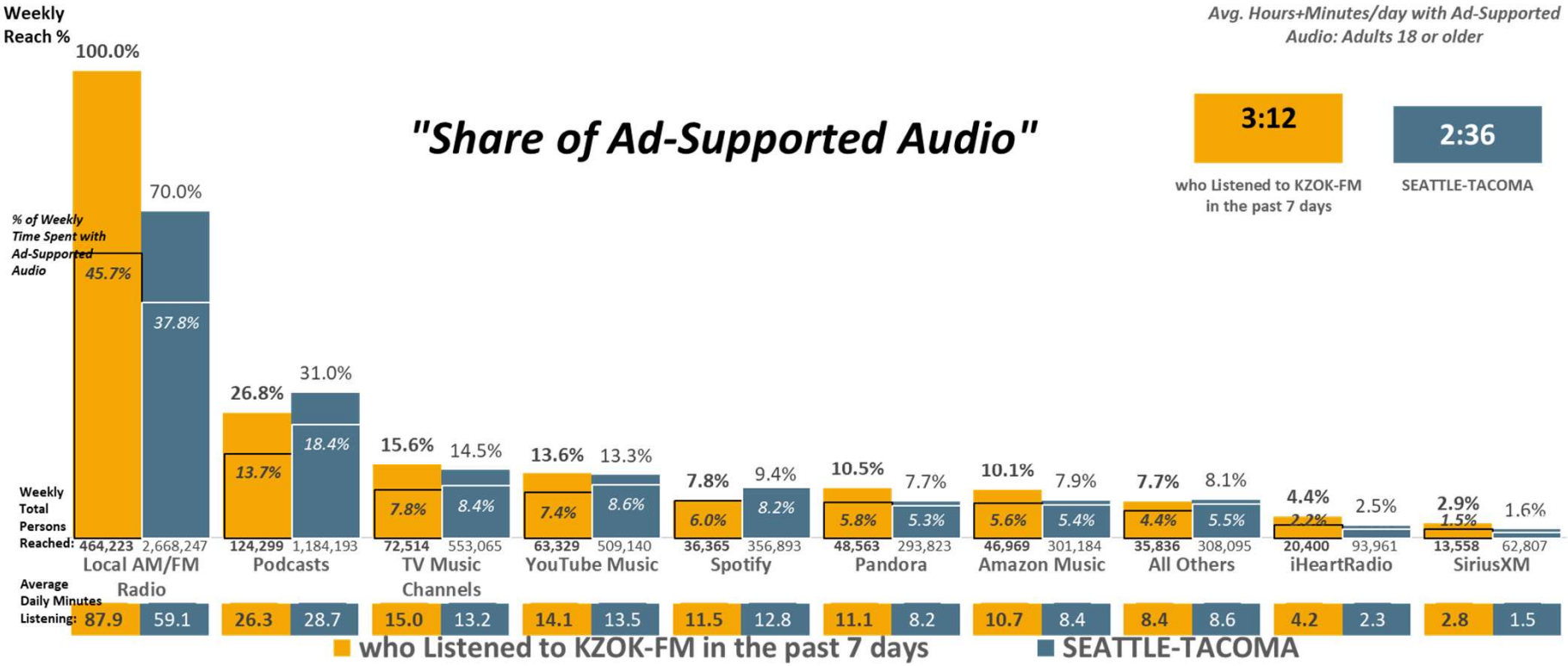
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 496 SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,801

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Radio Stations: KJEB-FM

464,223 or 100.% of Adults 18 or older who Listened to KZOK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 87.9 minutes every day representing 45.7% of all time spent daily with Ad-Supported Audio.



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 483 SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,801

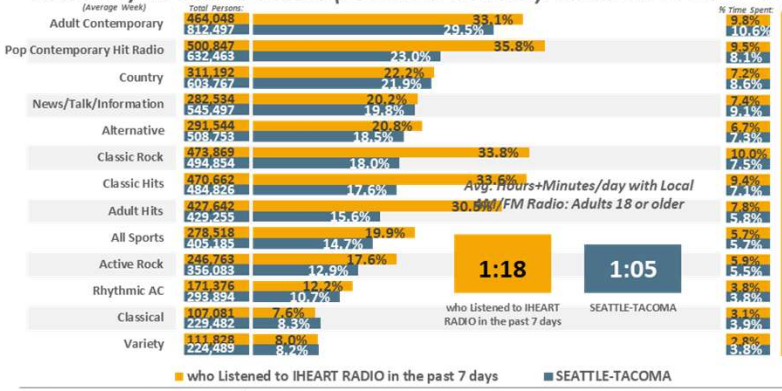
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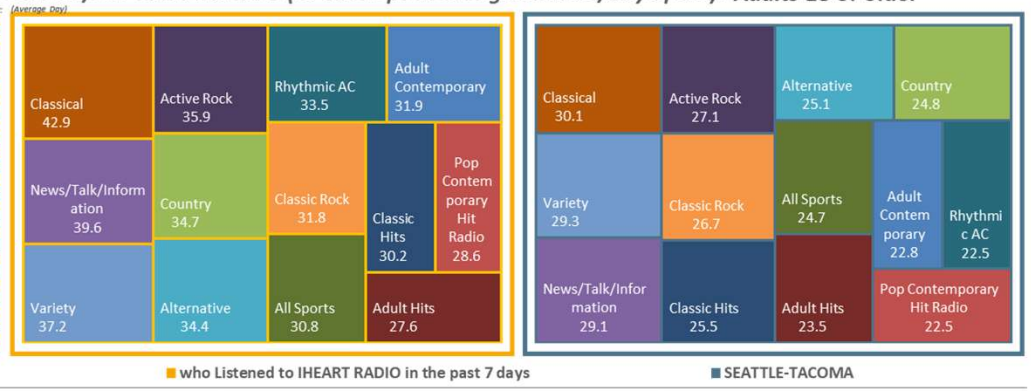
Radio Stations: KZOK-FM

1,400,510 or 100.% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Classic Rock, Classic Hits, Adult Contemporary, and Adult Hits.

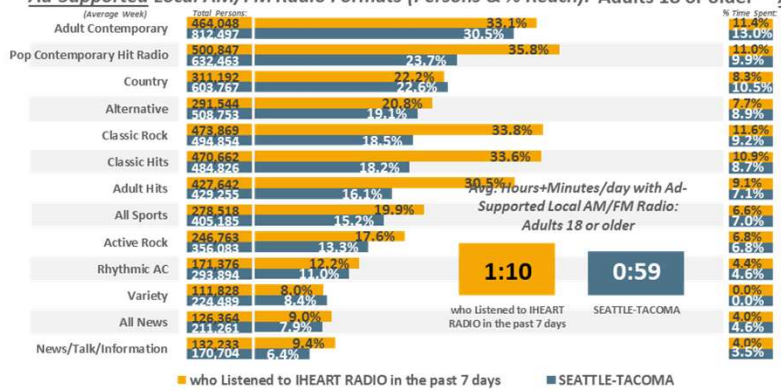
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



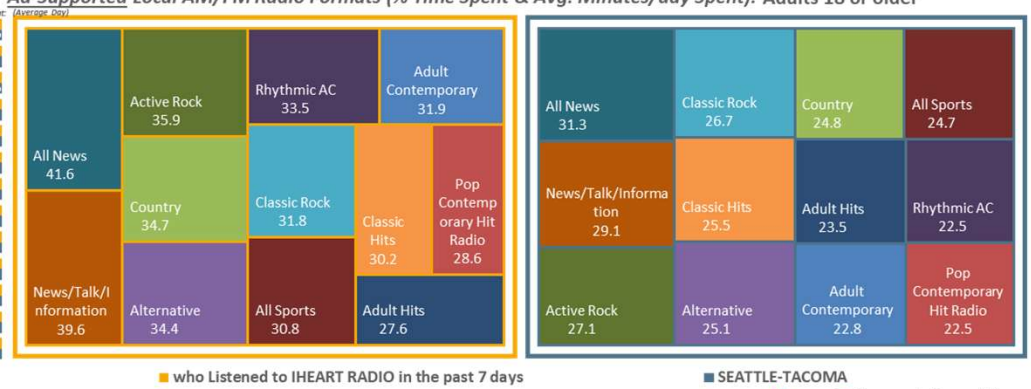
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 1,387

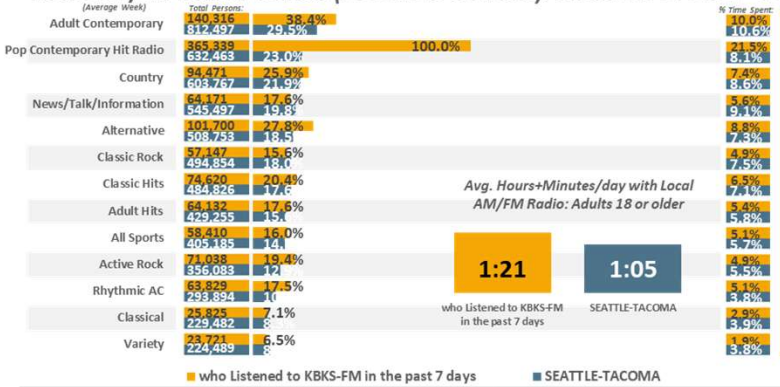
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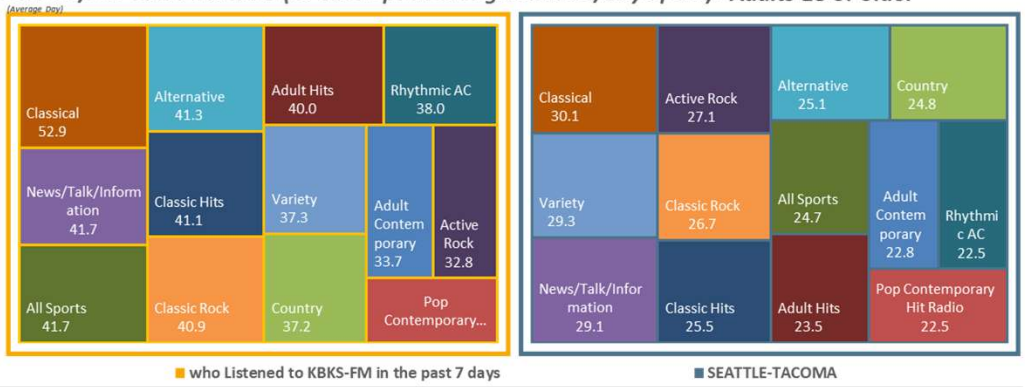
(Radio Stations: KBKS-FM OR Radio Stations: KJAQ-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)

365,339 or 100.% of Adults 18 or older who Listened to KBKS-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 Classic Hits.

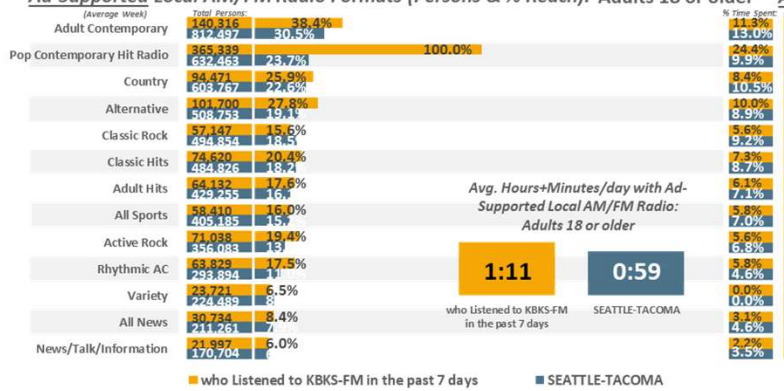
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



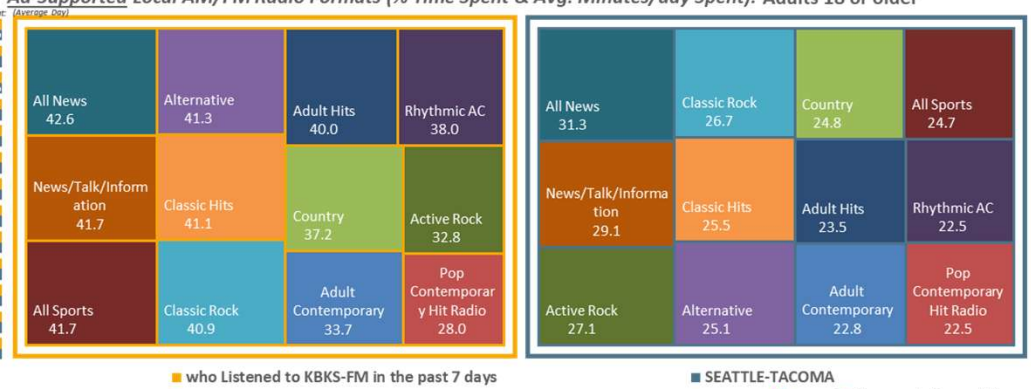
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 350

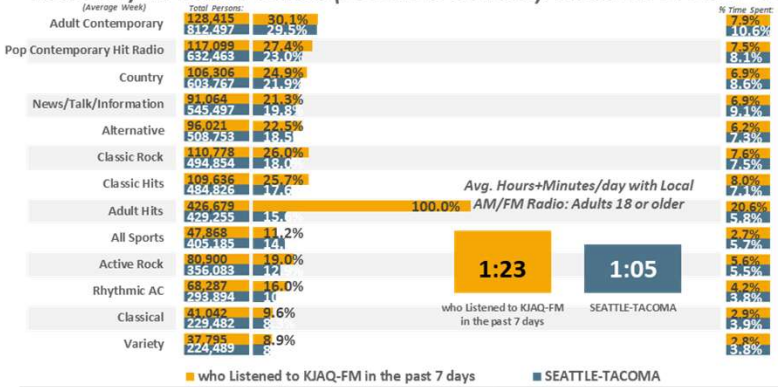
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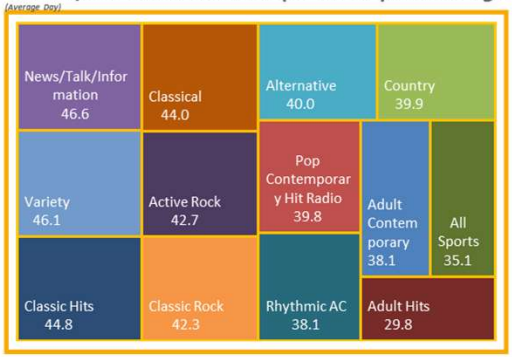
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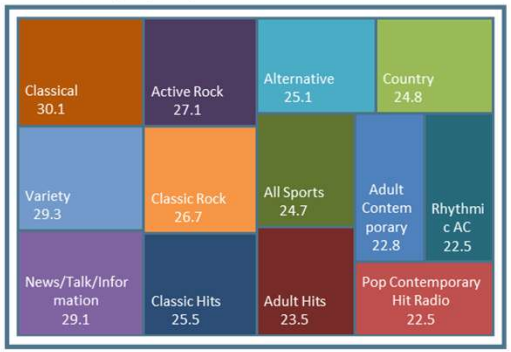
Radio Stations: KBKS-FM

426,679 or 100.% of Adults 18 or older who Listened to KJAQ-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Hits, Adult Contemporary, Pop Contemporary Hit Radio, Classic Rock, and Classic Hits.

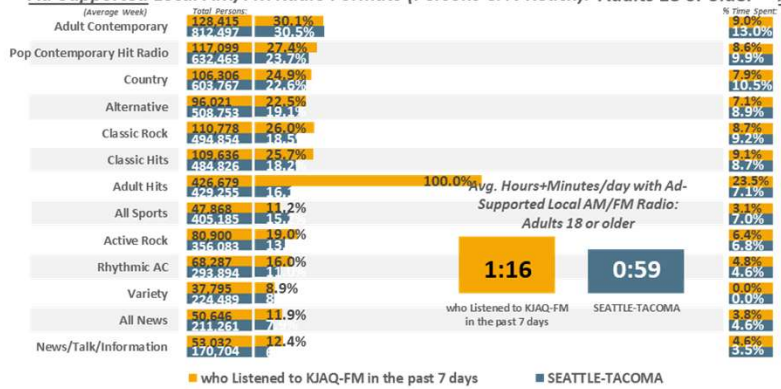
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older

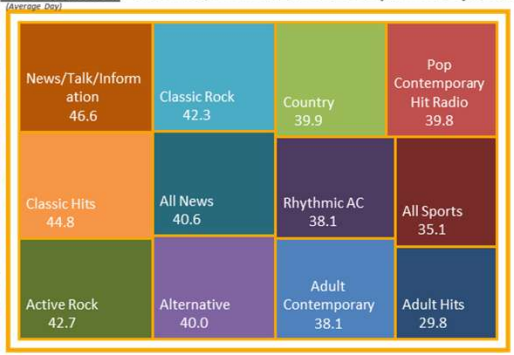


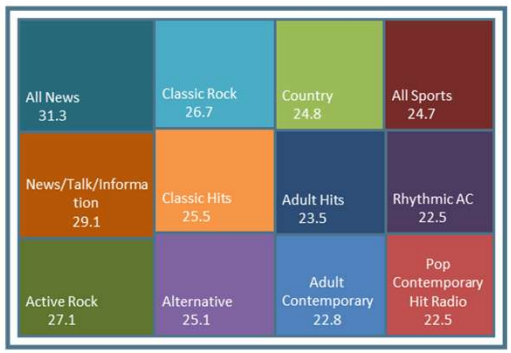




Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older







SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 433

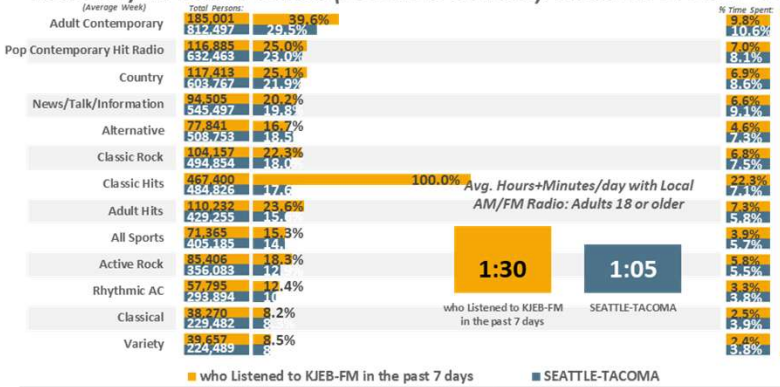
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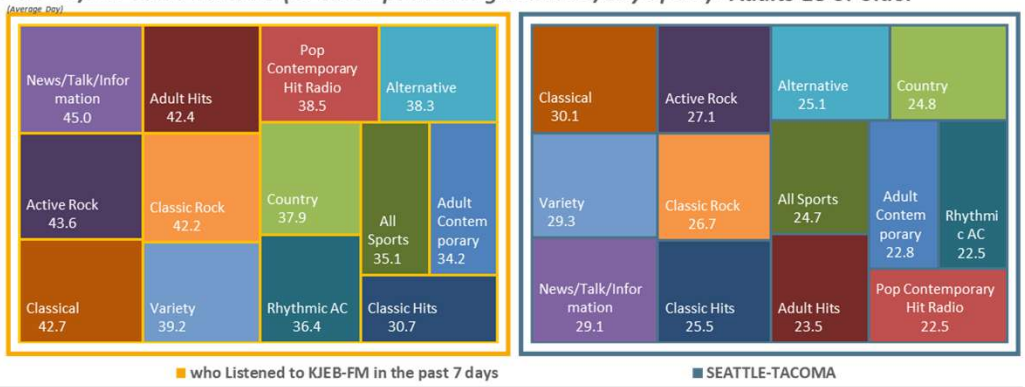
Radio Stations: KJAQ-FM

467,400 or 100.% of Adults 18 or older who Listened to KJEB-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Country, Pop Contemporary Hit Radio, and Adult Hits.

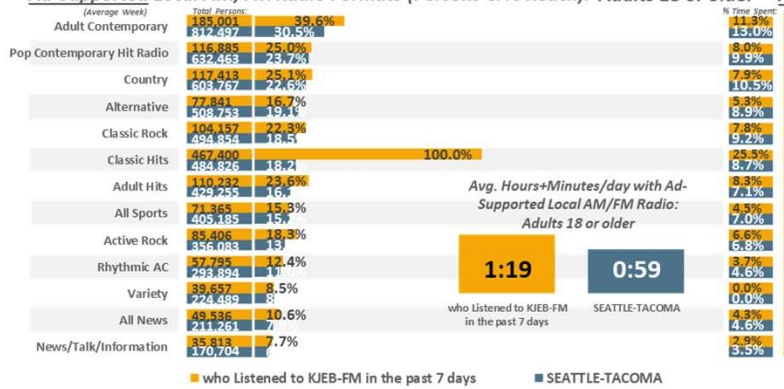
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



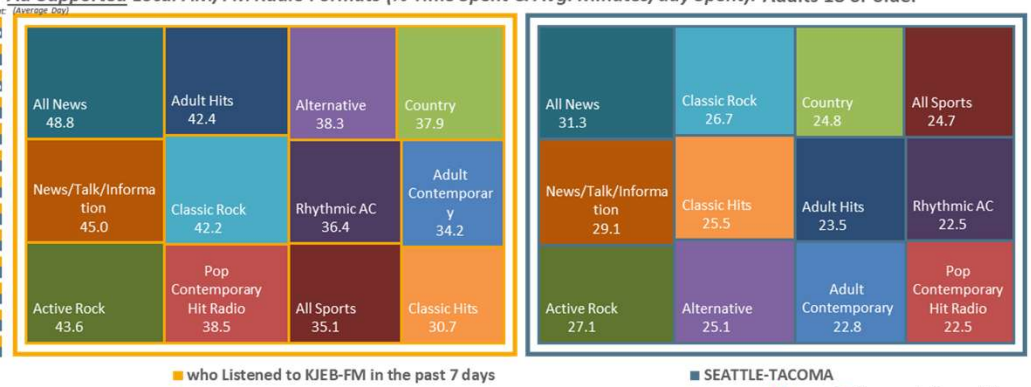
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 496

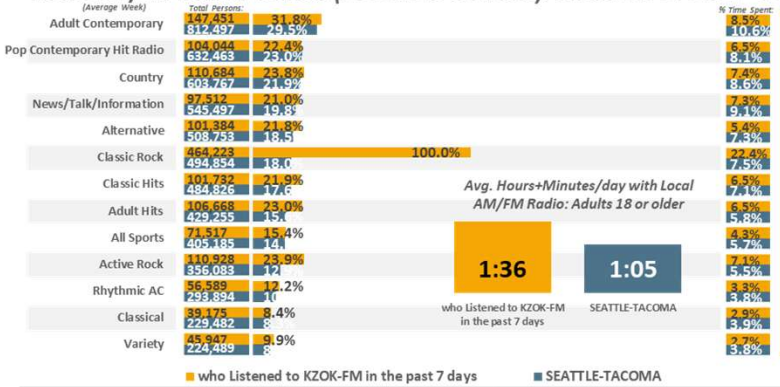
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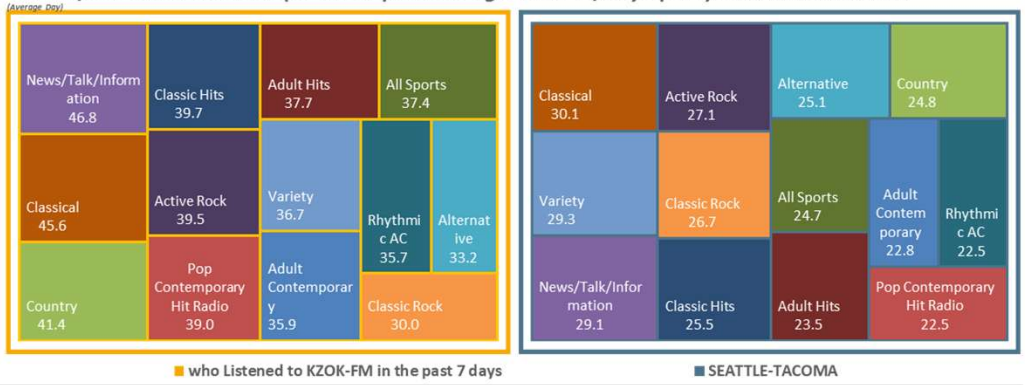
Radio Stations: KJEB-FM

464,223 or 100.% of Adults 18 or older who Listened to KZOK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Adult Contemporary, Active Rock, Country, and Adult Hits.

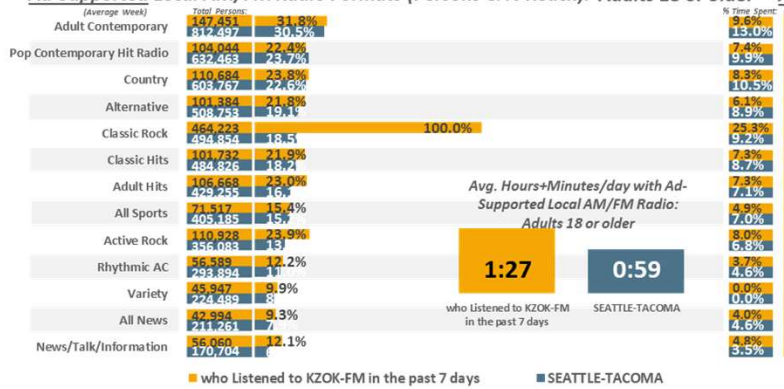
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



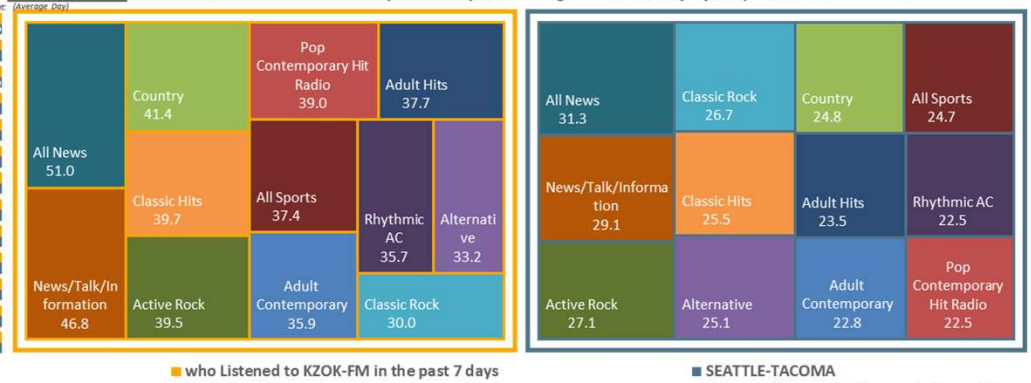
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 483

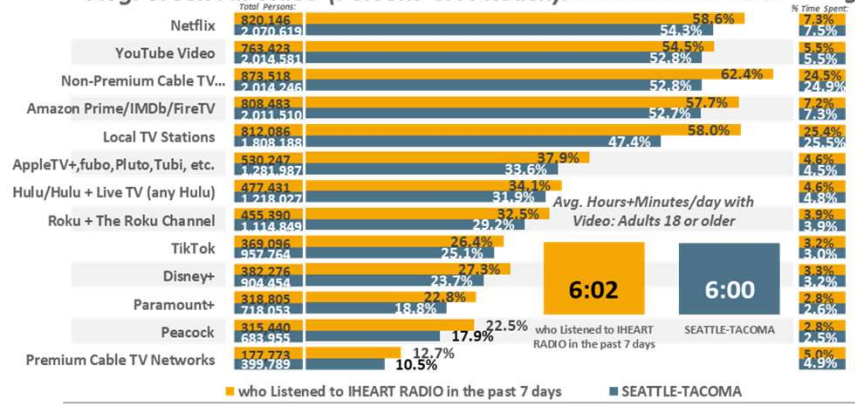
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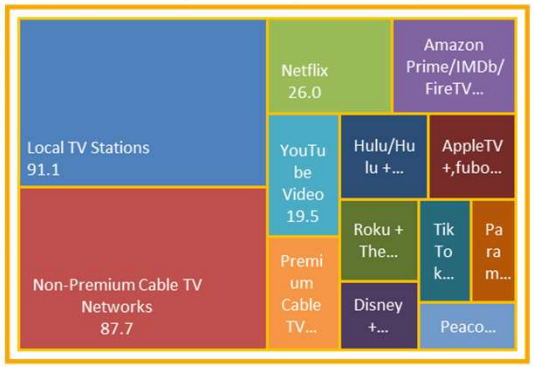
Radio Stations: KZOK-FM

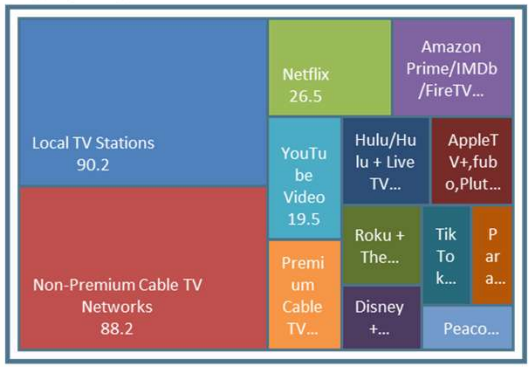
802,413 or 57.3% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 86.1 minutes every day representing 28.9% of all time spent daily with Ad-Supported Video.

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

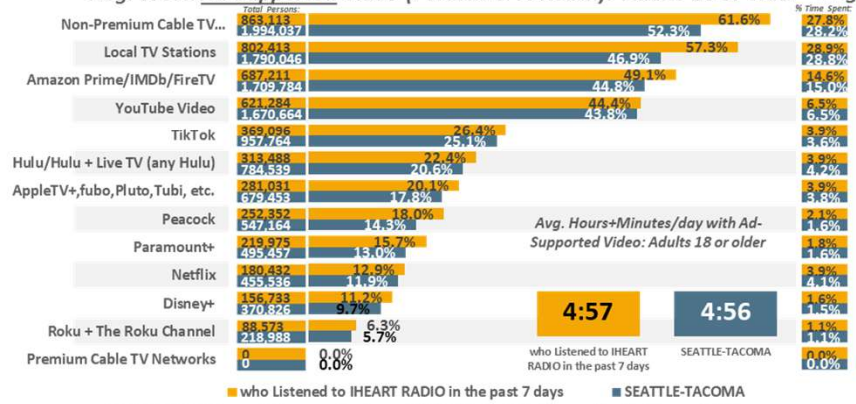


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

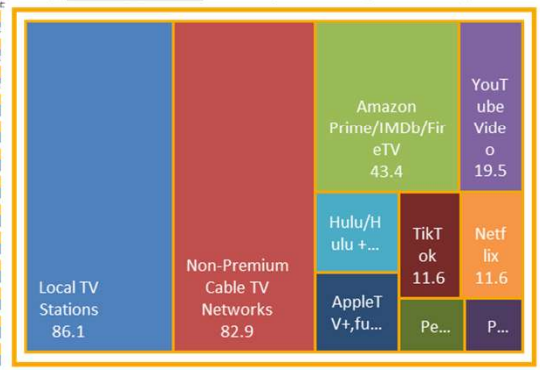


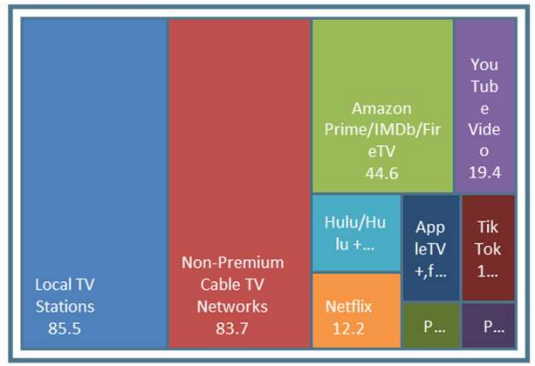


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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 1,387

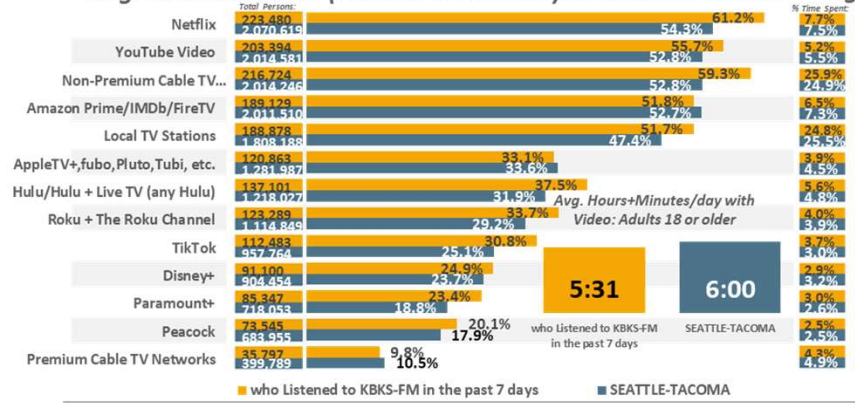
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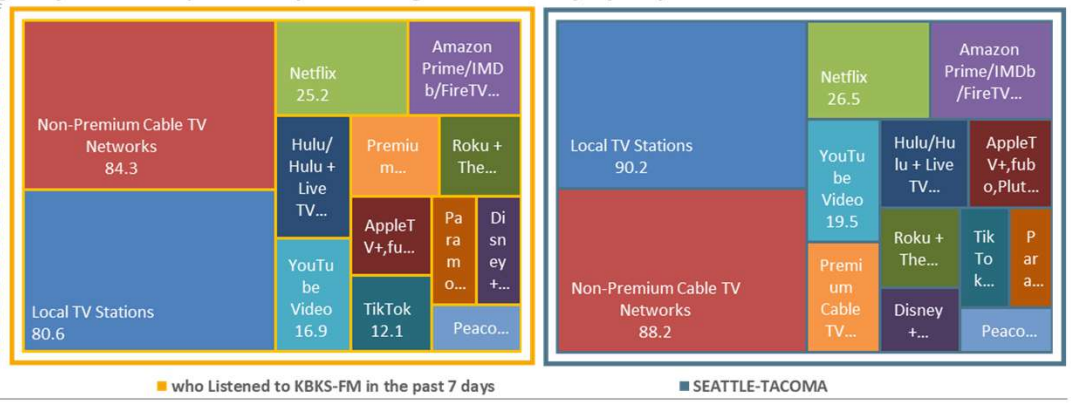
(Radio Stations: KBKS-FM OR Radio Stations: KJAQ-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)

187,015 or 51.2% of Adults 18 or older who Listened to KBKS-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 77.3 minutes every day representing 28.5% of all time spent daily with Ad-Supported Video.

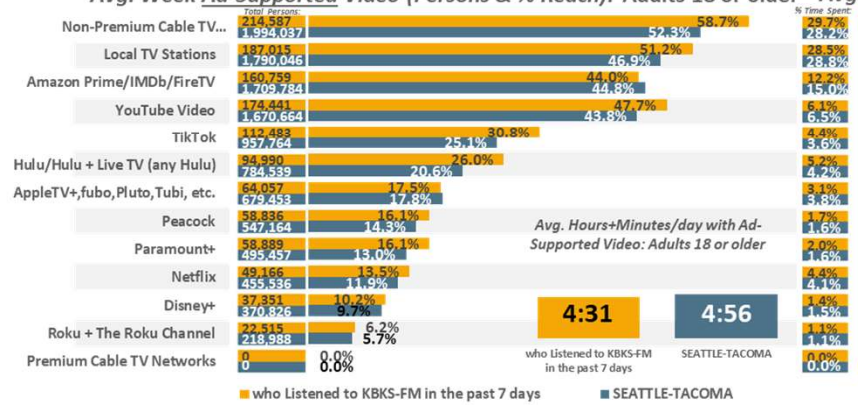
Avg. Week All Video (Persons & % Reach): Adults 18 or older



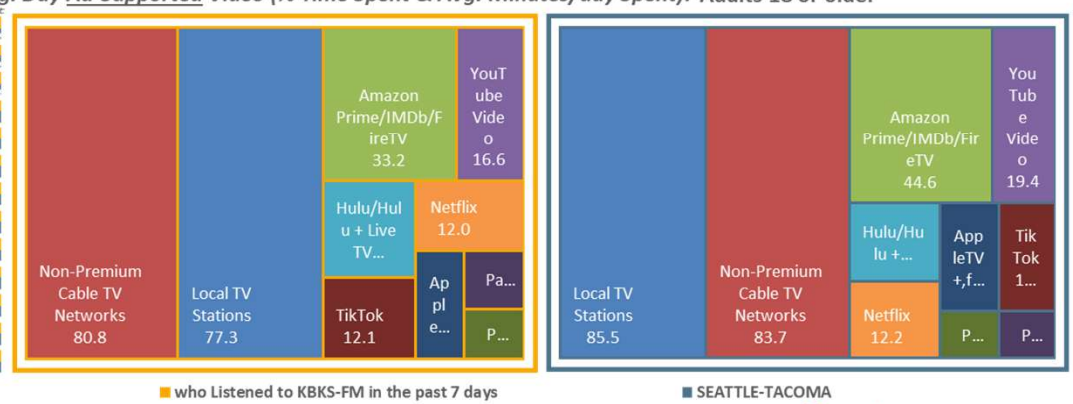
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 350

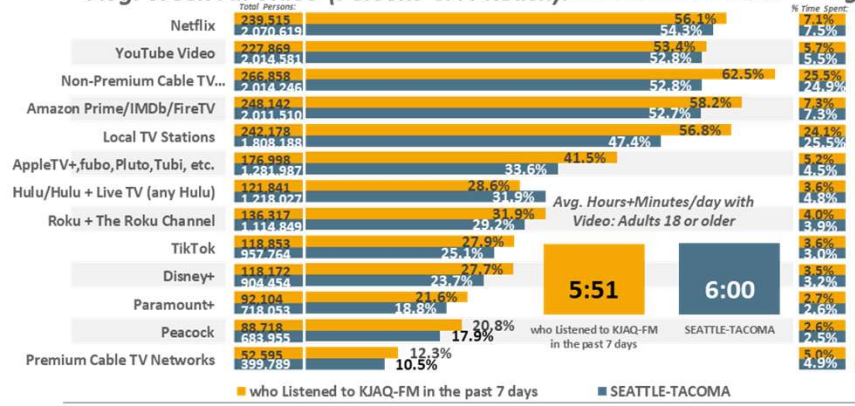
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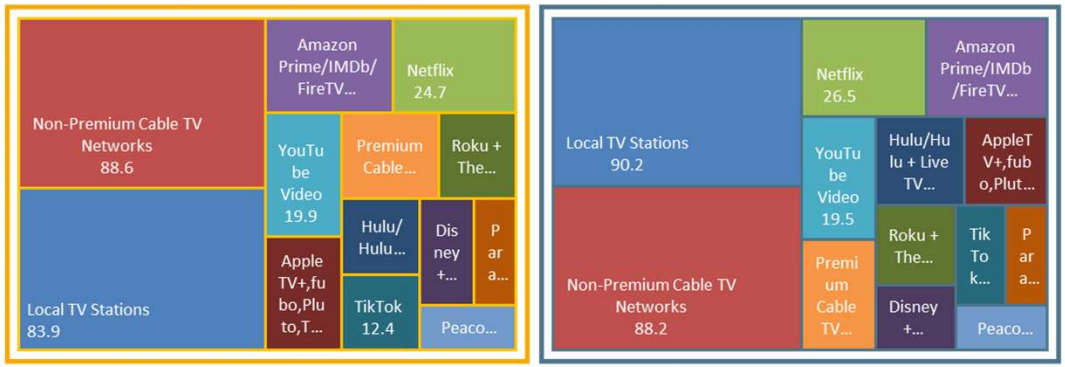
Radio Stations: KBKS-FM

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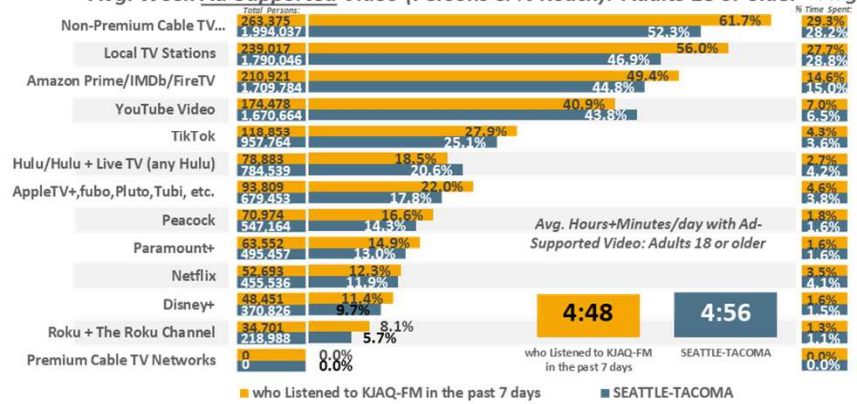
Avg. Week All Video (Persons & % Reach): Adults 18 or older



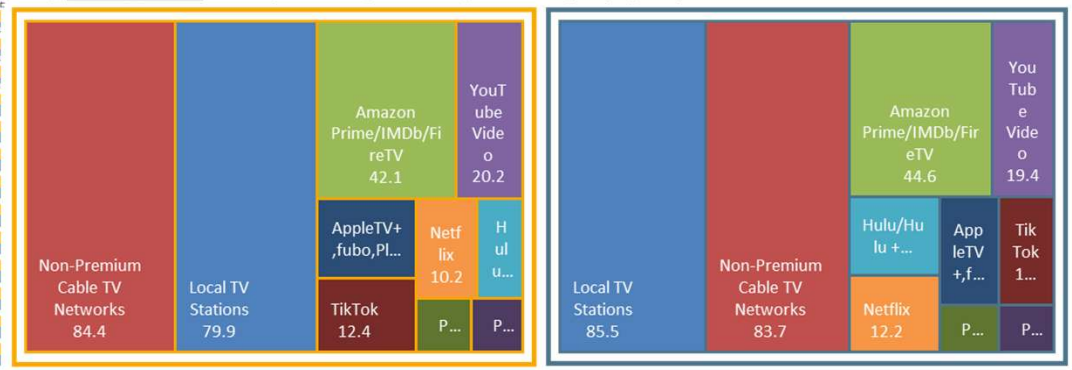
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 433

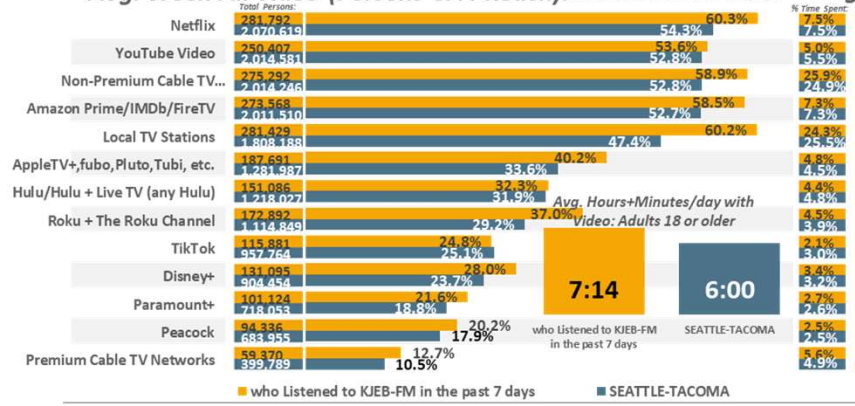
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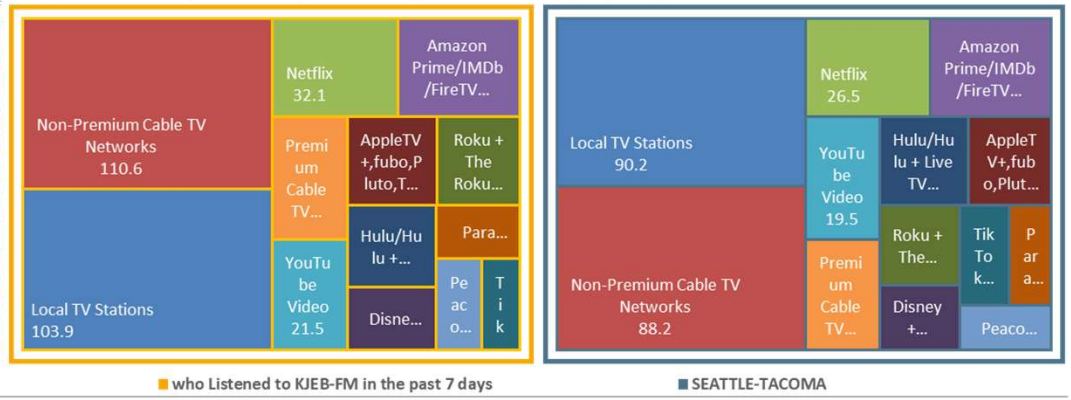
Radio Stations: KJAQ-FM

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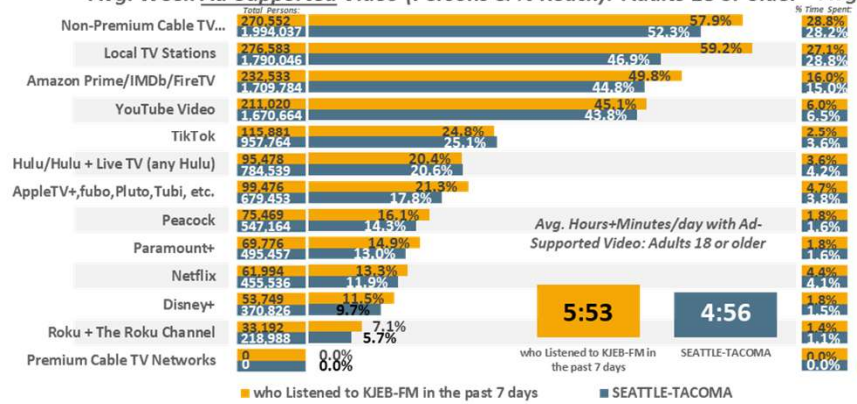
Avg. Week All Video (Persons & % Reach): Adults 18 or older



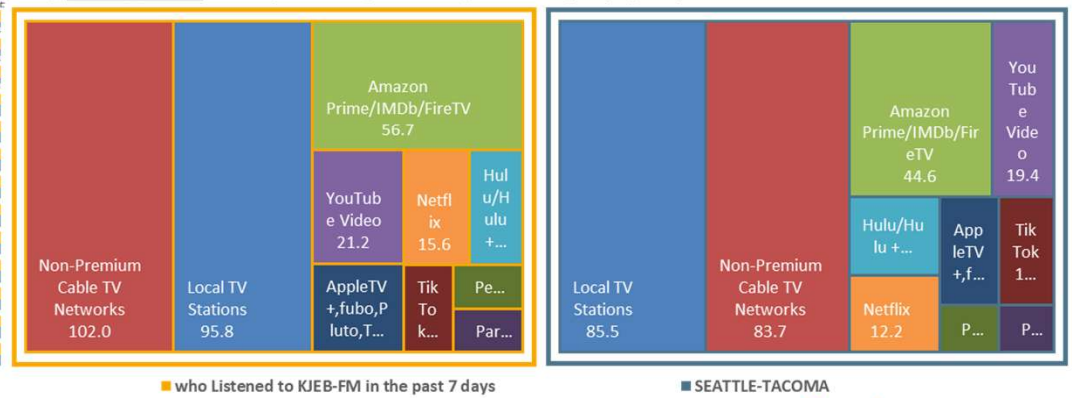
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 496

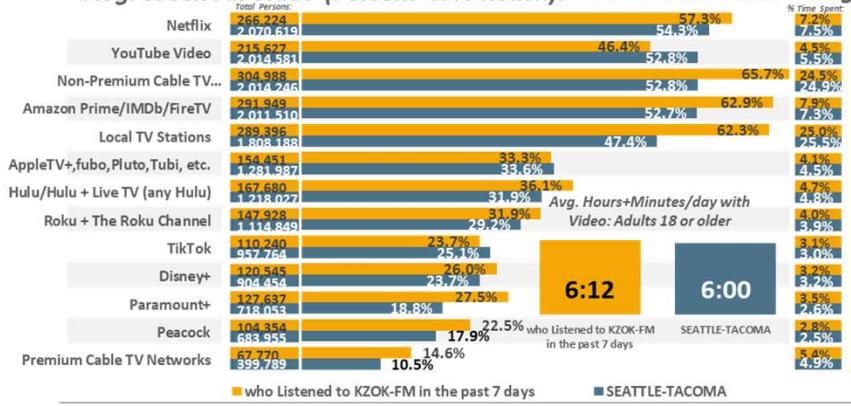
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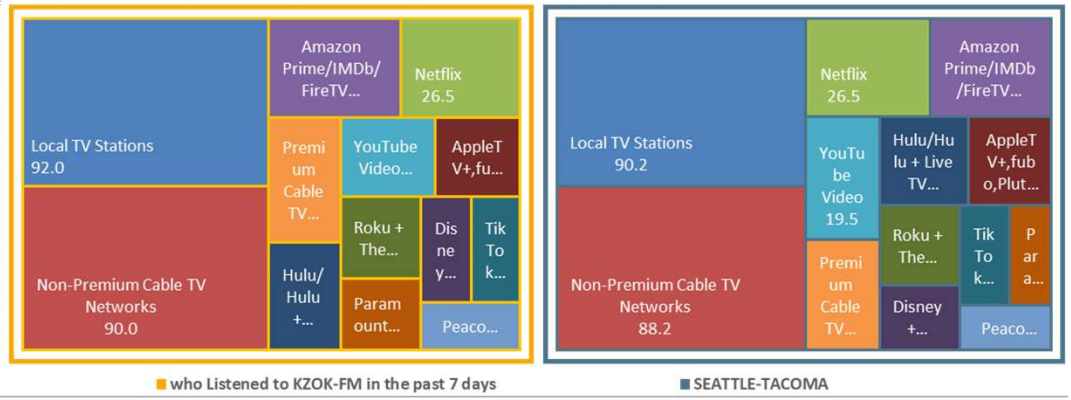
Radio Stations: KJEB-FM

286,540 or 61.7% of Adults 18 or older who Listened to KZOK-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 87.4 minutes every day representing 28.6% of all time spent daily with Ad-Supported Video.

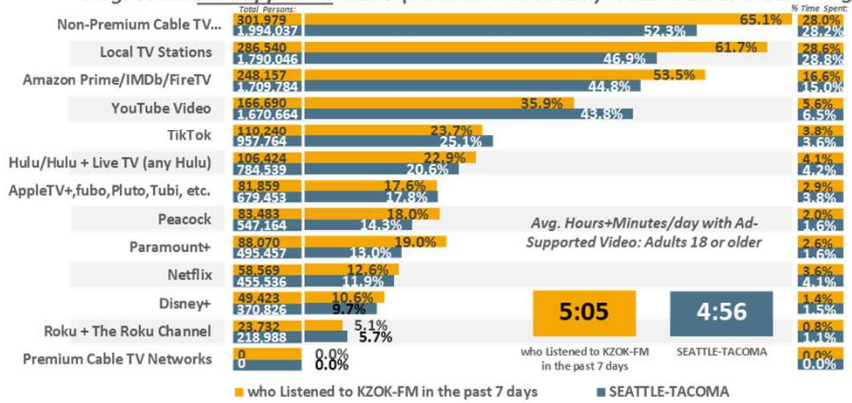
Avg. Week All Video (Persons & % Reach): Adults 18 or older



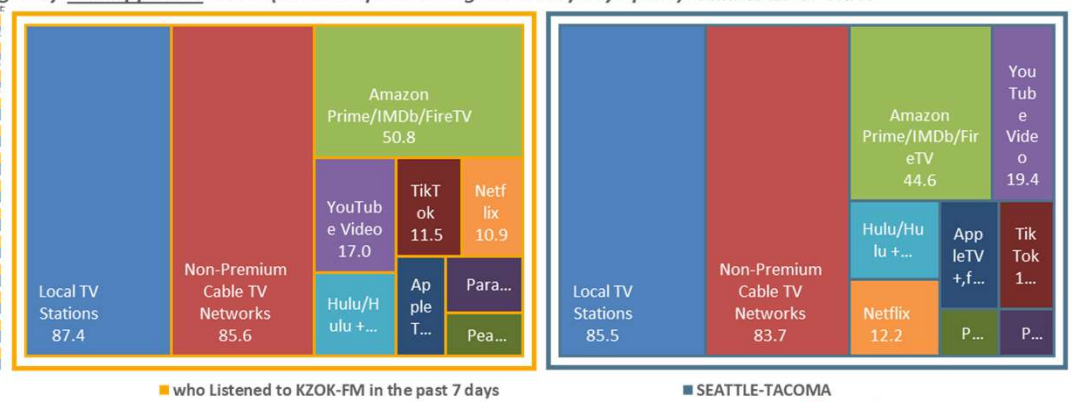
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



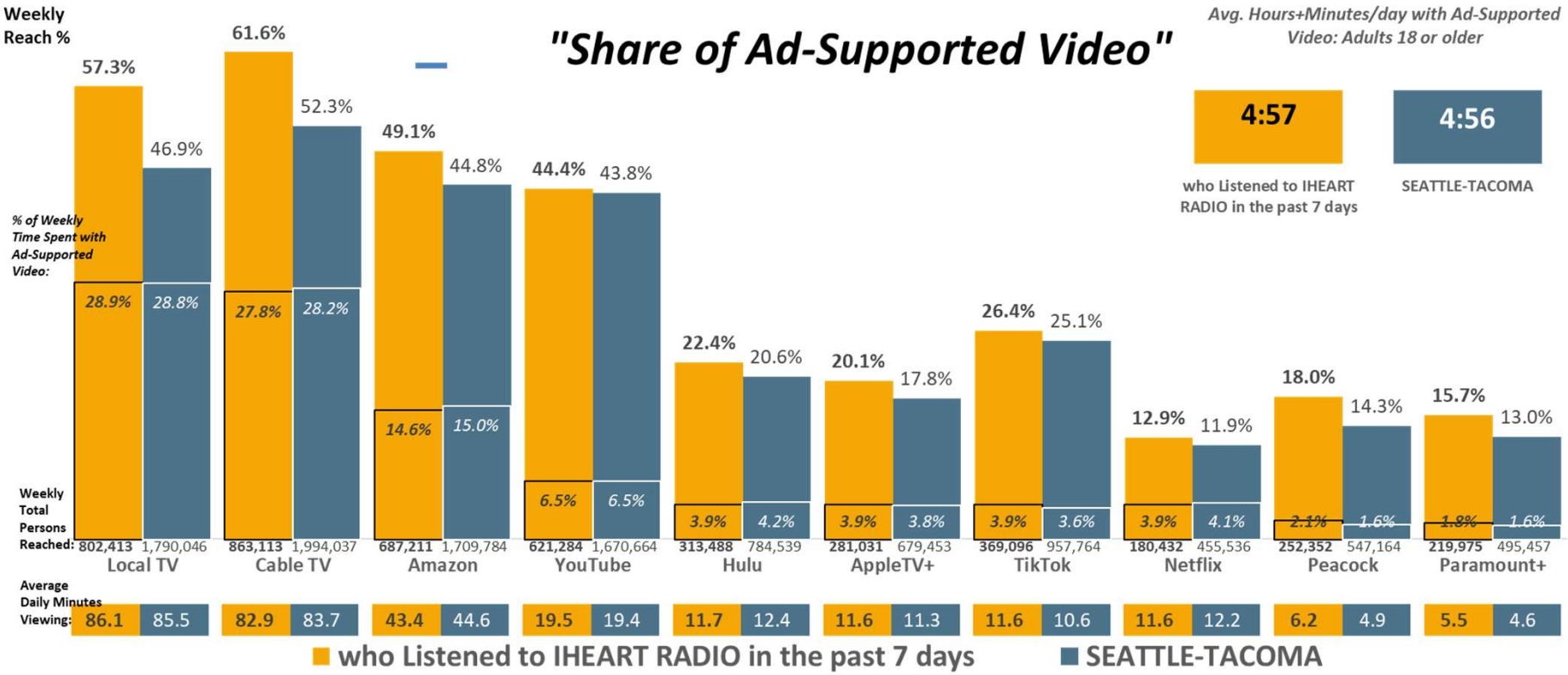
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 483

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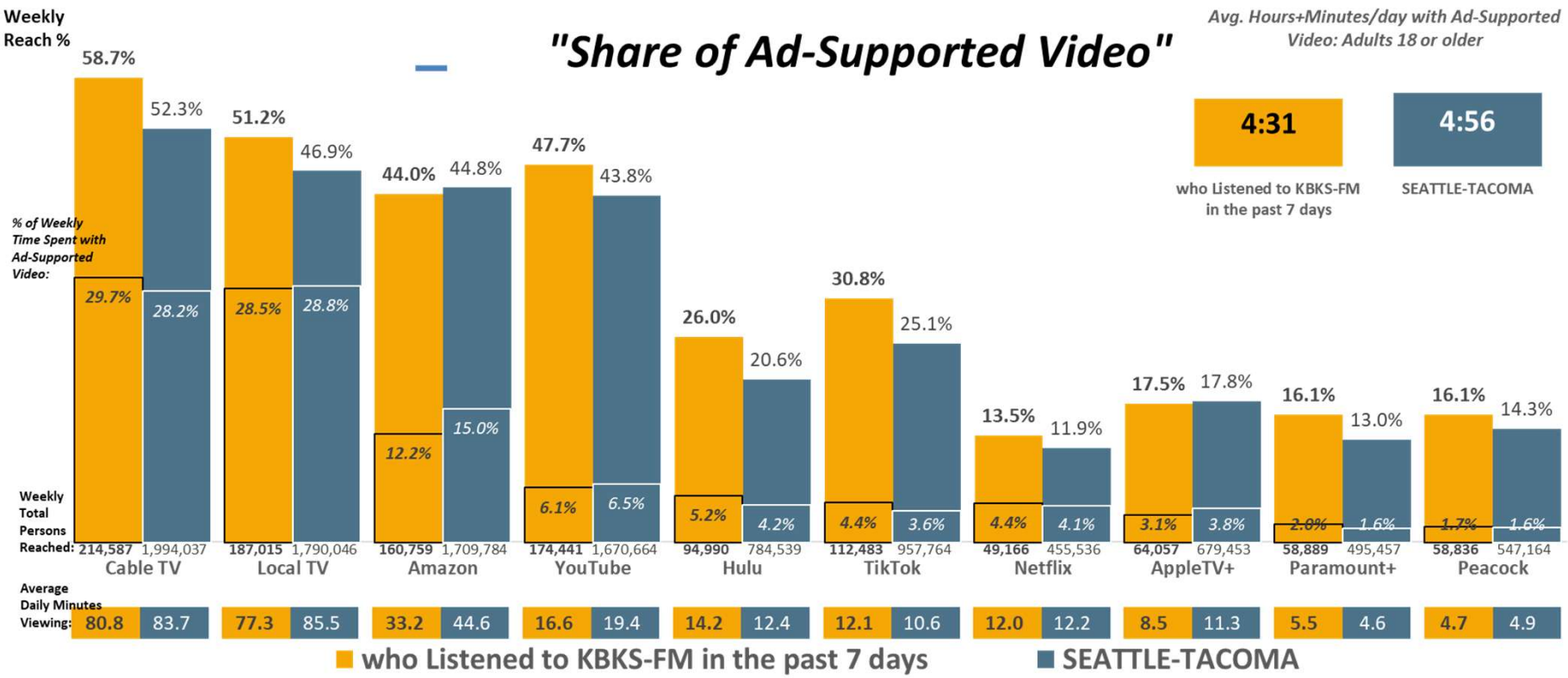
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,387 SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,801

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(Radio Stations: KBKS-FM OR Radio Stations: KJAQ-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)

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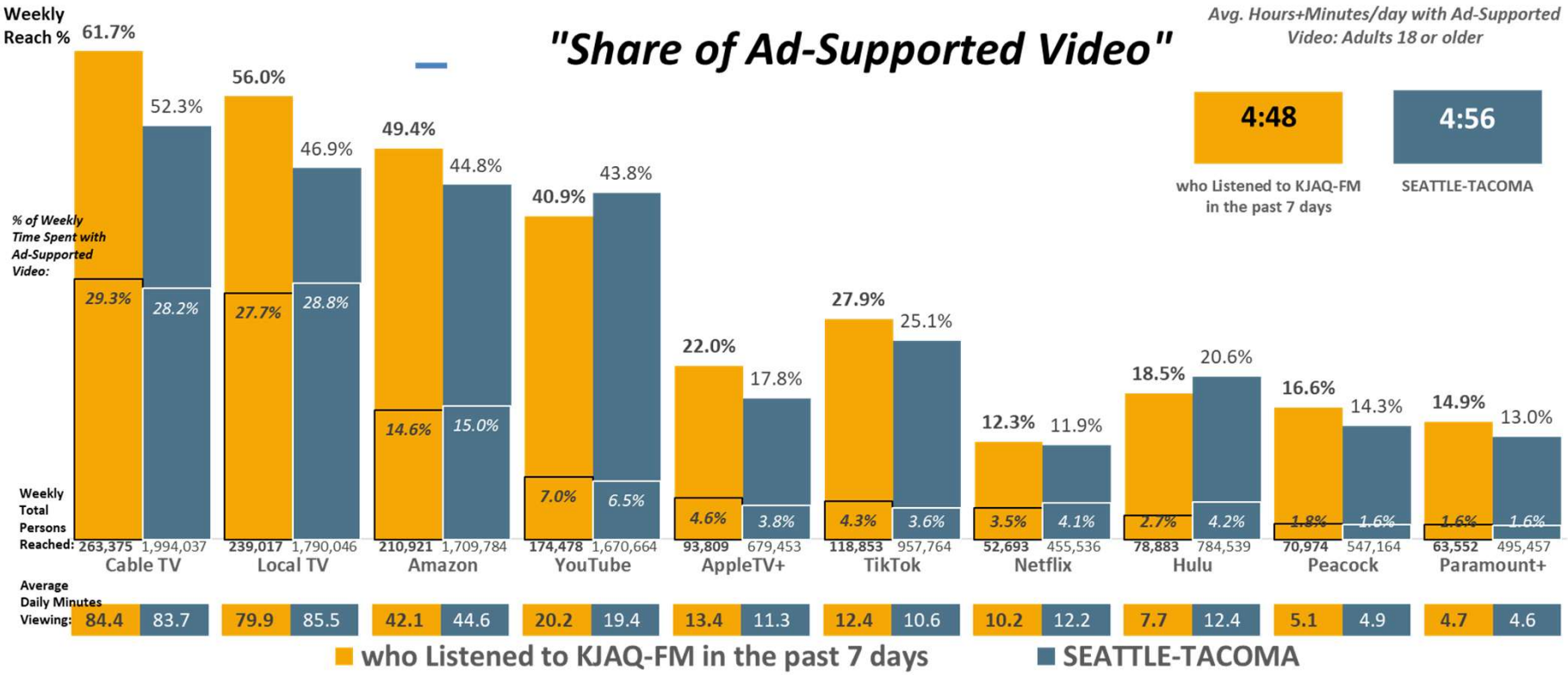
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 350 SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,801

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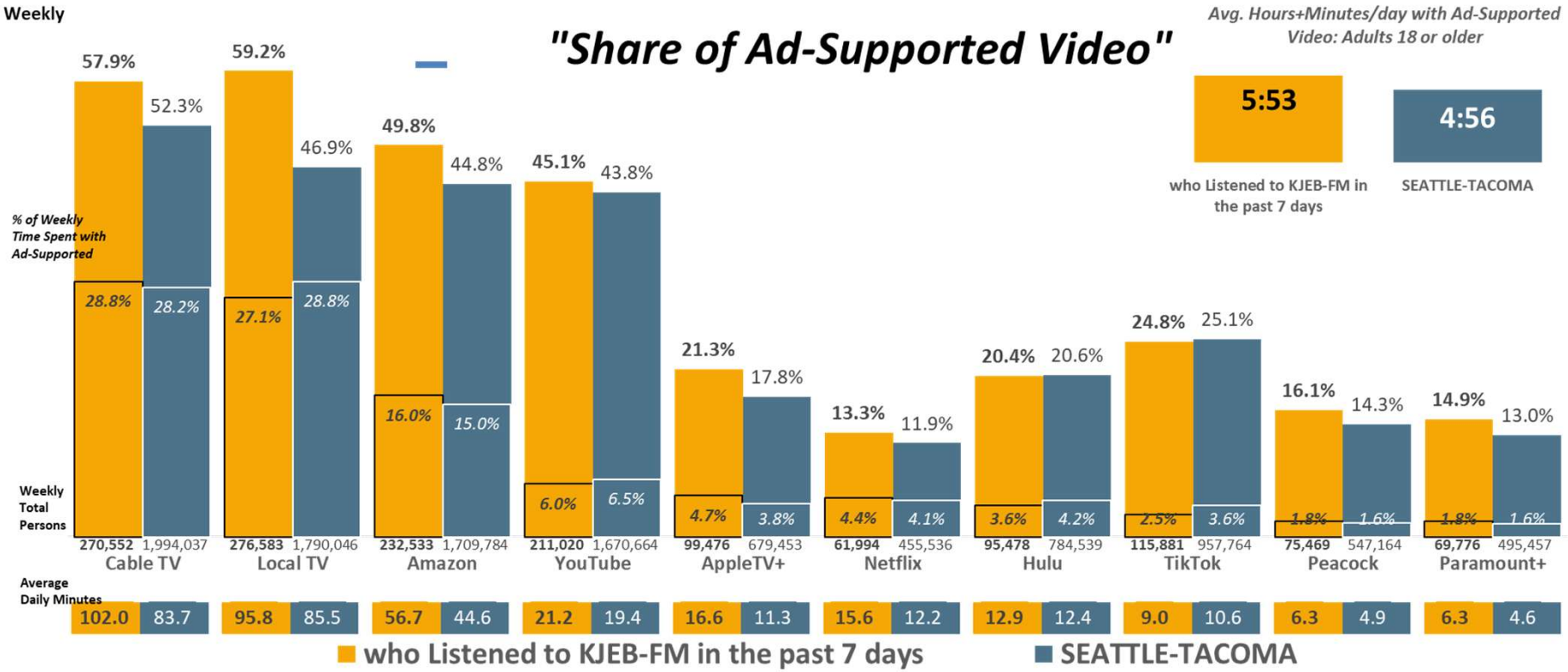
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 433 SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,801

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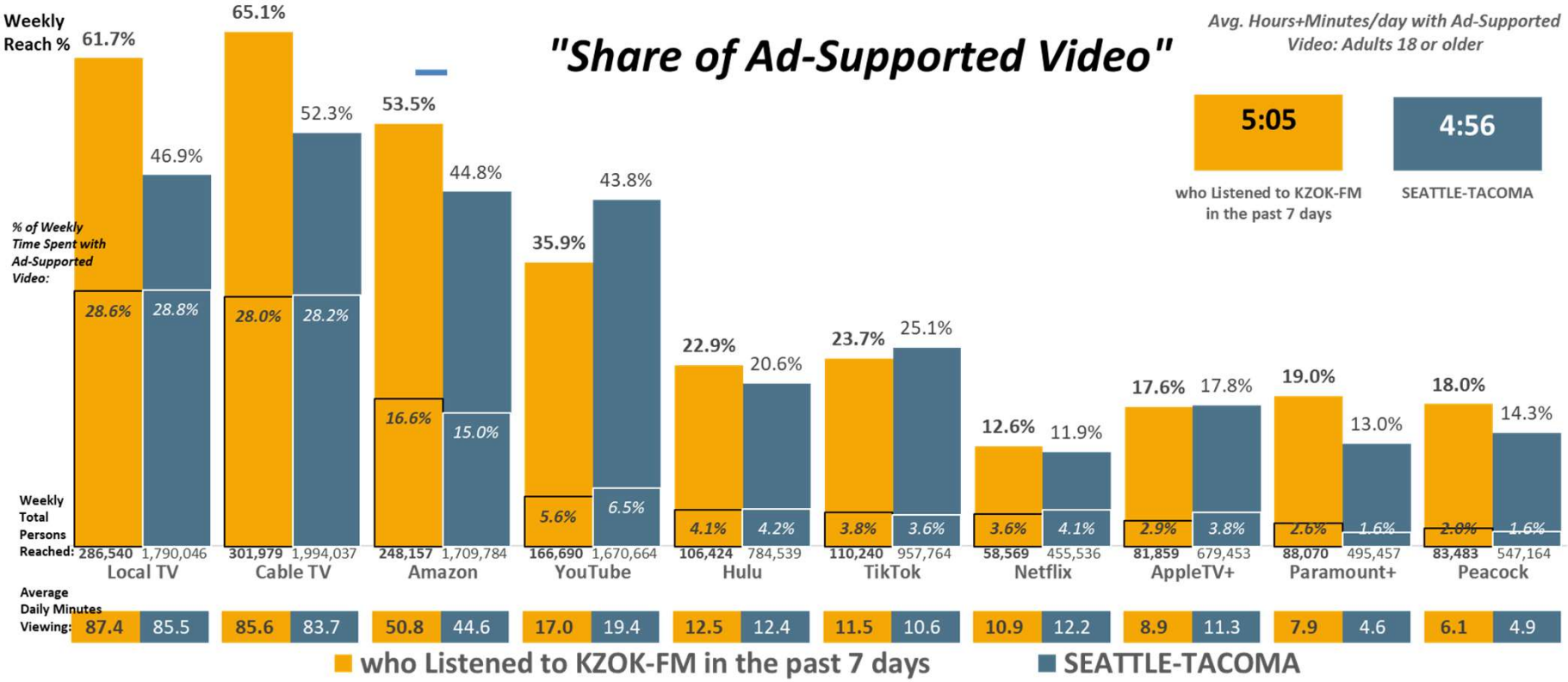
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 496 SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,801

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SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 483 SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,801

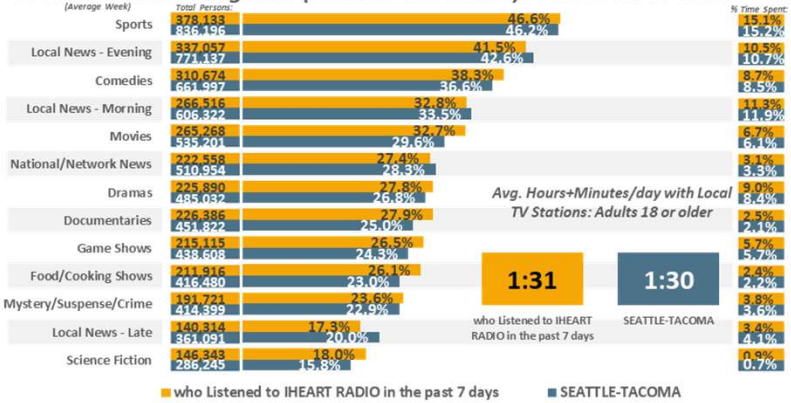
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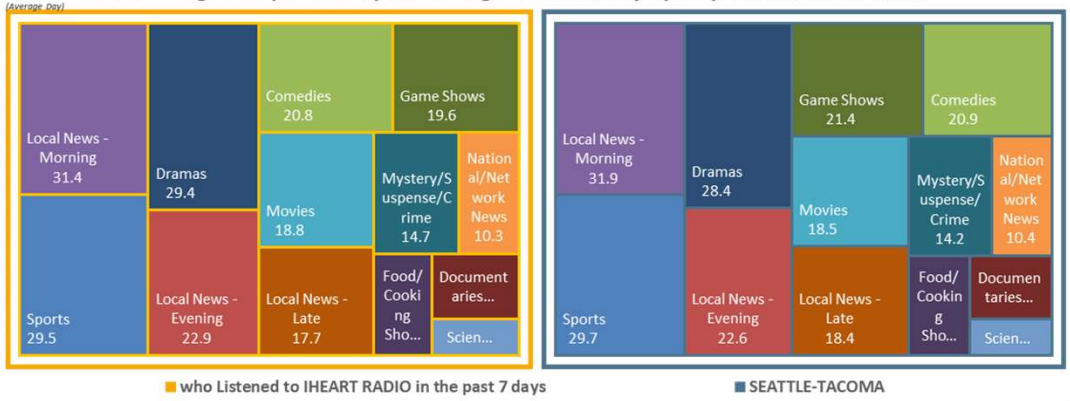
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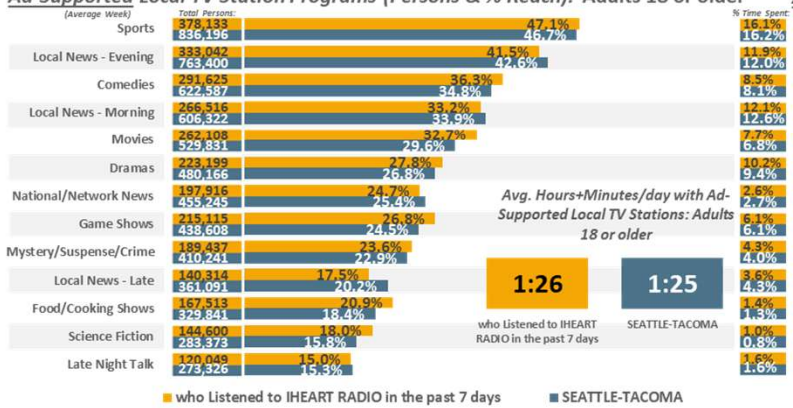
Local TV Station Programs (Persons & % Reach): Adults 18 or older



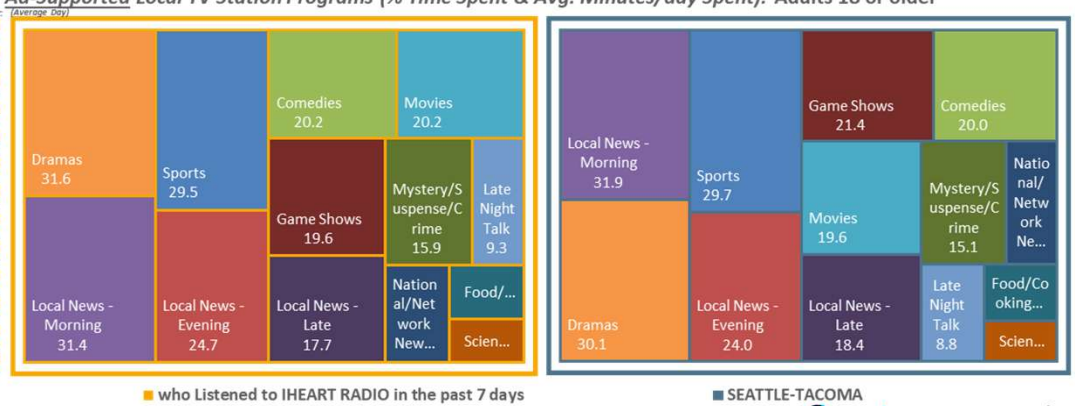
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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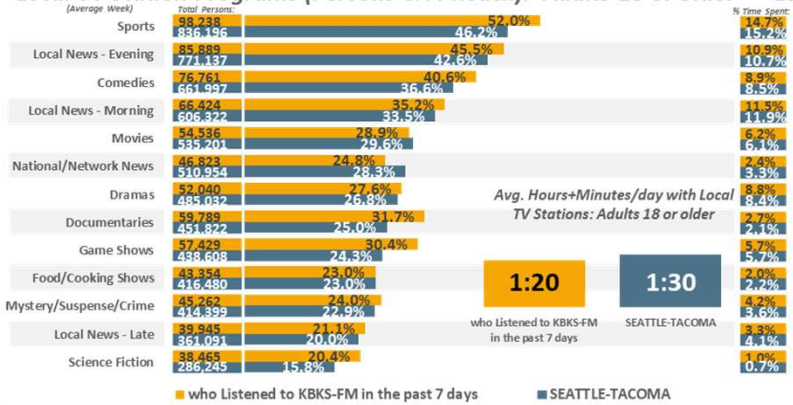
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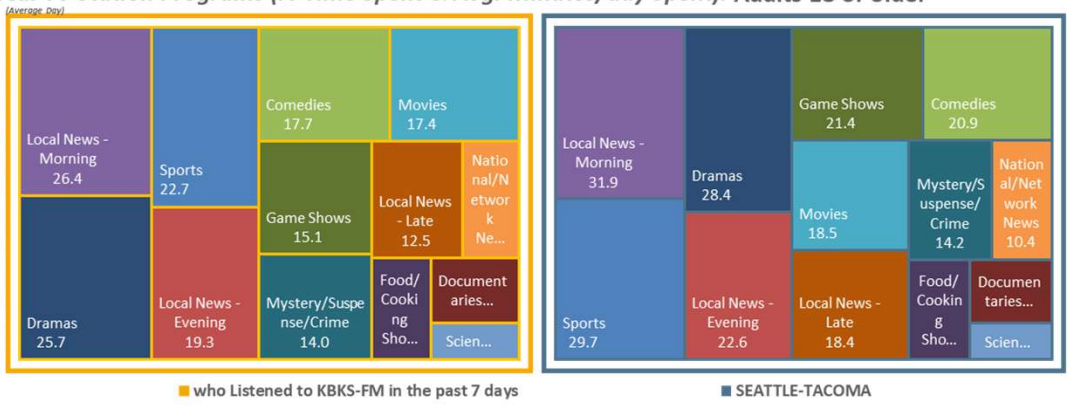
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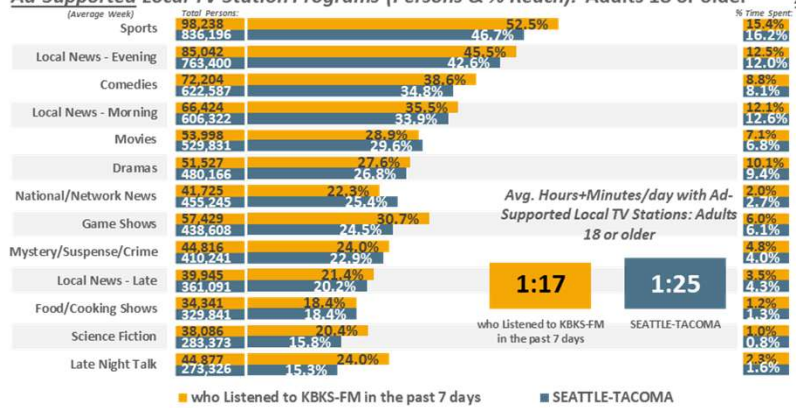
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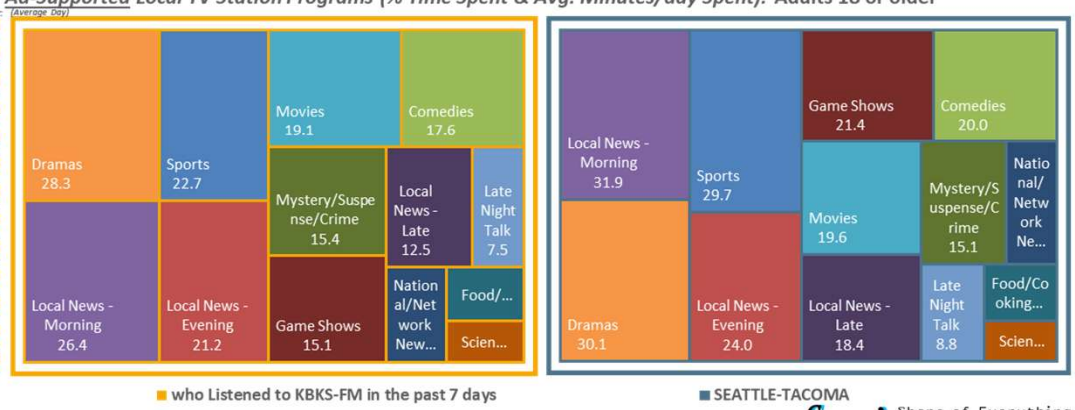
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 350

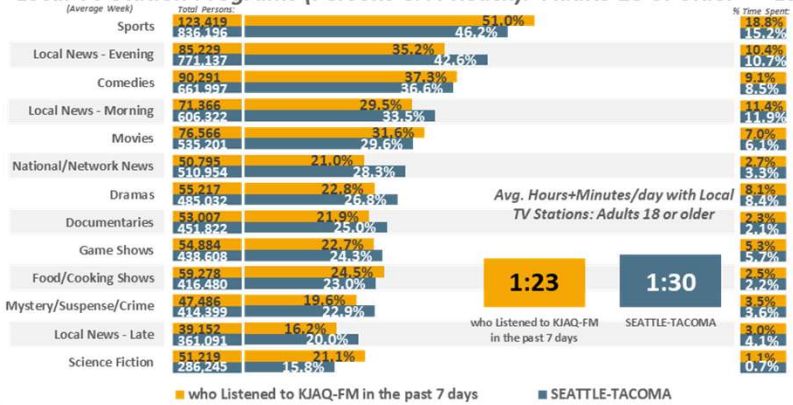
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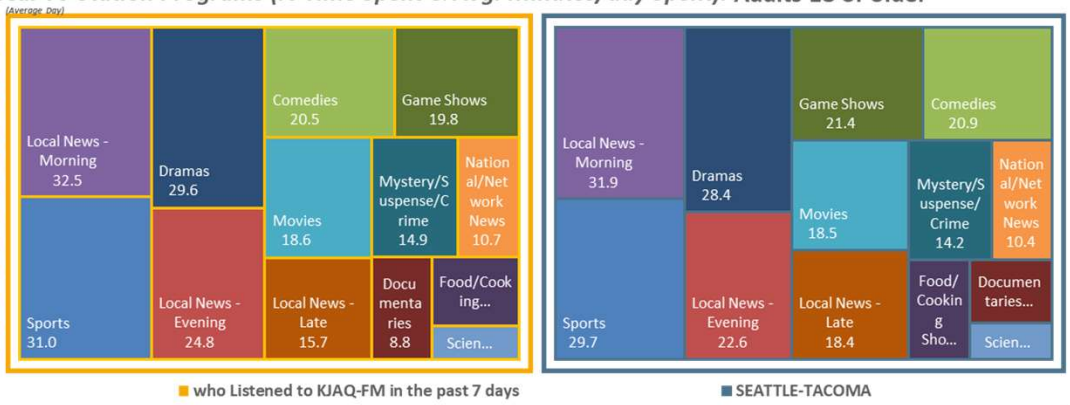
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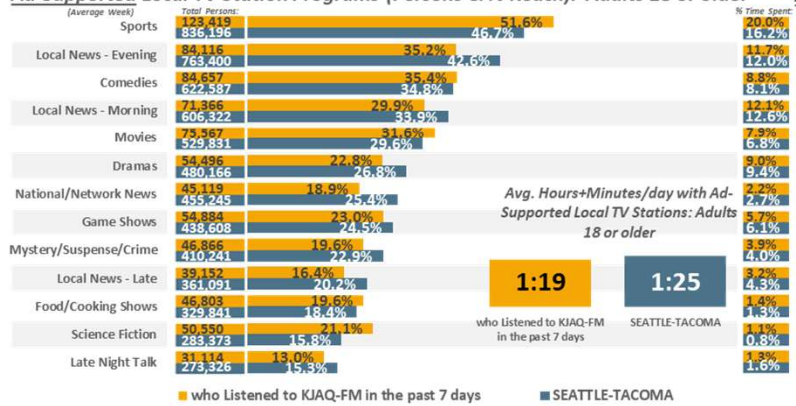
Local TV Station Programs (Persons & % Reach): Adults 18 or older



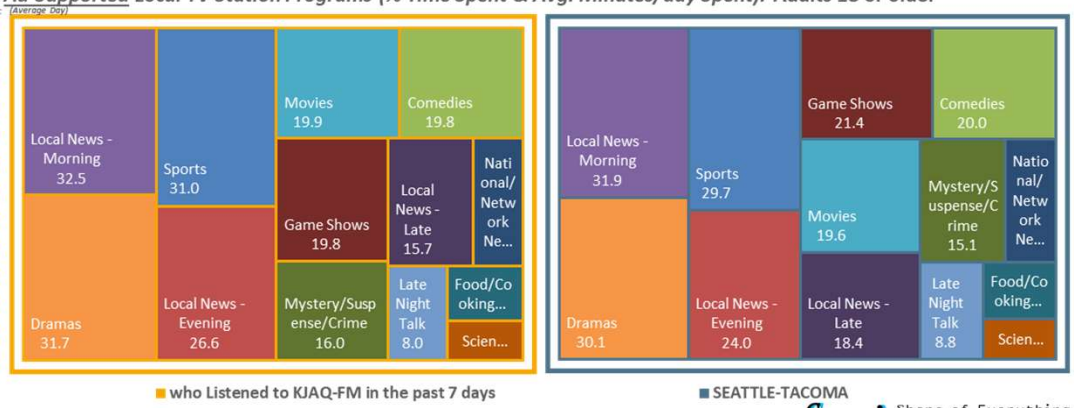
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 433

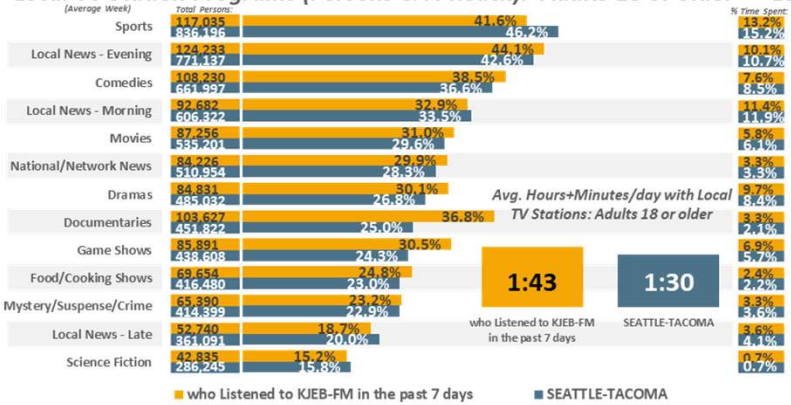
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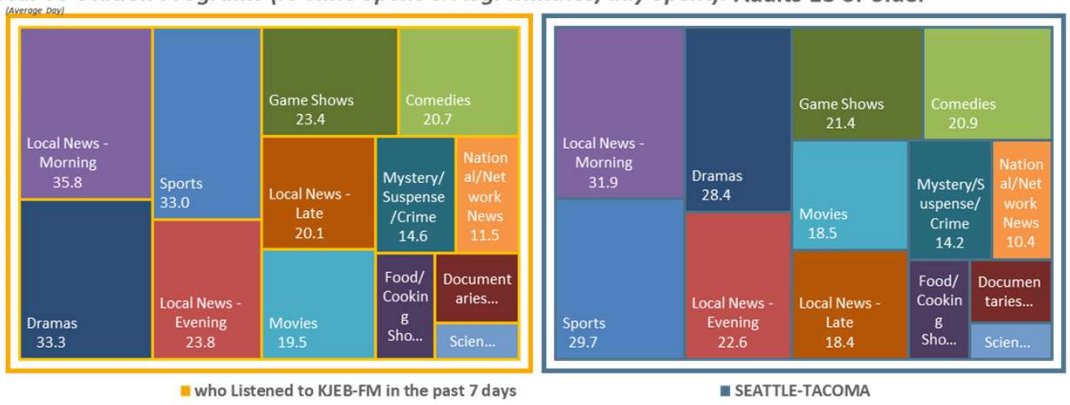
Radio Stations: KJAQ-FM

276,583 or 59.2% of Adults 18 or older who Listened to KJEB-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Local News - Morning, Game Shows, and Movies.

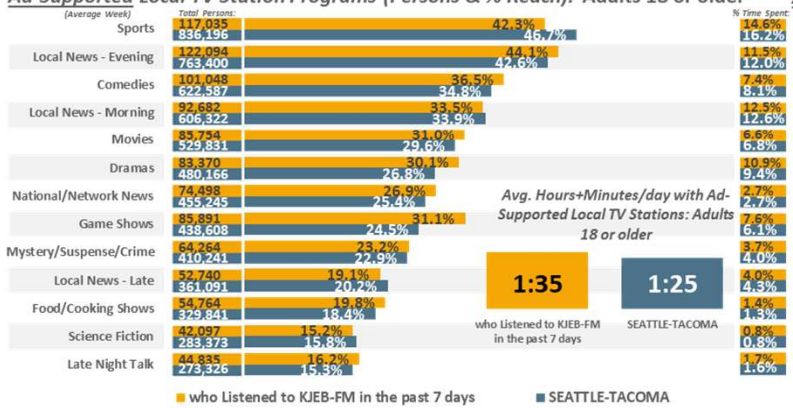
Local TV Station Programs (Persons & % Reach): Adults 18 or older



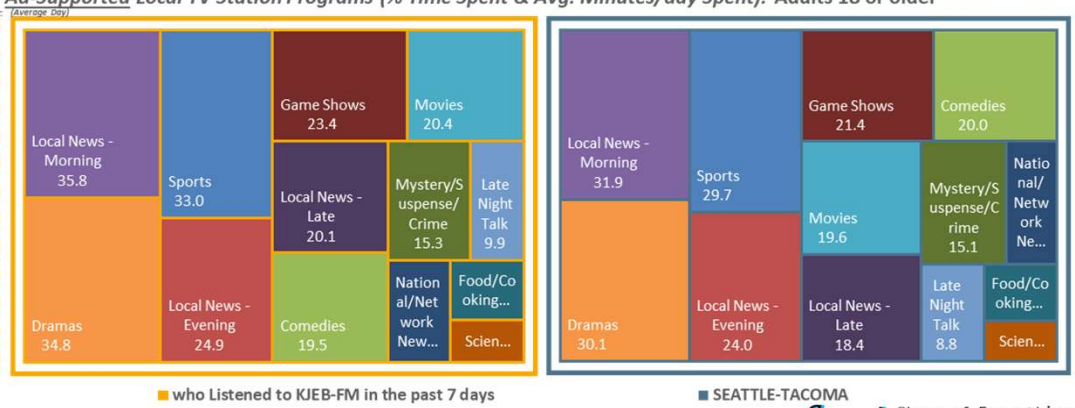
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 496

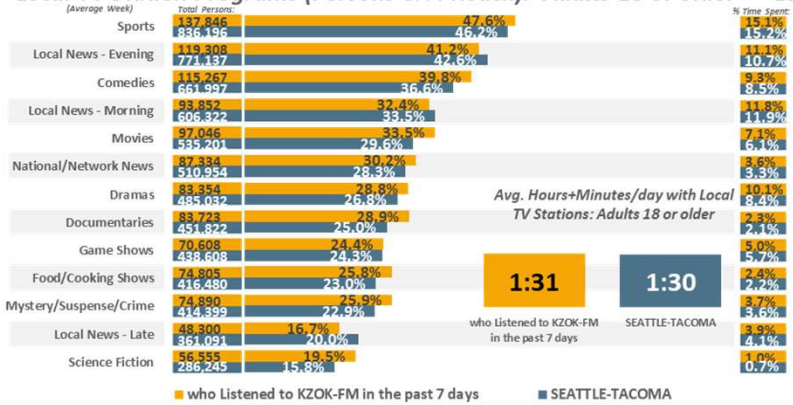
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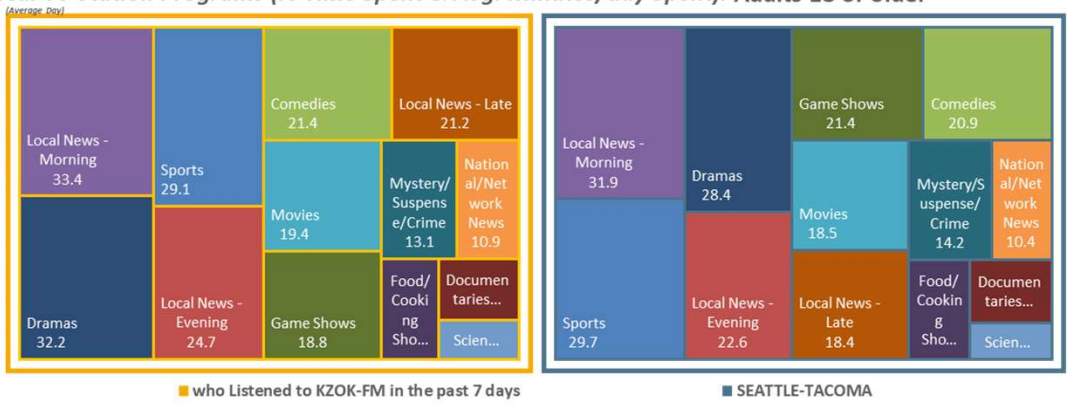
Radio Stations: KJEB-FM

286,540 or 61.7% of Adults 18 or older who Listened to KZOK-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Movies, Local News - Morning, and Dramas.

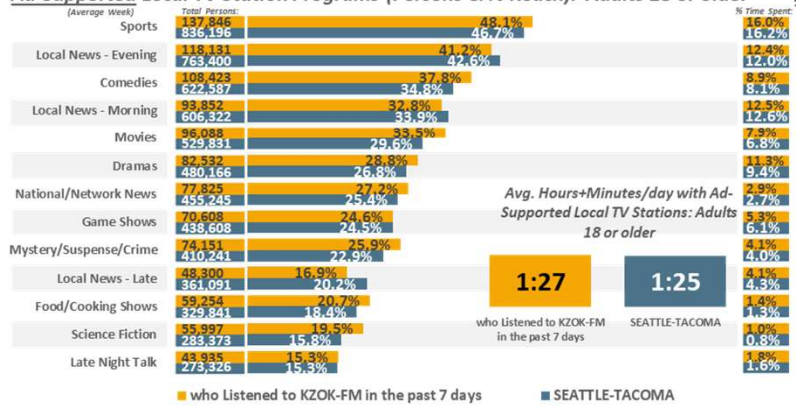
Local TV Station Programs (Persons & % Reach): Adults 18 or older



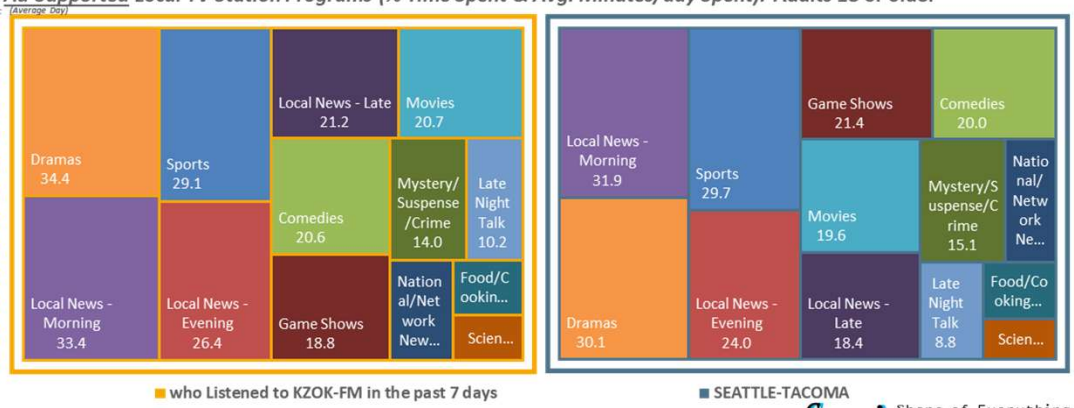
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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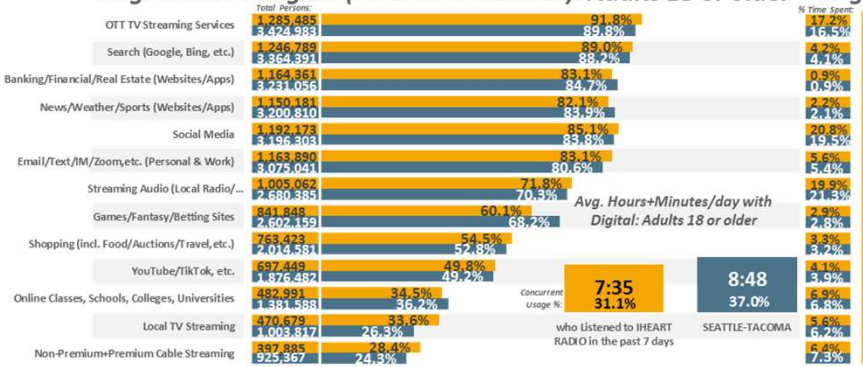
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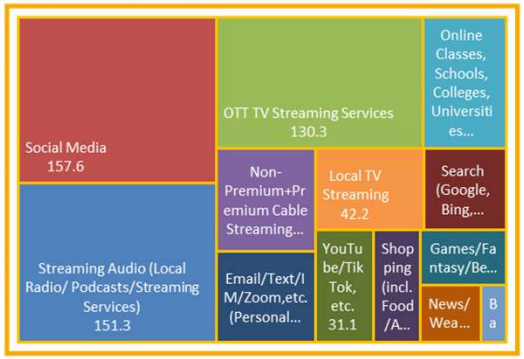
Radio Stations: KZOK-FM

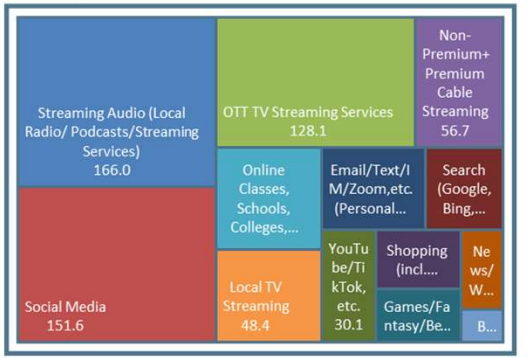
1,053,626 or 75.2% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days use Ad-Supported Social Media for an average of 139.3 minutes every day representing 24.8% of all time spent daily with Ad-Supported Digital Media.

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

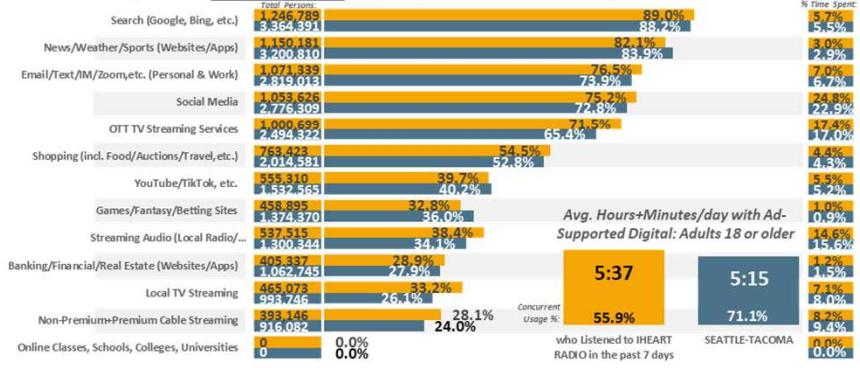


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

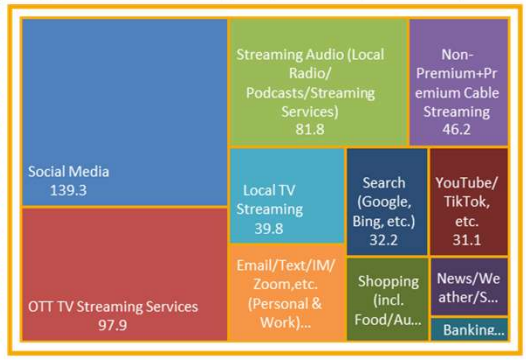


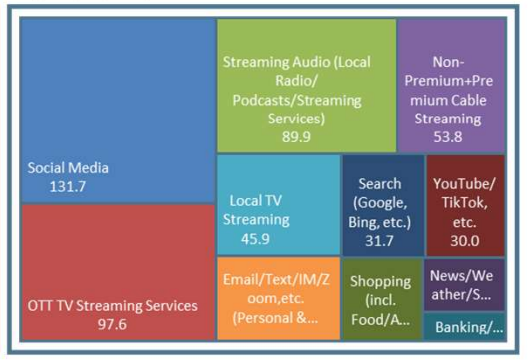


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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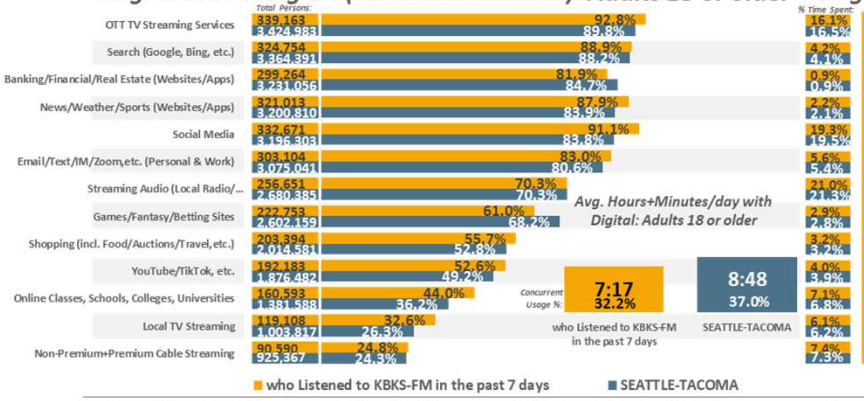
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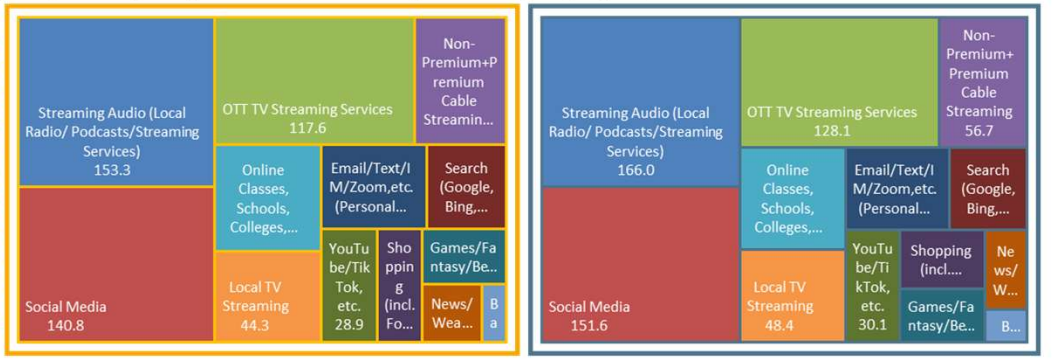
(Radio Stations: KBKS-FM OR Radio Stations: KJAQ-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)

297,983 or 81.6% of Adults 18 or older who Listened to KBKS-FM in the past 7 days use Ad-Supported Social Media for an average of 126.1 minutes every day representing 23.6% of all time spent daily with Ad-Supported Digital Media.

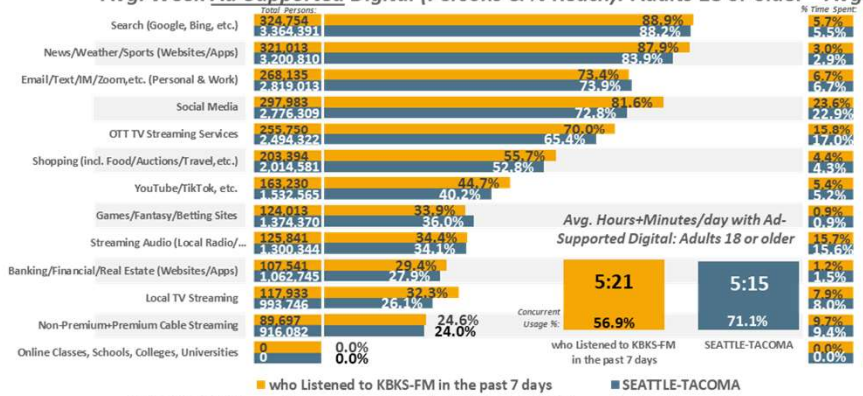
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



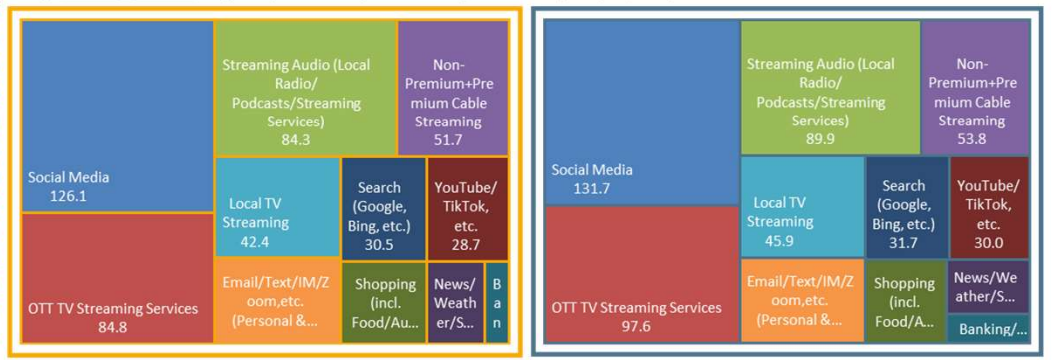
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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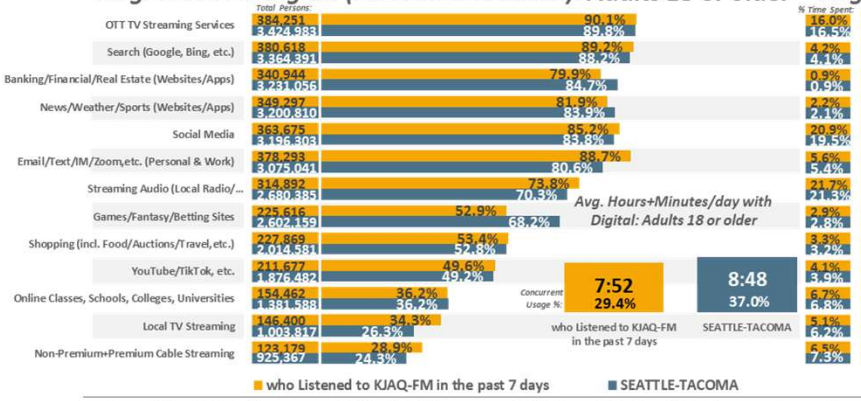
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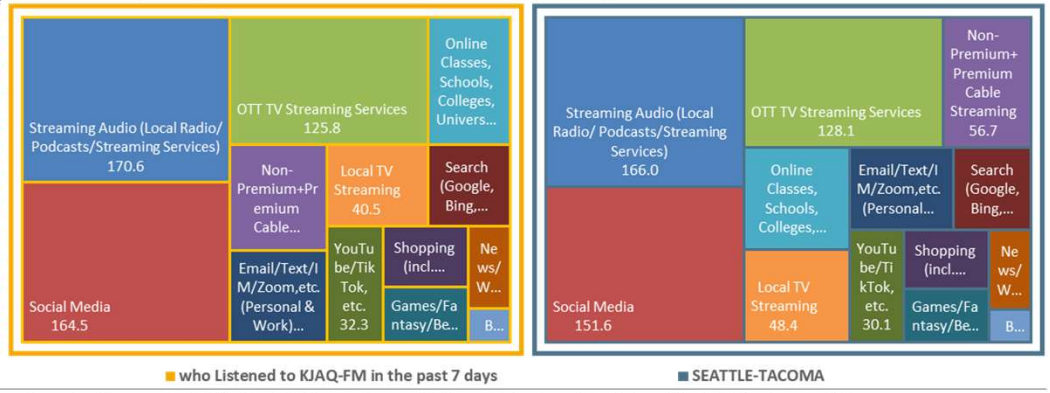
Radio Stations: KBKS-FM

322,569 or 75.6% of Adults 18 or older who Listened to KJAQ-FM in the past 7 days use Ad-Supported Social Media for an average of 145.9 minutes every day representing 25.3% of all time spent daily with Ad-Supported Digital Media.

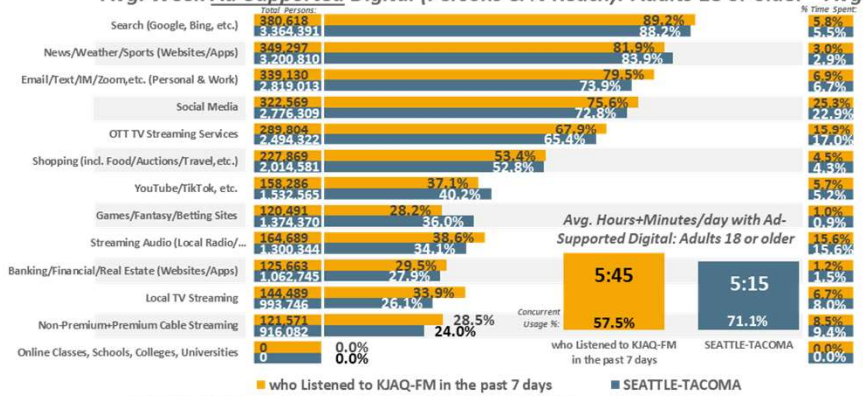
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



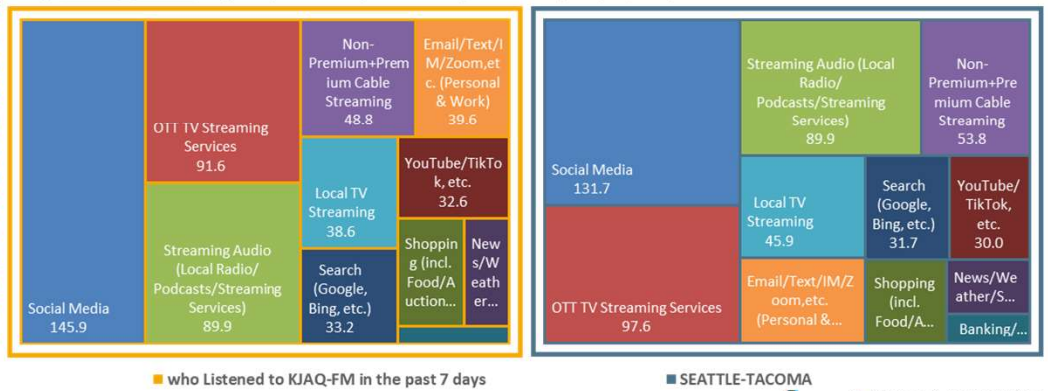
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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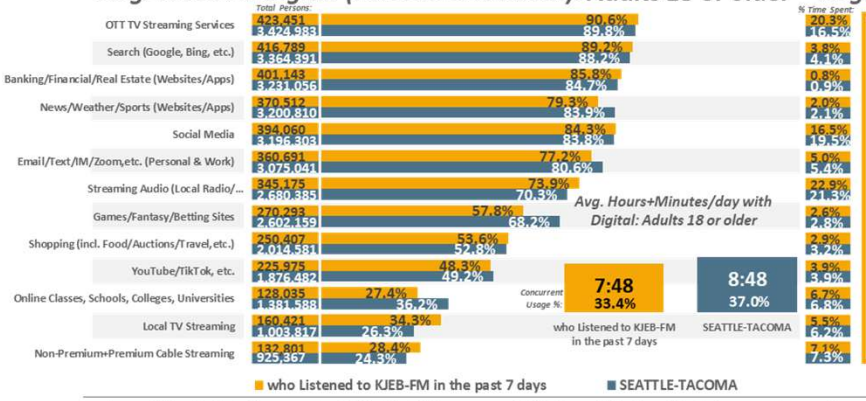
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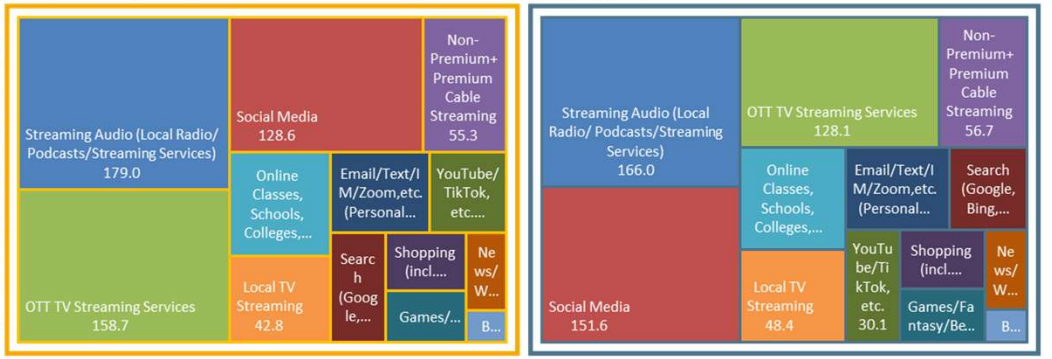
Radio Stations: KJAQ-FM

355,755 or 76.1% of Adults 18 or older who Listened to KJEB-FM in the past 7 days use Ad-Supported Social Media for an average of 116.1 minutes every day representing 20.1% of all time spent daily with Ad-Supported Digital Media.

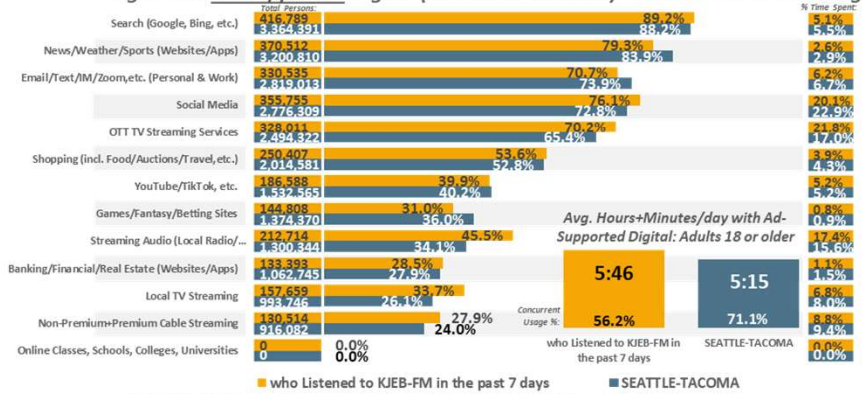
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



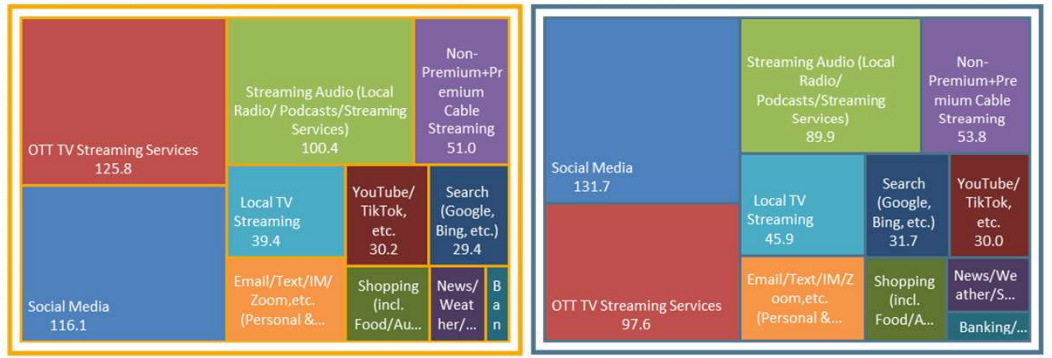
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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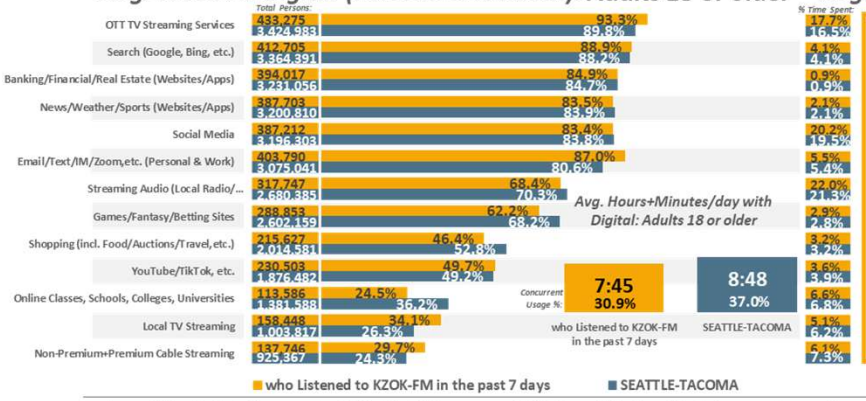
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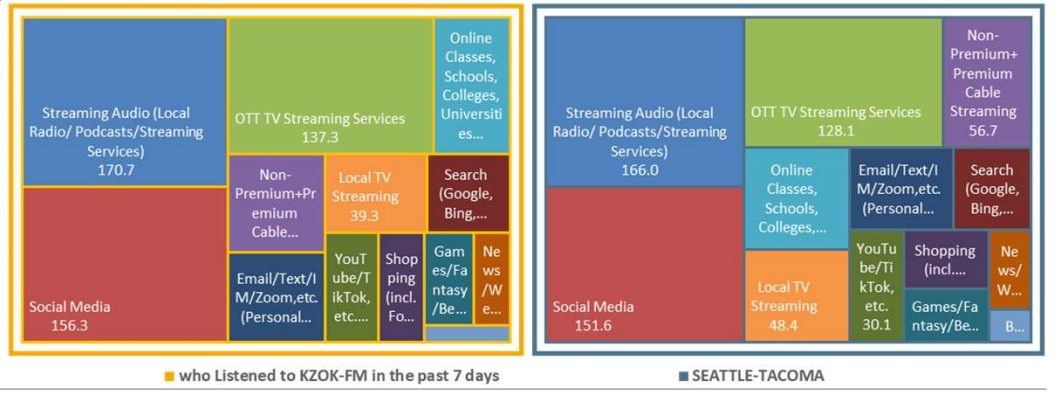
Radio Stations: KJEB-FM

341,416 or 73.5% of Adults 18 or older who Listened to KZOK-FM in the past 7 days use Ad-Supported Social Media for an average of 137.9 minutes every day representing 24.1% of all time spent daily with Ad-Supported Digital Media.

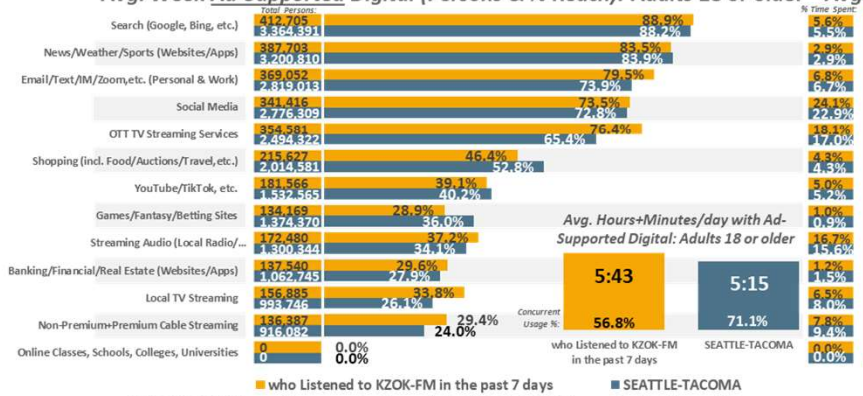
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



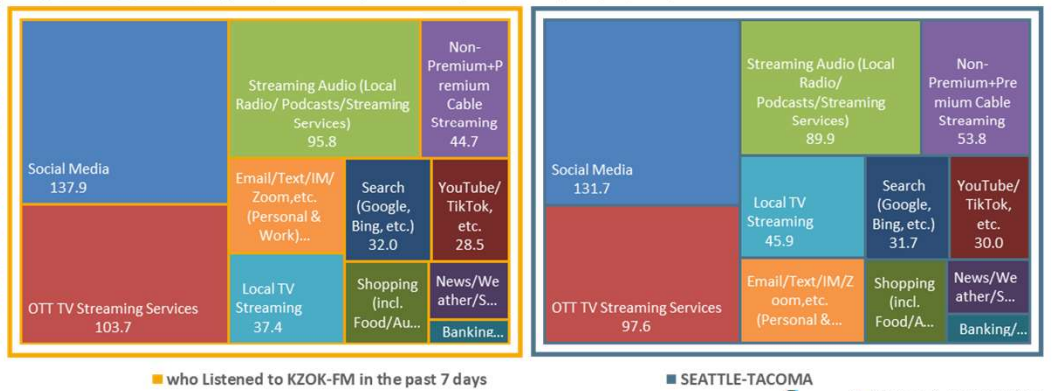
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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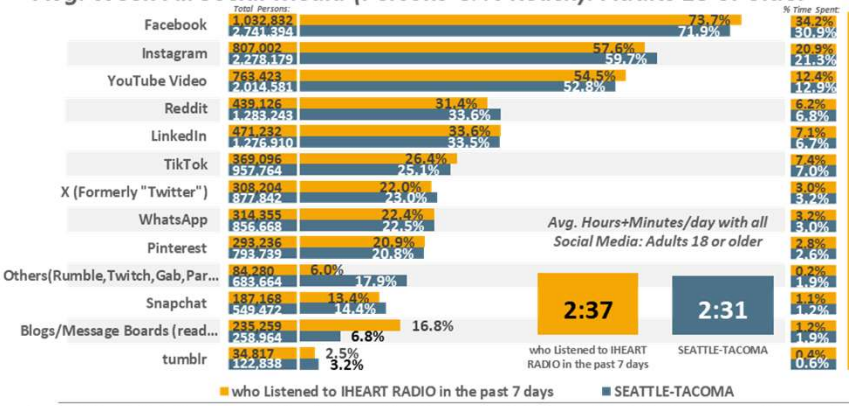
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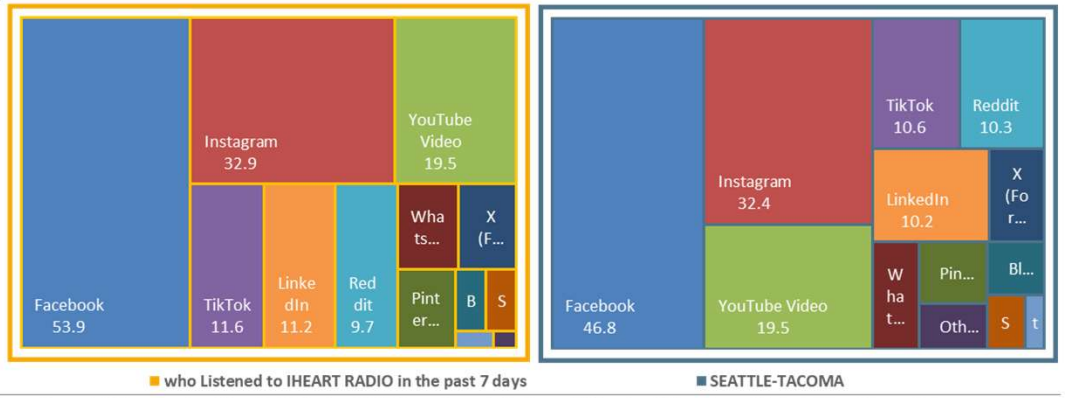
Radio Stations: KZOK-FM

1,032,832 or 73.7% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days use Ad-Supported Facebook for an average of 52.7 minutes every day representing 37.8% of all time spent daily with Ad-Supported Social Media.

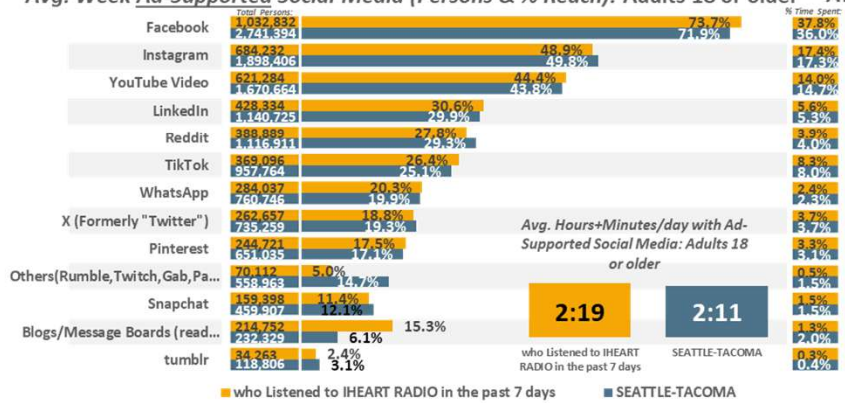
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



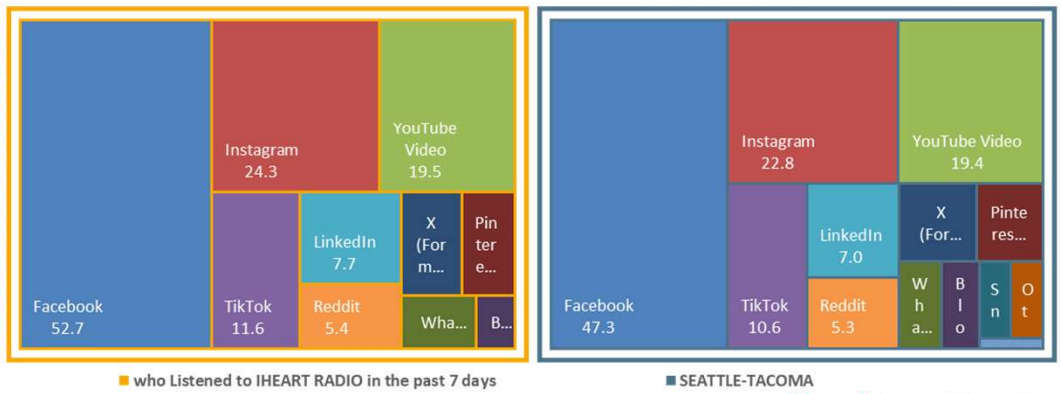
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,387

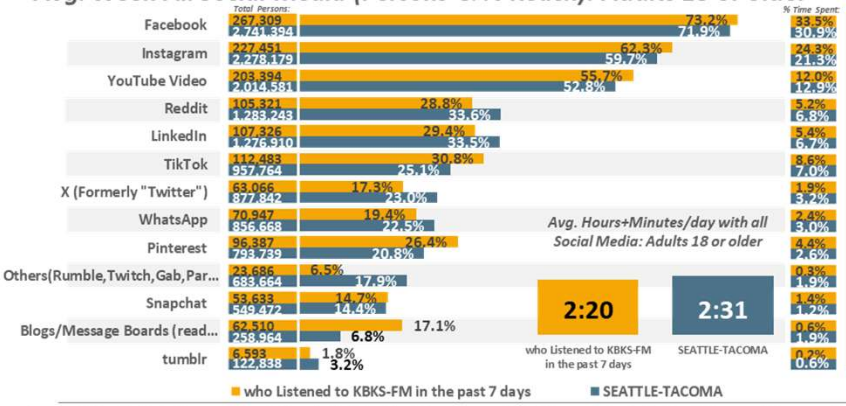
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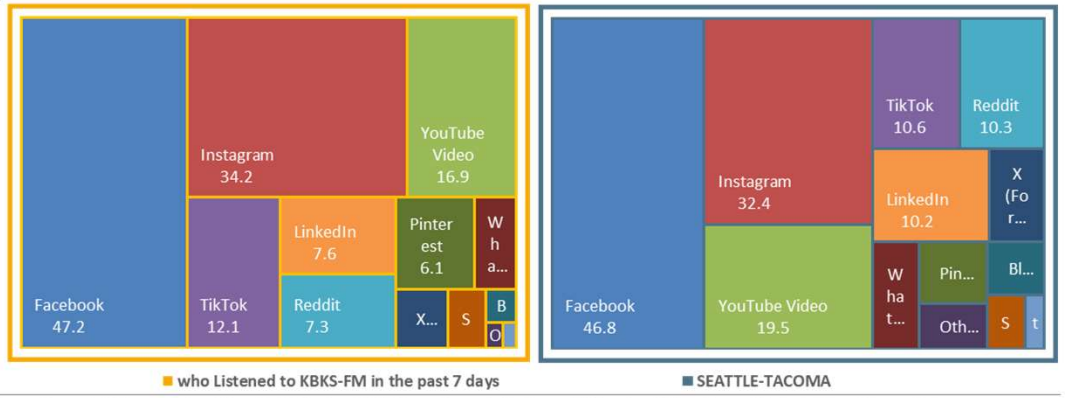
(Radio Stations: KBKS-FM OR Radio Stations: KJAQ-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)

267,309 or 73.2% of Adults 18 or older who Listened to KBKS-FM in the past 7 days use Ad-Supported Facebook for an average of 47.1 minutes every day representing 37.4% of all time spent daily with Ad-Supported Social Media.

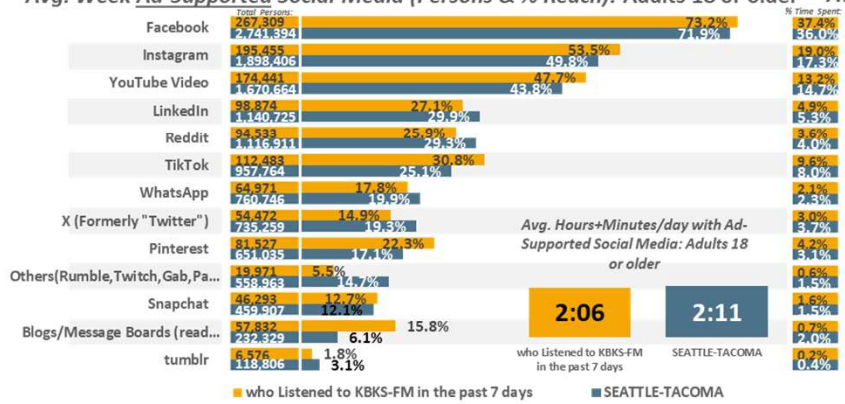
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



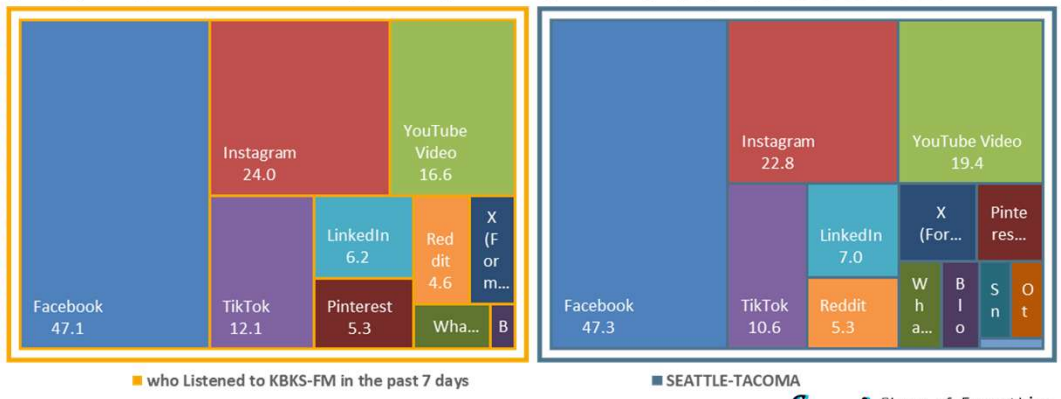
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 350

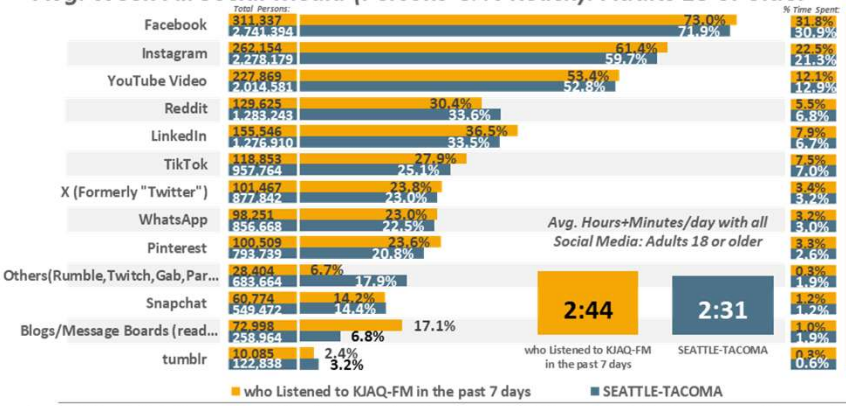
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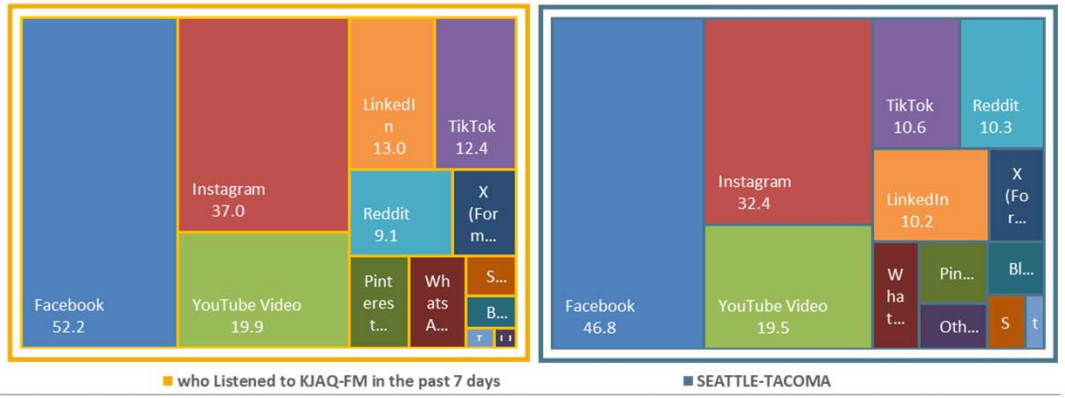
Radio Stations: KBKS-FM

311,337 or 73.% of Adults 18 or older who Listened to KJAQ-FM in the past 7 days use Ad-Supported Facebook for an average of 53.2 minutes every day representing 36.5% of all time spent daily with Ad-Supported Social Media.

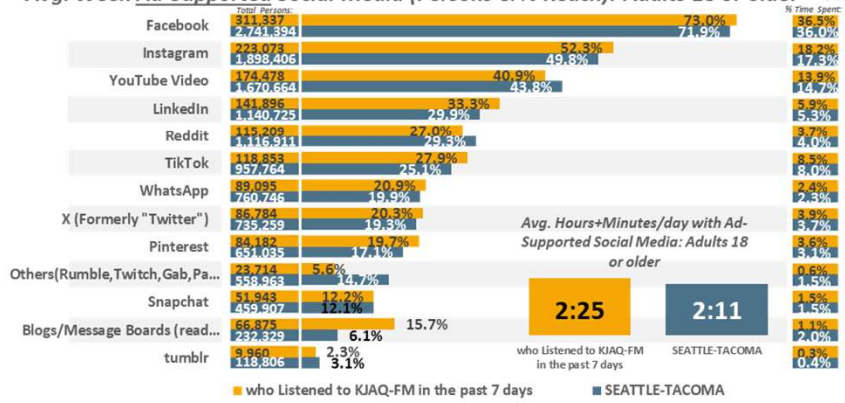
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



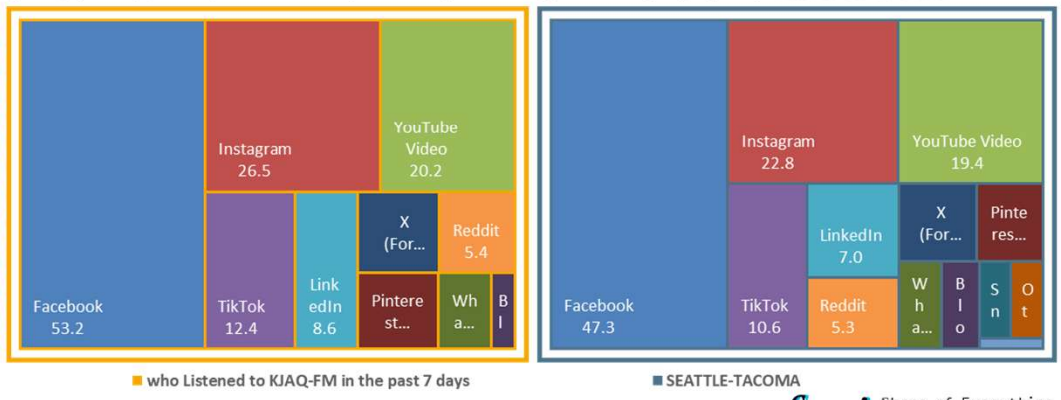
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 433

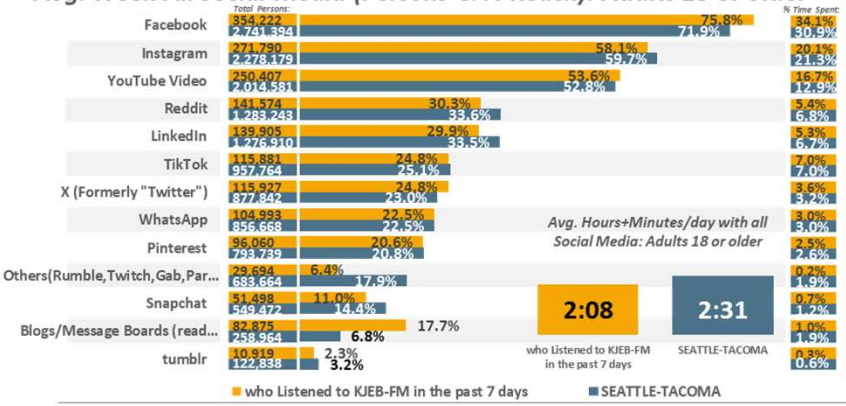
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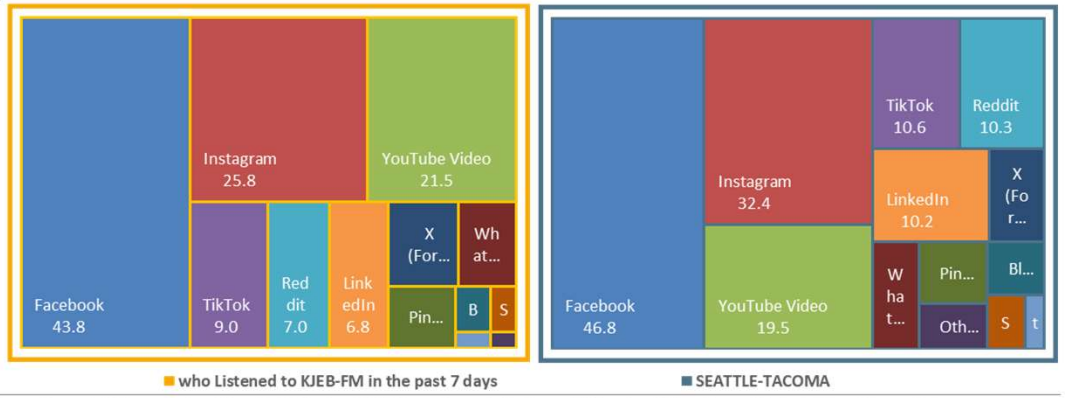
Radio Stations: KJAQ-FM

354,222 or 75.8% of Adults 18 or older who Listened to KJEB-FM in the past 7 days use Ad-Supported Facebook for an average of 42.2 minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.

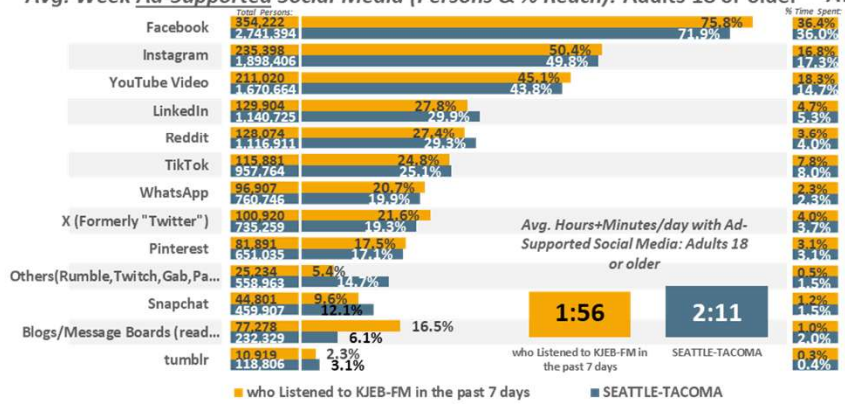
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



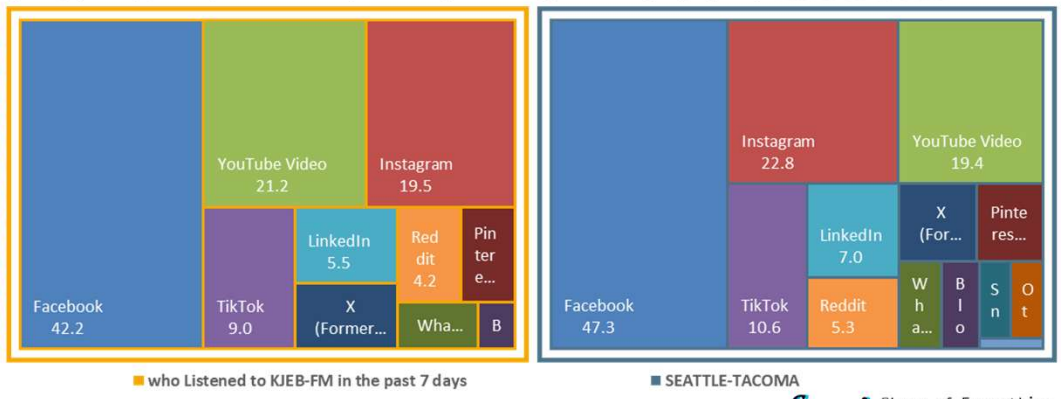
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 496

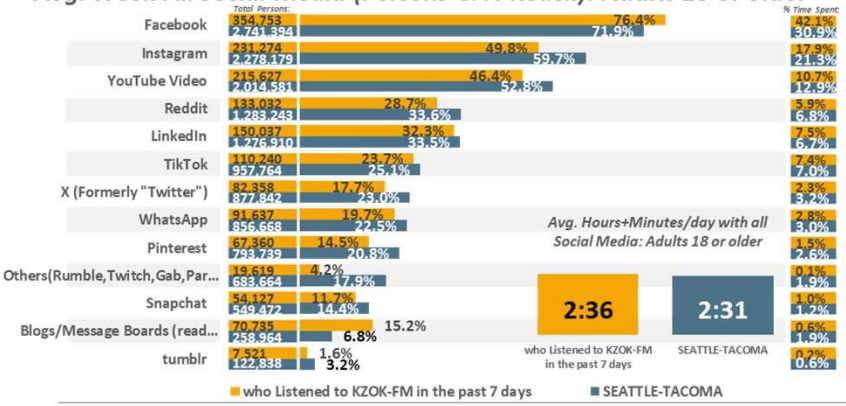
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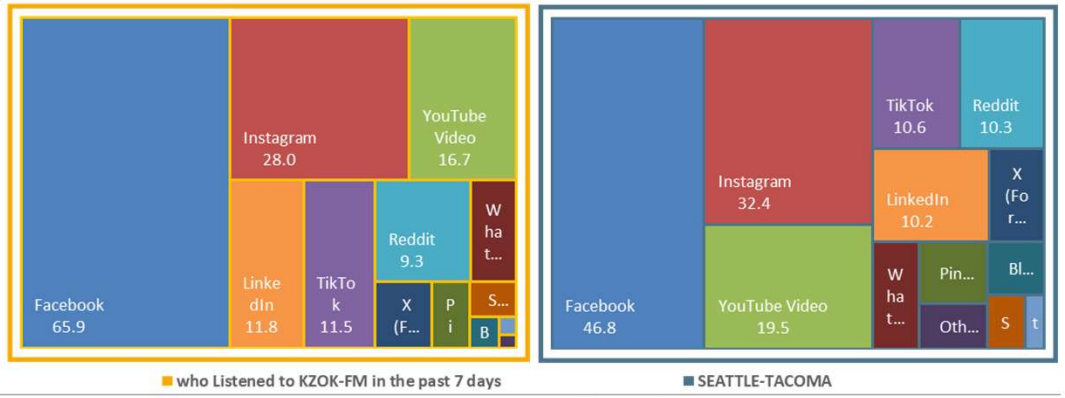
Radio Stations: KJEB-FM

341,416 or 73.5% of Adults 18 or older who Listened to KZOK-FM in the past 7 days use Ad-Supported Facebook for an average of 57.7 minutes every day representing 41.9% of all time spent daily with Ad-Supported Social Media.

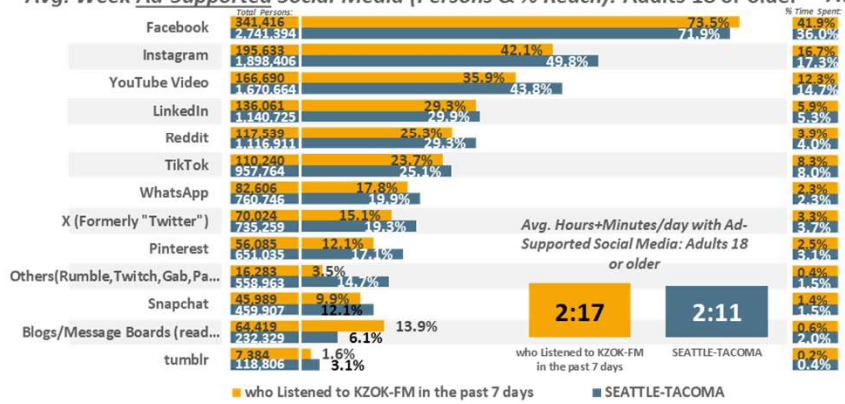
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



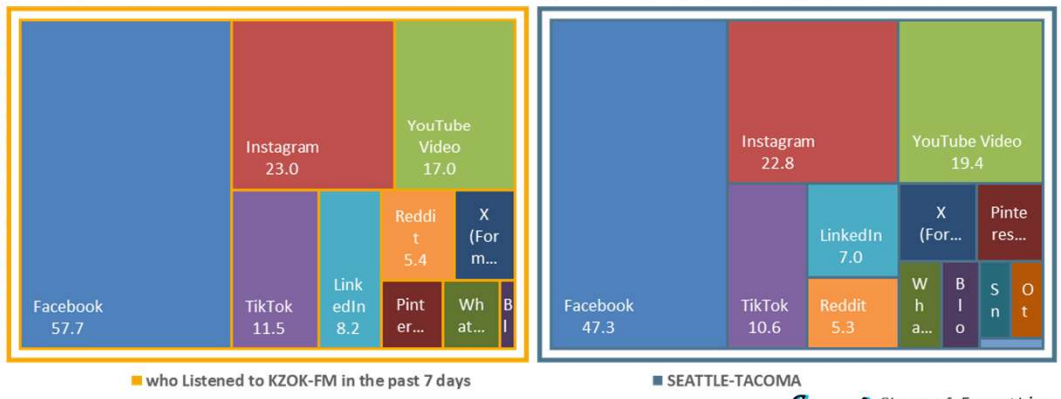
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



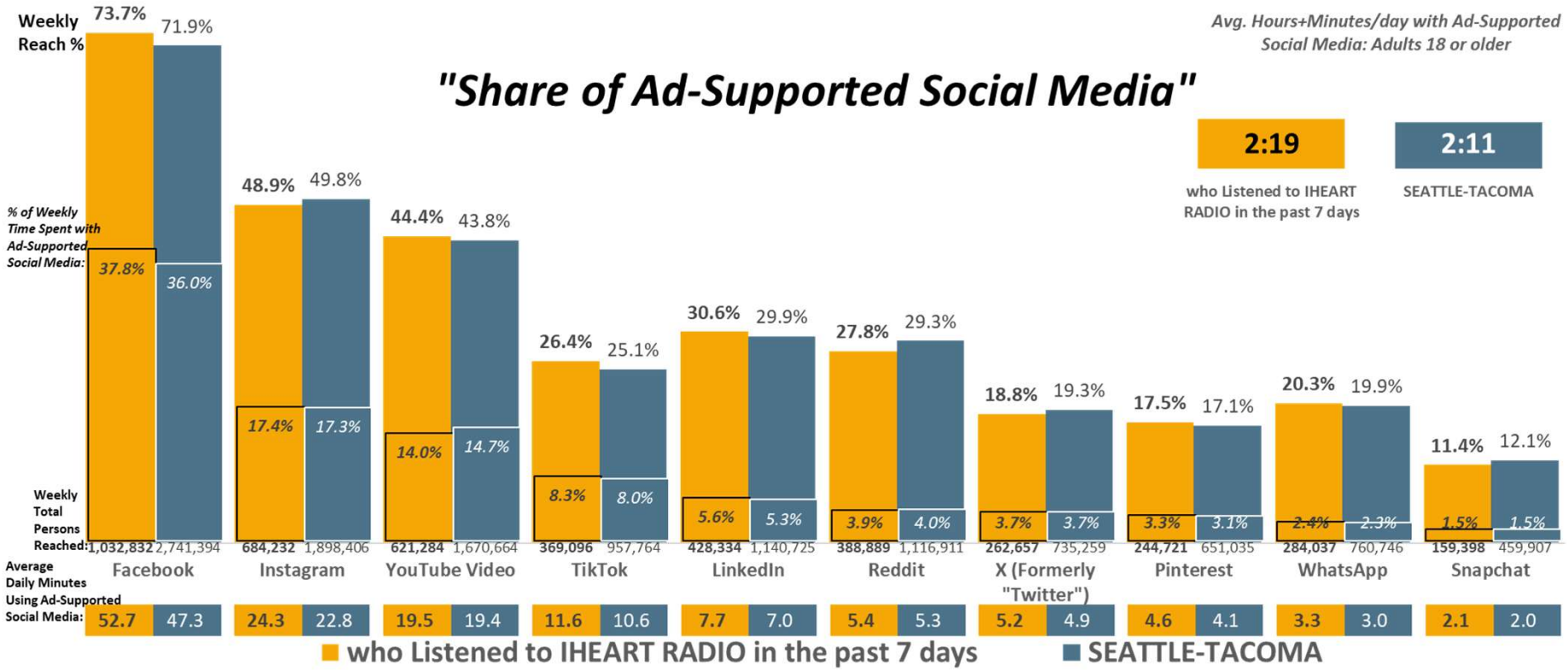
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 483

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Radio Stations: KZOK-FM

1,032,832 or 73.7% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days use Ad-Supported Facebook for an average of 52.7 minutes every day representing 37.8% of all time spent daily with Ad-Supported Social Media.



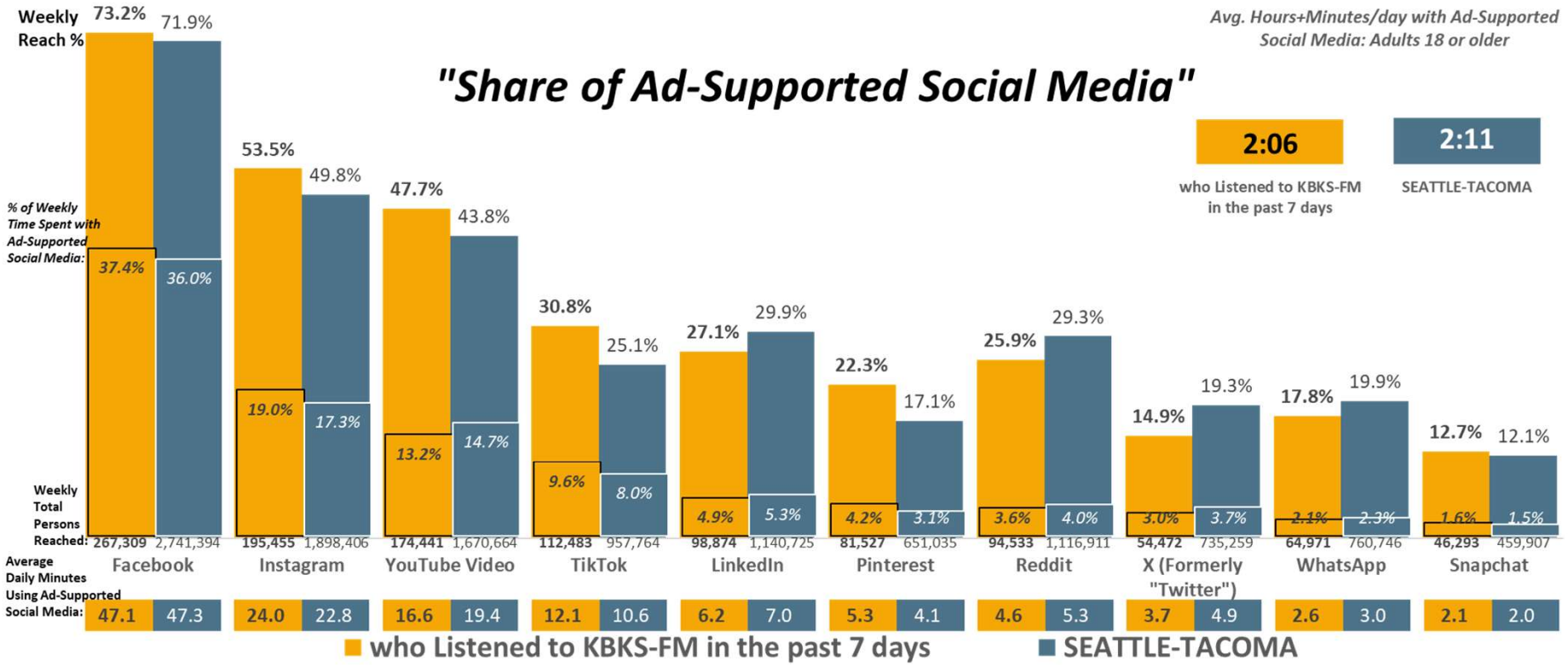
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,387 SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,801

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(Radio Stations: KBKS-FM OR Radio Stations: KJAQ-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)

267,309 or 73.2% of Adults 18 or older who Listened to KBKS-FM in the past 7 days use Ad-Supported Facebook for an average of 47.1 minutes every day representing 37.4% of all time spent daily with Ad-Supported Social Media.



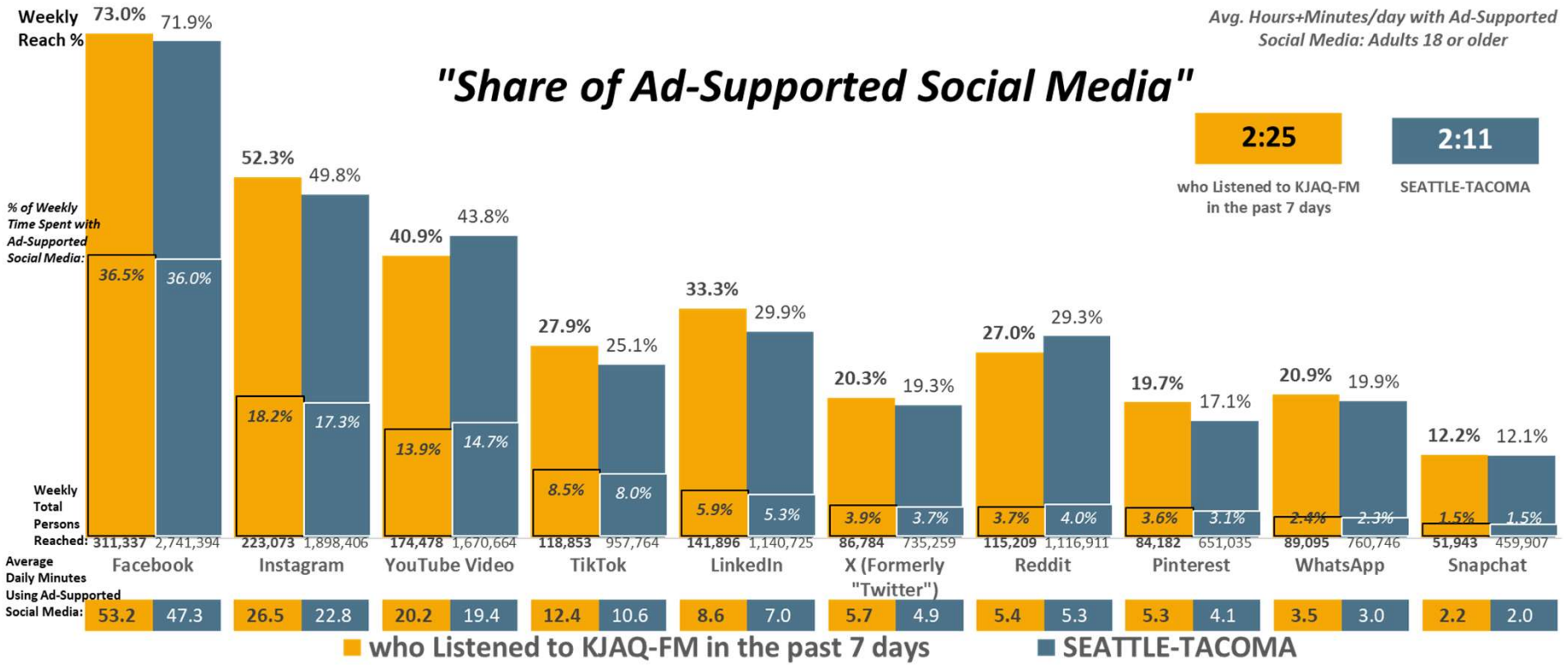
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 350 SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,801

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Radio Stations: KBKS-FM

311,337 or 73.% of Adults 18 or older who Listened to KJAQ-FM in the past 7 days use Ad-Supported Facebook for an average of 53.2 minutes every day representing 36.5% of all time spent daily with Ad-Supported Social Media.



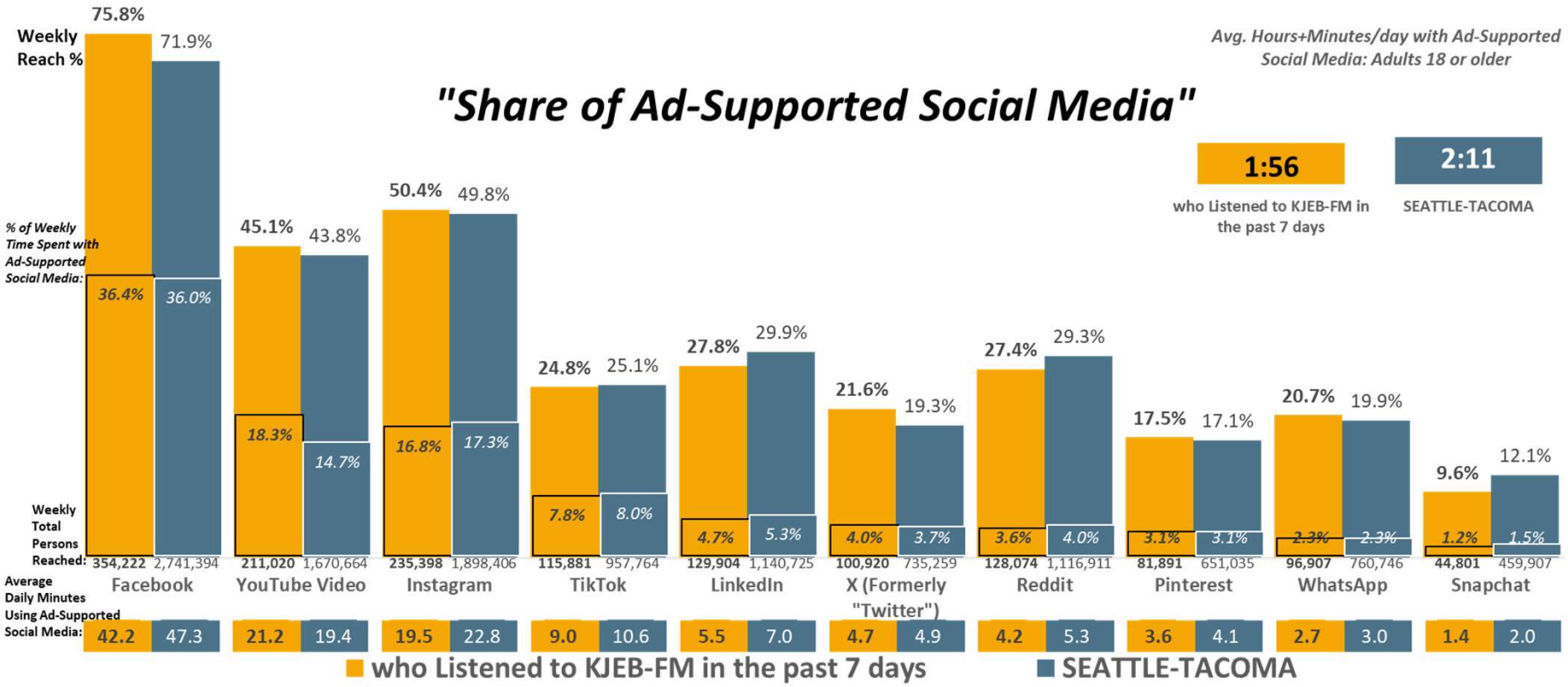
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 433 SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,801

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Radio Stations: KJAQ-FM

354,222 or 75.8% of Adults 18 or older who Listened to KJEB-FM in the past 7 days use Ad-Supported Facebook for an average of 42.2 minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.



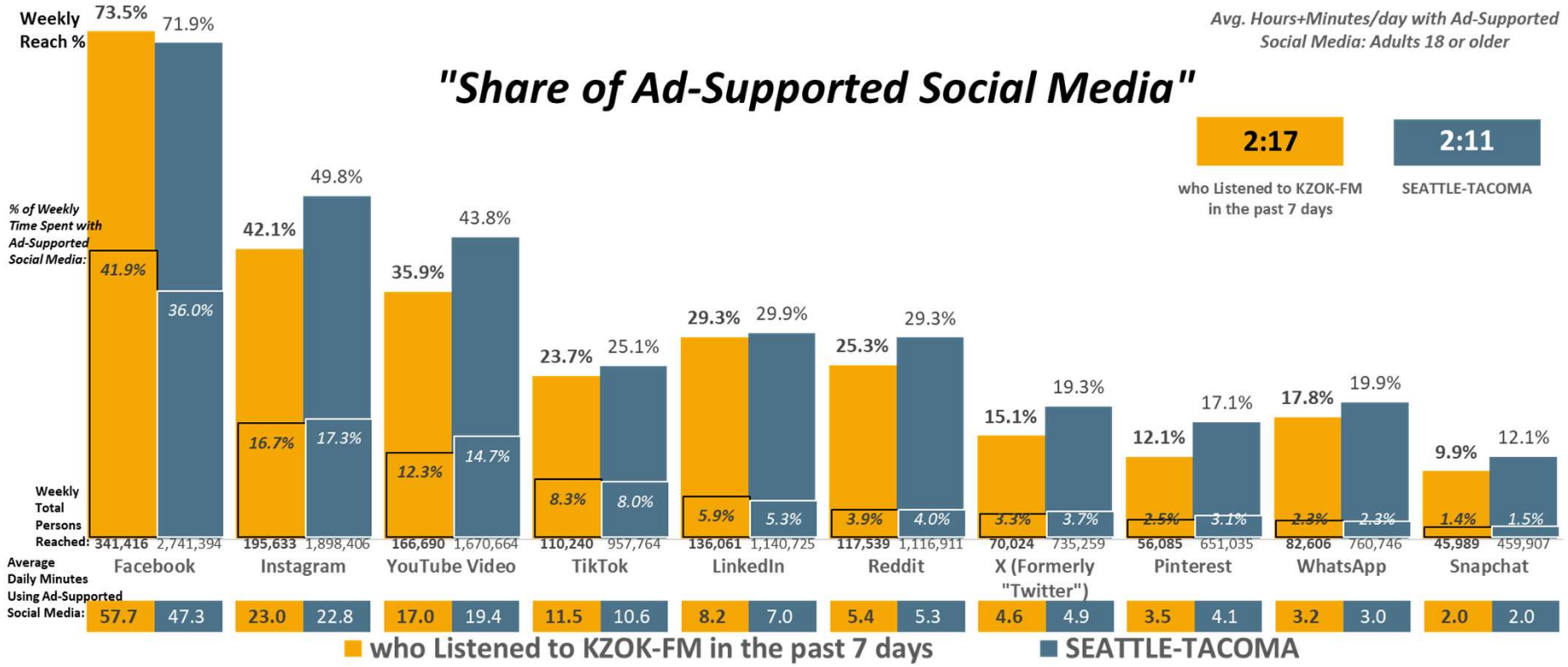
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 496 SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,801

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Radio Stations: KJEB-FM

341,416 or 73.5% of Adults 18 or older who Listened to KZOK-FM in the past 7 days use Ad-Supported Facebook for an average of 57.7 minutes every day representing 41.9% of all time spent daily with Ad-Supported Social Media.



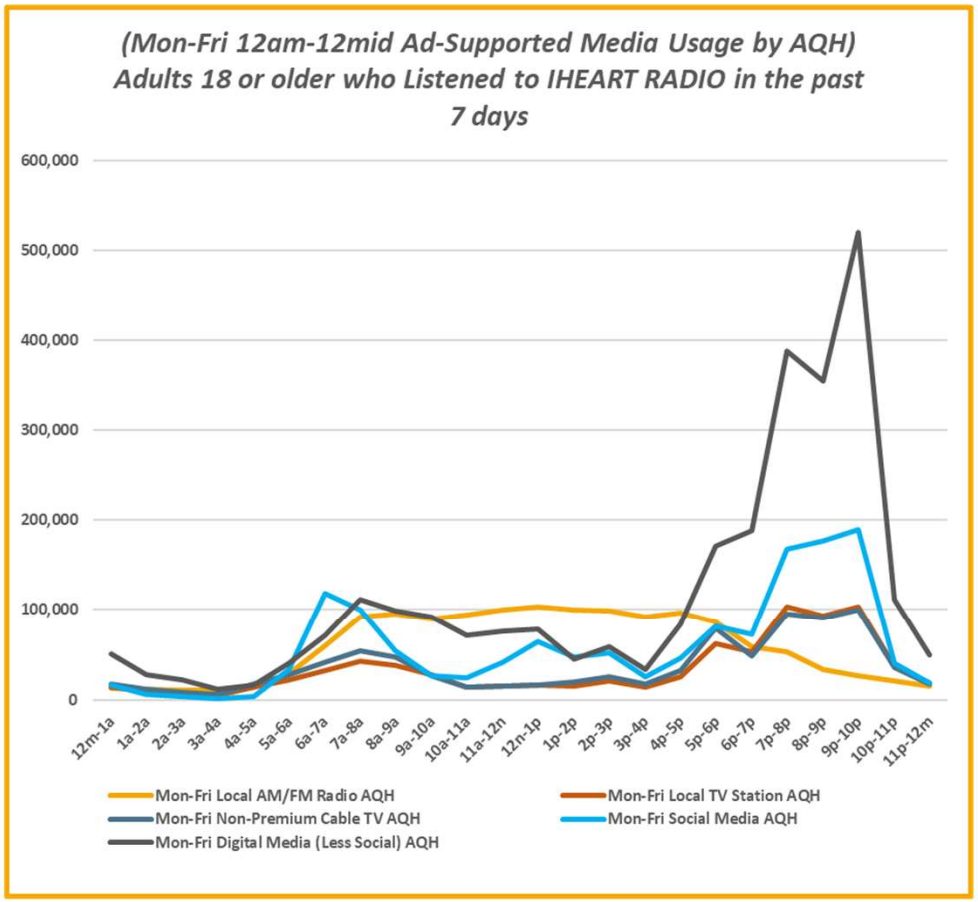
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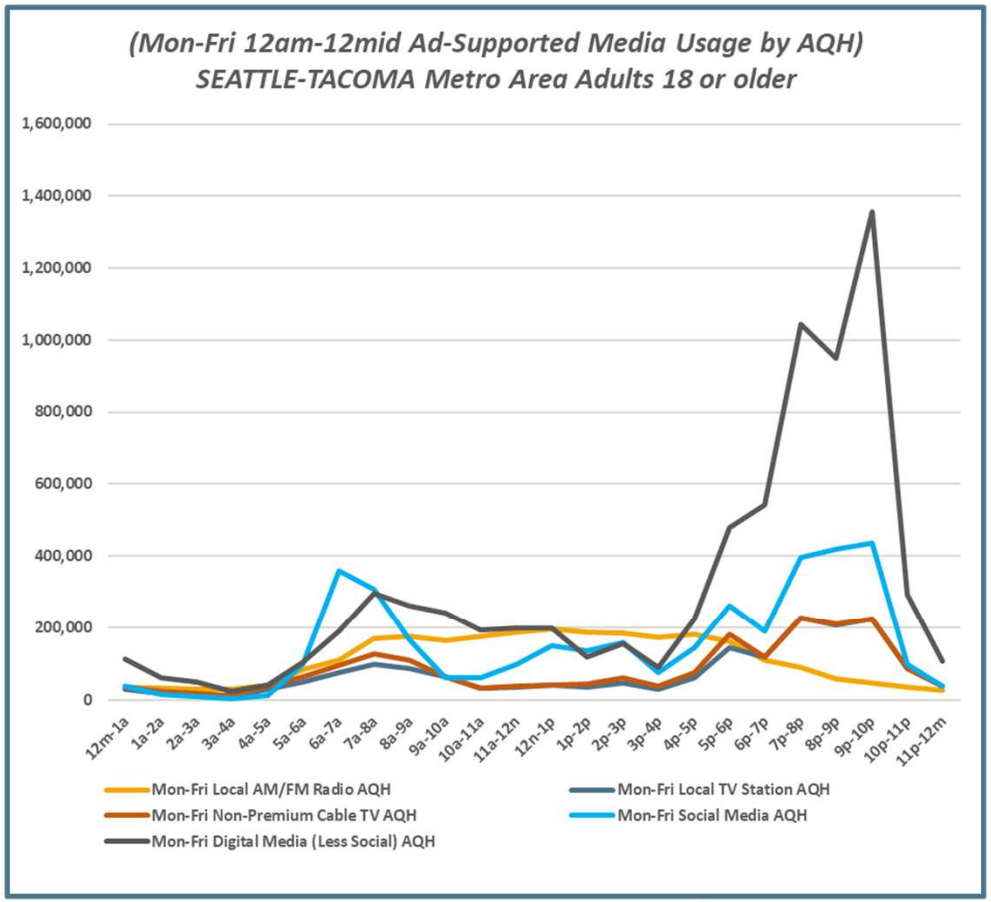
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Radio Stations: KZOK-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 90,755; Local Radio: 89,649; Social Media: 58,102; Non-Prem. Cable: 33,549; Local TV: 29,004 reaching Adults 18 or older who Listened to IHEART RADIO in the past 7 days.





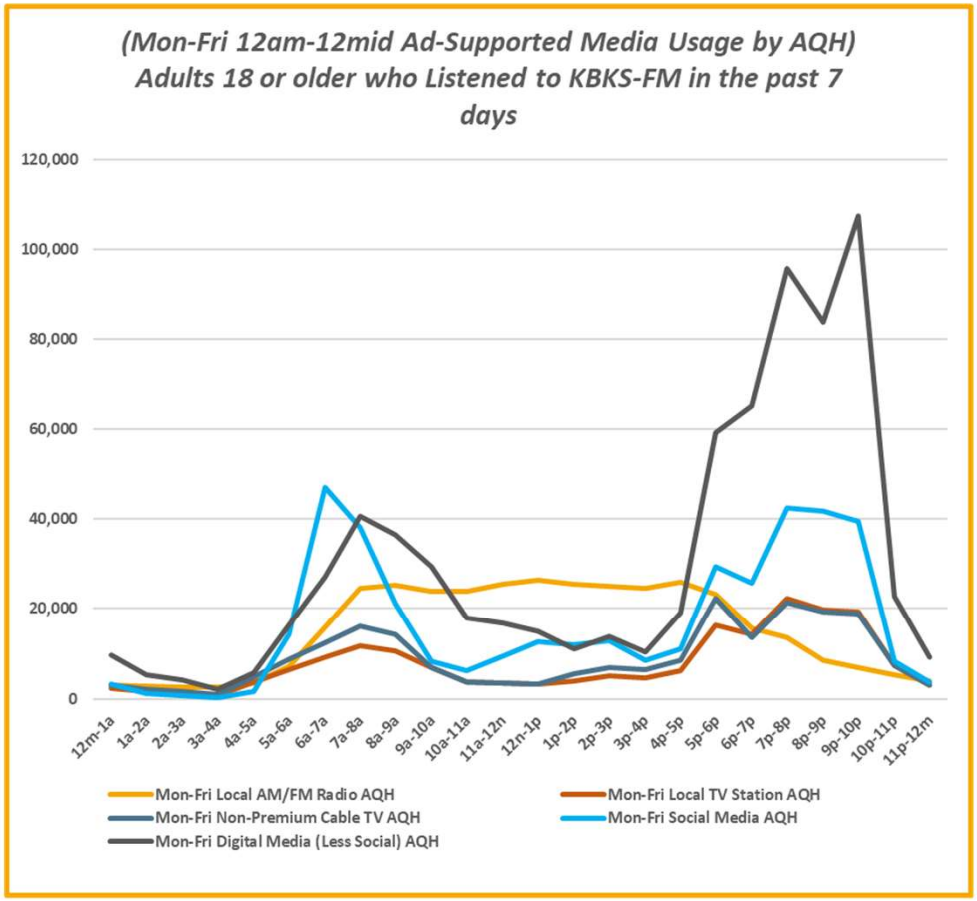
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,387

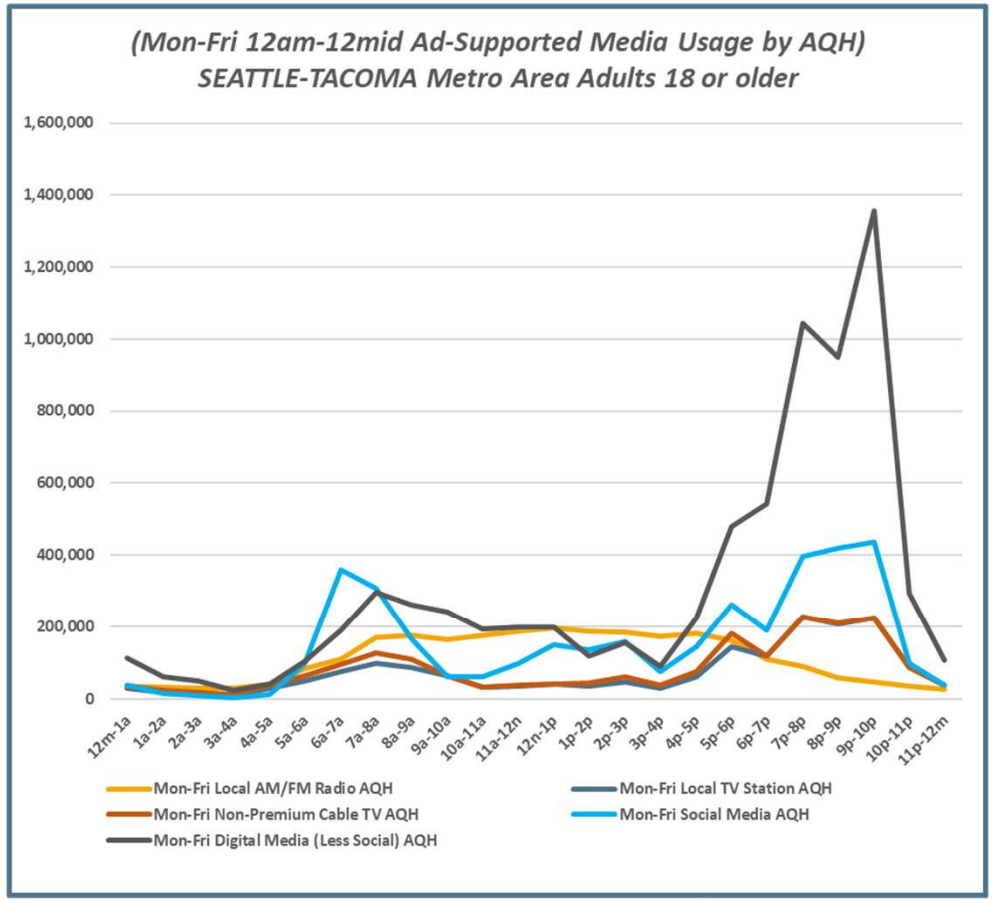
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(Radio Stations: KBKS-FM OR Radio Stations: KJAQ-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 27,887; Local Radio: 23,501; Social Media: 18,659; Non-Prem. Cable: 9,456; Local TV: 7,652 reaching Adults 18 or older who Listened to KBKS-FM in the past 7 days.





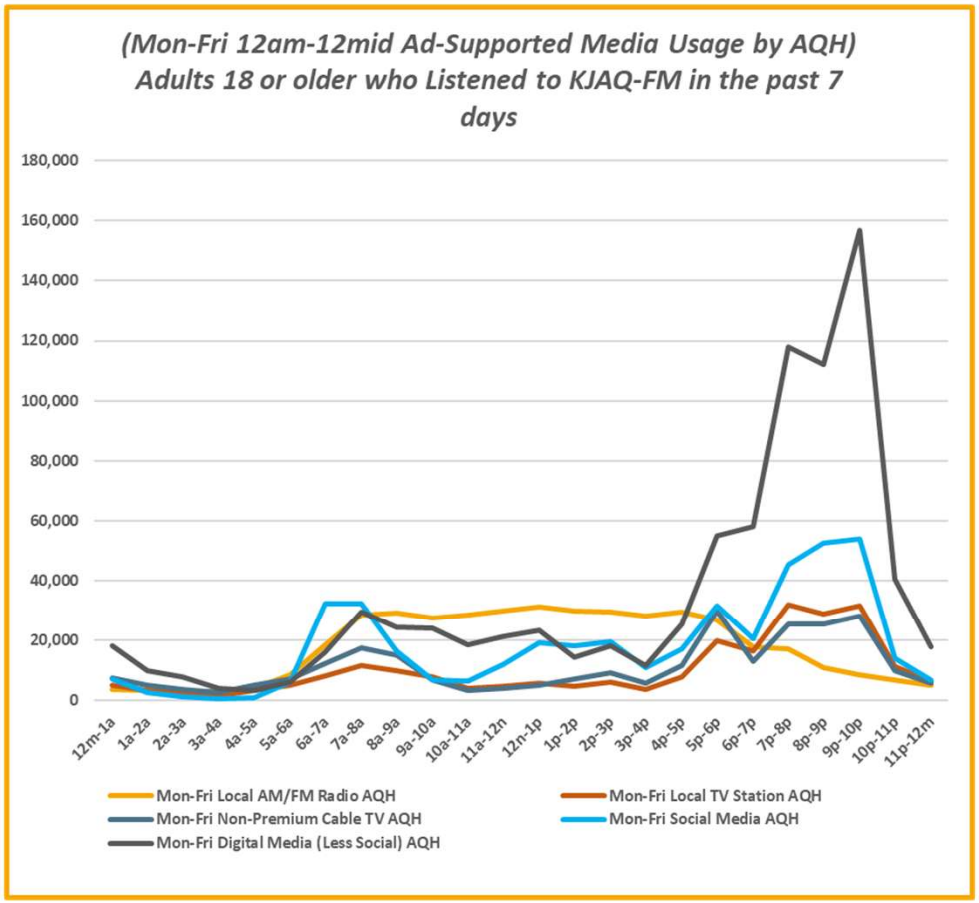
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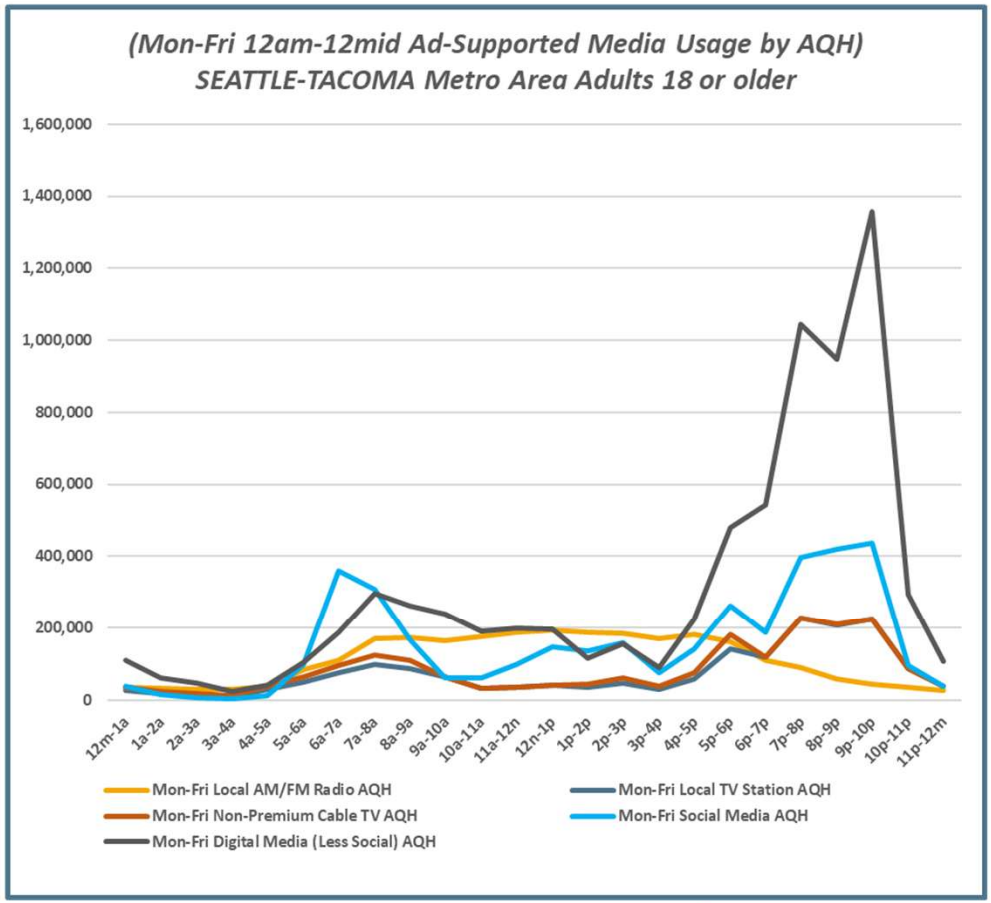
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Radio Stations: KBKS-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 27,195; All Other Digital Media: 26,075; Social Media: 18,615; Non-Prem. Cable: 10,709; Local TV: 8,398 reaching Adults 18 or older who Listened to KJAQ-FM in the past 7 days.





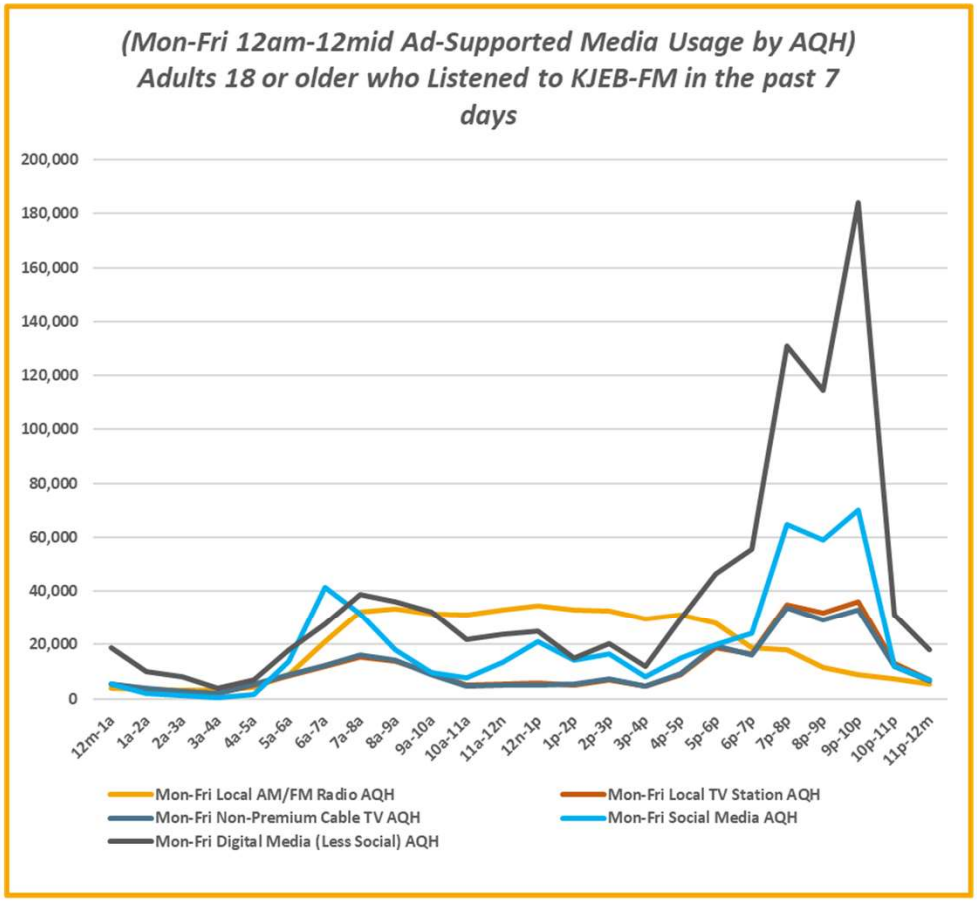
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 433

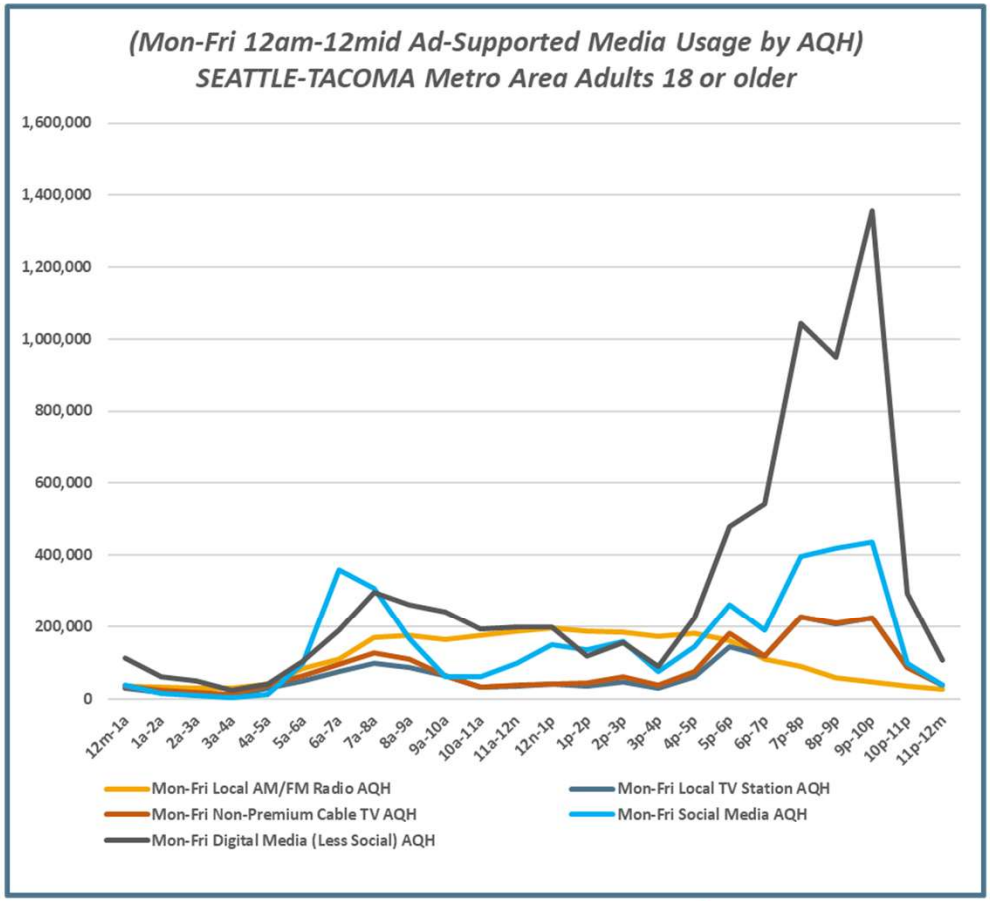
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Radio Stations: KJAQ-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 29,995; All Other Digital Media: 29,510; Social Media: 18,504; Non-Prem. Cable: 9,883; Local TV: 9,795 reaching Adults 18 or older who Listened to KJEB-FM in the past 7 days.





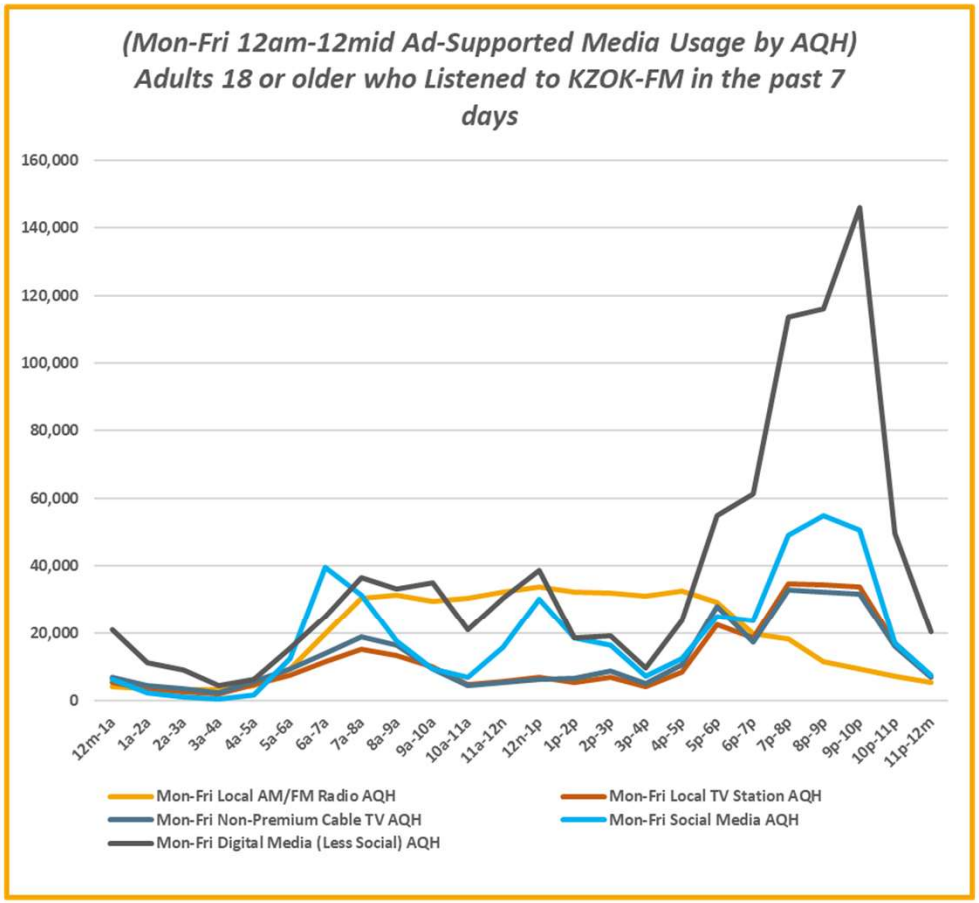
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 496

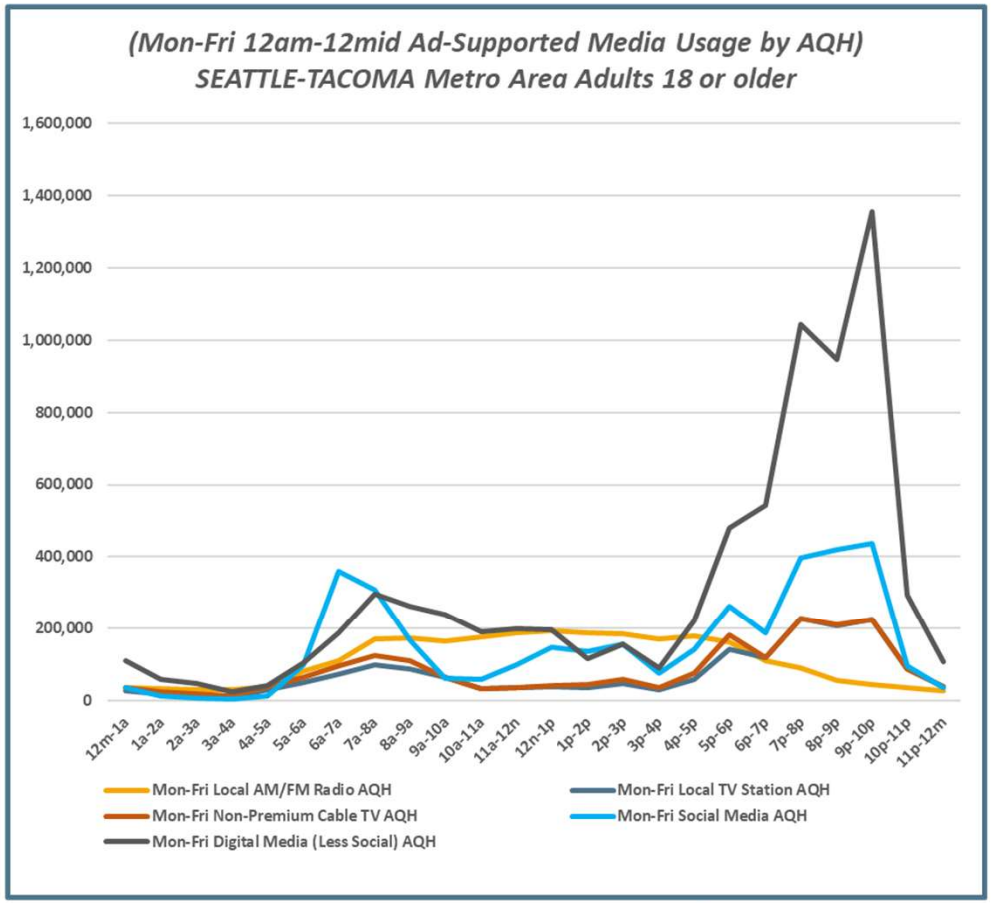
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Radio Stations: KJEB-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 31,254; Local Radio: 29,595; Social Media: 19,553; Non-Prem. Cable: 11,605; Local TV: 10,249 reaching Adults 18 or older who Listened to KZOK-FM in the past 7 days.





SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 483

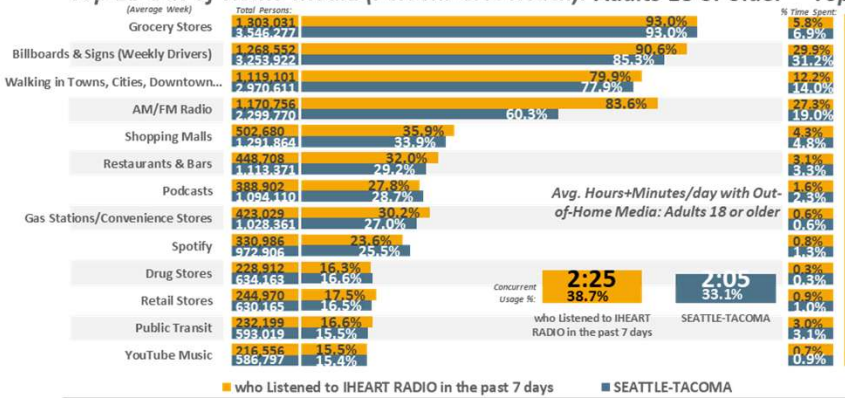
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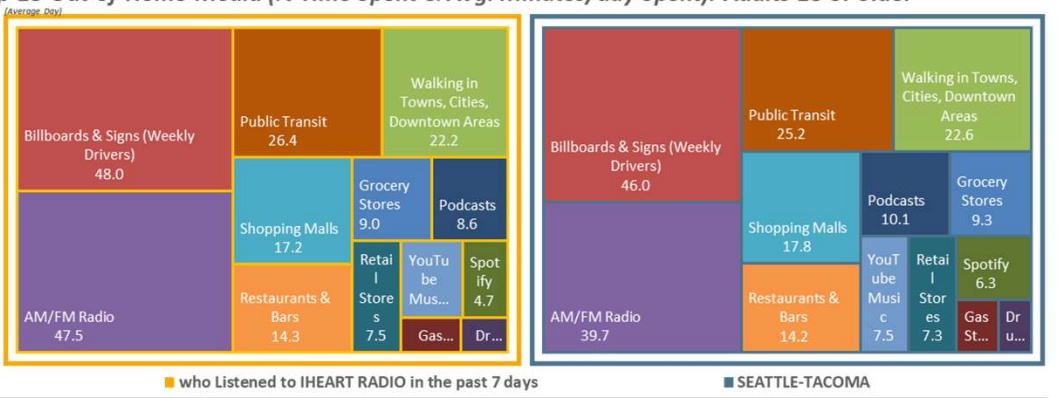
Radio Stations: KZOK-FM

1,268,552 or 90.6% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an average of 48. minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 42.5 minutes/day.

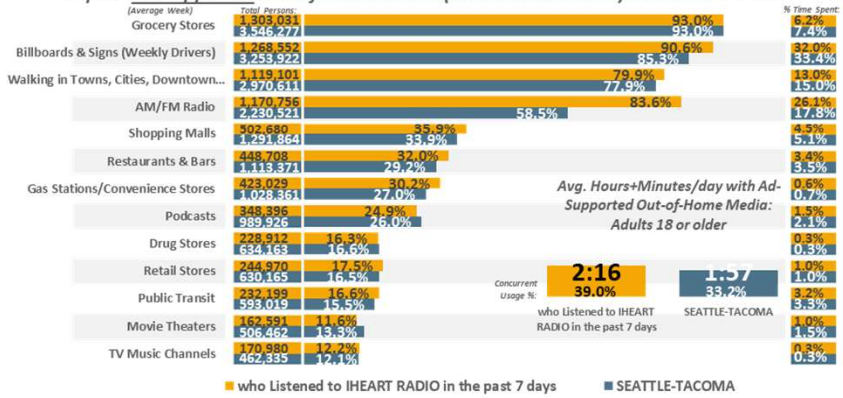
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



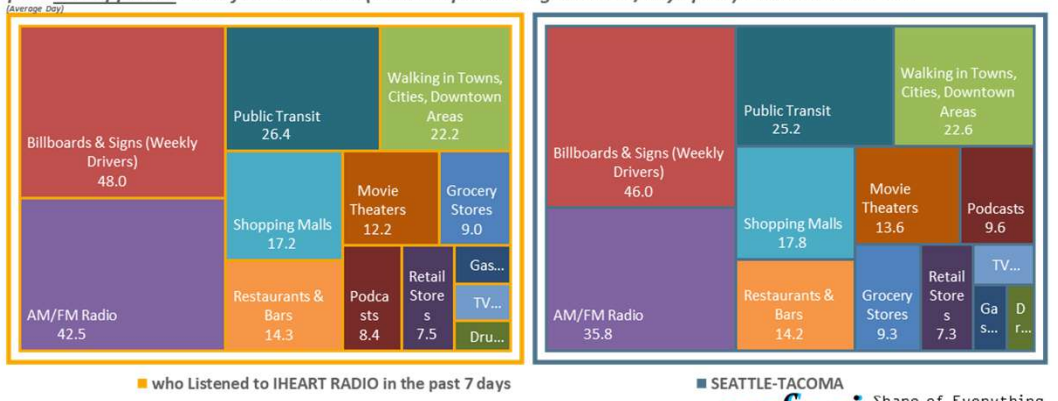
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 1,387

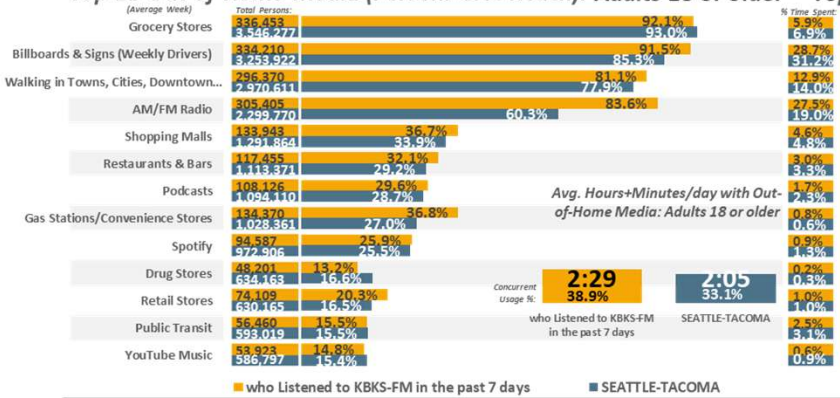
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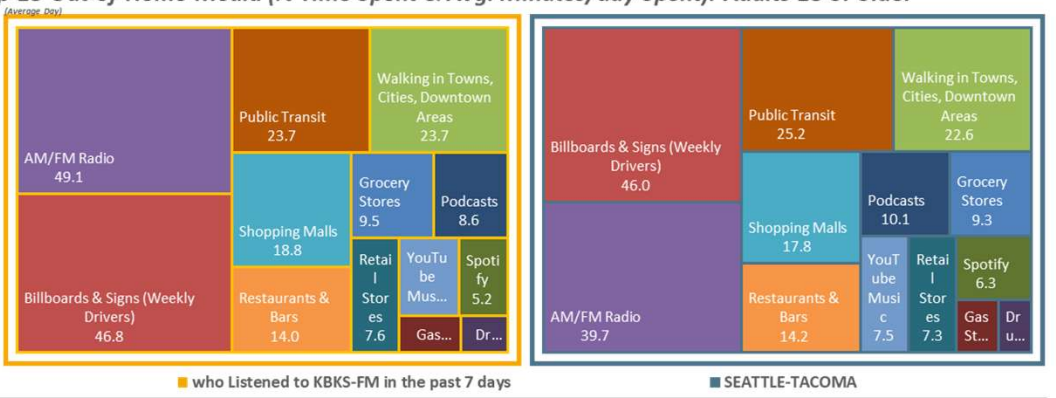
(Radio Stations: KBKS-FM OR Radio Stations: KJAQ-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)

334,210 or 91.5% of Adults 18 or older who Listened to KBKS-FM in the past 7 days spend an average of 46.8 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 43.5 minutes/day.

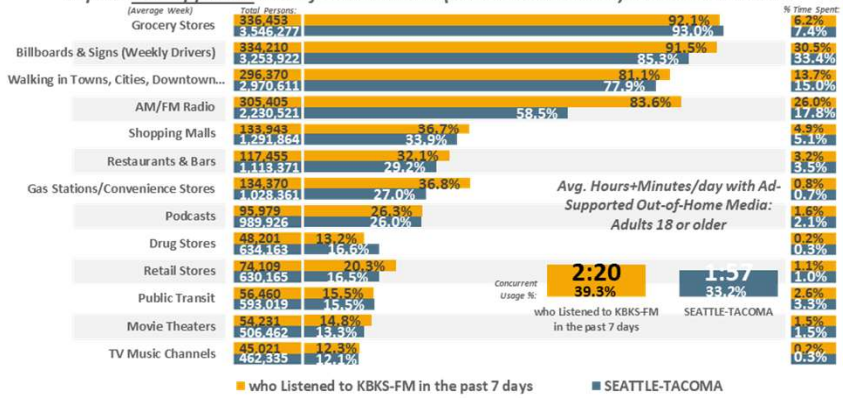
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



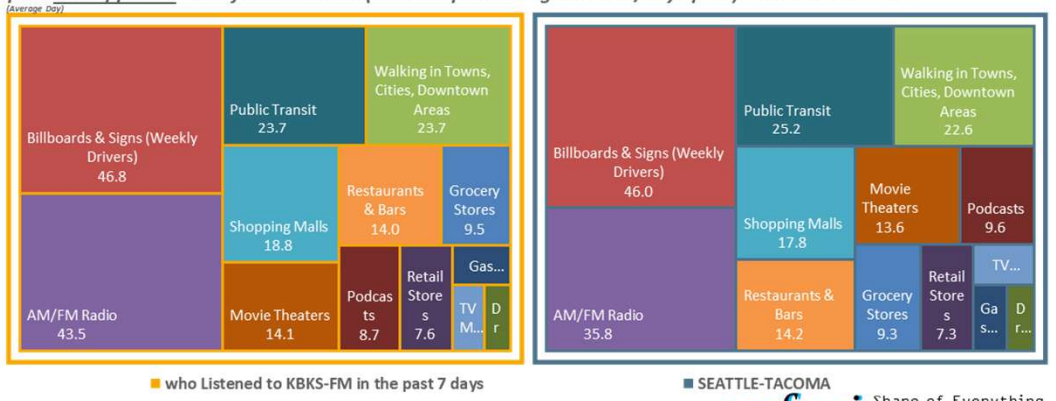
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 350

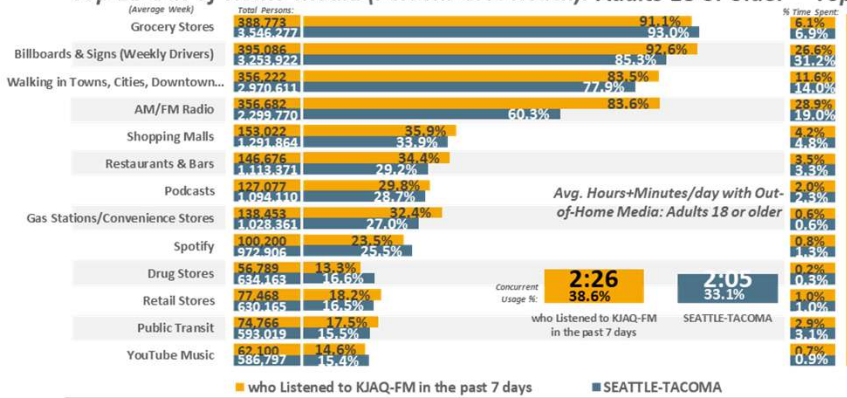
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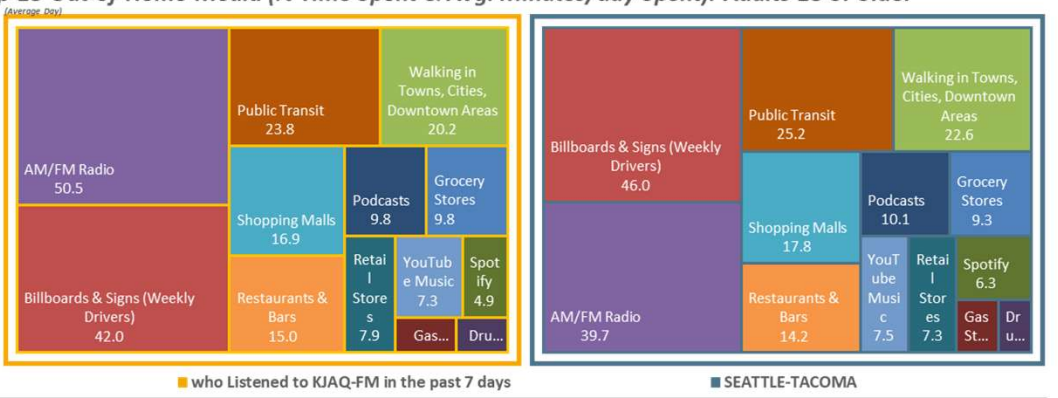
Radio Stations: KBKS-FM

395,086 or 92.6% of Adults 18 or older who Listened to KJAQ-FM in the past 7 days spend an average of 42. minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 46. minutes/day.

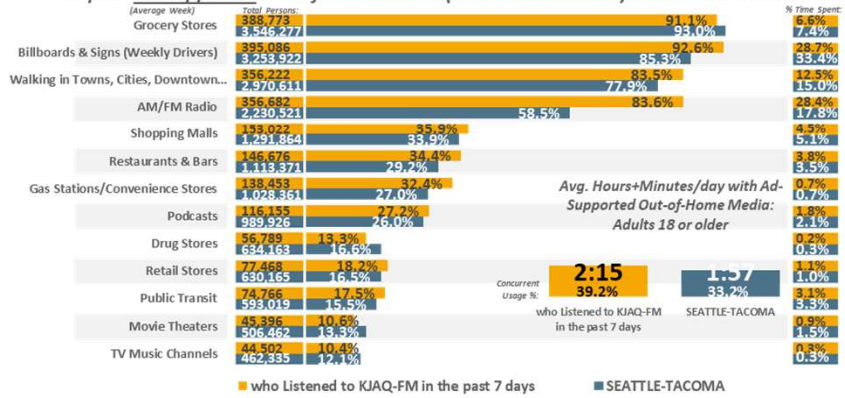
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



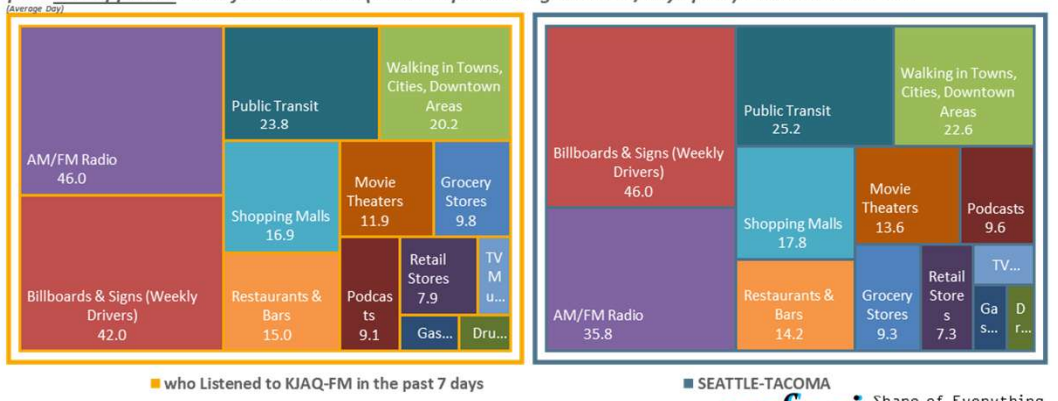
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 433

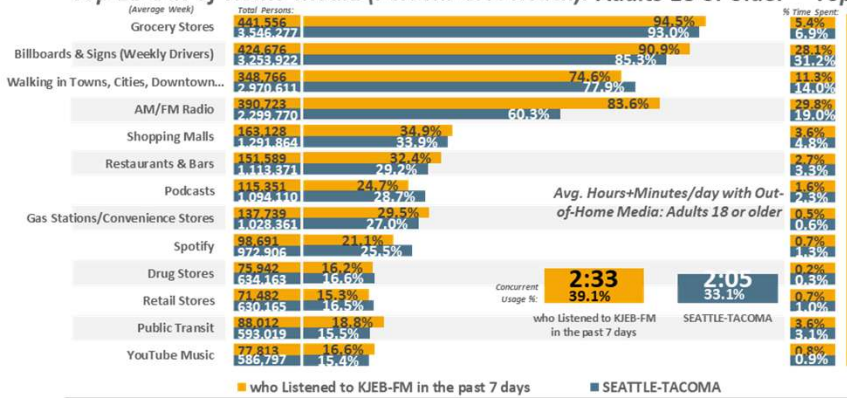
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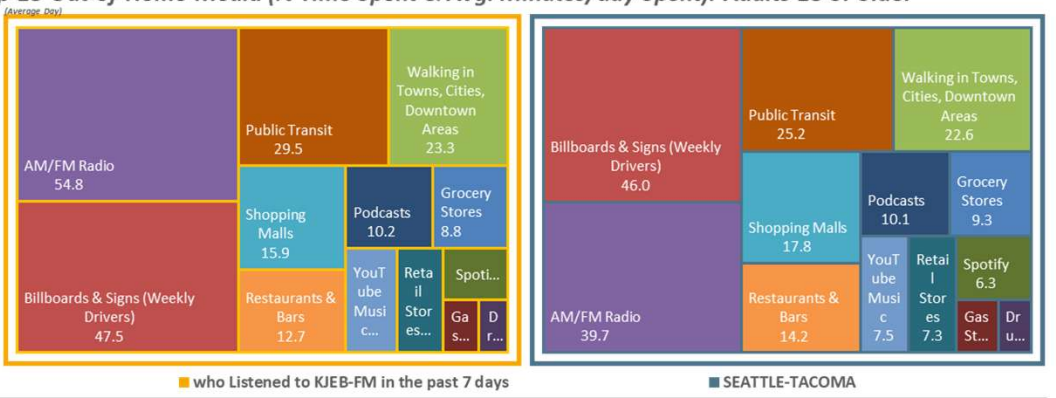
Radio Stations: KJAQ-FM

424,676 or 90.9% of Adults 18 or older who Listened to KJEB-FM in the past 7 days spend an average of 47.5 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 48. minutes/day.

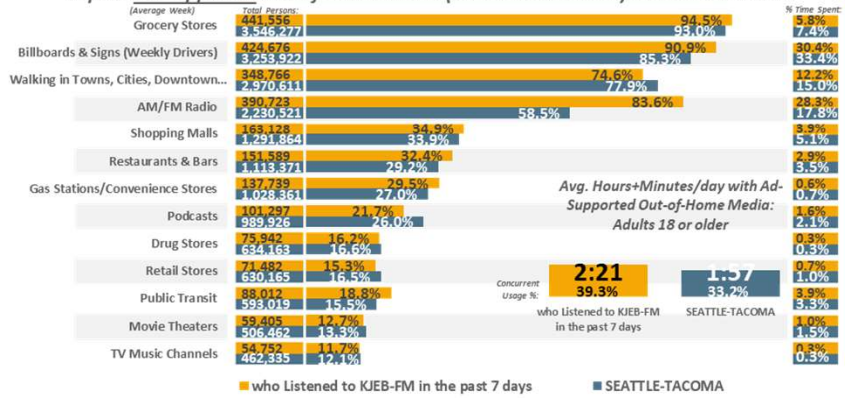
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



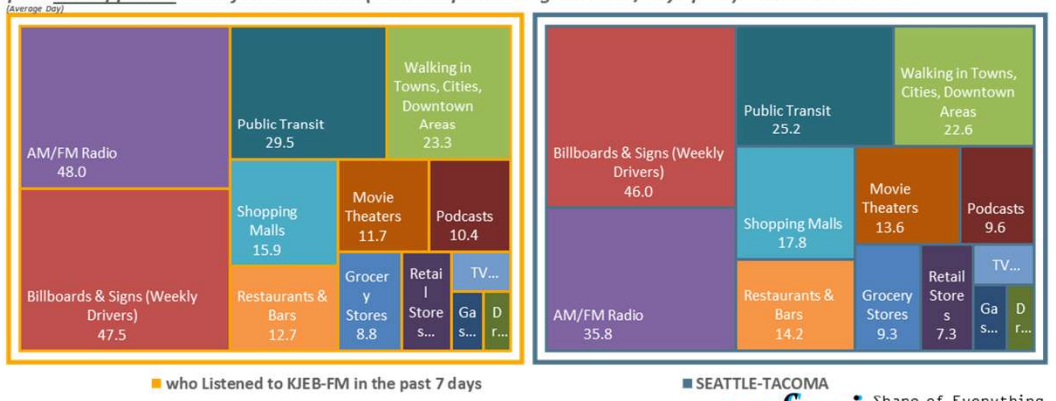
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 496

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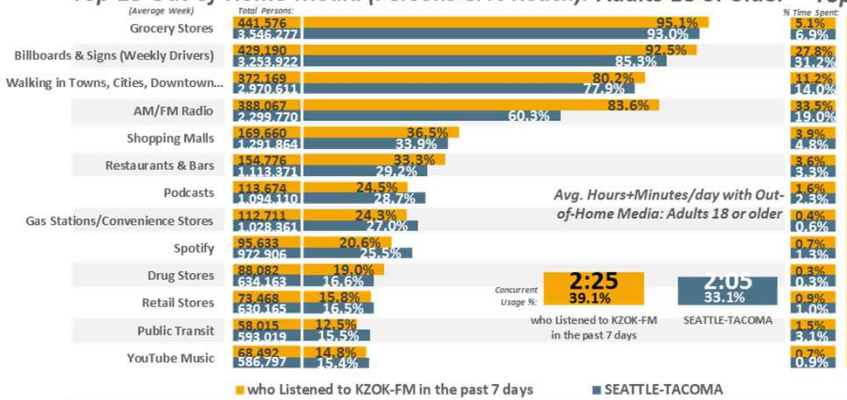
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Radio Stations: KJEB-FM

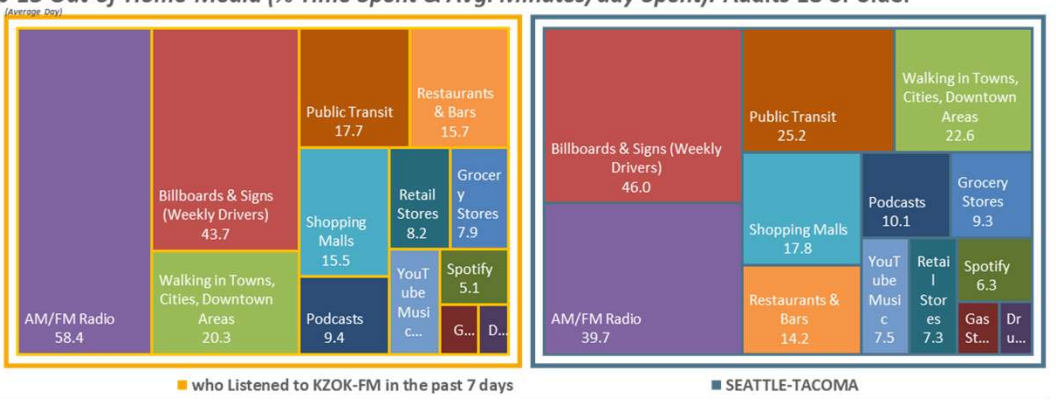


429,190 or 92.5% of Adults 18 or older who Listened to KZOK-FM in the past 7 days spend an average of 43.7 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 53.2 minutes/day.

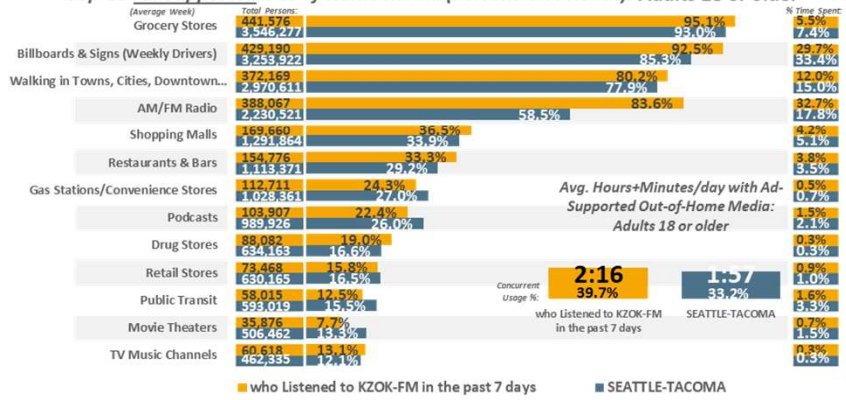
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



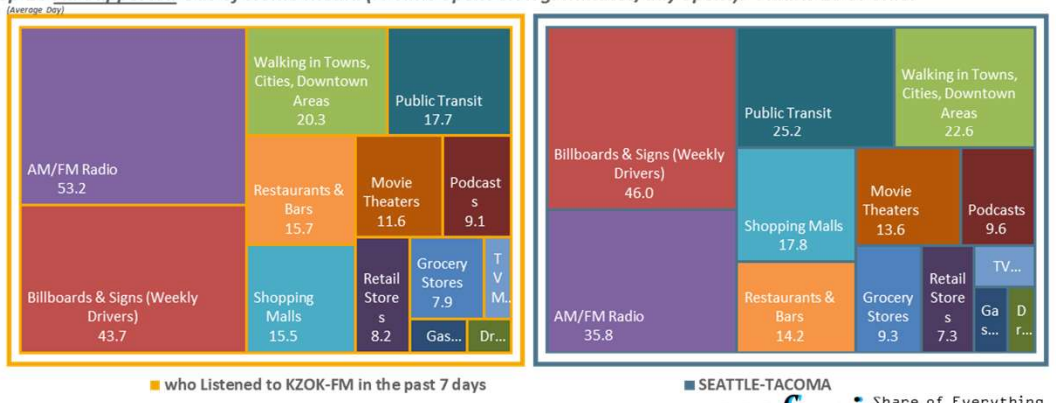
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 483

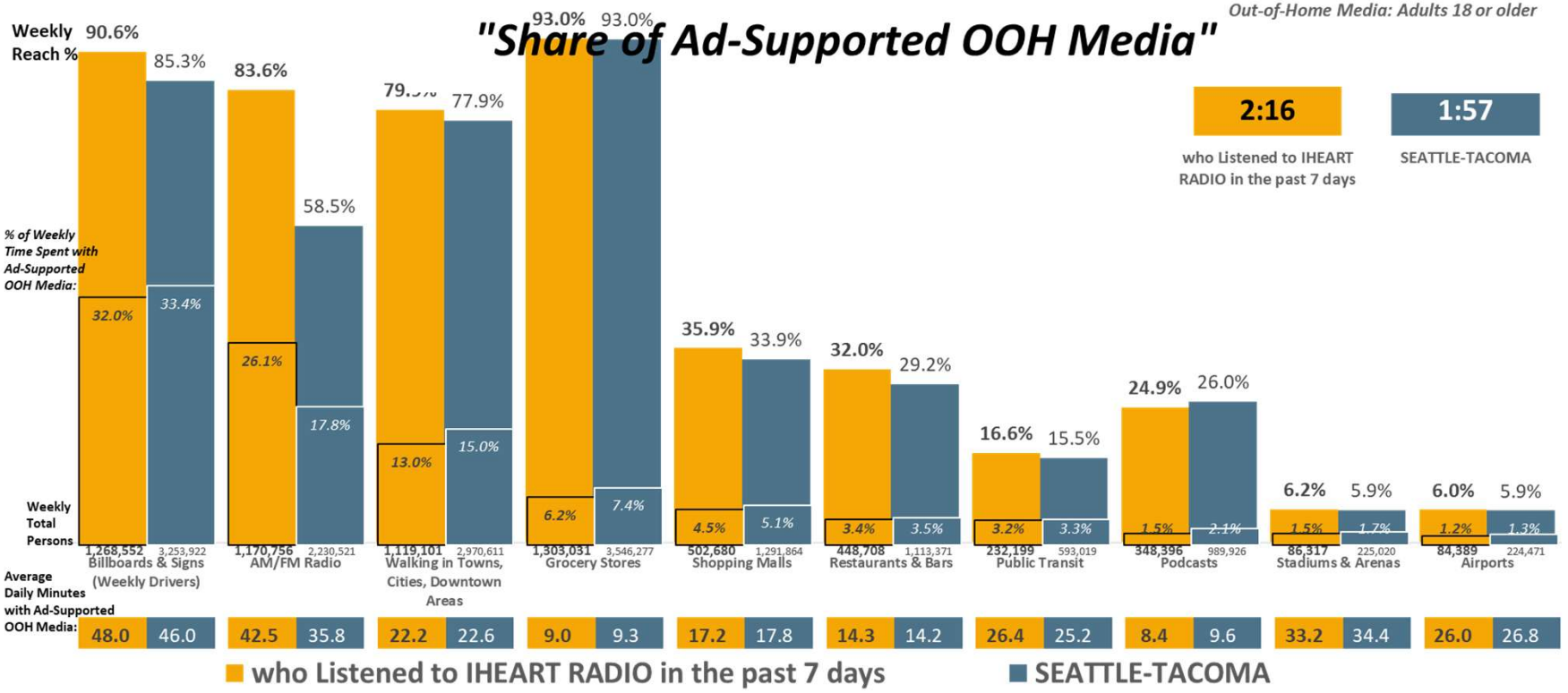
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Radio Stations: KZOK-FM

1,268,552 or 90.6% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an average of 48. minutes per day driving, seeing Billboards and Signs representing 32.% 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 1,387 SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,801

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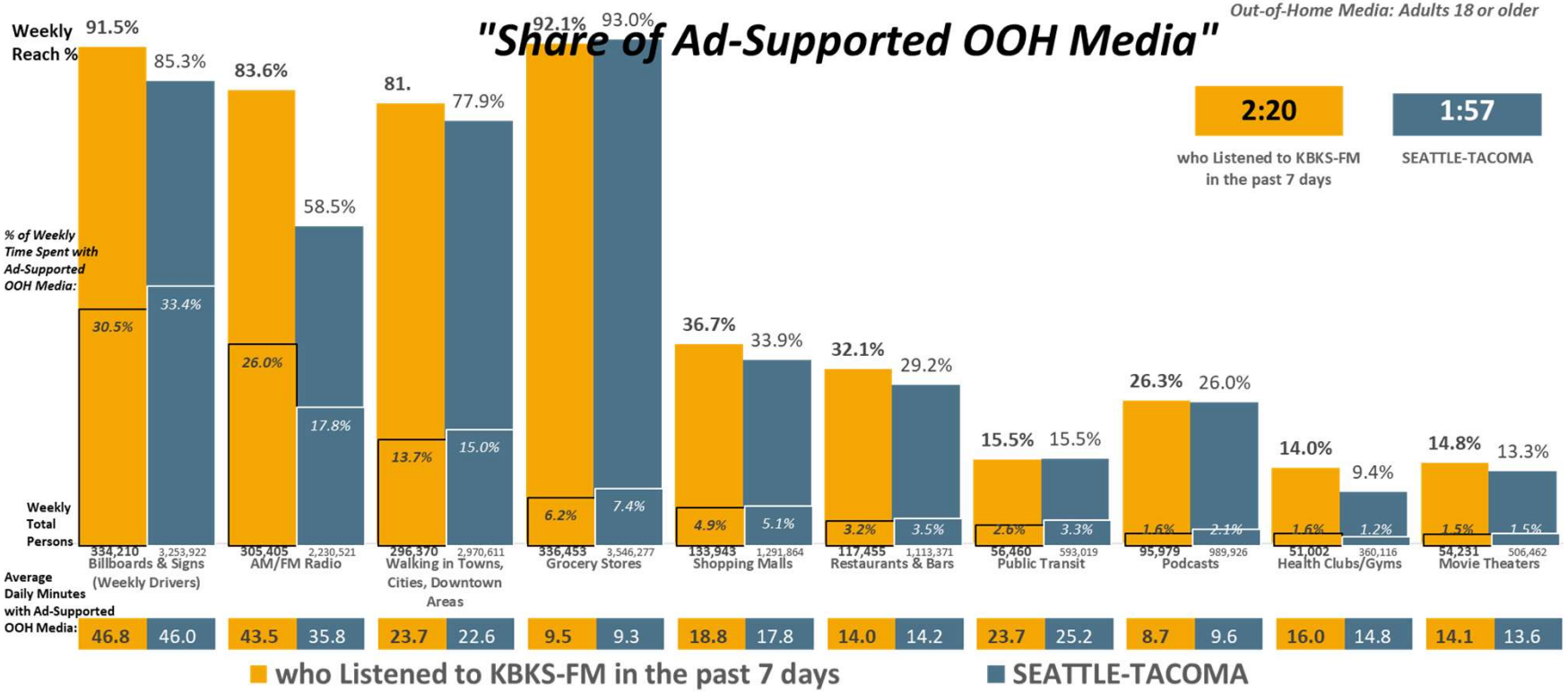
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(Radio Stations: KBKS-FM OR Radio Stations: KJAQ-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)

334,210 or 91.5% of Adults 18 or older who Listened to KBKS-FM in the past 7 days spend an average of 46.8 minutes per day driving, seeing Billboards and Signs representing 30.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 350 SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,801

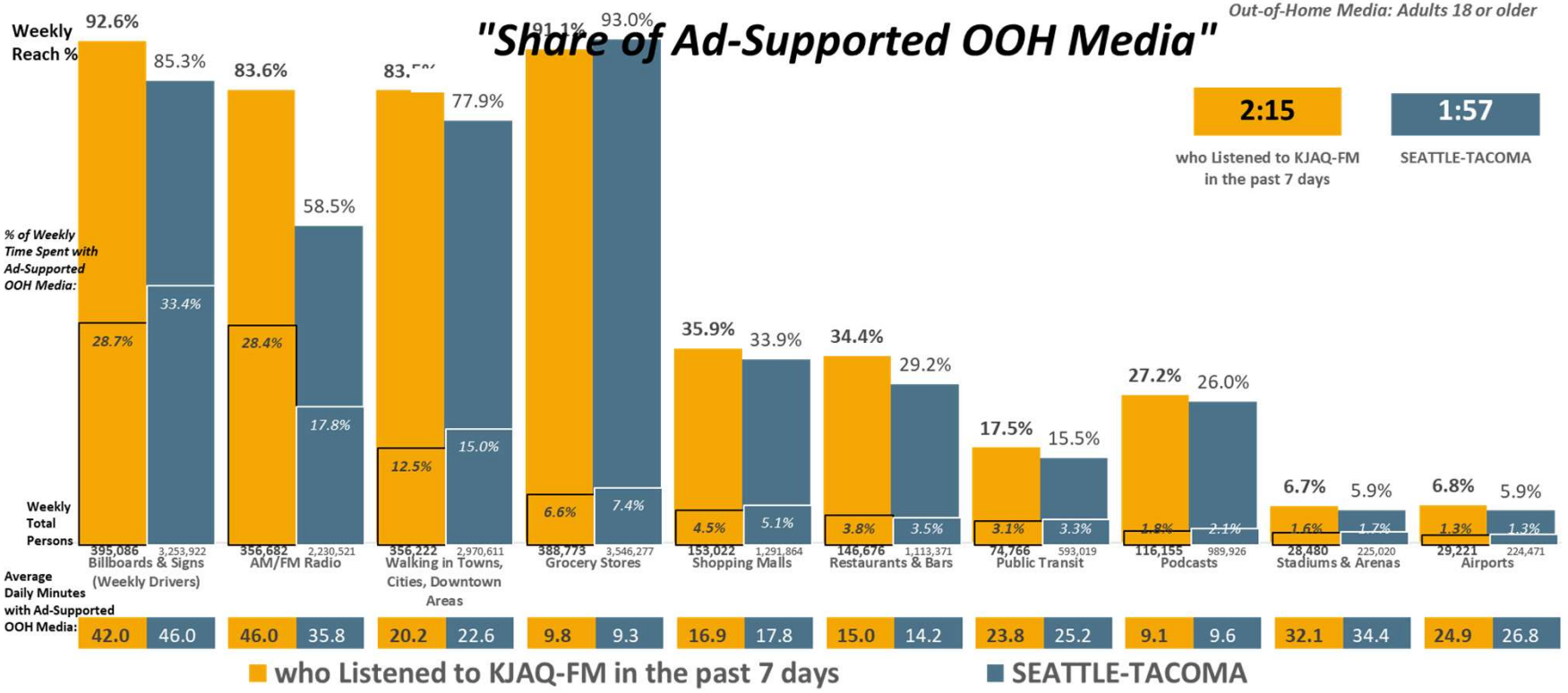
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Radio Stations: KBKS-FM

395,086 or 92.6% of Adults 18 or older who Listened to KJAQ-FM in the past 7 days spend an average of 42. minutes per day driving, seeing Billboards and Signs representing 28.7% 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



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 433 SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,801

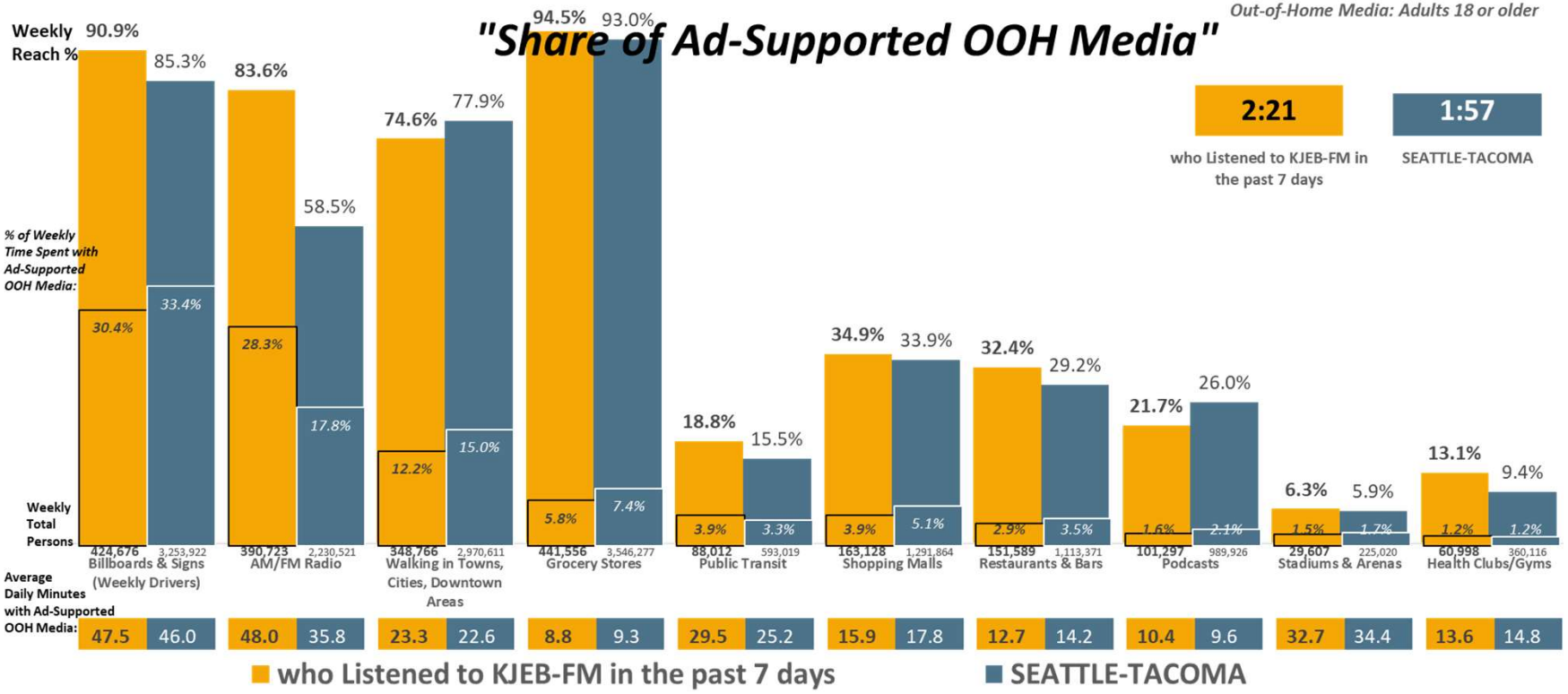
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Radio Stations: KJAQ-FM

424,676 or 90.9% of Adults 18 or older who Listened to KJEB-FM in the past 7 days spend an average of 47.5 minutes per day driving, seeing Billboards and Signs representing 30.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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



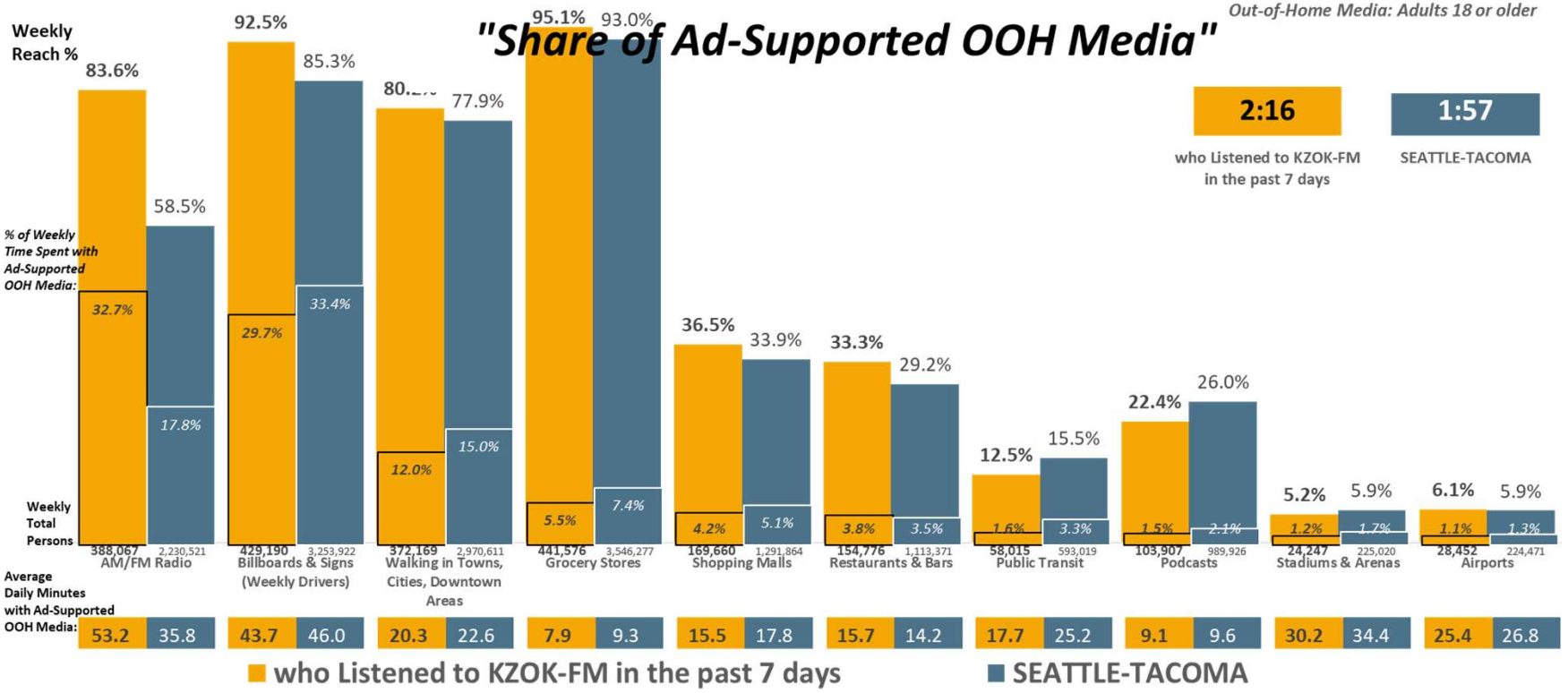
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 496 SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,801

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Radio Stations: KJEB-FM

429,190 or 92.5% of Adults 18 or older who Listened to KZOK-FM in the past 7 days spend an average of 43.7 minutes per day driving, seeing Billboards and Signs representing 29.7% of all Time Spent with Ad-Supported Out-of-Home Media.



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 483 SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,801

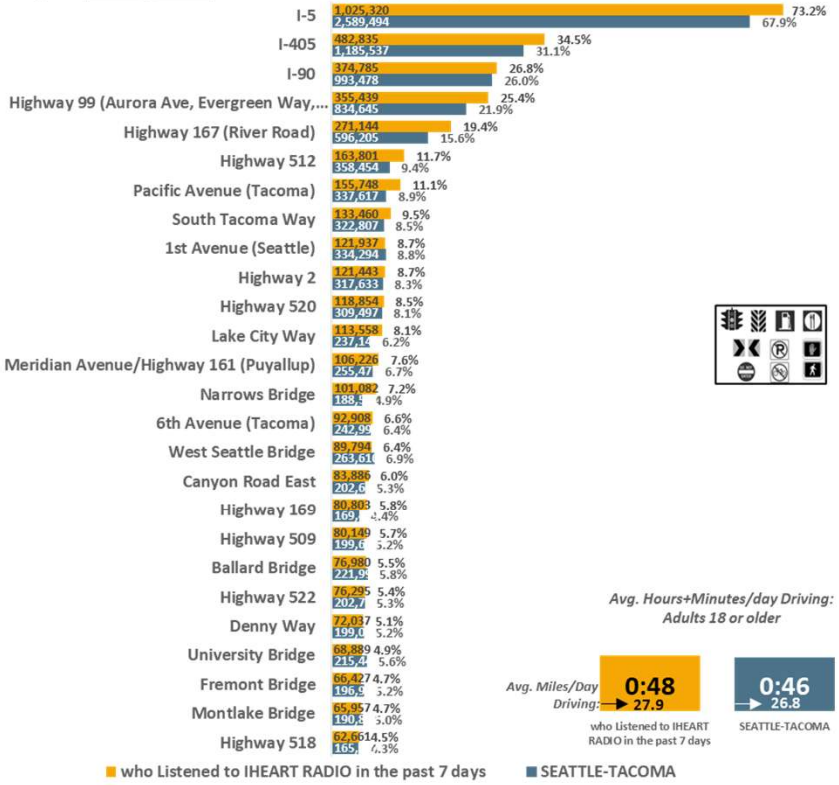
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Radio Stations: KZOK-FM

1,268,552 or 90.6% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an average of 48. minutes per day driving an average of 27.9 miles each day and are 46.% more likely to use Narrows Bridge than the Metro average.

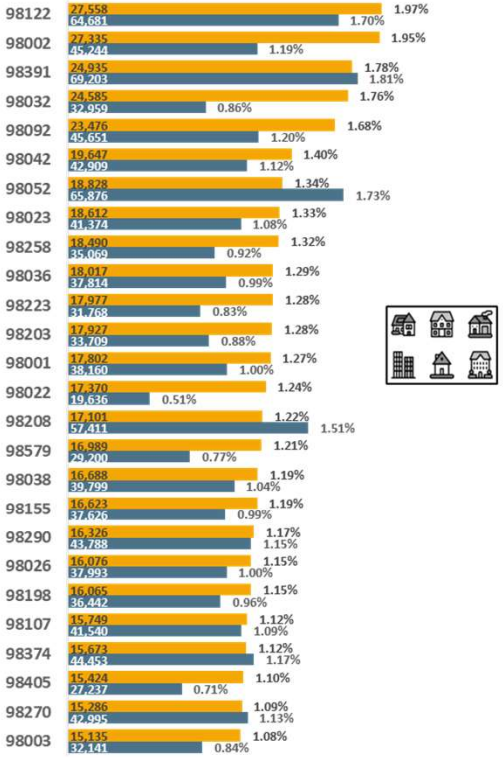
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



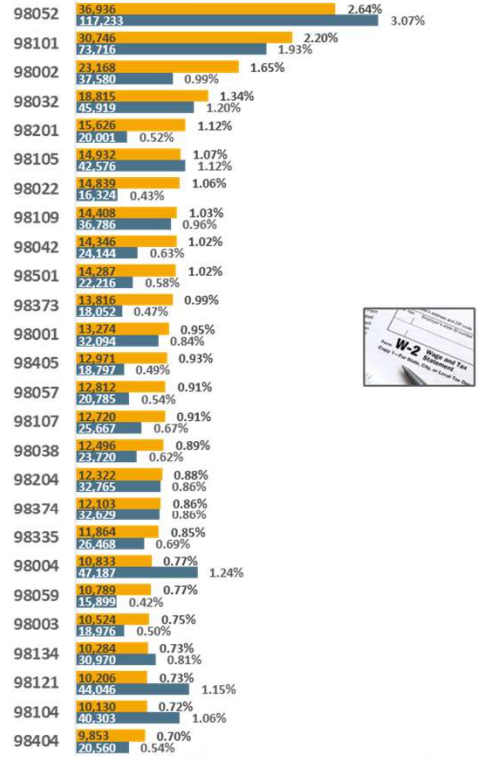
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



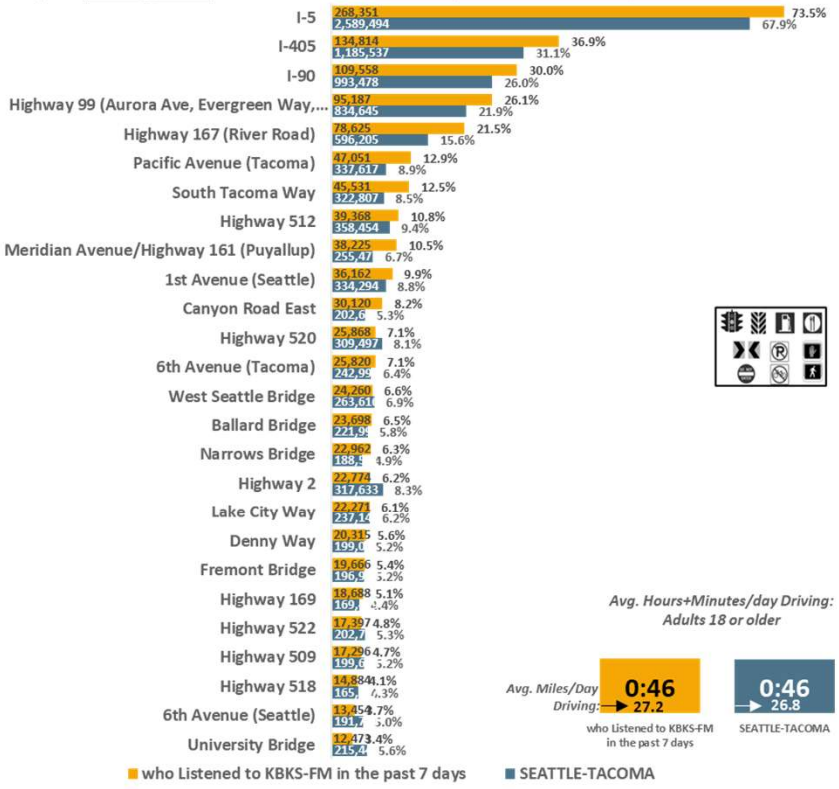
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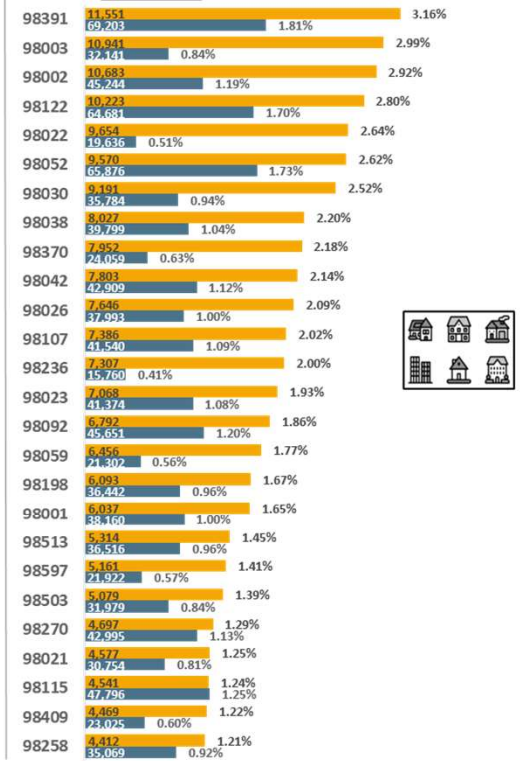
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,387

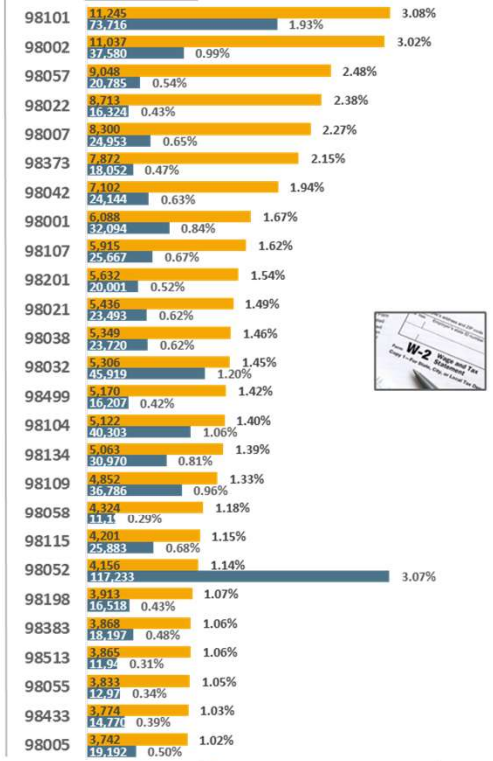
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(Radio Stations: KBKS-FM OR Radio Stations: KJAQ-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)

334,210 or 91.5% of Adults 18 or older who Listened to KBKS-FM in the past 7 days spend an average of 46.8 minutes per day driving an average of 27.2 miles each day and are 56.2% more likely to use Meridian Avenue/Highway 161 (Puyallup) than the Metro ave







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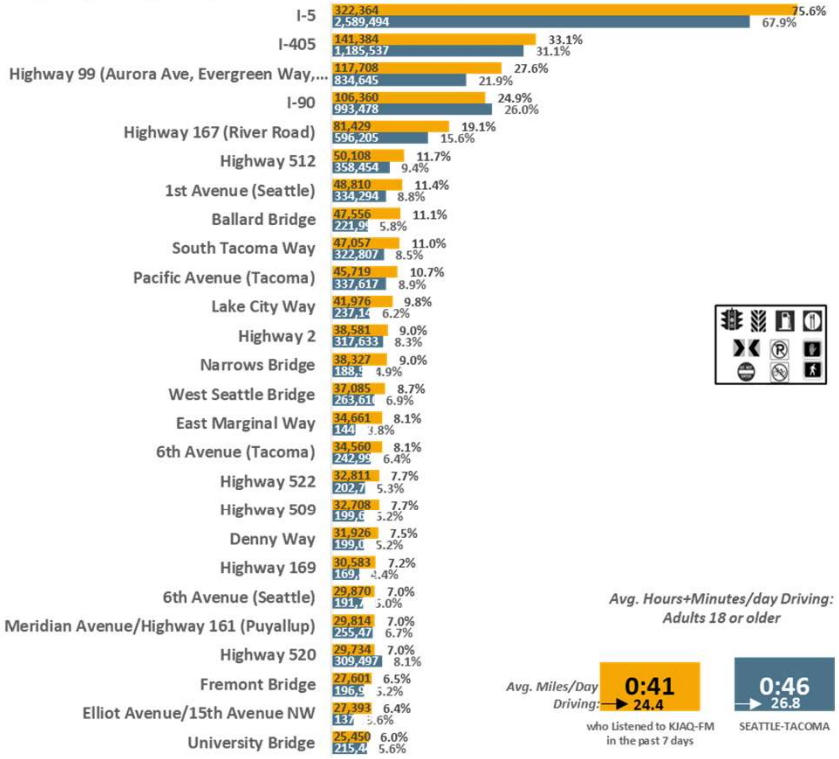
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 350

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Radio Stations: KBKS-FM

395,086 or 92.6% of Adults 18 or older who Listened to KJAQ-FM in the past 7 days spend an average of 42. minutes per day driving an average of 24.4 miles each day and are 113.8% more likely to use East Marginal Way than the Metro average.

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

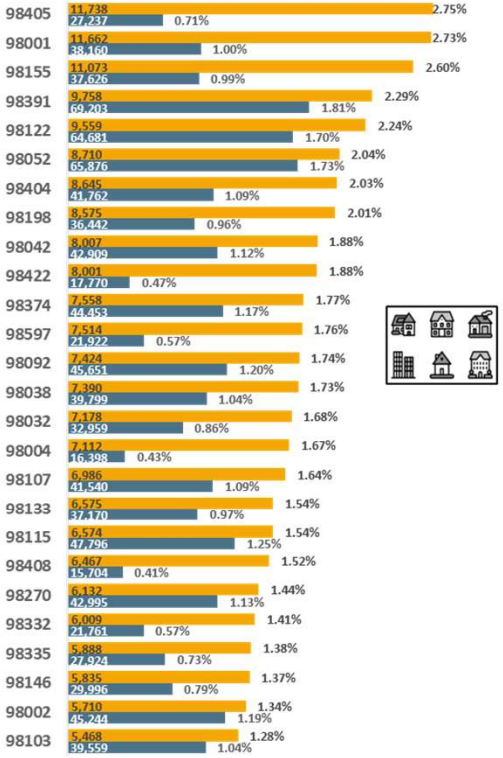


Avg. Hours+Minutes/day Driving: Adults 18 or older

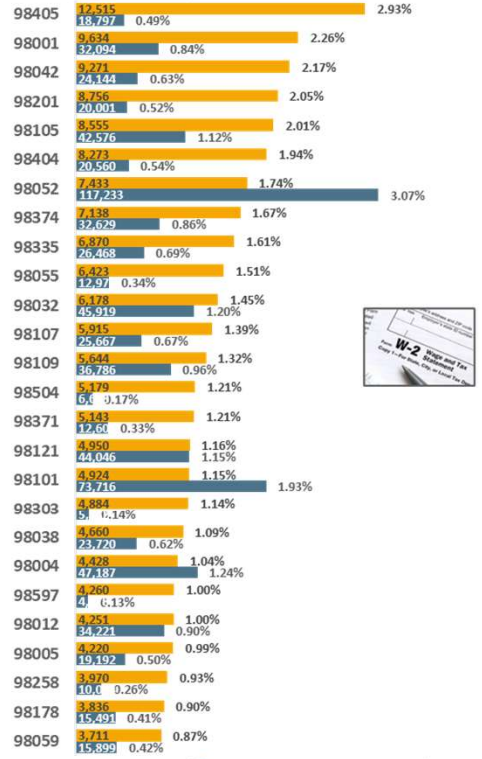
Avg. Miles/Day Driving: 0:41 → 24.4 (who Listened to KJAQ-FM in the past 7 days)

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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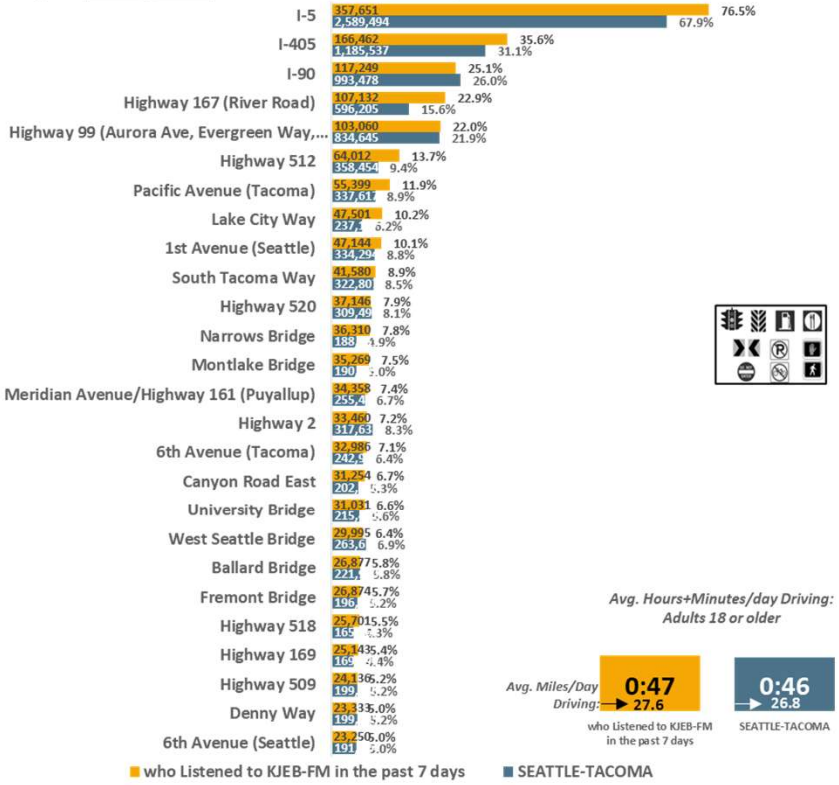
SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 433

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Radio Stations: KJAQ-FM

424,676 or 90.9% of Adults 18 or older who Listened to KJEB-FM in the past 7 days spend an average of 47.5 minutes per day driving an average of 27.6 miles each day and are 63.5% more likely to use Lake City Way than the Metro average.

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



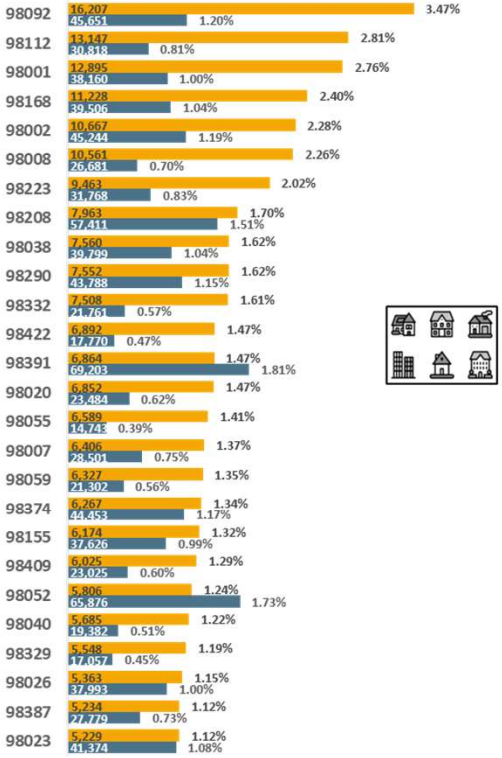
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 27.6

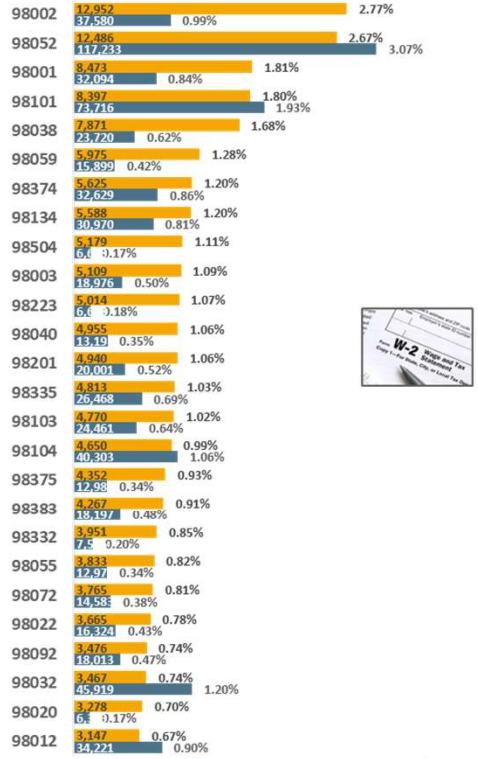
0:47 who Listened to KJEB-FM in the past 7 days

0:46 SEATTLE-TACOMA

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



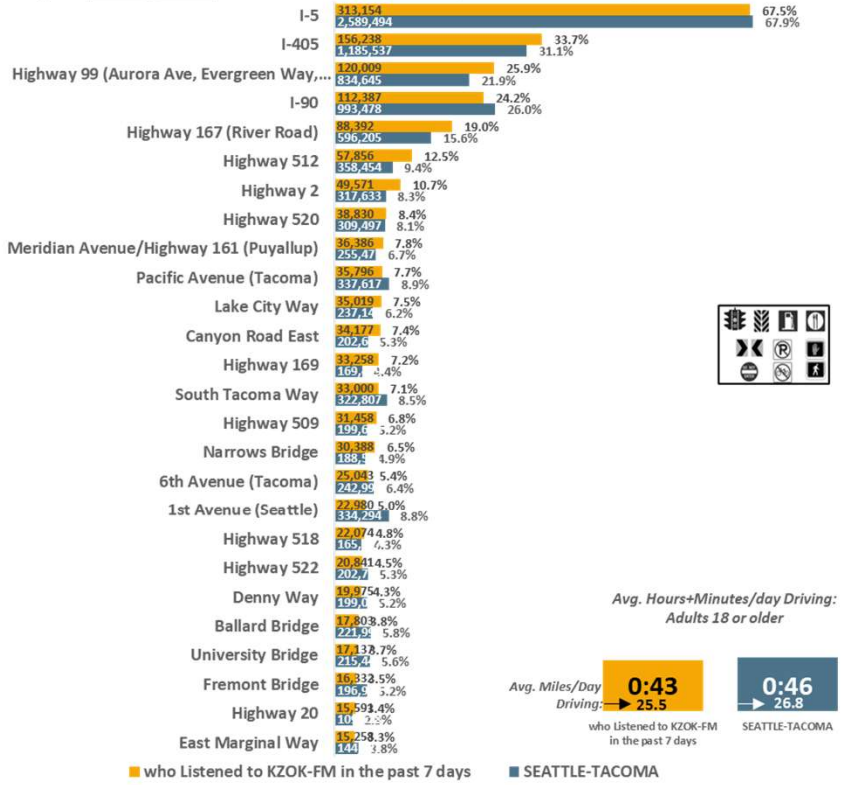
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Radio Stations: KJEB-FM

429,190 or 92.5% of Adults 18 or older who Listened to KZOK-FM in the past 7 days spend an average of 43.7 minutes per day driving an average of 25.5 miles each day and are 61.2% more likely to use Highway 169 than the Metro average.

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



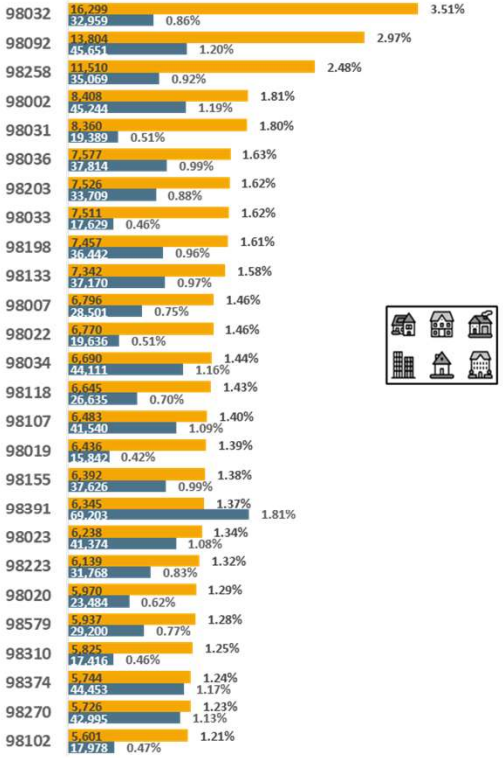
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:

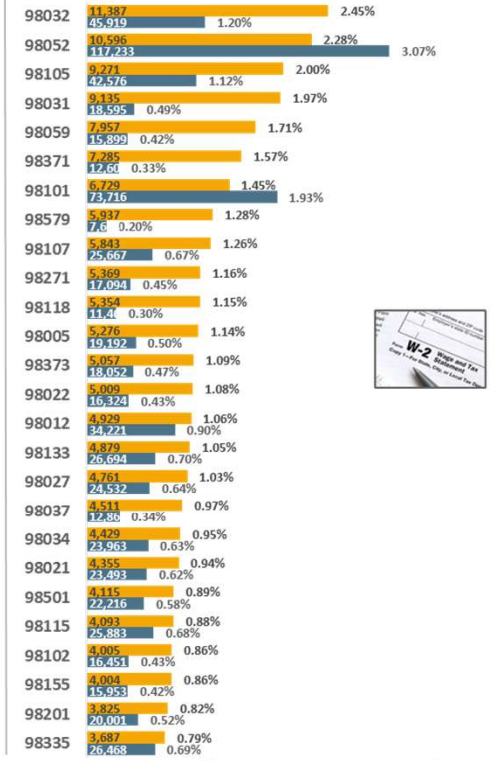
who Listened to KZOK-FM in the past 7 days

SEATTLE-TACOMA

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



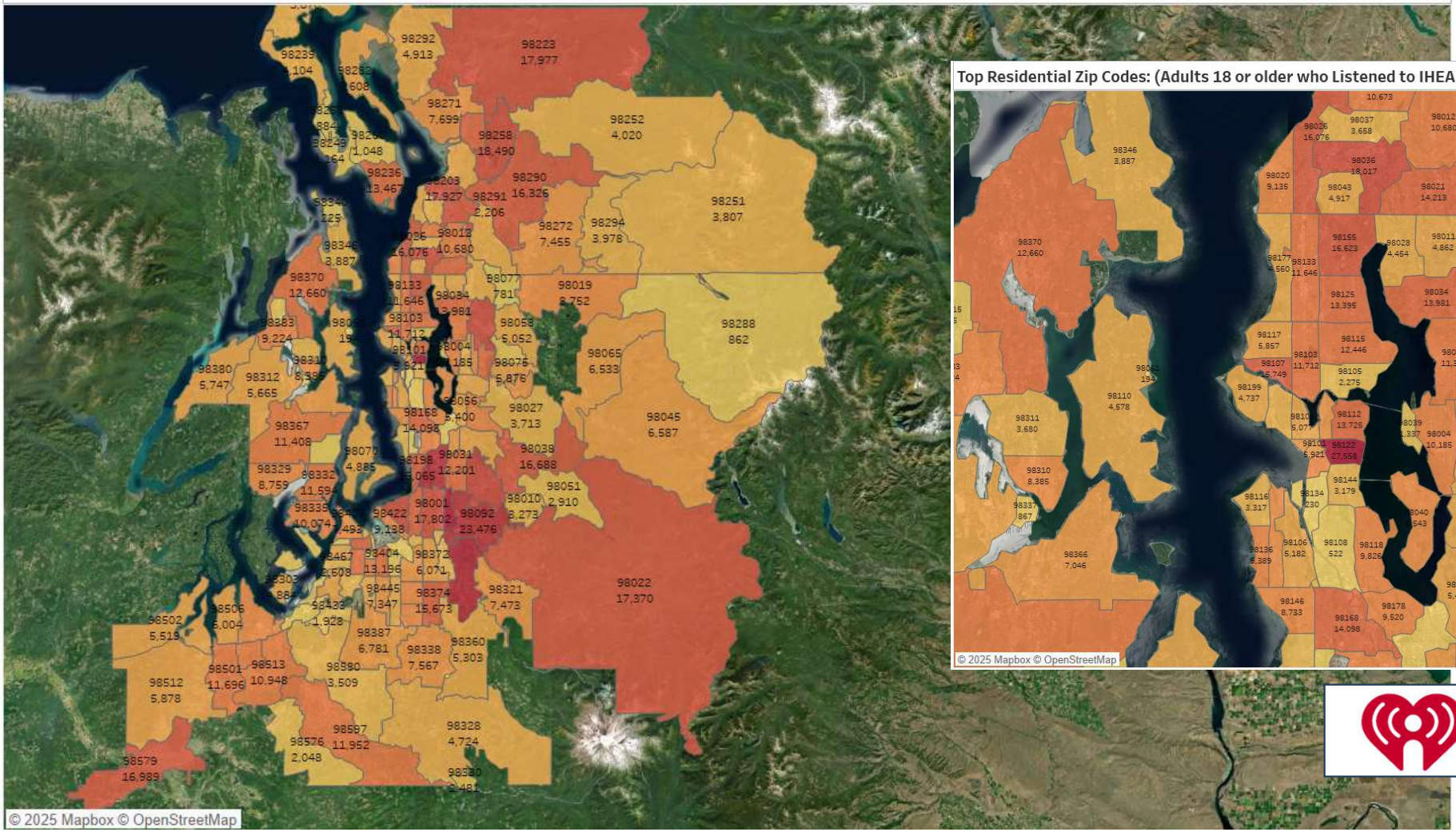
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Radio Stations: KZOK-FM

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



SUM(Adults 18 or older ...

112 27,558

Top Residential Zip Codes: (Adults 18 or older who Listened to IHEART RADIO in the past 7 da

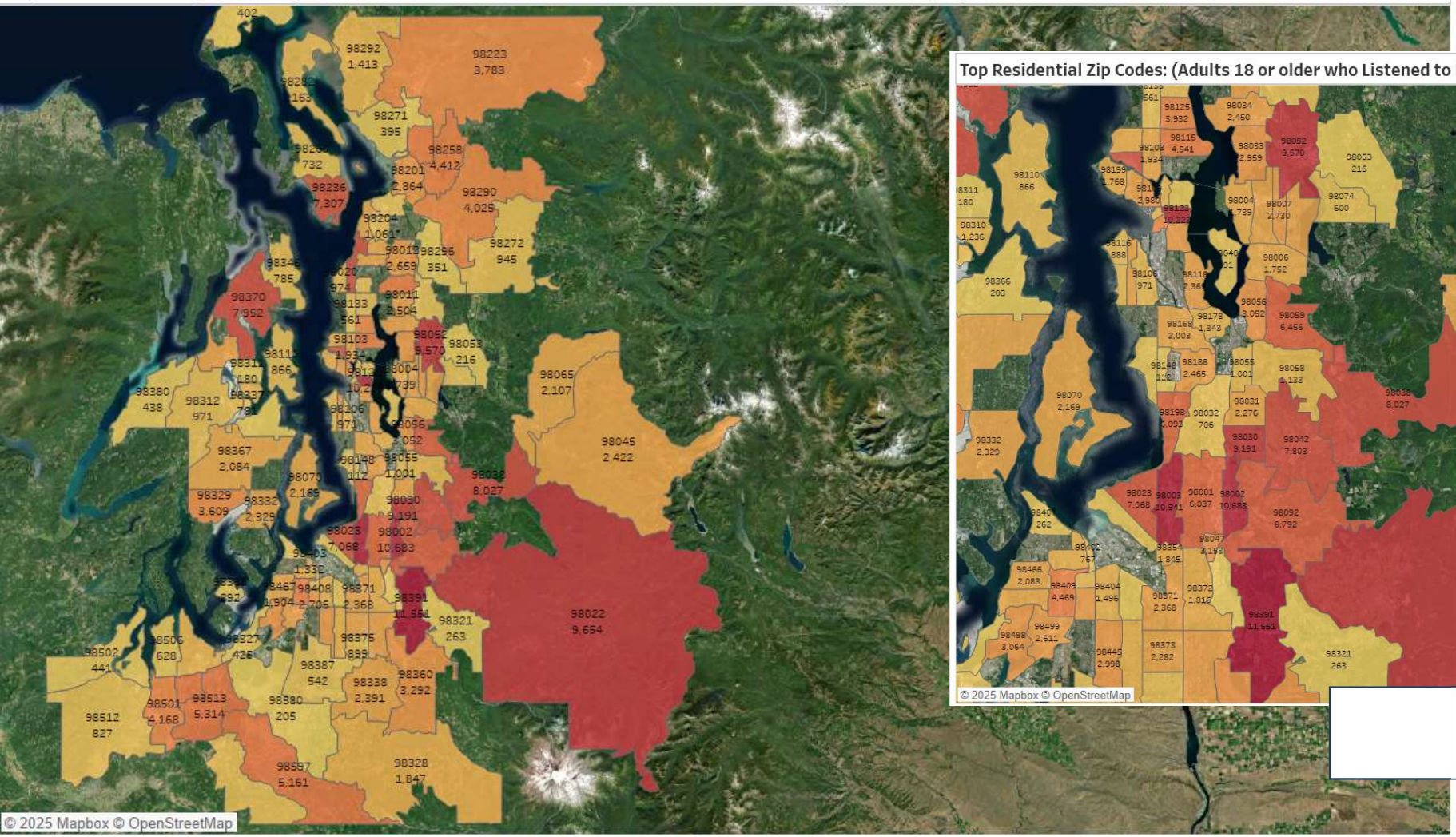
iHeart RADIO

SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,387
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Top Residential Zip Codes: (Adults 18 or older who Listened to KBKS-FM in the past 7 days)



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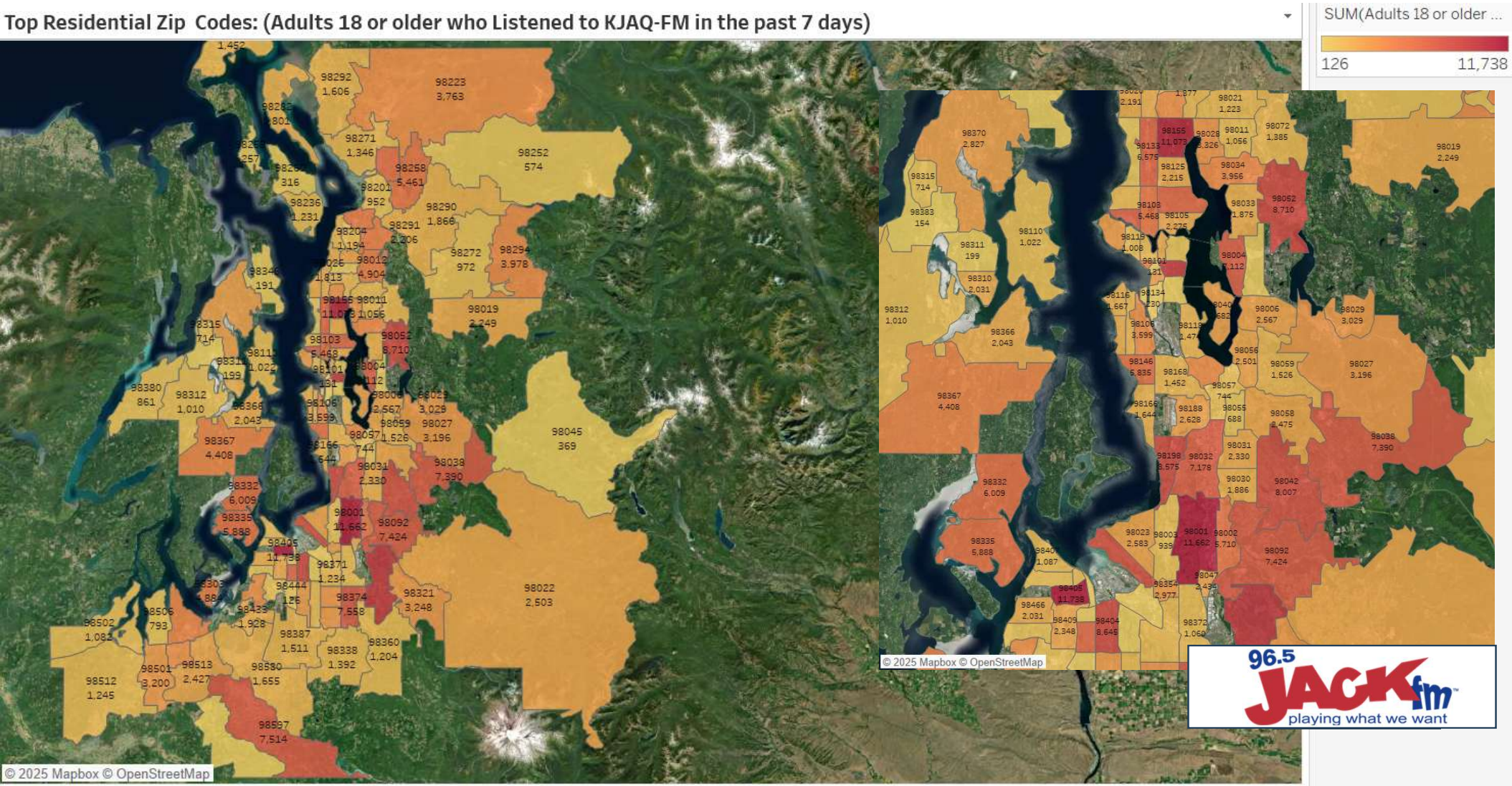
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Radio Stations: KBKS-FM

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

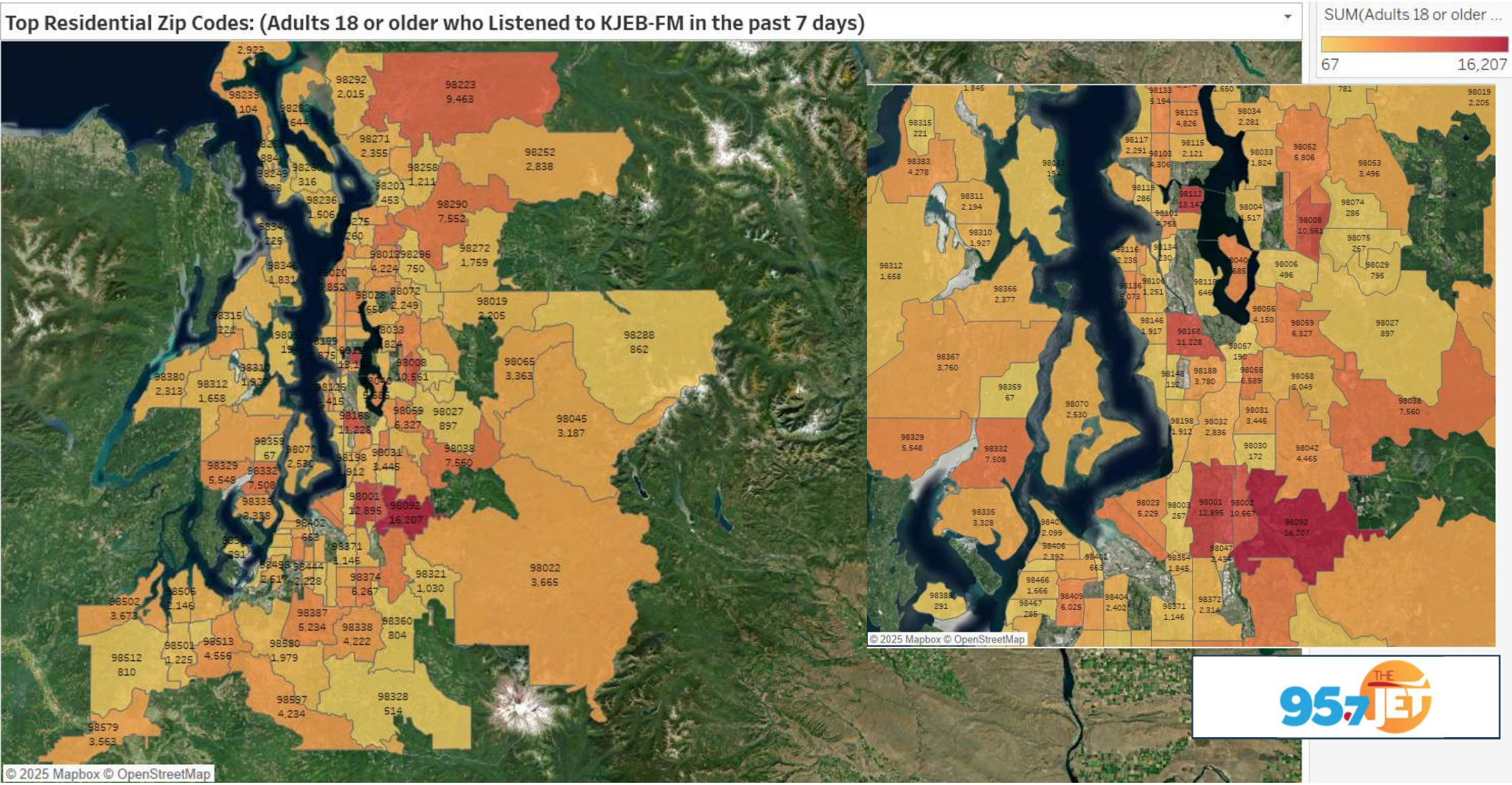


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Radio Stations: KJAQ-FM

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



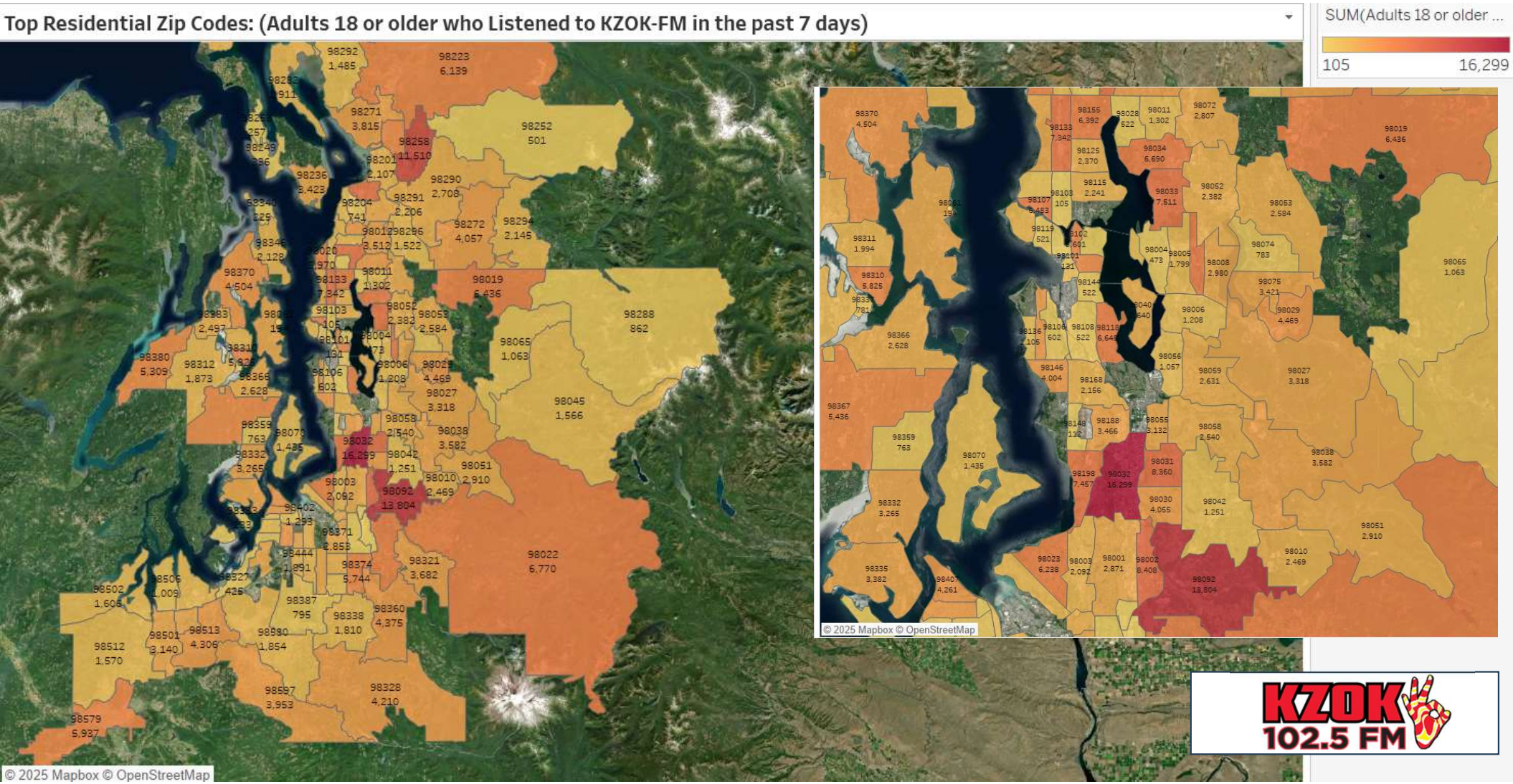
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Radio Stations: KJEB-FM

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



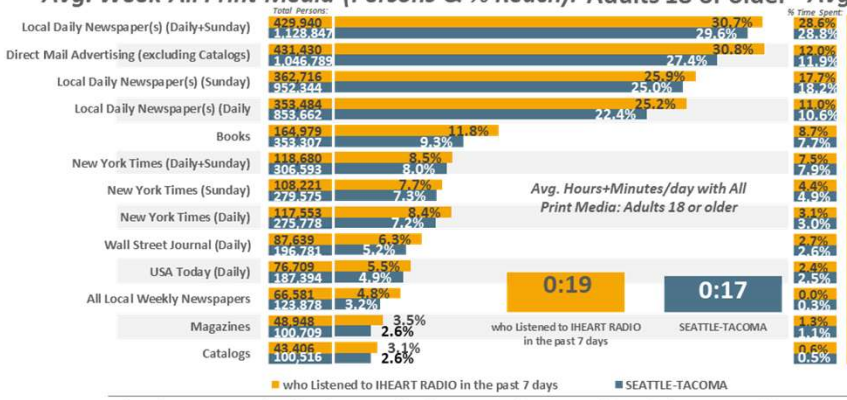
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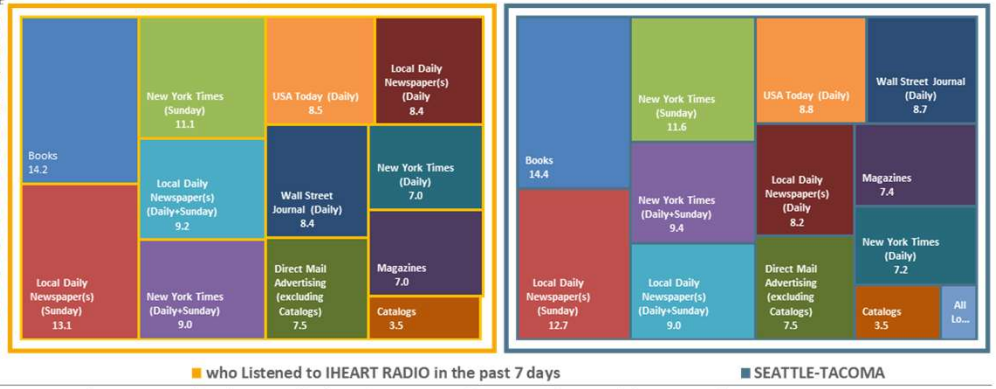
Radio Stations: KZOK-FM

429,940 or 30.7% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.2 minutes every day representing 31.4% of all time spent daily with All forms of Print Media.

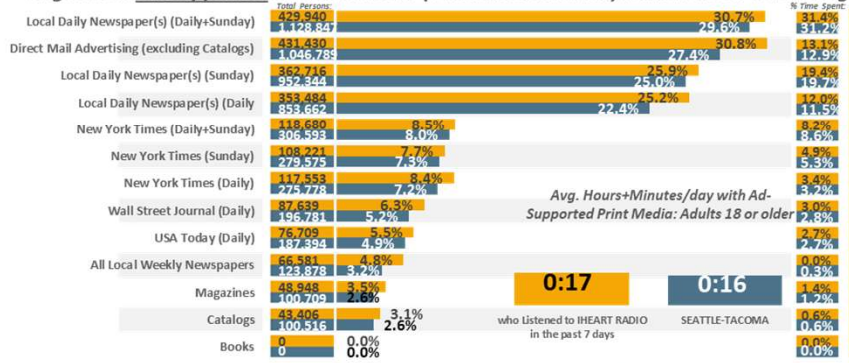
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



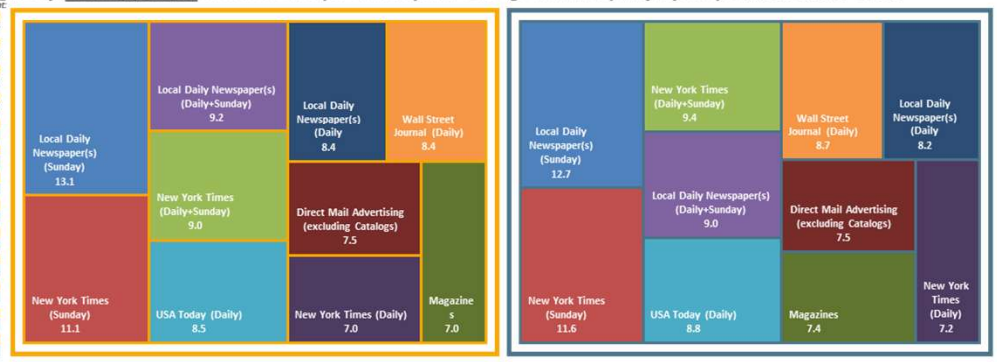
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 1,387

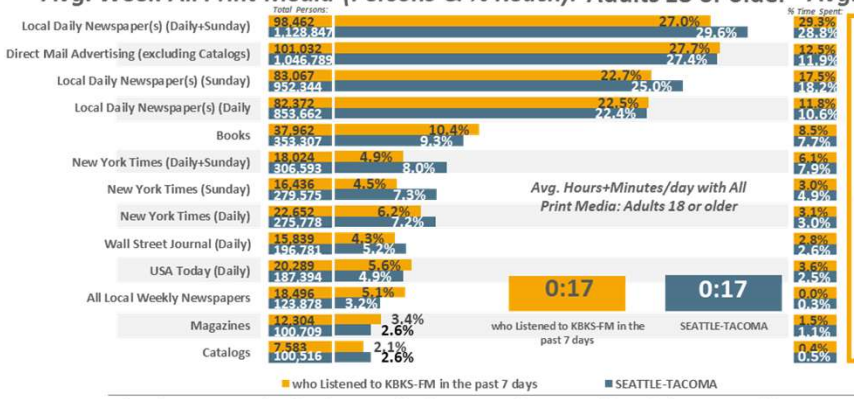
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(Radio Stations: KBKS-FM OR Radio Stations: KJAQ-FM OR Radio Stations: KJEB-FM OR Radio Stations: KJR-AM OR Radio Stations: KJR-FM OR Radio Stations: KJR-FM HD2 OR Radio Stations: KZOK-FM)

98,462 or 27.% of Adults 18 or older who Listened to KBKS-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 32.% of all time spent daily with All forms of Print Media.

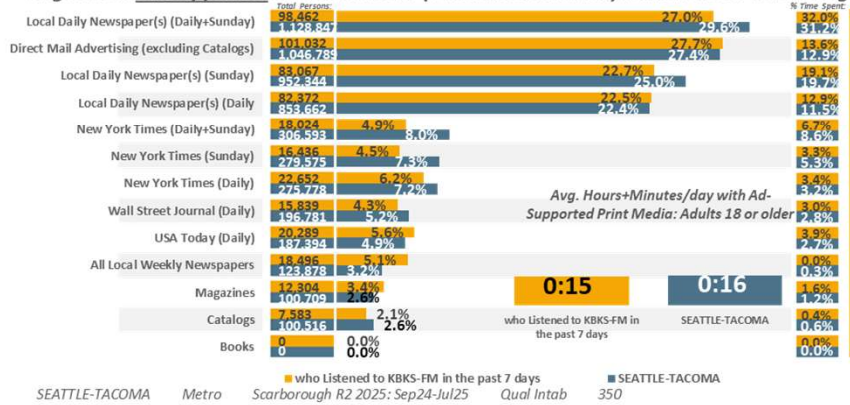
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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 350

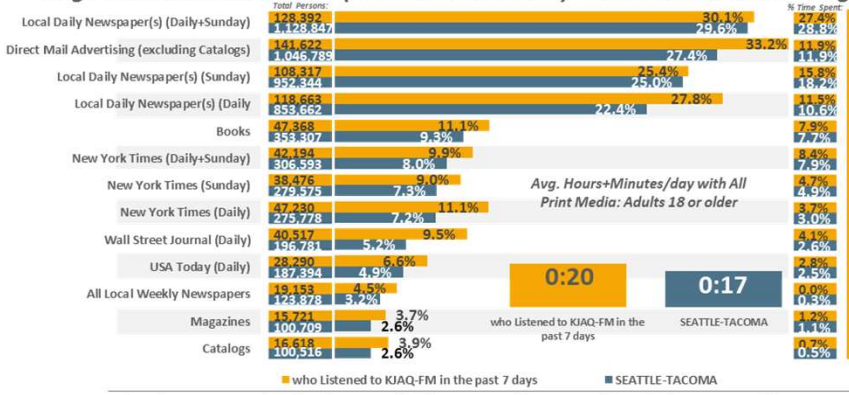
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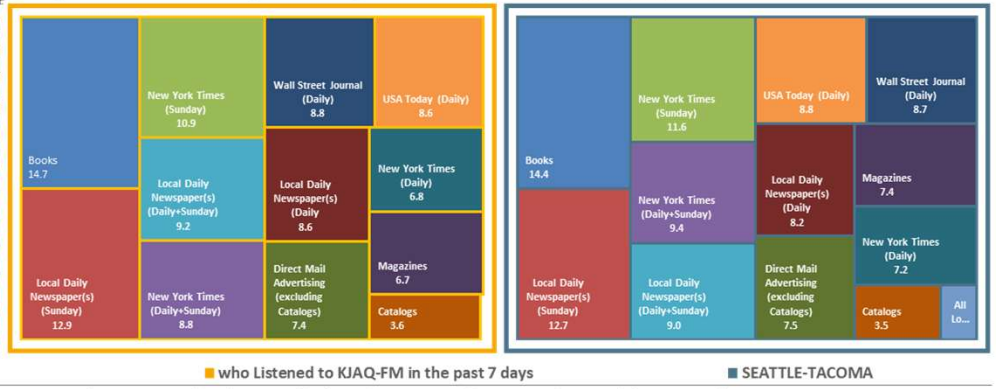
Radio Stations: KBKS-FM

128,392 or 30.1% of Adults 18 or older who Listened to KJAQ-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.2 minutes every day representing 29.7% of all time spent daily with All forms of Print Media.

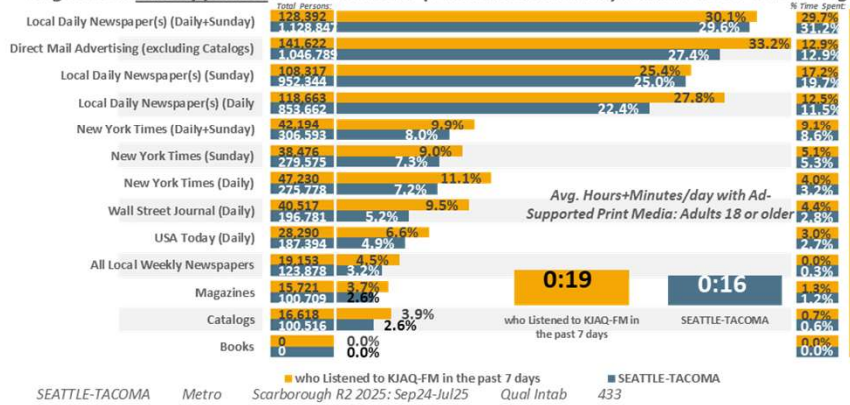
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



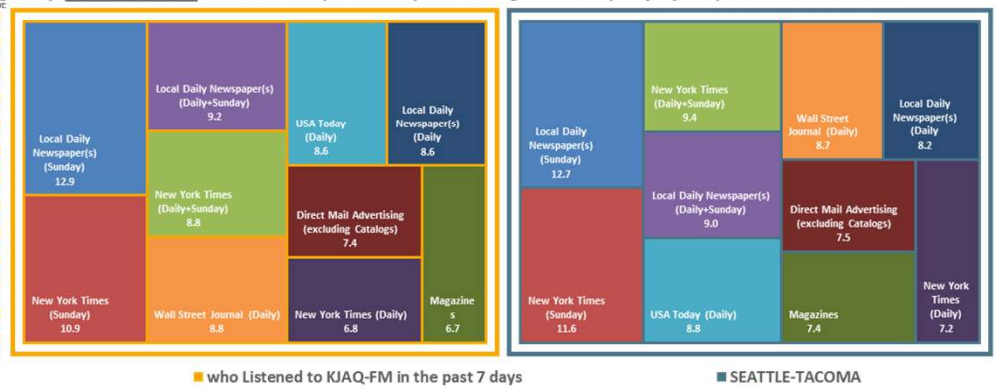
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 433

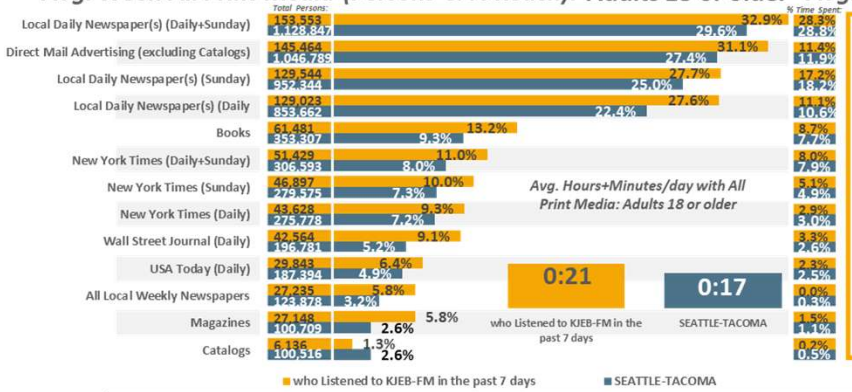
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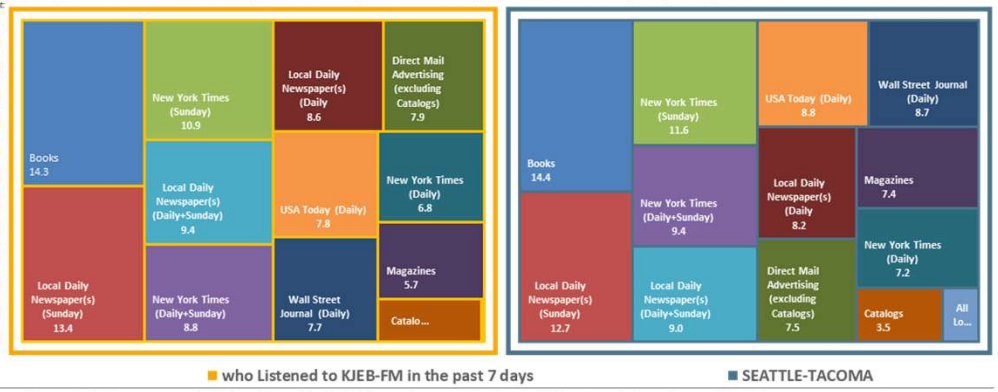
Radio Stations: KJAQ-FM

153,553 or 32.9% of Adults 18 or older who Listened to KJEB-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 31.% of all time spent daily with All forms of Print Media.

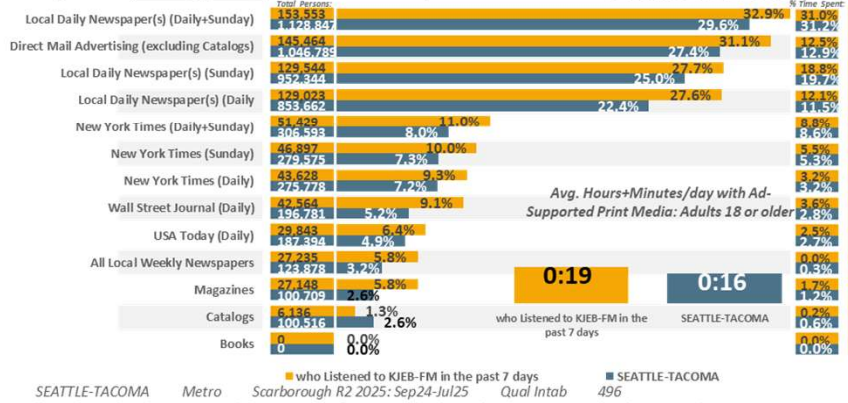
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



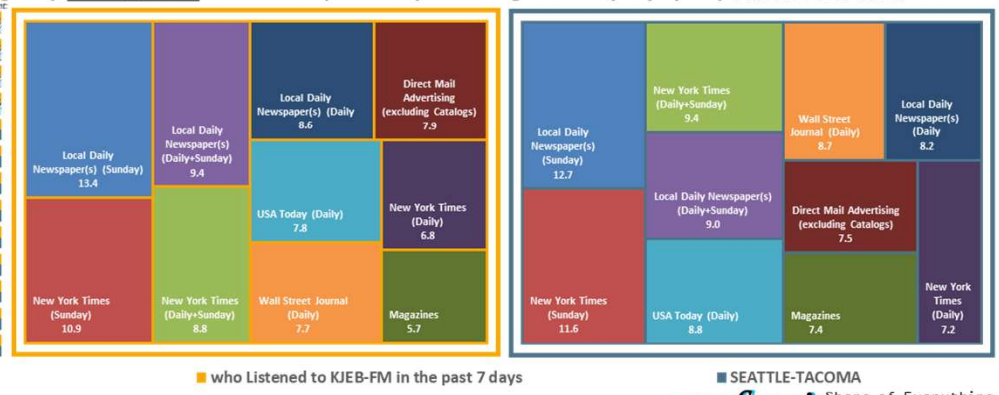
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 496

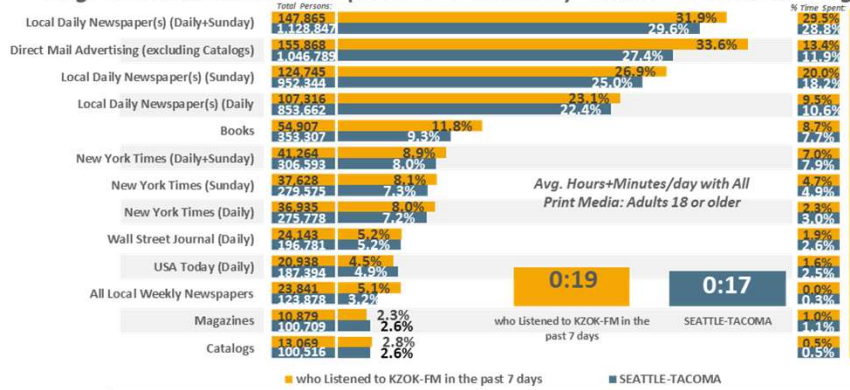
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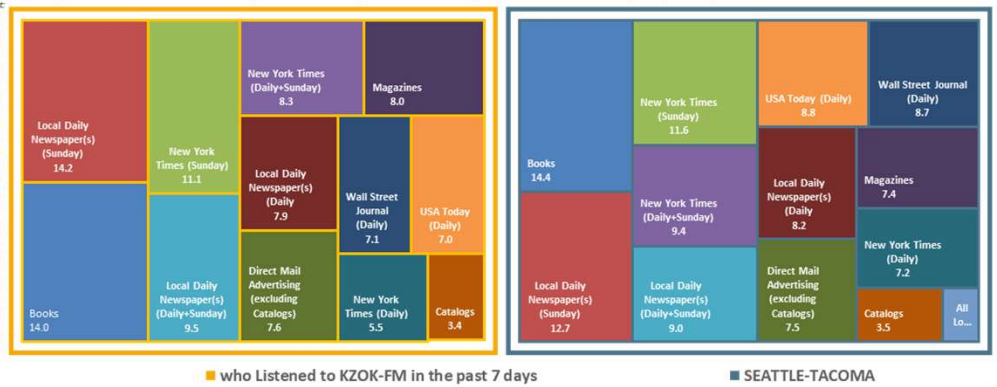
Radio Stations: KJEB-FM

147,865 or 31.9% of Adults 18 or older who Listened to KZOK-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 32.3% of all time spent daily with All forms of Print Media.

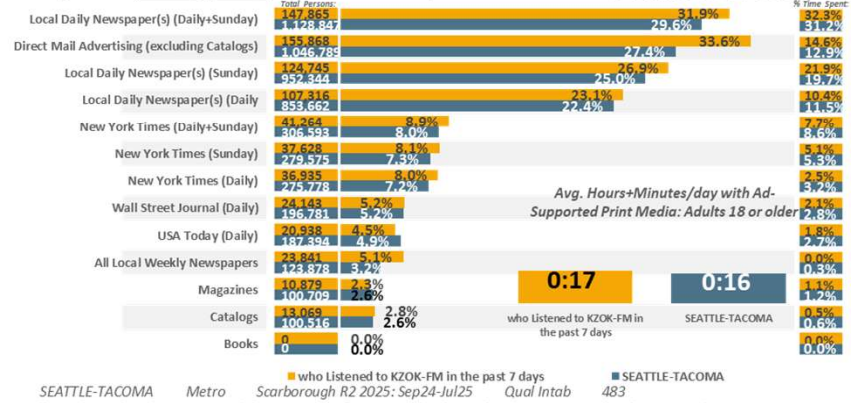
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



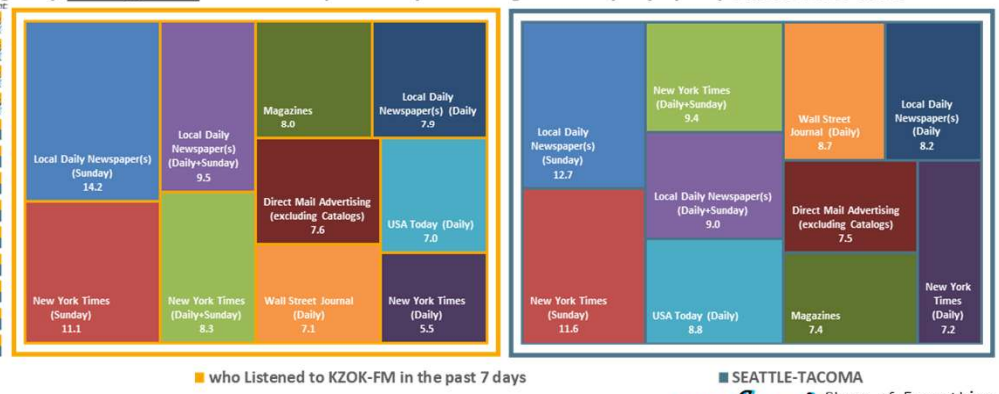
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab 483

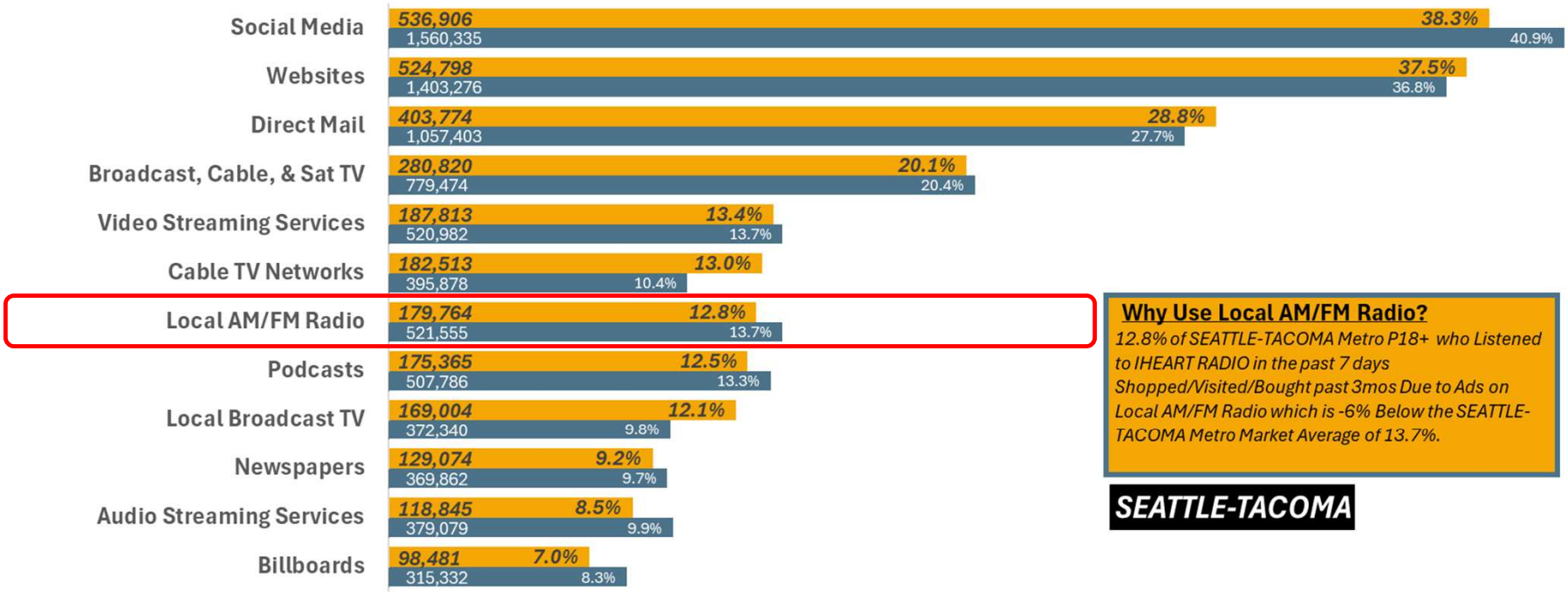
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Radio Stations: KZOK-FM

"Advertising Actions"

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



Why Use Local AM/FM Radio?

12.8% of SEATTLE-TACOMA Metro P18+ who Listened to IHEART RADIO in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -6% Below the SEATTLE-TACOMA Metro Market Average of 13.7%.

SEATTLE-TACOMA

SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab: 1387

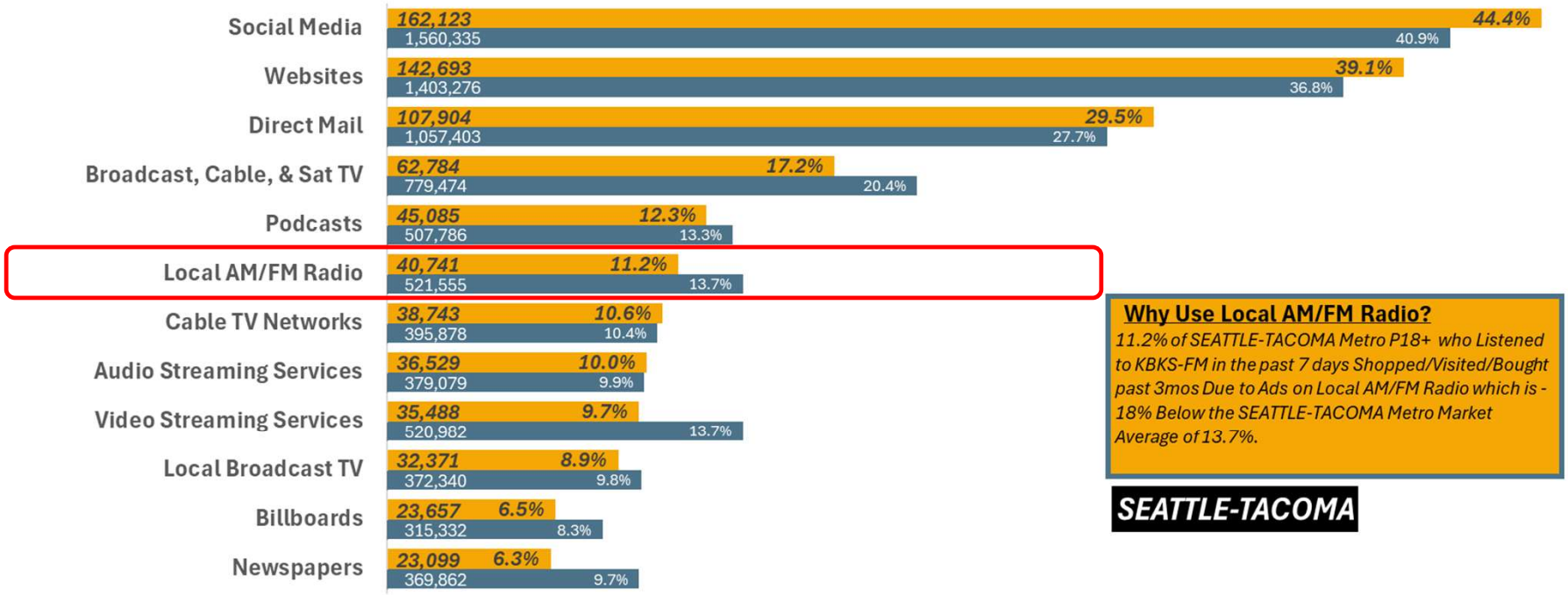
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"Advertising Actions"

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



Why Use Local AM/FM Radio?

11.2% of SEATTLE-TACOMA Metro P18+ who Listened to KBKS-FM 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

SEATTLE-TACOMA Metro Scarborough R2 2025: Sep24-Jul25 Qual Intab: 350

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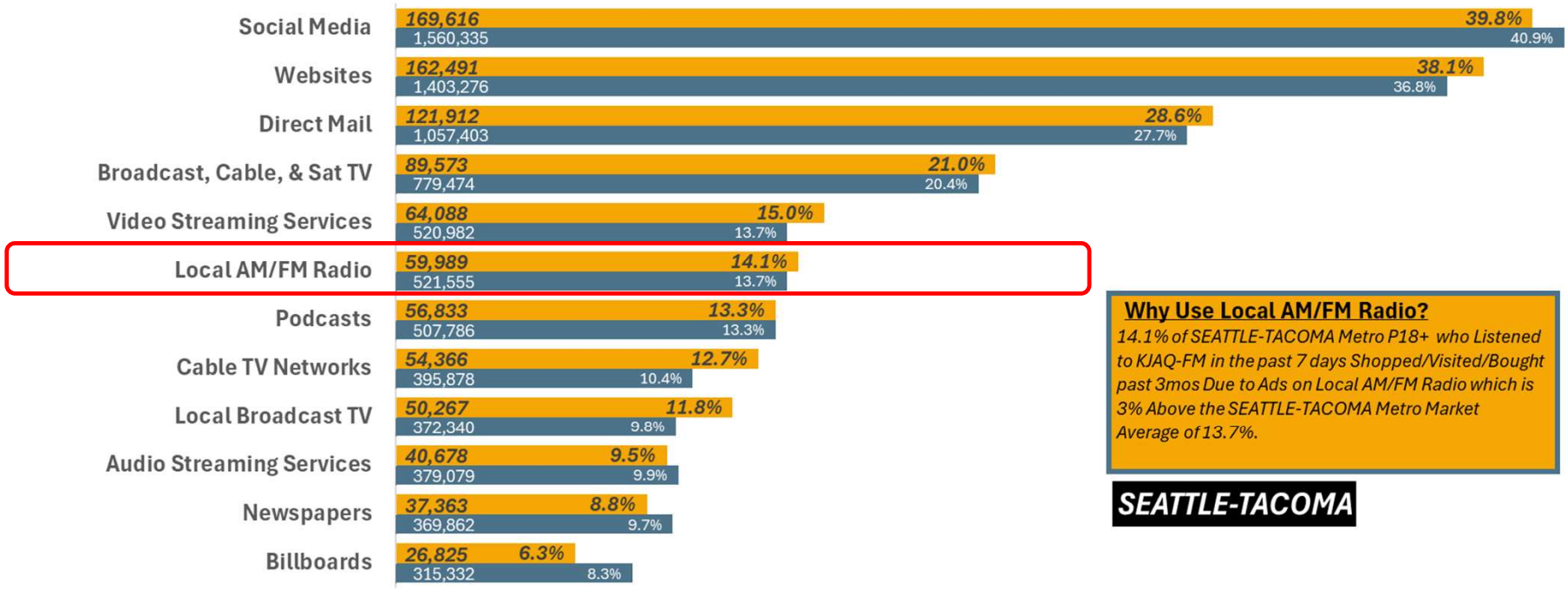
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Radio Stations: KBKS-FM

96.5 JACK fm playing what we want

"Advertising Actions"

P18+ who Listened to KJAQ-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 KJAQ-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: 433

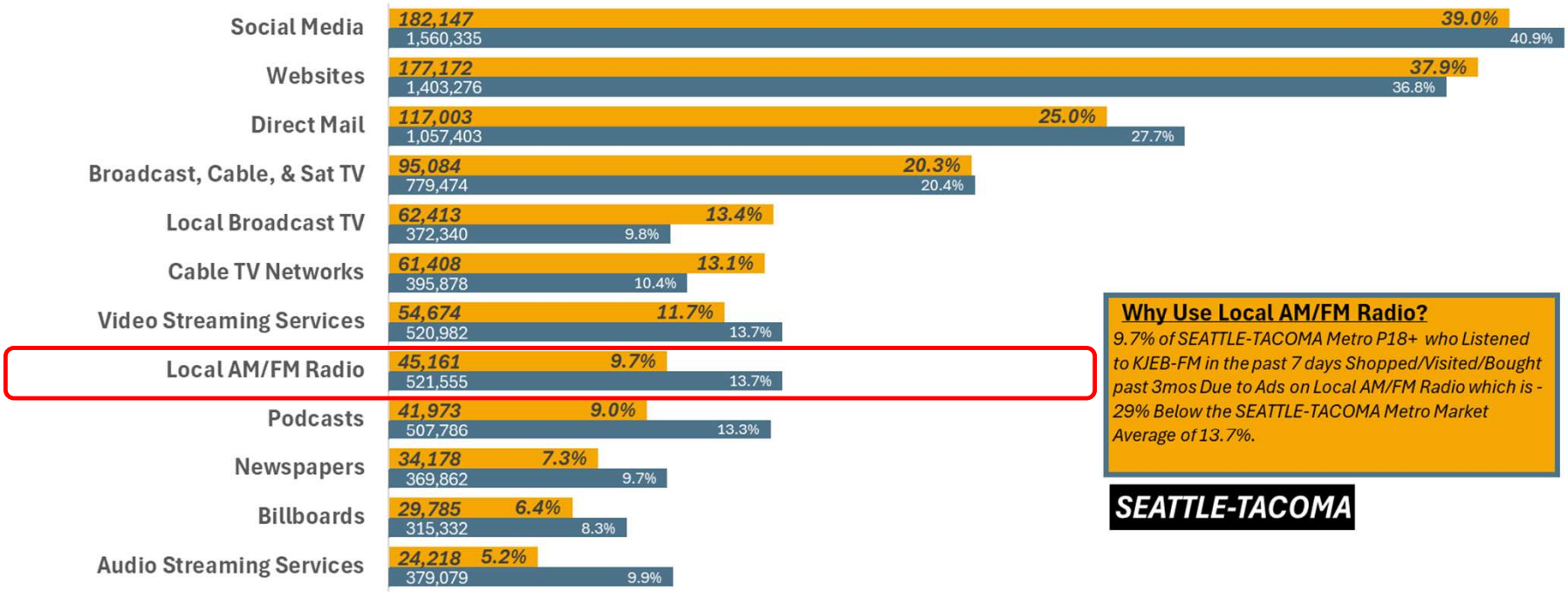
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Radio Stations: KJAQ-FM

"Advertising Actions"

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



Why Use Local AM/FM Radio?

9.7% of SEATTLE-TACOMA Metro P18+ who Listened to KJEB-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -29% Below the SEATTLE-TACOMA Metro Market Average of 13.7%.

SEATTLE-TACOMA

SEATTLE-TACOMA Metro Scarborough R2 2025:Sep24-Jul25 Qual Intab: 496

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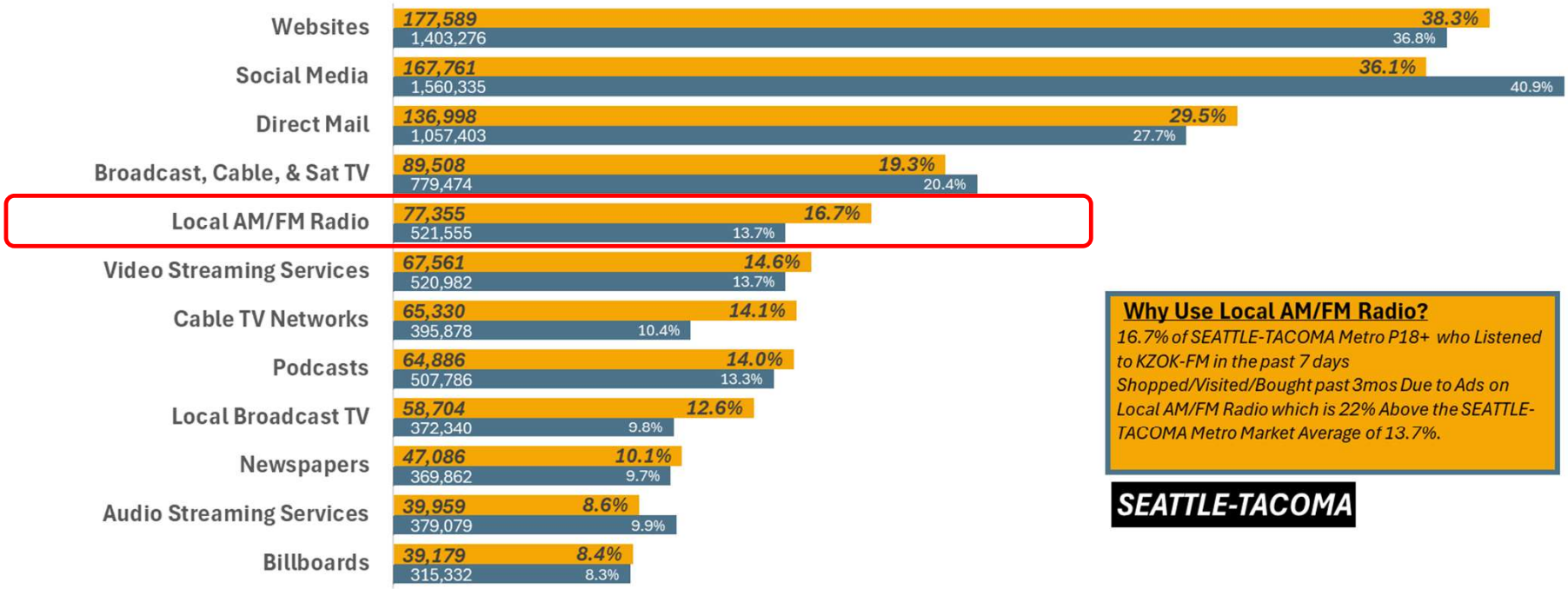
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Radio Stations: KJEB-FM

KZOK 102.5 FM

"Advertising Actions"

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



Why Use Local AM/FM Radio?

16.7% of SEATTLE-TACOMA Metro P18+ who Listened to KZOK-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 22% Above the SEATTLE-TACOMA Metro Market Average of 13.7%.

SEATTLE-TACOMA

SEATTLE-TACOMA Metro Scarborough R2 2025:Sep24-Jul25 Qual Intab: 483

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Radio Stations: KZOK-FM