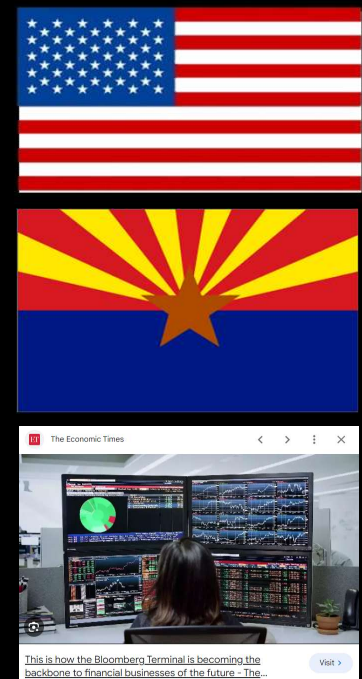


# PHOENIX, AZ Metro – 5 P18+ Profiles of HUBBARD RADIO Listeners! Brand New Data as of February 28, 2026! **Complete Demographic & Media Use Profiles**



**Metro  
#13 P18+**



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

(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM) (Radio Stations: KAZG-AM) (Radio Stations: KDKB-FM) (Radio Stations: KSLX-FM) (Radio Stations: KUPD-FM)





28.7% or 1,060,983 of PHOENIX Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Typical Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 47.9 years old (1.1% older than average) and have a \$107,318 (5.2% lower than average) annual household income.

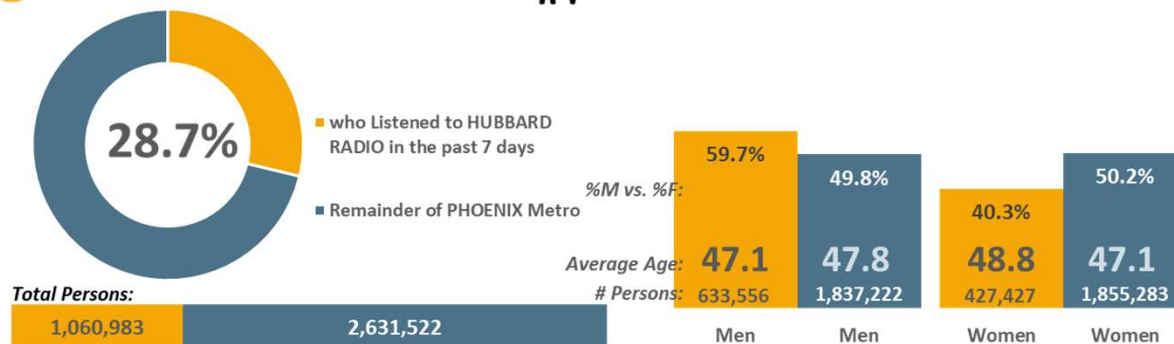


Percent of Market: Adults 18 or older

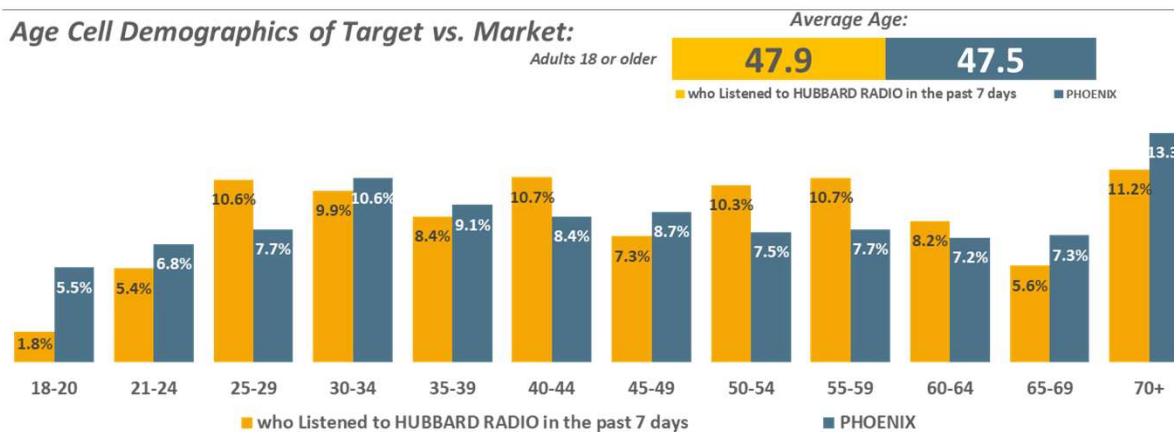


Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:







3.9% or 143,997 of PHOENIX Metro Adults 18 or older Listened to KAZG-AM in the past 7 days.  
Typical Adults 18 or older who Listened to KAZG-AM in the past 7 days are 60.1 years old (26.6% older than average) and have a \$97,639 (13.8% lower than average) annual household income.

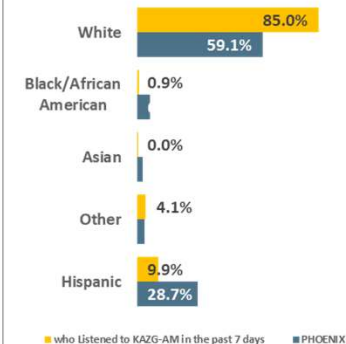
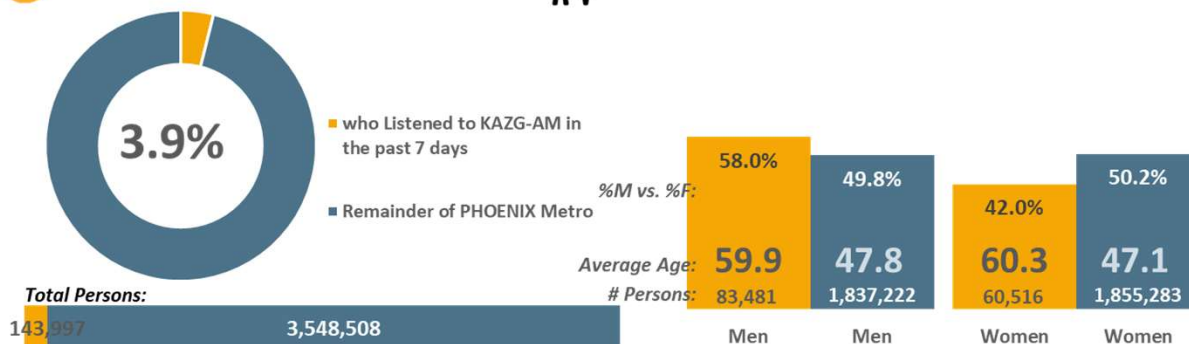


### Percent of Market: Adults 18 or older



### Gender of Target vs. Market: Adults 18 or older

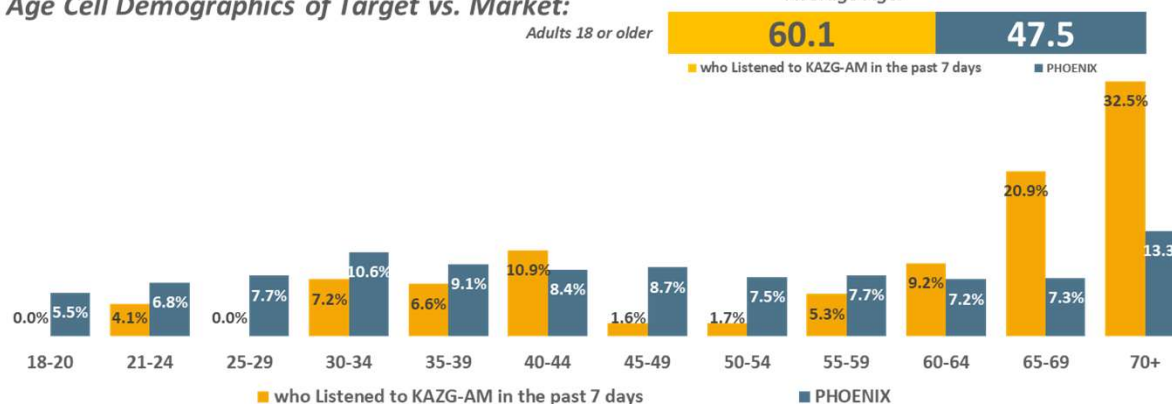
### Ethnicity of Target vs. Market:



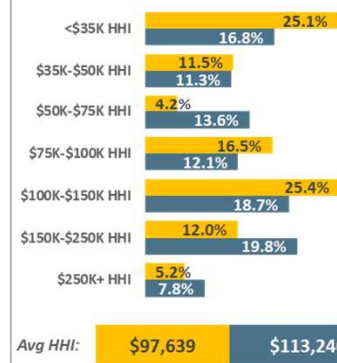
### Age Cell Demographics of Target vs. Market:

Adults 18 or older

Average Age:



### HHI of Target vs. Market:





10.5% or 387,890 of PHOENIX 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 42.7 years old (10.1% younger than average) and have a \$100,990 (10.8% lower than average) annual household income.

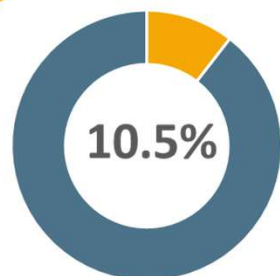


Percent of Market: Adults 18 or older

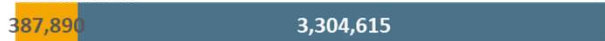


Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



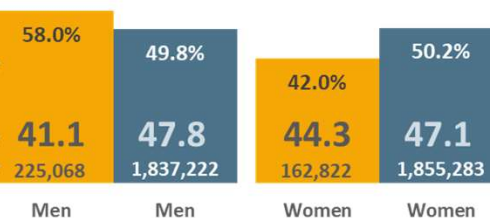
Total Persons:



%M vs. %F:

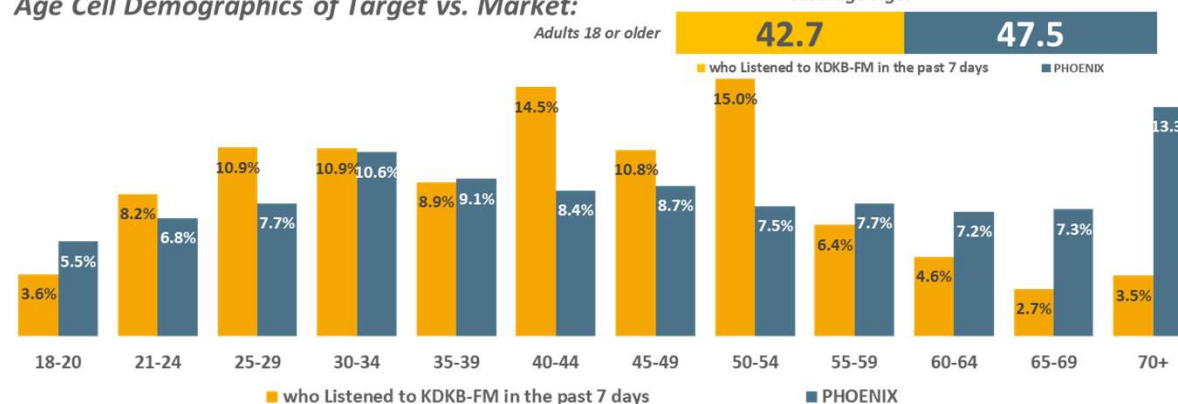
Average Age:

# Persons:

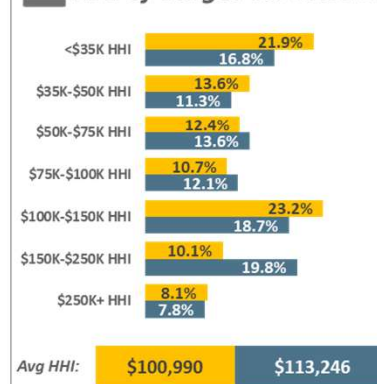


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:





15.5% or 572,097 of PHOENIX Metro Adults 18 or older Listened to KSLX-FM in the past 7 days.  
Typical Adults 18 or older who Listened to KSLX-FM in the past 7 days are 47.6 years old (.3% older than average) and have a \$111,996 (1.1% lower than average) annual household income.

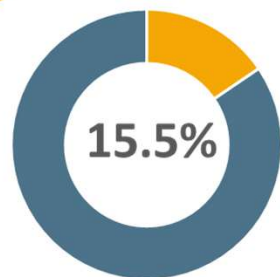


### Percent of Market: Adults 18 or older



### Gender of Target vs. Market: Adults 18 or older

### Ethnicity of Target vs. Market:



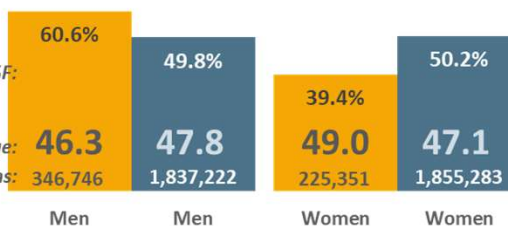
Total Persons:



%M vs. %F:

Average Age:

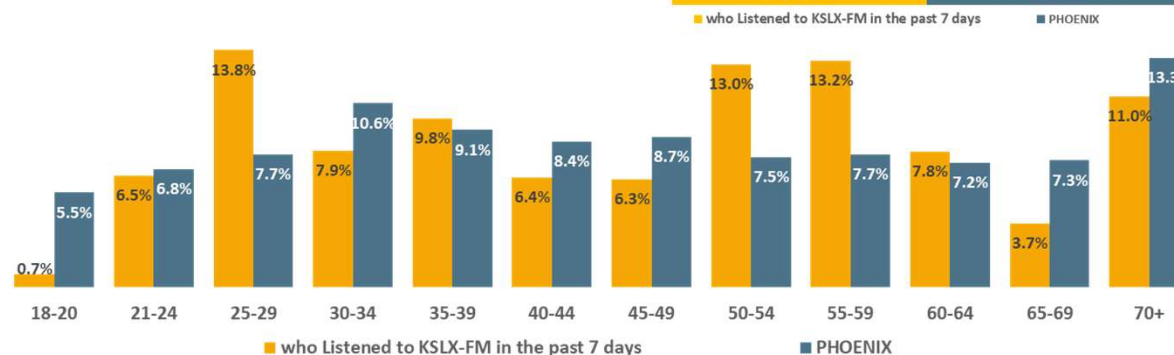
# Persons:



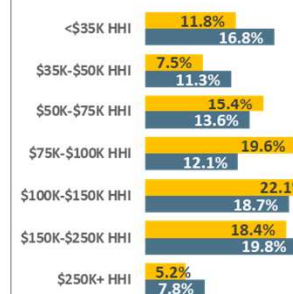
### Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older



### HHI of Target vs. Market:







10.6% or 390,548 of PHOENIX Metro Adults 18 or older Listened to KUPD-FM in the past 7 days.  
Typical Adults 18 or older who Listened to KUPD-FM in the past 7 days are 46. years old (3.% younger than average) and have a \$103,938 (8.2% lower than average) annual household income.

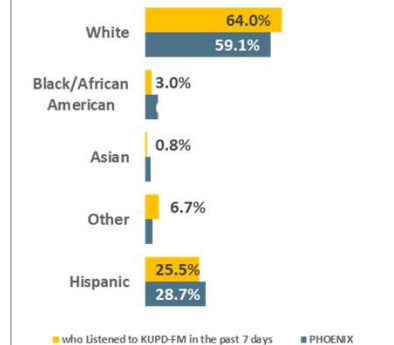
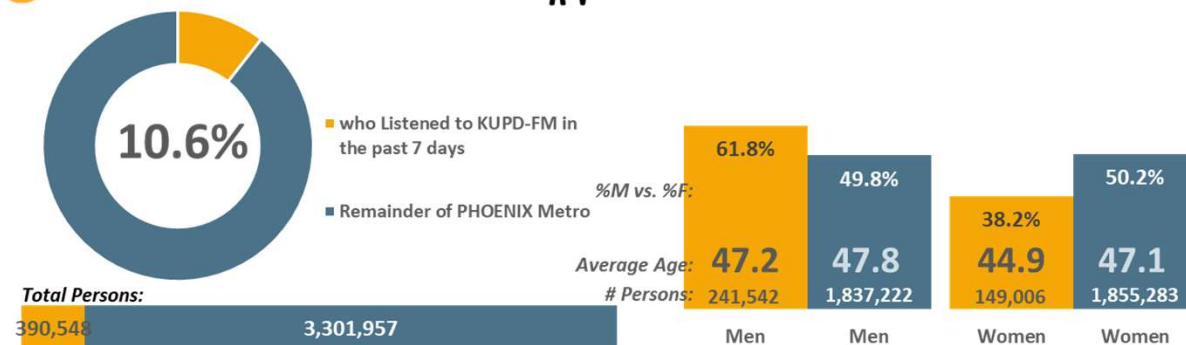


### Percent of Market: Adults 18 or older

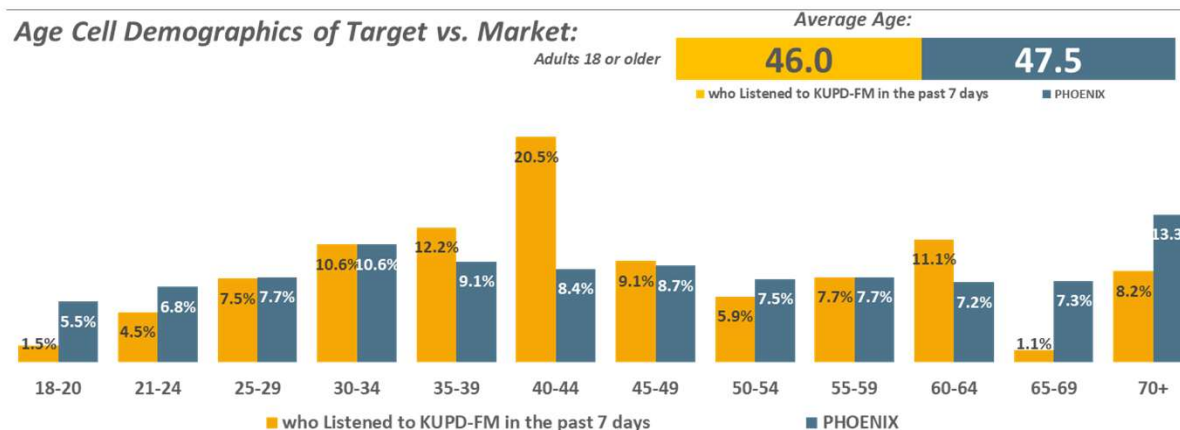


### Gender of Target vs. Market: Adults 18 or older

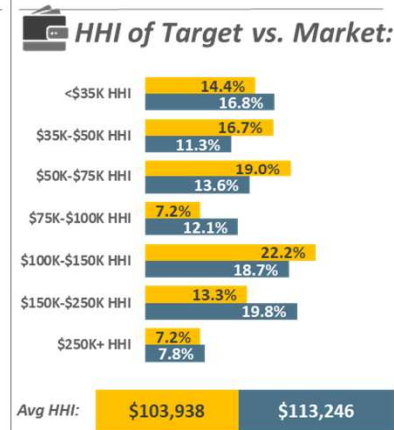
### Ethnicity of Target vs. Market:



### Age Cell Demographics of Target vs. Market:



### HHI of Target vs. Market:

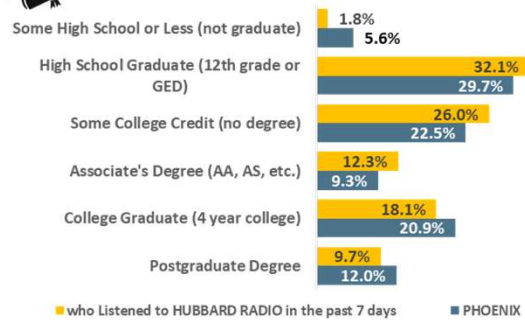




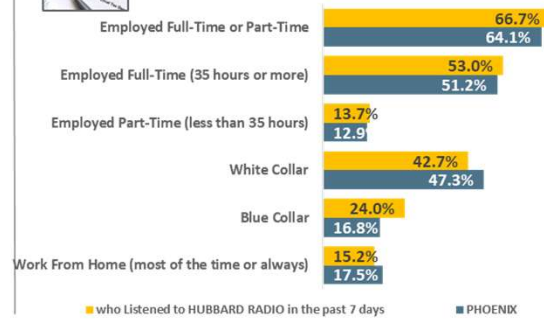
28.7% or 1,060,983 of PHOENIX Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 15.7% less likely to be a college graduate, 3.5% more likely to work full-time, 6.3% less likely to be married, 19.2% less likely to be a parent of 1 or more children under 18.



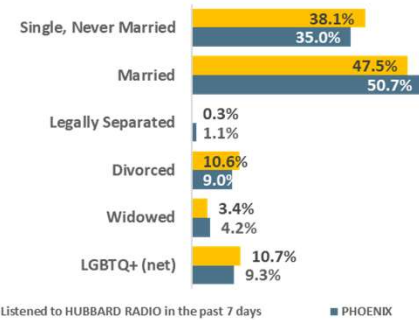
### Education Levels: Adults 18 or older



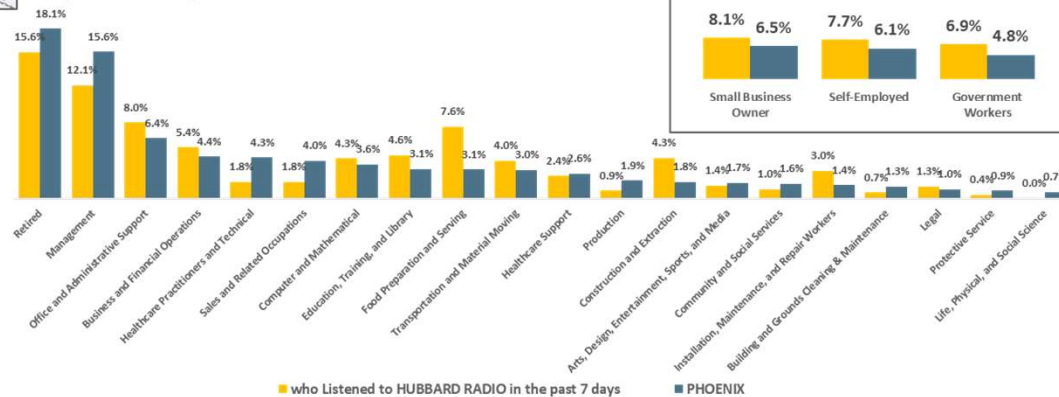
### Employment: Adults 18 or older



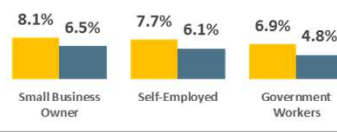
### Marital Status: Adults 18 or older



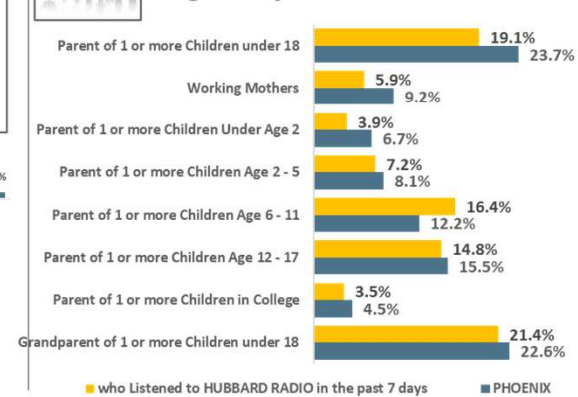
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older

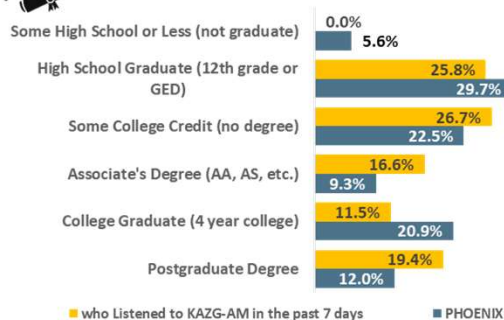




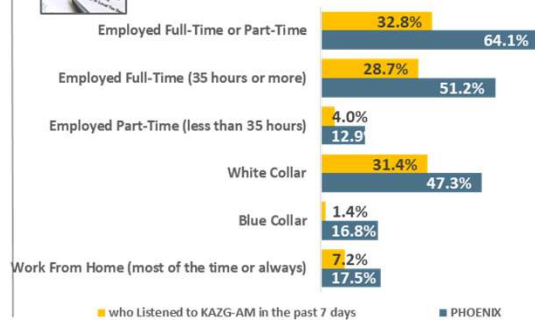
3.9% or 143,997 of PHOENIX Metro Adults 18 or older Listened to KAZG-AM in the past 7 days. Adults 18 or older who Listened to KAZG-AM in the past 7 days are 6.4% less likely to be a college graduate, 43.8% less likely to work full-time, 23.3% more likely to be married, 19.5% less likely to be a parent of 1 or more children under 18.



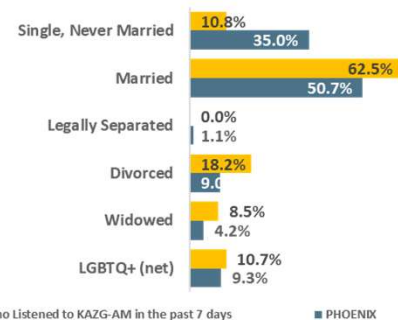
### Education Levels: Adults 18 or older



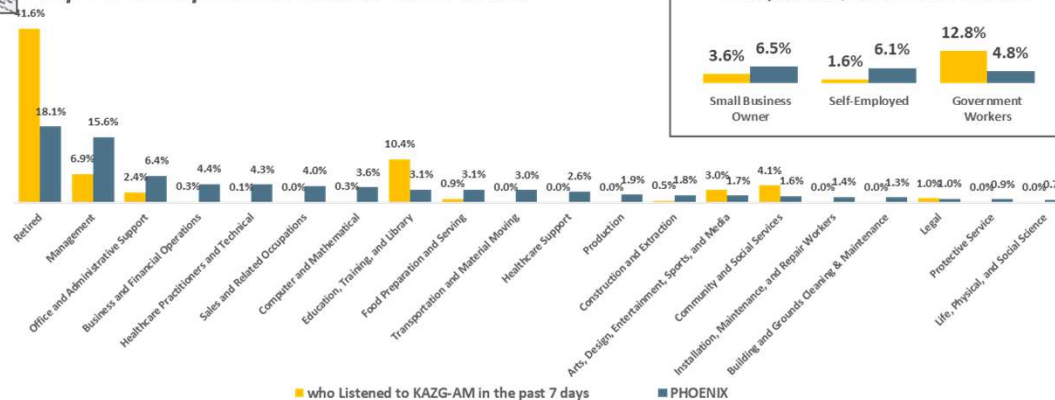
### Employment: Adults 18 or older



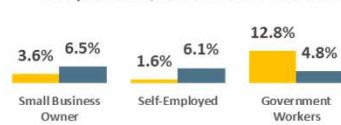
### Marital Status: Adults 18 or older



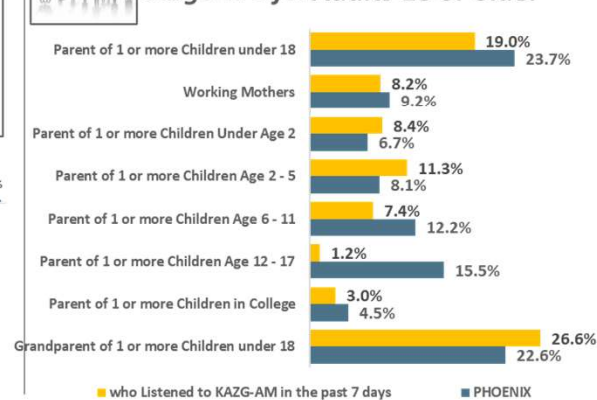
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older



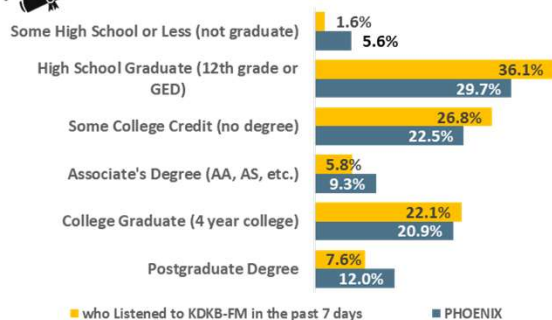




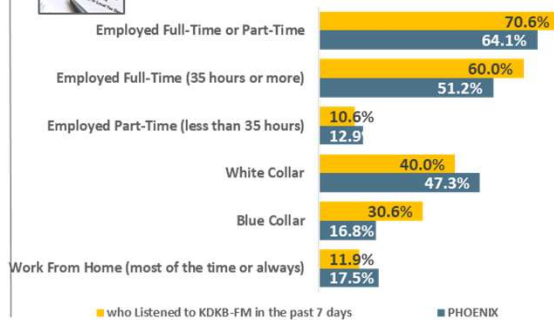
10.5% or 387,890 of PHOENIX Metro Adults 18 or older Listened to KDKB-FM in the past 7 days. Adults 18 or older who Listened to KDKB-FM in the past 7 days are 9.8% less likely to be a college graduate, 17.3% more likely to work full-time, 10.5% less likely to be married, 10.3% more likely to be a parent of 1 or more children under 18.



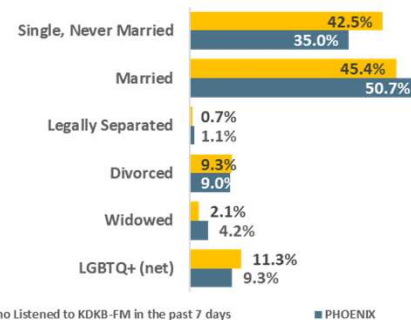
### Education Levels: Adults 18 or older



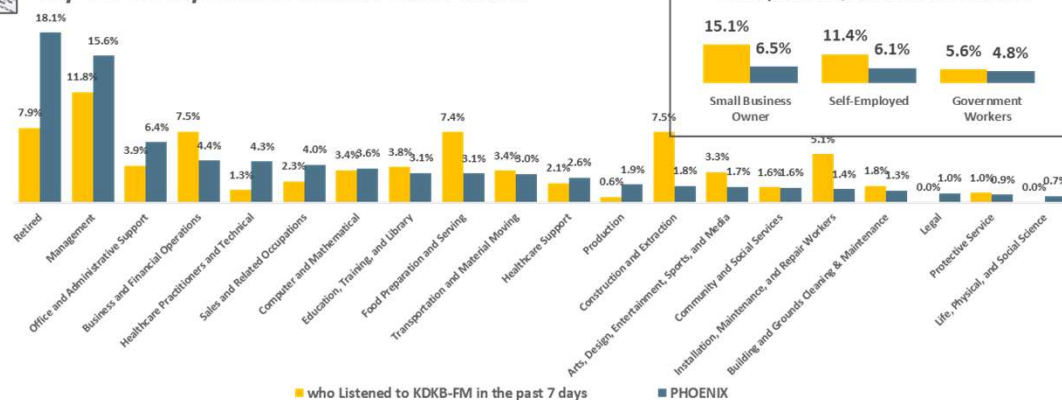
### Employment: Adults 18 or older



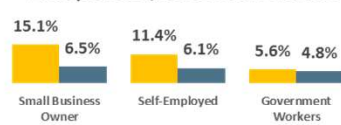
### Marital Status: Adults 18 or older



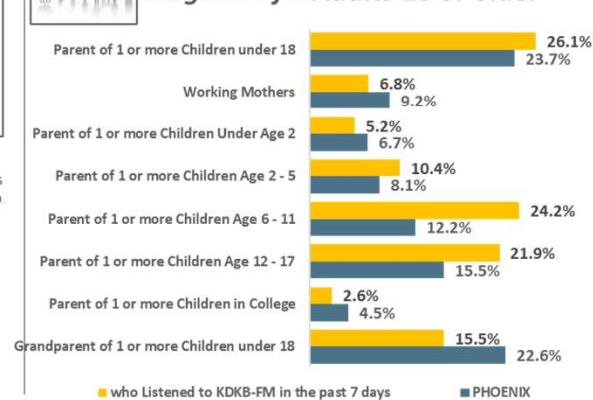
### Top-20 Occupations: Adults 18 or older



#### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older

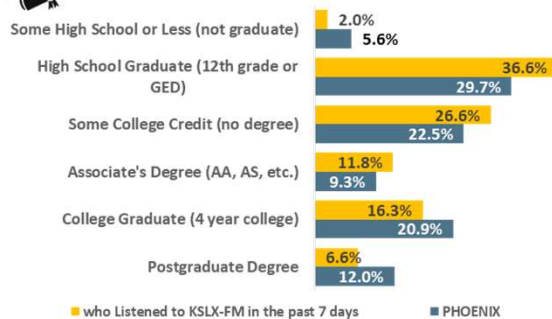




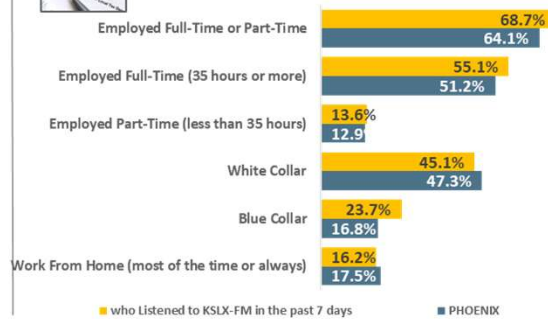
15.5% or 572,097 of PHOENIX Metro Adults 18 or older Listened to KSLX-FM in the past 7 days. Adults 18 or older who Listened to KSLX-FM in the past 7 days are 30.5% less likely to be a college graduate, 7.8% more likely to work full-time, 8.8% less likely to be married, 31.3% less likely to be a parent of 1 or more children under 18.



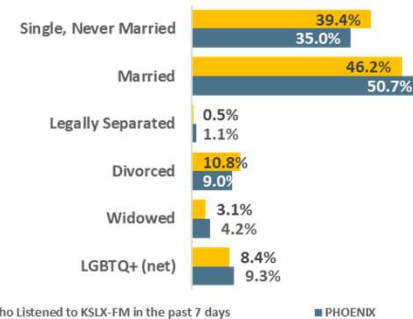
### Education Levels: Adults 18 or older



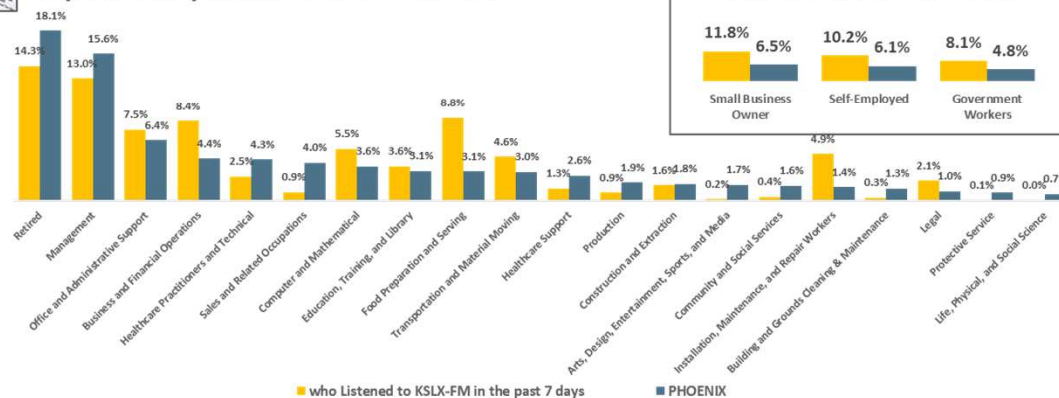
### Employment: Adults 18 or older



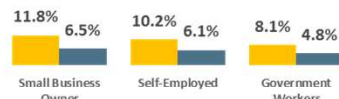
### Marital Status: Adults 18 or older



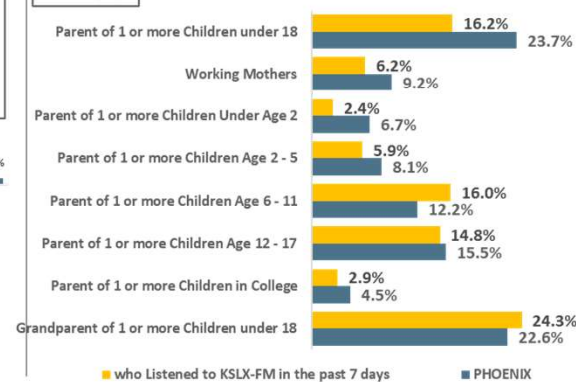
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older

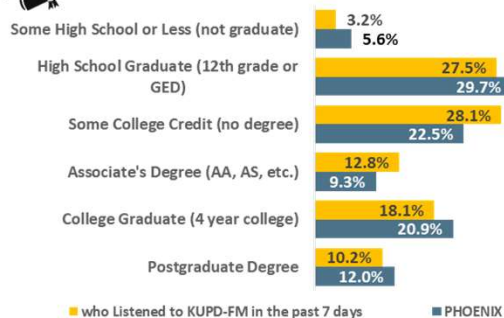




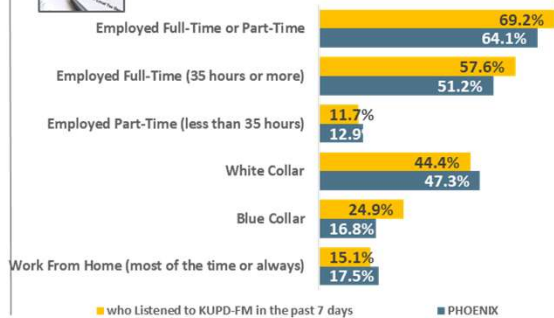
10.6% or 390,548 of PHOENIX Metro Adults 18 or older Listened to KUPD-FM in the past 7 days. Adults 18 or older who Listened to KUPD-FM in the past 7 days are 14.% less likely to be a college graduate, 12.5% more likely to work full-time, 12.2% less likely to be married, 2.1% less likely to be a parent of 1 or more children under 18.



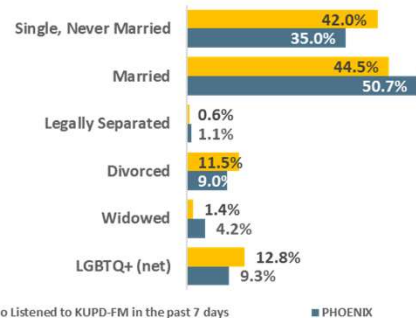
### Education Levels: Adults 18 or older



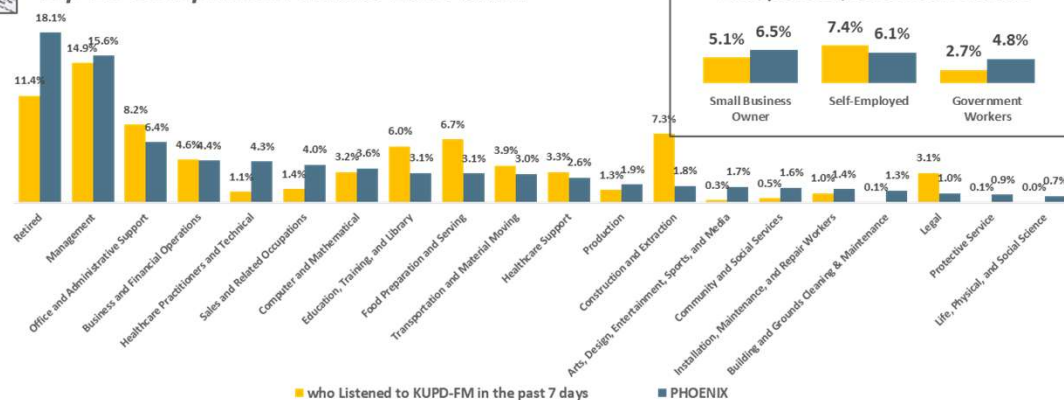
### Employment: Adults 18 or older



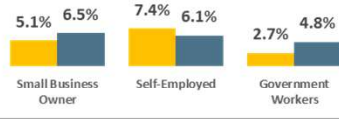
### Marital Status: Adults 18 or older



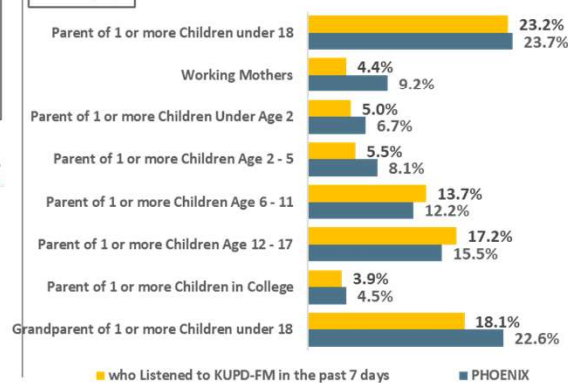
### Top-20 Occupations: Adults 18 or older



#### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older



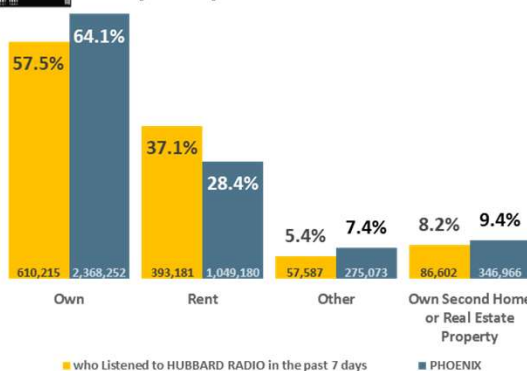




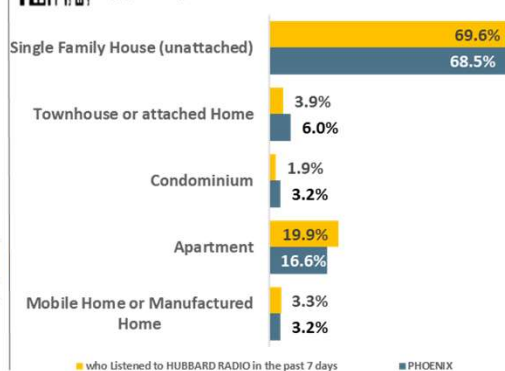
28.7% or 1,060,983 of PHOENIX Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 10.3% less likely to own their home, 10.4% more likely to own a lower valued home, 1.7% more likely to have a single-family home, 3.1% more likely to have a dog.



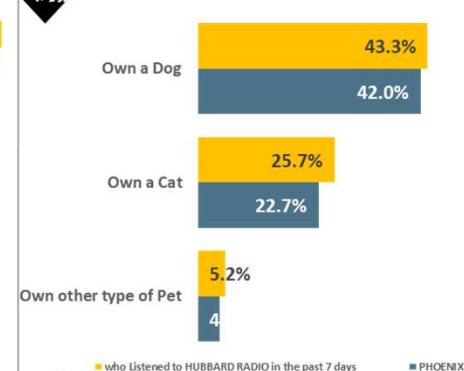
### Own/Rent/Other: Adults 18 or older



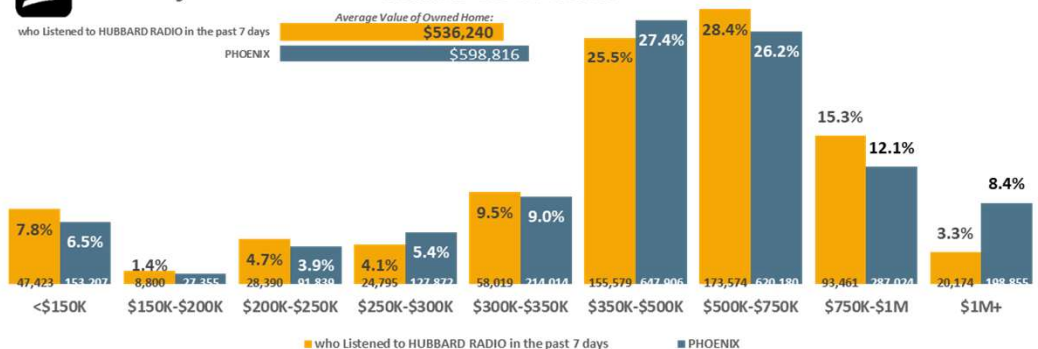
### Type of Home: Adults 18 or older



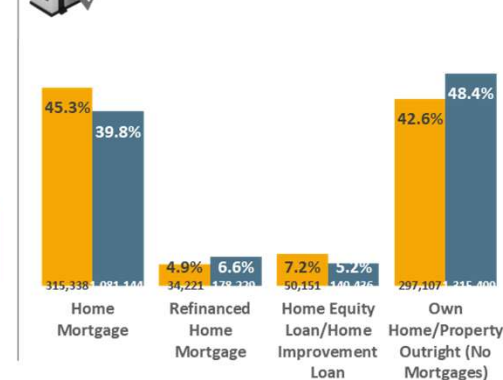
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



### Home Loans: Adults 18 or older

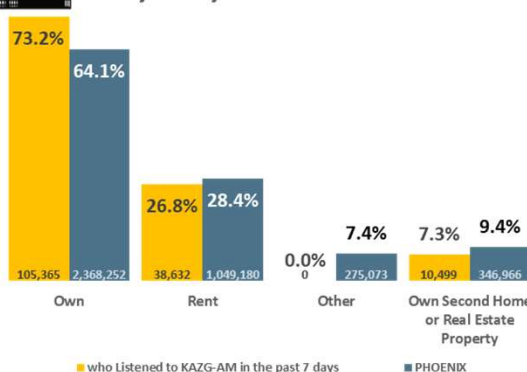




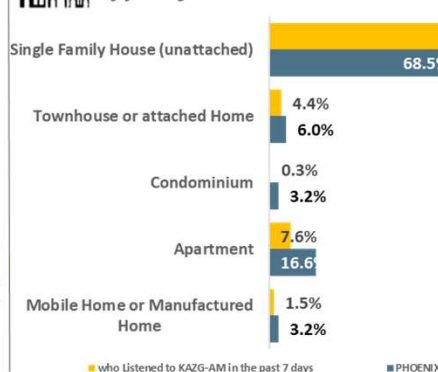
3.9% or 143,997 of PHOENIX Metro Adults 18 or older Listened to KAZG-AM in the past 7 days. Adults 18 or older who Listened to KAZG-AM in the past 7 days are 14.1% more likely to own their home, 5.5% more likely to own a lower valued home, 26.% more likely to have a single-family home, .2% more likely to have a dog.



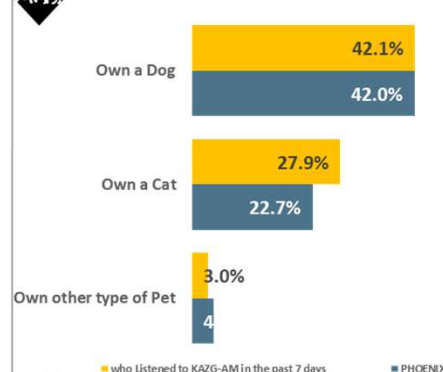
### Own/Rent/Other: Adults 18 or older



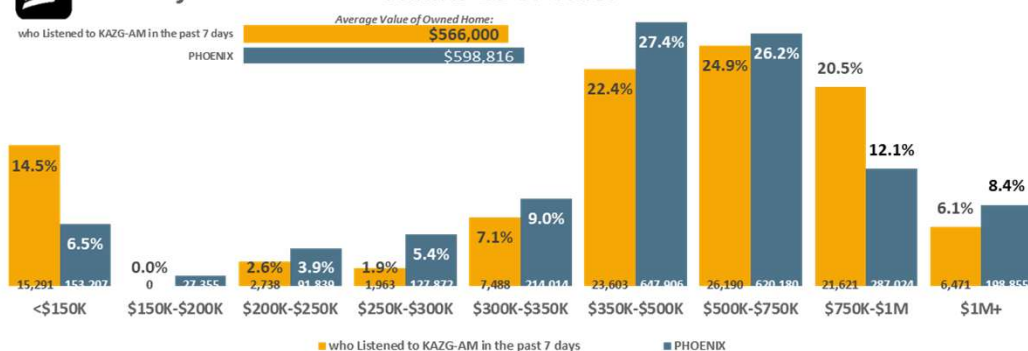
### Type of Home: Adults 18 or older



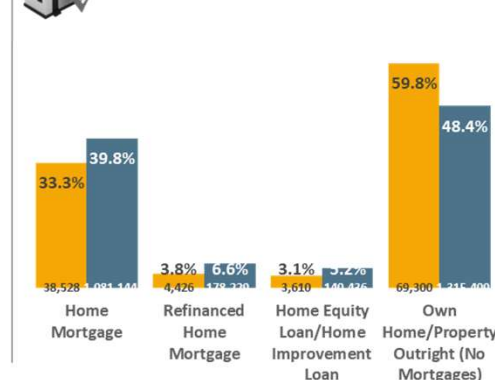
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



### Home Loans: Adults 18 or older



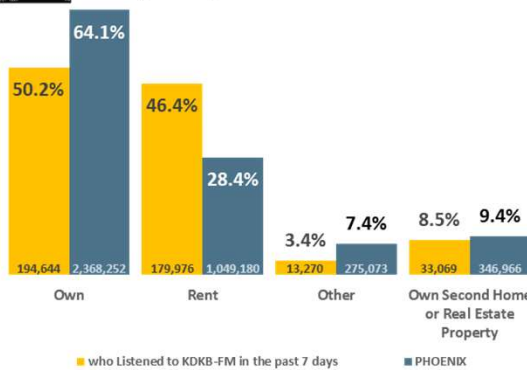
**93.3**  
ALT★AZ

ARIZONA'S  
ALTERNATIVE

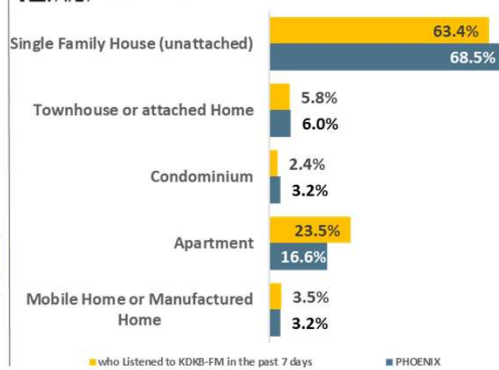
10.5% or 387,890 of PHOENIX Metro Adults 18 or older Listened to KDKB-FM in the past 7 days. Adults 18 or older who Listened to KDKB-FM in the past 7 days are 21.8% less likely to own their home, 11.5% more likely to own a lower valued home, 7.5% less likely to have a single-family home, .7% less likely to have a dog.



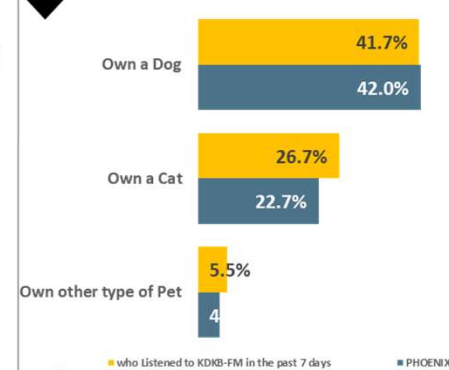
### Own/Rent/Other: Adults 18 or older



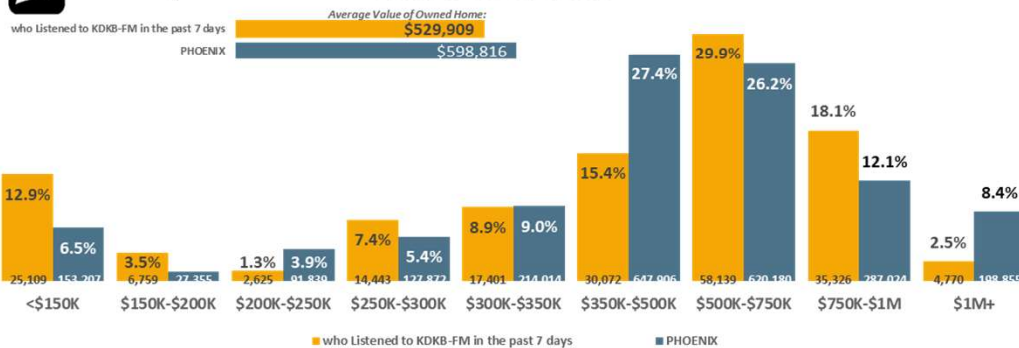
### Type of Home: Adults 18 or older



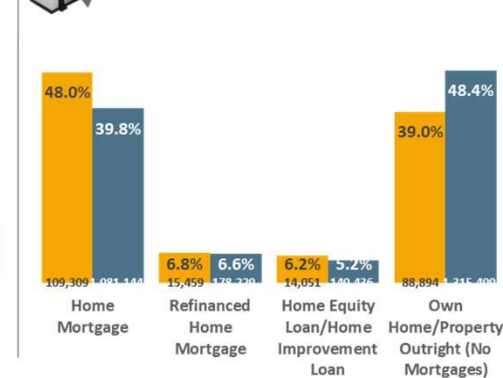
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



### Home Loans: Adults 18 or older



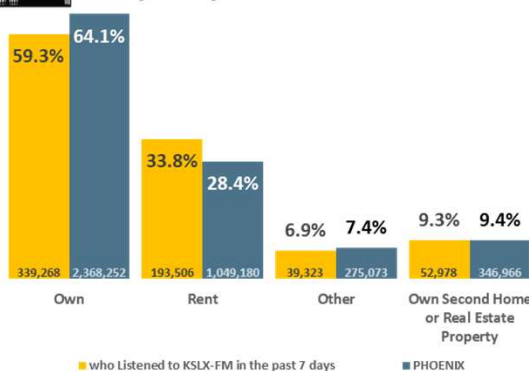




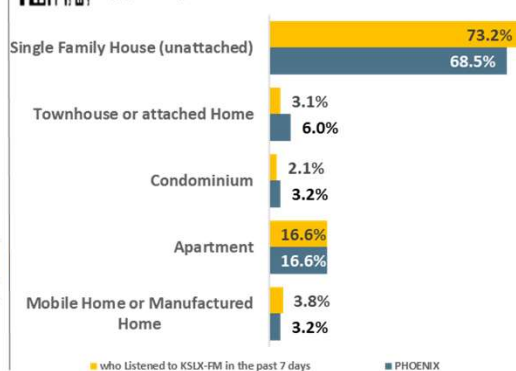
15.5% or 572,097 of PHOENIX Metro Adults 18 or older Listened to KSLX-FM in the past 7 days. Adults 18 or older who Listened to KSLX-FM in the past 7 days are 7.5% less likely to own their home, 12.3% more likely to own a lower valued home, 7.% more likely to have a single-family home, 14.3% more likely to have a dog.



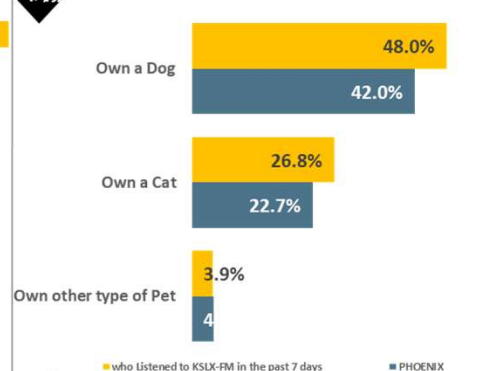
### Own/Rent/Other: Adults 18 or older



### Type of Home: Adults 18 or older



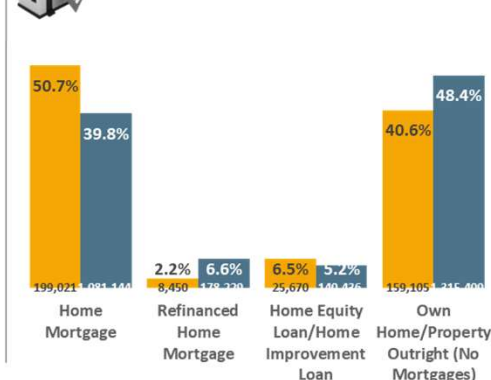
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



### Home Loans: Adults 18 or older

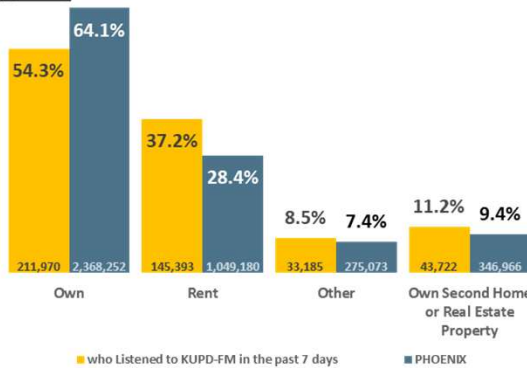




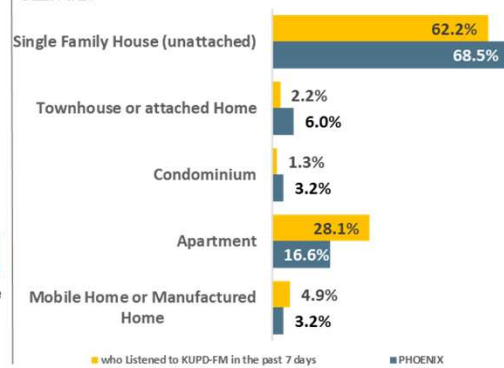
10.6% or 390,548 of PHOENIX Metro Adults 18 or older Listened to KUPD-FM in the past 7 days. Adults 18 or older who Listened to KUPD-FM in the past 7 days are 15.4% less likely to own their home, 11.1% more likely to own a lower valued home, 9.1% less likely to have a single-family home, 2.2% more likely to have a dog.



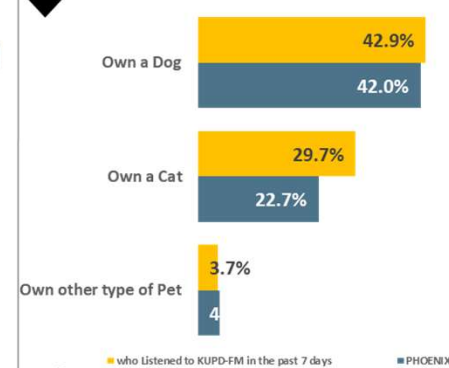
### Own/Rent/Other: Adults 18 or older



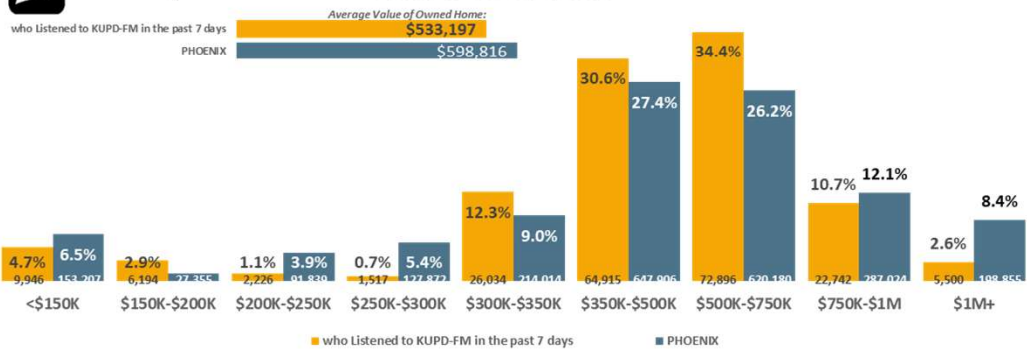
### Type of Home: Adults 18 or older



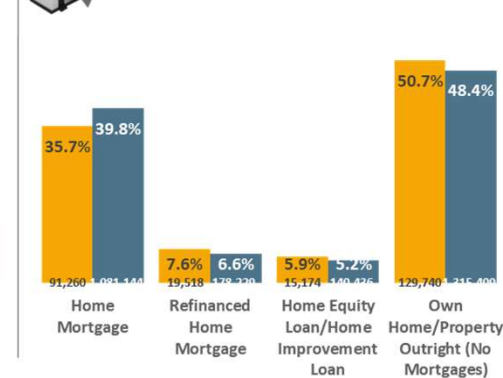
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



### Home Loans: Adults 18 or older

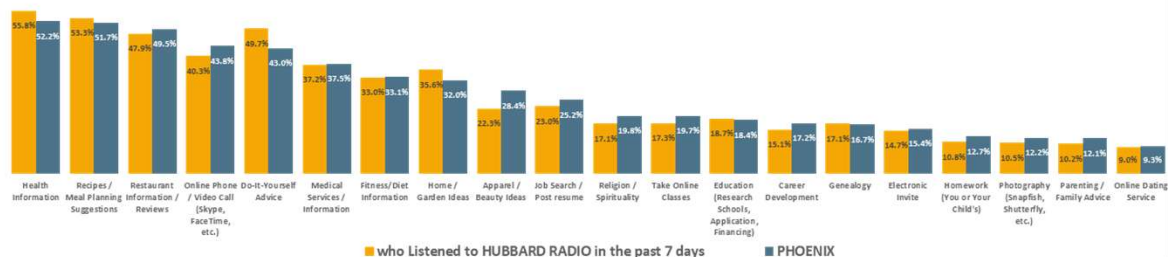




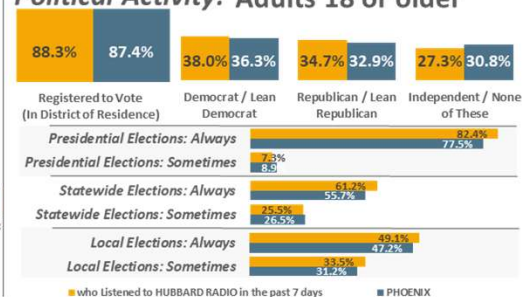
28.7% or 1,060,983 of PHOENIX Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 15.8% more likely to look up D-I-Y advice online, 3.9% more likely to always vote in local elections, 5.7% more likely to belong to a gym, 6.2% more likely to fly domestic past yr.



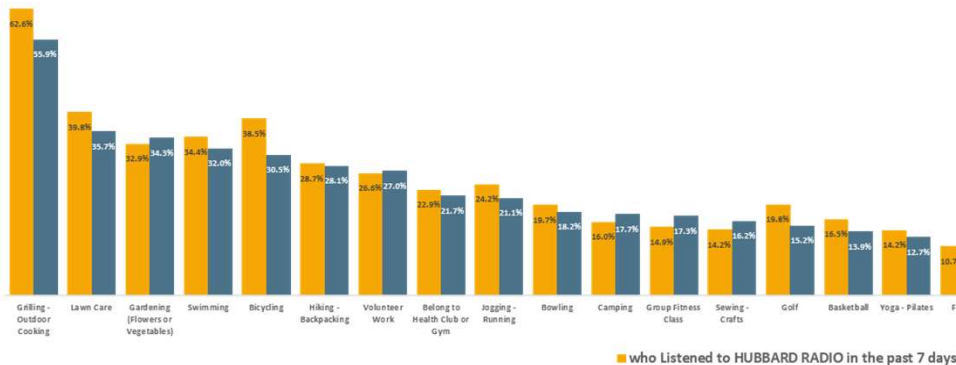
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



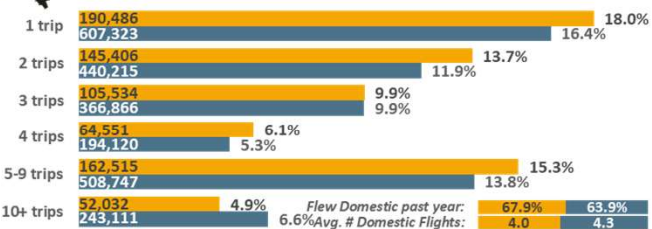
### Political Activity: Adults 18 or older



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



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

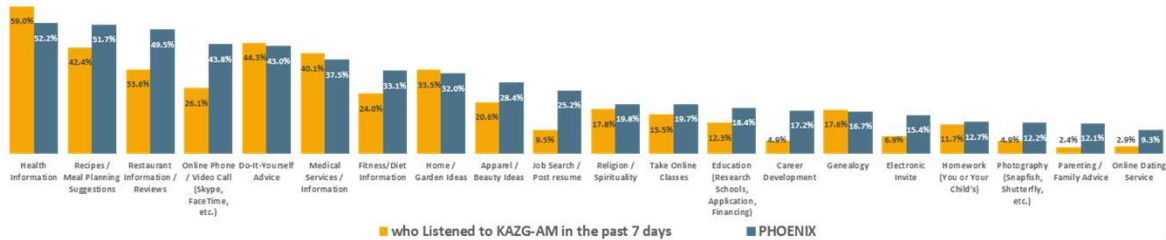




3.9% or 143,997 of PHOENIX Metro Adults 18 or older Listened to KAZG-AM in the past 7 days.  
Adults 18 or older who Listened to KAZG-AM in the past 7 days are 3.2% more likely to look up D-I-Y advice online, 40.1% more likely to always vote in local elections, 40.8% less likely to belong to a gym, 13.9% more likely to fly domestic past yr.

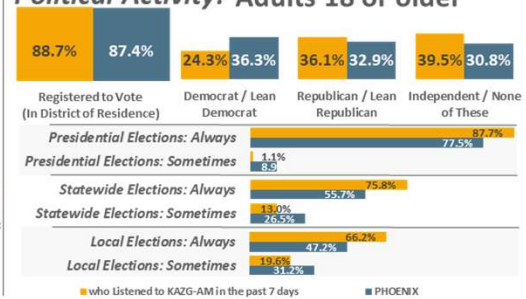


### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



who Listened to KAZG-AM in the past 7 days PHOENIX

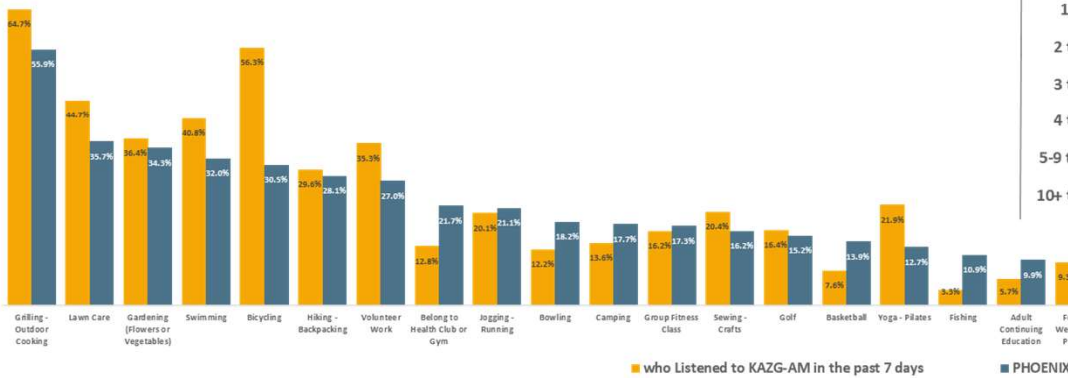
### Political Activity: Adults 18 or older



who Listened to KAZG-AM in the past 7 days PHOENIX



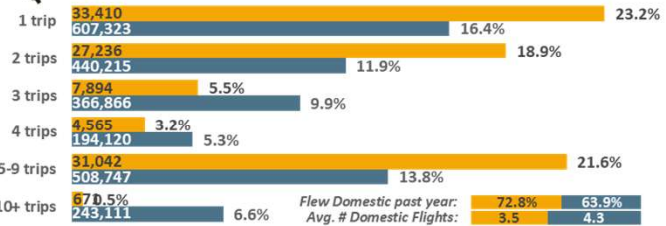
### Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



who Listened to KAZG-AM in the past 7 days PHOENIX



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



Flew Domestic past year: 72.8%  
Avg. # Domestic Flights: 3.5

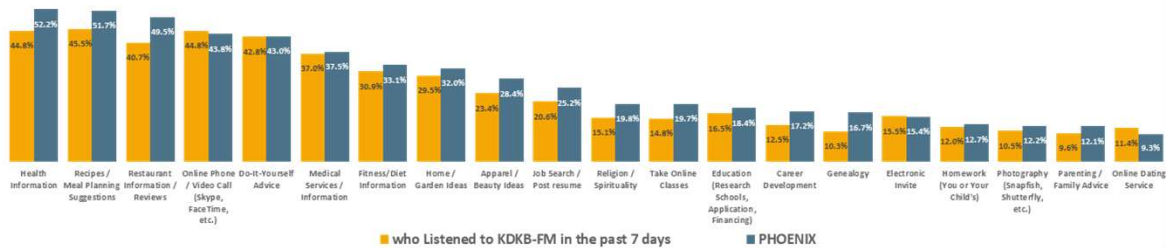




10.5% or 387,890 of PHOENIX Metro Adults 18 or older Listened to KDKB-FM in the past 7 days. Adults 18 or older who Listened to KDKB-FM in the past 7 days are .3% less likely to look up D-I-Y advice online, 14.2% less likely to always vote in local elections, 15.4% more likely to belong to a gym, 16.3% more likely to fly domestic past yr.

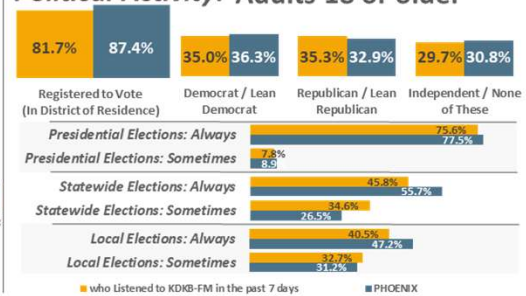


### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



■ who Listened to KDKB-FM in the past 7 days ■ PHOENIX

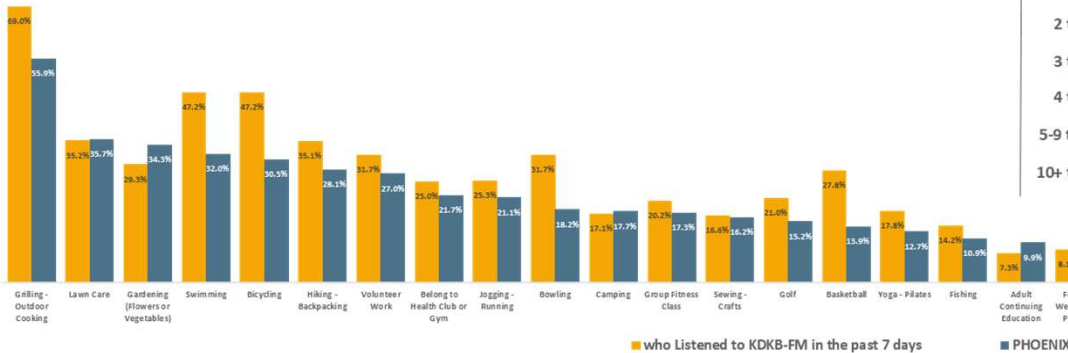
### Political Activity: Adults 18 or older



■ who Listened to KDKB-FM in the past 7 days ■ PHOENIX



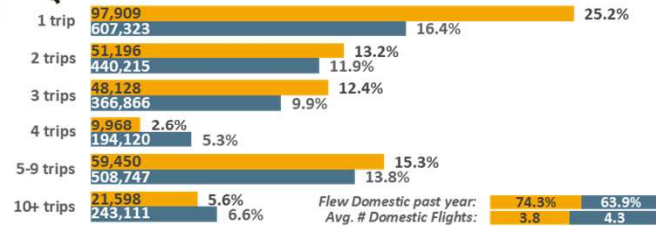
### Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



■ who Listened to KDKB-FM in the past 7 days ■ PHOENIX



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



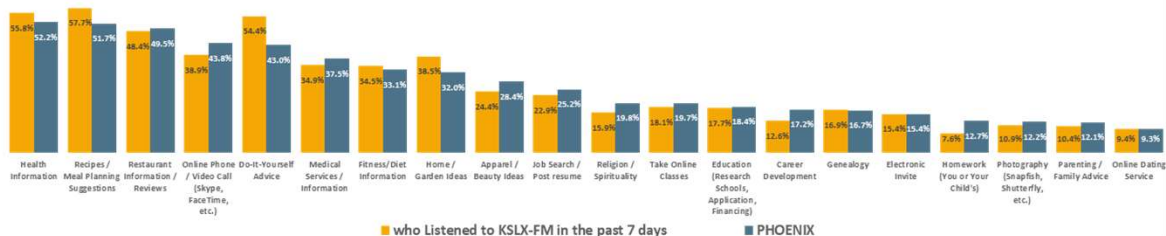
Flew Domestic past year: 74.3%  
Avg. # Domestic Flights: 3.8



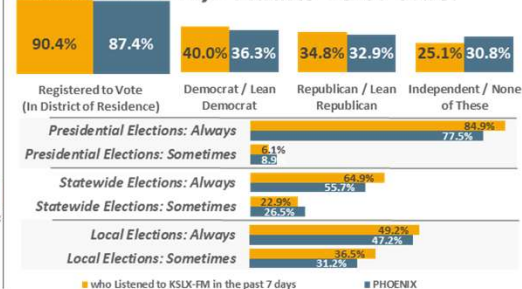
15.5% or 572,097 of PHOENIX Metro Adults 18 or older Listened to KSLX-FM in the past 7 days. Adults 18 or older who Listened to KSLX-FM in the past 7 days are 26.6% more likely to look up D-I-Y advice online, 4.2% more likely to always vote in local elections, 9.8% more likely to belong to a gym, 2.3% more likely to fly domestic past yr.



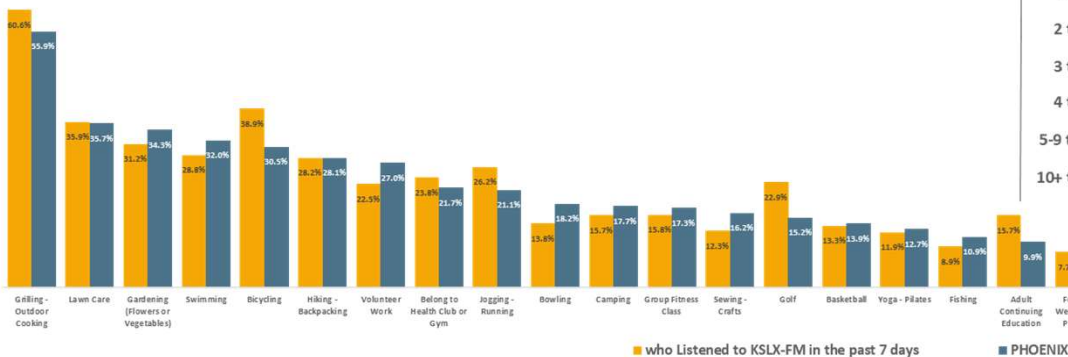
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



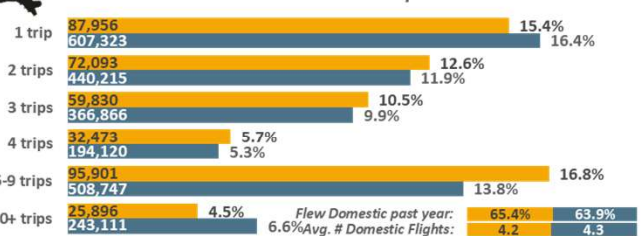
### Political Activity: Adults 18 or older



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



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

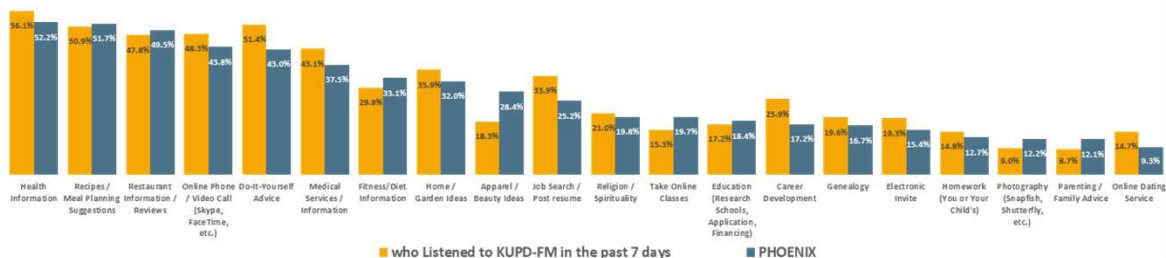




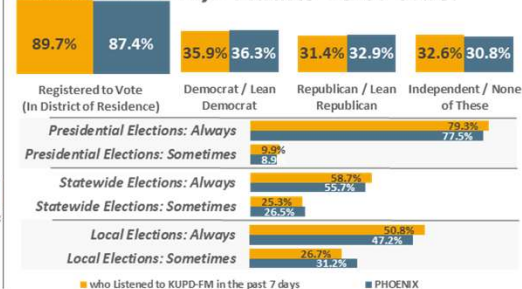
10.6% or 390,548 of PHOENIX Metro Adults 18 or older Listened to KUPD-FM in the past 7 days. Adults 18 or older who Listened to KUPD-FM in the past 7 days are 19.5% more likely to look up D-I-Y advice online, 7.4% more likely to always vote in local elections, .5% more likely to belong to a gym, 13.1% more likely to fly domestic past yr.



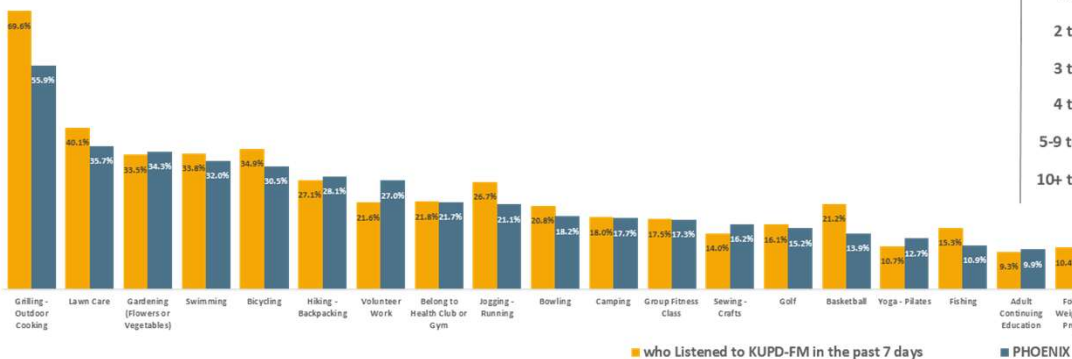
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



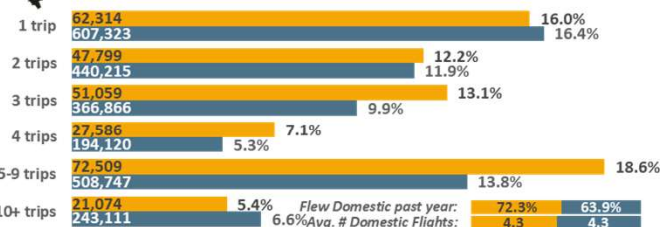
### Political Activity: Adults 18 or older



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



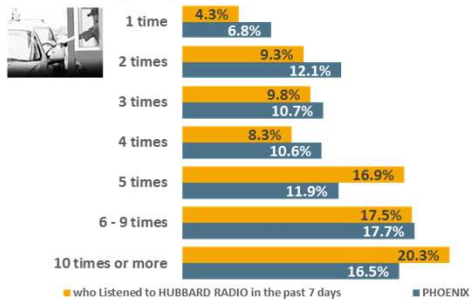
### Past 12-months Domestic Airline Trips: Adults 18 or older



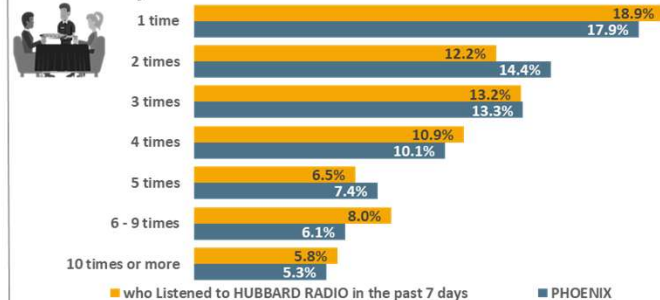


28.7% or 1,060,983 of PHOENIX Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are .2% more likely to use QSRs past mo., 1.2% more likely to use Sit-Down Restaurants past mo., 18.4% more likely to use Casinos past yr., 52.3% more likely to smoke cigarettes.

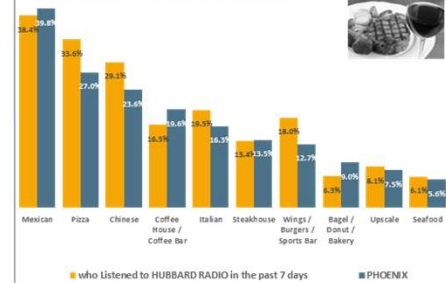
### Past 30-days QSR Users: Adults 18 or older



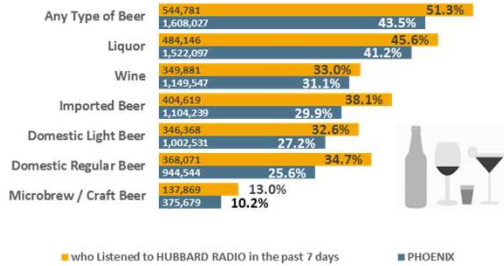
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

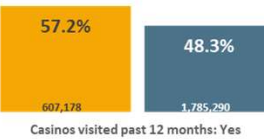
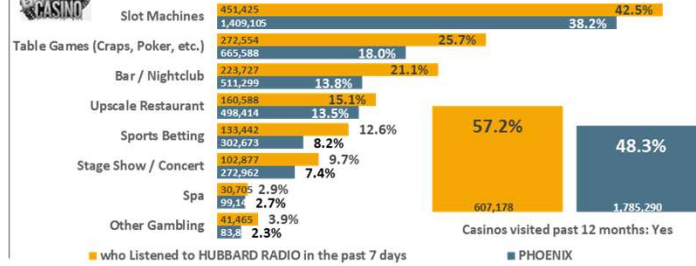


### Drank Past 30-days: Adults 18 or older

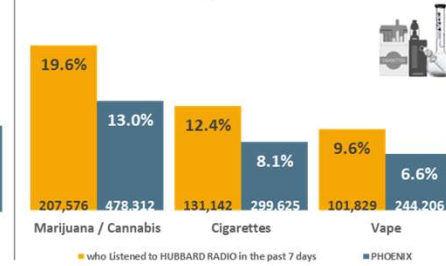


PHOENIX Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 586  
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### Past 12 months Casino Activities: Adults 18 or older



### Used Past 30-days: Adults 18 or older



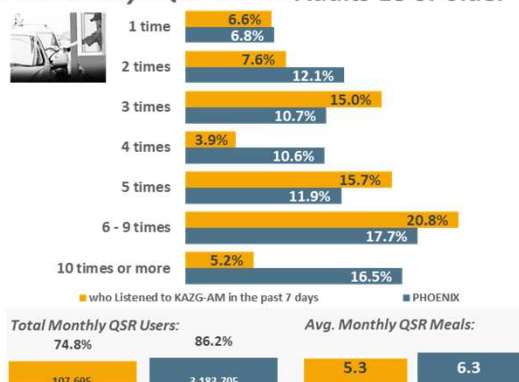
(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSXL-FM OR Radio Stations: KUPD-FM)



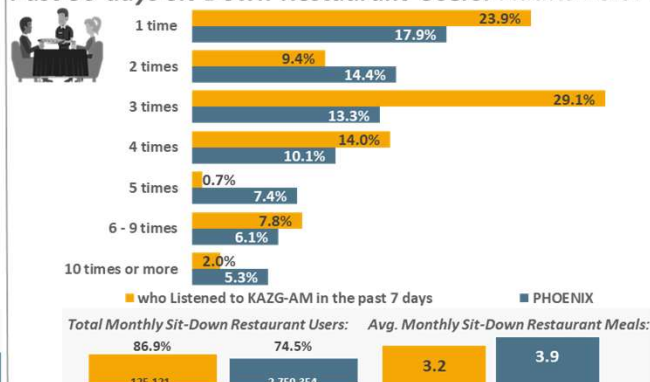


3.9% or 143,997 of PHOENIX Metro Adults 18 or older Listened to KAZG-AM in the past 7 days. Adults 18 or older who Listened to KAZG-AM in the past 7 days are 13.3% less likely to use QSRs past mo., 16.7% more likely to use Sit-Down Restaurants past mo., 6.9% more likely to use Casinos past yr., 262.6% more likely to smoke cigarettes.

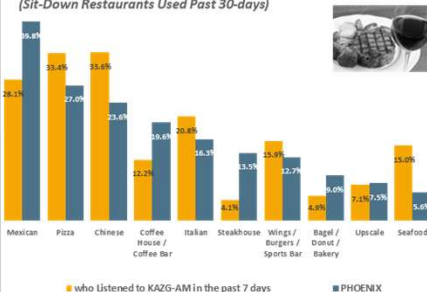
### Past 30-days QSR Users: Adults 18 or older



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

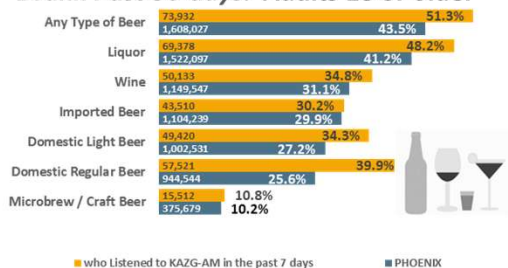


### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

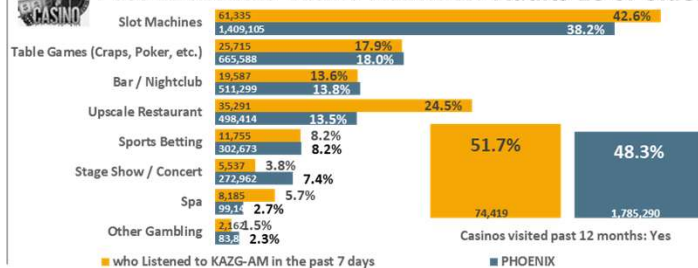


**Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)**  
 who Listened to KAZG-AM in the past 7 days: 27,072 (18.8%)  
 PHOENIX: 705,430 (19.1%)

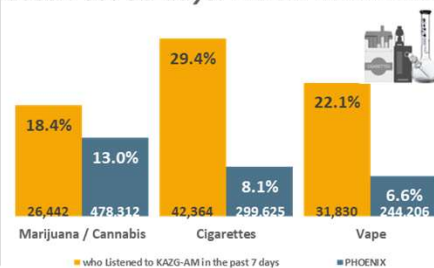
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



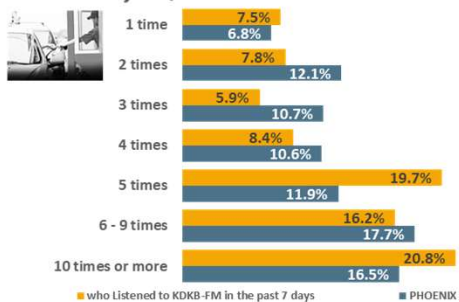
### Used Past 30-days: Adults 18 or older



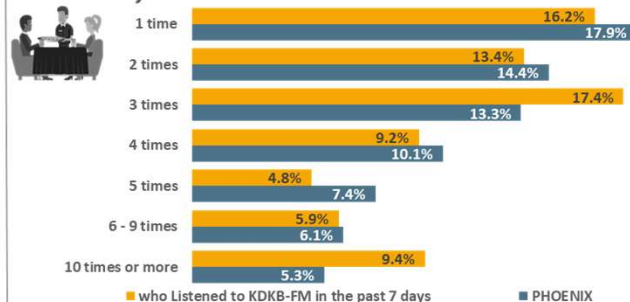


10.5% or 387,890 of PHOENIX Metro Adults 18 or older Listened to KDKB-FM in the past 7 days. Adults 18 or older who Listened to KDKB-FM in the past 7 days are .3% more likely to use QSRs past mo., 2.4% more likely to use Sit-Down Restaurants past mo., 25.7% more likely to use Casinos past yr., 65.5% more likely to smoke cigarettes.

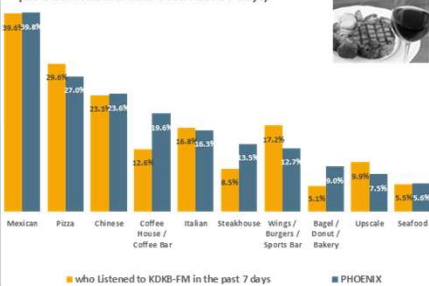
### Past 30-days QSR Users: Adults 18 or older



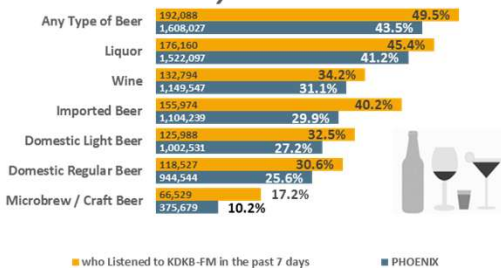
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



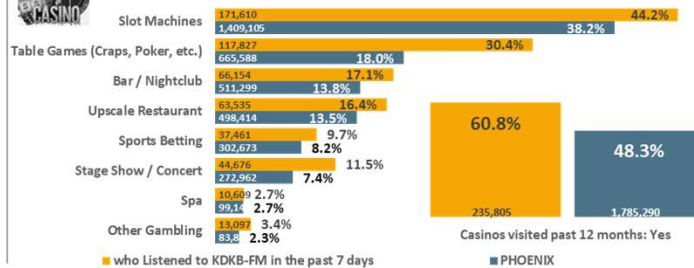
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



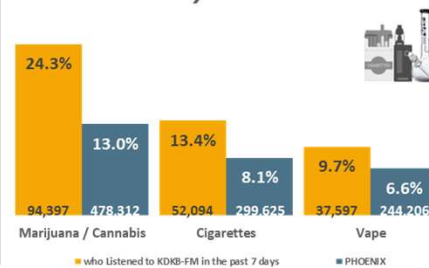
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



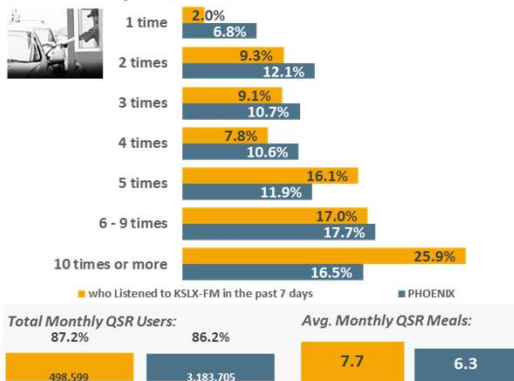
### Used Past 30-days: Adults 18 or older



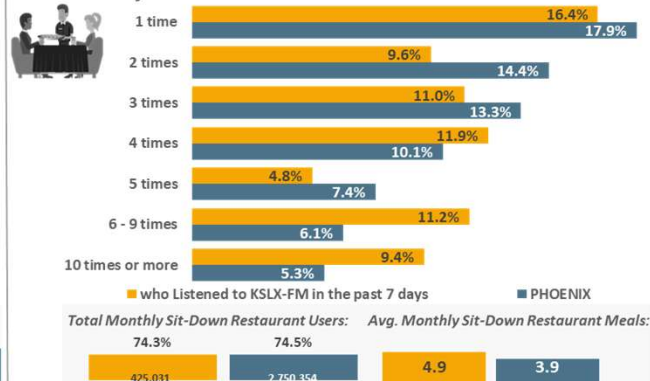


15.5% or 572,097 of PHOENIX Metro Adults 18 or older Listened to KSLX-FM in the past 7 days. Adults 18 or older who Listened to KSLX-FM in the past 7 days are 1.1% more likely to use QSRs past mo., .3% less likely to use Sit-Down Restaurants past mo., 28.2% more likely to use Casinos past yr., 38.4% more likely to smoke cigarettes.

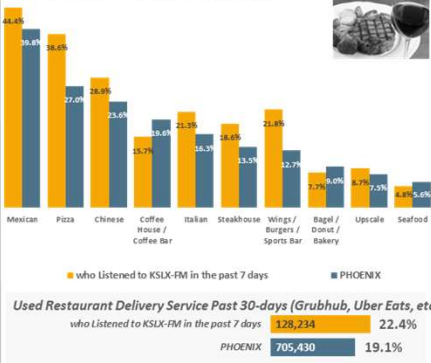
### Past 30-days QSR Users: Adults 18 or older



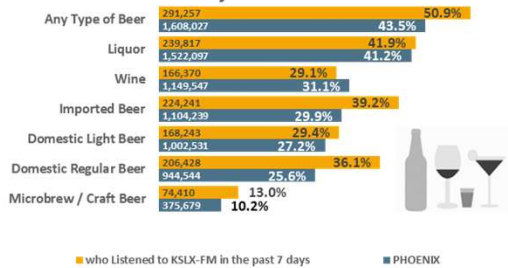
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



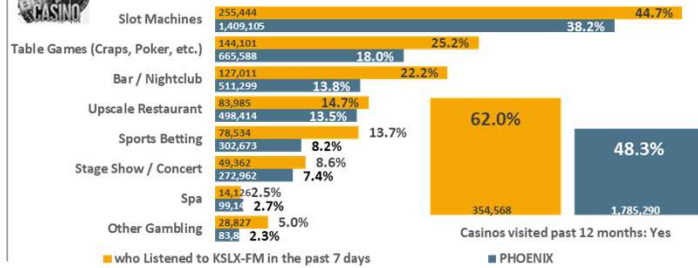
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



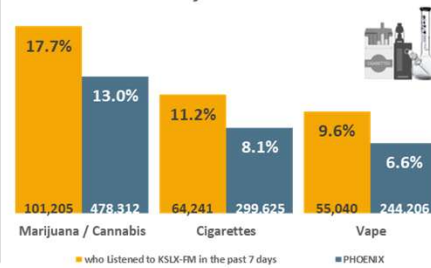
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



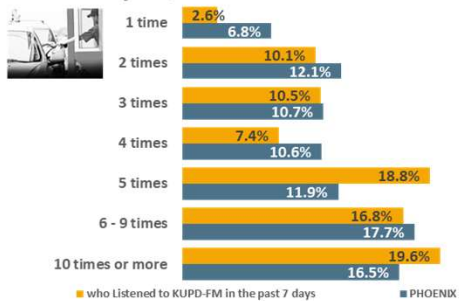
### Used Past 30-days: Adults 18 or older





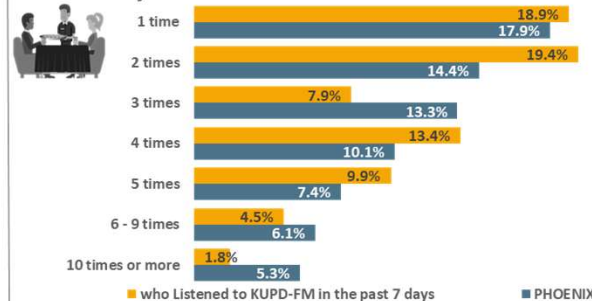
10.6% or 390,548 of PHOENIX Metro Adults 18 or older Listened to KUPD-FM in the past 7 days. Adults 18 or older who Listened to KUPD-FM in the past 7 days are .3% less likely to use QSRs past mo., 1.8% more likely to use Sit-Down Restaurants past mo., 13.4% more likely to use Casinos past yr., 67.5% more likely to smoke cigarettes.

### Past 30-days QSR Users: Adults 18 or older



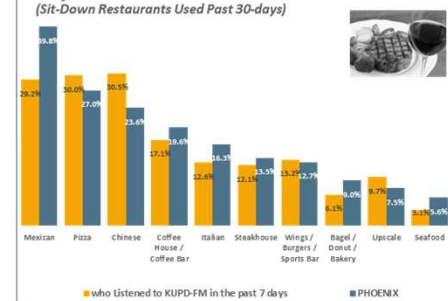
Total Monthly QSR Users: 85.9% (335,612) vs 86.2% (1,183,705)  
Avg. Monthly QSR Meals: 7.0 vs 6.3

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



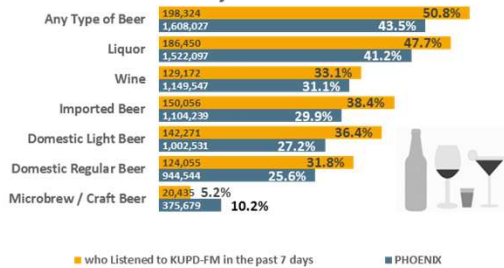
Total Monthly Sit-Down Restaurant Users: 75.8% (296,075) vs 74.5% (2,750,354)  
Avg. Monthly Sit-Down Restaurant Meals: 3.2 vs 3.9

### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

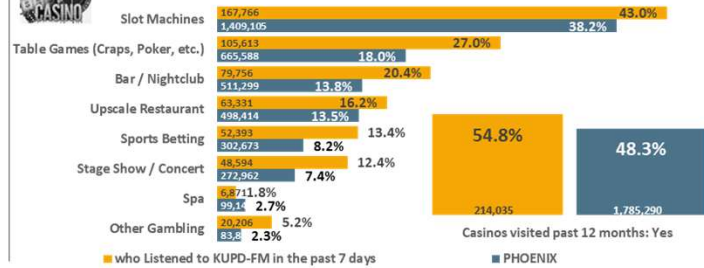


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)  
who Listened to KUPD-FM in the past 7 days: 84,672 (21.7%)  
PHOENIX: 705,430 (19.1%)

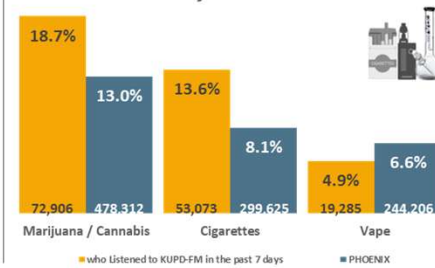
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



### Used Past 30-days: Adults 18 or older







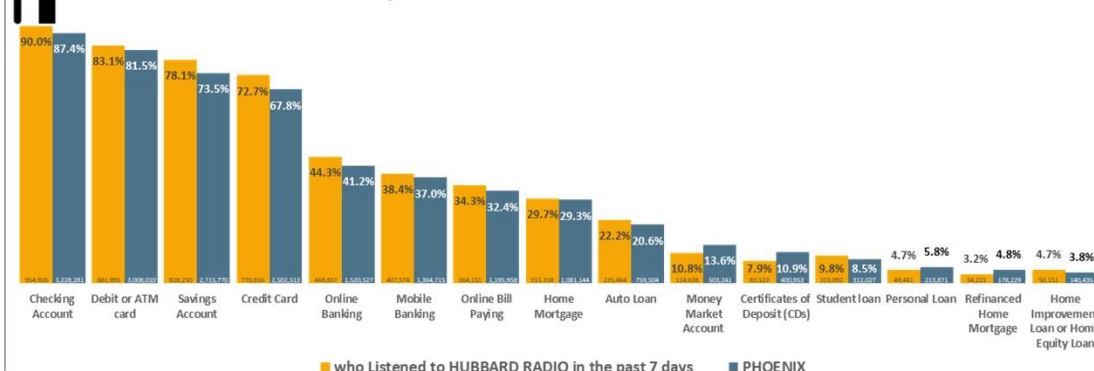
28.7% or 1,060,983 of PHOENIX Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 20.9% more likely to have a 401K, 7.9% more likely to have an Auto Loan, 6.1% more likely to Invest/Trade Stocks Online, 9.1% more likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



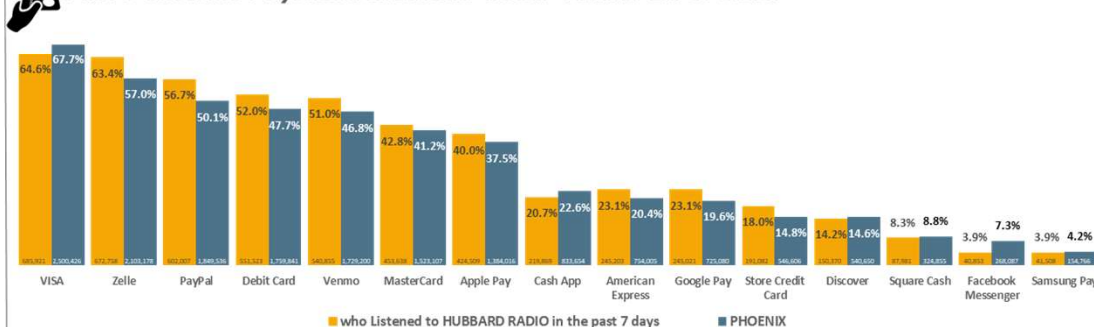
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older



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



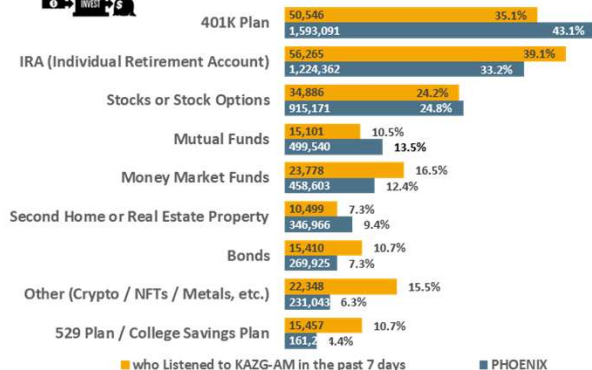
(\*Past 12 Months)



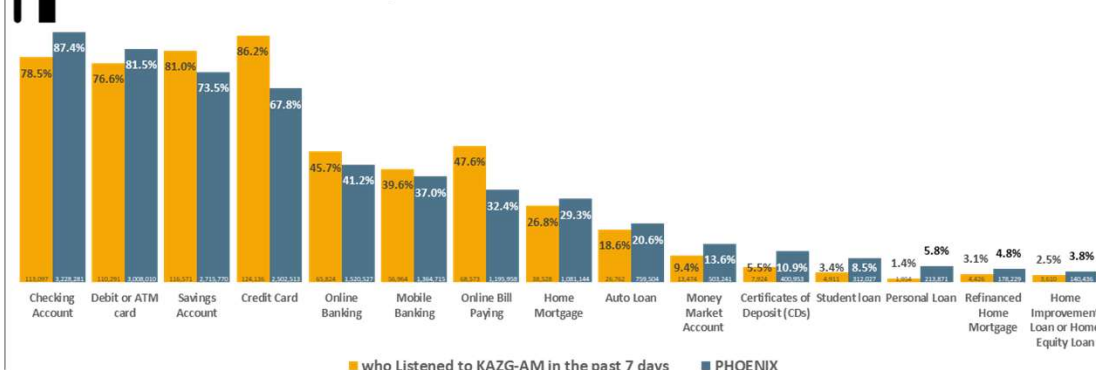
3.9% or 143,997 of PHOENIX Metro Adults 18 or older Listened to KAZG-AM in the past 7 days. Adults 18 or older who Listened to KAZG-AM in the past 7 days are 18.6% less likely to have a 401K, 9.6% less likely to have an Auto Loan, 18.% less likely to Invest/Trade Stocks Online, 12.5% more likely to pay with their Debit Card.



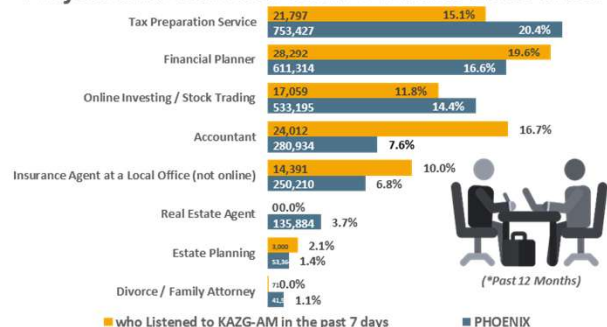
### Investments Owned: Adults 18 or older



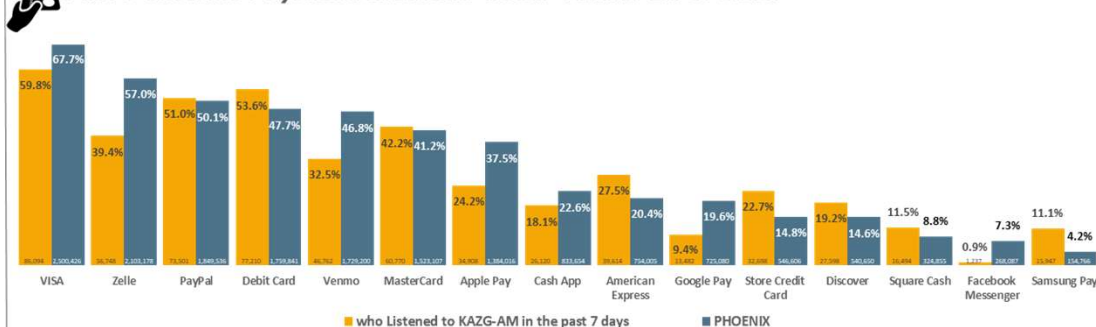
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older



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



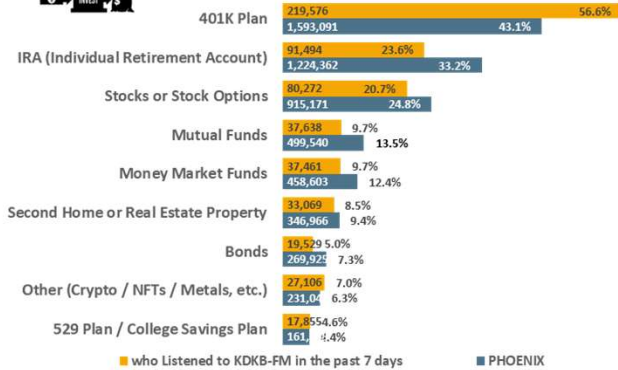
**93.3**  
ALT★AZ

ARIZONA'S  
ALTERNATIVE

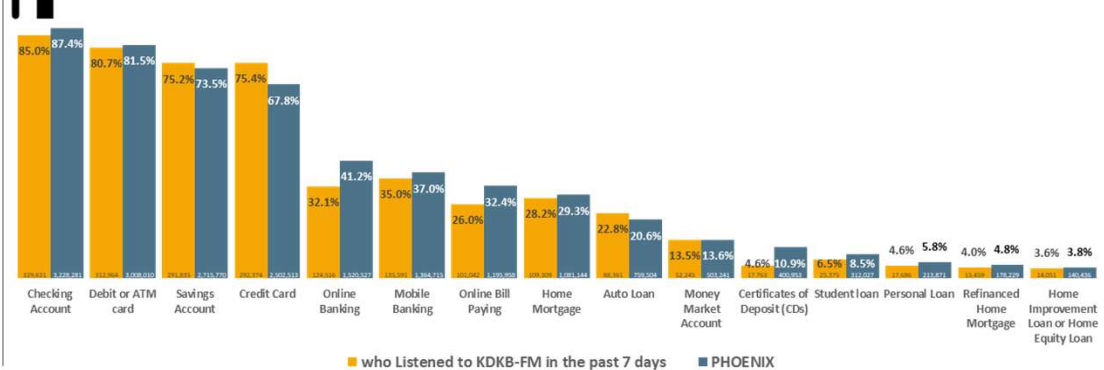
10.5% or 387,890 of PHOENIX Metro Adults 18 or older Listened to KDKB-FM in the past 7 days.  
Adults 18 or older who Listened to KDKB-FM in the past 7 days are 31.2% more likely to have a 401K, 10.7% more likely to have an Auto Loan, 42.5% less likely to Invest/Trade Stocks Online, 5.3% more likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



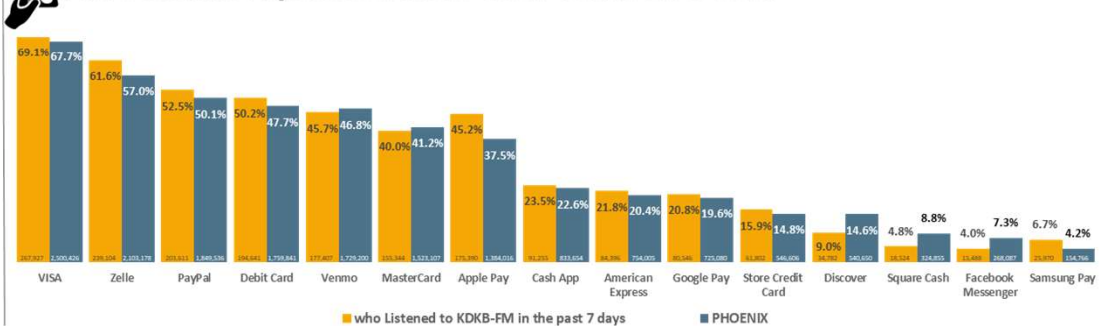
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older



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





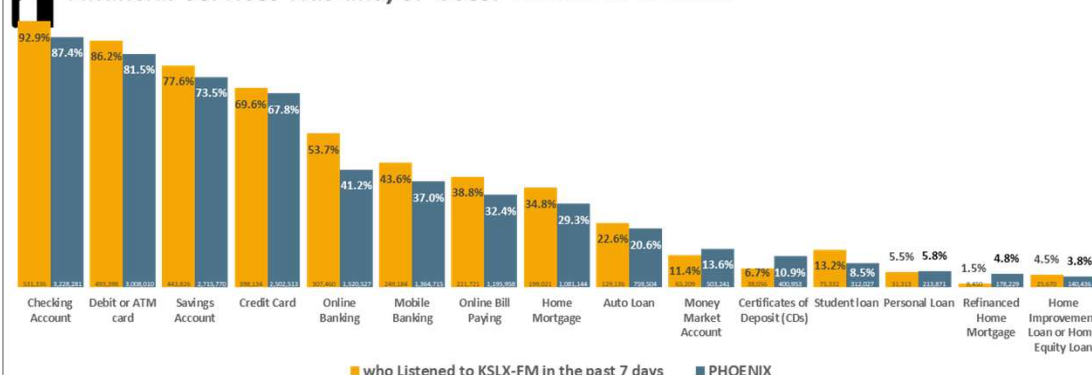
15.5% or 572,097 of PHOENIX Metro Adults 18 or older Listened to KSLX-FM in the past 7 days. Adults 18 or older who Listened to KSLX-FM in the past 7 days are 24.2% more likely to have a 401K, 9.7% more likely to have an Auto Loan, 47.9% more likely to Invest/Trade Stocks Online, 12.8% more likely to pay with their Debit Card.



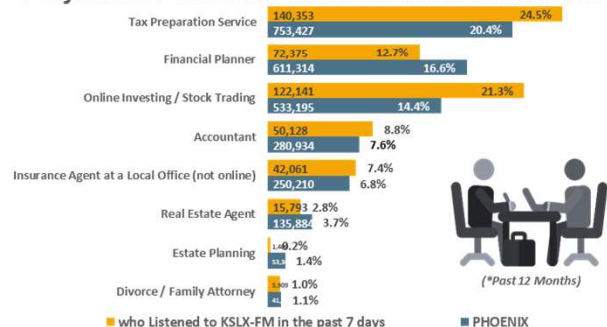
### Investments Owned: Adults 18 or older



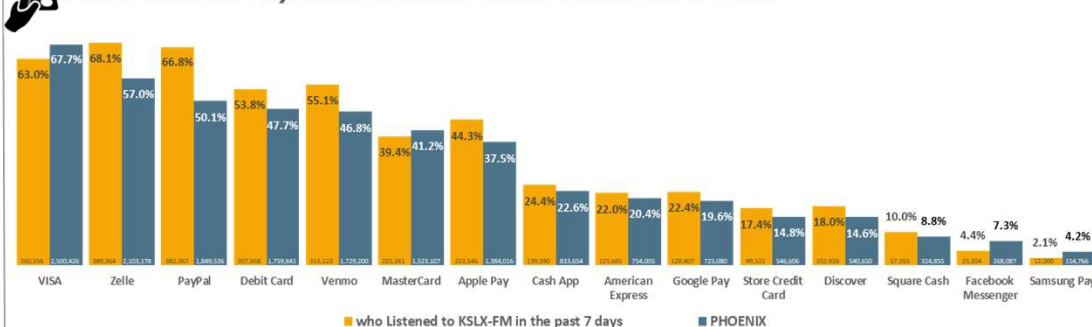
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older



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







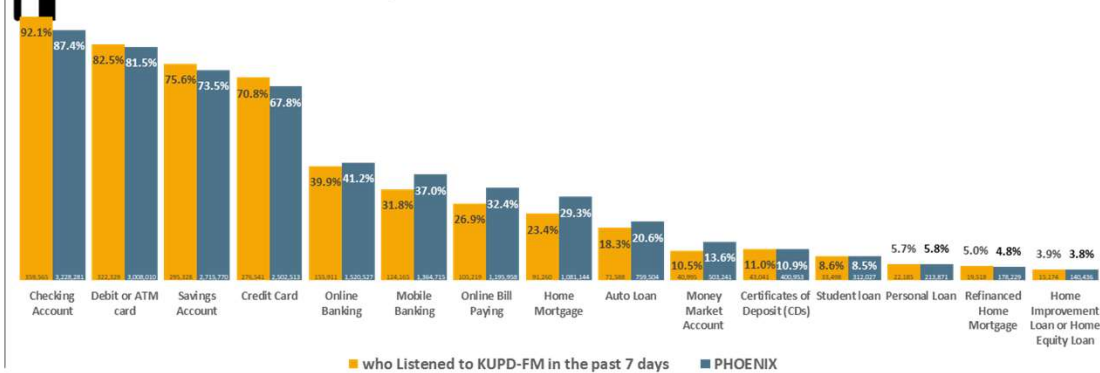
10.6% or 390,548 of PHOENIX Metro Adults 18 or older Listened to KUPD-FM in the past 7 days. Adults 18 or older who Listened to KUPD-FM in the past 7 days are 23.7% more likely to have a 401K, 10.9% less likely to have an Auto Loan, 11.3% more likely to Invest/Trade Stocks Online, 2.4% less likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



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



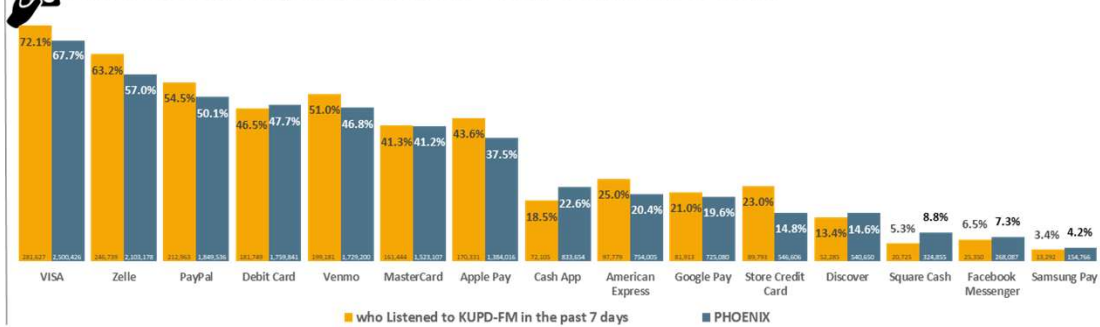
### Professional Services Used\*: Adults 18 or older



(\*Past 12 Months)

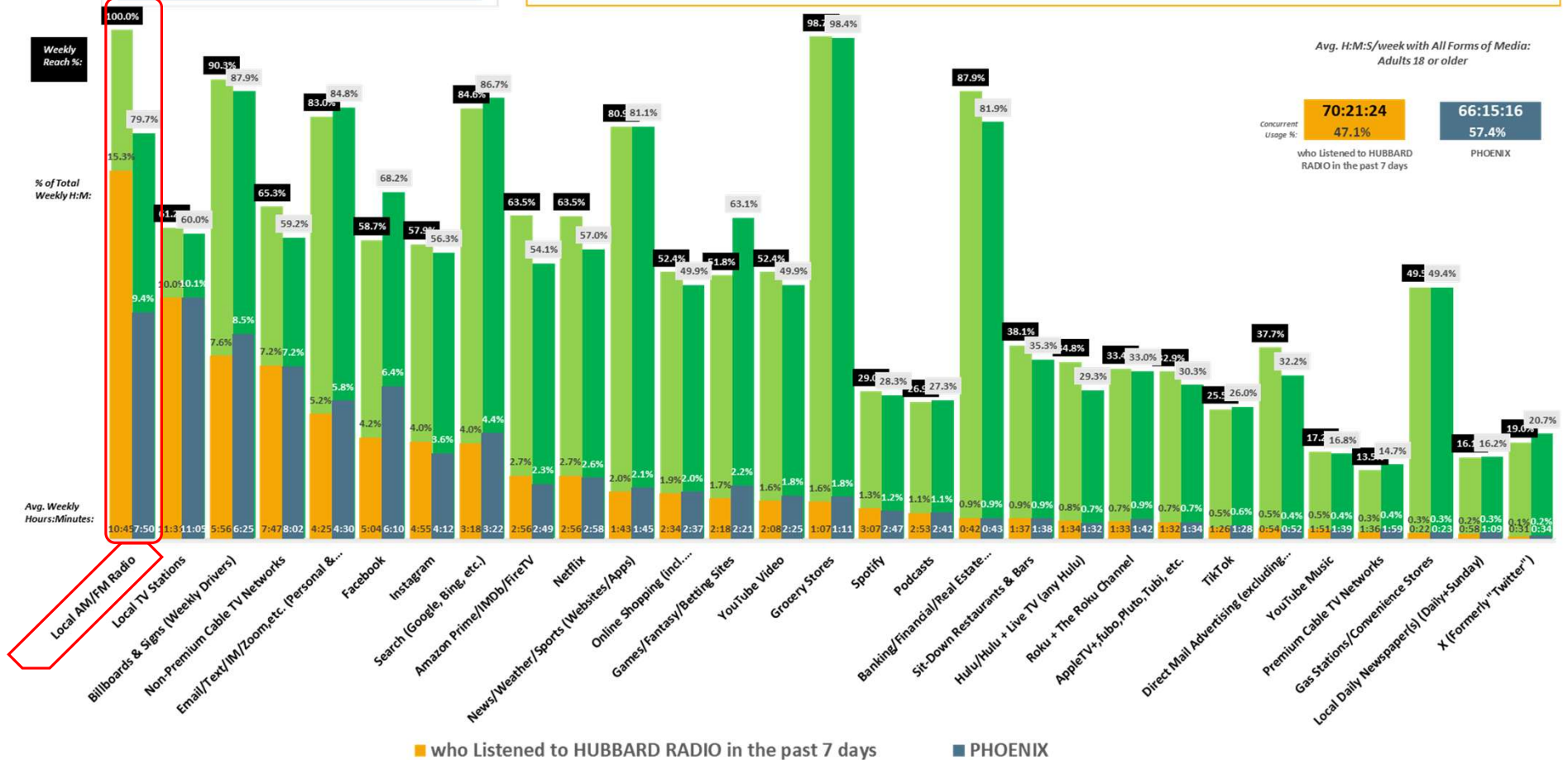


### Past 3-Months Payment Methods Used: Adults 18 or older



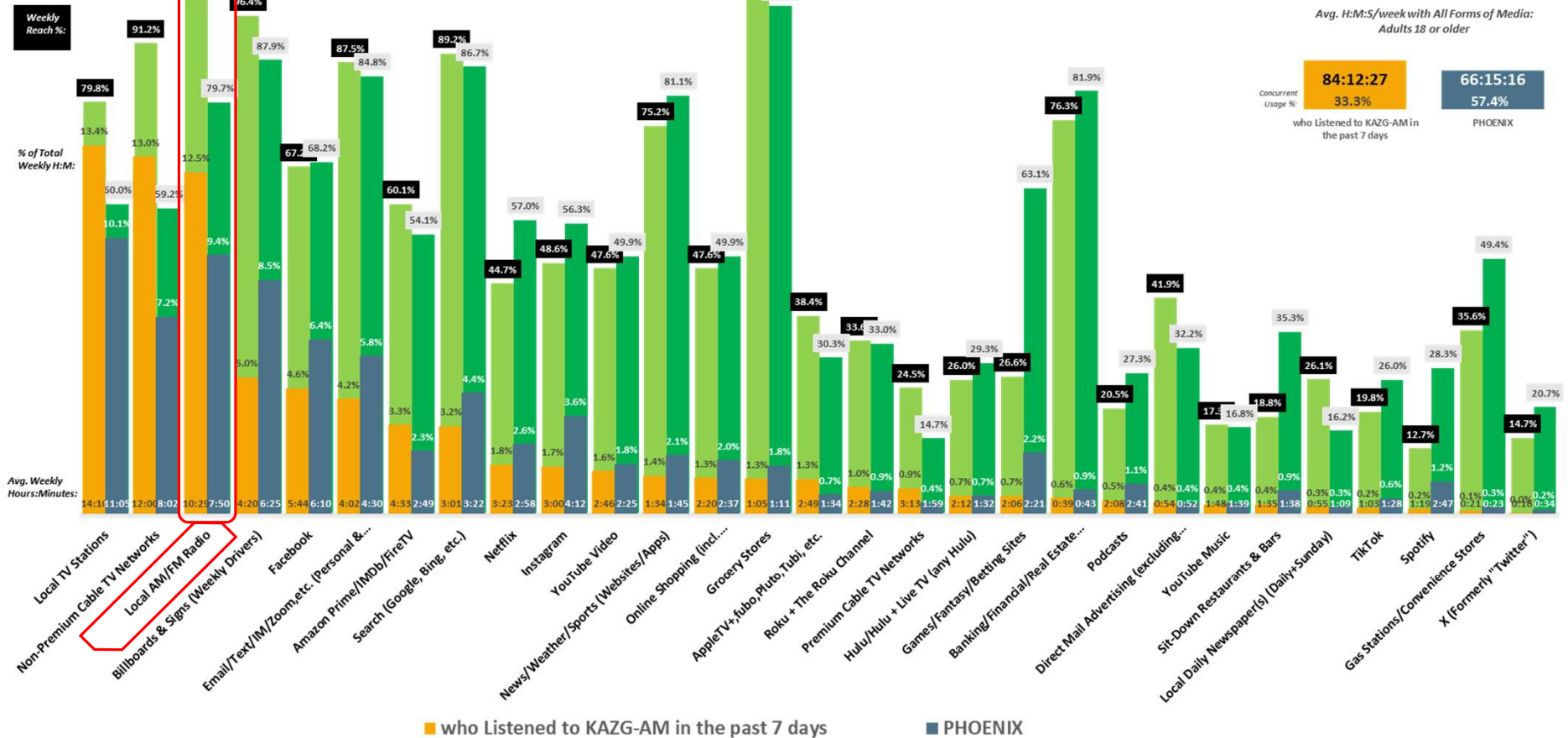


Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 2 days, 22 hours, 21 minutes and 24 seconds each week with All Forms of Media.  
100.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an avg. of 10 hours and 45 minutes each week listening to All Local AM/FM Radio, representing 15.3% of total time spent with all forms of Media.



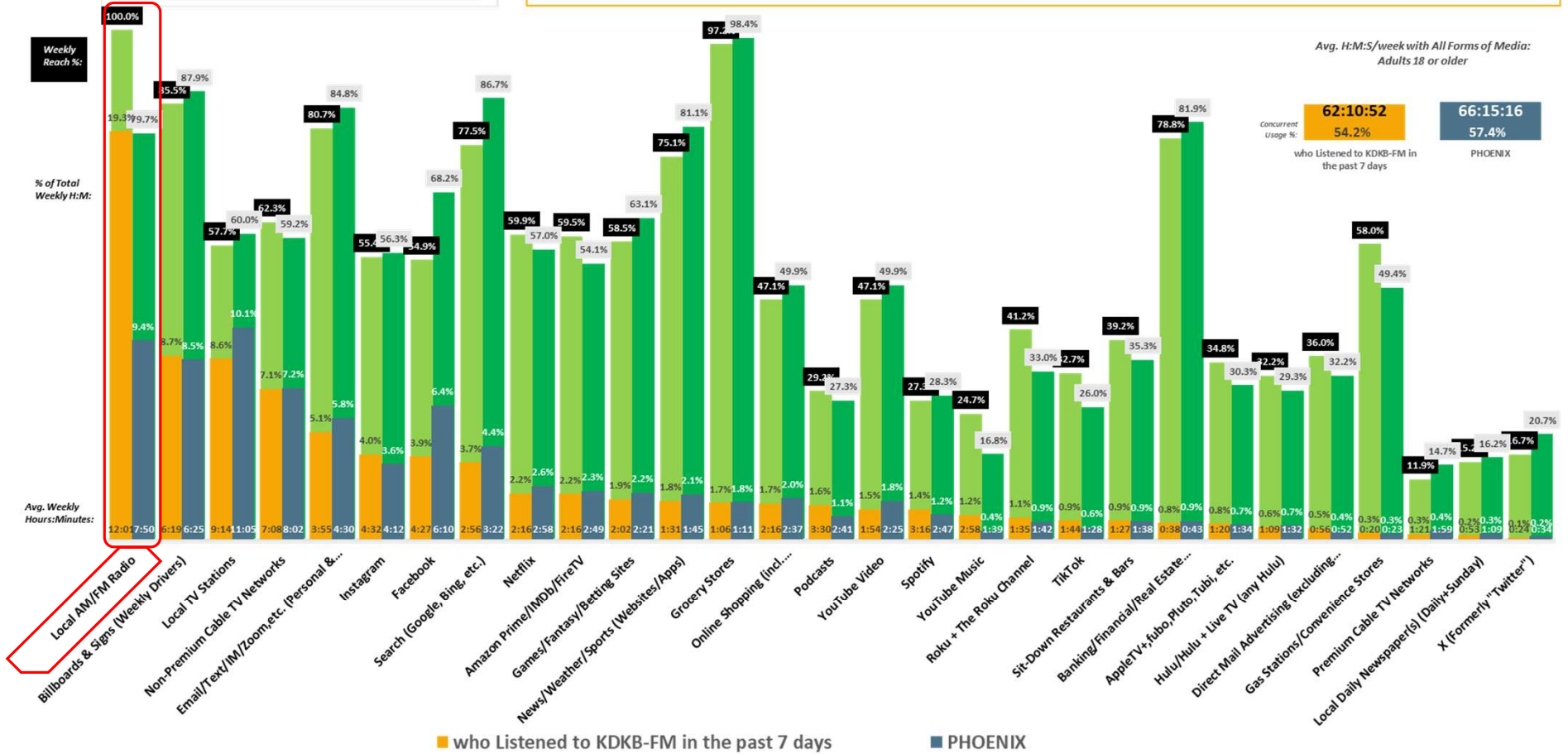


Adults 18 or older who Listened to KAZG-AM in the past 7 days spend an average of 3 days, 12 hours, 12 minutes and 27 seconds each week with All Forms of Media.  
100.% of Adults 18 or older who Listened to KAZG-AM in the past 7 days spend an avg. of 10 hours and 29 minutes each week listening to All Local AM/FM Radio, representing 12.5% of total time spent with all forms of Media.





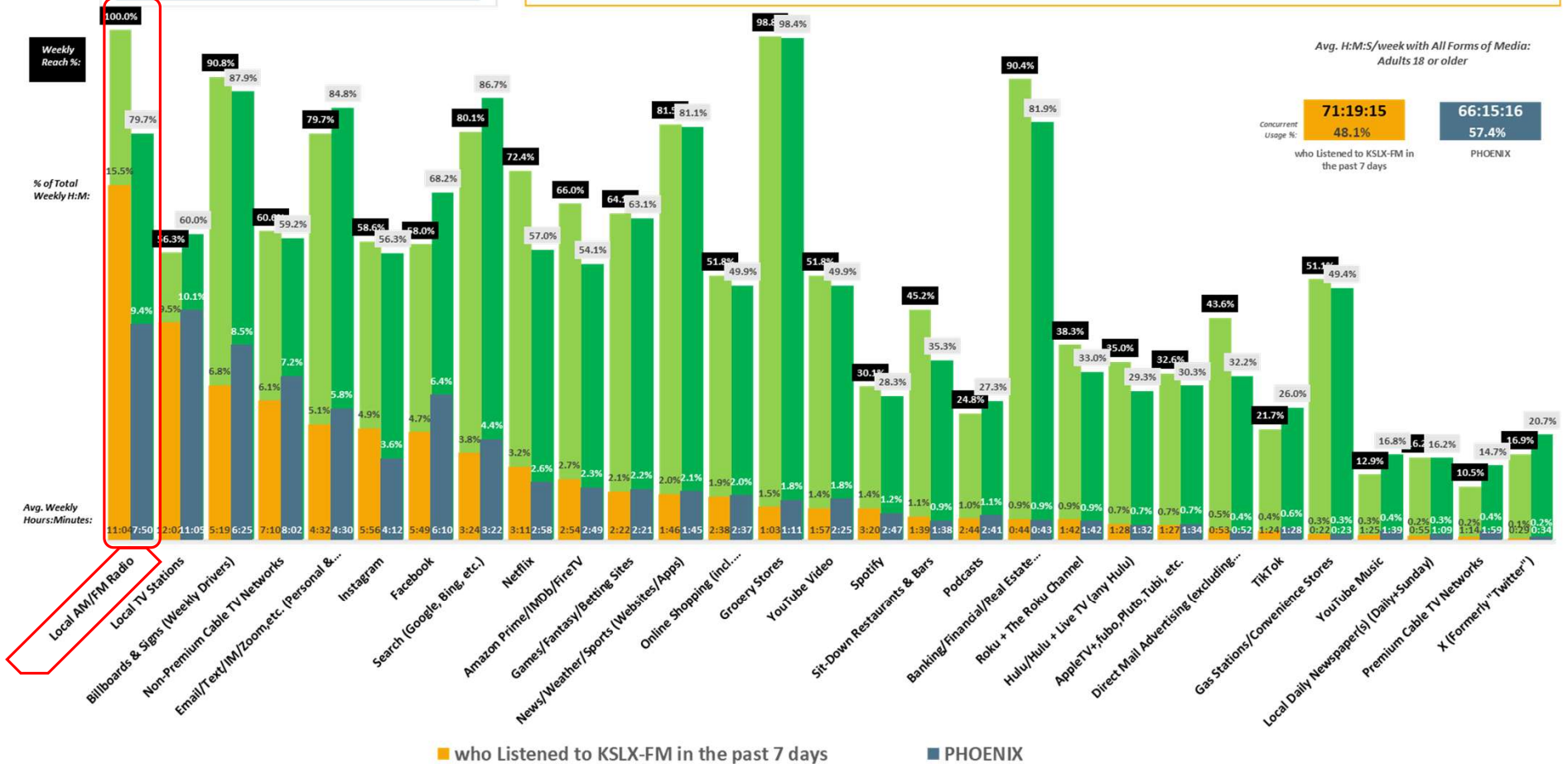
Adults 18 or older who Listened to KDKB-FM in the past 7 days spend an average of 2 days, 14 hours, 10 minutes and 52 seconds each week with All Forms of Media.  
100.% of Adults 18 or older who Listened to KDKB-FM in the past 7 days spend an avg. of 12 hours and 1 minutes each week listening to All Local AM/FM Radio, representing 19.3% of total time spent with all forms of Media.







Adults 18 or older who Listened to KSLX-FM in the past 7 days spend an average of 2 days, 23 hours, 19 minutes and 15 seconds each week with All Forms of Media.  
100.% of Adults 18 or older who Listened to KSLX-FM in the past 7 days spend an avg. of 11 hours and 4 minutes each week listening to All Local AM/FM Radio, representing 15.5% of total time spent with all forms of Media.



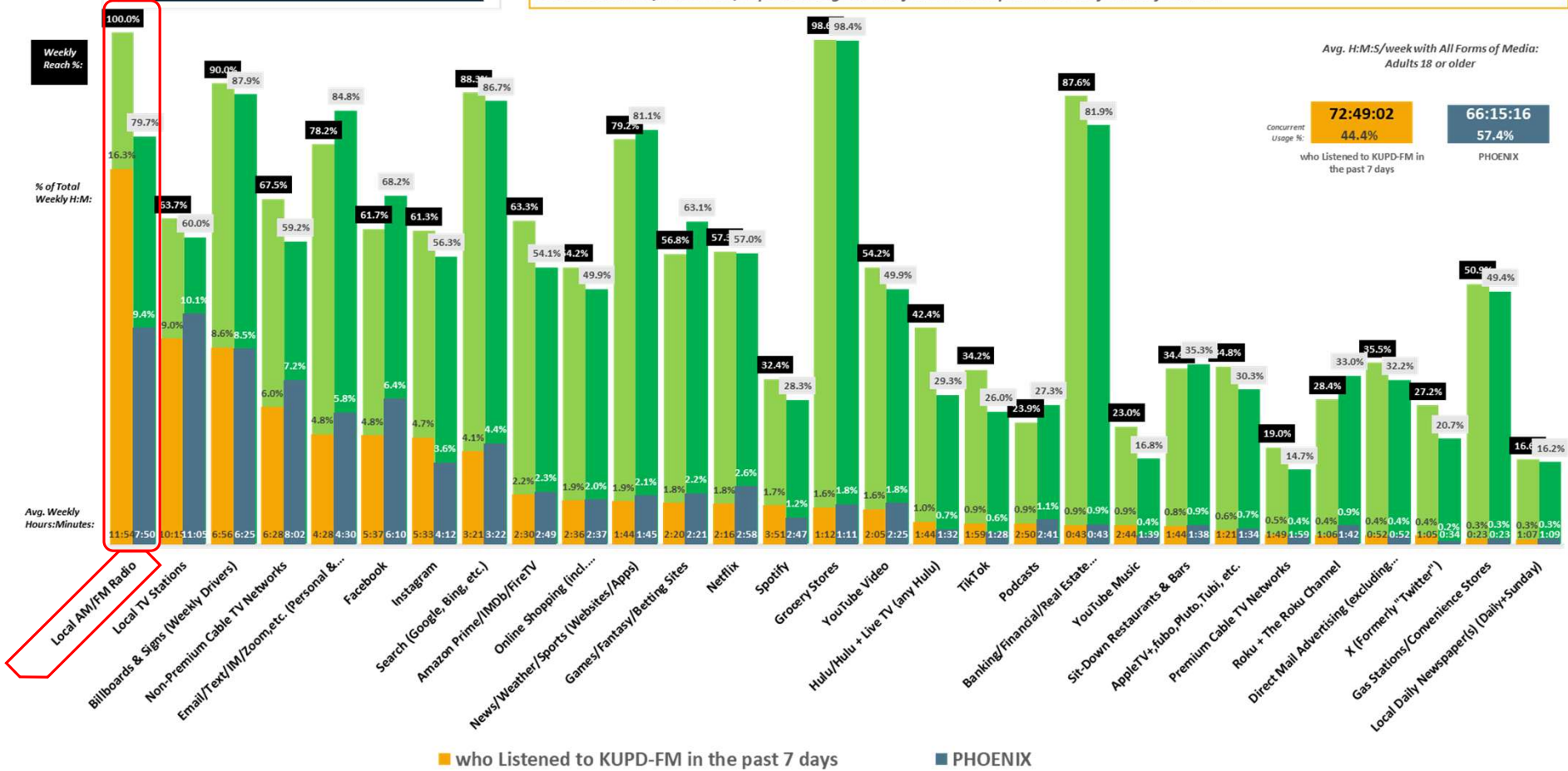
Avg. H:M:S/week with All Forms of Media:  
Adults 18 or older

71:19:15  
48.1%  
who Listened to KSLX-FM in the past 7 days

66:15:16  
57.4%  
PHOENIX



Adults 18 or older who Listened to KUPD-FM in the past 7 days spend an average of 3 days, 0 hours, 49 minutes and 2 seconds each week with All Forms of Media.  
 100.% of Adults 18 or older who Listened to KUPD-FM in the past 7 days spend an avg. of 11 hours and 54 minutes each week listening to All Local AM/FM Radio, representing 16.3% of total time spent with all forms of Media.

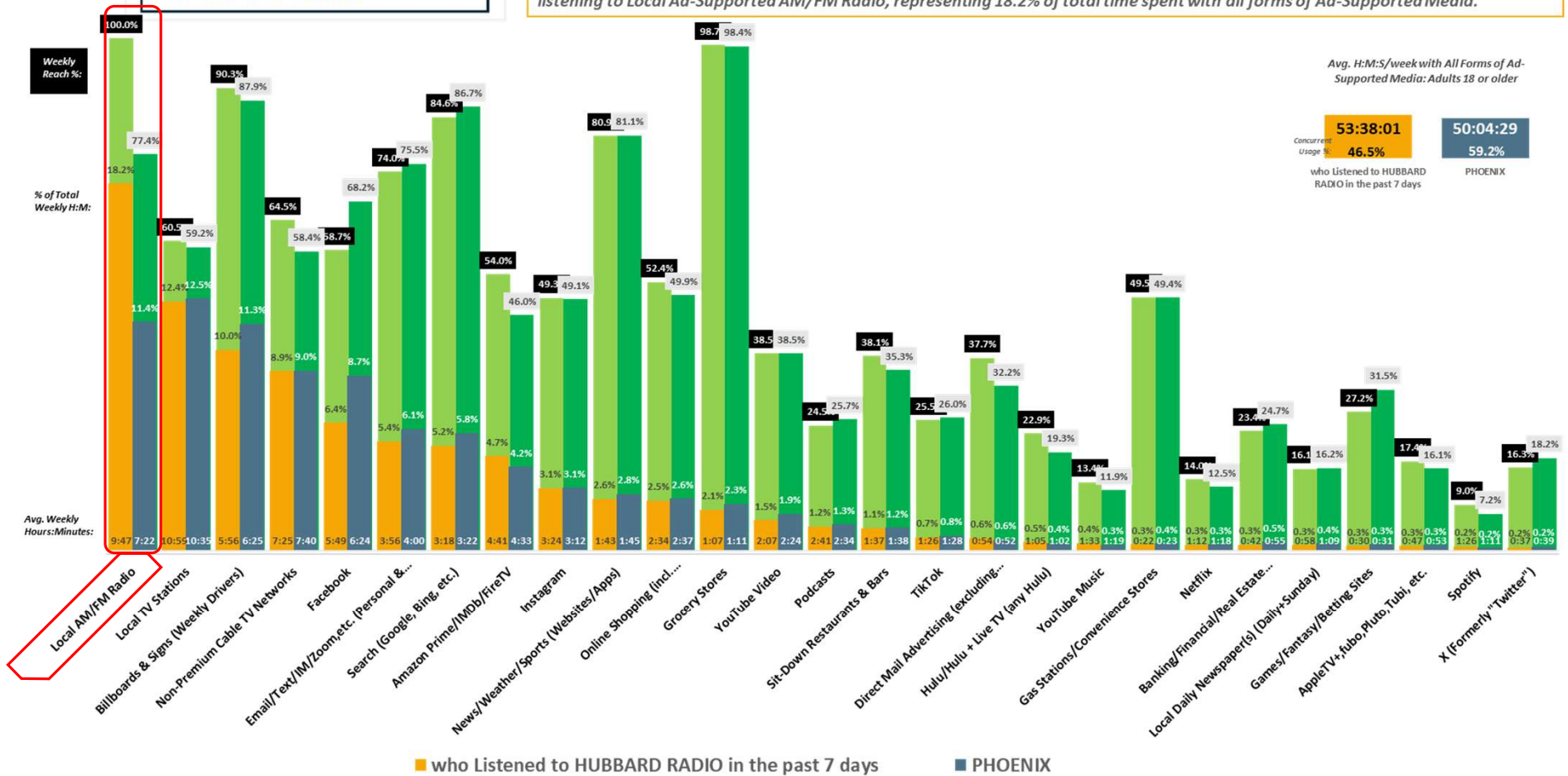


Avg. H:M:S/week with All Forms of Media:  
 Adults 18 or older

|  |          |
|--|----------|
| 72:49:02                                   | 66:15:16 |
| 44.4%                                      | 57.4%    |
| who Listened to KUPD-FM in the past 7 days | PHOENIX  |

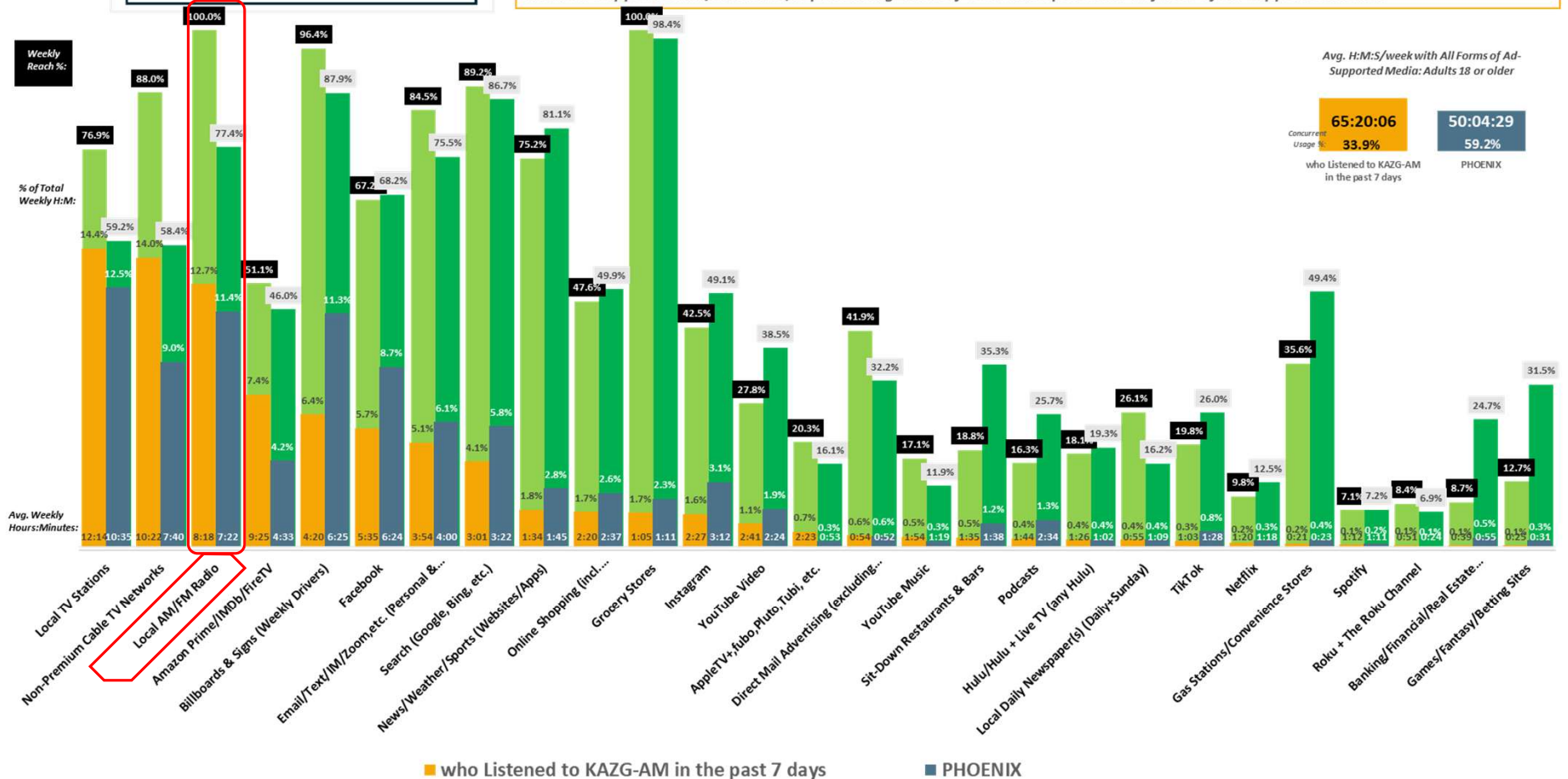


Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 2 days, 5 hours, 38 minutes and 1 seconds each week with All Forms of Ad-Supported Media.  
100.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an avg. of 9 hours and 47 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 18.2% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Listened to KAZG-AM in the past 7 days spend an average of 2 days, 17 hours, 20 minutes and 6 seconds each week with All Forms of Ad-Supported Media.  
100.% of Adults 18 or older who Listened to KAZG-AM in the past 7 days spend an avg. of 8 hours and 18 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.7% of total time spent with all forms of Ad-Supported Media.



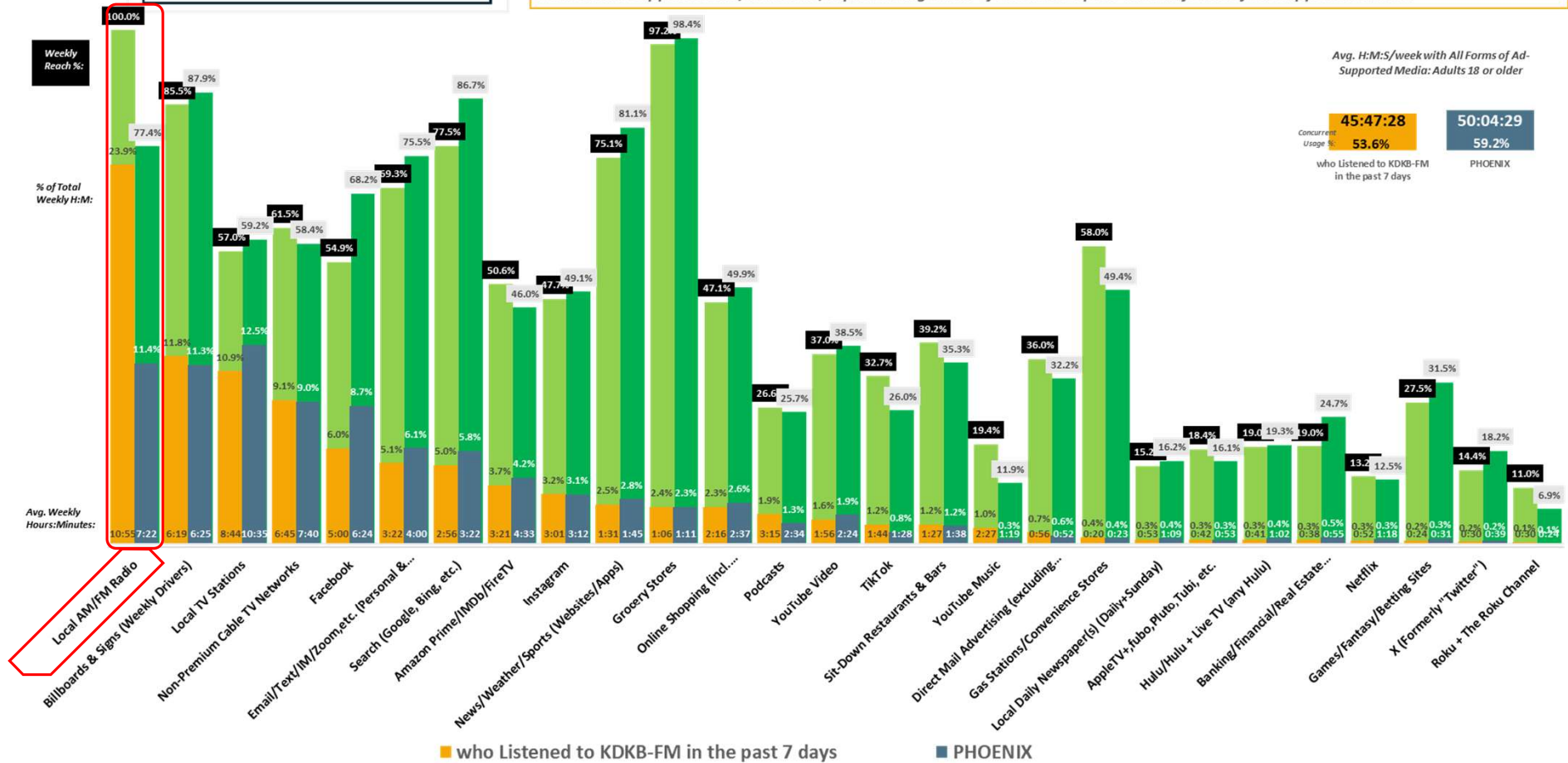
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

|  |          |
|--|----------|
| 65:20:06                                   | 50:04:29 |
| Concurrent Usage %                         | 33.9%    |
| who Listened to KAZG-AM in the past 7 days | PHOENIX  |





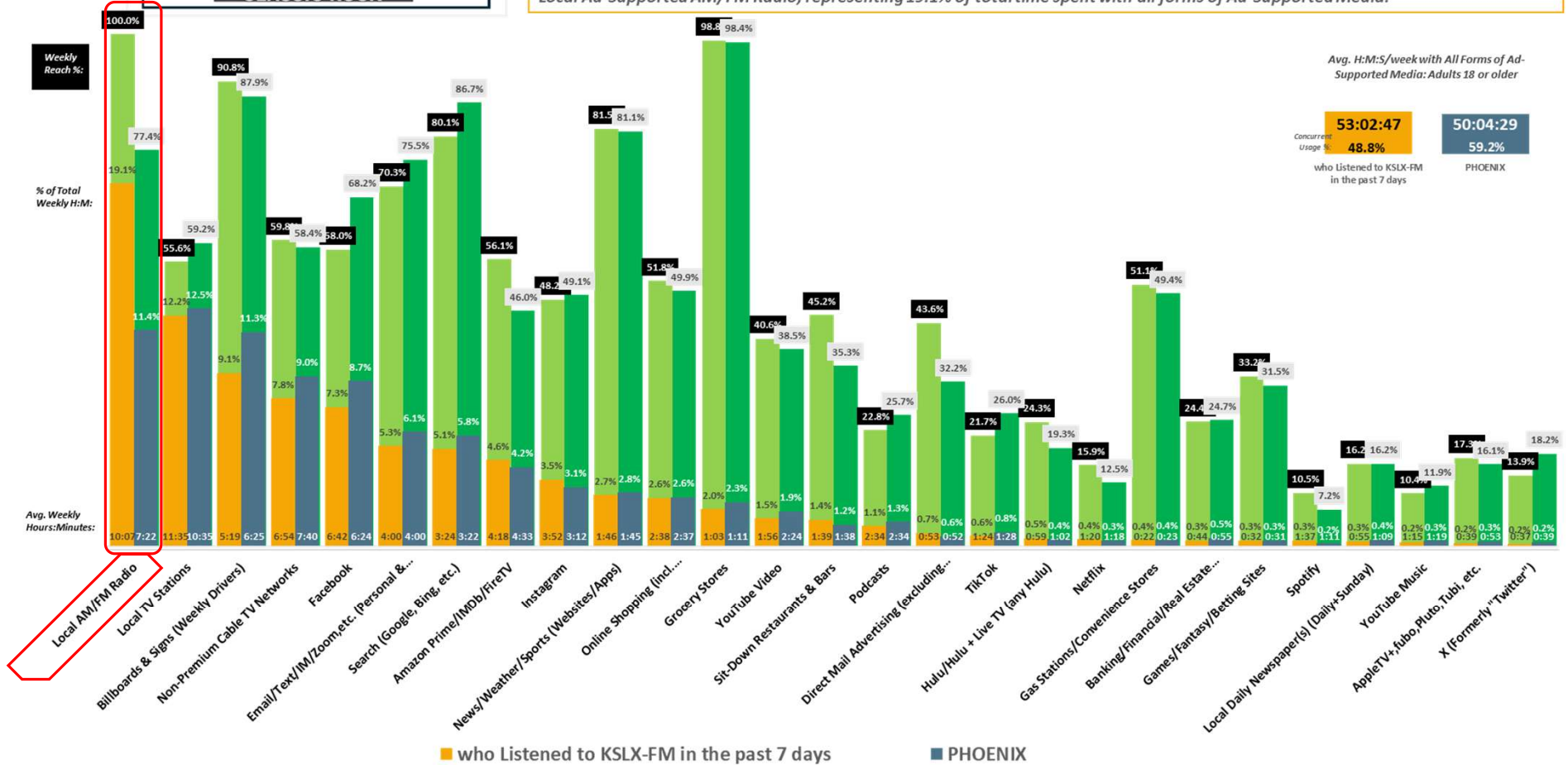
Adults 18 or older who Listened to KDKB-FM in the past 7 days spend an average of 1 days, 21 hours, 47 minutes and 28 seconds each week with All Forms of Ad-Supported Media.  
 100.% of Adults 18 or older who Listened to KDKB-FM in the past 7 days spend an avg. of 10 hours and 55 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 23.9% of total time spent with all forms of Ad-Supported Media.





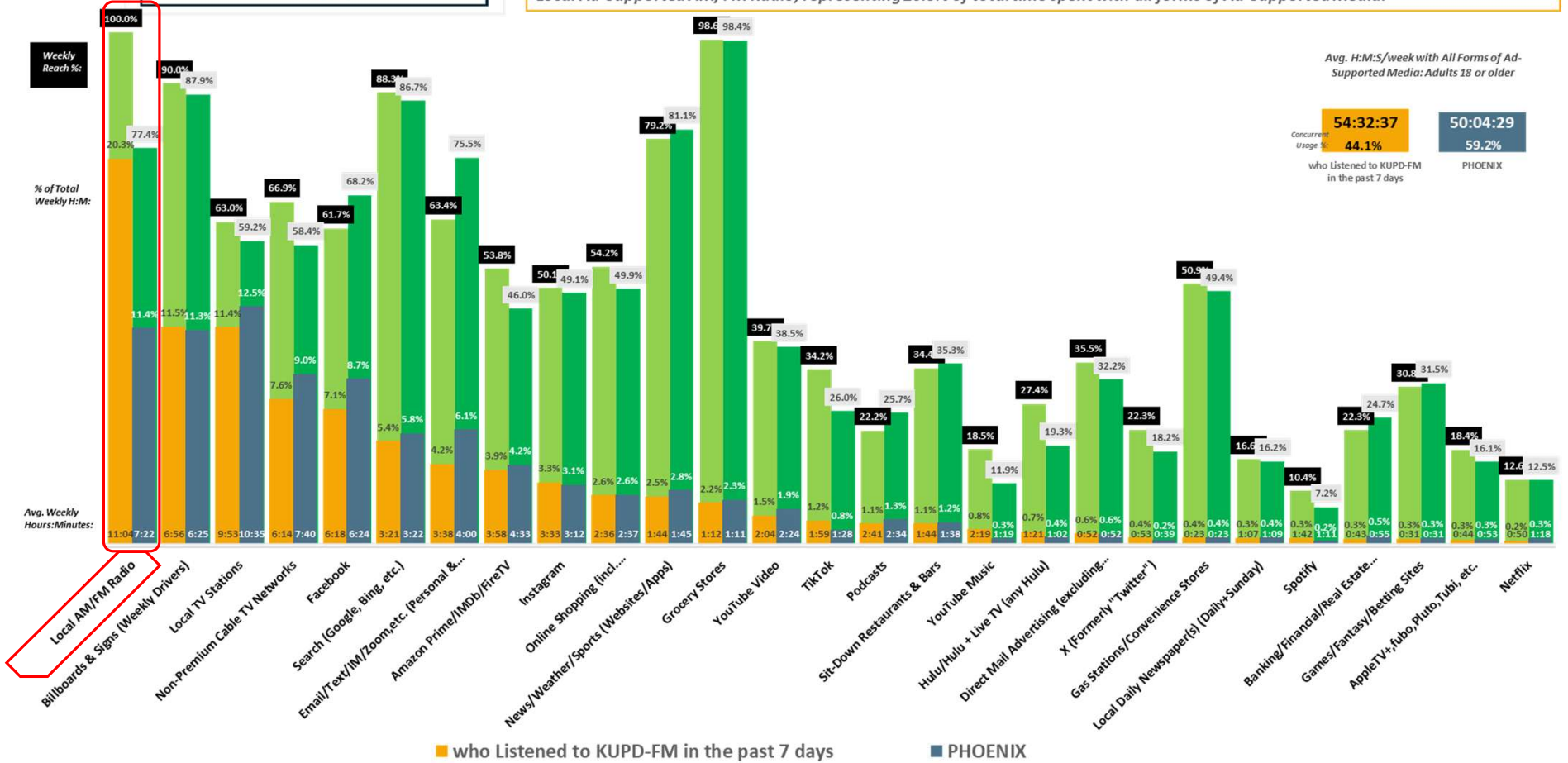
Adults 18 or older who Listened to KSLX-FM in the past 7 days spend an average of 2 days, 5 hours, 2 minutes and 47 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who Listened to KSLX-FM in the past 7 days spend an avg. of 10 hours and 7 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 19.1% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Listened to KUPD-FM in the past 7 days spend an average of 2 days, 6 hours, 32 minutes and 37 seconds each week with All Forms of Ad-Supported Media.  
 100.% of Adults 18 or older who Listened to KUPD-FM in the past 7 days spend an avg. of 11 hours and 4 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 20.3% of total time spent with all forms of Ad-Supported Media.

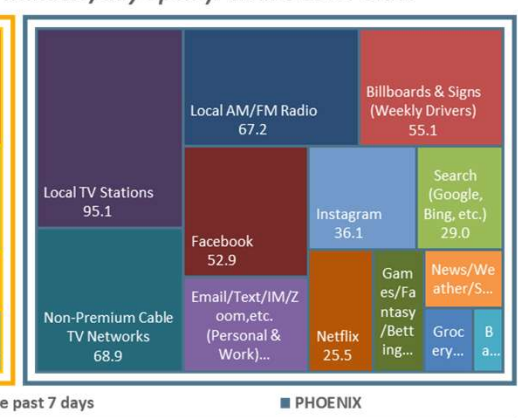
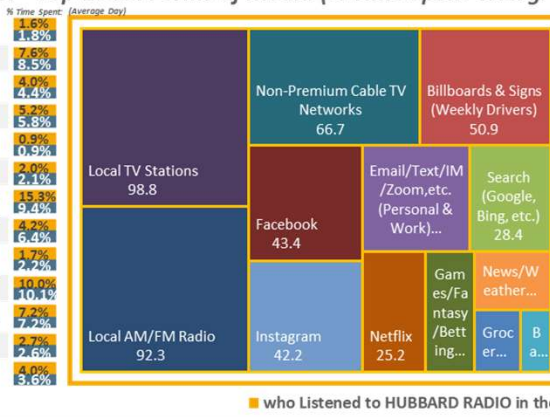
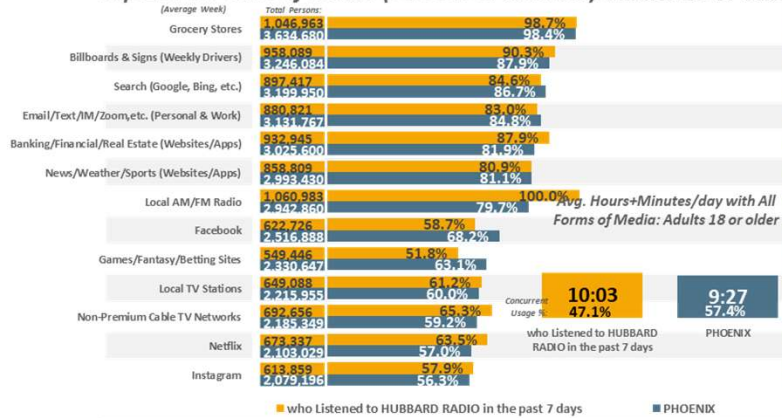




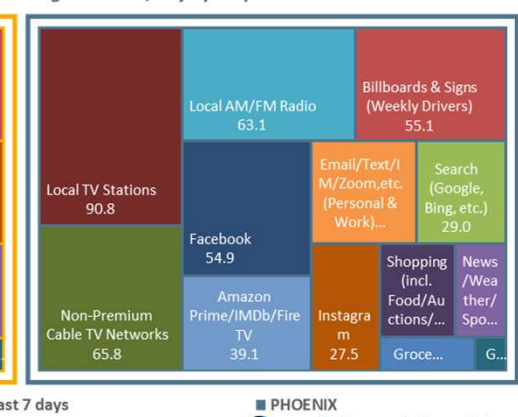
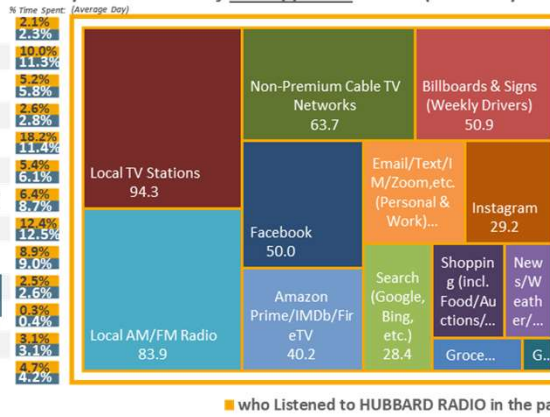
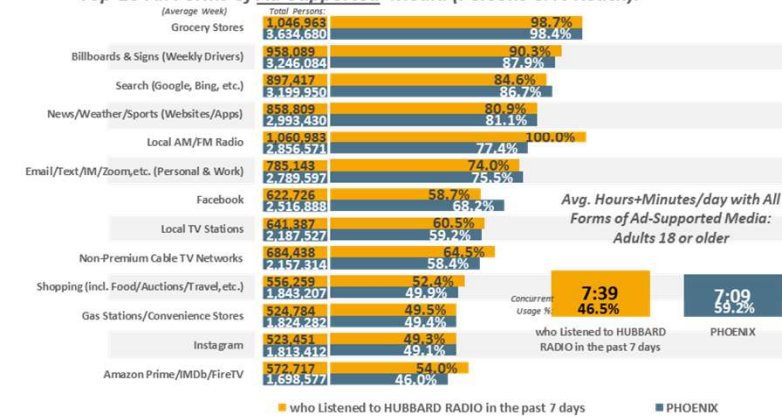


Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 7 hours and 39 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 83.9 minutes/day. (Local Radio delivers 18.2% of Time with Ad-Supported Media.)

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



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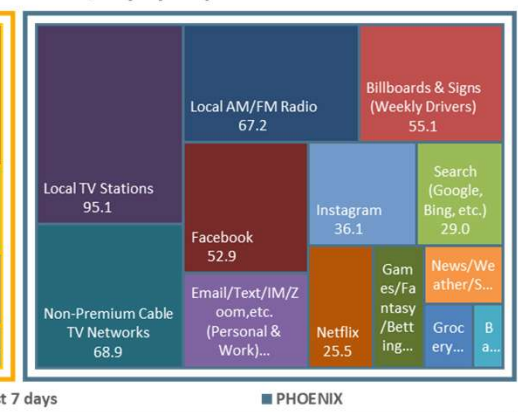
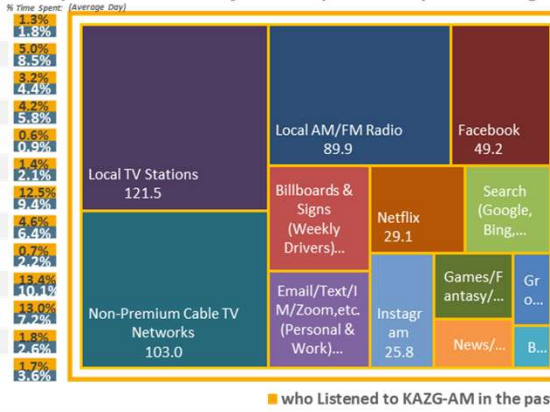
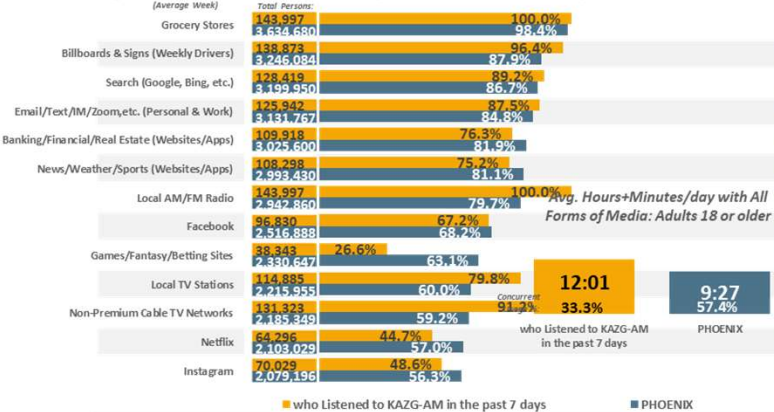
(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)



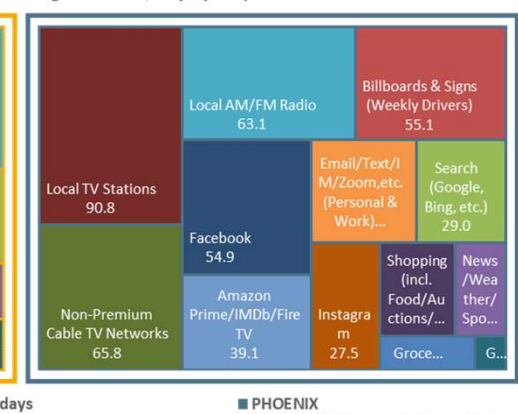
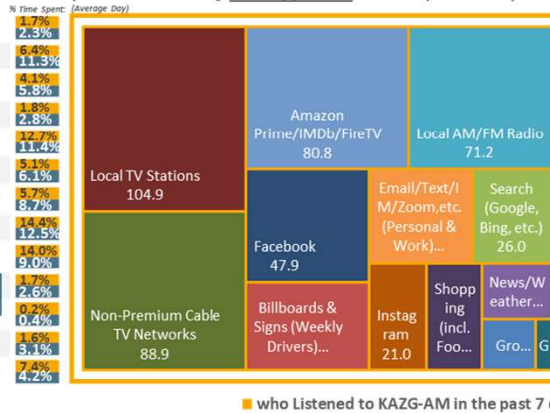
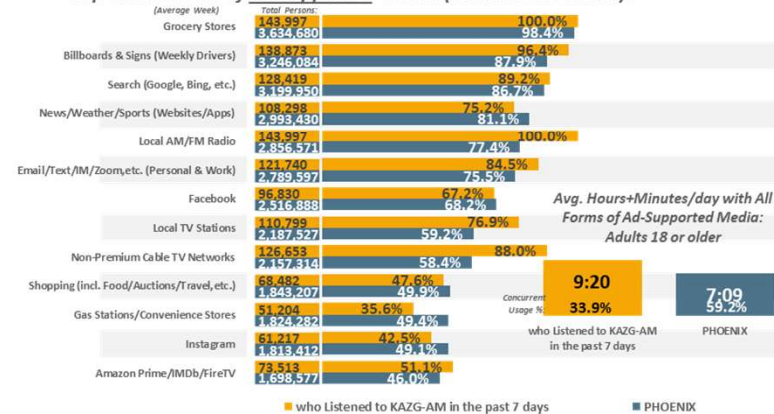


Adults 18 or older who Listened to KAZG-AM in the past 7 days spend an average of 9 hours and 20 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 71.2 minutes/day. *(Local Radio delivers 12.7% of Time with Ad-Supported Media.)*

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



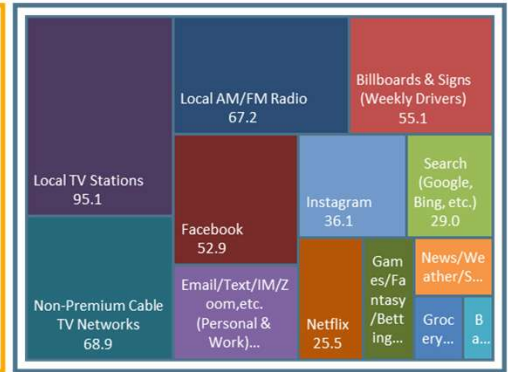
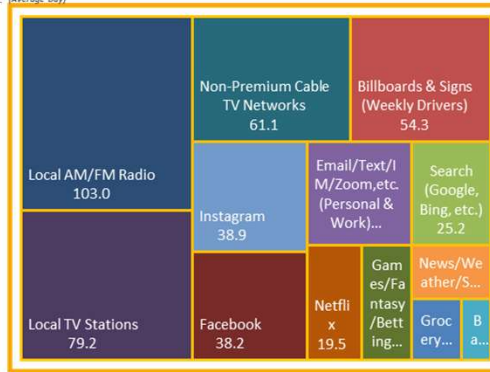
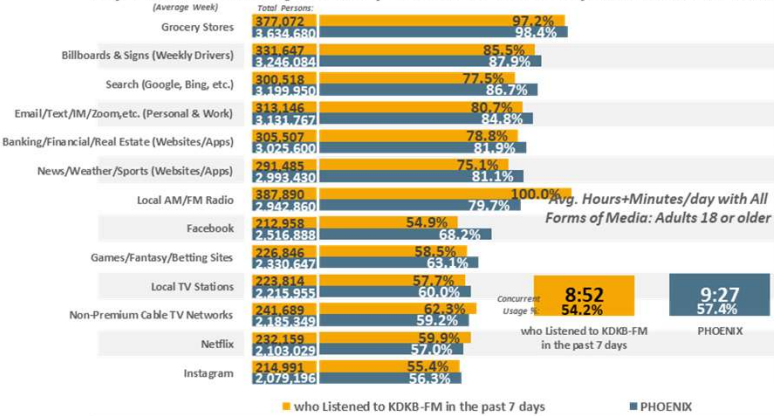
**Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older** **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



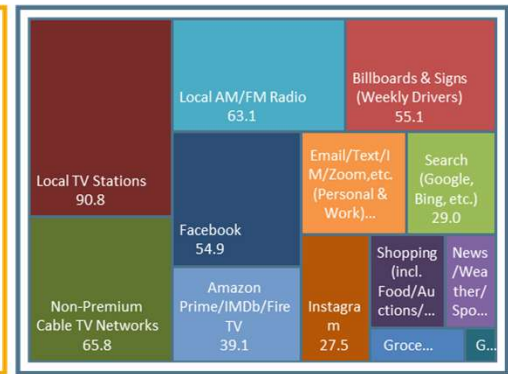
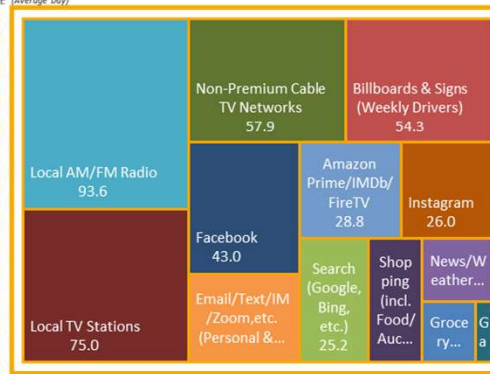
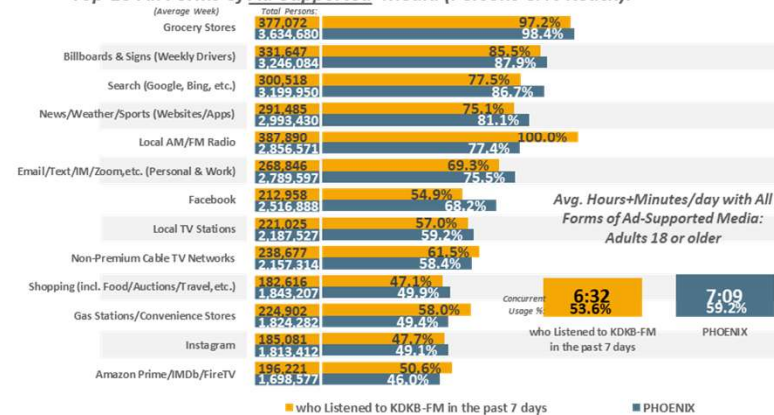


Adults 18 or older who Listened to KDKB-FM in the past 7 days spend an average of 6 hours and 32 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 93.6 minutes/day. (Local Radio delivers 23.9% of Time with Ad-Supported Media.)

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

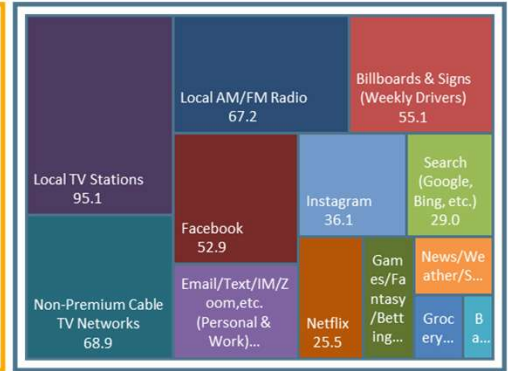
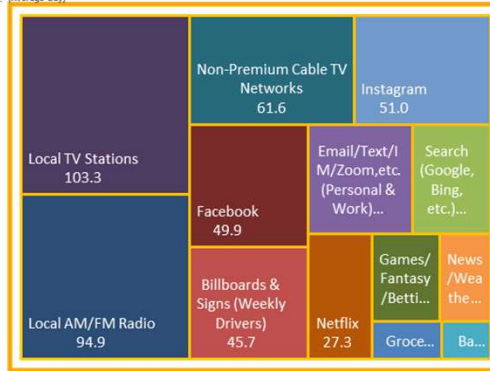
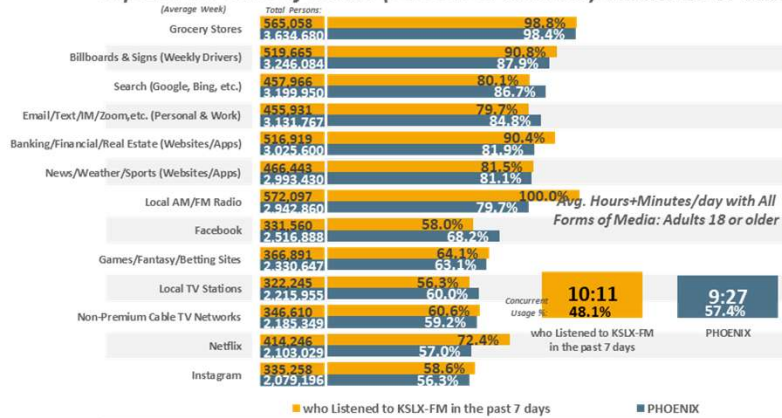




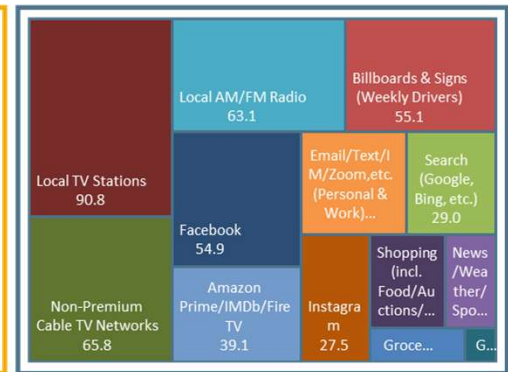
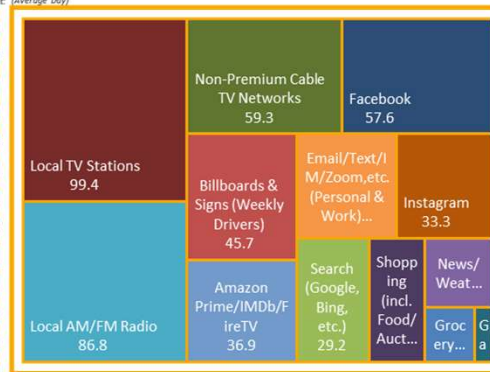
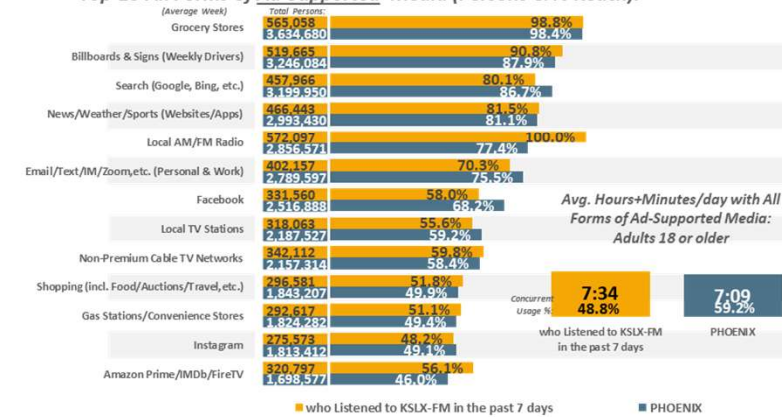


Adults 18 or older who Listened to KSLX-FM in the past 7 days spend an average of 7 hours and 34 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 86.8 minutes/day. (Local Radio delivers 19.1% of Time with Ad-Supported Media.)

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



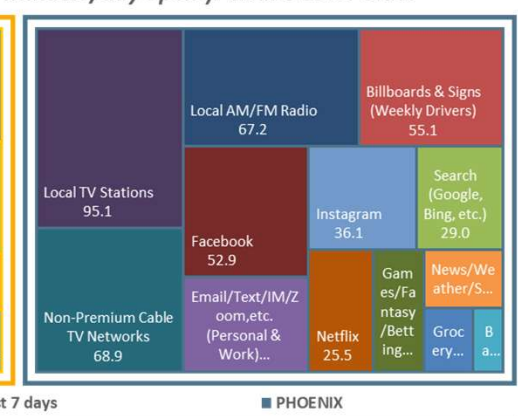
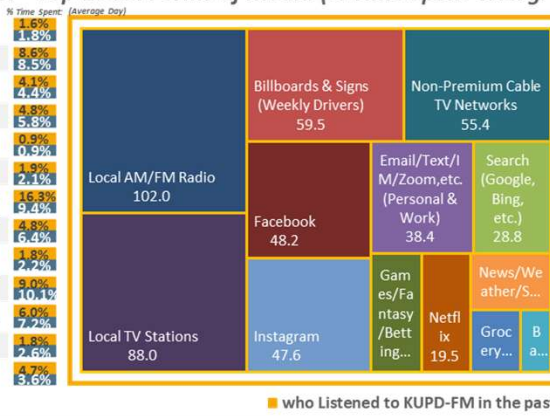
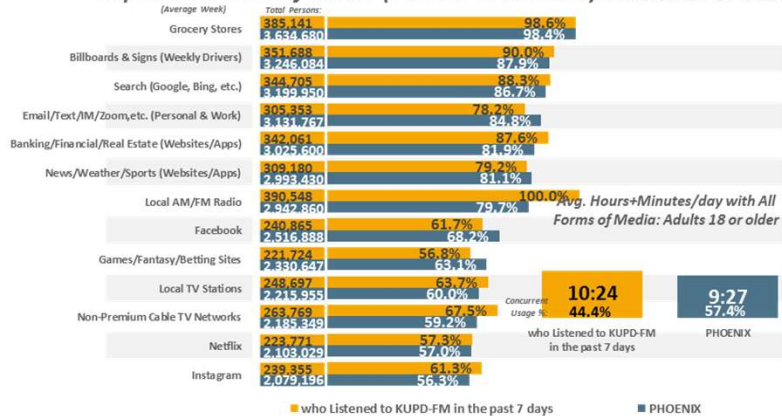
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



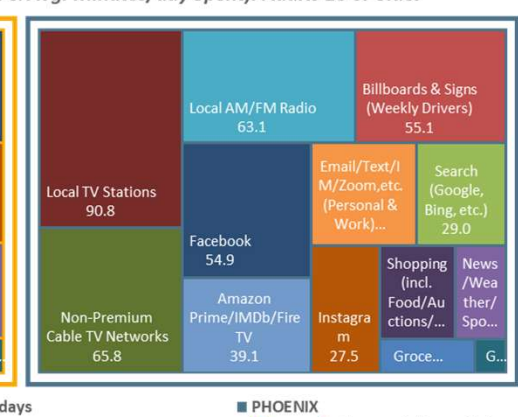
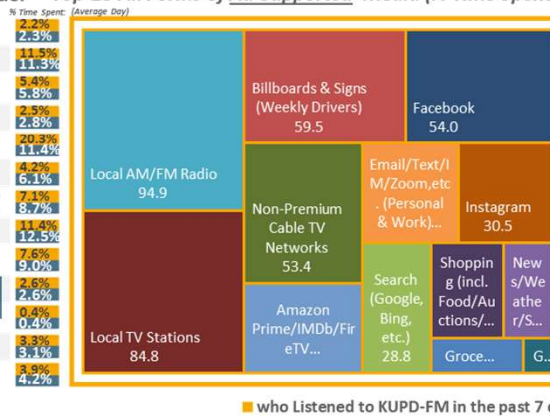
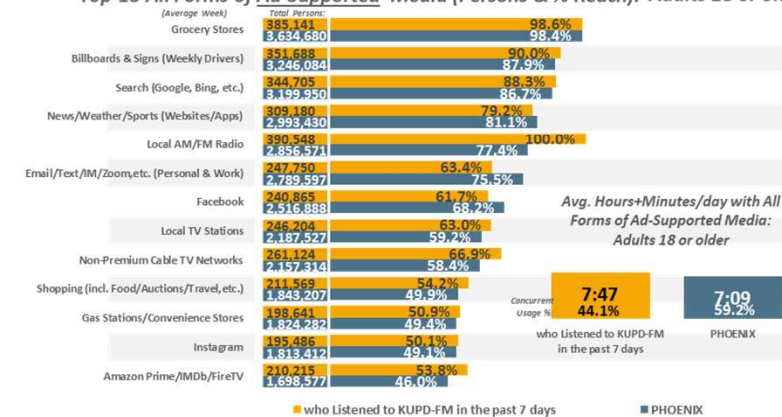


Adults 18 or older who Listened to KUPD-FM in the past 7 days spend an average of 7 hours and 47 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 94.9 minutes/day. (Local Radio delivers 20.3% of Time with Ad-Supported Media.)

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



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



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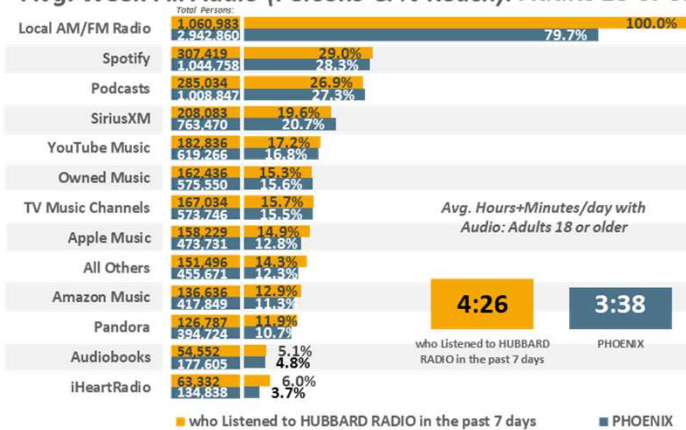
(Radio Stations: KUPD-FM)



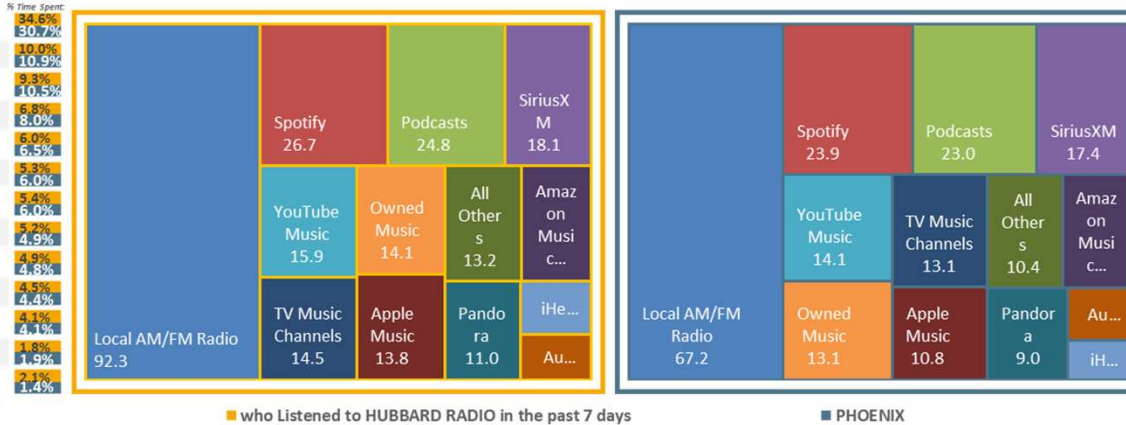


1,060,983 or 100.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 83.9 minutes every day representing 45.9% of all time spent daily with Ad-Supported Audio.

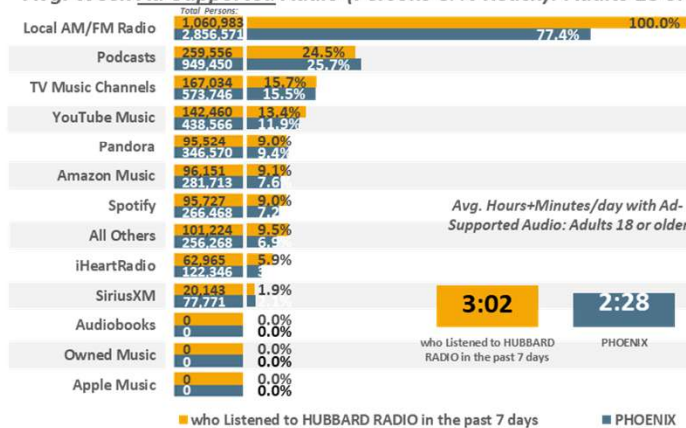
### Avg. Week All Audio (Persons & % Reach): Adults 18 or older



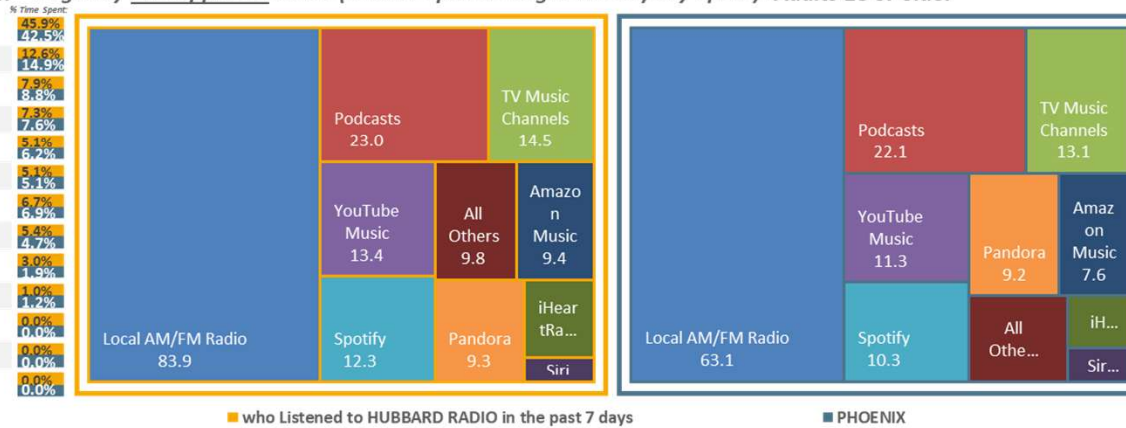
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



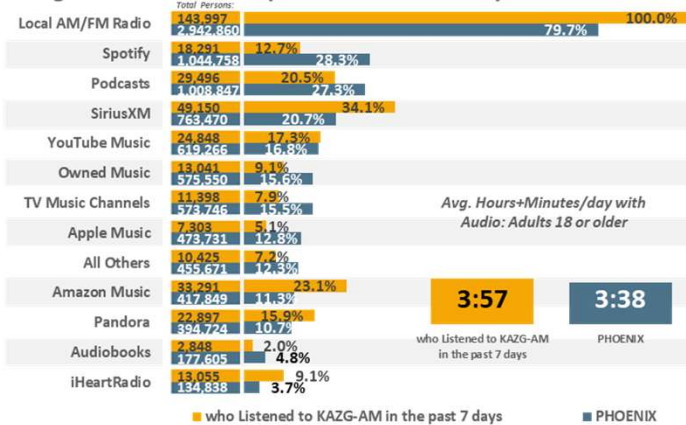
### Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



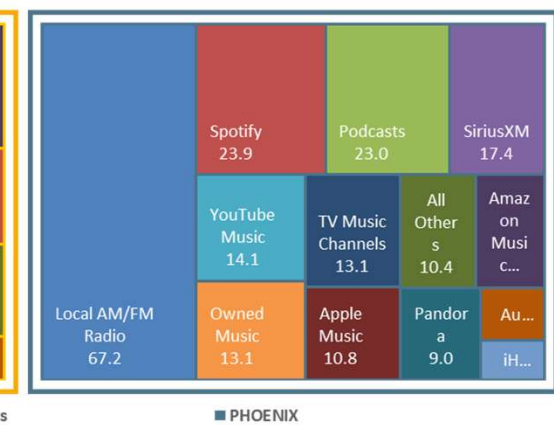
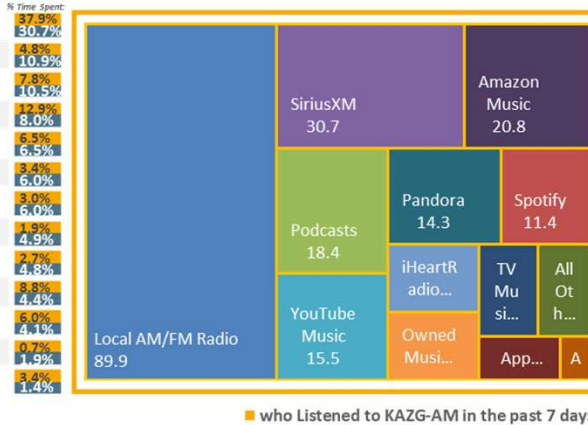


143,997 or 100.% of Adults 18 or older who Listened to KAZG-AM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 71.2 minutes every day representing 42.7% of all time spent daily with Ad-Supported Audio.

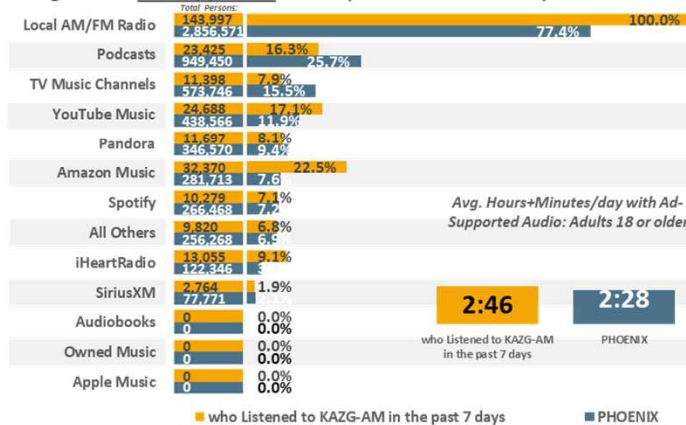
### Avg. Week All Audio (Persons & % Reach): Adults 18 or older



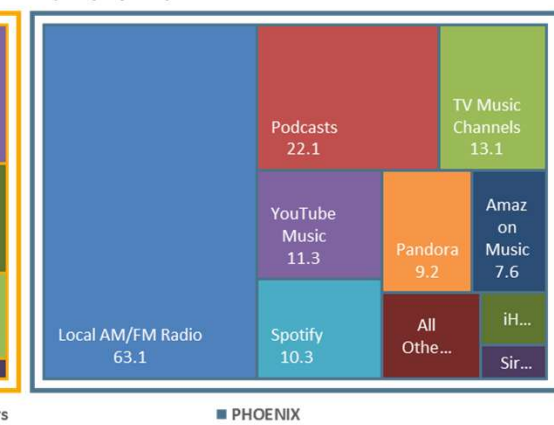
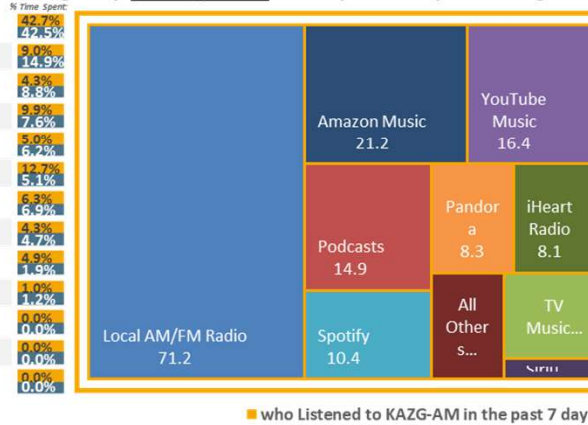
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



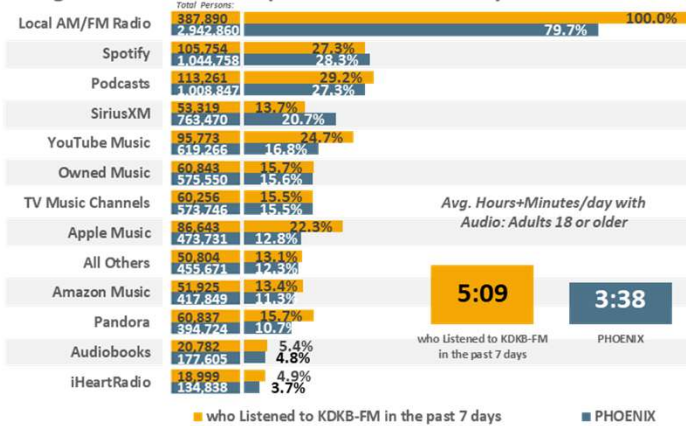
### Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



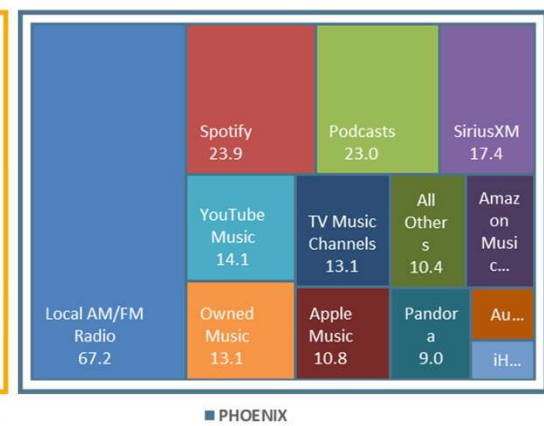
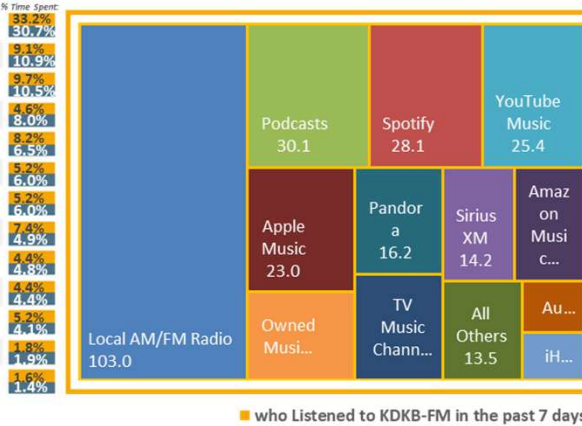


387,890 or 100.% of Adults 18 or older who Listened to KDKB-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 93.6 minutes every day representing 45.5% of all time spent daily with Ad-Supported Audio.

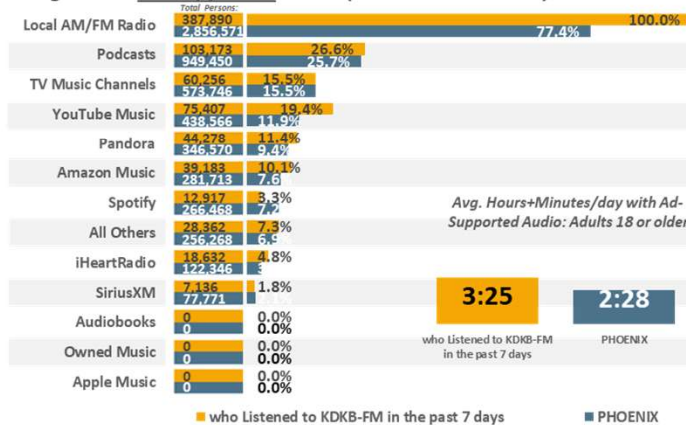
#### Avg. Week All Audio (Persons & % Reach): Adults 18 or older



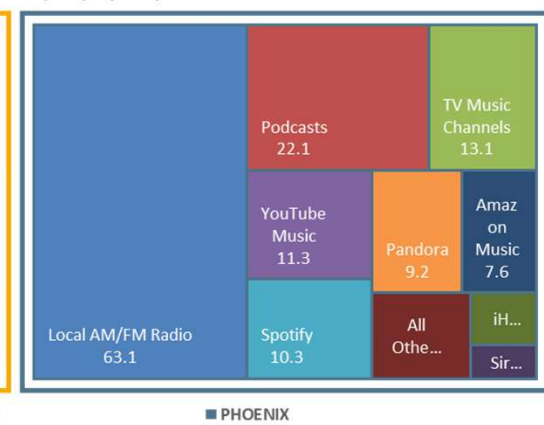
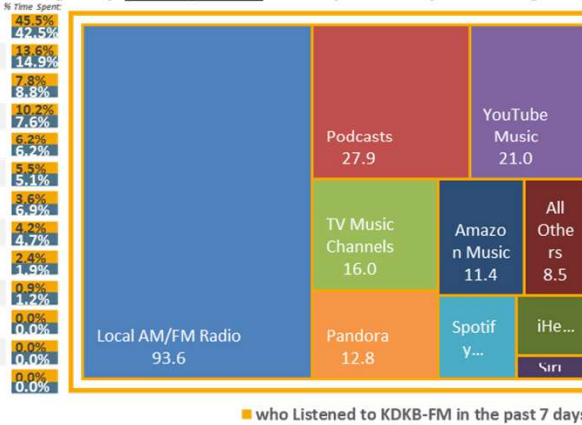
#### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

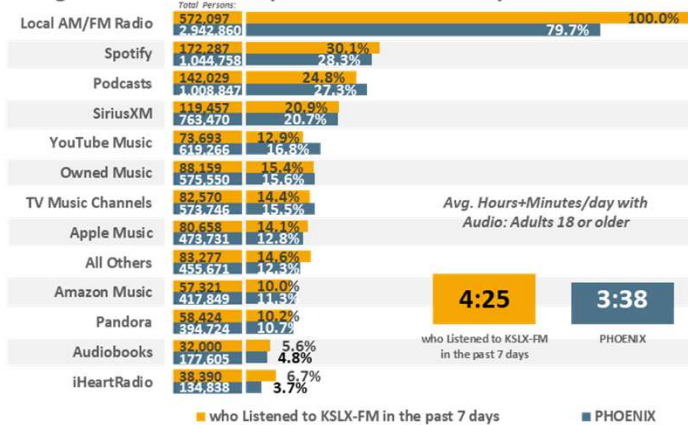




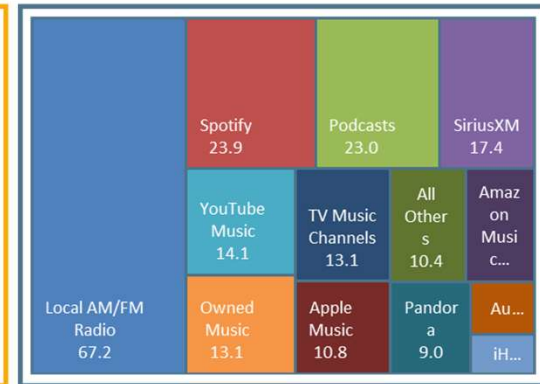
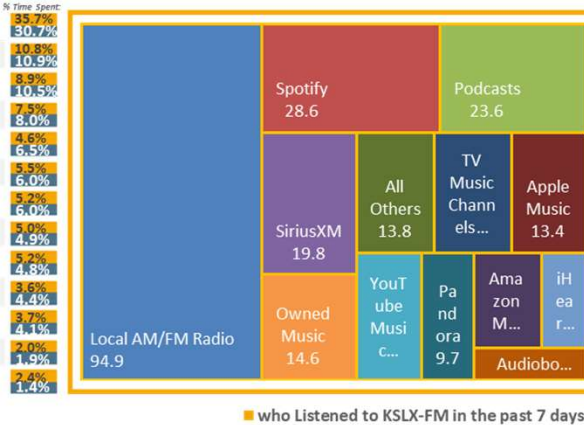


572,097 or 100.% of Adults 18 or older who Listened to KSLX-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 86.8 minutes every day representing 48.1% of all time spent daily with Ad-Supported Audio.

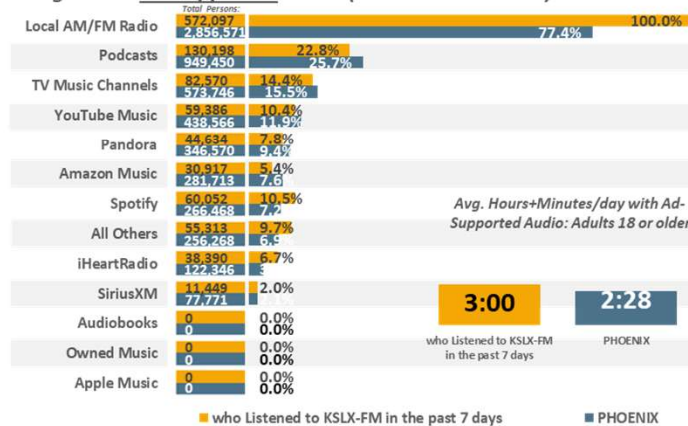
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



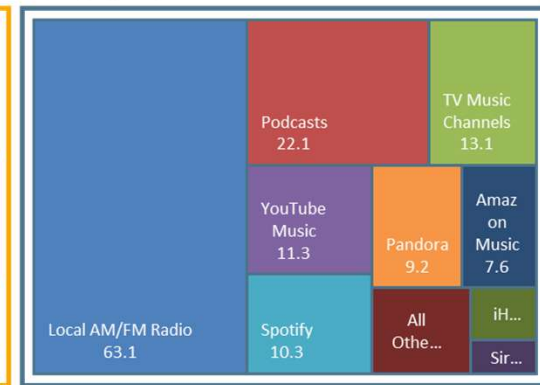
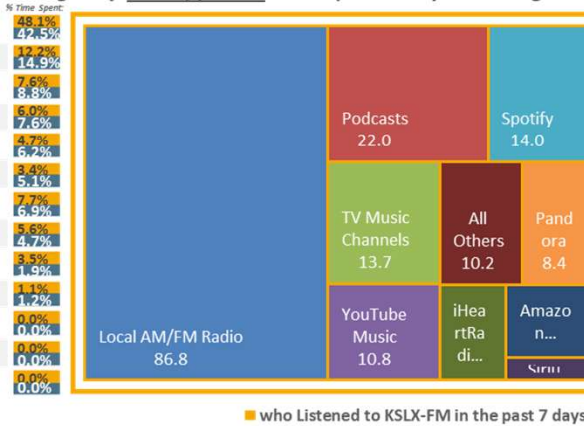
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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



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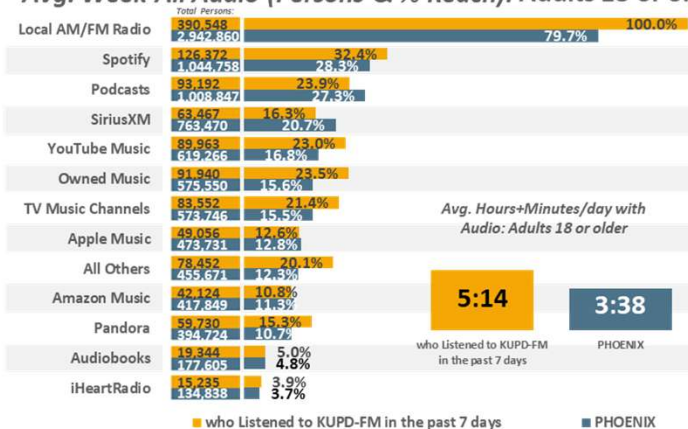
(Radio Stations: KSLX-FM)



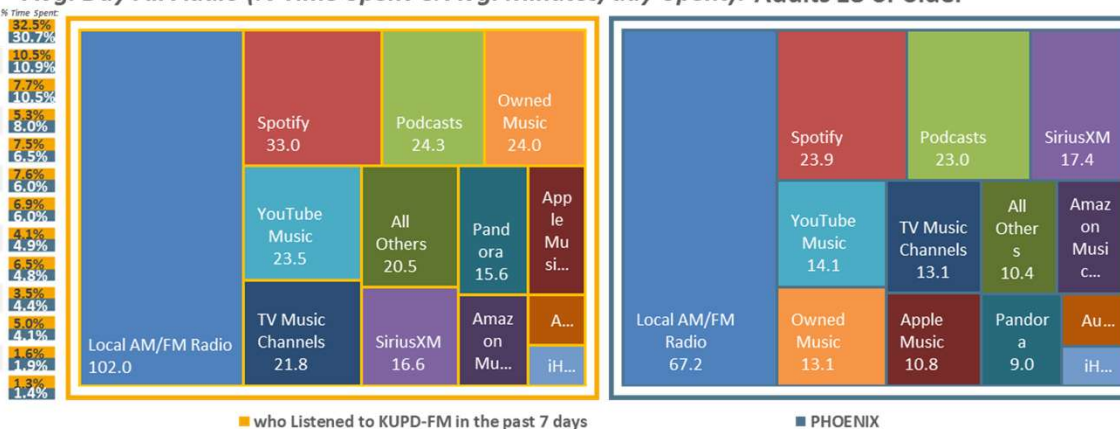


390,548 or 100.% of Adults 18 or older who Listened to KUPD-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 94.9 minutes every day representing 43.2% of all time spent daily with Ad-Supported Audio.

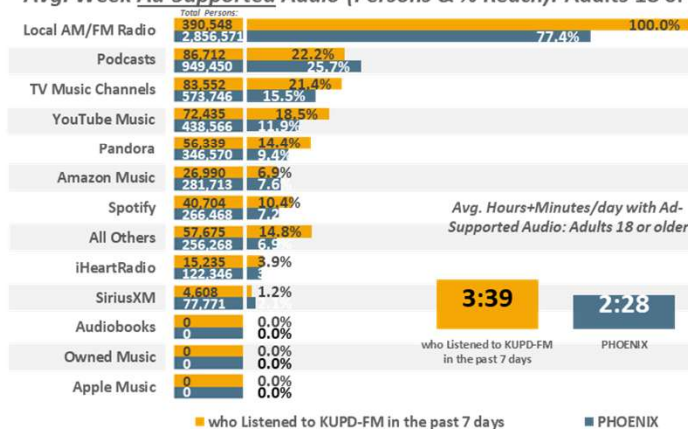
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



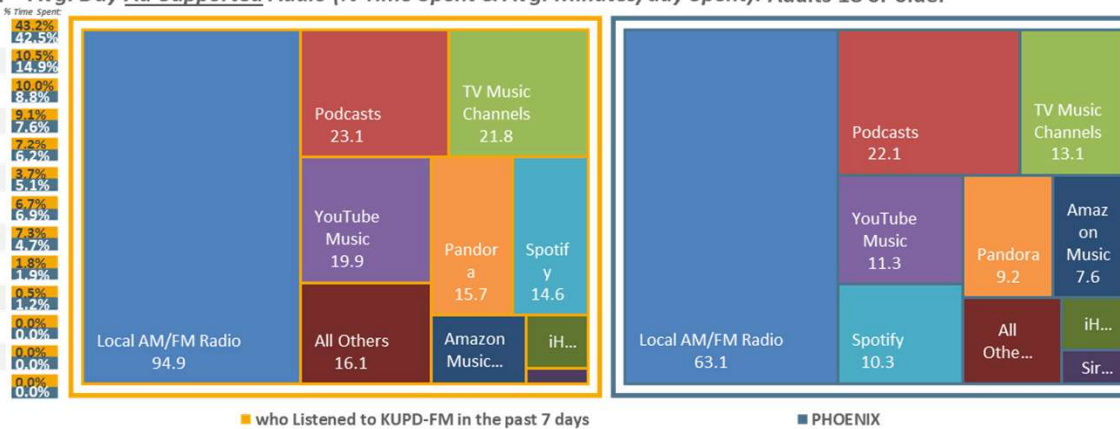
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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



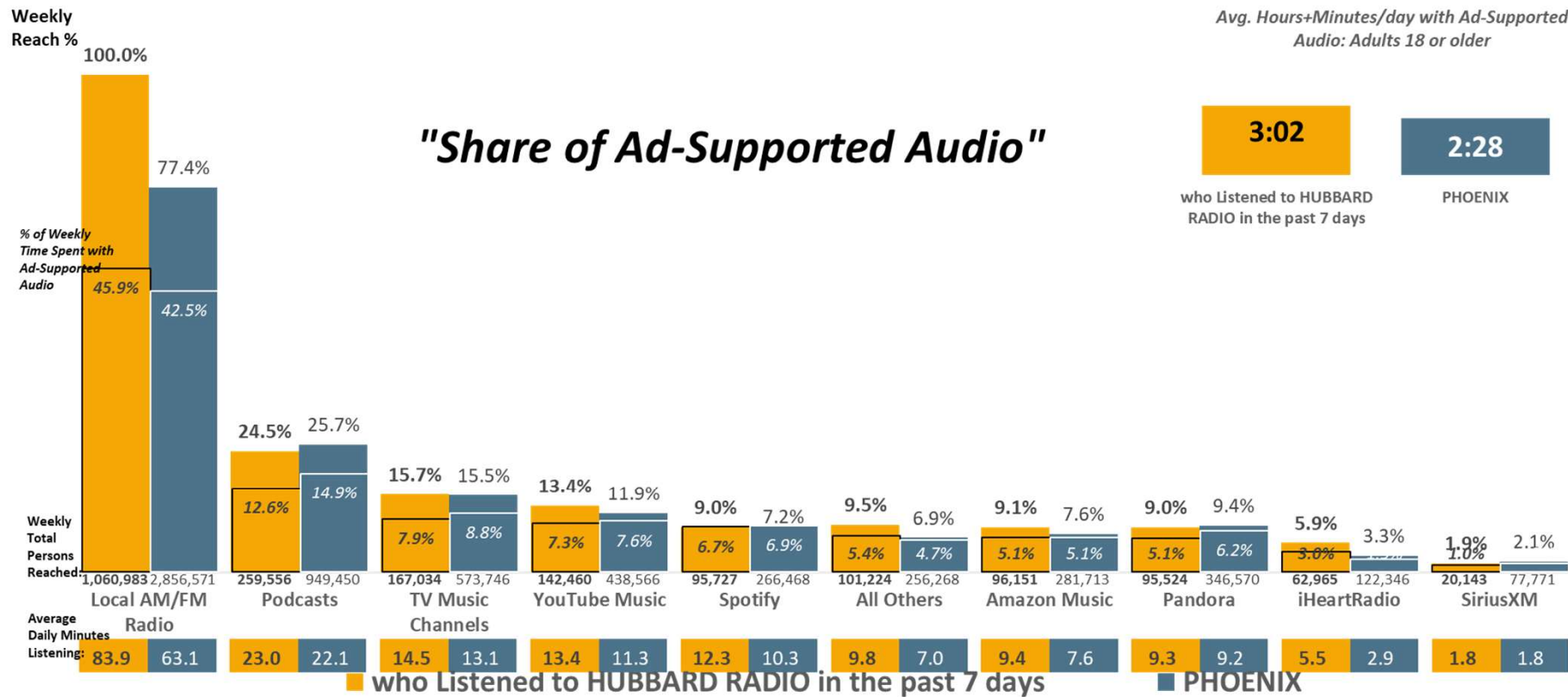
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(Radio Stations: KUPD-FM)

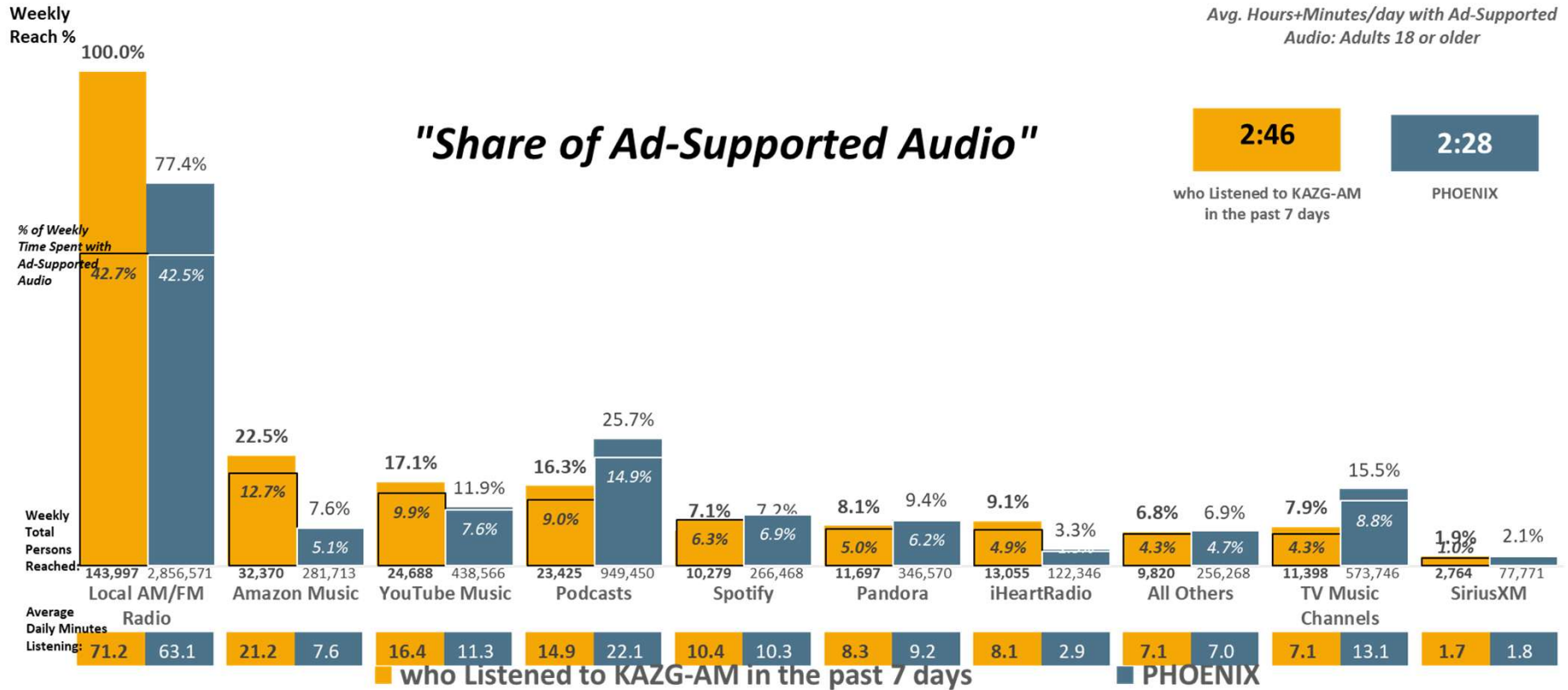


1,060,983 or 100.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 83.9 minutes every day representing 45.9% of all time spent daily with Ad-Supported Audio.



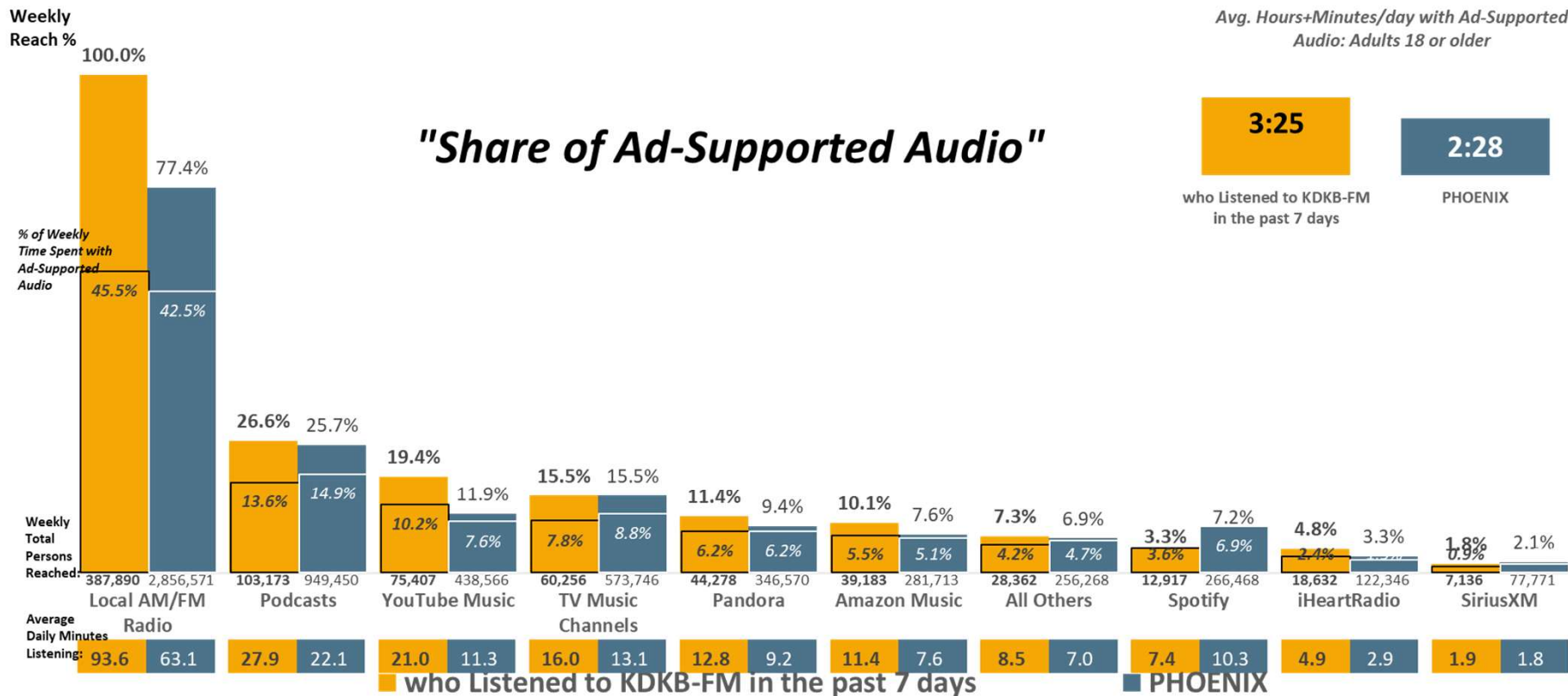


143,997 or 100.0% of Adults 18 or older who Listened to KAZG-AM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 71.2 minutes every day representing 42.7% of all time spent daily with Ad-Supported Audio.





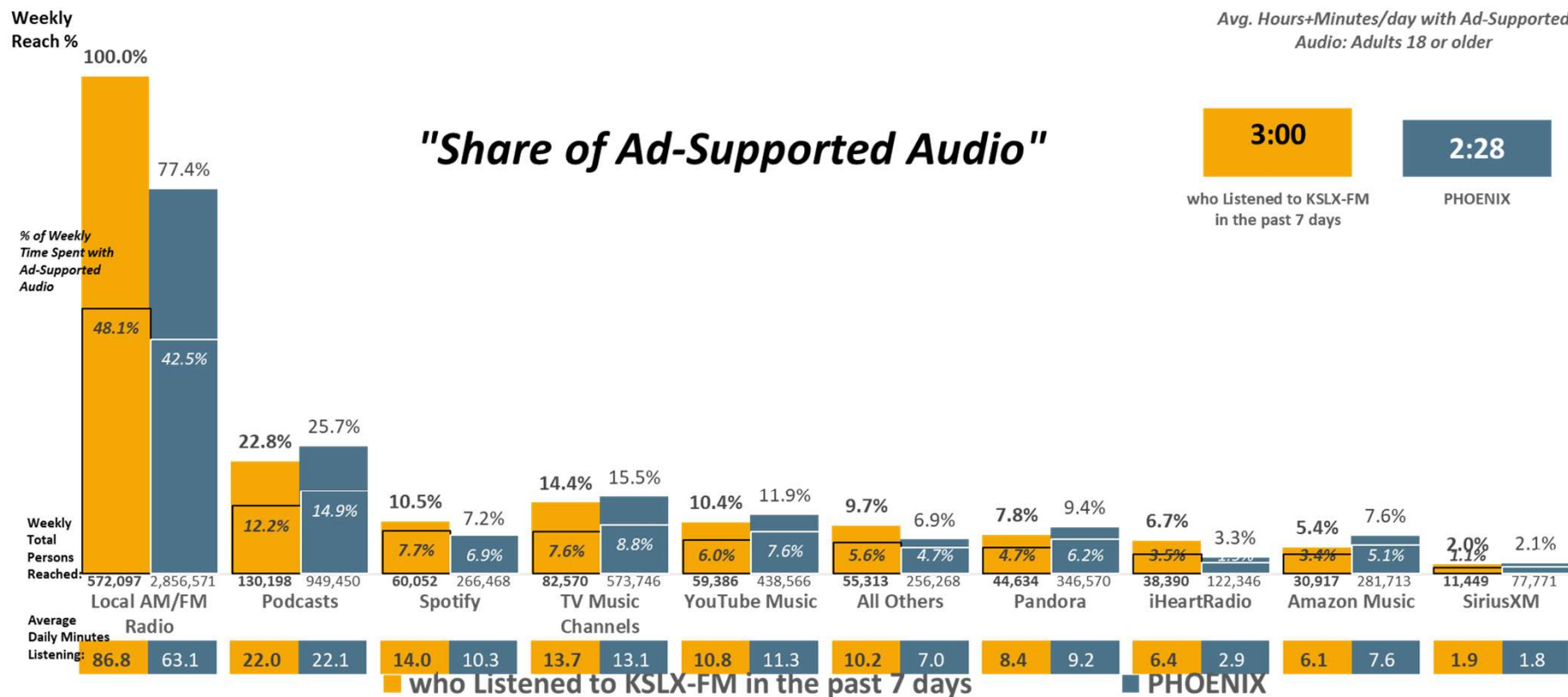
387,890 or 100.0% of Adults 18 or older who Listened to KDKB-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 93.6 minutes every day representing 45.5% of all time spent daily with Ad-Supported Audio.





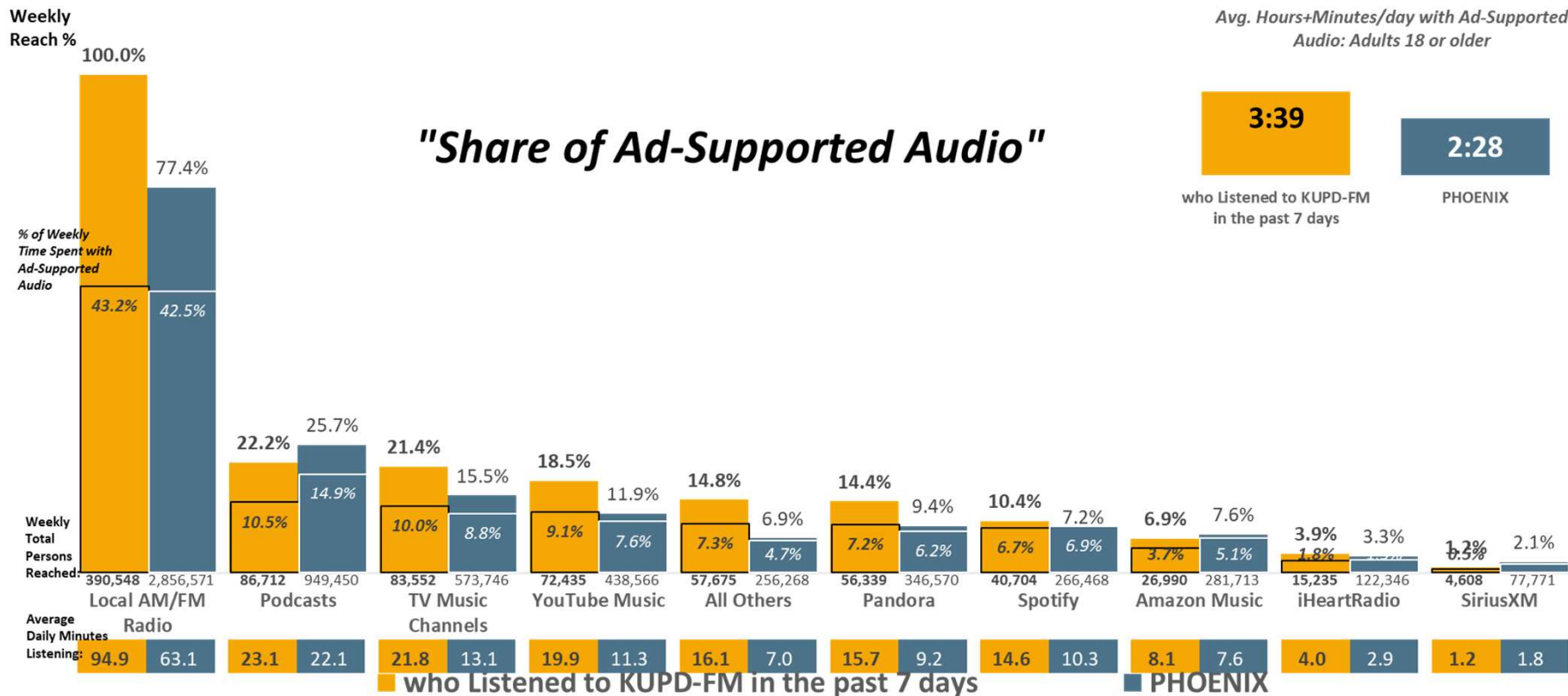


572,097 or 100.0% of Adults 18 or older who Listened to KSLX-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 86.8 minutes every day representing 48.1% of all time spent daily with Ad-Supported Audio.





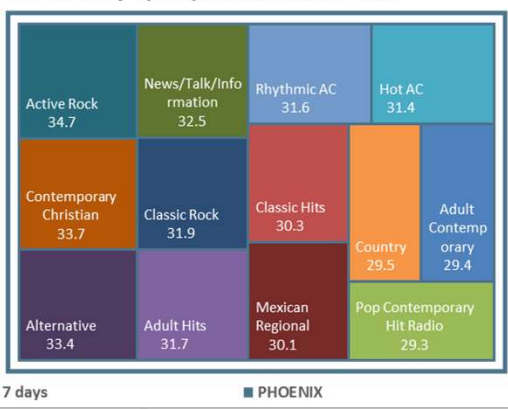
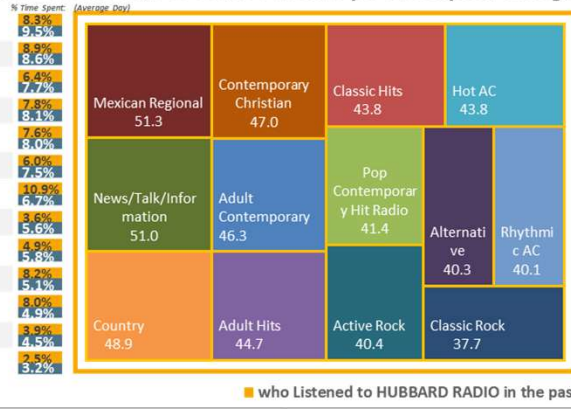
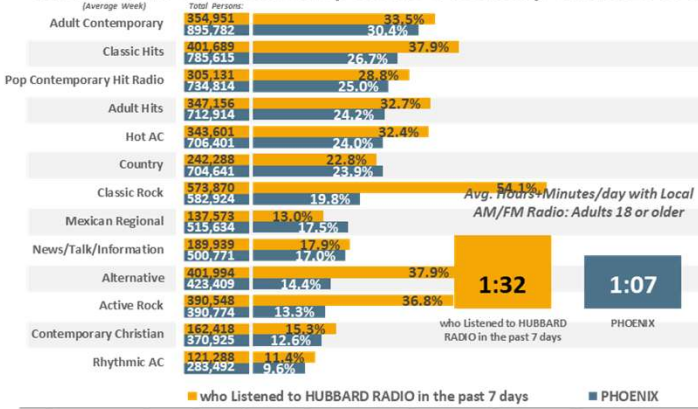
390,548 or 100.% of Adults 18 or older who Listened to KUPD-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 94.9 minutes every day representing 43.2% of all time spent daily with Ad-Supported Audio.



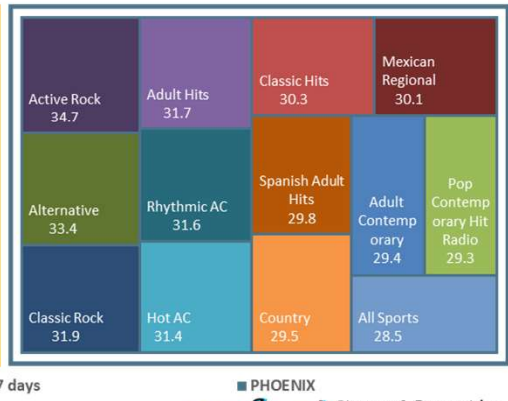
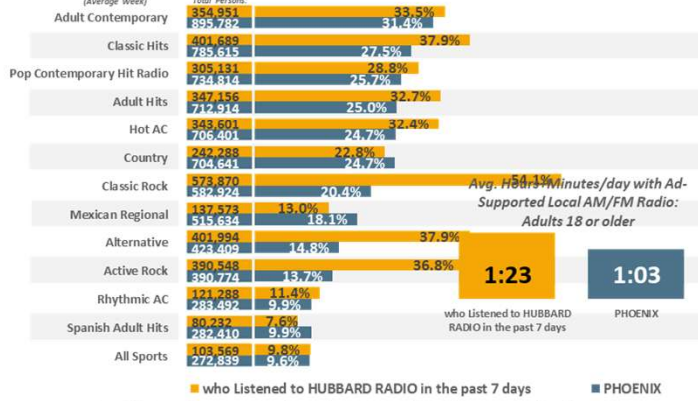


1,060,983 or 100.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Alternative, Classic Hits, Active Rock, and Adult Contemporary.

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



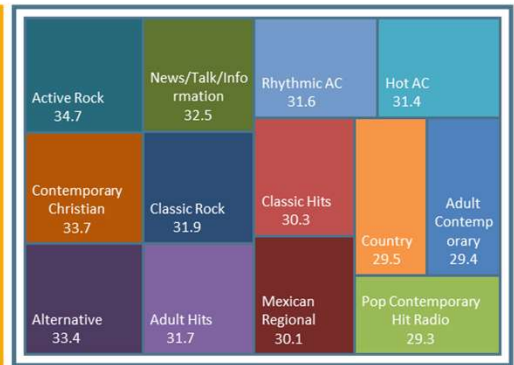
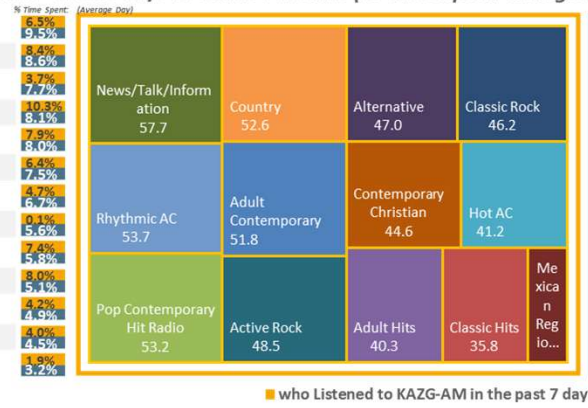
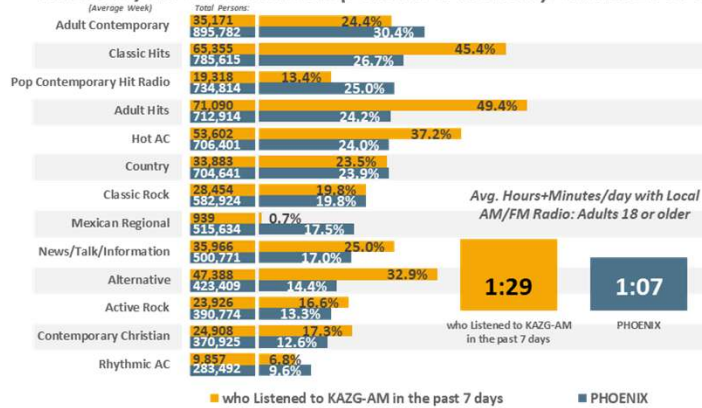
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



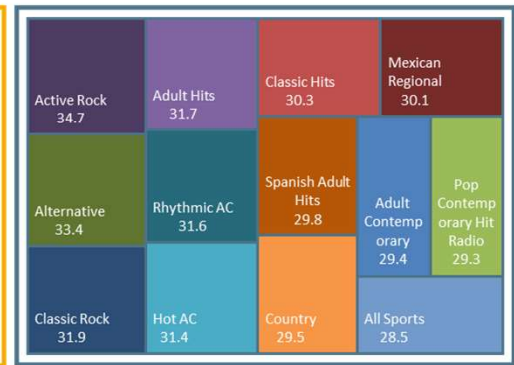
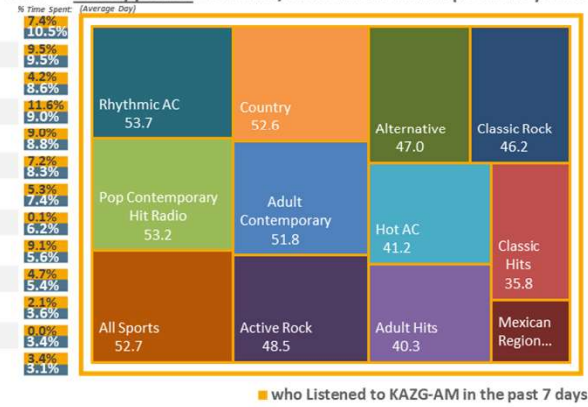
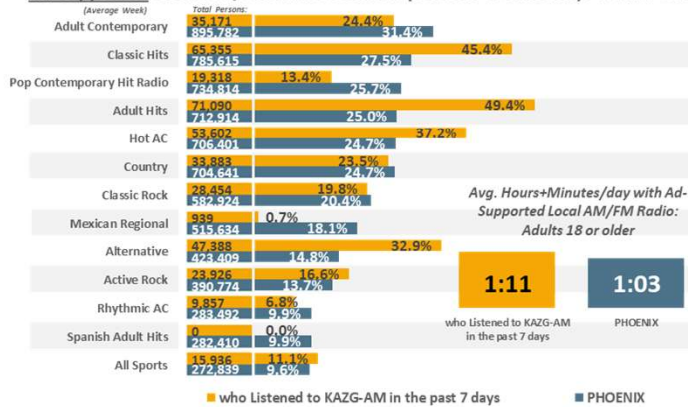


143,997 or 100.% of Adults 18 or older who Listened to KAZG-AM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Oldies, Adult Hits, Classic Hits, Hot AC, and Alternative.

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



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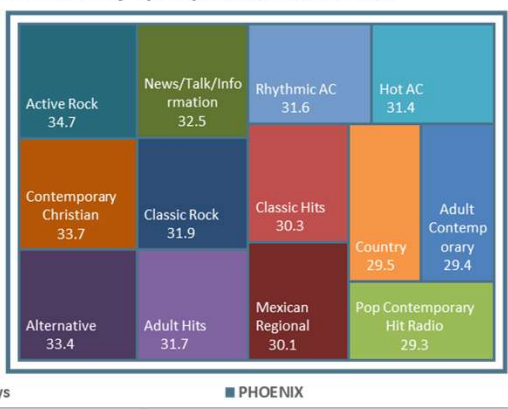
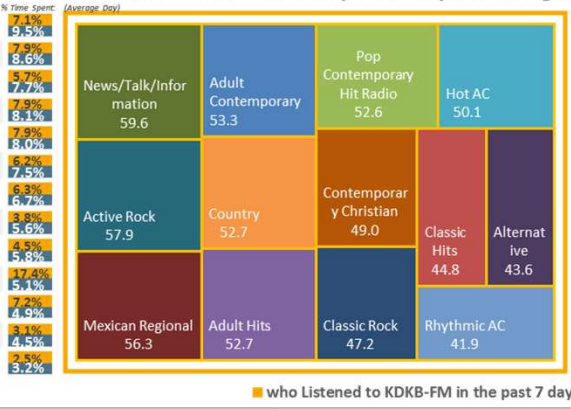
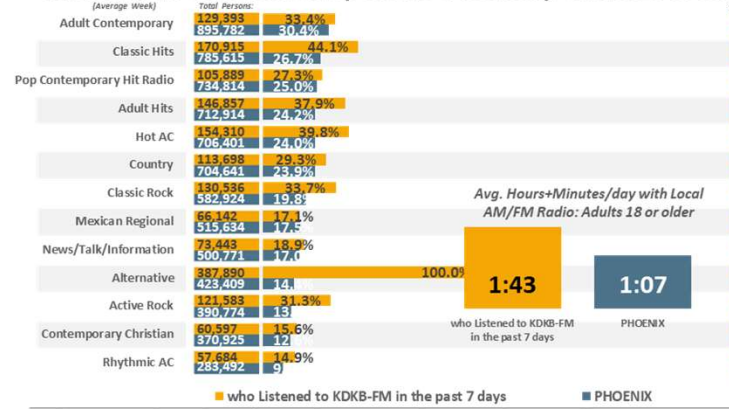
(Radio Stations: KAZG-AM)



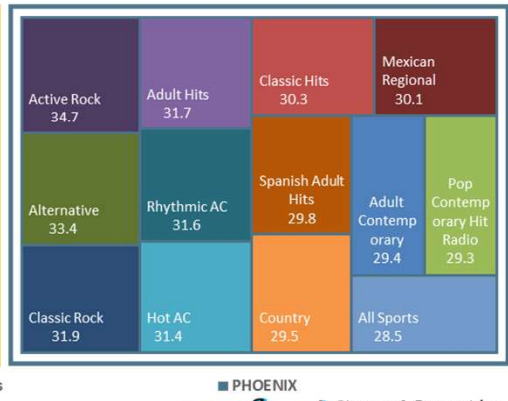
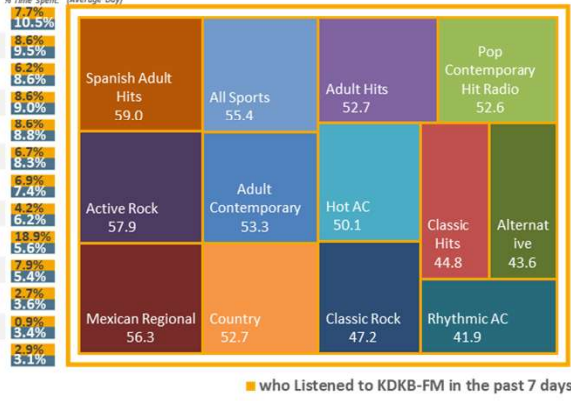
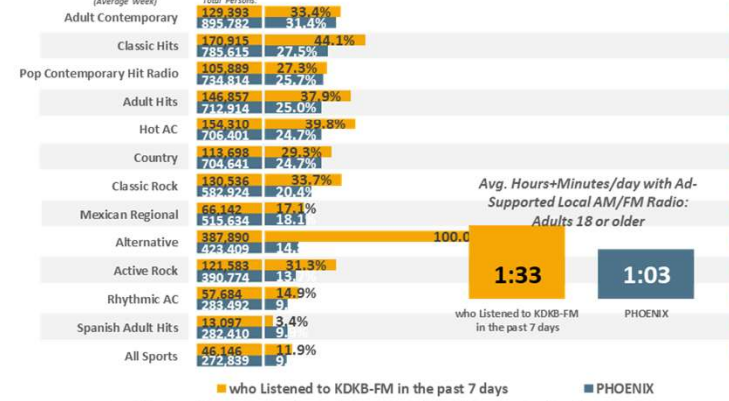


387,890 or 100.0% of Adults 18 or older who Listened to KDKB-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Alternative, Classic Hits, Hot AC, Adult Hits, and Classic Rock.

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



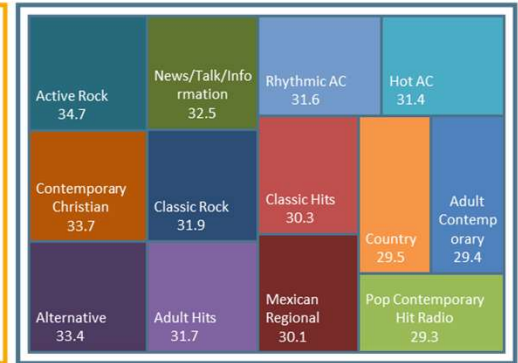
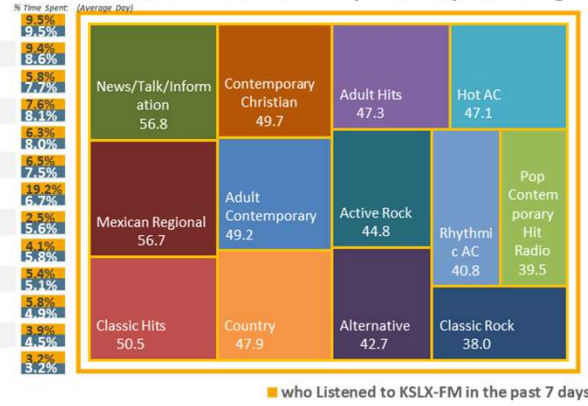
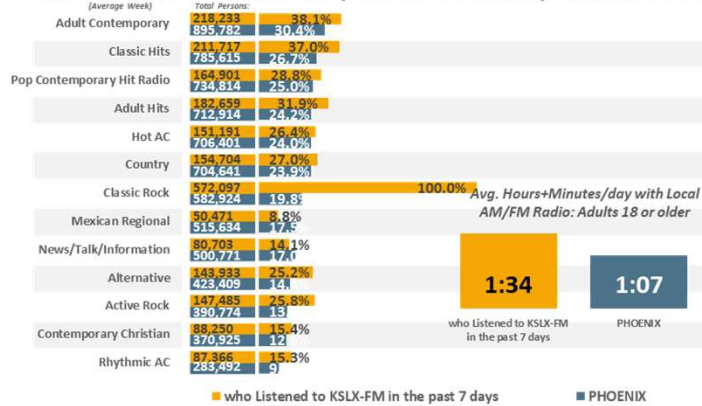
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



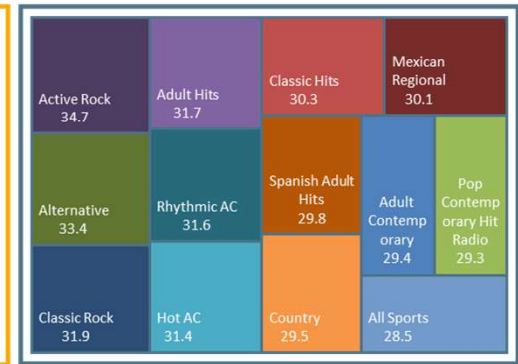
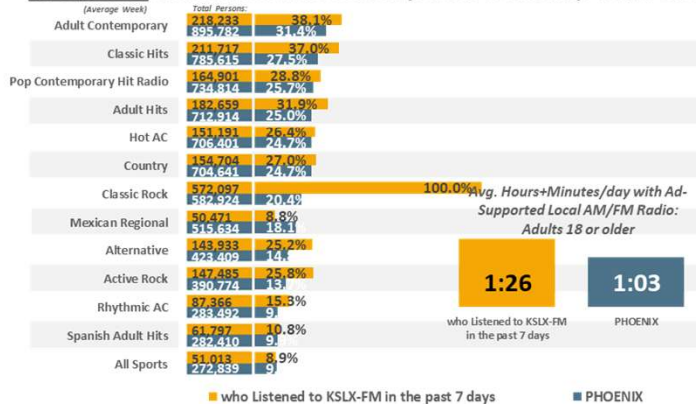


572,097 or 100.0% of Adults 18 or older who Listened to KSLX-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Adult Contemporary, Classic Hits, Adult Hits, and Pop Contemporary Hit Radio.

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



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



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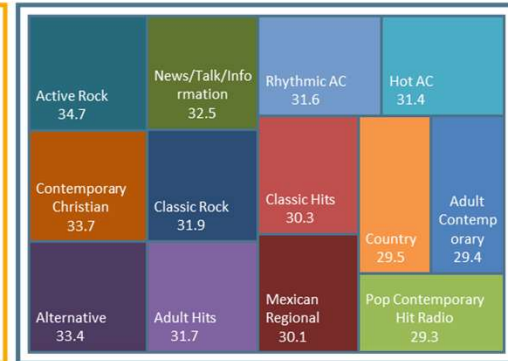
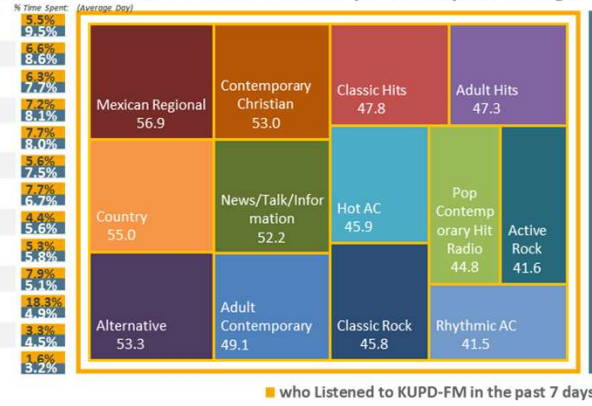
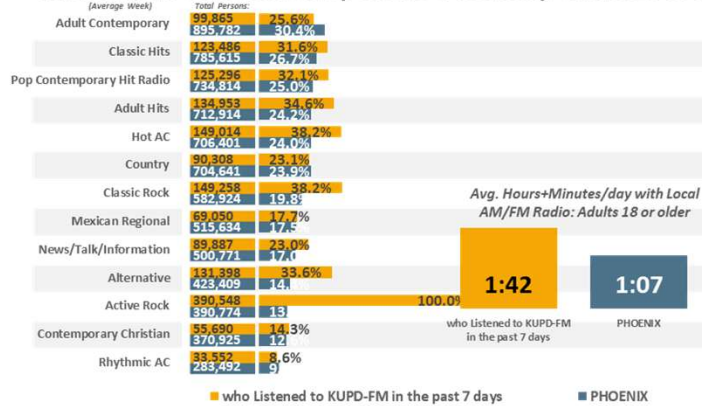
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(Radio Stations: KSLX-FM)

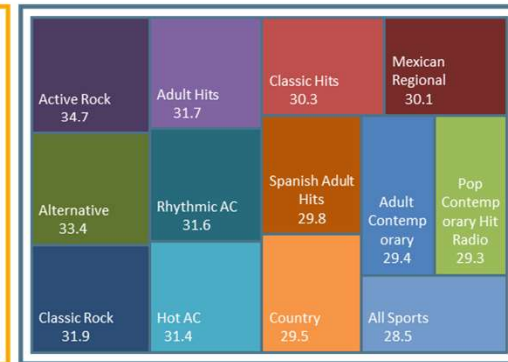
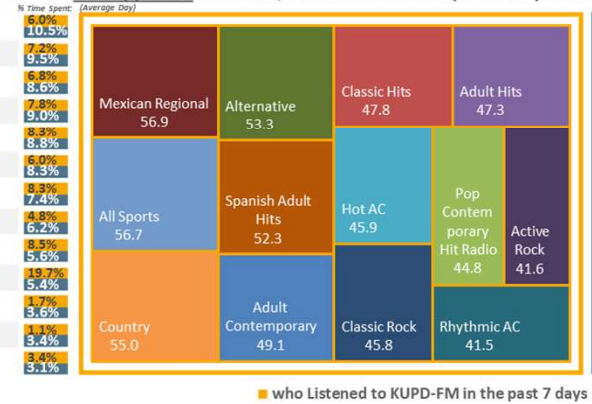
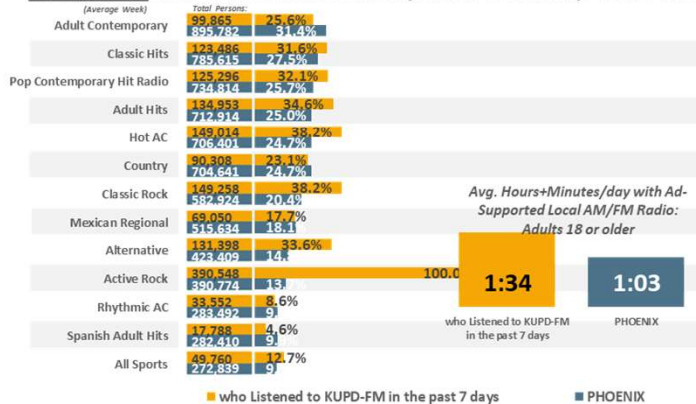


390,548 or 100.0% of Adults 18 or older who Listened to KUPD-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Active Rock, Classic Rock, Hot AC, Adult Hits, and Alternative.

**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**



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(Radio Stations: KUPD-FM)

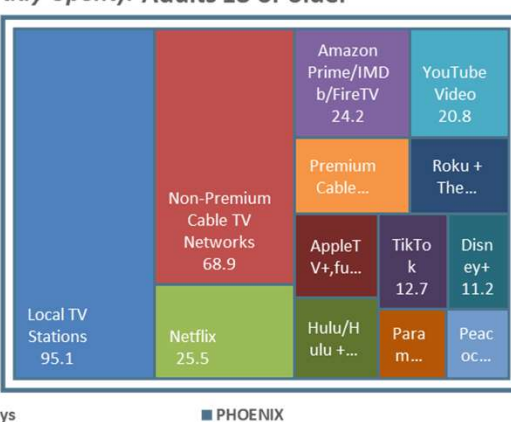
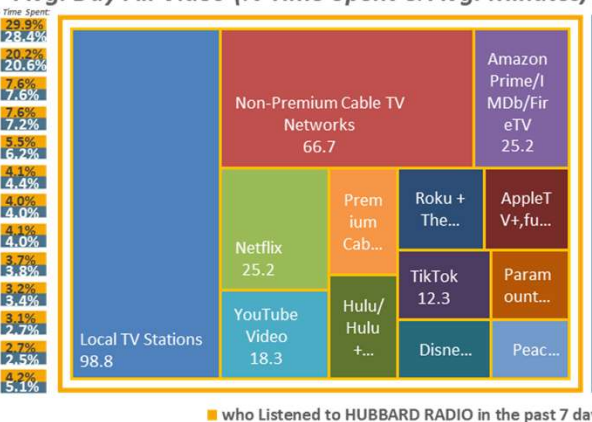
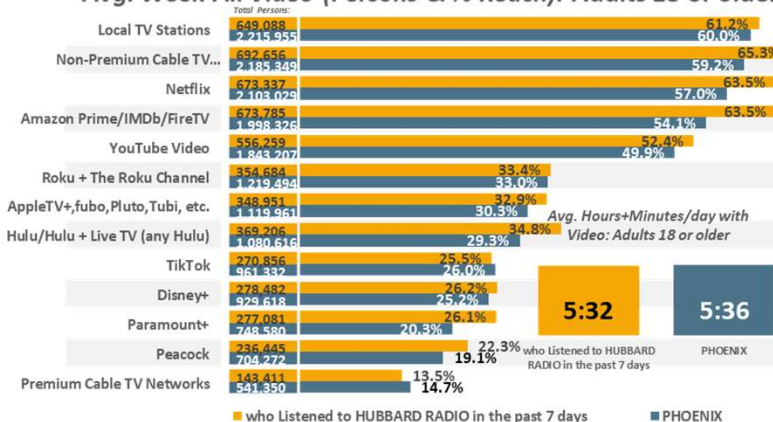




641,387 or 60.5% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 94.3 minutes every day representing 34.7% of all time spent daily with Ad-Supported Video.

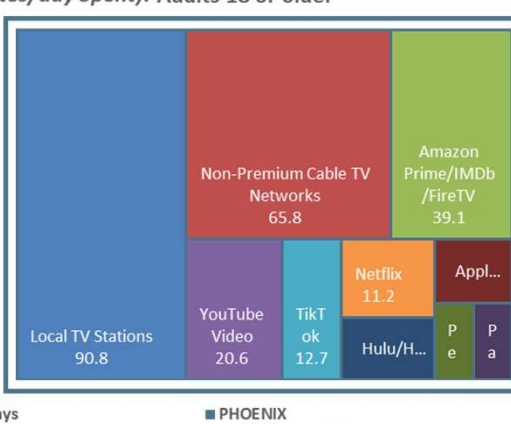
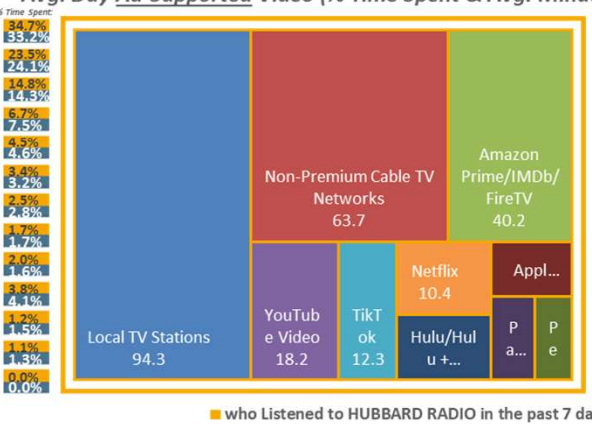
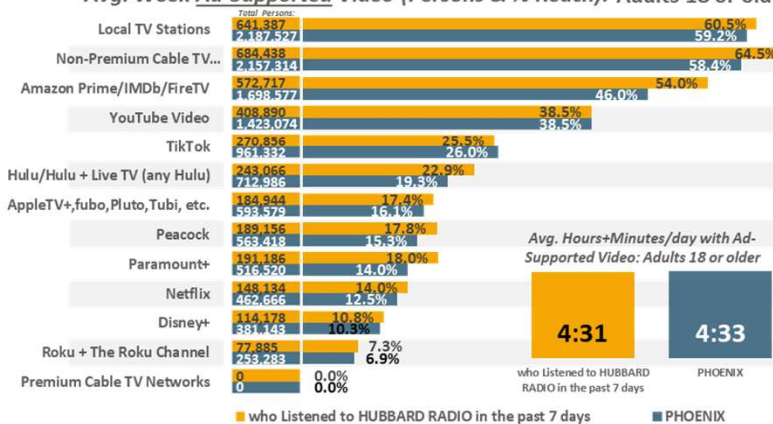
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

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



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

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



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(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

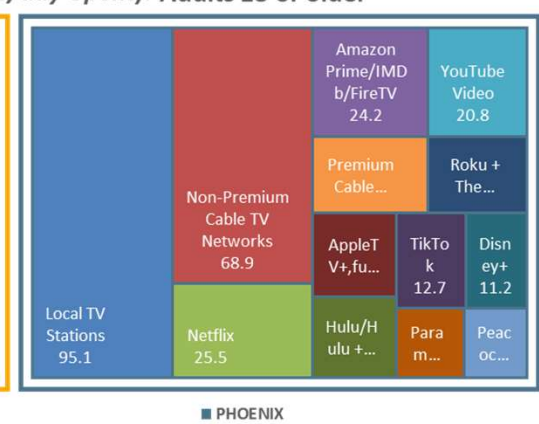
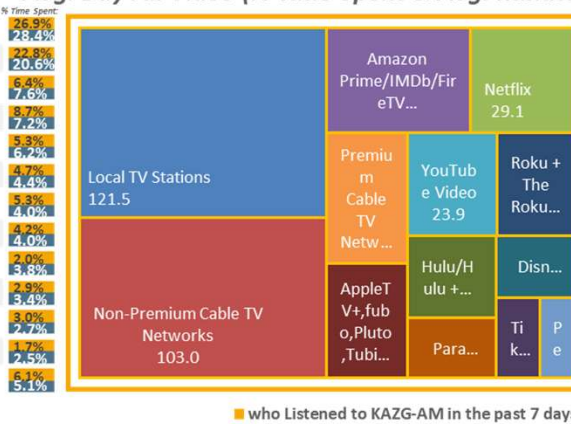
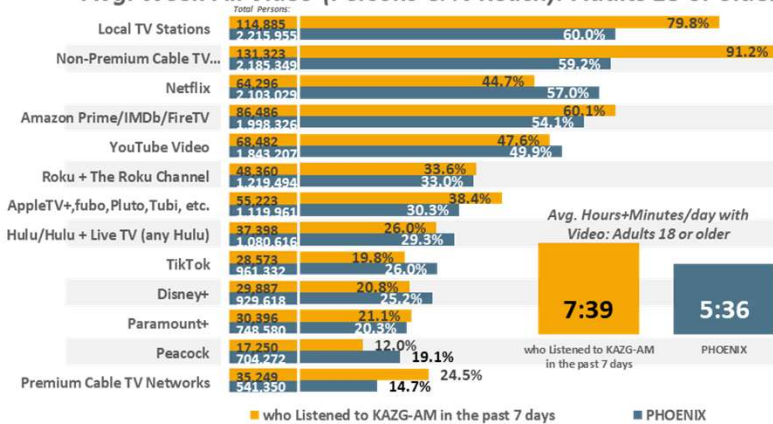




110,799 or 76.9% of Adults 18 or older who Listened to KAZG-AM in the past 7 days watch Ad-Supported Local TV Stations for an average of 104.9 minutes every day representing 28.% of all time spent daily with Ad-Supported Video.

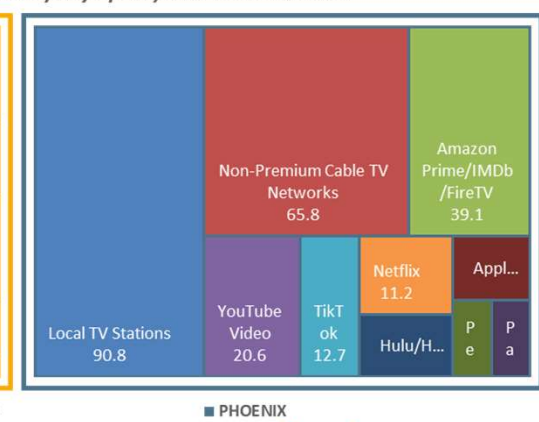
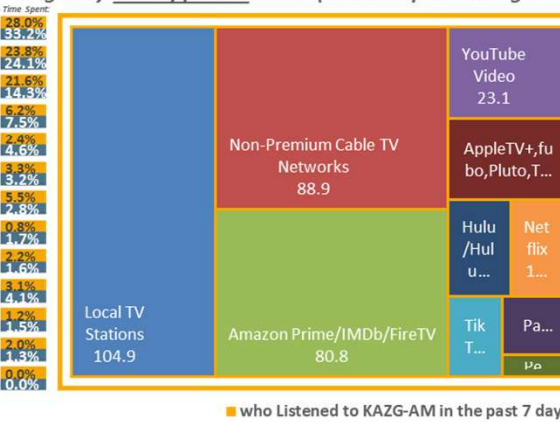
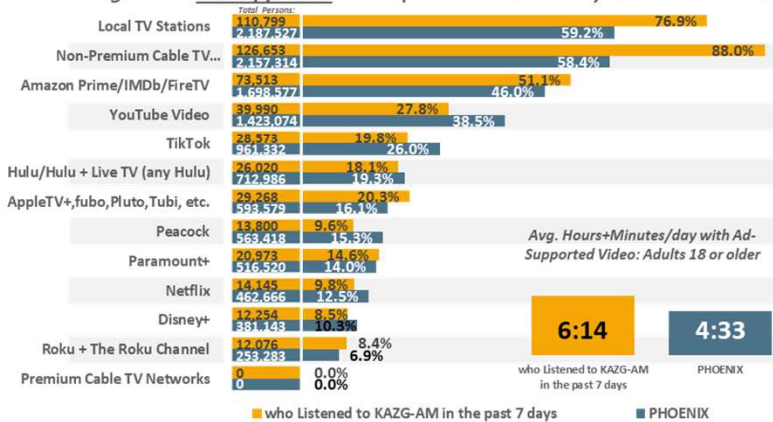
### Avg. Week All Video (Persons & % Reach): Adults 18 or older

### 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



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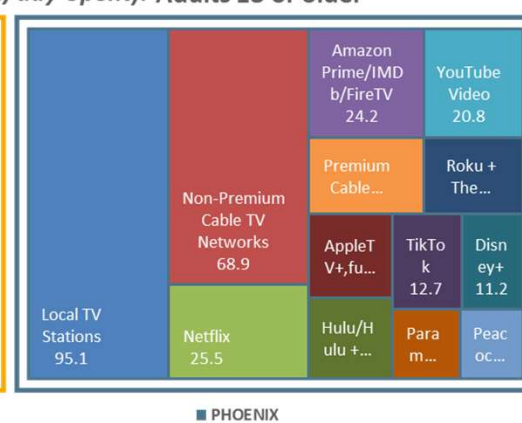
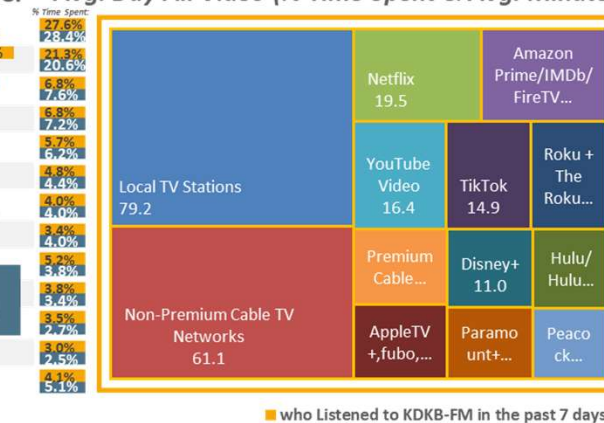
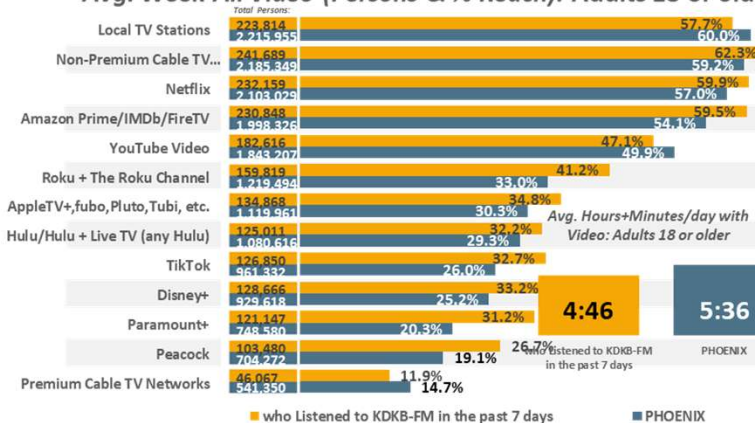
(Radio Stations: KAZG-AM)



221,025 or 57.% 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 75. minutes every day representing 32.1% of all time spent daily with Ad-Supported Video.

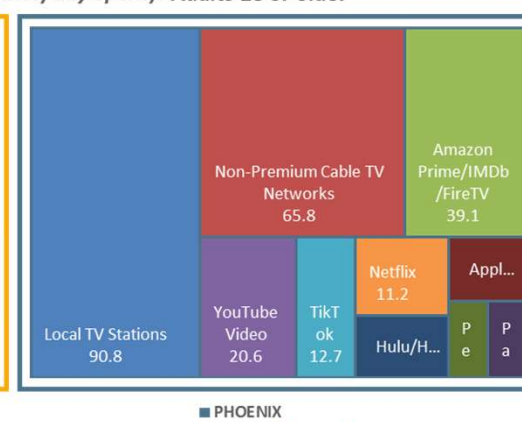
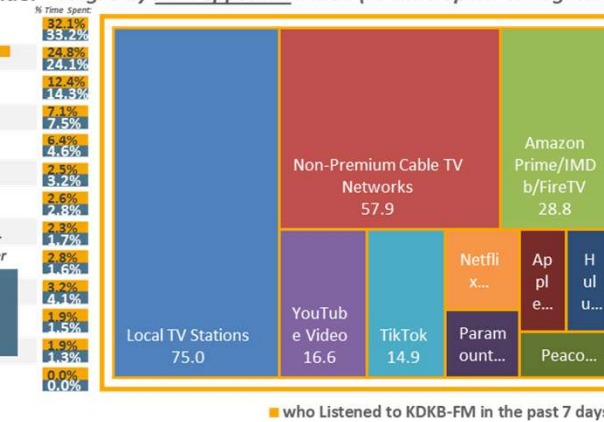
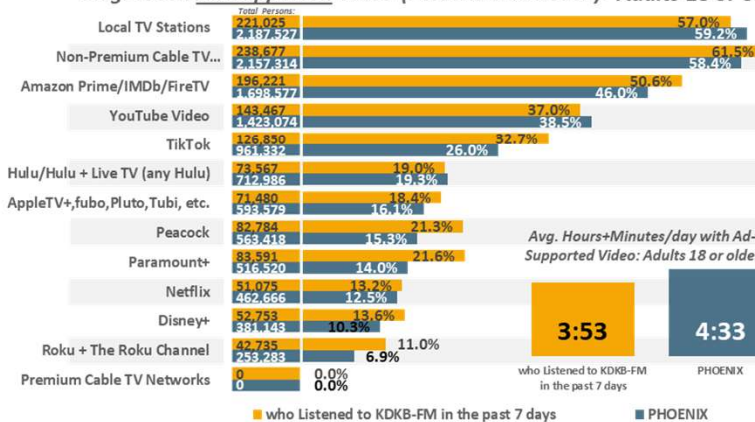
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

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



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

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



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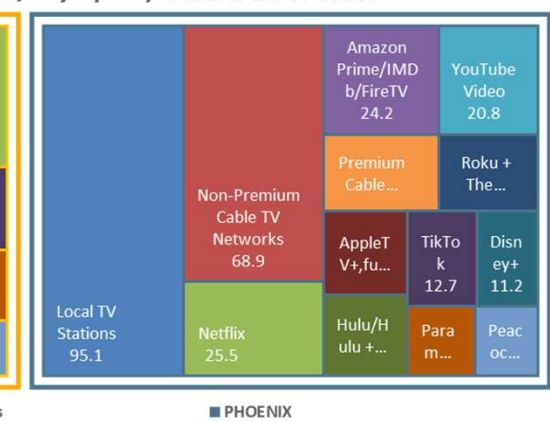
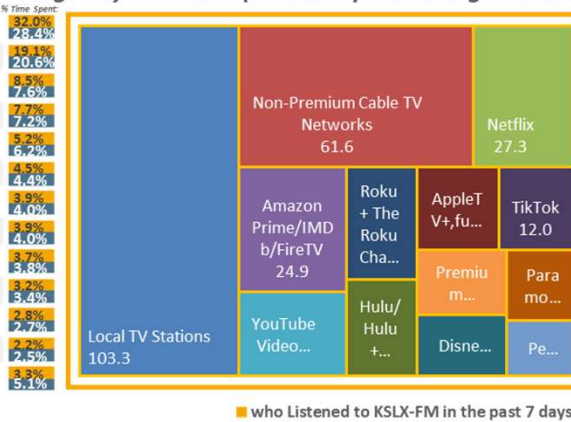
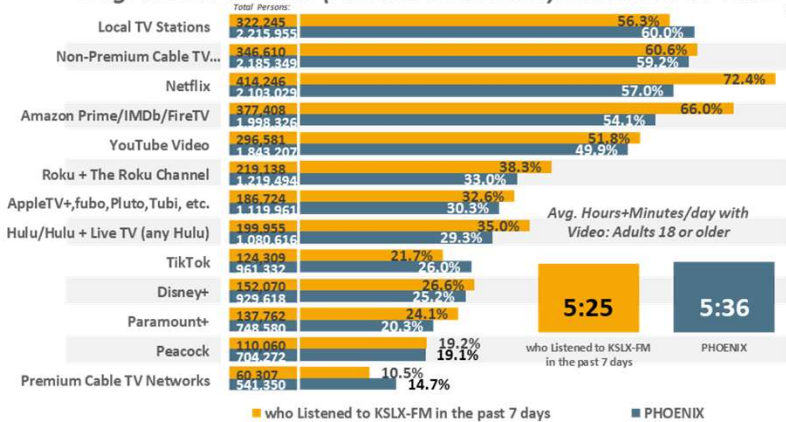
(Radio Stations: KDKB-FM)



318,063 or 55.6% of Adults 18 or older who Listened to KSLX-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 99.4 minutes every day representing 37.8% of all time spent daily with Ad-Supported Video.

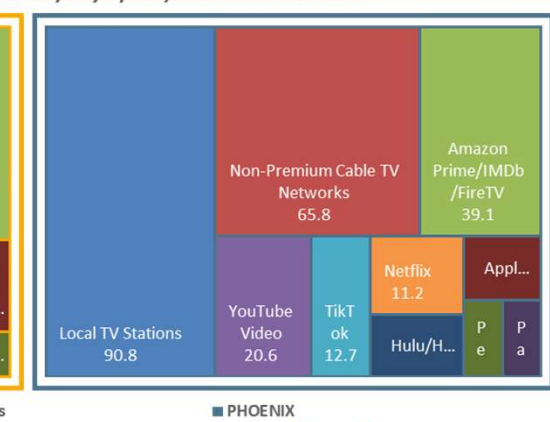
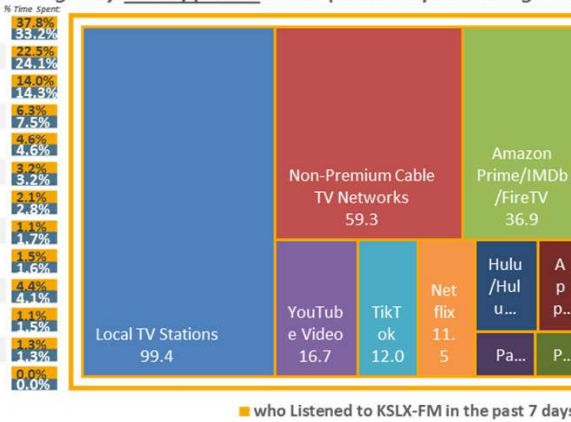
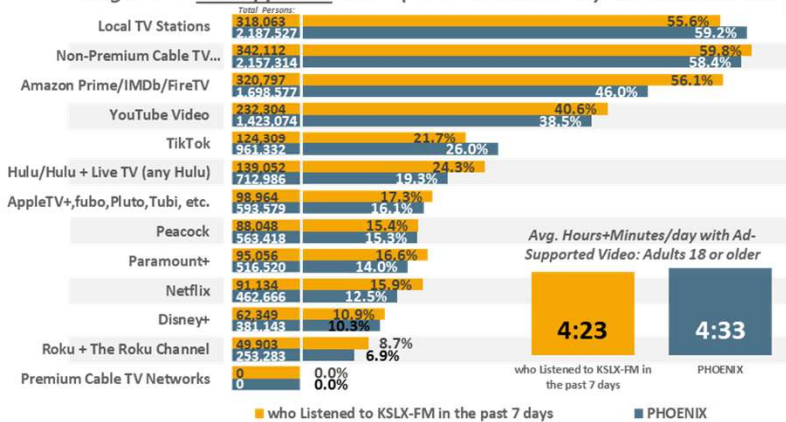
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

**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**



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(Radio Stations: KSLX-FM)

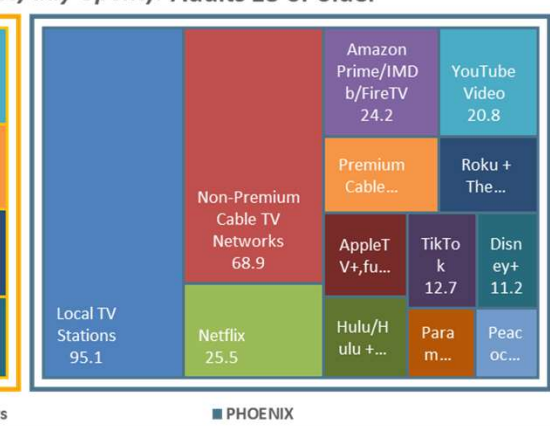
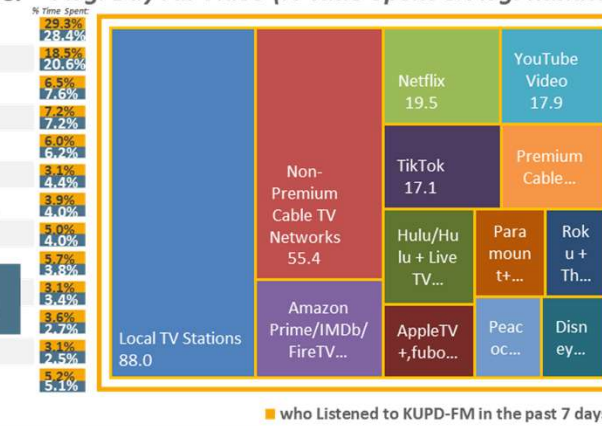
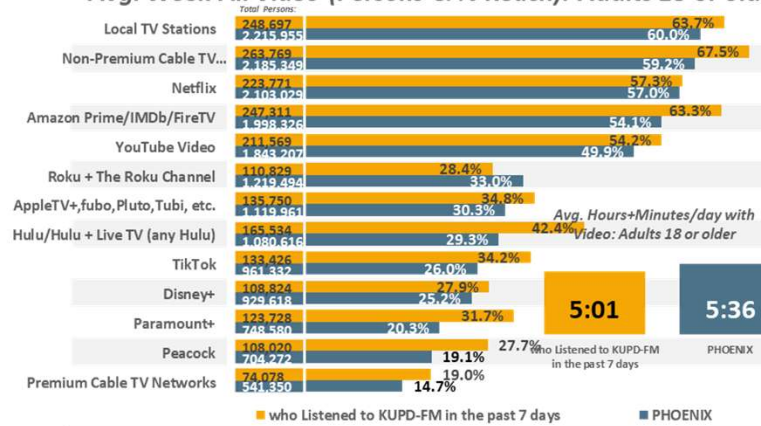




246,204 or 63.% of Adults 18 or older who Listened to KUPD-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 84.8 minutes every day representing 33.9% of all time spent daily with Ad-Supported Video.

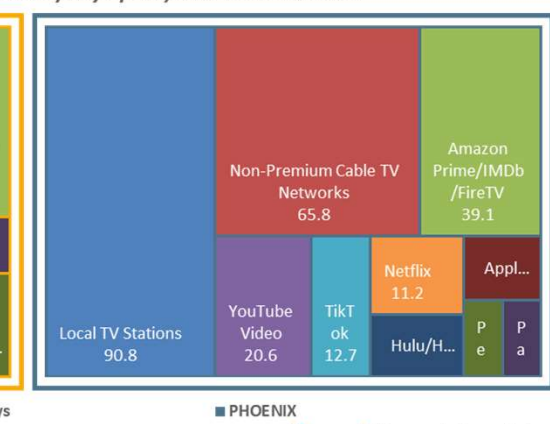
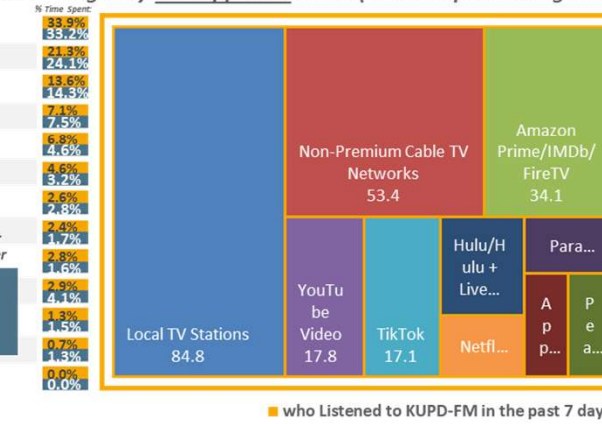
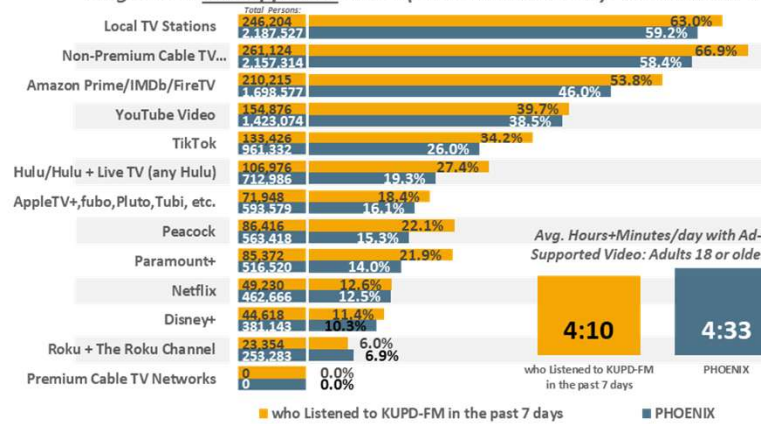
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

**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**



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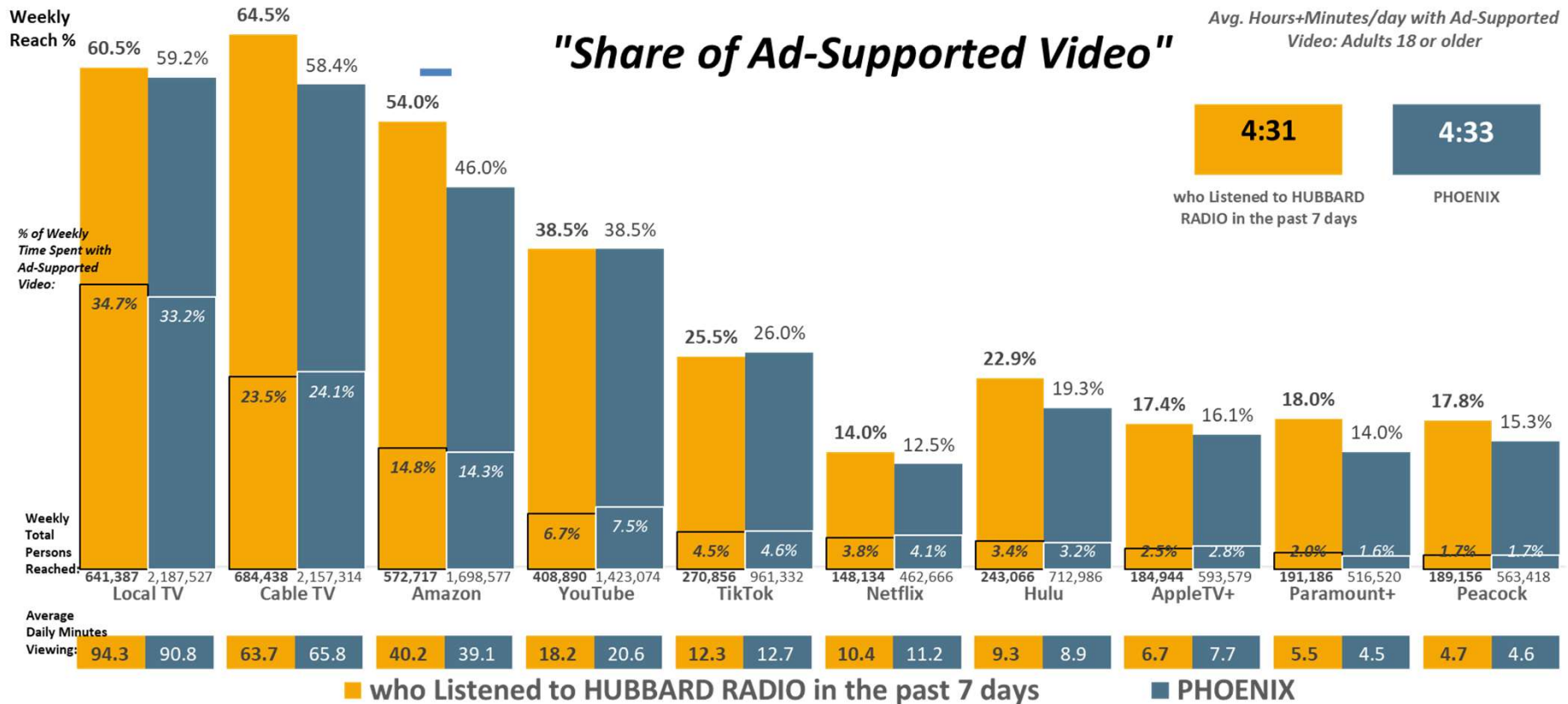
(Radio Stations: KUPD-FM)





641,387 or 60.5% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 94.3 minutes every day representing 34.7% of all time spent daily with Ad-Supported Video.

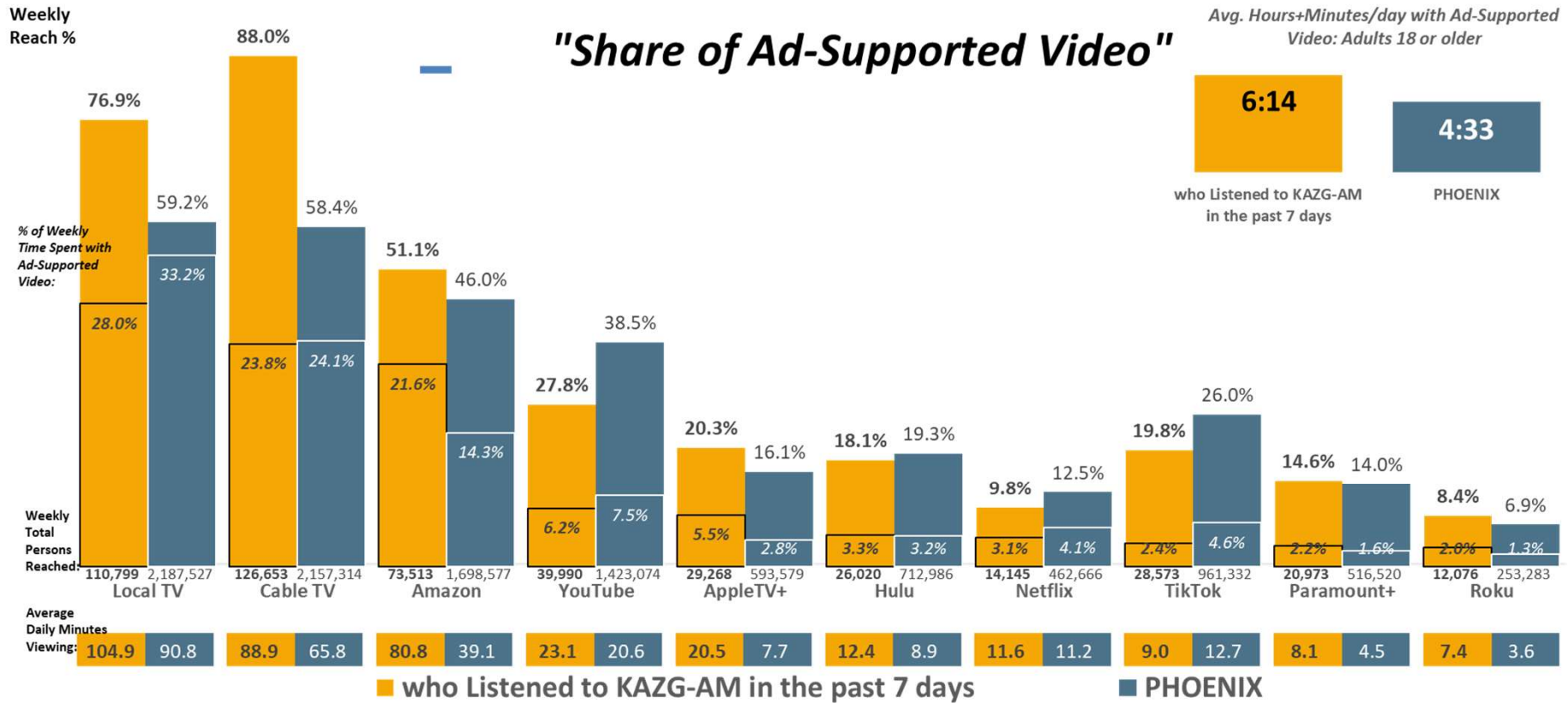
## "Share of Ad-Supported Video"





110,799 or 76.9% of Adults 18 or older who Listened to KAZG-AM in the past 7 days watch Ad-Supported Local TV Stations for an average of 104.9 minutes every day representing 28.% of all time spent daily with Ad-Supported Video.

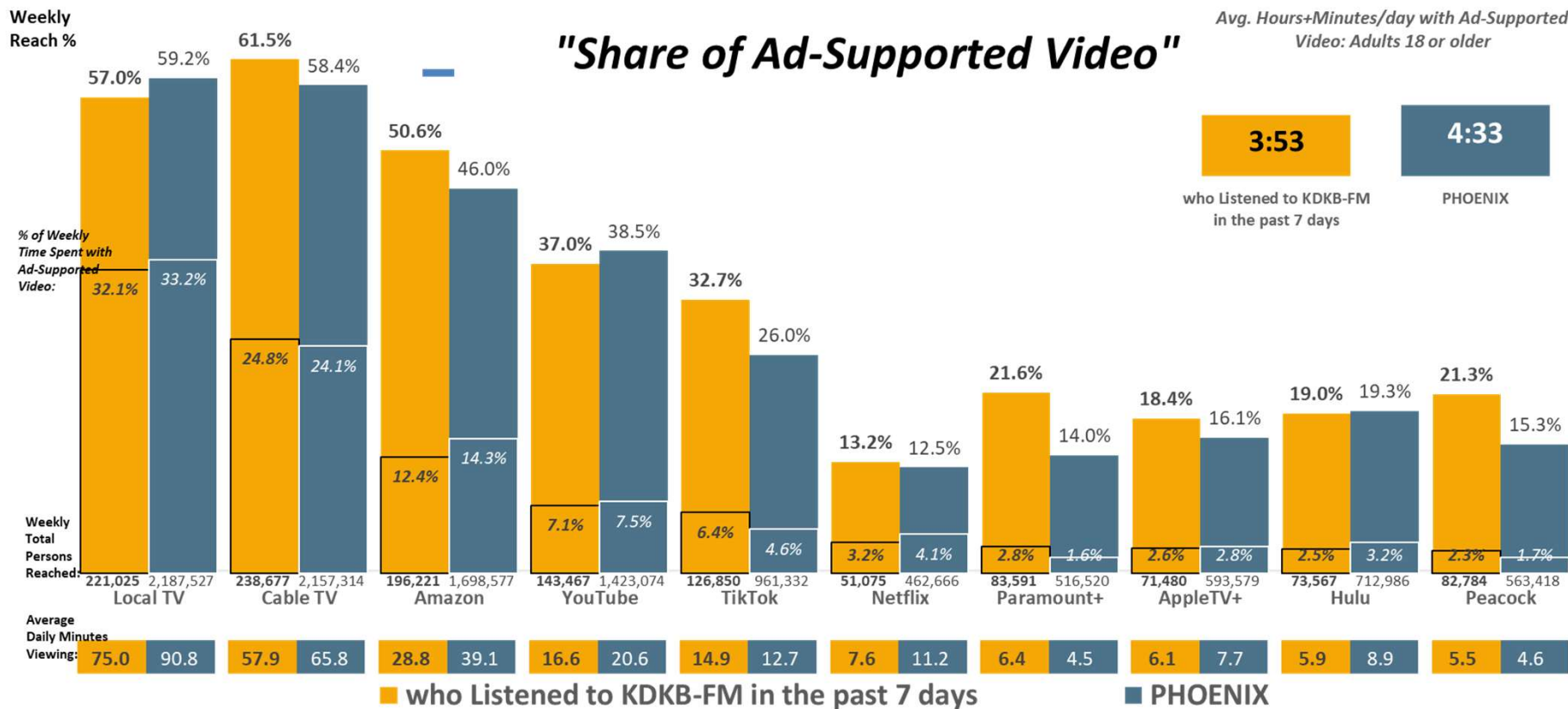
## "Share of Ad-Supported Video"





221,025 or 57.0% 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 75. minutes every day representing 32.1% of all time spent daily with Ad-Supported Video.

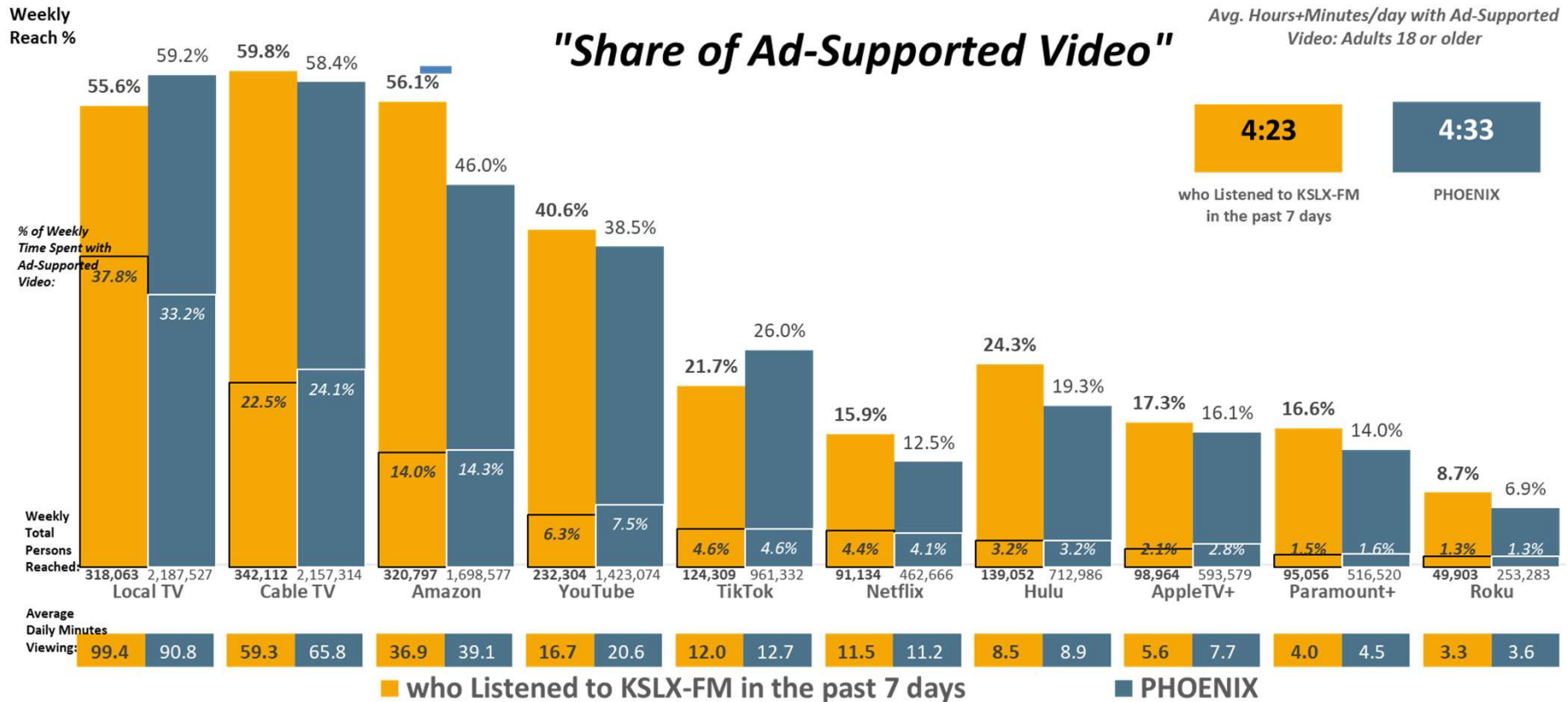
## "Share of Ad-Supported Video"





318,063 or 55.6% of Adults 18 or older who Listened to KSLX-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 99.4 minutes every day representing 37.8% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"





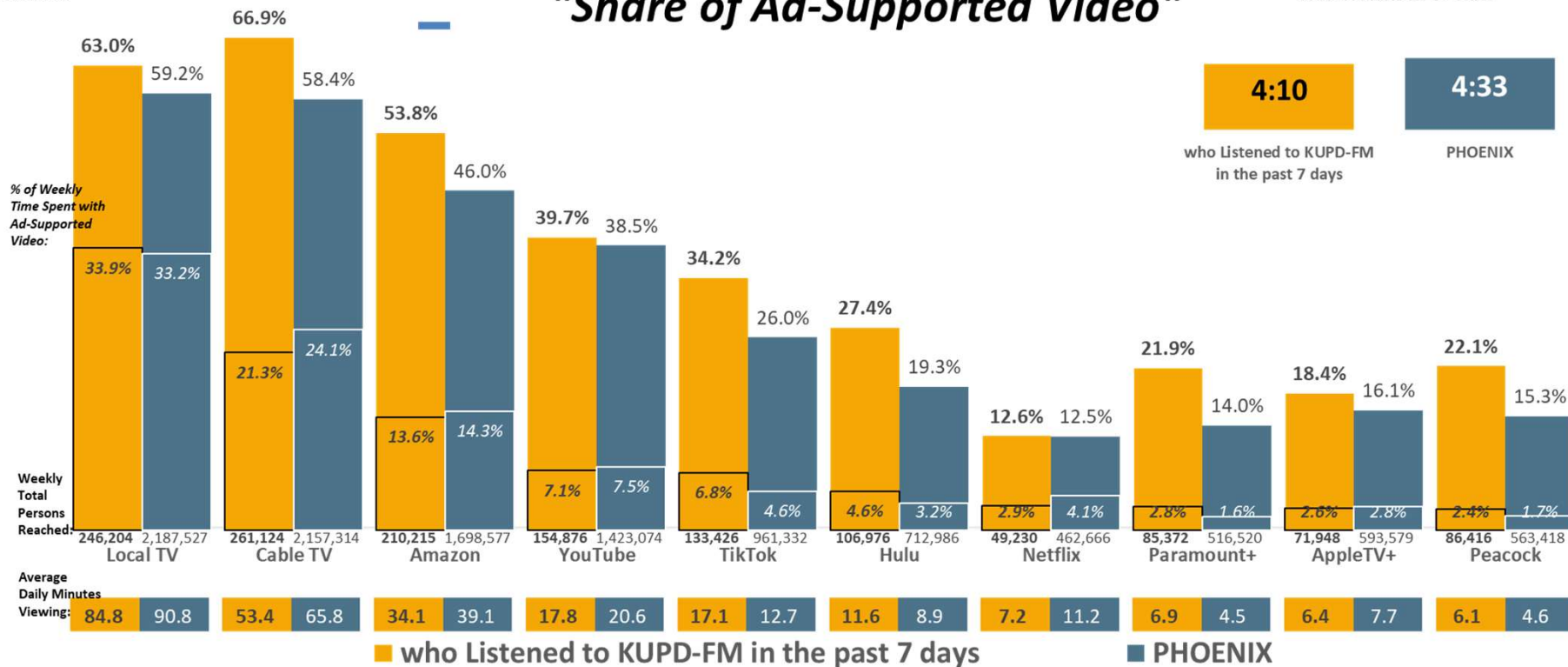


246,204 or 63.0% of Adults 18 or older who Listened to KUPD-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 84.8 minutes every day representing 33.9% of all time spent daily with Ad-Supported Video.

Weekly  
Reach %

## "Share of Ad-Supported Video"

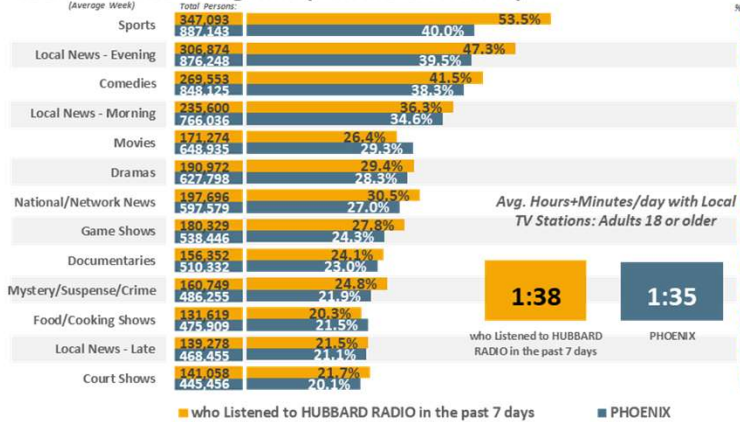
Avg. Hours+Minutes/day with Ad-Supported  
Video: Adults 18 or older



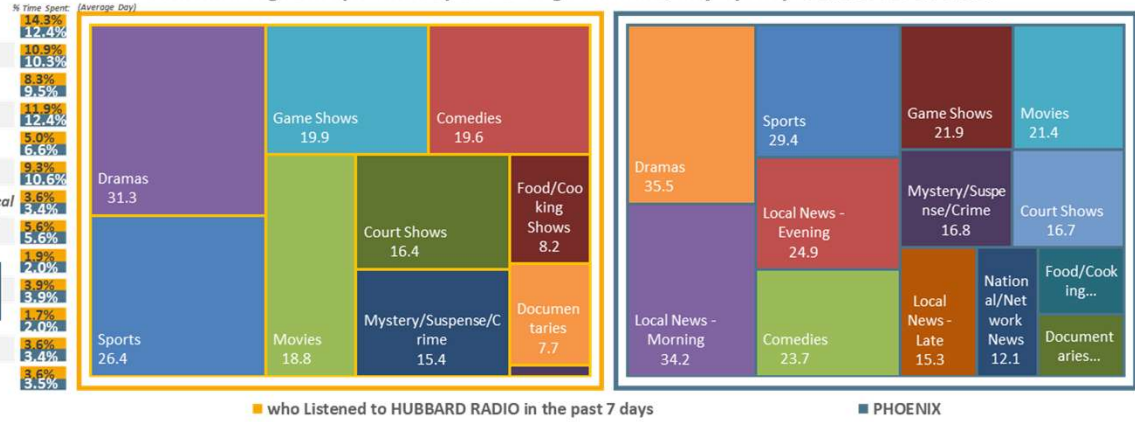


641,387 or 60.5% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Dramas, and Game Shows.

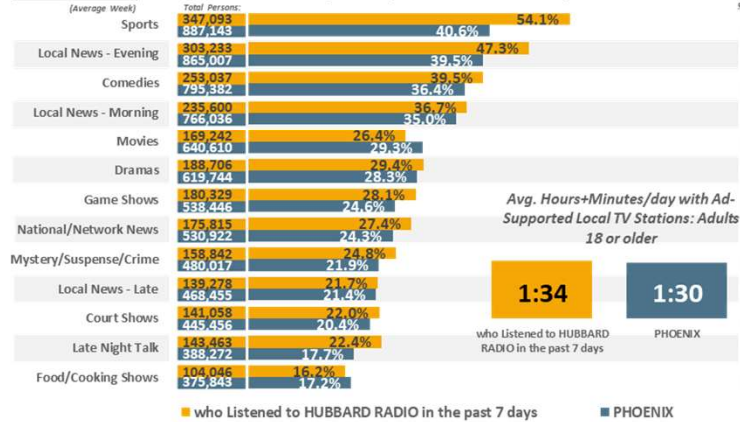
Local TV Station Programs (Persons & % Reach): Adults 18 or older



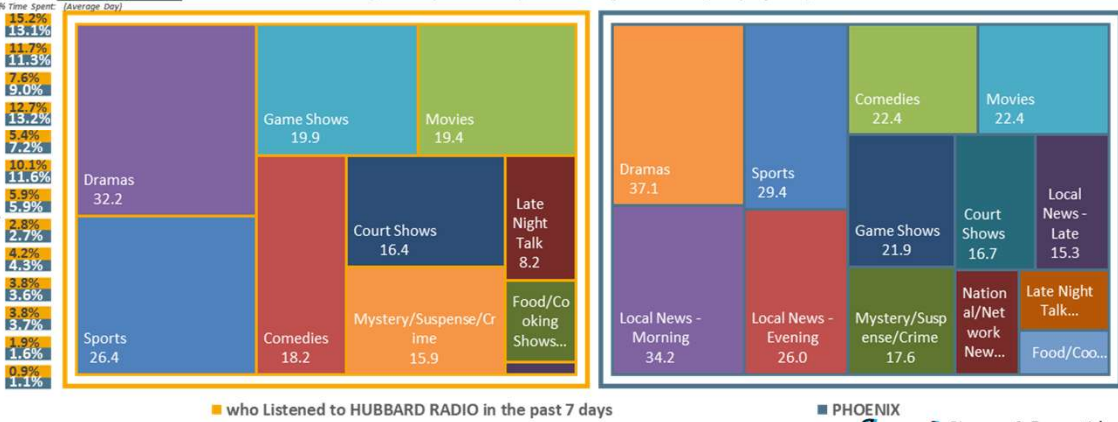
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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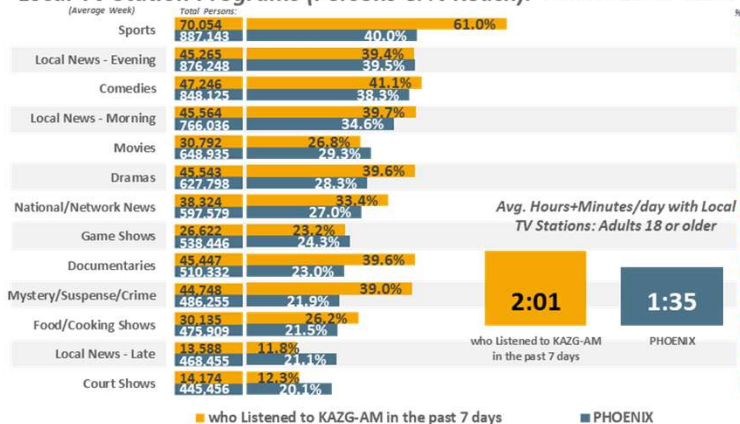
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(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

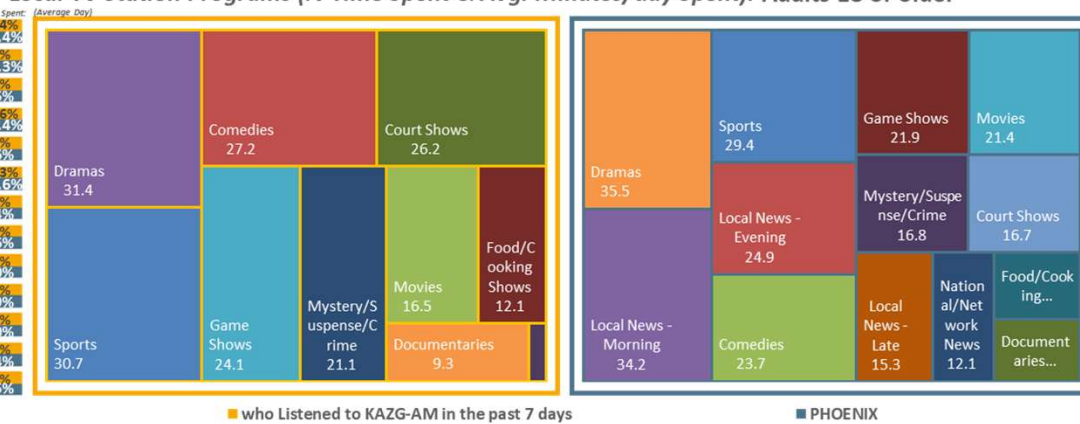


110,799 or 76.9% of Adults 18 or older who Listened to KAZG-AM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Dramas, Local News - Evening, Comedies, and Mystery/Suspense/Crime.

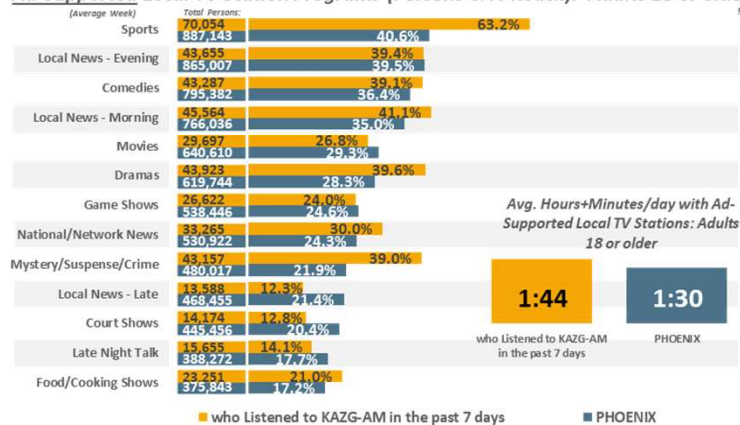
Local TV Station Programs (Persons & % Reach): Adults 18 or older



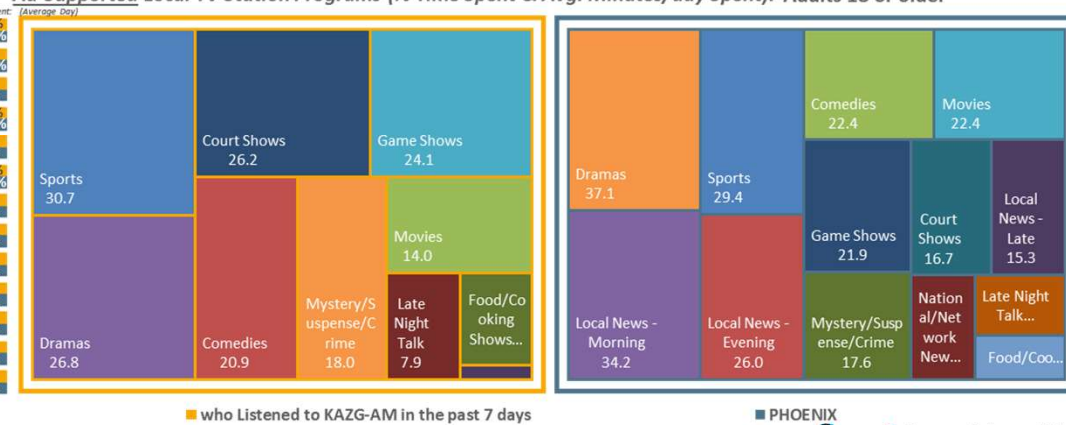
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

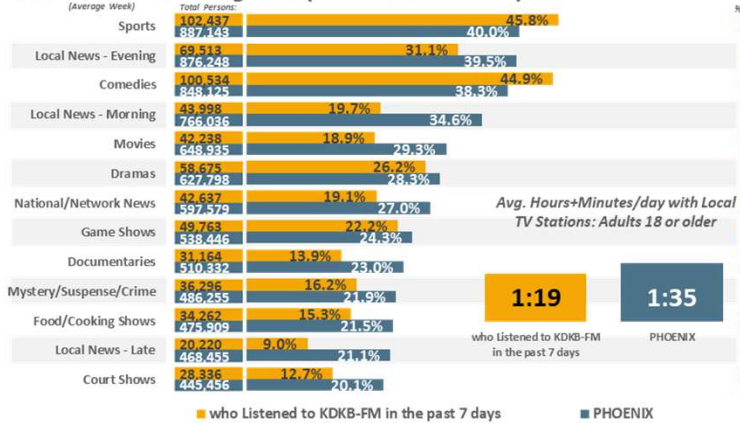




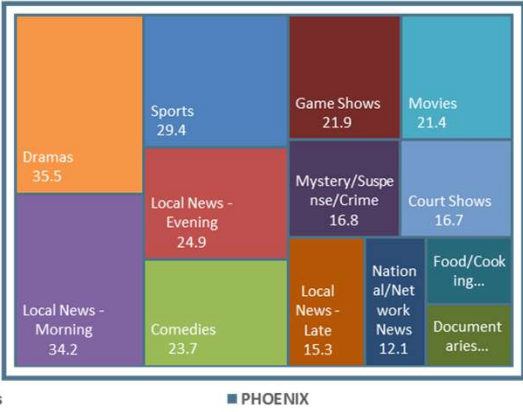
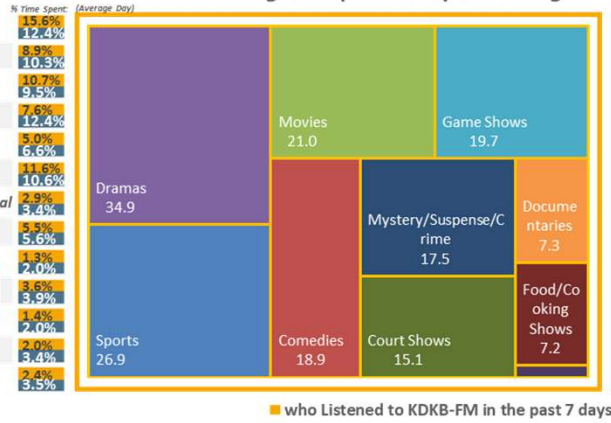


221,025 or 57.% of Adults 18 or older who Listened to KDKB-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Dramas, Game Shows, and Daytime Talk Shows.

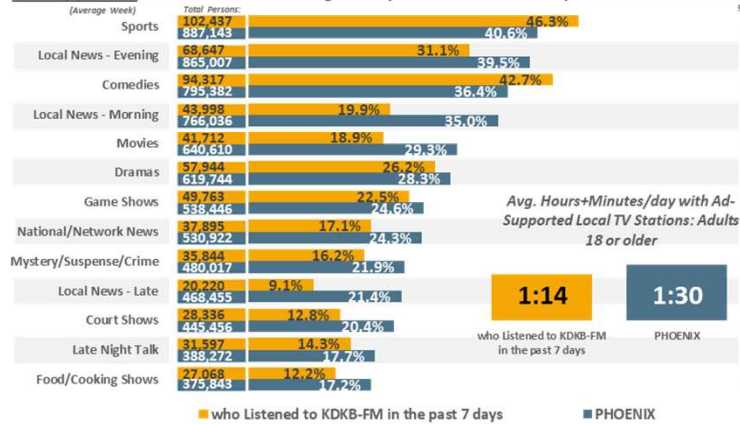
### Local TV Station Programs (Persons & % Reach): Adults 18 or older



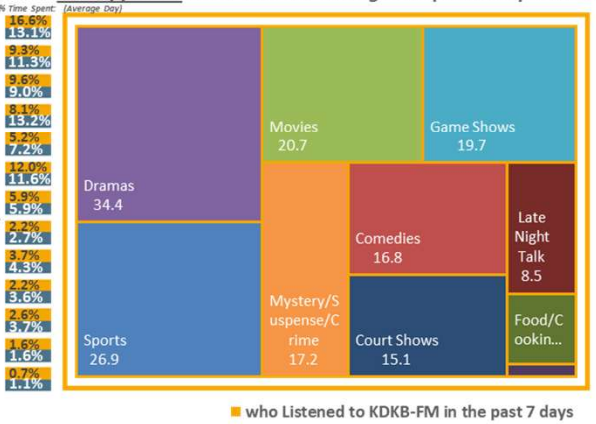
### Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

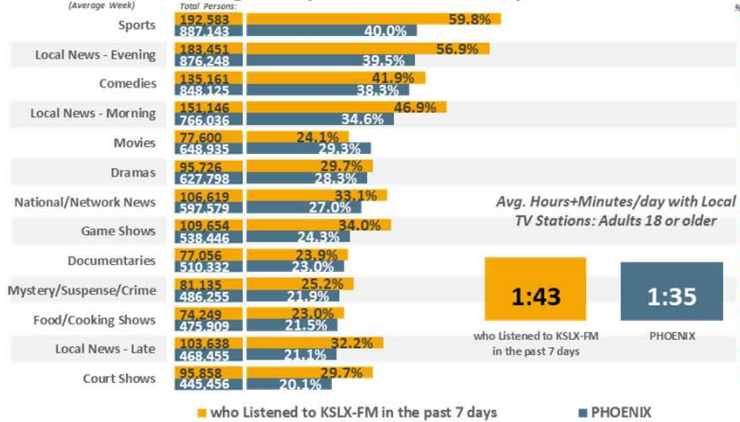




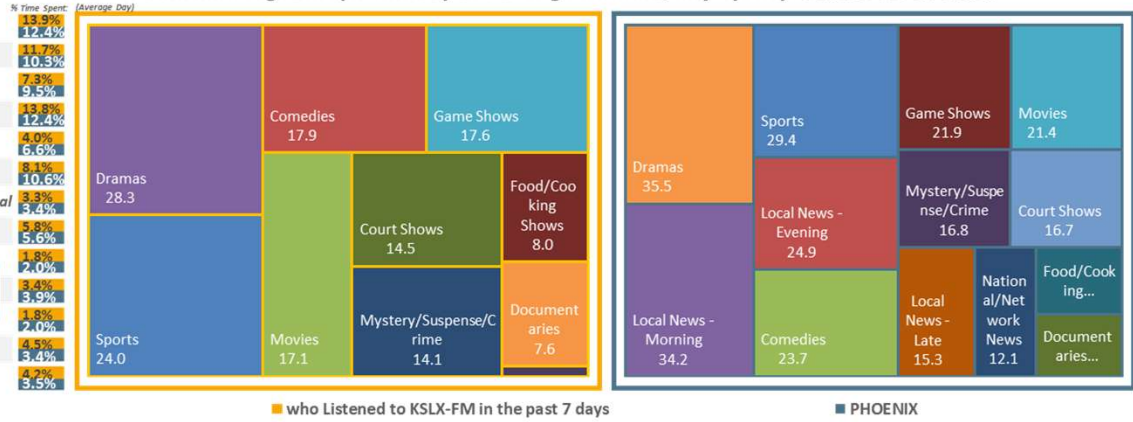


318,063 or 55.6% of Adults 18 or older who Listened to KSLX-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and Local News - Late.

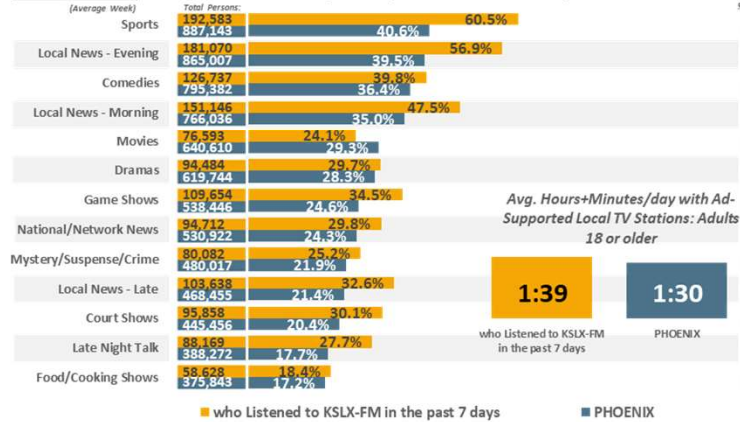
**Local TV Station Programs (Persons & % Reach): Adults 18 or older**



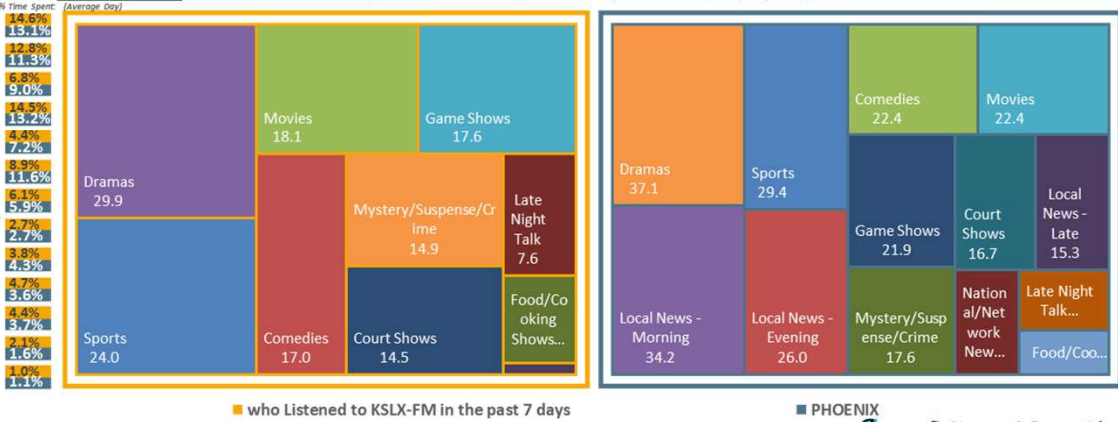
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



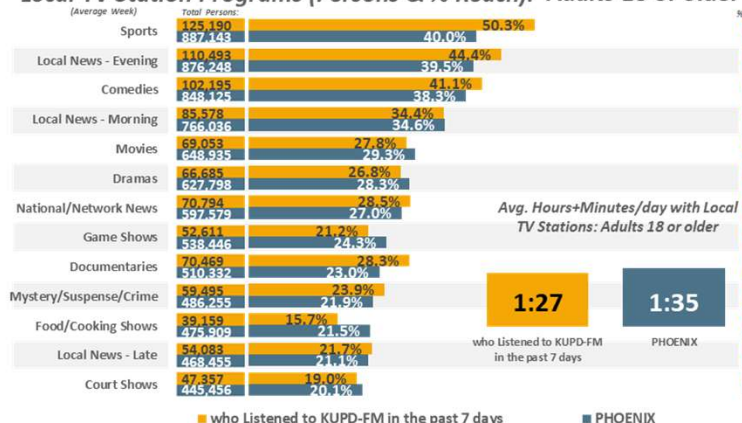
**Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



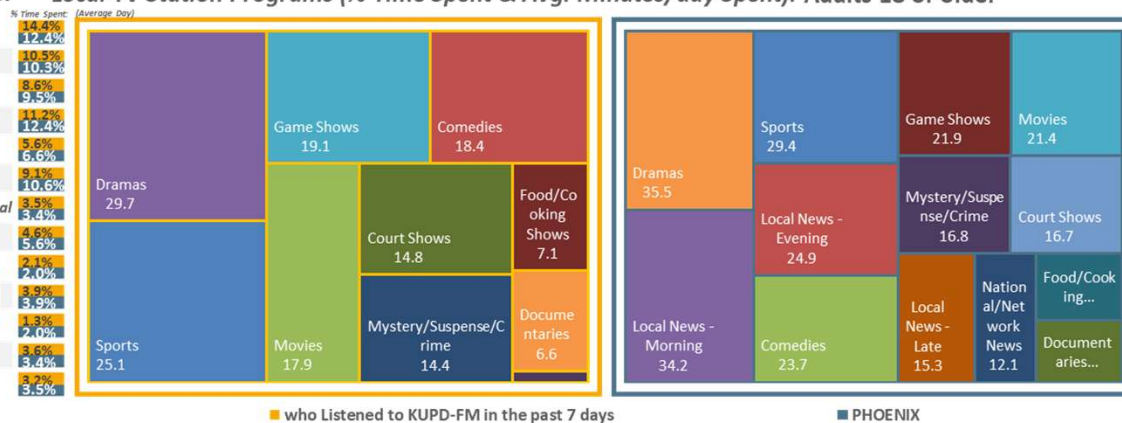


246,204 or 63.% of Adults 18 or older who Listened to KUPD-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Dramas.

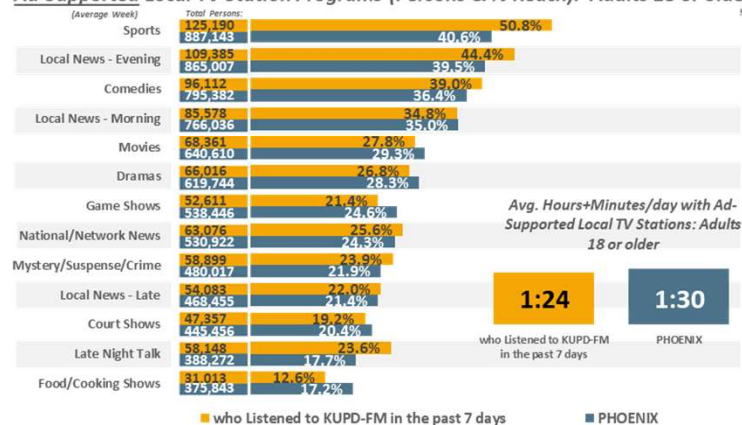
### Local TV Station Programs (Persons & % Reach): Adults 18 or older



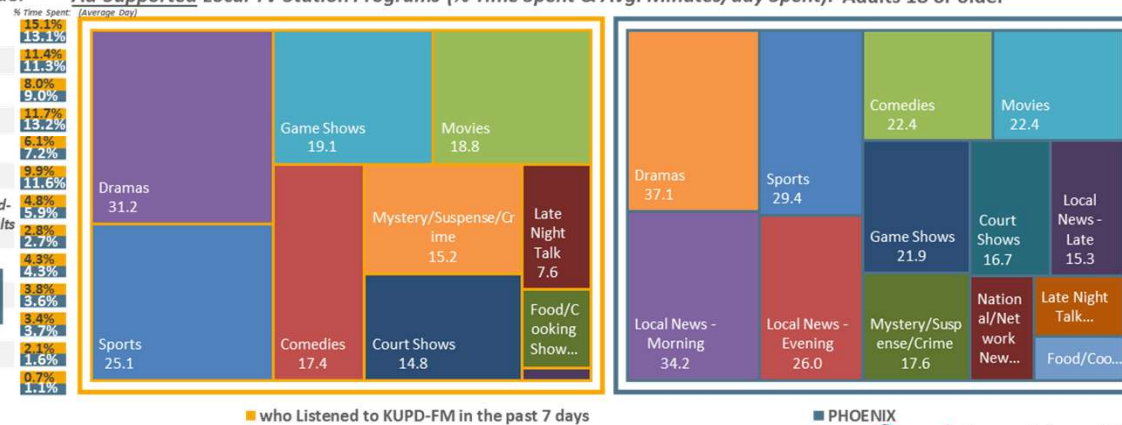
### Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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

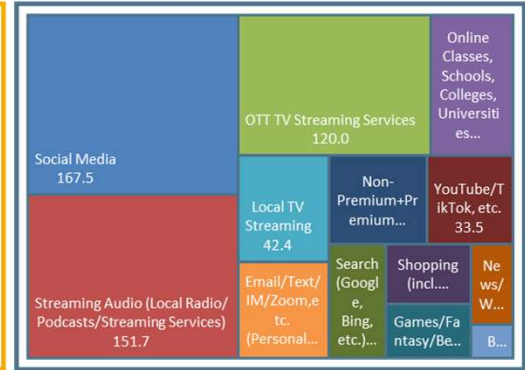
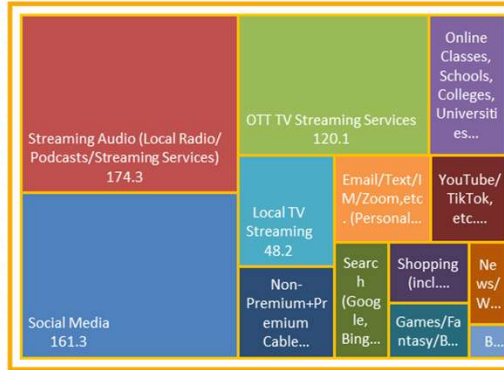
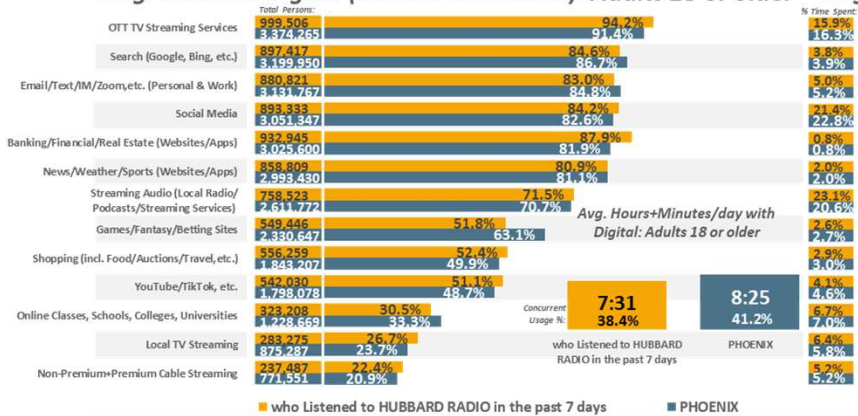




794,035 or 74.8% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days use Ad-Supported Social Media for an average of 143.4 minutes every day representing 26.5% of all time spent daily with Ad-Supported Digital Media.

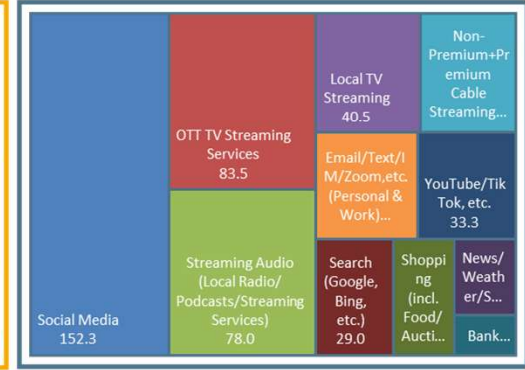
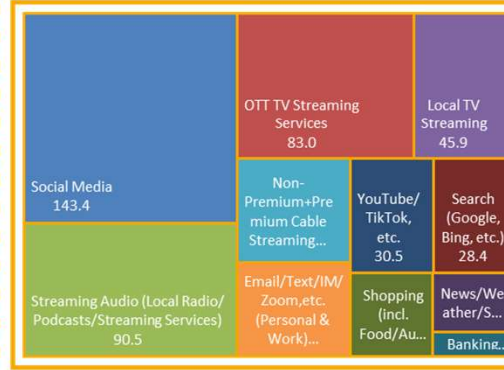
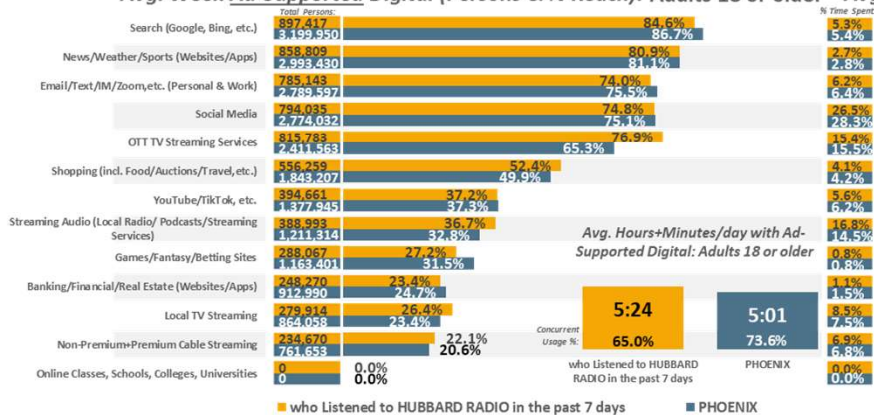
**Avg. Week All Digital (Persons & % Reach): Adults 18 or older**

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



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

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



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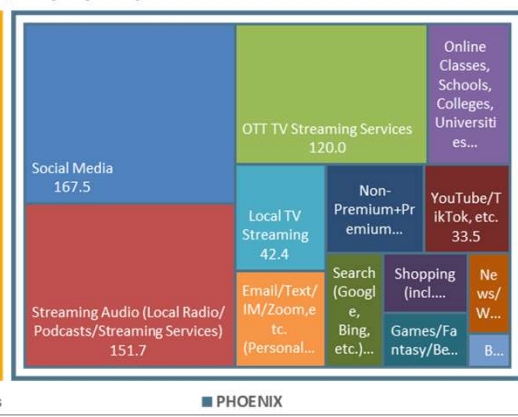
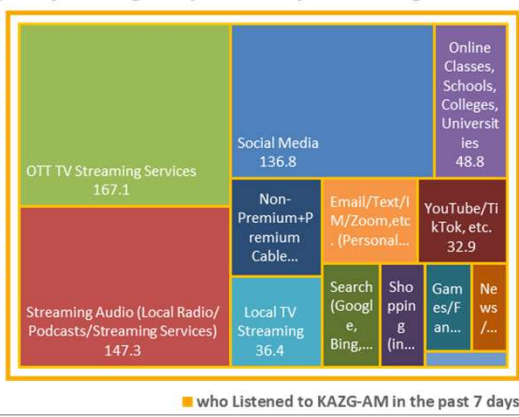
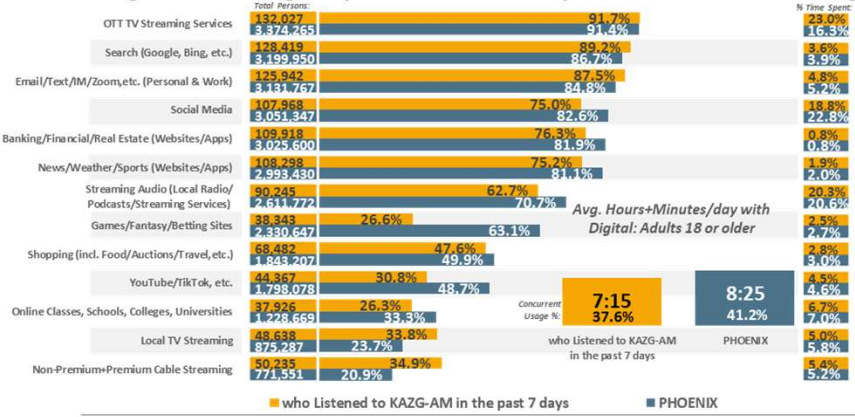
(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSXL-FM OR Radio Stations: KUPD-FM)



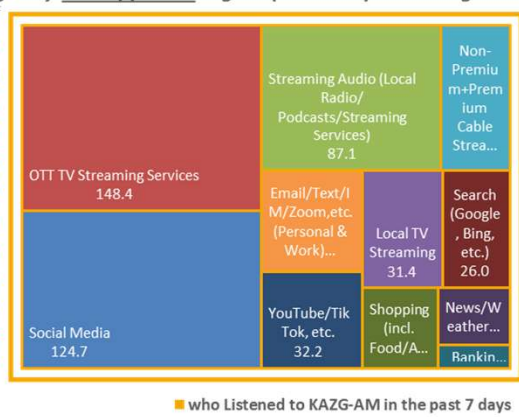
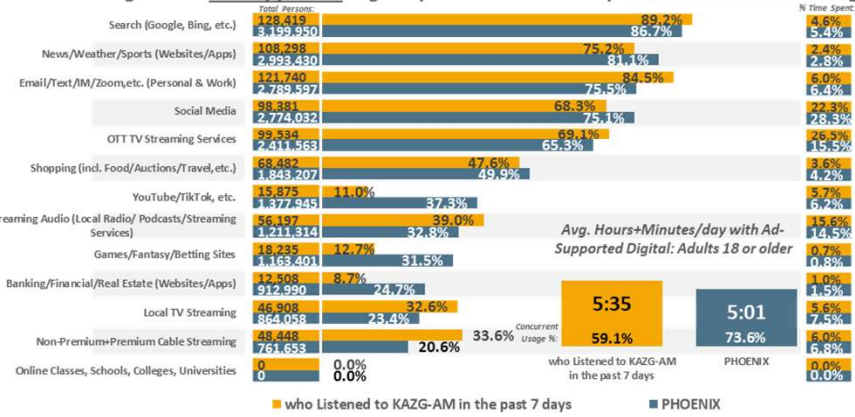


98,381 or 68.3% of Adults 18 or older who Listened to KAZG-AM in the past 7 days use Ad-Supported Social Media for an average of 124.7 minutes every day representing 22.3% of all time spent daily with Ad-Supported Digital Media.

**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**



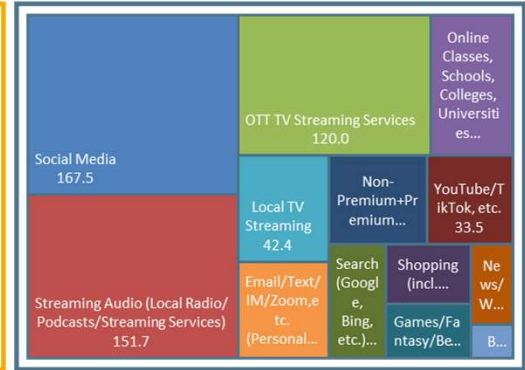
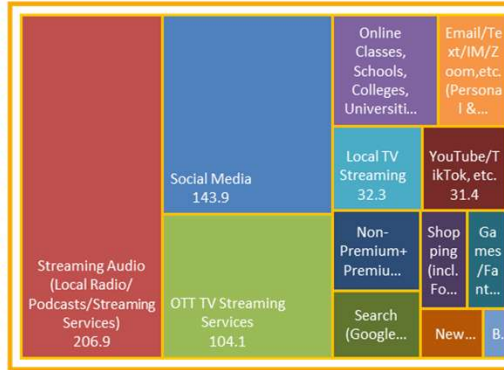
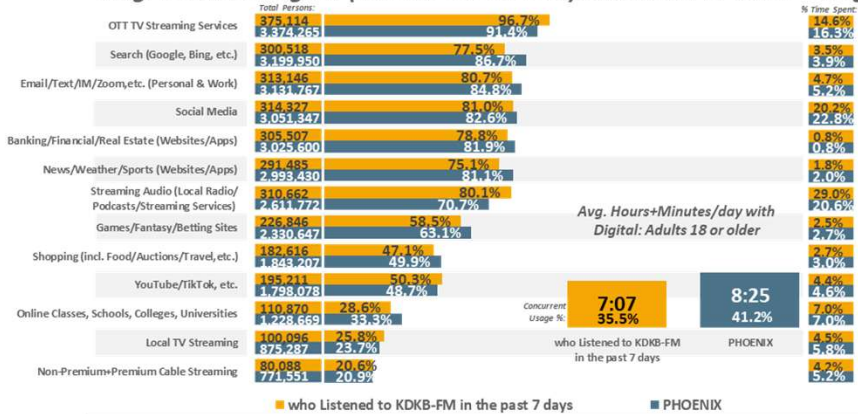




282,061 or 72.7% of Adults 18 or older who Listened to KDKB-FM in the past 7 days use Ad-Supported Social Media for an average of 129.2 minutes every day representing 26.5% of all time spent daily with Ad-Supported Digital Media.

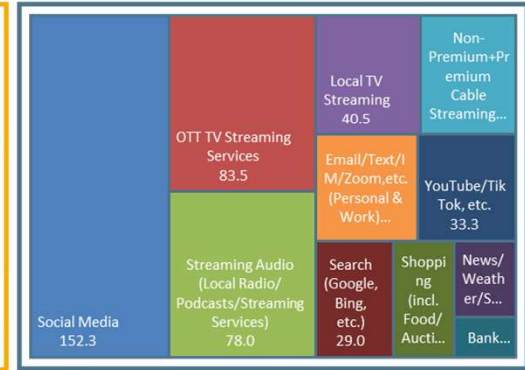
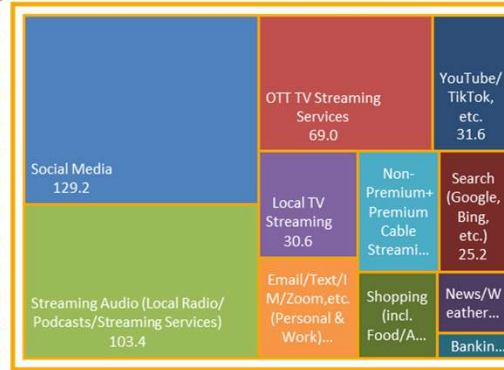
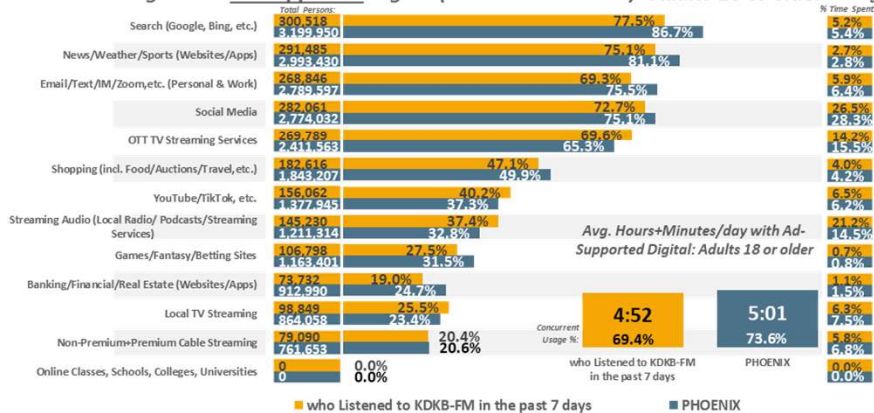
**Avg. Week All Digital (Persons & % Reach): Adults 18 or older**

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



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

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

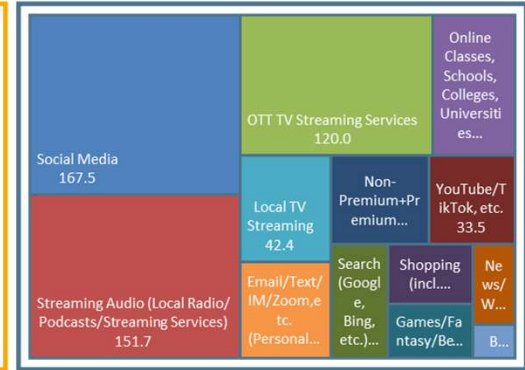
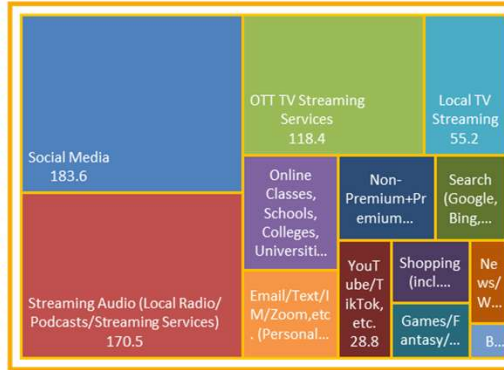
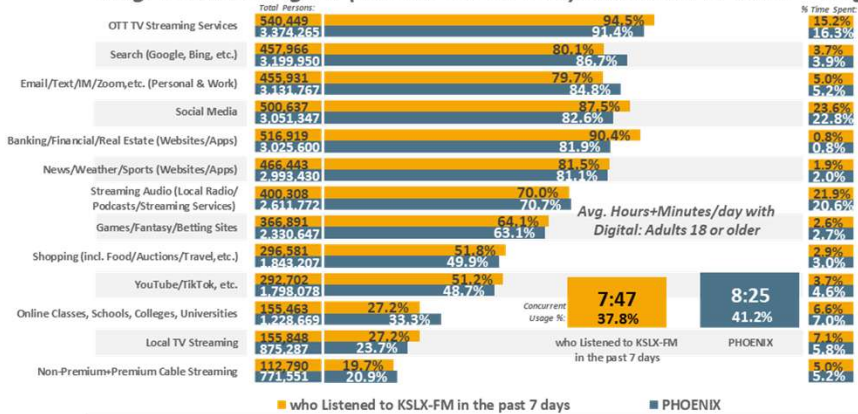




428,942 or 75.% of Adults 18 or older who Listened to KSLX-FM in the past 7 days use Ad-Supported Social Media for an average of 157.3 minutes every day representing 28.6% of all time spent daily with Ad-Supported Digital Media.

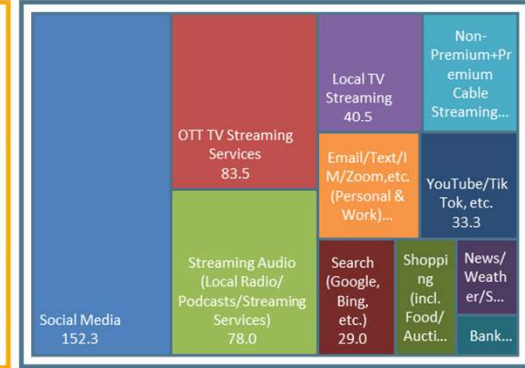
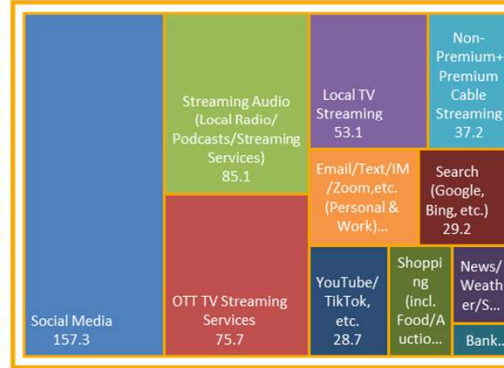
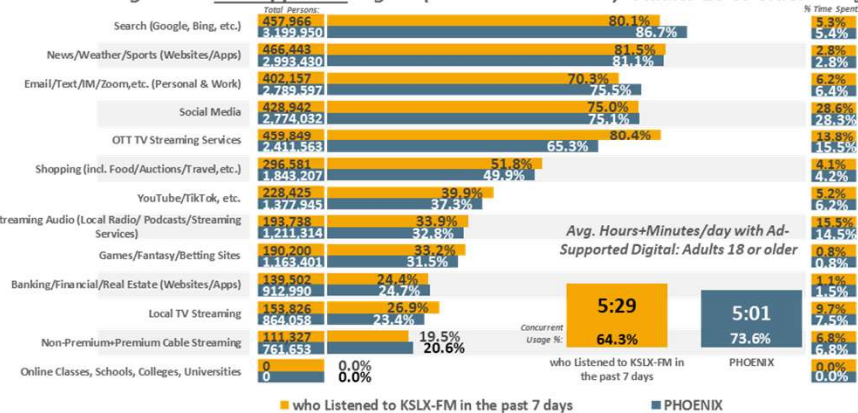
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



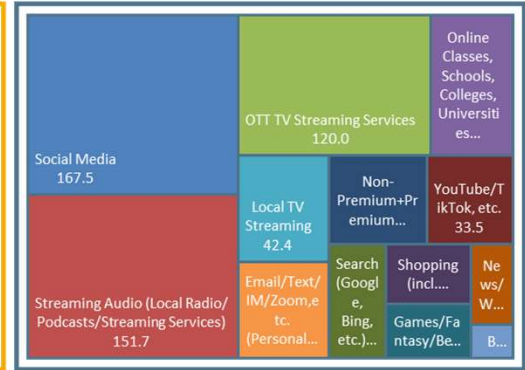
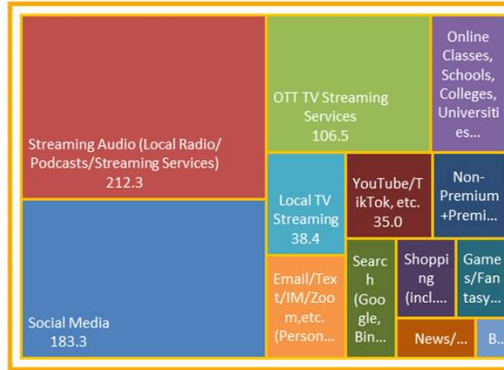
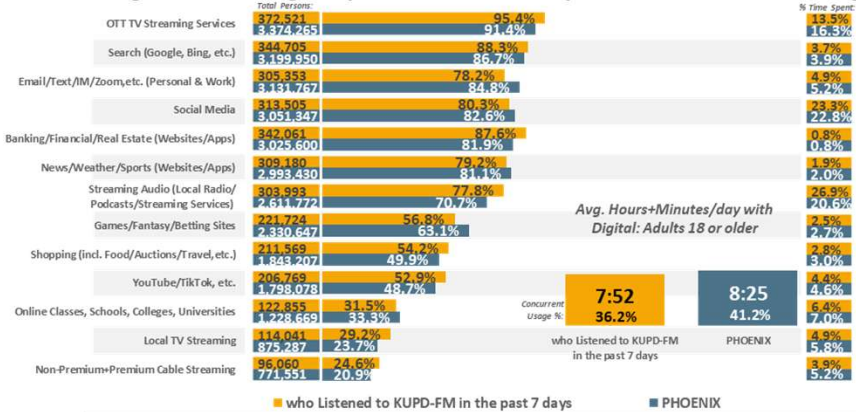




266,893 or 68.3% of Adults 18 or older who Listened to KUPD-FM in the past 7 days use Ad-Supported Social Media for an average of 156.1 minutes every day representing 27.9% of all time spent daily with Ad-Supported Digital Media.

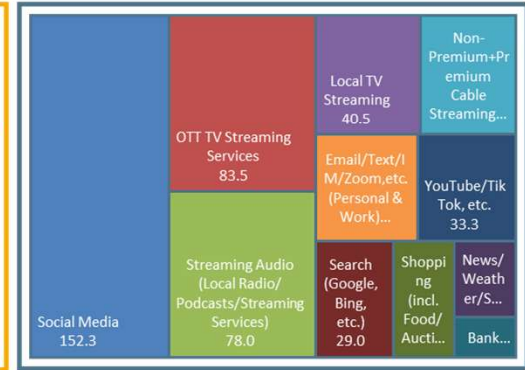
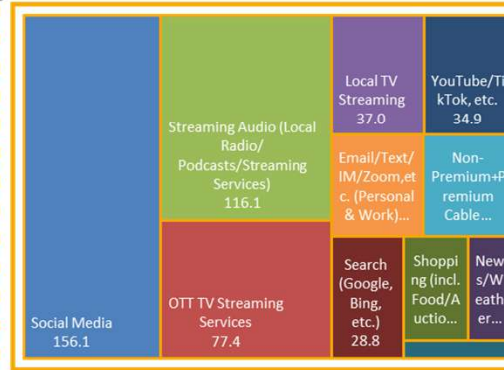
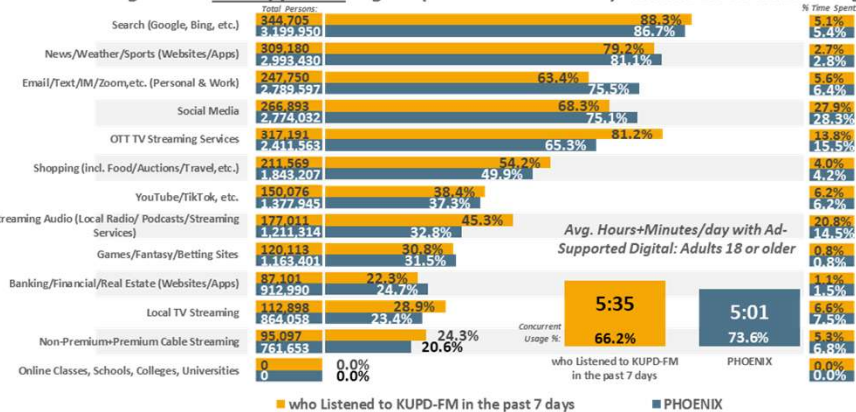
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

### 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

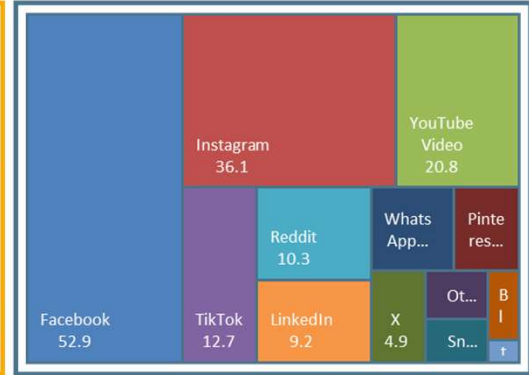
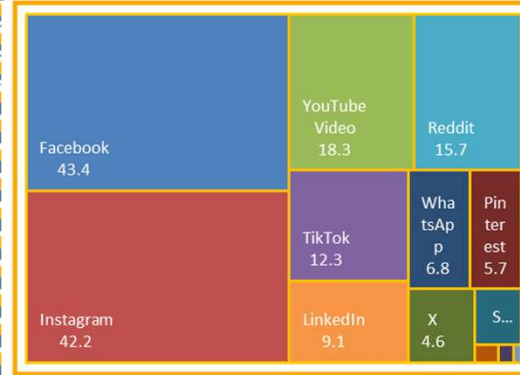
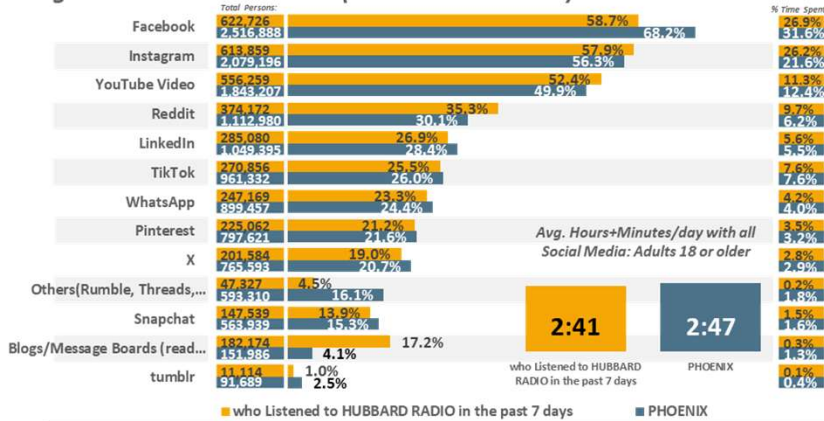




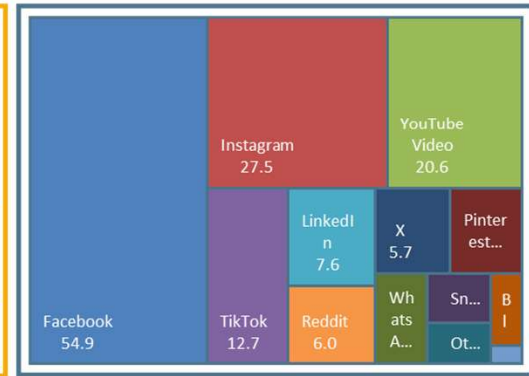
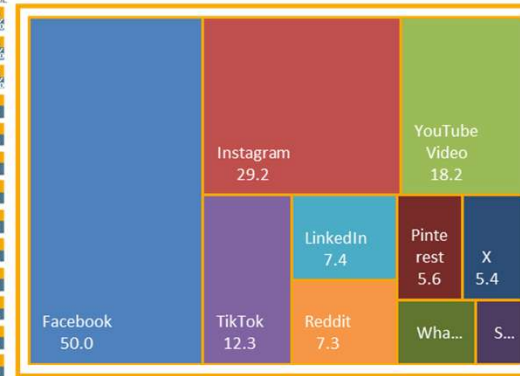
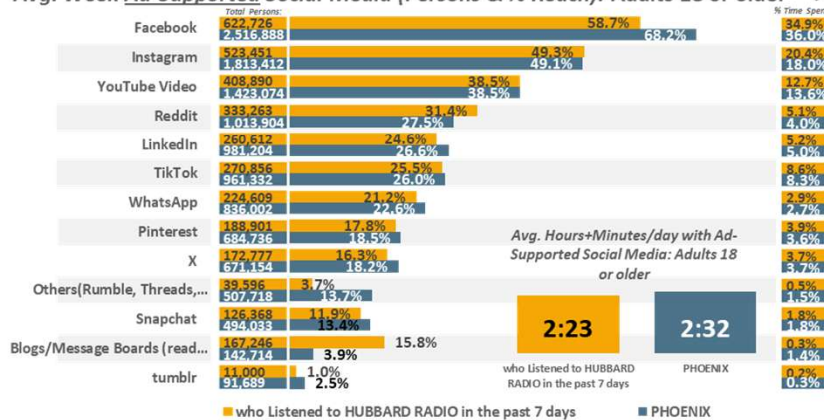


622,726 or 58.7% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days use Ad-Supported Facebook for an average of 50. minutes every day representing 34.9% of all time spent daily with Ad-Supported Social Media.

**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**



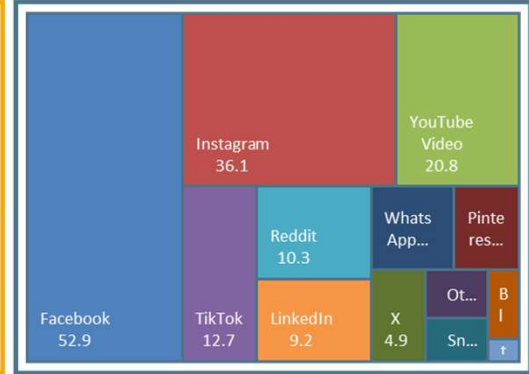
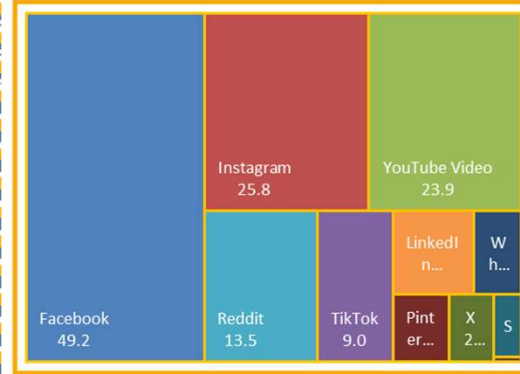
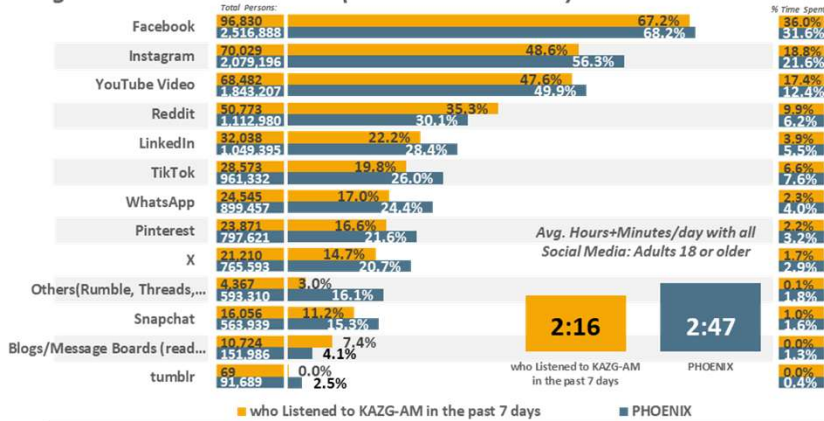
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



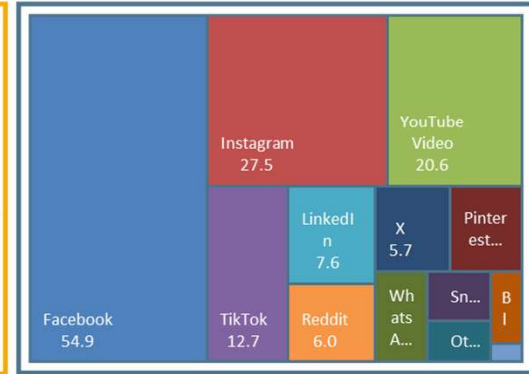
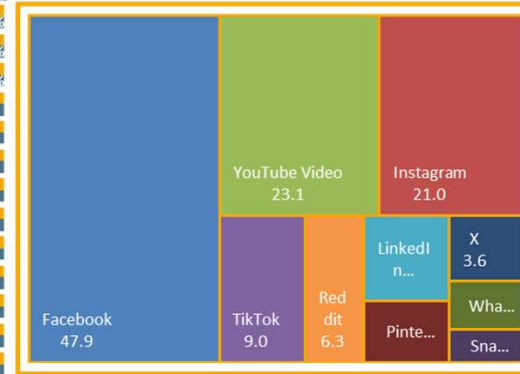


96,830 or 67.2% of Adults 18 or older who Listened to KAZG-AM in the past 7 days use Ad-Supported Facebook for an average of 47.9 minutes every day representing 38.4% of all time spent daily with Ad-Supported Social Media.

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



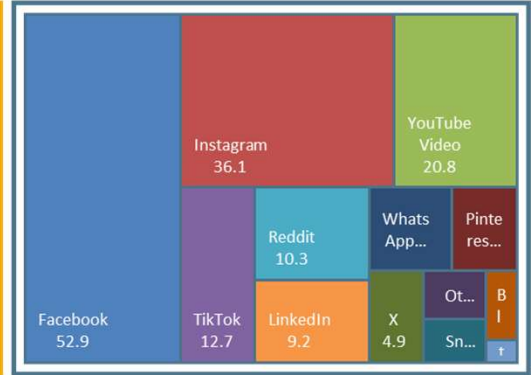
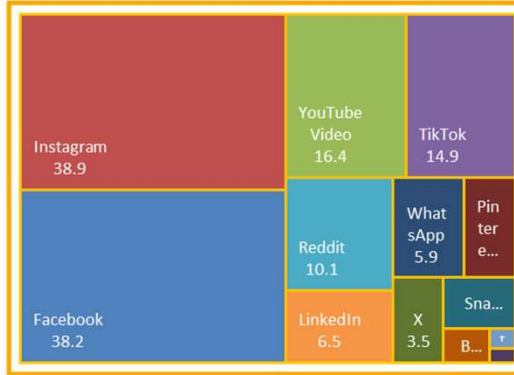
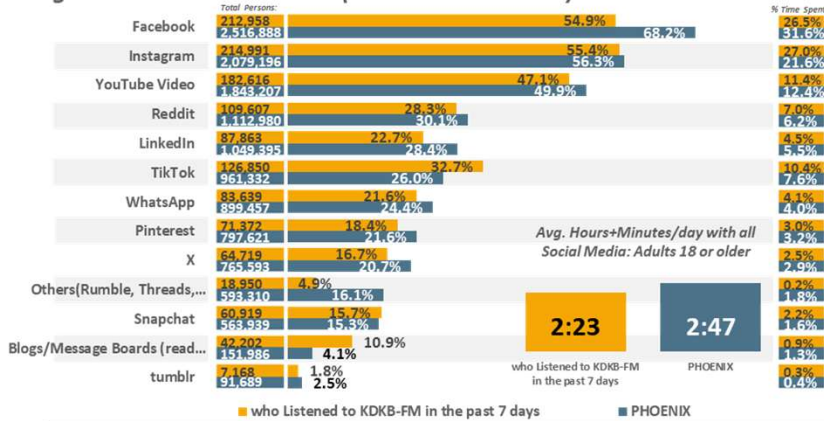
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



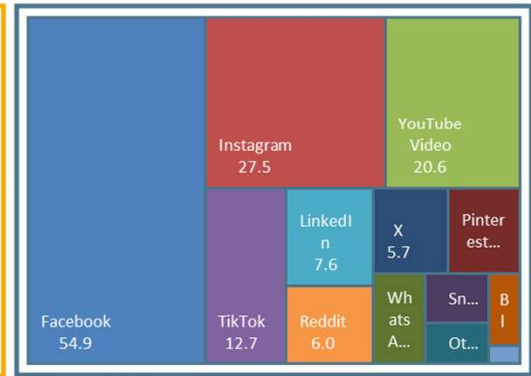
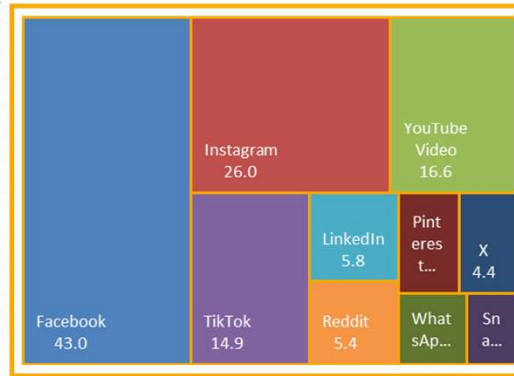
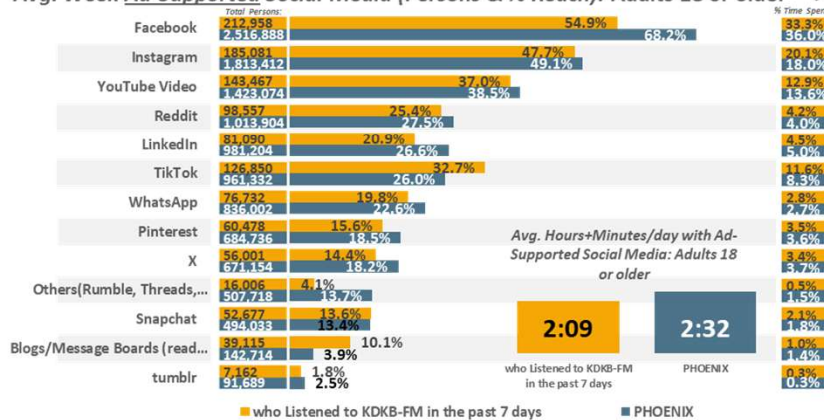


212,958 or 54.9% of Adults 18 or older who Listened to KDKB-FM in the past 7 days use Ad-Supported Facebook for an average of 43. minutes every day representing 33.3% of all time spent daily with Ad-Supported Social Media.

**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**

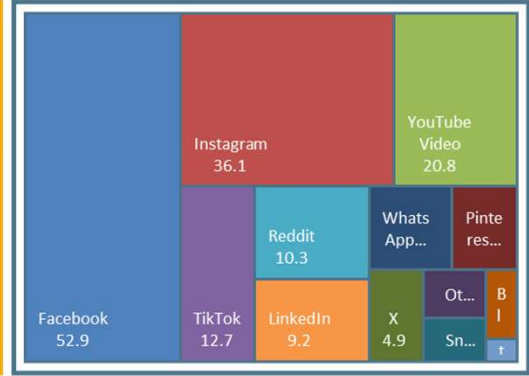
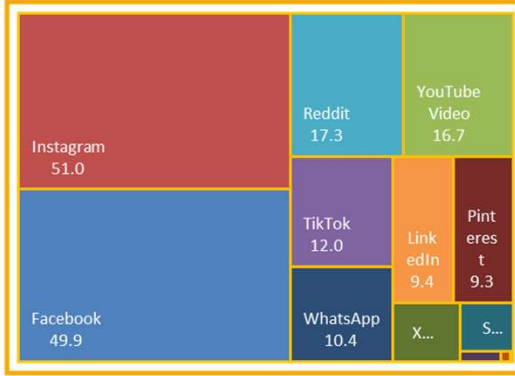
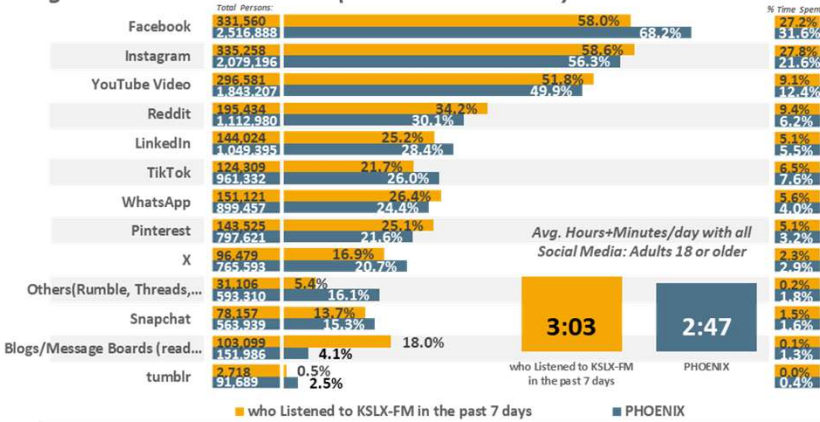




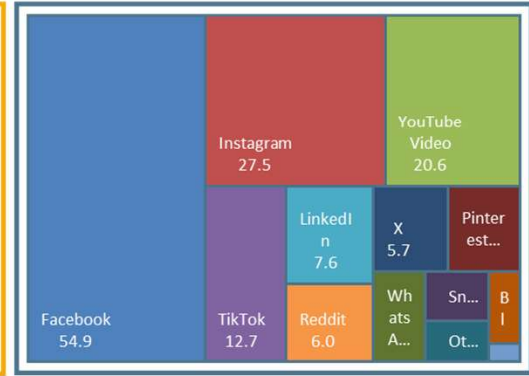
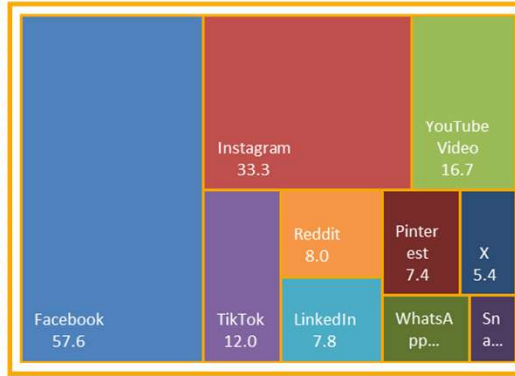
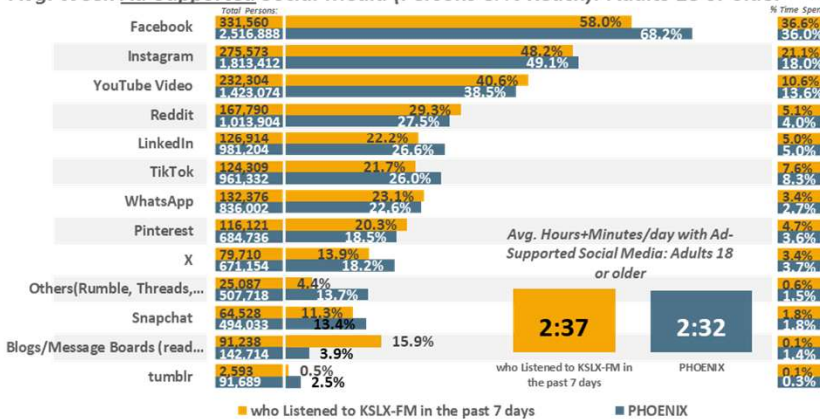


331,560 or 58.% of Adults 18 or older who Listened to KSLX-FM in the past 7 days use Ad-Supported Facebook for an average of 57.6 minutes every day representing 36.6% of all time spent daily with Ad-Supported Social Media.

**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**



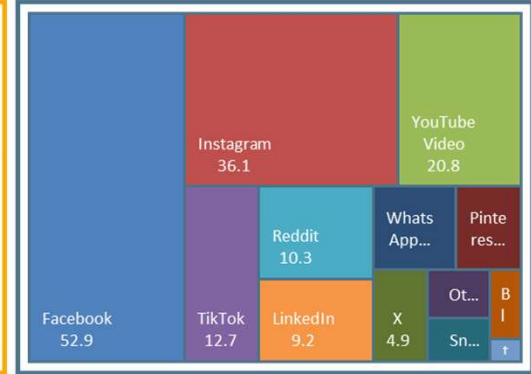
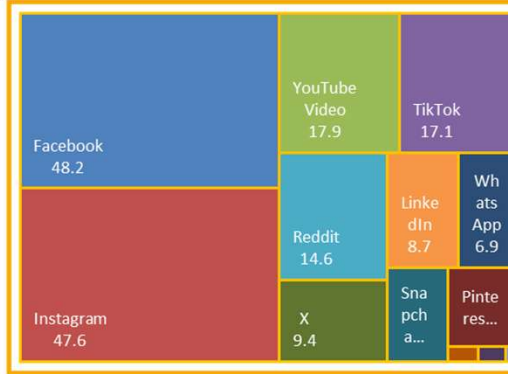
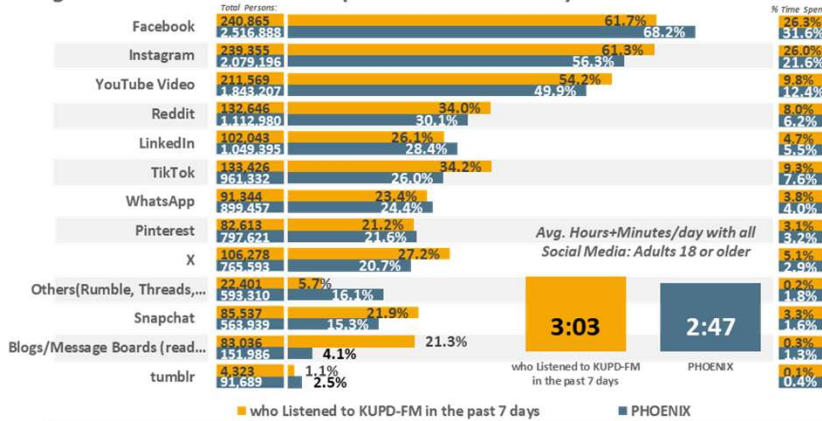
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



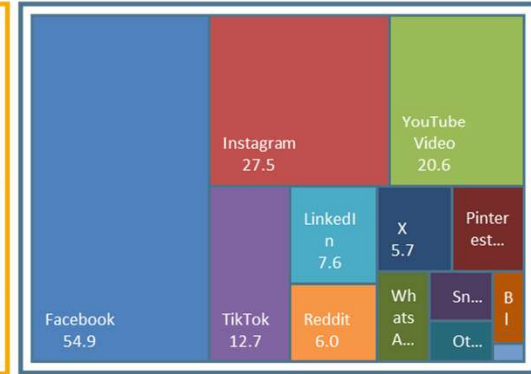
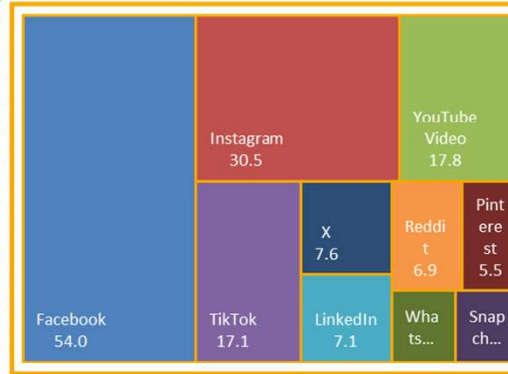
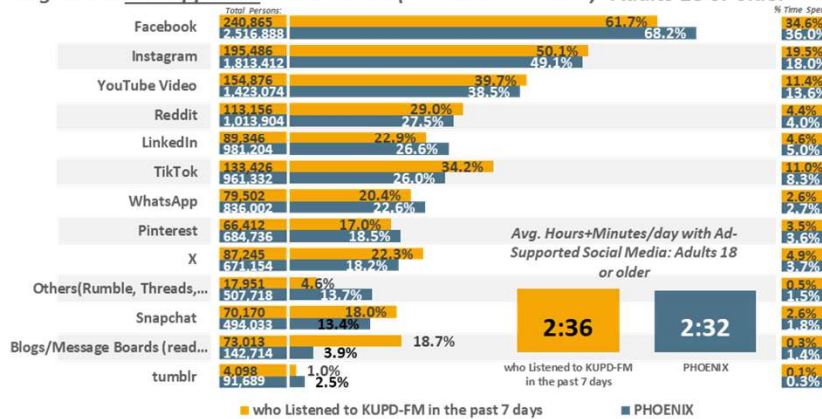


240,865 or 61.7% of Adults 18 or older who Listened to KUPD-FM in the past 7 days use Ad-Supported Facebook for an average of 54. minutes every day representing 34.6% of all time spent daily with Ad-Supported Social Media.

**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**

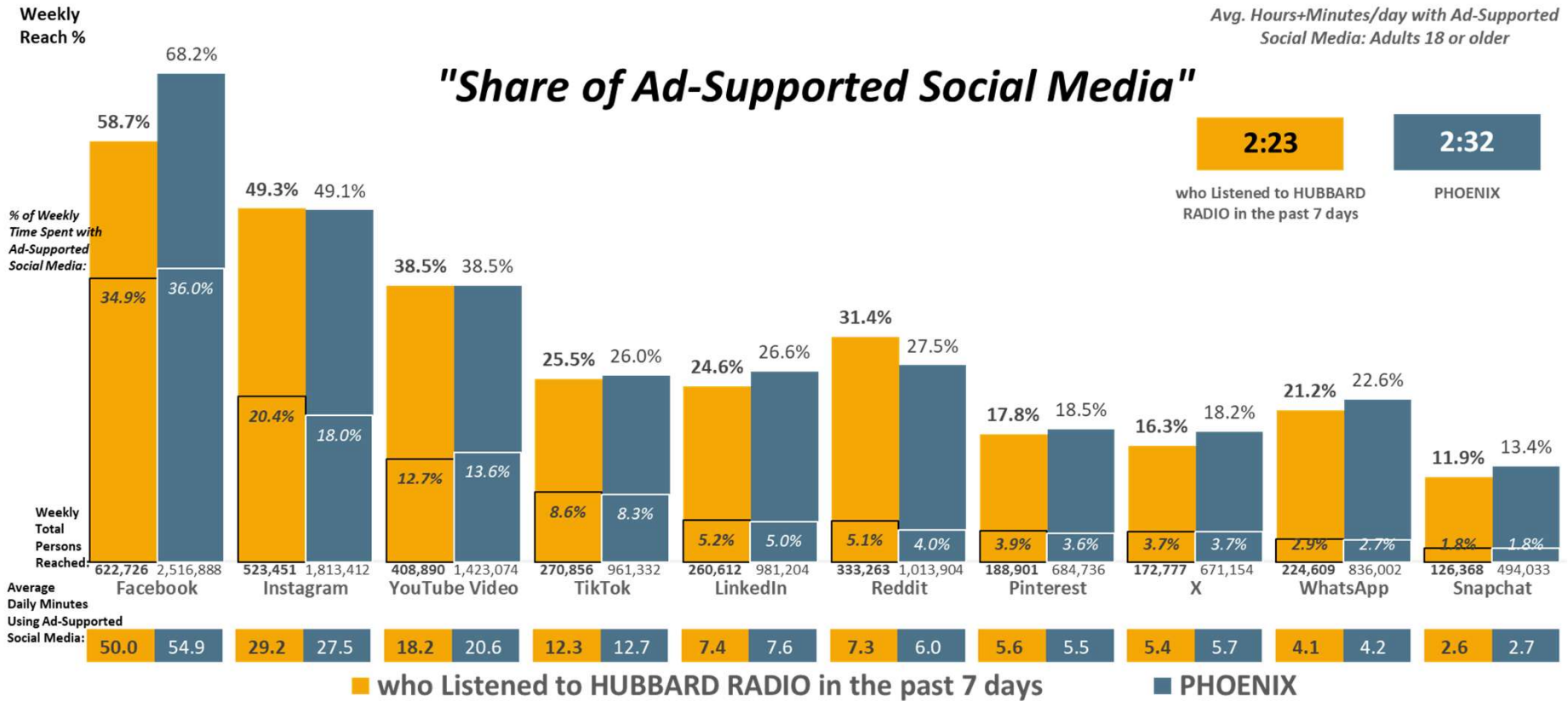


**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





622,726 or 58.7% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days use Ad-Supported Facebook for an average of 50. minutes every day representing 34.9% of all time spent daily with Ad-Supported Social Media.



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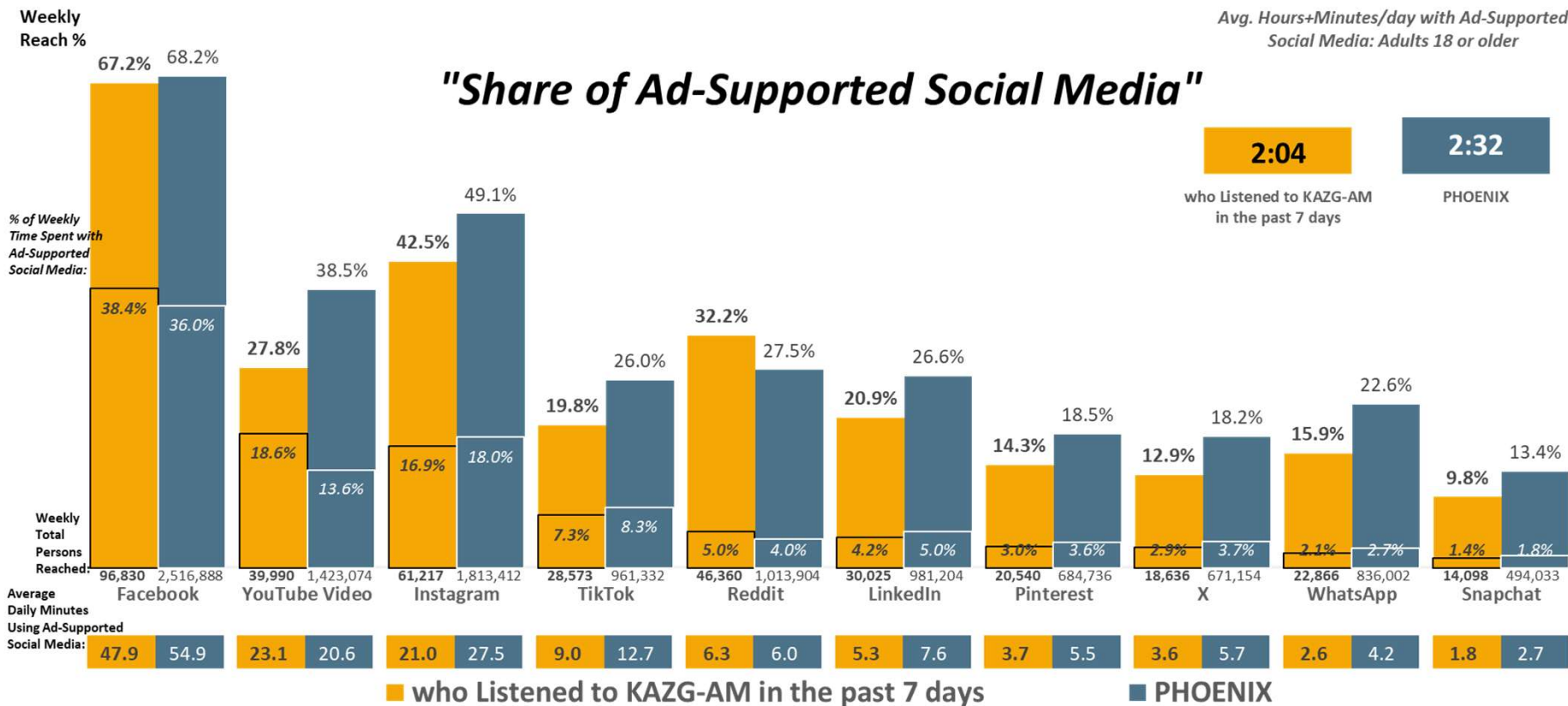
(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

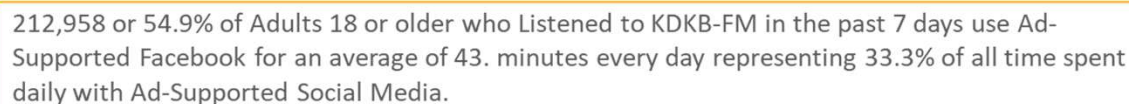




96,830 or 67.2% of Adults 18 or older who Listened to KAZG-AM in the past 7 days use Ad-Supported Facebook for an average of 47.9 minutes every day representing 38.4% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"





(Radio Stations: KDKB-FM)

**soefa.ai** Share of Everything  
for Anything ©

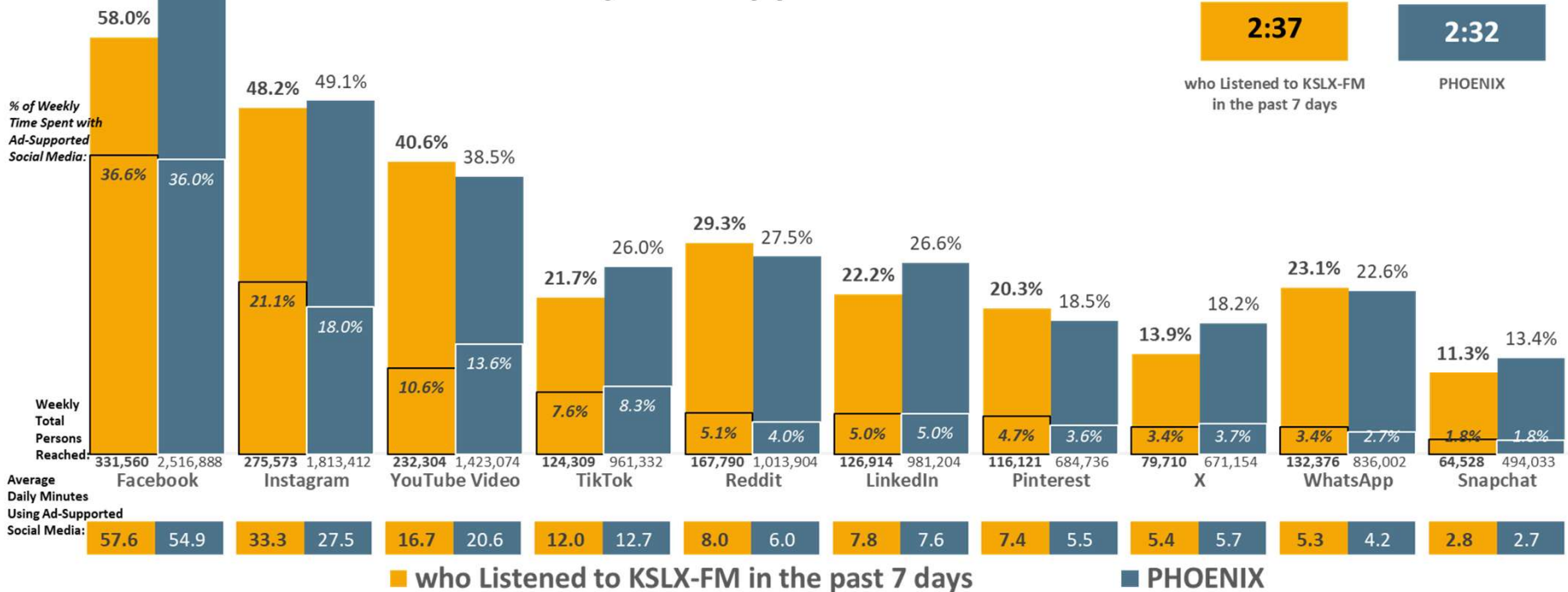


331,560 or 58.% of Adults 18 or older who Listened to KSLX-FM in the past 7 days use Ad-Supported Facebook for an average of 57.6 minutes every day representing 36.6% of all time spent daily with Ad-Supported Social Media.

Weekly  
Reach %

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

## "Share of Ad-Supported Social Media"





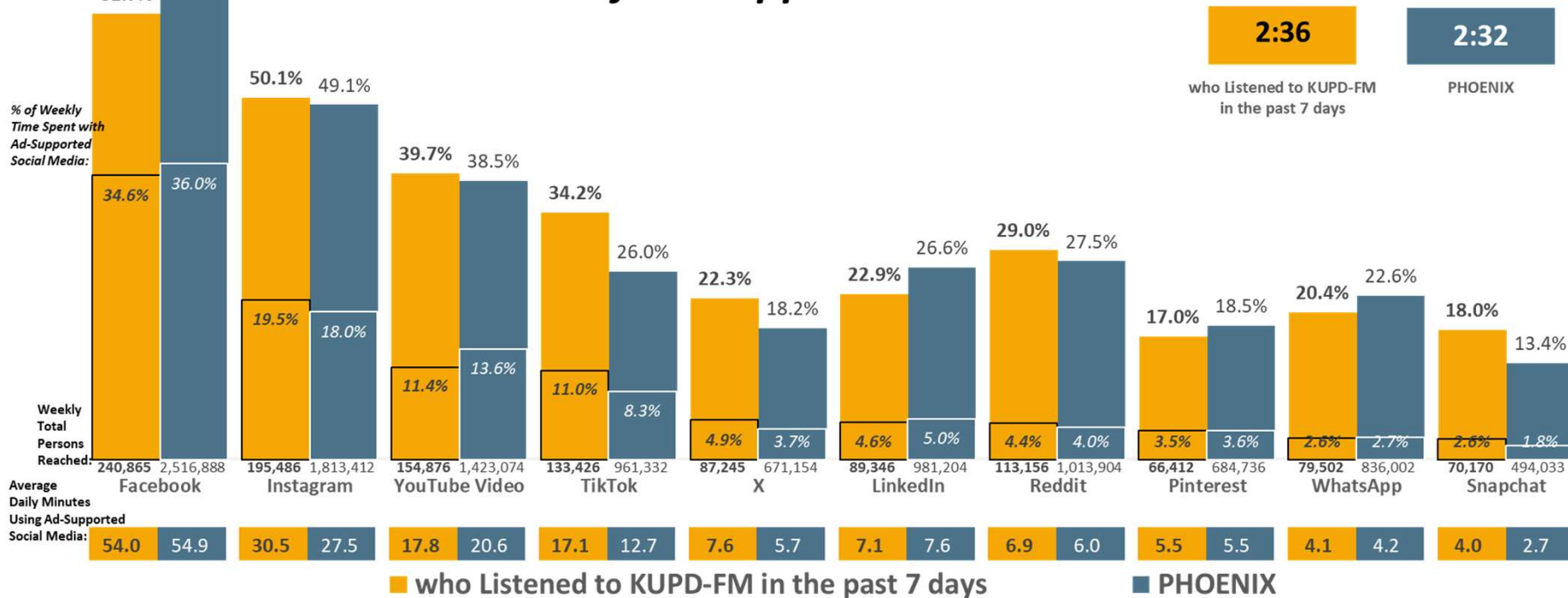


240,865 or 61.7% of Adults 18 or older who Listened to KUPD-FM in the past 7 days use Ad-Supported Facebook for an average of 54. minutes every day representing 34.6% of all time spent daily with Ad-Supported Social Media.

Weekly  
Reach %

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

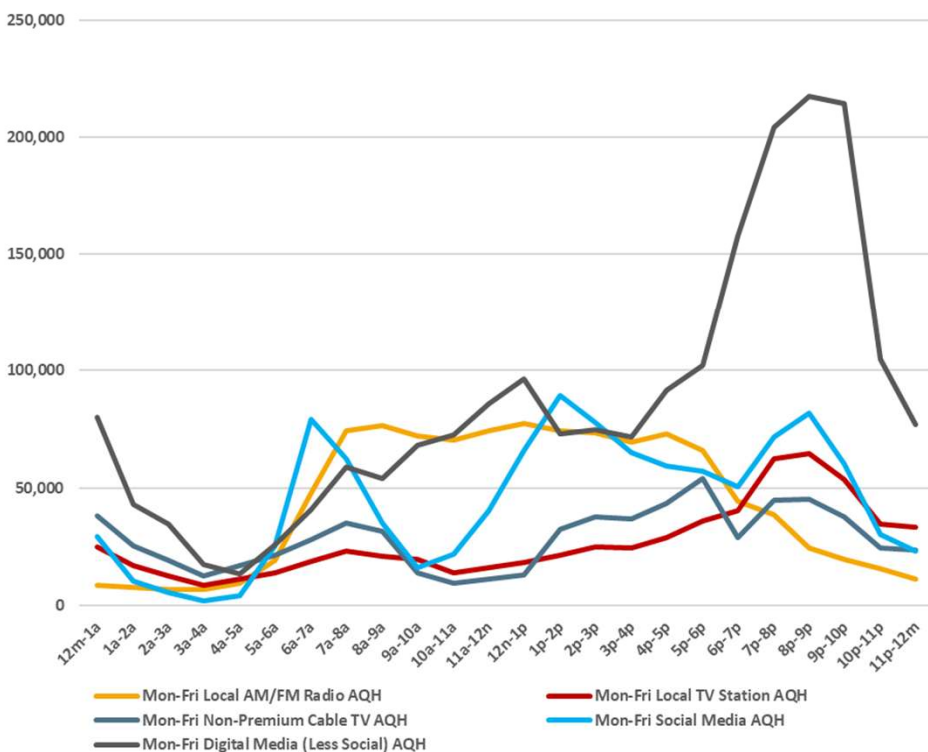
## "Share of Ad-Supported Social Media"



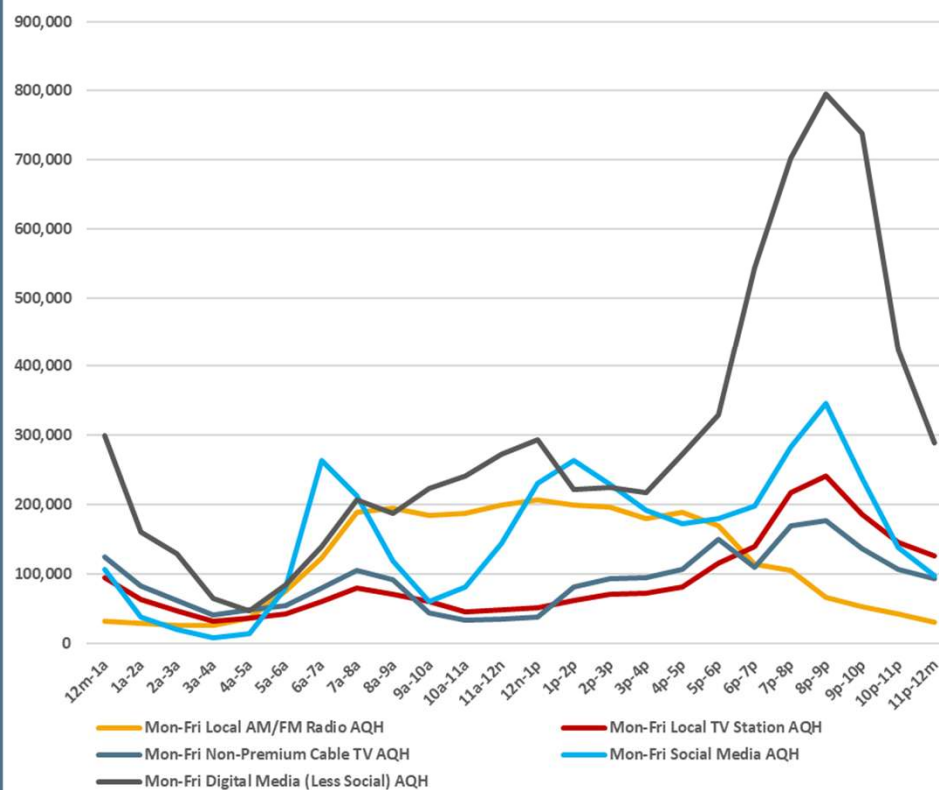


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 80,580; Local Radio: 68,727; Social Media: 55,422; Non-Prem. Cable: 28,898; Local TV: 23,469 reaching Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days.

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who Listened to HUBBARD RADIO in the  
past 7 days*



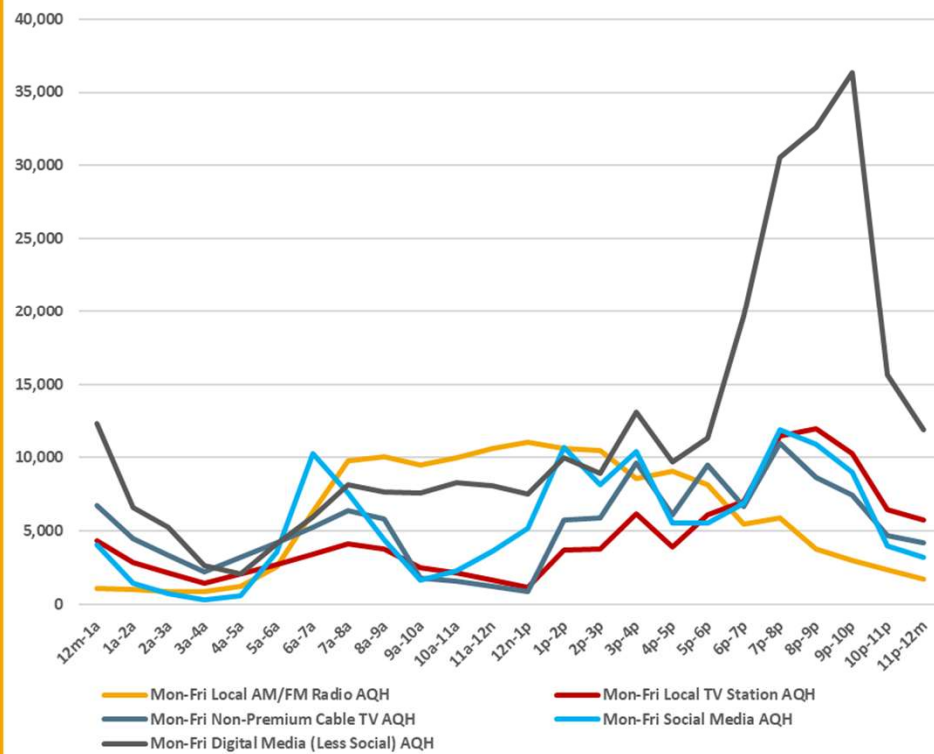
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
PHOENIX Metro Area Adults 18 or older*



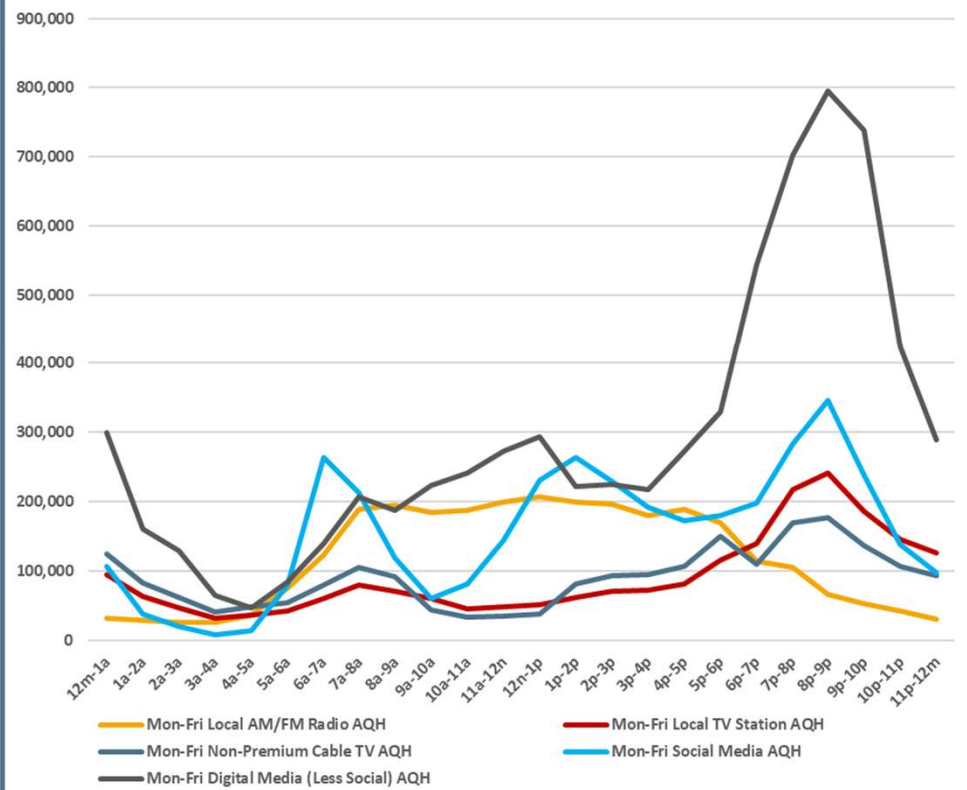


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 9,701; Local Radio: 9,206; Social Media: 6,329; Non-Prem. Cable: 5,112; Local TV: 3,797 reaching Adults 18 or older who Listened to KAZG-AM in the past 7 days.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who Listened to KAZG-AM in the past 7 days



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
PHOENIX Metro Area Adults 18 or older



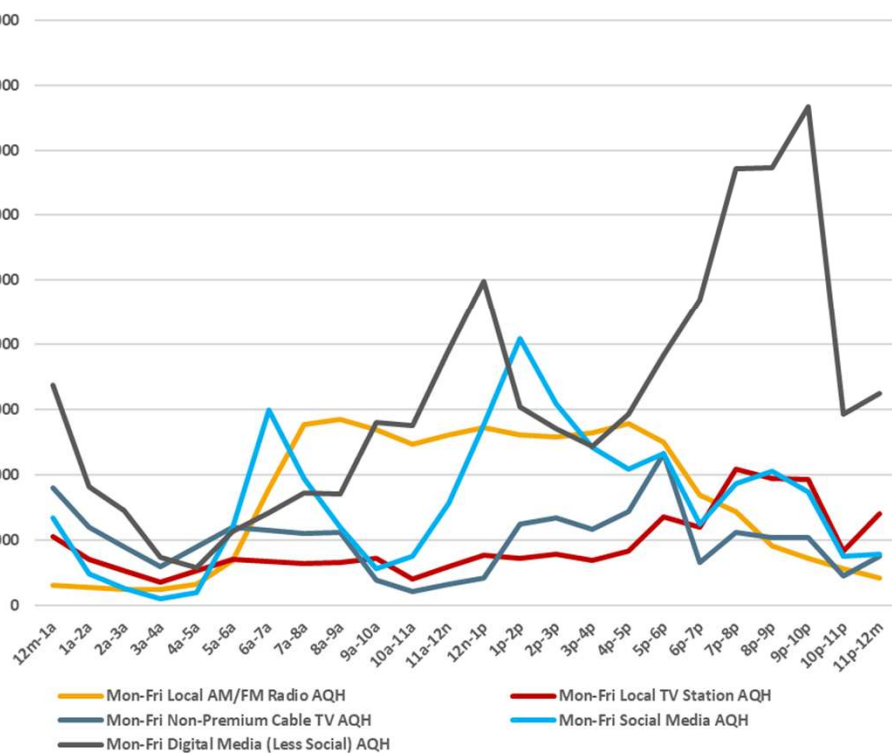




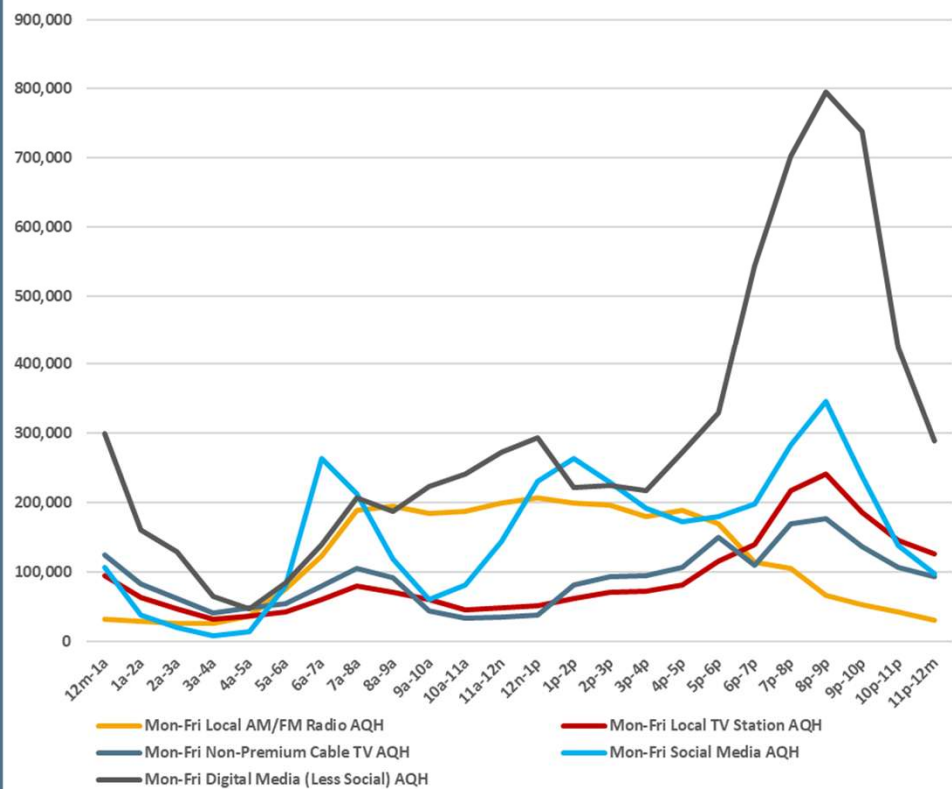
ARIZONA'S  
ALTERNATIVE

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 29,964;  
Local Radio: 25,135; Social Media: 20,818; Non-Prem. Cable: 9,904; Local TV: 7,734  
reaching Adults 18 or older who Listened to KDKB-FM in the past 7 days.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who Listened to KDKB-FM in the past 7 days



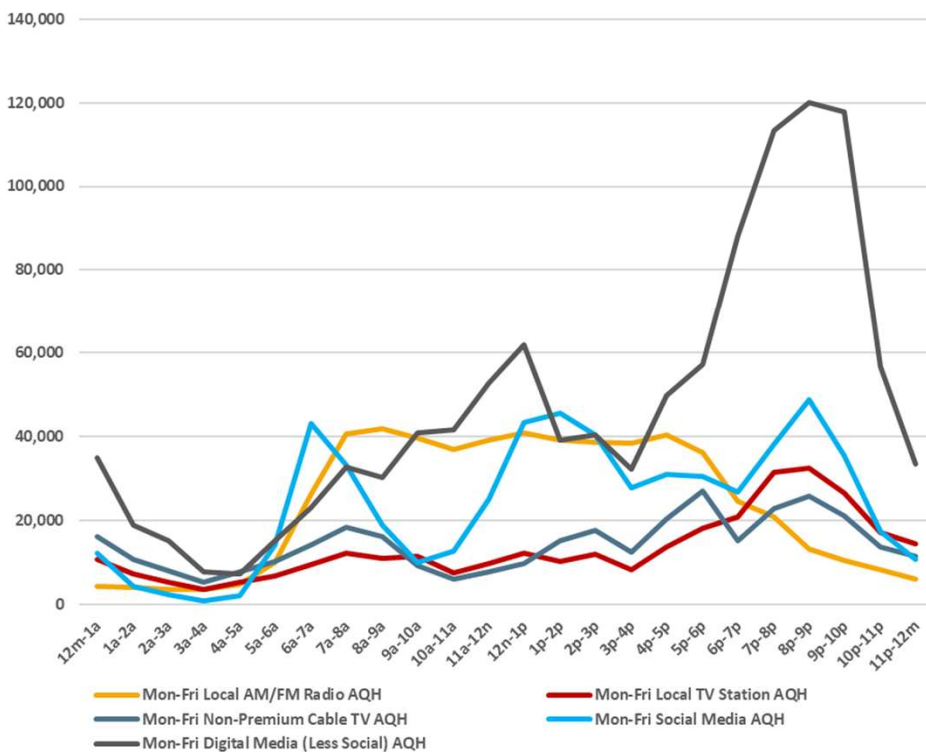
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
PHOENIX Metro Area Adults 18 or older



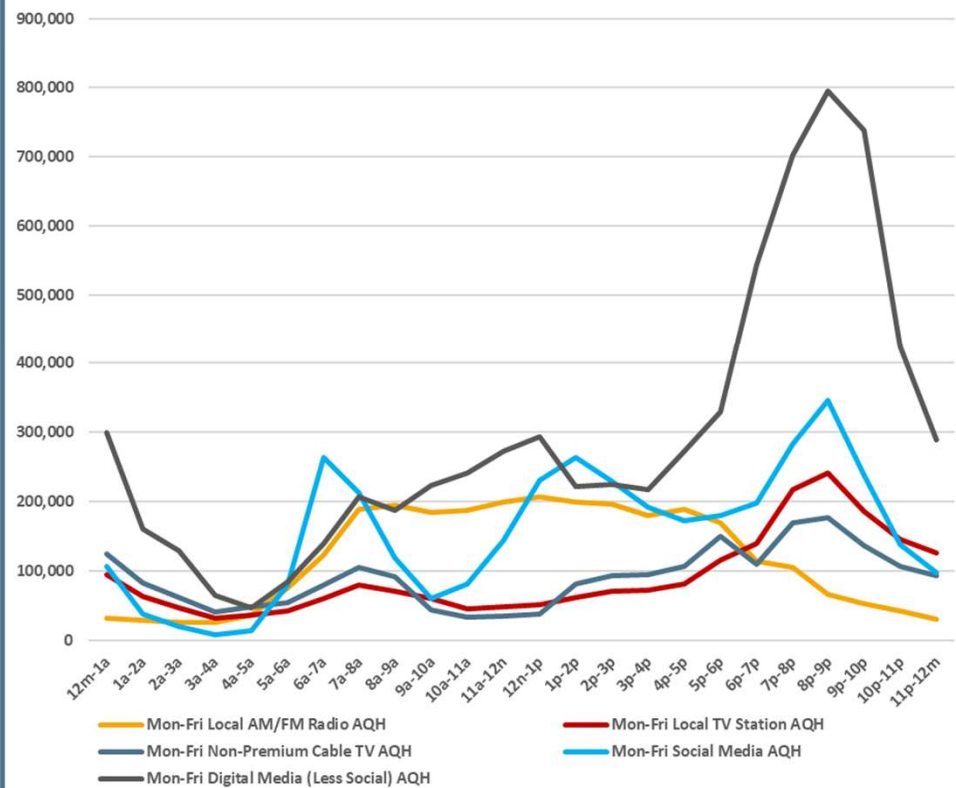


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 45,368;  
Local Radio: 37,160; Social Media: 29,865; Non-Prem. Cable: 14,552; Local TV: 12,068  
reaching Adults 18 or older who Listened to KSLX-FM in the past 7 days.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who Listened to KSLX-FM in the past 7 days



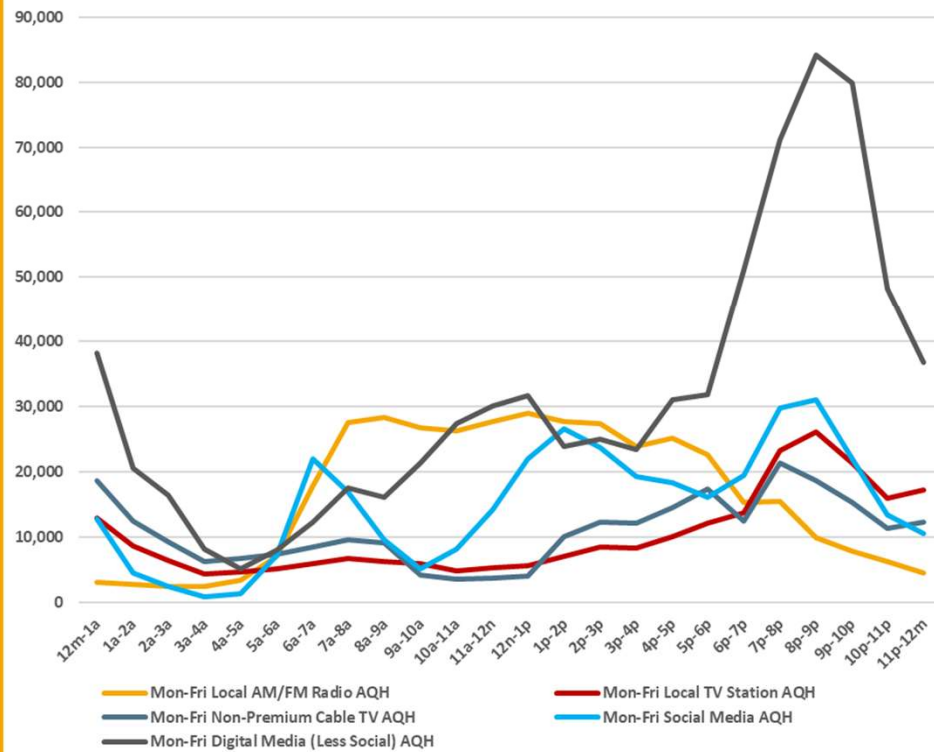
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
PHOENIX Metro Area Adults 18 or older



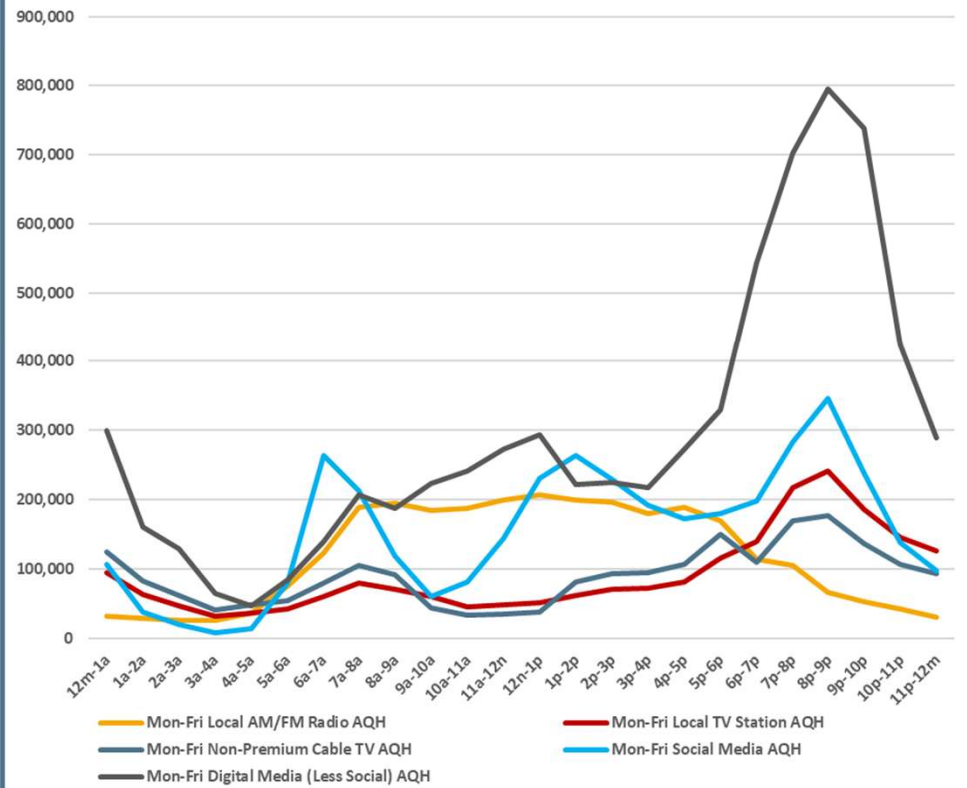


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 26,368;  
Local Radio: 25,052; Social Media: 17,048; Non-Prem. Cable: 9,352; Local TV: 7,713  
reaching Adults 18 or older who Listened to KUPD-FM in the past 7 days.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who Listened to KUPD-FM in the past 7 days



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
PHOENIX Metro Area Adults 18 or older

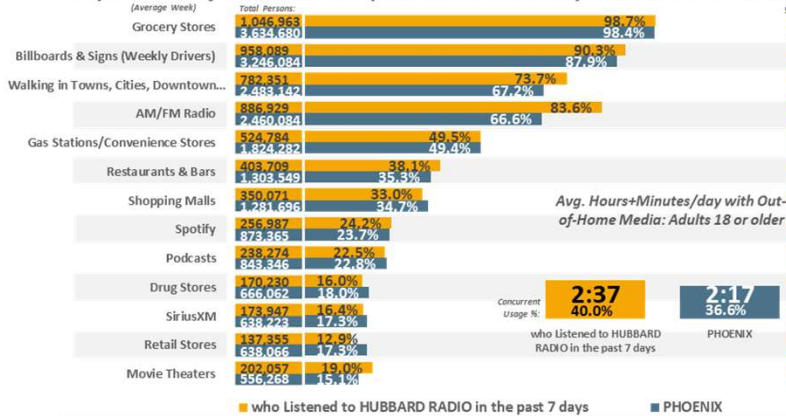




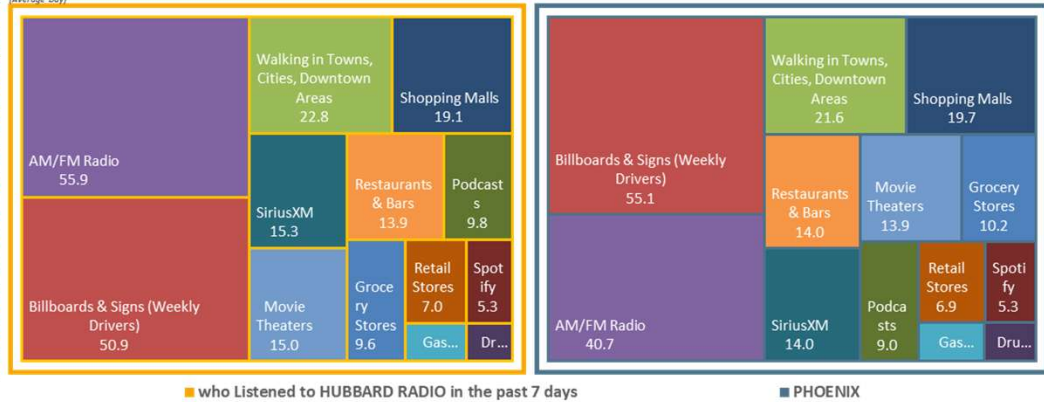


958,089 or 90.3% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 50.9 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 50.8 minutes/day.

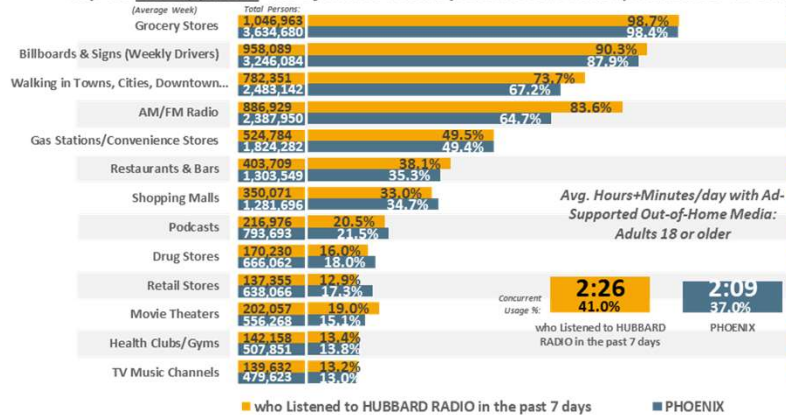
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



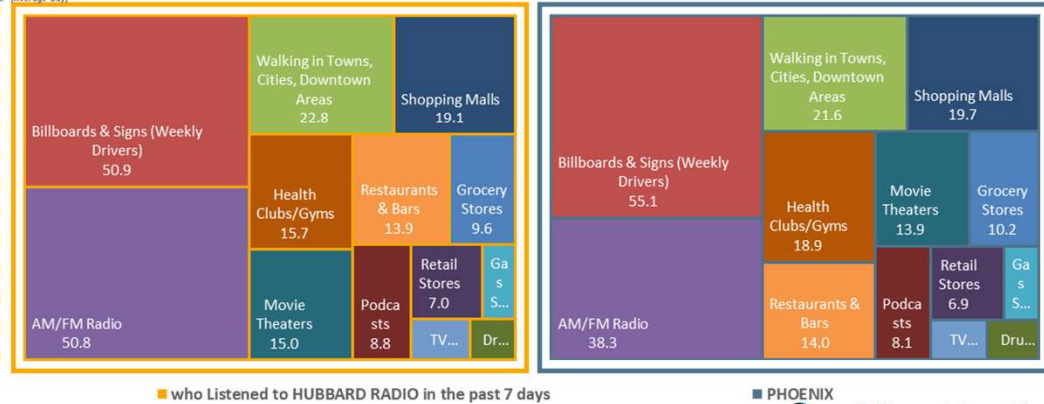
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 586  
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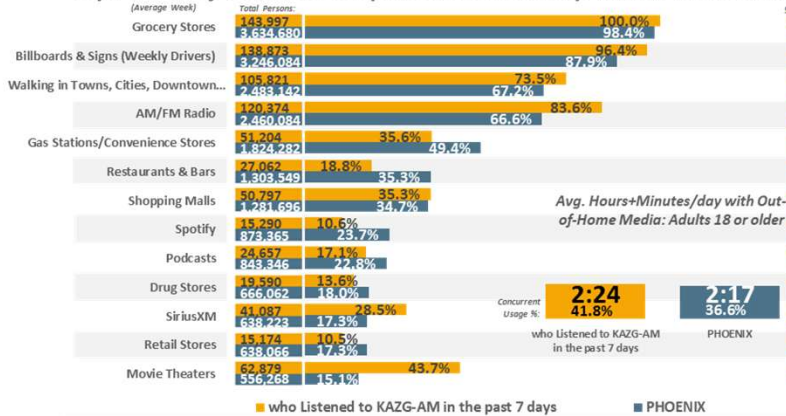
(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

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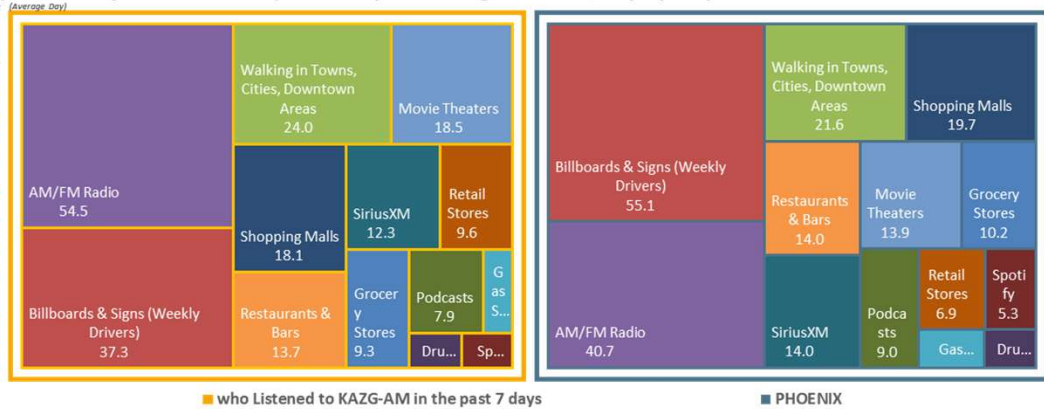


138,873 or 96.4% of Adults 18 or older who Listened to KAZG-AM in the past 7 days spend an average of 37.3 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 43.1 minutes/day.

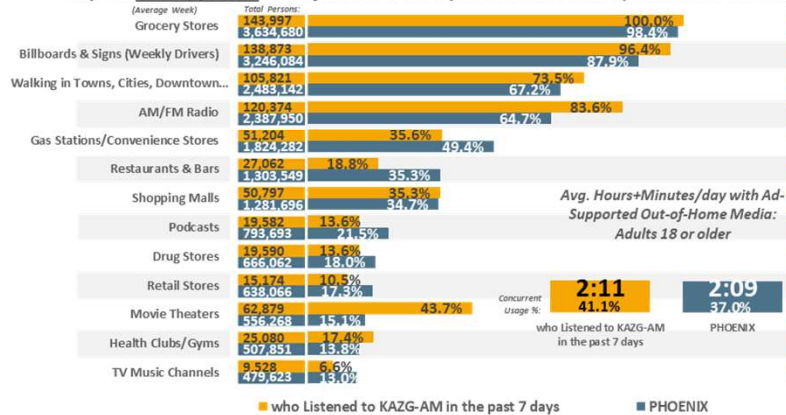
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



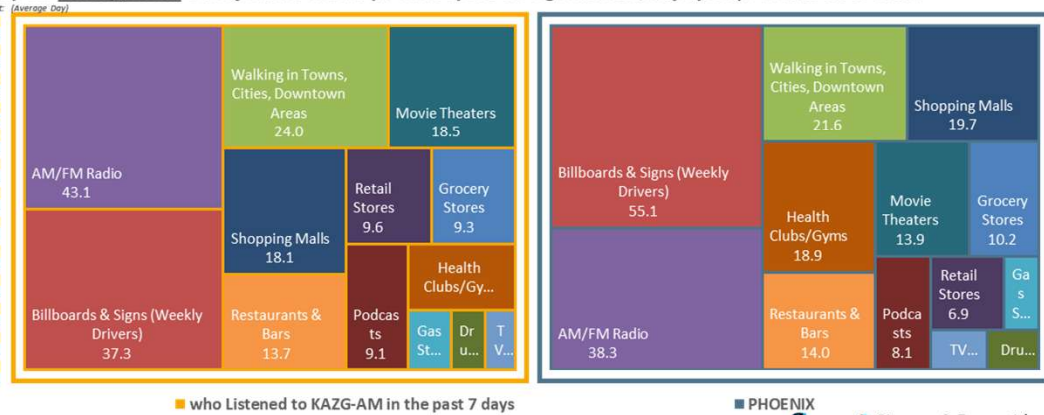
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



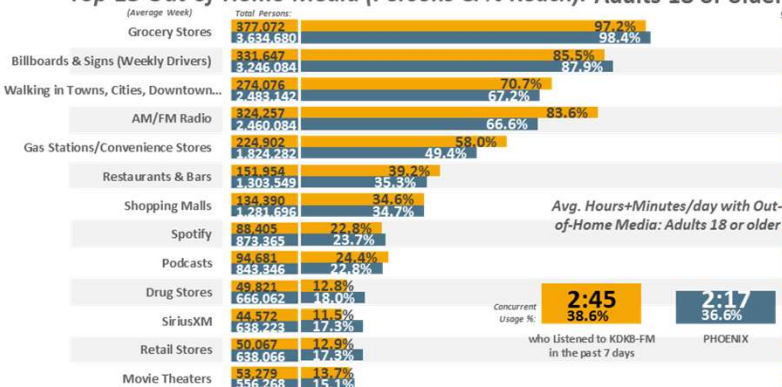
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





331,647 or 85.5% of Adults 18 or older who Listened to KDKB-FM in the past 7 days spend an average of 54.3 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 56.7 minutes/day.

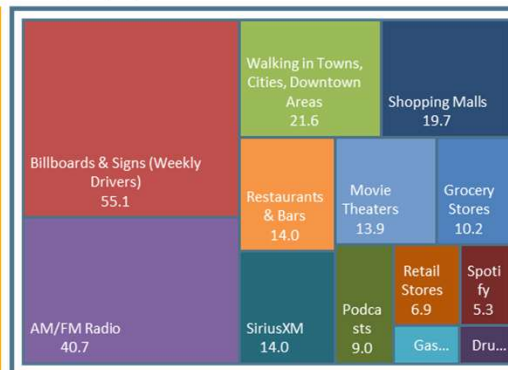
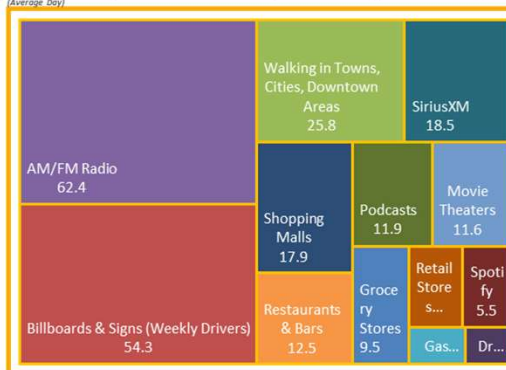
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



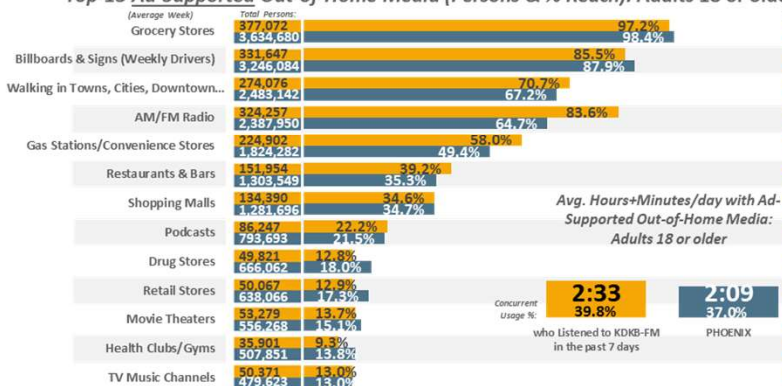
Avg. Hours+Minutes/day with Out-of-Home Media: Adults 18 or older

Concurrent Usage %: 2:45 38.6% (who Listened to KDKB-FM in the past 7 days) vs 2:17 36.6% (PHOENIX)

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



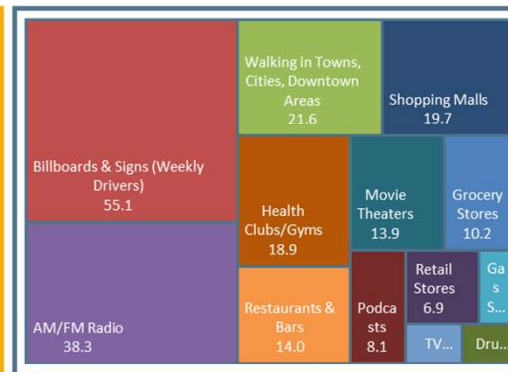
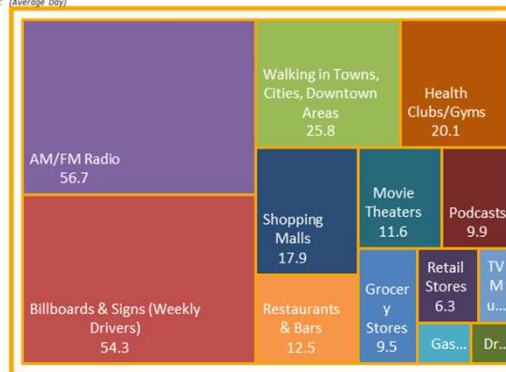
### Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



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

Concurrent Usage %: 2:33 39.8% (who Listened to KDKB-FM in the past 7 days) vs 2:09 37.0% (PHOENIX)

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

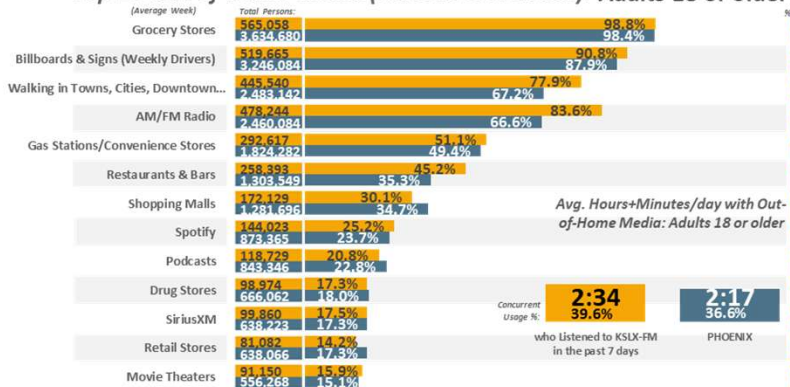






519,665 or 90.8% of Adults 18 or older who Listened to KSLX-FM in the past 7 days spend an average of 45.7 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 52.6 minutes/day.

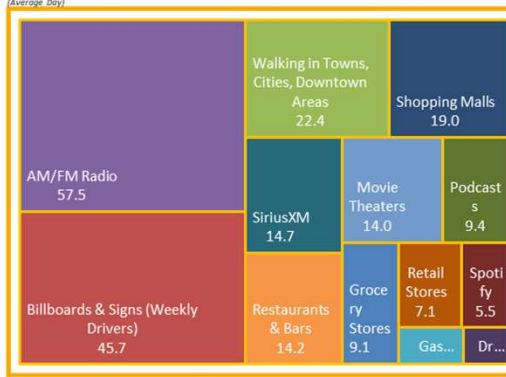
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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

Concurrent Usage %: 2:34 39.6% (who Listened to KSLX-FM in the past 7 days) vs 2:17 36.6% (PHOENIX)

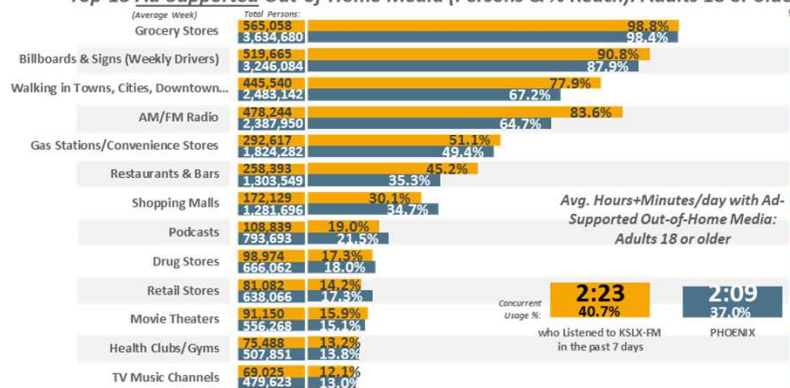
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



who Listened to KSLX-FM in the past 7 days

PHOENIX

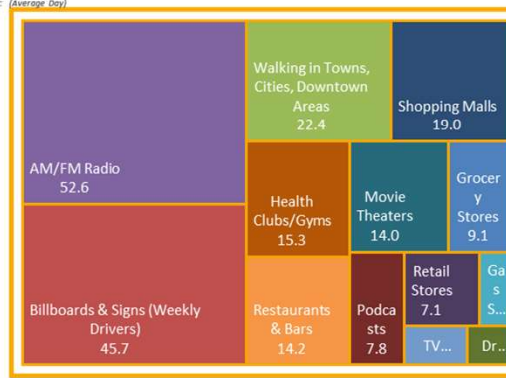
Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



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

Concurrent Usage %: 2:23 40.7% (who Listened to KSLX-FM in the past 7 days) vs 2:09 37.0% (PHOENIX)

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



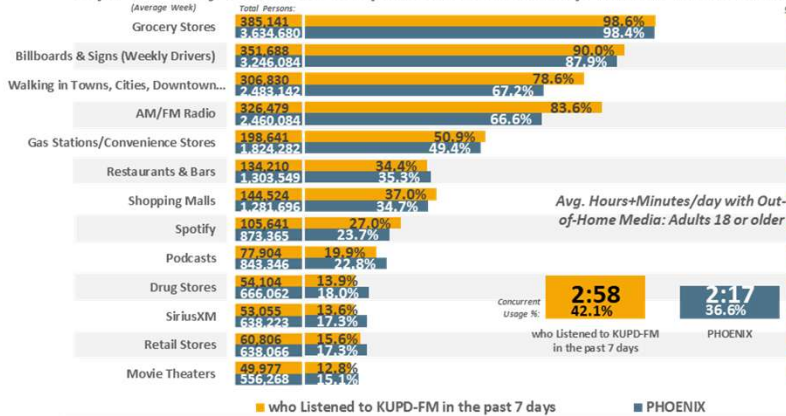
who Listened to KSLX-FM in the past 7 days

PHOENIX

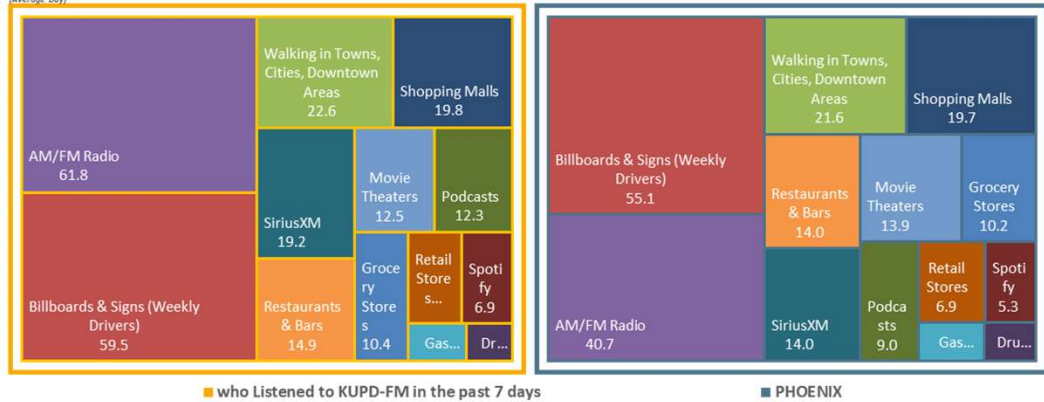


351,688 or 90.% of Adults 18 or older who Listened to KUPD-FM in the past 7 days spend an average of 59.5 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 57.5 minutes/day.

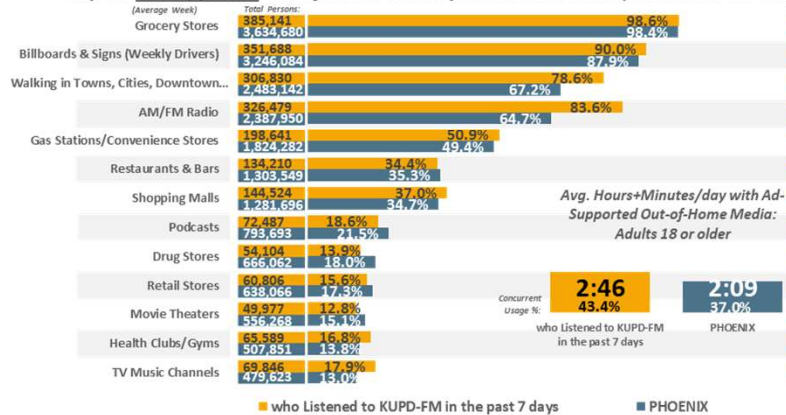
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



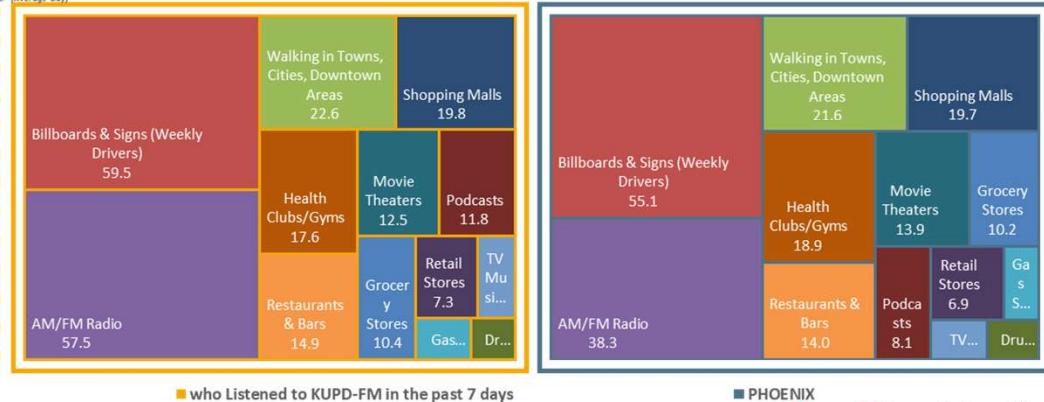
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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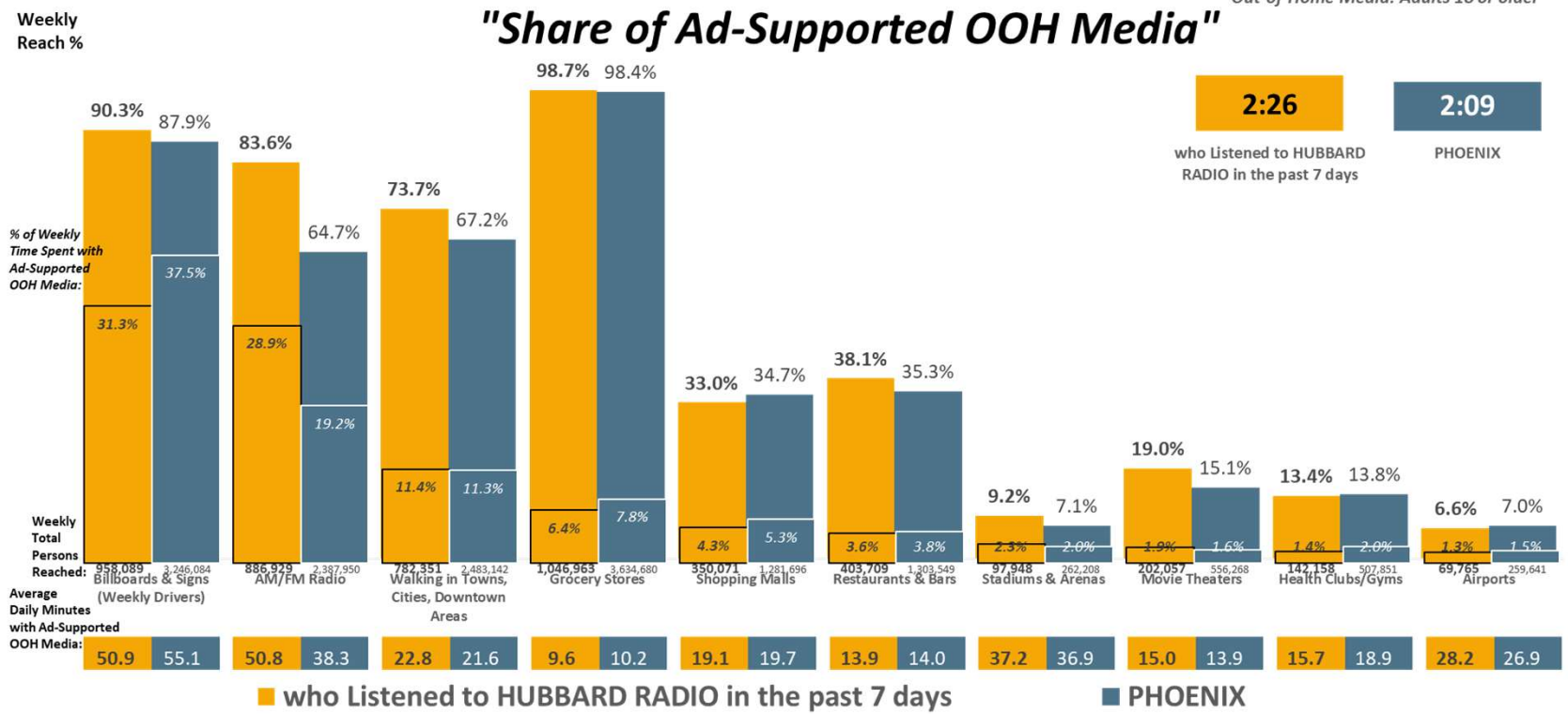
soefa.ai Share of Everything for Anything

(Radio Stations: KUPD-FM)



958,089 or 90.3% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 50.9 minutes per day driving, seeing Billboards and Signs representing 31.3% 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



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PHOENIX Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,927

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(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)



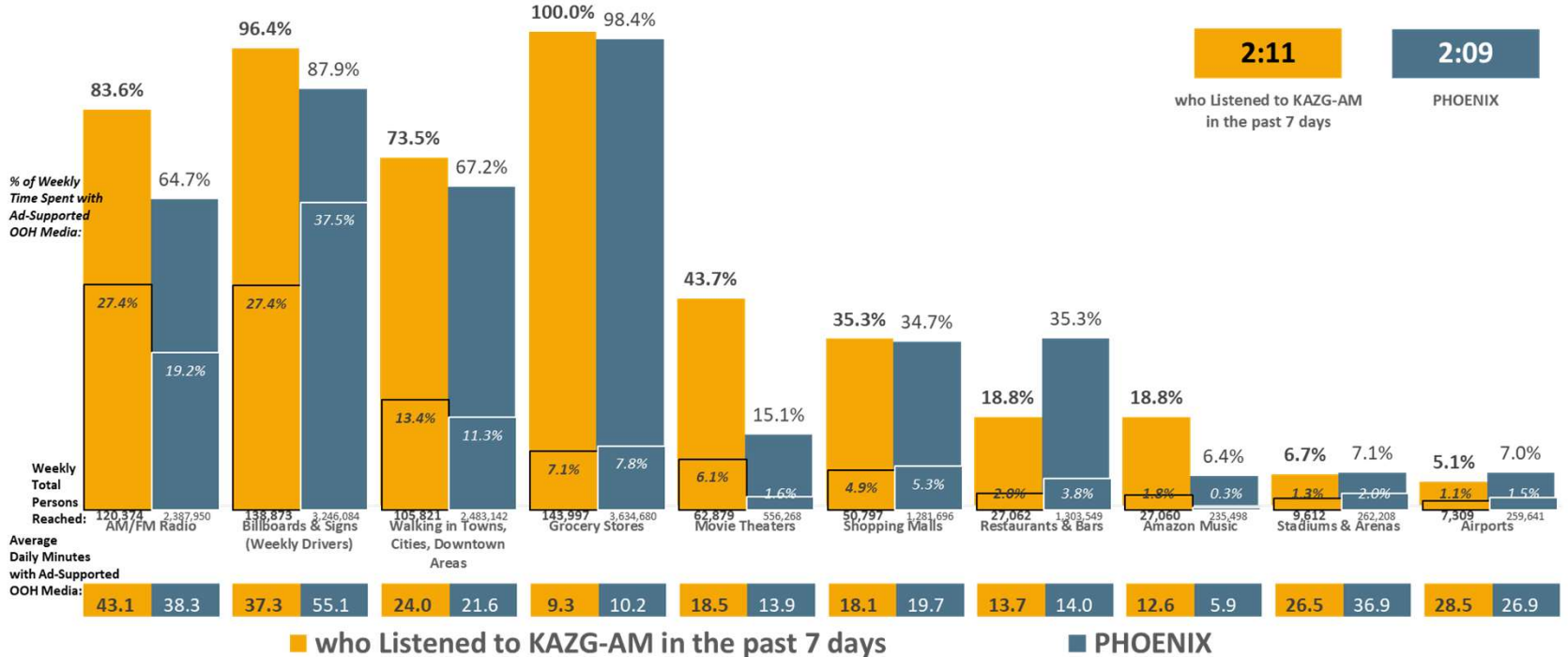


138,873 or 96.4% of Adults 18 or older who Listened to KAZG-AM in the past 7 days spend an average of 37.3 minutes per day driving, seeing Billboards and Signs representing 27.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



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(Radio Stations: KAZG-AM)

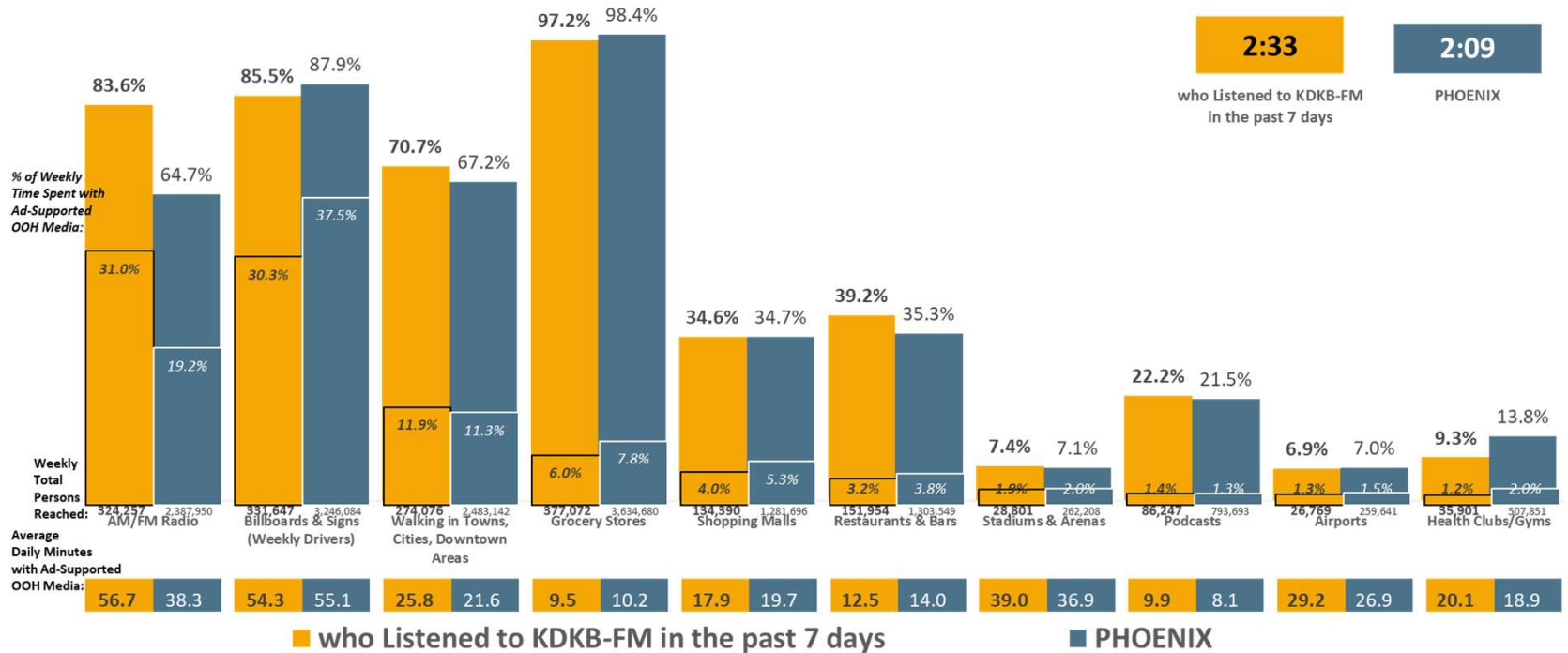


331,647 or 85.5% of Adults 18 or older who Listened to KDKB-FM in the past 7 days spend an average of 54.3 minutes per day driving, seeing Billboards and Signs representing 30.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly  
Reach %

## "Share of Ad-Supported OOH Media"



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PHOENIX Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,927

soefa.ai Share of Everything for Anything

(Radio Stations: KDKB-FM)

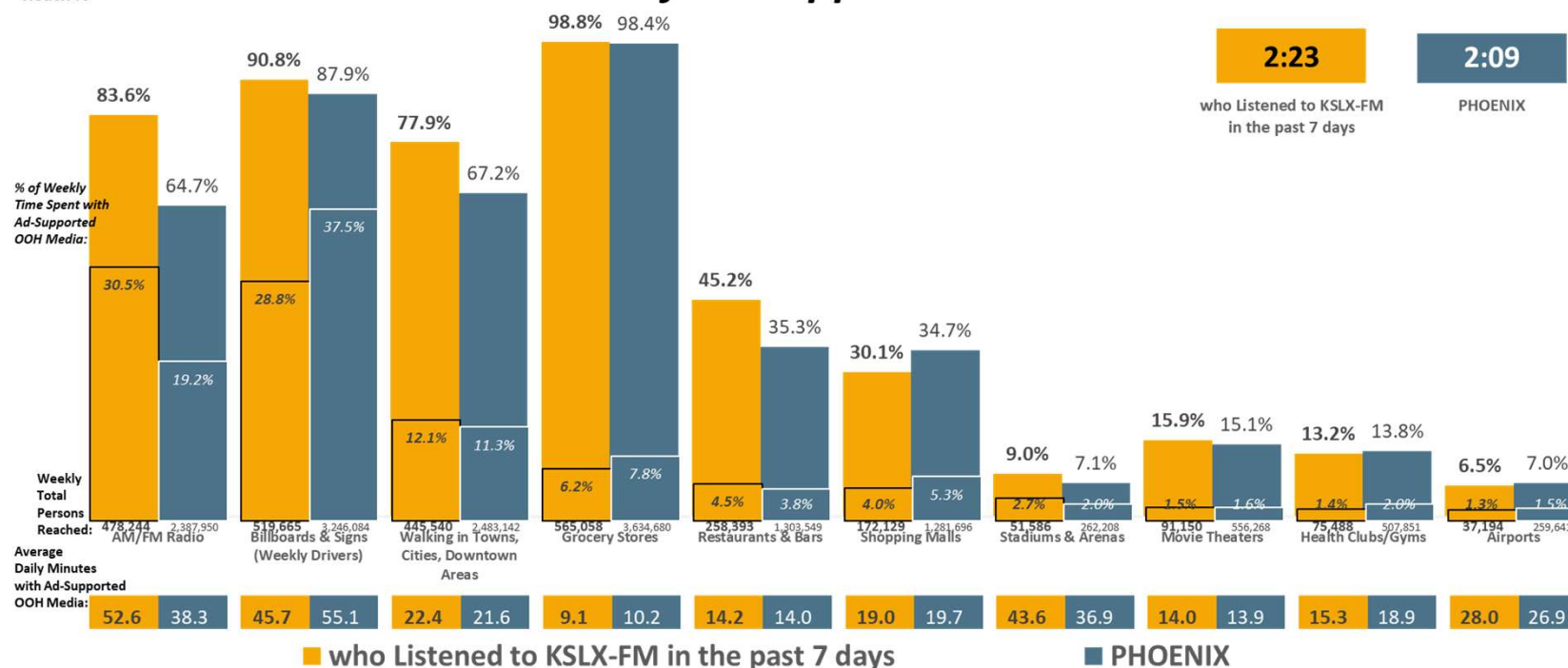


519,665 or 90.8% of Adults 18 or older who Listened to KSLX-FM in the past 7 days spend an average of 45.7 minutes per day driving, seeing Billboards and Signs representing 28.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



**2:23**  
 who Listened to KSLX-FM in the past 7 days  
**2:09**  
 PHOENIX

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(Radio Stations: KSLX-FM)



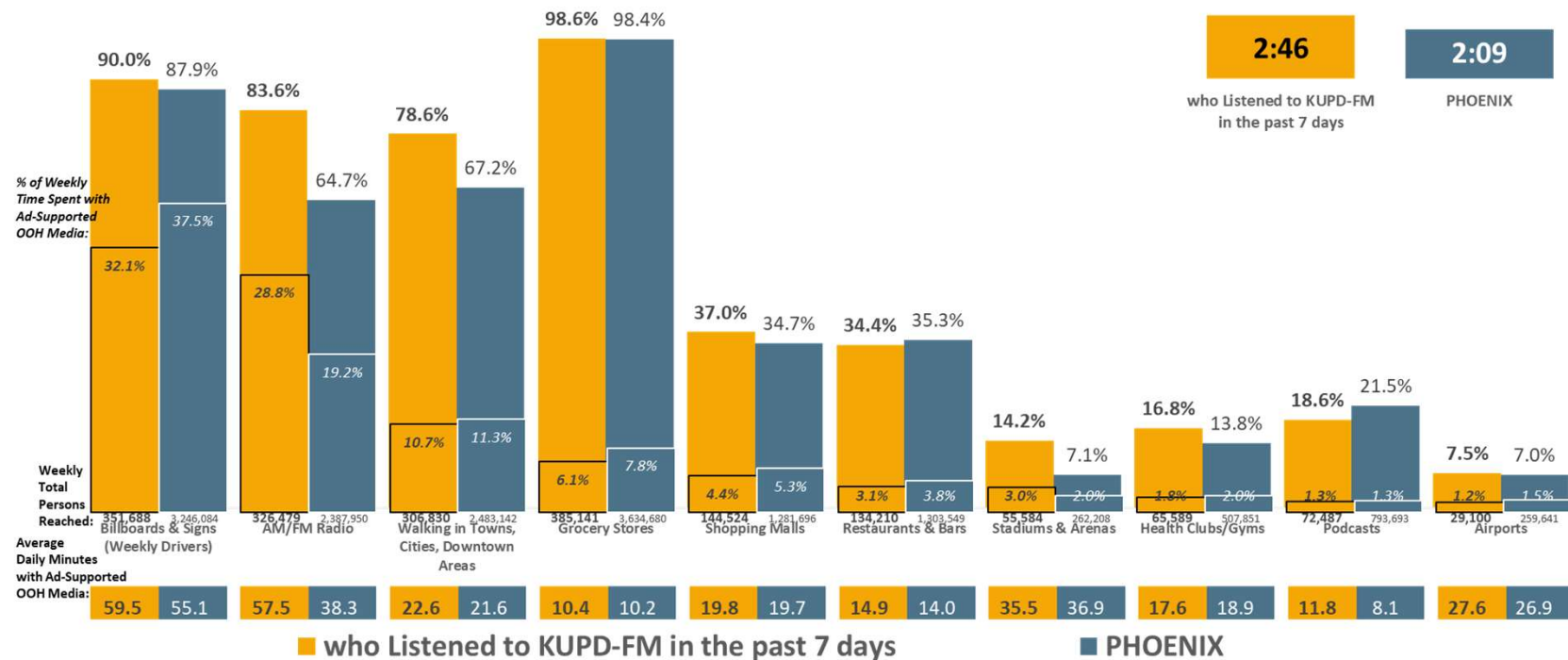


351,688 or 90.0% of Adults 18 or older who Listened to KUPD-FM in the past 7 days spend an average of 59.5 minutes per day driving, seeing Billboards and Signs representing 32.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



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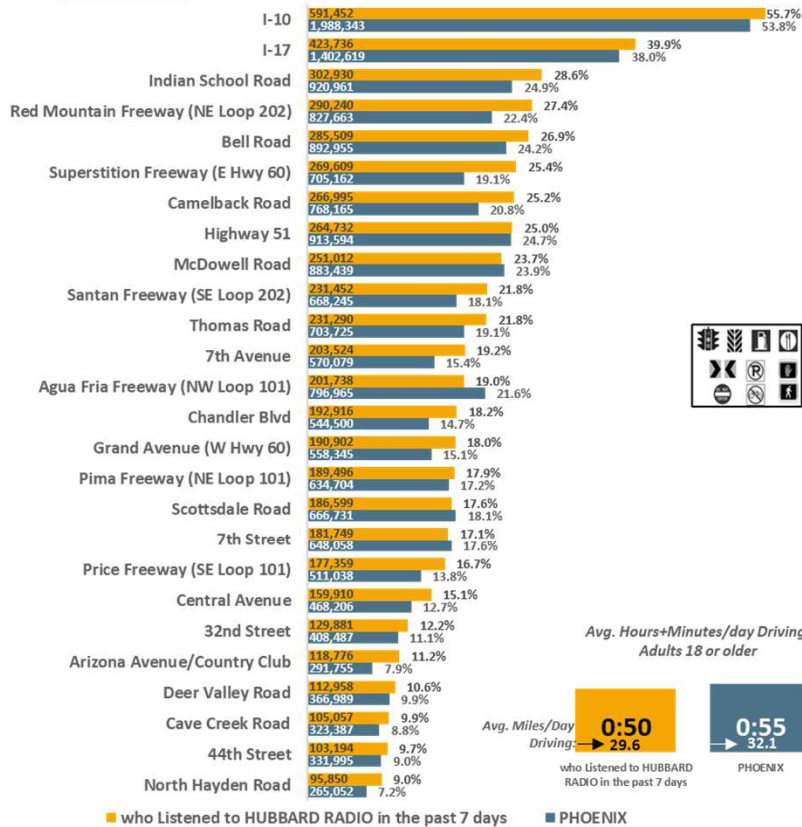
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(Radio Stations: KUPD-FM)



958,089 or 90.3% of Adults 18 or older who Listened to HUBBARD 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 33.1% more likely to use Superstition Freeway (E Hwy 60) than the Metro aver

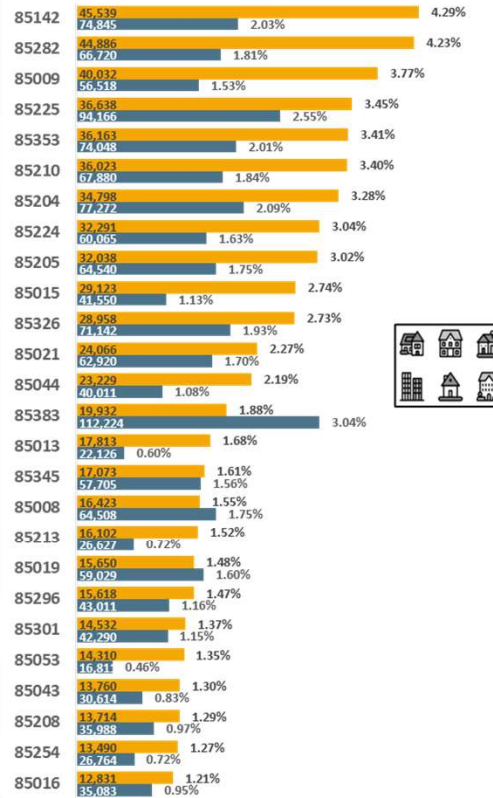
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



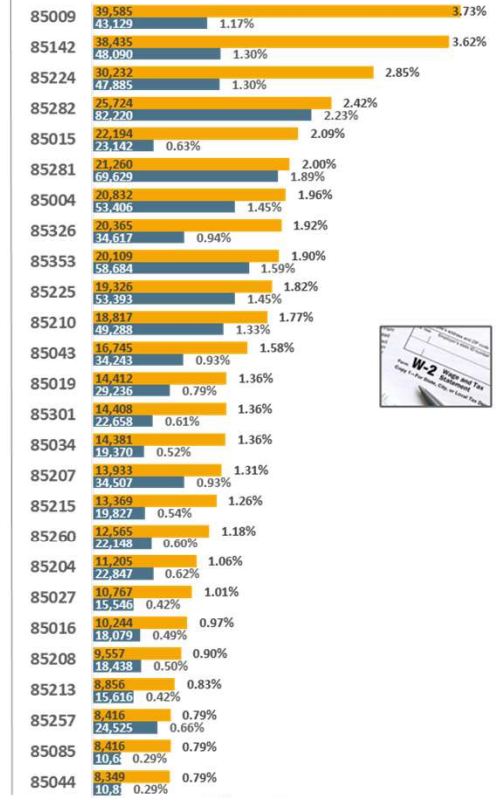
Avg. Hours+Minutes/day Driving:  
Adults 18 or older



#### Top-26 Residential Zip Codes: Adults 18 or older



#### Top-26 Employment Zip Codes: Adults 18 or older

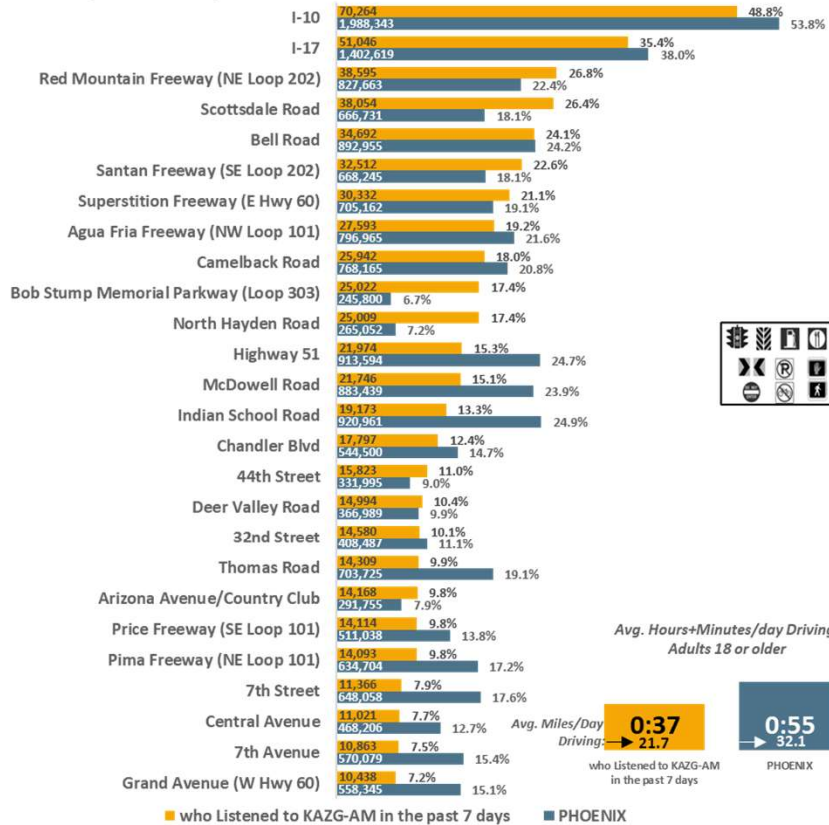


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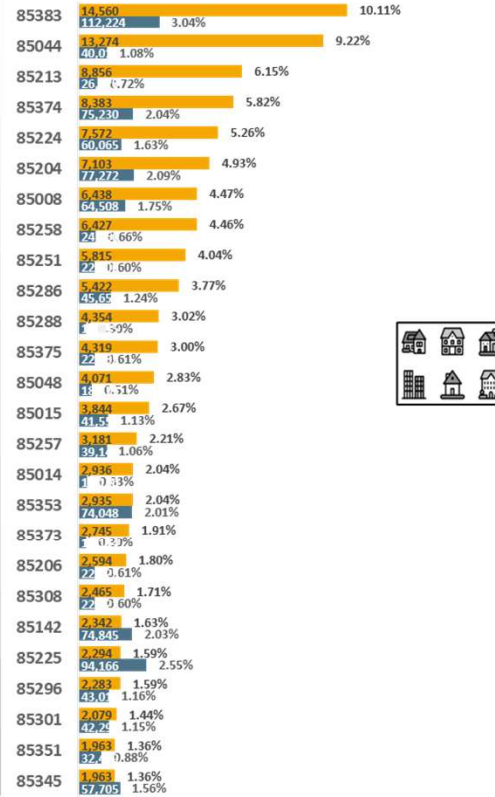


138,873 or 96.4% of Adults 18 or older who Listened to KAZG-AM in the past 7 days spend an average of 37.3 minutes per day driving an average of 21.7 miles each day and are 161.% more likely to use Bob Stump Memorial Parkway (Loop 303) than the Metro aver

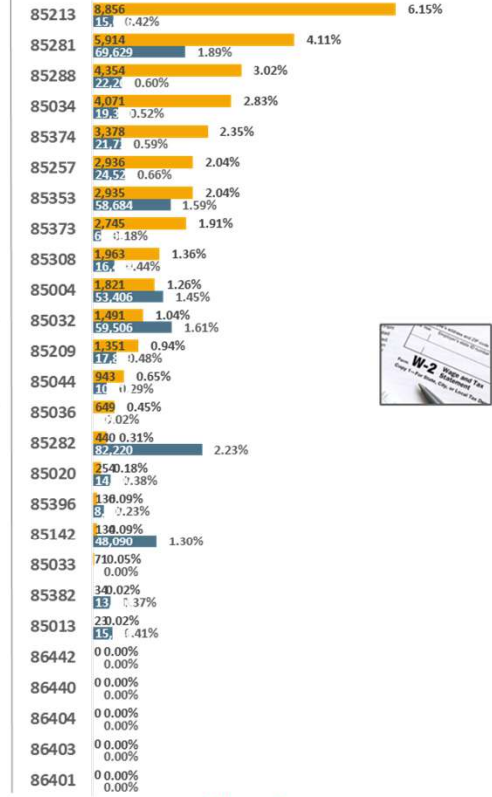
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



#### Top-26 Residential Zip Codes: Adults 18 or older



#### Top-26 Employment Zip Codes: Adults 18 or older

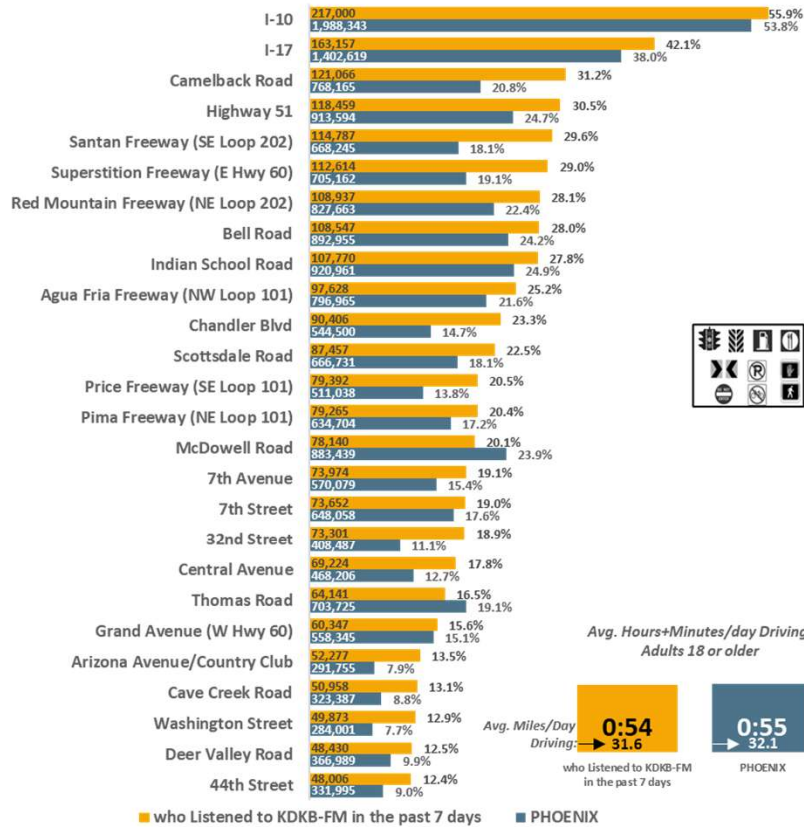




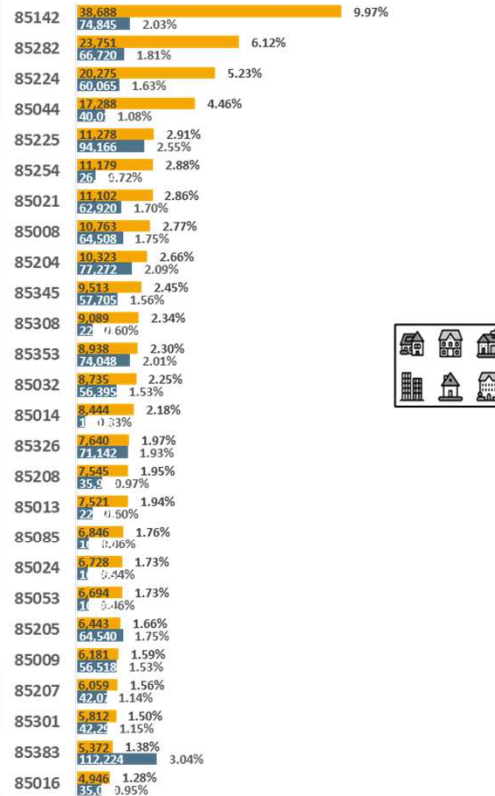


331,647 or 85.5% of Adults 18 or older who Listened to KDKB-FM in the past 7 days spend an average of 54.3 minutes per day driving an average of 31.6 miles each day and are 70.8% more likely to use 32nd Street than the Metro average.

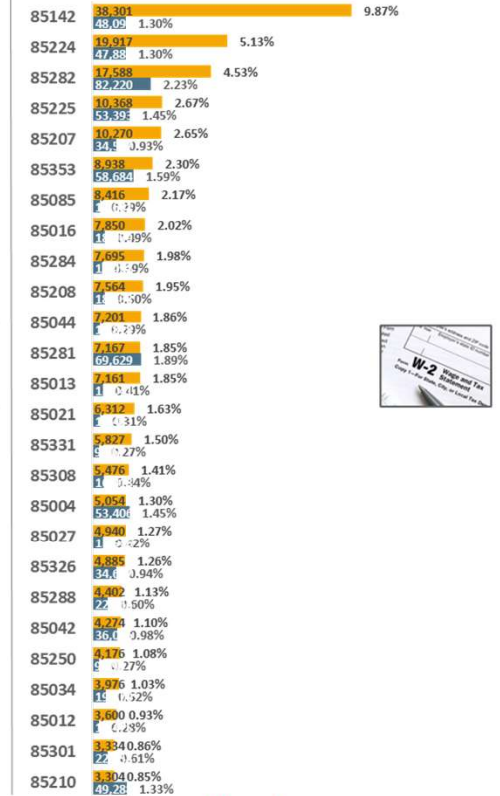
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



#### Top-26 Residential Zip Codes: Adults 18 or older



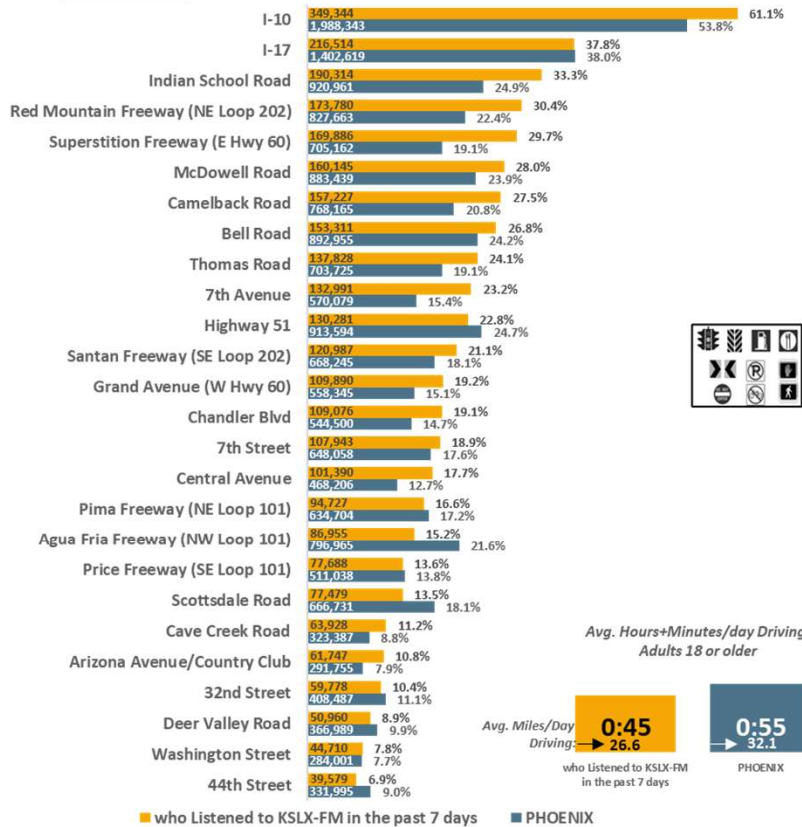
#### Top-26 Employment Zip Codes: Adults 18 or older





519,665 or 90.8% of Adults 18 or older who Listened to KSLX-FM in the past 7 days spend an average of 45.7 minutes per day driving an average of 26.6 miles each day and are 55.5% more likely to use Superstition Freeway (E Hwy 60) than the Metro average.

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



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

Avg. Miles/Day  
Driving:

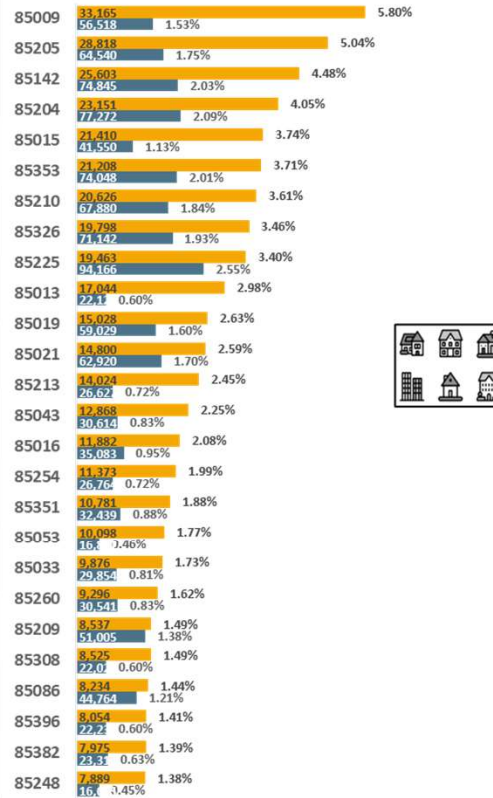
0:45  
26.6

0:55  
32.1

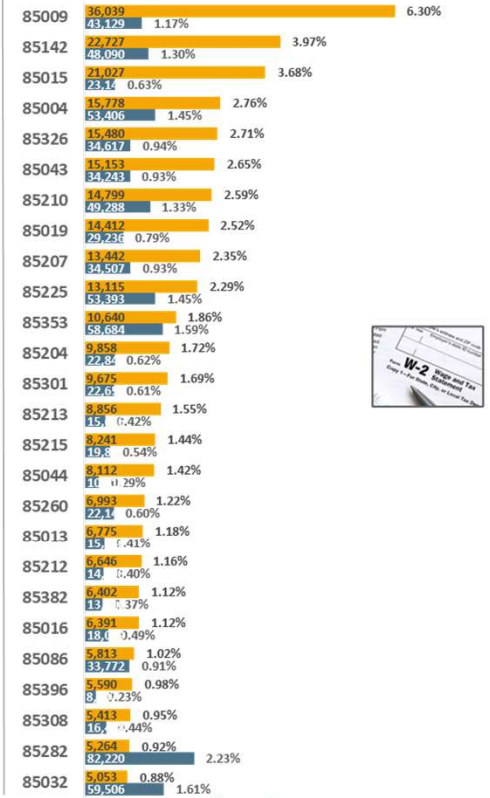
who Listened to KSLX-FM  
in the past 7 days

PHOENIX

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

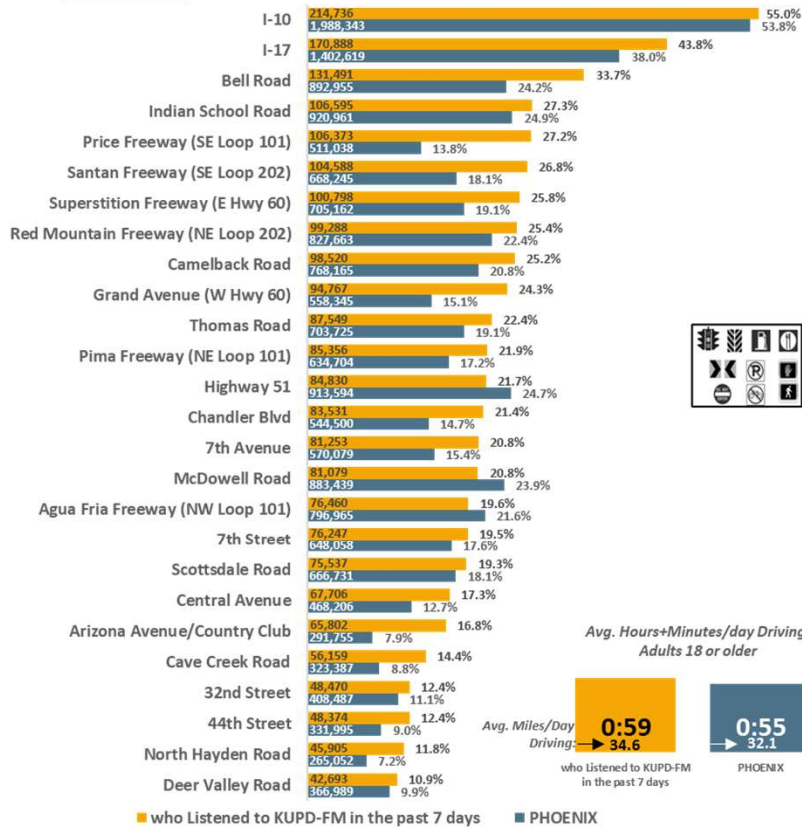


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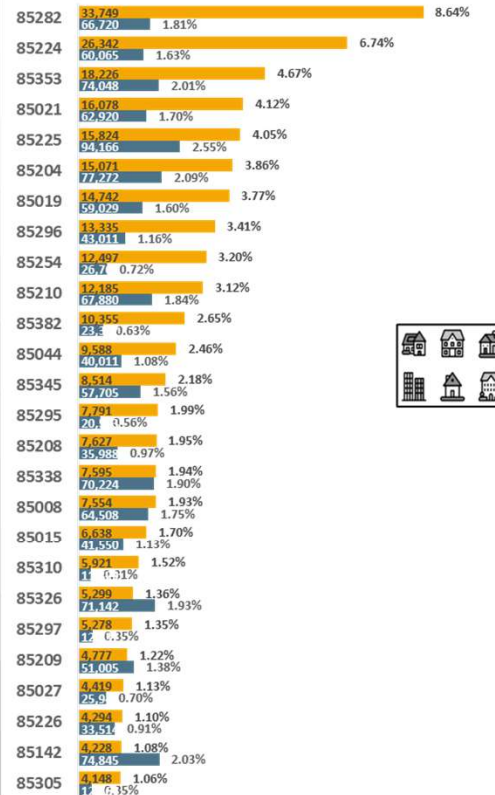


351,688 or 90.% of Adults 18 or older who Listened to KUPD-FM in the past 7 days spend an average of 59.5 minutes per day driving an average of 34.6 miles each day and are 96.8% more likely to use Price Freeway (SE Loop 101) than the Metro average.

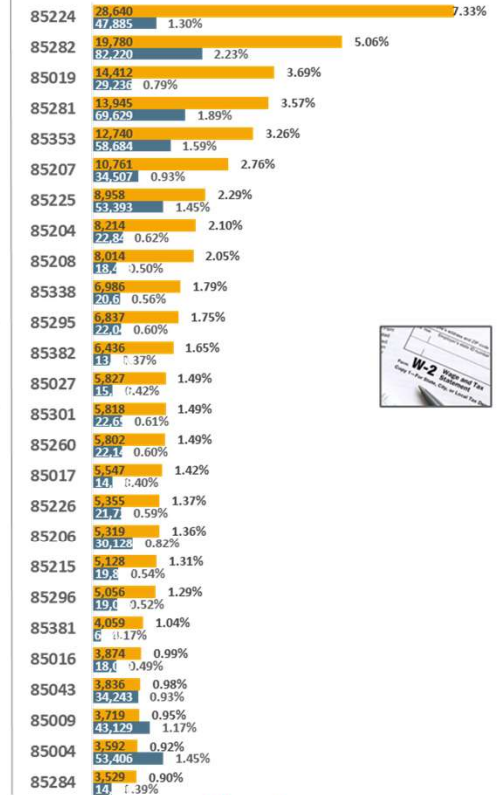
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older

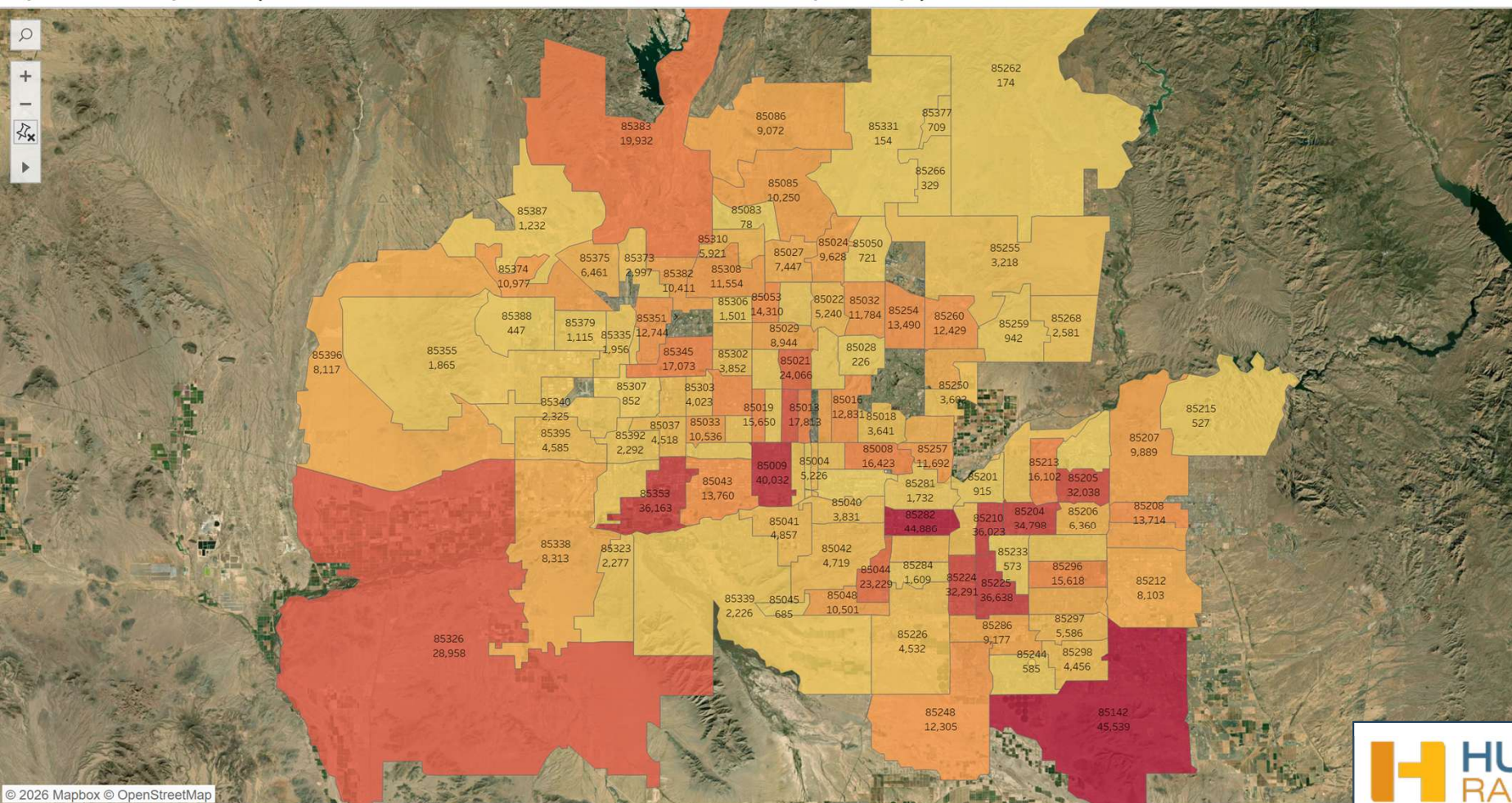


Top-26 Employment Zip Codes: Adults 18 or older





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



SUM(Adults 18 or older...



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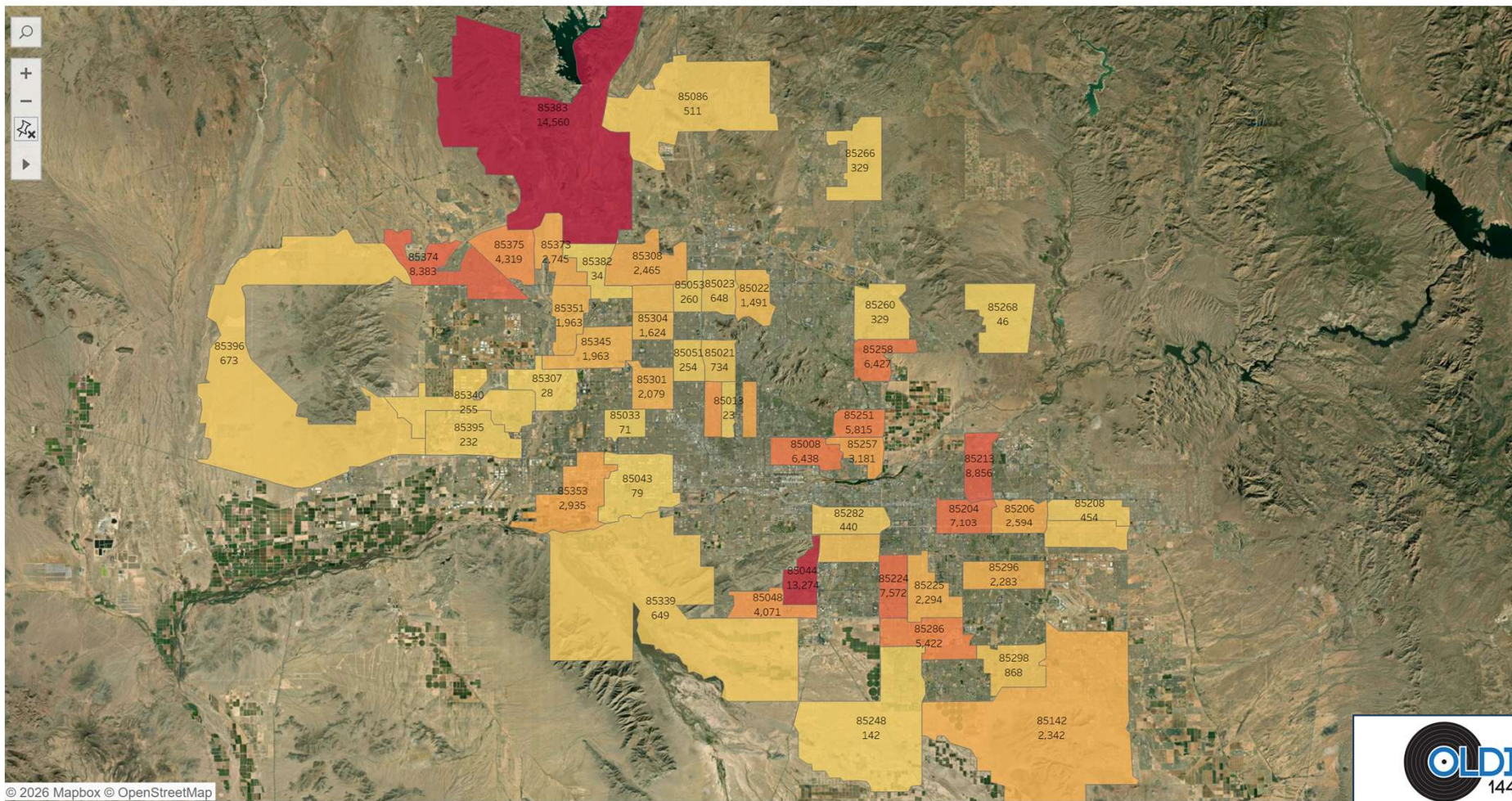
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(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSXL-FM OR Radio Stations: KUPD-FM)



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

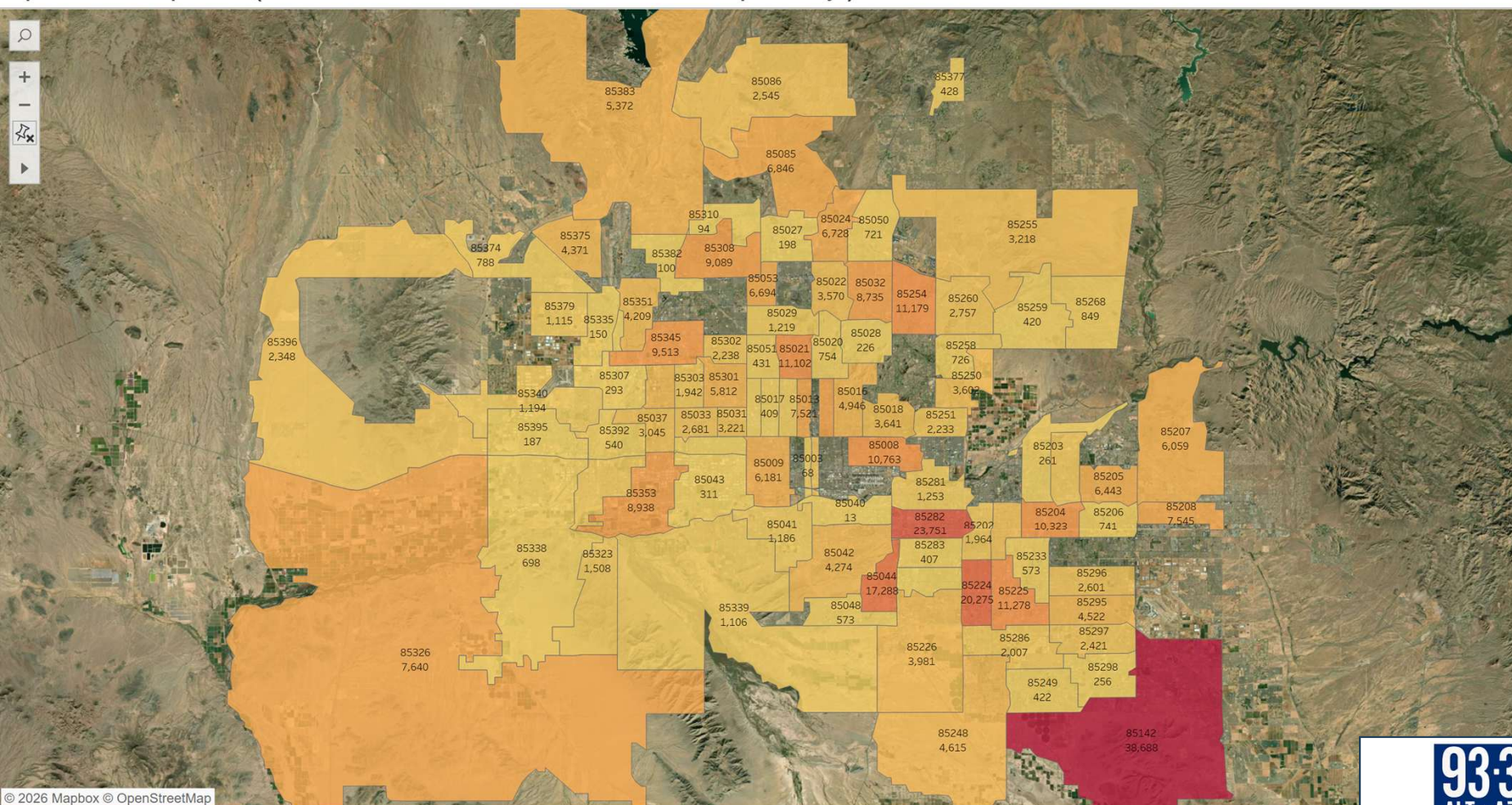


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# Top Residential Zip Codes: (Adults 18 or older who Listened to KDKB-FM in the past 7 days)



SUM(Adults 18 or older...



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**93.3**  
ALT★AZ ARIZONA'S  
ALTERNATIVE

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(Radio Stations: KDKB-FM)



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100 KS



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(Radio Stations: KSLX-FM)



85387 1,232

85374 788

85375 2,090

85373 252

85382 10,355

85308 1,385

85310 5,921

85083 78

85085 1,514

85027 4,419

85050 574

85053 3,952

85022 179

85032 82

85254 12,497

85260 3,232

85268 770

85335 1,956

85304 3,196

85029 3,592

85302 2,868

85051 802

85021 16,078

85020 683

85028 226

85258 1,256

85396 1,934

85355 1,865

85345 8,514

85307 531

85305 4,148

85303 1,576

85301 3,012

85019 14,742

85015 6,638

85014 1,471

85018 69

85251 1,787

85207 2,722

85340 1,263

85395 2,634

85392 2,145

85037 1,682

85033 2,485

85009 2,151

85003 557

85034 117

85008 7,554

85257 2,473

85203 3,315

85205 4,022

85353 18,226

85043 772

85041 537

85045 685

85048 1,718

85044 9,588

85281 1,732

85282 33,749

85210 12,185

85204 15,071

85206 2,559

85208 7,627

85338 7,595

85323 769

85046 431

85283 2,933

85284 135

85224 26,342

85225 15,824

85286 2,027

85249 371

85234 1,141

85296 13,335

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85212 416

85326 5,299

85248 3,953

85142 4,228

98k

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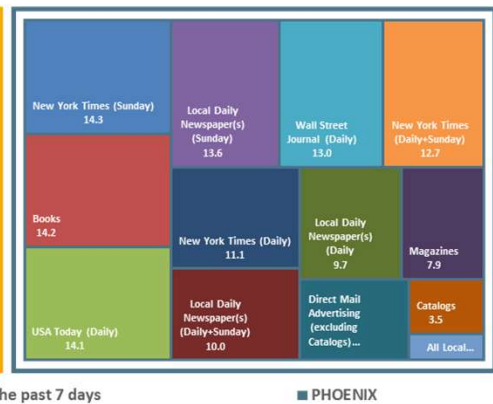
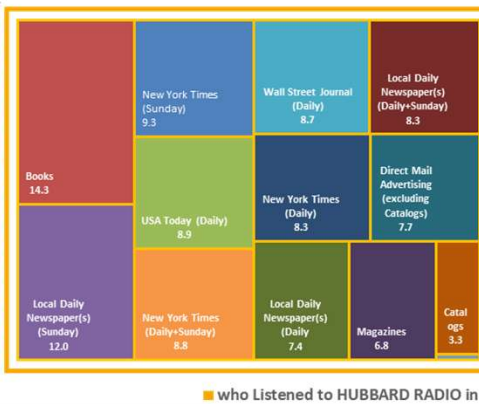
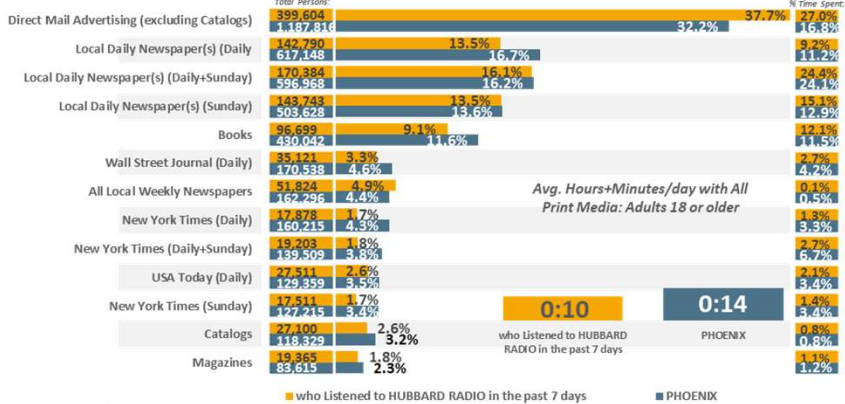
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for Anything .

(Radio Stations: KUPD-FM)

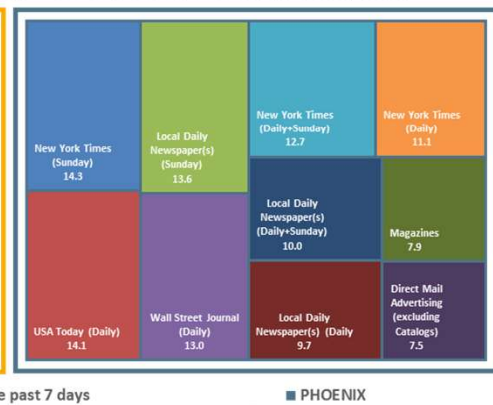
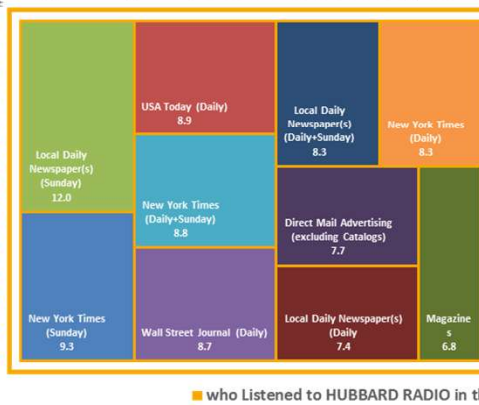
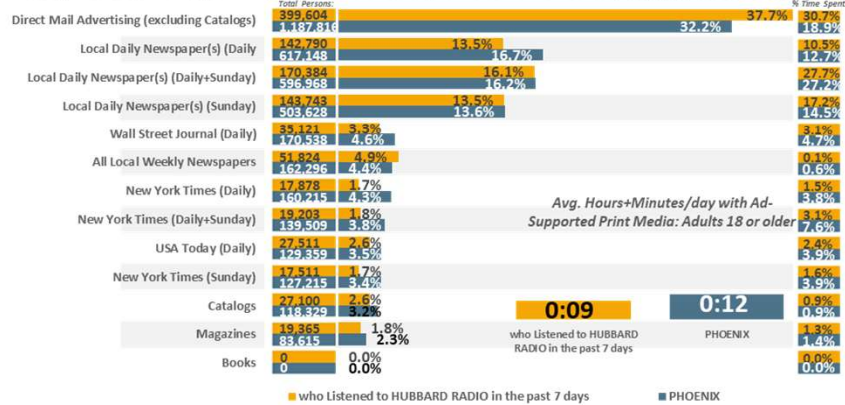


399,604 or 37.7% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days read Direct Mail Advertising (excluding Catalogs) for an average of 7.7 minutes every day representing 30.7% of all time spent daily with All forms of Print Media.

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



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

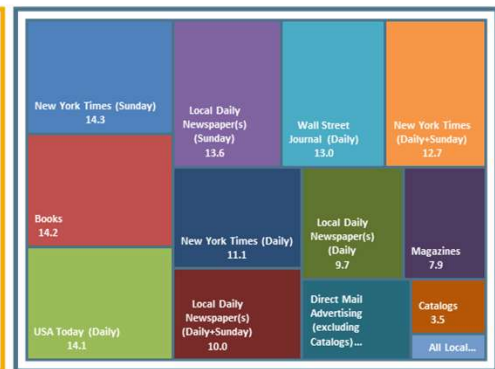
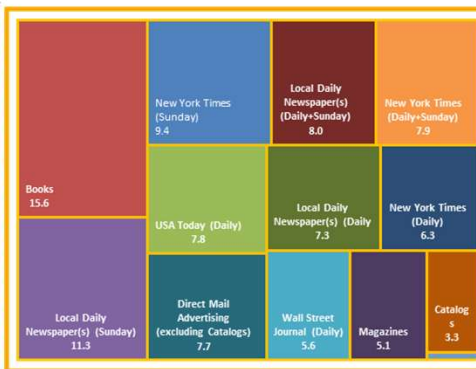
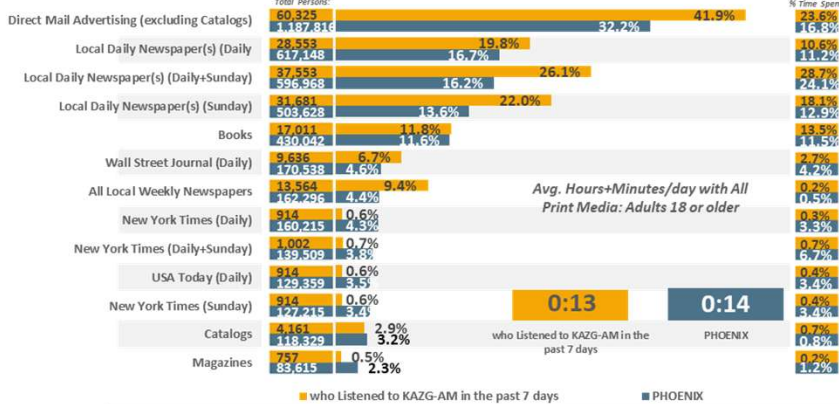




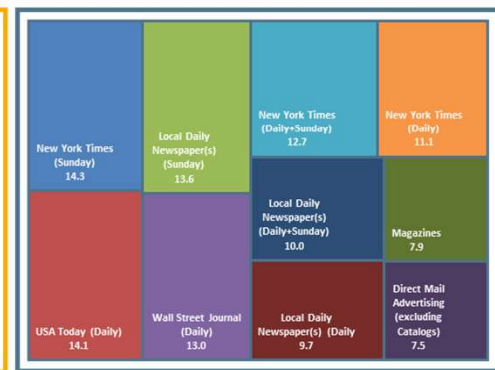
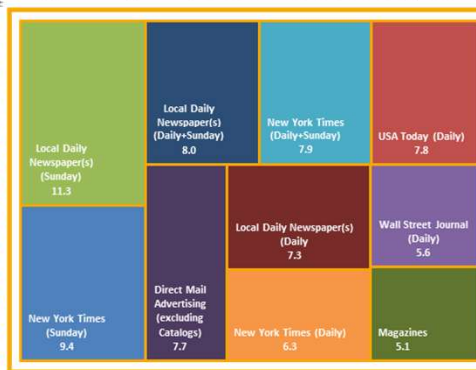
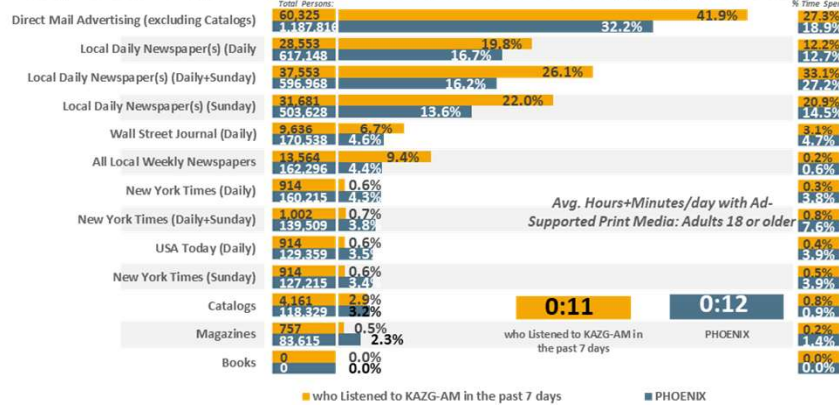


37,553 or 26.1% of Adults 18 or older who Listened to KAZG-AM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8. minutes every day representing 33.1% of all time spent daily with All forms of Print Media.

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



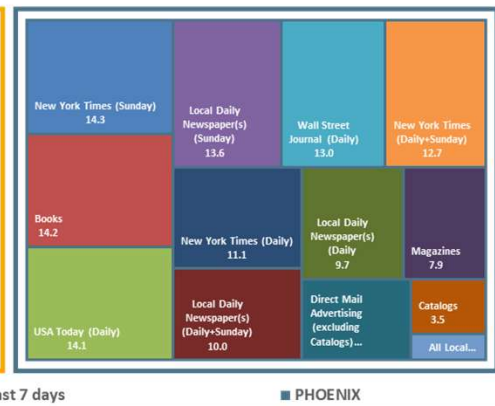
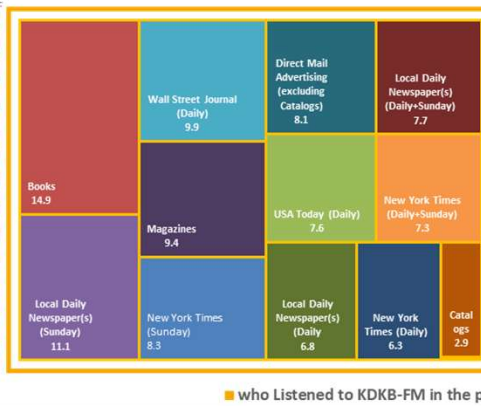
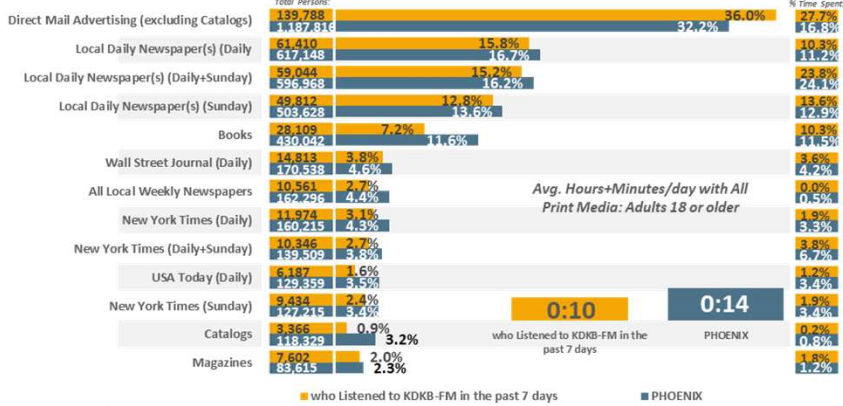
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



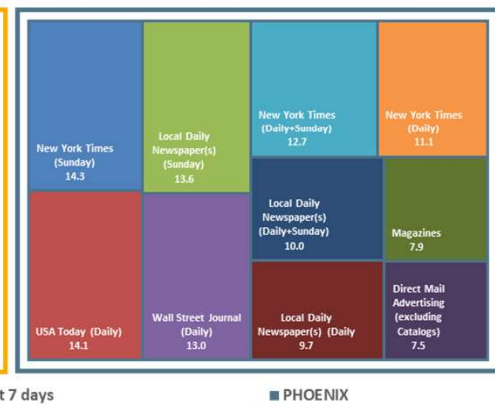
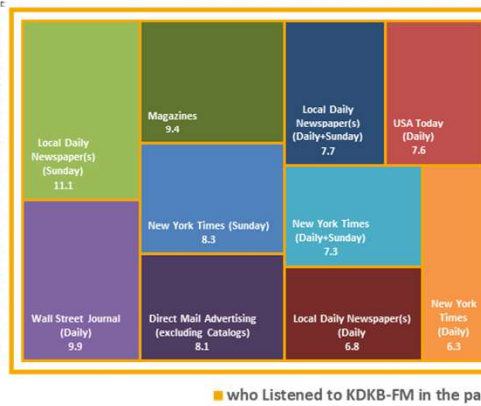
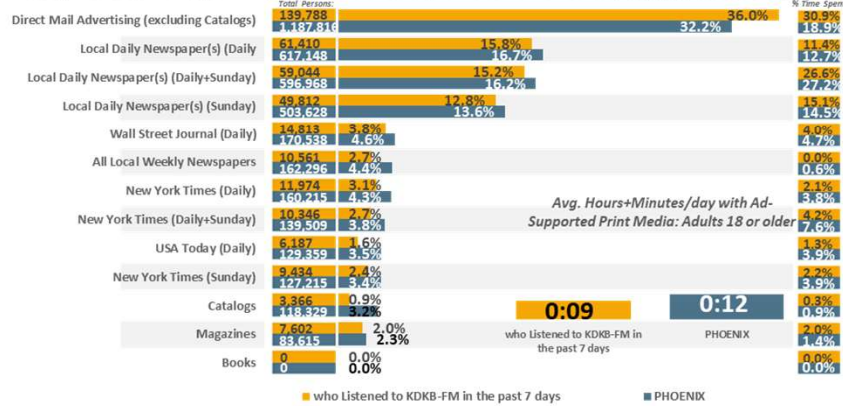


139,788 or 36.6% of Adults 18 or older who Listened to KDKB-FM in the past 7 days read Direct Mail Advertising (excluding Catalogs) for an average of 8.1 minutes every day representing 30.9% of all time spent daily with All forms of Print Media.

**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**



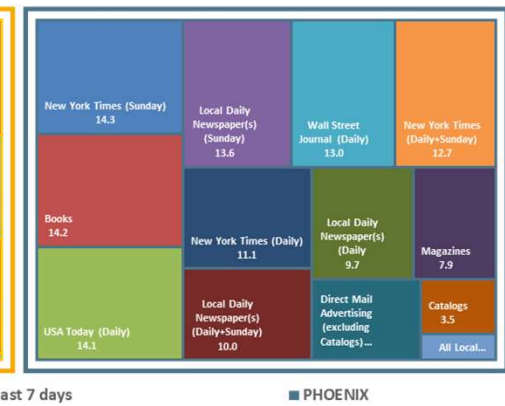
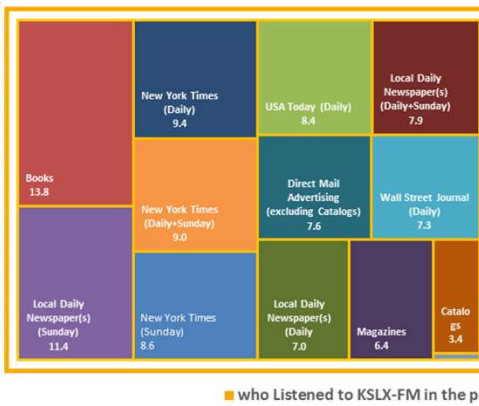
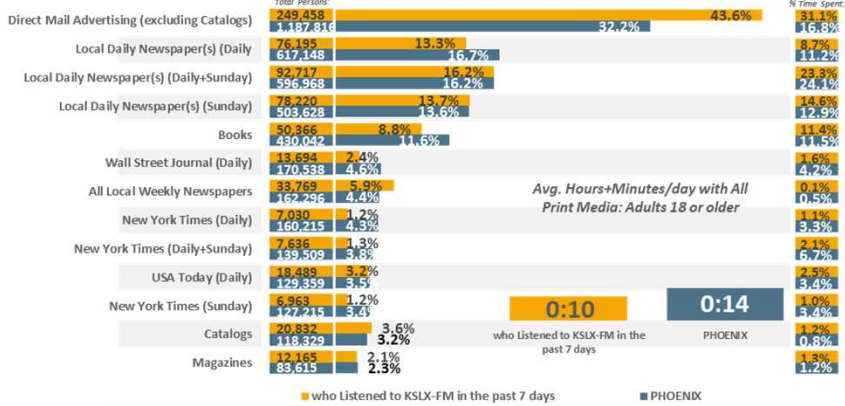
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



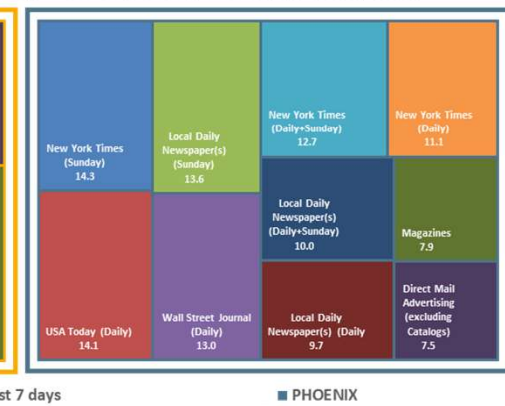
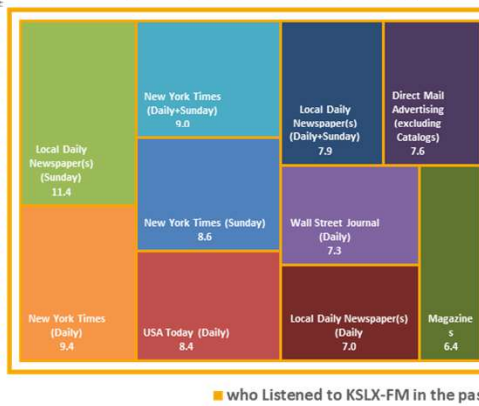
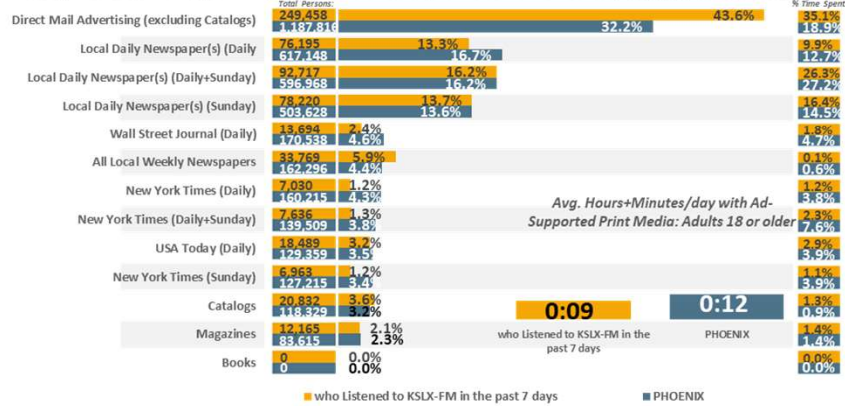


249,458 or 43.6% of Adults 18 or older who Listened to KSLX-FM in the past 7 days read Direct Mail Advertising (excluding Catalogs) for an average of 7.6 minutes every day representing 35.1% of all time spent daily with All forms of Print Media.

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



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

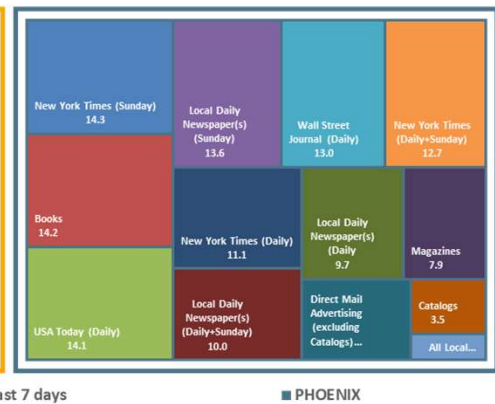
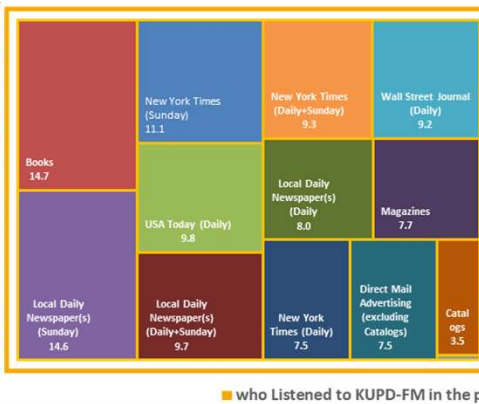
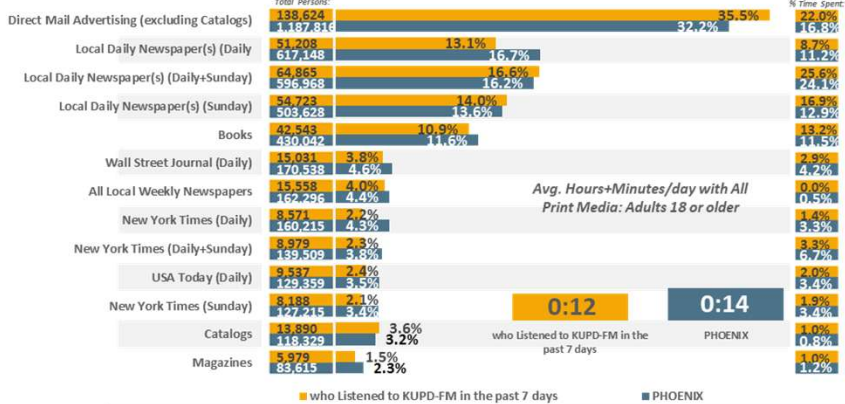




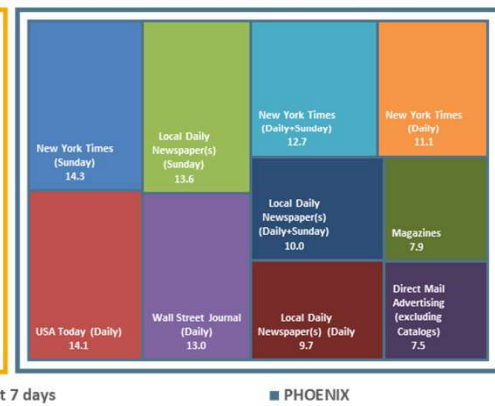
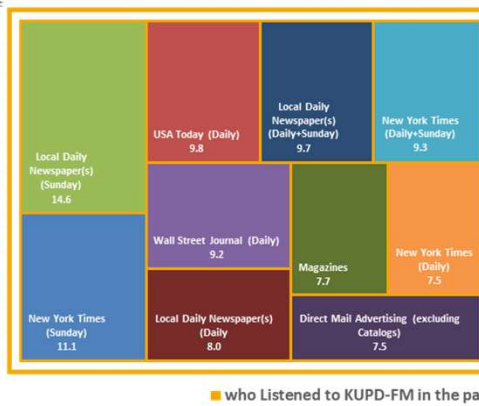
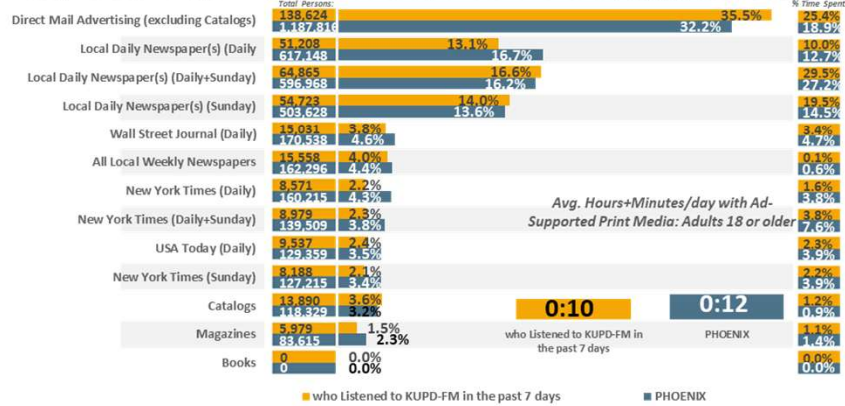


64,865 or 16.6% of Adults 18 or older who Listened to KUPD-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.7 minutes every day representing 29.5% of all time spent daily with All forms of Print Media.

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



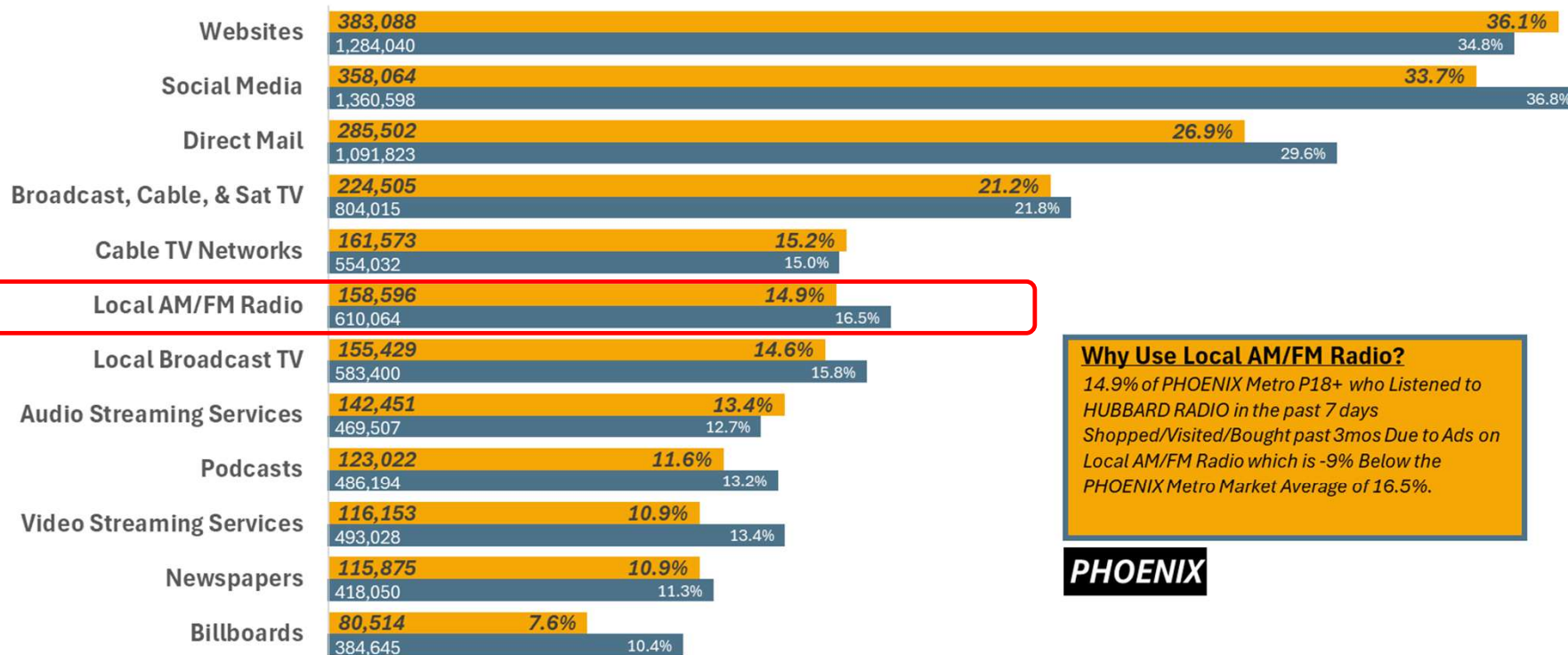
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





## "Advertising Actions"

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



### Why Use Local AM/FM Radio?

14.9% of PHOENIX Metro P18+ who Listened to HUBBARD RADIO in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -9% Below the PHOENIX Metro Market Average of 16.5%.

PHOENIX

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

■ P18+ PHOENIX AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

PHOENIX Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab: 586  
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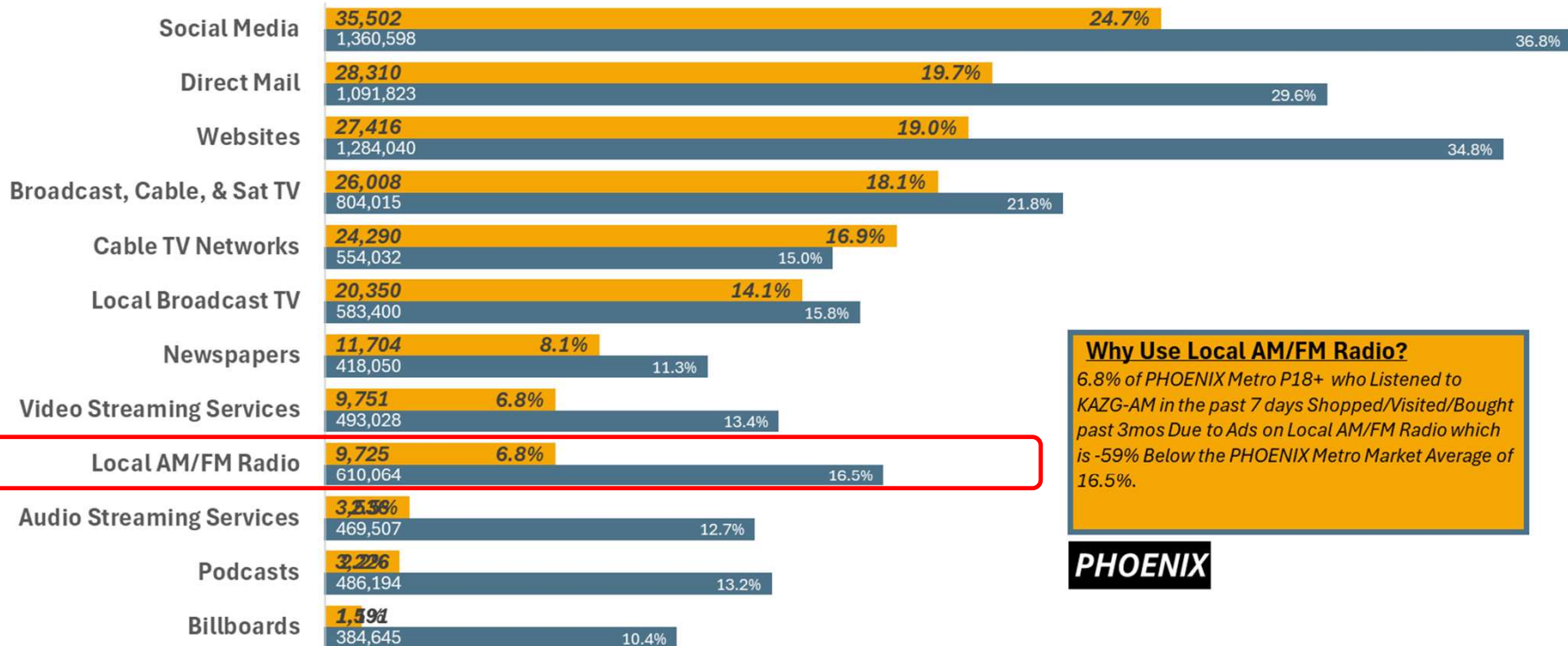
soefa.ai Share of Everything for Anything ©

(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)



## "Advertising Actions"

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



### Why Use Local AM/FM Radio?

6.8% of PHOENIX Metro P18+ who Listened to KAZG-AM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -59% Below the PHOENIX Metro Market Average of 16.5%.

PHOENIX

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

■ P18+ PHOENIX AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

PHOENIX Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab: 70  
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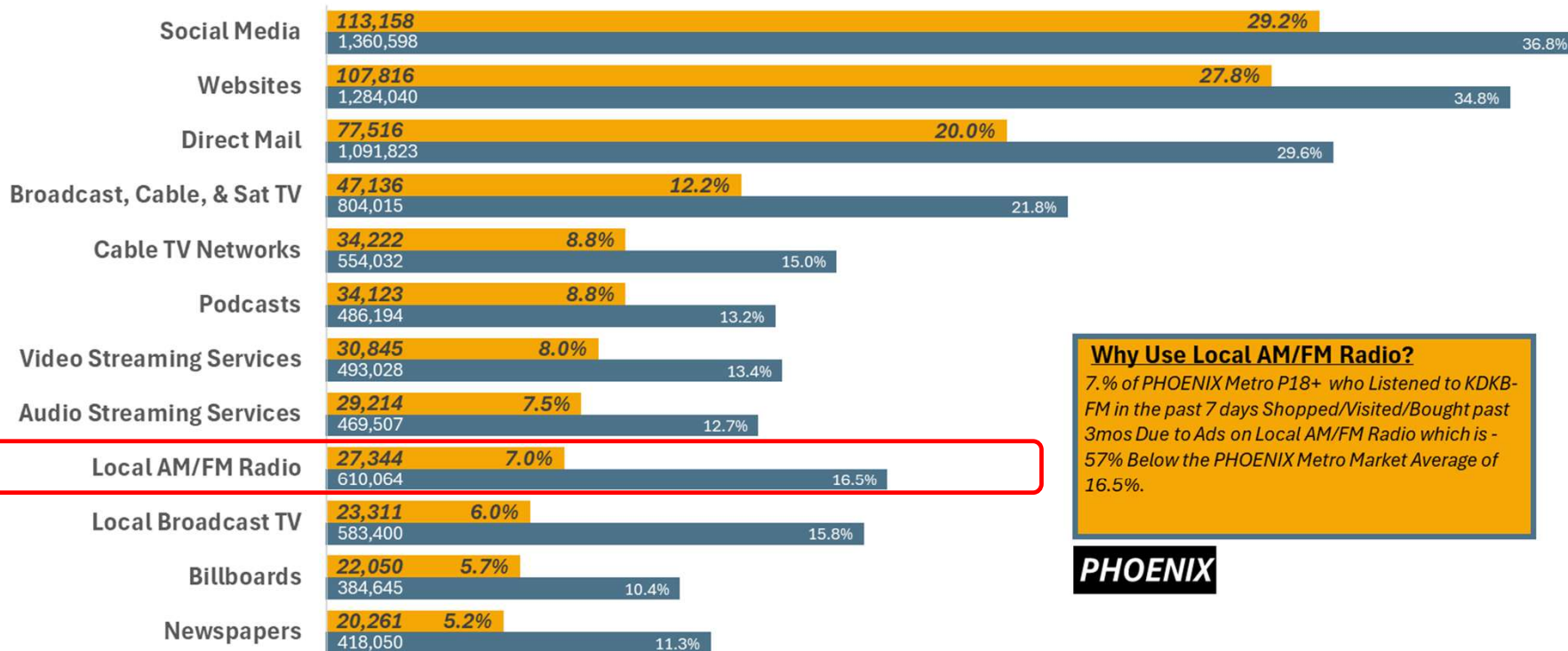
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(Radio Stations: KAZG-AM)



## "Advertising Actions"

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



### Why Use Local AM/FM Radio?

7.7% of PHOENIX Metro P18+ who Listened to KDKB-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is - 57% Below the PHOENIX Metro Market Average of 16.5%.

**PHOENIX**

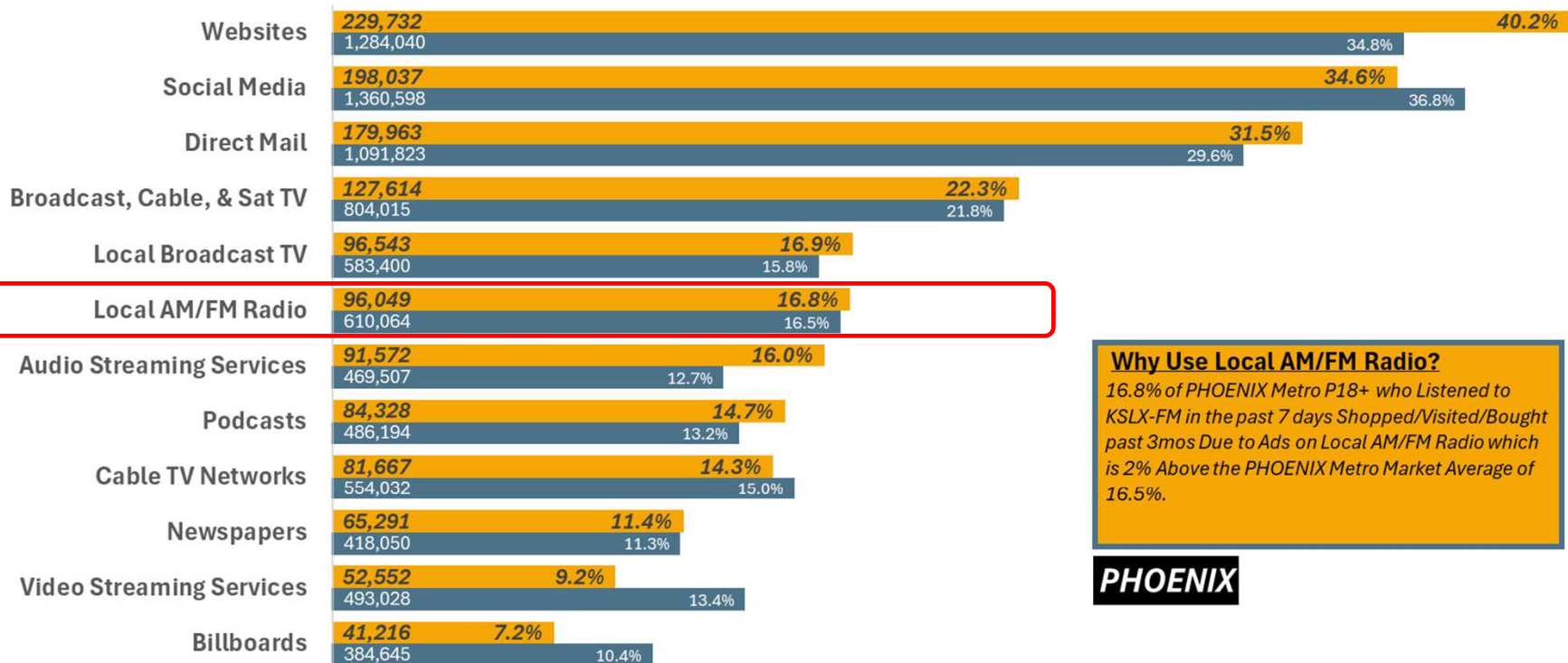
■ P18+ who Listened to KDKB-FM in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ PHOENIX AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)



## "Advertising Actions"

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



### Why Use Local AM/FM Radio?

16.8% of PHOENIX Metro P18+ who Listened to KSLX-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 2% Above the PHOENIX Metro Market Average of 16.5%.

PHOENIX

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

■ P18+ PHOENIX AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

PHOENIX Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab: 281  
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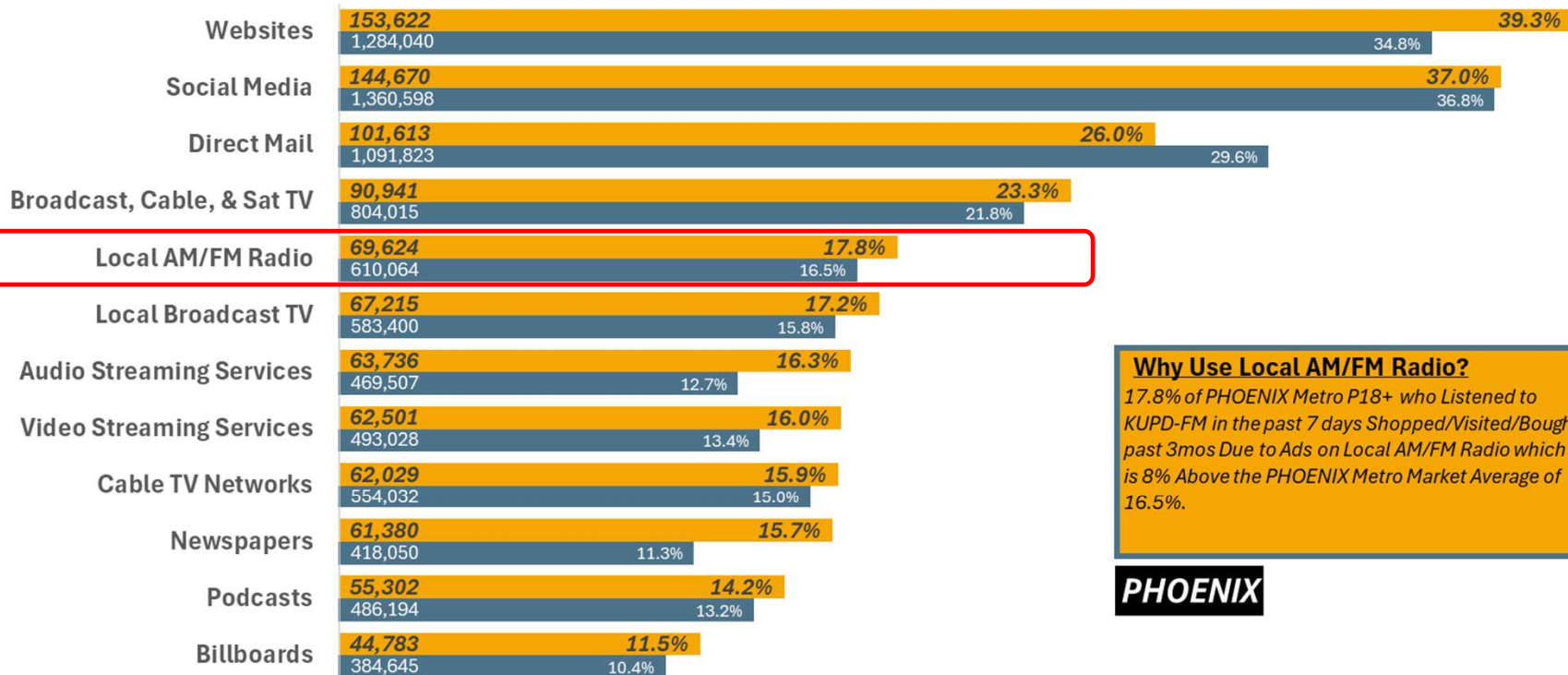
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(Radio Stations: KSLX-FM)



## "Advertising Actions"

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



### Why Use Local AM/FM Radio?

17.8% of PHOENIX Metro P18+ who Listened to KUPD-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 8% Above the PHOENIX Metro Market Average of 16.5%.

PHOENIX

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

■ P18+ PHOENIX AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

PHOENIX Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab: 247  
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(Radio Stations: KUPD-FM)