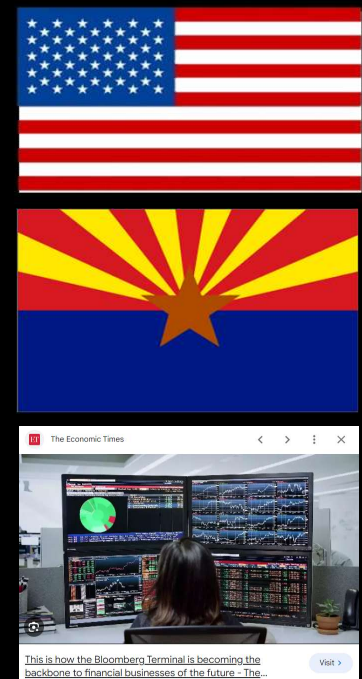


PHOENIX, AZ Metro – 5 P18+ Profiles of IHEART RADIO Listeners! Brand New Data as of February 28, 2026! **Complete Demographic & Media Use Profiles**



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

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



48.5% or 1,791,385 of PHOENIX Metro Adults 18 or older Listened to IHEART RADIO in the past 7 days.
Typical Adults 18 or older who Listened to IHEART RADIO in the past 7 days are 47.4 years old (.2% younger than average) and have a \$114,869 (1.4% higher than average) annual household income.

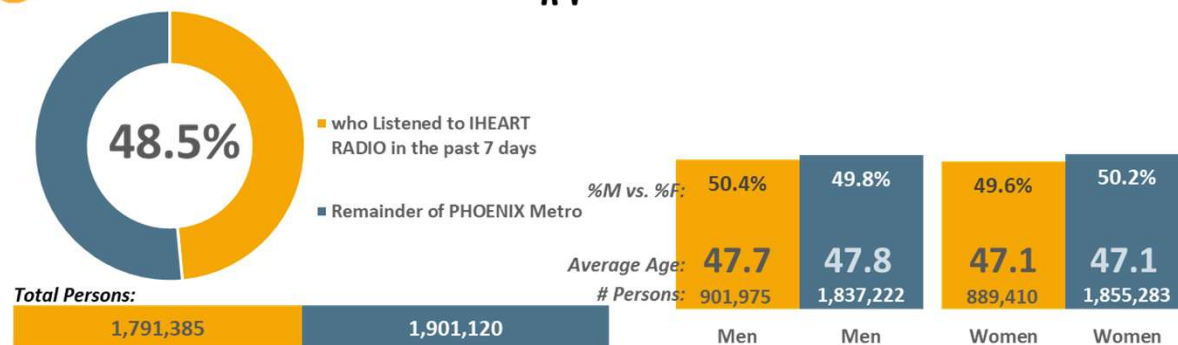


Percent of Market: Adults 18 or older

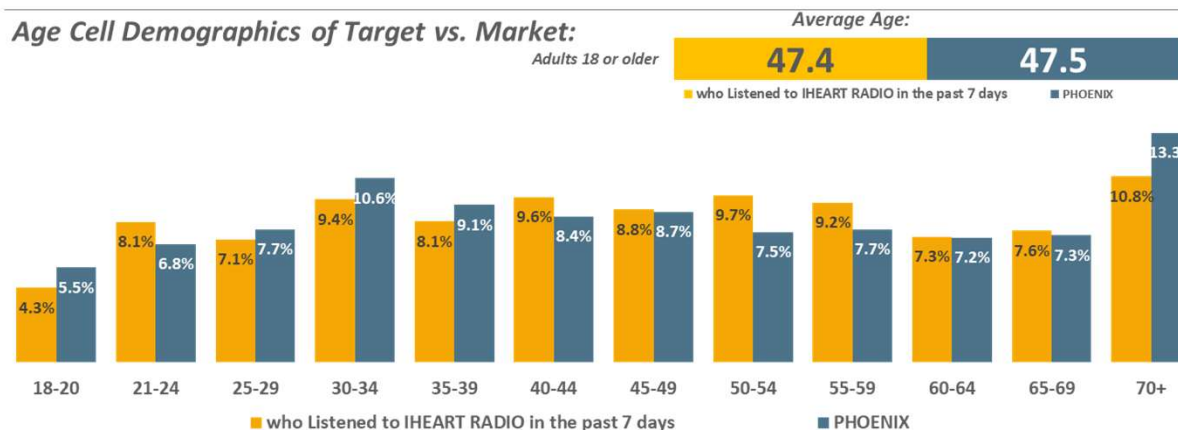


Gender of Target vs. Market: Adults 18 or older

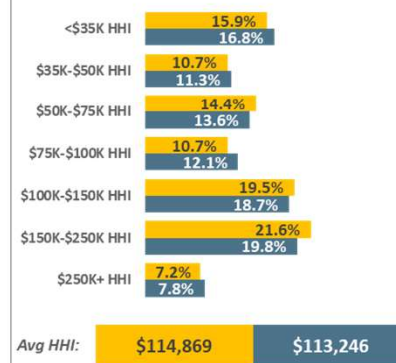
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



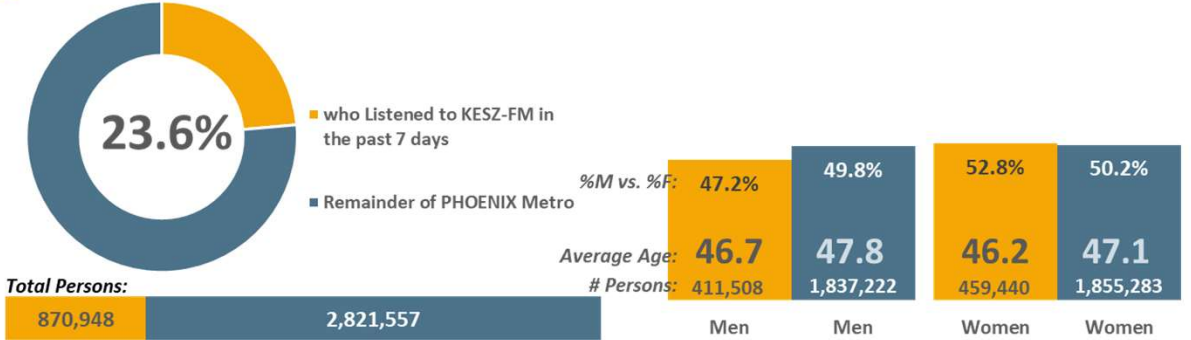
PHOENIX Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 980
All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

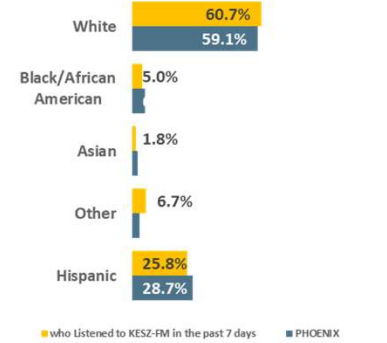


23.6% or 870,948 of PHOENIX Metro Adults 18 or older Listened to KESZ-FM in the past 7 days.
Typical Adults 18 or older who Listened to KESZ-FM in the past 7 days are 46.5 years old (2.1% younger than average) and have a \$118,514 (4.7% higher than average) annual household income.

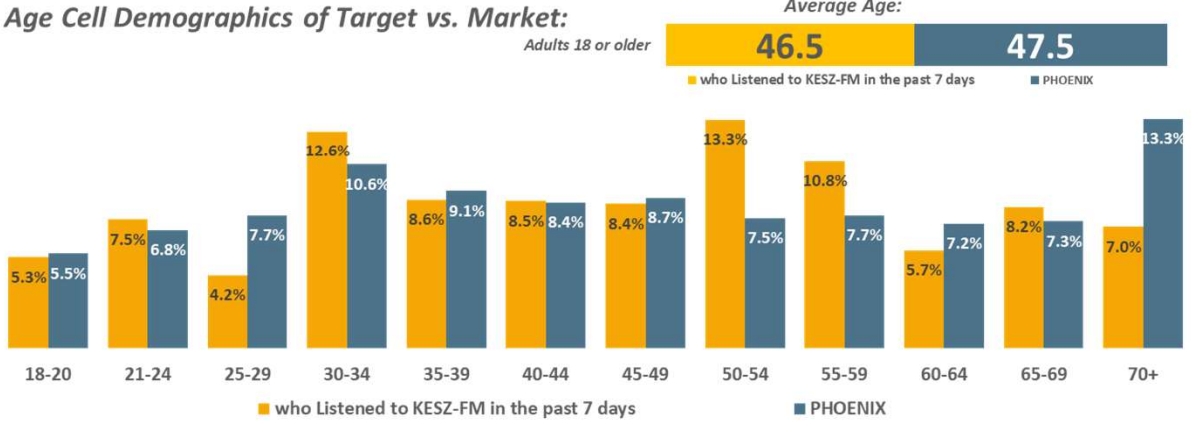
Percent of Market: Adults 18 or older **Gender of Target vs. Market: Adults 18 or older**



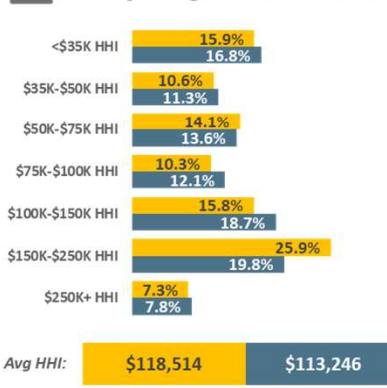
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



PHOENIX Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 419
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11.8% or 433,881 of PHOENIX Metro Adults 18 or older Listened to KMXP-FM in the past 7 days.
Typical Adults 18 or older who Listened to KMXP-FM in the past 7 days are 46.7 years old (1.6% younger than average) and have a \$111,863 (1.2% lower than average) annual household income.

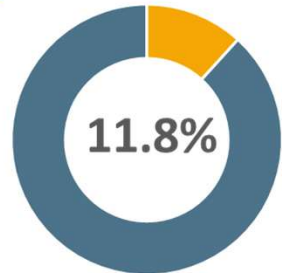


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



Total Persons:

433,881 3,258,624

%M vs. %F:

Average Age:

Persons:

45.0%	49.8%	55.0%	50.2%
47.3	47.8	46.1	47.1
195,071	1,837,222	238,810	1,855,283
Men	Men	Women	Women

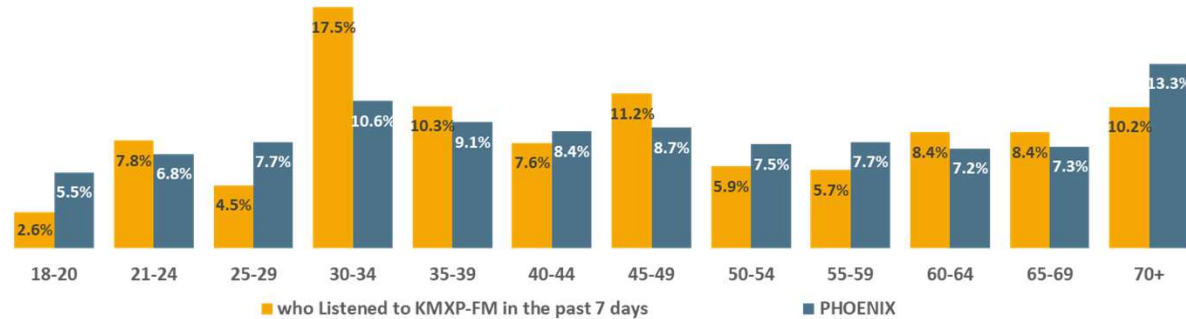
Age Cell Demographics of Target vs. Market:

Average Age:

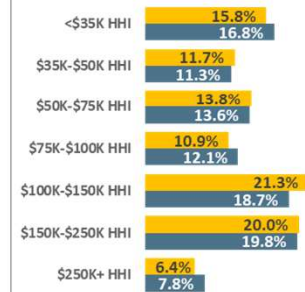
Adults 18 or older

46.7 47.5

who Listened to KMXP-FM in the past 7 days PHOENIX



HHI of Target vs. Market:



Avg HHI:

\$111,863

\$113,246



11.2% or 411,919 of PHOENIX Metro Adults 18 or older Listened to KNIX-FM in the past 7 days.
Typical Adults 18 or older who Listened to KNIX-FM in the past 7 days are 48.8 years old (2.7% older than average) and have a \$112,506 (.7% lower than average) annual household income.

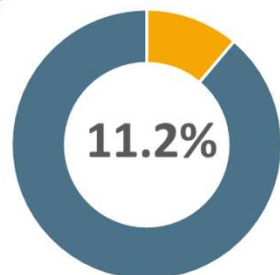


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



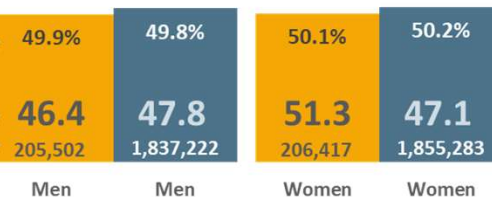
Total Persons:



%M vs. %F:

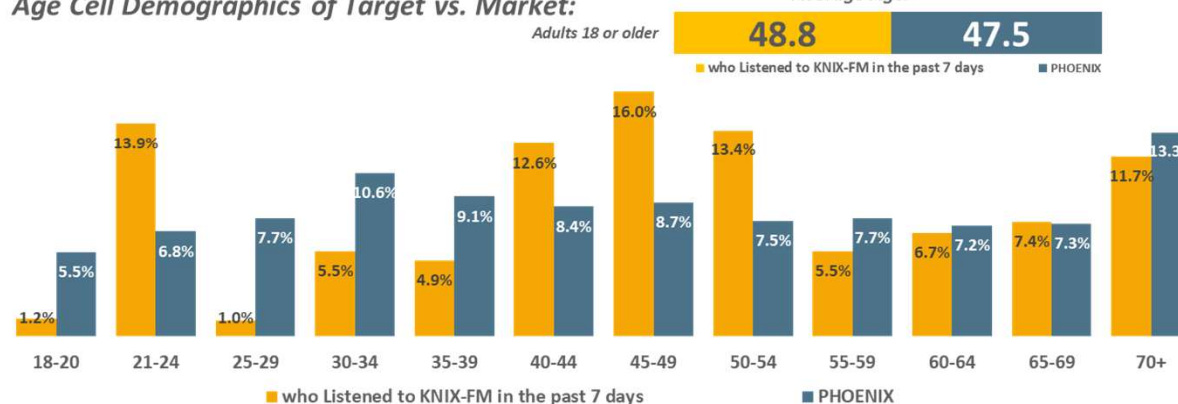
Average Age:

Persons:

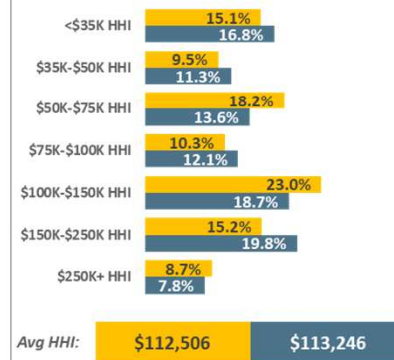


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:





16.8% or 620,477 of PHOENIX Metro Adults 18 or older Listened to KYOT-FM in the past 7 days.
Typical Adults 18 or older who Listened to KYOT-FM in the past 7 days are 49. years old (3.2% older than average) and have a \$116,405 (2.8% higher than average) annual household income.

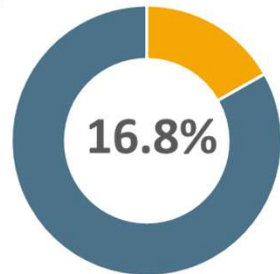


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



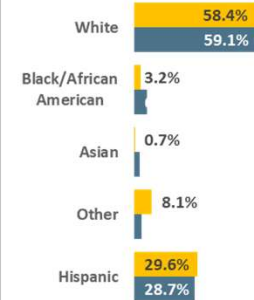
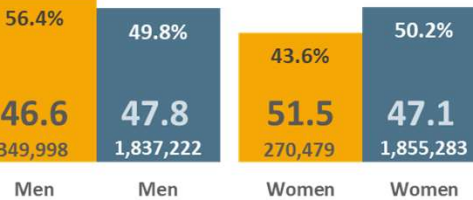
Total Persons:

620,477 3,072,028

%M vs. %F:

Average Age:

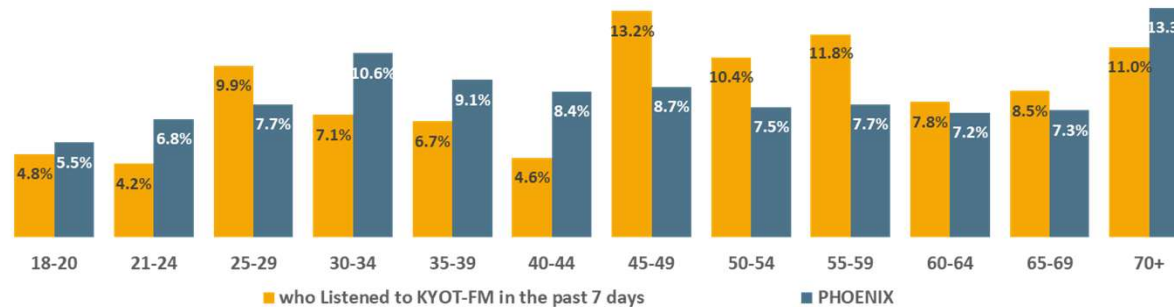
Persons:



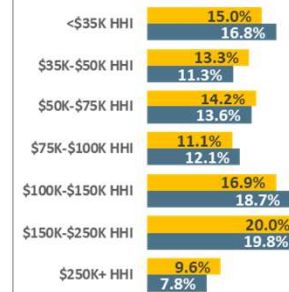
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older



HHI of Target vs. Market:



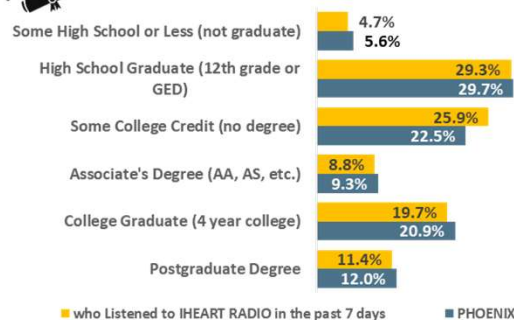
Avg HHI: \$116,405 \$113,246



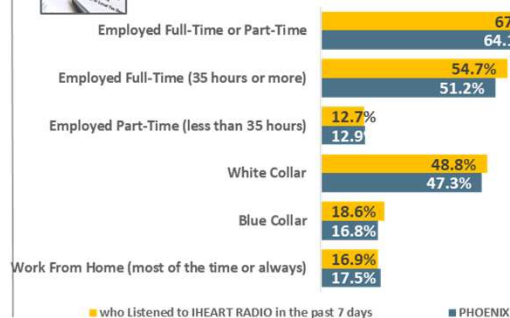
48.5% or 1,791,385 of PHOENIX Metro Adults 18 or older Listened to IHEART RADIO in the past 7 days. Adults 18 or older who Listened to IHEART RADIO in the past 7 days are 5.4% less likely to be a college graduate, 6.8% more likely to work full-time, 4.9% more likely to be married, 8.6% more likely to be a parent of 1 or more children under 18.



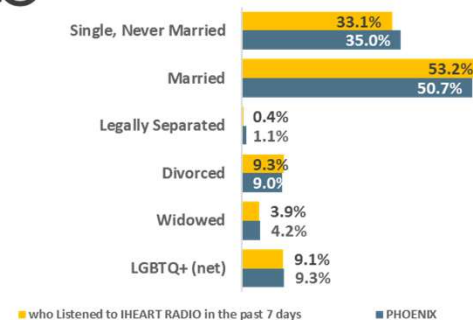
Education Levels: Adults 18 or older



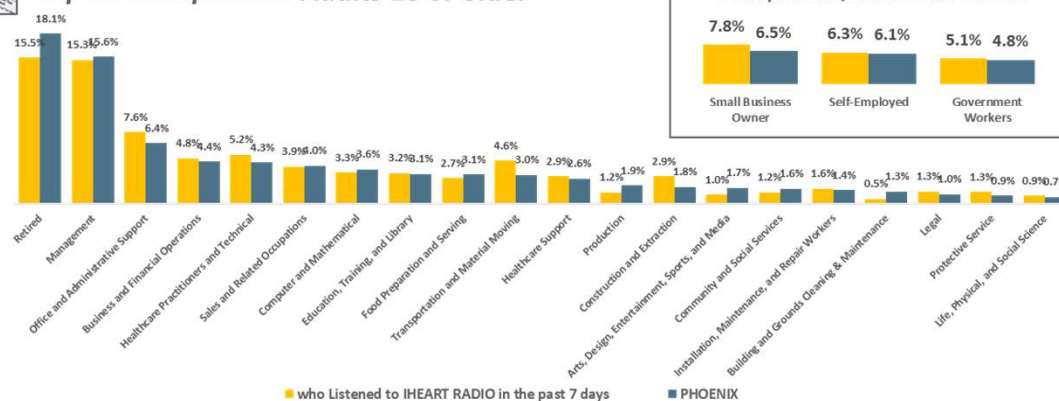
Employment: Adults 18 or older



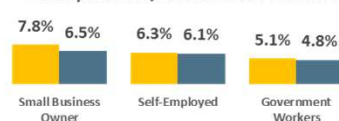
Marital Status: Adults 18 or older



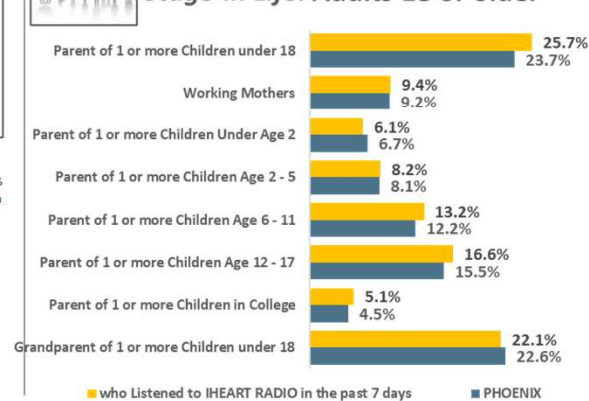
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older



PHOENIX Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 980
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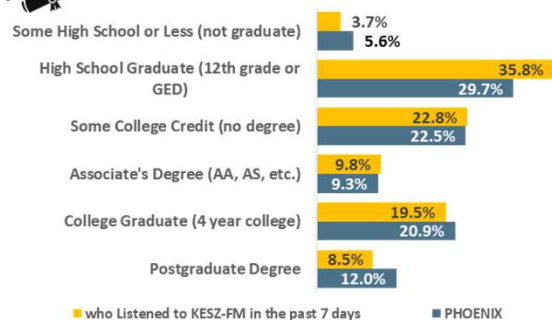
(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)



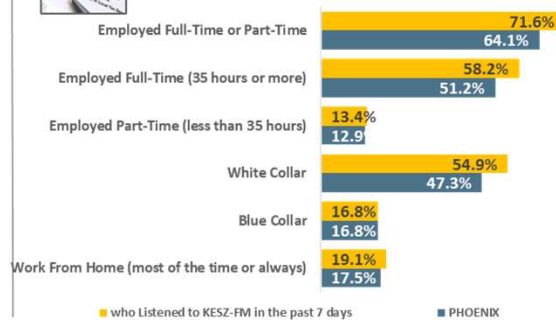
23.6% or 870,948 of PHOENIX Metro Adults 18 or older Listened to KESZ-FM in the past 7 days. Adults 18 or older who Listened to KESZ-FM in the past 7 days are 15.2% less likely to be a college graduate, 13.8% more likely to work full-time, 12.3% more likely to be married, 13.4% more likely to be a parent of 1 or more children under 18.



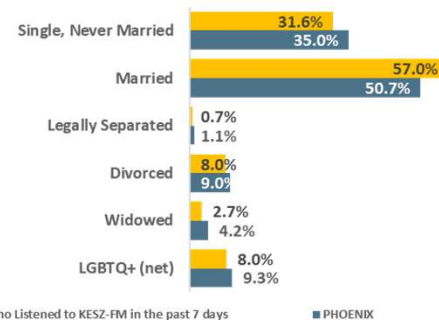
Education Levels: Adults 18 or older



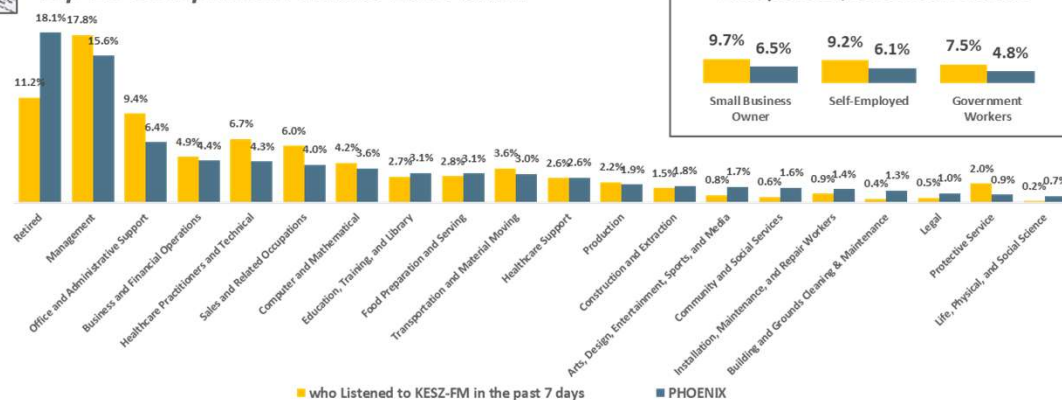
Employment: Adults 18 or older



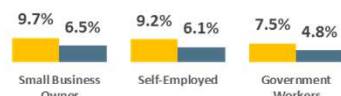
Marital Status: Adults 18 or older



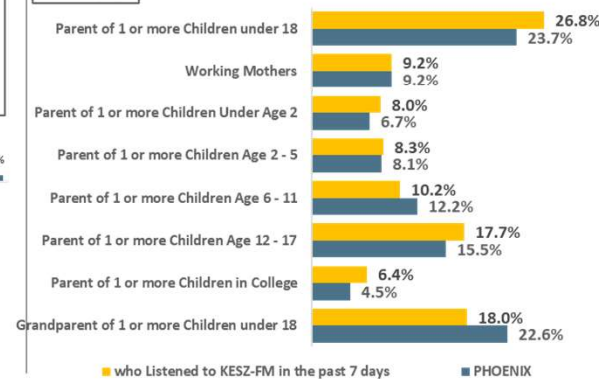
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

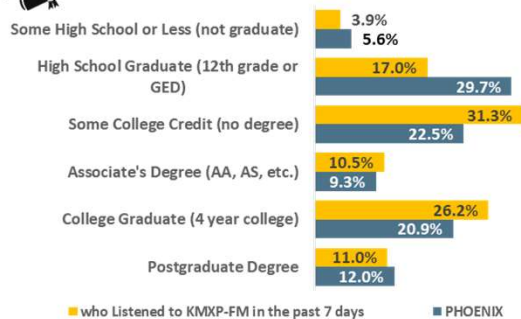




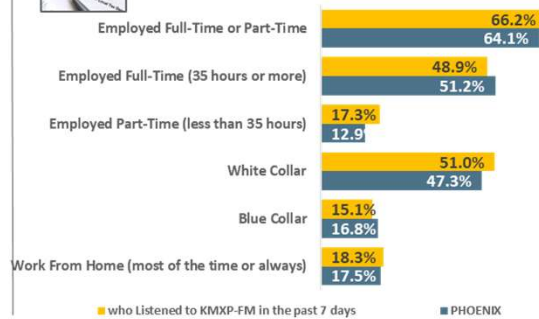
11.8% or 433,881 of PHOENIX Metro Adults 18 or older Listened to KMXP-FM in the past 7 days. Adults 18 or older who Listened to KMXP-FM in the past 7 days are 12.7% more likely to be a college graduate, 4.5% less likely to work full-time, 14.9% more likely to be married, 37.% more likely to be a parent of 1 or more children under 18.



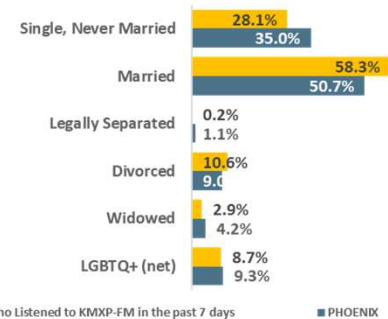
Education Levels: Adults 18 or older



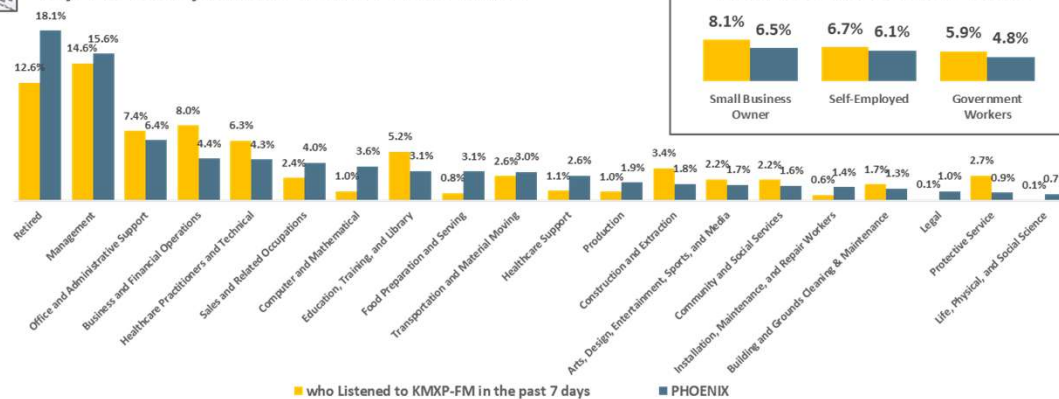
Employment: Adults 18 or older



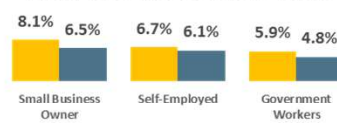
Marital Status: Adults 18 or older



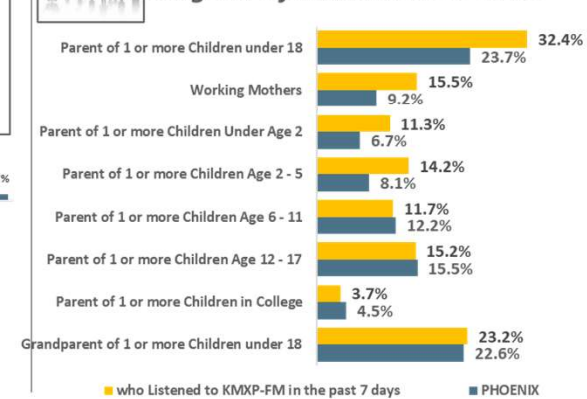
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

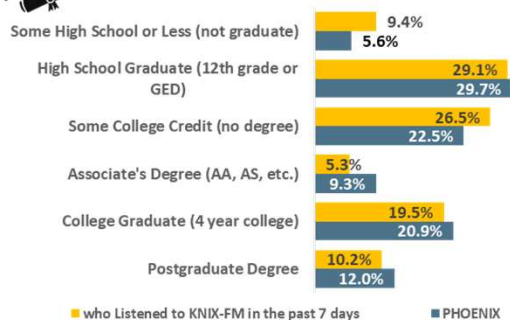




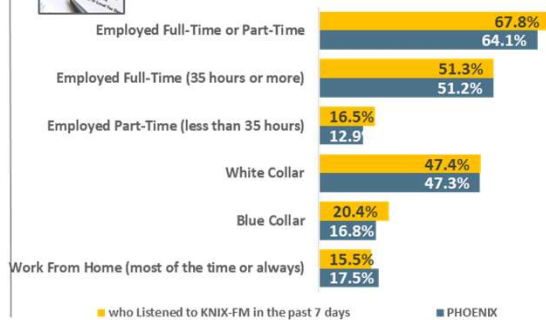
11.2% or 411,919 of PHOENIX Metro Adults 18 or older Listened to KNIX-FM in the past 7 days. Adults 18 or older who Listened to KNIX-FM in the past 7 days are 9.9% less likely to be a college graduate, .4% more likely to work full-time, 18.1% more likely to be married, 49.6% more likely to be a parent of 1 or more children under 18.



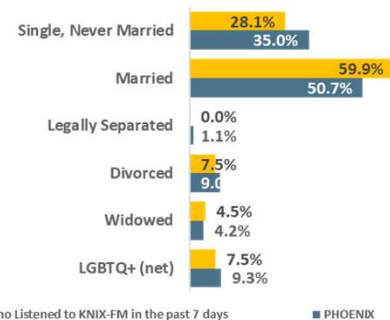
Education Levels: Adults 18 or older



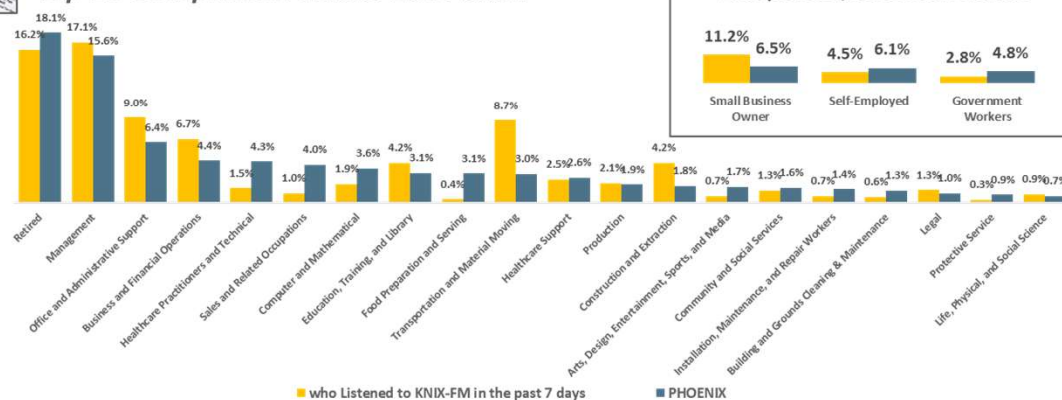
Employment: Adults 18 or older



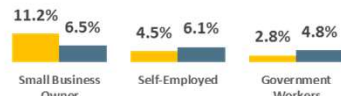
Marital Status: Adults 18 or older



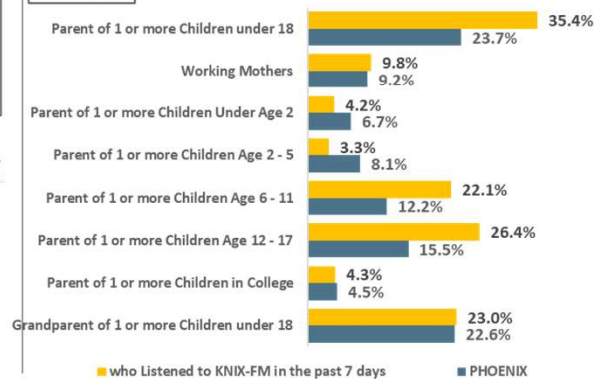
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

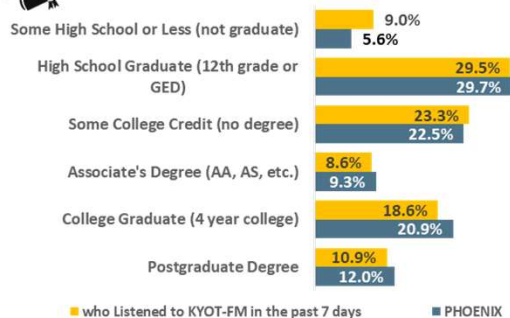




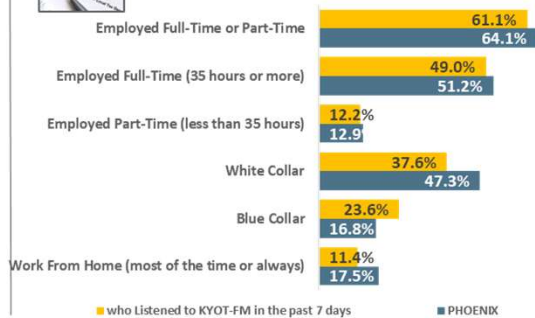
16.8% or 620,477 of PHOENIX Metro Adults 18 or older Listened to KYOT-FM in the past 7 days. Adults 18 or older who Listened to KYOT-FM in the past 7 days are 10.3% less likely to be a college graduate, 4.3% less likely to work full-time, 2.4% more likely to be married, 10.% more likely to be a parent of 1 or more children under 18.



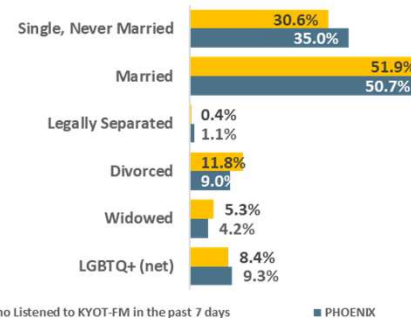
Education Levels: Adults 18 or older



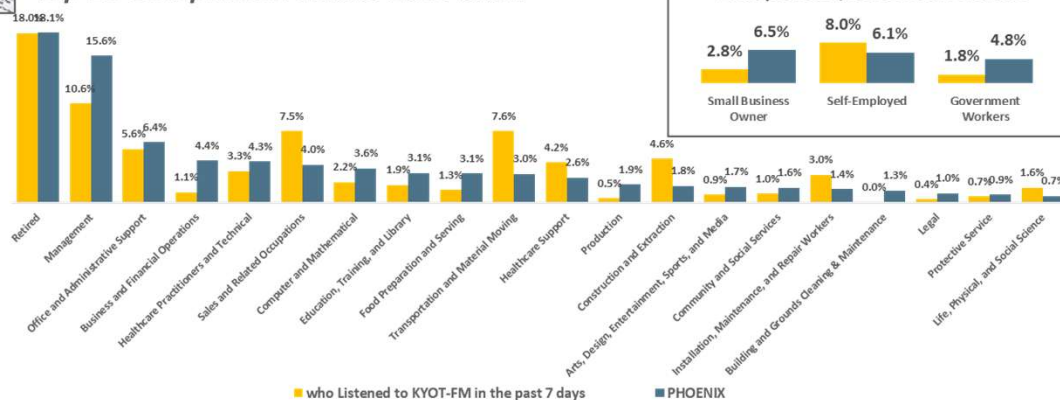
Employment: Adults 18 or older



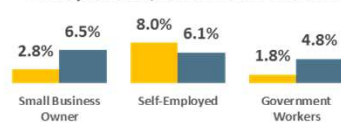
Marital Status: Adults 18 or older



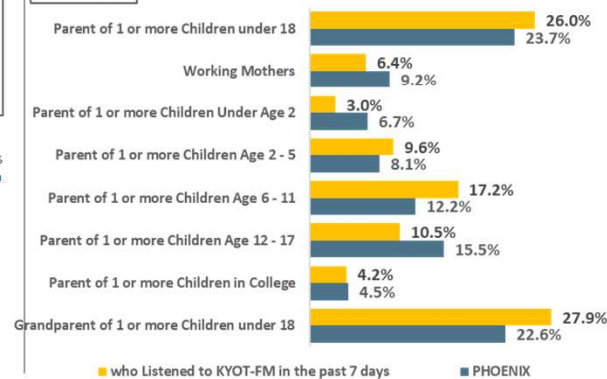
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



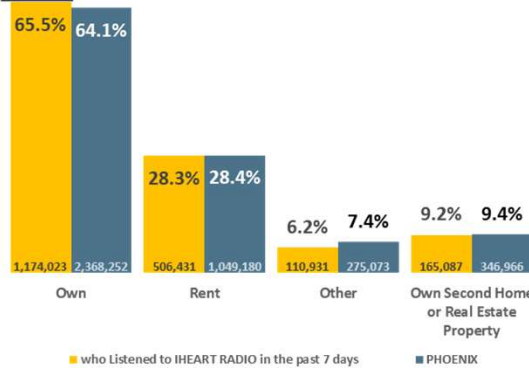
Stage in Life: Adults 18 or older



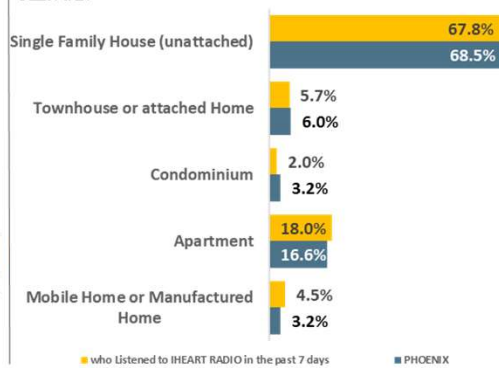


48.5% or 1,791,385 of PHOENIX Metro Adults 18 or older Listened to IHEART RADIO in the past 7 days. Adults 18 or older who Listened to IHEART RADIO in the past 7 days are 2.2% more likely to own their home, 5.8% more likely to own a higher valued home, .9% less likely to have a single-family home, 6.6% more likely to have a dog.

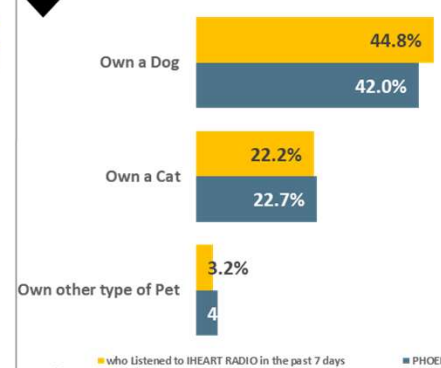
Own/Rent/Other: Adults 18 or older



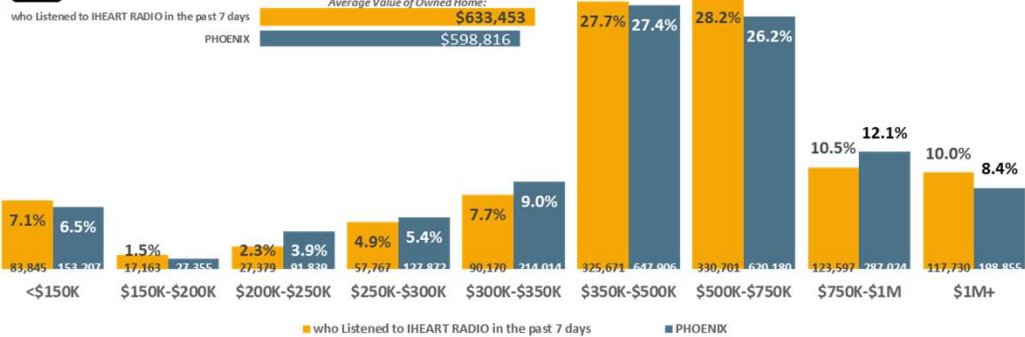
Type of Home: Adults 18 or older



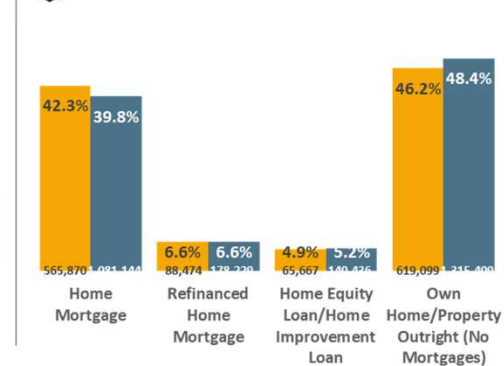
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

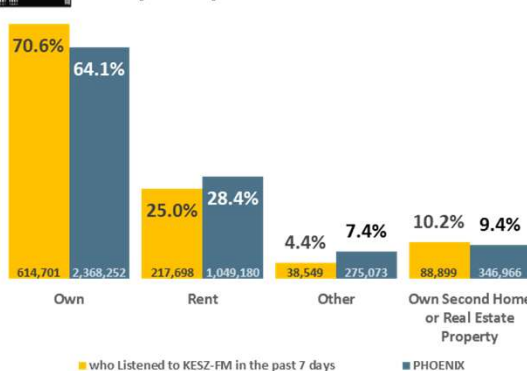




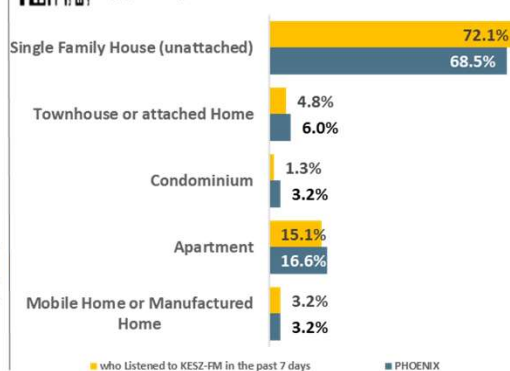
23.6% or 870,948 of PHOENIX Metro Adults 18 or older Listened to KESZ-FM in the past 7 days. Adults 18 or older who Listened to KESZ-FM in the past 7 days are 10.% more likely to own their home, 12.5% more likely to own a higher valued home, 5.3% more likely to have a single-family home, 7.1% more likely to have a dog.



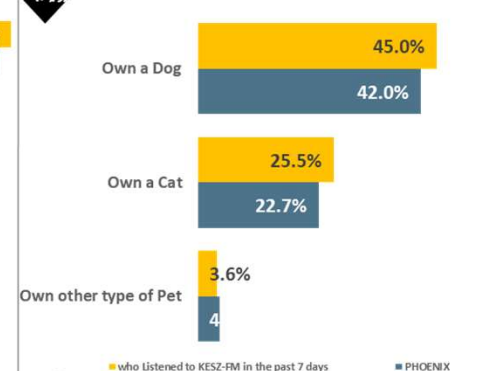
Own/Rent/Other: Adults 18 or older



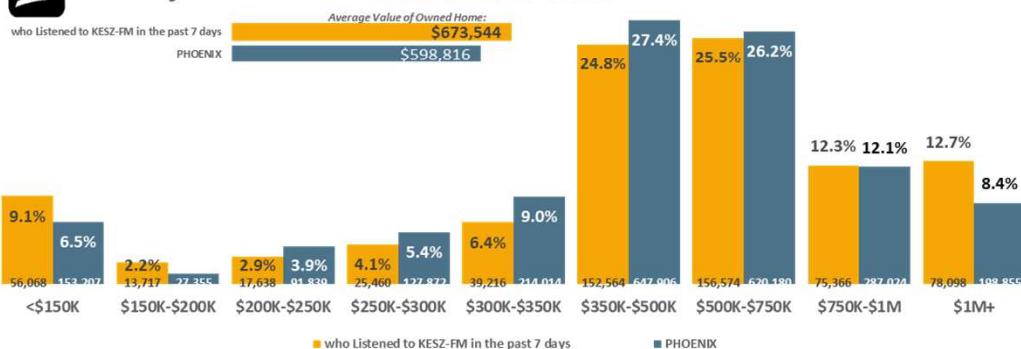
Type of Home: Adults 18 or older



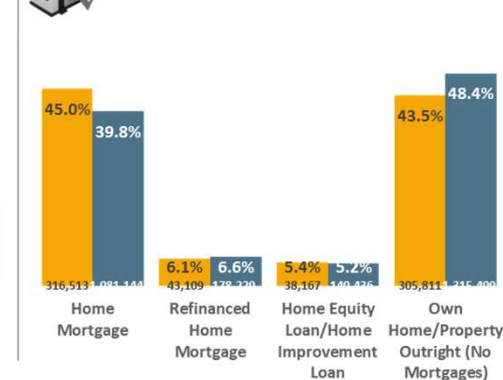
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

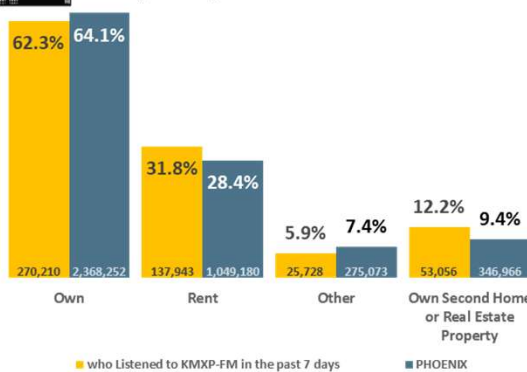




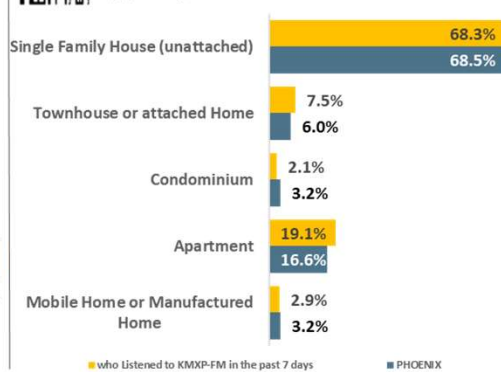
11.8% or 433,881 of PHOENIX Metro Adults 18 or older Listened to KMXP-FM in the past 7 days. Adults 18 or older who Listened to KMXP-FM in the past 7 days are 2.9% less likely to own their home, 9.1% more likely to own a lower valued home, .2% less likely to have a single-family home, .5% less likely to have a dog.



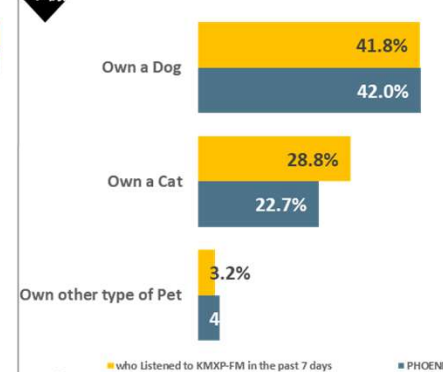
Own/Rent/Other: Adults 18 or older



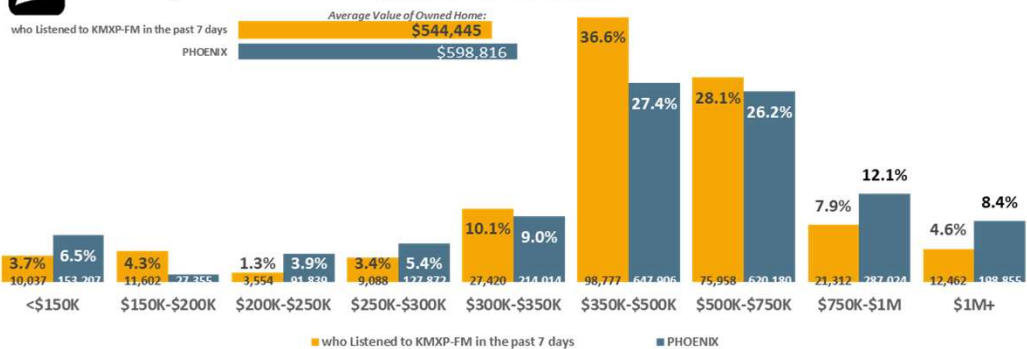
Type of Home: Adults 18 or older



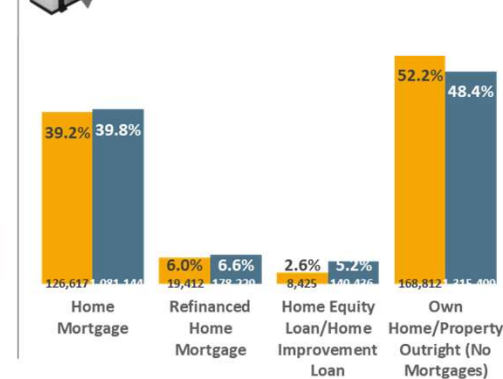
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

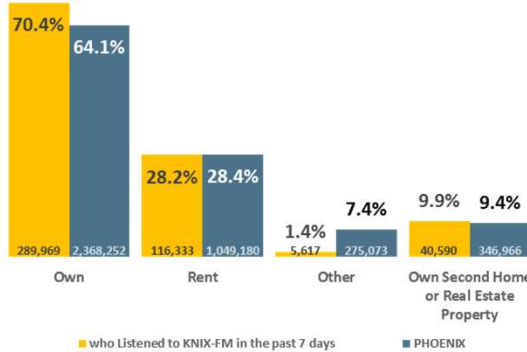




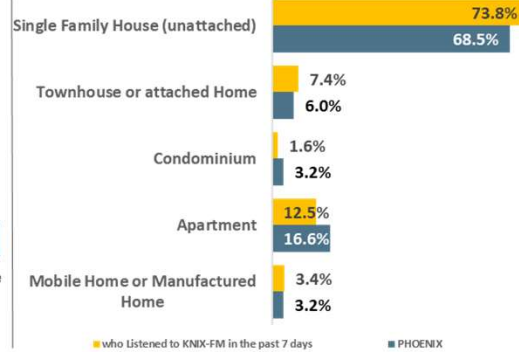
11.2% or 411,919 of PHOENIX Metro Adults 18 or older Listened to KNIX-FM in the past 7 days. Adults 18 or older who Listened to KNIX-FM in the past 7 days are 9.8% more likely to own their home, 5.1% more likely to own a higher valued home, 7.8% more likely to have a single-family home, 20.% more likely to have a dog.



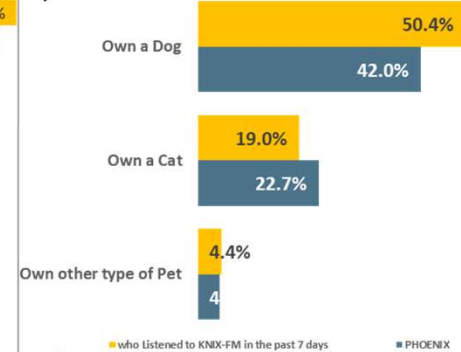
Own/Rent/Other: Adults 18 or older



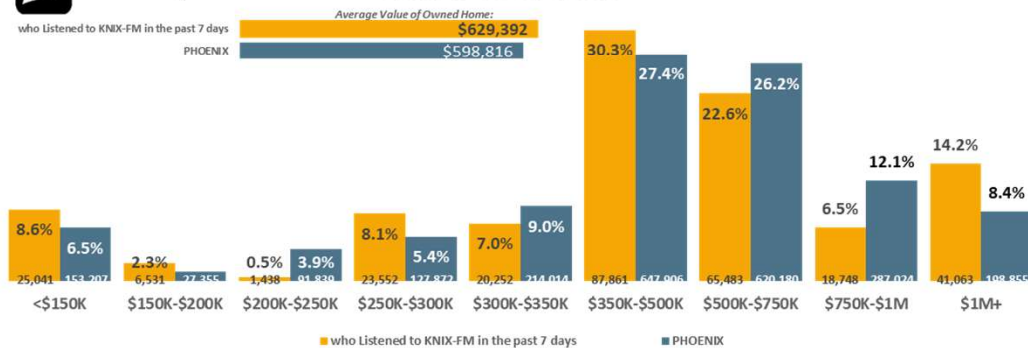
Type of Home: Adults 18 or older



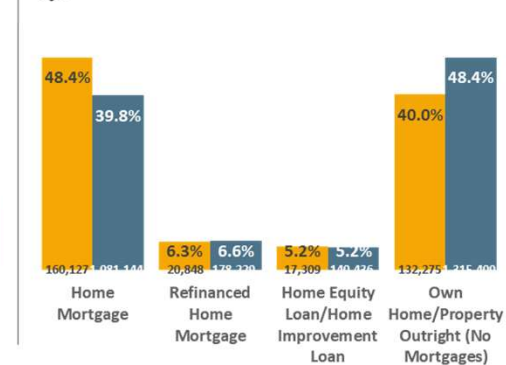
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

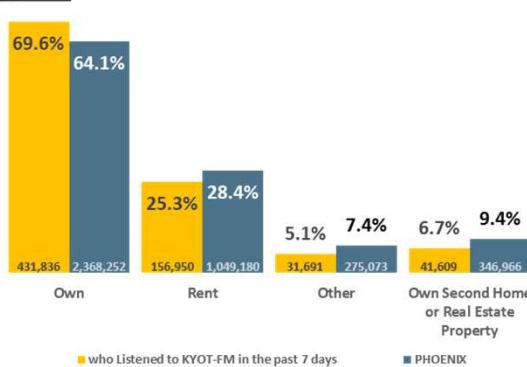




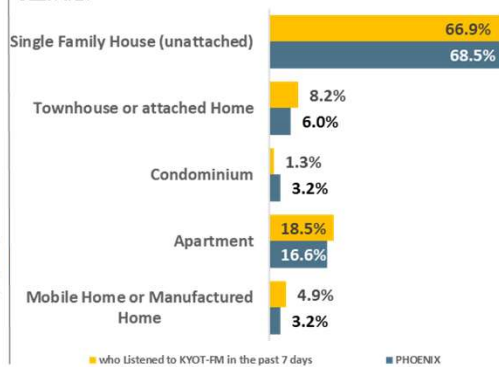
16.8% or 620,477 of PHOENIX Metro Adults 18 or older Listened to KYOT-FM in the past 7 days. Adults 18 or older who Listened to KYOT-FM in the past 7 days are 8.5% more likely to own their home, 4.5% more likely to own a higher valued home, 2.3% less likely to have a single-family home, 13.5% more likely to have a dog.



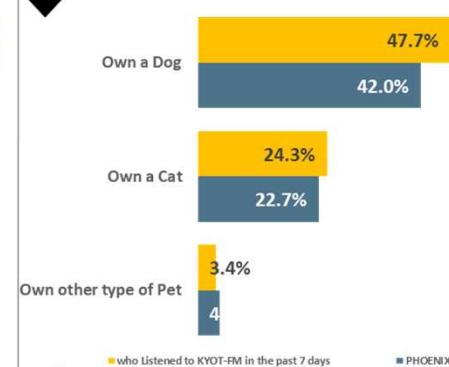
Own/Rent/Other: Adults 18 or older



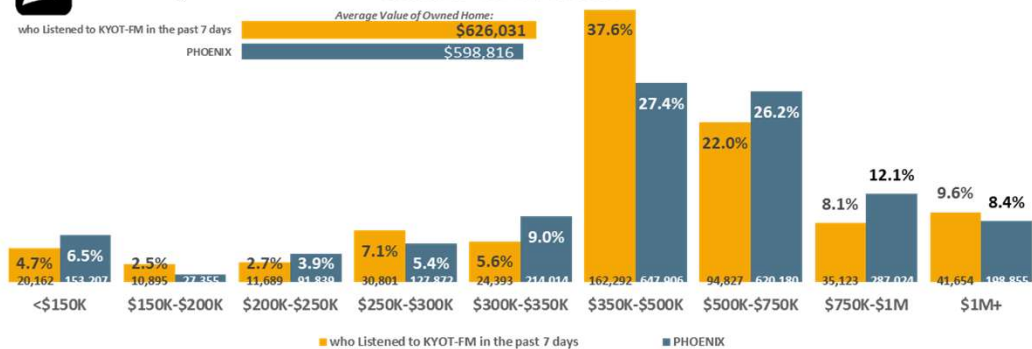
Type of Home: Adults 18 or older



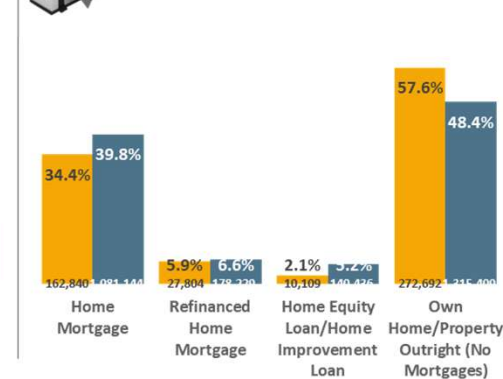
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

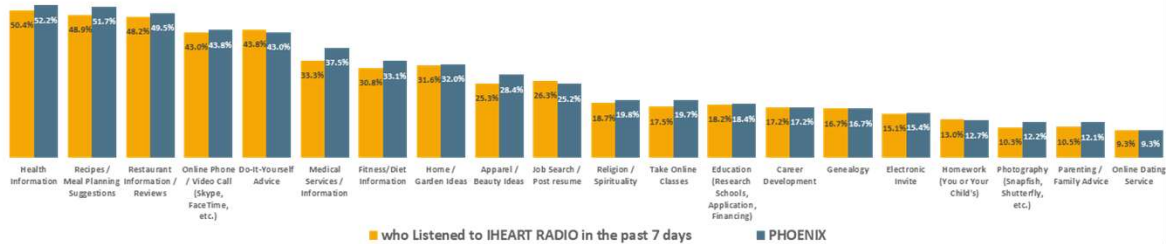




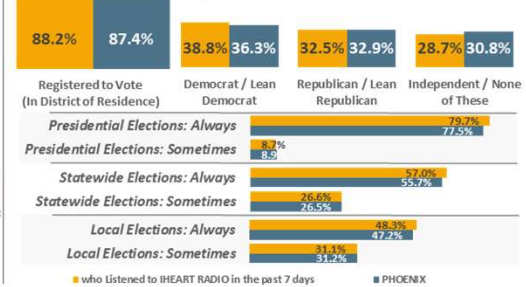
48.5% or 1,791,385 of PHOENIX Metro Adults 18 or older Listened to IHEART RADIO in the past 7 days. Adults 18 or older who Listened to IHEART RADIO in the past 7 days are 2.1% more likely to look up D-I-Y advice online, 2.3% more likely to always vote in local elections, 3.3% less likely to belong to a gym, 4.9% more likely to fly domestic past yr.



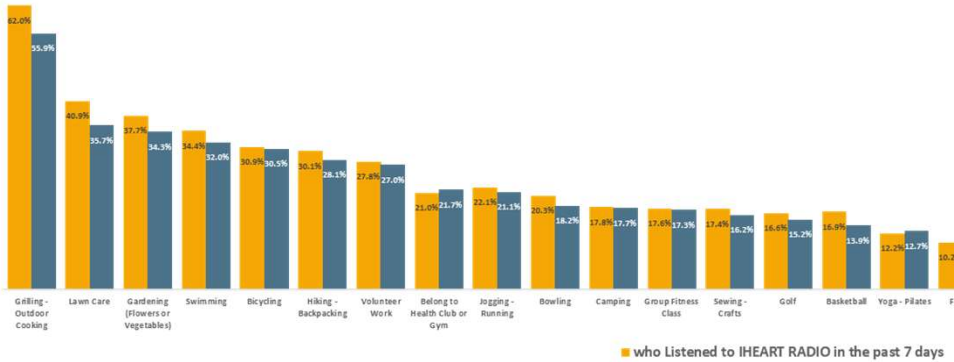
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



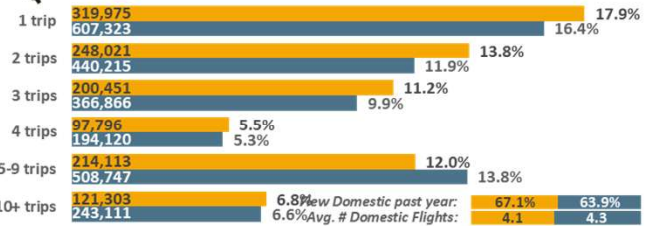
Political Activity: Adults 18 or older



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



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



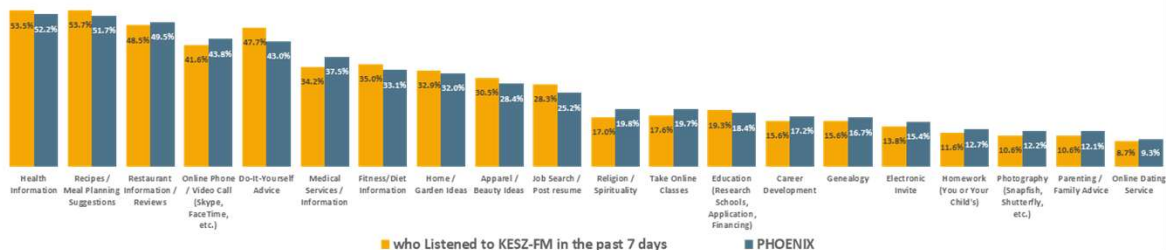
6.8% New Domestic past year: 6.6% Avg. # Domestic Flights: 4.1

99.9KEZ

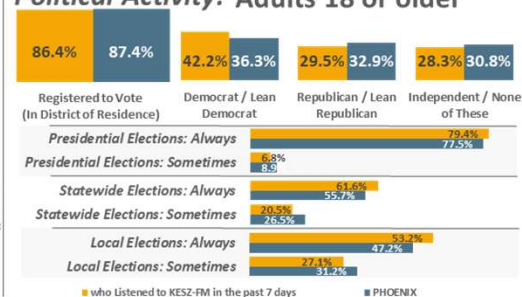
23.6% or 870,948 of PHOENIX Metro Adults 18 or older Listened to KESZ-FM in the past 7 days. Adults 18 or older who Listened to KESZ-FM in the past 7 days are 11.1% more likely to look up D-I-Y advice online, 12.6% more likely to always vote in local elections, 4.4% less likely to belong to a gym, 2.3% less likely to fly domestic past yr.



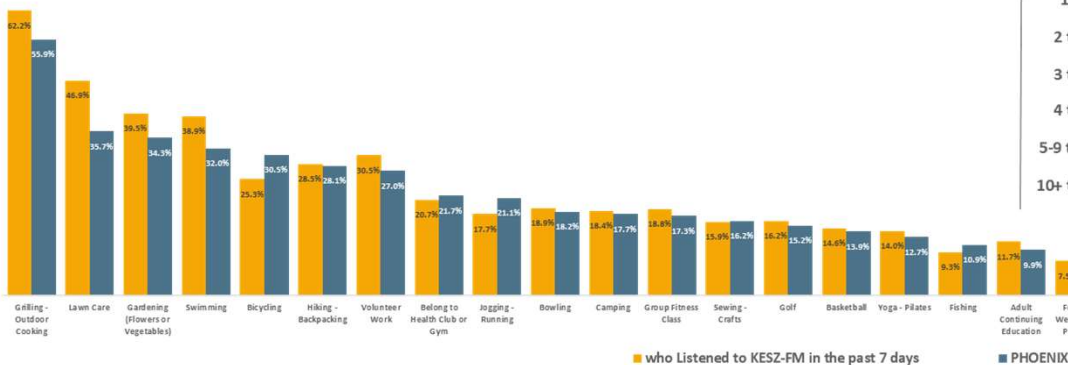
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



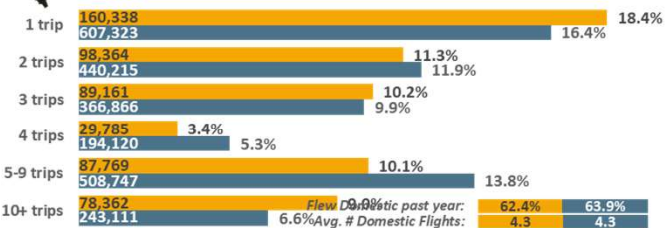
Political Activity: Adults 18 or older



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



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



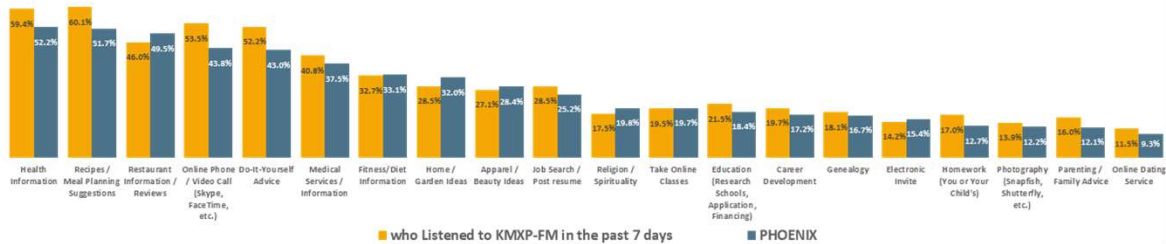
Flew Domestic past year: 62.4%
Avg. # Domestic Flights: 4.3



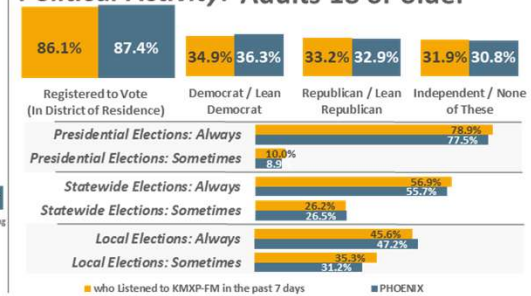
11.8% or 433,881 of PHOENIX Metro Adults 18 or older Listened to KMXF-FM in the past 7 days. Adults 18 or older who Listened to KMXF-FM in the past 7 days are 21.5% more likely to look up D-I-Y advice online, 3.5% less likely to always vote in local elections, 26.9% less likely to belong to a gym, 6.% more likely to fly domestic past yr.



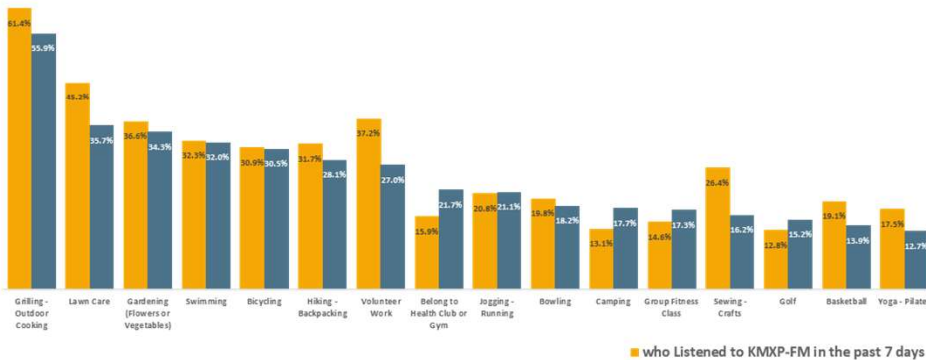
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



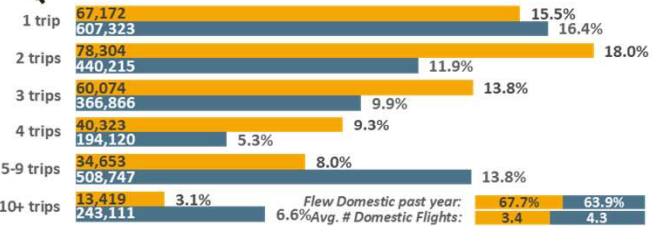
Political Activity: Adults 18 or older



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



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

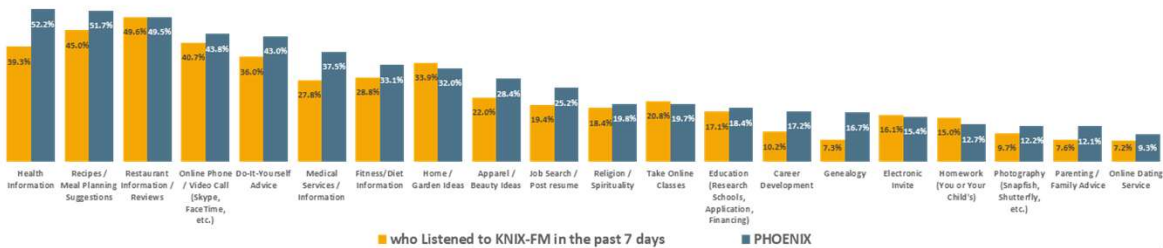




11.2% or 411,919 of PHOENIX Metro Adults 18 or older Listened to KNIX-FM in the past 7 days.
Adults 18 or older who Listened to KNIX-FM in the past 7 days are 16.3% less likely to look up D-I-Y advice online, .2% more likely to always vote in local elections, 18.4% less likely to belong to a gym, 1.8% less likely to fly domestic past yr.



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

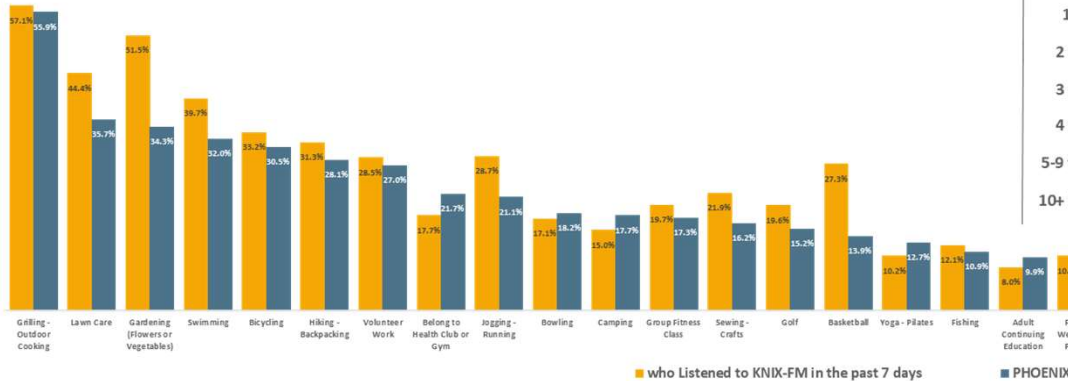


who Listened to KNIX-FM in the past 7 days

PHOENIX



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

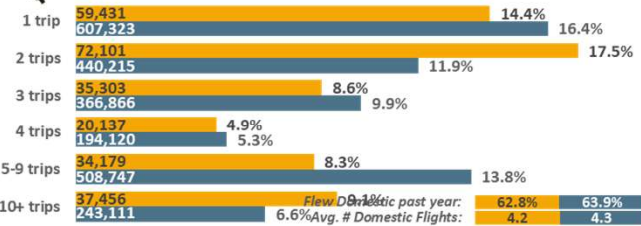


who Listened to KNIX-FM in the past 7 days

PHOENIX

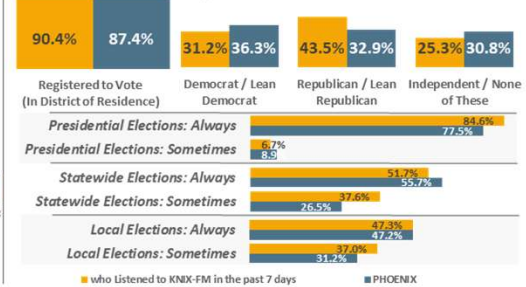


Past 12-months Domestic Airline Trips: Adults 18 or older



Flew Domestic past year: 6.6%
Avg. # Domestic Flights: 4.2

Political Activity: Adults 18 or older



who Listened to KNIX-FM in the past 7 days

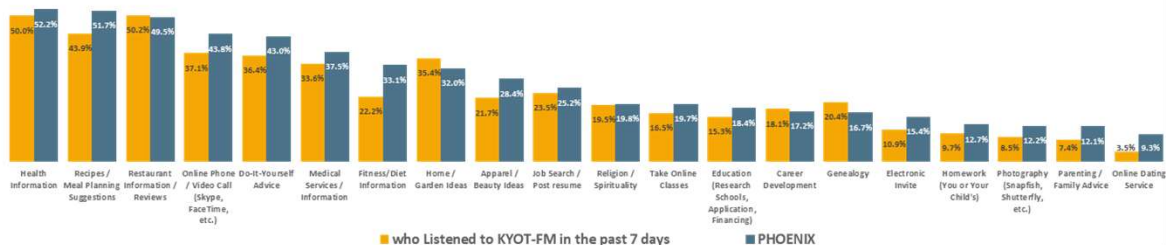
PHOENIX



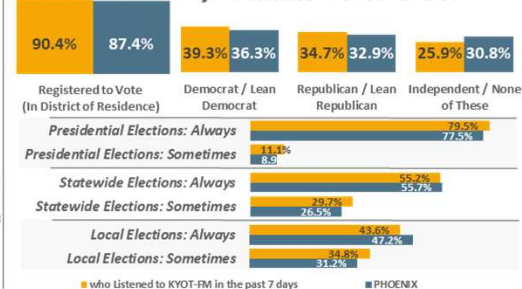
16.8% or 620,477 of PHOENIX Metro Adults 18 or older Listened to KYOT-FM in the past 7 days. Adults 18 or older who Listened to KYOT-FM in the past 7 days are 15.2% less likely to look up D-I-Y advice online, 7.6% less likely to always vote in local elections, 19.9% less likely to belong to a gym, 5% more likely to fly domestic past yr.



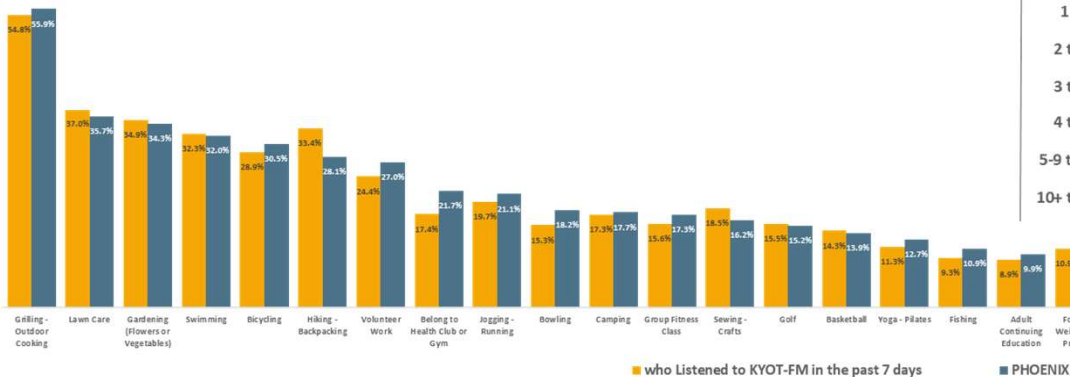
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



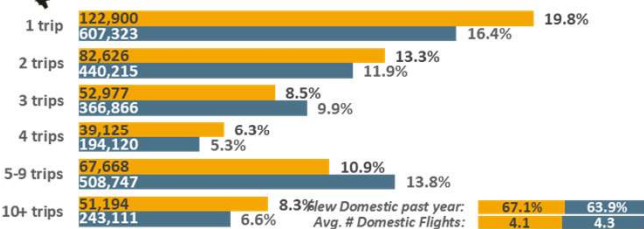
Political Activity: Adults 18 or older



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



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

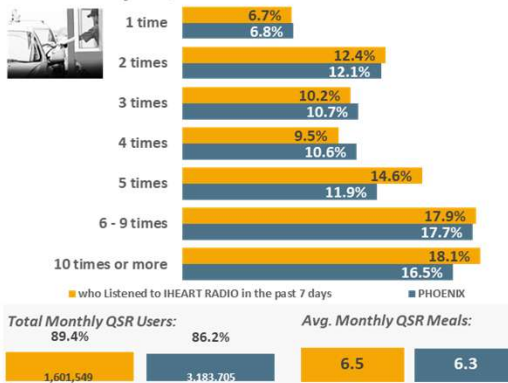


8.3% new Domestic past year: Avg. # Domestic Flights: 4.1

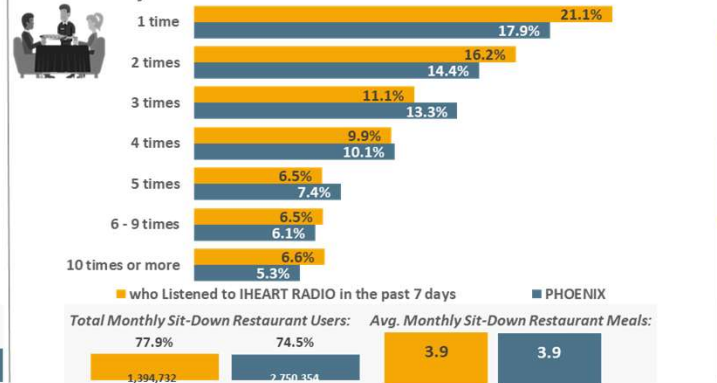


48.5% or 1,791,385 of PHOENIX Metro Adults 18 or older Listened to IHEART RADIO in the past 7 days. Adults 18 or older who Listened to IHEART RADIO in the past 7 days are 3.7% more likely to use QSRs past mo., 4.5% more likely to use Sit-Down Restaurants past mo., 2.2% more likely to use Casinos past yr., 3.2% less likely to smoke cigarettes.

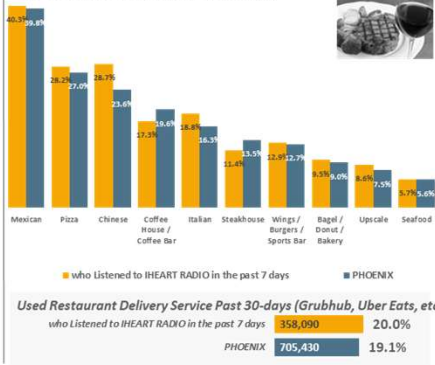
Past 30-days QSR Users: Adults 18 or older



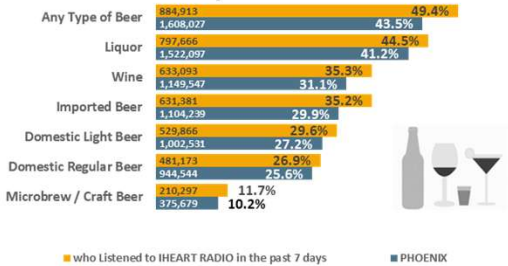
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



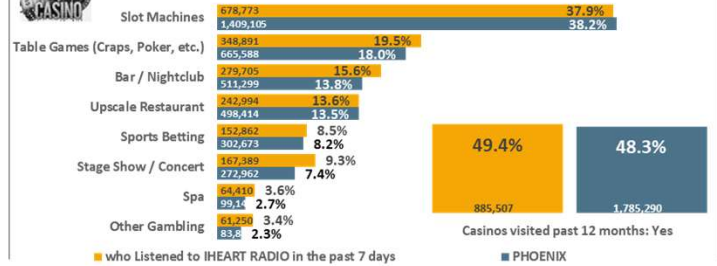
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



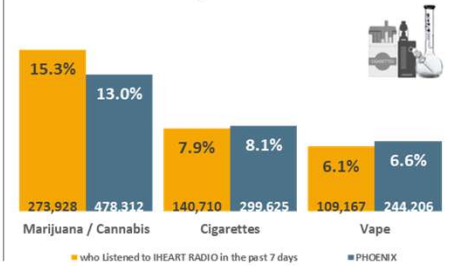
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



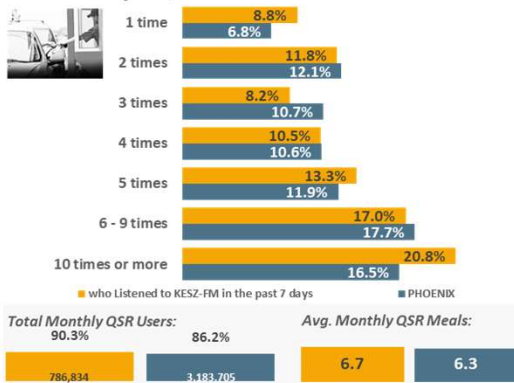
Used Past 30-days: Adults 18 or older



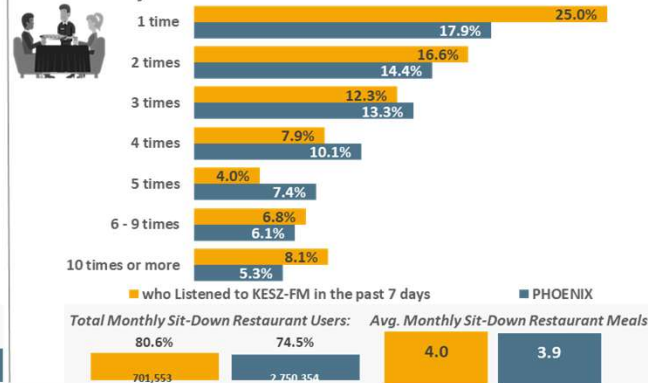


23.6% or 870,948 of PHOENIX Metro Adults 18 or older Listened to KESZ-FM in the past 7 days. Adults 18 or older who Listened to KESZ-FM in the past 7 days are 4.8% more likely to use QSRs past mo., 8.1% more likely to use Sit-Down Restaurants past mo., 2.1% more likely to use Casinos past yr., 8.7% more likely to smoke cigarettes.

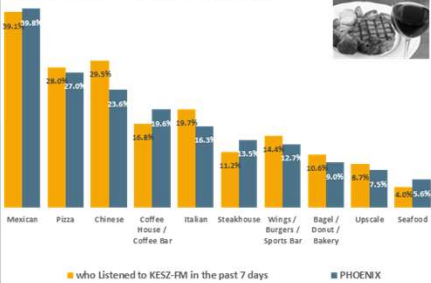
Past 30-days QSR Users: Adults 18 or older



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

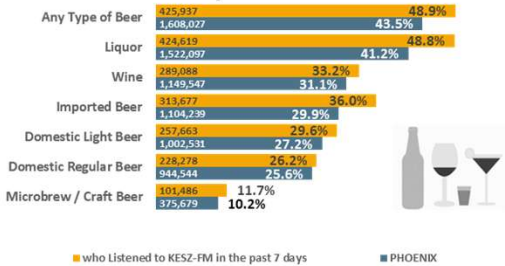


Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

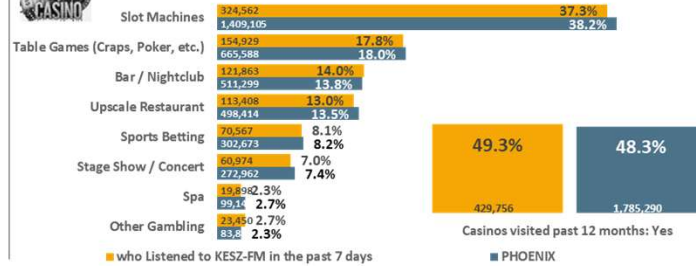


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Listened to KESZ-FM in the past 7 days: 202,046 (23.2%)
PHOENIX: 705,430 (19.1%)

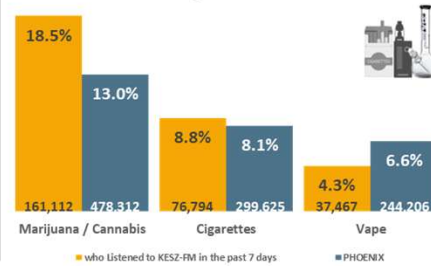
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



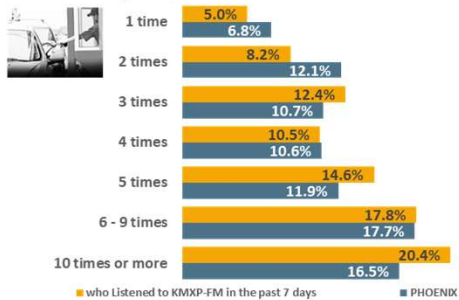
Used Past 30-days: Adults 18 or older





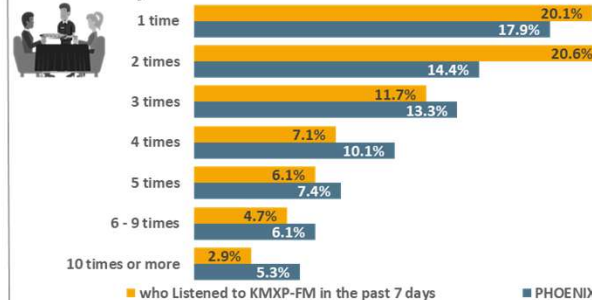
11.8% or 433,881 of PHOENIX Metro Adults 18 or older Listened to KMXP-FM in the past 7 days. Adults 18 or older who Listened to KMXP-FM in the past 7 days are 3.1% more likely to use QSRs past mo., 1.8% less likely to use Sit-Down Restaurants past mo., 3.3% less likely to use Casinos past yr., 10.1% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



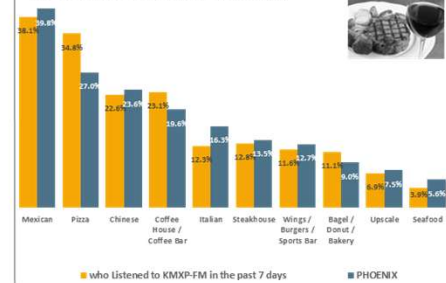
Total Monthly QSR Users: 88.9% (385,846) vs 86.2% (1,183,705)
Avg. Monthly QSR Meals: 6.9 vs 6.3

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



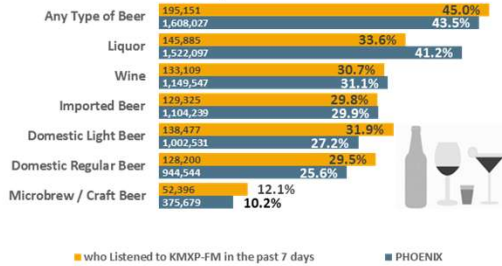
Total Monthly Sit-Down Restaurant Users: 73.2% (317,397) vs 74.5% (2,750,354)
Avg. Monthly Sit-Down Restaurant Meals: 3.2 vs 3.9

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

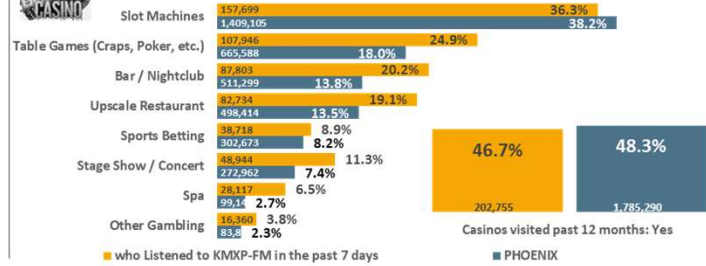


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Listened to KMXP-FM in the past 7 days: 117,963 (27.2%)
PHOENIX: 705,430 (19.1%)

Drank Past 30-days: Adults 18 or older

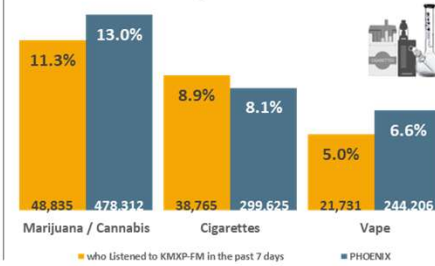


Past 12 months Casino Activities: Adults 18 or older



Casinos visited past 12 months: Yes
46.7% (202,755) vs 48.3% (1,785,290)

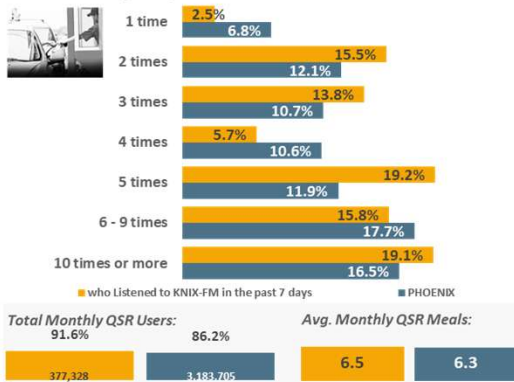
Used Past 30-days: Adults 18 or older



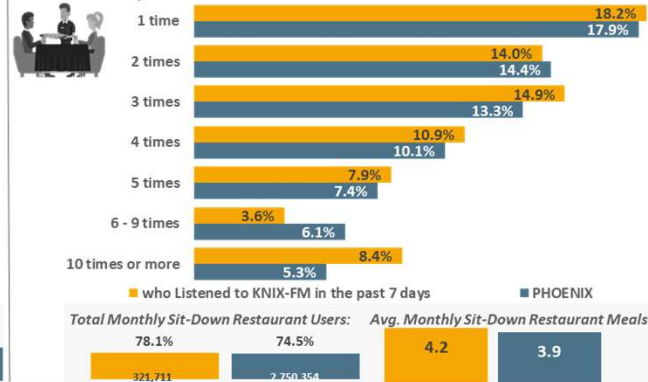


11.2% or 411,919 of PHOENIX Metro Adults 18 or older Listened to KNIX-FM in the past 7 days. Adults 18 or older who Listened to KNIX-FM in the past 7 days are 6.2% more likely to use QSRs past mo., 4.9% more likely to use Sit-Down Restaurants past mo., 8.3% more likely to use Casinos past yr., 10.4% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



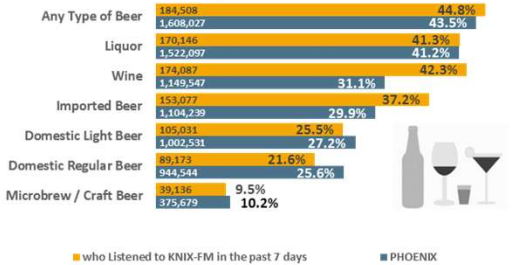
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



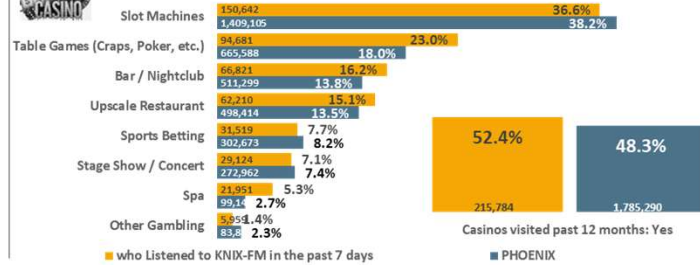
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



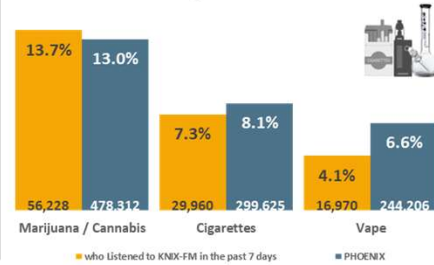
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



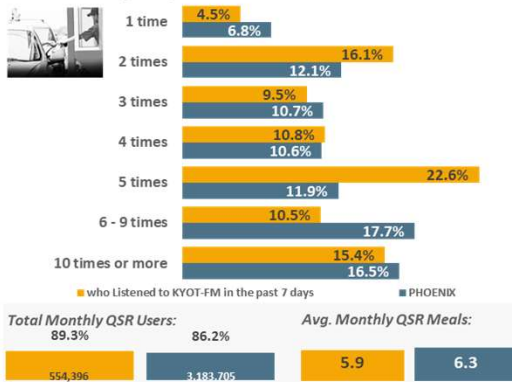
Used Past 30-days: Adults 18 or older



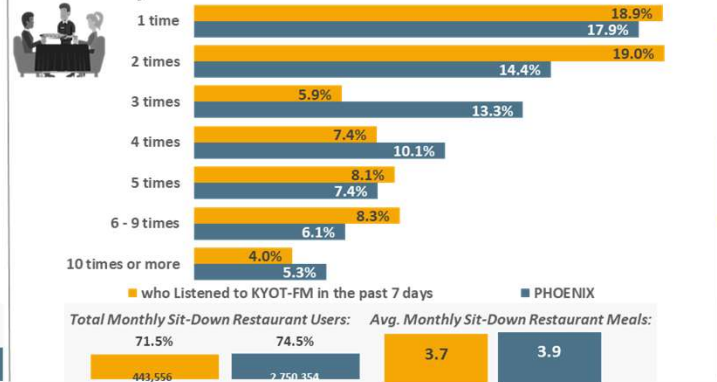


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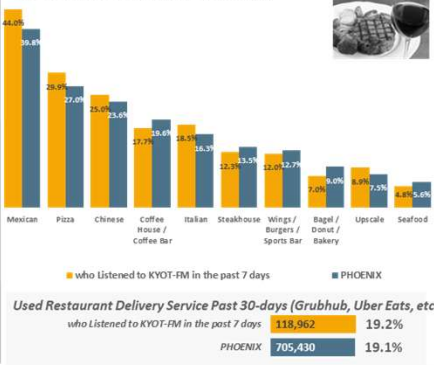
Past 30-days QSR Users: Adults 18 or older



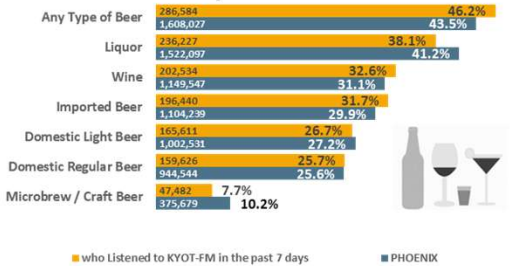
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



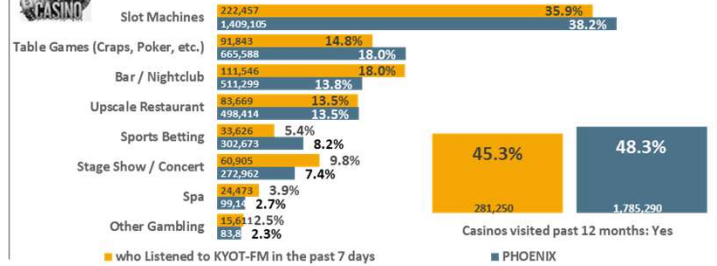
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



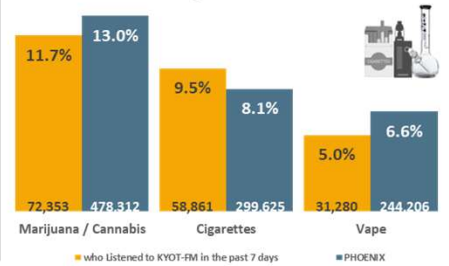
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older





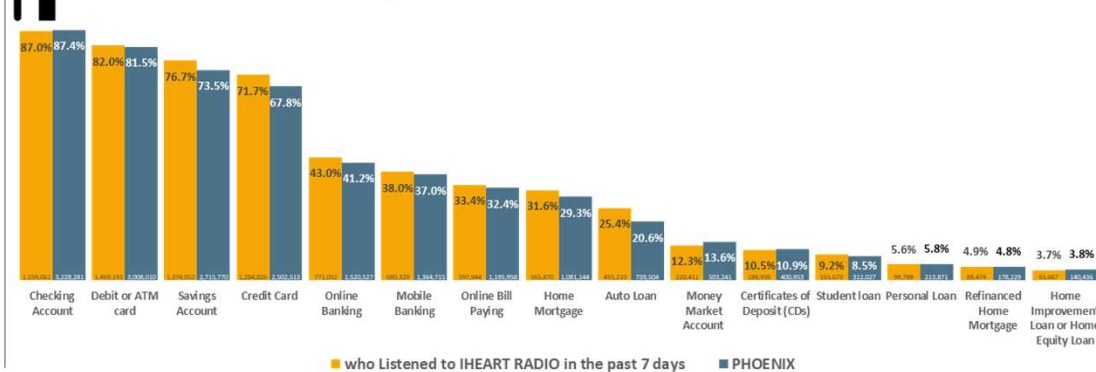
48.5% or 1,791,385 of PHOENIX Metro Adults 18 or older Listened to IHEART RADIO in the past 7 days. Adults 18 or older who Listened to IHEART RADIO in the past 7 days are 4.2% more likely to have a 401K, 23.5% more likely to have an Auto Loan, 11.5% more likely to Invest/Trade Stocks Online, 7.7% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



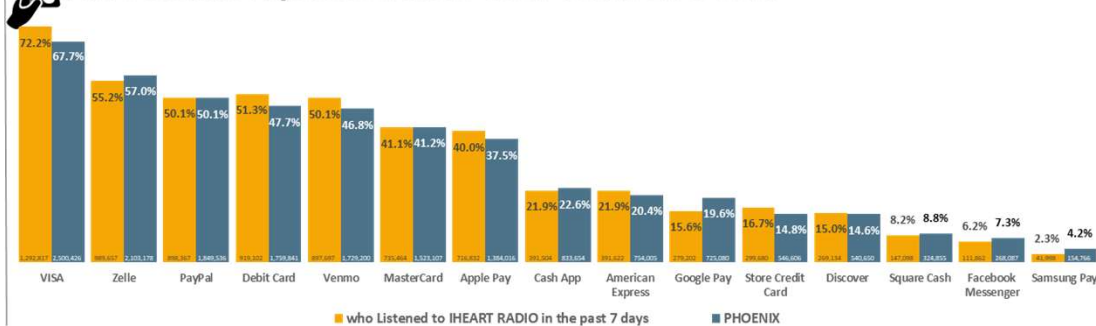
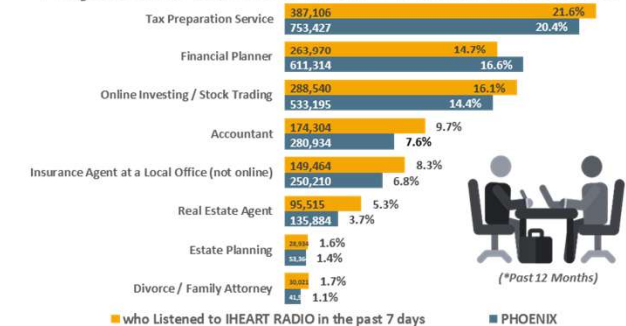
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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



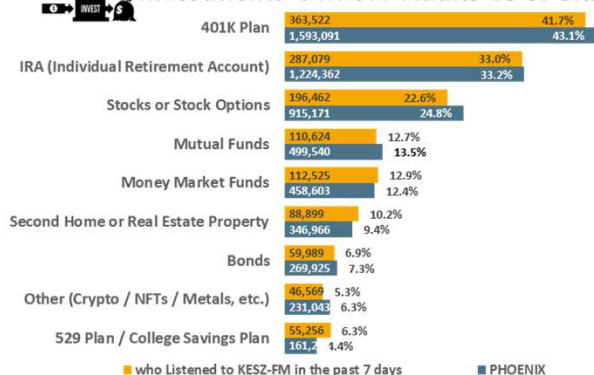
(*Past 12 Months)

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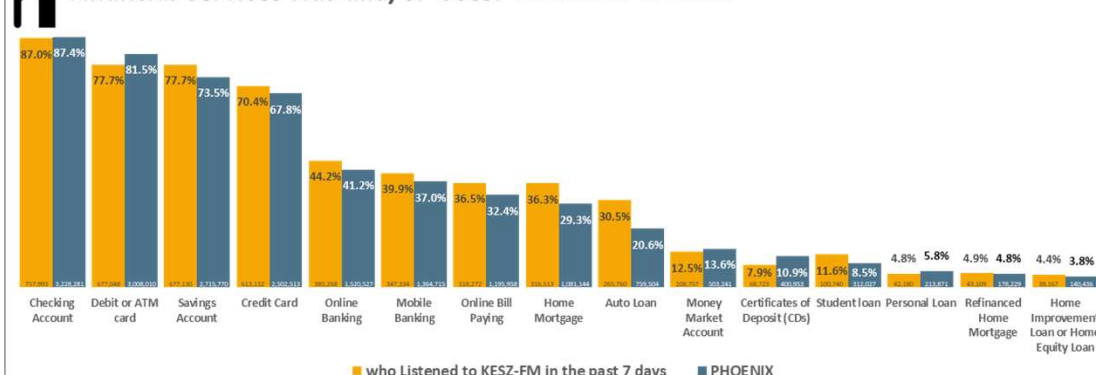
23.6% or 870,948 of PHOENIX Metro Adults 18 or older Listened to KESZ-FM in the past 7 days. Adults 18 or older who Listened to KESZ-FM in the past 7 days are 3.3% less likely to have a 401K, 48.4% more likely to have an Auto Loan, 13.2% more likely to Invest/Trade Stocks Online, .6% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



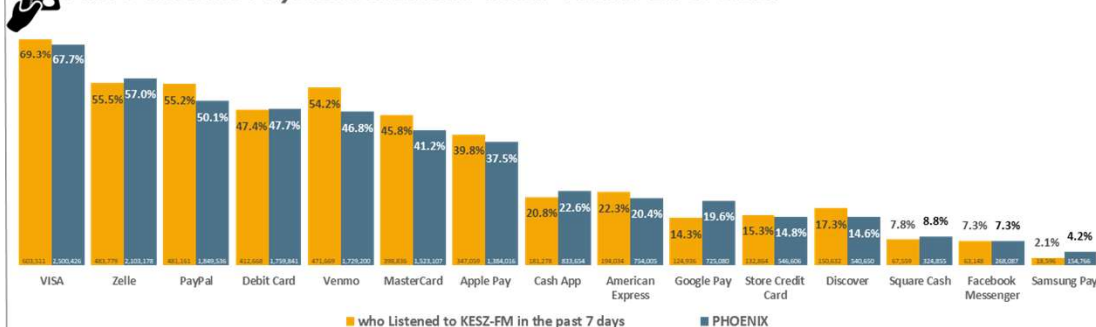
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

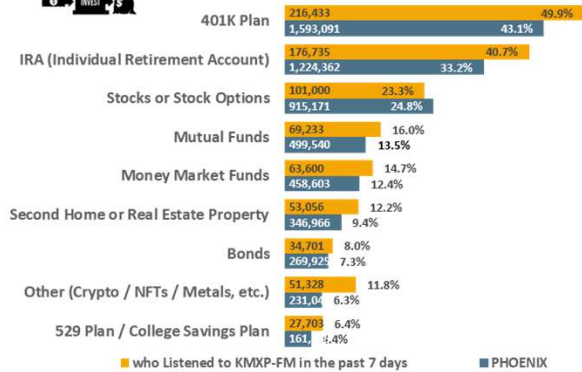




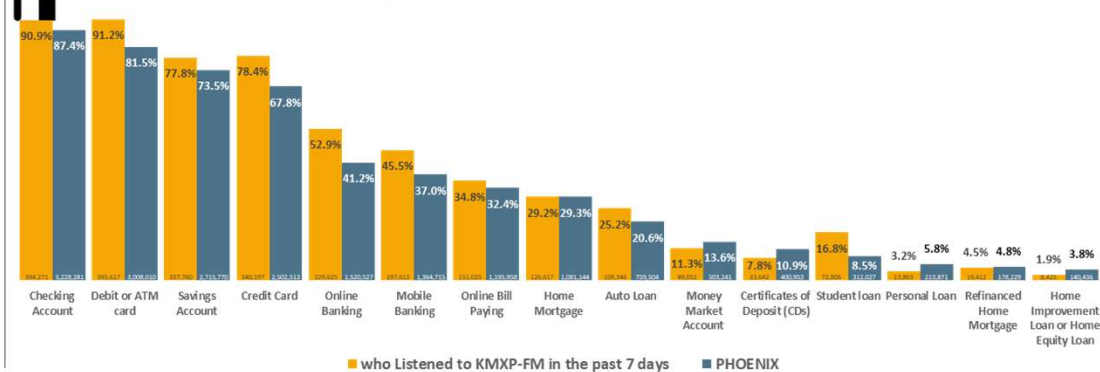
11.8% or 433,881 of PHOENIX Metro Adults 18 or older Listened to KMXP-FM in the past 7 days. Adults 18 or older who Listened to KMXP-FM in the past 7 days are 15.6% more likely to have a 401K, 22.5% more likely to have an Auto Loan, 12.6% more likely to Invest/Trade Stocks Online, 19.6% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



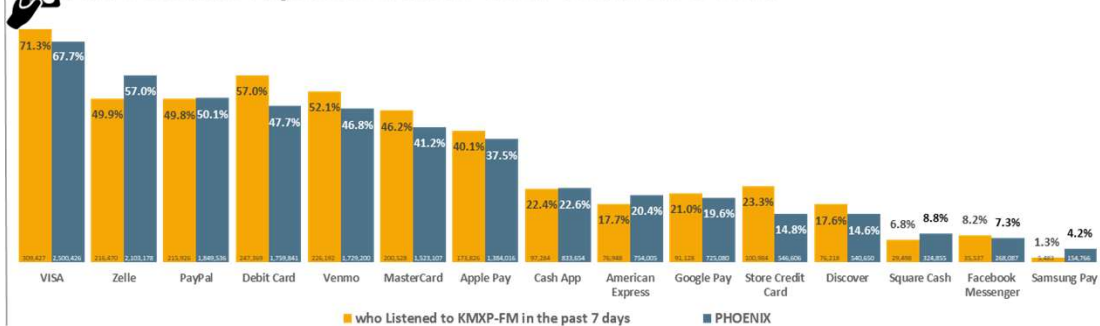
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

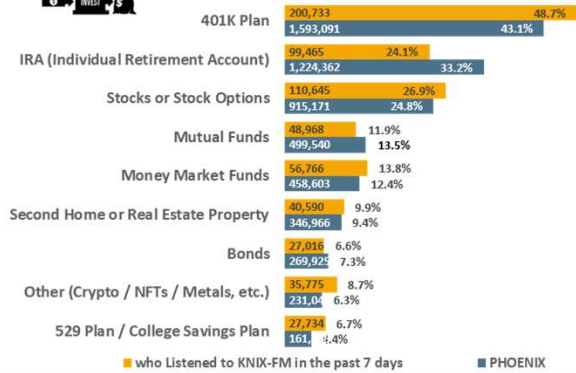




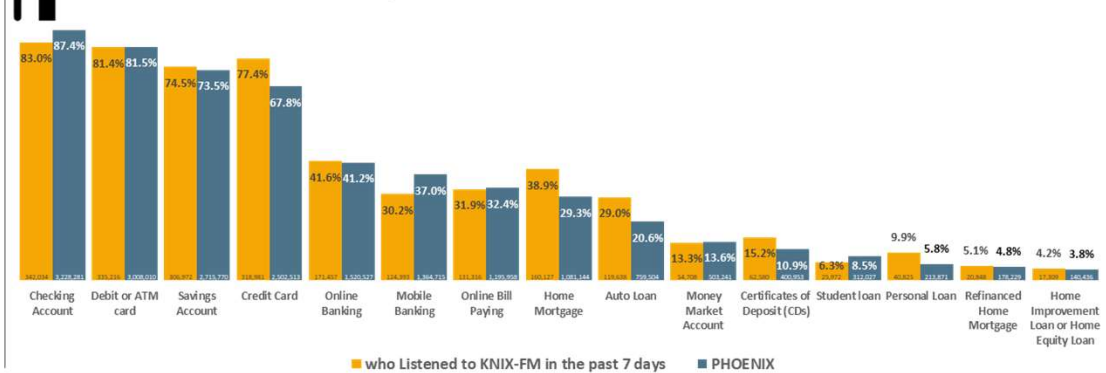
11.2% or 411,919 of PHOENIX Metro Adults 18 or older Listened to KNIX-FM in the past 7 days. Adults 18 or older who Listened to KNIX-FM in the past 7 days are 13.% more likely to have a 401K, 41.2% more likely to have an Auto Loan, 7.2% less likely to Invest/Trade Stocks Online, 15.4% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



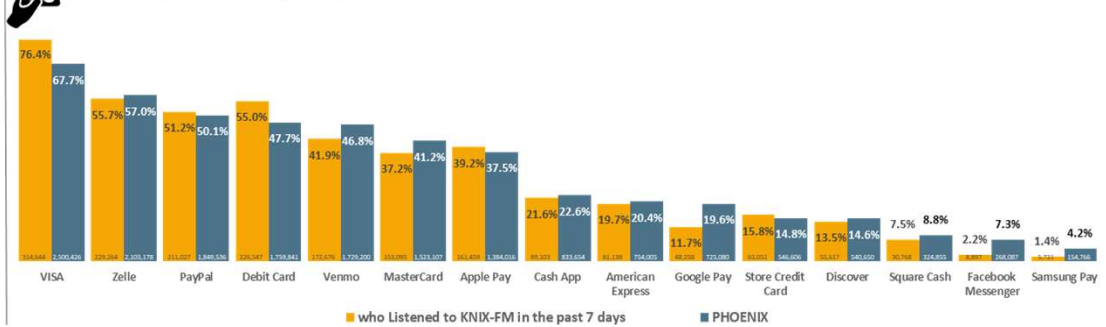
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

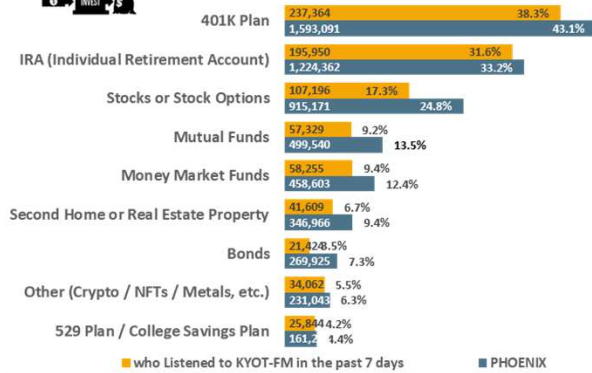




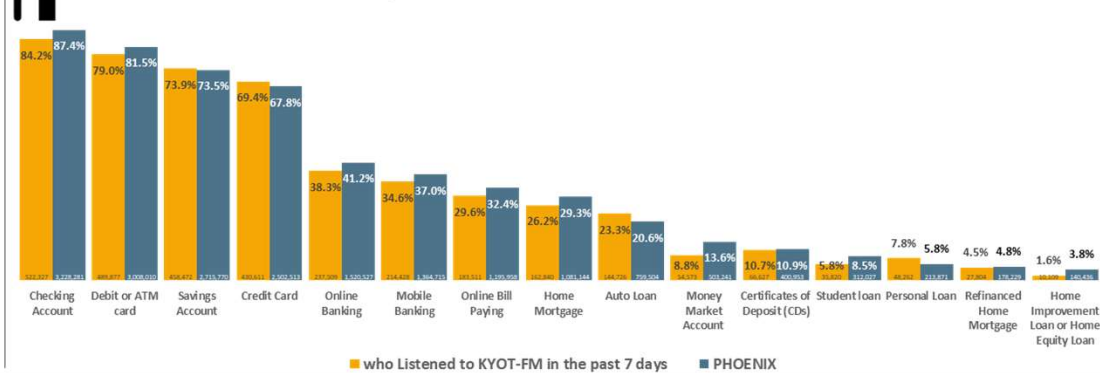
16.8% or 620,477 of PHOENIX Metro Adults 18 or older Listened to KYOT-FM in the past 7 days. Adults 18 or older who Listened to KYOT-FM in the past 7 days are 11.3% less likely to have a 401K, 13.4% more likely to have an Auto Loan, 2.8% less likely to Invest/Trade Stocks Online, 16.2% more likely to pay with their Debit Card.



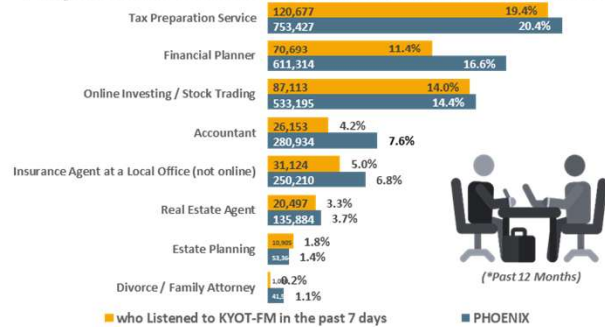
Investments Owned: Adults 18 or older



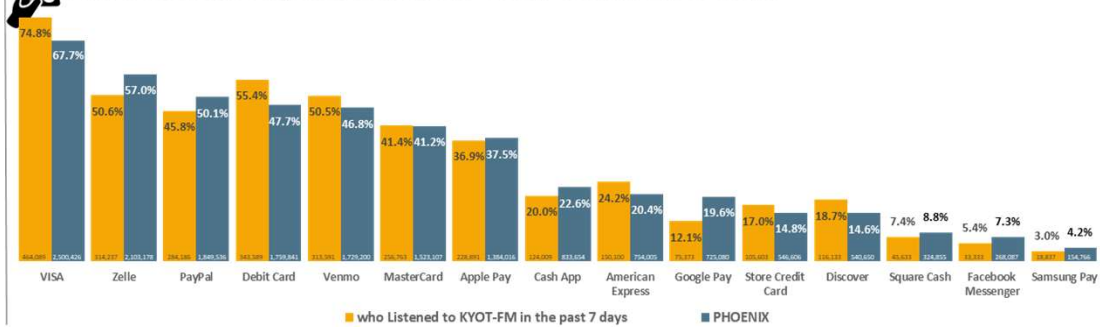
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

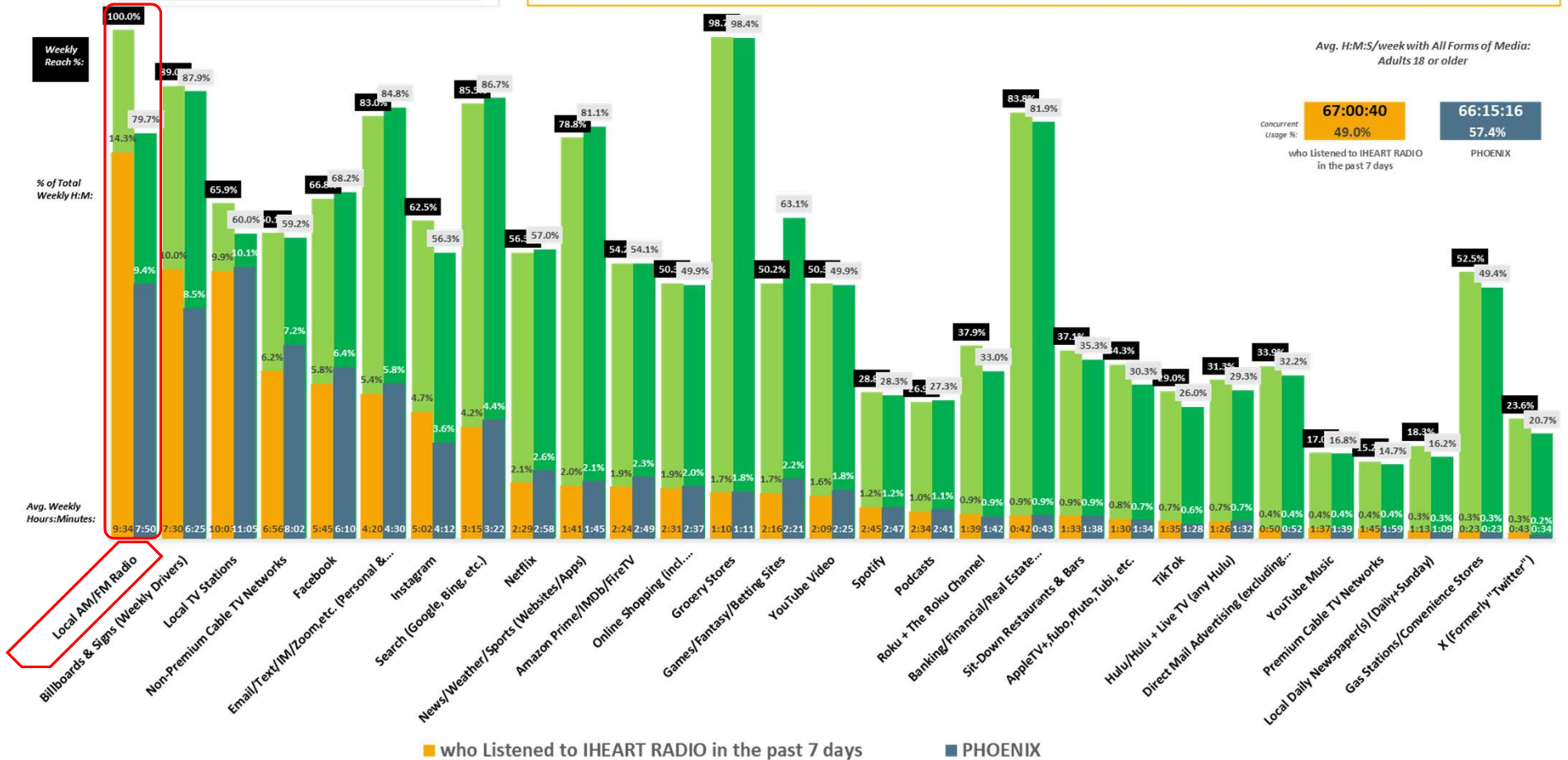


Past 3-Months Payment Methods Used: Adults 18 or older



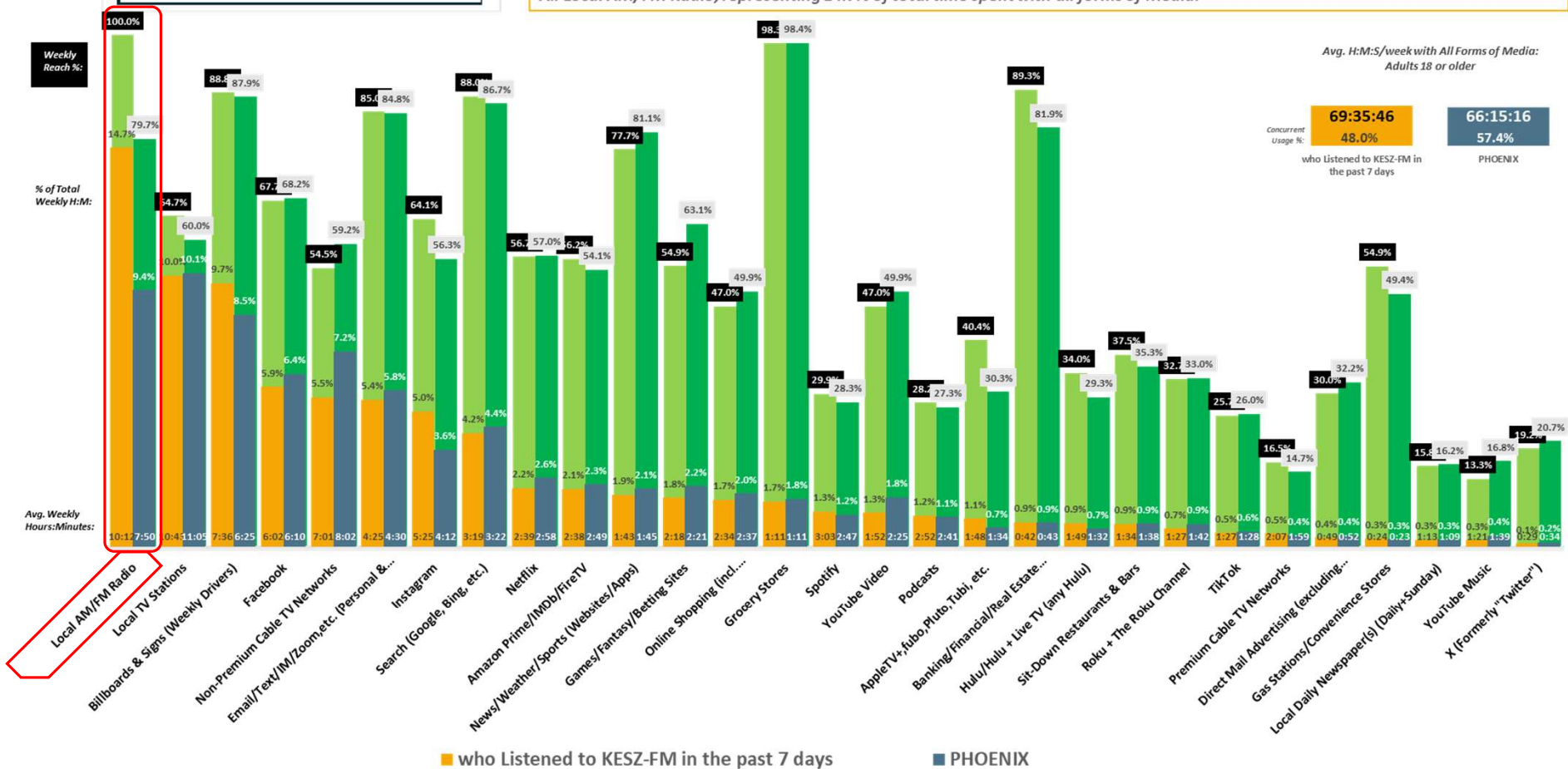


Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an average of 2 days, 19 hours, 0 minutes and 40 seconds each week with All Forms of Media.
100.% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an avg. of 9 hours and 34 minutes each week listening to All Local AM/FM Radio, representing 14.3% of total time spent with all forms of Media.



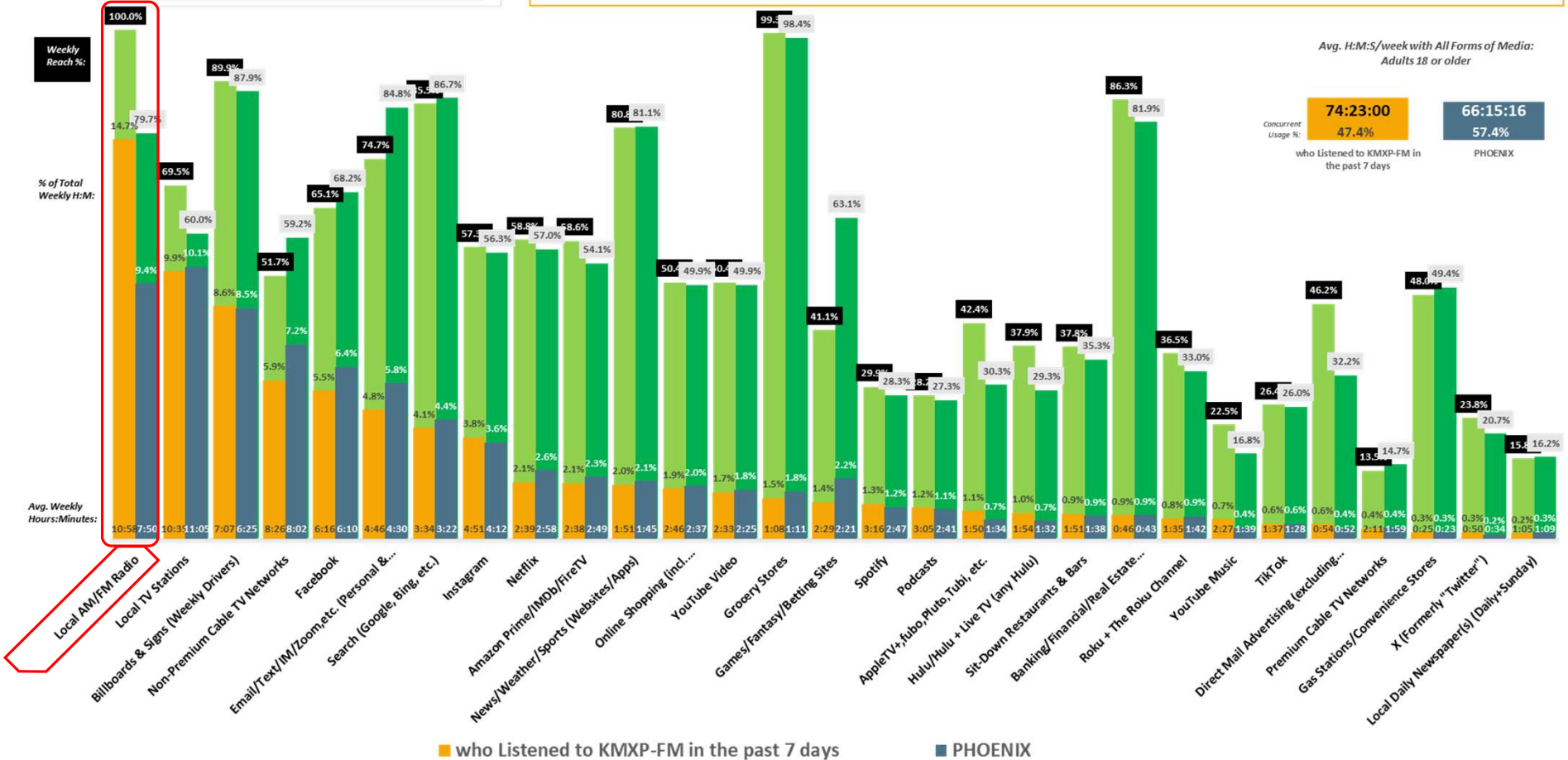


Adults 18 or older who Listened to KESZ-FM in the past 7 days spend an average of 2 days, 21 hours, 35 minutes and 46 seconds each week with All Forms of Media.
100.% of Adults 18 or older who Listened to KESZ-FM in the past 7 days spend an avg. of 10 hours and 12 minutes each week listening to All Local AM/FM Radio, representing 14.7% of total time spent with all forms of Media.





Adults 18 or older who Listened to KMXF-FM in the past 7 days spend an average of 3 days, 2 hours, 23 minutes and 0 seconds each week with All Forms of Media.
100.% of Adults 18 or older who Listened to KMXF-FM in the past 7 days spend an avg. of 10 hours and 58 minutes each week listening to All Local AM/FM Radio, representing 14.7% of total time spent with all forms of Media.



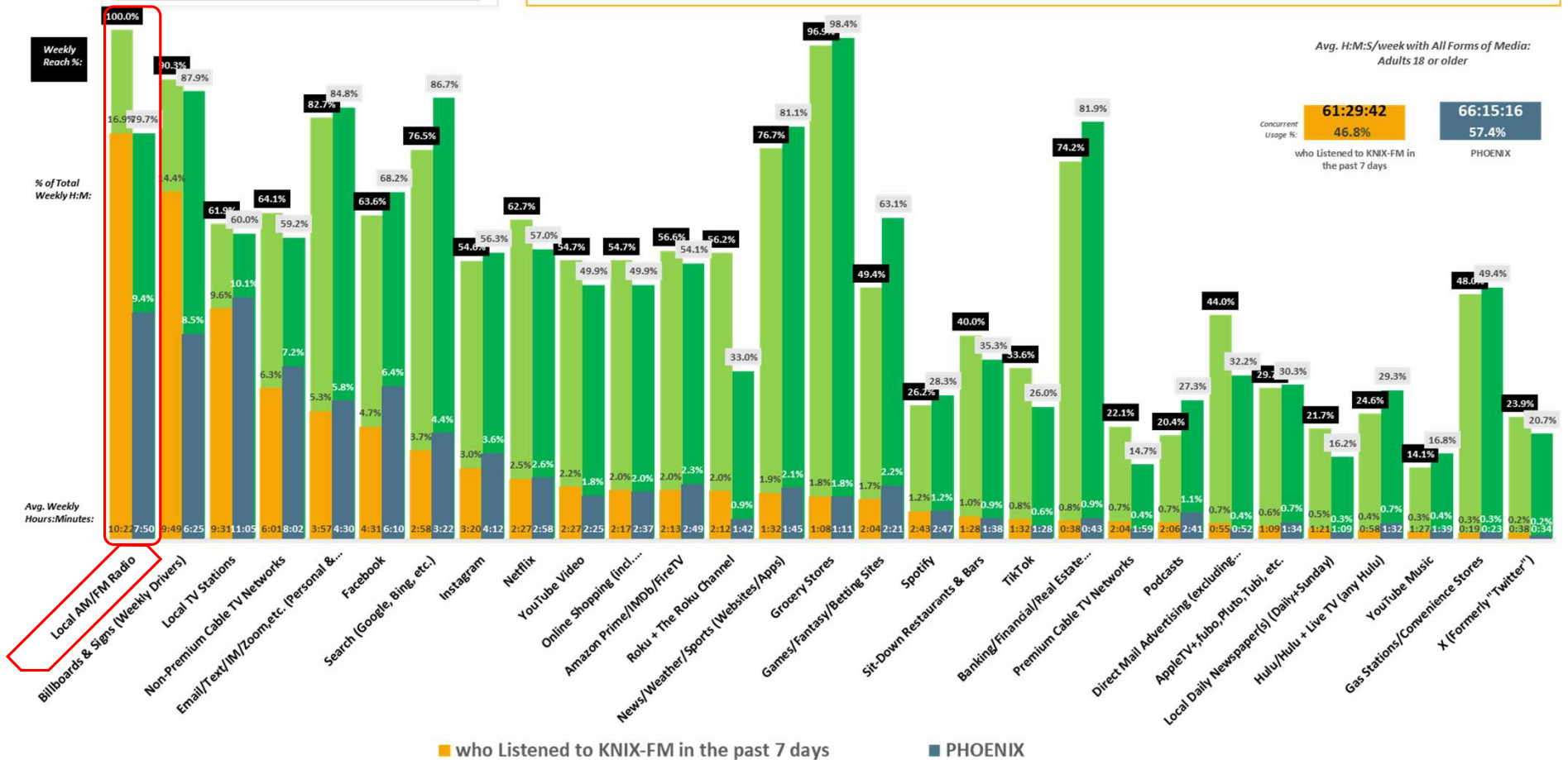
Avg. H:M:S/week with All Forms of Media:
Adults 18 or older

74:23:00
47.4%
who Listened to KMXF-FM in the past 7 days

66:15:16
57.4%
PHOENIX

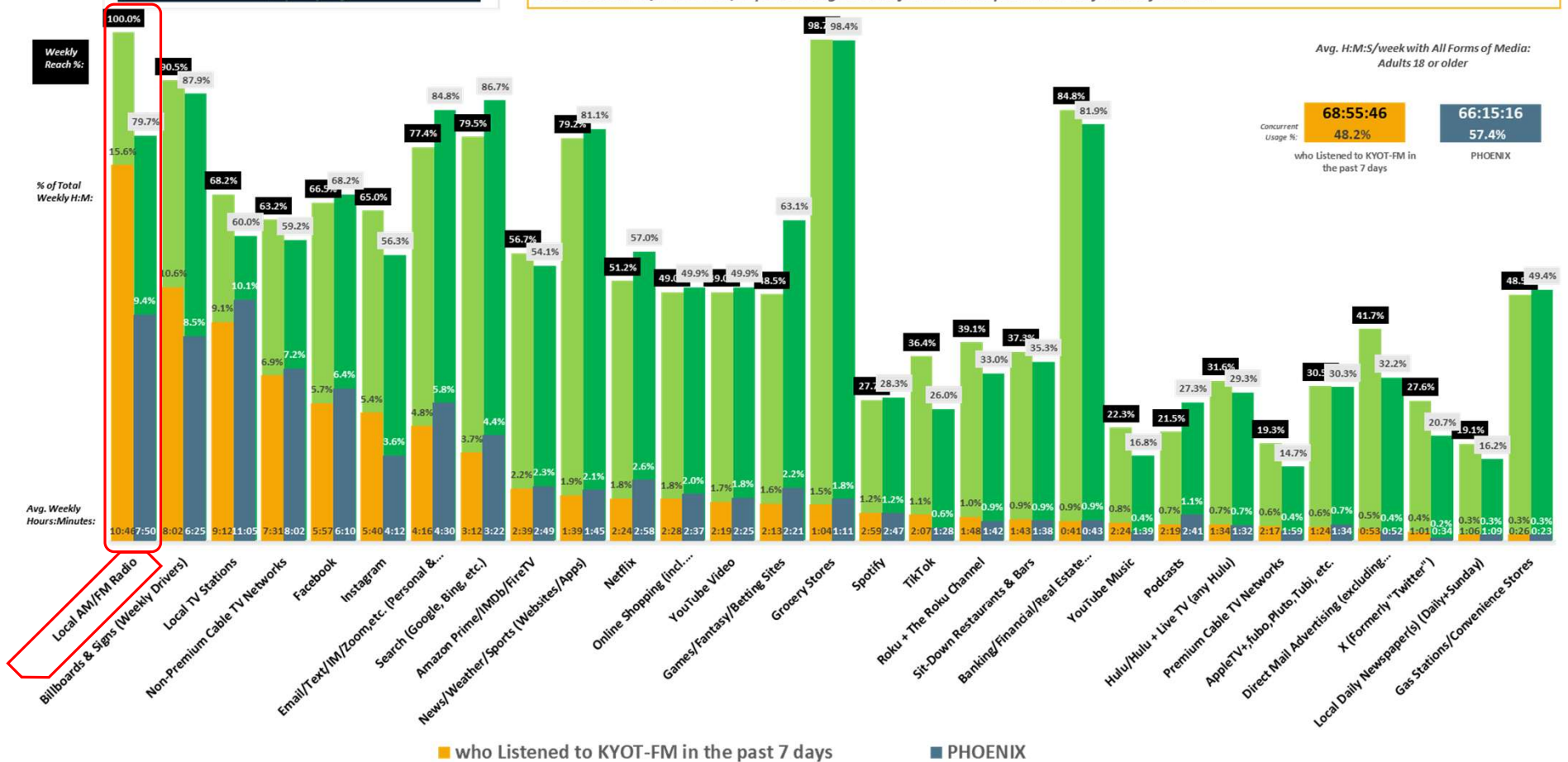


Adults 18 or older who Listened to KNIX-FM in the past 7 days spend an average of 2 days, 13 hours, 29 minutes and 42 seconds each week with All Forms of Media.
100.% of Adults 18 or older who Listened to KNIX-FM in the past 7 days spend an avg. of 10 hours and 22 minutes each week listening to All Local AM/FM Radio, representing 16.9% of total time spent with all forms of Media.



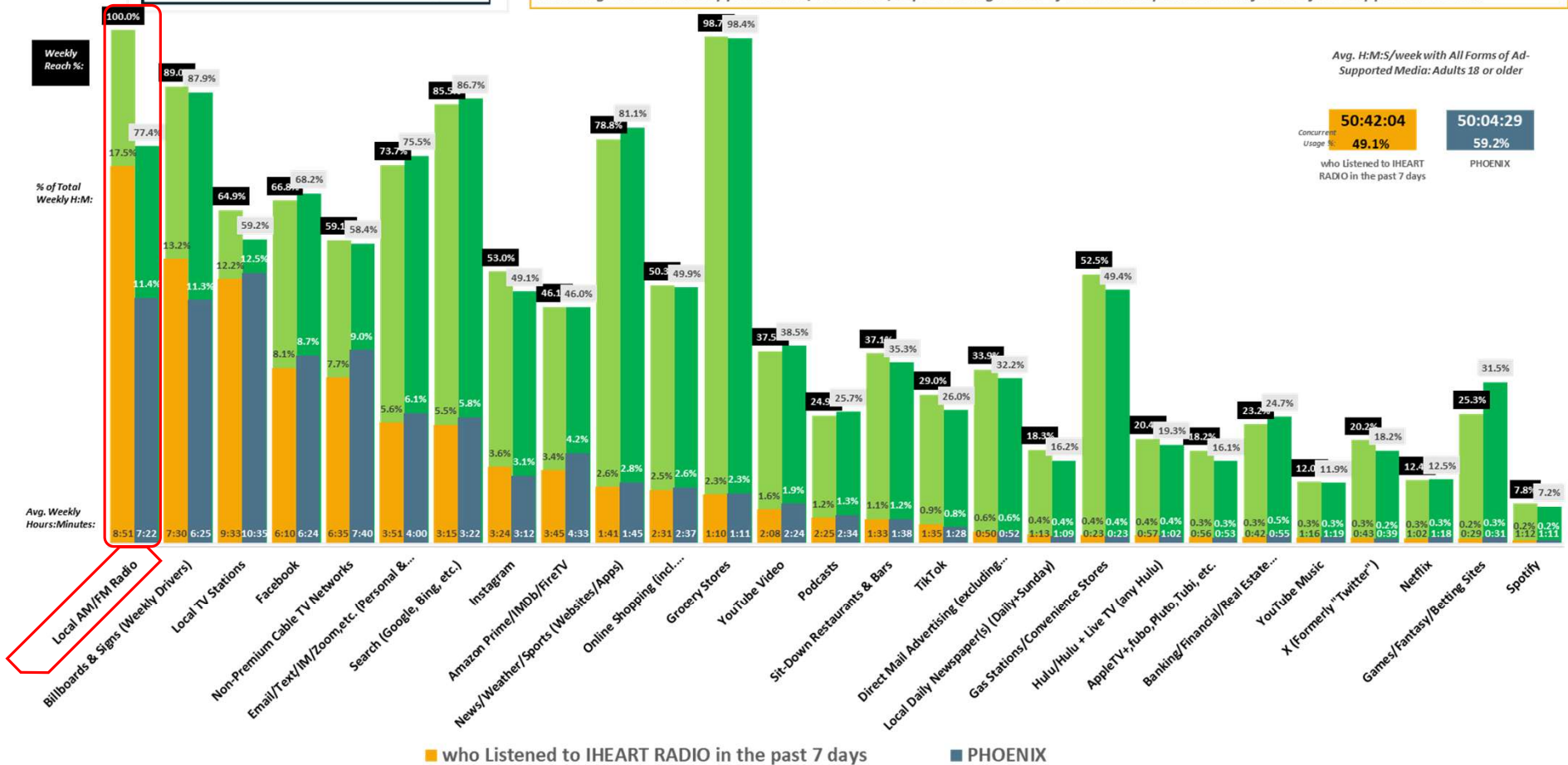


Adults 18 or older who Listened to KYOT-FM in the past 7 days spend an average of 2 days, 20 hours, 55 minutes and 46 seconds each week with All Forms of Media.
100.% of Adults 18 or older who Listened to KYOT-FM in the past 7 days spend an avg. of 10 hours and 46 minutes each week listening to All Local AM/FM Radio, representing 15.6% of total time spent with all forms of Media.





Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an average of 2 days, 2 hours, 42 minutes and 4 seconds each week with All Forms of Ad-Supported Media.
100.% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an avg. of 8 hours and 51 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 17.5% of total time spent with all forms of Ad-Supported Media.



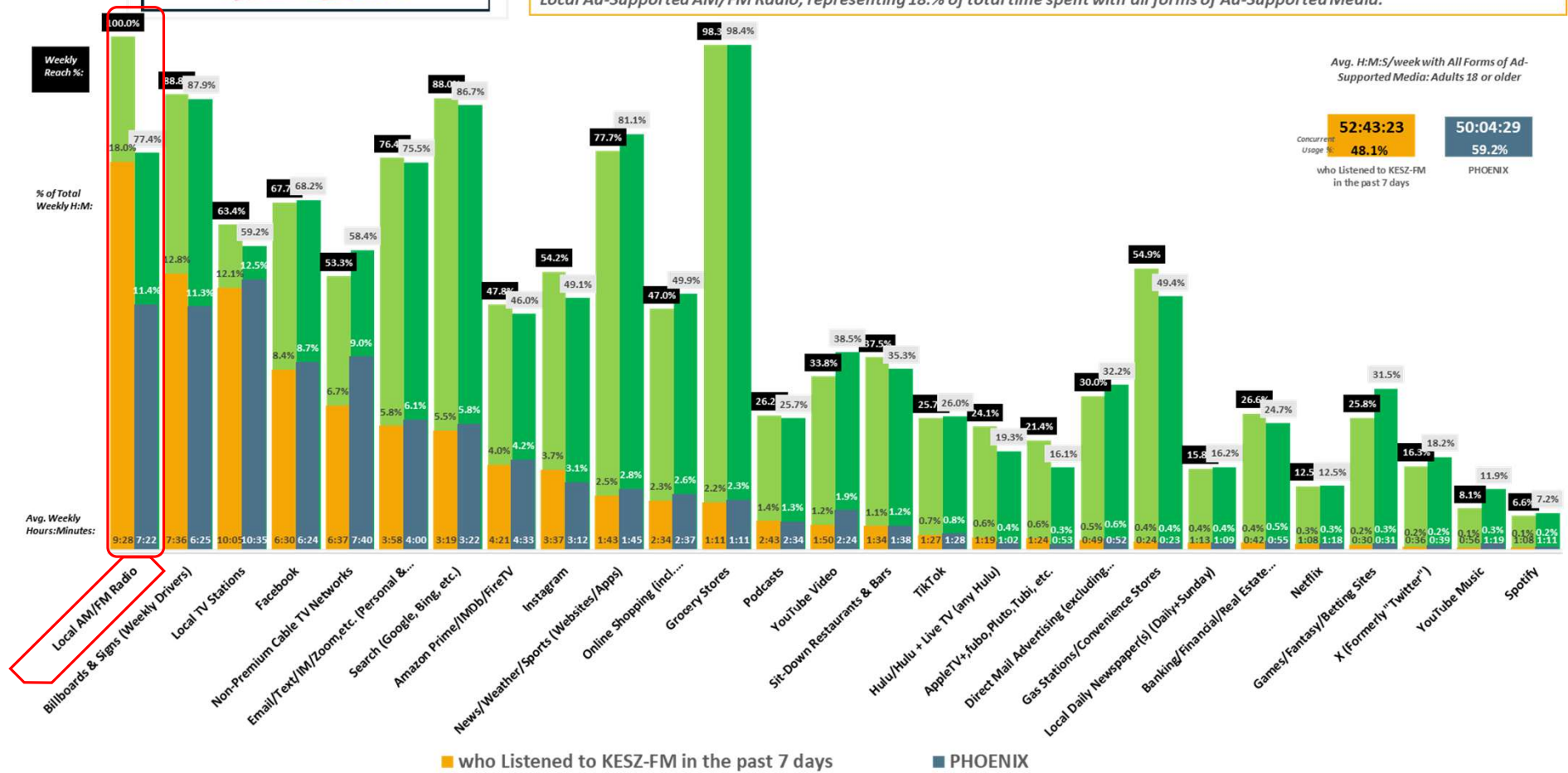
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

50:42:04
Concurrent Usage % **49.1%**
who Listened to IHEART RADIO in the past 7 days

50:04:29
PHOENIX



Adults 18 or older who Listened to KESZ-FM in the past 7 days spend an average of 2 days, 4 hours, 43 minutes and 23 seconds each week with All Forms of Ad-Supported Media.
100.% of Adults 18 or older who Listened to KESZ-FM in the past 7 days spend an avg. of 9 hours and 28 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 18.% of total time spent with all forms of Ad-Supported Media.



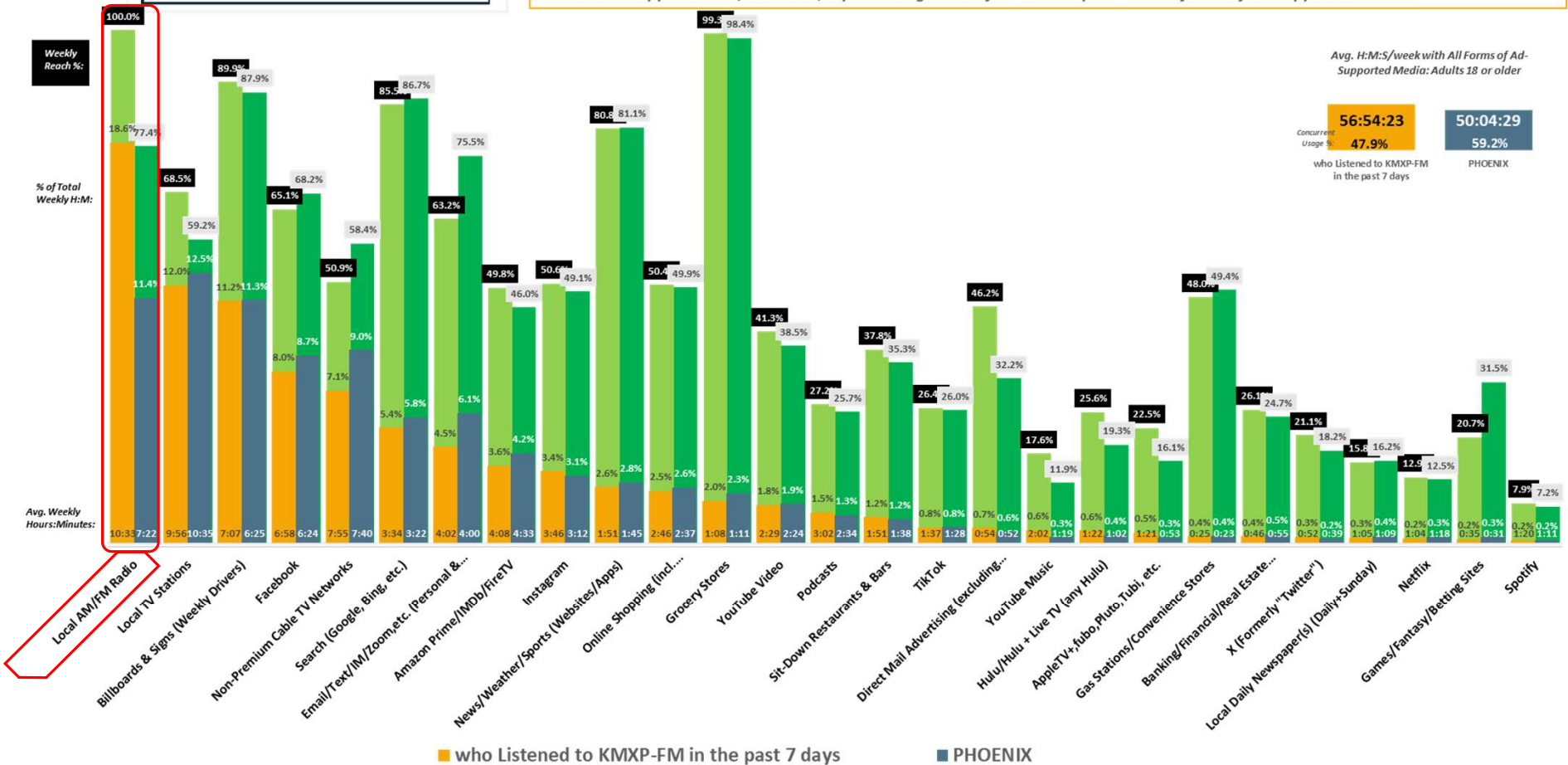
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

52:43:23	50:04:29
Concurrent Usage %	59.2%
who Listened to KESZ-FM in the past 7 days	PHOENIX



Adults 18 or older who Listened to KMXF-FM in the past 7 days spend an average of 2 days, 8 hours, 54 minutes and 23 seconds each week with All Forms of Ad-Supported Media.

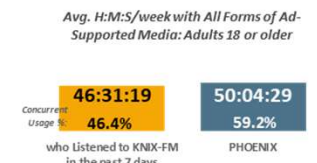
100.% of Adults 18 or older who Listened to KMXF-FM in the past 7 days spend an avg. of 10 hours and 33 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 18.6% of total time spent with all forms of Ad-Supported Media.



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

Concurrent Usage % 56:54:23 47.9% 50:04:29 59.2%

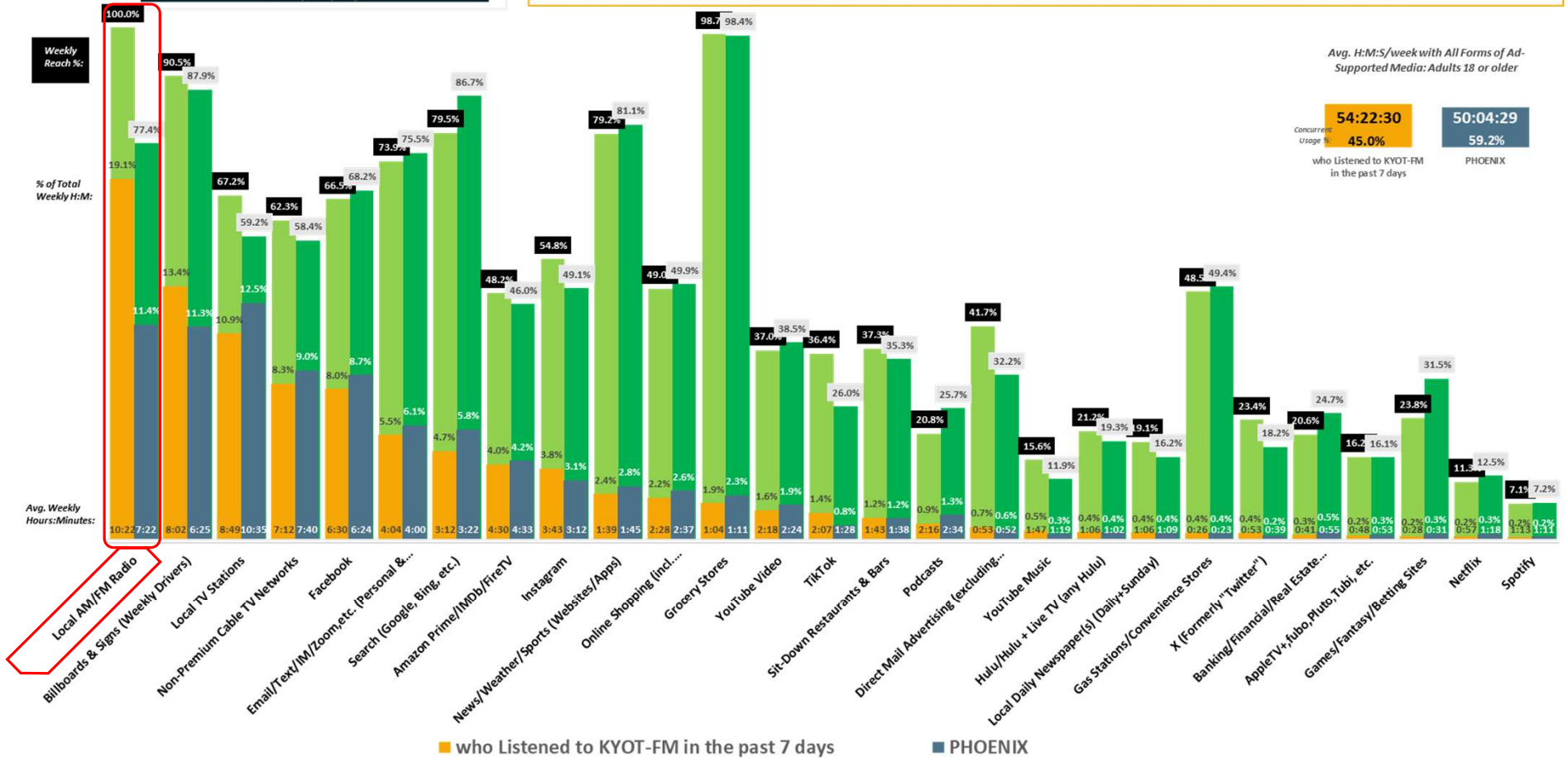
who Listened to KMXF-FM in the past 7 days PHOENIX



(Radio Stations: KNIX-FM)



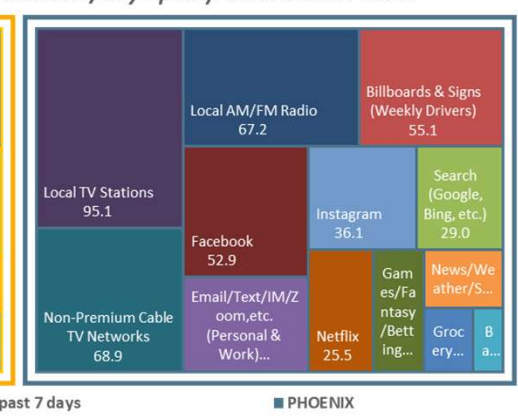
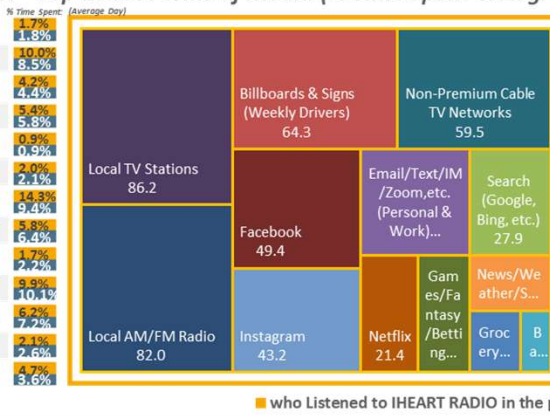
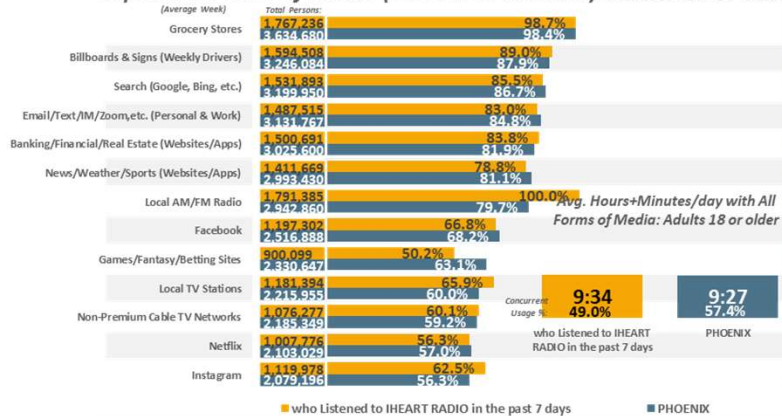
Adults 18 or older who Listened to KYOT-FM in the past 7 days spend an average of 2 days, 6 hours, 22 minutes and 30 seconds each week with All Forms of Ad-Supported Media.
100.% of Adults 18 or older who Listened to KYOT-FM in the past 7 days spend an avg. of 10 hours and 22 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 19.1% of total time spent with all forms of Ad-Supported Media.



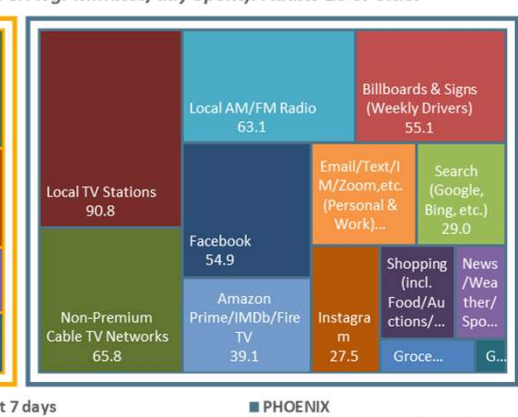
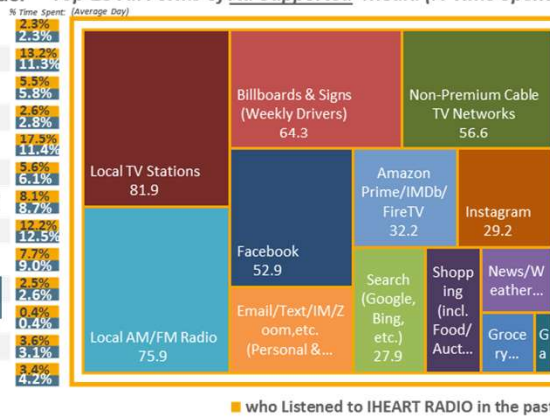
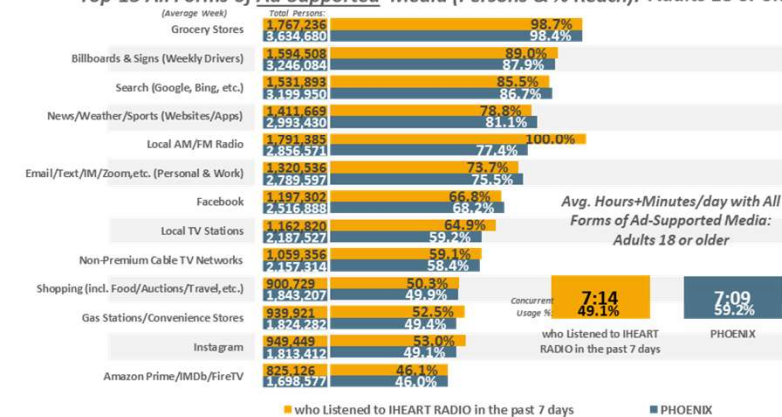


Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an average of 7 hours and 14 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 75.9 minutes/day. *(Local Radio delivers 17.5% of Time with Ad-Supported Media.)*

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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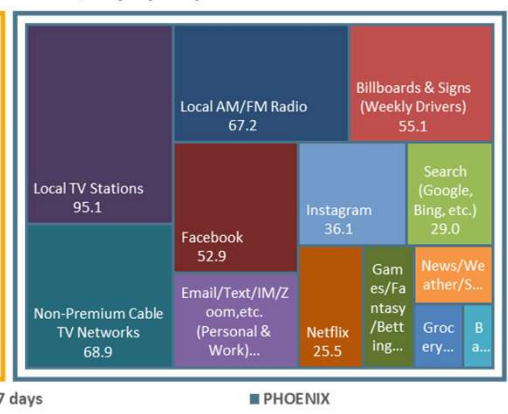
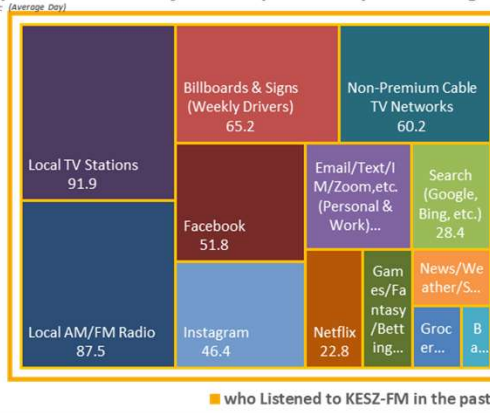
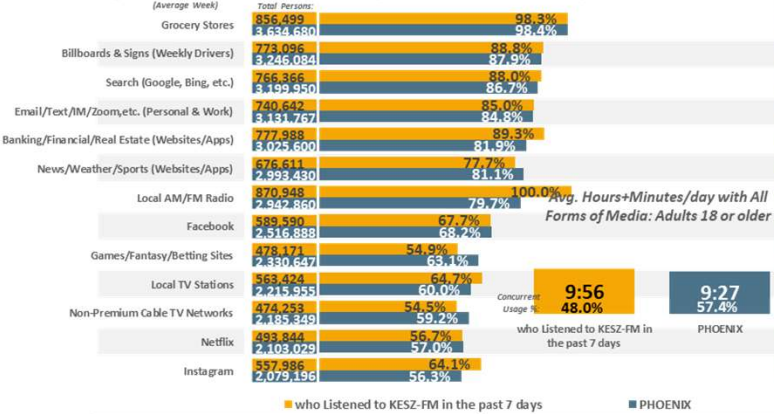
soefa.ai Share of Everything for Anything

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

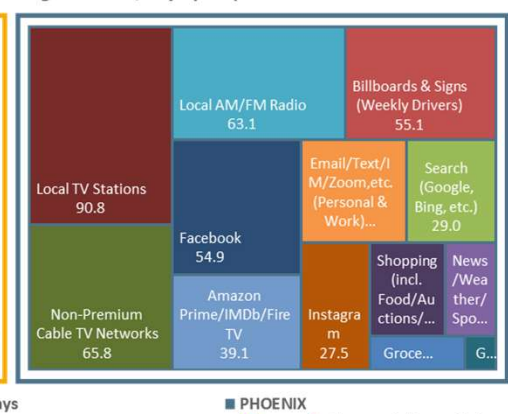
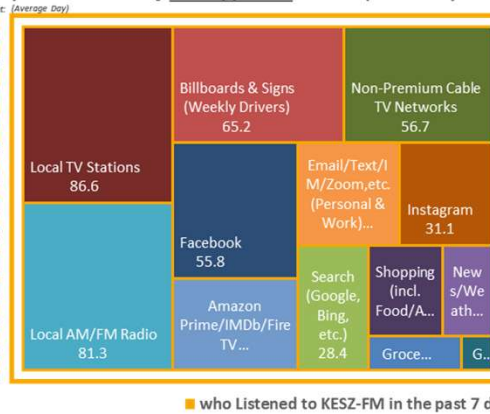
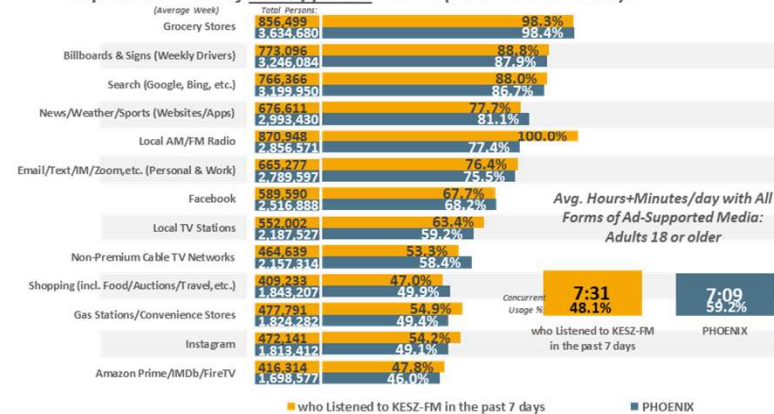
99.9KEZ

Adults 18 or older who Listened to KESZ-FM in the past 7 days spend an average of 7 hours and 31 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 81.3 minutes/day. *(Local Radio delivers 18.% of Time with Ad-Supported Media.)*

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



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



PHOENIX Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 419
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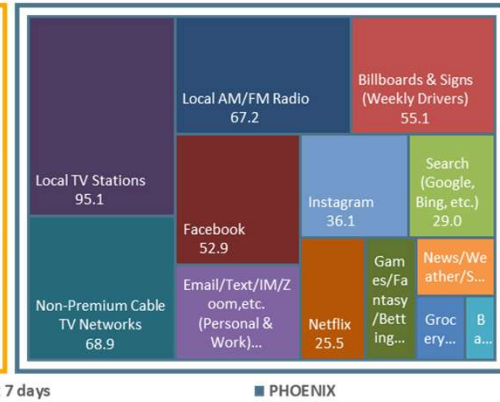
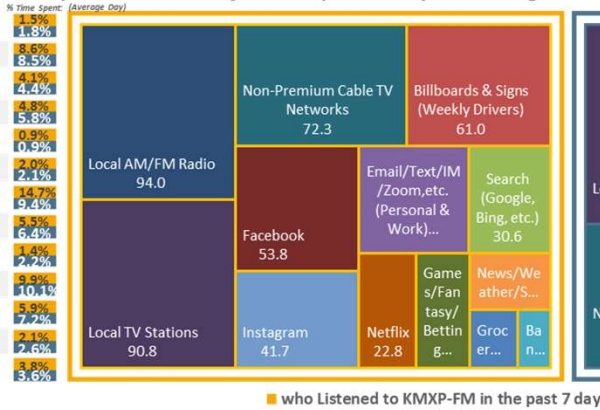
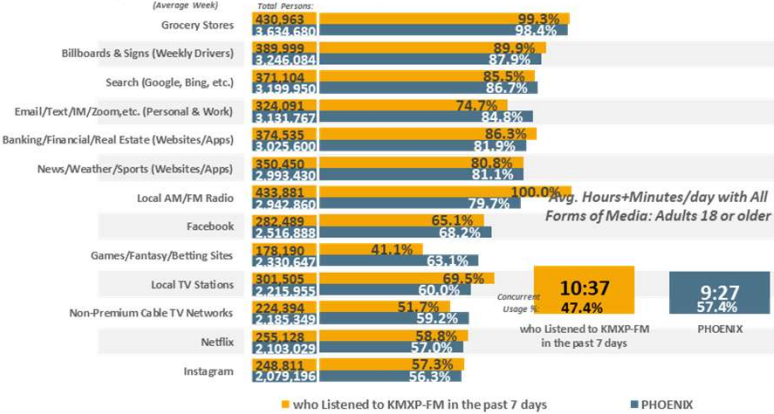
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(Radio Stations: KESZ-FM)

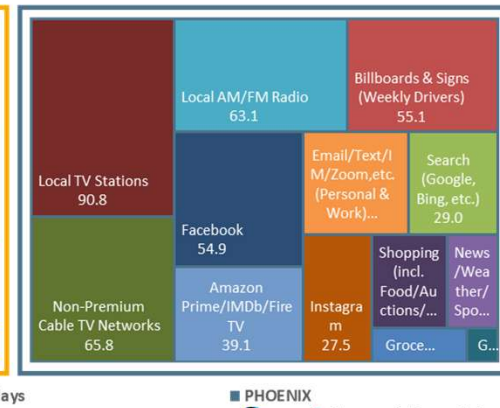
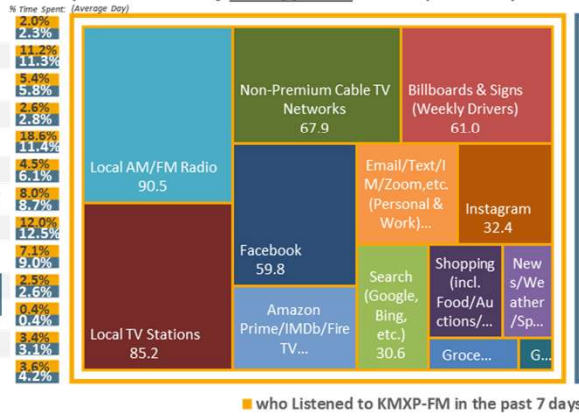
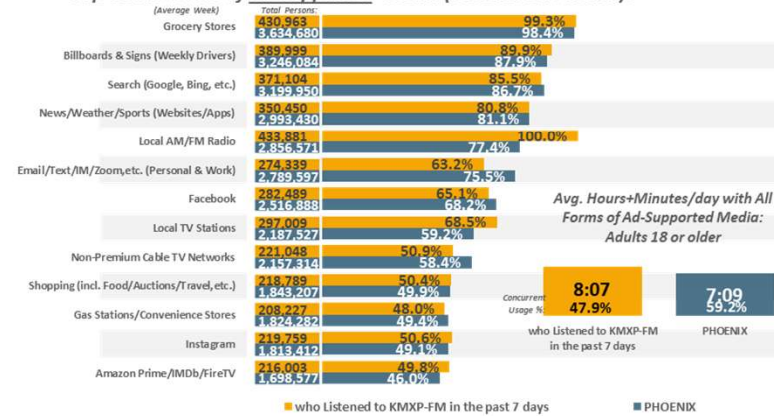


Adults 18 or older who Listened to KMXP-FM in the past 7 days spend an average of 8 hours and 7 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 90.5 minutes/day. (Local Radio delivers 18.6% of Time with Ad-Supported Media.)

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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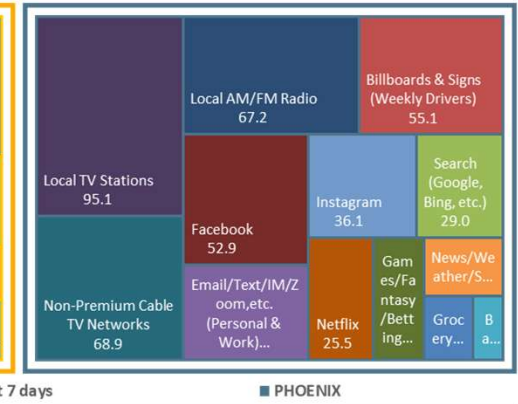
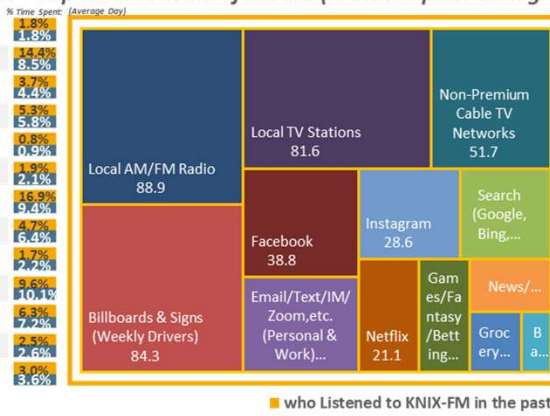
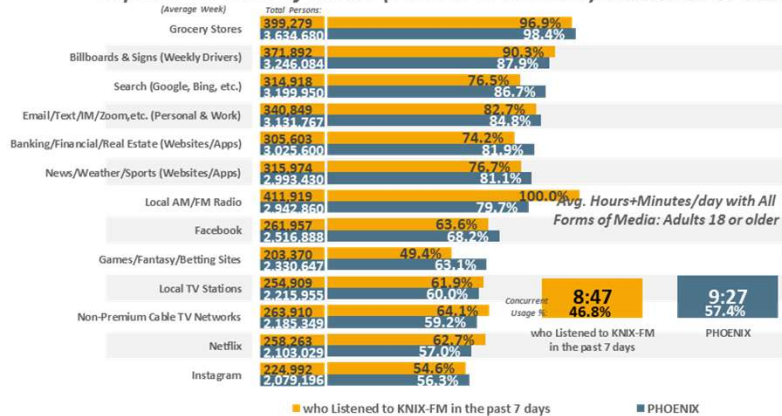
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(Radio Stations: KMXP-FM)

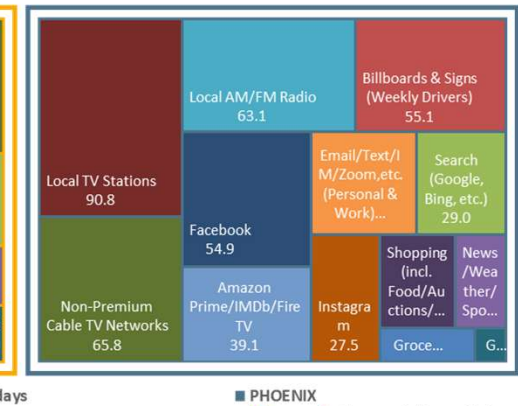
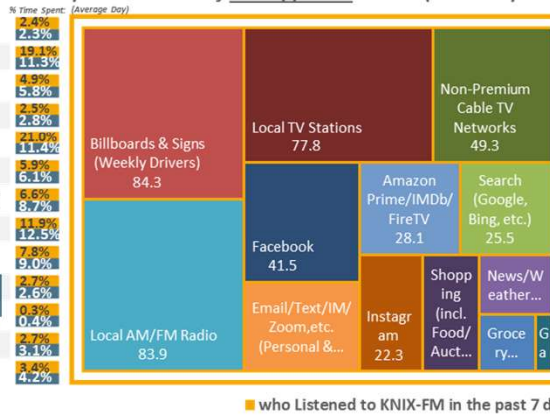
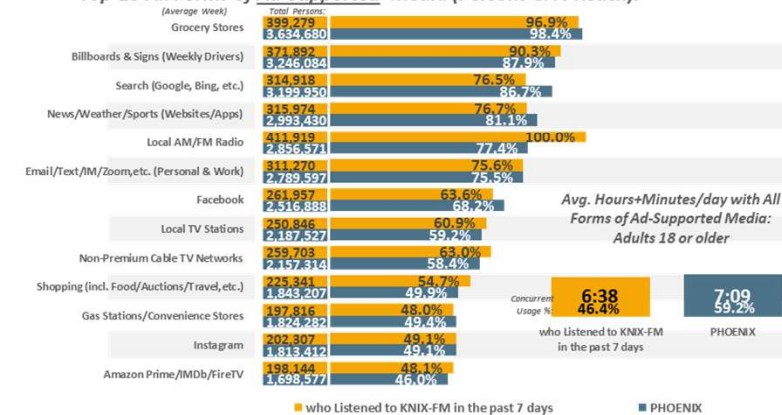


Adults 18 or older who Listened to KNIX-FM in the past 7 days spend an average of 6 hours and 38 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 83.9 minutes/day.
(Local Radio delivers 21.% of Time with Ad-Supported Media.)

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



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



PHOENIX Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 240
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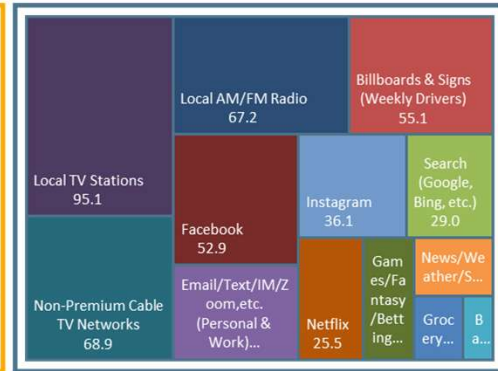
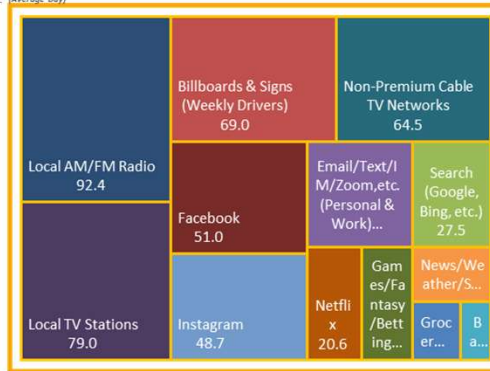
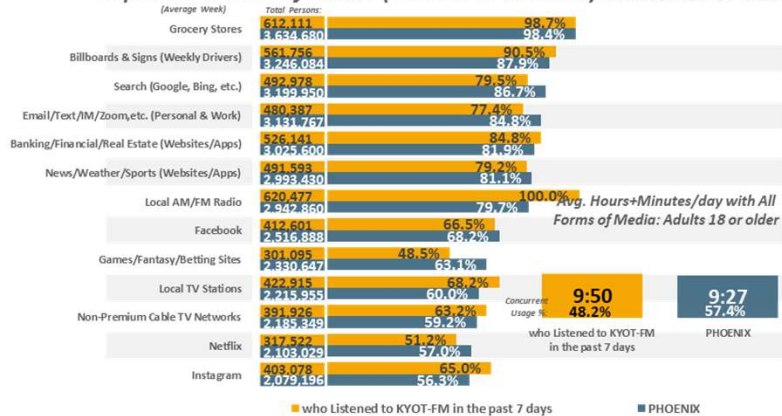
soefa.ai Share of Everything for Anything

(Radio Stations: KNIX-FM)

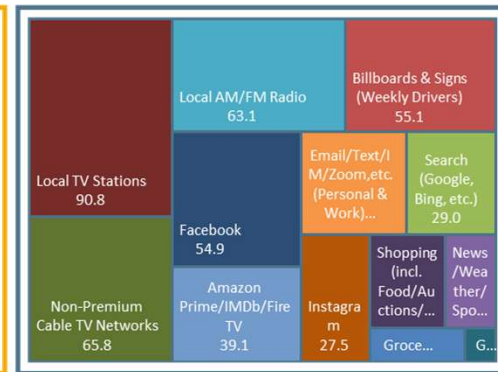
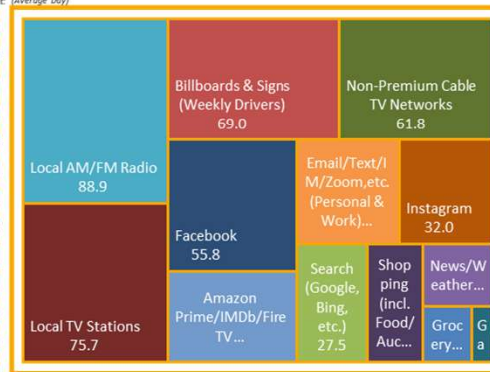
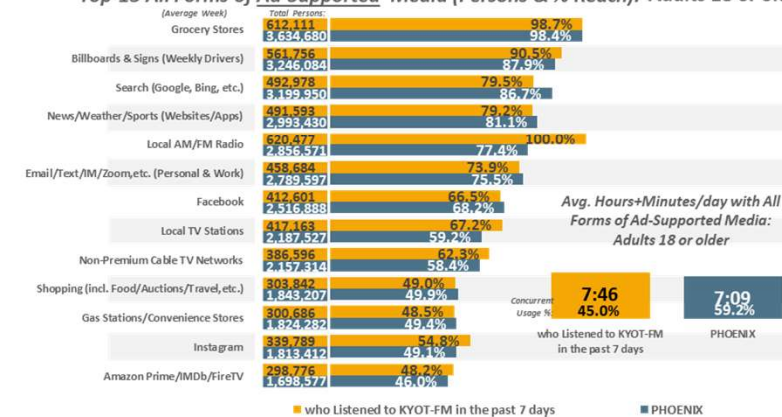


Adults 18 or older who Listened to KYOT-FM in the past 7 days spend an average of 7 hours and 46 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 88.9 minutes/day. (Local Radio delivers 19.1% of Time with Ad-Supported Media.)

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**



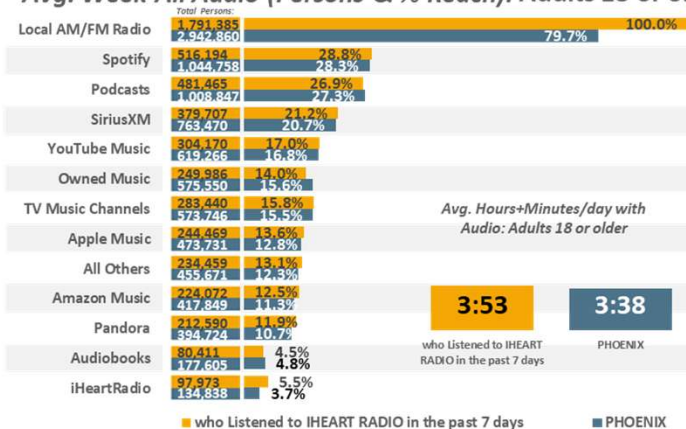
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



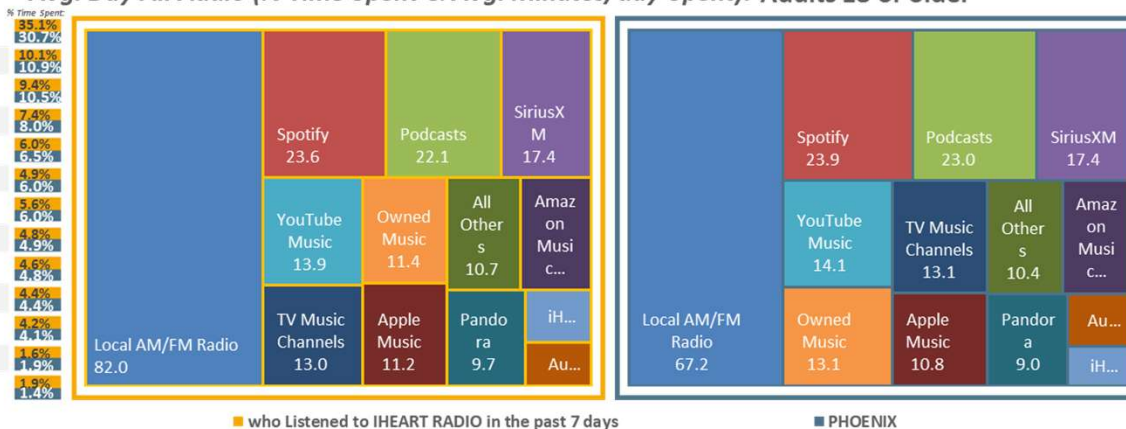


1,791,385 or 100.% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 75.9 minutes every day representing 47.% of all time spent daily with Ad-Supported Audio.

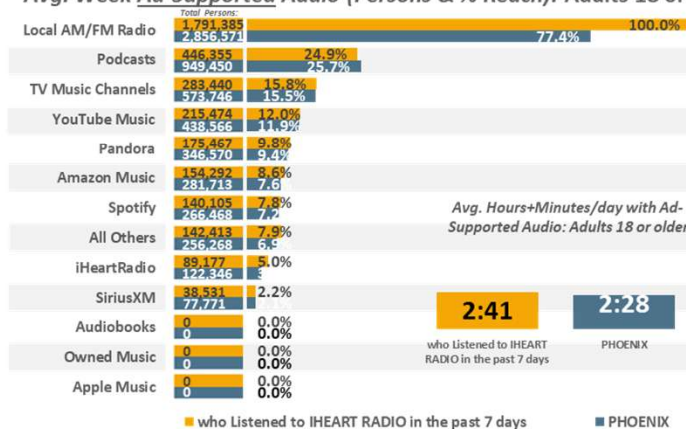
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



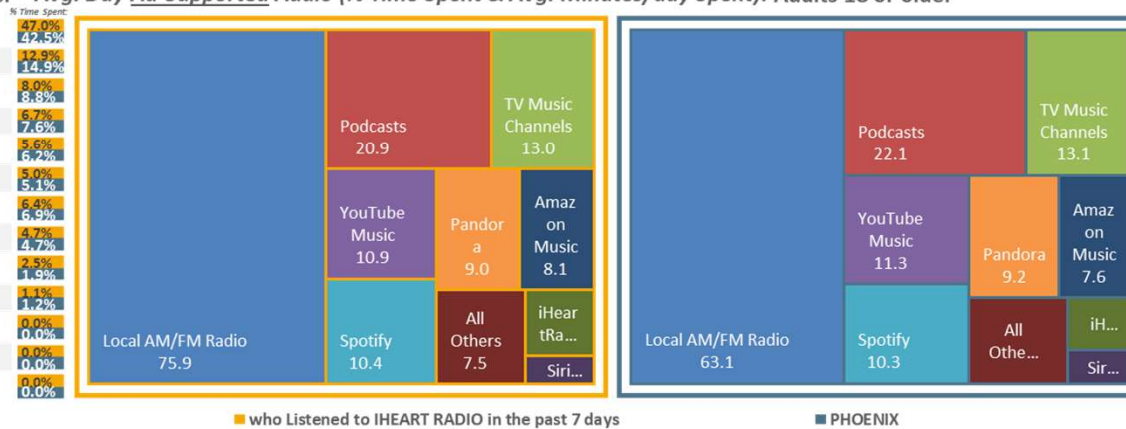
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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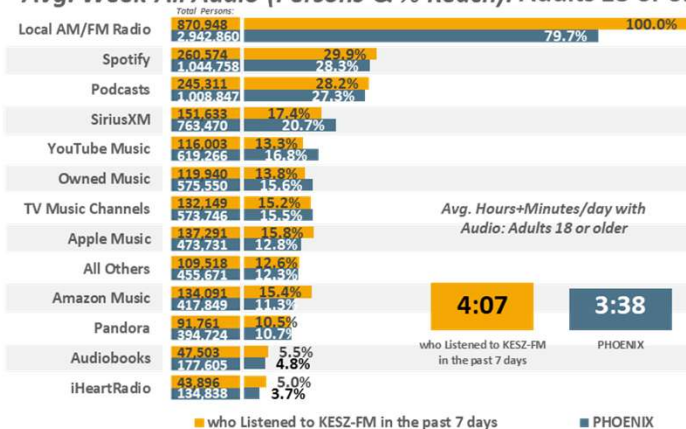
soefa.ai Share of Everything for Anything

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

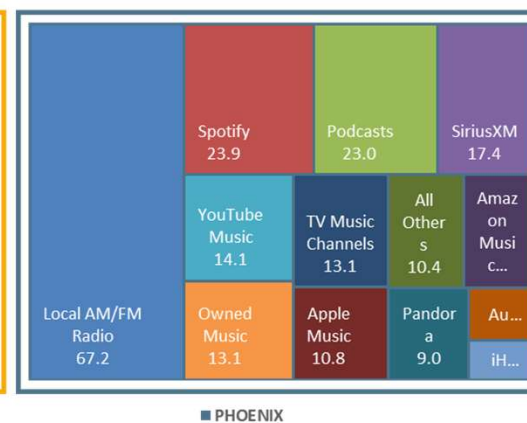
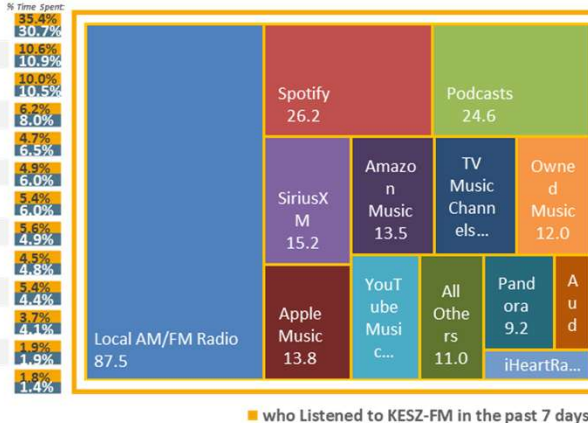
99.9KEZ

870,948 or 100.% of Adults 18 or older who Listened to KESZ-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 81.3 minutes every day representing 48.9% of all time spent daily with Ad-Supported Audio.

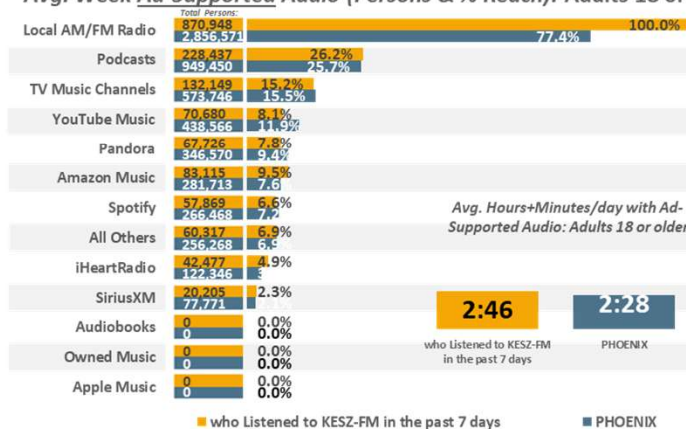
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



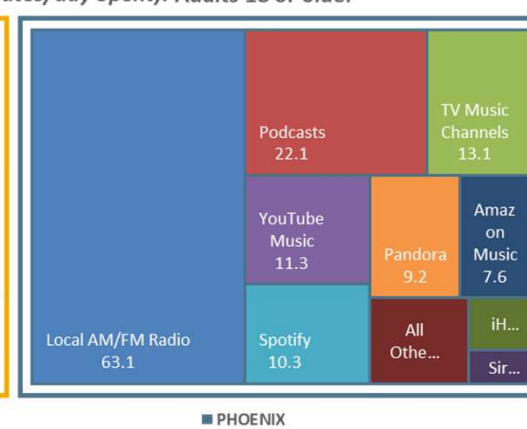
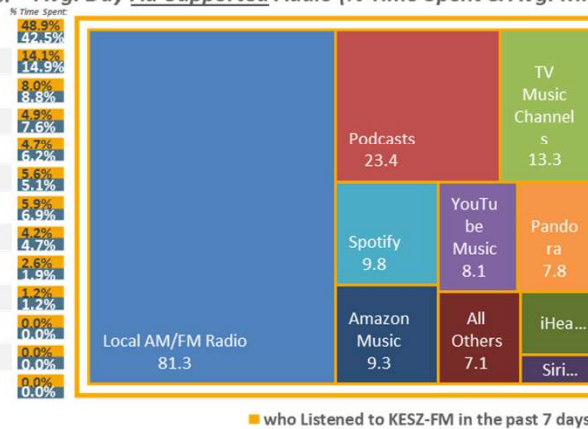
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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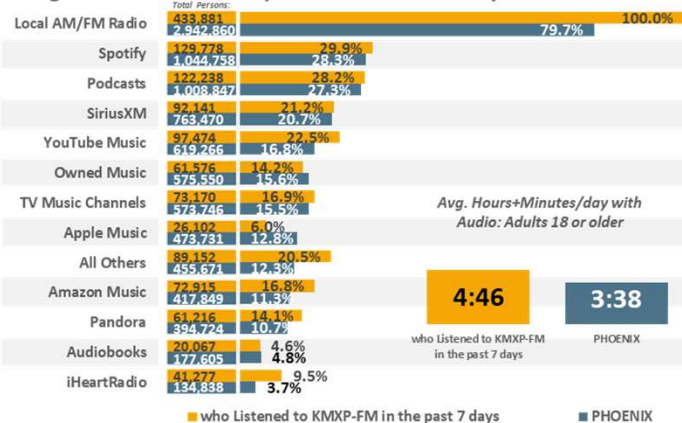
soefa.ai Share of Everything for Anything

(Radio Stations: KESZ-FM)

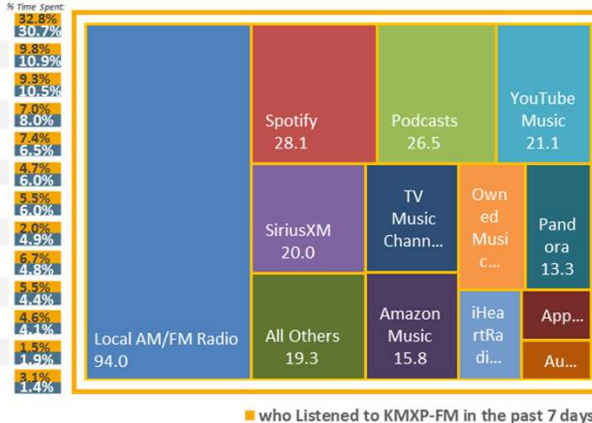


433,881 or 100.% of Adults 18 or older who Listened to KMPX-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 90.5 minutes every day representing 42.8% of all time spent daily with Ad-Supported Audio.

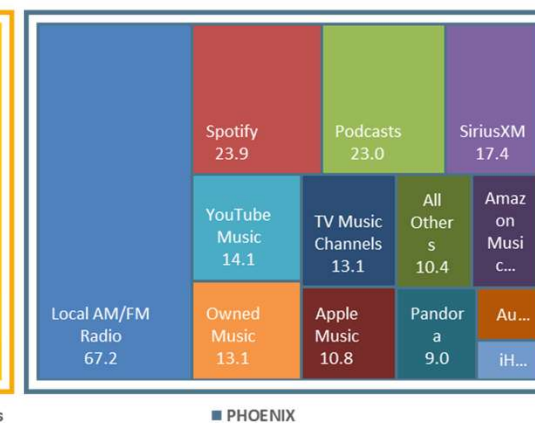
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



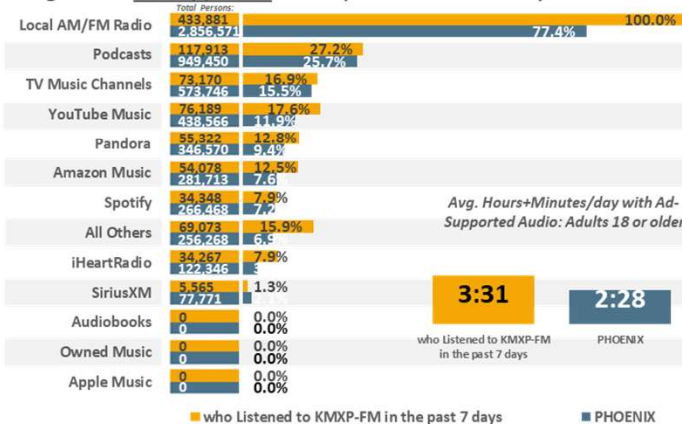
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



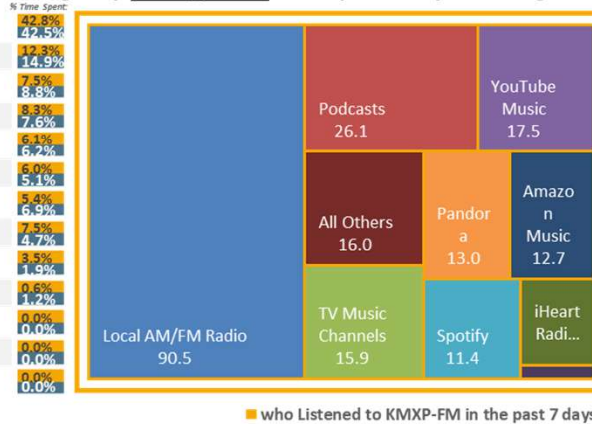
Costs/day Spent): Adults 18 or older



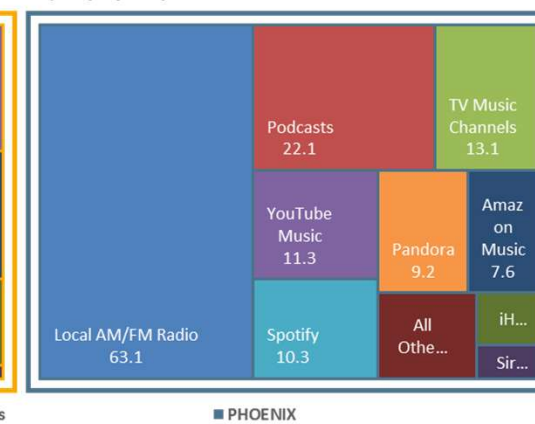
Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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



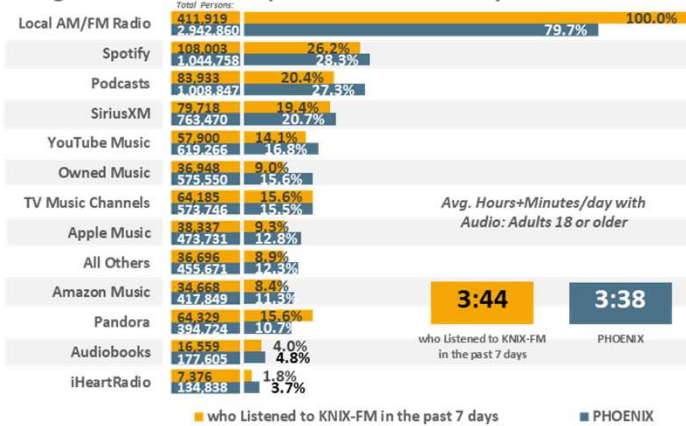
minutes/day Spent): Adults 18 or older



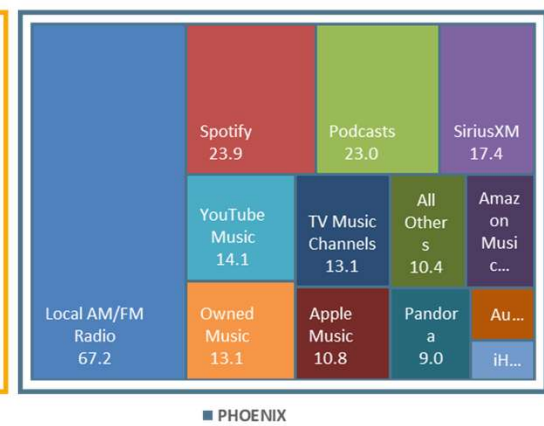
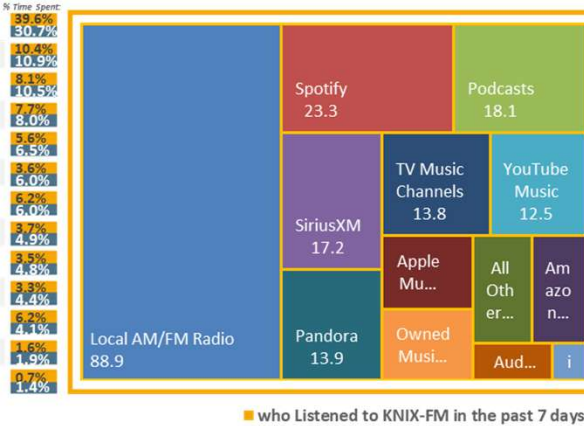


411,919 or 100.% of Adults 18 or older who Listened to KNIX-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 83.9 minutes every day representing 51.8% of all time spent daily with Ad-Supported Audio.

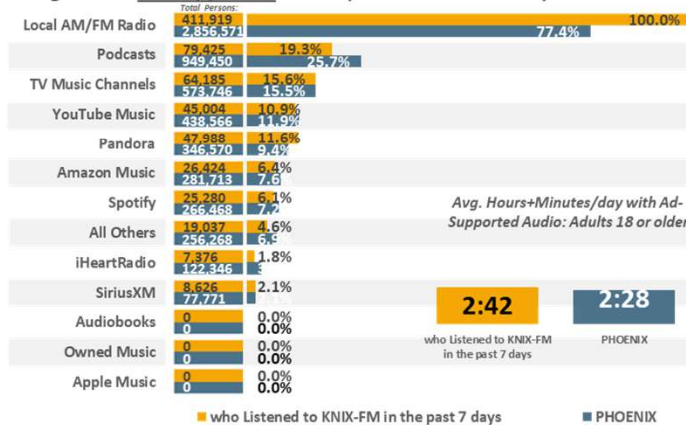
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



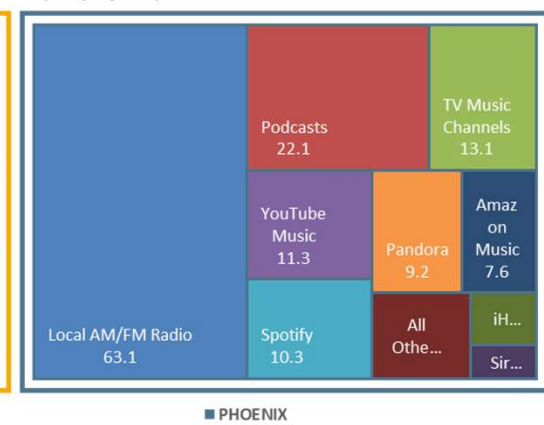
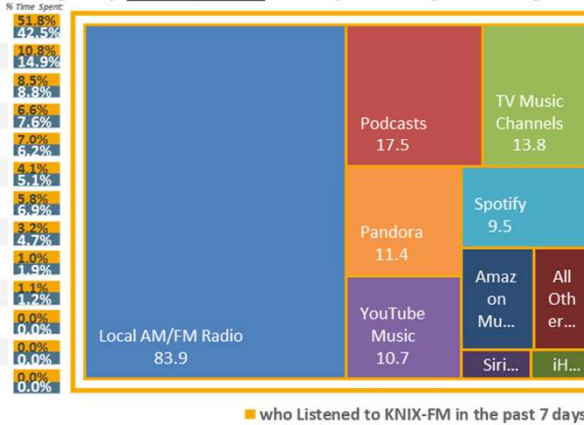
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



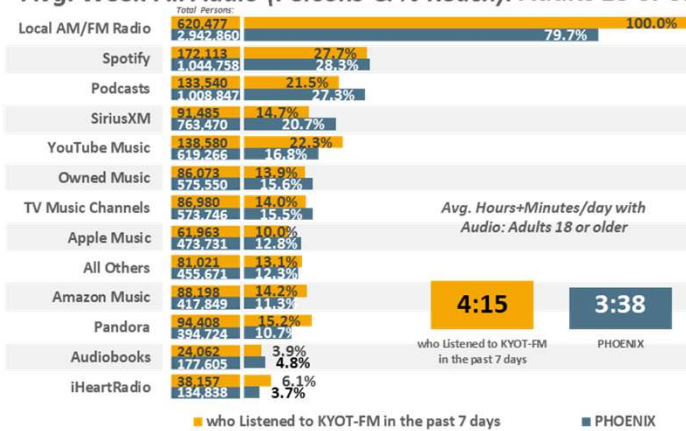
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



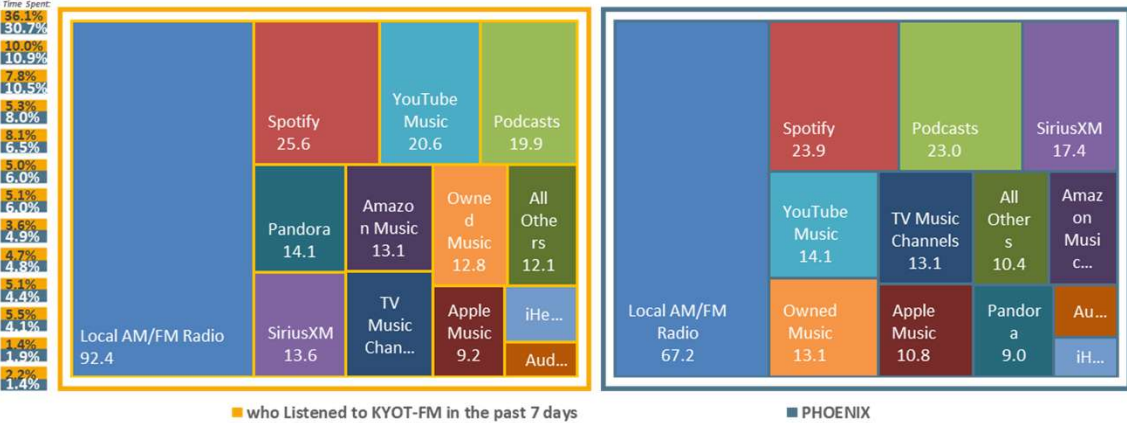


620,477 or 100.% of Adults 18 or older who Listened to KYOT-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 88.9 minutes every day representing 48.2% of all time spent daily with Ad-Supported Audio.

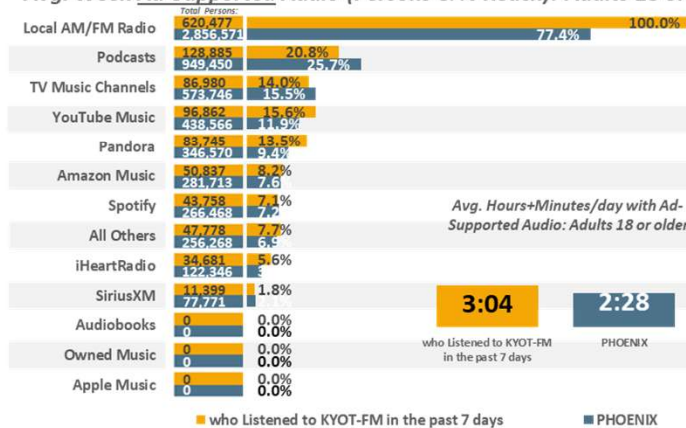
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



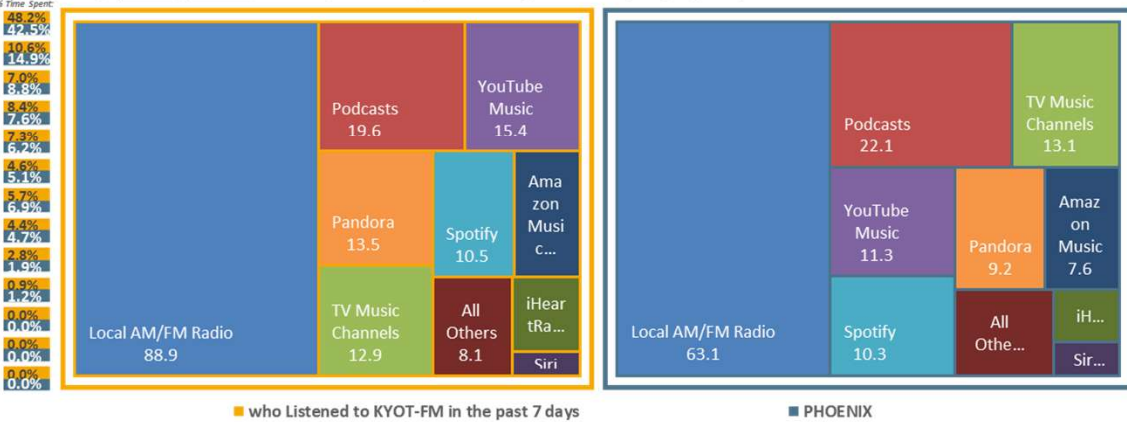
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

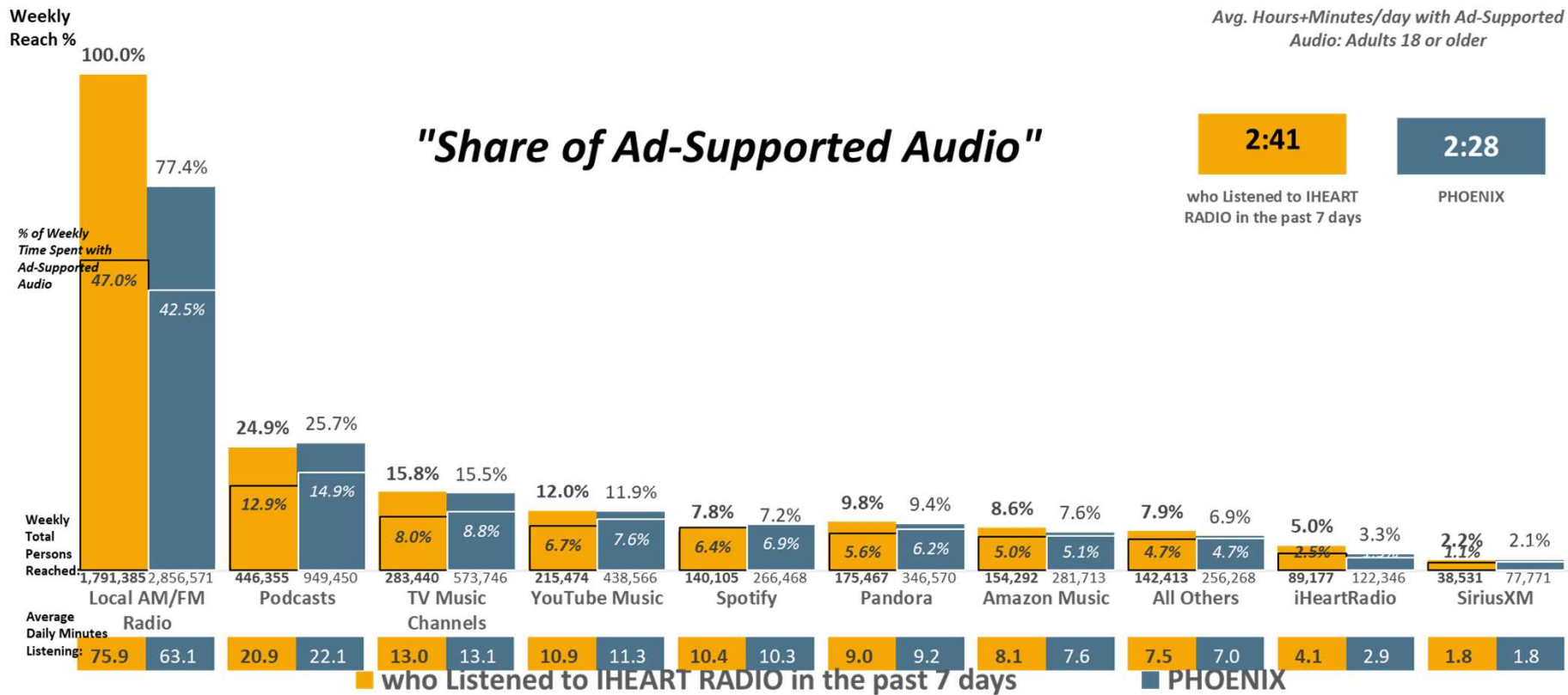


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





1,791,385 or 100.% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 75.9 minutes every day representing 47.% of all time spent daily with Ad-Supported Audio.





870,948 or 100.% of Adults 18 or older who Listened to KESZ-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 81.3 minutes every day representing 48.9% of all time spent daily with Ad-Supported Audio.

Weekly
Reach %

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

"Share of Ad-Supported Audio"

2:46

2:28

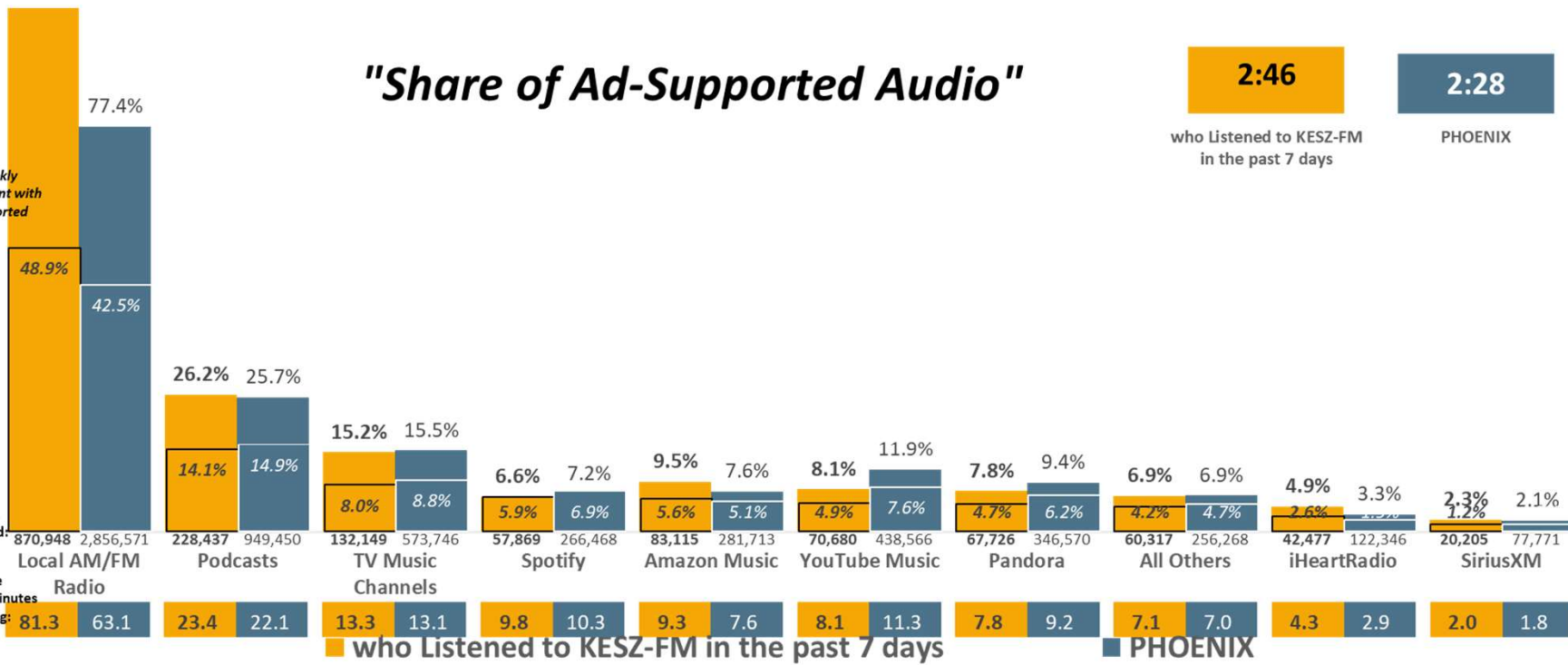
who Listened to KESZ-FM
in the past 7 days

PHOENIX

% of Weekly
Time Spent with
Ad-Supported
Audio

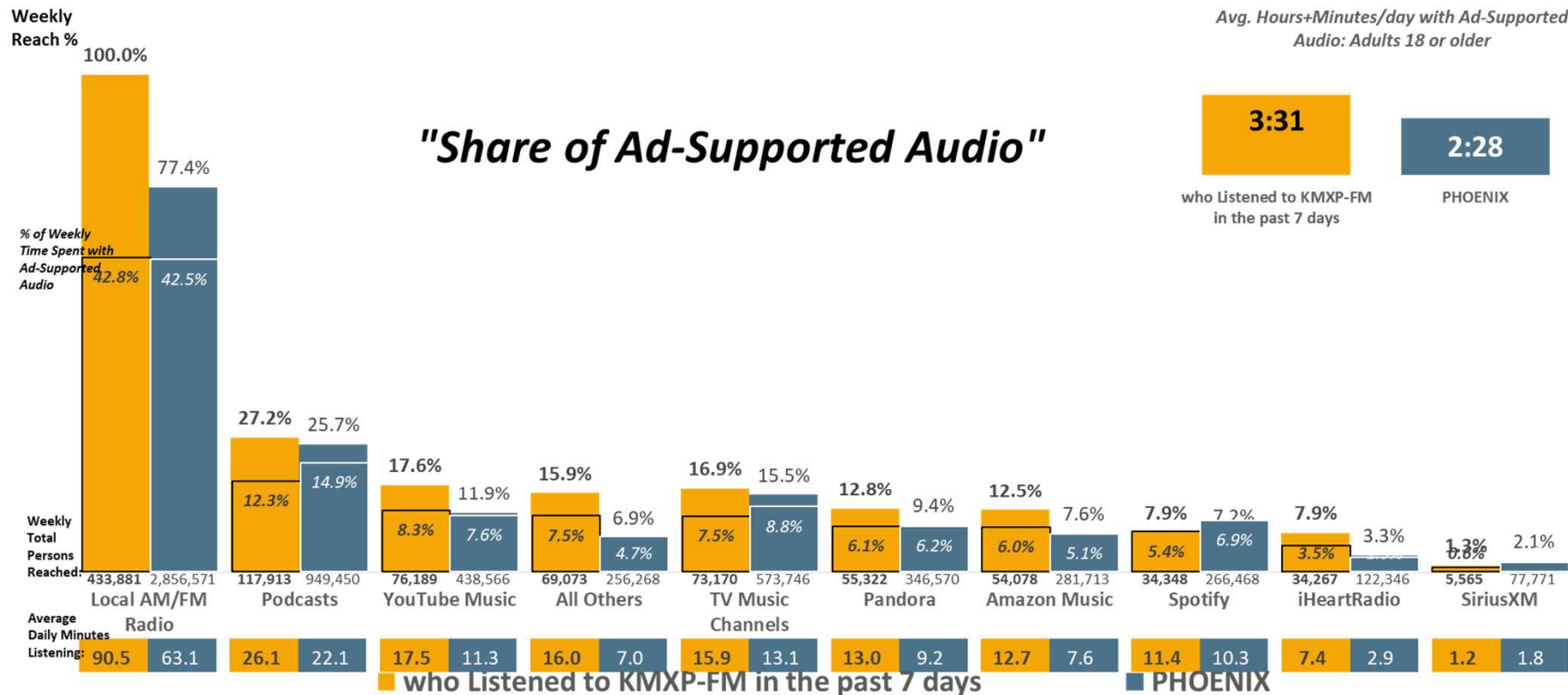
Weekly
Total
Persons
Reached

Average
Daily Minutes
Listening



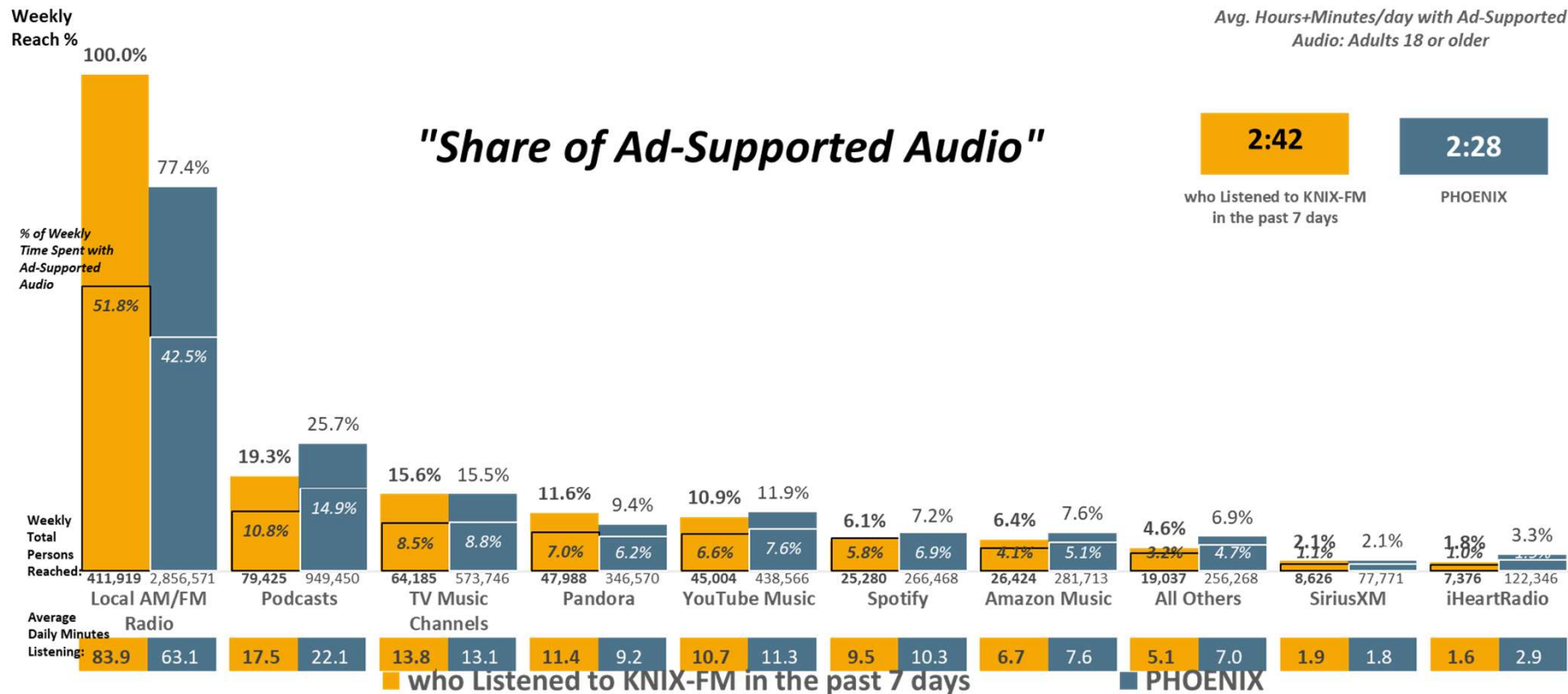


433,881 or 100.% of Adults 18 or older who Listened to KMXB-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 90.5 minutes every day representing 42.8% of all time spent daily with Ad-Supported Audio.



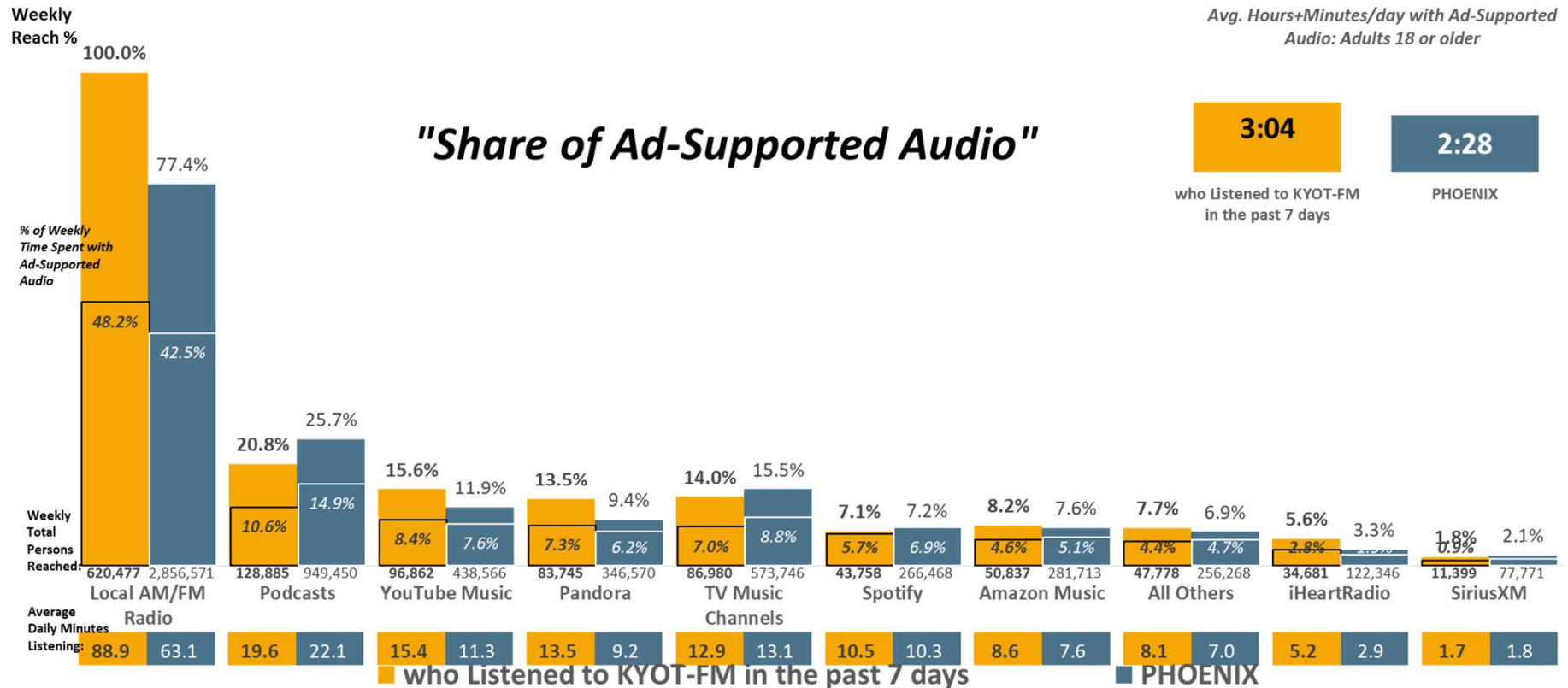


411,919 or 100.% of Adults 18 or older who Listened to KNIX-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 83.9 minutes every day representing 51.8% of all time spent daily with Ad-Supported Audio.





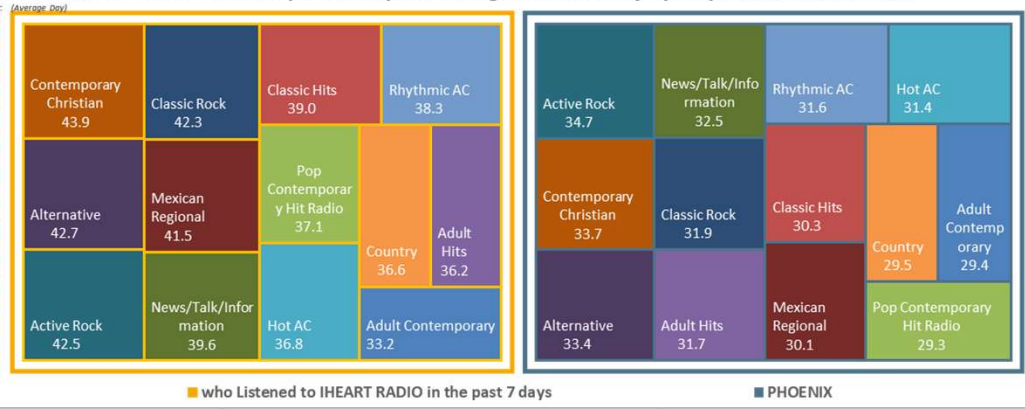
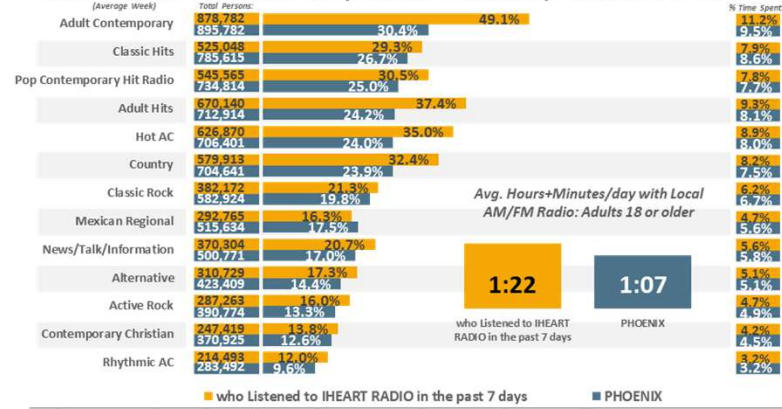
620,477 or 100.% of Adults 18 or older who Listened to KYOT-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 88.9 minutes every day representing 48.2% of all time spent daily with Ad-Supported Audio.



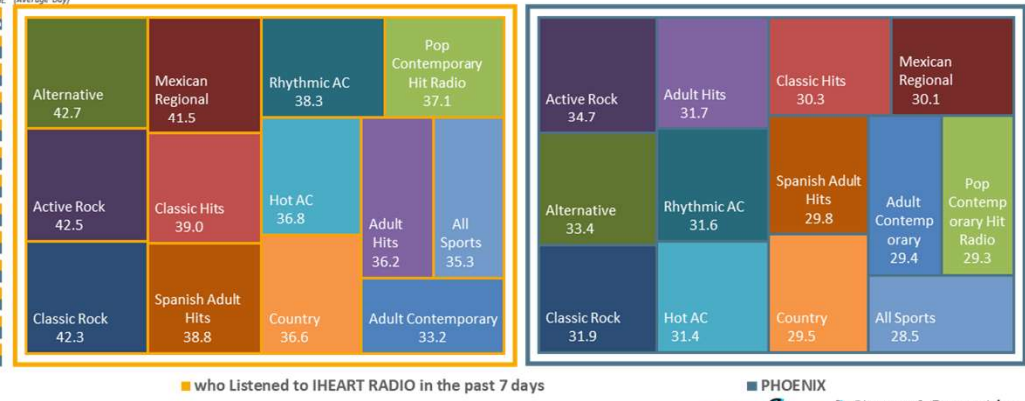
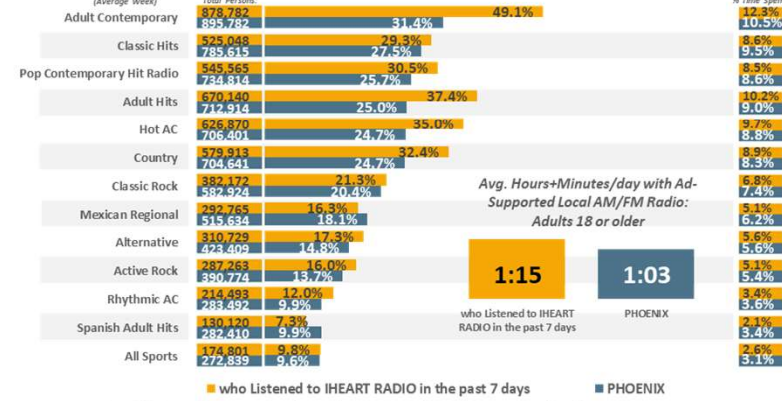


1,791,385 or 100.% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Adult Hits, Hot AC, Country, and Pop Contemporary Hit Radio.

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



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



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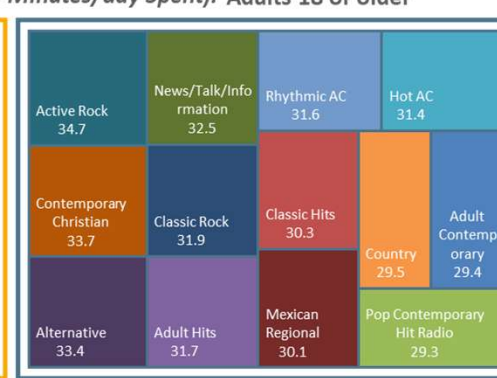
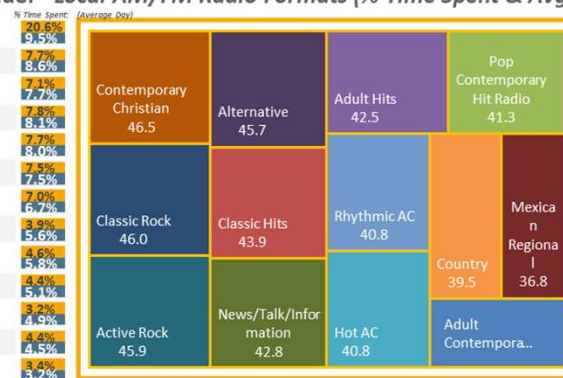


(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)

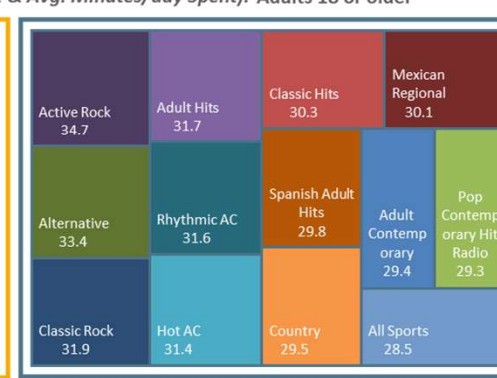
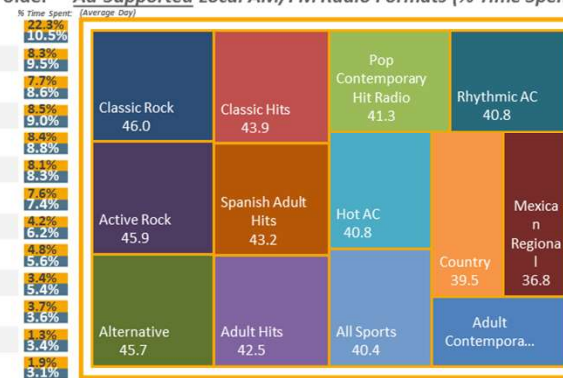
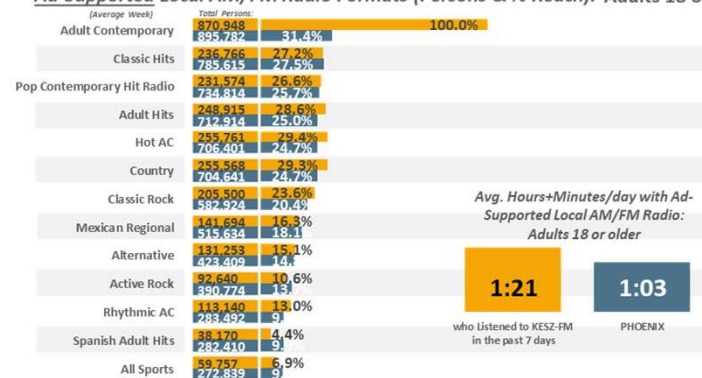


870,948 or 100.0% of Adults 18 or older who Listened to KESZ-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Hot AC, Country, Adult Hits, and Classic Hits.

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



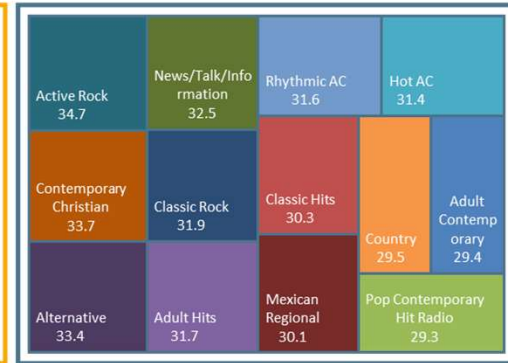
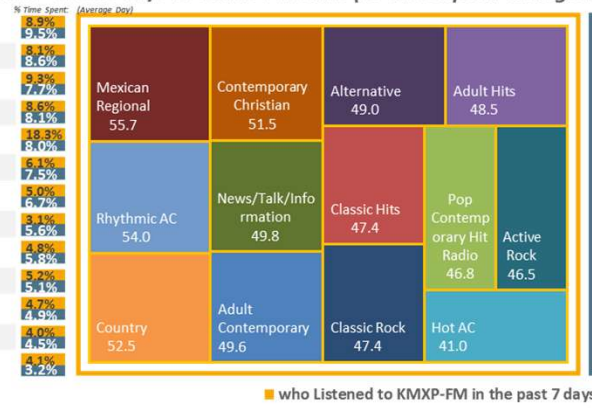
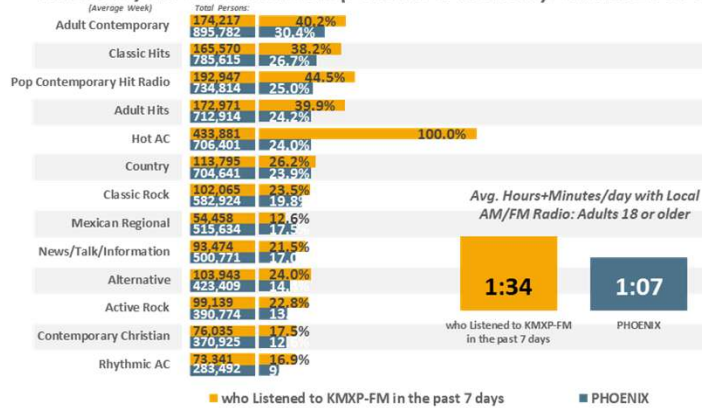
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



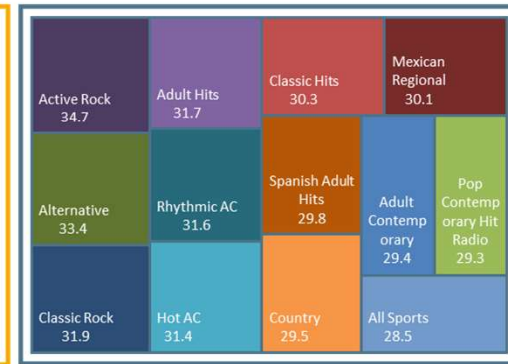
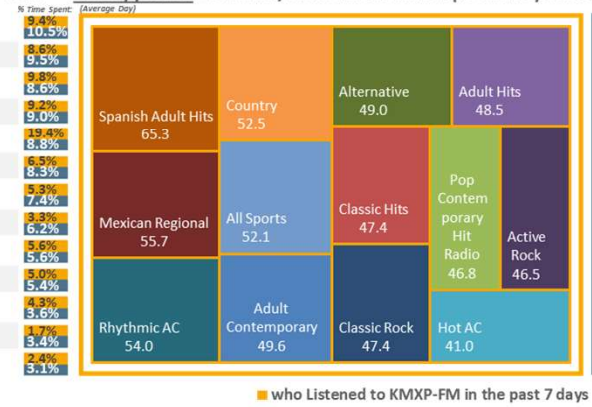
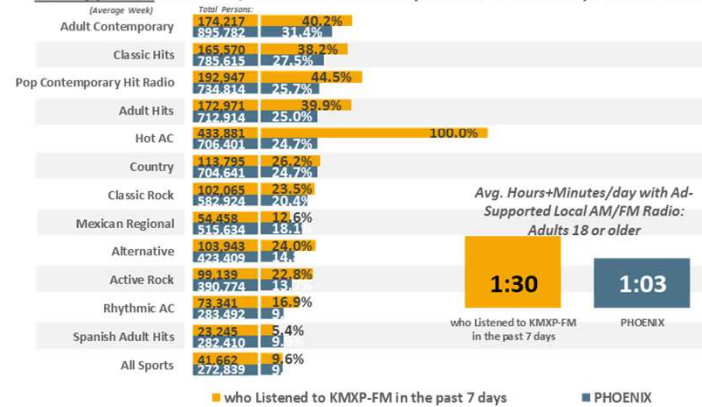


433,881 or 100.0% of Adults 18 or older who Listened to KMXP-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Pop Contemporary Hit Radio, Adult Contemporary, Adult Hits, and Classic Hits.

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



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



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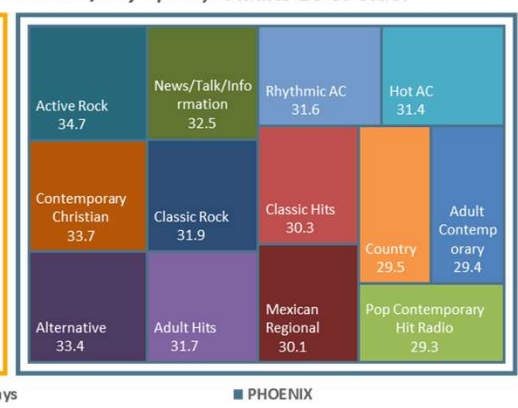
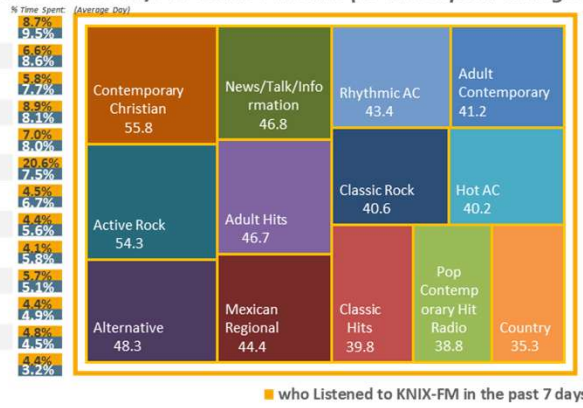
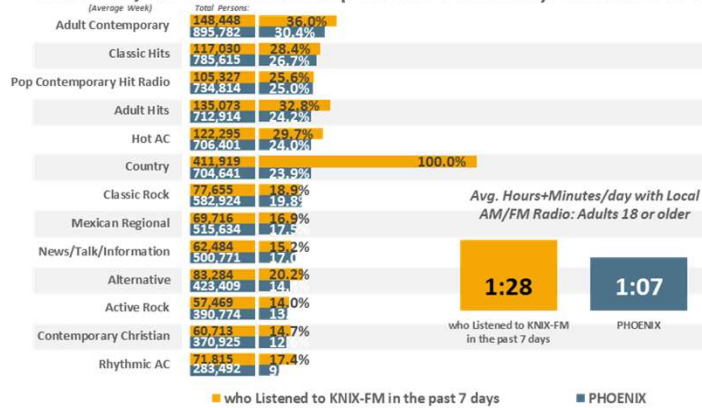
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(Radio Stations: KMXP-FM)

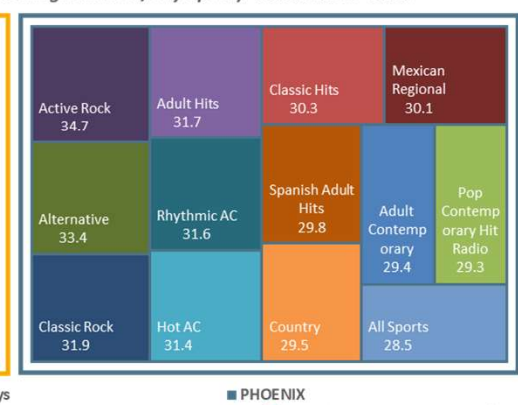
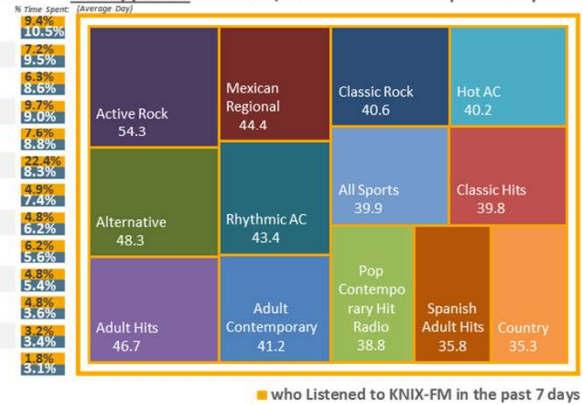
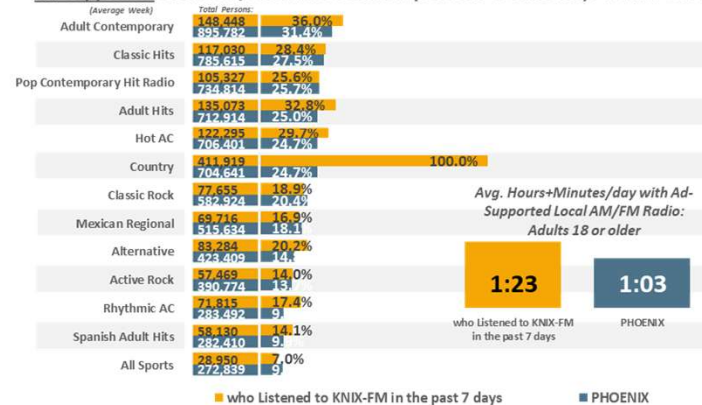


411,919 or 100.0% of Adults 18 or older who Listened to KNIX-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Adult Hits, Hot AC, and Classic Hits.

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



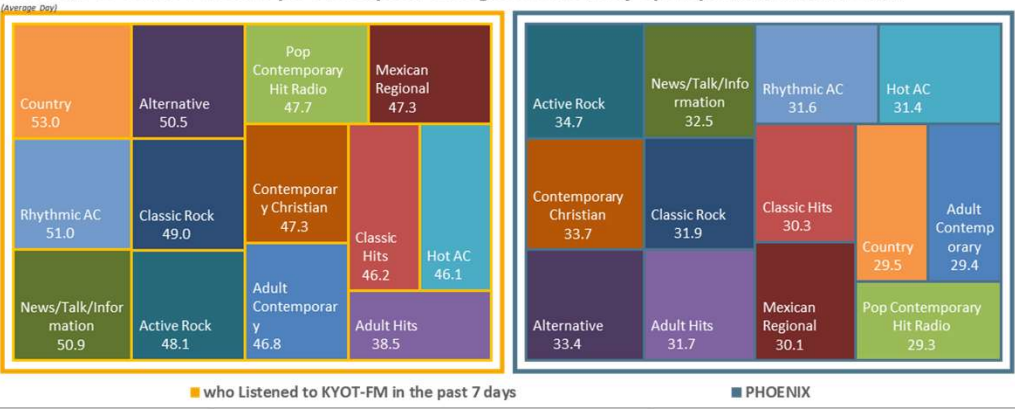
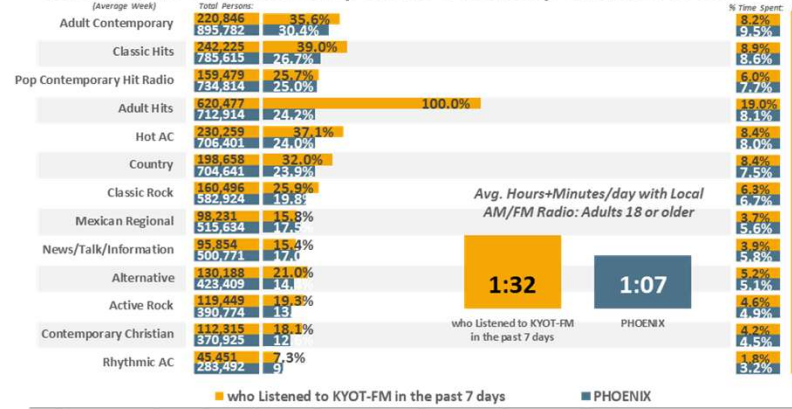
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



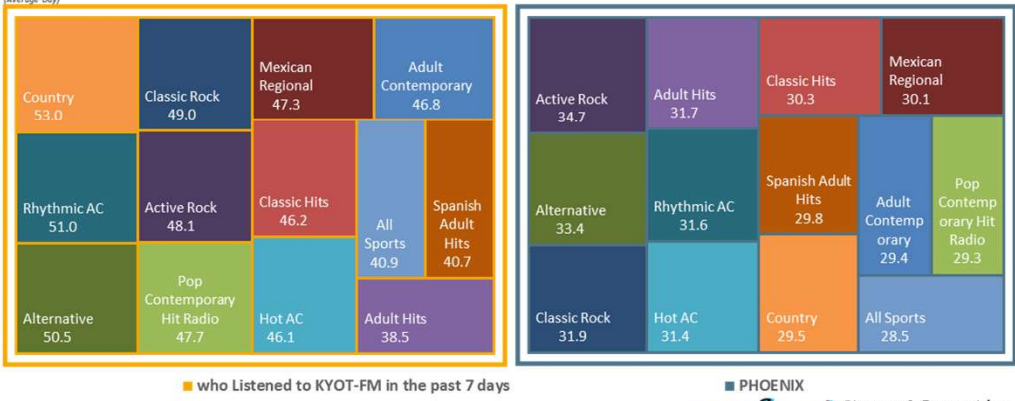
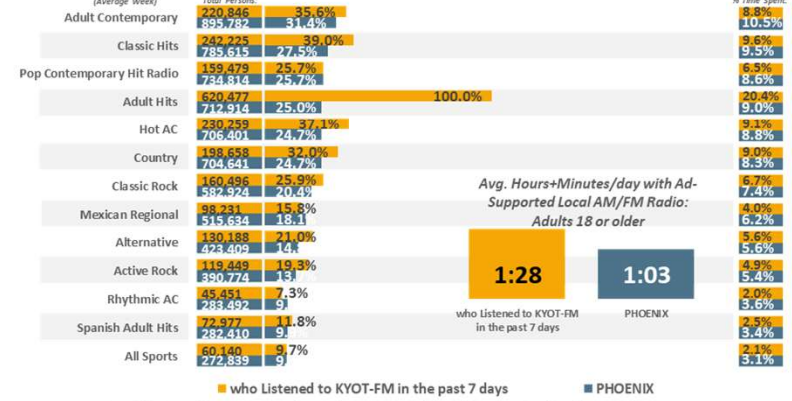


620,477 or 100.% of Adults 18 or older who Listened to KYOT-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Hits, Classic Hits, Hot AC, Adult Contemporary, and Country.

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



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

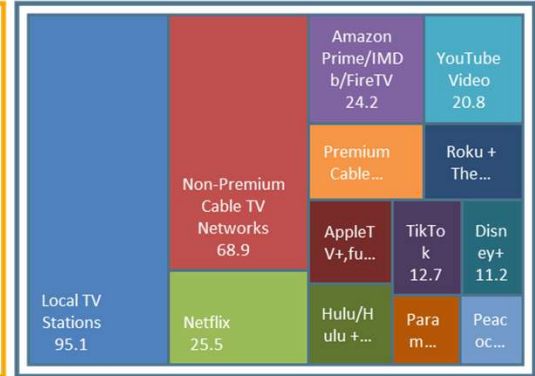
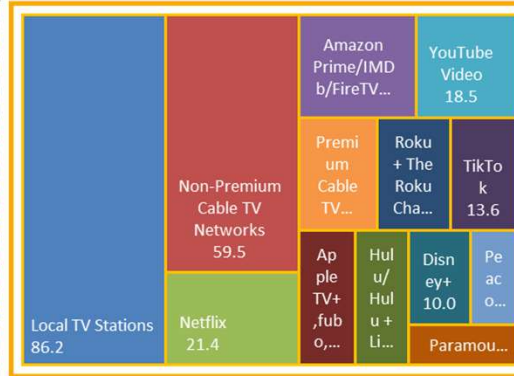
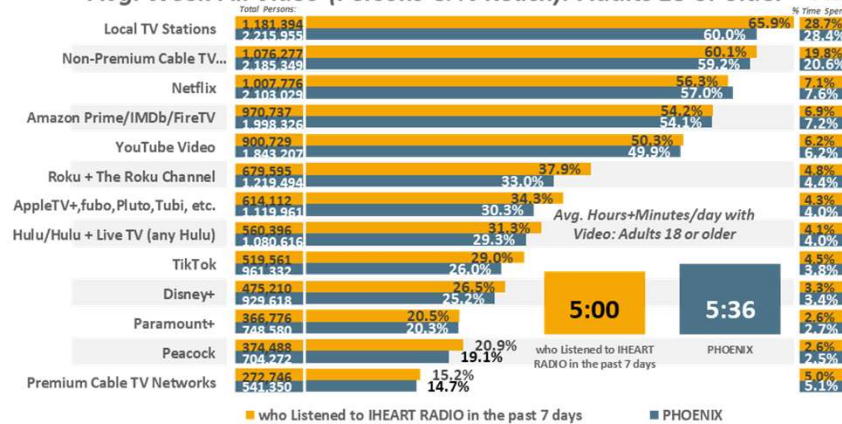




1,162,820 or 64.9% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 81.9 minutes every day representing 33.5% of all time spent daily with Ad-Supported Video.

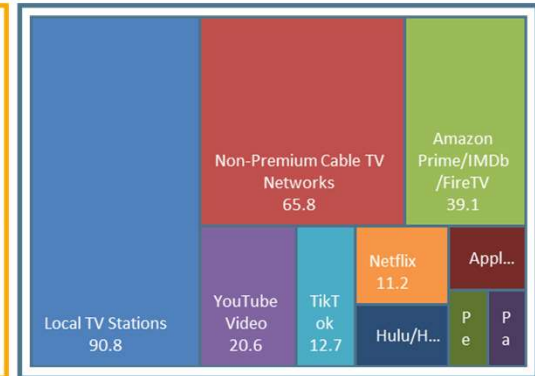
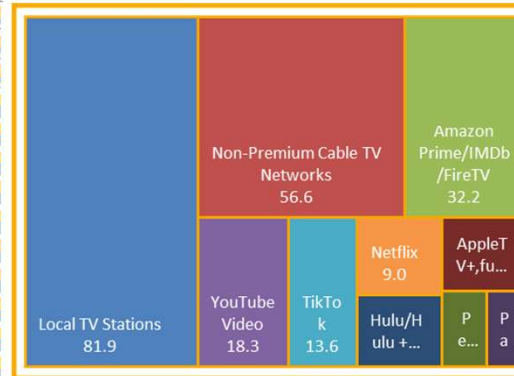
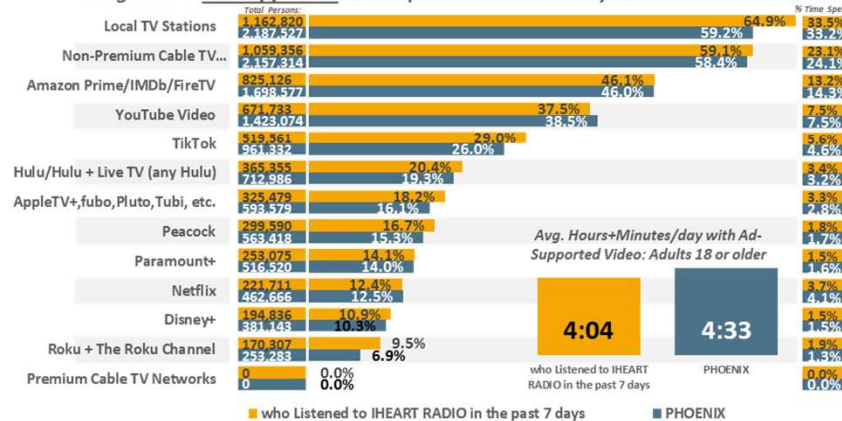
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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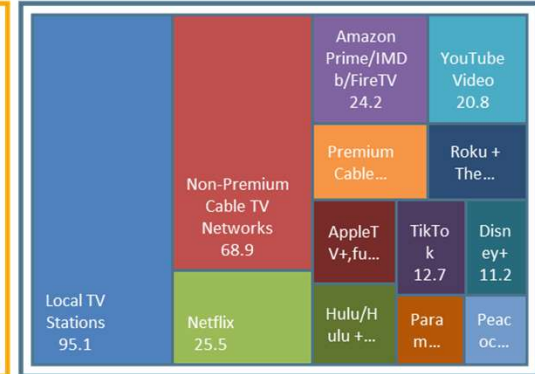
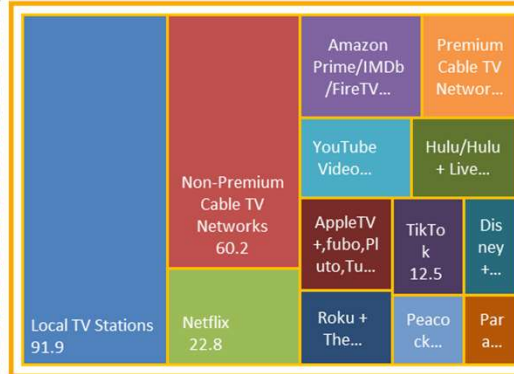
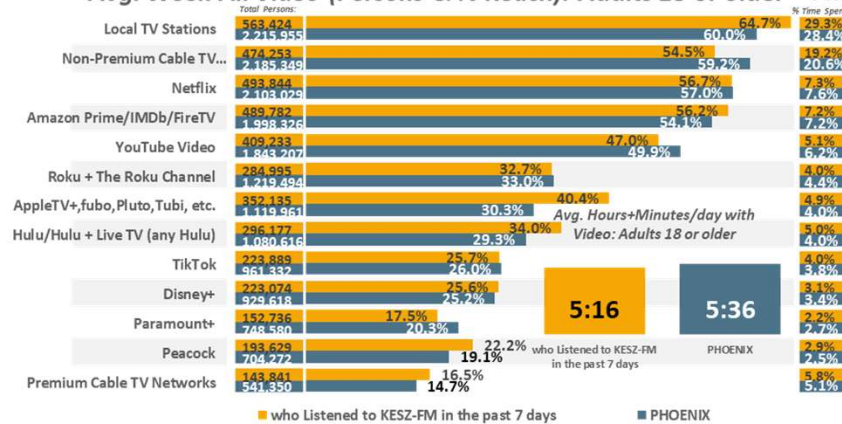
(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)



552,002 or 63.4% of Adults 18 or older who Listened to KESZ-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 86.6 minutes every day representing 33.5% of all time spent daily with Ad-Supported Video.

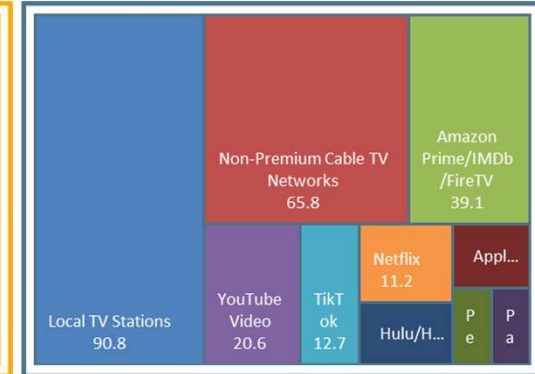
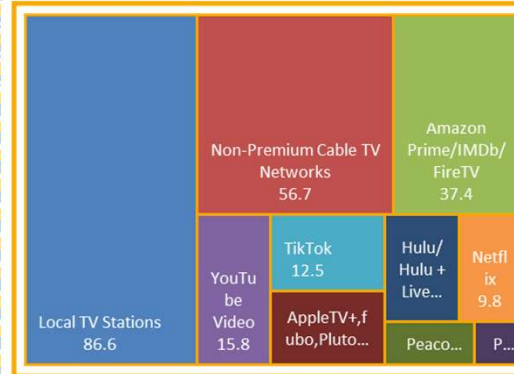
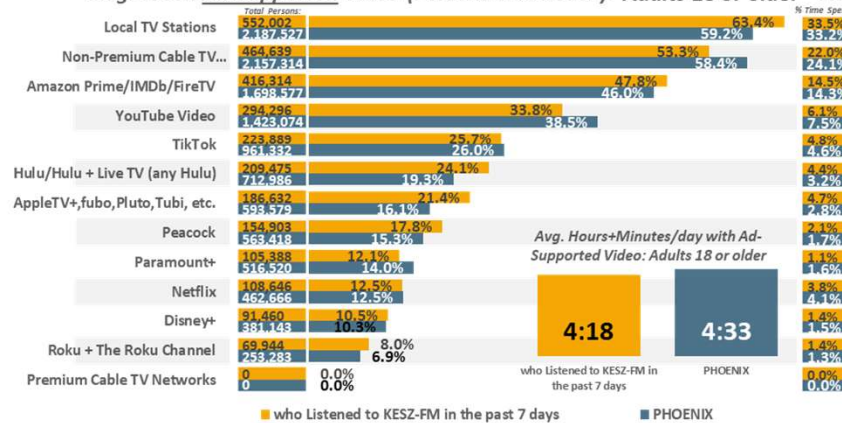
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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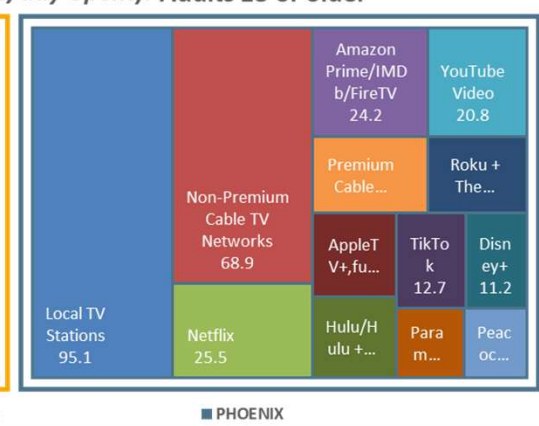
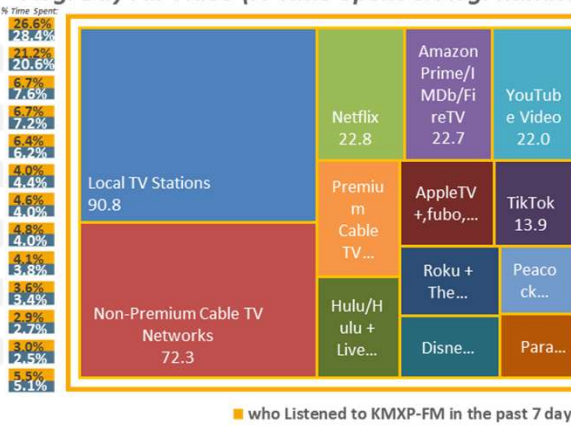
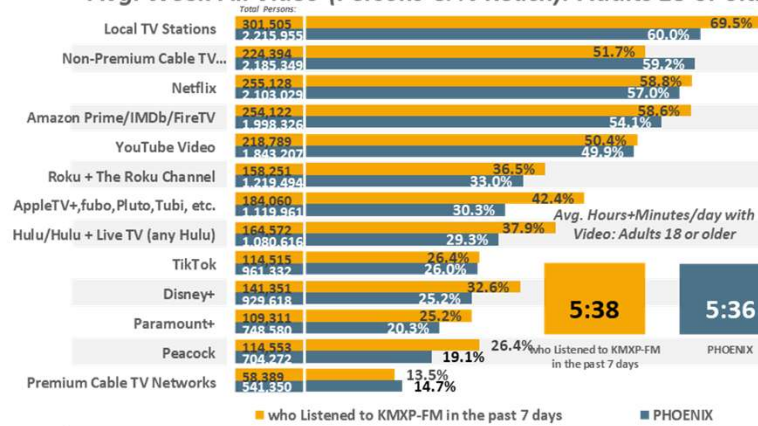
(Radio Stations: KESZ-FM)



297,009 or 68.5% of Adults 18 or older who Listened to KMXP-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 85.2 minutes every day representing 30.5% of all time spent daily with Ad-Supported Video.

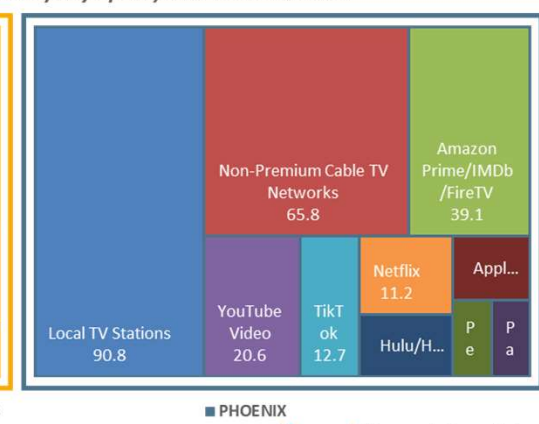
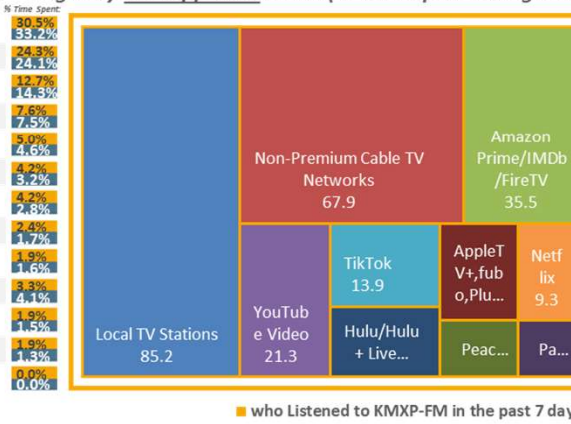
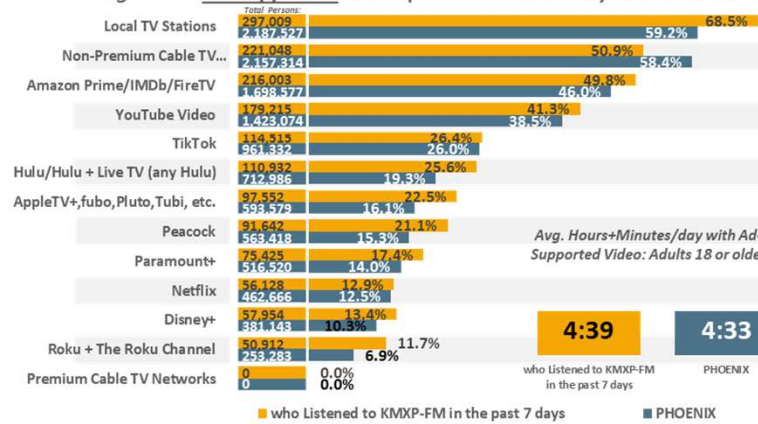
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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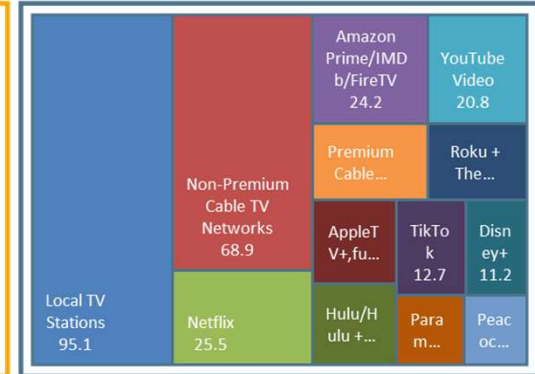
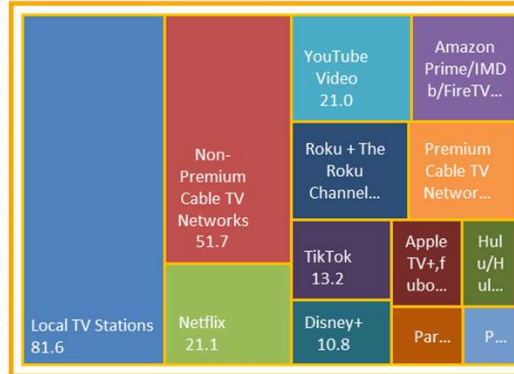
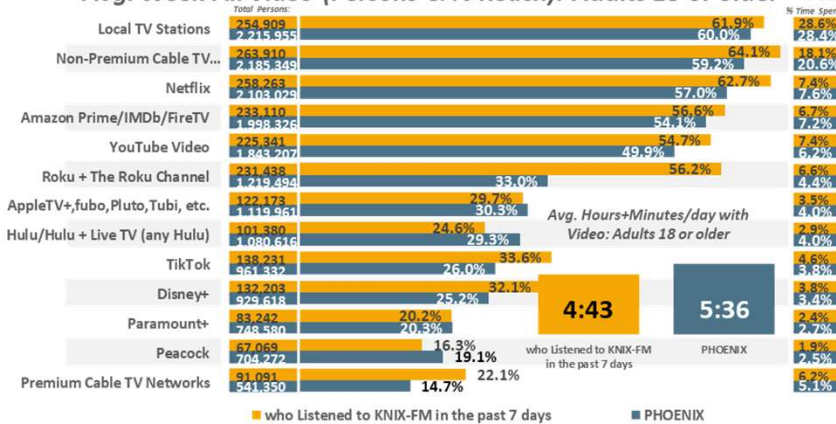
(Radio Stations: KMXP-FM)



250,846 or 60.9% of Adults 18 or older who Listened to KNIX-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 77.8 minutes every day representing 34.3% of all time spent daily with Ad-Supported Video.

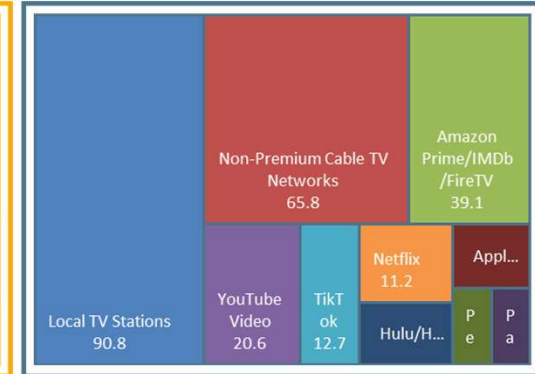
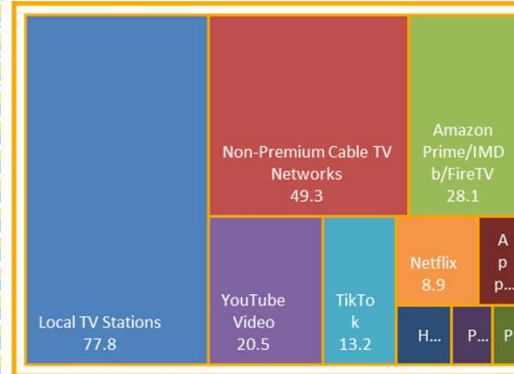
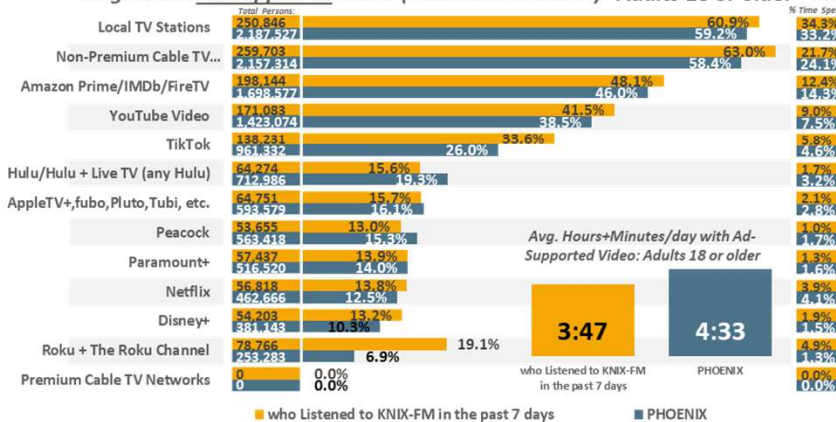
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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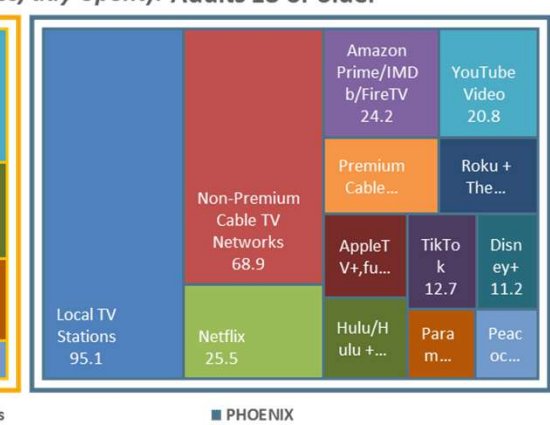
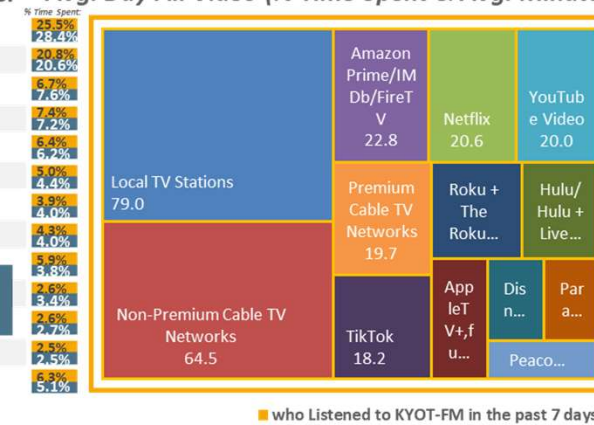
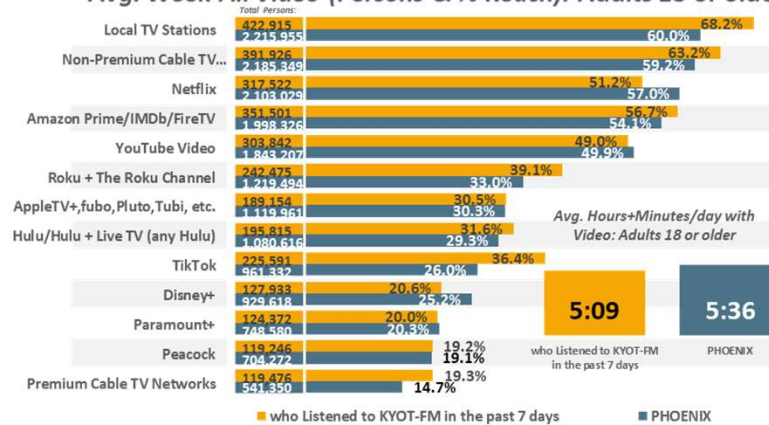
(Radio Stations: KNIX-FM)



417,163 or 67.2% of Adults 18 or older who Listened to KYOT-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 75.7 minutes every day representing 29.6% of all time spent daily with Ad-Supported Video.

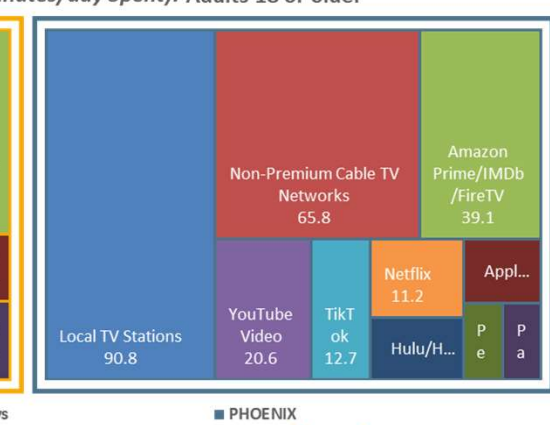
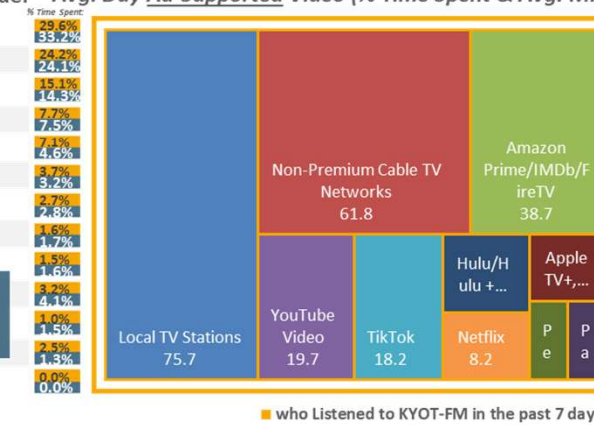
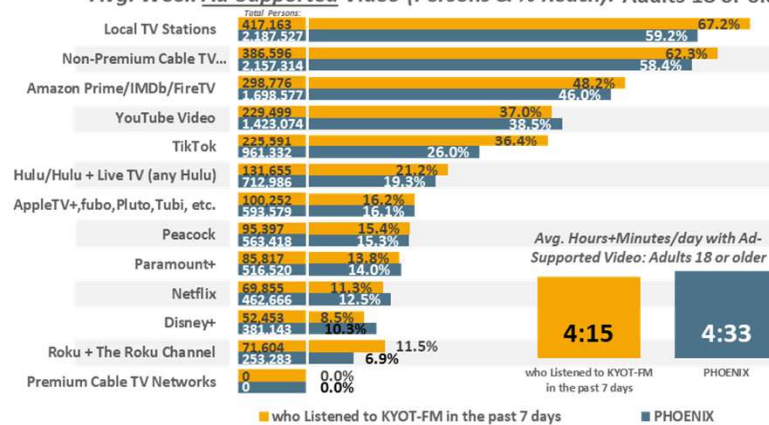
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

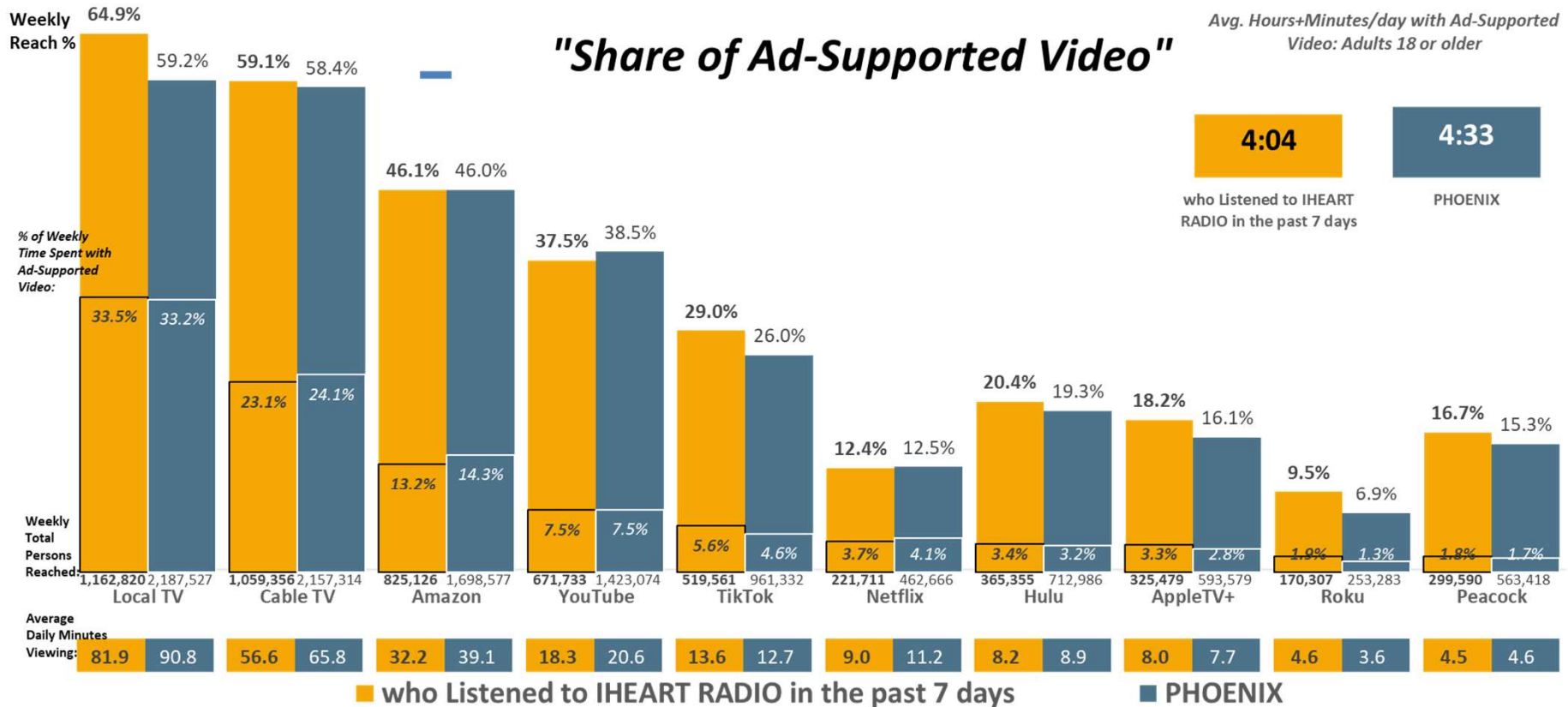
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





1,162,820 or 64.9% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 81.9 minutes every day representing 33.5% of all time spent daily with Ad-Supported Video.

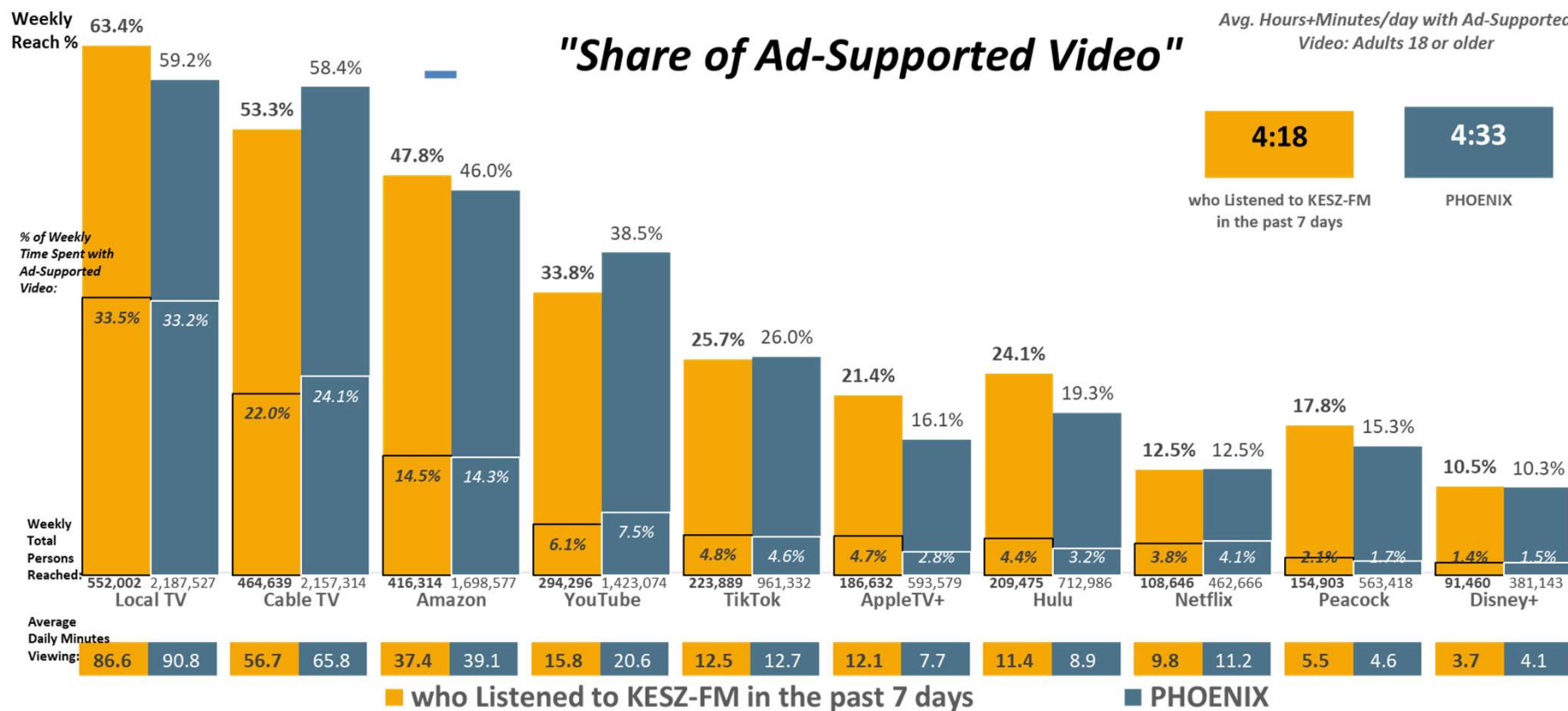
"Share of Ad-Supported Video"





552,002 or 63.4% of Adults 18 or older who Listened to KESZ-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 86.6 minutes every day representing 33.5% of all time spent daily with Ad-Supported Video.

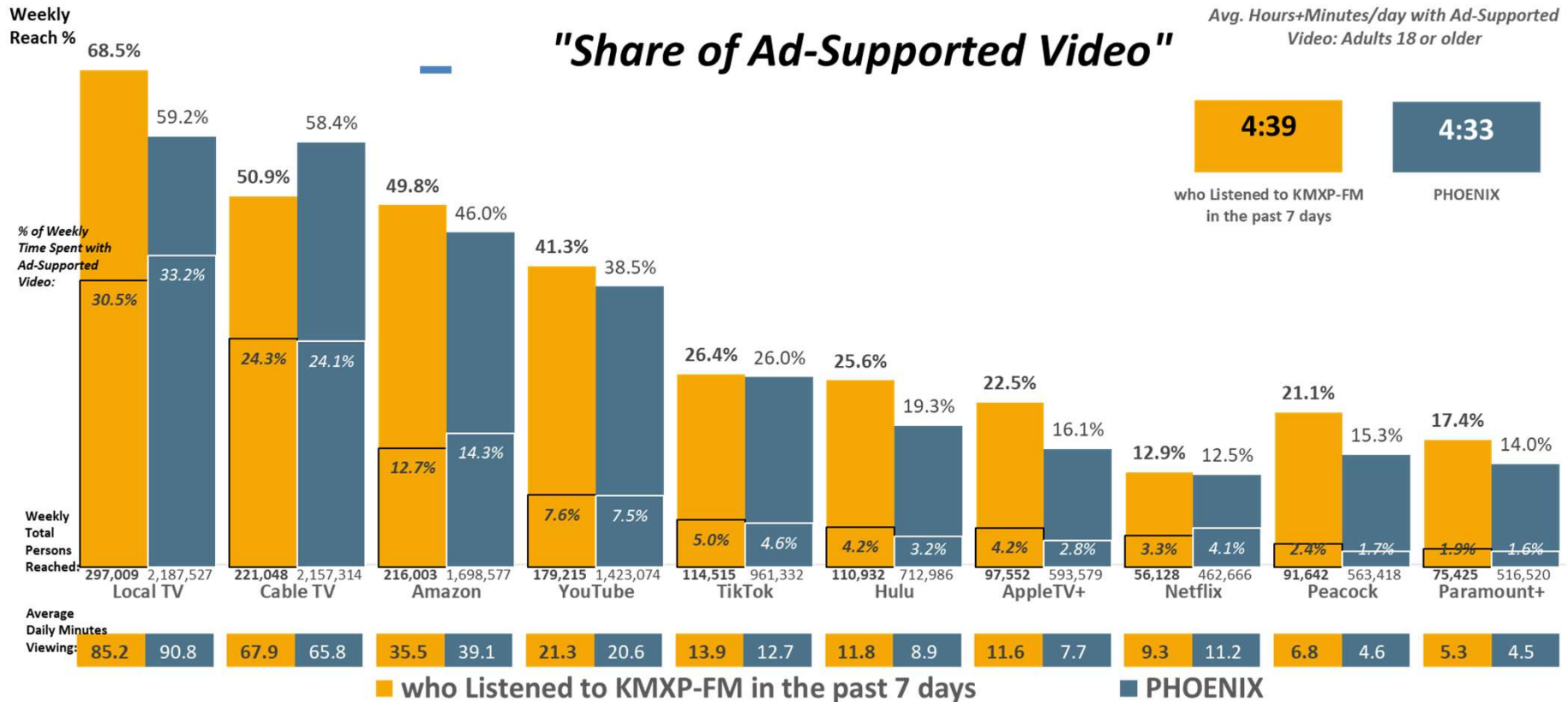
"Share of Ad-Supported Video"





297,009 or 68.5% of Adults 18 or older who Listened to KMXF-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 85.2 minutes every day representing 30.5% of all time spent daily with Ad-Supported Video.

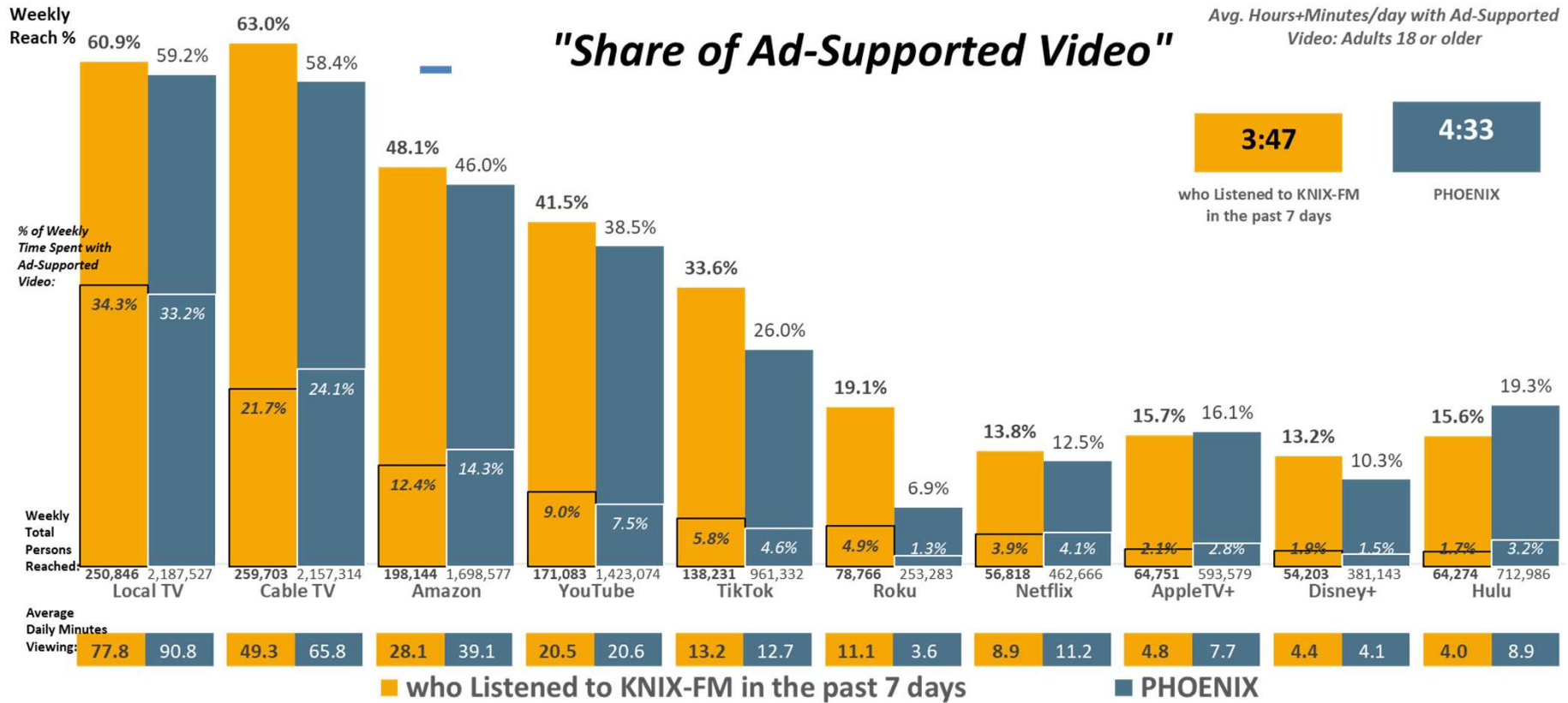
"Share of Ad-Supported Video"





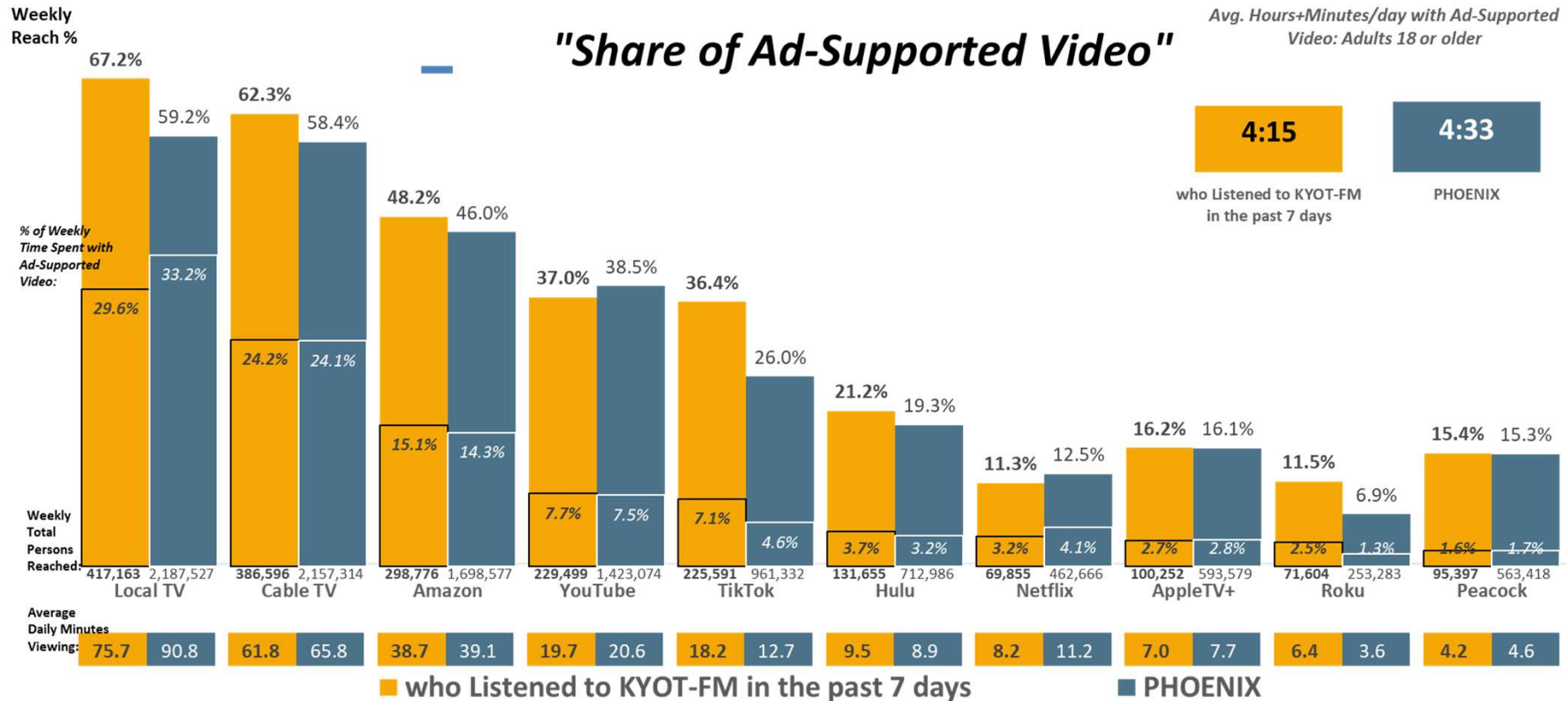
250,846 or 60.9% of Adults 18 or older who Listened to KNIX-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 77.8 minutes every day representing 34.3% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"





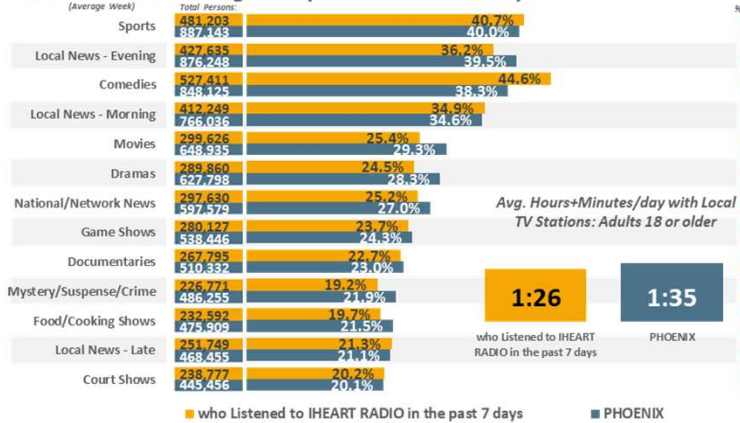
417,163 or 67.2% of Adults 18 or older who Listened to KYOT-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 75.7 minutes every day representing 29.6% of all time spent daily with Ad-Supported Video.



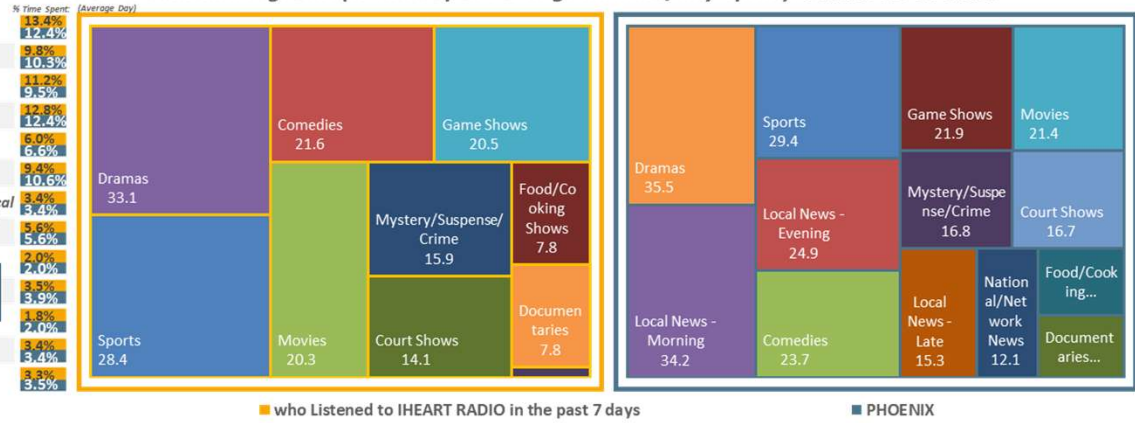


1,162,820 or 64.9% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Local News - Evening, Local News - Morning, Movies, and Dramas.

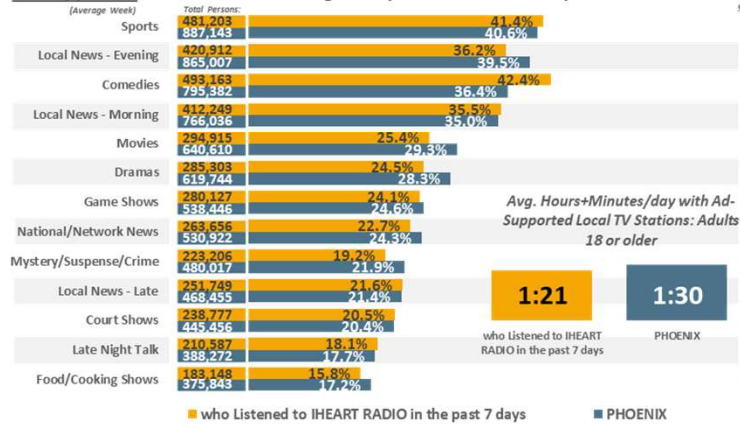
Local TV Station Programs (Persons & % Reach): Adults 18 or older



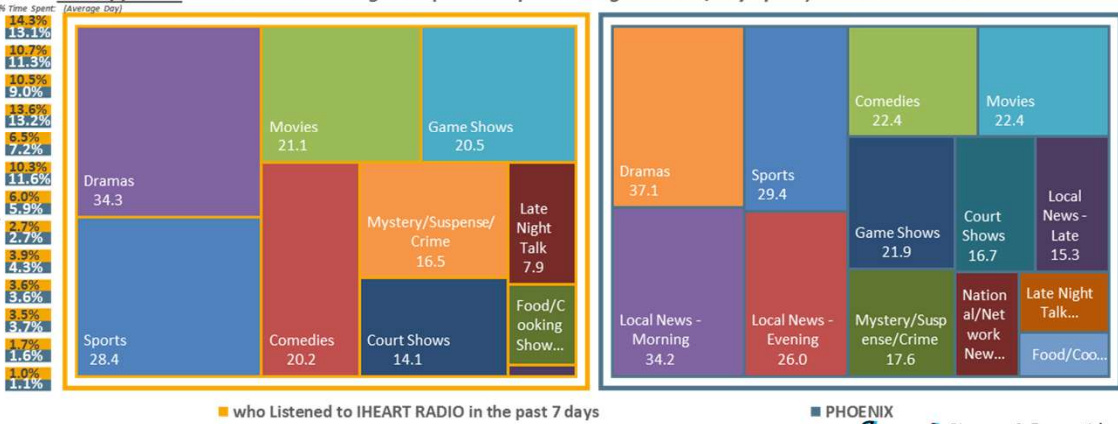
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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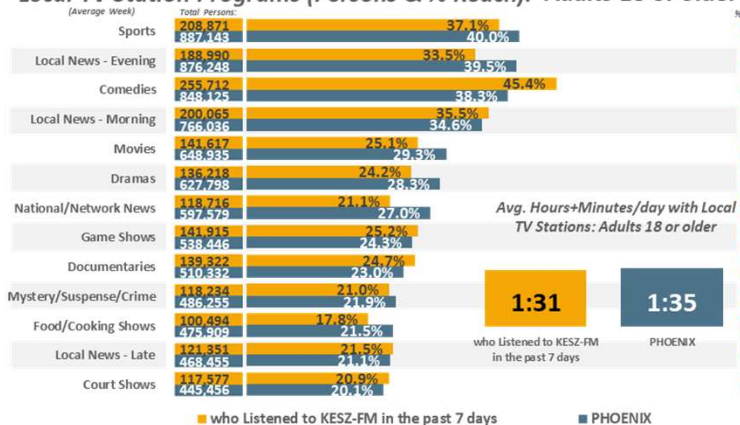
soefa.ai Share of Everything for Anything

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

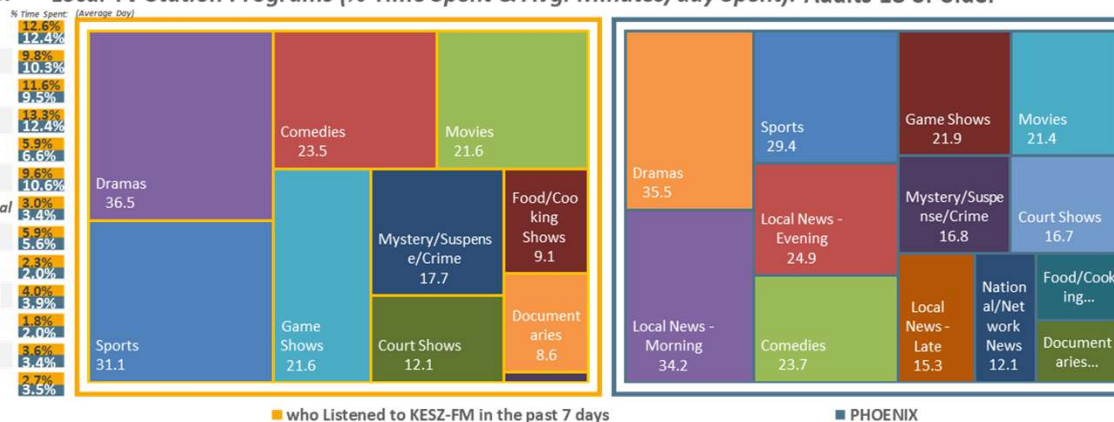
99.9KEZ

552,002 or 63.4% of Adults 18 or older who Listened to KESZ-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Local News - Morning, Local News - Evening, Game Shows, and Movies.

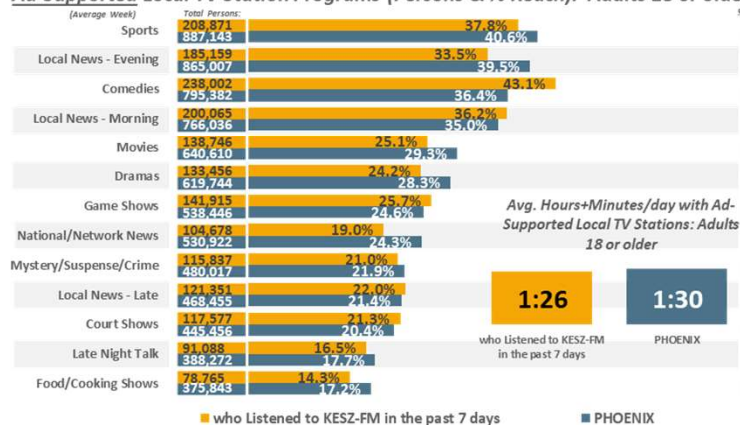
Local TV Station Programs (Persons & % Reach): Adults 18 or older



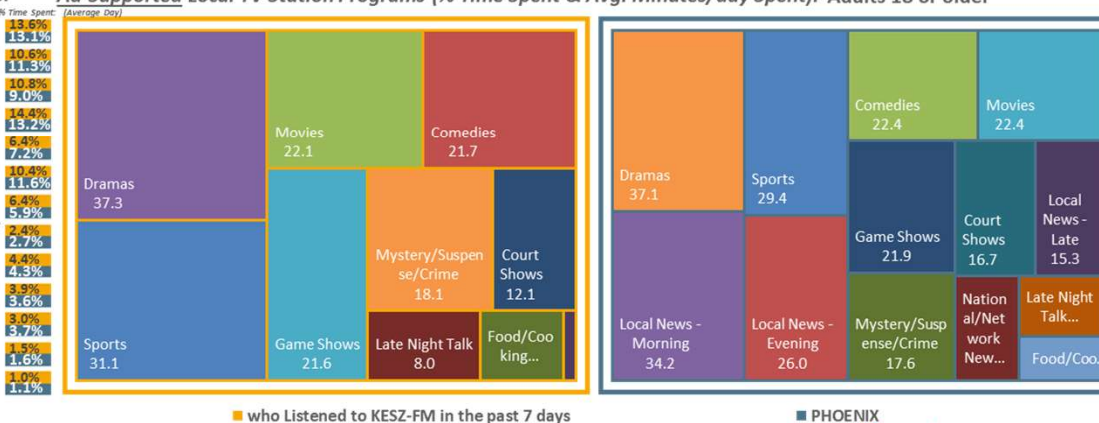
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



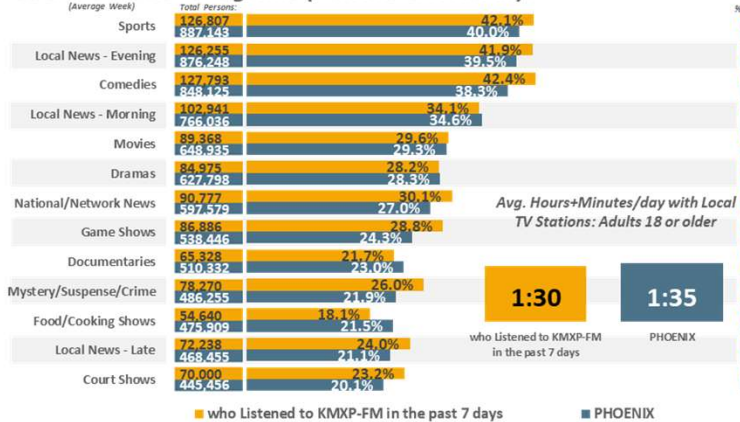
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



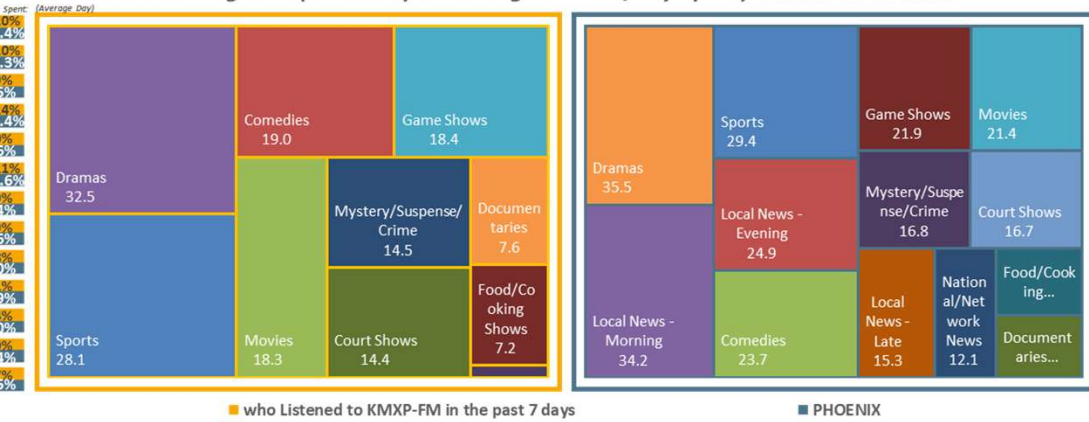


297,009 or 68.5% of Adults 18 or older who Listened to KMXP-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Game Shows.

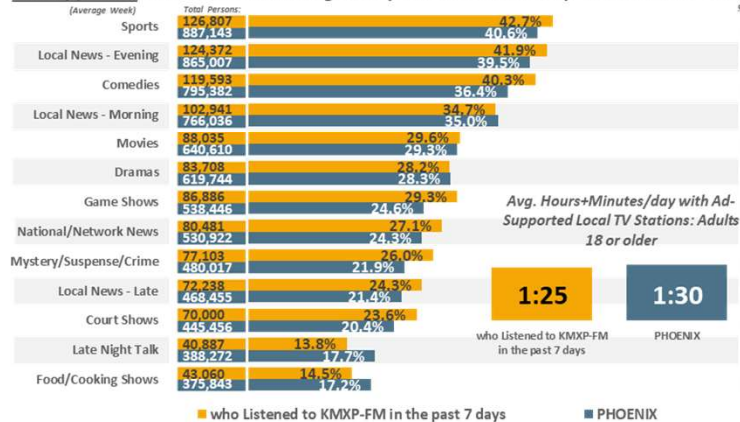
Local TV Station Programs (Persons & % Reach): Adults 18 or older



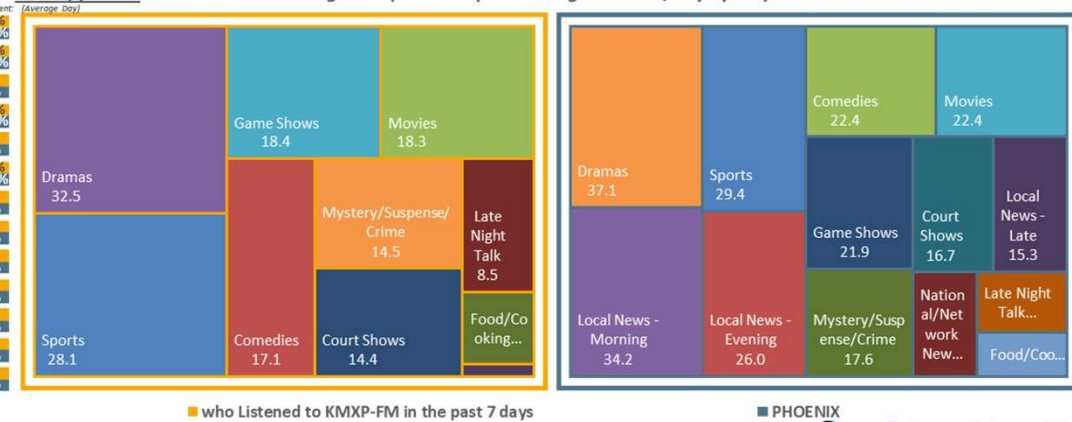
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



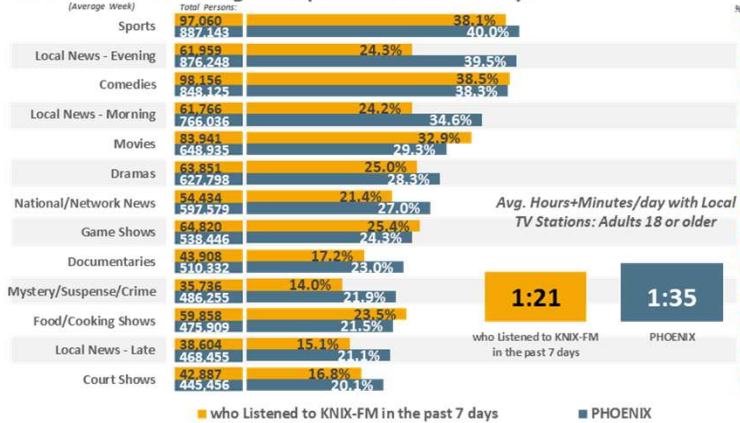
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



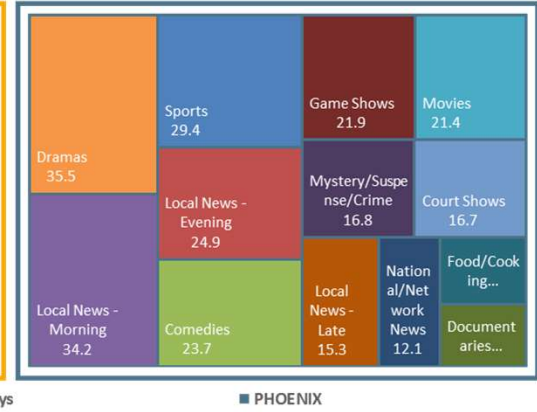
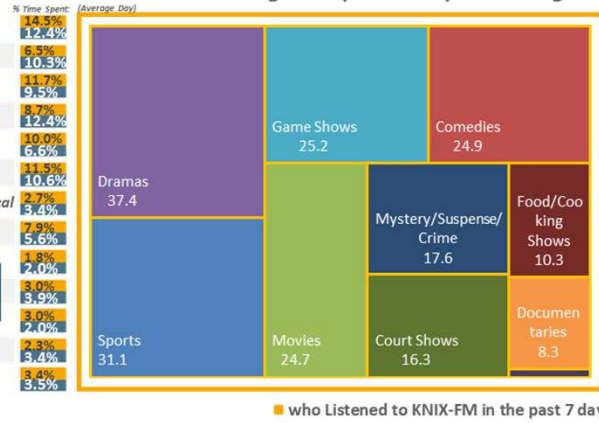


250,846 or 60.9% of Adults 18 or older who Listened to KNIX-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Movies, Game Shows, Dramas, and Local News - Morning.

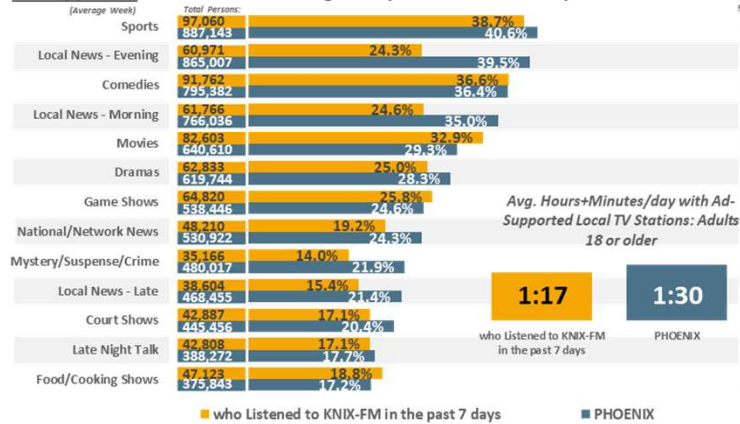
Local TV Station Programs (Persons & % Reach): Adults 18 or older



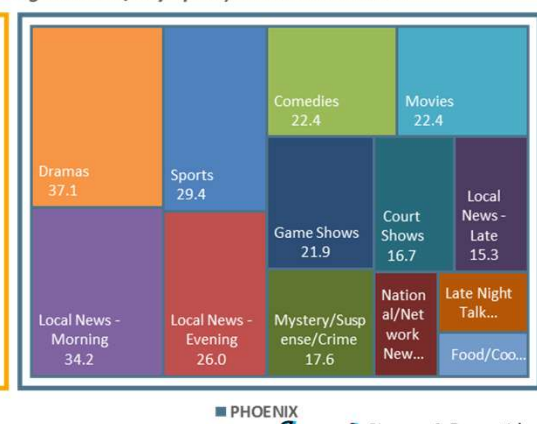
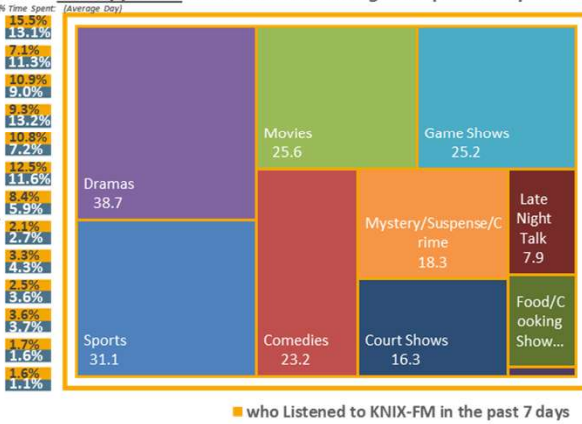
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



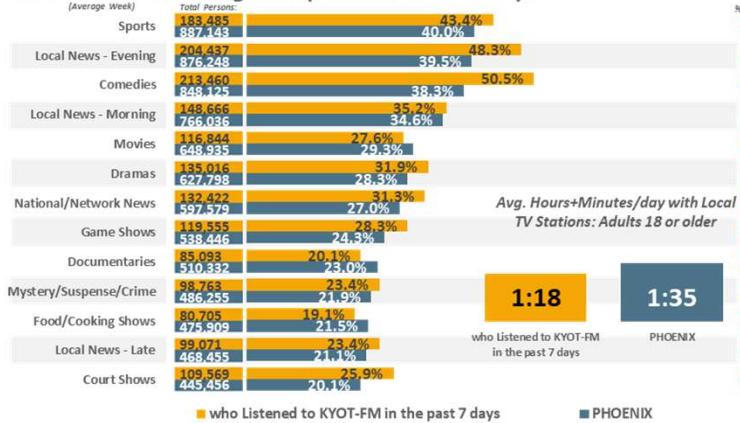
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



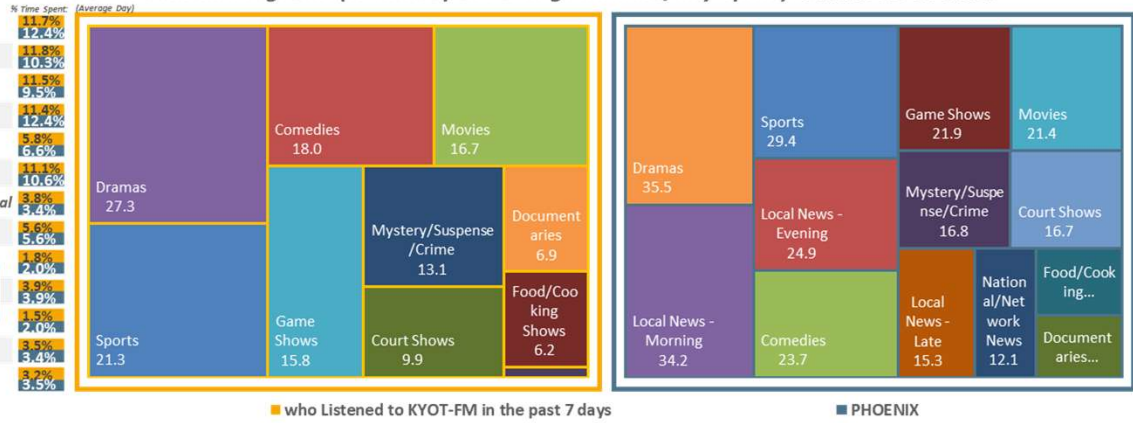


417,163 or 67.2% of Adults 18 or older who Listened to KYOT-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Sports, Local News - Morning, Dramas, and Game Shows.

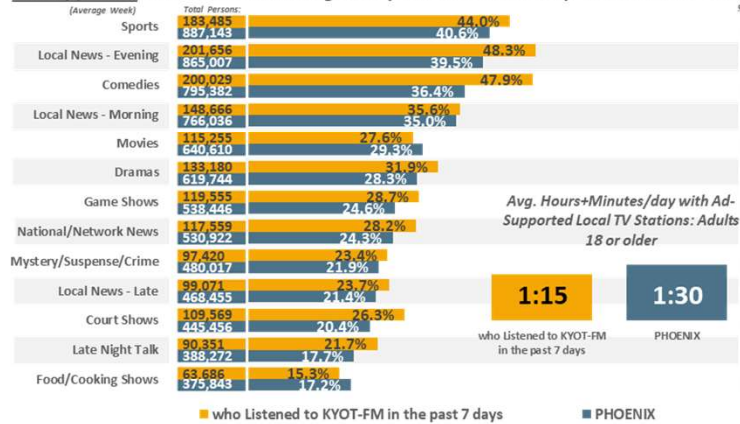
Local TV Station Programs (Persons & % Reach): Adults 18 or older



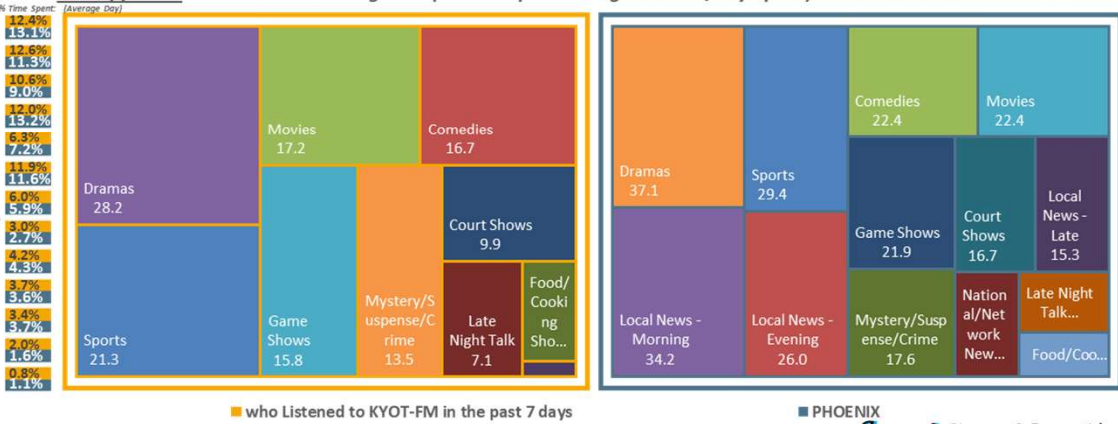
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

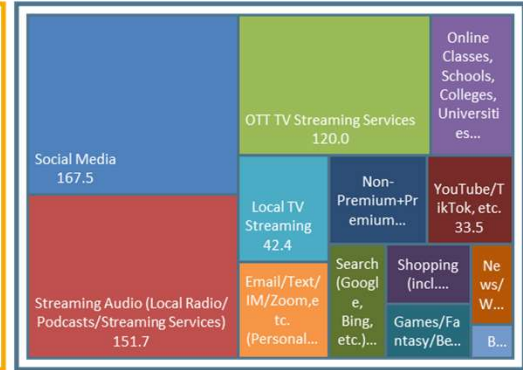
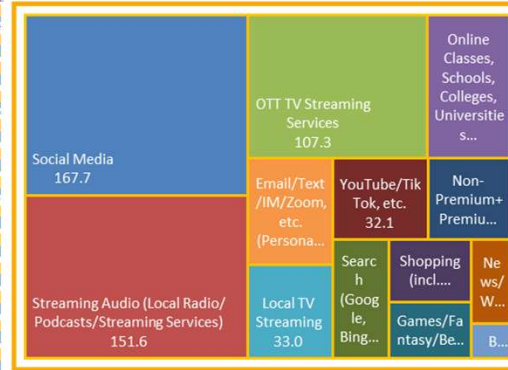
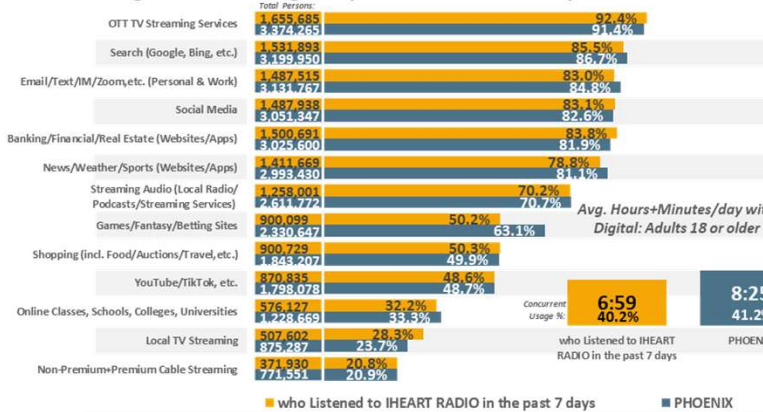




1,314,818 or 73.4% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days use Ad-Supported Social Media for an average of 148.2 minutes every day representing 29.8% of all time spent daily with Ad-Supported Digital Media.

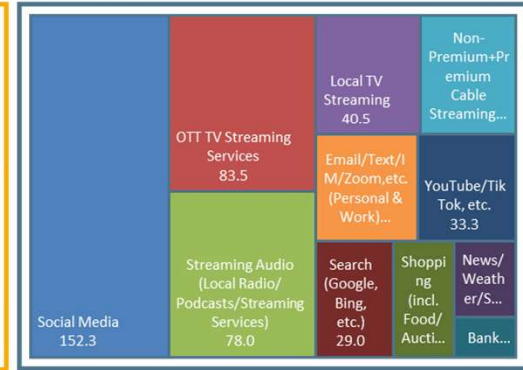
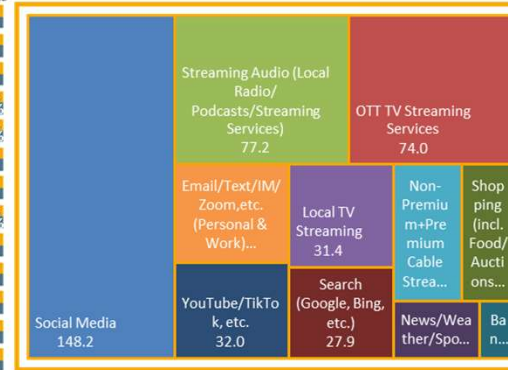
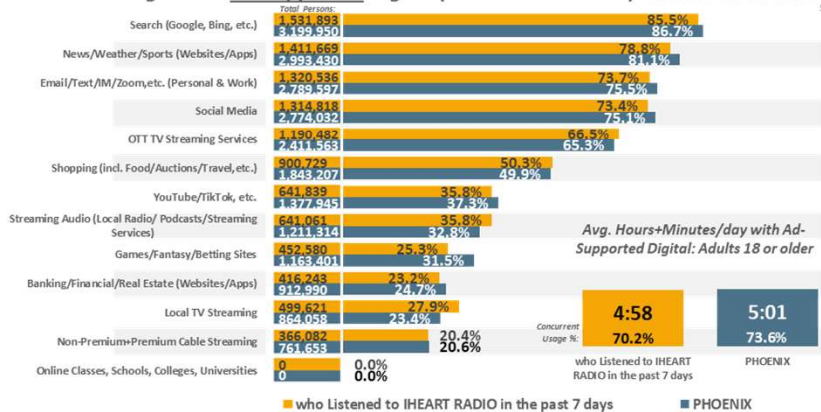
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



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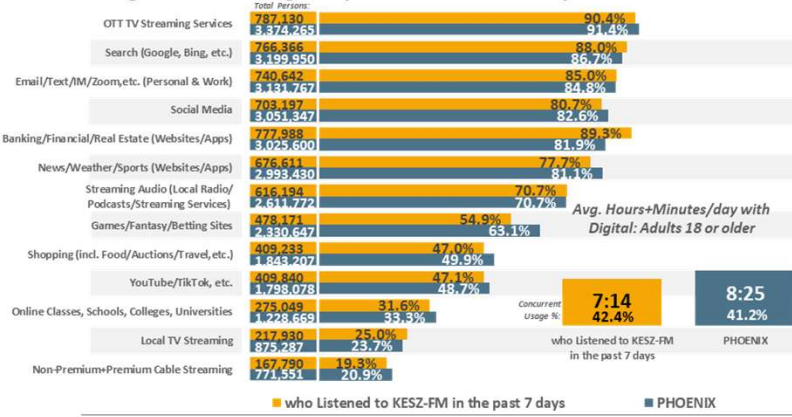
soefa.ai Share of Everything for Anything

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

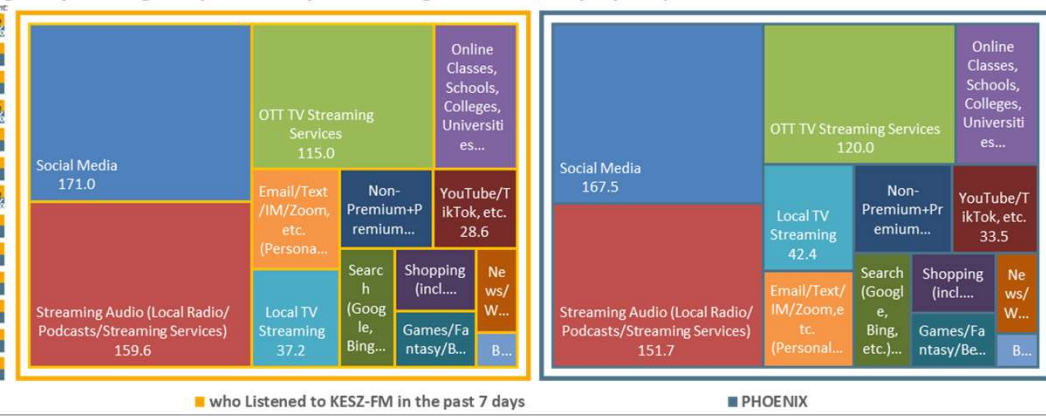


620,217 or 71.2% of Adults 18 or older who Listened to KESZ-FM in the past 7 days use Ad-Supported Social Media for an average of 150.8 minutes every day representing 29.2% of all time spent daily with Ad-Supported Digital Media.

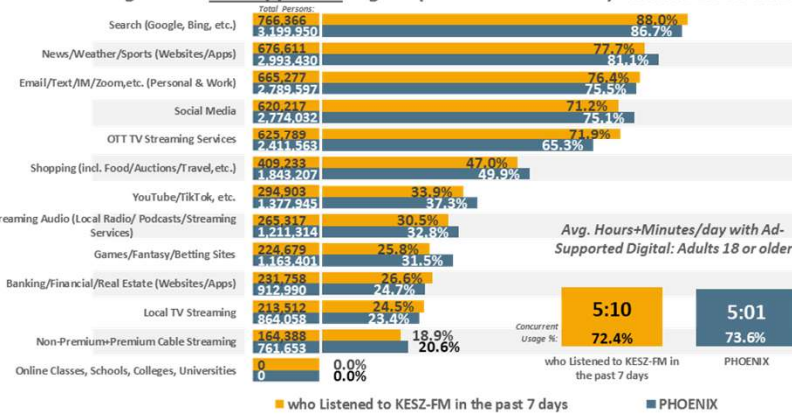
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



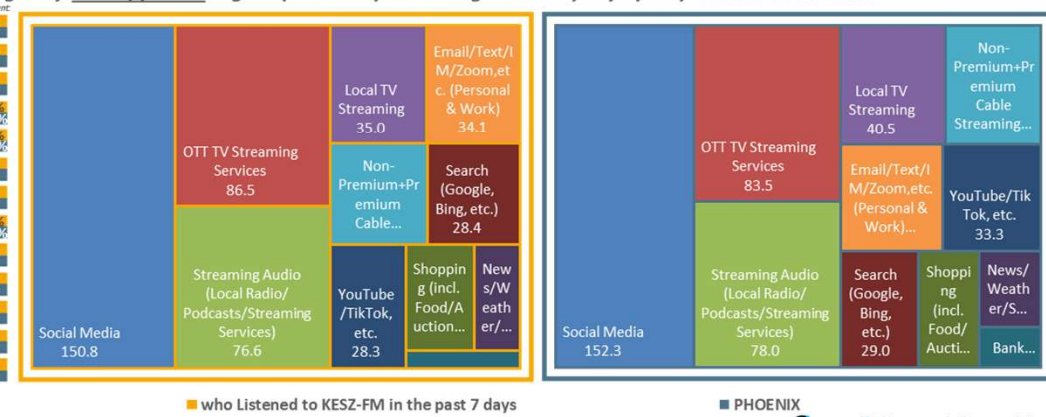
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

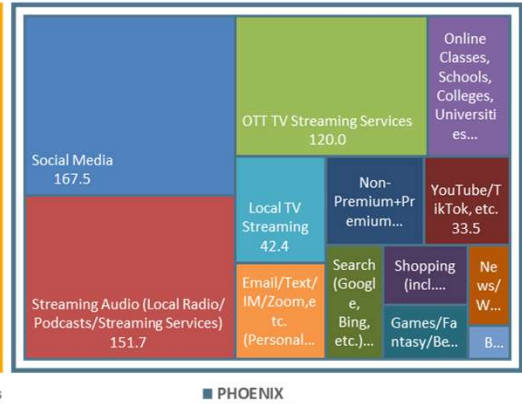
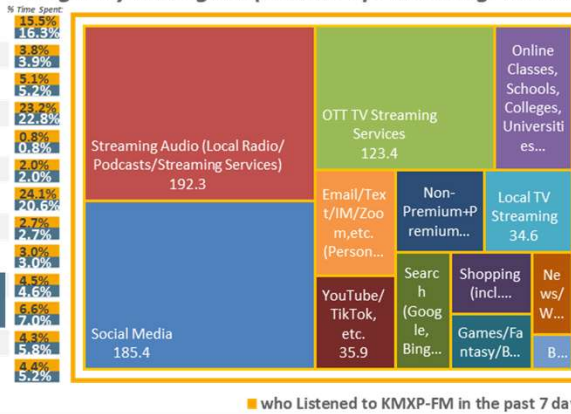
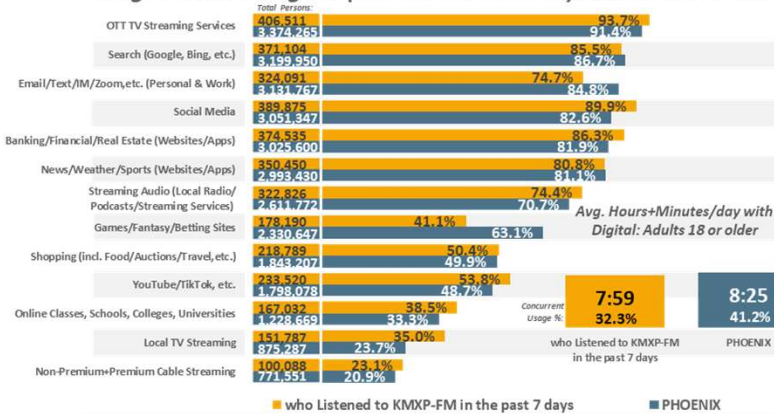




358,940 or 82.7% of Adults 18 or older who Listened to KMXB-FM in the past 7 days use Ad-Supported Social Media for an average of 170.7 minutes every day representing 28.9% of all time spent daily with Ad-Supported Digital Media.

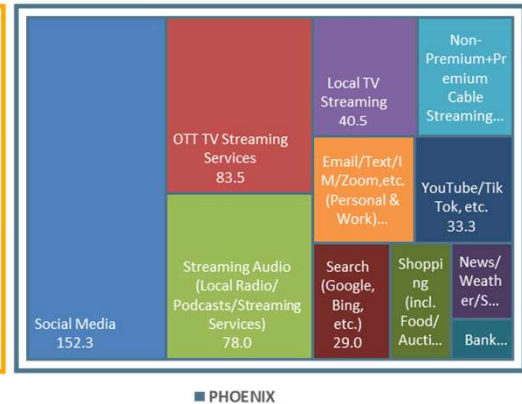
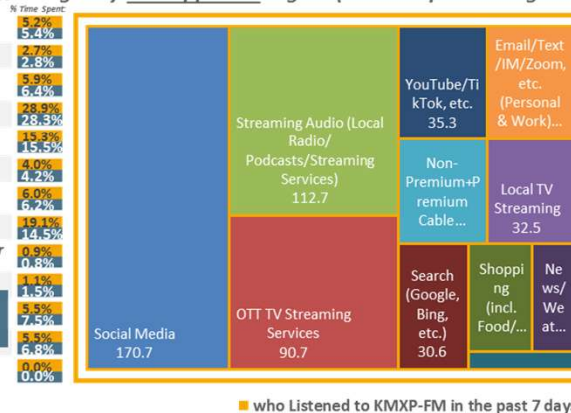
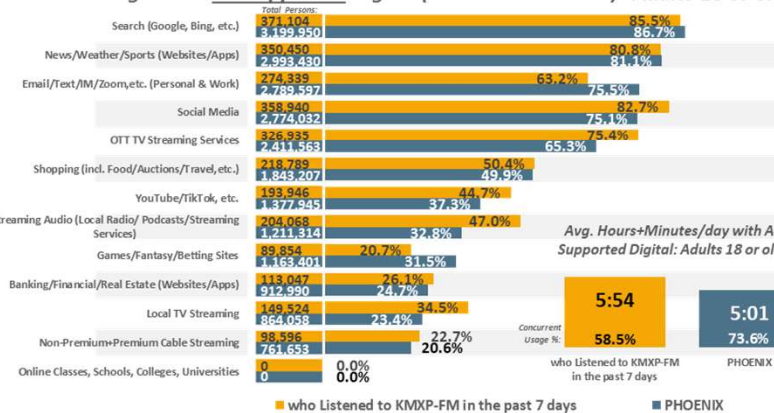
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

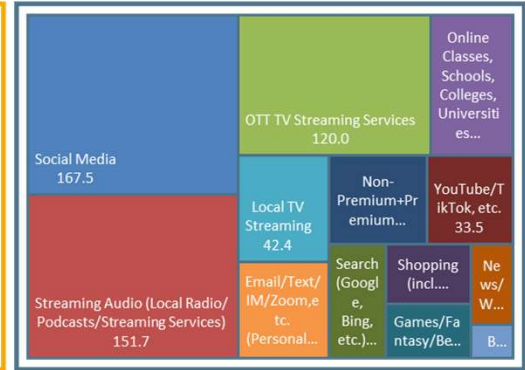
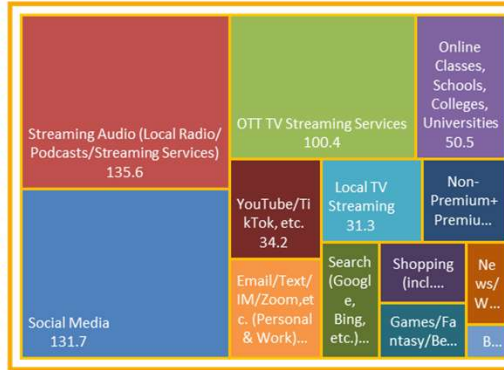
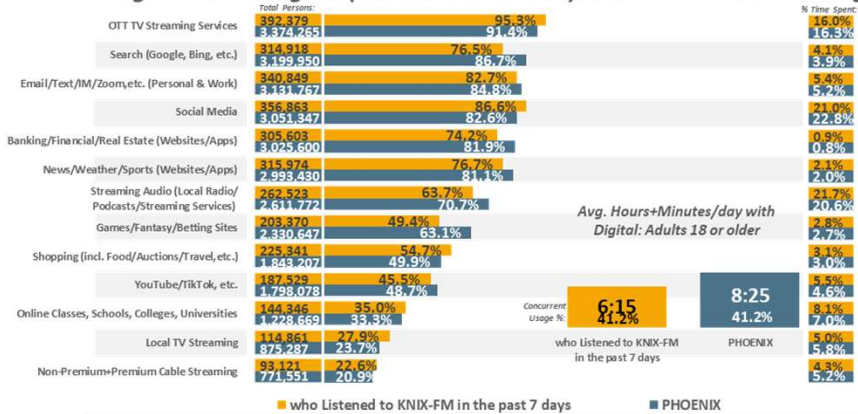




334,476 or 81.2% of Adults 18 or older who Listened to KNIX-FM in the past 7 days use Ad-Supported Social Media for an average of 123.4 minutes every day representing 27.6% of all time spent daily with Ad-Supported Digital Media.

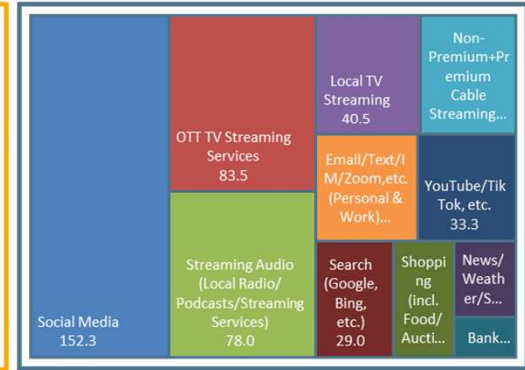
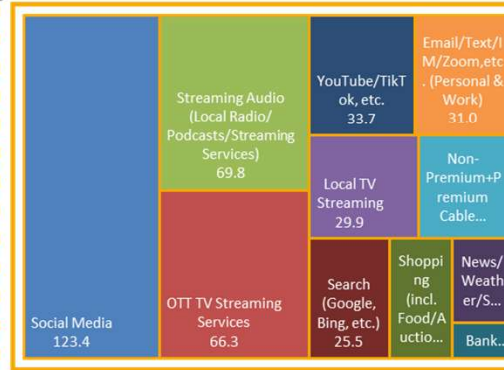
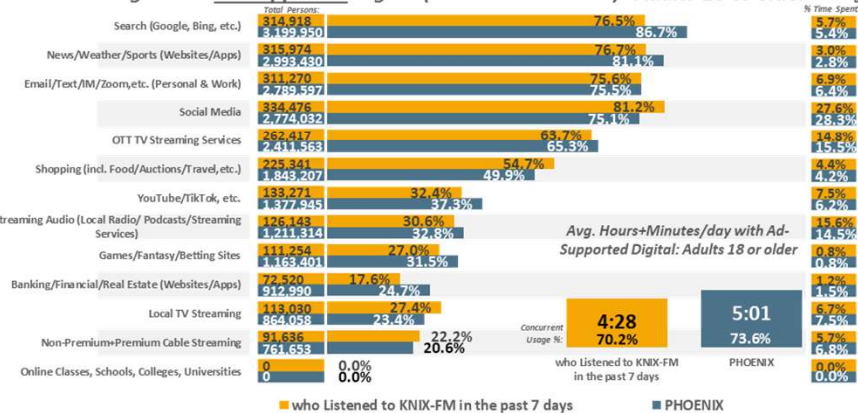
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

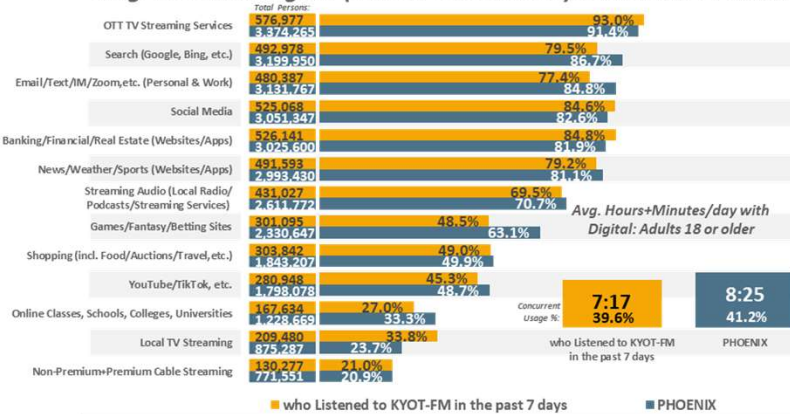
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



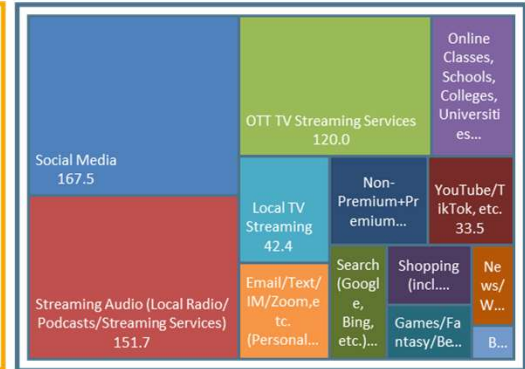
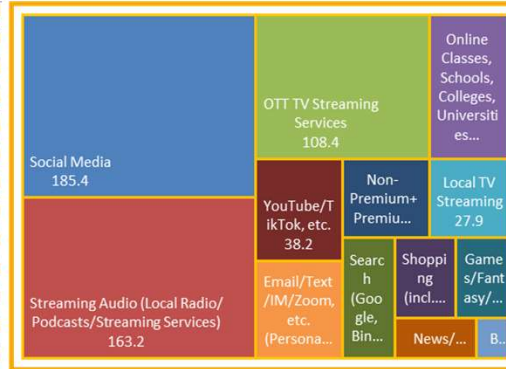


461,375 or 74.4% of Adults 18 or older who Listened to KYOT-FM in the past 7 days use Ad-Supported Social Media for an average of 162.9 minutes every day representing 30.7% of all time spent daily with Ad-Supported Digital Media.

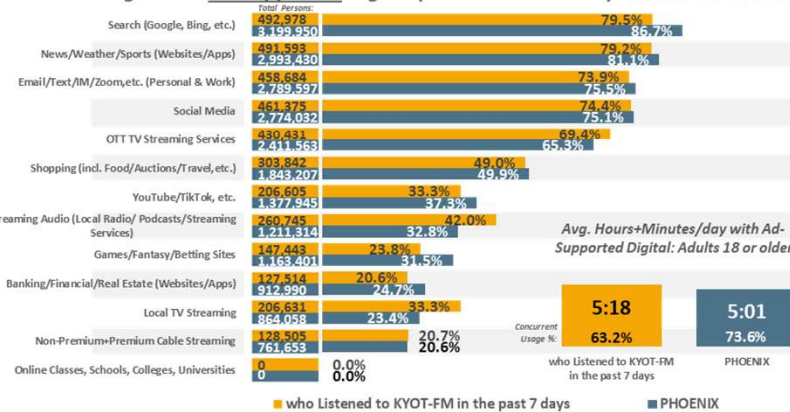
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



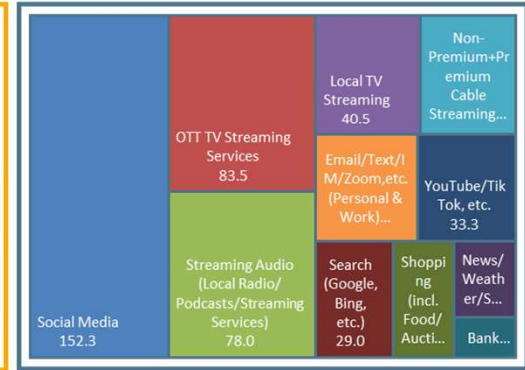
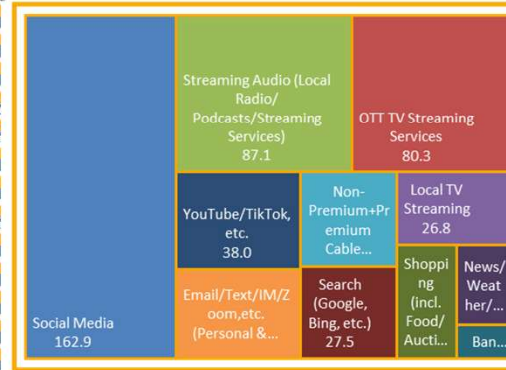
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



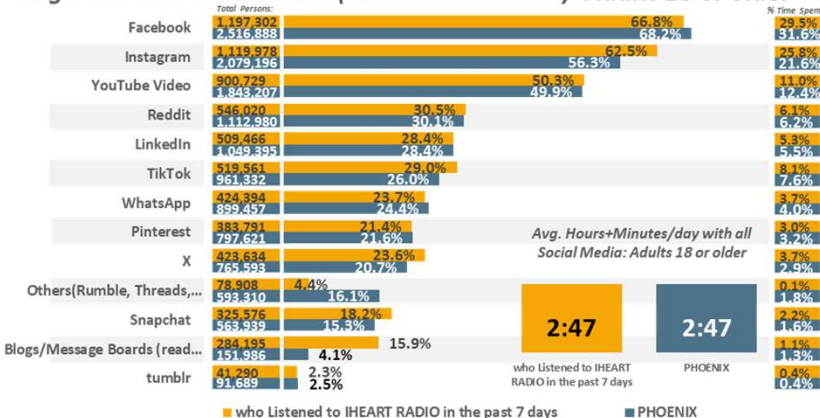
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



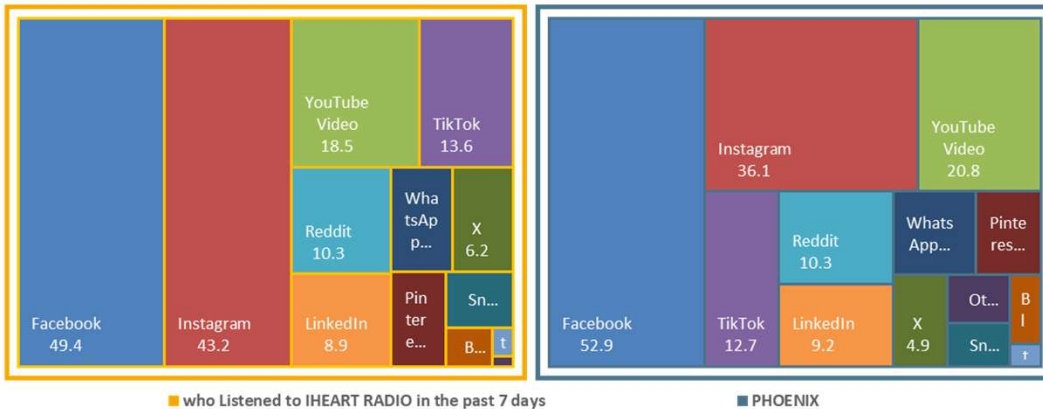


1,197,302 or 66.8% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days use Ad-Supported Facebook for an average of 52.9 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.

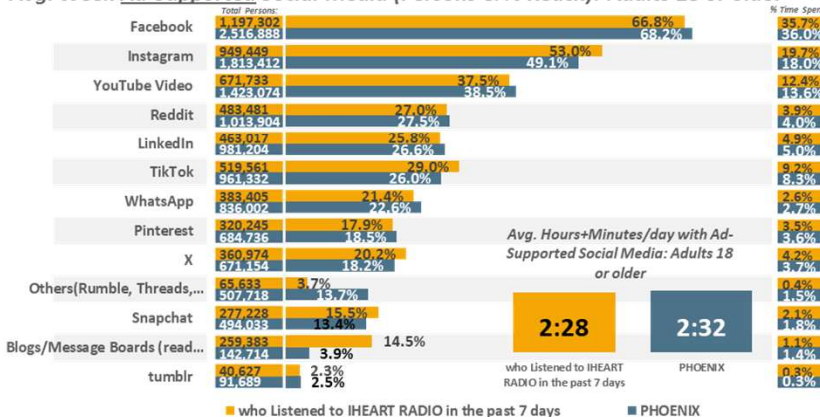
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



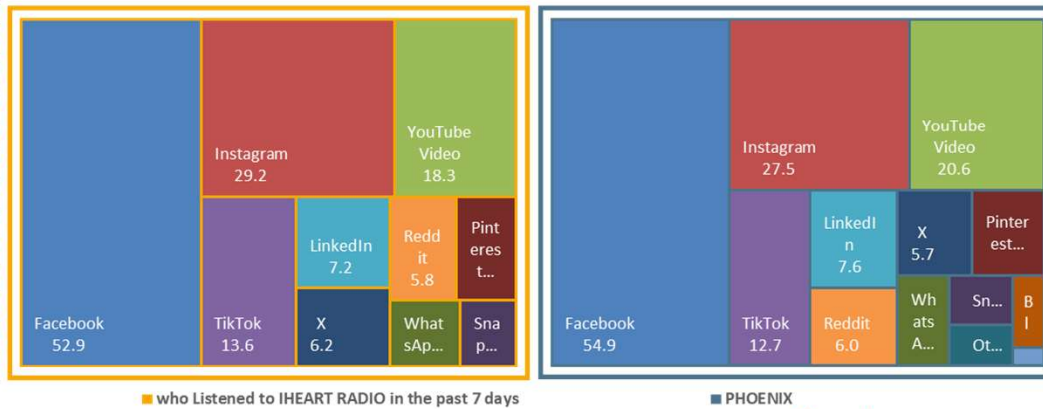
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 980
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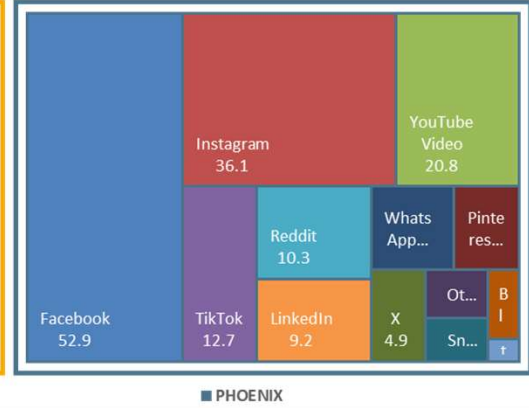
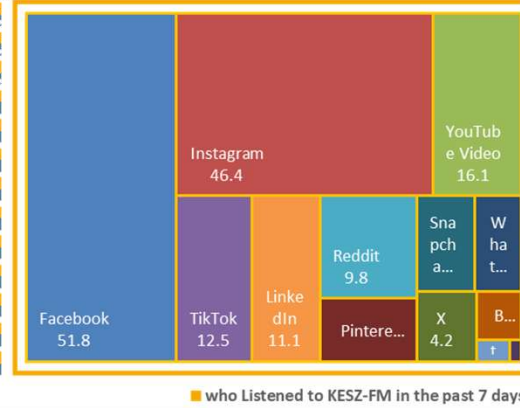
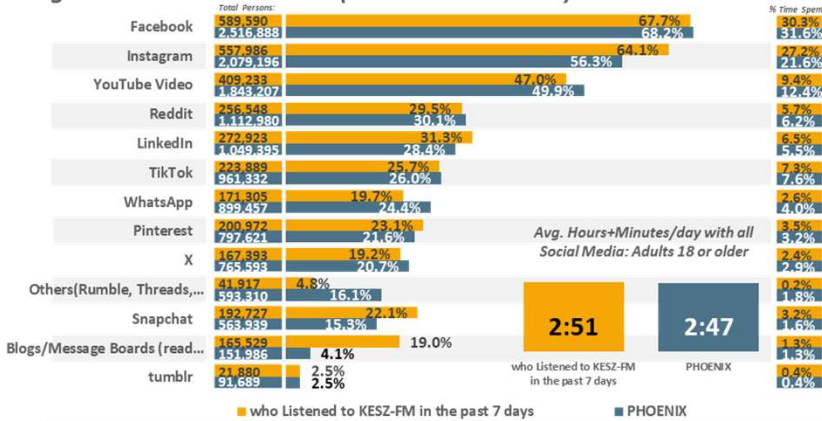
soefa.ai Share of Everything for Anything

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

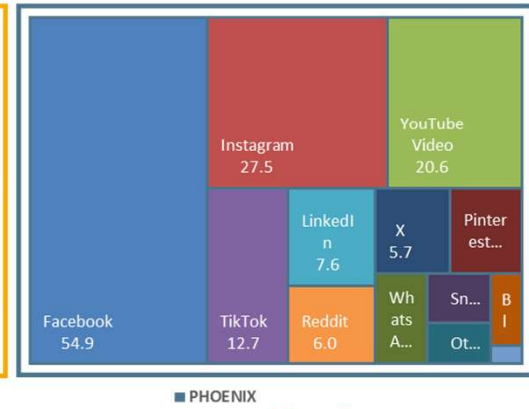
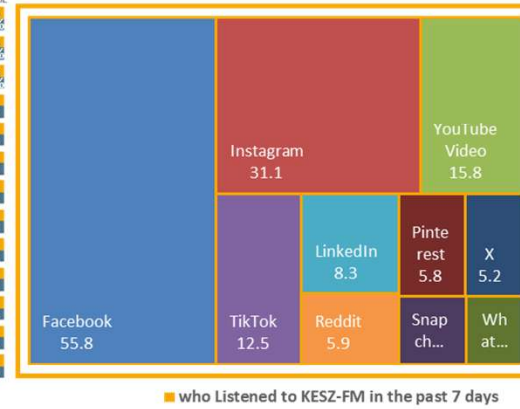
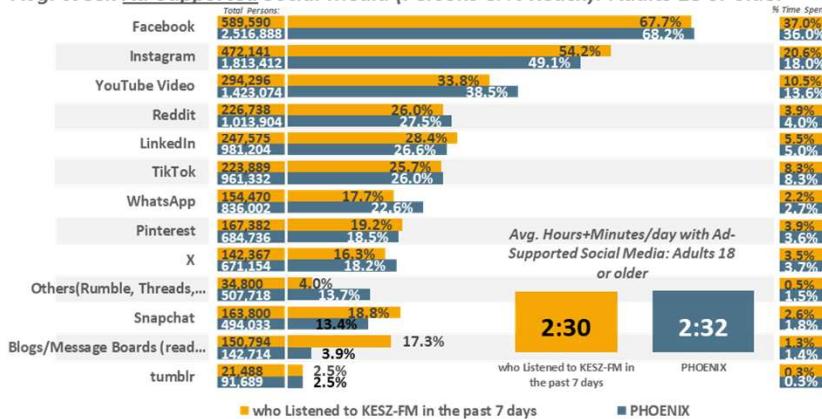


589,590 or 67.7% of Adults 18 or older who Listened to KESZ-FM in the past 7 days use Ad-Supported Facebook for an average of 55.8 minutes every day representing 37.% of all time spent daily with Ad-Supported Social Media.

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**



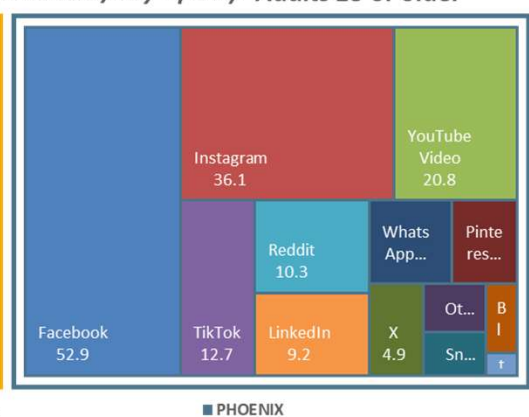
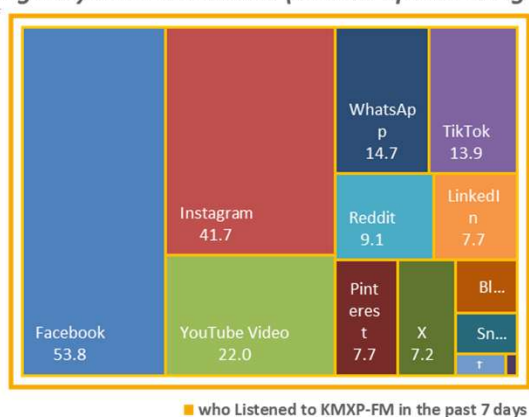
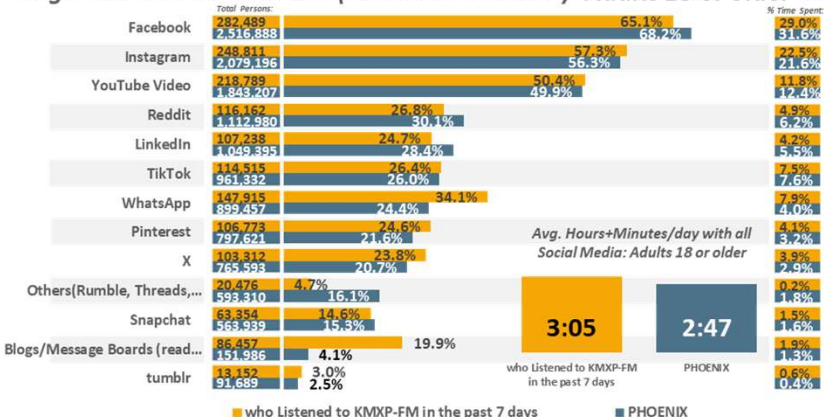
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



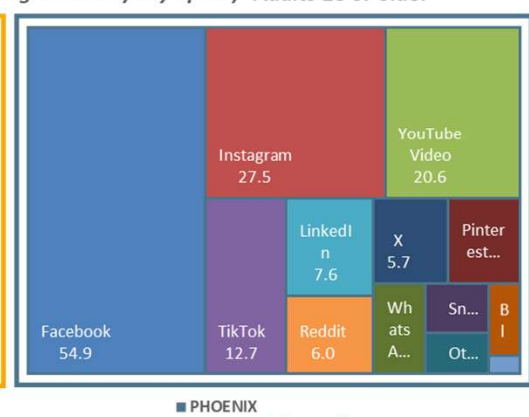
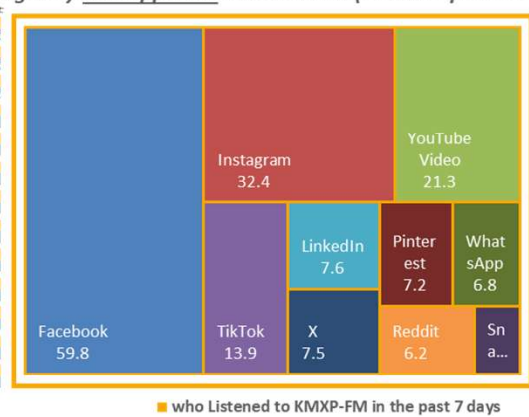
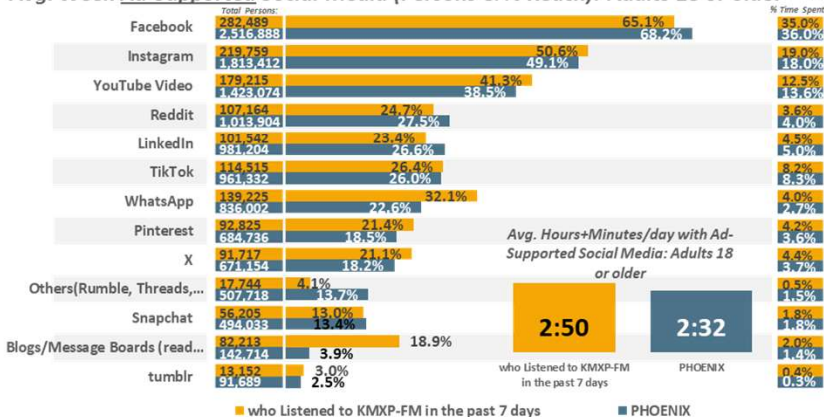


282,489 or 65.1% of Adults 18 or older who Listened to KMXF-FM in the past 7 days use Ad-Supported Facebook for an average of 59.8 minutes every day representing 35.0% of all time spent daily with Ad-Supported Social Media.

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**



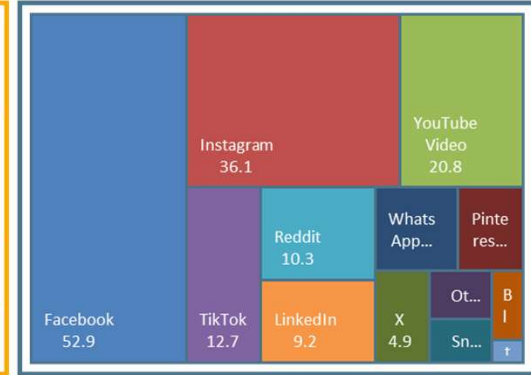
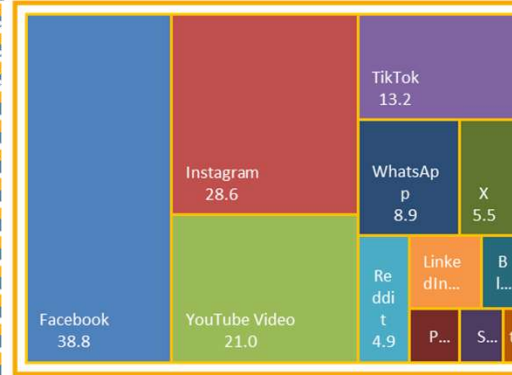
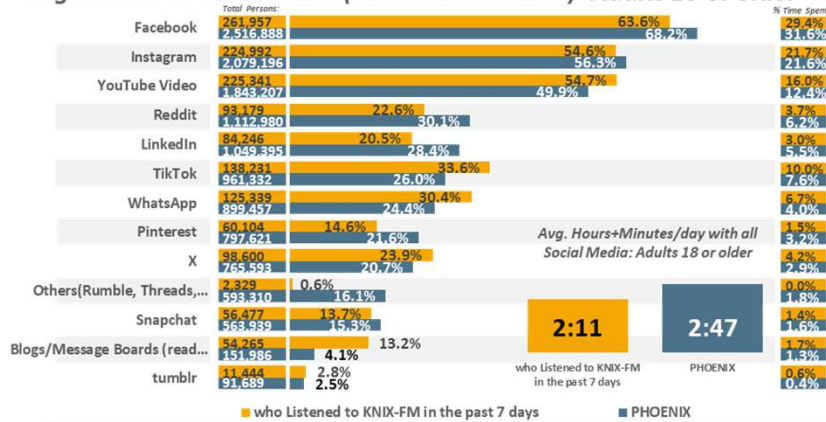
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



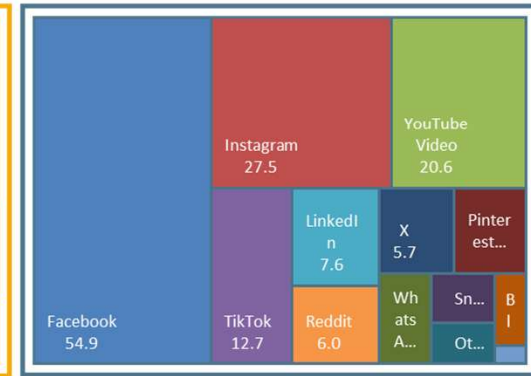
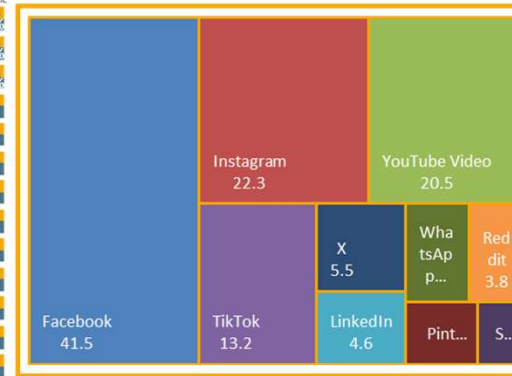
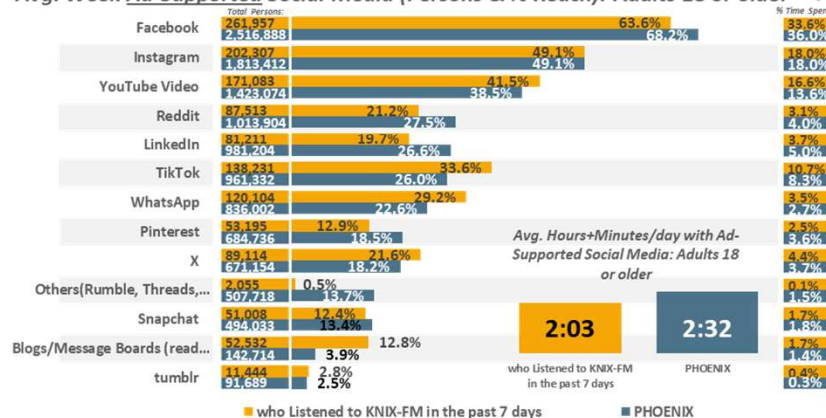


261,957 or 63.6% of Adults 18 or older who Listened to KNIX-FM in the past 7 days use Ad-Supported Facebook for an average of 41.5 minutes every day representing 33.6% of all time spent daily with Ad-Supported Social Media.

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**



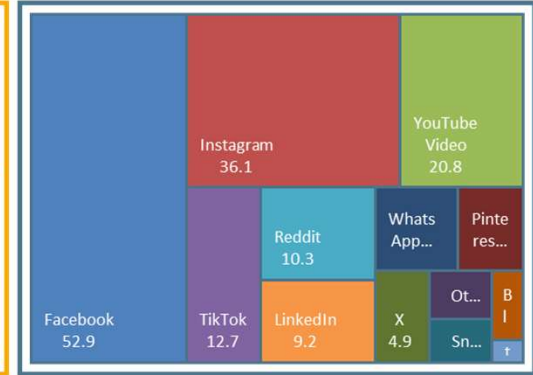
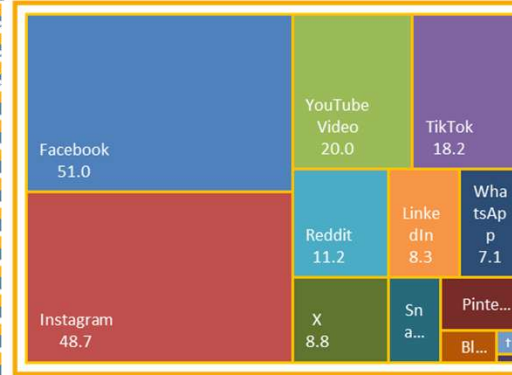
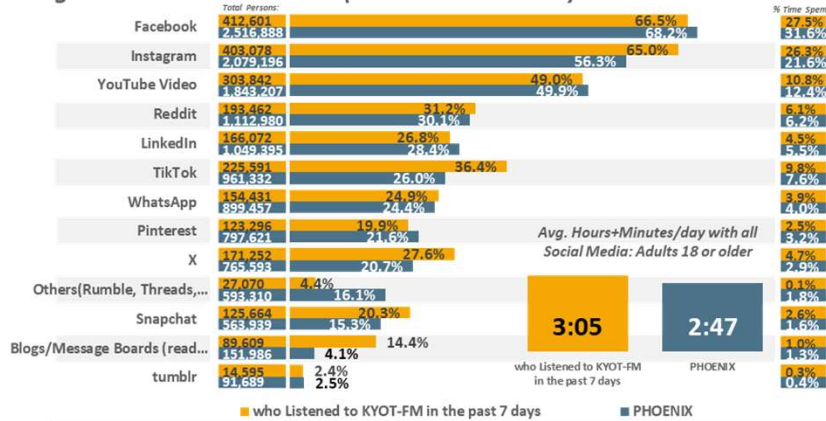
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



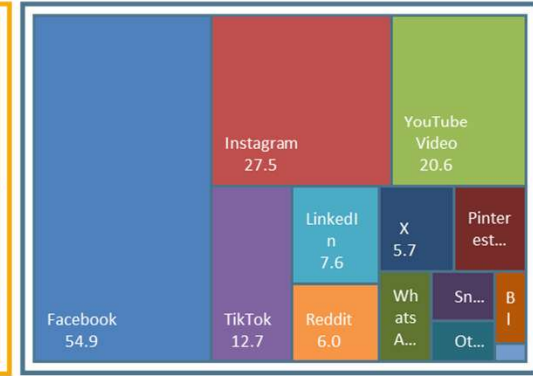
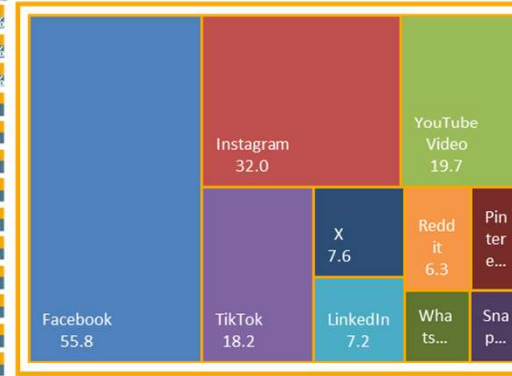
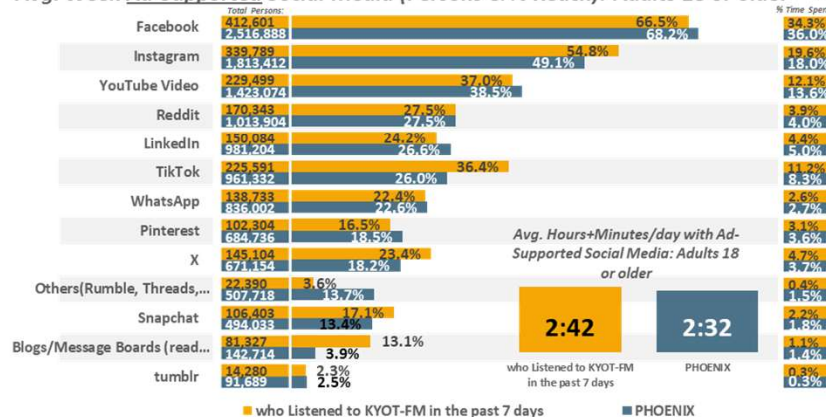


412,601 or 66.5% of Adults 18 or older who Listened to KYOT-FM in the past 7 days use Ad-Supported Facebook for an average of 55.8 minutes every day representing 34.3% of all time spent daily with Ad-Supported Social Media.

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**



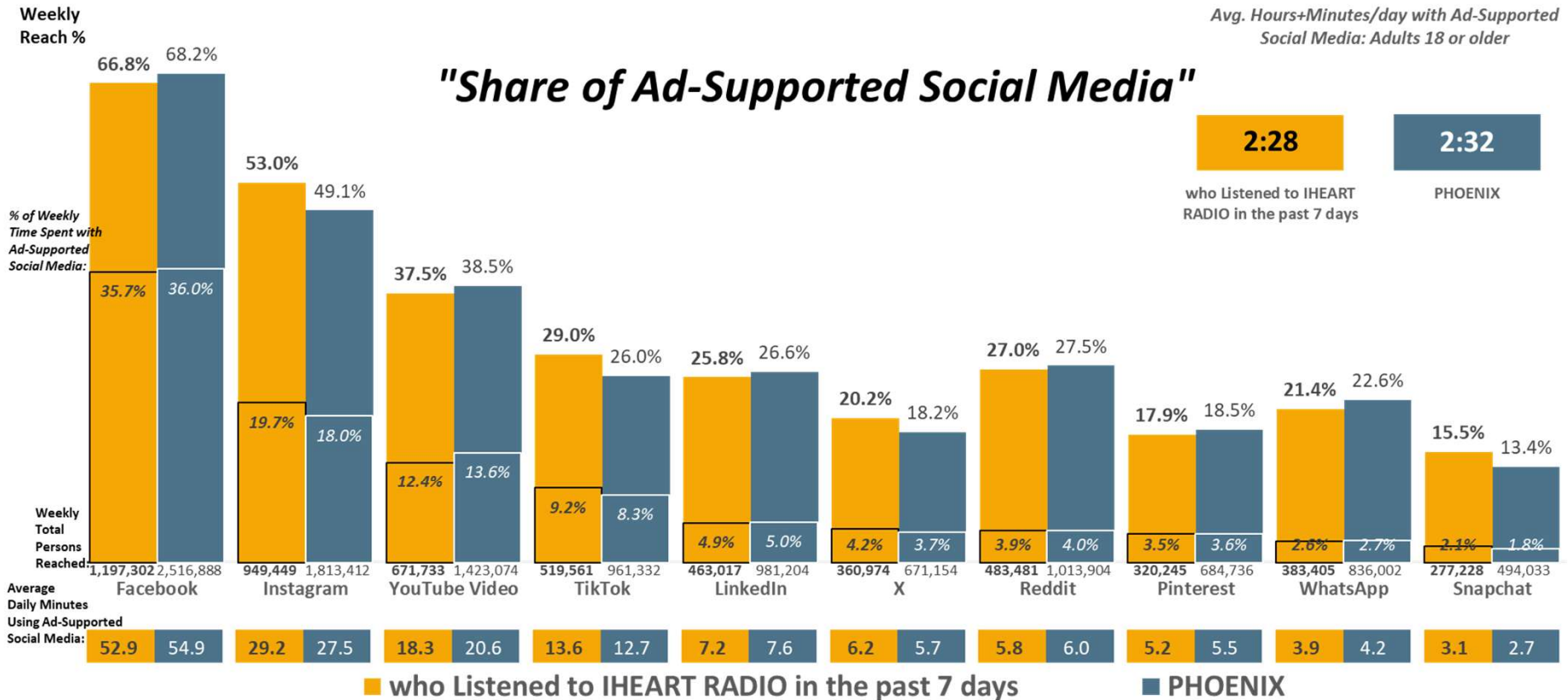
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





1,197,302 or 66.8% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days use Ad-Supported Facebook for an average of 52.9 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



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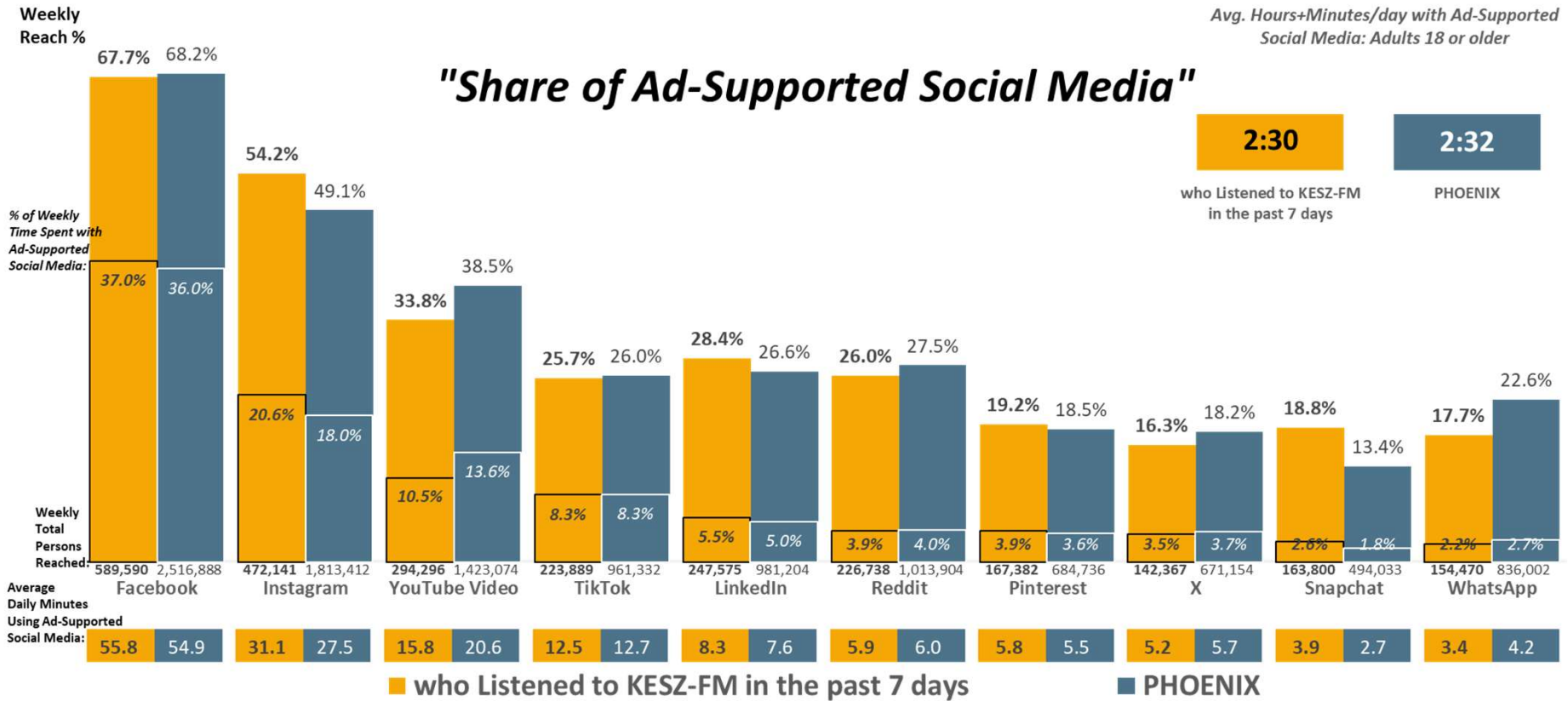
PHOENIX Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,927

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



589,590 or 67.7% of Adults 18 or older who Listened to KESZ-FM in the past 7 days use Ad-Supported Facebook for an average of 55.8 minutes every day representing 37.% of all time spent daily with Ad-Supported Social Media.



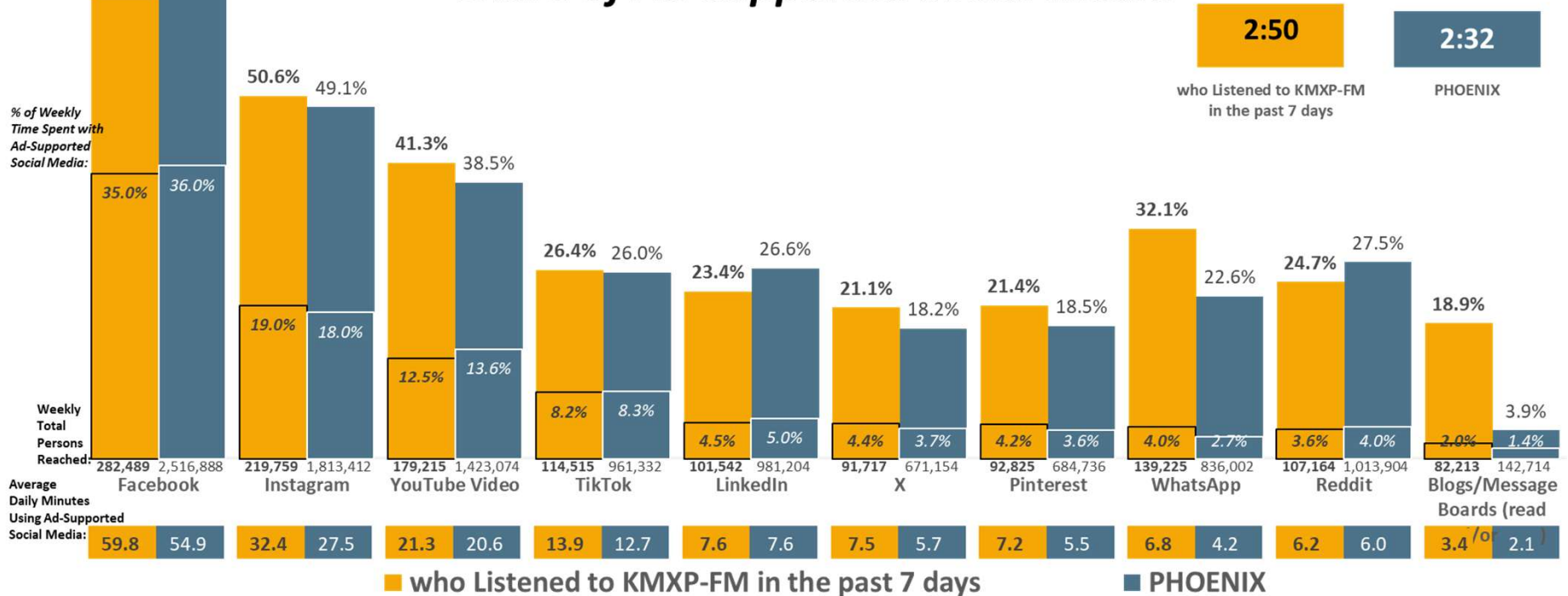


282,489 or 65.1% of Adults 18 or older who Listened to KMXF-FM in the past 7 days use Ad-Supported Facebook for an average of 59.8 minutes every day representing 35.% of all time spent daily with Ad-Supported Social Media.

Weekly
Reach %

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

"Share of Ad-Supported Social Media"



PHOENIX Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 268
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PHOENIX Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,927

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for Anything

(Radio Stations: KMXF-FM)

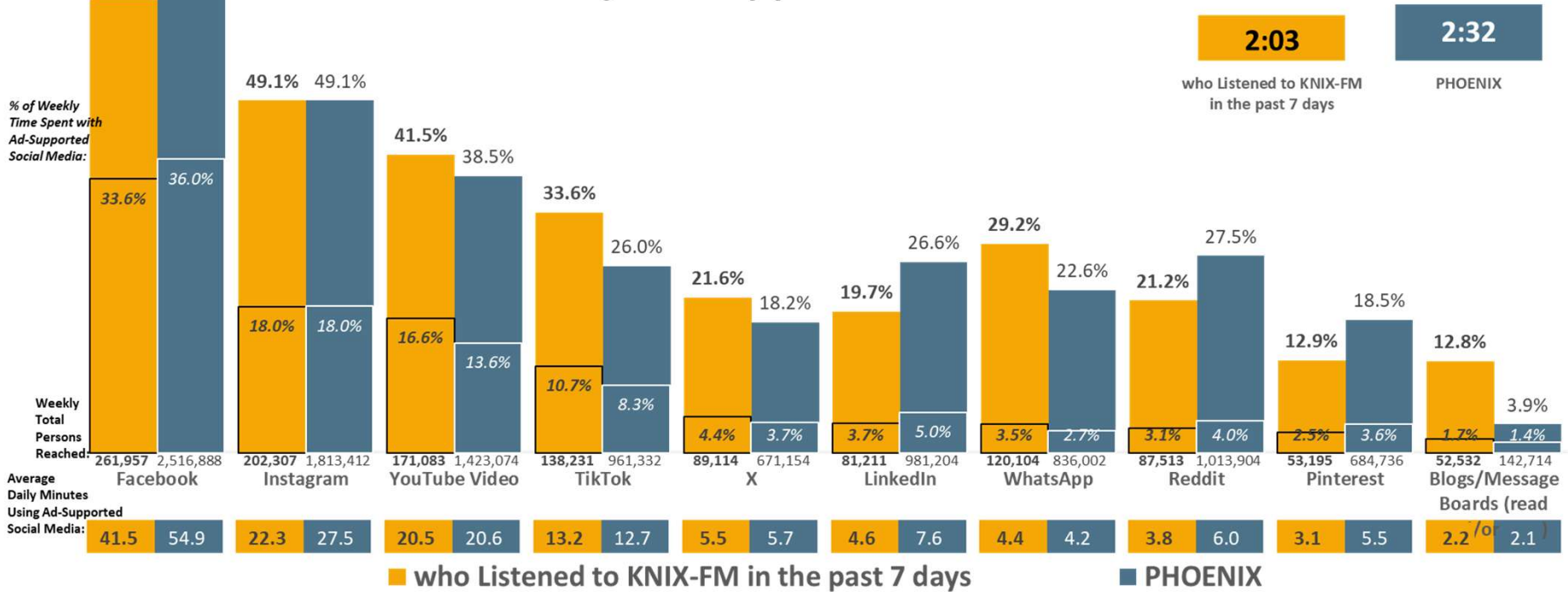


261,957 or 63.6% of Adults 18 or older who Listened to KNIX-FM in the past 7 days use Ad-Supported Facebook for an average of 41.5 minutes every day representing 33.6% of all time spent daily with Ad-Supported Social Media.

Weekly
Reach %

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

"Share of Ad-Supported Social Media"



PHOENIX Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 240
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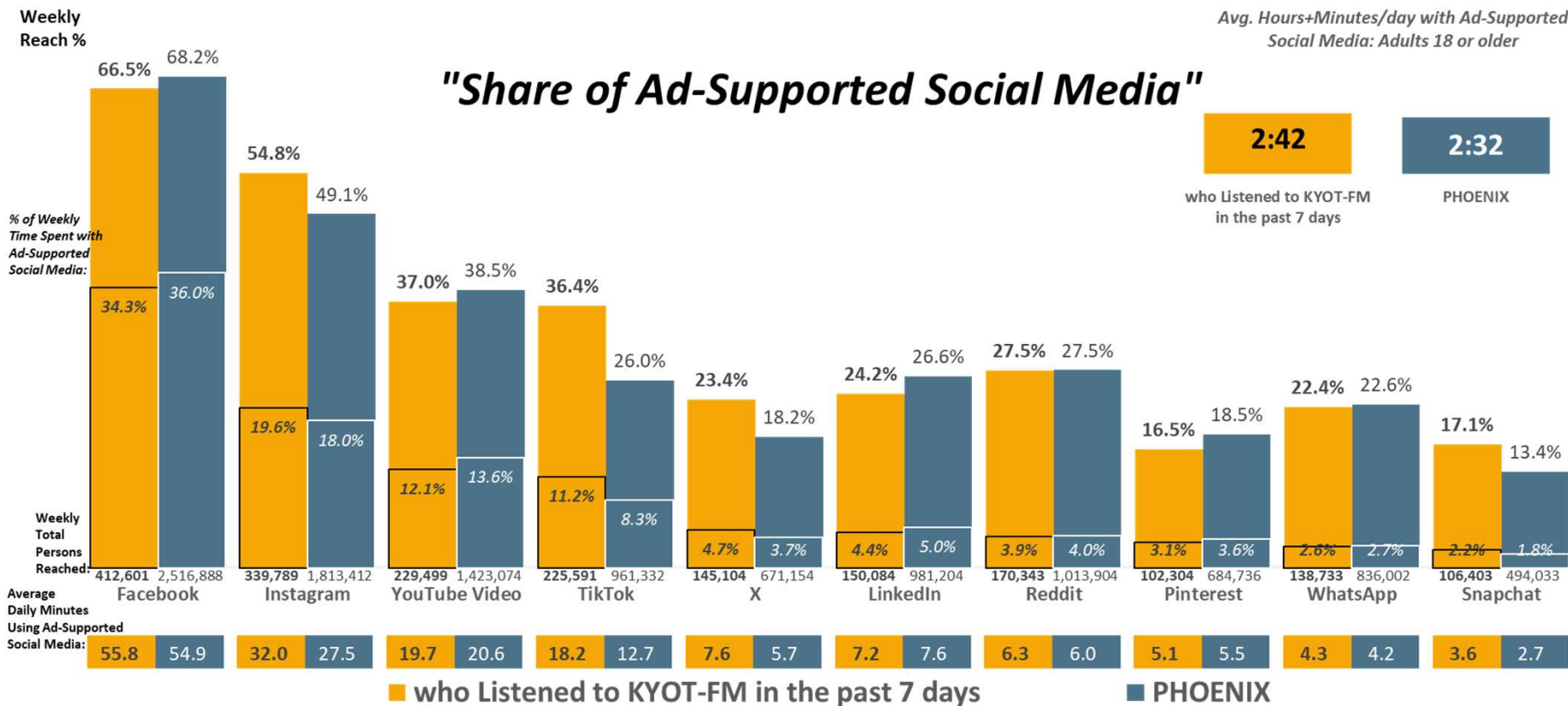
PHOENIX Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,927

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for Anything

(Radio Stations: KNIX-FM)



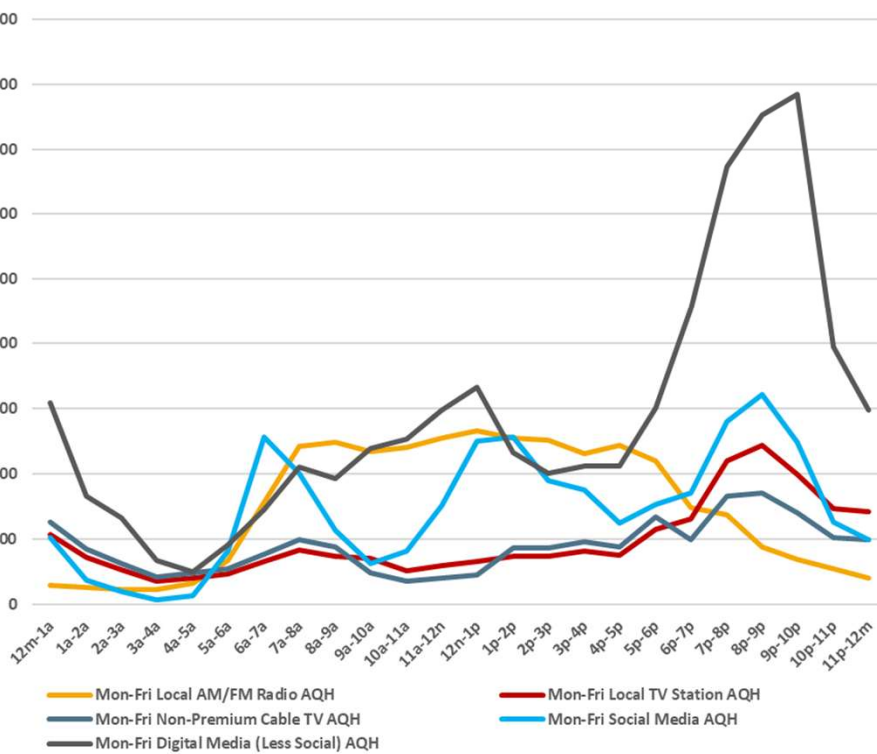
412,601 or 66.5% of Adults 18 or older who Listened to KYOT-FM in the past 7 days use Ad-Supported Facebook for an average of 55.8 minutes every day representing 34.3% of all time spent daily with Ad-Supported Social Media.



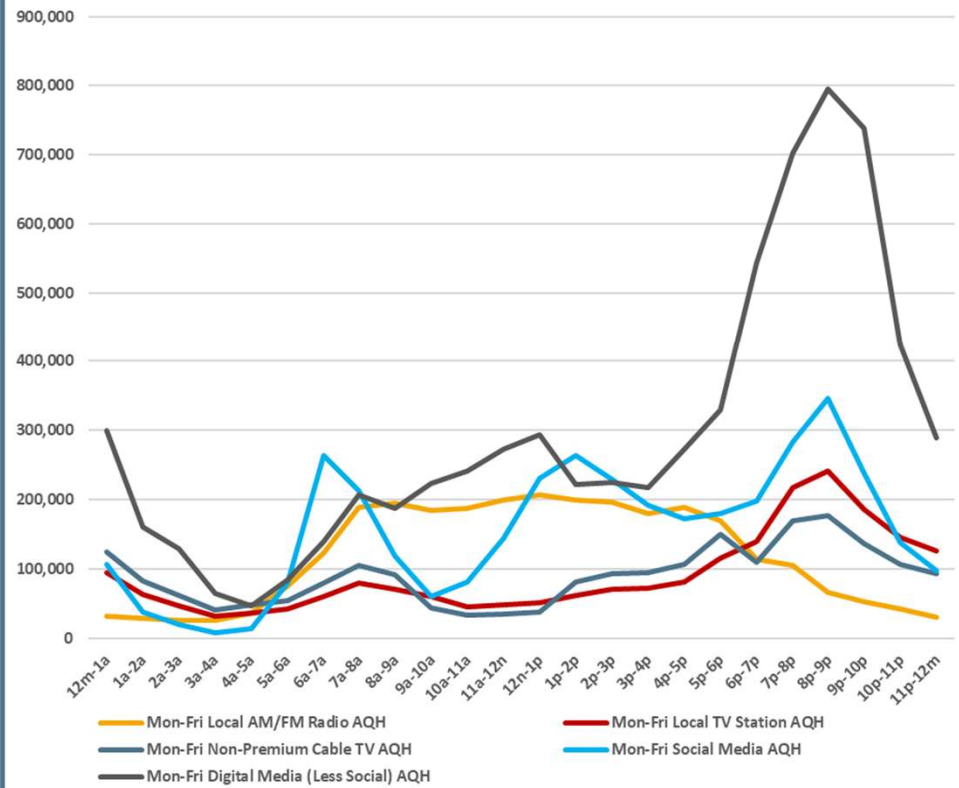


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 126,274;
Local Radio: 115,118; Social Media: 84,137; Non-Prem. Cable: 39,370; Local TV: 39,123
reaching Adults 18 or older who Listened to IHEART RADIO in the past 7 days

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



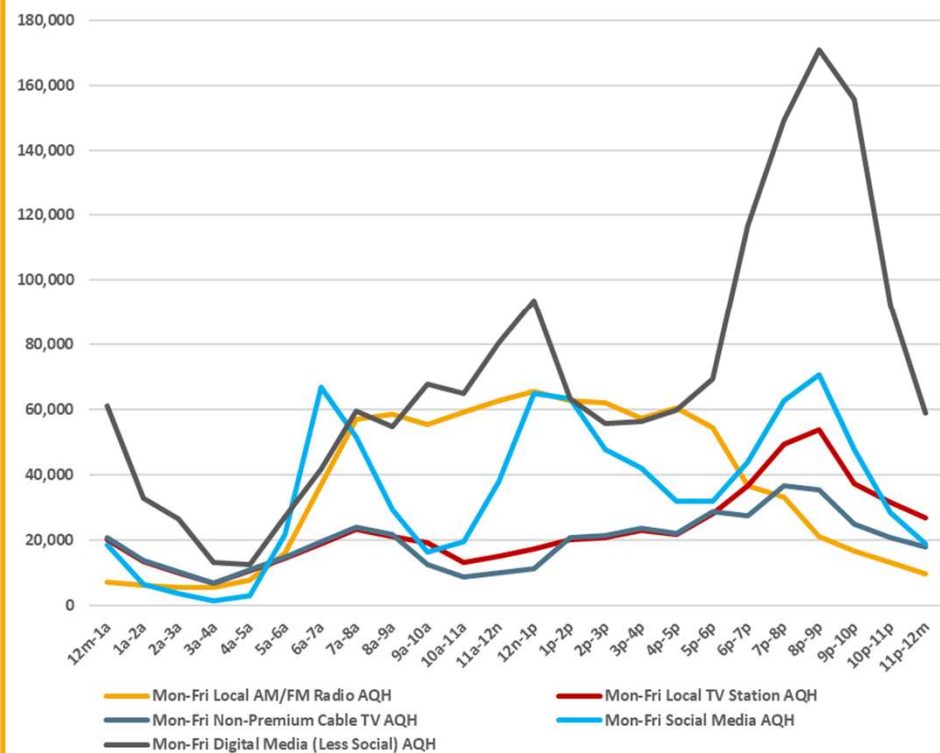
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHOENIX Metro Area Adults 18 or older



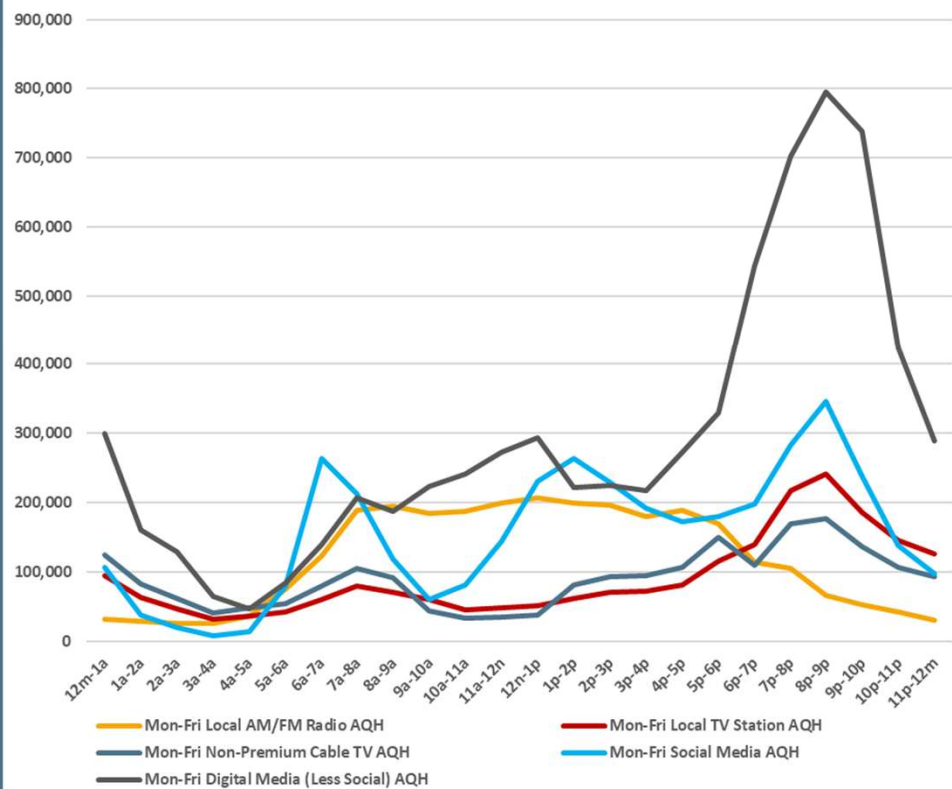


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 68,056; Local Radio: 56,095; Social Media: 42,126; Local TV: 21,353; Non-Prem. Cable: 19,336 reaching Adults 18 or older who Listened to KESZ-FM in the past 7 days.

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



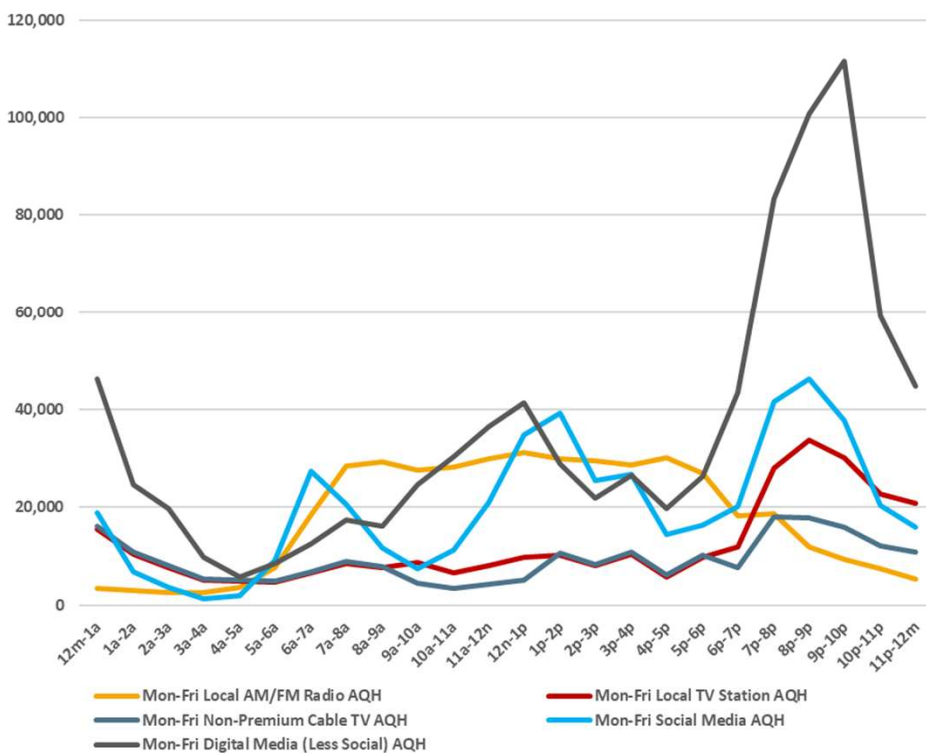
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHOENIX Metro Area Adults 18 or older



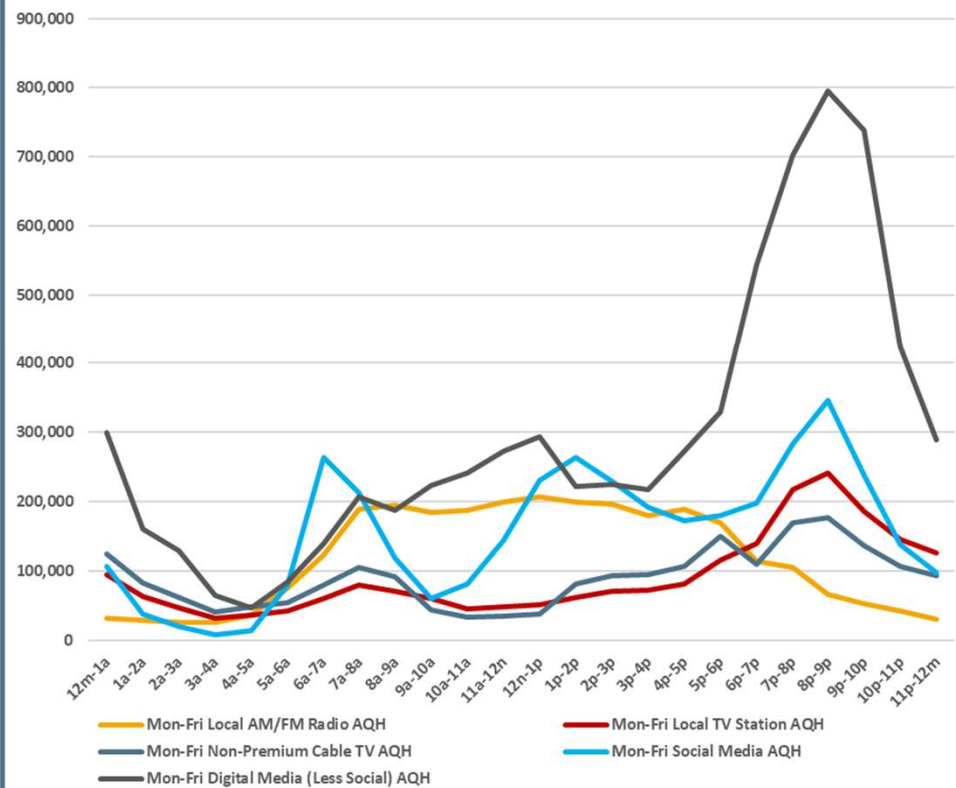


M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 27,504; All Other Digital Media: 26,643; Social Media: 21,307; Local TV: 8,666; Non-Prem. Cable: 7,346 reaching Adults 18 or older who Listened to KMXF-FM in the past 7 days.

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



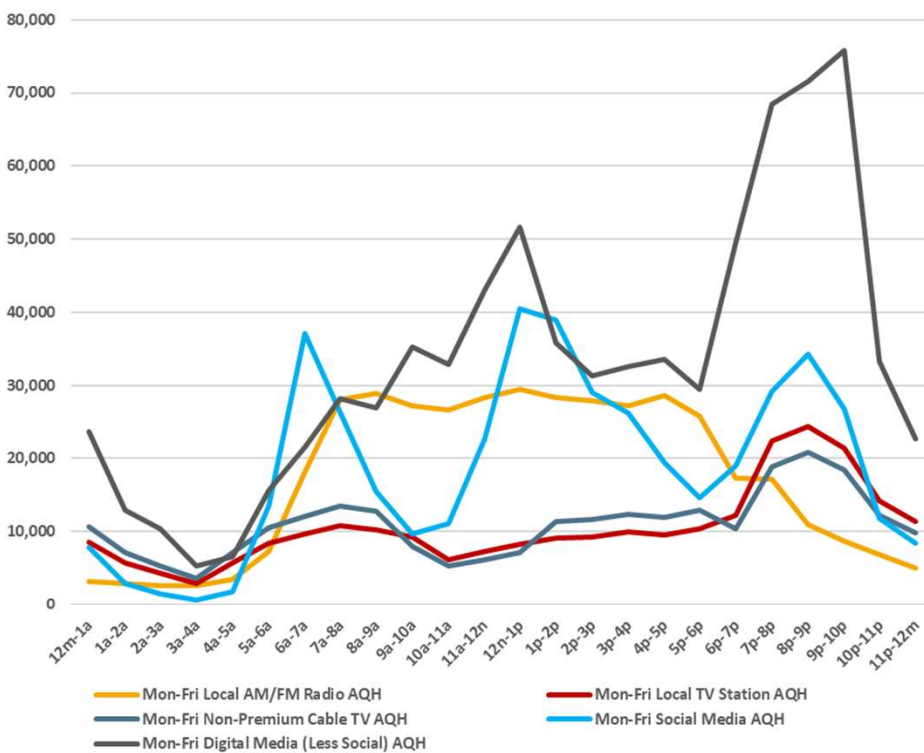
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHOENIX Metro Area Adults 18 or older



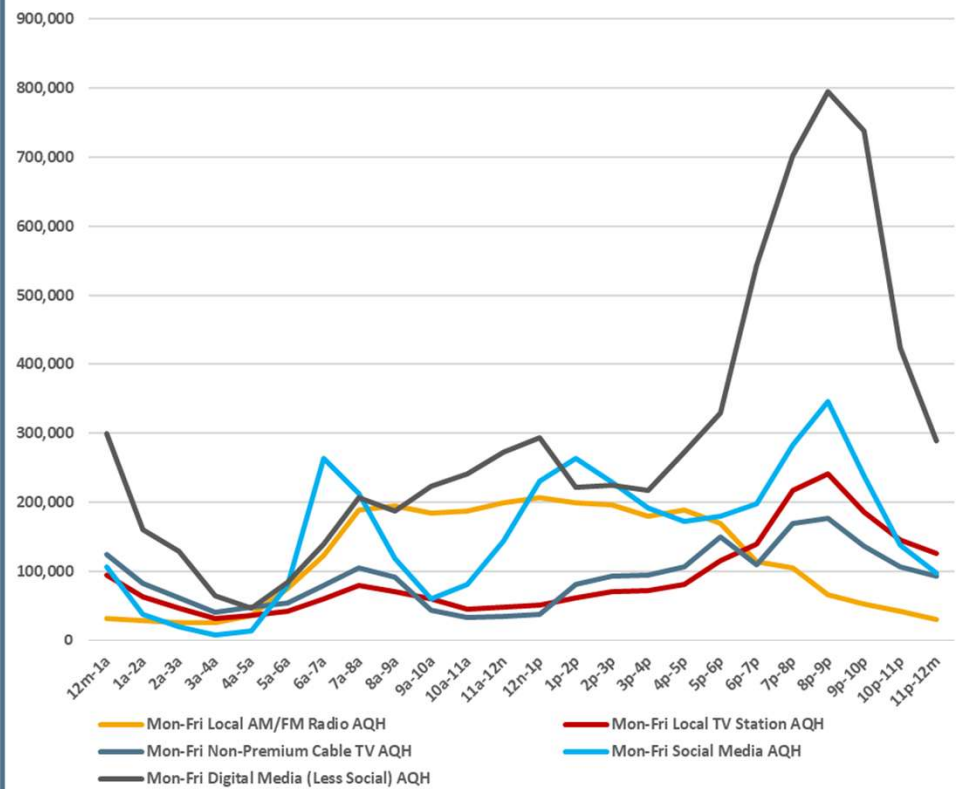


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 34,739;
Local Radio: 26,287; Social Media: 23,848; Non-Prem. Cable: 10,404; Local TV: 9,366
reaching Adults 18 or older who Listened to KNIX-FM in the past 7 days.

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



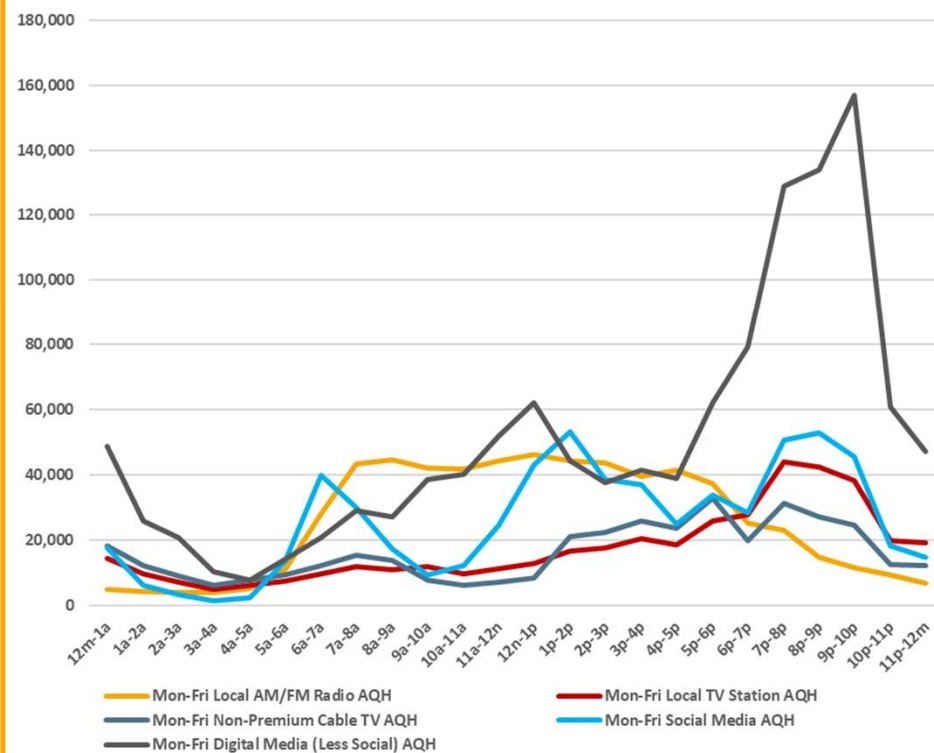
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHOENIX Metro Area Adults 18 or older**



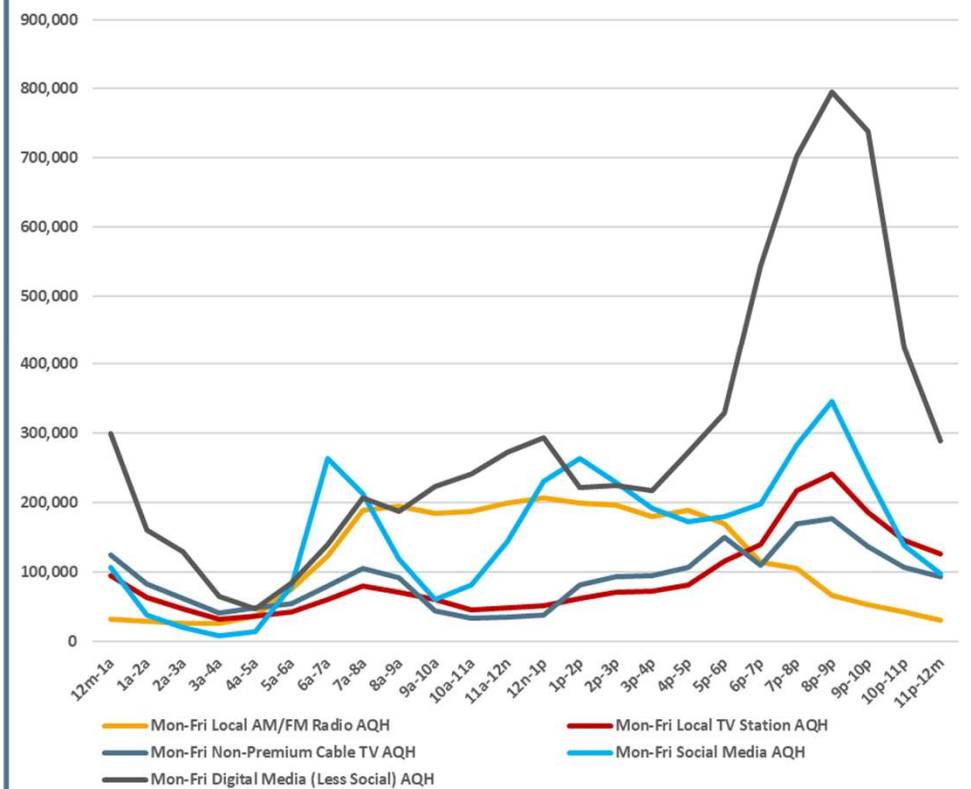


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 44,146;
Local Radio: 40,177; Social Media: 30,185; Non-Prem. Cable: 16,634; Local TV: 15,756
reaching Adults 18 or older who Listened to KYOT-FM in the past 7 days.

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



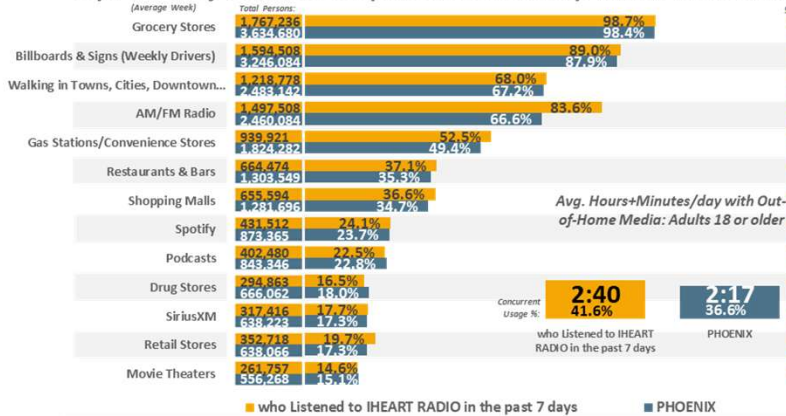
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHOENIX Metro Area Adults 18 or older



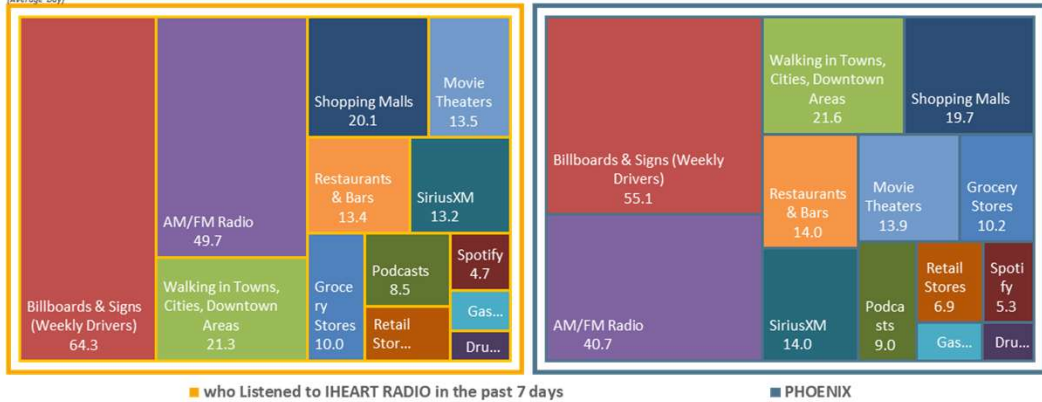


1,594,508 or 89.% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an average of 64.3 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 46. minutes/day.

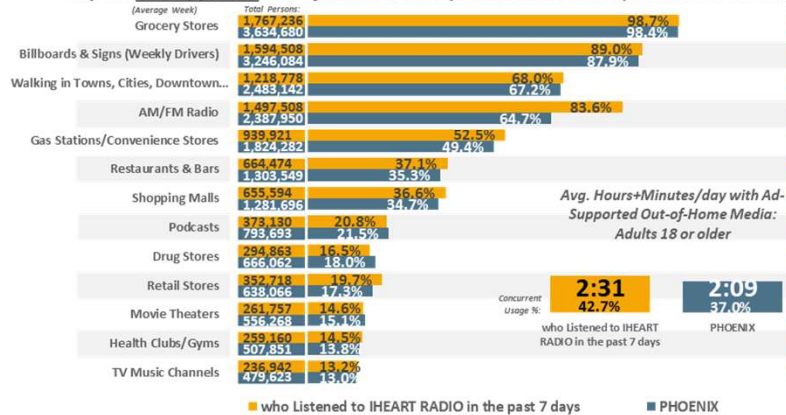
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



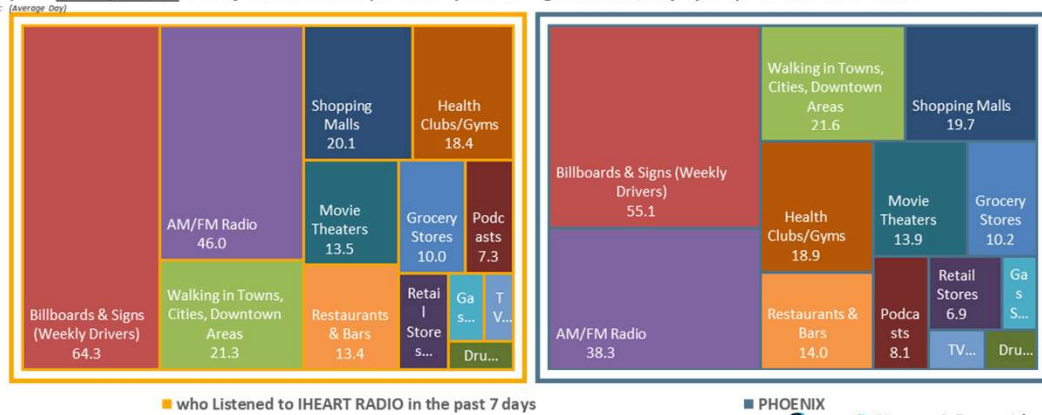
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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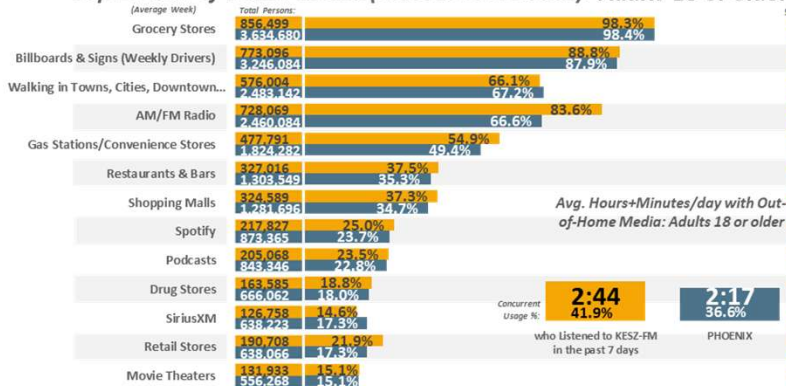
soefa.ai Share of Everything for Anything

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

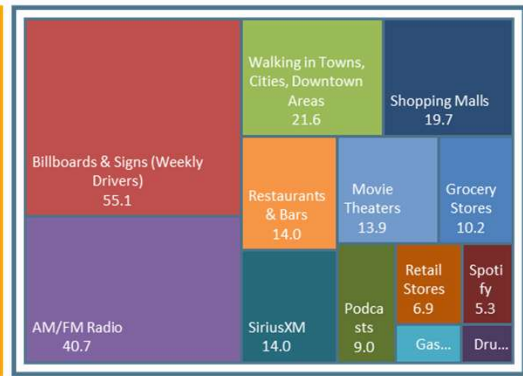
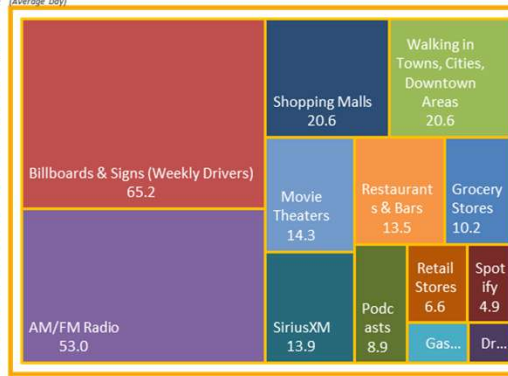


773,096 or 88.8% of Adults 18 or older who Listened to KESZ-FM in the past 7 days spend an average of 65.2 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 49.2 minutes/day.

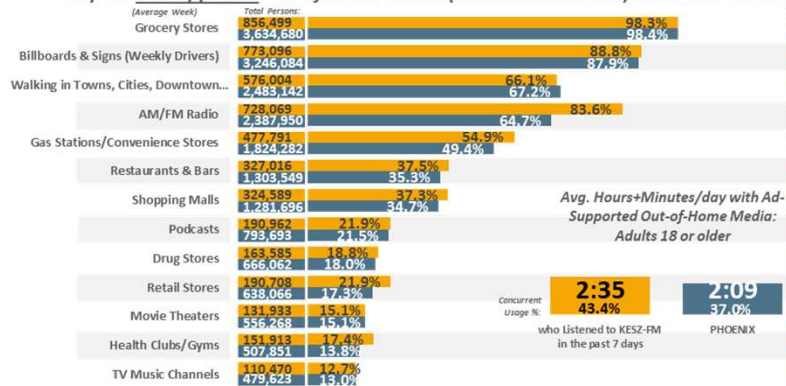
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



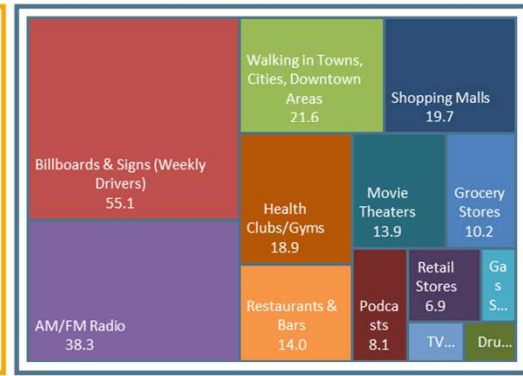
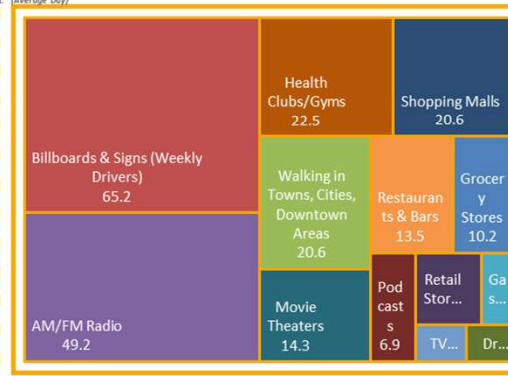
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



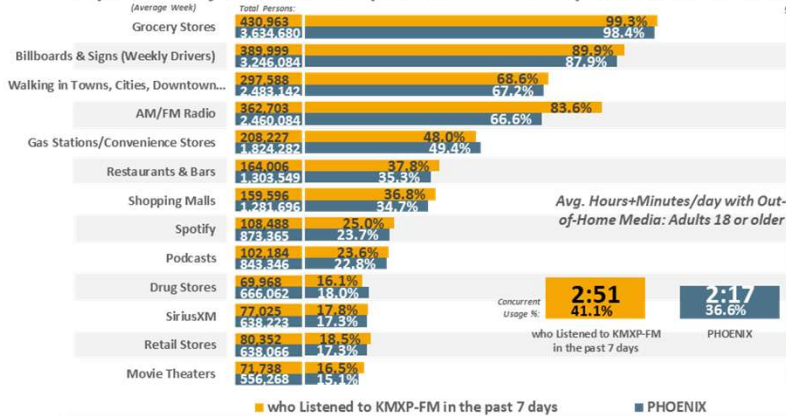
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



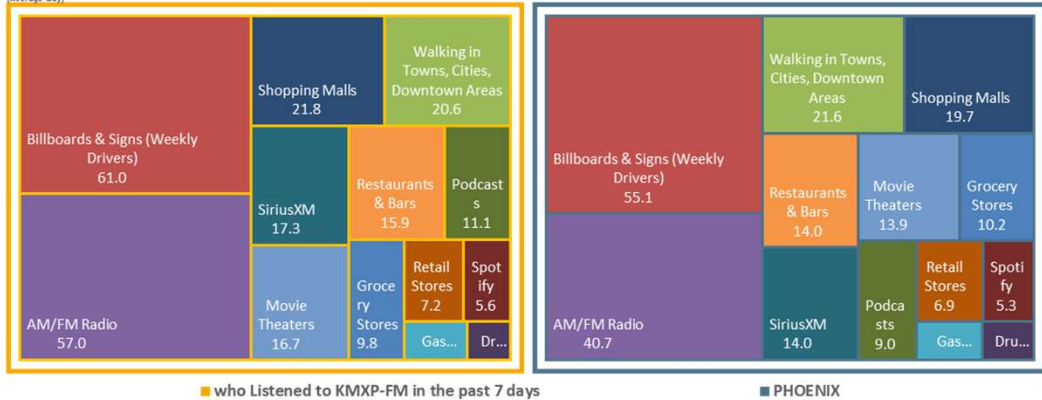


389,999 or 89.9% of Adults 18 or older who Listened to KMXP-FM in the past 7 days spend an average of 61. minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 54.9 minutes/day.

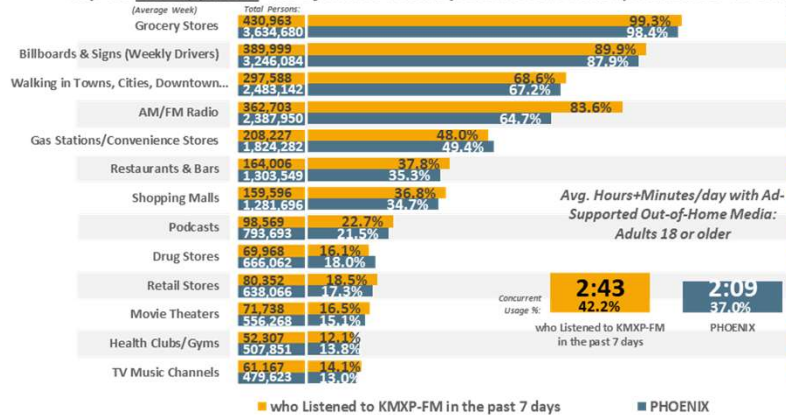
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



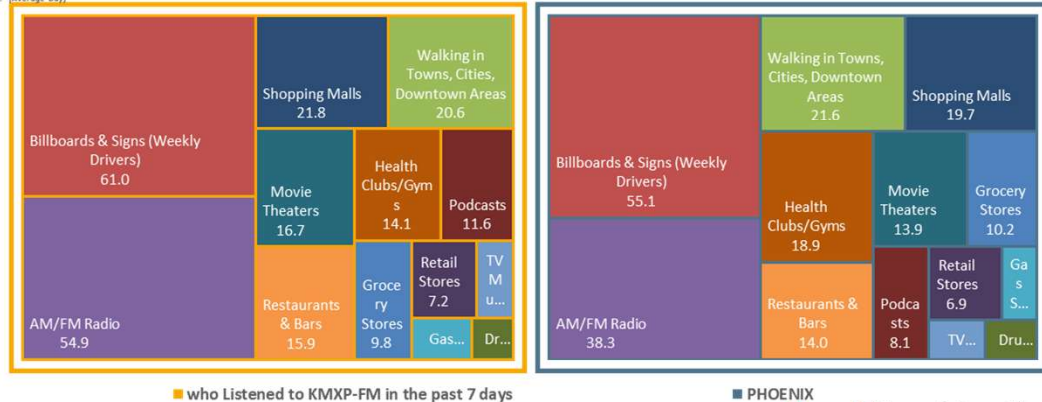
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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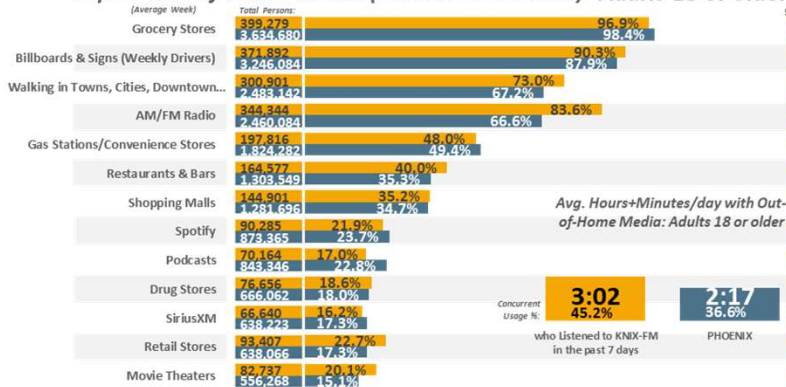
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(Radio Stations: KMXP-FM)

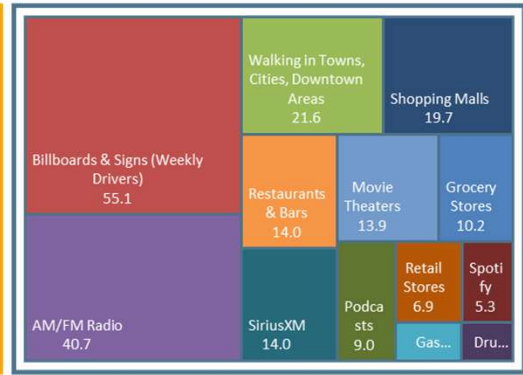
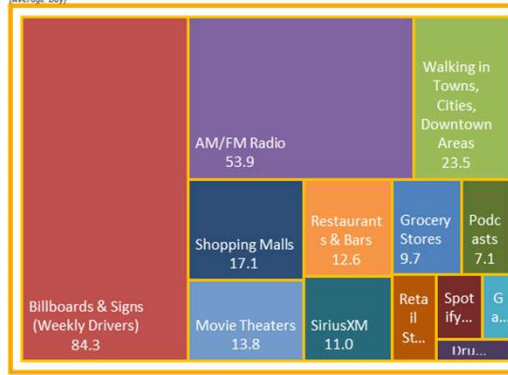


371,892 or 90.3% of Adults 18 or older who Listened to KNIX-FM in the past 7 days spend an average of 84.3 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 50.8 minutes/day.

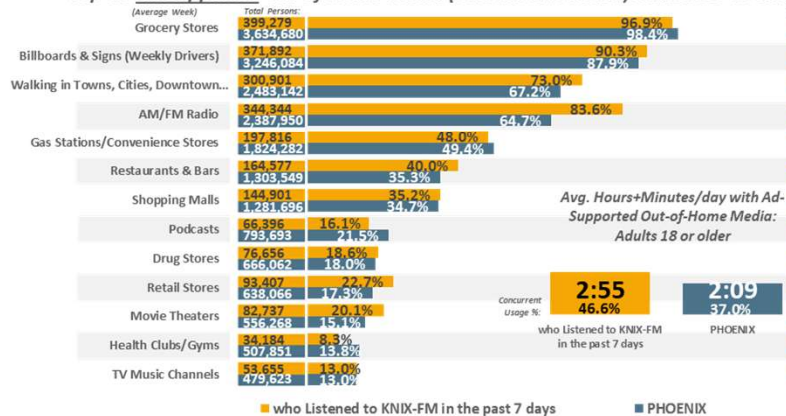
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



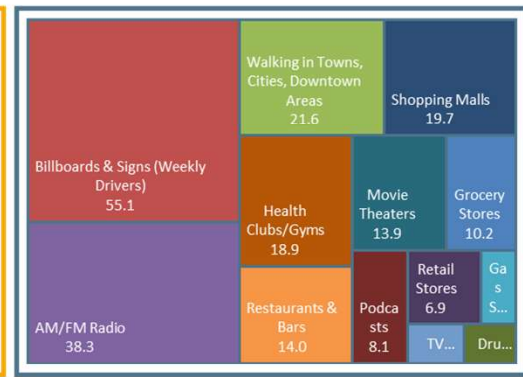
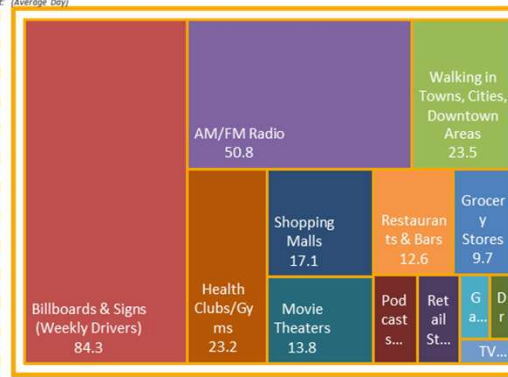
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



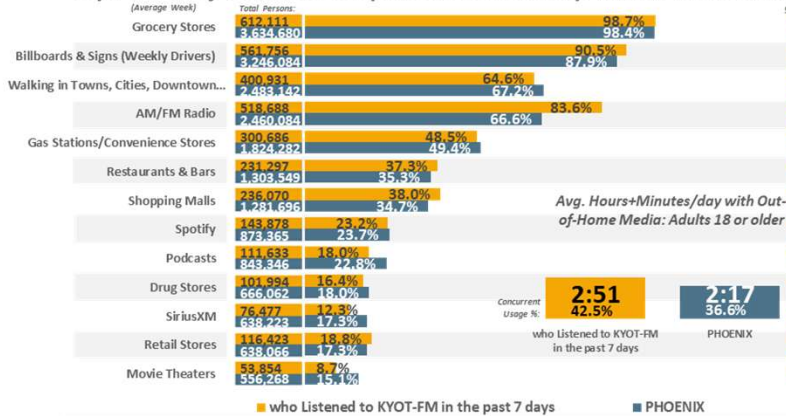
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



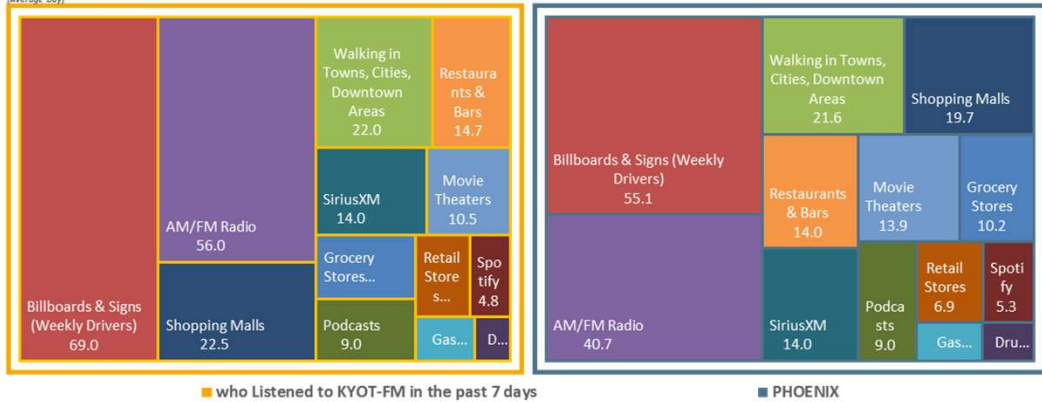


561,756 or 90.5% of Adults 18 or older who Listened to KYOT-FM in the past 7 days spend an average of 69. minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 53.9 minutes/day.

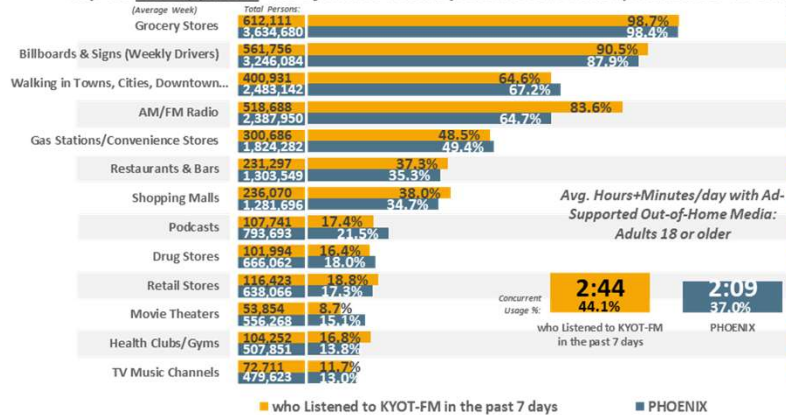
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



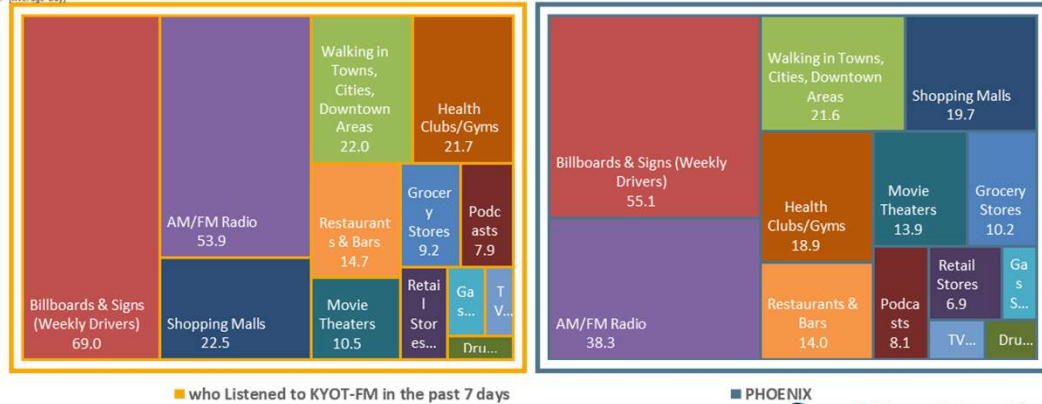
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



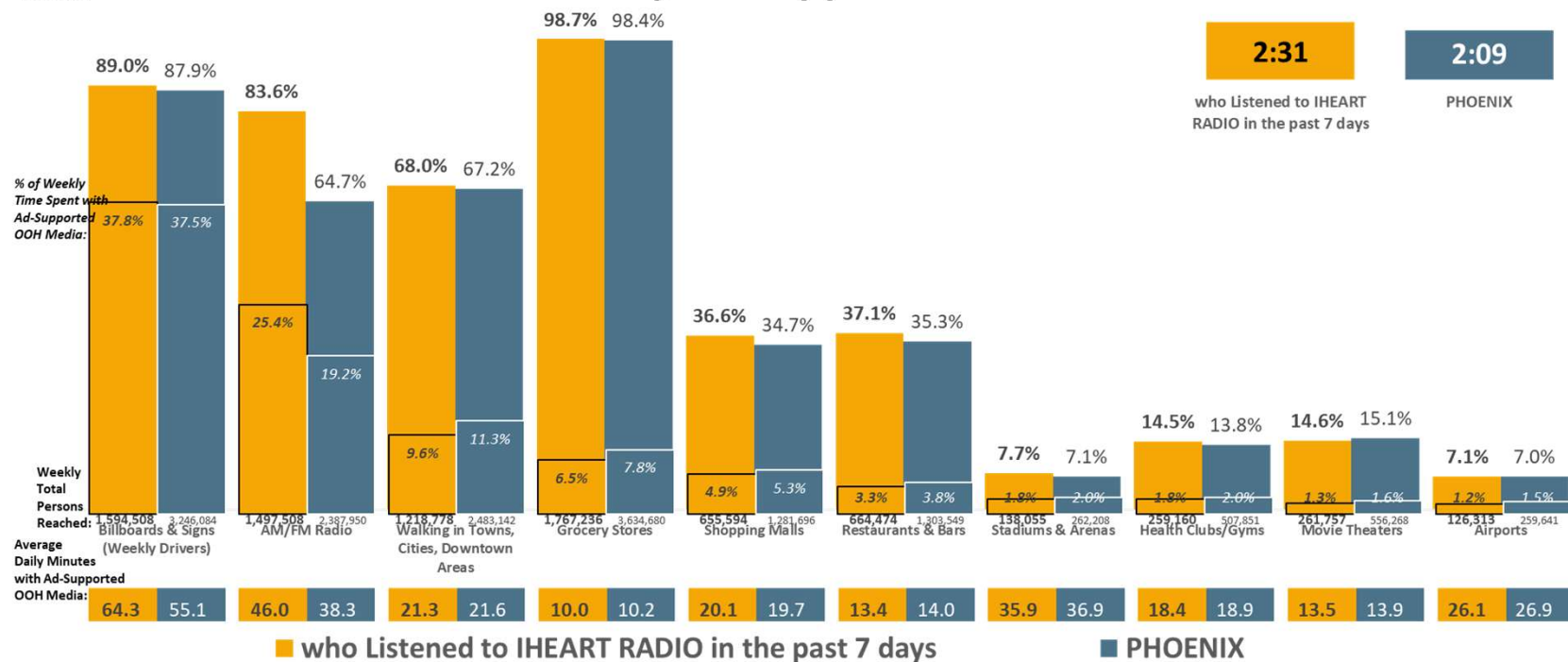


1,594,508 or 89.0% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an average of 64.3 minutes per day driving, seeing Billboards and Signs representing 37.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:31

who Listened to IHEART RADIO in the past 7 days

2:09

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

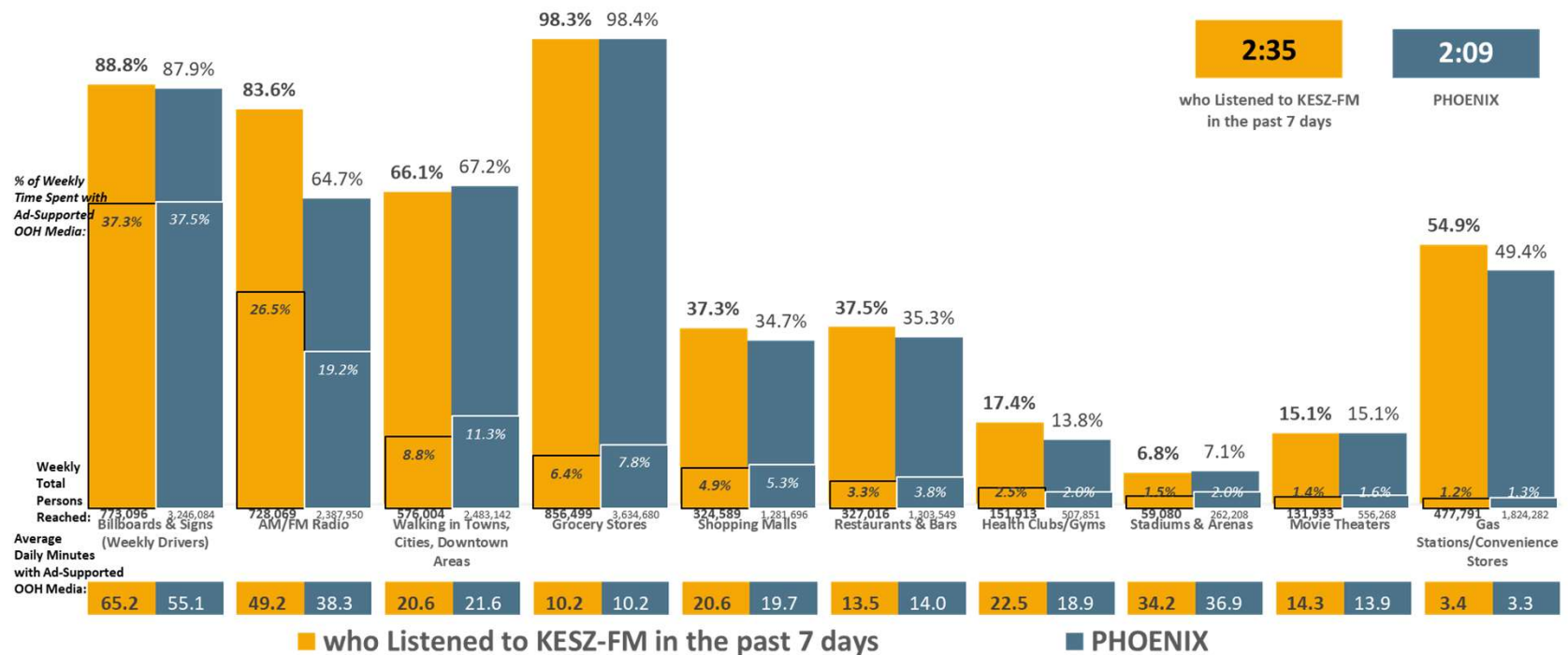


773,096 or 88.8% of Adults 18 or older who Listened to KESZ-FM in the past 7 days spend an average of 65.2 minutes per day driving, seeing Billboards and Signs representing 37.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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: KESZ-FM)

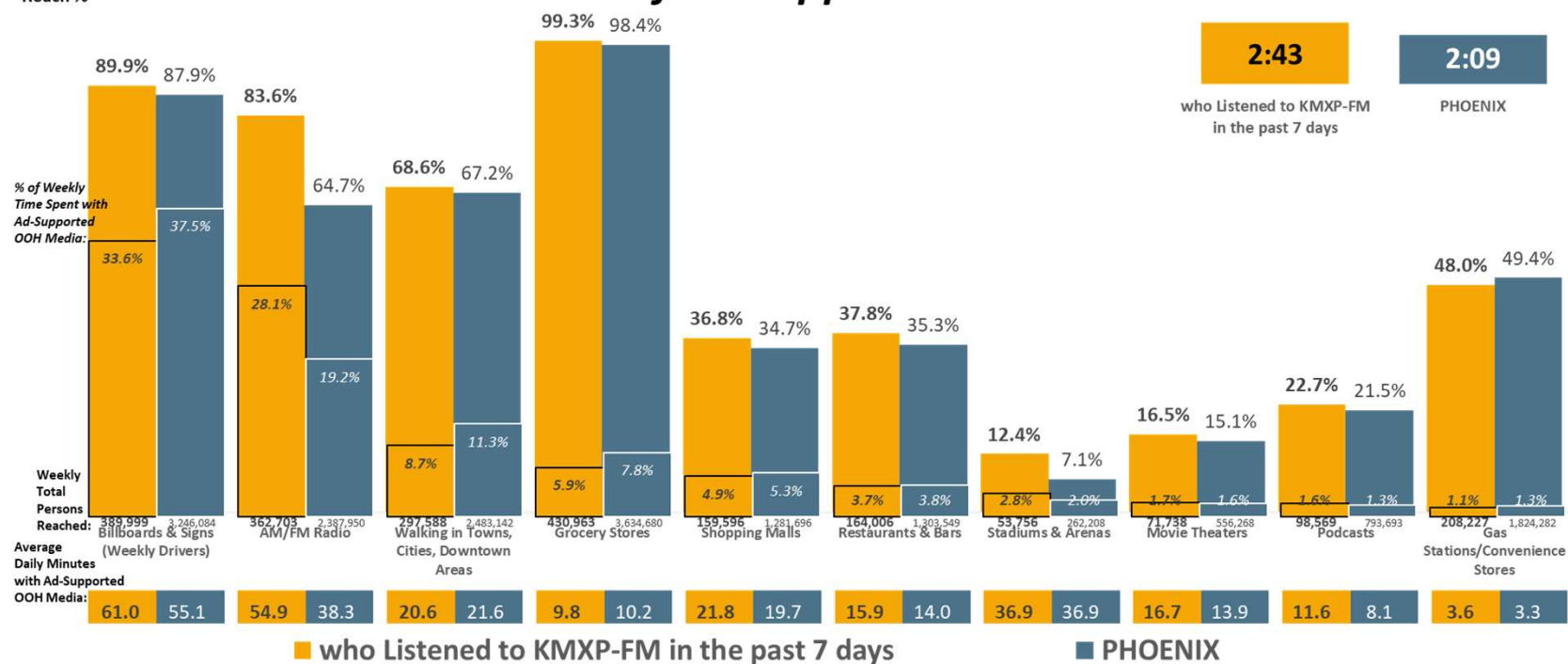


389,999 or 89.9% of Adults 18 or older who Listened to KMXF-FM in the past 7 days spend an average of 61. minutes per day driving, seeing Billboards and Signs representing 33.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

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for Anything

(Radio Stations: KMXF-FM)

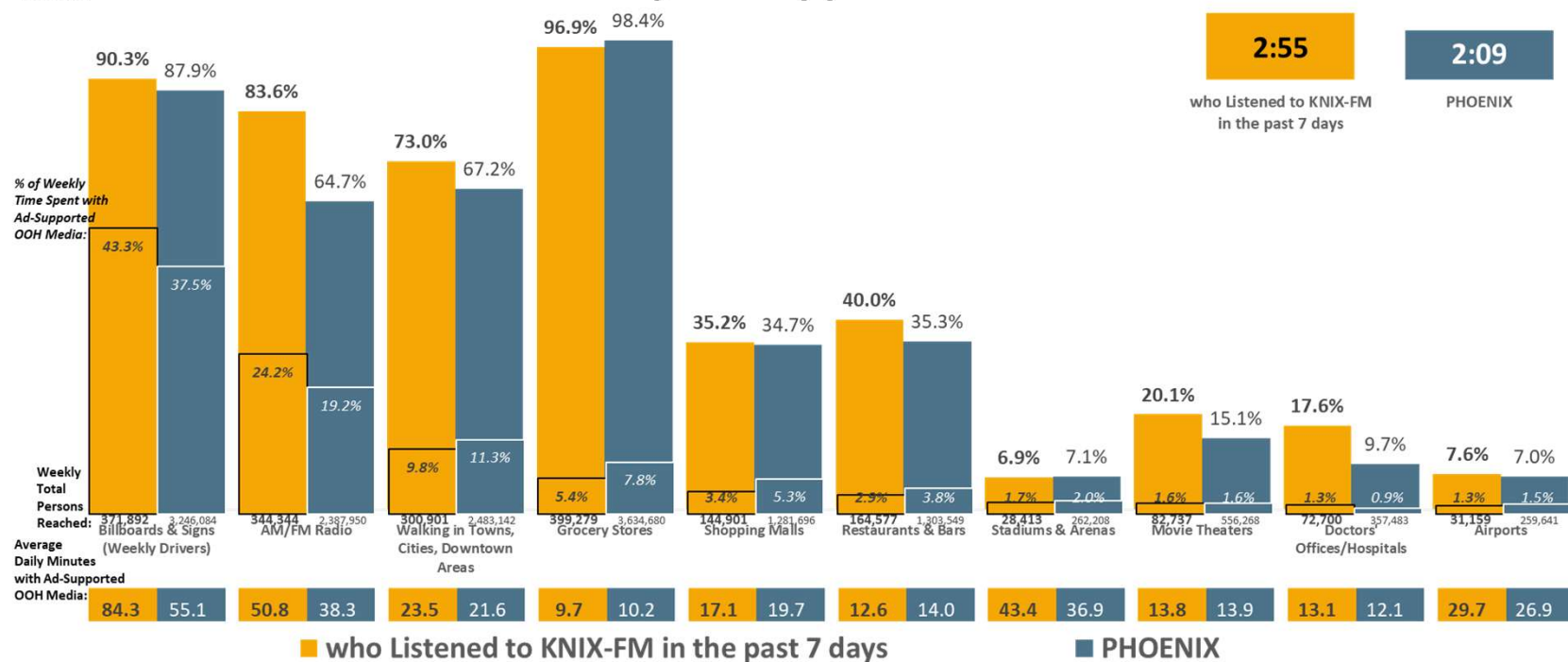


371,892 or 90.3% of Adults 18 or older who Listened to KNIX-FM in the past 7 days spend an average of 84.3 minutes per day driving, seeing Billboards and Signs representing 43.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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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(Radio Stations: KNIX-FM)

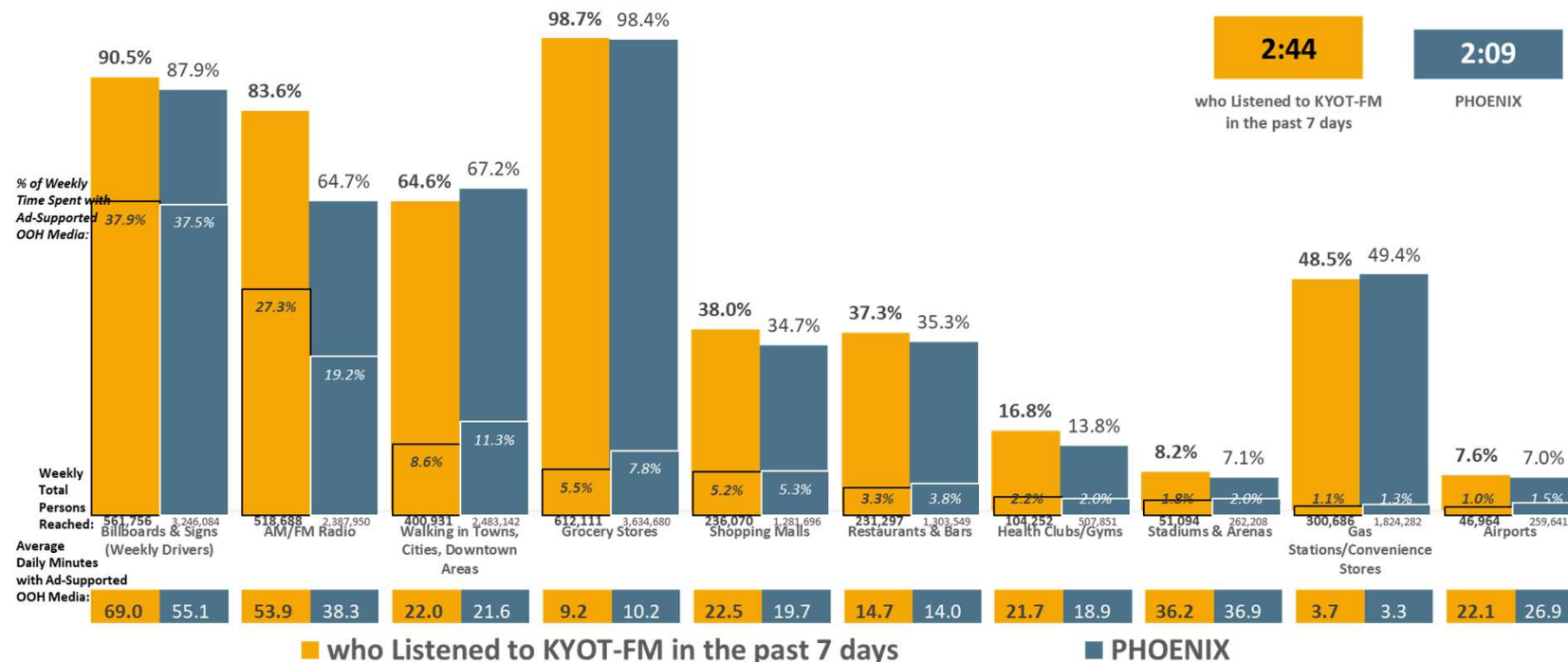


561,756 or 90.5% of Adults 18 or older who Listened to KYOT-FM in the past 7 days spend an average of 69. minutes per day driving, seeing Billboards and Signs representing 37.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:44

who Listened to KYOT-FM in the past 7 days

2:09

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PHOENIX Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 342
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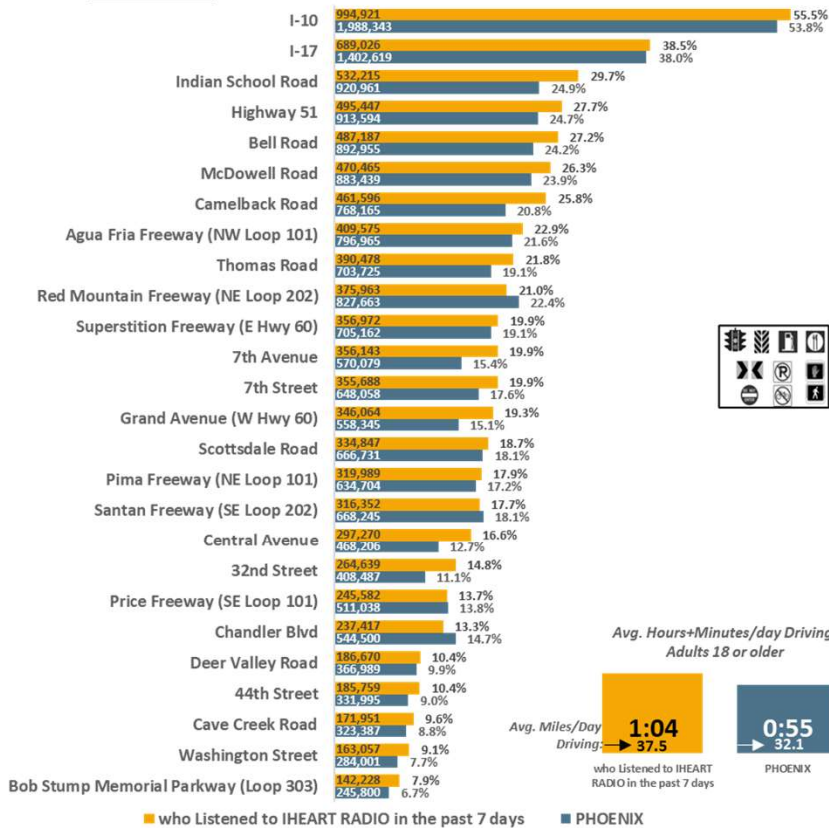
soefa.ai Share of Everything for Anything

(Radio Stations: KYOT-FM)

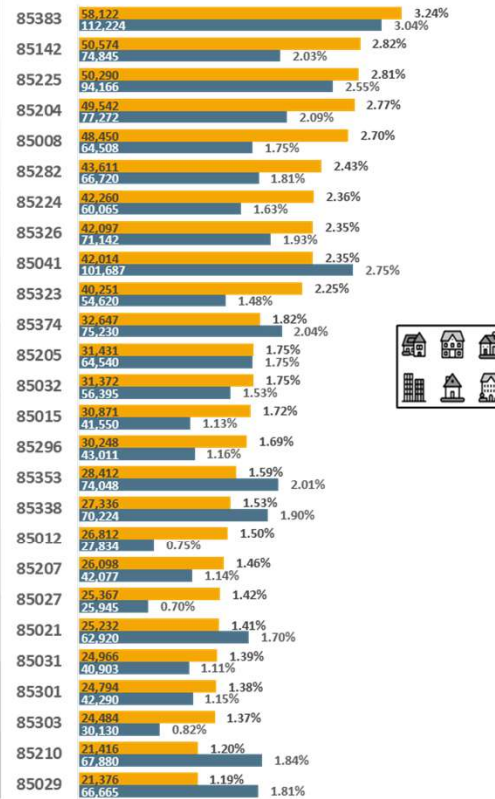


1,594,508 or 89.% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an average of 64.3 minutes per day driving an average of 37.5 miles each day and are 33.5% more likely to use 32nd Street than the Metro average.

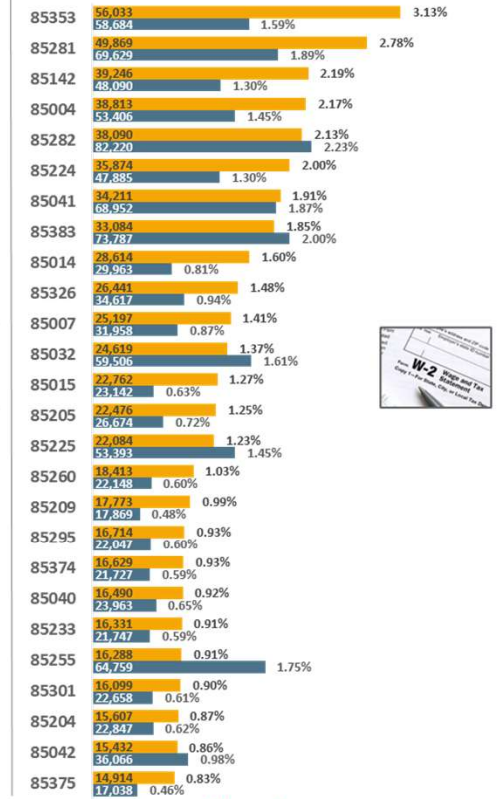
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



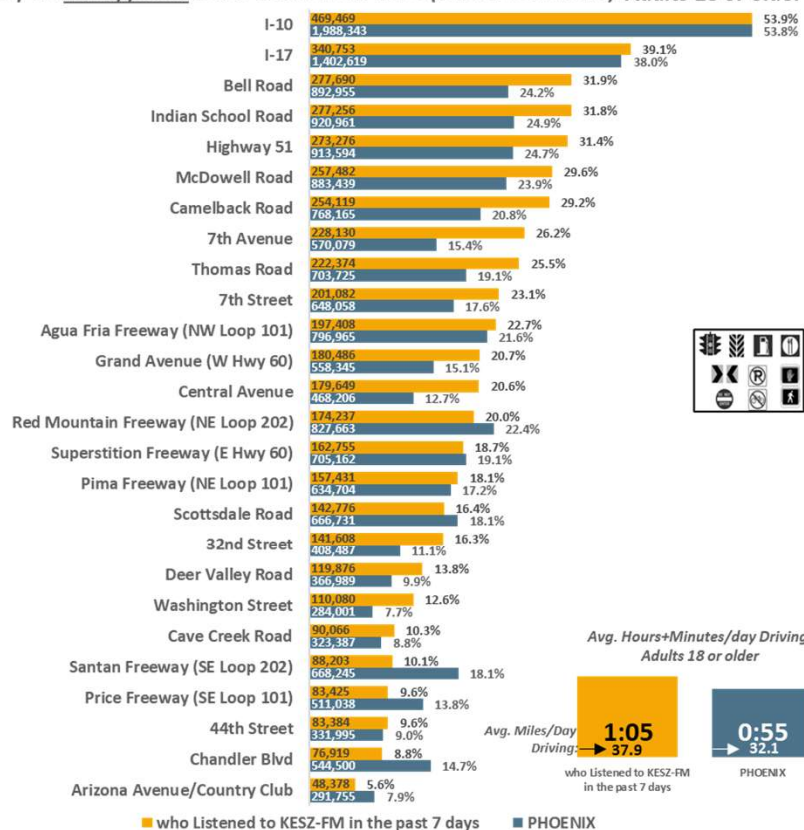
Top-26 Employment Zip Codes: Adults 18 or older



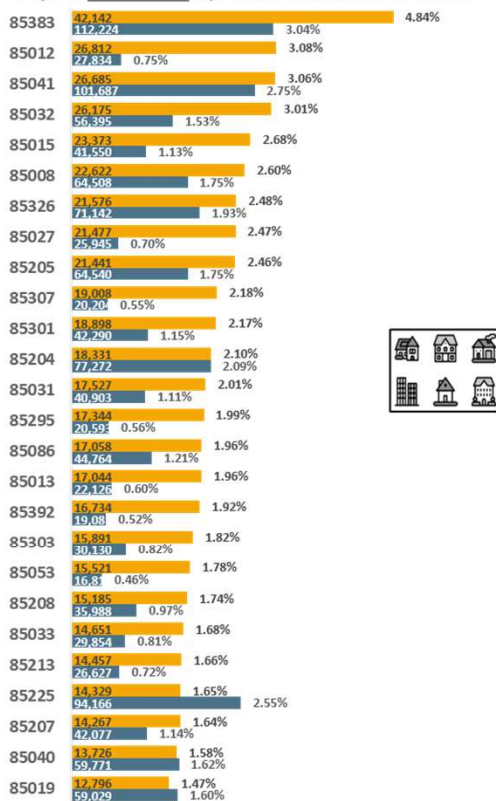
99.9KEZ

773,096 or 88.8% of Adults 18 or older who Listened to KESZ-FM in the past 7 days spend an average of 65.2 minutes per day driving an average of 37.9 miles each day and are 69.7% more likely to use 7th Avenue than the Metro average.

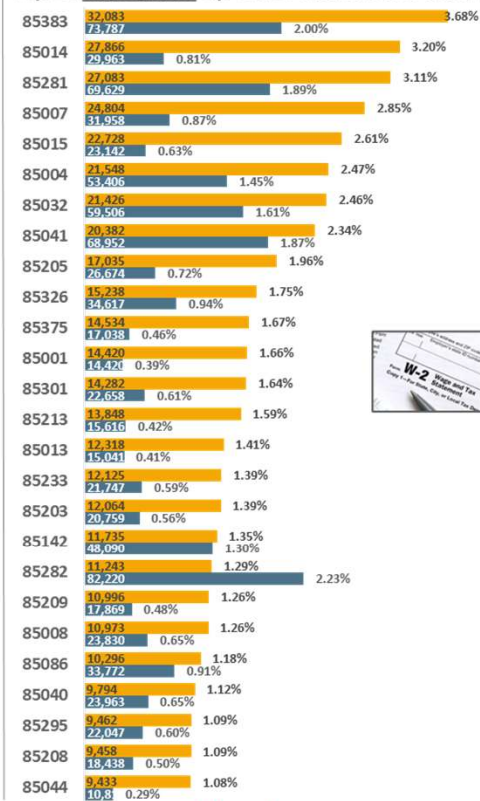
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



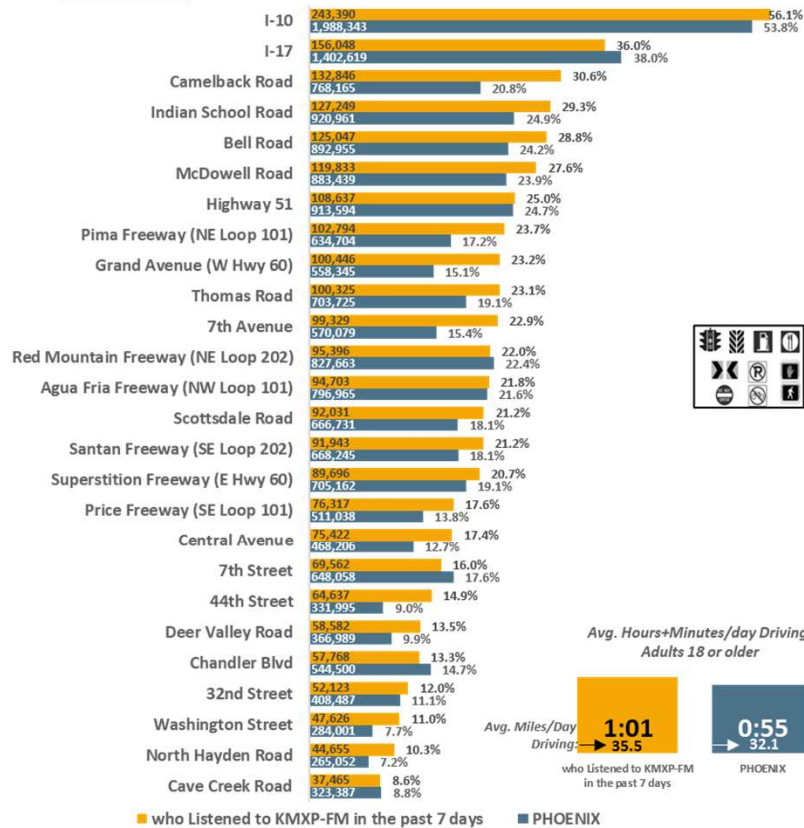
Top-26 Employment Zip Codes: Adults 18 or older





389,999 or 89.9% of Adults 18 or older who Listened to KMXP-FM in the past 7 days spend an average of 61. minutes per day driving an average of 35.5 miles each day and are 53.1% more likely to use Grand Avenue (W Hwy 60) than the Metro average.

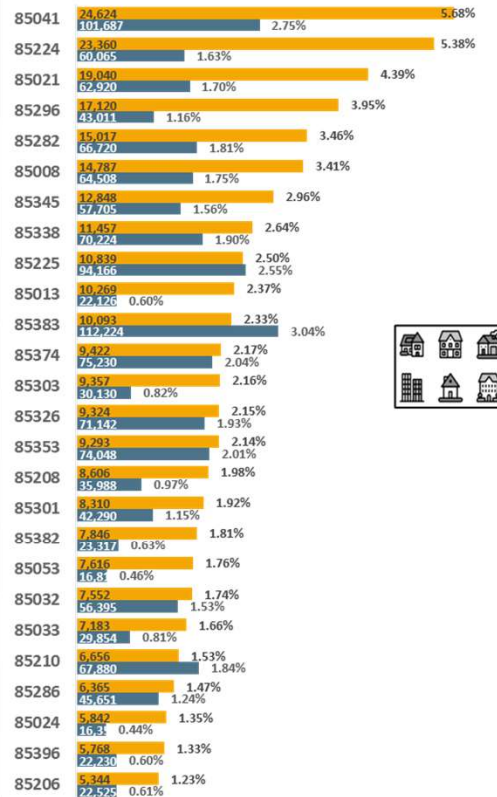
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



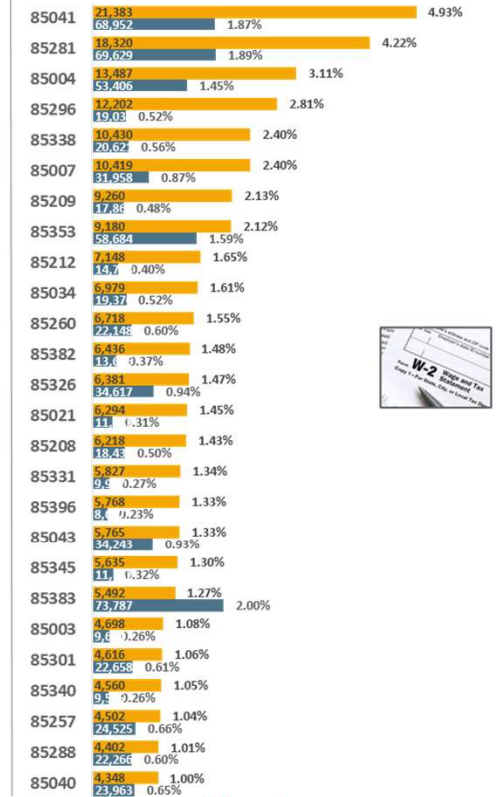
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

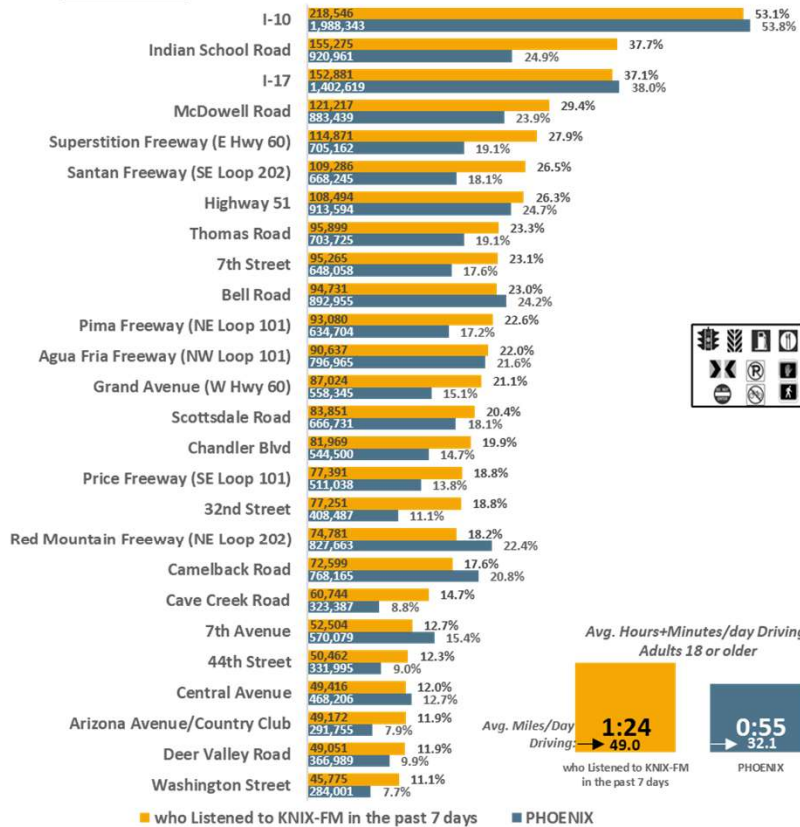


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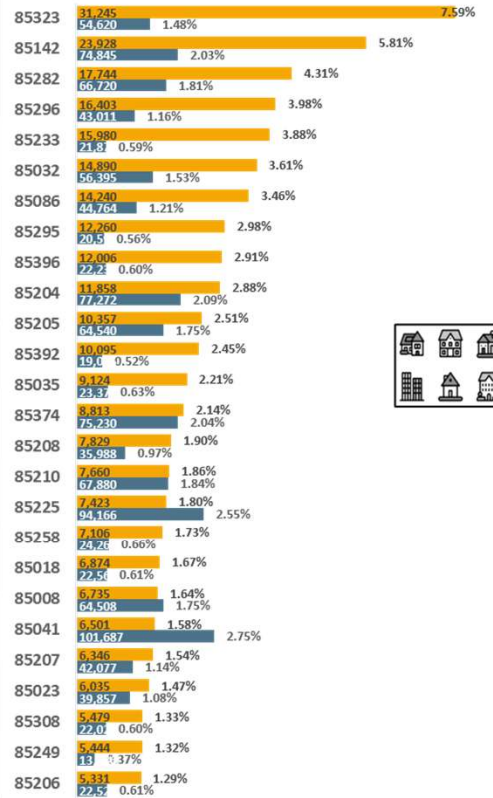


371,892 or 90.3% of Adults 18 or older who Listened to KNIX-FM in the past 7 days spend an average of 84.3 minutes per day driving an average of 49. miles each day and are 69.5% more likely to use 32nd Street than the Metro average.

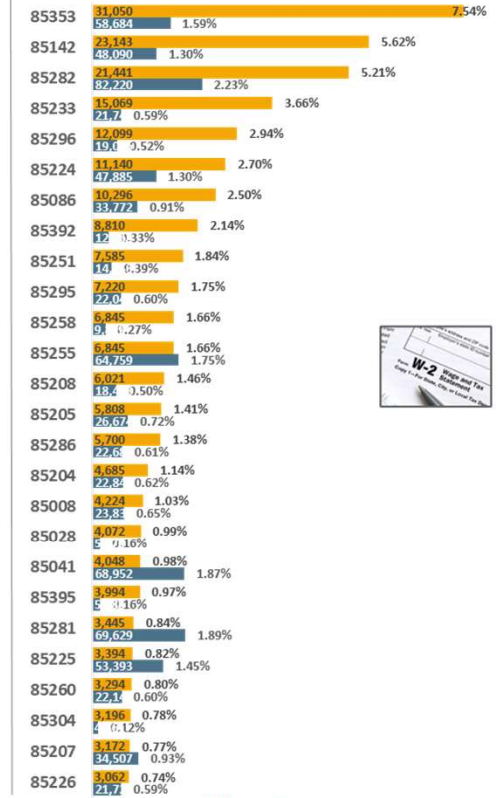
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



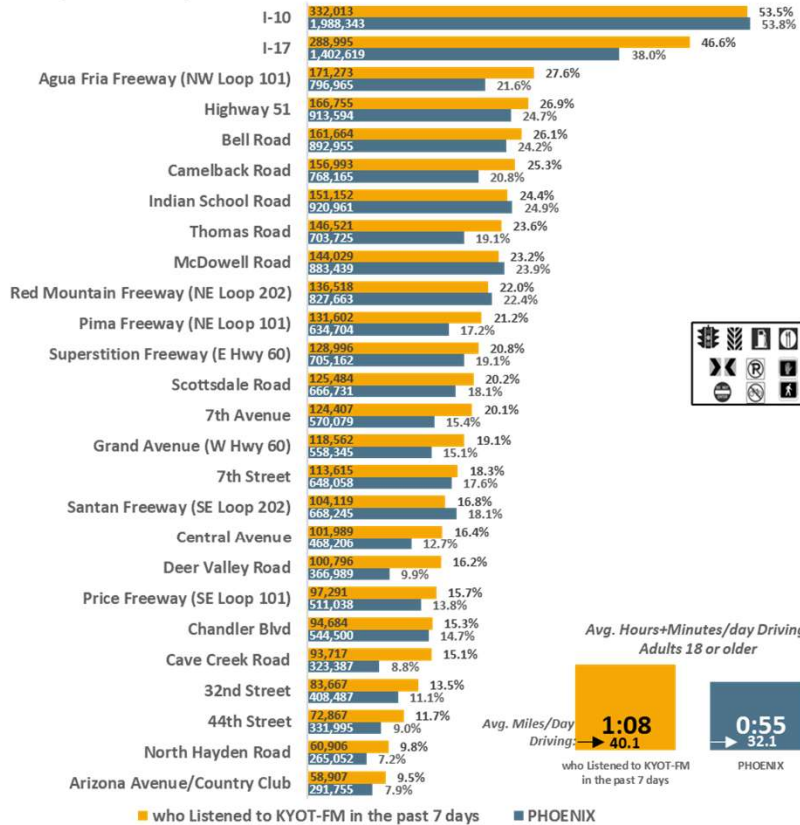
Top-26 Employment Zip Codes: Adults 18 or older



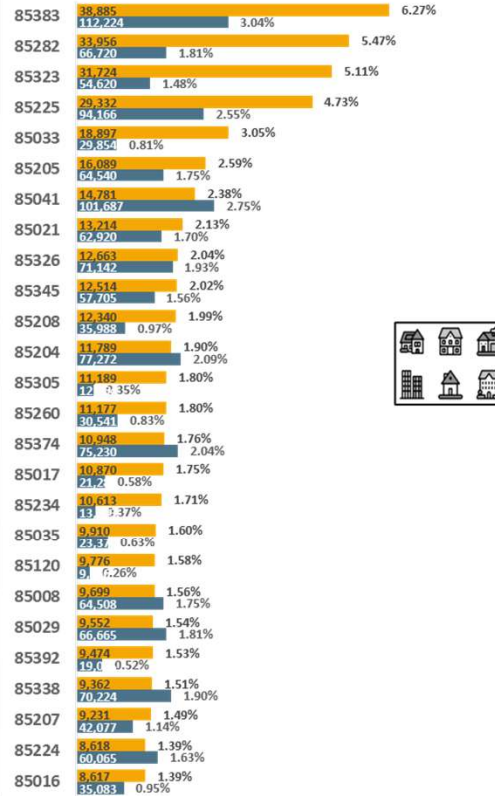


561,756 or 90.5% of Adults 18 or older who Listened to KYOT-FM in the past 7 days spend an average of 69. minutes per day driving an average of 40.1 miles each day and are 63.5% more likely to use Deer Valley Road than the Metro average.

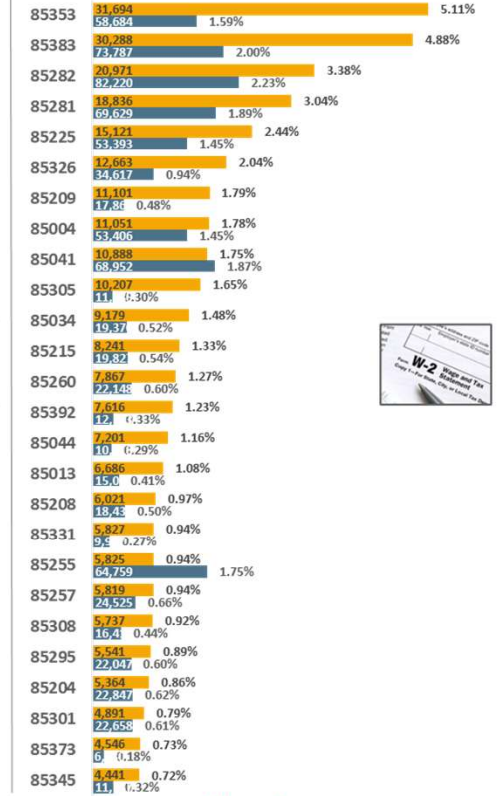
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



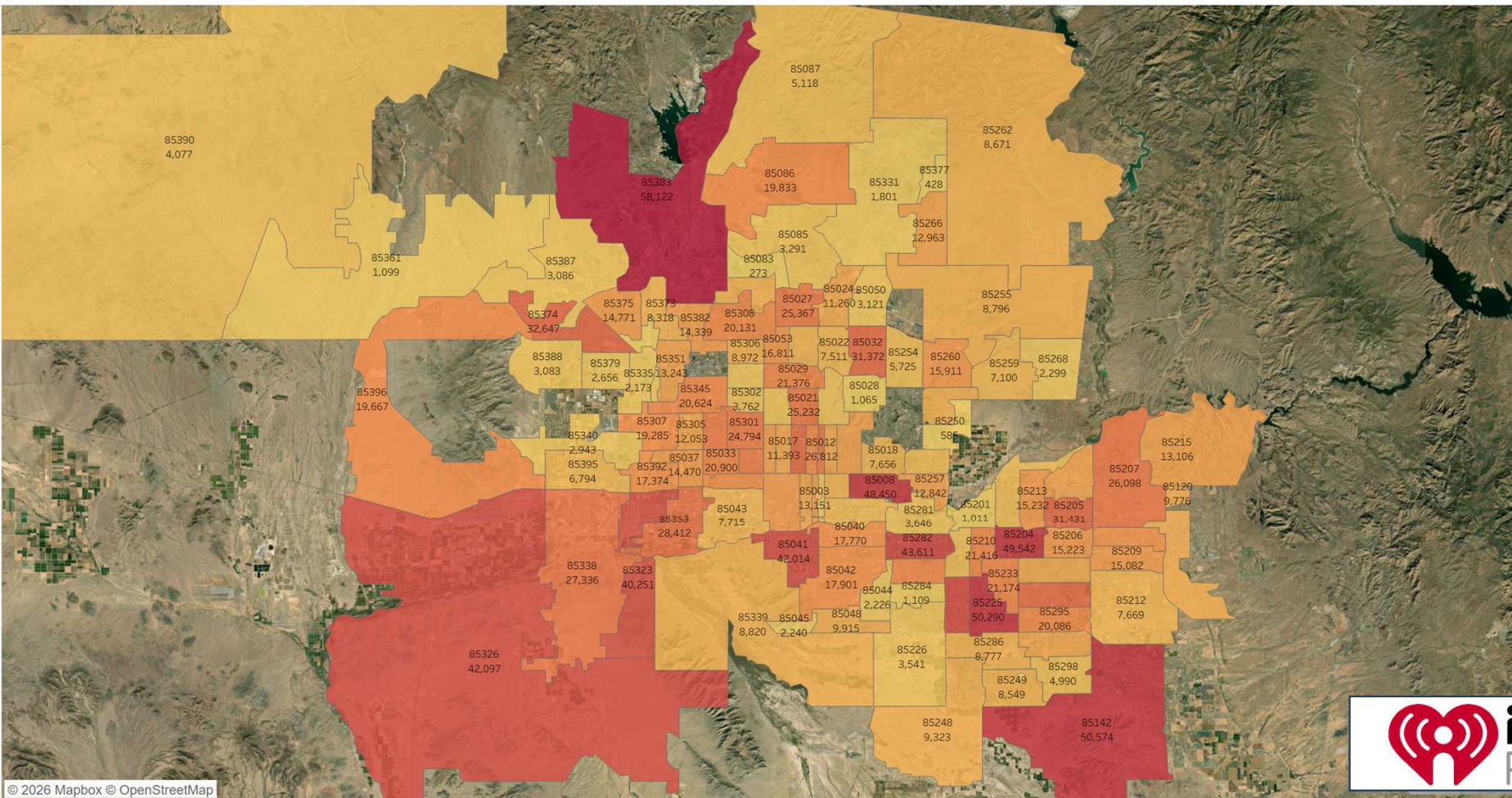
Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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



SUM(Adults 18 or older...



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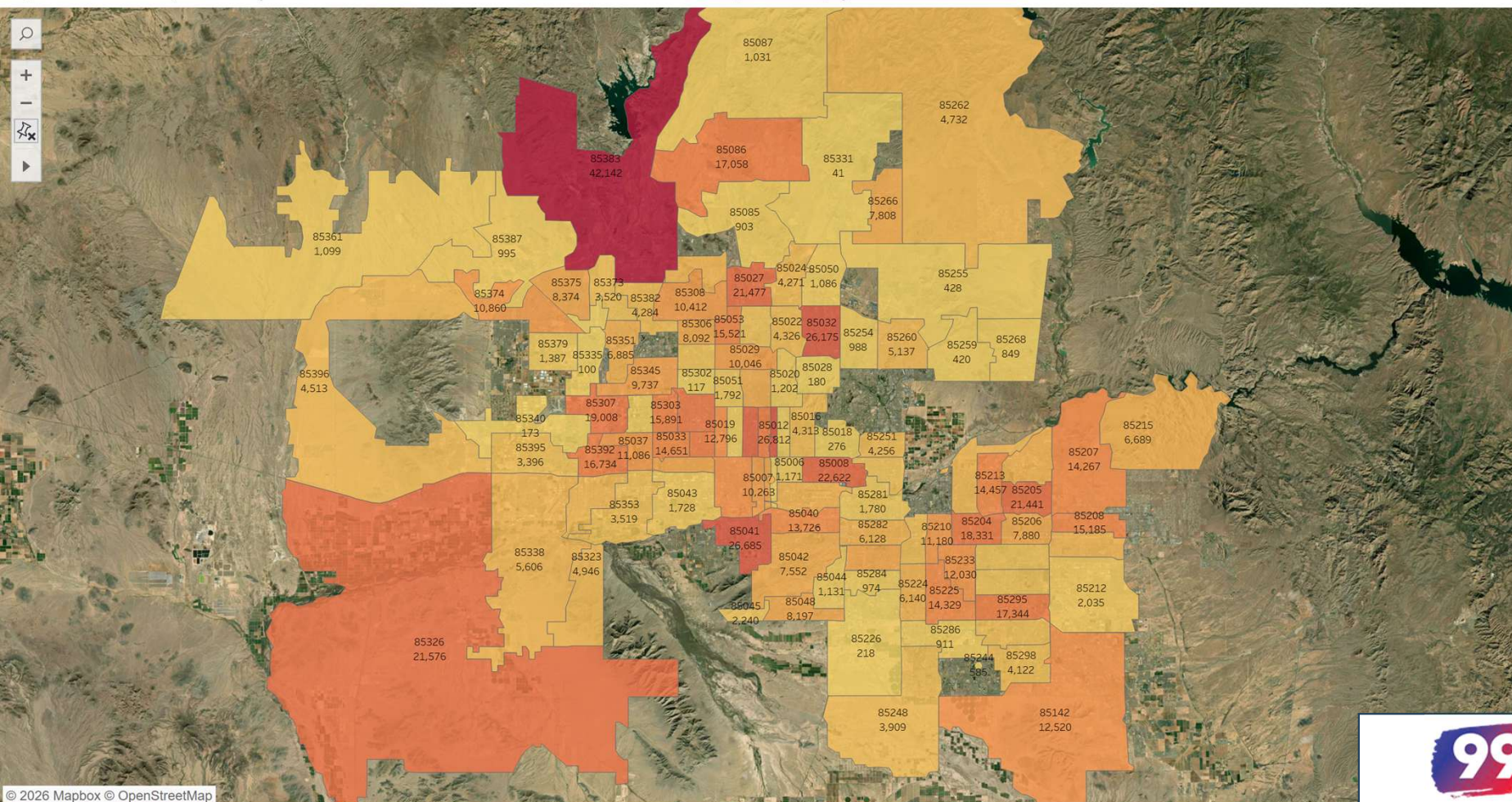
PHOENIX Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 980

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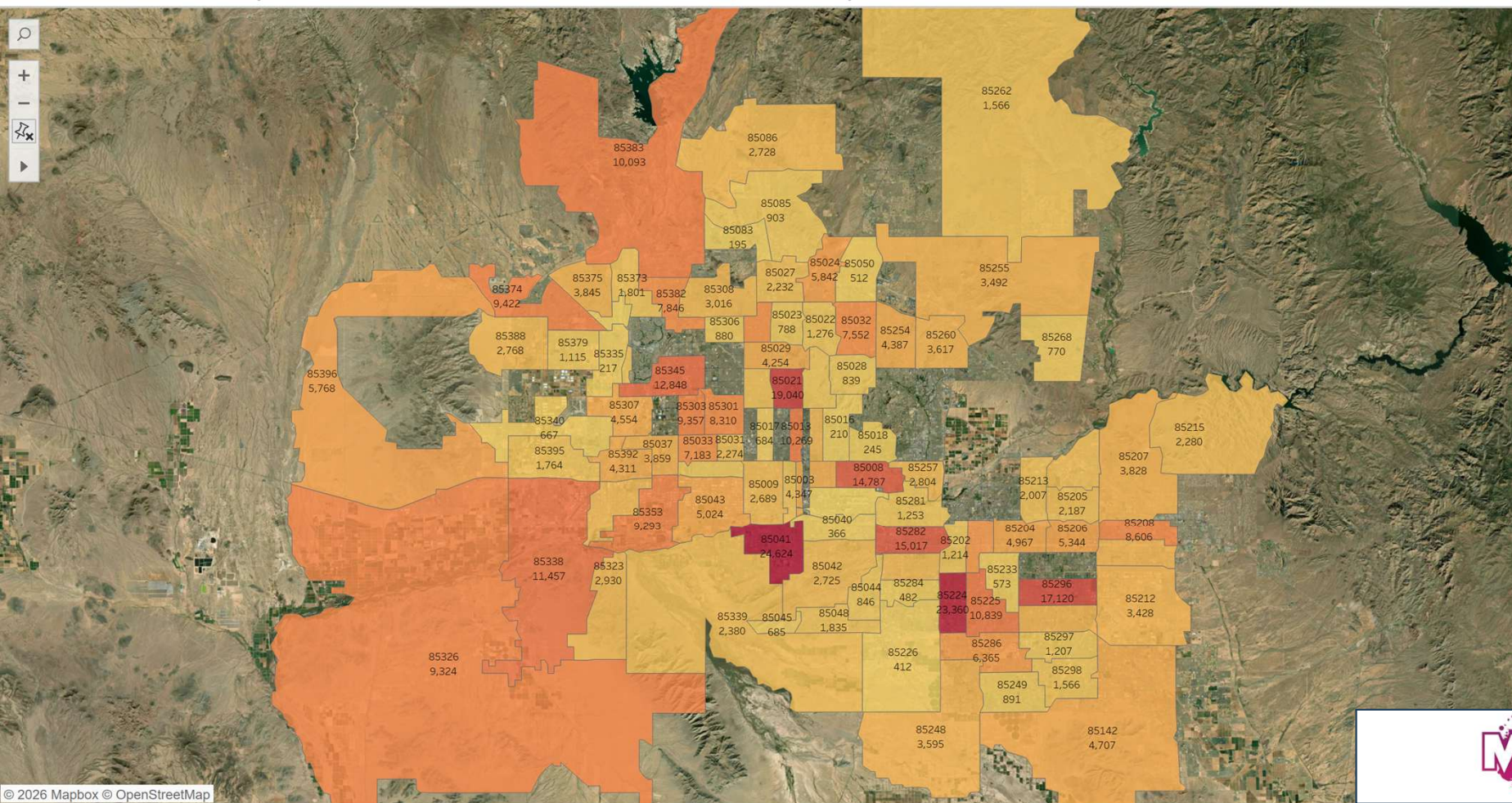
Top Residential Zip Codes: (Adults 18 or older who Listened to KESZ-FM in the past 7 days)



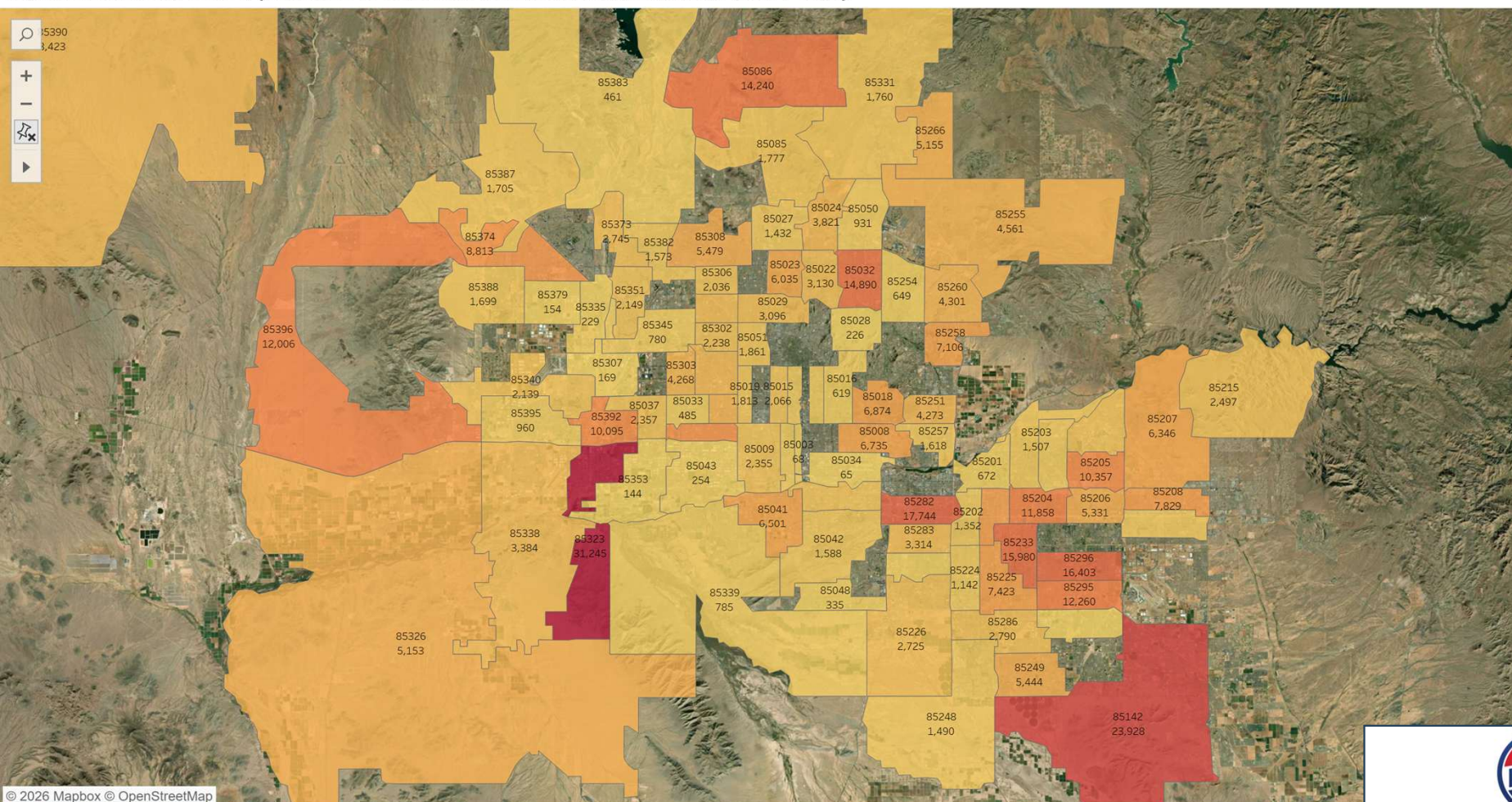
SUM(Adults 18 or older...



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



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



SUM(Adults 18 or older...



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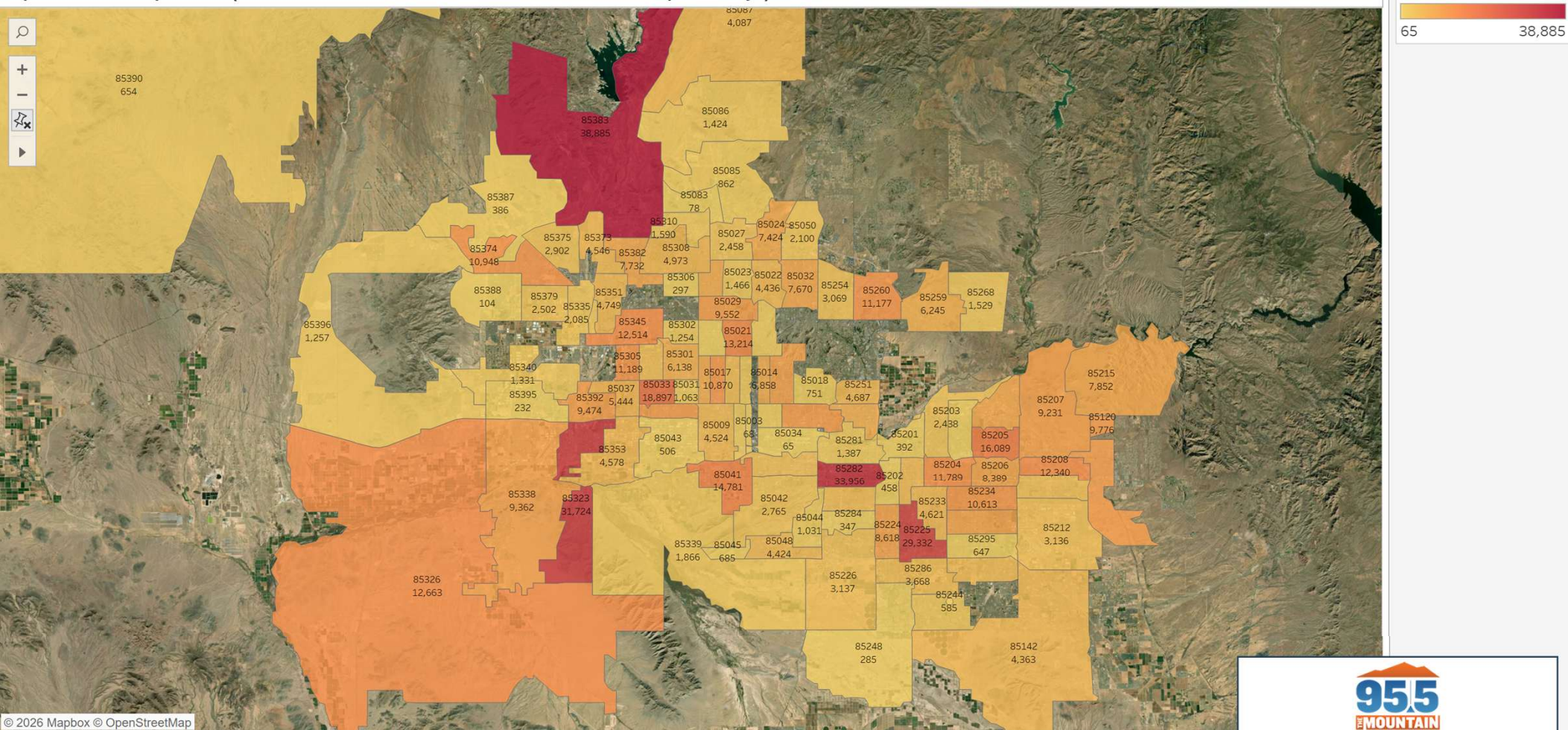


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(Radio Stations: KNIX-FM)

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



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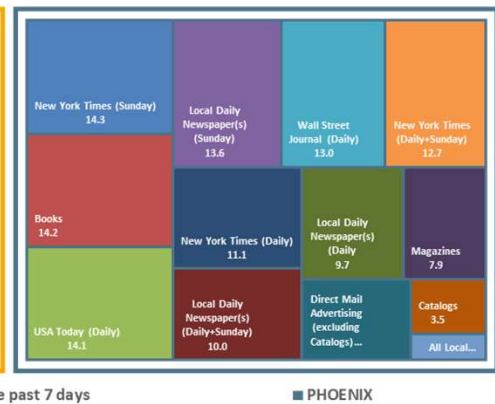
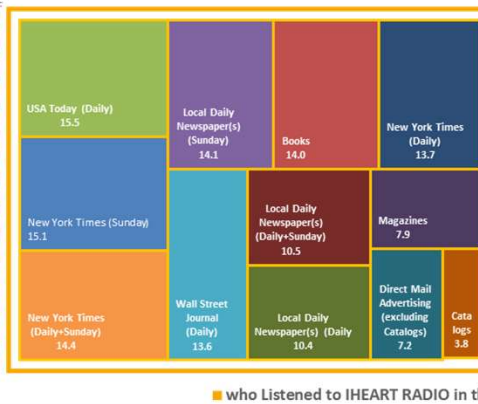
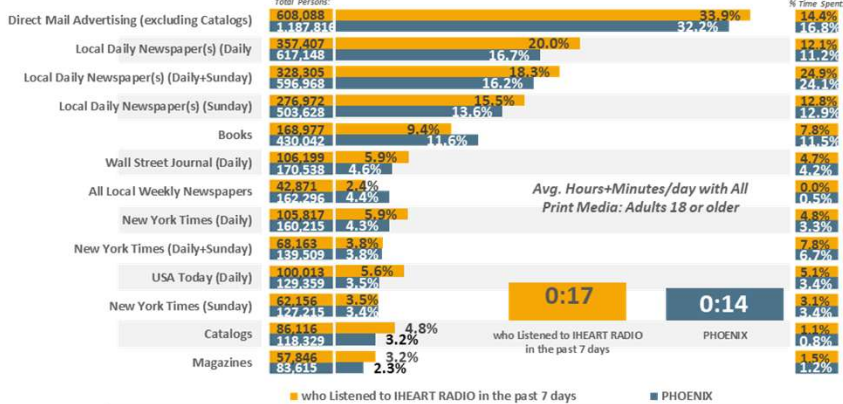
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for Anything .

(Radio Stations: KYOT-FM)

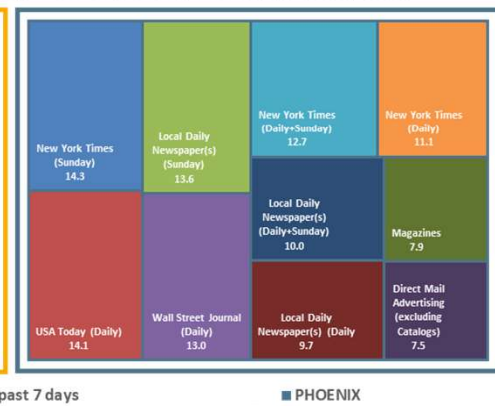
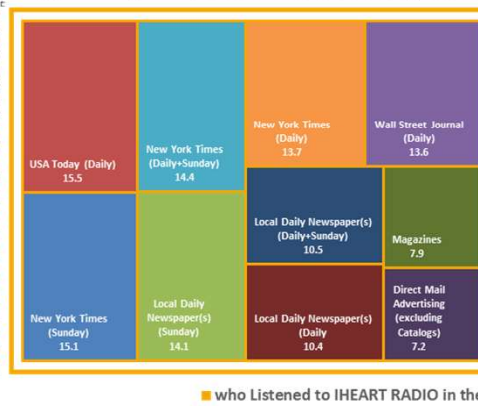
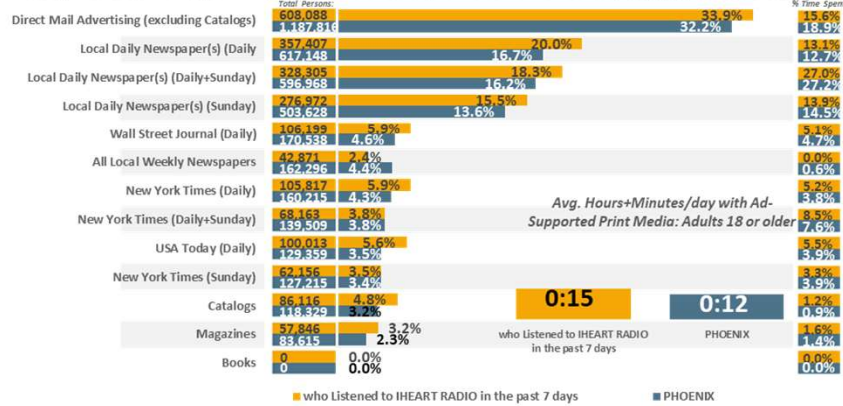


328,305 or 18.3% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.5 minutes every day representing 27.% of all time spent daily with All forms of Print Media.

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**



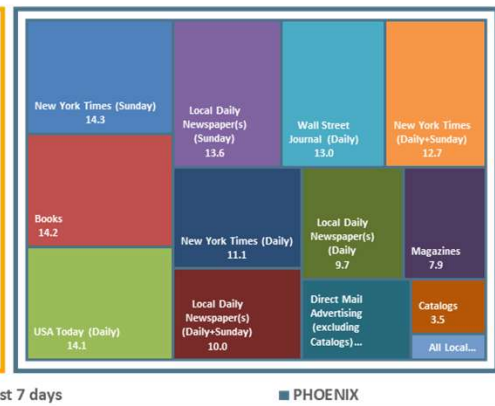
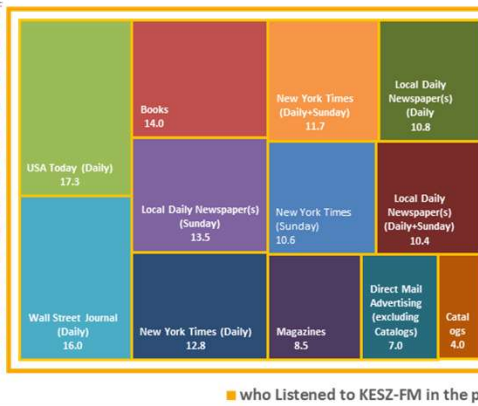
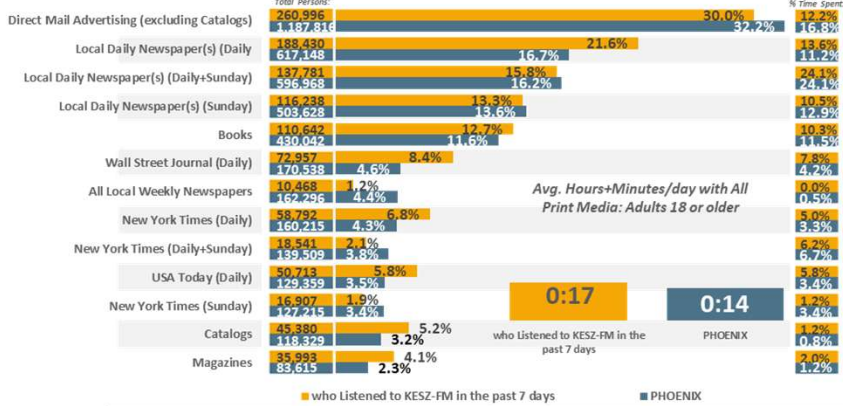
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



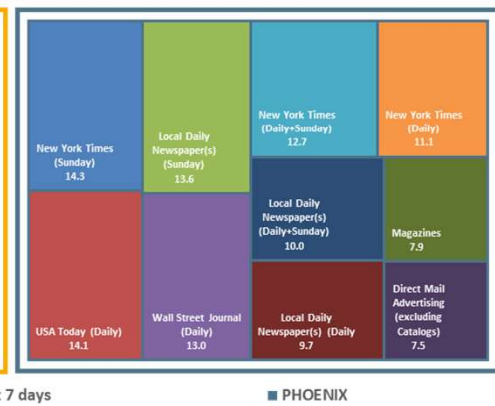
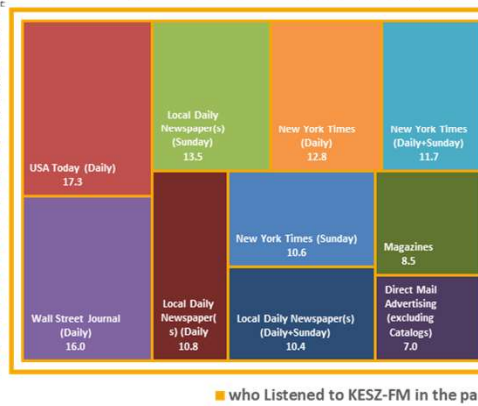
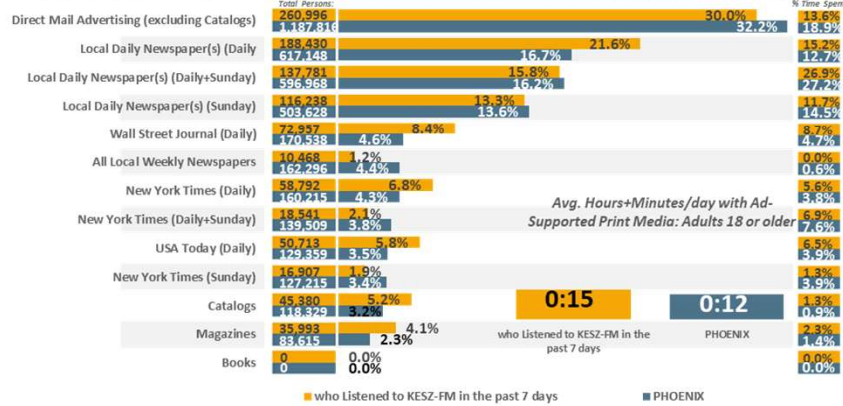
99.9KEZ

137,781 or 15.8% of Adults 18 or older who Listened to KESZ-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.4 minutes every day representing 26.9% 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**



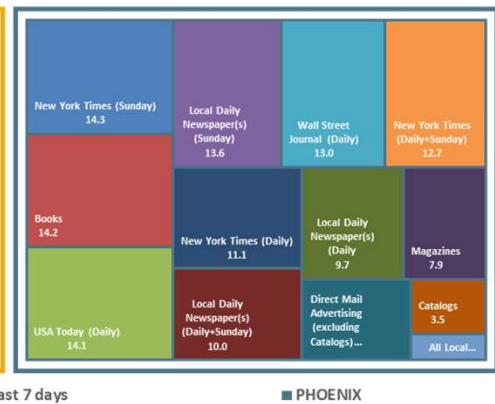
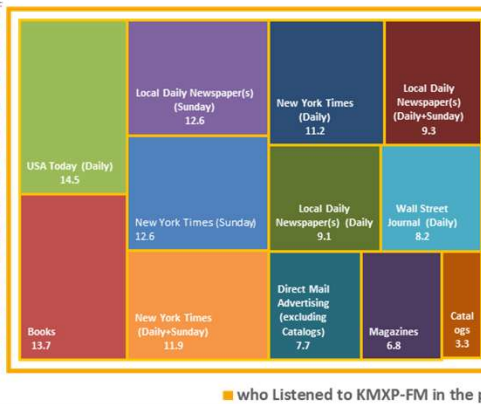
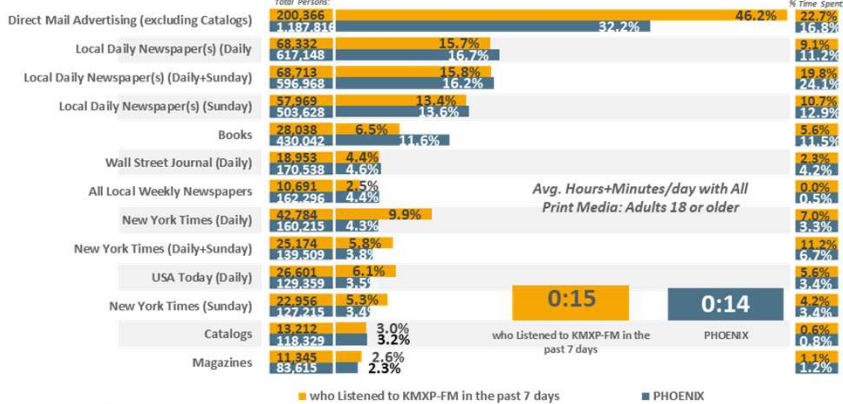
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



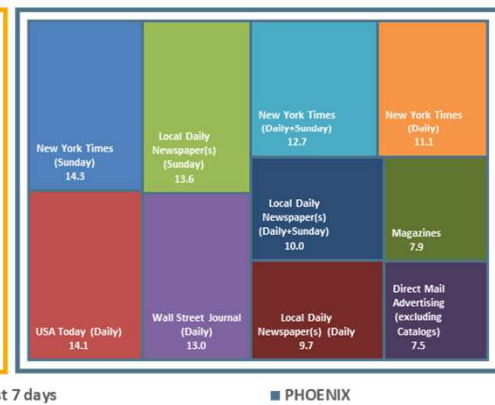
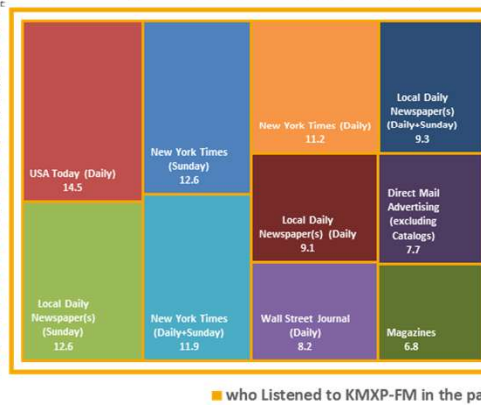
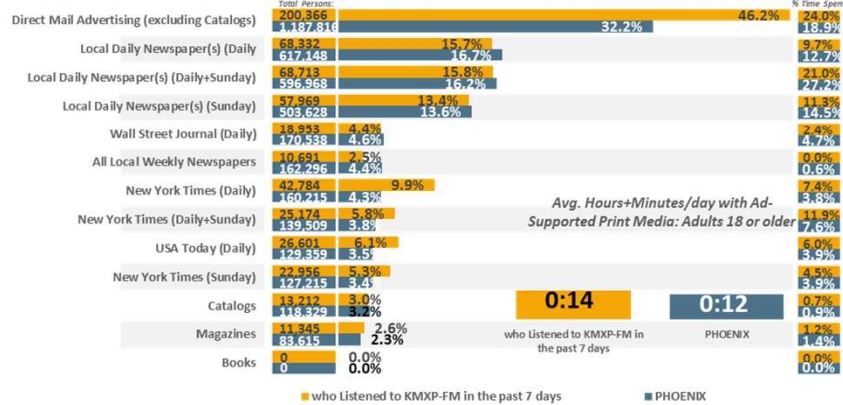


200,366 or 46.2% of Adults 18 or older who Listened to KMXP-FM in the past 7 days read Direct Mail Advertising (excluding Catalogs) for an average of 7.7 minutes every day representing 24.% of all time spent daily with All forms of Print Media.

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**



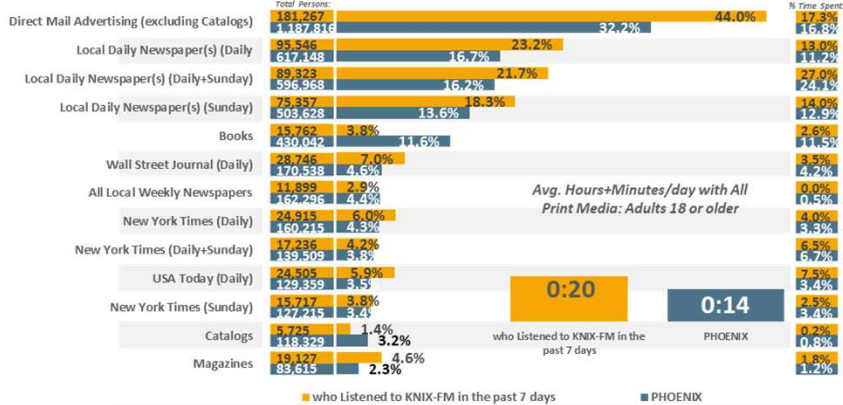
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



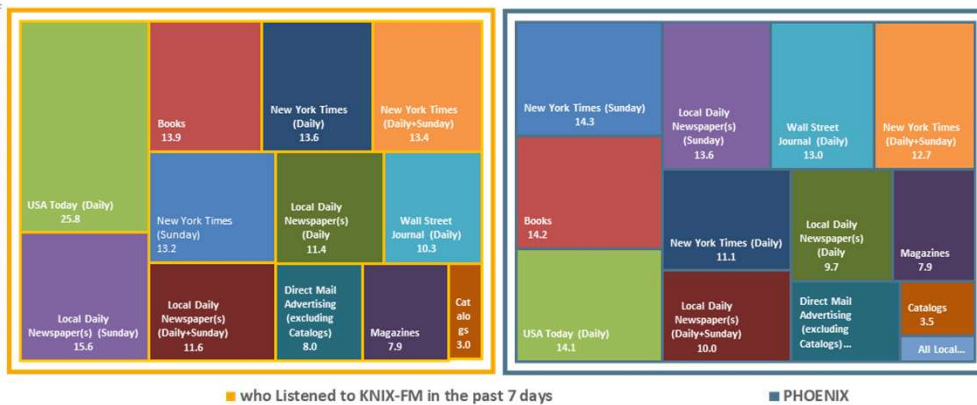


89,323 or 21.7% of Adults 18 or older who Listened to KNIX-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.6 minutes every day representing 27.7% of all time spent daily with All forms of Print Media.

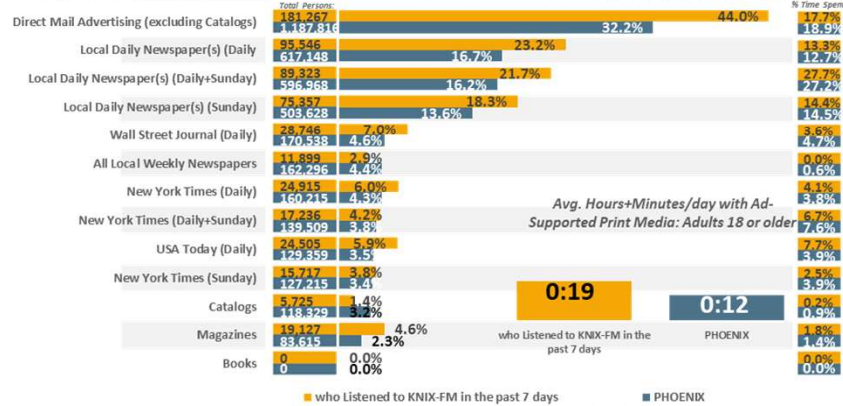
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



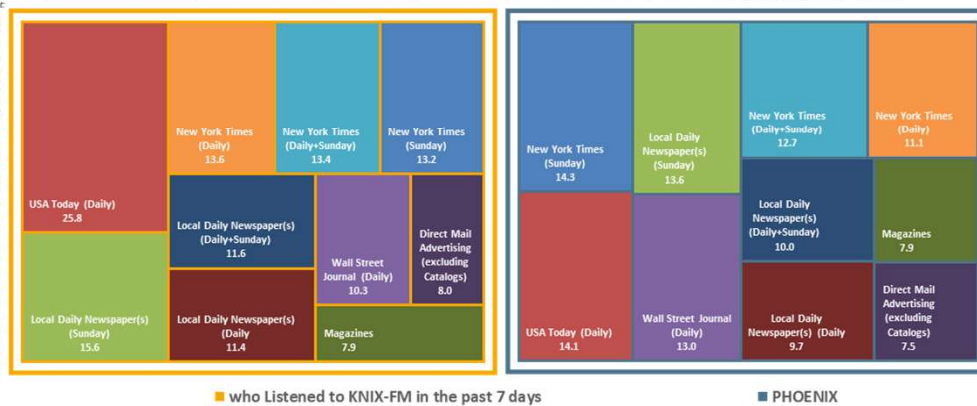
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 240
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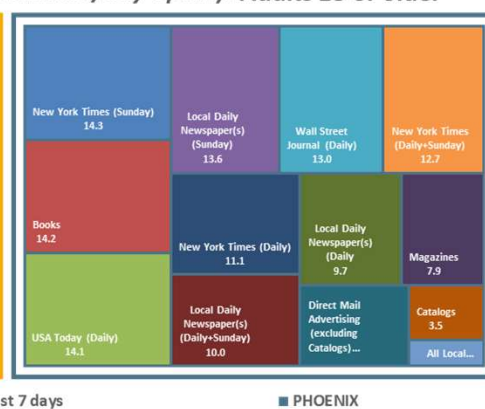
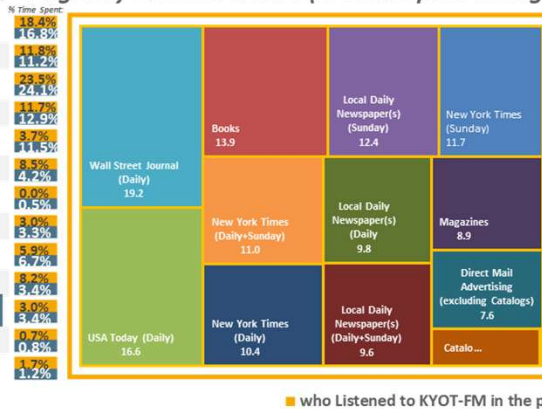
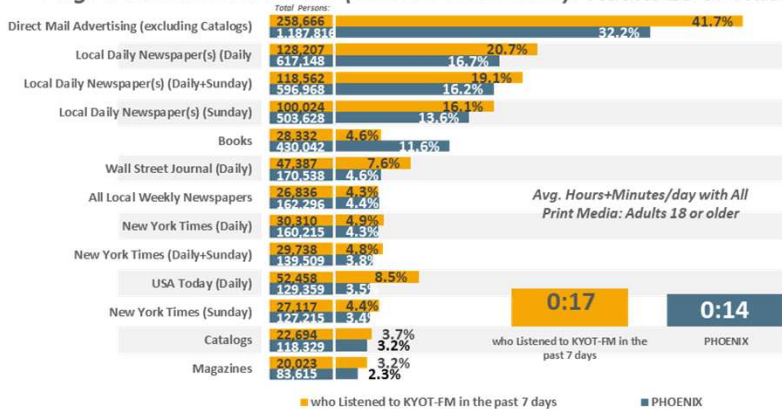
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(Radio Stations: KNIX-FM)

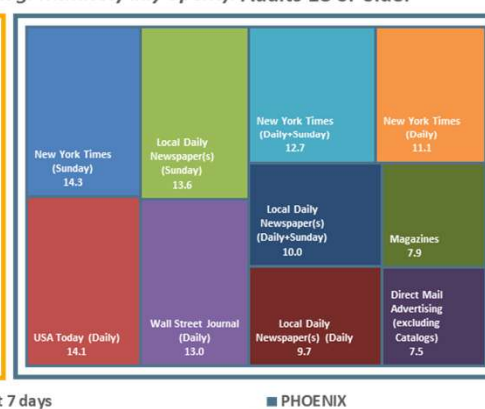
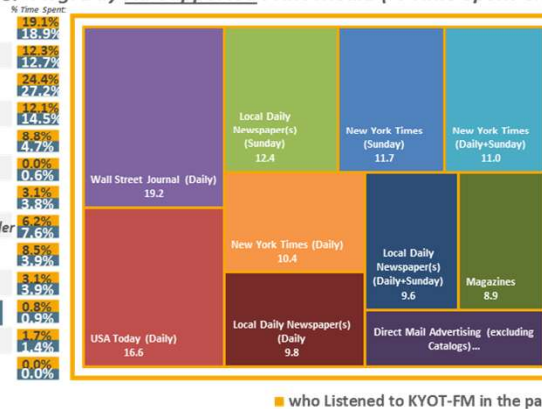
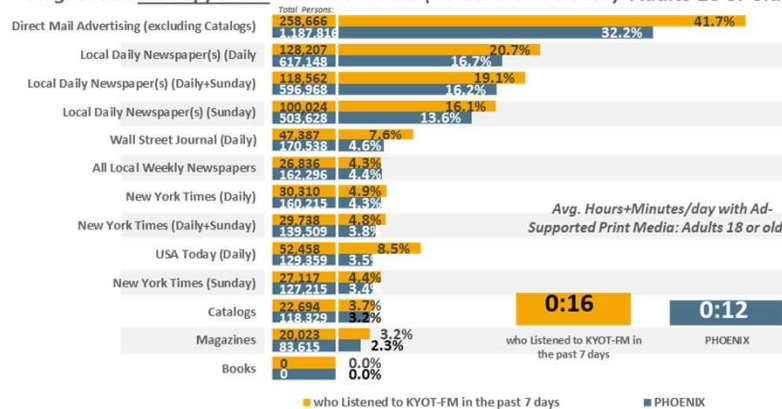


118,562 or 19.1% of Adults 18 or older who Listened to KYOT-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.6 minutes every day representing 24.4% of all time spent daily with All forms of Print Media.

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



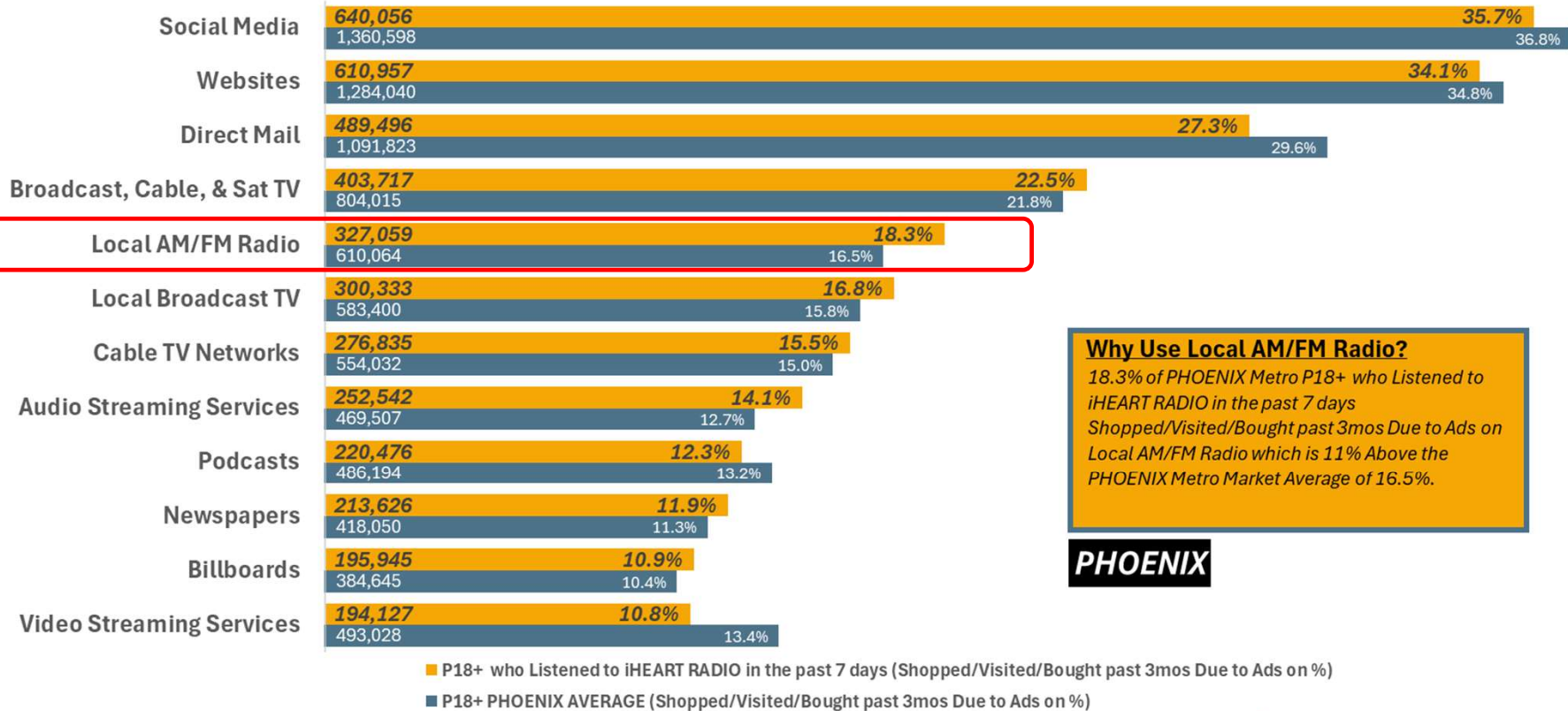
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"Advertising Actions"

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



Why Use Local AM/FM Radio?

18.3% of PHOENIX Metro P18+ who Listened to iHEART RADIO in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 11% Above the PHOENIX Metro Market Average of 16.5%.

PHOENIX

PHOENIX Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab: 980
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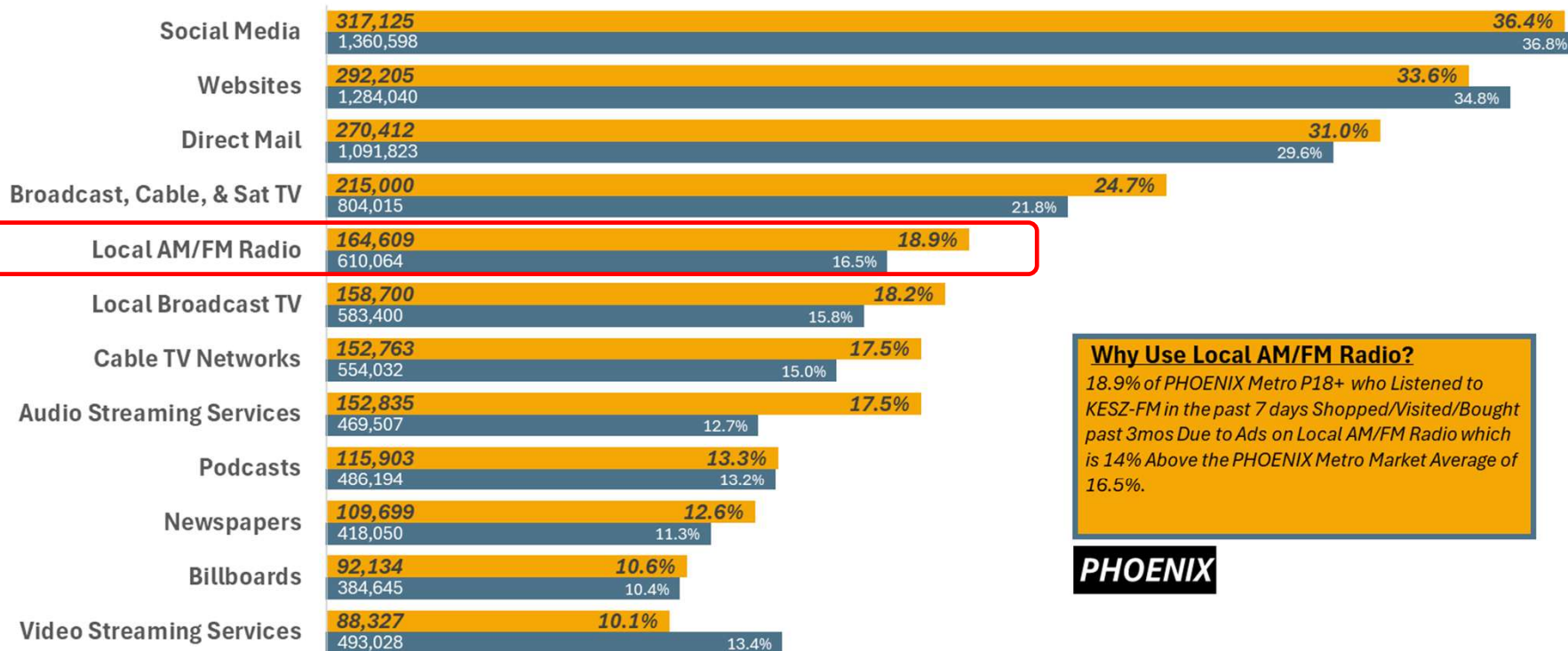
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(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)



"Advertising Actions"

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



Why Use Local AM/FM Radio?

18.9% of PHOENIX Metro P18+ who Listened to KESZ-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 14% Above the PHOENIX Metro Market Average of 16.5%.

PHOENIX

■ P18+ who Listened to KESZ-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: 419
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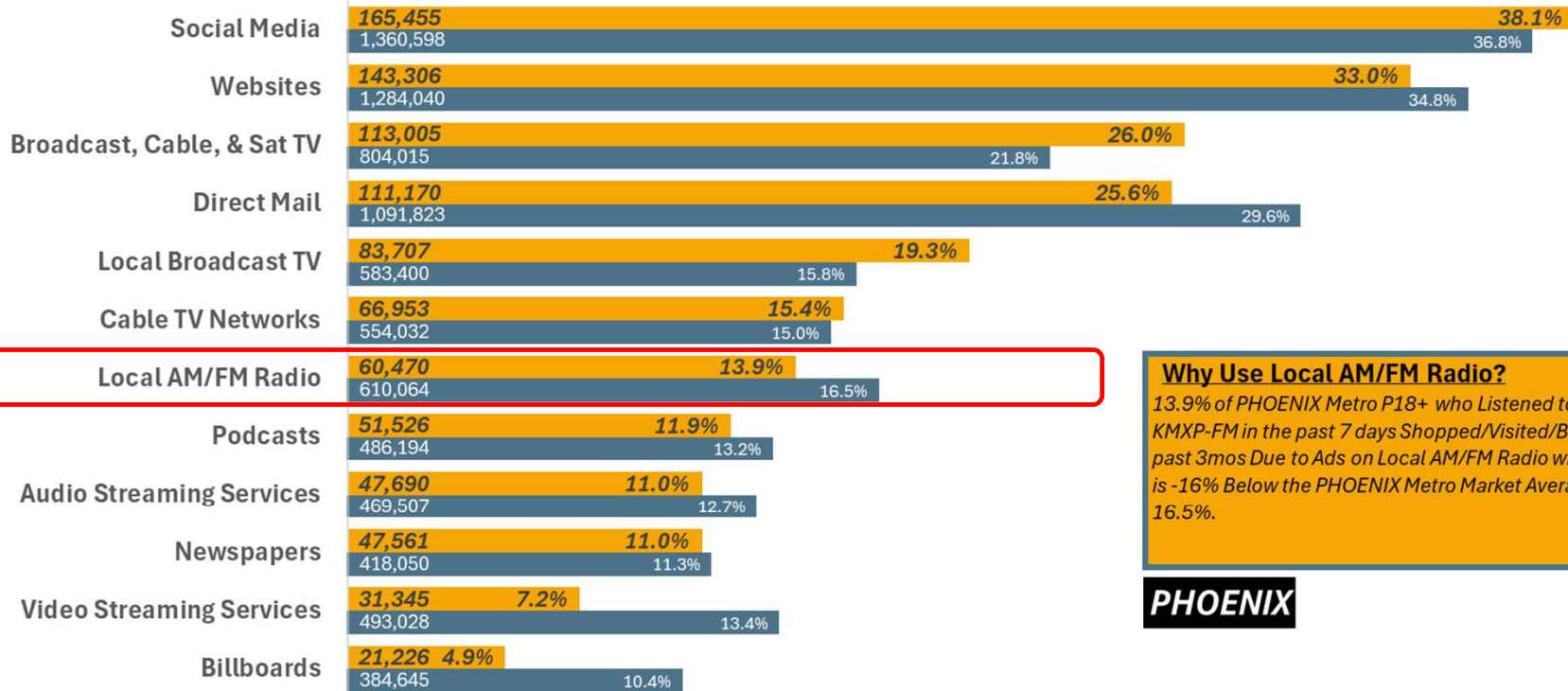
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(Radio Stations: KESZ-FM)



"Advertising Actions"

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



Why Use Local AM/FM Radio?

13.9% of PHOENIX Metro P18+ who Listened to KMXP-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -16% Below the PHOENIX Metro Market Average of 16.5%.

PHOENIX

■ P18+ who Listened to KMXP-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: 268
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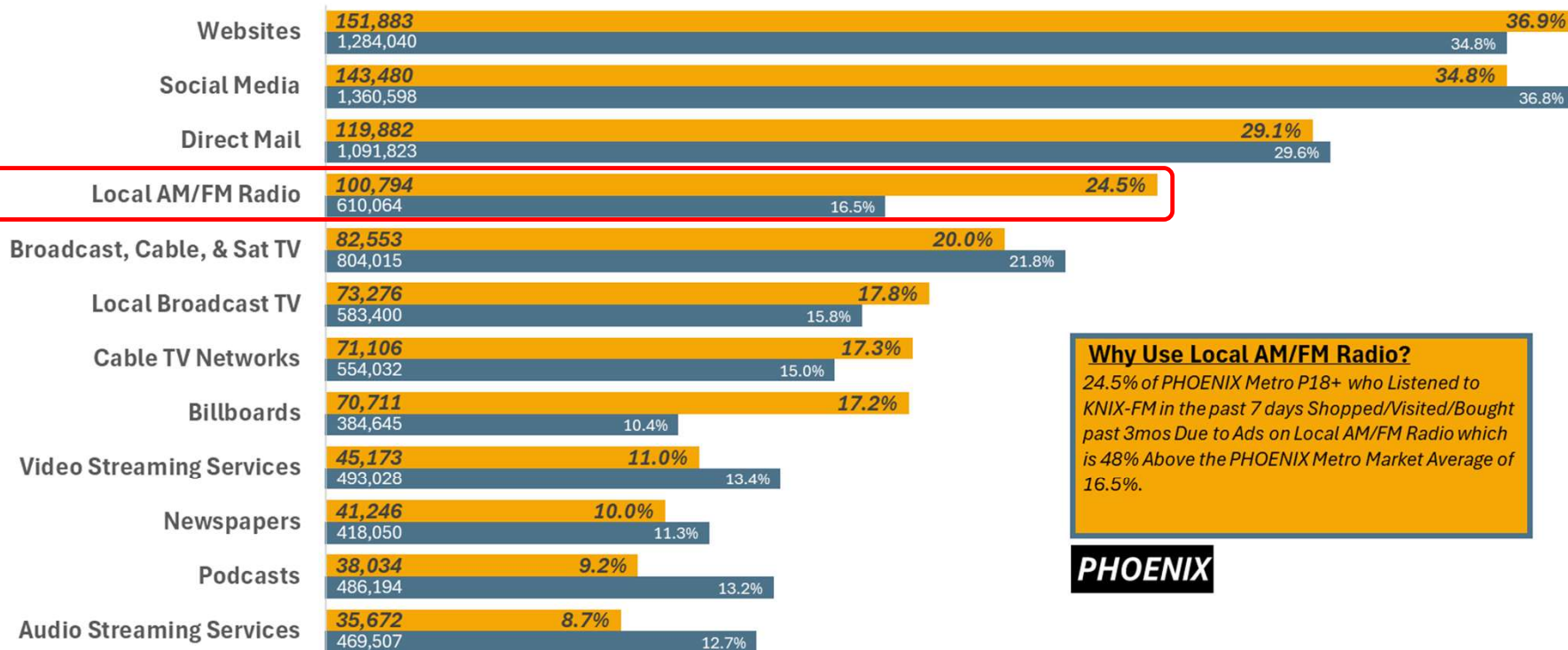
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(Radio Stations: KMXP-FM)



"Advertising Actions"

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



Why Use Local AM/FM Radio?

24.5% of PHOENIX Metro P18+ who Listened to KNIX-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 48% Above the PHOENIX Metro Market Average of 16.5%.

PHOENIX

■ P18+ who Listened to KNIX-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: 240
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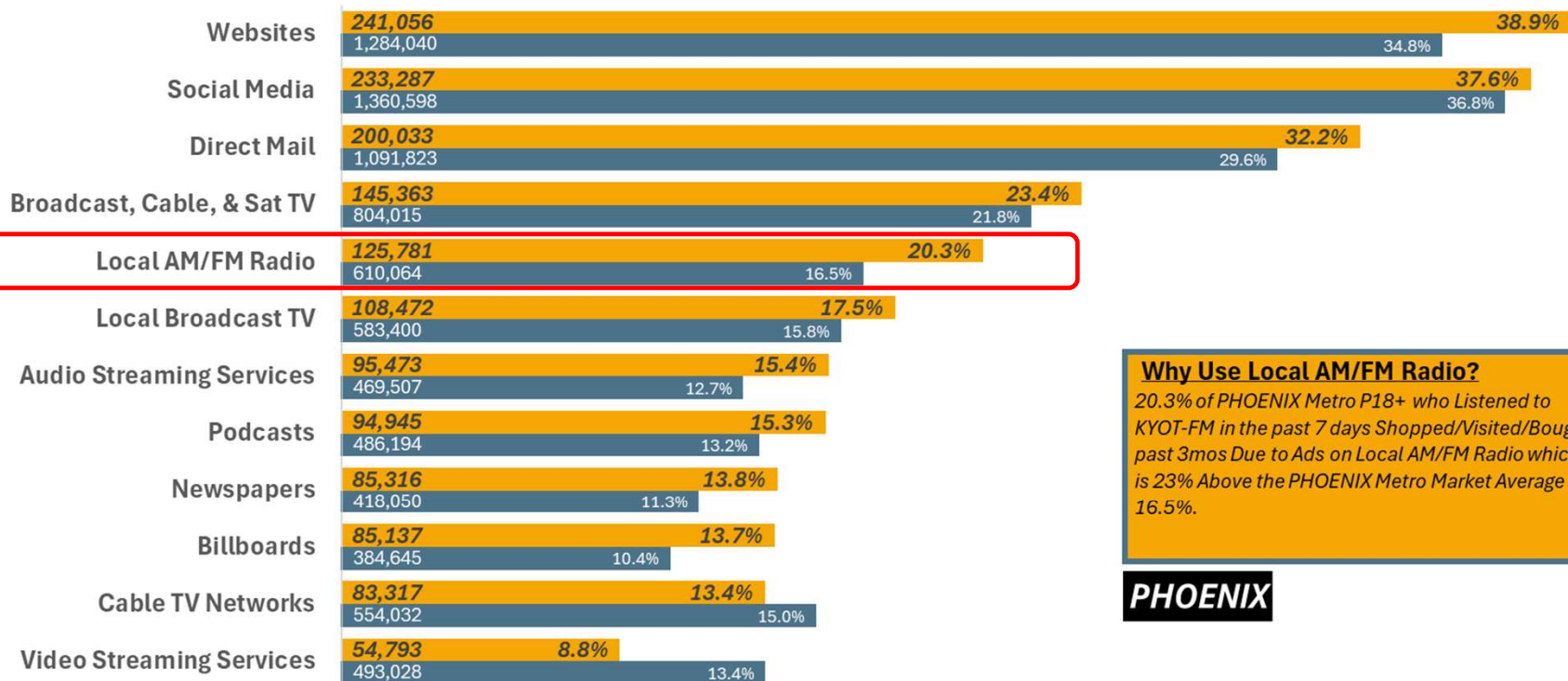
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(Radio Stations: KNIX-FM)



"Advertising Actions"

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



Why Use Local AM/FM Radio?

20.3% of PHOENIX Metro P18+ who Listened to KYOT-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 23% Above the PHOENIX Metro Market Average of 16.5%.

PHOENIX

■ P18+ who Listened to KYOT-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: 342
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(Radio Stations: KYOT-FM)