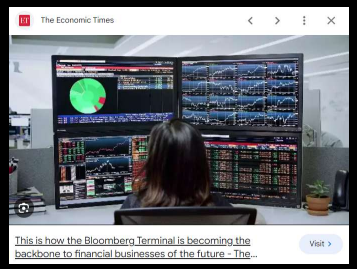
PHOENIX, AZ Metro – 5 P18+ Profiles of IHEART RADIO Listeners!

Brand New Data as of JULY 31, 2025!

Complete Demographic & Media Use Profiles











iHeart RADIO
99.9 KEZ
MIX 96.9
102.5 KNIX
95.5 THE MOUNTAIN
we play everything

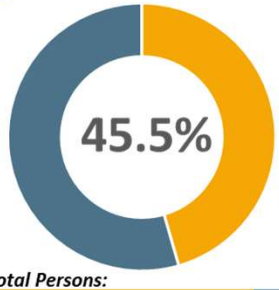
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

(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)

HUBBARD BROADCASTING INC. HB INC.

45.5% or 1,663,660 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 48.4 years old (1.8% older than average) and have a $114,811 (4.2% higher than average) annual household income.

Percent of Market: Adults 18 or older



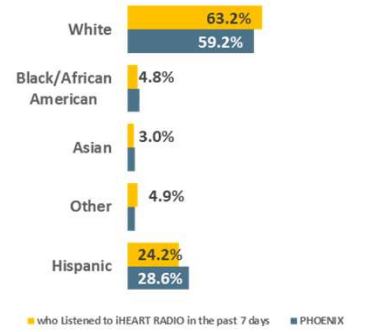
Total Persons:

who Listened to iHEART RADIO in the past 7 days	Remainder of PHOENIX Metro
1,663,660	1,989,622

Gender of Target vs. Market: Adults 18 or older

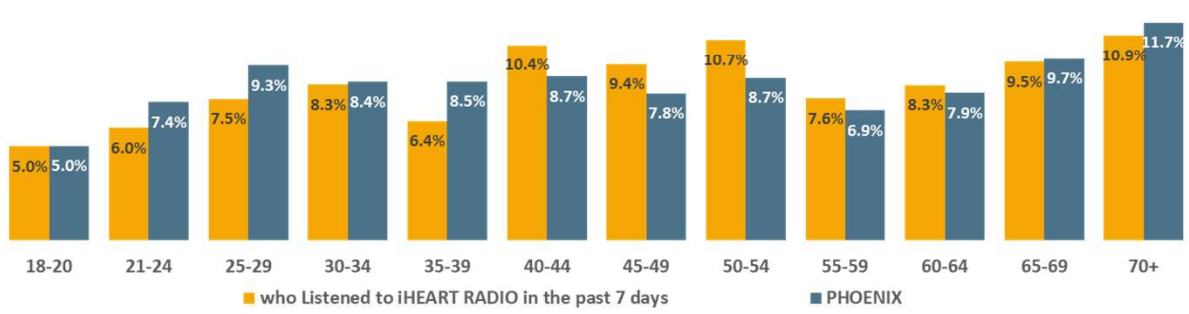
	Men	Men	Women	Women
%M vs. %F:	49.4%	50.4%	50.6%	49.6%
Average Age:	48.7	47.3	48.1	47.8
# Persons:	821,774	1,841,085	841,886	1,812,197

Ethnicity of Target vs. Market:

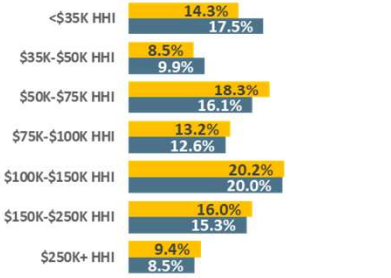


Age Cell Demographics of Target vs. Market:

Average Age:	who Listened to iHEART RADIO in the past 7 days	PHOENIX
Adults 18 or older	48.4	47.5



HHI of Target vs. Market:



Avg HHI:	$114,811	$110,148

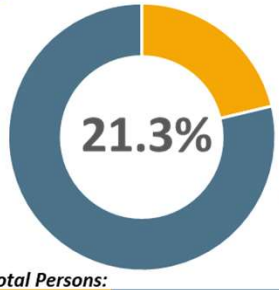
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 992

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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)

21.3% or 777,580 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 47.3 years old (.5% younger than average) and have a $121,138 (10.% higher than average) annual household income.

Percent of Market: Adults 18 or older



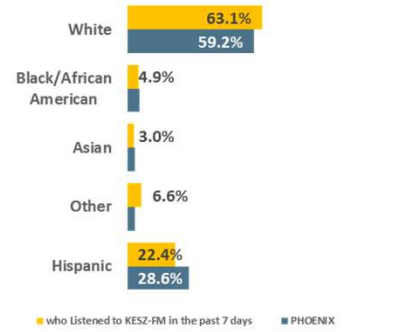
Total Persons:

777,580	2,875,702

Gender of Target vs. Market: Adults 18 or older

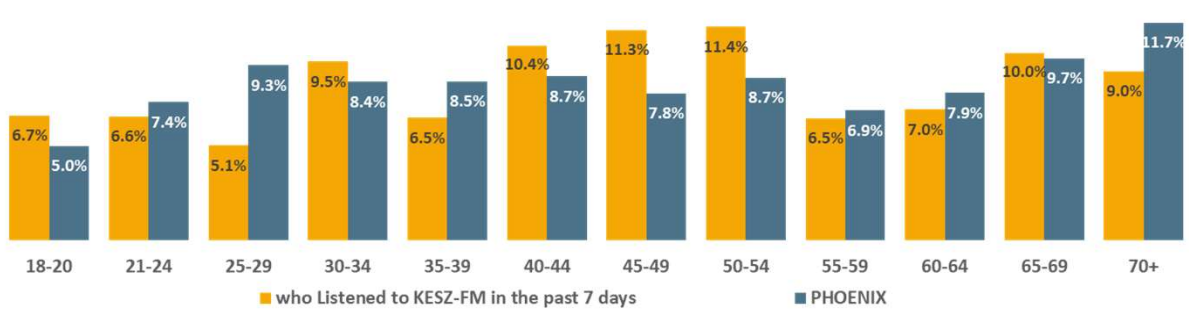
	Men	Men	Women	Women
%M vs. %F:	47.9%	50.4%	52.1%	49.6%
Average Age:	46.1	47.3	48.6	47.8
# Persons:	372,084	1,841,085	405,496	1,812,197

Ethnicity of Target vs. Market:

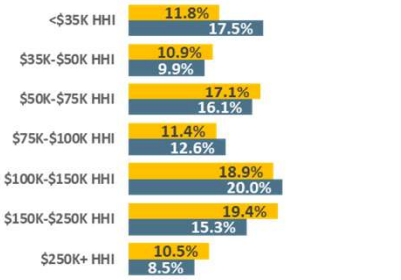


Age Cell Demographics of Target vs. Market:

Adults 18 or older	Average Age:	
	47.3	47.5



HHI of Target vs. Market:



Avg HHI:	$121,138	$110,148

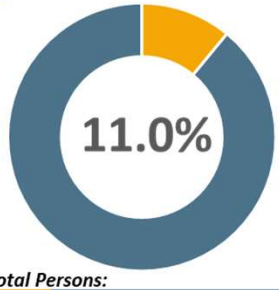
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 424

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(Radio Stations: KESZ-FM)

11.% or 401,056 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 46.5 years old (2.2% younger than average) and have a $114,727 (4.2% higher than average) annual household income.

Percent of Market: Adults 18 or older



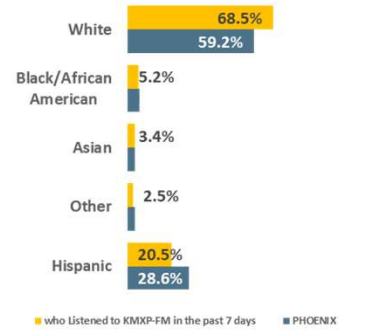
Total Persons:

401,056	3,252,226

Gender of Target vs. Market: Adults 18 or older

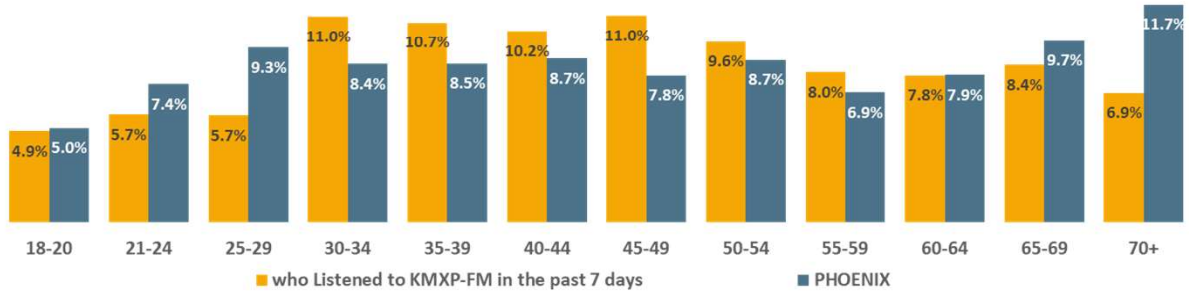
	Men	Men	Women	Women
%M vs. %F:	45.7%	50.4%	54.3%	49.6%
Average Age:	46.5	47.3	46.5	47.8
# Persons:	183,135	1,841,085	217,921	1,812,197

Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:

Average Age:	who Listened to KMXP-FM in the past 7 days	PHOENIX
Adults 18 or older	46.5	47.5



HHI of Target vs. Market:



Avg HHI:	$114,727	$110,148

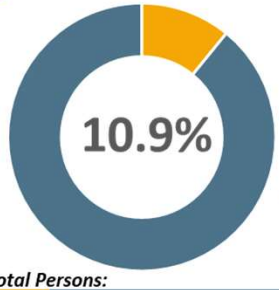
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 261

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(Radio Stations: KMXP-FM)

10.9% or 397,714 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 49.4 years old (3.9% older than average) and have a $103,893 (5.7% lower than average) annual household income.

Percent of Market: Adults 18 or older



- who Listened to KNIX-FM in the past 7 days
- Remainder of PHOENIX Metro

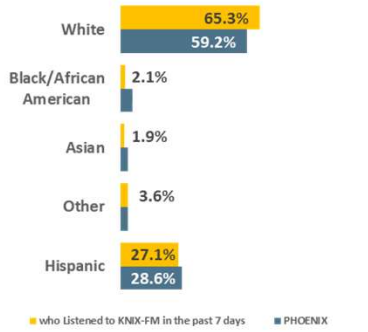
Total Persons:

397,714	3,255,568

Gender of Target vs. Market: Adults 18 or older

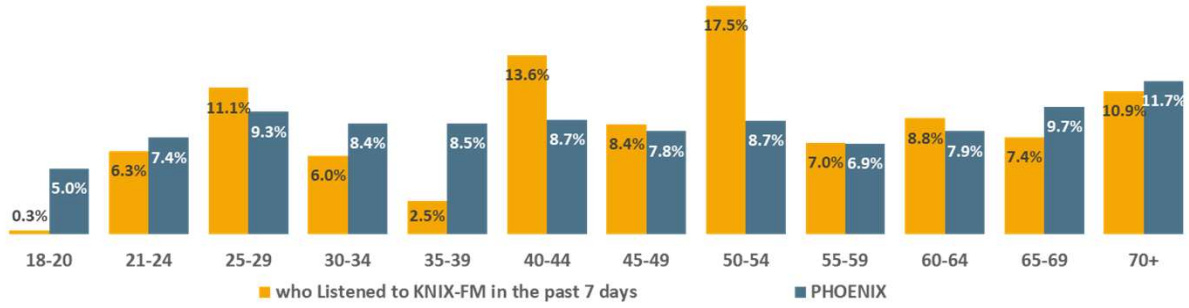
	Men	Men	Women	Women
%M vs. %F:	49.9%	50.4%	50.1%	49.6%
Average Age:	45.5	47.3	53.7	47.8
# Persons:	198,574	1,841,085	199,140	1,812,197

Ethnicity of Target vs. Market:

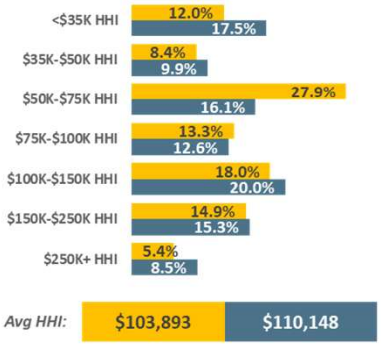


Age Cell Demographics of Target vs. Market:

Adults 18 or older	Average Age: 49.4	47.5



HHI of Target vs. Market:



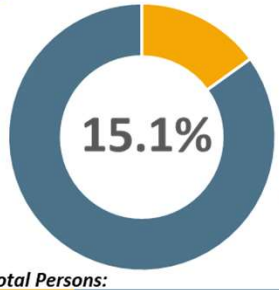
Avg HHI:	$103,893	$110,148

PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 237

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15.1% or 550,648 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 49.6 years old (4.2% older than average) and have a $129,960 (18.% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who Listened to KYOT-FM in the past 7 days
- Remainder of PHOENIX Metro

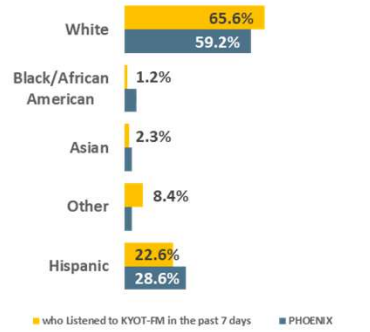
Total Persons:

550,648	3,102,634

Gender of Target vs. Market: Adults 18 or older

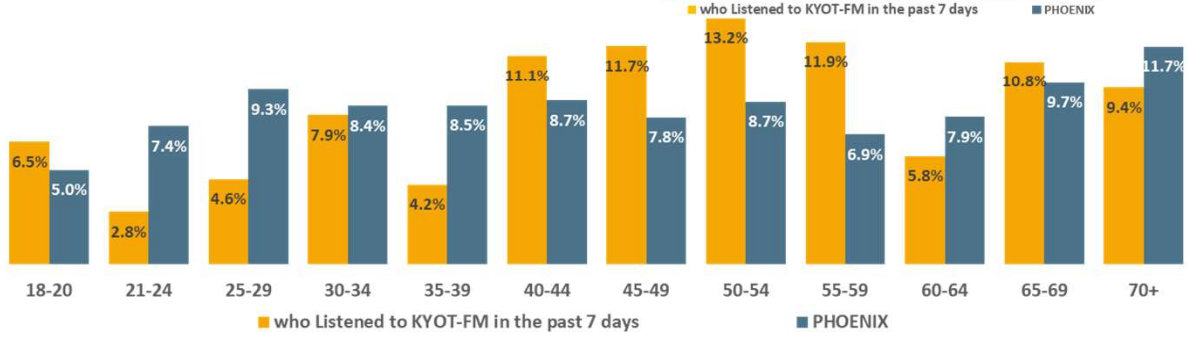
	Men	Men	Women	Women
%M vs. %F:	54.9%	50.4%	45.1%	49.6%
Average Age:	47.3	47.3	52.0	47.8
# Persons:	302,451	1,841,085	248,197	1,812,197

Ethnicity of Target vs. Market:

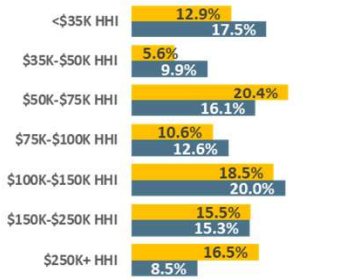


Age Cell Demographics of Target vs. Market:

Adults 18 or older	Average Age: 49.6	47.5



HHI of Target vs. Market:



Avg HHI:	$129,960	$110,148

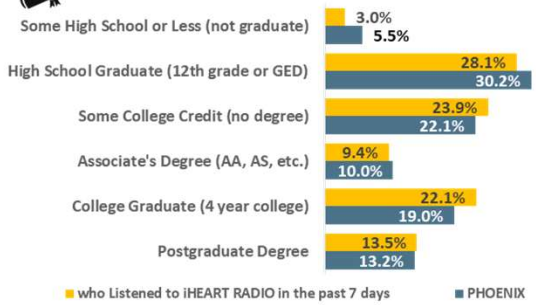
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 323

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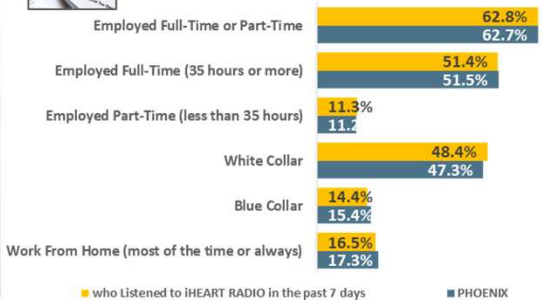
(Radio Stations: KYOT-FM)

45.5% or 1,663,660 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 10.7% more likely to be a college graduate, .1% less likely to work full-time, 5.4% more likely to be married, 9.5% more likely to be a parent of 1 or more children under 18.

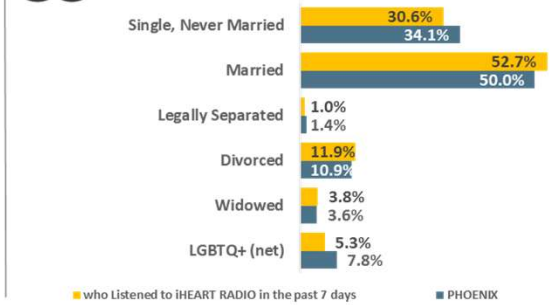
Education Levels: Adults 18 or older



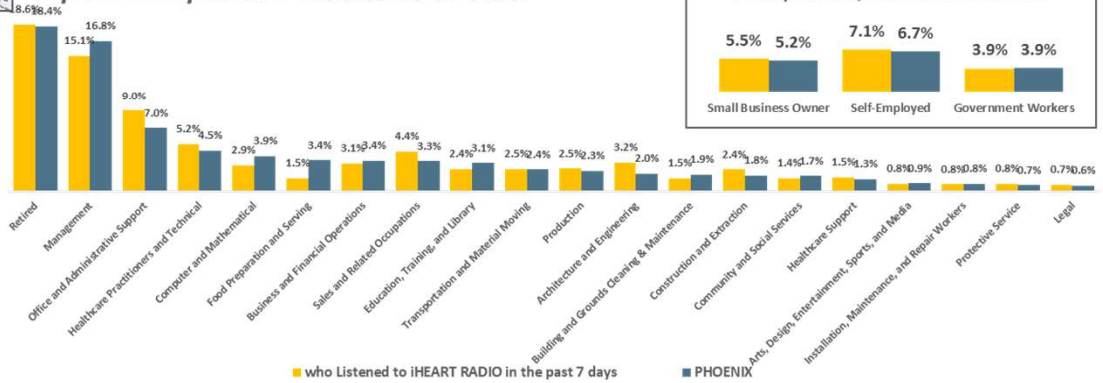
Employment: Adults 18 or older



Marital Status: Adults 18 or older

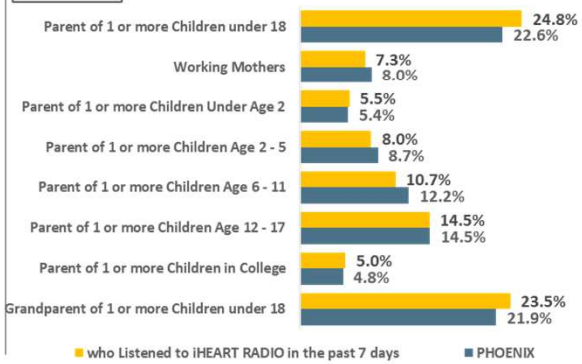


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



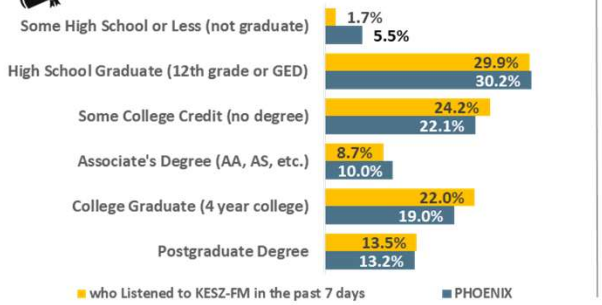
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 992

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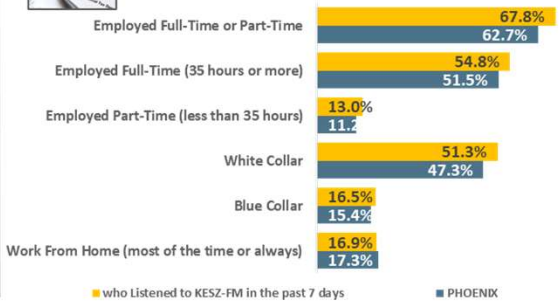
(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)

21.3% or 777,580 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 10.2% more likely to be a college graduate, 6.5% more likely to work full-time, 7.8% more likely to be married, 19.6% more likely to be a parent of 1 or more children under 18.

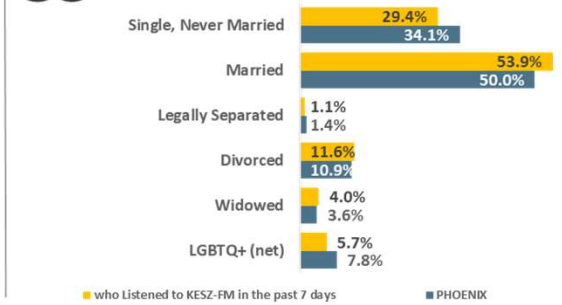
Education Levels: Adults 18 or older



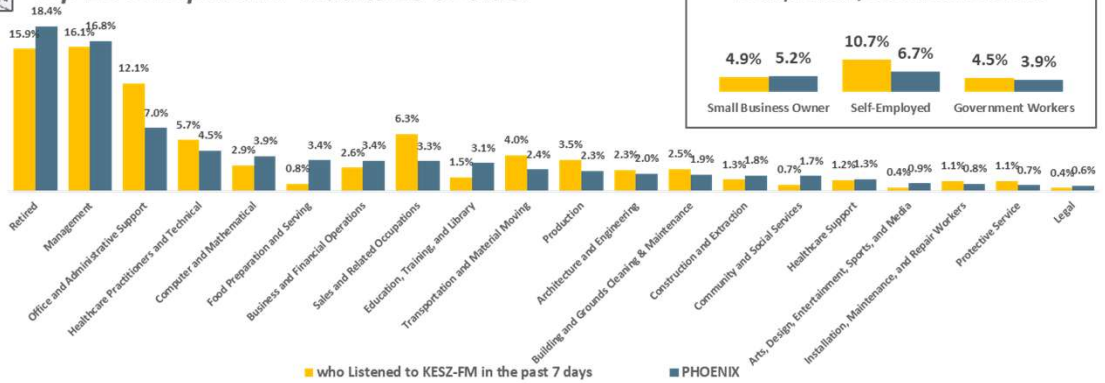
Employment: Adults 18 or older



Marital Status: Adults 18 or older

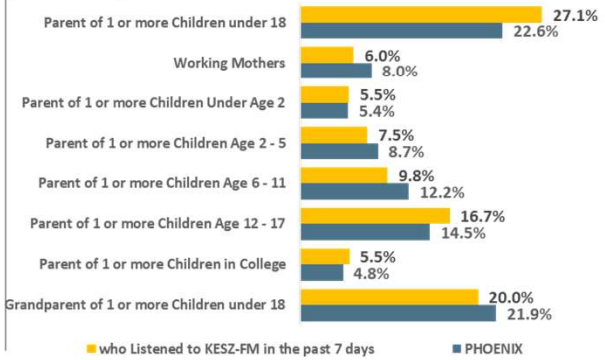


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



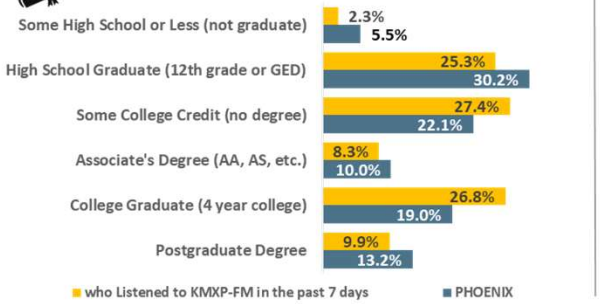
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 424

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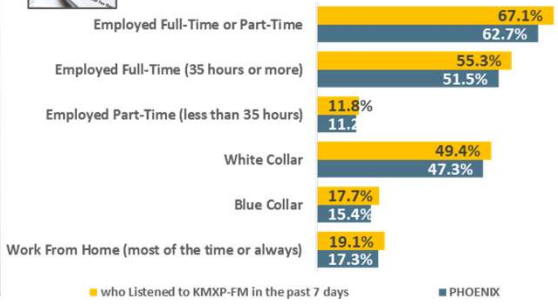
(Radio Stations: KESZ-FM)

11.% or 401,056 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 13.9% more likely to be a college graduate, 7.4% more likely to work full-time, 6.3% more likely to be married, 17.1% more likely to be a parent of 1 or more children under 18.

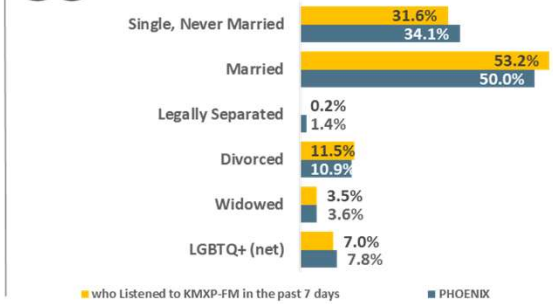
Education Levels: Adults 18 or older



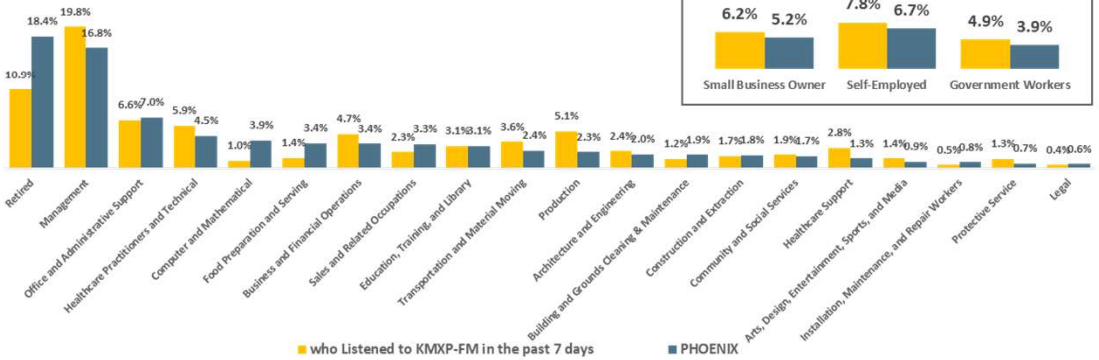
Employment: Adults 18 or older



Marital Status: Adults 18 or older

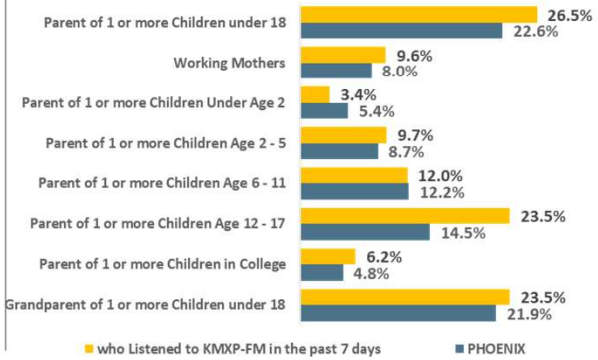


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



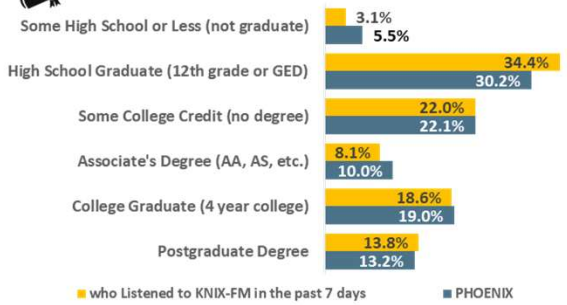
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 261

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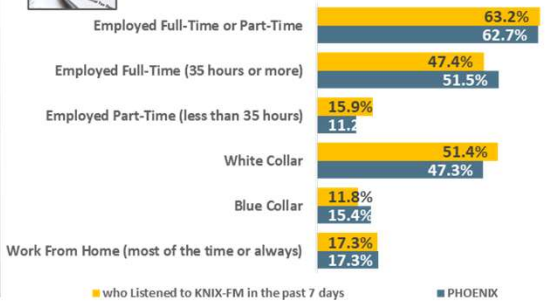
(Radio Stations: KMXP-FM)

10.9% or 397,714 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 .7% more likely to be a college graduate, 8.% less likely to work full-time, 18.1% more likely to be married, 18.1% more likely to be a parent of 1 or more children under 18.

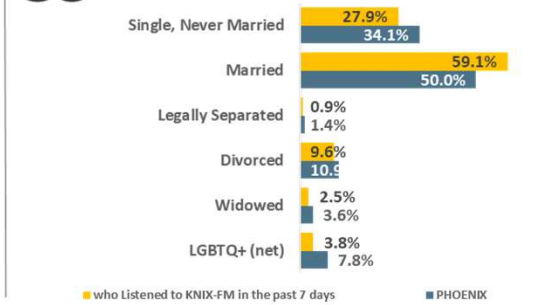
Education Levels: Adults 18 or older



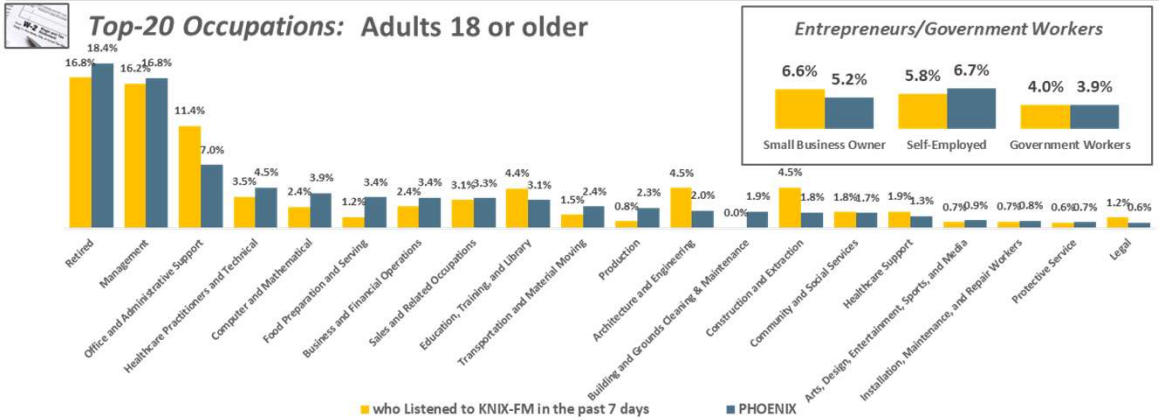
Employment: Adults 18 or older



Marital Status: Adults 18 or older

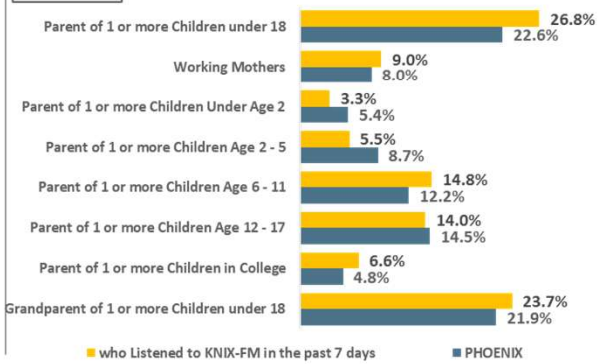


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



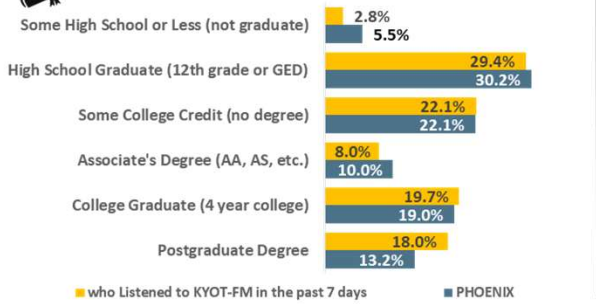
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 237

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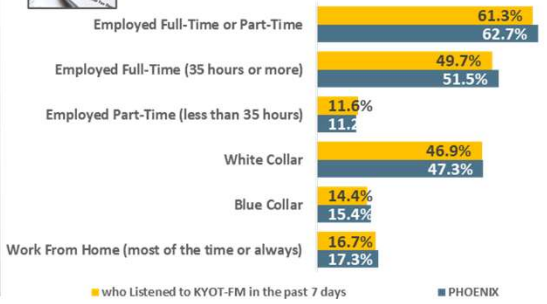
(Radio Stations: KNIX-FM)

15.1% or 550,648 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 17.1% more likely to be a college graduate, 3.4% less likely to work full-time, 16.8% more likely to be married, 24.9% more likely to be a parent of 1 or more children under 18.

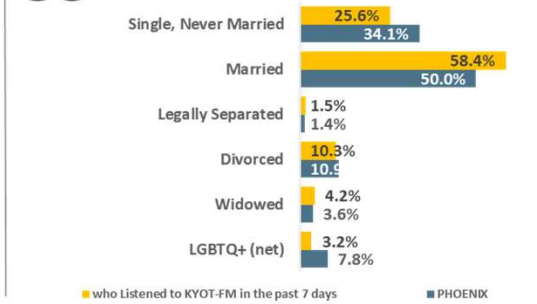
Education Levels: Adults 18 or older



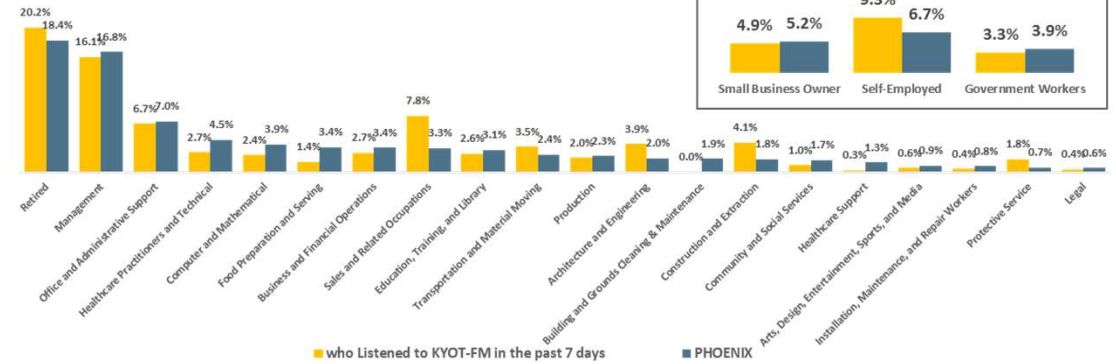
Employment: Adults 18 or older



Marital Status: Adults 18 or older

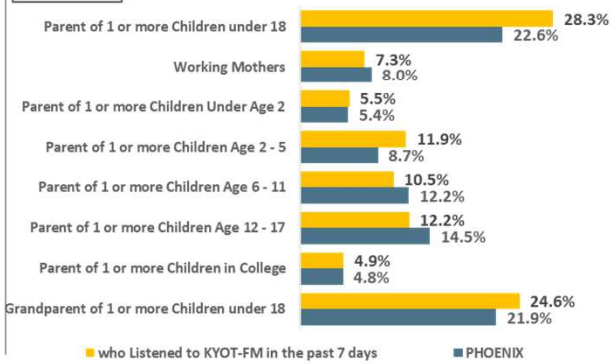


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



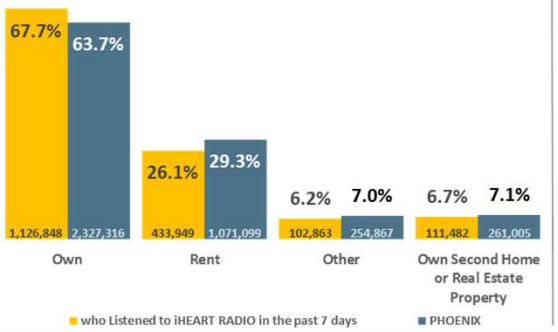
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 323

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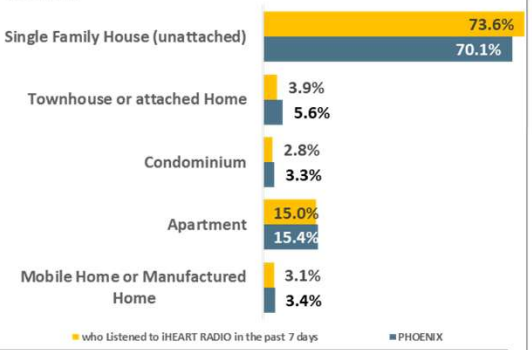
(Radio Stations: KYOT-FM)

45.5% or 1,663,660 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 6.3% more likely to own their home, 8.7% more likely to own a higher valued home, 5.% more likely to have a single-family home, 4.6% more likely to have a dog.

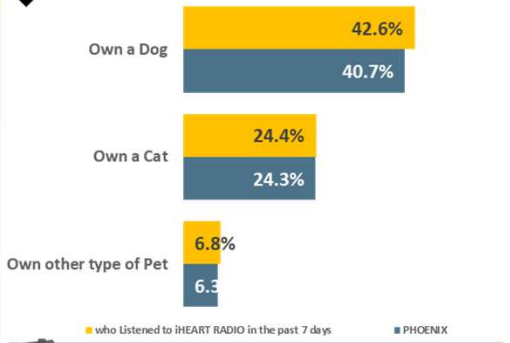
Own/Rent/Other: Adults 18 or older



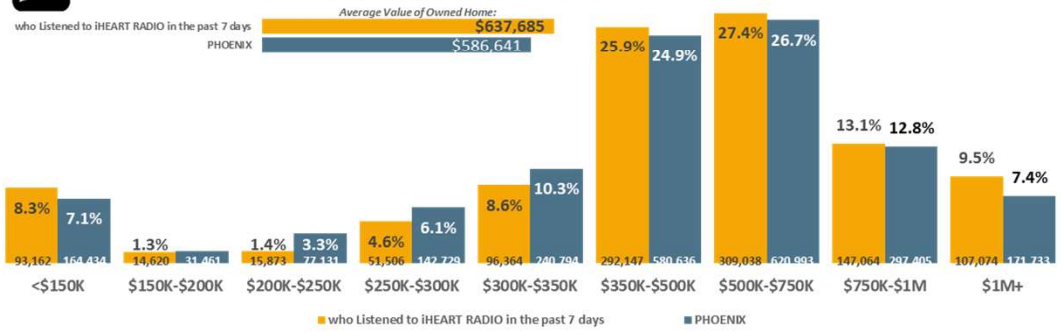
Type of Home: Adults 18 or older



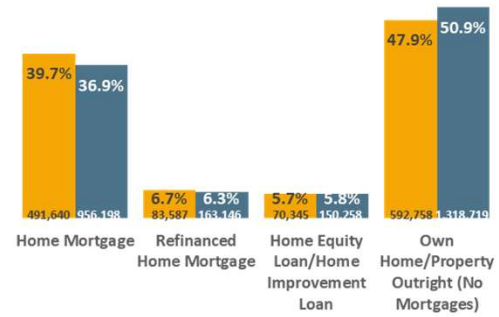
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



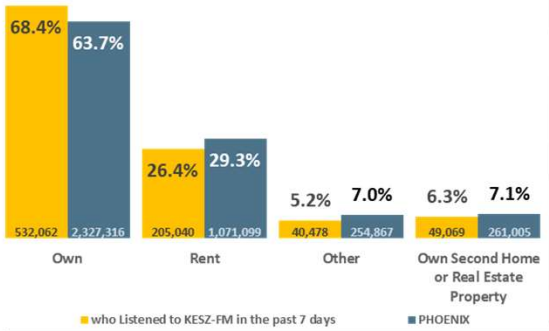
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 992

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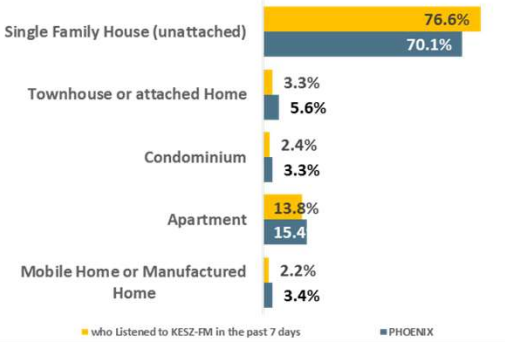
(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)

21.3% or 777,580 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 7.4% more likely to own their home, 15.2% more likely to own a higher valued home, 9.2% more likely to have a single-family home, 1.5% less likely to have a dog.

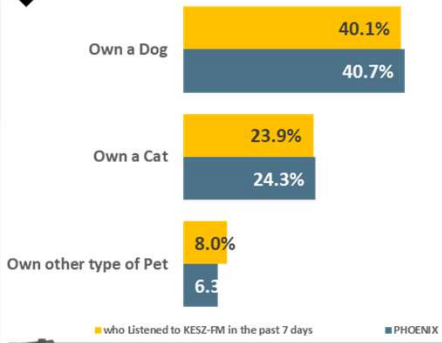
Own/Rent/Other: Adults 18 or older



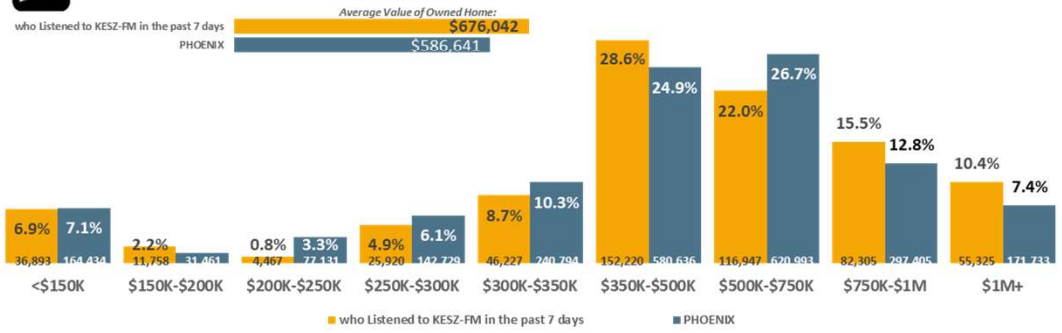
Type of Home: Adults 18 or older



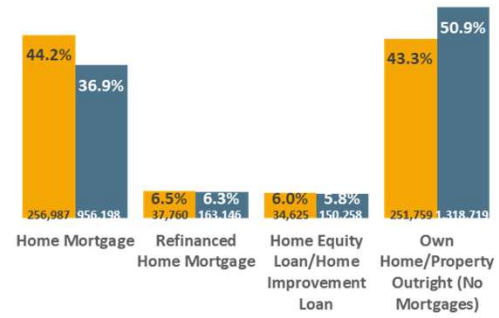
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



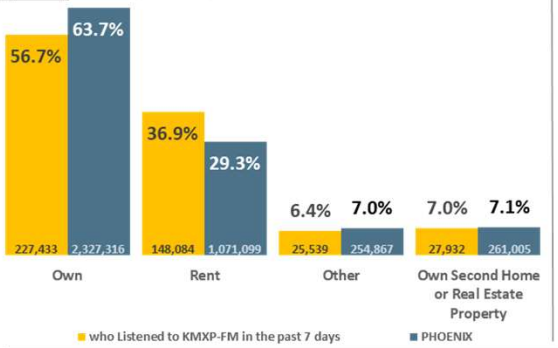
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 424

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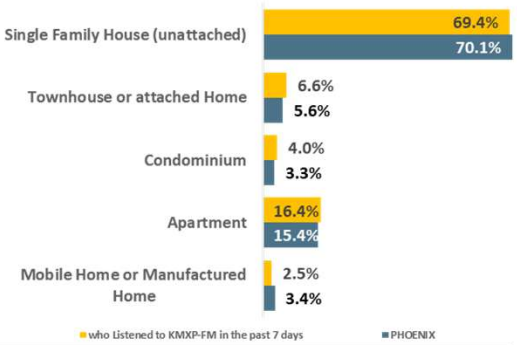
(Radio Stations: KESZ-FM)

11.% or 401,056 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 11.% less likely to own their home, .3% more likely to own a lower valued home, 1.% less likely to have a single-family home, 17.6% more likely to have a dog.

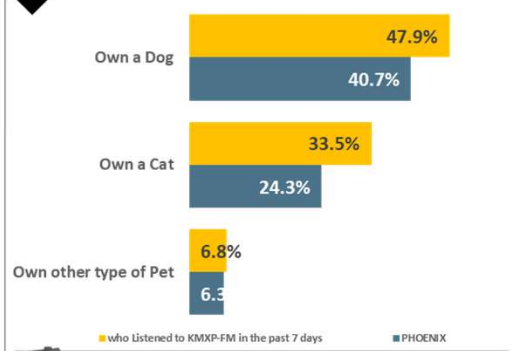
Own/Rent/Other: Adults 18 or older



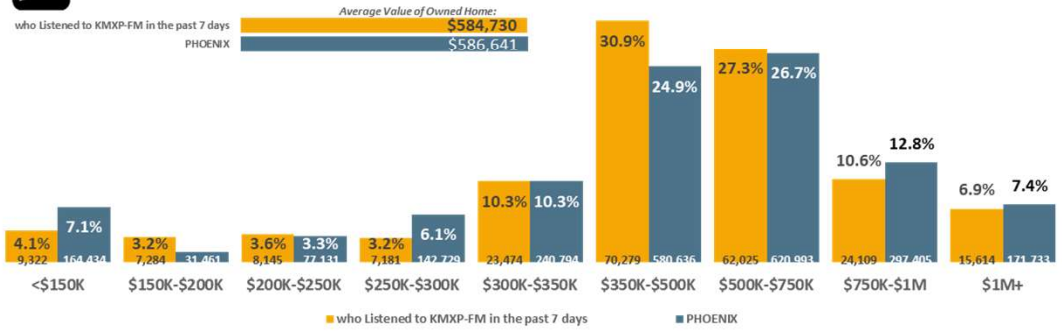
Type of Home: Adults 18 or older



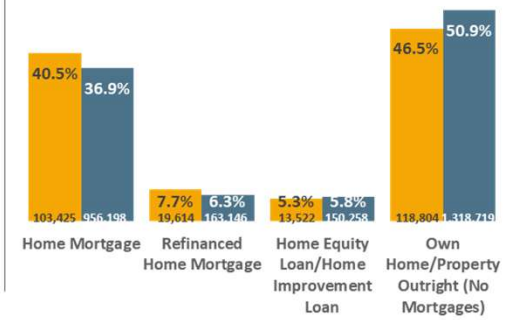
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



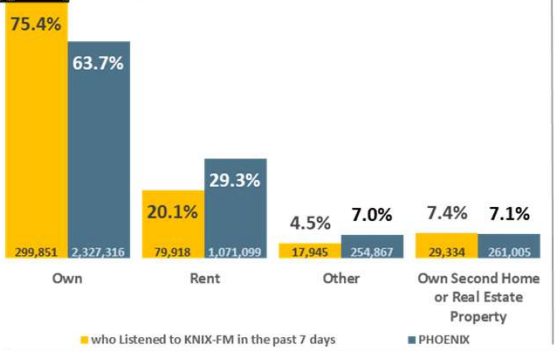
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 261

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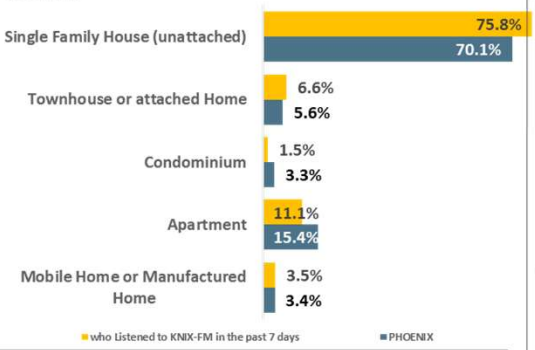
(Radio Stations: KMXP-FM)

10.9% or 397,714 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 18.3% more likely to own their home, 3.2% more likely to own a lower valued home, 8.1% more likely to have a single-family home, 19.8% more likely to have a dog.

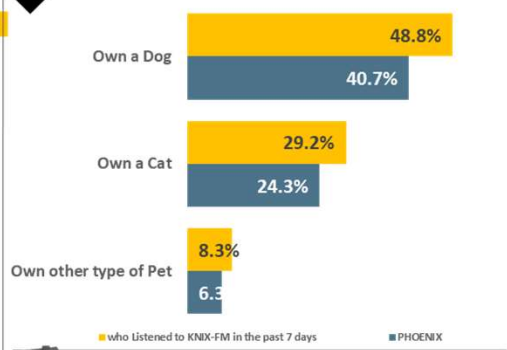
Own/Rent/Other: Adults 18 or older



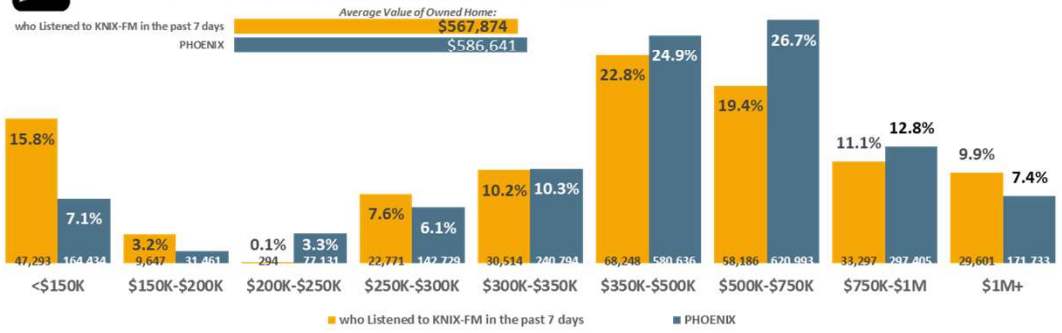
Type of Home: Adults 18 or older



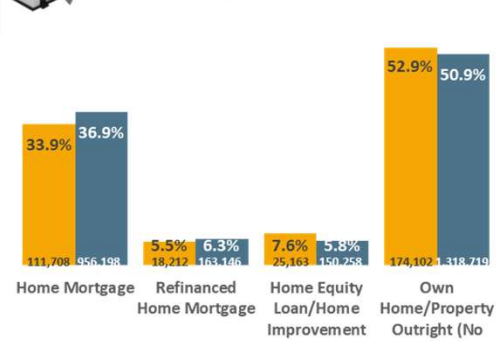
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



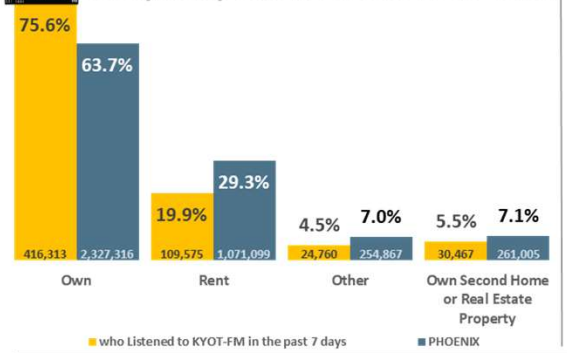
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 237

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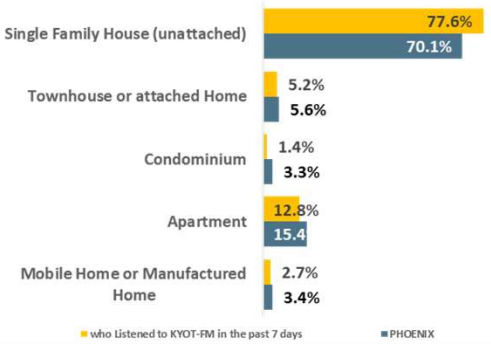
(Radio Stations: KNIX-FM)

15.1% or 550,648 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 18.7% more likely to own their home, 21.8% more likely to own a higher valued home, 10.7% more likely to have a single-family home, 1.8% more likely to have a dog.

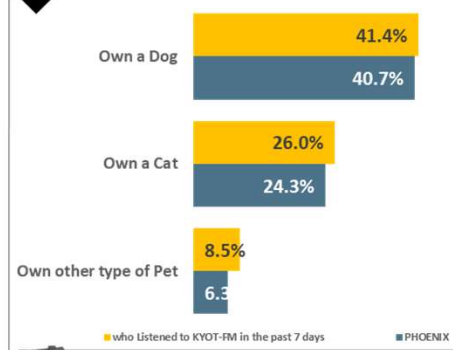
Own/Rent/Other: Adults 18 or older



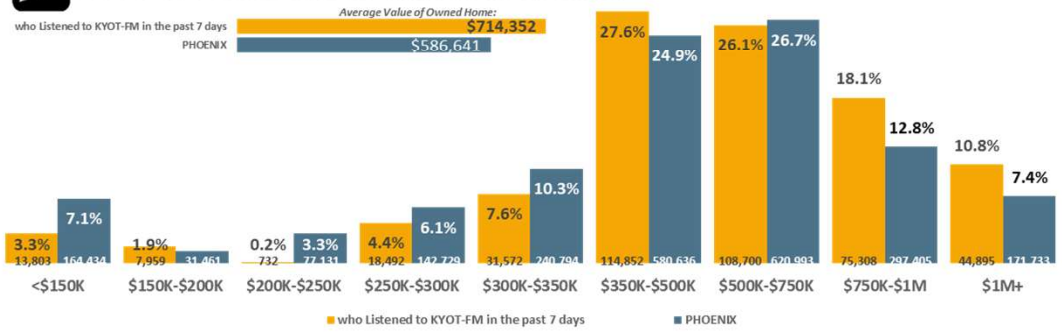
Type of Home: Adults 18 or older



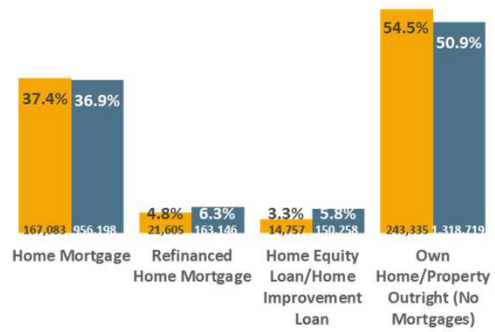
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



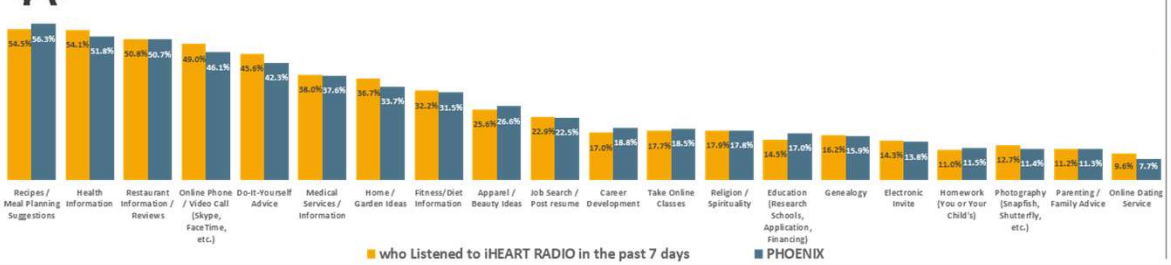
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 323

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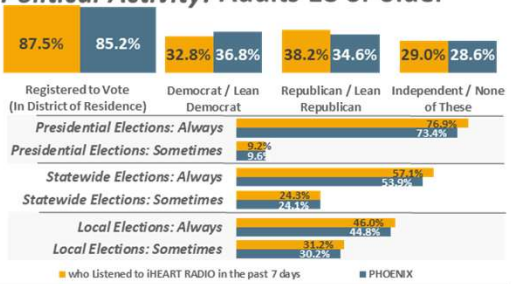
(Radio Stations: KYOT-FM)

45.5% or 1,663,660 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 7.9% more likely to look up D-I-Y advice online, 2.6% more likely to always vote in local elections, 6.% less likely to belong to a gym, 3.6% more likely to fly domestic past yr.

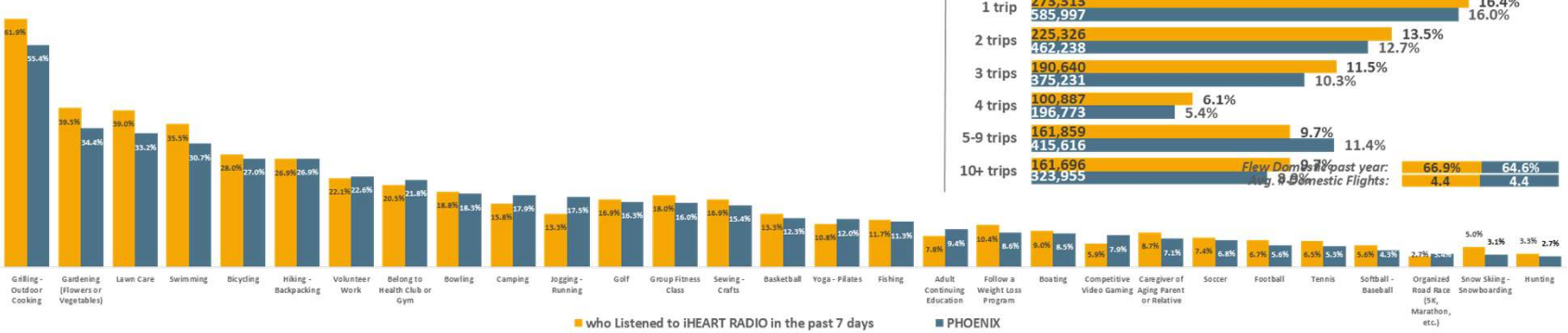
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

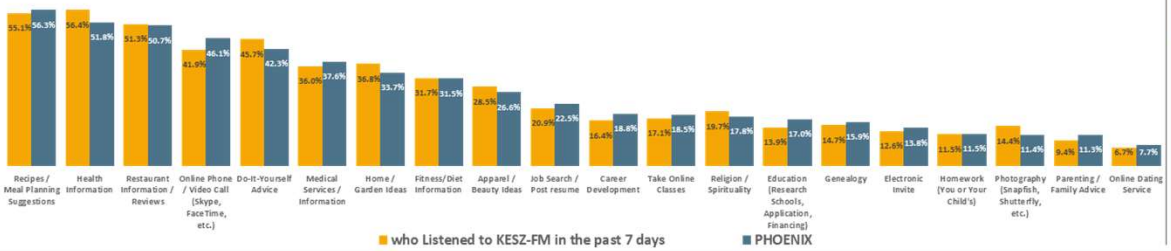
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 992

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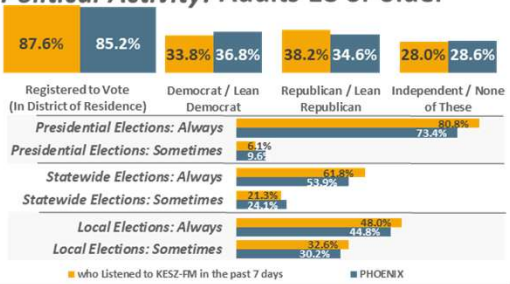
(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)

21.3% or 777,580 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 8.2% more likely to look up D-I-Y advice online, 7.2% more likely to always vote in local elections, 10.6% less likely to belong to a gym, 5.5% more likely to fly domestic past yr.

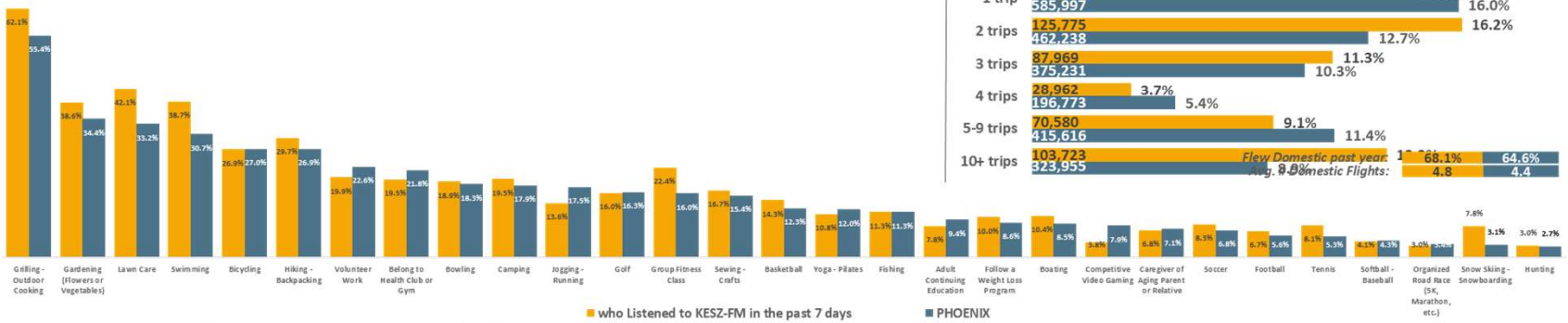
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

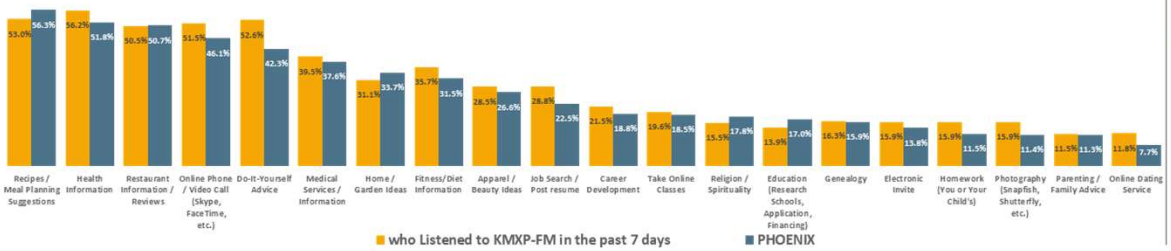
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 424

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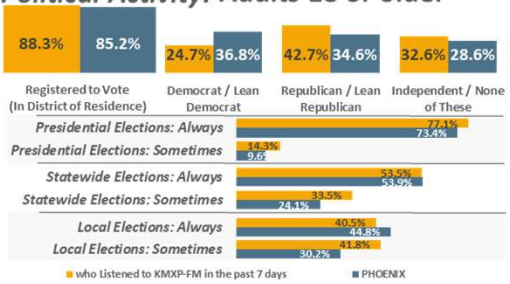
(Radio Stations: KESZ-FM)

11.% or 401,056 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 24.6% more likely to look up D-I-Y advice online, 9.6% less likely to always vote in local elections, 10.9% less likely to belong to a gym, 9.1% more likely to fly domestic past yr.

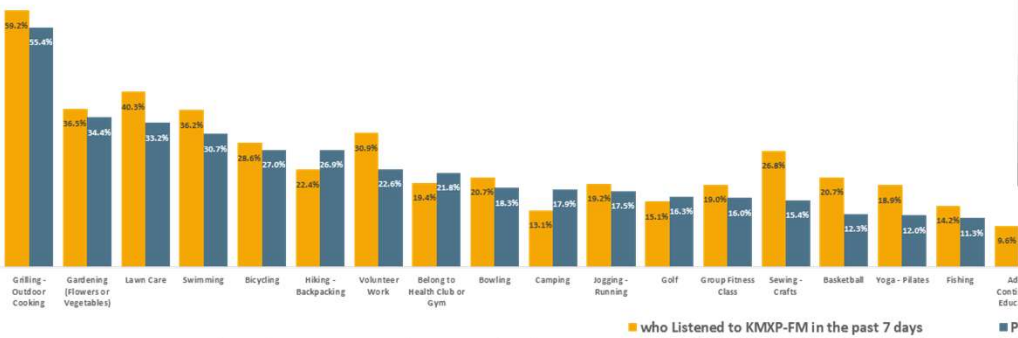
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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



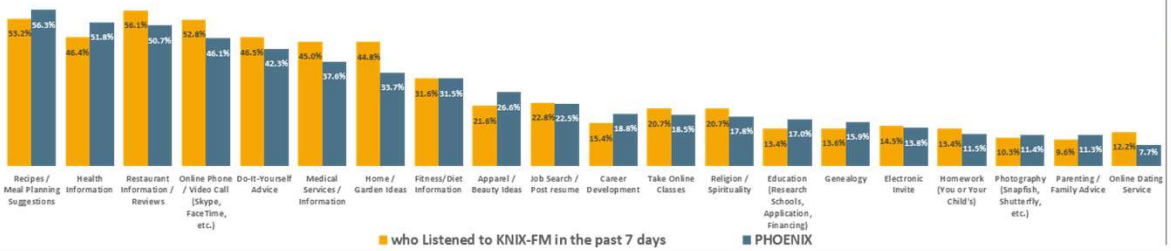
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 261

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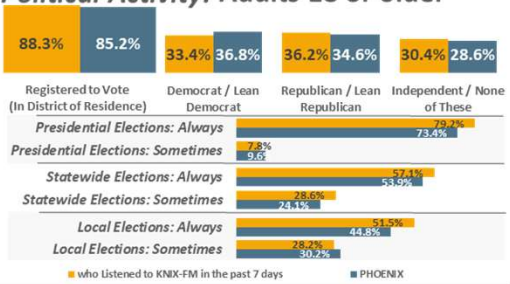
(Radio Stations: KMXP-FM)

10.9% or 397,714 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.% more likely to look up D-I-Y advice online, 14.9% more likely to always vote in local elections, 3.8% less likely to belong to a gym, 8.3% less likely to fly domestic past yr.

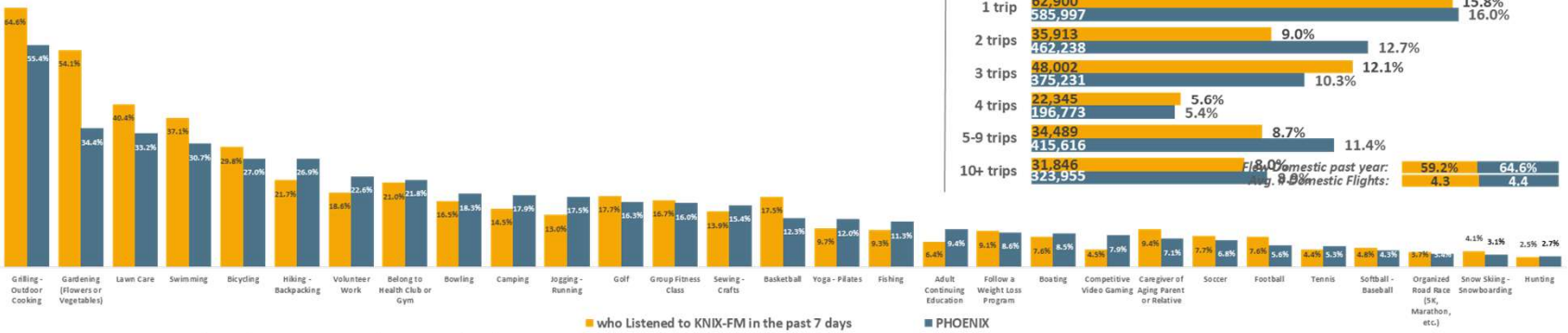
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

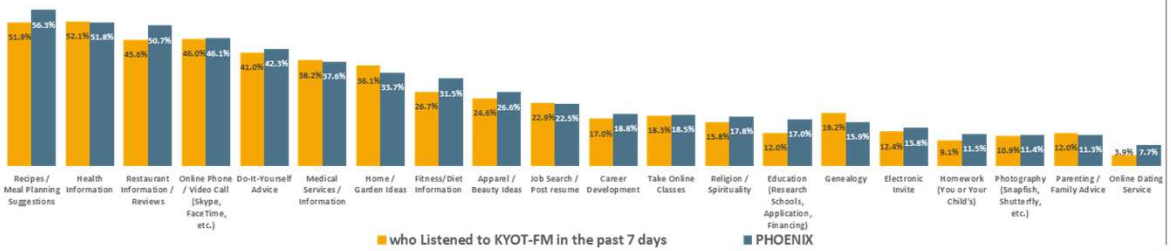
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 237

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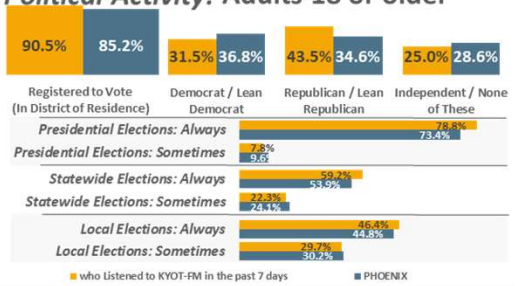
(Radio Stations: KNIX-FM)

15.1% or 550,648 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 3.1% less likely to look up D-I-Y advice online, 3.5% more likely to always vote in local elections, 11.3% less likely to belong to a gym, 6.5% more likely to fly domestic past yr.

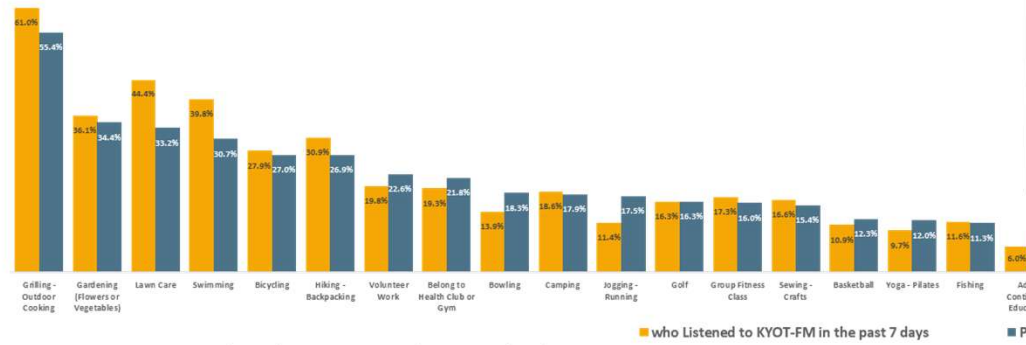
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



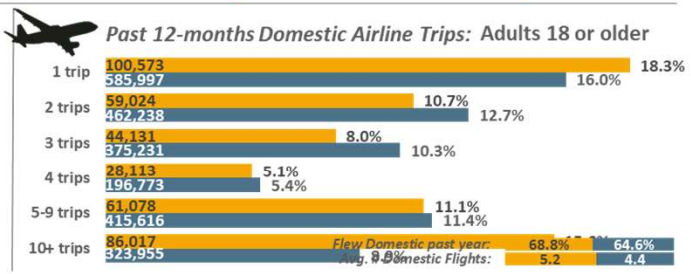
Political Activity: Adults 18 or older



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 2025: Aug24-Jul25 Qual Intab 323

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(Radio Stations: KYOT-FM)

45.5% or 1,663,660 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 3.9% more likely to use QSRs past mo., 4.9% more likely to use Sit-Down Restaurants past mo., 2.9% more likely to use Casinos past yr., 6.6% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



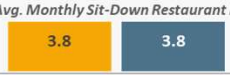
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

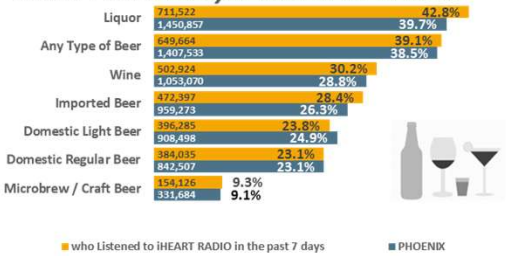
(Sit-Down Restaurants Used Past 30-days)



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

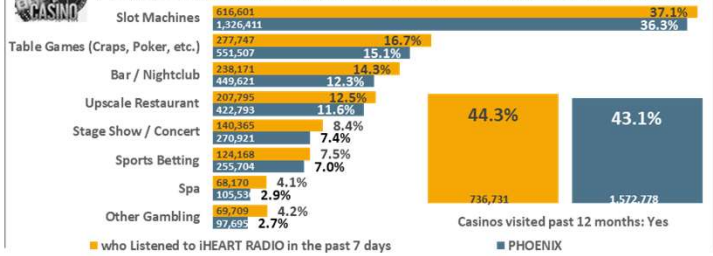


Drank Past 30-days: Adults 18 or older



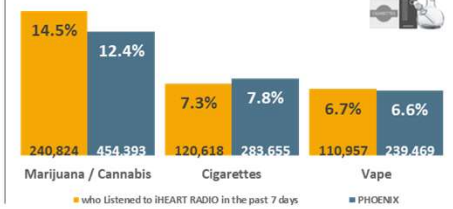
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 992

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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)

21.3% or 777,580 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 6.4% more likely to use QSRs past mo., 11.4% more likely to use Sit-Down Restaurants past mo., 6.4% more likely to use Casinos past yr., 14.2% 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.)

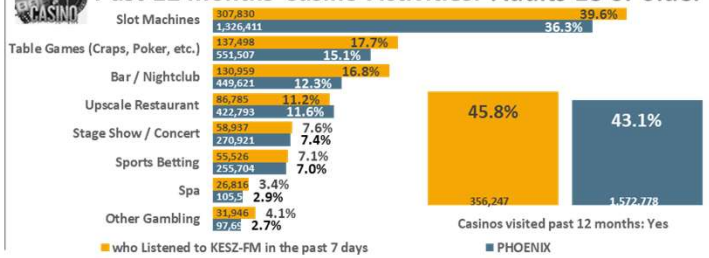


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 424

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(Radio Stations: KESZ-FM)

11.% or 401,056 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 3.1% more likely to use QSRs past mo., 1.1% more likely to use Sit-Down Restaurants past mo., 13.9% more likely to use Casinos past yr., 7.2% 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:

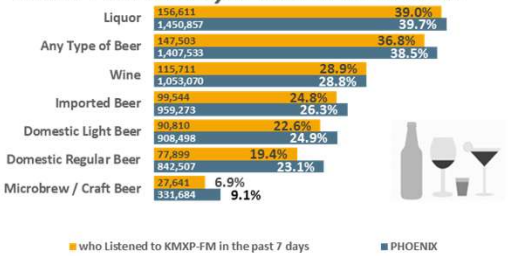
Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



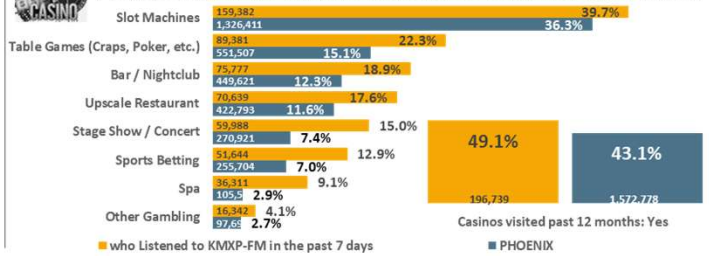
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

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 2025: Aug24-Jul25 Qual Intab 261

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(Radio Stations: KMXP-FM)

10.9% or 397,714 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 5.4% more likely to use QSRs past mo., 3.7% more likely to use Sit-Down Restaurants past mo., .7% more likely to use Casinos past yr., 18.5% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



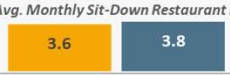
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

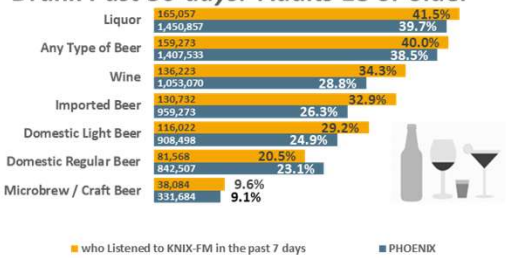
(Sit-Down Restaurants Used Past 30-days)



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

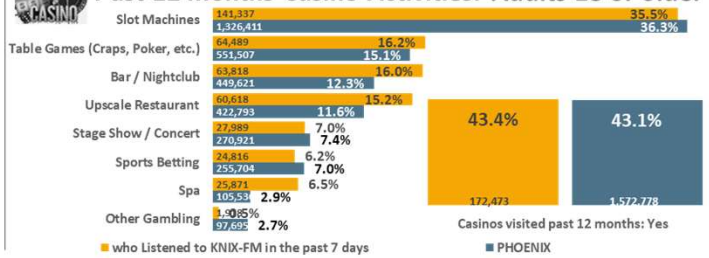


Drank Past 30-days: Adults 18 or older



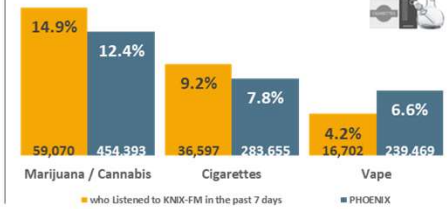
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 237

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(Radio Stations: KNIX-FM)

15.1% or 550,648 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 5.1% more likely to use QSRs past mo., 5.5% more likely to use Sit-Down Restaurants past mo., 8.2% more likely to use Casinos past yr., 2.4% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



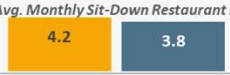
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



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.)

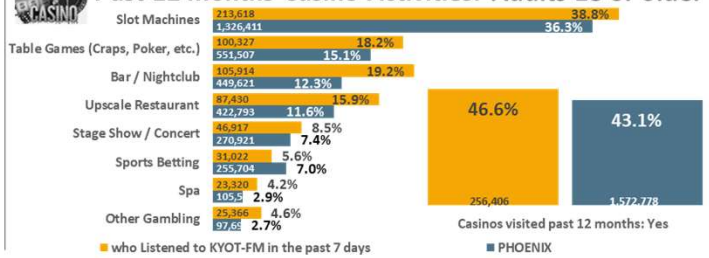


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



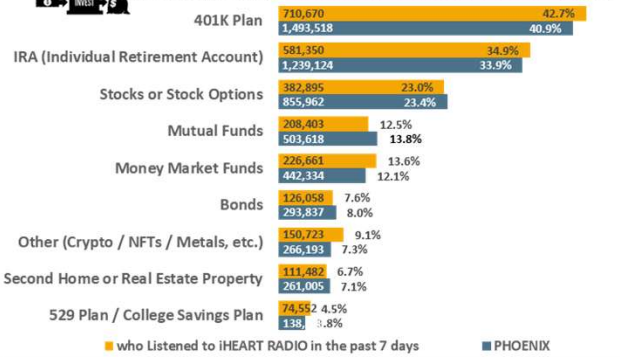
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 323

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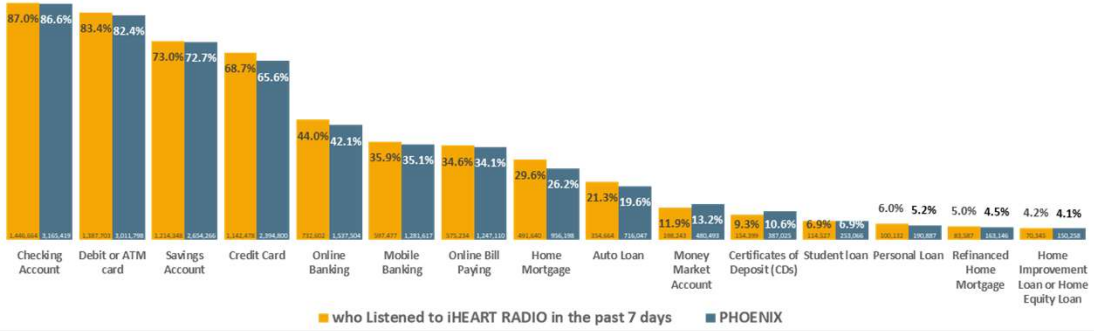
(Radio Stations: KYOT-FM)

45.5% or 1,663,660 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 4.5% more likely to have a 401K, 8.8% more likely to have an Auto Loan, 17.8% more likely to Invest/Trade Stocks Online, 1.3% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

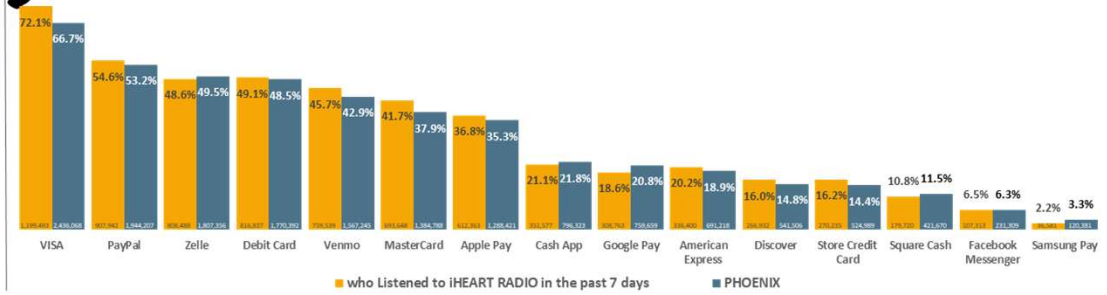


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



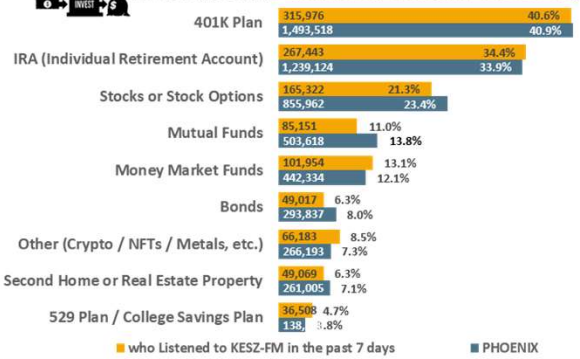
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 992

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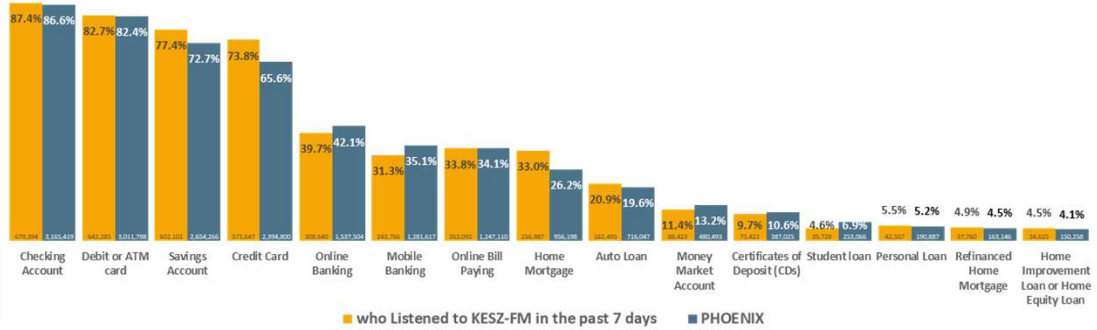
(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)

21.3% or 777,580 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 have a 401K, 6.6% more likely to have an Auto Loan, 16.5% more likely to Invest/Trade Stocks Online, 2.% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



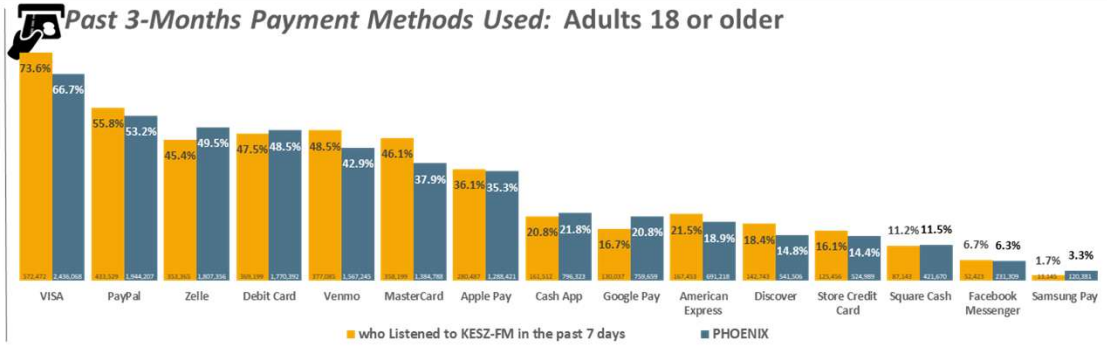
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



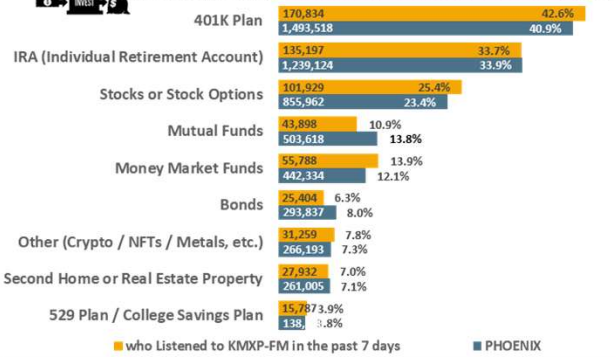
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 424

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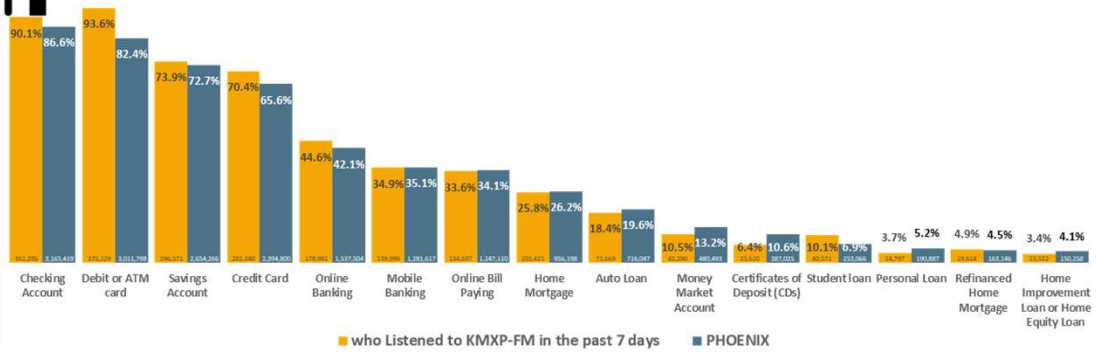
(Radio Stations: KESZ-FM)

11.% or 401,056 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 4.2% more likely to have a 401K, 6.3% less likely to have an Auto Loan, 19.% more likely to Invest/Trade Stocks Online, 13.5% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

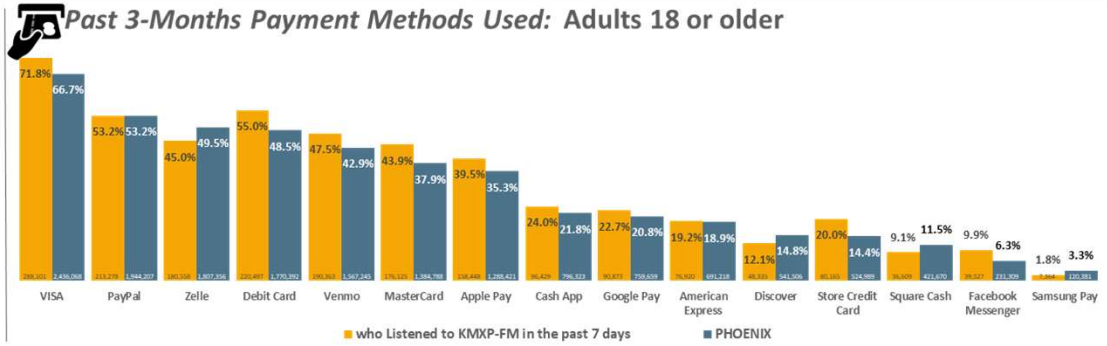


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 261

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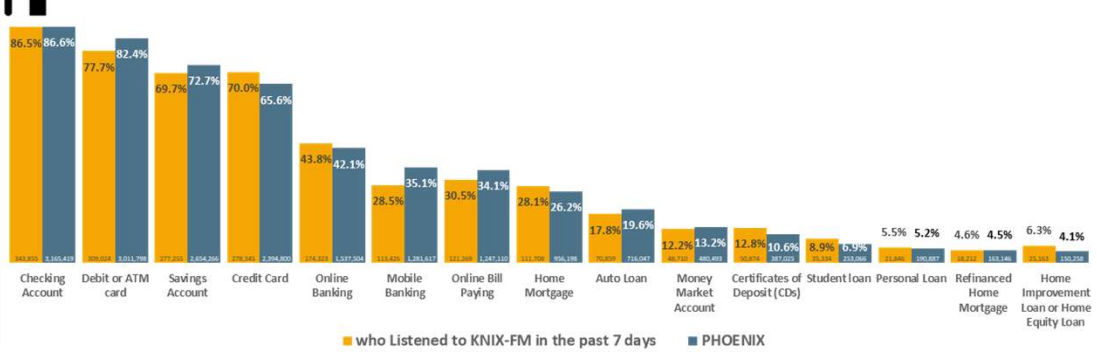
(Radio Stations: KMXP-FM)

10.9% or 397,714 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 6.9% more likely to have a 401K, 9.1% less likely to have an Auto Loan, 2.2% less likely to Invest/Trade Stocks Online, 13.1% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



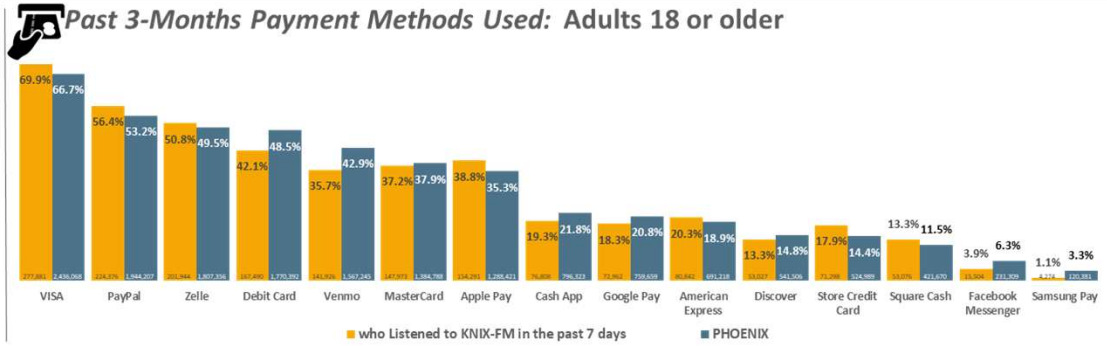
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



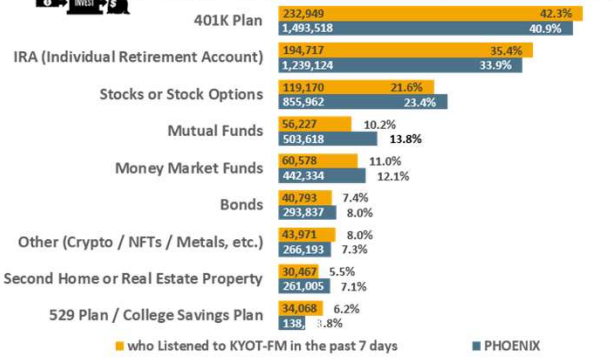
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 237

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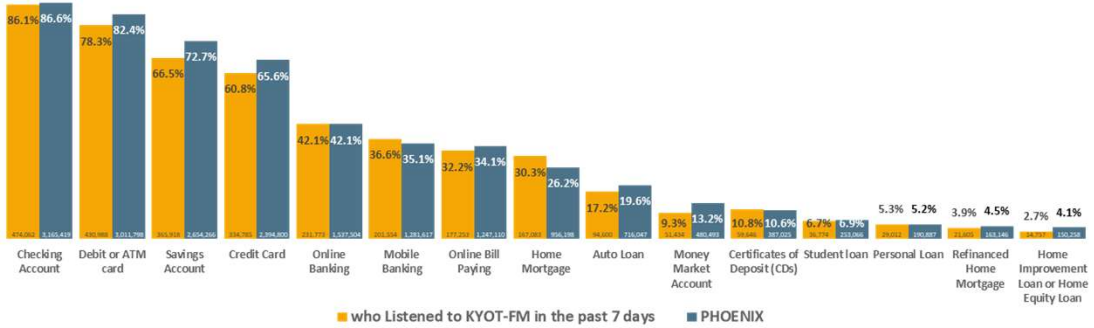
(Radio Stations: KNIX-FM)

15.1% or 550,648 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 3.5% more likely to have a 401K, 12.3% less likely to have an Auto Loan, 43.9% more likely to Invest/Trade Stocks Online, 14.3% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

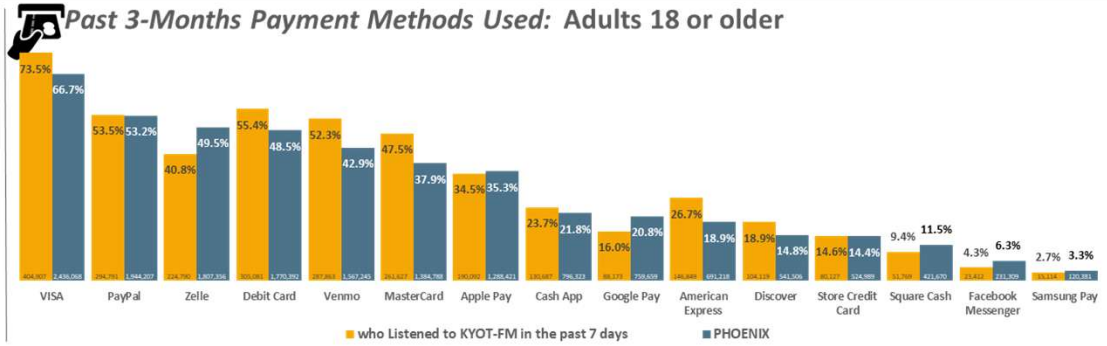


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

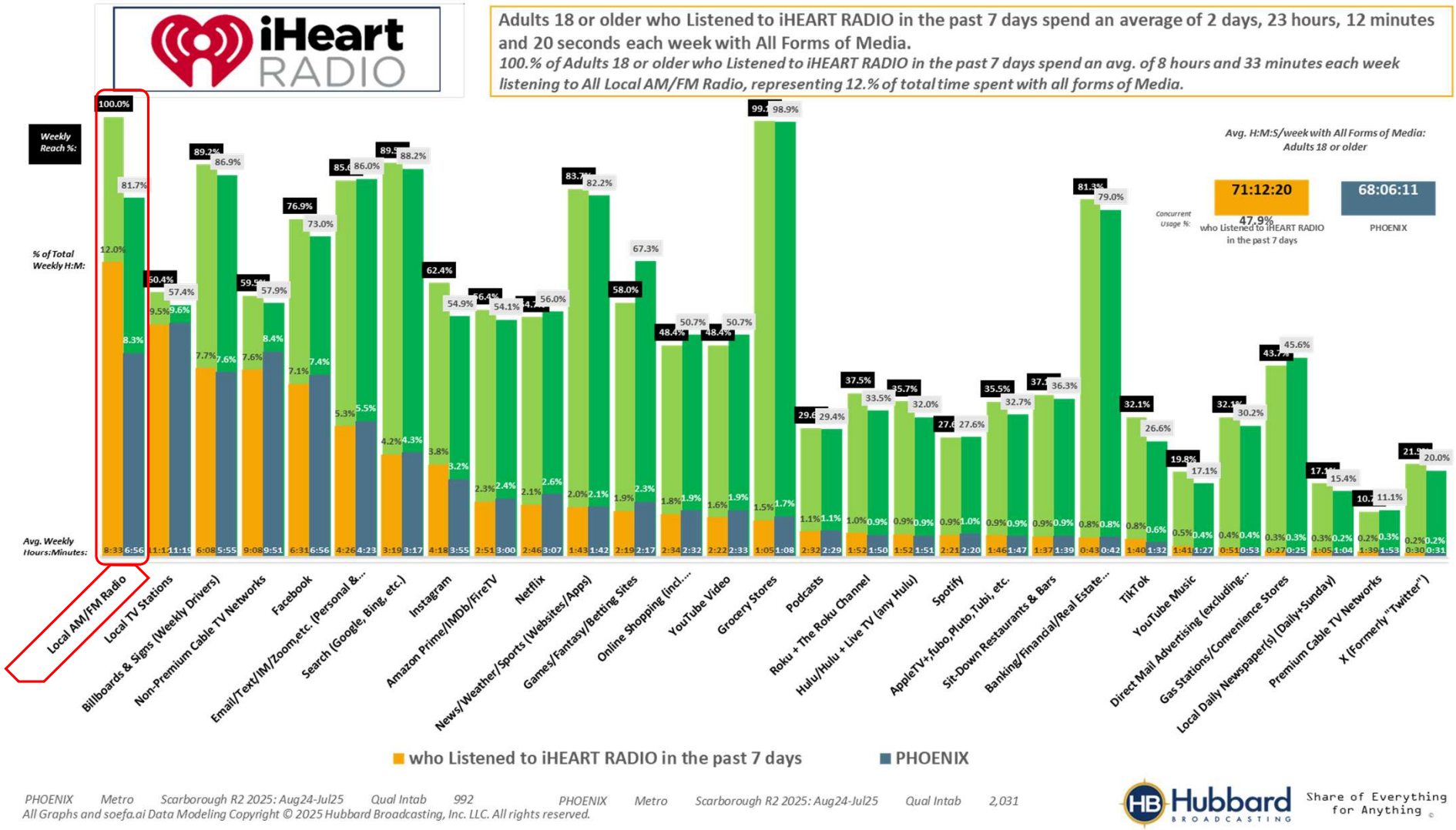
Past 3-Months Payment Methods Used: Adults 18 or older



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 323

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(Radio Stations: KYOT-FM)

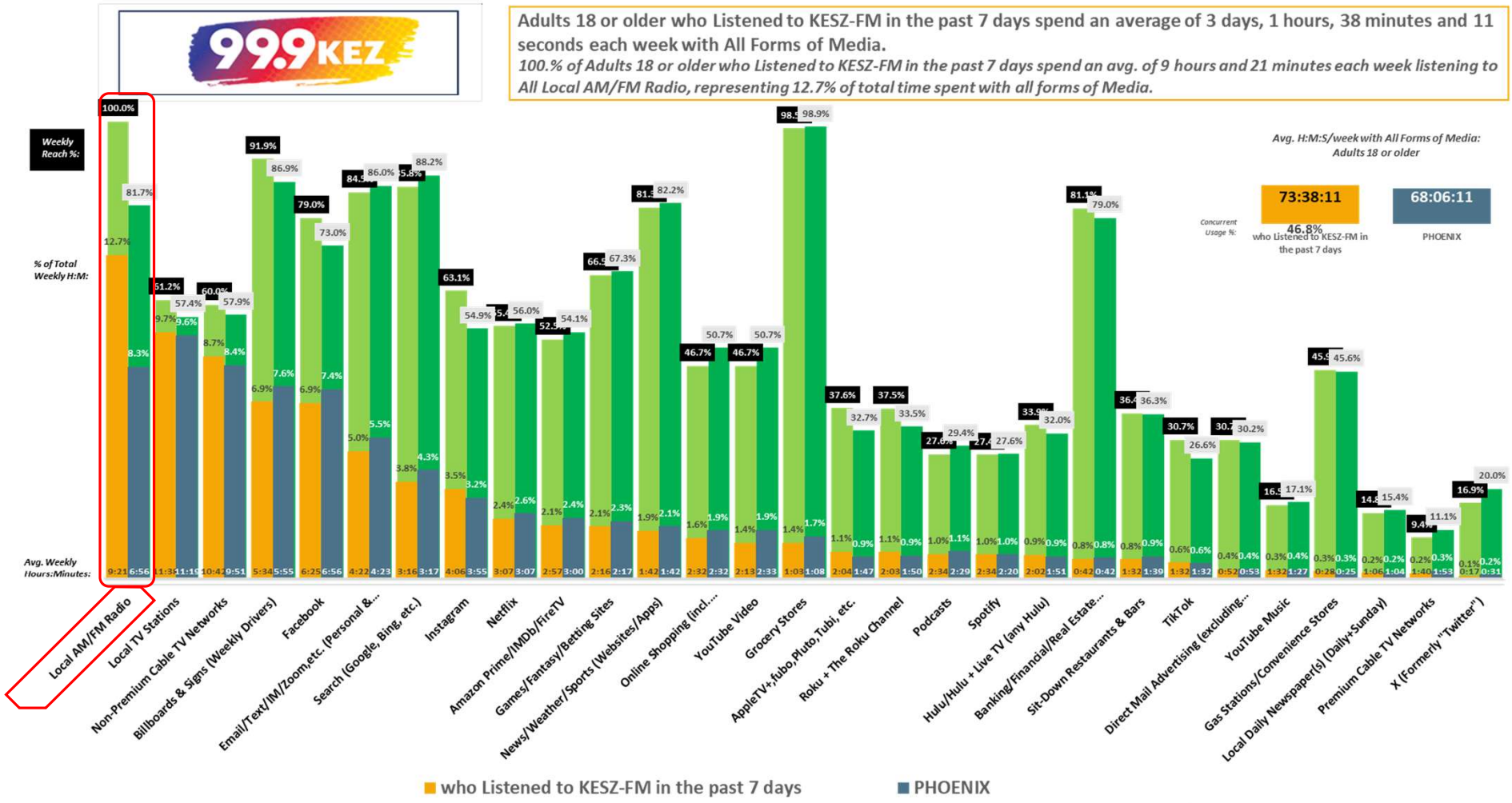


PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 992 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

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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)

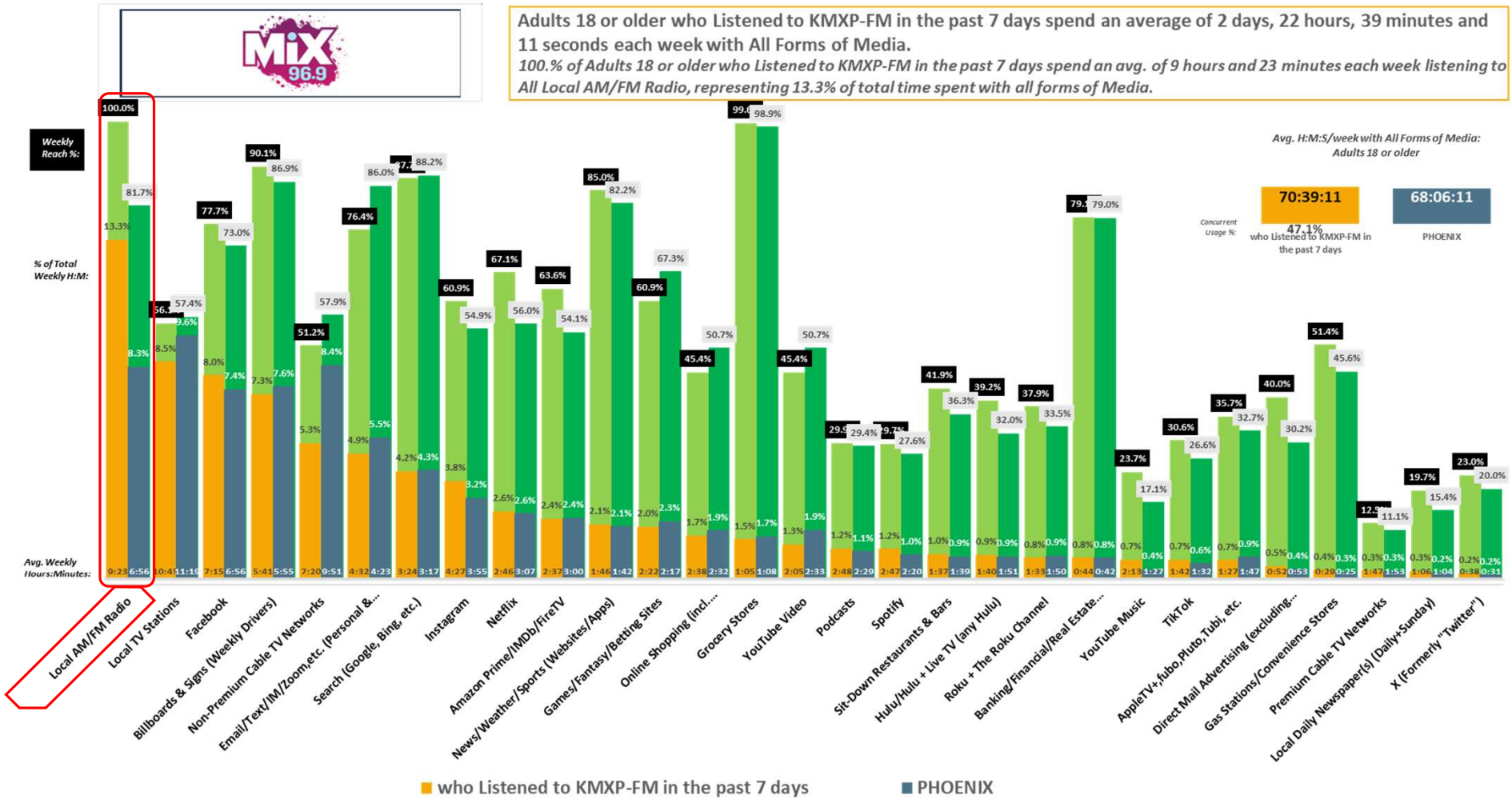


PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 424 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

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(Radio Stations: KESZ-FM)



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 261 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

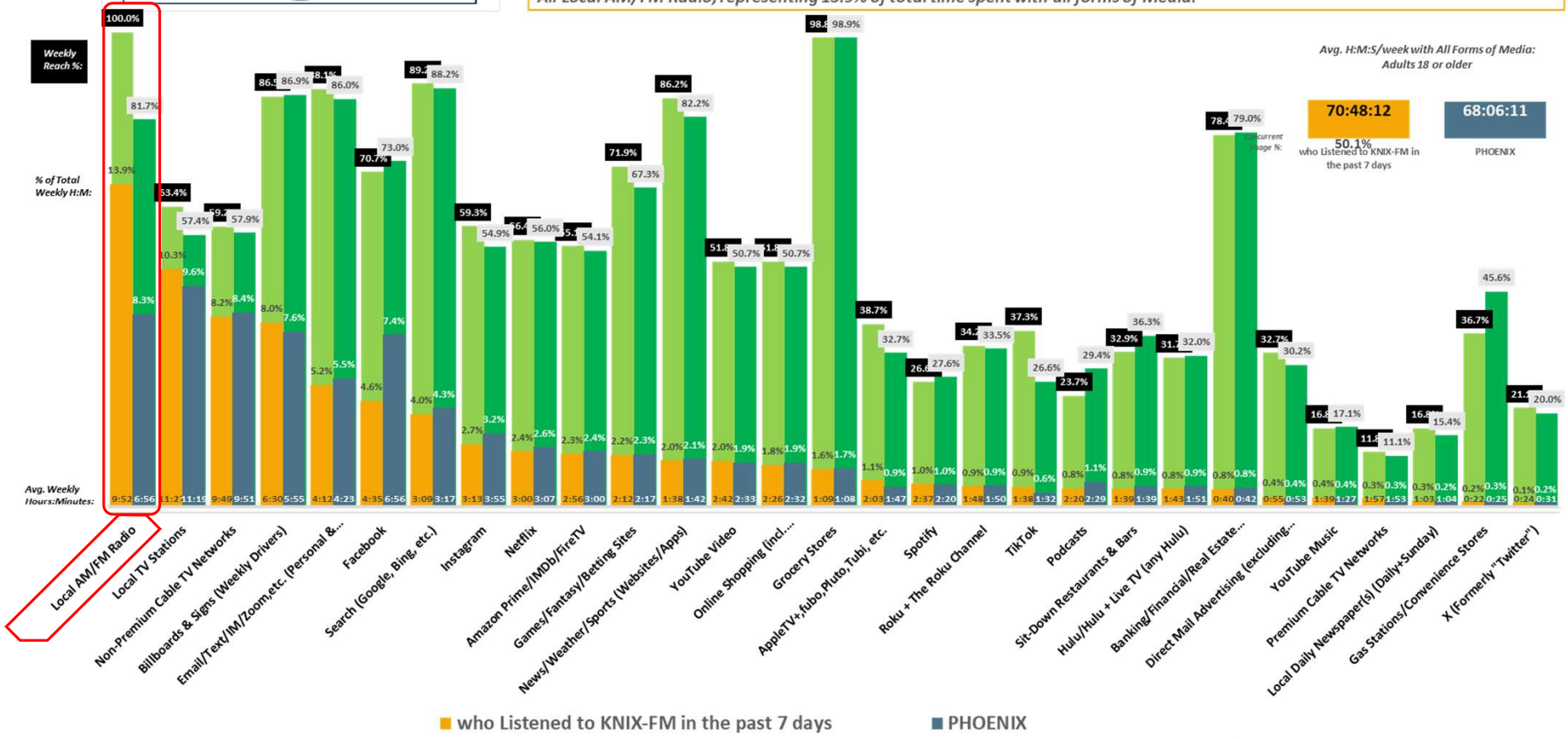
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(Radio Stations: KMXP-FM)

Adults 18 or older who Listened to KNIX-FM in the past 7 days spend an average of 2 days, 22 hours, 48 minutes and 12 seconds each week with All Forms of Media.

100.% of Adults 18 or older who Listened to KNIX-FM in the past 7 days spend an avg. of 9 hours and 52 minutes each week listening to All Local AM/FM Radio, representing 13.9% of total time spent with all forms of Media.

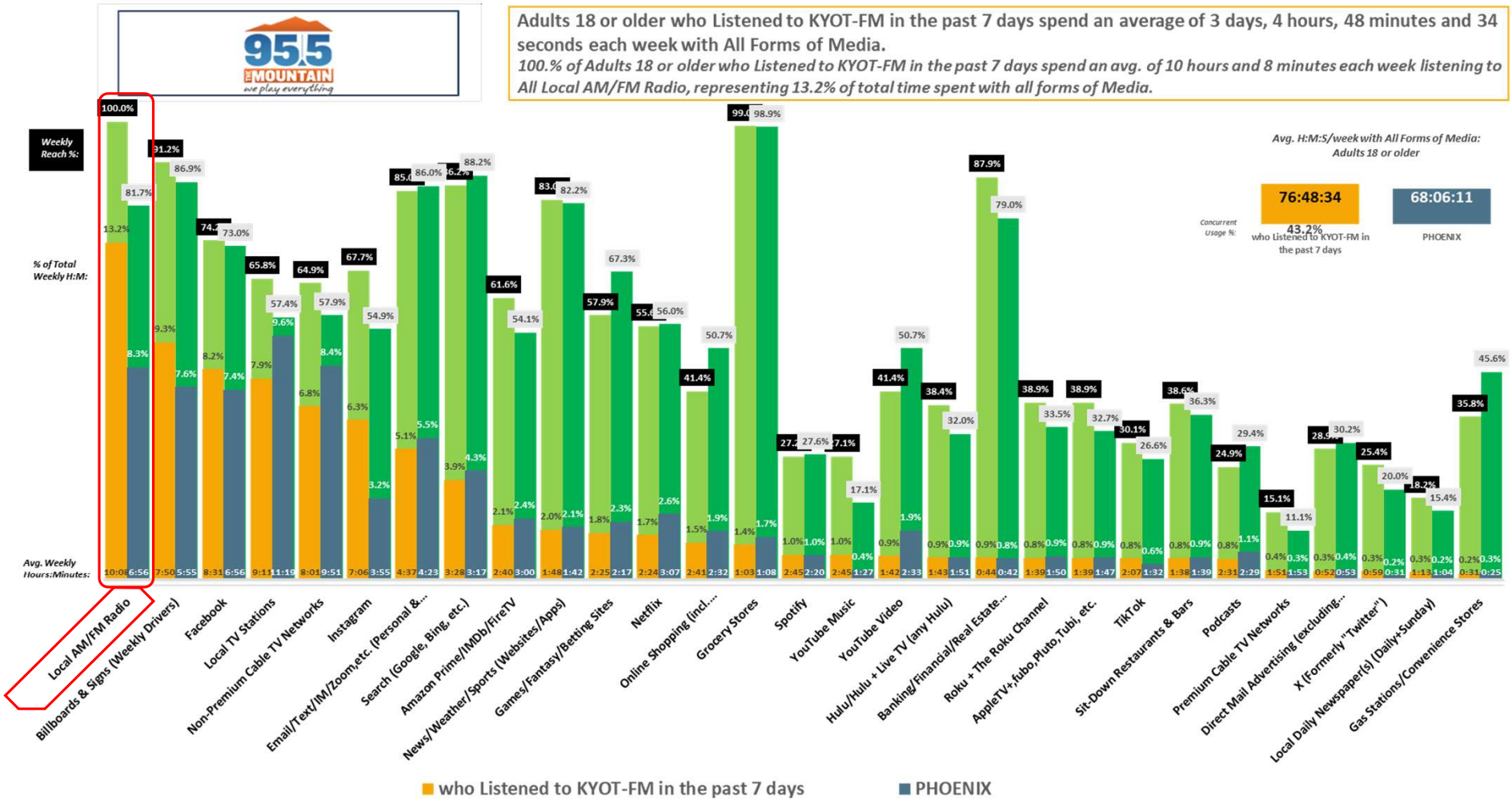


PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 237 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

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(Radio Stations: KNIX-FM)

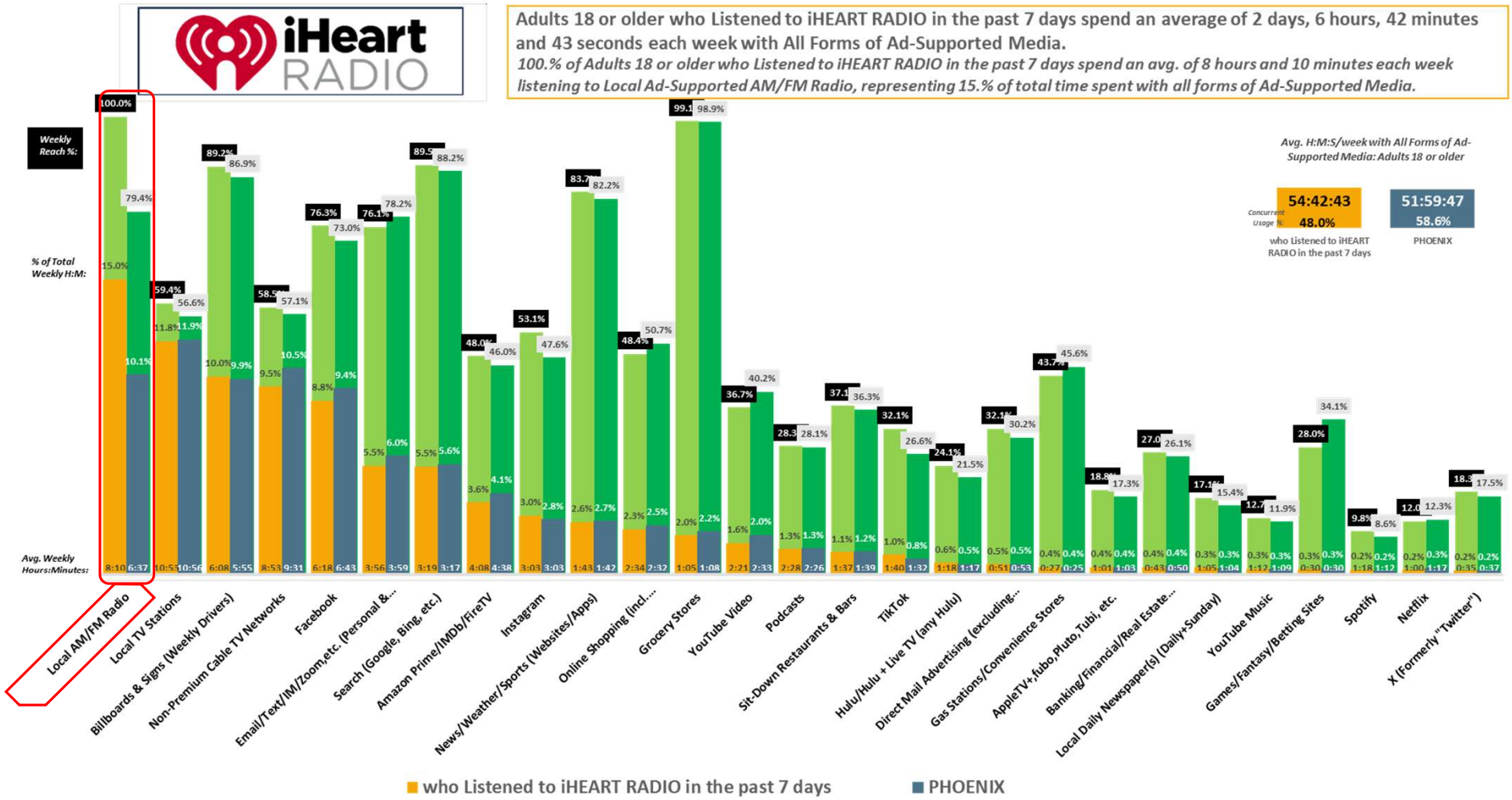


PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 323 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

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(Radio Stations: KYOT-FM)

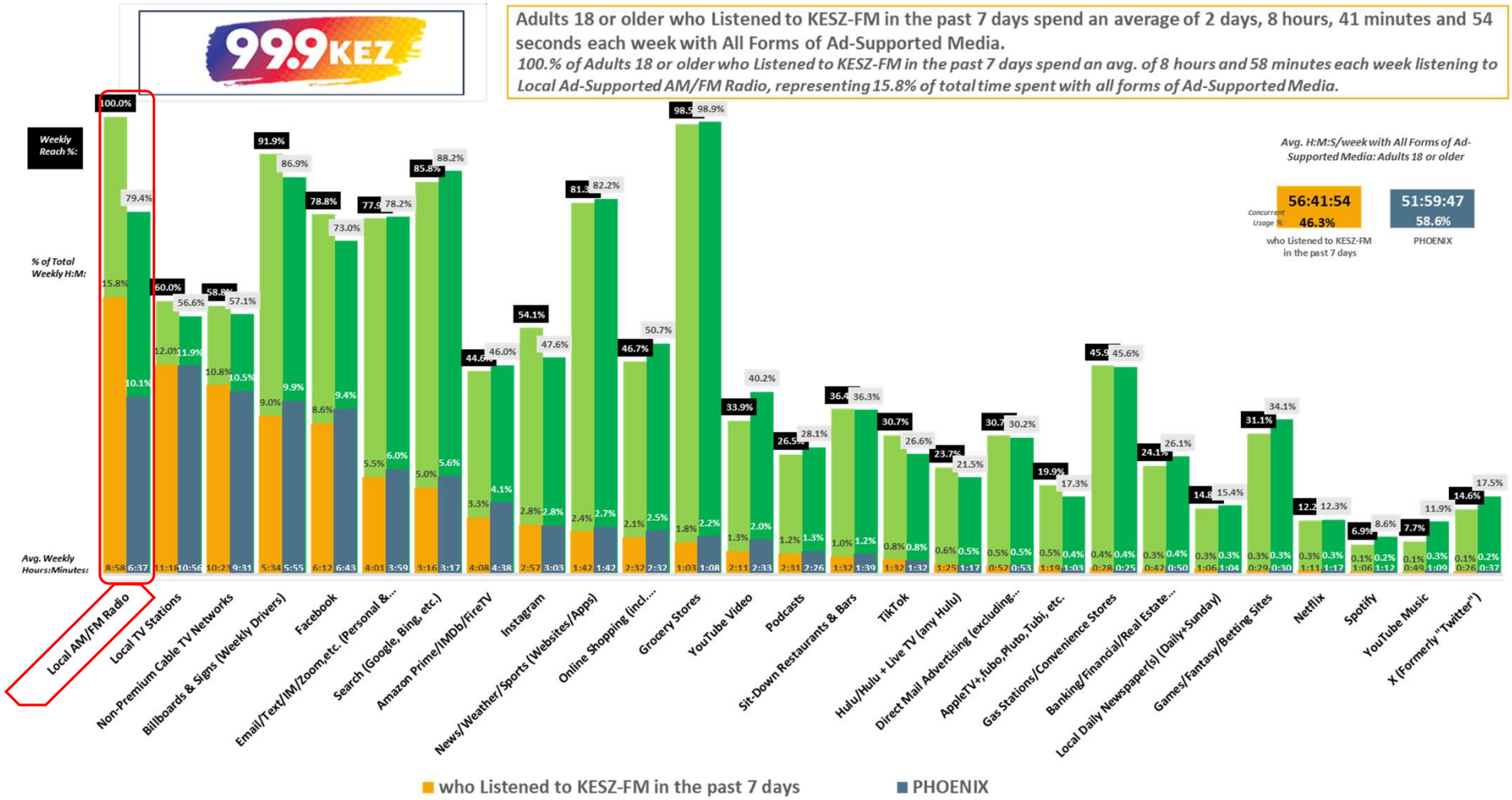


PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 992 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

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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)

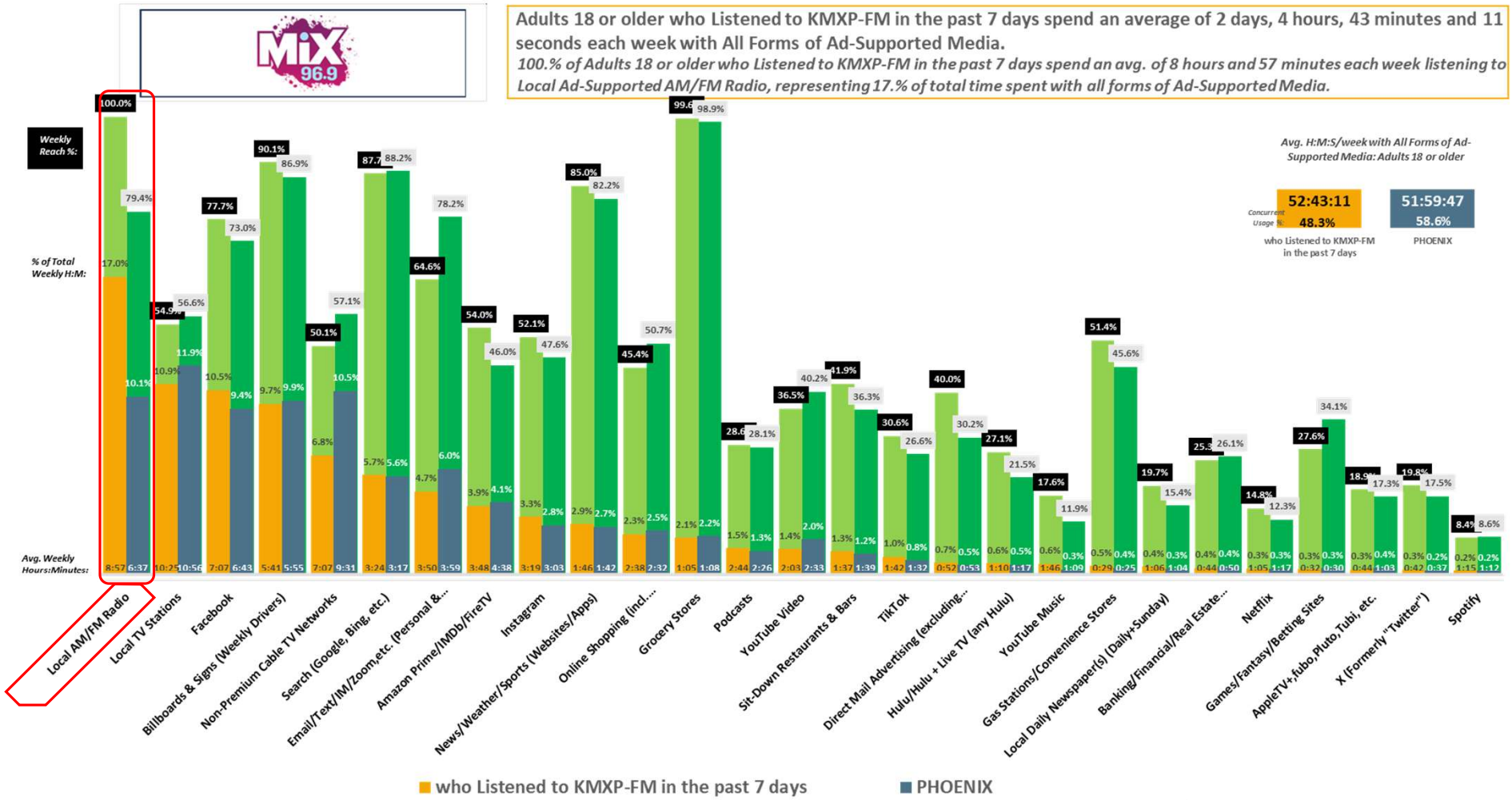


PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 424 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

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(Radio Stations: KESZ-FM)

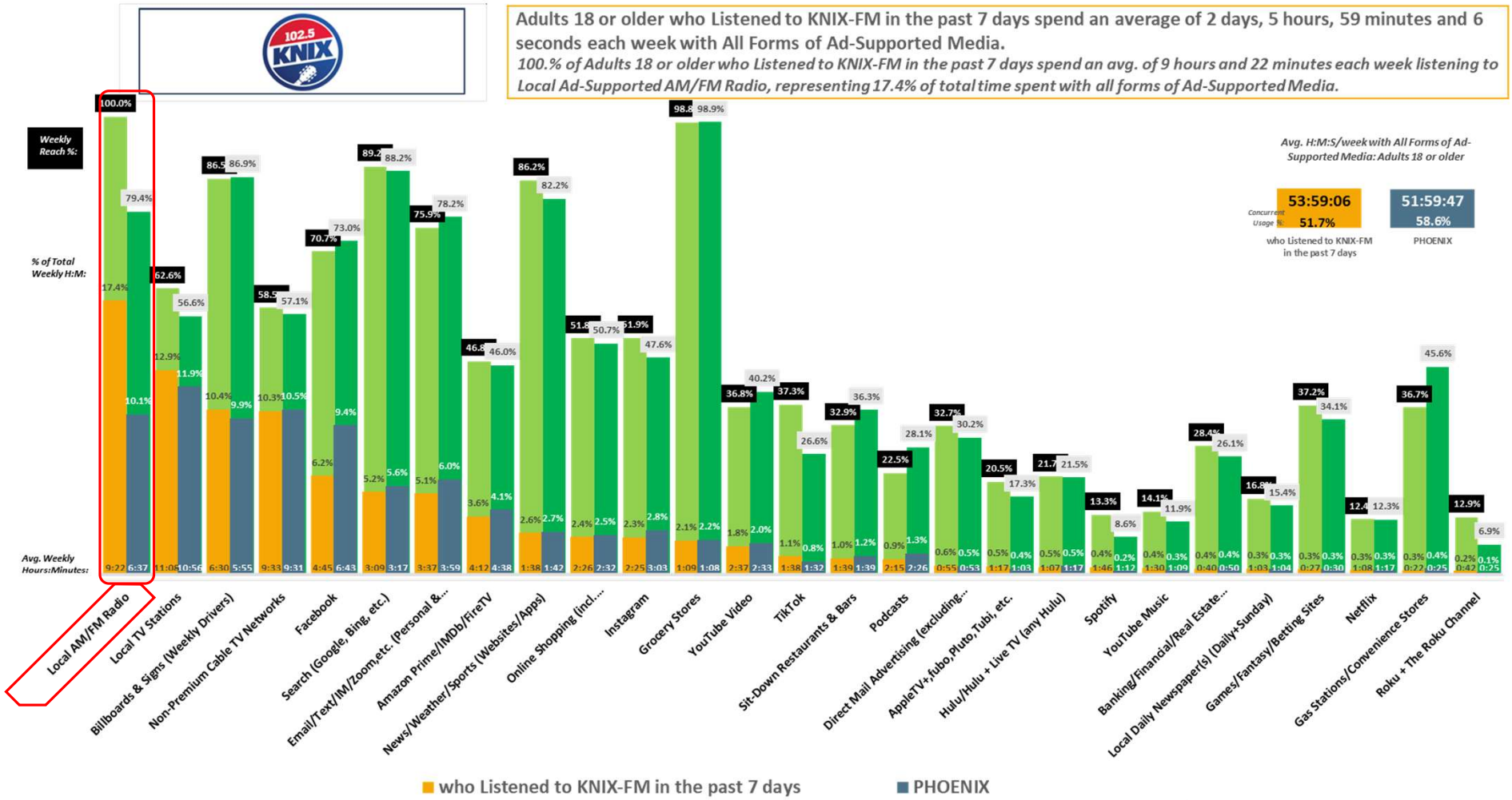


PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 261 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

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(Radio Stations: KMXP-FM)

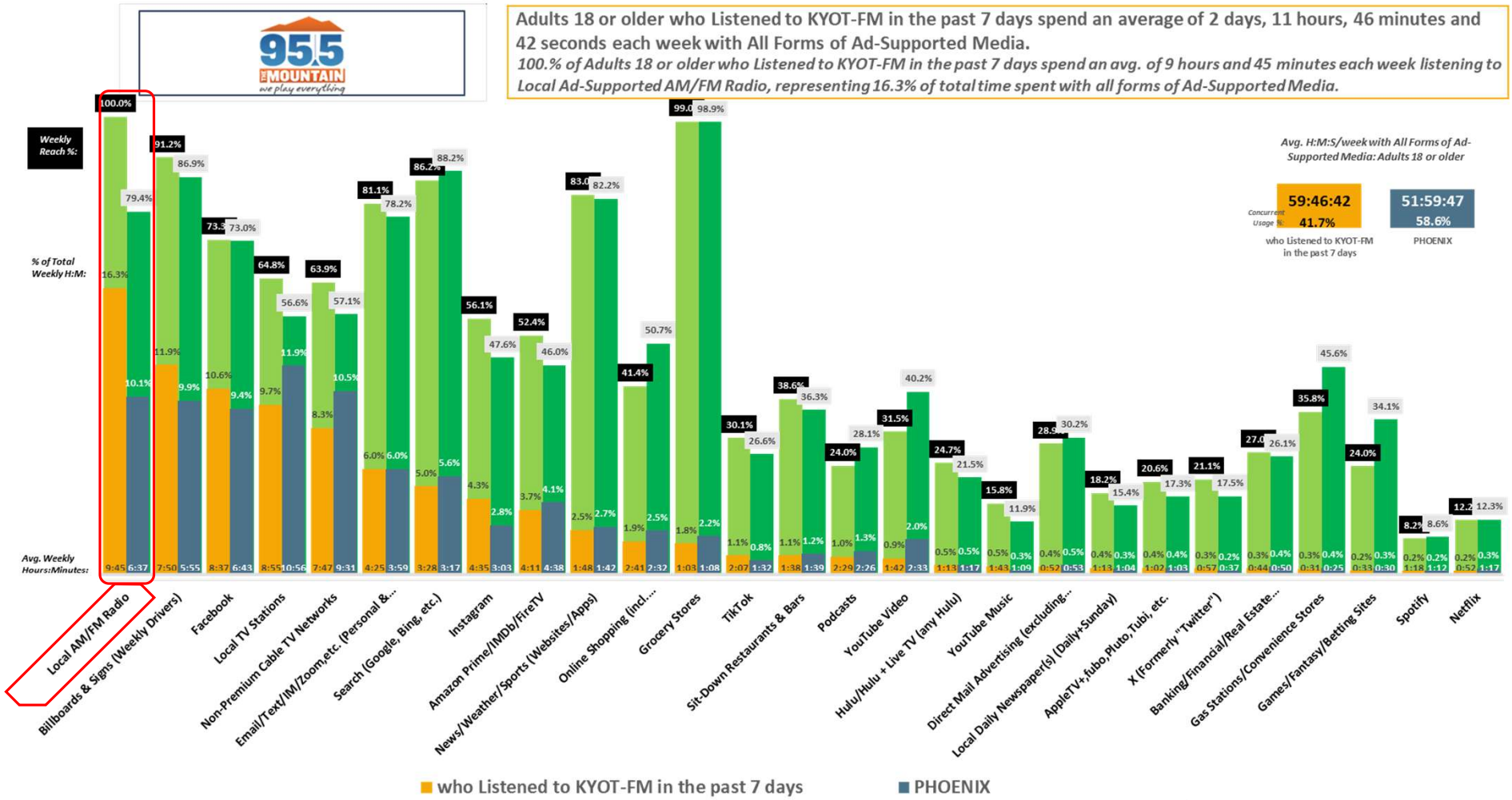


PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 237 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

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(Radio Stations: KNIX-FM)



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 323 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

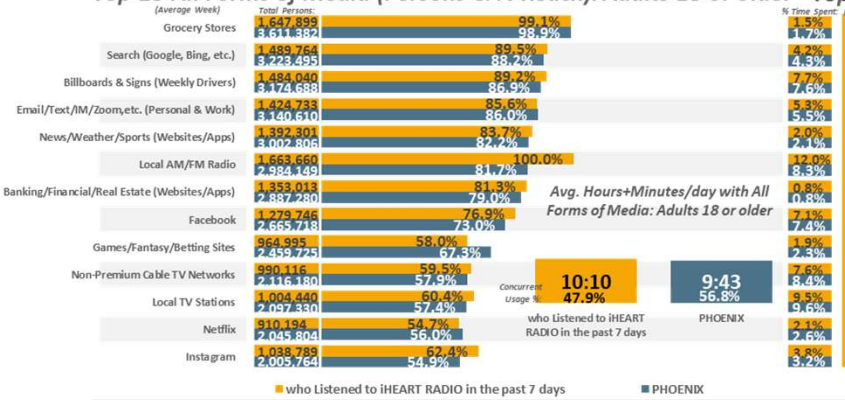
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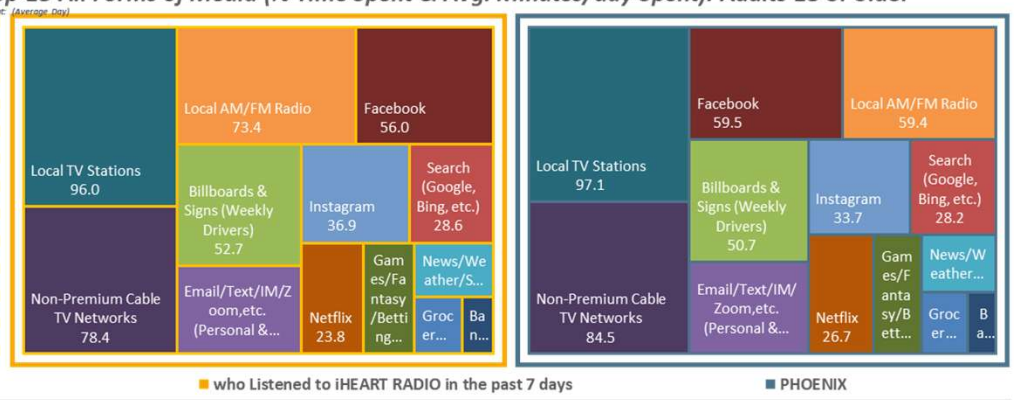
(Radio Stations: KYOT-FM)

Adults 18 or older who Listened to iHEART RADIO in the past 7 days spend an average of 7 hours and 48 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 70.1 minutes/day. *(Local Radio delivers 15.% of Time with Ad-Supported Media.)*

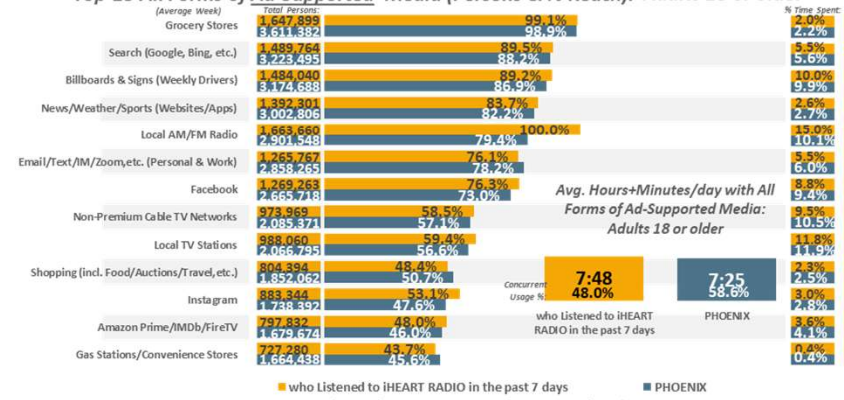
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



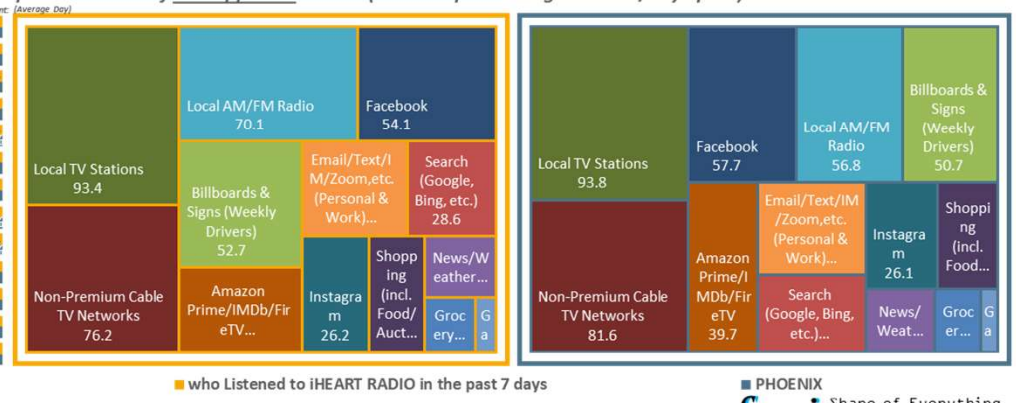
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Aug24-Jul25 Qual Intab 992

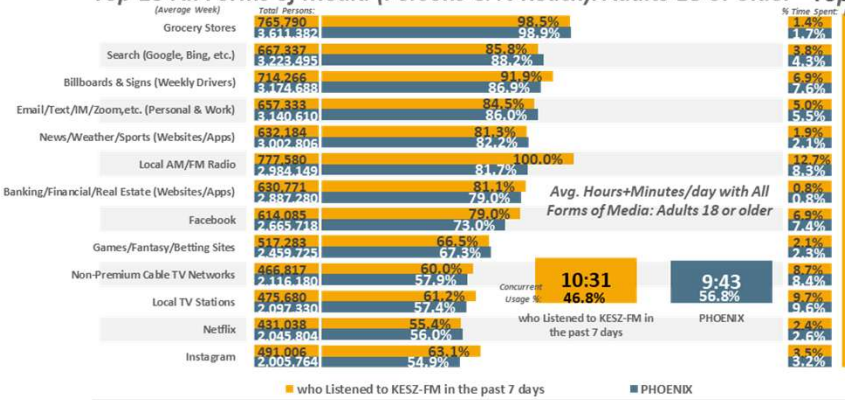
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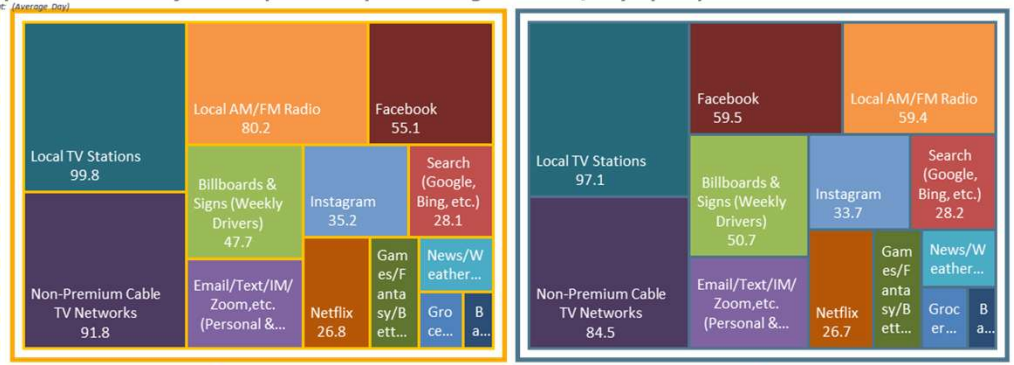
(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)

Adults 18 or older who Listened to KESZ-FM in the past 7 days spend an average of 8 hours and 5 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 76.9 minutes/day. *(Local Radio delivers 15.8% of Time with Ad-Supported Media.)*

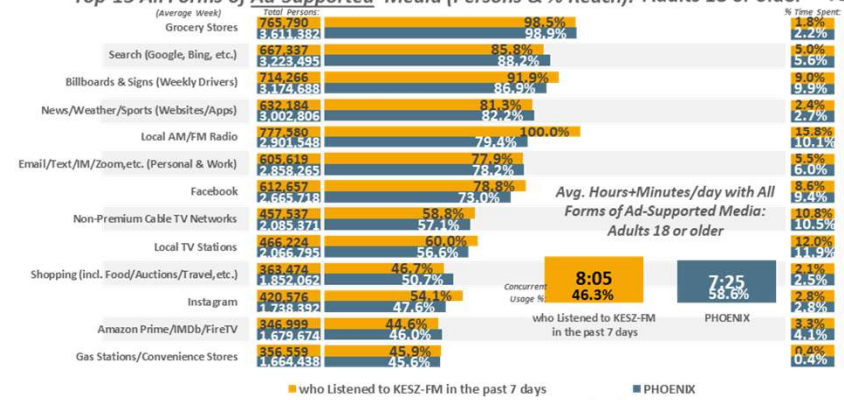
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



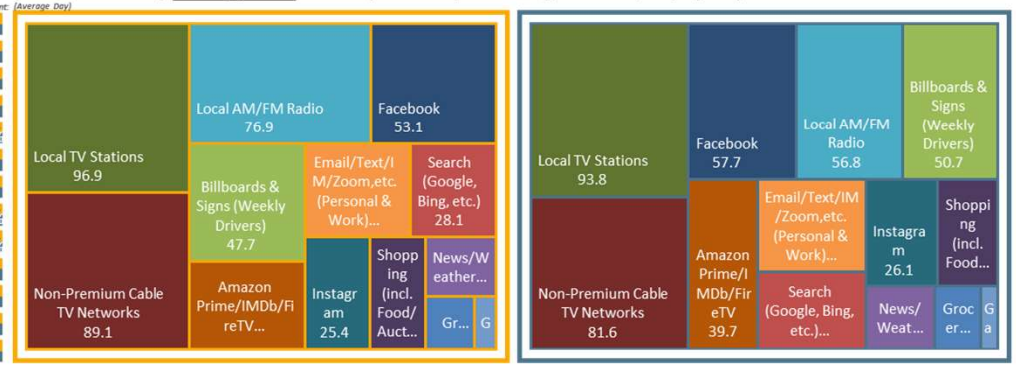
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 424

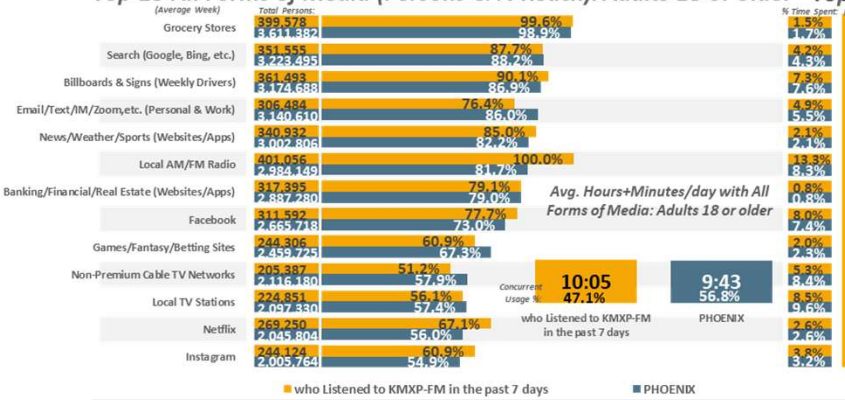
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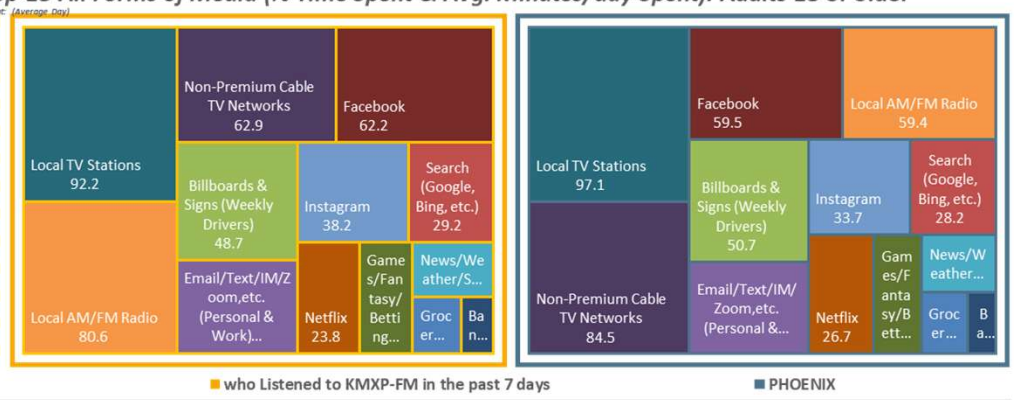
(Radio Stations: KESZ-FM)

Adults 18 or older who Listened to KMXP-FM in the past 7 days spend an average of 7 hours and 31 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 76.7 minutes/day. *(Local Radio delivers 17.% of Time with Ad-Supported Media.)*

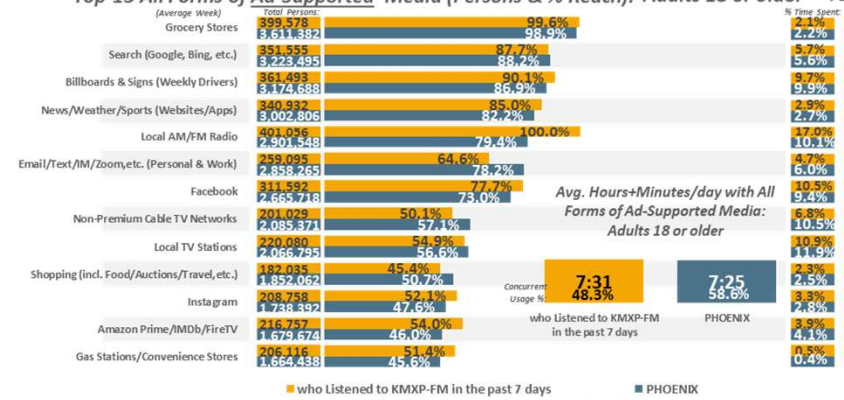
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



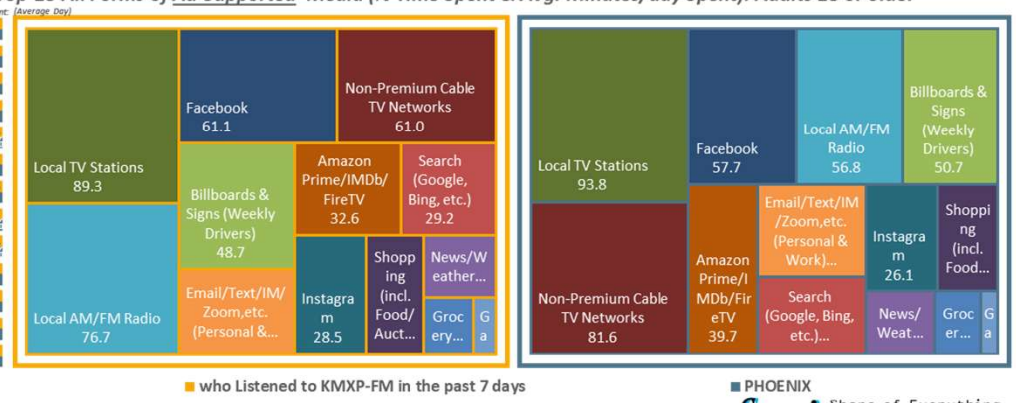
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Aug24-Jul25 Qual Intab 261

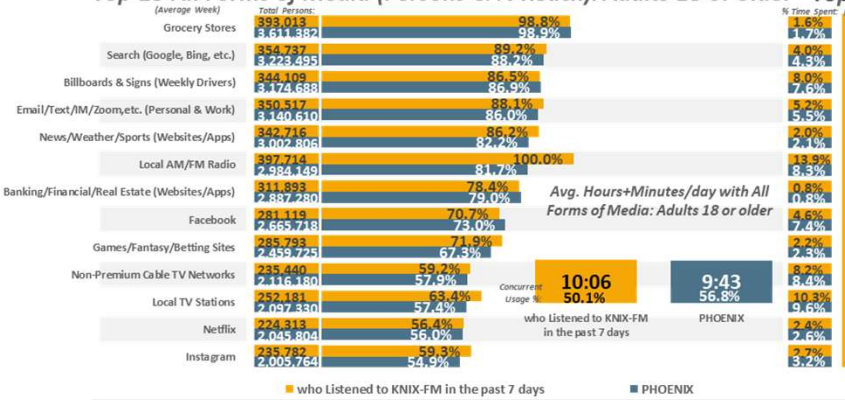
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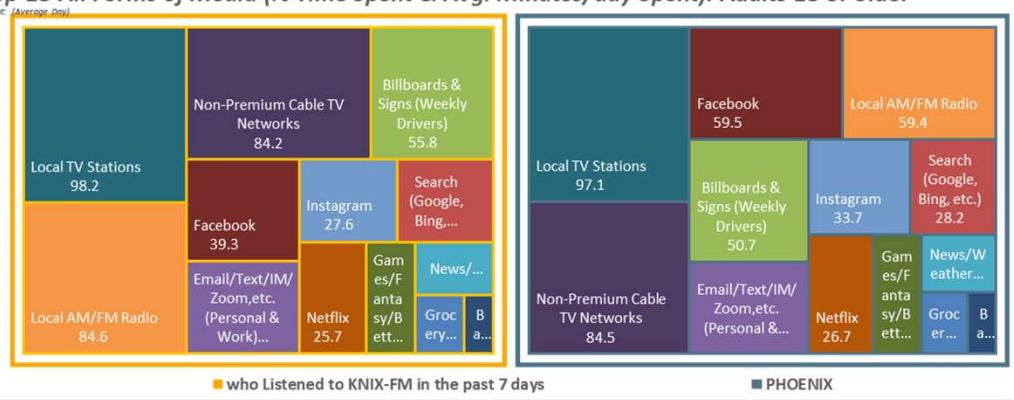
(Radio Stations: KMXP-FM)

Adults 18 or older who Listened to KNIX-FM in the past 7 days spend an average of 7 hours and 42 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 80.3 minutes/day. *(Local Radio delivers 17.4% of Time with Ad-Supported Media.)*

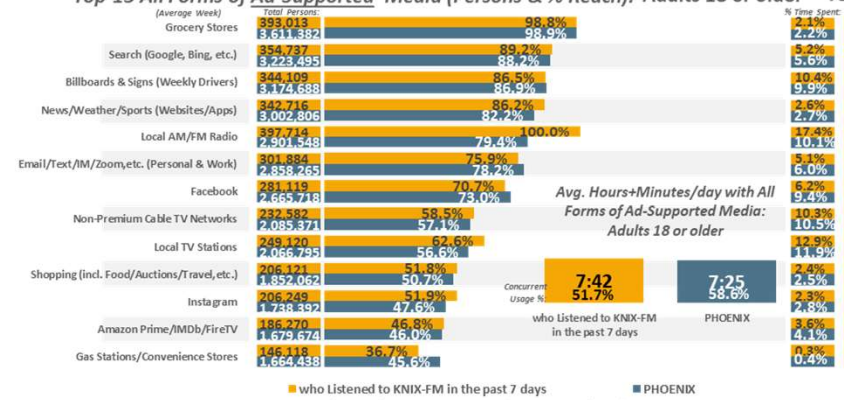
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



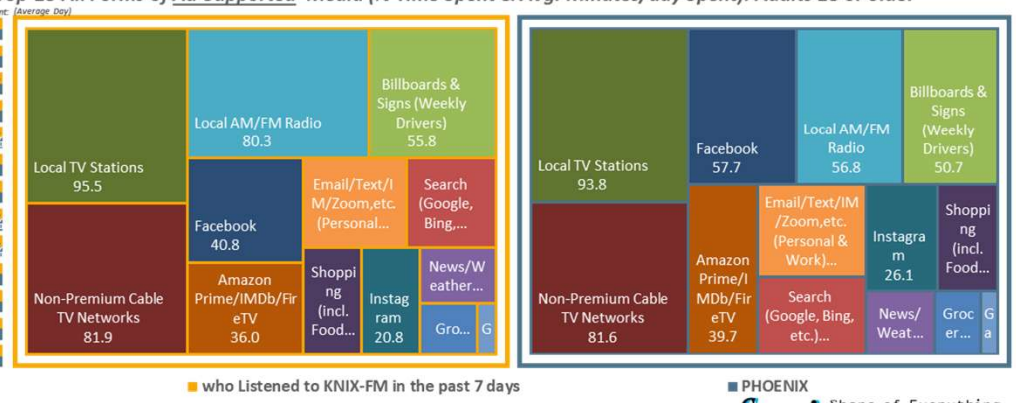
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Aug24-Jul25 Qual Intab 237

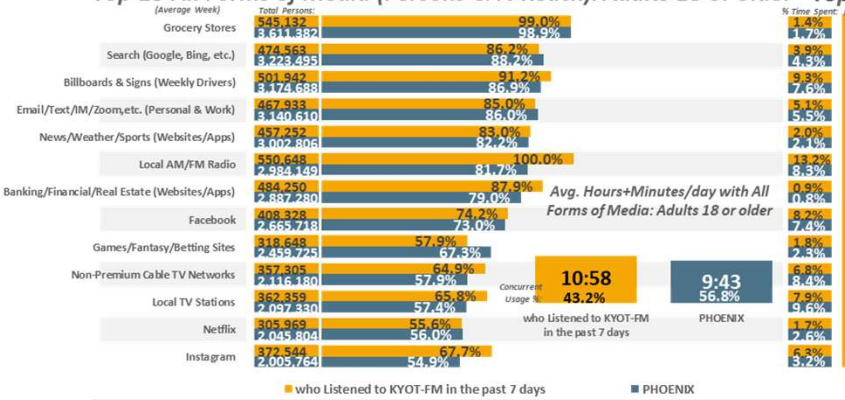
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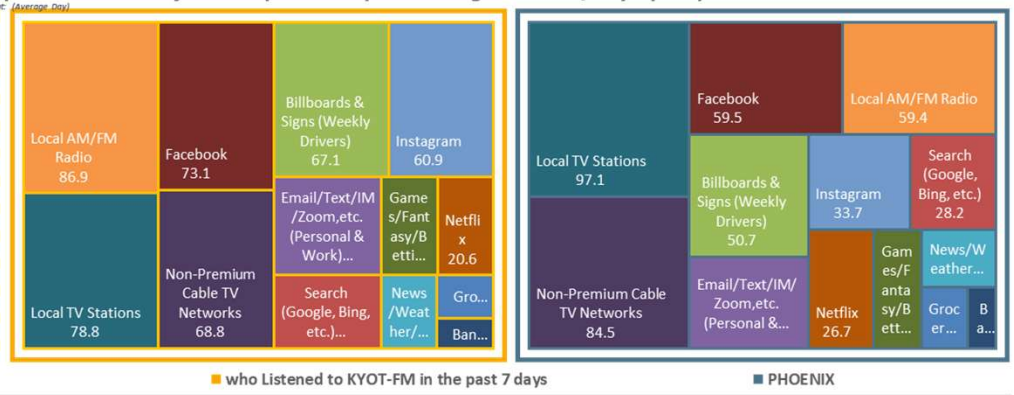
(Radio Stations: KNIX-FM)

Adults 18 or older who Listened to KYOT-FM in the past 7 days spend an average of 8 hours and 32 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 83.7 minutes/day. *(Local Radio delivers 16.3% of Time with Ad-Supported Media.)*

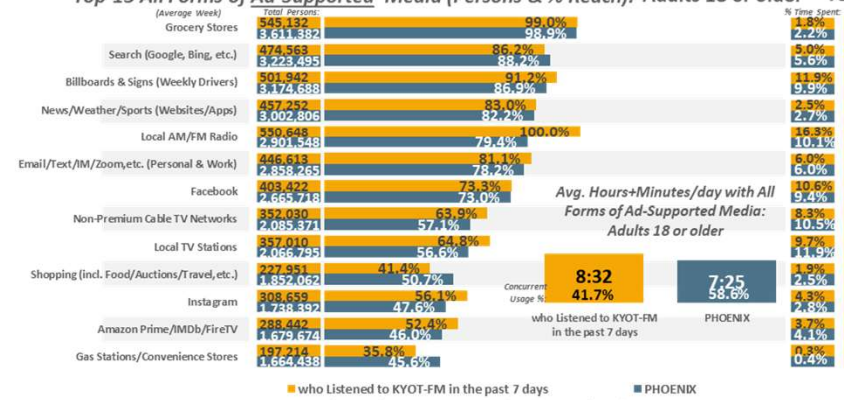
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



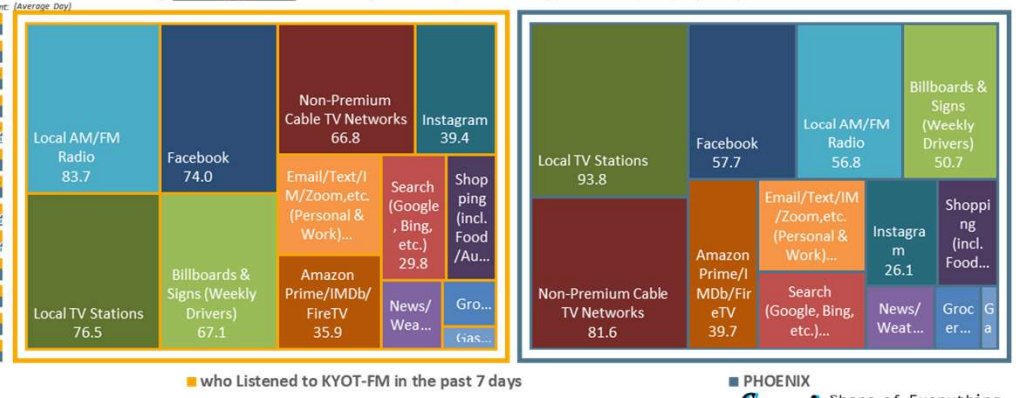
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 323

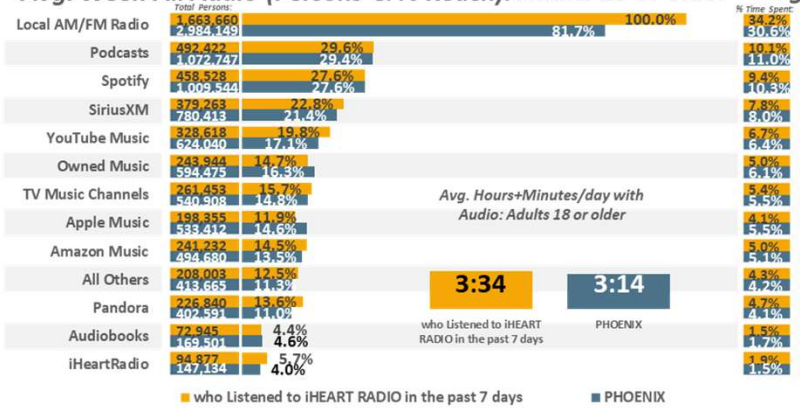
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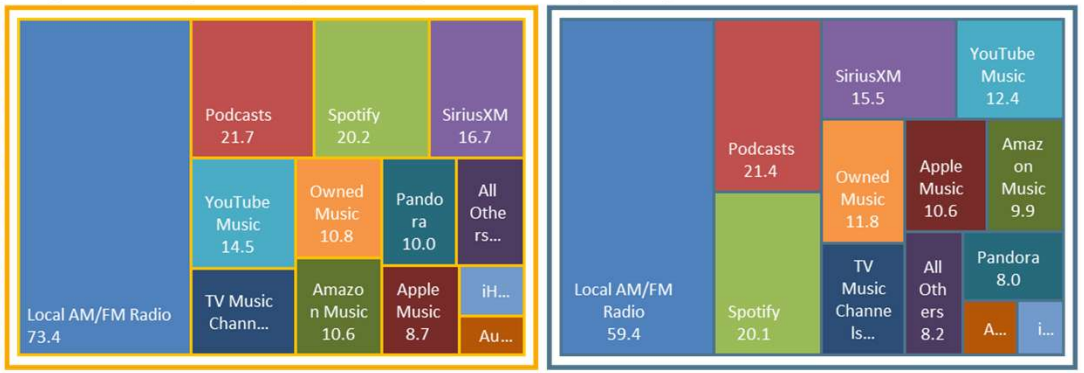
(Radio Stations: KYOT-FM)

1,663,660 or 100.% of Adults 18 or older who Listened to iHEART RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 70.1 minutes every day representing 45.8% of all time spent daily with Ad-Supported Audio.

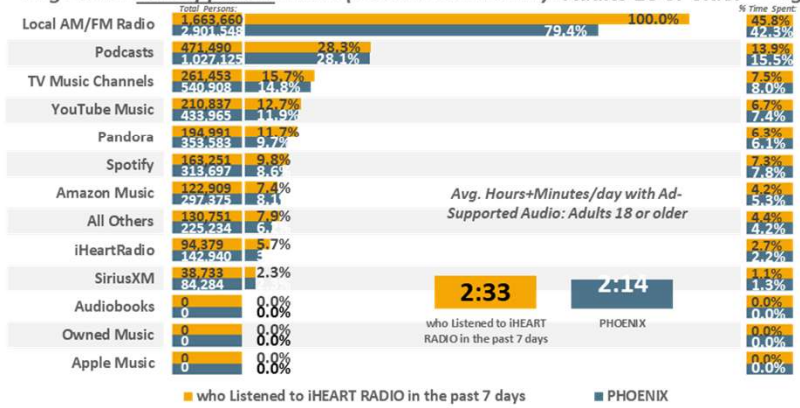
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



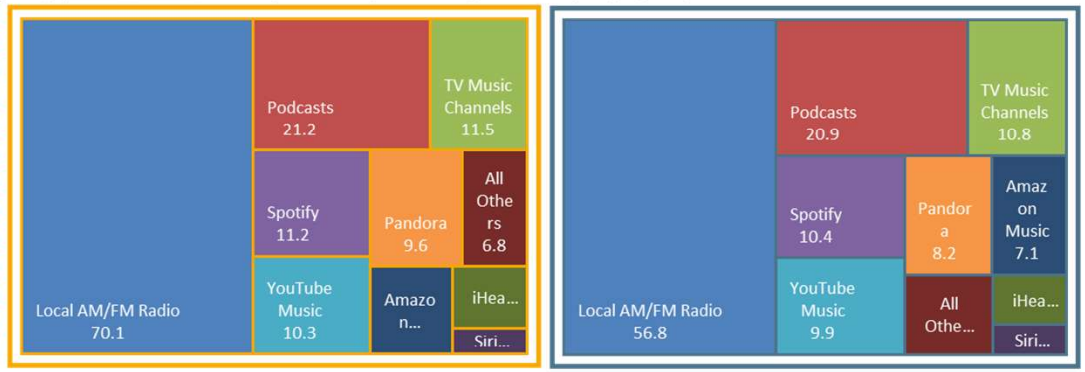
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 992

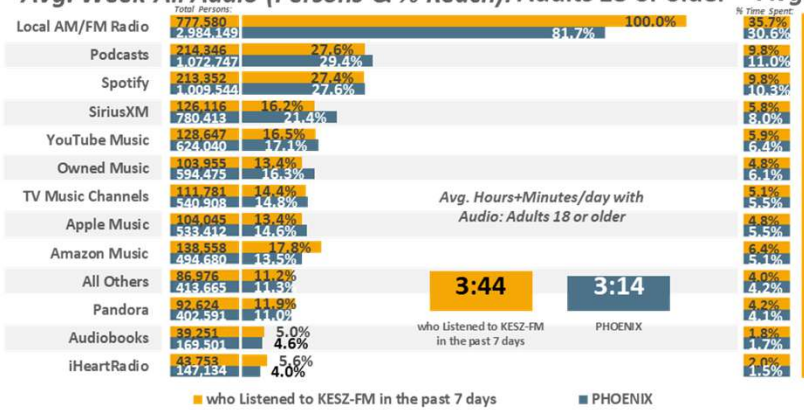
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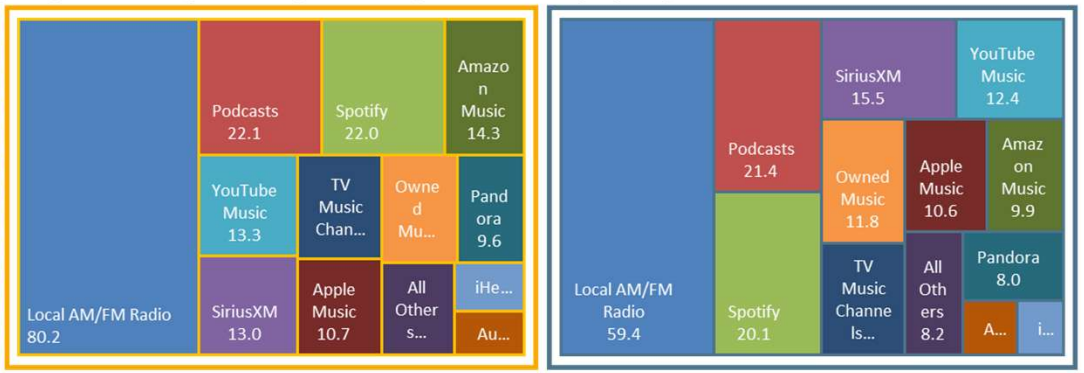
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777,580 or 100.% of Adults 18 or older who Listened to KESZ-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 76.9 minutes every day representing 49.9% of all time spent daily with Ad-Supported Audio.

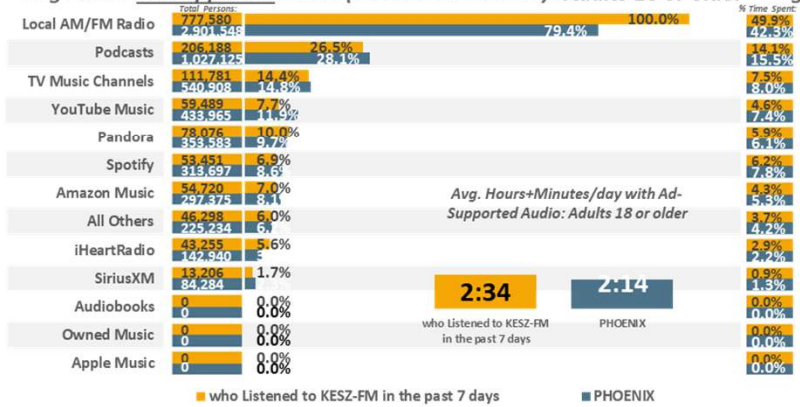
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



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 2025: Aug24-Jul25 Qual Intab 424

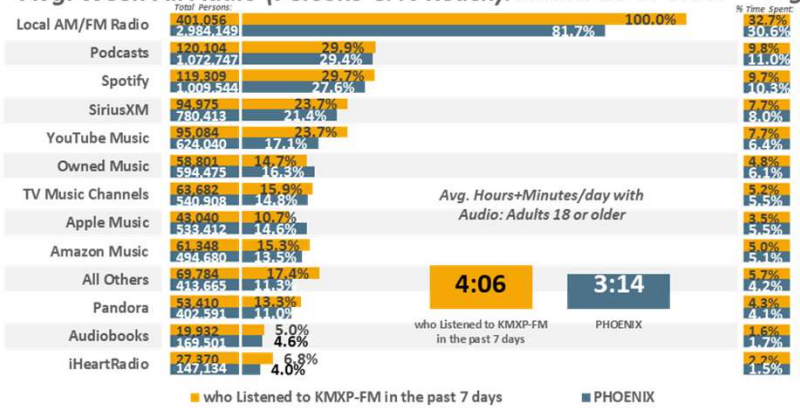
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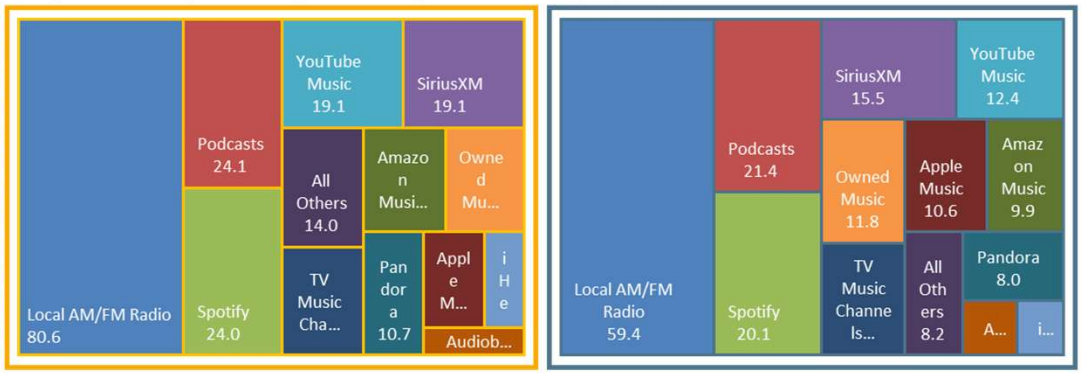
(Radio Stations: KESZ-FM)

401,056 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 76.7 minutes every day representing 44.1% of all time spent daily with Ad-Supported Audio.

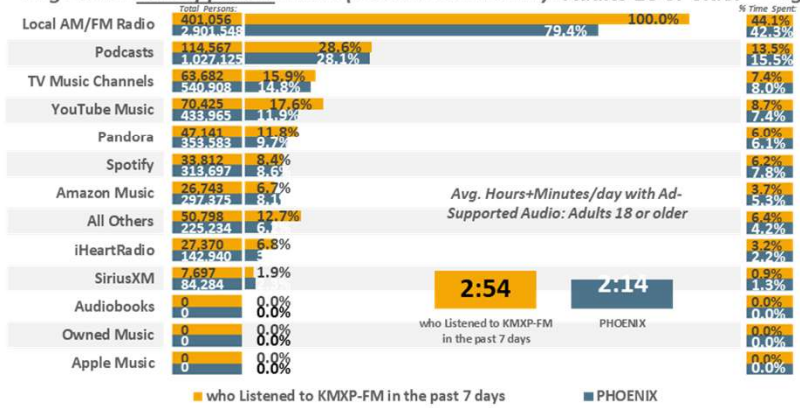
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



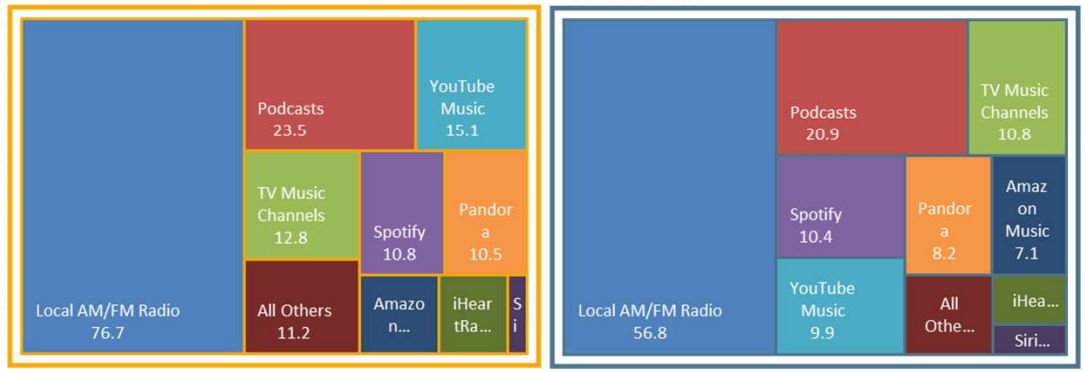
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 261

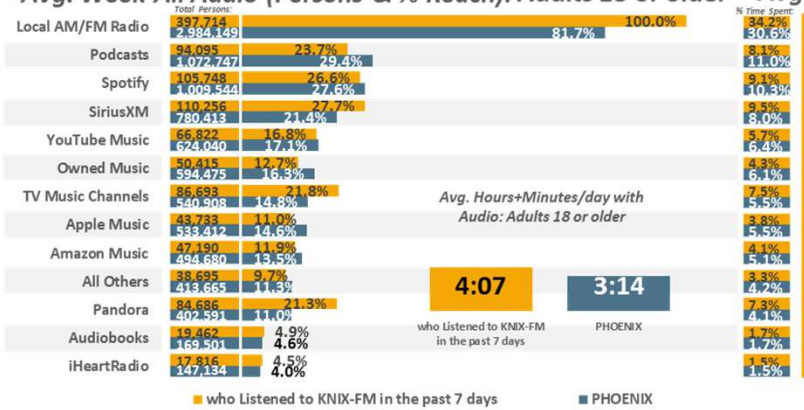
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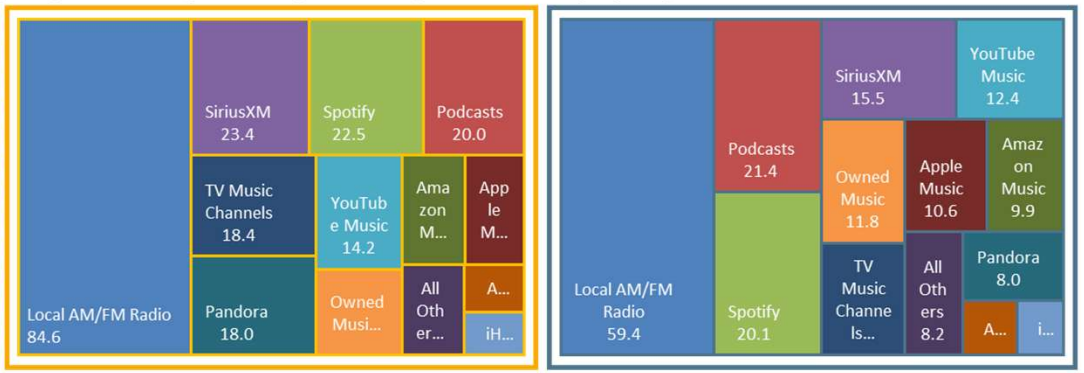
(Radio Stations: KMXP-FM)

397,714 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 80.3 minutes every day representing 44.1% of all time spent daily with Ad-Supported Audio.

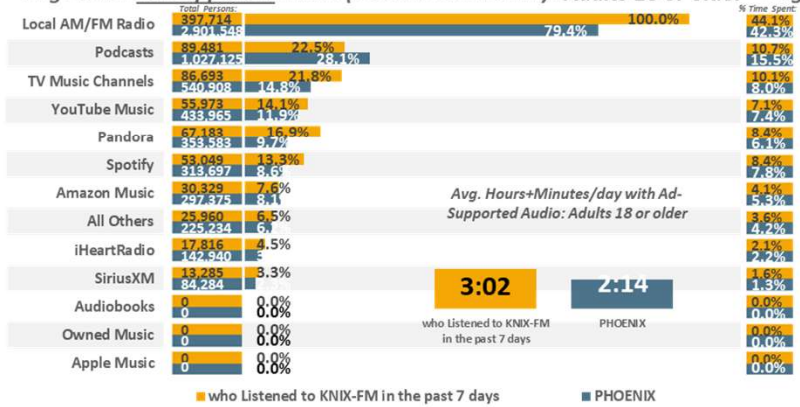
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



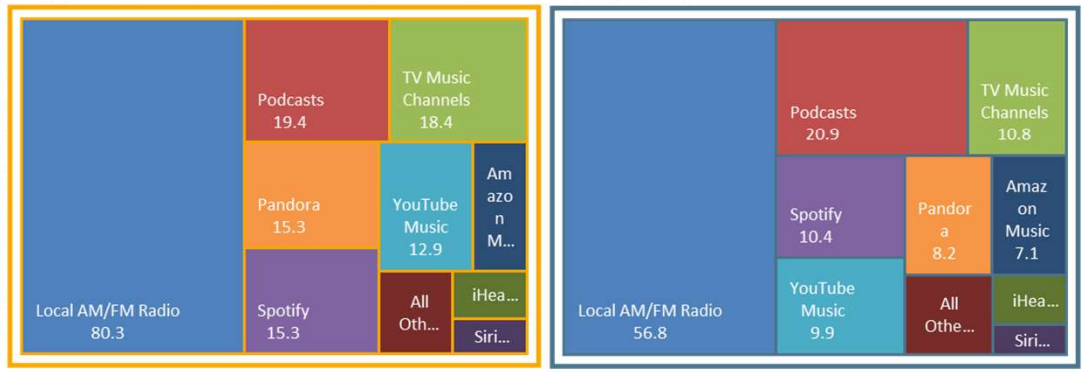
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 237

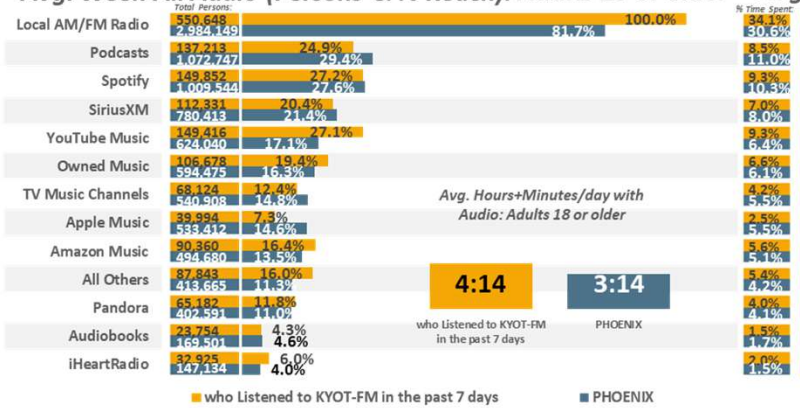
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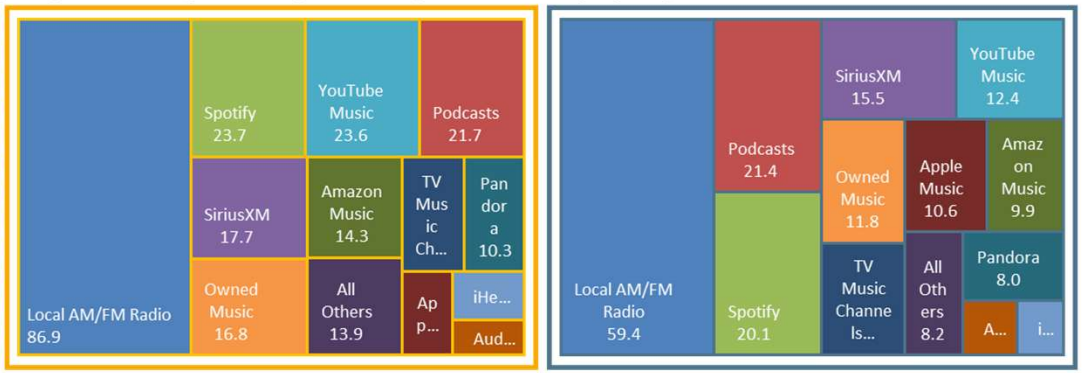
(Radio Stations: KNIX-FM)

550,648 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 83.7 minutes every day representing 47.2% of all time spent daily with Ad-Supported Audio.

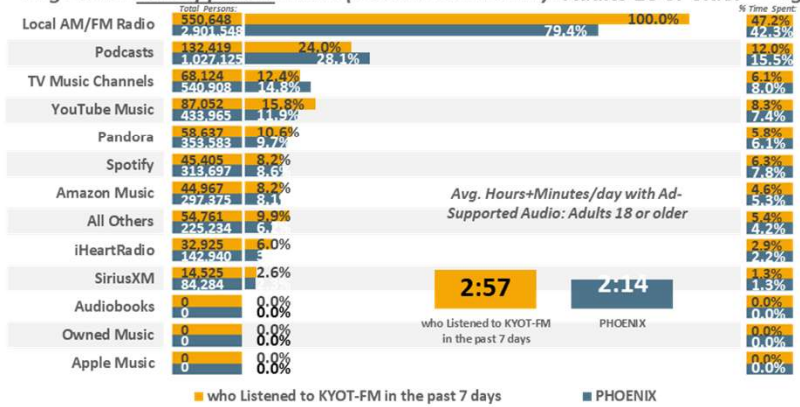
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



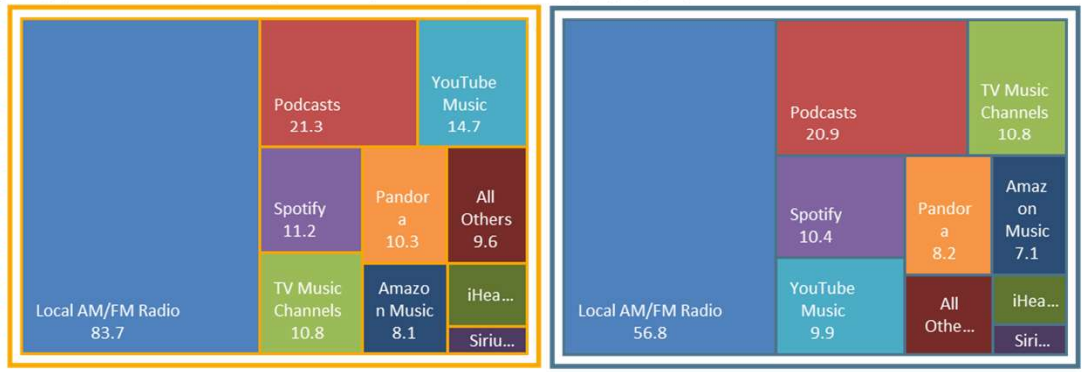
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



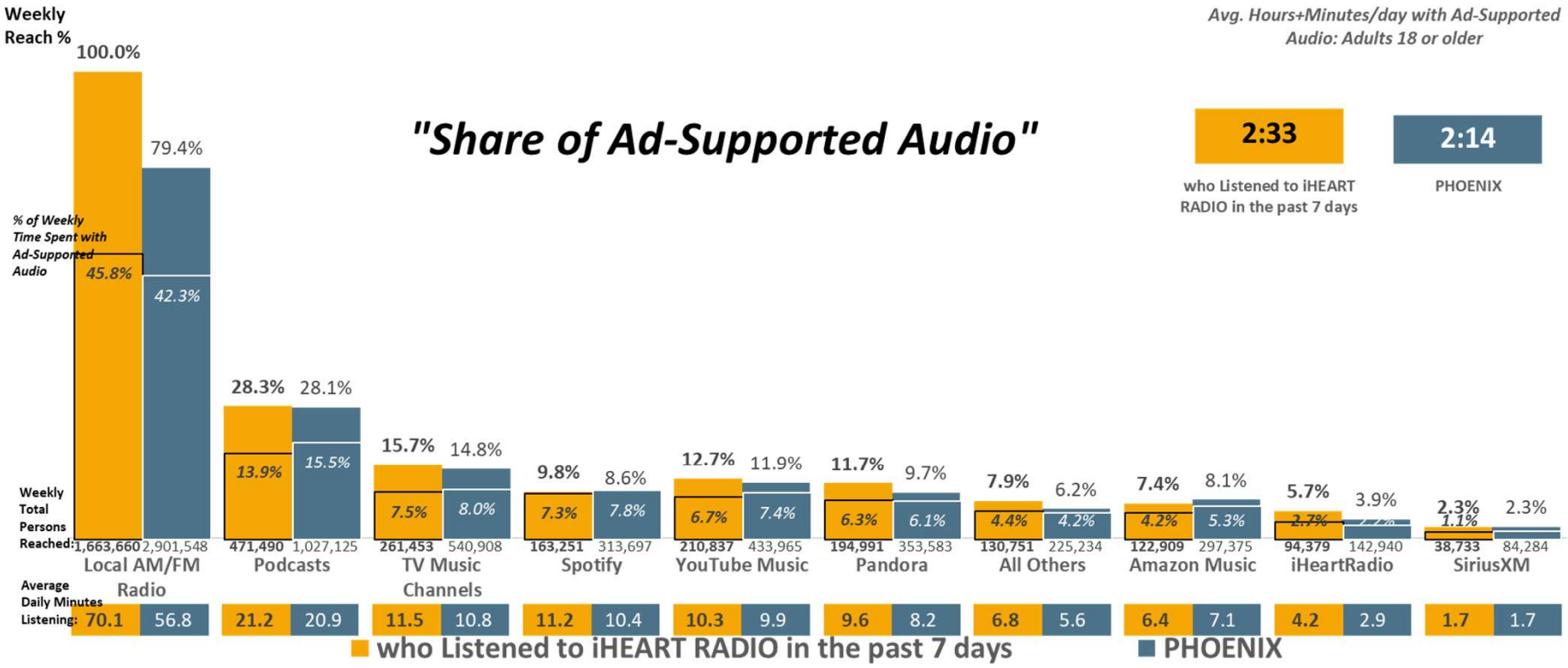
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 323

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(Radio Stations: KYOT-FM)

1,663,660 or 100.% of Adults 18 or older who Listened to iHEART RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 70.1 minutes every day representing 45.8% of all time spent daily with Ad-Supported Audio.



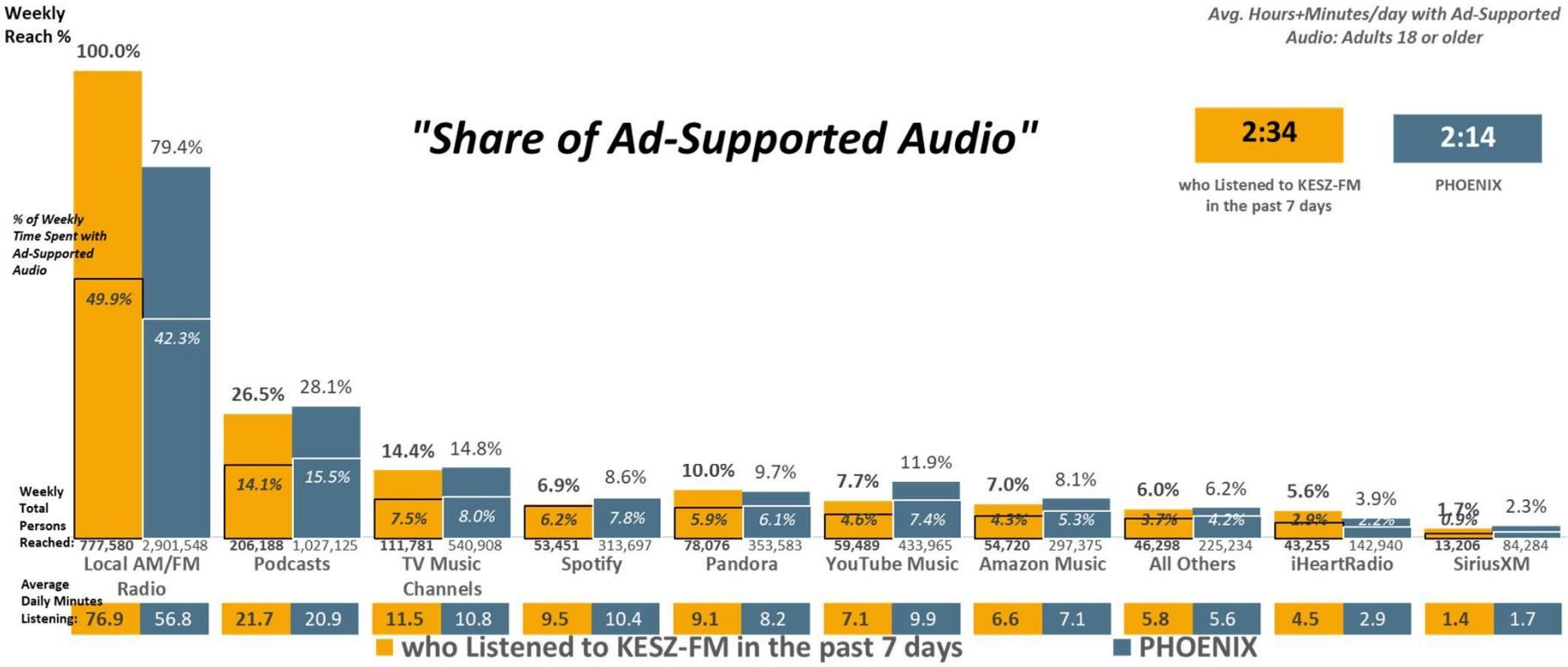
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 992 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

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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)

777,580 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 76.9 minutes every day representing 49.9% of all time spent daily with Ad-Supported Audio.



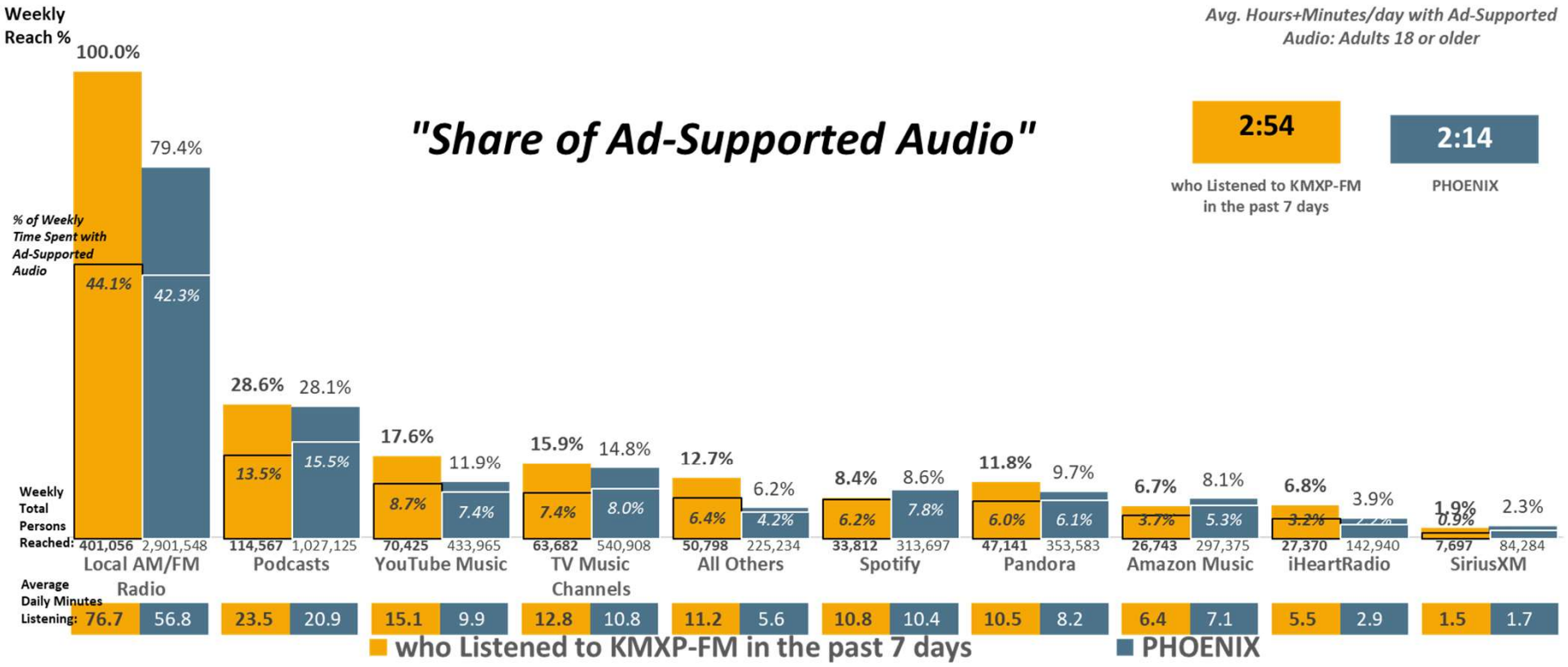
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 424 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

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(Radio Stations: KESZ-FM)

401,056 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 76.7 minutes every day representing 44.1% of all time spent daily with Ad-Supported Audio.



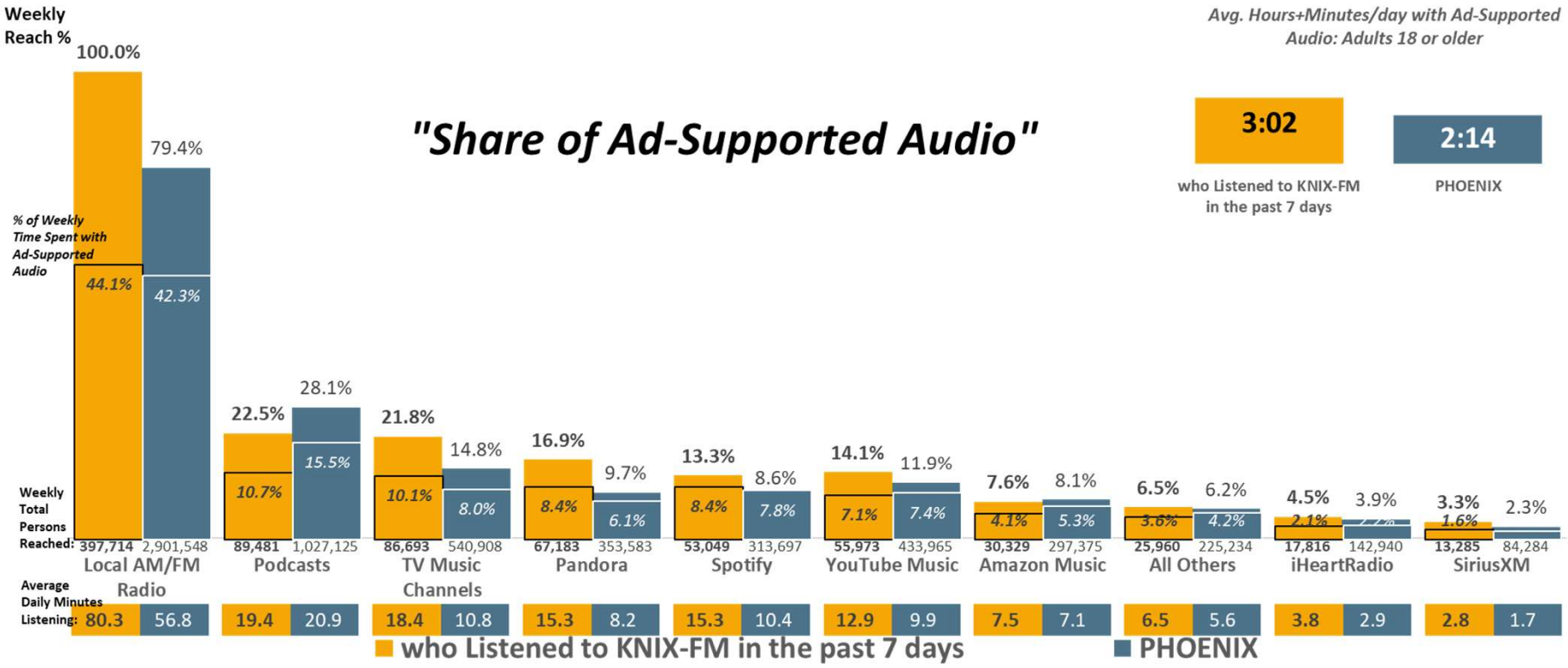
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 261 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

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(Radio Stations: KMXP-FM)

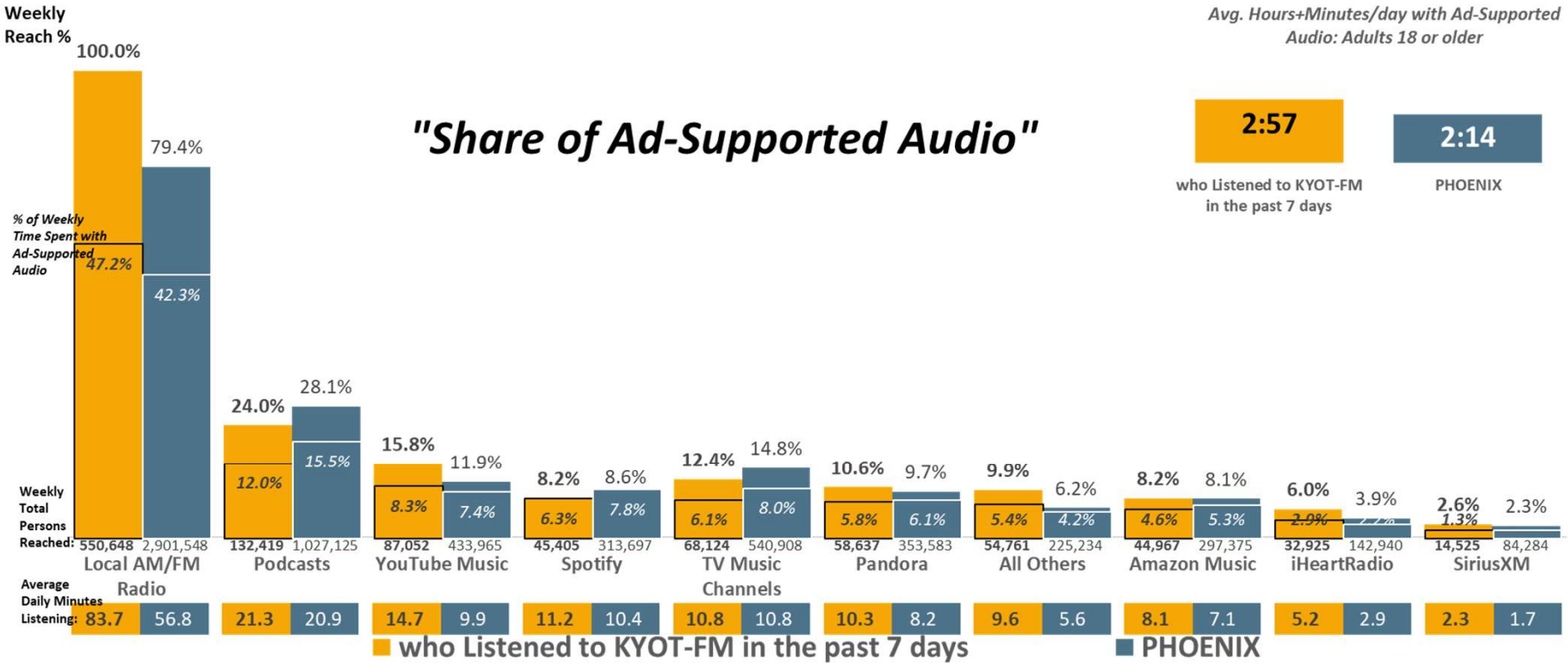
397,714 or 100.% of Adults 18 or older who Listened to KNIX-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 80.3 minutes every day representing 44.1% of all time spent daily with Ad-Supported Audio.



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 237 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031
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(Radio Stations: KNIX-FM)

550,648 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 83.7 minutes every day representing 47.2% of all time spent daily with Ad-Supported Audio.



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 323 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

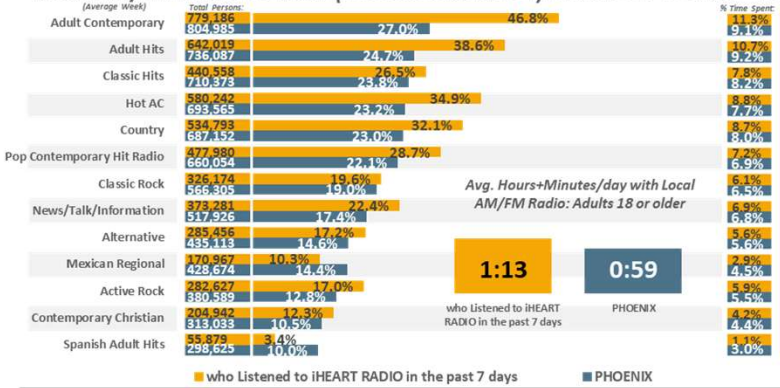
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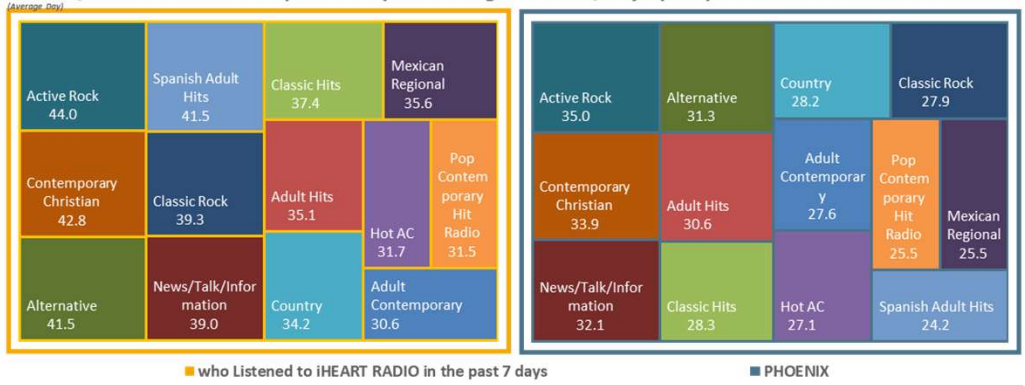
(Radio Stations: KYOT-FM)

1,663,660 or 100.% of Adults 18 or older who Listened to iHEART RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Adult Hits, Hot AC, Country, and Pop Contemporary Hit Radio.

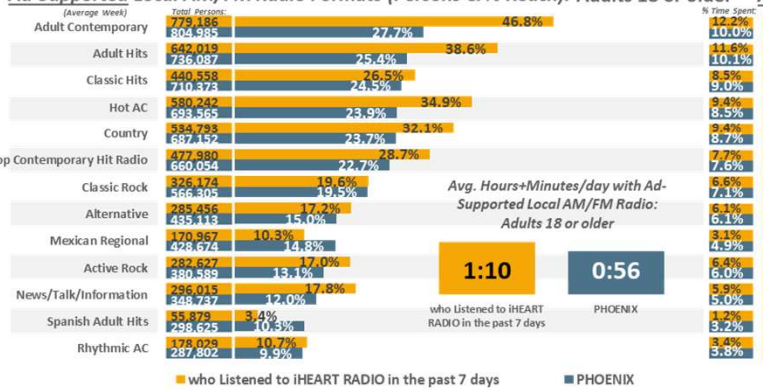
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



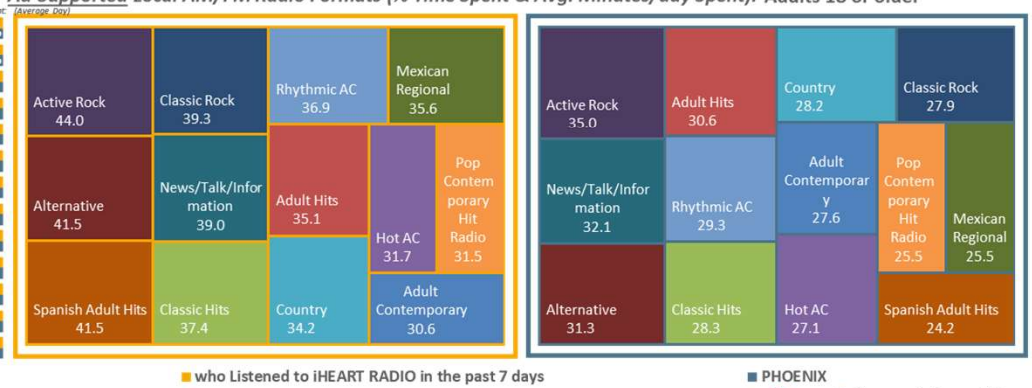
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Aug24-Jul25 Qual Intab 992

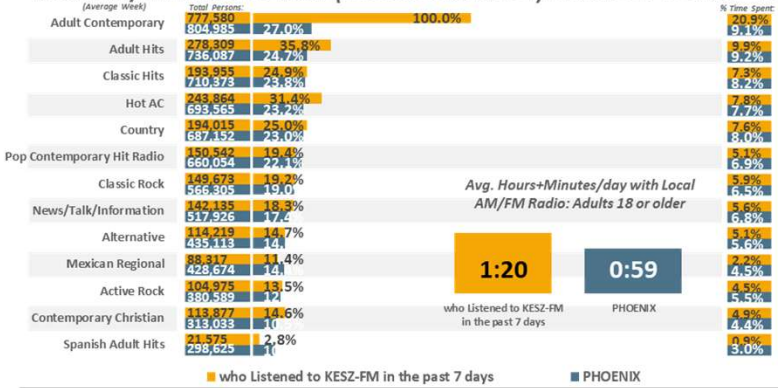
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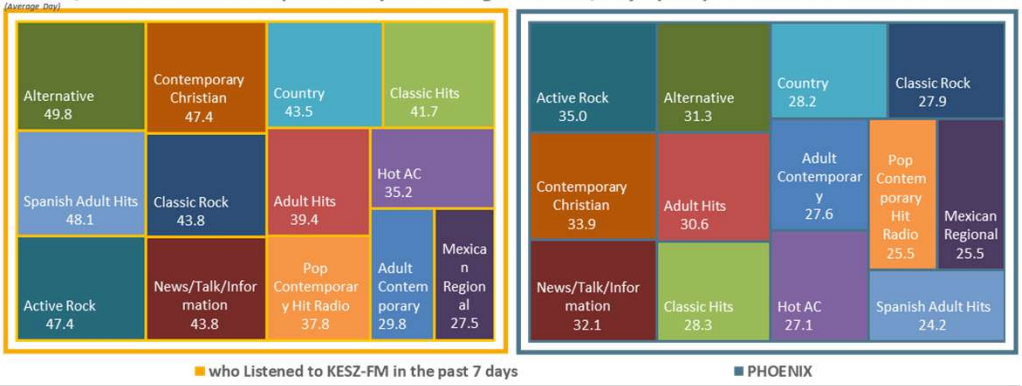
(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)

777,580 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. The Top-5 Formats are Adult Contemporary, Adult Hits, Hot AC, Country, and Classic Hits.

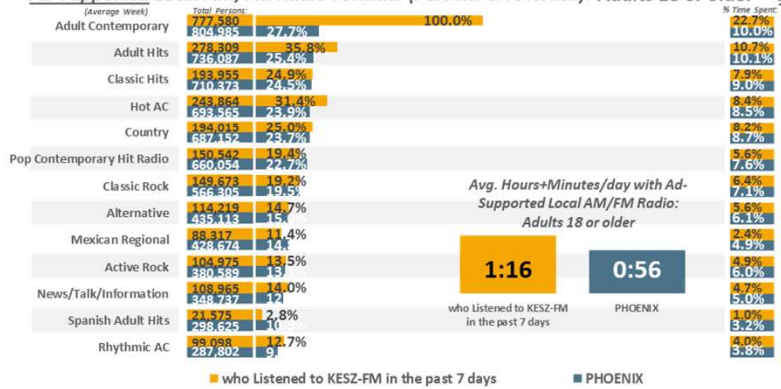
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



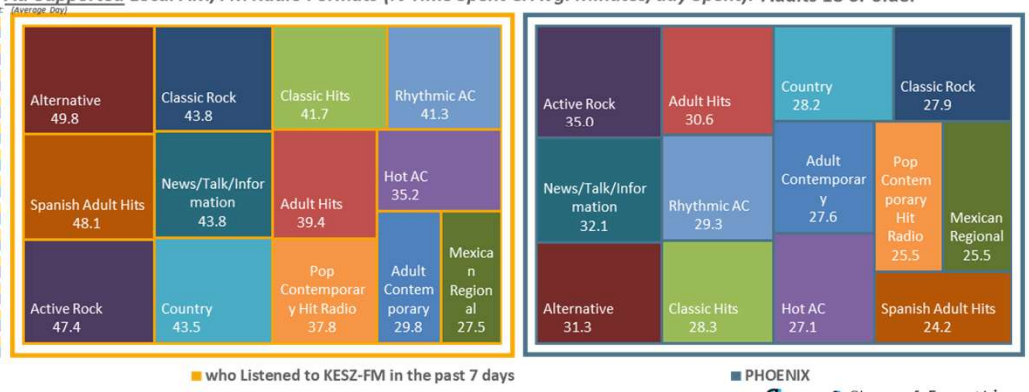
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 424

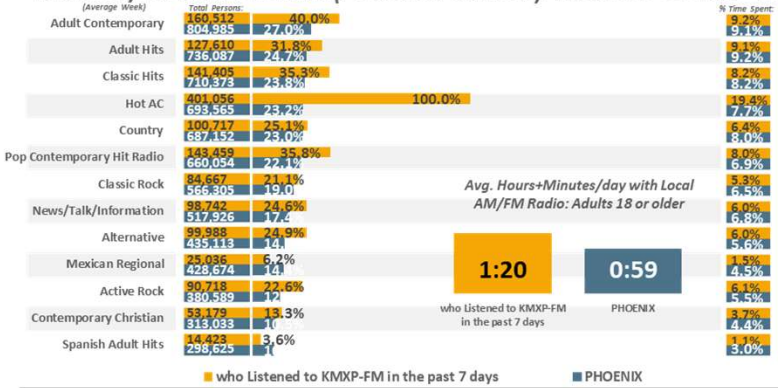
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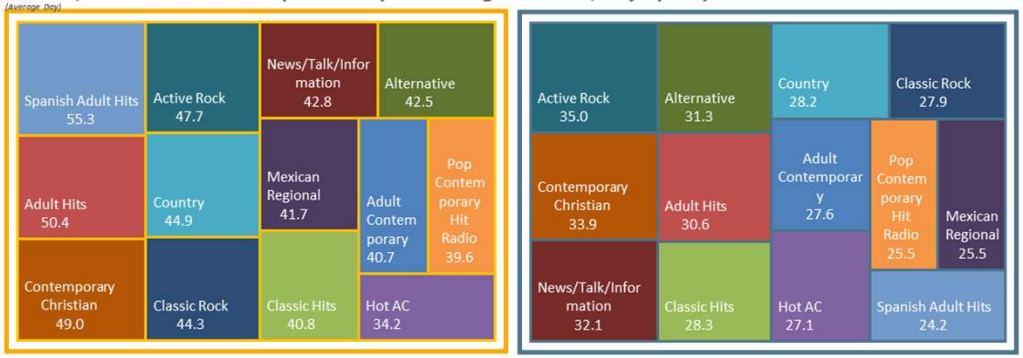
(Radio Stations: KESZ-FM)

401,056 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, Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, and Adult Hits.

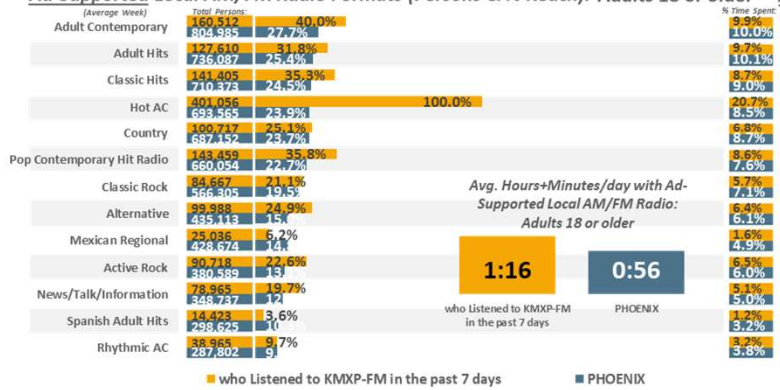
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



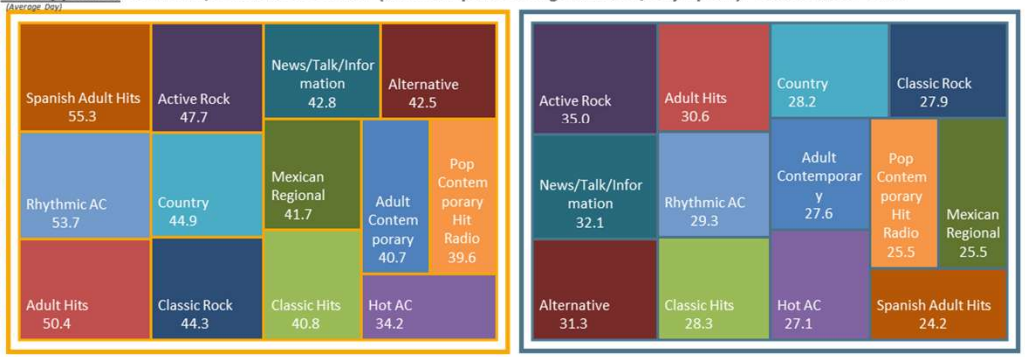
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 261

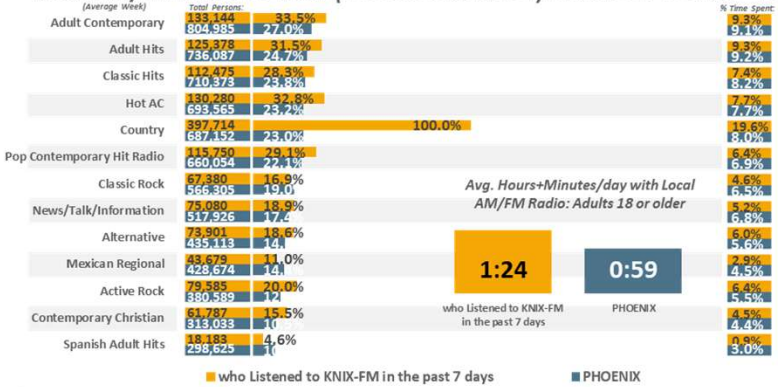
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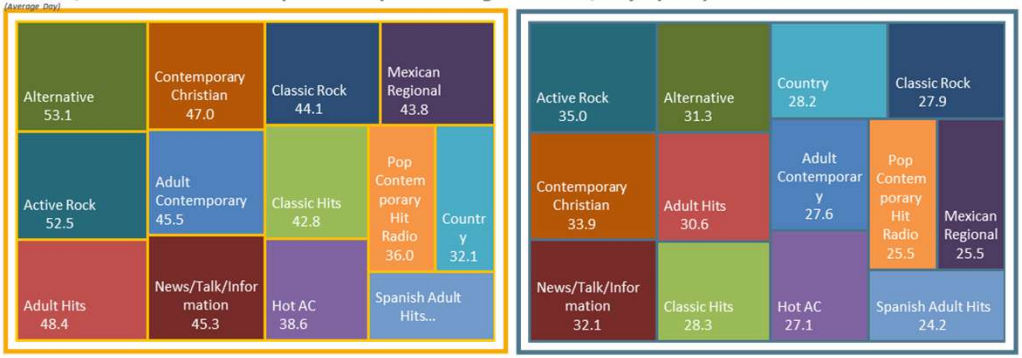
(Radio Stations: KMXP-FM)

397,714 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. The Top-5 Formats are Country, Adult Contemporary, Hot AC, Adult Hits, and Pop Contemporary Hit Radio.

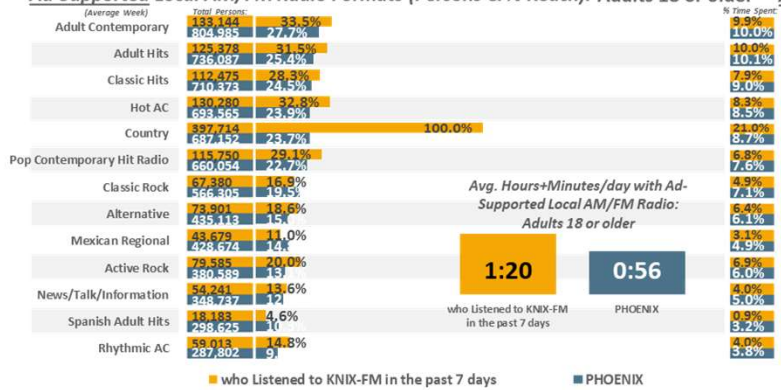
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



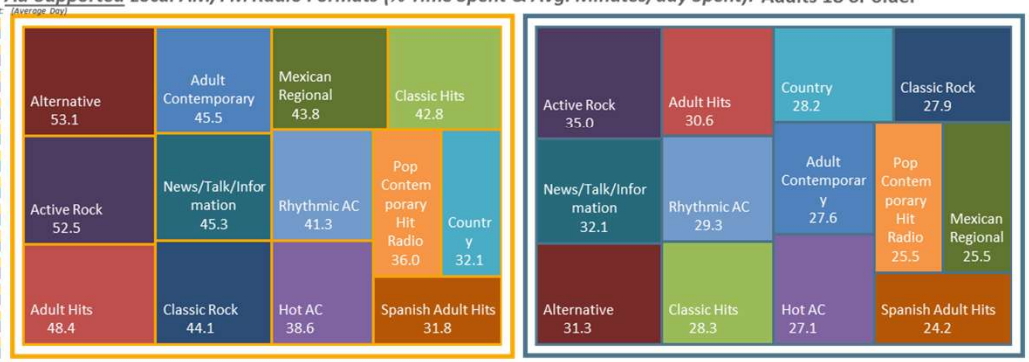
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Aug24-Jul25 Qual Intab 237

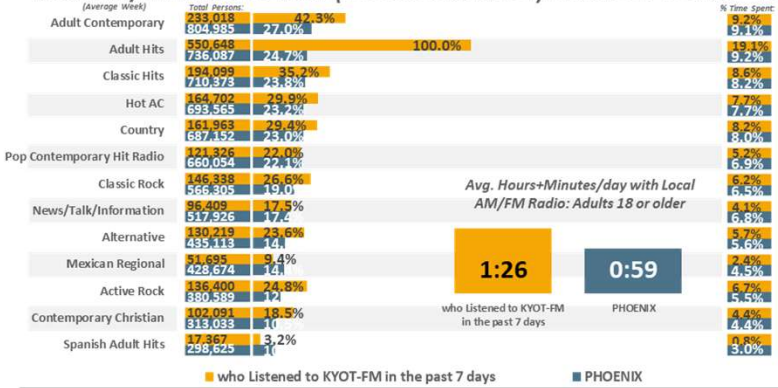
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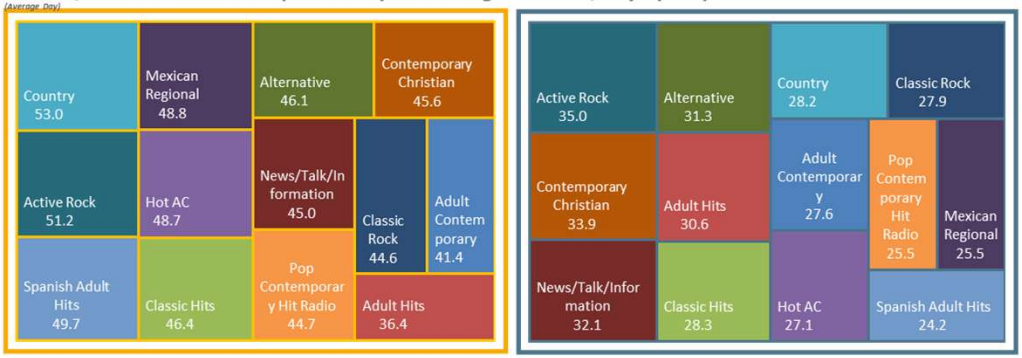
(Radio Stations: KNIX-FM)

550,648 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. The Top-5 Formats are Adult Hits, Adult Contemporary, Classic Hits, Hot AC, and Country.

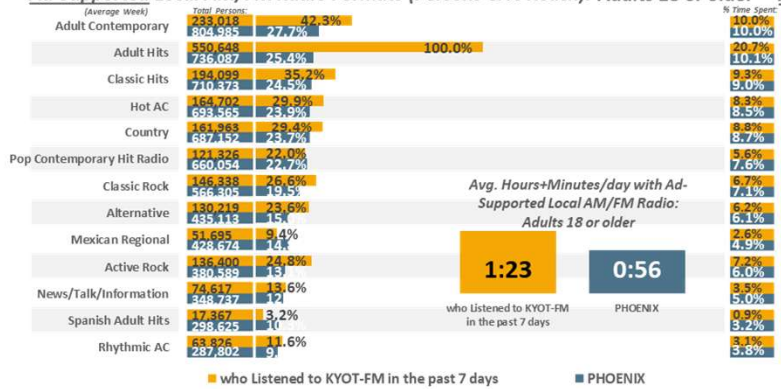
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



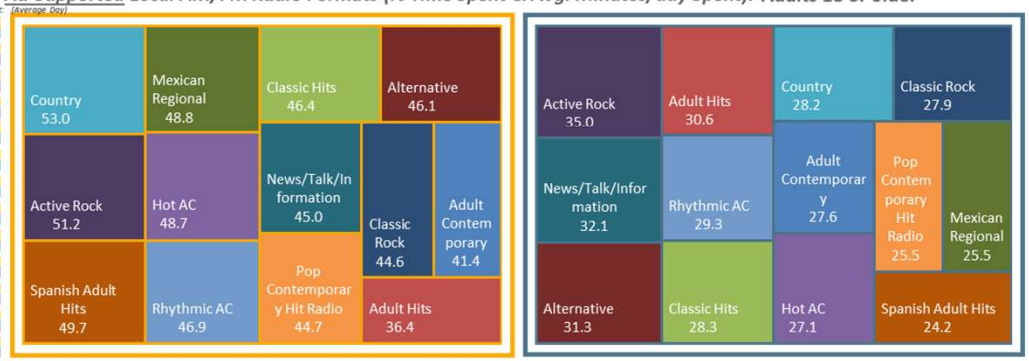
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 323

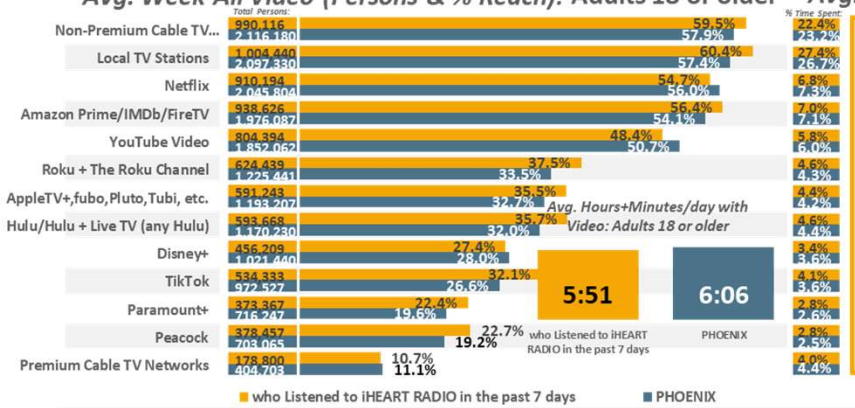
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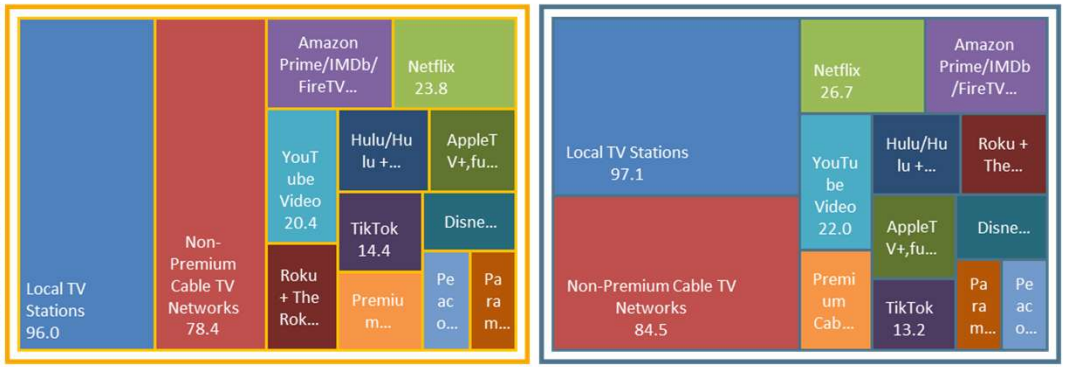
(Radio Stations: KYOT-FM)

988,060 or 59.4% 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 93.4 minutes every day representing 32.5% of all time spent daily with Ad-Supported Video.

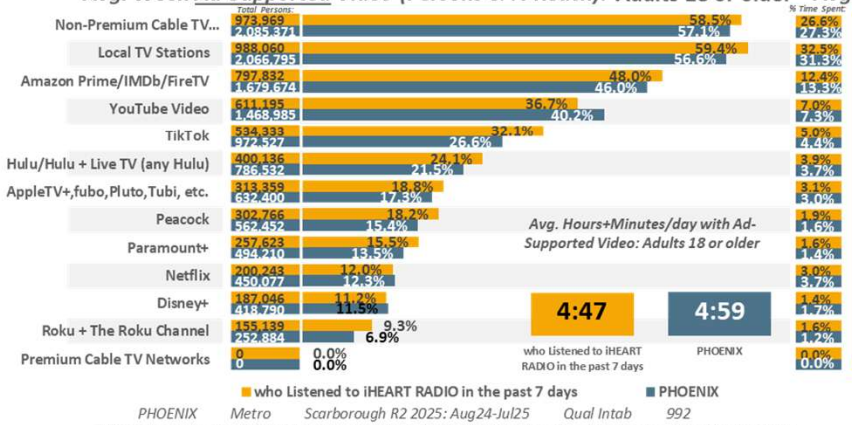
Avg. Week All Video (Persons & % Reach): Adults 18 or older



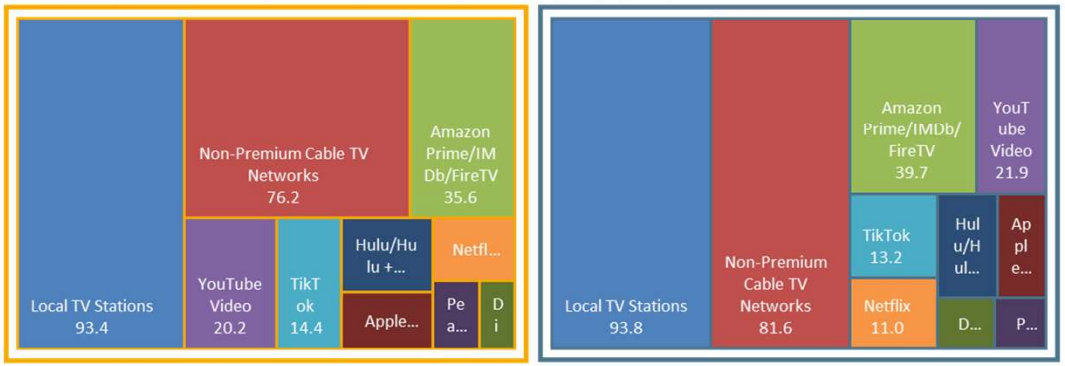
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Aug24-Jul25 Qual Intab 992

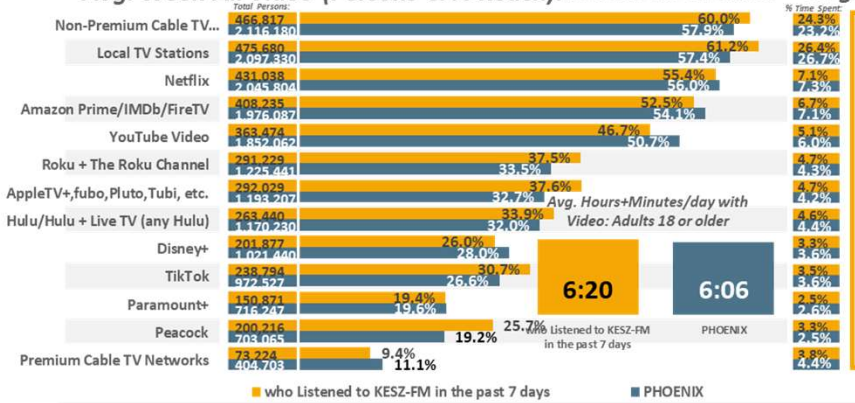
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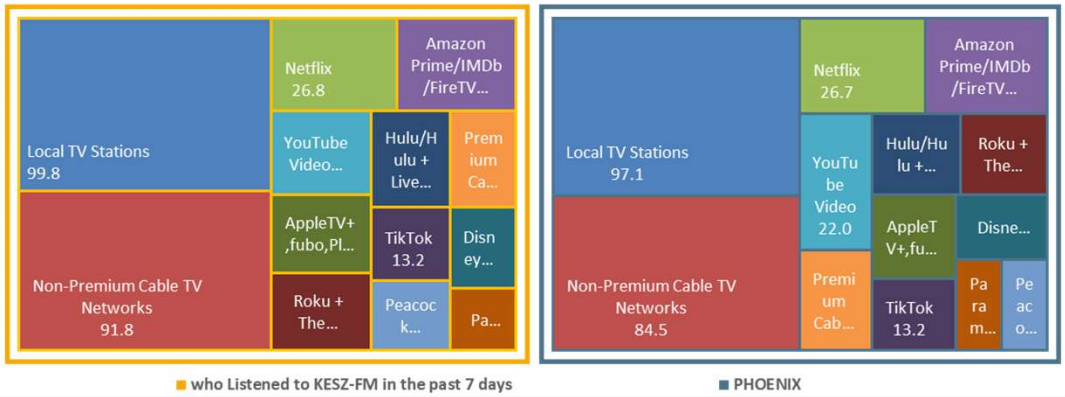
(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)

466,224 or 60.% 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 96.9 minutes every day representing 31.4% of all time spent daily with Ad-Supported Video.

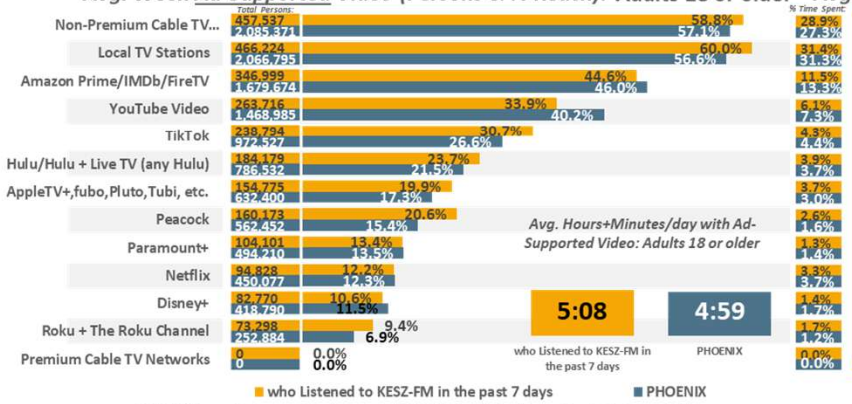
Avg. Week All Video (Persons & % Reach): Adults 18 or older



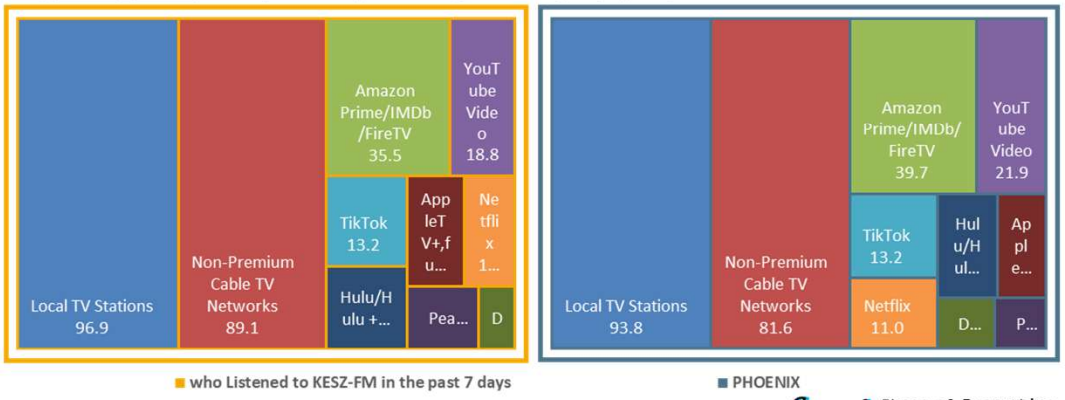
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Aug24-Jul25 Qual Intab 424

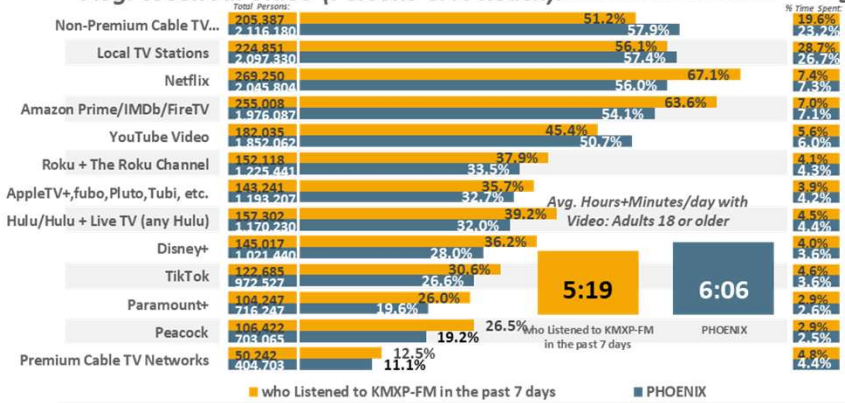
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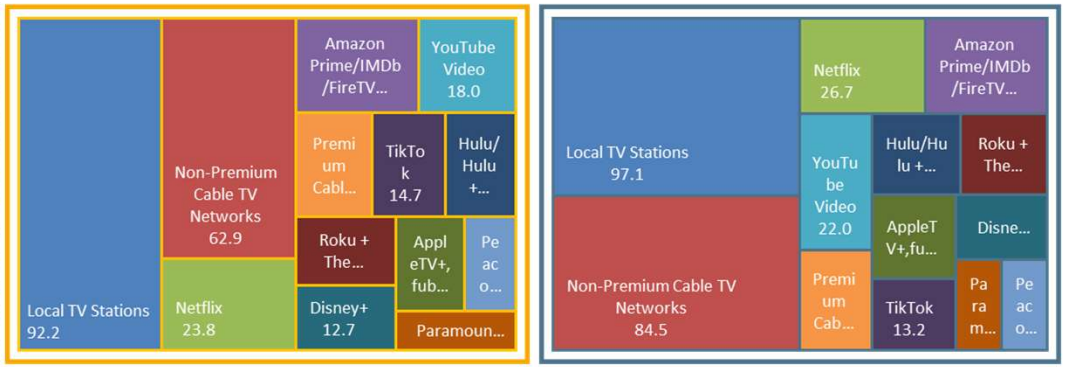
(Radio Stations: KESZ-FM)

220,080 or 54.9% 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 89.3 minutes every day representing 34.4% of all time spent daily with Ad-Supported Video.

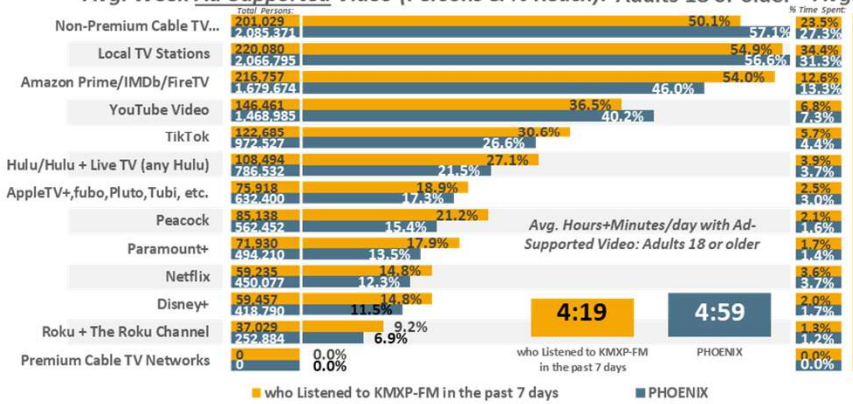
Avg. Week All Video (Persons & % Reach): Adults 18 or older



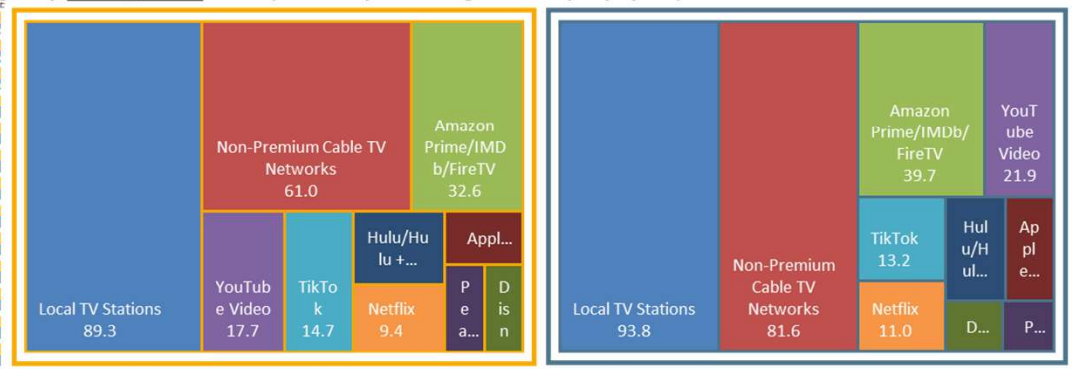
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Aug24-Jul25 Qual Intab 261

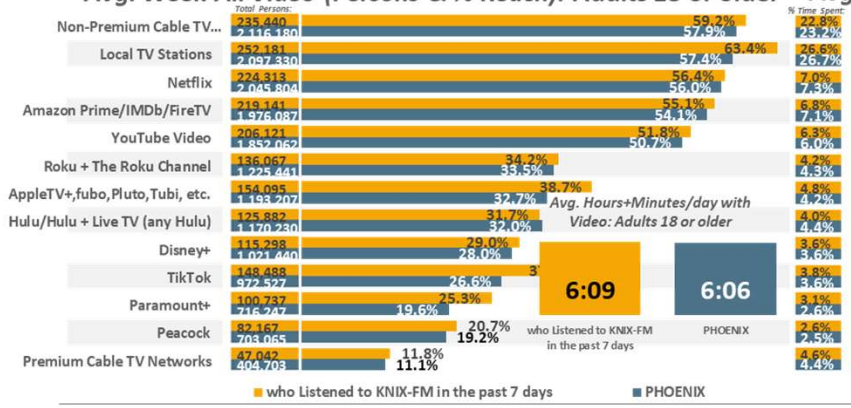
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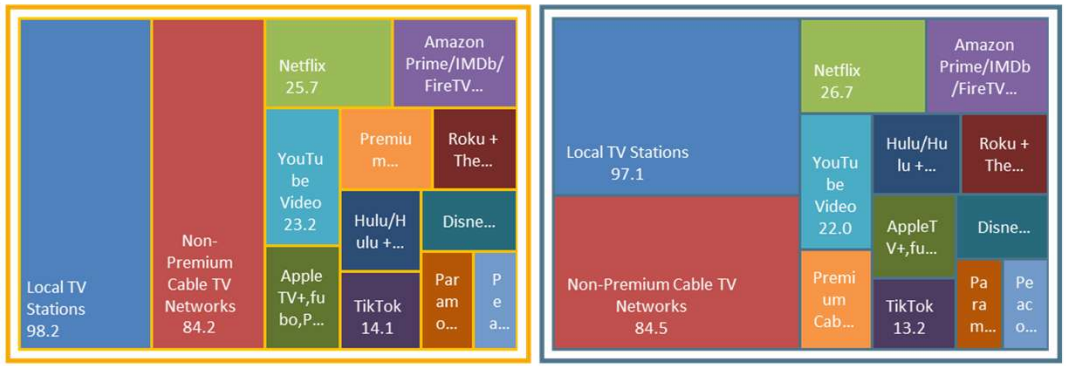
(Radio Stations: KMXP-FM)

249,120 or 62.6% 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 95.5 minutes every day representing 31.6% of all time spent daily with Ad-Supported Video.

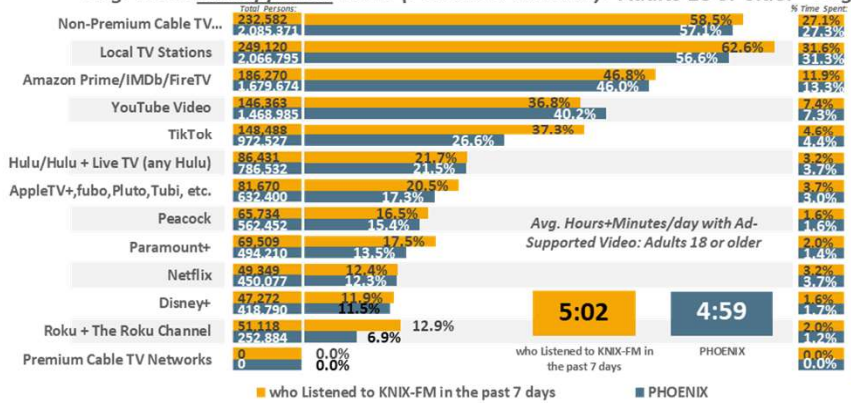
Avg. Week All Video (Persons & % Reach): Adults 18 or older



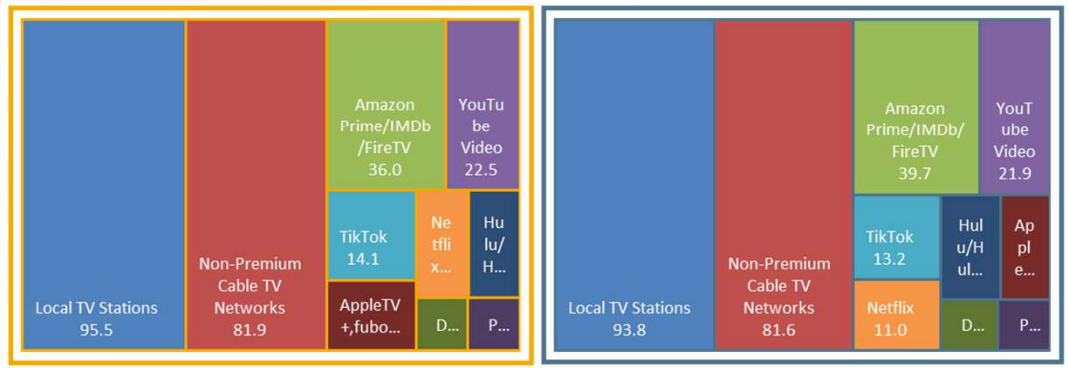
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 237

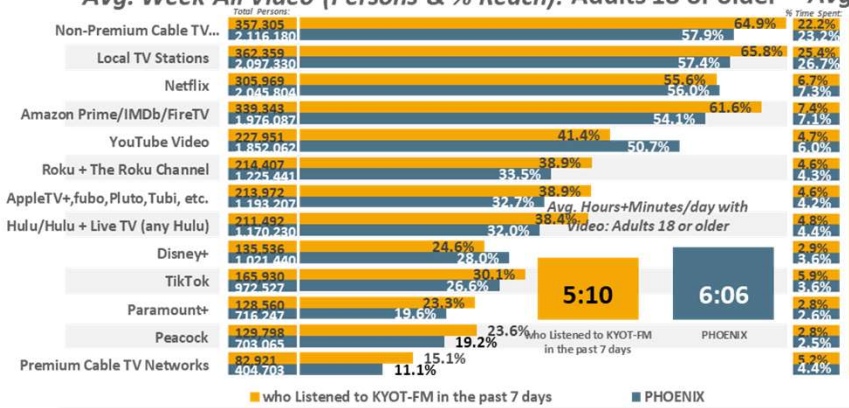
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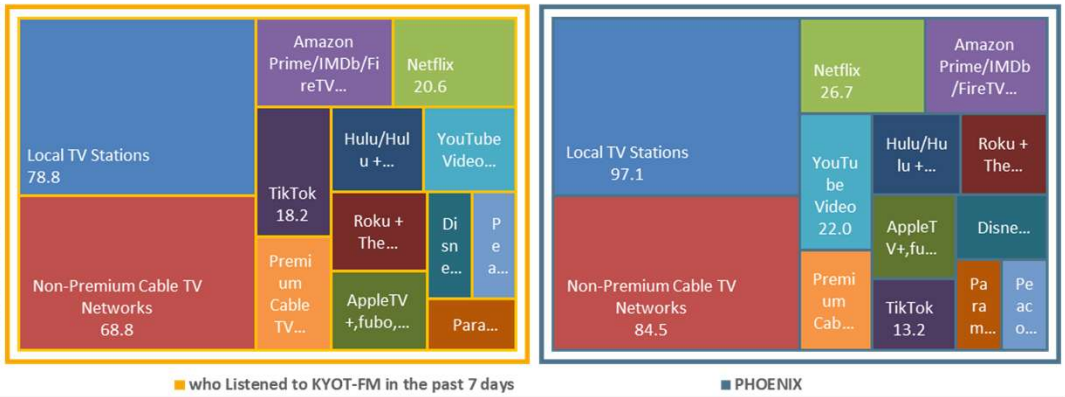
(Radio Stations: KNIX-FM)

357,010 or 64.8% 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 76.5 minutes every day representing 30.1% of all time spent daily with Ad-Supported Video.

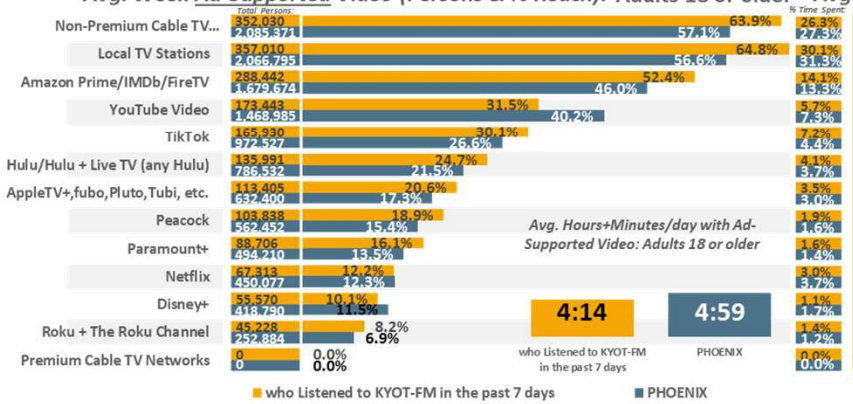
Avg. Week All Video (Persons & % Reach): Adults 18 or older



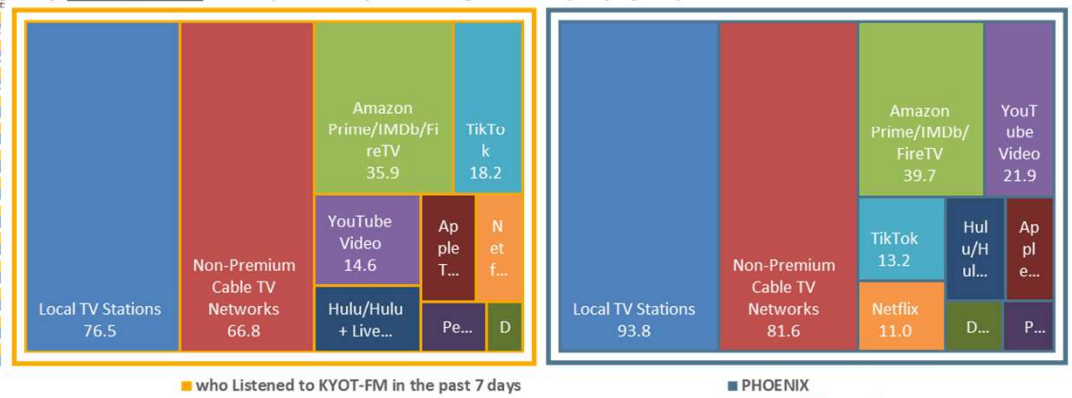
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



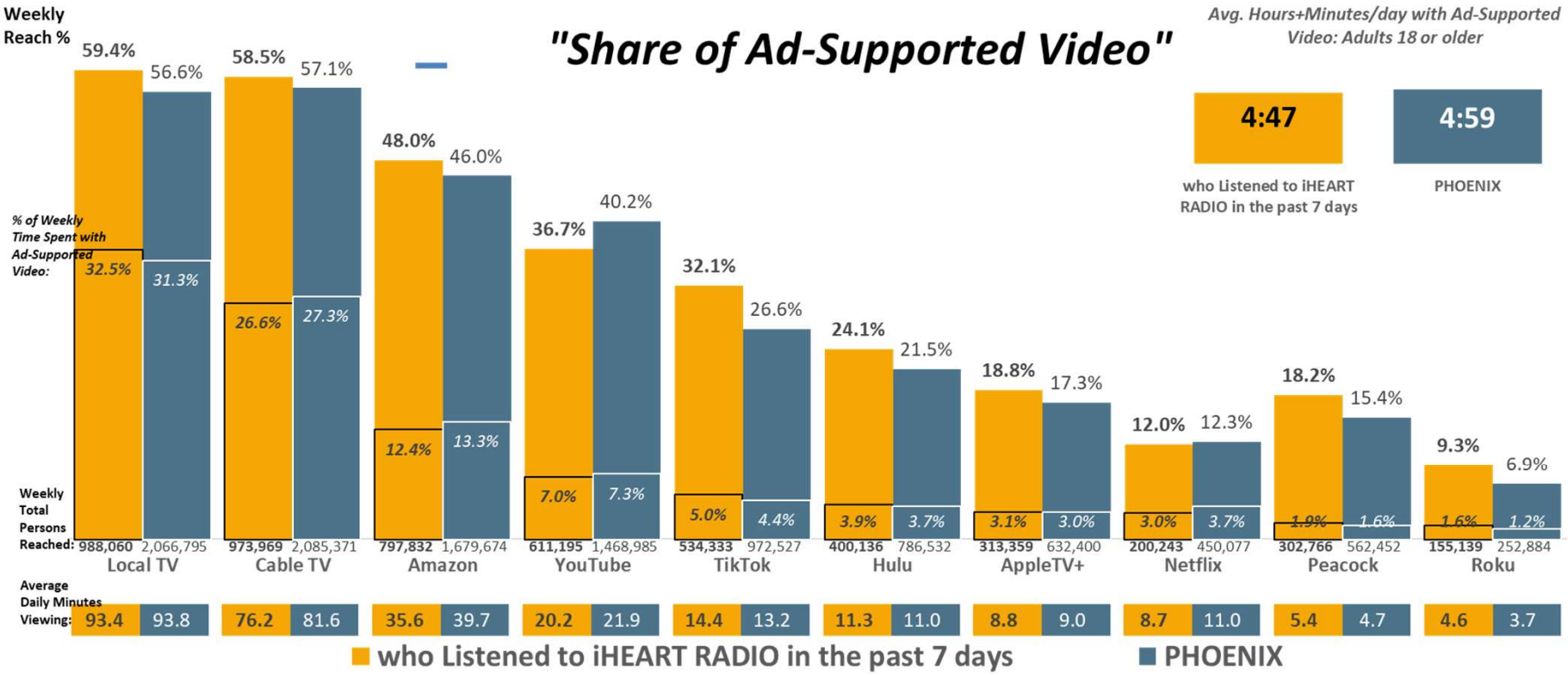
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 323

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(Radio Stations: KYOT-FM)

988,060 or 59.4% 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 93.4 minutes every day representing 32.5% of all time spent daily with Ad-Supported Video.



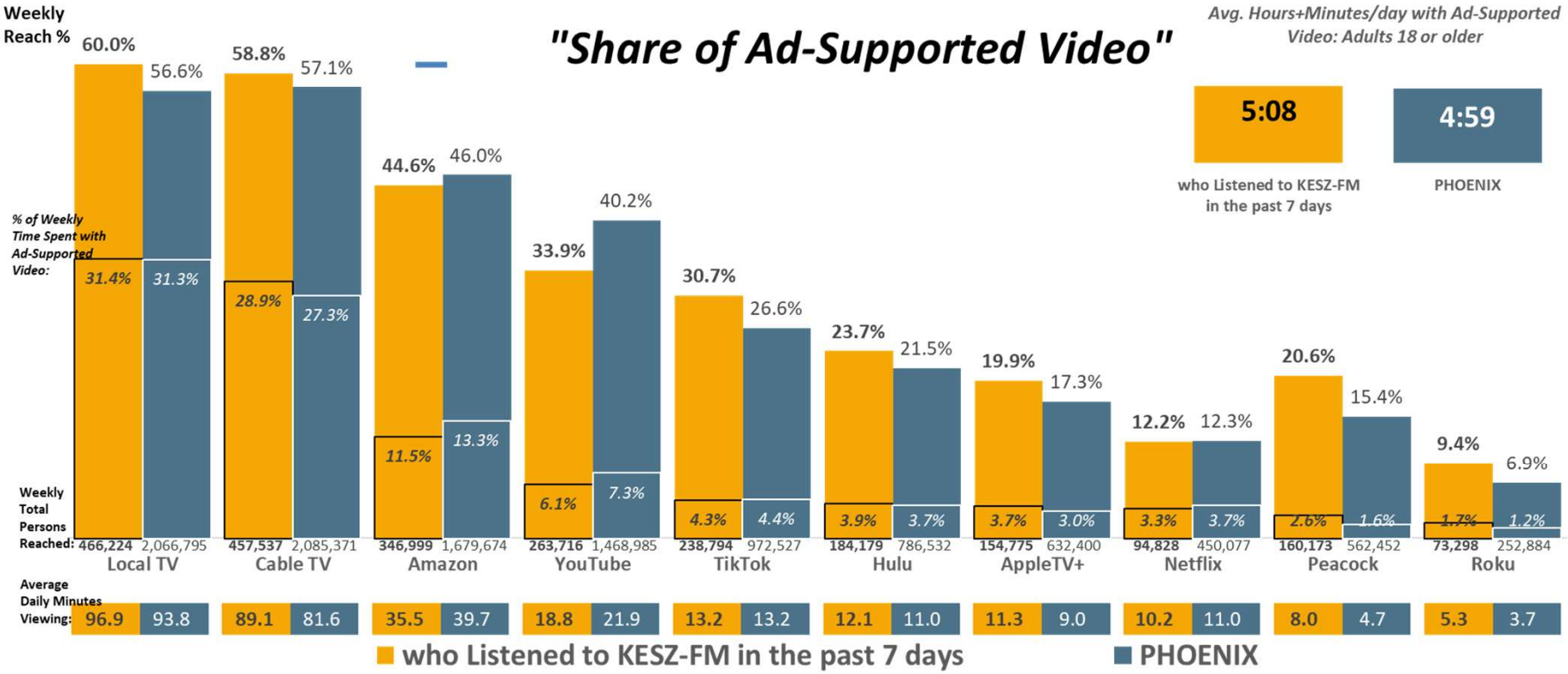
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 992 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

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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)

466,224 or 60.% 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 96.9 minutes every day representing 31.4% of all time spent daily with Ad-Supported Video.



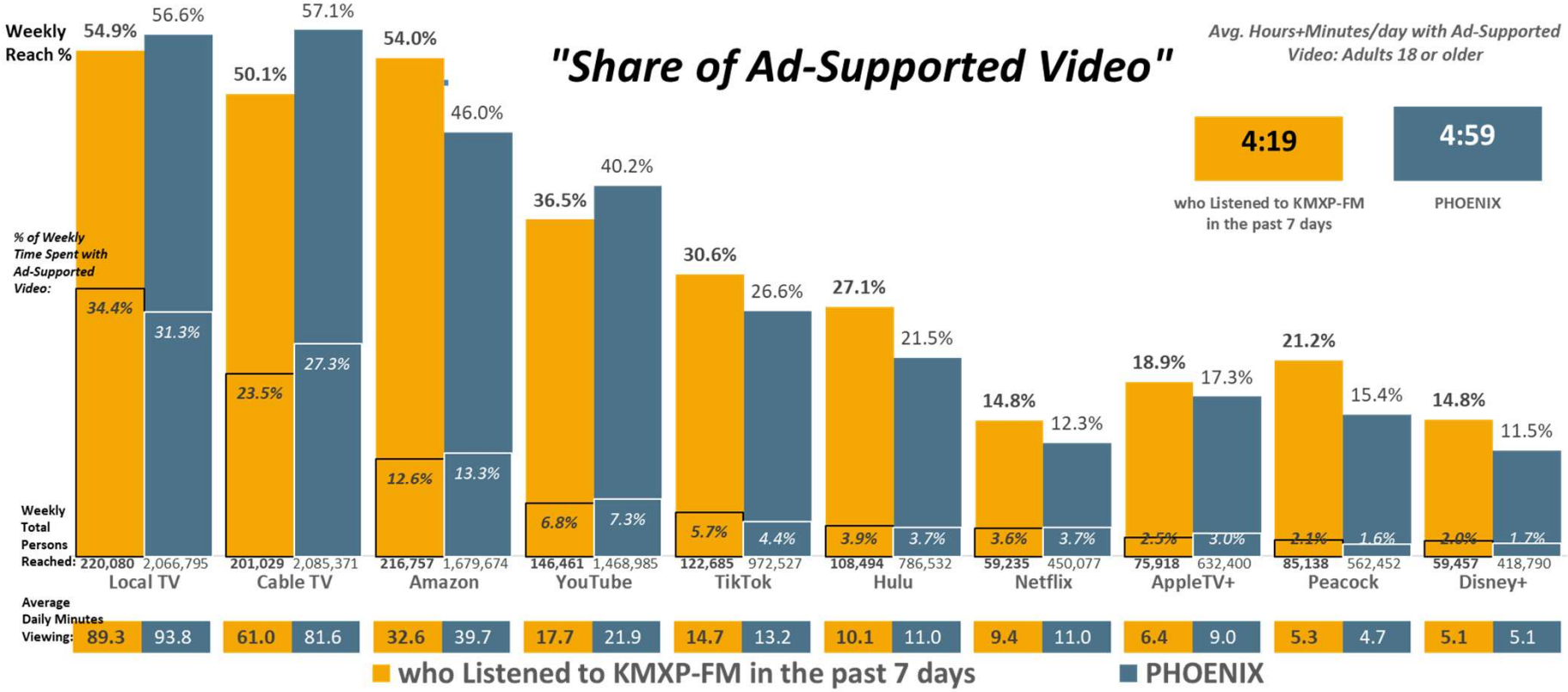
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 424 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

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(Radio Stations: KESZ-FM)

220,080 or 54.9% 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 89.3 minutes every day representing 34.4% of all time spent daily with Ad-Supported Video.



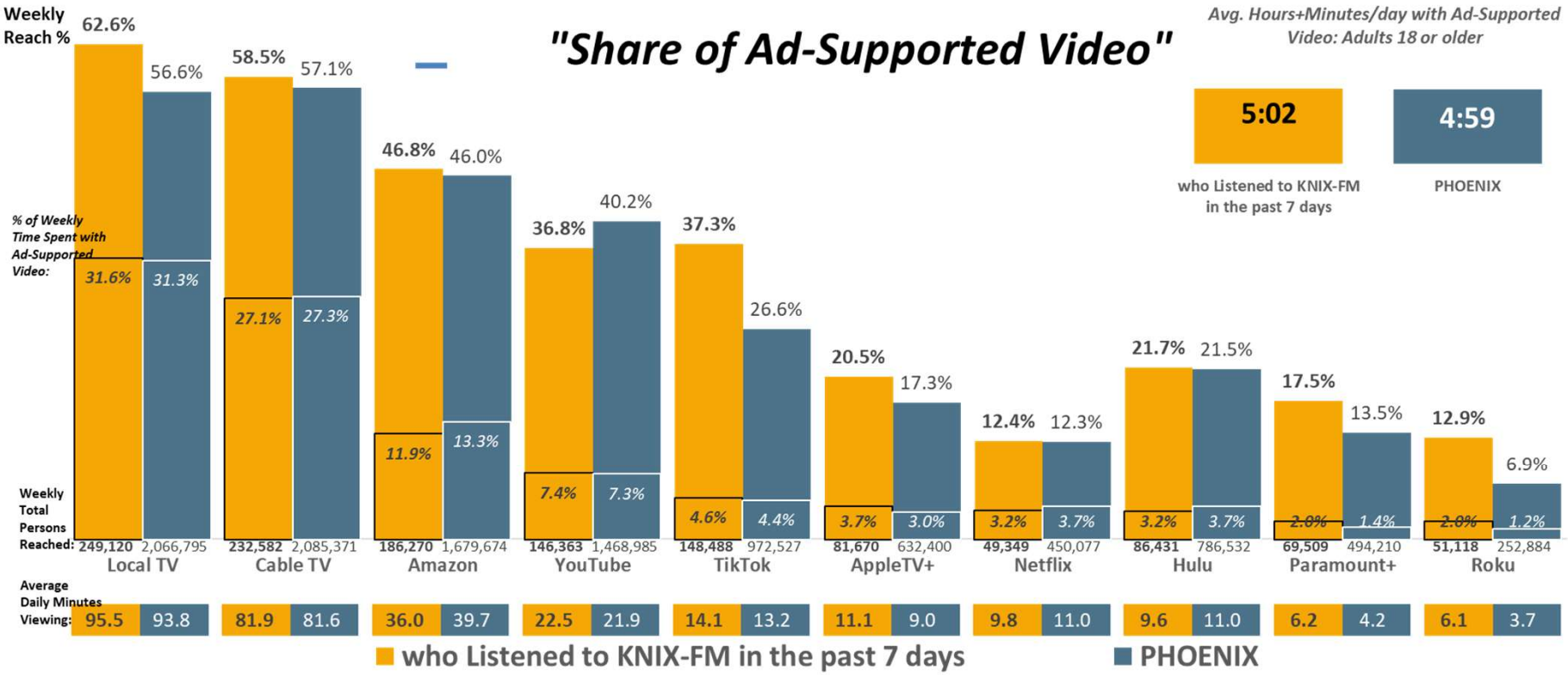
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 261 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

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(Radio Stations: KMXP-FM)

249,120 or 62.6% 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 95.5 minutes every day representing 31.6% of all time spent daily with Ad-Supported Video.



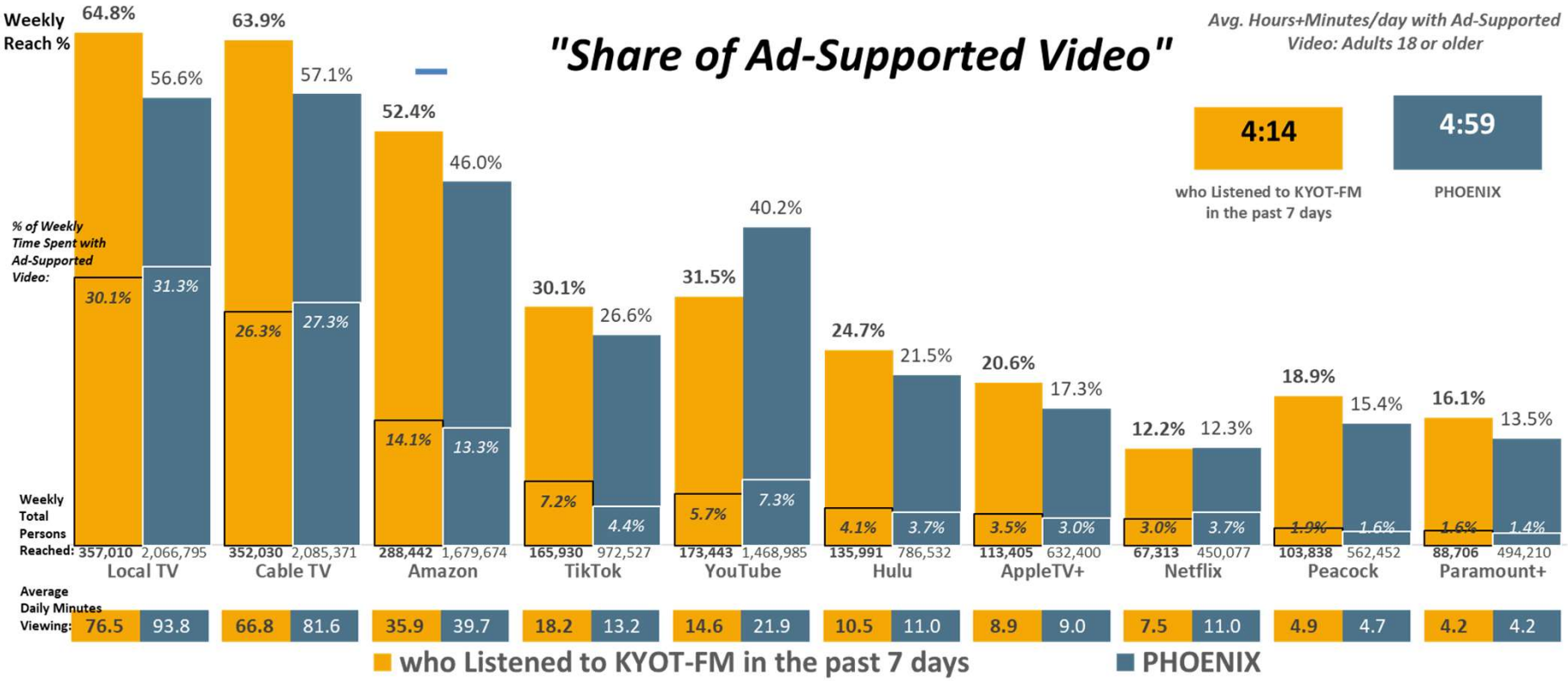
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 237 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

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PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 323 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

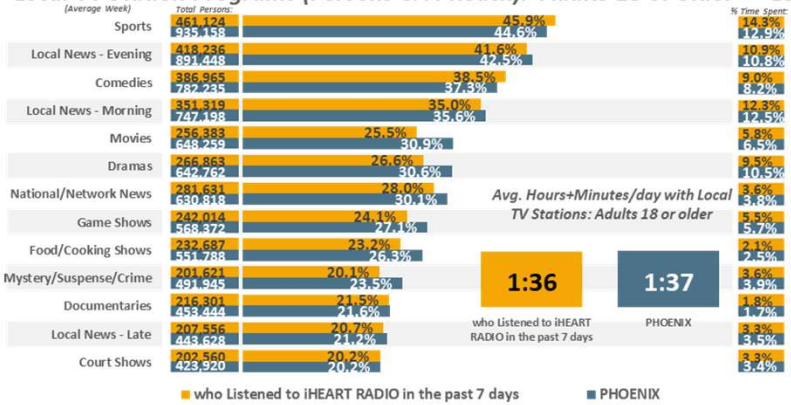
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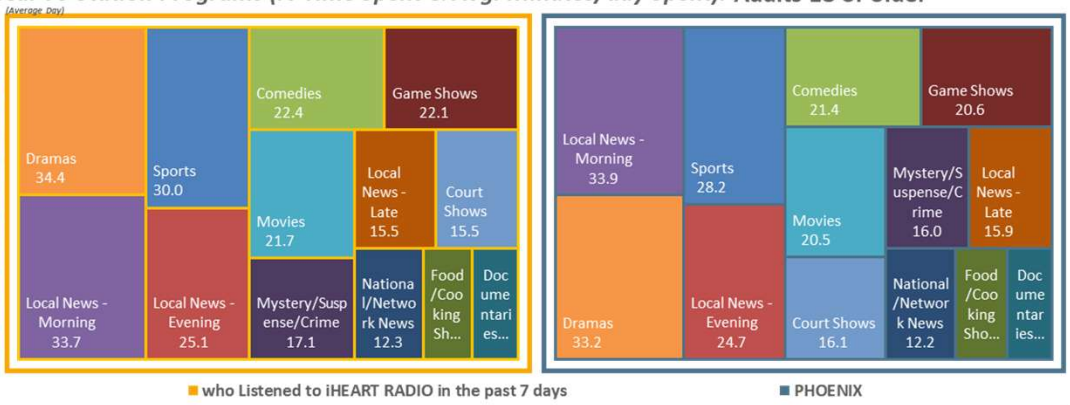
(Radio Stations: KYOT-FM)

988,060 or 59.4% 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 Sports, Local News - Evening, Comedies, Local News - Morning, Dramas, and Movies.

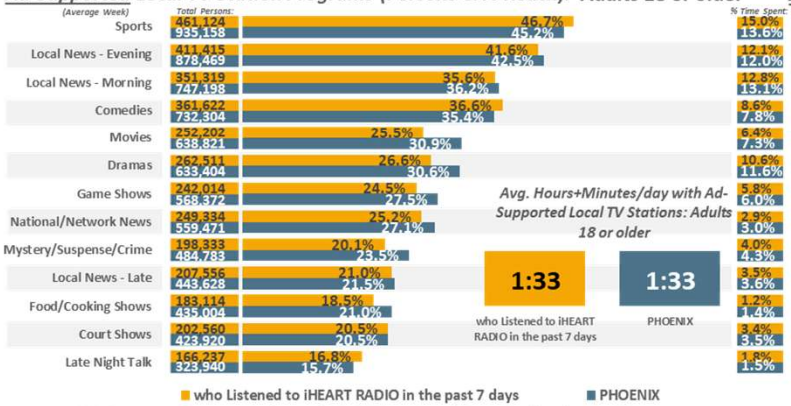
Local TV Station Programs (Persons & % Reach): Adults 18 or older



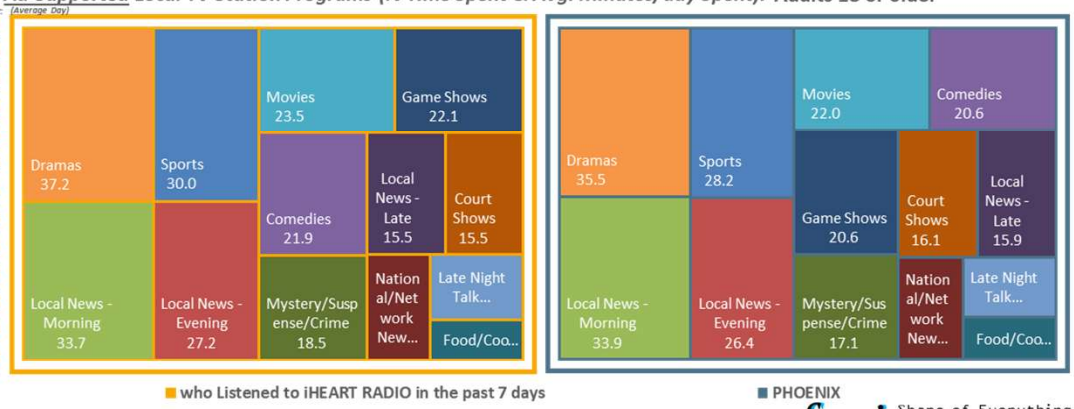
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Aug24-Jul25 Qual Intab 992

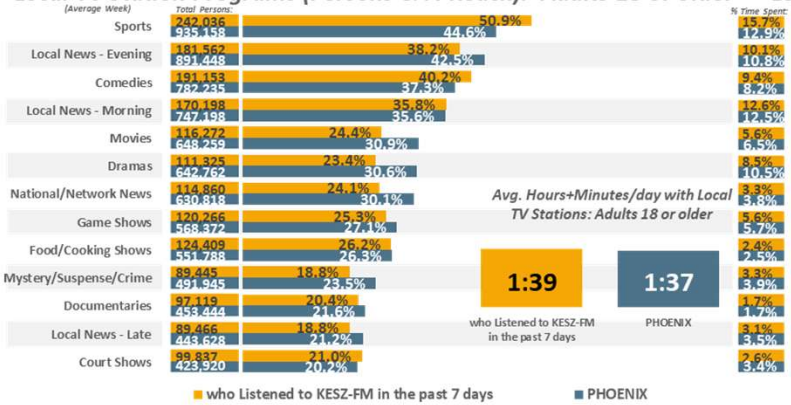
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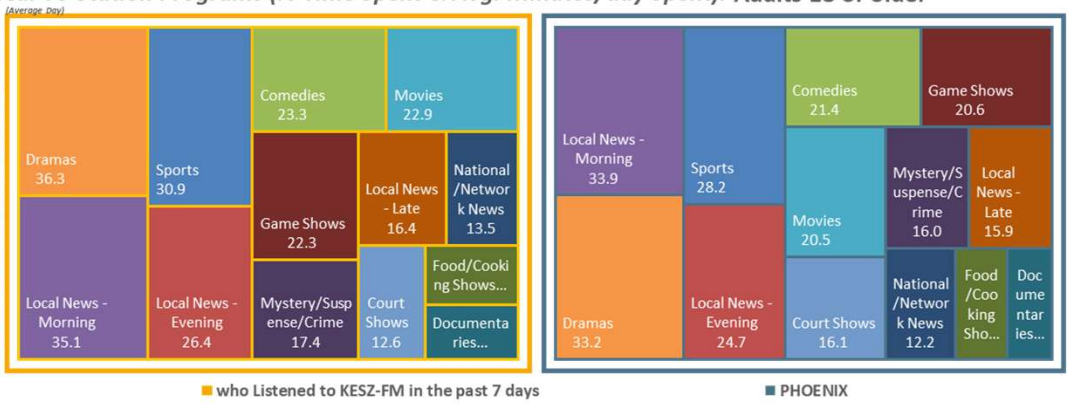
(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)

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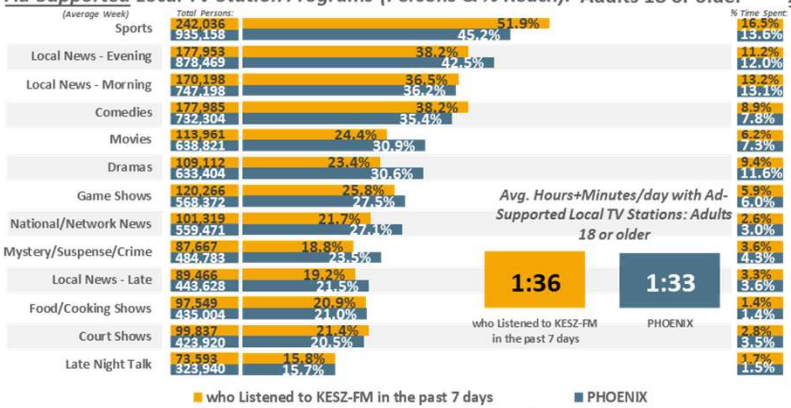
Local TV Station Programs (Persons & % Reach): Adults 18 or older



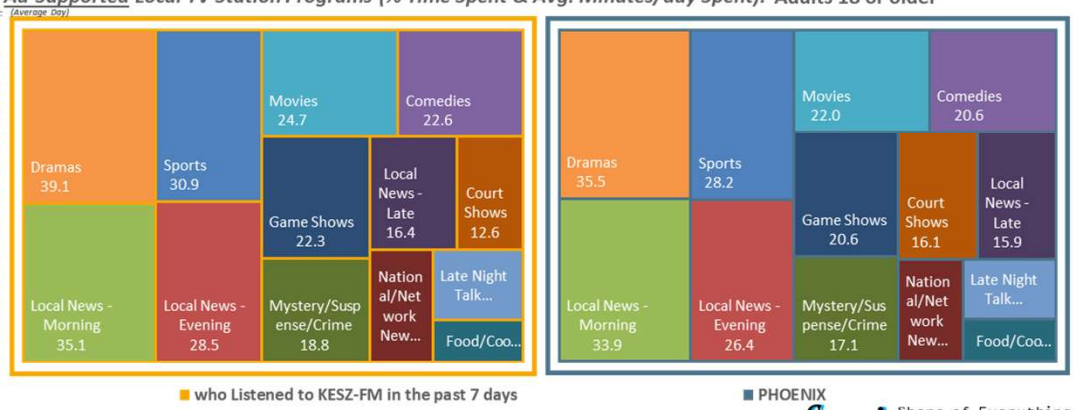
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Aug24-Jul25 Qual Intab 424

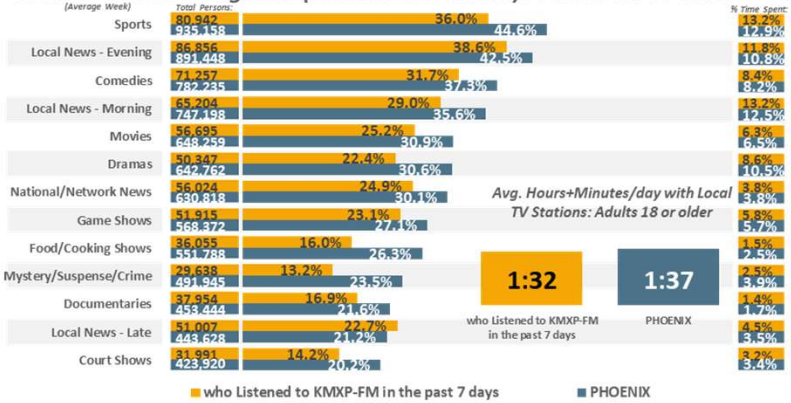
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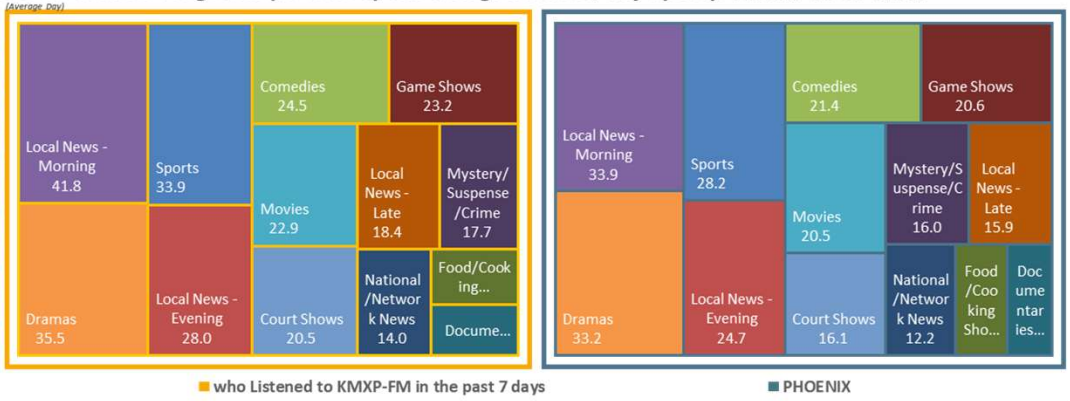
(Radio Stations: KESZ-FM)

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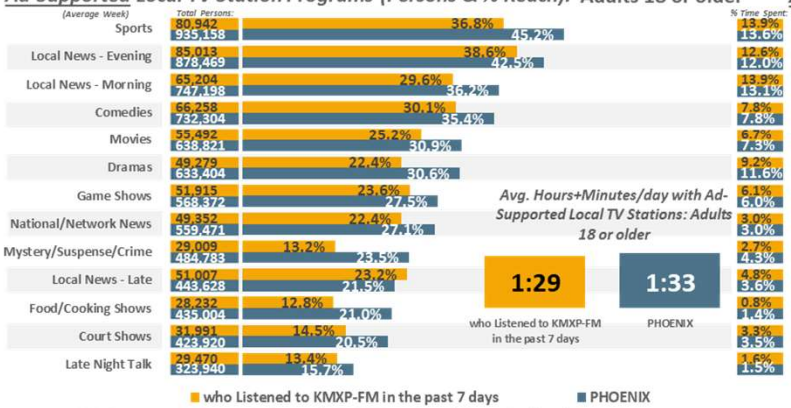
Local TV Station Programs (Persons & % Reach): Adults 18 or older



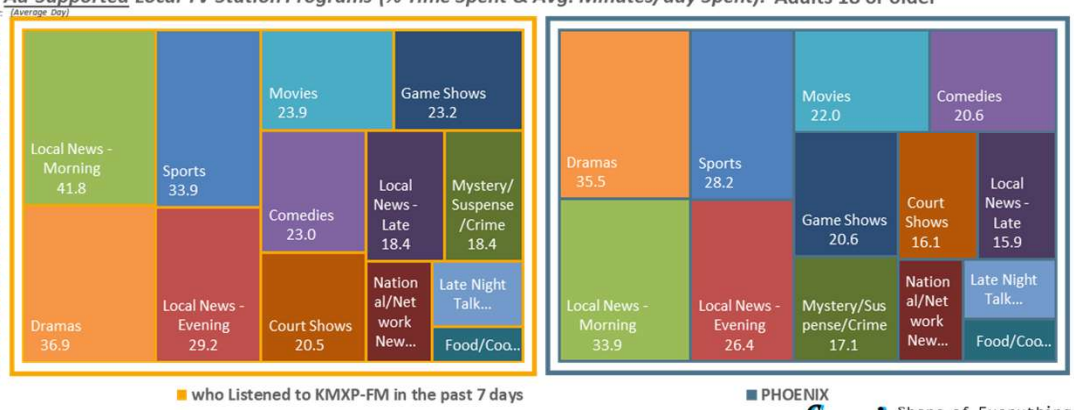
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 261

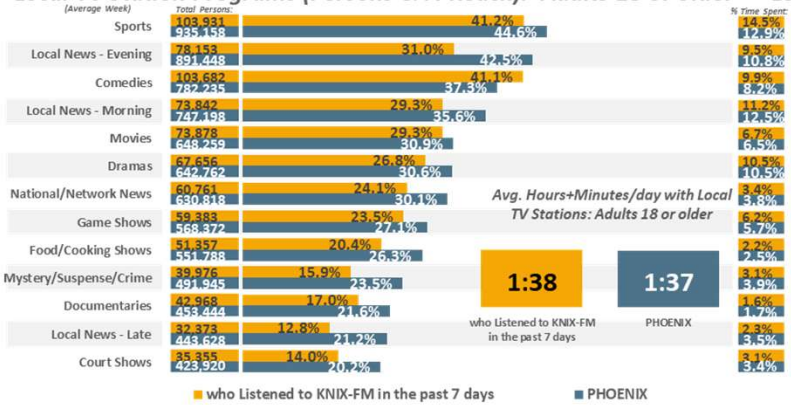
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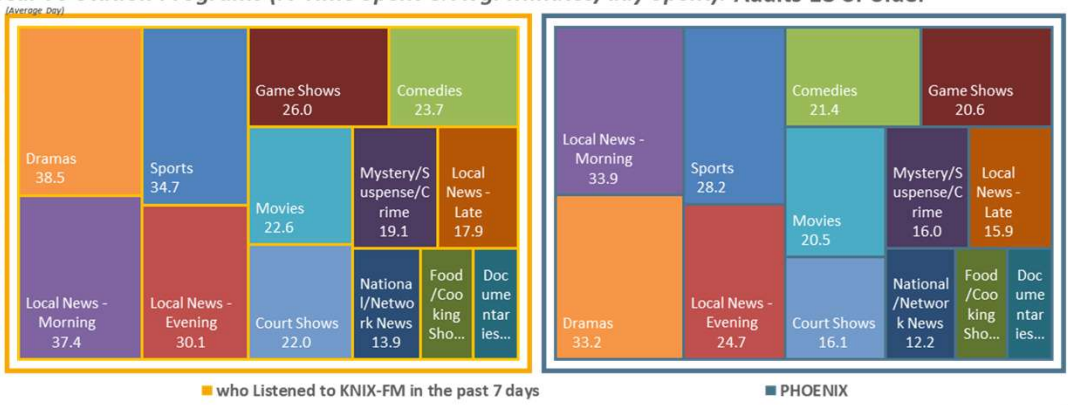
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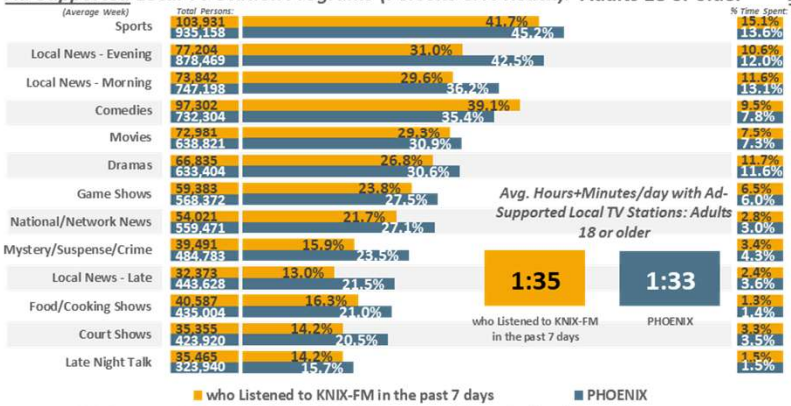
Local TV Station Programs (Persons & % Reach): Adults 18 or older



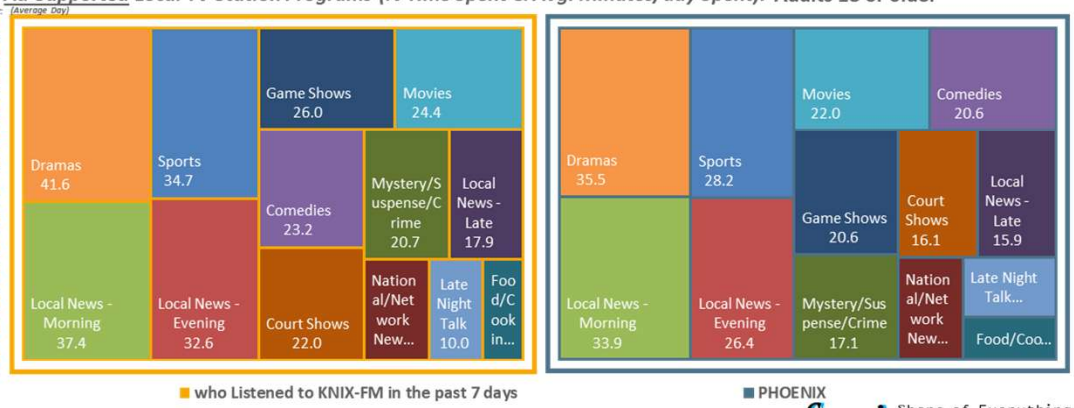
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 237

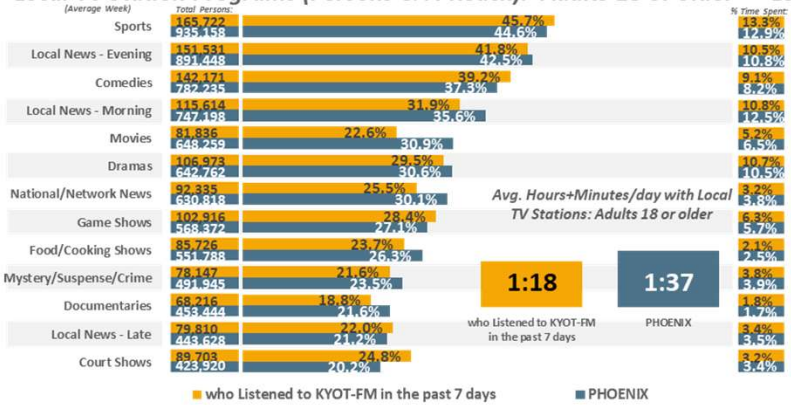
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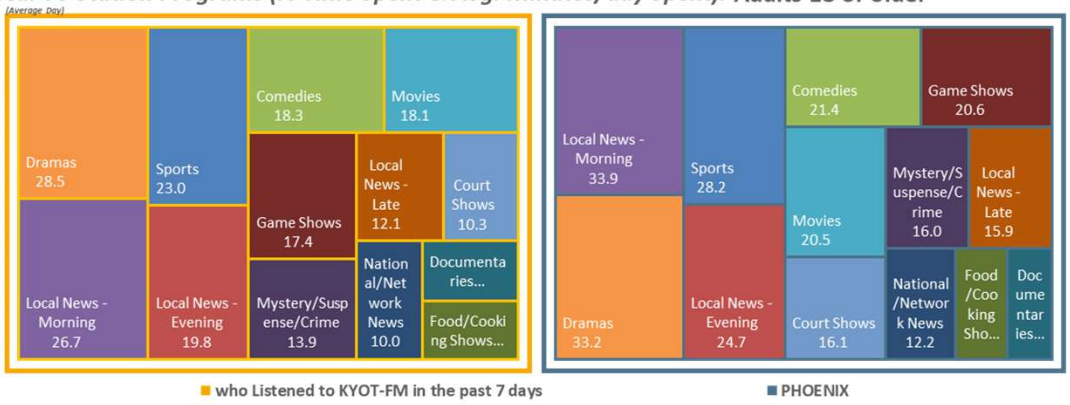
(Radio Stations: KNIX-FM)

357,010 or 64.8% 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 Sports, Local News - Evening, Comedies, Local News - Morning, Dramas, and Game Shows.

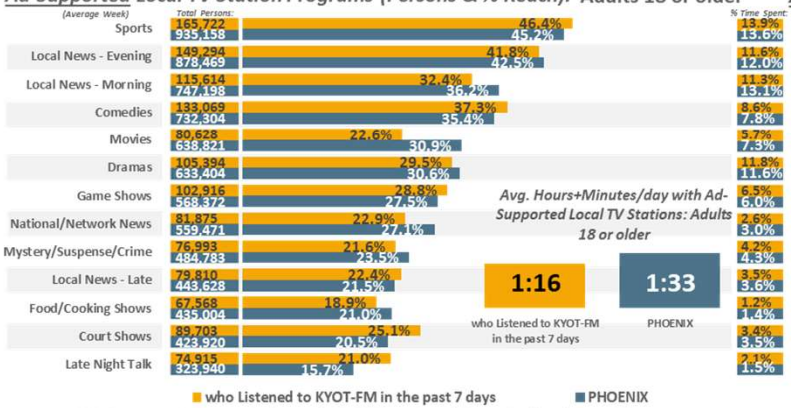
Local TV Station Programs (Persons & % Reach): Adults 18 or older



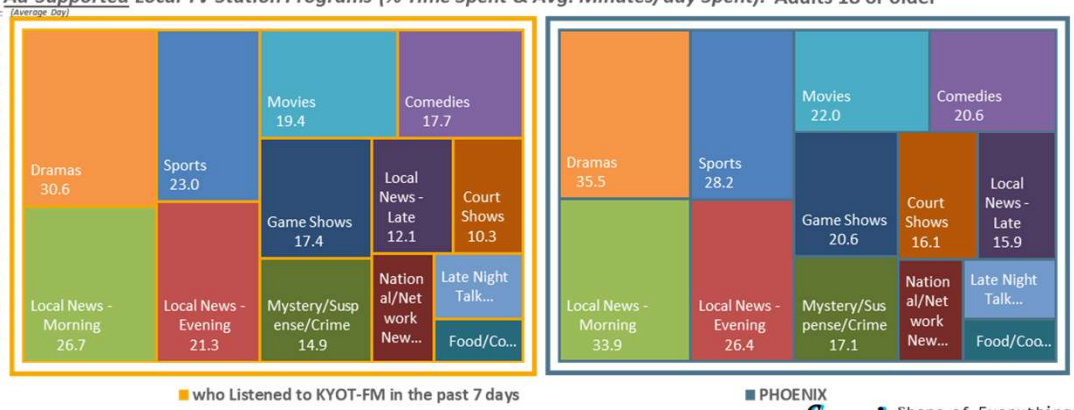
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 323

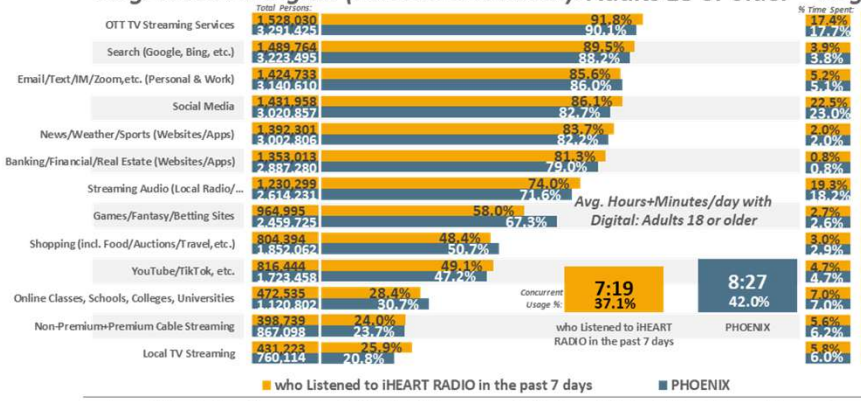
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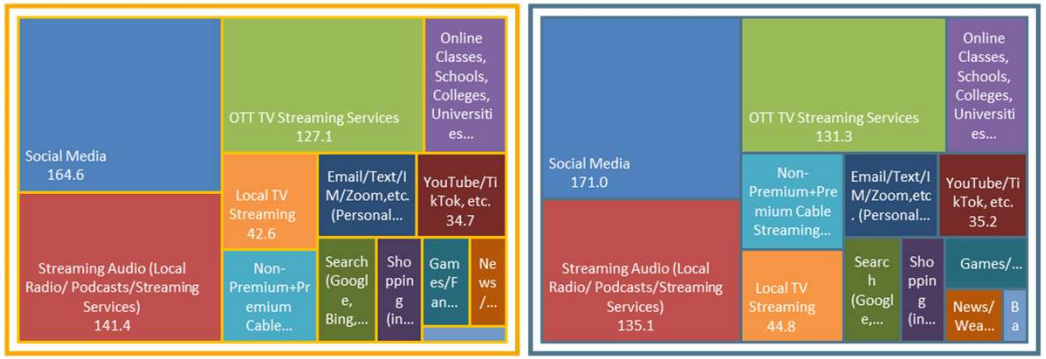
(Radio Stations: KYOT-FM)

1,269,263 or 76.3% of Adults 18 or older who Listened to iHEART RADIO in the past 7 days use Ad-Supported Social Media for an average of 145.9 minutes every day representing 27.6% of all time spent daily with Ad-Supported Digital Media.

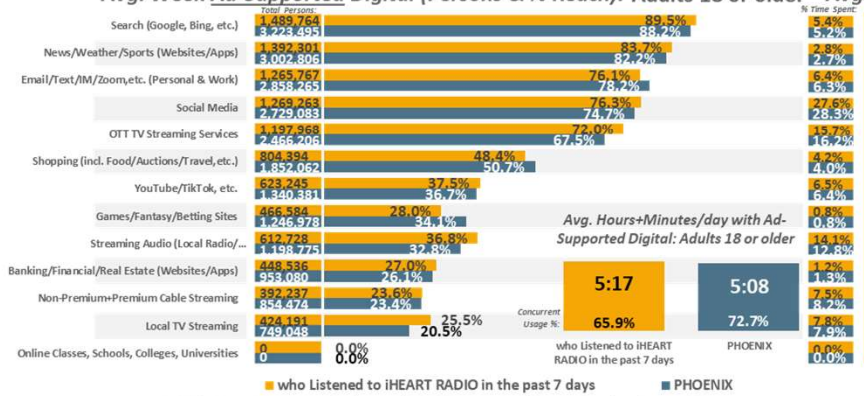
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



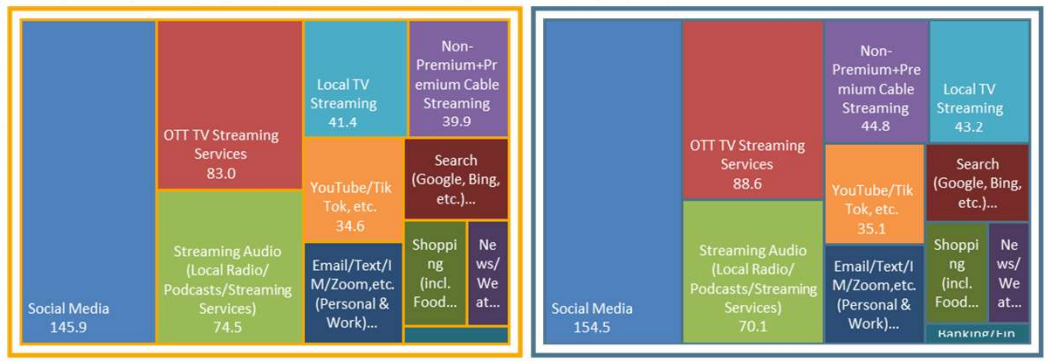
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 992

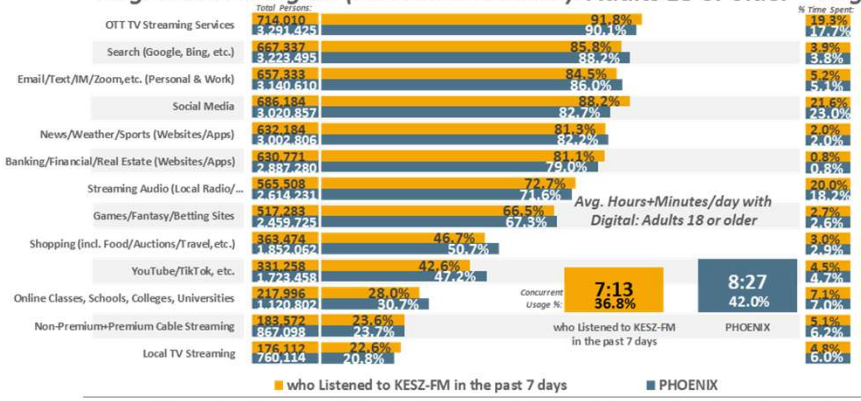
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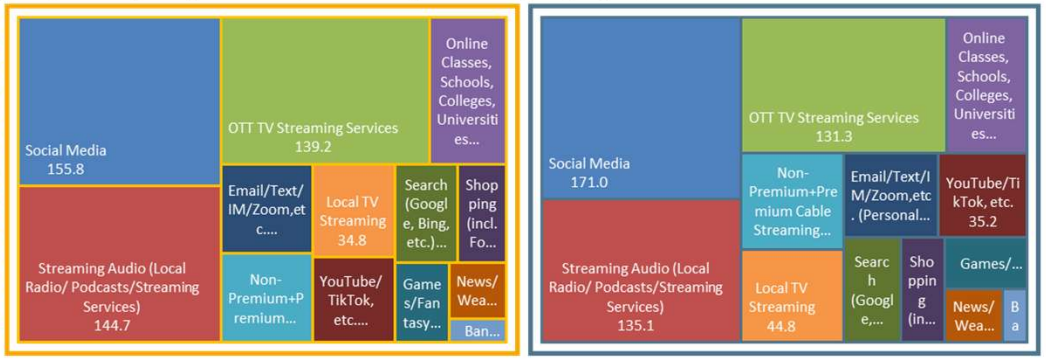
(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)

612,657 or 78.8% of Adults 18 or older who Listened to KESZ-FM in the past 7 days use Ad-Supported Social Media for an average of 139.1 minutes every day representing 27.3% of all time spent daily with Ad-Supported Digital Media.

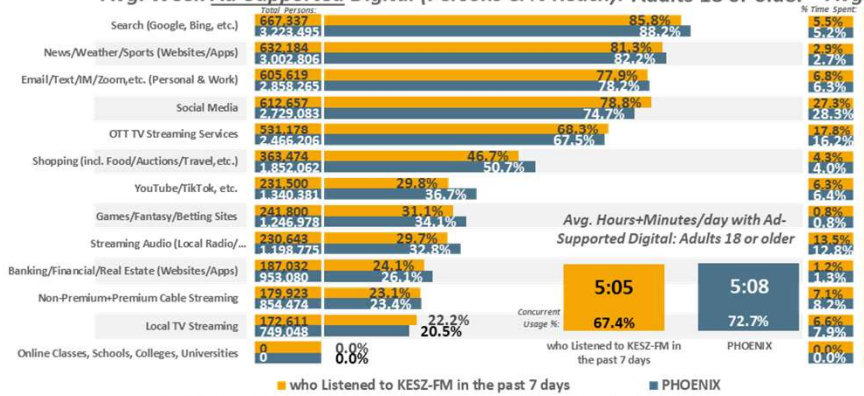
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



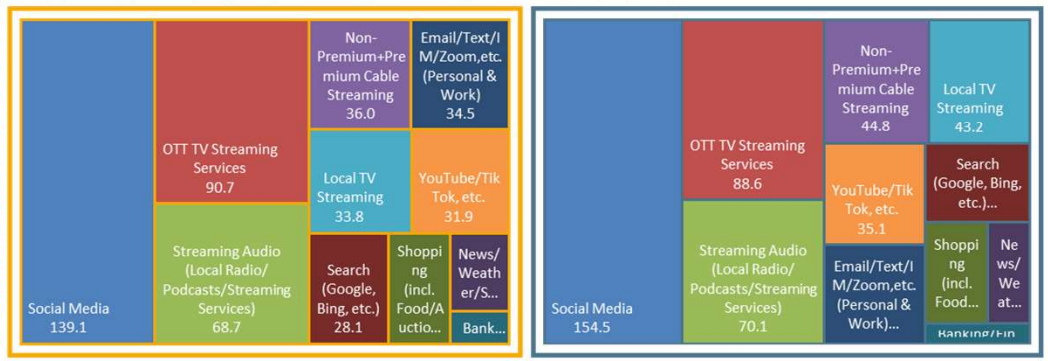
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 424

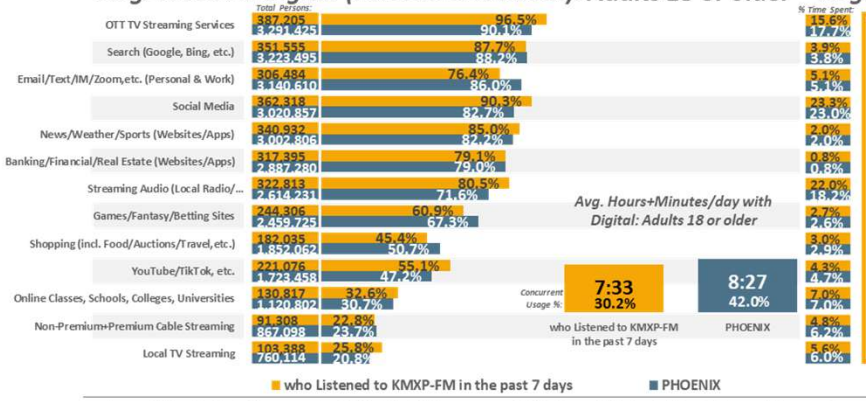
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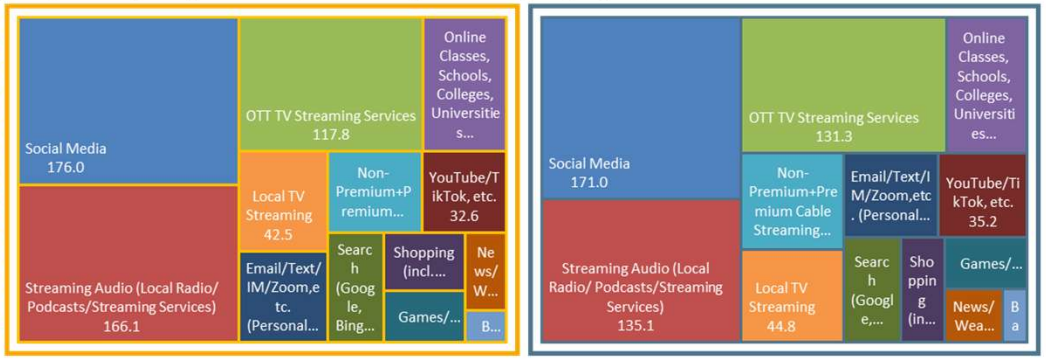
(Radio Stations: KESZ-FM)

322,954 or 80.5% of Adults 18 or older who Listened to KMXP-FM in the past 7 days use Ad-Supported Social Media for an average of 156.9 minutes every day representing 29.% of all time spent daily with Ad-Supported Digital Media.

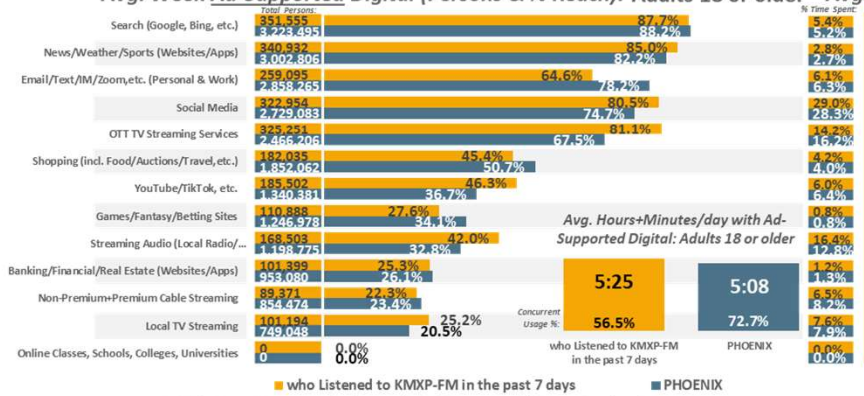
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



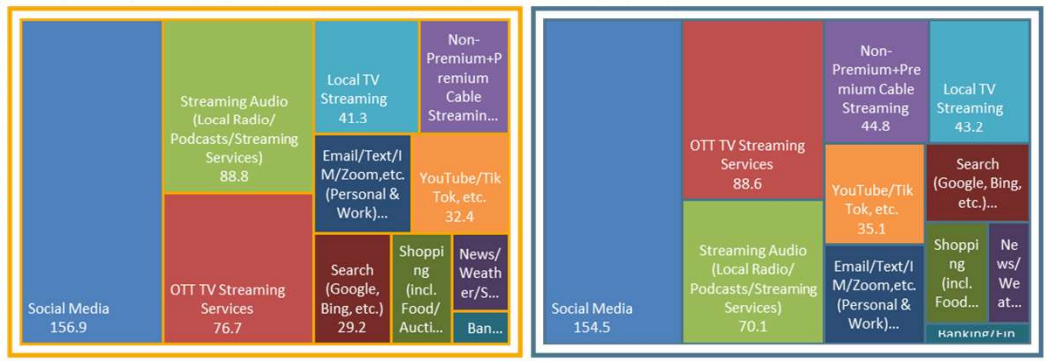
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Aug24-Jul25 Qual Intab 261

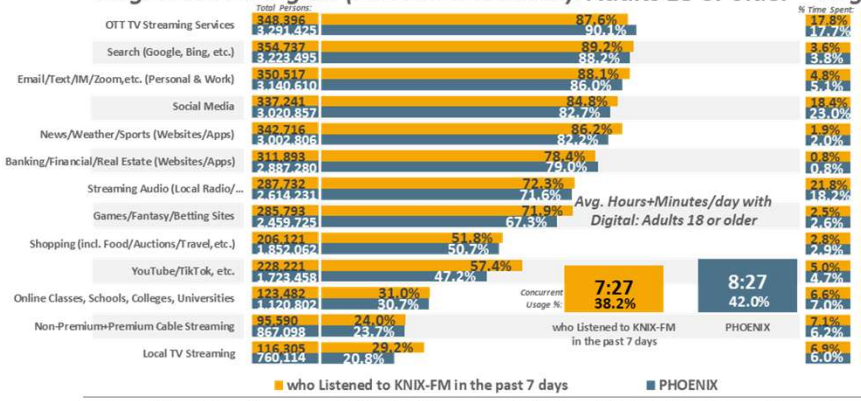
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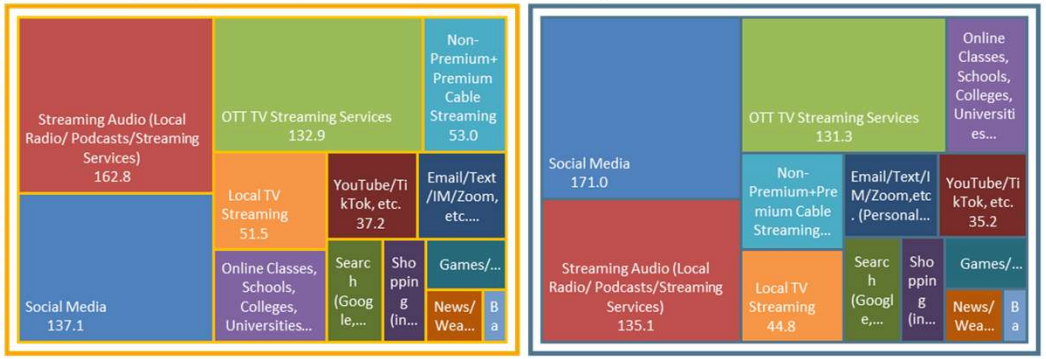
(Radio Stations: KMXP-FM)

307,497 or 77.3% of Adults 18 or older who Listened to KNIX-FM in the past 7 days use Ad-Supported Social Media for an average of 125. minutes every day representing 22.8% of all time spent daily with Ad-Supported Digital Media.

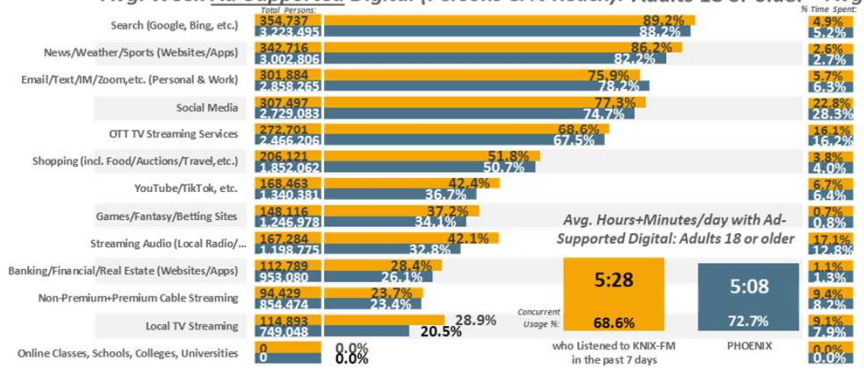
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



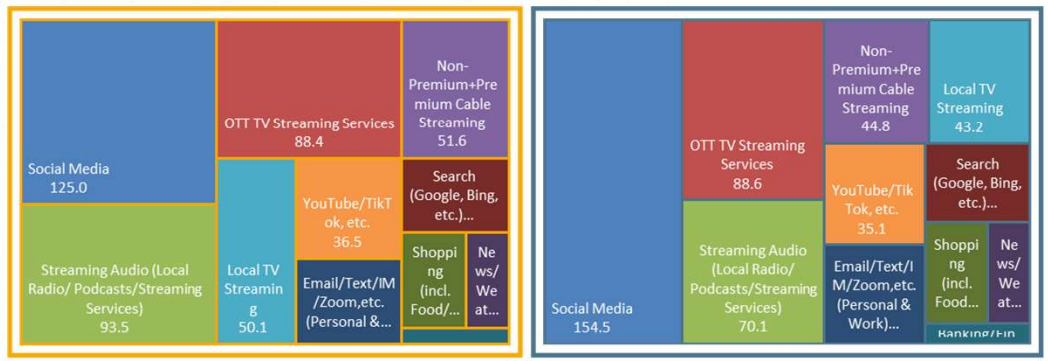
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Aug24-Jul25 Qual Intab 237

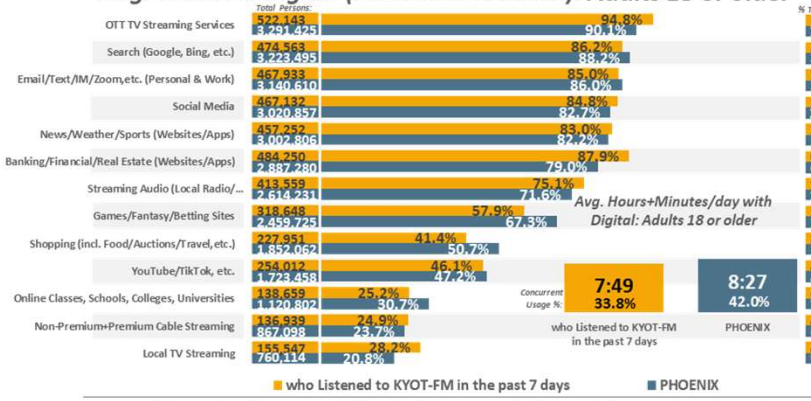
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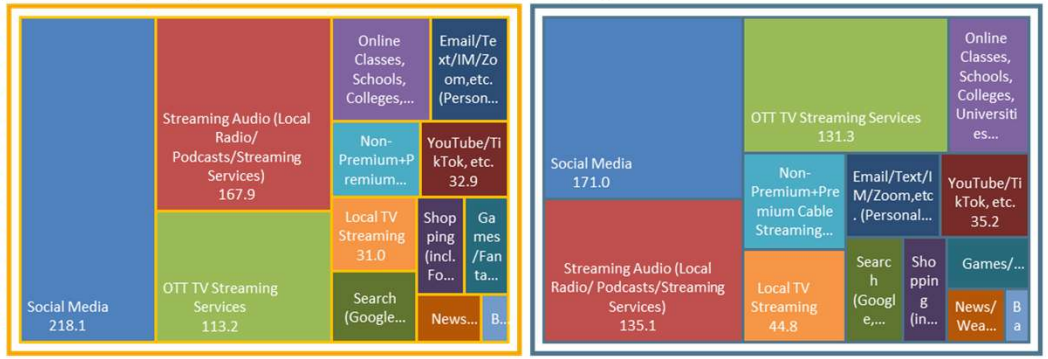
(Radio Stations: KNIX-FM)

403,422 or 73.3% of Adults 18 or older who Listened to KYOT-FM in the past 7 days use Ad-Supported Social Media for an average of 188.4 minutes every day representing 33.4% of all time spent daily with Ad-Supported Digital Media.

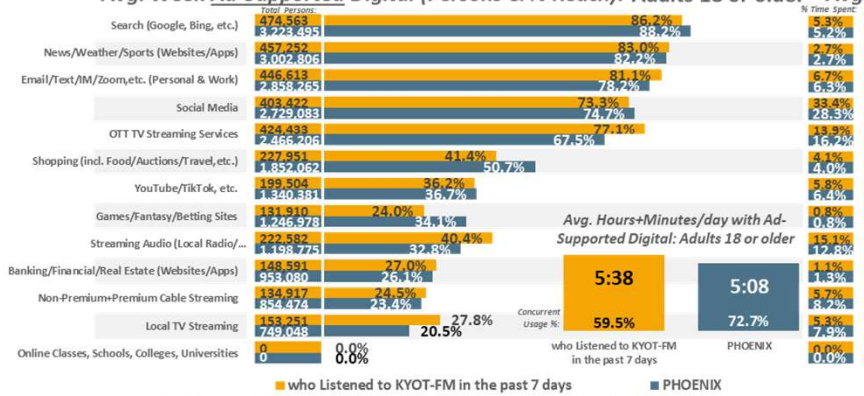
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



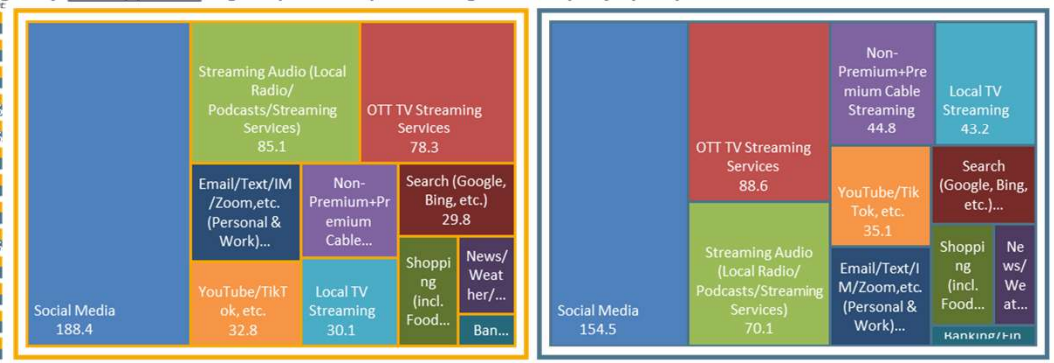
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Aug24-Jul25 Qual Intab 323

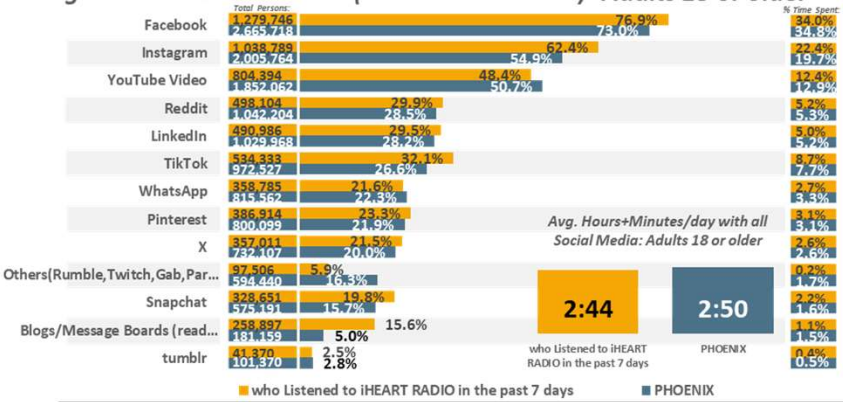
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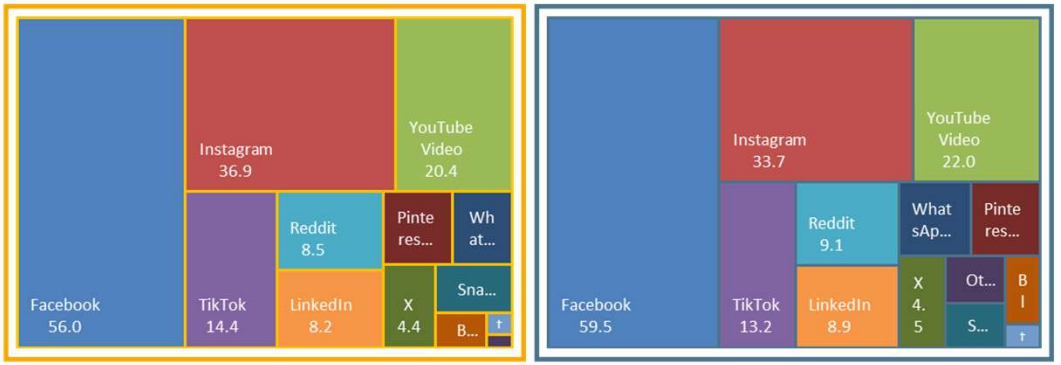
(Radio Stations: KYOT-FM)

1,269,263 or 76.3% of Adults 18 or older who Listened to iHEART RADIO in the past 7 days use Ad-Supported Facebook for an average of 54.1 minutes every day representing 37.1% of all time spent daily with Ad-Supported Social Media.

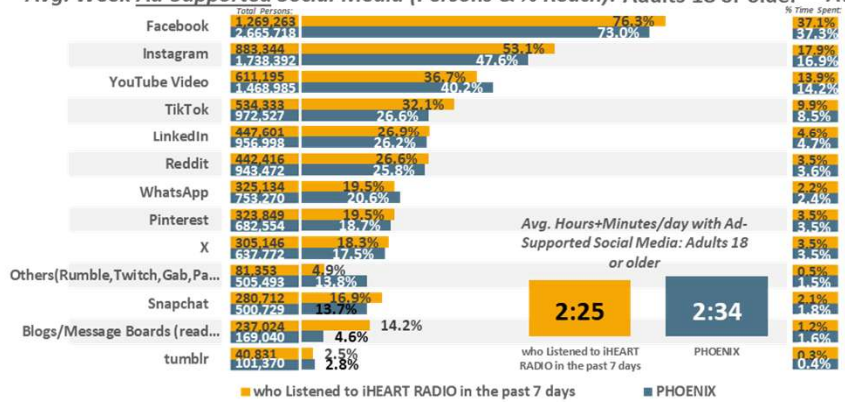
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



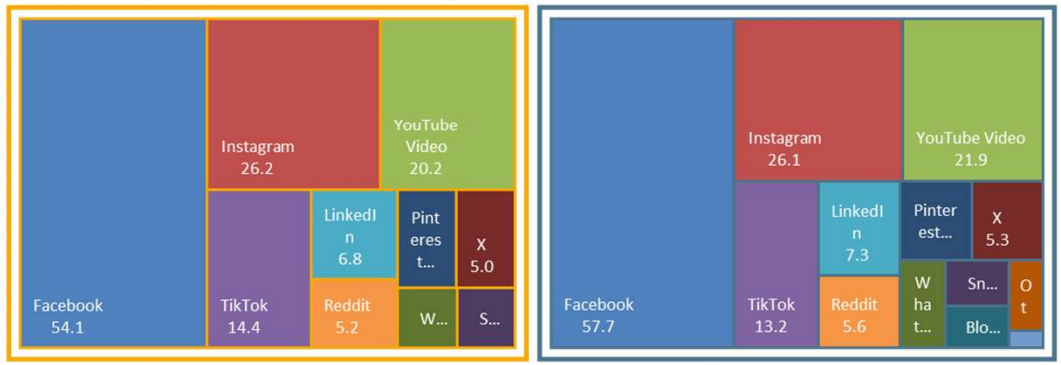
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 992

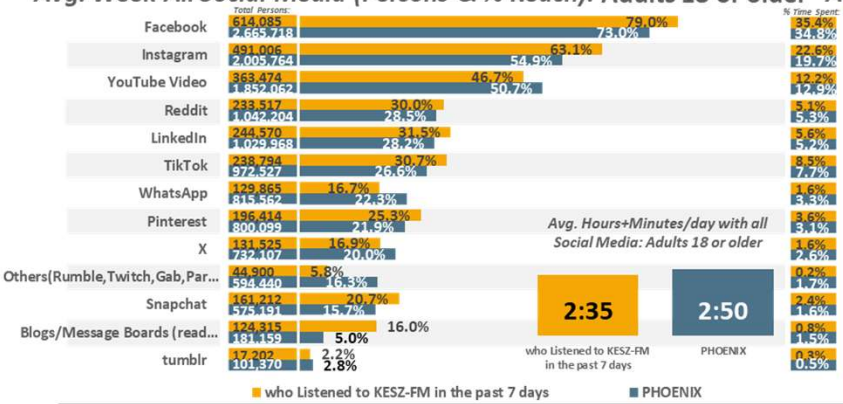
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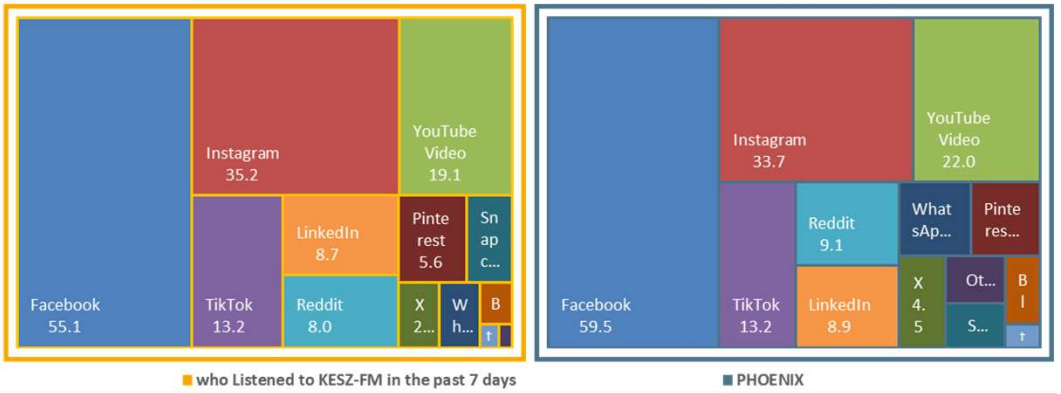
(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)

612,657 or 78.8% of Adults 18 or older who Listened to KESZ-FM in the past 7 days use Ad-Supported Facebook for an average of 53.1 minutes every day representing 38.2% of all time spent daily with Ad-Supported Social Media.

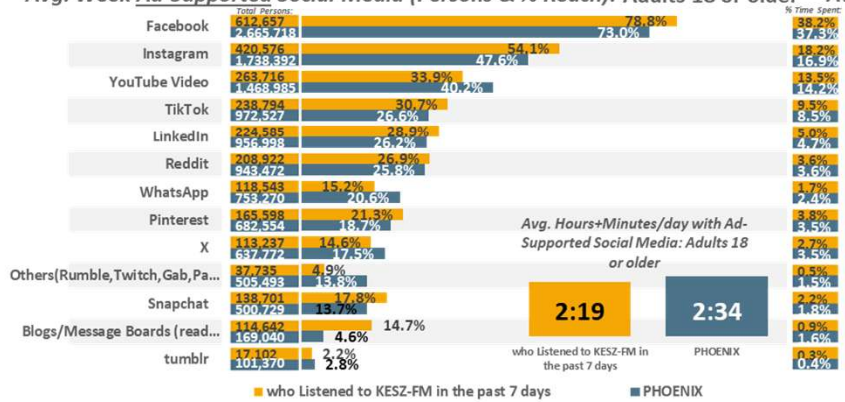
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



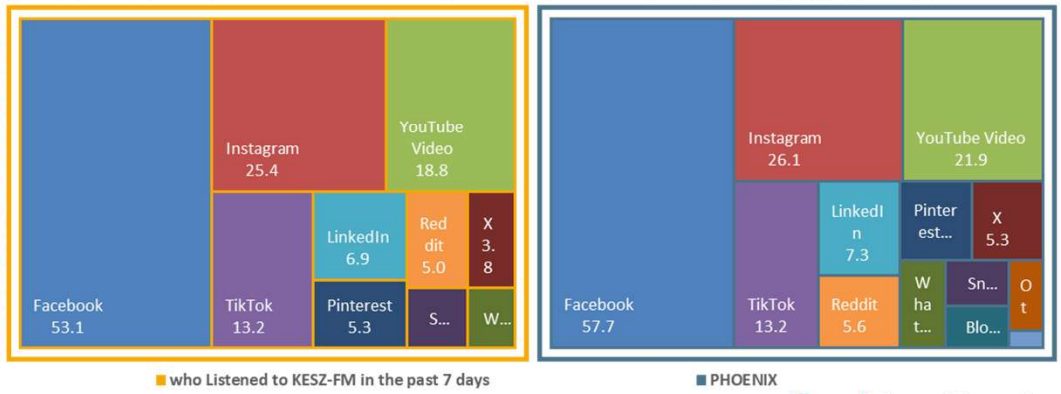
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 424

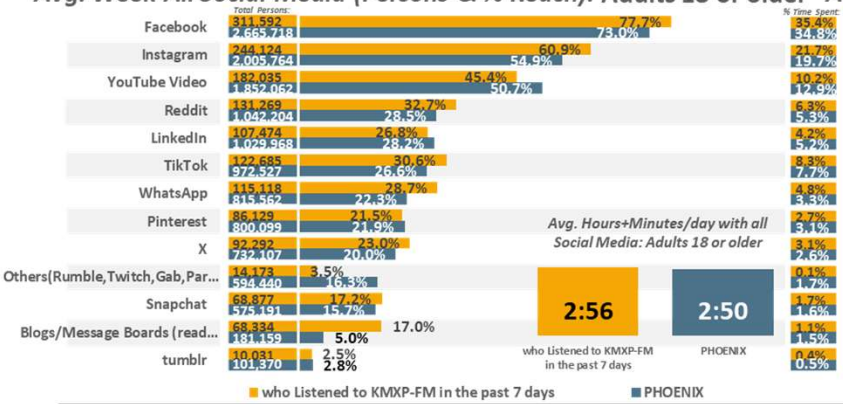
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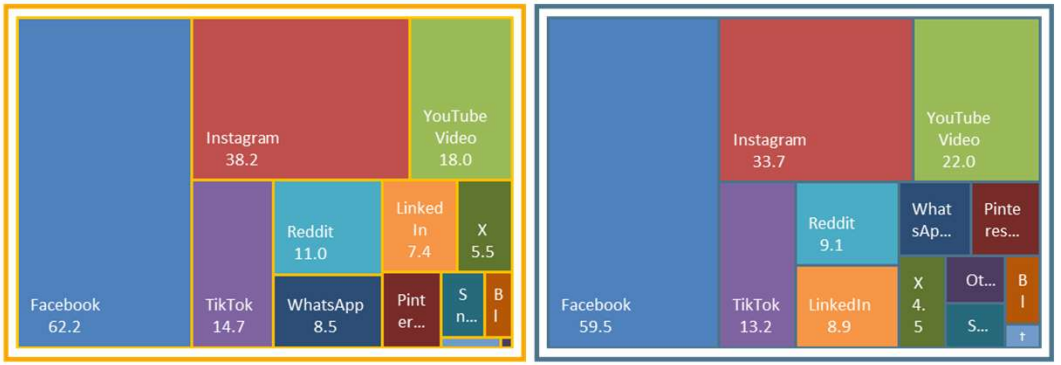
(Radio Stations: KESZ-FM)

311,592 or 77.7% of Adults 18 or older who Listened to KMXP-FM in the past 7 days use Ad-Supported Facebook for an average of 61.1 minutes every day representing 39.% of all time spent daily with Ad-Supported Social Media.

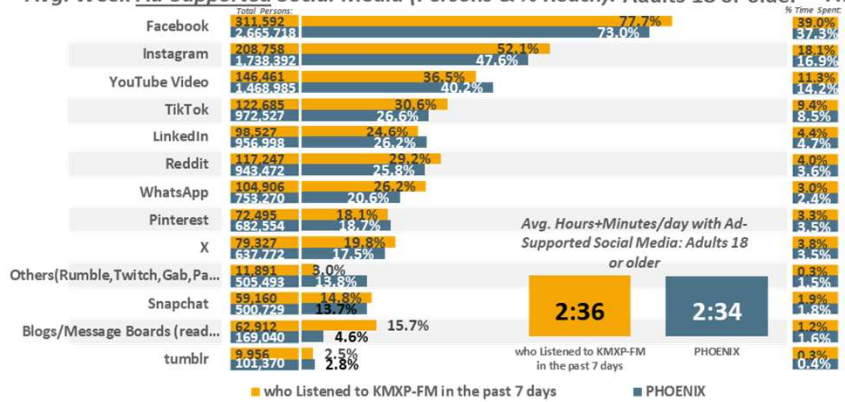
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



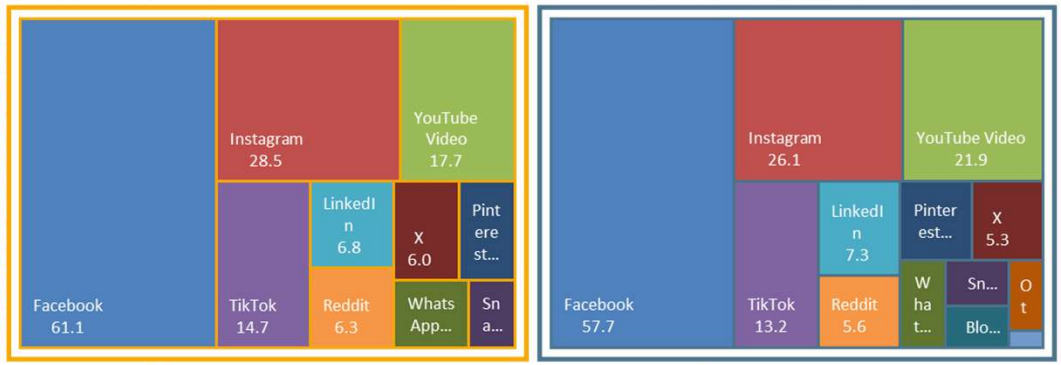
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Aug24-Jul25 Qual Intab 261

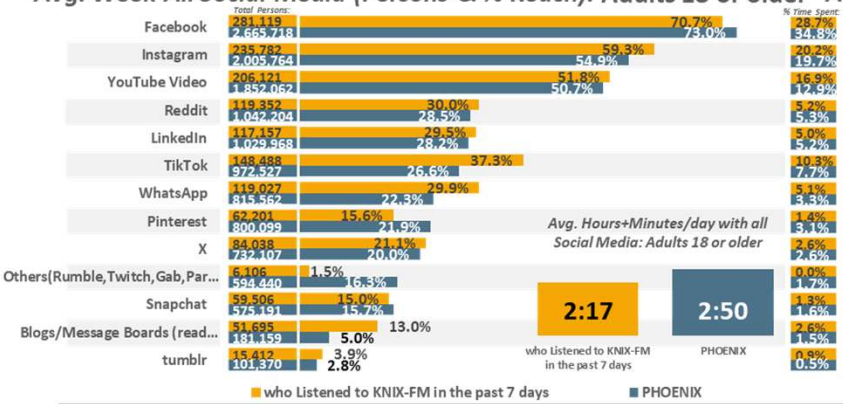
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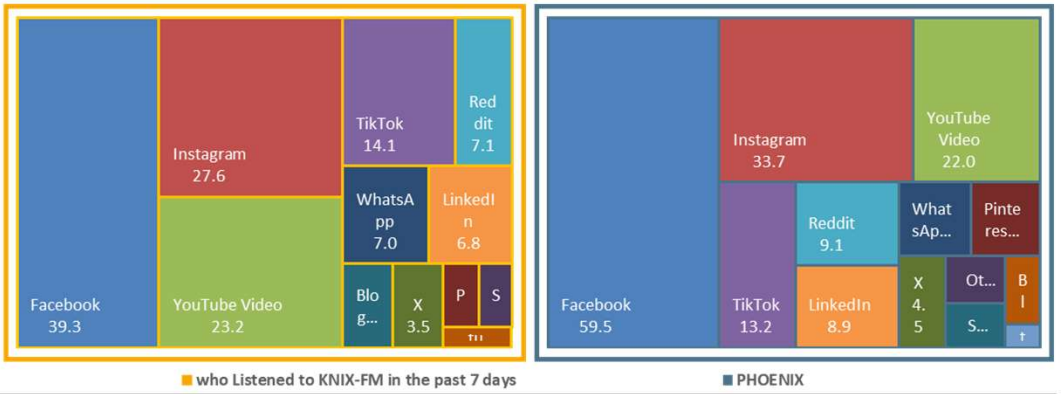
(Radio Stations: KMXP-FM)

281,119 or 70.7% of Adults 18 or older who Listened to KNIX-FM in the past 7 days use Ad-Supported Facebook for an average of 40.8 minutes every day representing 32.7% of all time spent daily with Ad-Supported Social Media.

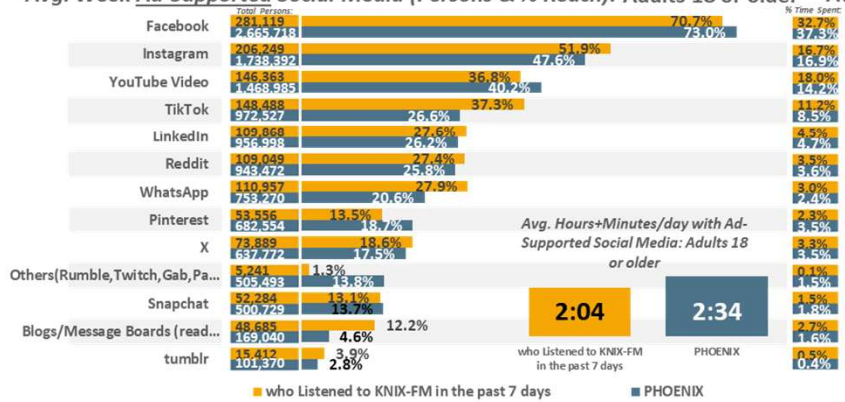
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



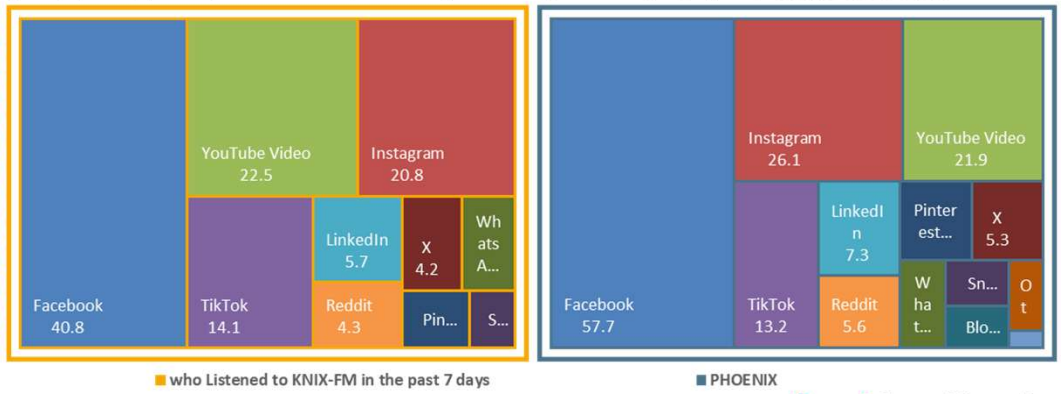
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Aug24-Jul25 Qual Intab 237

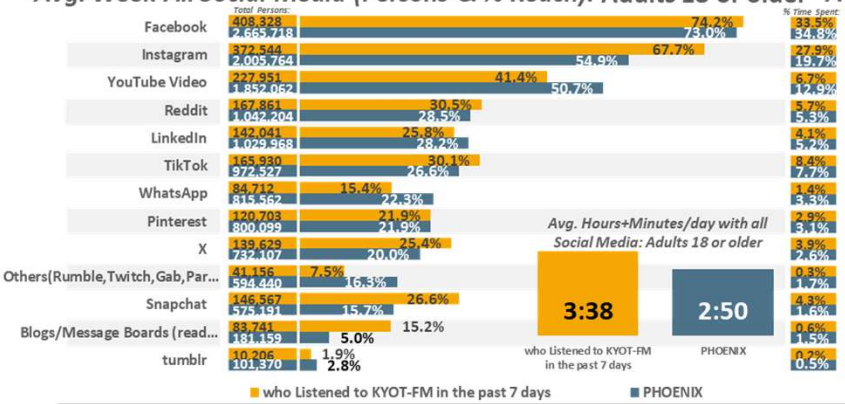
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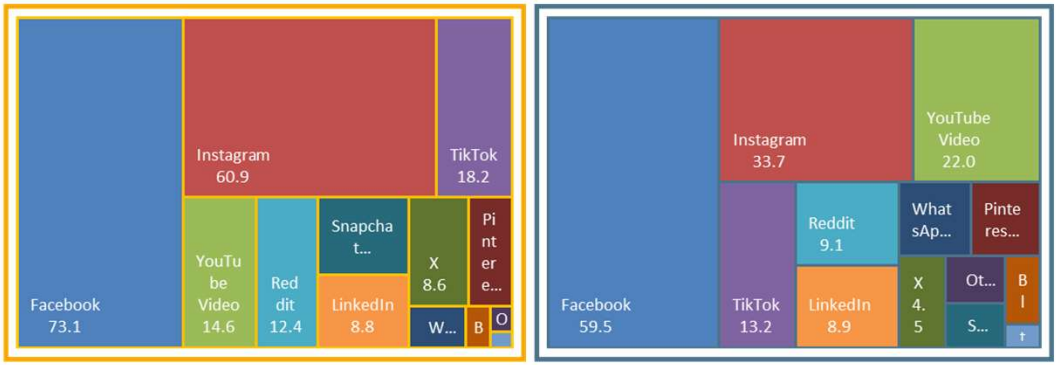
(Radio Stations: KNIX-FM)

403,422 or 73.3% of Adults 18 or older who Listened to KYOT-FM in the past 7 days use Ad-Supported Facebook for an average of 74. minutes every day representing 39.3% of all time spent daily with Ad-Supported Social Media.

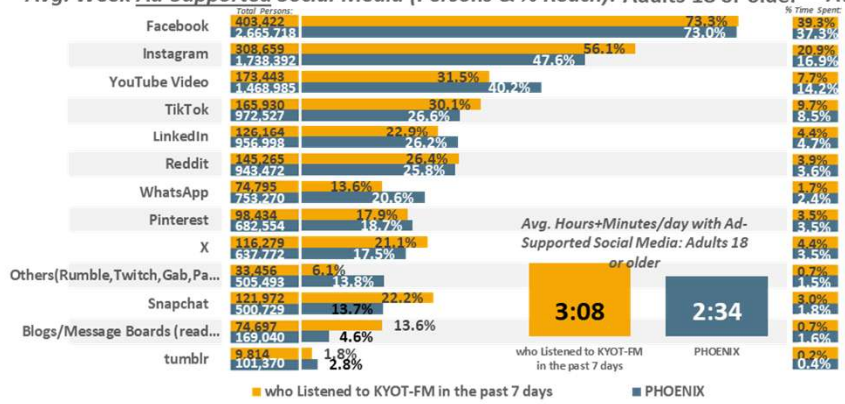
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



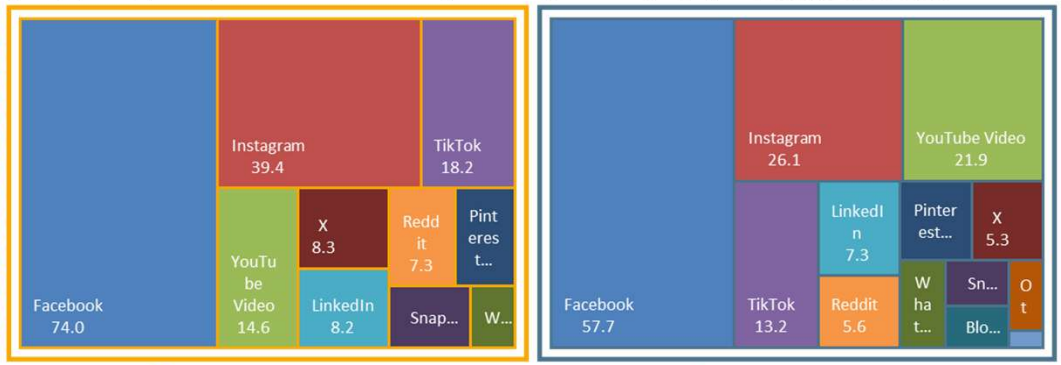
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



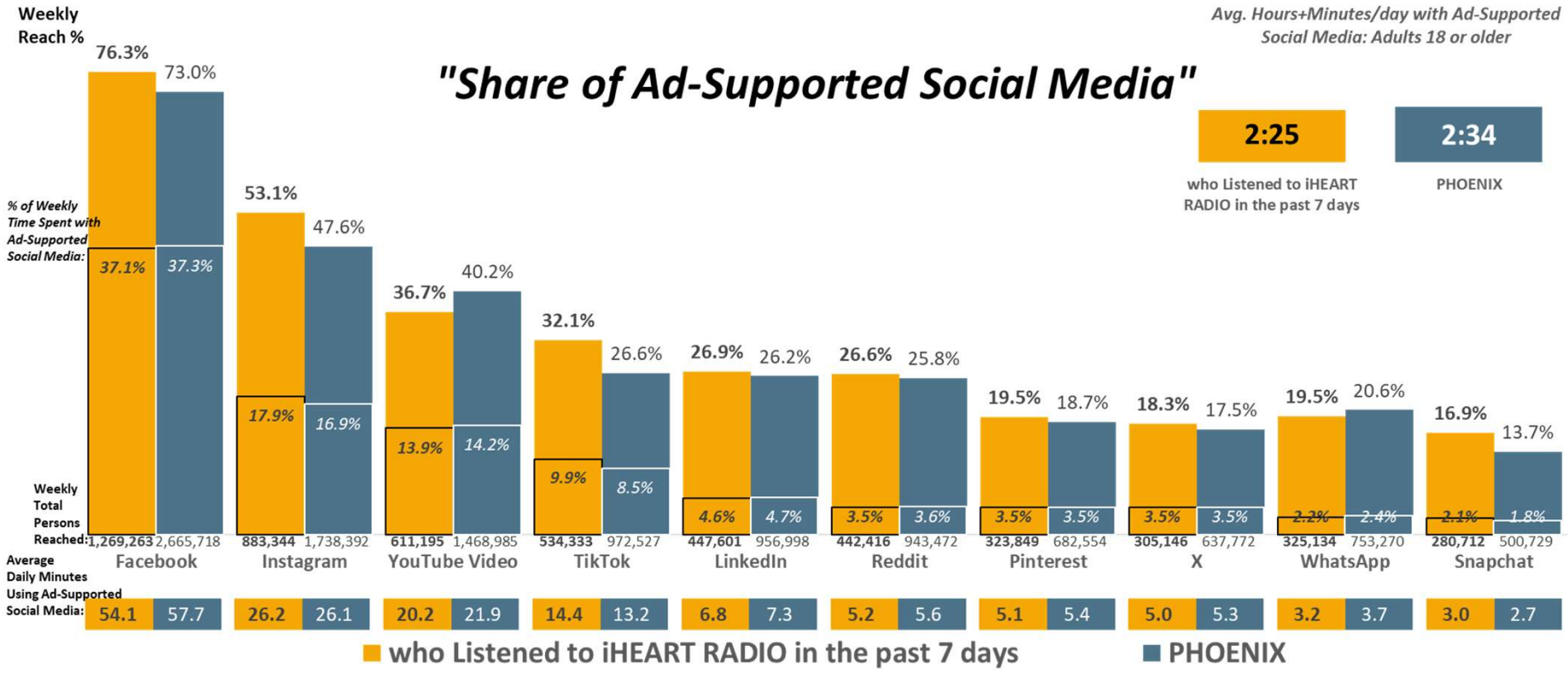
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 323

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(Radio Stations: KYOT-FM)

1,269,263 or 76.3% of Adults 18 or older who Listened to iHEART RADIO in the past 7 days use Ad-Supported Facebook for an average of 54.1 minutes every day representing 37.1% of all time spent daily with Ad-Supported Social Media.



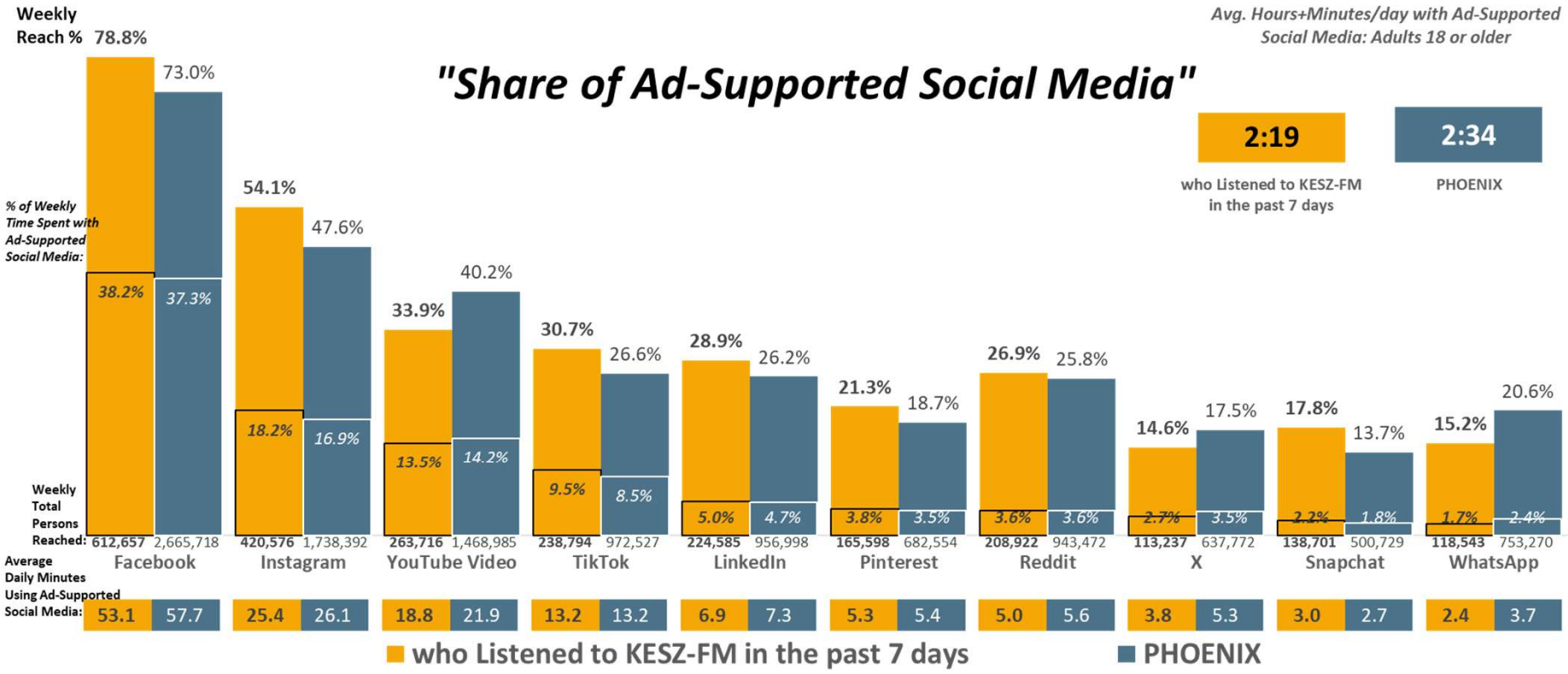
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 992 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

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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)

612,657 or 78.8% of Adults 18 or older who Listened to KESZ-FM in the past 7 days use Ad-Supported Facebook for an average of 53.1 minutes every day representing 38.2% of all time spent daily with Ad-Supported Social Media.



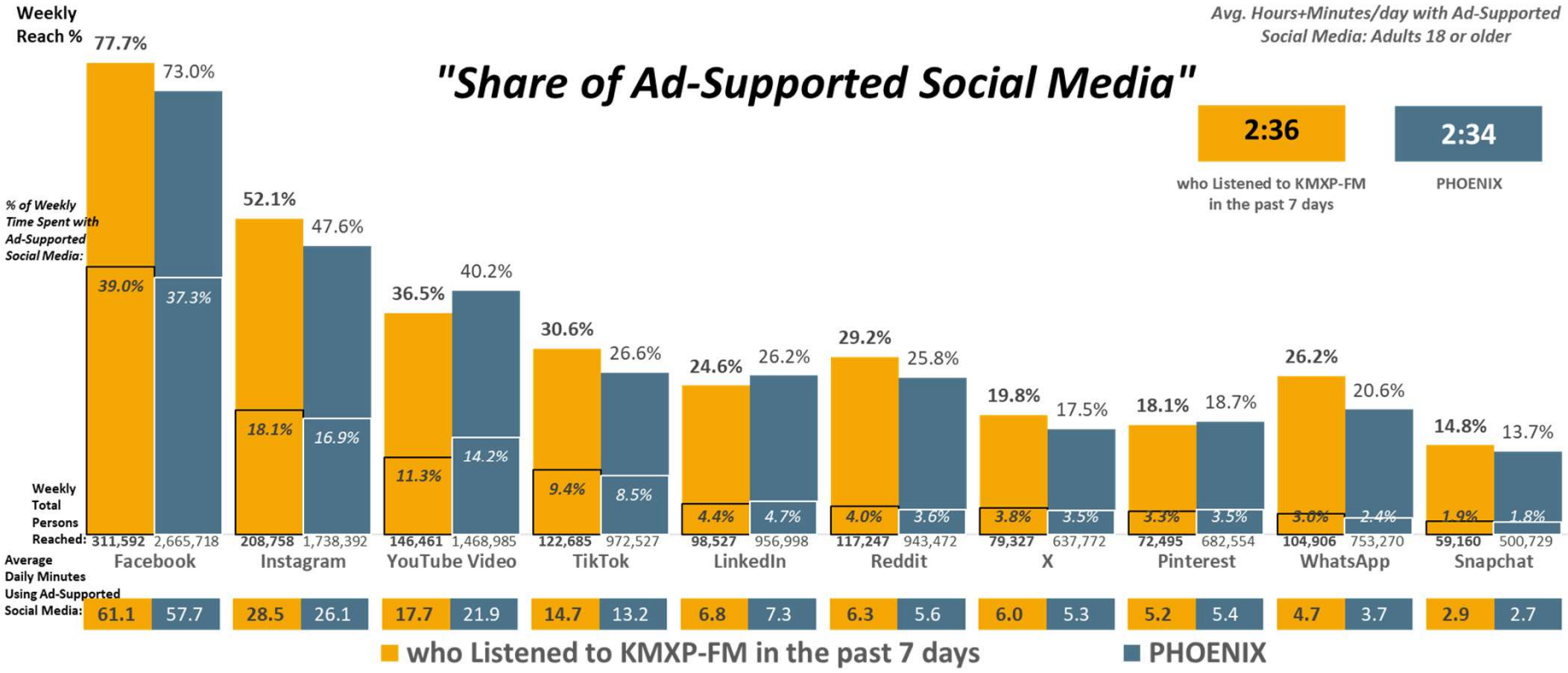
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 424 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

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(Radio Stations: KESZ-FM)

311,592 or 77.7% of Adults 18 or older who Listened to KMXP-FM in the past 7 days use Ad-Supported Facebook for an average of 61.1 minutes every day representing 39.% of all time spent daily with Ad-Supported Social Media.



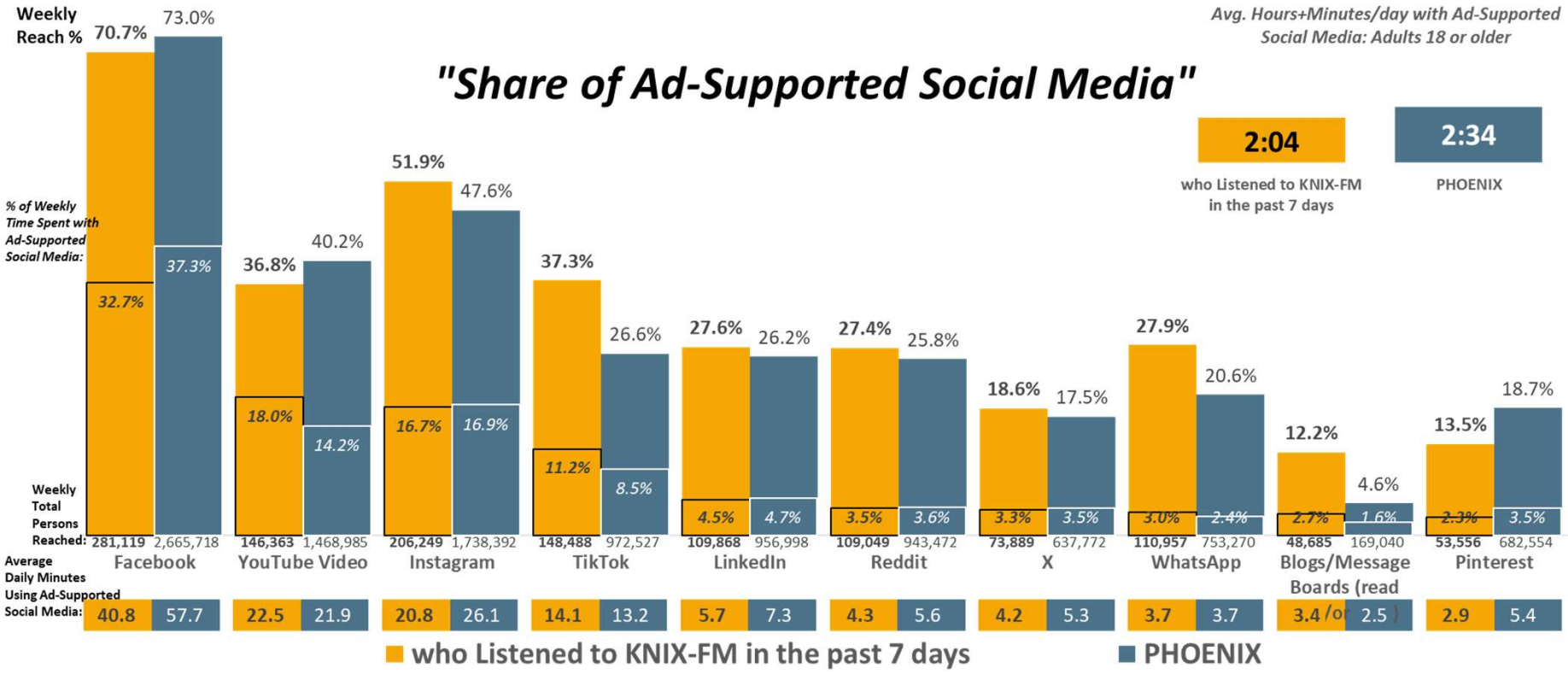
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 261 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

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(Radio Stations: KMXP-FM)

281,119 or 70.7% of Adults 18 or older who Listened to KNIX-FM in the past 7 days use Ad-Supported Facebook for an average of 40.8 minutes every day representing 32.7% of all time spent daily with Ad-Supported Social Media.



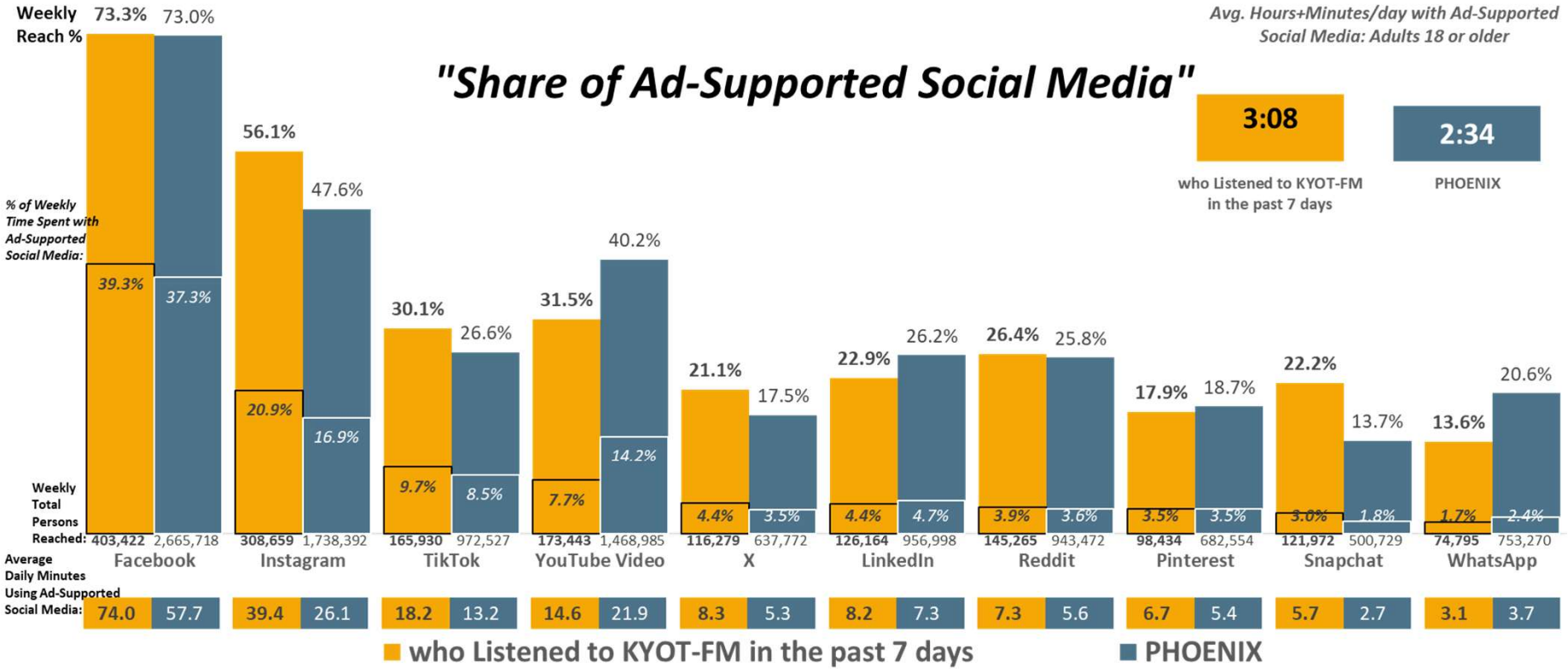
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 237 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

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(Radio Stations: KNIX-FM)

403,422 or 73.3% of Adults 18 or older who Listened to KYOT-FM in the past 7 days use Ad-Supported Facebook for an average of 74. minutes every day representing 39.3% of all time spent daily with Ad-Supported Social Media.



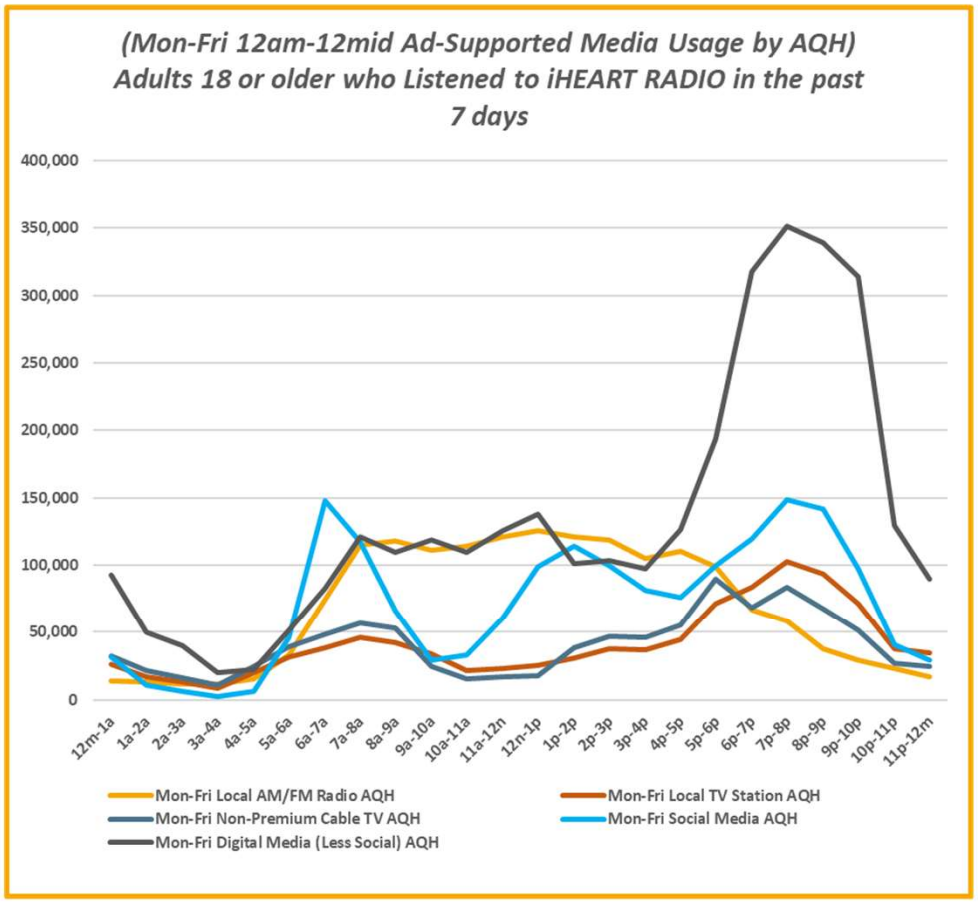
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 323 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

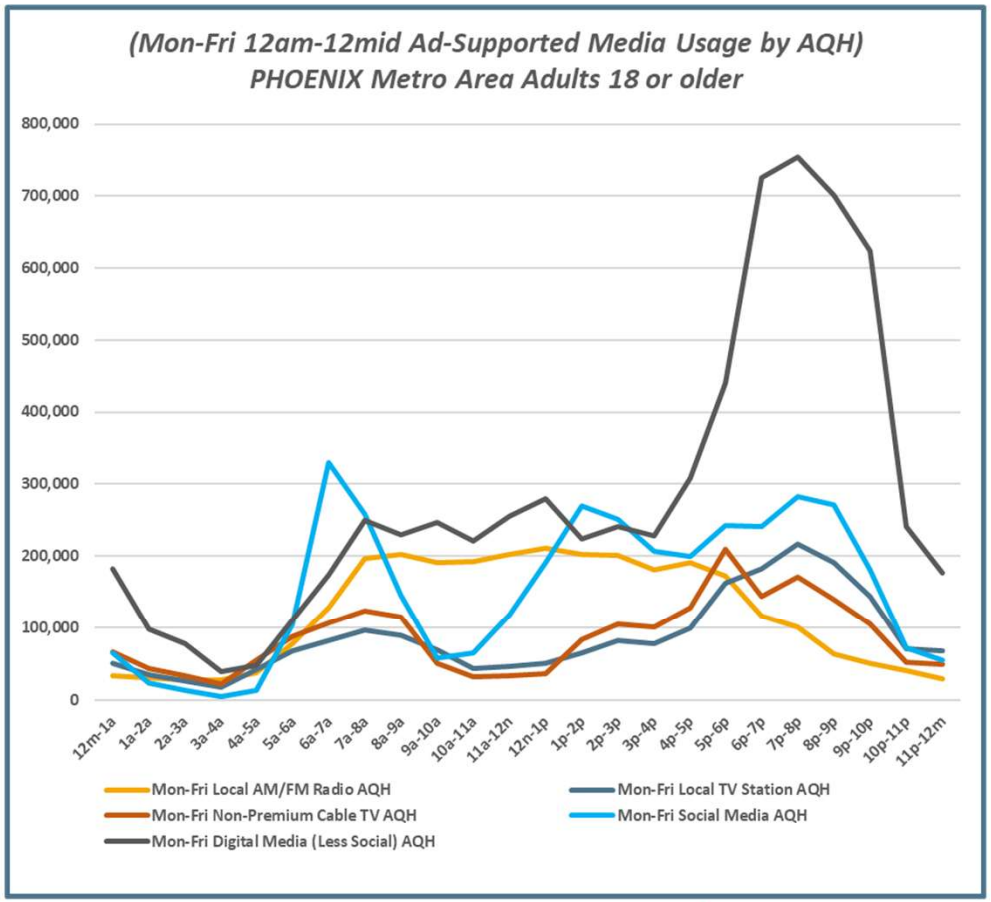
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(Radio Stations: KYOT-FM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 134,214; Local Radio: 107,696; Social Media: 87,792; Non-Prem. Cable: 44,294; Local TV: 41,079 reaching Adults 18 or older who Listened to iHEART RADIO in the past 7 days





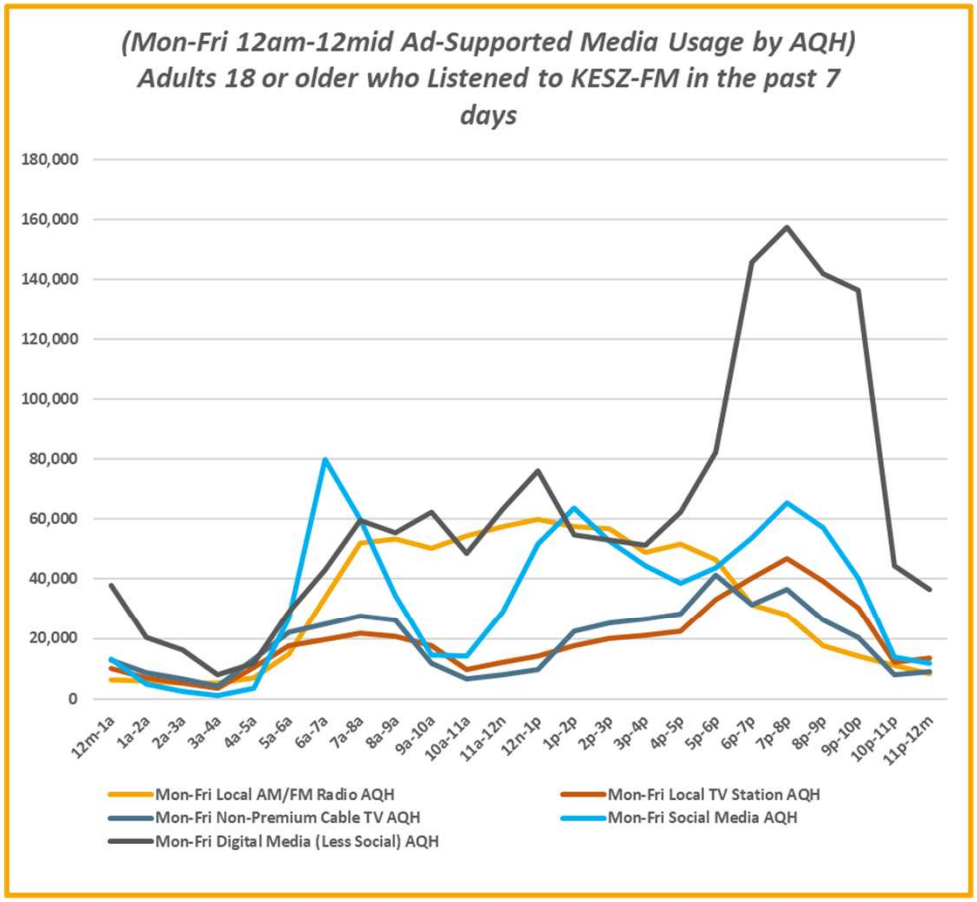
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 992

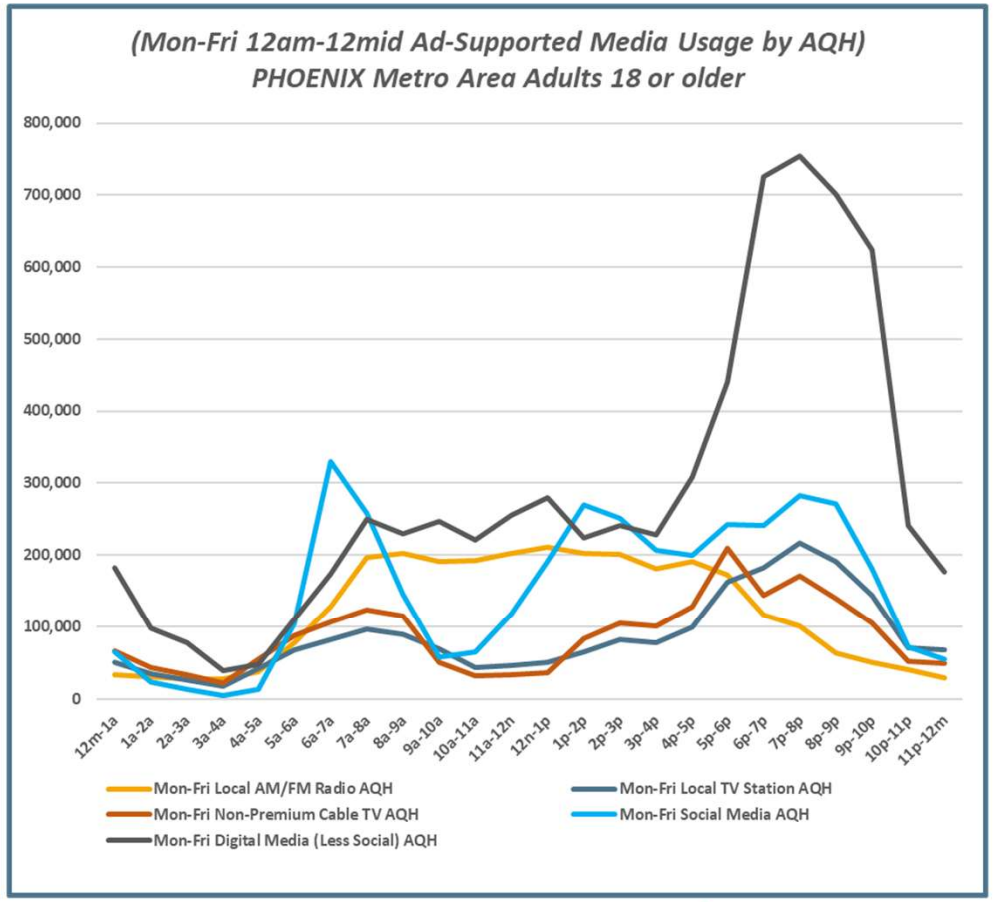
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(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 66,015; Local Radio: 50,349; Social Media: 44,699; Non-Prem. Cable: 22,289; Local TV: 20,826 reaching Adults 18 or older who Listened to KESZ-FM in the past 7 days.





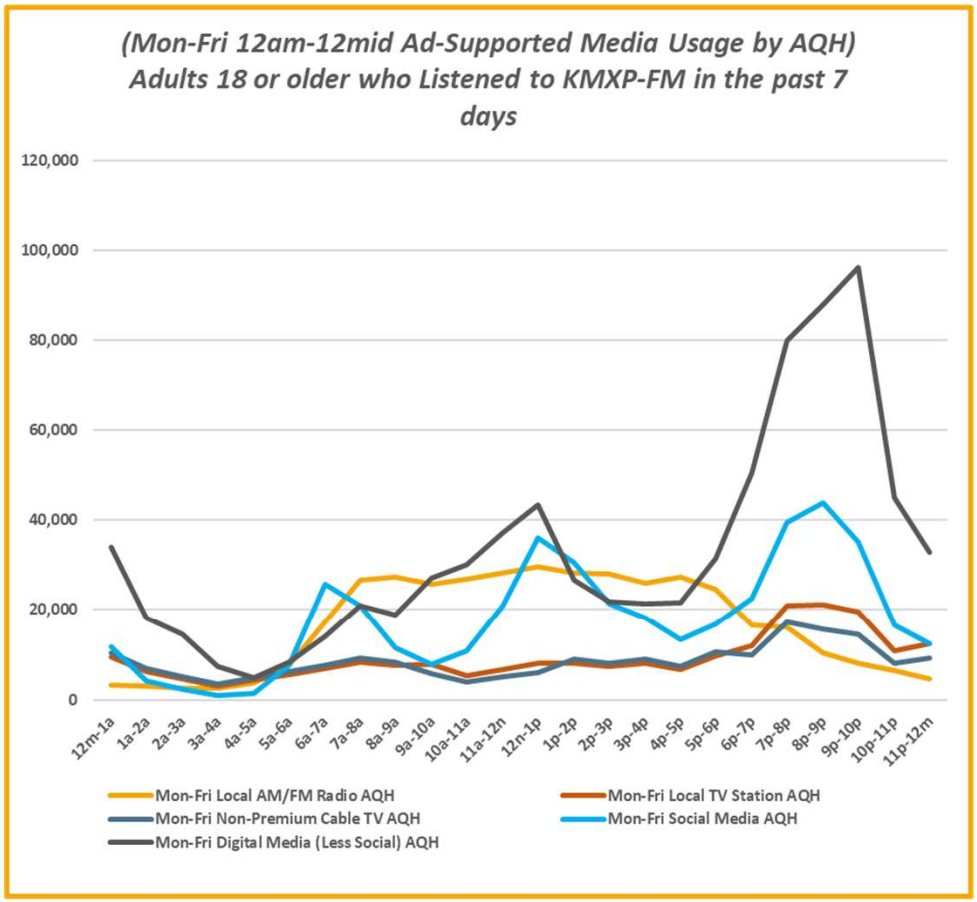
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 424

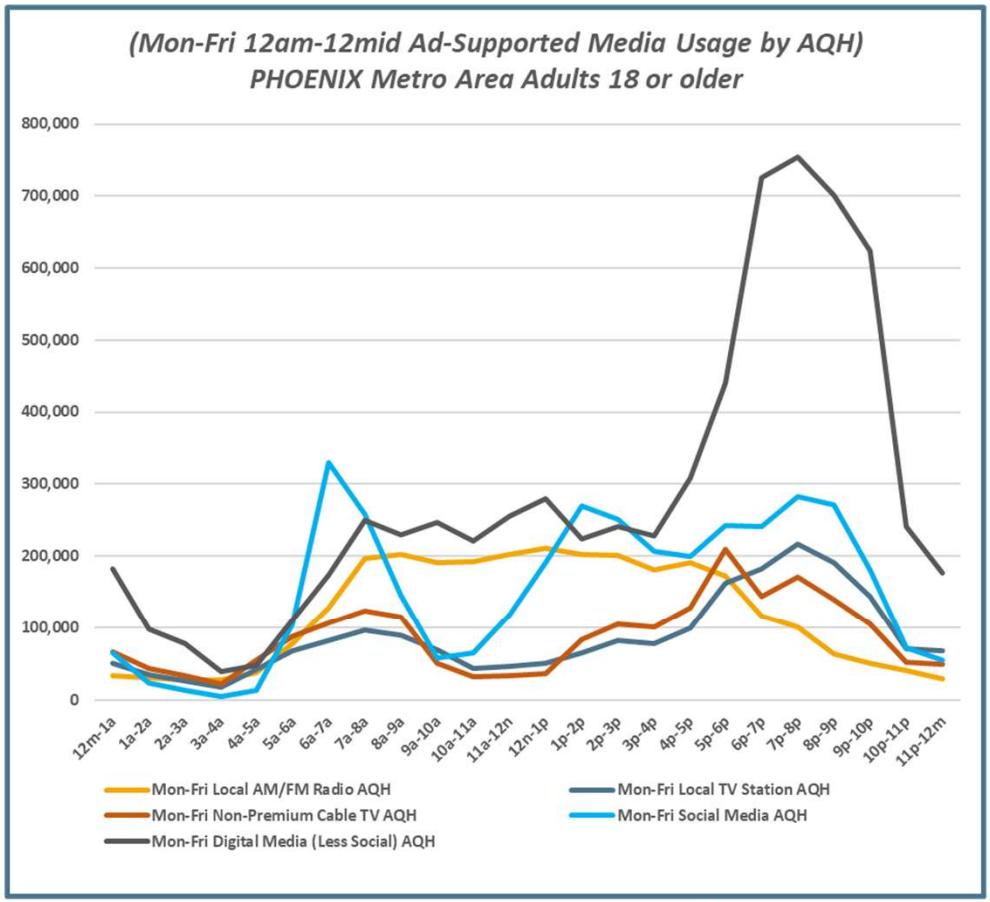
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(Radio Stations: KESZ-FM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 28,092; Local Radio: 25,584; Social Media: 19,762; Local TV: 7,861; Non-Prem. Cable: 7,664 reaching Adults 18 or older who Listened to KMXP-FM in the past 7 days.





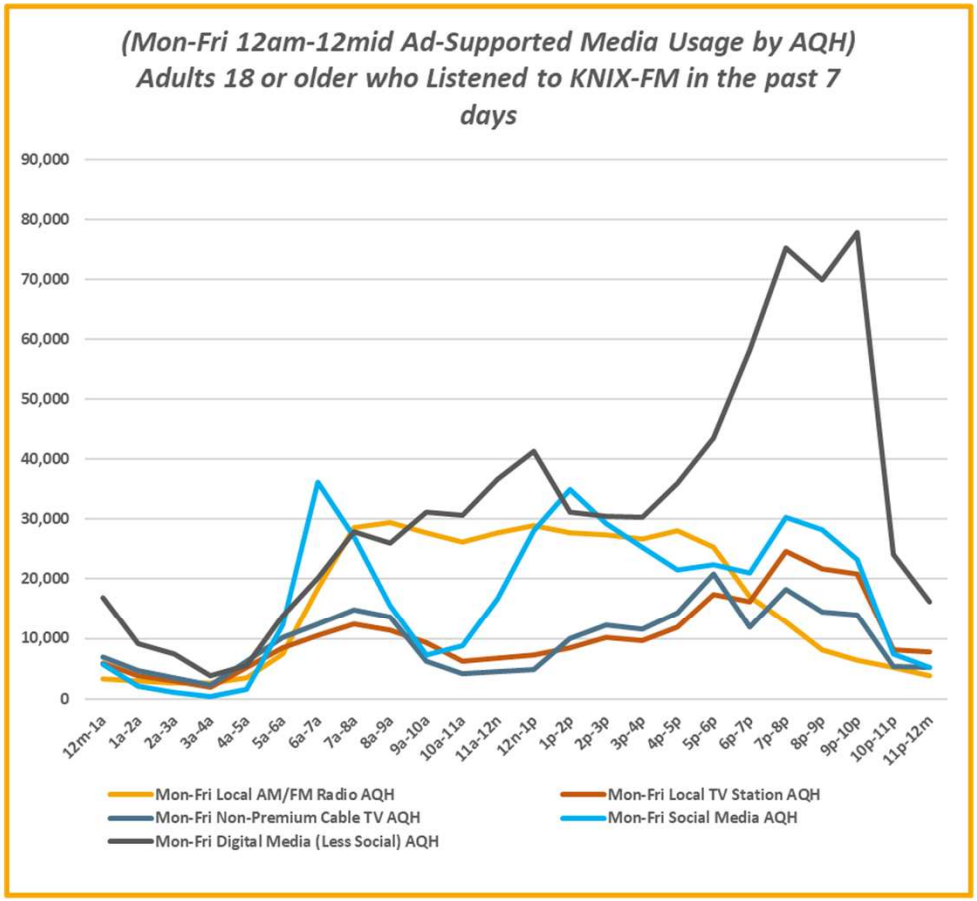
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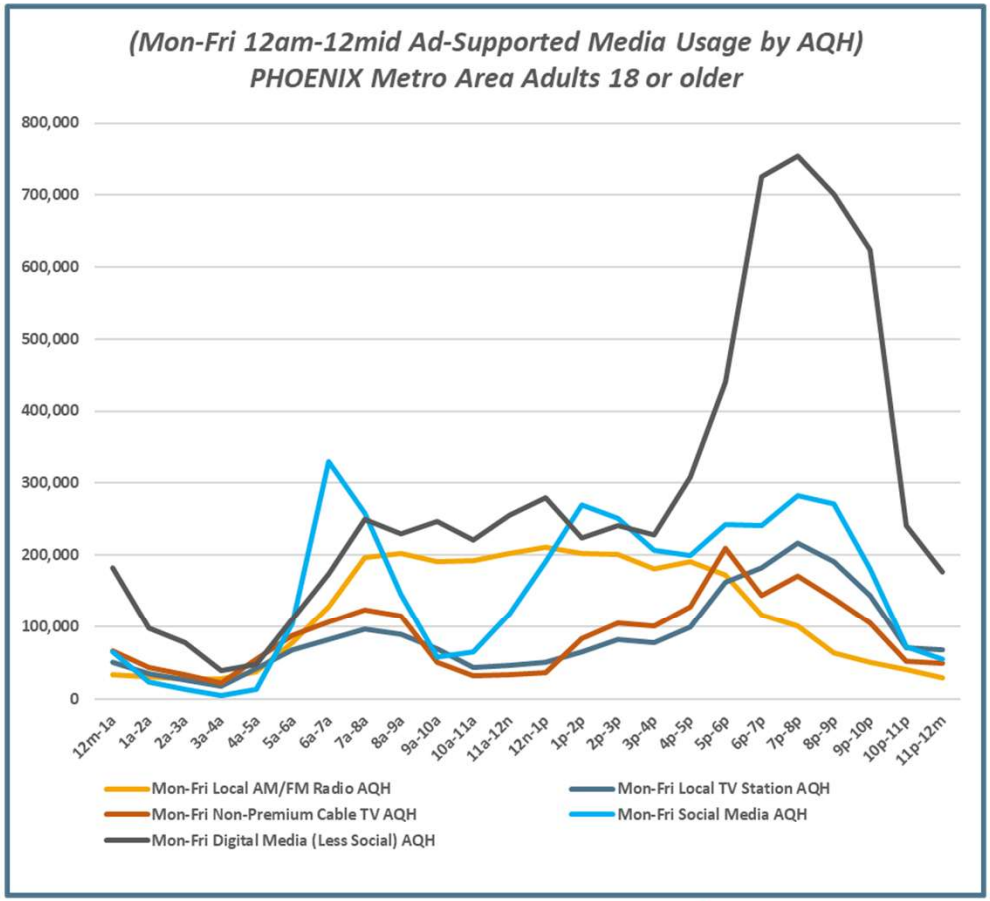
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(Radio Stations: KMXP-FM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 34,163; Local Radio: 26,093; Social Media: 22,650; Non-Prem. Cable: 10,892; Local TV: 10,599 reaching Adults 18 or older who Listened to KNIX-FM in the past 7 days.





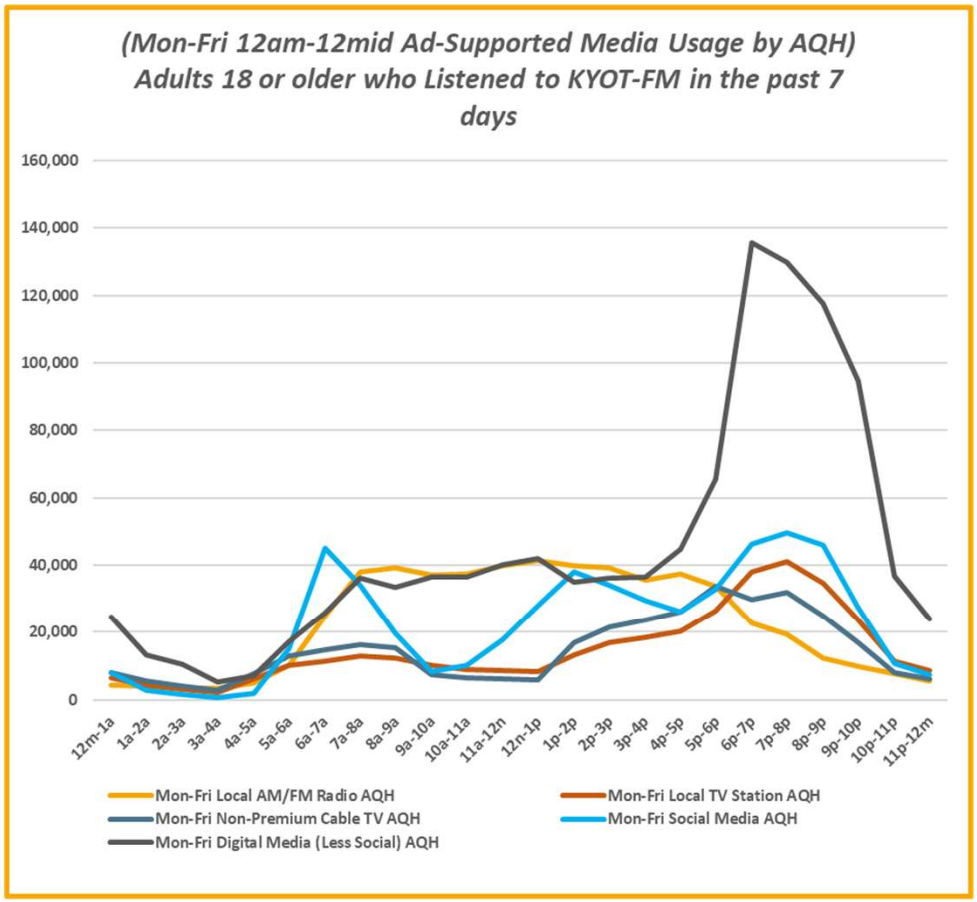
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 237

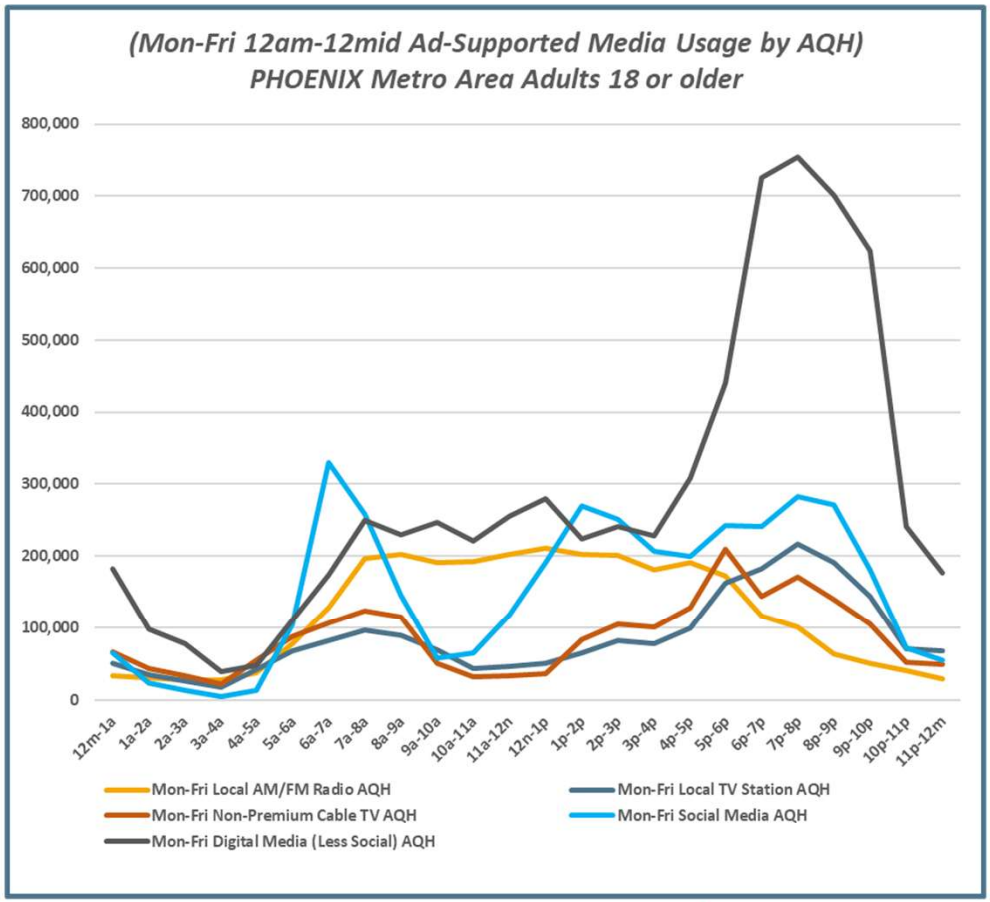
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(Radio Stations: KNIX-FM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 46,435; Local Radio: 35,804; Social Media: 28,419; Non-Prem. Cable: 17,173; Local TV: 15,829 reaching Adults 18 or older who Listened to KYOT-FM in the past 7 days.





PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 323

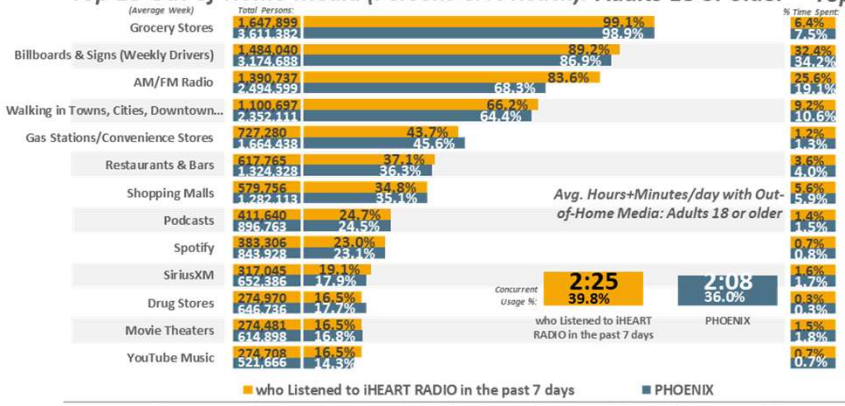
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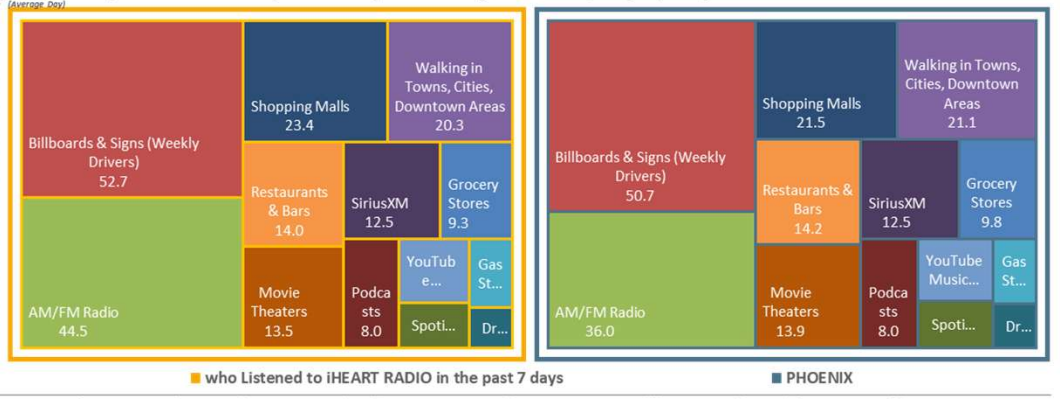
(Radio Stations: KYOT-FM)

1,484,040 or 89.2% of Adults 18 or older who Listened to iHEART RADIO in the past 7 days spend an average of 52.7 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 42.5 minutes/day.

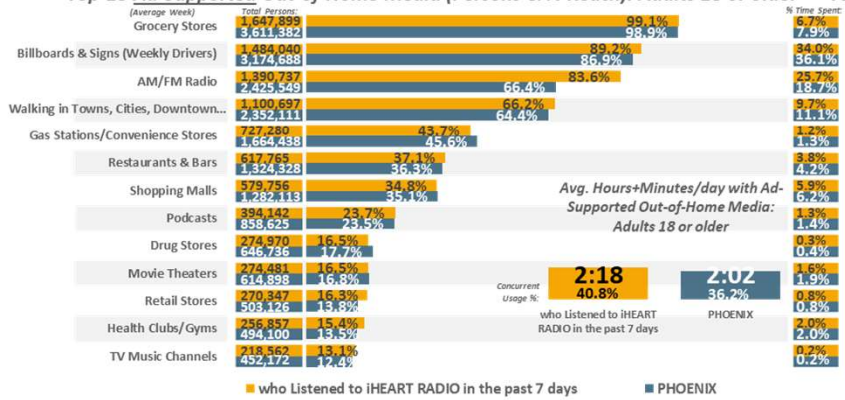
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



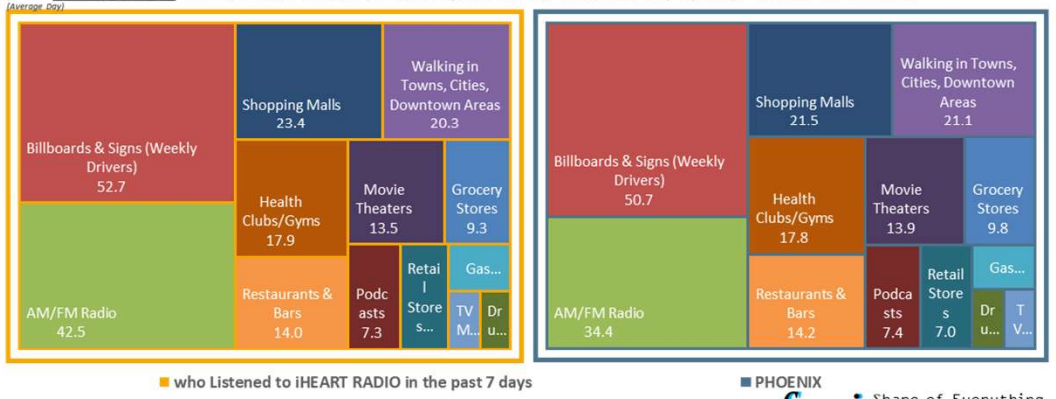
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 992

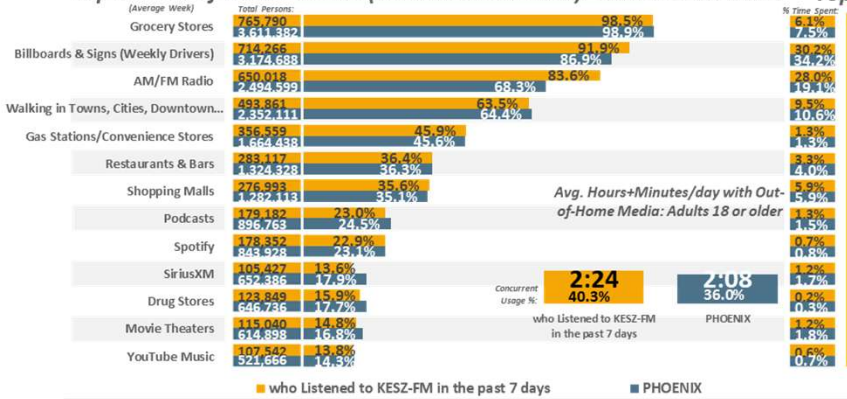
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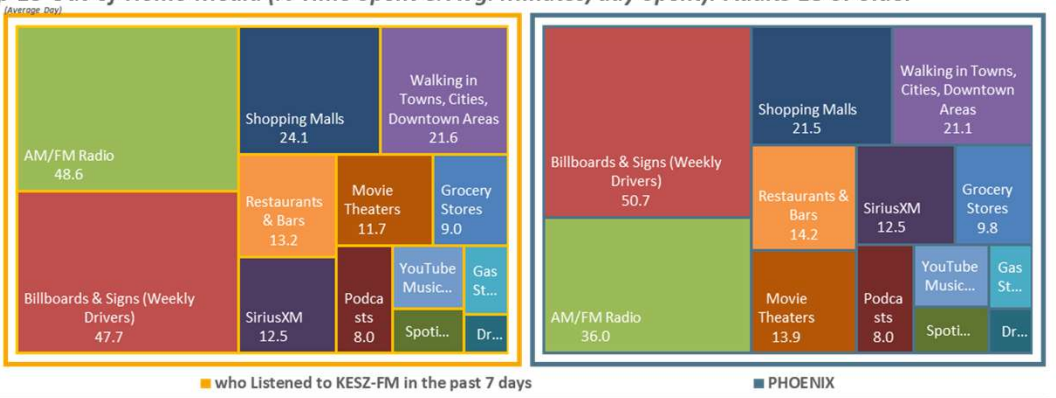
(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)

714,266 or 91.9% of Adults 18 or older who Listened to KESZ-FM in the past 7 days spend an average of 47.7 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 46.6 minutes/day.

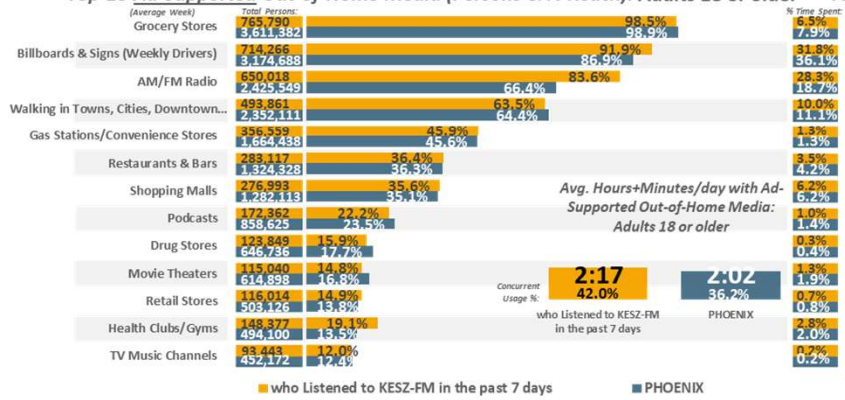
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



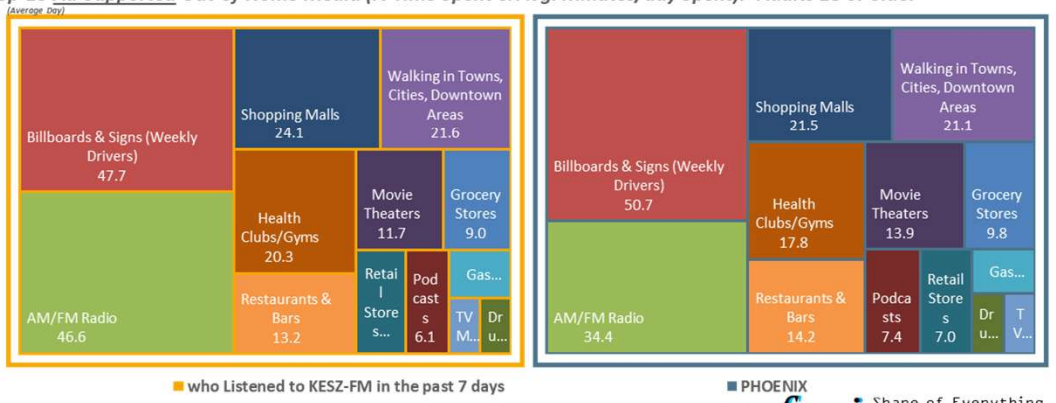
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 424

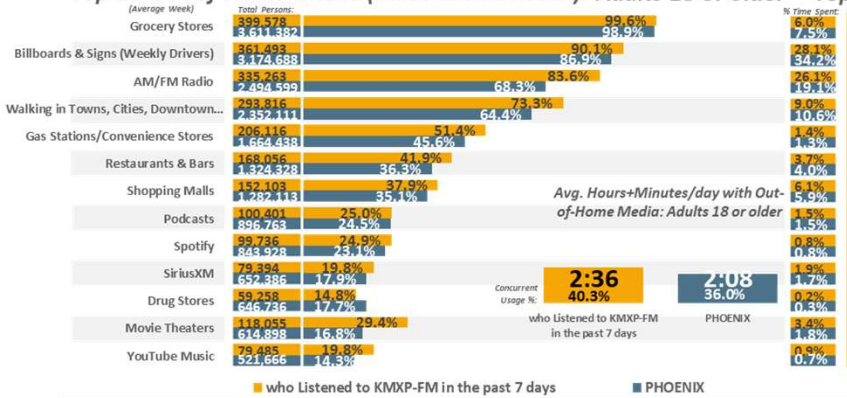
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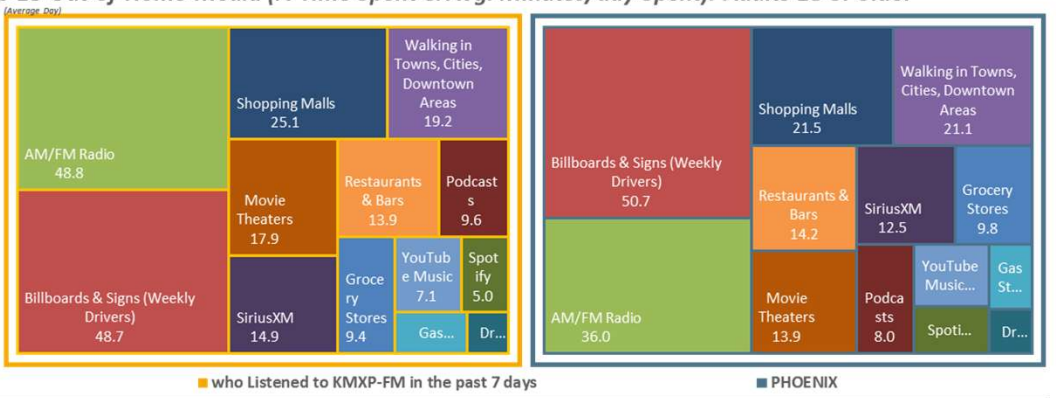
(Radio Stations: KESZ-FM)

361,493 or 90.1% of Adults 18 or older who Listened to KMXP-FM in the past 7 days spend an average of 48.7 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 46.5 minutes/day.

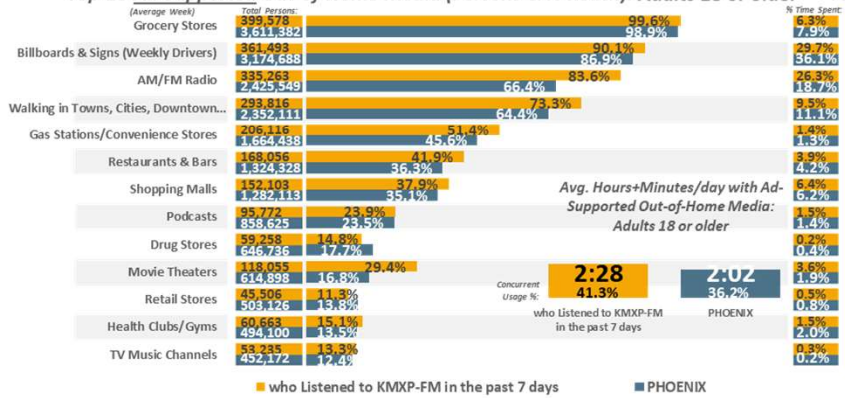
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



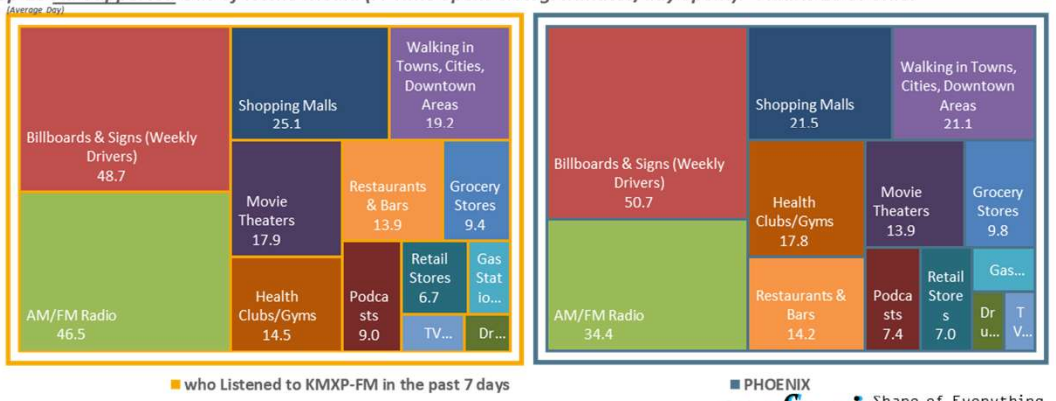
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 261

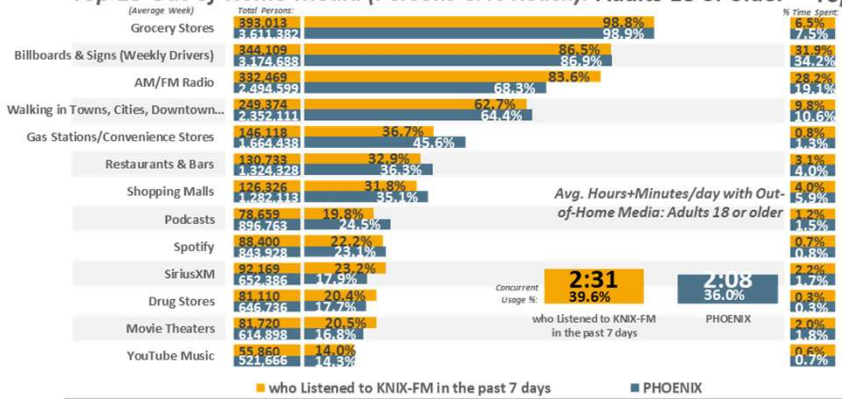
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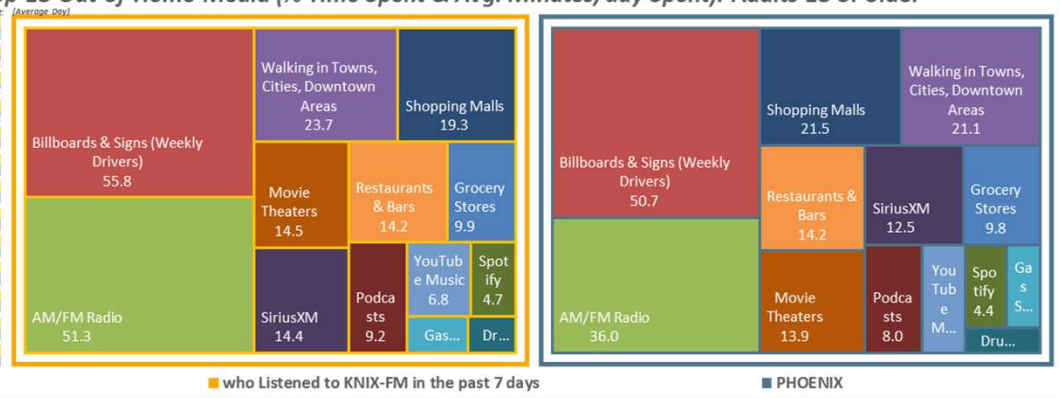
(Radio Stations: KMXP-FM)

344,109 or 86.5% of Adults 18 or older who Listened to KNIX-FM in the past 7 days spend an average of 55.8 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.

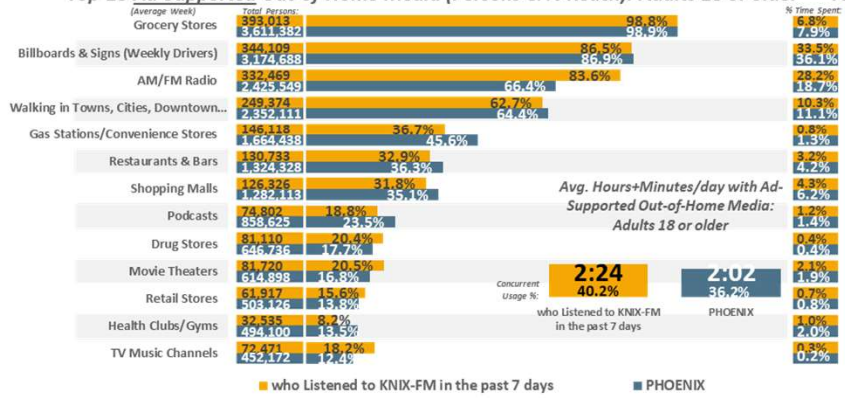
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



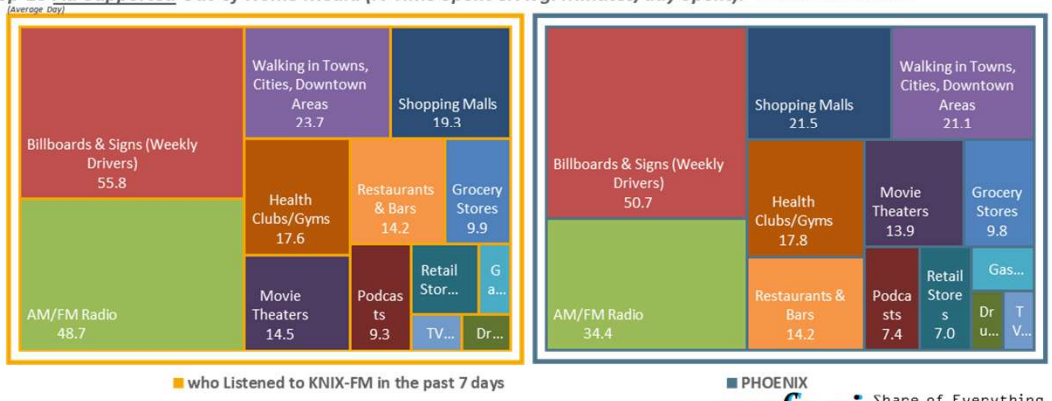
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Aug24-Jul25 Qual Intab 237

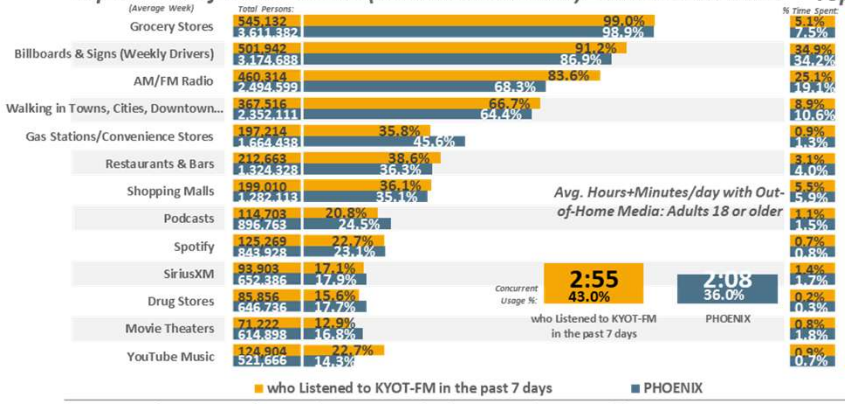
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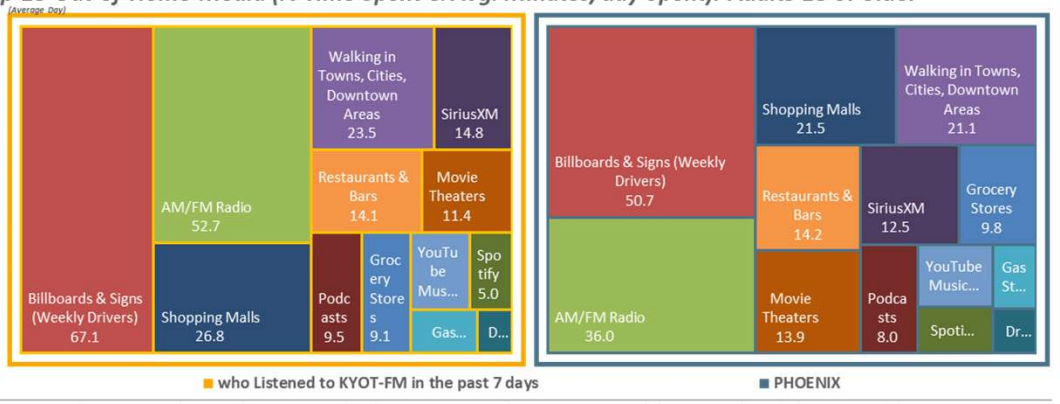
(Radio Stations: KNIX-FM)

501,942 or 91.2% of Adults 18 or older who Listened to KYOT-FM in the past 7 days spend an average of 67.1 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 50.7 minutes/day.

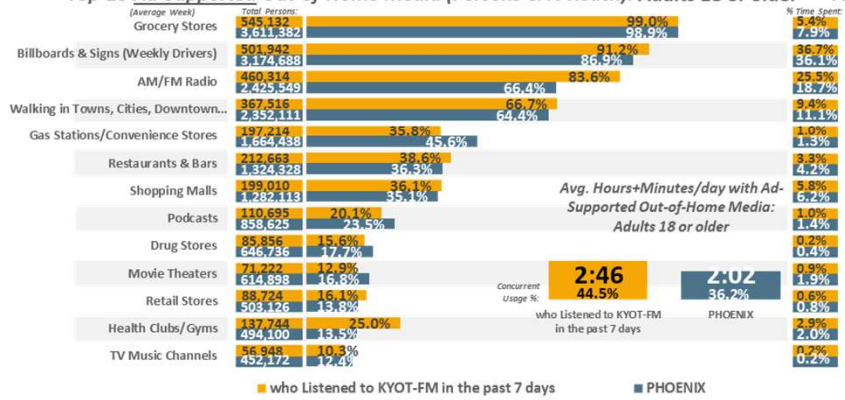
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



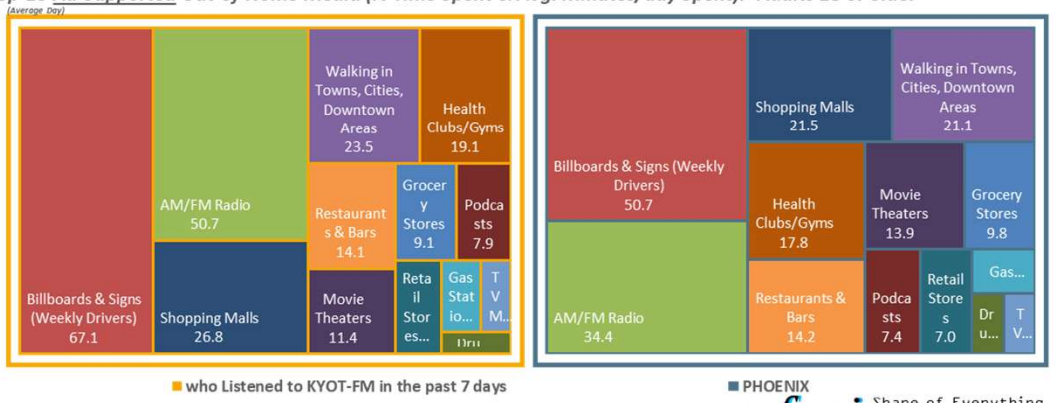
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 323

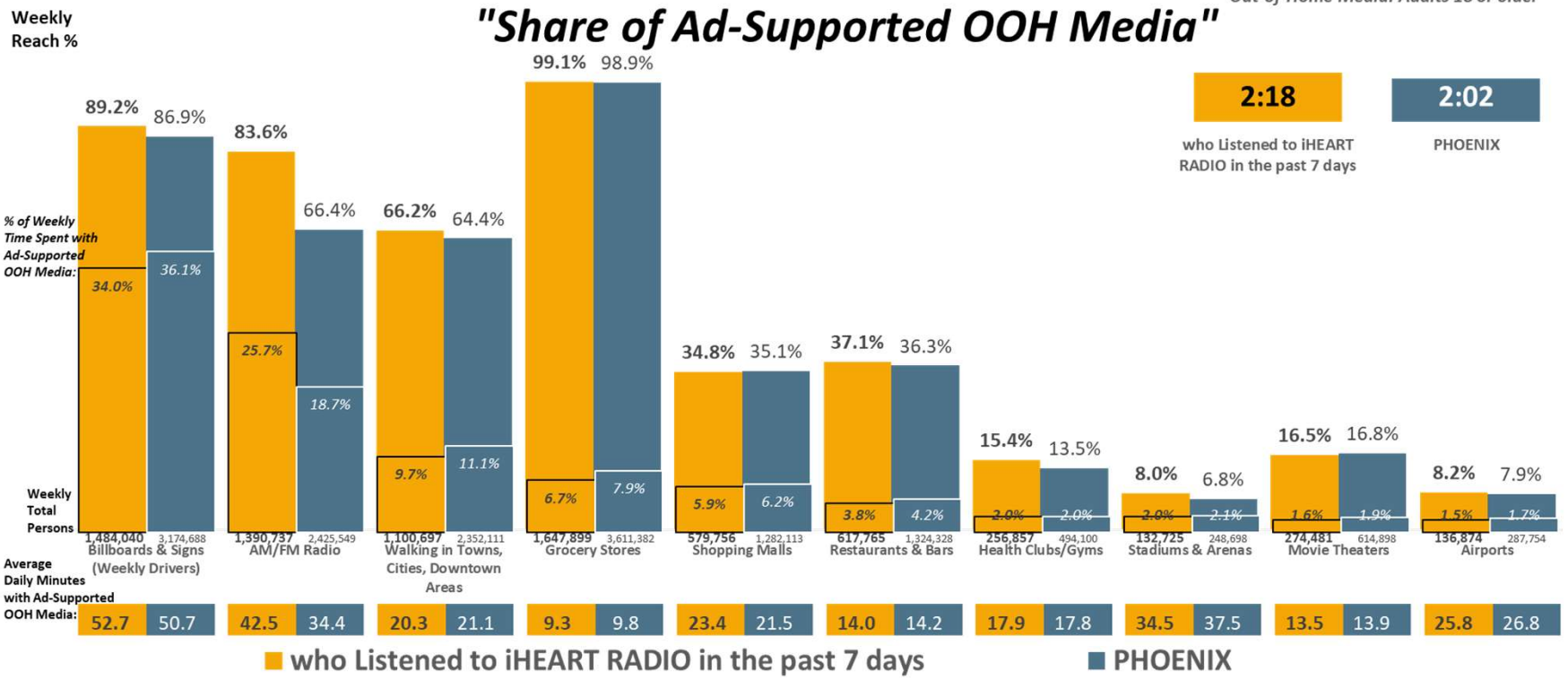
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(Radio Stations: KYOT-FM)

1,484,040 or 89.2% of Adults 18 or older who Listened to iHEART RADIO in the past 7 days spend an average of 52.7 minutes per day driving, seeing Billboards and Signs representing 34.% 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 2025: Aug24-Jul25 Qual Intab 992 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

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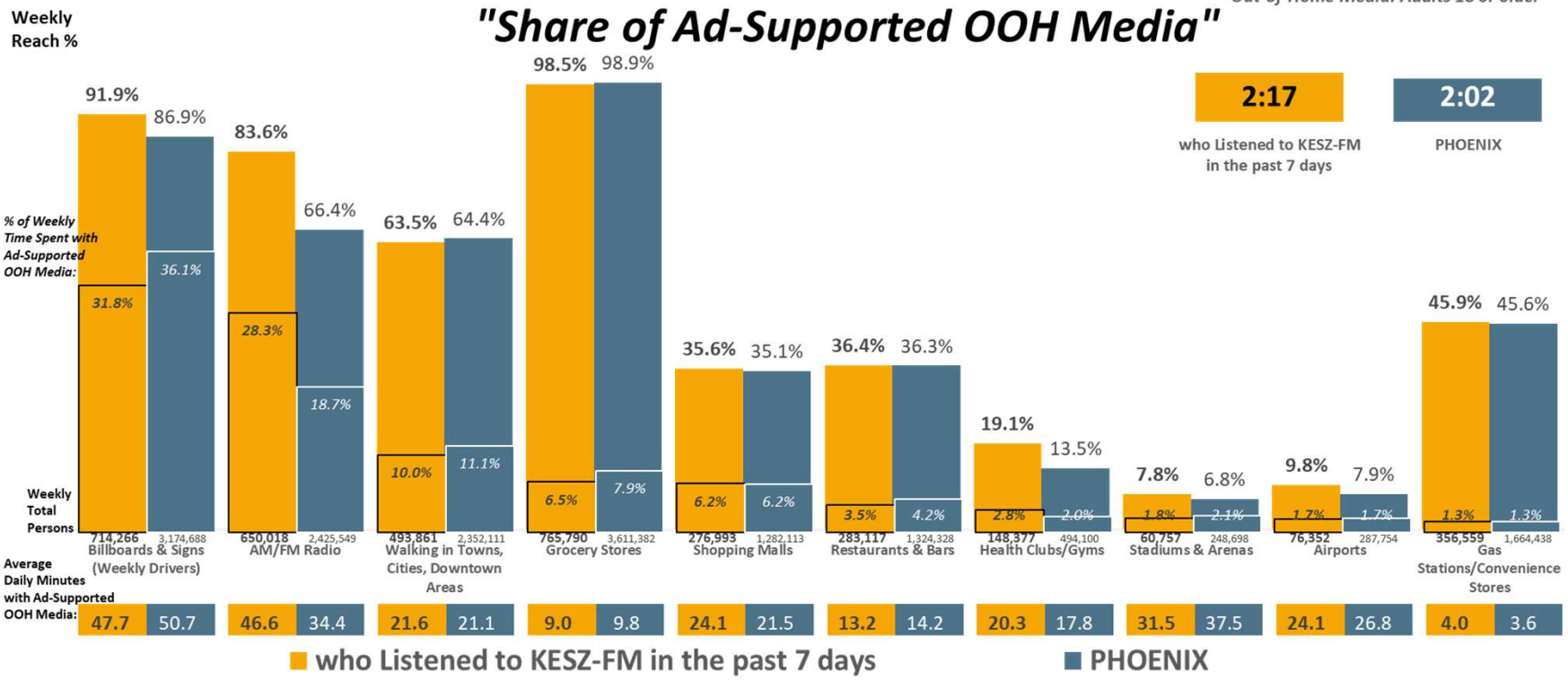
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(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)

714,266 or 91.9% of Adults 18 or older who Listened to KESZ-FM in the past 7 days spend an average of 47.7 minutes per day driving, seeing Billboards and Signs representing 31.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 424 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

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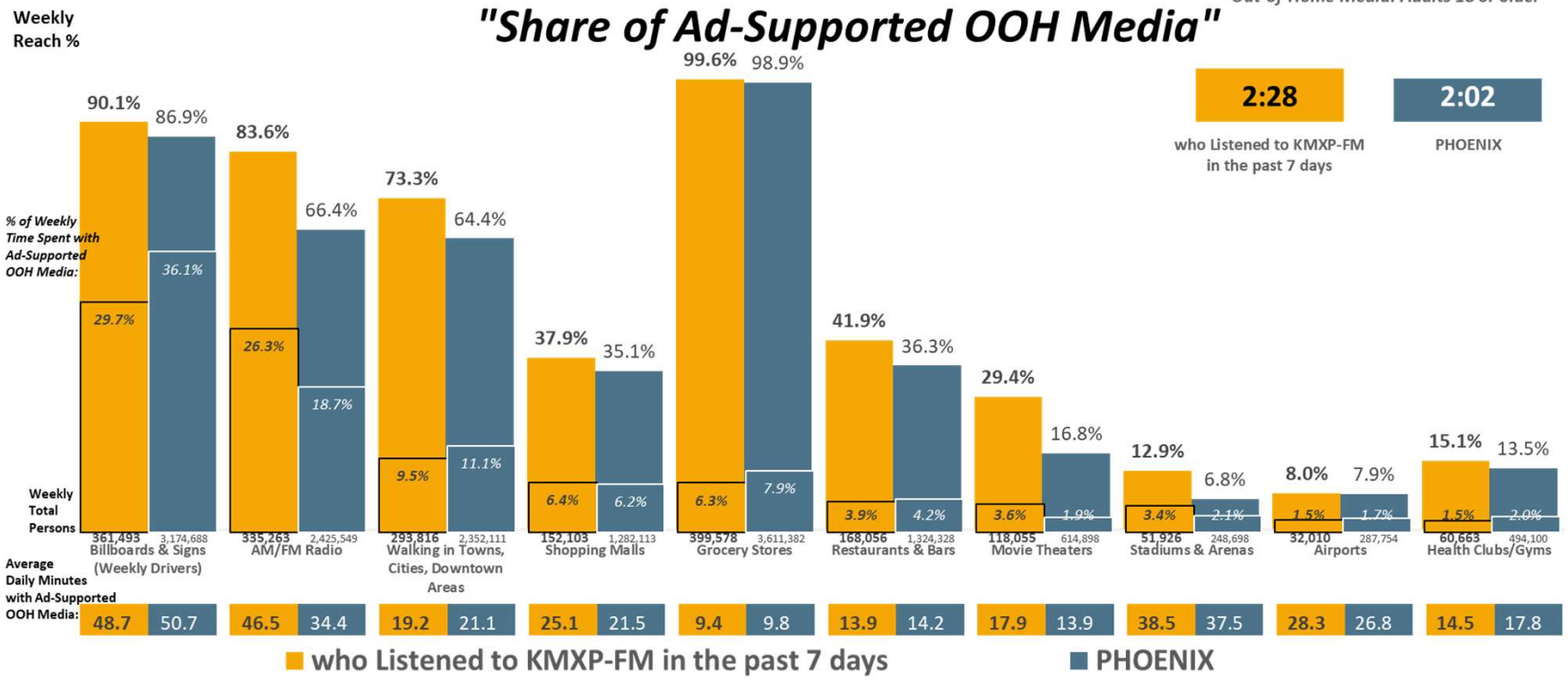
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(Radio Stations: KESZ-FM)

361,493 or 90.1% of Adults 18 or older who Listened to KMXP-FM in the past 7 days spend an average of 48.7 minutes per day driving, seeing Billboards and Signs representing 29.7% 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 2025: Aug24-Jul25 Qual Intab 261 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

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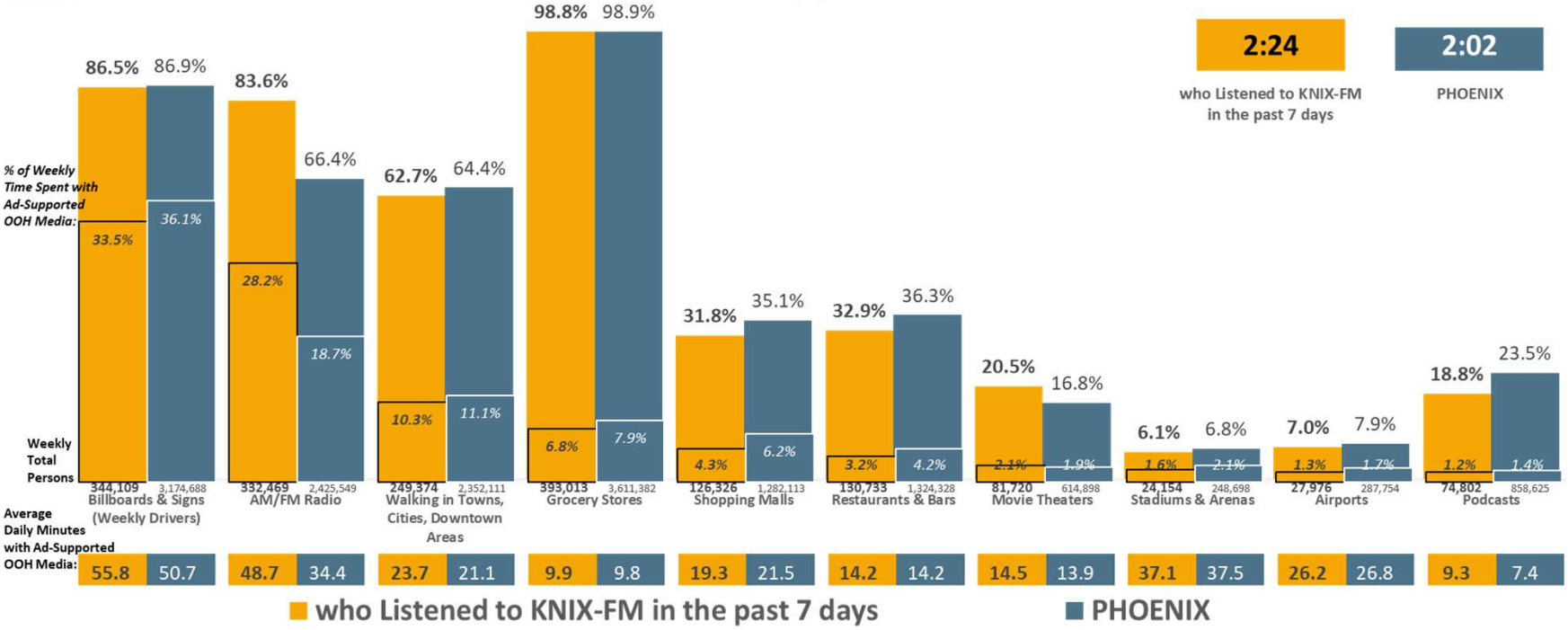
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(Radio Stations: KMXP-FM)

344,109 or 86.5% of Adults 18 or older who Listened to KNIX-FM in the past 7 days spend an average of 55.8 minutes per day driving, seeing Billboards and Signs representing 33.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 237 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

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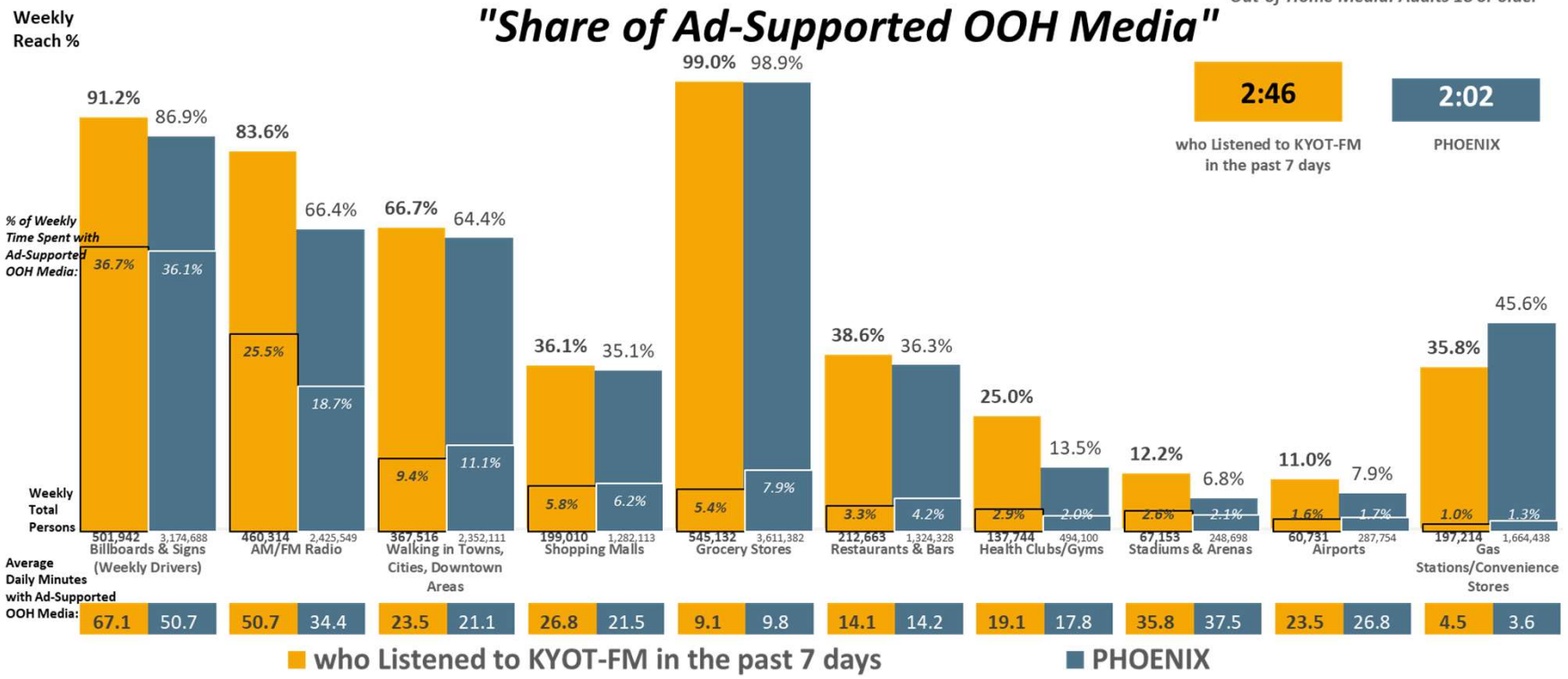
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(Radio Stations: KNIX-FM)

501,942 or 91.2% of Adults 18 or older who Listened to KYOT-FM in the past 7 days spend an average of 67.1 minutes per day driving, seeing Billboards and Signs representing 36.7% 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 2025: Aug24-Jul25 Qual Intab 323 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

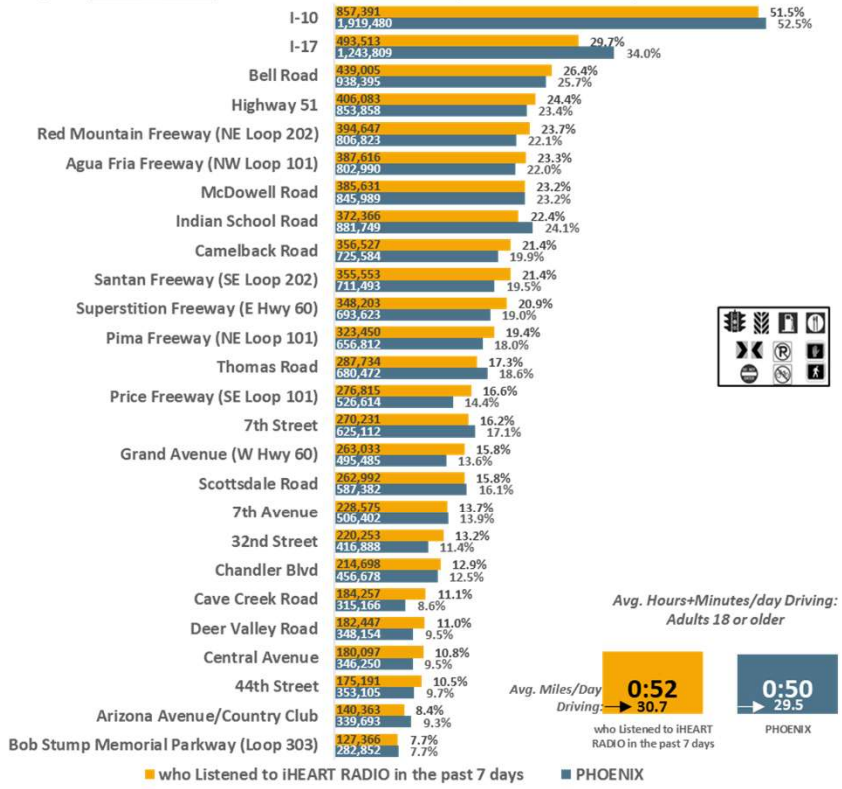
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(Radio Stations: KYOT-FM)

1,484,040 or 89.2% of Adults 18 or older who Listened to iHEART RADIO in the past 7 days spend an average of 52.7 minutes per day driving an average of 30.7 miles each day and are 16.6% more likely to use Grand Avenue (W Hwy 60) than the Metro average.

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



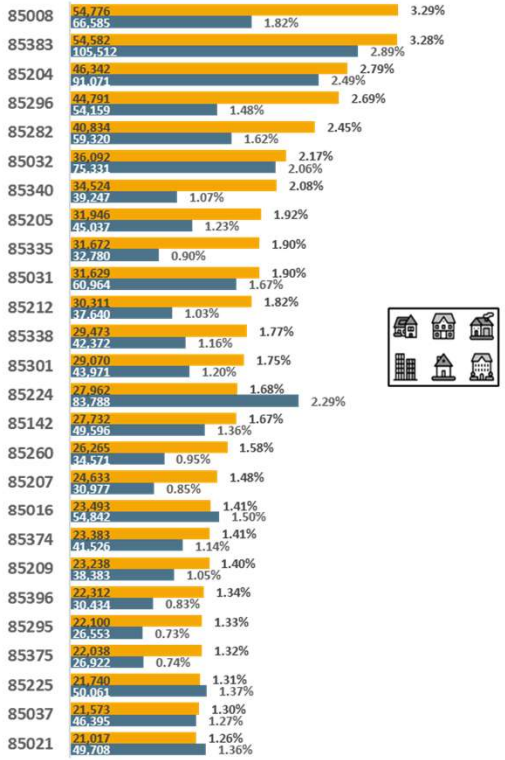
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: → 30.7

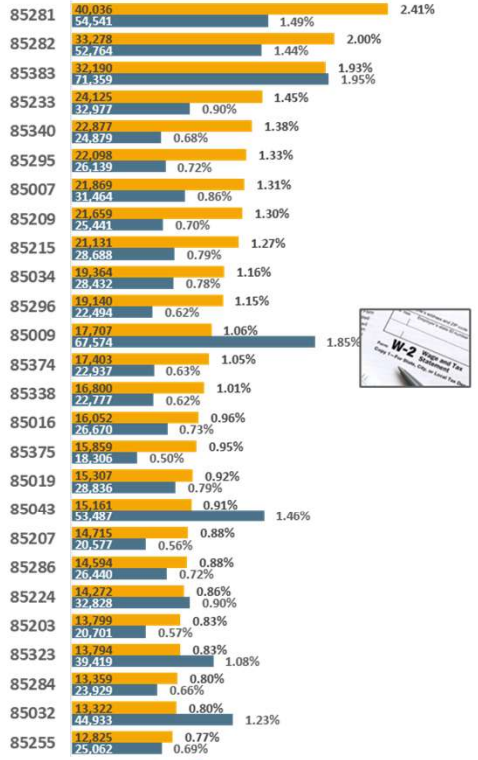
0:52 who Listened to iHEART RADIO in the past 7 days

0:50 → 29.5 PHOENIX

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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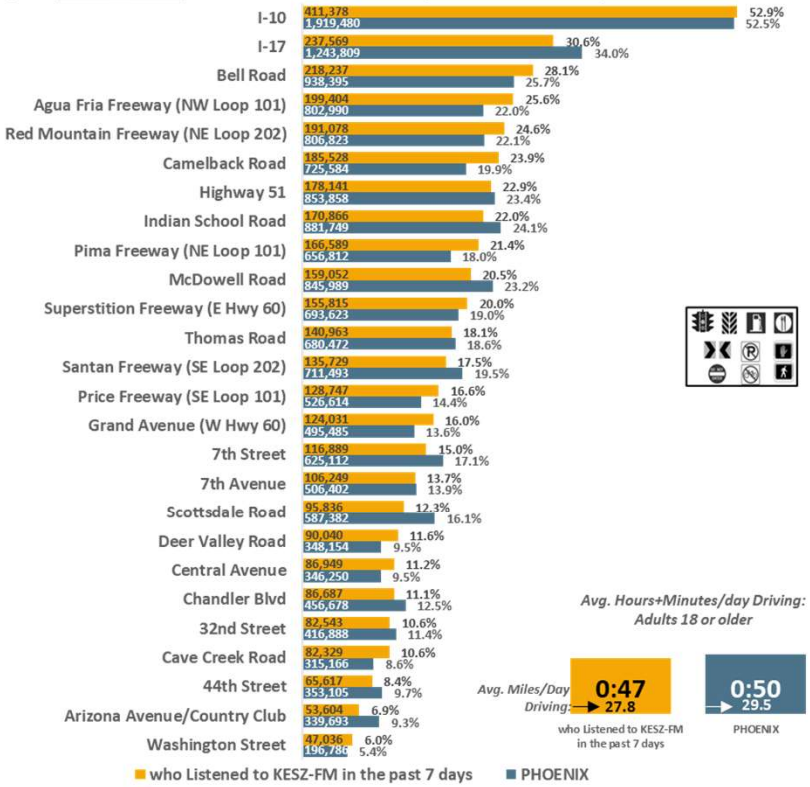
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 992

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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)

714,266 or 91.9% of Adults 18 or older who Listened to KESZ-FM in the past 7 days spend an average of 47.7 minutes per day driving an average of 27.8 miles each day and are 21.5% more likely to use Deer Valley Road than the Metro average.

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



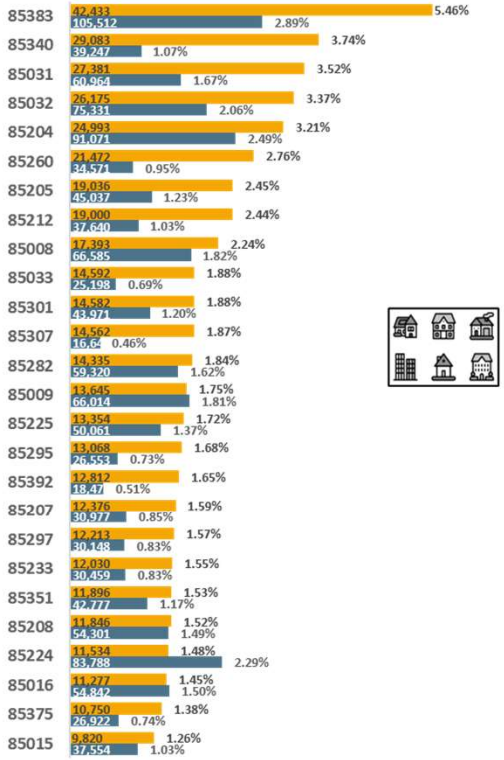
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 27.8

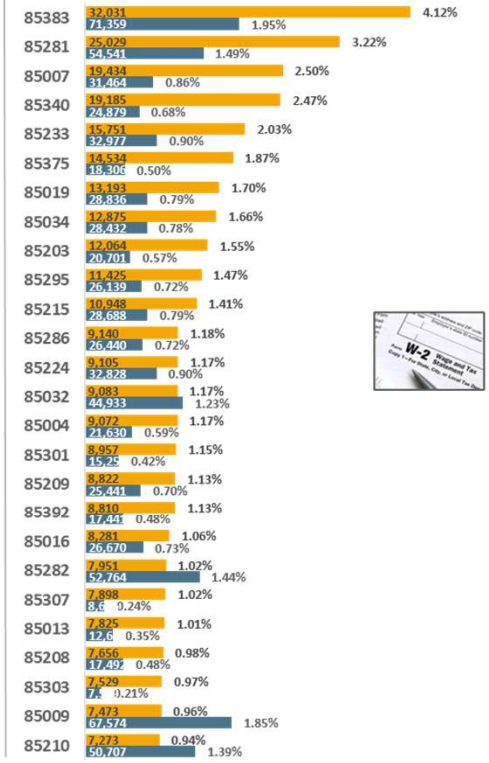
0:47 who Listened to KESZ-FM in the past 7 days

0:50 PHOENIX

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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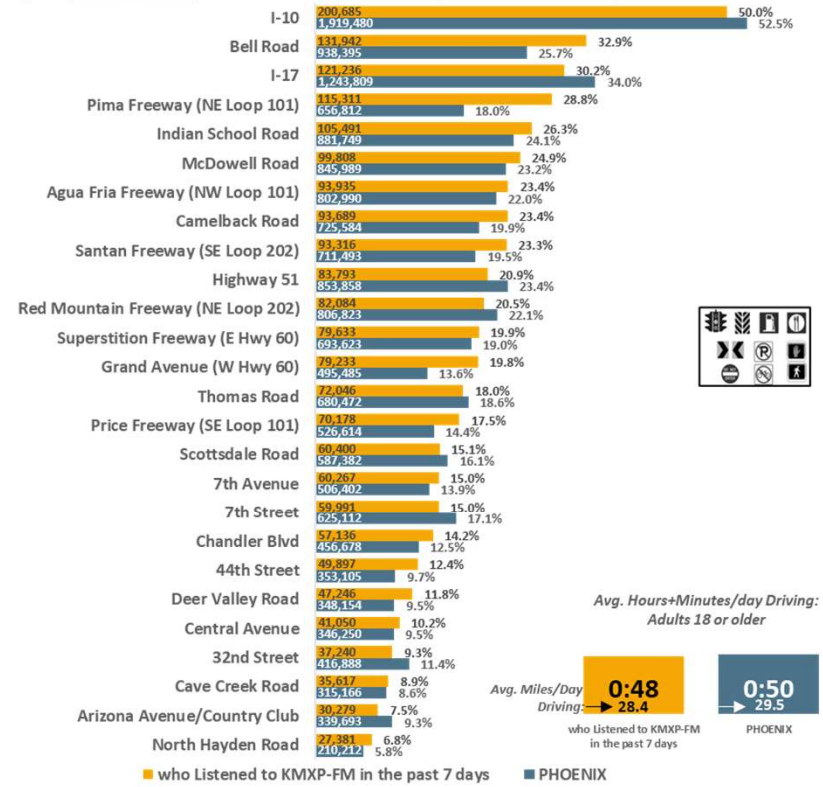
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 424

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(Radio Stations: KESZ-FM)

361,493 or 90.1% of Adults 18 or older who Listened to KMXP-FM in the past 7 days spend an average of 48.7 minutes per day driving an average of 28.4 miles each day and are 59.9% 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



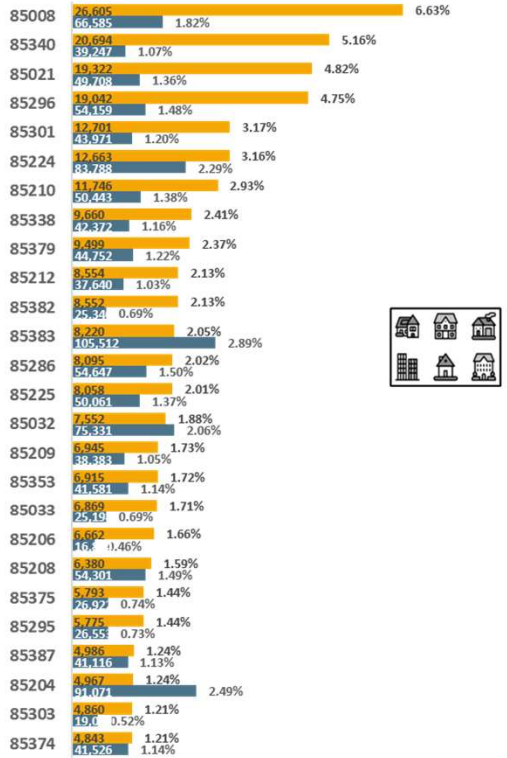
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 28.4

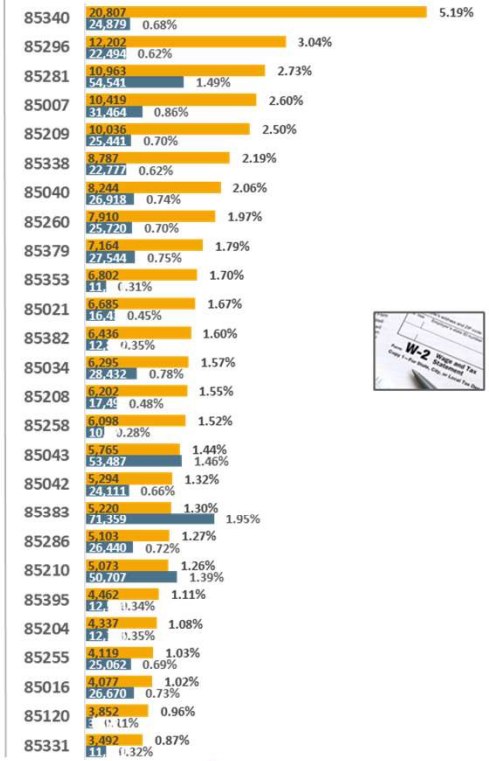
0:48 who Listened to KMXP-FM in the past 7 days

0:50 PHOENIX 29.5

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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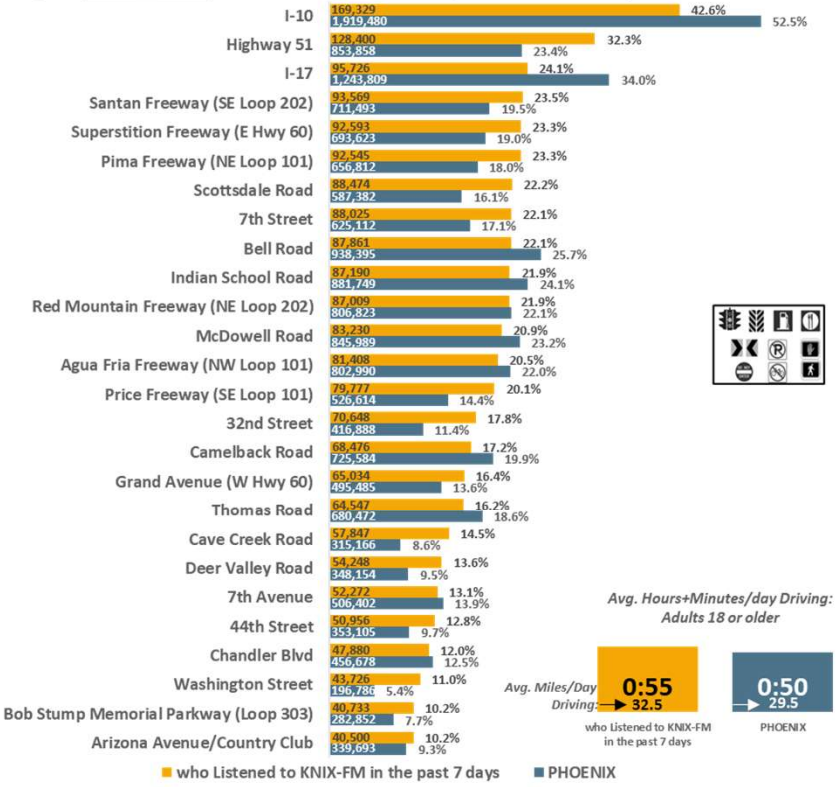
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 261

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(Radio Stations: KMXP-FM)

344,109 or 86.5% of Adults 18 or older who Listened to KNIX-FM in the past 7 days spend an average of 55.8 minutes per day driving an average of 32.5 miles each day and are 68.6% more likely to use Cave Creek Road than the Metro average.

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



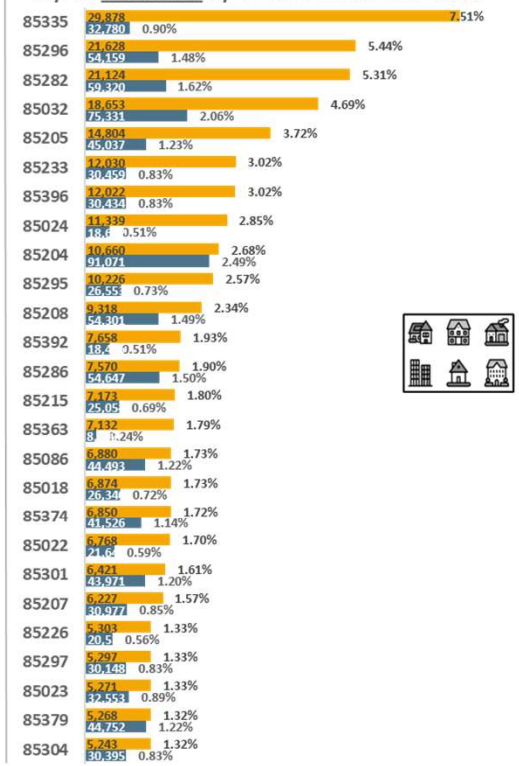
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: → 32.5

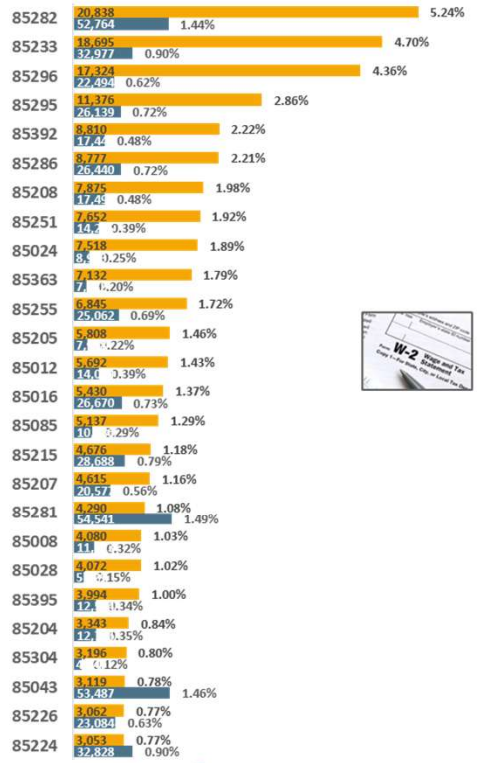
0:55 who Listened to KNIX-FM in the past 7 days

0:50 → 29.5 PHOENIX

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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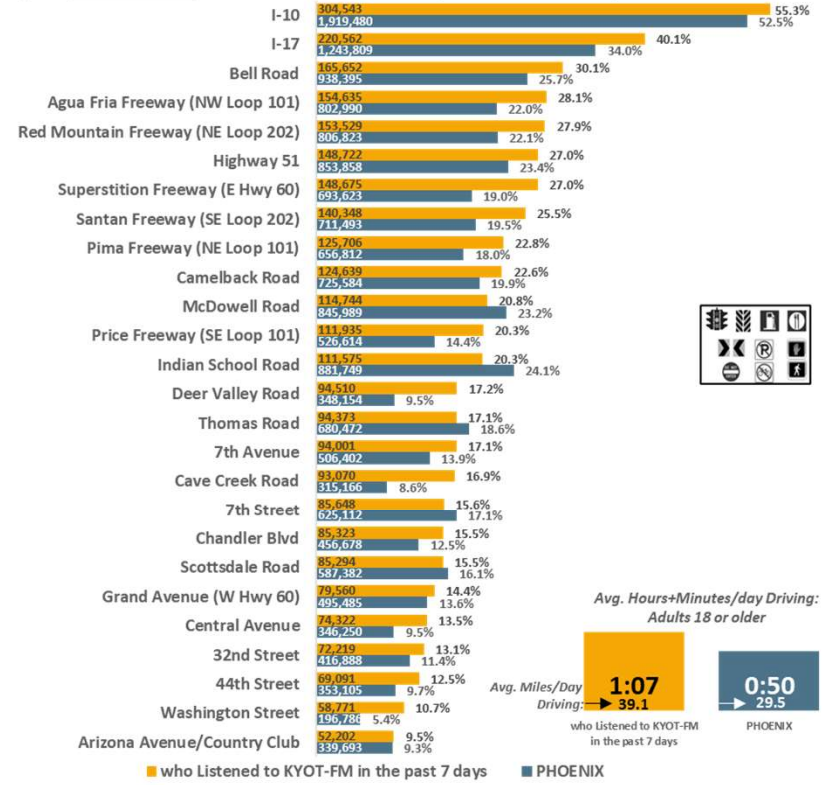
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 237

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(Radio Stations: KNIX-FM)

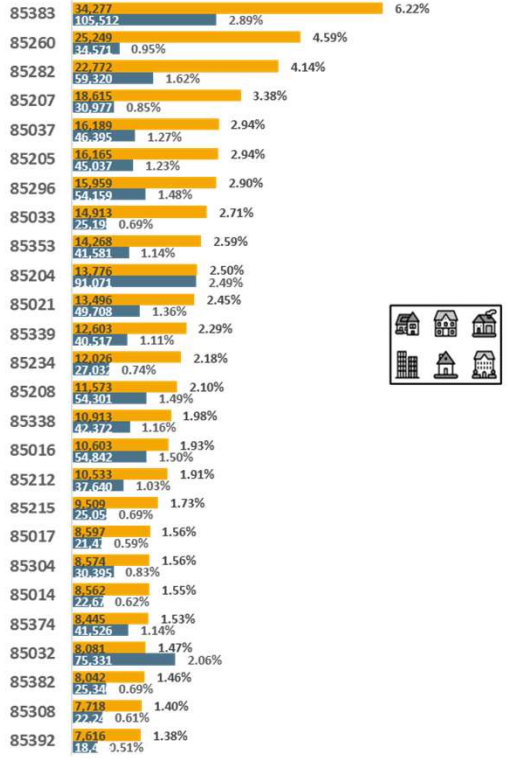
501,942 or 91.2% of Adults 18 or older who Listened to KYOT-FM in the past 7 days spend an average of 67.1 minutes per day driving an average of 39.1 miles each day and are 95.9% more likely to use Cave Creek Road than the Metro average.

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

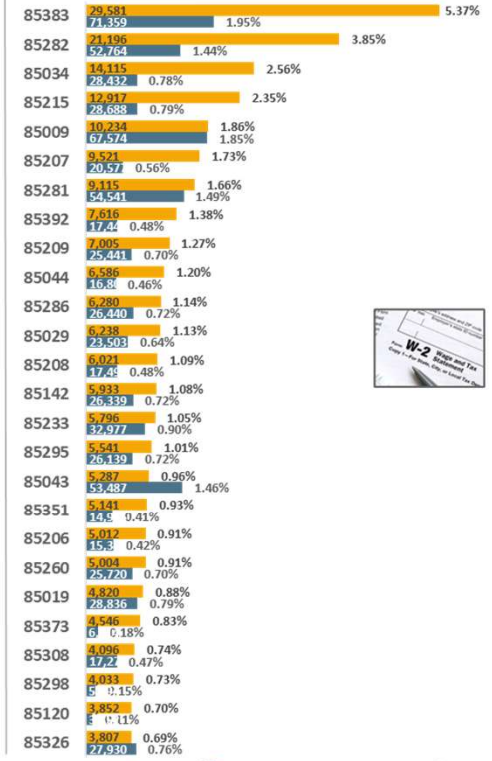


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



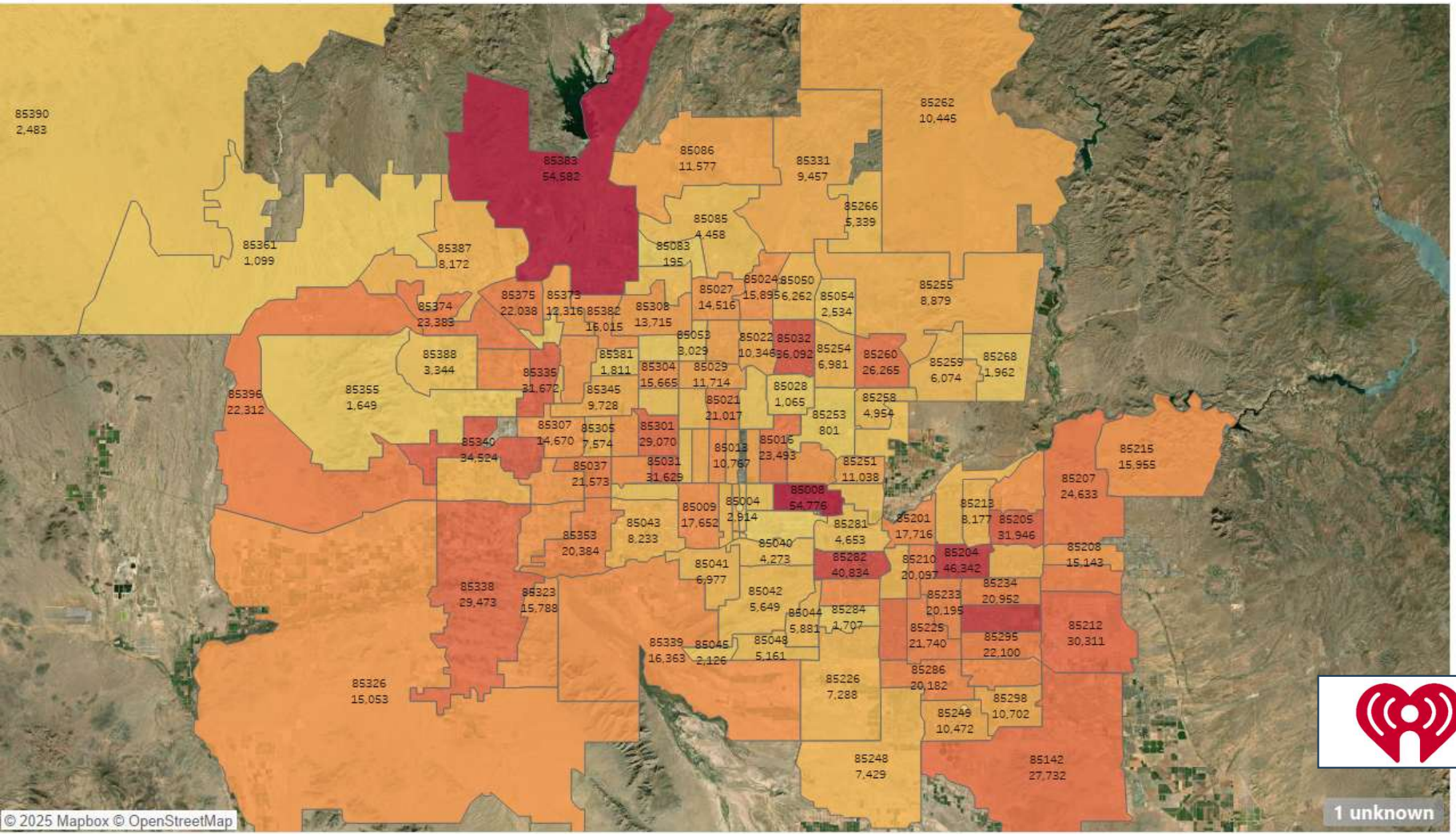
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(Radio Stations: KYOT-FM)

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

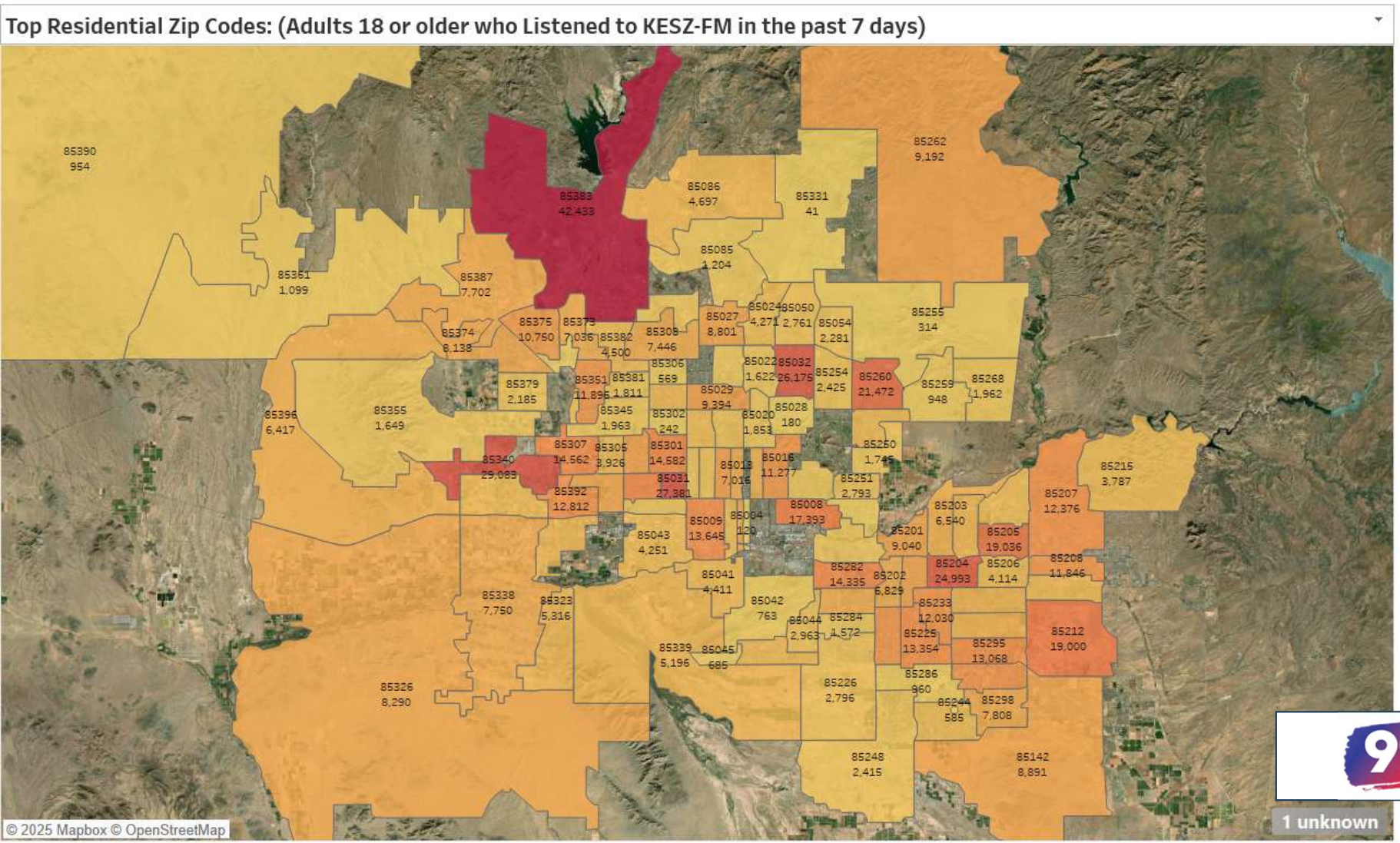


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Top Residential Zip Codes: (Adults 18 or older who Listened to KESZ-FM in the past 7 days)

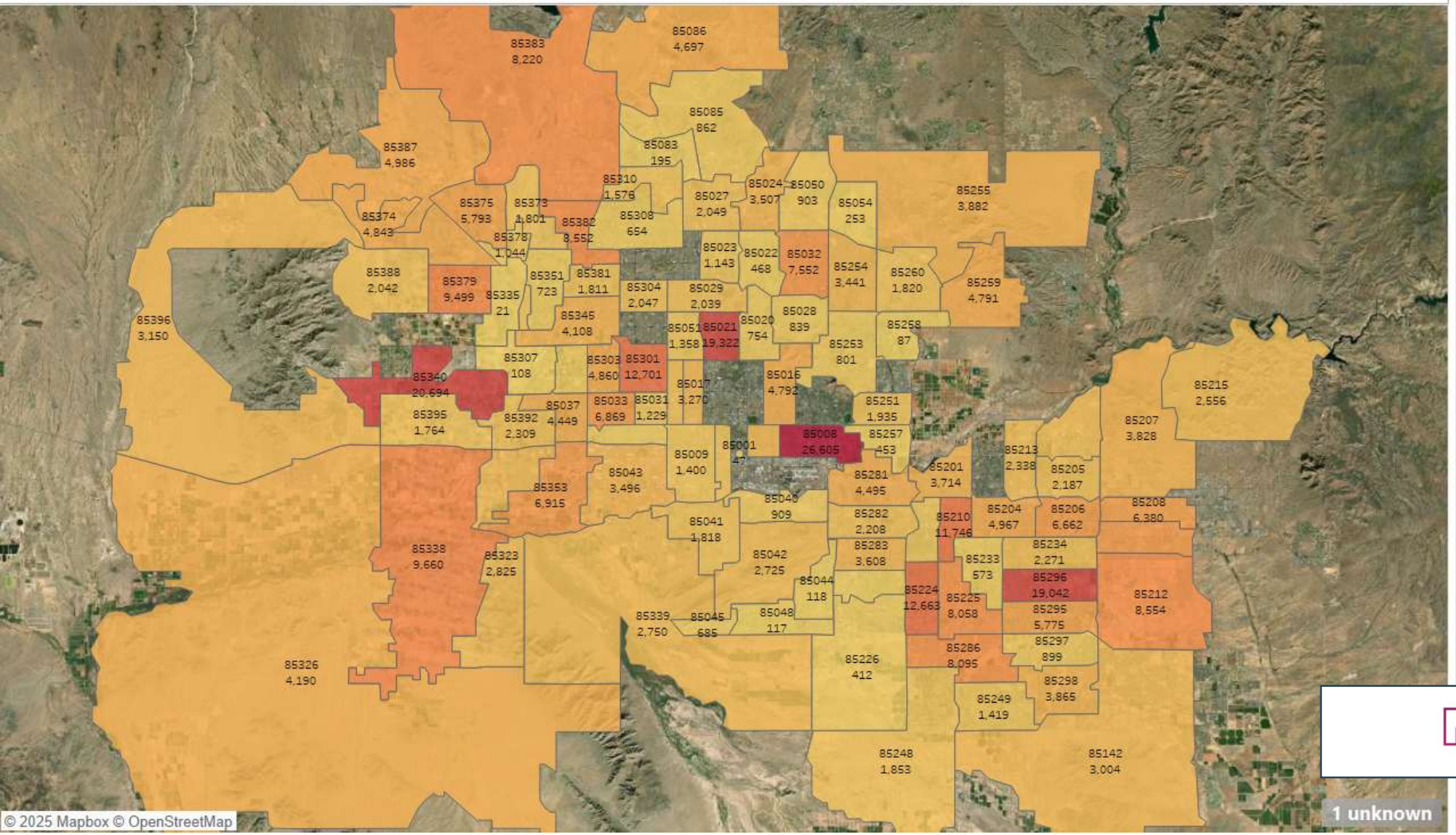


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(Radio Stations: KESZ-FM)

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

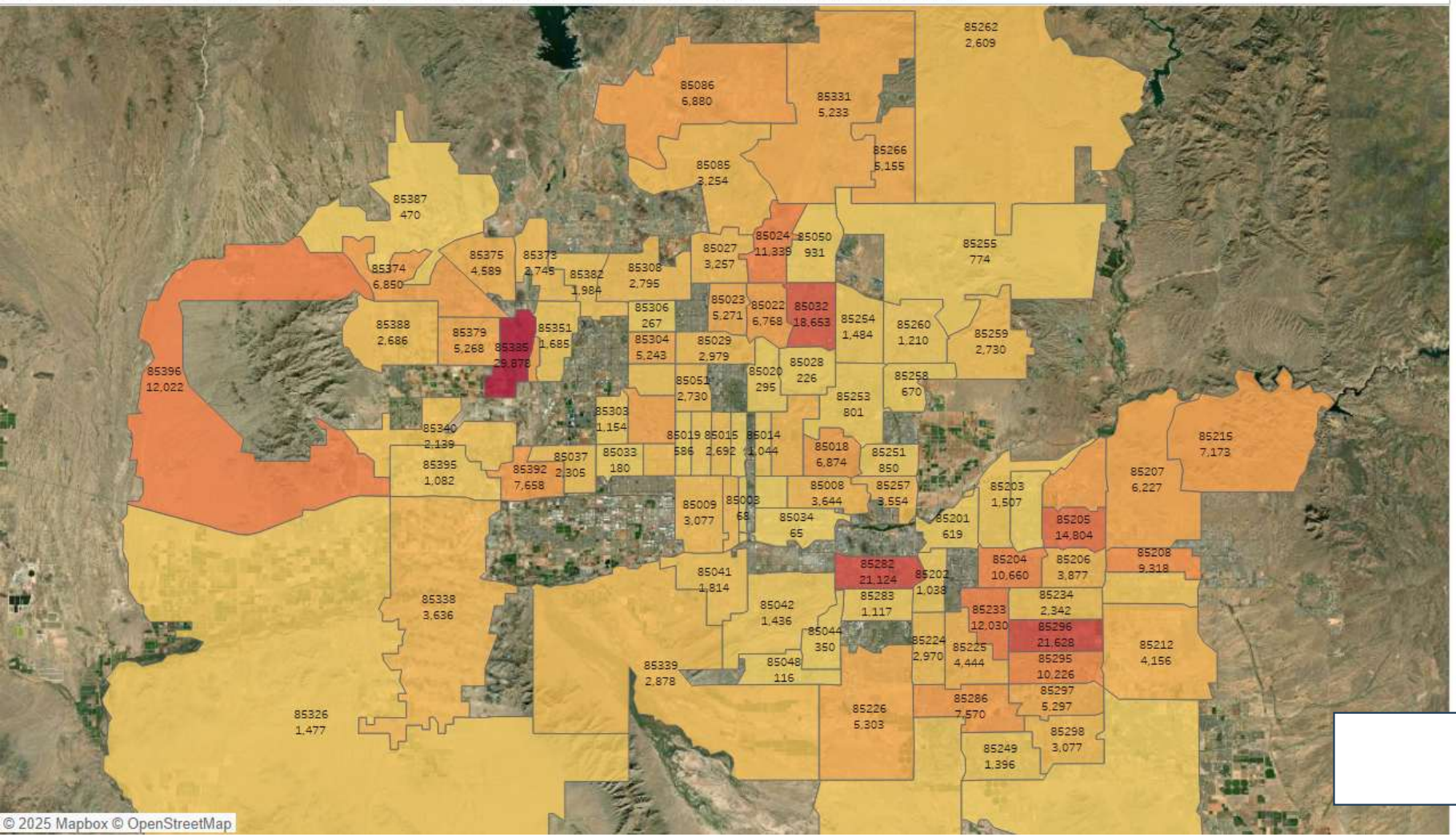


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(Radio Stations: KMXP-FM)

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

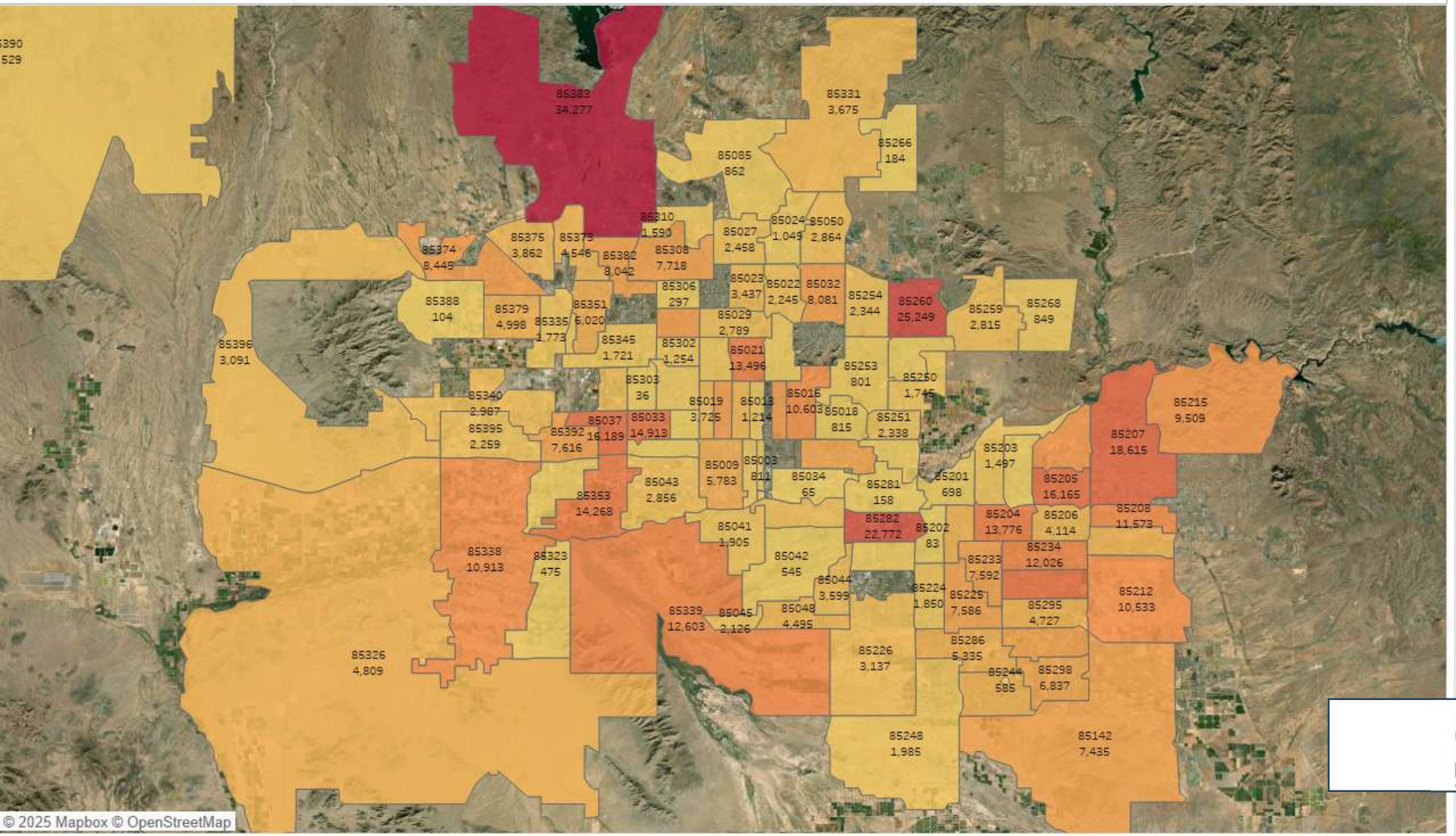


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(Radio Stations: KNIX-FM)

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



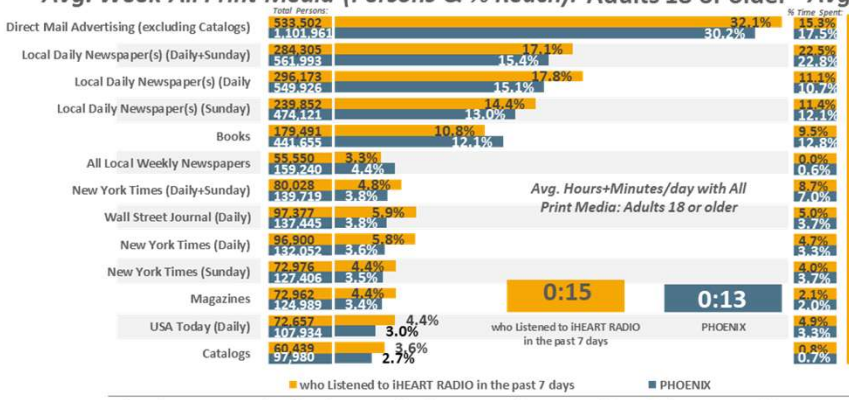
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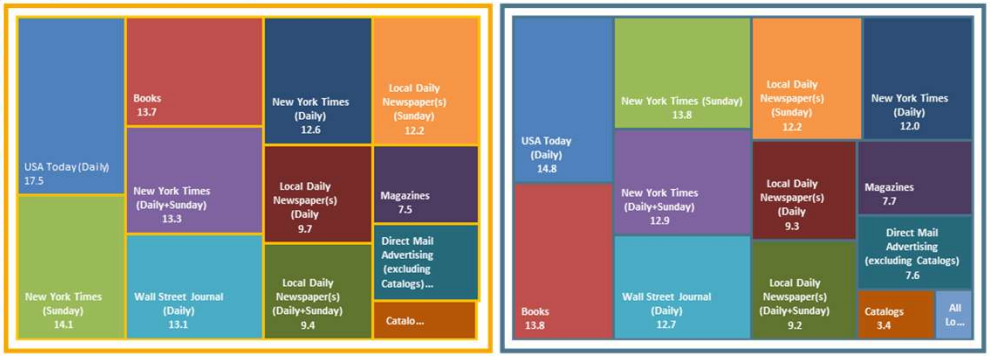
(Radio Stations: KYOT-FM)

284,305 or 17.1% 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 9.4 minutes every day representing 24.8% of all time spent daily with All forms of Print Media.

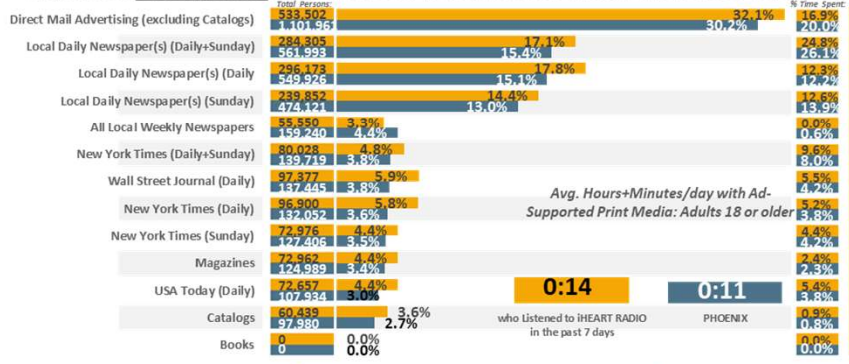
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



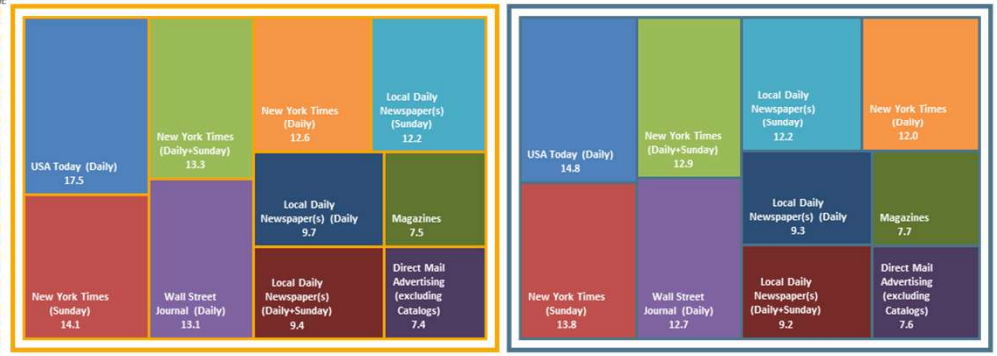
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 992

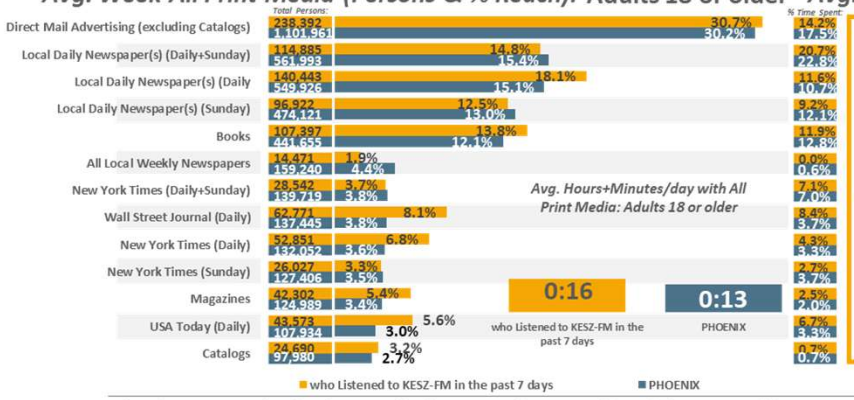
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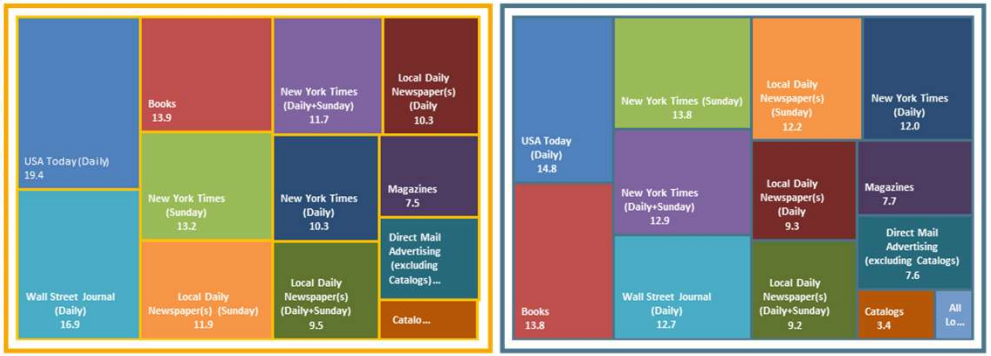
(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)

114,885 or 14.8% of Adults 18 or older who Listened to KESZ-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 23.5% of all time spent daily with All forms of Print Media.

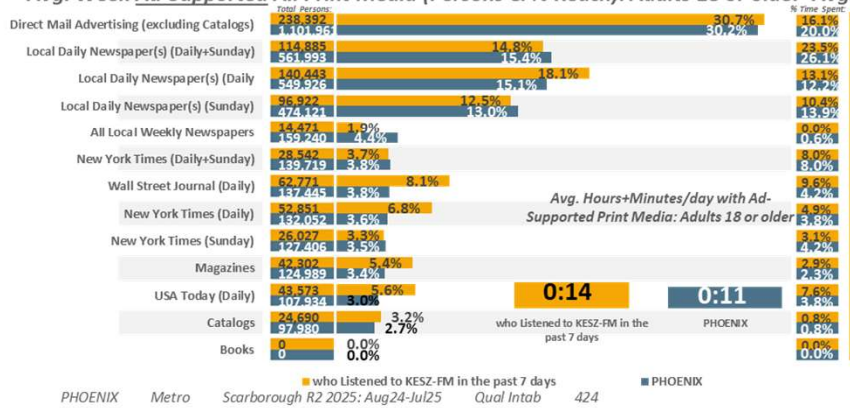
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



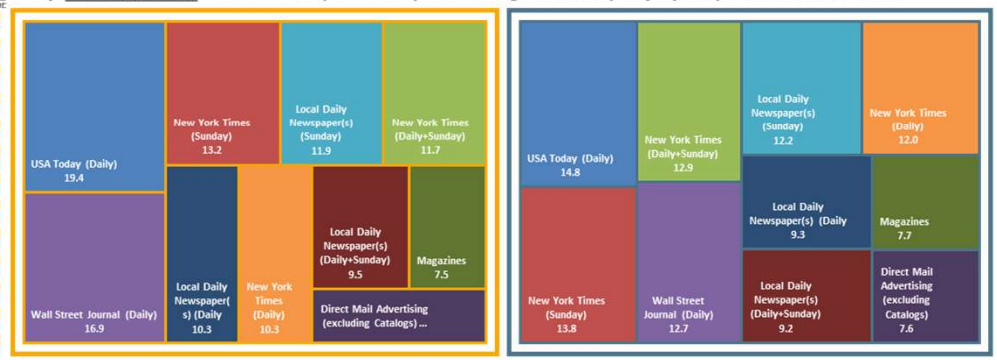
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 424

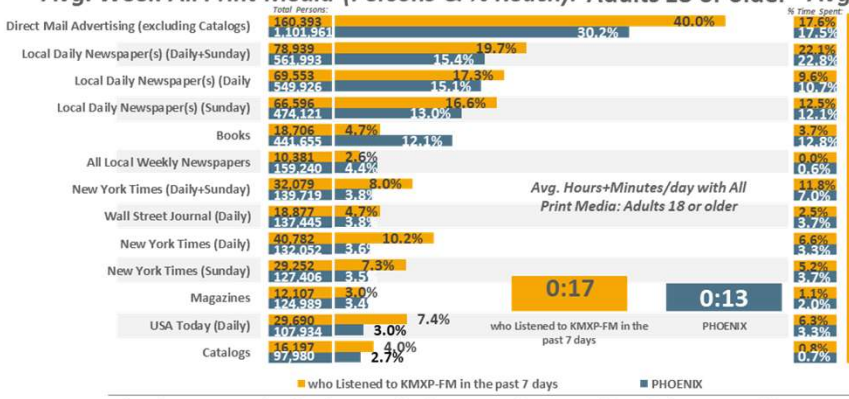
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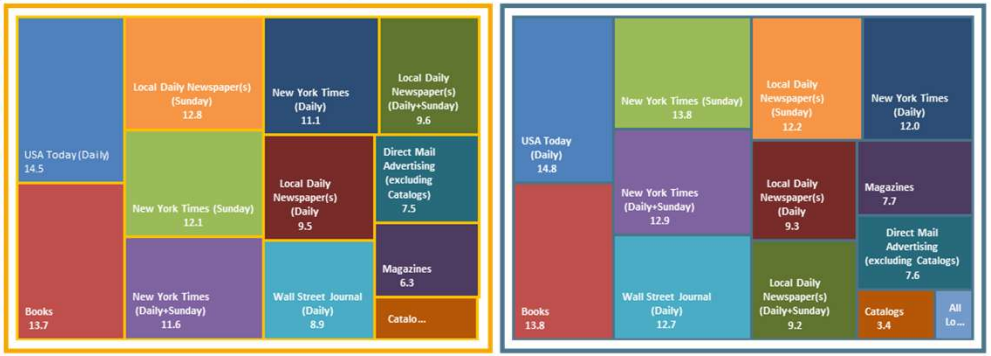
(Radio Stations: KESZ-FM)

78,939 or 19.7% of Adults 18 or older who Listened to KMXP-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.6 minutes every day representing 23.% of all time spent daily with All forms of Print Media.

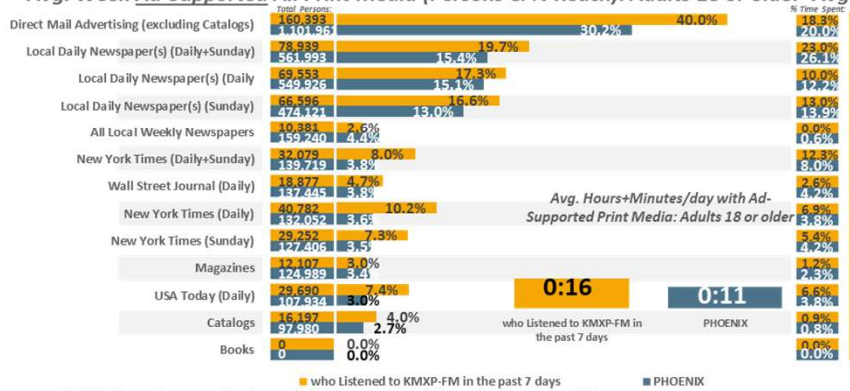
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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 2025: Aug24-Jul25 Qual Intab 261

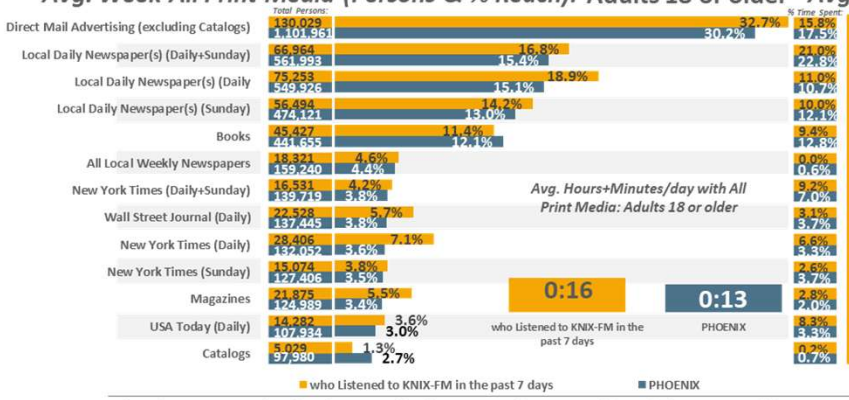
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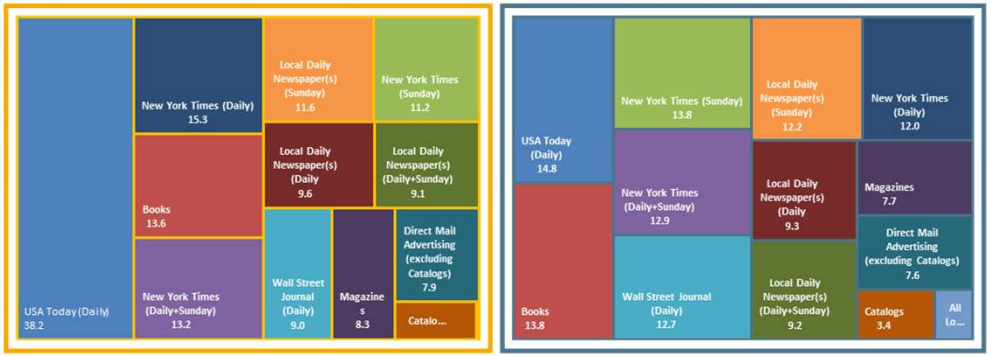
(Radio Stations: KMXP-FM)

66,964 or 16.8% 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 9.1 minutes every day representing 23.2% of all time spent daily with All forms of Print Media.

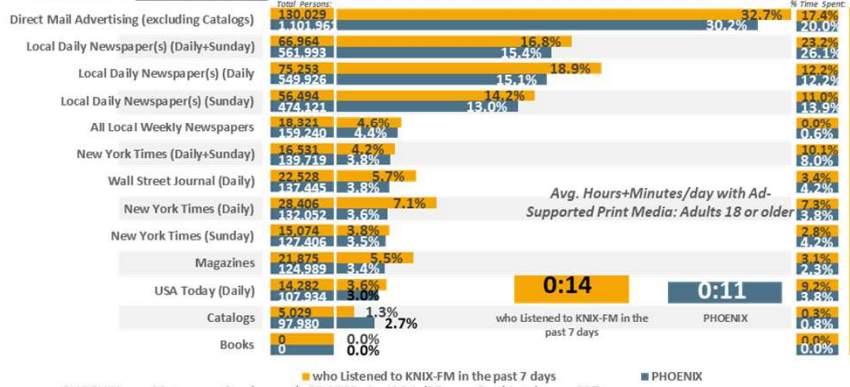
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 237

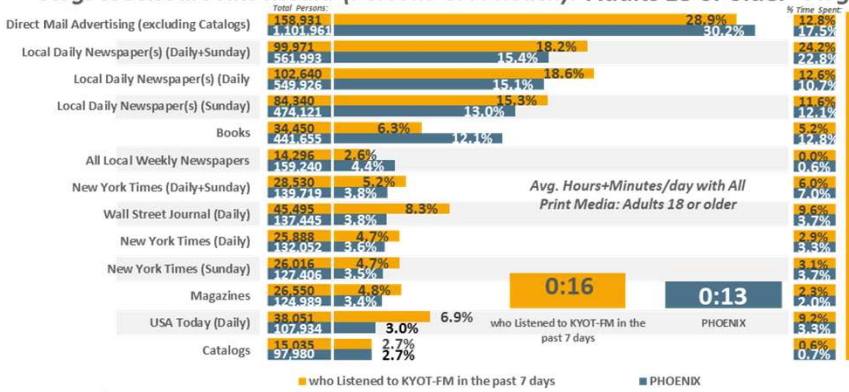
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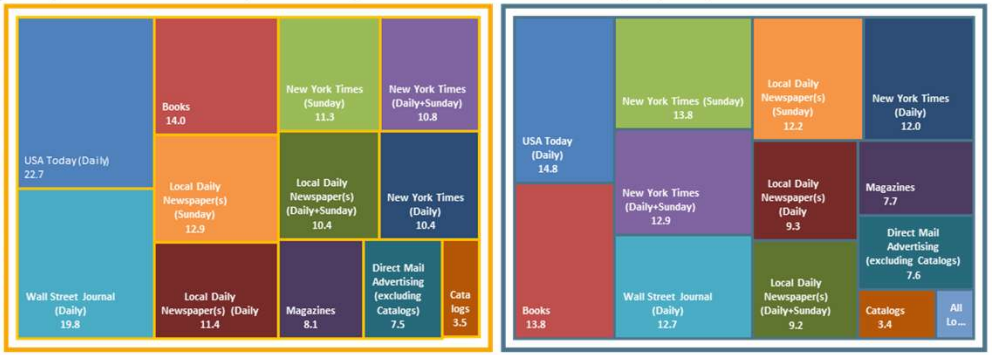
(Radio Stations: KNIX-FM)

99,971 or 18.2% of Adults 18 or older who Listened to KYOT-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.4 minutes every day representing 25.5% of all time spent daily with All forms of Print Media.

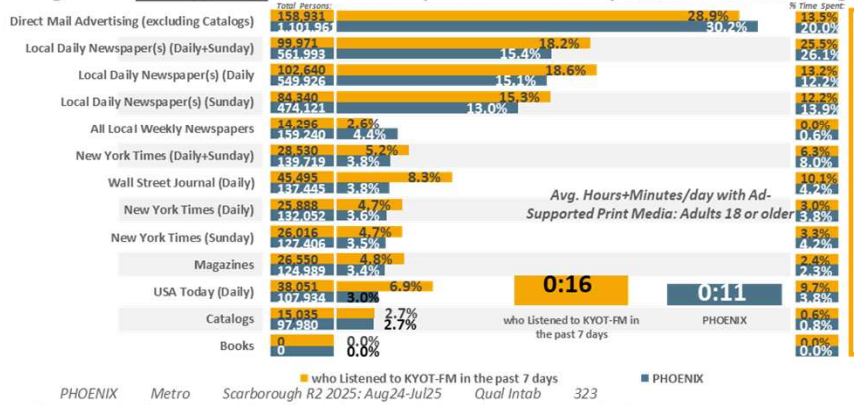
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 323

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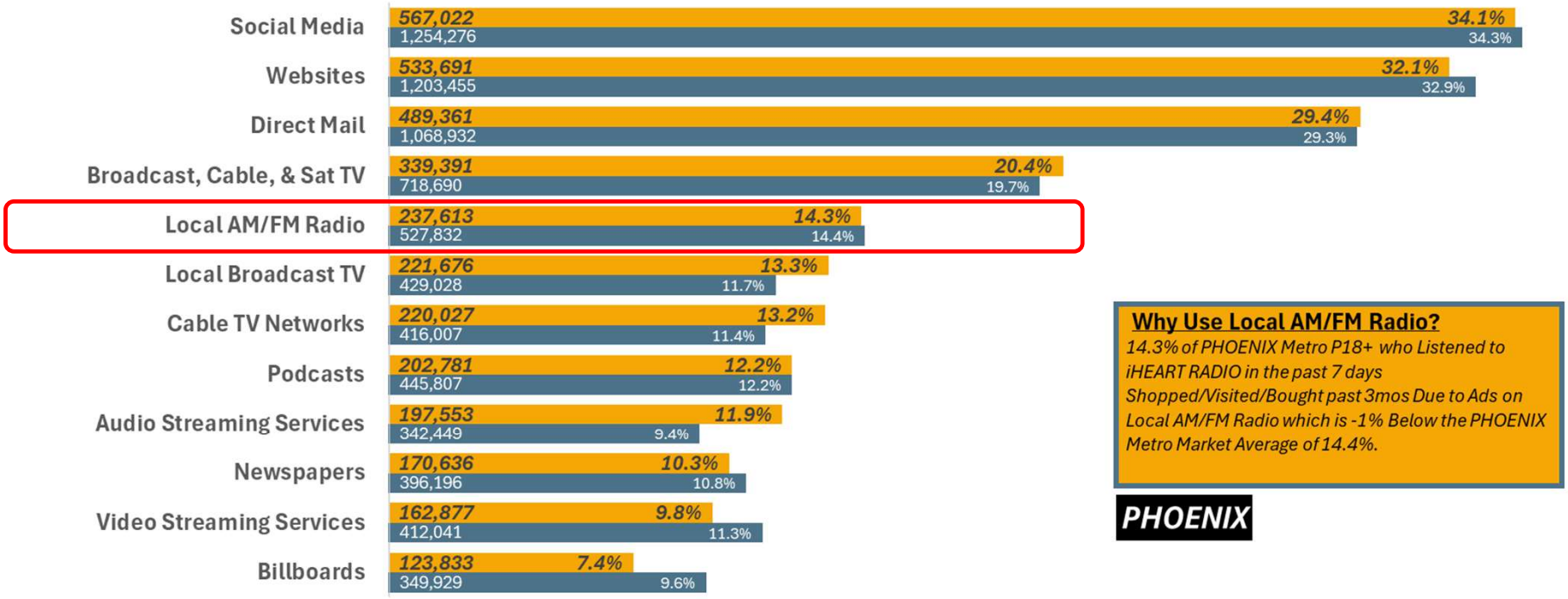
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(Radio Stations: KYOT-FM)

iHeart RADIO

"Advertising Actions"

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



Why Use Local AM/FM Radio?

14.3% of PHOENIX Metro P18+ who Listened to iHEART RADIO in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -1% Below the PHOENIX Metro Market Average of 14.4%.

PHOENIX

PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab: 992

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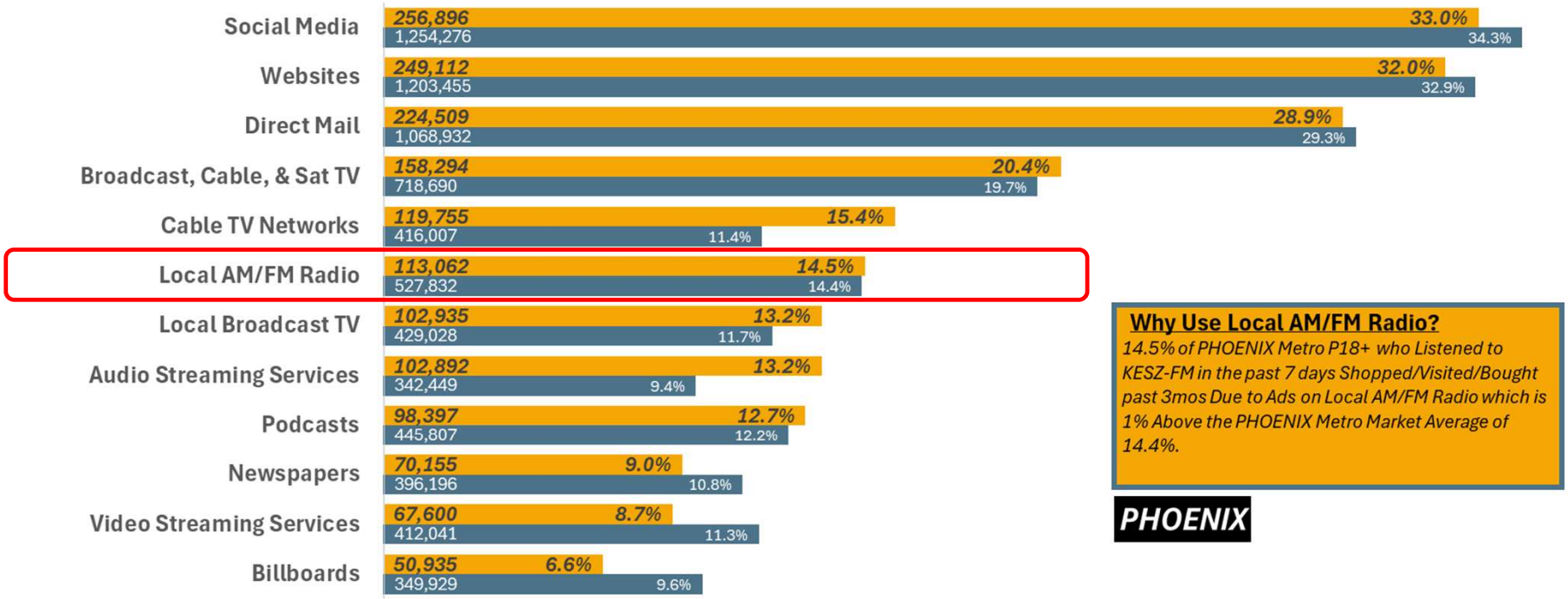
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(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)

99.9 KEZ

"Advertising Actions"

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



Why Use Local AM/FM Radio?

14.5% of PHOENIX Metro P18+ who Listened to KESZ-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 1% Above the PHOENIX Metro Market Average of 14.4%.

PHOENIX

PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab: 424

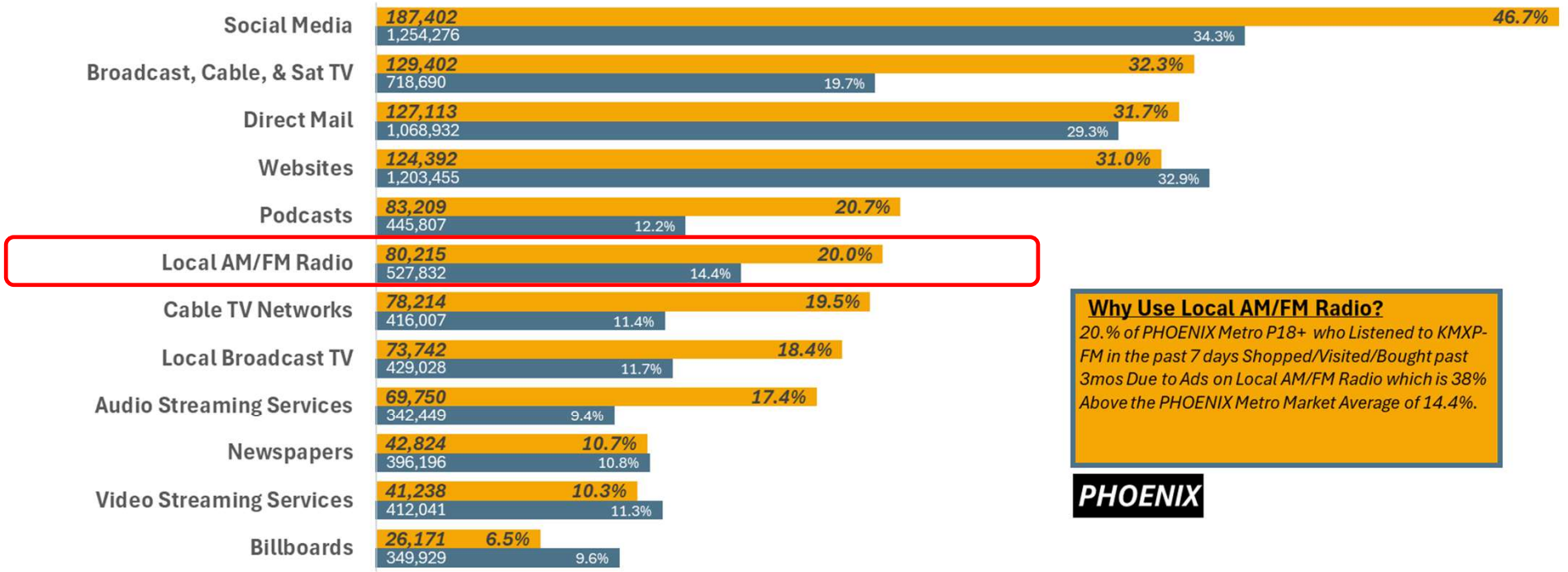
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(Radio Stations: KESZ-FM)

"Advertising Actions"

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



Why Use Local AM/FM Radio?

20.% of PHOENIX Metro P18+ who Listened to KMXP-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 38% Above the PHOENIX Metro Market Average of 14.4%.

PHOENIX

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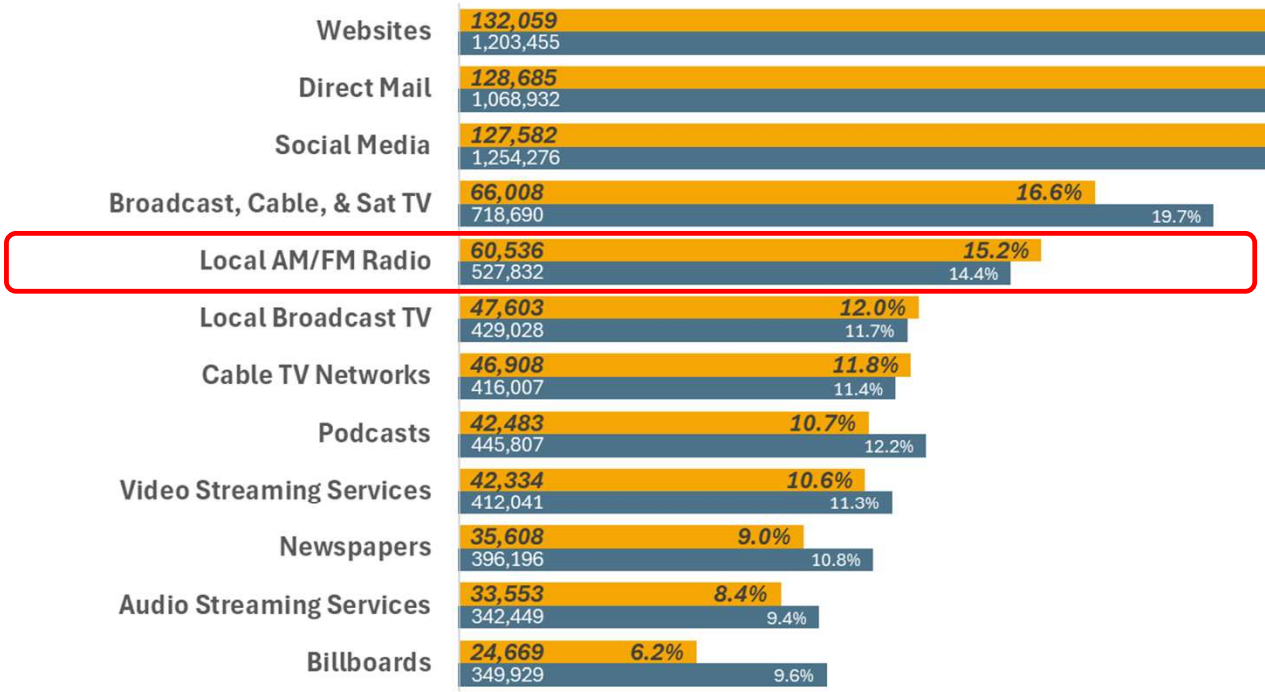
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(Radio Stations: KMXP-FM)

"Advertising Actions"

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



Why Use Local AM/FM Radio?

15.2% of PHOENIX Metro P18+ who Listened to KNIX-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 5% Above the PHOENIX Metro Market Average of 14.4%.

PHOENIX

PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab: 237

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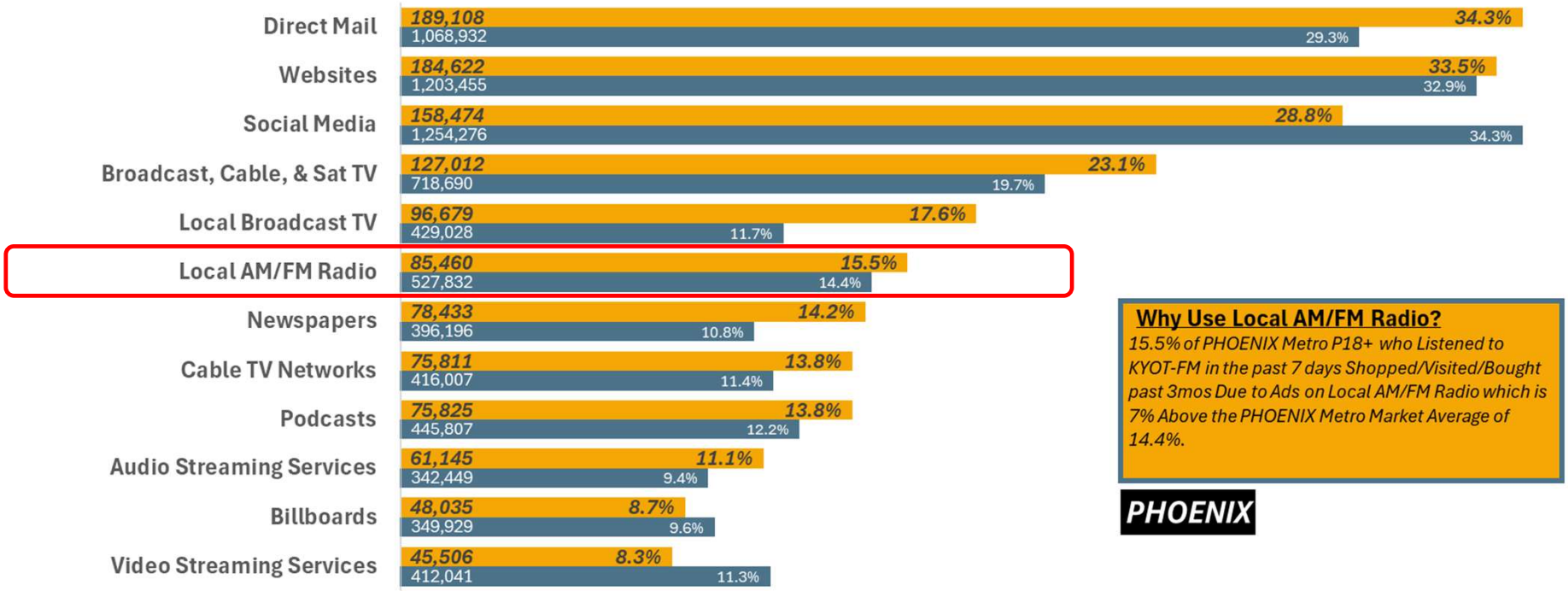
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(Radio Stations: KNIX-FM)

95.5 The Mountain — we play everything

"Advertising Actions"

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



Why Use Local AM/FM Radio?

15.5% of PHOENIX Metro P18+ who Listened to KYOT-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 7% Above the PHOENIX Metro Market Average of 14.4%.

PHOENIX

PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab: 323

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(Radio Stations: KYOT-FM)

iHeart RADIO

99.9 KEZ

MIX 96.9

102.5 KNIX

95.5 THE MOUNTAIN we play everything

HUBBARD RADIO

OLDIES 92.7 1440 AM KAZG

93.3 ALT AZ ARIZONA'S ALTERNATIVE

100.7 FM KSLX CLASSIC ROCK

98KUPD ARIZONA'S REAL ROCK



P18+



P25-54



W25-54



M25-54



P35-64

iHeart RADIO

99.9 KEZ

MIX 96.9

102.5 KNIX

95.5 THE MOUNTAIN we play everything