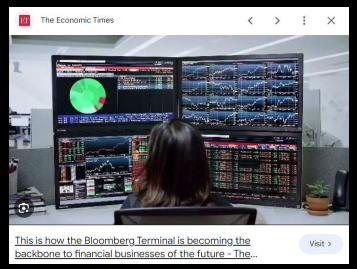
PHOENIX, AZ Metro – 5 P18+ Profiles of HUBBARD RADIO Listeners!

Brand New Data as of JULY 31, 2025!

Complete Demographic & Media Use Profiles











HUBBARD RADIO

OLDIES 92.7 1440 AM KAZG

93.3 ALT AZ ARIZONA'S ALTERNATIVE

100.7 FM KSLX CLASSIC ROCK

98kUPD ARIZONA'S REAL ROCK

HUBBARD BROADCASTING INC. HB INC.

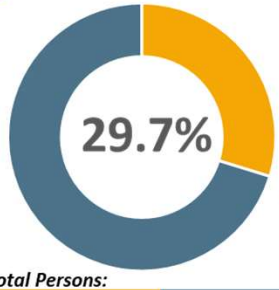
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

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

HUBBARD RADIO

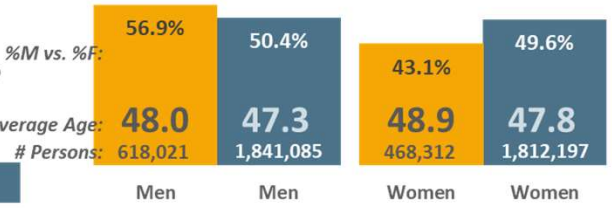
29.7% or 1,086,333 of PHOENIX Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Typical Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 48.4 years old (1.9% older than average) and have a $110,275 (.1% higher than average) annual household income.

Percent of Market: Adults 18 or older

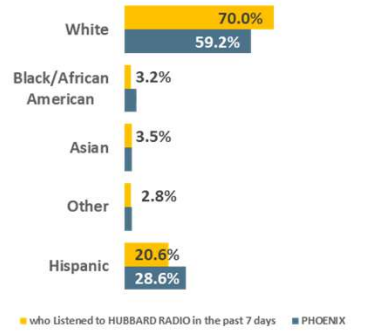


Total Persons:	1,086,333	2,566,949

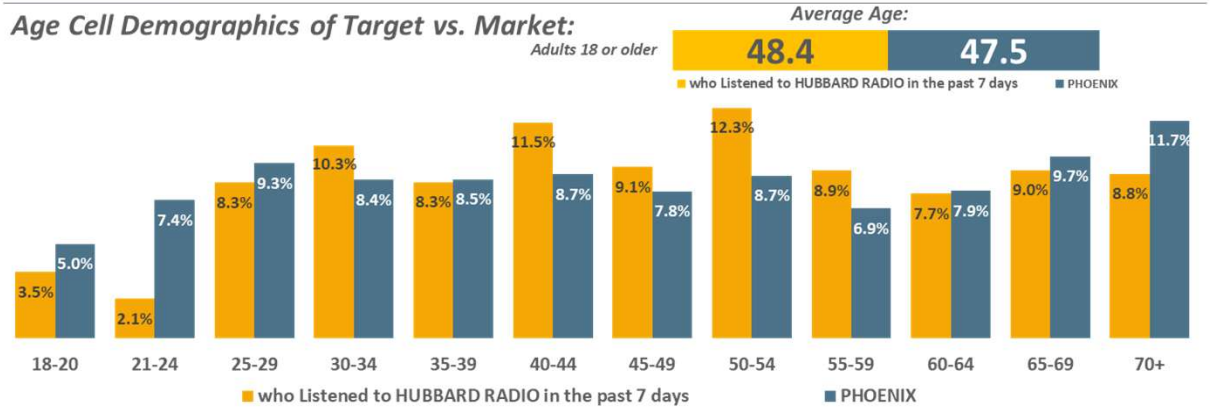
Gender of Target vs. Market: Adults 18 or older



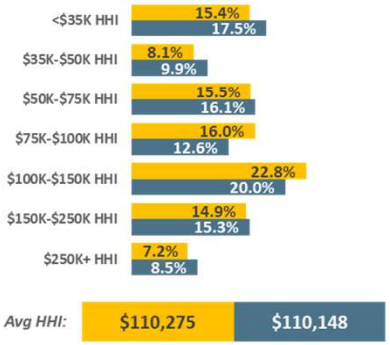
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$110,275	$110,148

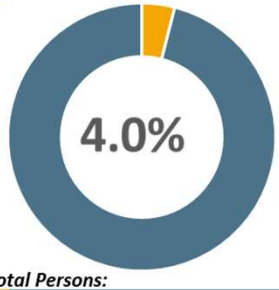
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 615

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

4.% or 145,244 of PHOENIX Metro Adults 18 or older Listened to KAZG-AM in the past 7 days.
Typical Adults 18 or older who Listened to KAZG-AM in the past 7 days are 63.2 years old (32.8% older than average) and have a $91,649 (16.8% lower than average) annual household income.

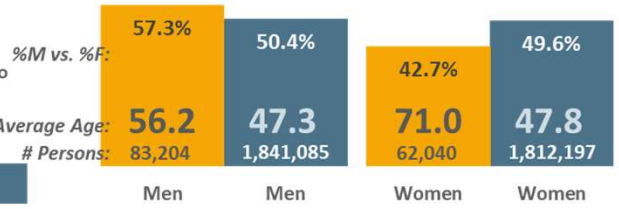
Percent of Market: Adults 18 or older



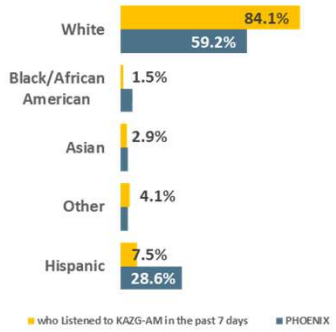
Total Persons:

145,244	3,508,038

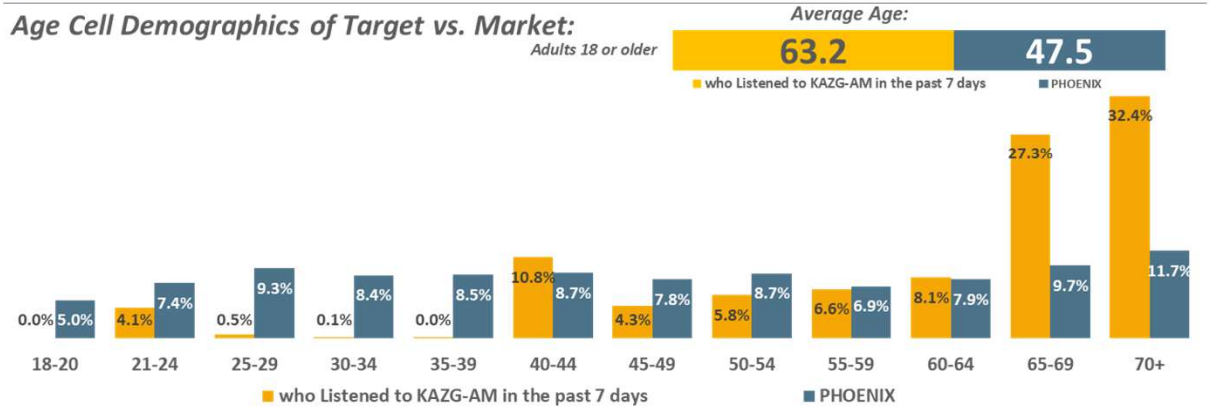
Gender of Target vs. Market: Adults 18 or older



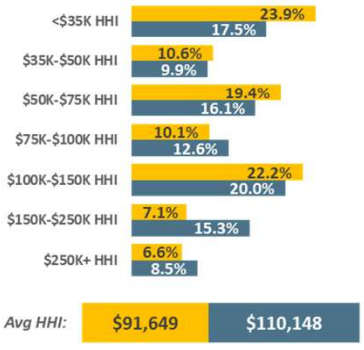
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 68

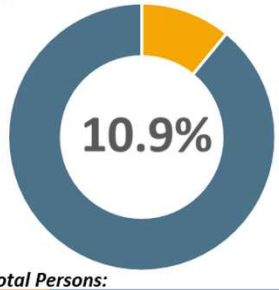
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(Radio Stations: KAZG-AM)

93·3 ALT★AZ ARIZONA'S ALTERNATIVE

10.9% or 399,209 of PHOENIX Metro Adults 18 or older Listened to KDKB-FM in the past 7 days.
Typical Adults 18 or older who Listened to KDKB-FM in the past 7 days are 45.1 years old (5.2% younger than average) and have a $112,874 (2.5% higher than average) annual household income.

Percent of Market: Adults 18 or older



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

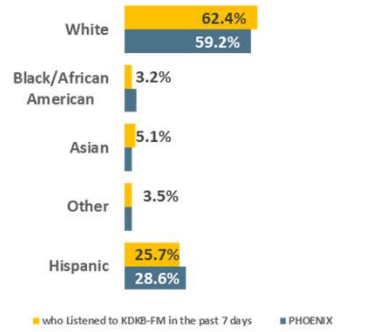
Total Persons:

399,209 | 3,254,073

Gender of Target vs. Market: Adults 18 or older

	Men	Men	Women	Women
%M vs. %F:	55.5%	50.4%	44.5%	49.6%
Average Age:	45.8	47.3	44.4	47.8
# Persons:	221,751	1,841,085	177,458	1,812,197

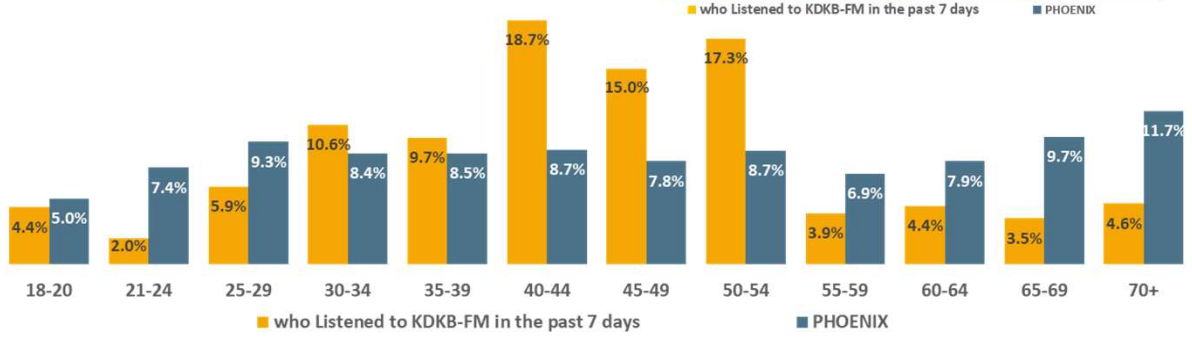
Ethnicity of Target vs. Market:



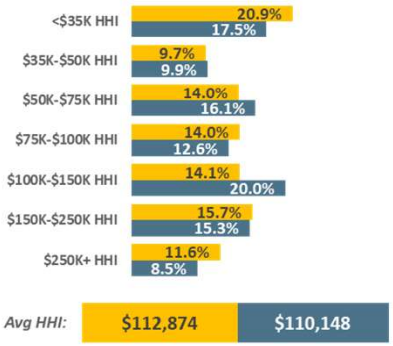
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older	who Listened to KDKB-FM in the past 7 days	PHOENIX
	45.1	47.5



HHI of Target vs. Market:



Avg HHI:	$112,874	$110,148

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

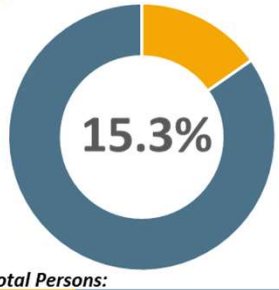
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(Radio Stations: KDKB-FM)

100.7 FM KSLX CLASSIC ROCK

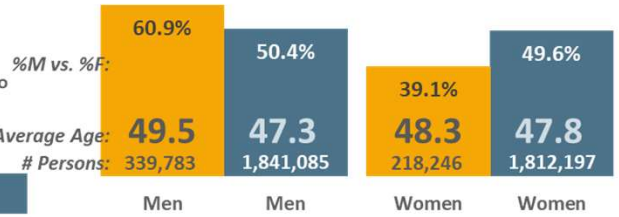
15.3% or 558,029 of PHOENIX Metro Adults 18 or older Listened to KSLX-FM in the past 7 days.
Typical Adults 18 or older who Listened to KSLX-FM in the past 7 days are 48.9 years old (2.8% older than average) and have a $114,271 (3.7% higher than average) annual household income.

Percent of Market: Adults 18 or older

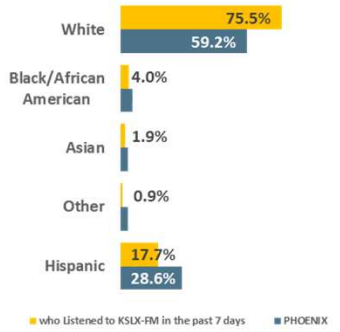


Total Persons:
558,029 | 3,095,253

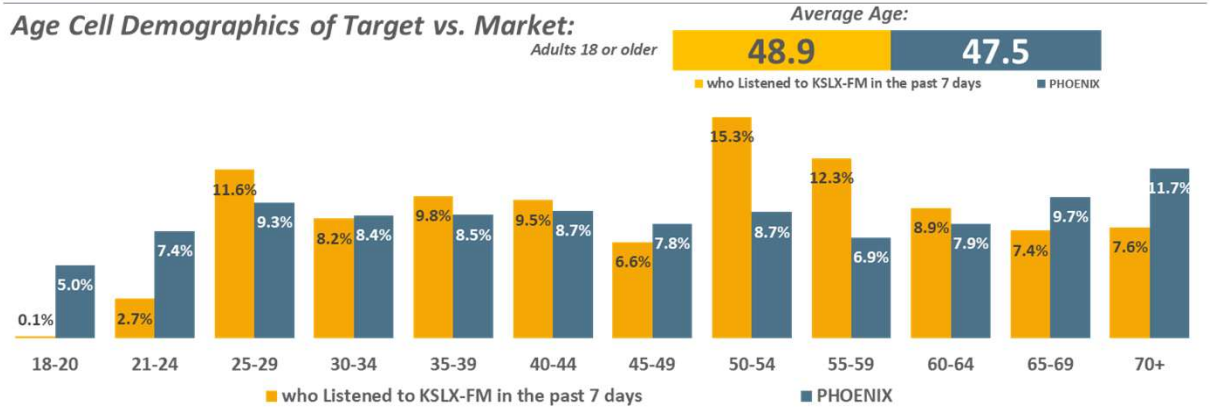
Gender of Target vs. Market: Adults 18 or older



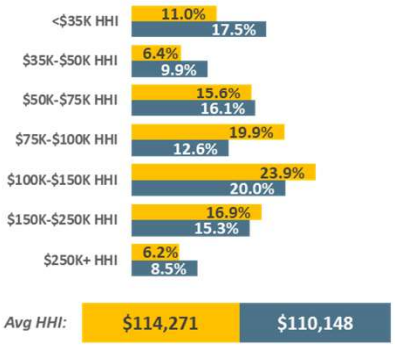
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $114,271 | $110,148

PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 315

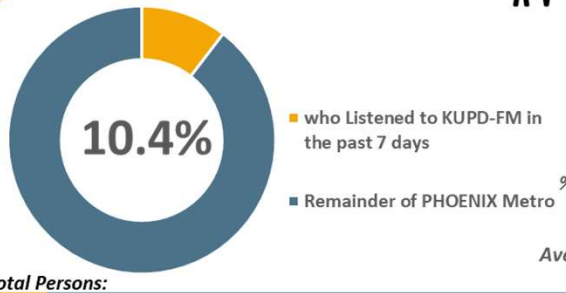
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(Radio Stations: KSLX-FM)

98KUPD ARIZONA'S REAL ROCK

10.4% or 380,363 of PHOENIX Metro Adults 18 or older Listened to KUPD-FM in the past 7 days.
Typical Adults 18 or older who Listened to KUPD-FM in the past 7 days are 46.4 years old (2.4% younger than average) and have a $108,900 (1.1% lower than average) annual household income.

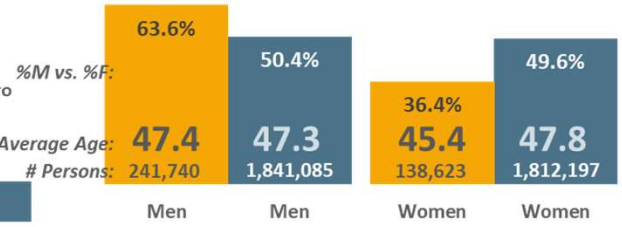
Percent of Market: Adults 18 or older



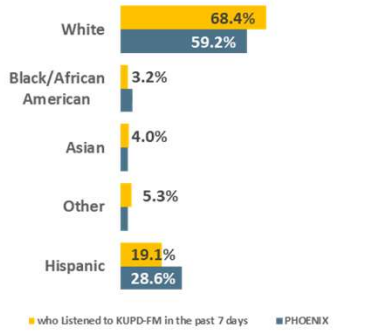
Total Persons:

380,363 | 3,272,919

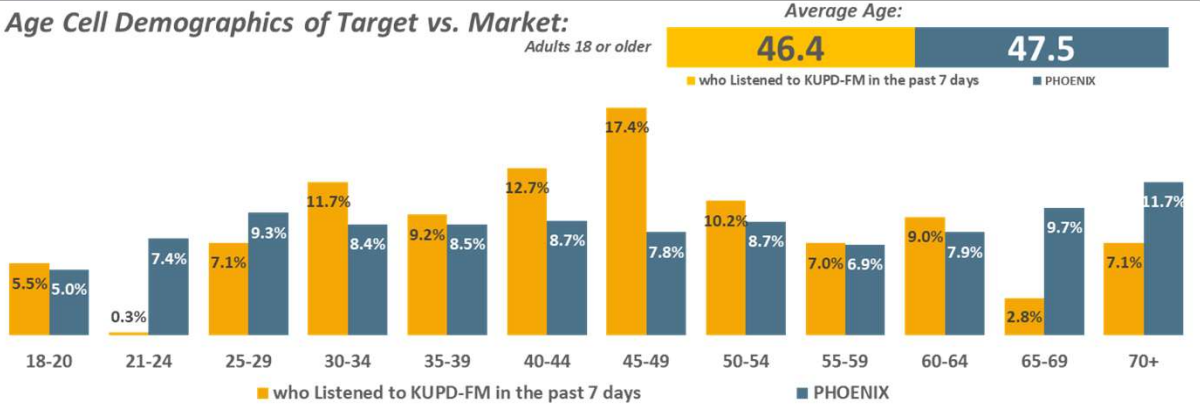
Gender of Target vs. Market: Adults 18 or older



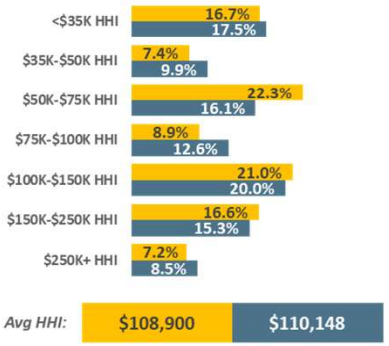
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $108,900 | $110,148

PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 251

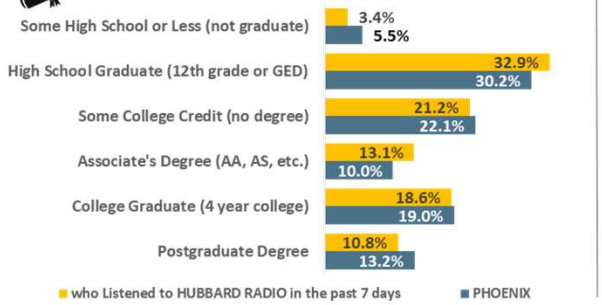
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(Radio Stations: KUPD-FM)

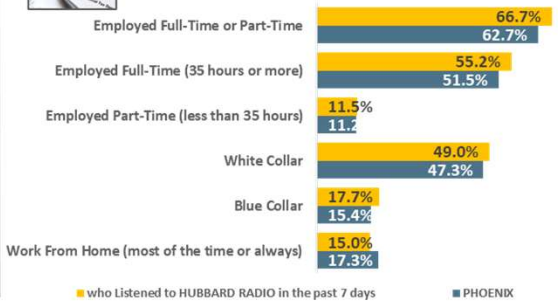
HUBBARD RADIO

29.7% or 1,086,333 of PHOENIX Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 8.7% less likely to be a college graduate, 7.2% more likely to work full-time, 4.2% more likely to be married, 6.5% more likely to be a parent of 1 or more children under 18.

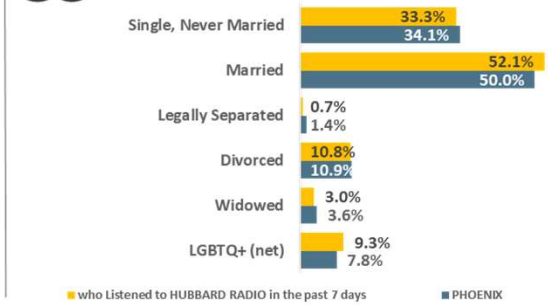
Education Levels: Adults 18 or older



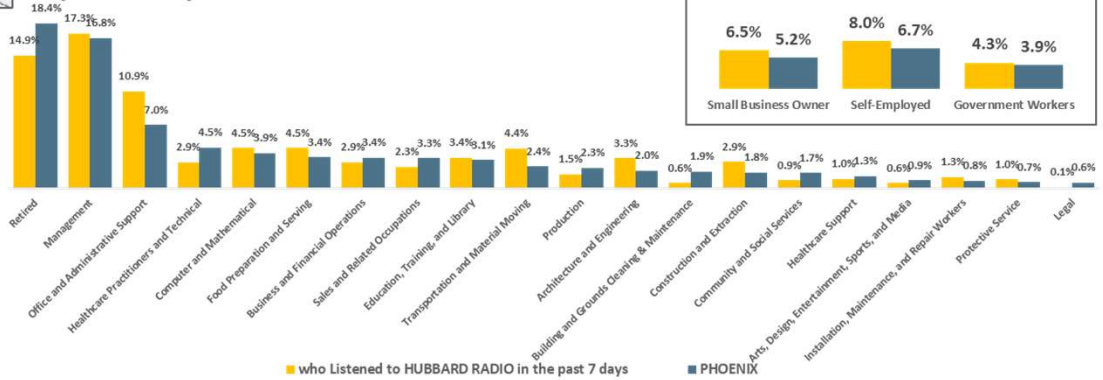
Employment: Adults 18 or older



Marital Status: Adults 18 or older

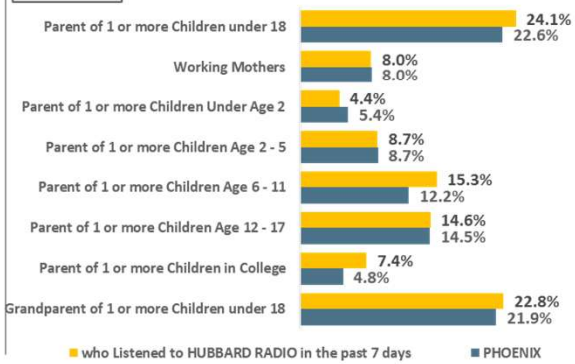


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 615

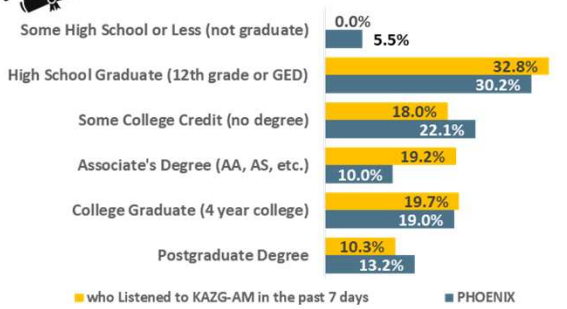
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(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

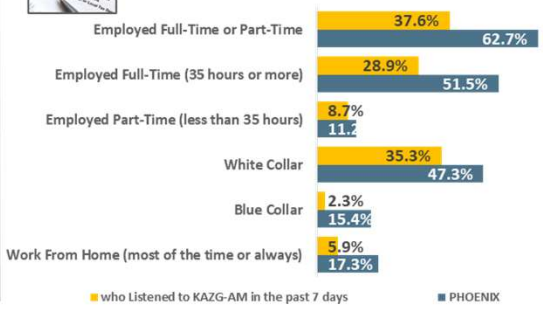
OLDIES 92.7 1440 AM KAZG

4.% or 145,244 of PHOENIX Metro Adults 18 or older Listened to KAZG-AM in the past 7 days.
Adults 18 or older who Listened to KAZG-AM in the past 7 days are 6.8% less likely to be a college graduate, 43.8% less likely to work full-time, 21.7% more likely to be married, 78.1% less likely to be a parent of 1 or more children under 18.

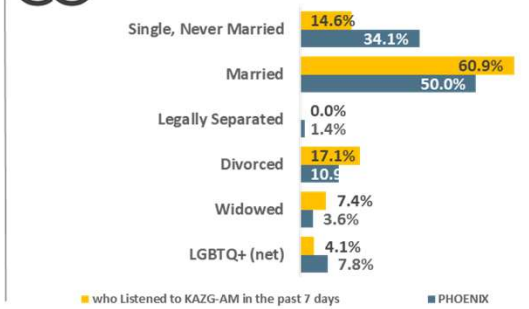
Education Levels: Adults 18 or older



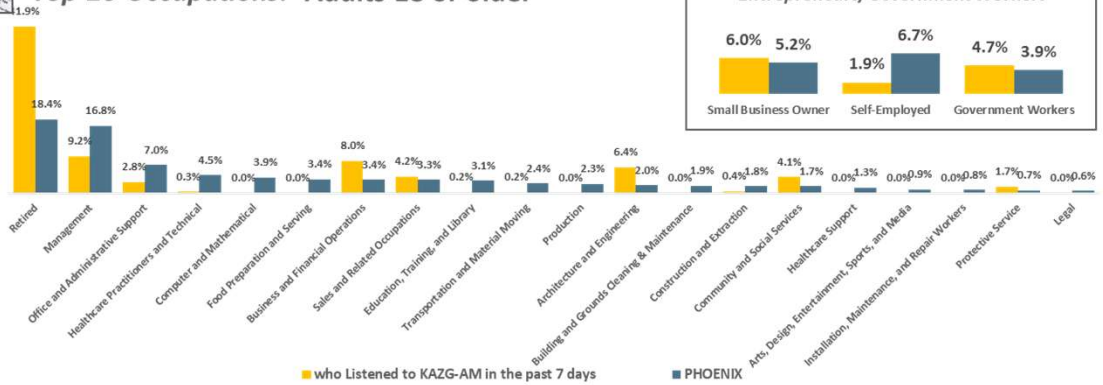
Employment: Adults 18 or older



Marital Status: Adults 18 or older

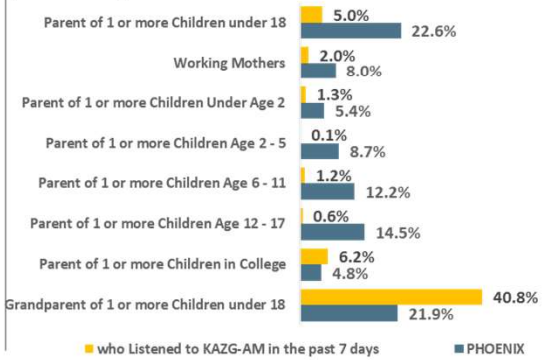


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



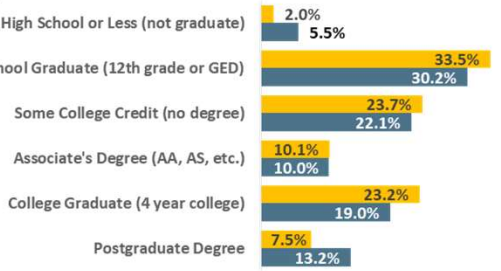
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(Radio Stations: KAZG-AM)

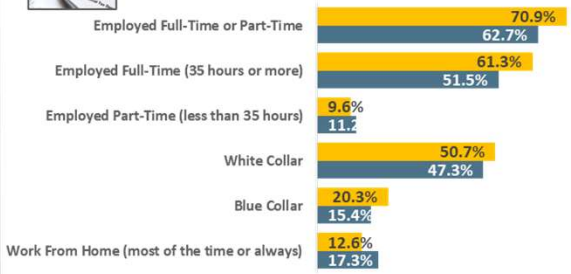
93·3 ALT★AZ ARIZONA'S ALTERNATIVE

10.9% or 399,209 of PHOENIX Metro Adults 18 or older Listened to KDKB-FM in the past 7 days.
Adults 18 or older who Listened to KDKB-FM in the past 7 days are 4.7% less likely to be a college graduate, 19.1% more likely to work full-time, 14.8% more likely to be married, 56.8% more likely to be a parent of 1 or more children under 18.

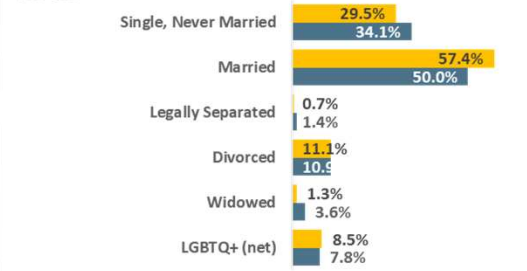
Education Levels: Adults 18 or older



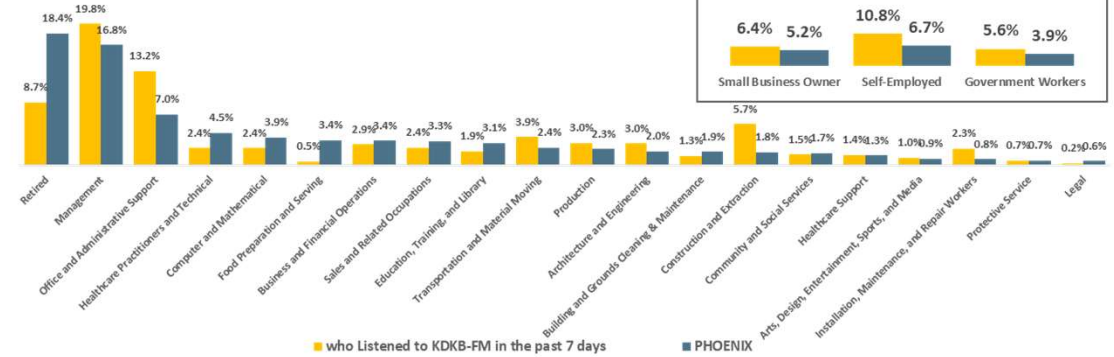
Employment: Adults 18 or older



Marital Status: Adults 18 or older

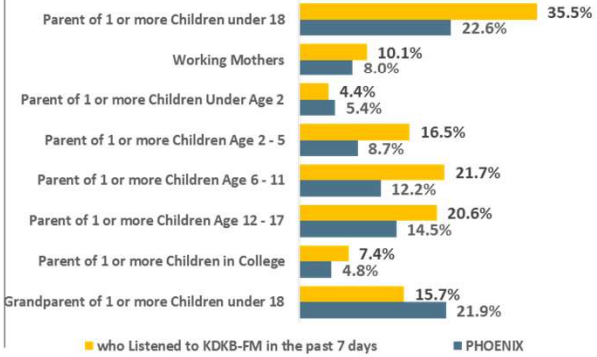


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



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

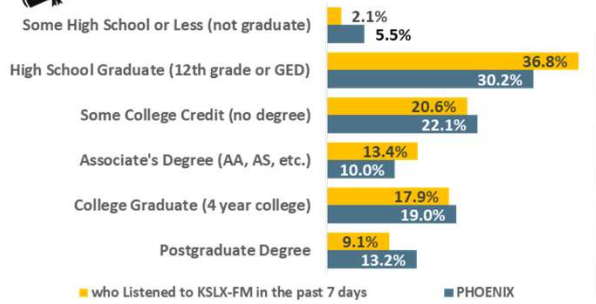
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(Radio Stations: KDKB-FM)

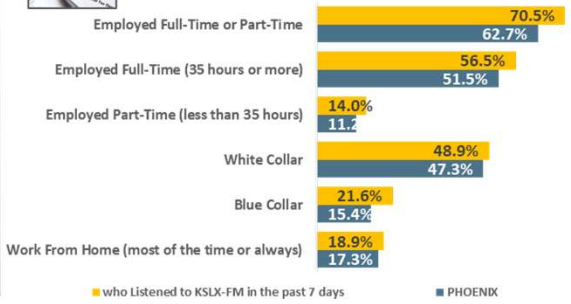
100.7 FM KSLX CLASSIC ROCK

15.3% or 558,029 of PHOENIX Metro Adults 18 or older Listened to KSLX-FM in the past 7 days.
Adults 18 or older who Listened to KSLX-FM in the past 7 days are 15.9% less likely to be a college graduate, 9.7% more likely to work full-time, .4% less likely to be married, 6.9% less likely to be a parent of 1 or more children under 18.

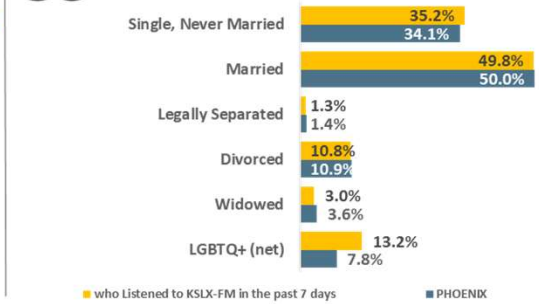
Education Levels: Adults 18 or older



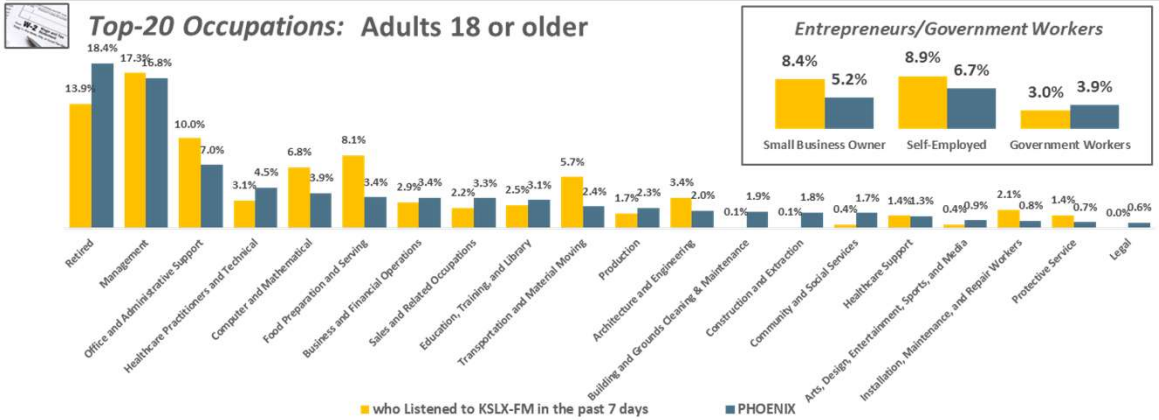
Employment: Adults 18 or older



Marital Status: Adults 18 or older

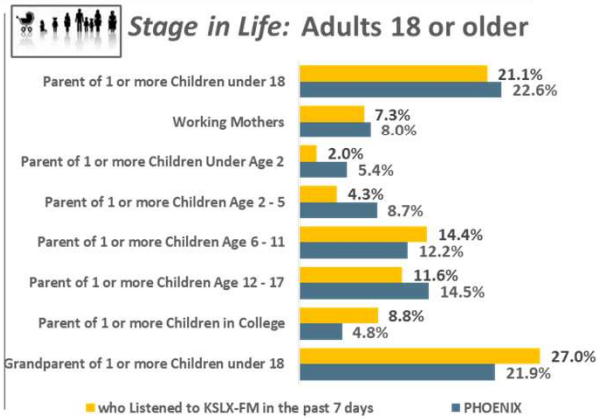


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 315

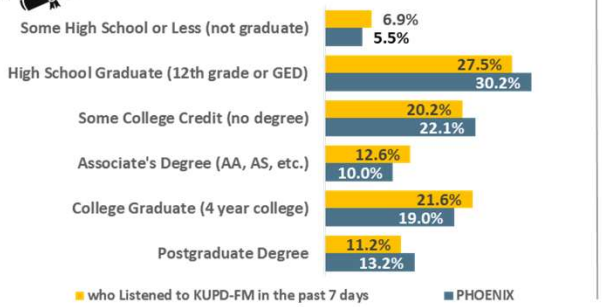
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(Radio Stations: KSLX-FM)

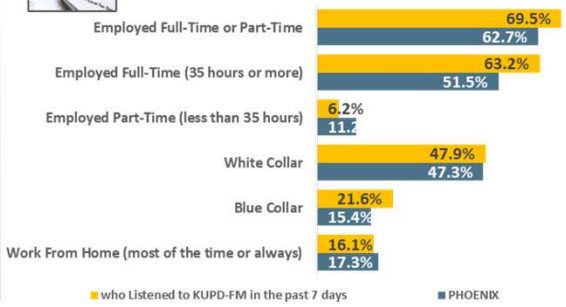
98kUPD ARIZONA'S REAL ROCK

10.4% or 380,363 of PHOENIX Metro Adults 18 or older Listened to KUPD-FM in the past 7 days. Adults 18 or older who Listened to KUPD-FM in the past 7 days are 2.% more likely to be a college graduate, 22.8% more likely to work full-time, .7% more likely to be married, 26.5% more likely to be a parent of 1 or more children under 18.

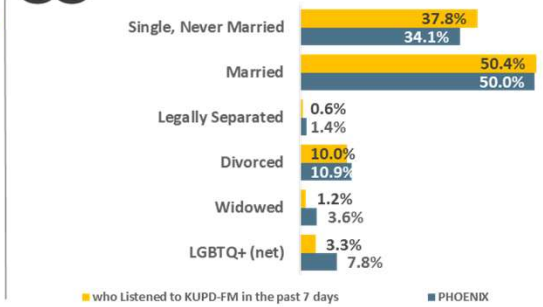
Education Levels: Adults 18 or older



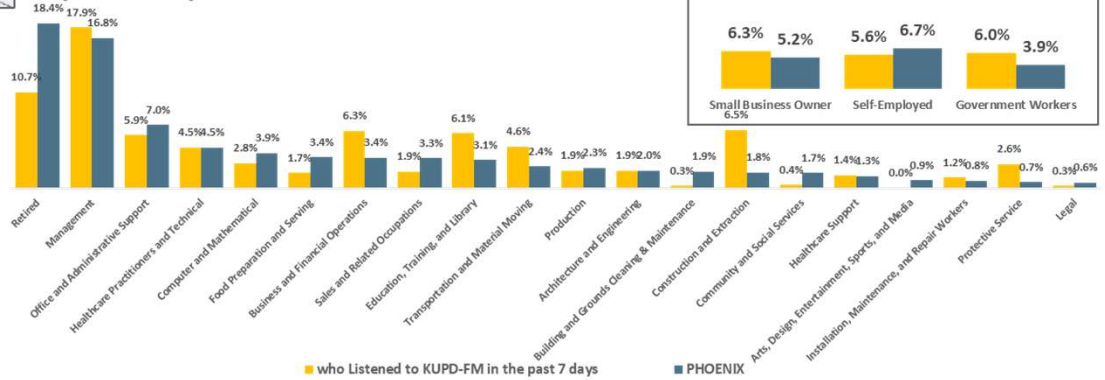
Employment: Adults 18 or older



Marital Status: Adults 18 or older

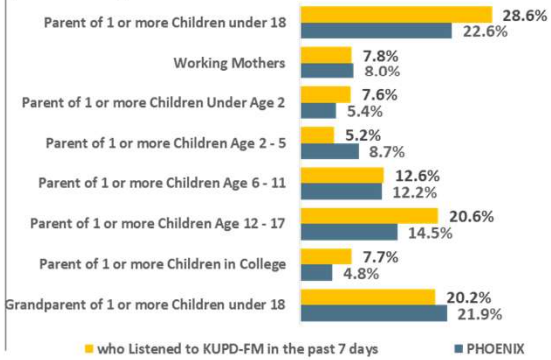


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 251

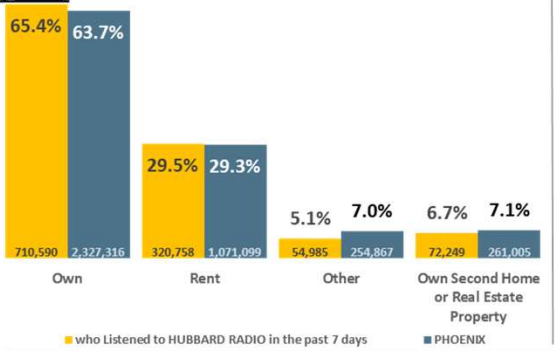
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(Radio Stations: KUPD-FM)

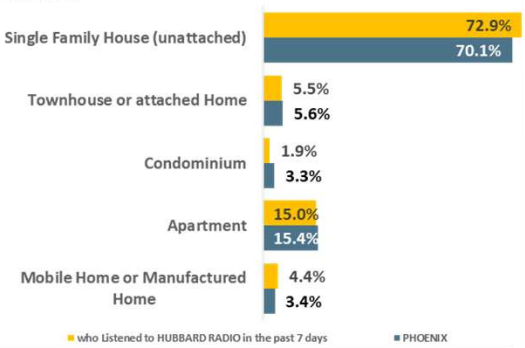
HUBBARD RADIO

29.7% or 1,086,333 of PHOENIX Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 2.7% more likely to own their home, 7.5% more likely to own a lower valued home, 3.9% more likely to have a single-family home, 13.9% more likely to have a dog.

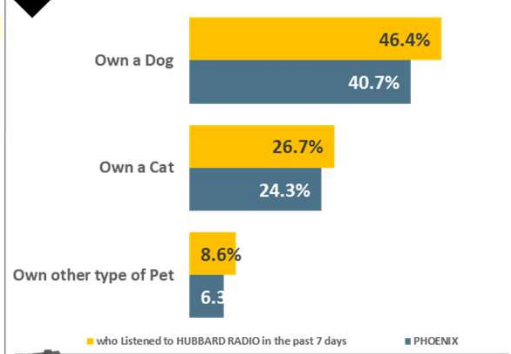
Own/Rent/Other: Adults 18 or older



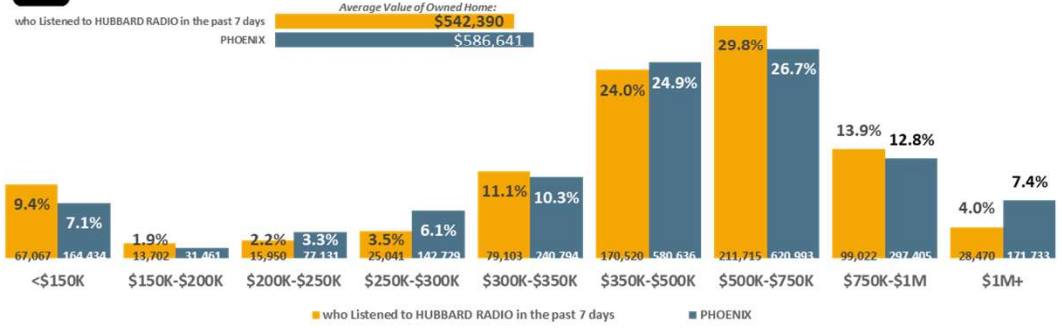
Type of Home: Adults 18 or older



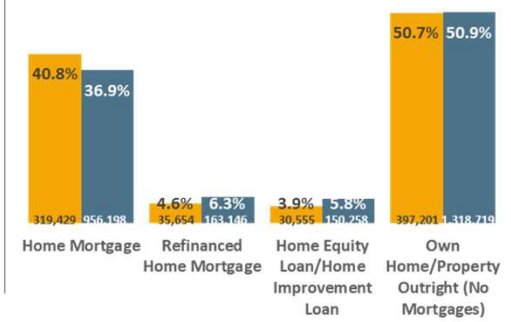
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 615

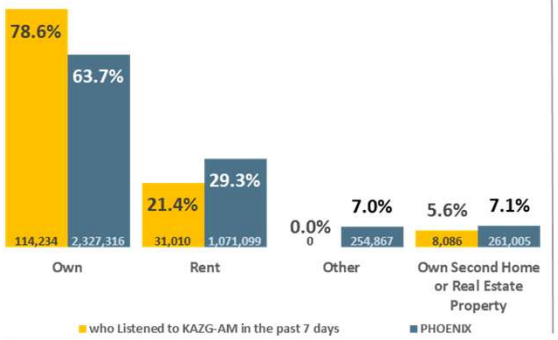
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(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

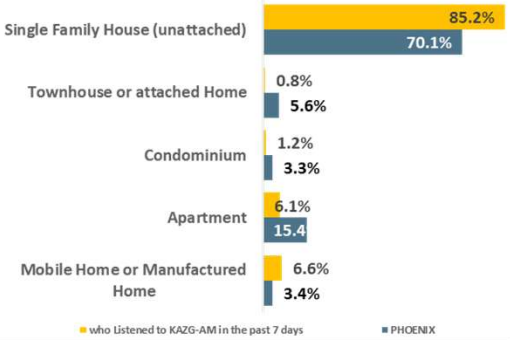
OLDIES 92.7 1440 AM KAZG

4.% or 145,244 of PHOENIX Metro Adults 18 or older Listened to KAZG-AM in the past 7 days.
Adults 18 or older who Listened to KAZG-AM in the past 7 days are 23.5% more likely to own their home, 1.3% more likely to own a higher valued home, 21.6% more likely to have a single-family home, 10.4% less likely to have a dog.

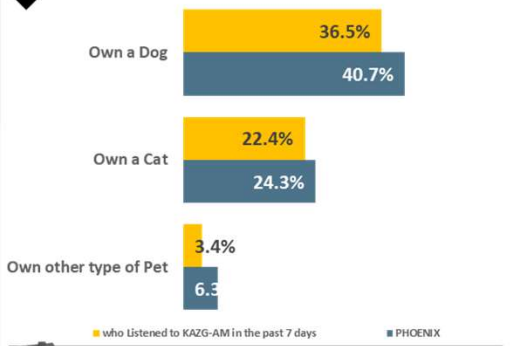
Own/Rent/Other: Adults 18 or older



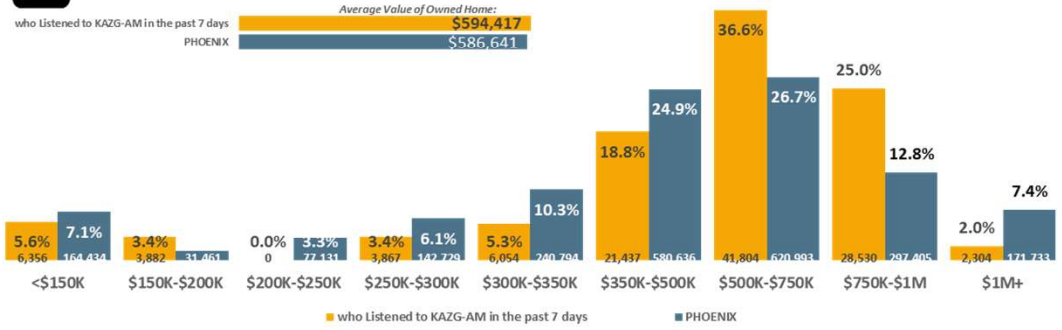
Type of Home: Adults 18 or older



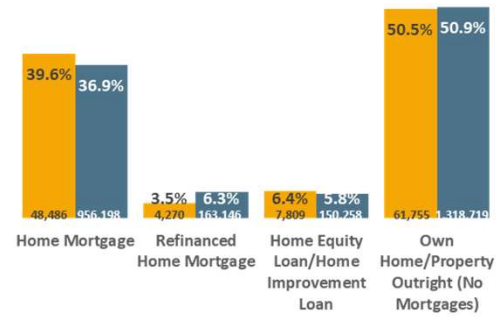
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 68

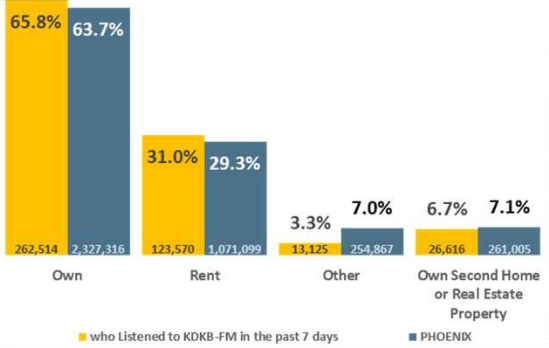
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(Radio Stations: KAZG-AM)

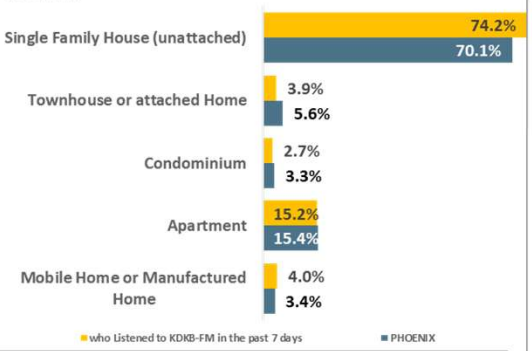
93.3 ALT★AZ ARIZONA'S ALTERNATIVE

10.9% or 399,209 of PHOENIX Metro Adults 18 or older Listened to KDKB-FM in the past 7 days.
Adults 18 or older who Listened to KDKB-FM in the past 7 days are 3.2% more likely to own their home, 7.6% more likely to own a lower valued home, 5.9% more likely to have a single-family home, 23.1% more likely to have a dog.

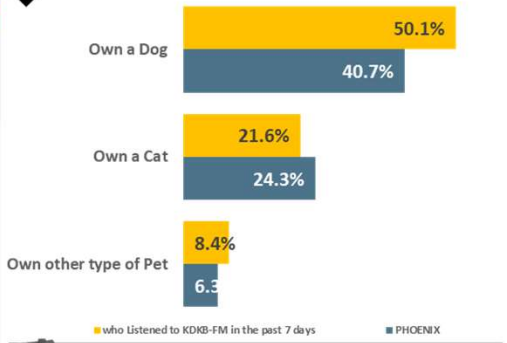
Own/Rent/Other: Adults 18 or older



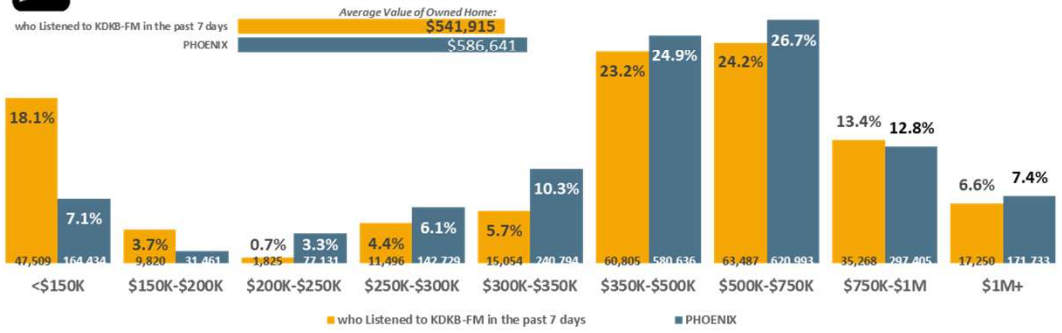
Type of Home: Adults 18 or older



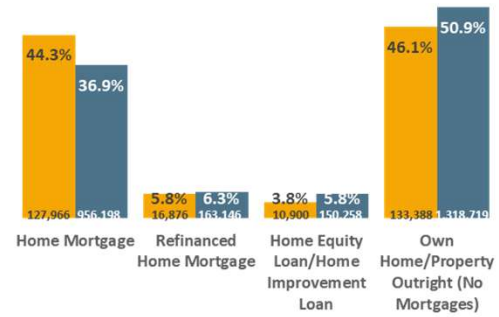
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



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

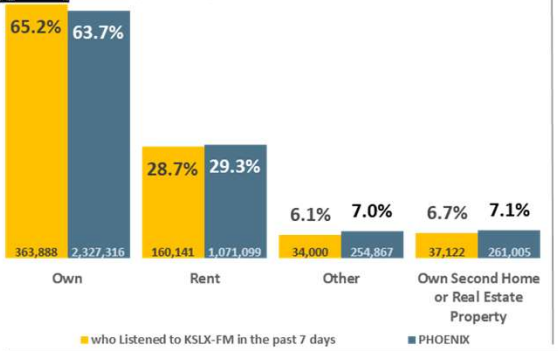
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(Radio Stations: KDKB-FM)

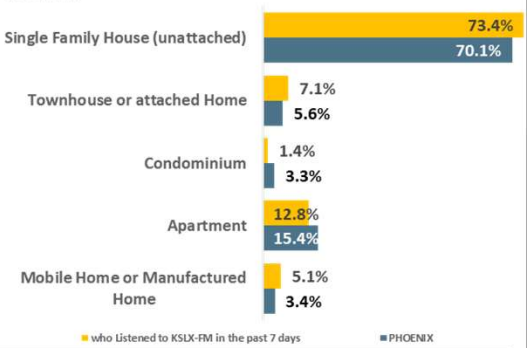
100.7 FM KSLX CLASSIC ROCK

15.3% or 558,029 of PHOENIX Metro Adults 18 or older Listened to KSLX-FM in the past 7 days.
Adults 18 or older who Listened to KSLX-FM in the past 7 days are 2.4% more likely to own their home, 9.% more likely to own a lower valued home, 4.7% more likely to have a single-family home, 22.5% more likely to have a dog.

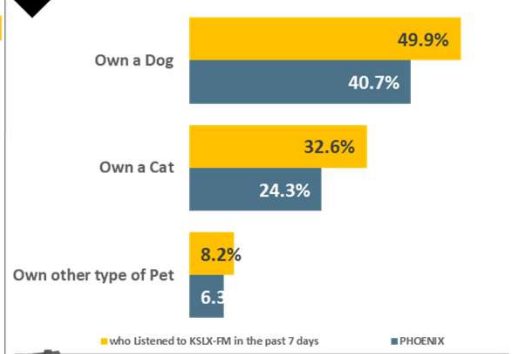
Own/Rent/Other: Adults 18 or older



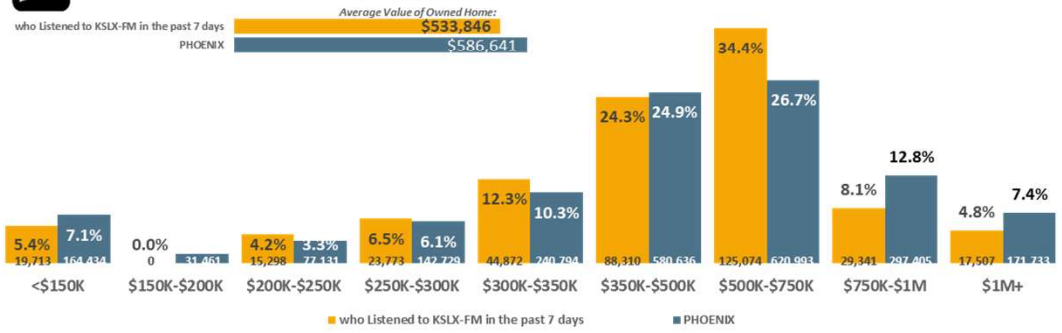
Type of Home: Adults 18 or older



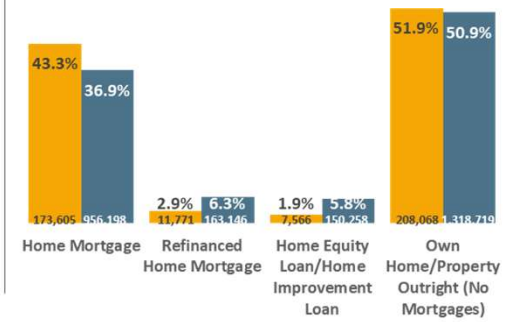
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 315

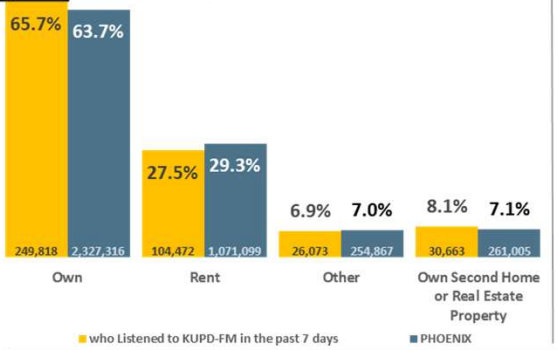
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(Radio Stations: KSLX-FM)

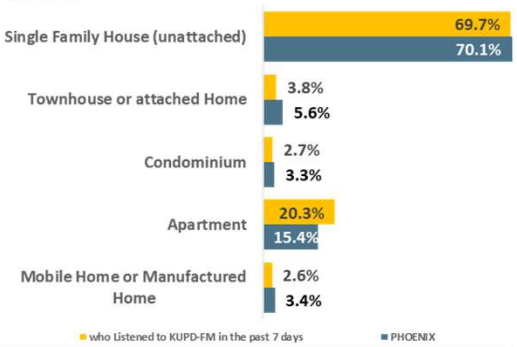
98KUPD ARIZONA'S REAL ROCK

10.4% or 380,363 of PHOENIX Metro Adults 18 or older Listened to KUPD-FM in the past 7 days.
Adults 18 or older who Listened to KUPD-FM in the past 7 days are 3.1% more likely to own their home, .2% more likely to own a higher valued home, .5% less likely to have a single-family home, 6.4% more likely to have a dog.

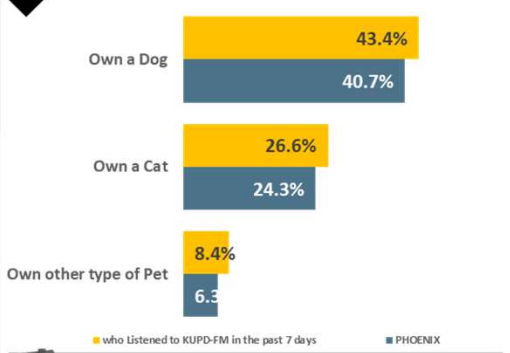
Own/Rent/Other: Adults 18 or older



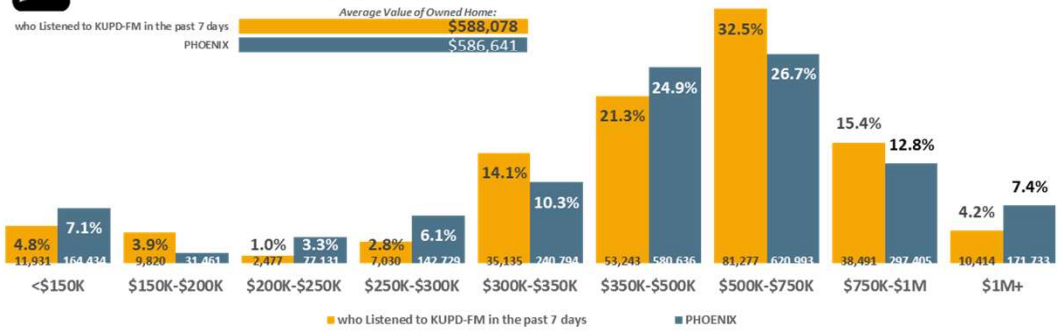
Type of Home: Adults 18 or older



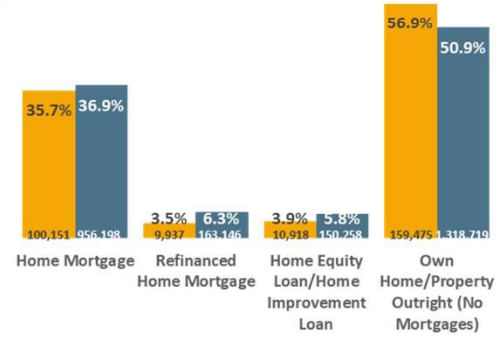
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



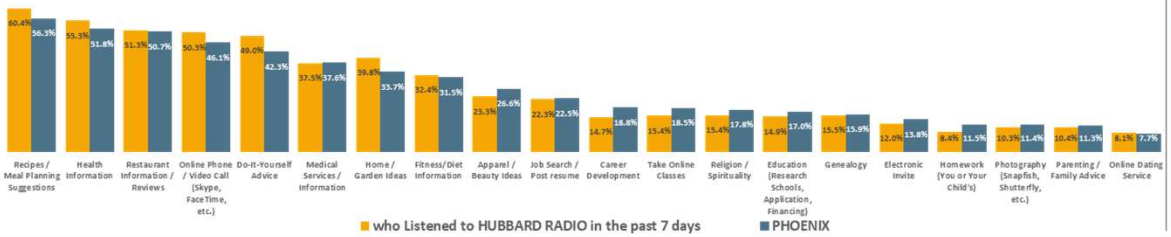
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 251

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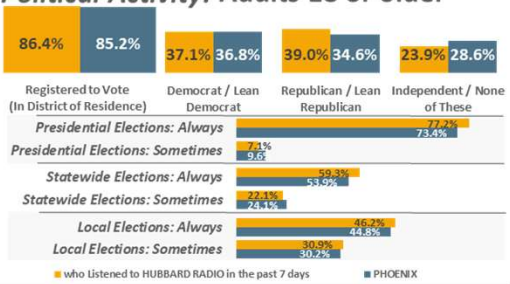
(Radio Stations: KUPD-FM)

29.7% or 1,086,333 of PHOENIX Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 16.% more likely to look up D-I-Y advice online, 3.% more likely to always vote in local elections, 6.% less likely to belong to a gym, 1.7% less likely to fly domestic past yr.

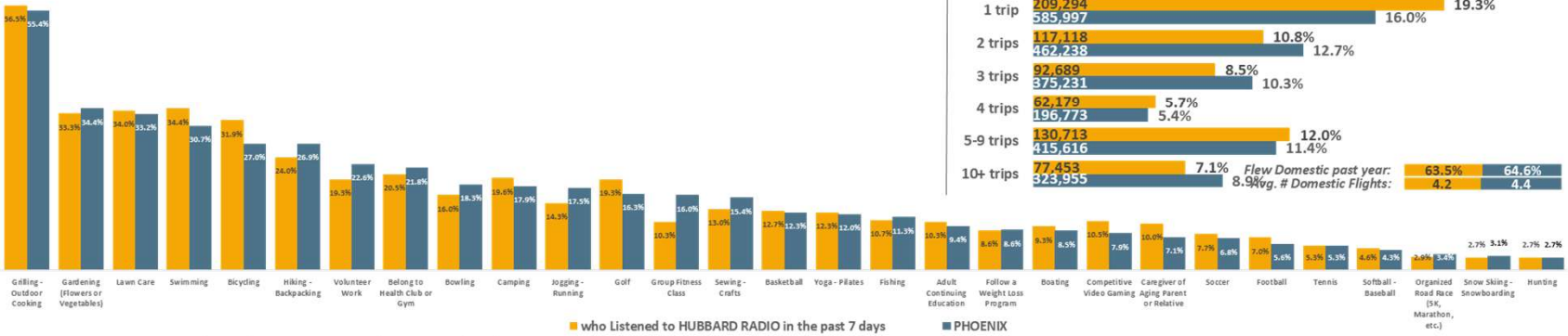
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

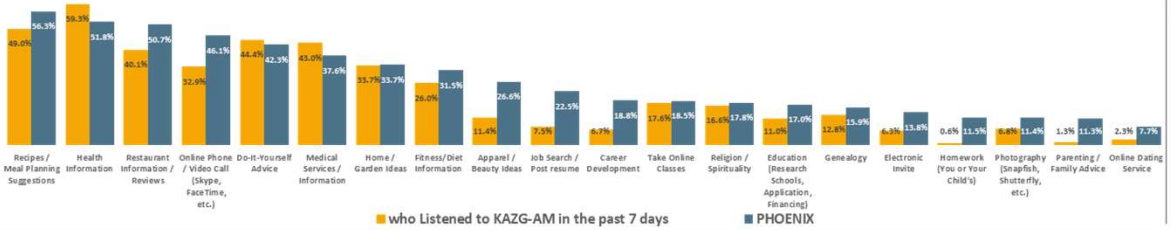
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 615

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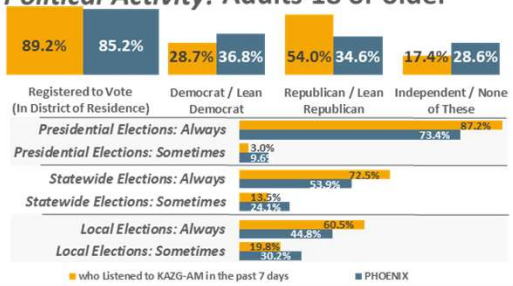
(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

4.% or 145,244 of PHOENIX Metro Adults 18 or older Listened to KAZG-AM in the past 7 days.
Adults 18 or older who Listened to KAZG-AM in the past 7 days are 5.2% more likely to look up D-I-Y advice online, 35.% more likely to always vote in local elections, 33.1% less likely to belong to a gym, 9.6% more likely to fly domestic past yr.

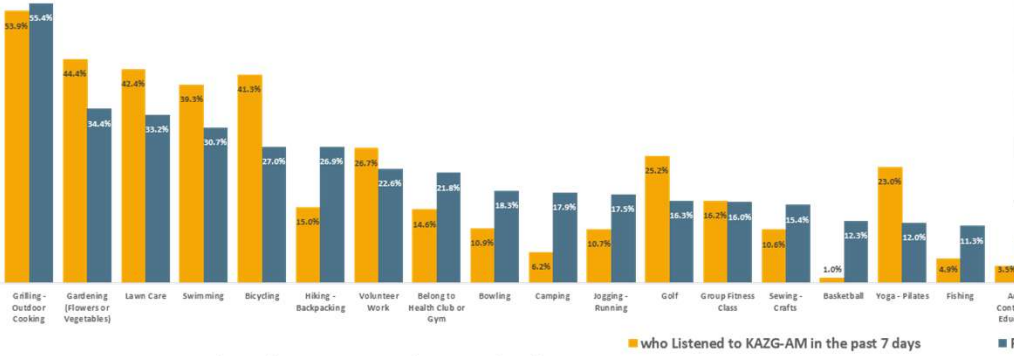
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



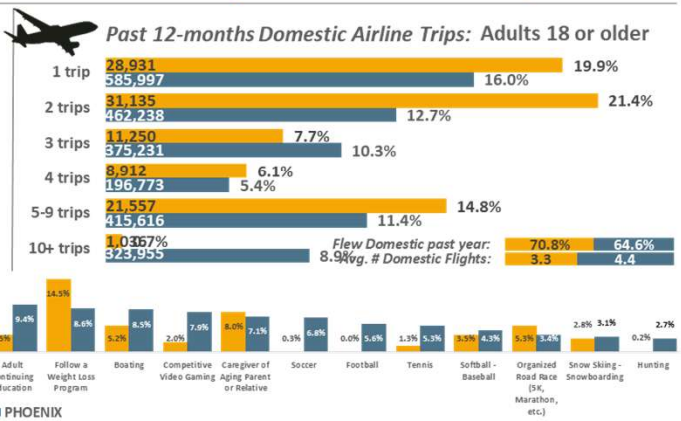
Political Activity: Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 68

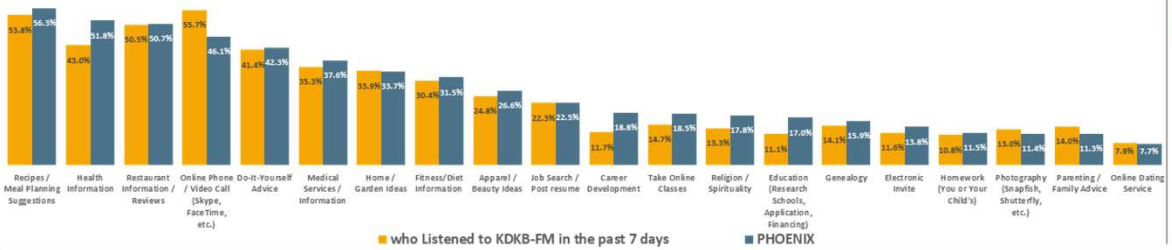
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(Radio Stations: KAZG-AM)

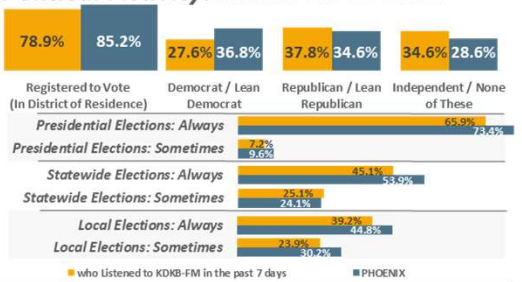
93·3 ALT★AZ ARIZONA'S ALTERNATIVE

10.9% or 399,209 of PHOENIX Metro Adults 18 or older Listened to KDKB-FM in the past 7 days.
Adults 18 or older who Listened to KDKB-FM in the past 7 days are 2.% less likely to look up D-I-Y advice online, 12.5% less likely to always vote in local elections, 38.2% more likely to belong to a gym, 2.1% more likely to fly domestic past yr.

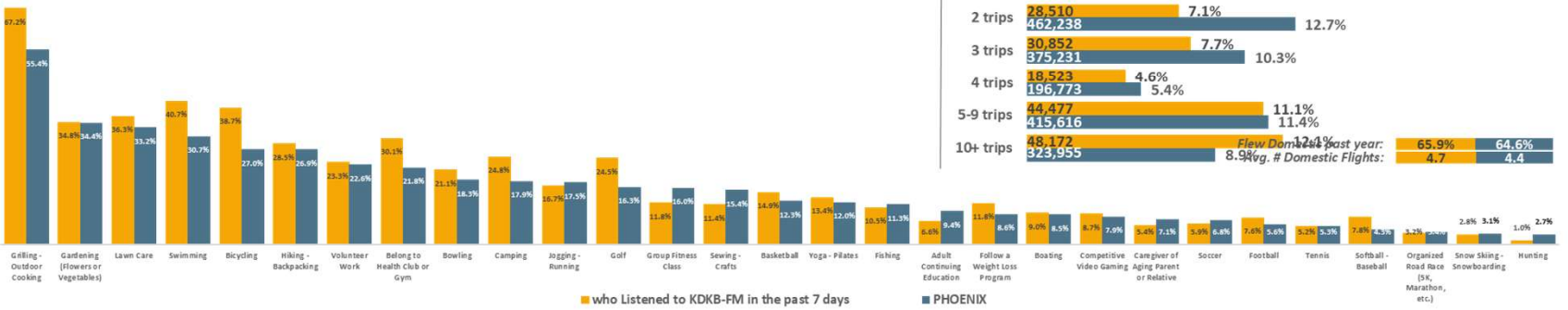
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

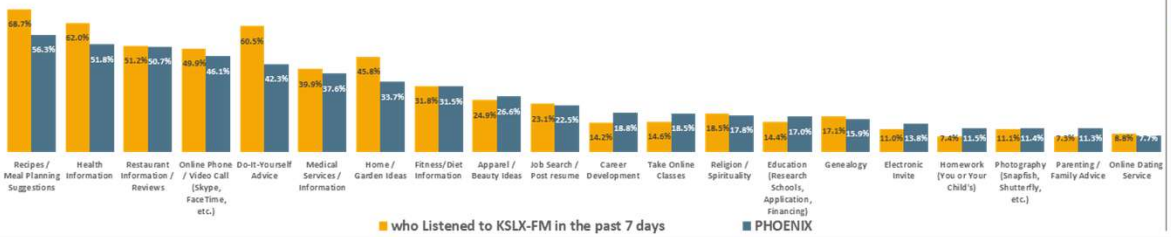
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 215

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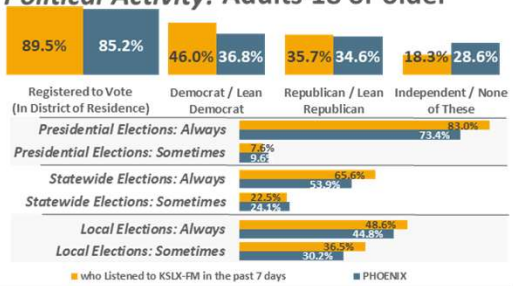
(Radio Stations: KDKB-FM)

15.3% or 558,029 of PHOENIX Metro Adults 18 or older Listened to KSLX-FM in the past 7 days.
Adults 18 or older who Listened to KSLX-FM in the past 7 days are 43.3% more likely to look up D-I-Y advice online, 8.3% more likely to always vote in local elections, 33.3% less likely to belong to a gym, 8.8% less likely to fly domestic past yr.

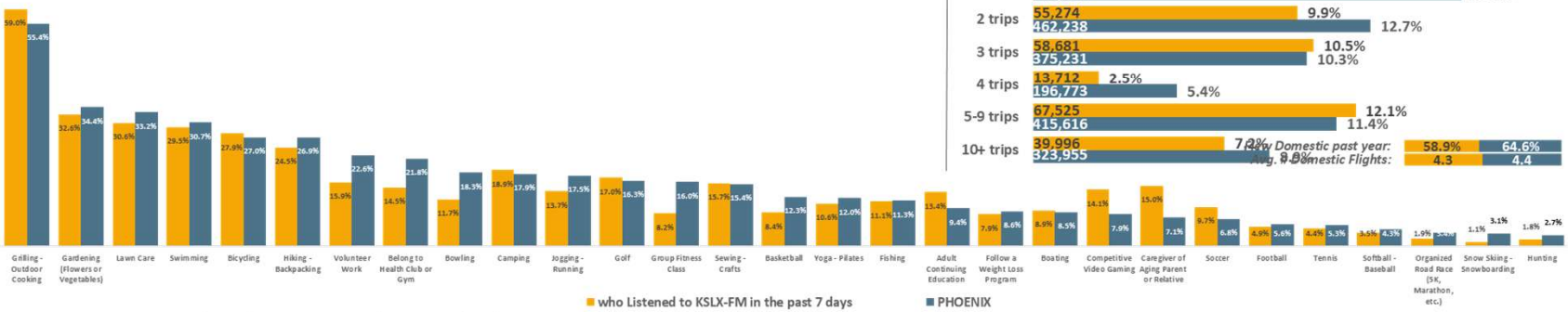
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

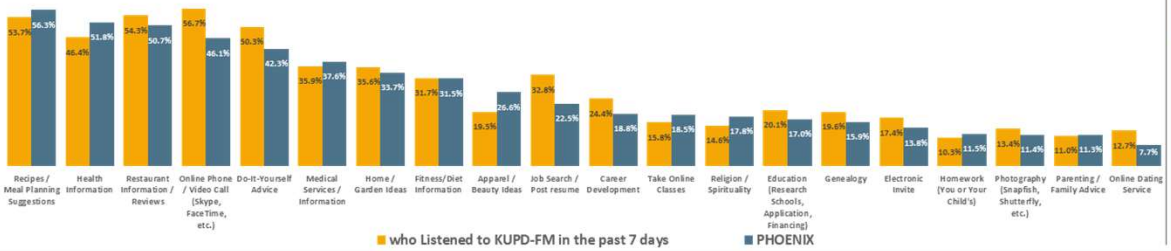
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 315

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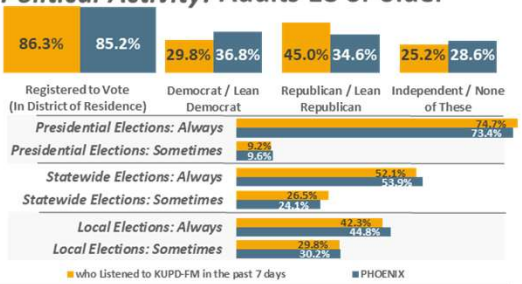
(Radio Stations: KSLX-FM)

10.4% or 380,363 of PHOENIX Metro Adults 18 or older Listened to KUPD-FM in the past 7 days.
Adults 18 or older who Listened to KUPD-FM in the past 7 days are 19.% more likely to look up D-I-Y advice online, 5.6% less likely to always vote in local elections, 21.7% less likely to belong to a gym, 10.% more likely to fly domestic past yr.

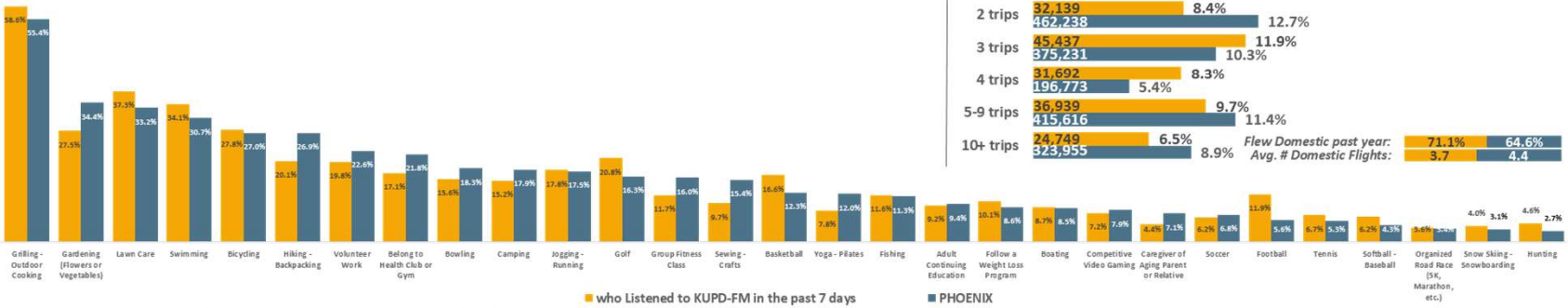
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 251

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(Radio Stations: KUPD-FM)

HUBBARD RADIO

29.7% or 1,086,333 of PHOENIX Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 4.2% more likely to use QSRs past mo., 6.4% more likely to use Sit-Down Restaurants past mo., 13.5% more likely to use Casinos past yr., 38.4% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



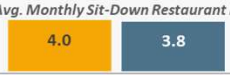
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

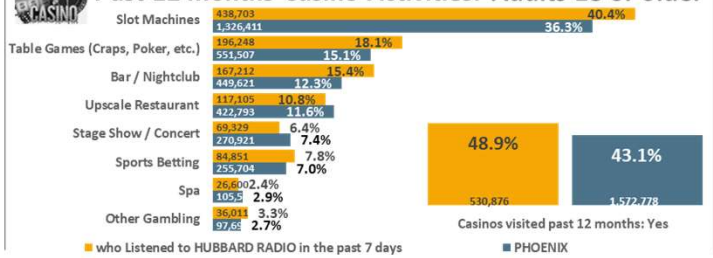


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 615

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

4.% or 145,244 of PHOENIX Metro Adults 18 or older Listened to KAZG-AM in the past 7 days.
Adults 18 or older who Listened to KAZG-AM in the past 7 days are 17.1% less likely to use QSRs past mo., 13.1% more likely to use Sit-Down Restaurants past mo., 17.6% more likely to use Casinos past yr., 134.4% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



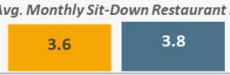
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

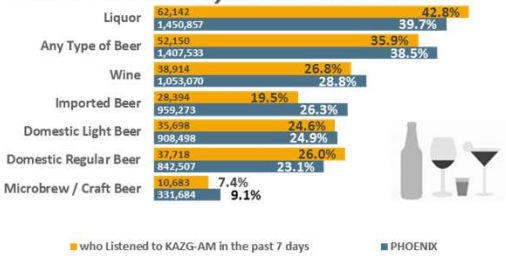
(Sit-Down Restaurants Used Past 30-days)



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

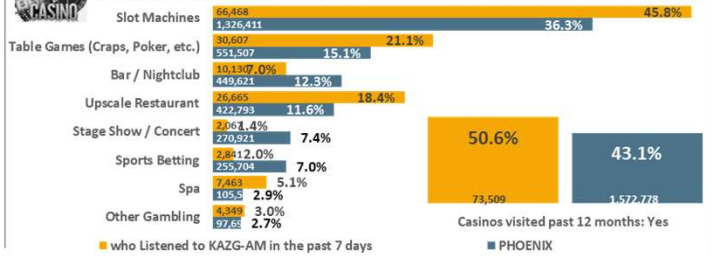


Drank Past 30-days: Adults 18 or older

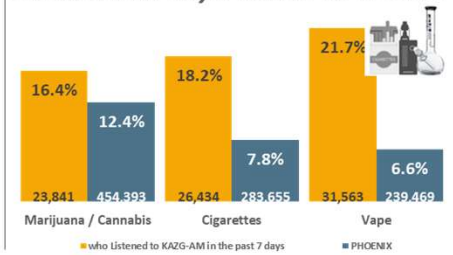


Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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(Radio Stations: KAZG-AM)

93-3 ALT ★ AZ ARIZONA'S ALTERNATIVE

10.9% or 399,209 of PHOENIX Metro Adults 18 or older Listened to KDKB-FM in the past 7 days.
Adults 18 or older who Listened to KDKB-FM in the past 7 days are 7.1% more likely to use QSRs past mo., 13.9% more likely to use Sit-Down Restaurants past mo., 12.% more likely to use Casinos past yr., 64.7% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



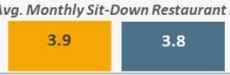
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

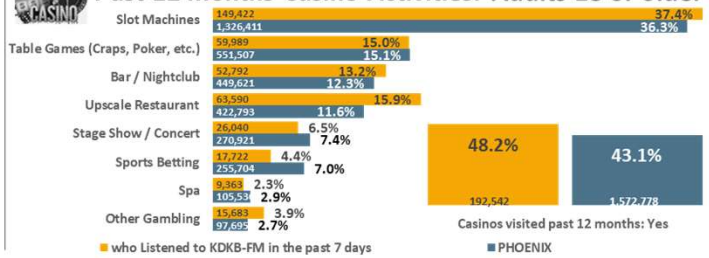


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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

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(Radio Stations: KDKB-FM)

100.7 FM KSLX CLASSIC ROCK

15.3% or 558,029 of PHOENIX Metro Adults 18 or older Listened to KSLX-FM in the past 7 days.
Adults 18 or older who Listened to KSLX-FM in the past 7 days are 4.9% more likely to use QSRs past mo., 2.5% more likely to use Sit-Down Restaurants past mo., 18.3% more likely to use Casinos past yr., 30.1% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

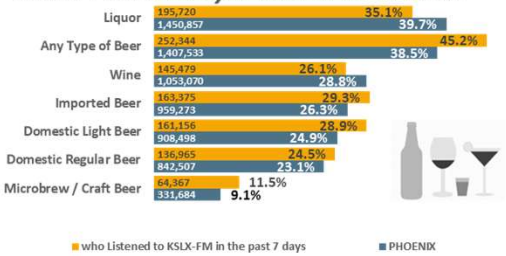
Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



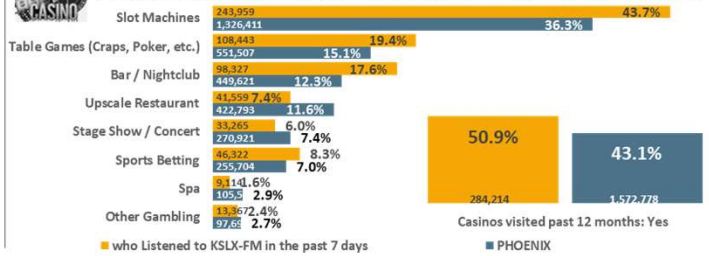
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 315

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(Radio Stations: KSLX-FM)

98KUPD ARIZONA'S REAL ROCK

10.4% or 380,363 of PHOENIX Metro Adults 18 or older Listened to KUPD-FM in the past 7 days.
Adults 18 or older who Listened to KUPD-FM in the past 7 days are 3.5% more likely to use QSRs past mo., 5.4% more likely to use Sit-Down Restaurants past mo., 5.6% more likely to use Casinos past yr., 44.7% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

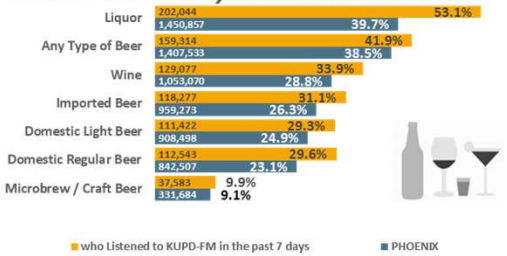
(Sit-Down Restaurants Used Past 30-days)



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

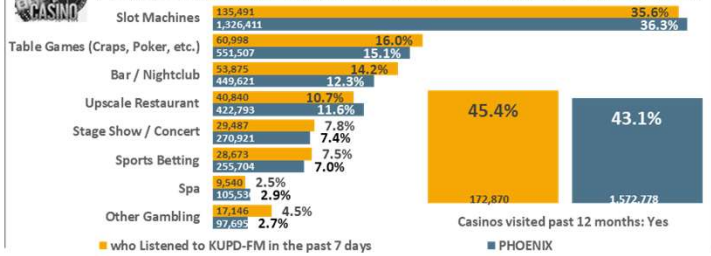


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older

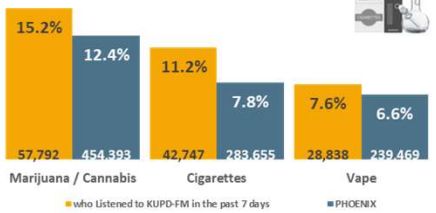




Casinos visited past 12 months: Yes

Used Past 30-days: Adults 18 or older





PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 251

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(Radio Stations: KUPD-FM)

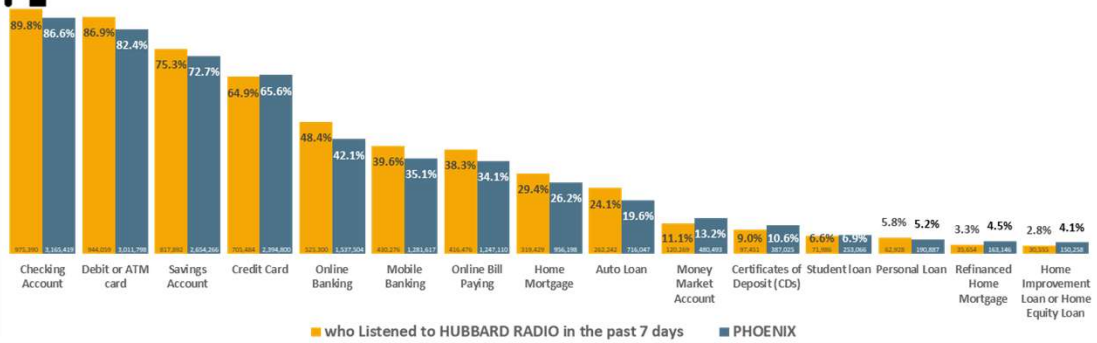
HUBBARD RADIO

29.7% or 1,086,333 of PHOENIX Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 18.7% more likely to have a 401K, 23.2% more likely to have an Auto Loan, 9.2% less likely to Invest/Trade Stocks Online, 8.2% more likely to pay with their Debit Card.

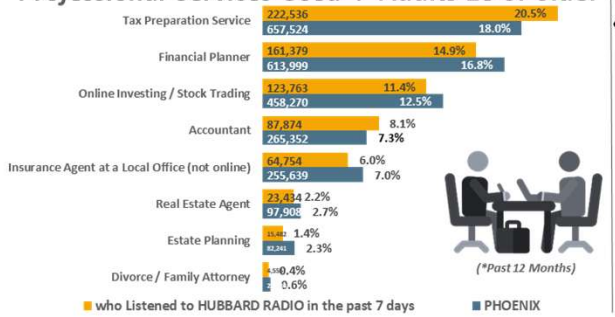
Investments Owned: Adults 18 or older



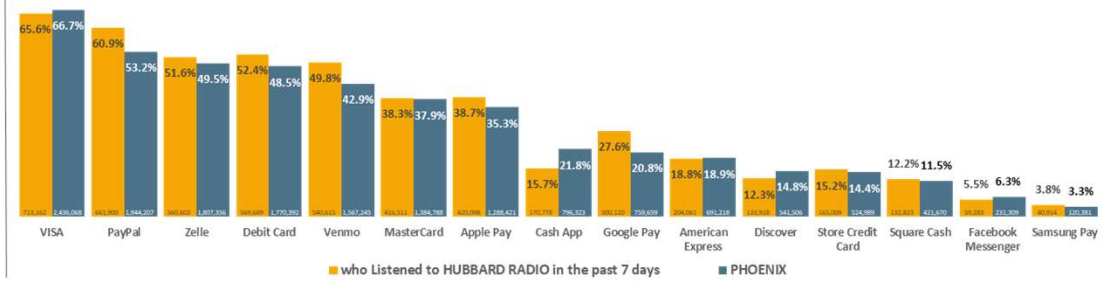
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



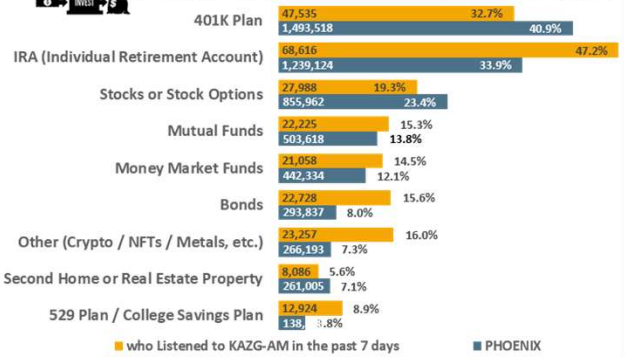
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 615

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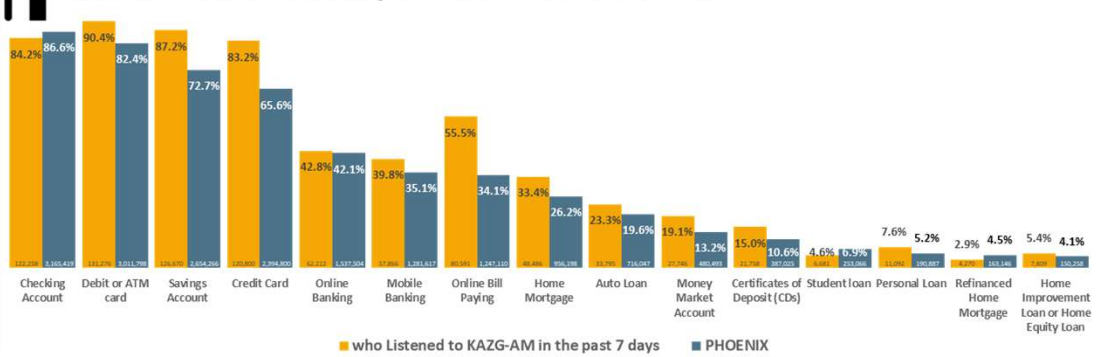
(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

4.% or 145,244 of PHOENIX Metro Adults 18 or older Listened to KAZG-AM in the past 7 days.
Adults 18 or older who Listened to KAZG-AM in the past 7 days are 19.9% less likely to have a 401K, 18.7% more likely to have an Auto Loan, 4.3% more likely to Invest/Trade Stocks Online, .3% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



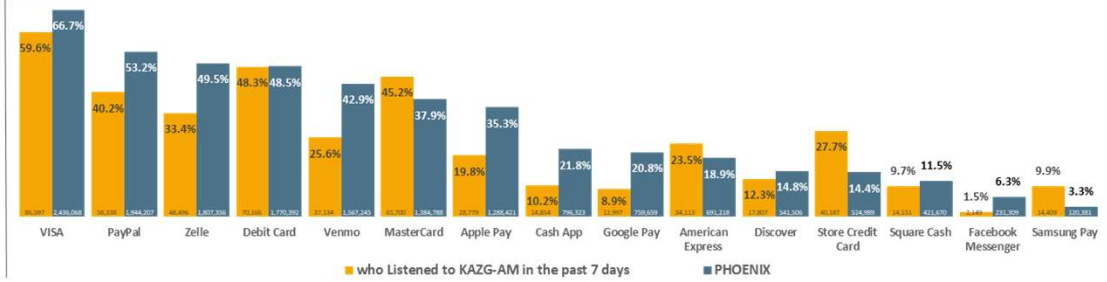
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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

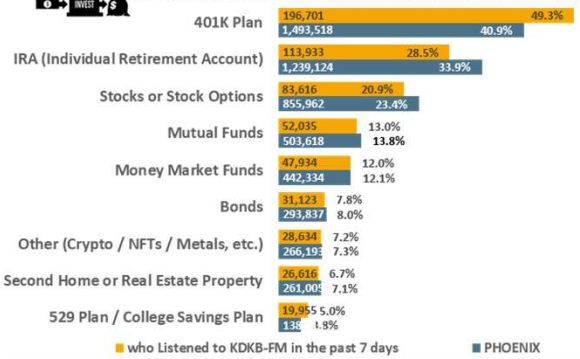


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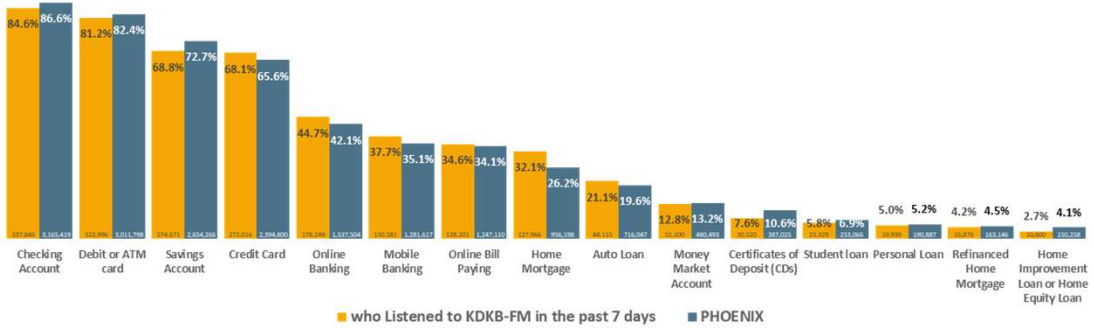
(Radio Stations: KAZG-AM)

10.9% or 399,209 of PHOENIX Metro Adults 18 or older Listened to KDKB-FM in the past 7 days.
Adults 18 or older who Listened to KDKB-FM in the past 7 days are 20.5% more likely to have a 401K, 7.5% more likely to have an Auto Loan, 27.2% less likely to Invest/Trade Stocks Online, .5% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



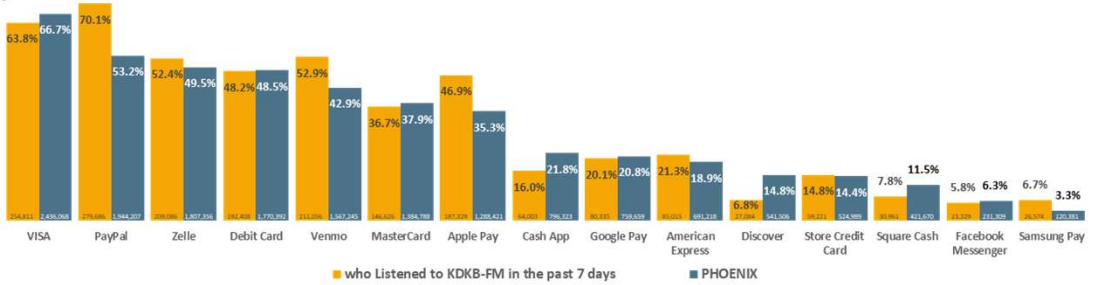
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



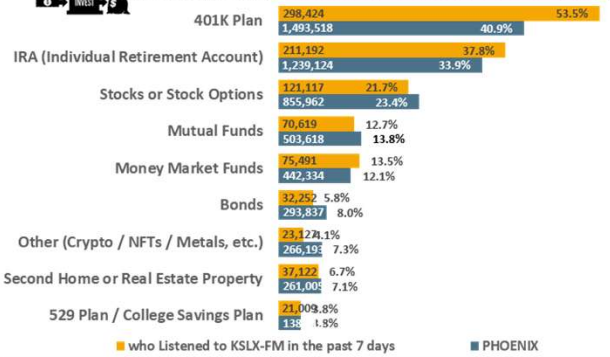
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 215

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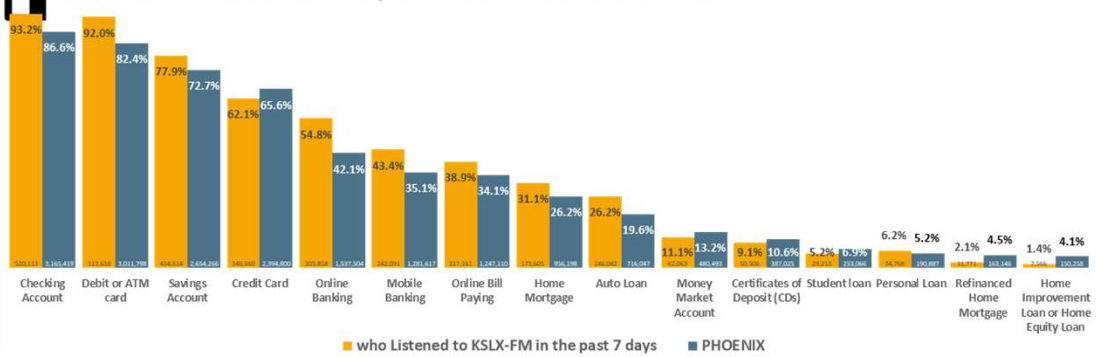
(Radio Stations: KDKB-FM)

15.3% or 558,029 of PHOENIX Metro Adults 18 or older Listened to KSLX-FM in the past 7 days.
Adults 18 or older who Listened to KSLX-FM in the past 7 days are 30.8% more likely to have a 401K, 33.5% more likely to have an Auto Loan, .6% more likely to Invest/Trade Stocks Online, 15.5% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

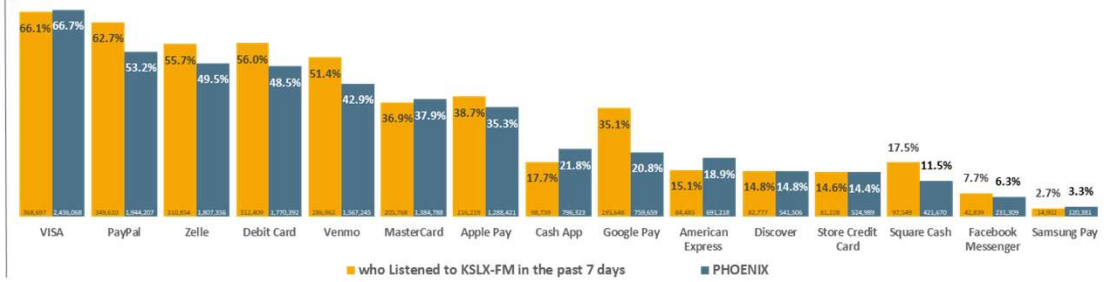


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 315

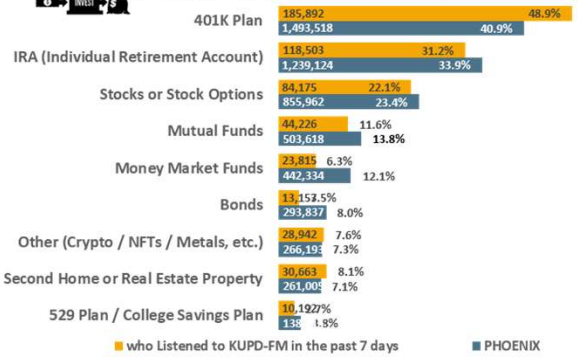
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(Radio Stations: KSLX-FM)

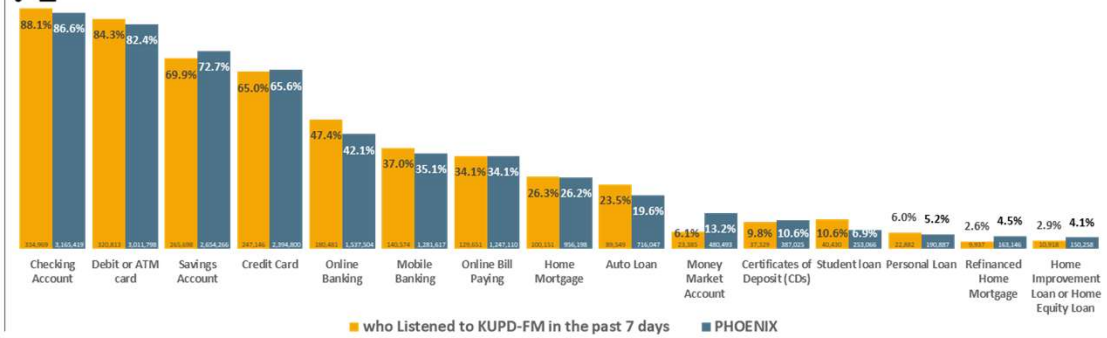
98KUPD ARIZONA'S REAL ROCK

10.4% or 380,363 of PHOENIX Metro Adults 18 or older Listened to KUPD-FM in the past 7 days.
Adults 18 or older who Listened to KUPD-FM in the past 7 days are 19.5% more likely to have a 401K, 20.1% more likely to have an Auto Loan, 6.% more likely to Invest/Trade Stocks Online, 14.7% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

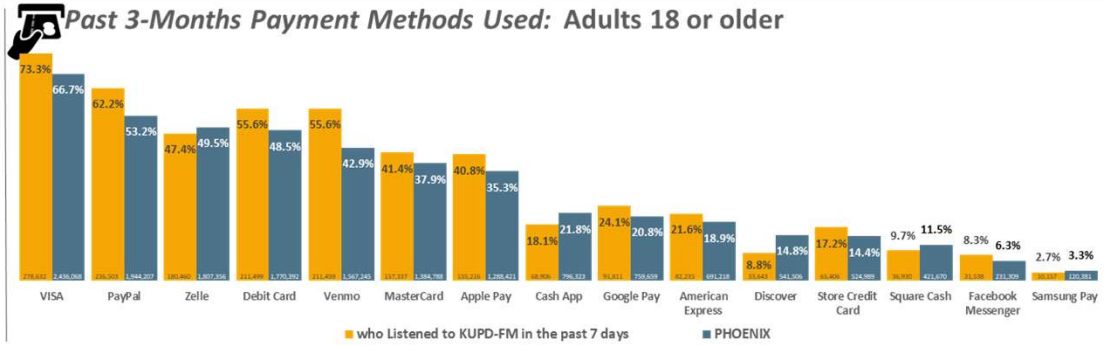


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

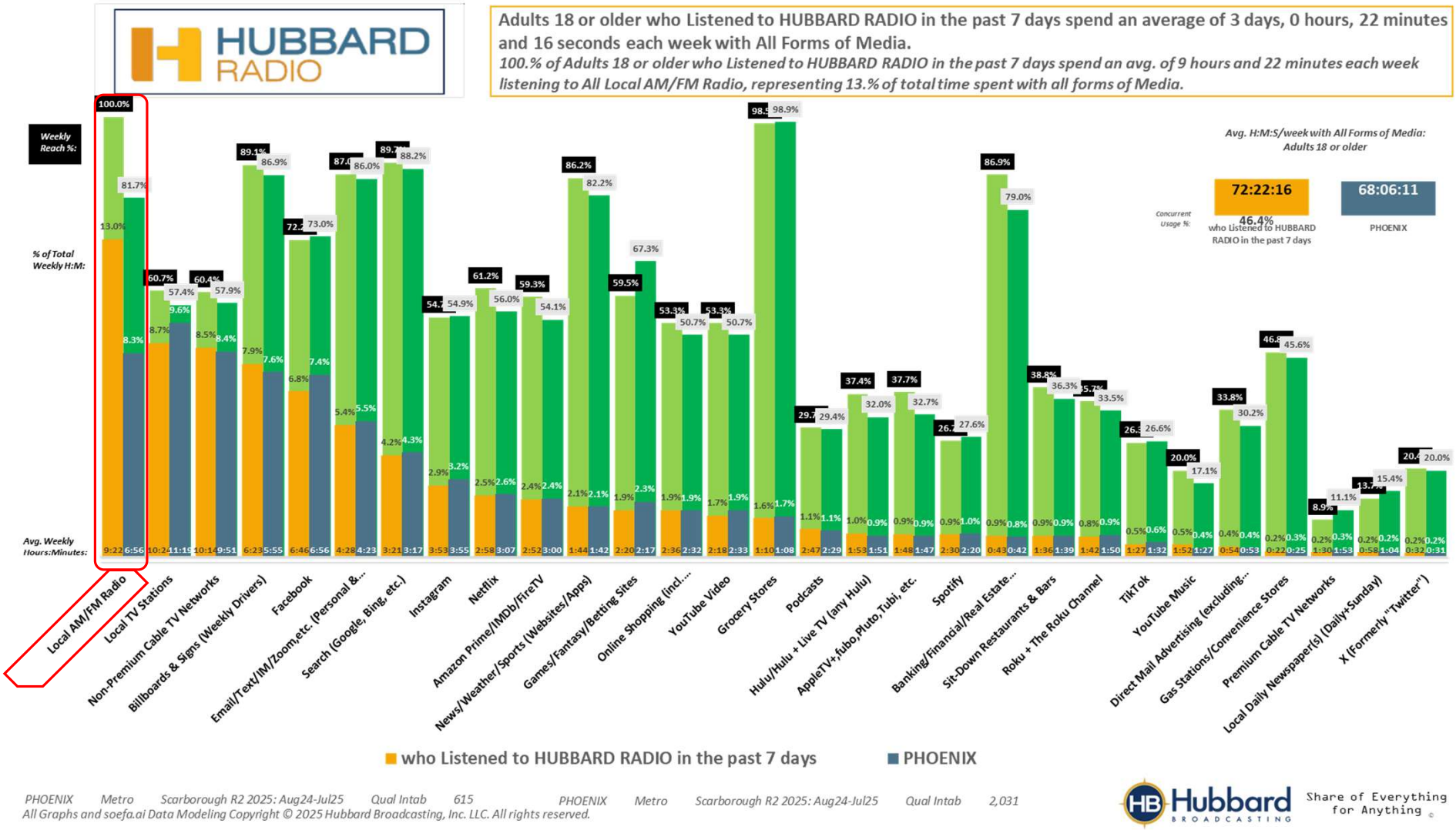
Past 3-Months Payment Methods Used: Adults 18 or older



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 251

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(Radio Stations: KUPD-FM)

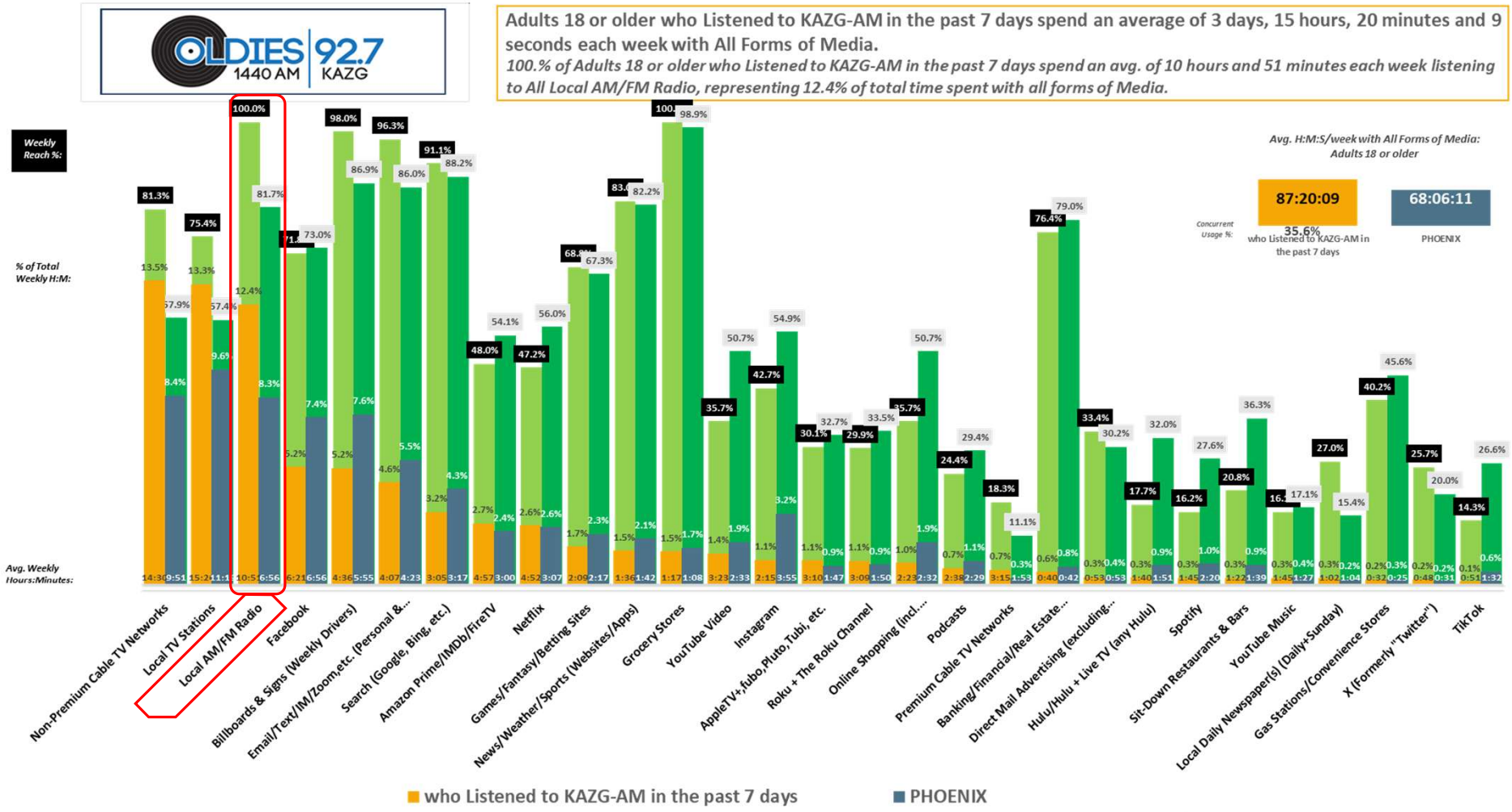


PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 615 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

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

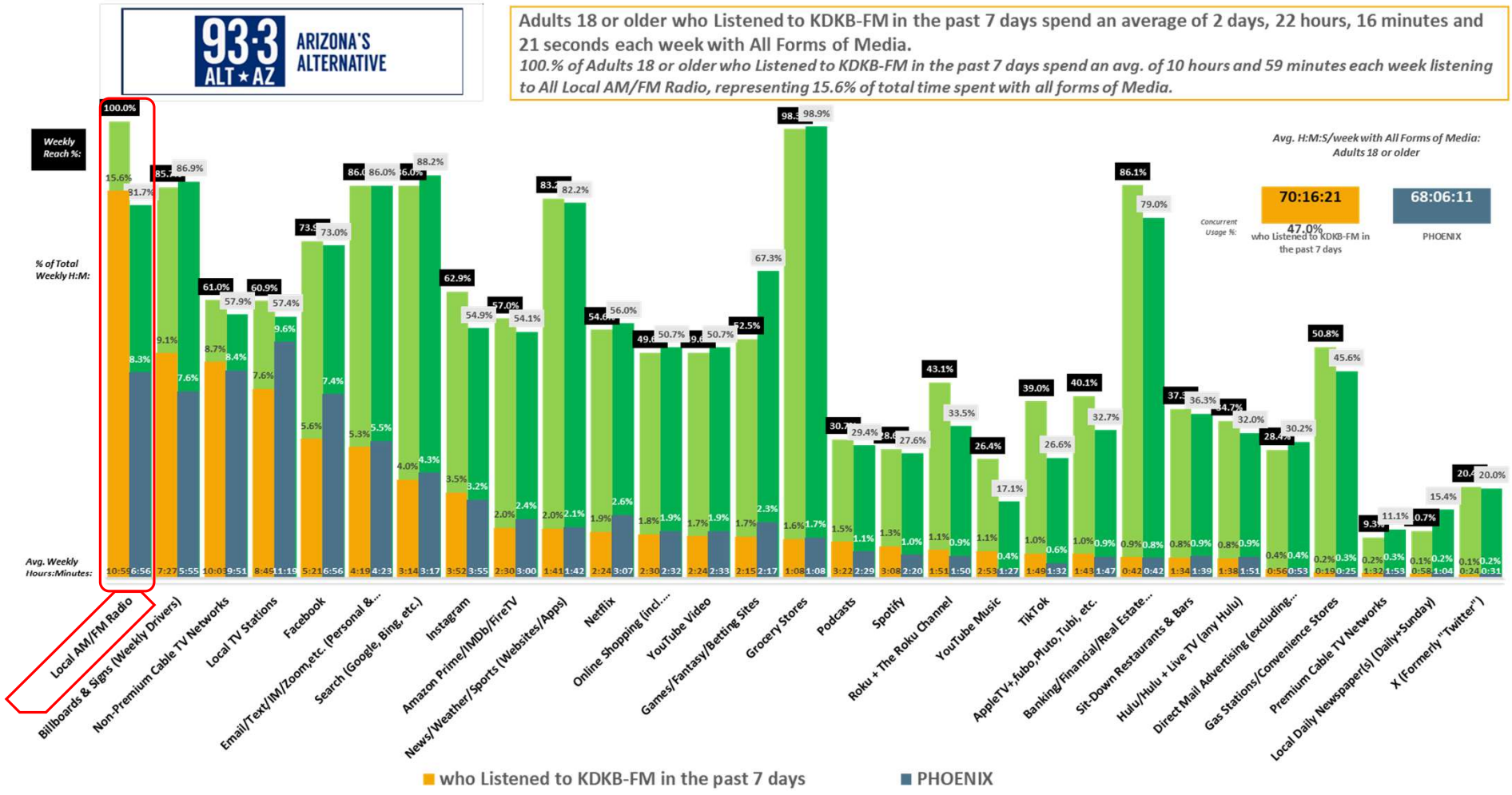


PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 68 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

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(Radio Stations: KAZG-AM)

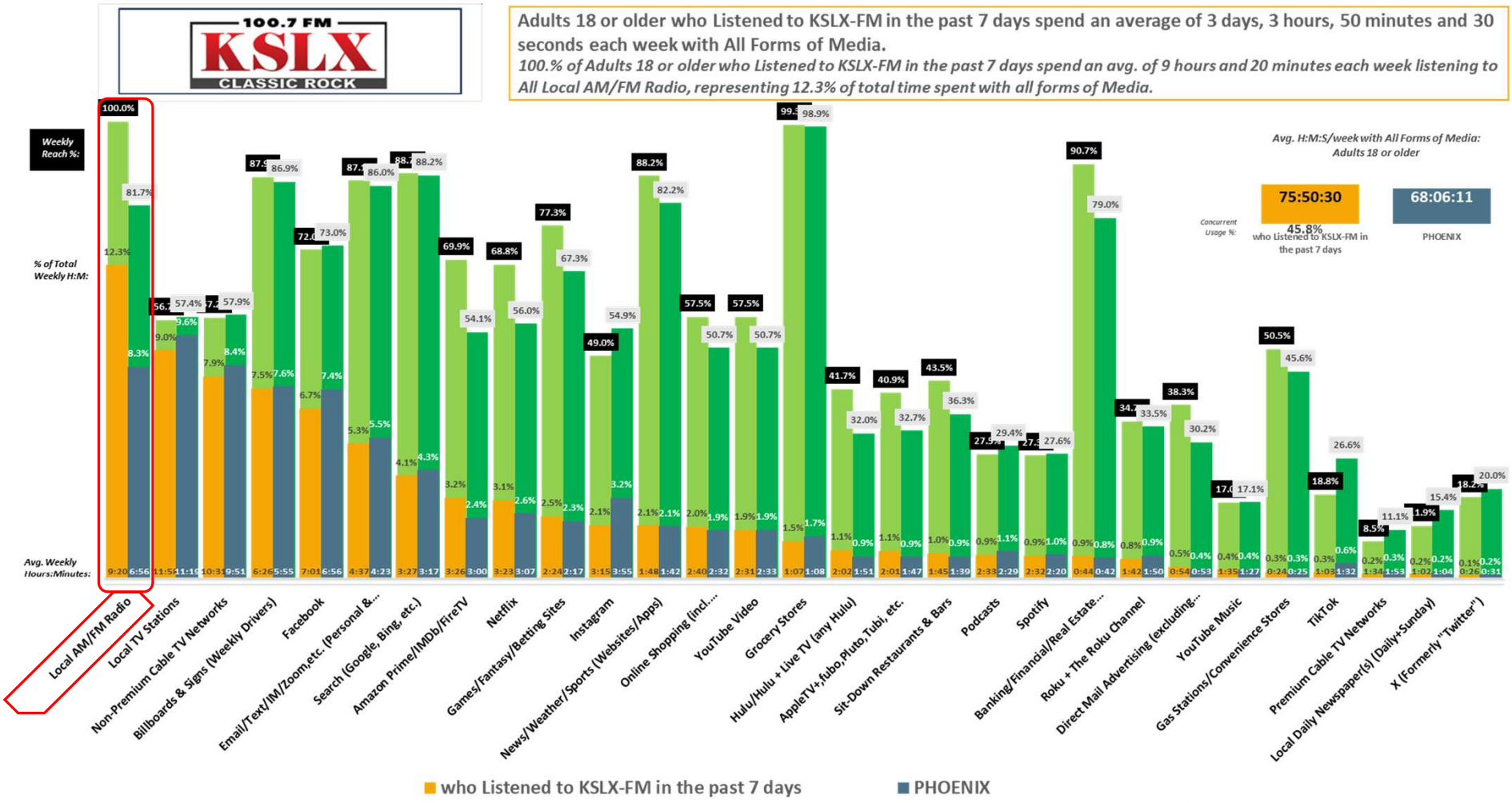


PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 215 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

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(Radio Stations: KDKB-FM)

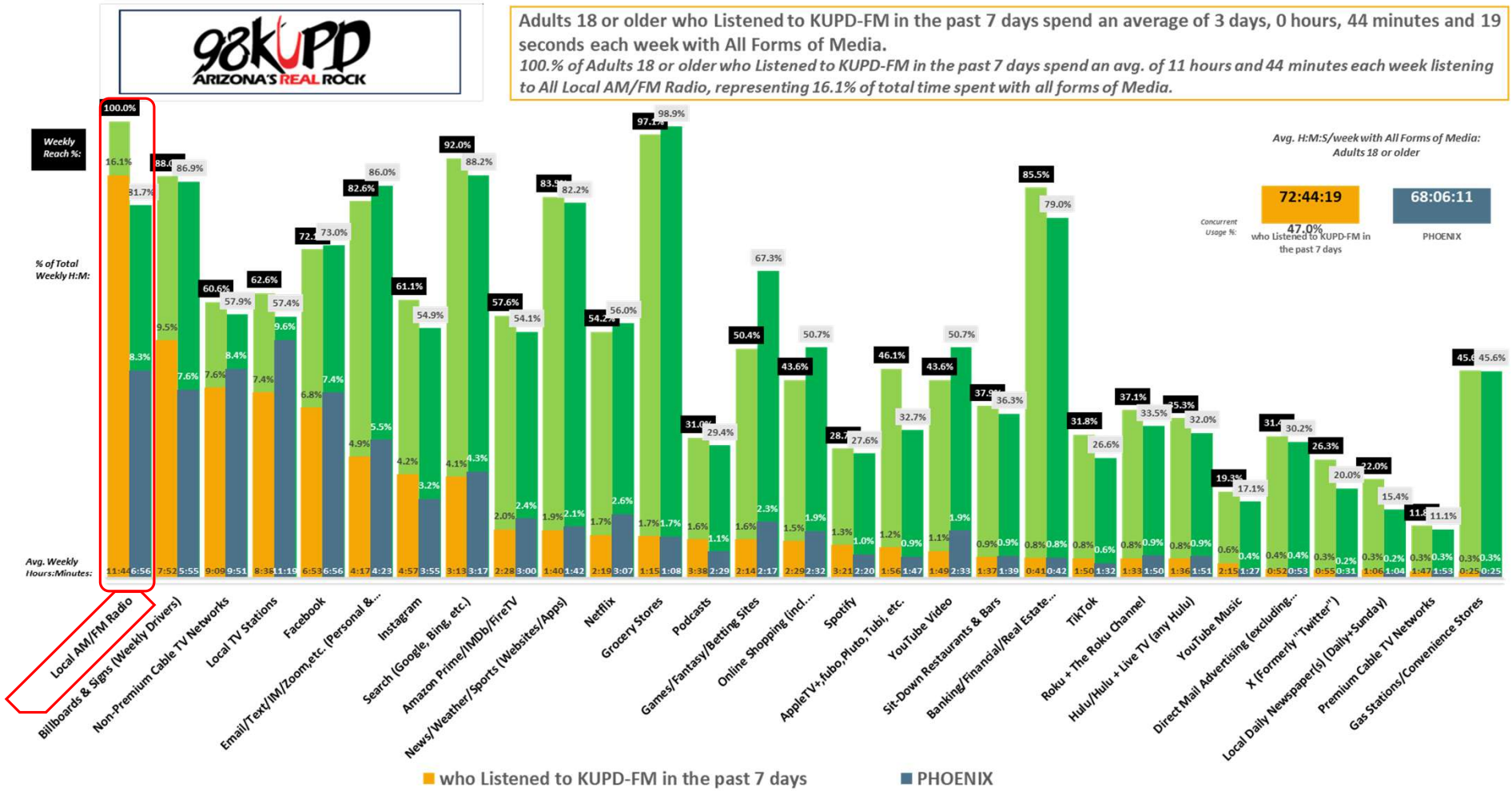


PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 315 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

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(Radio Stations: KSLX-FM)

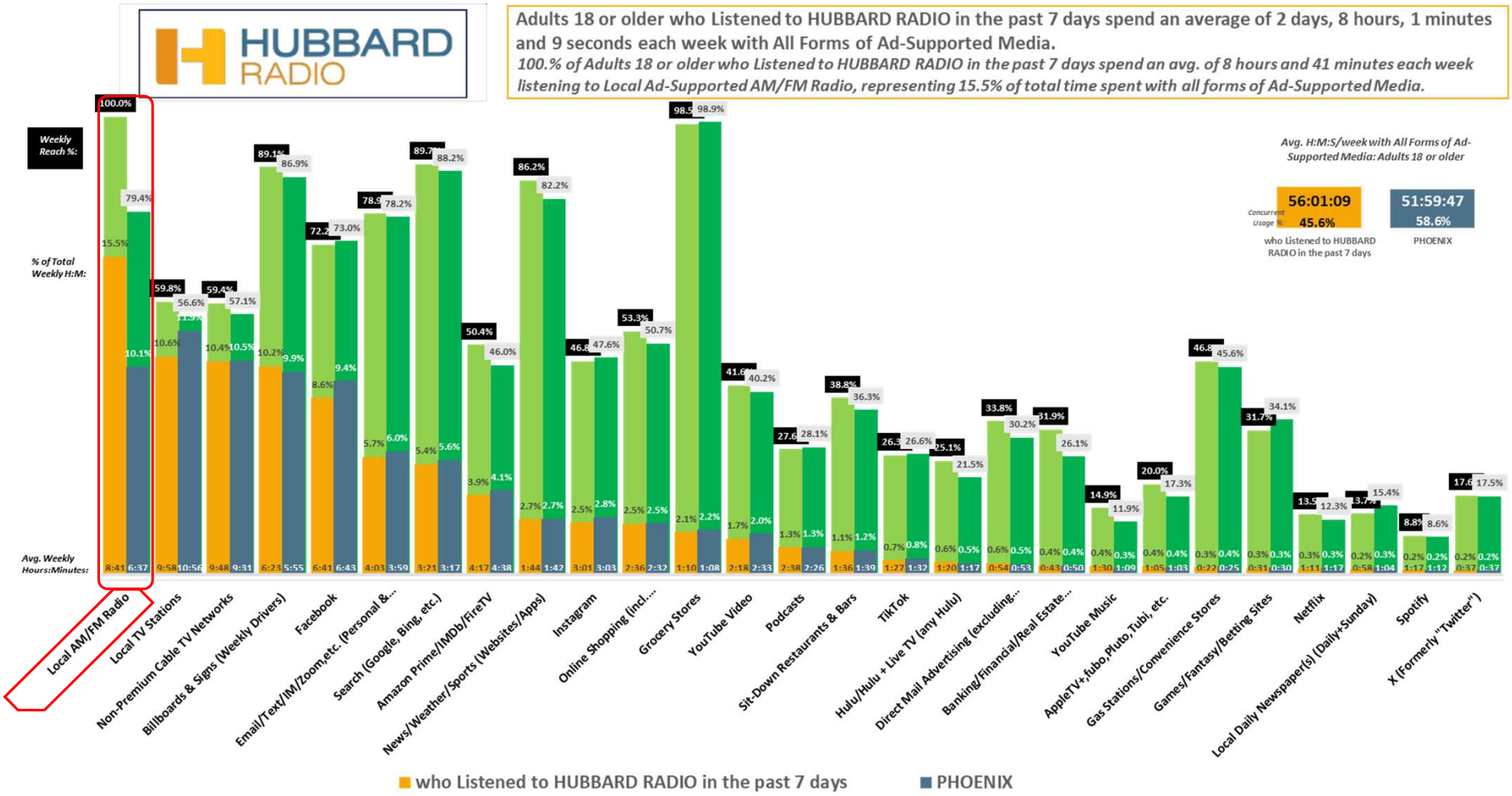


PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 251 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

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(Radio Stations: KUPD-FM)

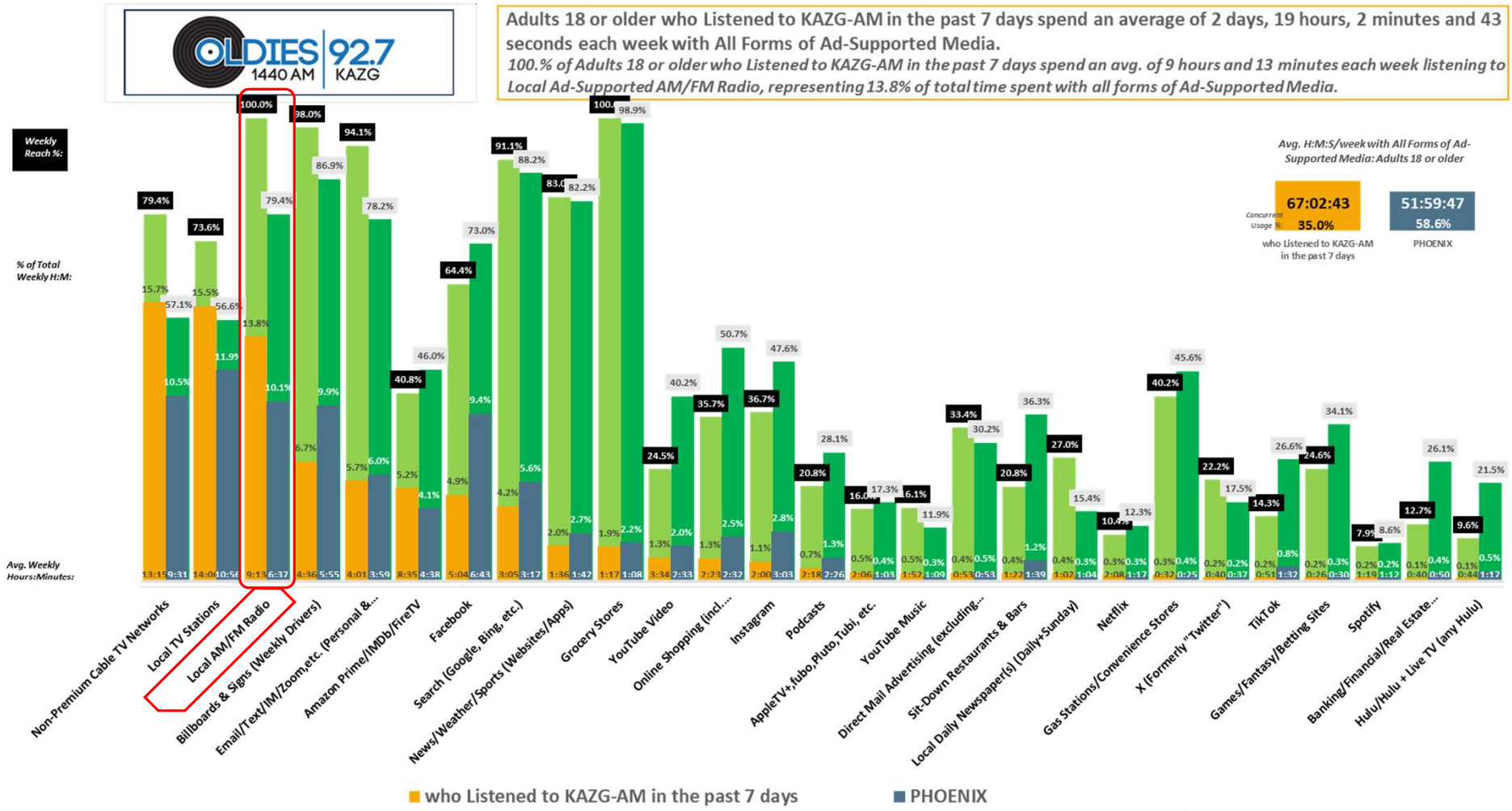


PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 615 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

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

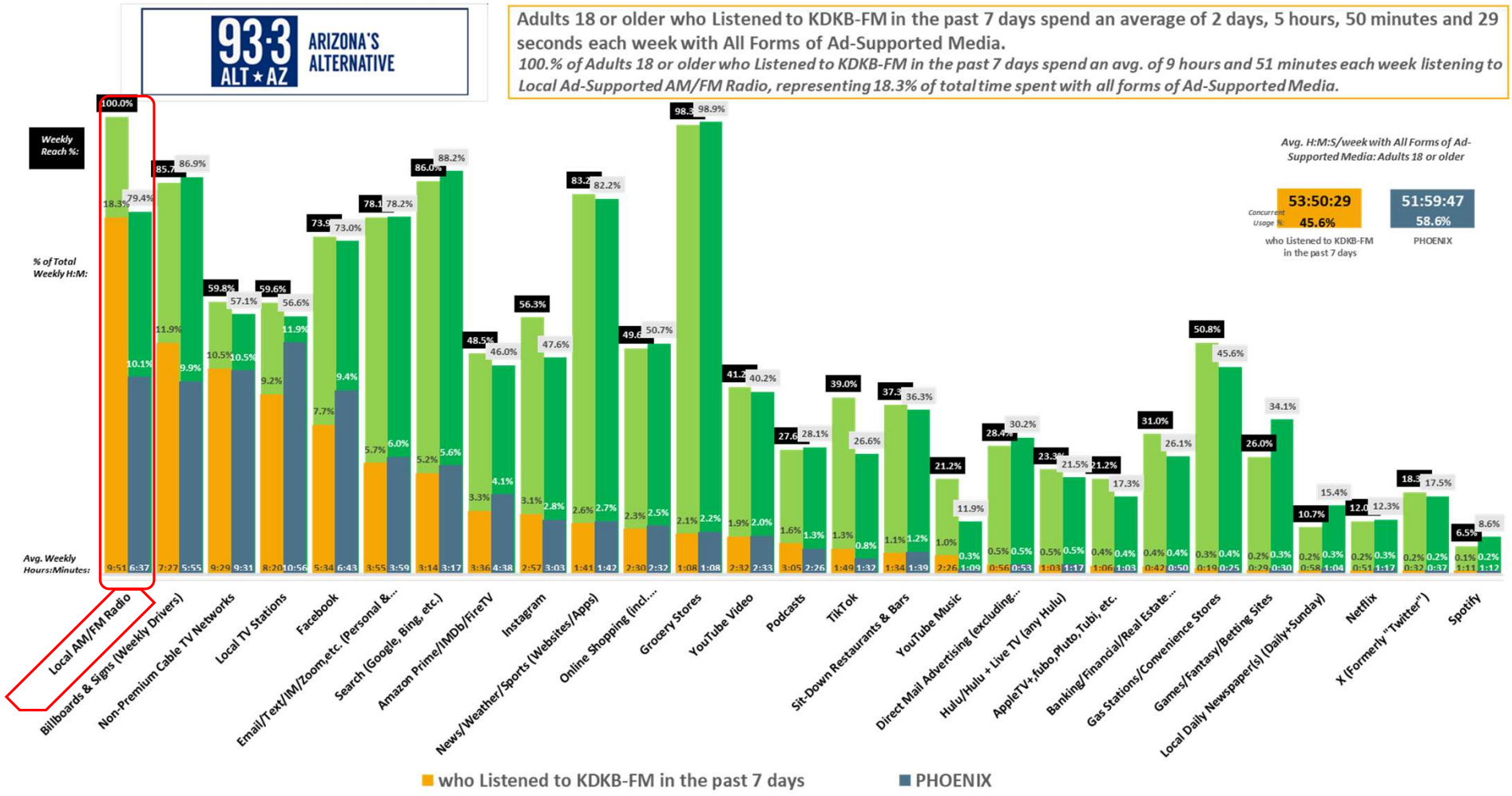


PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 68 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

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(Radio Stations: KAZG-AM)

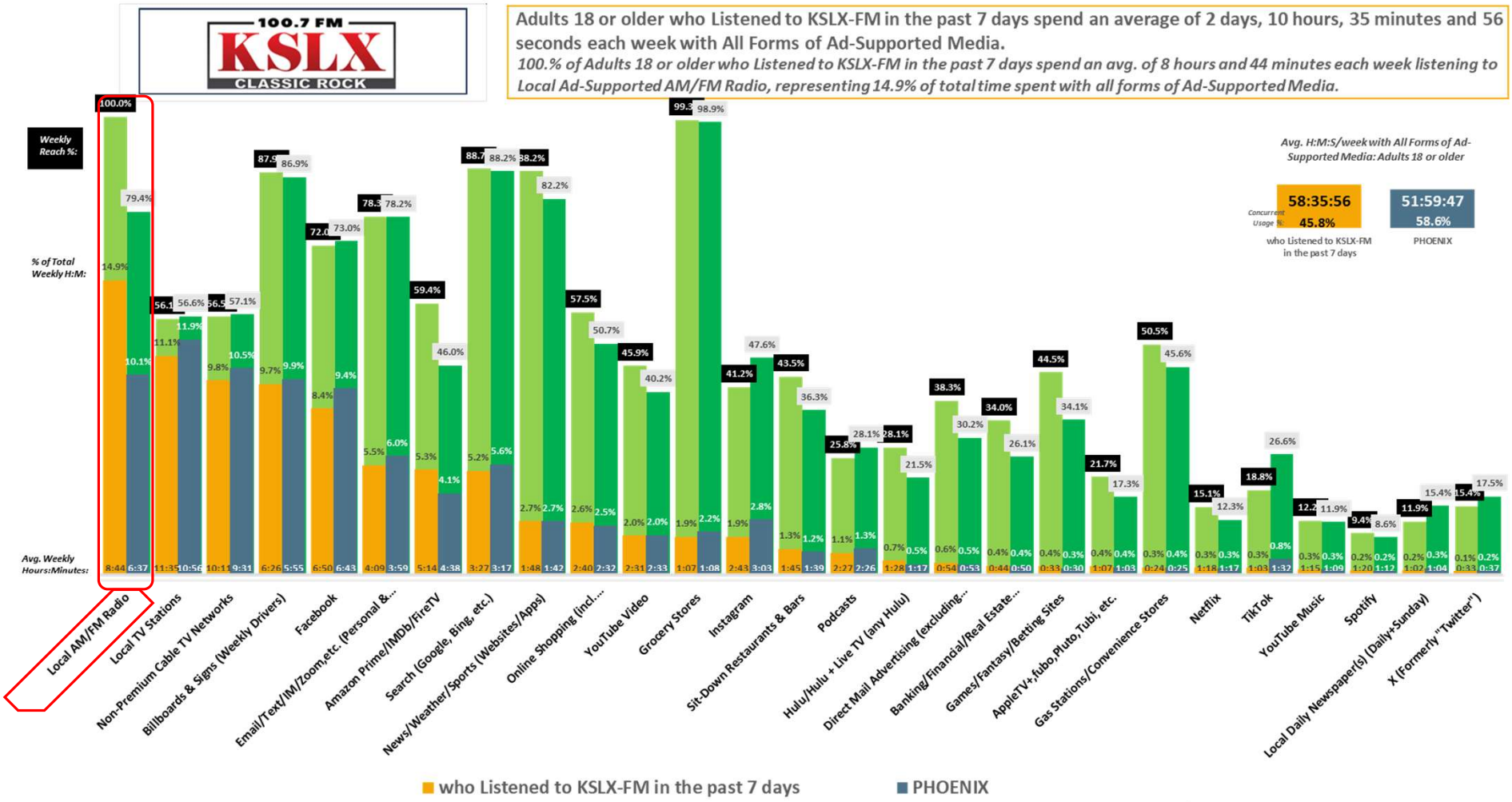


PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 215 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

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(Radio Stations: KDKB-FM)

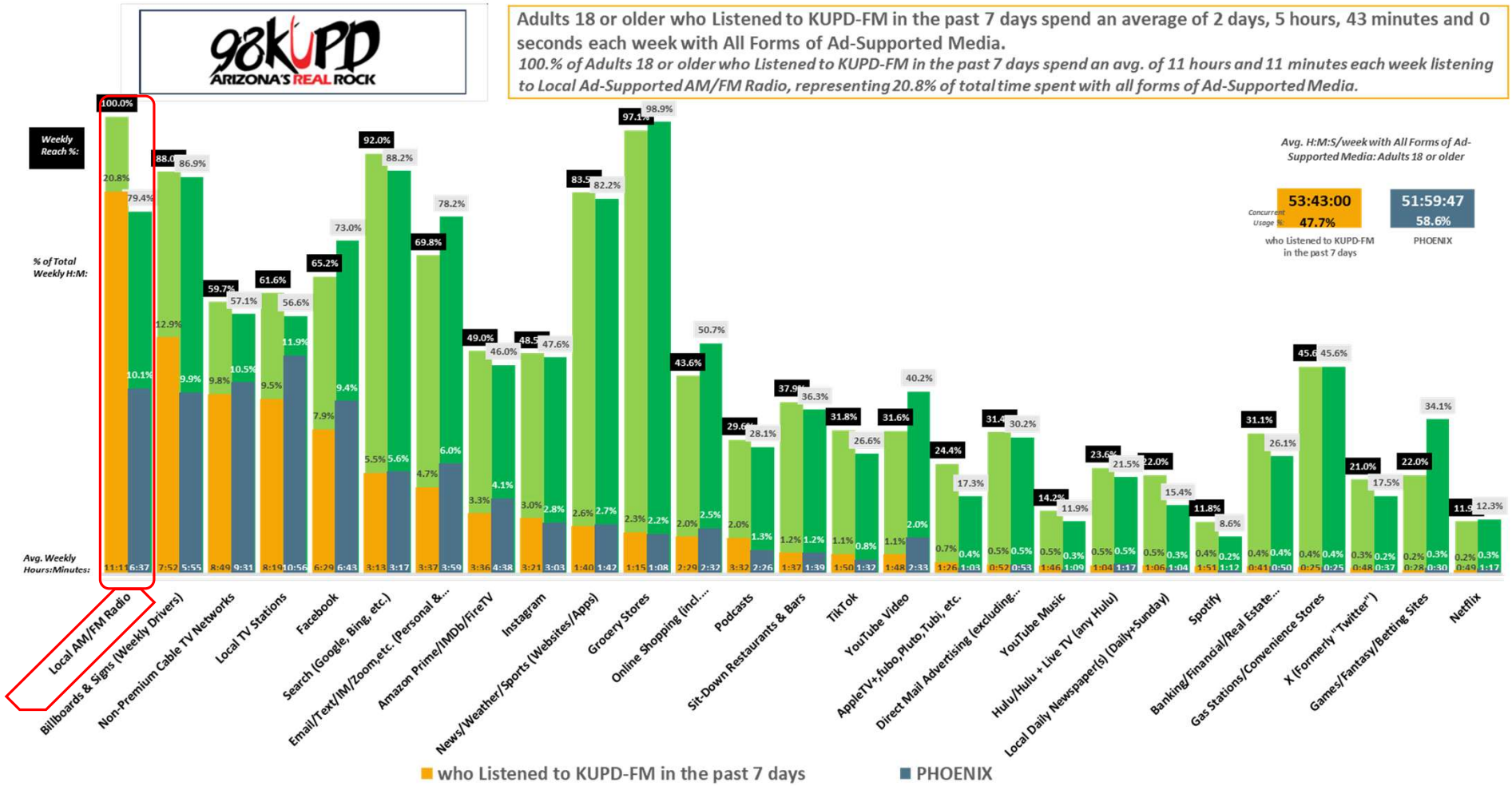


PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 315 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

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(Radio Stations: KSLX-FM)



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 251 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

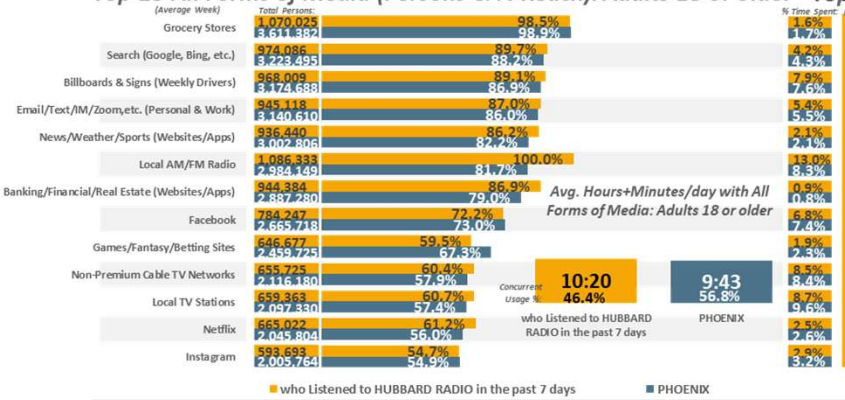
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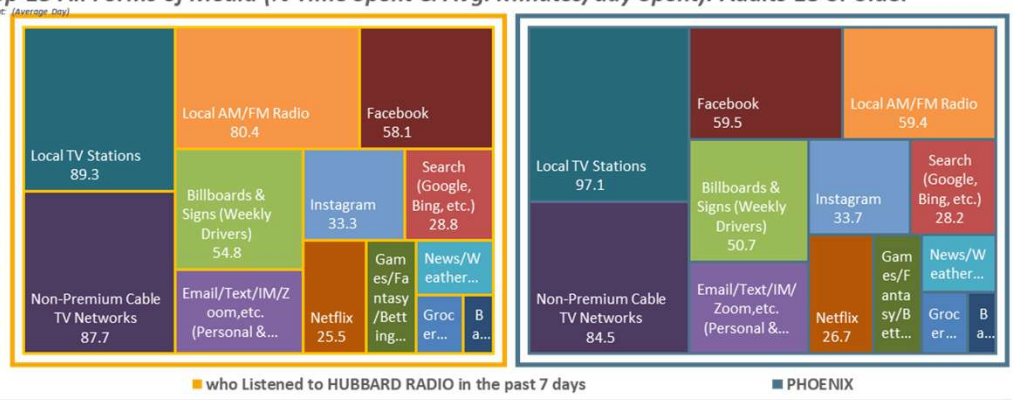
(Radio Stations: KUPD-FM)

Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 8 hours and 0 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 74.5 minutes/day. *(Local Radio delivers 15.5% of Time with Ad-Supported Media.)*

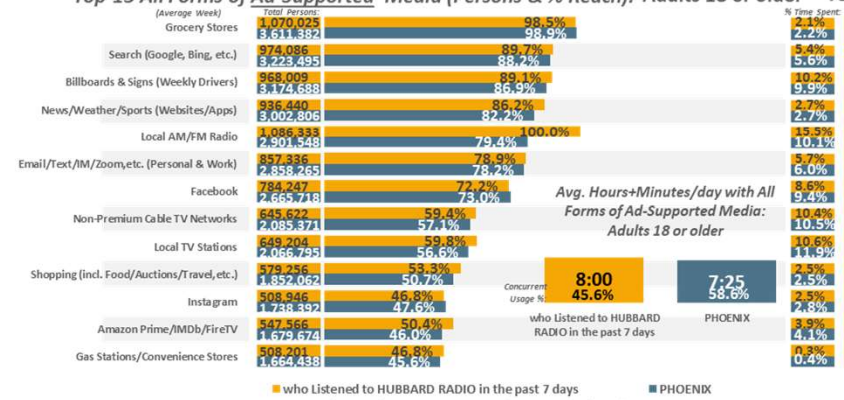
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



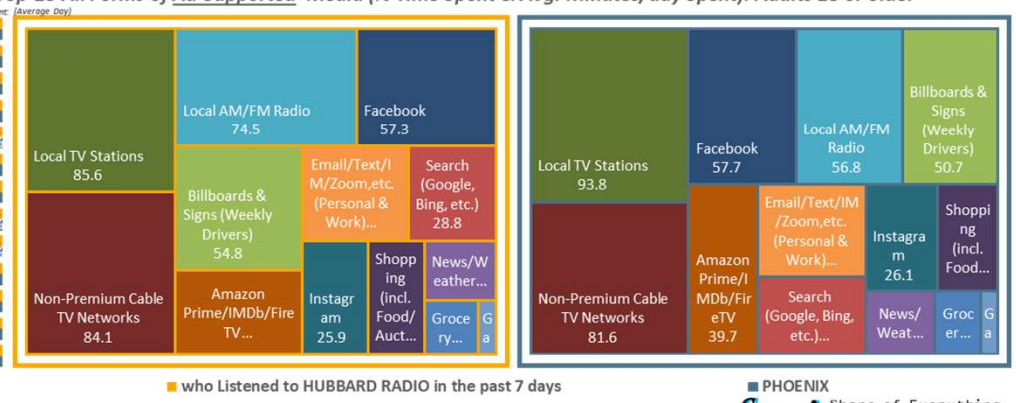
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 615

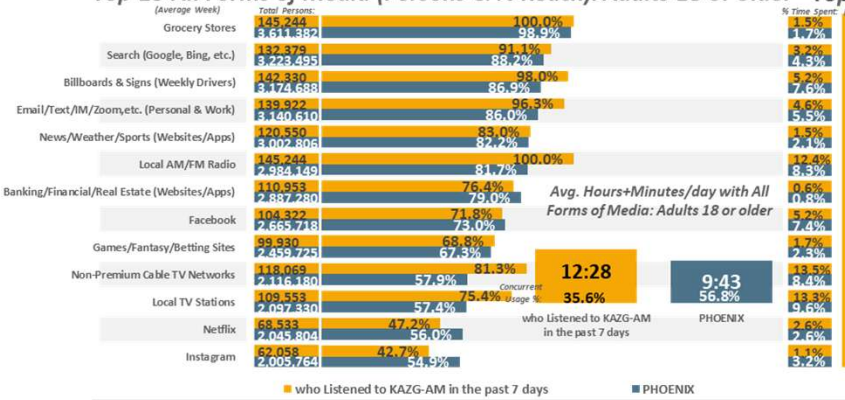
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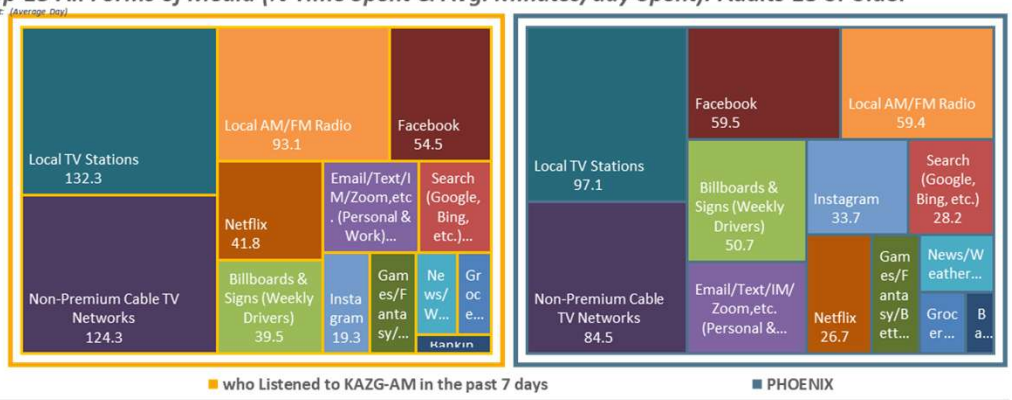
(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

Adults 18 or older who Listened to KAZG-AM in the past 7 days spend an average of 9 hours and 34 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 79.1 minutes/day. *(Local Radio delivers 13.8% of Time with Ad-Supported Media.)*

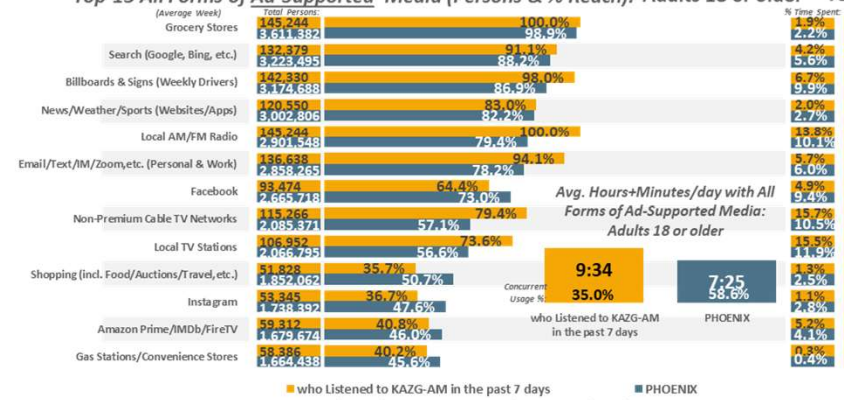
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



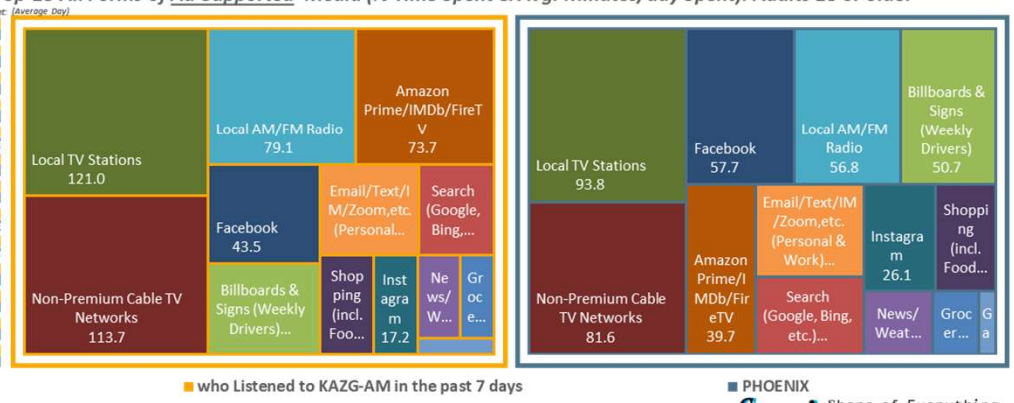
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 68

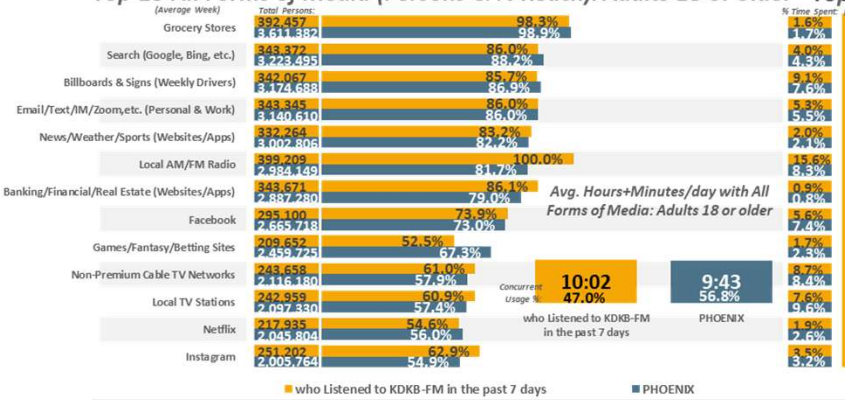
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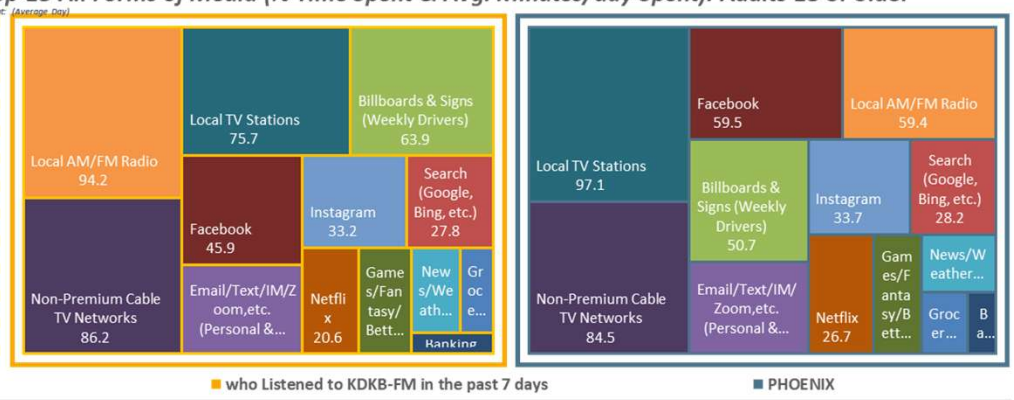
(Radio Stations: KAZG-AM)

Adults 18 or older who Listened to KDKB-FM in the past 7 days spend an average of 7 hours and 41 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 84.5 minutes/day. *(Local Radio delivers 18.3% of Time with Ad-Supported Media.)*

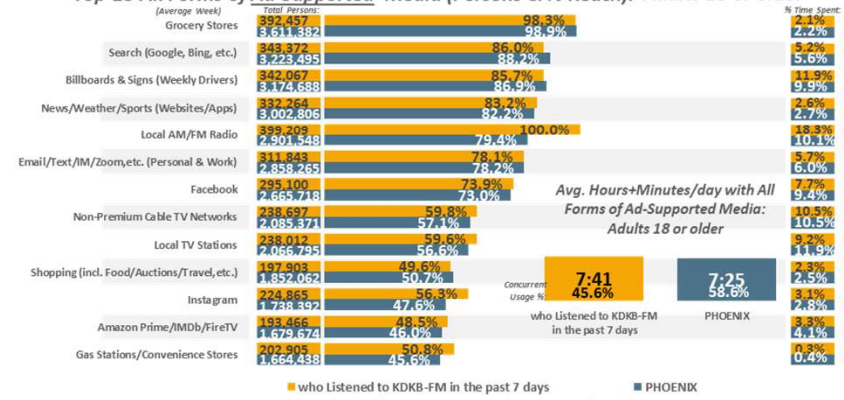
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



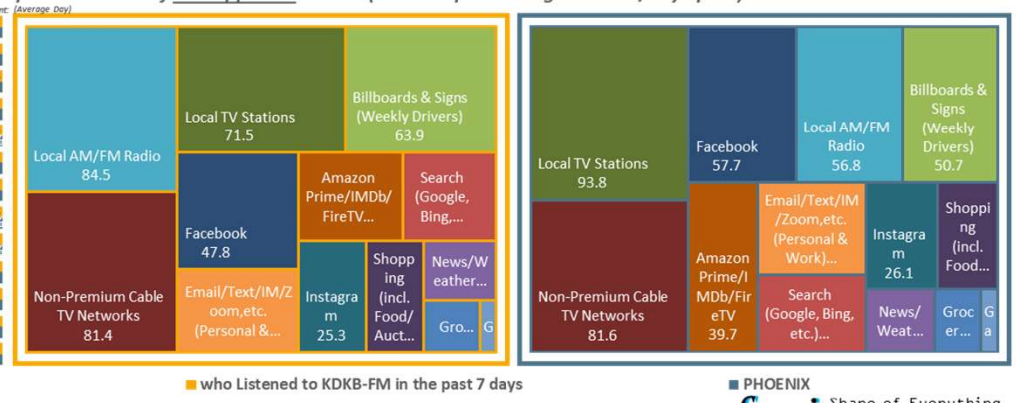
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

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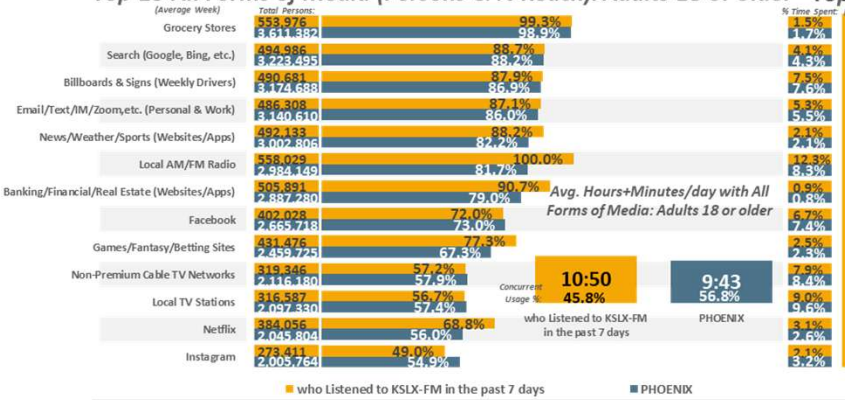
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(Radio Stations: KDKB-FM)

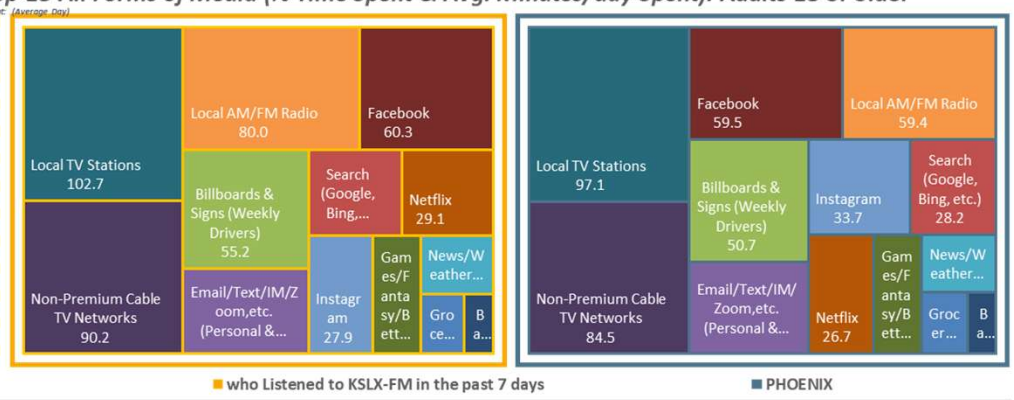
100.7 FM KSLX CLASSIC ROCK

Adults 18 or older who Listened to KSLX-FM in the past 7 days spend an average of 8 hours and 22 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 74.9 minutes/day. *(Local Radio delivers 14.9% of Time with Ad-Supported Media.)*

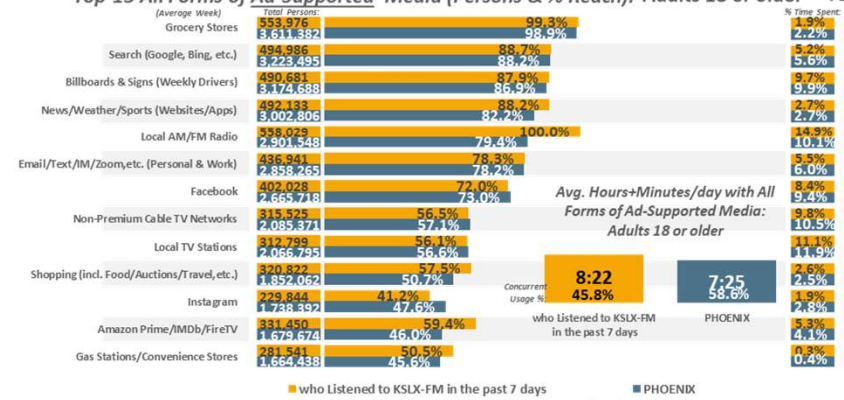
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



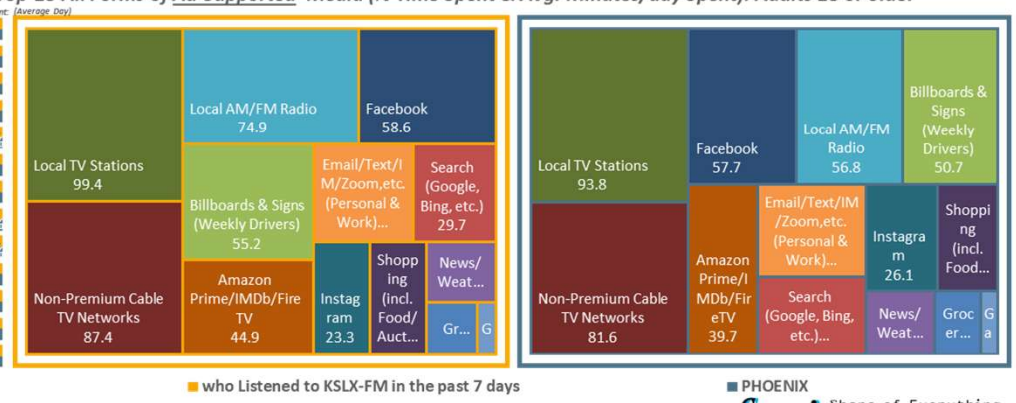
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 315

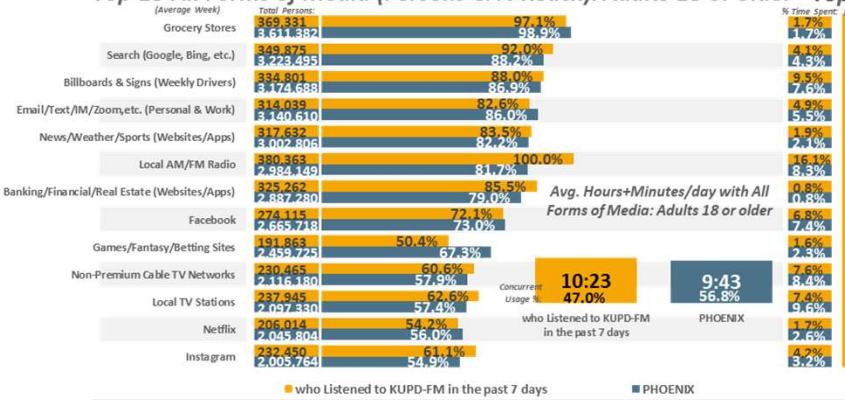
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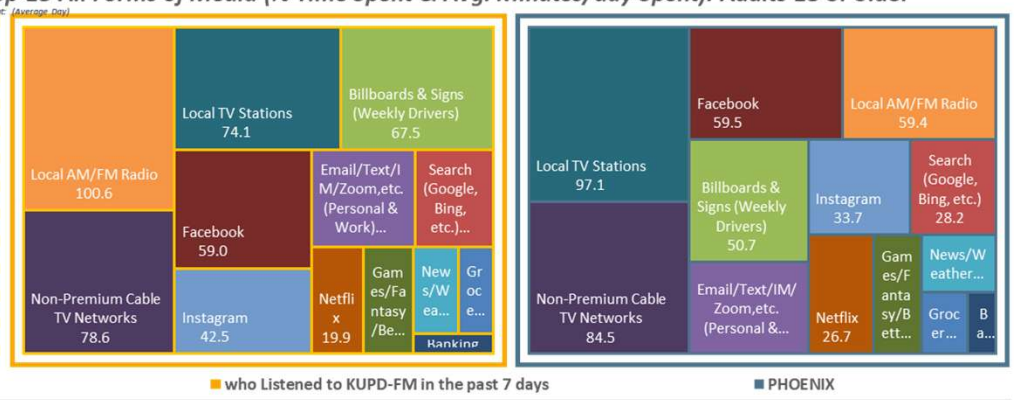
(Radio Stations: KSLX-FM)

Adults 18 or older who Listened to KUPD-FM in the past 7 days spend an average of 7 hours and 40 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 96. minutes/day. *(Local Radio delivers 20.8% of Time with Ad-Supported Media.)*

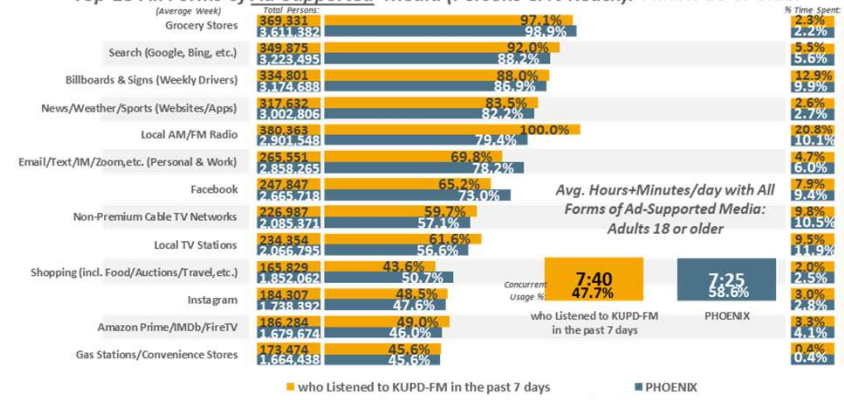
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



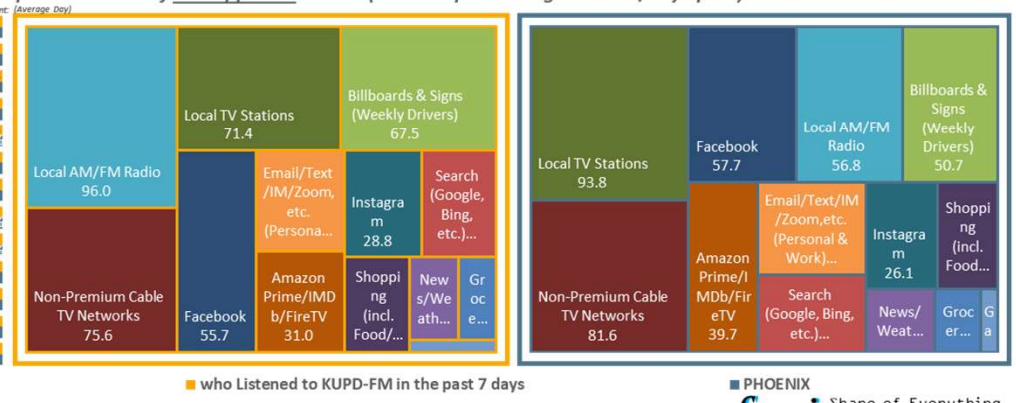
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 251

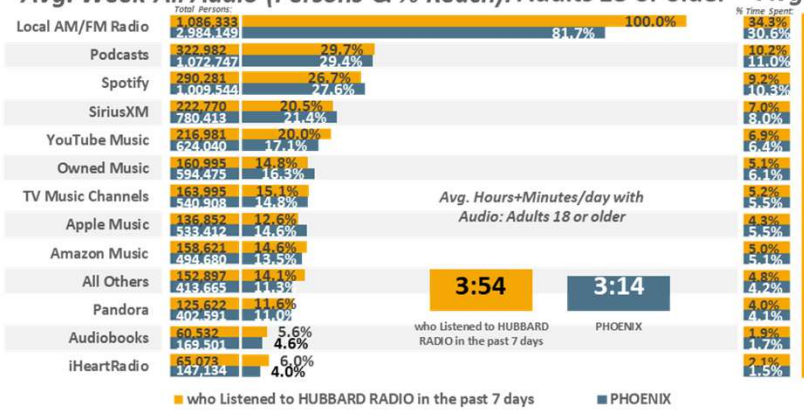
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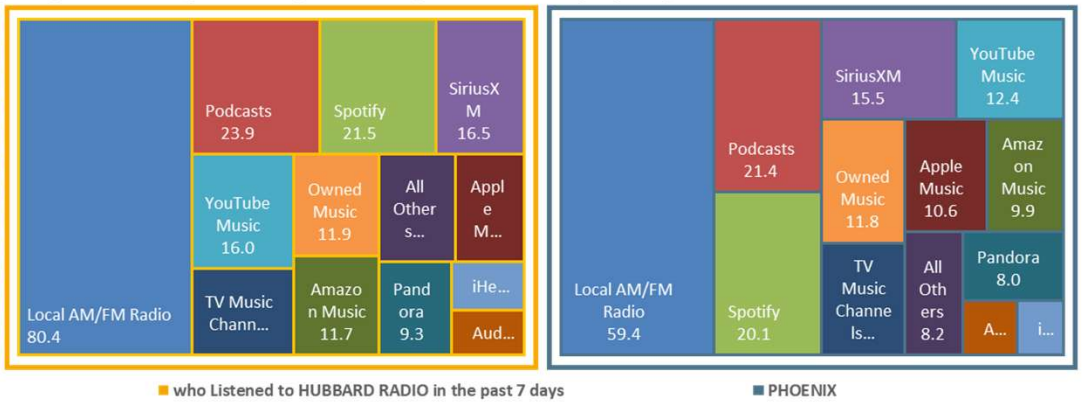
(Radio Stations: KUPD-FM)

1,086,333 or 100.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 74.5 minutes every day representing 45.2% of all time spent daily with Ad-Supported Audio.

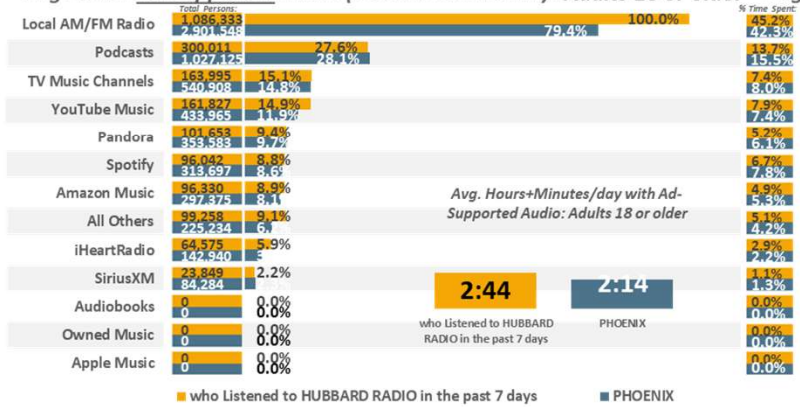
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



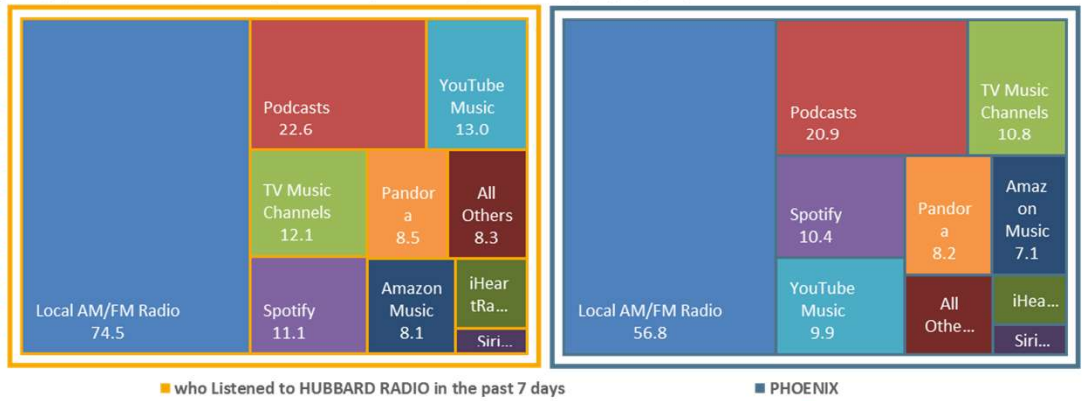
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 615

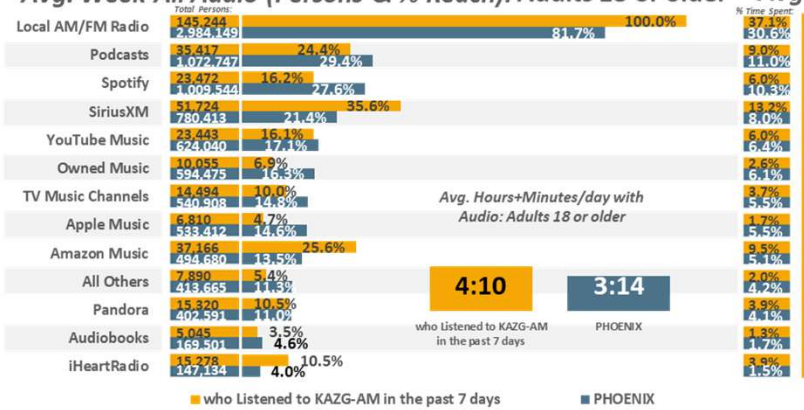
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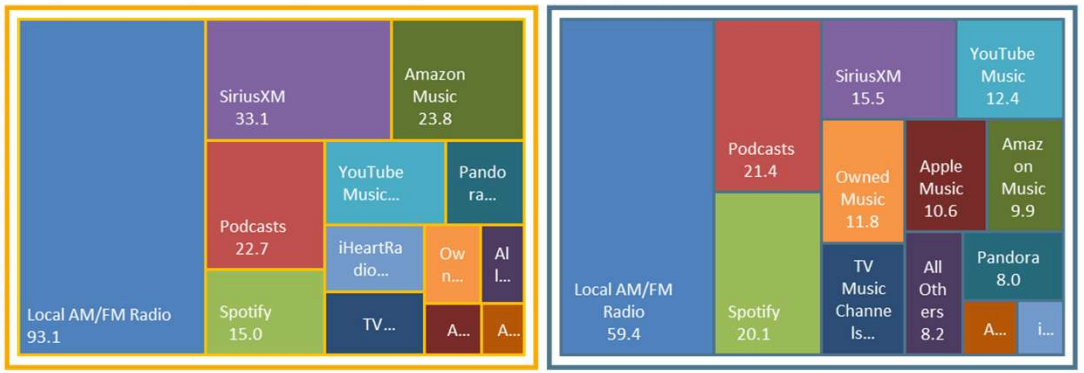
(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

145,244 or 100.% of Adults 18 or older who Listened to KAZG-AM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 79.1 minutes every day representing 42.7% of all time spent daily with Ad-Supported Audio.

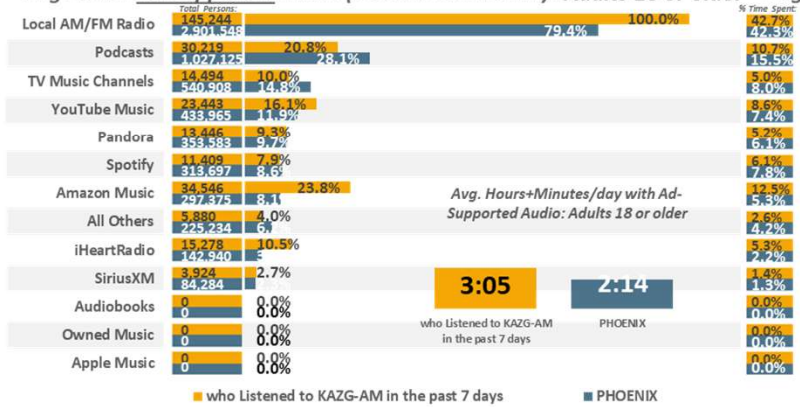
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



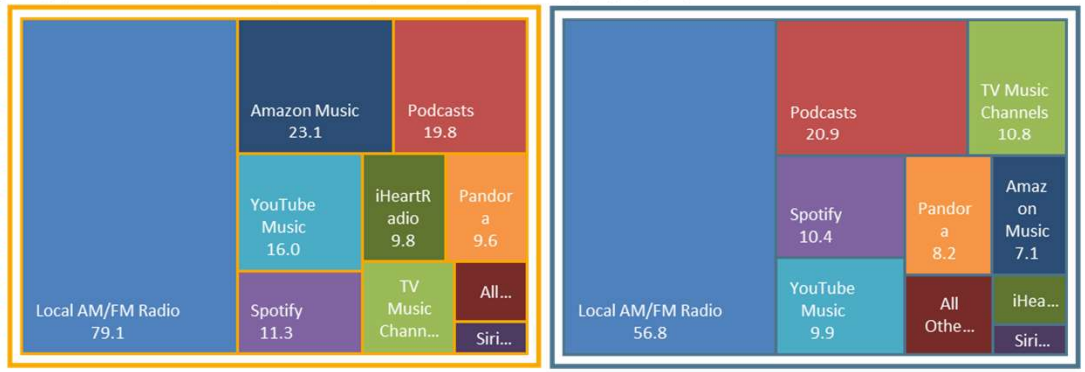
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 68

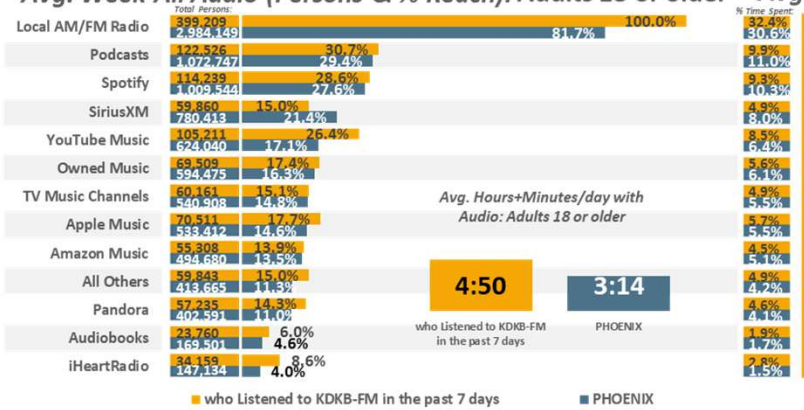
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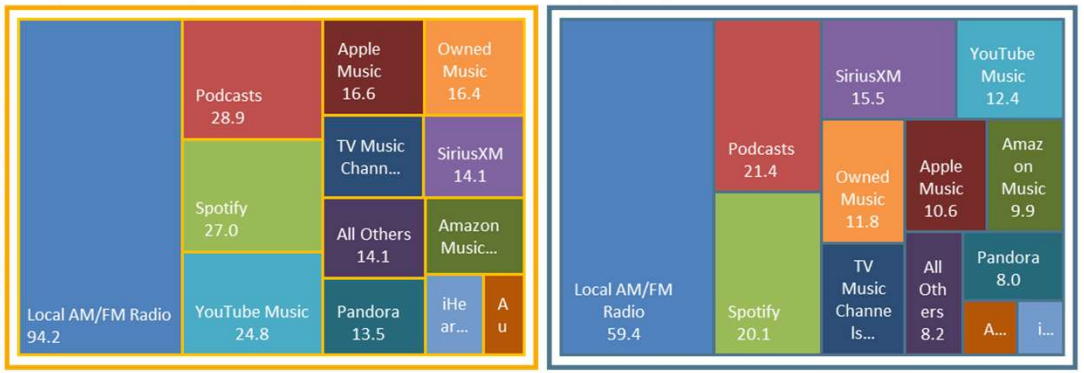
(Radio Stations: KAZG-AM)

399,209 or 100.% of Adults 18 or older who Listened to KDKB-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 84.5 minutes every day representing 42.5% of all time spent daily with Ad-Supported Audio.

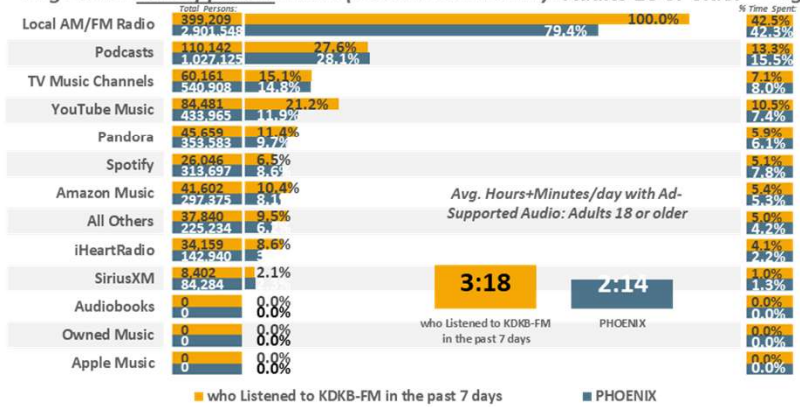
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



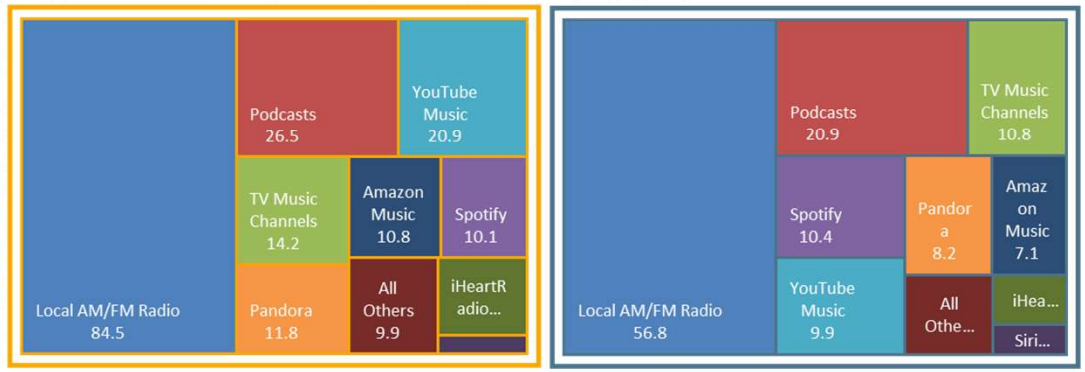
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

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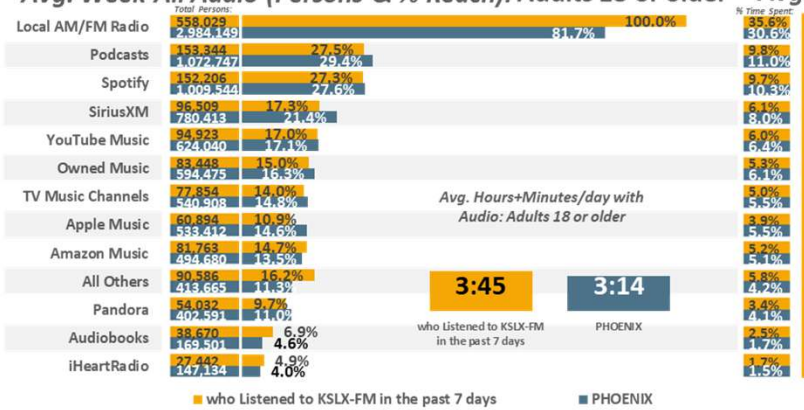
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(Radio Stations: KDKB-FM)

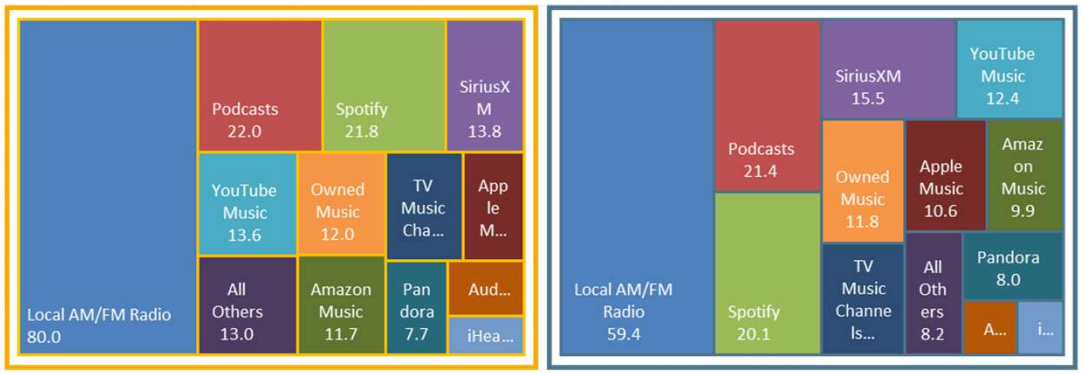
100.7 FM KSLX CLASSIC ROCK

558,029 or 100.% of Adults 18 or older who Listened to KSLX-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 74.9 minutes every day representing 47.4% of all time spent daily with Ad-Supported Audio.

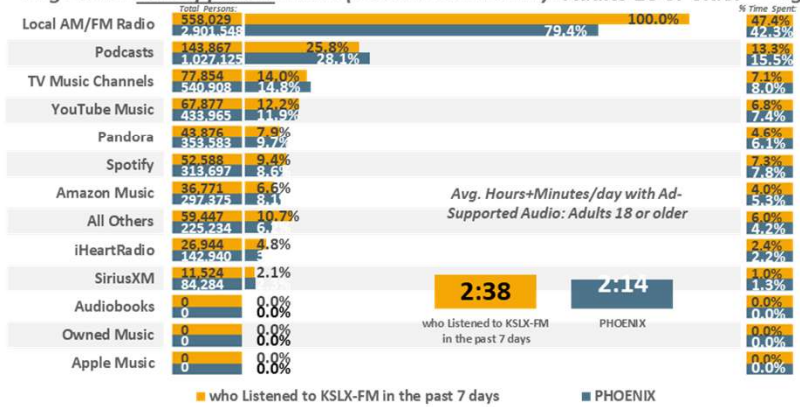
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



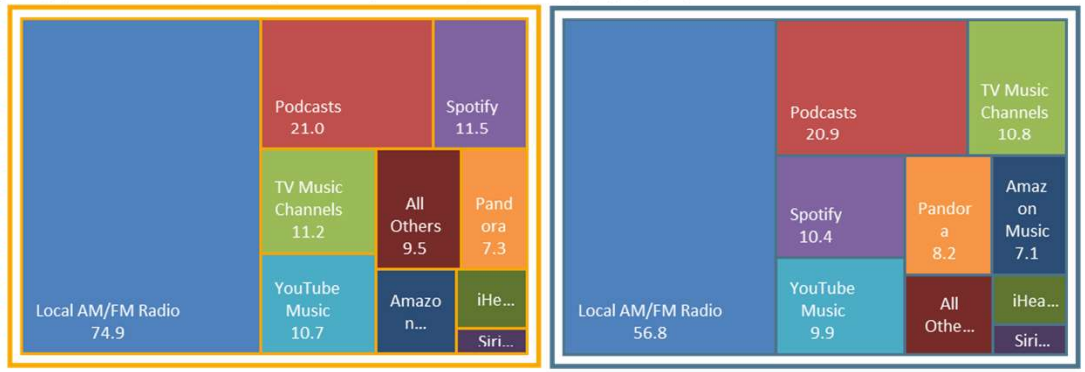
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 315

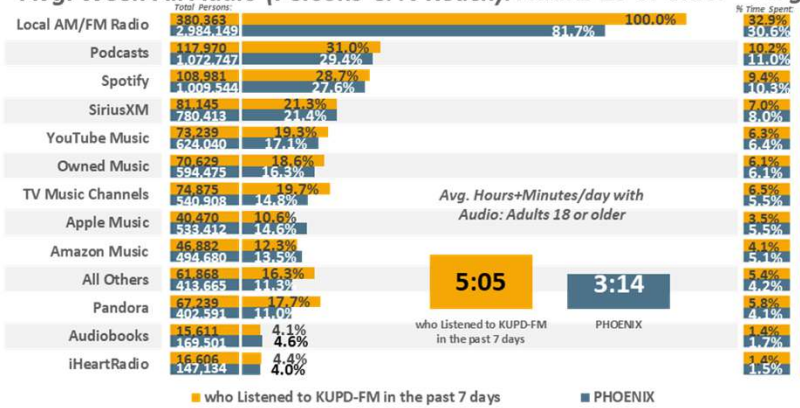
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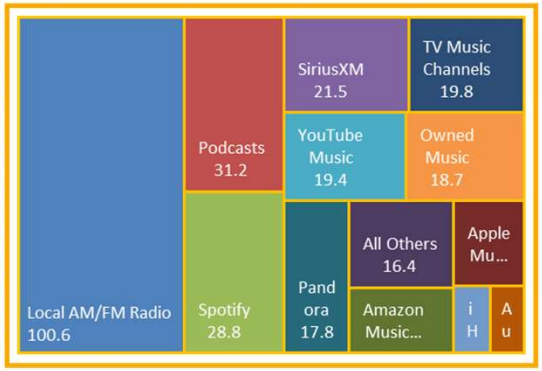
soefa.ai Share of Everything for Anything

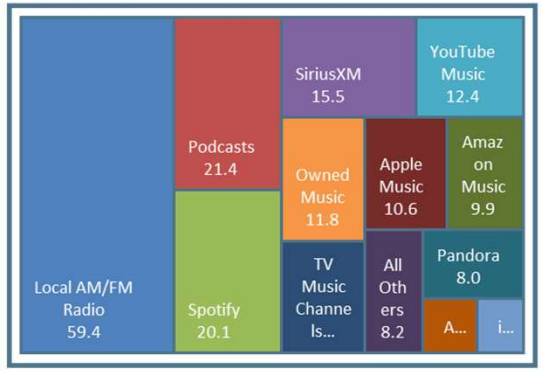
(Radio Stations: KSLX-FM)

380,363 or 100.% of Adults 18 or older who Listened to KUPD-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 96. minutes every day representing 43.6% of all time spent daily with Ad-Supported Audio.

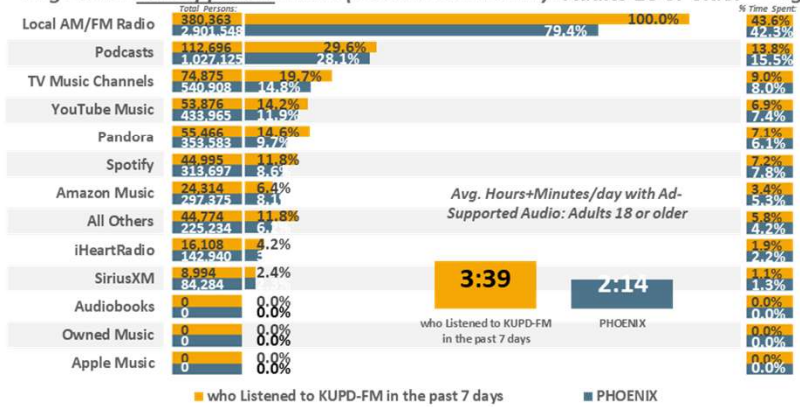
Avg. Week All Audio (Persons & % Reach): Adults 18 or older

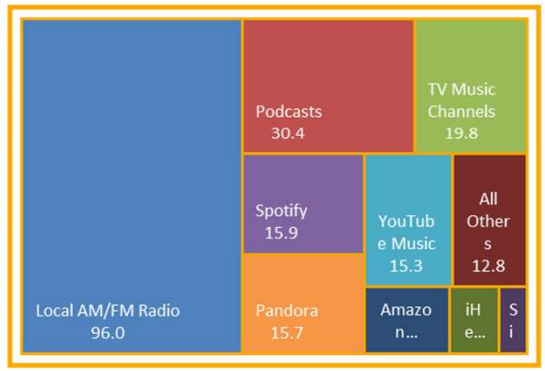


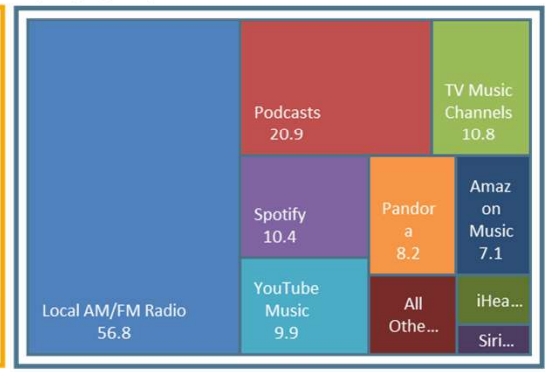




Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older







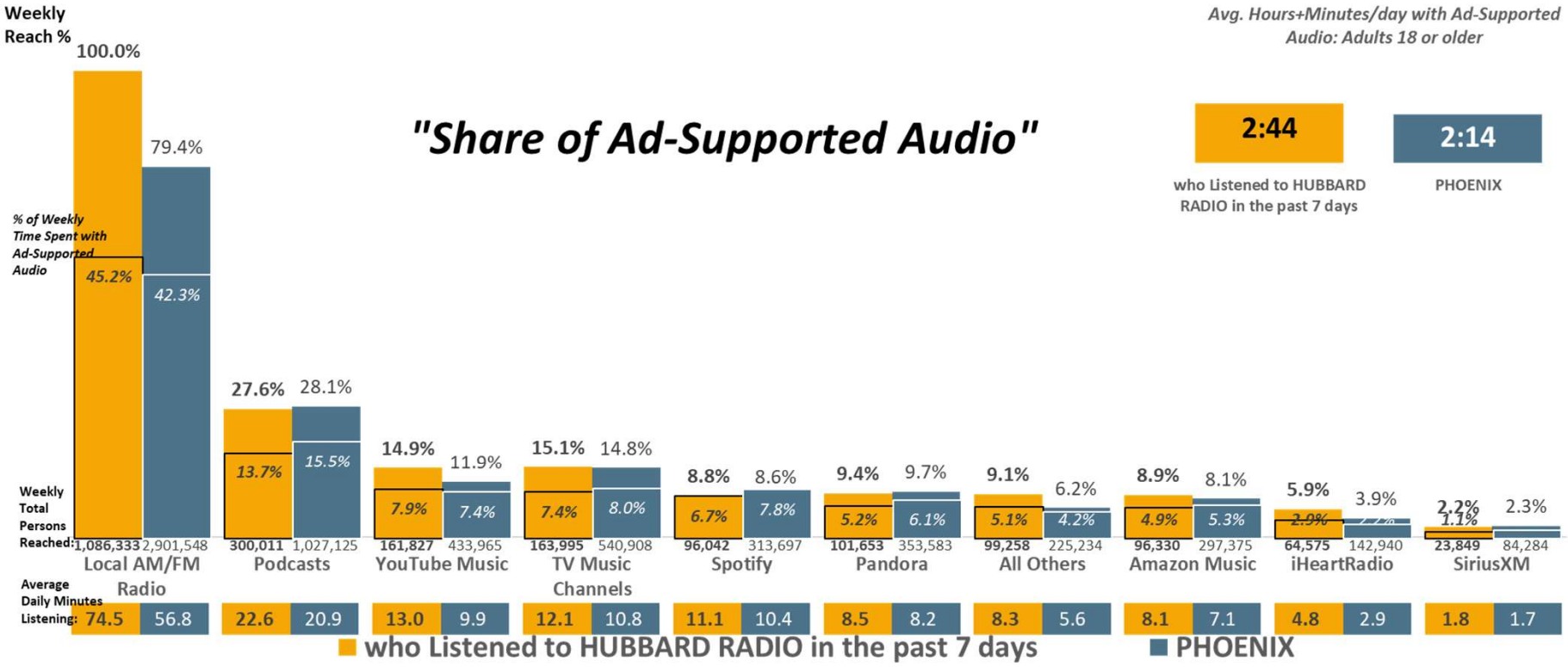
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 251

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(Radio Stations: KUPD-FM)

1,086,333 or 100.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 74.5 minutes every day representing 45.2% of all time spent daily with Ad-Supported Audio.



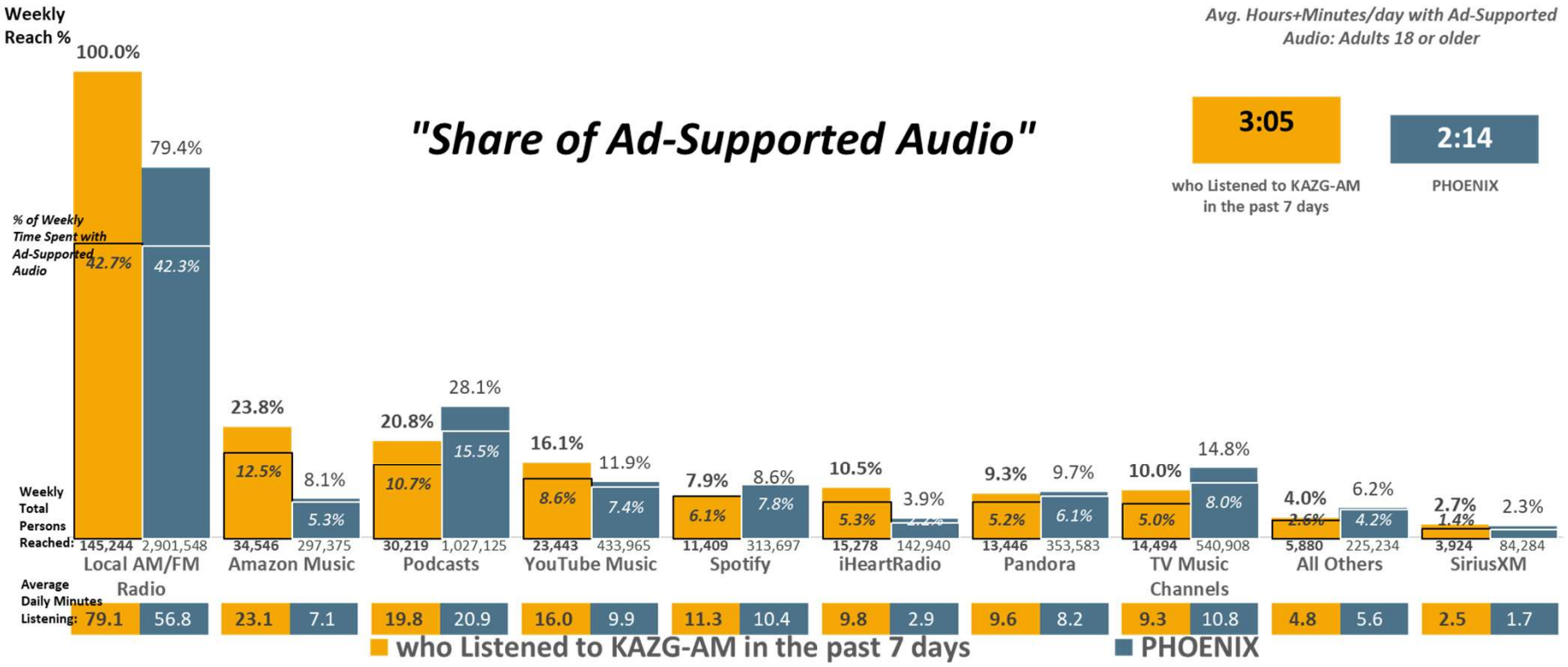
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 615 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

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

145,244 or 100.% of Adults 18 or older who Listened to KAZG-AM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 79.1 minutes every day representing 42.7% of all time spent daily with Ad-Supported Audio.



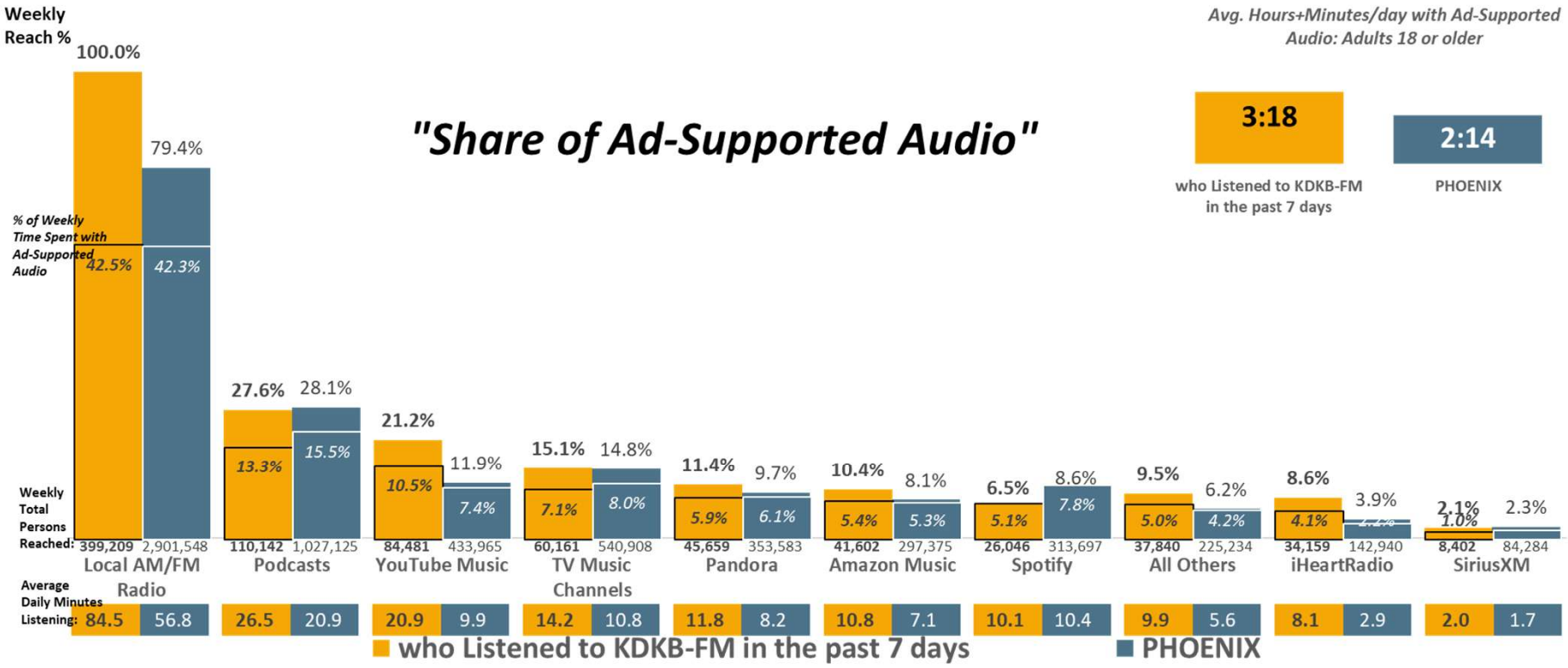
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 68 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

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(Radio Stations: KAZG-AM)

399,209 or 100.% of Adults 18 or older who Listened to KDKB-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 84.5 minutes every day representing 42.5% of all time spent daily with Ad-Supported Audio.



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 215 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

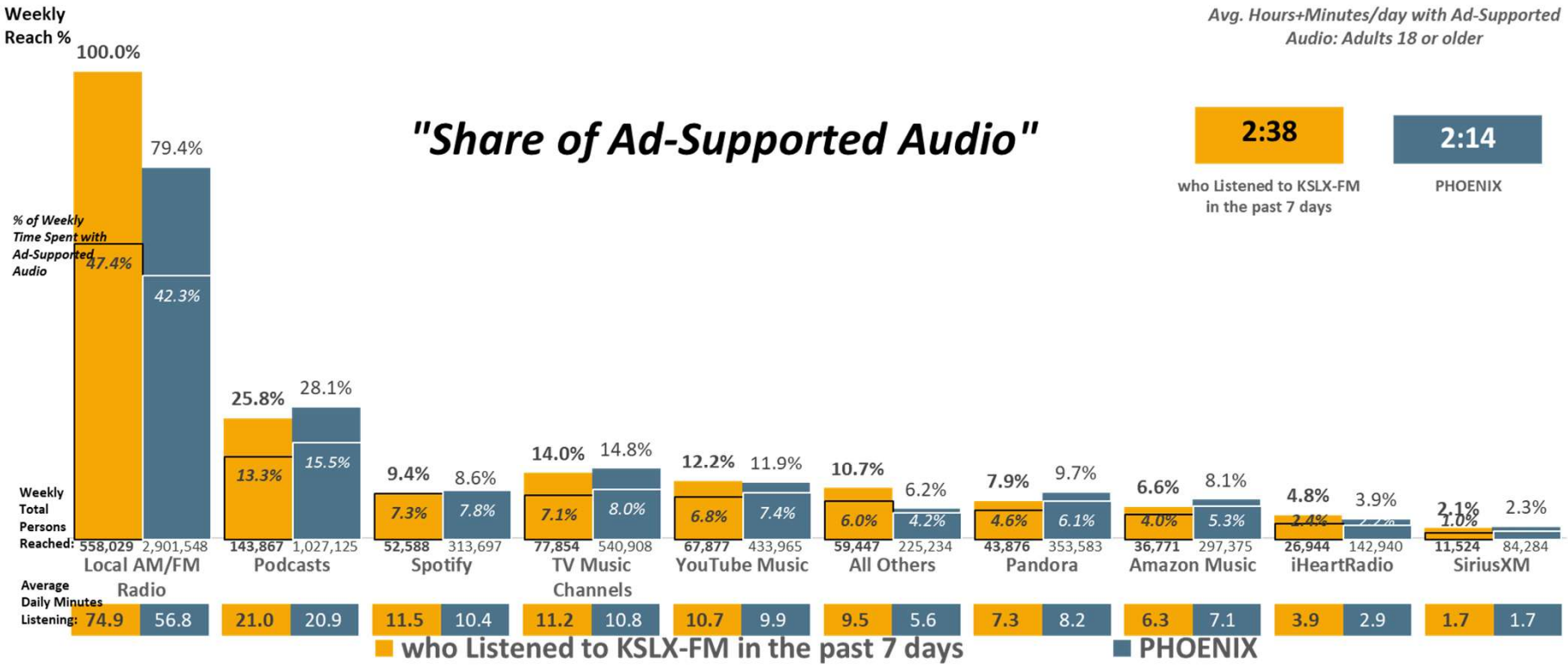
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(Radio Stations: KDKB-FM)

100.7 FM KSLX CLASSIC ROCK

558,029 or 100.% of Adults 18 or older who Listened to KSLX-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 74.9 minutes every day representing 47.4% of all time spent daily with Ad-Supported Audio.



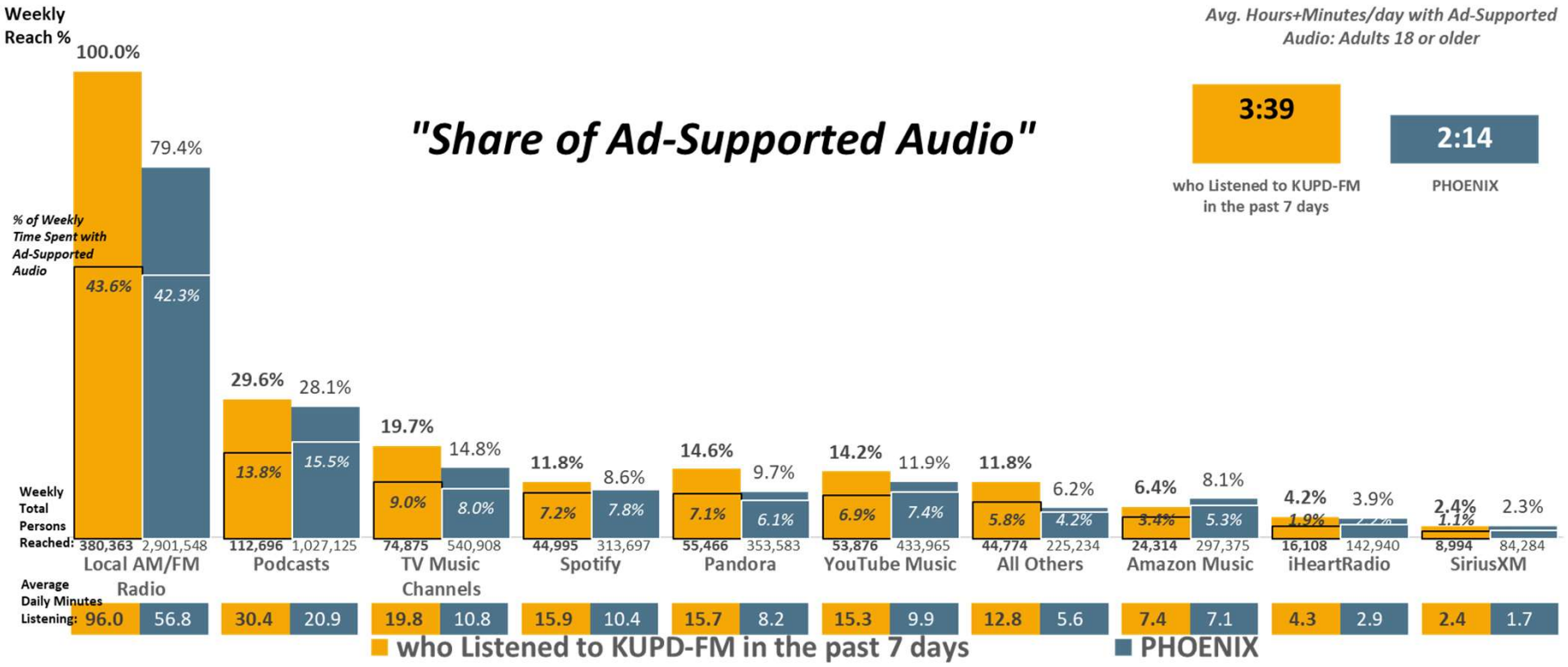
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 315 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

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(Radio Stations: KSLX-FM)

380,363 or 100.% of Adults 18 or older who Listened to KUPD-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 96. minutes every day representing 43.6% of all time spent daily with Ad-Supported Audio.



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 251 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

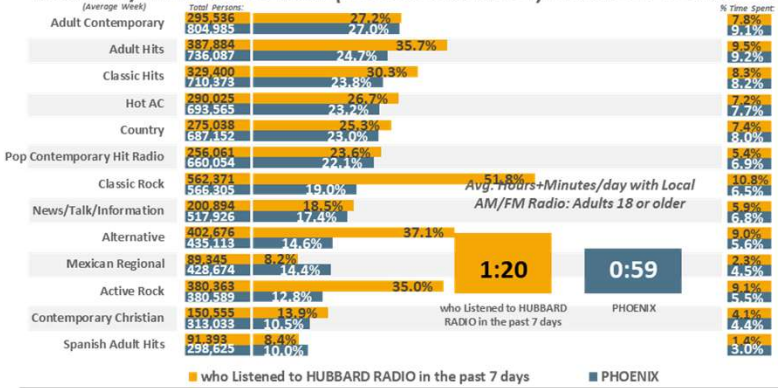
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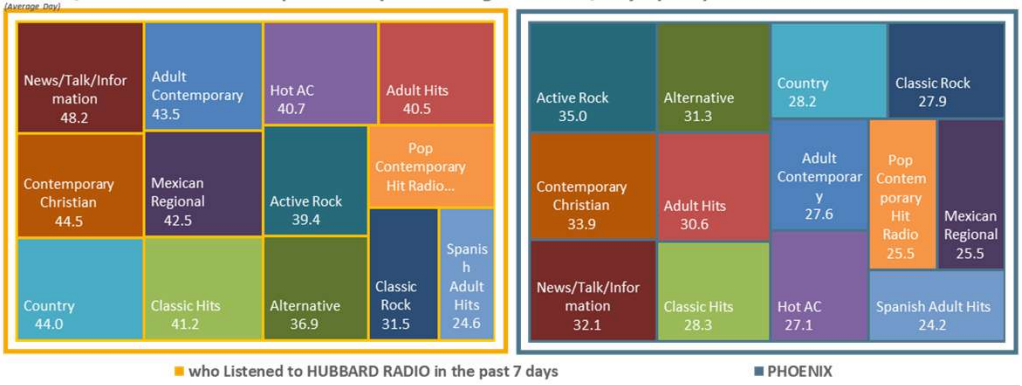
(Radio Stations: KUPD-FM)

1,086,333 or 100.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Alternative, Adult Hits, Active Rock, and Classic Hits.

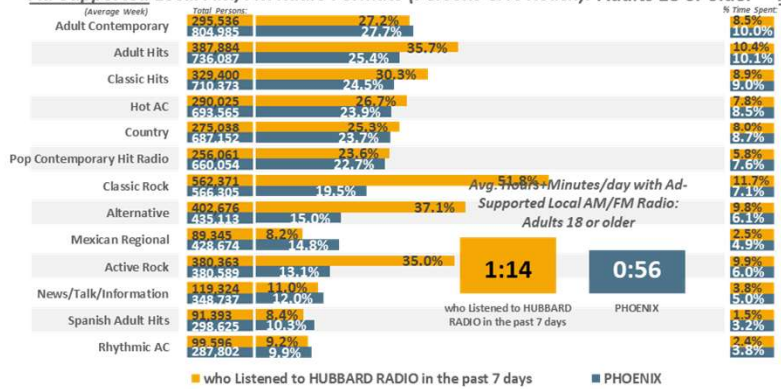
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



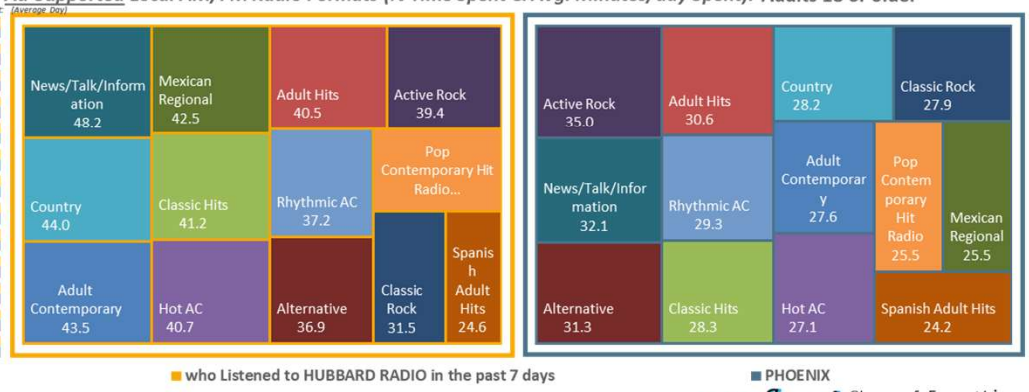
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 615

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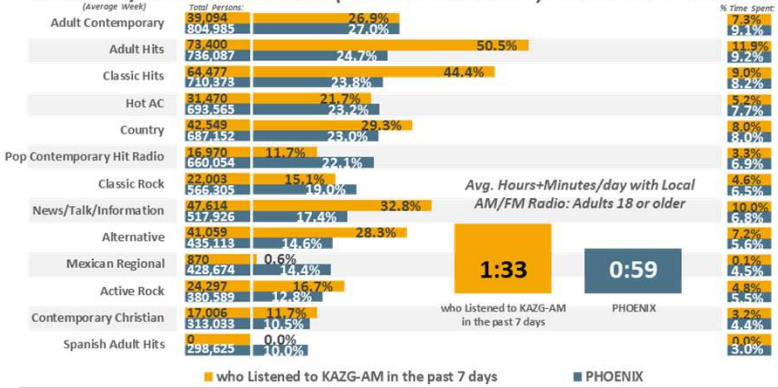
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(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

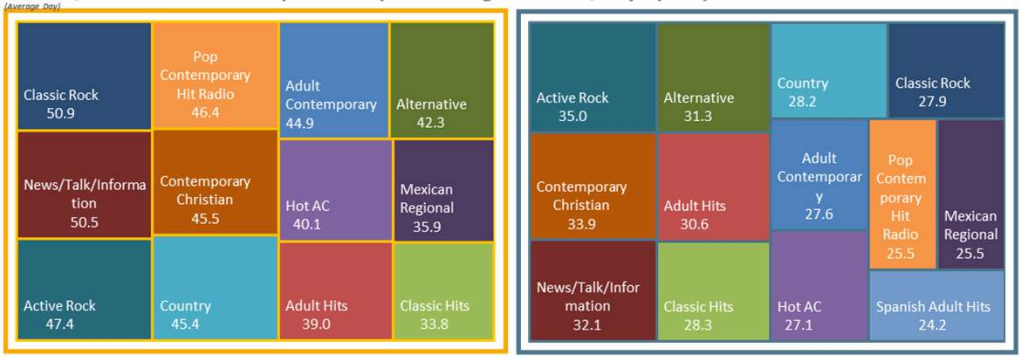
OLDIES 92.7 1440 AM KAZG

145,244 or 100.% of Adults 18 or older who Listened to KAZG-AM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Oldies, Adult Hits, Classic Hits, Country, and Alternative.

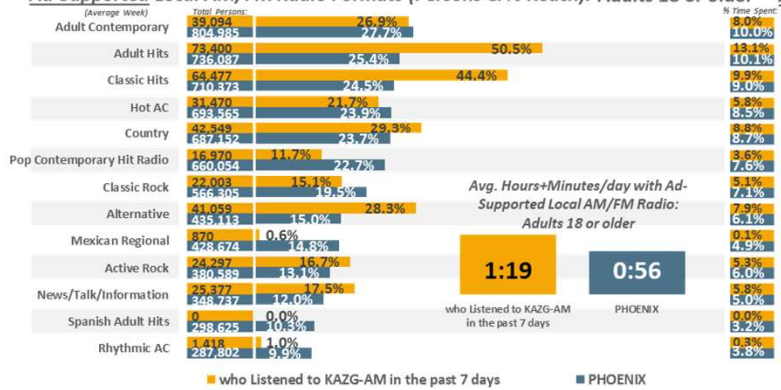
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



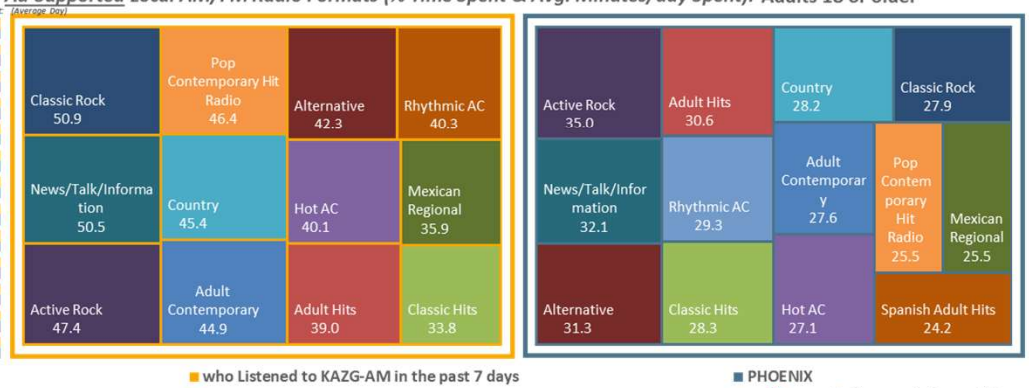
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 68

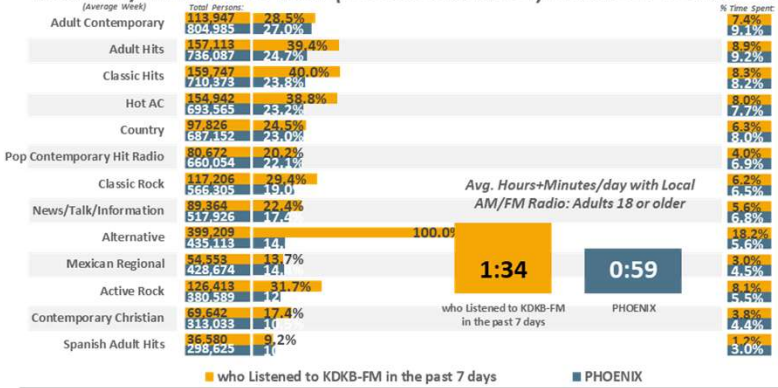
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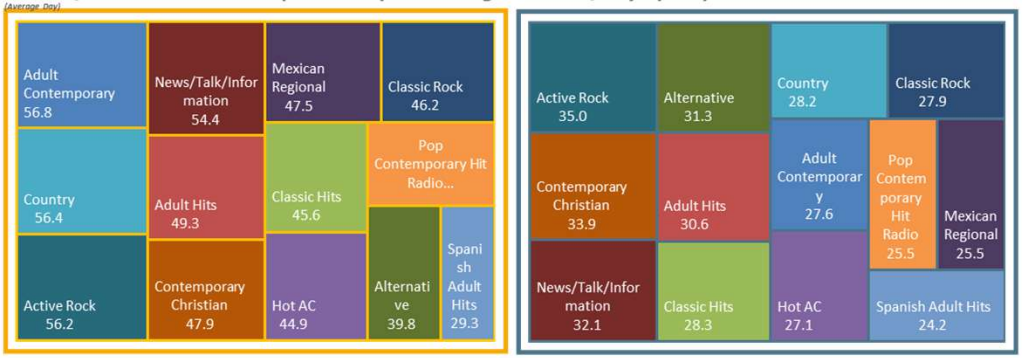
(Radio Stations: KAZG-AM)

399,209 or 100.% of Adults 18 or older who Listened to KDKB-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Alternative, Classic Hits, Adult Hits, Hot AC, and Active Rock.

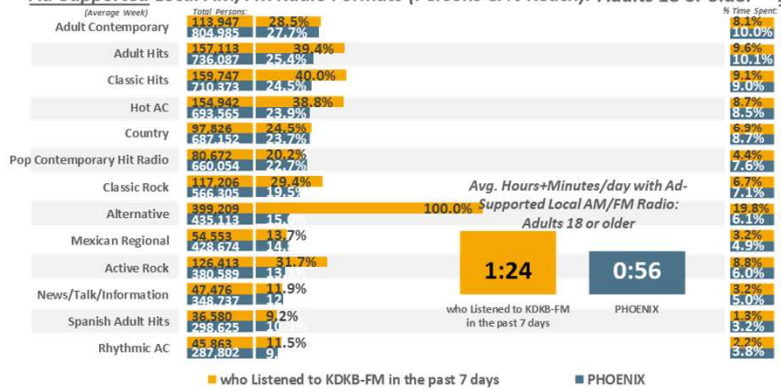
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



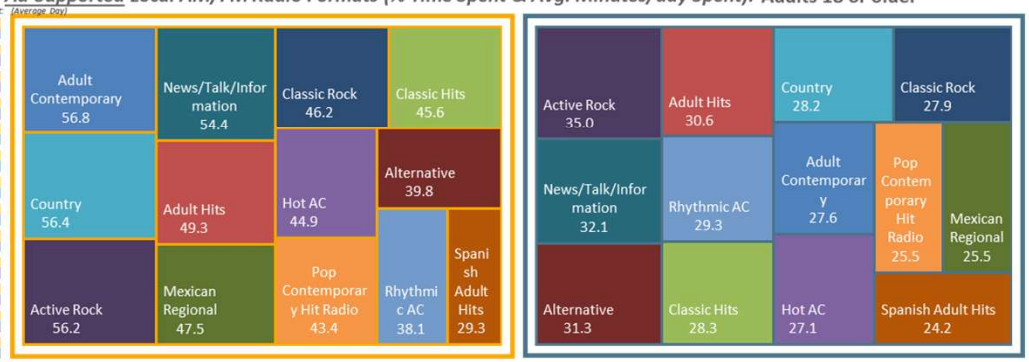
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

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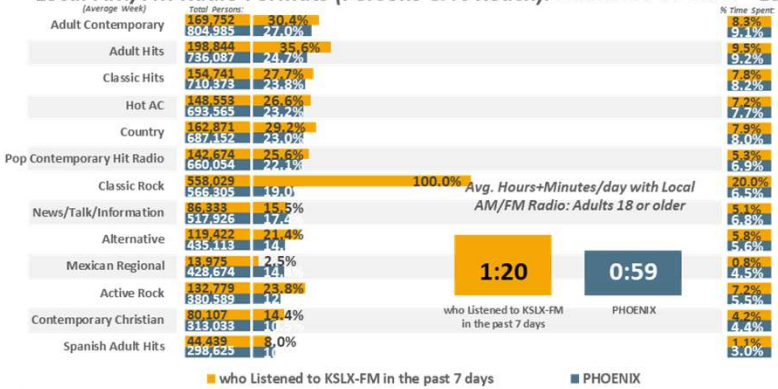
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(Radio Stations: KDKB-FM)

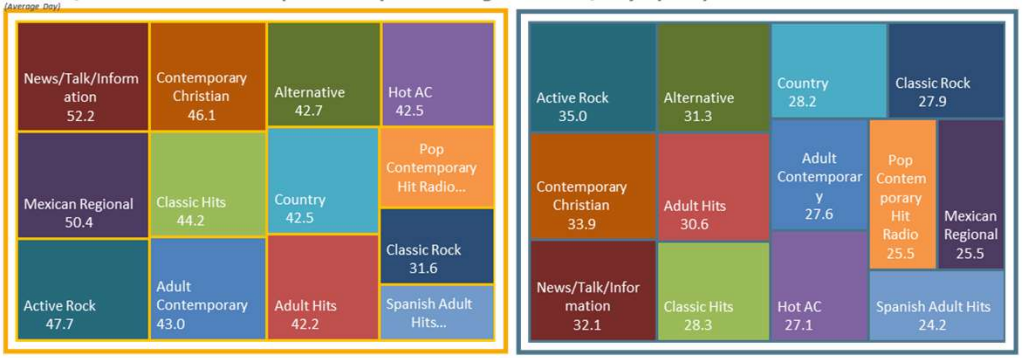
100.7 FM KSLX CLASSIC ROCK

558,029 or 100.% of Adults 18 or older who Listened to KSLX-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Adult Hits, Adult Contemporary, Country, and Classic Hits.

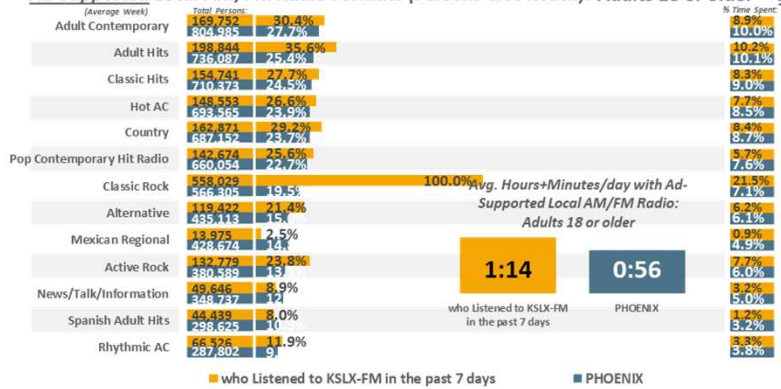
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



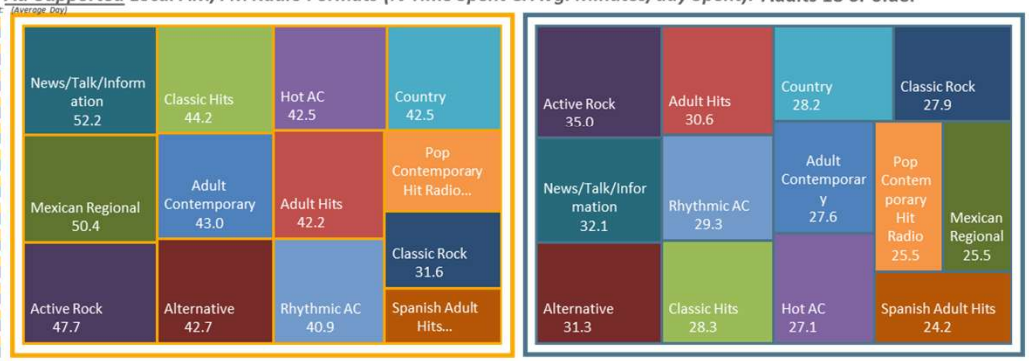
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 315

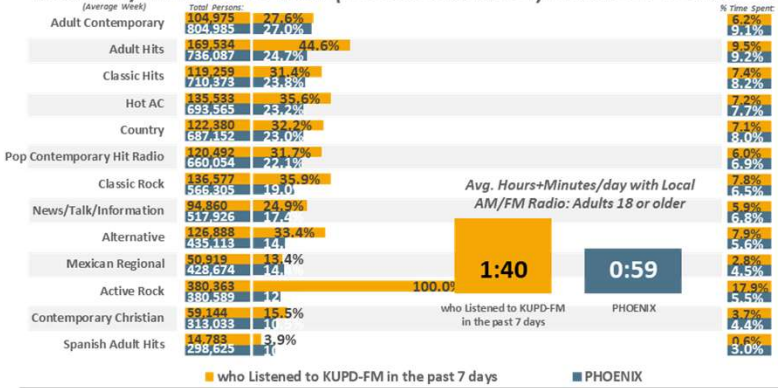
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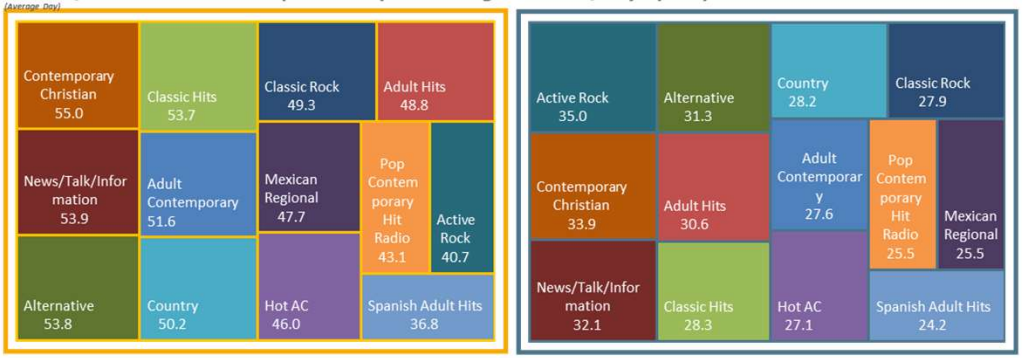
(Radio Stations: KSLX-FM)

380,363 or 100.% of Adults 18 or older who Listened to KUPD-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Active Rock, Adult Hits, Classic Rock, Hot AC, and Alternative.

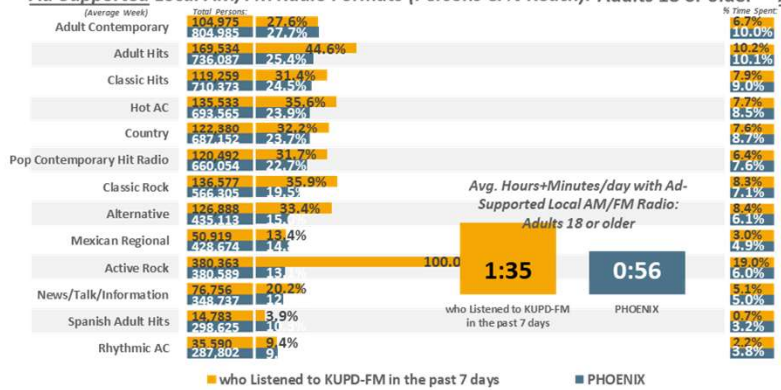
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



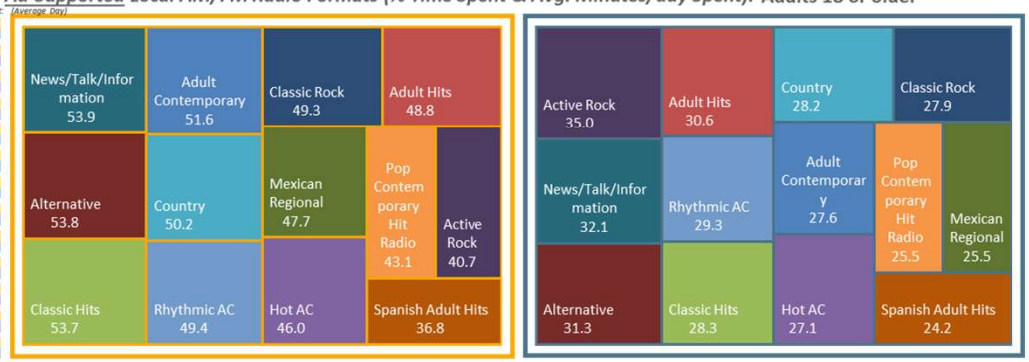
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 251

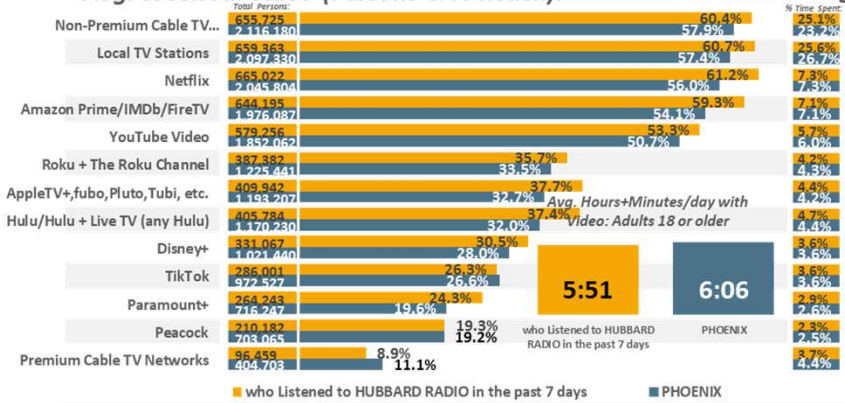
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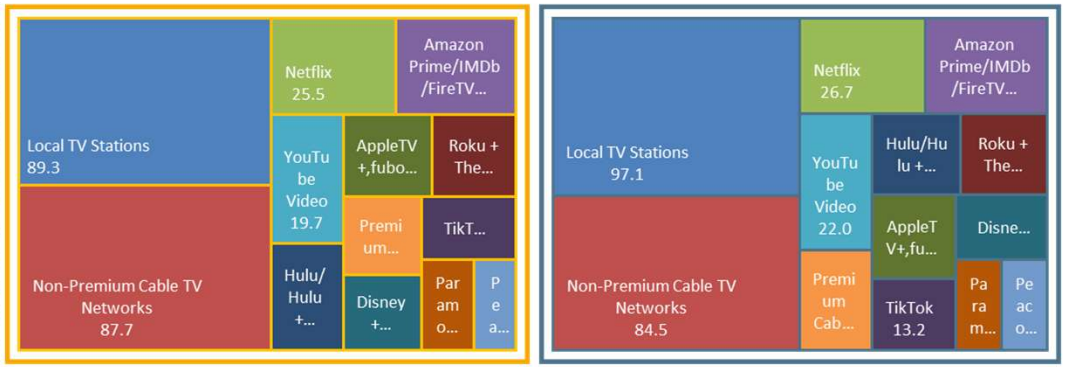
(Radio Stations: KUPD-FM)

649,204 or 59.8% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 85.6 minutes every day representing 29.8% of all time spent daily with Ad-Supported Video.

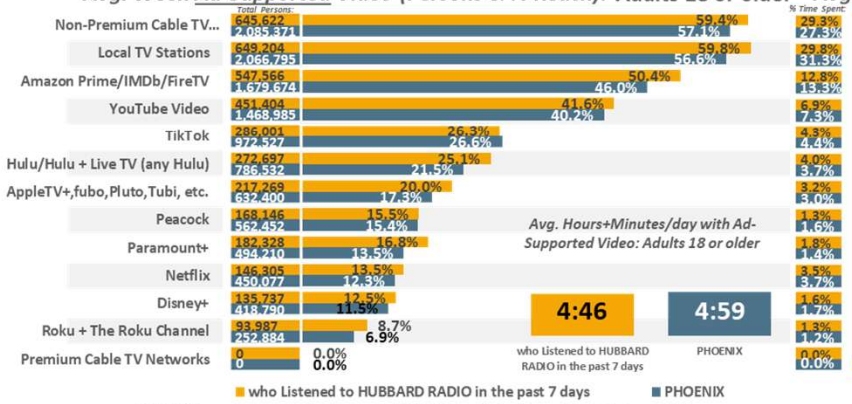
Avg. Week All Video (Persons & % Reach): Adults 18 or older



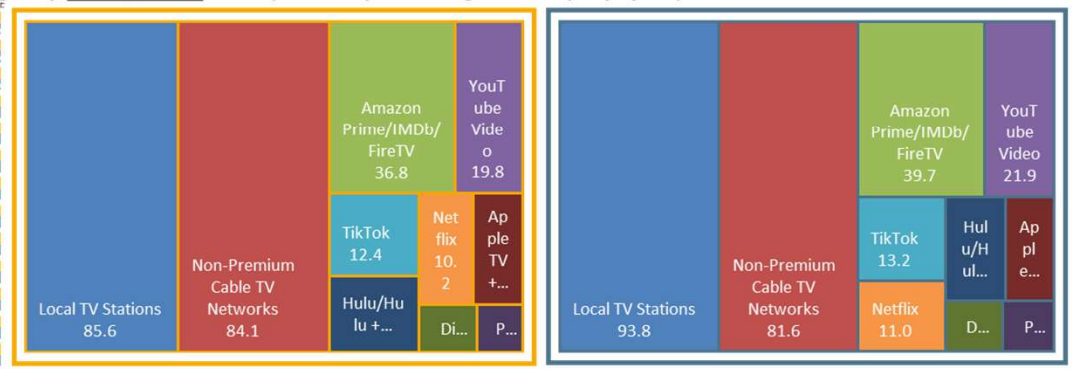
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 615

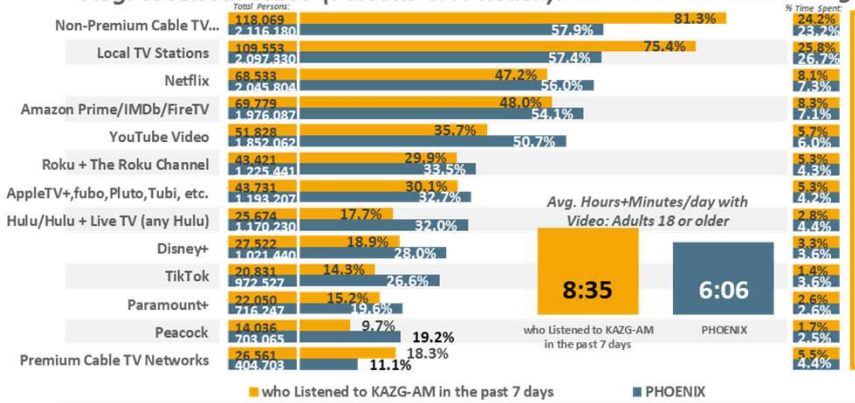
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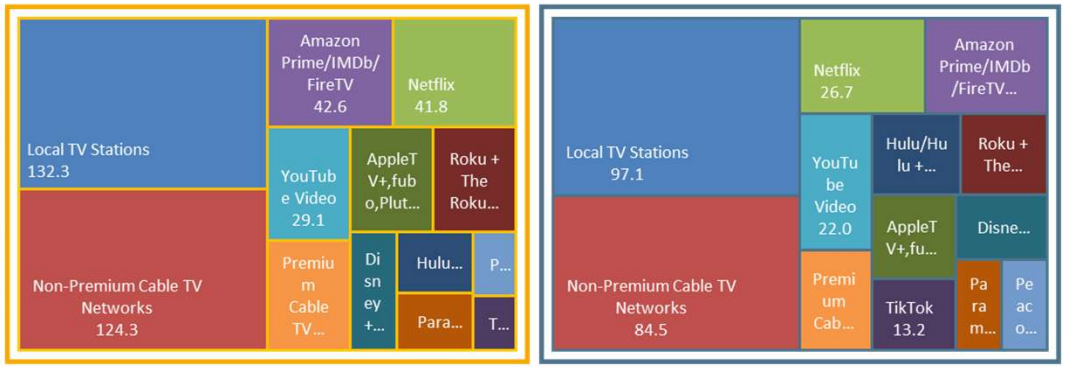
(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

106,952 or 73.6% of Adults 18 or older who Listened to KAZG-AM in the past 7 days watch Ad-Supported Local TV Stations for an average of 121. minutes every day representing 29.6% of all time spent daily with Ad-Supported Video.

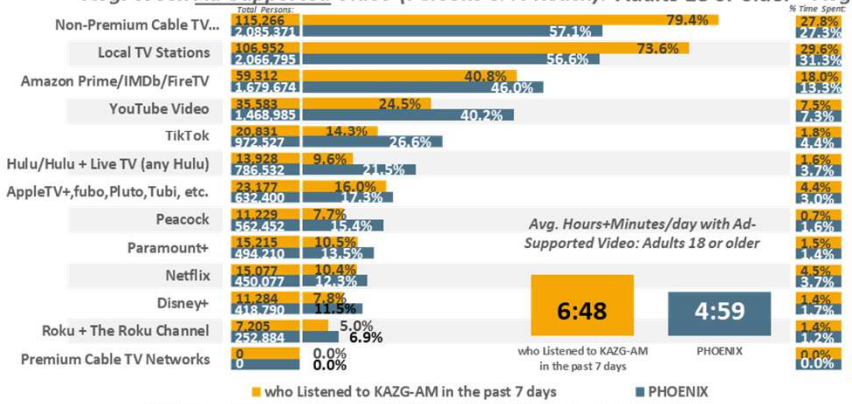
Avg. Week All Video (Persons & % Reach): Adults 18 or older



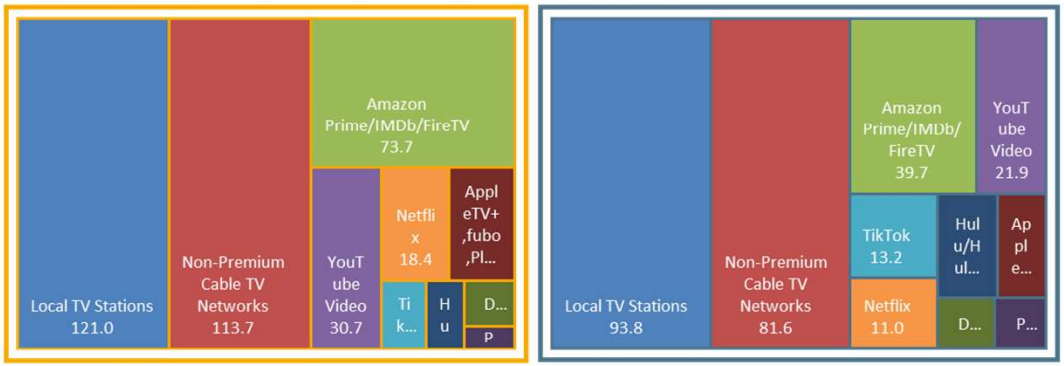
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 68

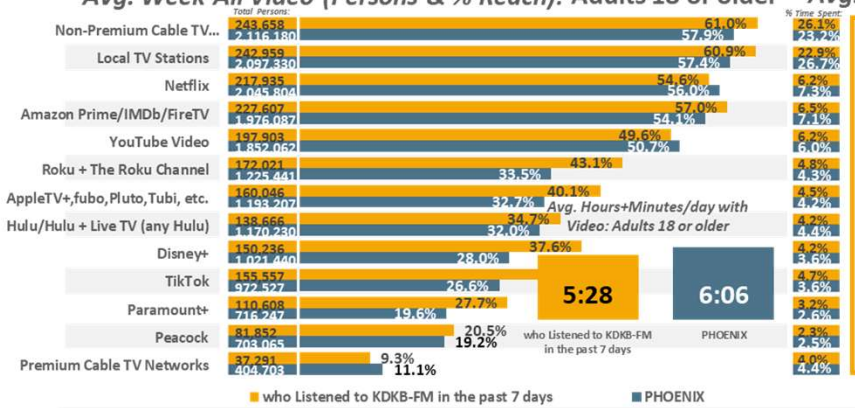
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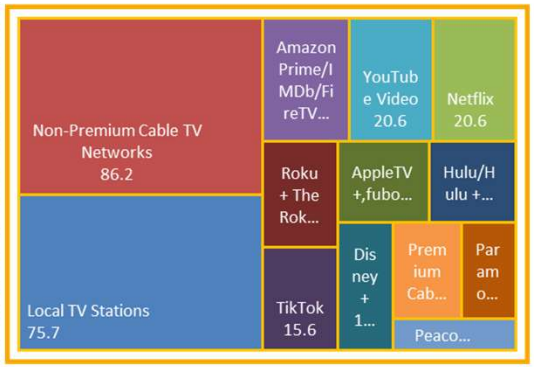
(Radio Stations: KAZG-AM)

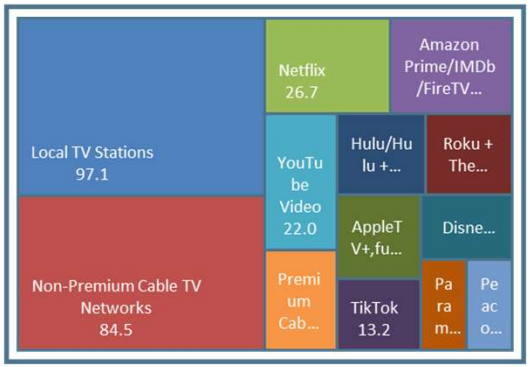
238,012 or 59.6% of Adults 18 or older who Listened to KDKB-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 71.5 minutes every day representing 26.7% of all time spent daily with Ad-Supported Video.

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

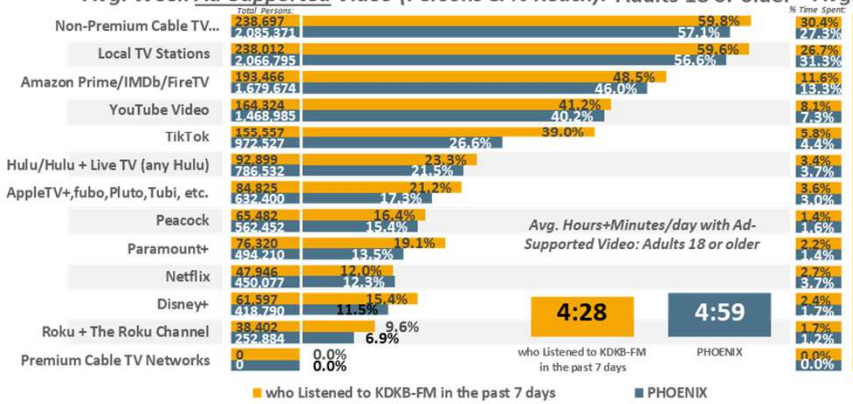


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

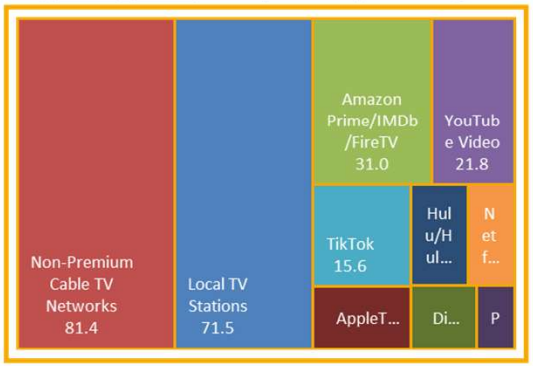


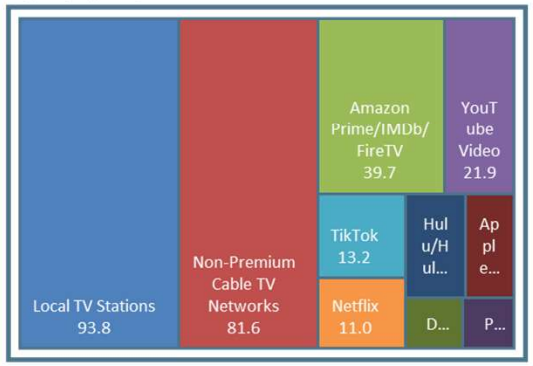


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





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

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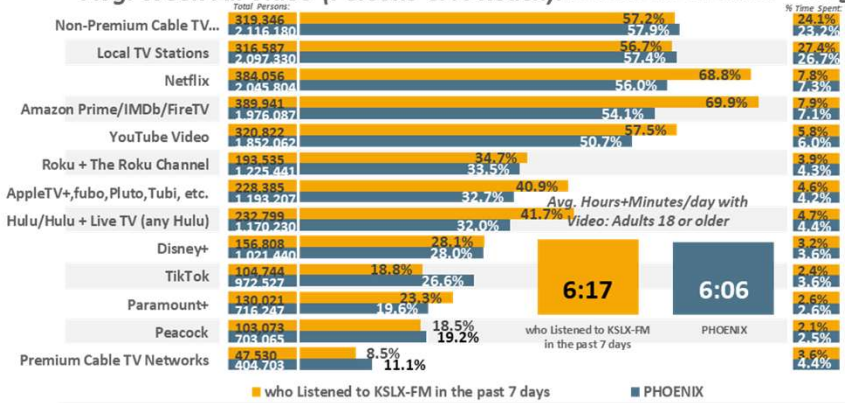
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(Radio Stations: KDKB-FM)

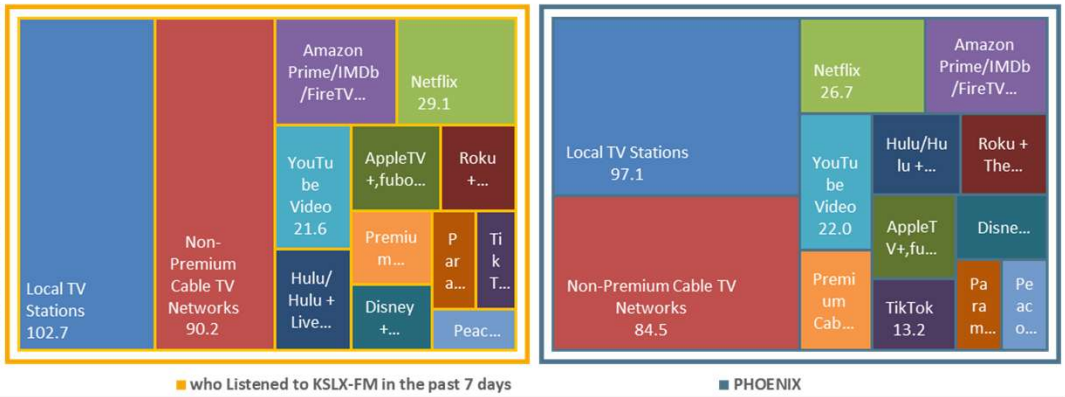
100.7 FM KSLX CLASSIC ROCK

312,799 or 56.1% of Adults 18 or older who Listened to KSLX-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 99.4 minutes every day representing 32.1% of all time spent daily with Ad-Supported Video.

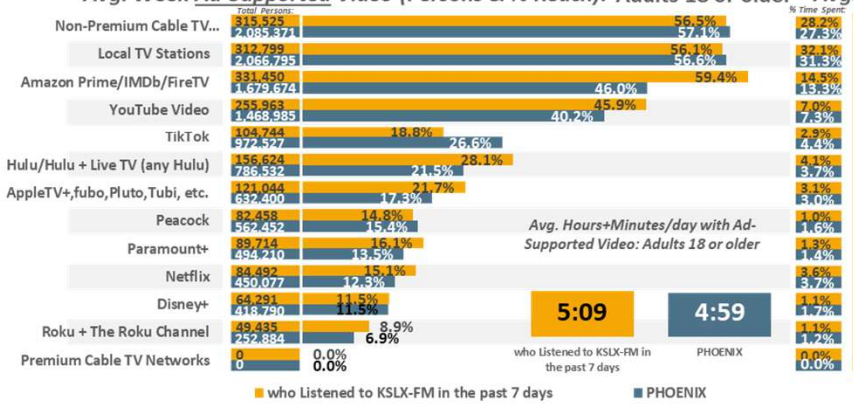
Avg. Week All Video (Persons & % Reach): Adults 18 or older



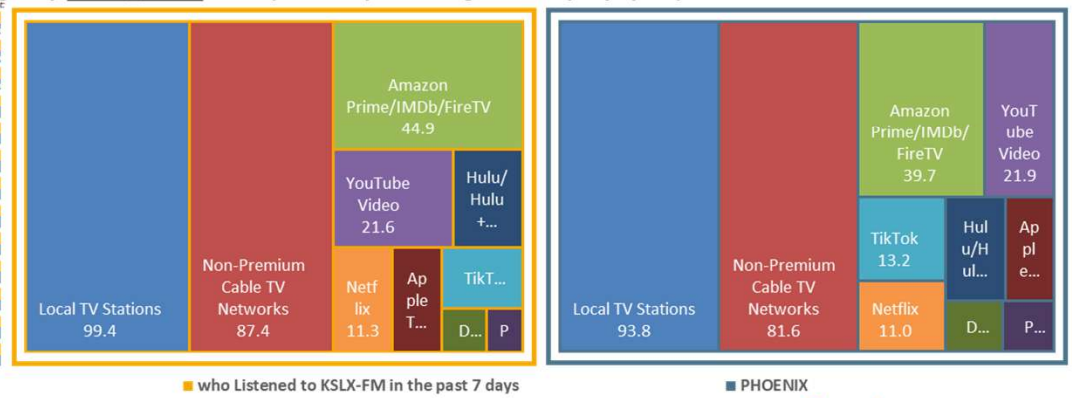
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 315

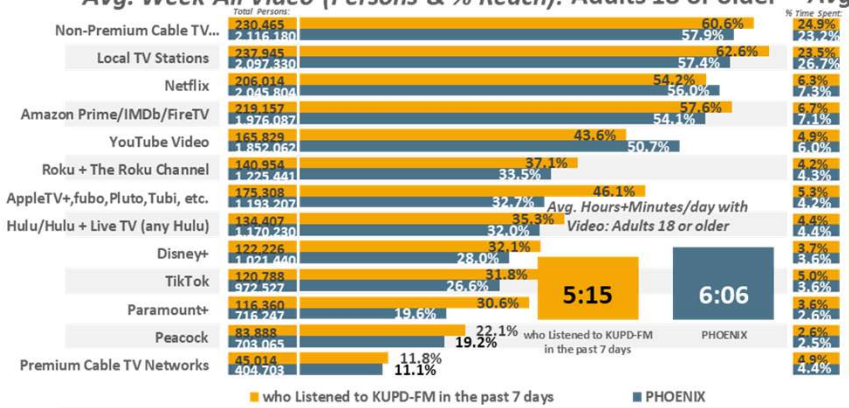
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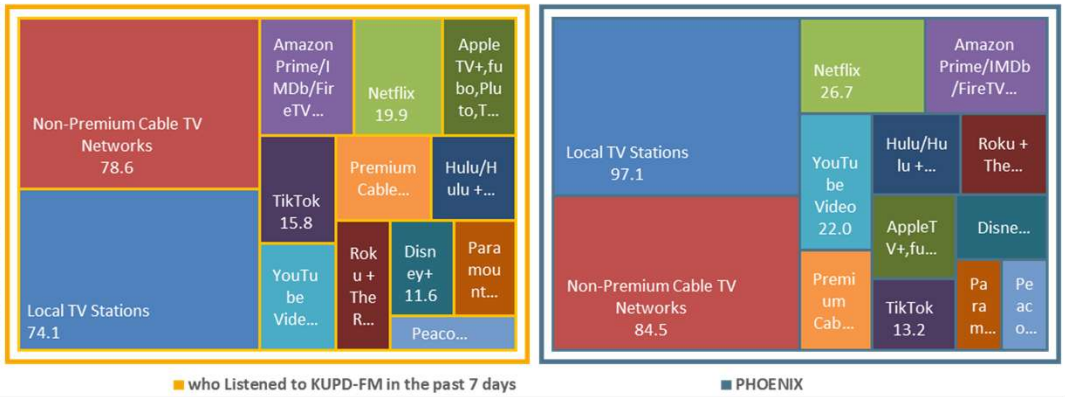
(Radio Stations: KSLX-FM)

234,354 or 61.6% of Adults 18 or older who Listened to KUPD-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 71.4 minutes every day representing 27.6% of all time spent daily with Ad-Supported Video.

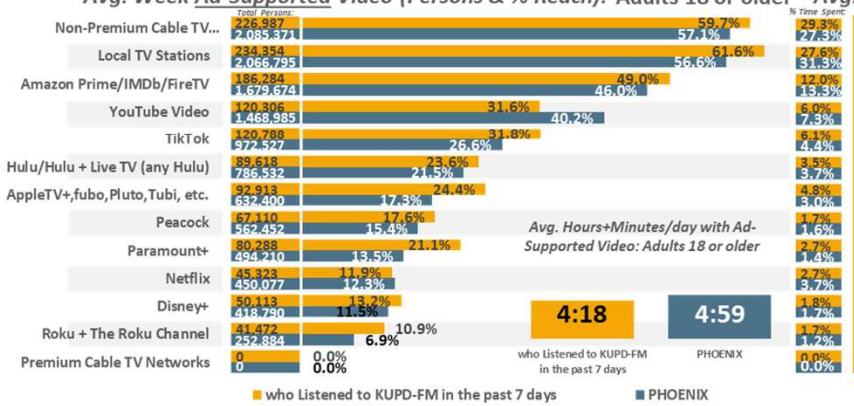
Avg. Week All Video (Persons & % Reach): Adults 18 or older



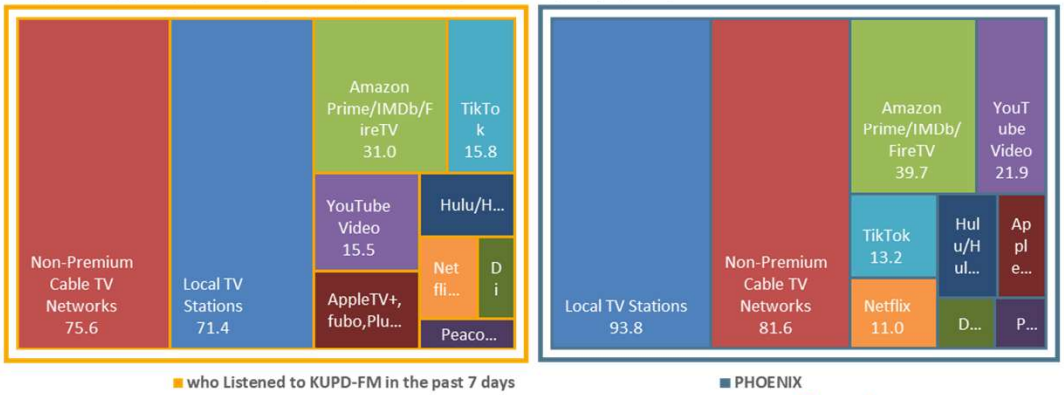
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



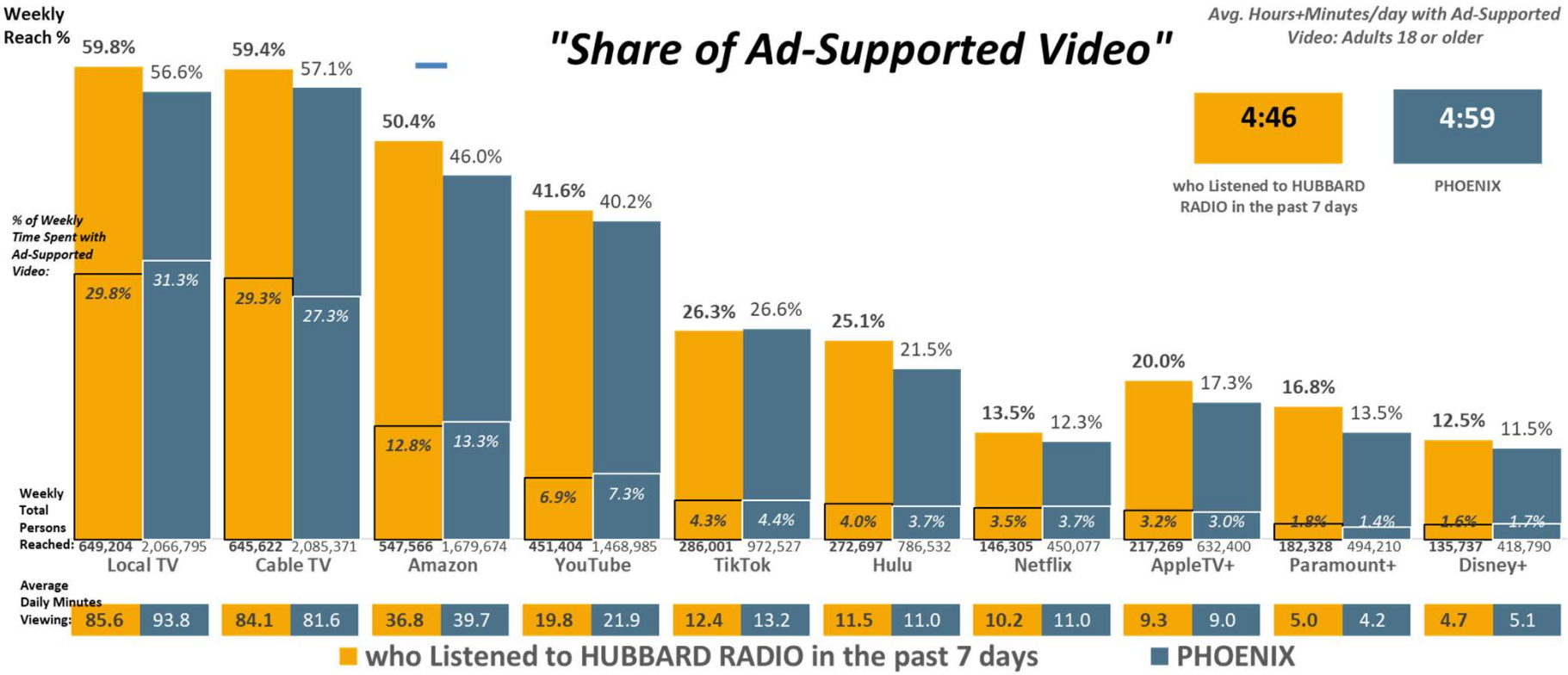
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 251

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(Radio Stations: KUPD-FM)

649,204 or 59.8% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 85.6 minutes every day representing 29.8% of all time spent daily with Ad-Supported Video.



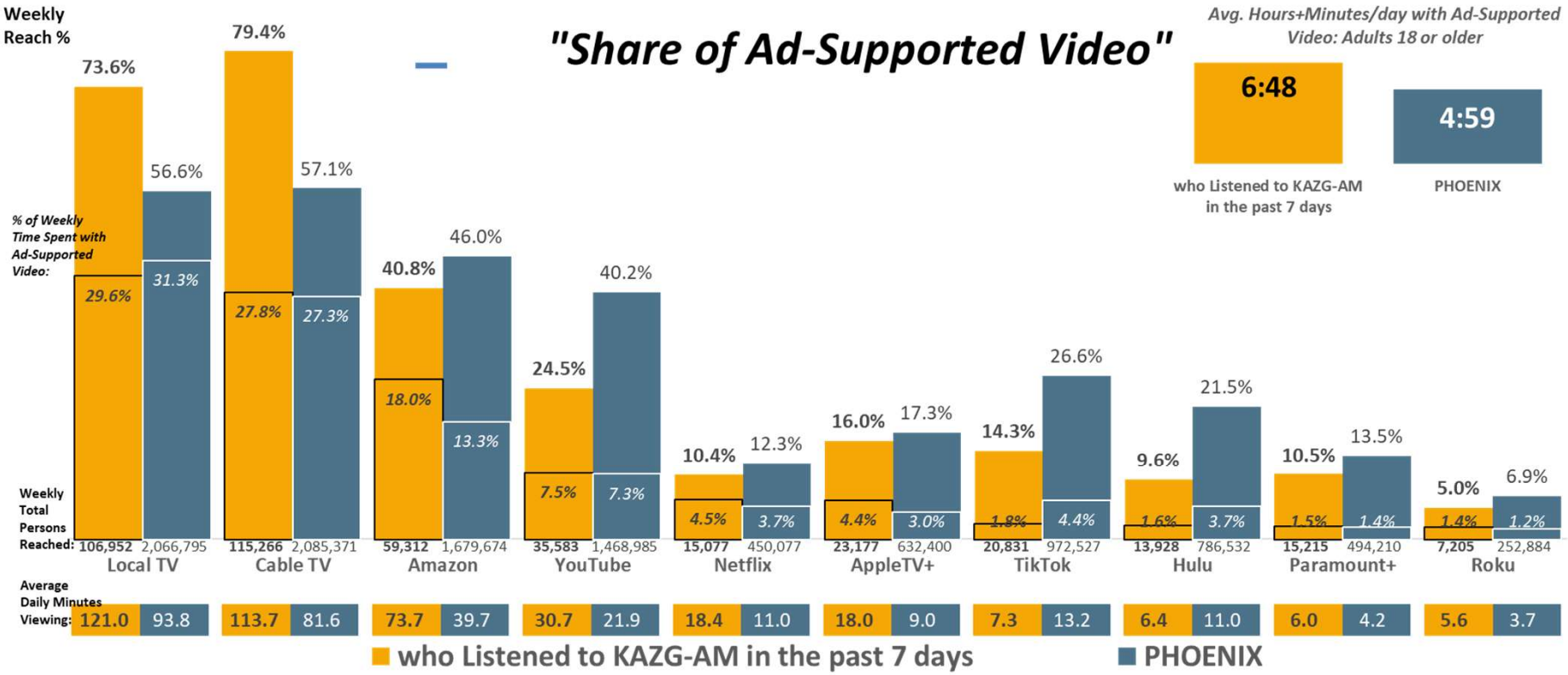
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 615 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

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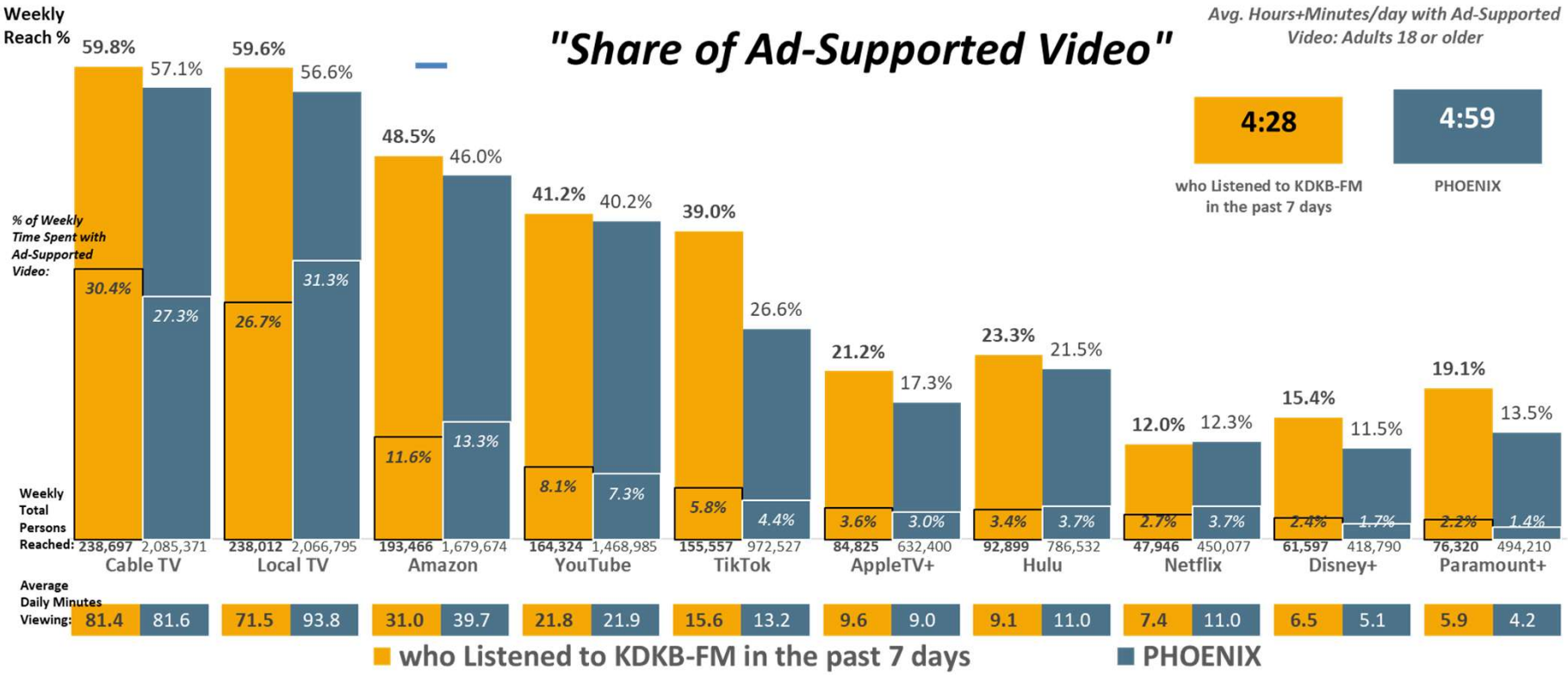
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 68 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

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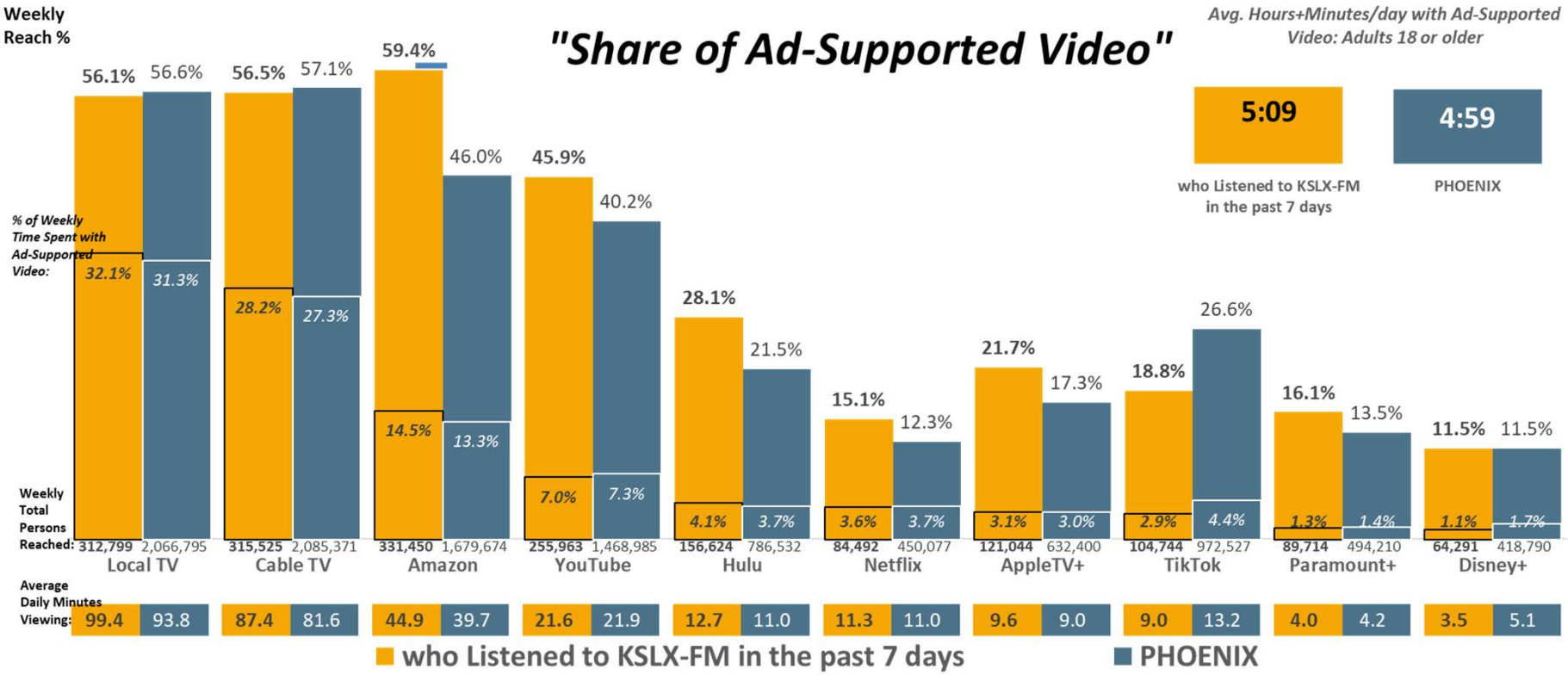
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 215 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

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(Radio Stations: KDKB-FM)

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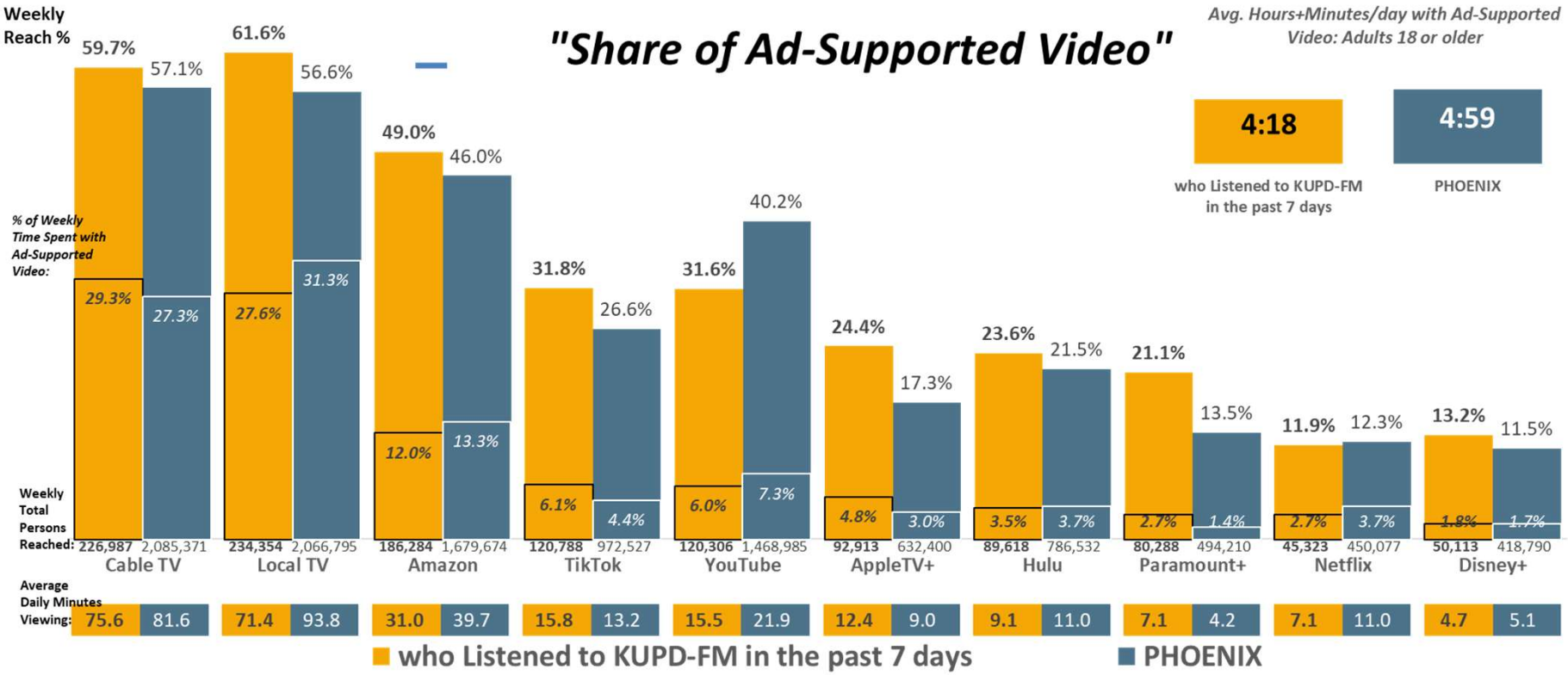
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 315 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

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PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 251 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

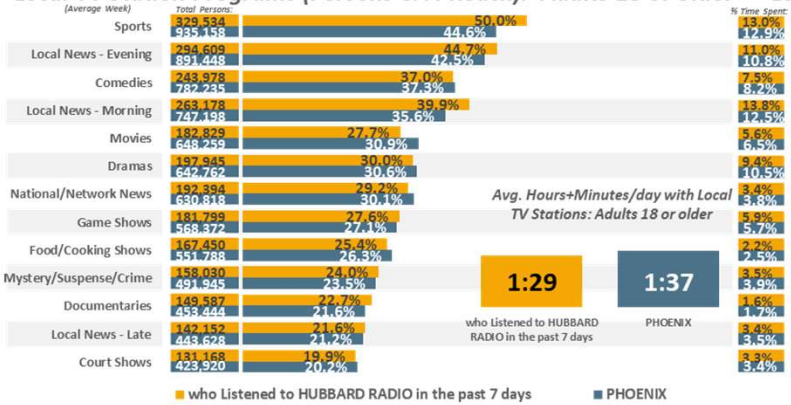
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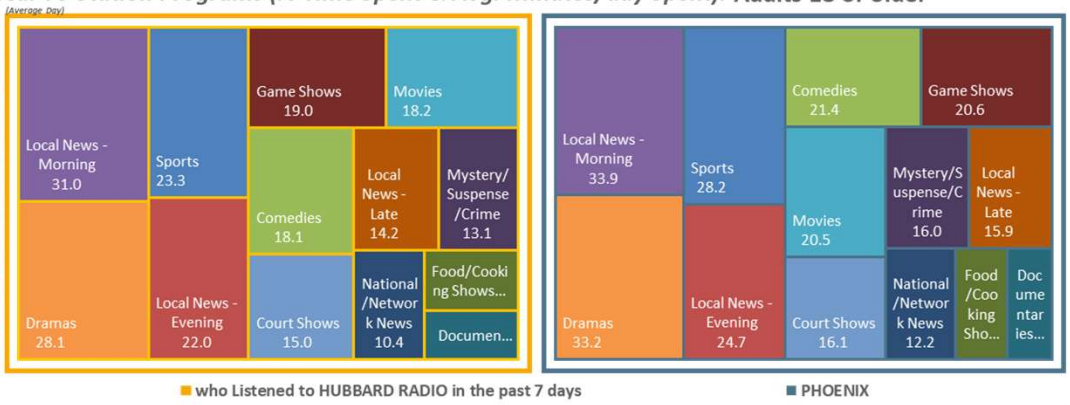
(Radio Stations: KUPD-FM)

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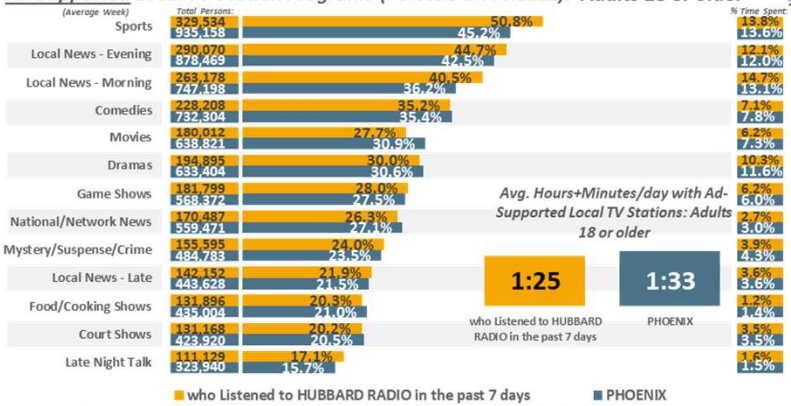
Local TV Station Programs (Persons & % Reach): Adults 18 or older



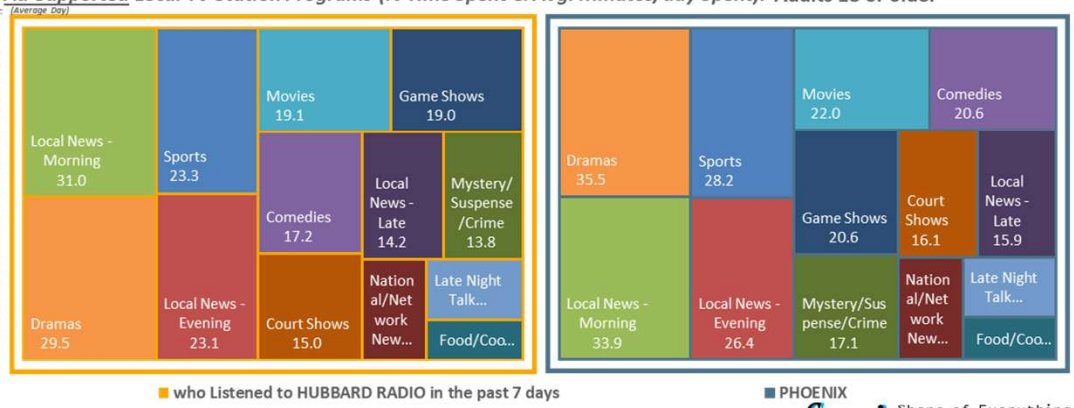
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 615

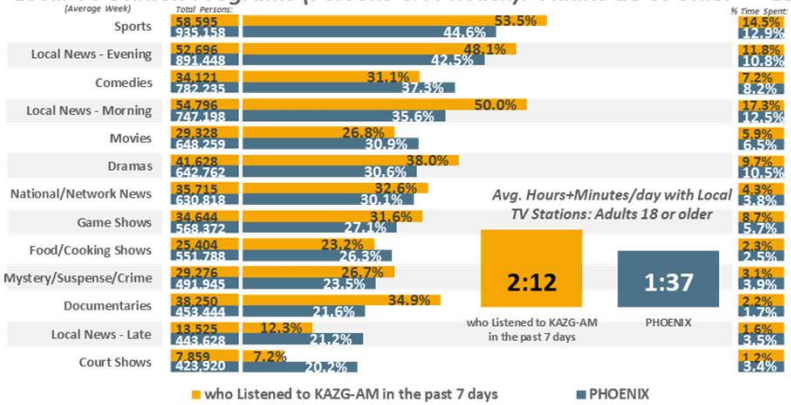
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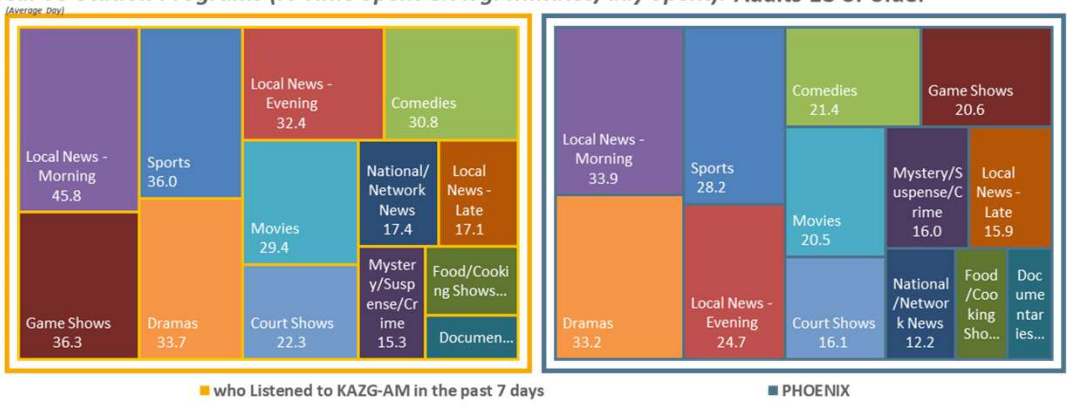
(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

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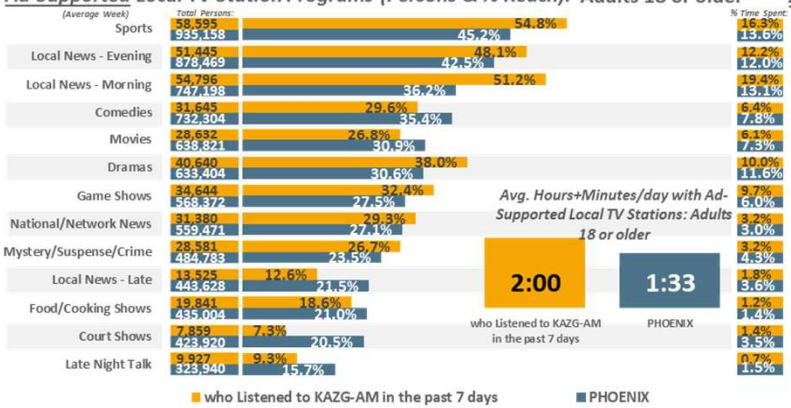
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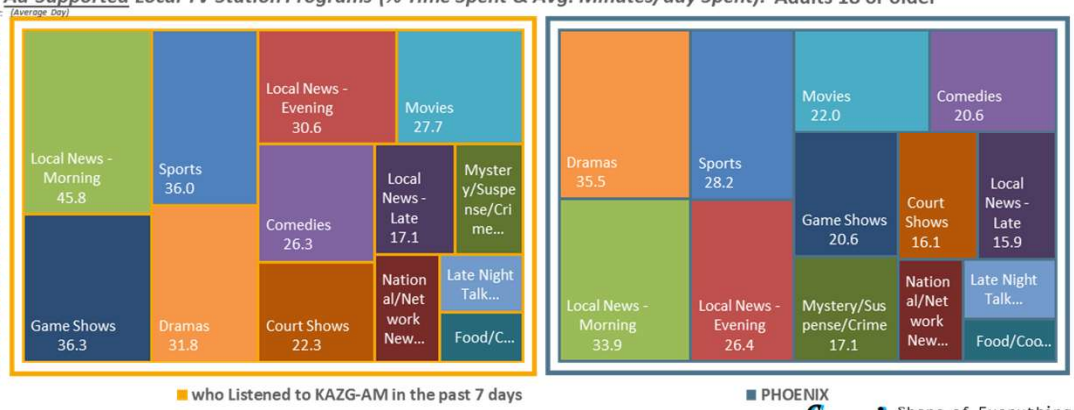
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 68

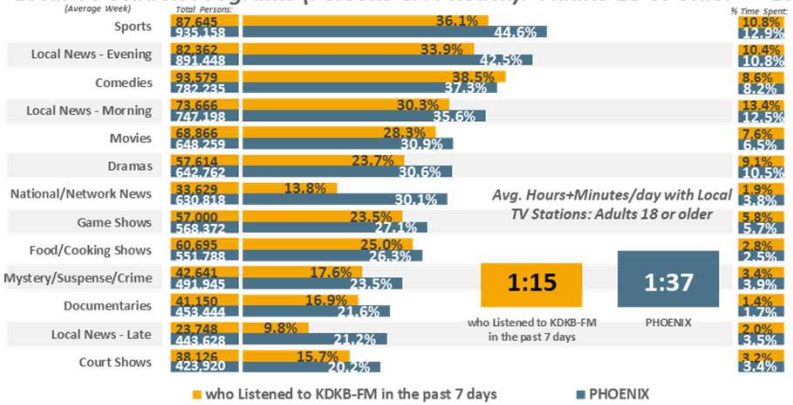
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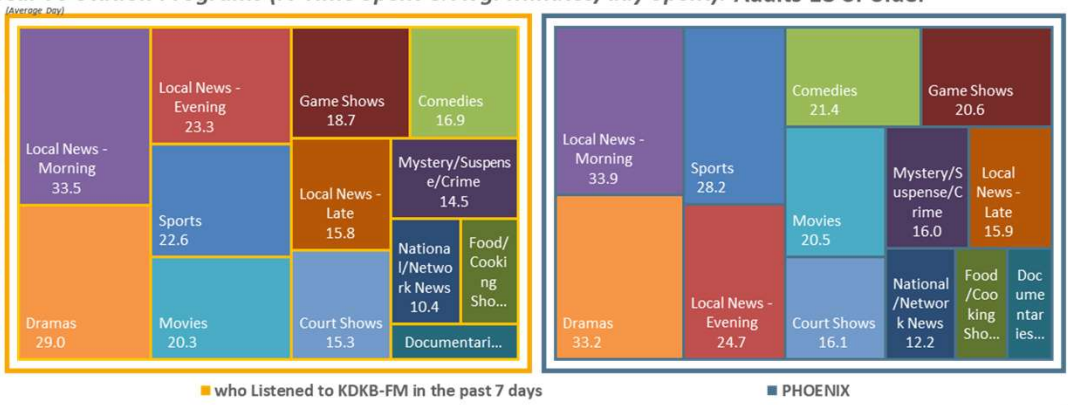
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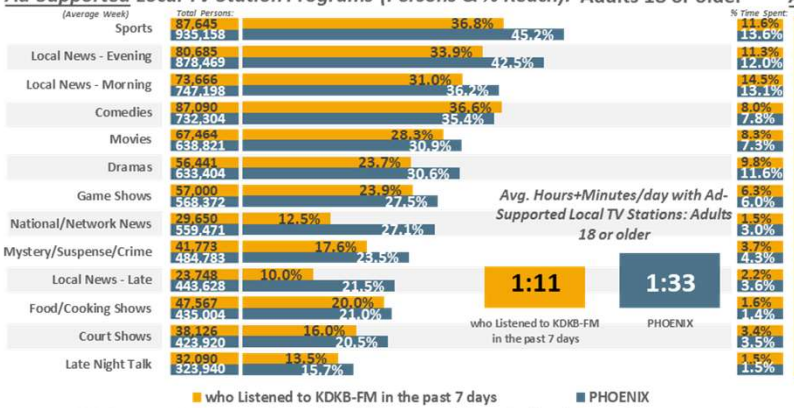
Local TV Station Programs (Persons & % Reach): Adults 18 or older



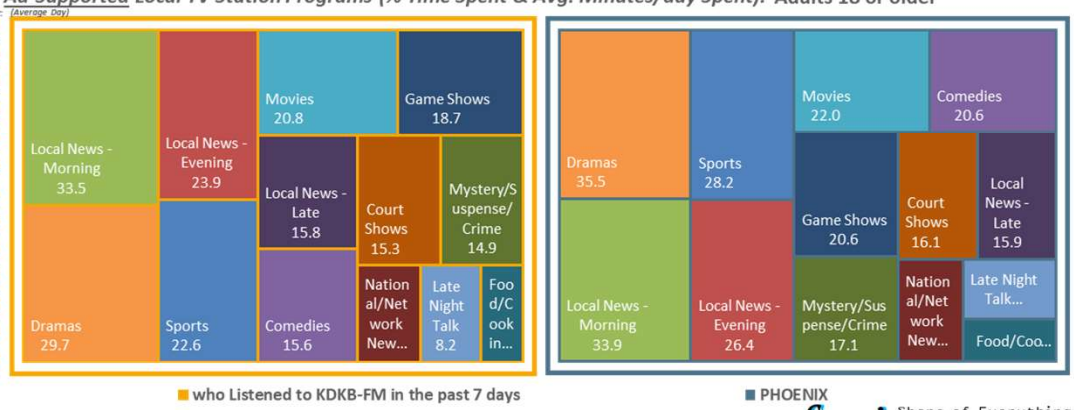
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

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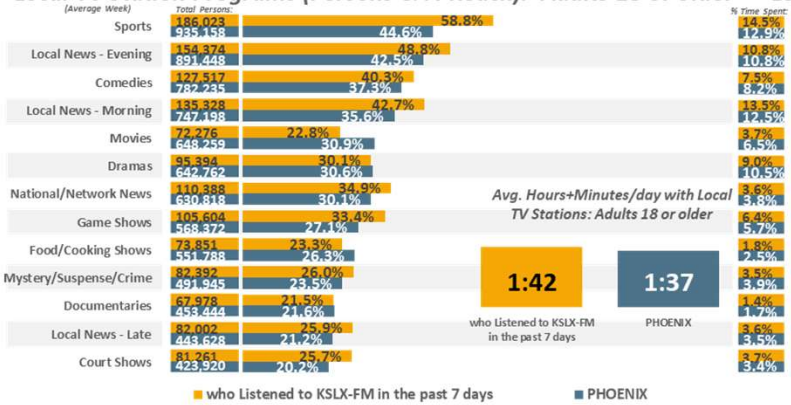
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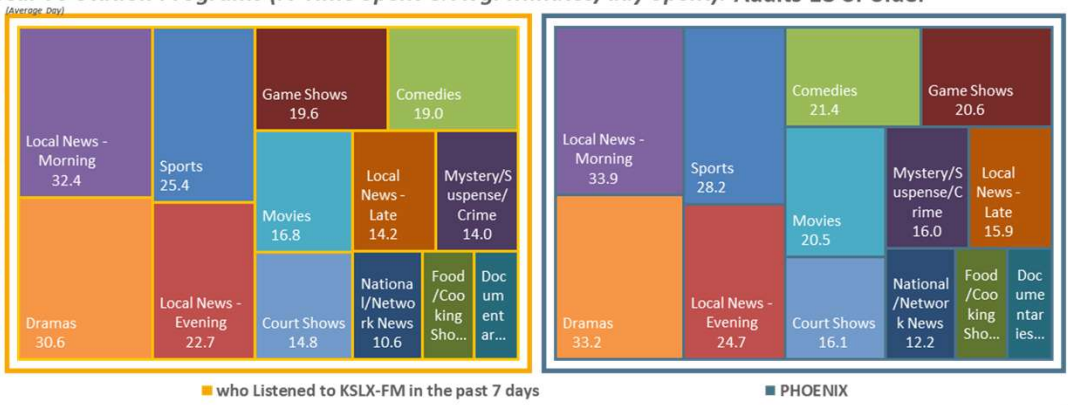
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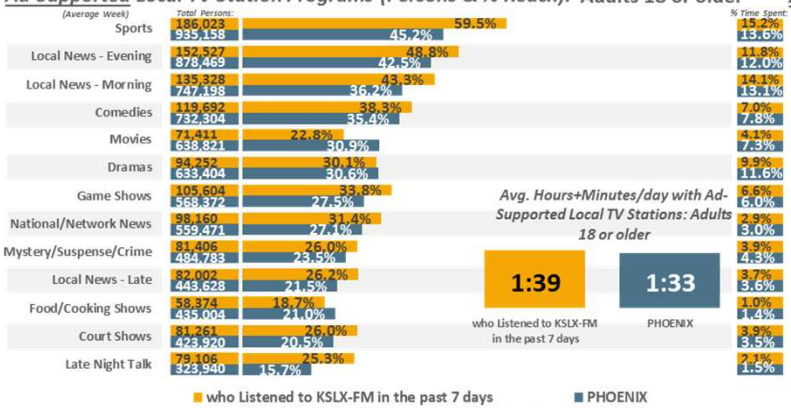
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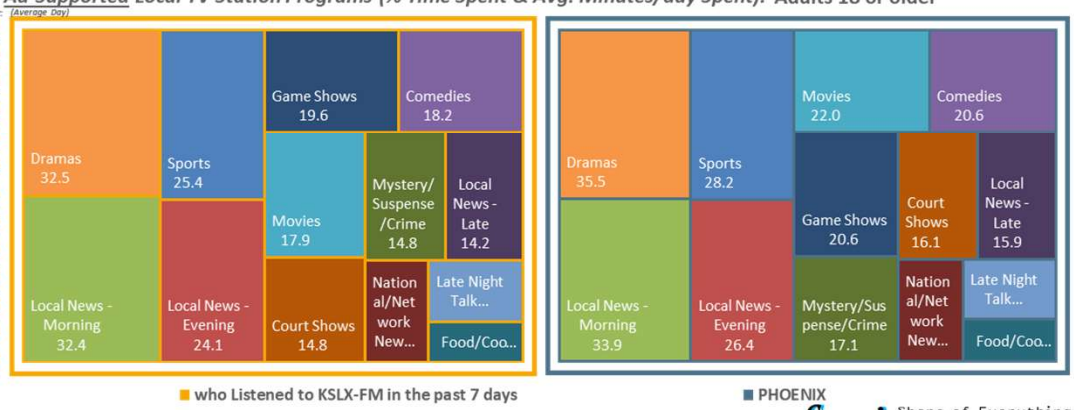
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 315

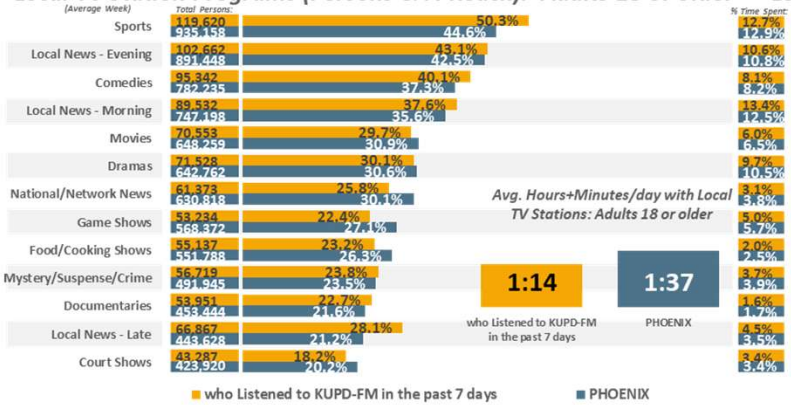
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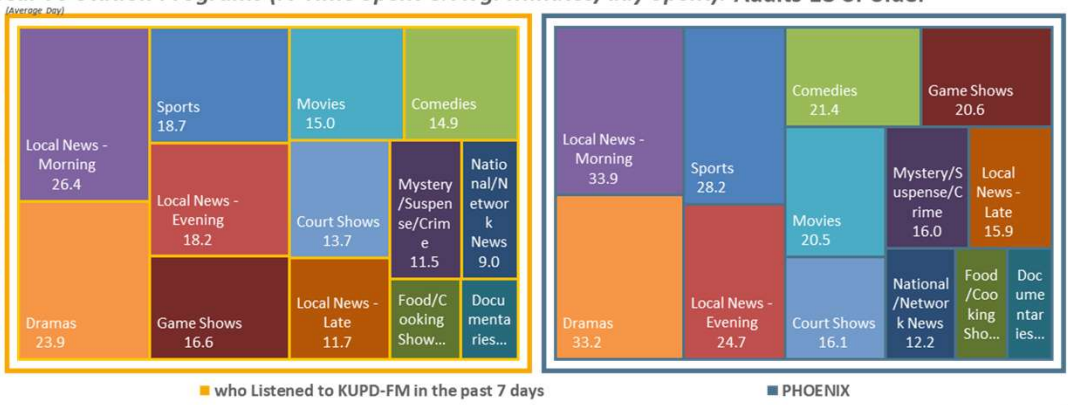
(Radio Stations: KSLX-FM)

234,354 or 61.6% of Adults 18 or older who Listened to KUPD-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Dramas, and Movies.

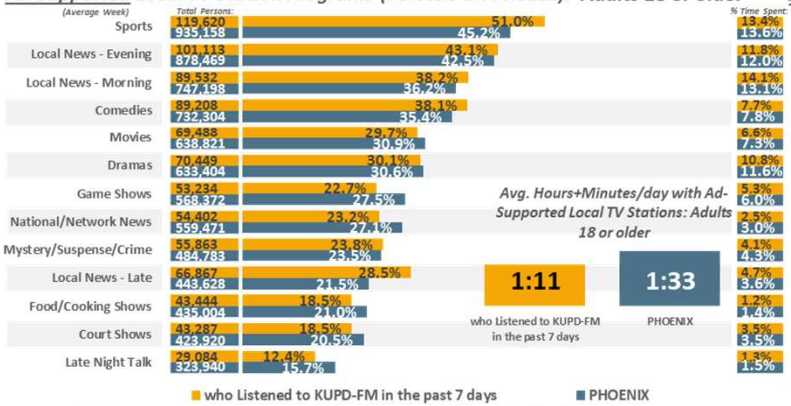
Local TV Station Programs (Persons & % Reach): Adults 18 or older



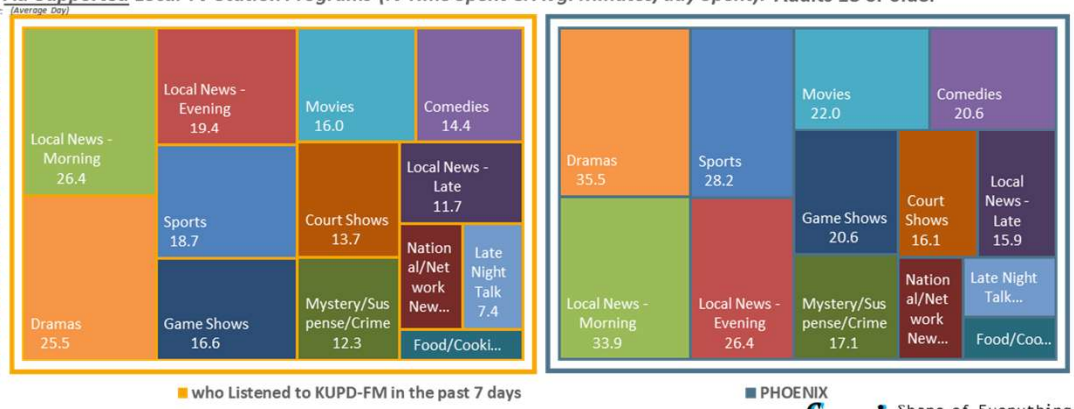
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 251

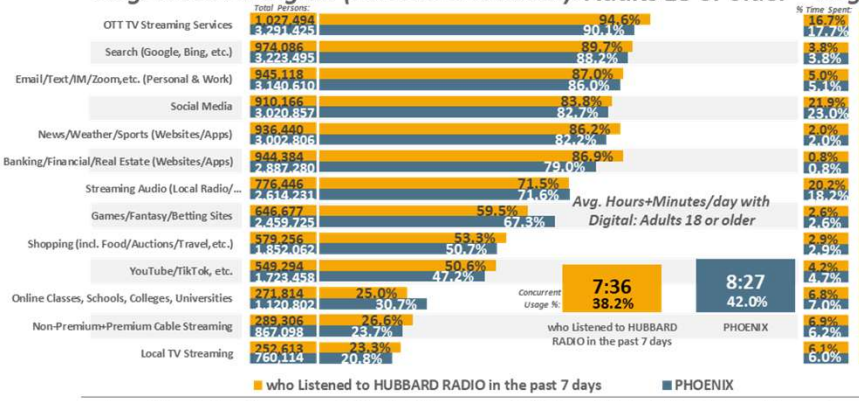
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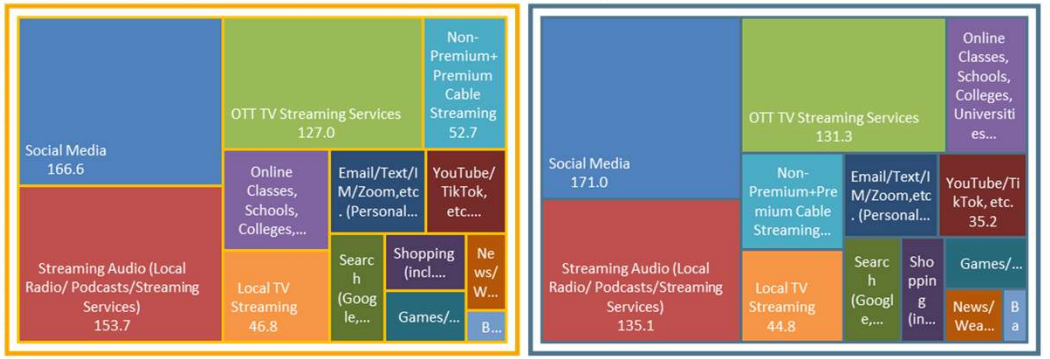
(Radio Stations: KUPD-FM)

813,297 or 74.9% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days use Ad-Supported Social Media for an average of 148.9 minutes every day representing 26.8% of all time spent daily with Ad-Supported Digital Media.

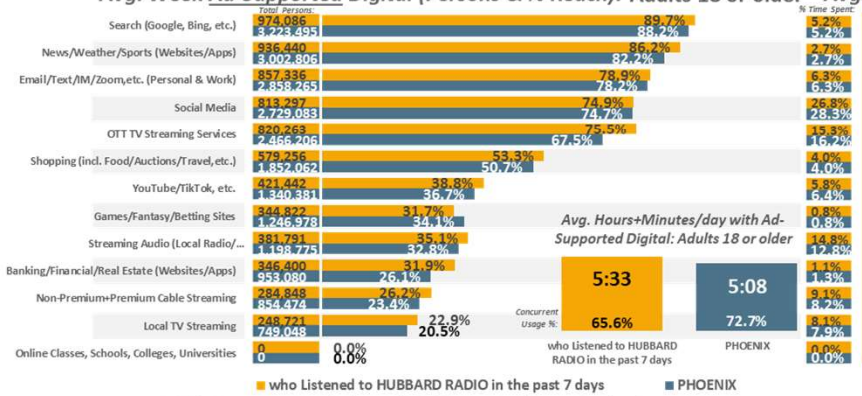
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



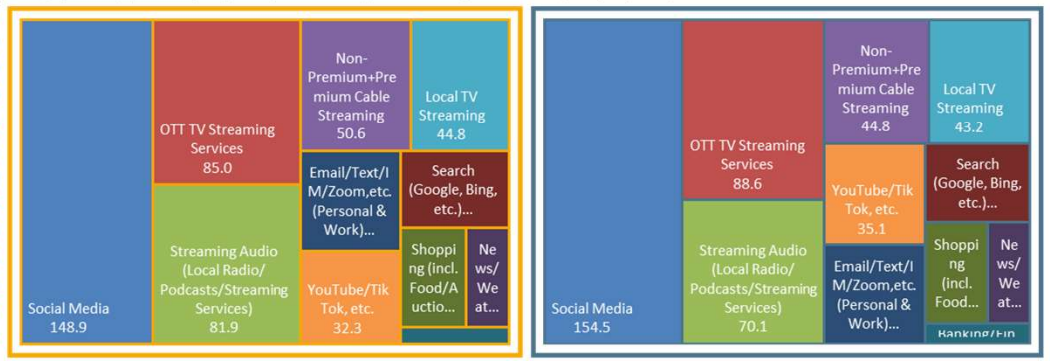
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 615

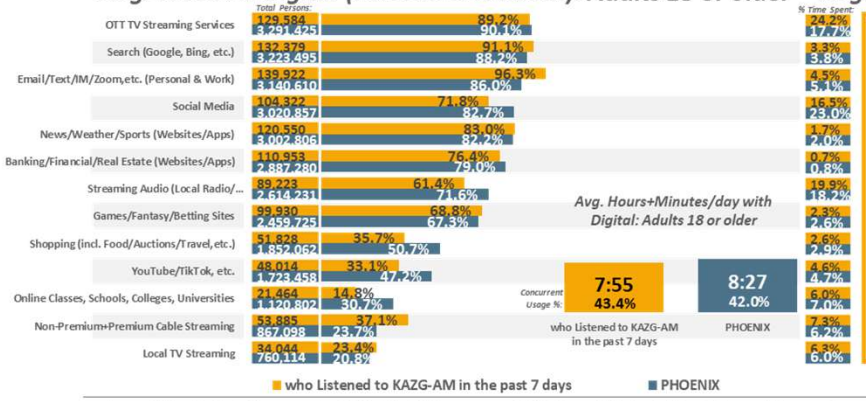
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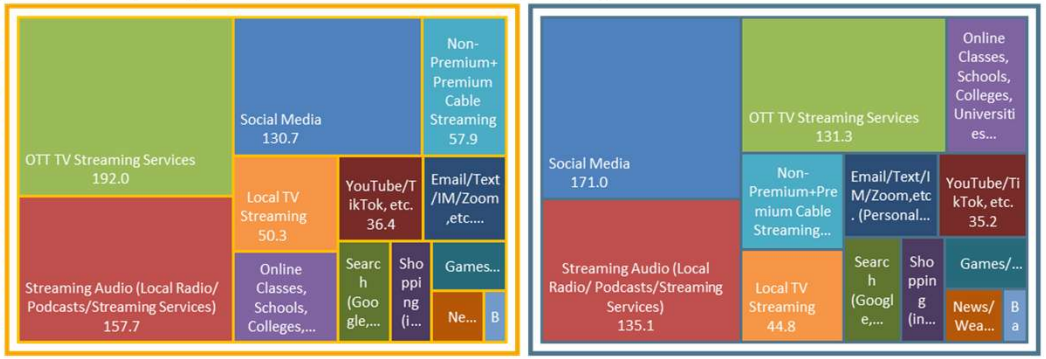
(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

93,474 or 64.4% of Adults 18 or older who Listened to KAZG-AM in the past 7 days use Ad-Supported Social Media for an average of 117.1 minutes every day representing 19.7% of all time spent daily with Ad-Supported Digital Media.

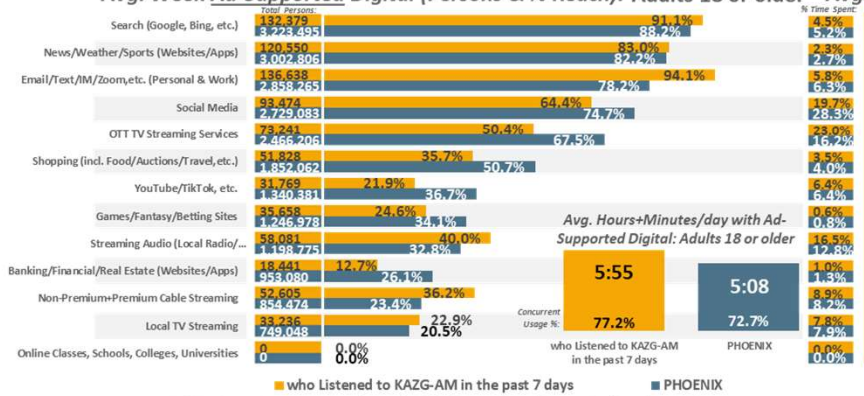
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



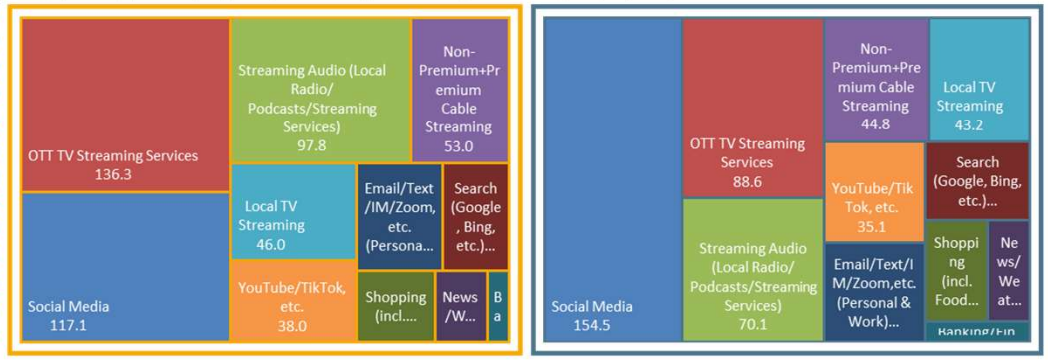
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 68

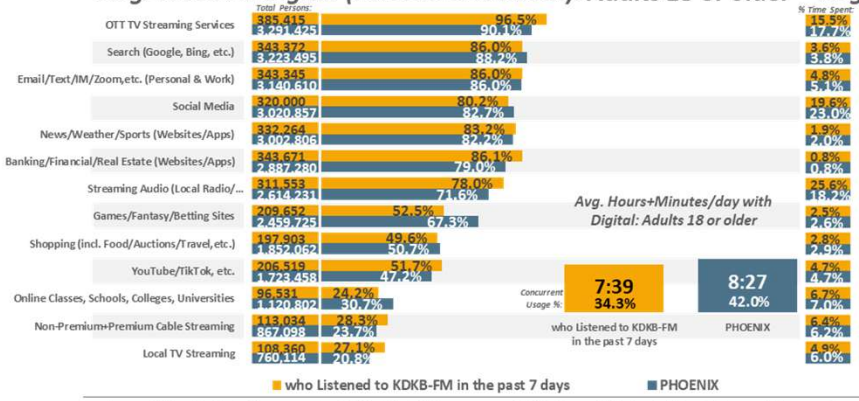
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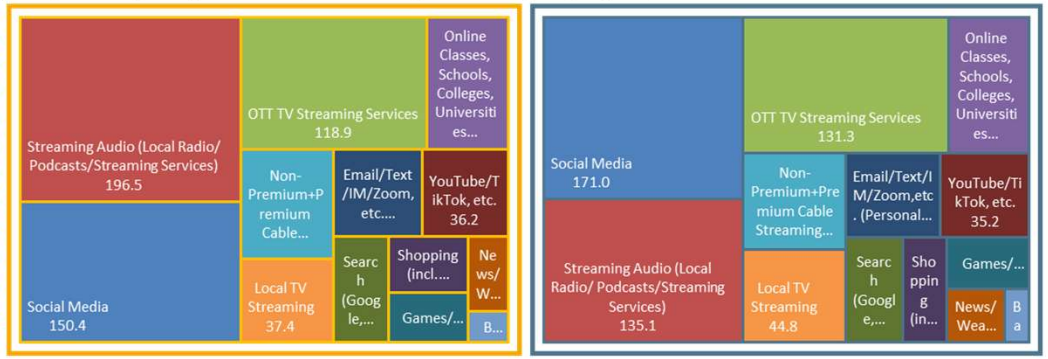
(Radio Stations: KAZG-AM)

298,584 or 74.8% of Adults 18 or older who Listened to KDKB-FM in the past 7 days use Ad-Supported Social Media for an average of 140.3 minutes every day representing 25.5% of all time spent daily with Ad-Supported Digital Media.

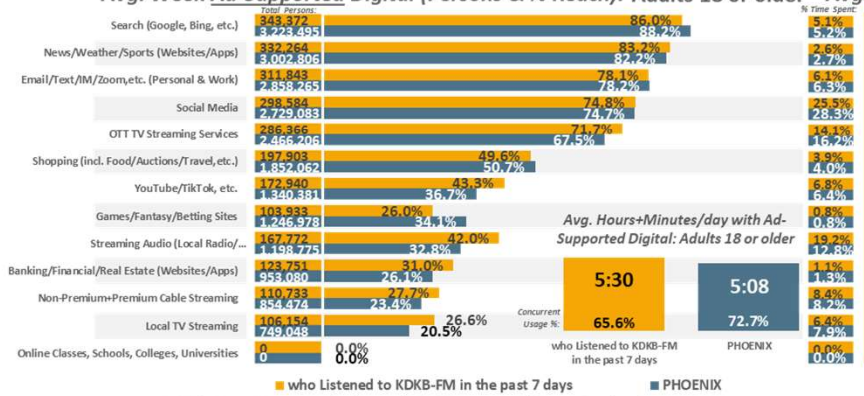
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



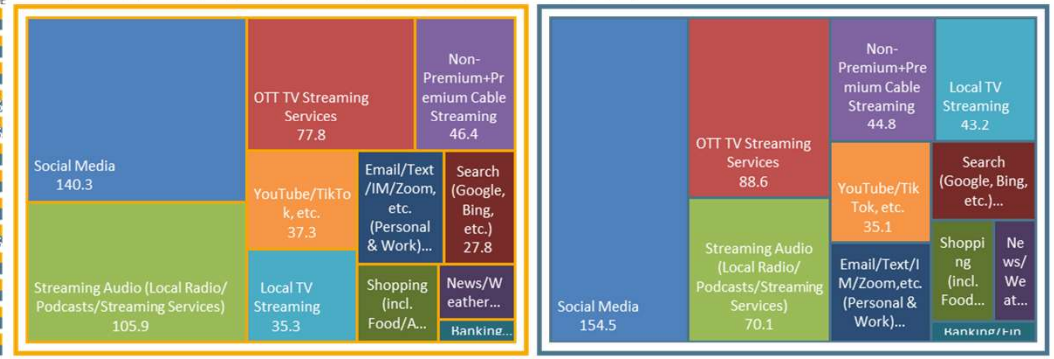
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

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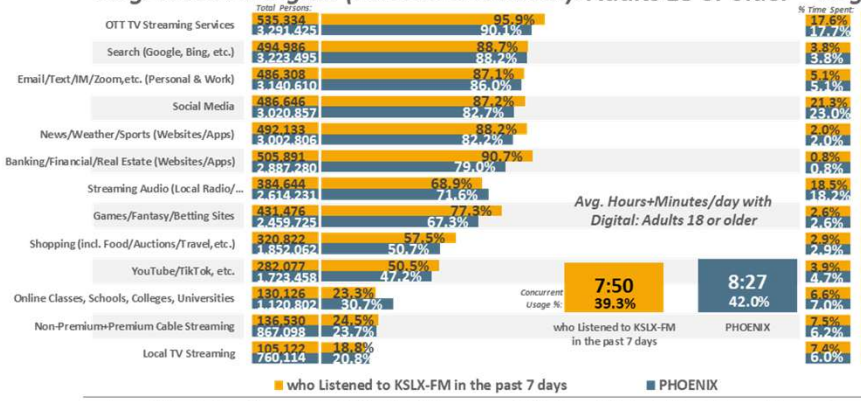
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(Radio Stations: KDKB-FM)

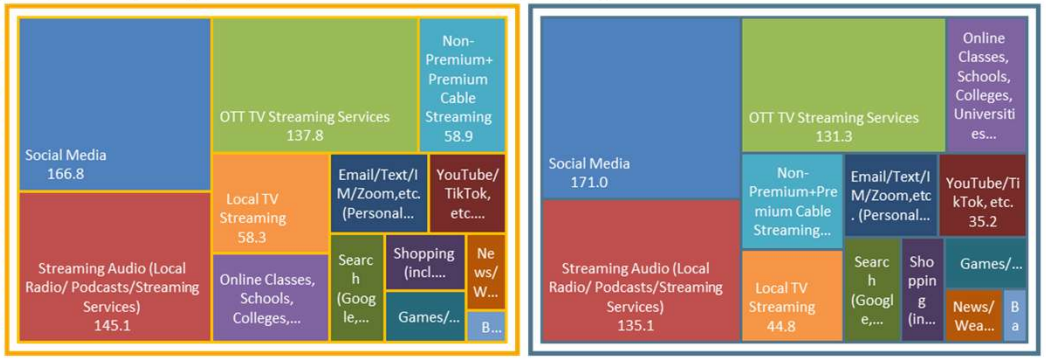
100.7 FM KSLX CLASSIC ROCK

426,431 or 76.4% of Adults 18 or older who Listened to KSLX-FM in the past 7 days use Ad-Supported Social Media for an average of 146.1 minutes every day representing 25.6% of all time spent daily with Ad-Supported Digital Media.

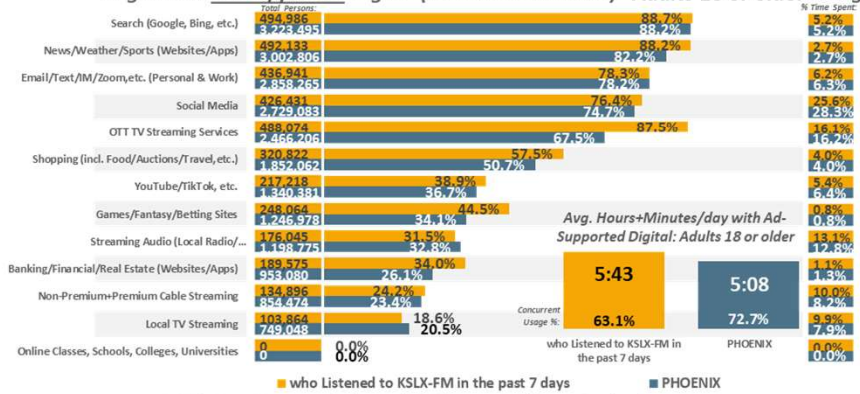
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



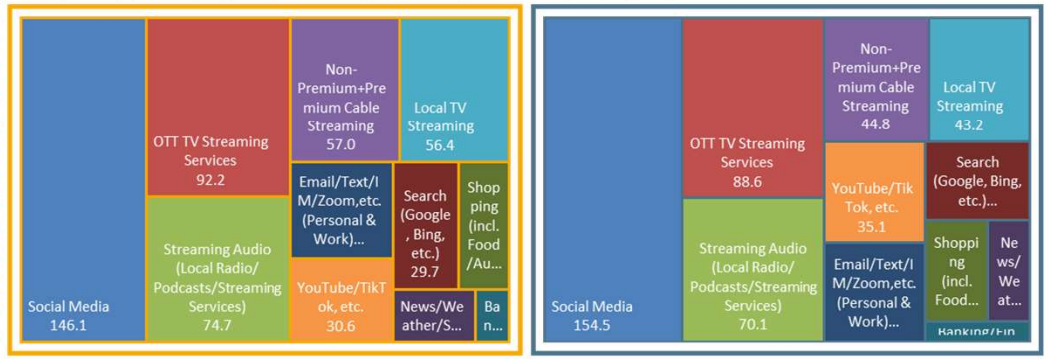
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 315

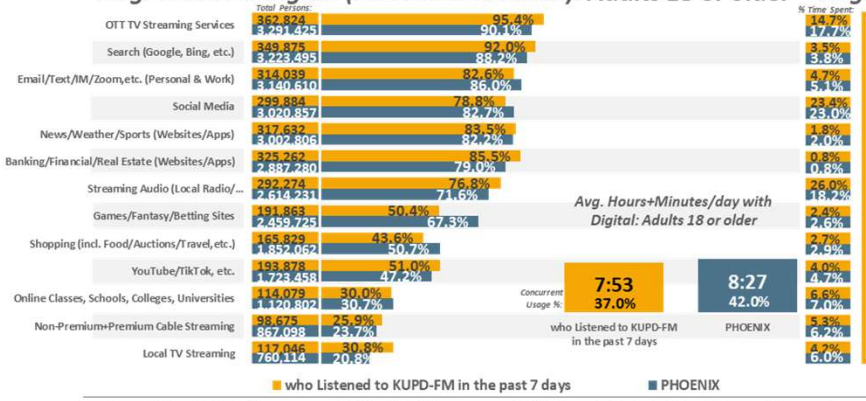
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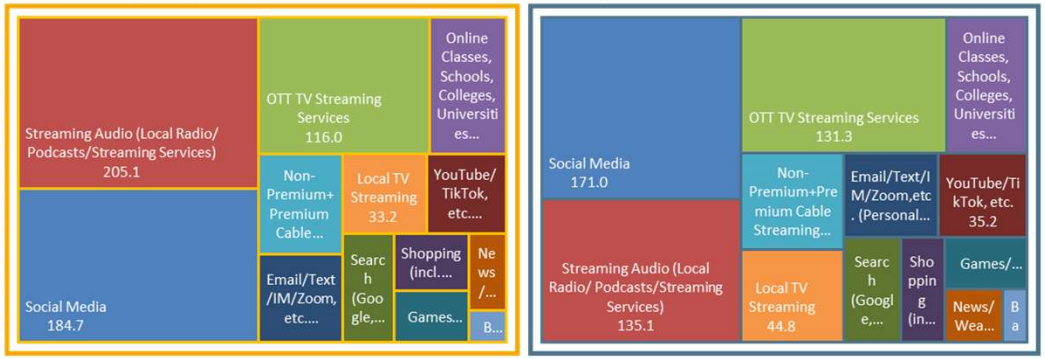
(Radio Stations: KSLX-FM)

247,847 or 65.2% of Adults 18 or older who Listened to KUPD-FM in the past 7 days use Ad-Supported Social Media for an average of 152.7 minutes every day representing 27.4% of all time spent daily with Ad-Supported Digital Media.

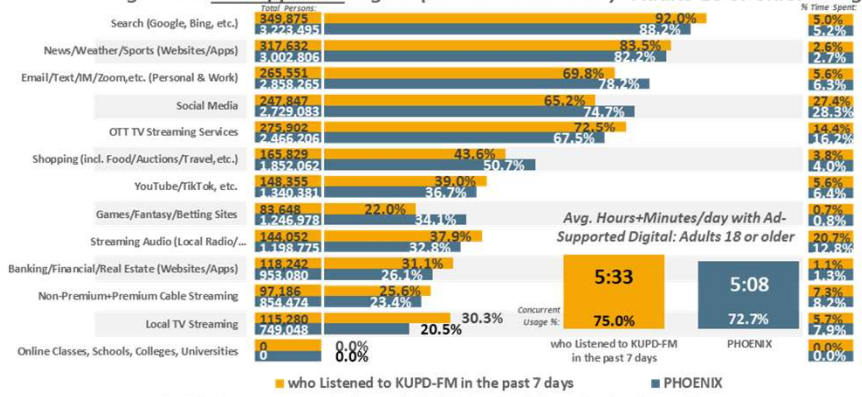
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



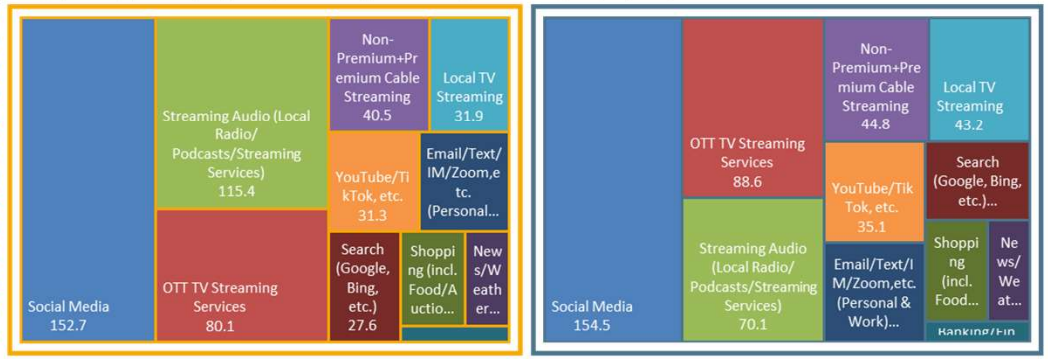
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 251

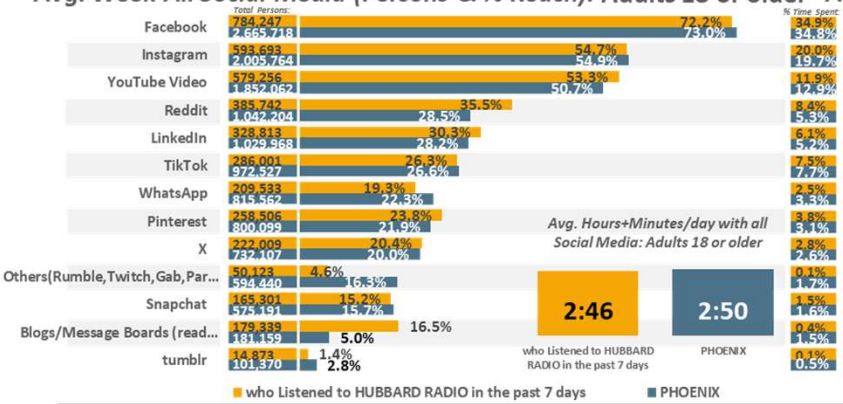
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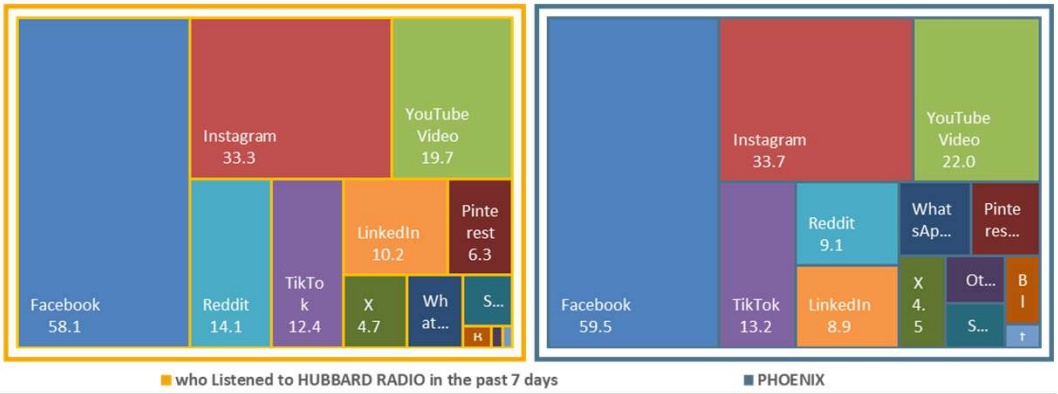
(Radio Stations: KUPD-FM)

784,247 or 72.2% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days use Ad-Supported Facebook for an average of 57.3 minutes every day representing 38.5% of all time spent daily with Ad-Supported Social Media.

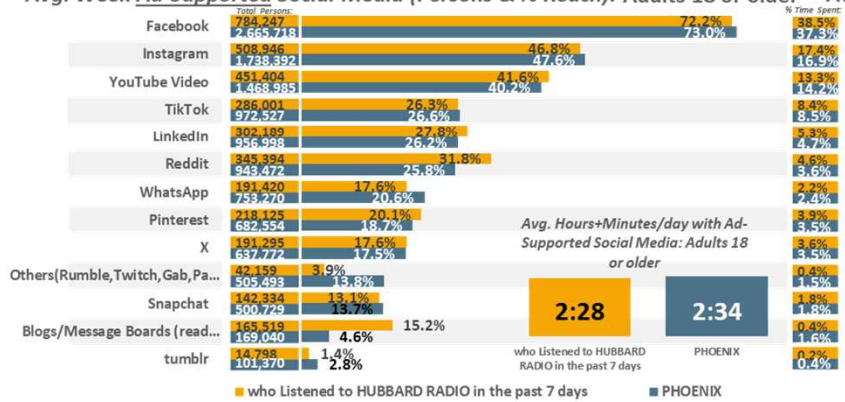
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



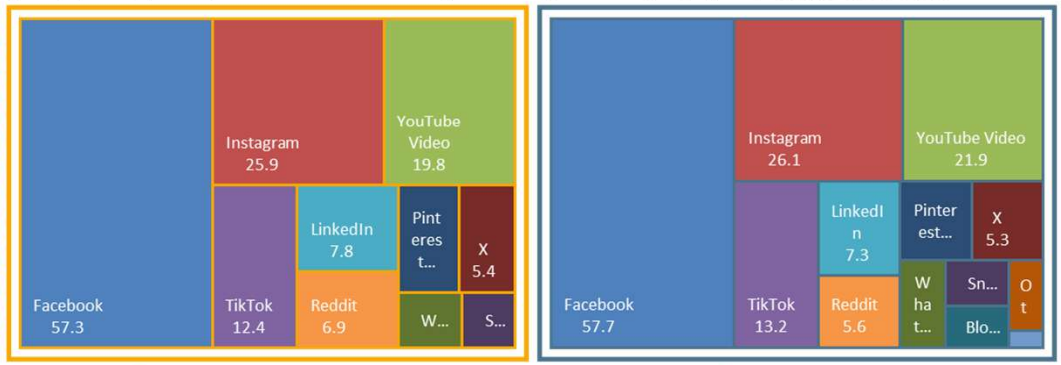
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 615

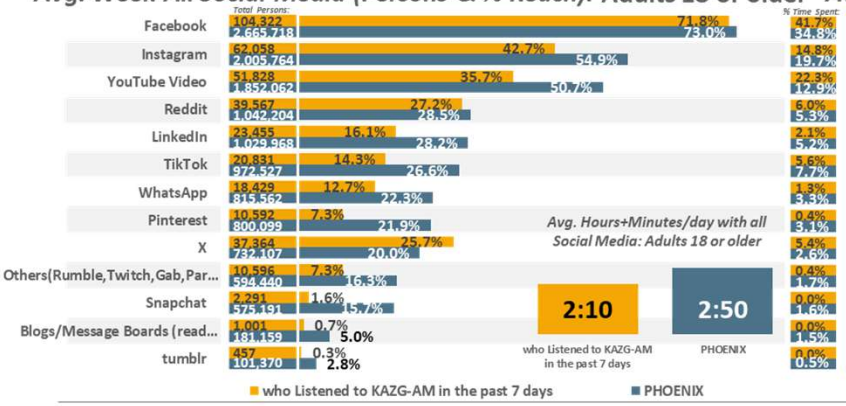
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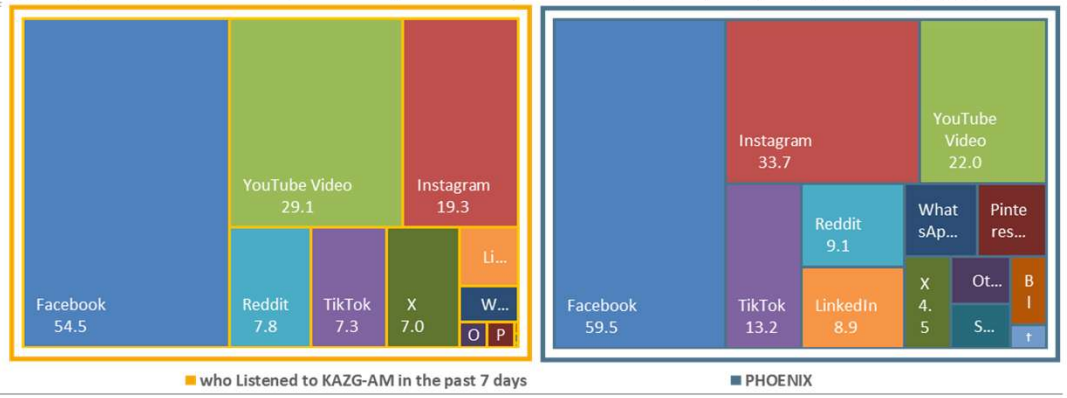
(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

93,474 or 64.4% of Adults 18 or older who Listened to KAZG-AM in the past 7 days use Ad-Supported Facebook for an average of 43.5 minutes every day representing 37.1% of all time spent daily with Ad-Supported Social Media.

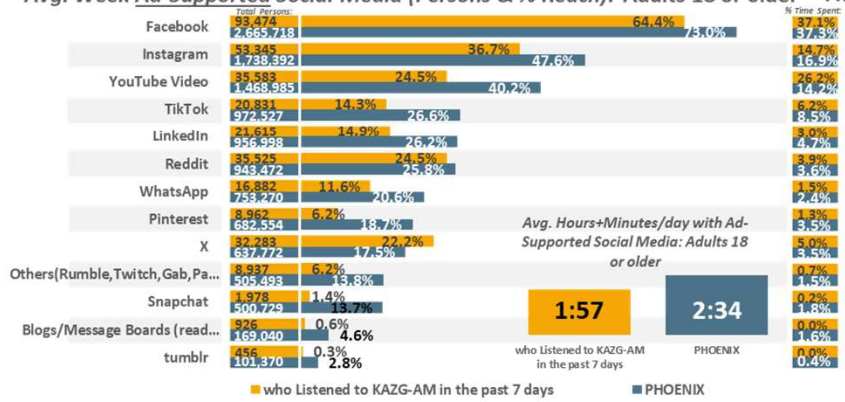
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



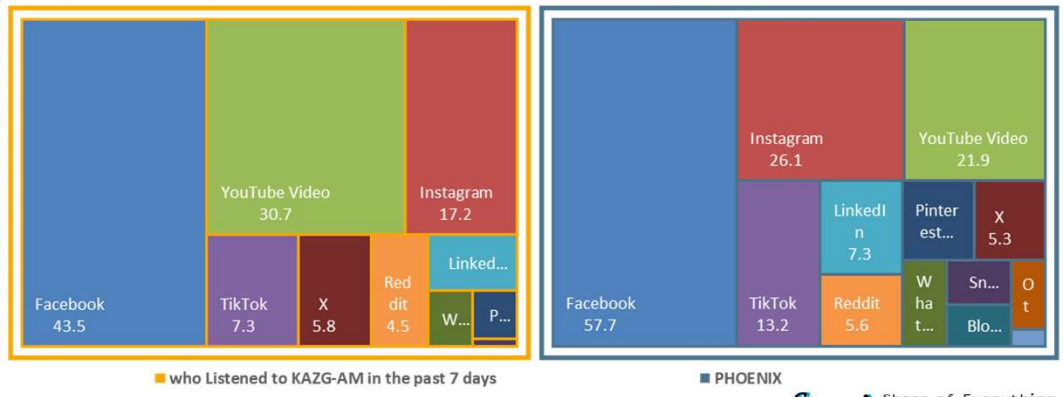
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 68

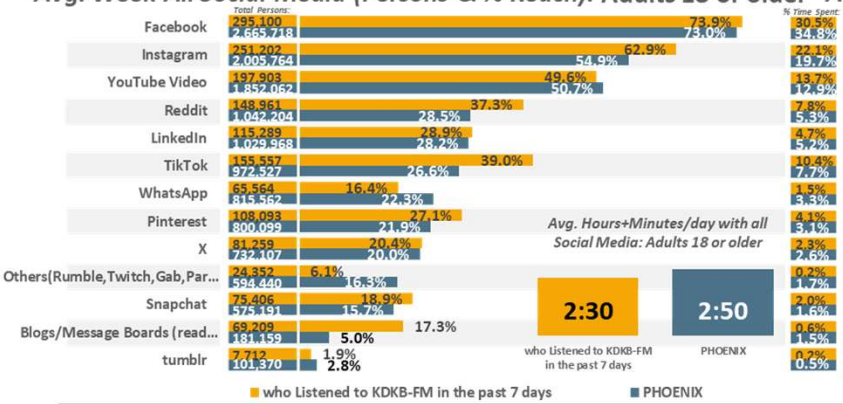
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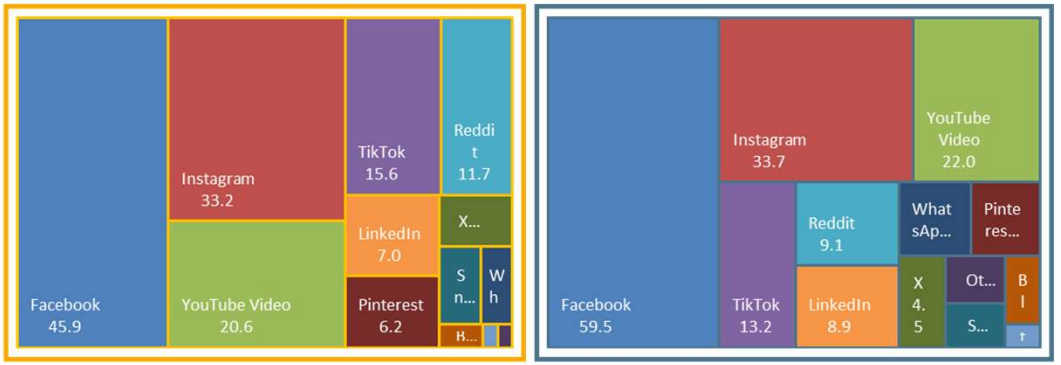
(Radio Stations: KAZG-AM)

295,100 or 73.9% of Adults 18 or older who Listened to KDKB-FM in the past 7 days use Ad-Supported Facebook for an average of 47.8 minutes every day representing 34.1% of all time spent daily with Ad-Supported Social Media.

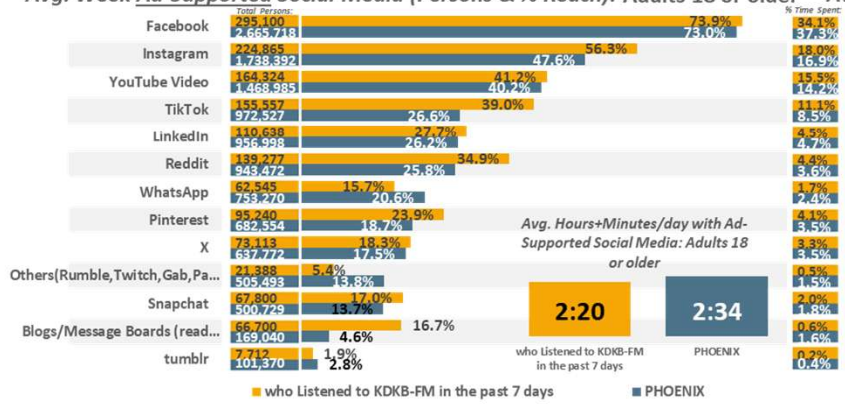
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



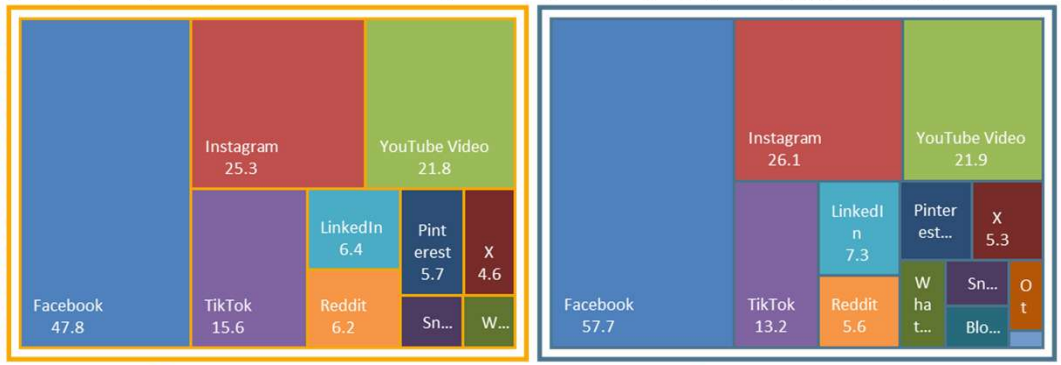
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

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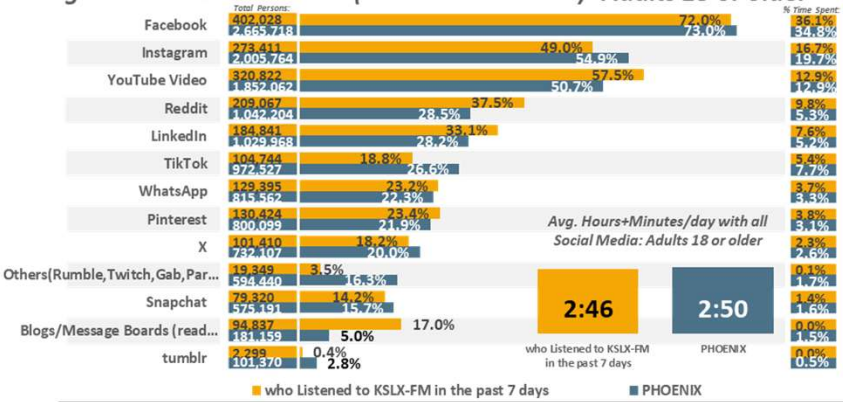
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(Radio Stations: KDKB-FM)

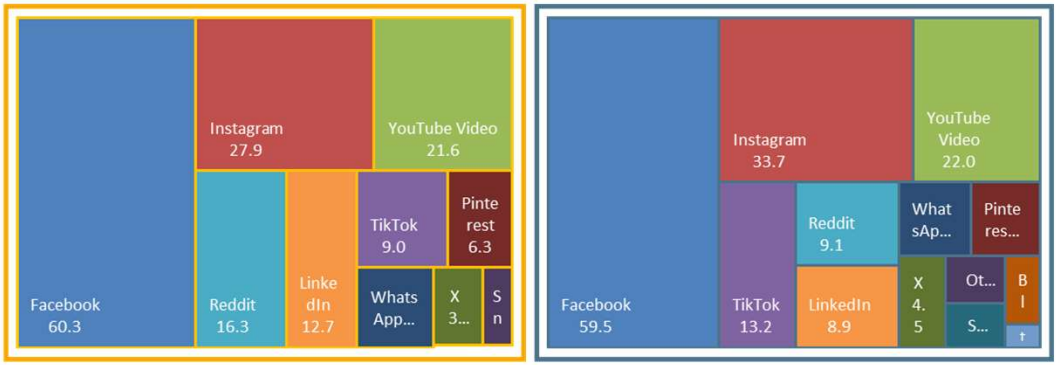
100.7 FM KSLX CLASSIC ROCK

402,028 or 72.% of Adults 18 or older who Listened to KSLX-FM in the past 7 days use Ad-Supported Facebook for an average of 58.6 minutes every day representing 40.1% of all time spent daily with Ad-Supported Social Media.

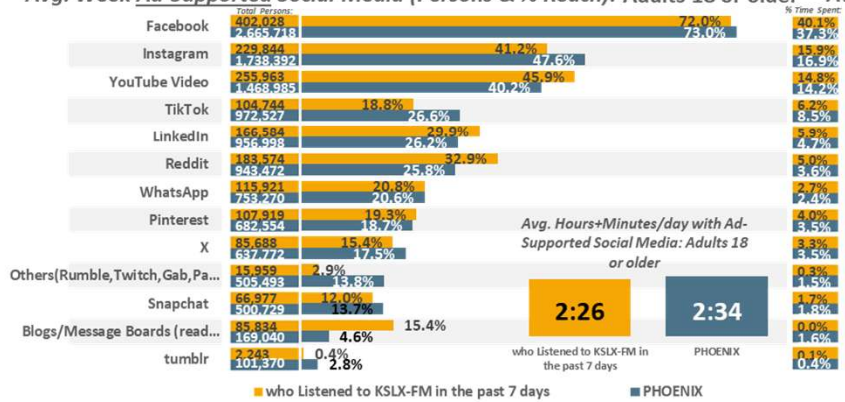
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



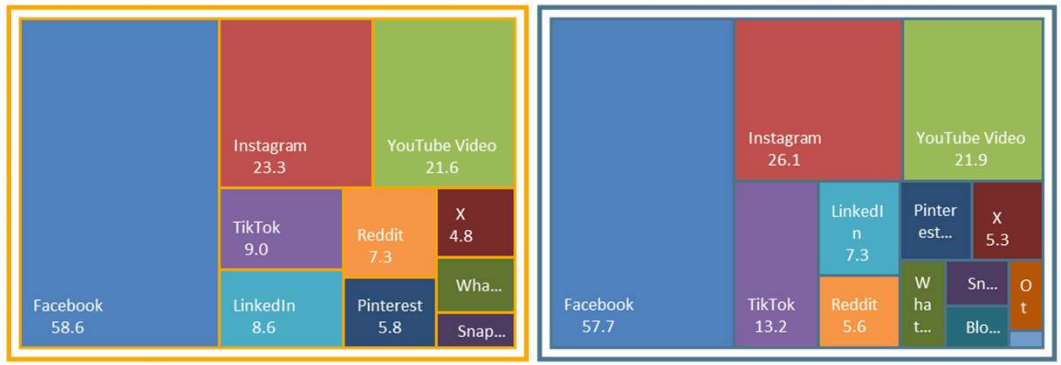
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 315

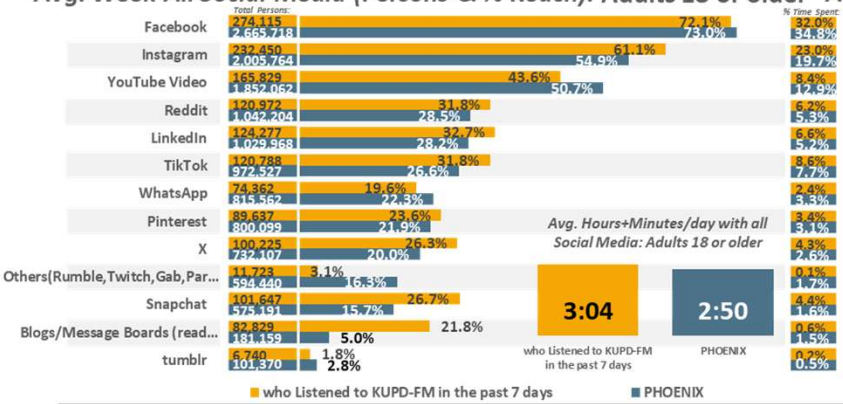
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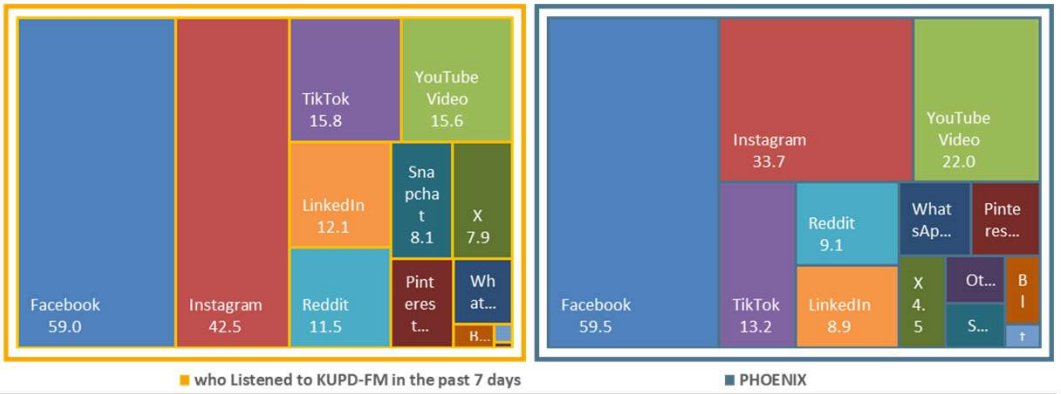
(Radio Stations: KSLX-FM)

247,847 or 65.2% of Adults 18 or older who Listened to KUPD-FM in the past 7 days use Ad-Supported Facebook for an average of 55.7 minutes every day representing 36.5% of all time spent daily with Ad-Supported Social Media.

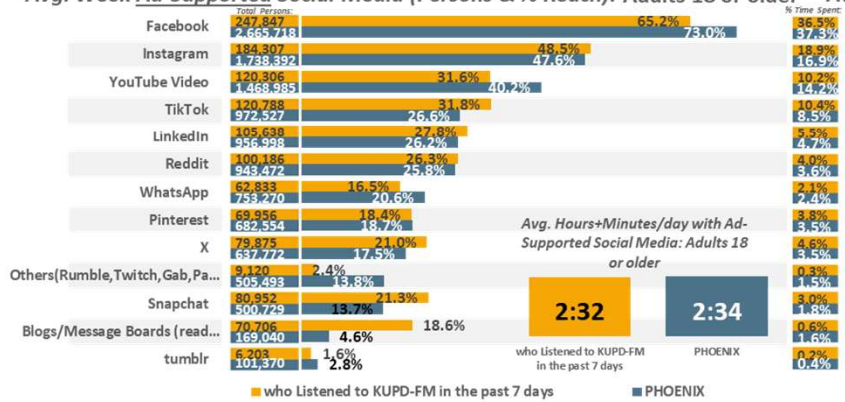
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



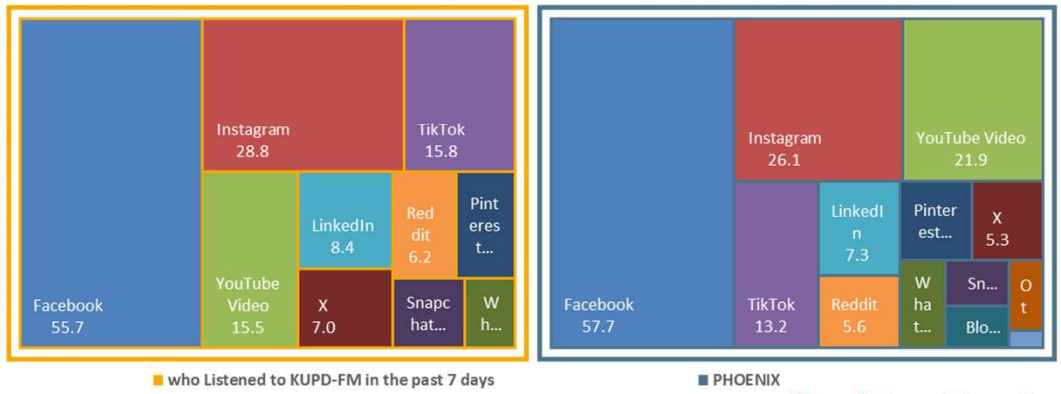
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



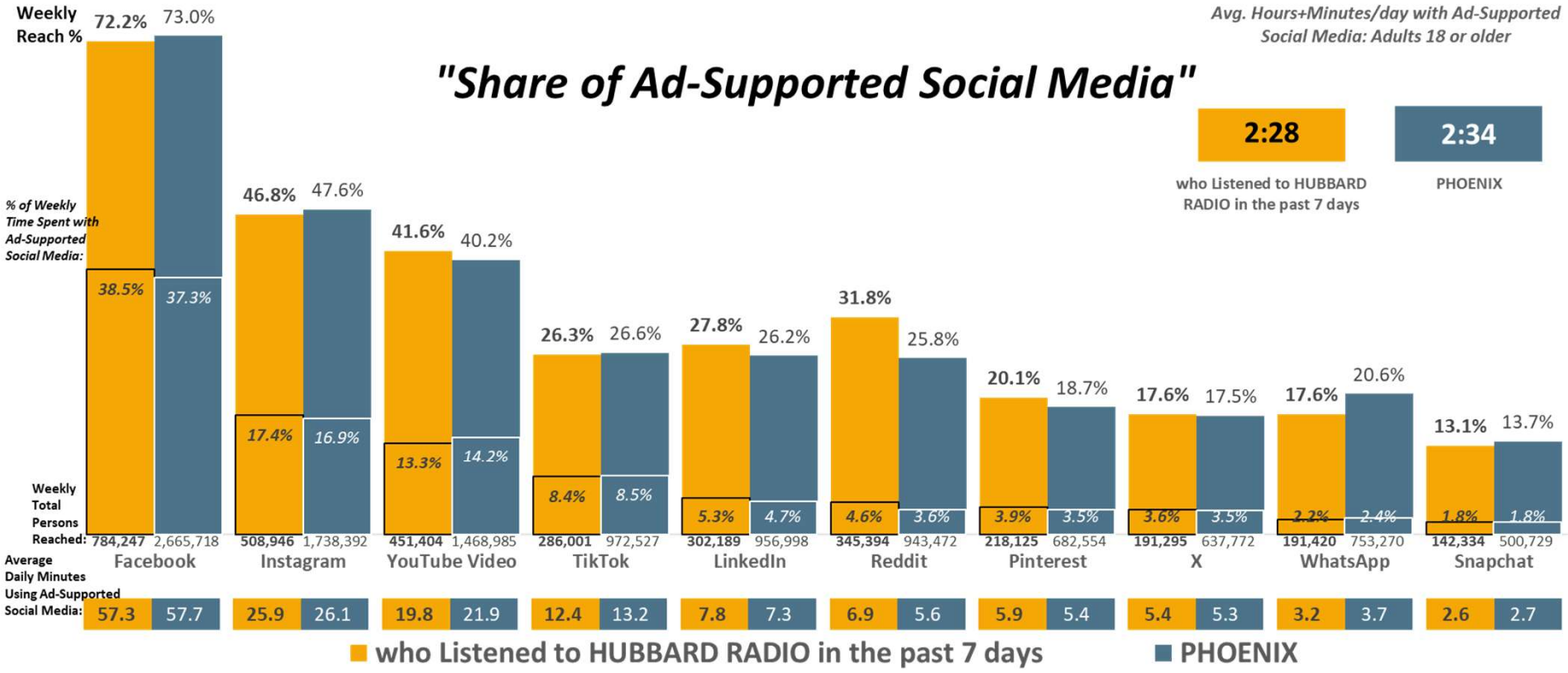
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 251

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(Radio Stations: KUPD-FM)

784,247 or 72.2% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days use Ad-Supported Facebook for an average of 57.3 minutes every day representing 38.5% of all time spent daily with Ad-Supported Social Media.



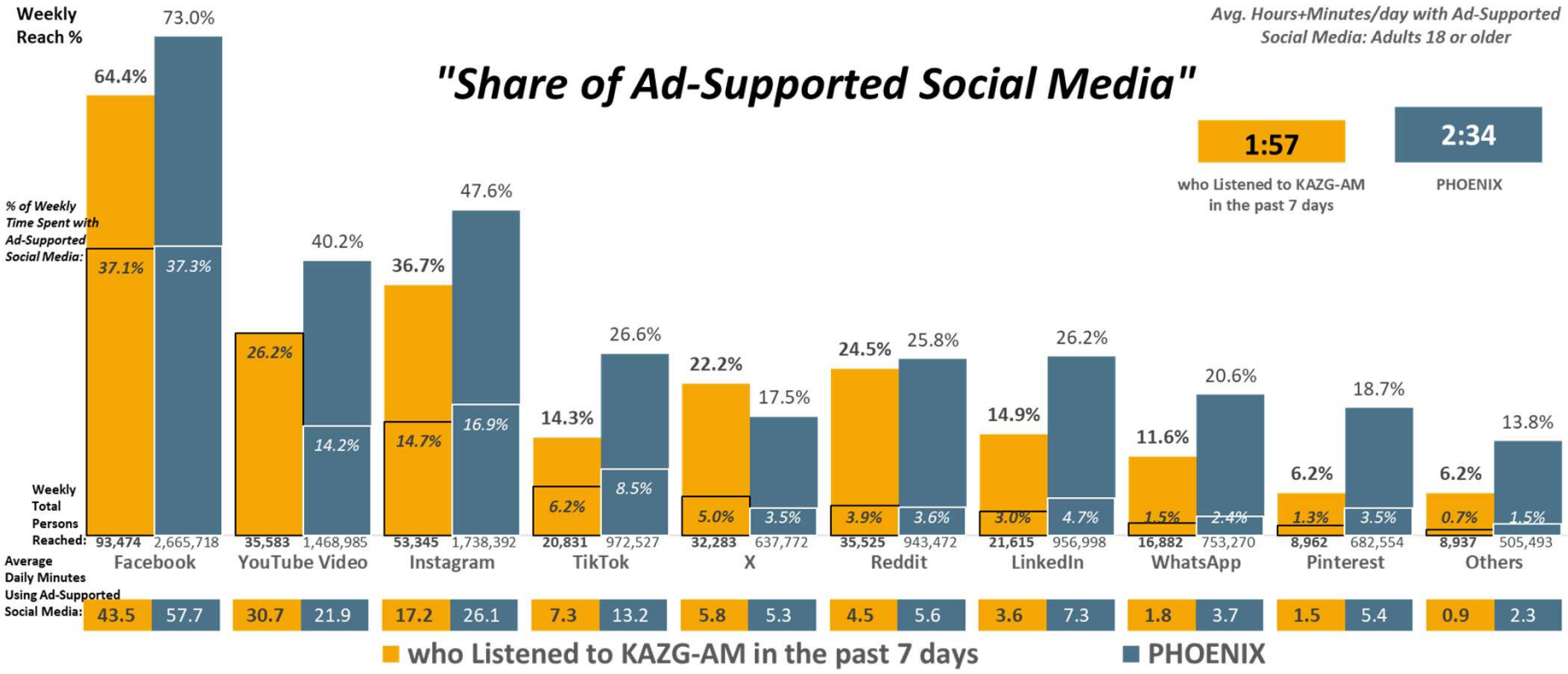
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 615 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

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

93,474 or 64.4% of Adults 18 or older who Listened to KAZG-AM in the past 7 days use Ad-Supported Facebook for an average of 43.5 minutes every day representing 37.1% of all time spent daily with Ad-Supported Social Media.



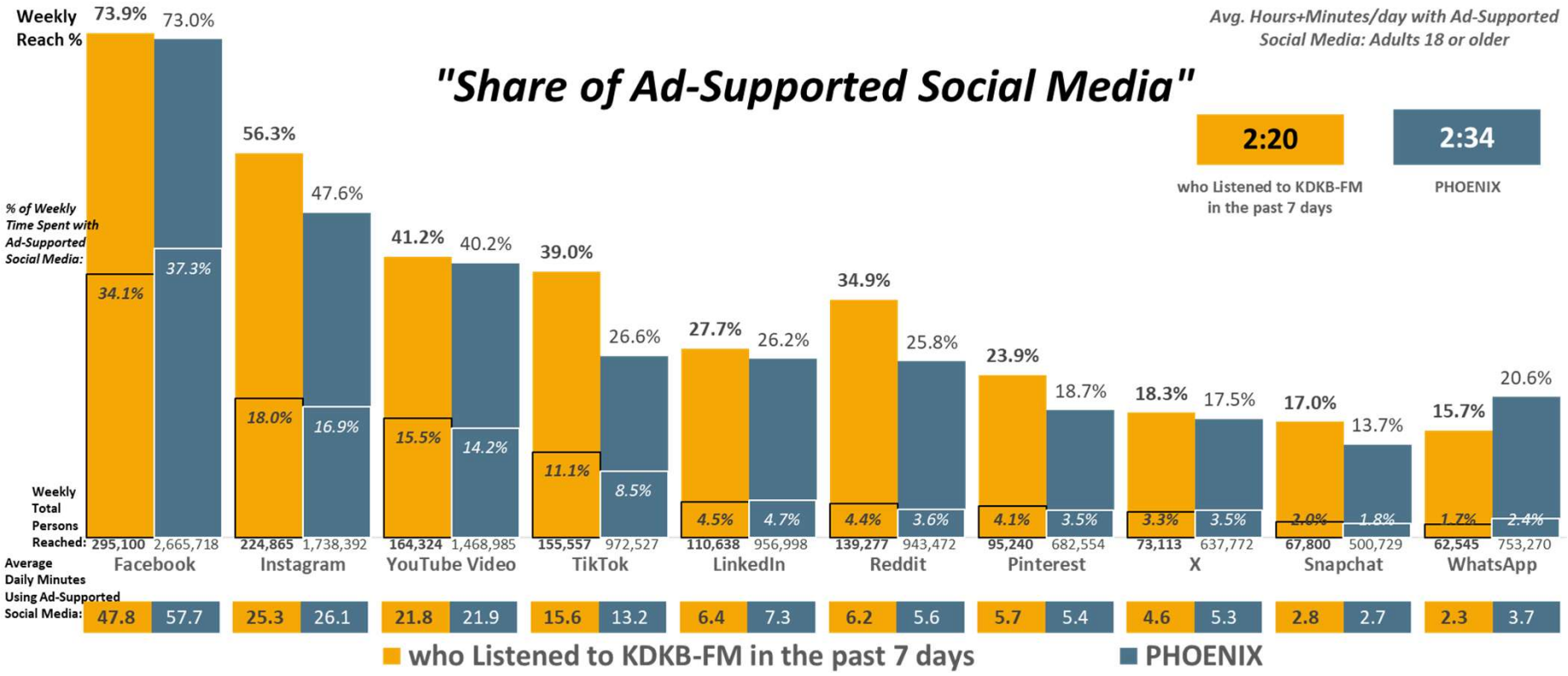
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 68 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

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(Radio Stations: KAZG-AM)

295,100 or 73.9% of Adults 18 or older who Listened to KDKB-FM in the past 7 days use Ad-Supported Facebook for an average of 47.8 minutes every day representing 34.1% of all time spent daily with Ad-Supported Social Media.



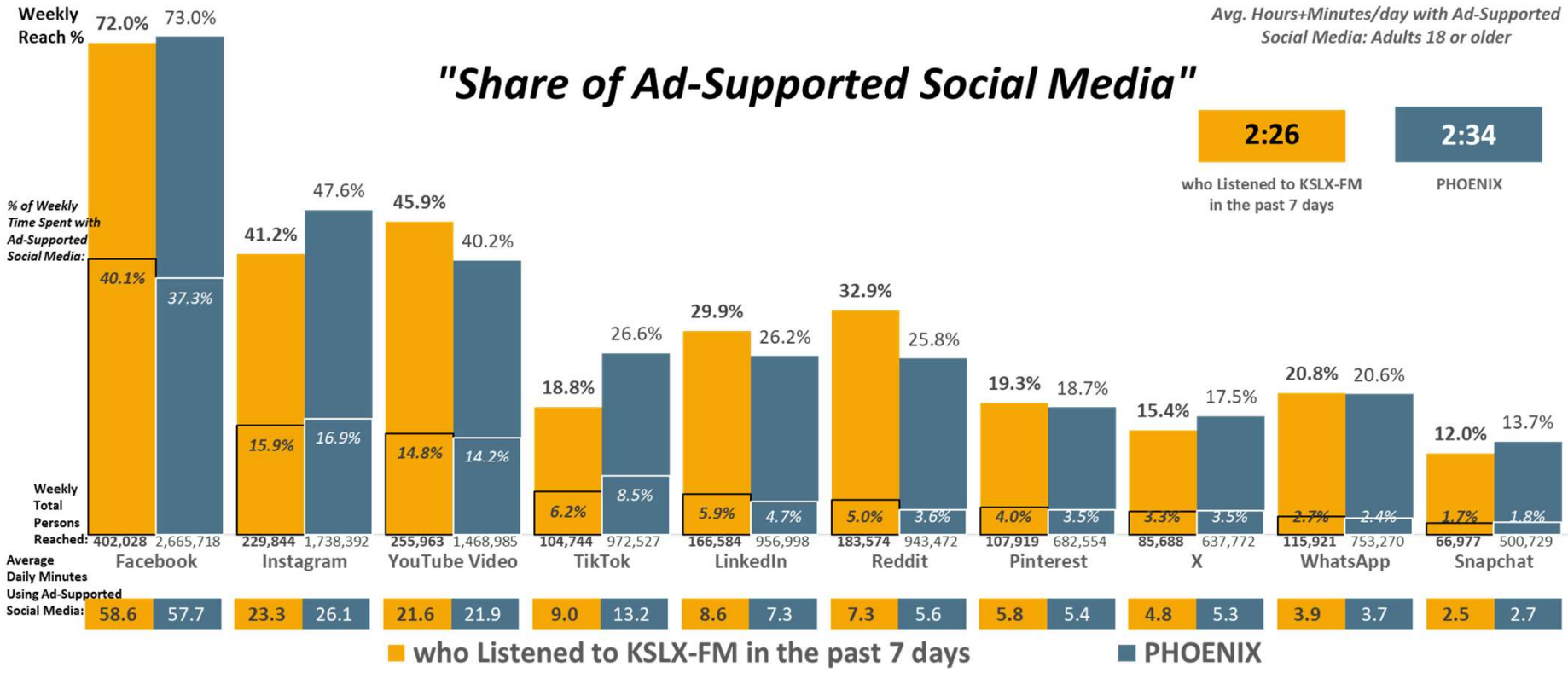
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 215 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

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(Radio Stations: KDKB-FM)

402,028 or 72.% of Adults 18 or older who Listened to KSLX-FM in the past 7 days use Ad-Supported Facebook for an average of 58.6 minutes every day representing 40.1% of all time spent daily with Ad-Supported Social Media.



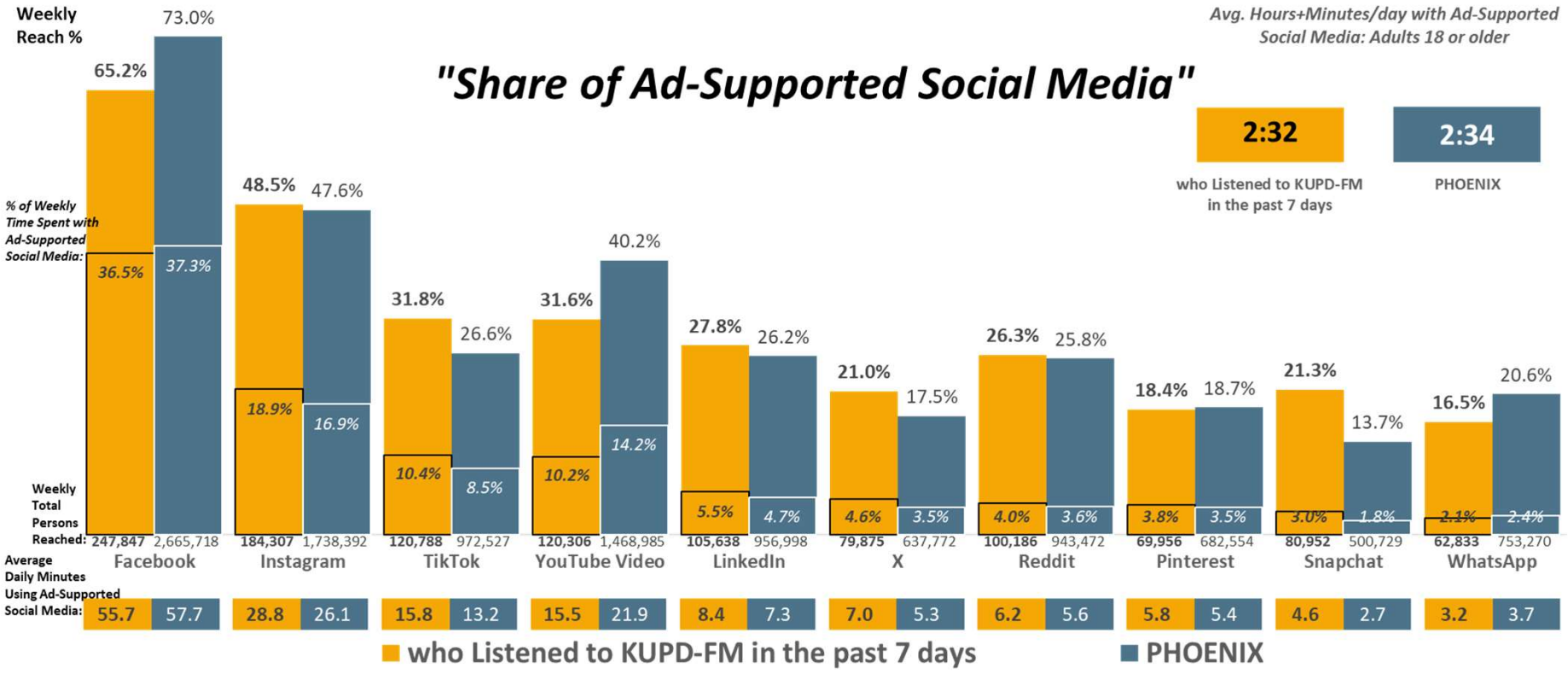
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 315 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

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(Radio Stations: KSLX-FM)

247,847 or 65.2% of Adults 18 or older who Listened to KUPD-FM in the past 7 days use Ad-Supported Facebook for an average of 55.7 minutes every day representing 36.5% of all time spent daily with Ad-Supported Social Media.



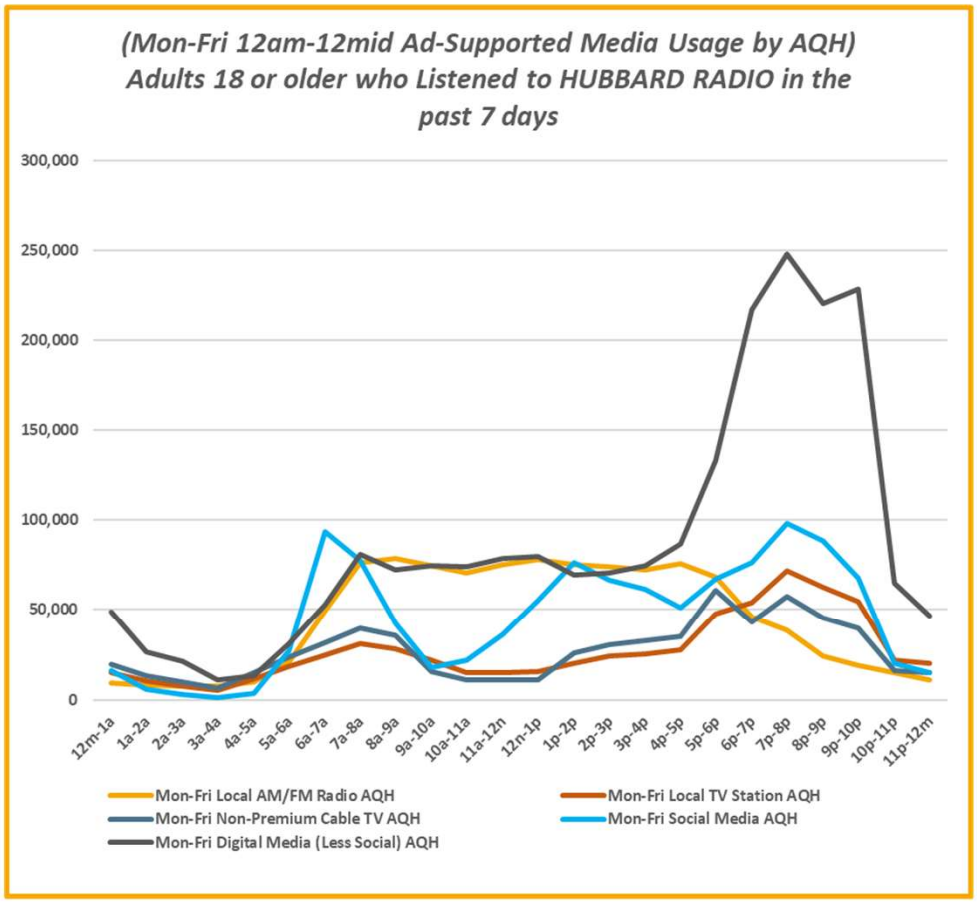
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 251 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

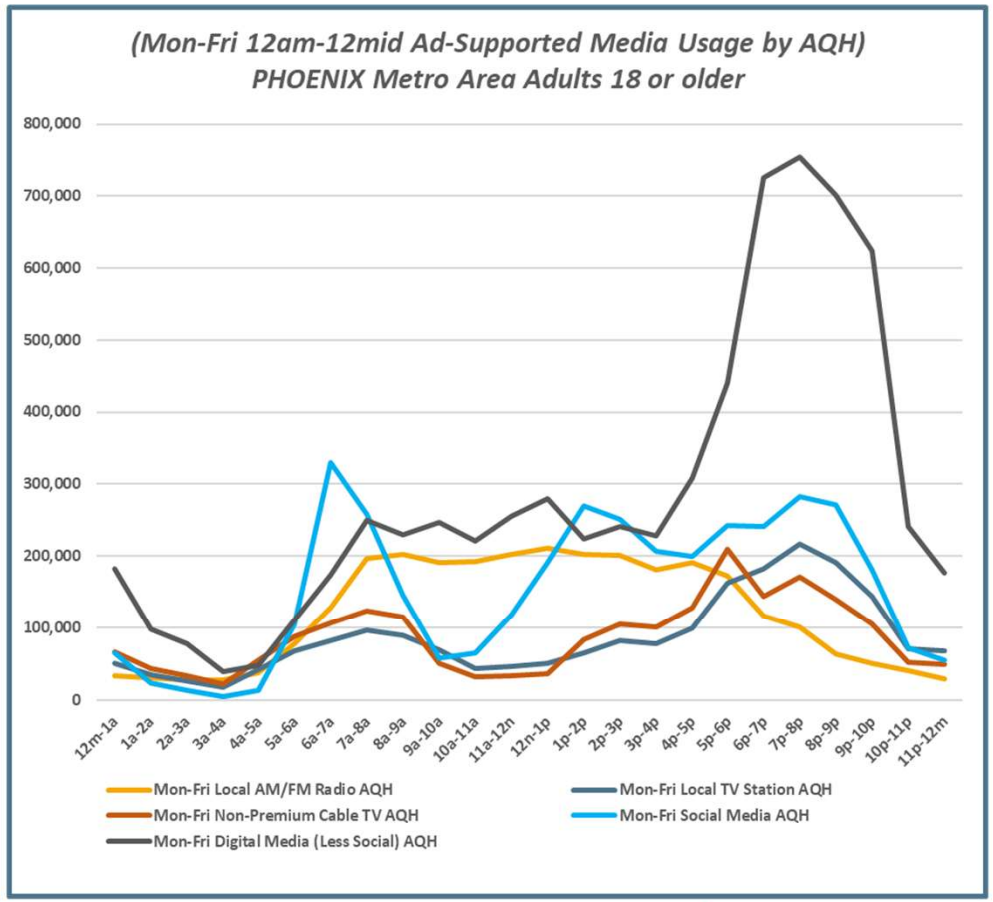
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(Radio Stations: KUPD-FM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 89,671; Local Radio: 70,449; Social Media: 57,221; Non-Prem. Cable: 29,602; Local TV: 26,890 reaching Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days.





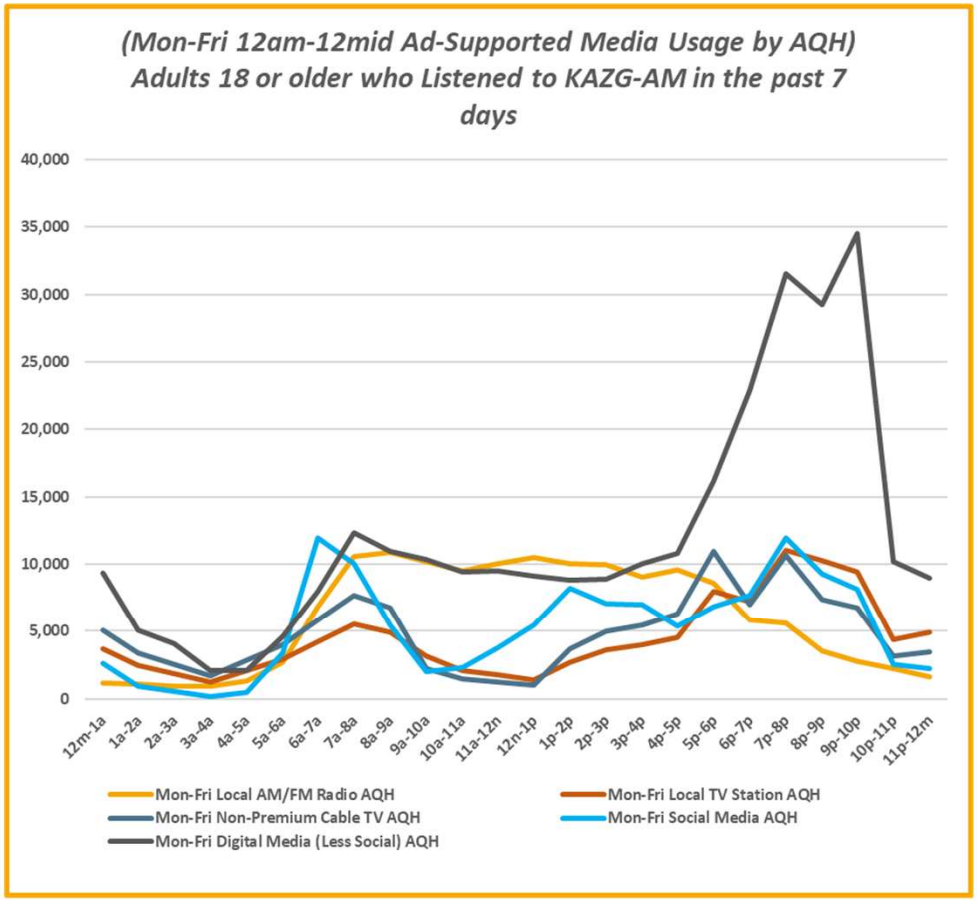
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 615

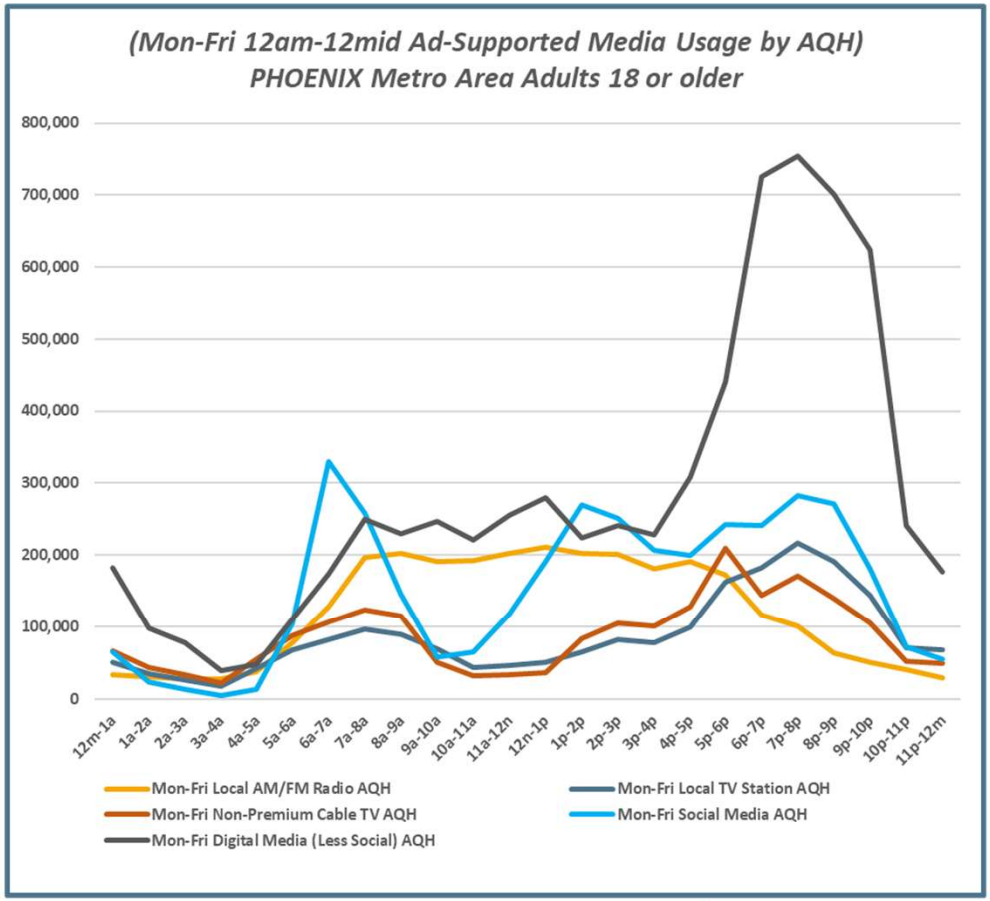
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(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 11,335; Local Radio: 9,348; Social Media: 6,381; Non-Prem. Cable: 4,956; Local TV: 4,065 reaching Adults 18 or older who Listened to KAZG-AM in the past 7 days.





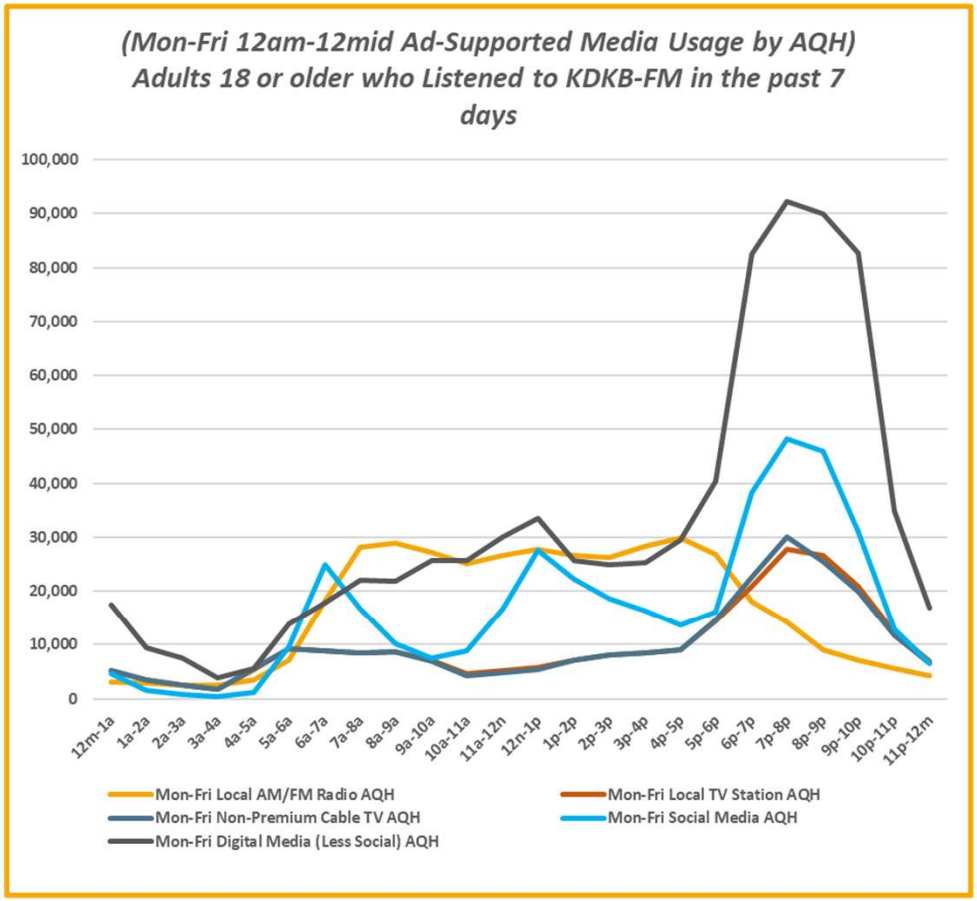
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 68

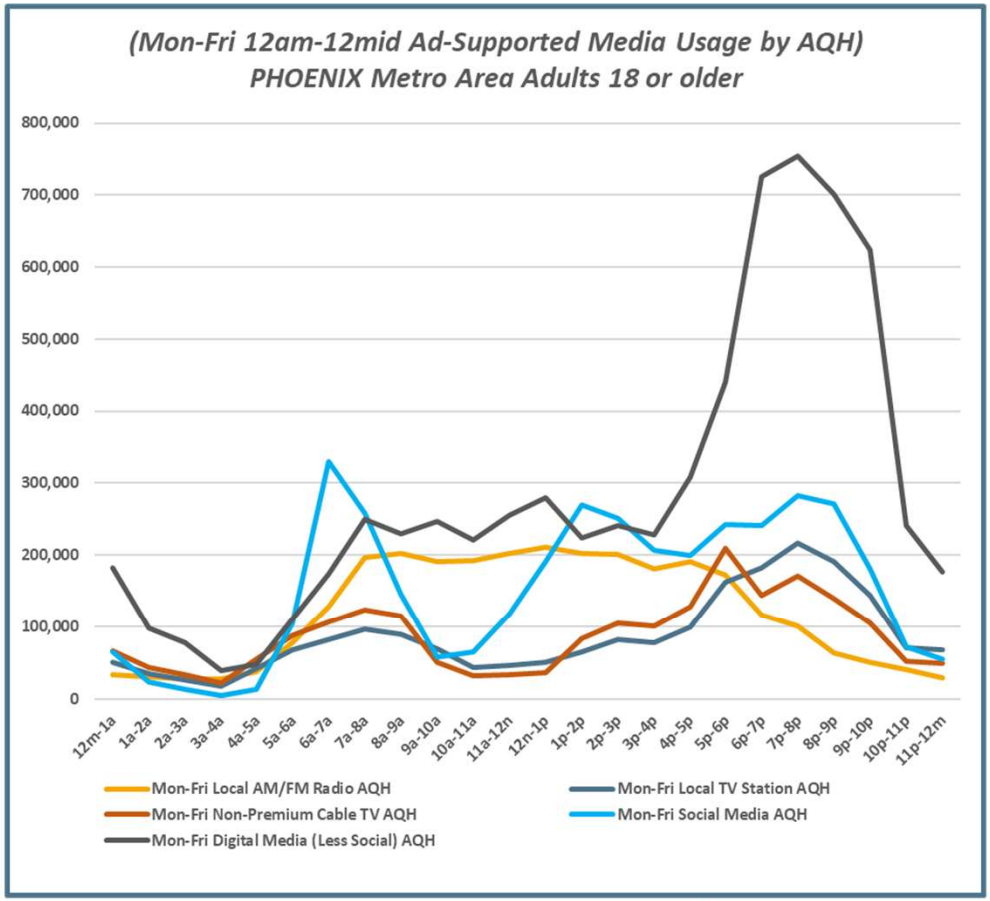
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(Radio Stations: KAZG-AM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 31,148; Local Radio: 25,961; Social Media: 18,246; Non-Prem. Cable: 9,027; Local TV: 8,923 reaching Adults 18 or older who Listened to KDKB-FM in the past 7 days.





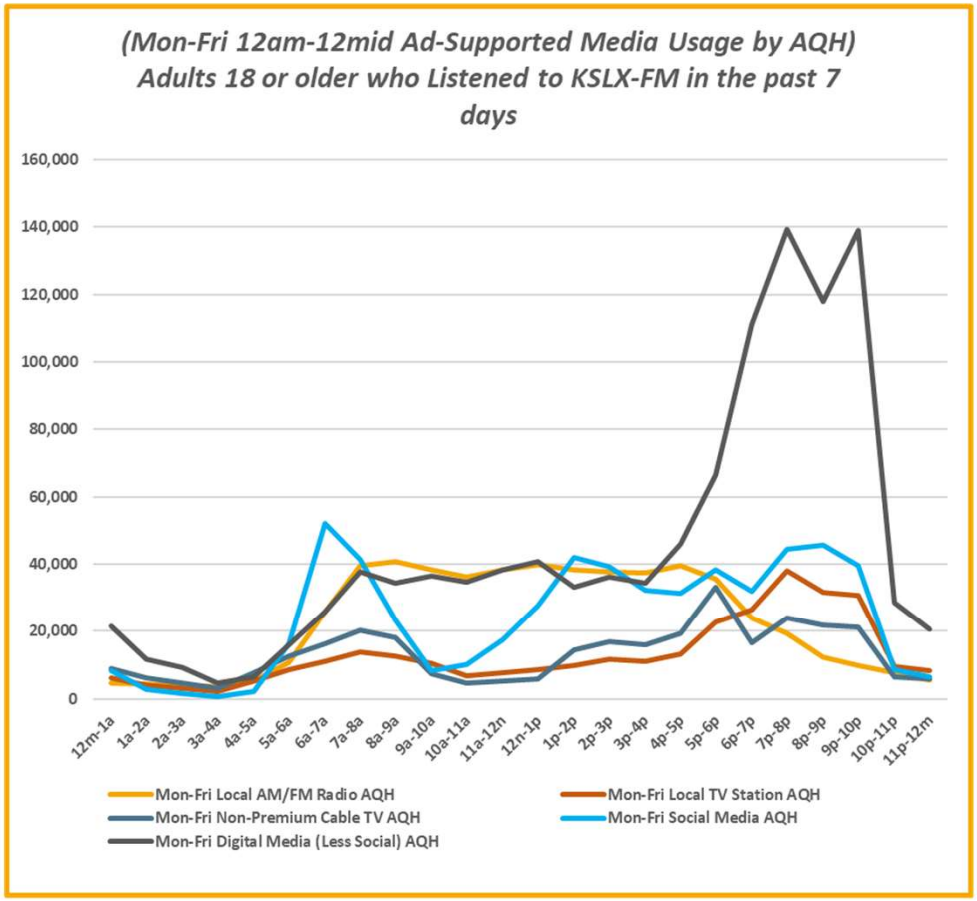
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 215

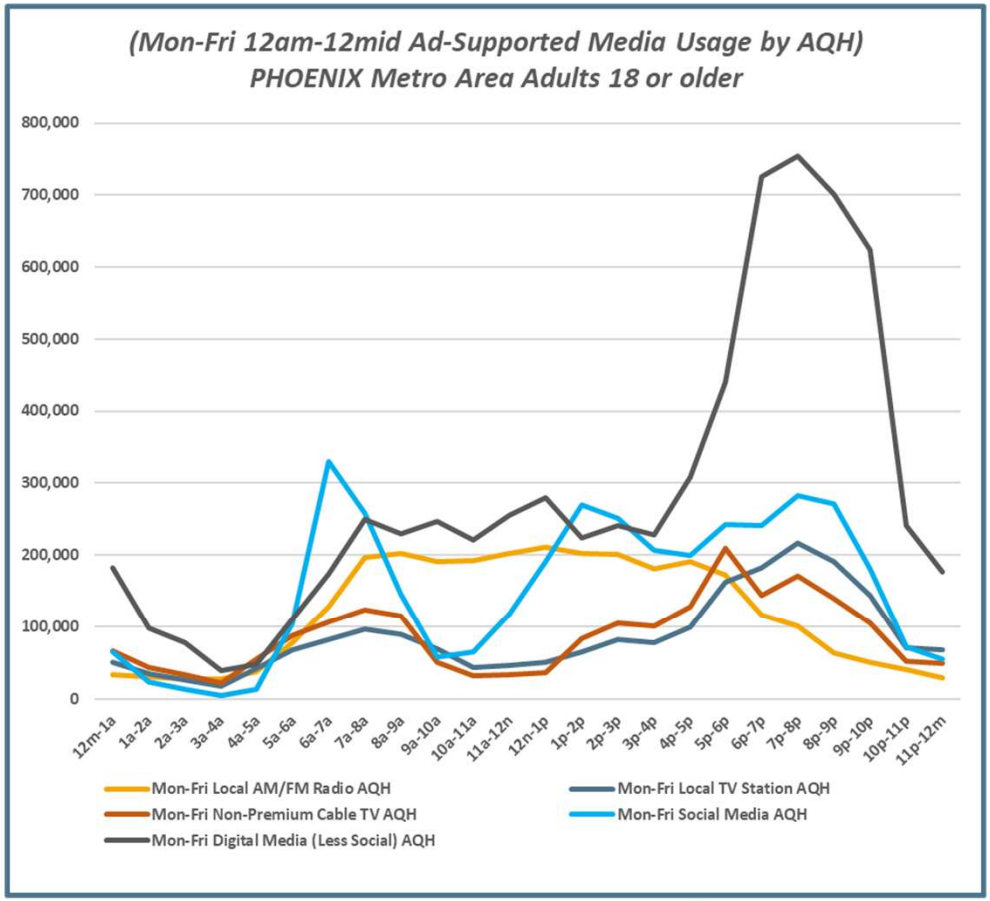
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(Radio Stations: KDKB-FM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 44,247; Local Radio: 36,219; Social Media: 30,400; Non-Prem. Cable: 14,909; Local TV: 12,744 reaching Adults 18 or older who Listened to KSLX-FM in the past 7 days.





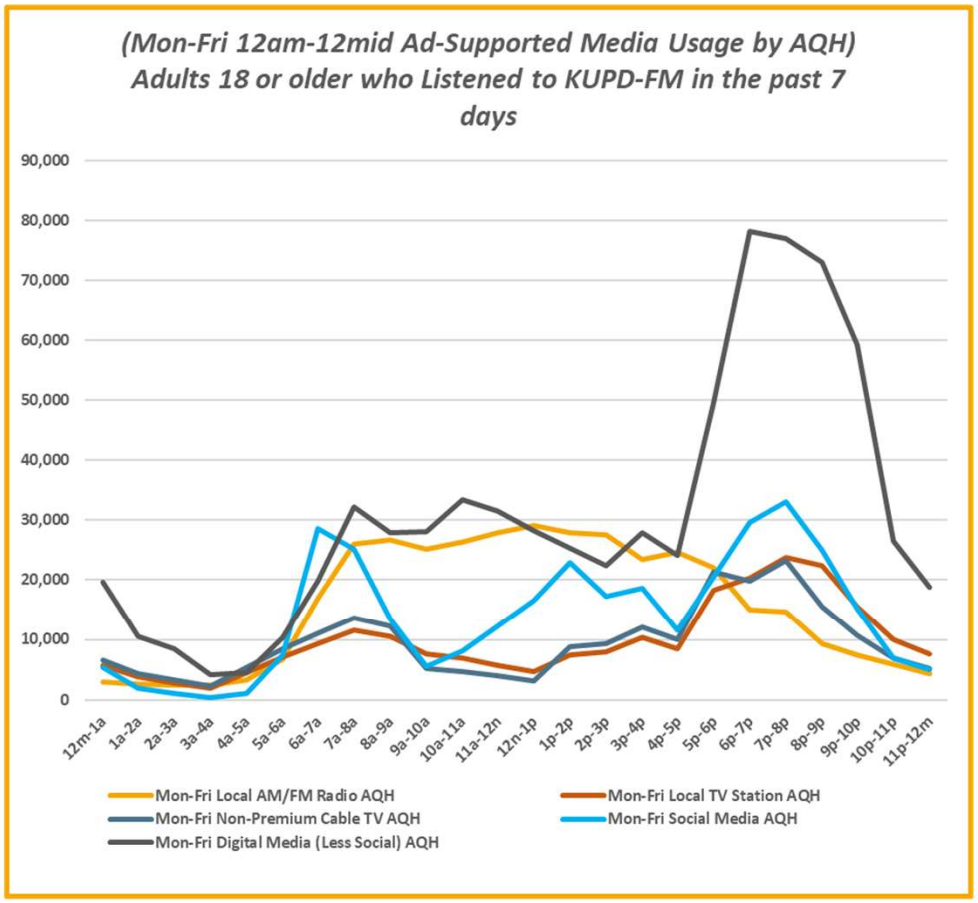
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 315

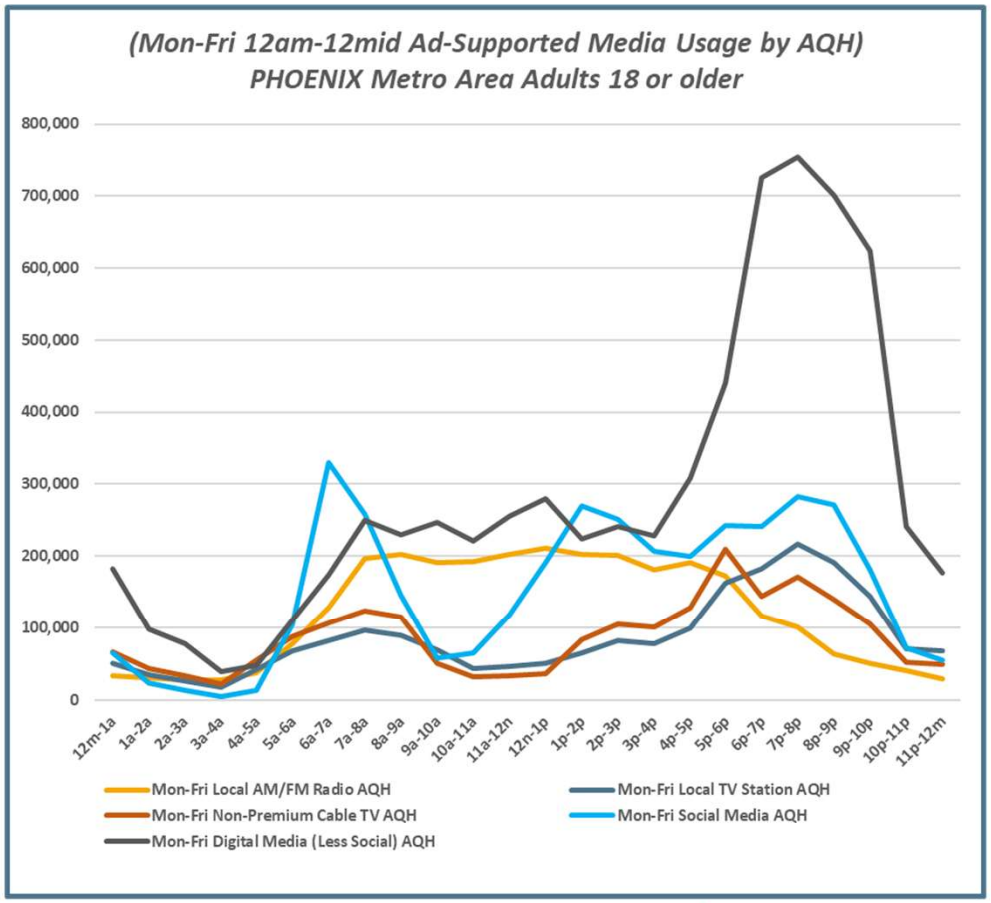
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(Radio Stations: KSLX-FM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 32,990; Local Radio: 24,527; Social Media: 17,699; Non-Prem. Cable: 10,418; Local TV: 9,950 reaching Adults 18 or older who Listened to KUPD-FM in the past 7 days.





PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 251

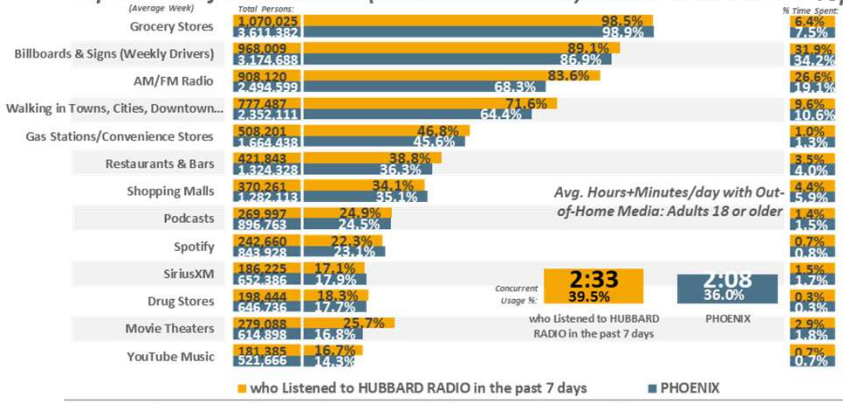
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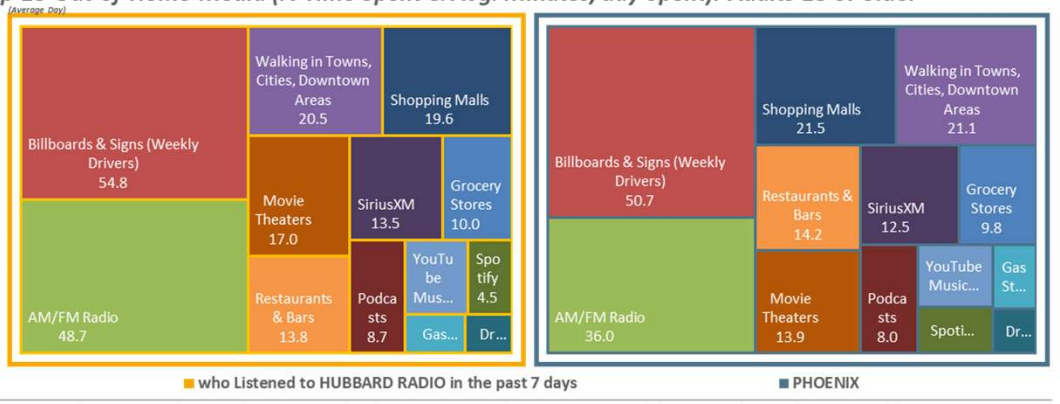
(Radio Stations: KUPD-FM)

968,009 or 89.1% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 54.8 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 45.1 minutes/day.

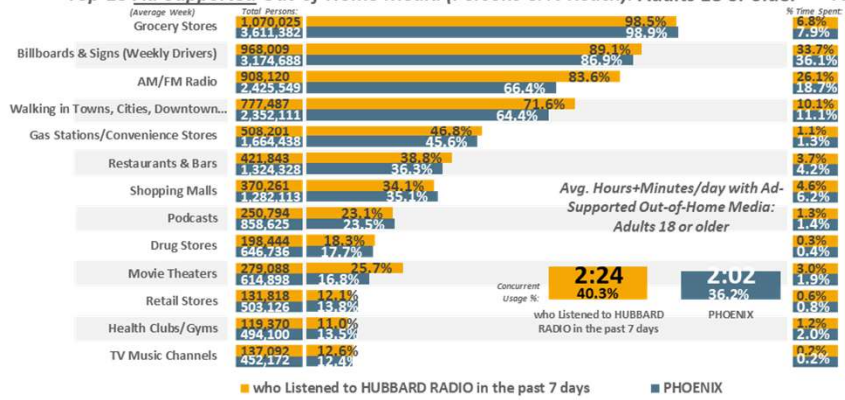
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



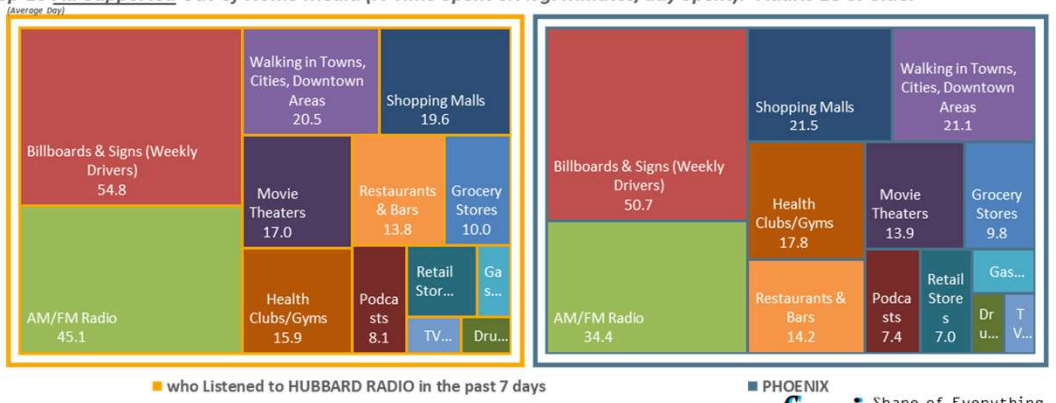
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 615

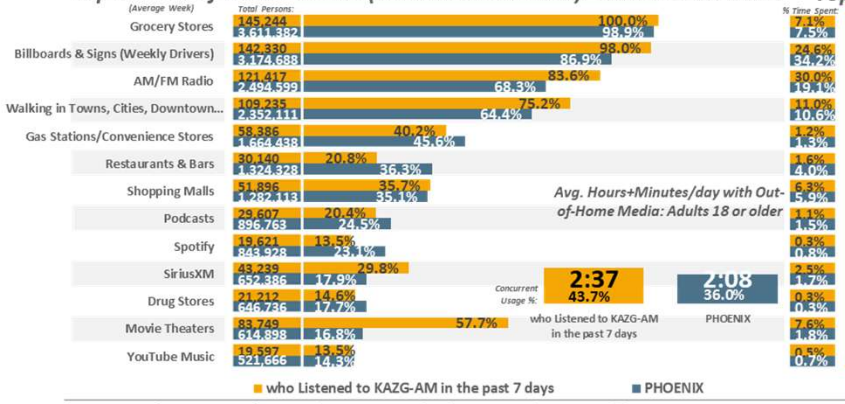
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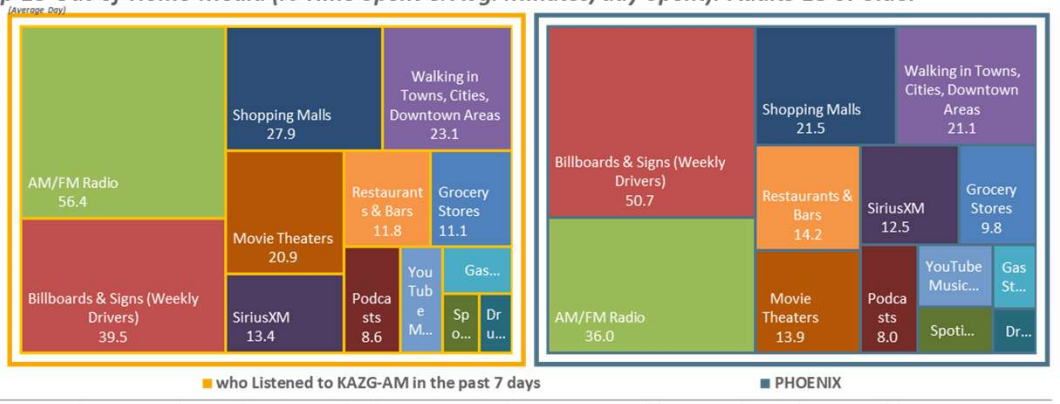
(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

142,330 or 98.% of Adults 18 or older who Listened to KAZG-AM in the past 7 days spend an average of 39.5 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 47.9 minutes/day.

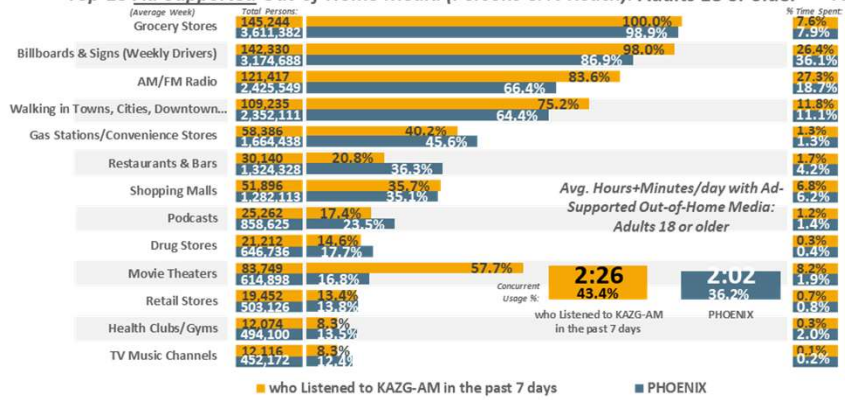
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



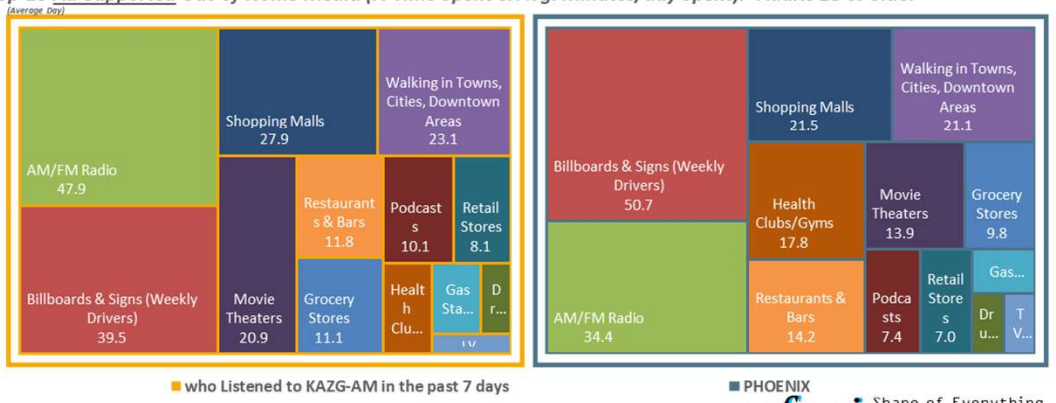
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 68

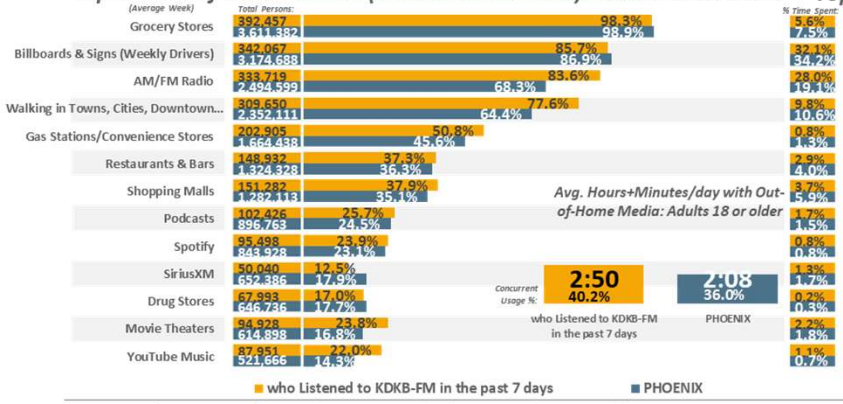
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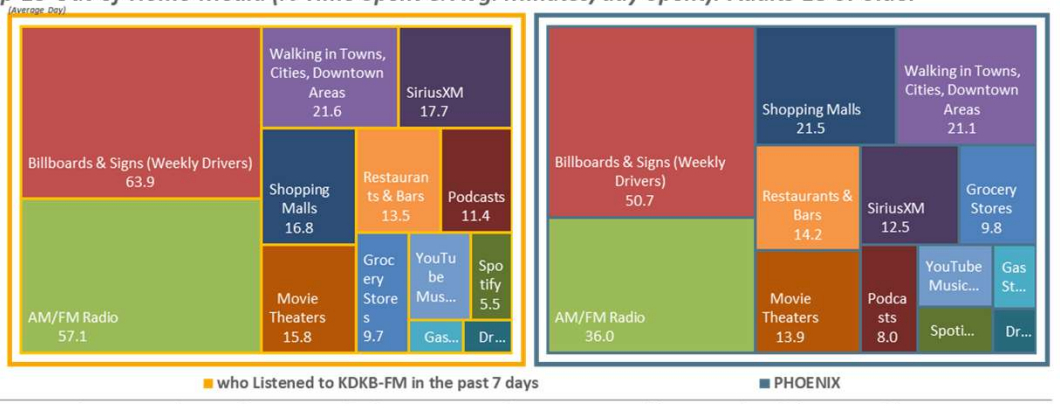
(Radio Stations: KAZG-AM)

342,067 or 85.7% of Adults 18 or older who Listened to KDKB-FM in the past 7 days spend an average of 63.9 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 51.2 minutes/day.

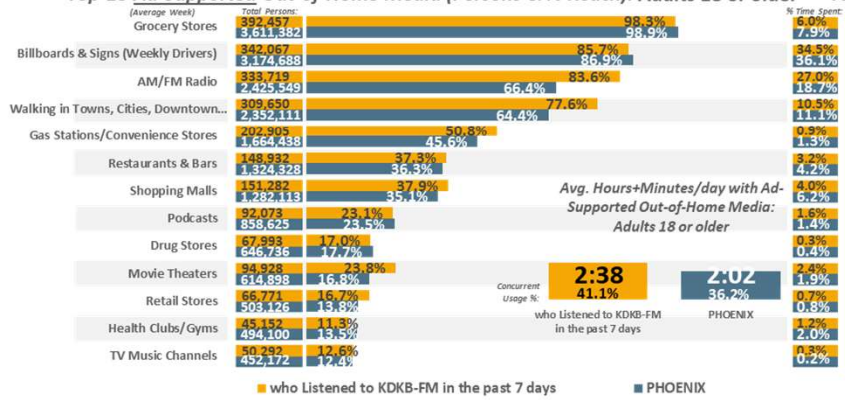
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



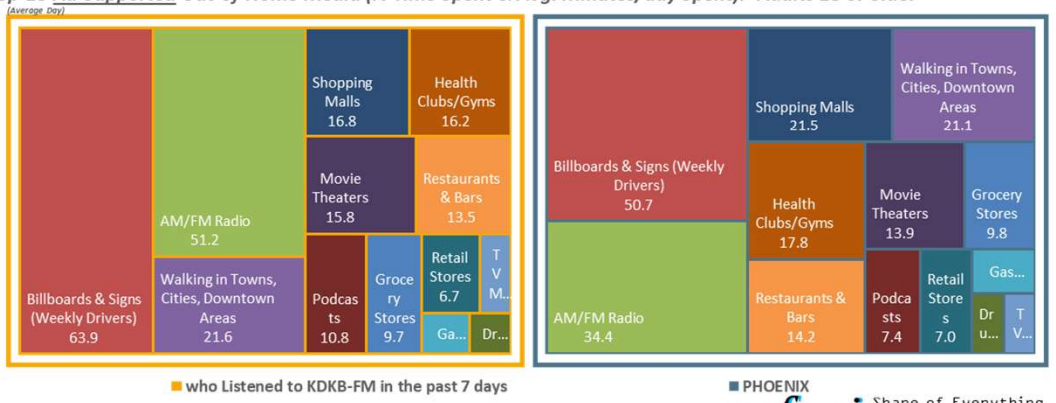
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

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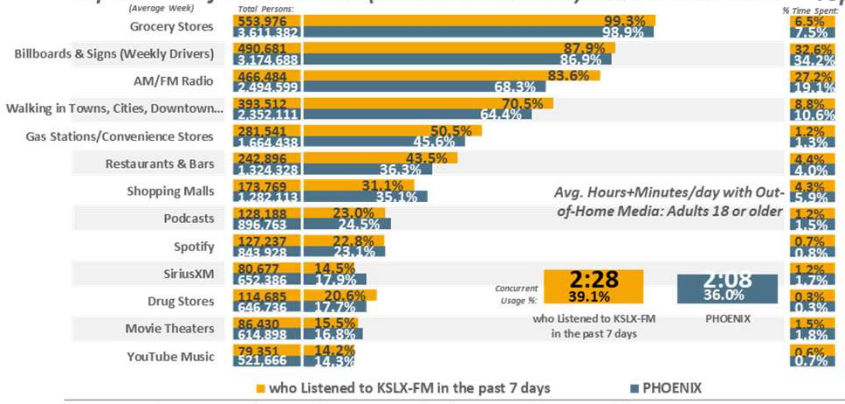
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(Radio Stations: KDKB-FM)

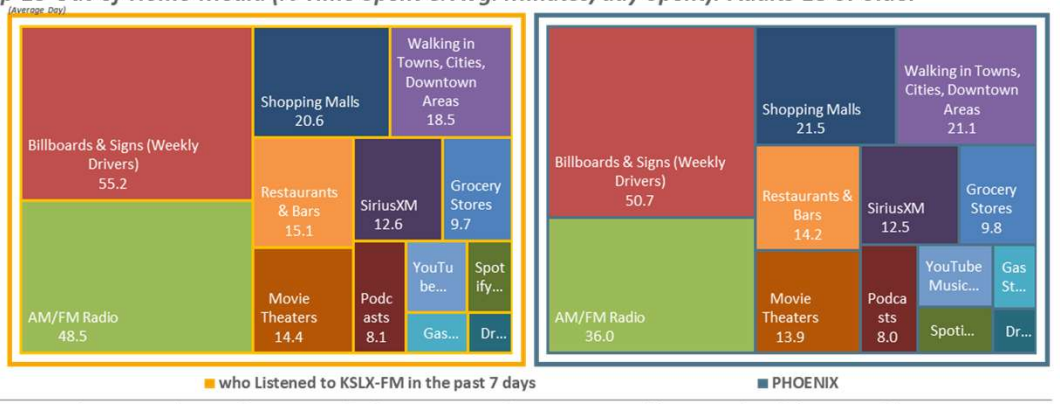
100.7 FM KSLX CLASSIC ROCK

490,681 or 87.9% of Adults 18 or older who Listened to KSLX-FM in the past 7 days spend an average of 55.2 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 45.4 minutes/day.

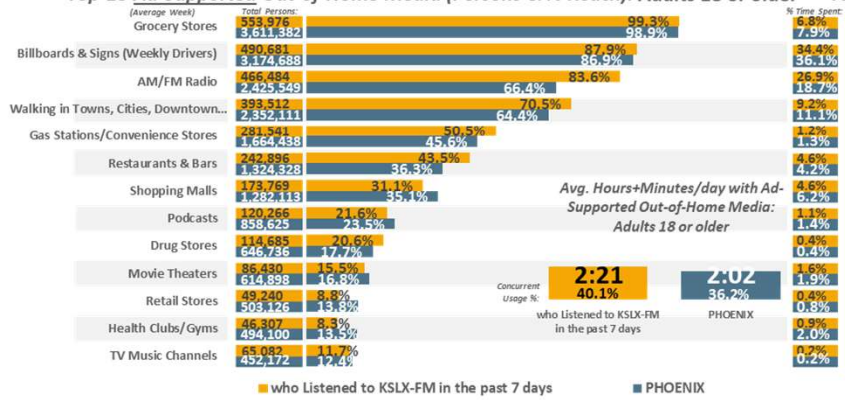
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



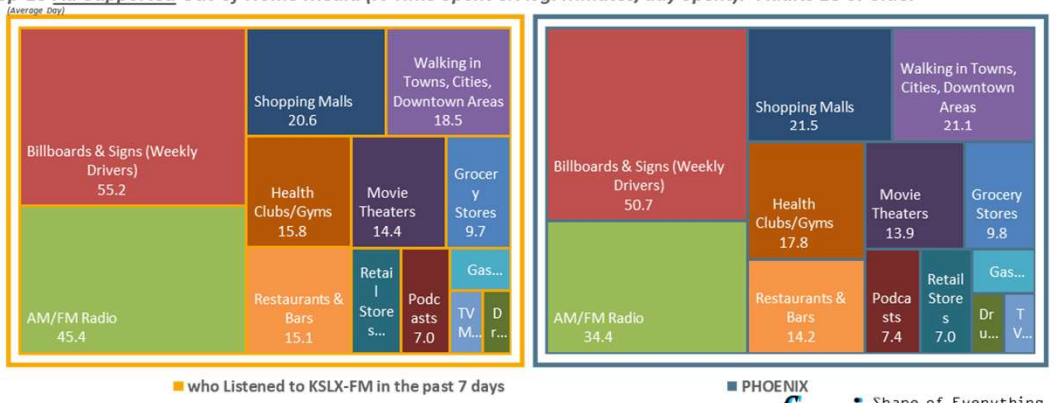
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 315

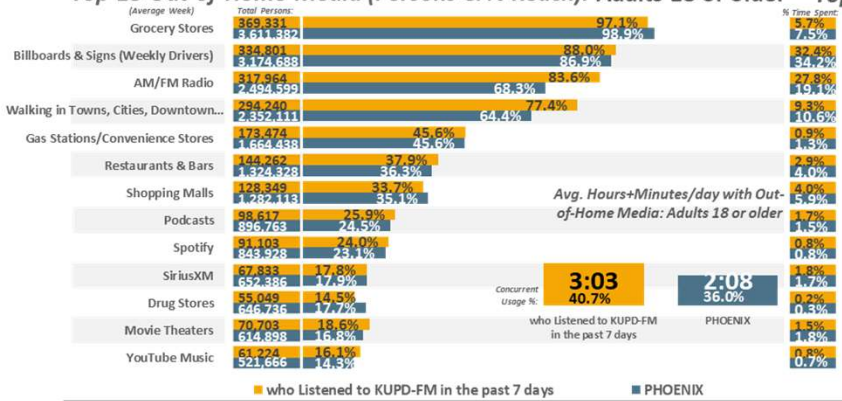
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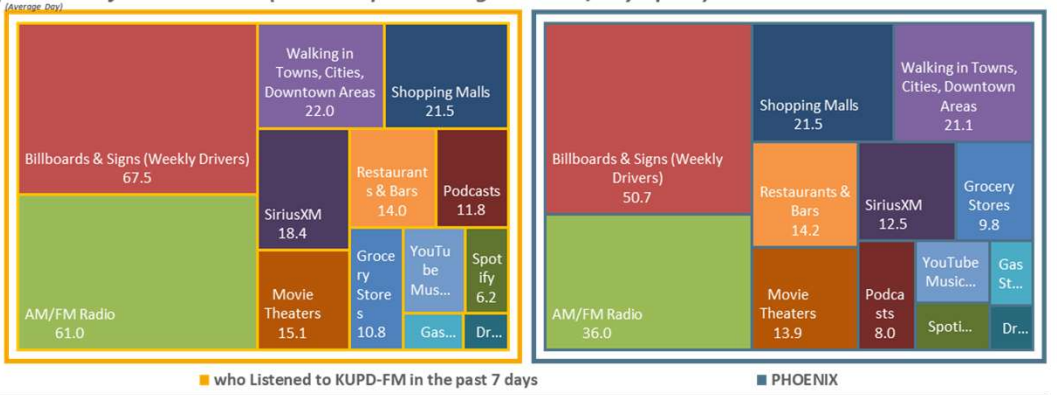
(Radio Stations: KSLX-FM)

334,801 or 88.% of Adults 18 or older who Listened to KUPD-FM in the past 7 days spend an average of 67.5 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 58.2 minutes/day.

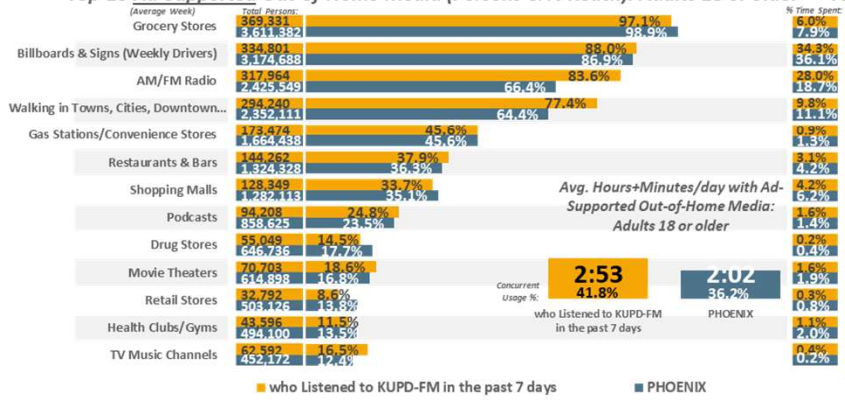
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



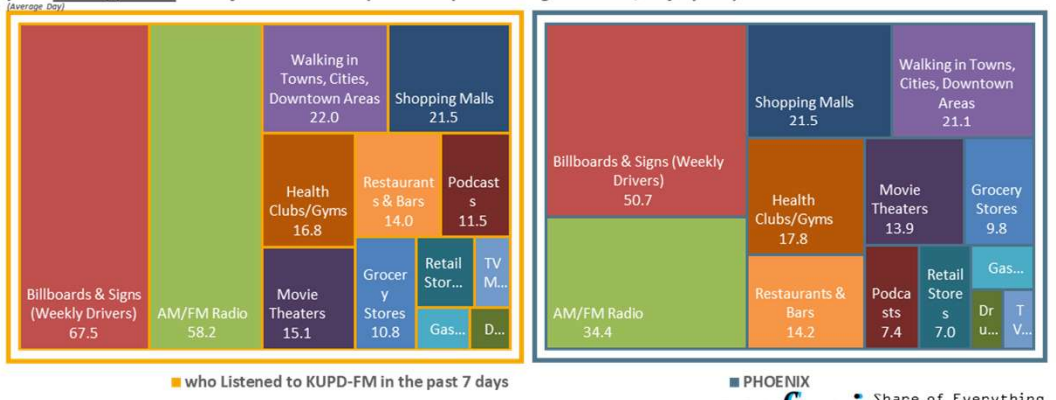
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 251

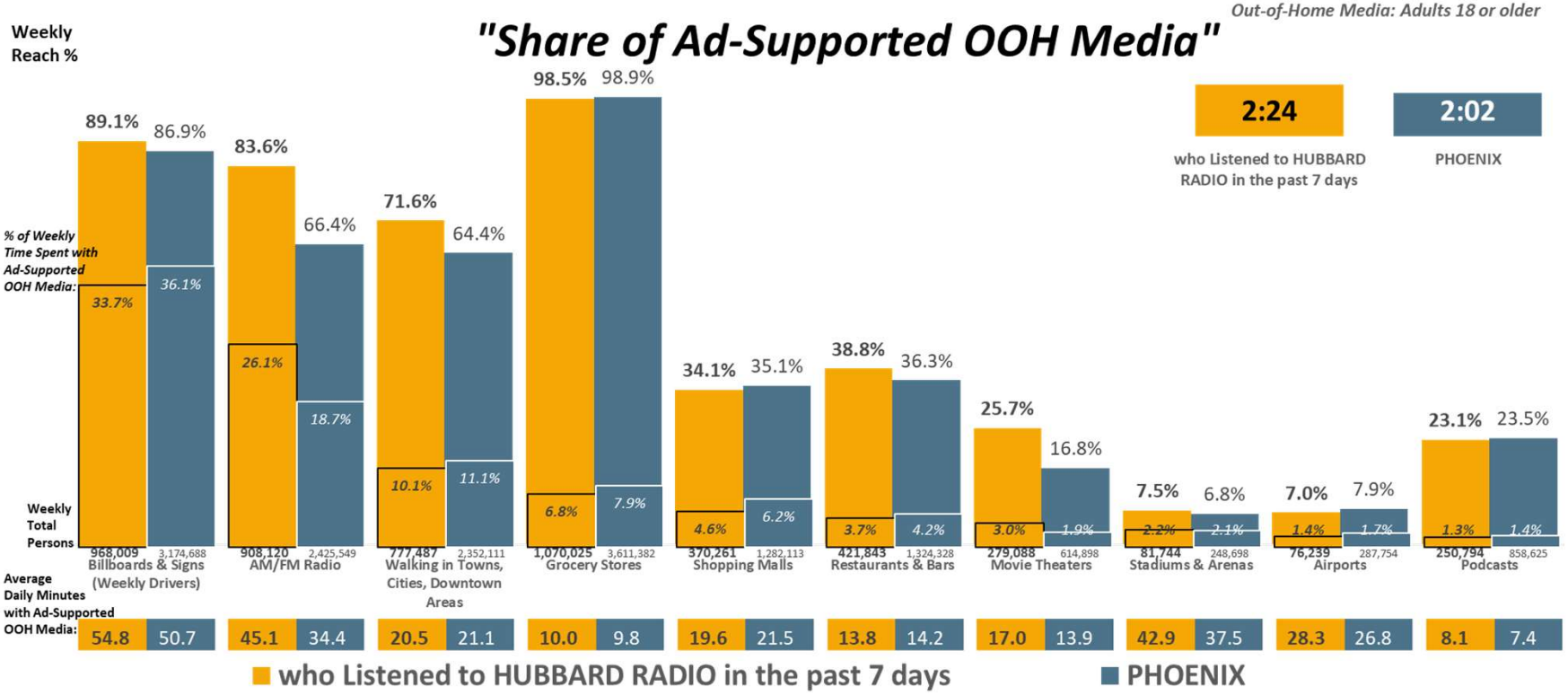
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(Radio Stations: KUPD-FM)

968,009 or 89.1% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 54.8 minutes per day driving, seeing Billboards and Signs representing 33.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 615 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

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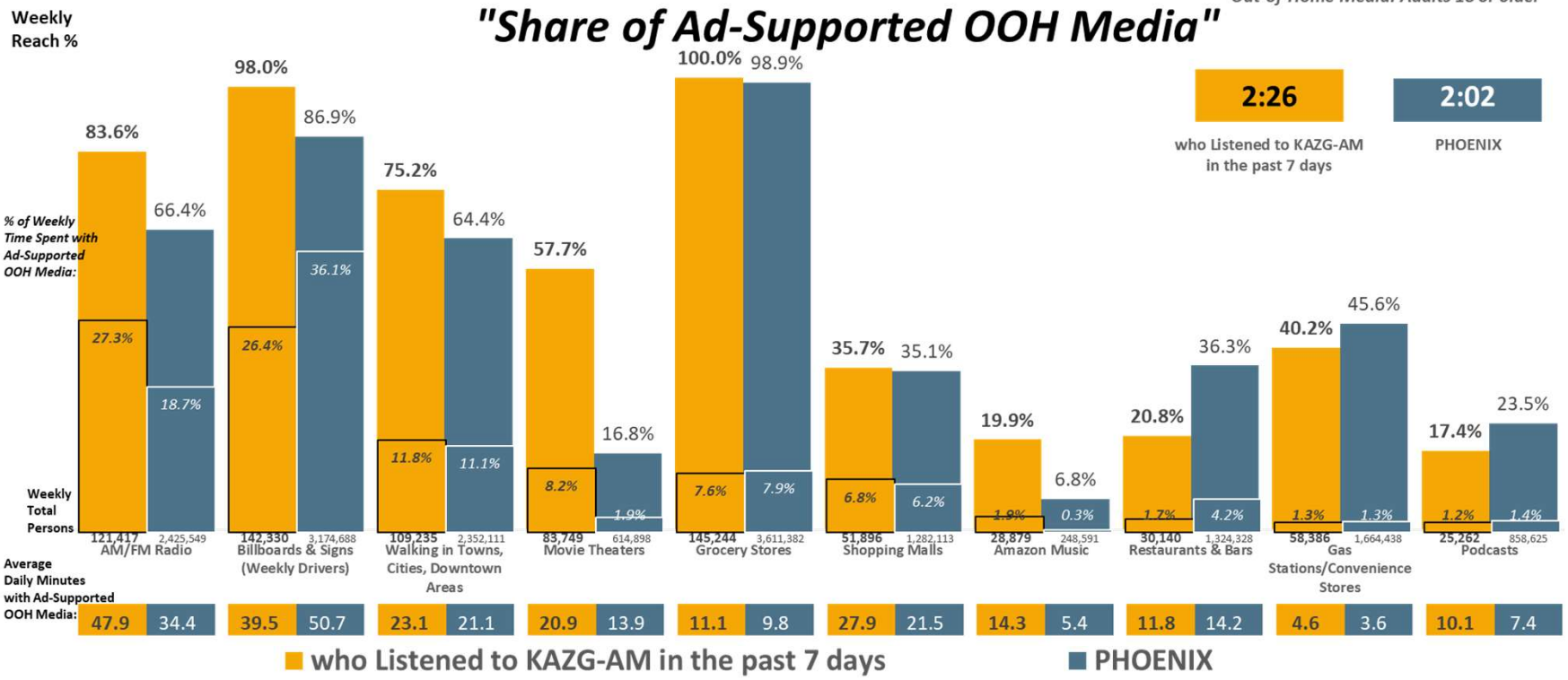
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(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

142,330 or 98.% of Adults 18 or older who Listened to KAZG-AM in the past 7 days spend an average of 39.5 minutes per day driving, seeing Billboards and Signs representing 26.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 68 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

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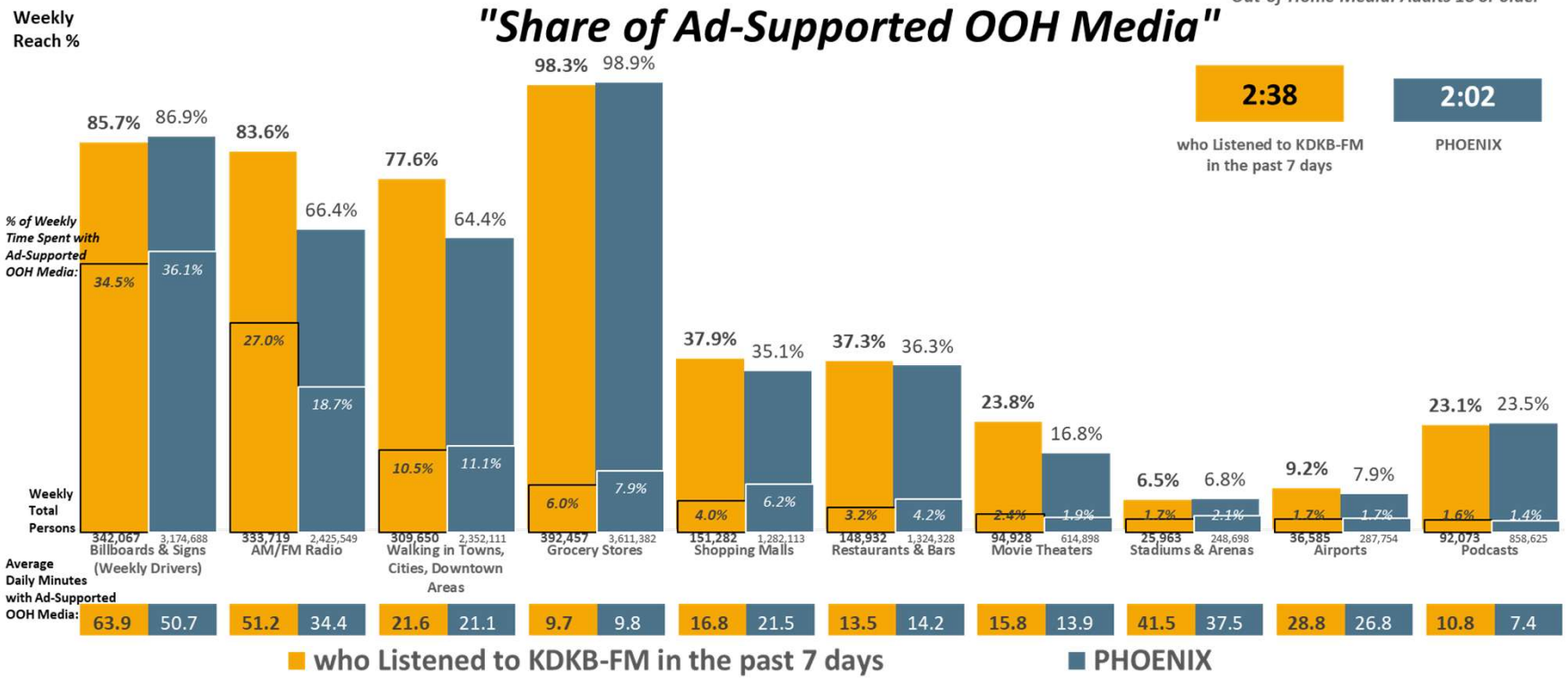
soefa.ai Share of Everything for Anything

(Radio Stations: KAZG-AM)

342,067 or 85.7% of Adults 18 or older who Listened to KDKB-FM in the past 7 days spend an average of 63.9 minutes per day driving, seeing Billboards and Signs representing 34.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 215 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

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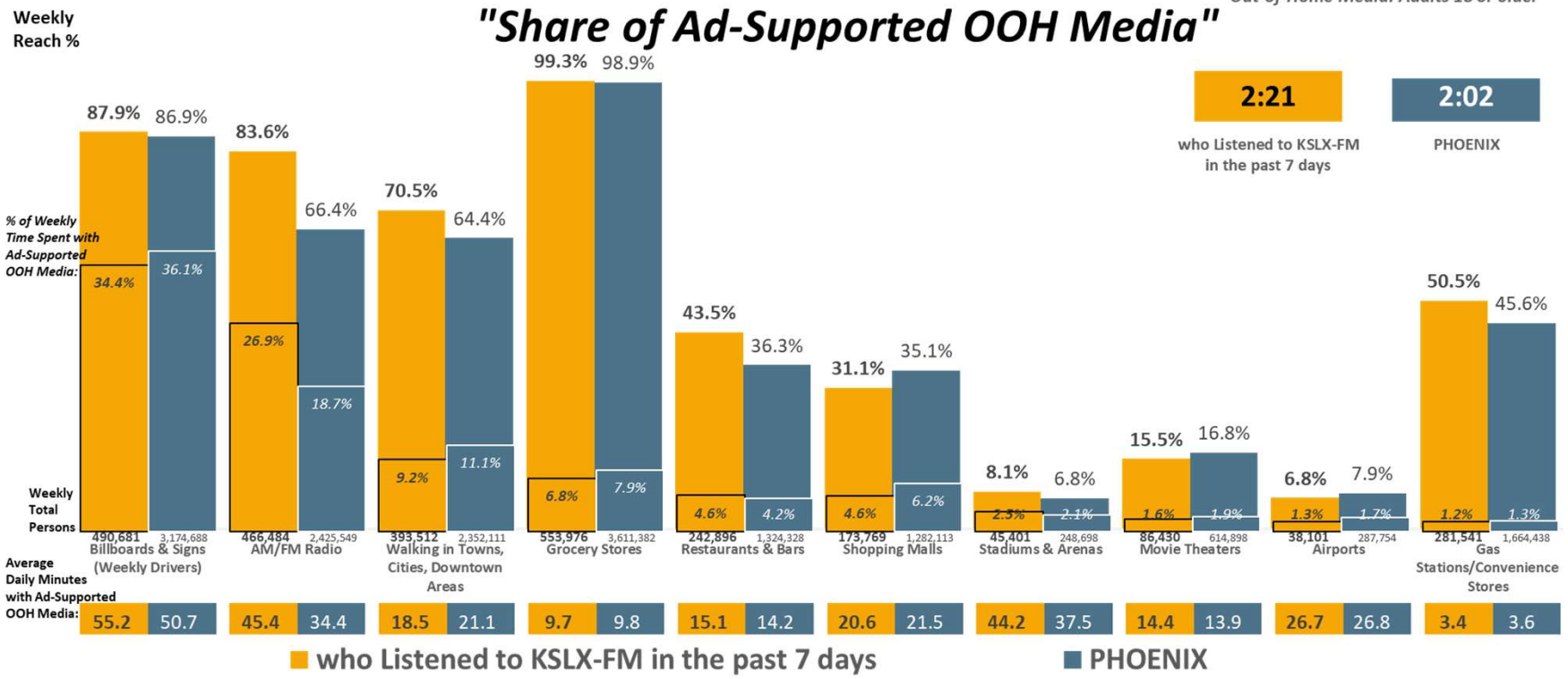
soefa.ai Share of Everything for Anything

(Radio Stations: KDKB-FM)

100.7 FM KSLX CLASSIC ROCK

490,681 or 87.9% of Adults 18 or older who Listened to KSLX-FM in the past 7 days spend an average of 55.2 minutes per day driving, seeing Billboards and Signs representing 34.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 315 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

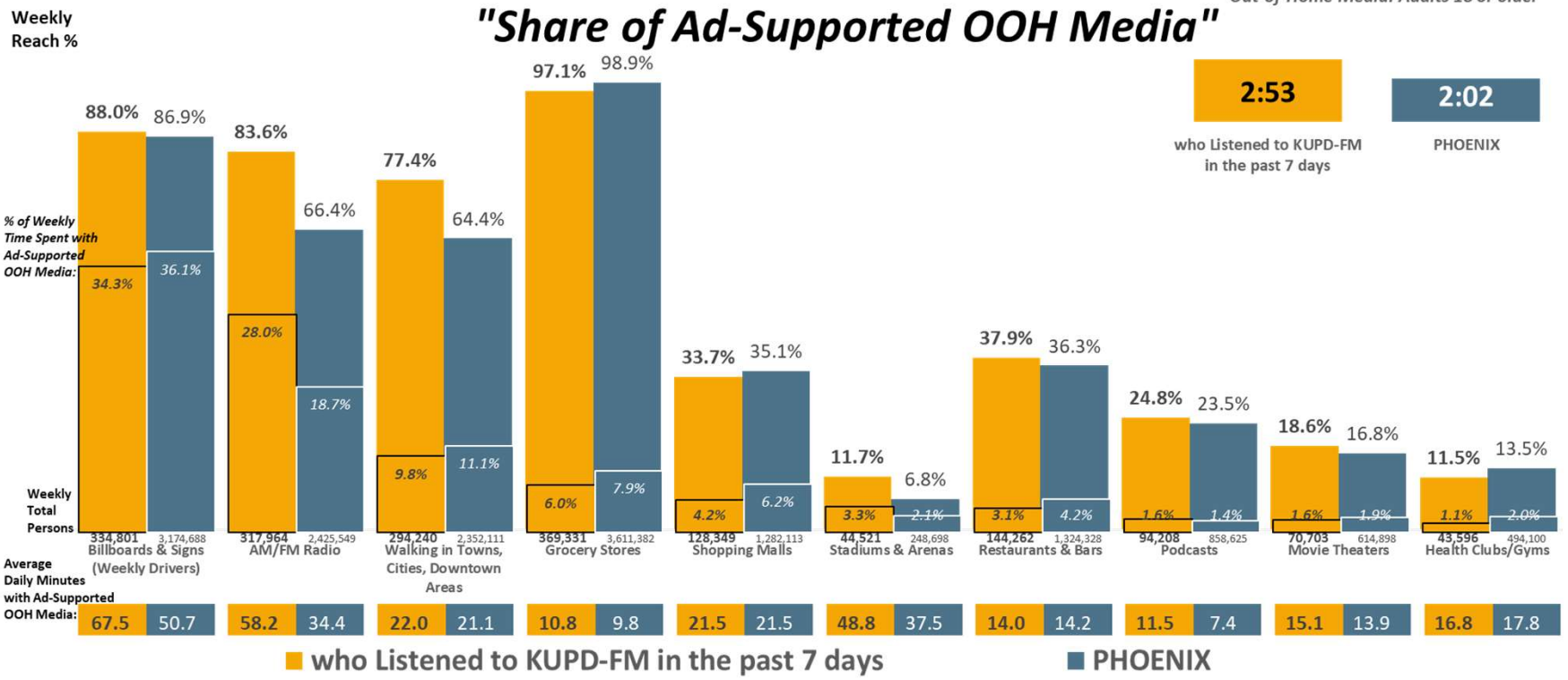
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(Radio Stations: KSLX-FM)

334,801 or 88.% of Adults 18 or older who Listened to KUPD-FM in the past 7 days spend an average of 67.5 minutes per day driving, seeing Billboards and Signs representing 34.3% 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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 251 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

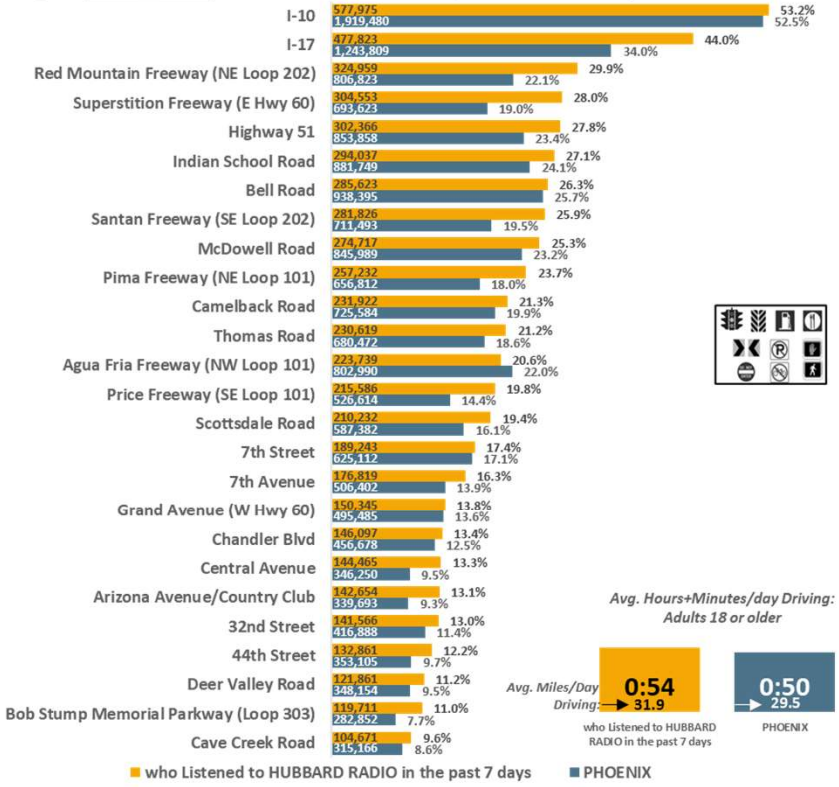
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(Radio Stations: KUPD-FM)

968,009 or 89.1% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 54.8 minutes per day driving an average of 31.9 miles each day and are 47.7% more likely to use Superstition Freeway (E Hwy 60) than the Metro aver

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



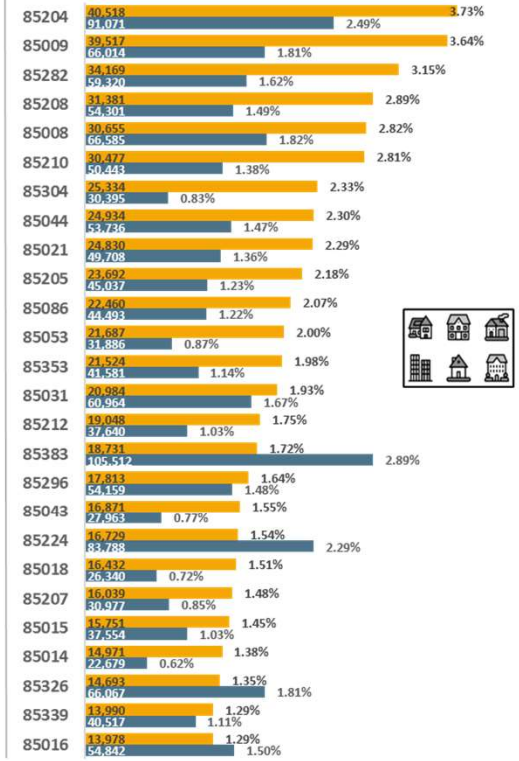
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 31.9

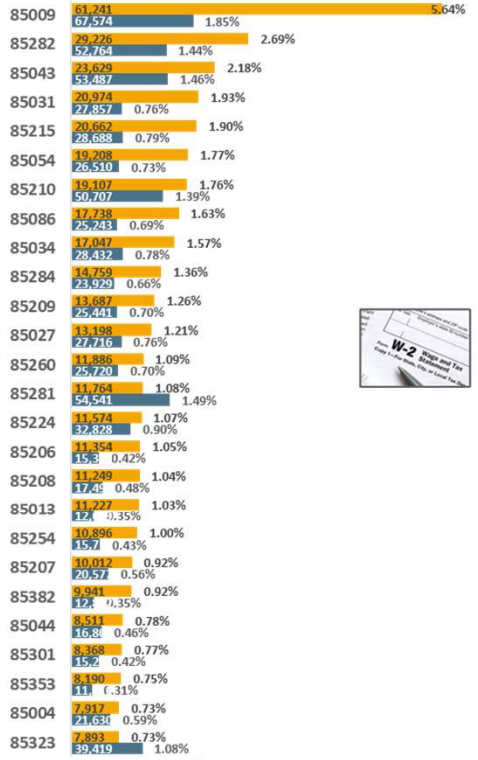
0:54 who Listened to HUBBARD RADIO in the past 7 days

0:50 PHOENIX

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 615

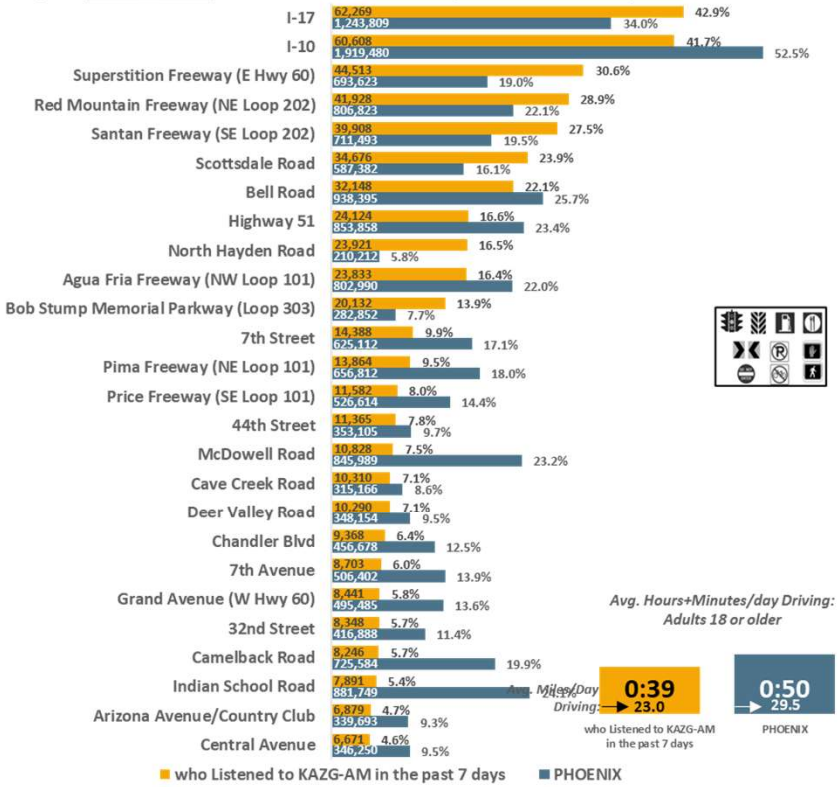
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(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

OLDIES 92.7 1440 AM KAZG

142,330 or 98.% of Adults 18 or older who Listened to KAZG-AM in the past 7 days spend an average of 39.5 minutes per day driving an average of 23. miles each day and are 186.2% more likely to use North Hayden Road than the Metro average.

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



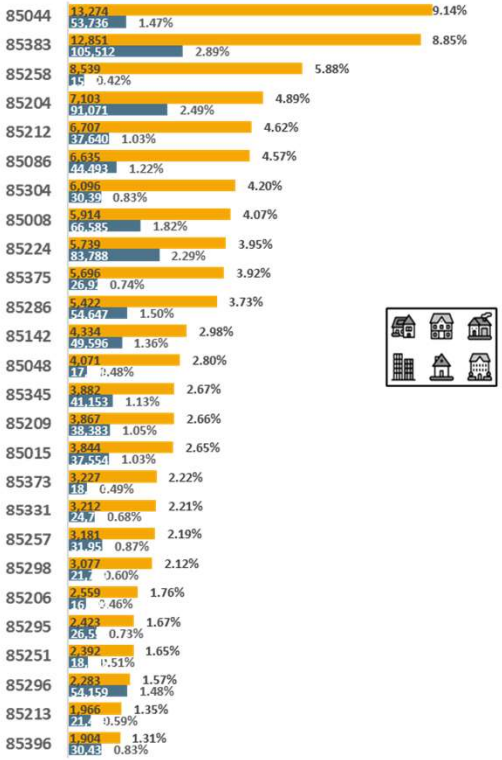
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: → 23.0

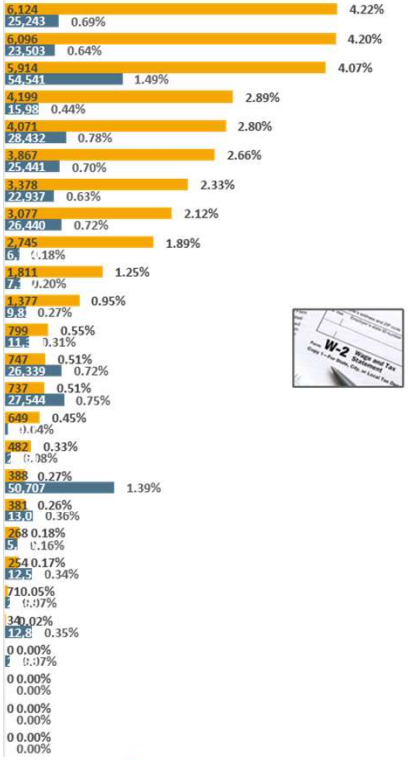
0:39 who Listened to KAZG-AM in the past 7 days

0:50 → 29.5 PHOENIX

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 68

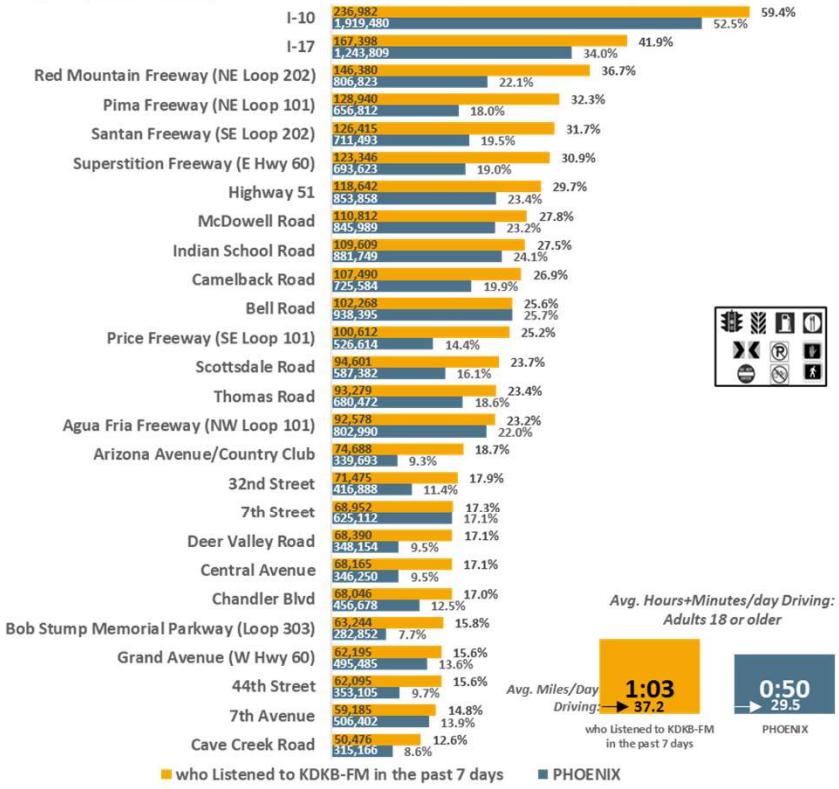
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(Radio Stations: KAZG-AM)

93.3 ALT★AZ ARIZONA'S ALTERNATIVE

342,067 or 85.7% of Adults 18 or older who Listened to KDKB-FM in the past 7 days spend an average of 63.9 minutes per day driving an average of 37.2 miles each day and are 101.2% more likely to use Arizona Avenue/Country Club than the Metro average.

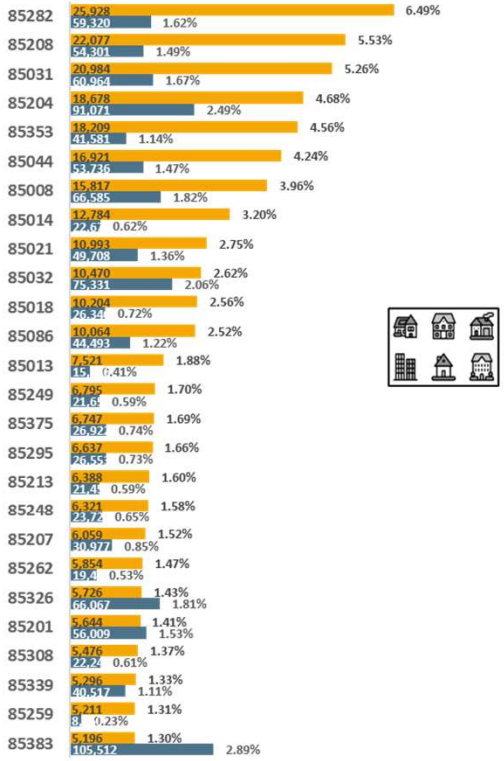
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



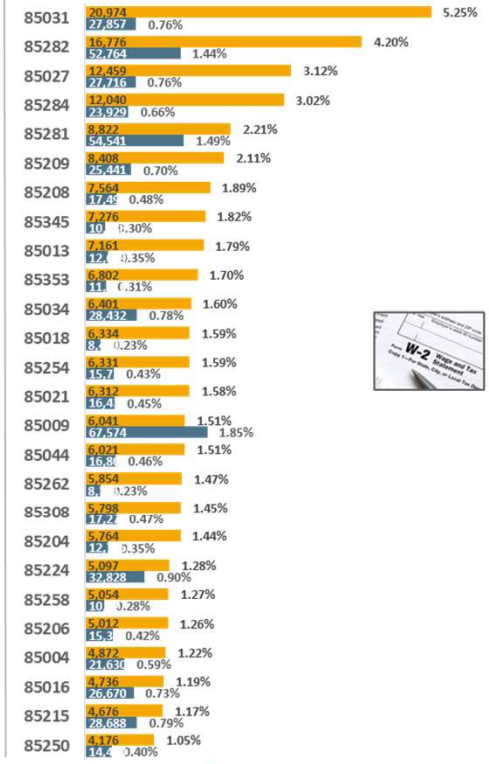
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 37.2

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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

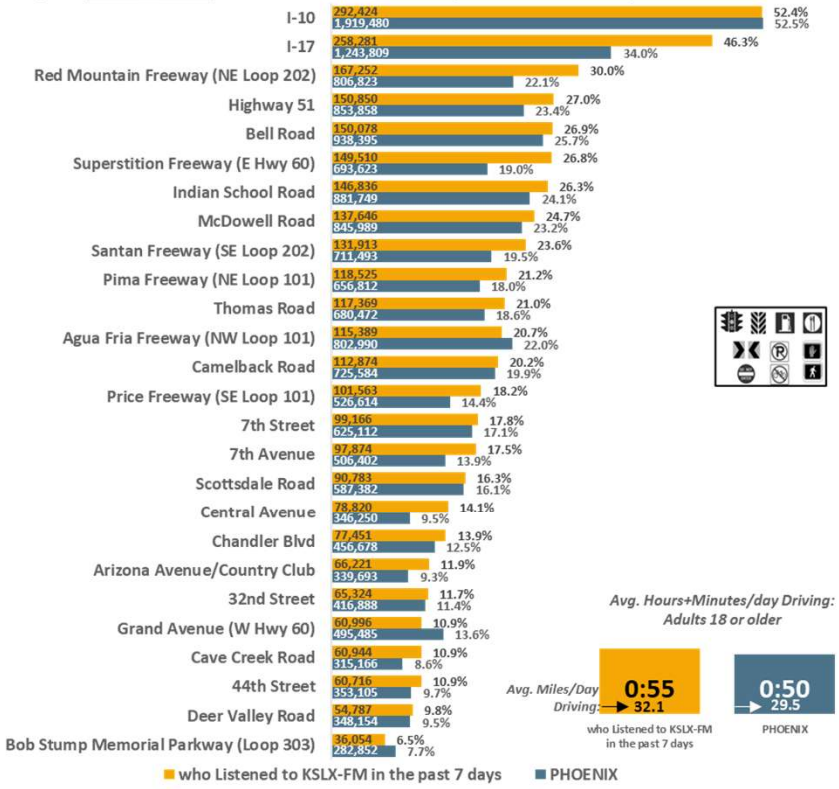
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(Radio Stations: KDKB-FM)

100.7 FM KSLX CLASSIC ROCK

490,681 or 87.9% of Adults 18 or older who Listened to KSLX-FM in the past 7 days spend an average of 55.2 minutes per day driving an average of 32.1 miles each day and are 49.% more likely to use Central Avenue than the Metro average.

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



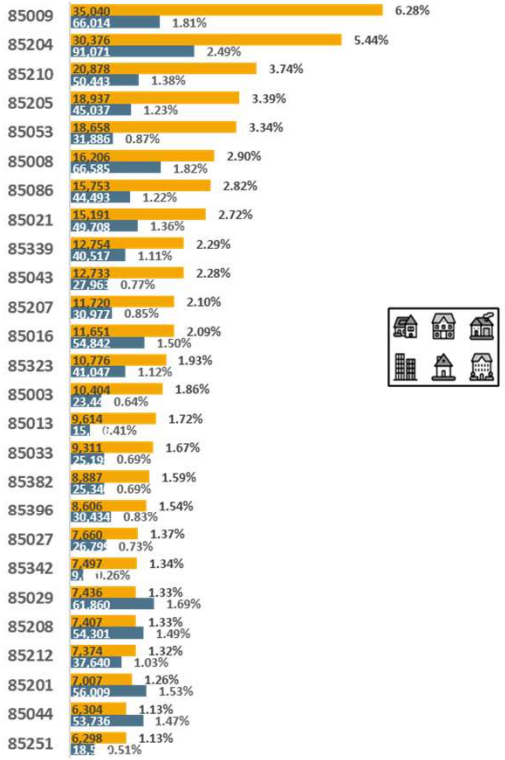
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: → 32.1

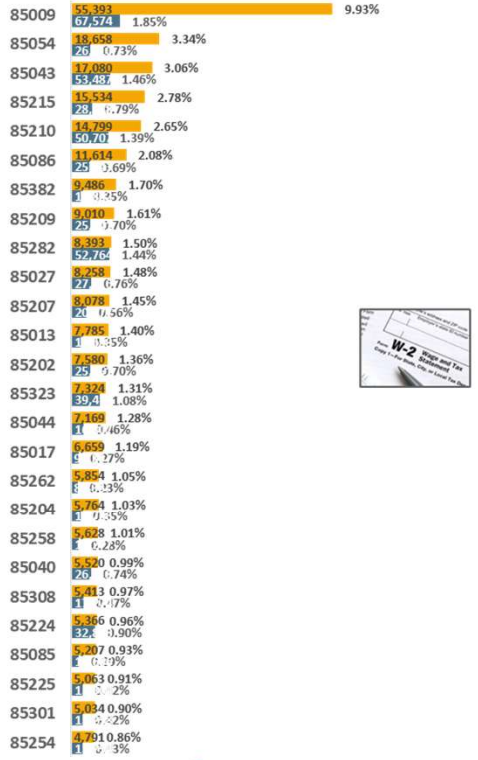
0:55 who Listened to KSLX-FM in the past 7 days

0:50 → 29.5 PHOENIX

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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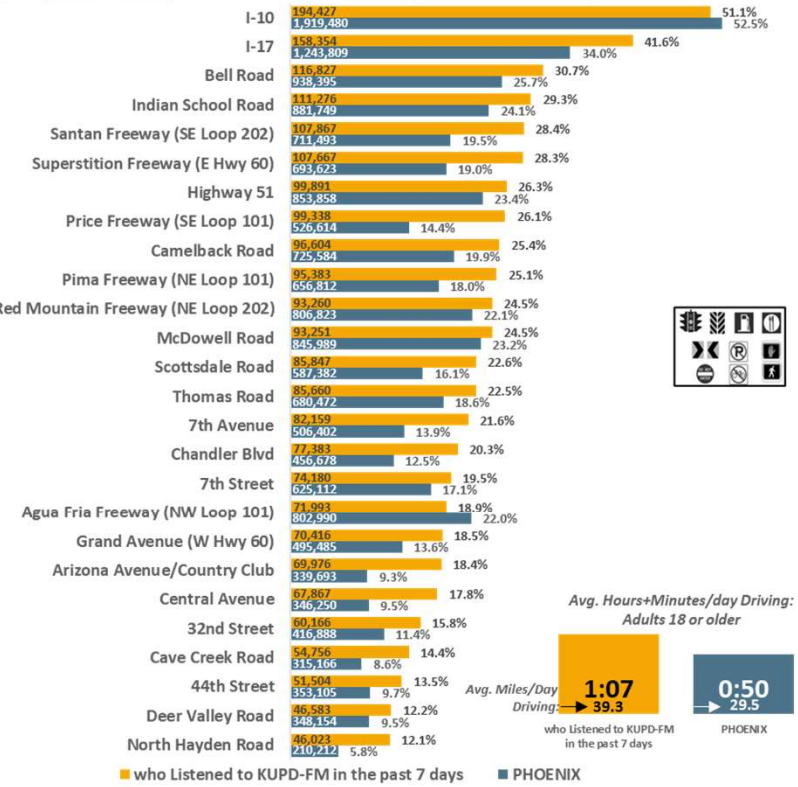
PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 315

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(Radio Stations: KSLX-FM)

334,801 or 88.% of Adults 18 or older who Listened to KUPD-FM in the past 7 days spend an average of 67.5 minutes per day driving an average of 39.3 miles each day and are 81.2% more likely to use Price Freeway (SE Loop 101) than the Metro average.

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



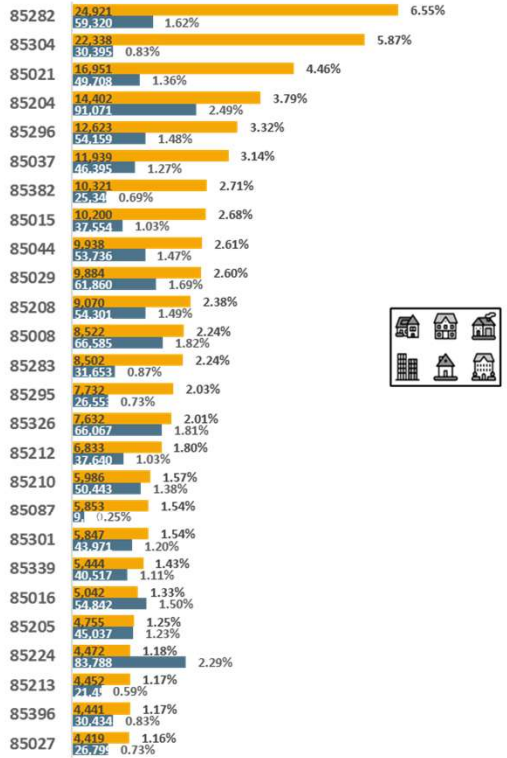
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 39.3

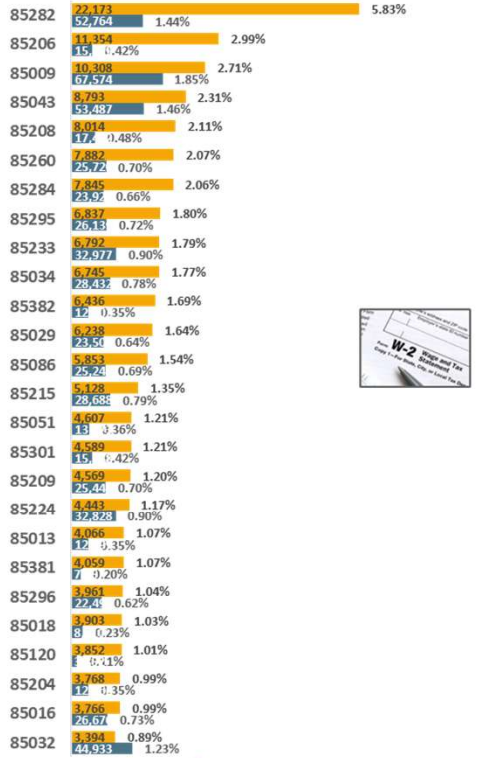
1:07 who Listened to KUPD-FM in the past 7 days

0:50 PHOENIX 29.5

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



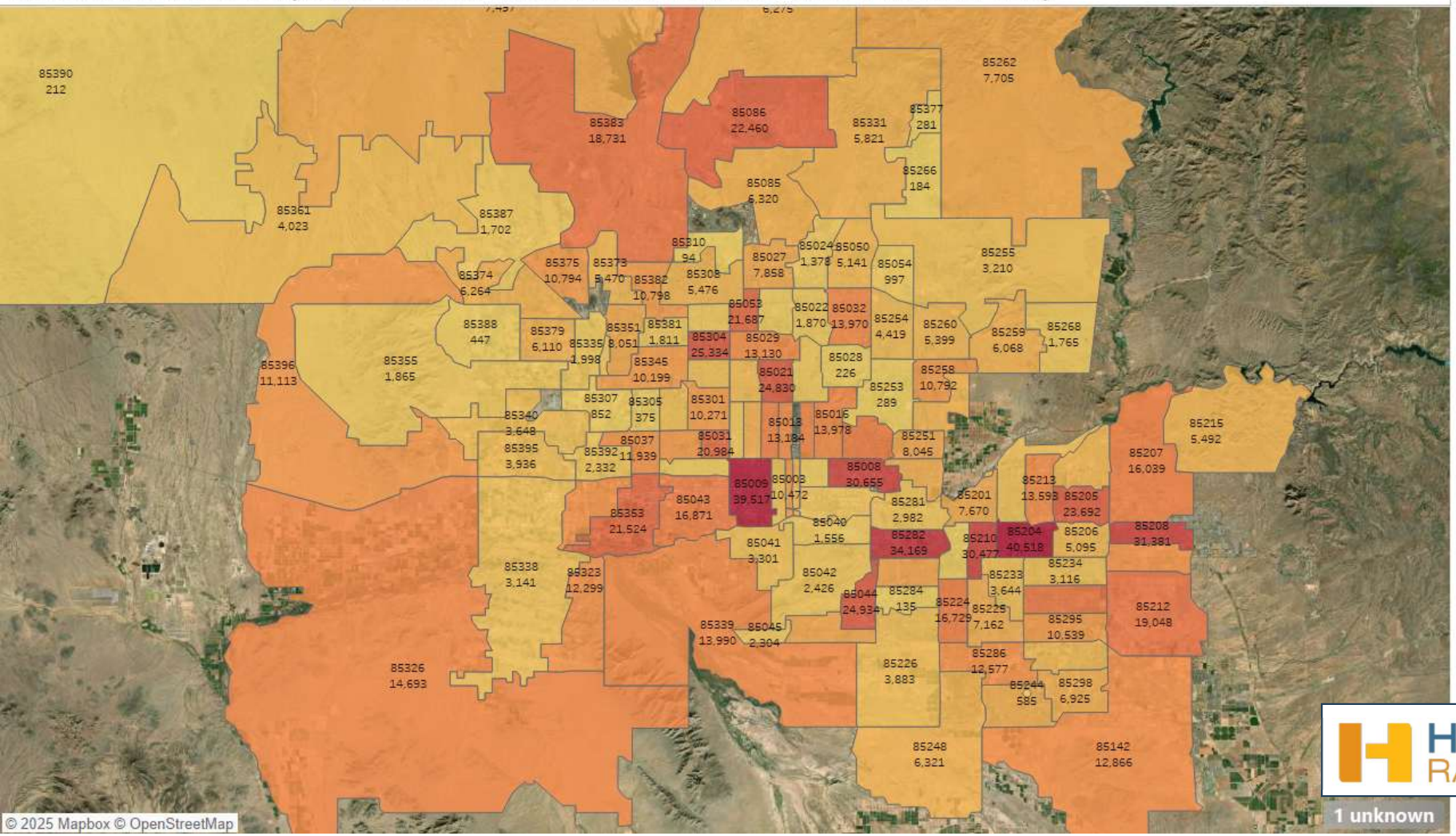
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PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 251

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(Radio Stations: KUPD-FM)

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

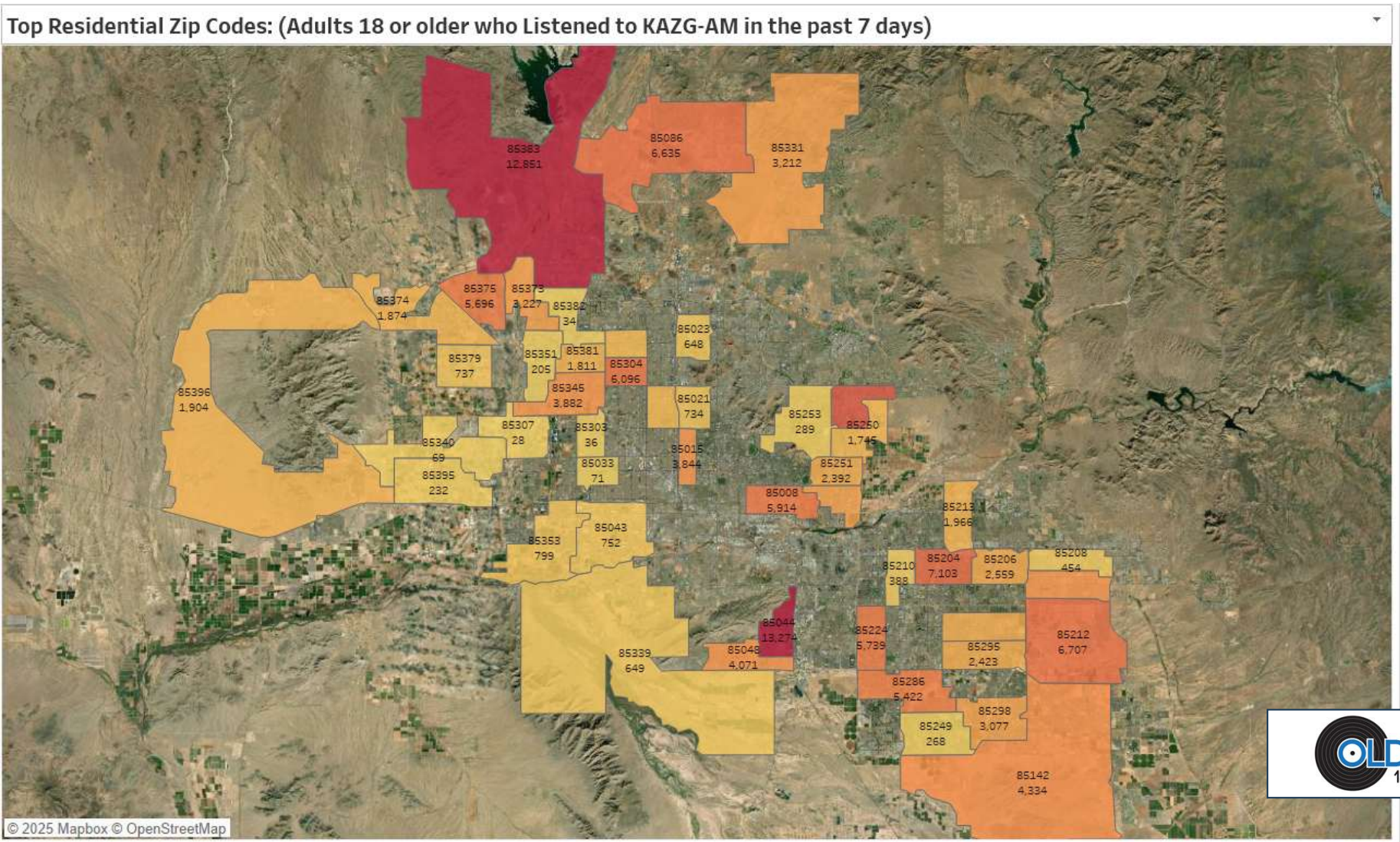


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(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

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



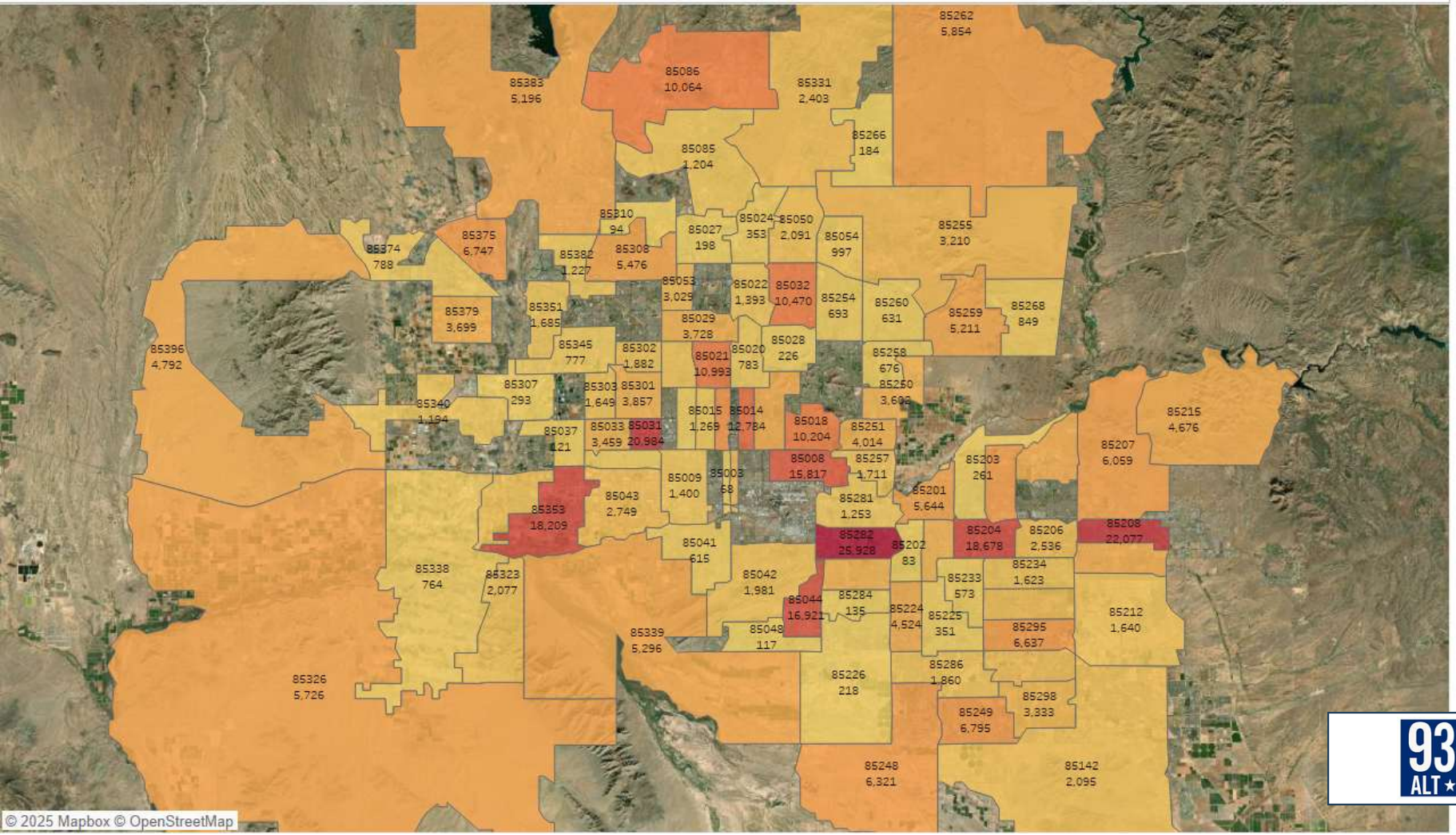
OLDIES 92.7 1440 AM KAZG

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(Radio Stations: KAZG-AM)

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



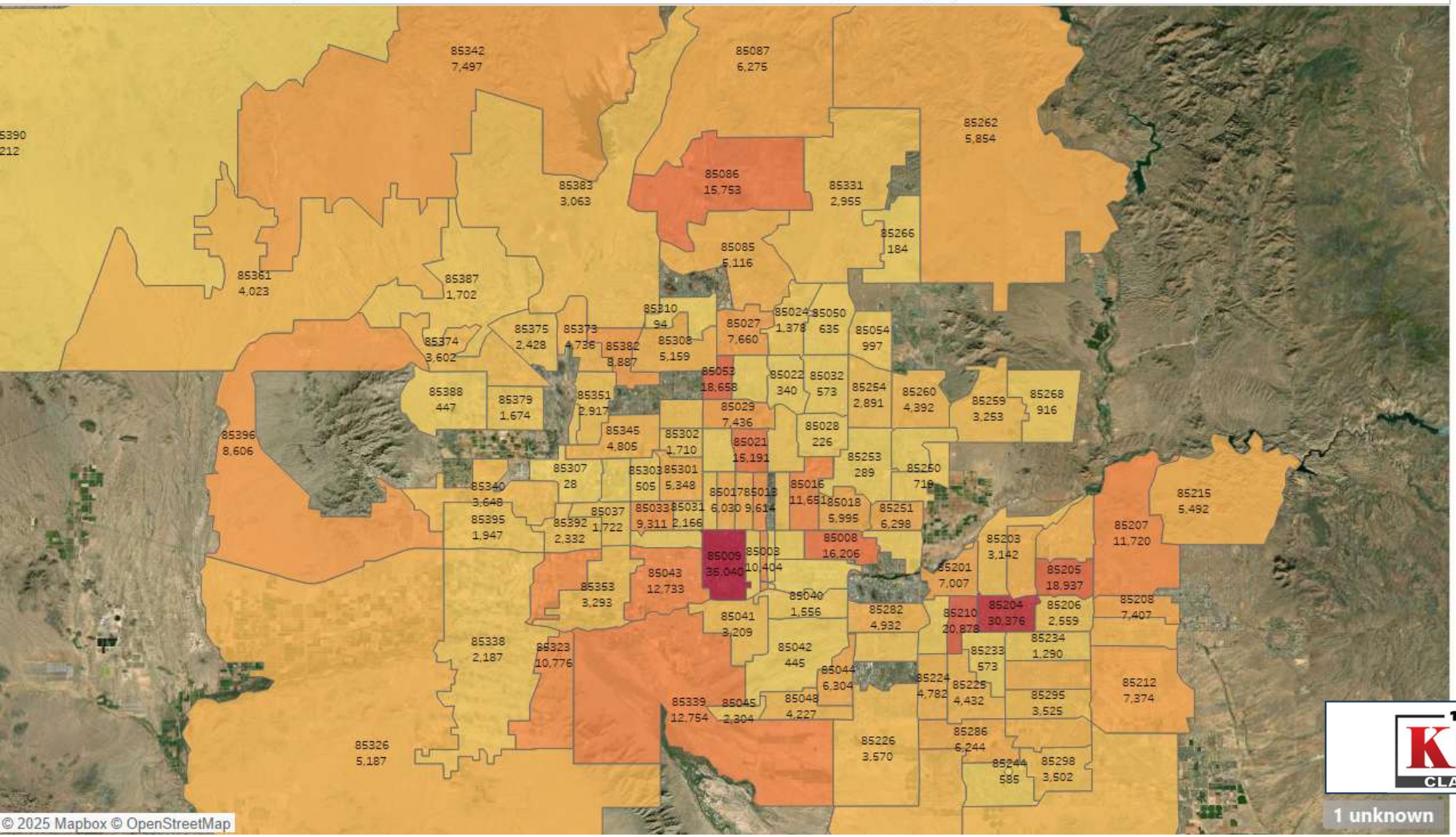
93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE

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(Radio Stations: KDKB-FM)

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

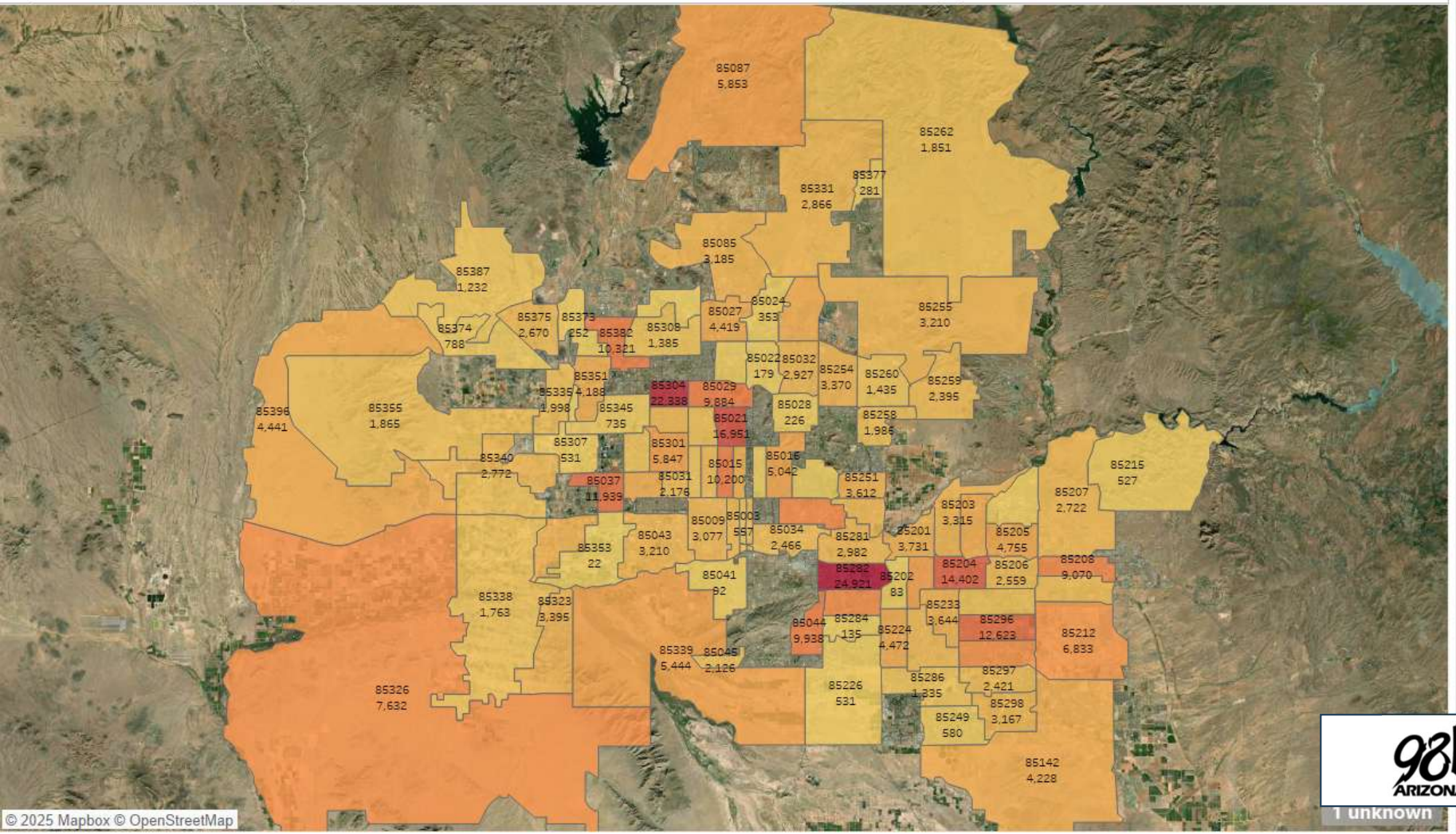


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(Radio Stations: KSLX-FM)

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



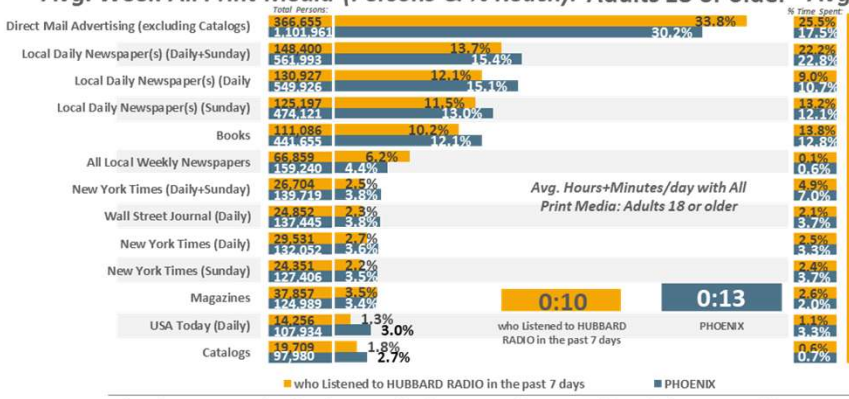
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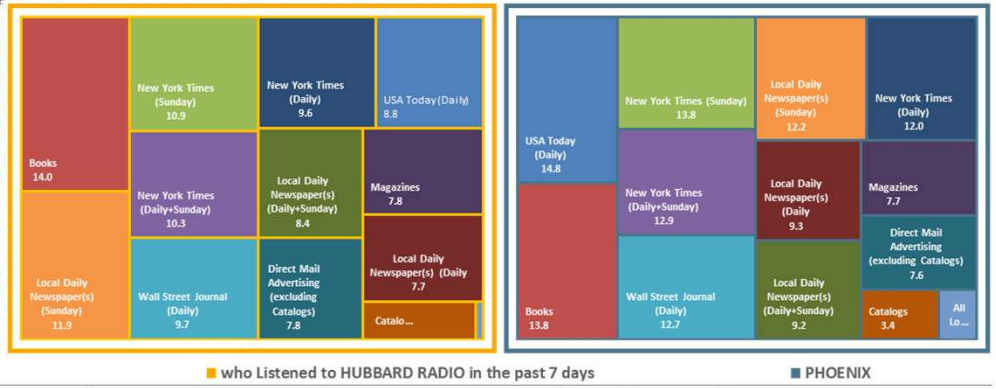
(Radio Stations: KUPD-FM)

366,655 or 33.8% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days read Direct Mail Advertising (excluding Catalogs) for an average of 7.8 minutes every day representing 29.6% of all time spent daily with All forms of Print Media.

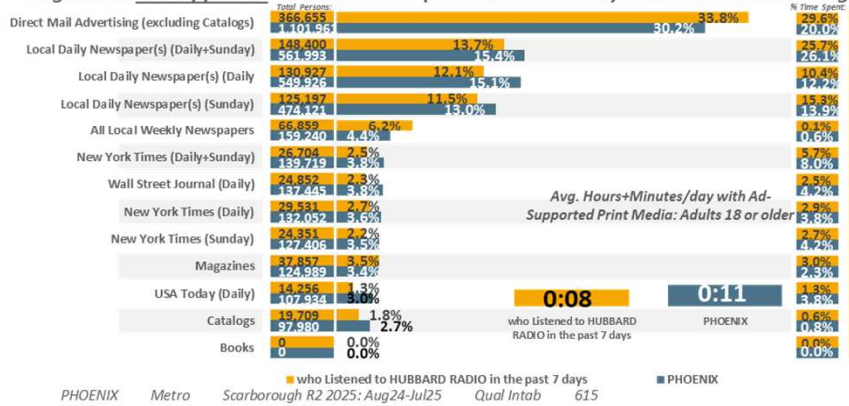
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



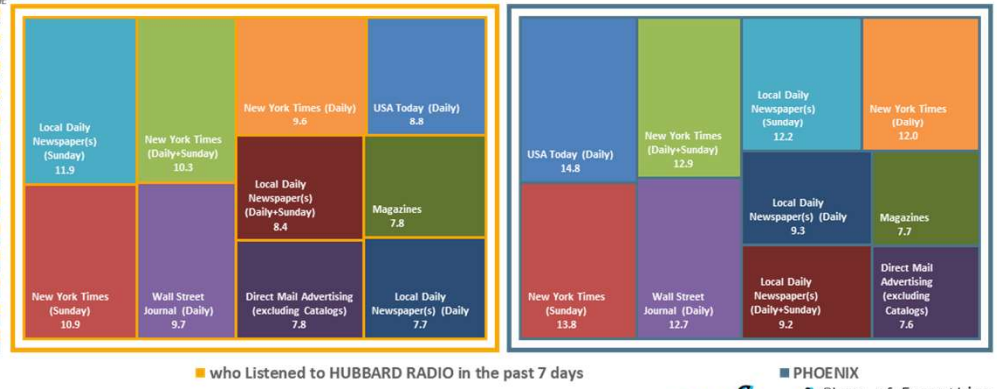
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 615

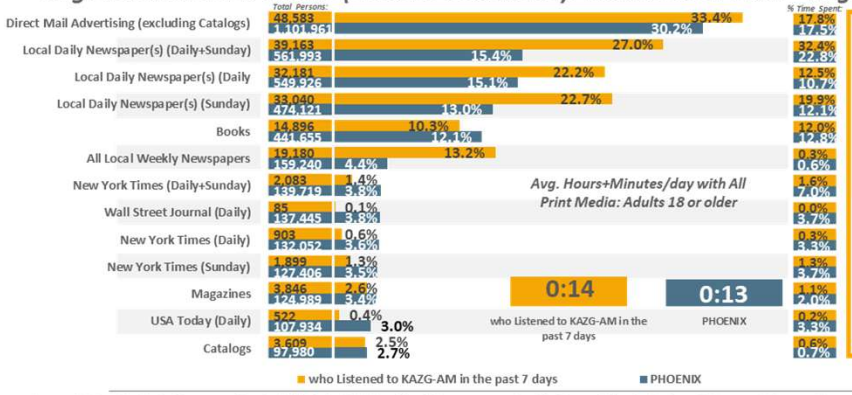
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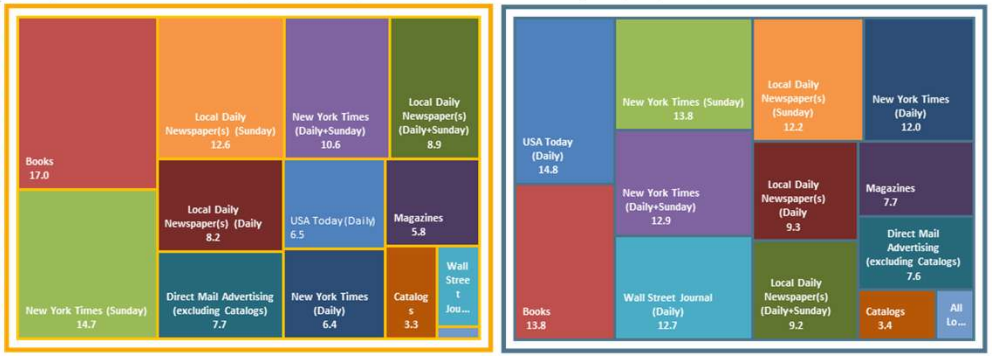
(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

39,163 or 27.% of Adults 18 or older who Listened to KAZG-AM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 36.8% of all time spent daily with All forms of Print Media.

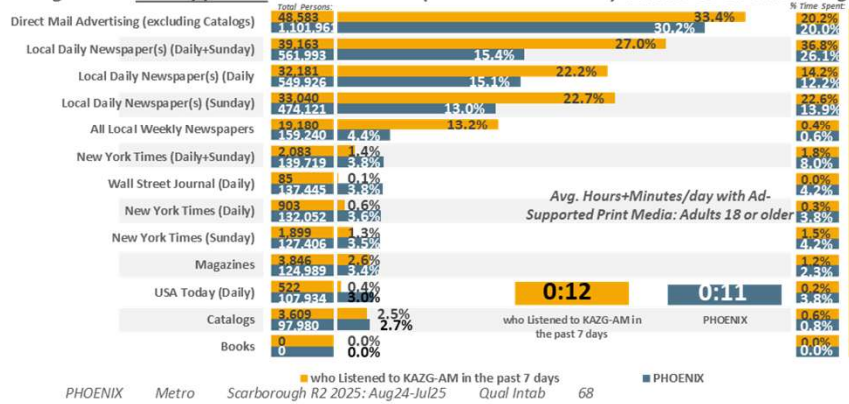
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



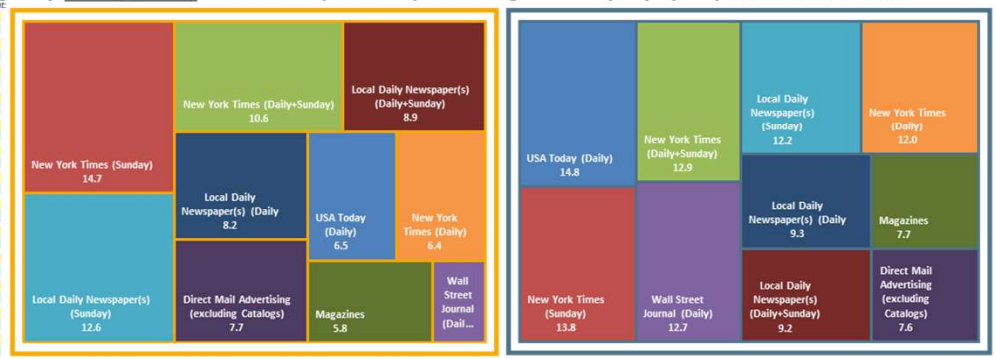
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 68

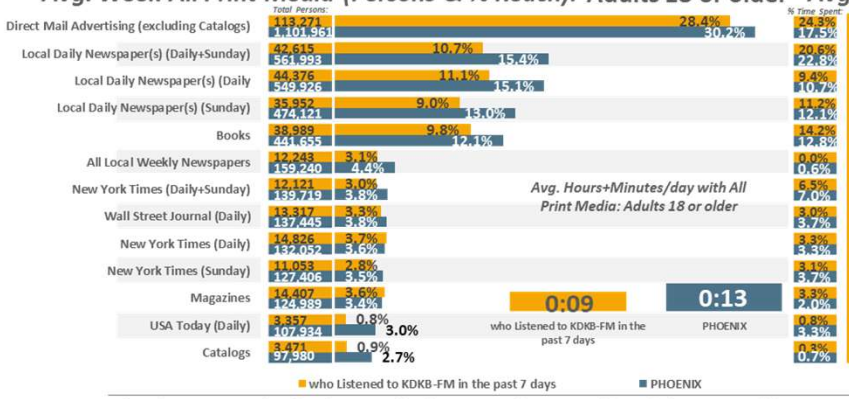
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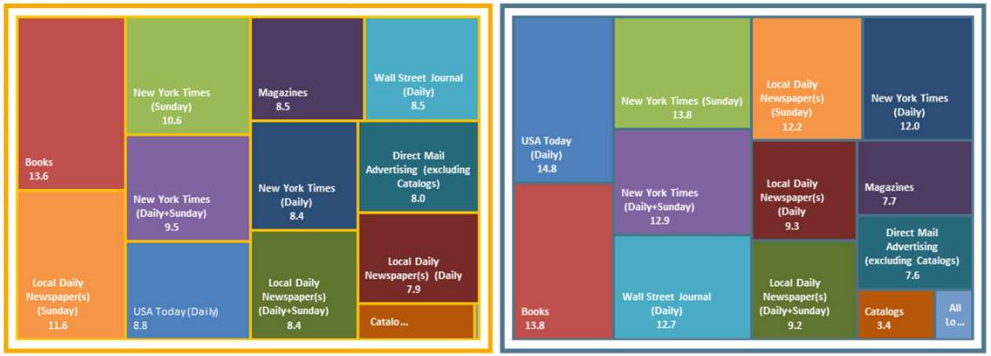
(Radio Stations: KAZG-AM)

113,271 or 28.4% of Adults 18 or older who Listened to KDKB-FM in the past 7 days read Direct Mail Advertising (excluding Catalogs) for an average of 8. minutes every day representing 28.3% of all time spent daily with All forms of Print Media.

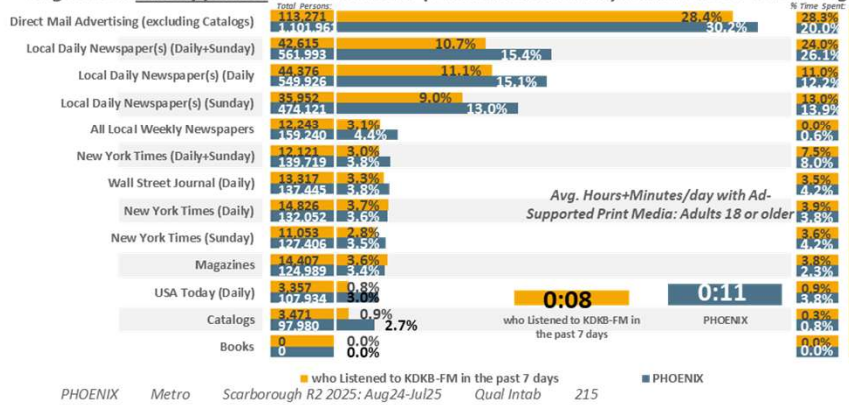
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



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

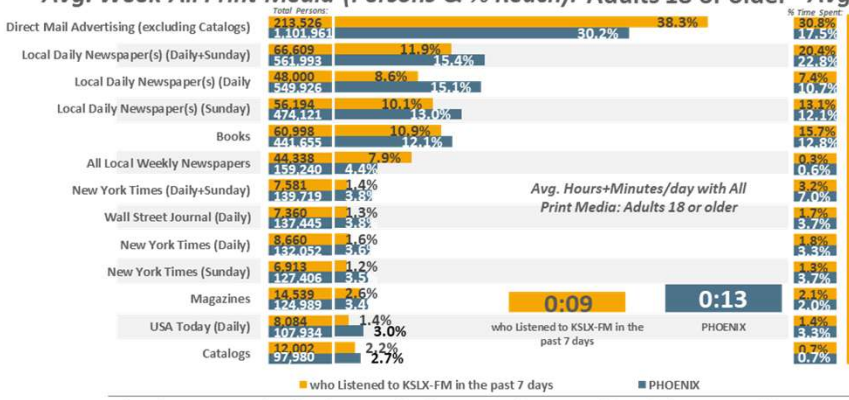
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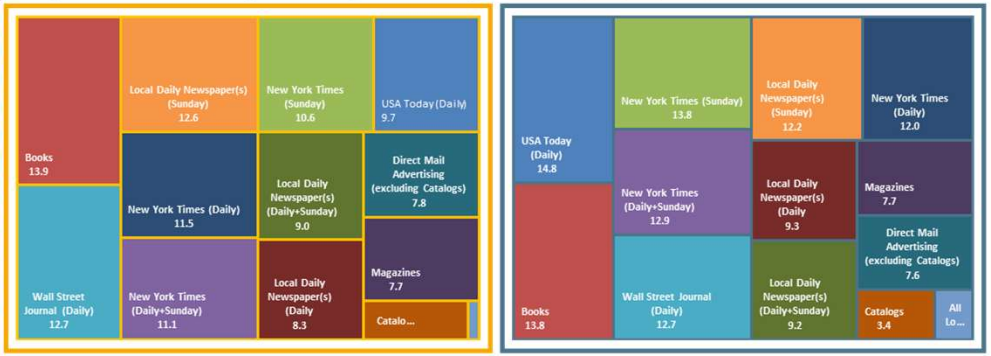
(Radio Stations: KDKB-FM)

213,526 or 38.3% of Adults 18 or older who Listened to KSLX-FM in the past 7 days read Direct Mail Advertising (excluding Catalogs) for an average of 7.8 minutes every day representing 36.6% of all time spent daily with All forms of Print Media.

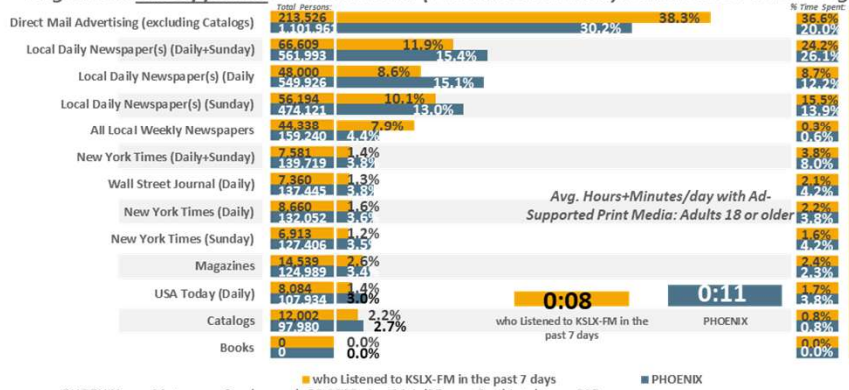
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



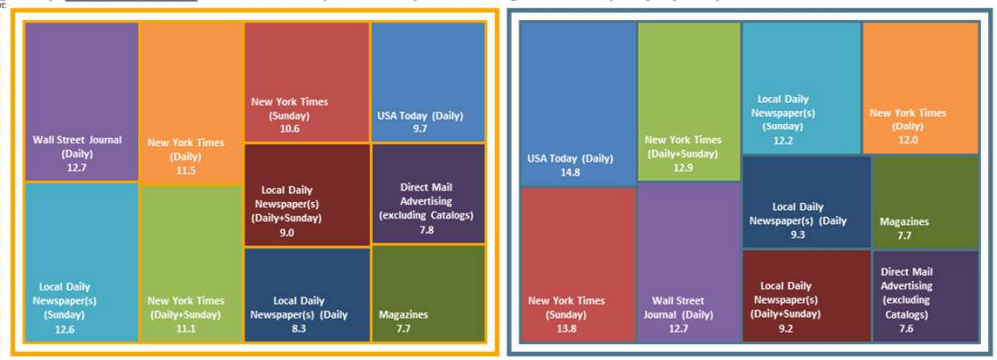
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 315

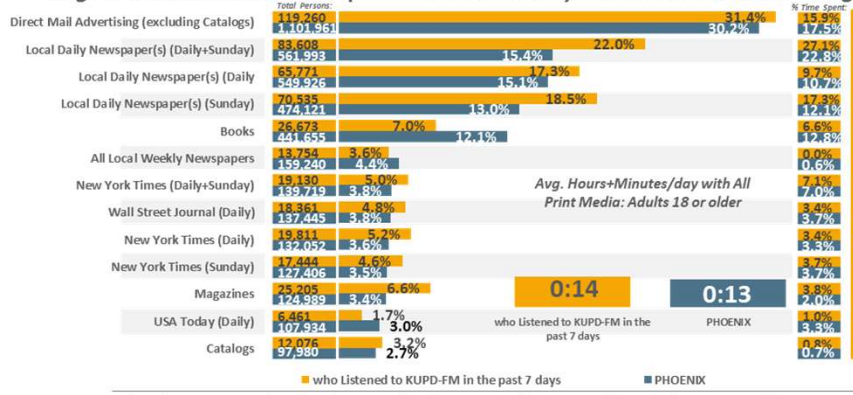
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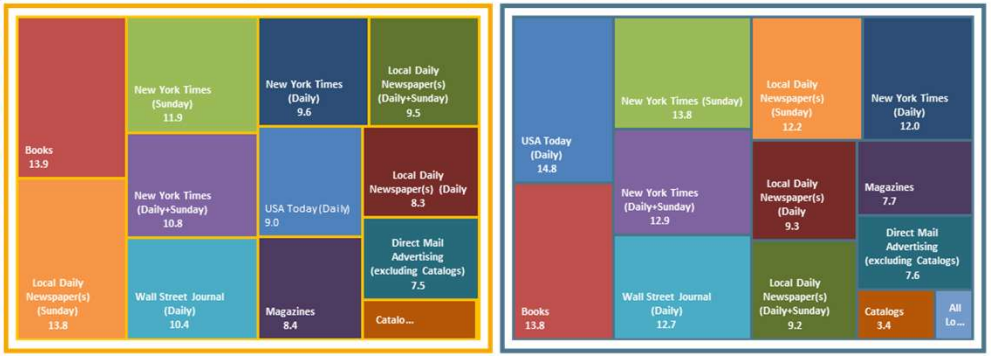
(Radio Stations: KSLX-FM)

83,608 or 22.% of Adults 18 or older who Listened to KUPD-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 29.% of all time spent daily with All forms of Print Media.

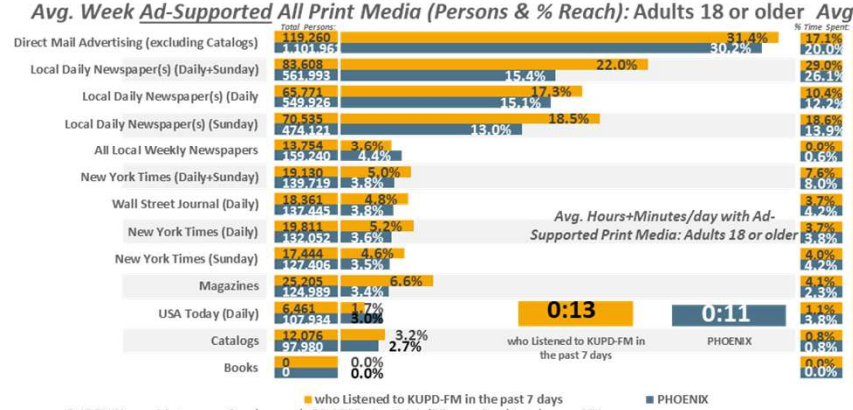
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 251

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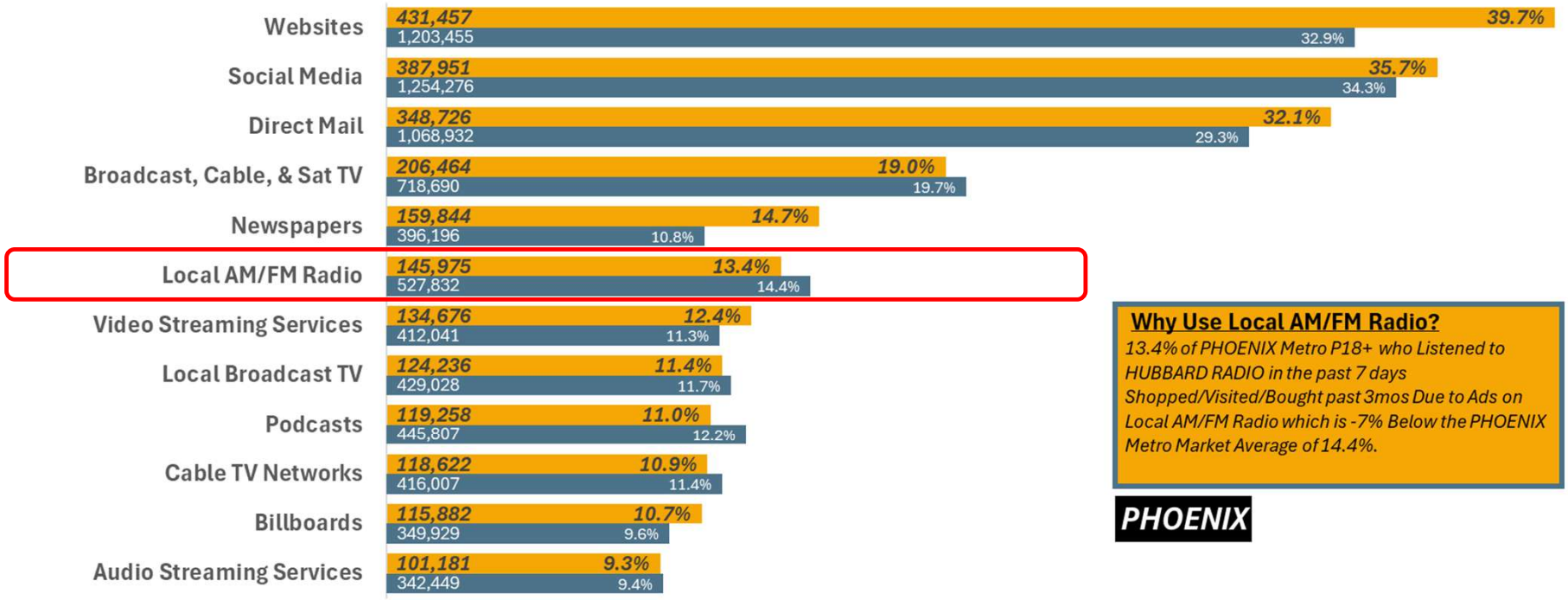
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(Radio Stations: KUPD-FM)

HUBBARD RADIO

"Advertising Actions"

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



Why Use Local AM/FM Radio?

13.4% of PHOENIX Metro P18+ who Listened to HUBBARD RADIO in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -7% Below the PHOENIX Metro Market Average of 14.4%.

PHOENIX

PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab: 615

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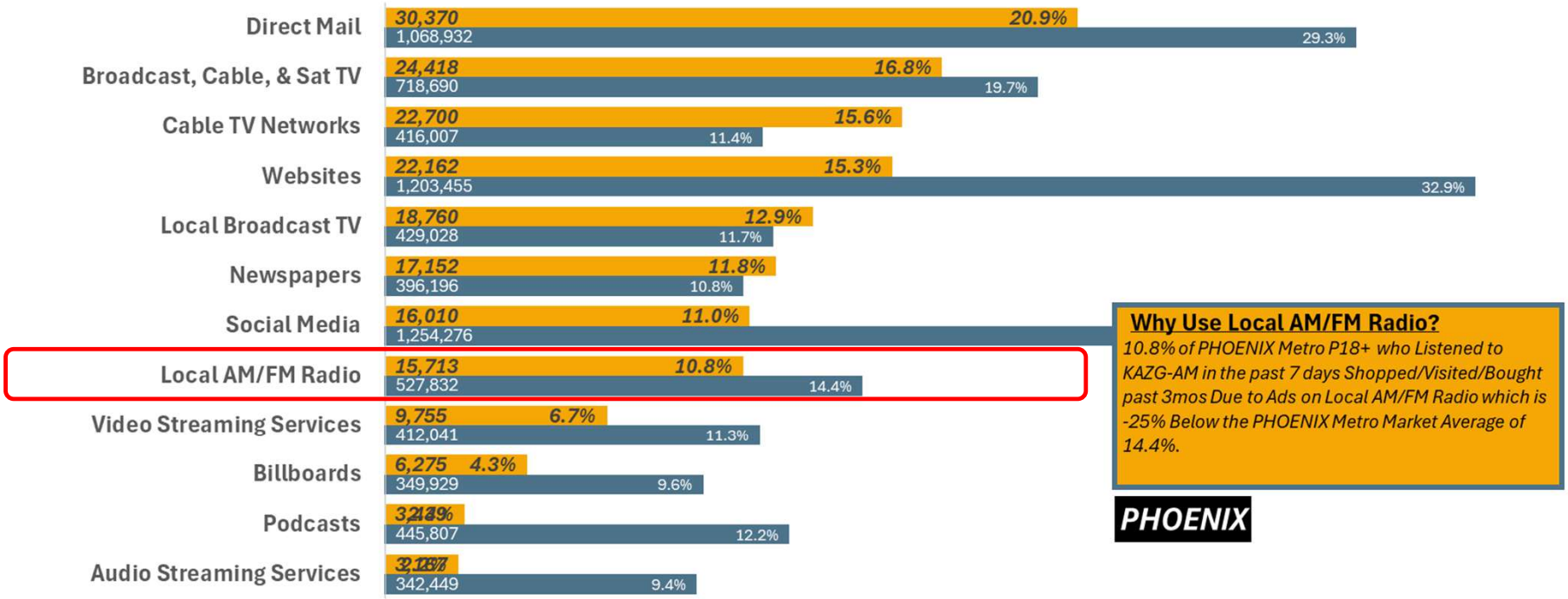
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(Radio Stations: KAZG-AM OR Radio Stations: KDKB-FM OR Radio Stations: KSLX-FM OR Radio Stations: KUPD-FM)

OLDIES 92.7 1440 AM KAZG

"Advertising Actions"

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



Why Use Local AM/FM Radio?

10.8% of PHOENIX Metro P18+ who Listened to KAZG-AM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -25% Below the PHOENIX Metro Market Average of 14.4%.

PHOENIX

PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab: 68

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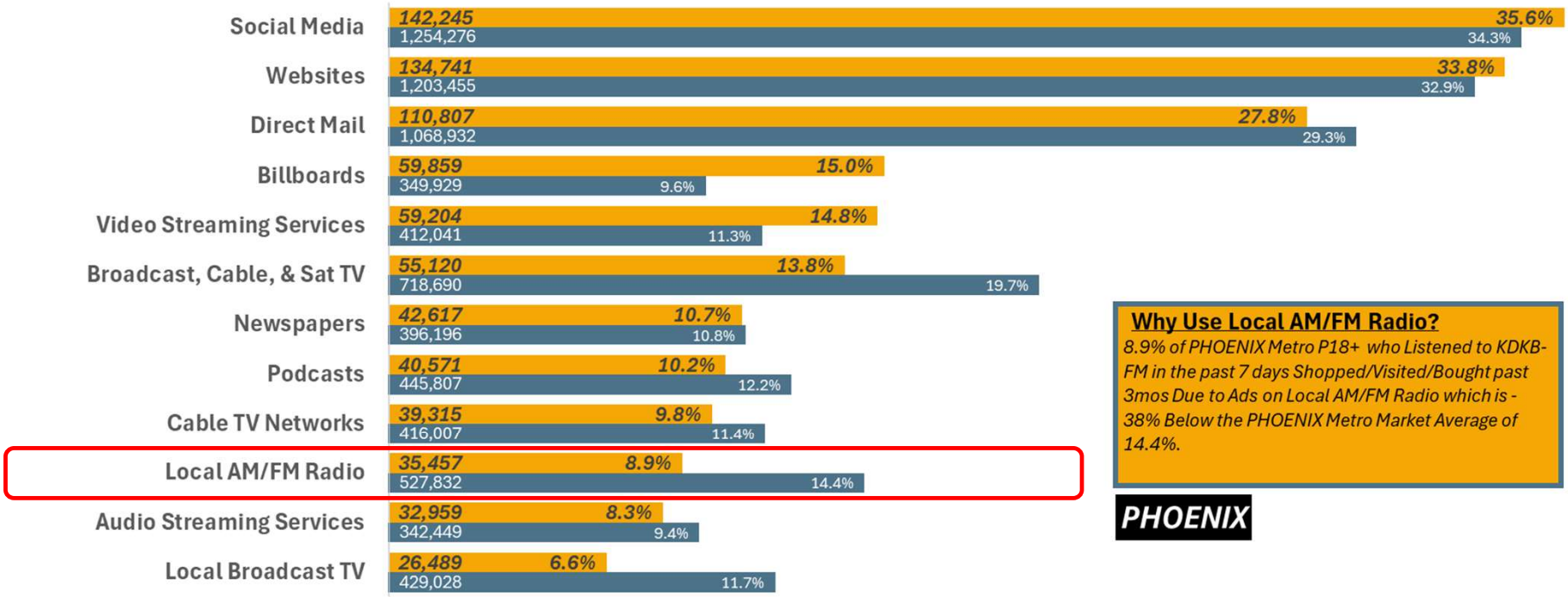
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(Radio Stations: KAZG-AM)

93·3 ALT ★ AZ ARIZONA'S ALTERNATIVE

"Advertising Actions"

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



Why Use Local AM/FM Radio?

8.9% of PHOENIX Metro P18+ who Listened to KDKB-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -38% Below the PHOENIX Metro Market Average of 14.4%.

PHOENIX

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

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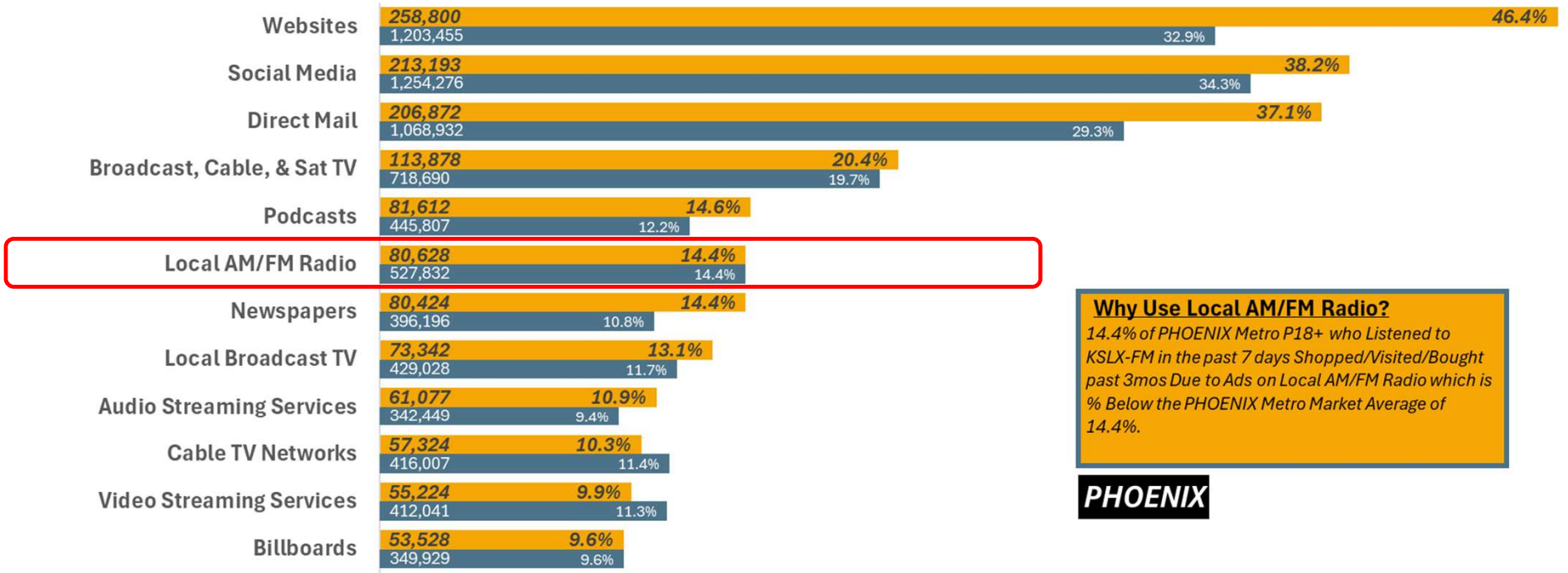
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(Radio Stations: KDKB-FM)

100.7 FM KSLX CLASSIC ROCK

"Advertising Actions"

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



Why Use Local AM/FM Radio?

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

PHOENIX

PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab: 315

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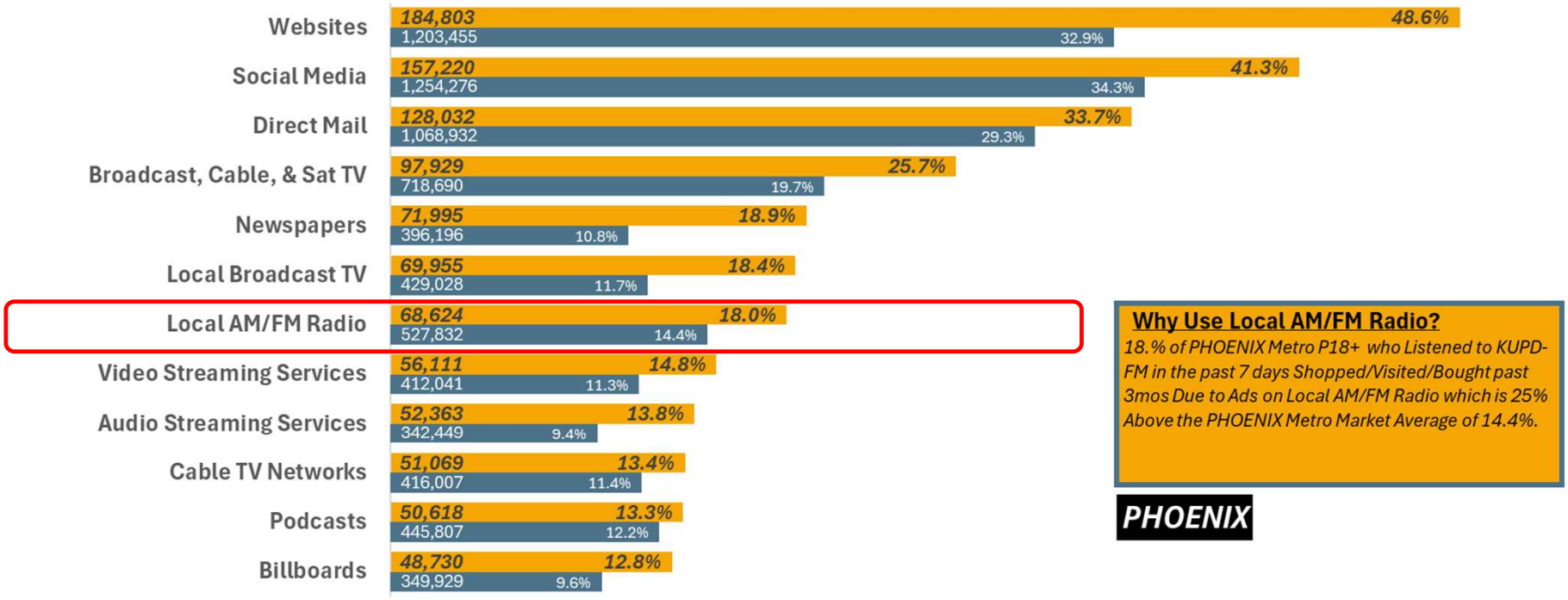
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(Radio Stations: KSLX-FM)

98KUPD ARIZONA'S REAL ROCK

"Advertising Actions"

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



Why Use Local AM/FM Radio?

18.% of PHOENIX Metro P18+ who Listened to KUPD-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 25% Above the PHOENIX Metro Market Average of 14.4%.

PHOENIX

PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab: 251

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(Radio Stations: KUPD-FM)

iHeart RADIO

99.9 KEZ

MIX 96.9

102.5 KNIX

95.5 THE MOUNTAIN we play everything

HUBBARD RADIO

OLDIES 92.7 1440 AM KAZG

93.3 ALT AZ ARIZONA'S ALTERNATIVE

100.7 FM KSLX CLASSIC ROCK

98KUPD ARIZONA'S REAL ROCK



P18+



P25-54



W25-54



M25-54



P35-64

iHeart RADIO

99.9 KEZ

MIX 96.9

102.5 KNIX

95.5 THE MOUNTAIN we play everything