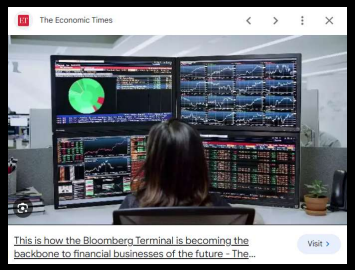
PHOENIX, AZ Metro – 5 P18+ Profiles of IHEART RADIO Listeners!

Brand New Data as of August 31, 2024!

Complete Demographic & Media Use Profiles













P18+ **Complete Demographic, Psychographic, and Total Media Usage Profiles of P18+ iHeart Radio, KESZ-FM, KMXP-FM, KNIX-FM, and KYOT-FM past 7 days listeners who live in the PHOENIX, AZ, Metro Area as of AUGUST 2024!**

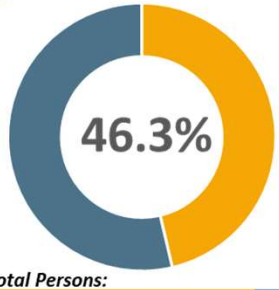
(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)
(Radio Stations: KESZ-FM)
(Radio Stations: KMXP-FM)
(Radio Stations: KNIX-FM)
(Radio Stations: KYOT-FM)

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

HUBBARD BROADCASTING INC. HB INC.

46.3% or 1,671,072 of PHOENIX 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 47.6 years old (.5% younger than average) and have a $110,462 (6.% higher than average) annual household income.

Percent of Market: Adults 18 or older



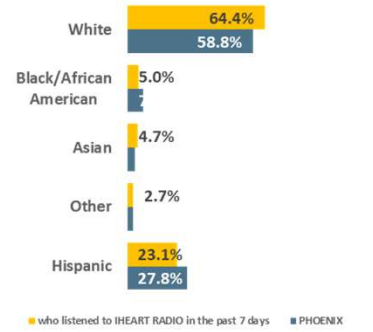
Total Persons:

who listened to IHEART RADIO in the past 7 days	PHOENIX
1,671,072	1,935,459

Gender of Target vs. Market: Adults 18 or older

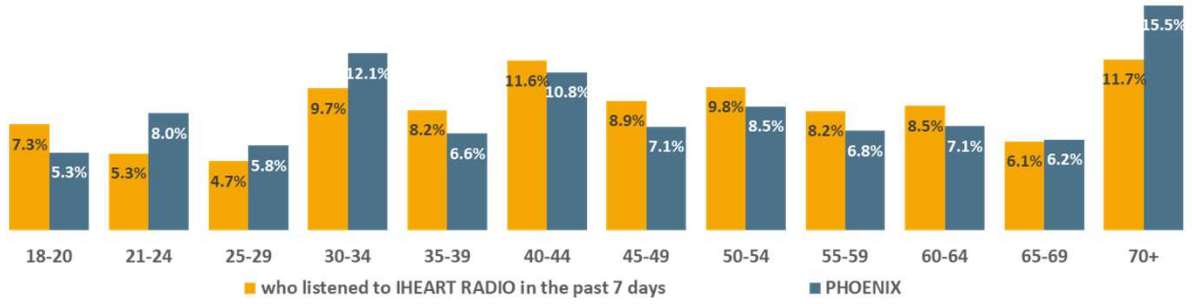
	Men	Men	Women	Women
%M vs. %F:	50.3%	48.7%	49.7%	51.3%
Average Age:	47.9	47.7	47.3	48.0
# Persons:	840,703	1,756,223	830,369	1,850,308

Ethnicity of Target vs. Market:

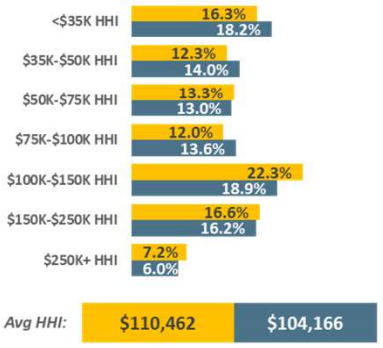


Age Cell Demographics of Target vs. Market:

Adults 18 or older	who listened to IHEART RADIO in the past 7 days	PHOENIX
Average Age:	47.6	47.9



HHI of Target vs. Market:



Avg HHI:	$110,462	$104,166

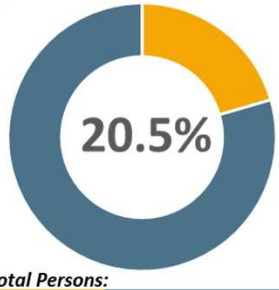
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 855

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(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)

20.5% or 739,788 of PHOENIX Metro Adults 18 or older listened to KESZ-FM in the past 7 days.
Typical Adults 18 or older who listened to KESZ-FM in the past 7 days are 45. years old (6.% younger than average) and have a $106,030 (1.8% higher than average) annual household income.

Percent of Market: Adults 18 or older



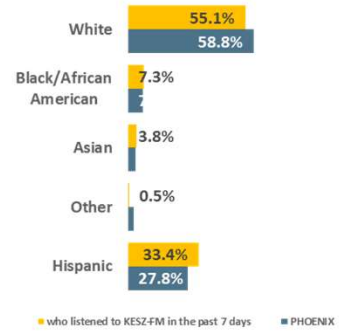
Total Persons:

739,788	2,866,743

Gender of Target vs. Market: Adults 18 or older

	Men	Men	Women	Women
%M vs. %F:	46.9%	48.7%	53.1%	51.3%
Average Age:	46.0	47.7	43.5	48.0
# Persons:	347,266	1,756,223	392,522	1,850,308

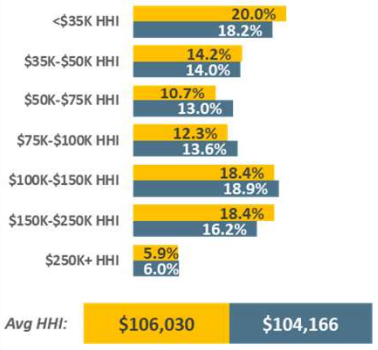
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:

Average Age:	Adults 18 or older	18-20	21-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70+
who listened to KESZ-FM in the past 7 days	45.0	9.3%	7.3%	4.4%	7.8%	7.8%	16.0%	13.0%	8.4%	5.9%	6.5%	4.3%	9.3%
PHOENIX	47.9	5.3%	8.0%	5.8%	12.1%	6.6%	10.8%	7.1%	8.5%	6.8%	7.1%	6.2%	15.5%

HHI of Target vs. Market:



Avg HHI:	$106,030	$104,166

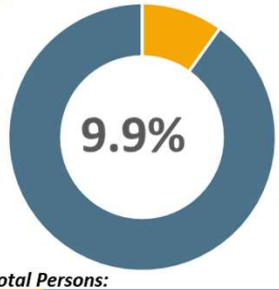
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 327

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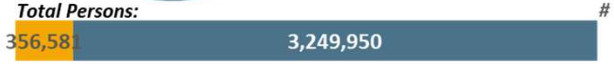
(Radio Stations: KESZ-FM)

9.9% or 356,581 of PHOENIX Metro Adults 18 or older listened to KMXP-FM in the past 7 days.
Typical Adults 18 or older who listened to KMXP-FM in the past 7 days are 41.2 years old (13.9% younger than average) and have a $112,946 (8.4% higher than average) annual household income.

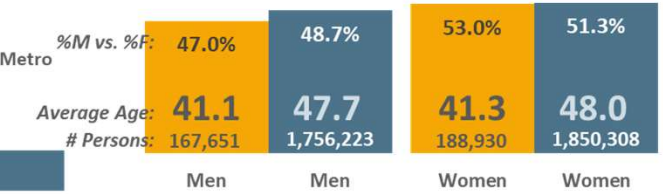
Percent of Market: Adults 18 or older



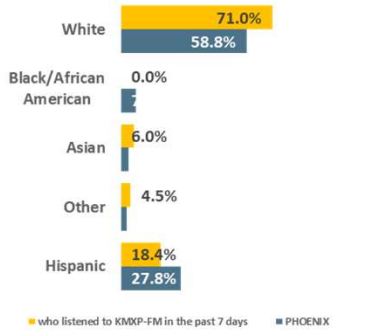
Total Persons:



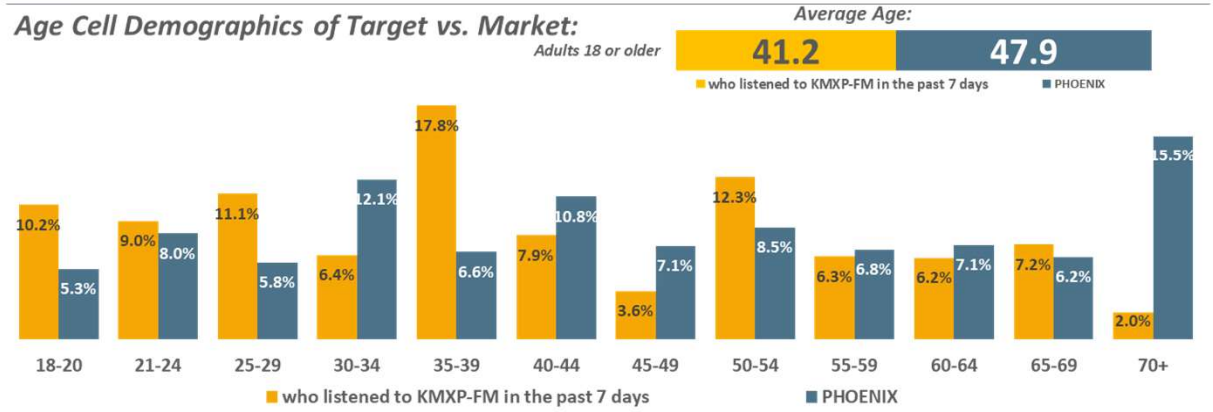
Gender of Target vs. Market: Adults 18 or older



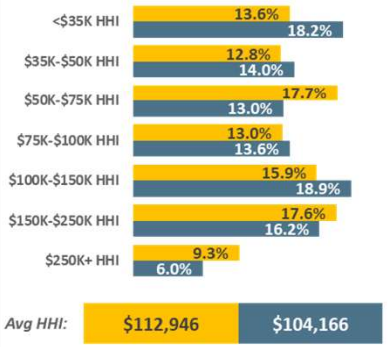
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $112,946 | $104,166

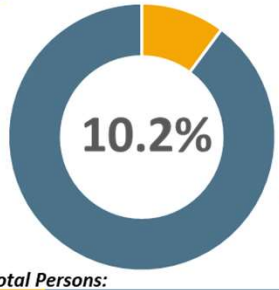
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 170

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(Radio Stations: KMXP-FM)

10.2% or 366,326 of PHOENIX Metro Adults 18 or older listened to KNIX-FM in the past 7 days.
Typical Adults 18 or older who listened to KNIX-FM in the past 7 days are 53.9 years old (12.6% older than average) and have a $125,594 (20.6% higher than average) annual household income.

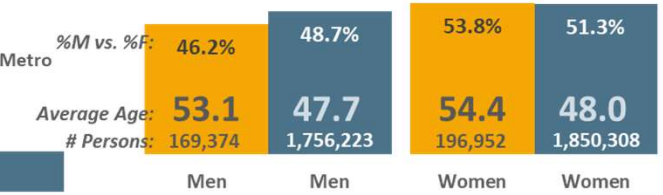
Percent of Market: Adults 18 or older



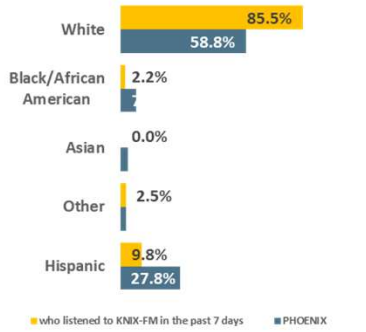
Total Persons:



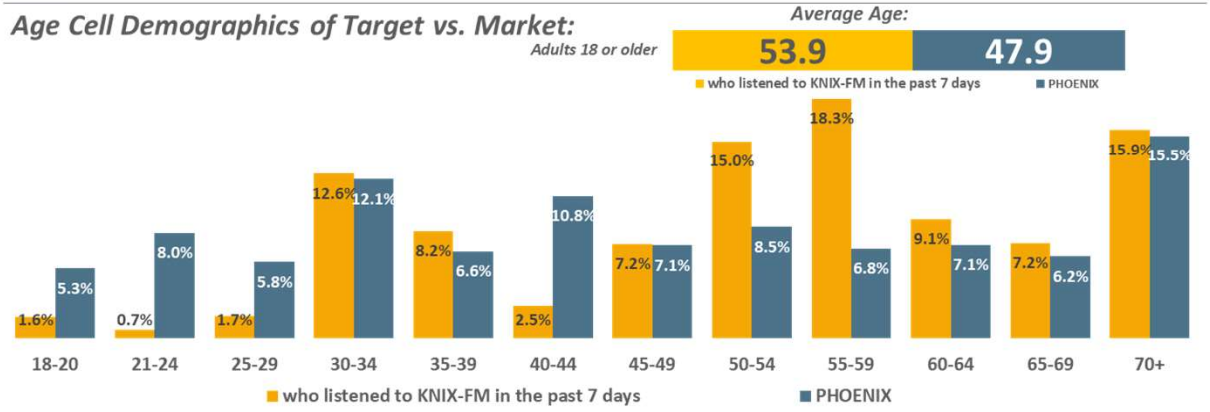
Gender of Target vs. Market: Adults 18 or older



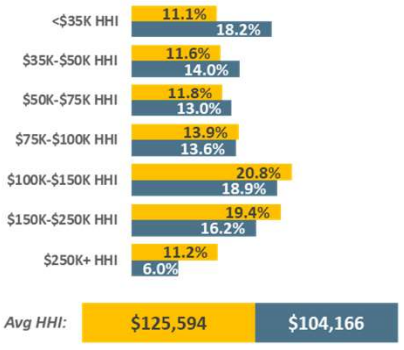
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

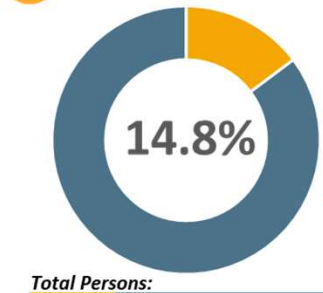


PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 212

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14.8% or 532,785 of PHOENIX Metro Adults 18 or older listened to KYOT-FM in the past 7 days.
Typical Adults 18 or older who listened to KYOT-FM in the past 7 days are 50. years old (4.6% older than average) and have a $120,033 (15.2% higher than average) annual household income.

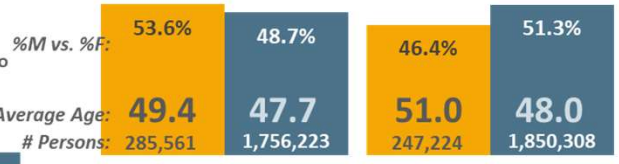
Percent of Market: Adults 18 or older



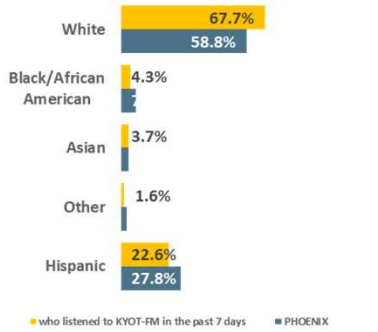
Total Persons:

532,785	3,073,746

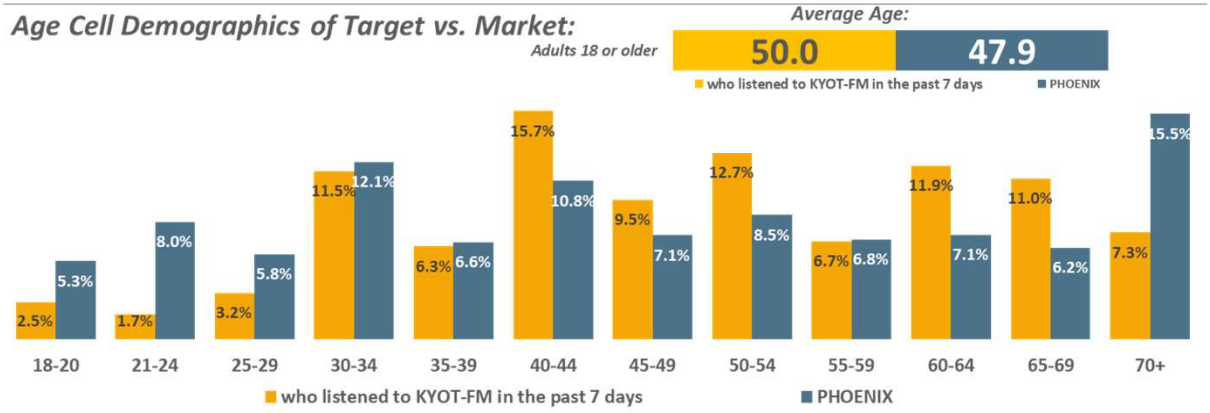
Gender of Target vs. Market: Adults 18 or older



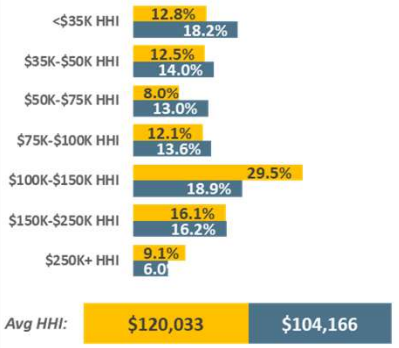
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$120,033	$104,166

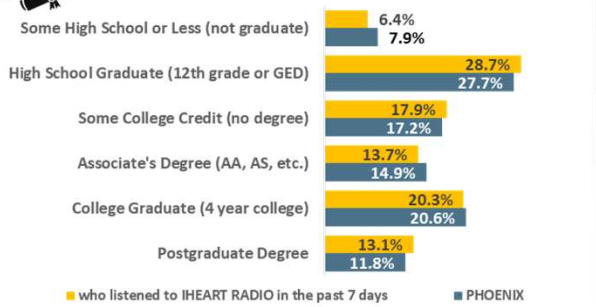
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 288

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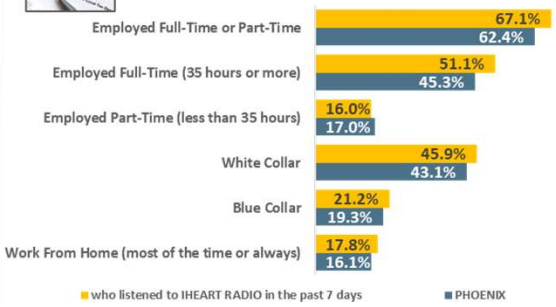
(Radio Stations: KYOT-FM)

46.3% or 1,671,072 of PHOENIX 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 2.8% more likely to be a college graduate, 12.8% more likely to work full-time, 3.7% more likely to be married, 5.7% more likely to be a parent of 1 or more children under 18.

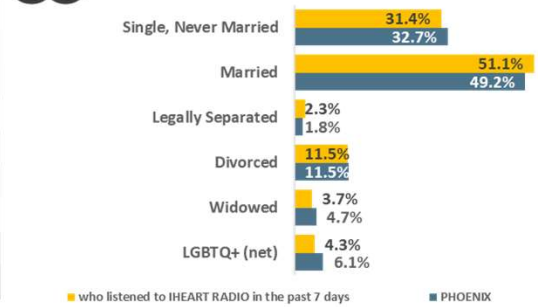
Education Levels: Adults 18 or older



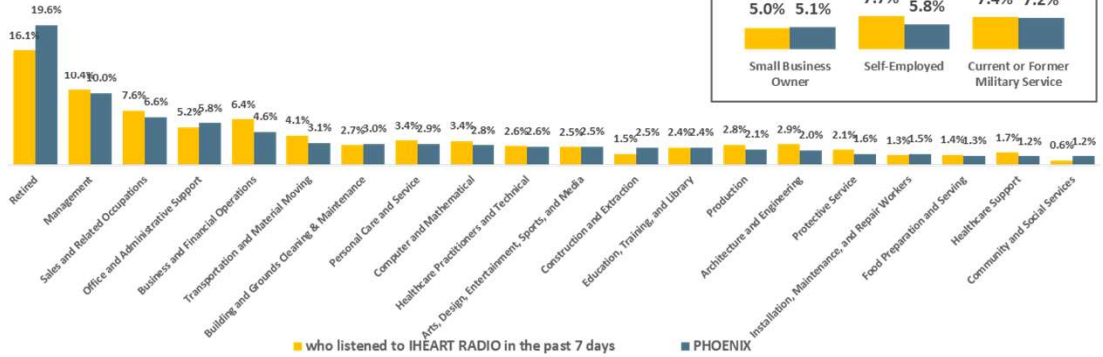
Employment: Adults 18 or older



Marital Status: Adults 18 or older

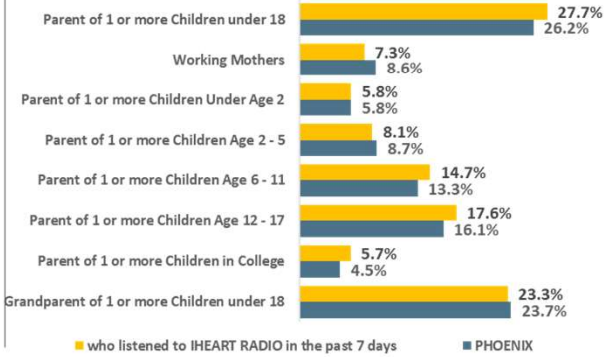


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



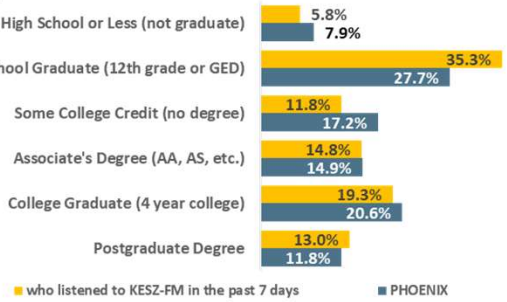
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 855

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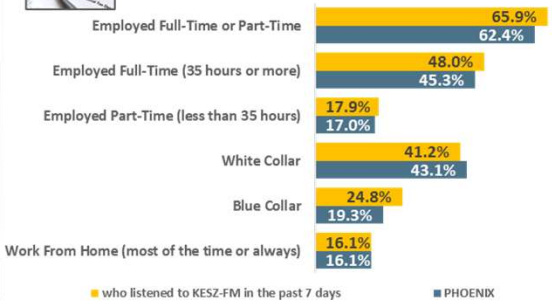
(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)

20.5% or 739,788 of PHOENIX Metro Adults 18 or older listened to KESZ-FM in the past 7 days.
Adults 18 or older who listened to KESZ-FM in the past 7 days are .6% less likely to be a college graduate, 5.9% more likely to work full-time, 5.9% less likely to be married, 18.4% more likely to be a parent of 1 or more children under 18.

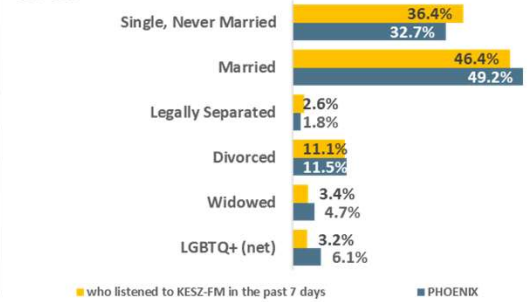
Education Levels: Adults 18 or older



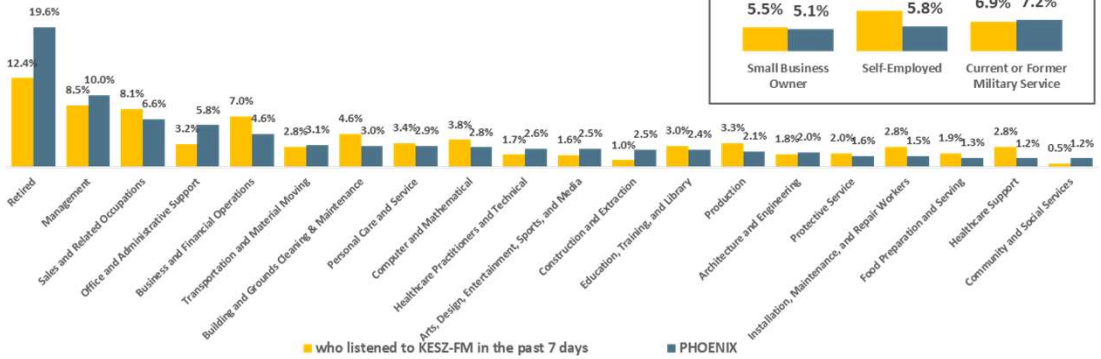
Employment: Adults 18 or older



Marital Status: Adults 18 or older

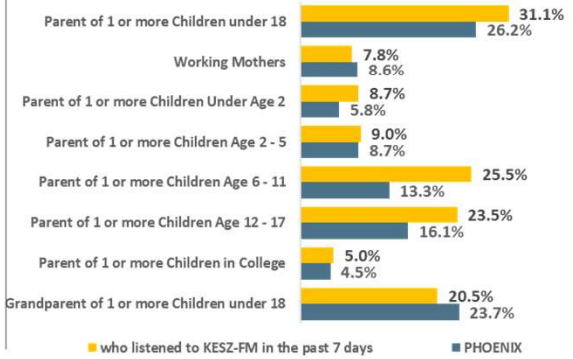


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



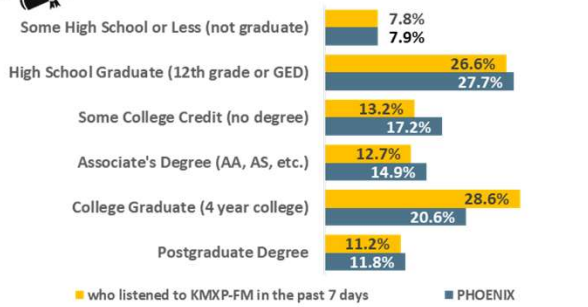
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 327

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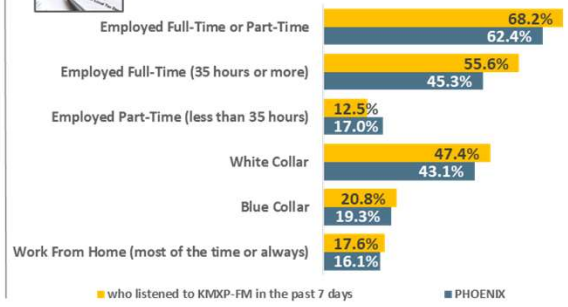
(Radio Stations: KESZ-FM)

9.9% or 356,581 of PHOENIX Metro Adults 18 or older listened to KMXP-FM in the past 7 days.
Adults 18 or older who listened to KMXP-FM in the past 7 days are 22.5% more likely to be a college graduate, 22.7% more likely to work full-time, 11.4% less likely to be married, 24.6% less likely to be a parent of 1 or more children under 18.

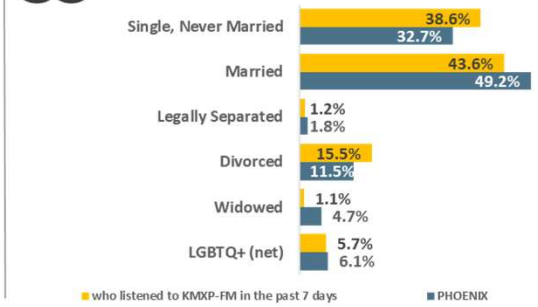
Education Levels: Adults 18 or older



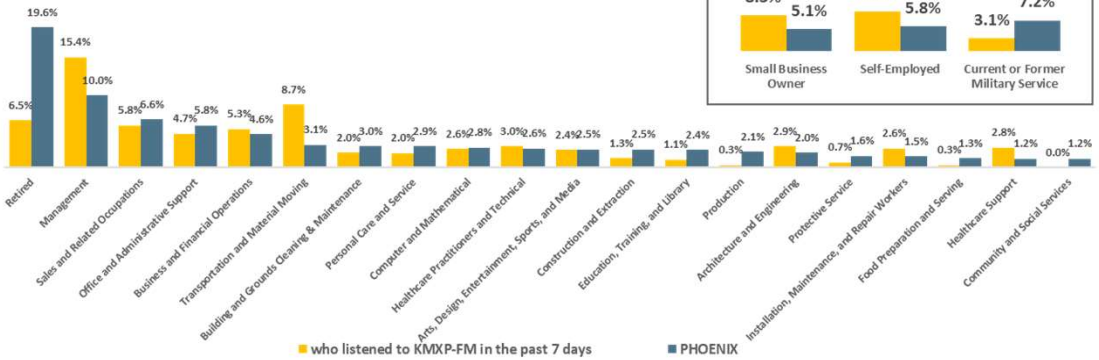
Employment: Adults 18 or older



Marital Status: Adults 18 or older

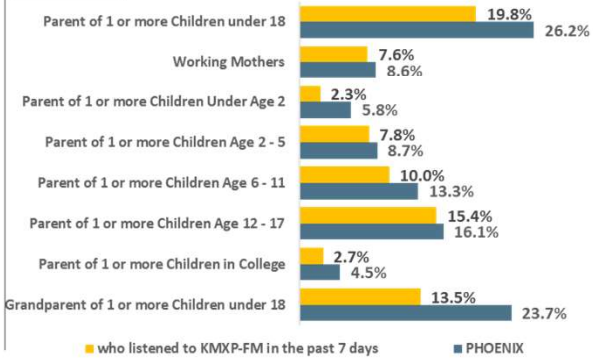


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



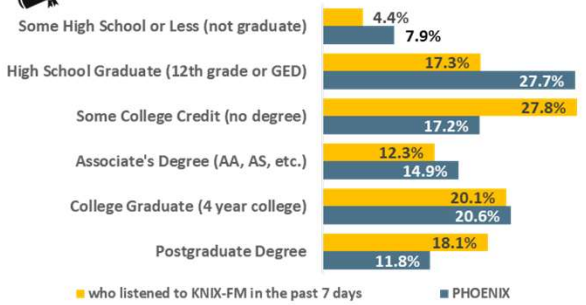
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 170

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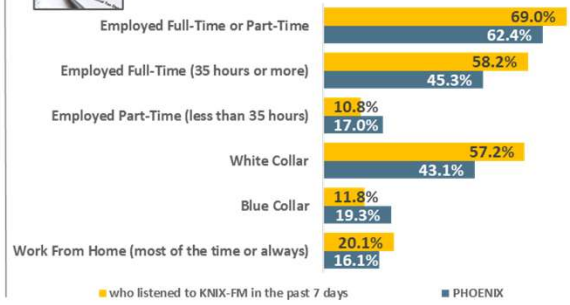
(Radio Stations: KMXP-FM)

10.2% or 366,326 of PHOENIX Metro Adults 18 or older listened to KNIX-FM in the past 7 days. Adults 18 or older who listened to KNIX-FM in the past 7 days are 17.6% more likely to be a college graduate, 28.4% more likely to work full-time, 20.4% more likely to be married, 29.% less likely to be a parent of 1 or more children under 18.

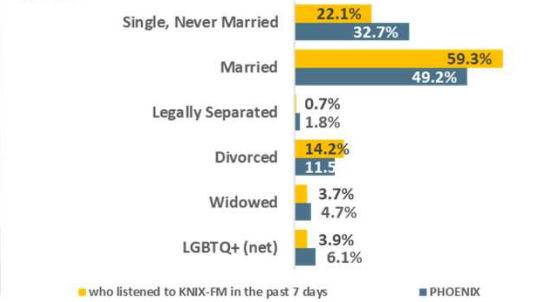
Education Levels: Adults 18 or older



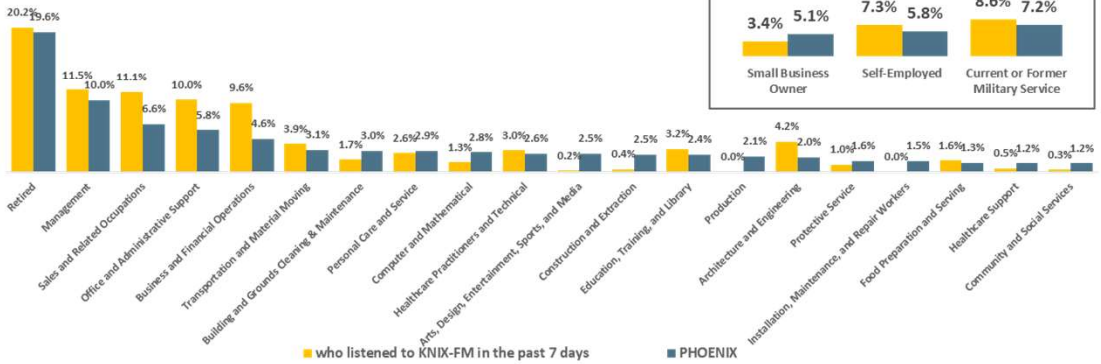
Employment: Adults 18 or older



Marital Status: Adults 18 or older

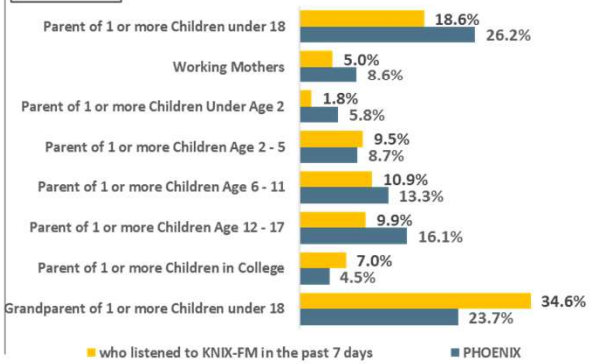


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



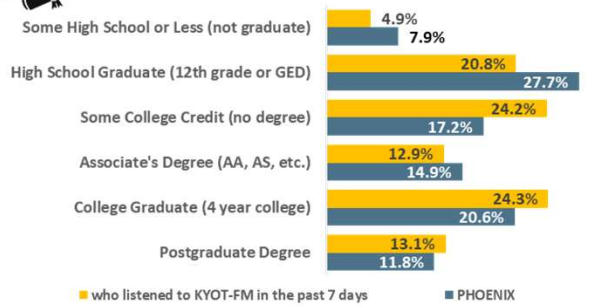
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 212

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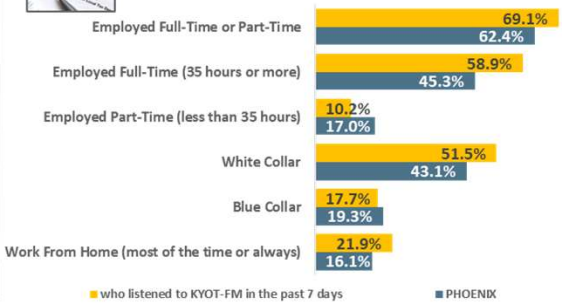
(Radio Stations: KNIX-FM)

14.8% or 532,785 of PHOENIX Metro Adults 18 or older listened to KYOT-FM in the past 7 days.
Adults 18 or older who listened to KYOT-FM in the past 7 days are 15.5% more likely to be a college graduate, 29.9% more likely to work full-time, 30.5% more likely to be married, 30.1% more likely to be a parent of 1 or more children under 18.

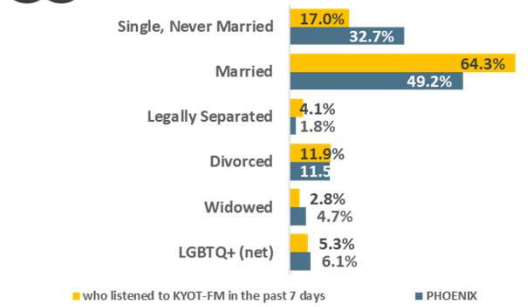
Education Levels: Adults 18 or older



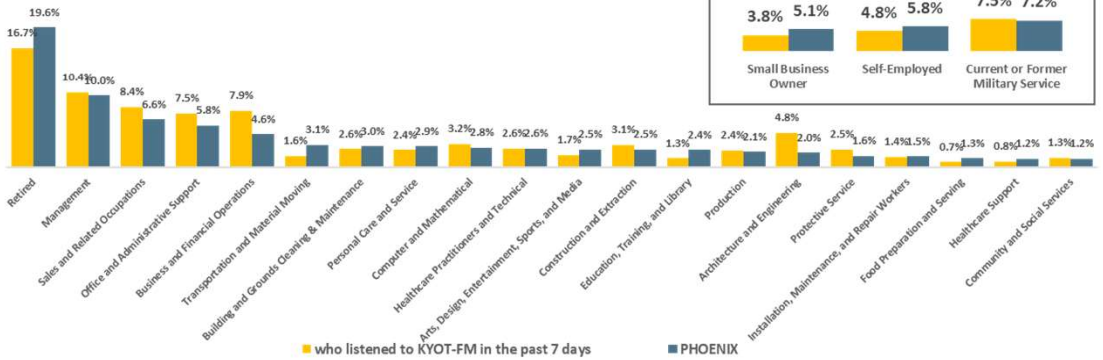
Employment: Adults 18 or older



Marital Status: Adults 18 or older

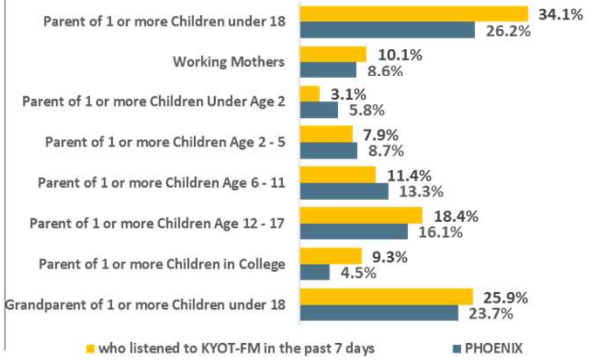


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



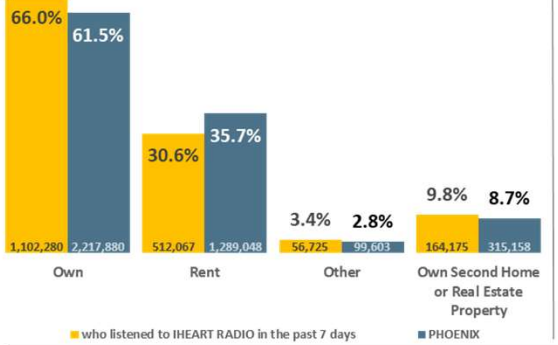
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 288

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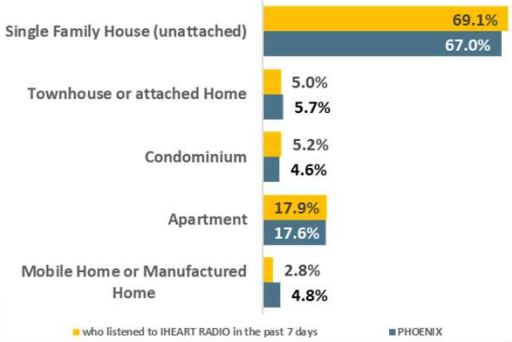
(Radio Stations: KYOT-FM)

46.3% or 1,671,072 of PHOENIX 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 7.3% more likely to own their home, 5.3% more likely to own a higher valued home, 3.1% more likely to have a single-family home, 6.3% more likely to have a dog.

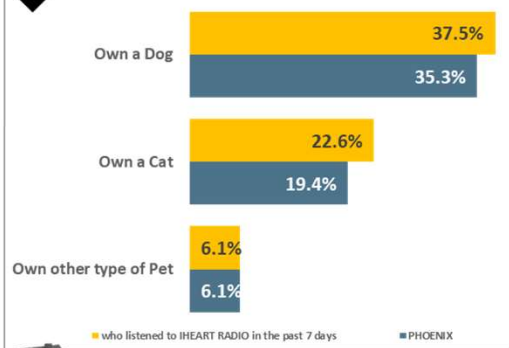
Own/Rent/Other: Adults 18 or older



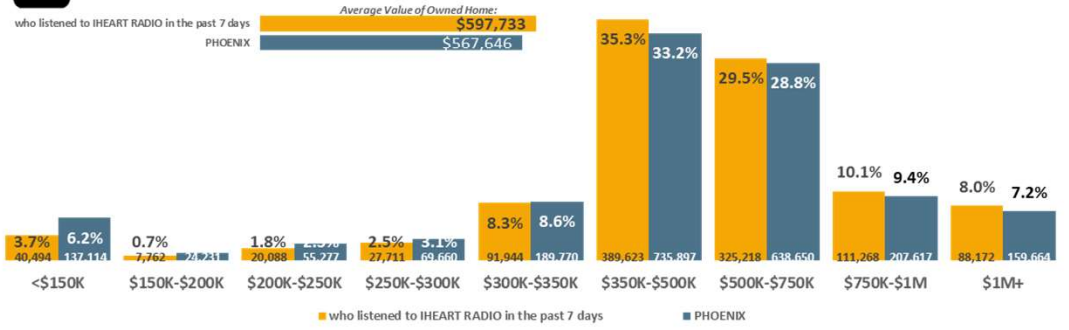
Type of Home: Adults 18 or older



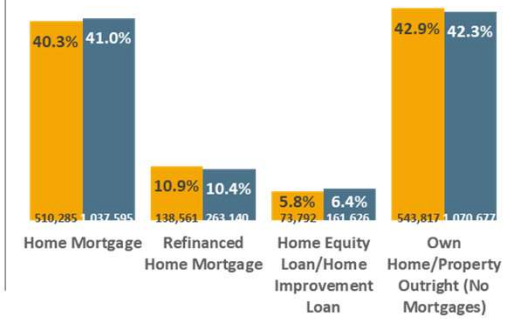
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



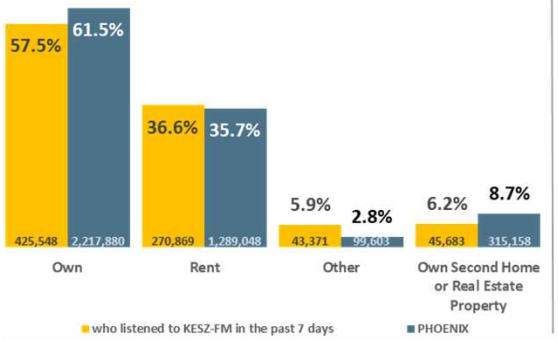
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 855

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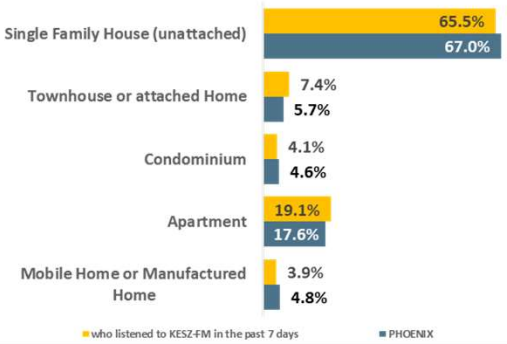
(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)

20.5% or 739,788 of PHOENIX Metro Adults 18 or older listened to KESZ-FM in the past 7 days.
Adults 18 or older who listened to KESZ-FM in the past 7 days are 6.5% less likely to own their home, 14.5% more likely to own a higher valued home, 2.3% less likely to have a single-family home, 8.9% more likely to have a dog.

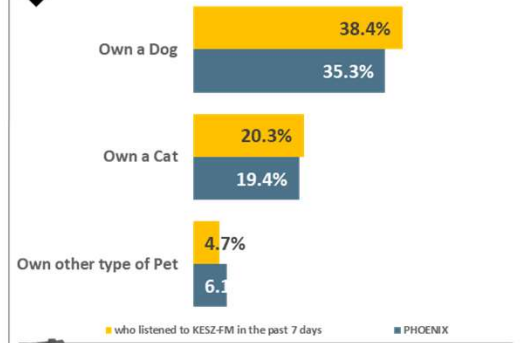
Own/Rent/Other: Adults 18 or older



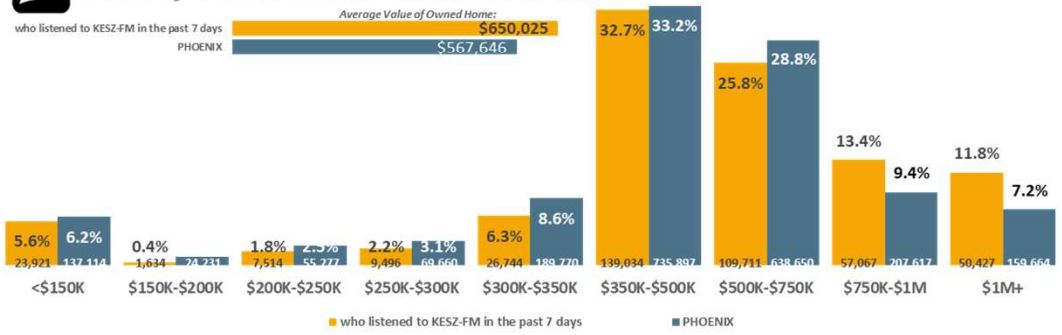
Type of Home: Adults 18 or older



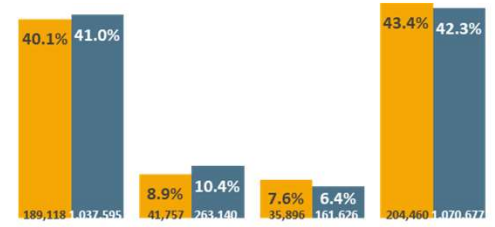
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



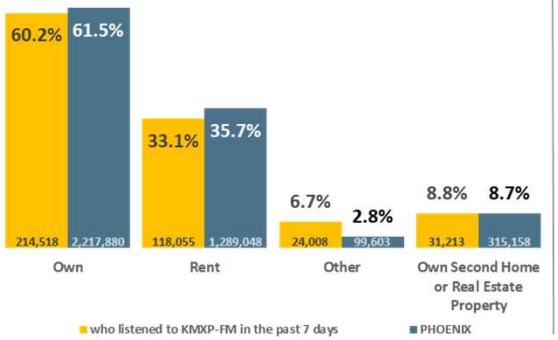
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 327

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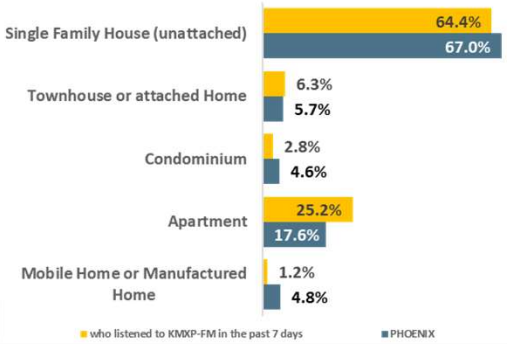
(Radio Stations: KESZ-FM)

9.9% or 356,581 of PHOENIX Metro Adults 18 or older listened to KMXP-FM in the past 7 days.
Adults 18 or older who listened to KMXP-FM in the past 7 days are 2.2% less likely to own their home, 6.7% more likely to own a higher valued home, 3.9% less likely to have a single-family home, 4.4% less likely to have a dog.

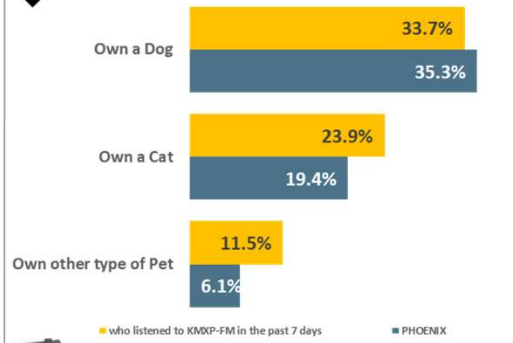
Own/Rent/Other: Adults 18 or older



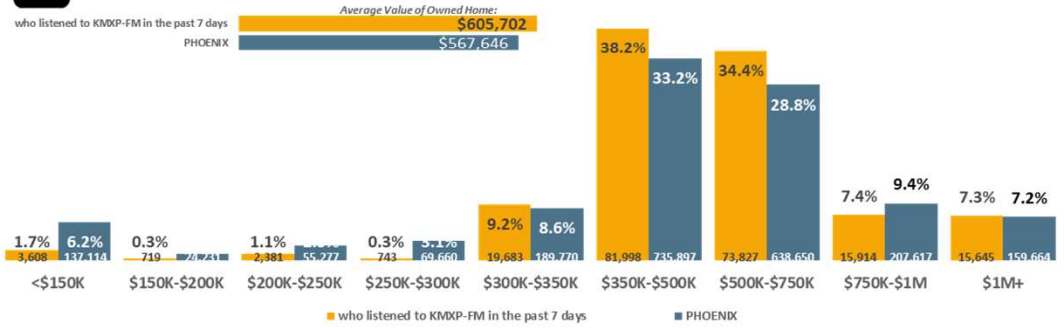
Type of Home: Adults 18 or older



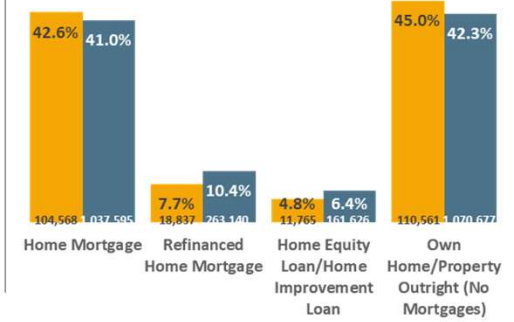
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



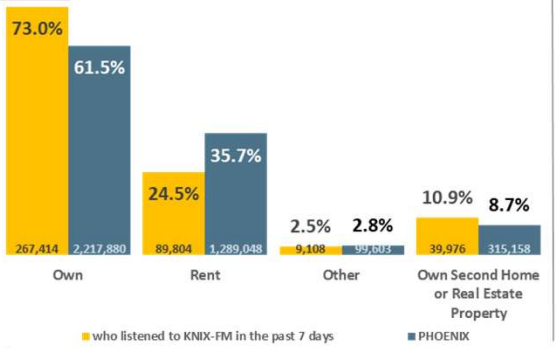
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 170

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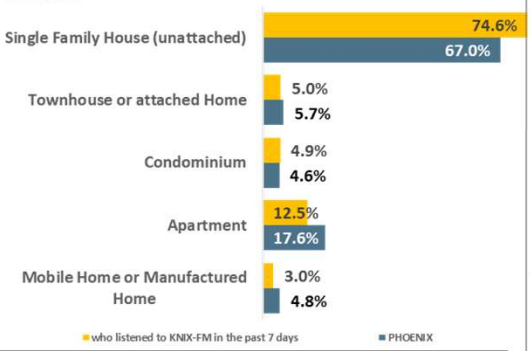
(Radio Stations: KMXP-FM)

10.2% or 366,326 of PHOENIX Metro Adults 18 or older listened to KNIX-FM in the past 7 days.
Adults 18 or older who listened to KNIX-FM in the past 7 days are 18.7% more likely to own their home, 1.8% more likely to own a higher valued home, 11.3% more likely to have a single-family home, 1.4% more likely to have a dog.

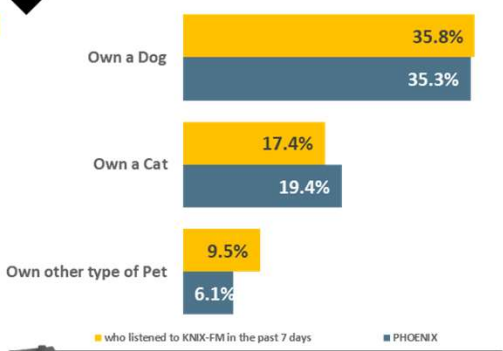
Own/Rent/Other: Adults 18 or older



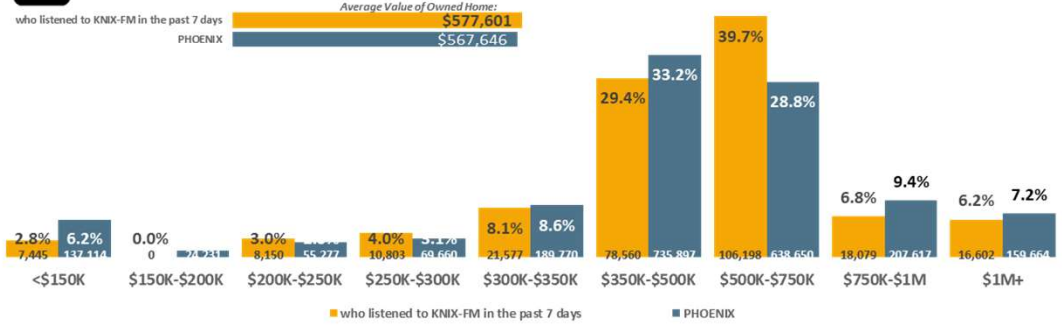
Type of Home: Adults 18 or older



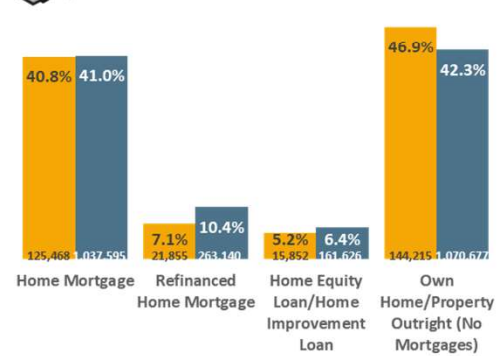
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



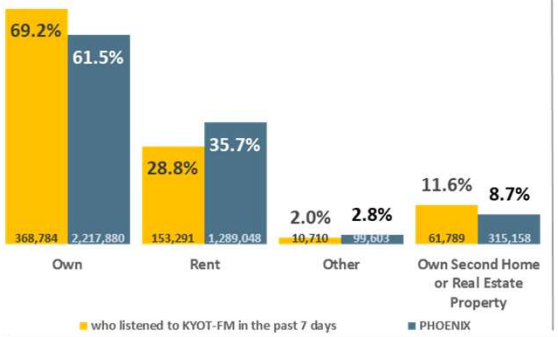
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 212

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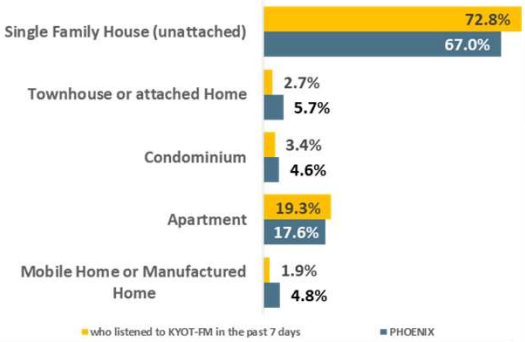
(Radio Stations: KNIX-FM)

14.8% or 532,785 of PHOENIX Metro Adults 18 or older listened to KYOT-FM in the past 7 days.
Adults 18 or older who listened to KYOT-FM in the past 7 days are 12.6% more likely to own their home, 3.7% more likely to own a higher valued home, 8.6% more likely to have a single-family home, 14.4% more likely to have a dog.

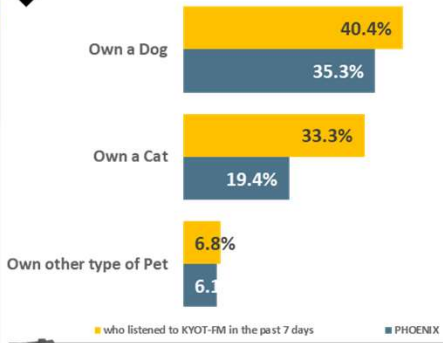
Own/Rent/Other: Adults 18 or older



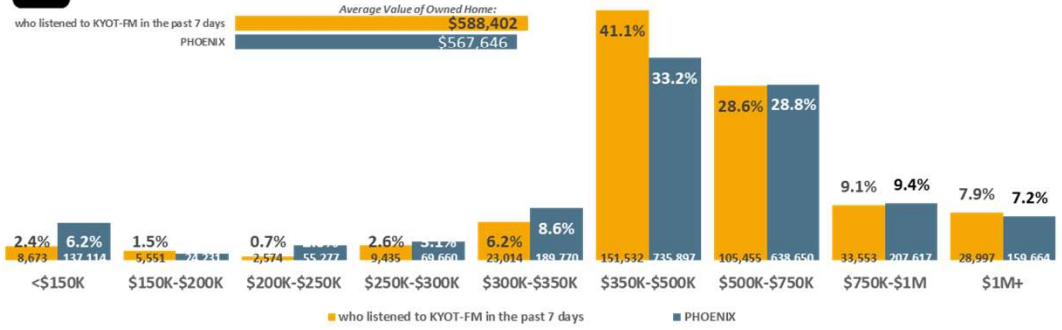
Type of Home: Adults 18 or older



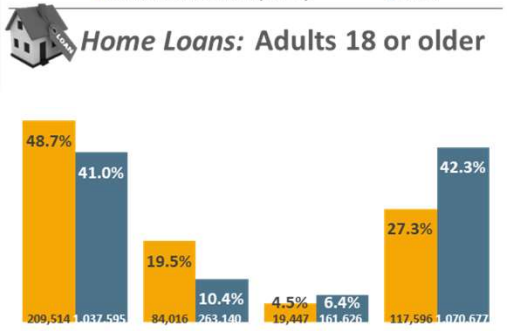
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



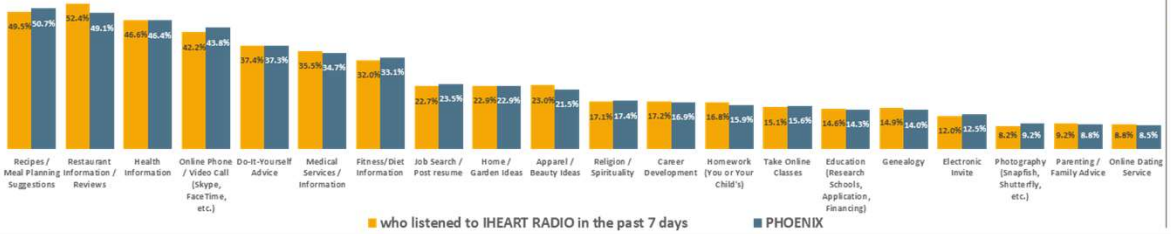
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 288

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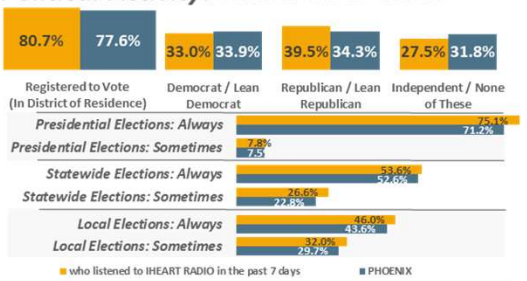
(Radio Stations: KYOT-FM)

46.3% or 1,671,072 of PHOENIX 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 .4% more likely to look up D-I-Y advice online, 5.6% more likely to always vote in local elections, 9.4% less likely to belong to a gym, 4.1% more likely to fly domestic past yr.

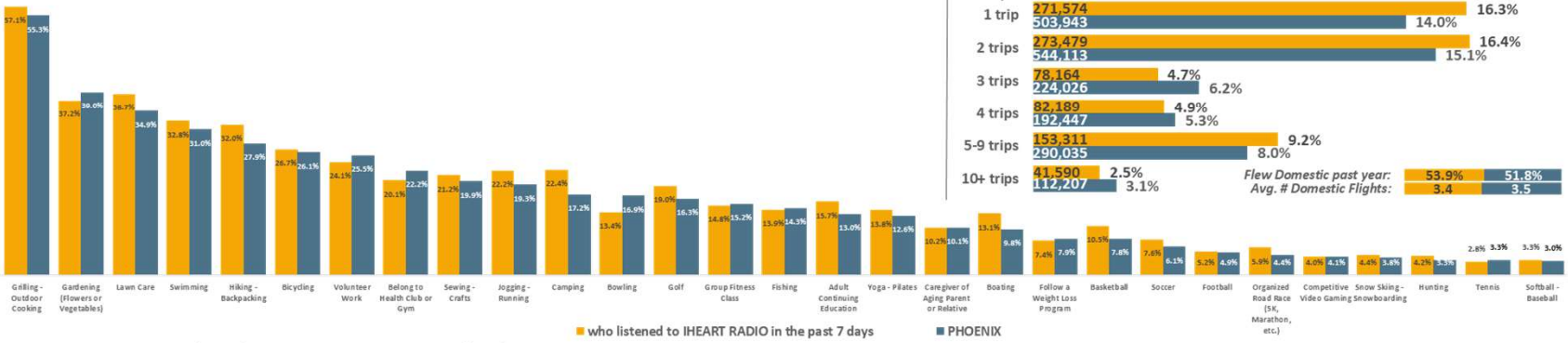
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

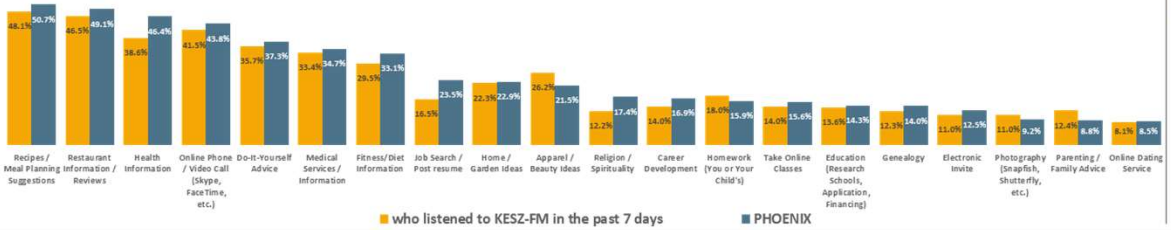
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 855

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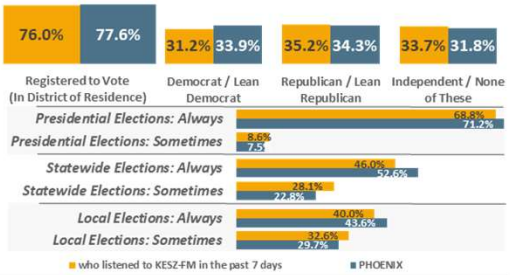
(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)

20.5% or 739,788 of PHOENIX Metro Adults 18 or older listened to KESZ-FM in the past 7 days.
Adults 18 or older who listened to KESZ-FM in the past 7 days are 4.1% less likely to look up D-I-Y advice online, 8.2% less likely to always vote in local elections, 26.7% less likely to belong to a gym, 6.5% less likely to fly domestic past yr.

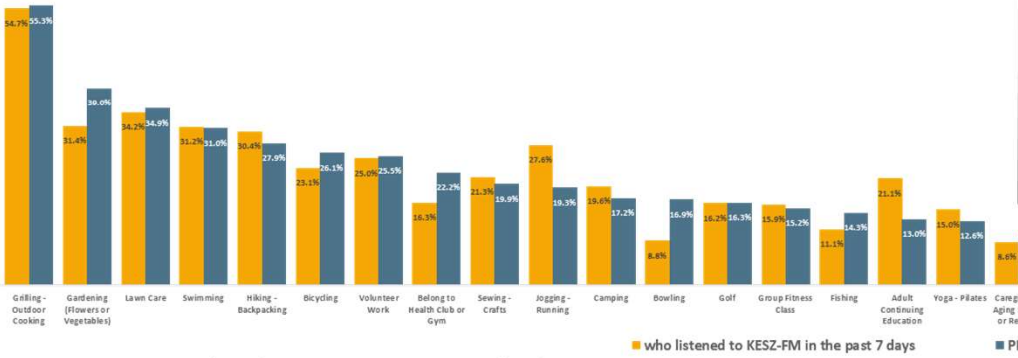
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



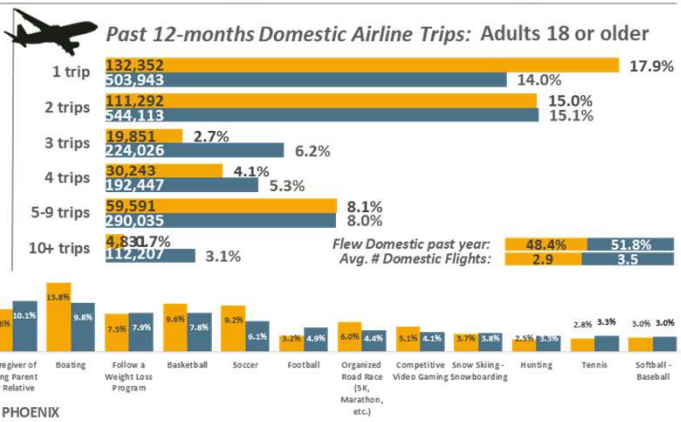
Political Activity: Adults 18 or older



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



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



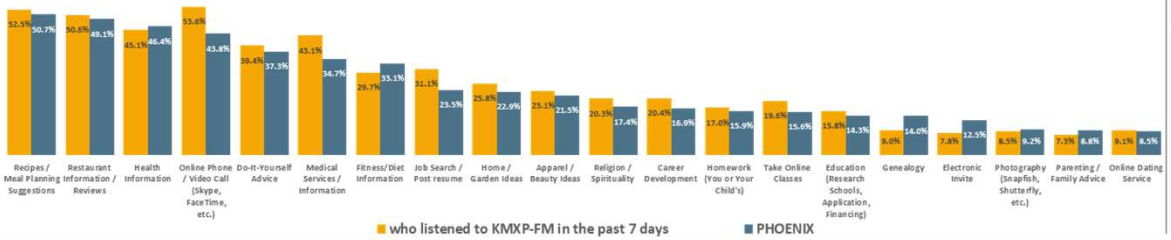
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 327

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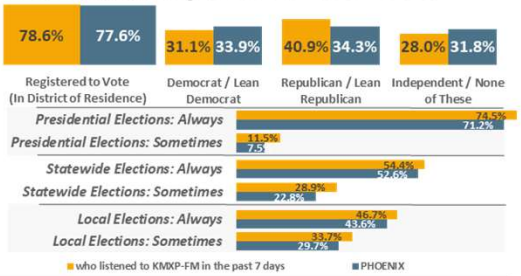
(Radio Stations: KESZ-FM)

9.9% or 356,581 of PHOENIX Metro Adults 18 or older listened to KMXP-FM in the past 7 days.
Adults 18 or older who listened to KMXP-FM in the past 7 days are 5.7% more likely to look up D-I-Y advice online, 7.1% more likely to always vote in local elections, 14.6% more likely to belong to a gym, 22.6% more likely to fly domestic past yr.

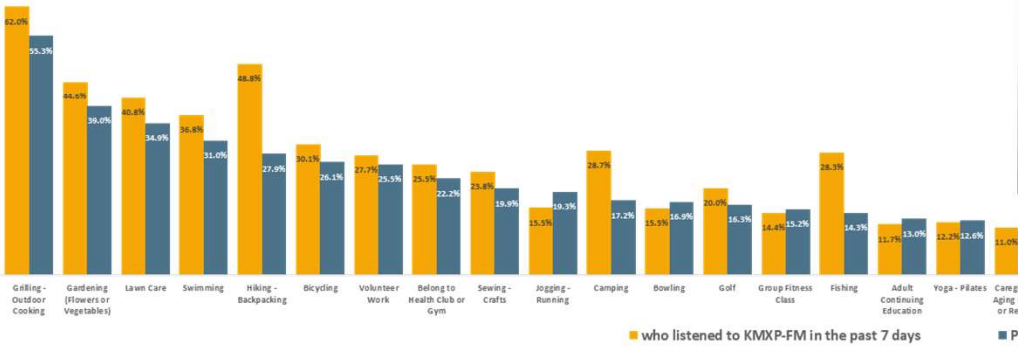
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



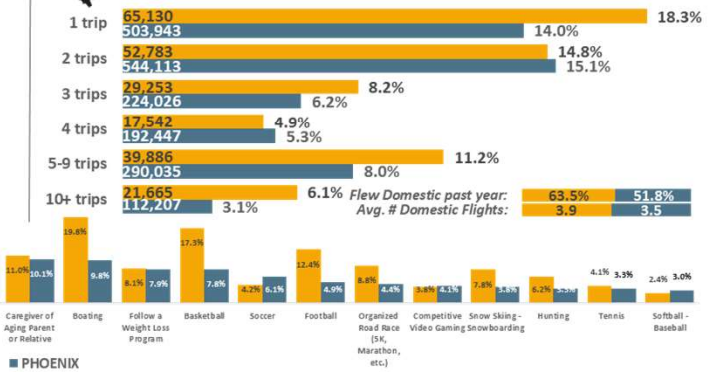
Political Activity: Adults 18 or older



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



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



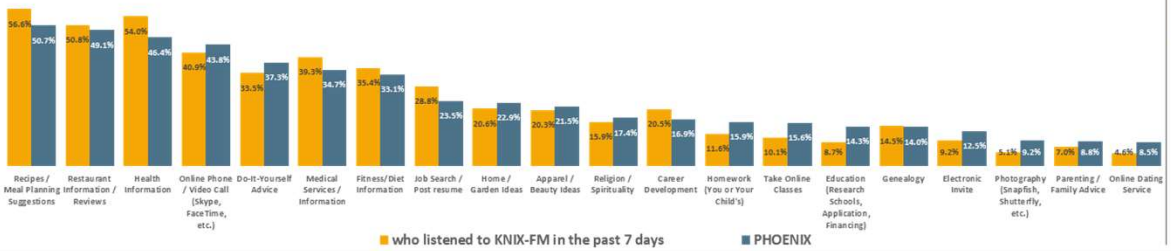
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 170

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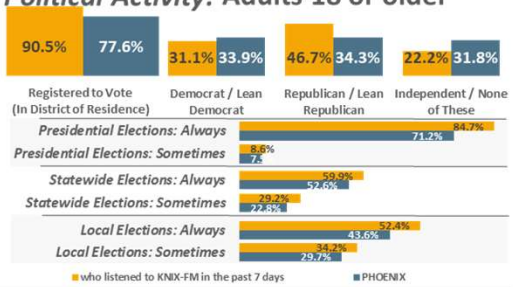
(Radio Stations: KMXP-FM)

10.2% or 366,326 of PHOENIX Metro Adults 18 or older listened to KNIX-FM in the past 7 days.
Adults 18 or older who listened to KNIX-FM in the past 7 days are 10.% less likely to look up D-I-Y advice online, 20.3% more likely to always vote in local elections, 18.5% more likely to belong to a gym, 13.8% more likely to fly domestic past yr.

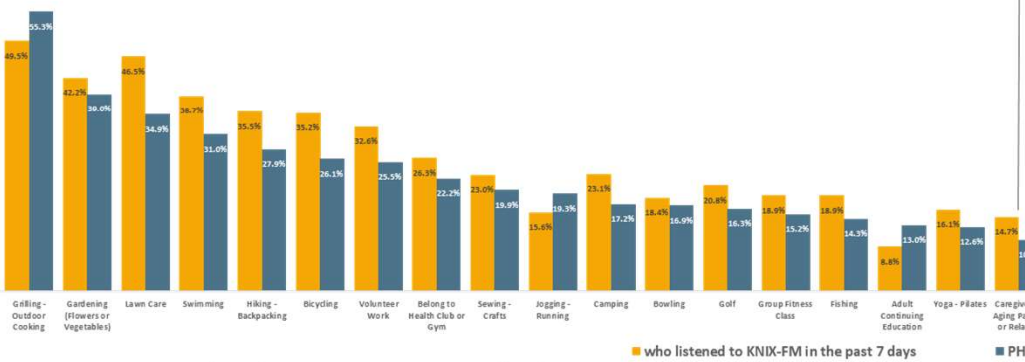
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



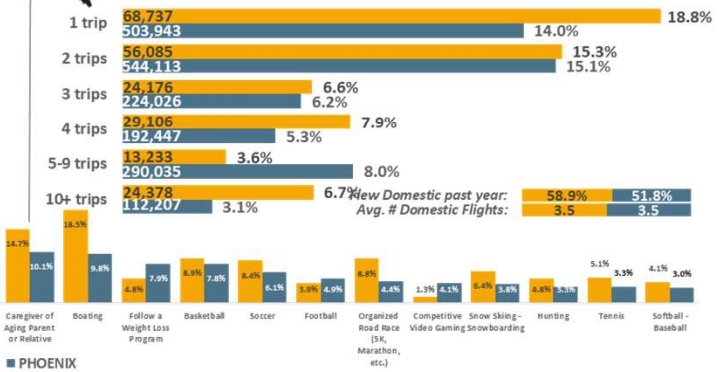
Political Activity: Adults 18 or older



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



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



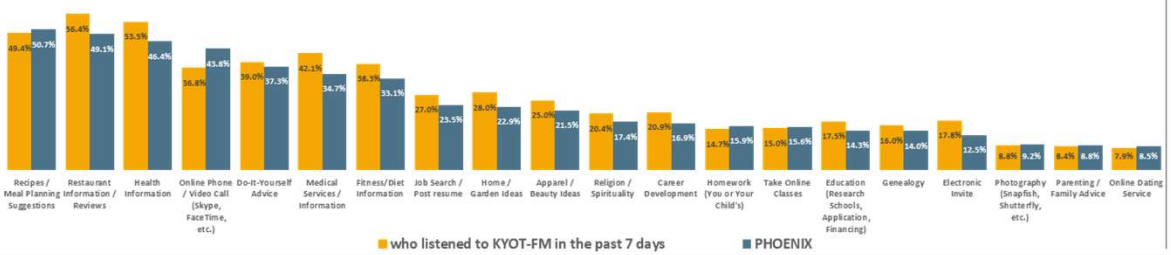
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 212

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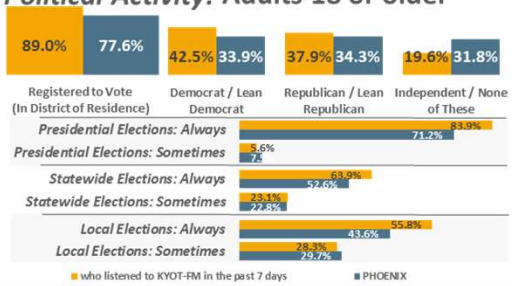
(Radio Stations: KNIX-FM)

14.8% or 532,785 of PHOENIX Metro Adults 18 or older listened to KYOT-FM in the past 7 days.
Adults 18 or older who listened to KYOT-FM in the past 7 days are 4.7% more likely to look up D-I-Y advice online, 28.1% more likely to always vote in local elections, 4.7% more likely to belong to a gym, 1.3% more likely to fly domestic past yr.

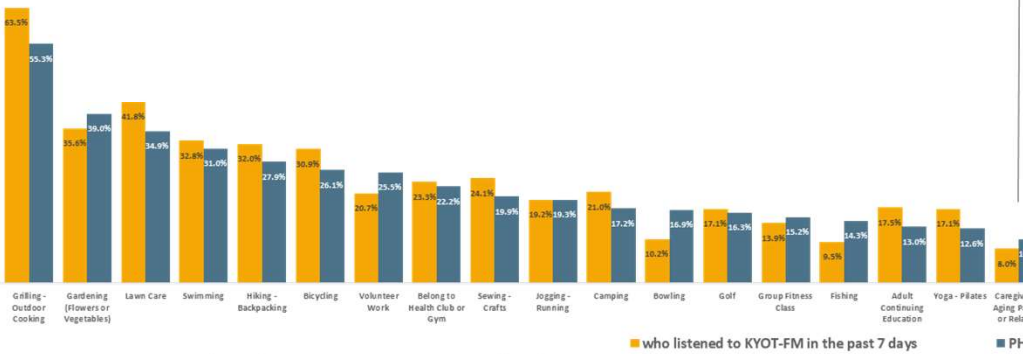
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



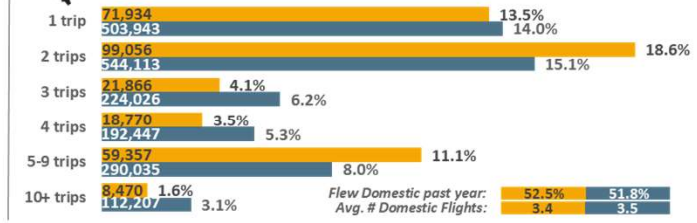
Political Activity: Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 288

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(Radio Stations: KYOT-FM)

46.3% or 1,671,072 of PHOENIX 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 1.6% more likely to use QSRs past mo., 1.7% more likely to use Sit-Down Restaurants past mo., 12.2% more likely to use Casinos past yr., 26.6% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

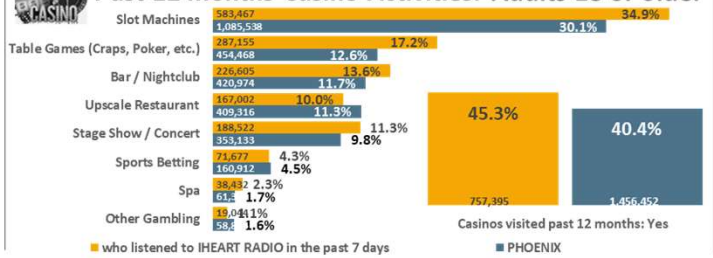


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 855

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(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)

20.5% or 739,788 of PHOENIX Metro Adults 18 or older listened to KESZ-FM in the past 7 days.
Adults 18 or older who listened to KESZ-FM in the past 7 days are 4.5% more likely to use QSRs past mo., 2.% more likely to use Sit-Down Restaurants past mo., 9.5% more likely to use Casinos past yr., 23.9% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

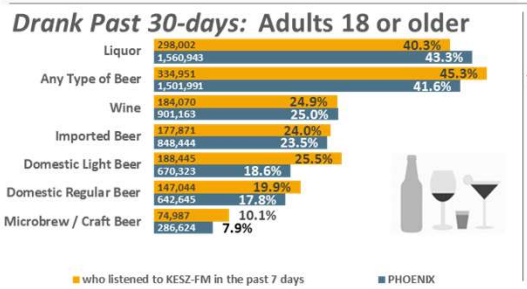
(Sit-Down Restaurants Used Past 30-days)



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

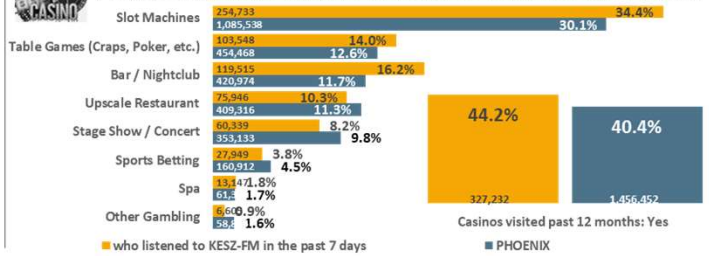
who listened to KESZ-FM in the past 7 days	148,199	20.0%
PHOENIX	673,421	18.7%

Drank Past 30-days: Adults 18 or older



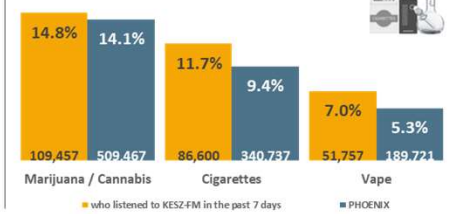
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 327

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(Radio Stations: KESZ-FM)

9.9% or 356,581 of PHOENIX Metro Adults 18 or older listened to KMXP-FM in the past 7 days.
Adults 18 or older who listened to KMXP-FM in the past 7 days are 4.3% more likely to use QSRs past mo., 5.9% more likely to use Sit-Down Restaurants past mo., 11.8% more likely to use Casinos past yr., 30.2% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



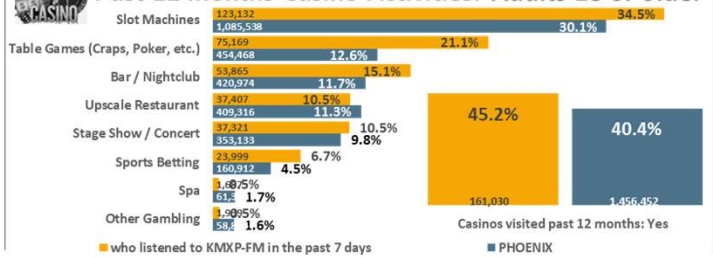
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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(Radio Stations: KMXP-FM)

10.2% or 366,326 of PHOENIX Metro Adults 18 or older listened to KNIX-FM in the past 7 days.
Adults 18 or older who listened to KNIX-FM in the past 7 days are 4.2% less likely to use QSRs past mo., 1.5% more likely to use Sit-Down Restaurants past mo., 14.9% more likely to use Casinos past yr., 11.9% 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.)

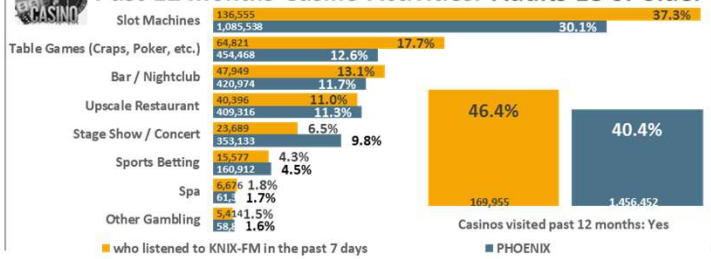


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 212

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(Radio Stations: KNIX-FM)

14.8% or 532,785 of PHOENIX Metro Adults 18 or older listened to KYOT-FM in the past 7 days.
Adults 18 or older who listened to KYOT-FM in the past 7 days are .9% less likely to use QSRs past mo., 2.2% more likely to use Sit-Down Restaurants past mo., 19.3% more likely to use Casinos past yr., 37.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



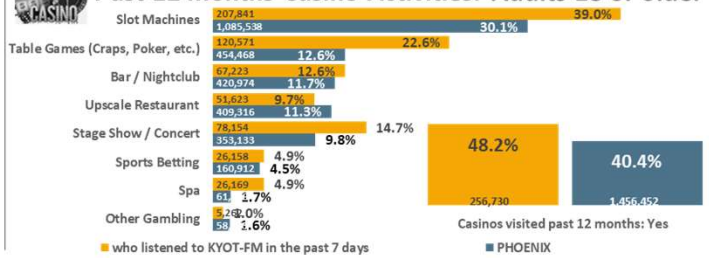
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 288

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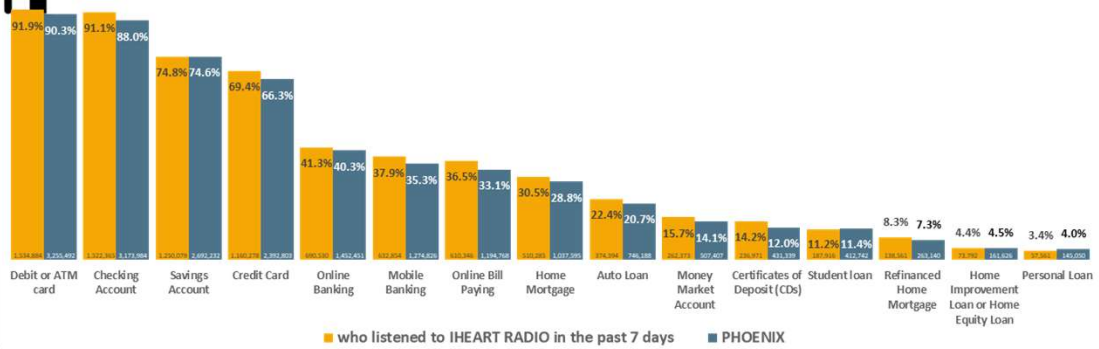
(Radio Stations: KYOT-FM)

46.3% or 1,671,072 of PHOENIX 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 9.3% more likely to have a 401K, 8.3% more likely to have an Auto Loan, .8% more likely to Invest/Trade Stocks Online, 3.7% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

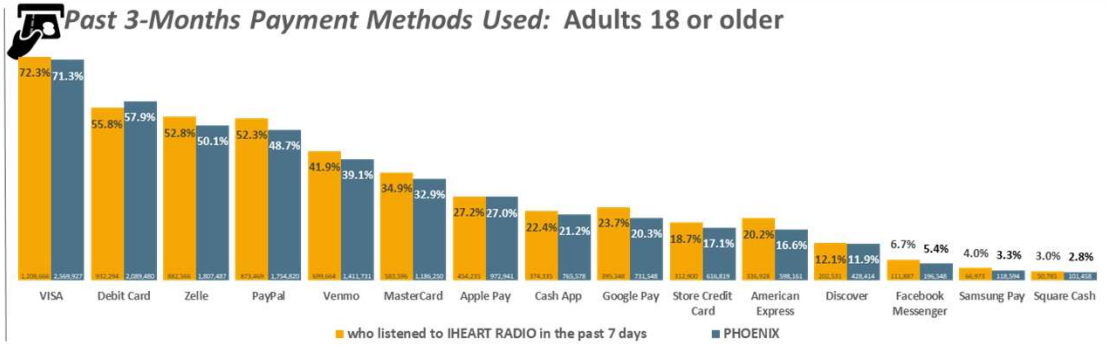


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



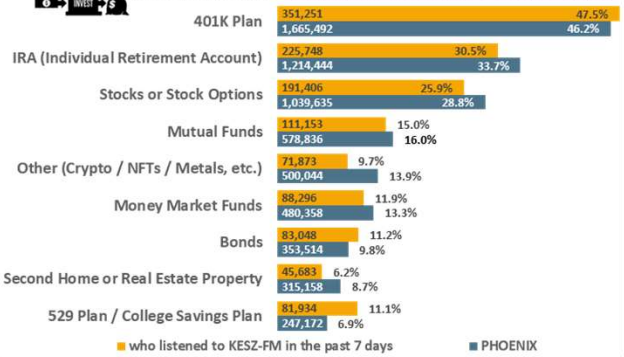
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 855

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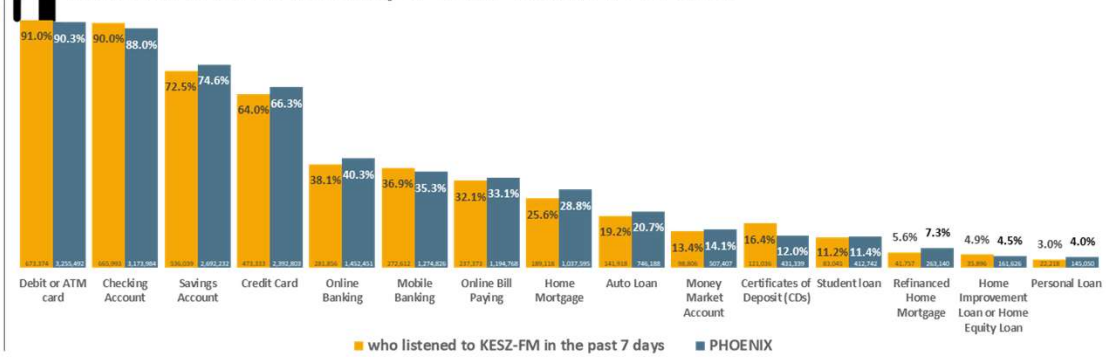
(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)

20.5% or 739,788 of PHOENIX Metro Adults 18 or older listened to KESZ-FM in the past 7 days.
Adults 18 or older who listened to KESZ-FM in the past 7 days are 2.8% more likely to have a 401K, 7.3% less likely to have an Auto Loan, 3.5% less likely to Invest/Trade Stocks Online, .% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

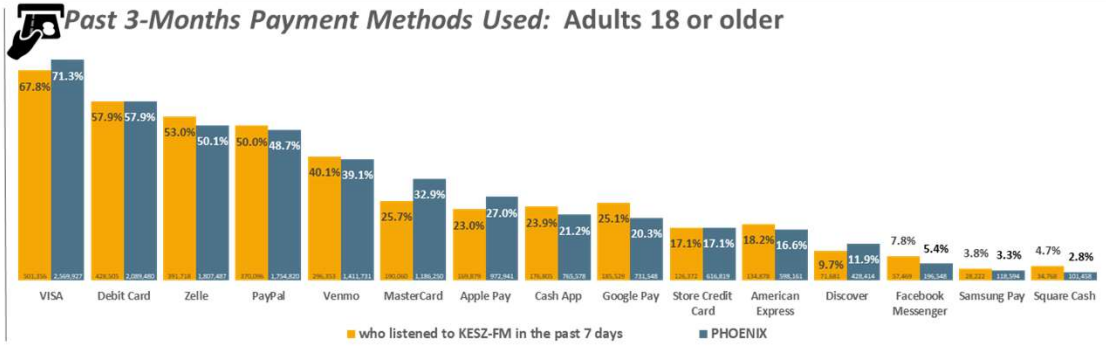


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



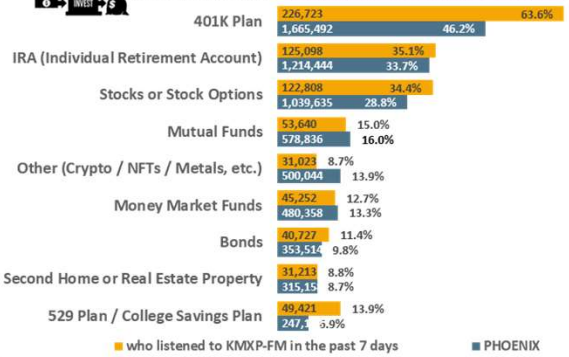
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 327

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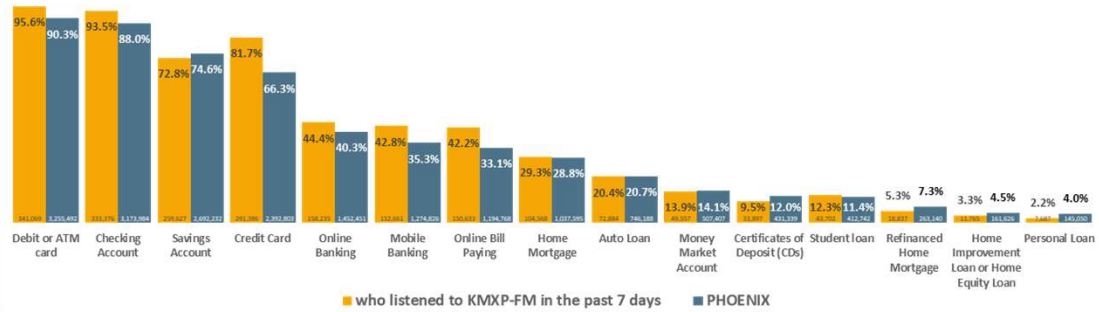
(Radio Stations: KESZ-FM)

9.9% or 356,581 of PHOENIX Metro Adults 18 or older listened to KMXP-FM in the past 7 days.
Adults 18 or older who listened to KMXP-FM in the past 7 days are 37.7% more likely to have a 401K, 1.2% less likely to have an Auto Loan, 13.8% less likely to Invest/Trade Stocks Online, 2.4% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

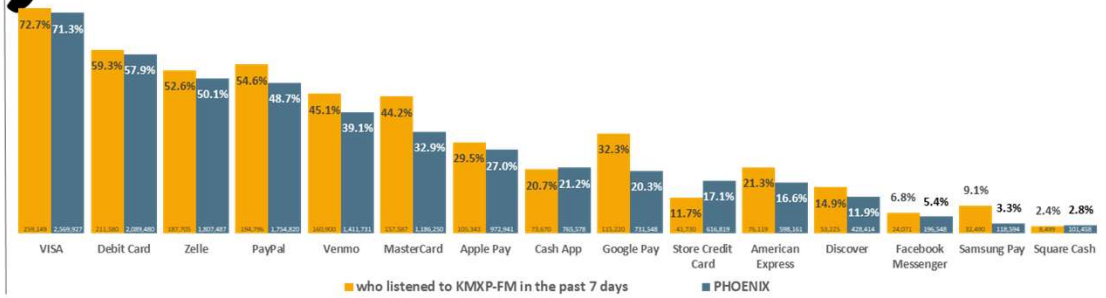


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



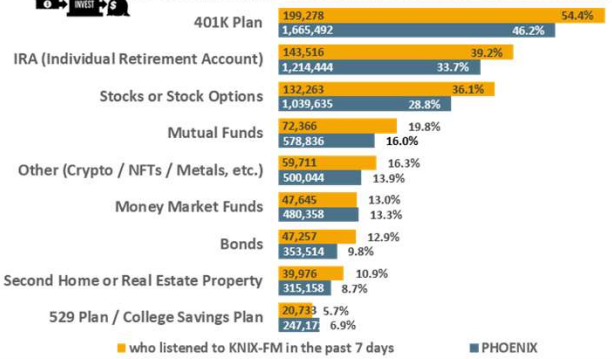
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 170

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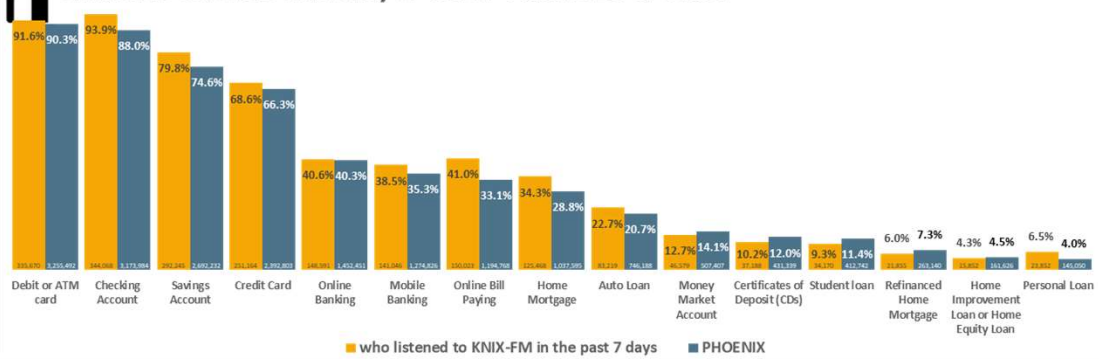
(Radio Stations: KMXP-FM)

10.2% or 366,326 of PHOENIX Metro Adults 18 or older listened to KNIX-FM in the past 7 days.
Adults 18 or older who listened to KNIX-FM in the past 7 days are 17.8% more likely to have a 401K, 9.8% more likely to have an Auto Loan, 26.4% less likely to Invest/Trade Stocks Online, 6.5% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



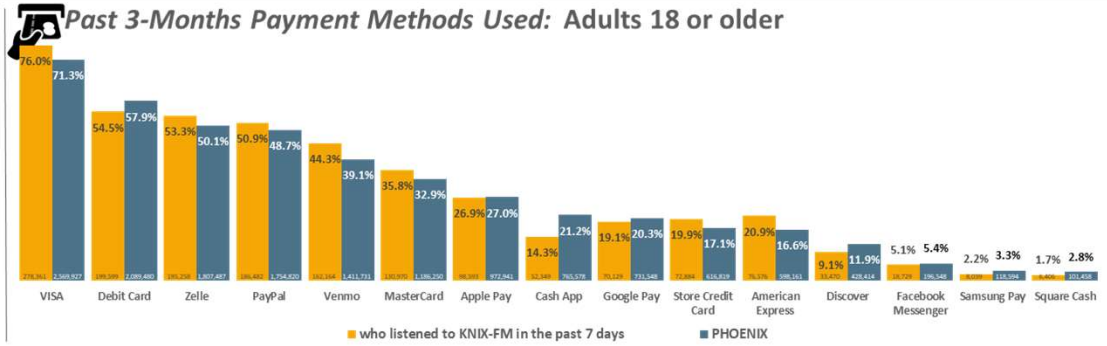
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



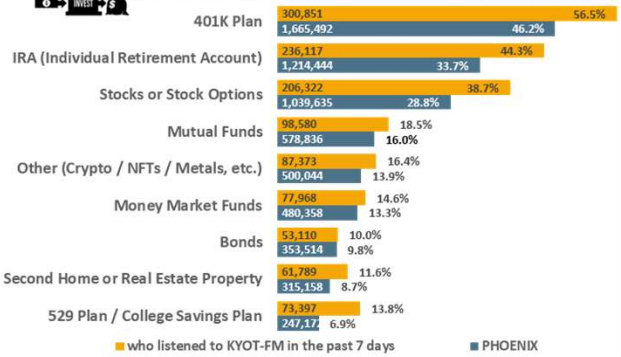
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 212

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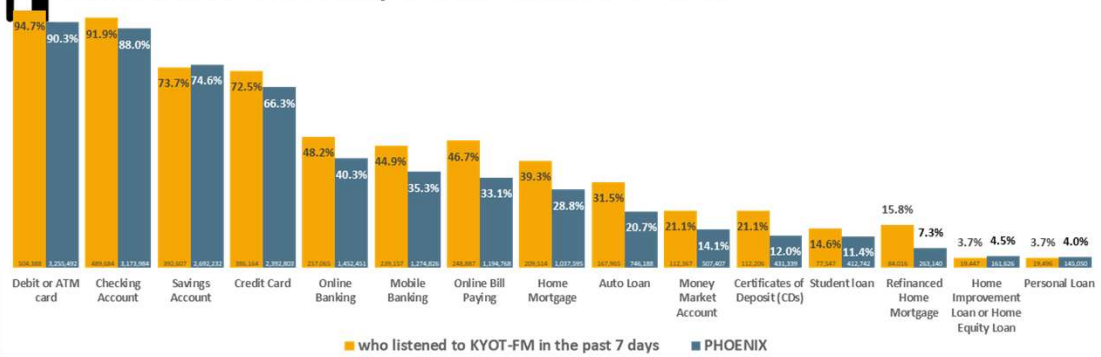
(Radio Stations: KNIX-FM)

14.8% or 532,785 of PHOENIX Metro Adults 18 or older listened to KYOT-FM in the past 7 days.
Adults 18 or older who listened to KYOT-FM in the past 7 days are 22.3% more likely to have a 401K, 52.4% more likely to have an Auto Loan, 28.1% more likely to Invest/Trade Stocks Online, 3.7% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

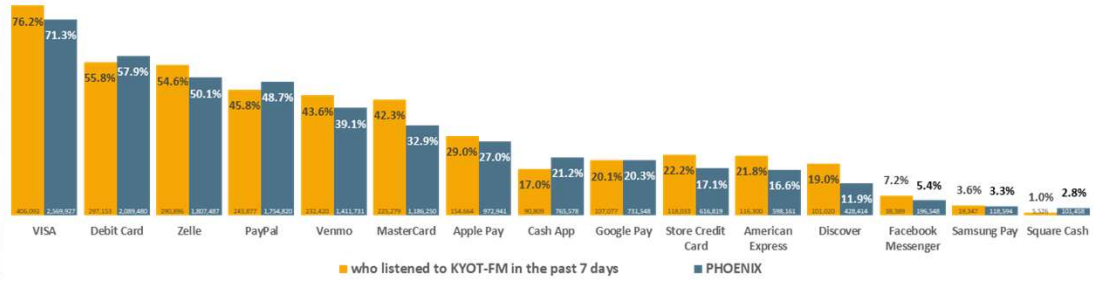


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

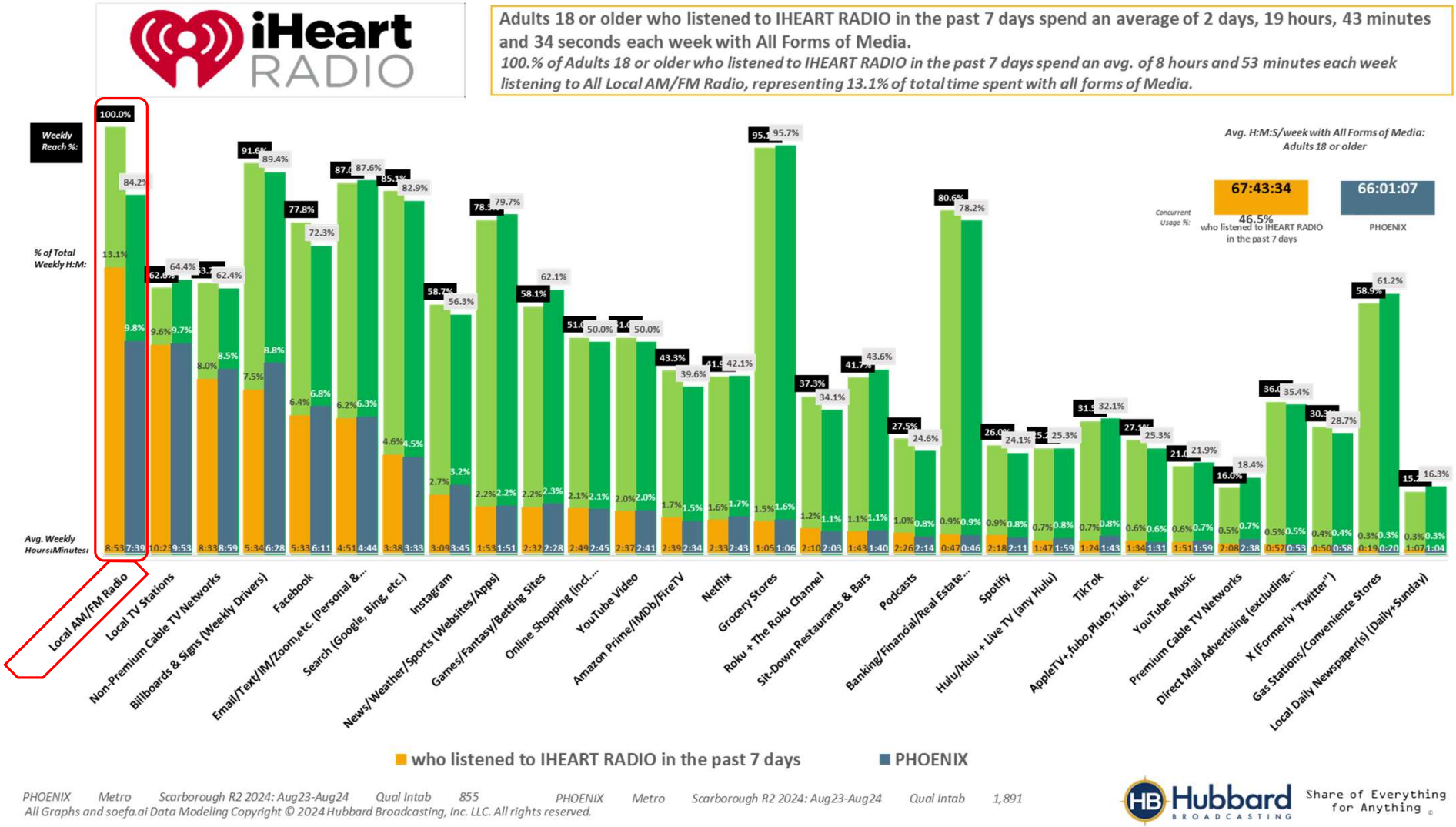
Past 3-Months Payment Methods Used: Adults 18 or older



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 288

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(Radio Stations: KYOT-FM)

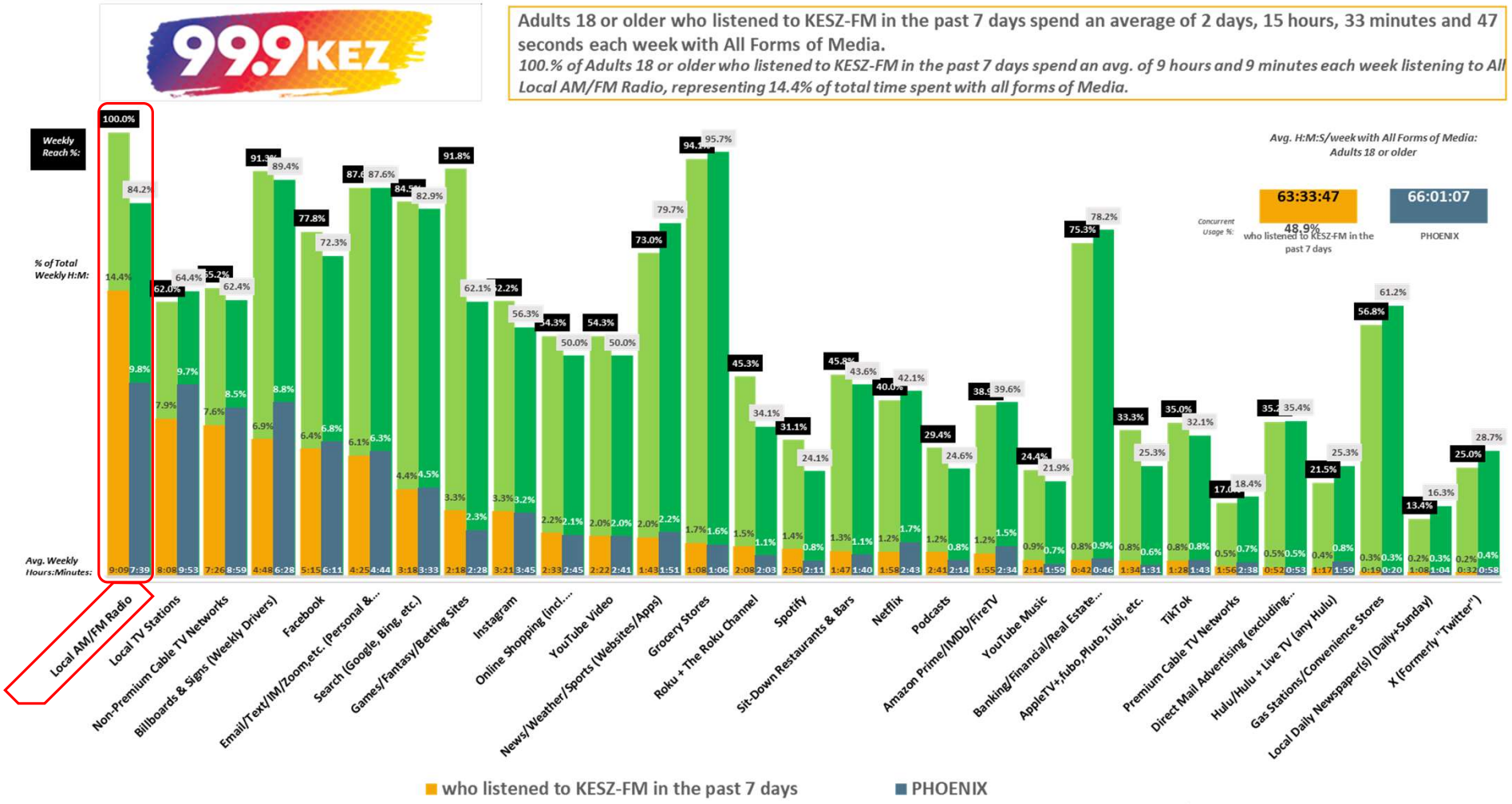


PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 855 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

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(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)

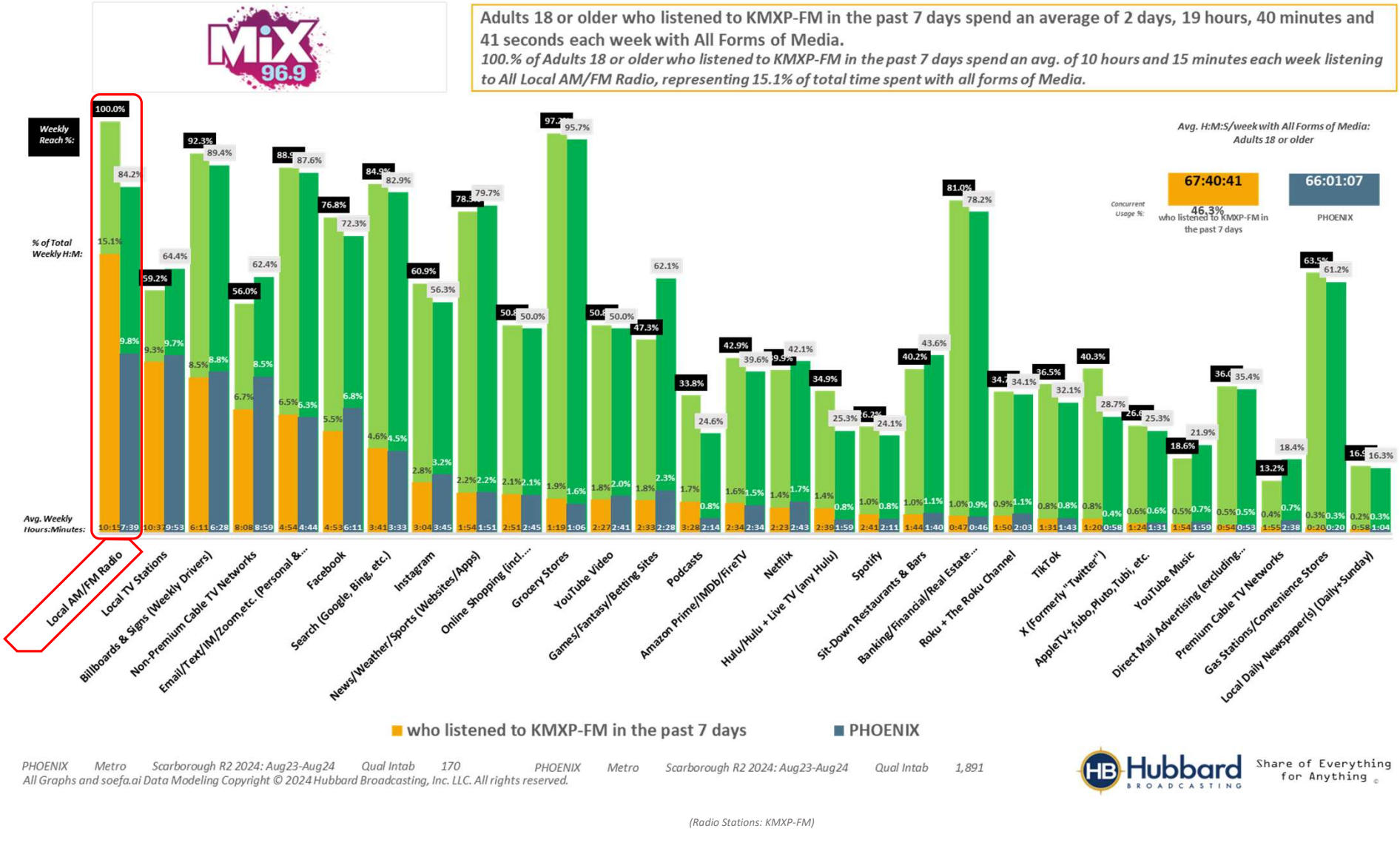


PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 327 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

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(Radio Stations: KESZ-FM)

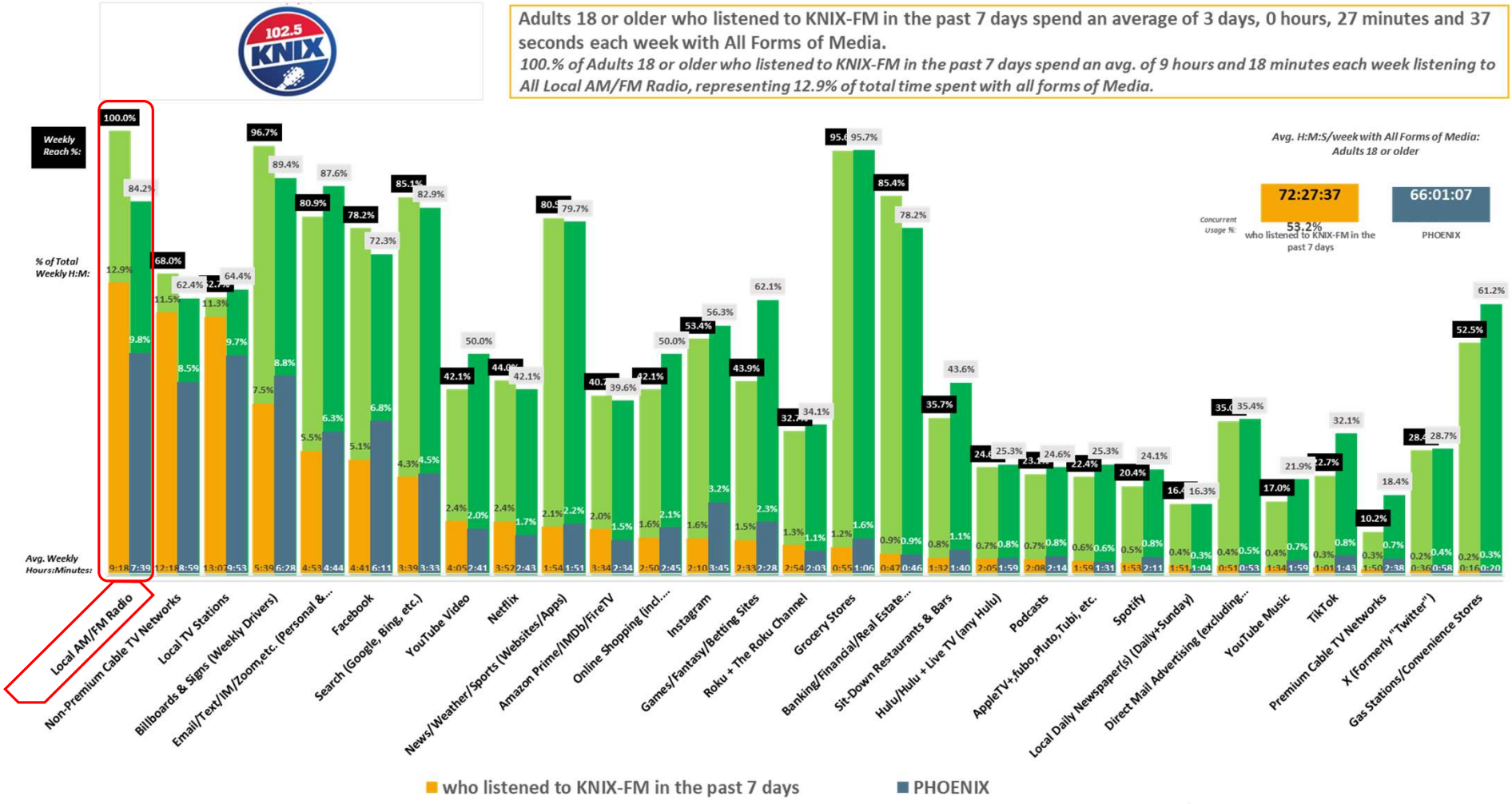


PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 170 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

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(Radio Stations: KMXP-FM)

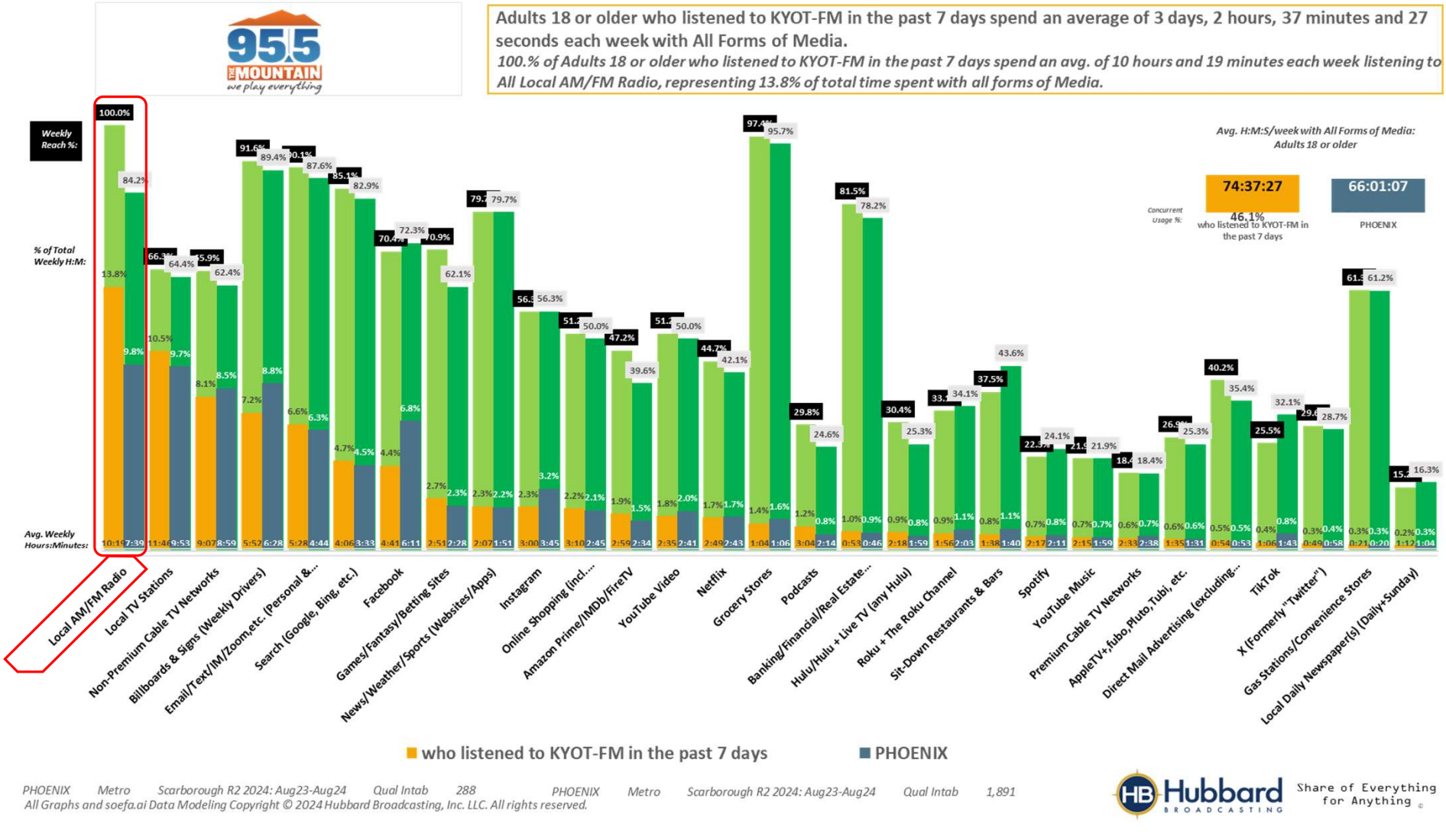


PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 212 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

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(Radio Stations: KNIX-FM)



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 288 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

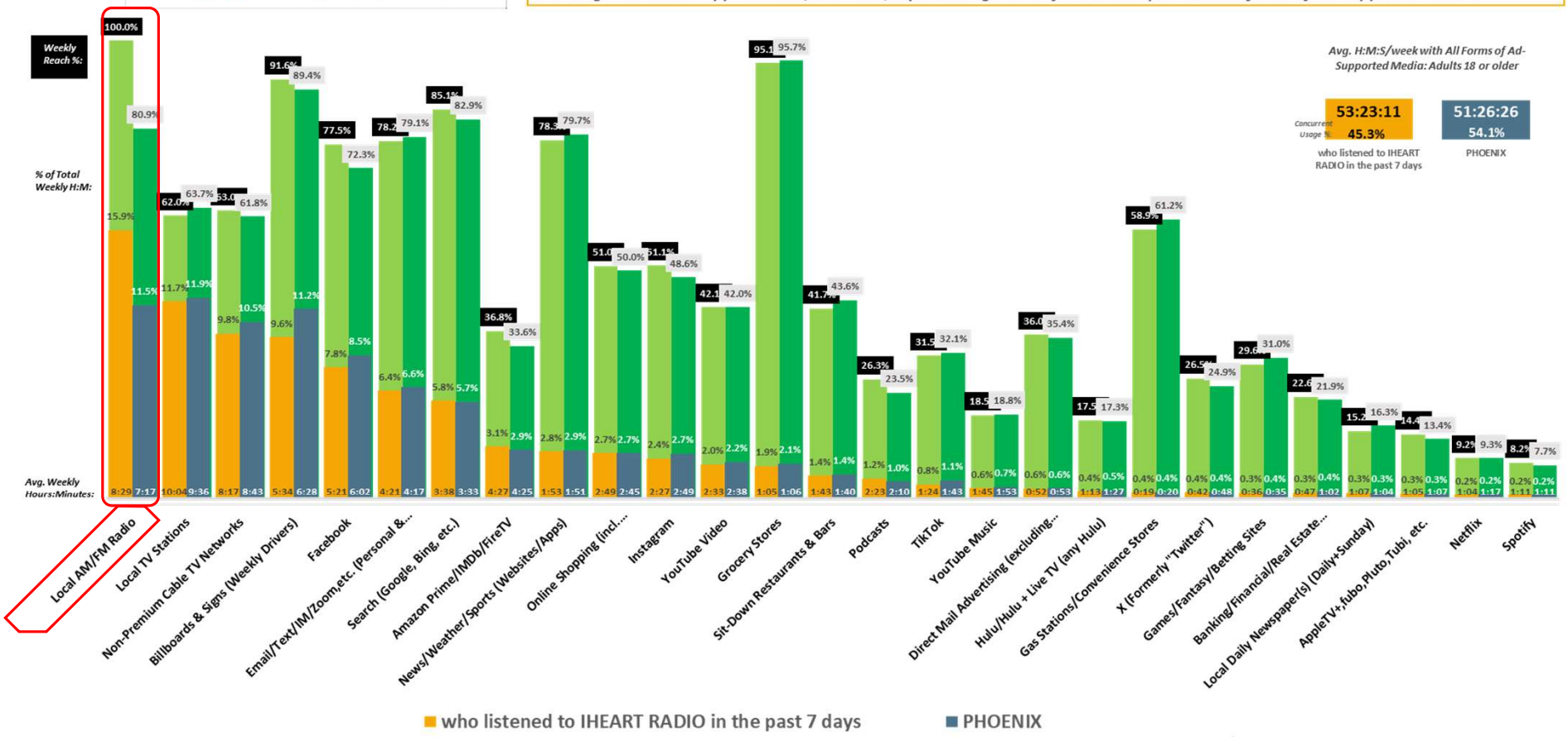
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(Radio Stations: KYOT-FM)

Adults 18 or older who listened to IHEART RADIO in the past 7 days spend an average of 2 days, 5 hours, 23 minutes and 11 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who listened to IHEART RADIO in the past 7 days spend an avg. of 8 hours and 29 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.9% of total time spent with all forms of Ad-Supported Media.



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 855 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

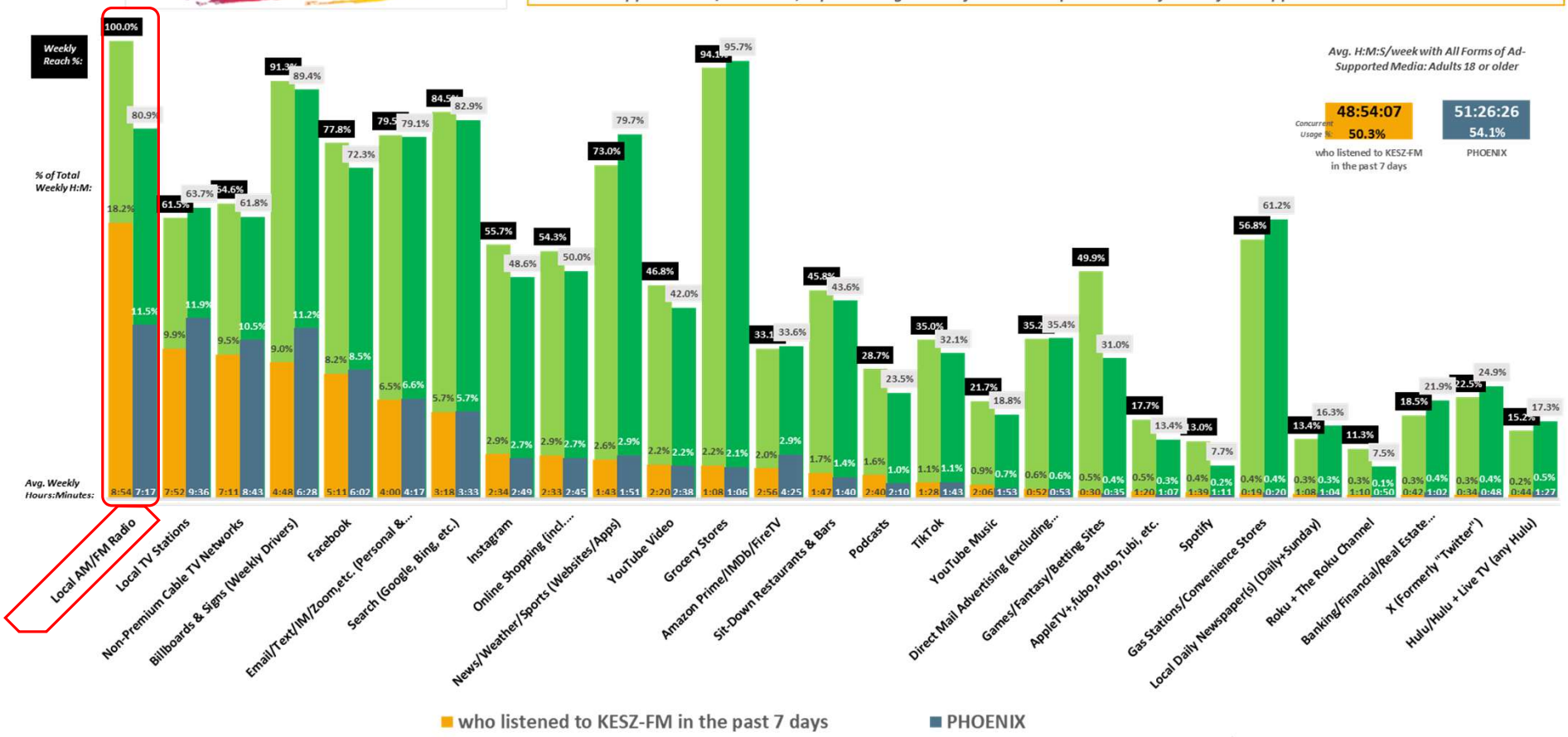
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(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)

Adults 18 or older who listened to KESZ-FM in the past 7 days spend an average of 2 days, 0 hours, 54 minutes and 7 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who listened to KESZ-FM in the past 7 days spend an avg. of 8 hours and 54 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 18.2% of total time spent with all forms of Ad-Supported Media.

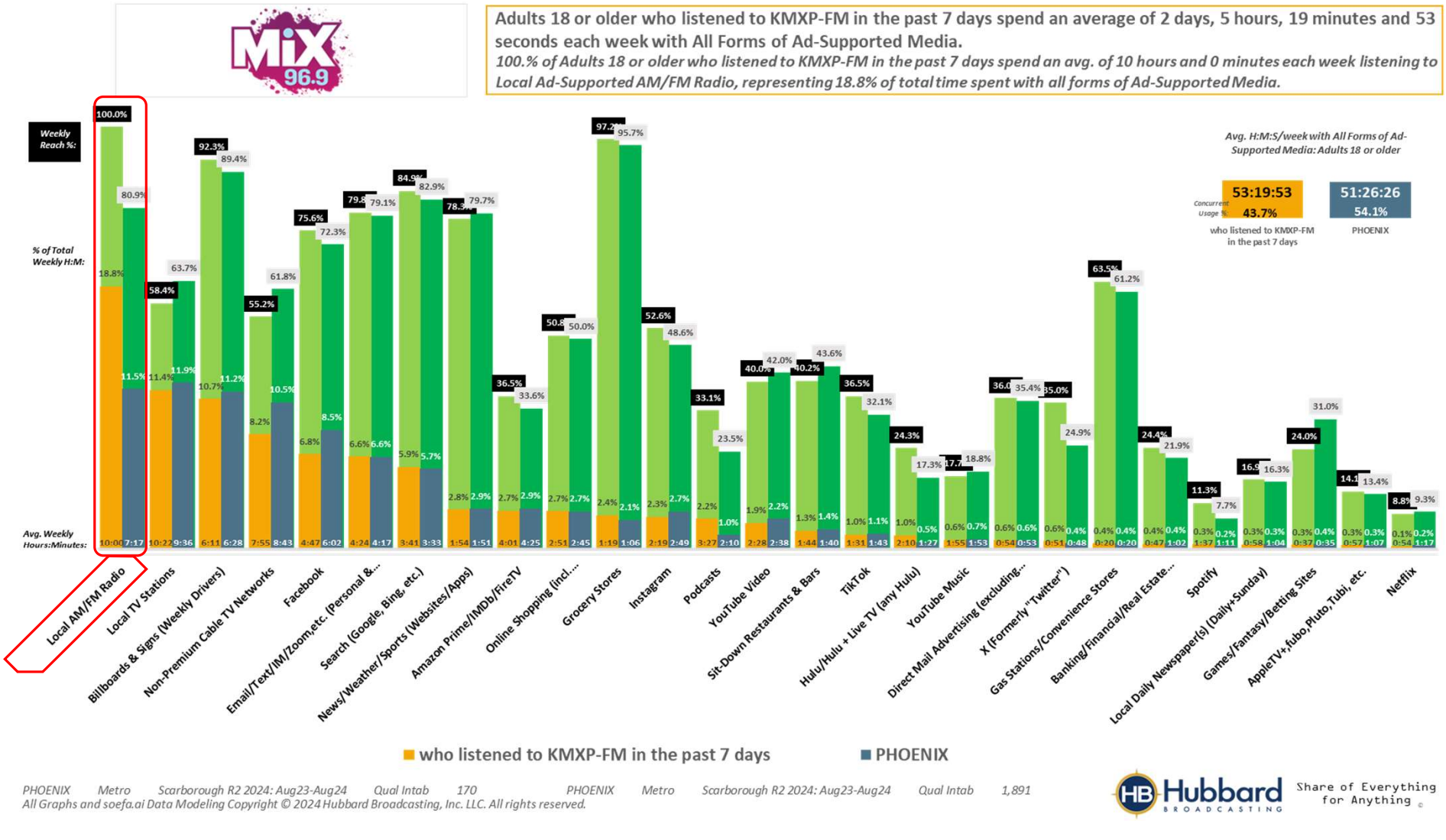


PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 327 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

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(Radio Stations: KESZ-FM)



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 170 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

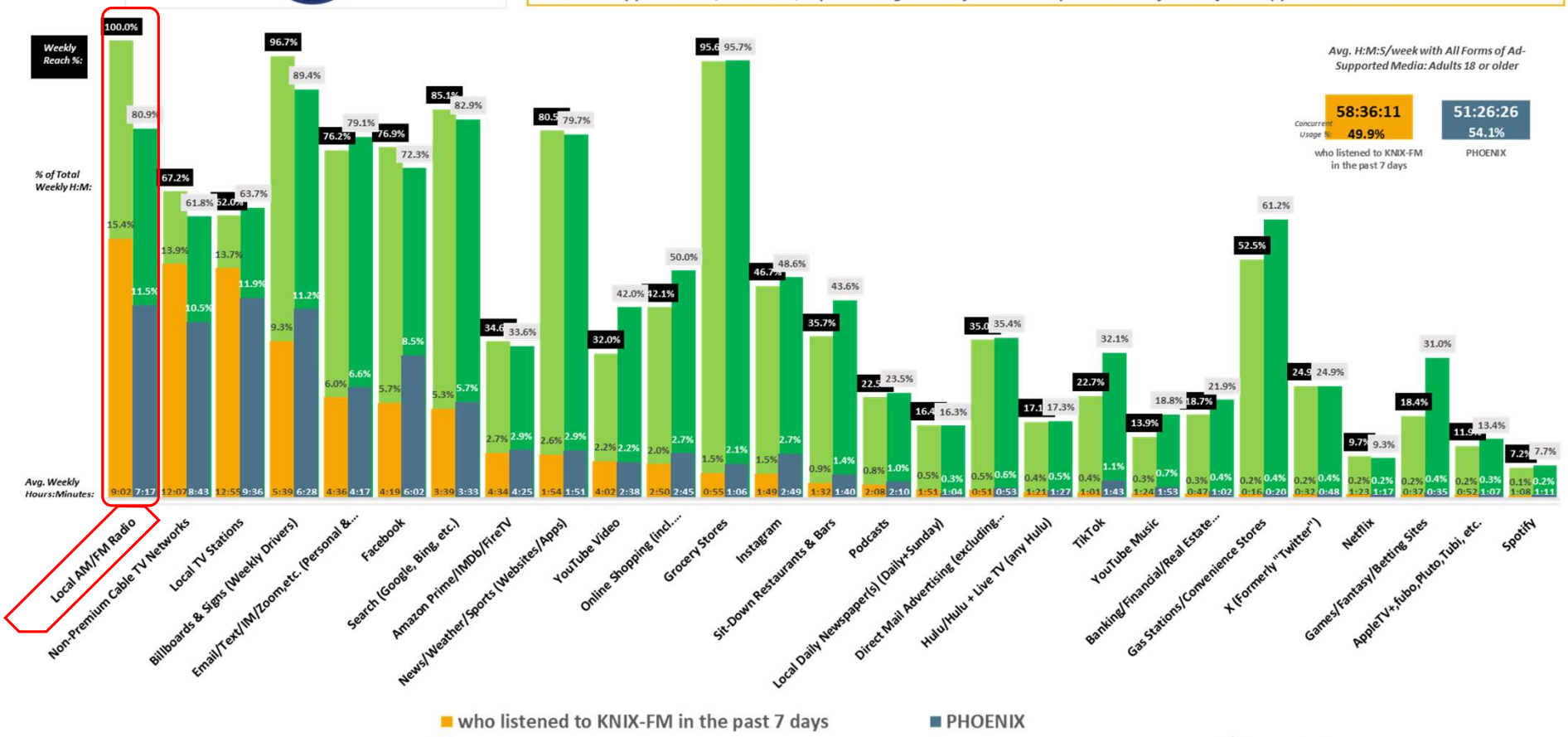
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(Radio Stations: KMXP-FM)

Adults 18 or older who listened to KNIX-FM in the past 7 days spend an average of 2 days, 10 hours, 36 minutes and 11 seconds each week with All Forms of Ad-Supported Media.

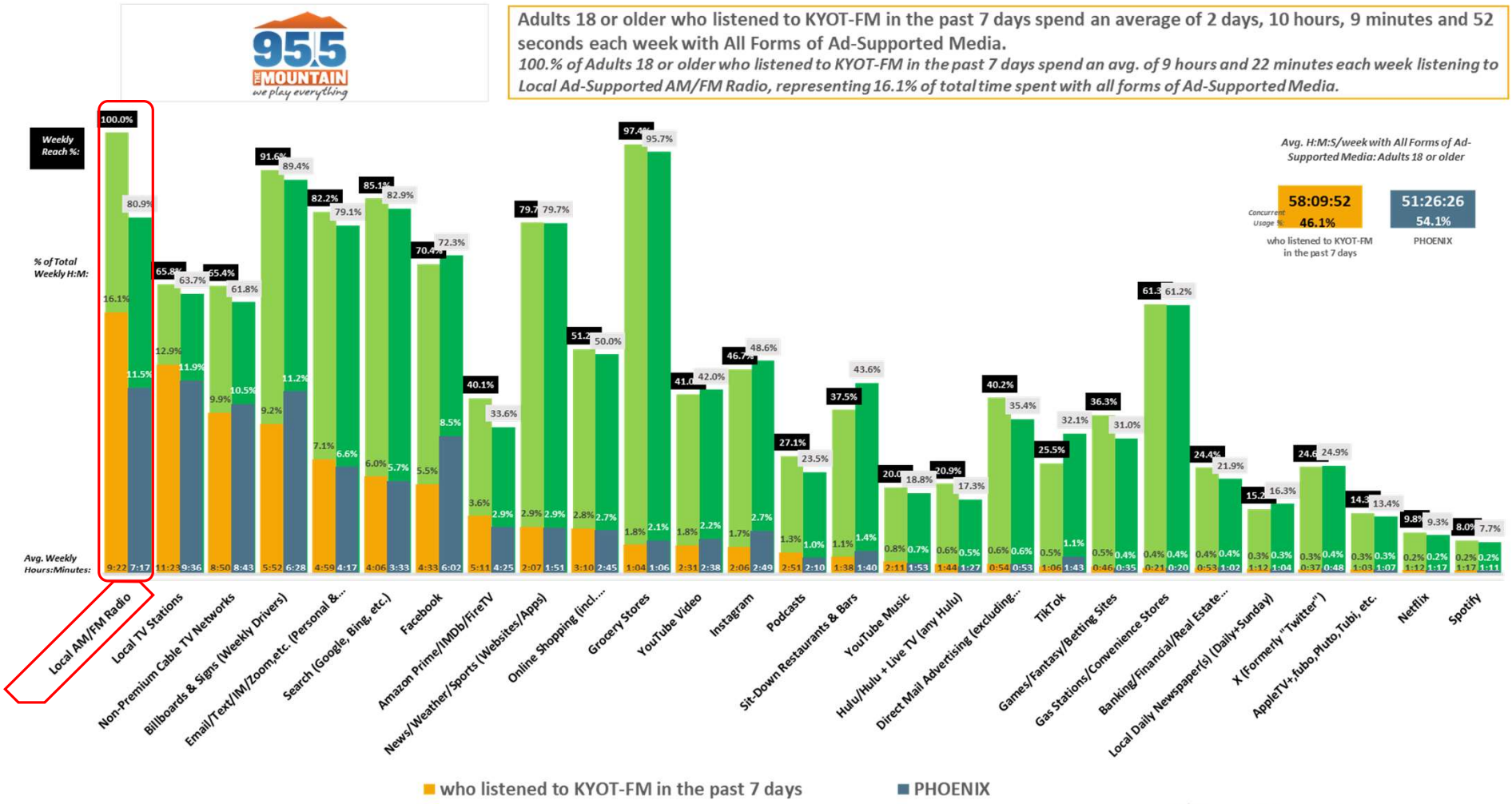
100.% of Adults 18 or older who listened to KNIX-FM in the past 7 days spend an avg. of 9 hours and 2 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.4% of total time spent with all forms of Ad-Supported Media.



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 212 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891
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(Radio Stations: KNIX-FM)



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 288 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

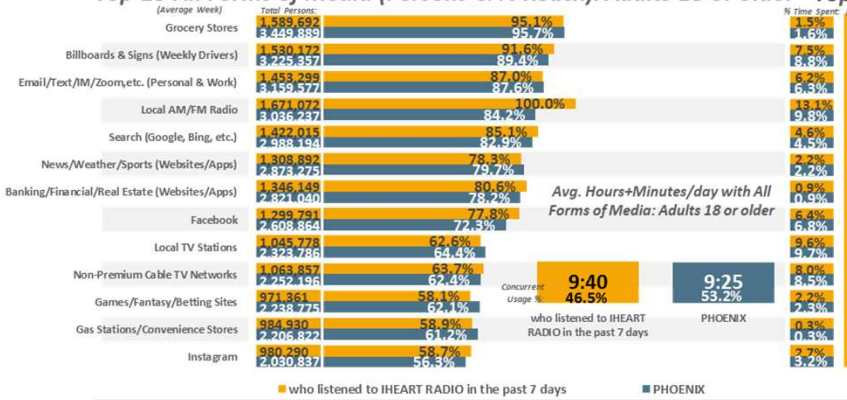
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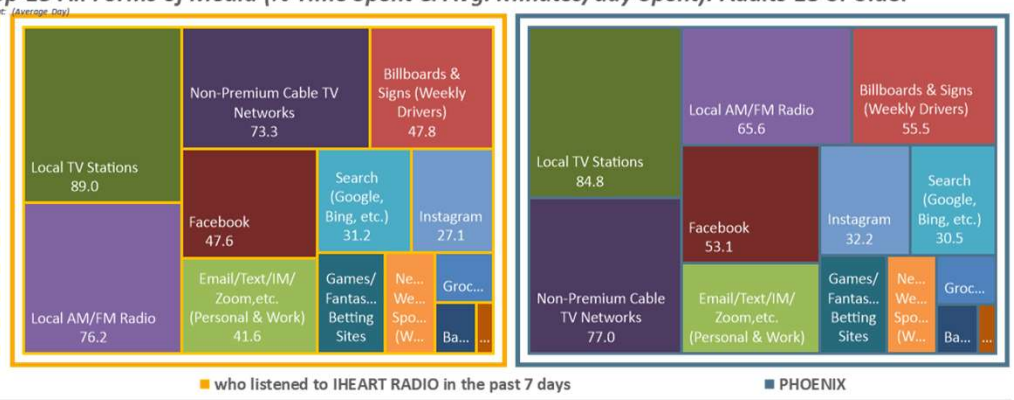
(Radio Stations: KYOT-FM)

Adults 18 or older who listened to IHEART RADIO in the past 7 days spend an average of 7 hours and 37 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 72.9 minutes/day. *(Local Radio delivers 15.9% of Time with Ad-Supported Media.)*

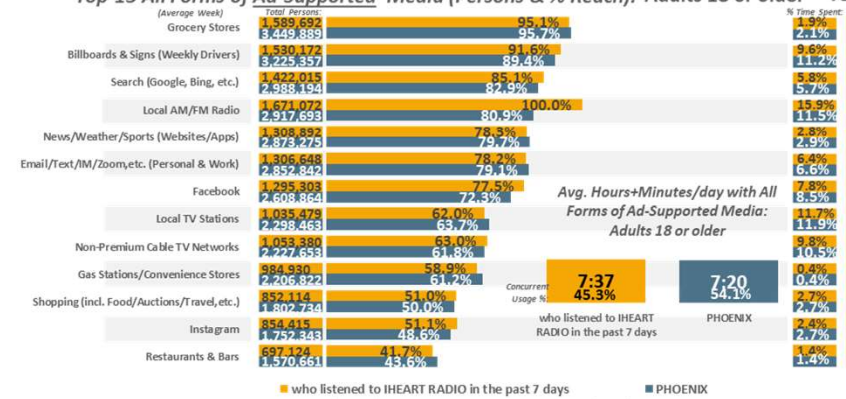
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



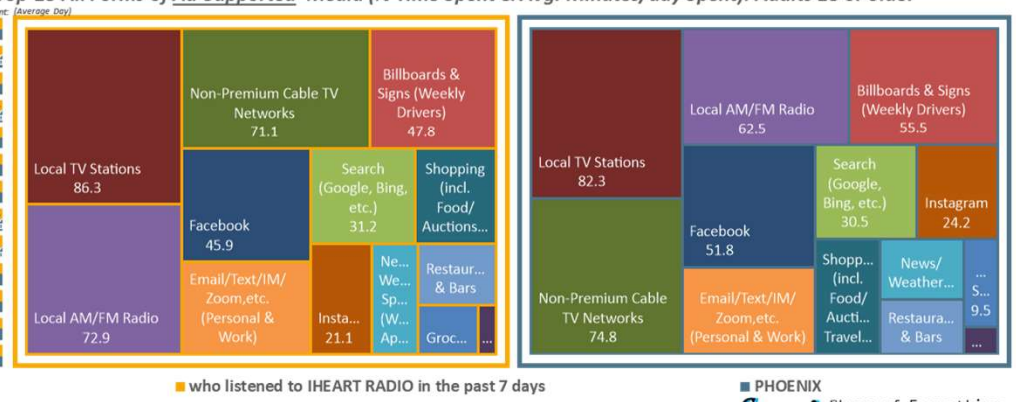
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 855

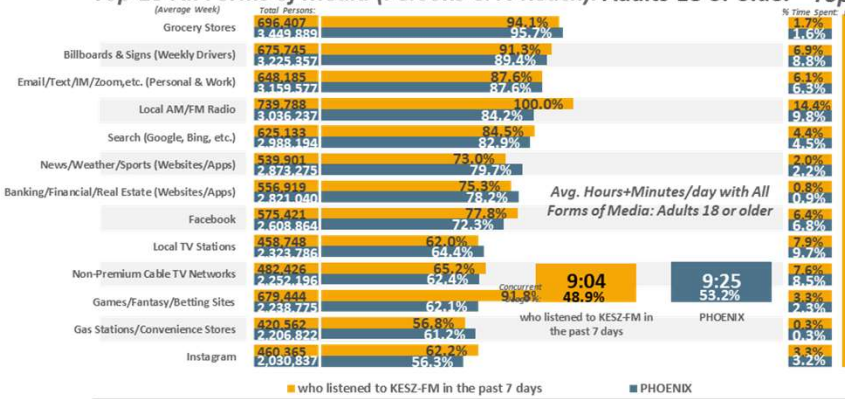
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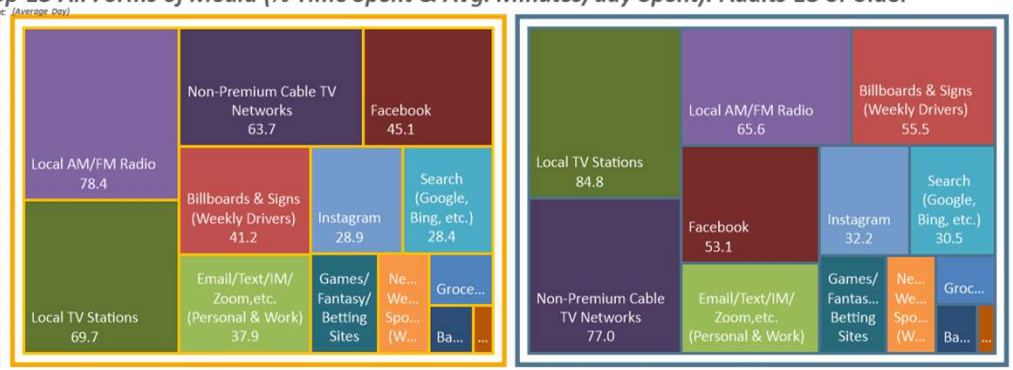
(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)

Adults 18 or older who listened to KESZ-FM in the past 7 days spend an average of 6 hours and 59 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 76.3 minutes/day. *(Local Radio delivers 18.2% of Time with Ad-Supported Media.)*

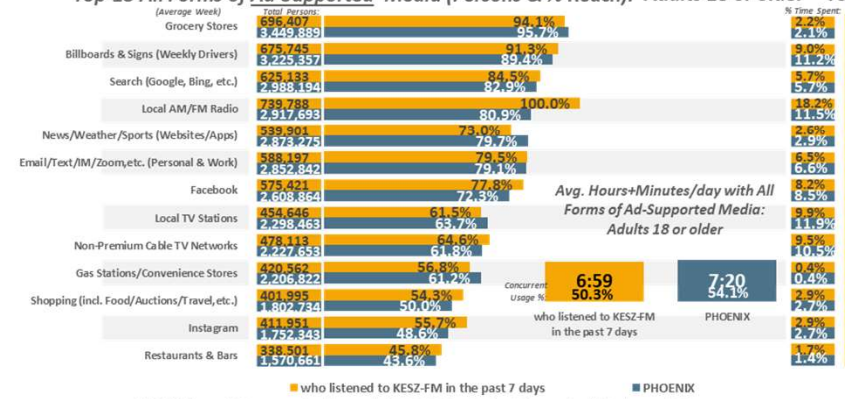
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



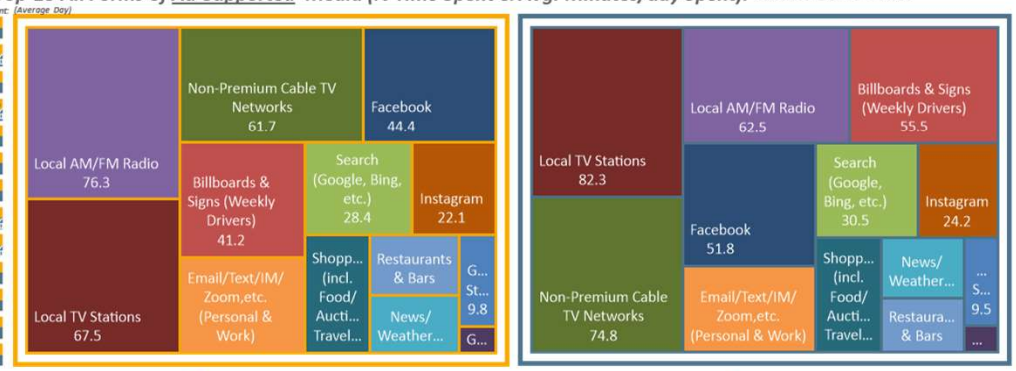
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 327

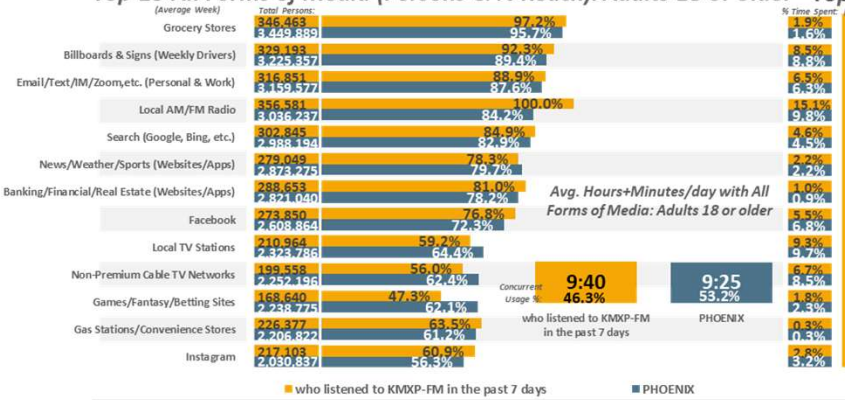
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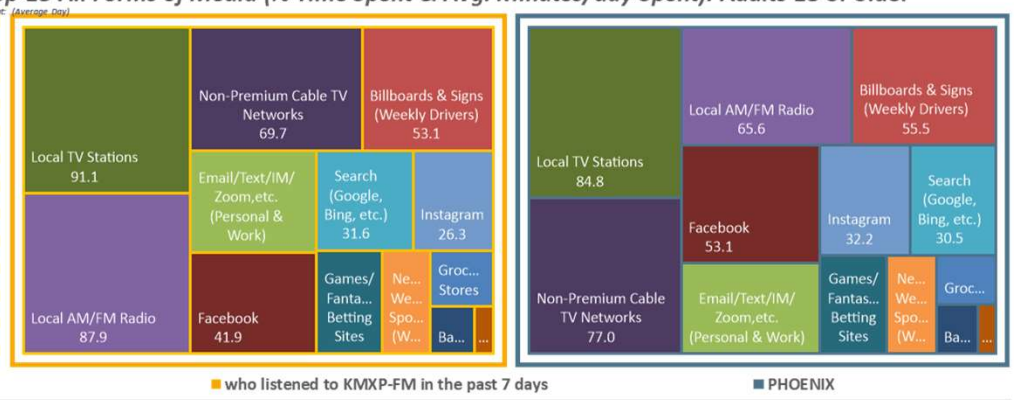
(Radio Stations: KESZ-FM)

Adults 18 or older who listened to KMXP-FM in the past 7 days spend an average of 7 hours and 37 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 85.8 minutes/day. *(Local Radio delivers 18.8% of Time with Ad-Supported Media.)*

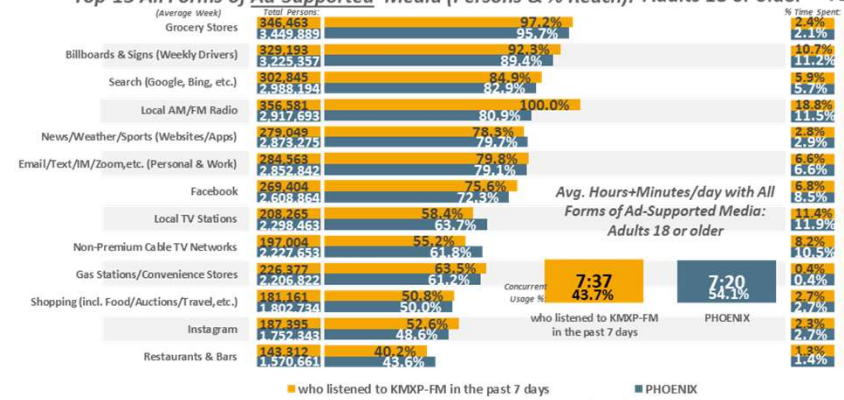
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



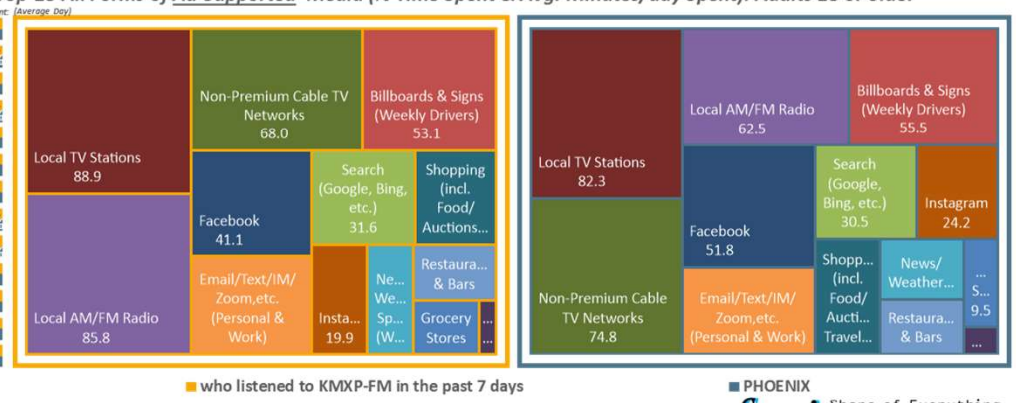
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 170

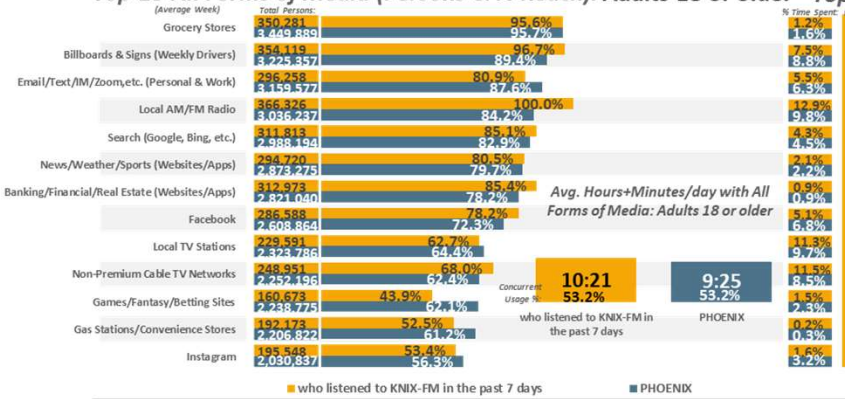
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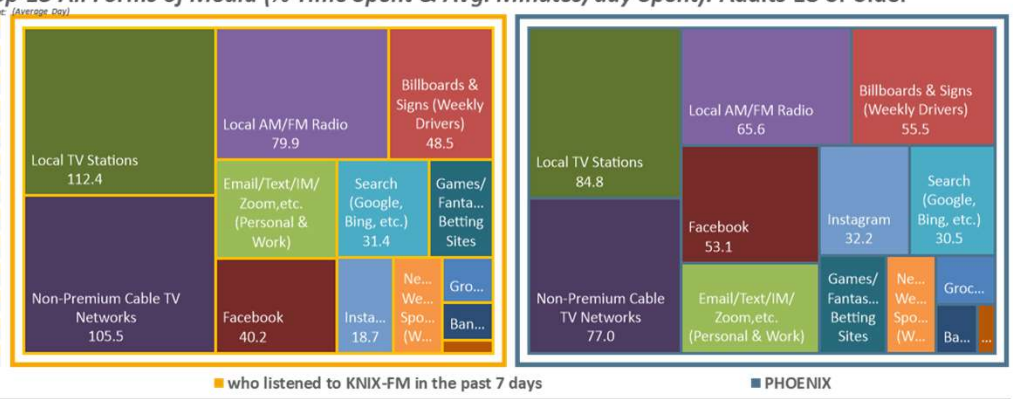
(Radio Stations: KMXP-FM)

Adults 18 or older who listened to KNIX-FM in the past 7 days spend an average of 8 hours and 22 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 77.5 minutes/day. *(Local Radio delivers 15.4% of Time with Ad-Supported Media.)*

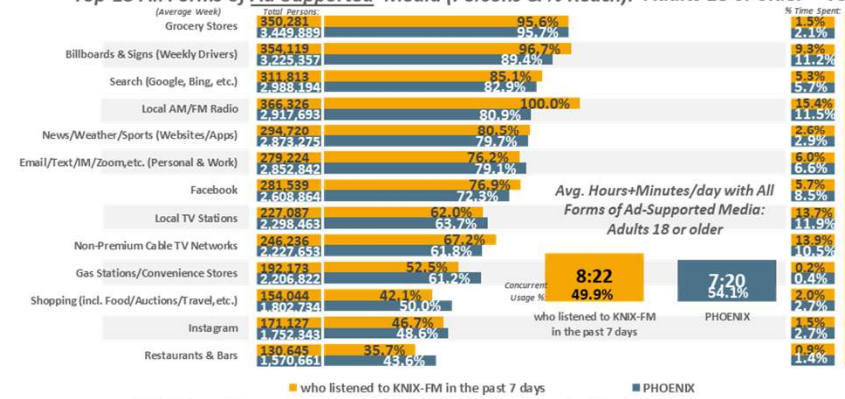
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



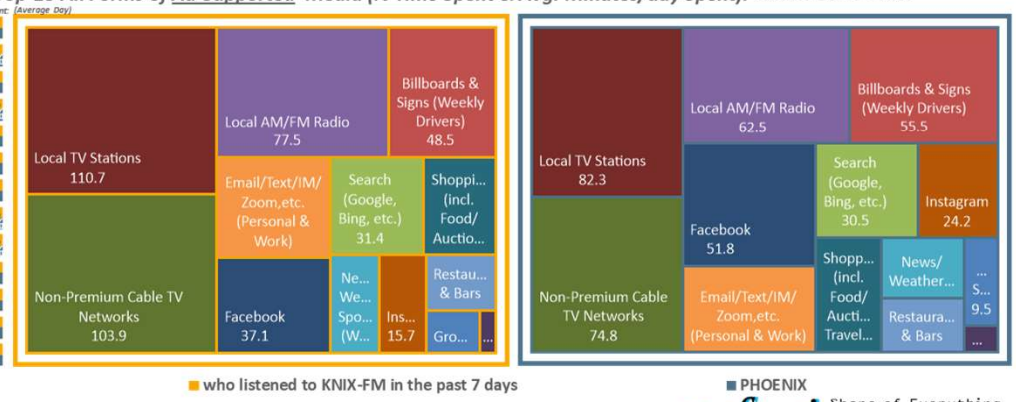
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 212

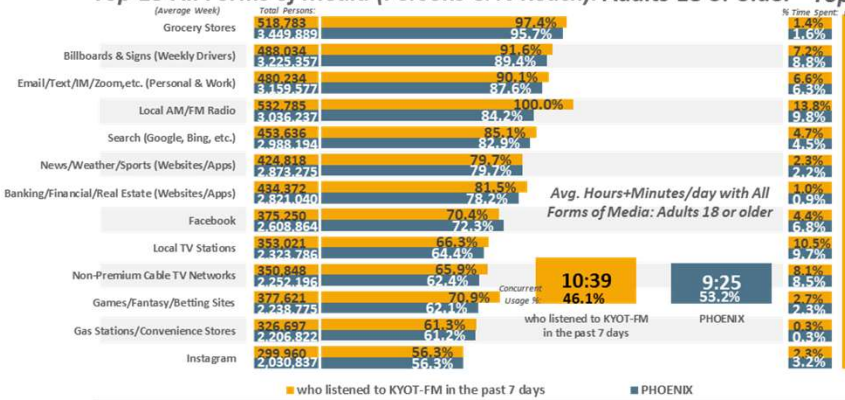
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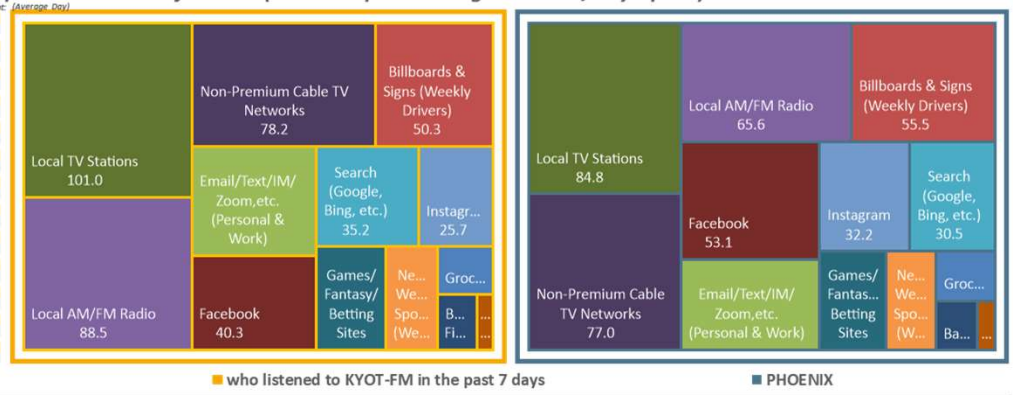
(Radio Stations: KNIX-FM)

Adults 18 or older who listened to KYOT-FM in the past 7 days spend an average of 8 hours and 18 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 80.3 minutes/day. *(Local Radio delivers 16.1% of Time with Ad-Supported Media.)*

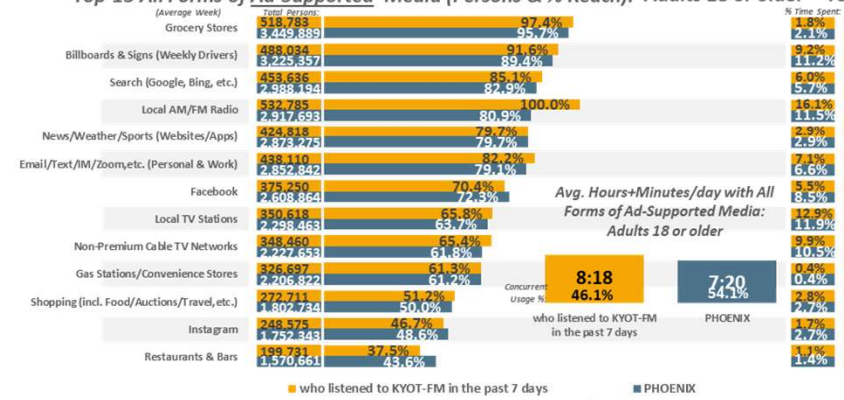
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



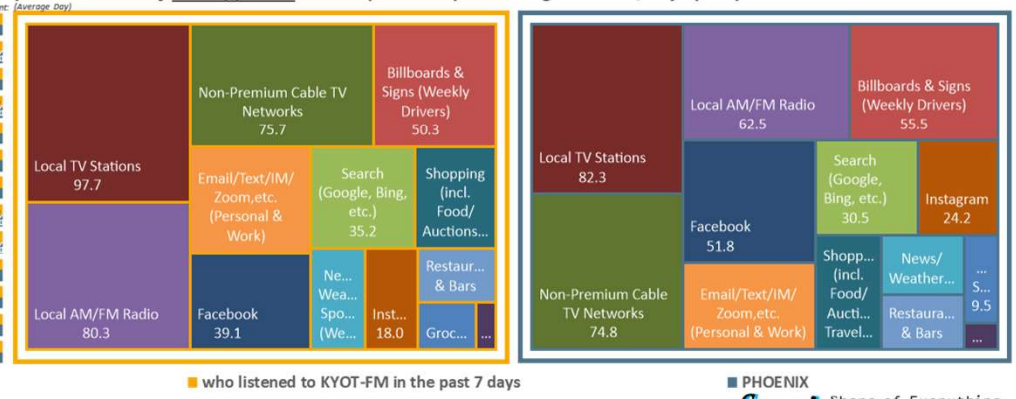
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 288

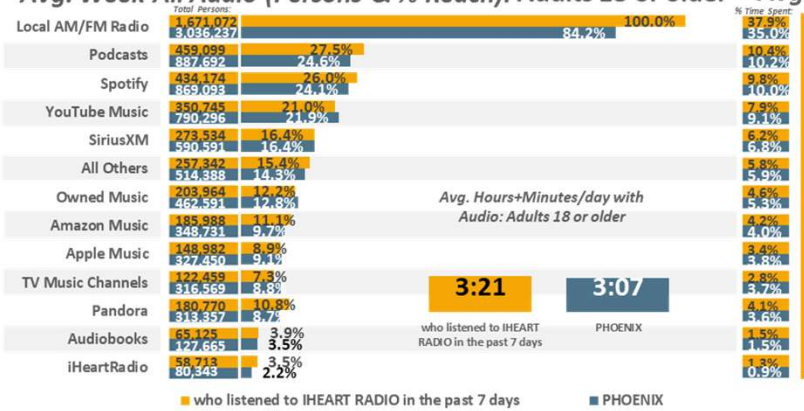
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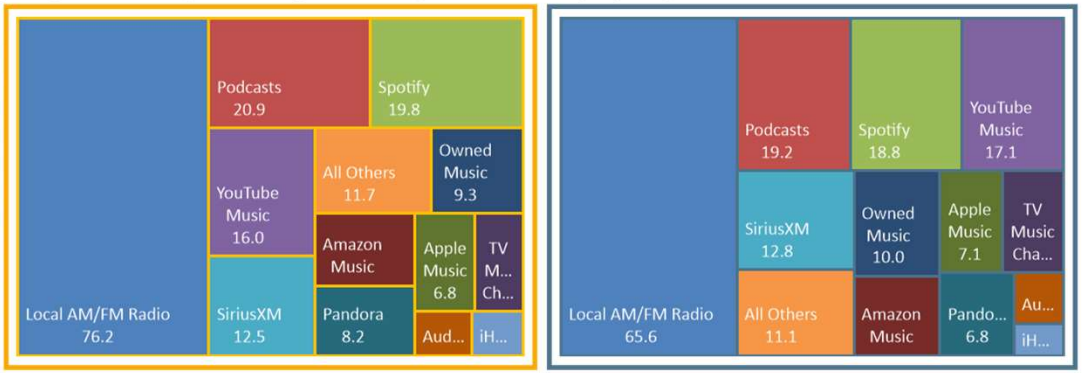
(Radio Stations: KYOT-FM)

1,671,072 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 72.9 minutes every day representing 47.8% of all time spent daily with Ad-Supported Audio.

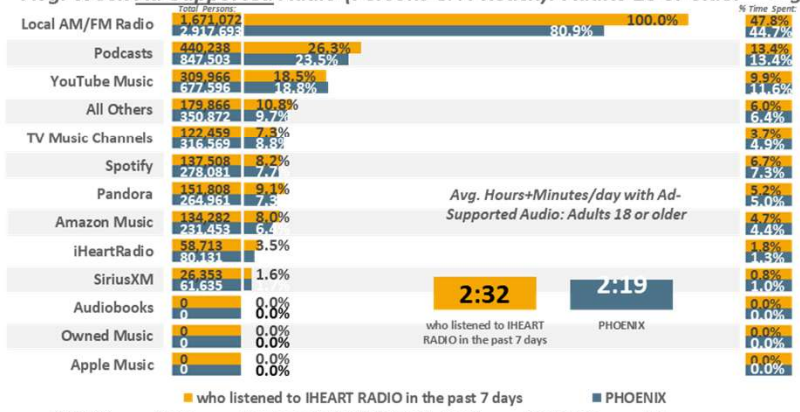
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



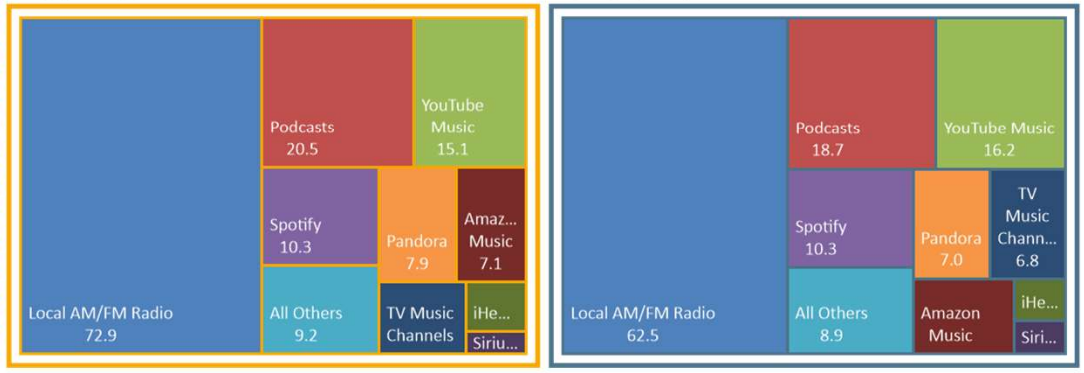
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 855

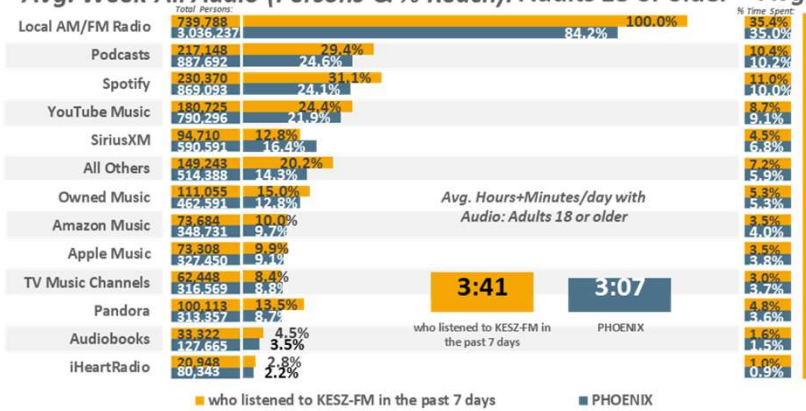
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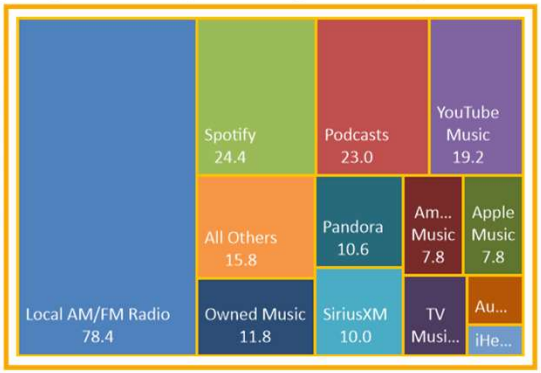
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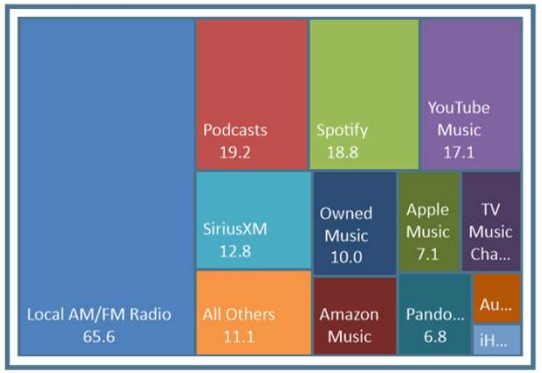
(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)

739,788 or 100.% of Adults 18 or older who listened to KESZ-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 76.3 minutes every day representing 44.4% of all time spent daily with Ad-Supported Audio.

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

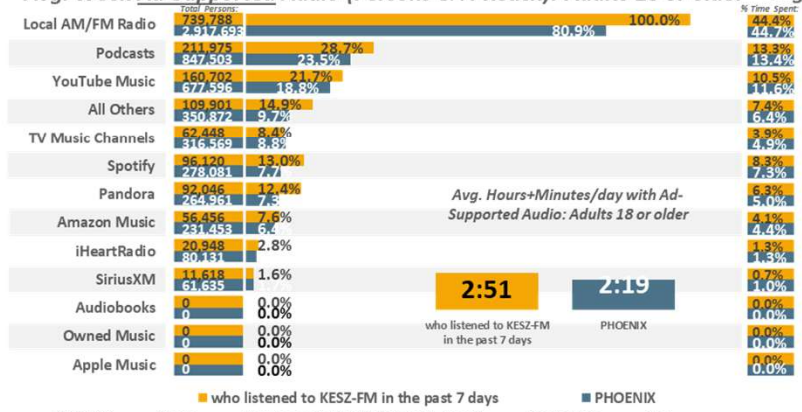


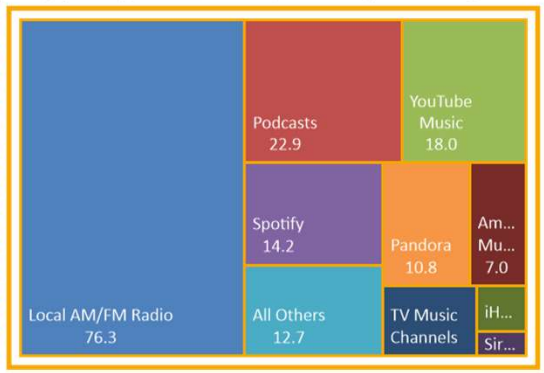


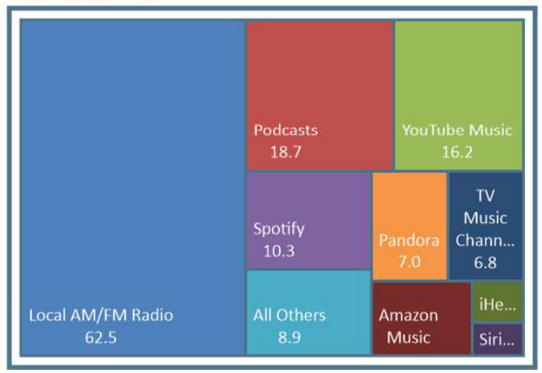


■ who listened to KESZ-FM in the past 7 days ■ PHOENIX

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







■ who listened to KESZ-FM in the past 7 days ■ PHOENIX

PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 327

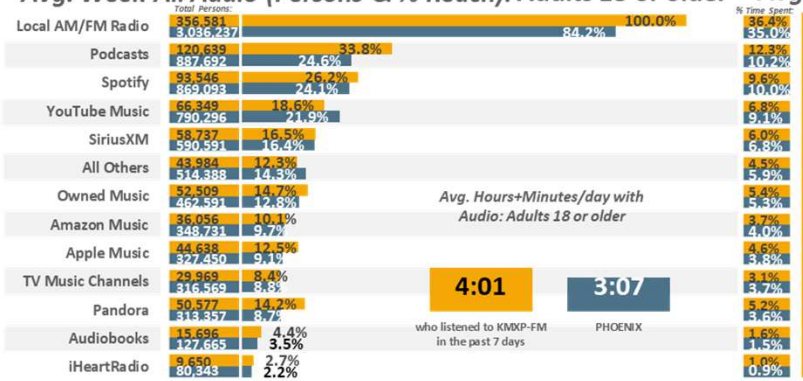
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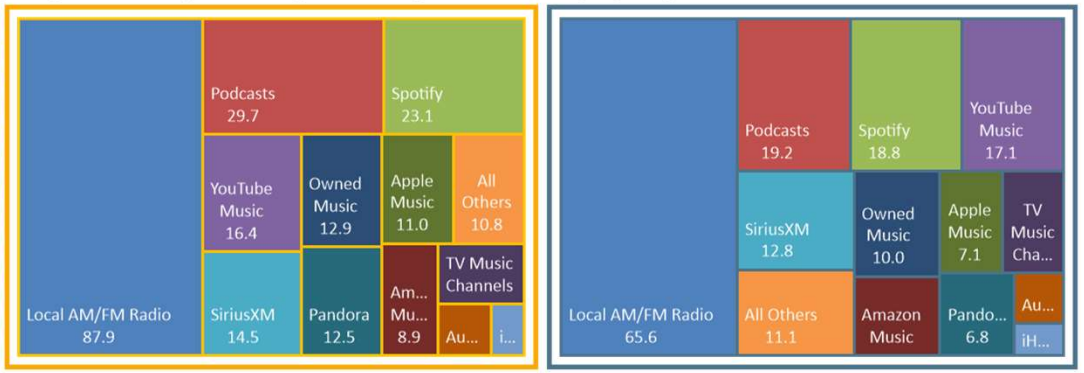
(Radio Stations: KESZ-FM)

356,581 or 100.% of Adults 18 or older who listened to KMXP-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 85.8 minutes every day representing 46.8% of all time spent daily with Ad-Supported Audio.

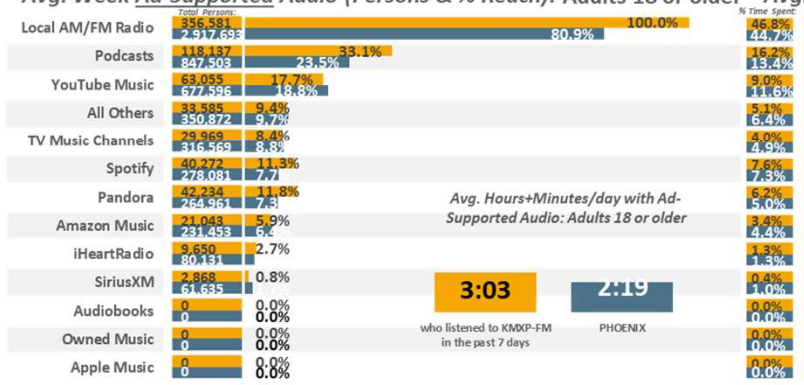
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



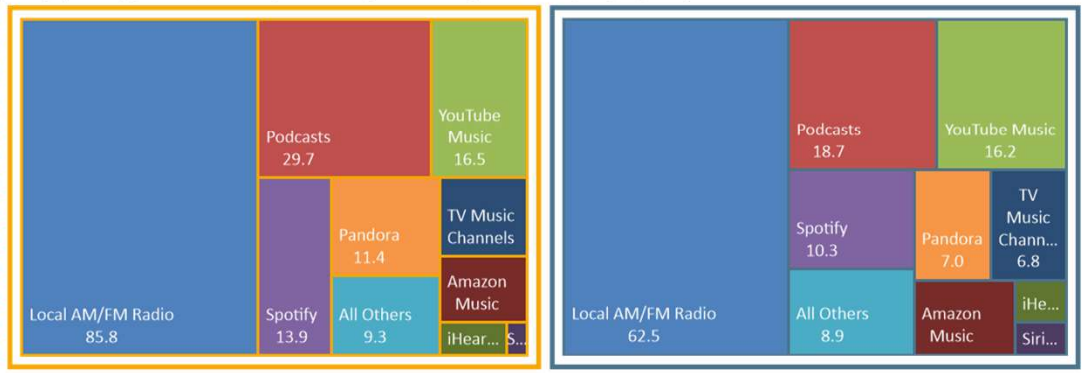
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 170

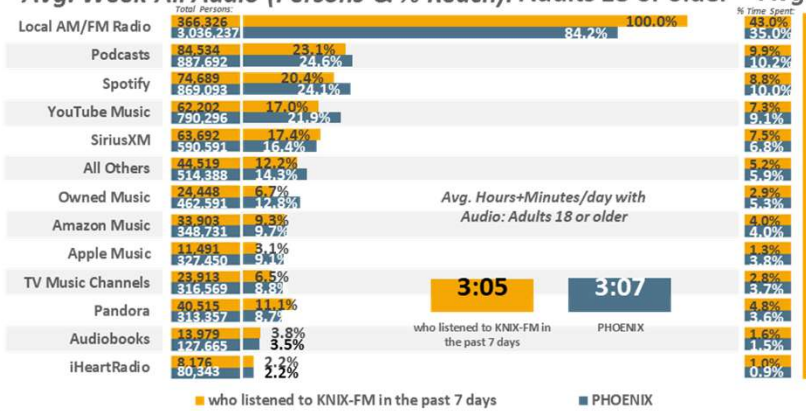
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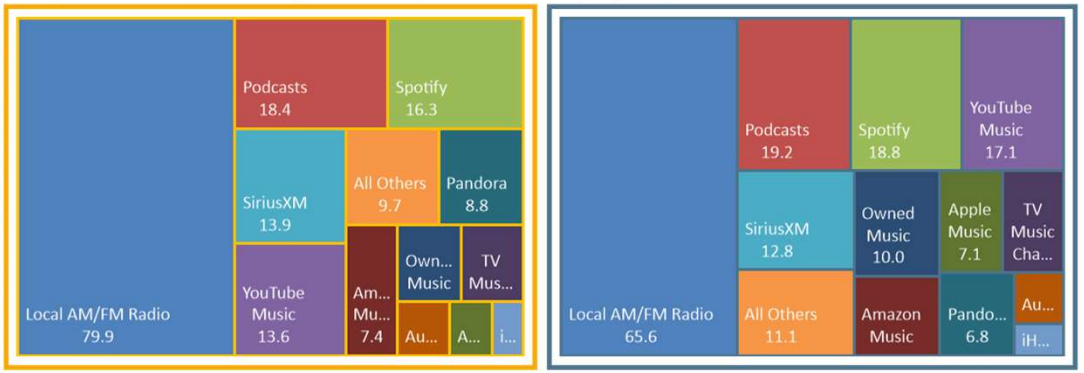
(Radio Stations: KMXP-FM)

366,326 or 100.% of Adults 18 or older who listened to KNIX-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 77.5 minutes every day representing 52.4% of all time spent daily with Ad-Supported Audio.

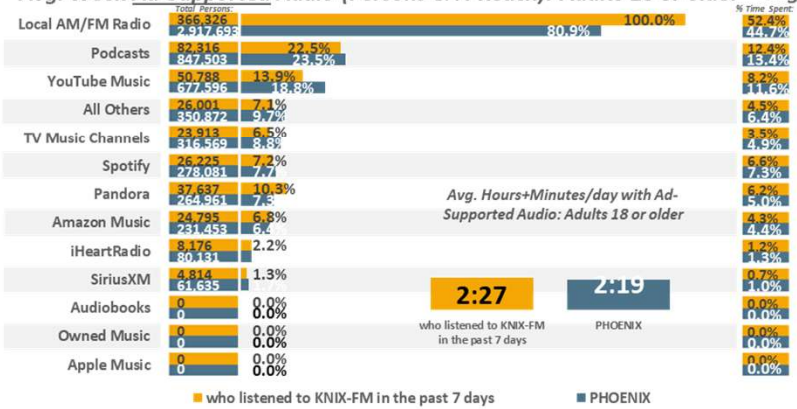
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



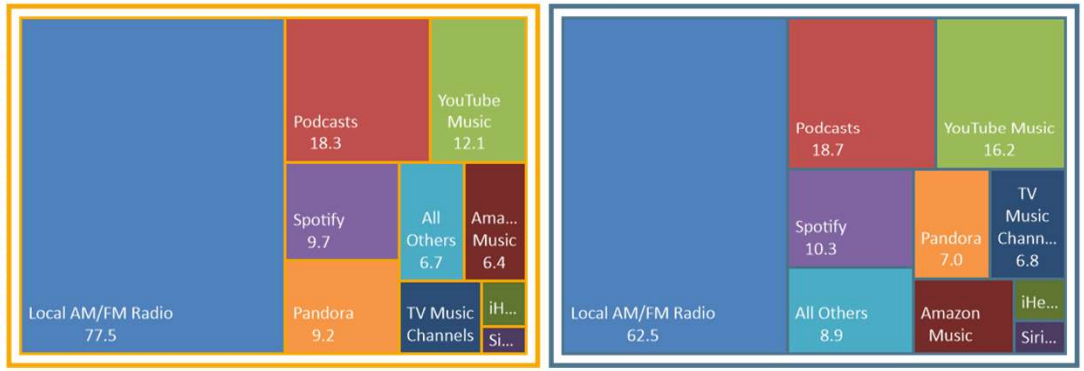
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 212

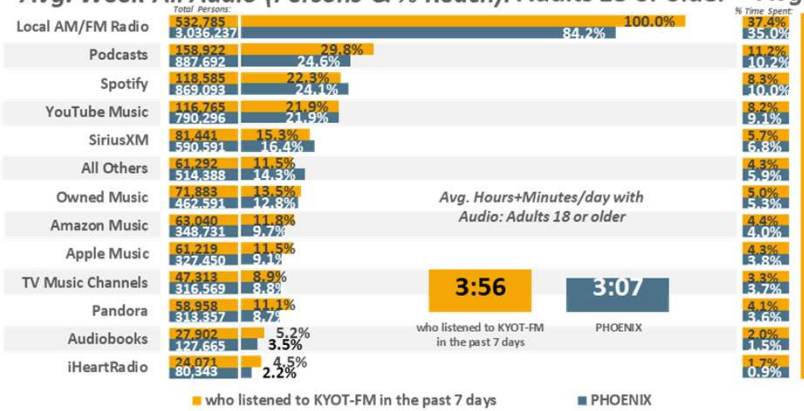
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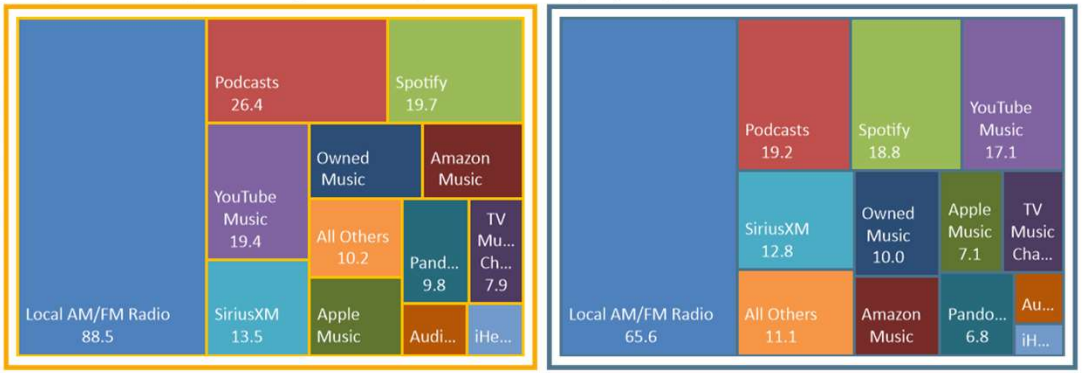
(Radio Stations: KNIX-FM)

532,785 or 100.% of Adults 18 or older who listened to KYOT-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 80.3 minutes every day representing 46.3% of all time spent daily with Ad-Supported Audio.

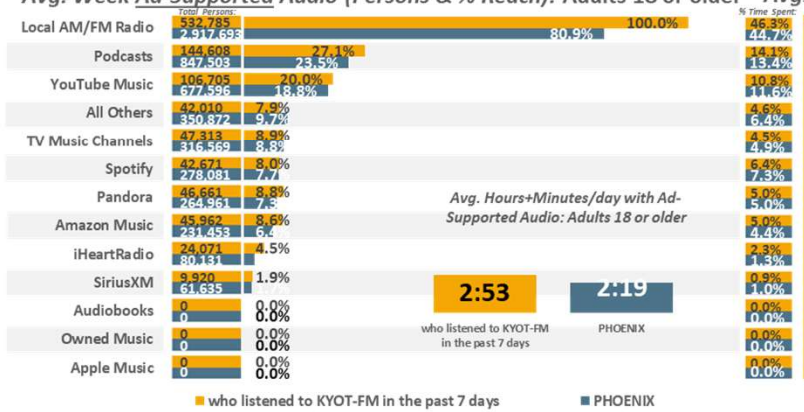
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



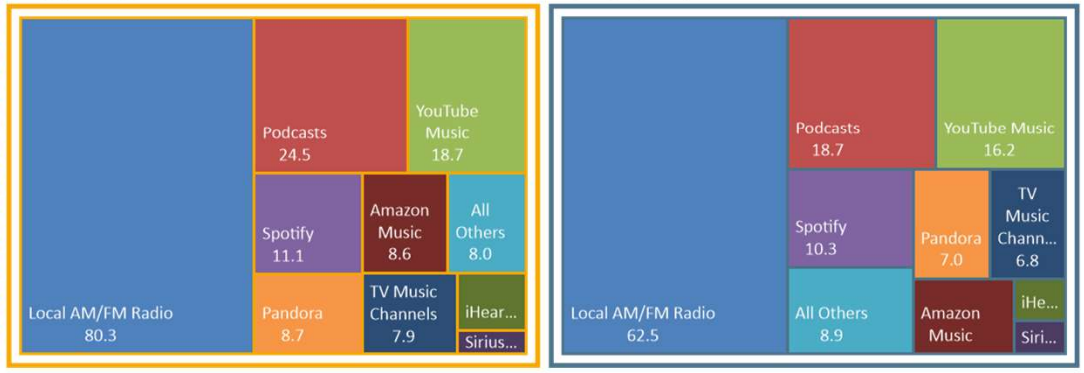
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



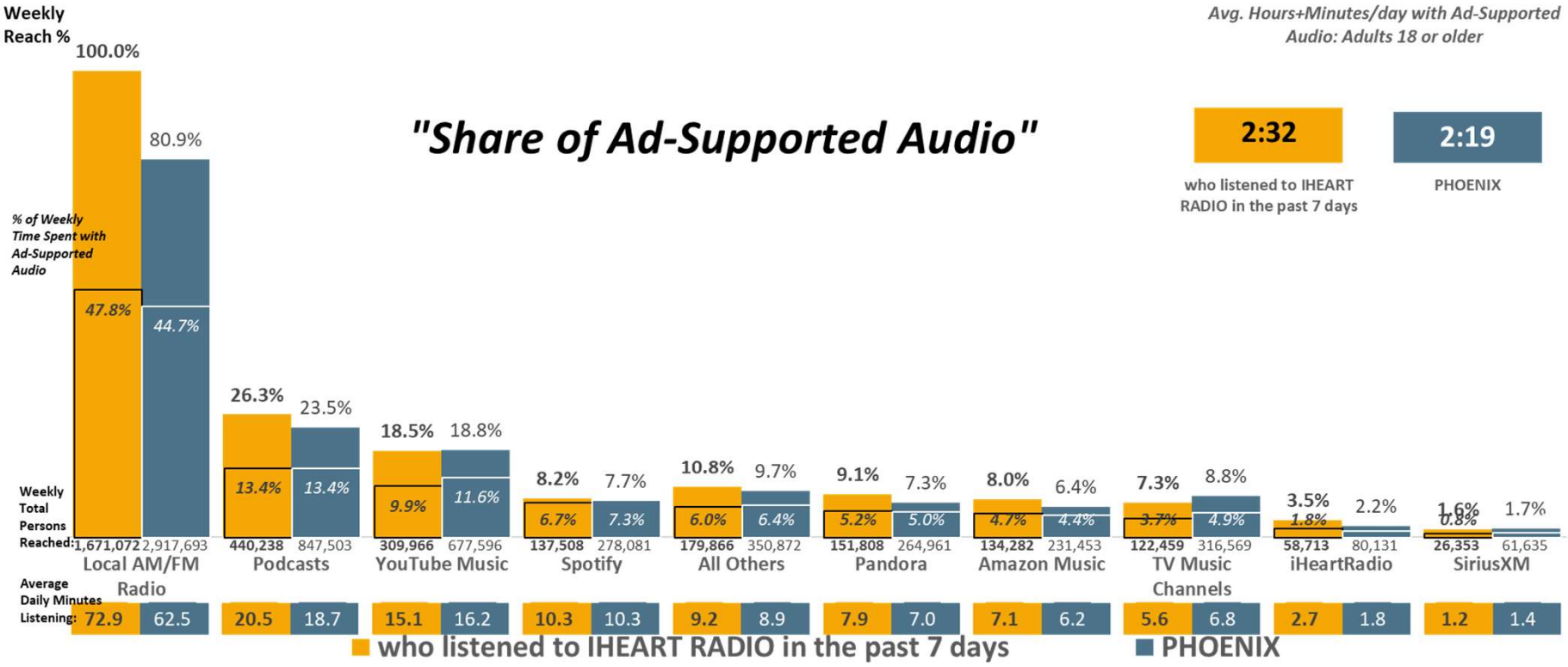
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 288

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(Radio Stations: KYOT-FM)

1,671,072 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 72.9 minutes every day representing 47.8% of all time spent daily with Ad-Supported Audio.



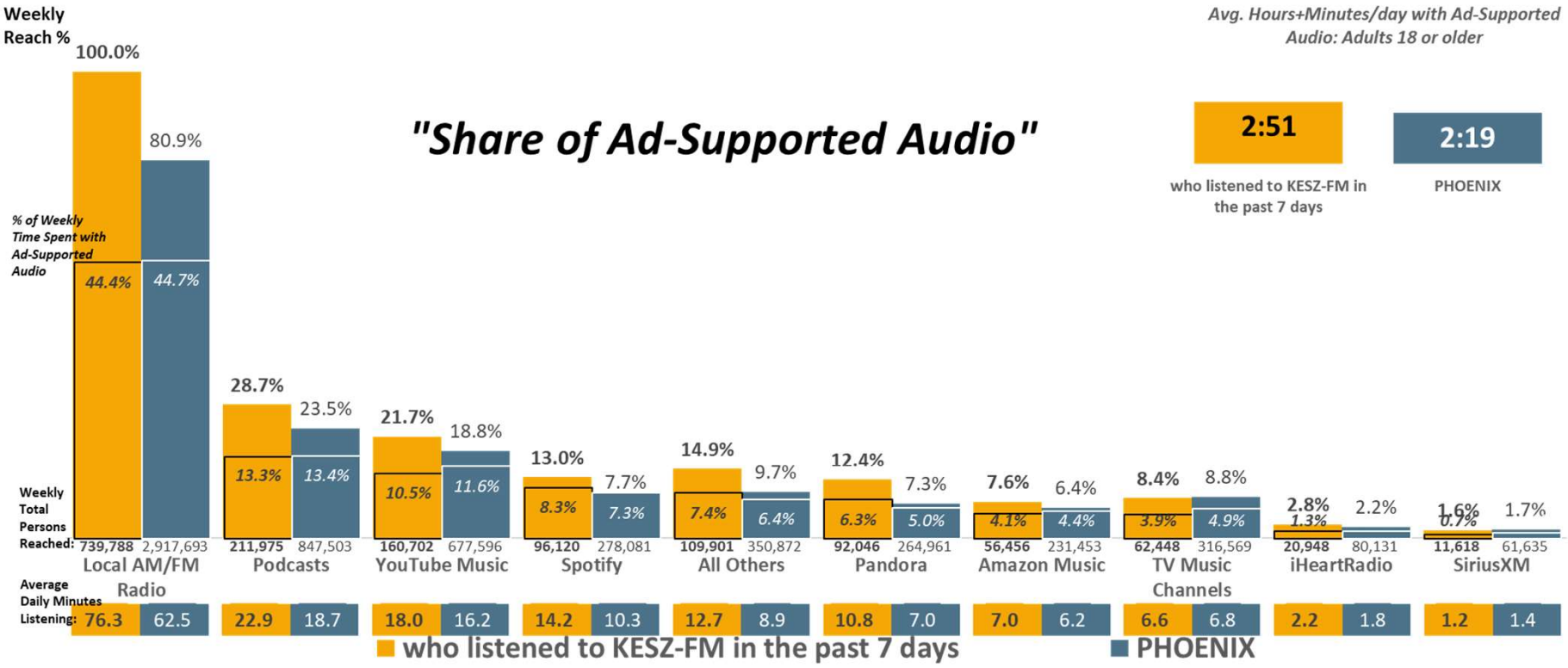
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 855 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

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(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)

739,788 or 100.% of Adults 18 or older who listened to KESZ-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 76.3 minutes every day representing 44.4% of all time spent daily with Ad-Supported Audio.



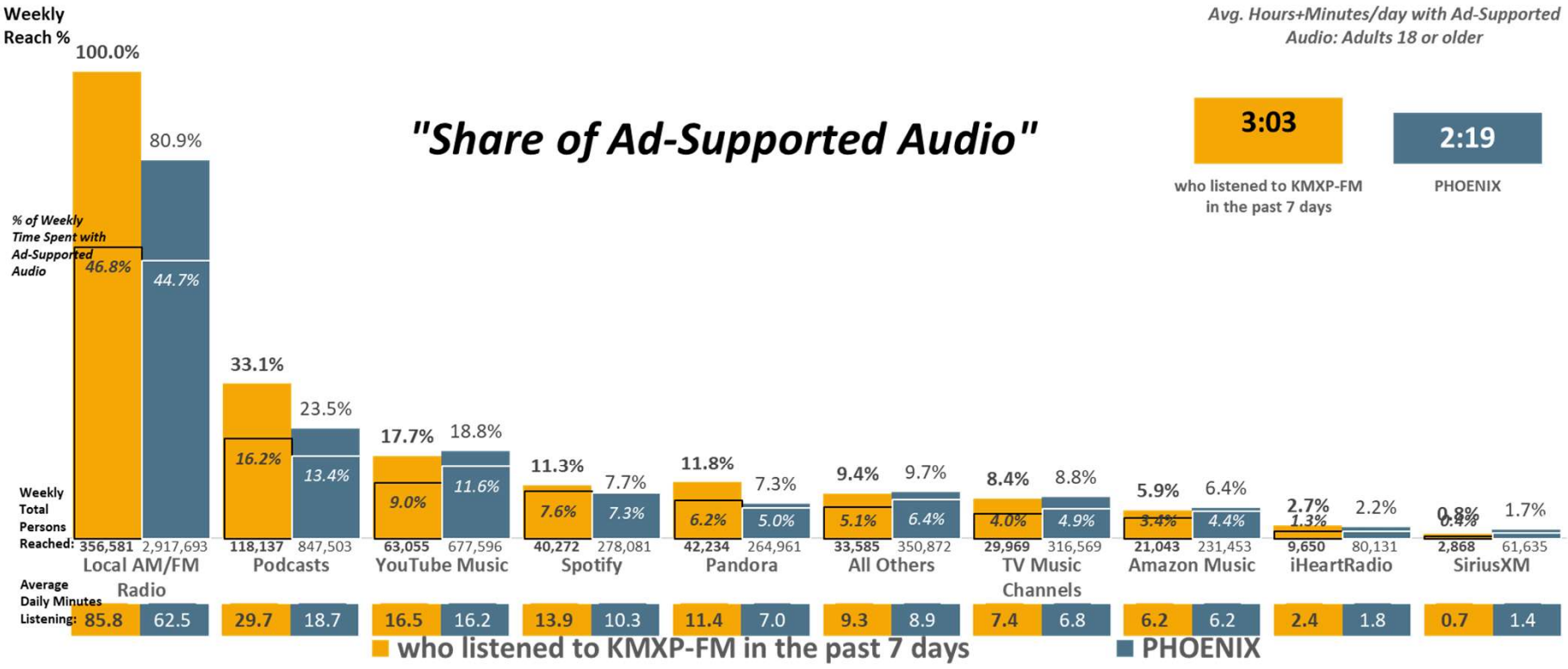
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 327 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

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(Radio Stations: KESZ-FM)

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	Local AM/FM Radio	Podcasts	YouTube Music	Spotify	Pandora	All Others	TV Music Channels	Amazon Music	iHeartRadio	SiriusXM
Weekly Reach %	100.0% / 80.9%	33.1% / 23.5%	17.7% / 18.8%	11.3% / 7.7%	11.8% / 7.3%	9.4% / 9.7%	8.4% / 8.8%	5.9% / 6.4%	2.7% / 2.2%	0.8% / 1.7%
% of Weekly Time Spent with Ad-Supported Audio	46.8% / 44.7%	16.2% / 13.4%	9.0% / 11.6%	7.6% / 7.3%	6.2% / 5.0%	5.1% / 6.4%	4.0% / 4.9%	3.4% / 4.4%	1.3% /	0.4% /
Weekly Total Persons Reached:	356,581 / 2,917,693	118,137 / 847,503	63,055 / 677,596	40,272 / 278,081	42,234 / 264,961	33,585 / 350,872	29,969 / 316,569	21,043 / 231,453	9,650 / 80,131	2,868 / 61,635
Average Daily Minutes Listening:	85.8 / 62.5	29.7 / 18.7	16.5 / 16.2	13.9 / 10.3	11.4 / 7.0	9.3 / 8.9	7.4 / 6.8	6.2 / 6.2	2.4 / 1.8	0.7 / 1.4

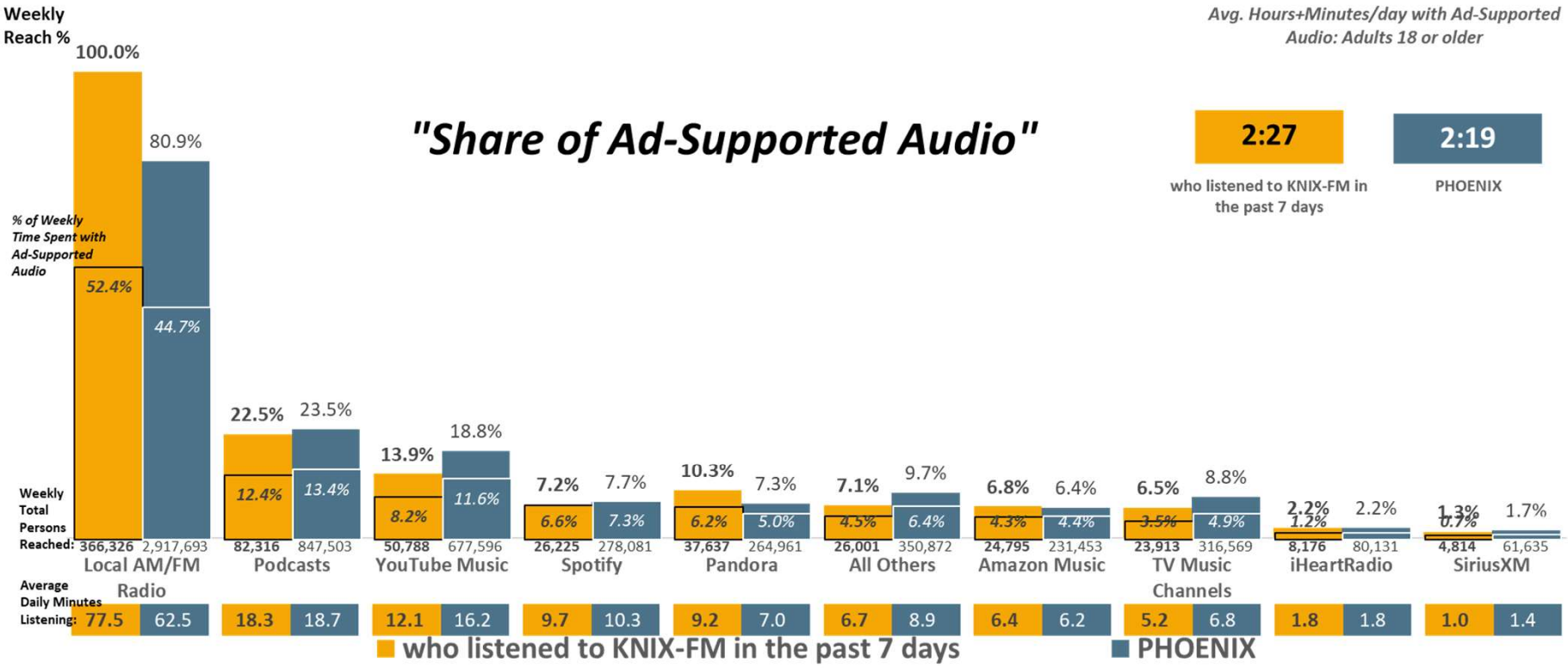
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 170 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

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(Radio Stations: KMXP-FM)

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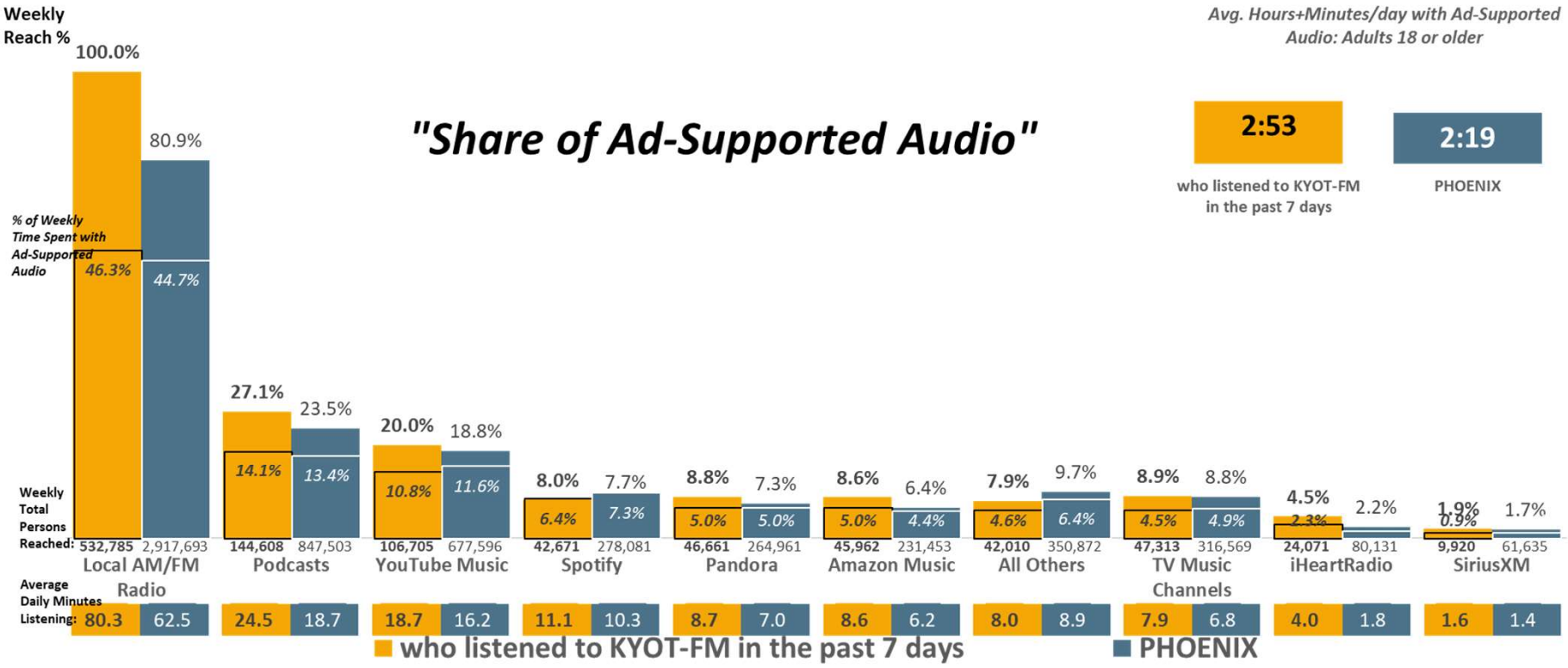
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 212 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

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(Radio Stations: KNIX-FM)

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PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 288 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

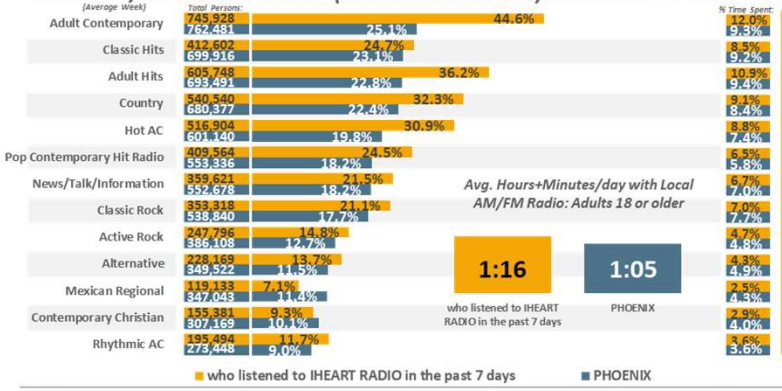
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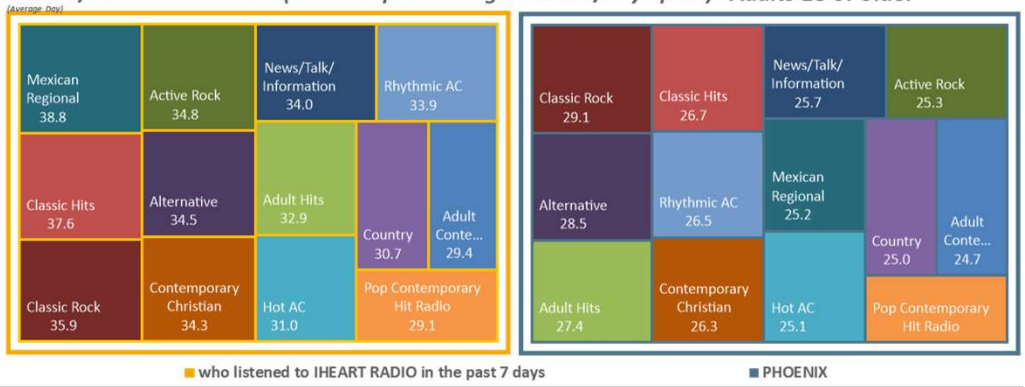
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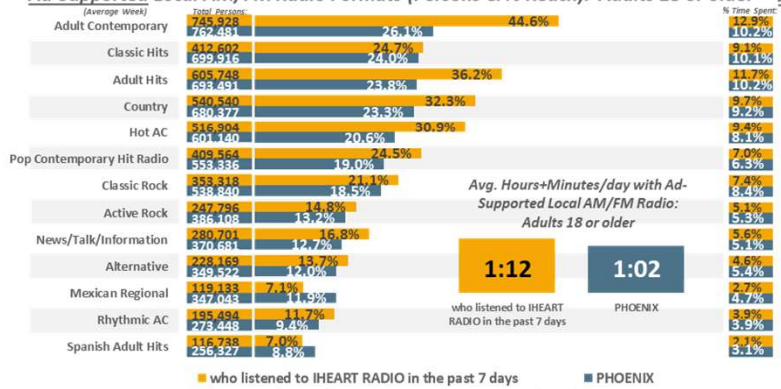
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



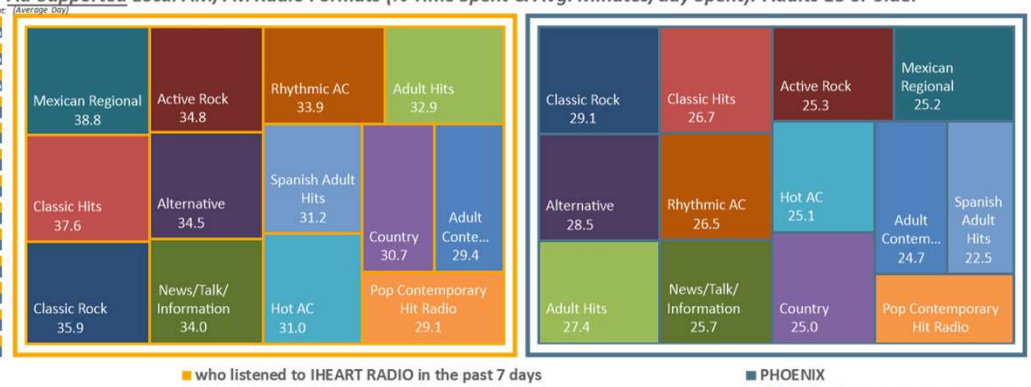
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 855

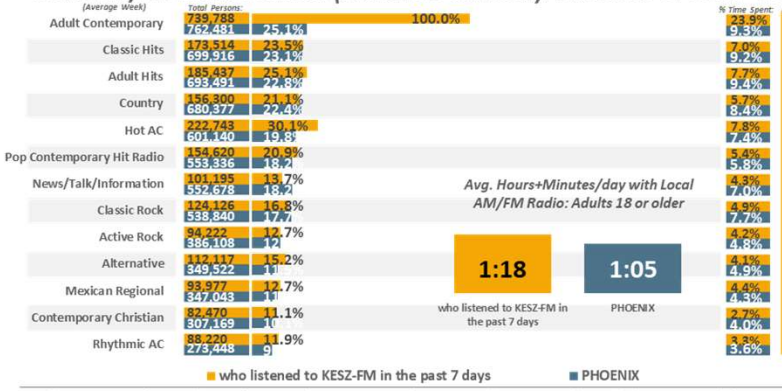
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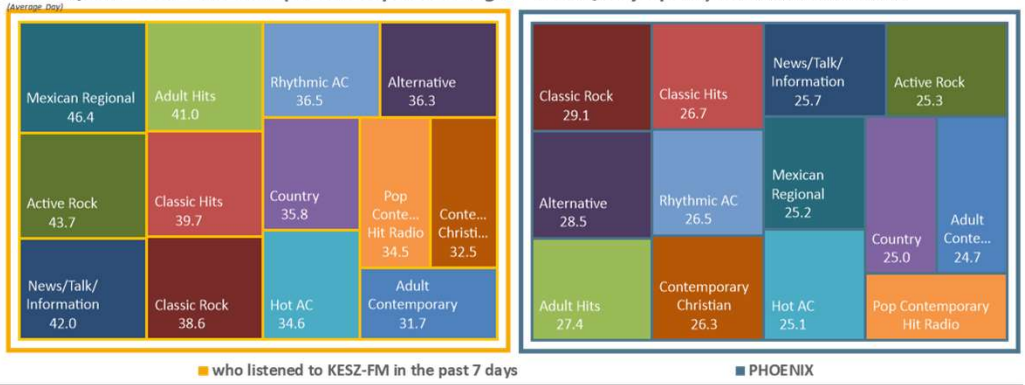
(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)

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



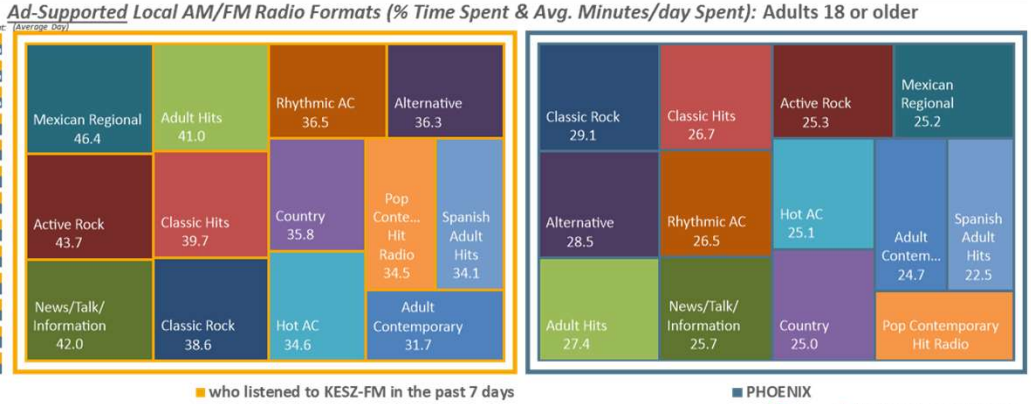
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 327

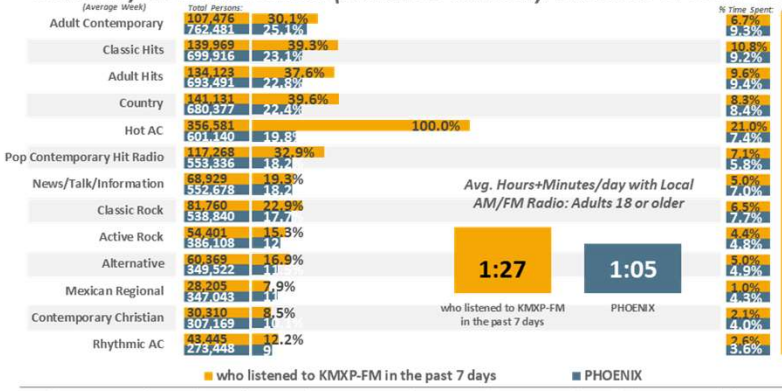
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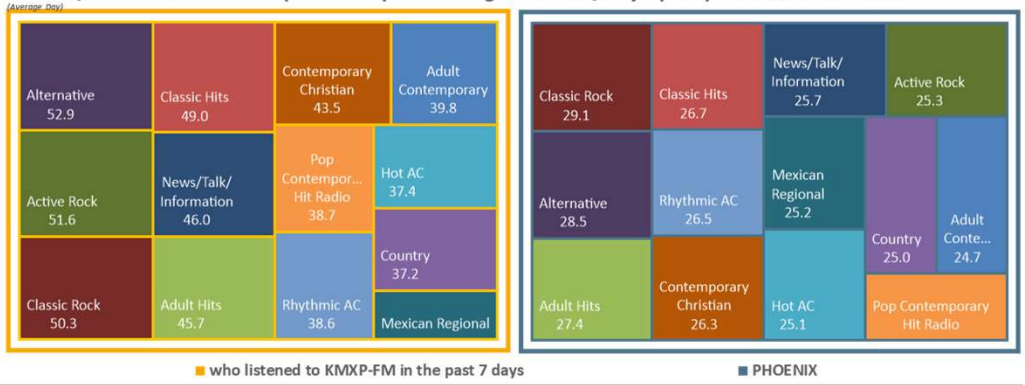
(Radio Stations: KESZ-FM)

356,581 or 100.% of Adults 18 or older who listened to KMXP-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Country, Classic Hits, Adult Hits, and Pop Contemporary Hit Radio.

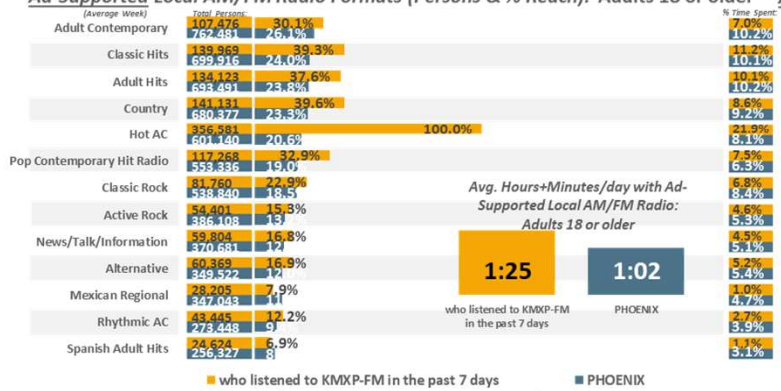
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



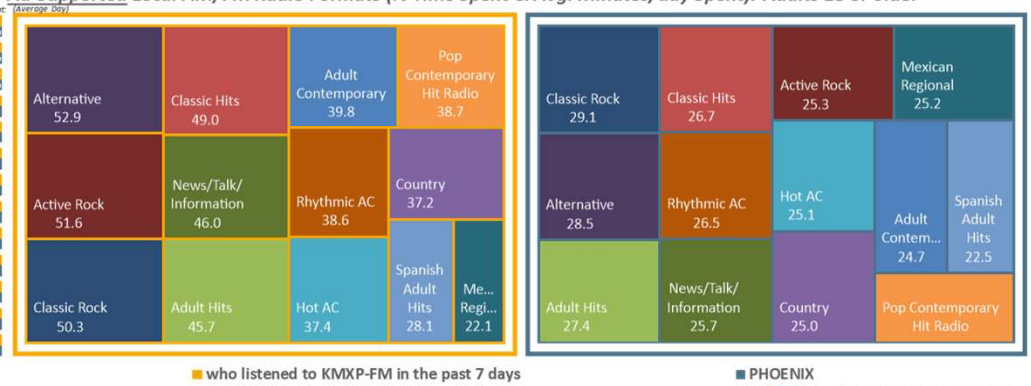
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 170

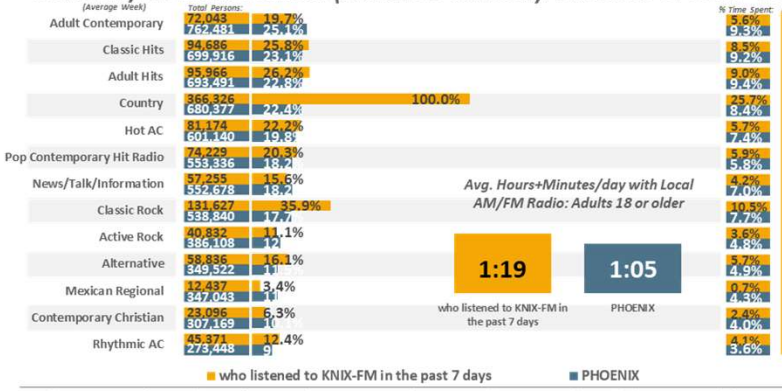
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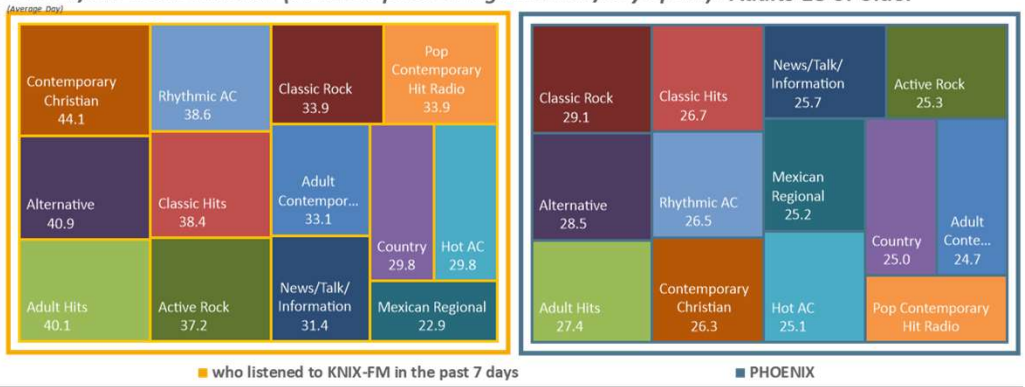
(Radio Stations: KMXP-FM)

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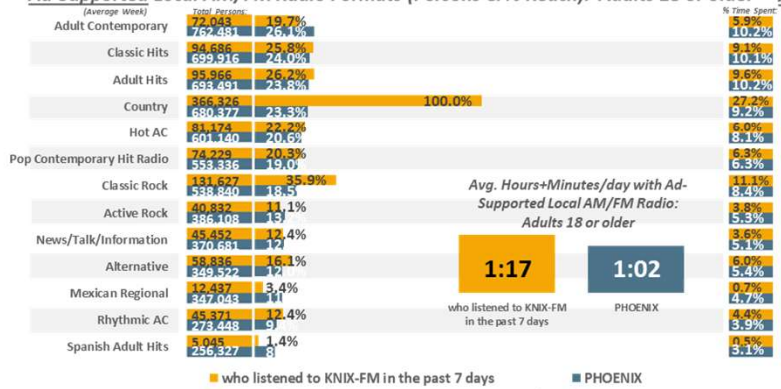
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



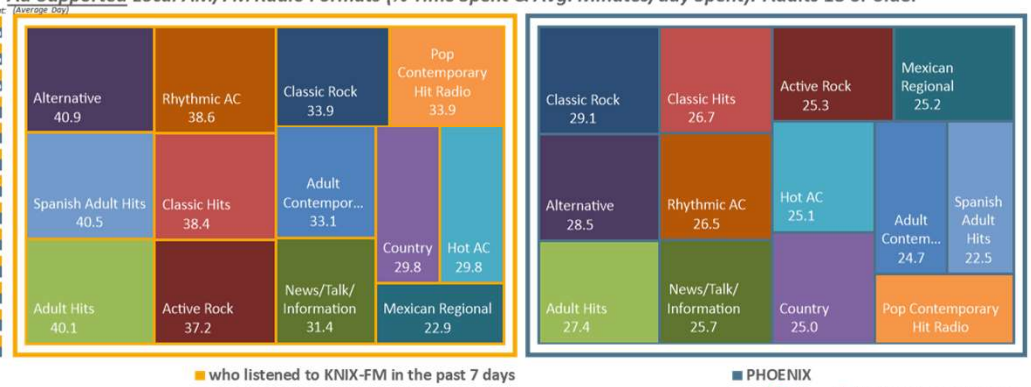
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 212

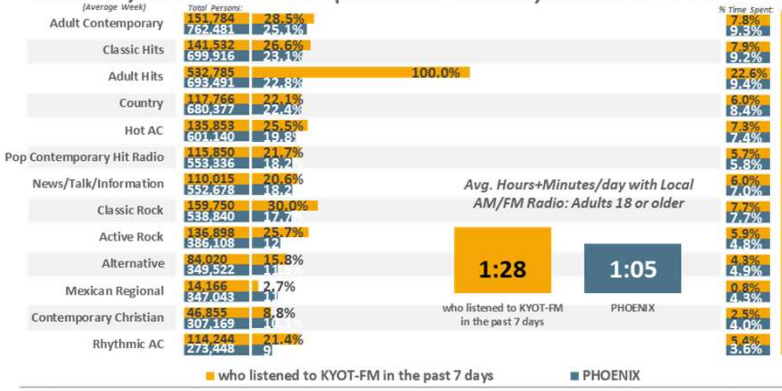
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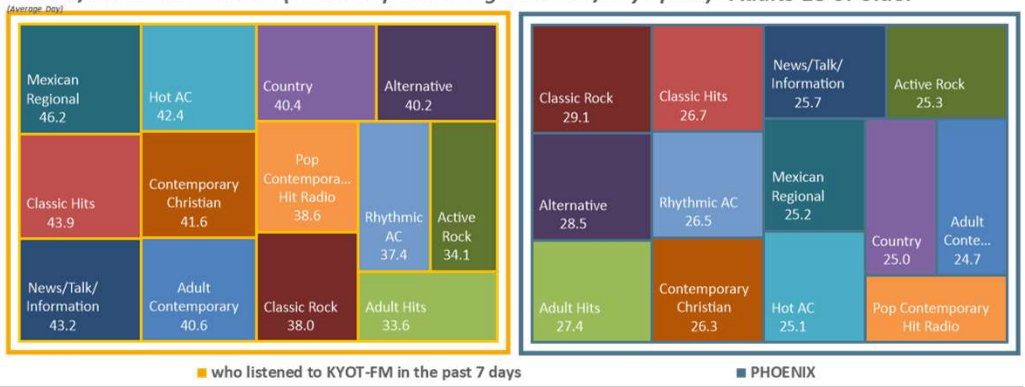
(Radio Stations: KNIX-FM)

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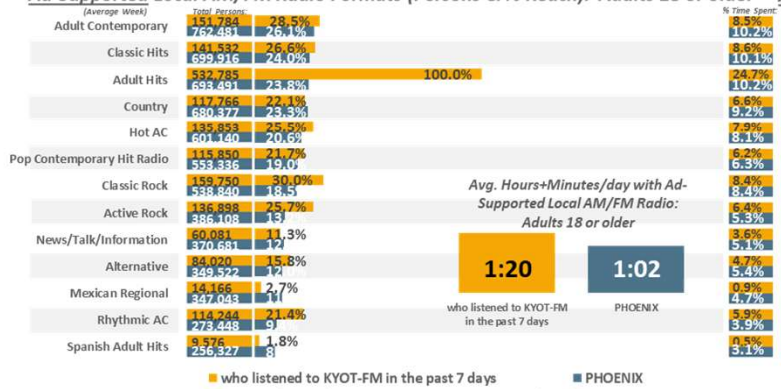
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



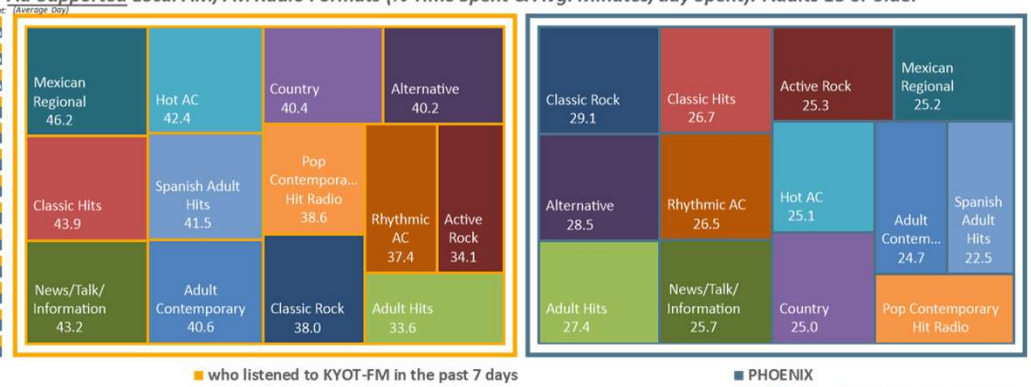
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 288

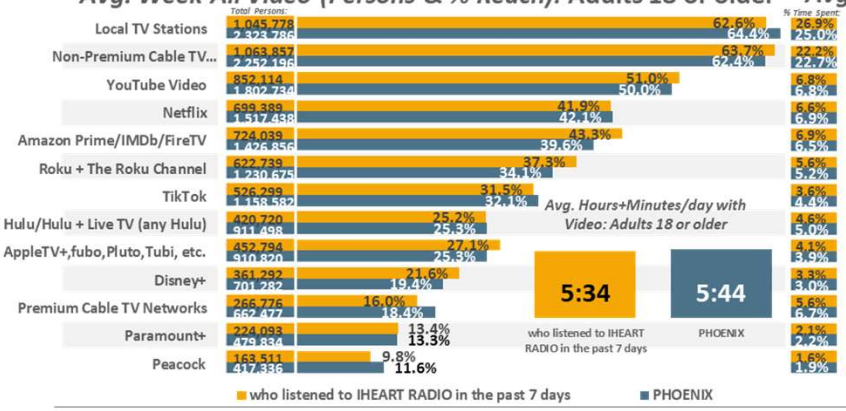
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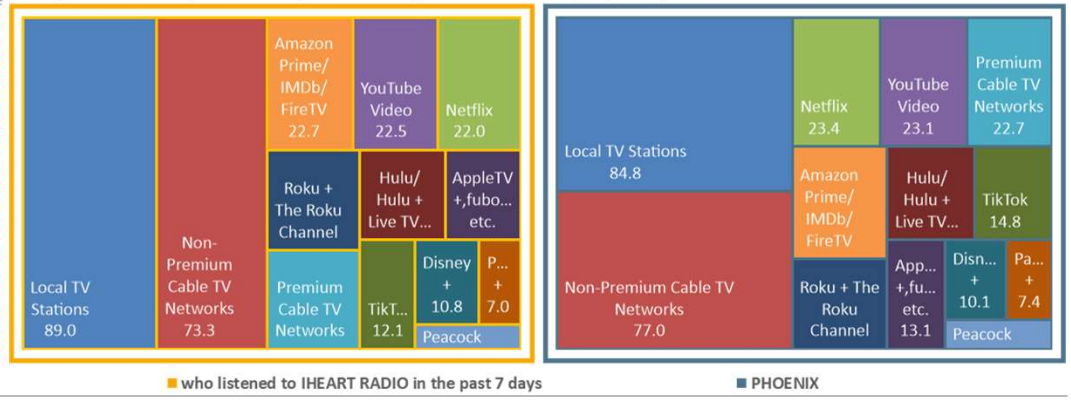
(Radio Stations: KYOT-FM)

1,035,479 or 62.% 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 86.3 minutes every day representing 31.4% of all time spent daily with Ad-Supported Video.

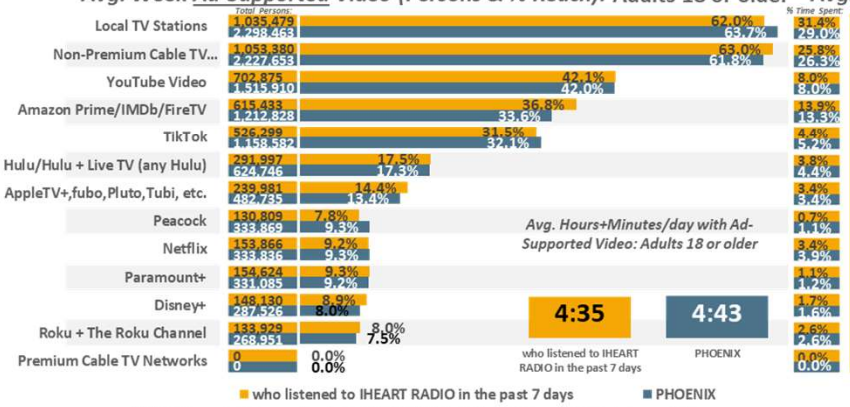
Avg. Week All Video (Persons & % Reach): Adults 18 or older



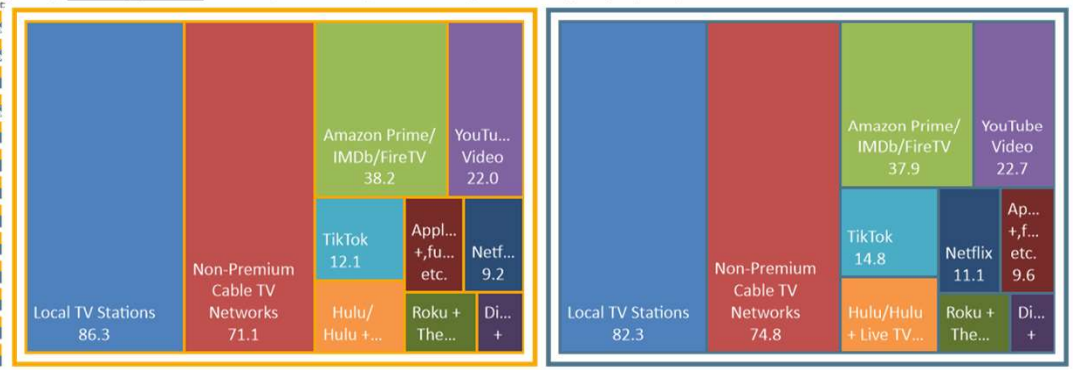
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 855

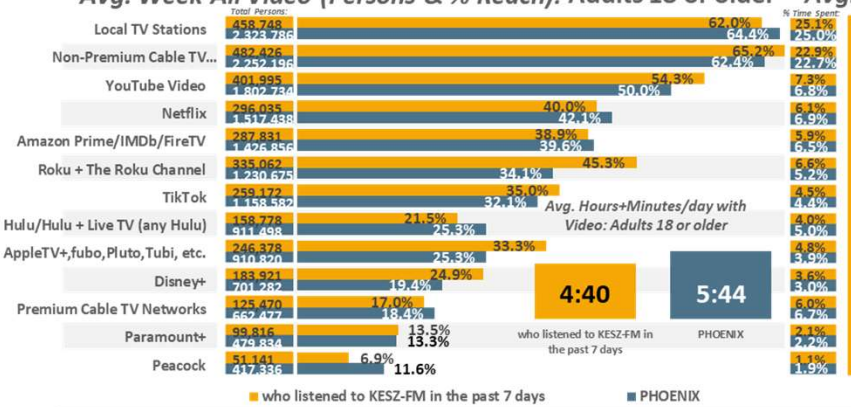
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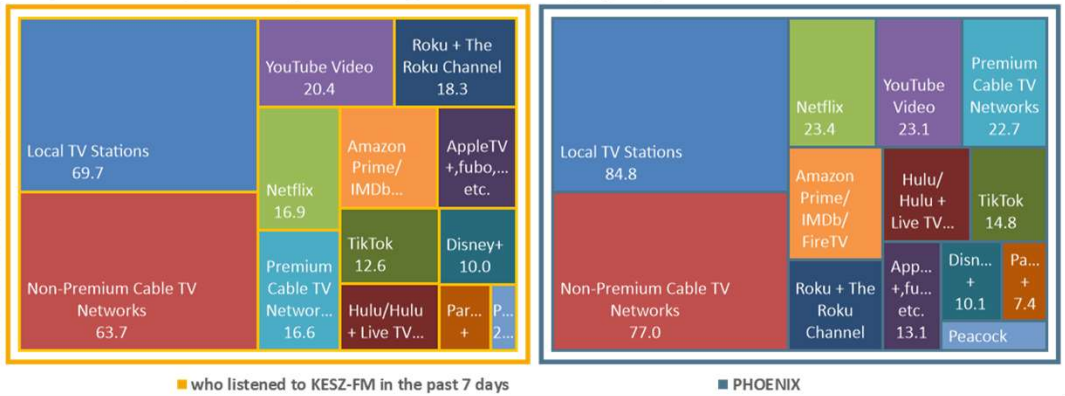
(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)

454,646 or 61.5% of Adults 18 or older who listened to KESZ-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 67.5 minutes every day representing 29.3% of all time spent daily with Ad-Supported Video.

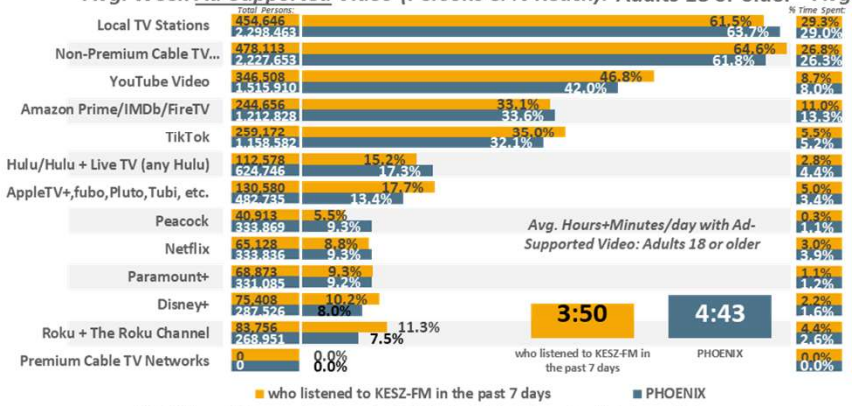
Avg. Week All Video (Persons & % Reach): Adults 18 or older



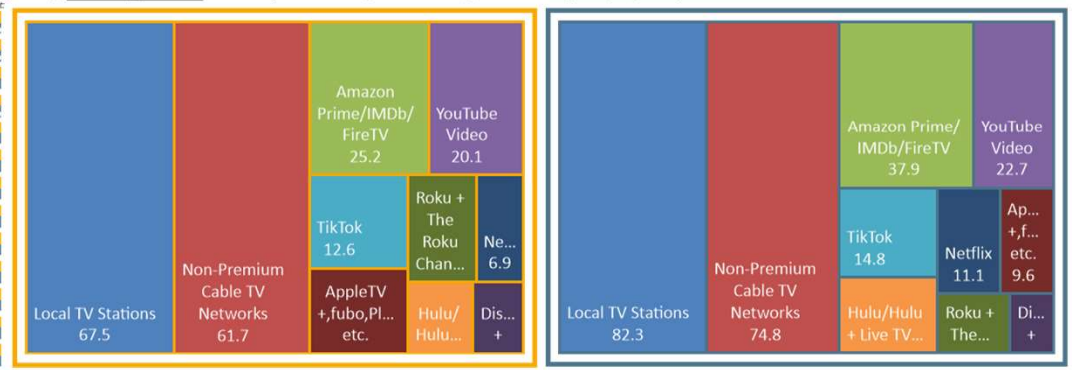
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 327

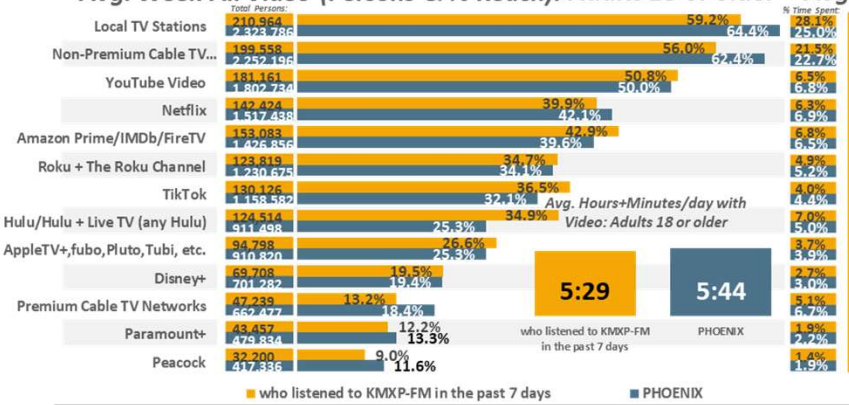
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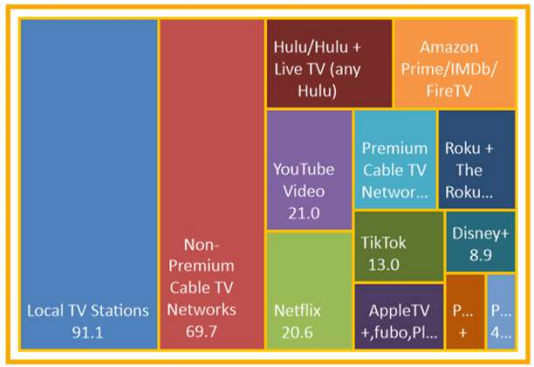
(Radio Stations: KESZ-FM)

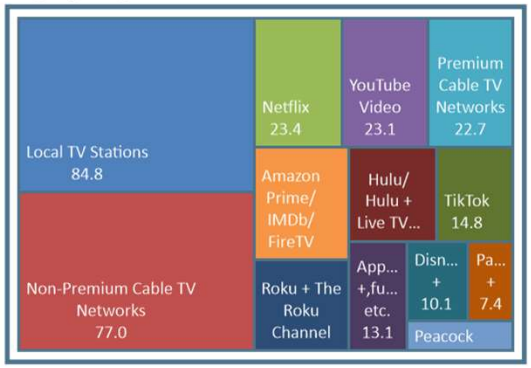
208,265 or 58.4% of Adults 18 or older who listened to KMXP-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 88.9 minutes every day representing 32.7% of all time spent daily with Ad-Supported Video.

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

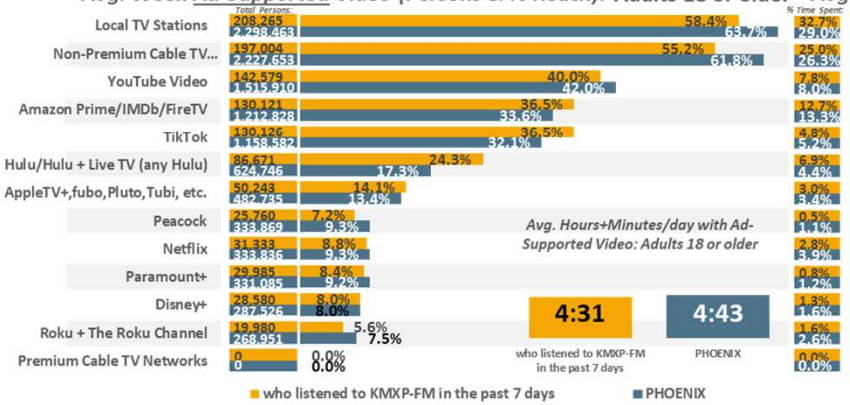


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

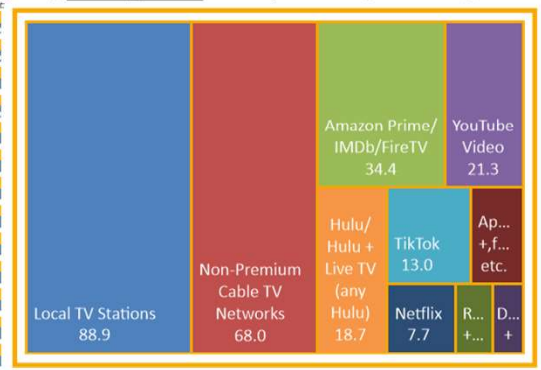


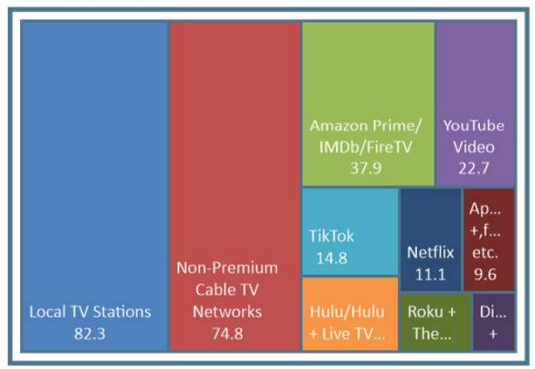


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 170

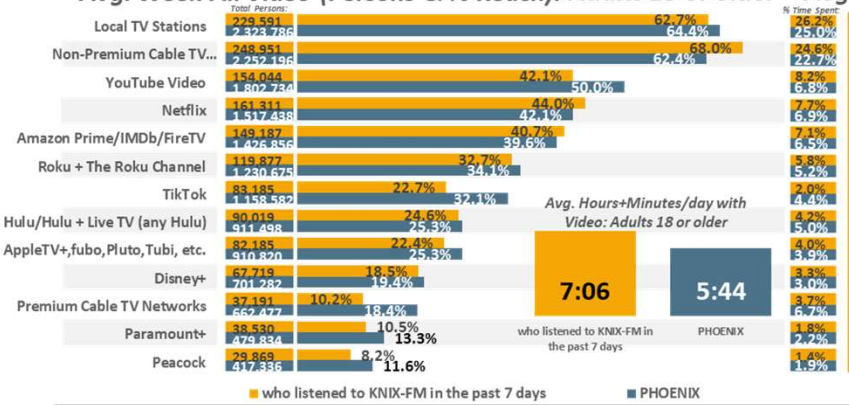
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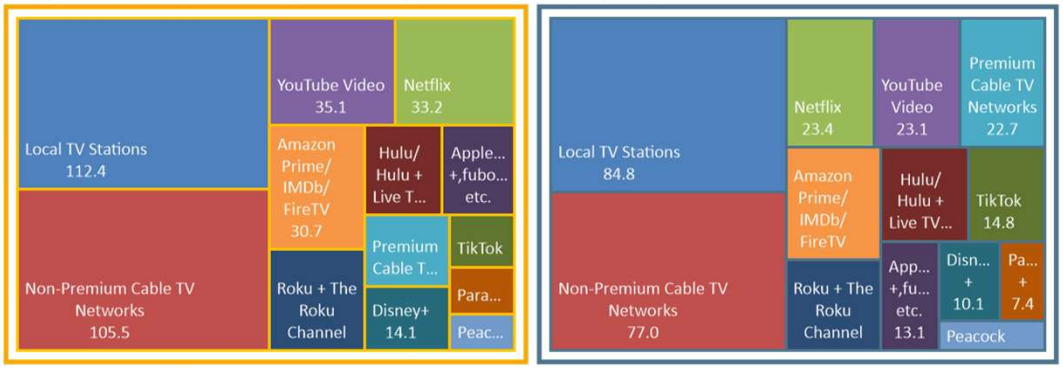
(Radio Stations: KMXP-FM)

227,087 or 62.% of Adults 18 or older who listened to KNIX-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 110.7 minutes every day representing 32.5% of all time spent daily with Ad-Supported Video.

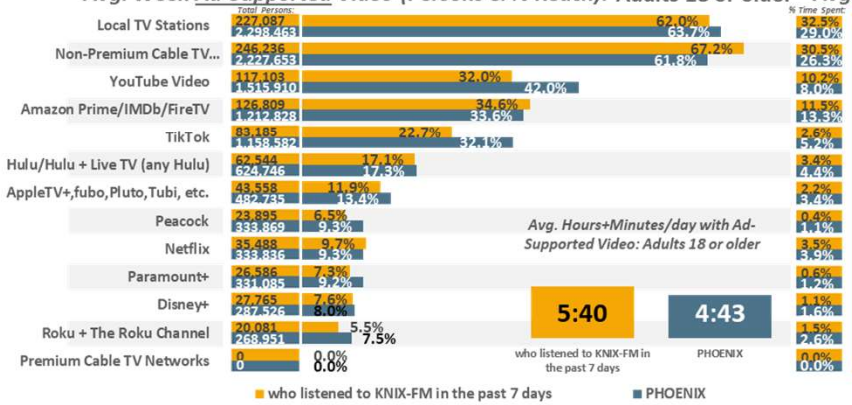
Avg. Week All Video (Persons & % Reach): Adults 18 or older



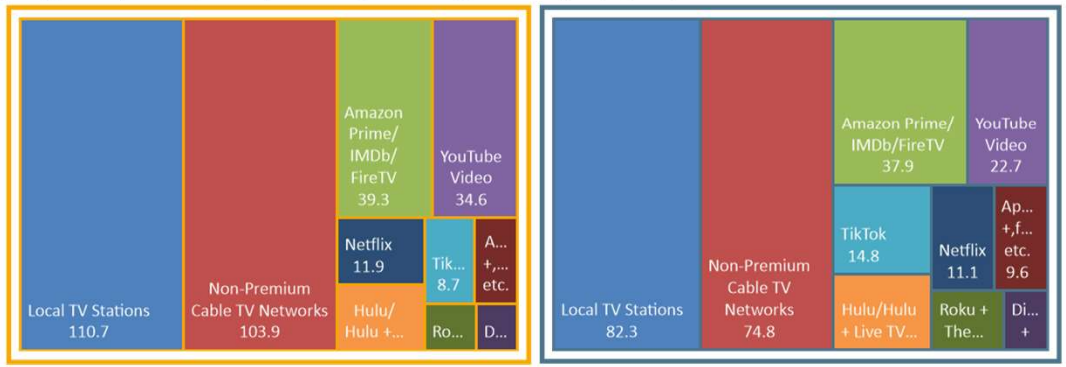
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 212

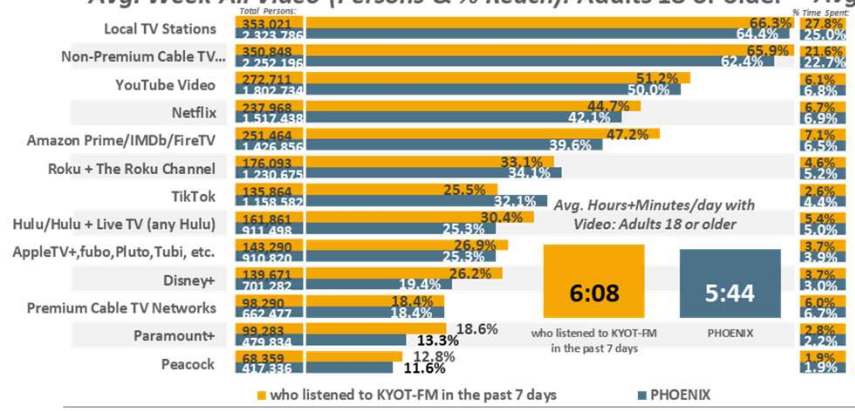
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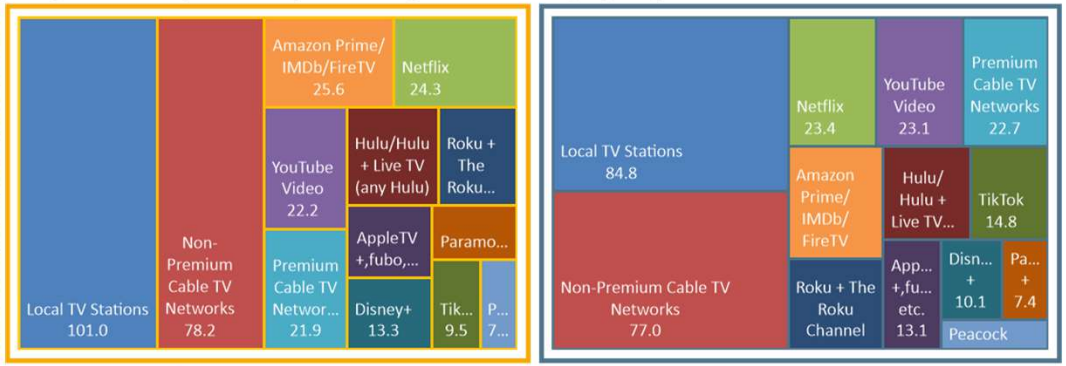
(Radio Stations: KNIX-FM)

350,618 or 65.8% of Adults 18 or older who listened to KYOT-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 97.7 minutes every day representing 32.3% of all time spent daily with Ad-Supported Video.

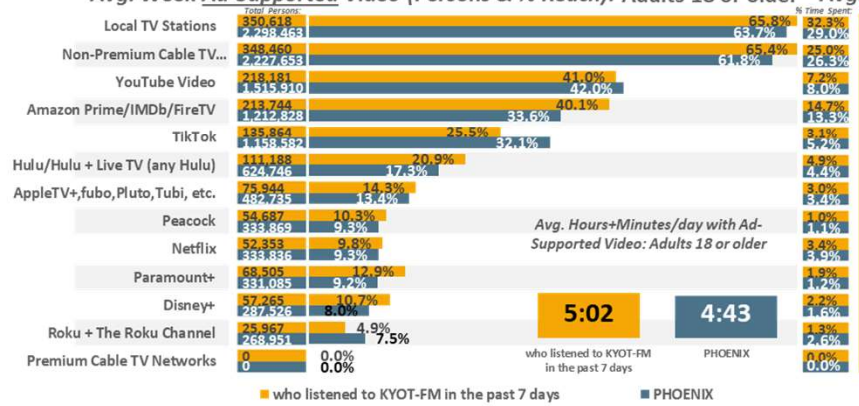
Avg. Week All Video (Persons & % Reach): Adults 18 or older



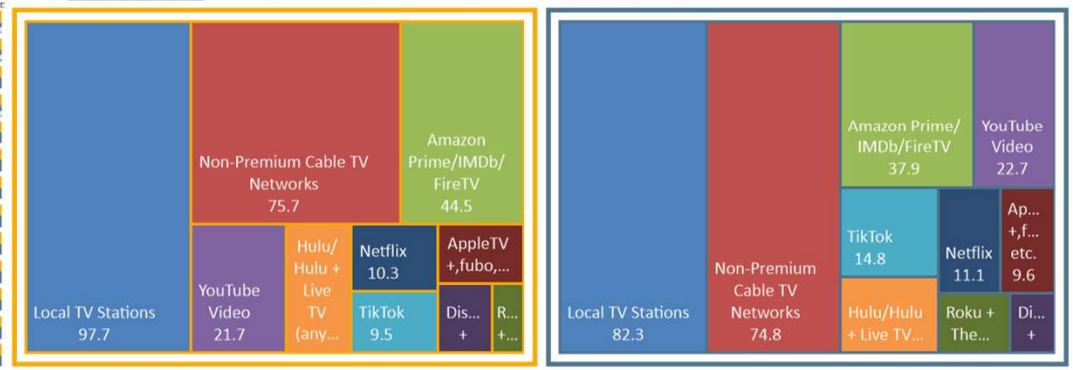
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



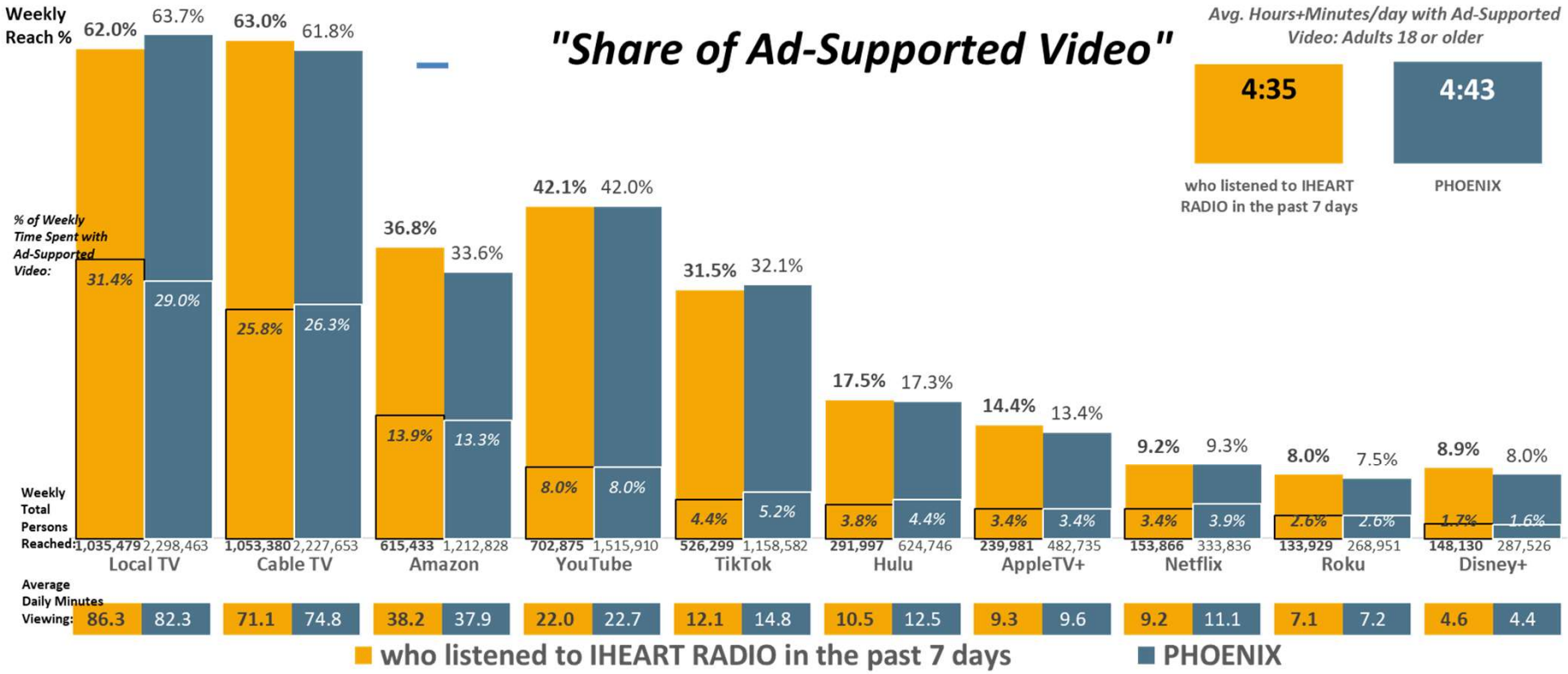
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 288

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(Radio Stations: KYOT-FM)

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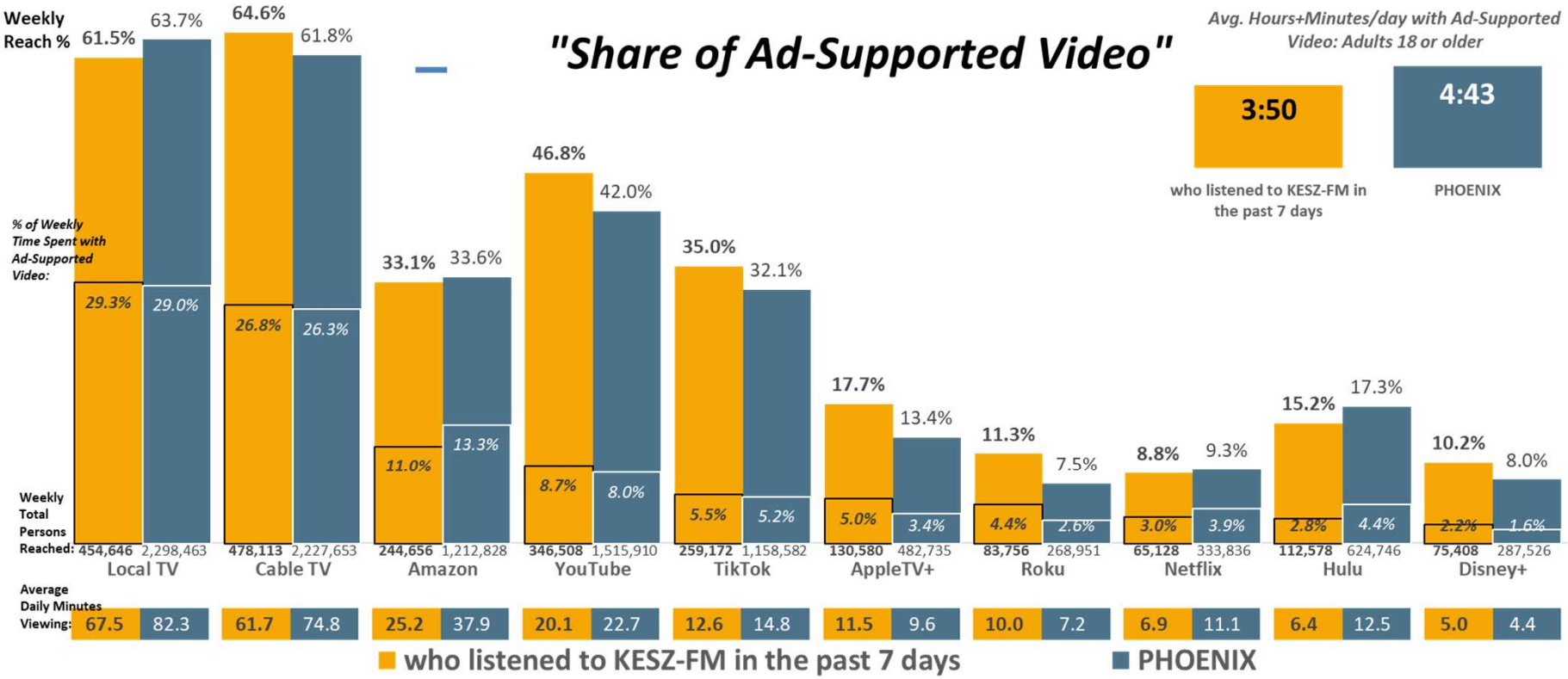
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 855 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

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(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)

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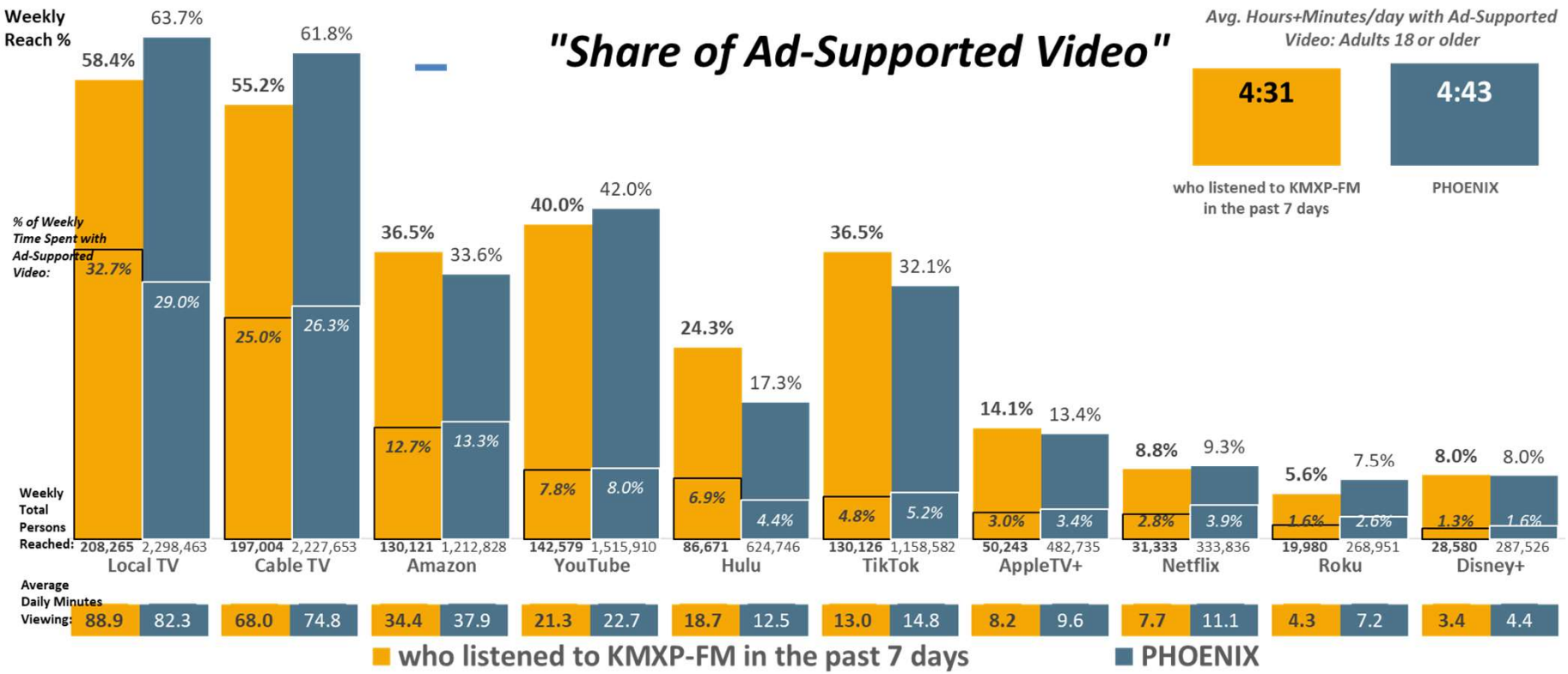
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 327 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

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(Radio Stations: KESZ-FM)

208,265 or 58.4% of Adults 18 or older who listened to KMXP-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 88.9 minutes every day representing 32.7% of all time spent daily with Ad-Supported Video.



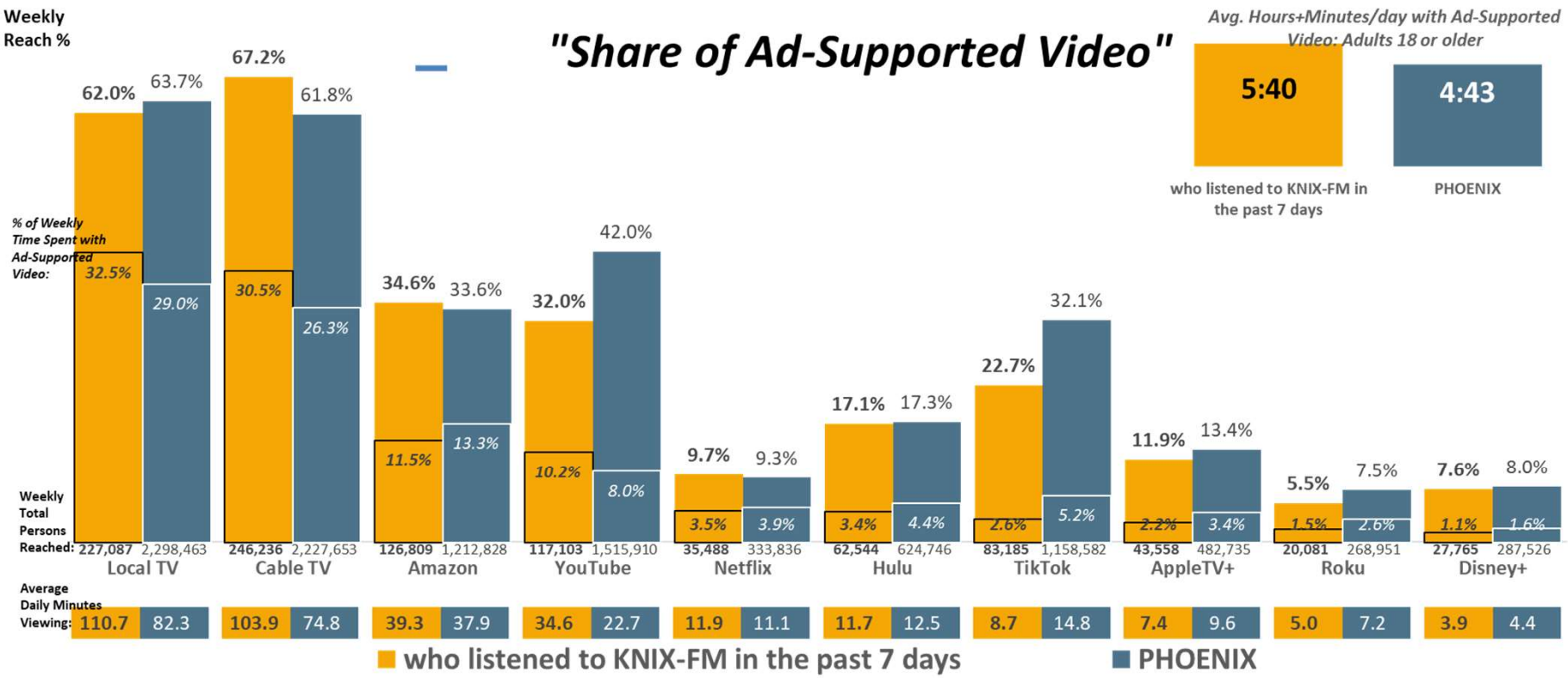
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 170 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

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(Radio Stations: KMXP-FM)

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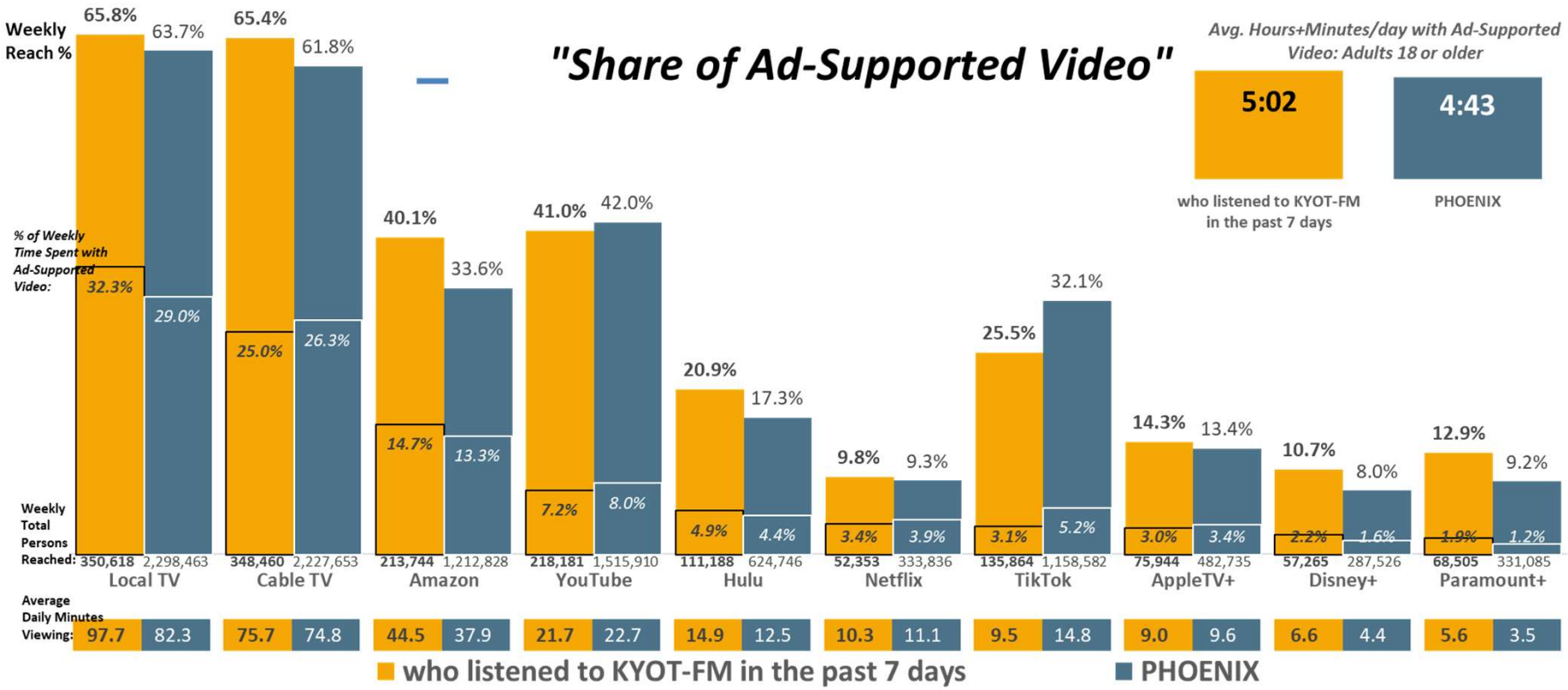
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 212 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

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(Radio Stations: KNIX-FM)

350,618 or 65.8% of Adults 18 or older who listened to KYOT-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 97.7 minutes every day representing 32.3% of all time spent daily with Ad-Supported Video.



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 288 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

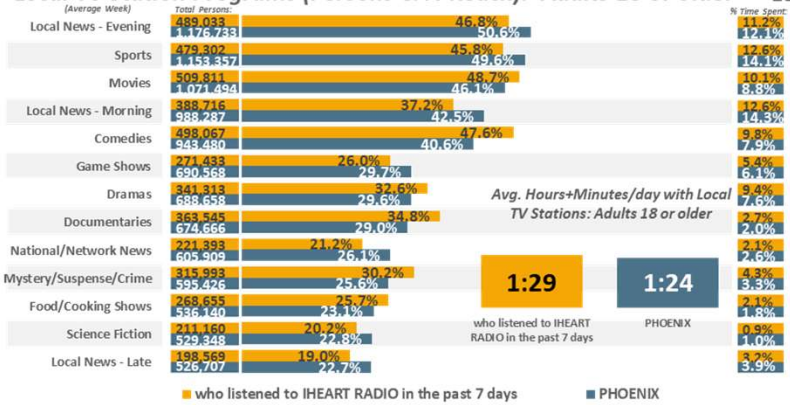
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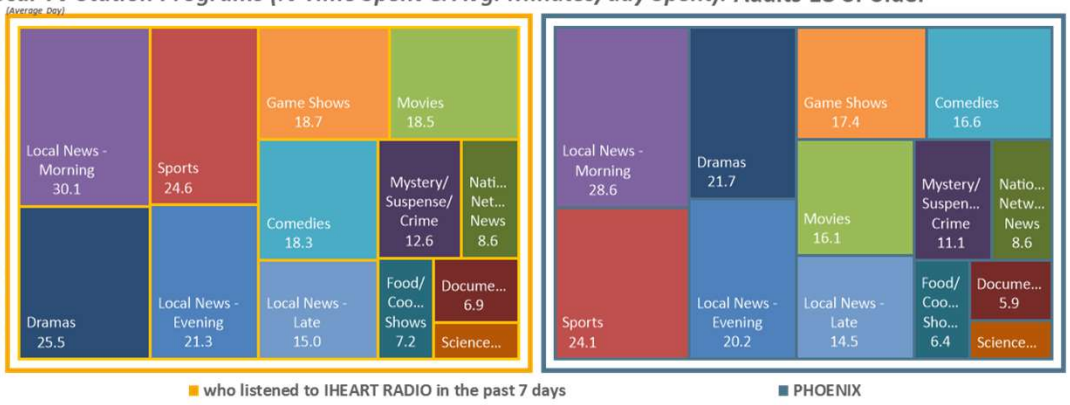
(Radio Stations: KYOT-FM)

1,035,479 or 62.% of Adults 18 or older who listened to IHEART RADIO in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Local News - Evening, Sports, Comedies, Local News - Morning, and Dramas.

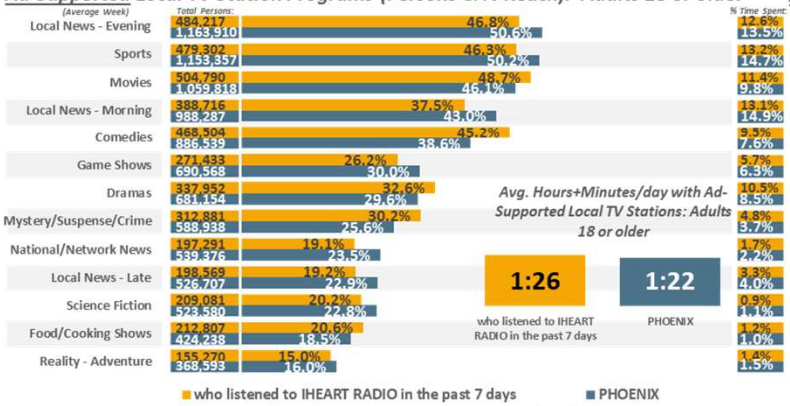
Local TV Station Programs (Persons & % Reach): Adults 18 or older



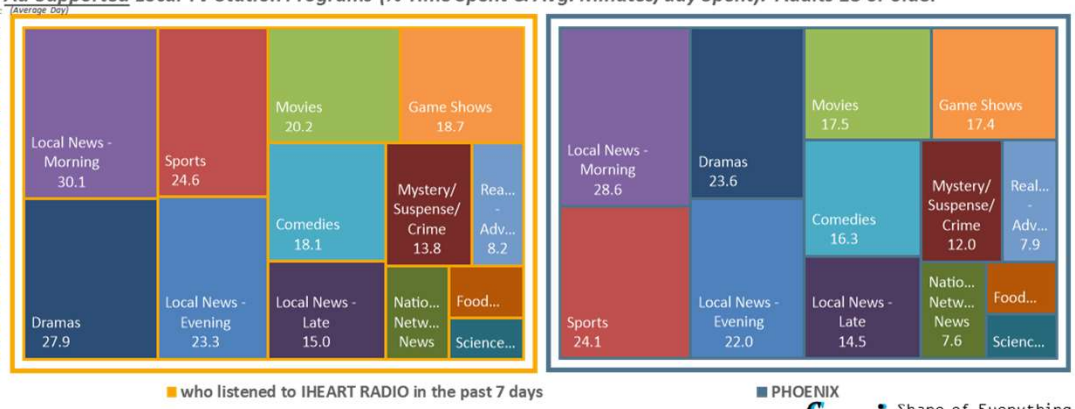
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 855

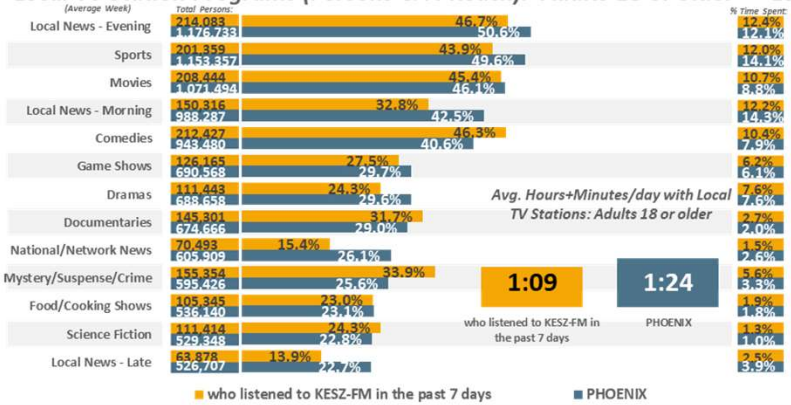
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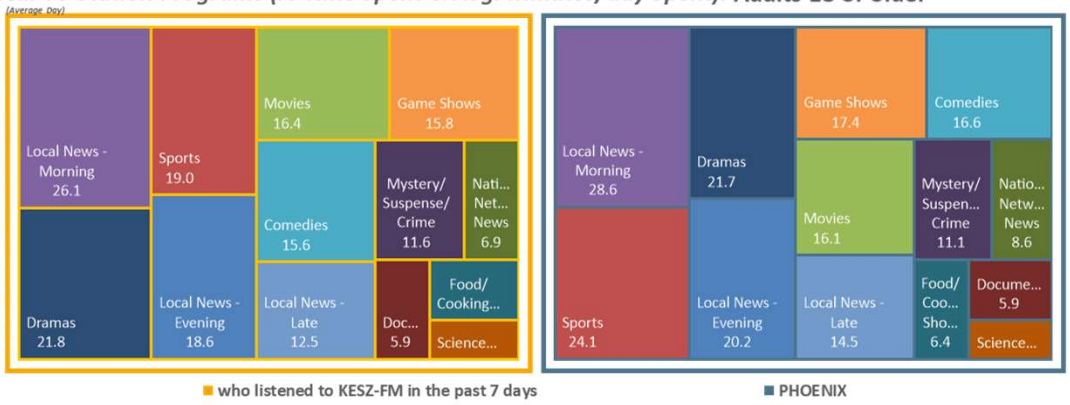
(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)

454,646 or 61.5% of Adults 18 or older who listened to KESZ-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Movies, Sports, Comedies, Mystery/Suspense/Crime, and Local News - Morning.

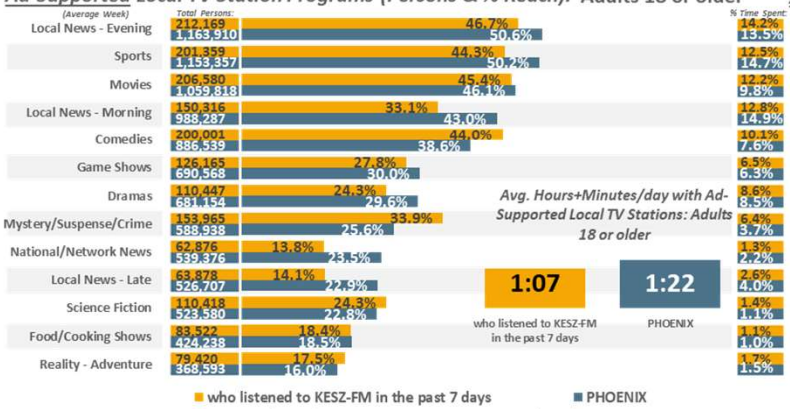
Local TV Station Programs (Persons & % Reach): Adults 18 or older



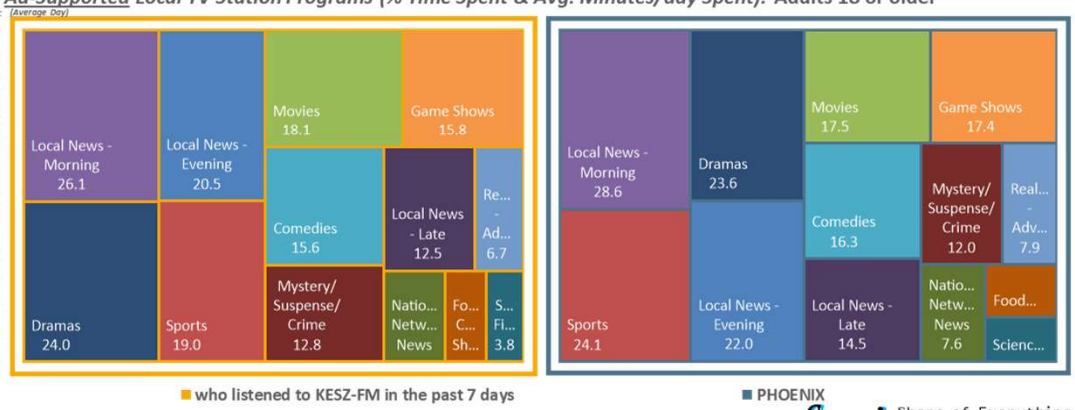
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 327

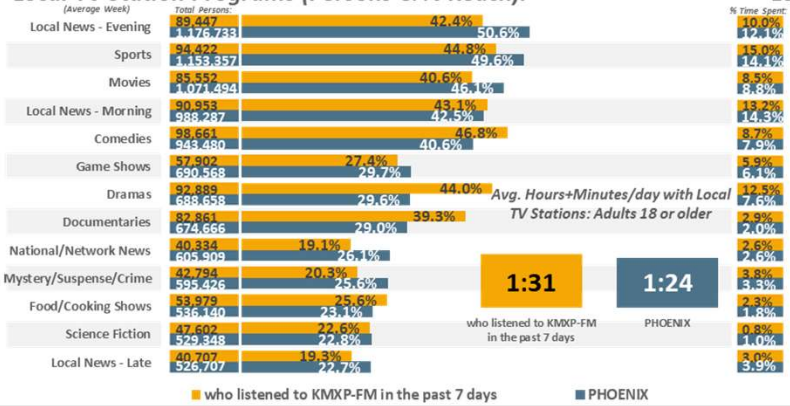
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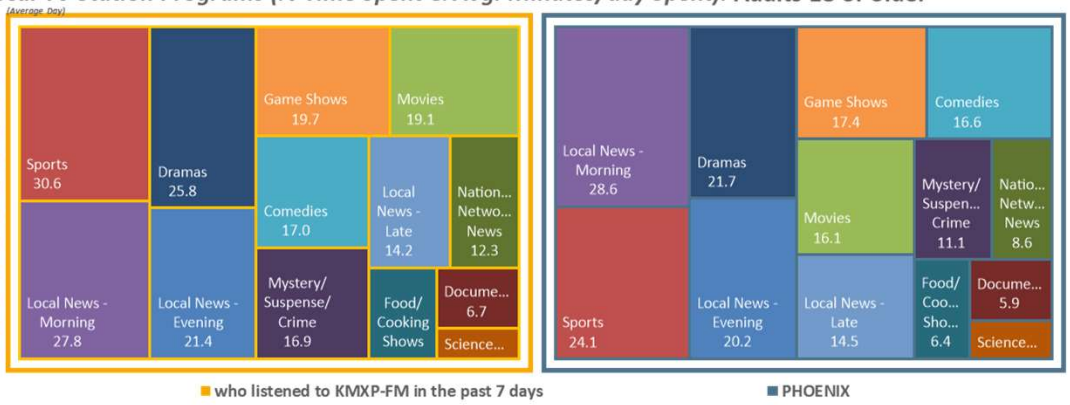
(Radio Stations: KESZ-FM)

208,265 or 58.4% of Adults 18 or older who listened to KMXP-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Dramas, Local News - Morning, Local News - Evening, and Movies.

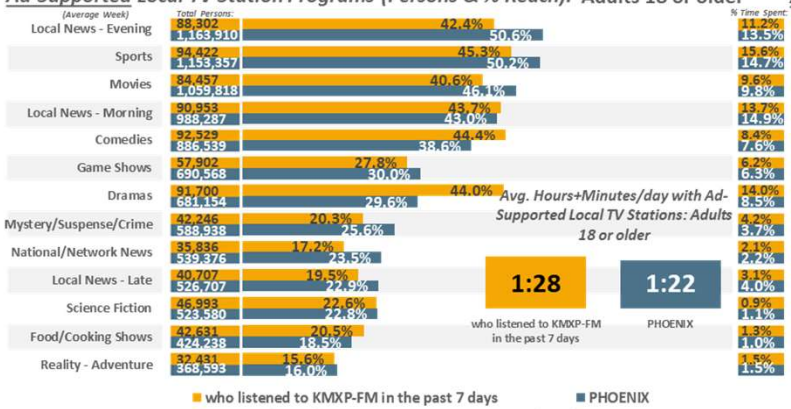
Local TV Station Programs (Persons & % Reach): Adults 18 or older



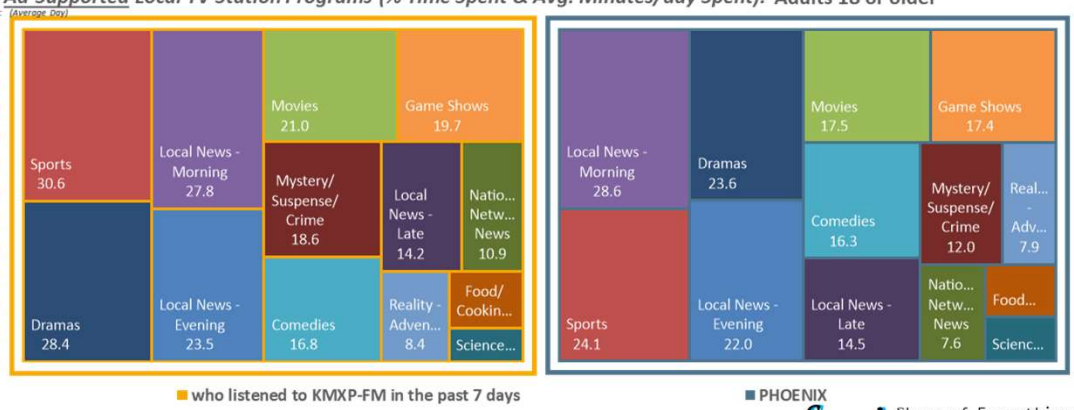
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 170

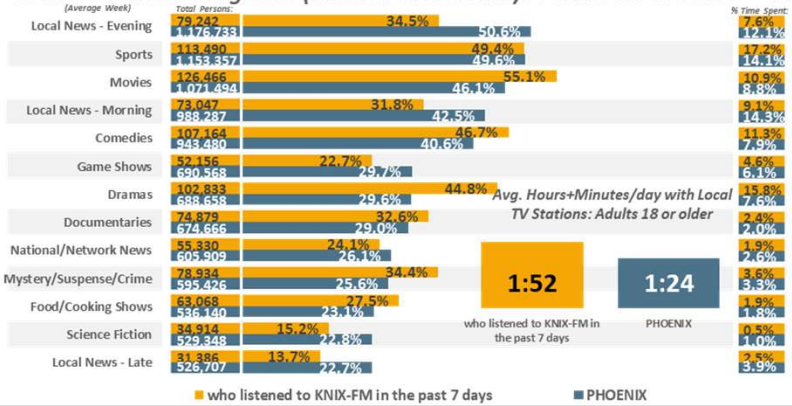
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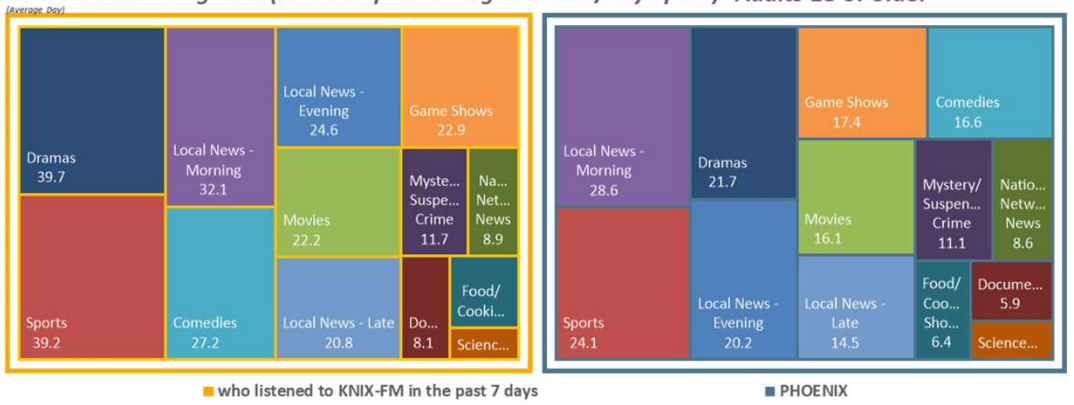
(Radio Stations: KMXP-FM)

227,087 or 62.% of Adults 18 or older who listened to KNIX-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Sports, Dramas, Comedies, Local News - Evening, and Mystery/Suspense/Crime.

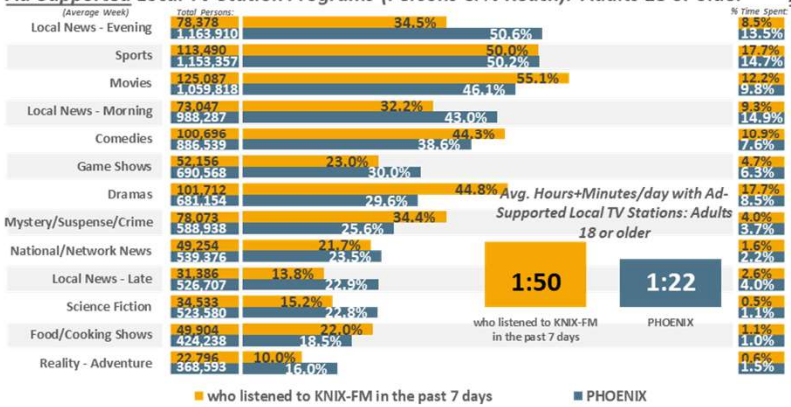
Local TV Station Programs (Persons & % Reach): Adults 18 or older



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 212

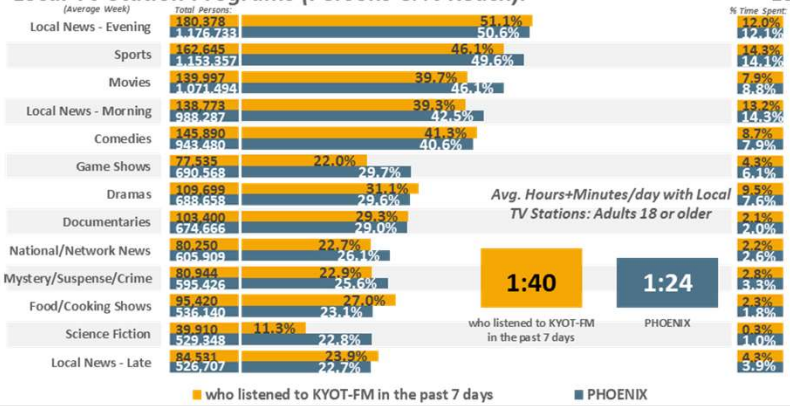
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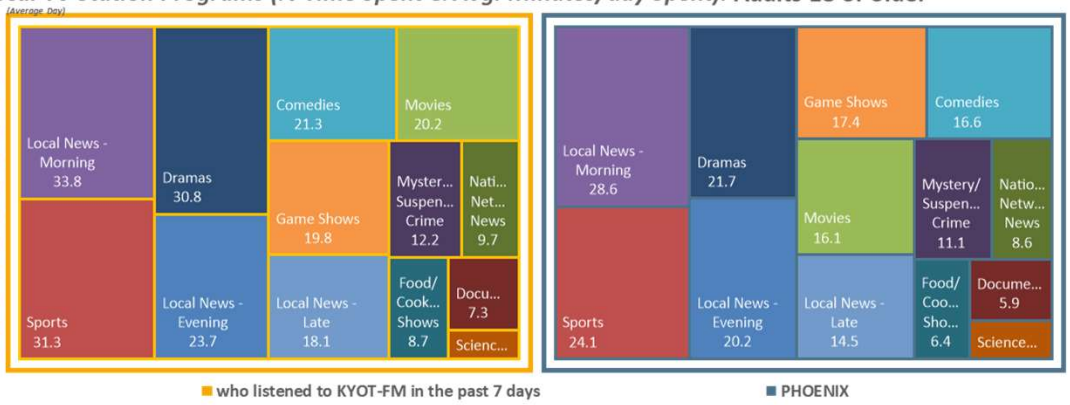
(Radio Stations: KNIX-FM)

350,618 or 65.8% of Adults 18 or older who listened to KYOT-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Movies, Local News - Morning, Comedies, and Dramas.

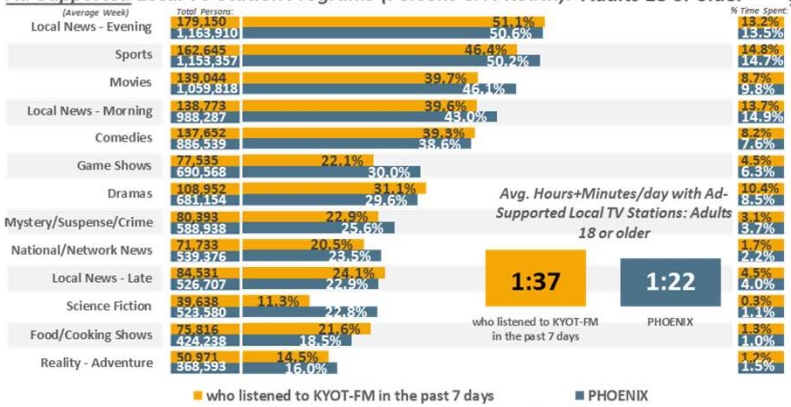
Local TV Station Programs (Persons & % Reach): Adults 18 or older



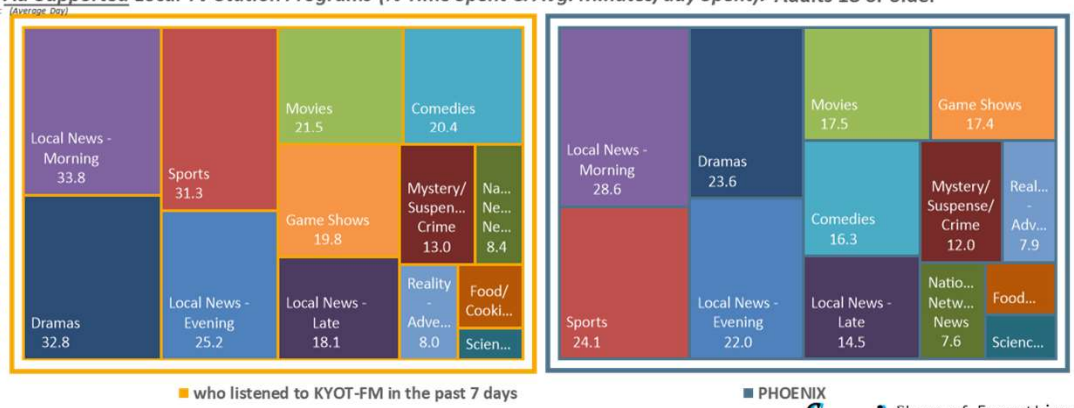
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 288

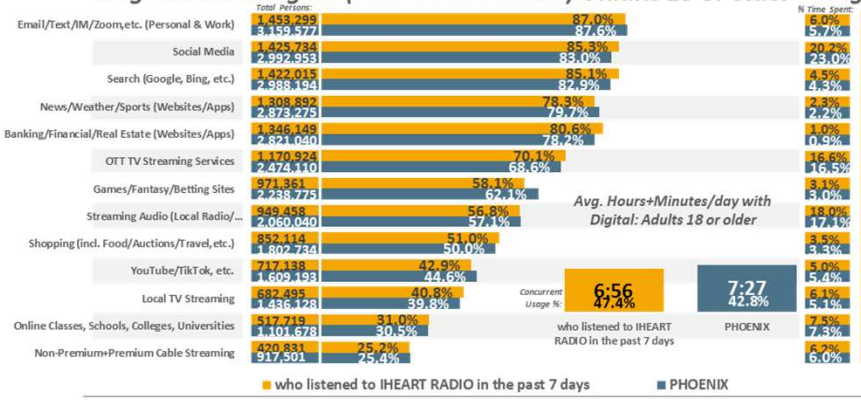
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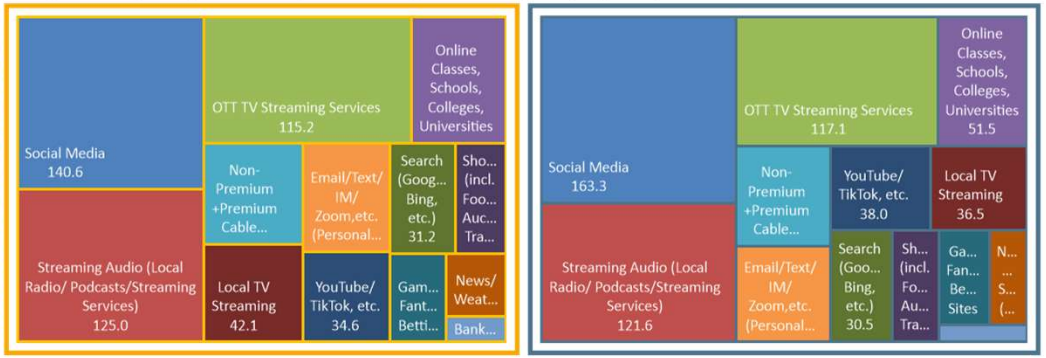
(Radio Stations: KYOT-FM)

1,295,303 or 77.5% of Adults 18 or older who listened to IHEART RADIO in the past 7 days use Ad-Supported Social Media for an average of 127.7 minutes every day representing 24.5% of all time spent daily with Ad-Supported Digital Media.

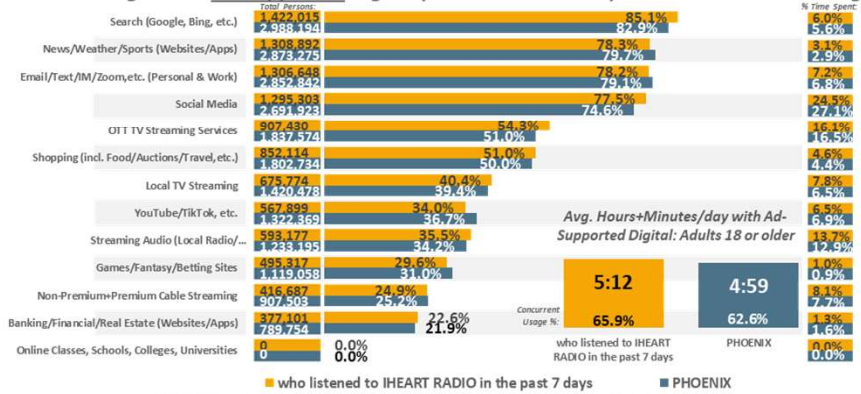
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



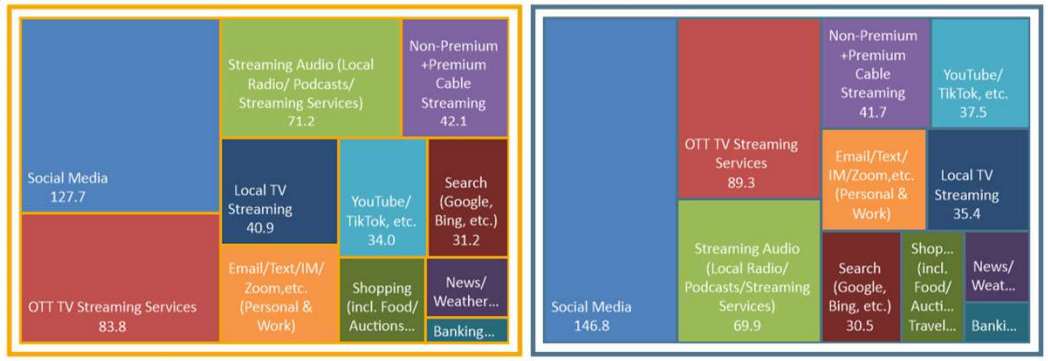
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 855

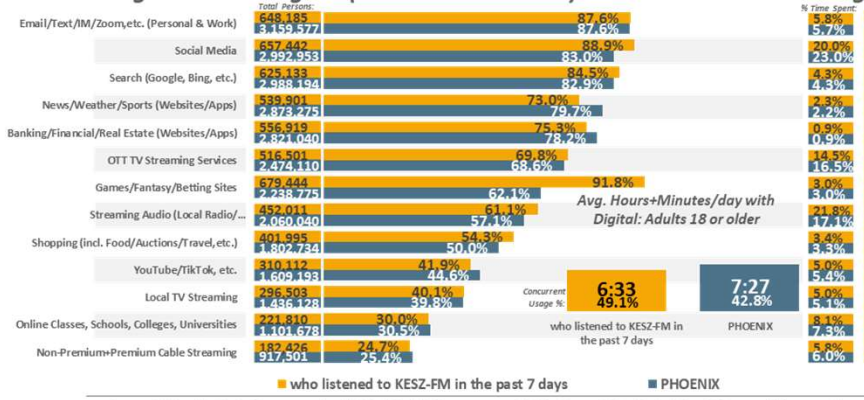
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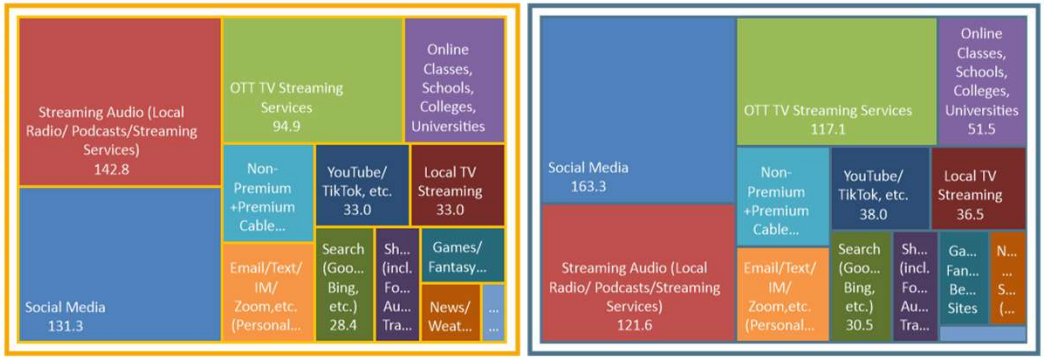
(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)

613,225 or 82.9% of Adults 18 or older who listened to KESZ-FM in the past 7 days use Ad-Supported Social Media for an average of 122.5 minutes every day representing 25.% of all time spent daily with Ad-Supported Digital Media.

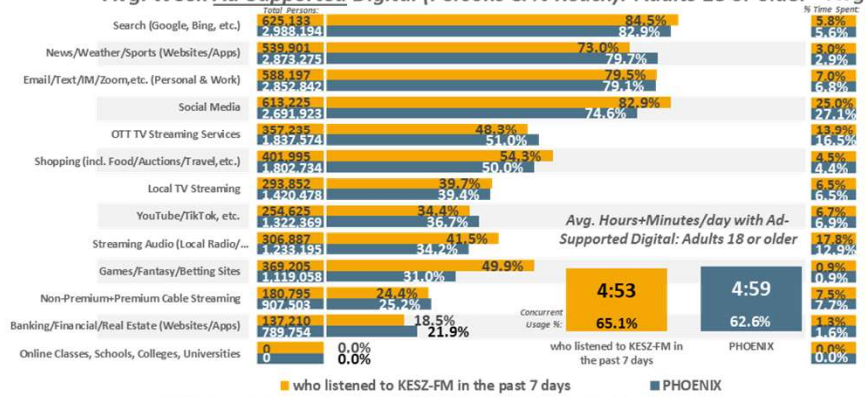
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



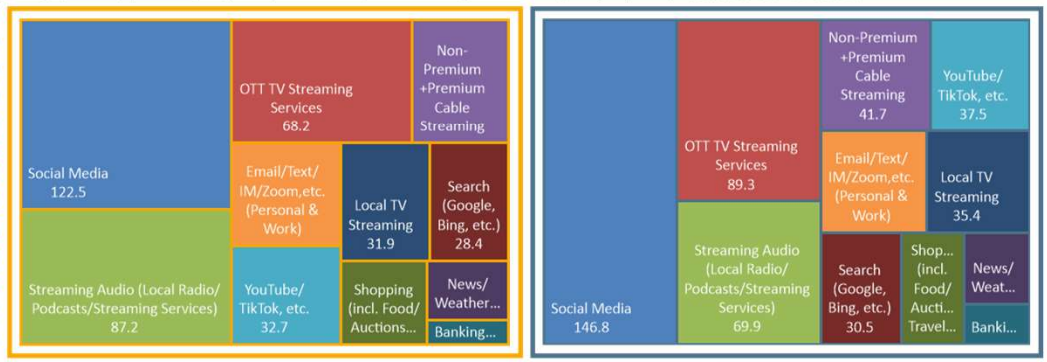
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 327

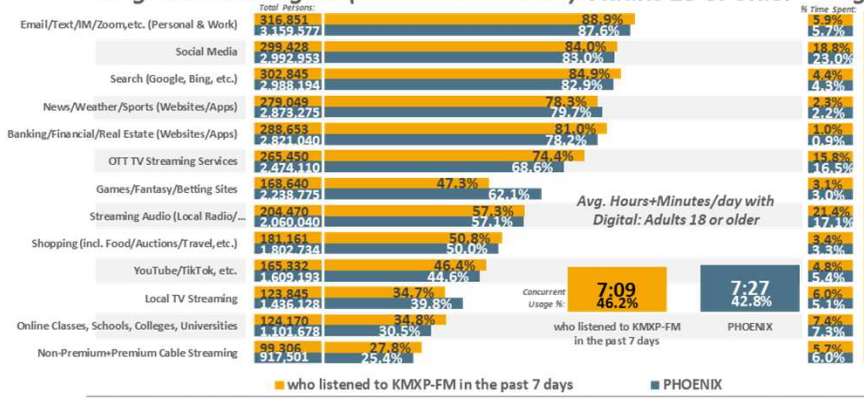
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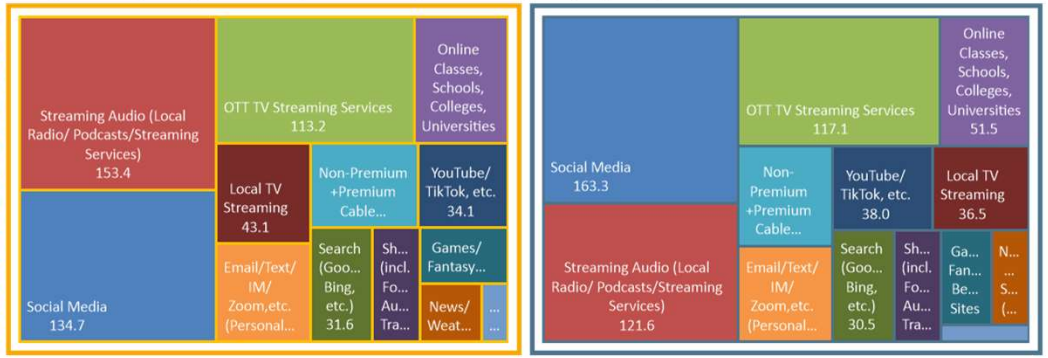
(Radio Stations: KESZ-FM)

269,404 or 75.6% of Adults 18 or older who listened to KMXP-FM in the past 7 days use Ad-Supported Social Media for an average of 121.2 minutes every day representing 22.9% of all time spent daily with Ad-Supported Digital Media.

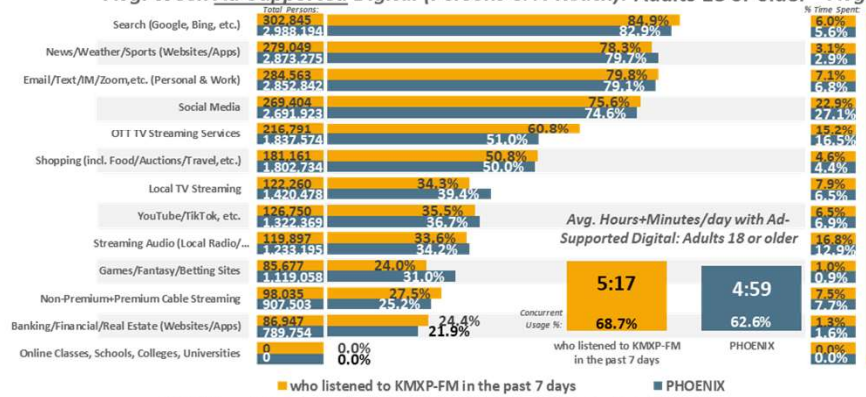
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



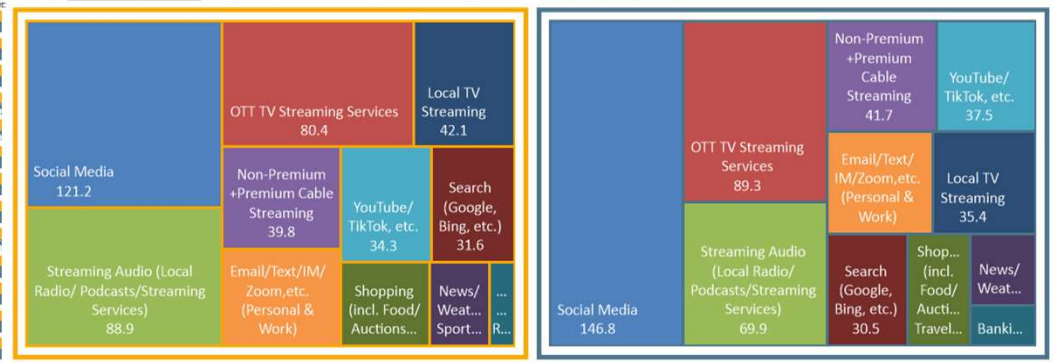
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 170

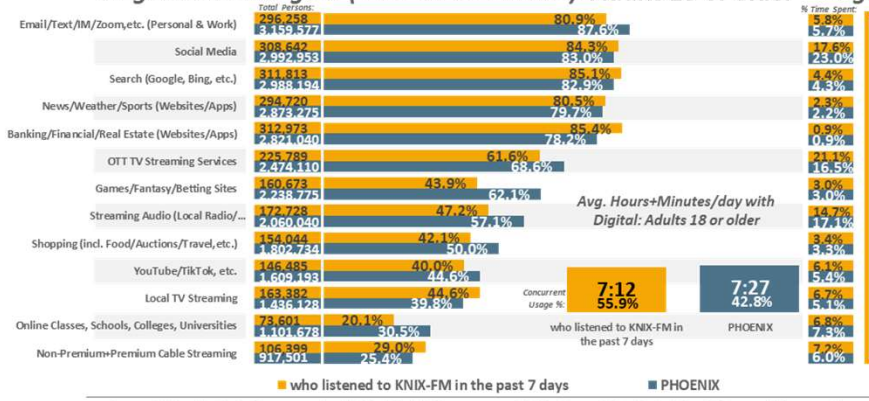
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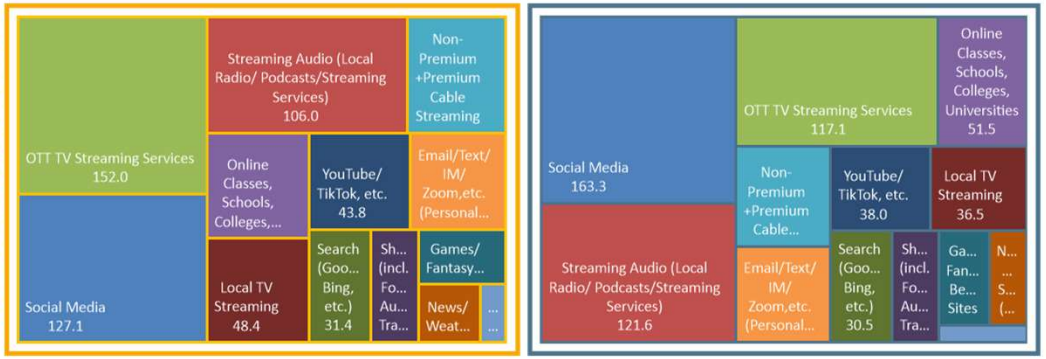
(Radio Stations: KMXP-FM)

281,539 or 76.9% of Adults 18 or older who listened to KNIX-FM in the past 7 days use Ad-Supported Social Media for an average of 116. minutes every day representing 22.% of all time spent daily with Ad-Supported Digital Media.

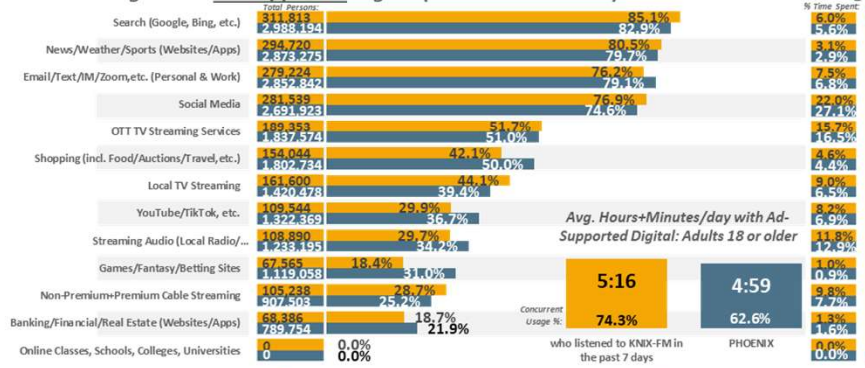
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



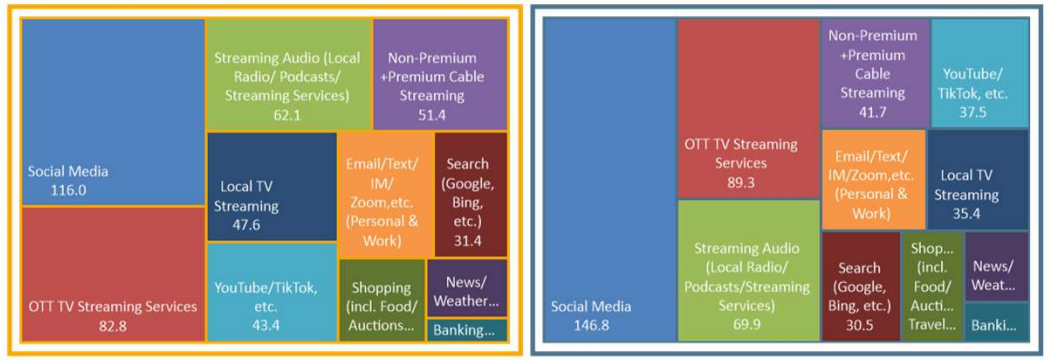
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 212

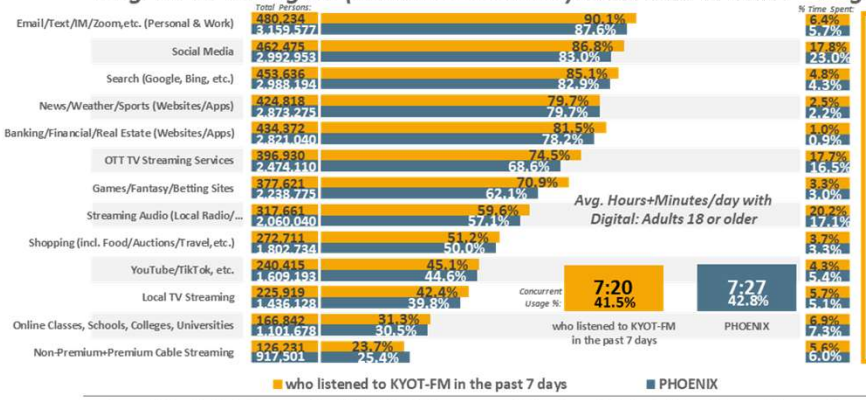
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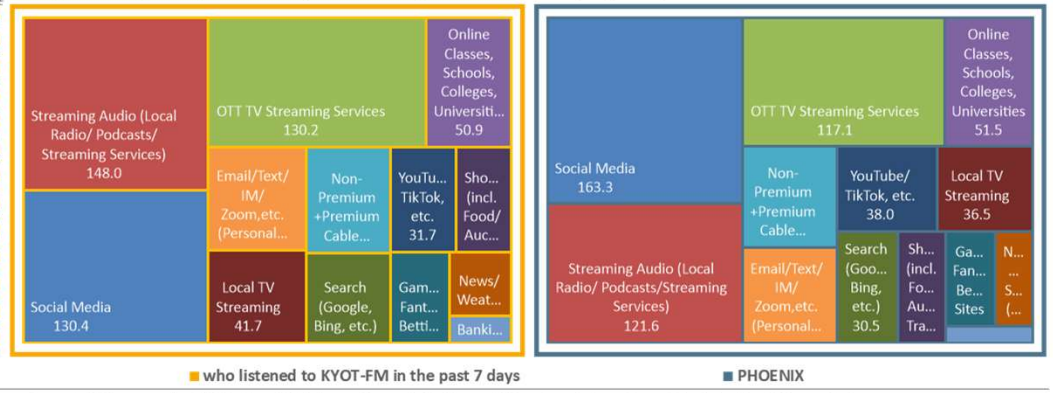
(Radio Stations: KNIX-FM)

399,486 or 75.% of Adults 18 or older who listened to KYOT-FM in the past 7 days use Ad-Supported Social Media for an average of 112.7 minutes every day representing 20.7% of all time spent daily with Ad-Supported Digital Media.

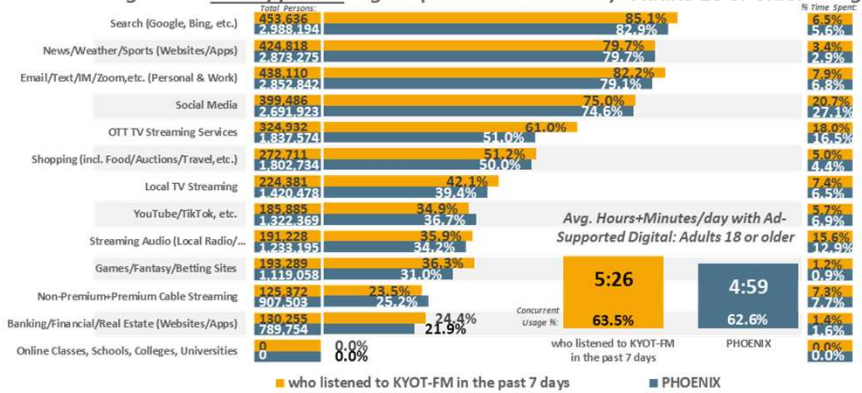
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



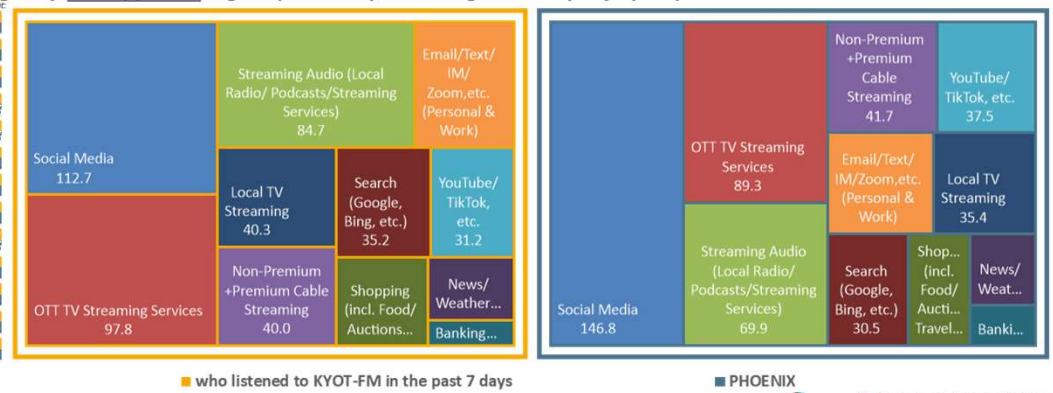
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 288

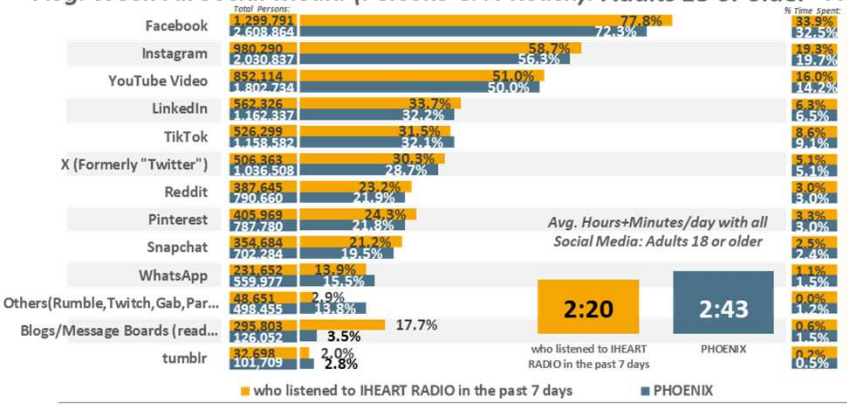
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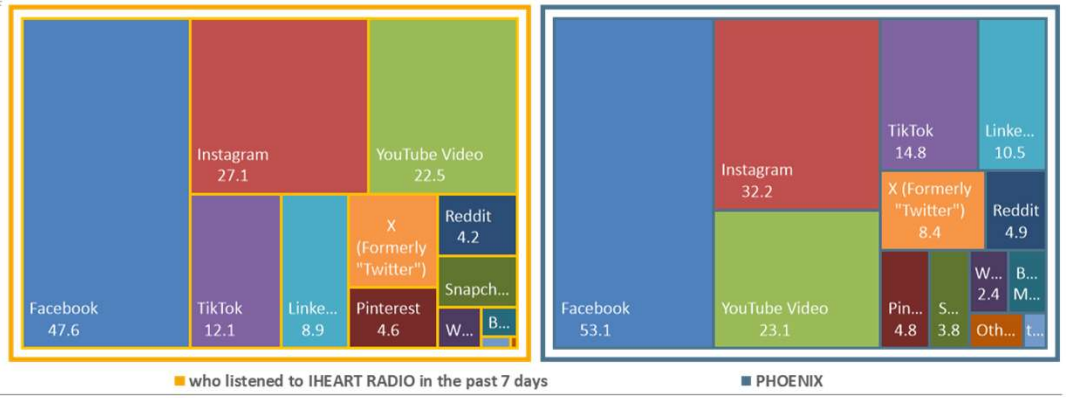
(Radio Stations: KYOT-FM)

1,295,303 or 77.5% of Adults 18 or older who listened to IHEART RADIO in the past 7 days use Ad-Supported Facebook for an average of 45.9 minutes every day representing 36.% of all time spent daily with Ad-Supported Social Media.

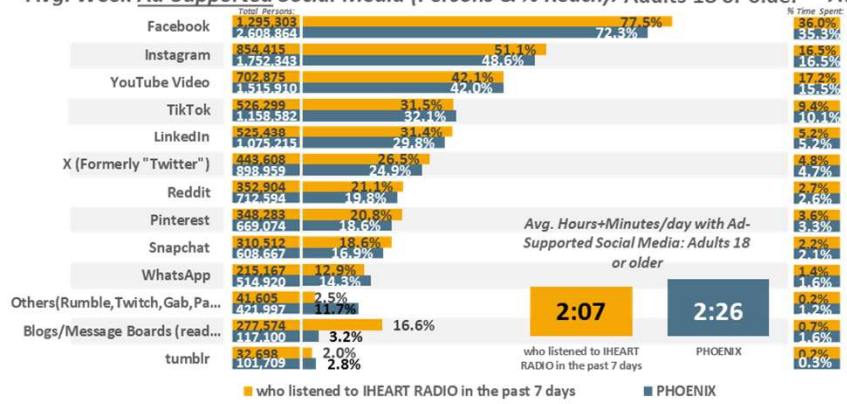
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



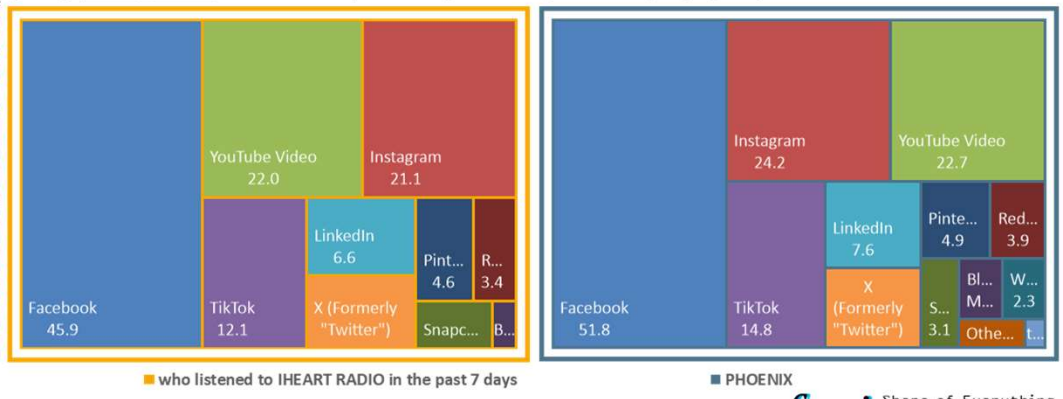
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 855

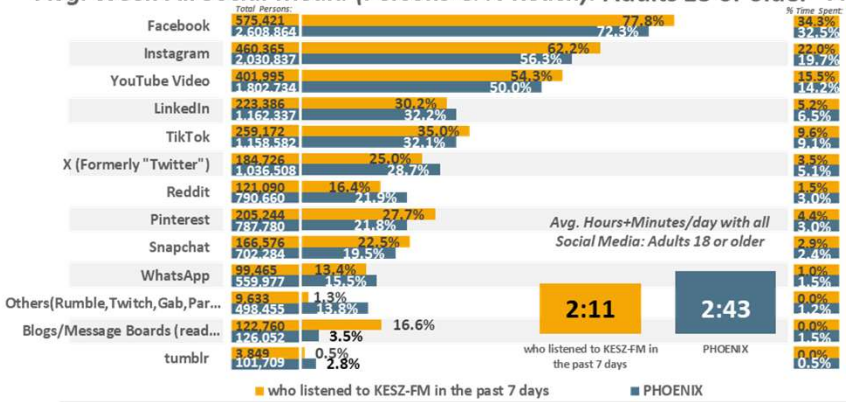
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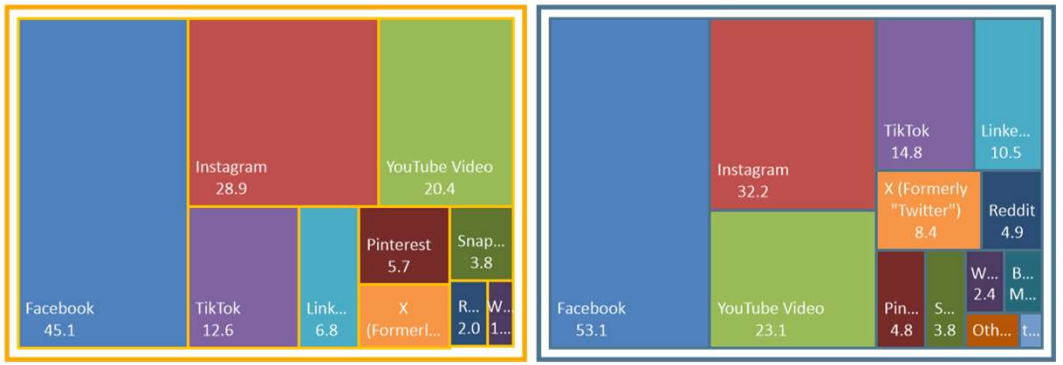
(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)

575,421 or 77.8% of Adults 18 or older who listened to KESZ-FM in the past 7 days use Ad-Supported Facebook for an average of 44.4 minutes every day representing 36.3% of all time spent daily with Ad-Supported Social Media.

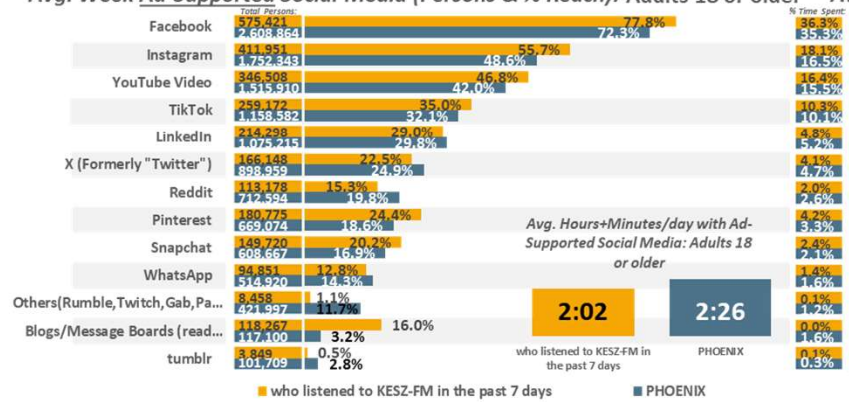
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



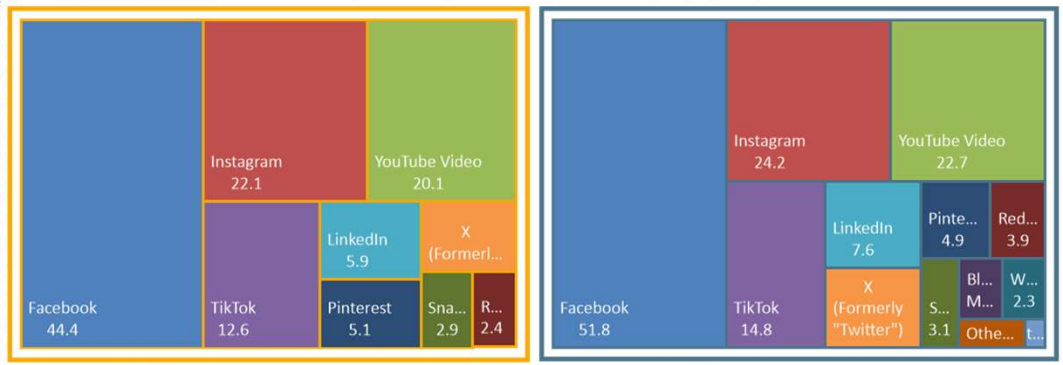
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 327

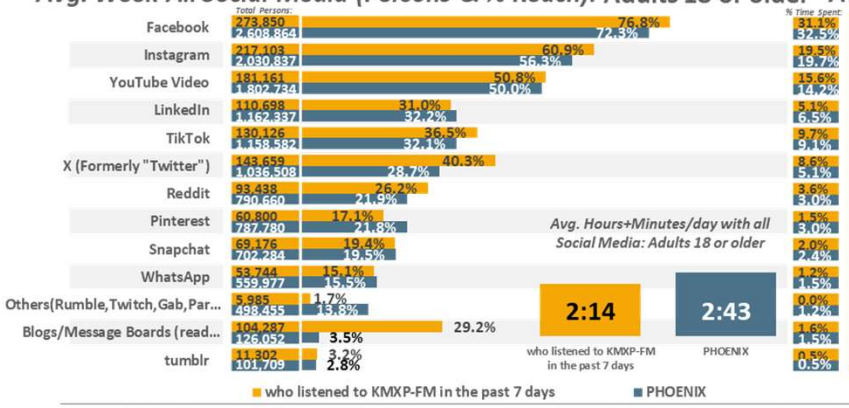
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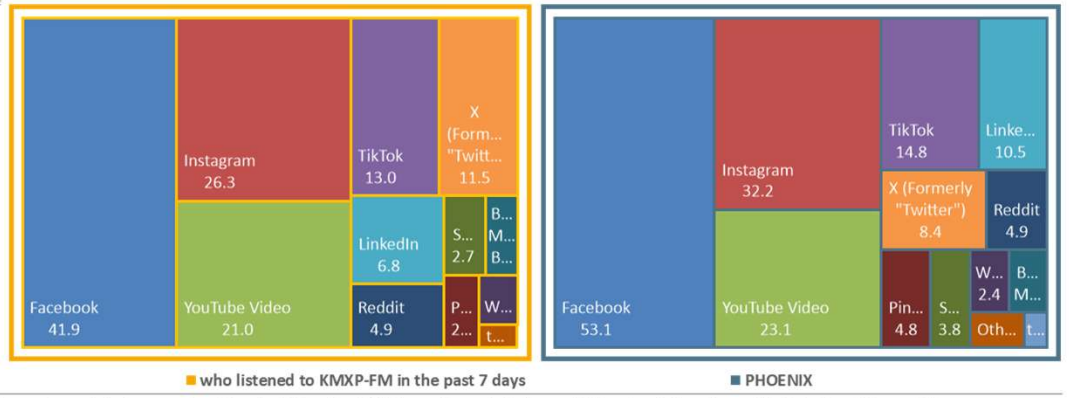
(Radio Stations: KESZ-FM)

269,404 or 75.6% of Adults 18 or older who listened to KMXP-FM in the past 7 days use Ad-Supported Facebook for an average of 41.1 minutes every day representing 33.9% of all time spent daily with Ad-Supported Social Media.

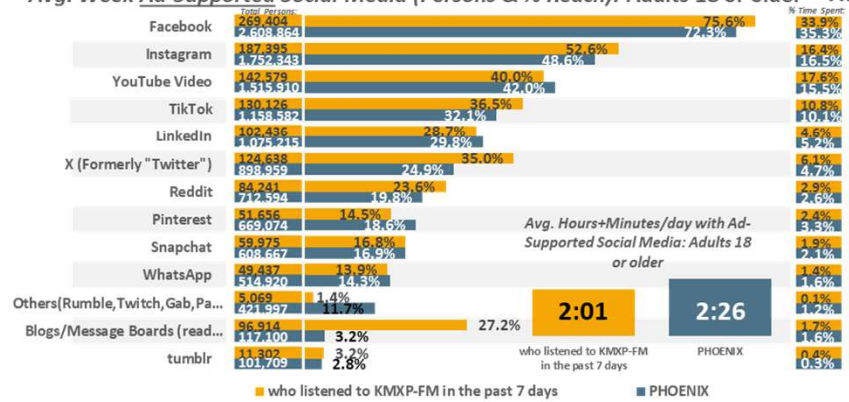
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



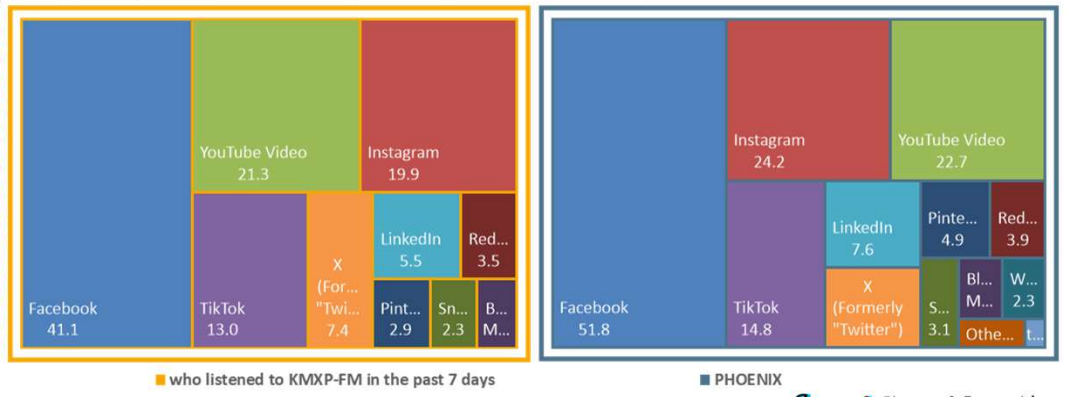
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 170

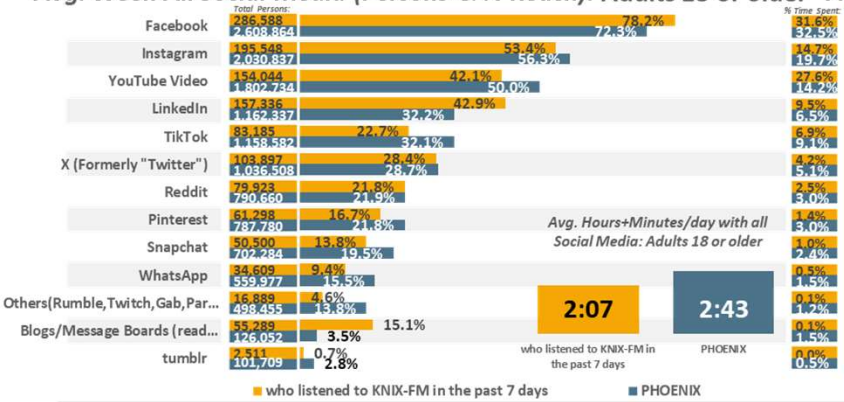
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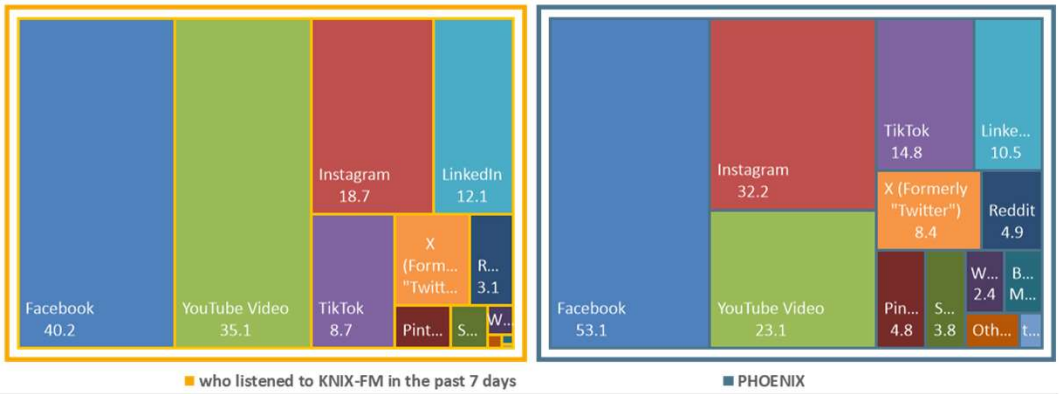
(Radio Stations: KMXP-FM)

281,539 or 76.9% of Adults 18 or older who listened to KNIX-FM in the past 7 days use Ad-Supported Facebook for an average of 37.1 minutes every day representing 32.% of all time spent daily with Ad-Supported Social Media.

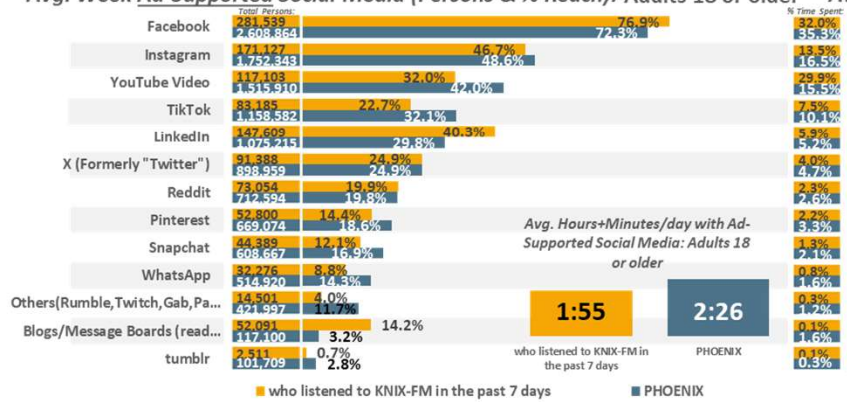
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



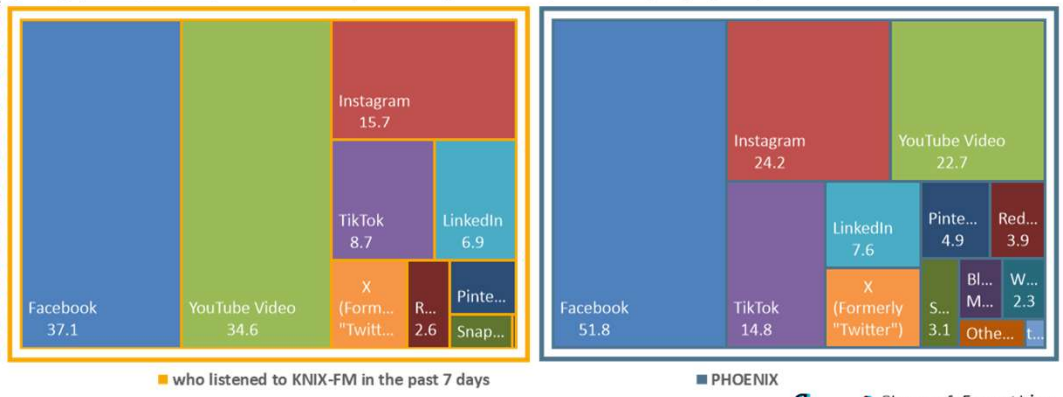
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 212

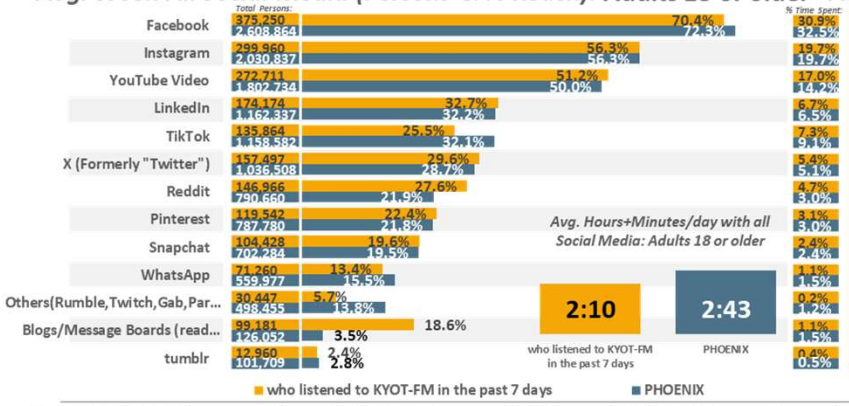
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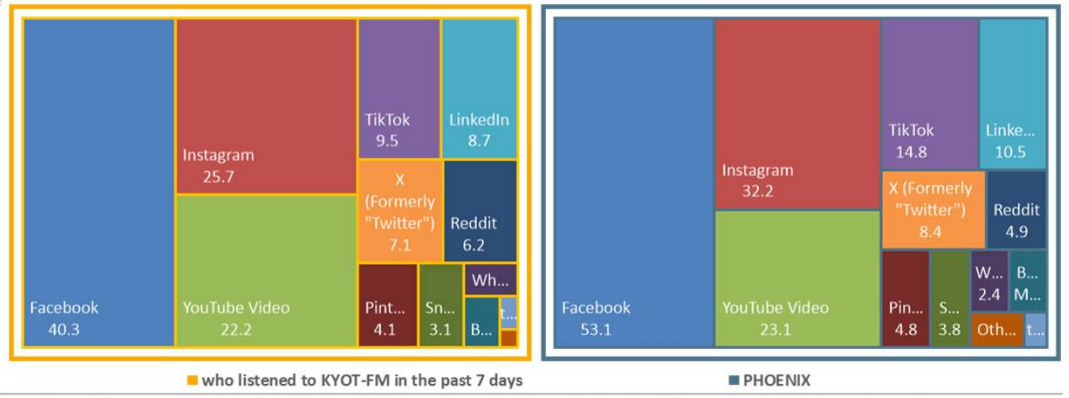
(Radio Stations: KNIX-FM)

375,250 or 70.4% of Adults 18 or older who listened to KYOT-FM in the past 7 days use Ad-Supported Facebook for an average of 39.1 minutes every day representing 34.7% of all time spent daily with Ad-Supported Social Media.

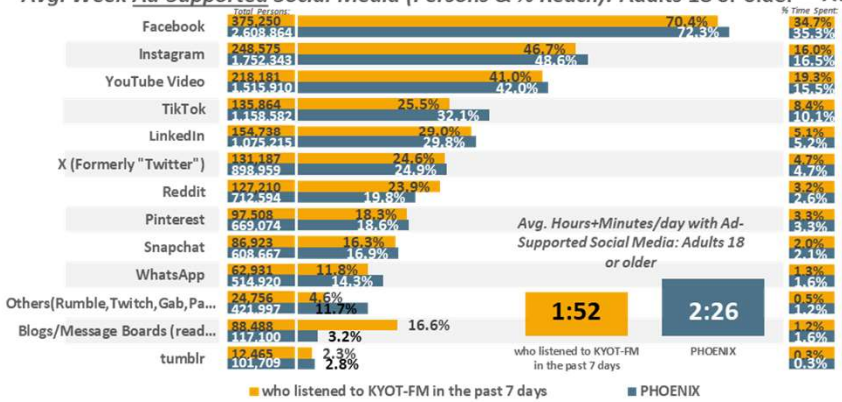
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



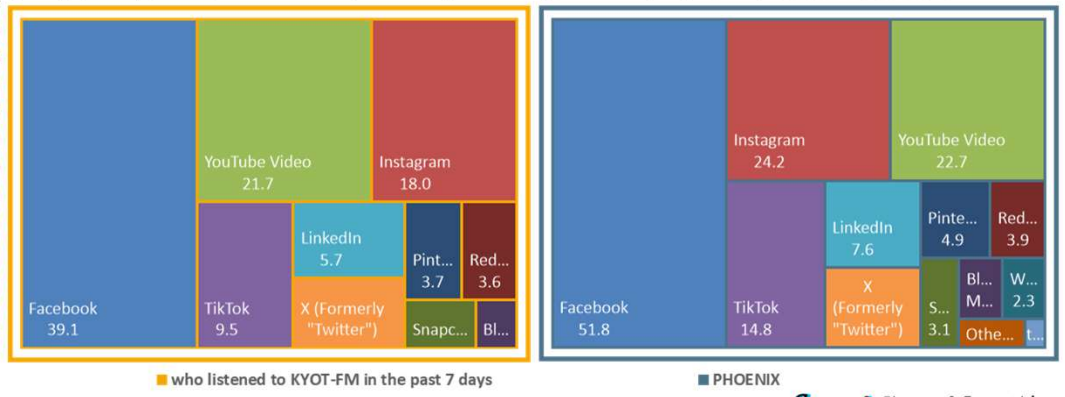
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



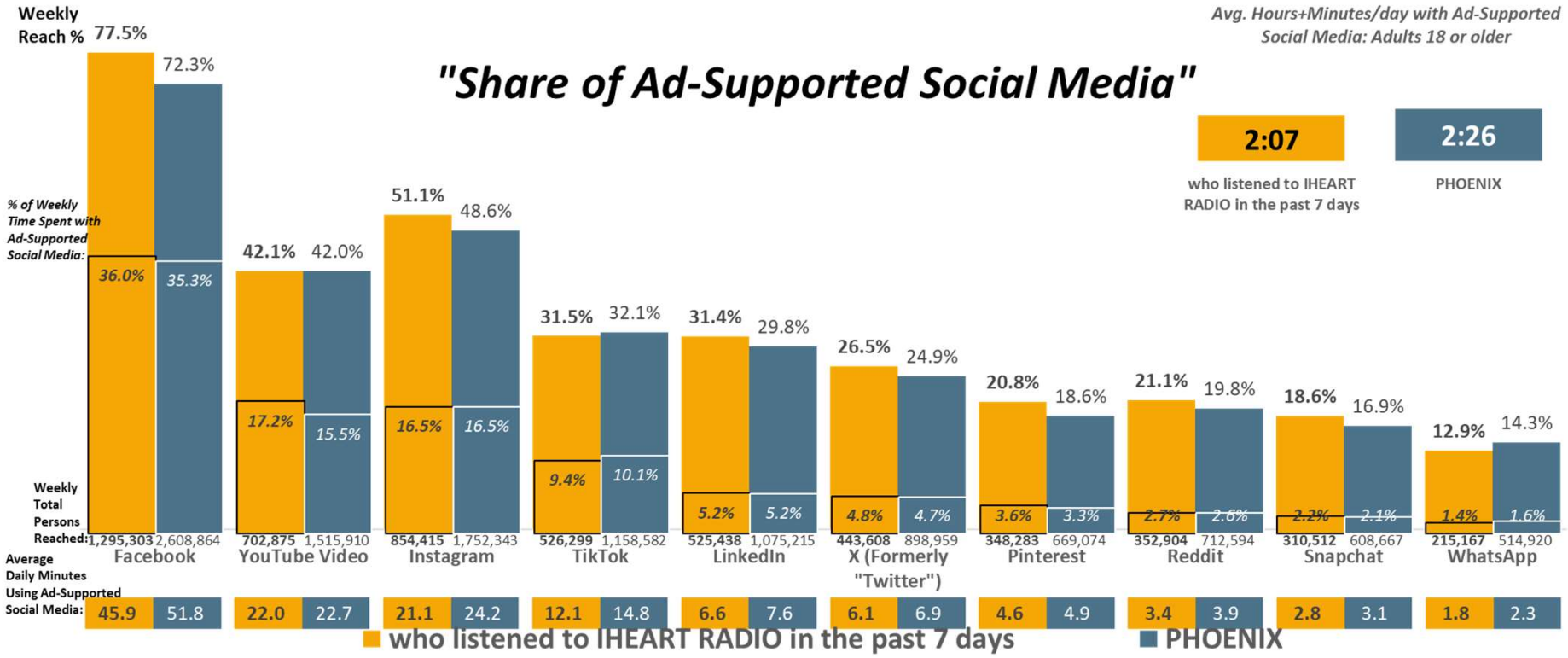
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 288

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(Radio Stations: KYOT-FM)

1,295,303 or 77.5% of Adults 18 or older who listened to IHEART RADIO in the past 7 days use Ad-Supported Facebook for an average of 45.9 minutes every day representing 36.% of all time spent daily with Ad-Supported Social Media.



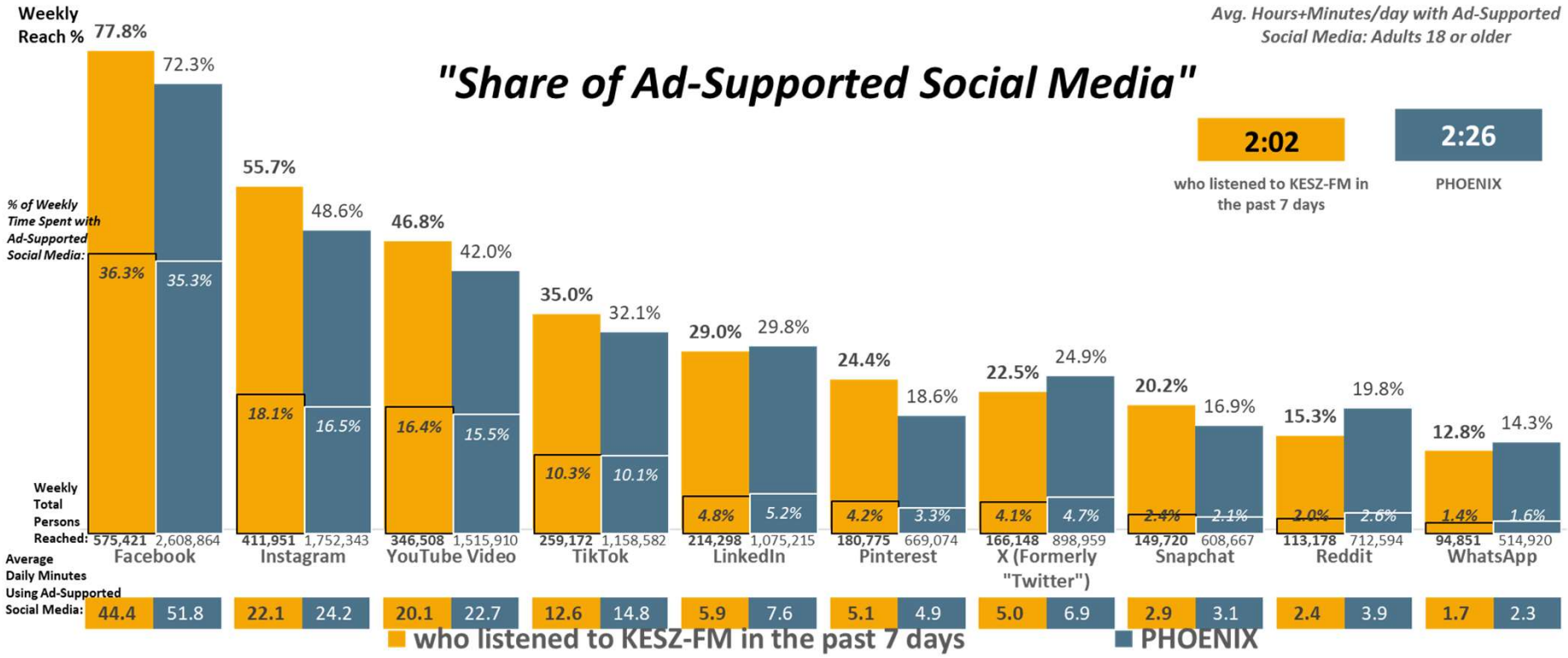
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 855 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

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(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)

575,421 or 77.8% of Adults 18 or older who listened to KESZ-FM in the past 7 days use Ad-Supported Facebook for an average of 44.4 minutes every day representing 36.3% of all time spent daily with Ad-Supported Social Media.



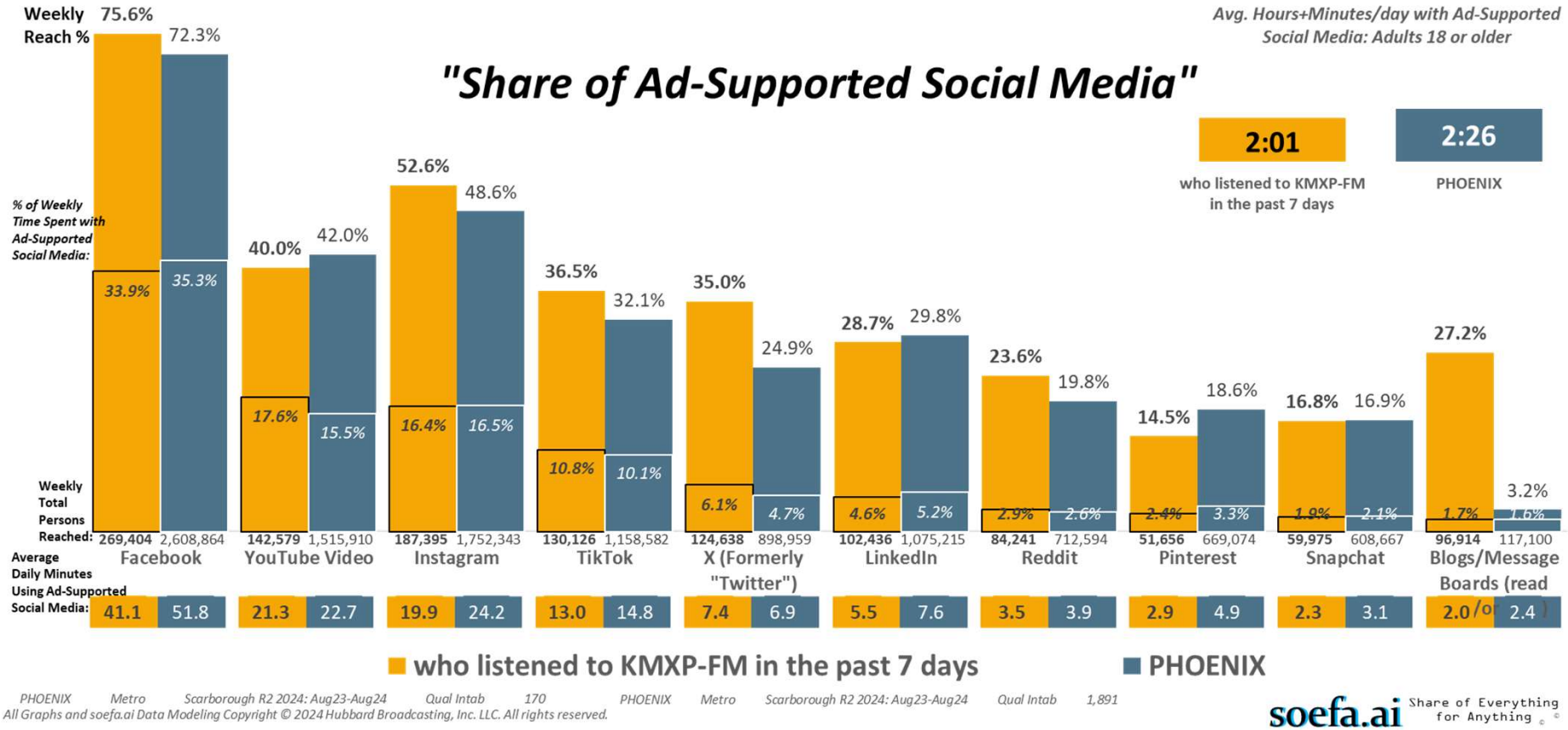
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 327 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

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(Radio Stations: KESZ-FM)

269,404 or 75.6% of Adults 18 or older who listened to KMXP-FM in the past 7 days use Ad-Supported Facebook for an average of 41.1 minutes every day representing 33.9% of all time spent daily with Ad-Supported Social Media.



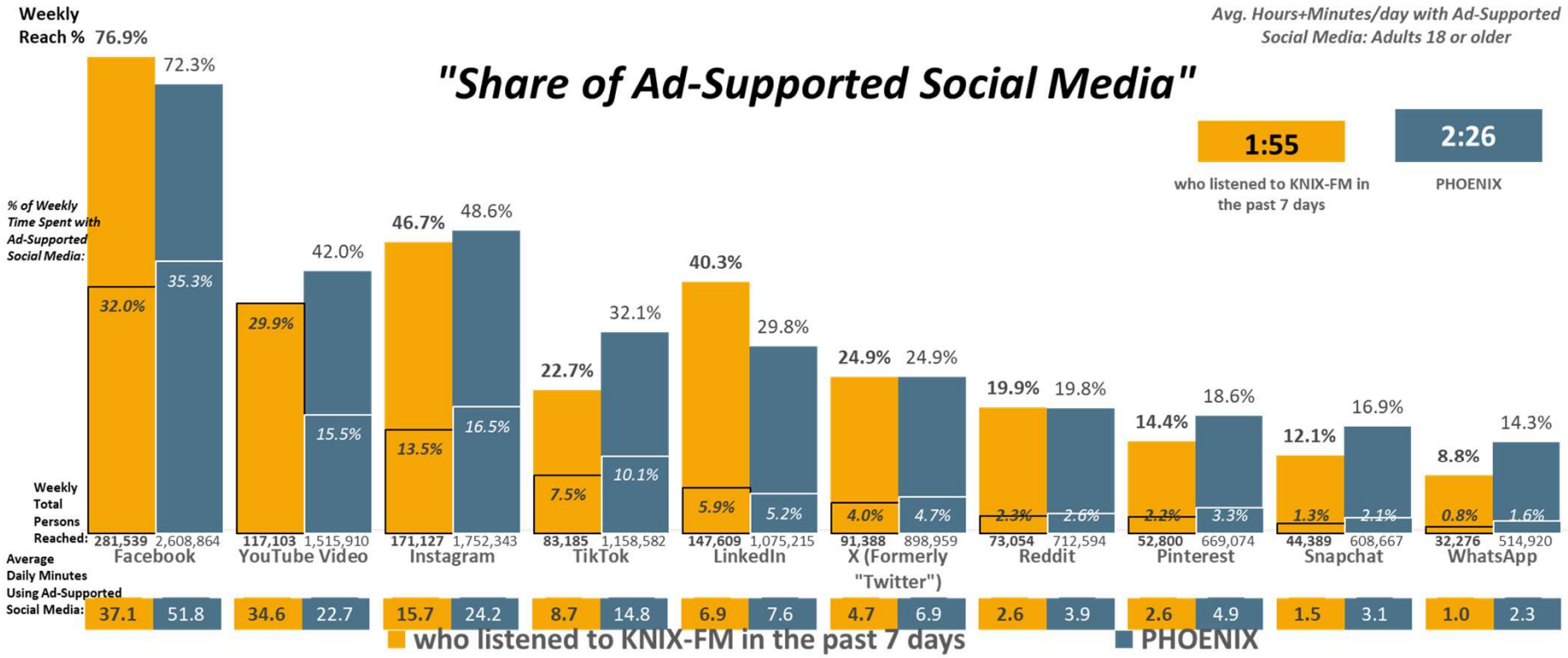
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 170 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

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(Radio Stations: KMXP-FM)

281,539 or 76.9% of Adults 18 or older who listened to KNIX-FM in the past 7 days use Ad-Supported Facebook for an average of 37.1 minutes every day representing 32.% of all time spent daily with Ad-Supported Social Media.



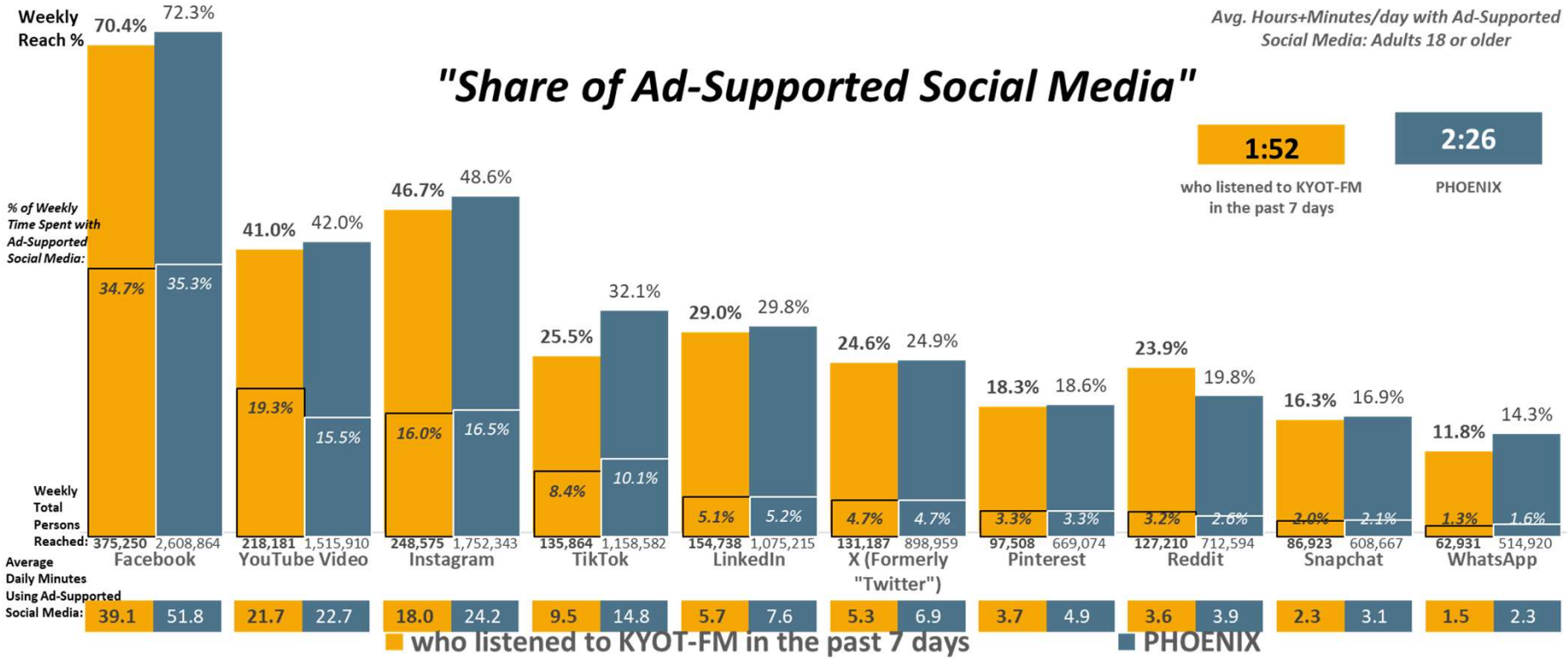
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 212 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

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(Radio Stations: KNIX-FM)

375,250 or 70.4% of Adults 18 or older who listened to KYOT-FM in the past 7 days use Ad-Supported Facebook for an average of 39.1 minutes every day representing 34.7% of all time spent daily with Ad-Supported Social Media.



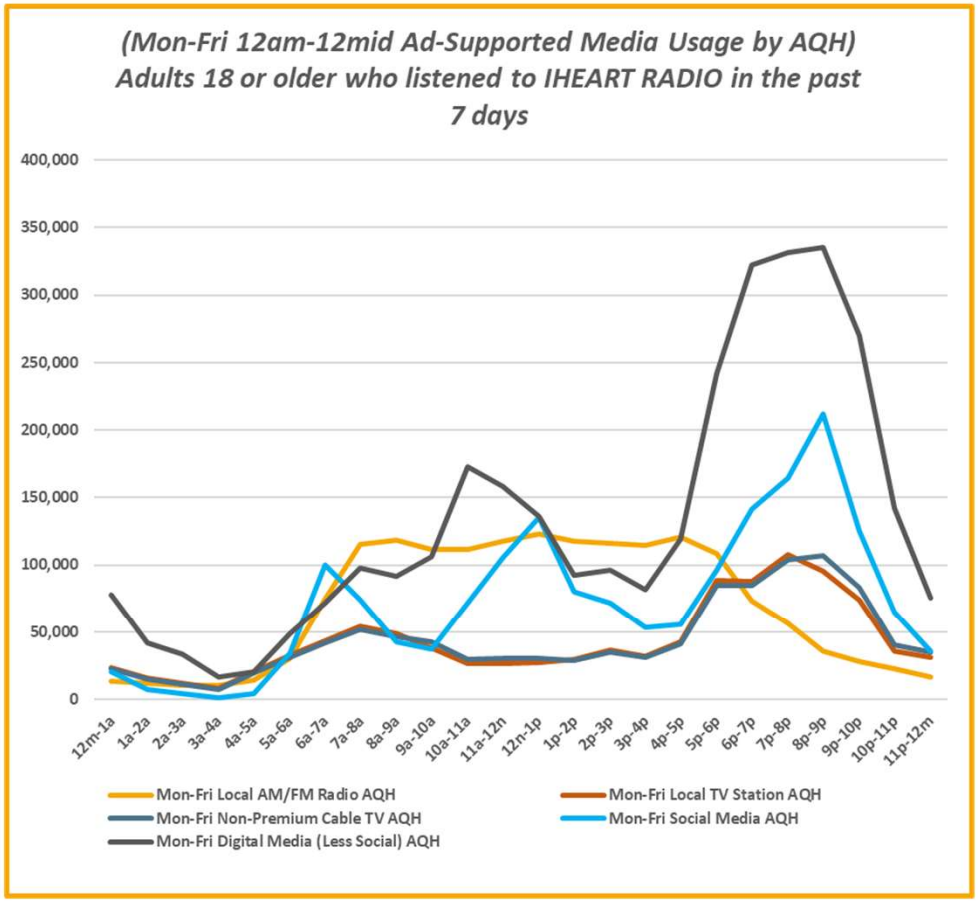
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 288 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

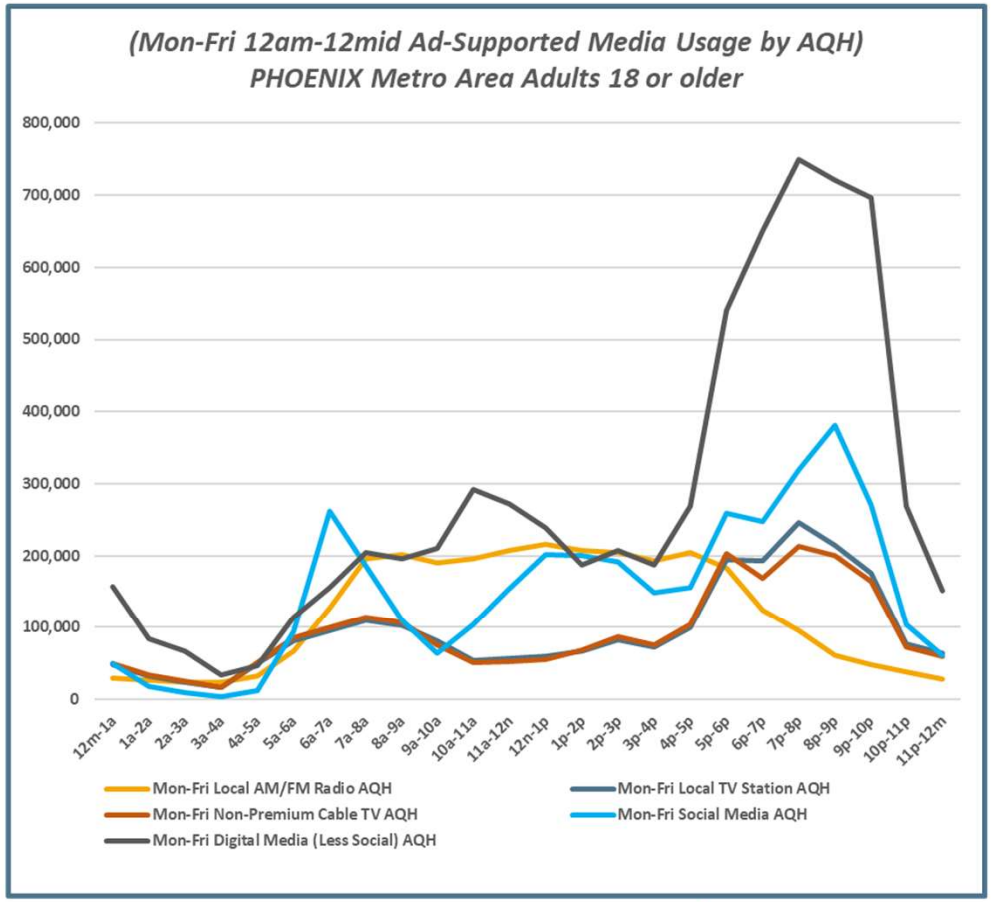
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(Radio Stations: KYOT-FM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 137,415; Local Radio: 109,319; Social Media: 81,774; Local TV: 44,641; Non-Prem. Cable: 44,384 reaching Adults 18 or older who listened to IHEART RADIO in the past 7 days





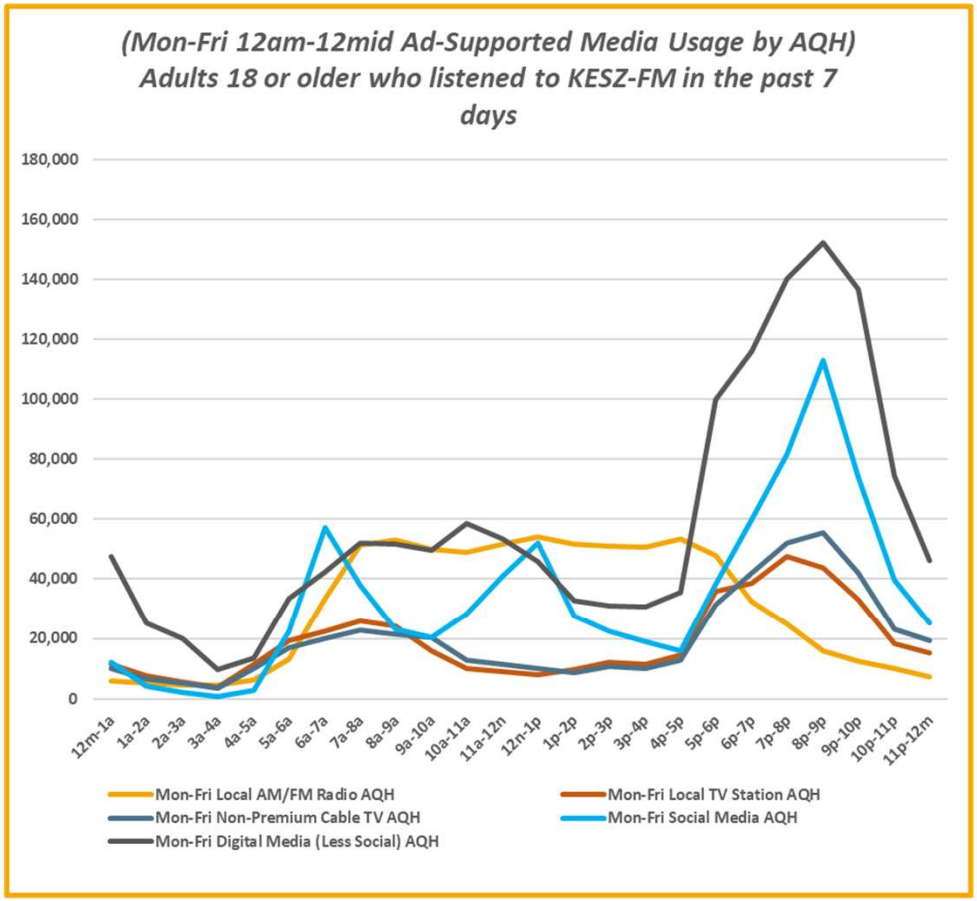
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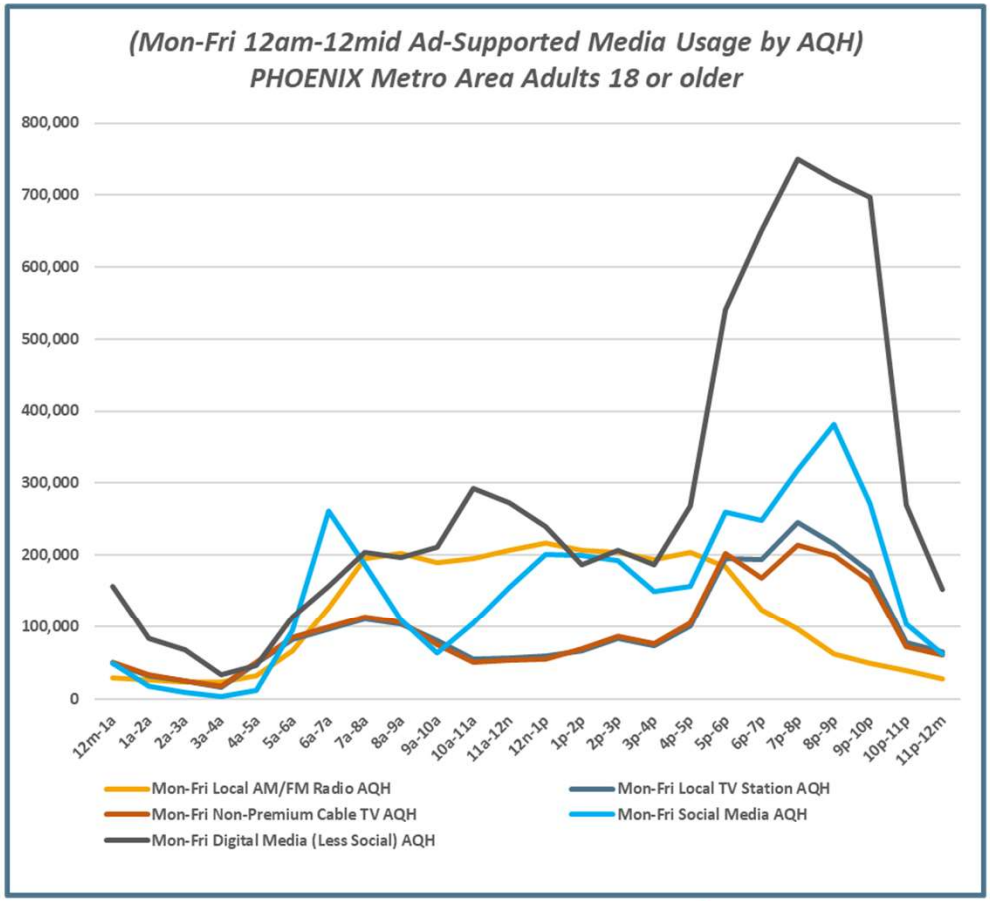
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(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 53,794; Local Radio: 48,456; Social Media: 34,121; Local TV: 18,248; Non-Prem. Cable: 17,987 reaching Adults 18 or older who listened to KESZ-FM in the past 7 days.





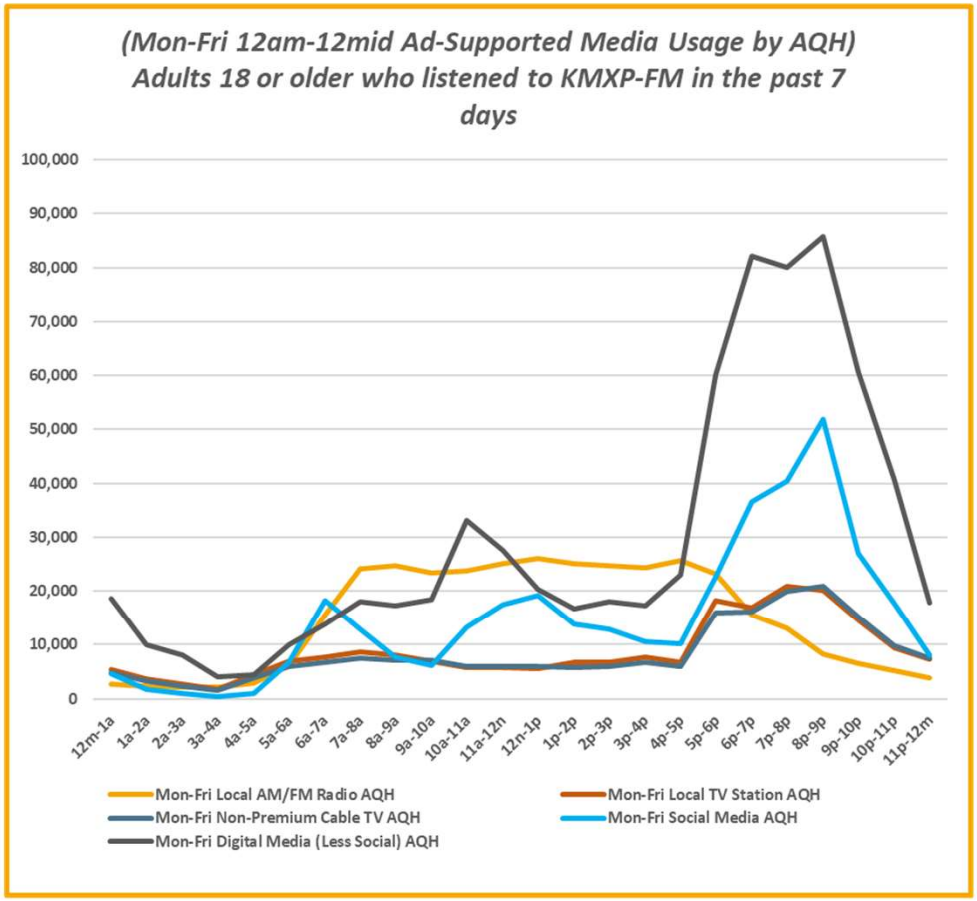
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 327

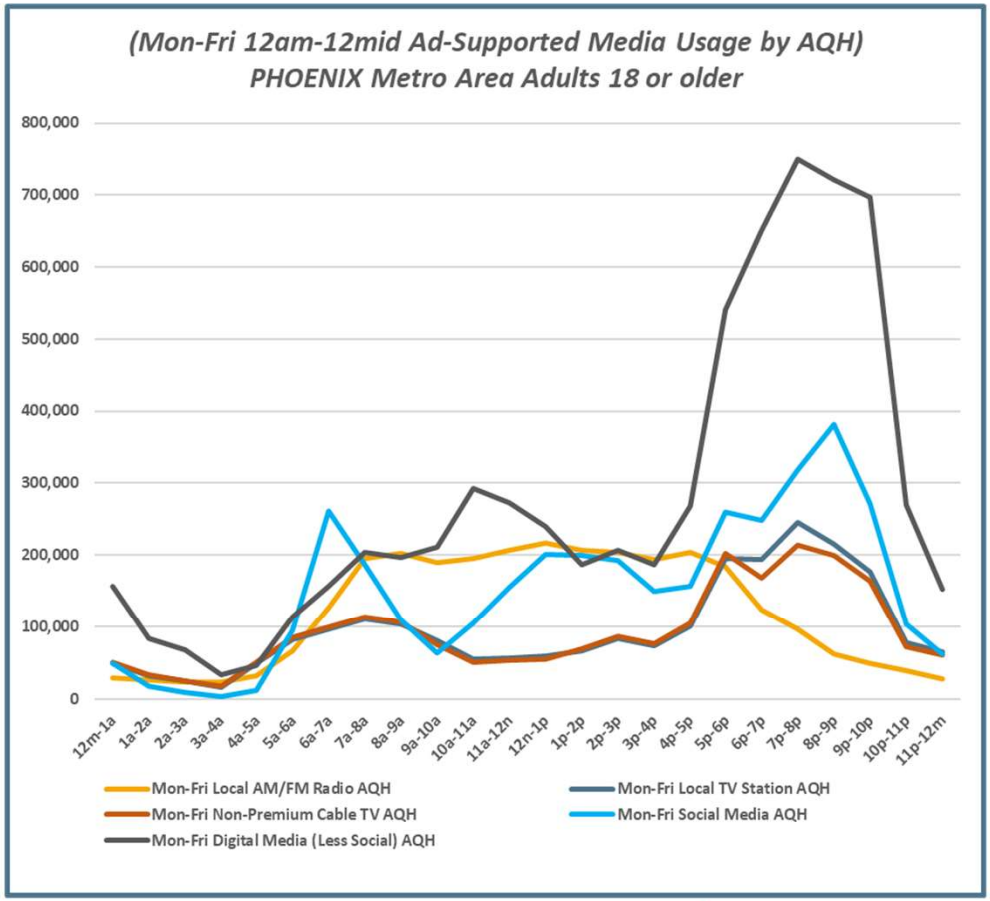
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(Radio Stations: KESZ-FM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 28,148; Local Radio: 23,177; Social Media: 15,471; Local TV: 8,557; Non-Prem. Cable: 7,870 reaching Adults 18 or older who listened to KMXP-FM in the past 7 days.





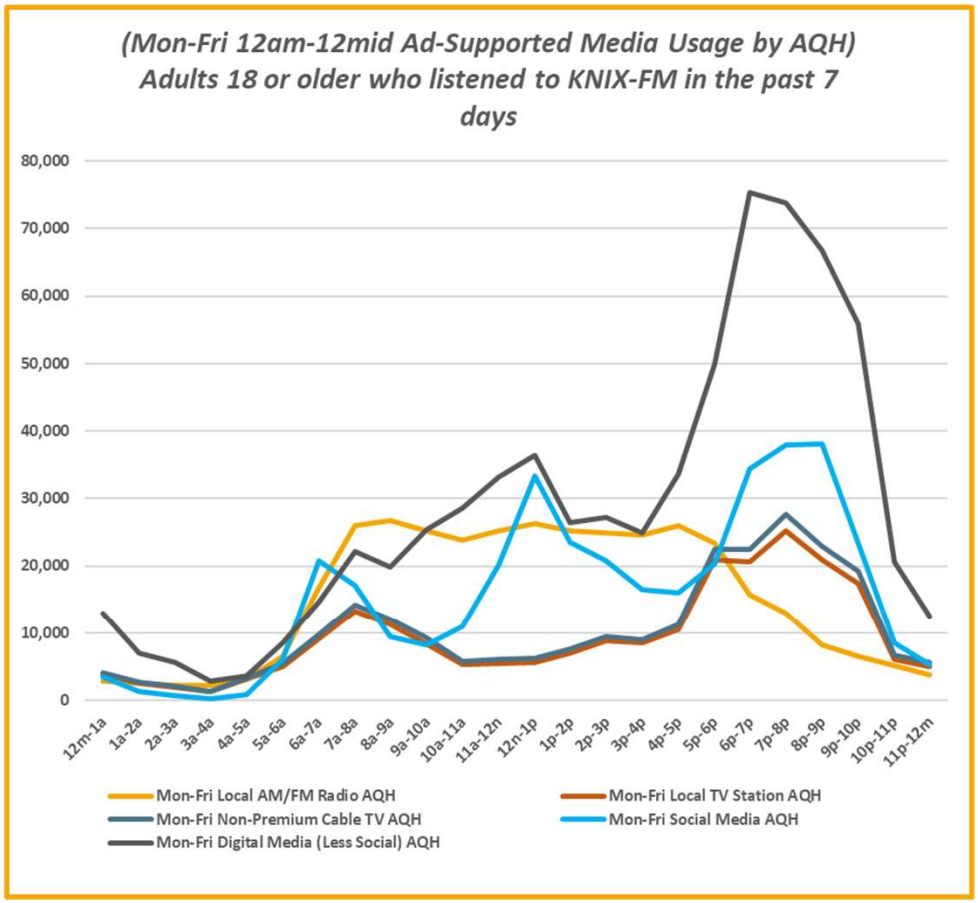
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 170

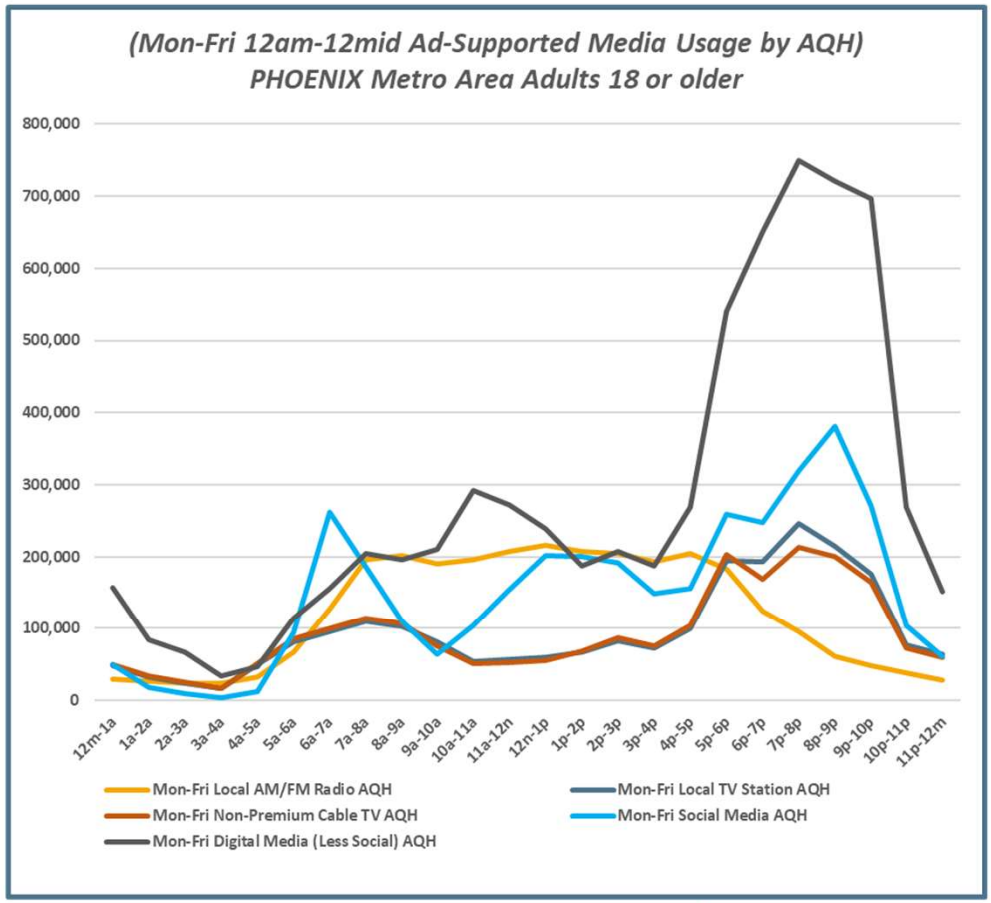
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(Radio Stations: KMXP-FM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 32,109; Local Radio: 23,843; Social Media: 19,338; Non-Prem. Cable: 11,180; Local TV: 10,366 reaching Adults 18 or older who listened to KNIX-FM in the past 7 days.





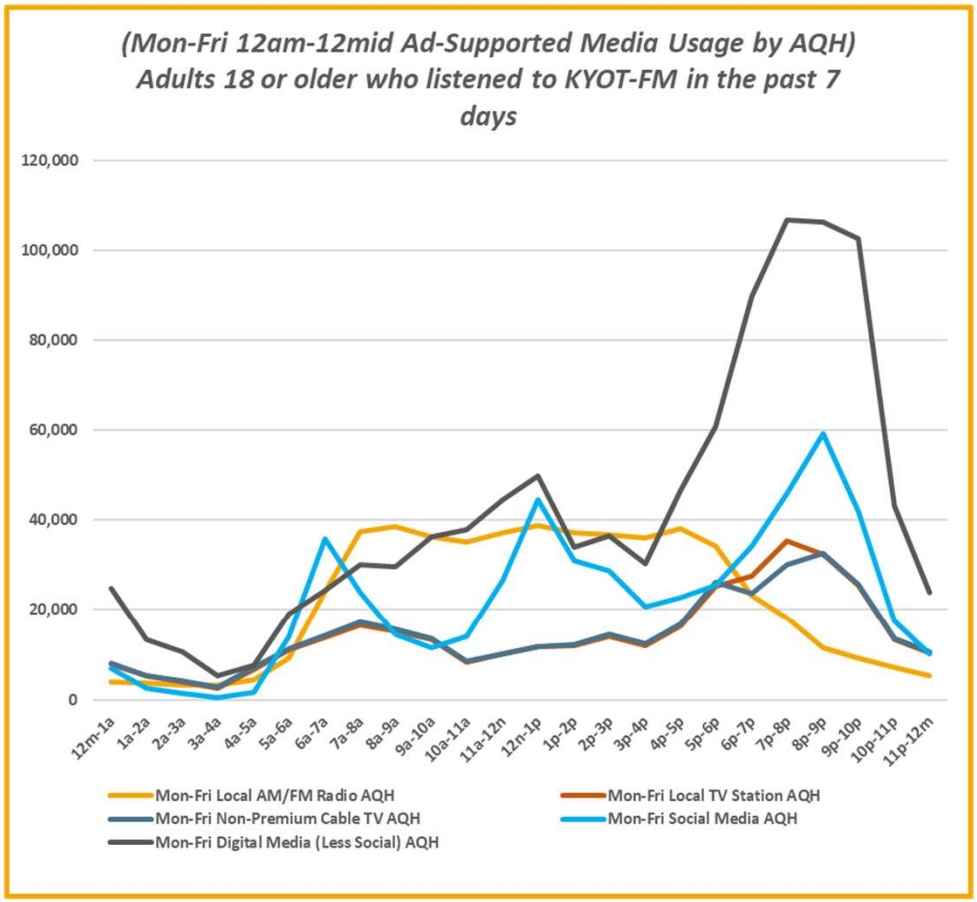
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 212

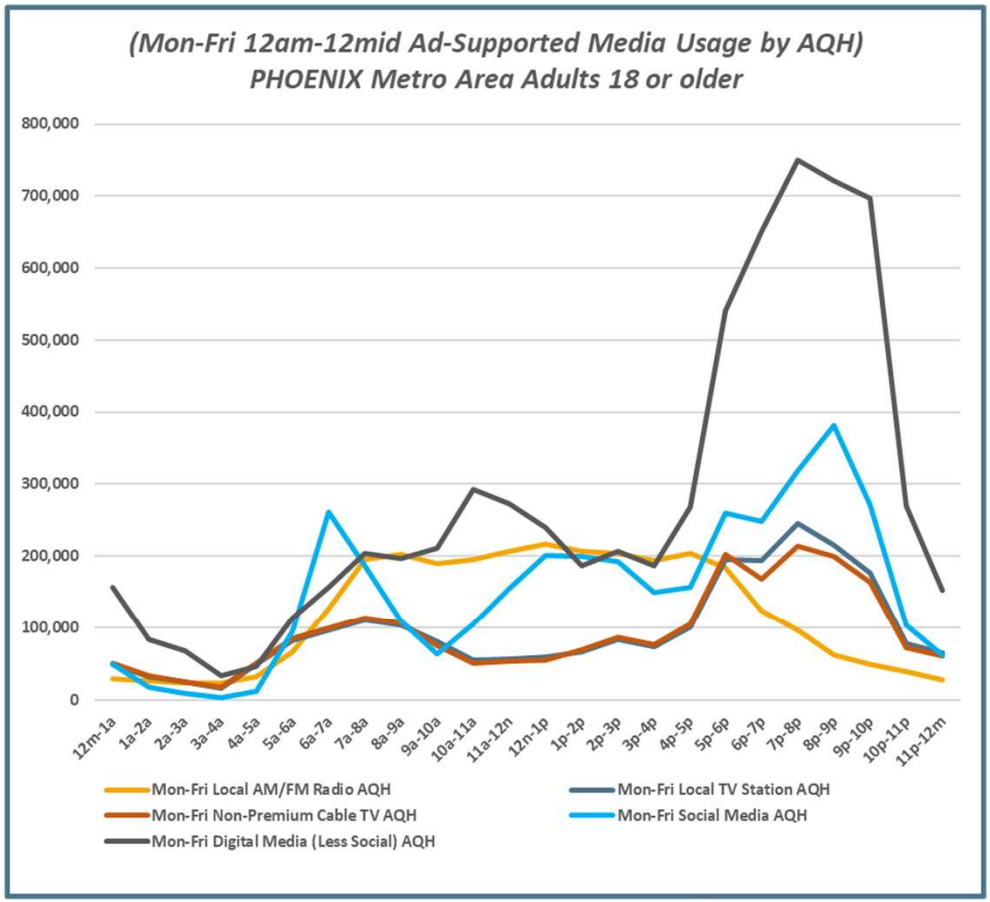
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(Radio Stations: KNIX-FM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 42,391; Local Radio: 34,911; Social Media: 25,691; Non-Prem. Cable: 15,171; Local TV: 15,106 reaching Adults 18 or older who listened to KYOT-FM in the past 7 days.





PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 288

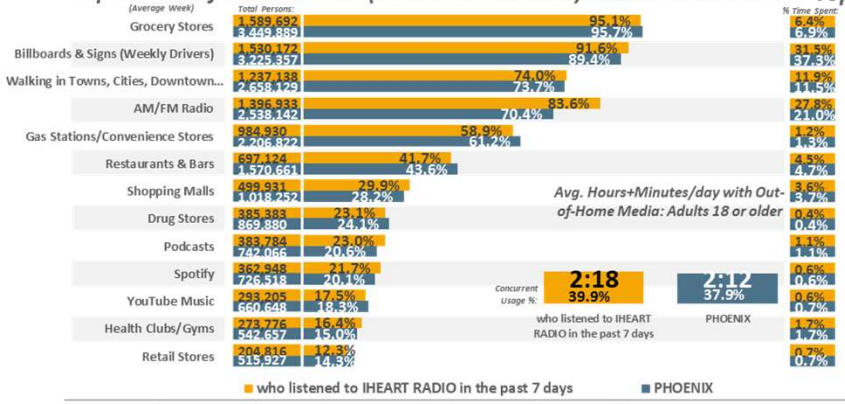
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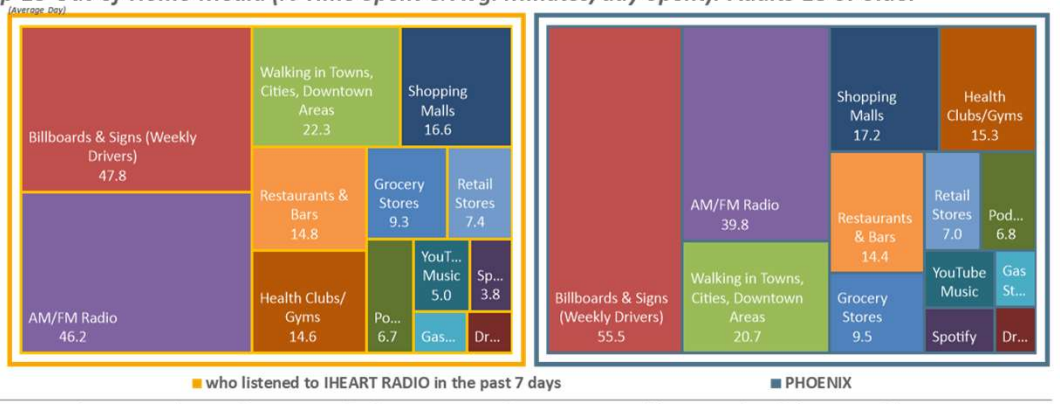
(Radio Stations: KYOT-FM)

1,530,172 or 91.6% of Adults 18 or older who listened to IHEART RADIO in the past 7 days spend an average of 47.8 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 44.1 minutes/day.

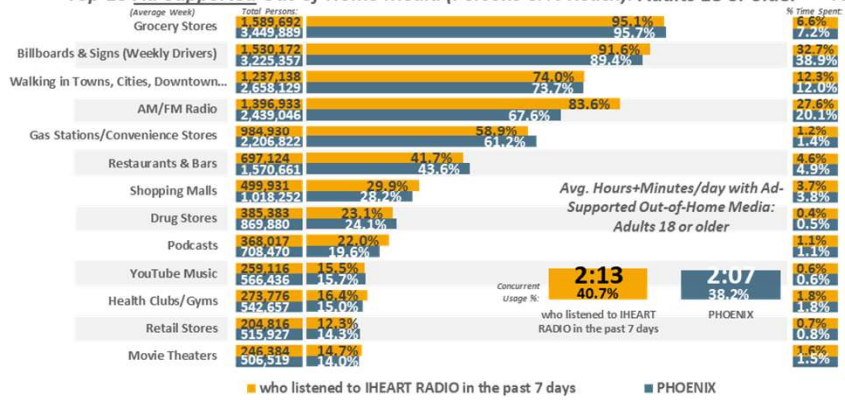
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



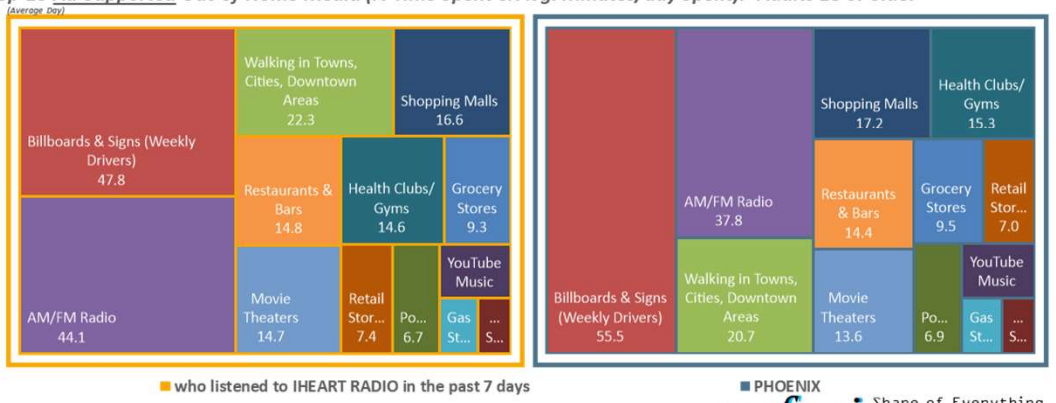
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 855

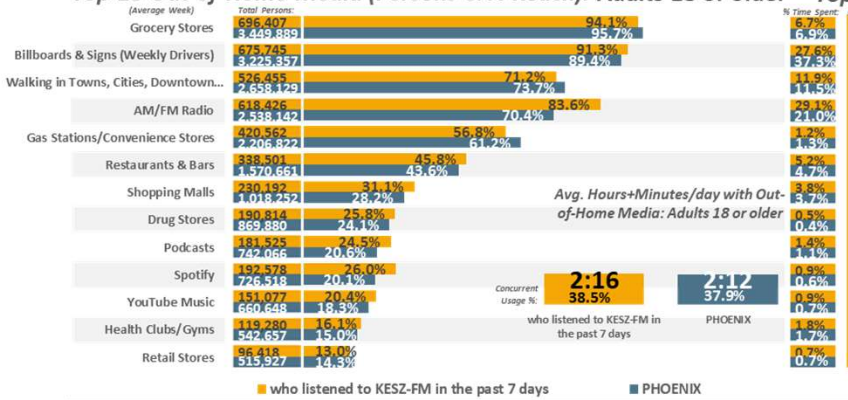
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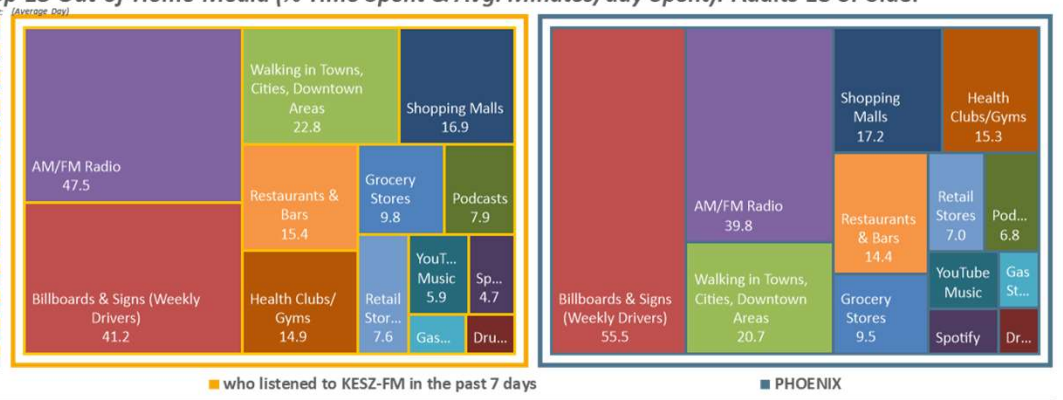
(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)

675,745 or 91.3% of Adults 18 or older who listened to KESZ-FM in the past 7 days spend an average of 41.2 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 46.2 minutes/day.

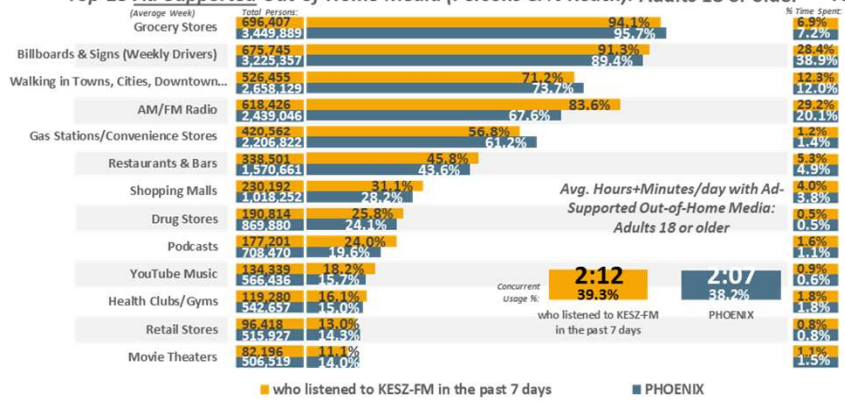
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



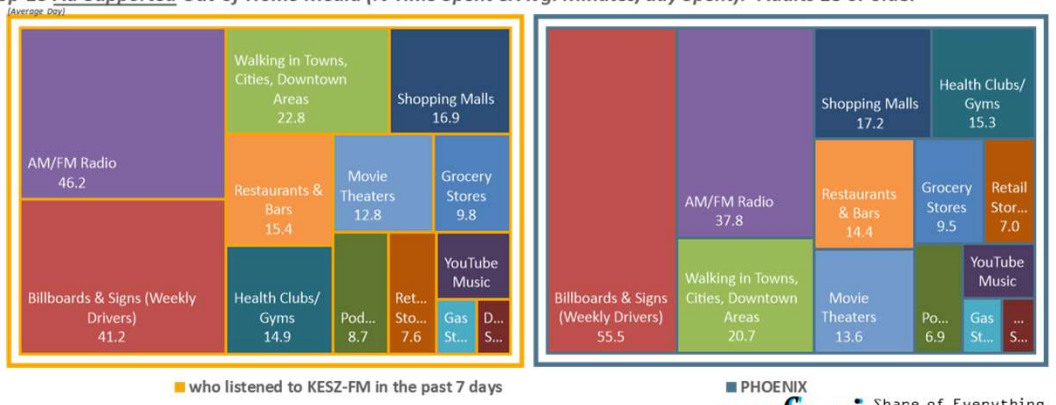
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 327

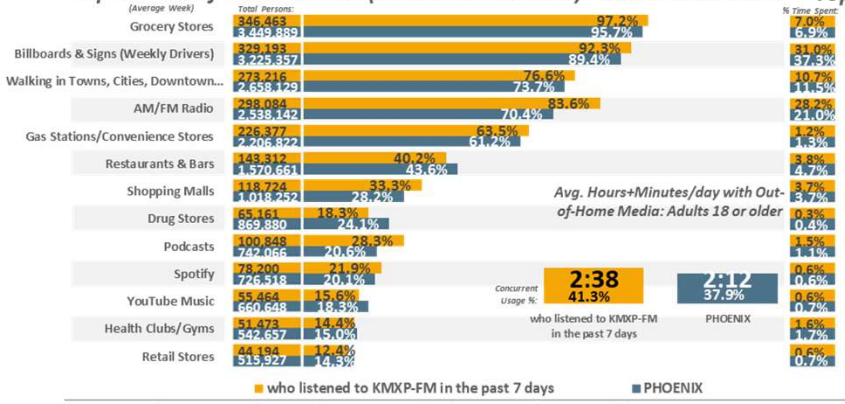
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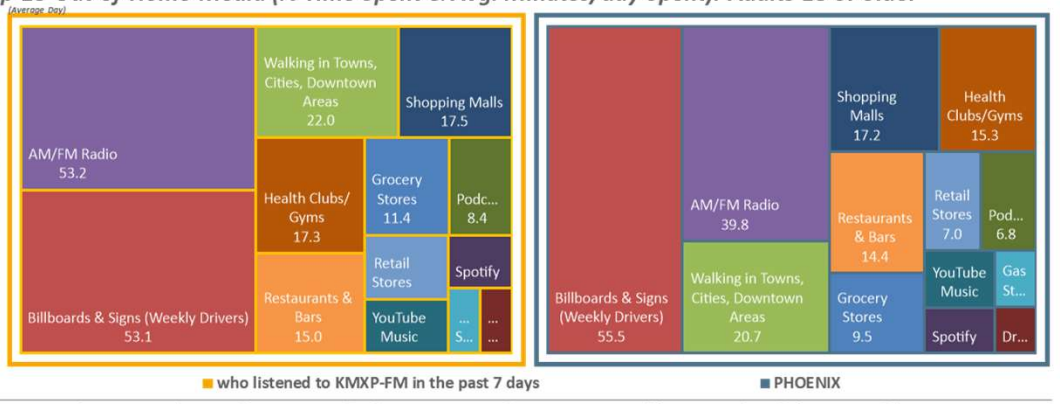
(Radio Stations: KESZ-FM)

329,193 or 92.3% of Adults 18 or older who listened to KMXP-FM in the past 7 days spend an average of 53.1 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 52. minutes/day.

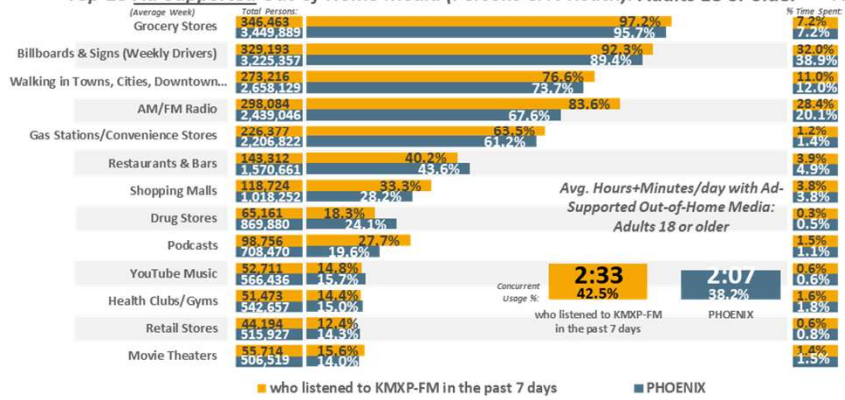
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 170

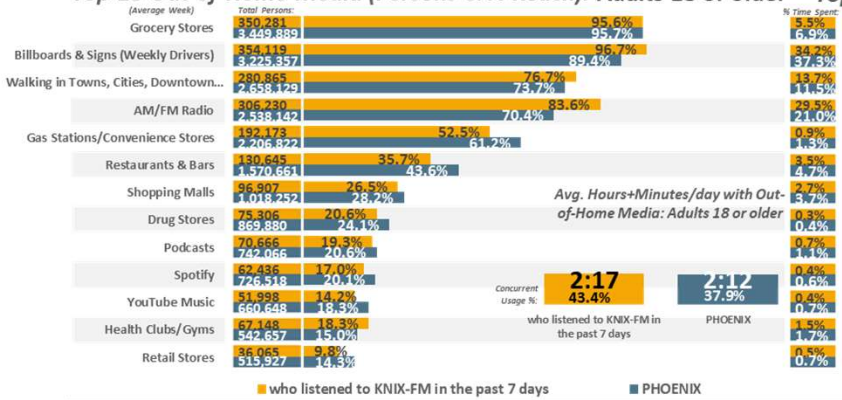
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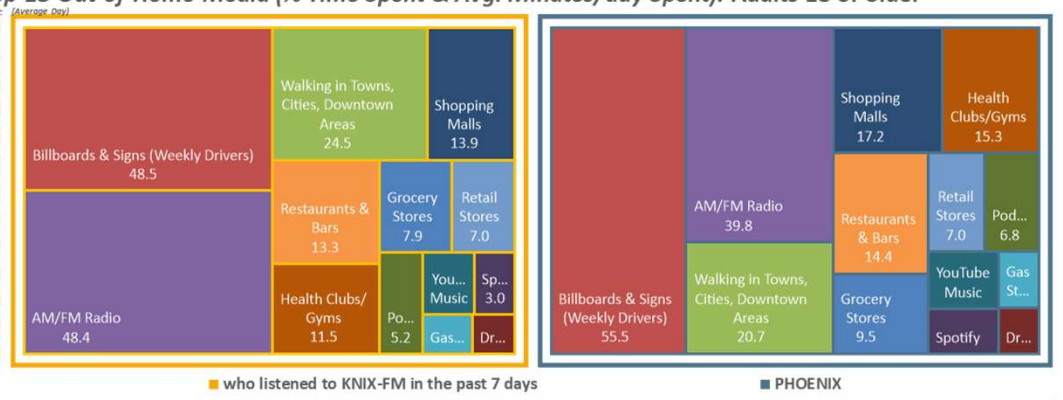
(Radio Stations: KMXP-FM)

354,119 or 96.7% of Adults 18 or older who listened to KNIX-FM in the past 7 days spend an average of 48.5 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 47. minutes/day.

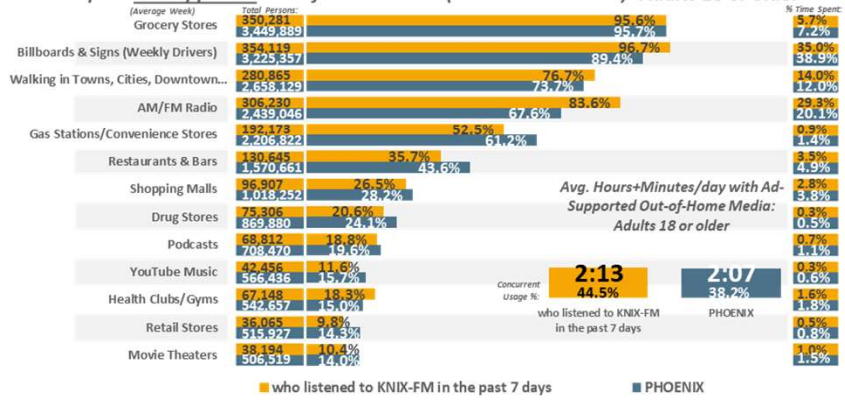
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



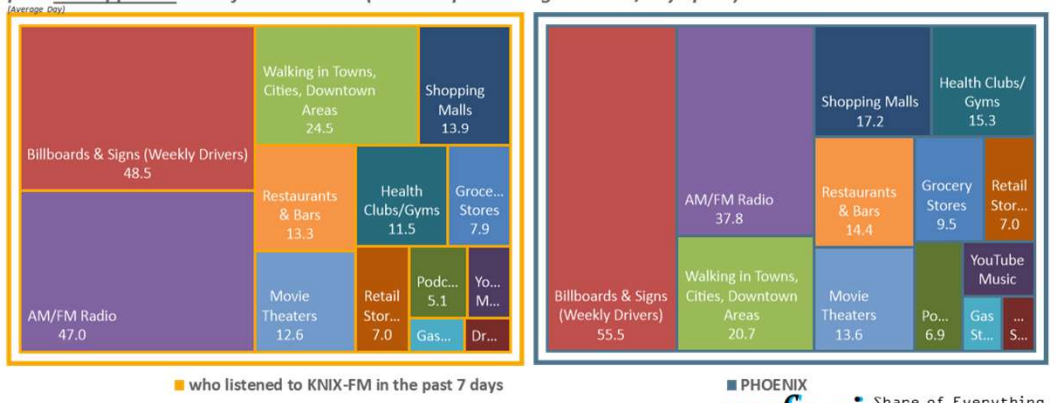
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 212

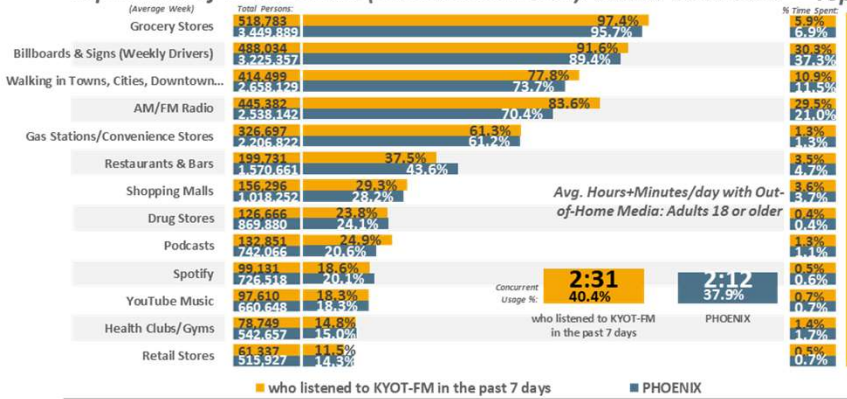
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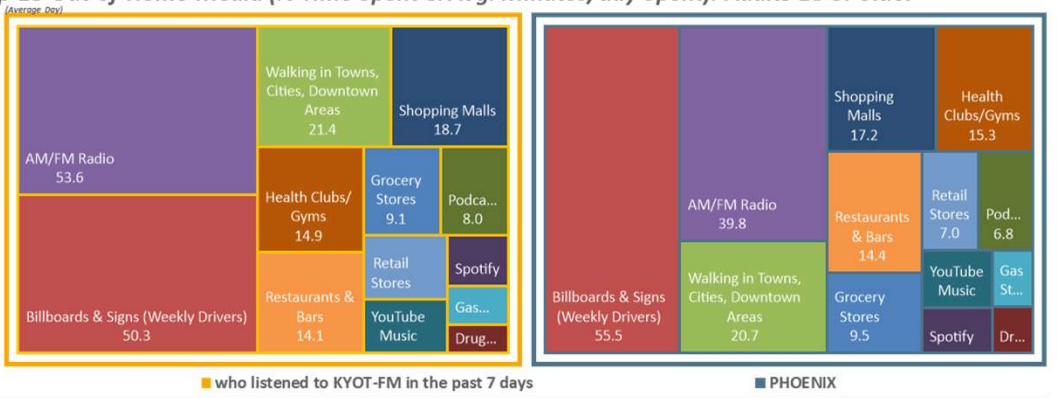
(Radio Stations: KNIX-FM)

488,034 or 91.6% of Adults 18 or older who listened to KYOT-FM in the past 7 days spend an average of 50.3 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 48.7 minutes/day.

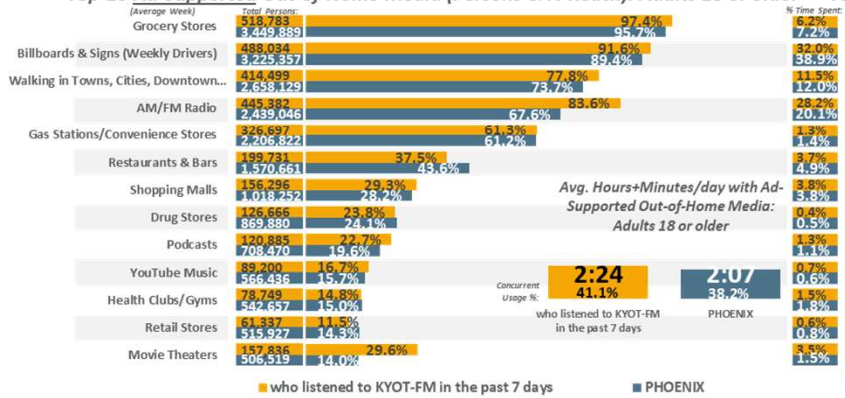
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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



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



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 288

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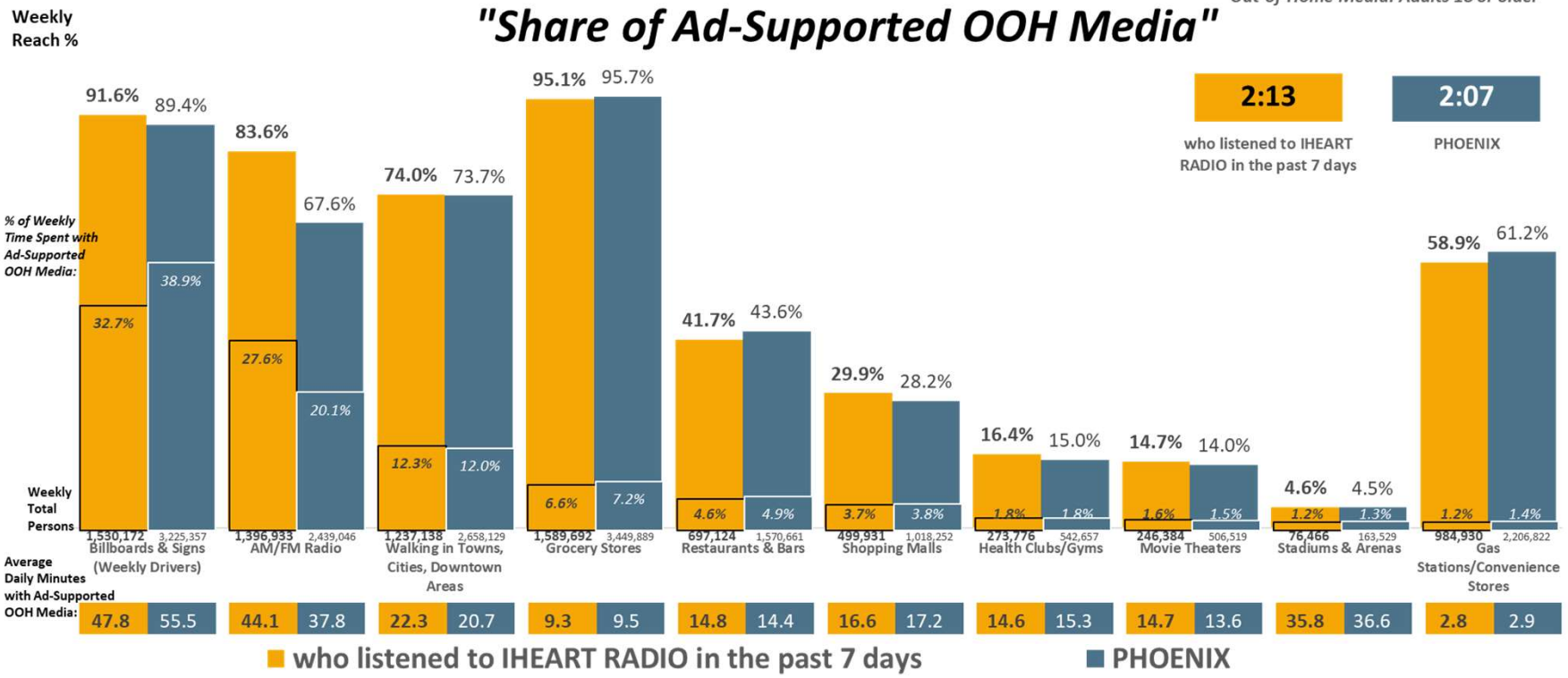
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(Radio Stations: KYOT-FM)

1,530,172 or 91.6% of Adults 18 or older who listened to IHEART RADIO in the past 7 days spend an average of 47.8 minutes per day driving, seeing Billboards and Signs representing 32.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 855 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

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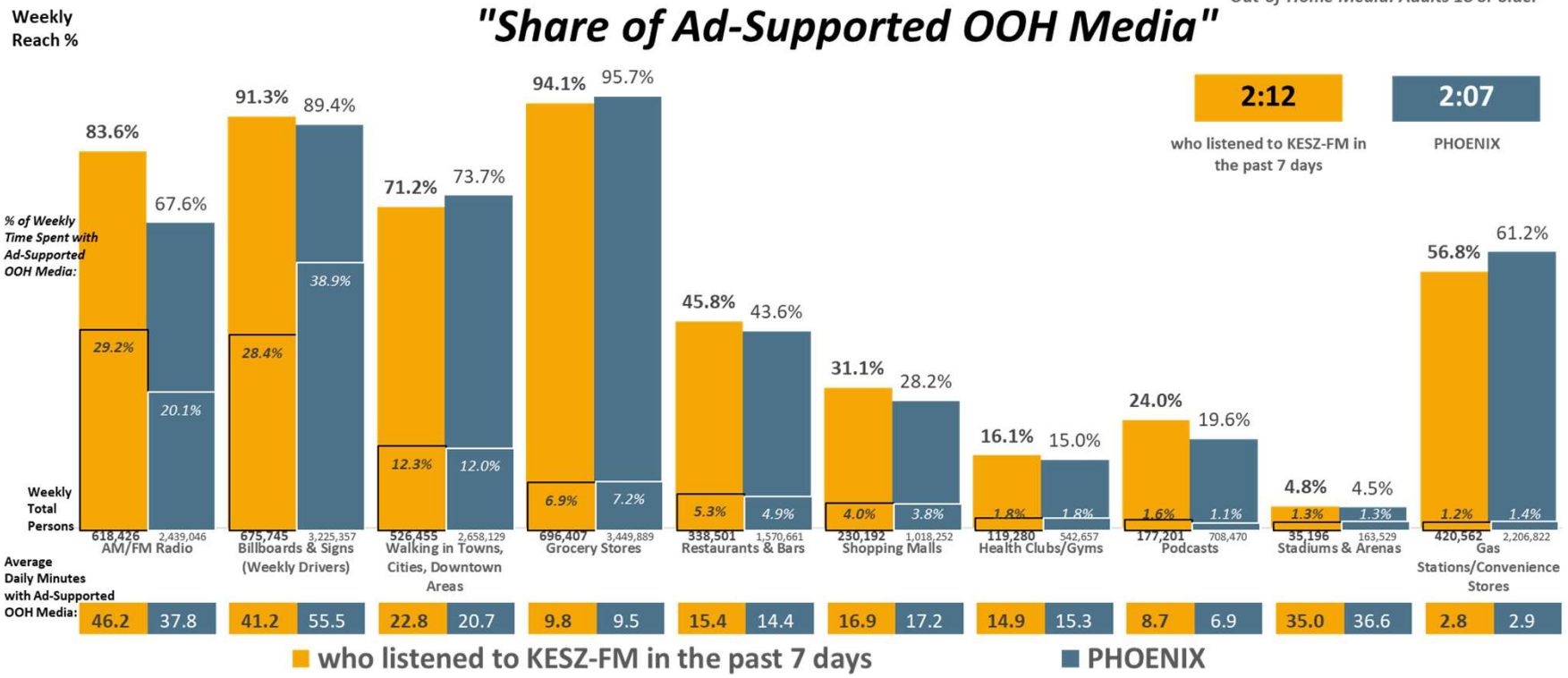
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(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)

675,745 or 91.3% of Adults 18 or older who listened to KESZ-FM in the past 7 days spend an average of 41.2 minutes per day driving, seeing Billboards and Signs representing 28.4% 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

"Share of Ad-Supported OOH Media"



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 327 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

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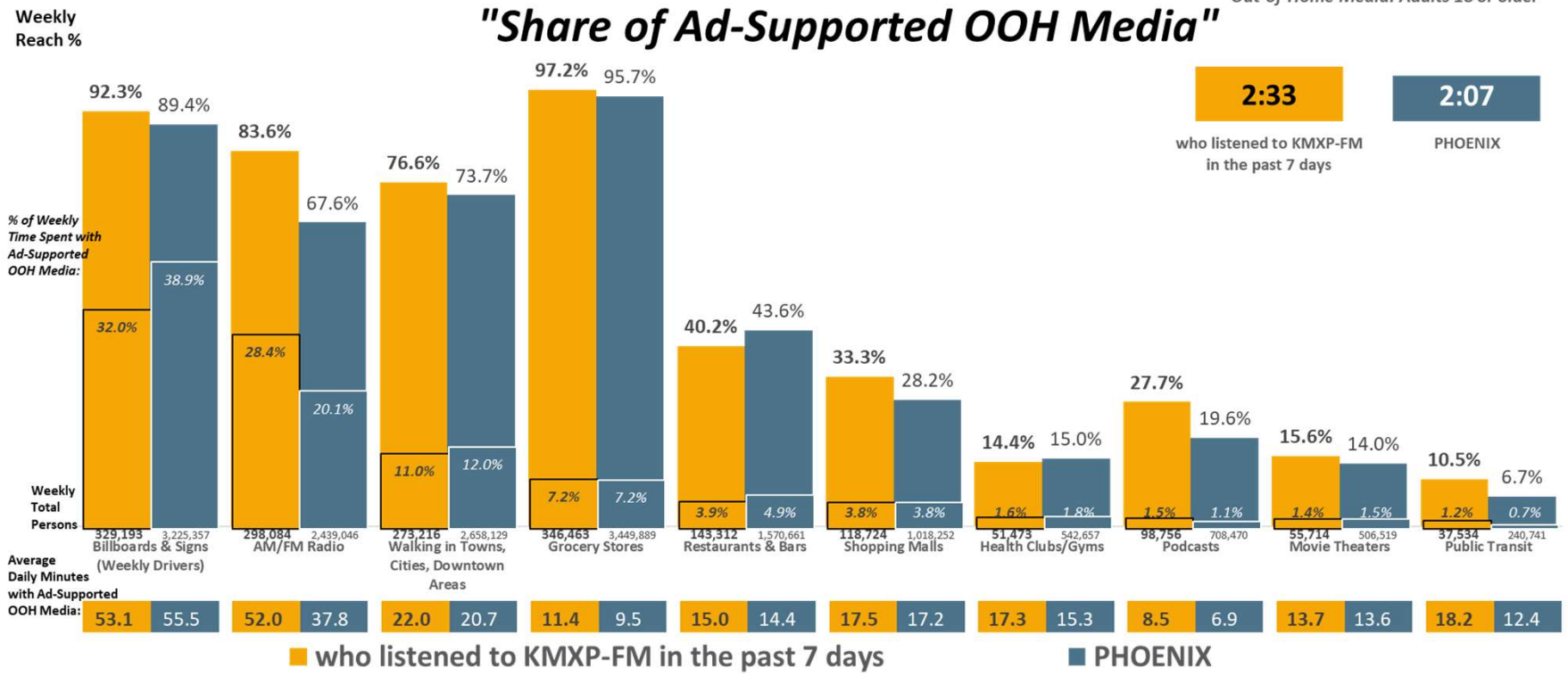
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(Radio Stations: KESZ-FM)

329,193 or 92.3% of Adults 18 or older who listened to KMXP-FM in the past 7 days spend an average of 53.1 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

"Share of Ad-Supported OOH Media"



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 170 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

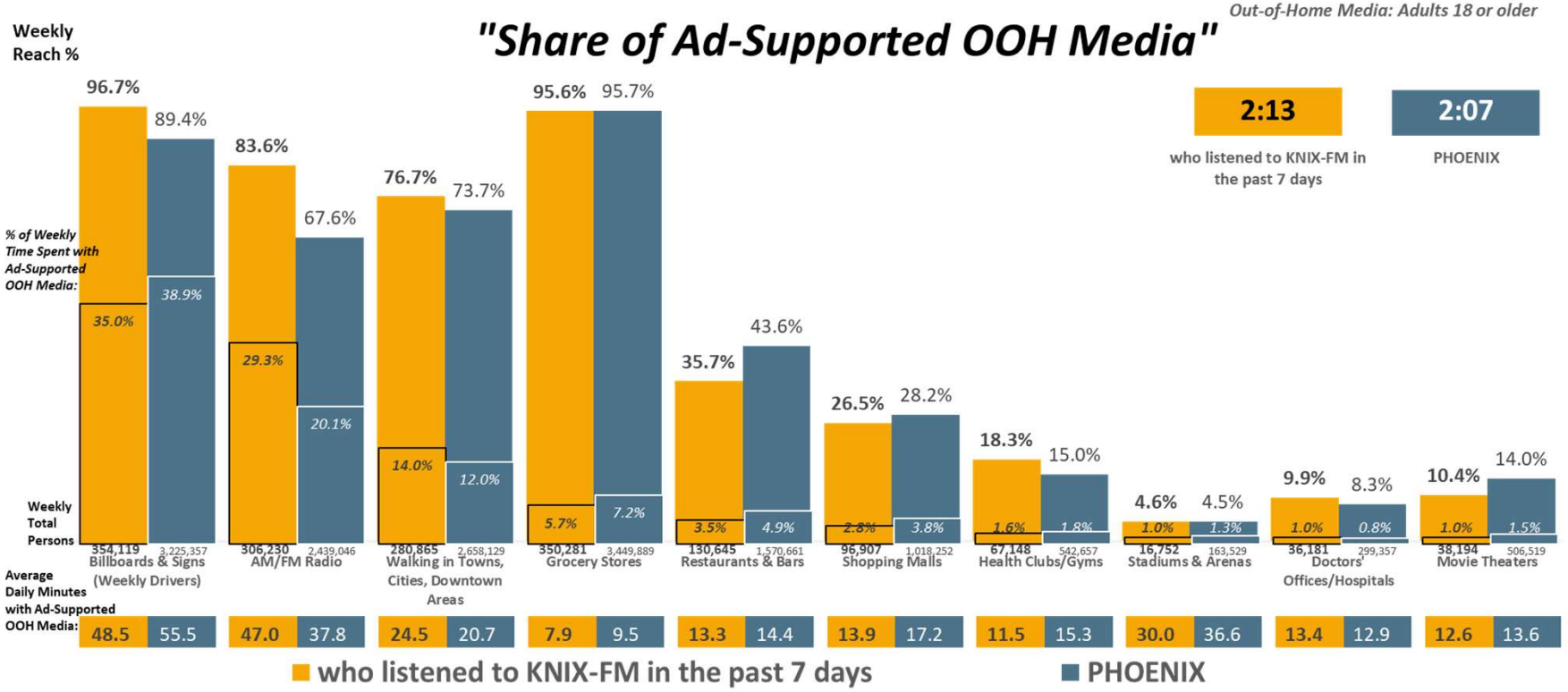
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(Radio Stations: KMXP-FM)

354,119 or 96.7% of Adults 18 or older who listened to KNIX-FM in the past 7 days spend an average of 48.5 minutes per day driving, seeing Billboards and Signs representing 35.% 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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 212 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

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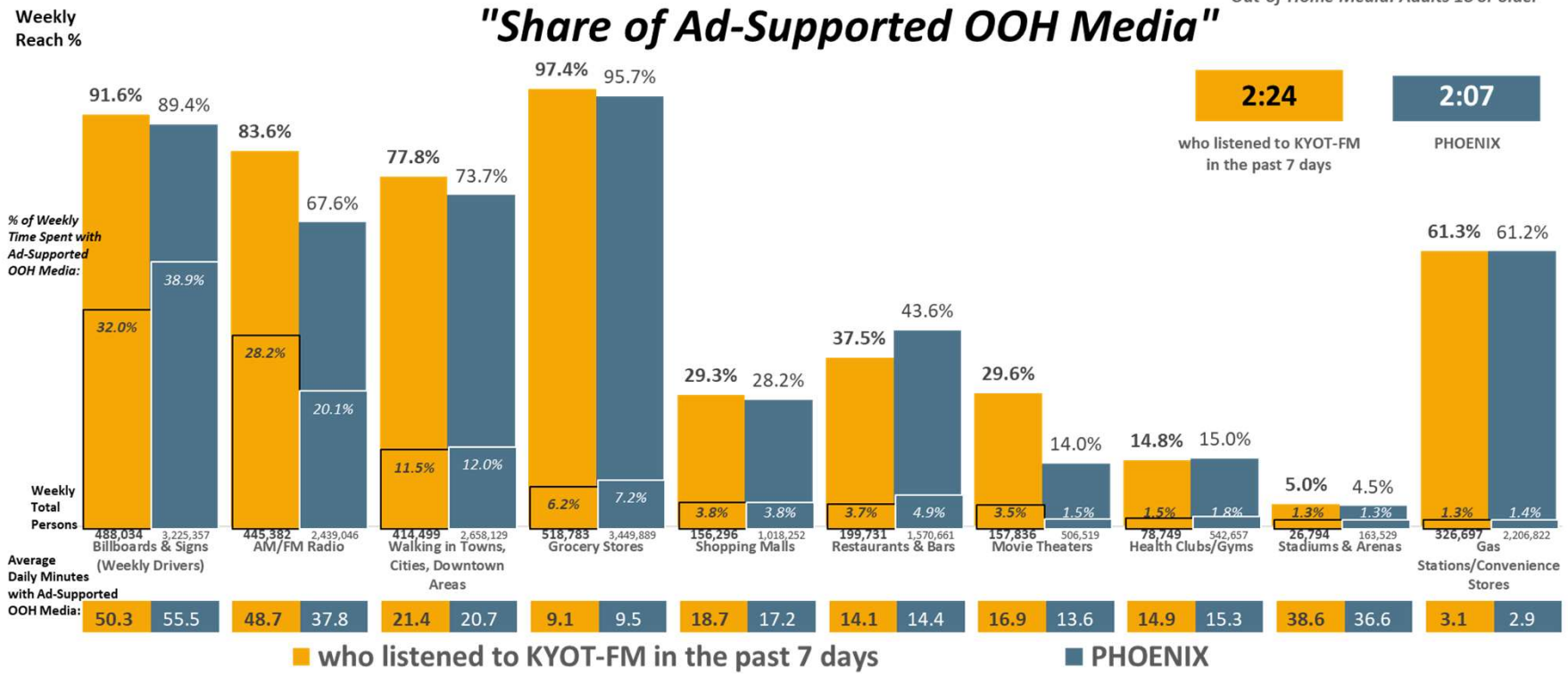
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(Radio Stations: KNIX-FM)

488,034 or 91.6% of Adults 18 or older who listened to KYOT-FM in the past 7 days spend an average of 50.3 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

"Share of Ad-Supported OOH Media"



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 288 PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,891

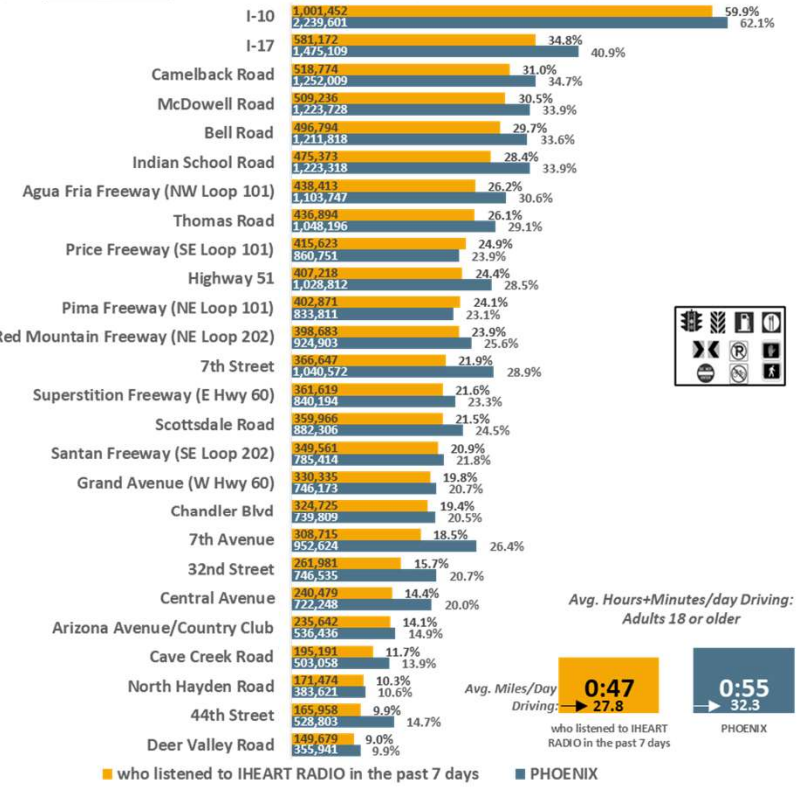
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(Radio Stations: KYOT-FM)

1,530,172 or 91.6% of Adults 18 or older who listened to IHEART RADIO in the past 7 days spend an average of 47.8 minutes per day driving an average of 27.8 miles each day and are 4.3% more likely to use Pima Freeway (NE Loop 101) than the Metro average.

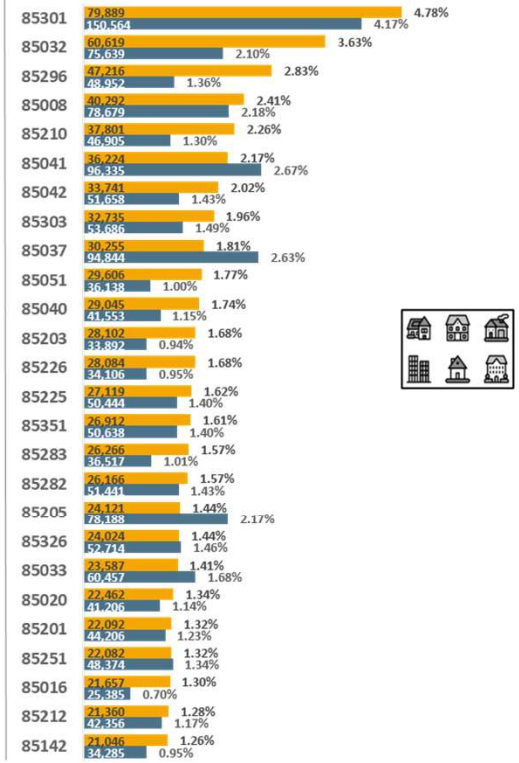
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



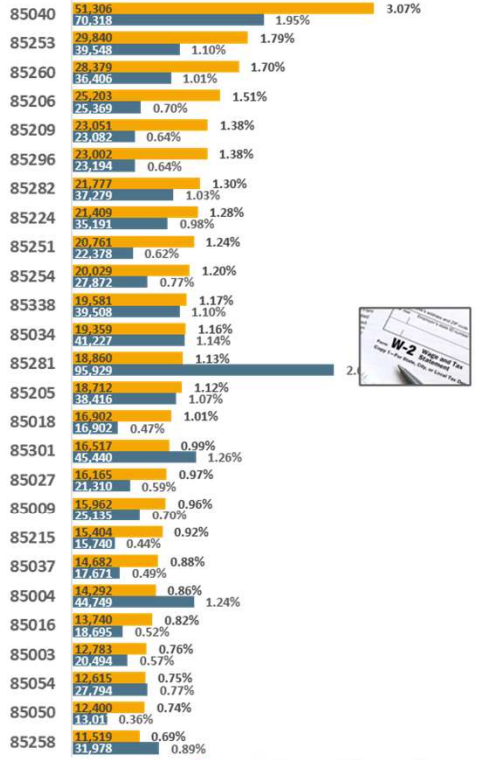
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 27.8

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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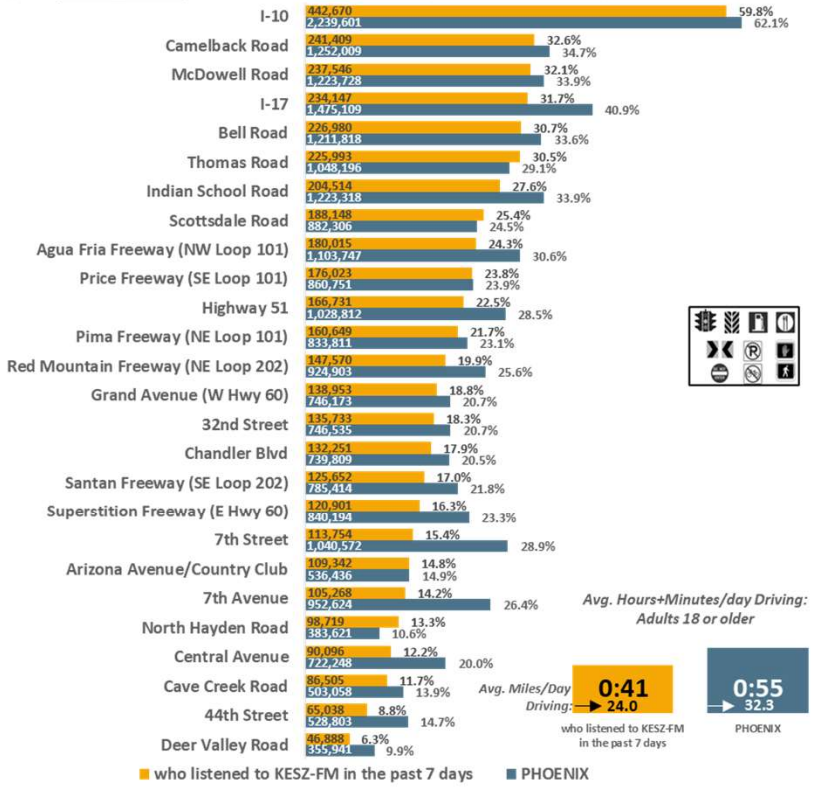
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 855

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(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)

675,745 or 91.3% of Adults 18 or older who listened to KESZ-FM in the past 7 days spend an average of 41.2 minutes per day driving an average of 24. miles each day and are 5.1% more likely to use Thomas Road than the Metro average.

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



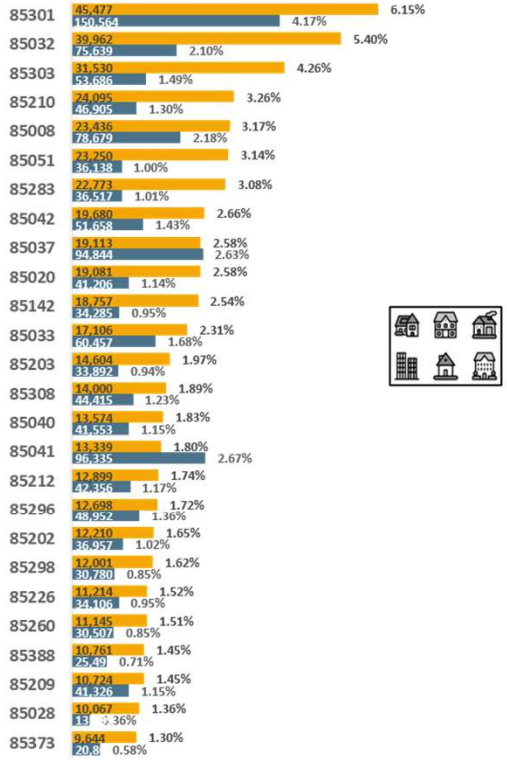
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 24.0

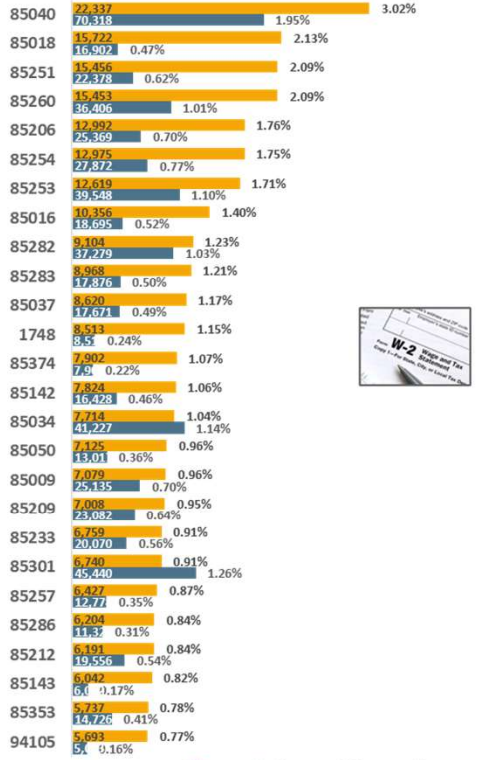
0:41 who listened to KESZ-FM in the past 7 days

0:55 32.3 PHOENIX

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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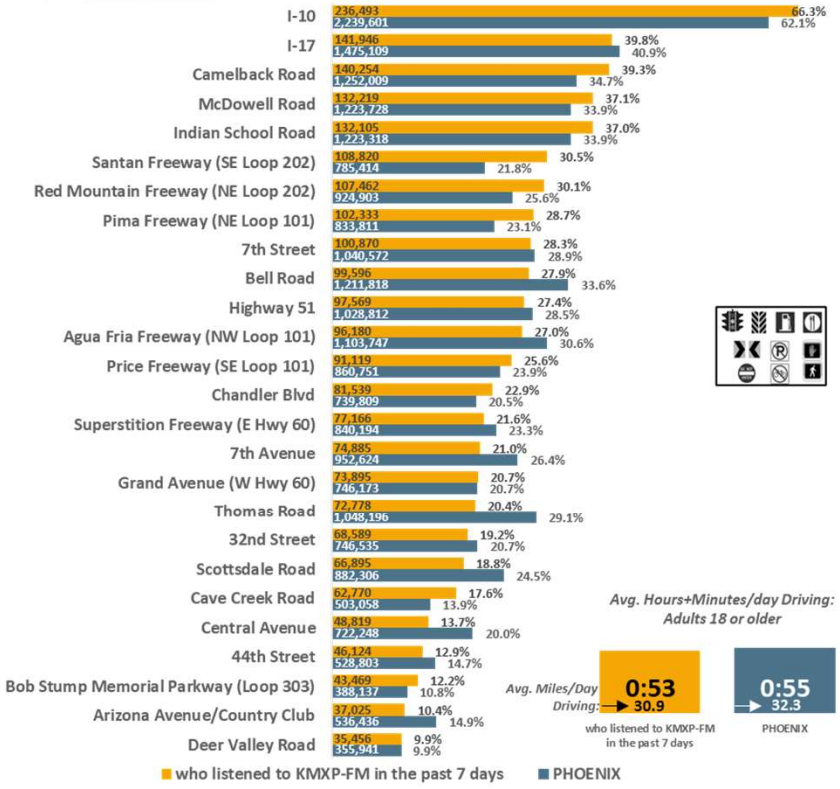
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 327

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(Radio Stations: KESZ-FM)

329,193 or 92.3% of Adults 18 or older who listened to KMXP-FM in the past 7 days spend an average of 53.1 minutes per day driving an average of 30.9 miles each day and are 40.1% more likely to use Santan Freeway (SE Loop 202) than the Metro average.

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



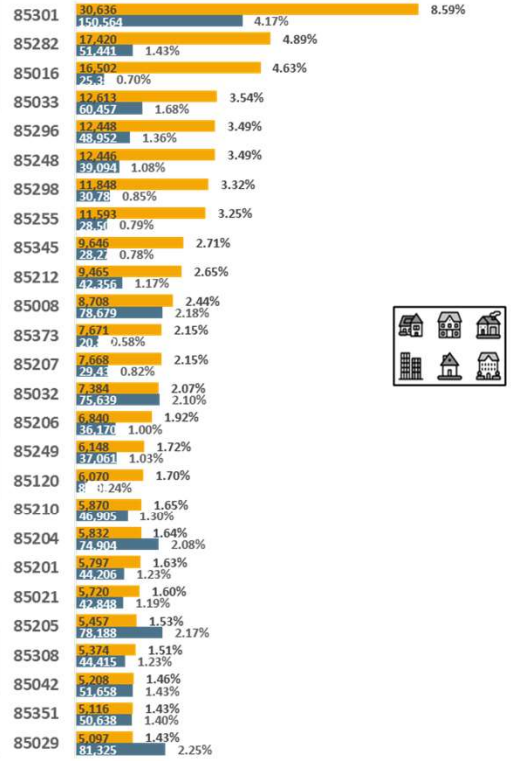
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: → 30.9

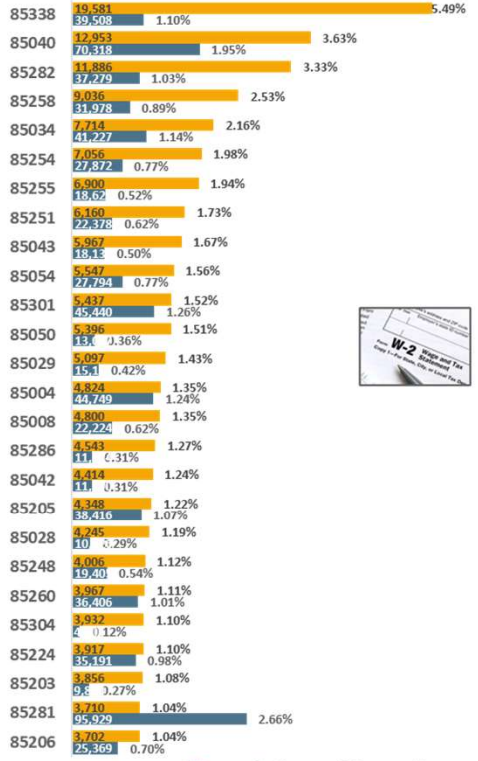
0:53 who listened to KMXP-FM in the past 7 days

0:55 → 32.3 PHOENIX

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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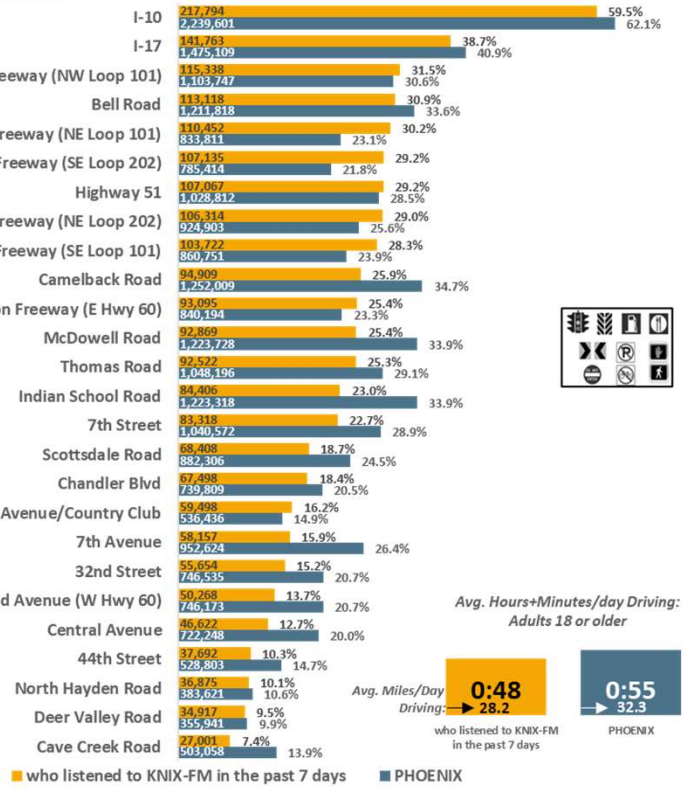
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 170

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(Radio Stations: KMXP-FM)

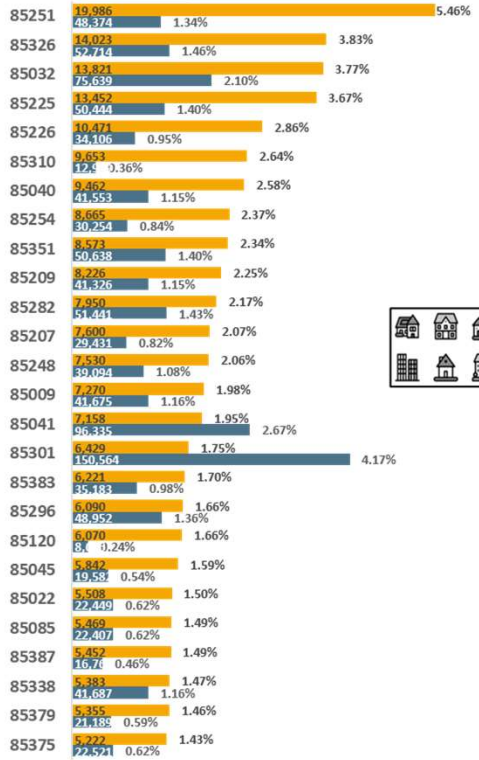
354,119 or 96.7% of Adults 18 or older who listened to KNIX-FM in the past 7 days spend an average of 48.5 minutes per day driving an average of 28.2 miles each day and are 34.3% more likely to use Santan Freeway (SE Loop 202) than the Metro average.

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

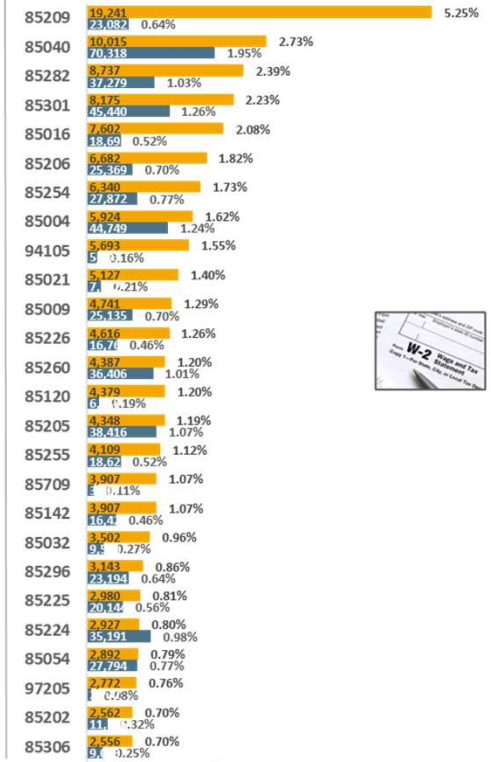


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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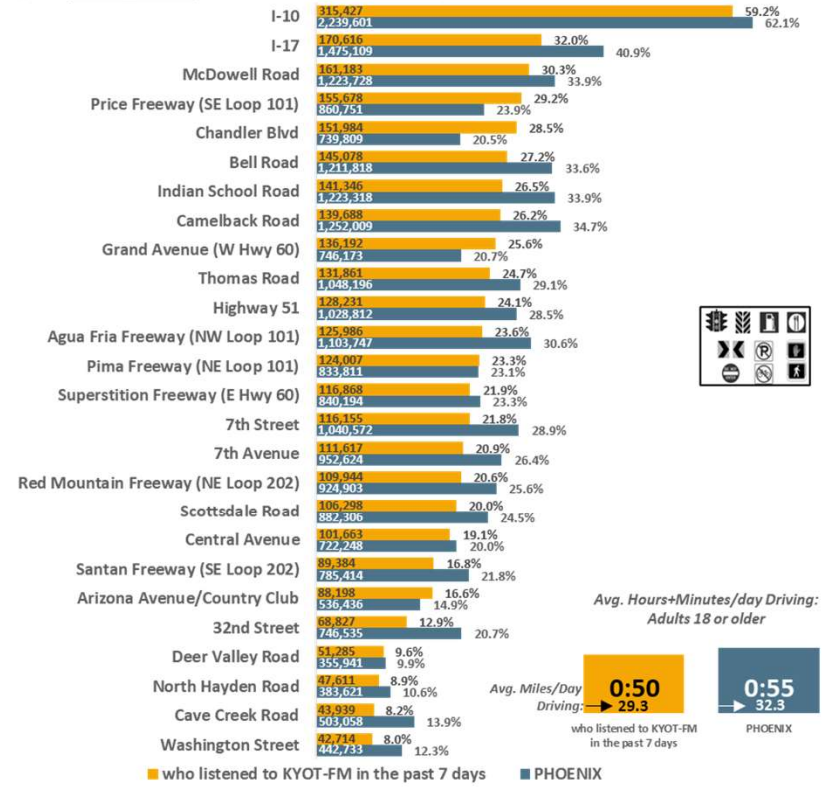
PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 212

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(Radio Stations: KNIX-FM)

488,034 or 91.6% of Adults 18 or older who listened to KYOT-FM in the past 7 days spend an average of 50.3 minutes per day driving an average of 29.3 miles each day and are 39.1% more likely to use Chandler Blvd than the Metro average.

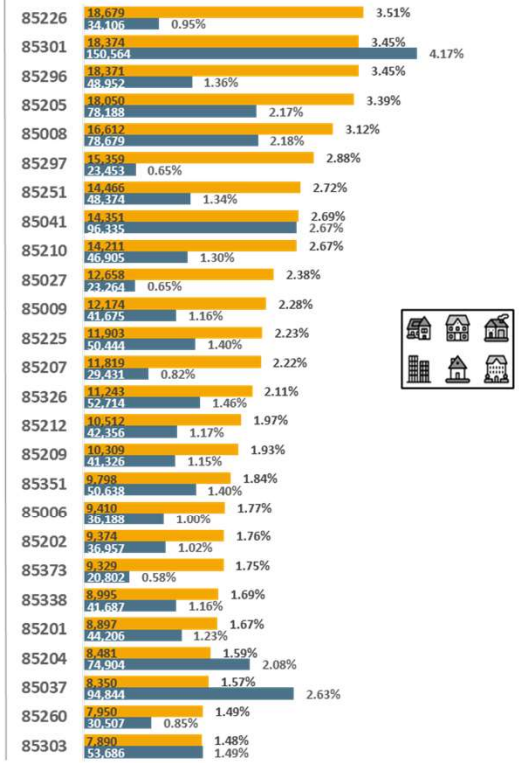
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



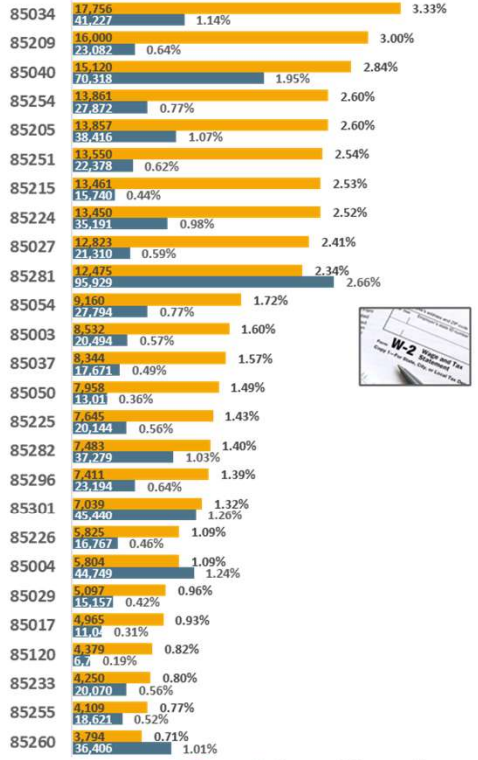
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



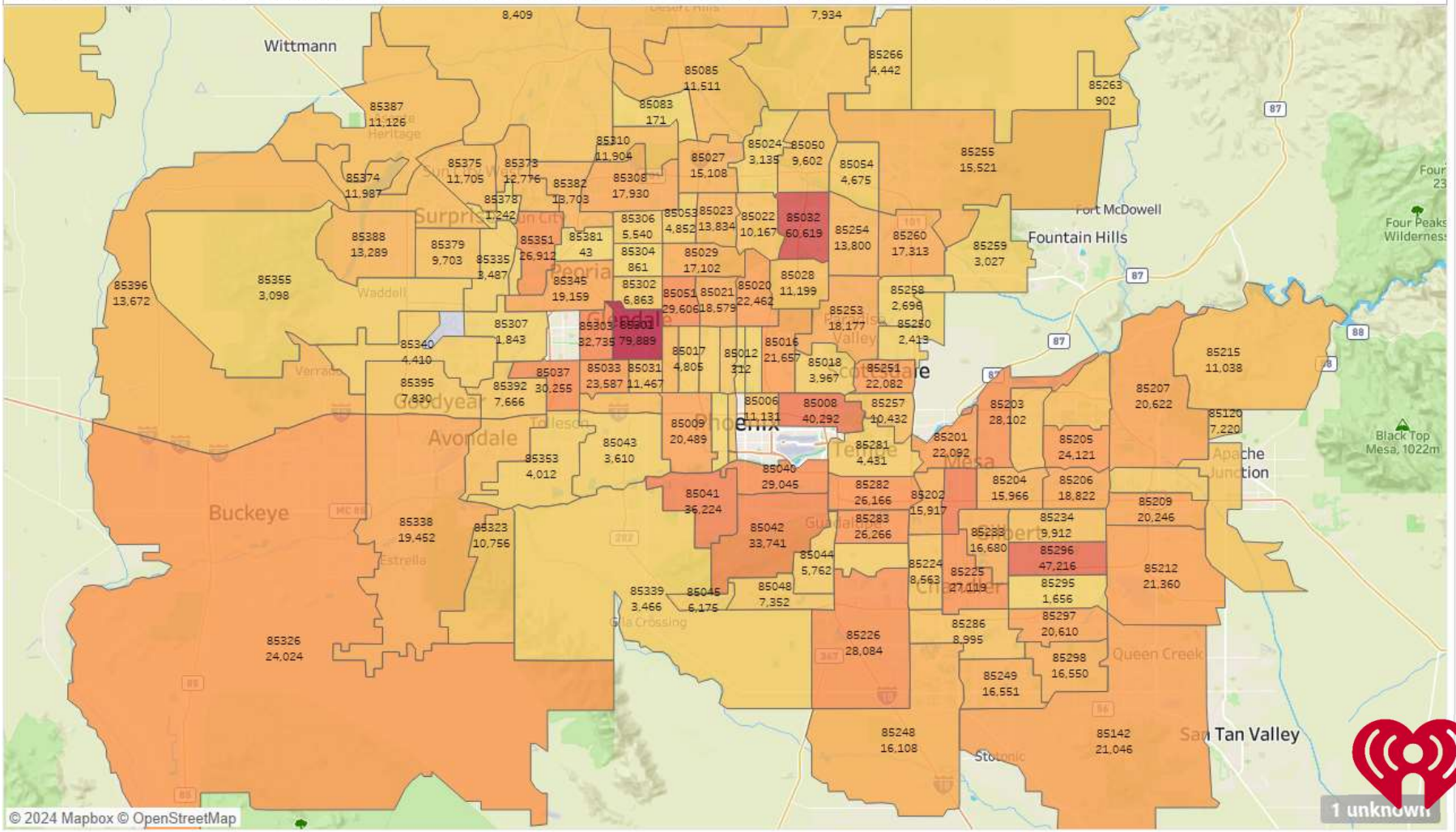
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(Radio Stations: KYOT-FM)

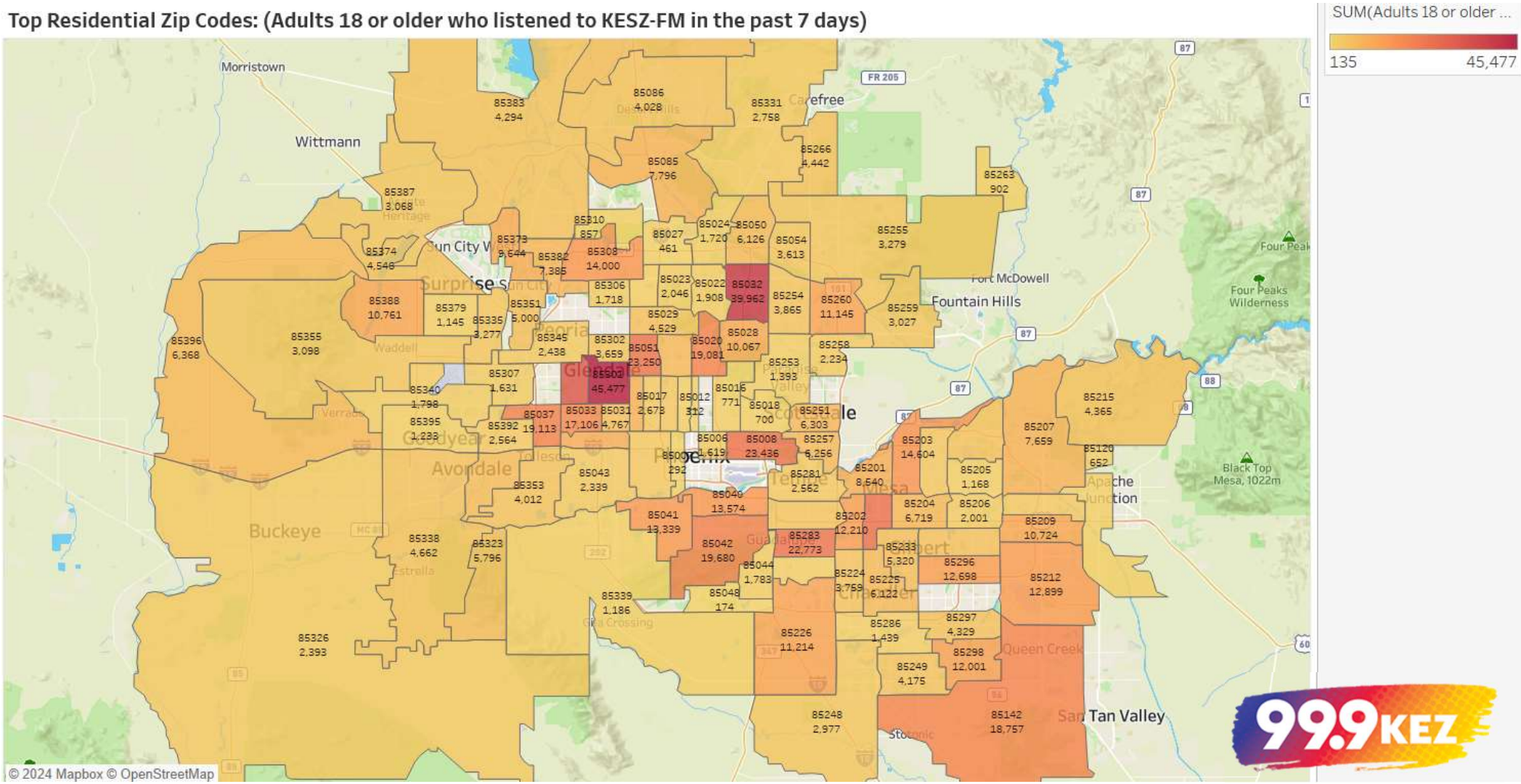
Top Residential Zip Codes: (Adults 18 or older who listened to IHEART RADIO in the past 7 days)



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

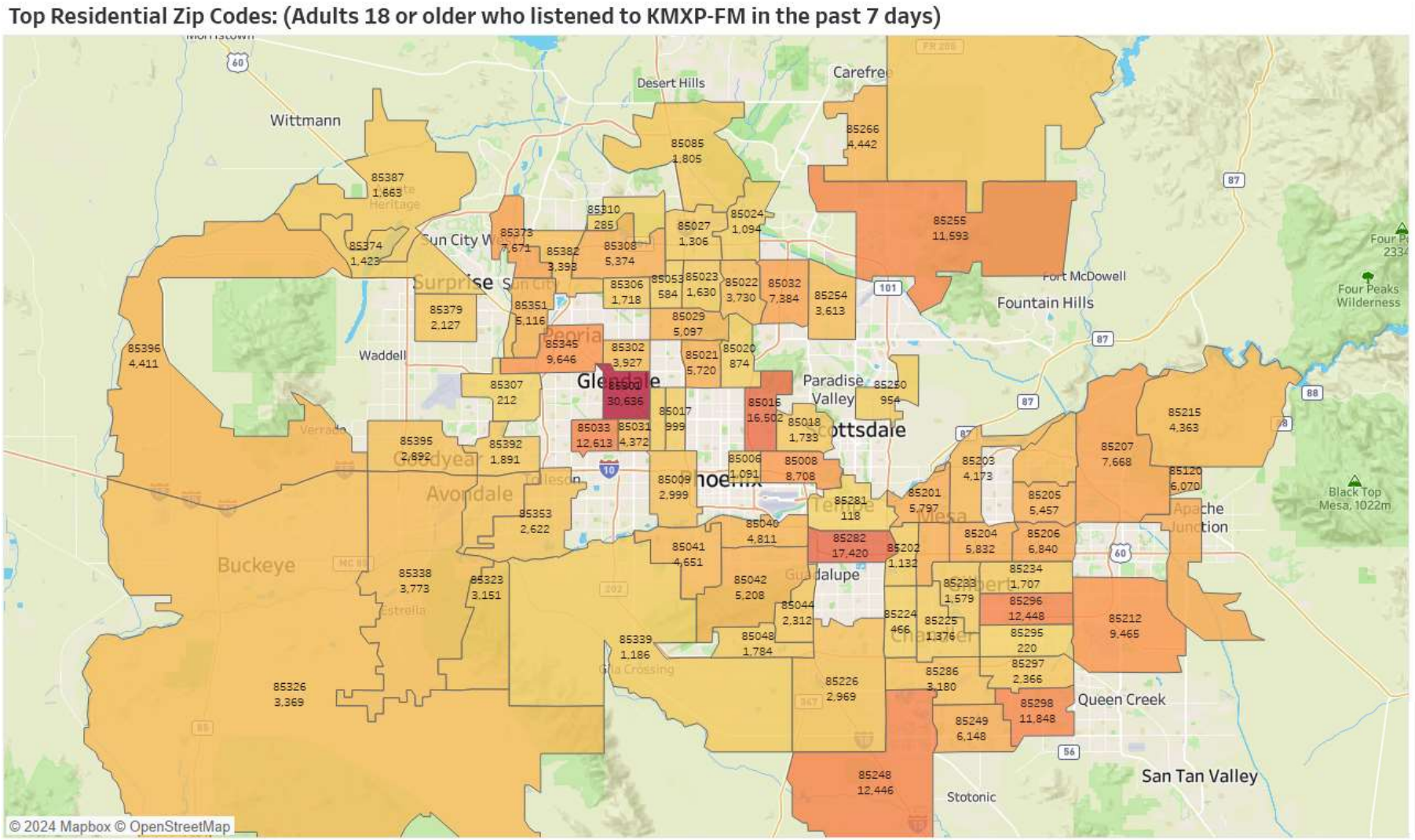


PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 327
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(Radio Stations: KESZ-FM)

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

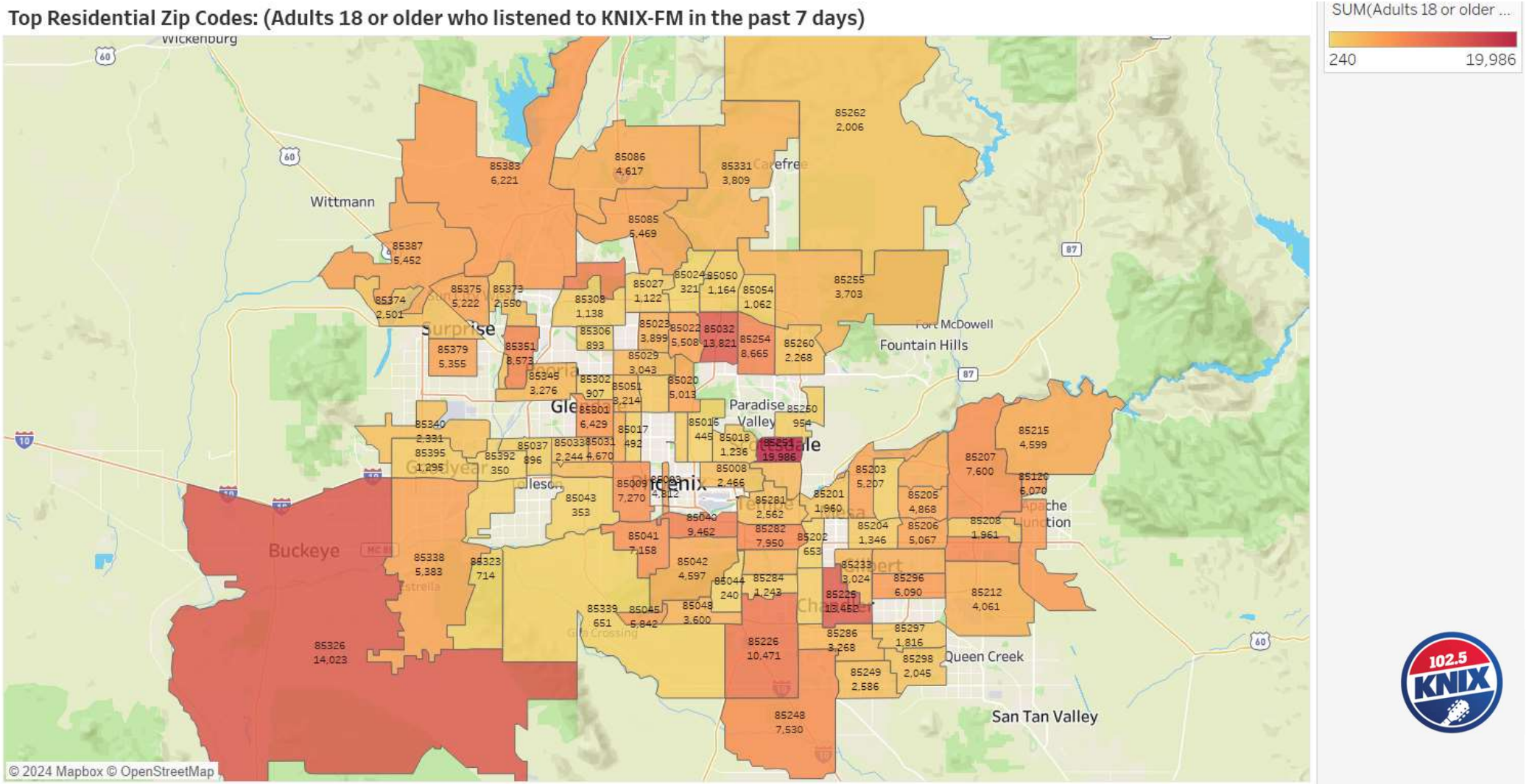


PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 170
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(Radio Stations: KMXP-FM)

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

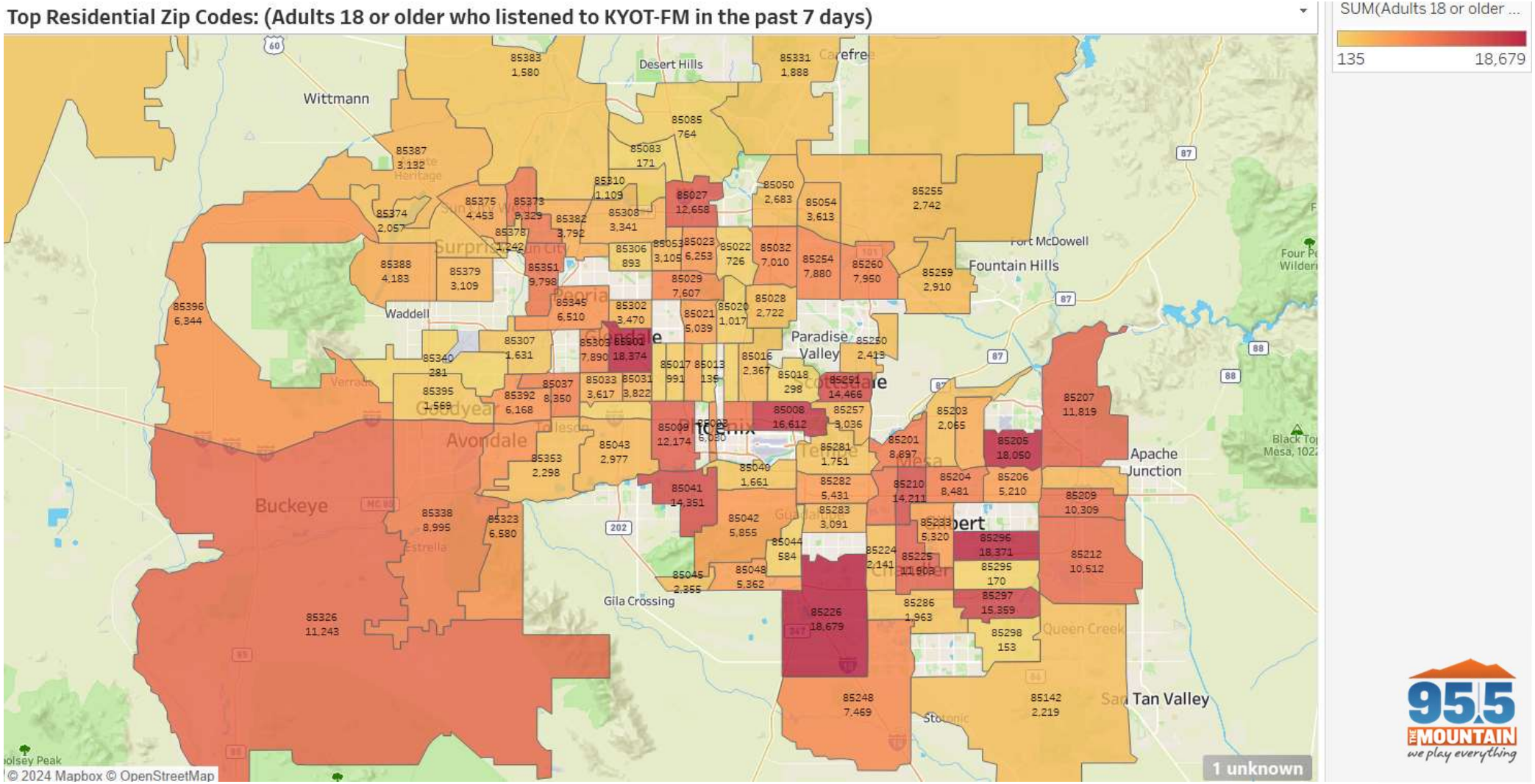


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(Radio Stations: KNIX-FM)

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



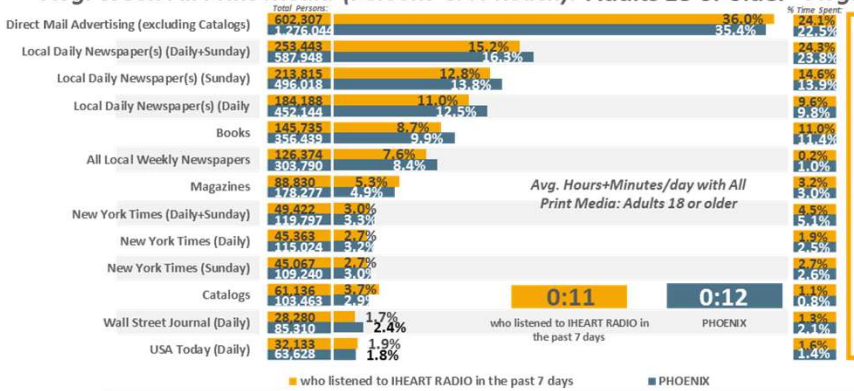
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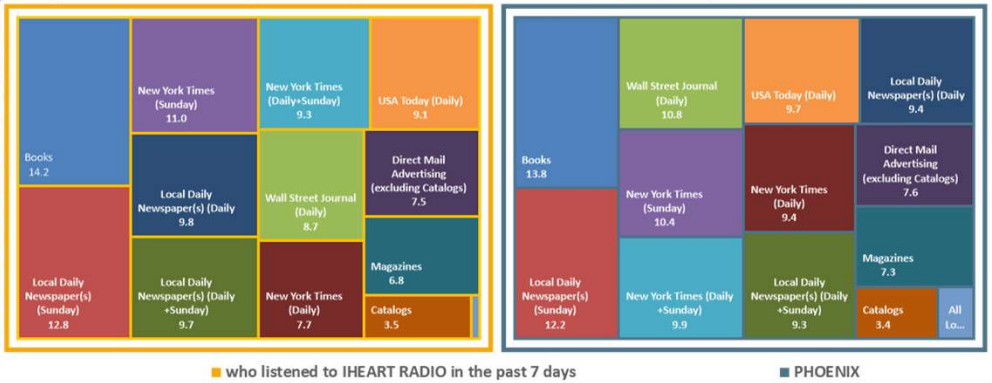
(Radio Stations: KYOT-FM)

253,443 or 15.2% 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 9.7 minutes every day representing 27.3% of all time spent daily with All forms of Print Media.

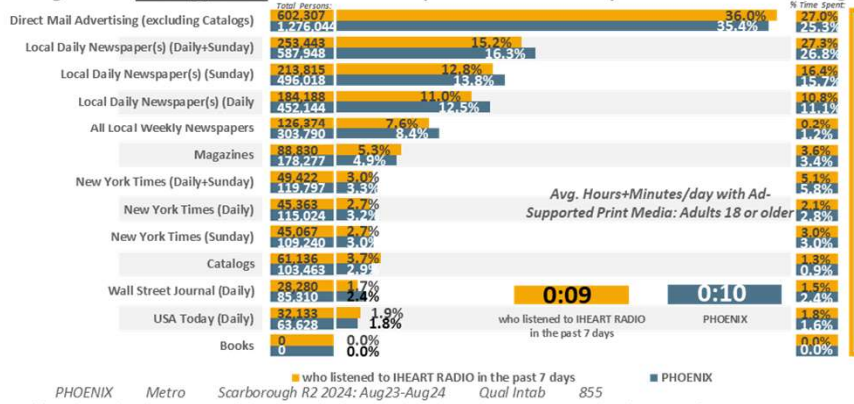
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



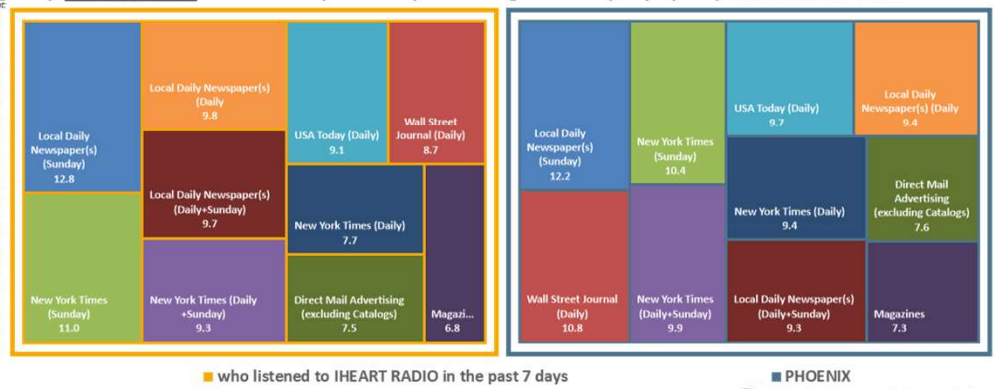
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX Metro Scarborough R2 2024: Aug23-Aug24 Qual Intab 855

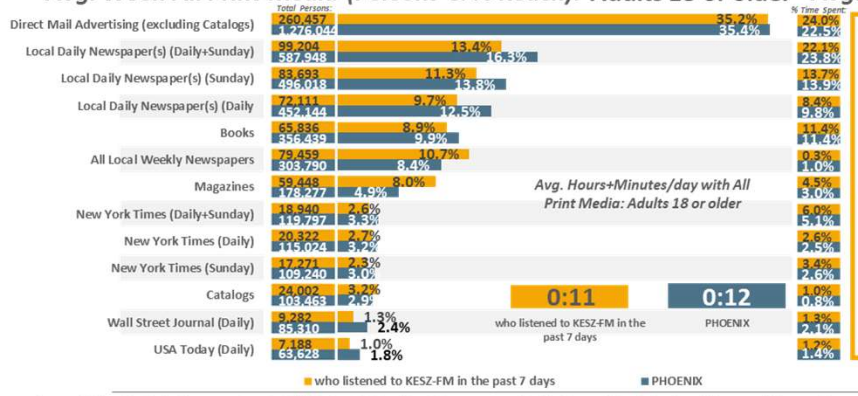
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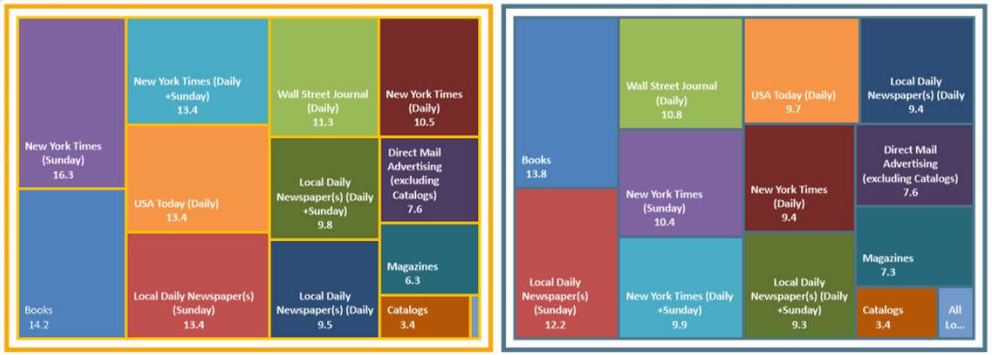
(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)

260,457 or 35.2% of Adults 18 or older who listened to KESZ-FM in the past 7 days read Direct Mail Advertising (excluding Catalogs) for an average of 7.6 minutes every day representing 27.1% of all time spent daily with All forms of Print Media.

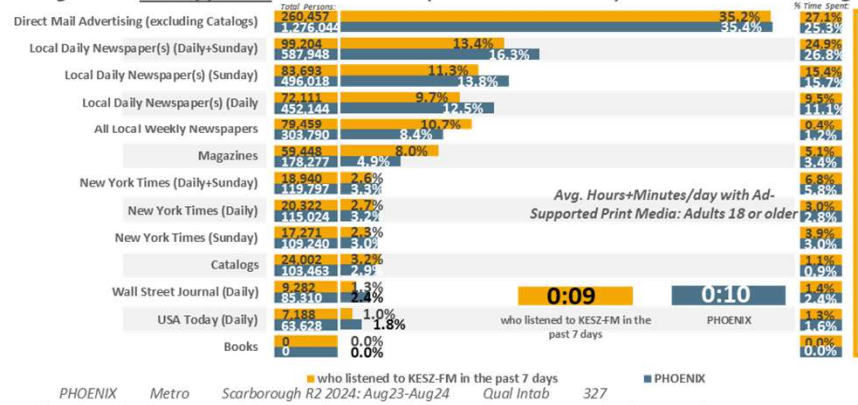
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



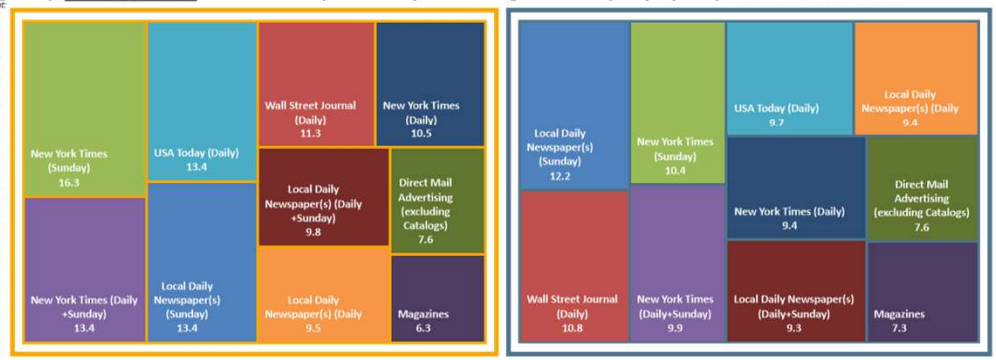
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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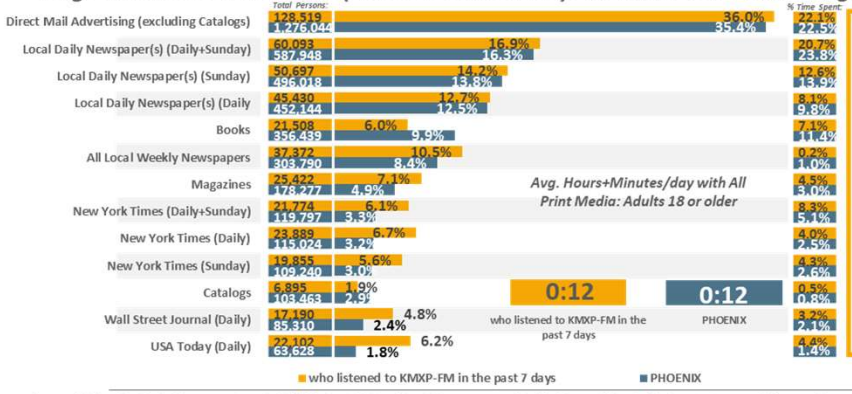
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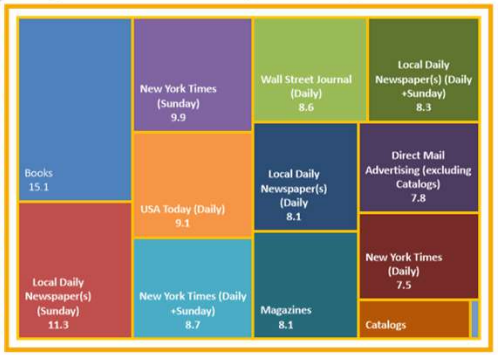
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(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)

128,519 or 36.% of Adults 18 or older who listened to KMXP-FM in the past 7 days read Direct Mail Advertising (excluding Catalogs) for an average of 7.8 minutes every day representing 23.8% of all time spent daily with All forms of Print Media.

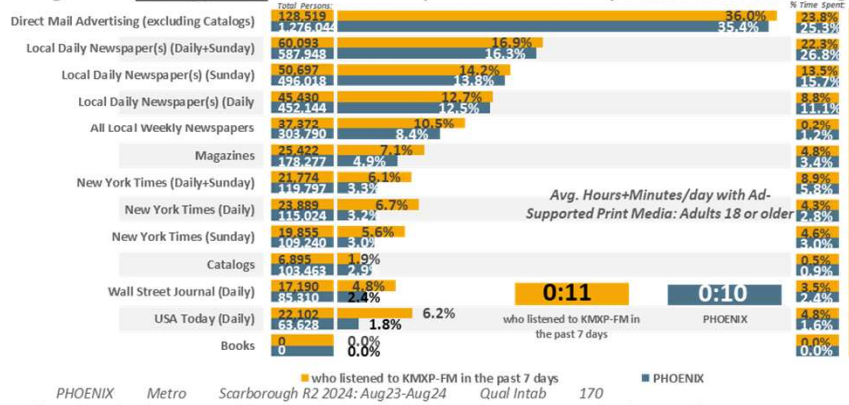
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

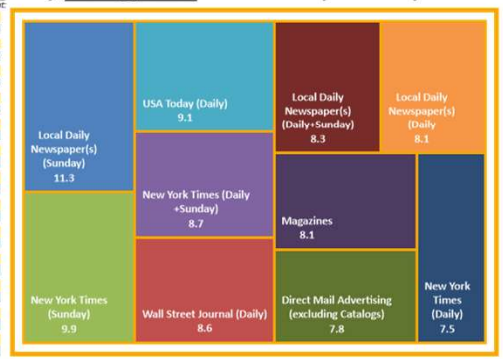


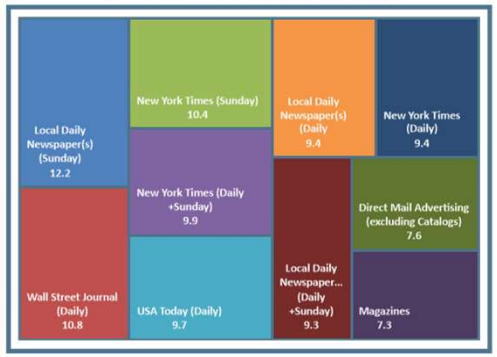




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







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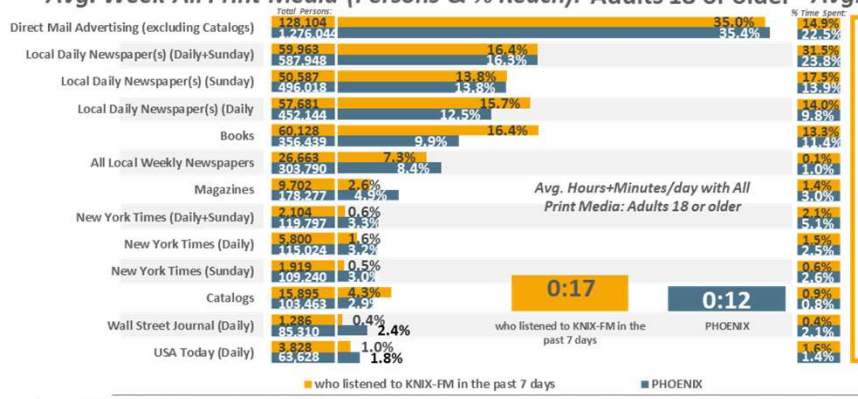
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(Radio Stations: KESZ-FM)

59,963 or 16.4% of Adults 18 or older who listened to KNIX-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 15.9 minutes every day representing 36.4% of all time spent daily with All forms of Print Media.

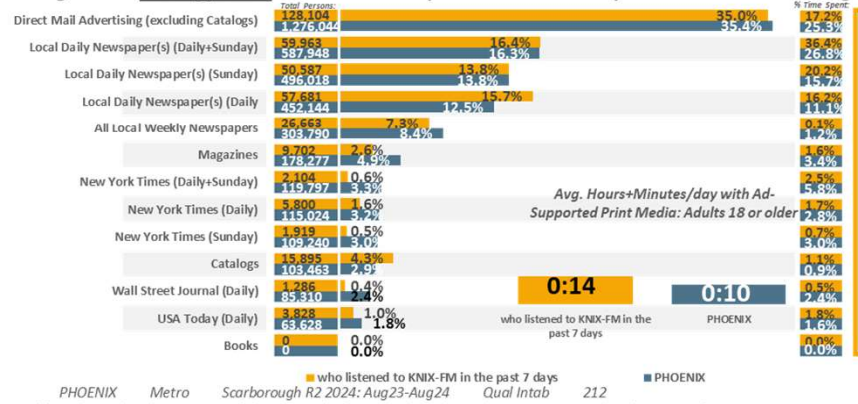
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



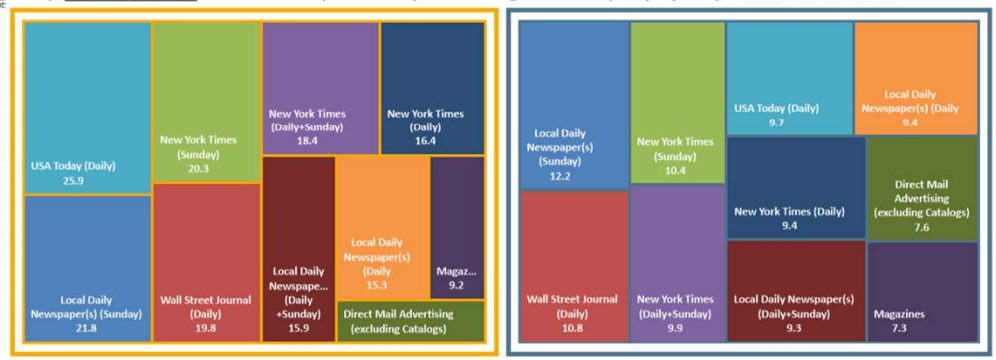
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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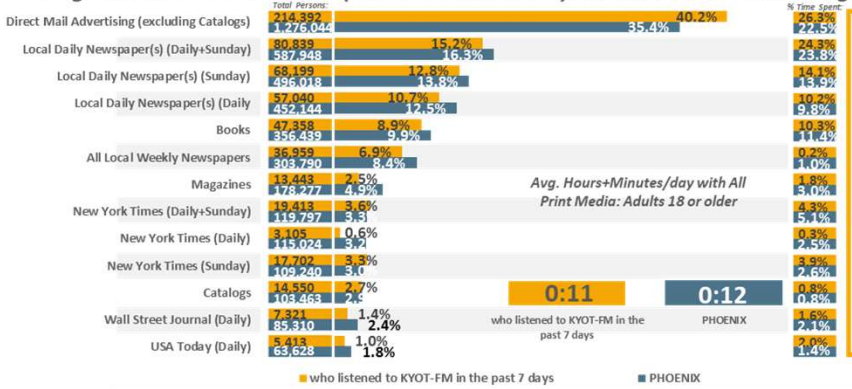
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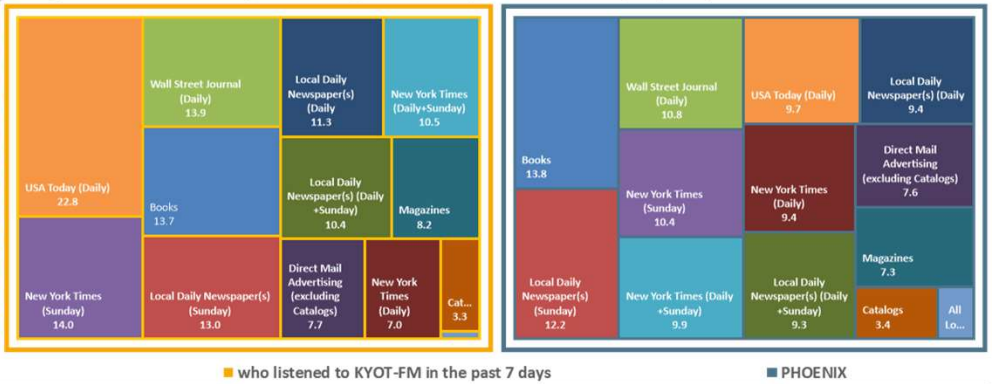
(Radio Stations: KMXP-FM)

214,392 or 40.2% of Adults 18 or older who listened to KYOT-FM in the past 7 days read Direct Mail Advertising (excluding Catalogs) for an average of 7.7 minutes every day representing 29.3% of all time spent daily with All forms of Print Media.

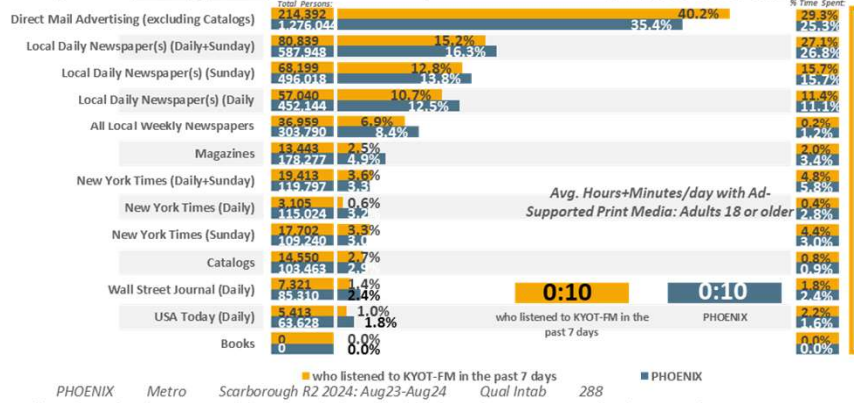
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



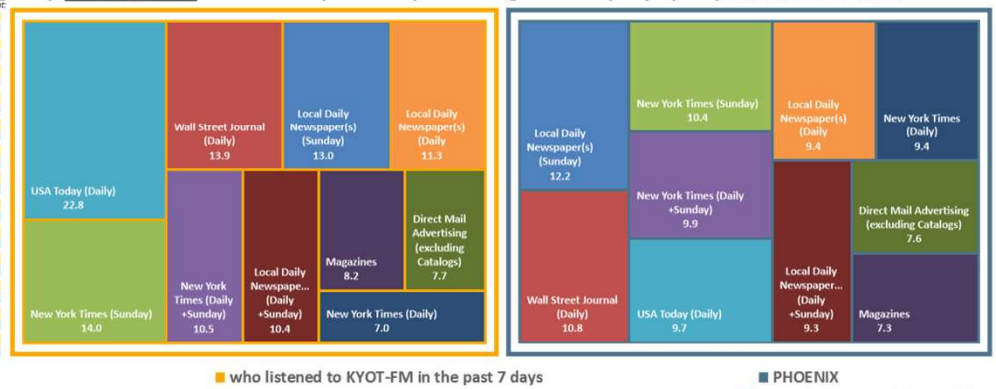
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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(Radio Stations: KNIX-FM)