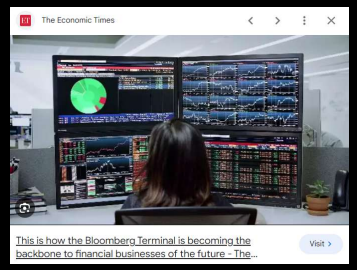
Minneapolis-St. Paul, MN Metro – 5 P18+ Profiles of IHEART RADIO Listeners!

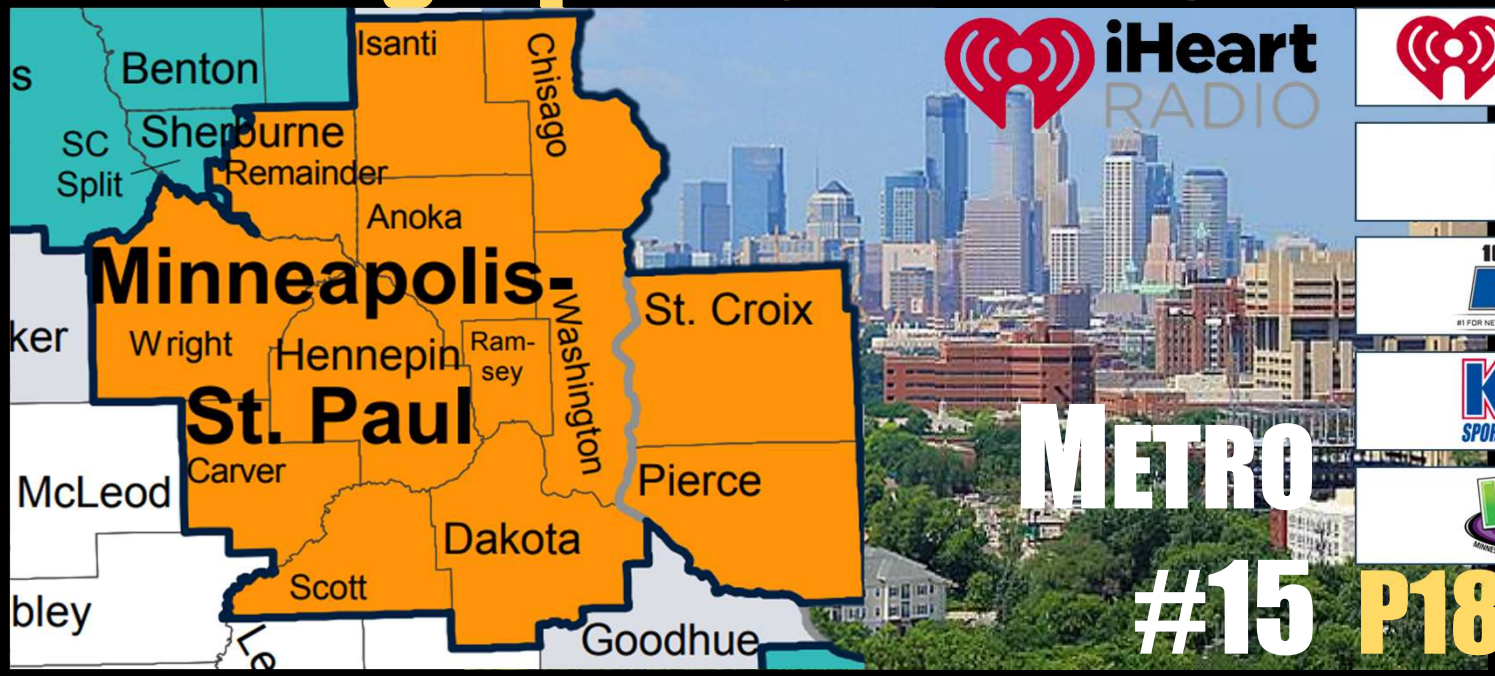
Brand New Data as of JULY 31, 2025!

Complete Demographic & Media Use Profiles









METRO

#15 P18+

iHeart RADIO

KDWB 101.3

102.1 FM K102 #1 FOR NEW COUNTRY AND THE BEST VARIETY

KFAN SPORTS RADIO - FM 100.3

KOOL 108 FM MINNESOTA'S BEST VARIETY OF THE 80'S AND 90'S

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

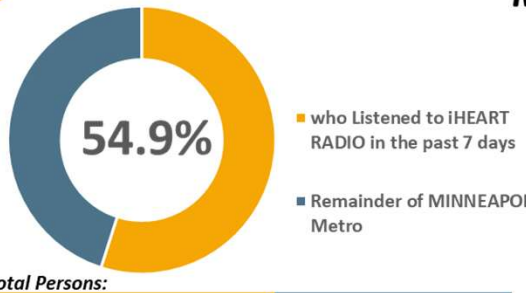
(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

Radio Stations: KDWB-FM Radio Stations: KEEY-FM Radio Stations: KFXN-FM Radio Stations: KQQL-FM

HUBBARD BROADCASTING INC. HB

54.9% or 1,570,699 of MINNEAPOLIS 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 48.8 years old (1.2% older than average) and have a $120,501 (3.2% higher than average) annual household income.

Percent of Market: Adults 18 or older



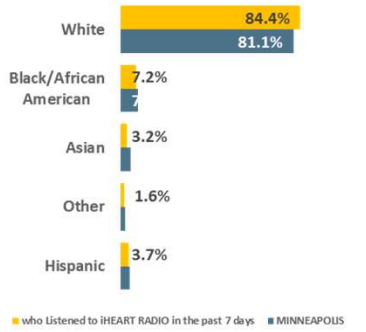
Total Persons:

who Listened to iHEART RADIO in the past 7 days	Remainder of MINNEAPOLIS Metro
1,570,699	1,288,821

Gender of Target vs. Market: Adults 18 or older

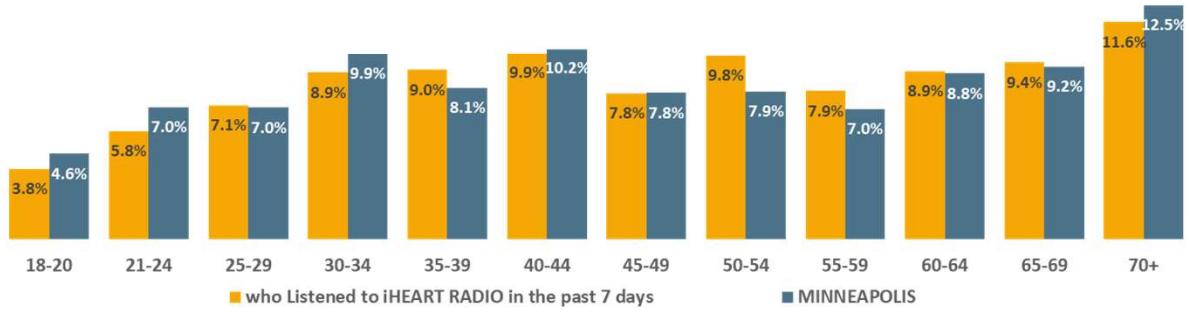
	Men	Men	Women	Women
%M vs. %F:	52.0%	49.6%	48.0%	50.4%
Average Age:	48.9	48.3	48.7	48.2
# Persons:	817,240	1,419,251	753,459	1,440,269

Ethnicity of Target vs. Market:

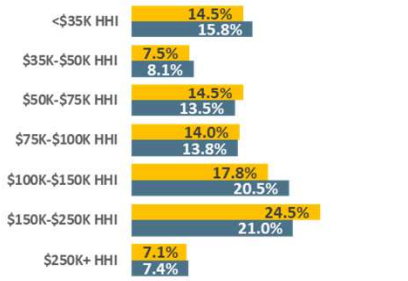


Age Cell Demographics of Target vs. Market:

Adults 18 or older	Average Age: 48.8	48.3



HHI of Target vs. Market:



Avg HHI:	$120,501	$116,797

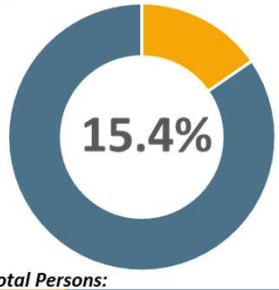
MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 798

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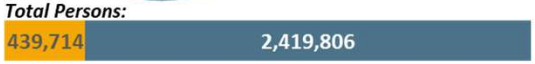
(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

15.4% or 439,714 of MINNEAPOLIS Metro Adults 18 or older Listened to KDKB-FM in the past 7 days. Typical Adults 18 or older who Listened to KDKB-FM in the past 7 days are 41.9 years old (13.1% younger than average) and have a $111,565 (4.5% lower than average) annual household income.

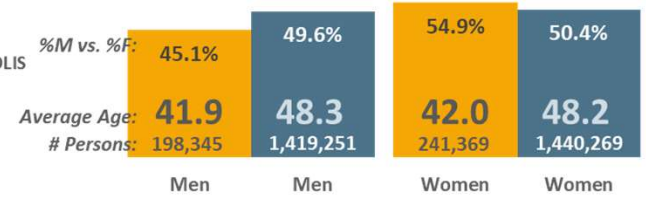
Percent of Market: Adults 18 or older



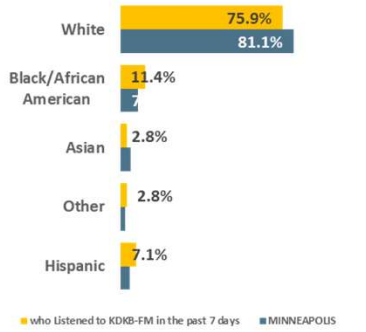
Total Persons:



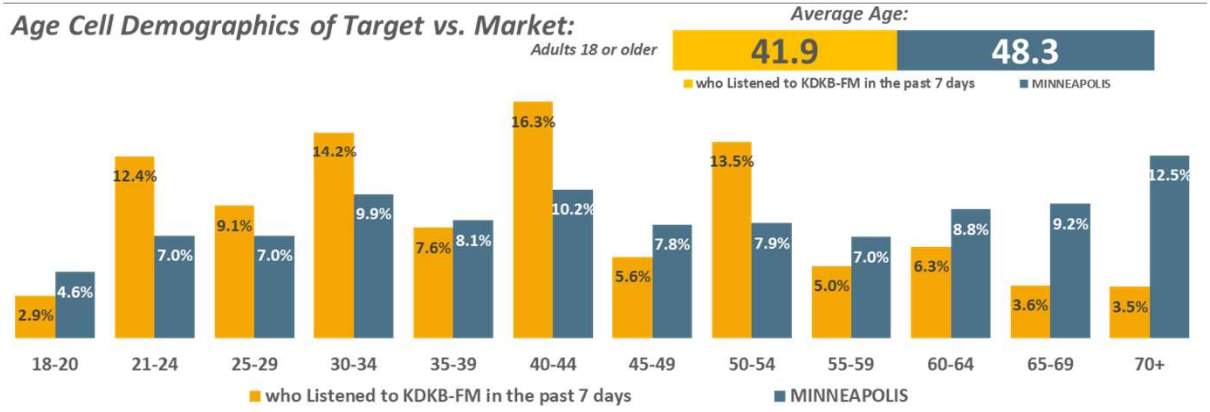
Gender of Target vs. Market: Adults 18 or older



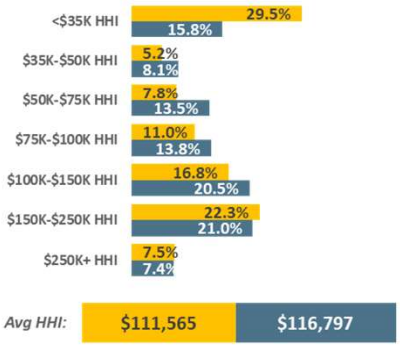
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $111,565 | $116,797

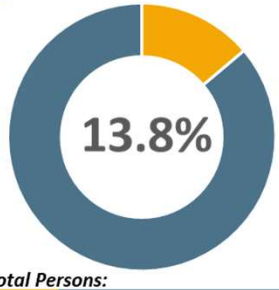
MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 215

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102.1 FM K102
#1 FOR NEW COUNTRY AND THE BEST VARIETY

13.8% or 395,492 of MINNEAPOLIS Metro Adults 18 or older Listened to KEEY-FM in the past 7 days. Typical Adults 18 or older who Listened to KEEY-FM in the past 7 days are 50.4 years old (4.5% older than average) and have a $117,432 (.5% higher than average) annual household income.

Percent of Market: Adults 18 or older



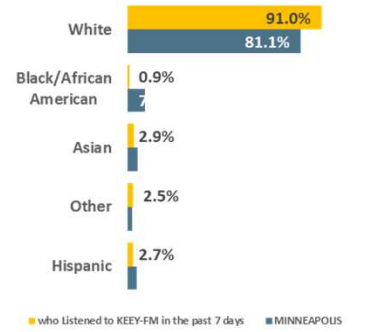
- who Listened to KEEY-FM in the past 7 days
- Remainder of MINNEAPOLIS Metro

	who Listened to KEEY-FM in the past 7 days	Remainder of MINNEAPOLIS Metro
Total Persons:	395,492	2,464,028

Gender of Target vs. Market: Adults 18 or older

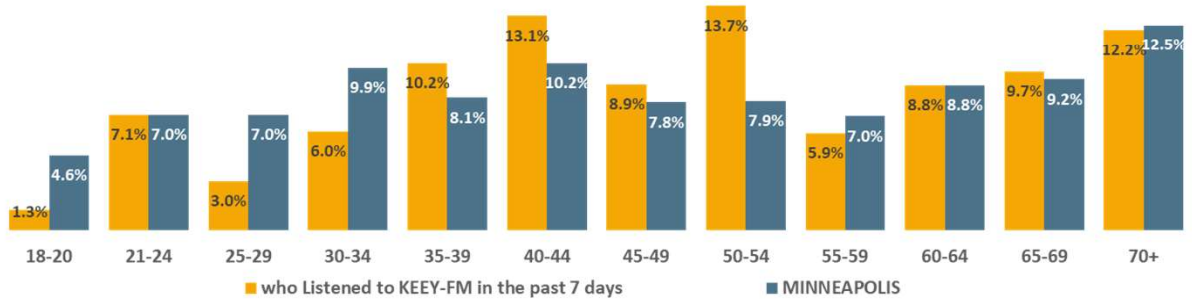
	Men	Men	Women	Women
%M vs. %F:	47.9%	49.6%	52.1%	50.4%
Average Age:	49.1	48.3	51.7	48.2
# Persons:	189,579	1,419,251	205,913	1,440,269

Ethnicity of Target vs. Market:

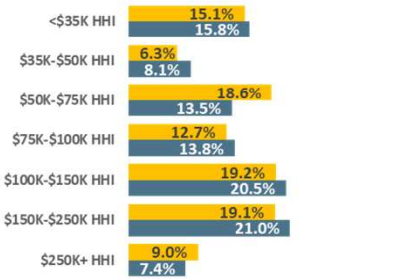


Age Cell Demographics of Target vs. Market:

Adults 18 or older	Average Age: who Listened to KEEY-FM in the past 7 days	Average Age: MINNEAPOLIS
	50.4	48.3



HHI of Target vs. Market:



Avg HHI:	$117,432	$116,797

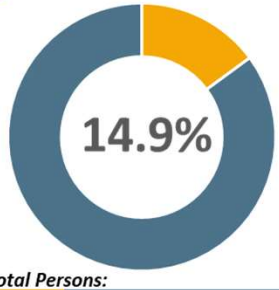
MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 209

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KFAN SPORTS RADIO - FM 100.3

14.9% or 426,770 of MINNEAPOLIS Metro Adults 18 or older Listened to KFXN-FM in the past 7 days. Typical Adults 18 or older who Listened to KFXN-FM in the past 7 days are 50.4 years old (4.4% older than average) and have a $136,798 (17.1% higher than average) annual household income.

Percent of Market: Adults 18 or older

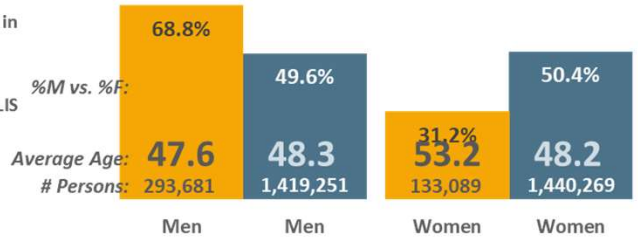


- who Listened to KFXN-FM in the past 7 days
- Remainder of MINNEAPOLIS Metro

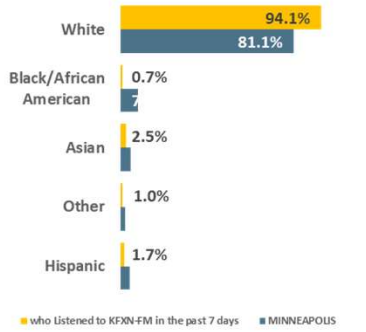
Total Persons:

426,770	2,432,750

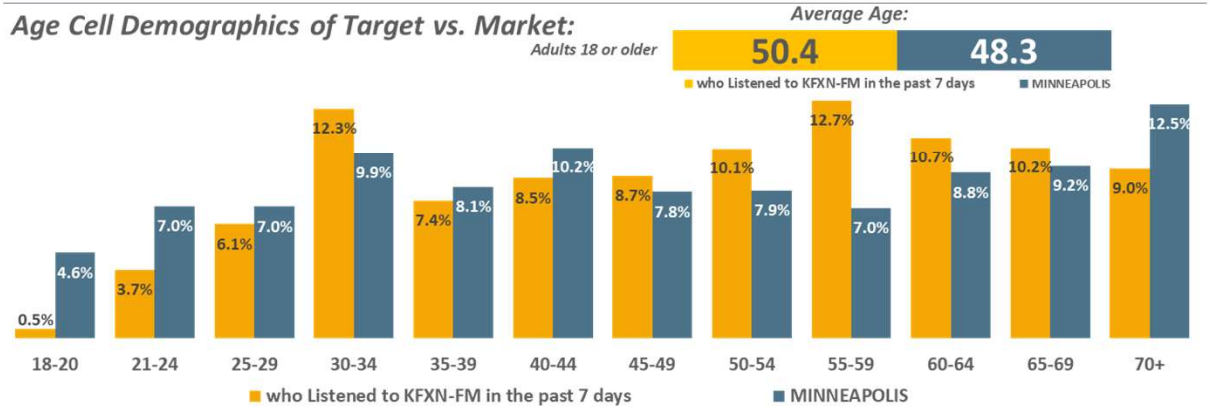
Gender of Target vs. Market: Adults 18 or older



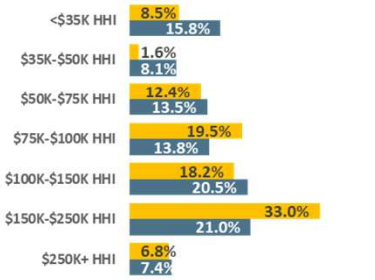
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



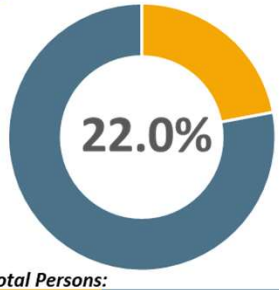
Avg HHI:	$136,798	$116,797

MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 208

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22.% or 629,905 of MINNEAPOLIS Metro Adults 18 or older Listened to KQQL-FM in the past 7 days.
Typical Adults 18 or older who Listened to KQQL-FM in the past 7 days are 49.9 years old (3.5% older than average) and have a $110,124 (5.7% lower than average) annual household income.

Percent of Market: Adults 18 or older



- who Listened to KQQL-FM in the past 7 days
- Remainder of MINNEAPOLIS Metro

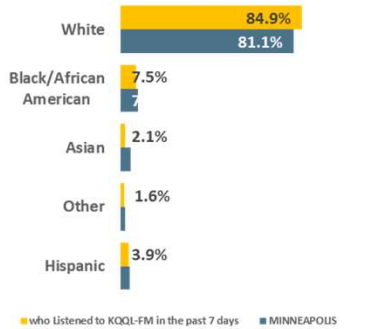
Total Persons:

who Listened to KQQL-FM in the past 7 days	Remainder of MINNEAPOLIS Metro
629,905	2,229,615

Gender of Target vs. Market: Adults 18 or older

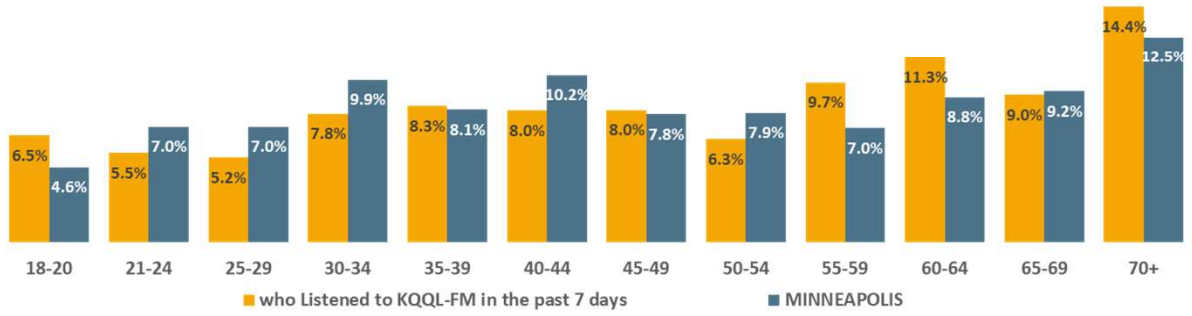
	Men	Men	Women	Women
%M vs. %F:	51.0%	49.6%	49.0%	50.4%
Average Age:	49.5	48.3	50.3	48.2
# Persons:	321,544	1,419,251	308,361	1,440,269

Ethnicity of Target vs. Market:

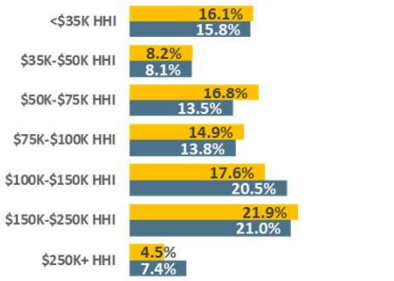


Age Cell Demographics of Target vs. Market:

Adults 18 or older	Average Age: who Listened to KQQL-FM in the past 7 days	Average Age: MINNEAPOLIS
	49.9	48.3



HHI of Target vs. Market:



Avg HHI:	who Listened to KQQL-FM in the past 7 days	MINNEAPOLIS
	$110,124	$116,797

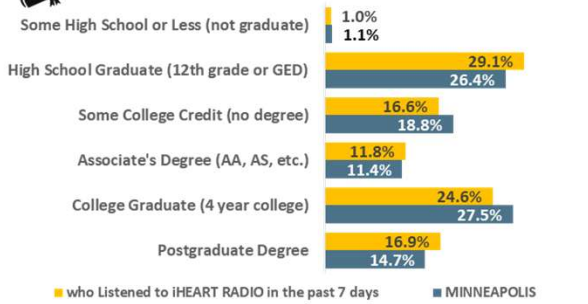
MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 323

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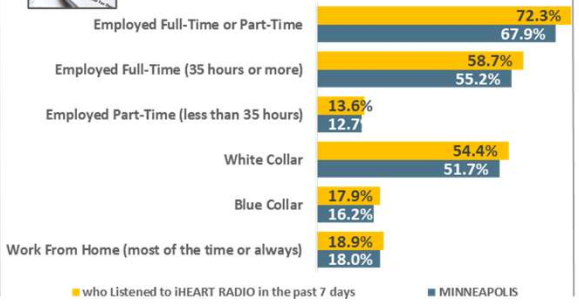
Radio Stations: KQQL-FM

54.9% or 1,570,699 of MINNEAPOLIS Metro Adults 18 or older Listened to iHEART RADIO in the past 7 days. Adults 18 or older who Listened to iHEART RADIO in the past 7 days are 1.7% less likely to be a college graduate, 6.4% more likely to work full-time, 4.5% more likely to be married, 1.2% less likely to be a parent of 1 or more children under 18.

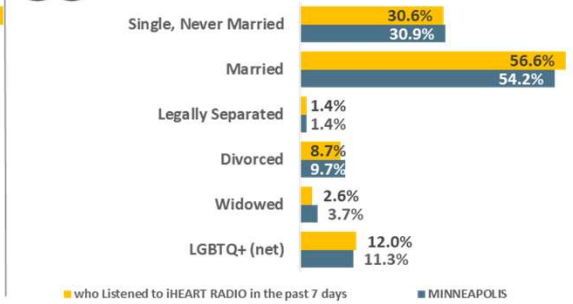
Education Levels: Adults 18 or older



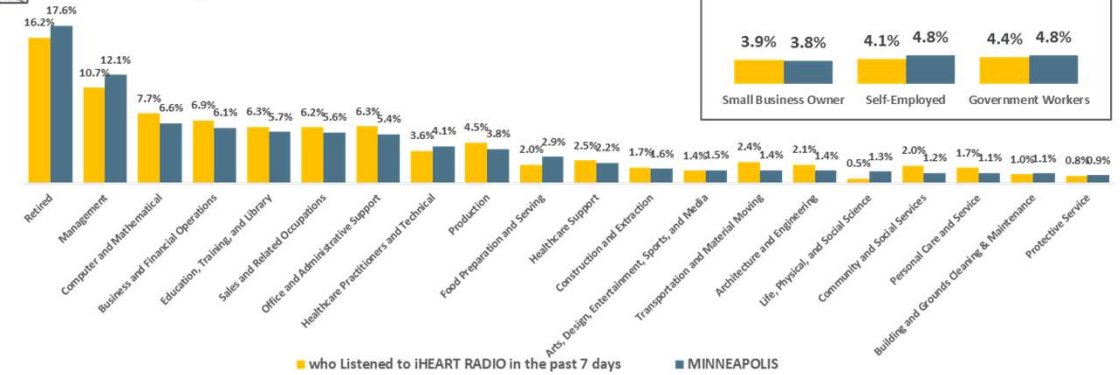
Employment: Adults 18 or older



Marital Status: Adults 18 or older

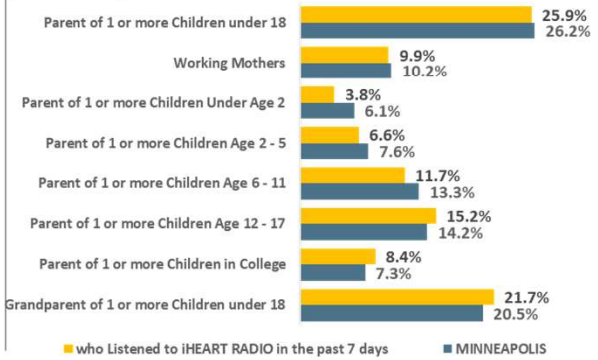


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



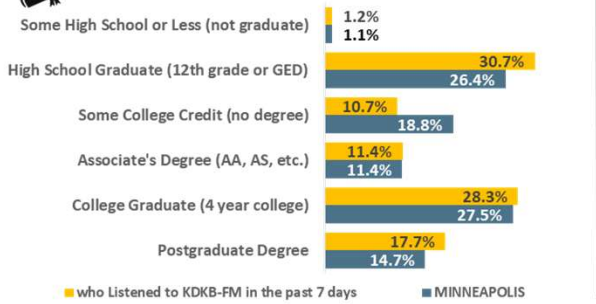
MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 798

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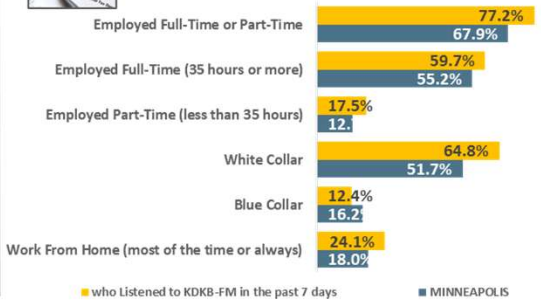
(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

15.4% or 439,714 of MINNEAPOLIS Metro Adults 18 or older Listened to KDKB-FM in the past 7 days. Adults 18 or older who Listened to KDKB-FM in the past 7 days are 8.8% more likely to be a college graduate, 8.3% more likely to work full-time, 3.8% less likely to be married, 24.8% more likely to be a parent of 1 or more children under 18.

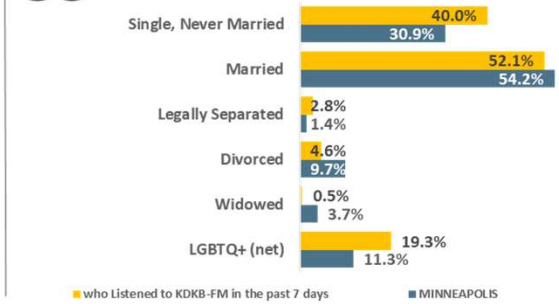
Education Levels: Adults 18 or older



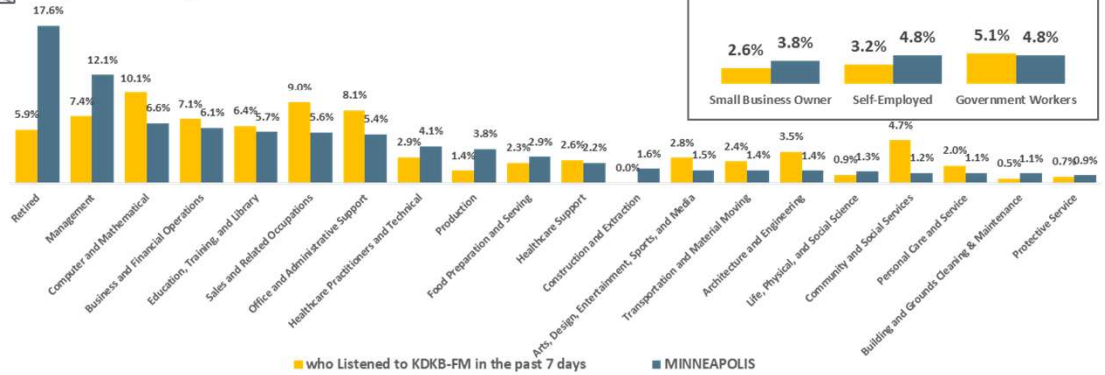
Employment: Adults 18 or older



Marital Status: Adults 18 or older

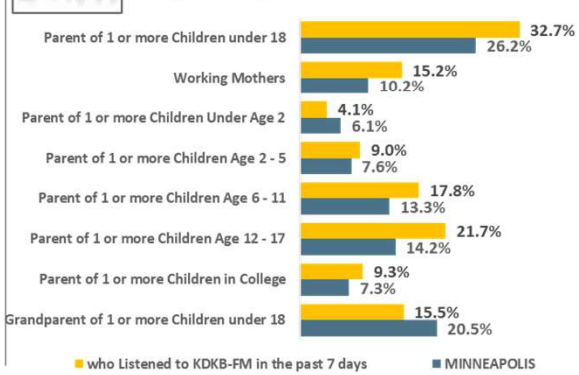


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



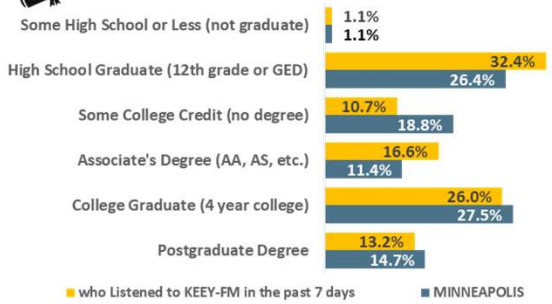
MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 215

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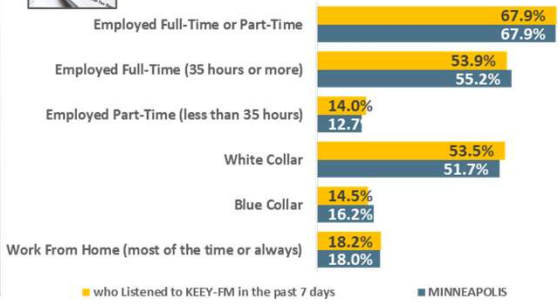
Radio Stations: KDWB-FM

13.8% or 395,492 of MINNEAPOLIS Metro Adults 18 or older Listened to KEEY-FM in the past 7 days. Adults 18 or older who Listened to KEEY-FM in the past 7 days are 7.2% less likely to be a college graduate, 2.2% less likely to work full-time, 13.1% more likely to be married, 9.8% more likely to be a parent of 1 or more children under 18.

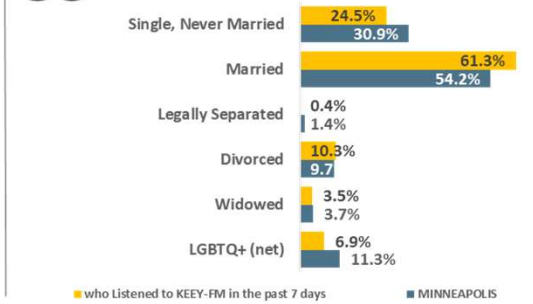
Education Levels: Adults 18 or older



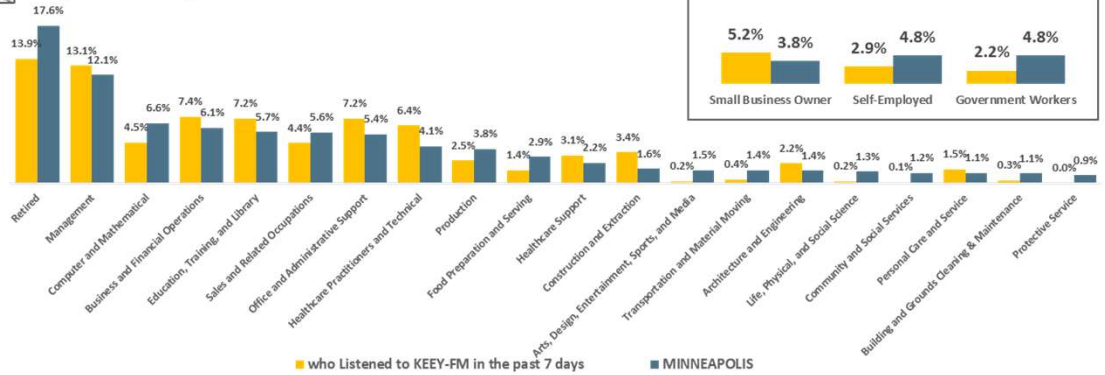
Employment: Adults 18 or older



Marital Status: Adults 18 or older

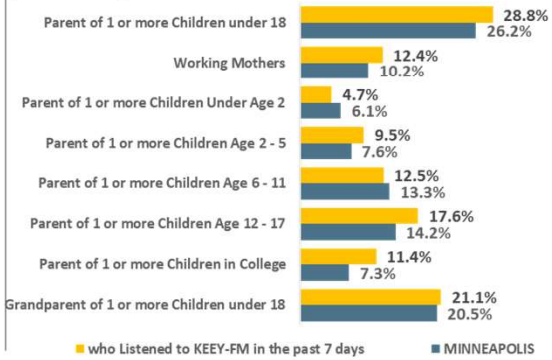


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 209

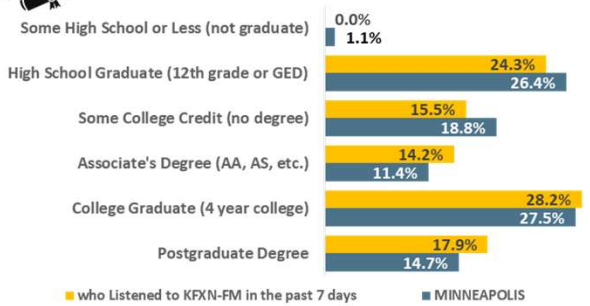
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Radio Stations: KEEY-FM

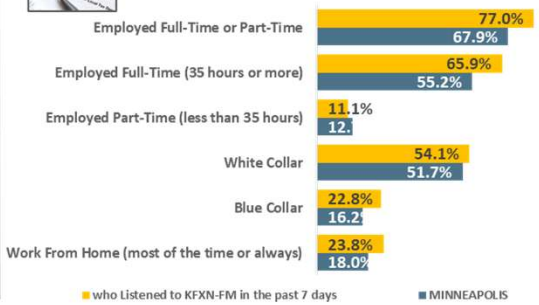
KFAN SPORTS RADIO - FM 100.3

14.9% or 426,770 of MINNEAPOLIS Metro Adults 18 or older Listened to KFXN-FM in the past 7 days. Adults 18 or older who Listened to KFXN-FM in the past 7 days are 9.1% more likely to be a college graduate, 19.4% more likely to work full-time, 12.7% more likely to be married, 11.9% less likely to be a parent of 1 or more children under 18.

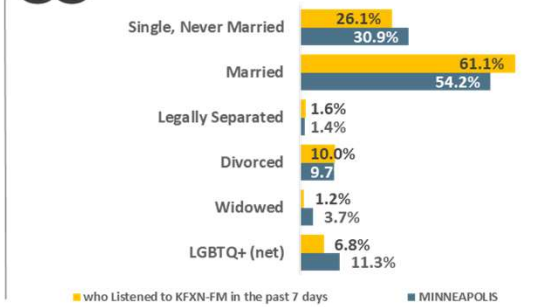
Education Levels: Adults 18 or older



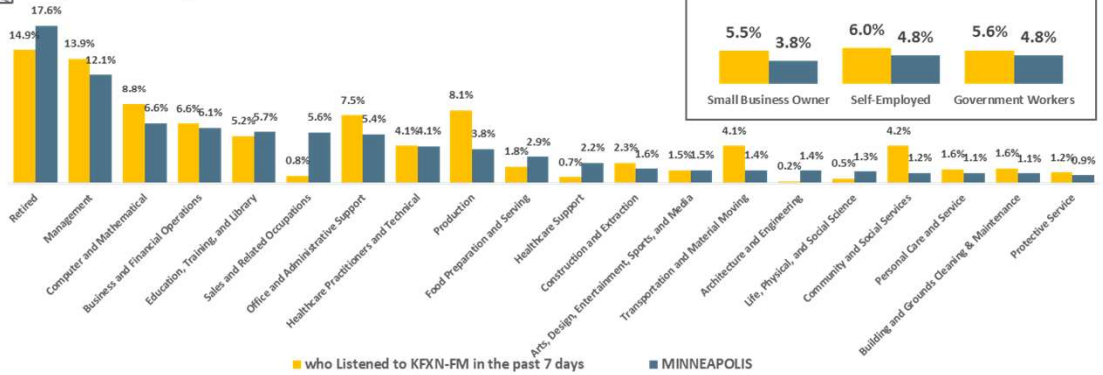
Employment: Adults 18 or older



Marital Status: Adults 18 or older

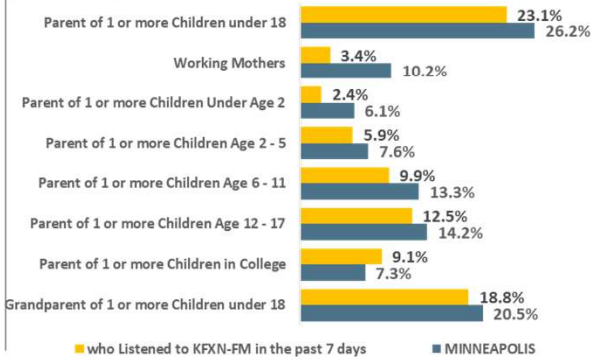


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



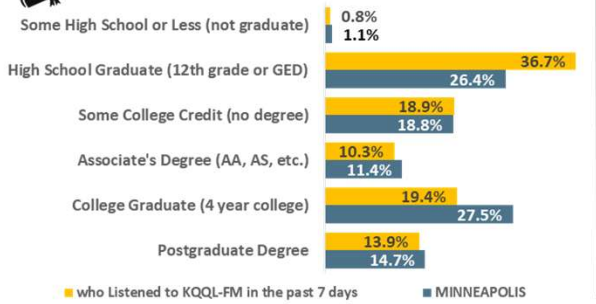
MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 208

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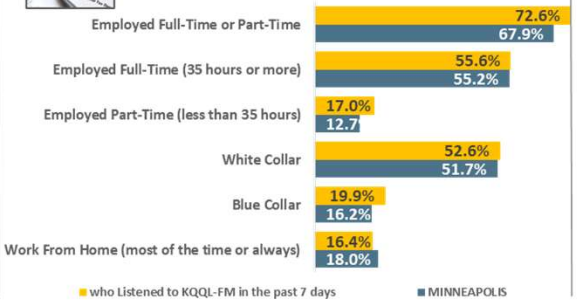
Radio Stations: KFXN-FM

22.% or 629,905 of MINNEAPOLIS Metro Adults 18 or older Listened to KQQL-FM in the past 7 days. Adults 18 or older who Listened to KQQL-FM in the past 7 days are 21.2% less likely to be a college graduate, .8% more likely to work full-time, .1% more likely to be married, 7.1% less likely to be a parent of 1 or more children under 18.

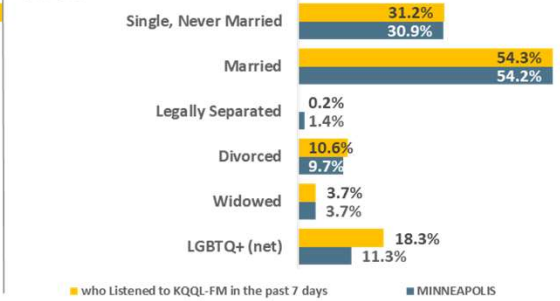
Education Levels: Adults 18 or older



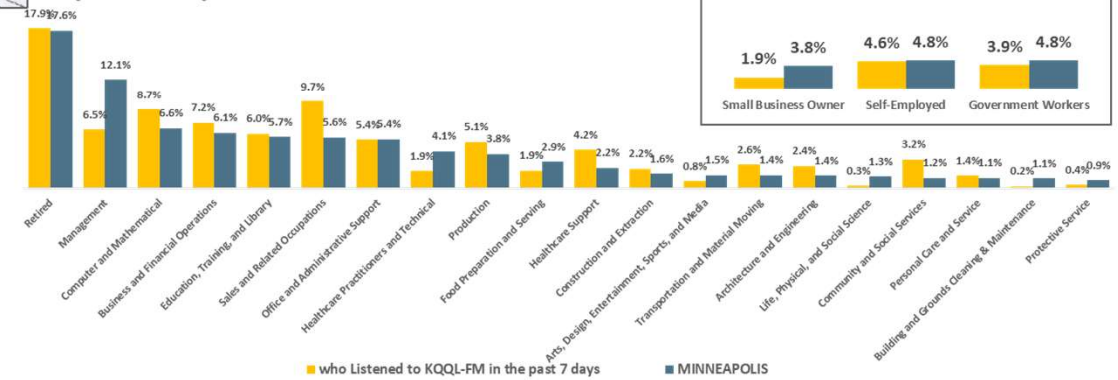
Employment: Adults 18 or older



Marital Status: Adults 18 or older

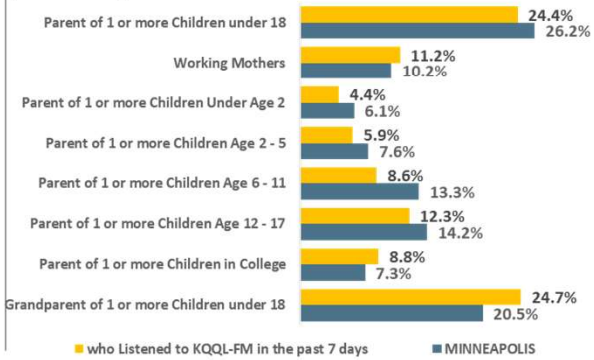


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



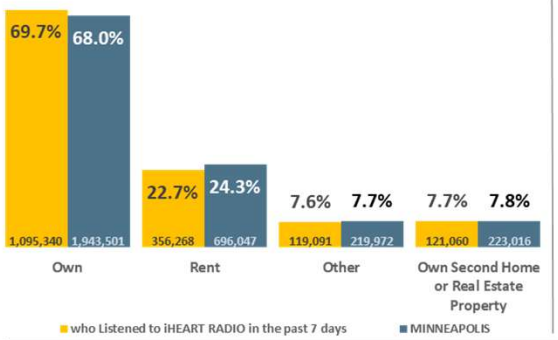
MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 323

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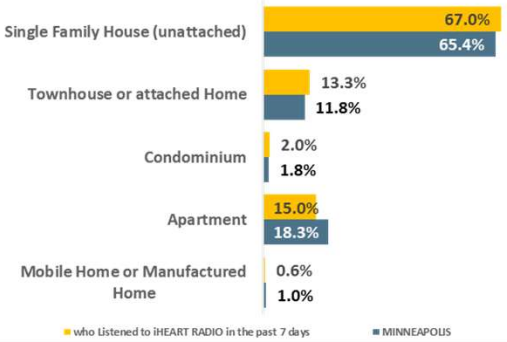
Radio Stations: KQQL-FM

54.9% or 1,570,699 of MINNEAPOLIS Metro Adults 18 or older Listened to iHEART RADIO in the past 7 days. Adults 18 or older who Listened to iHEART RADIO in the past 7 days are 2.6% more likely to own their home, 2.4% more likely to own a lower valued home, 2.4% more likely to have a single-family home, 5.1% more likely to have a dog.

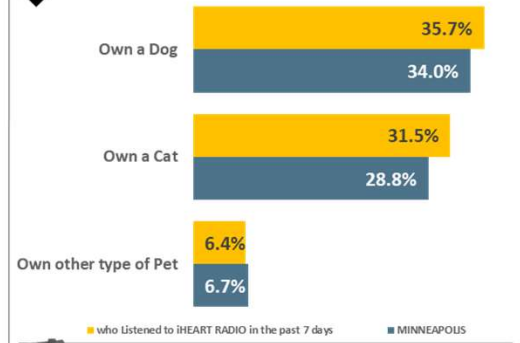
Own/Rent/Other: Adults 18 or older



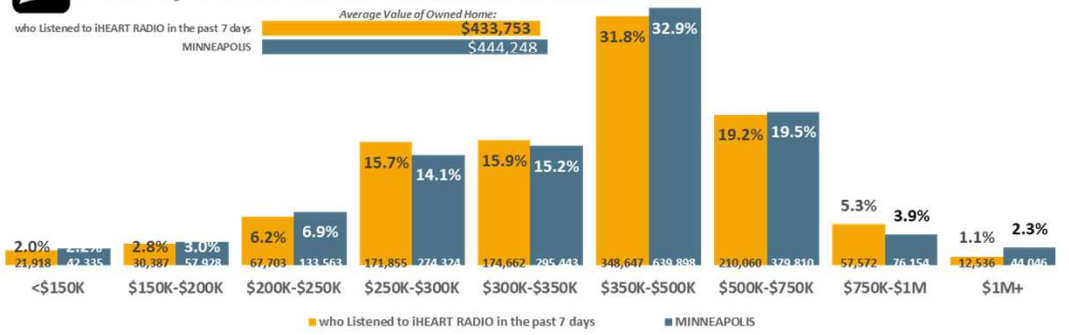
Type of Home: Adults 18 or older



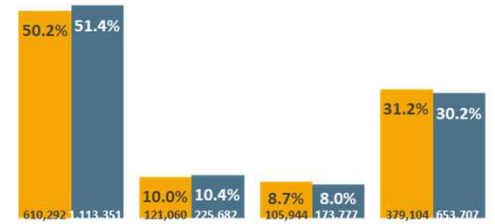
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



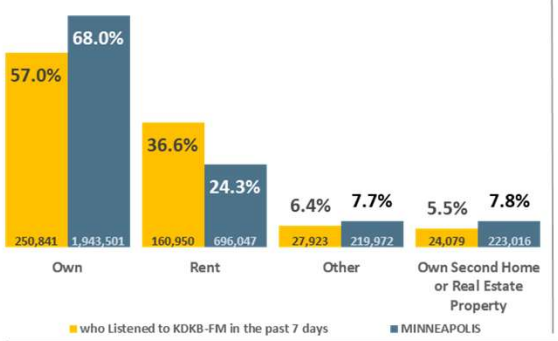
MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 798

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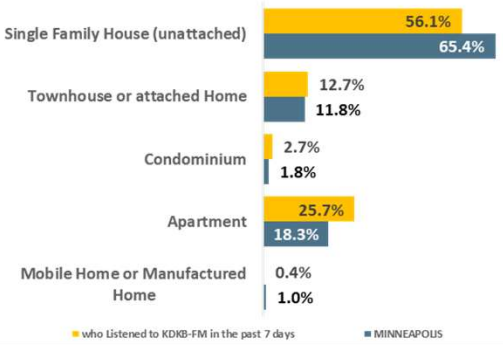
(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

15.4% or 439,714 of MINNEAPOLIS Metro Adults 18 or older Listened to KDKB-FM in the past 7 days. Adults 18 or older who Listened to KDKB-FM in the past 7 days are 16.1% less likely to own their home, .5% more likely to own a lower valued home, 14.3% less likely to have a single-family home, 1.6% more likely to have a dog.

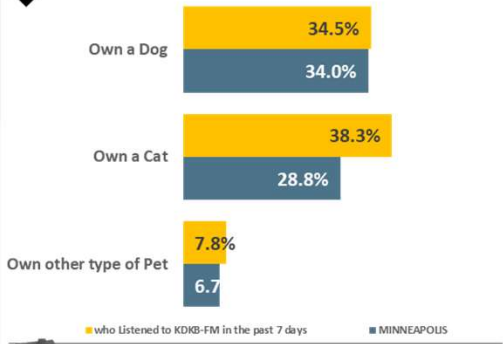
Own/Rent/Other: Adults 18 or older



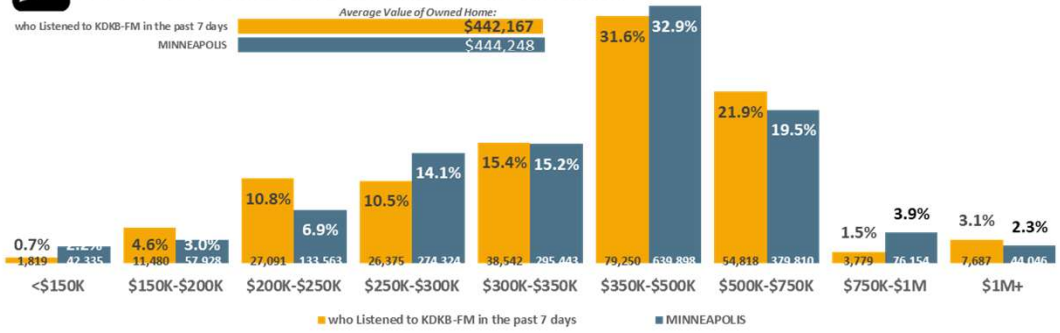
Type of Home: Adults 18 or older



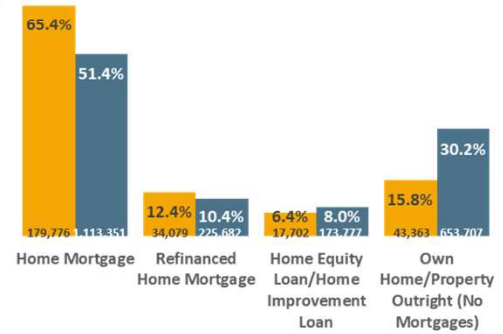
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



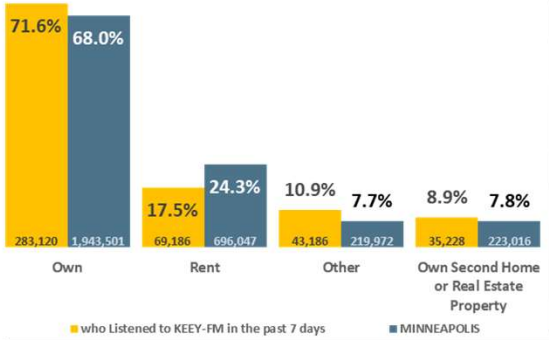
MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 215

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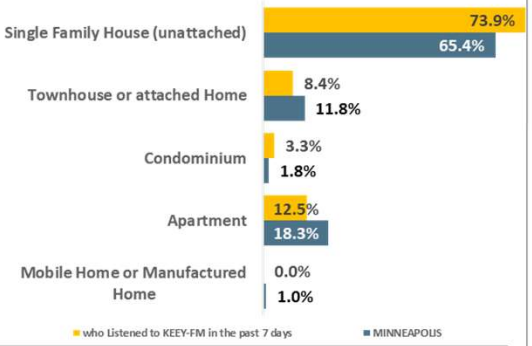
Radio Stations: KDWB-FM

13.8% or 395,492 of MINNEAPOLIS Metro Adults 18 or older Listened to KEEY-FM in the past 7 days. Adults 18 or older who Listened to KEEY-FM in the past 7 days are 5.3% more likely to own their home, 1.3% more likely to own a lower valued home, 13.% more likely to have a single-family home, 6.7% less likely to have a dog.

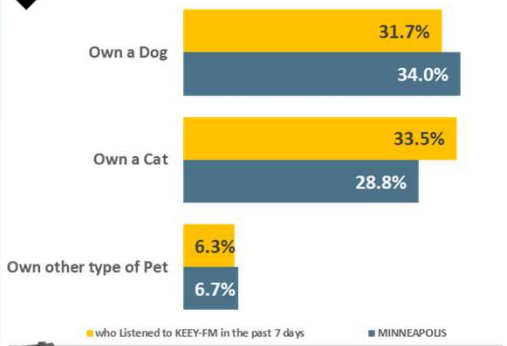
Own/Rent/Other: Adults 18 or older



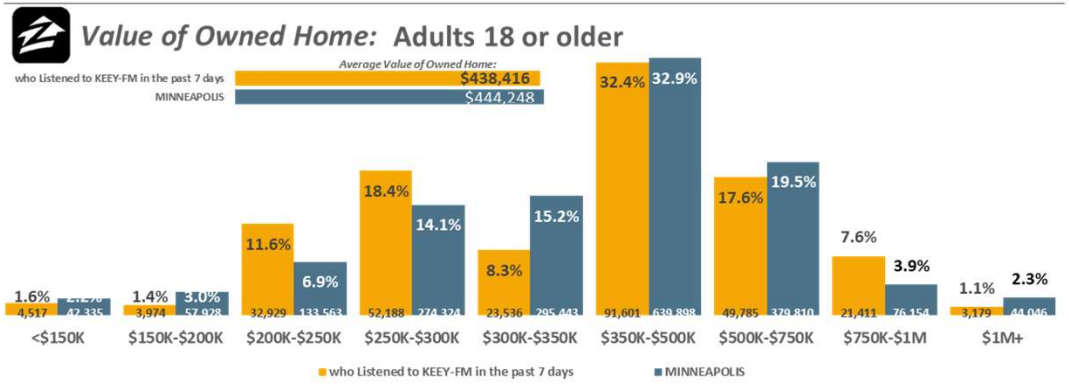
Type of Home: Adults 18 or older



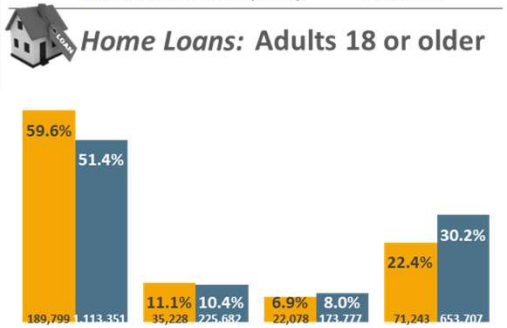
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 209

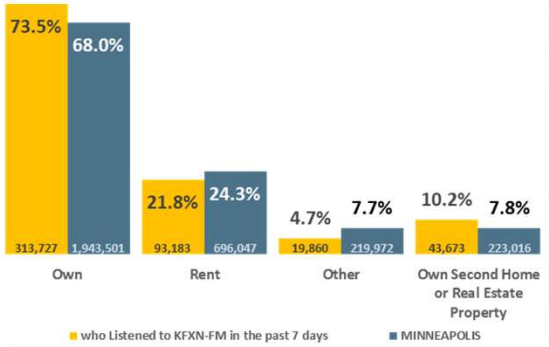
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Radio Stations: KEEY-FM

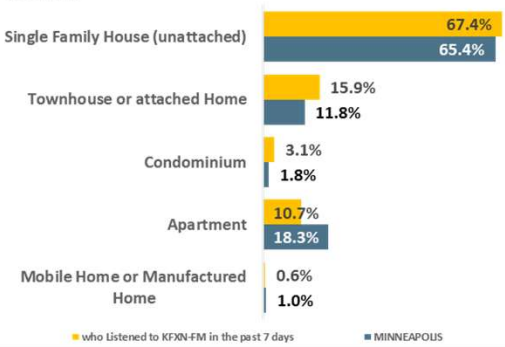
KFAN SPORTS RADIO - FM 100.3

14.9% or 426,770 of MINNEAPOLIS Metro Adults 18 or older Listened to KFXN-FM in the past 7 days. Adults 18 or older who Listened to KFXN-FM in the past 7 days are 8.2% more likely to own their home, 2.1% more likely to own a lower valued home, 3.1% more likely to have a single-family home, 17.8% more likely to have a dog.

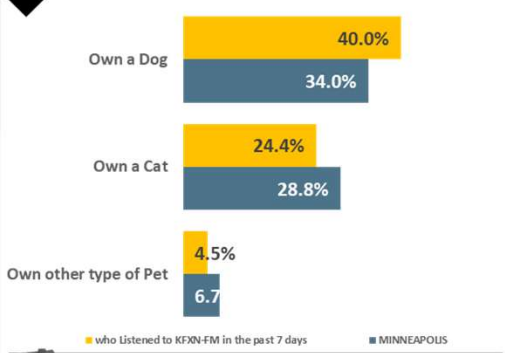
Own/Rent/Other: Adults 18 or older



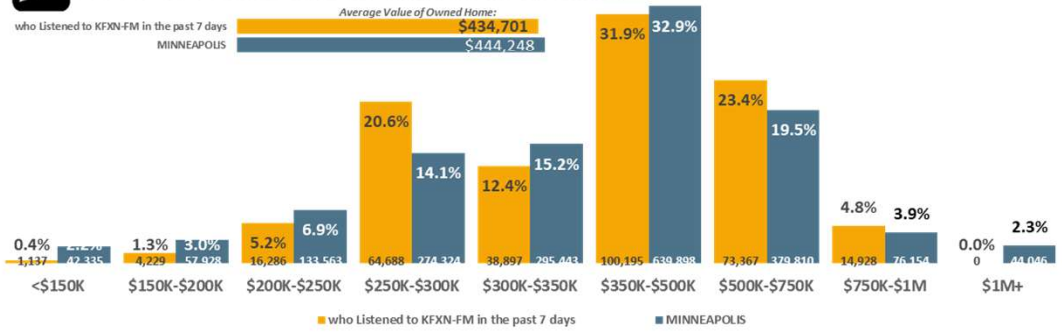
Type of Home: Adults 18 or older



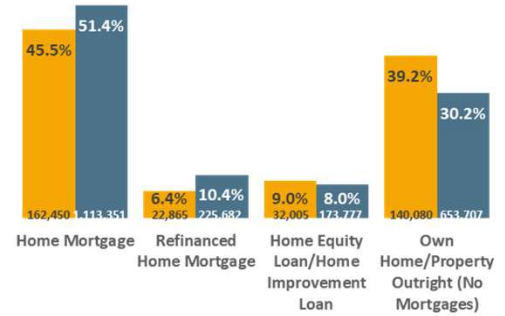
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



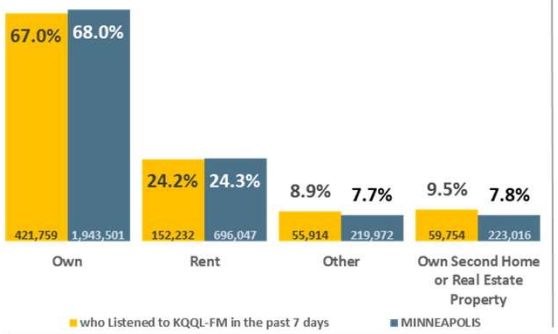
MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 208

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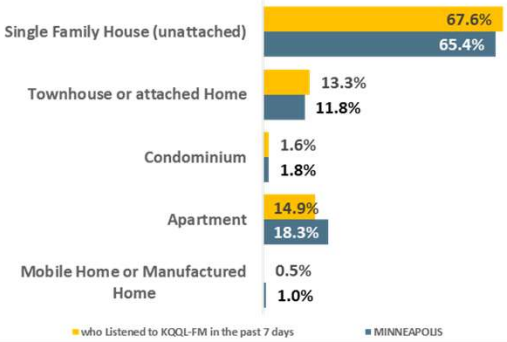
Radio Stations: KFXN-FM

22.% or 629,905 of MINNEAPOLIS Metro Adults 18 or older Listened to KQQL-FM in the past 7 days. Adults 18 or older who Listened to KQQL-FM in the past 7 days are 1.5% less likely to own their home, .9% more likely to own a lower valued home, 3.3% more likely to have a single-family home, 8.2% less likely to have a dog.

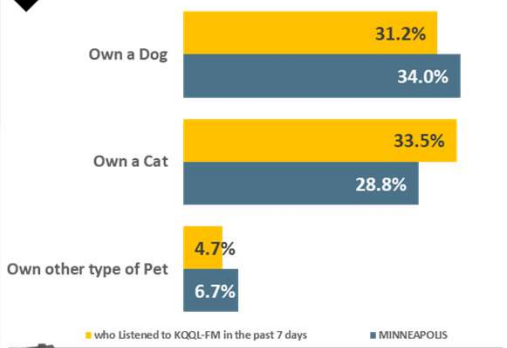
Own/Rent/Other: Adults 18 or older



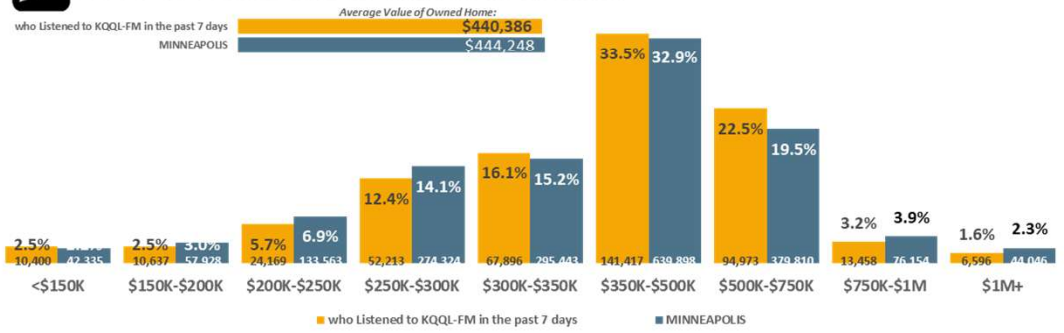
Type of Home: Adults 18 or older



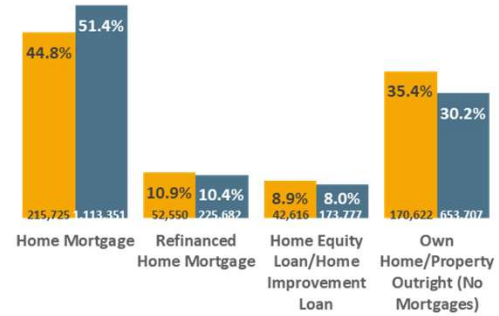
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



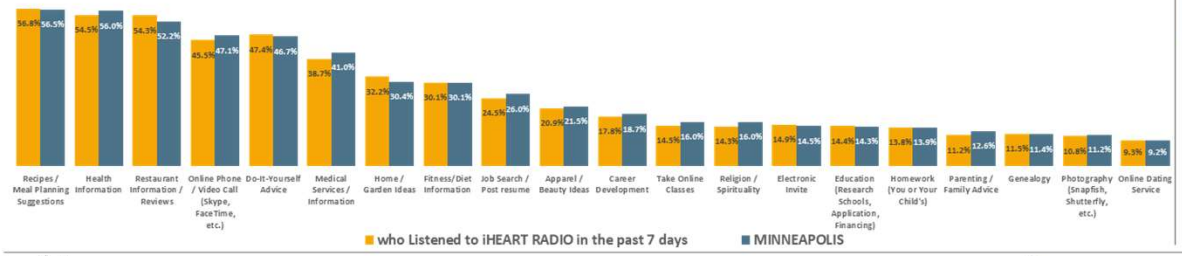
MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 323

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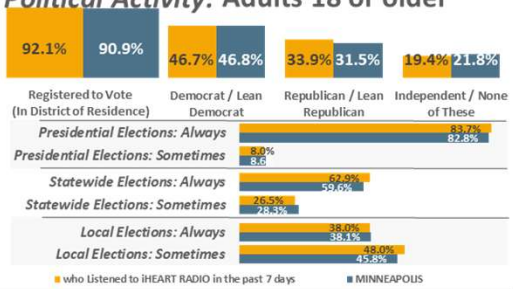
Radio Stations: KQQL-FM

54.9% or 1,570,699 of MINNEAPOLIS Metro Adults 18 or older Listened to iHEART RADIO in the past 7 days. Adults 18 or older who Listened to iHEART RADIO in the past 7 days are 1.6% more likely to look up D-I-Y advice online, .4% less likely to always vote in local elections, 6.3% more likely to belong to a gym, 1.3% more likely to fly domestic past yr.

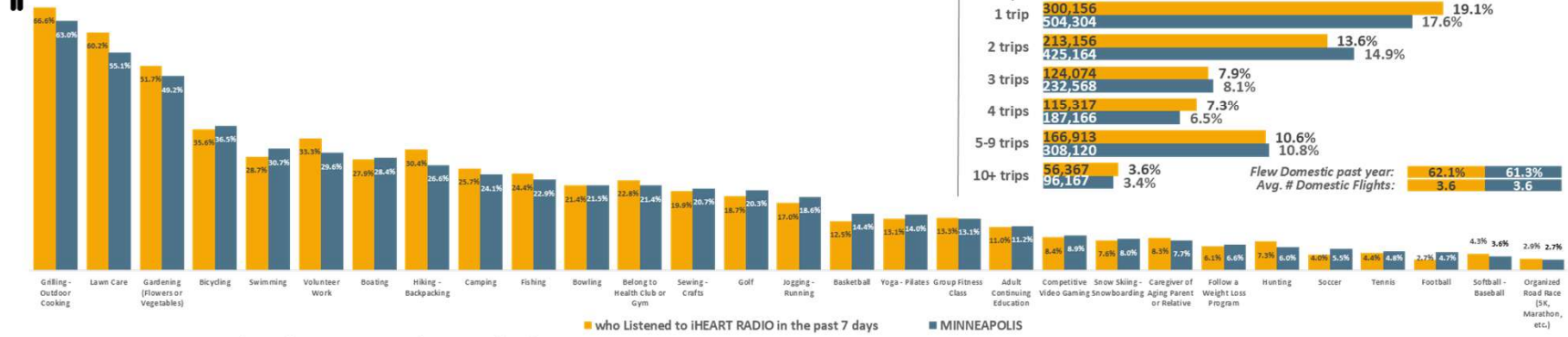
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

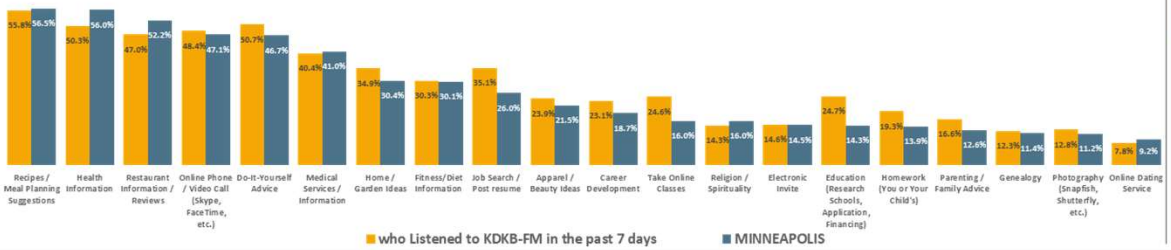
MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 798

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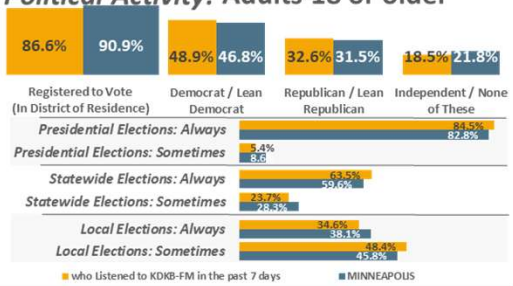
(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

15.4% or 439,714 of MINNEAPOLIS Metro Adults 18 or older Listened to KDKB-FM in the past 7 days. Adults 18 or older who Listened to KDKB-FM in the past 7 days are 8.5% more likely to look up D-I-Y advice online, 9.2% less likely to always vote in local elections, 23.1% more likely to belong to a gym, 11.7% more likely to fly domestic past yr.

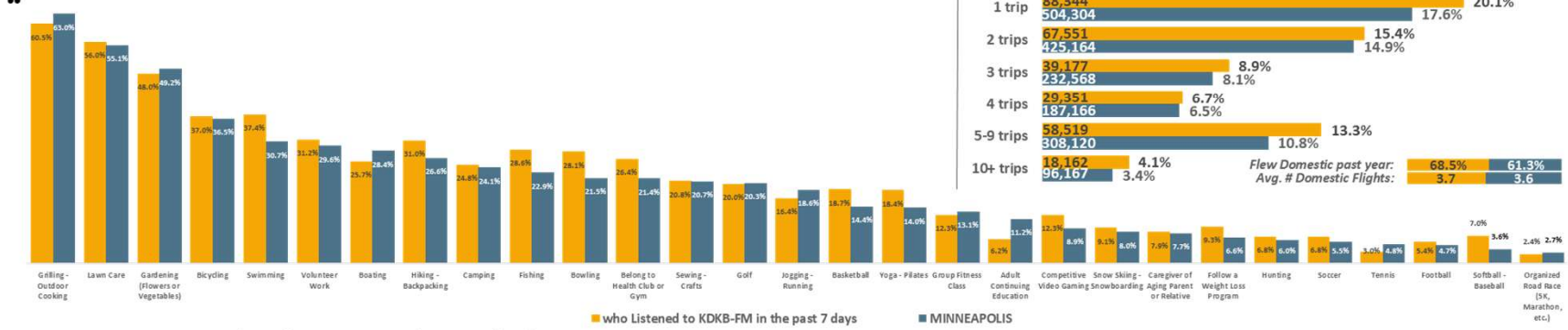
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 215

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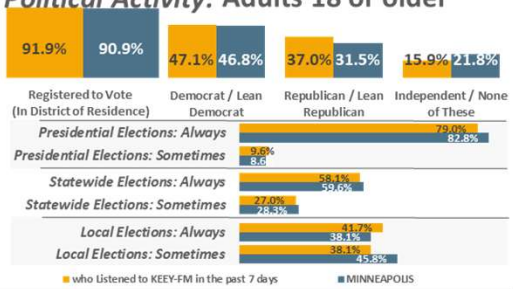
Radio Stations: KDWB-FM

13.8% or 395,492 of MINNEAPOLIS Metro Adults 18 or older Listened to KEEY-FM in the past 7 days. Adults 18 or older who Listened to KEEY-FM in the past 7 days are 10.3% less likely to look up D-I-Y advice online, 9.3% more likely to always vote in local elections, 8.4% more likely to belong to a gym, 8.2% less likely to fly domestic past yr.

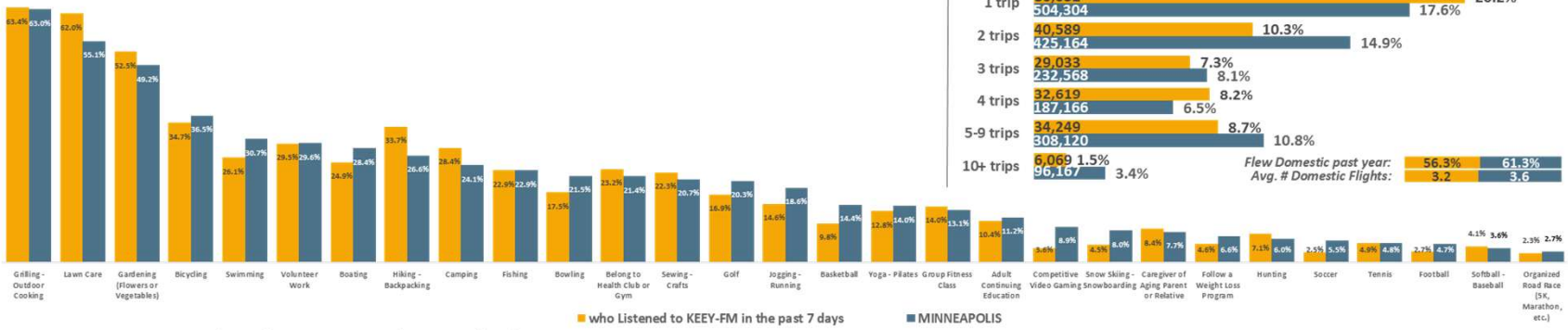
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Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



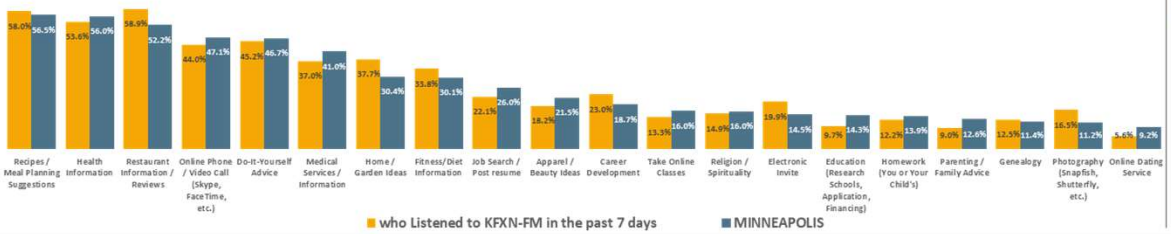
Past 12-months Domestic Airline Trips: Adults 18 or older

MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 209

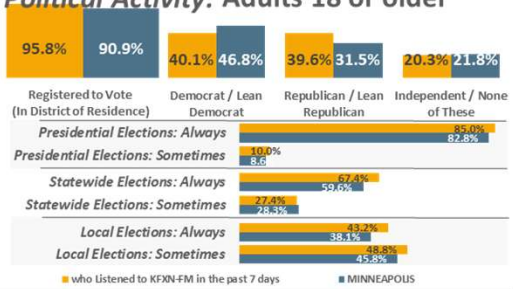
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14.9% or 426,770 of MINNEAPOLIS Metro Adults 18 or older Listened to KFXN-FM in the past 7 days. Adults 18 or older who Listened to KFXN-FM in the past 7 days are 3.1% less likely to look up D-I-Y advice online, 13.3% more likely to always vote in local elections, 13.8% more likely to belong to a gym, 10.6% more likely to fly domestic past yr.

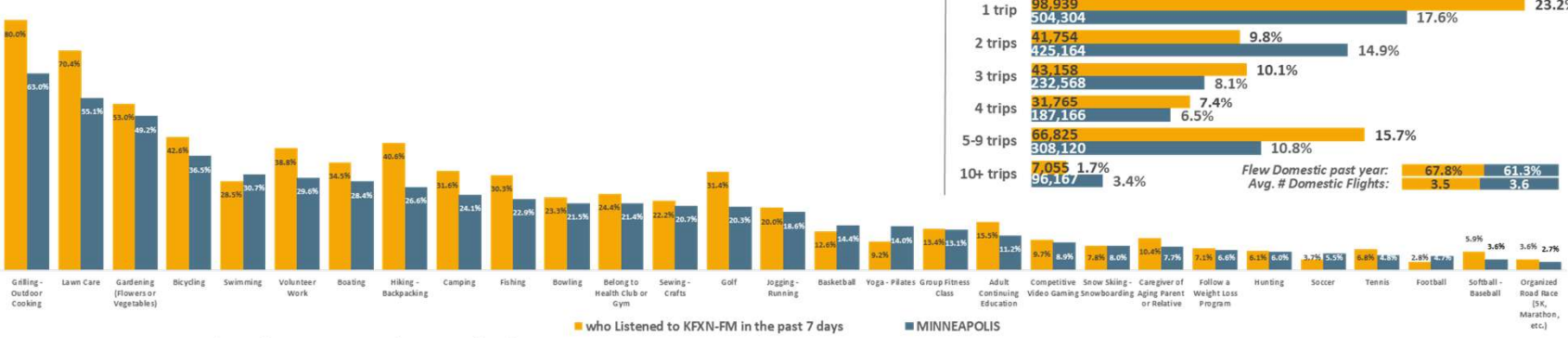
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

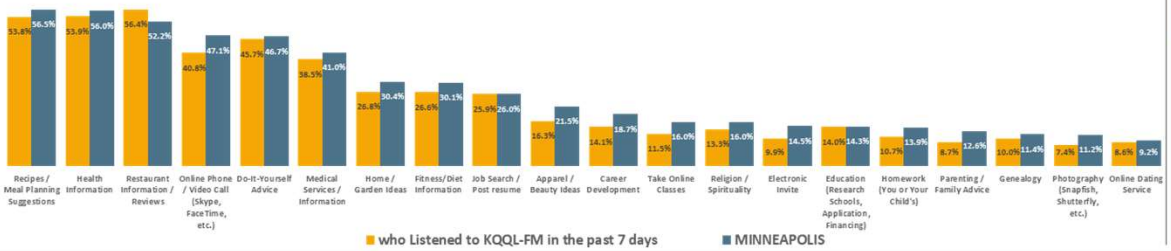
MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 208

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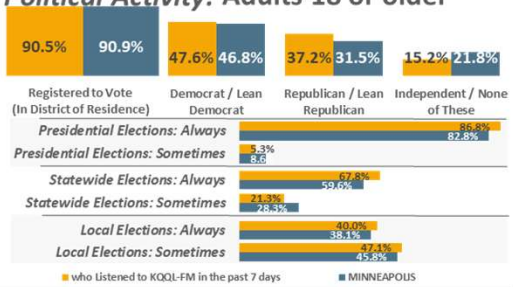
Radio Stations: KFXN-FM

22.% or 629,905 of MINNEAPOLIS Metro Adults 18 or older Listened to KQQL-FM in the past 7 days. Adults 18 or older who Listened to KQQL-FM in the past 7 days are 2.1% less likely to look up D-I-Y advice online, 4.9% more likely to always vote in local elections, 17.2% less likely to belong to a gym, 3.4% less likely to fly domestic past yr.

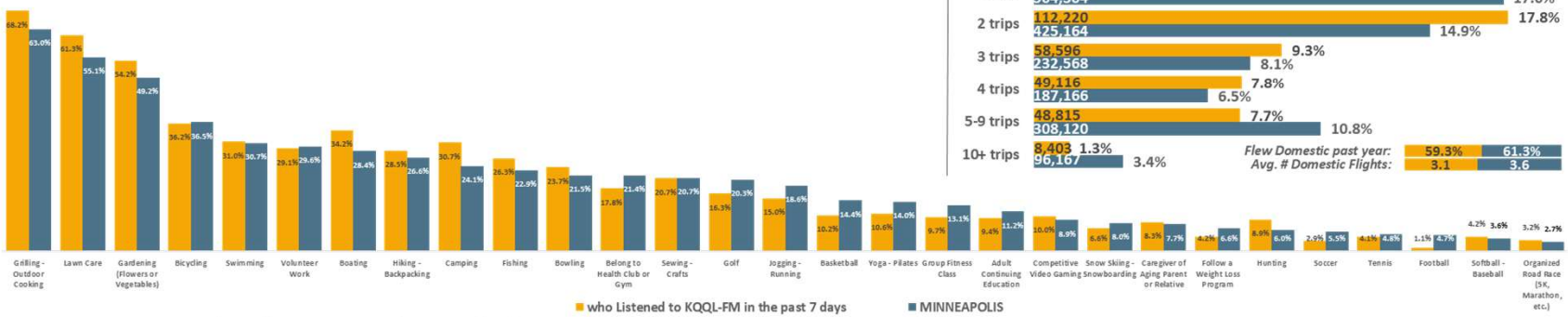
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

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

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Radio Stations: KQQL-FM

54.9% or 1,570,699 of MINNEAPOLIS Metro Adults 18 or older Listened to iHEART RADIO in the past 7 days. Adults 18 or older who Listened to iHEART RADIO in the past 7 days are 1.8% more likely to use QSRs past mo., 4.% more likely to use Sit-Down Restaurants past mo., 4.7% more likely to use Casinos past yr., 12.1% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

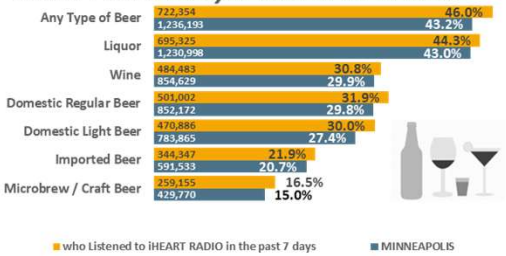
(Sit-Down Restaurants Used Past 30-days)



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

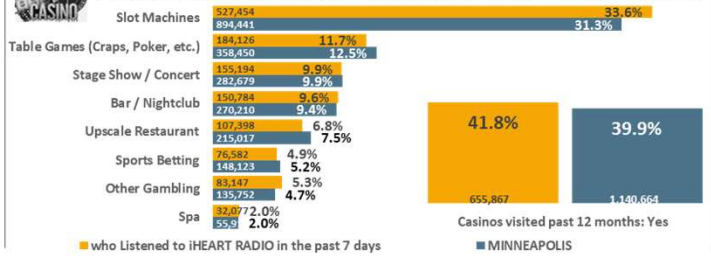


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 798

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(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

15.4% or 439,714 of MINNEAPOLIS Metro Adults 18 or older Listened to KDKB-FM in the past 7 days. Adults 18 or older who Listened to KDKB-FM in the past 7 days are 8.7% more likely to use QSRs past mo., 1.6% more likely to use Sit-Down Restaurants past mo., 1.7% less likely to use Casinos past yr., 10.7% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



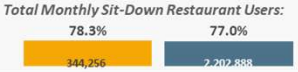
Avg. Monthly QSR Meals:



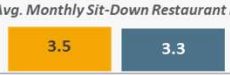
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

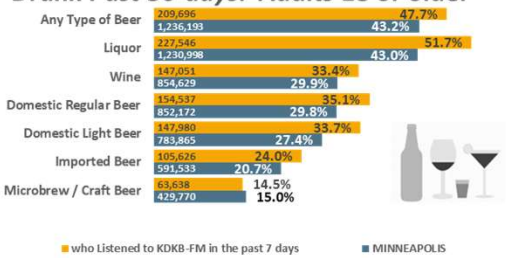
(Sit-Down Restaurants Used Past 30-days)



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

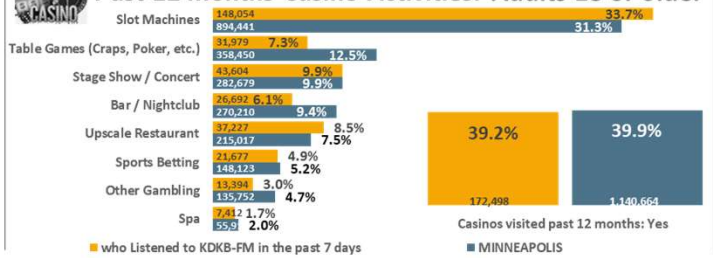


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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Radio Stations: KDWB-FM

13.8% or 395,492 of MINNEAPOLIS Metro Adults 18 or older Listened to KEEY-FM in the past 7 days. Adults 18 or older who Listened to KEEY-FM in the past 7 days are 3.9% more likely to use QSRs past mo., 6.8% less likely to use Sit-Down Restaurants past mo., 10.% more likely to use Casinos past yr., 57.% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

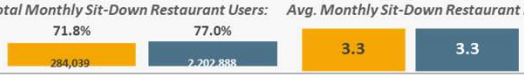


Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

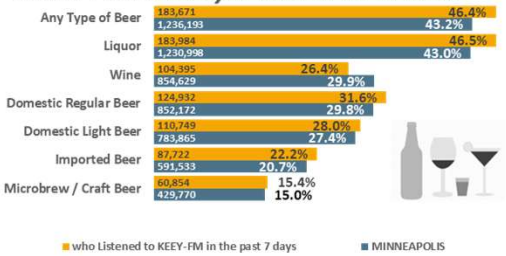
(Sit-Down Restaurants Used Past 30-days)



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

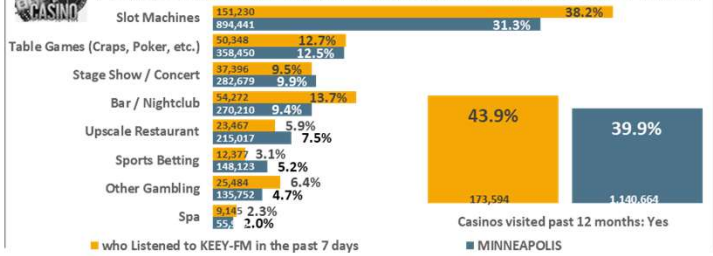


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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Radio Stations: KEEY-FM

KFAN SPORTS RADIO - FM 100.3

14.9% or 426,770 of MINNEAPOLIS Metro Adults 18 or older Listened to KFXN-FM in the past 7 days. Adults 18 or older who Listened to KFXN-FM in the past 7 days are .5% more likely to use QSRs past mo., 9.4% more likely to use Sit-Down Restaurants past mo., 14.3% more likely to use Casinos past yr., 4.9% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



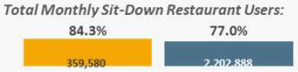
Avg. Monthly QSR Meals:



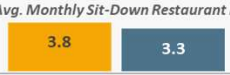
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

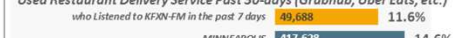


Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

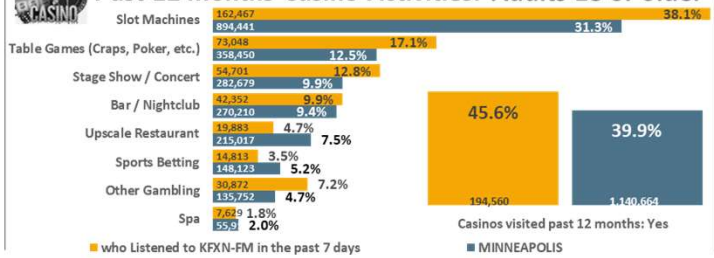


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 208

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Radio Stations: KFXN-FM

22.% or 629,905 of MINNEAPOLIS Metro Adults 18 or older Listened to KQQL-FM in the past 7 days. Adults 18 or older who Listened to KQQL-FM in the past 7 days are 3.% more likely to use QSRs past mo., 7.9% more likely to use Sit-Down Restaurants past mo., 4.% more likely to use Casinos past yr., 4.% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



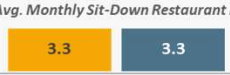
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

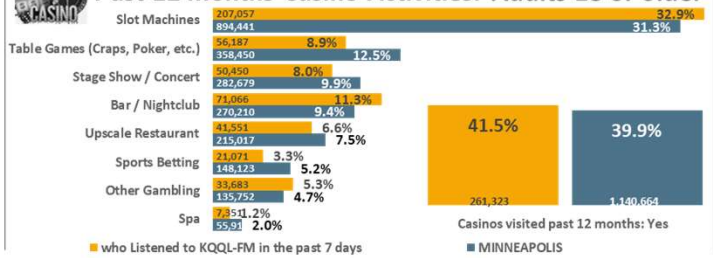


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



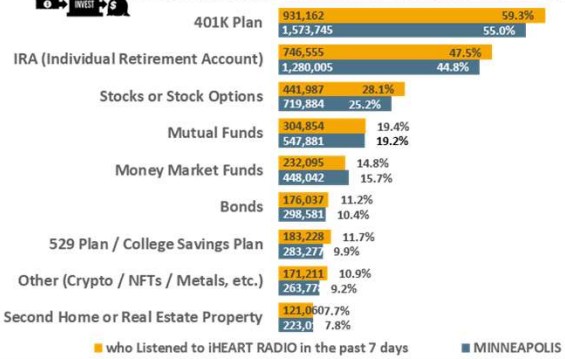
MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 323

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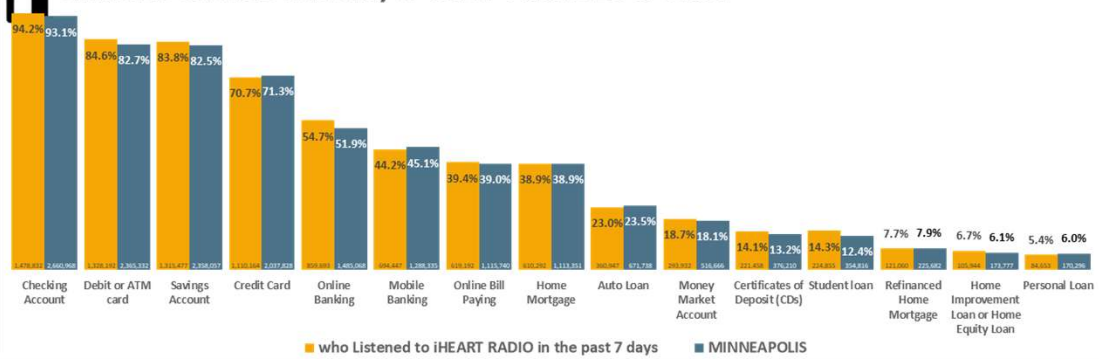
Radio Stations: KQQL-FM

54.9% or 1,570,699 of MINNEAPOLIS 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 7.7% more likely to have a 401K, 2.2% less likely to have an Auto Loan, 14.% more likely to Invest/Trade Stocks Online, 1.8% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

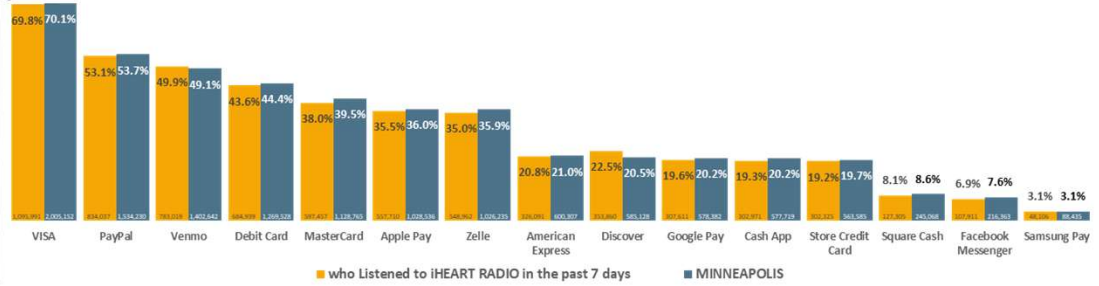


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



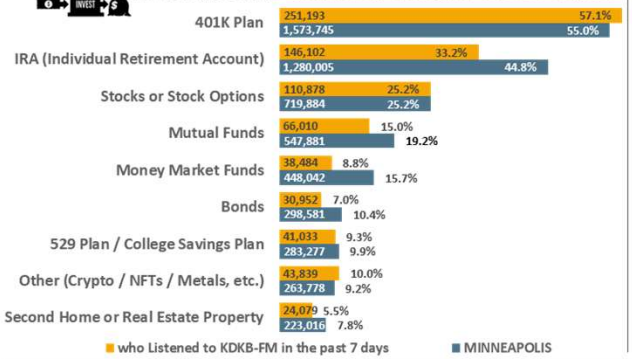
MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 798

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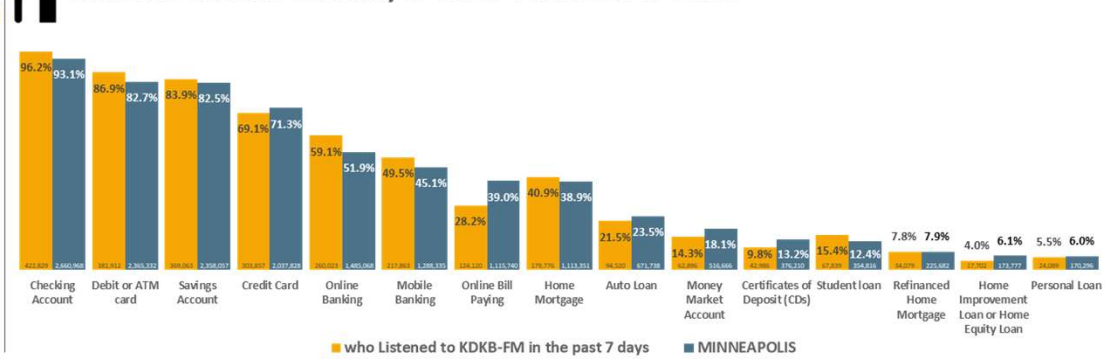
(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

15.4% or 439,714 of MINNEAPOLIS Metro Adults 18 or older Listened to KDKB-FM in the past 7 days. Adults 18 or older who Listened to KDKB-FM in the past 7 days are 3.8% more likely to have a 401K, 8.5% less likely to have an Auto Loan, 60.6% more likely to Invest/Trade Stocks Online, 8.1% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

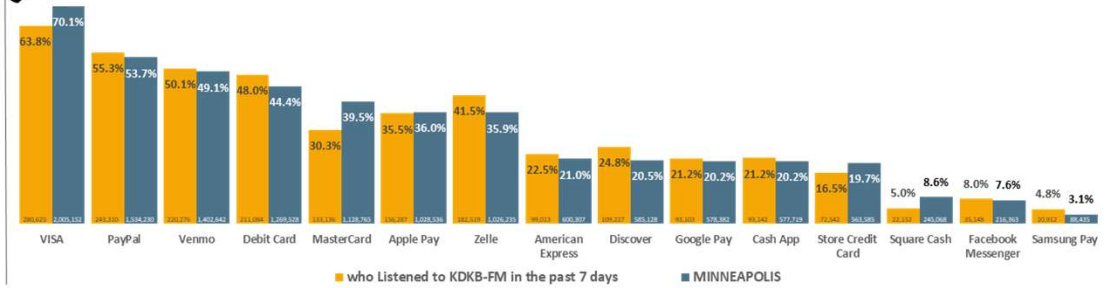


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 215

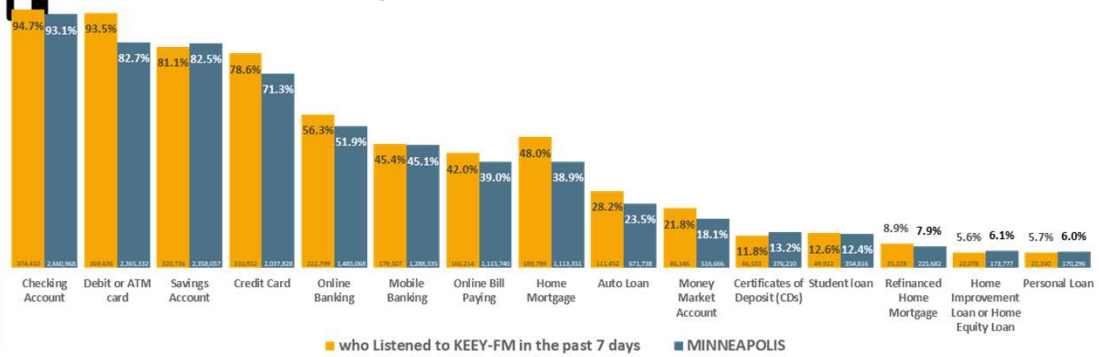
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13.8% or 395,492 of MINNEAPOLIS Metro Adults 18 or older Listened to KEEY-FM in the past 7 days. Adults 18 or older who Listened to KEEY-FM in the past 7 days are .2% more likely to have a 401K, 20.% more likely to have an Auto Loan, 5.6% more likely to Invest/Trade Stocks Online, 3.2% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

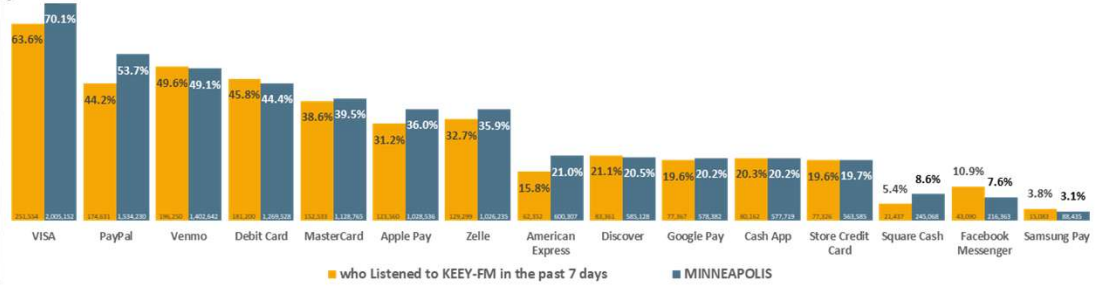


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 209

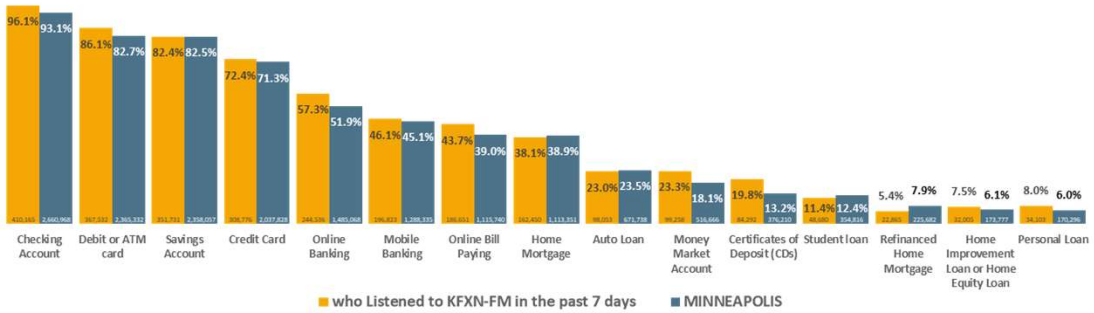
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14.9% or 426,770 of MINNEAPOLIS Metro Adults 18 or older Listened to KFXN-FM in the past 7 days. Adults 18 or older who Listened to KFXN-FM in the past 7 days are 20.6% more likely to have a 401K, 2.2% less likely to have an Auto Loan, 48.2% more likely to Invest/Trade Stocks Online, 9.8% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

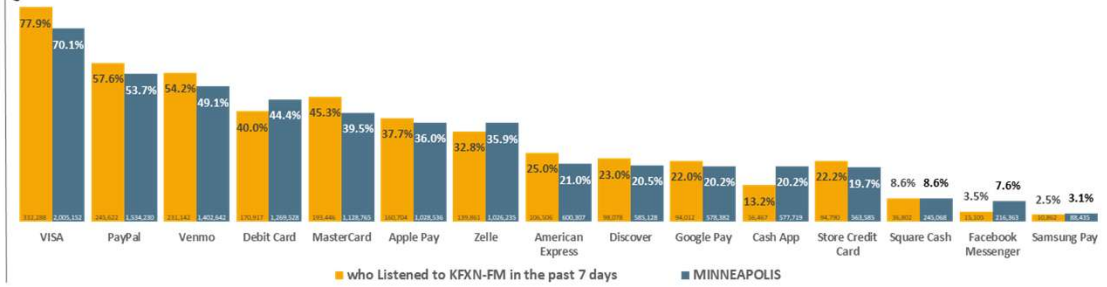


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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

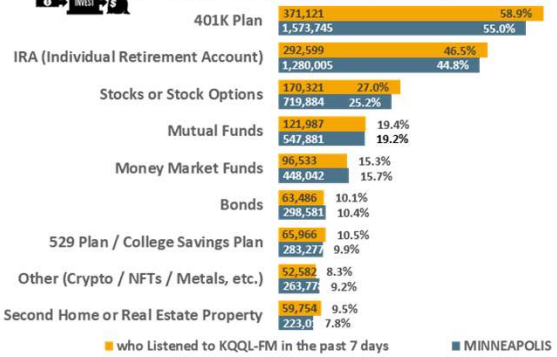


MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 208

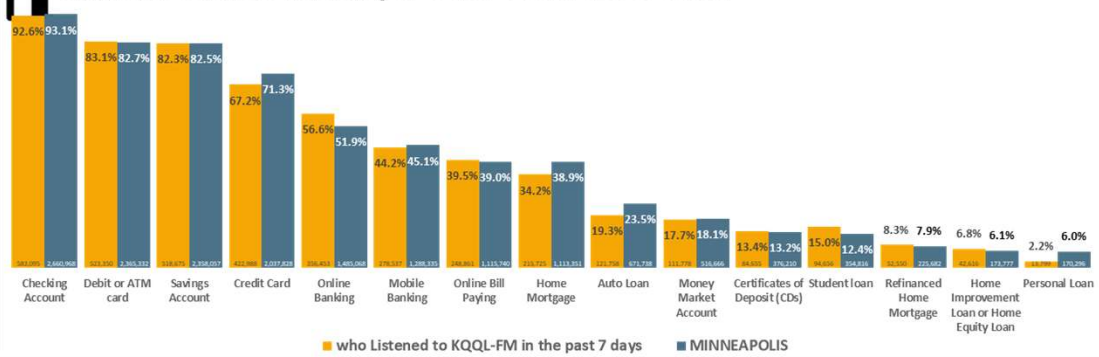
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22.% or 629,905 of MINNEAPOLIS Metro Adults 18 or older Listened to KQQL-FM in the past 7 days. Adults 18 or older who Listened to KQQL-FM in the past 7 days are 7.1% more likely to have a 401K, 17.7% less likely to have an Auto Loan, 23.6% more likely to Invest/Trade Stocks Online, 5.6% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



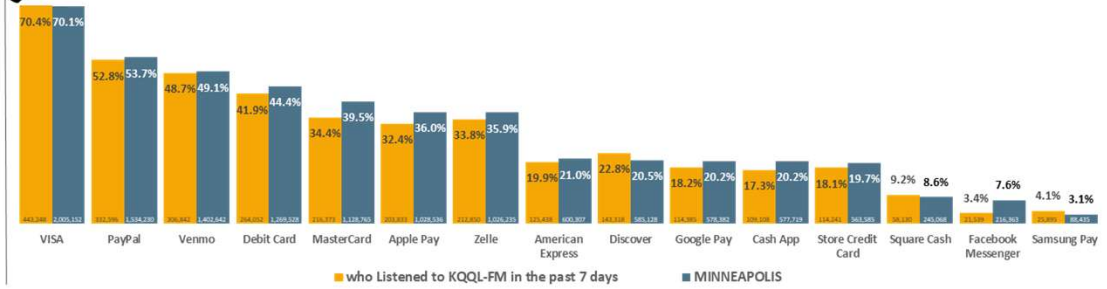
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older

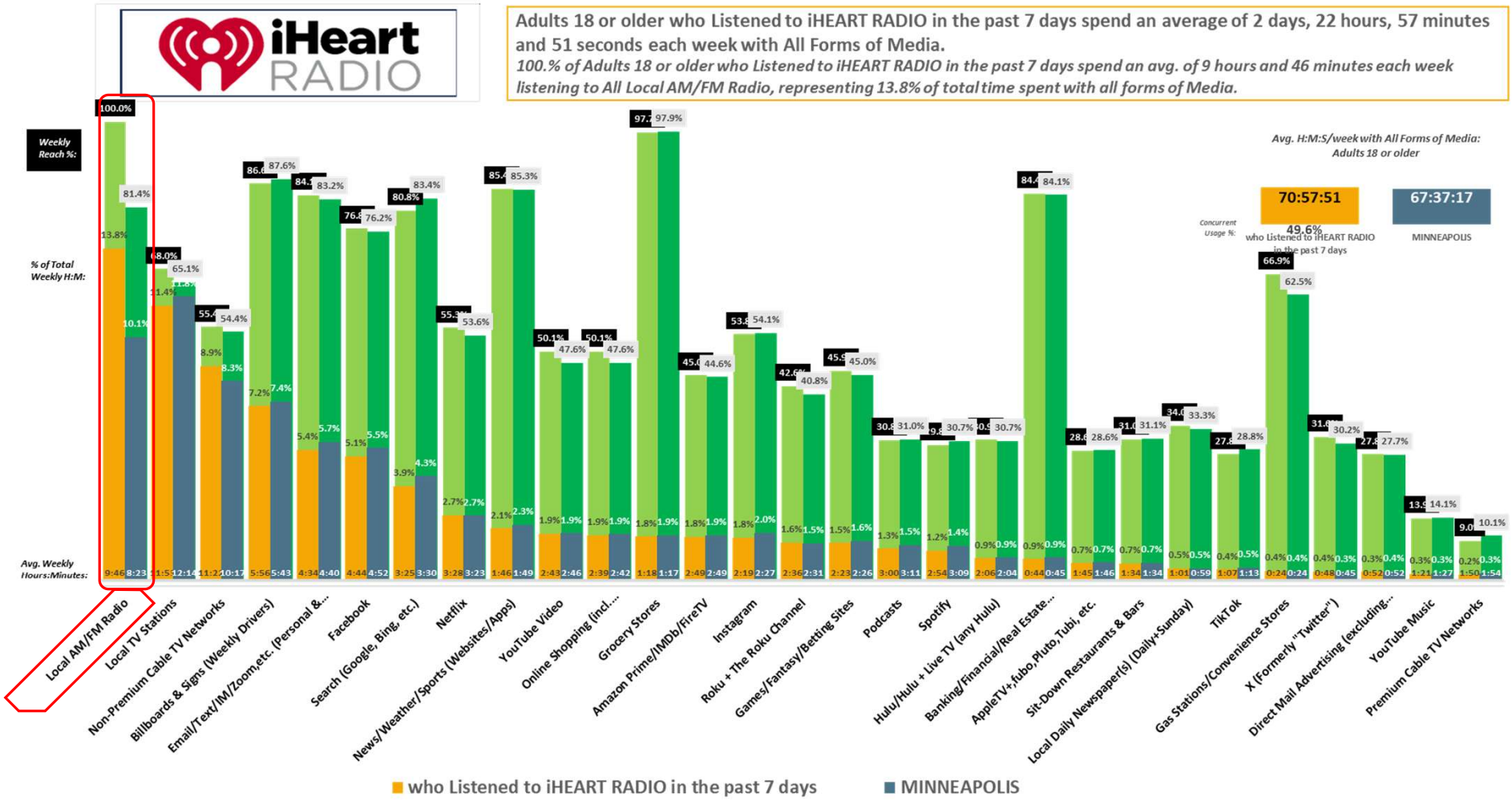


Past 3-Months Payment Methods Used: Adults 18 or older



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

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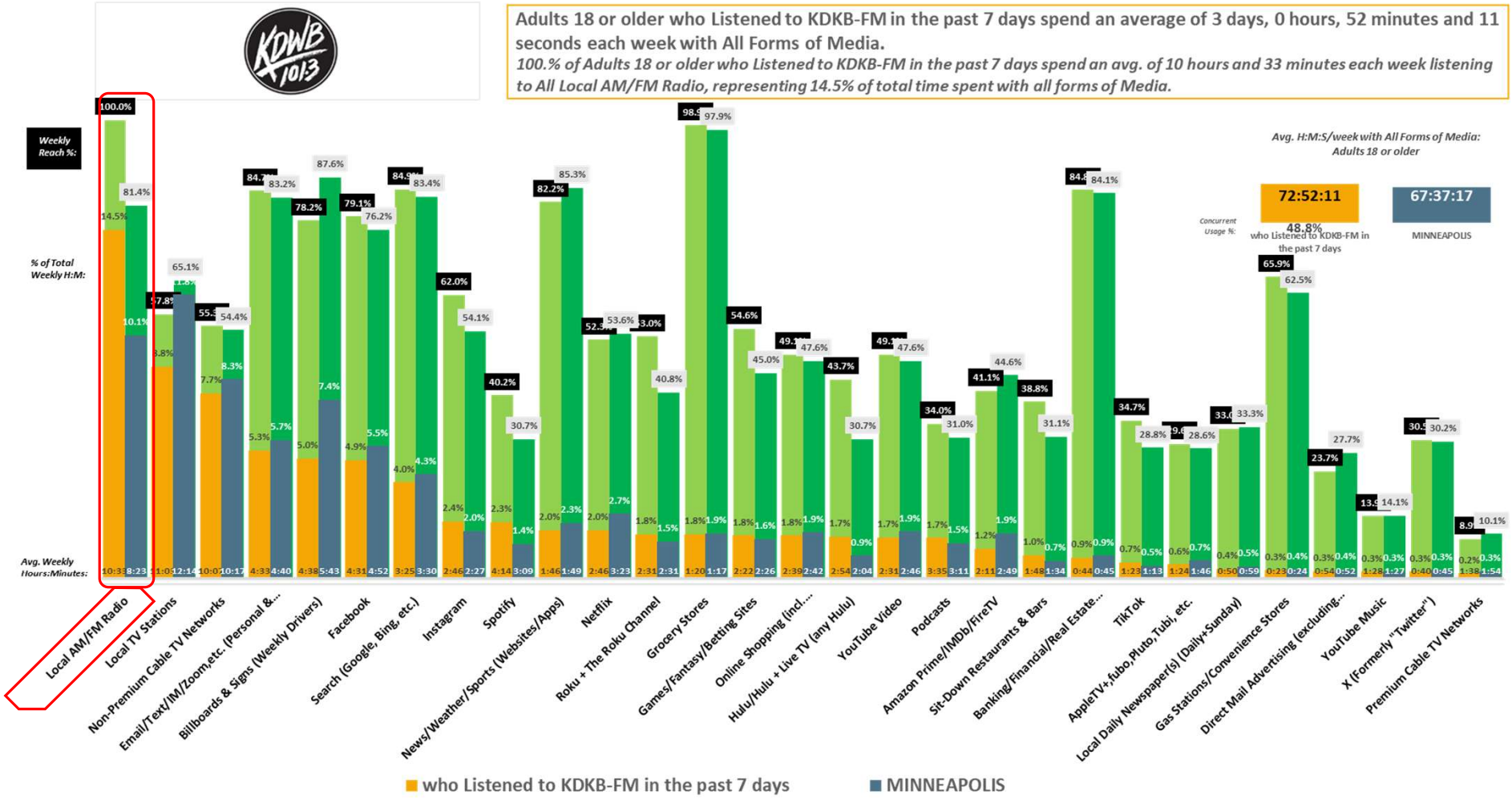


MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 798 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,493

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(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

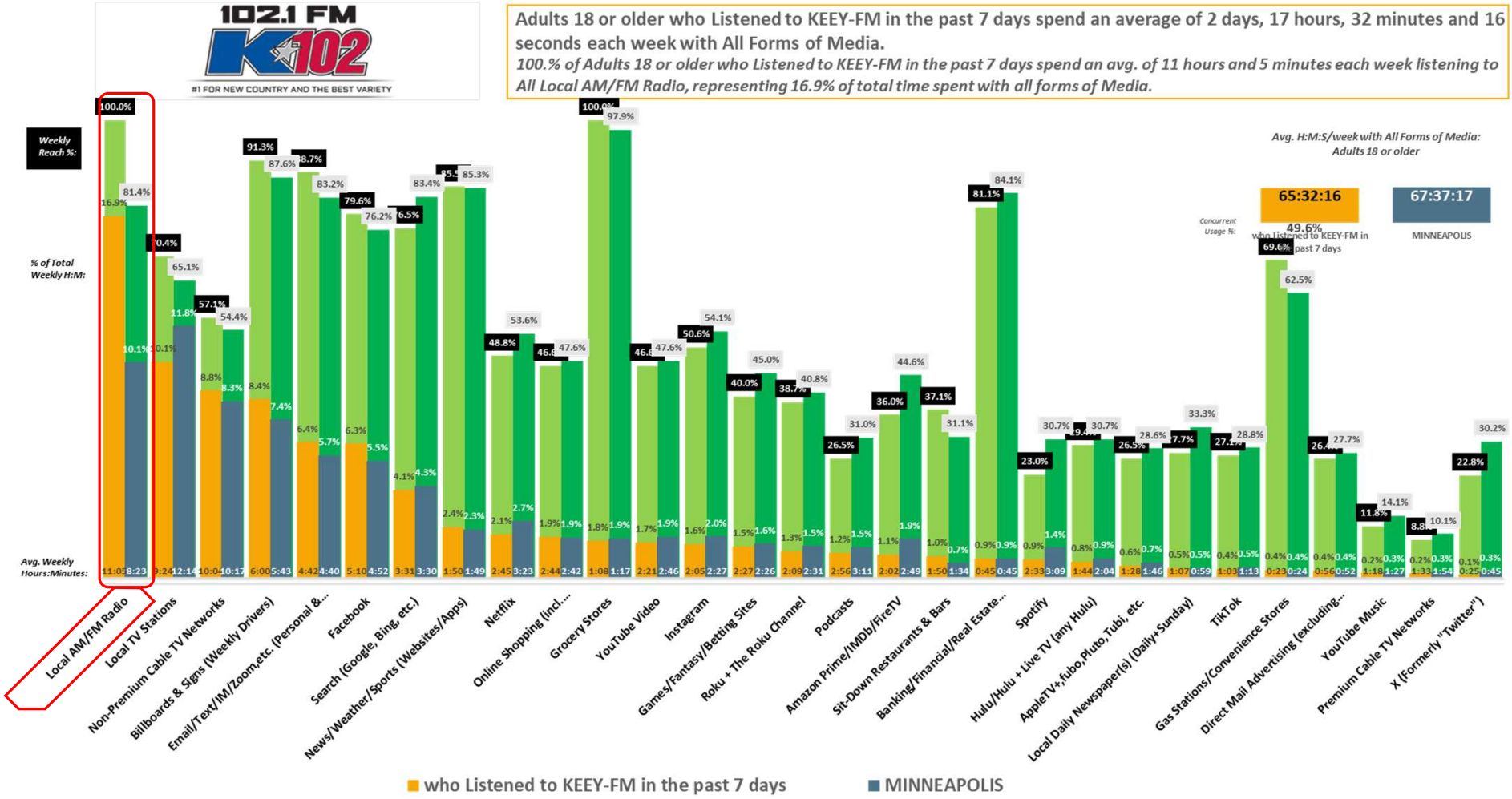


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Radio Stations: KDWB-FM

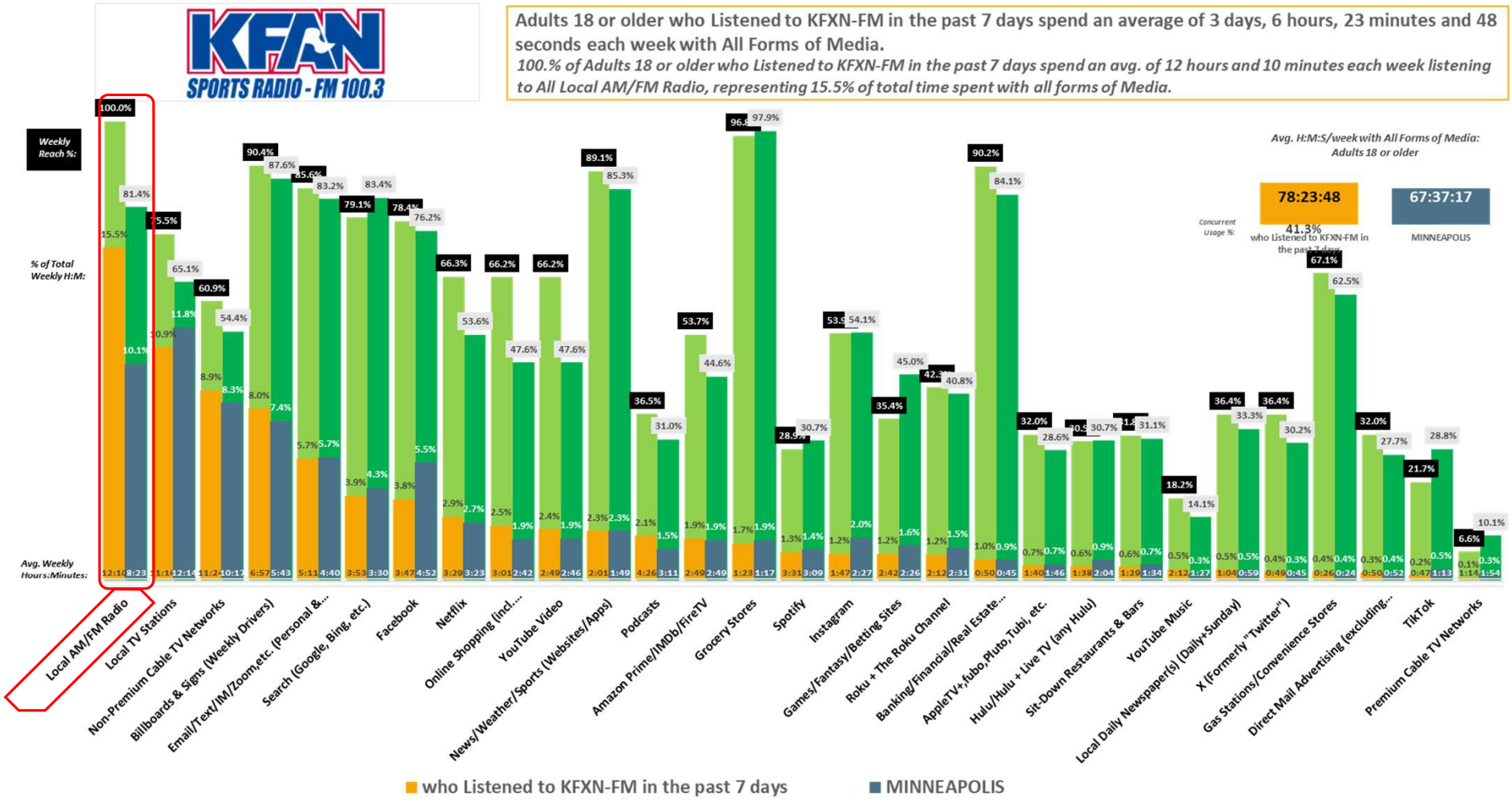


MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 209 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,493

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Radio Stations: KEEY-FM

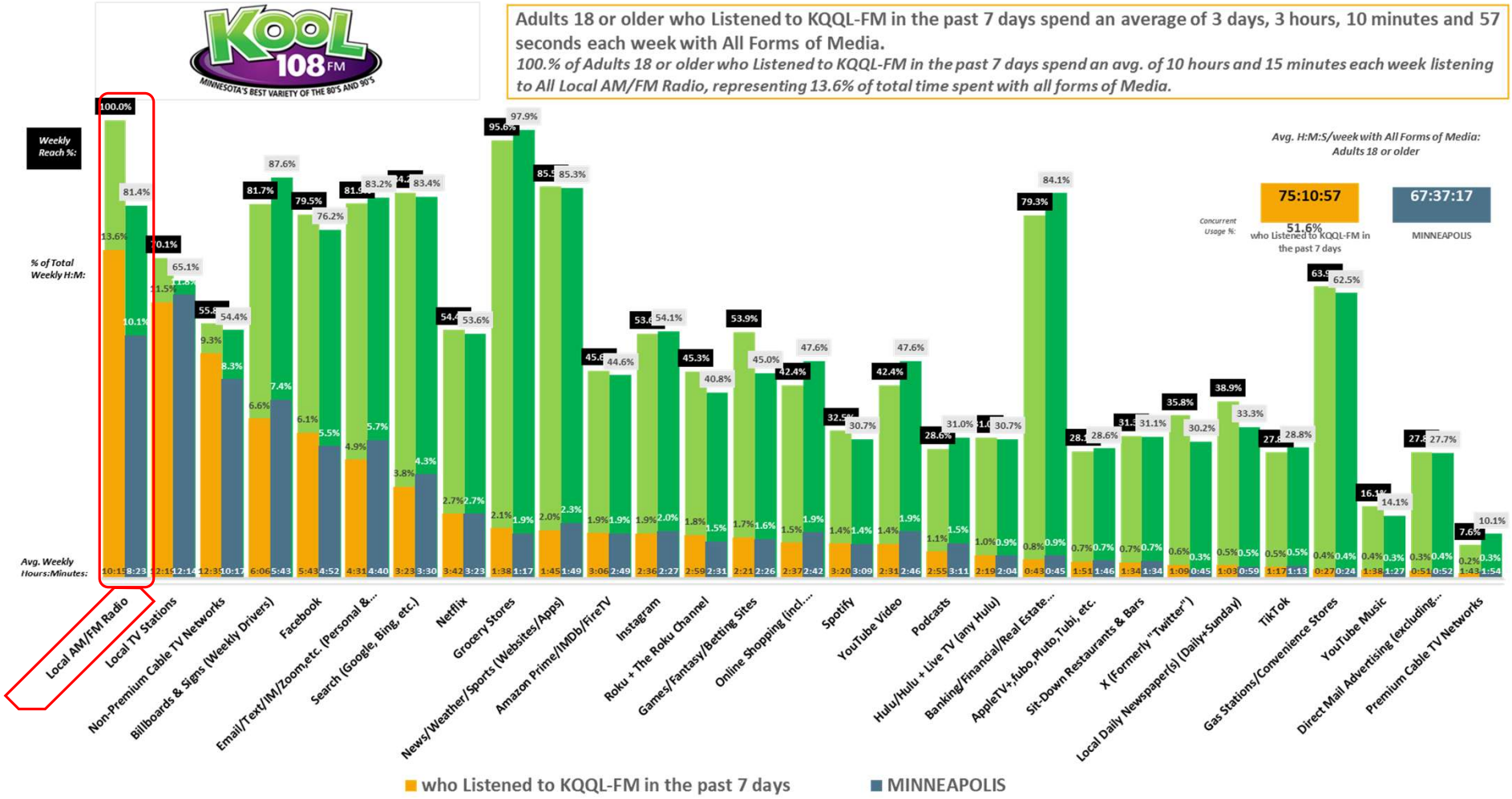


MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 208 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,493

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Radio Stations: KFXN-FM

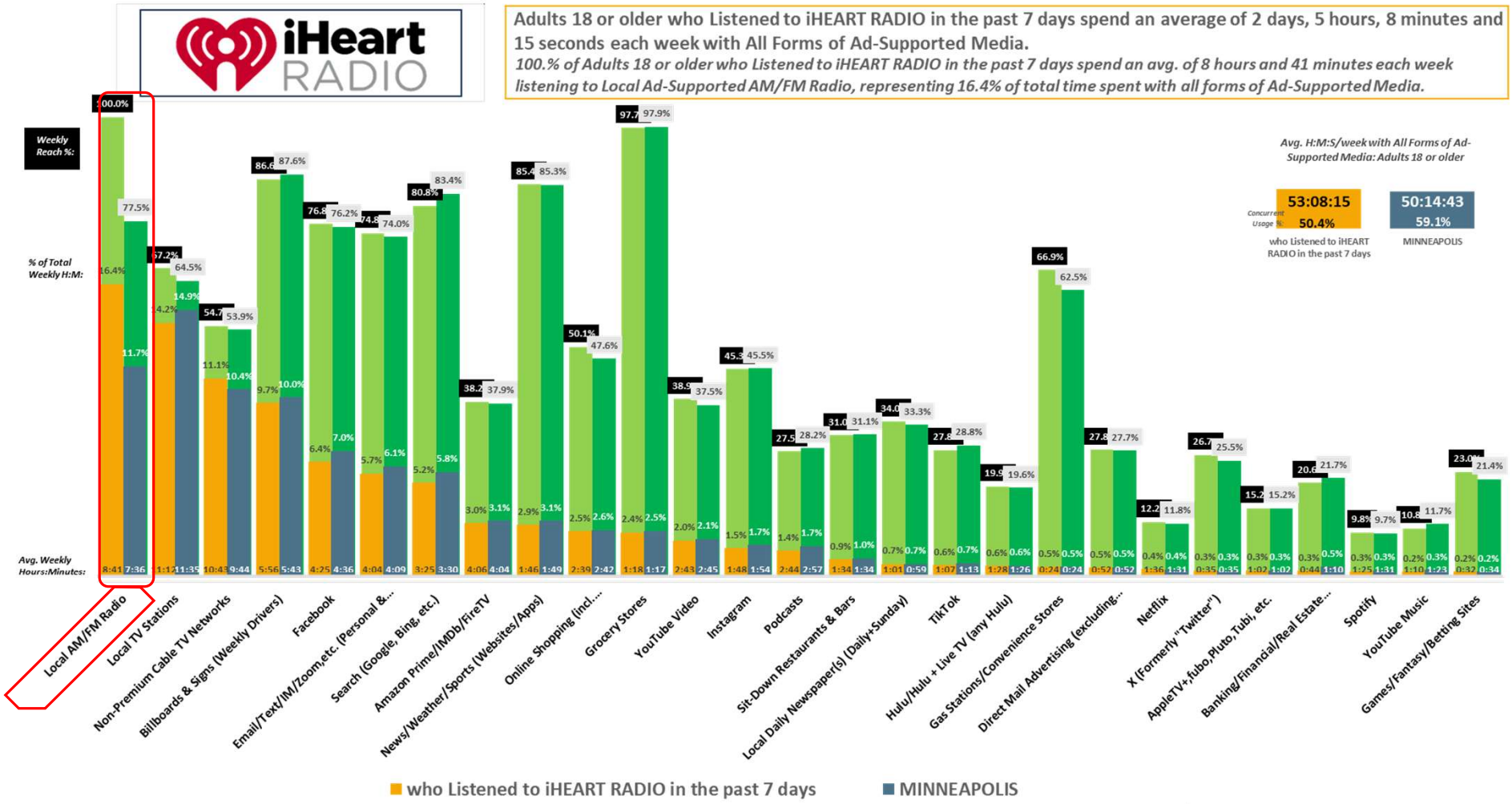


MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 323 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,493

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Radio Stations: KQQL-FM

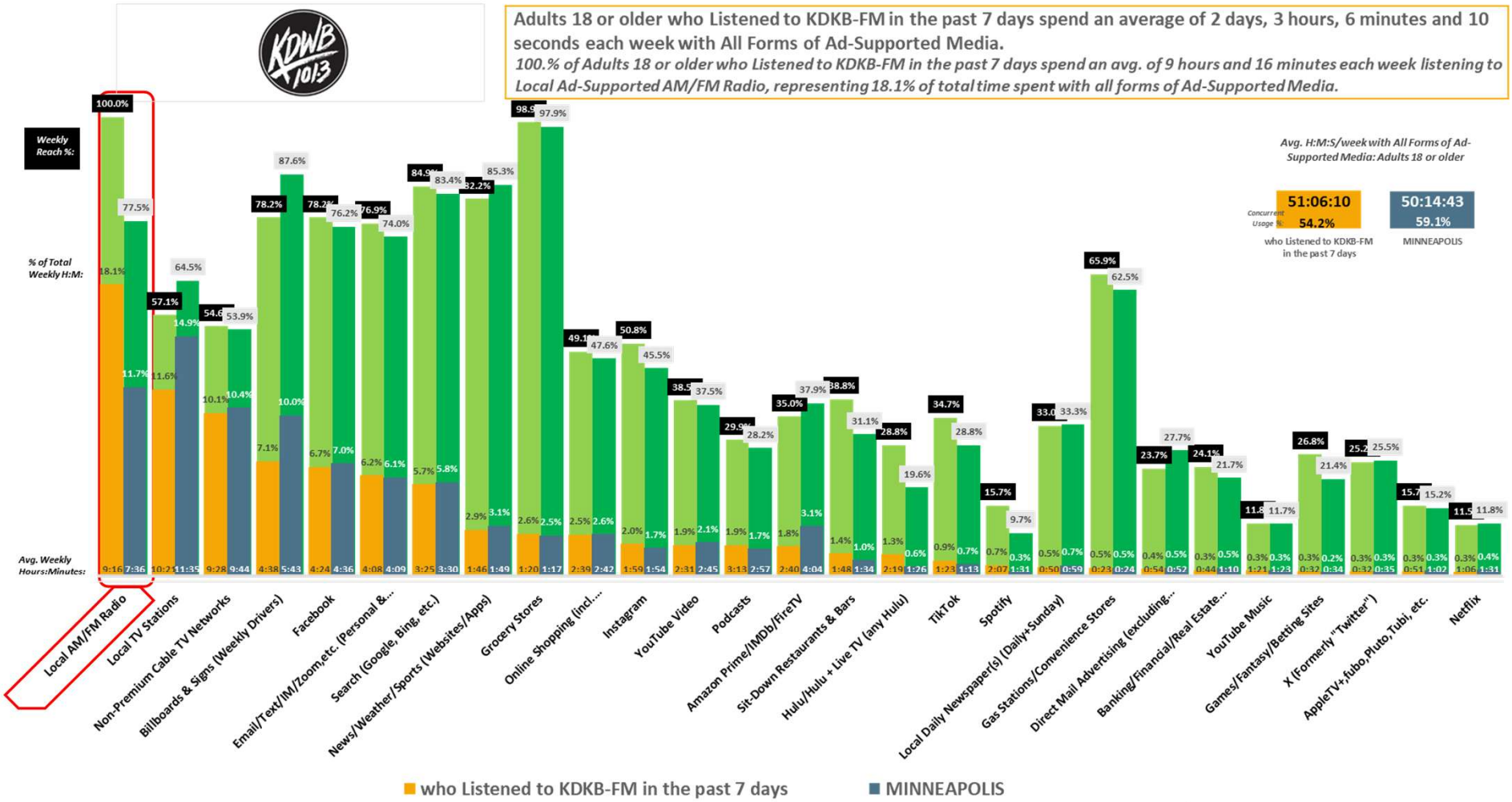


MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 798 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,493

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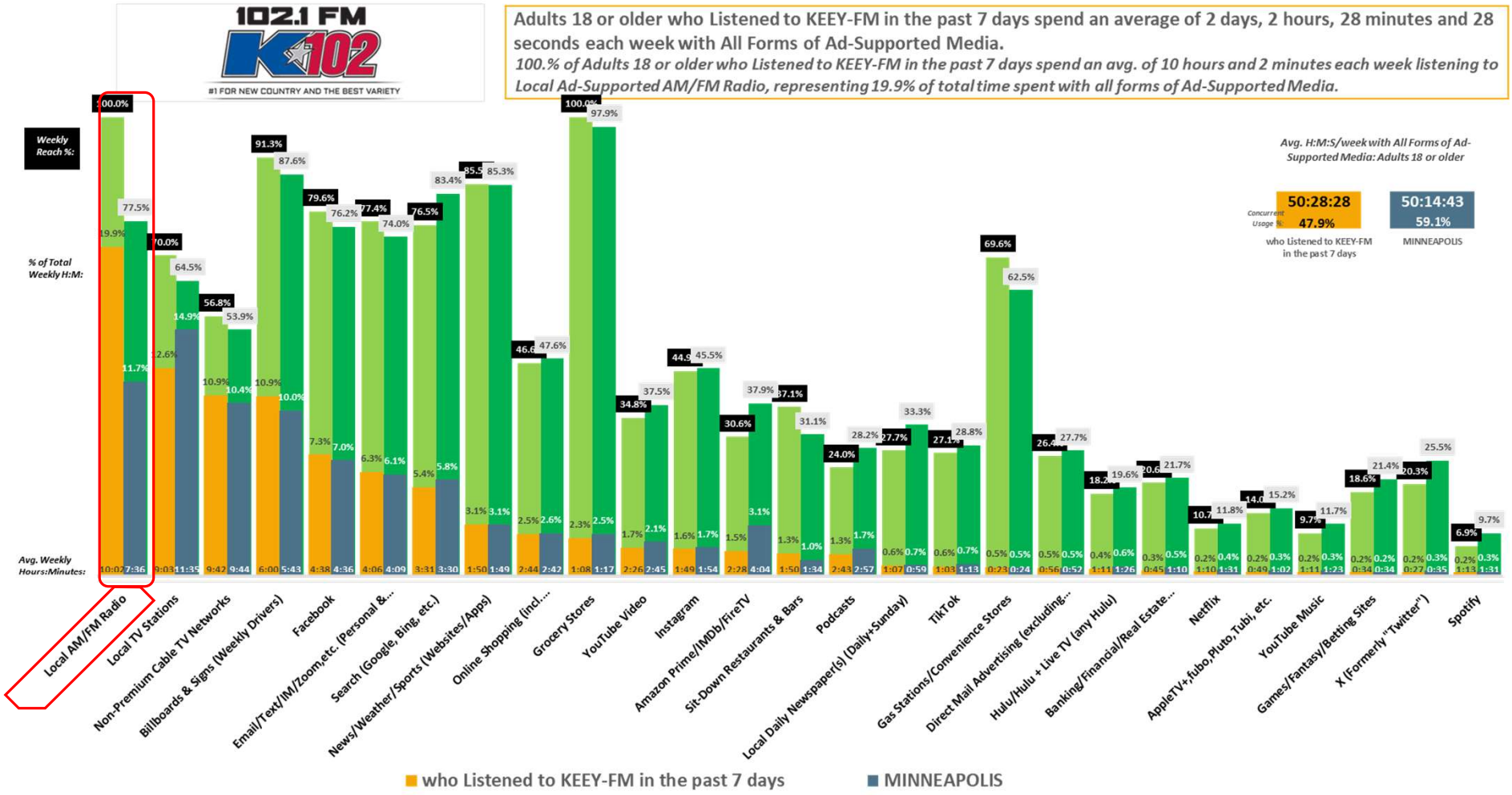


MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 215 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,493

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Radio Stations: KDWB-FM



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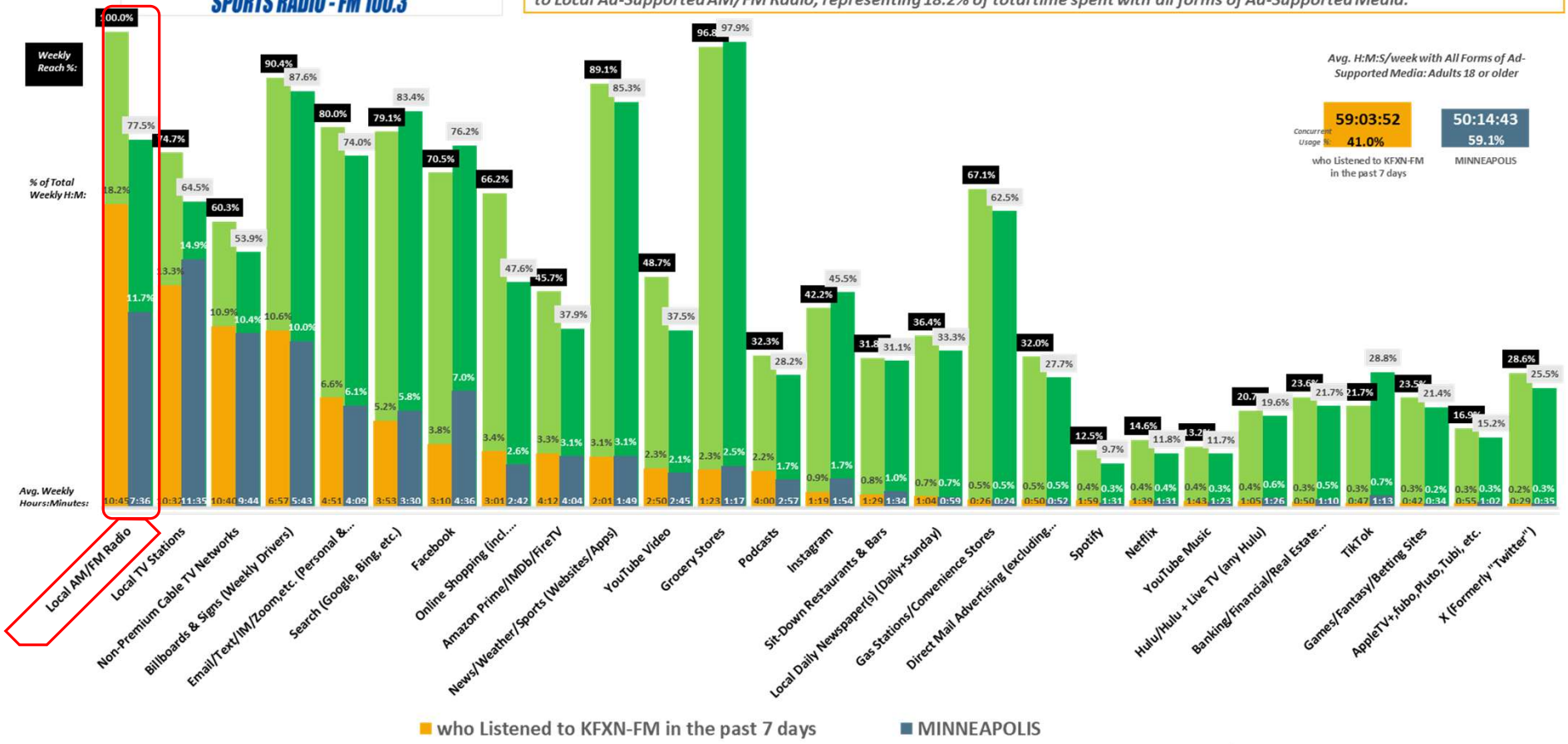
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Radio Stations: KEEY-FM

KFAN SPORTS RADIO - FM 100.3

Adults 18 or older who Listened to KFXN-FM in the past 7 days spend an average of 2 days, 11 hours, 3 minutes and 52 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who Listened to KFXN-FM in the past 7 days spend an avg. of 10 hours and 45 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 18.2% of total time spent with all forms of Ad-Supported Media.

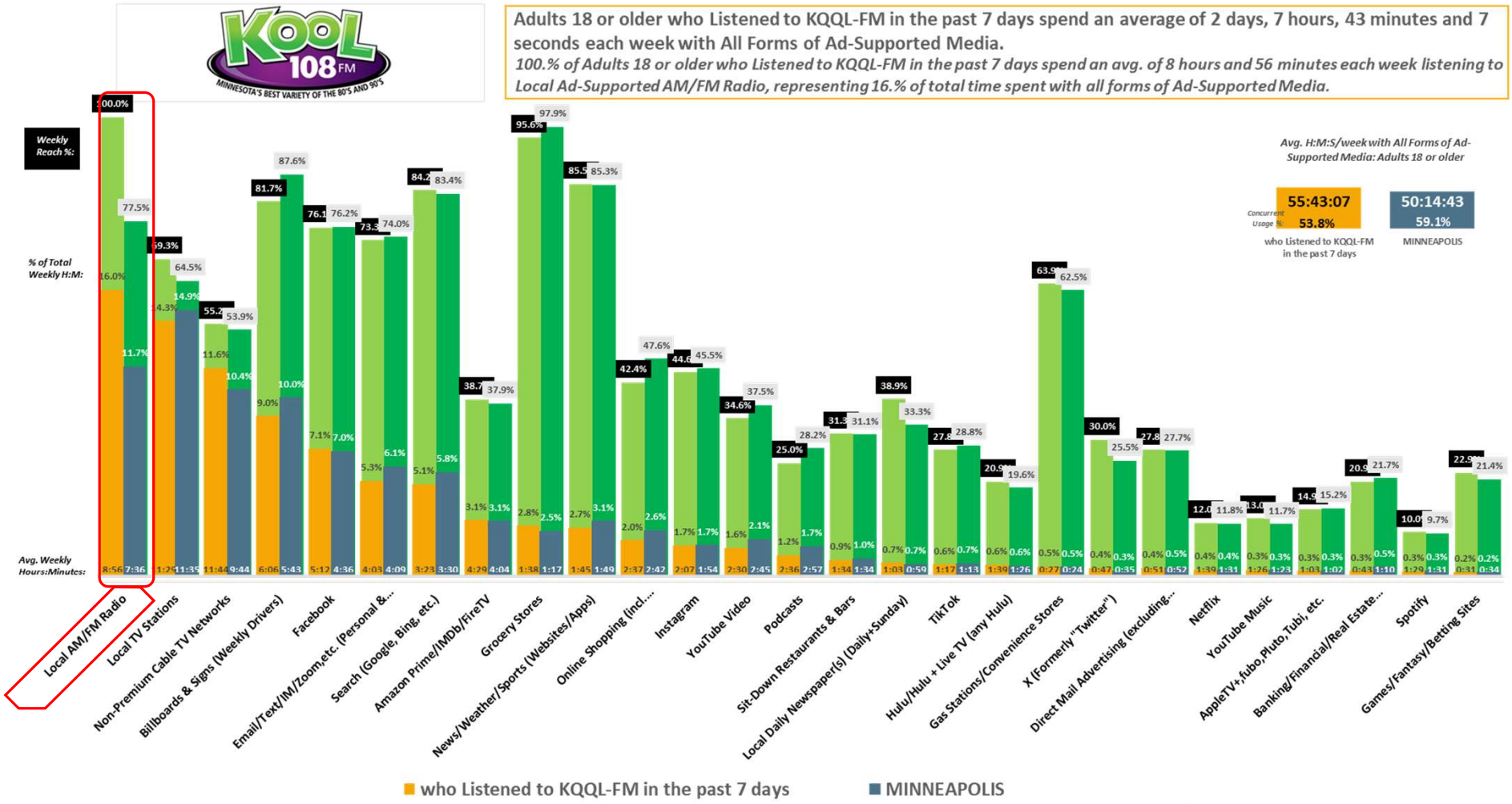


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Radio Stations: KFXN-FM



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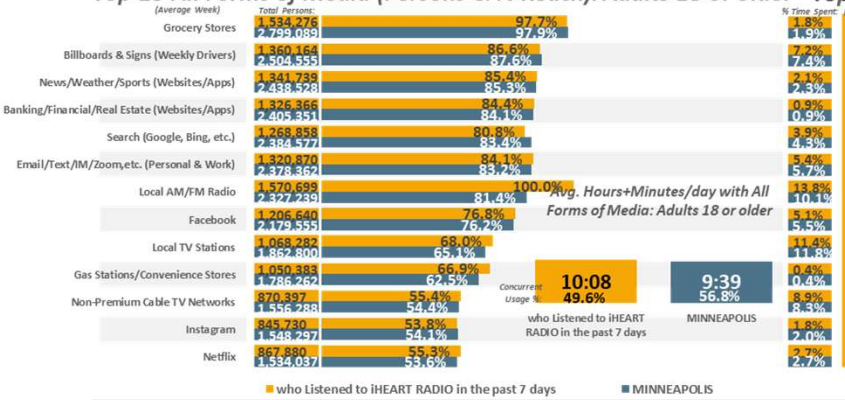
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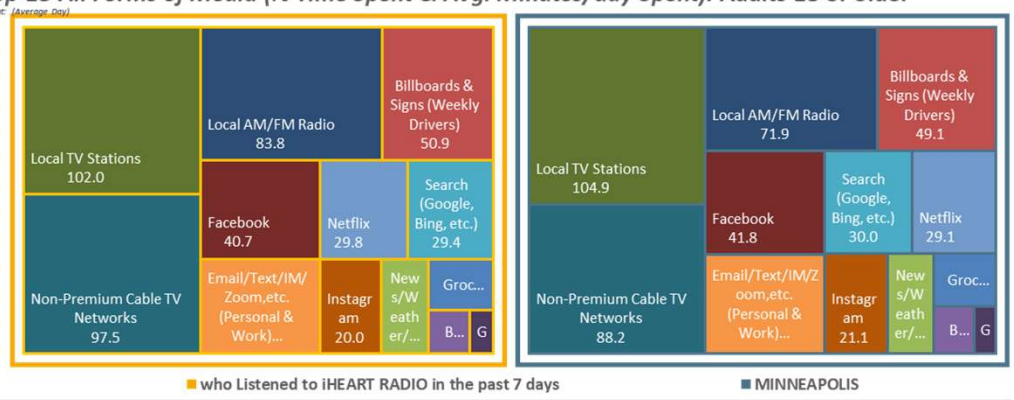
Radio Stations: KQQL-FM

Adults 18 or older who Listened to iHEART RADIO in the past 7 days spend an average of 7 hours and 35 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 74.5 minutes/day. *(Local Radio delivers 16.4% of Time with Ad-Supported Media.)*

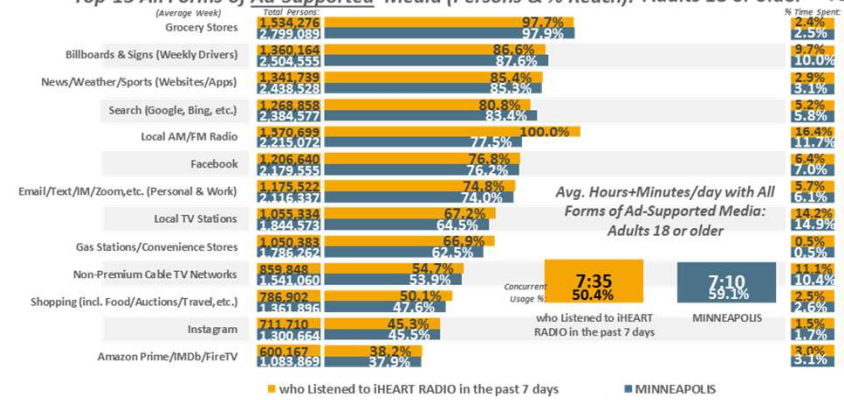
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



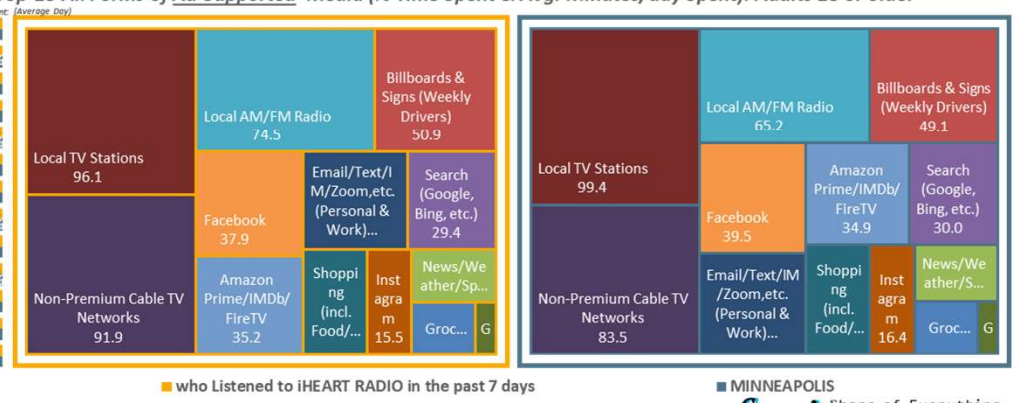
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 798

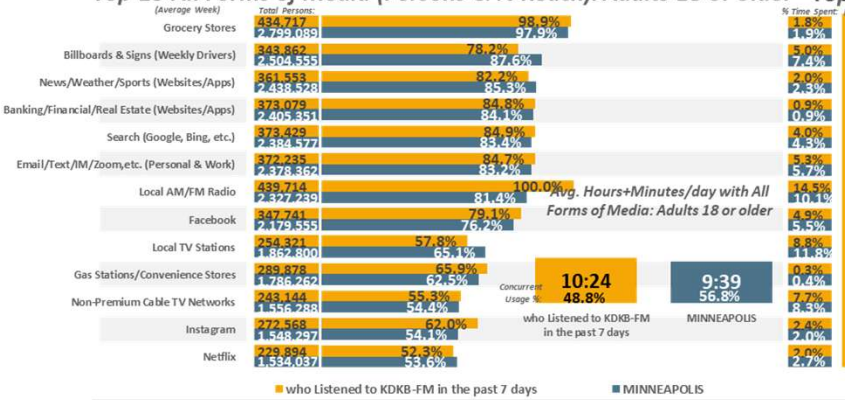
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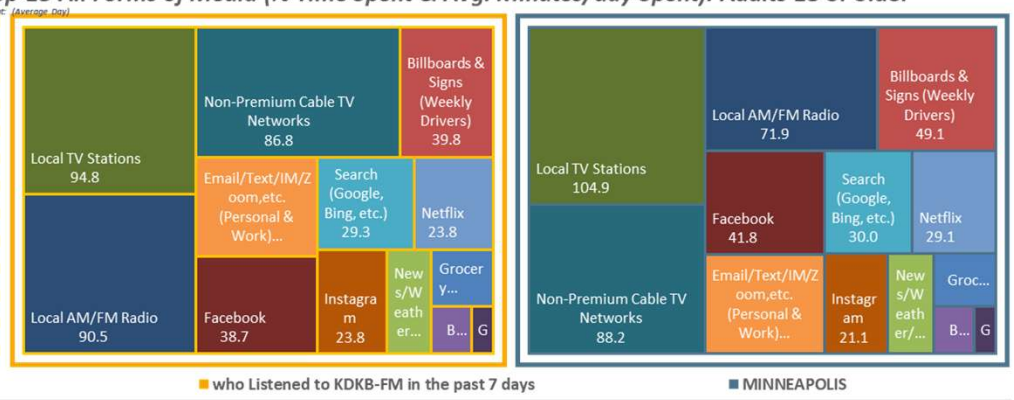
(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

Adults 18 or older who Listened to KDKB-FM in the past 7 days spend an average of 7 hours and 18 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 79.5 minutes/day. *(Local Radio delivers 18.1% of Time with Ad-Supported Media.)*

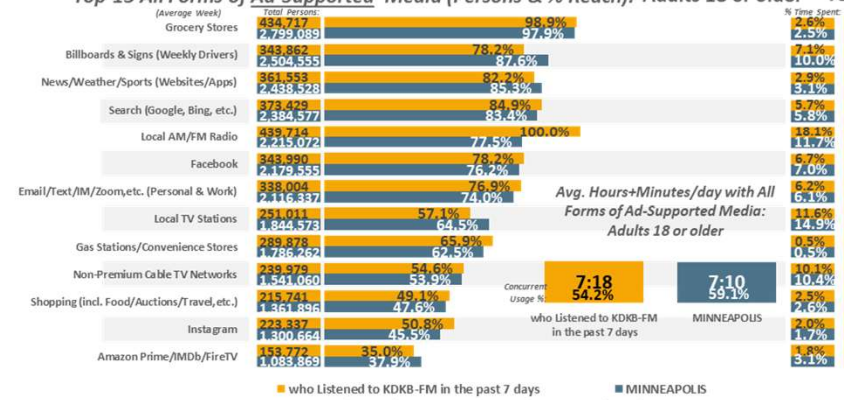
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



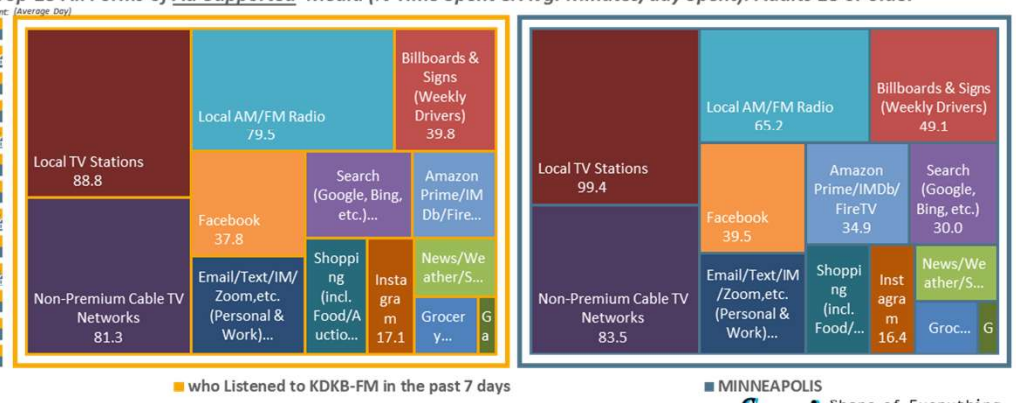
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 215

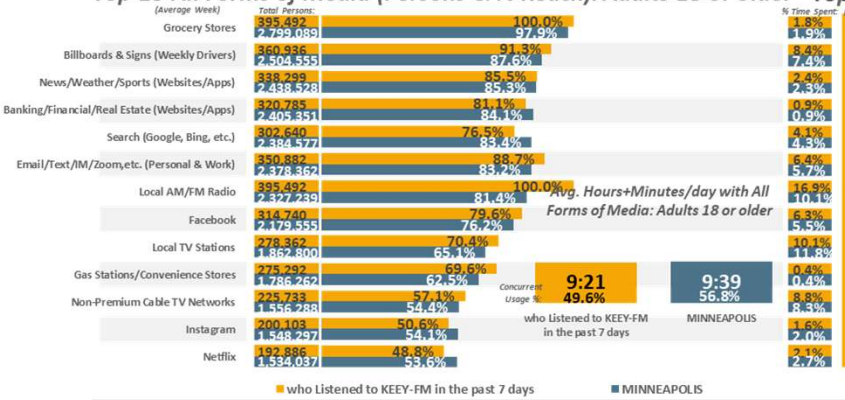
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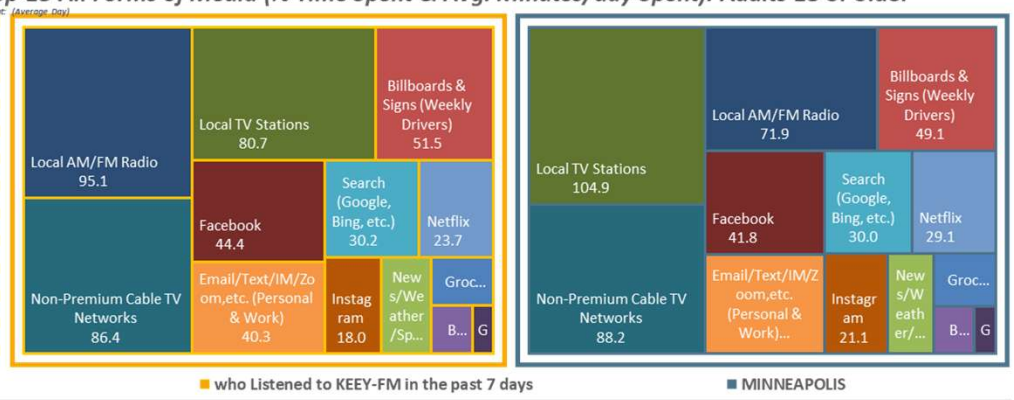
Radio Stations: KDWB-FM

Adults 18 or older who Listened to KEEY-FM in the past 7 days spend an average of 7 hours and 12 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 86. minutes/day. *(Local Radio delivers 19.9% of Time with Ad-Supported Media.)*

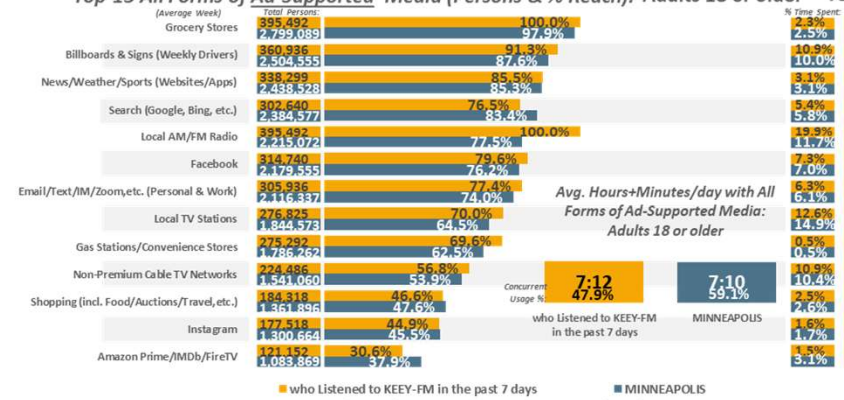
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



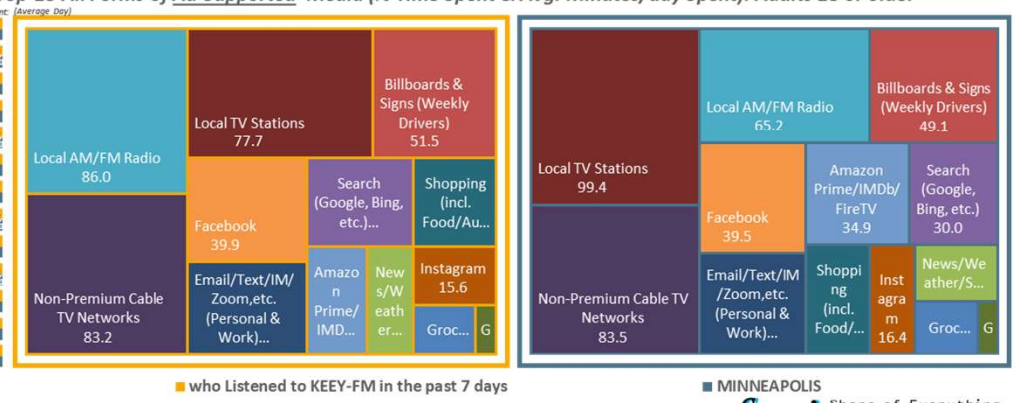
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 209

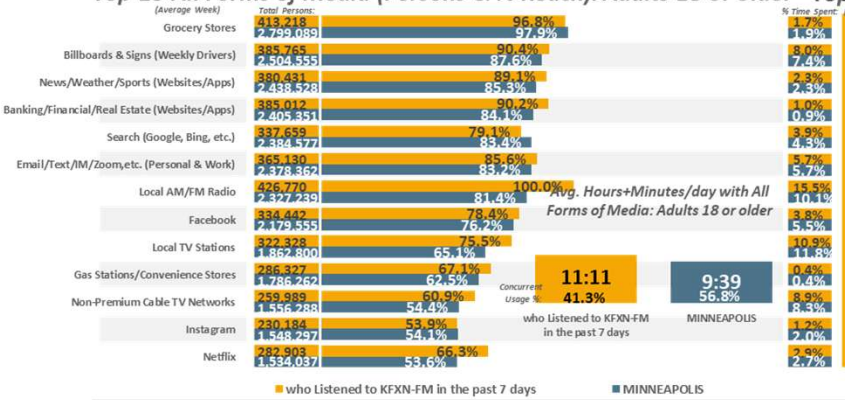
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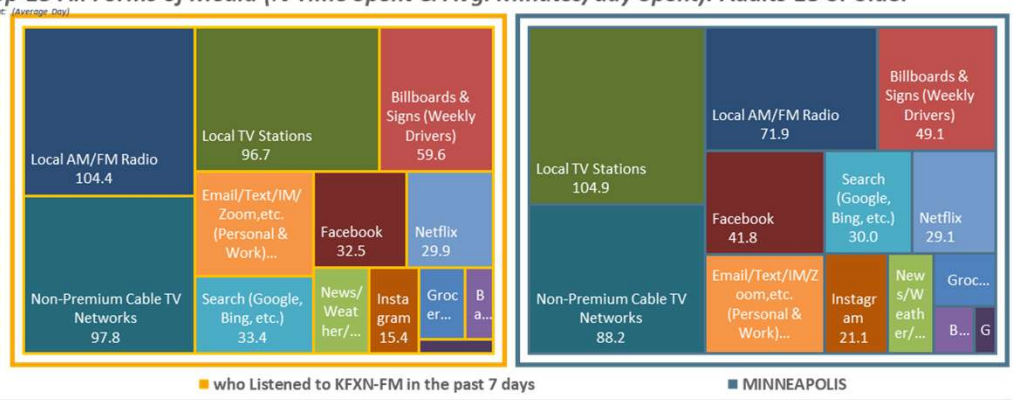
Radio Stations: KEEY-FM

Adults 18 or older who Listened to KFXN-FM in the past 7 days spend an average of 8 hours and 26 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 92.2 minutes/day. *(Local Radio delivers 18.2% of Time with Ad-Supported Media.)*

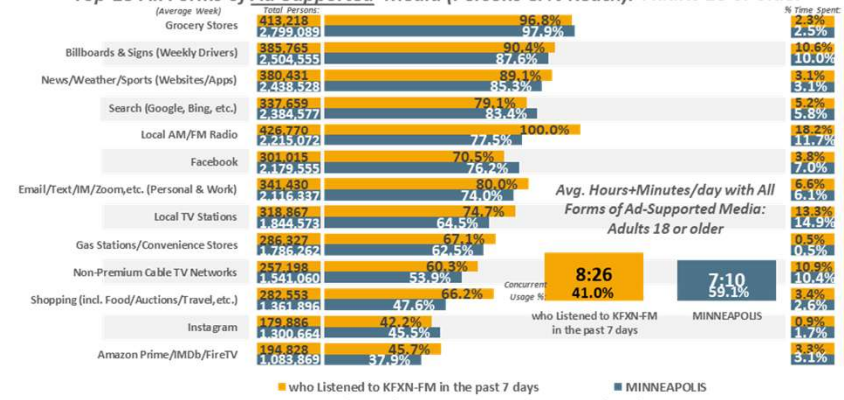
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



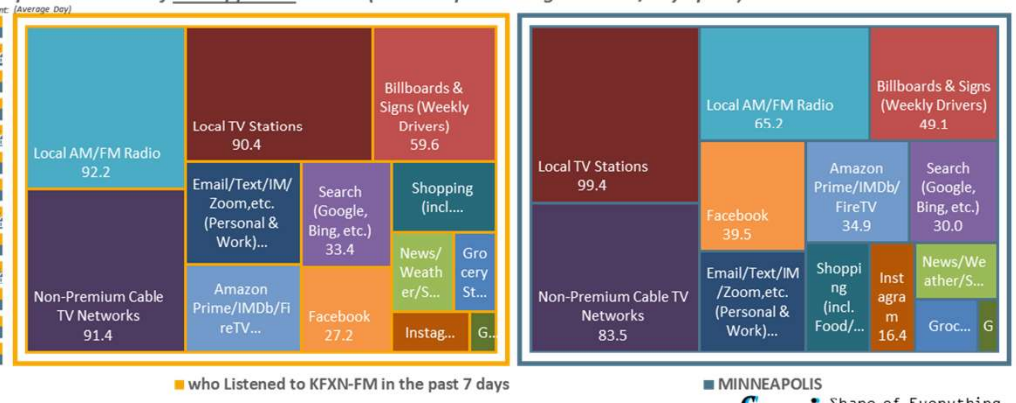
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 208

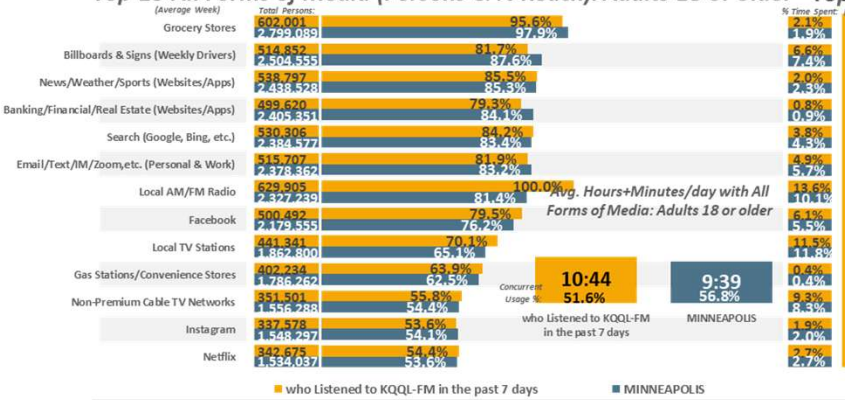
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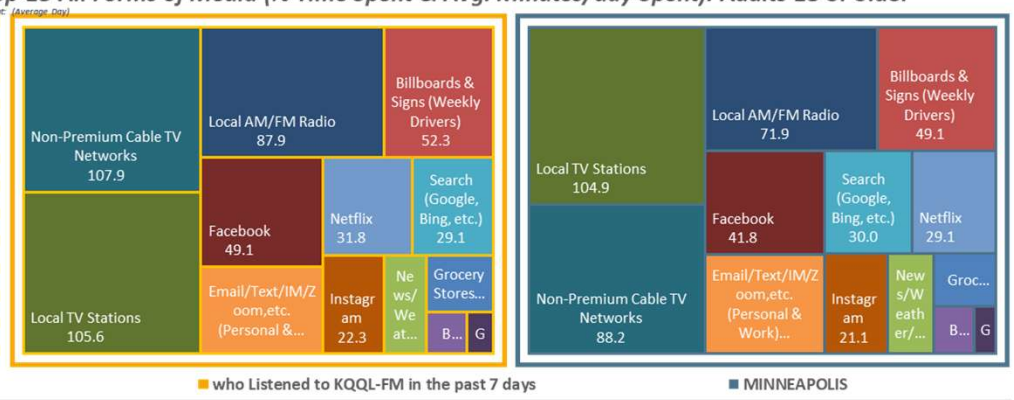
Radio Stations: KFXN-FM

Adults 18 or older who Listened to KQQL-FM in the past 7 days spend an average of 7 hours and 57 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 76.6 minutes/day. *(Local Radio delivers 16.% of Time with Ad-Supported Media.)*

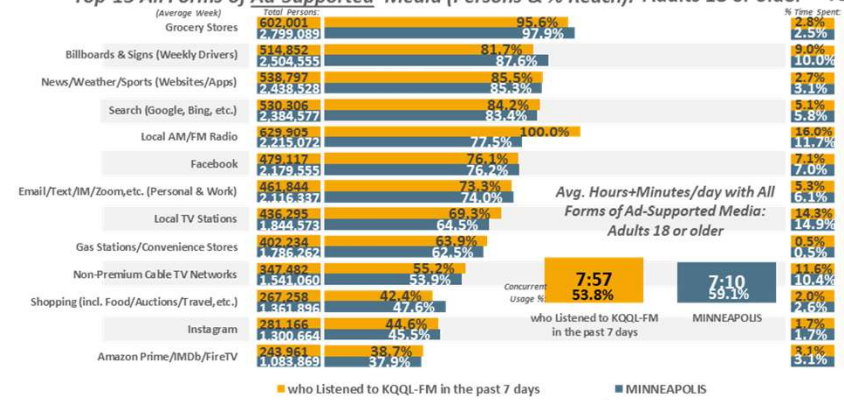
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



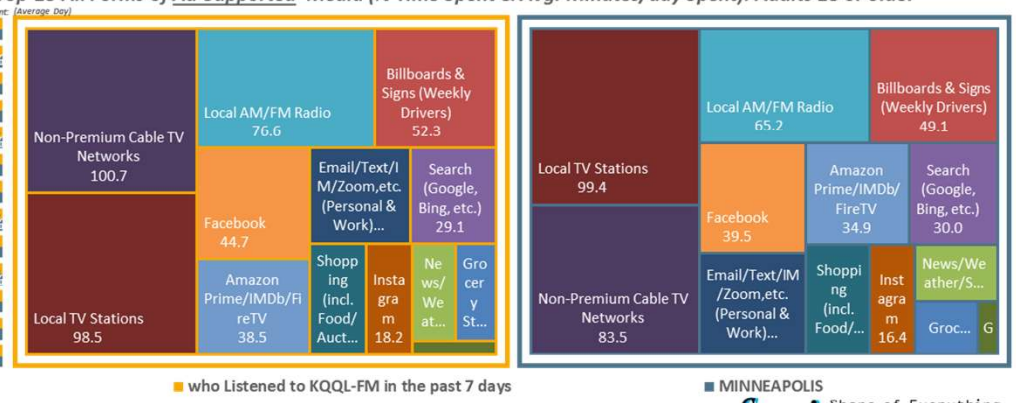
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

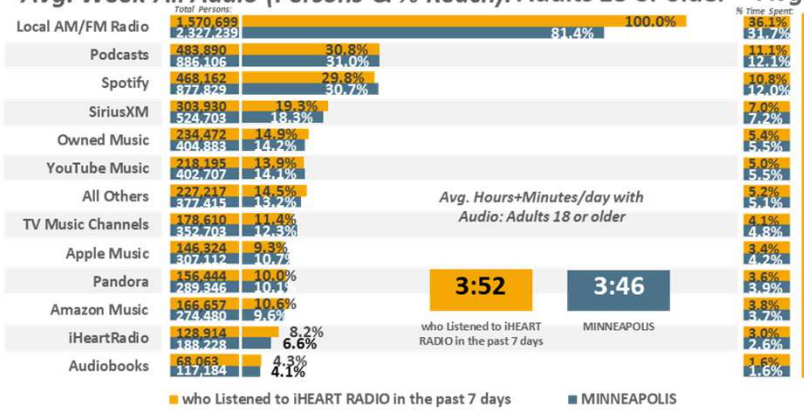
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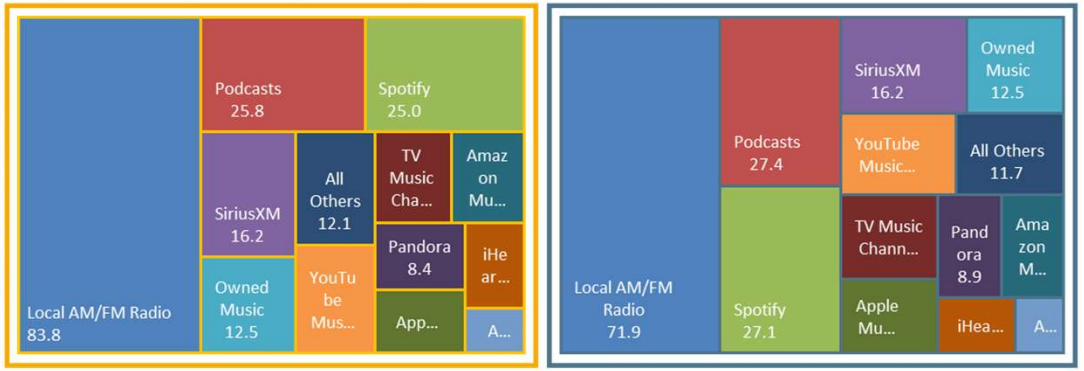
Radio Stations: KQQL-FM

1,570,699 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 74.5 minutes every day representing 46.3% of all time spent daily with Ad-Supported Audio.

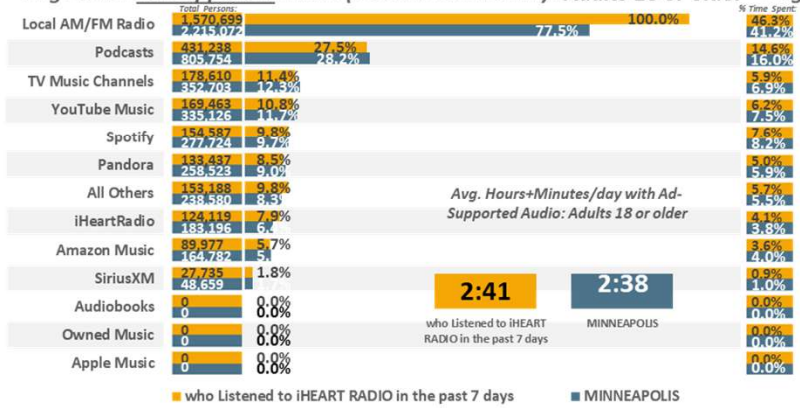
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



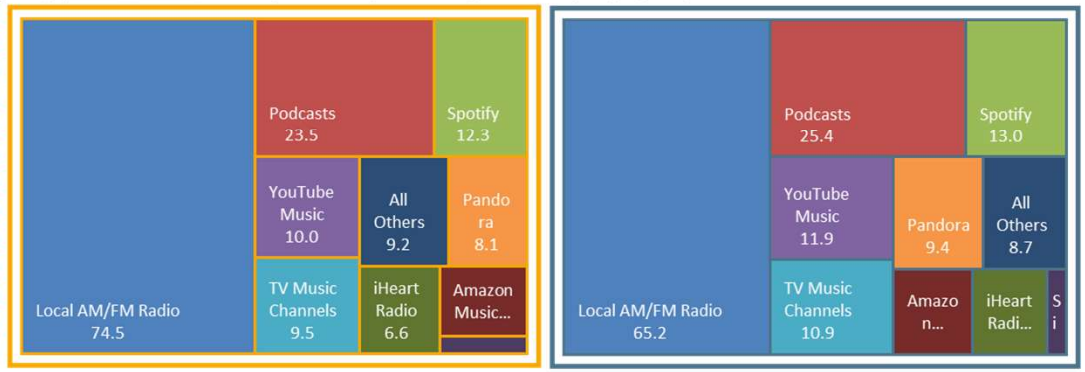
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 798

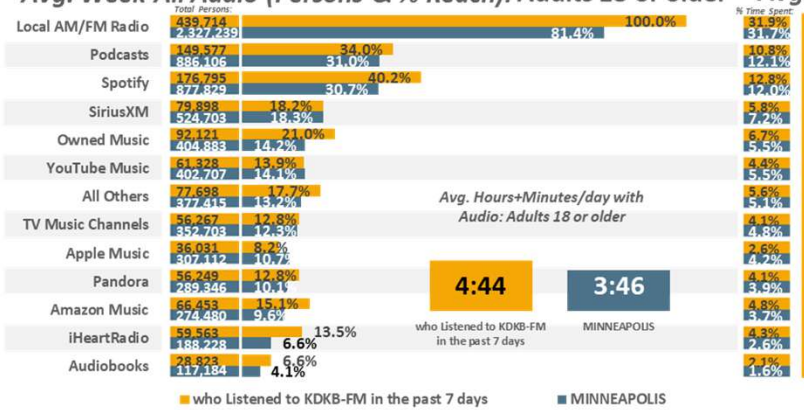
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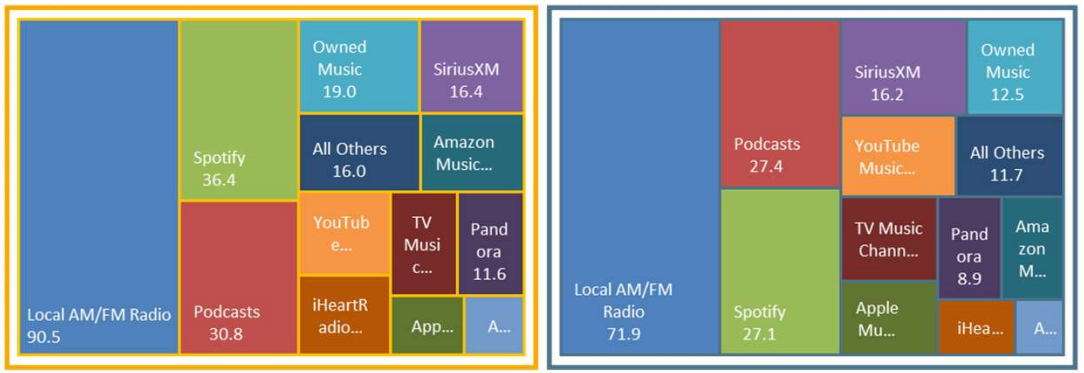
(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

439,714 or 100.% of Adults 18 or older who Listened to KDKB-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 79.5 minutes every day representing 41.2% of all time spent daily with Ad-Supported Audio.

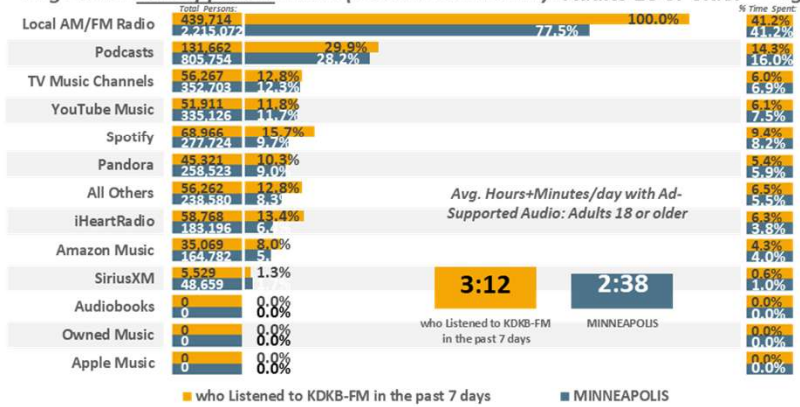
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



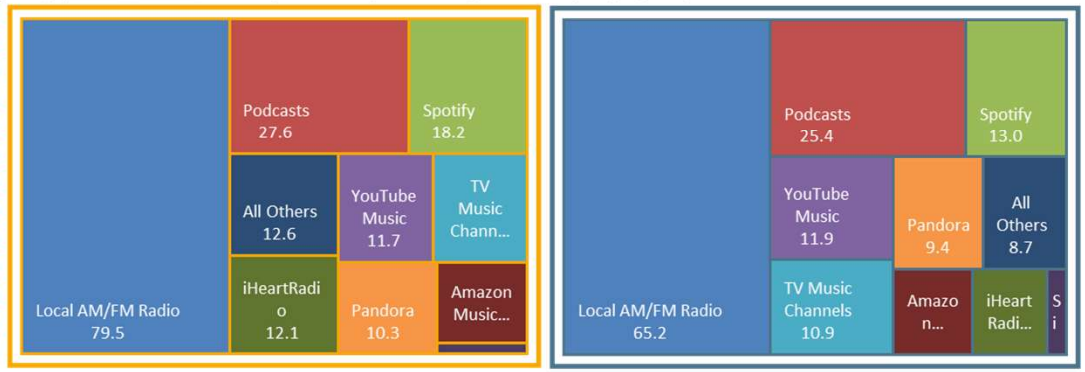
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 215

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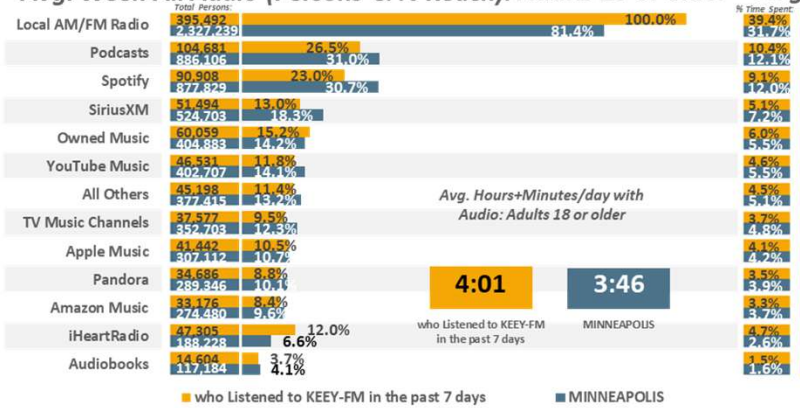
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Radio Stations: KDWB-FM

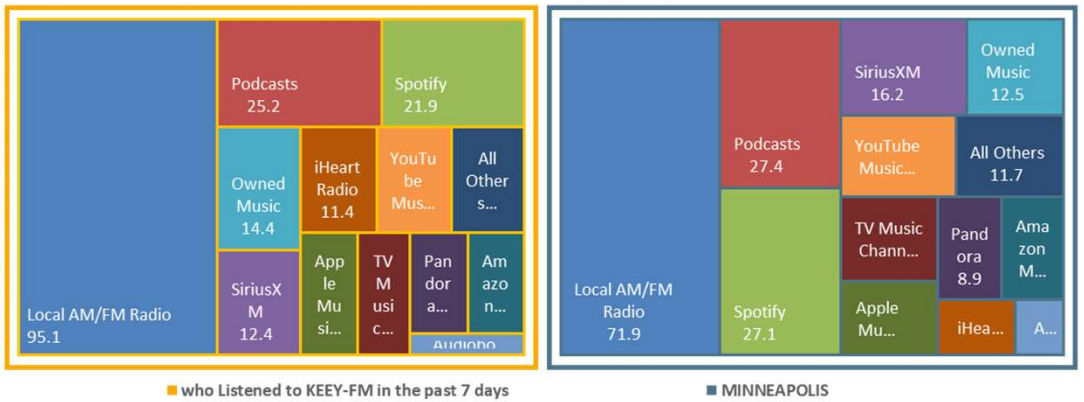
102.1 FM K102
#1 FOR NEW COUNTRY AND THE BEST VARIETY

395,492 or 100.% of Adults 18 or older who Listened to KEEY-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 86. minutes every day representing 49.9% of all time spent daily with Ad-Supported Audio.

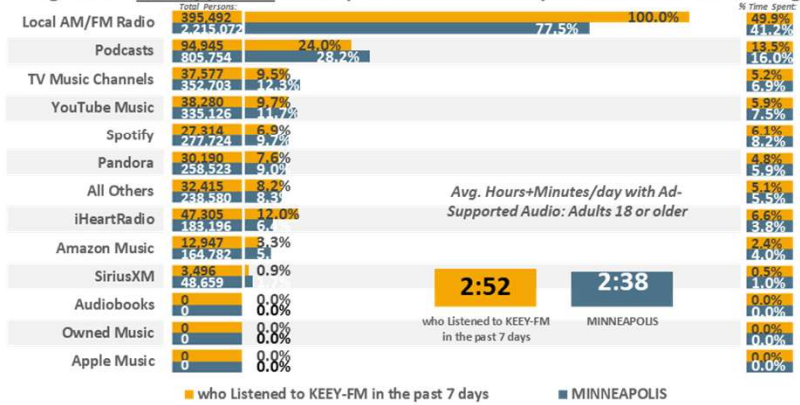
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



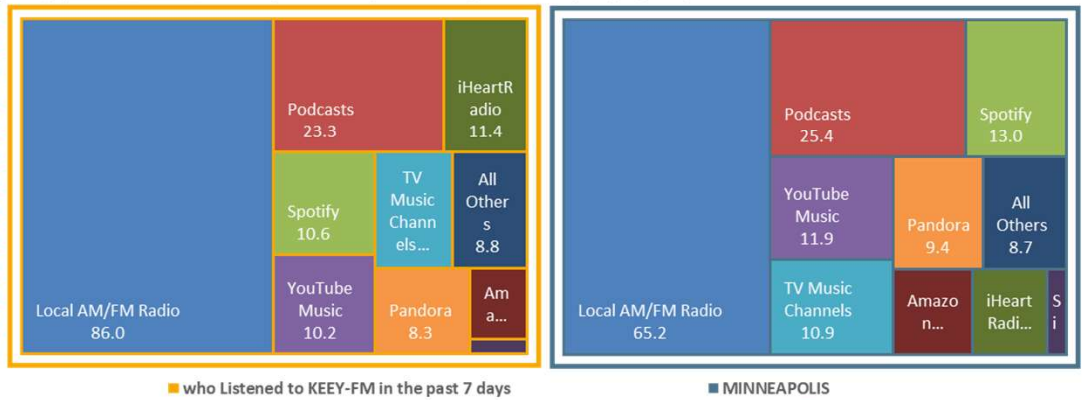
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 209

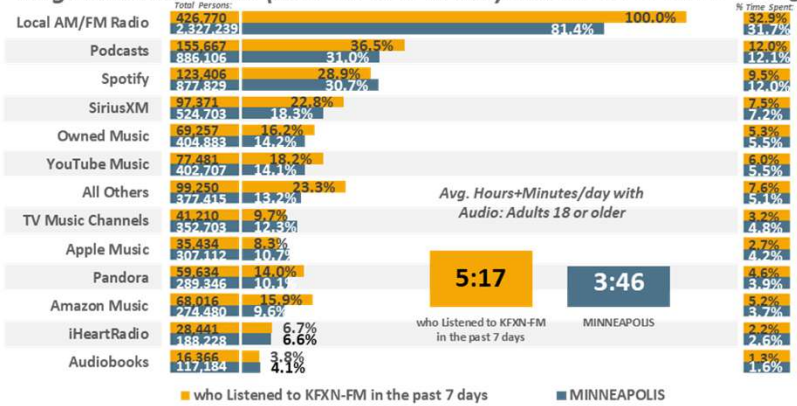
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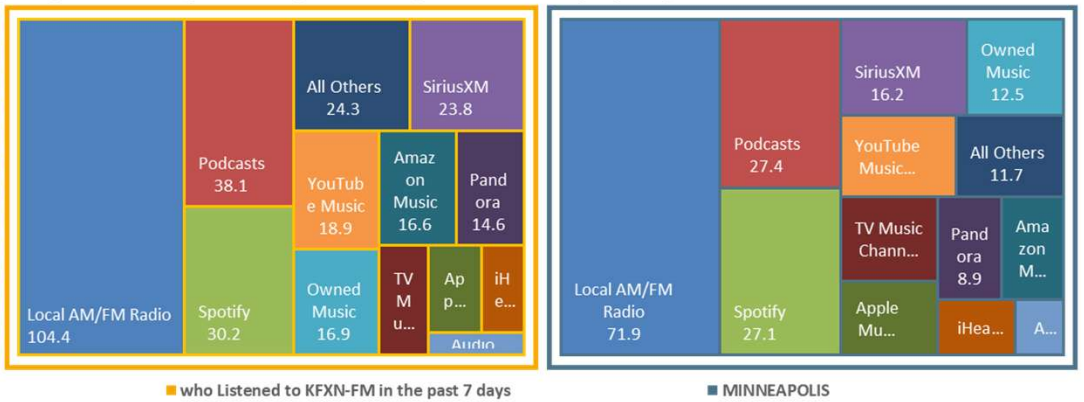
Radio Stations: KEEY-FM

426,770 or 100.% of Adults 18 or older who Listened to KFXN-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 92.2 minutes every day representing 41.4% of all time spent daily with Ad-Supported Audio.

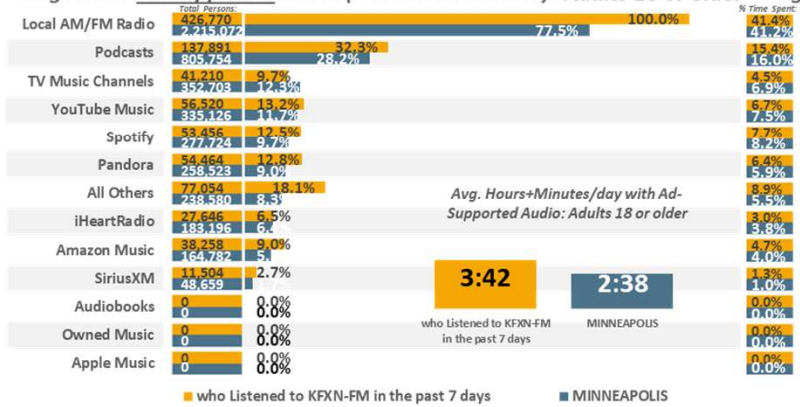
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



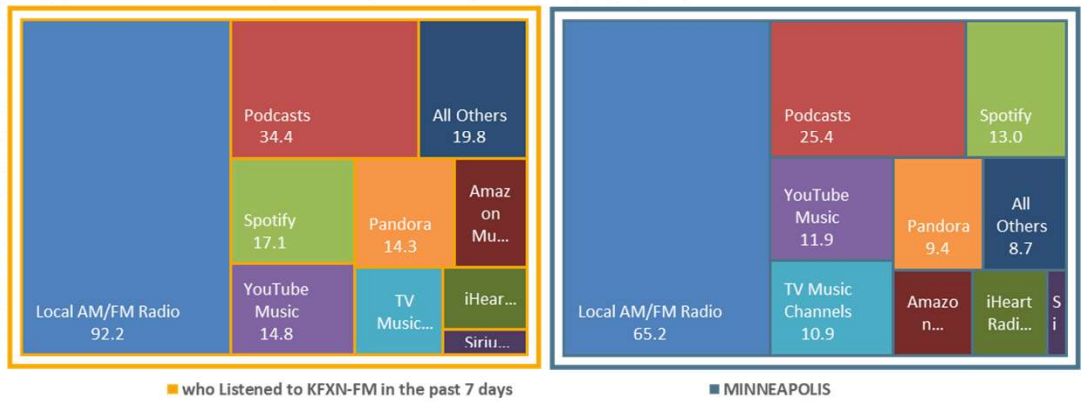
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 208

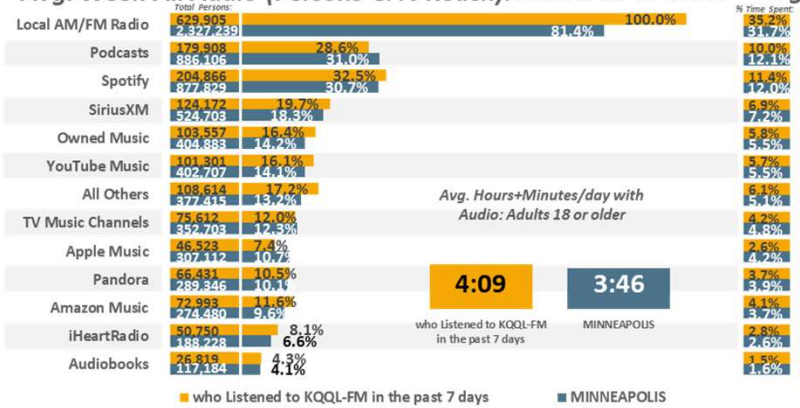
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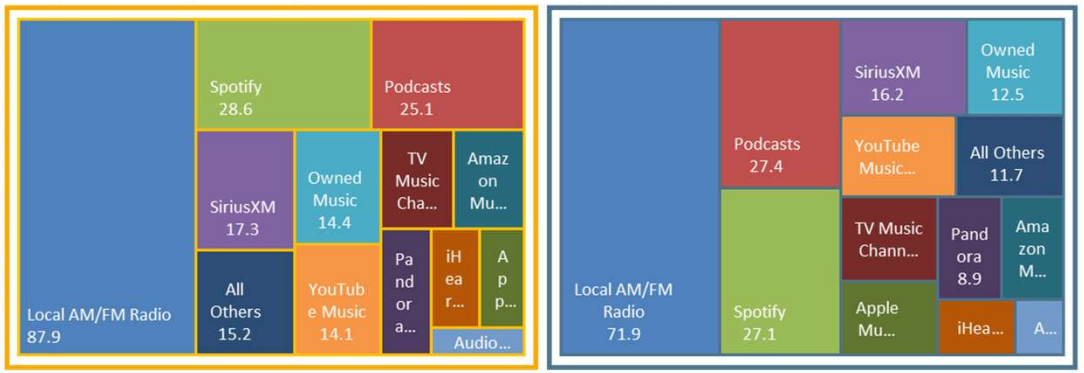
Radio Stations: KFXN-FM

629,905 or 100.% of Adults 18 or older who Listened to KQQL-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 76.6 minutes every day representing 44.9% of all time spent daily with Ad-Supported Audio.

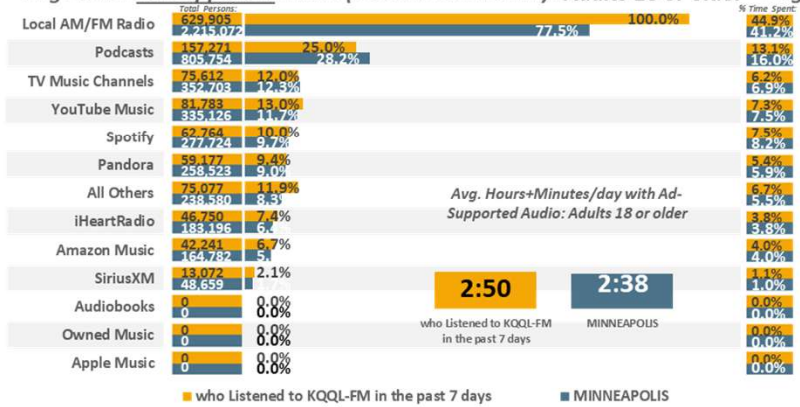
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



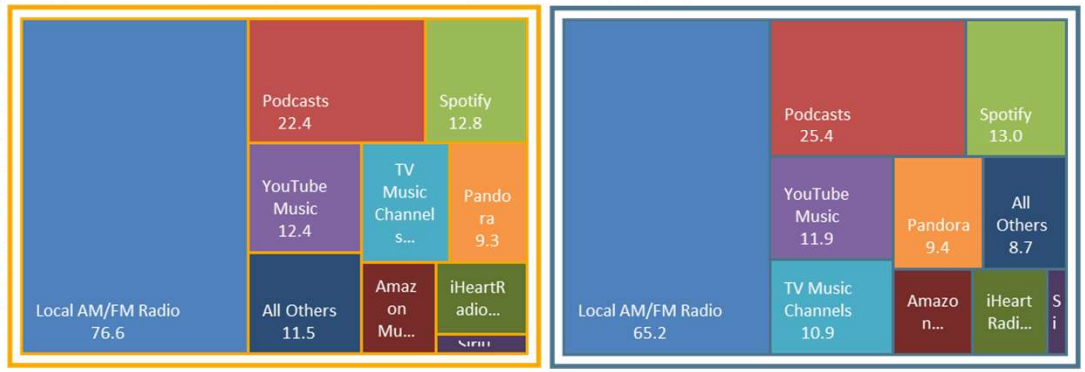
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



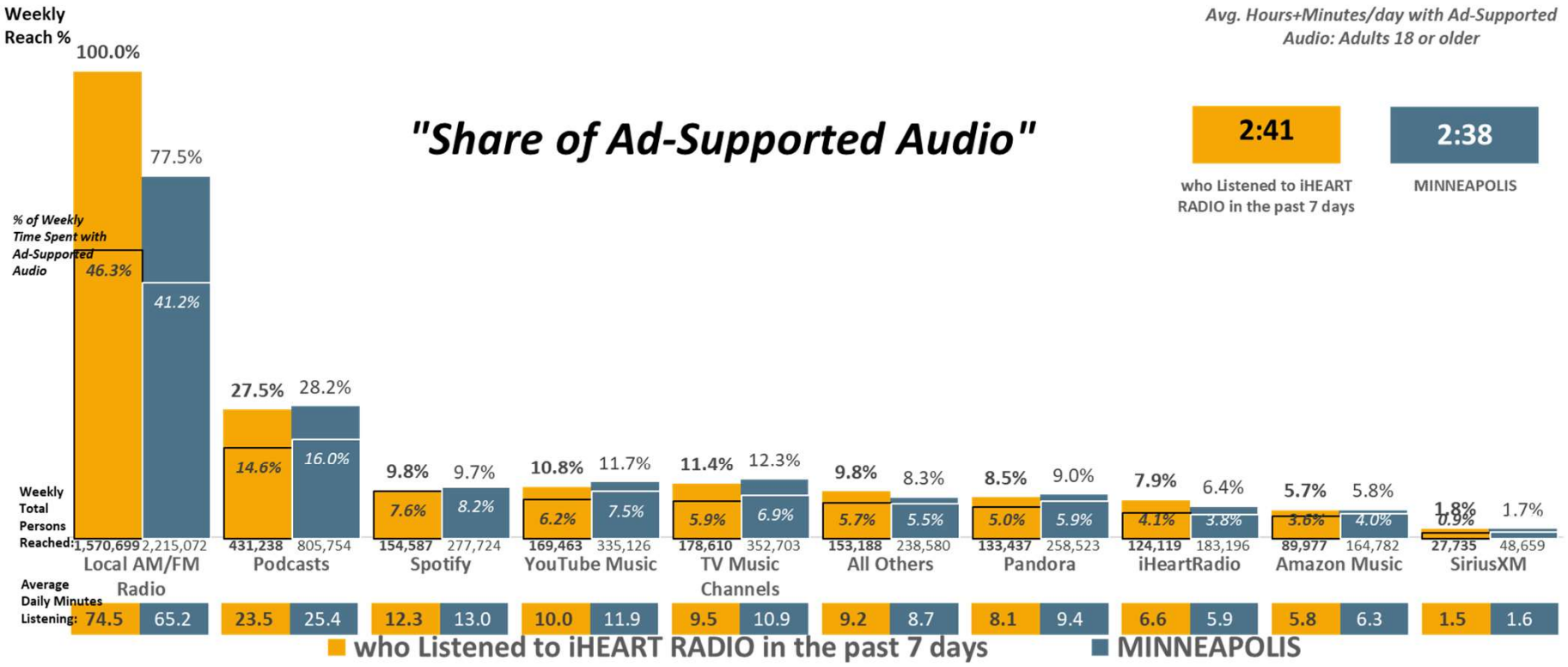
MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 323

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Radio Stations: KQQL-FM

1,570,699 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 74.5 minutes every day representing 46.3% of all time spent daily with Ad-Supported Audio.



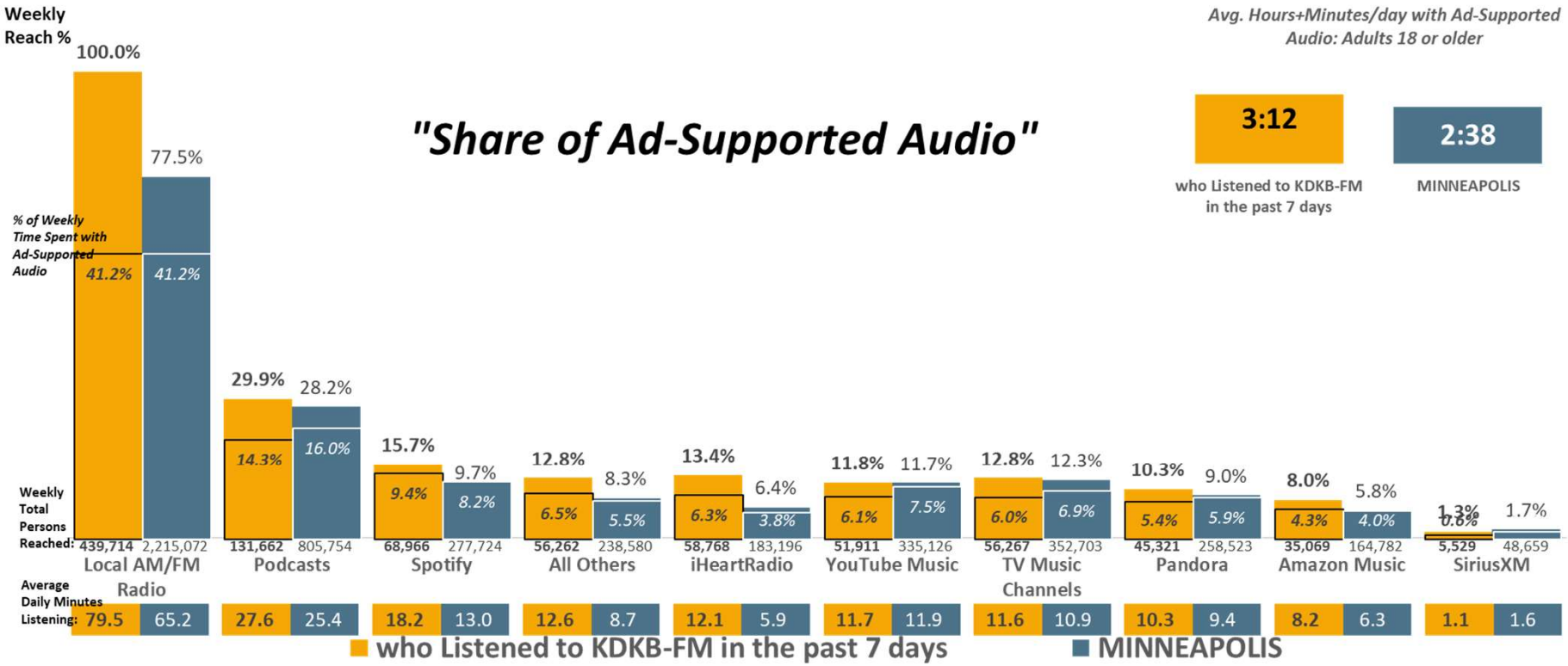
MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 798 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,493

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(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

439,714 or 100.% of Adults 18 or older who Listened to KDKB-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 79.5 minutes every day representing 41.2% of all time spent daily with Ad-Supported Audio.



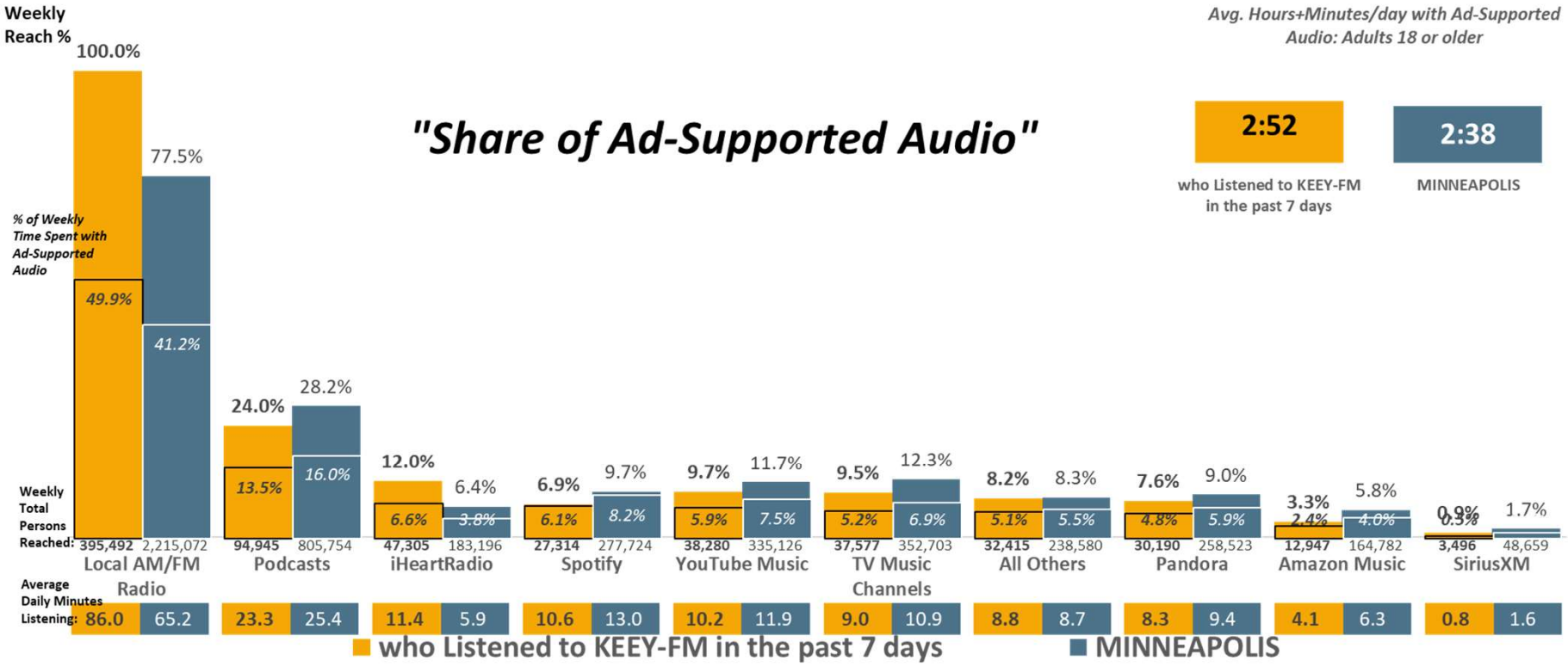
MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 215 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,493

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Radio Stations: KDWB-FM

395,492 or 100.% of Adults 18 or older who Listened to KEEY-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 86. minutes every day representing 49.9% of all time spent daily with Ad-Supported Audio.



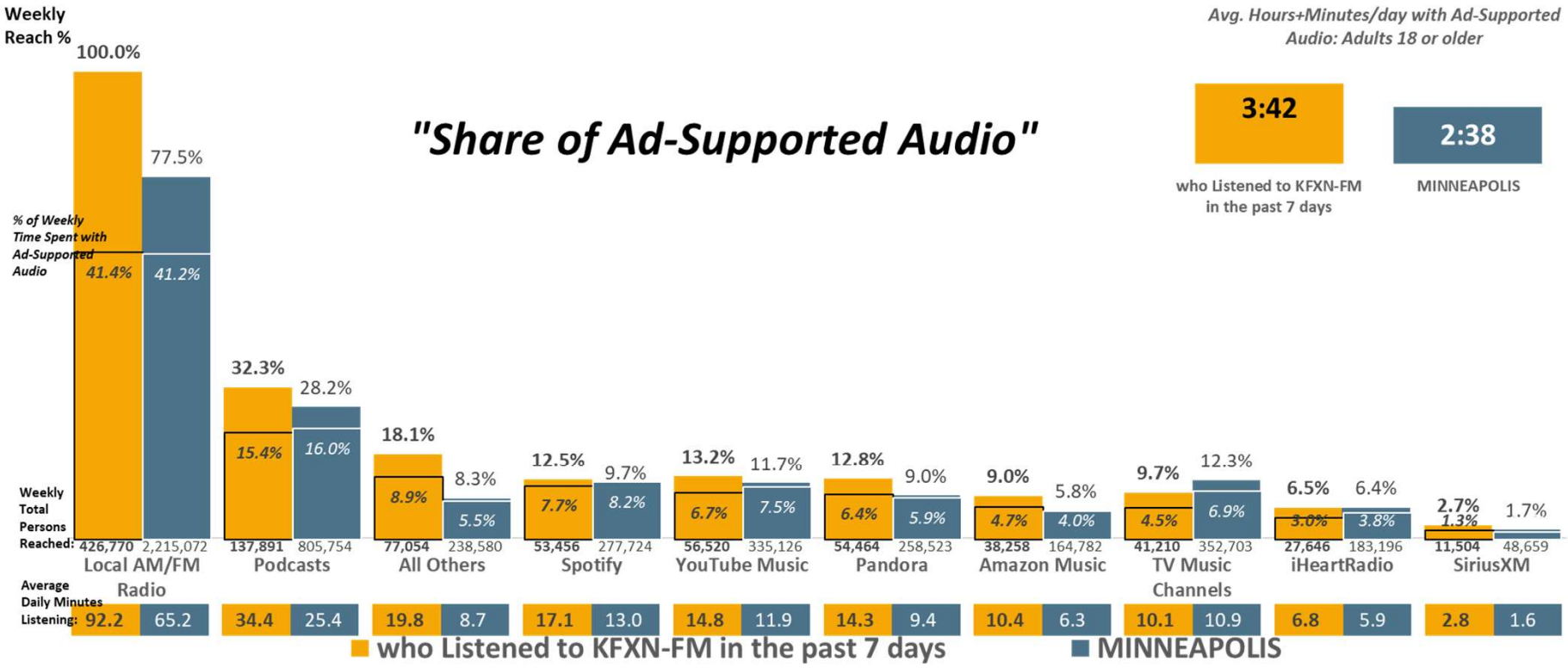
MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 209 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,493

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Radio Stations: KEEY-FM

426,770 or 100.% of Adults 18 or older who Listened to KFXN-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 92.2 minutes every day representing 41.4% of all time spent daily with Ad-Supported Audio.



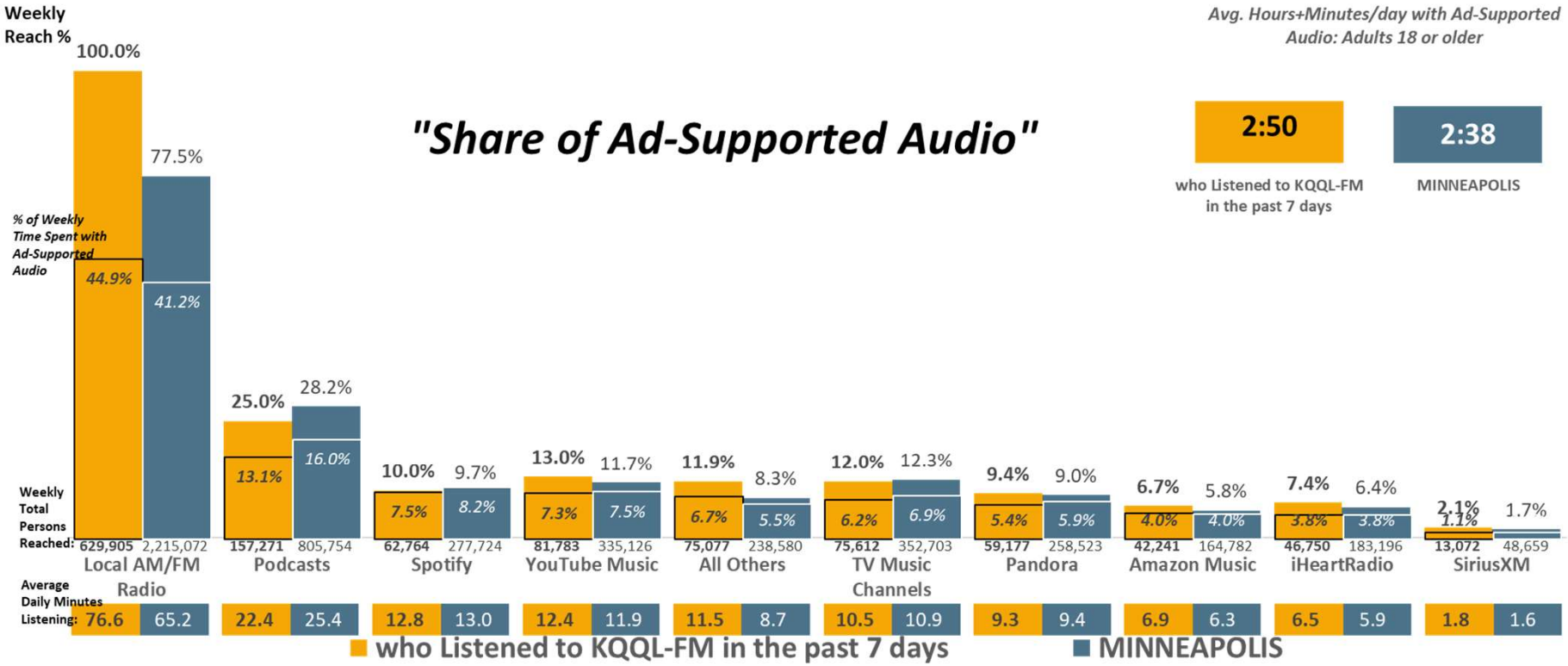
MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 208 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,493

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Radio Stations: KFXN-FM

629,905 or 100.% of Adults 18 or older who Listened to KQQL-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 76.6 minutes every day representing 44.9% of all time spent daily with Ad-Supported Audio.



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 323 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,493

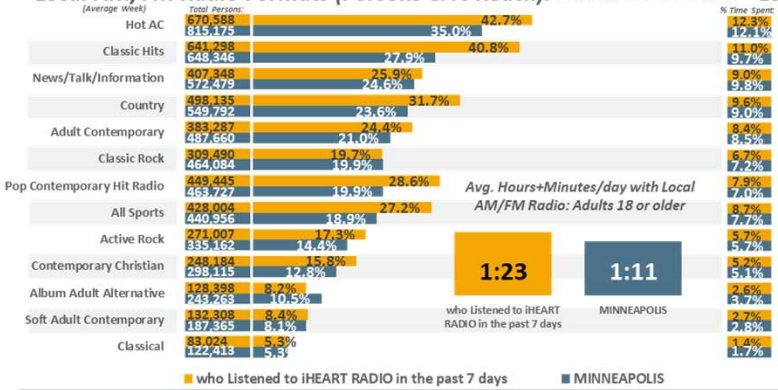
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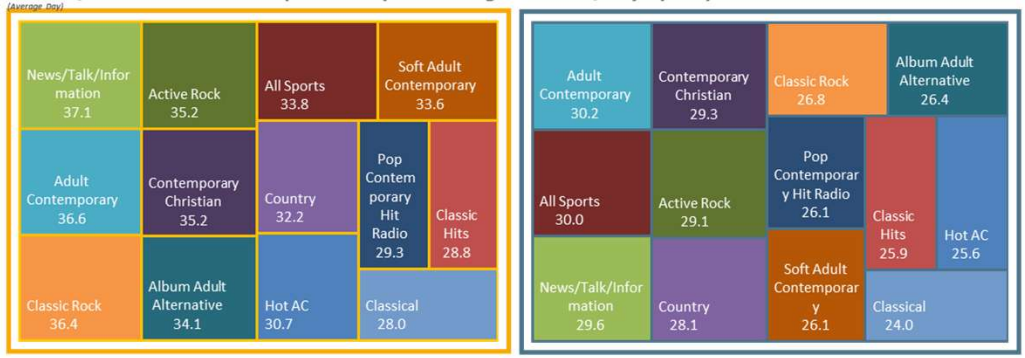
Radio Stations: KQQL-FM

1,570,699 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 Hot AC, Classic Hits, Country, Pop Contemporary Hit Radio, and All Sports.

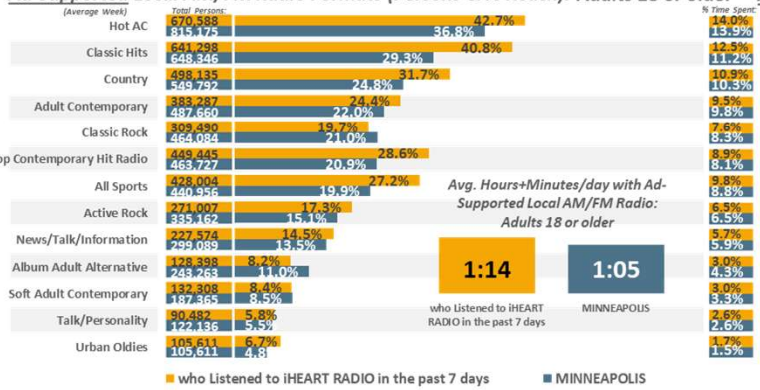
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



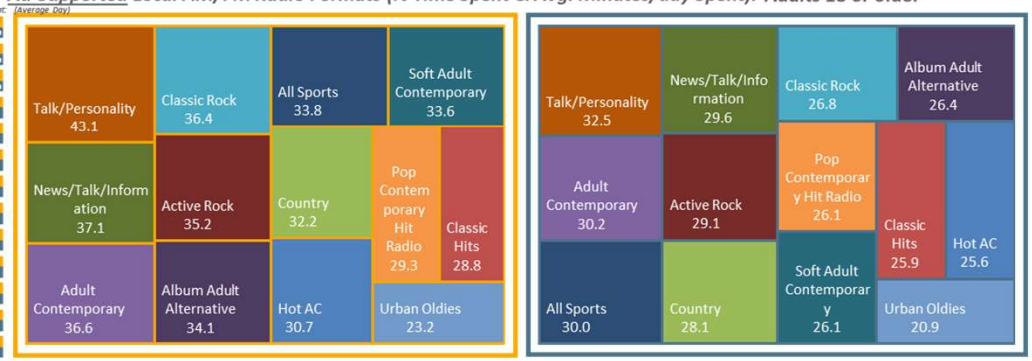
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 798

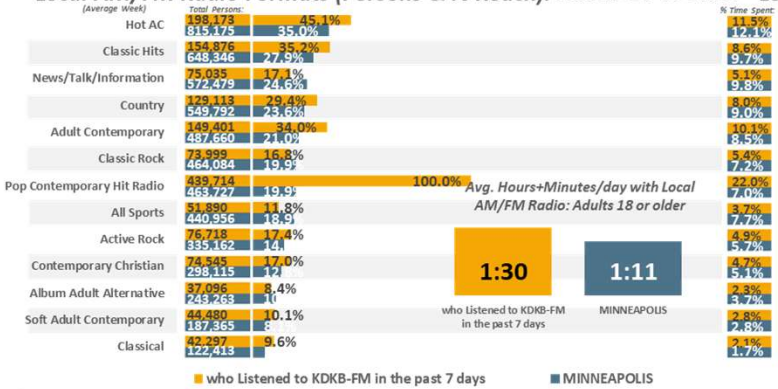
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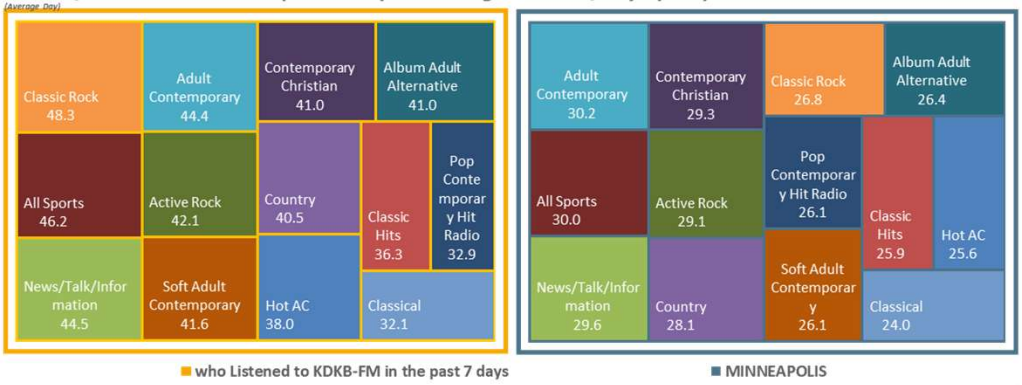
(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

439,714 or 100.% of Adults 18 or older who Listened to KDKB-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Hot AC, Classic Hits, Adult Contemporary, and Country.

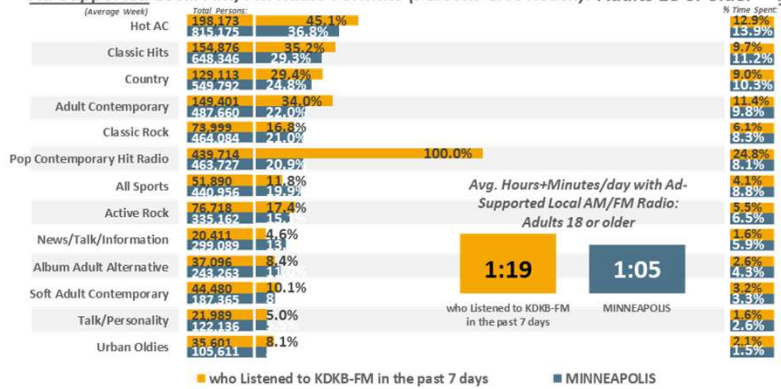
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



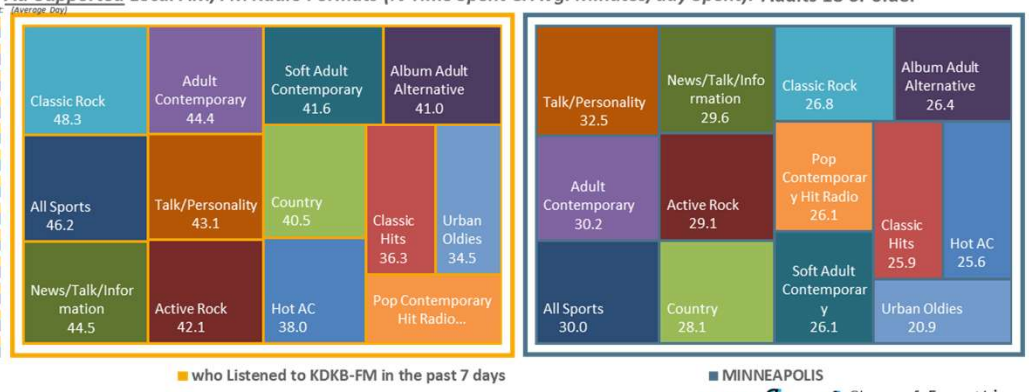
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 215

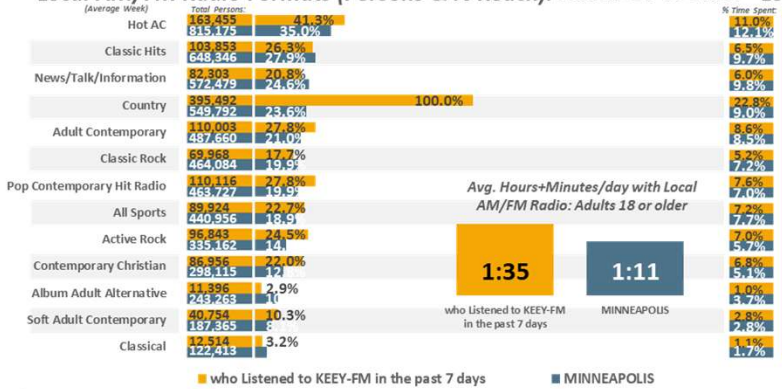
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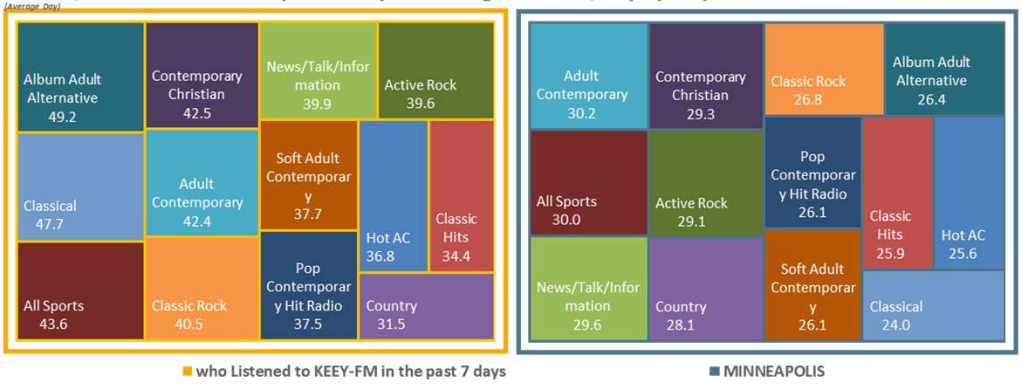
Radio Stations: KDWB-FM

395,492 or 100.% of Adults 18 or older who Listened to KEEY-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Hot AC, Pop Contemporary Hit Radio, Adult Contemporary, and Classic Hits.

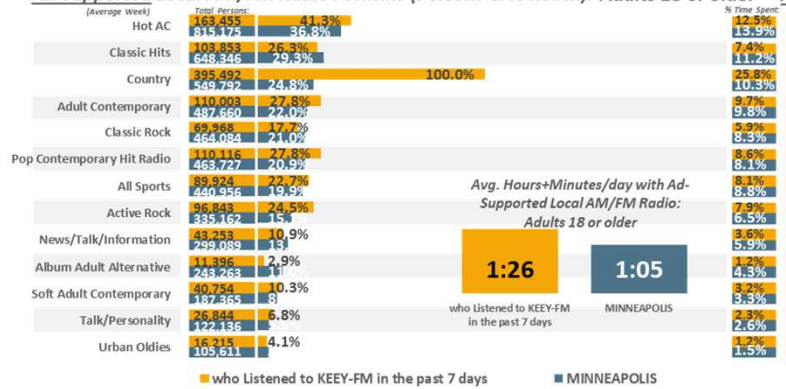
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



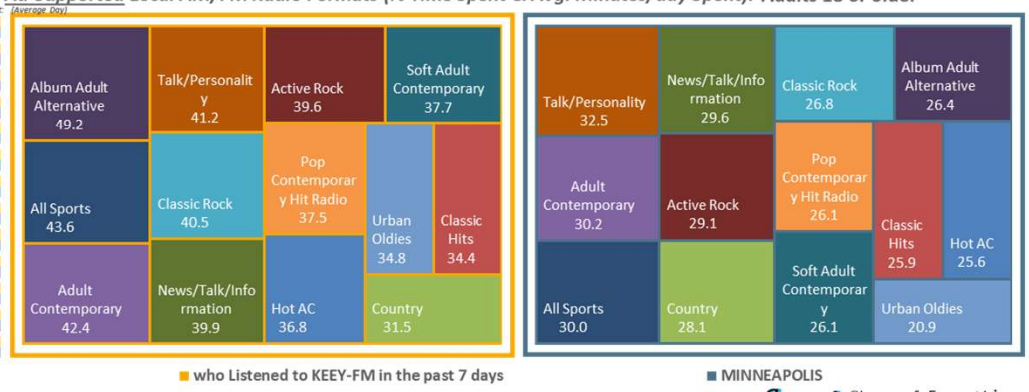
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 209

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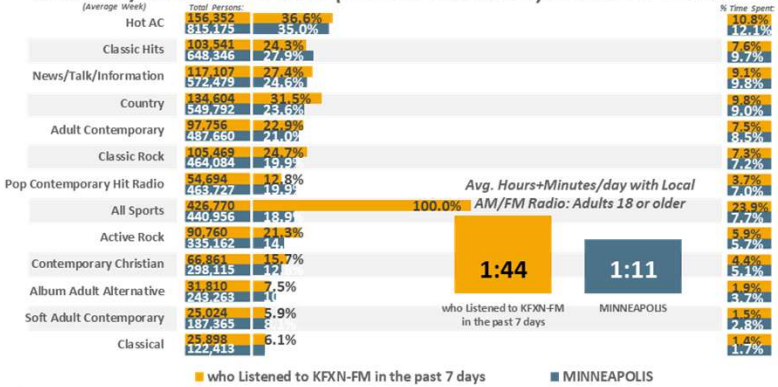
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Radio Stations: KEEY-FM

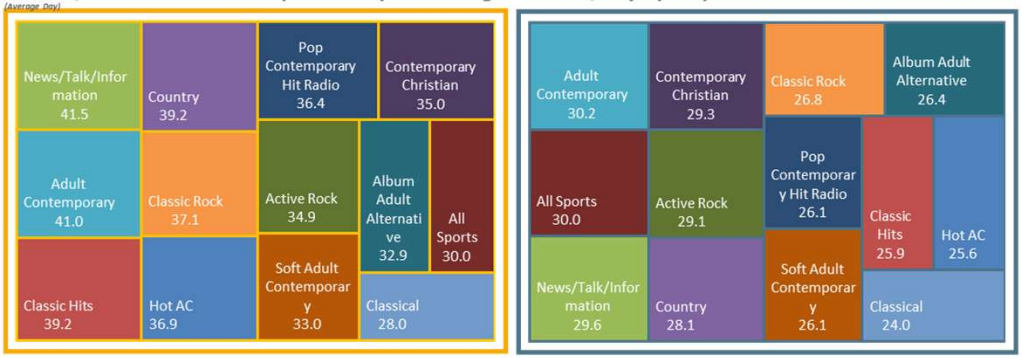
KFAN SPORTS RADIO - FM 100.3

426,770 or 100.% of Adults 18 or older who Listened to KFXN-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All Sports, Hot AC, Country, Classic Rock, and Classic Hits.

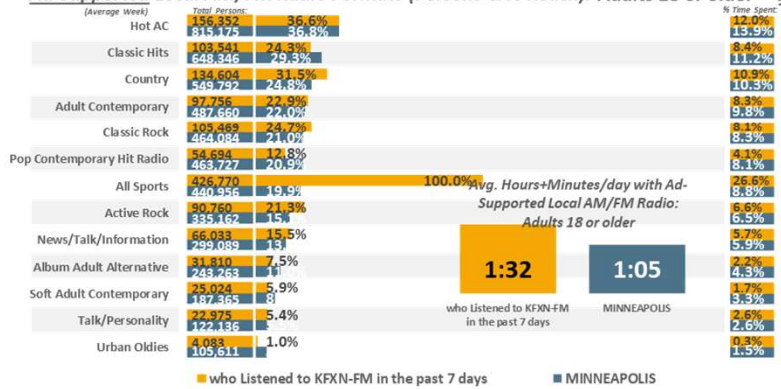
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



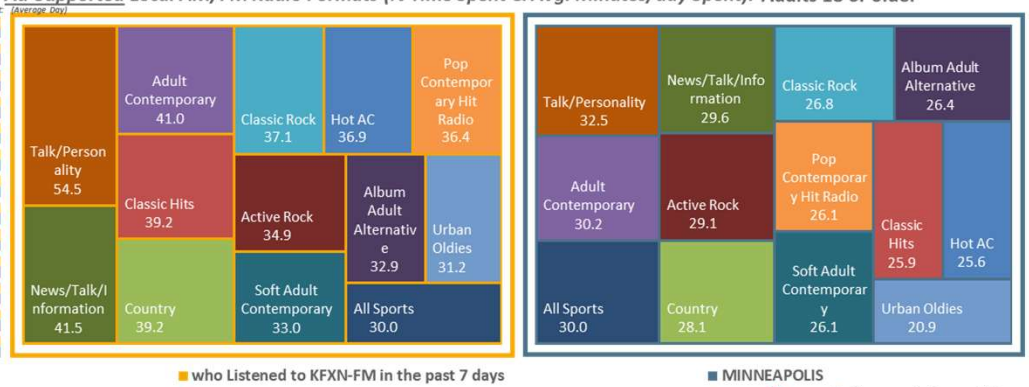
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 208

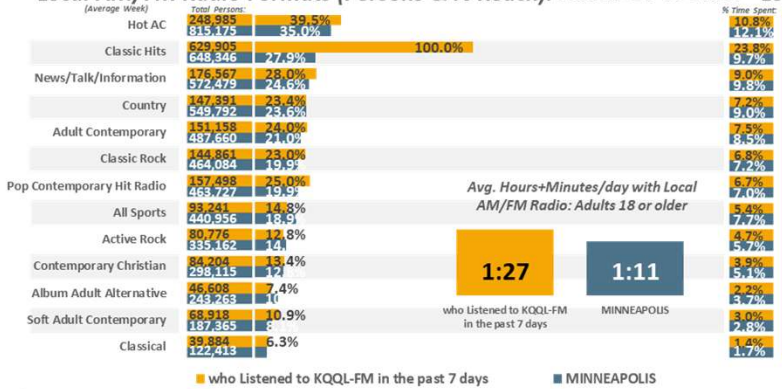
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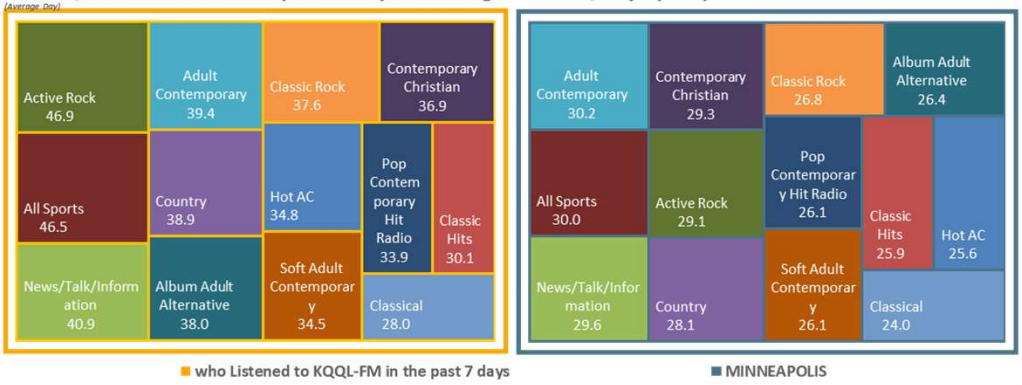
Radio Stations: KFXN-FM

629,905 or 100.% of Adults 18 or older who Listened to KQQL-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Hot AC, Pop Contemporary Hit Radio, Adult Contemporary, and Country.

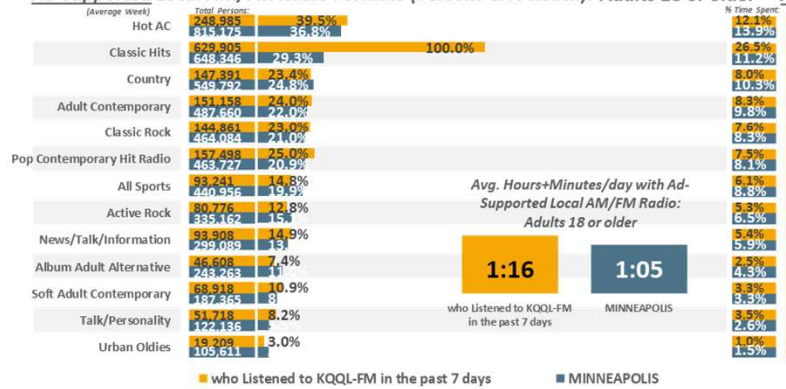
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



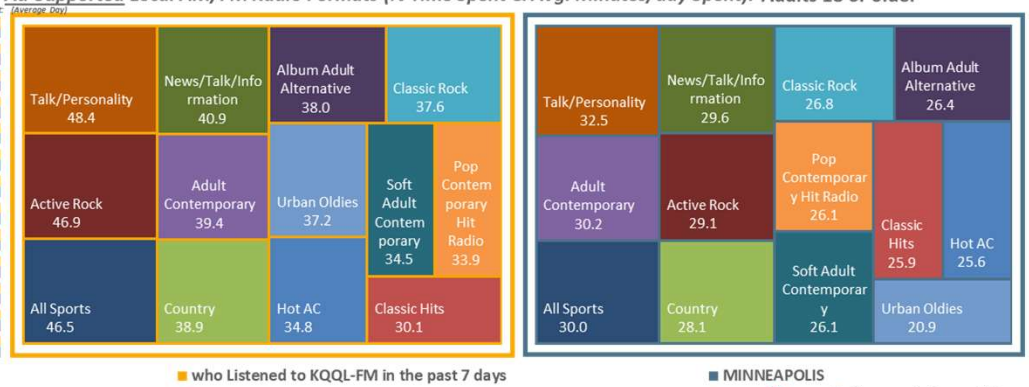
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

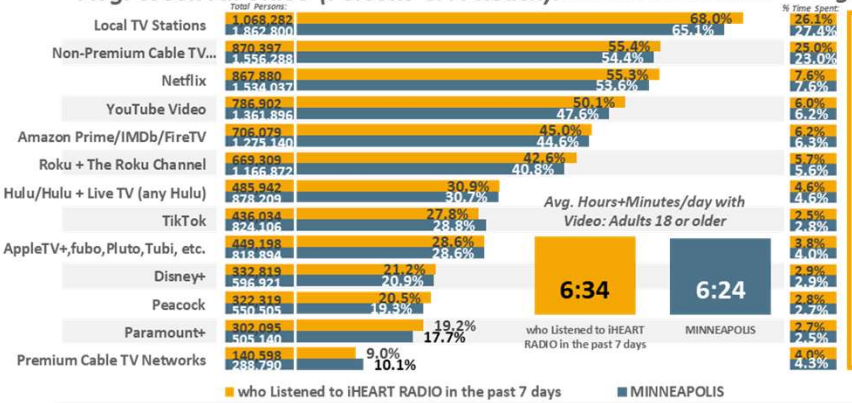
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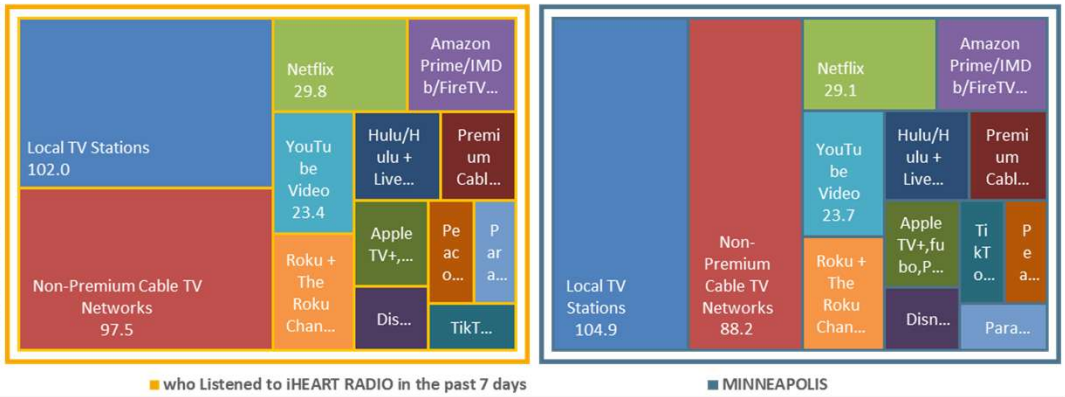
Radio Stations: KQQL-FM

1,055,334 or 67.2% 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 96.1 minutes every day representing 30.8% of all time spent daily with Ad-Supported Video.

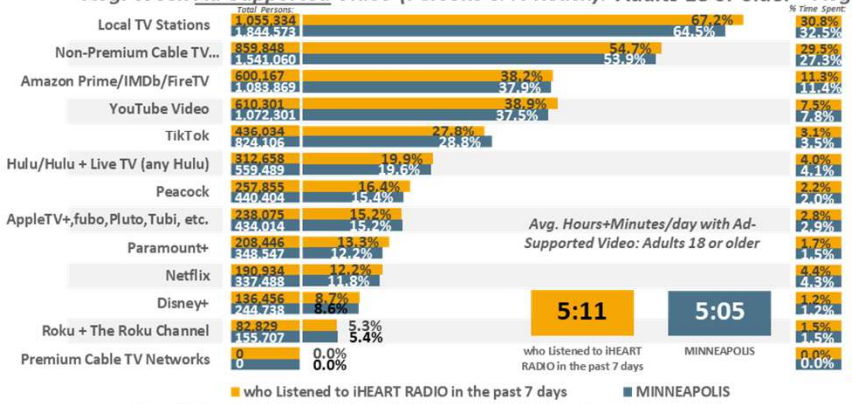
Avg. Week All Video (Persons & % Reach): Adults 18 or older



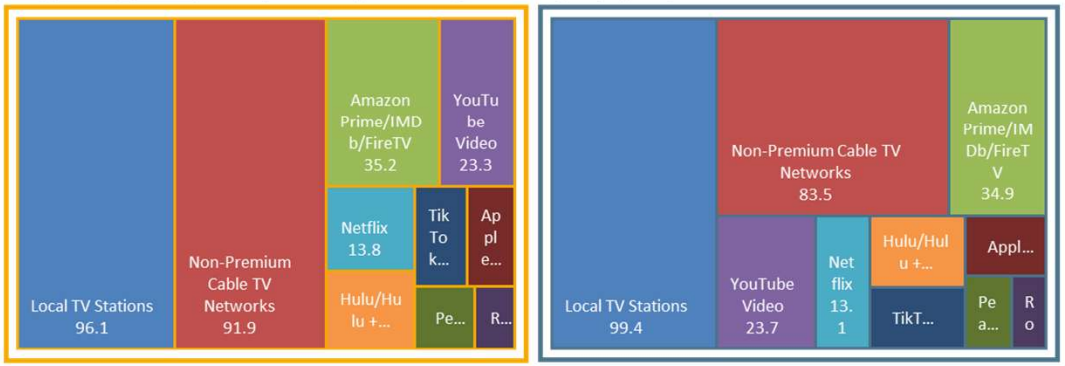
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 798

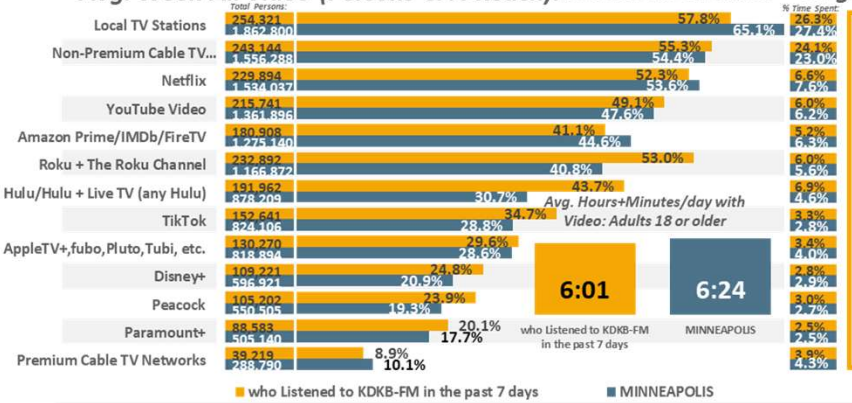
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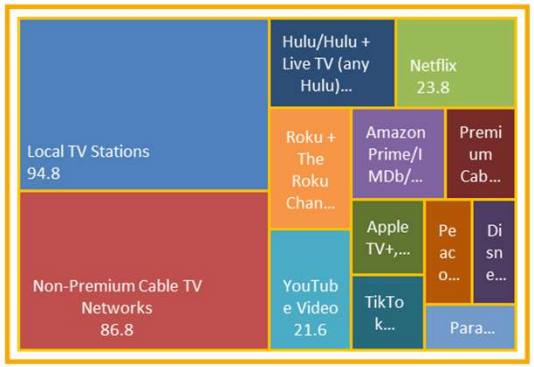
(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

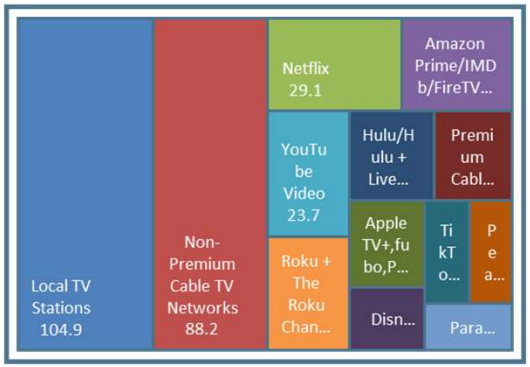
251,011 or 57.1% of Adults 18 or older who Listened to KDKB-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 88.8 minutes every day representing 31.3% of all time spent daily with Ad-Supported Video.

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

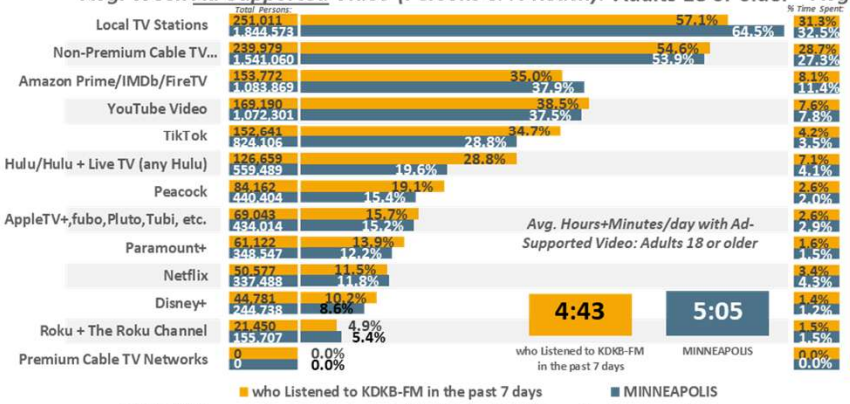


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

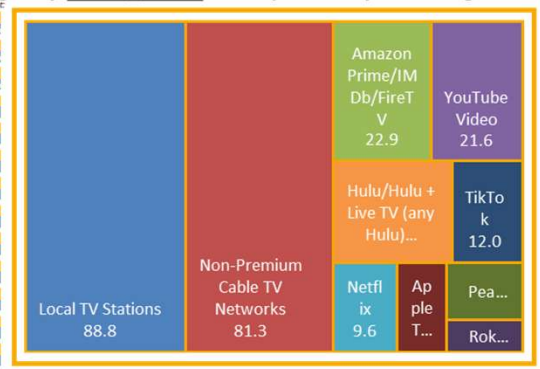


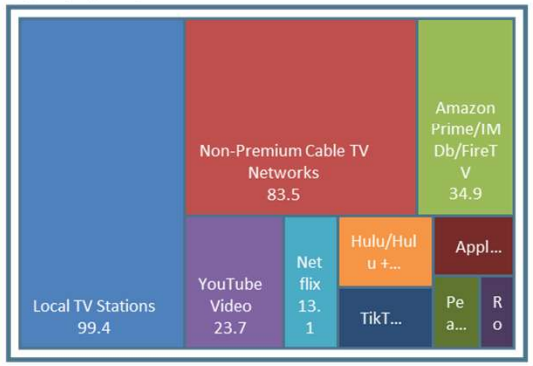


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 215

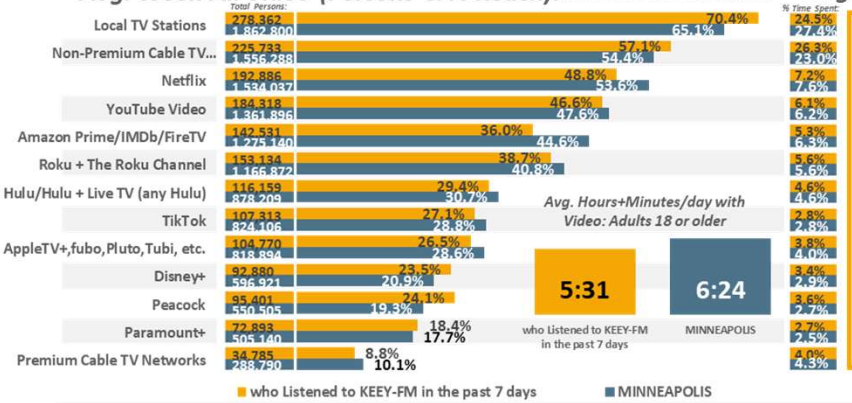
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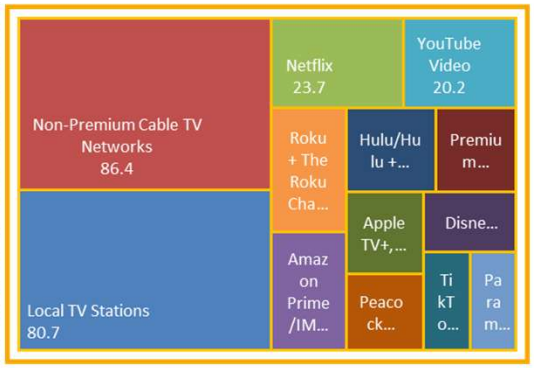
Radio Stations: KDWB-FM

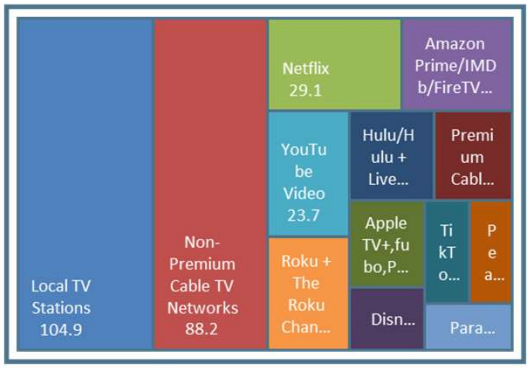
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Avg. Week All Video (Persons & % Reach): Adults 18 or older

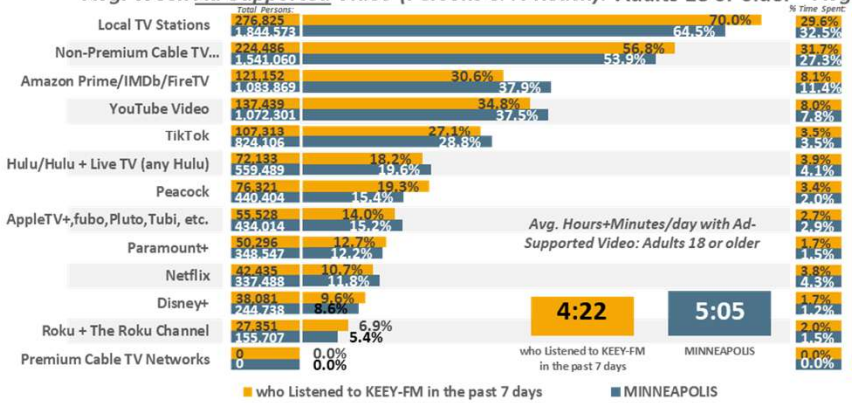


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

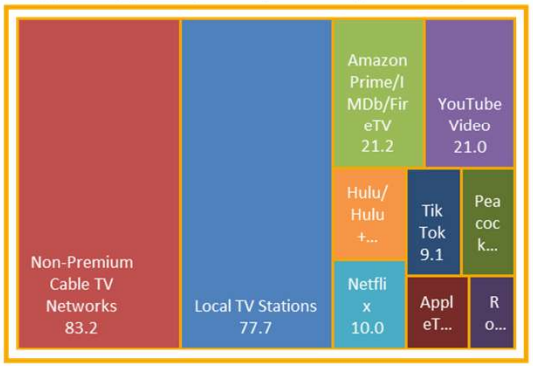


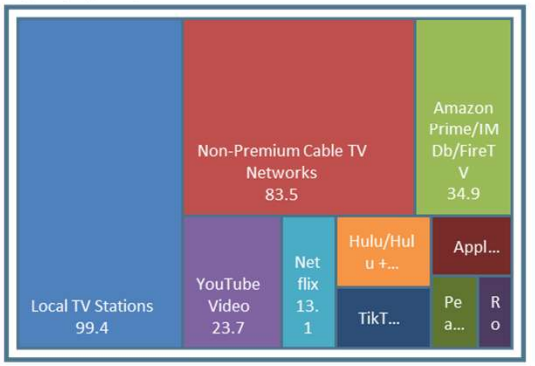


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 209

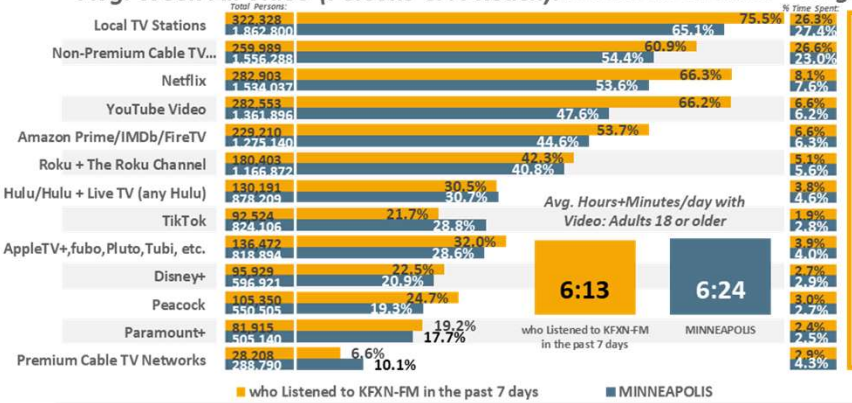
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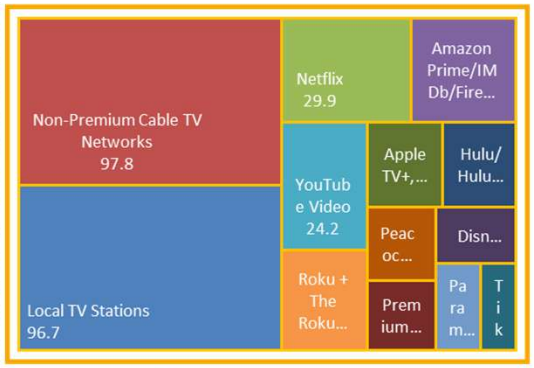
Radio Stations: KEEY-FM

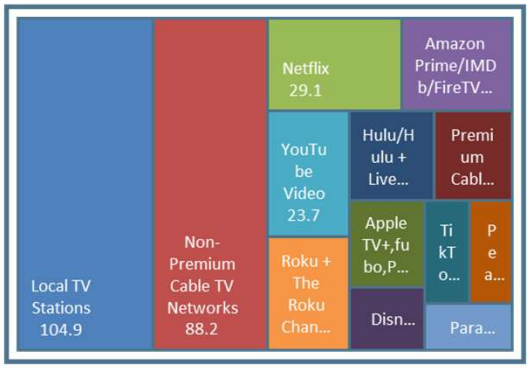
318,867 or 74.7% of Adults 18 or older who Listened to KFXN-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 90.4 minutes every day representing 30.4% of all time spent daily with Ad-Supported Video.

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

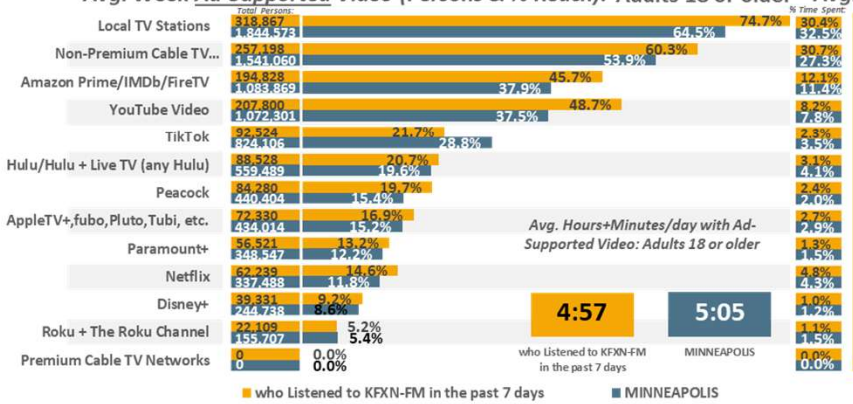


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

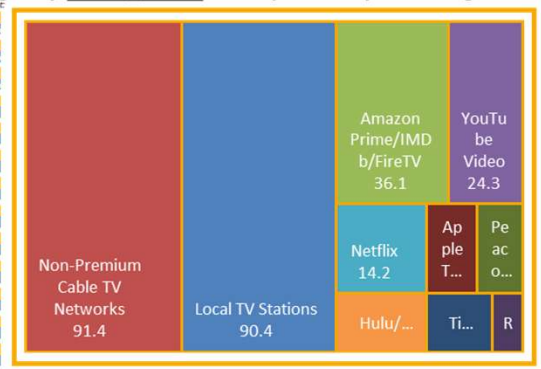


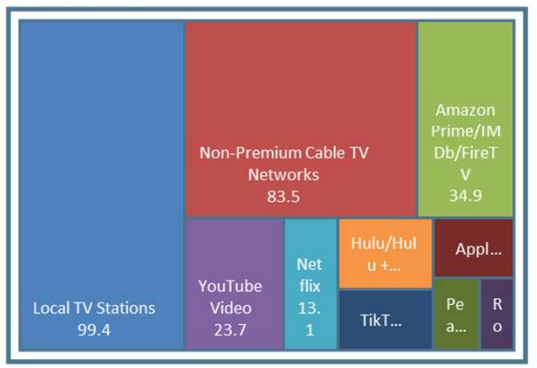


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 208

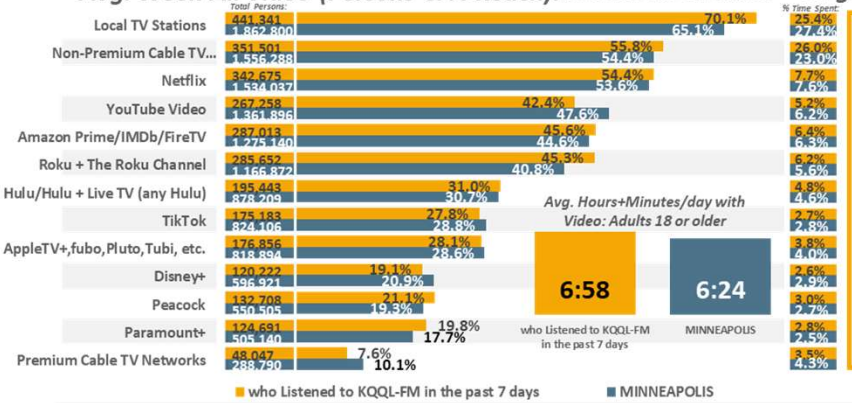
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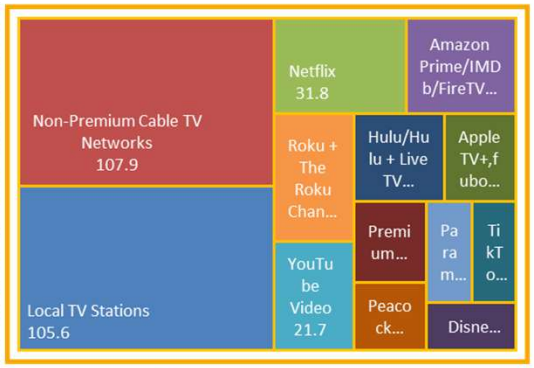
Radio Stations: KFXN-FM

436,295 or 69.3% of Adults 18 or older who Listened to KQQL-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 98.5 minutes every day representing 29.9% of all time spent daily with Ad-Supported Video.

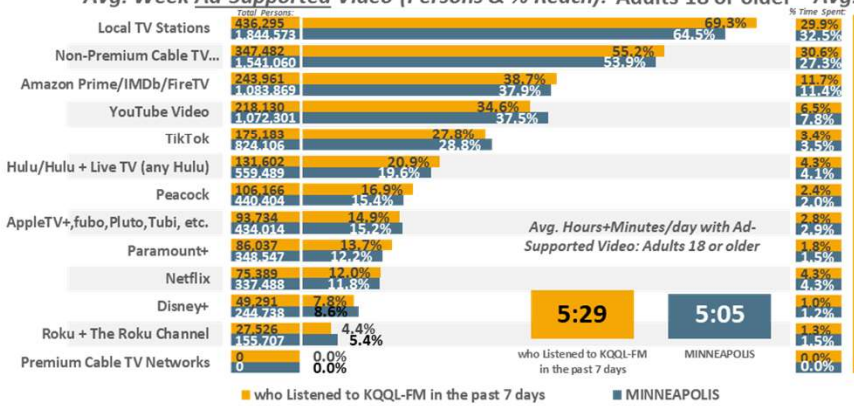
Avg. Week All Video (Persons & % Reach): Adults 18 or older



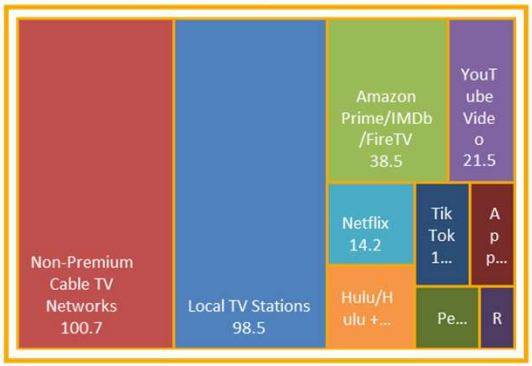
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



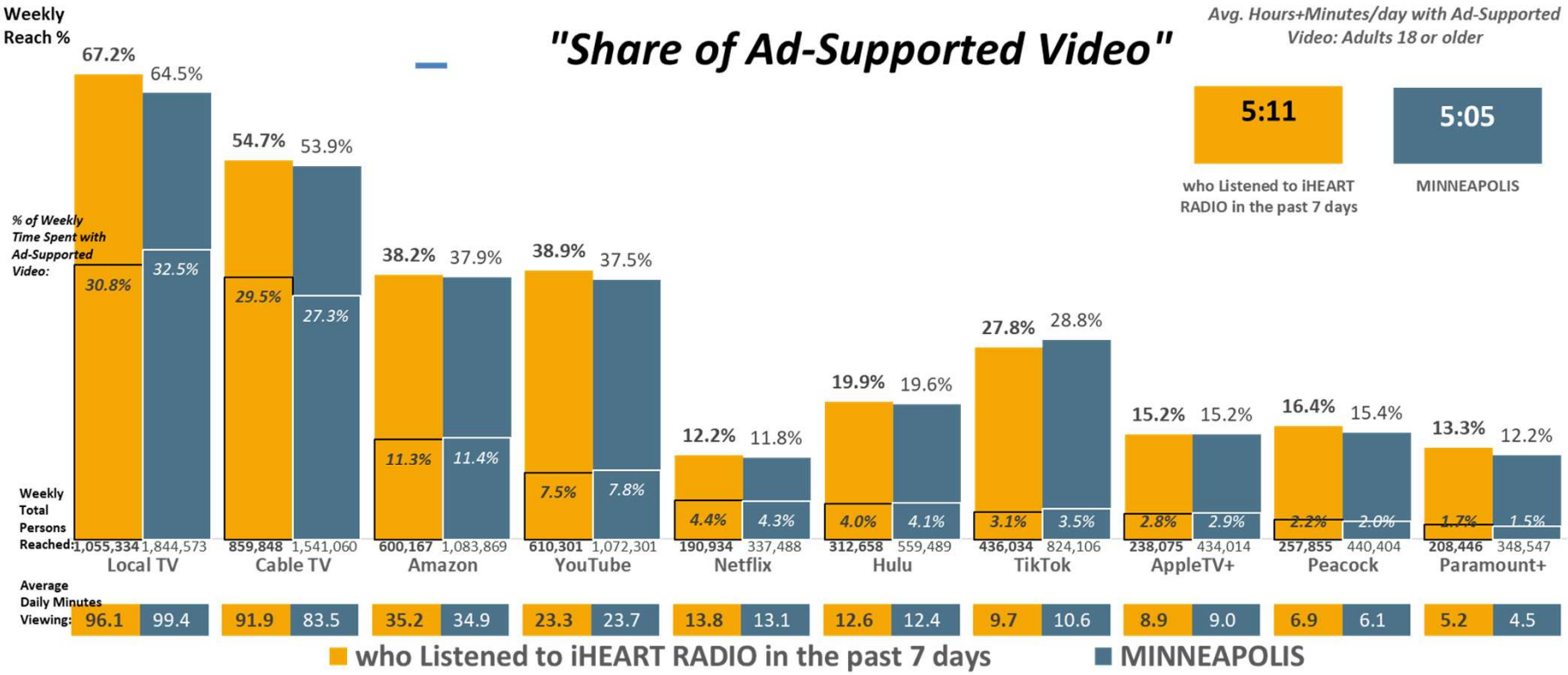
MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 323

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Radio Stations: KQQL-FM

1,055,334 or 67.2% 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 96.1 minutes every day representing 30.8% of all time spent daily with Ad-Supported Video.



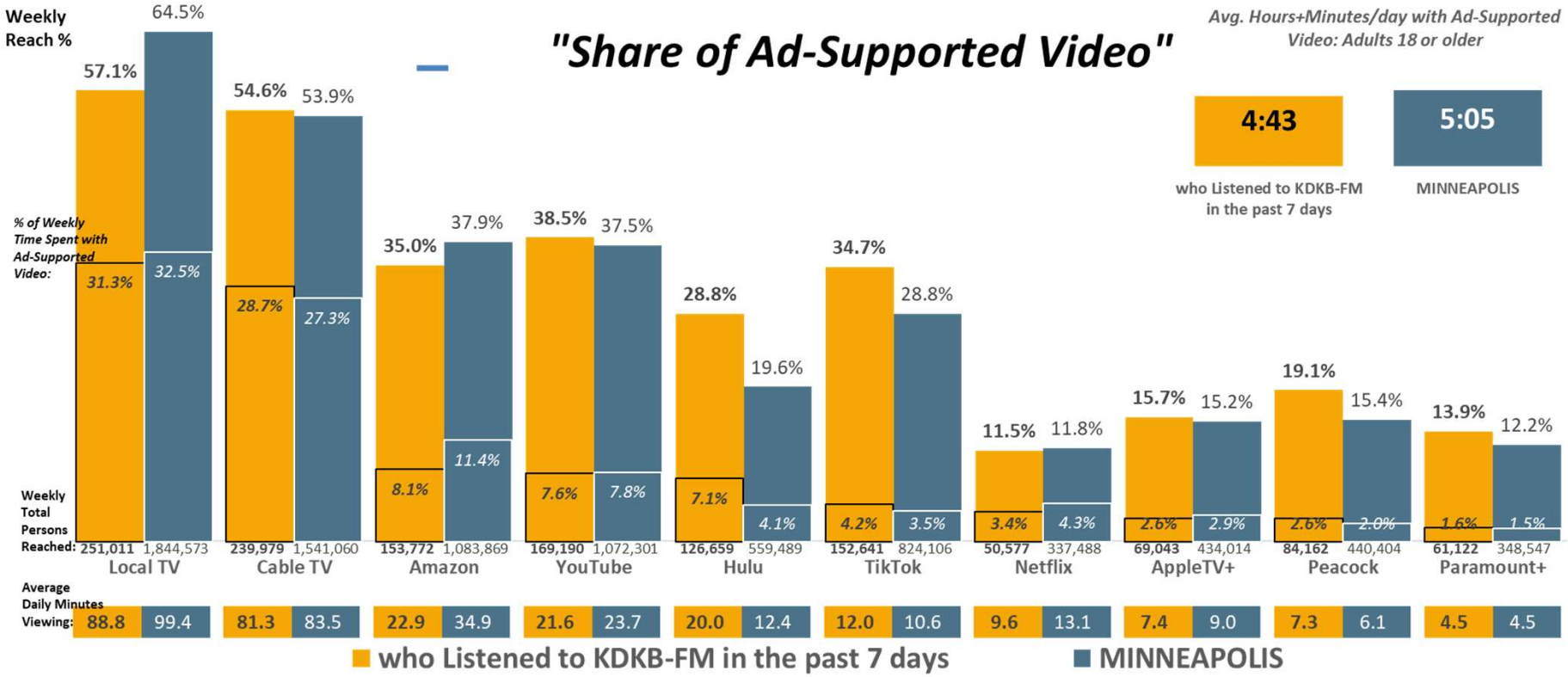
MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 798 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,493

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(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

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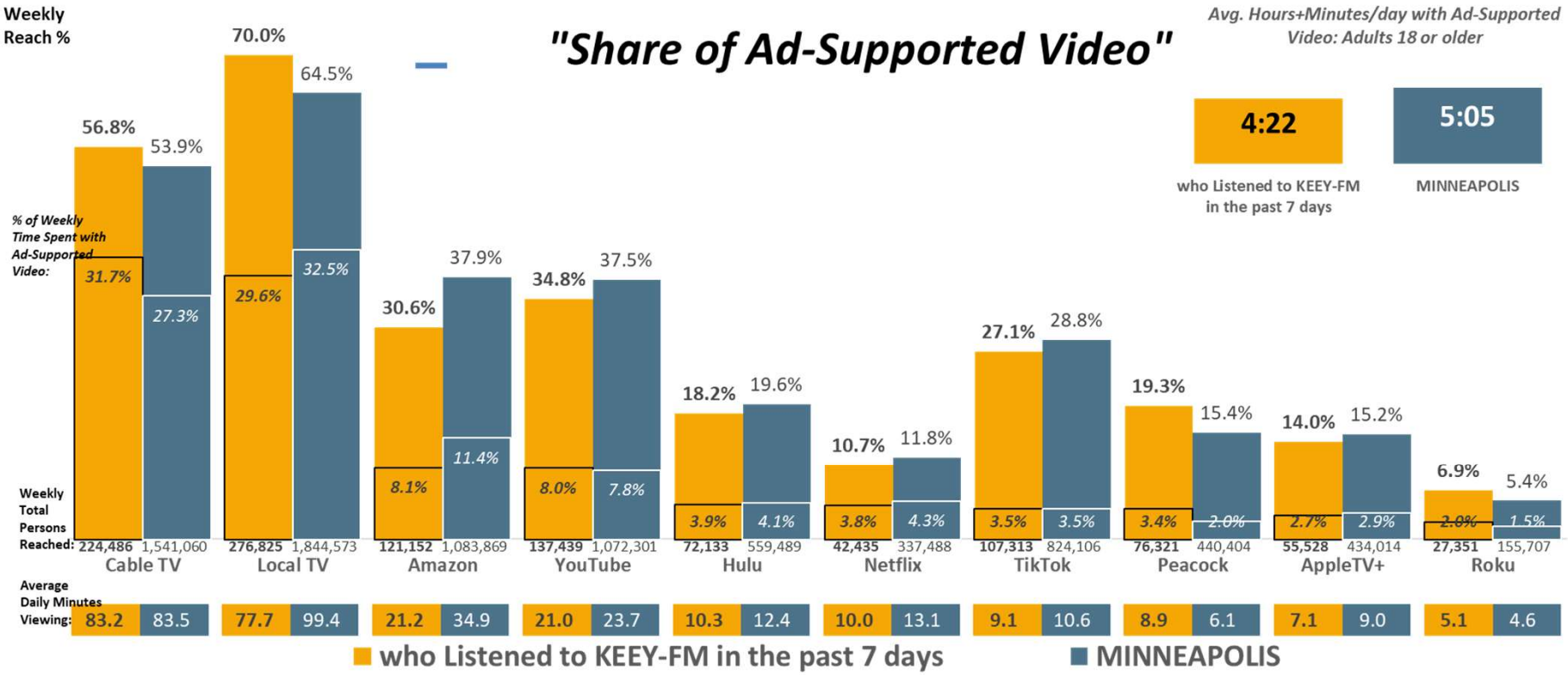
MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 215 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,493

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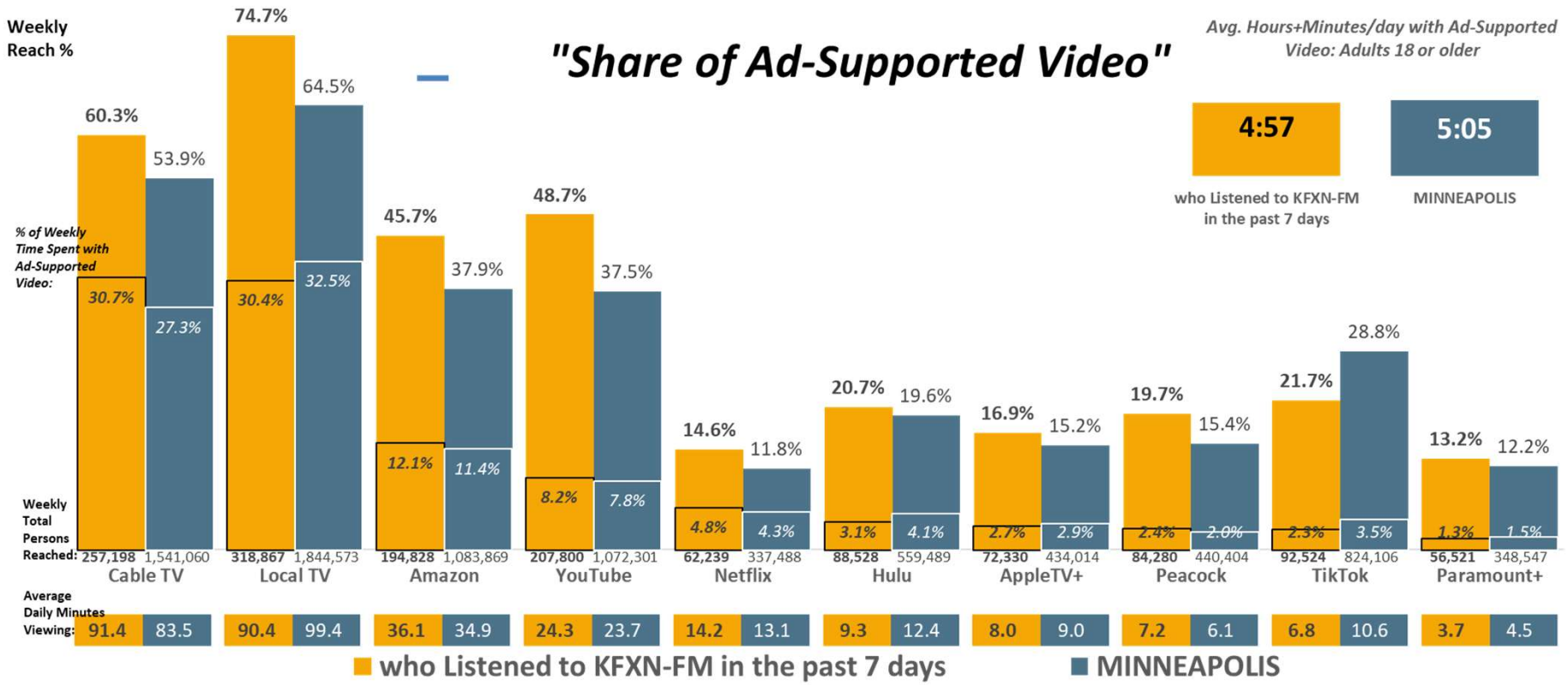
MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 209 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,493

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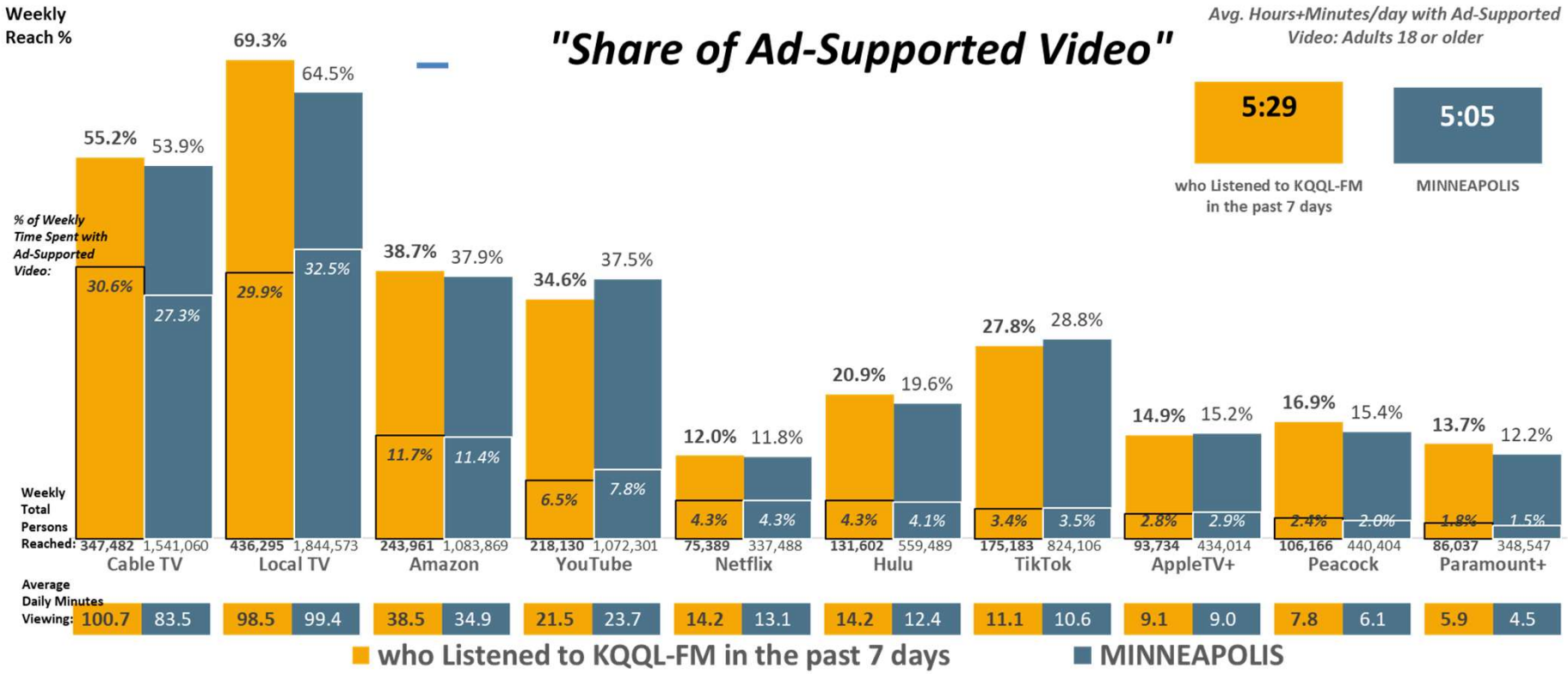
MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 208 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,493

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MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 323 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,493

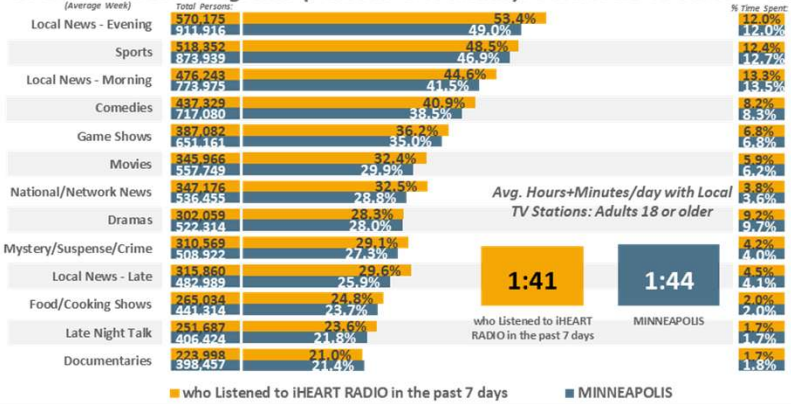
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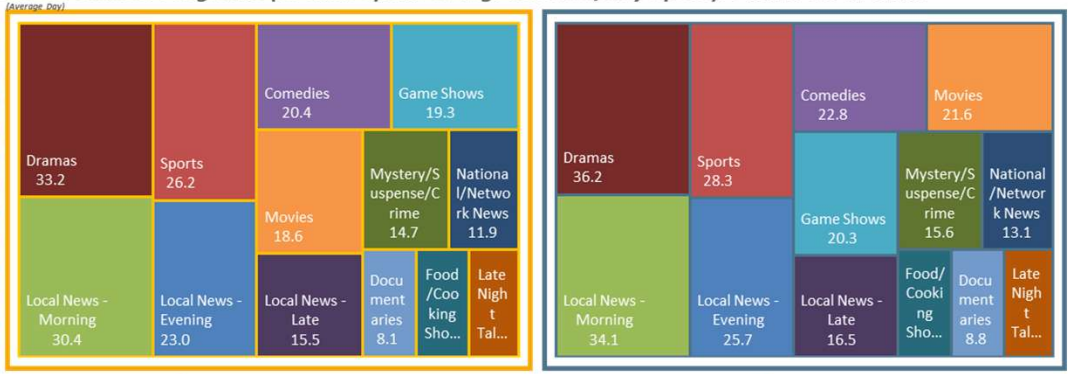
Radio Stations: KQQL-FM

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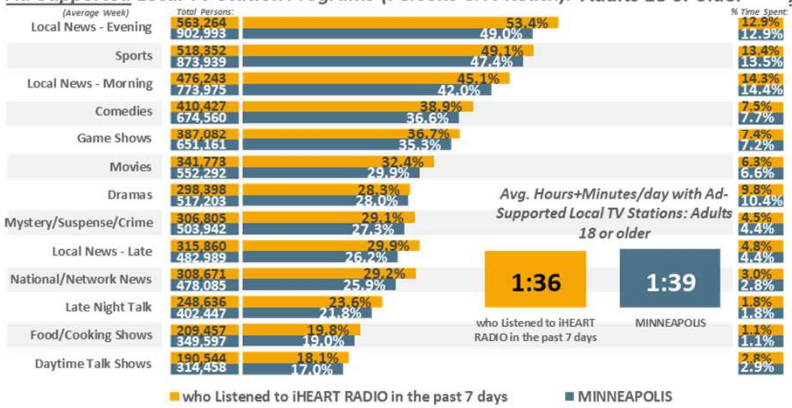
Local TV Station Programs (Persons & % Reach): Adults 18 or older



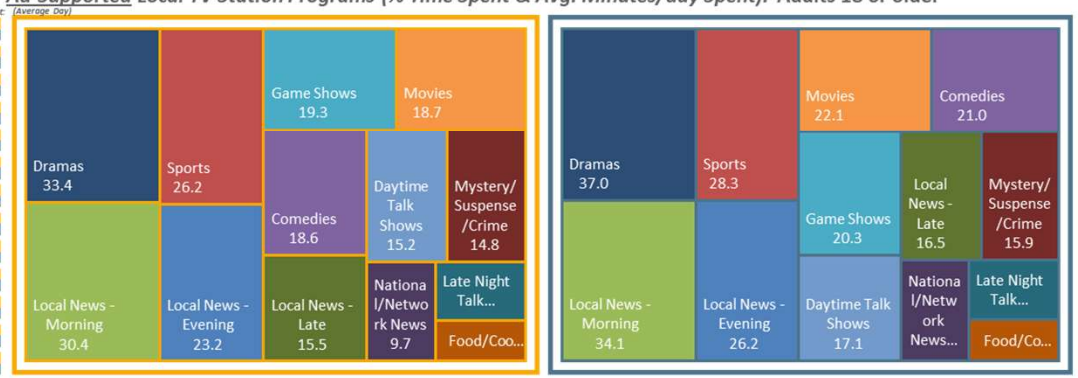
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 798

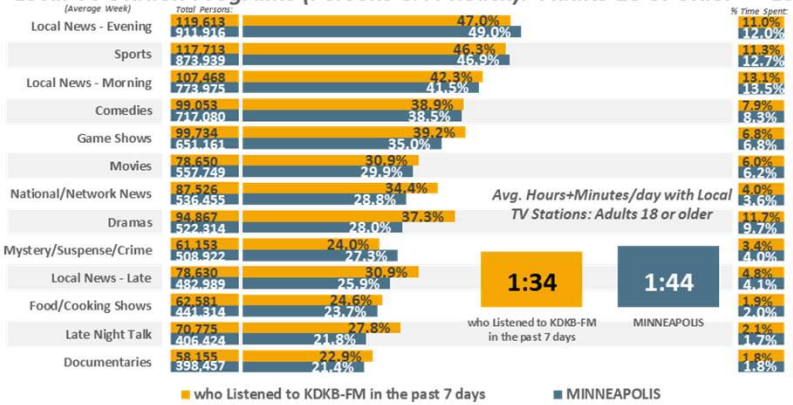
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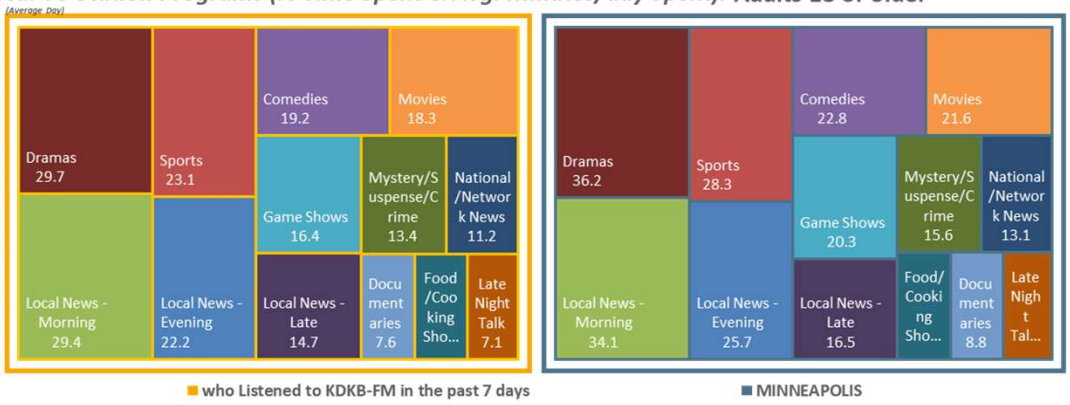
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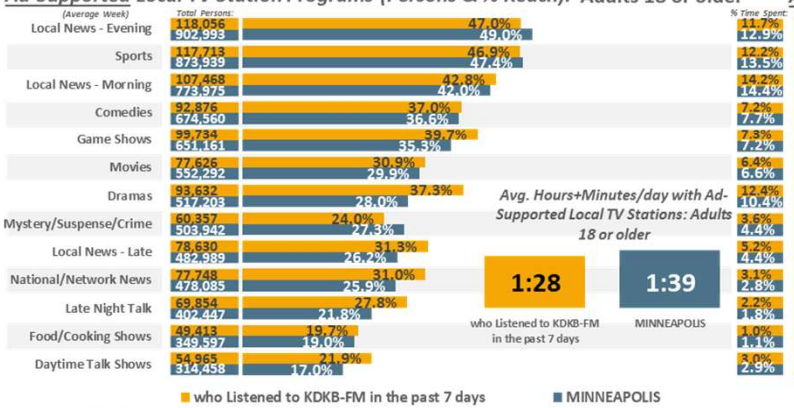
Local TV Station Programs (Persons & % Reach): Adults 18 or older



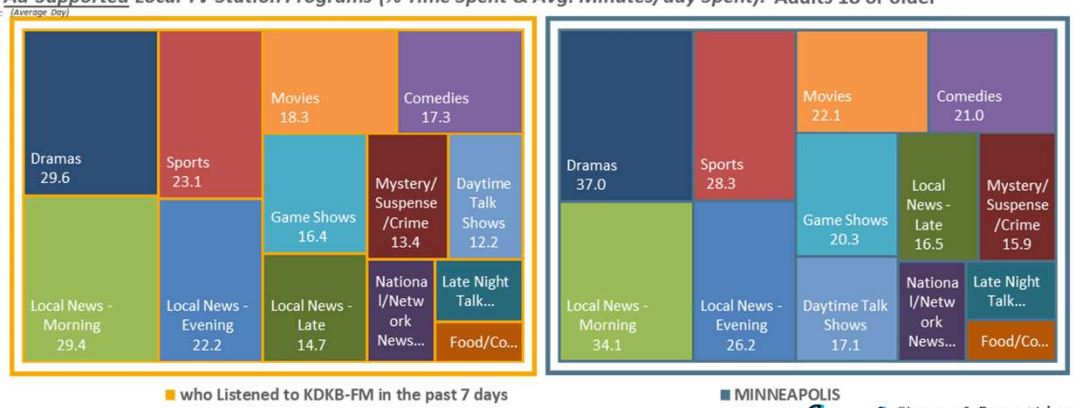
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 215

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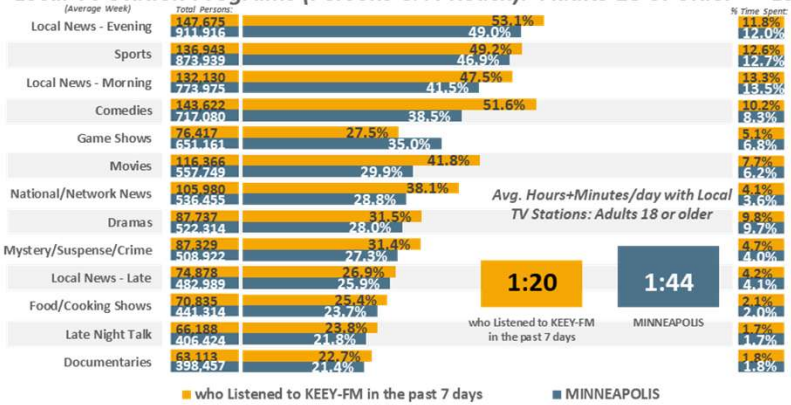
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Radio Stations: KDWB-FM

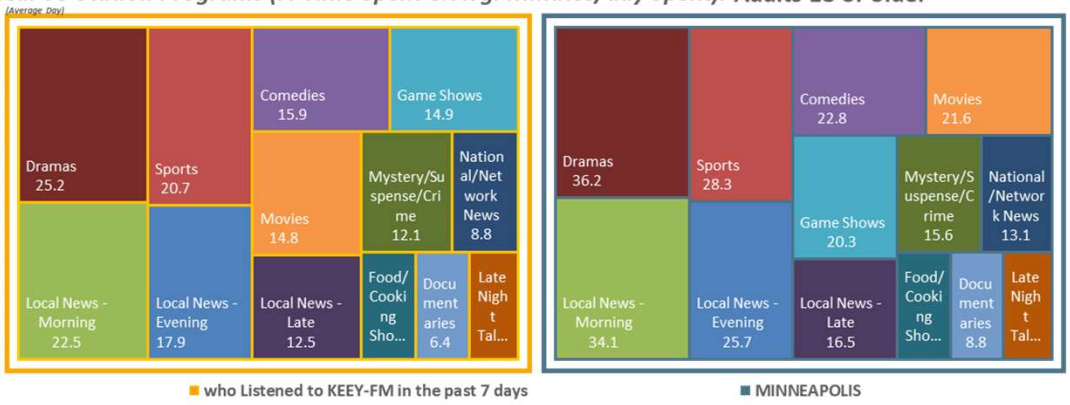
102.1 FM K102
#1 FOR NEW COUNTRY AND THE BEST VARIETY

276,825 or 70.% of Adults 18 or older who Listened to KEEY-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Local News - Morning, Movies, and National/Network News.

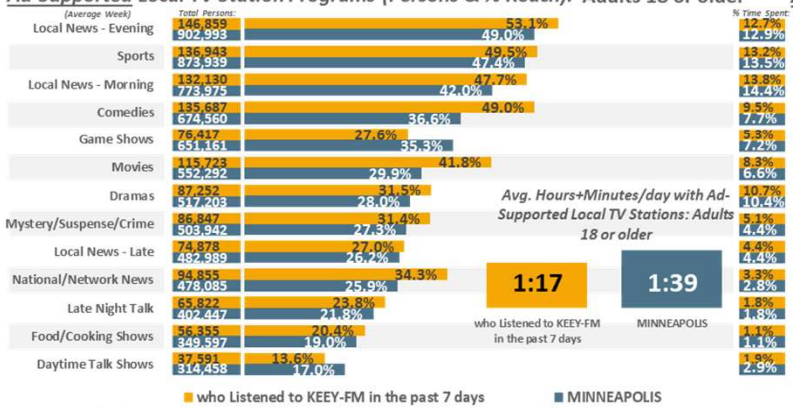
Local TV Station Programs (Persons & % Reach): Adults 18 or older



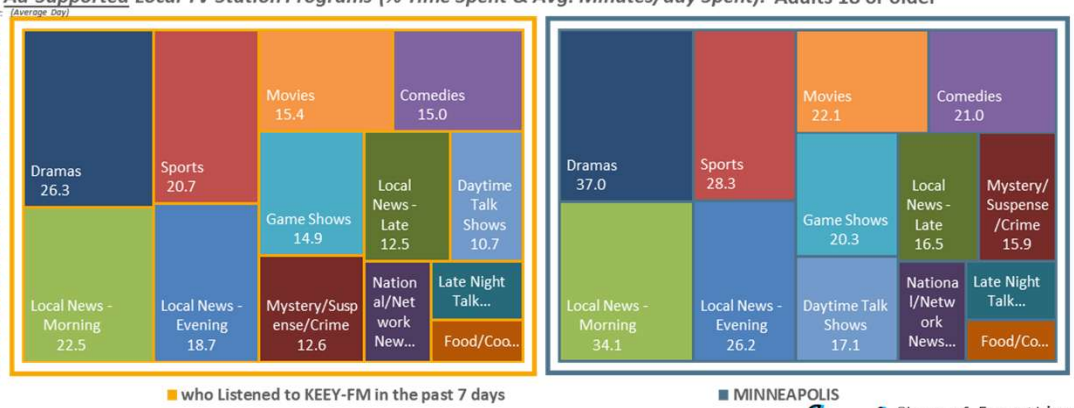
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 209

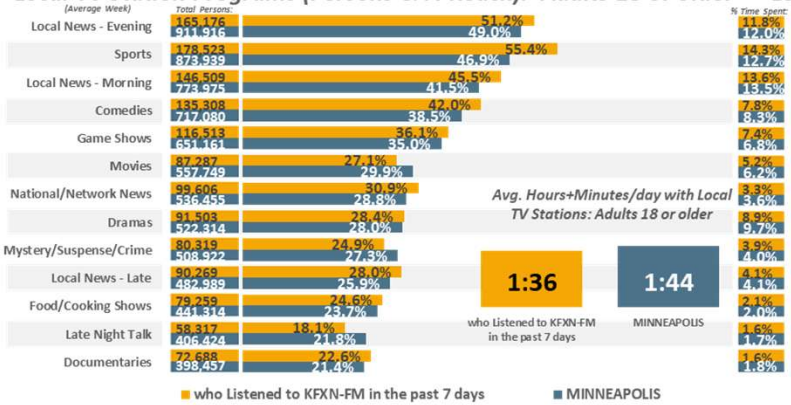
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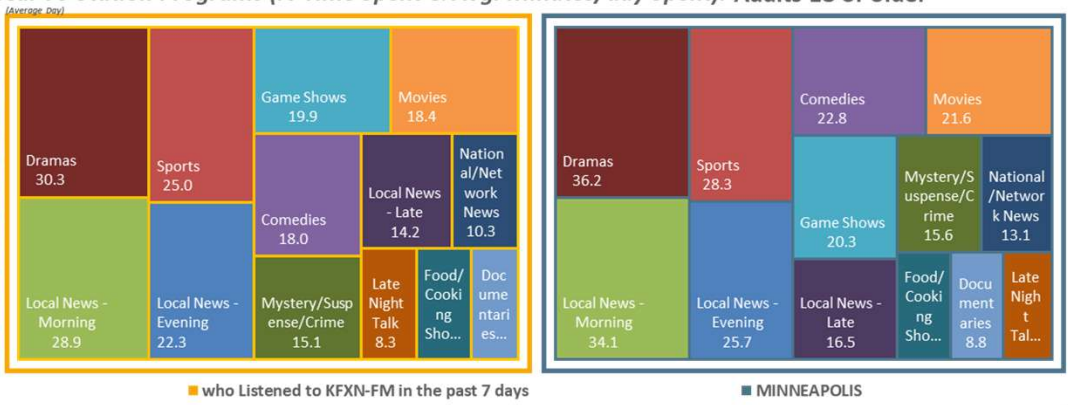
Radio Stations: KEEY-FM

318,867 or 74.7% of Adults 18 or older who Listened to KFXN-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and Dramas.

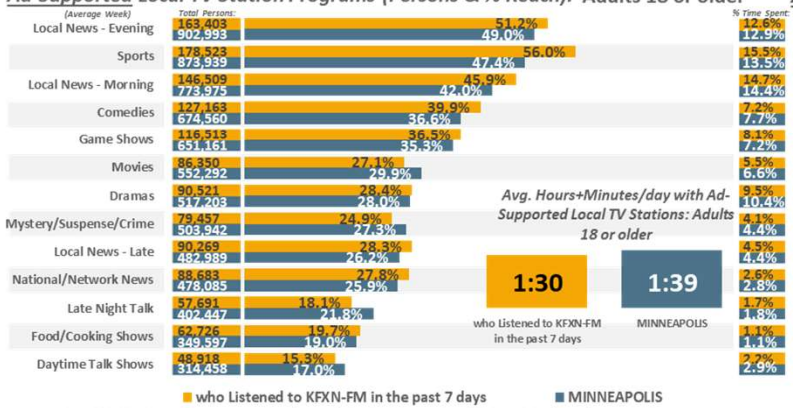
Local TV Station Programs (Persons & % Reach): Adults 18 or older



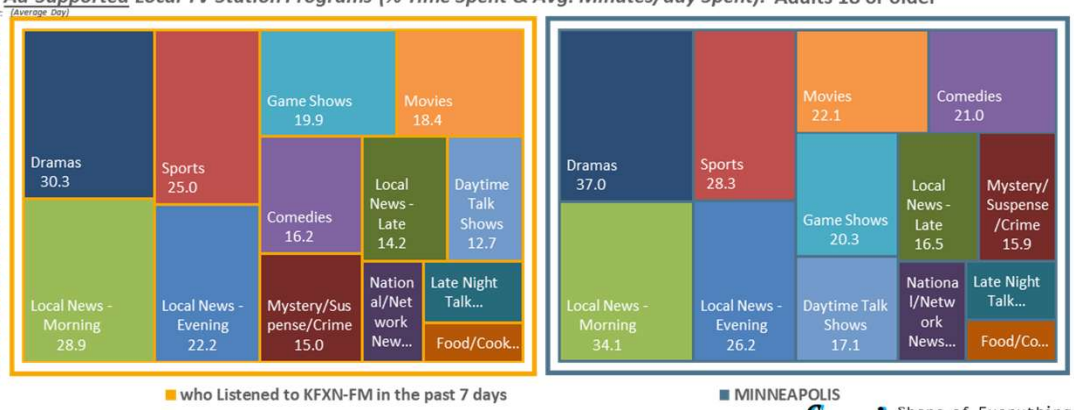
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 208

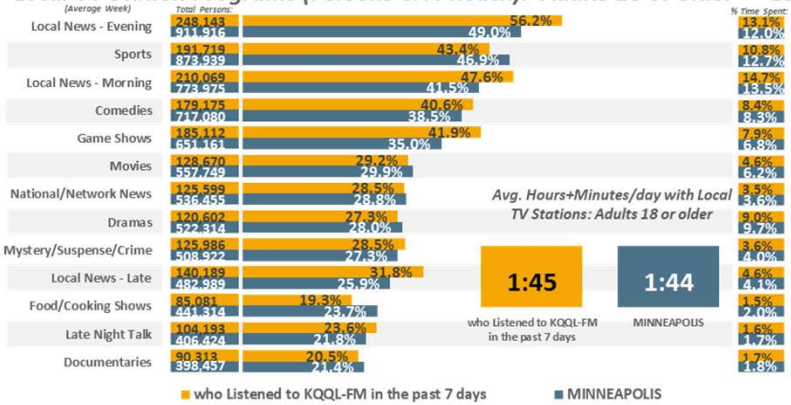
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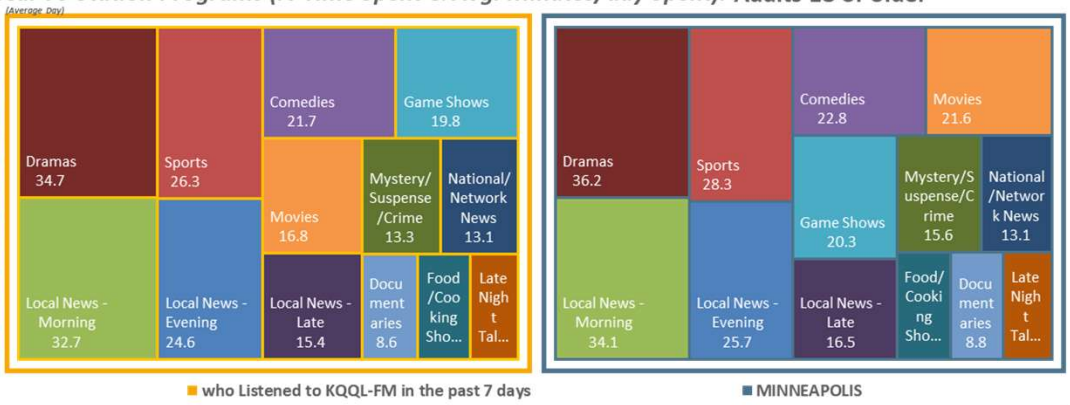
Radio Stations: KFXN-FM

436,295 or 69.3% of Adults 18 or older who Listened to KQQL-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Game Shows, Comedies, and Local News - Late.

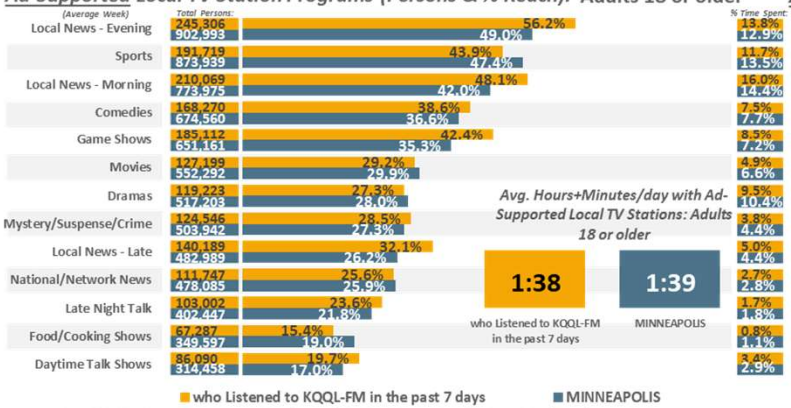
Local TV Station Programs (Persons & % Reach): Adults 18 or older



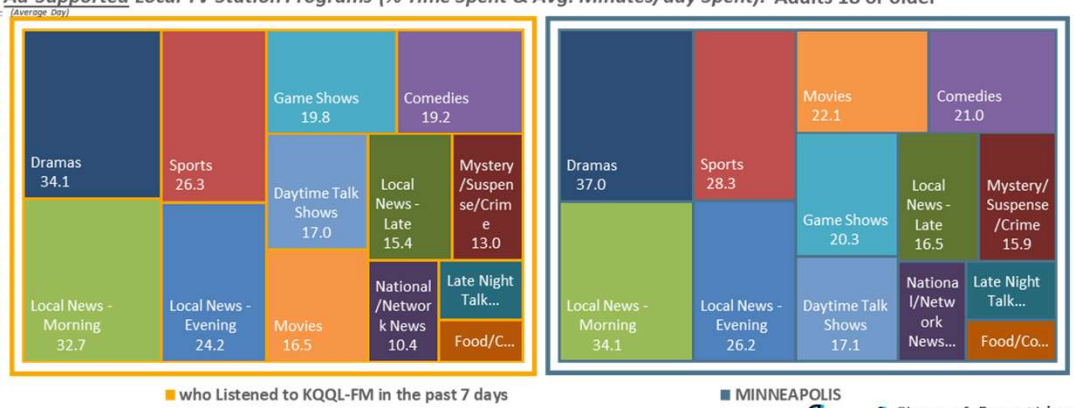
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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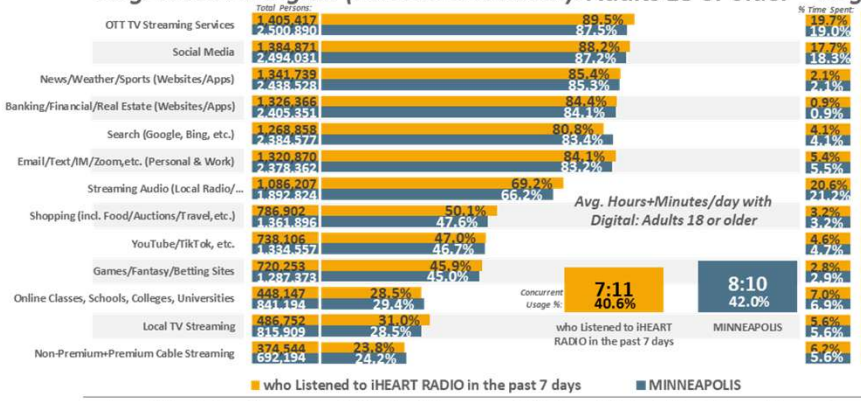
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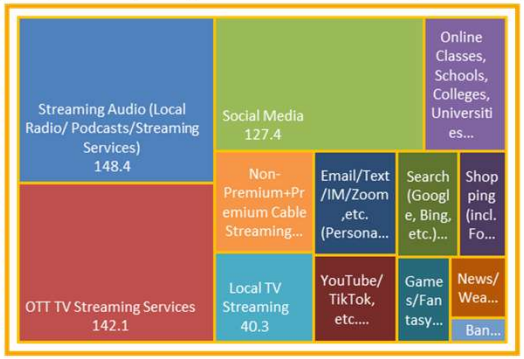
Radio Stations: KQQL-FM

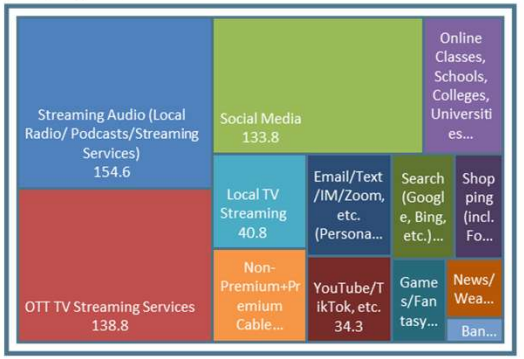
1,214,785 or 77.3% of Adults 18 or older who Listened to iHEART RADIO in the past 7 days use Ad-Supported Social Media for an average of 111.8 minutes every day representing 22.% of all time spent daily with Ad-Supported Digital Media.

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

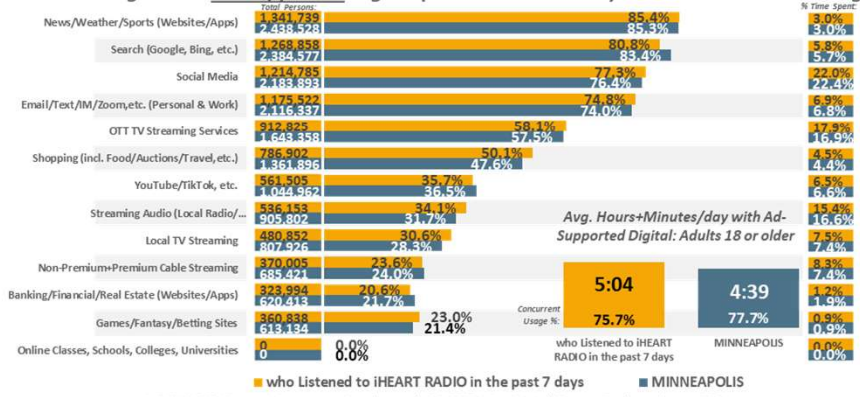


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

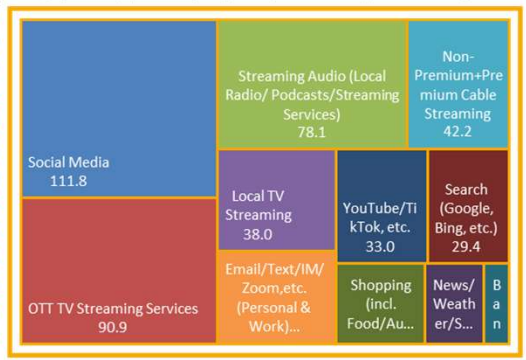


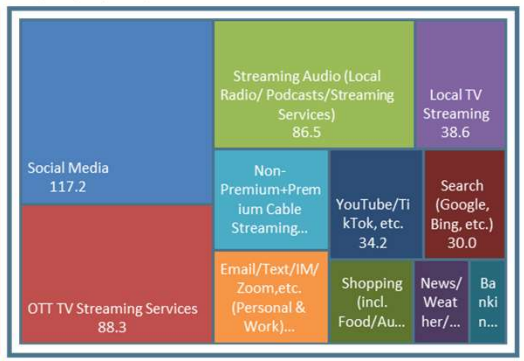


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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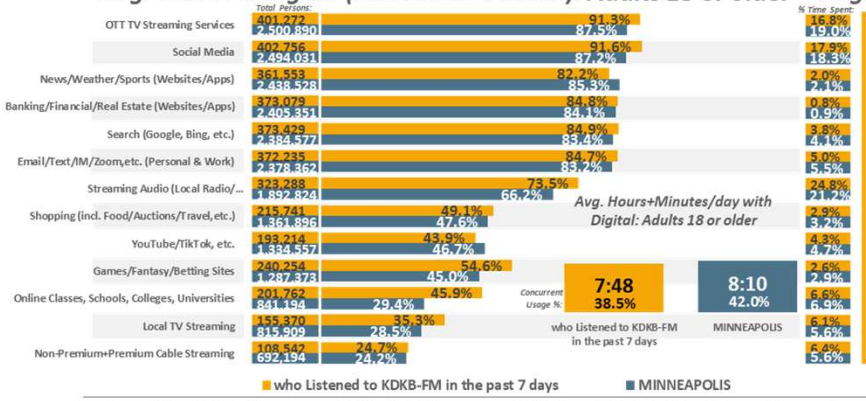
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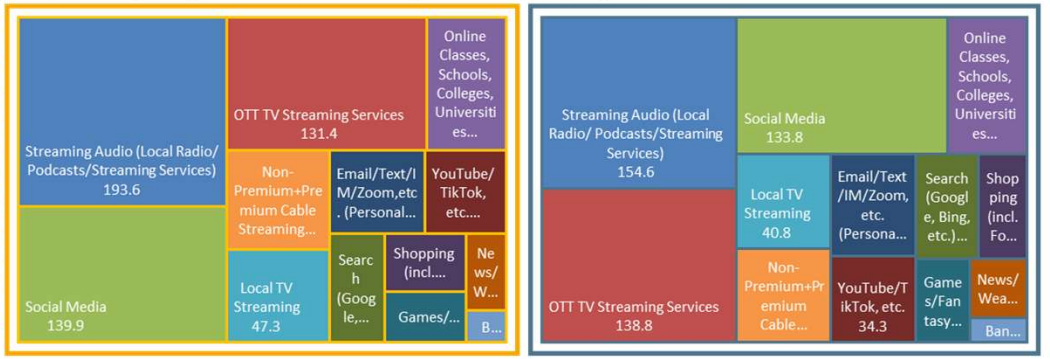
(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

343,990 or 78.2% of Adults 18 or older who Listened to KDKB-FM in the past 7 days use Ad-Supported Social Media for an average of 119.5 minutes every day representing 22.% of all time spent daily with Ad-Supported Digital Media.

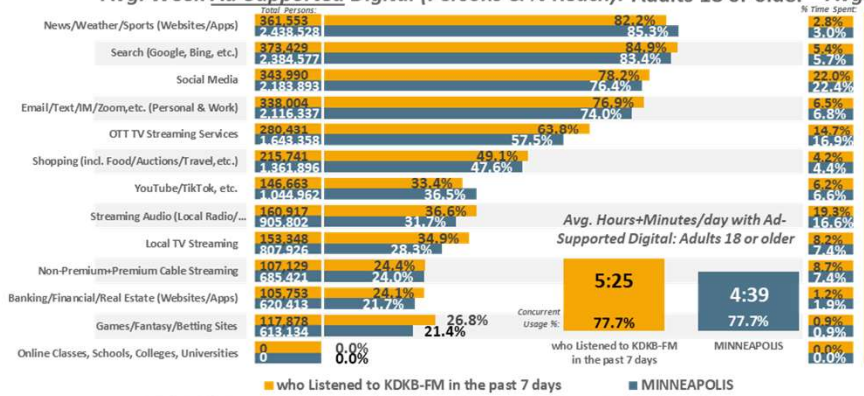
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



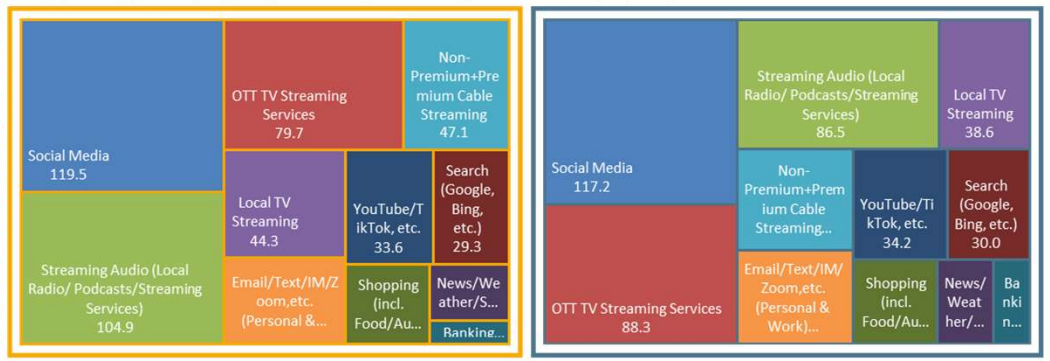
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 215

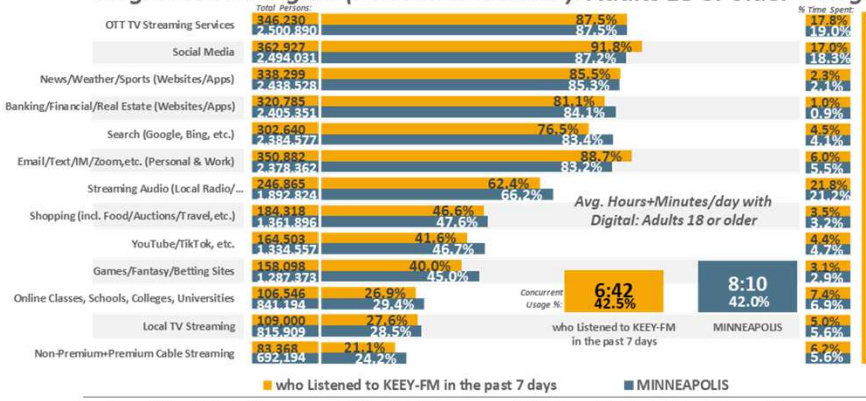
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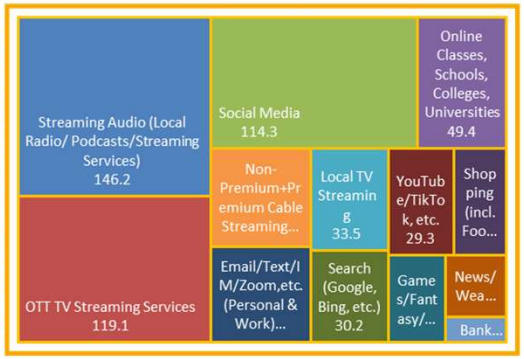
Radio Stations: KDWB-FM

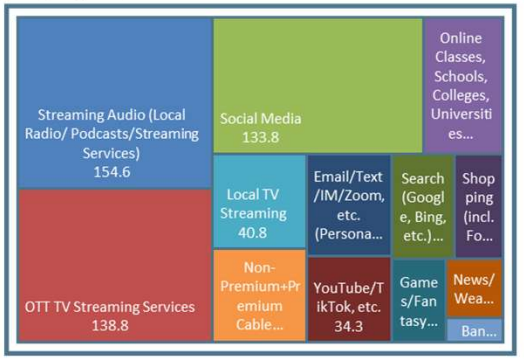
335,603 or 84.9% of Adults 18 or older who Listened to KEEY-FM in the past 7 days use Ad-Supported Social Media for an average of 105.7 minutes every day representing 22.3% of all time spent daily with Ad-Supported Digital Media.

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

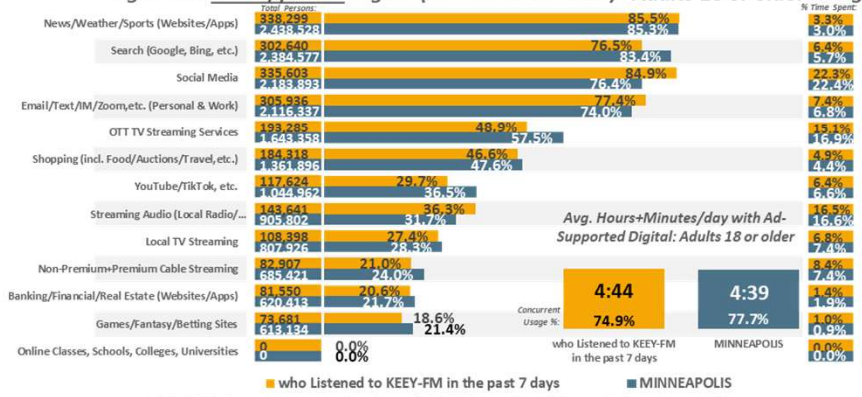


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

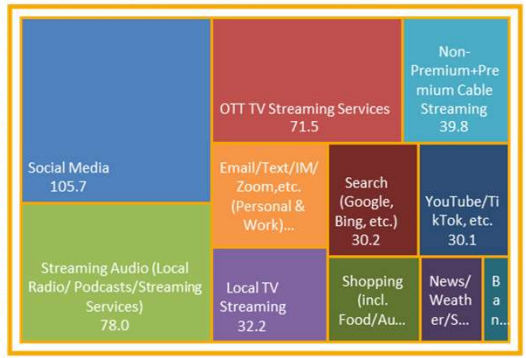


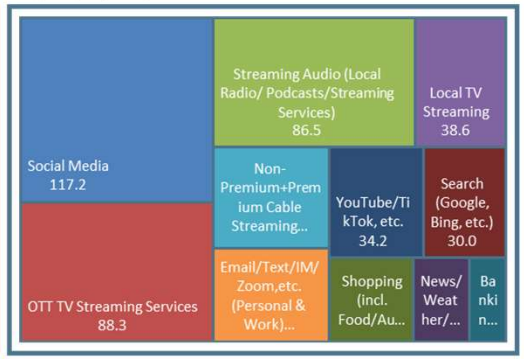


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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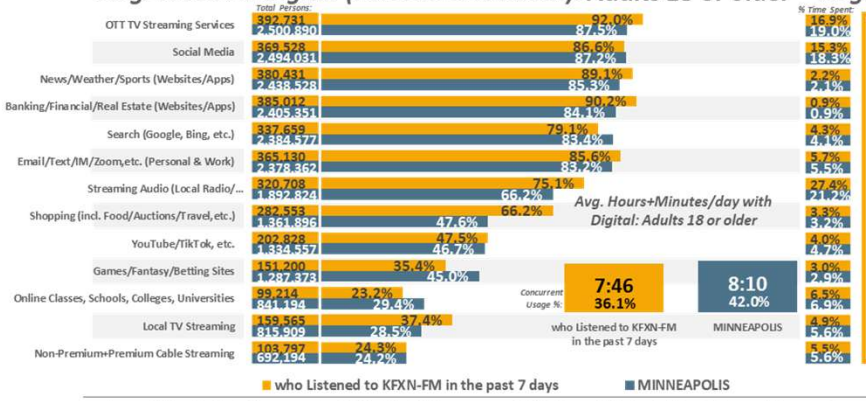
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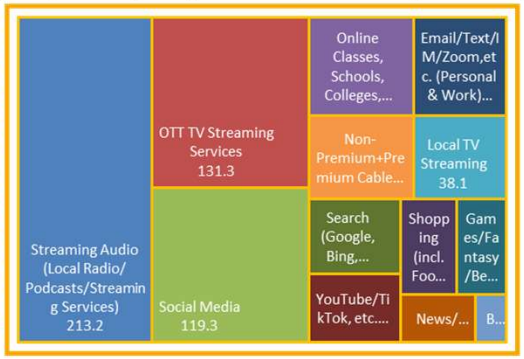
Radio Stations: KEEY-FM

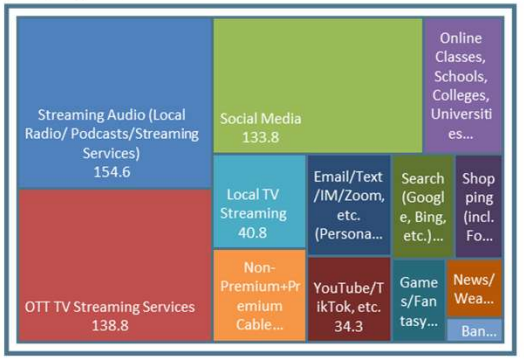
301,015 or 70.5% of Adults 18 or older who Listened to KFXN-FM in the past 7 days use Ad-Supported Social Media for an average of 97.2 minutes every day representing 17.9% of all time spent daily with Ad-Supported Digital Media.

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

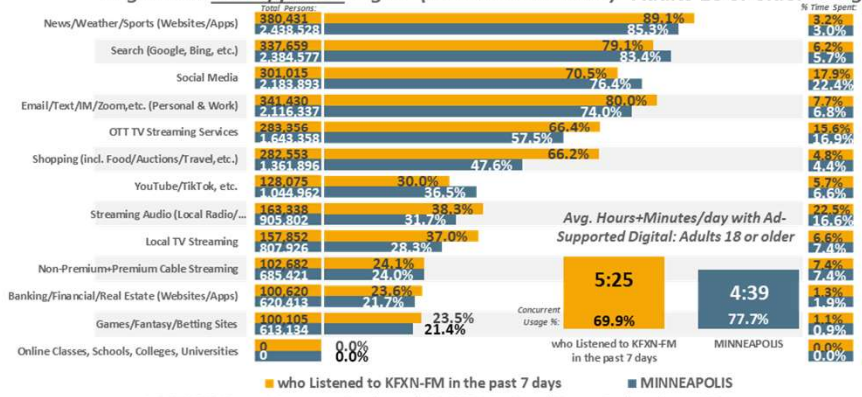


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

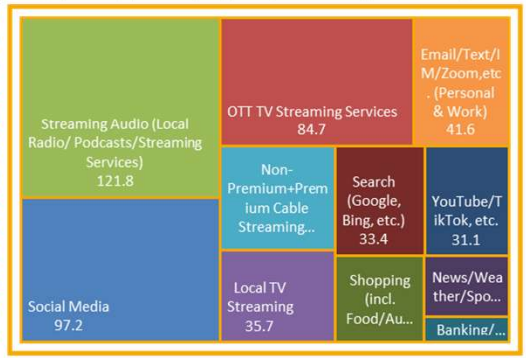


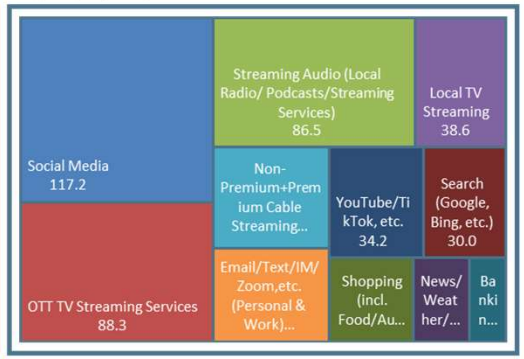


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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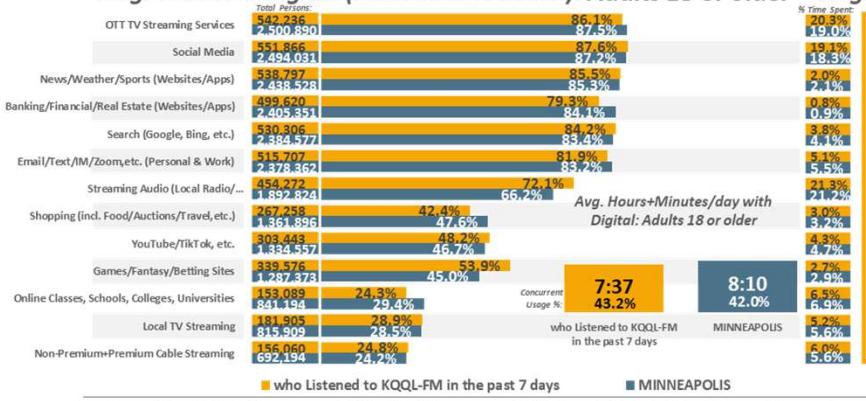
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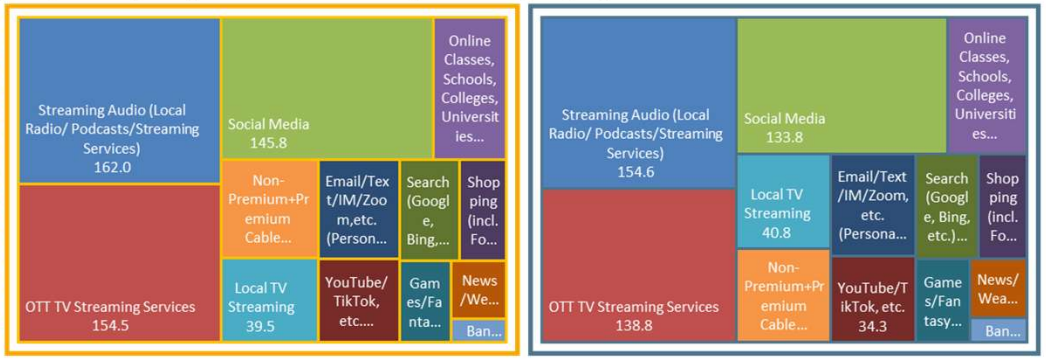
Radio Stations: KFXN-FM

479,117 or 76.1% of Adults 18 or older who Listened to KQQL-FM in the past 7 days use Ad-Supported Social Media for an average of 126.5 minutes every day representing 23.7% of all time spent daily with Ad-Supported Digital Media.

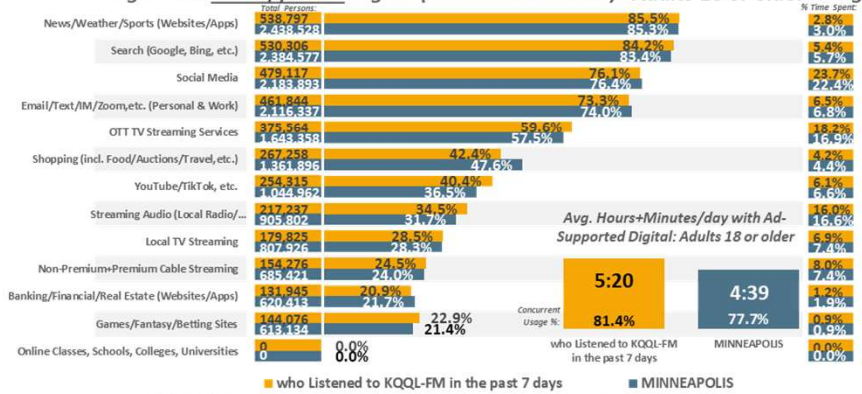
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



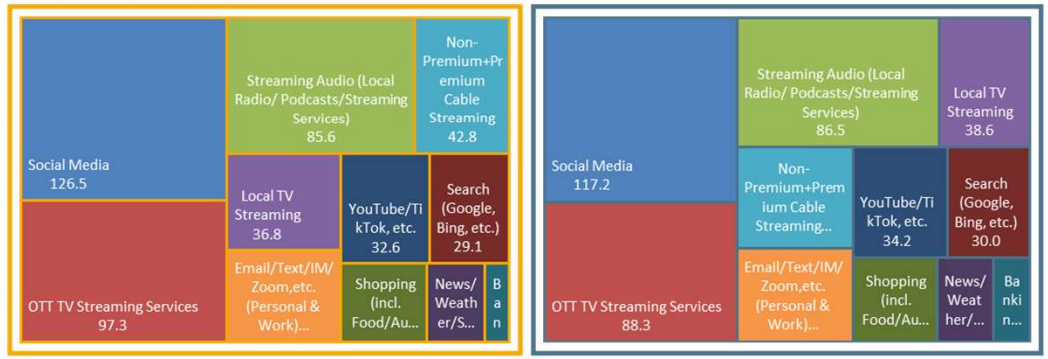
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

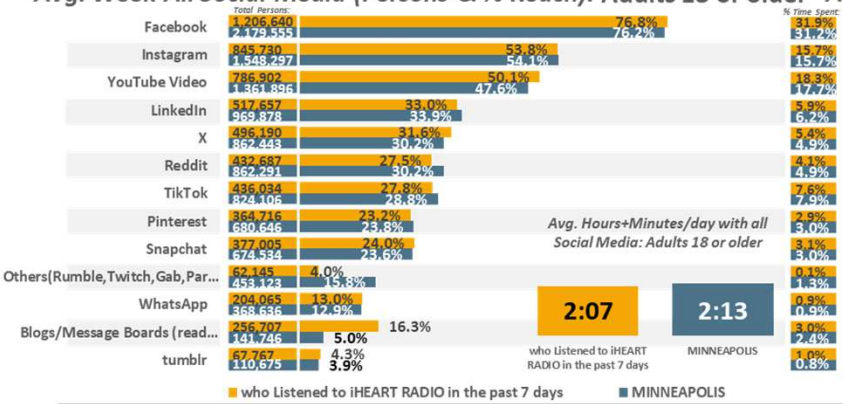
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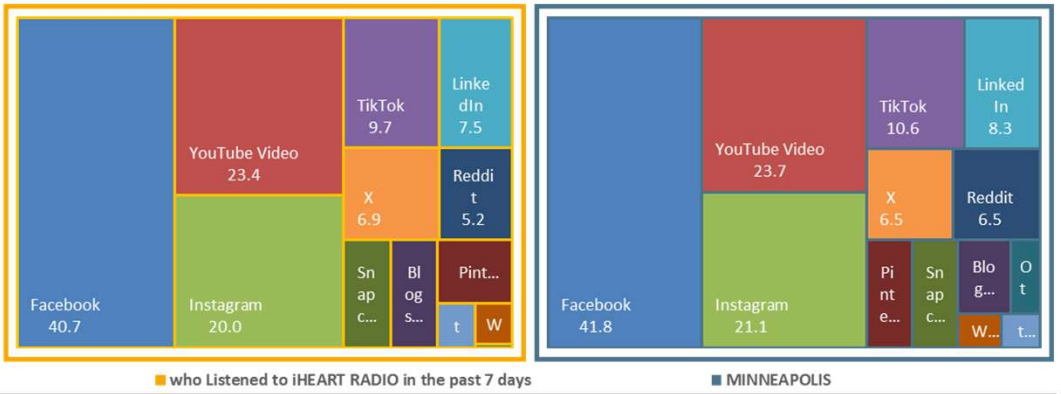
Radio Stations: KQQL-FM

1,206,640 or 76.8% of Adults 18 or older who Listened to iHEART RADIO in the past 7 days use Ad-Supported Facebook for an average of 37.9 minutes every day representing 33.9% of all time spent daily with Ad-Supported Social Media.

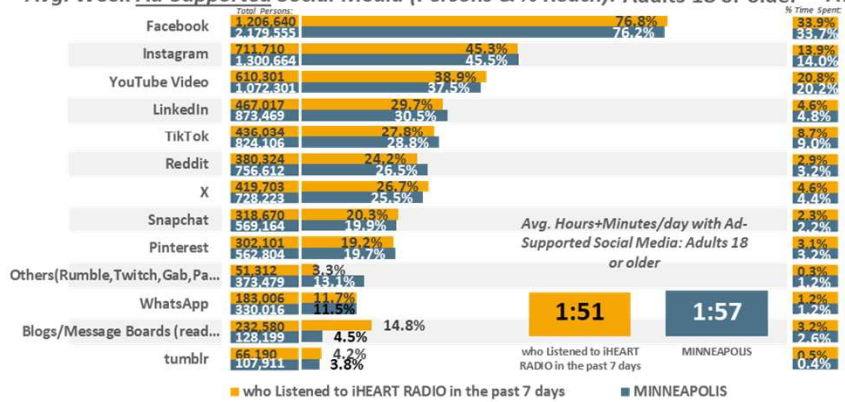
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



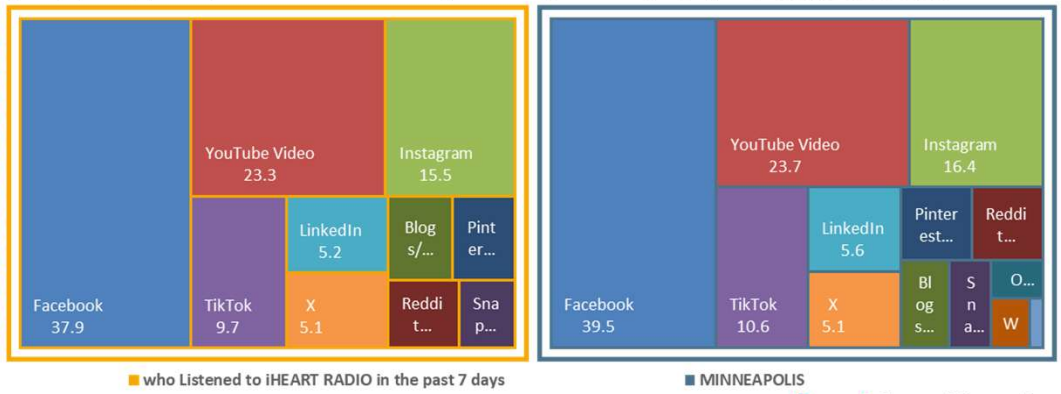
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 798

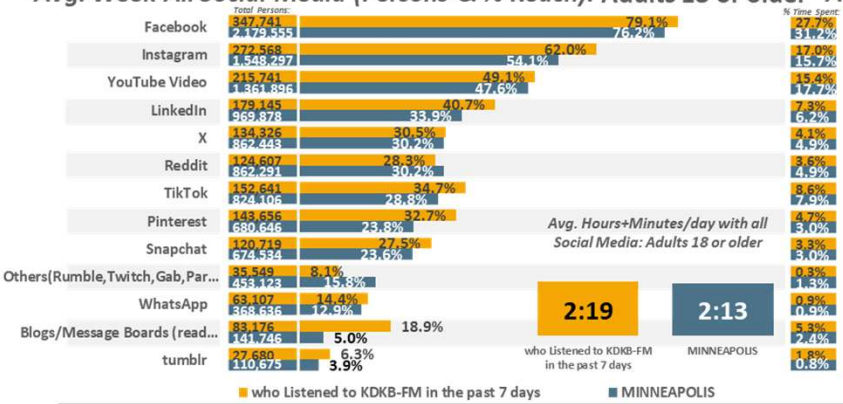
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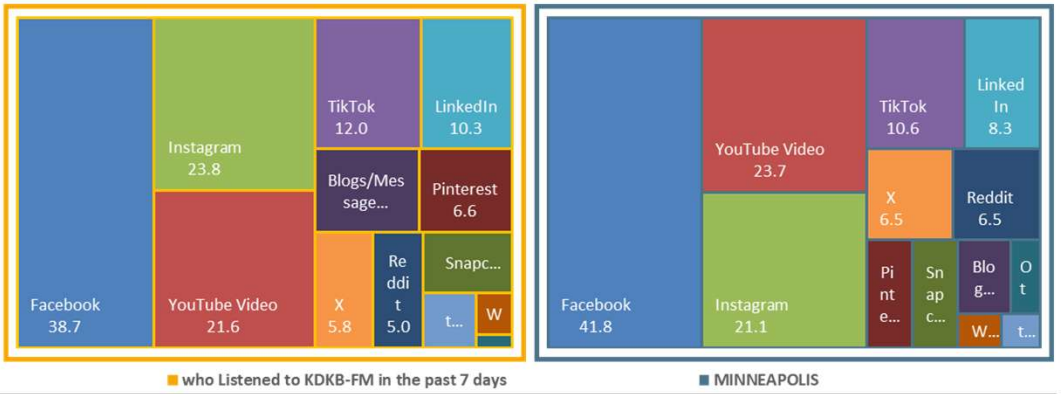
(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

343,990 or 78.2% of Adults 18 or older who Listened to KDKB-FM in the past 7 days use Ad-Supported Facebook for an average of 37.8 minutes every day representing 31.6% of all time spent daily with Ad-Supported Social Media.

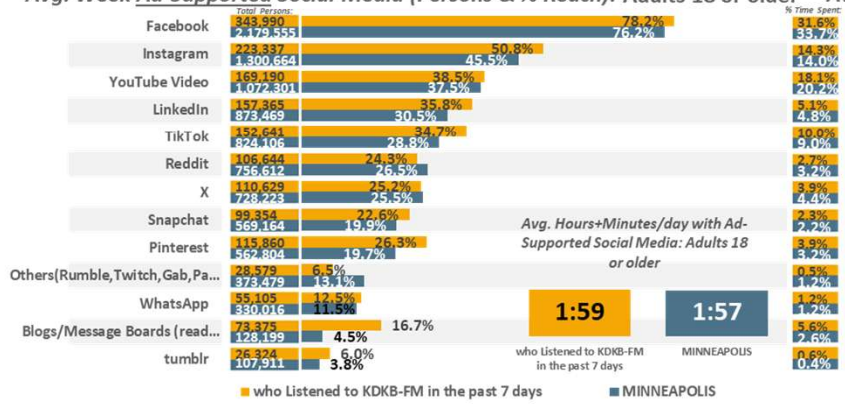
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



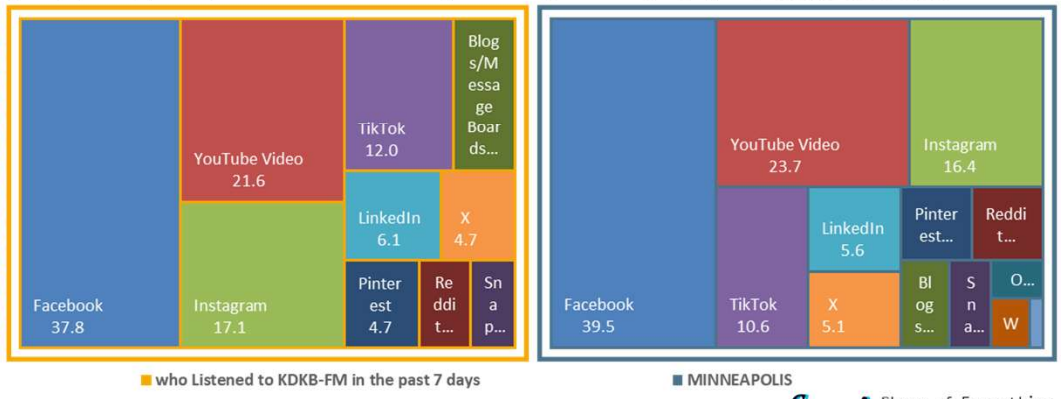
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 215

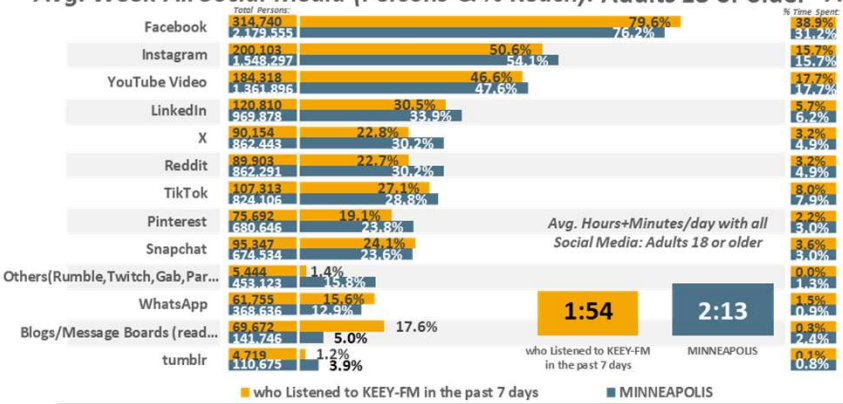
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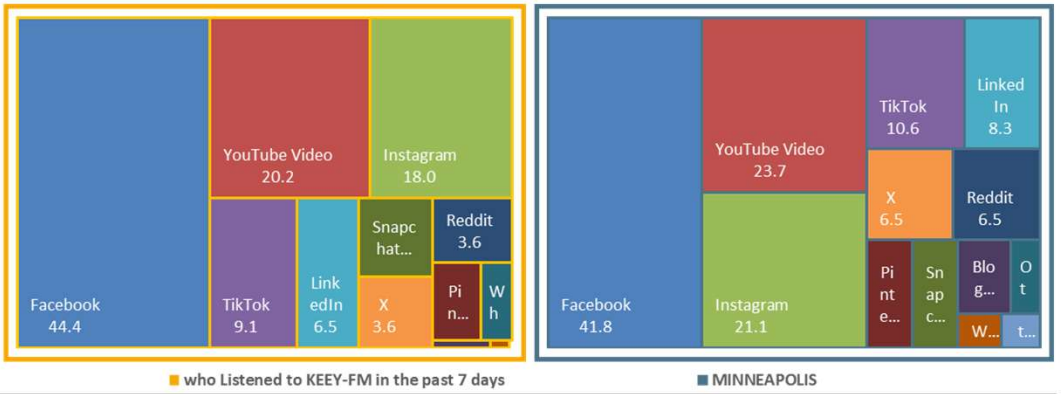
Radio Stations: KDWB-FM

314,740 or 79.6% of Adults 18 or older who Listened to KEEY-FM in the past 7 days use Ad-Supported Facebook for an average of 39.9 minutes every day representing 37.7% of all time spent daily with Ad-Supported Social Media.

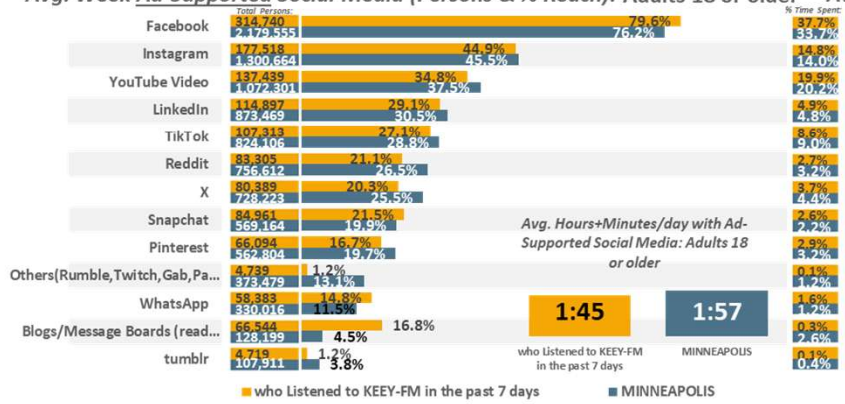
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



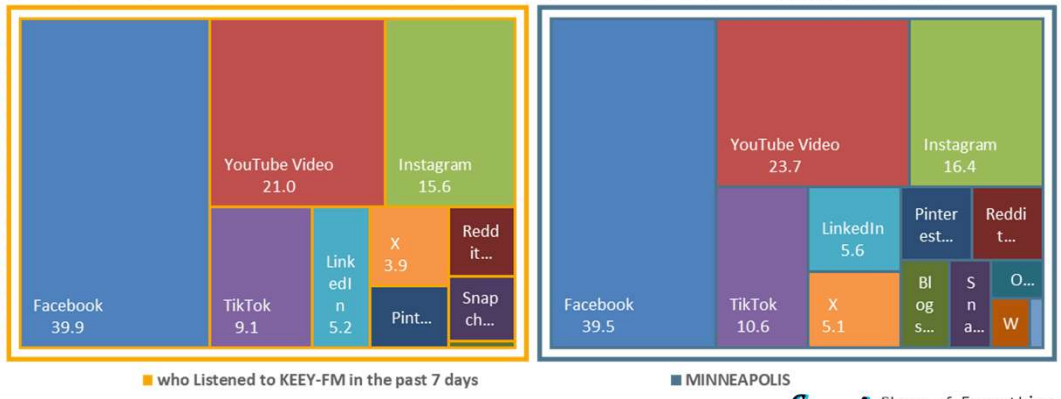
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 209

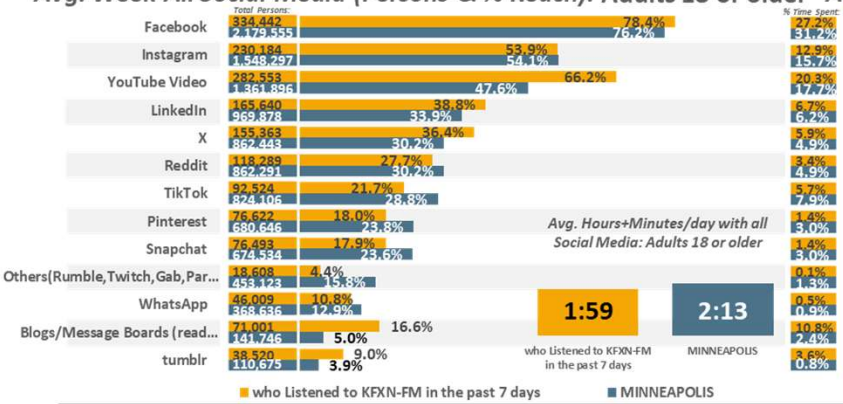
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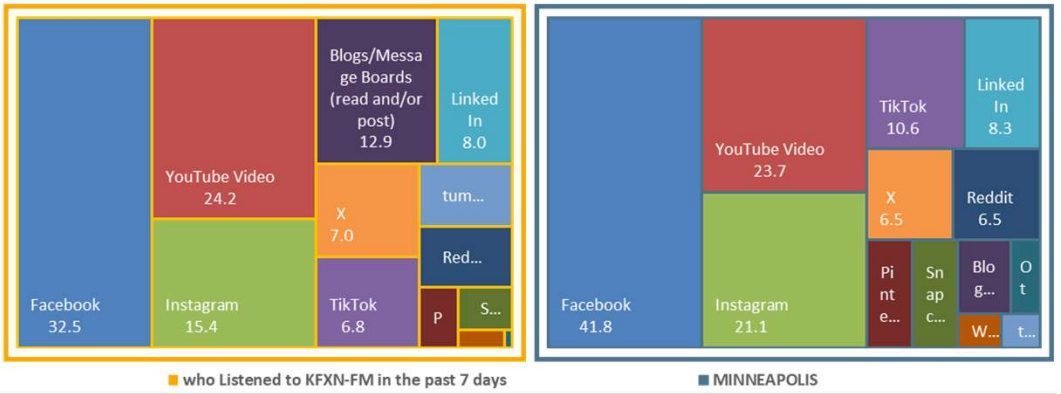
Radio Stations: KEEY-FM

301,015 or 70.5% of Adults 18 or older who Listened to KFXN-FM in the past 7 days use Ad-Supported Facebook for an average of 27.2 minutes every day representing 28.% of all time spent daily with Ad-Supported Social Media.

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



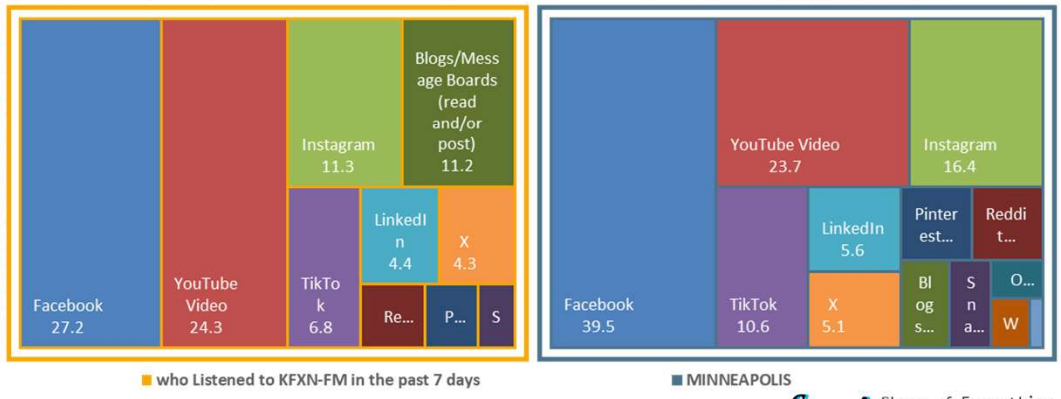
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 208

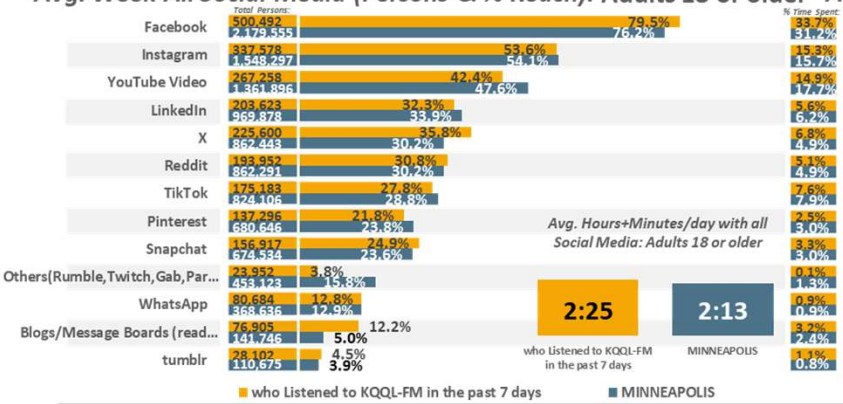
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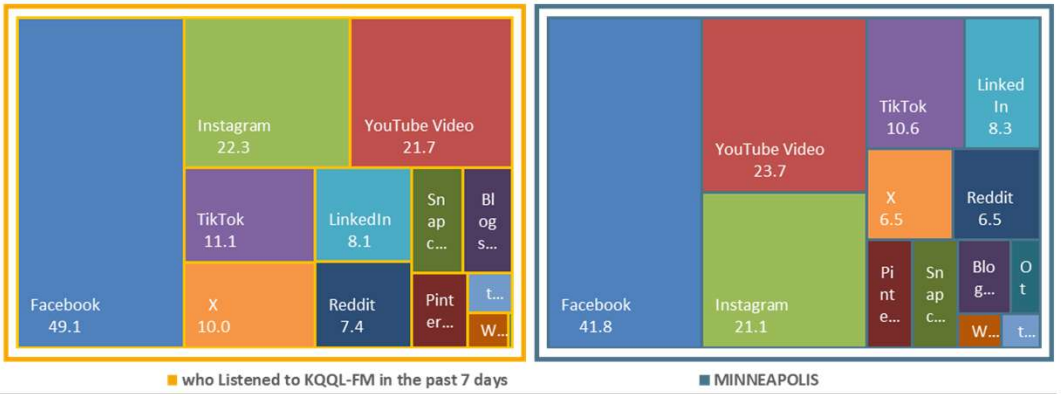
Radio Stations: KFXN-FM

479,117 or 76.1% of Adults 18 or older who Listened to KQQL-FM in the past 7 days use Ad-Supported Facebook for an average of 44.7 minutes every day representing 35.3% of all time spent daily with Ad-Supported Social Media.

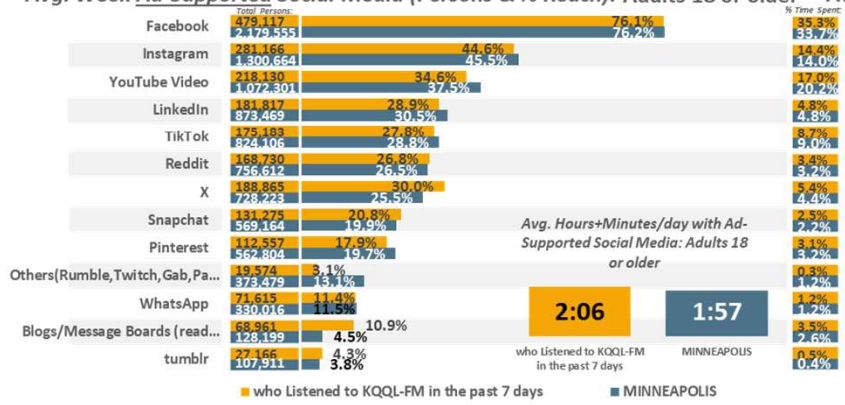
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



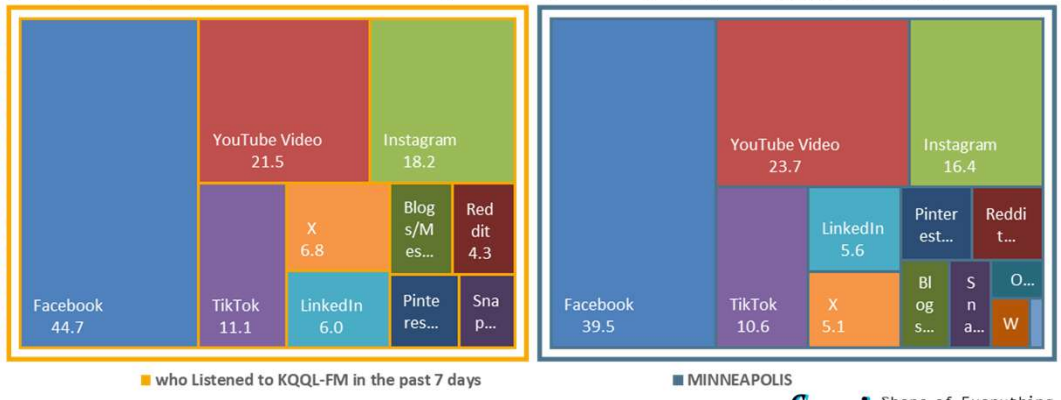
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



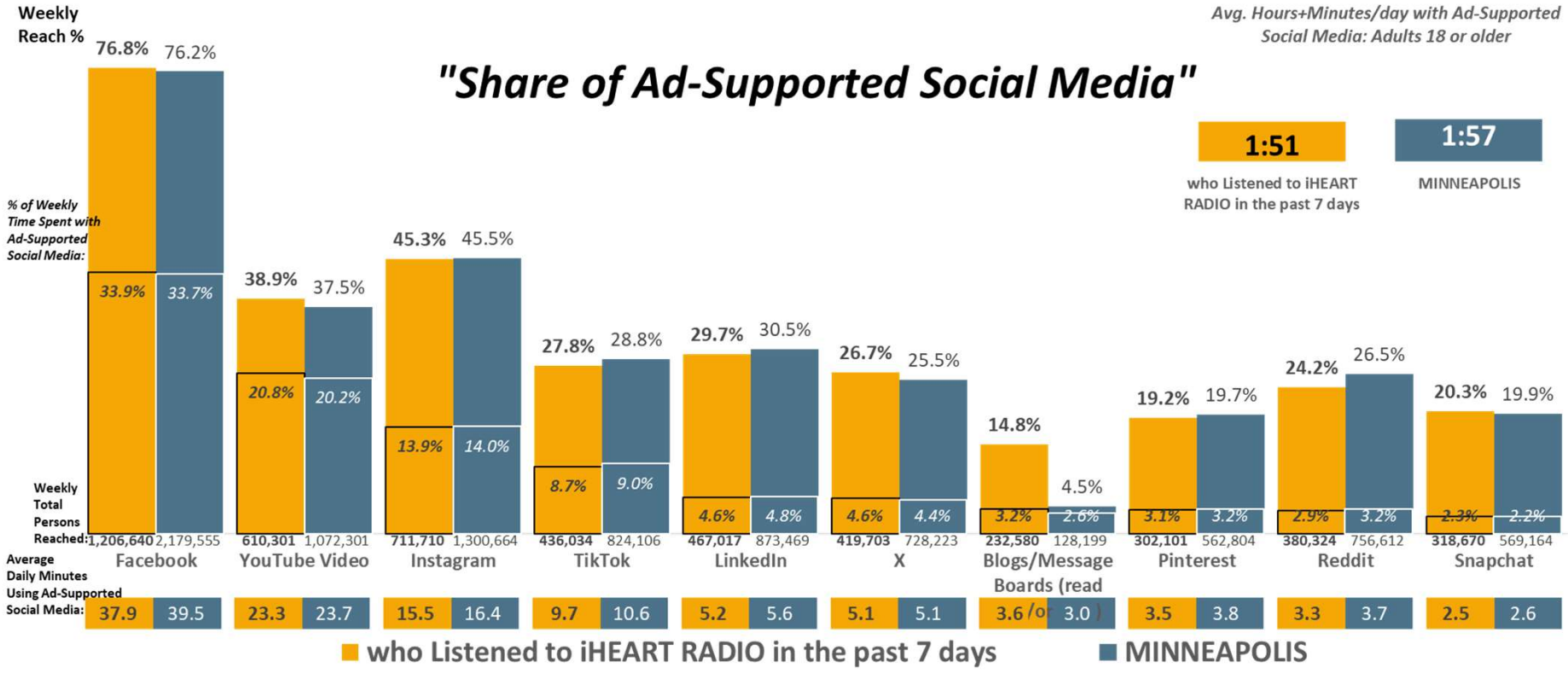
MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 323

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Radio Stations: KQQL-FM

1,206,640 or 76.8% of Adults 18 or older who Listened to iHEART RADIO in the past 7 days use Ad-Supported Facebook for an average of 37.9 minutes every day representing 33.9% of all time spent daily with Ad-Supported Social Media.



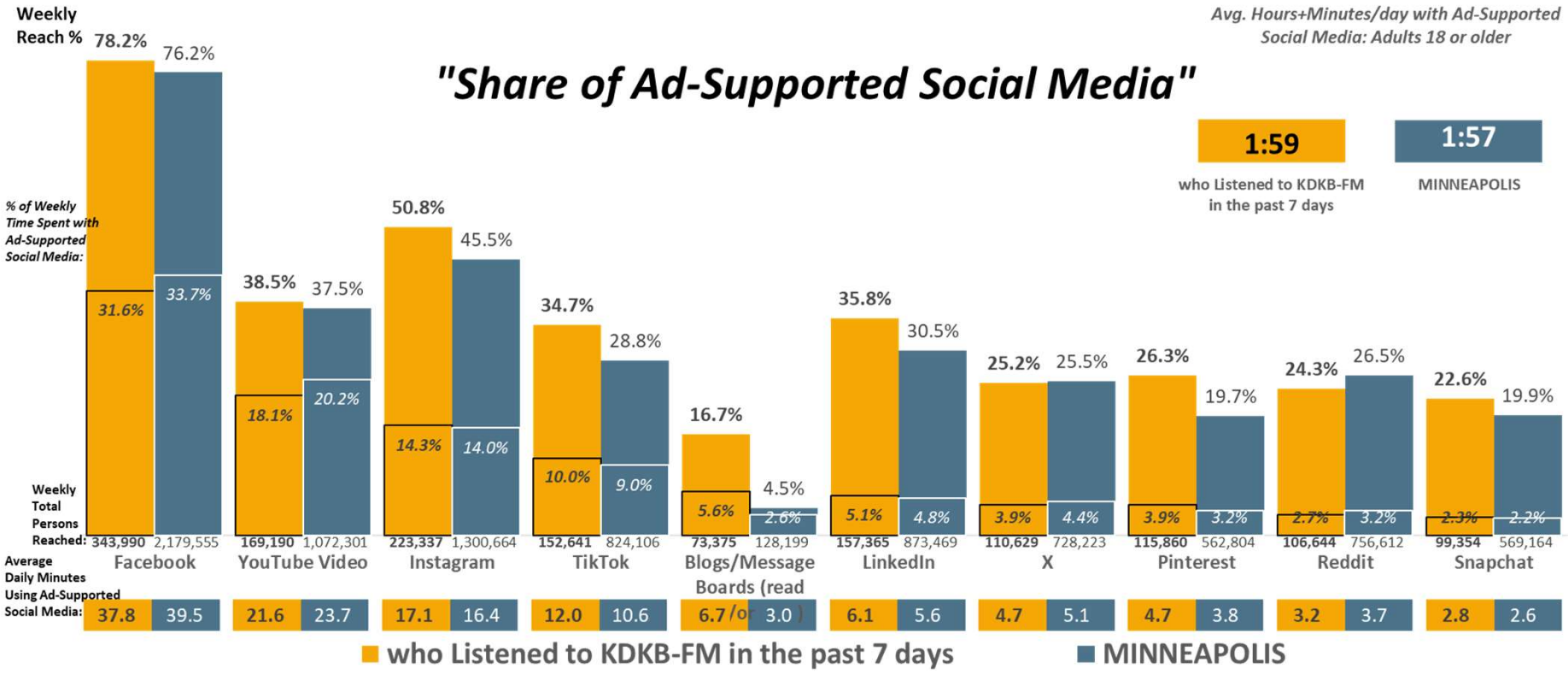
MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 798 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,493

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(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

343,990 or 78.2% of Adults 18 or older who Listened to KDKB-FM in the past 7 days use Ad-Supported Facebook for an average of 37.8 minutes every day representing 31.6% of all time spent daily with Ad-Supported Social Media.



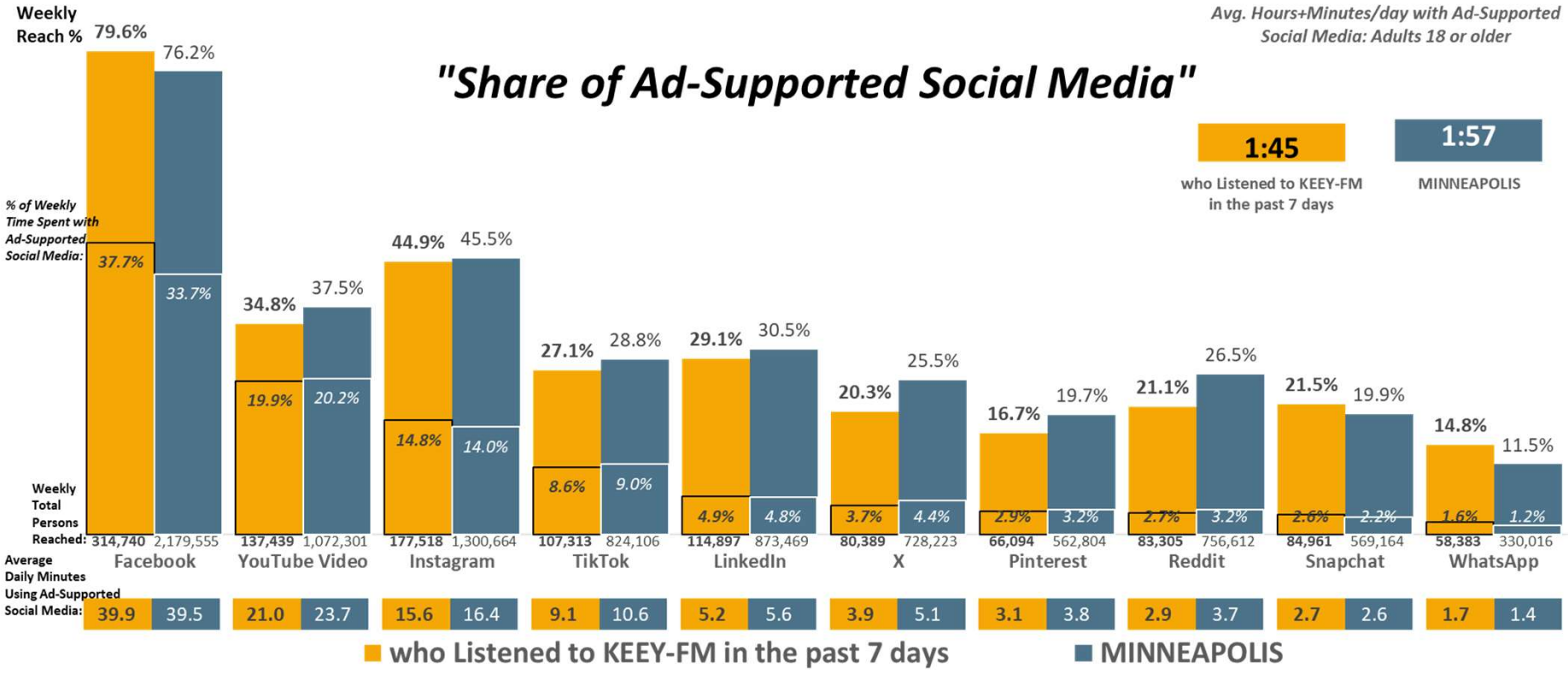
MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 215 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,493

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Radio Stations: KDWB-FM

314,740 or 79.6% of Adults 18 or older who Listened to KEEY-FM in the past 7 days use Ad-Supported Facebook for an average of 39.9 minutes every day representing 37.7% of all time spent daily with Ad-Supported Social Media.



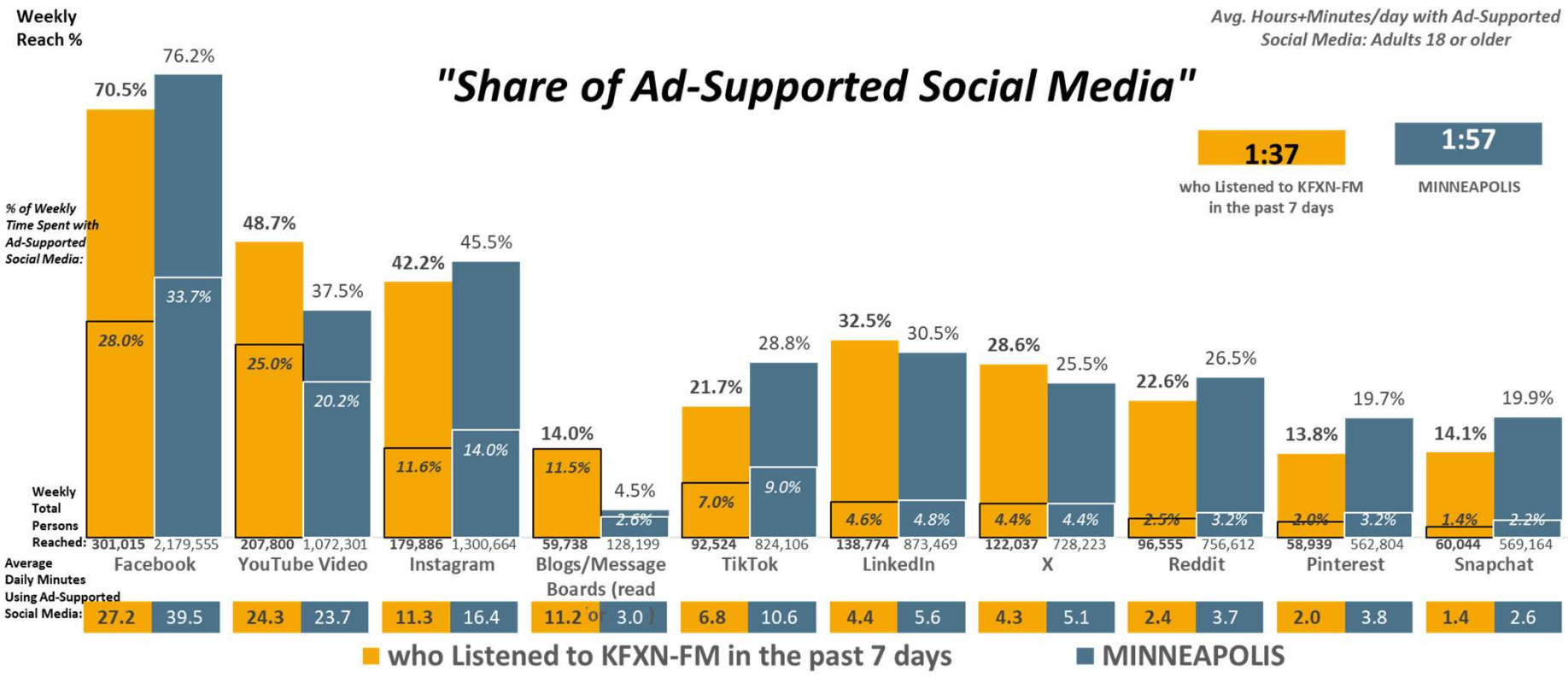
MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 209 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,493

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Radio Stations: KEEY-FM

301,015 or 70.5% of Adults 18 or older who Listened to KFXN-FM in the past 7 days use Ad-Supported Facebook for an average of 27.2 minutes every day representing 28.% of all time spent daily with Ad-Supported Social Media.



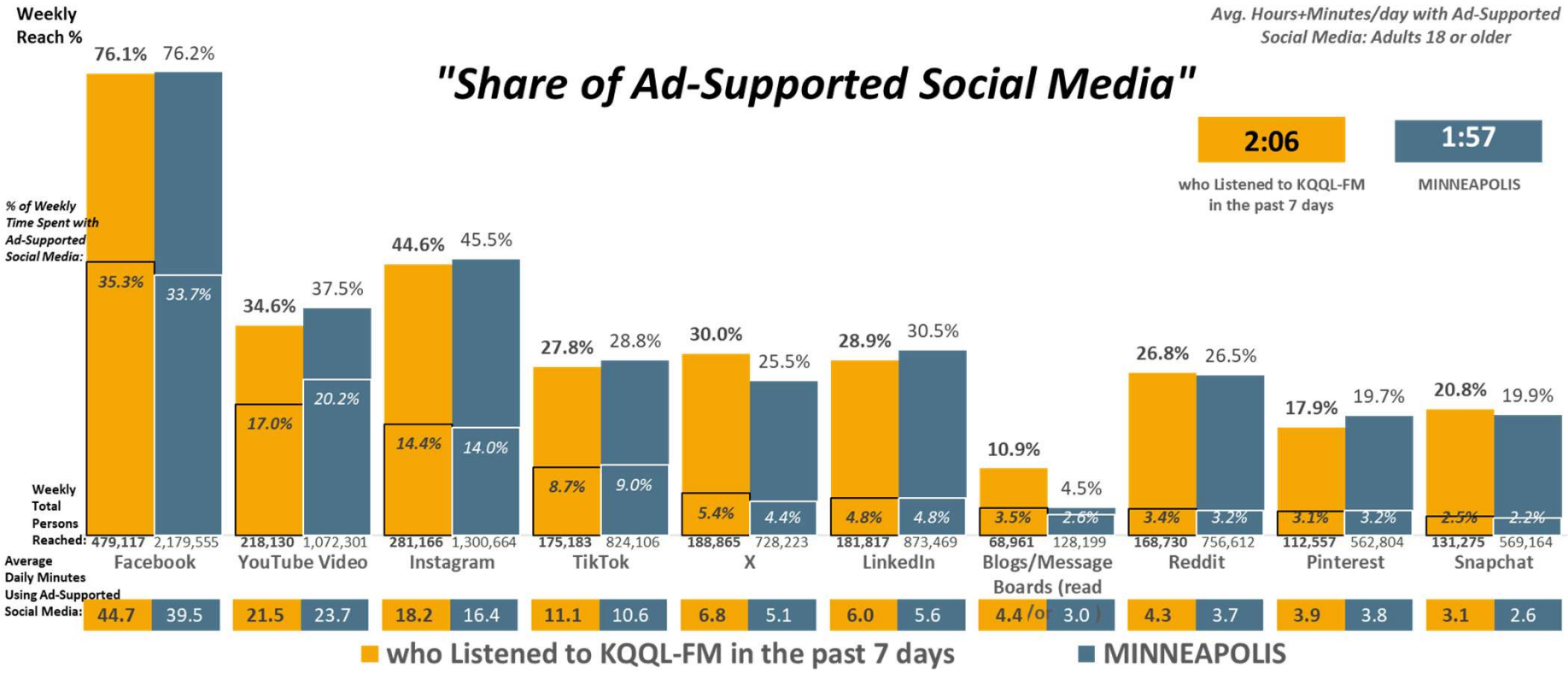
MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 208 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,493

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Radio Stations: KFXN-FM

479,117 or 76.1% of Adults 18 or older who Listened to KQQL-FM in the past 7 days use Ad-Supported Facebook for an average of 44.7 minutes every day representing 35.3% of all time spent daily with Ad-Supported Social Media.



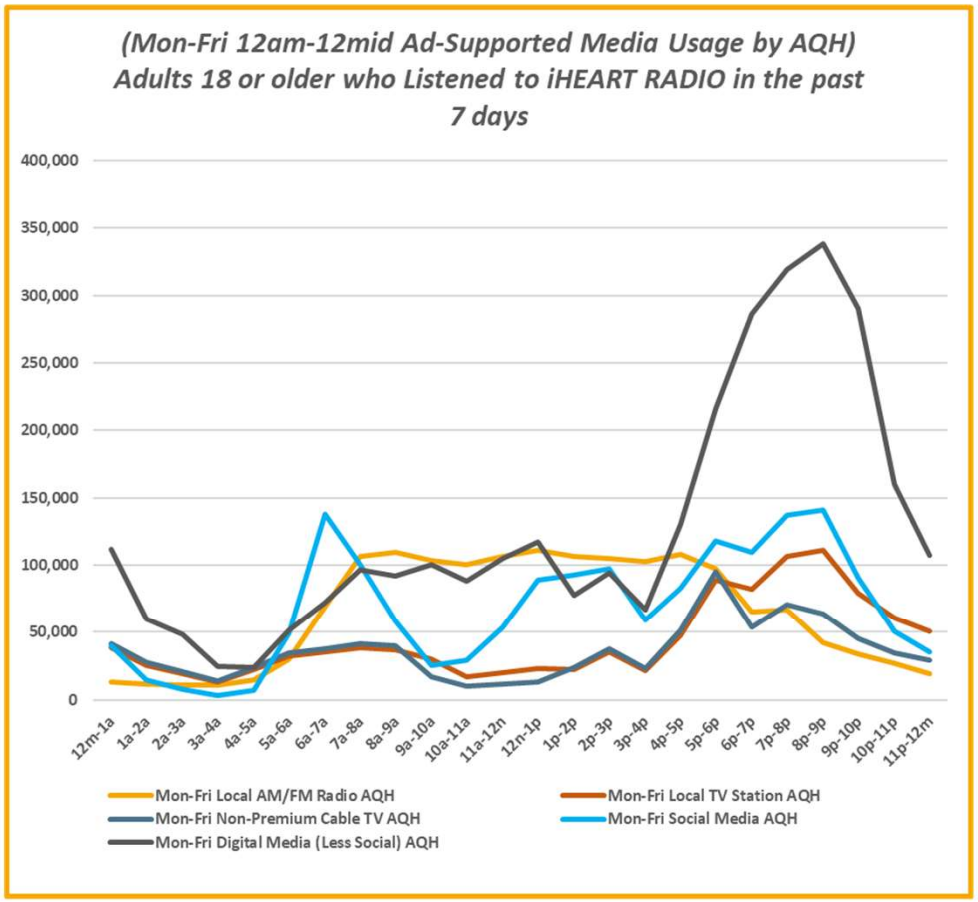
MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 323 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,493

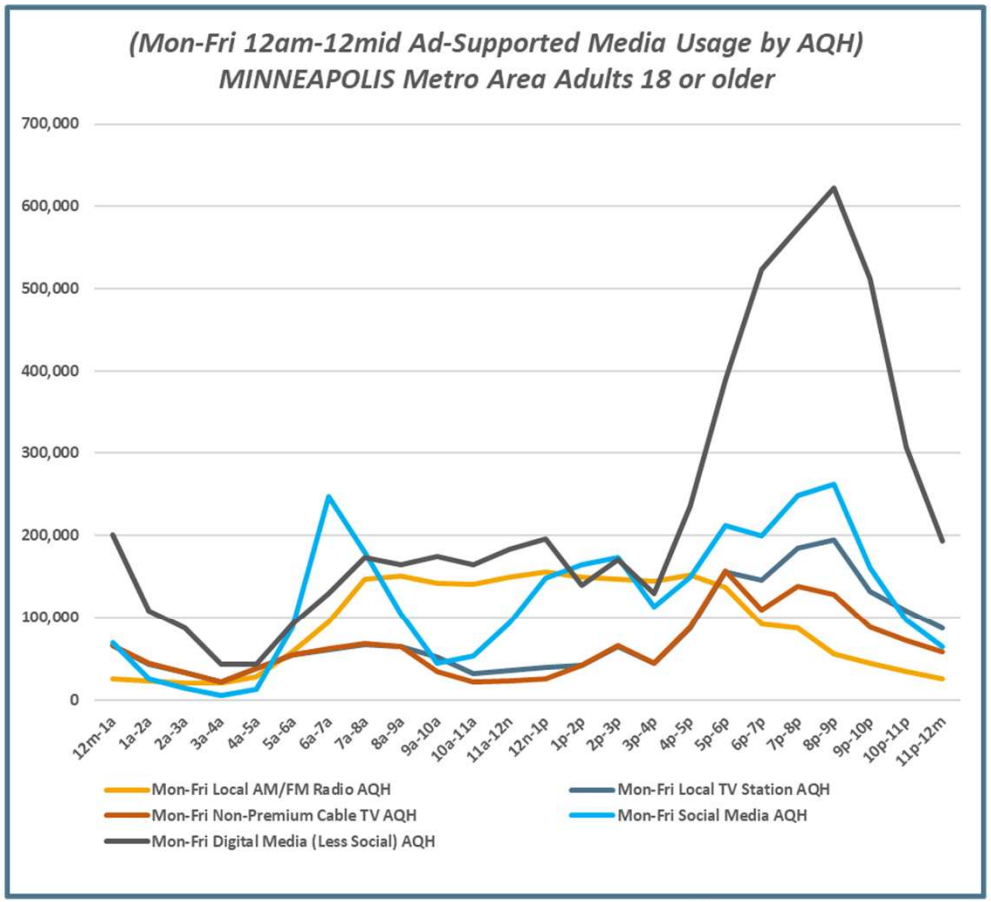
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Radio Stations: KQQL-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 118,651; Local Radio: 99,352; Social Media: 81,054; Local TV: 38,310; Non-Prem. Cable: 35,075 reaching Adults 18 or older who Listened to iHEART RADIO in the past 7 days.





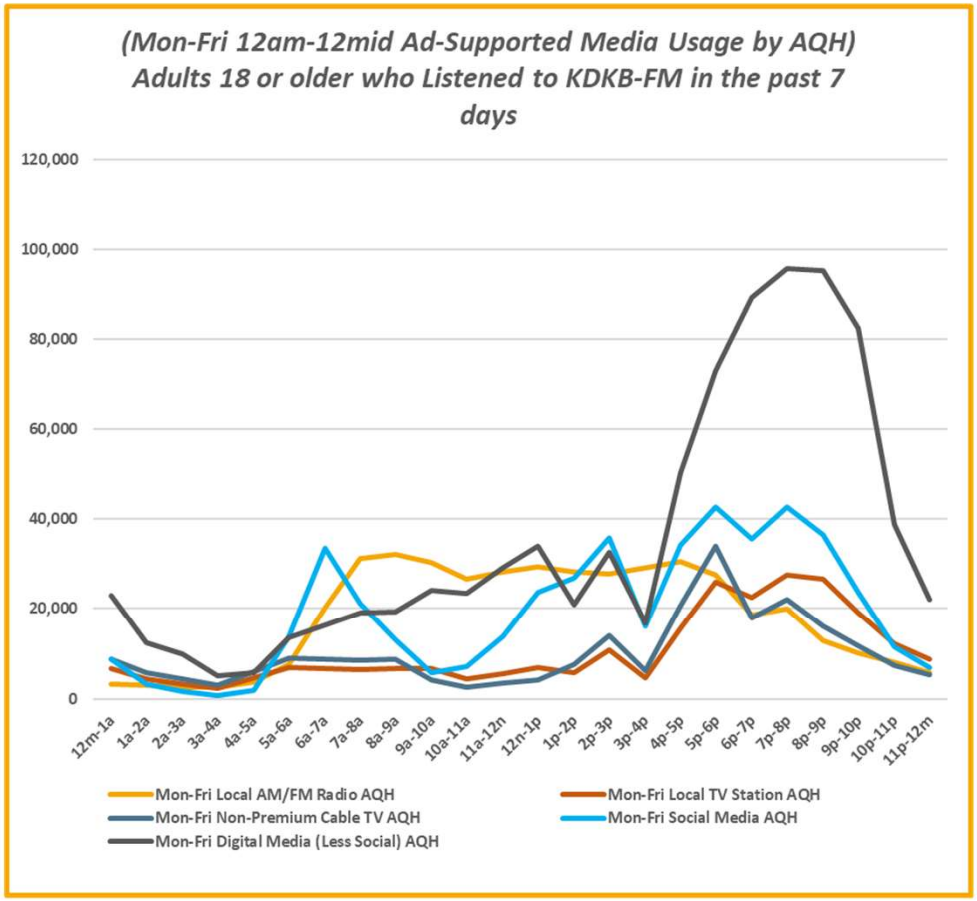
MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 798

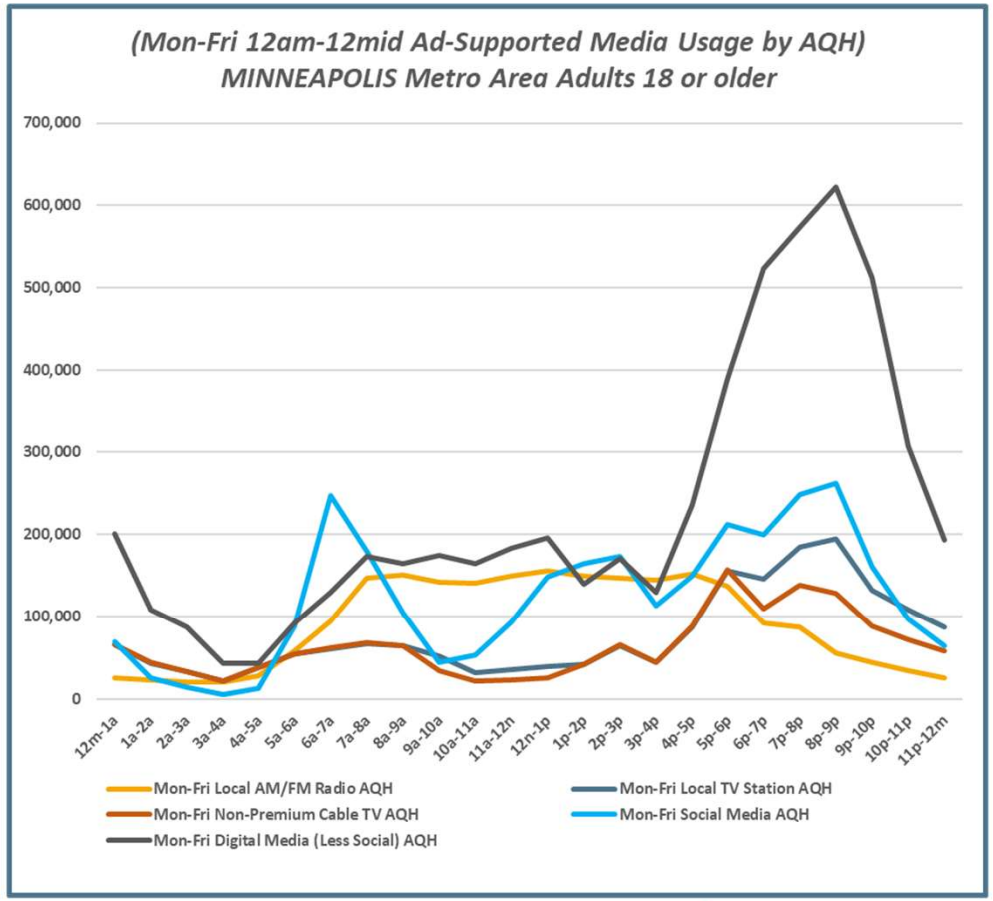
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(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 34,524; Local Radio: 27,708; Social Media: 23,808; Non-Prem. Cable: 10,823; Local TV: 9,888 reaching Adults 18 or older who Listened to KDKB-FM in the past 7 days.





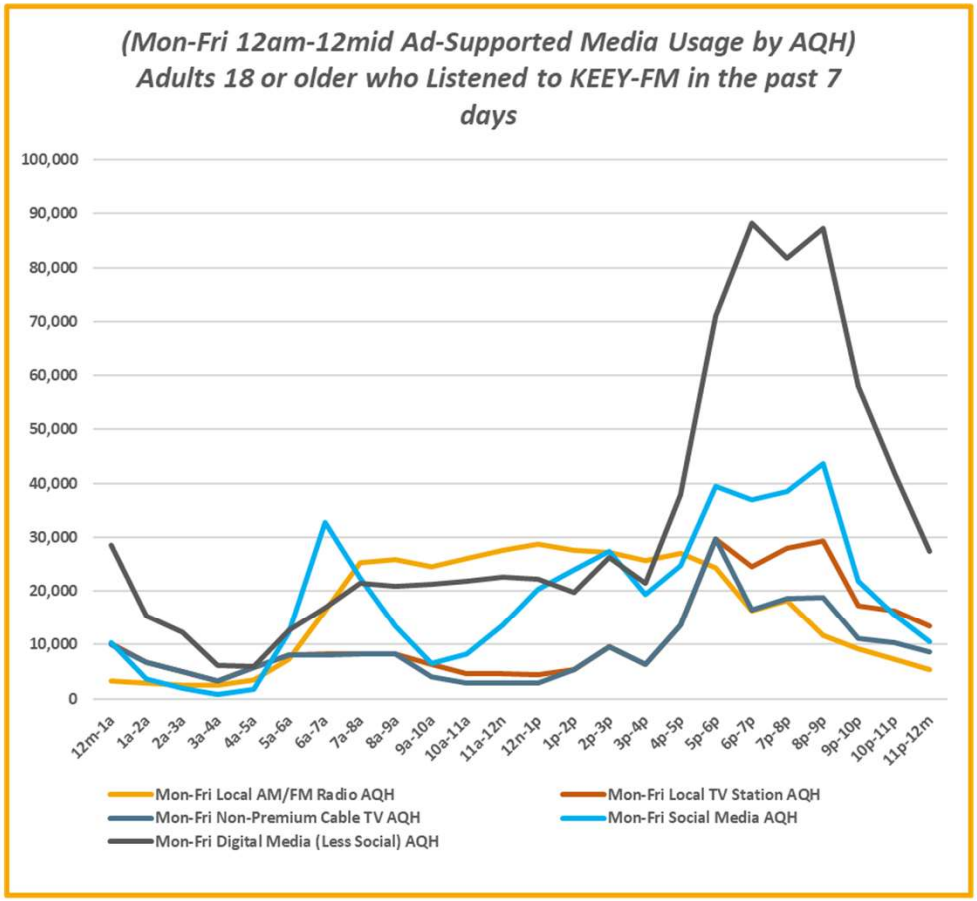
MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 215

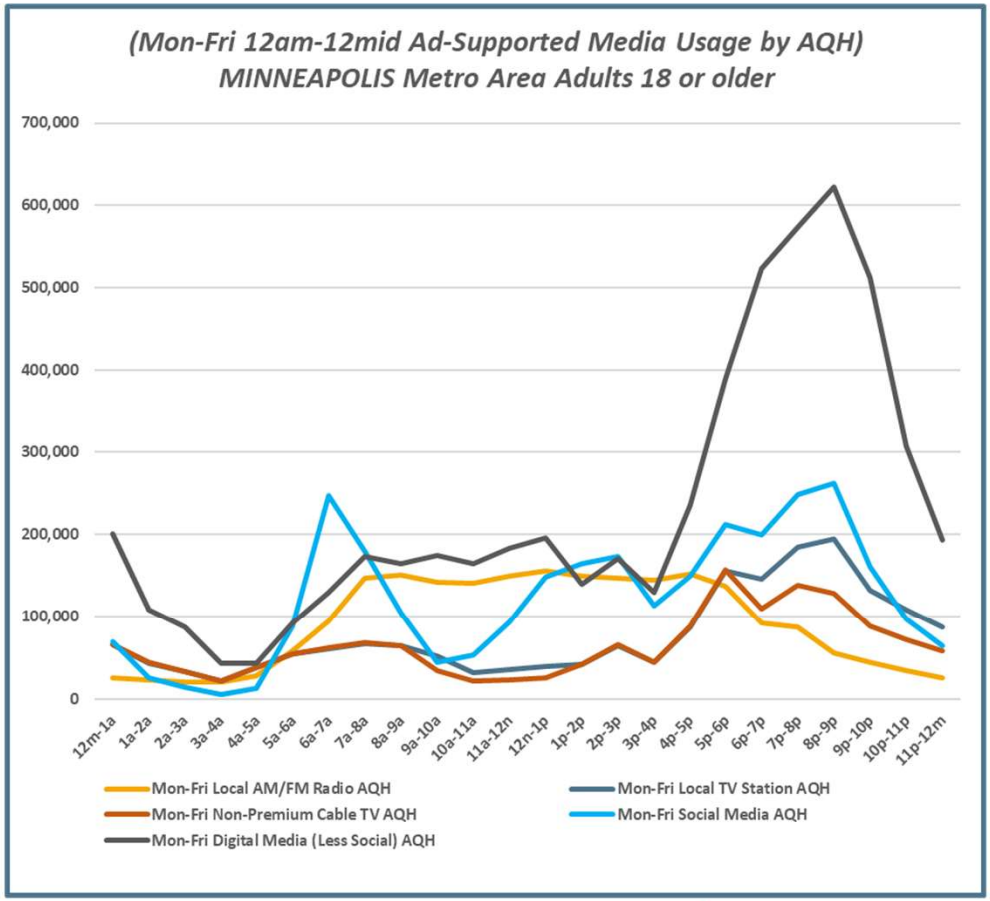
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Radio Stations: KDWB-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 31,686; Local Radio: 24,757; Social Media: 22,208; Local TV: 10,291; Non-Prem. Cable: 9,097 reaching Adults 18 or older who Listened to KEEY-FM in the past 7 days.





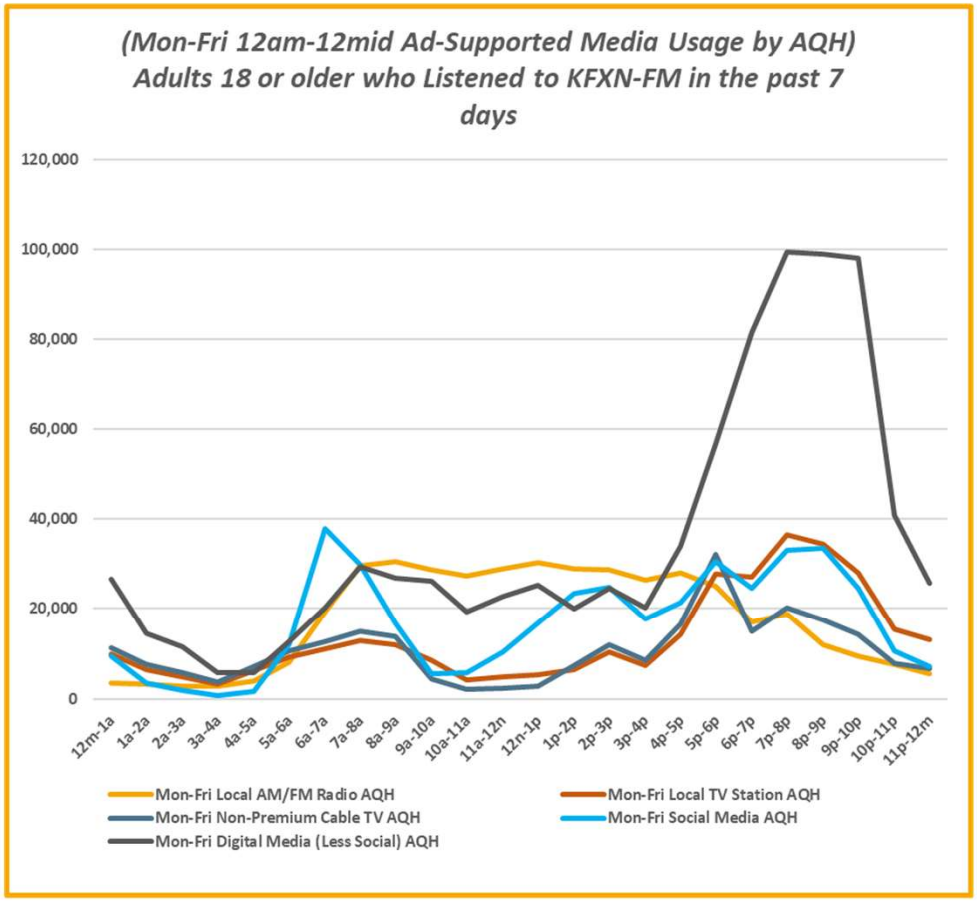
MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 209

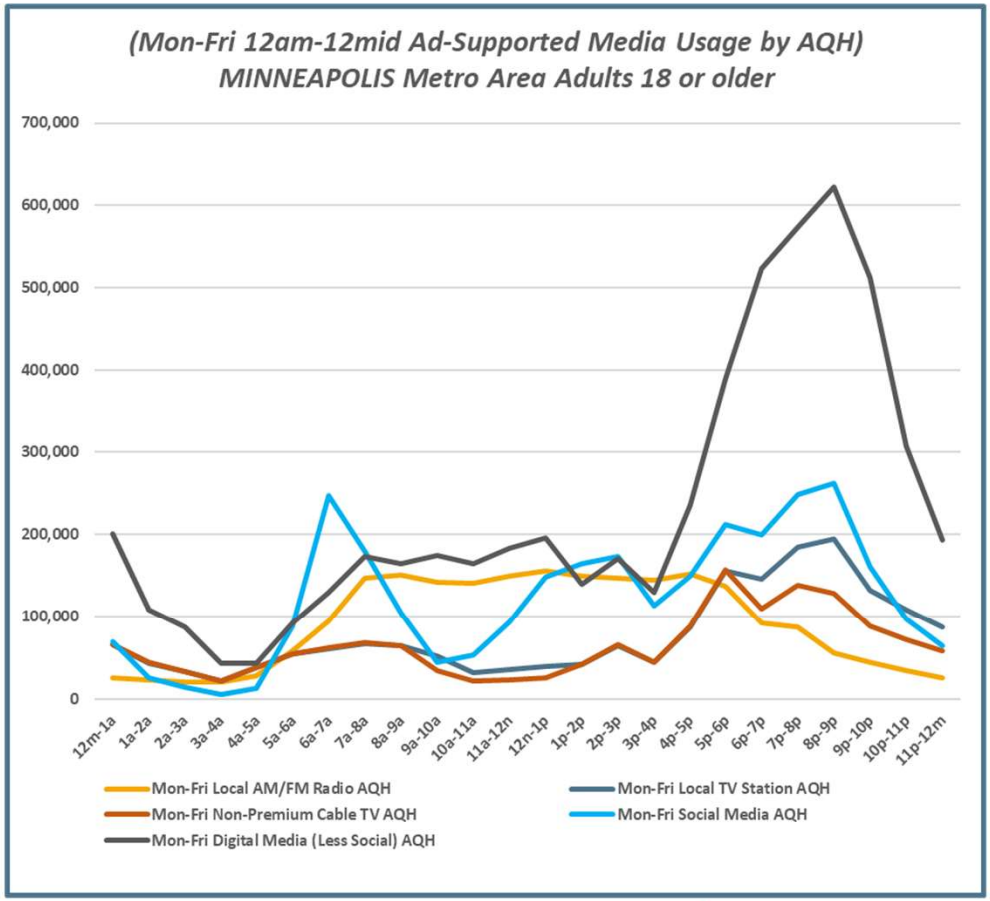
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Radio Stations: KEEY-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 31,321; Local Radio: 26,861; Social Media: 20,423; Local TV: 11,650; Non-Prem. Cable: 11,119 reaching Adults 18 or older who Listened to KFXN-FM in the past 7 days.





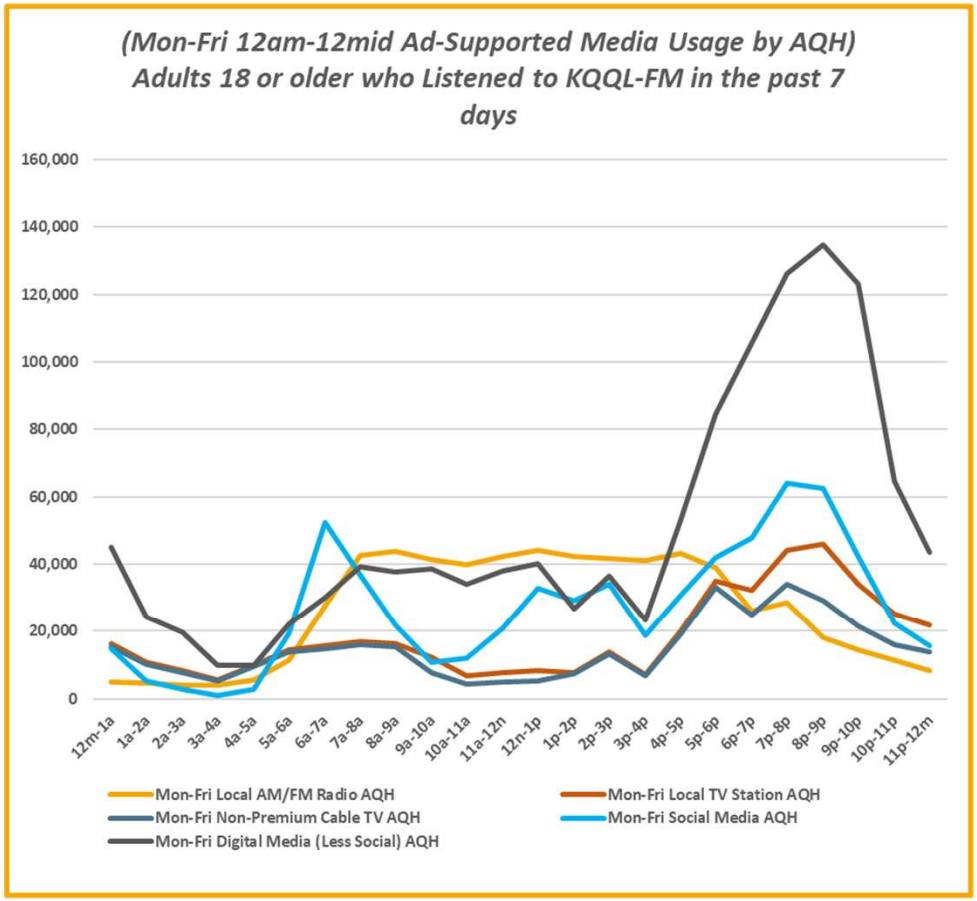
MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 208

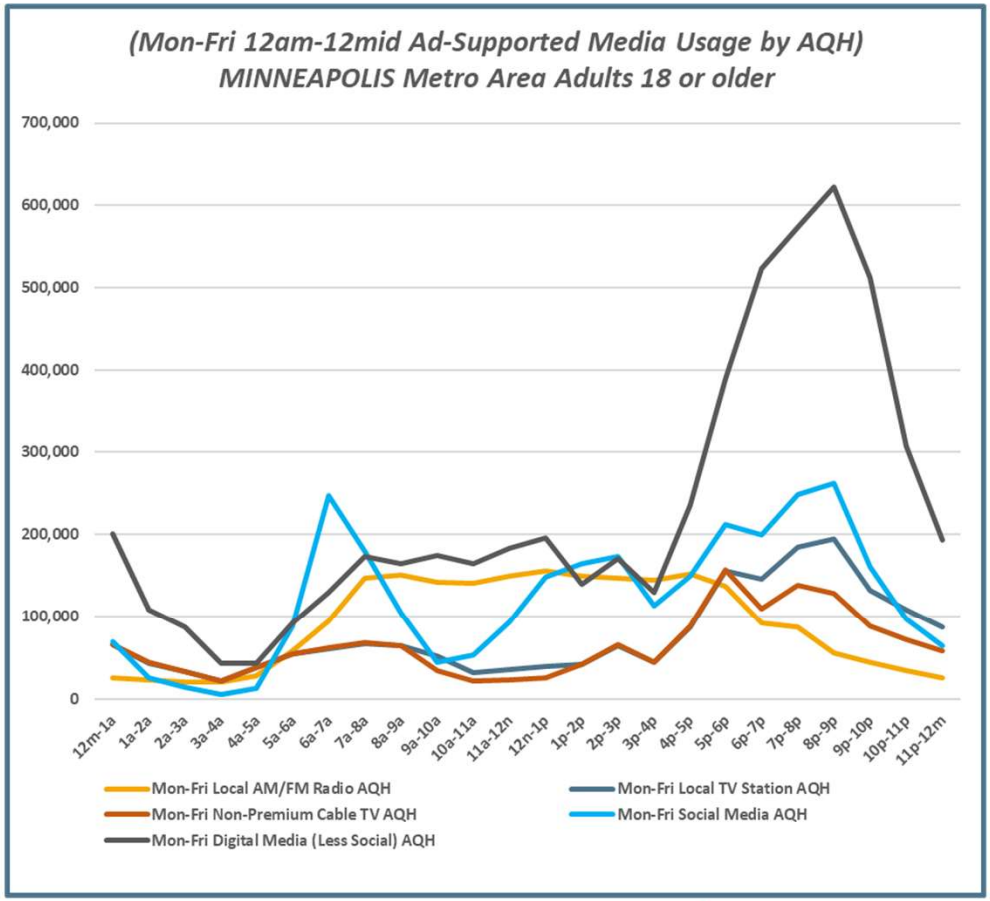
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Radio Stations: KFXN-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 45,174; Local Radio: 39,635; Social Media: 29,951; Local TV: 15,369; Non-Prem. Cable: 13,220 reaching Adults 18 or older who Listened to KQQL-FM in the past 7 days.





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

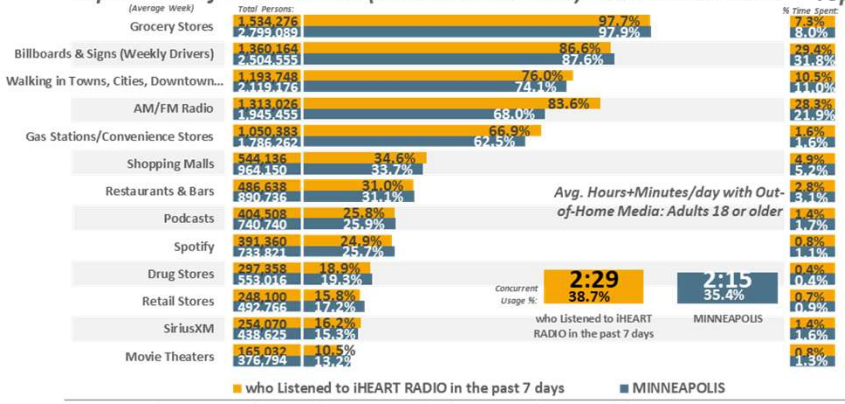
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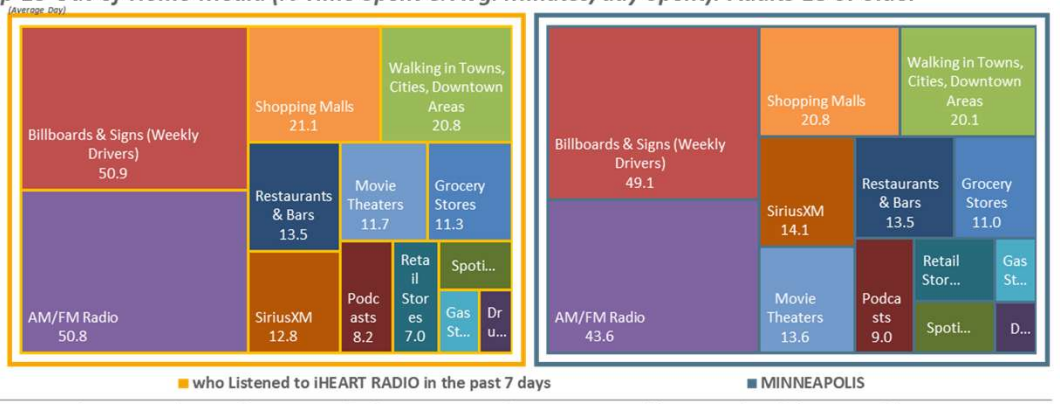
Radio Stations: KQQL-FM

1,360,164 or 86.6% of Adults 18 or older who Listened to iHEART RADIO in the past 7 days spend an average of 50.9 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 45.1 minutes/day.

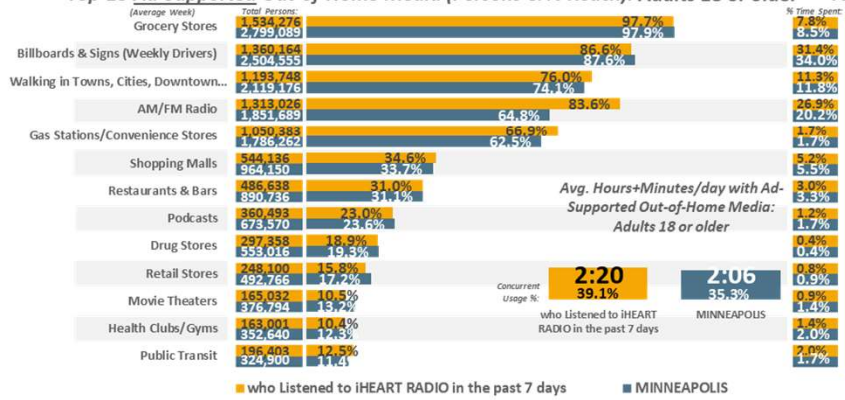
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



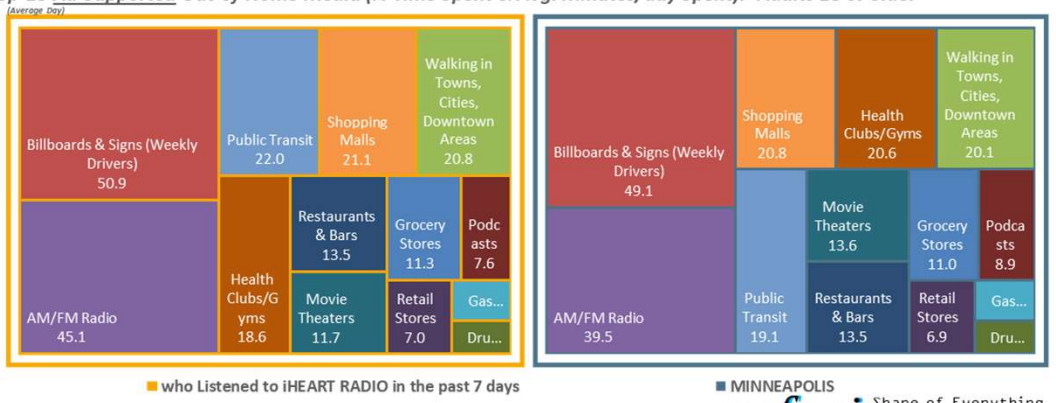
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 798

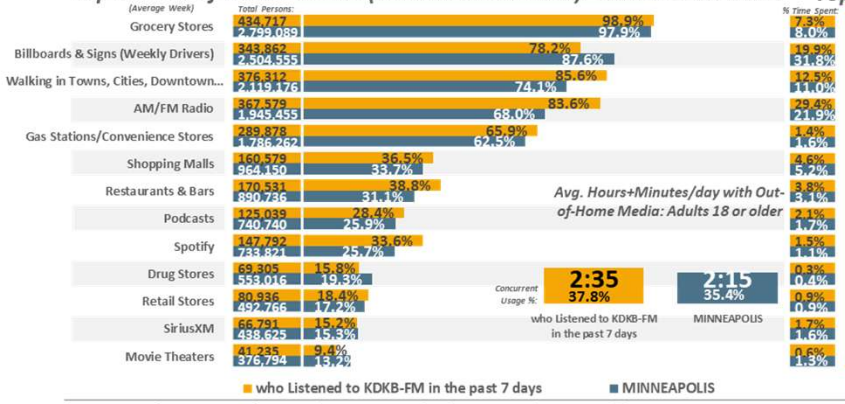
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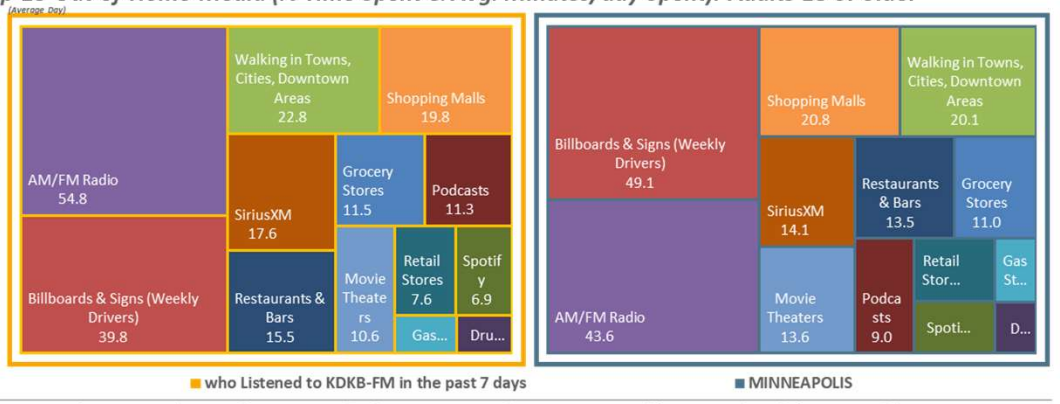
(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

343,862 or 78.2% of Adults 18 or older who Listened to KDKB-FM in the past 7 days spend an average of 39.8 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 48.1 minutes/day.

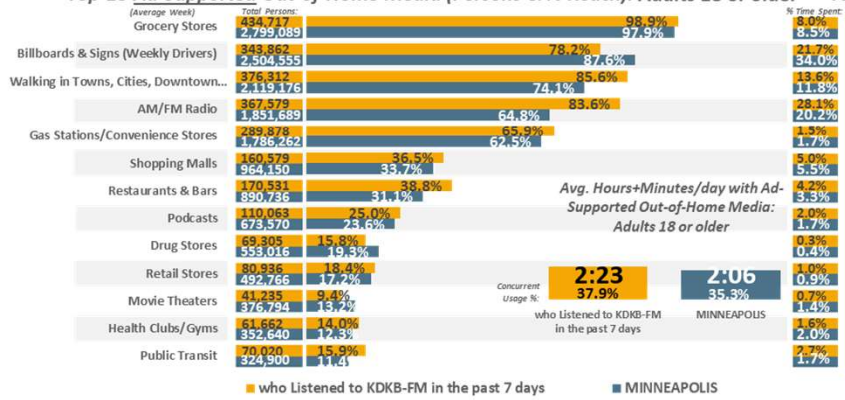
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



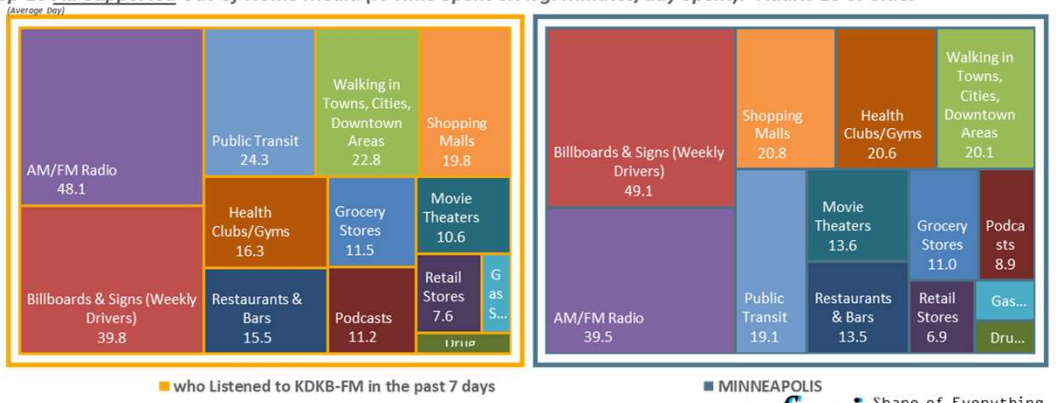
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 215

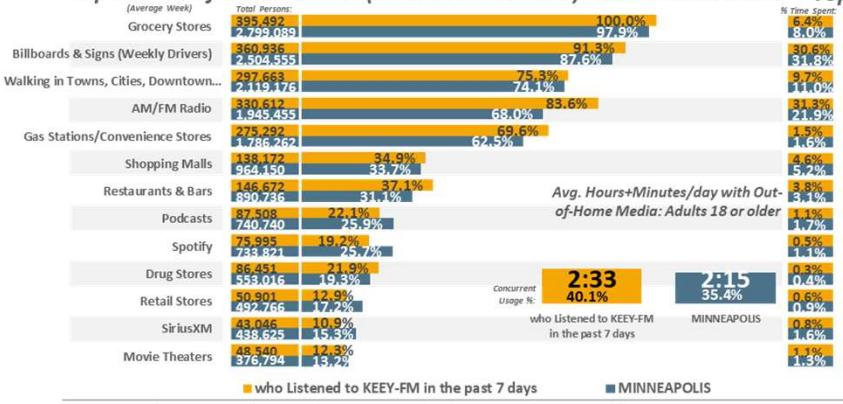
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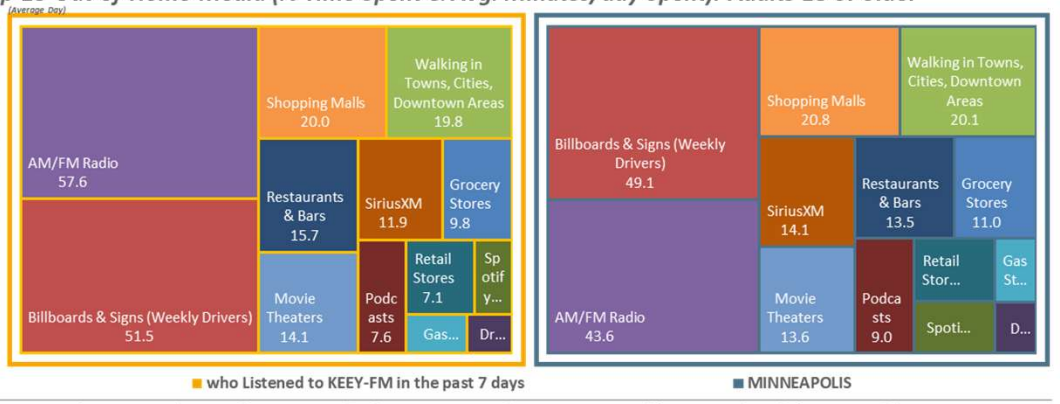
Radio Stations: KDWB-FM

360,936 or 91.3% of Adults 18 or older who Listened to KEEY-FM in the past 7 days spend an average of 51.5 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 52.1 minutes/day.

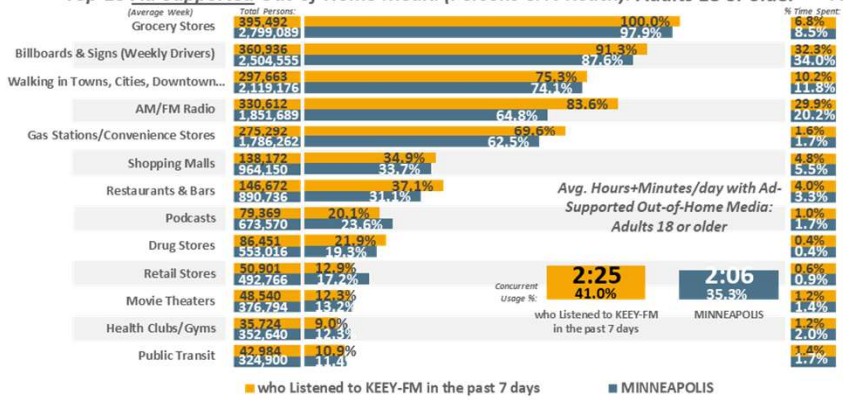
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



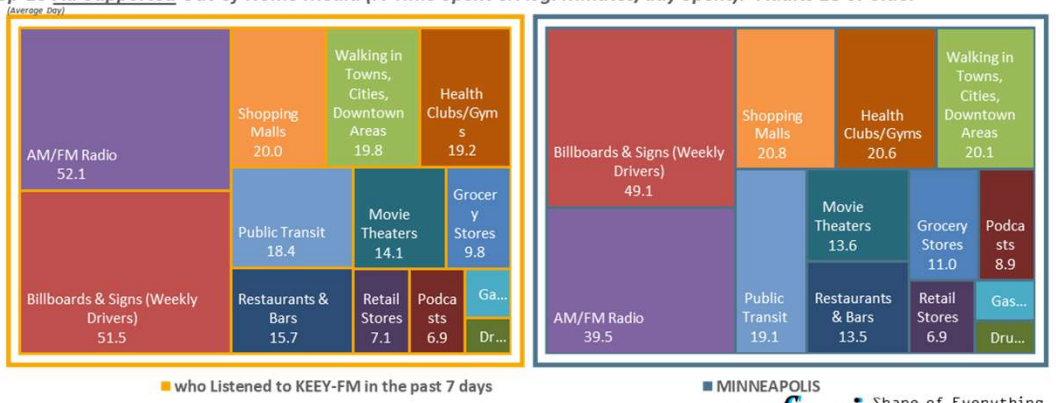
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 209

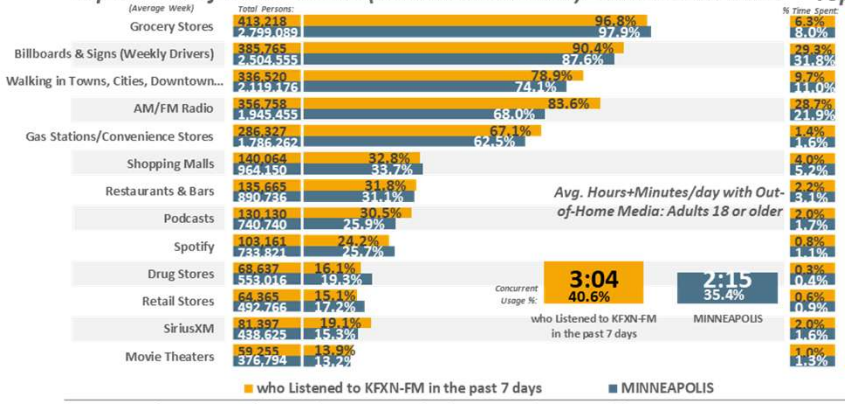
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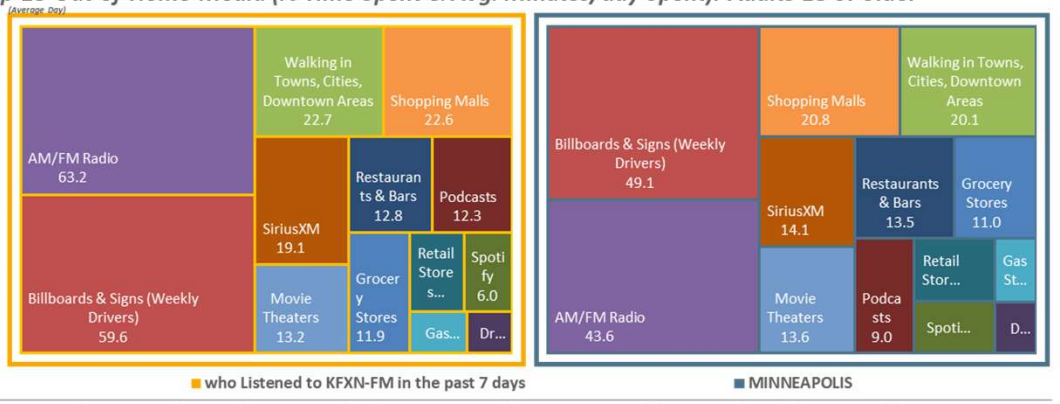
Radio Stations: KEEY-FM

385,765 or 90.4% of Adults 18 or older who Listened to KFXN-FM in the past 7 days spend an average of 59.6 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 55.8 minutes/day.

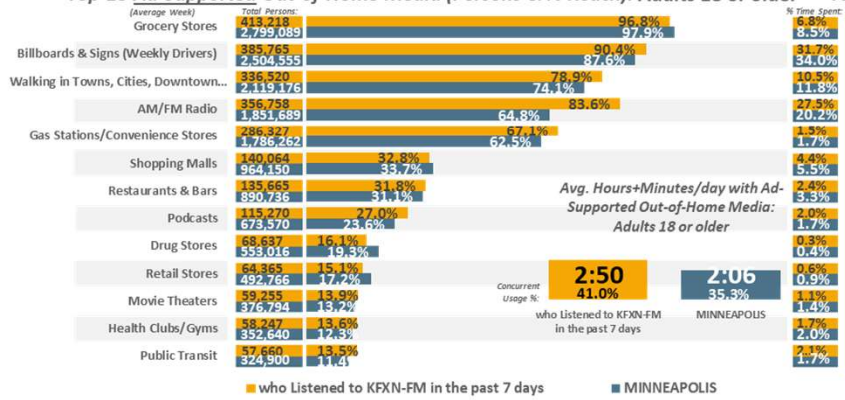
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



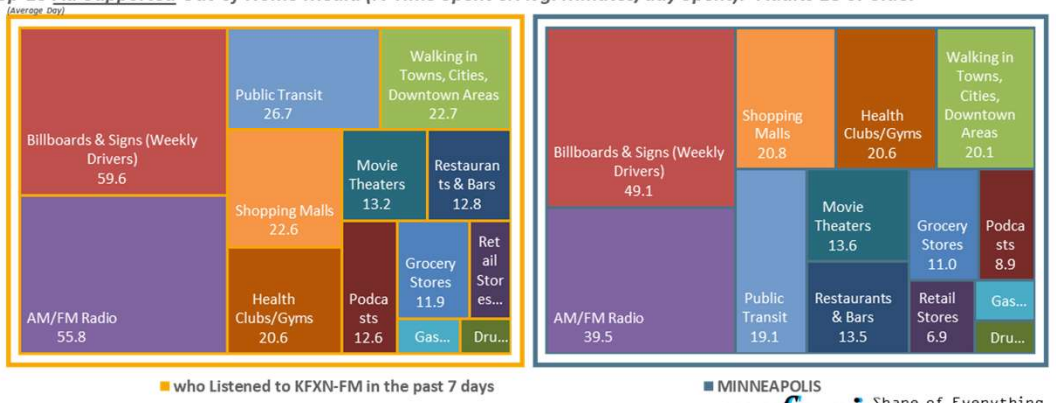
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 208

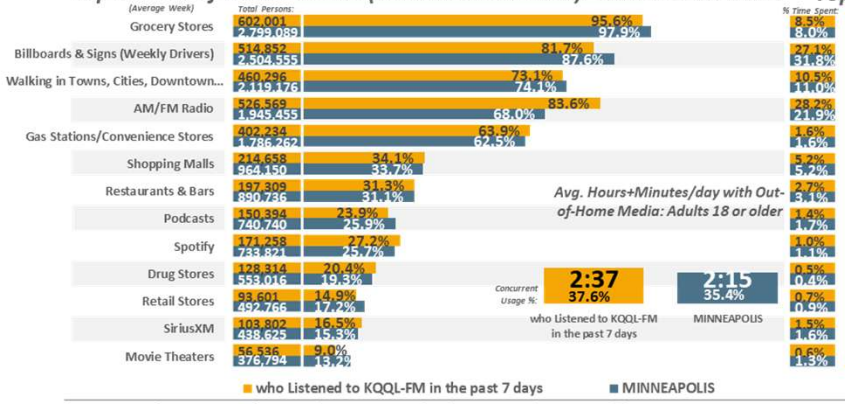
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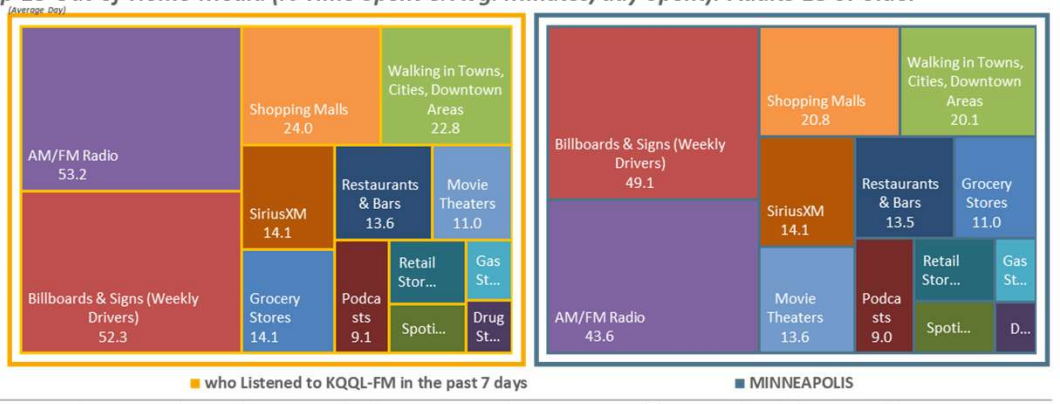
Radio Stations: KFXN-FM

514,852 or 81.7% of Adults 18 or older who Listened to KQQL-FM in the past 7 days spend an average of 52.3 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 46.4 minutes/day.

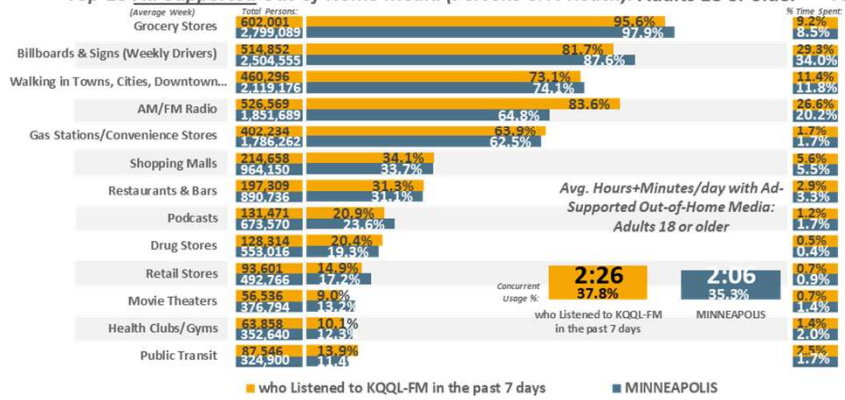
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



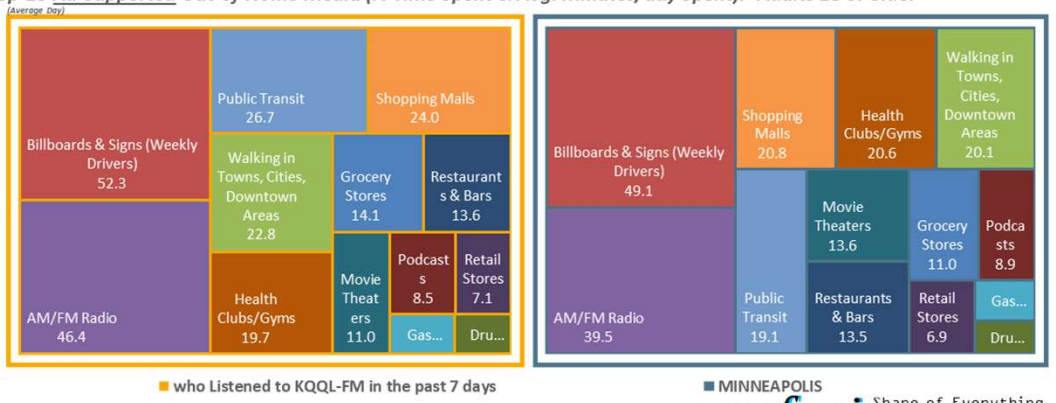
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

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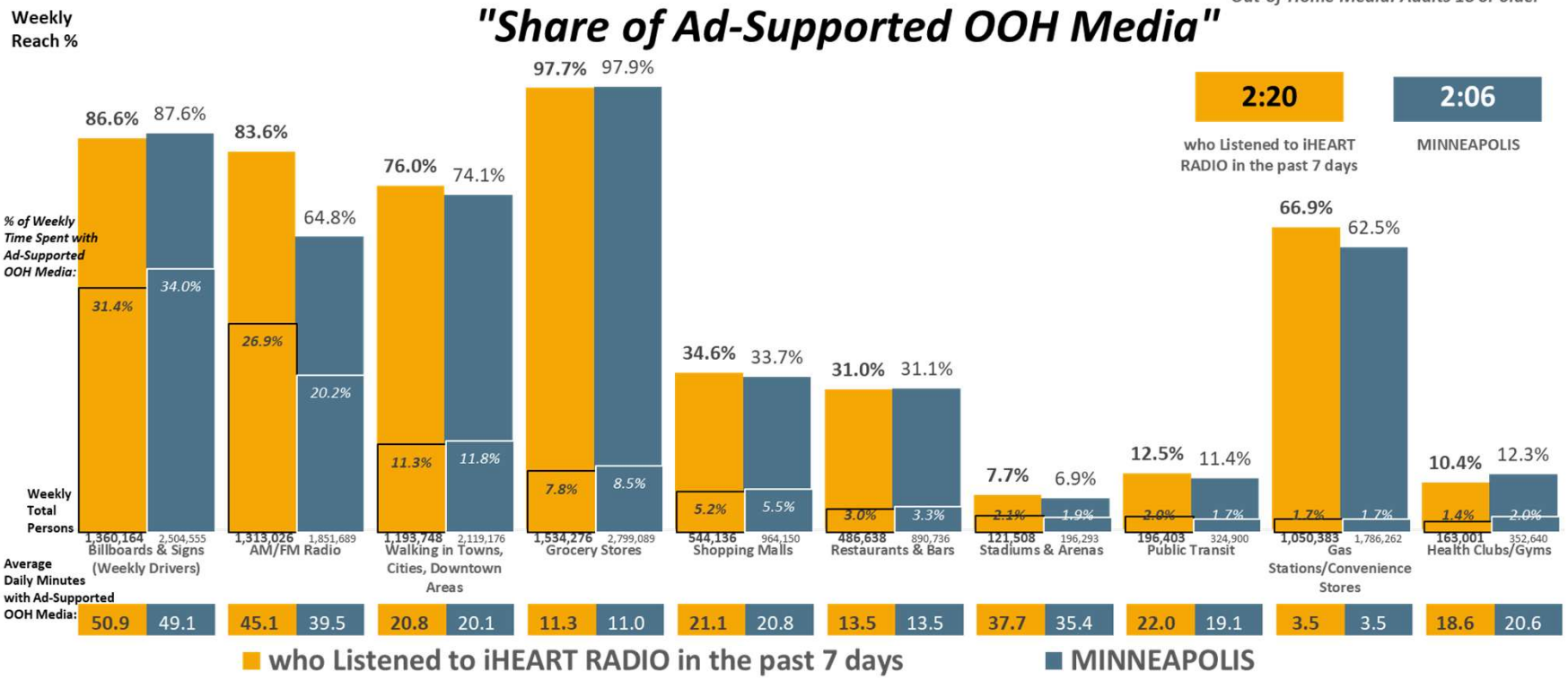
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Radio Stations: KQQL-FM

1,360,164 or 86.6% of Adults 18 or older who Listened to iHEART RADIO in the past 7 days spend an average of 50.9 minutes per day driving, seeing Billboards and Signs representing 31.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 798 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,493

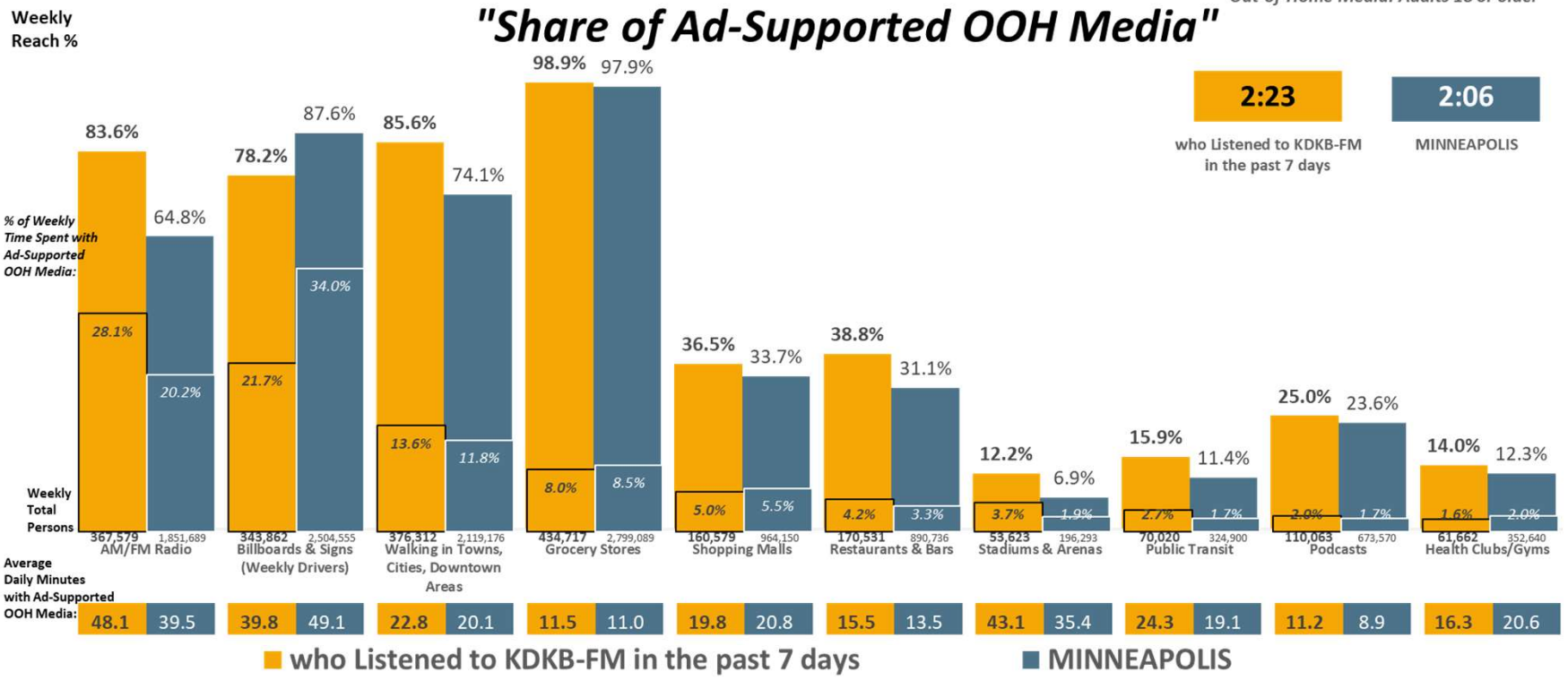
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(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

343,862 or 78.2% of Adults 18 or older who Listened to KDKB-FM in the past 7 days spend an average of 39.8 minutes per day driving, seeing Billboards and Signs representing 21.7% 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



	AM/FM Radio	Billboards & Signs (Weekly Drivers)	Walking in Towns, Cities, Downtown Areas	Grocery Stores	Shopping Malls	Restaurants & Bars	Stadiums & Arenas	Public Transit	Podcasts	Health Clubs/Gyms
Weekly Reach %	83.6% / 64.8%	78.2% / 87.6%	85.6% / 74.1%	98.9% / 97.9%	36.5% / 33.7%	38.8% / 31.1%	12.2% / 6.9%	15.9% / 11.4%	25.0% / 23.6%	14.0% / 12.3%
% of Weekly Time Spent with Ad-Supported OOH Media:	28.1% / 20.2%	21.7% / 34.0%	13.6% / 11.8%	8.0% / 8.5%	5.0% / 5.5%	4.2% / 3.3%	3.7% / 1.9%	2.7% / 1.7%	2.0% / 1.7%	1.6% / 2.0%
Weekly Total Persons	367,579 / 1,851,689	343,862 / 2,504,555	376,312 / 2,119,176	434,717 / 2,799,089	160,579 / 964,150	170,531 / 890,736	53,623 / 196,293	70,020 / 324,900	110,063 / 673,570	61,662 / 352,640
Average Daily Minutes with Ad-Supported OOH Media:	48.1 / 39.5	39.8 / 49.1	22.8 / 20.1	11.5 / 11.0	19.8 / 20.8	15.5 / 13.5	43.1 / 35.4	24.3 / 19.1	11.2 / 8.9	16.3 / 20.6

MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 215 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,493

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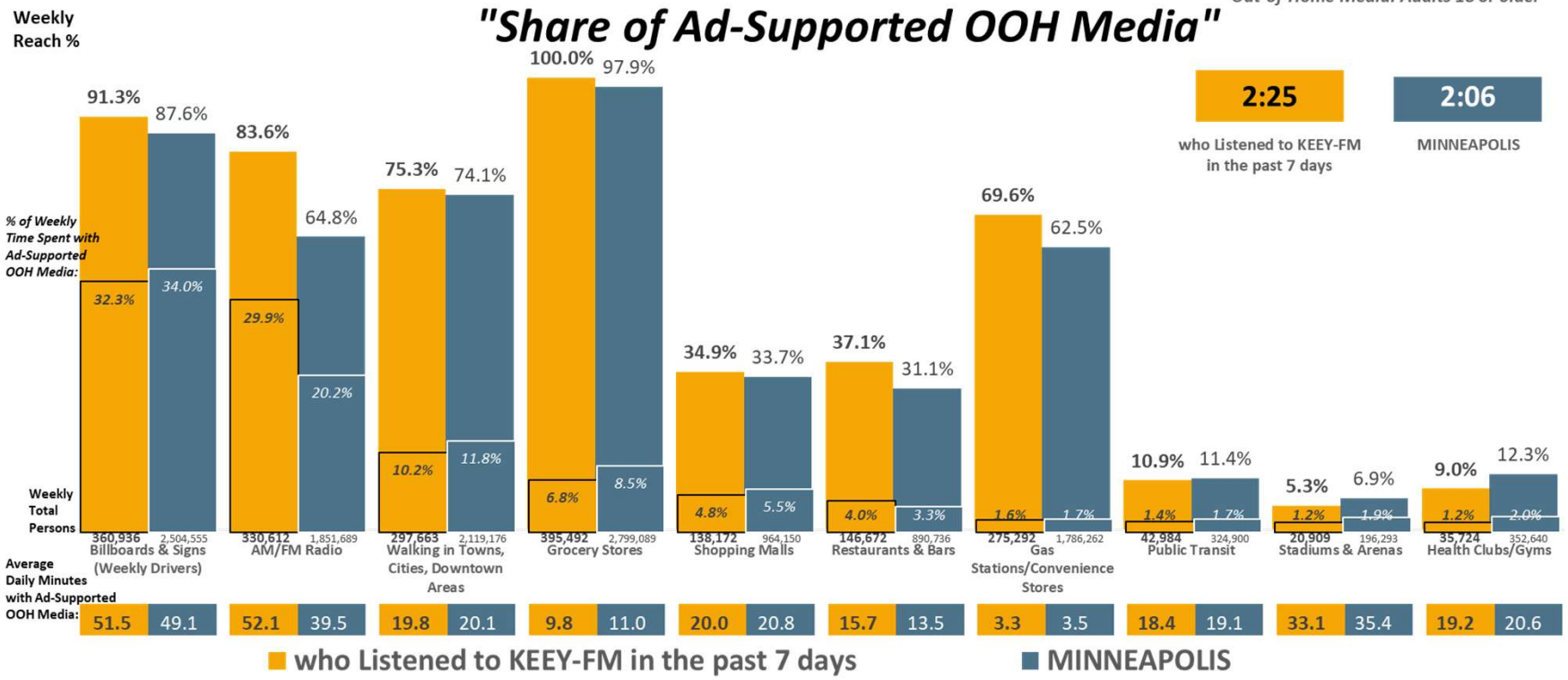
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Radio Stations: KDWB-FM

360,936 or 91.3% of Adults 18 or older who Listened to KEEY-FM in the past 7 days spend an average of 51.5 minutes per day driving, seeing Billboards and Signs representing 32.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 209 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,493

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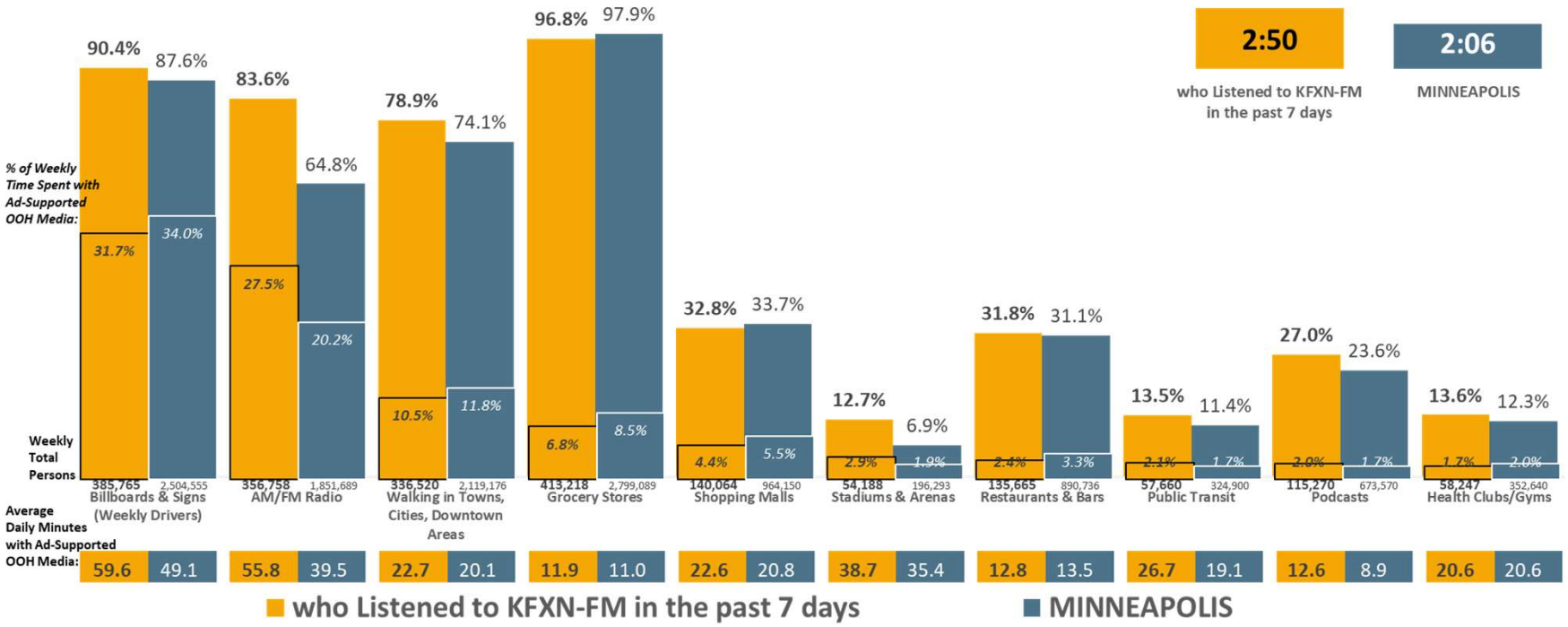
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Radio Stations: KEEY-FM

385,765 or 90.4% of Adults 18 or older who Listened to KFXN-FM in the past 7 days spend an average of 59.6 minutes per day driving, seeing Billboards and Signs representing 31.7% 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"



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 208 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,493

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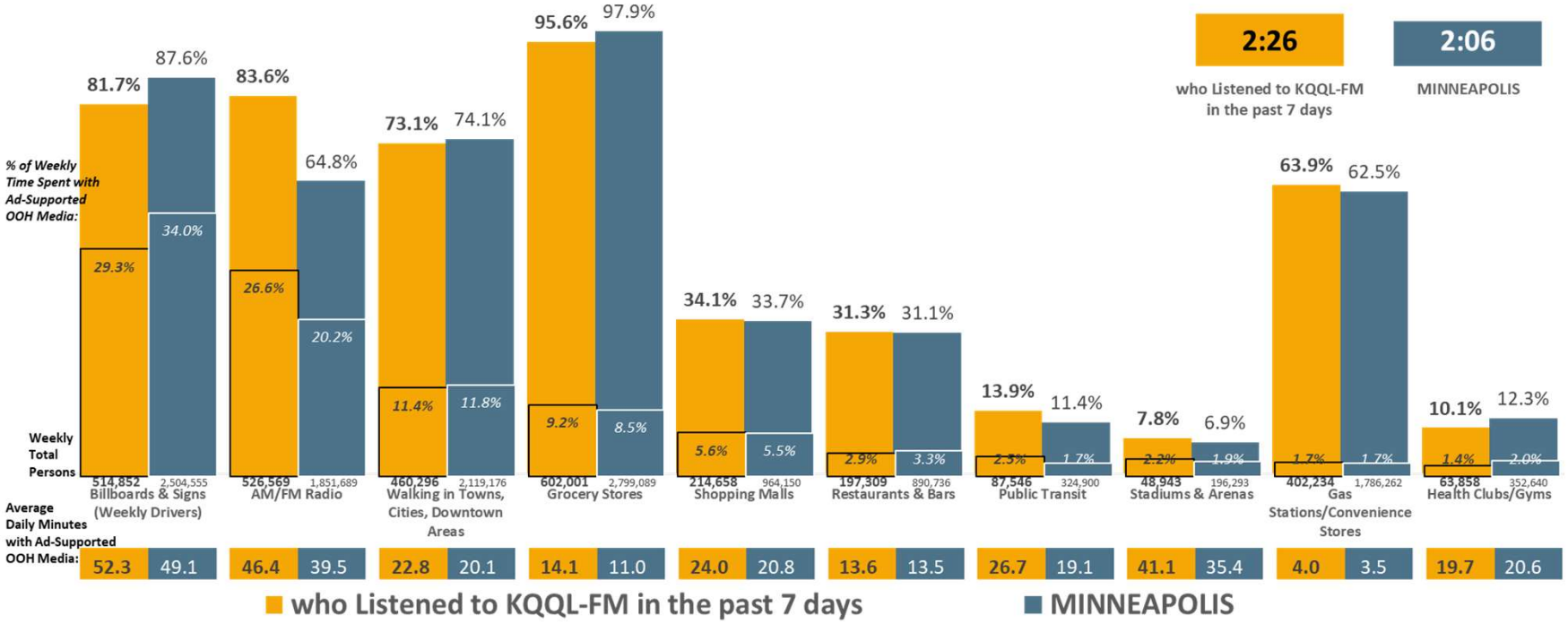
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Radio Stations: KFXN-FM

514,852 or 81.7% of Adults 18 or older who Listened to KQQL-FM in the past 7 days spend an average of 52.3 minutes per day driving, seeing Billboards and Signs representing 29.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 323 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,493

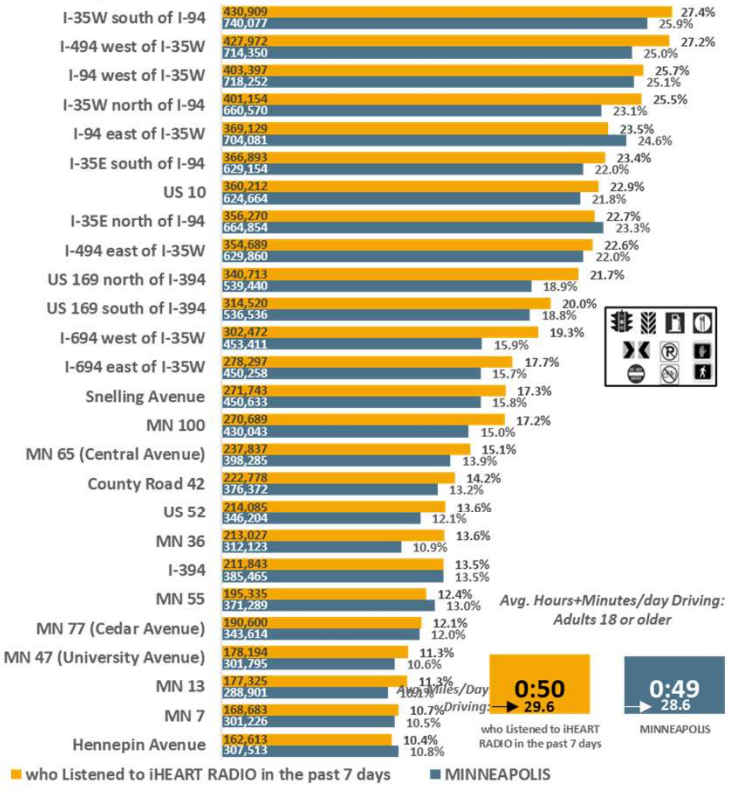
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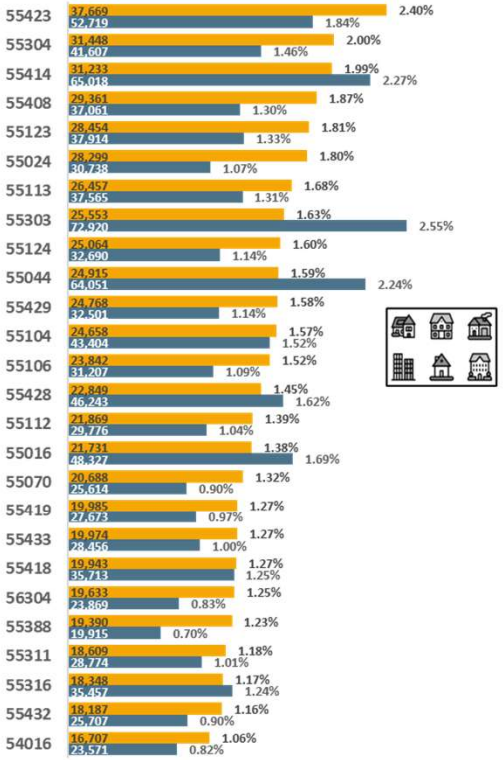
Radio Stations: KQQL-FM

1,360,164 or 86.6% of Adults 18 or older who Listened to iHEART RADIO in the past 7 days spend an average of 50.9 minutes per day driving an average of 29.6 miles each day and are 24.3% more likely to use MN 36 than the Metro average.

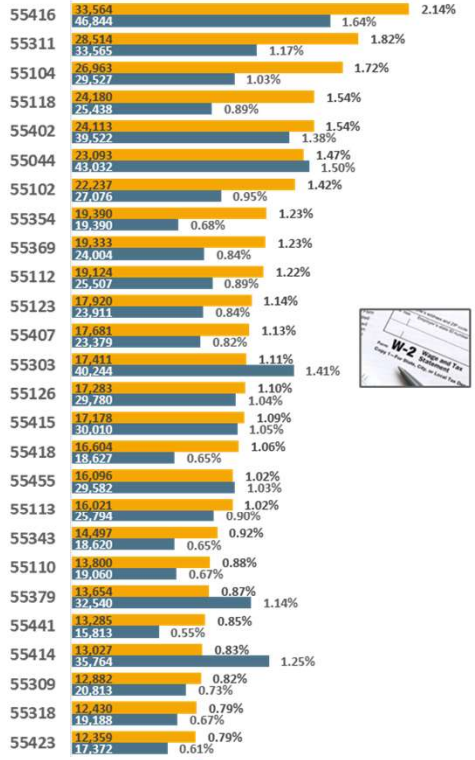
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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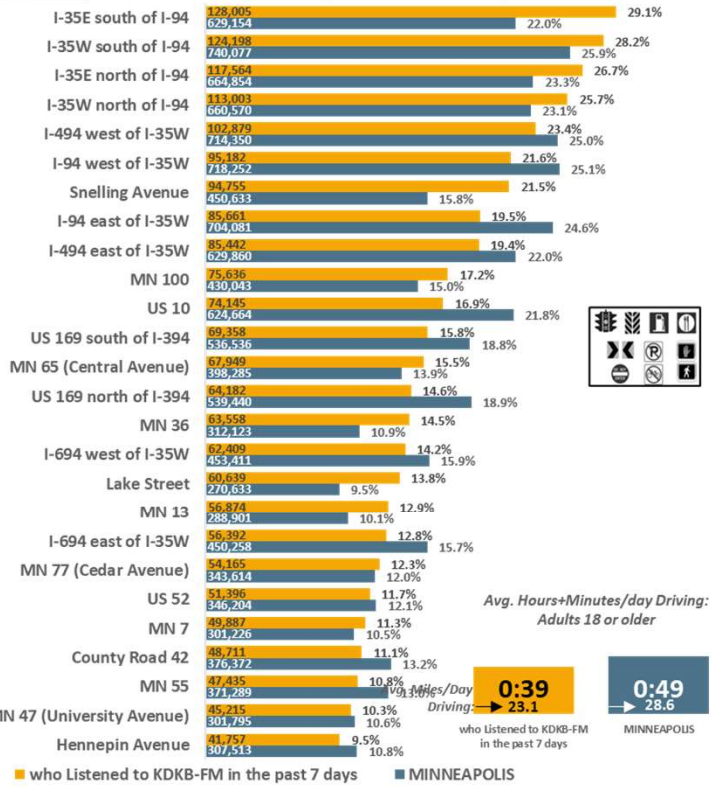
MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 798

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(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

343,862 or 78.2% of Adults 18 or older who Listened to KDKB-FM in the past 7 days spend an average of 39.8 minutes per day driving an average of 23.1 miles each day and are 45.7% more likely to use Lake Street than the Metro average.

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



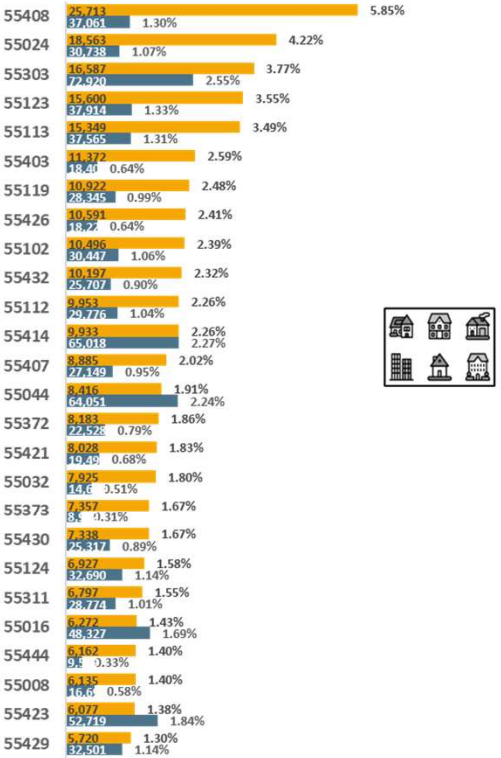
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 23.1

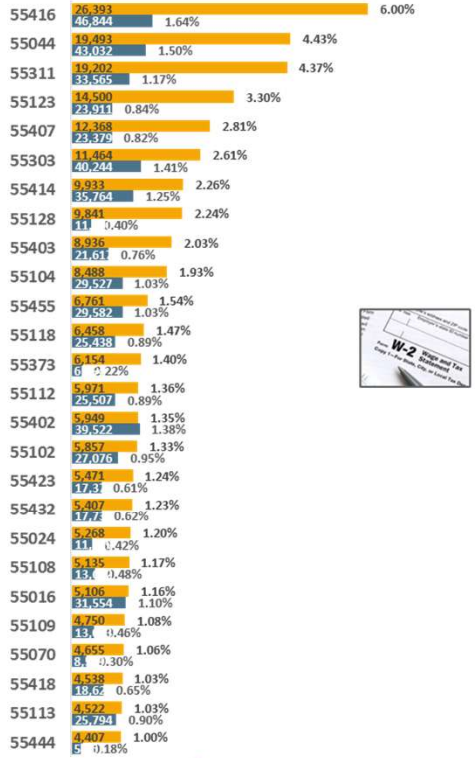
0:39 who Listened to KDKB-FM in the past 7 days

0:49 (28.6) MINNEAPOLIS

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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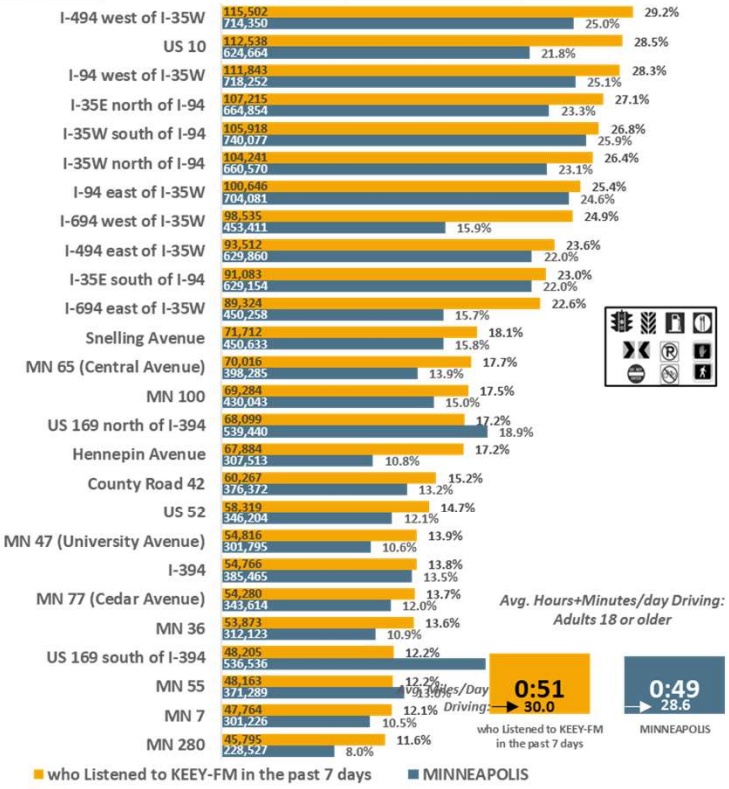
MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 215

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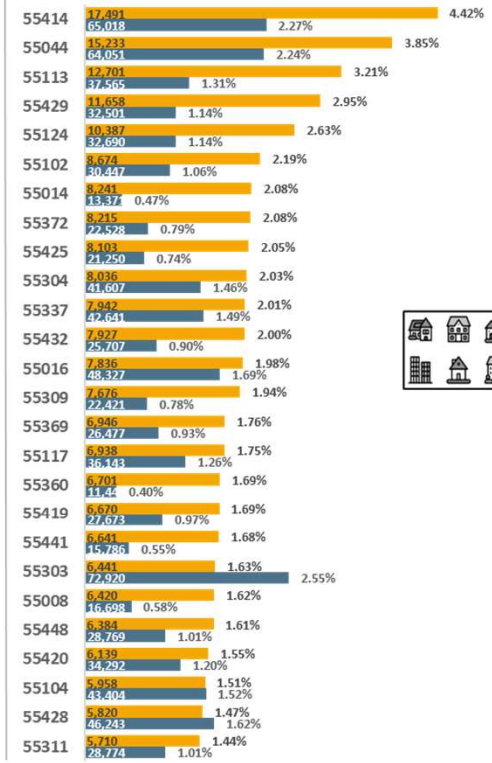
Radio Stations: KDWB-FM

360,936 or 91.3% of Adults 18 or older who Listened to KEEY-FM in the past 7 days spend an average of 51.5 minutes per day driving an average of 30. miles each day and are 59.6% more likely to use Hennepin Avenue than the Metro average.

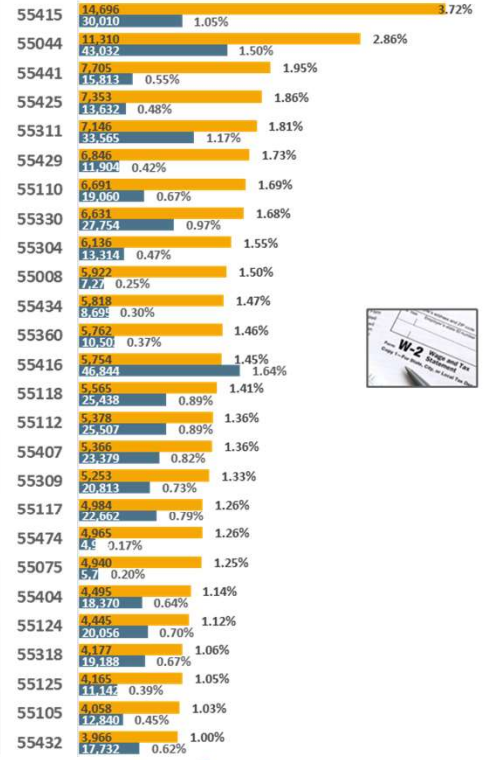
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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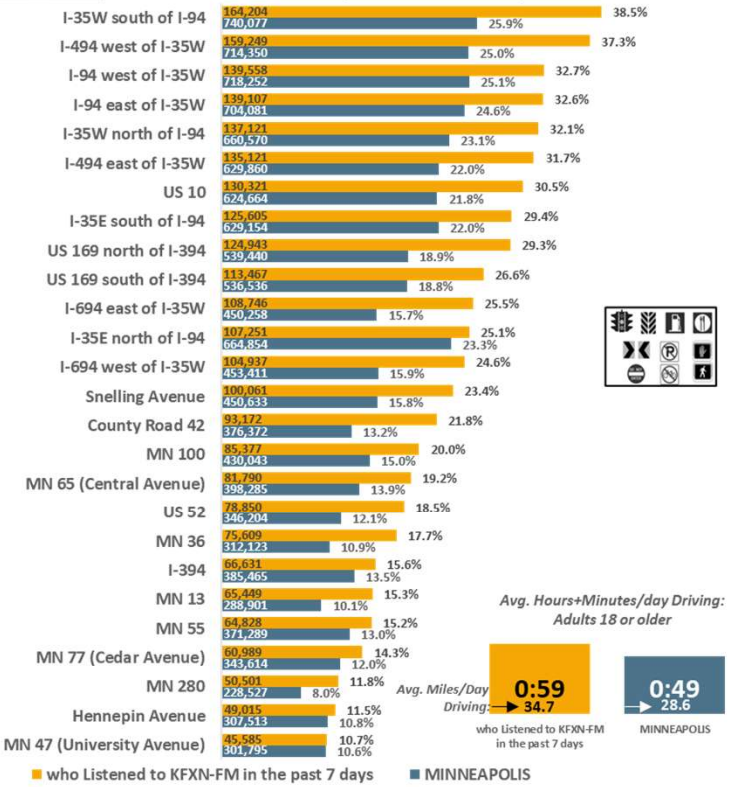
MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 209
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Radio Stations: KEEY-FM

KFAN SPORTS RADIO - FM 100.3

385,765 or 90.4% of Adults 18 or older who Listened to KFXN-FM in the past 7 days spend an average of 59.6 minutes per day driving an average of 34.7 miles each day and are 65.9% more likely to use County Road 42 than the Metro average.

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



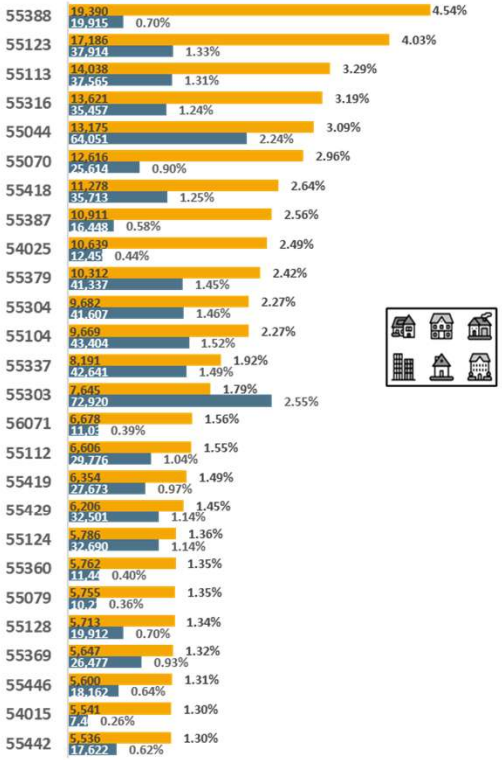
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 34.7

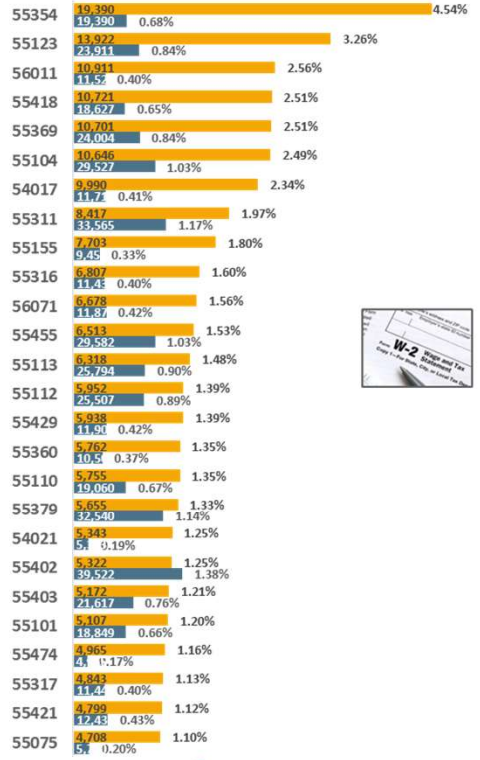
0:59 who Listened to KFXN-FM in the past 7 days

0:49 (28.6) MINNEAPOLIS

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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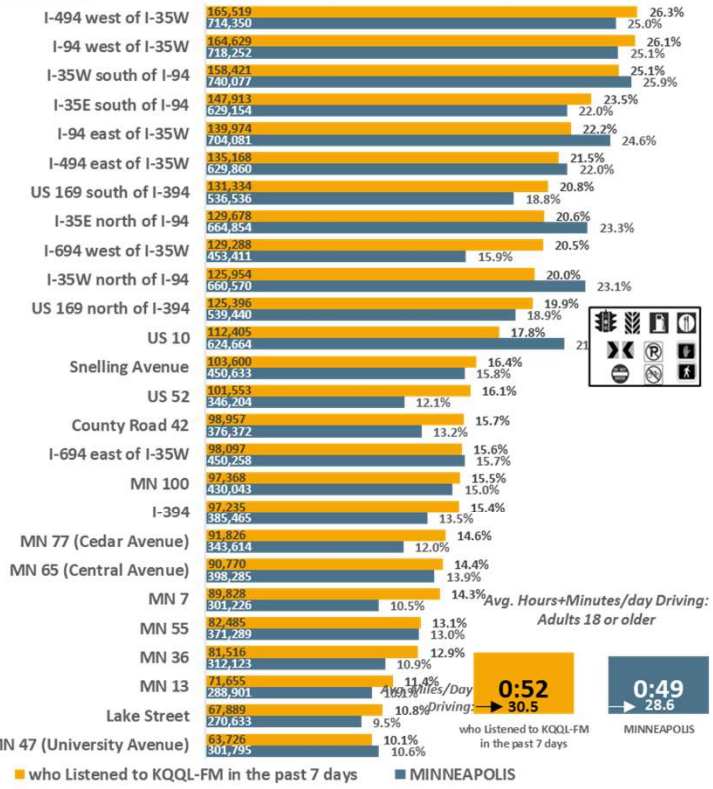
MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 208

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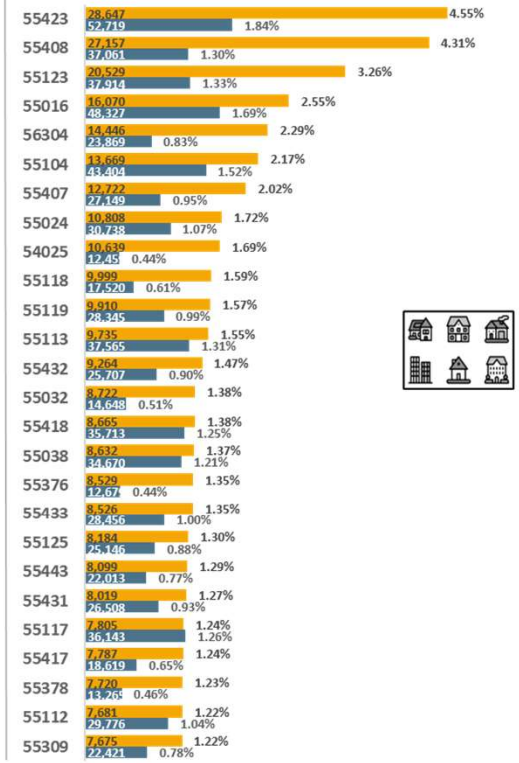
Radio Stations: KFXN-FM

514,852 or 81.7% of Adults 18 or older who Listened to KQQL-FM in the past 7 days spend an average of 52.3 minutes per day driving an average of 30.5 miles each day and are 33.2% more likely to use US 52 than the Metro average.

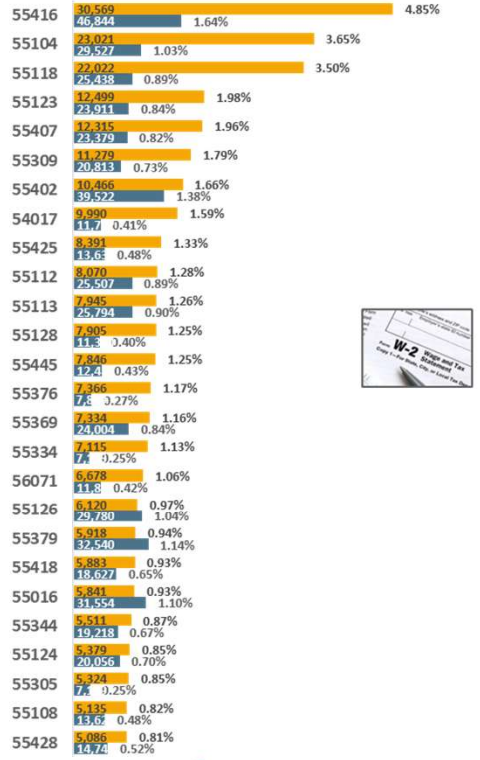
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



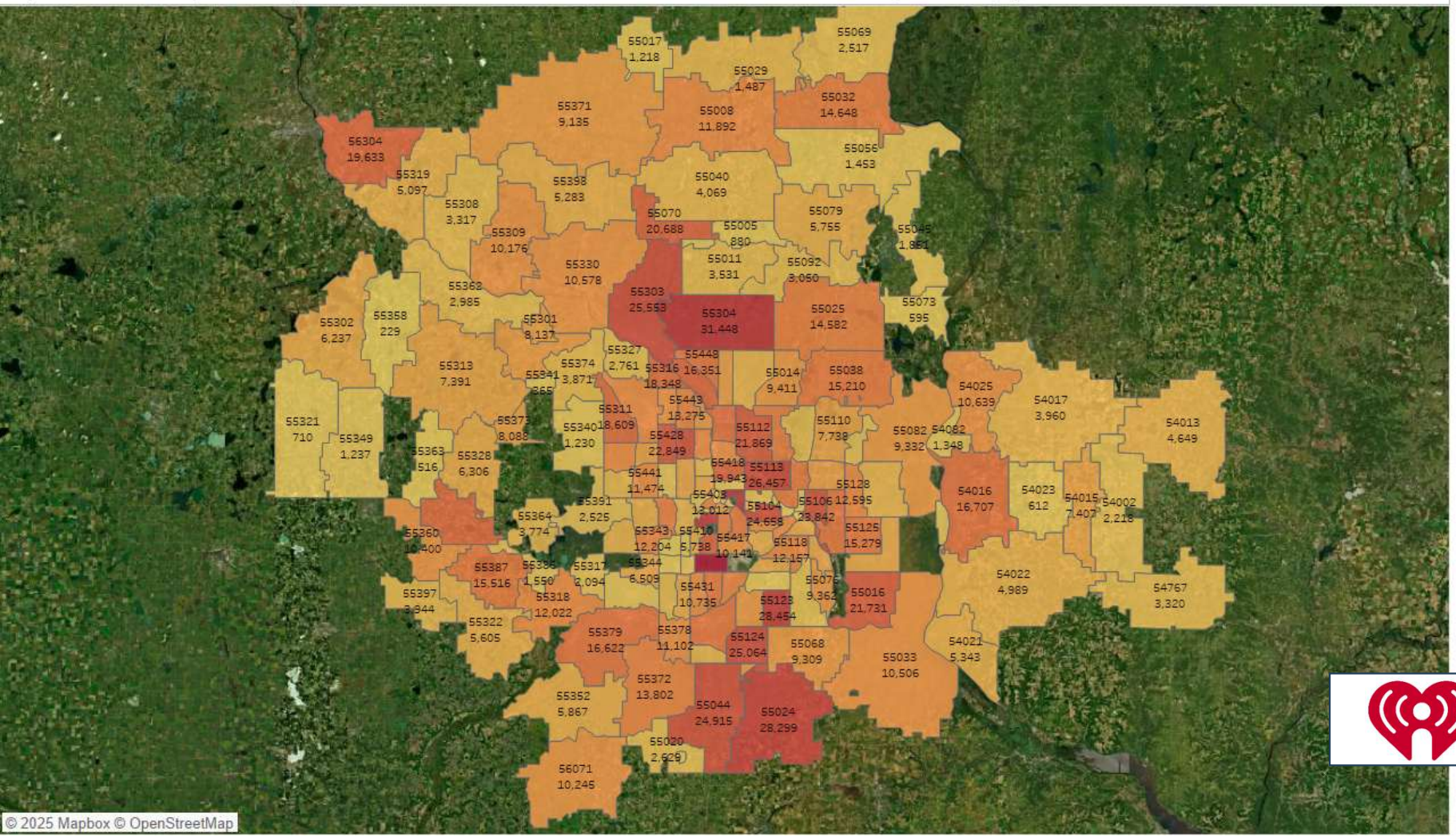
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MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 323

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Radio Stations: KQQL-FM

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



iHeart RADIO

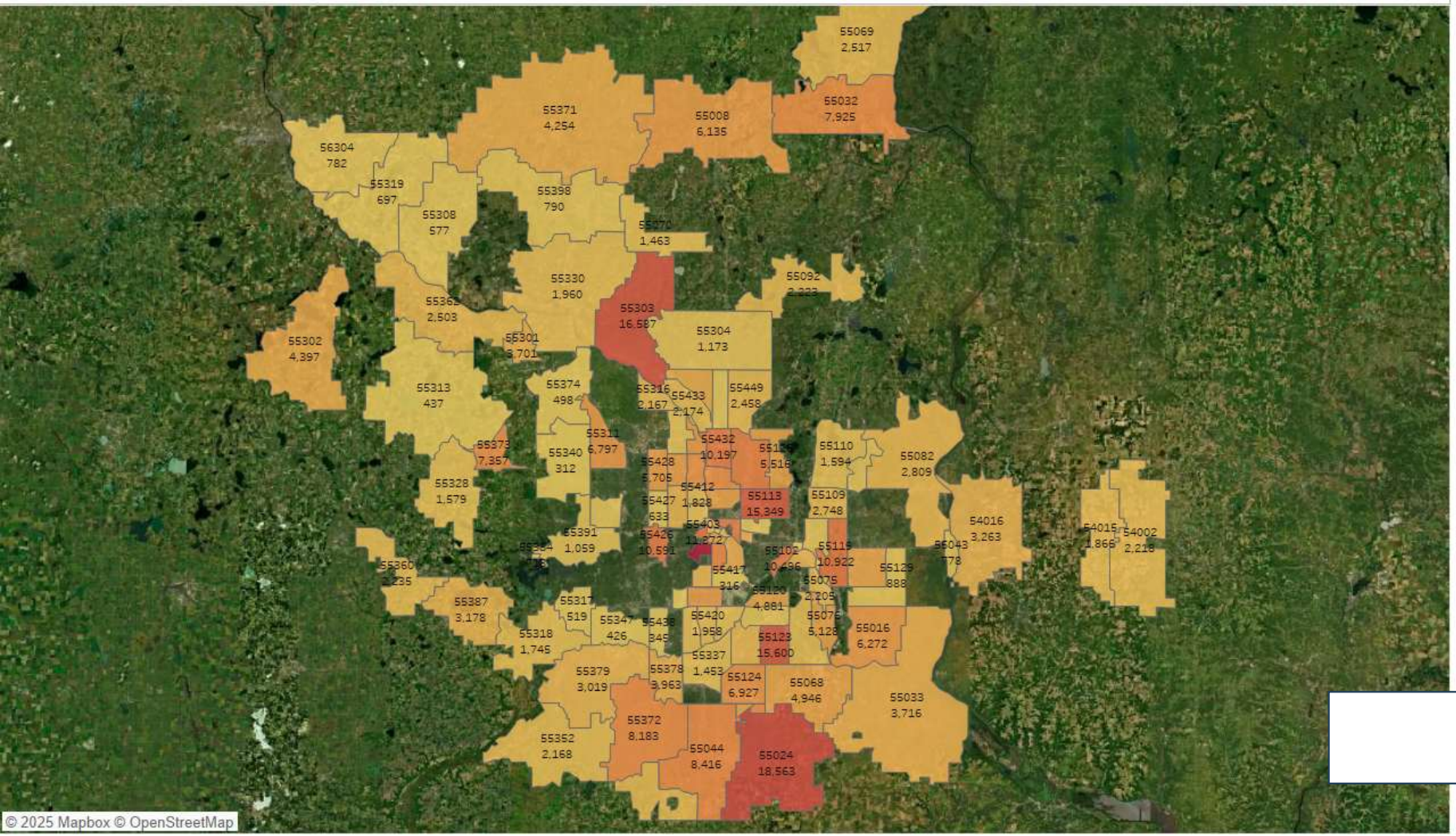
MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 798

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



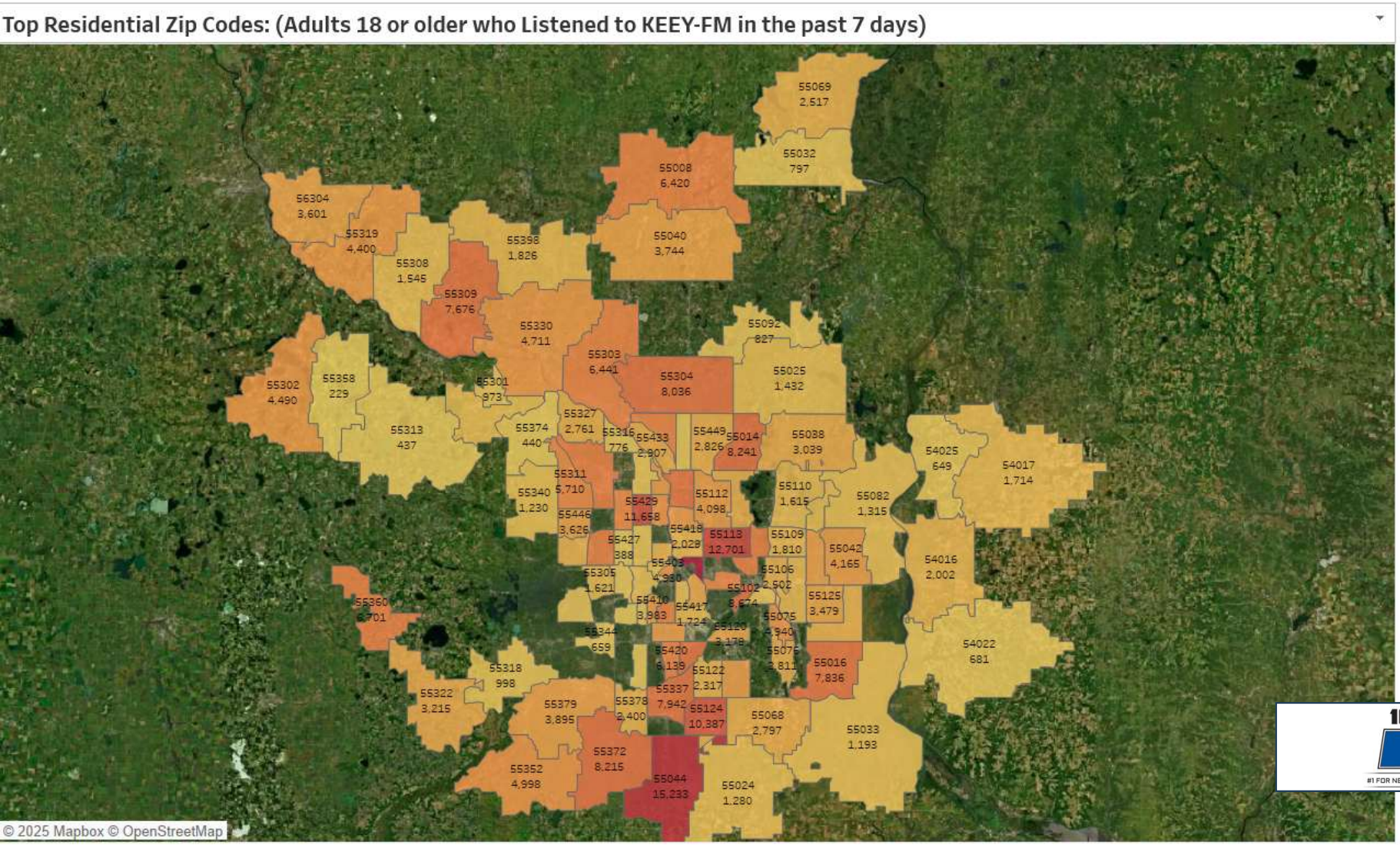
MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 215

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Radio Stations: KDWB-FM

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



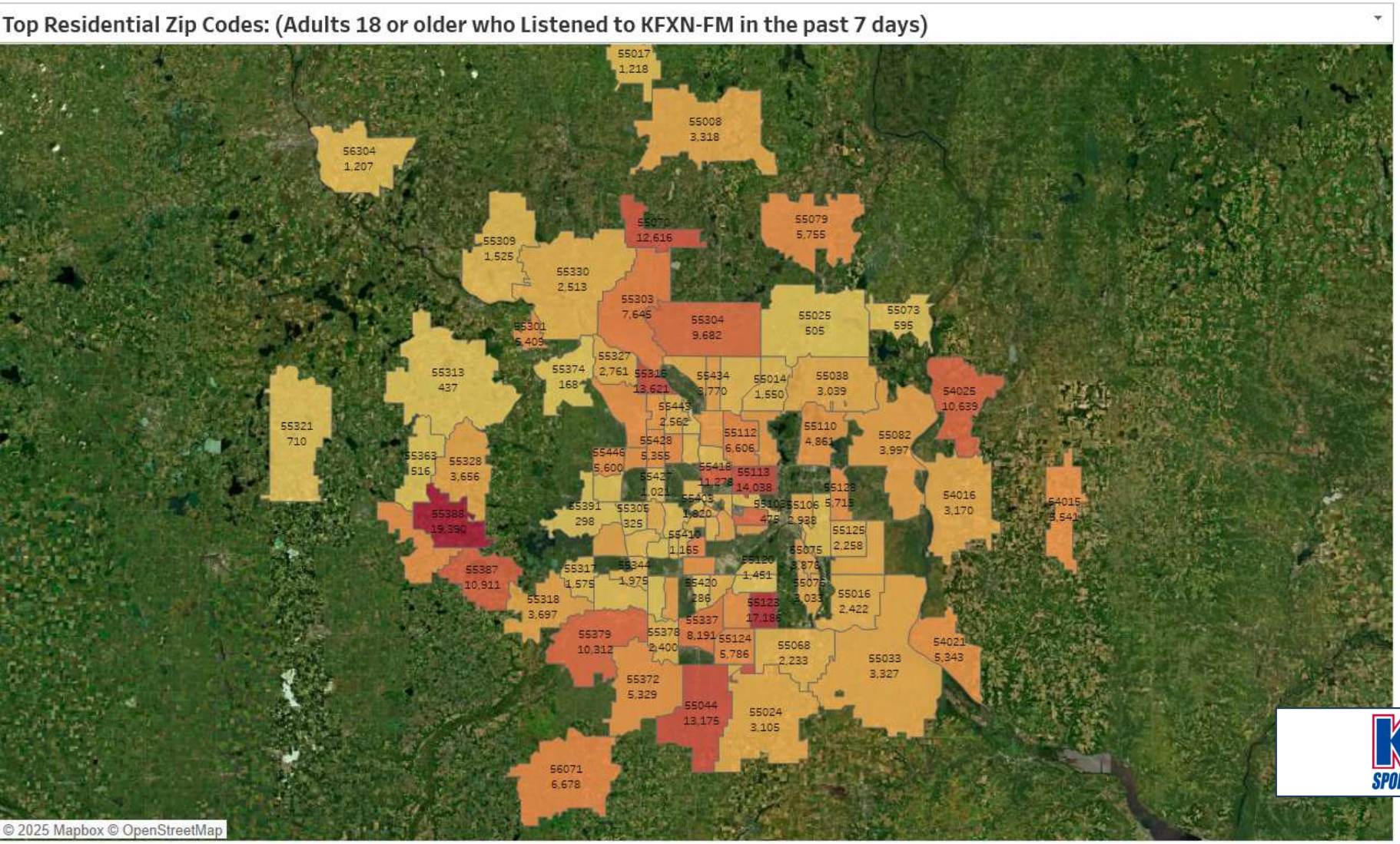
102.1 FM K102
#1 FOR NEW COUNTRY AND THE BEST VARIETY

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Radio Stations: KEEY-FM

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

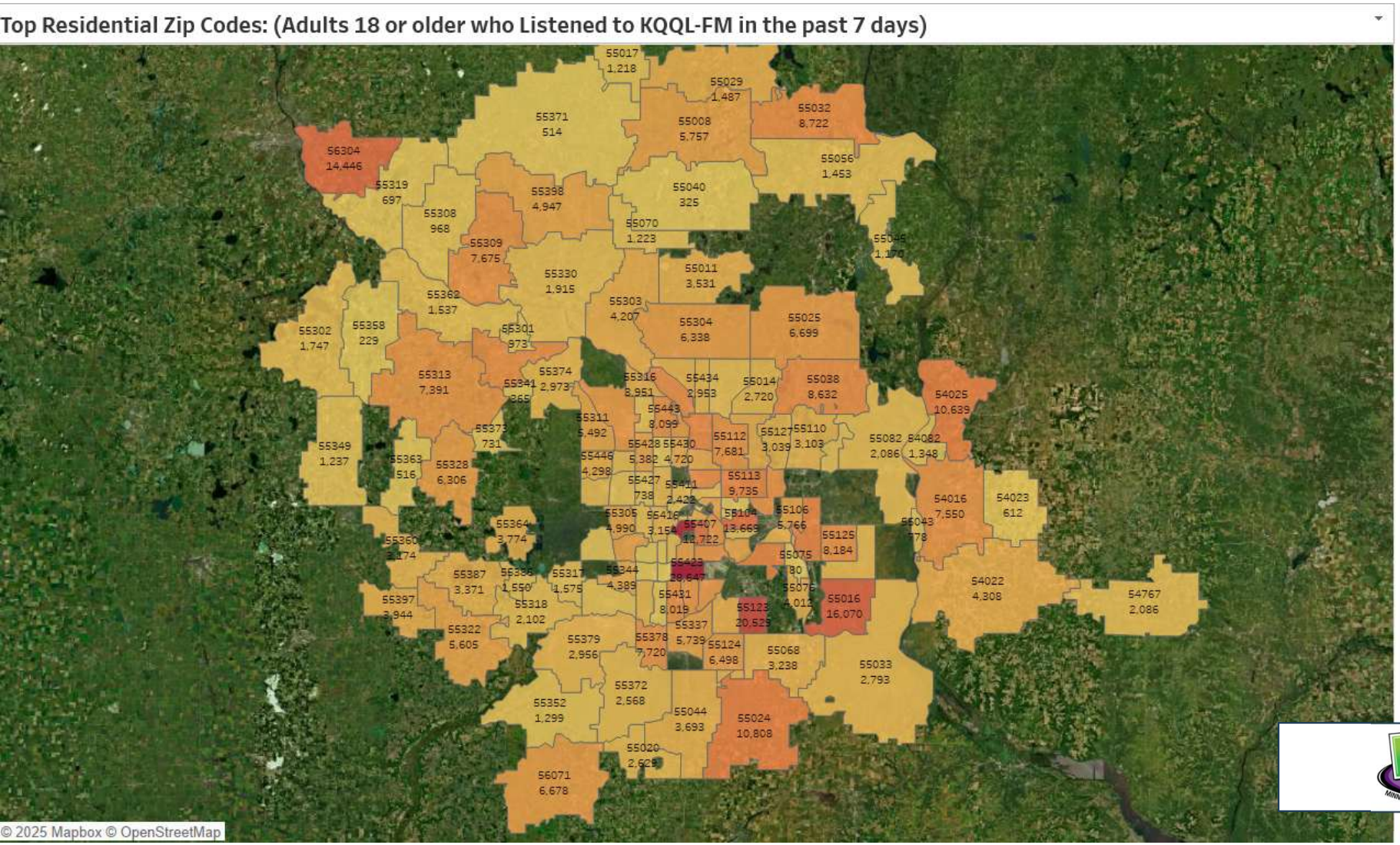


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Radio Stations: KFXN-FM

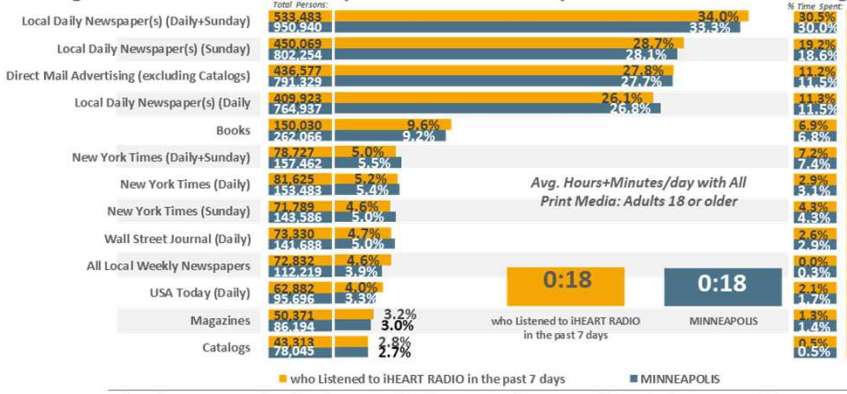
Top Residential Zip Codes: (Adults 18 or older who Listened to KQQL-FM in the past 7 days)



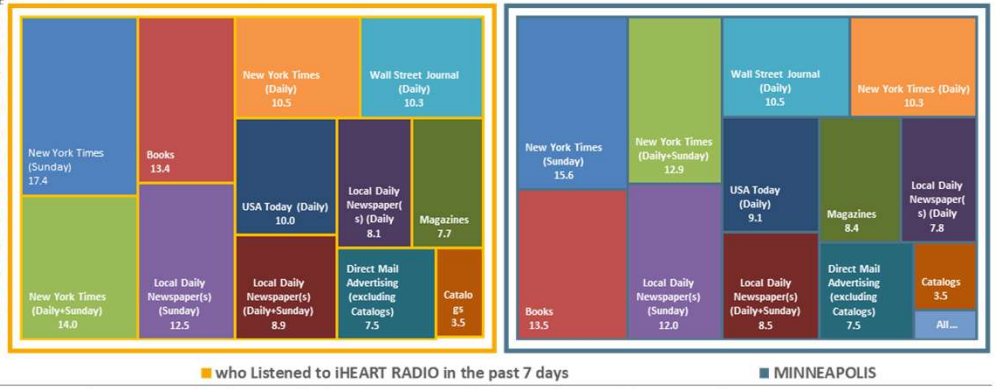
Radio Stations: KQQL-FM

533,483 or 34.% 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 8.9 minutes every day representing 32.8% of all time spent daily with All forms of Print Media.

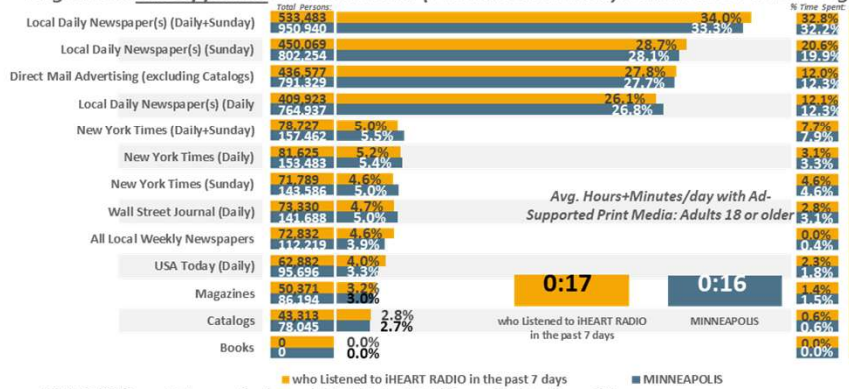
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



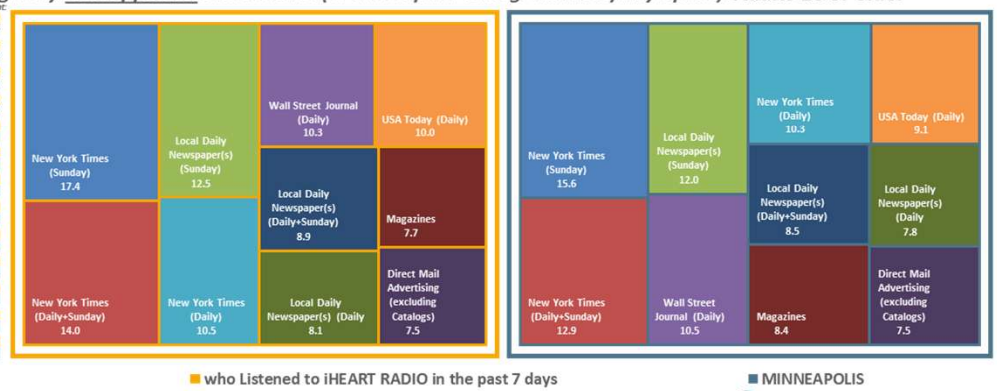
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 798

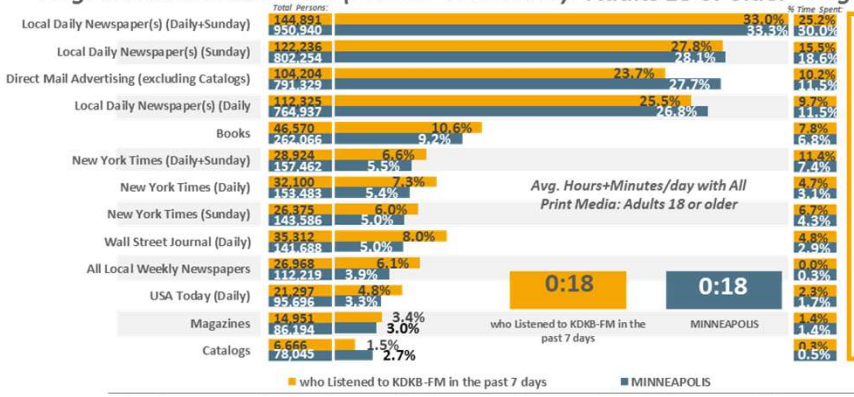
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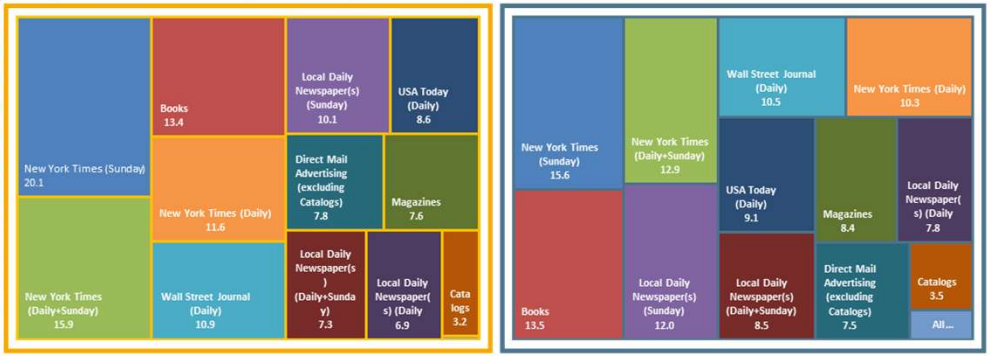
(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

144,891 or 33.% of Adults 18 or older who Listened to KDKB-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.3 minutes every day representing 27.3% of all time spent daily with All forms of Print Media.

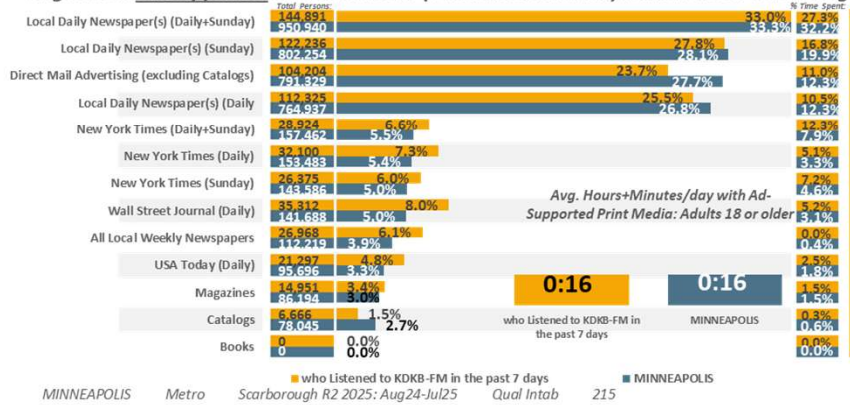
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 215

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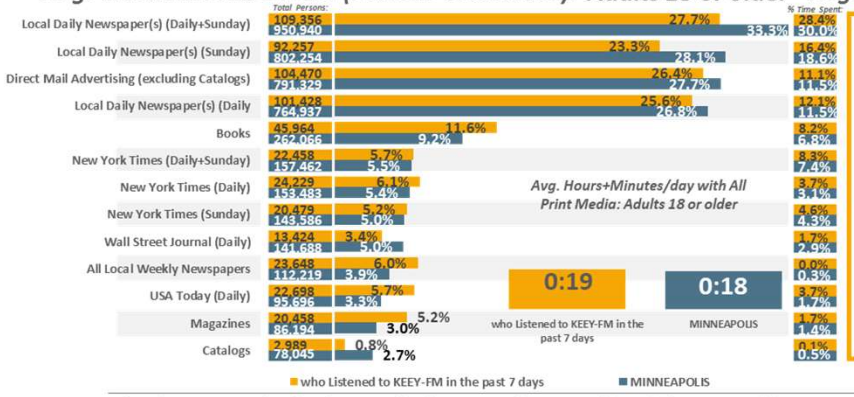
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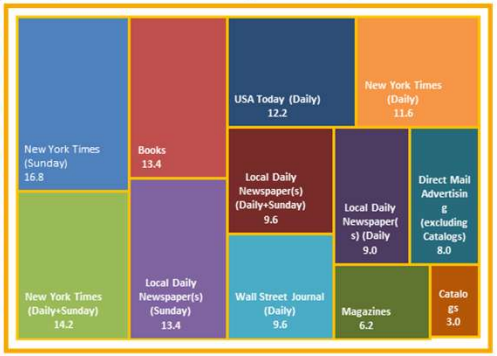
Radio Stations: KDWB-FM

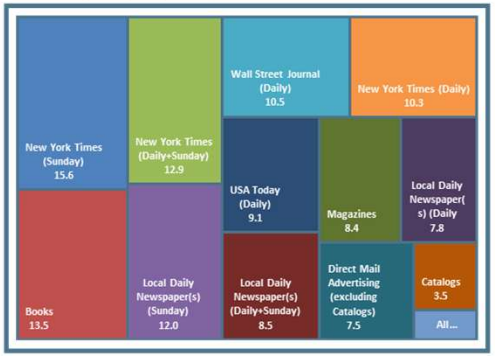
102.1 FM K102
#1 FOR NEW COUNTRY AND THE BEST VARIETY

109,356 or 27.7% of Adults 18 or older who Listened to KEEY-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.6 minutes every day representing 31.% of all time spent daily with All forms of Print Media.

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

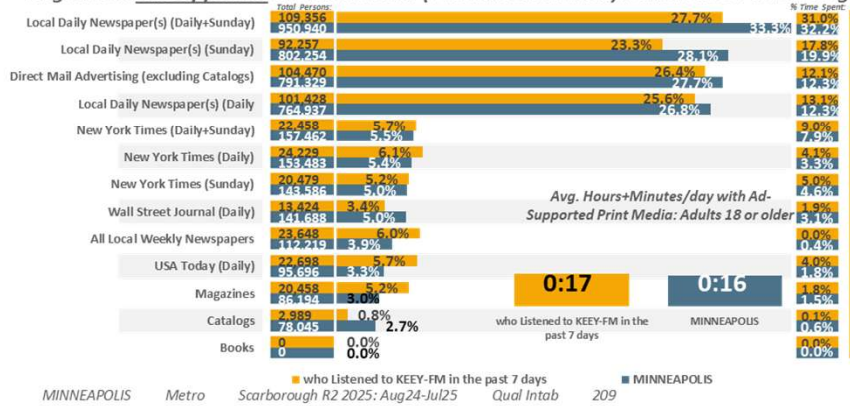




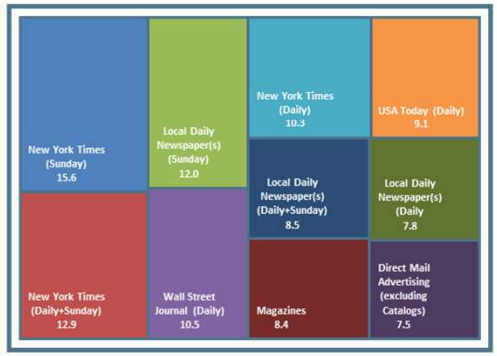


who Listened to KEEY-FM in the past 7 days ■ MINNEAPOLIS

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







who Listened to KEEY-FM in the past 7 days ■ MINNEAPOLIS

MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 209

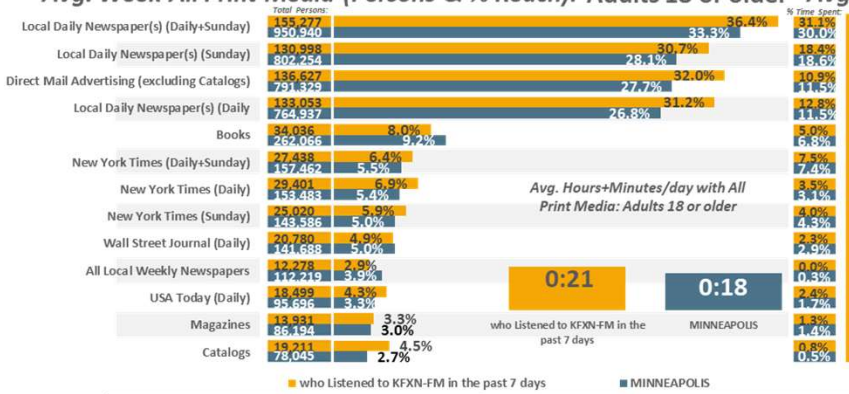
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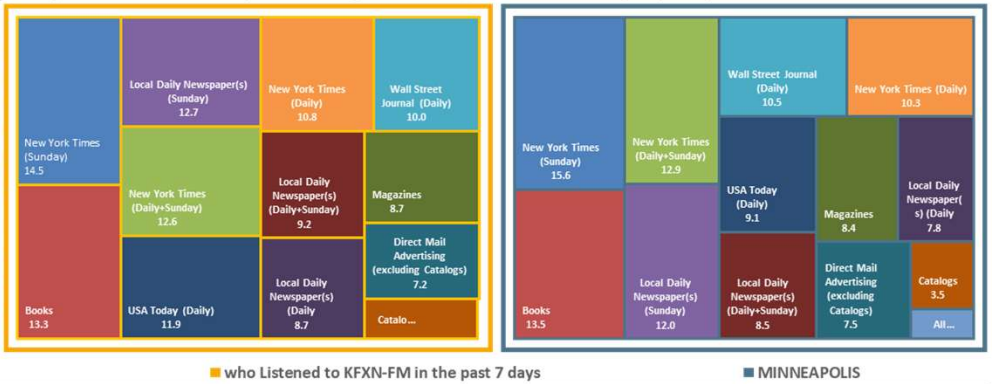
Radio Stations: KEEY-FM

155,277 or 36.4% of Adults 18 or older who Listened to KFXN-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.2 minutes every day representing 32.8% of all time spent daily with All forms of Print Media.

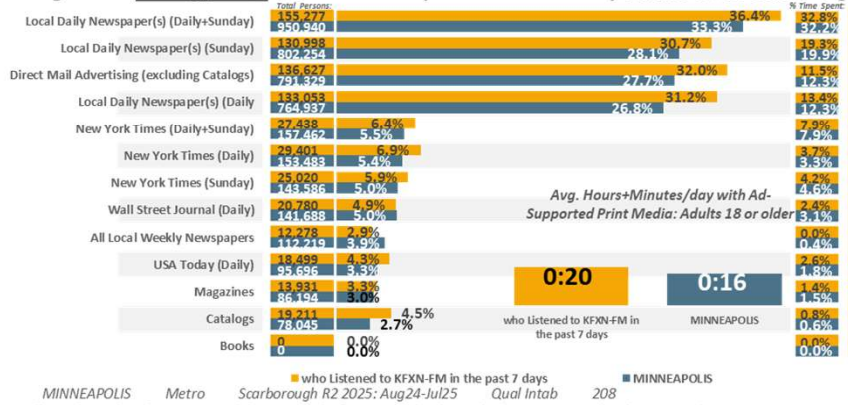
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



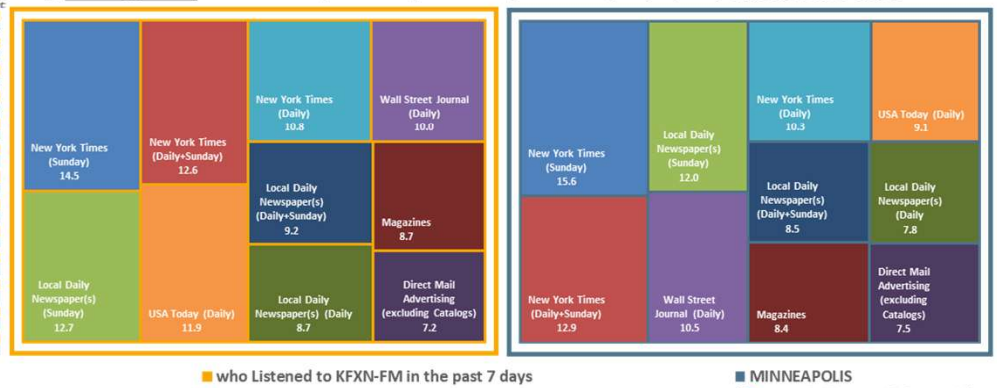
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 208

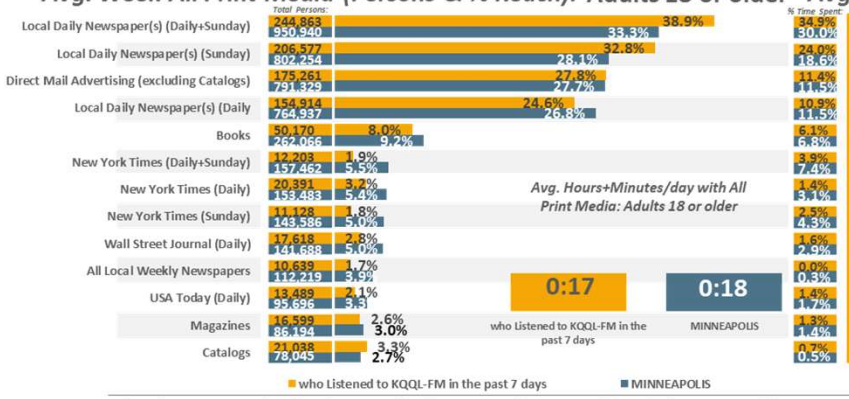
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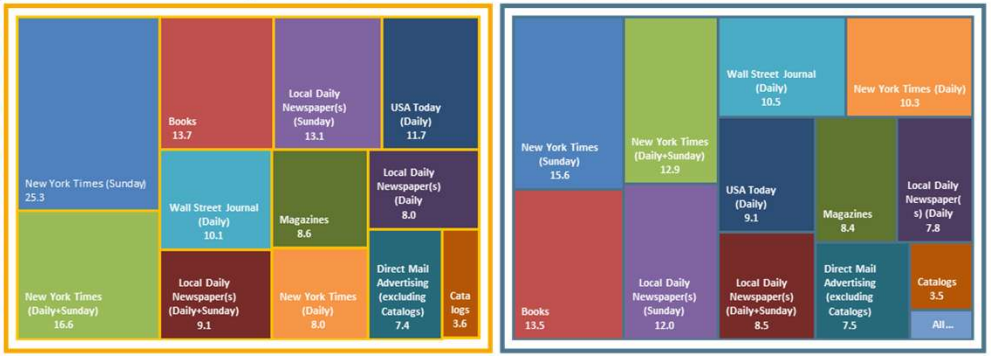
Radio Stations: KFXN-FM

244,863 or 38.9% of Adults 18 or older who Listened to KQQL-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 37.1% of all time spent daily with All forms of Print Media.

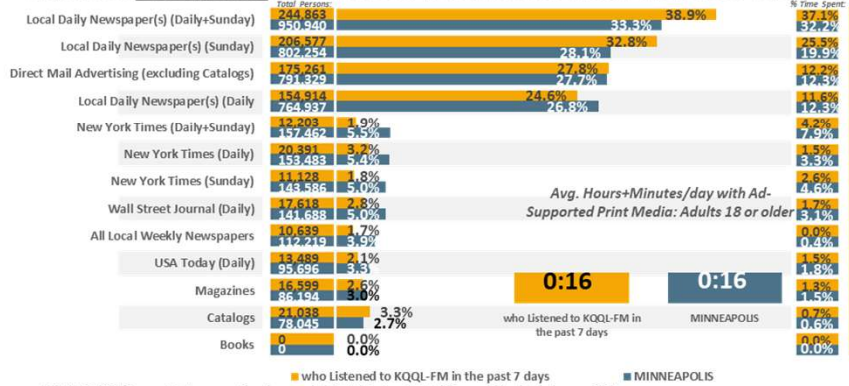
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



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

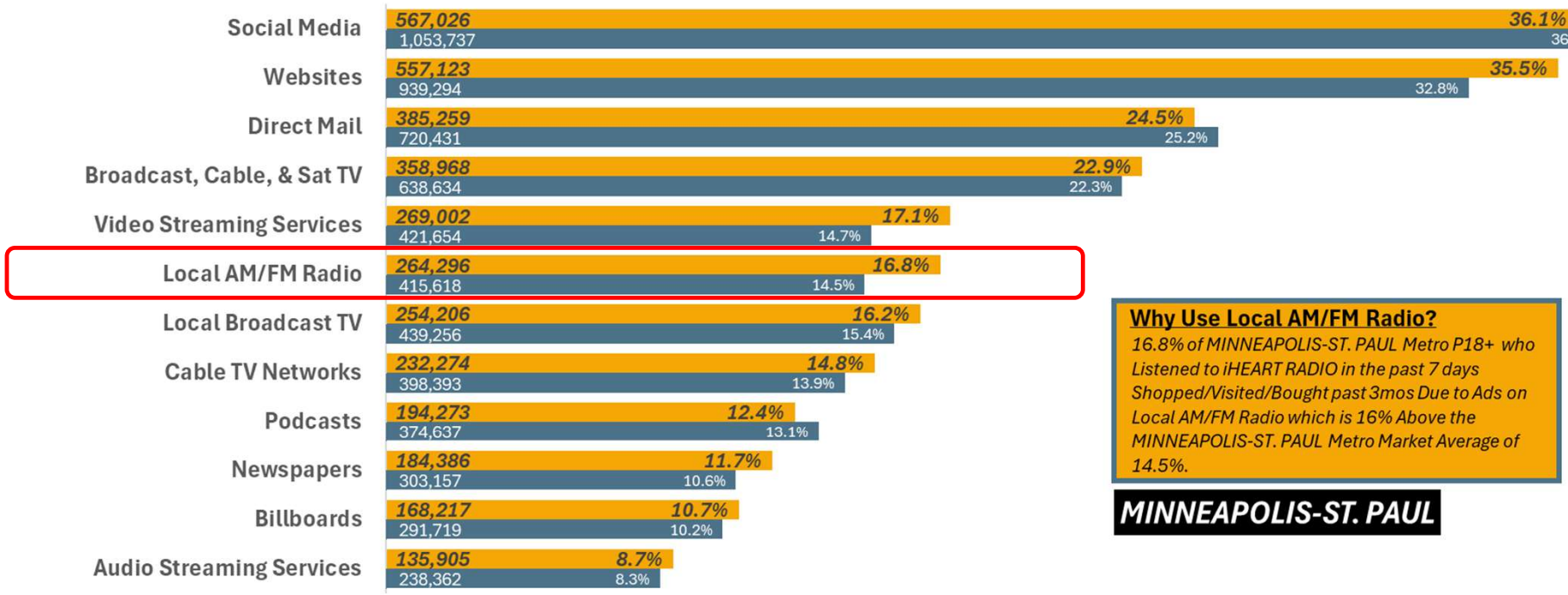
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Radio Stations: KQQL-FM

"Advertising Actions"

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



Why Use Local AM/FM Radio?

16.8% of MINNEAPOLIS-ST. PAUL 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 16% Above the MINNEAPOLIS-ST. PAUL Metro Market Average of 14.5%.

MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab: 798

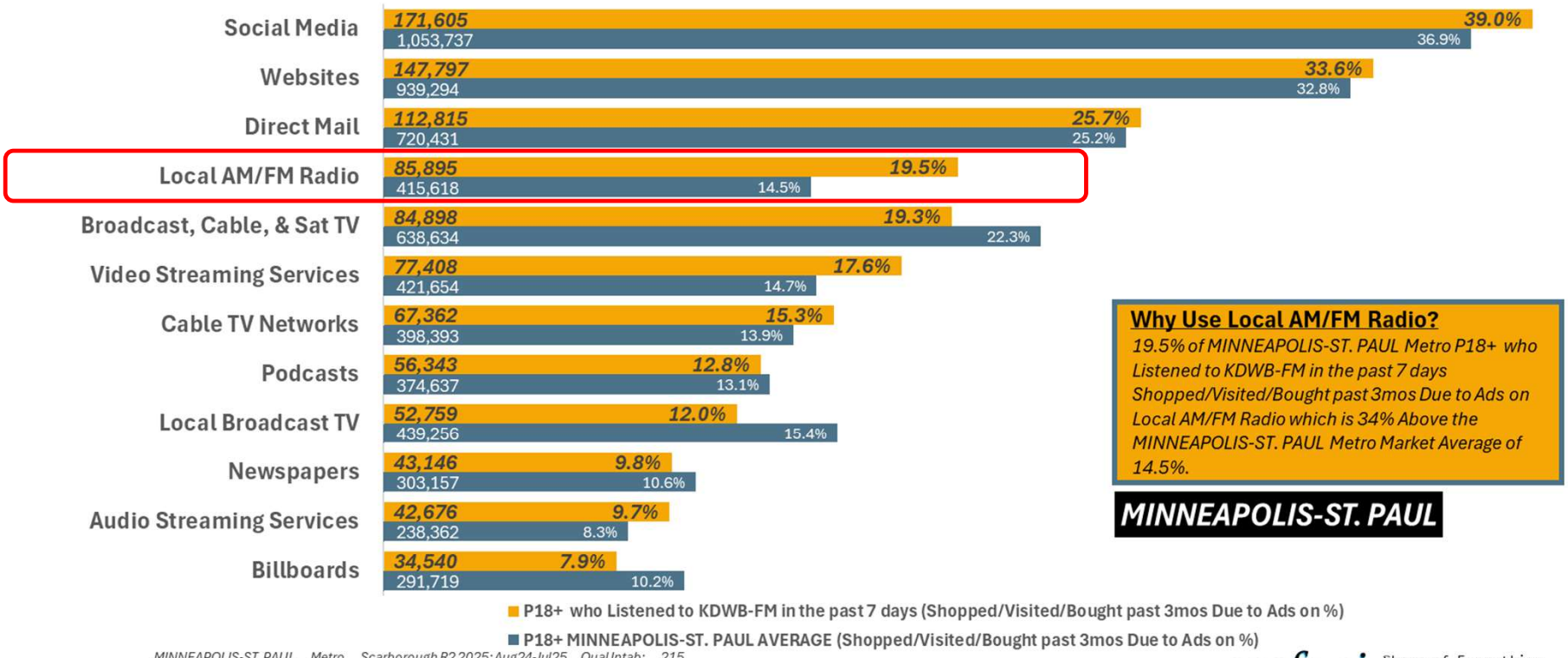
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(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

"Advertising Actions"

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



Why Use Local AM/FM Radio?

19.5% of MINNEAPOLIS-ST. PAUL Metro P18+ who Listened to KDWB-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 34% Above the MINNEAPOLIS-ST. PAUL Metro Market Average of 14.5%.

MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab: 215

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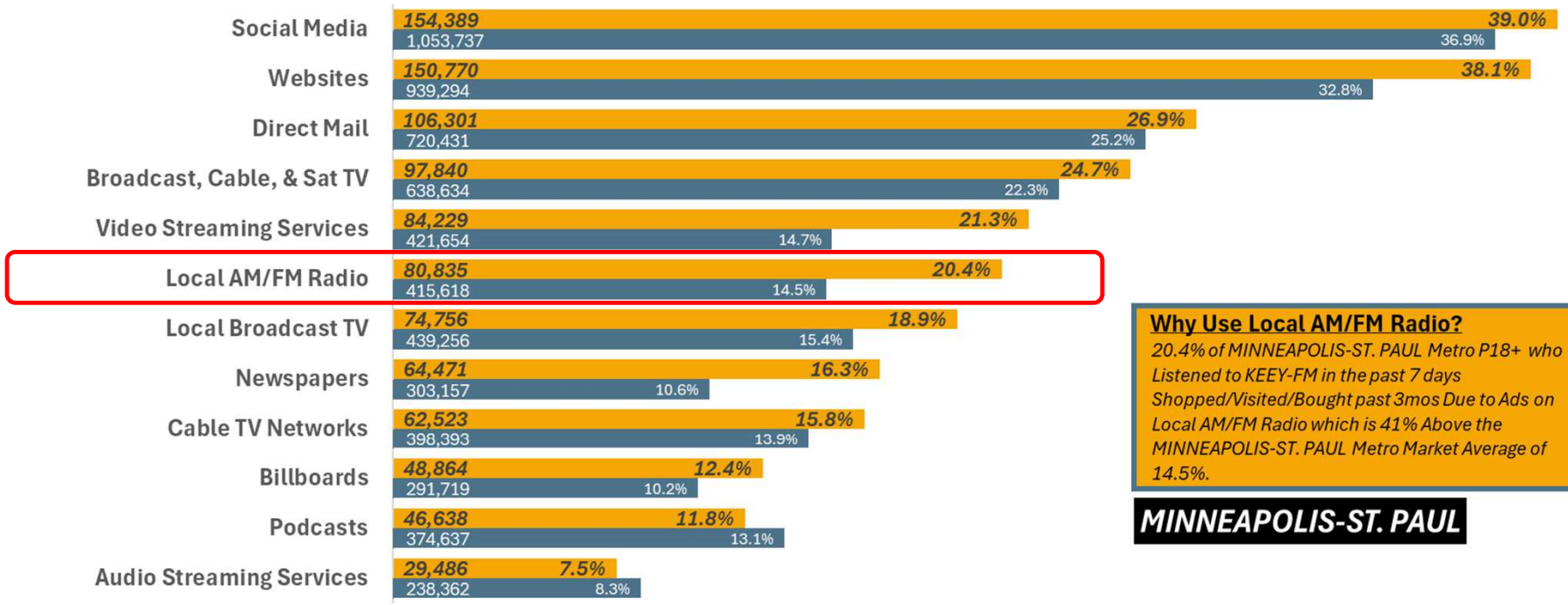
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Radio Stations: KDWB-FM

102.1 FM K102 #1 FOR NEW COUNTRY AND THE BEST VARIETY

"Advertising Actions"

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



Why Use Local AM/FM Radio?

20.4% of MINNEAPOLIS-ST. PAUL Metro P18+ who Listened to KEEY-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 41% Above the MINNEAPOLIS-ST. PAUL Metro Market Average of 14.5%.

MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab: 209

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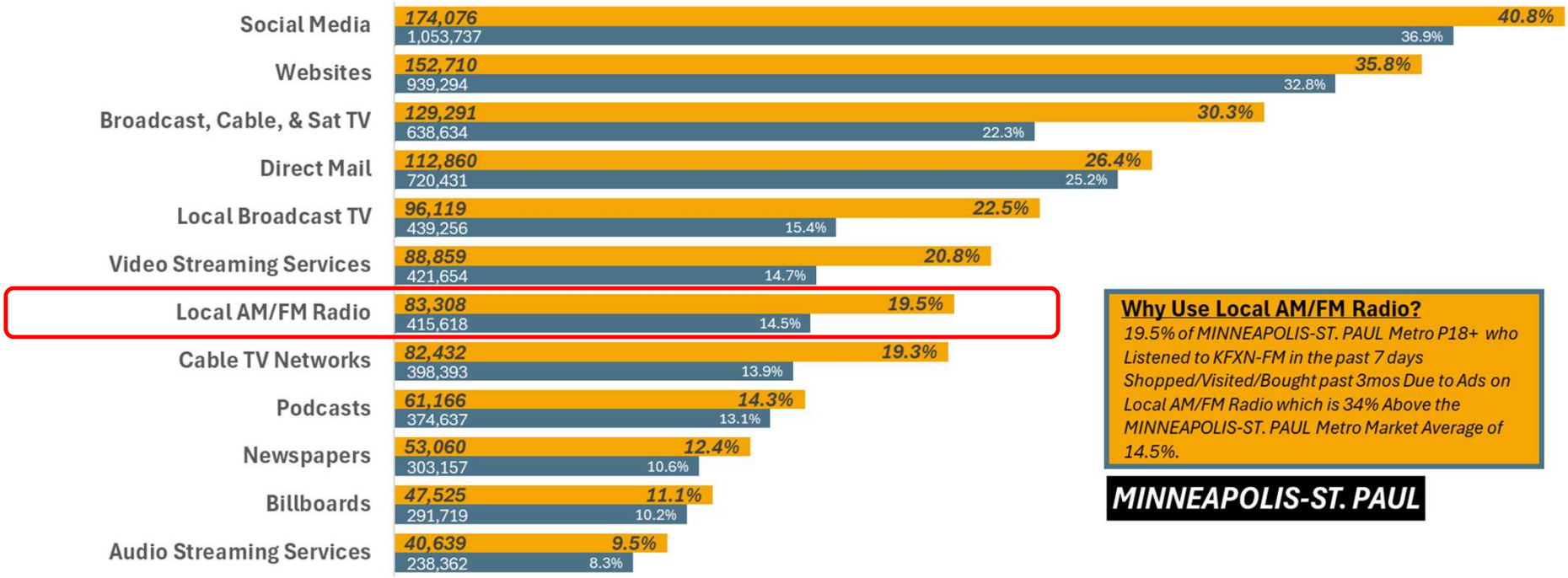
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Radio Stations: KEEY-FM

KFAN SPORTS RADIO - FM 100.3

"Advertising Actions"

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



Why Use Local AM/FM Radio?

19.5% of MINNEAPOLIS-ST. PAUL Metro P18+ who Listened to KFXN-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 34% Above the MINNEAPOLIS-ST. PAUL Metro Market Average of 14.5%.

MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab: 208

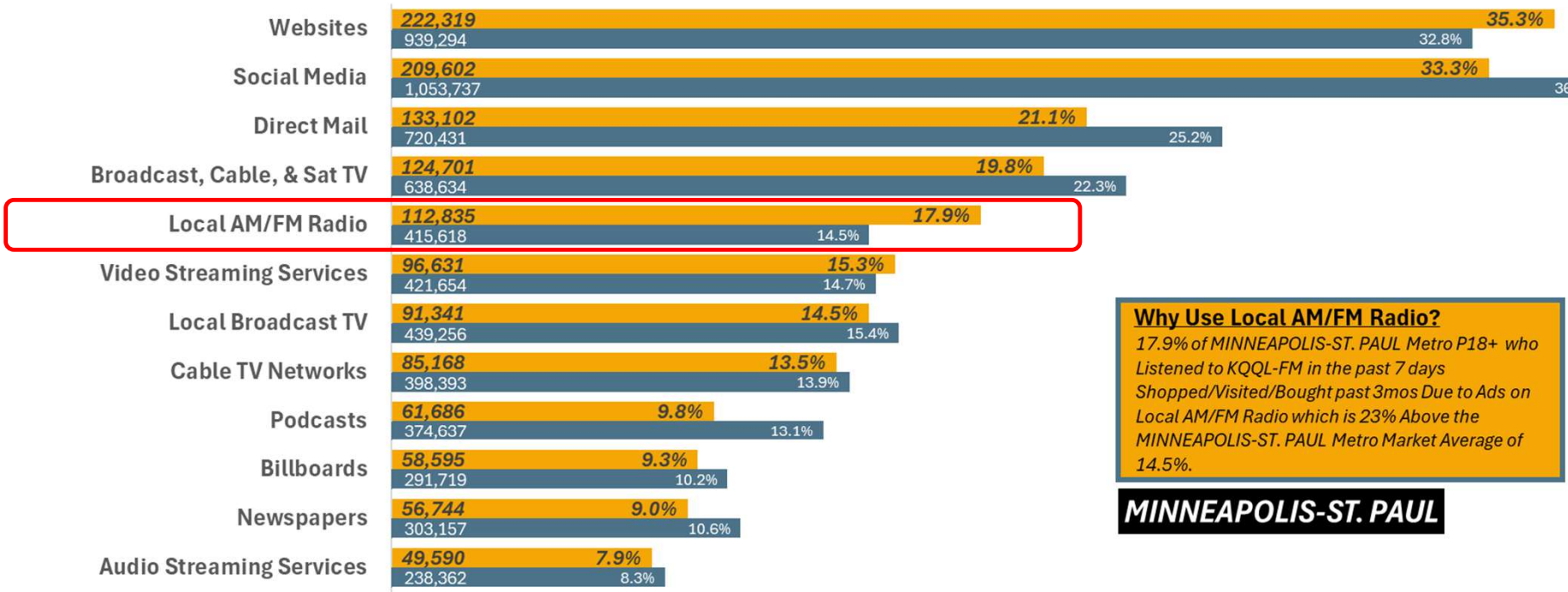
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Radio Stations: KFXN-FM

"Advertising Actions"

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



Why Use Local AM/FM Radio?

17.9% of MINNEAPOLIS-ST. PAUL Metro P18+ who Listened to KQQL-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 23% Above the MINNEAPOLIS-ST. PAUL Metro Market Average of 14.5%.

MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2025:Aug24-Jul25 Qual Intab: 323

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Radio Stations: KQQL-FM