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

Brand New Data as of July 31, 2026!

Complete Demographic & Media Use Profiles











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

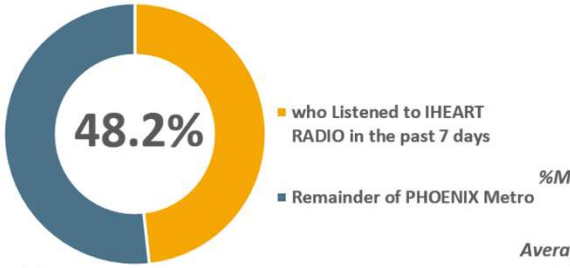
Hubbard
media that connects

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

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

48.2% or 1,800,417 of PHOENIX Metro Adults 18 or older Listened to IHEART RADIO in the past 7 days. Typical Adults 18 or older who Listened to IHEART RADIO in the past 7 days are 48.5 years old (1.% older than average) and have a $121,612 (4.8% higher than average) annual household income.

Percent of Market: Adults 18 or older



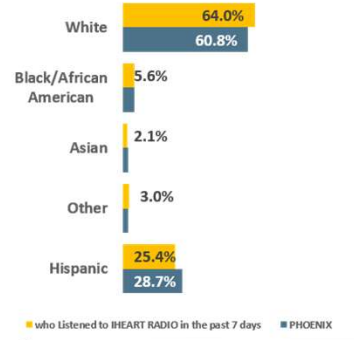
Total Persons:

1,800,417	1,931,305

Gender of Target vs. Market: Adults 18 or older

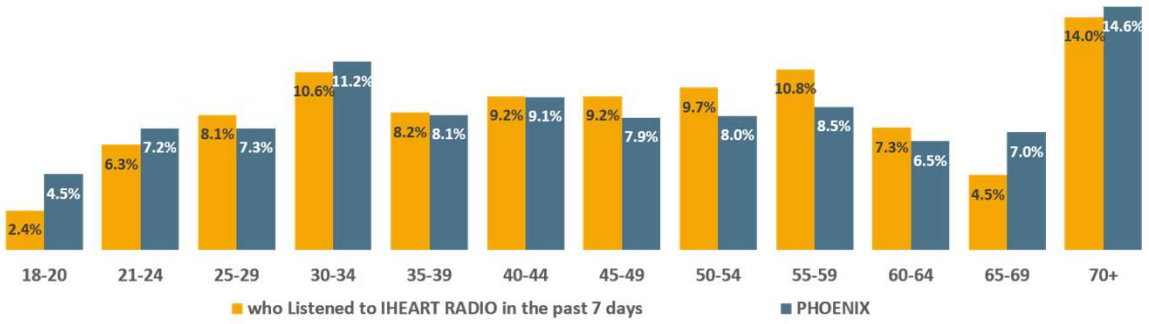
	Men	Men	Women	Women
%M vs. %F:	50.8%	49.3%	49.2%	50.7%
Average Age:	49.1	47.9	47.9	48.1
# Persons:	914,417	1,839,278	886,000	1,892,444

Ethnicity of Target vs. Market:

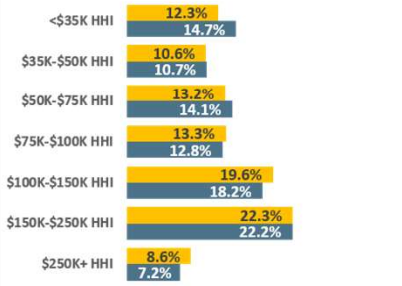


Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 18 or older	48.5	48.0



HHI of Target vs. Market:



Avg HHI:	$121,612	$116,082

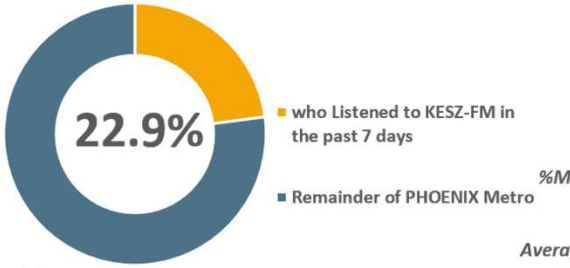
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 948

All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

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

22.9% or 854,726 of PHOENIX Metro Adults 18 or older Listened to KESZ-FM in the past 7 days.
Typical Adults 18 or older who Listened to KESZ-FM in the past 7 days are 48.5 years old (1.% older than average) and have a $118,270 (1.9% higher than average) annual household income.

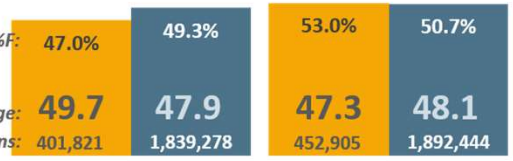
Percent of Market: Adults 18 or older



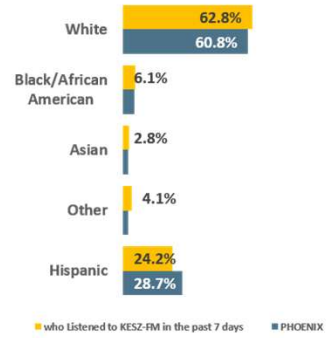
Total Persons:



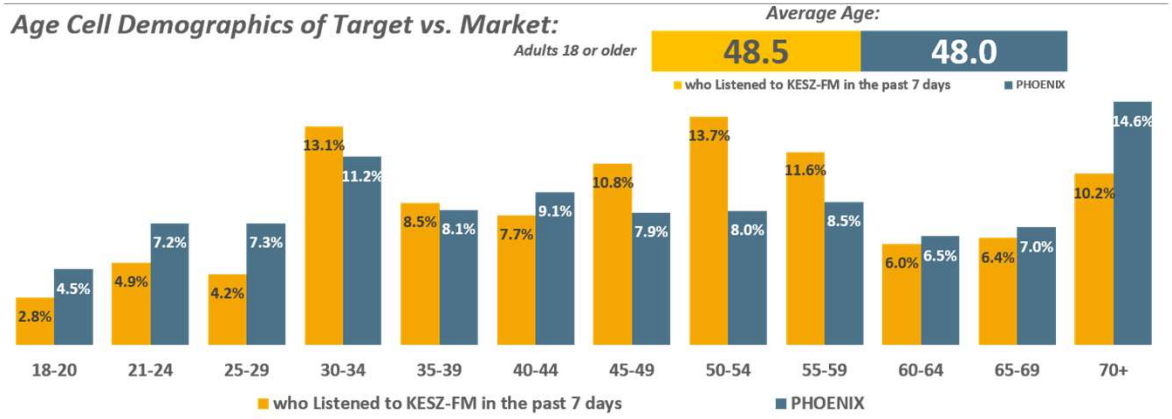
Gender of Target vs. Market: Adults 18 or older



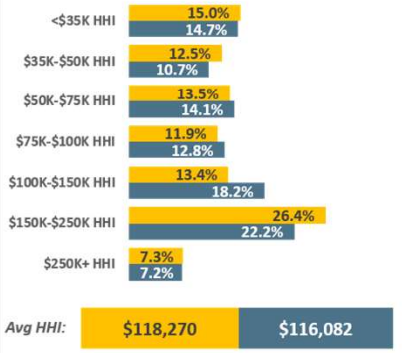
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



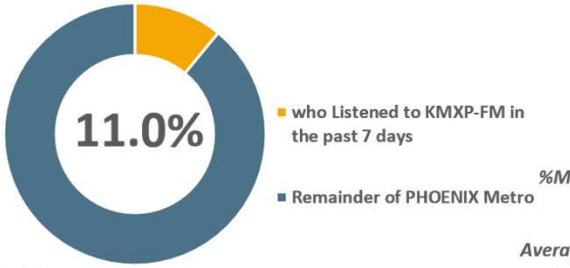
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 436

All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

(Radio Stations: KESZ-FM)

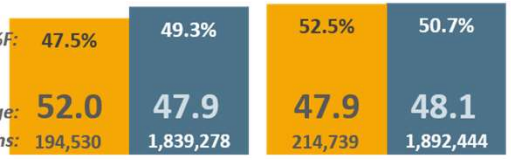
11.% or 409,269 of PHOENIX Metro Adults 18 or older Listened to KMXP-FM in the past 7 days.
Typical Adults 18 or older who Listened to KMXP-FM in the past 7 days are 49.7 years old (3.5% older than average) and have a $115,288 (.7% lower than average) annual household income.

Percent of Market: Adults 18 or older

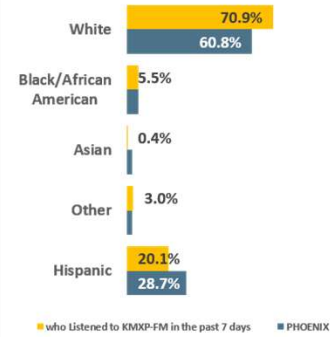


Total Persons:
409,269 | 3,322,453

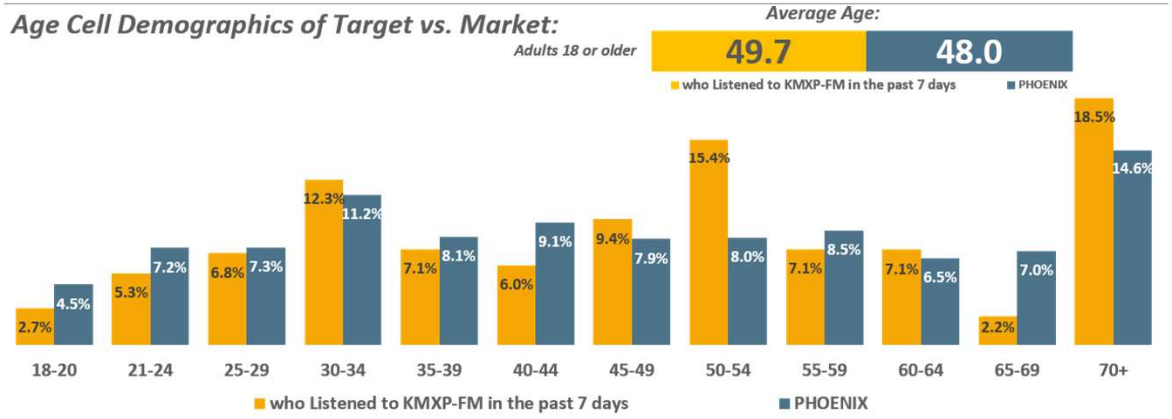
Gender of Target vs. Market: Adults 18 or older



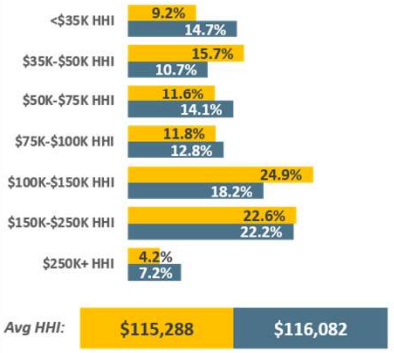
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $115,288 | $116,082

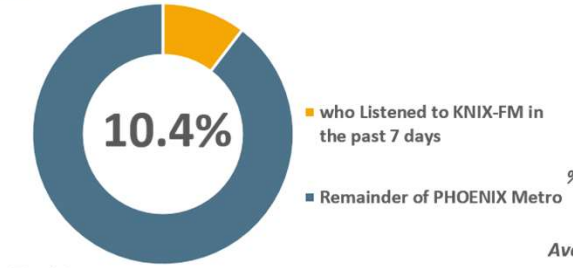
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 214

All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

(Radio Stations: KMXP-FM)

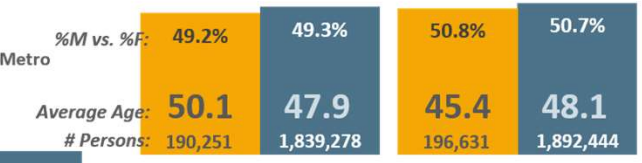
10.4% or 386,882 of PHOENIX Metro Adults 18 or older Listened to KNIX-FM in the past 7 days.
Typical Adults 18 or older who Listened to KNIX-FM in the past 7 days are 47.8 years old (.4% younger than average) and have a $117,466 (1.2% higher than average) annual household income.

Percent of Market: Adults 18 or older

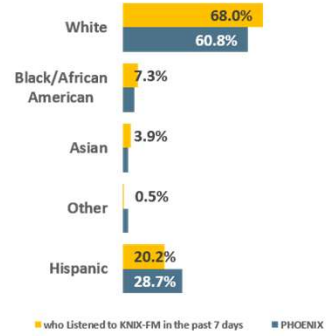


Total Persons:
386,882 | 3,344,840

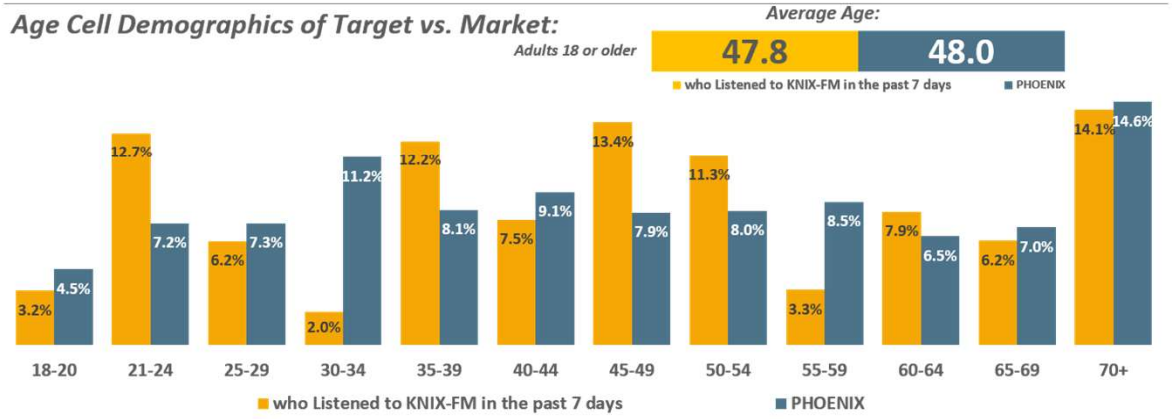
Gender of Target vs. Market: Adults 18 or older



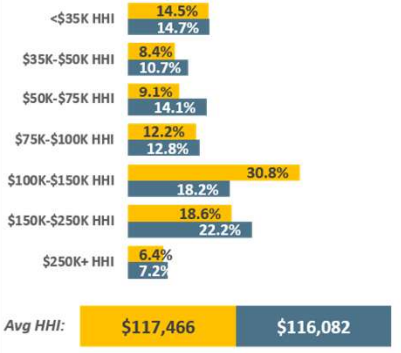
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

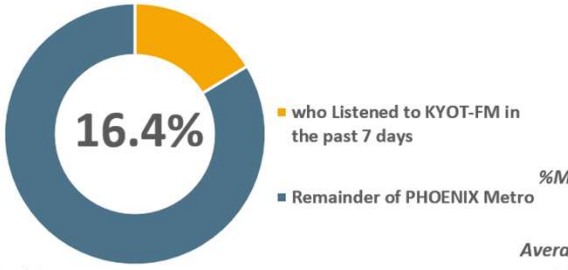


PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 221

All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

16.4% or 610,338 of PHOENIX Metro Adults 18 or older Listened to KYOT-FM in the past 7 days.
Typical Adults 18 or older who Listened to KYOT-FM in the past 7 days are 47.4 years old (1.2% younger than average) and have a $121,124 (4.3% higher than average) annual household income.

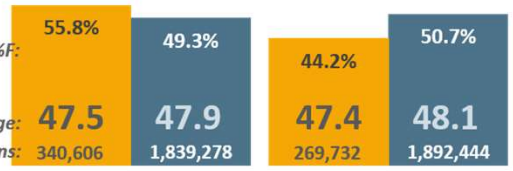
Percent of Market: Adults 18 or older



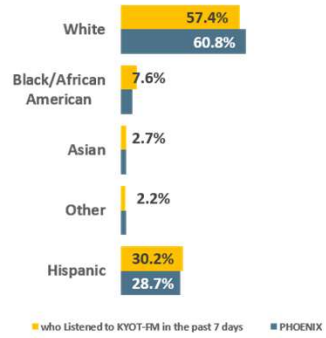
Total Persons:



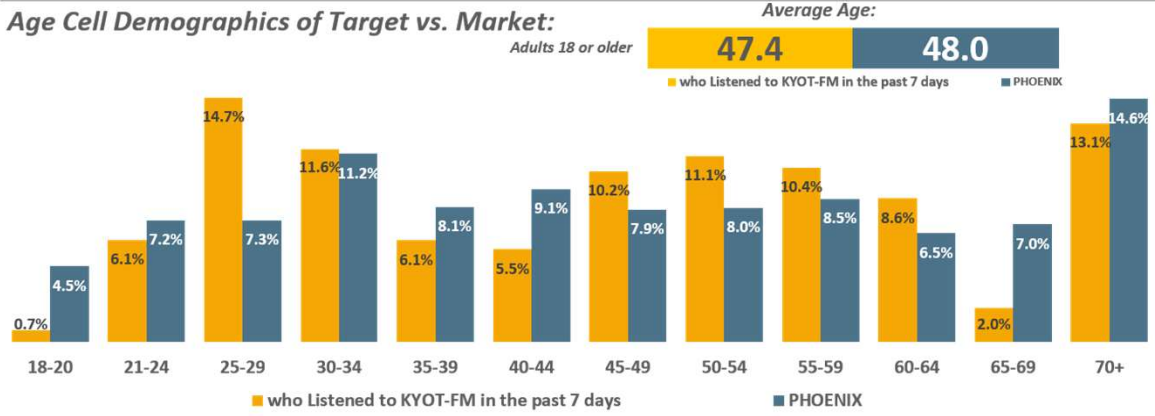
Gender of Target vs. Market: Adults 18 or older



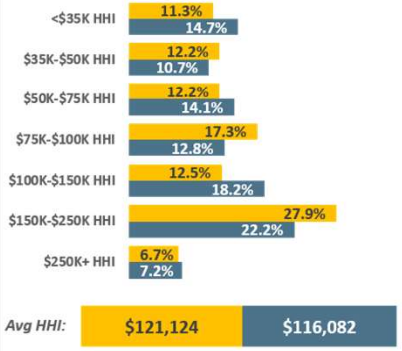
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



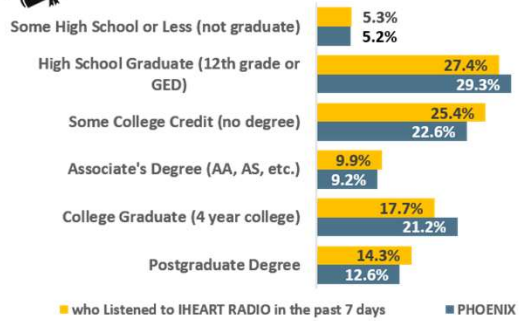
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 309

All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

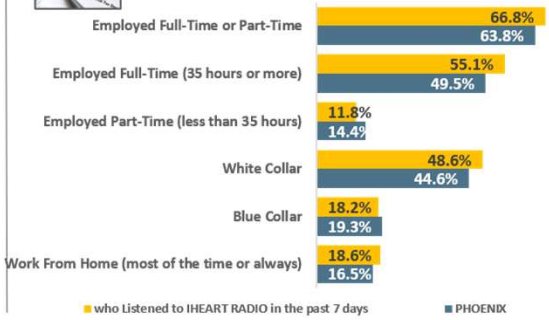
(Radio Stations: KYOT-FM)

48.2% or 1,800,417 of PHOENIX Metro Adults 18 or older Listened to IHEART RADIO in the past 7 days. Adults 18 or older who Listened to IHEART RADIO in the past 7 days are 5.1% less likely to be a college graduate, 11.3% more likely to work full-time, 7.2% more likely to be married, 10.9% more likely to be a parent of 1 or more children under 18.

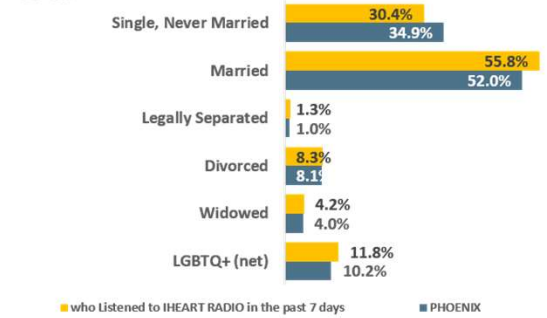
Education Levels: Adults 18 or older



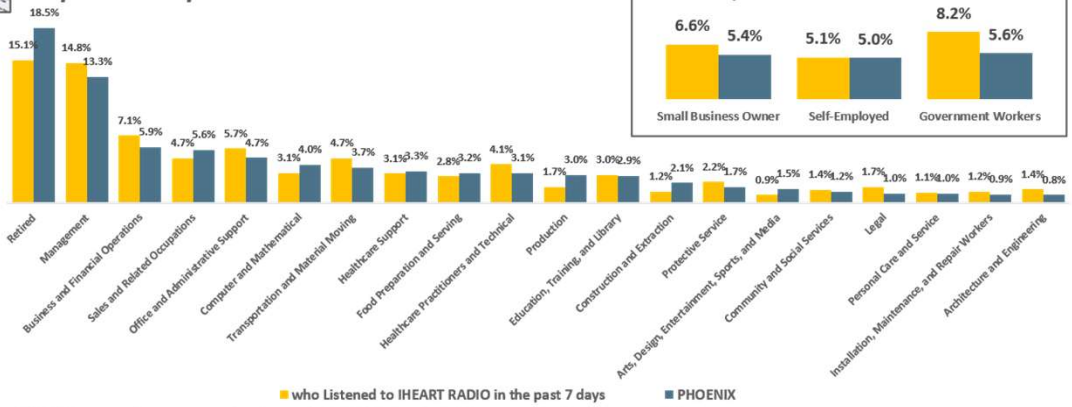
Employment: Adults 18 or older



Marital Status: Adults 18 or older

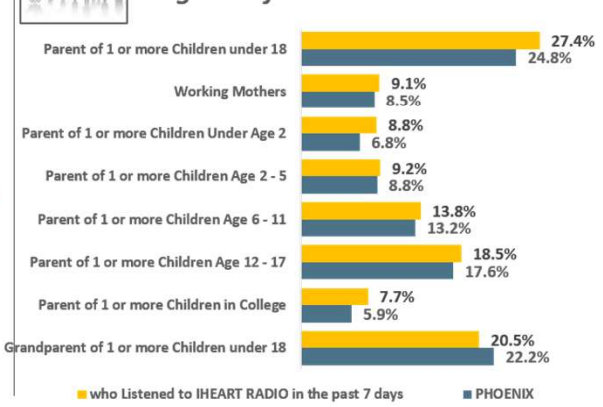


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older

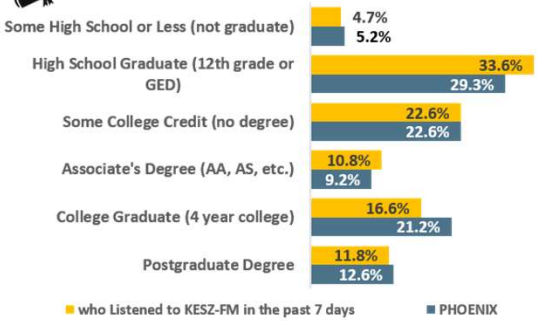


All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

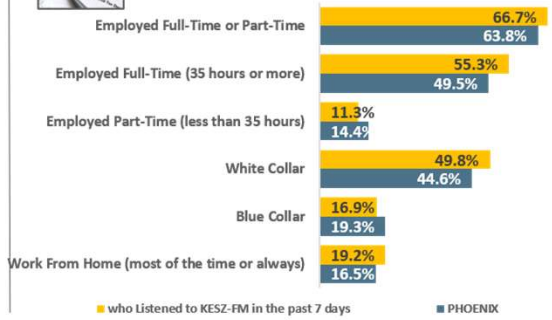
(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)

22.9% or 854,726 of PHOENIX Metro Adults 18 or older Listened to KESZ-FM in the past 7 days. Adults 18 or older who Listened to KESZ-FM in the past 7 days are 15.7% less likely to be a college graduate, 11.9% more likely to work full-time, 8.4% more likely to be married, 3.6% more likely to be a parent of 1 or more children under 18.

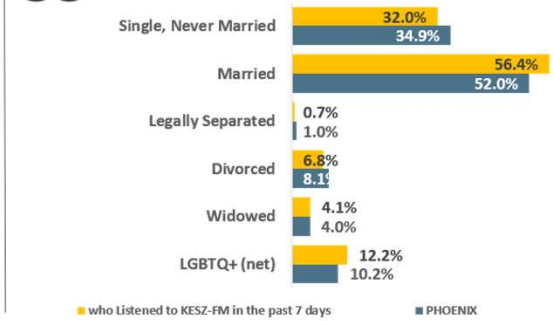
Education Levels: Adults 18 or older



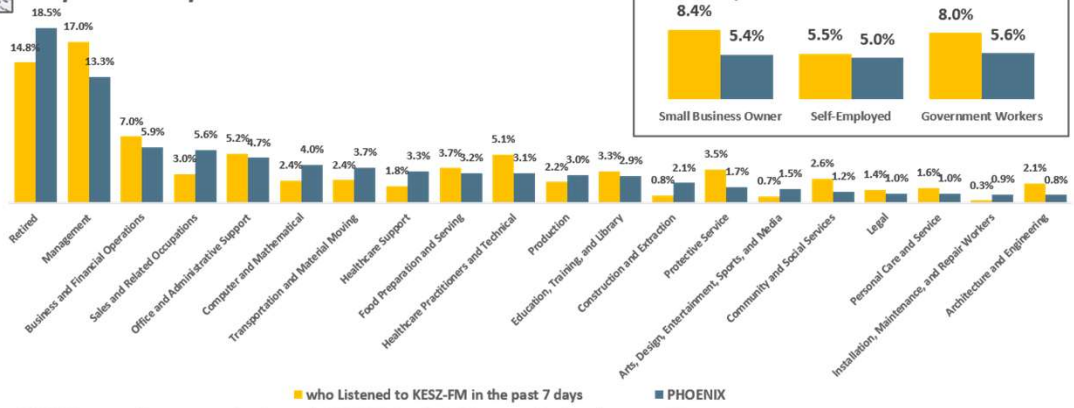
Employment: Adults 18 or older



Marital Status: Adults 18 or older

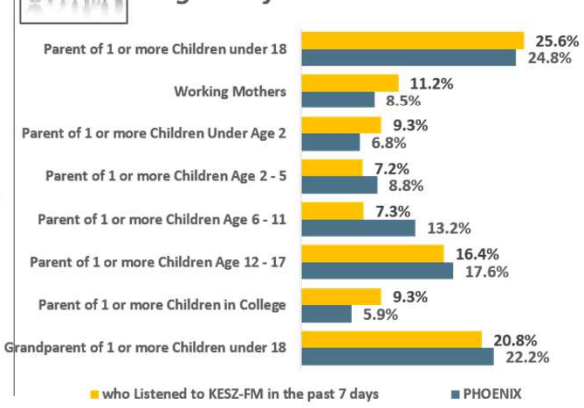


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older

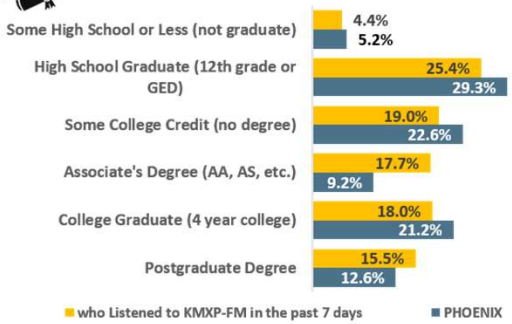


All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

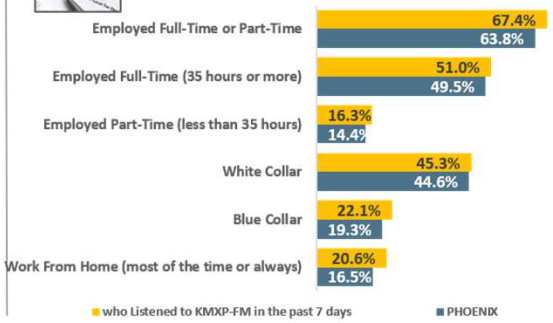
(Radio Stations: KESZ-FM)

11.% or 409,269 of PHOENIX Metro Adults 18 or older Listened to KMXP-FM in the past 7 days. Adults 18 or older who Listened to KMXP-FM in the past 7 days are .8% less likely to be a college graduate, 3.1% more likely to work full-time, 6.8% more likely to be married, 14.8% more likely to be a parent of 1 or more children under 18.

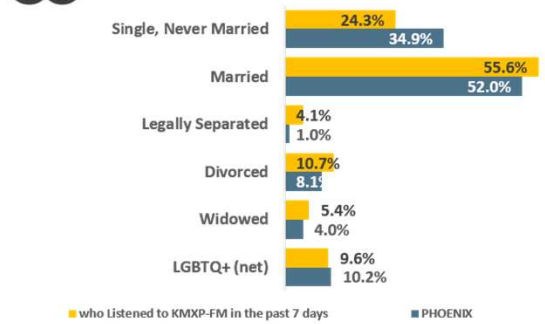
Education Levels: Adults 18 or older



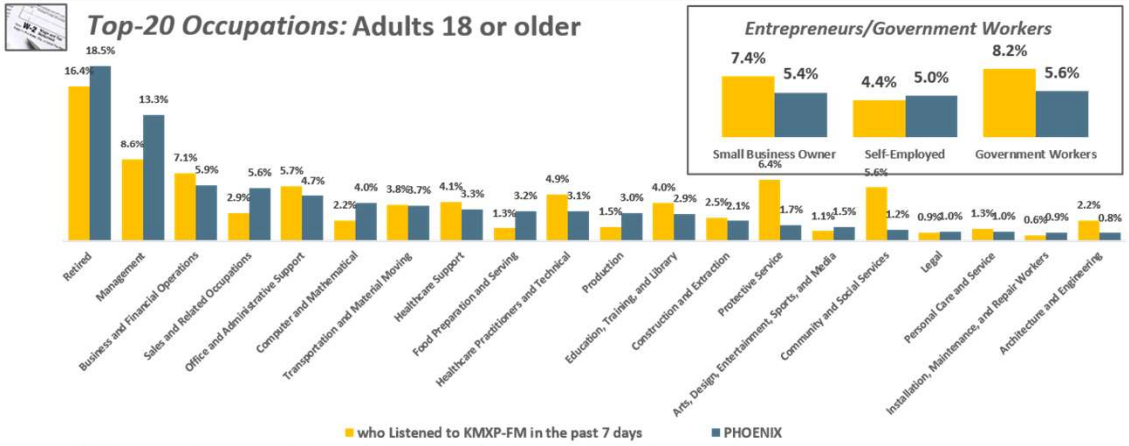
Employment: Adults 18 or older



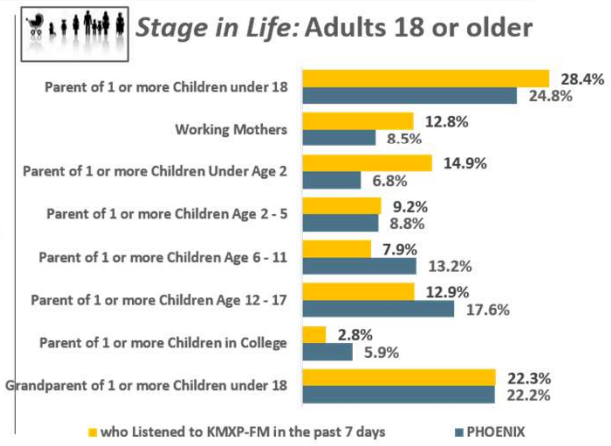
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

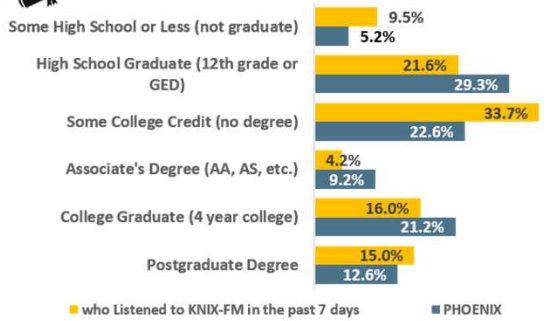


All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

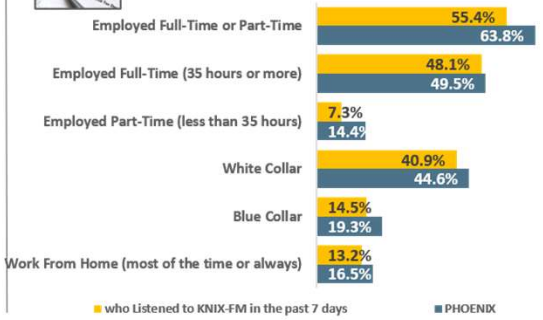
(Radio Stations: KMXP-FM)

10.4% or 386,882 of PHOENIX Metro Adults 18 or older Listened to KNIX-FM in the past 7 days. Adults 18 or older who Listened to KNIX-FM in the past 7 days are 8.2% less likely to be a college graduate, 2.7% less likely to work full-time, 9.% more likely to be married, 34.5% more likely to be a parent of 1 or more children under 18.

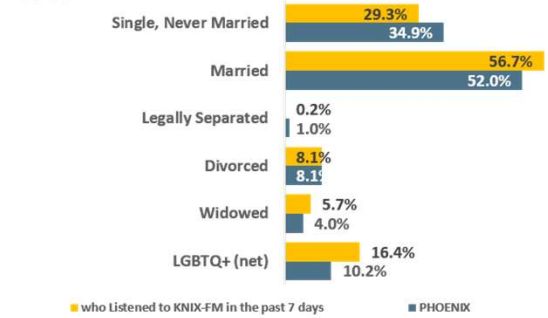
Education Levels: Adults 18 or older



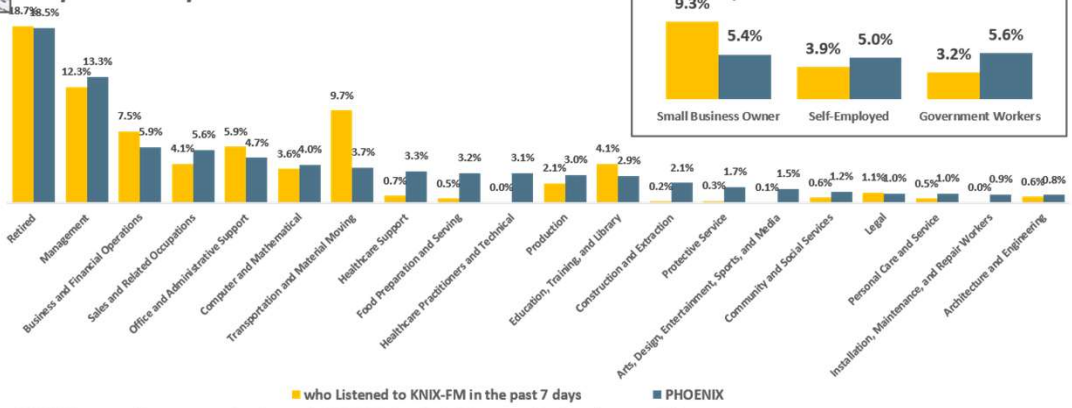
Employment: Adults 18 or older



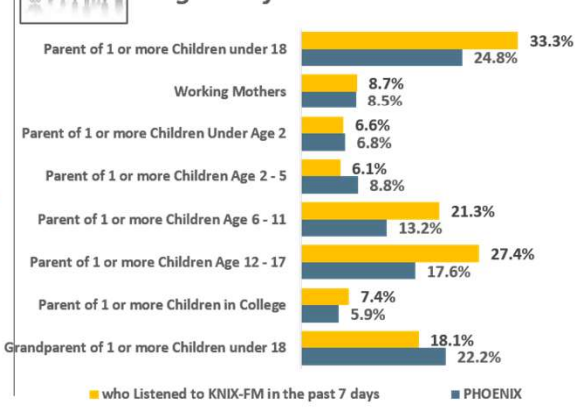
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

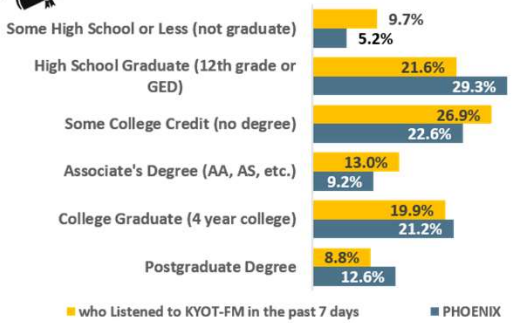


All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

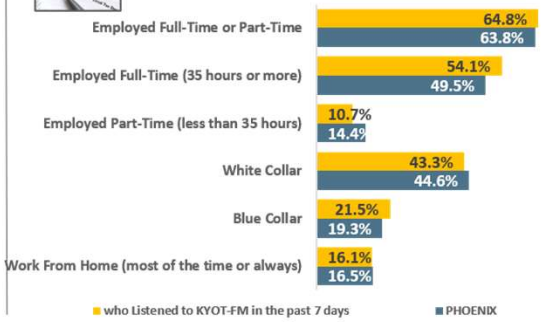
(Radio Stations: KNIX-FM)

16.4% or 610,338 of PHOENIX Metro Adults 18 or older Listened to KYOT-FM in the past 7 days. Adults 18 or older who Listened to KYOT-FM in the past 7 days are 14.9% less likely to be a college graduate, 9.3% more likely to work full-time, 13.5% more likely to be married, 36.6% more likely to be a parent of 1 or more children under 18.

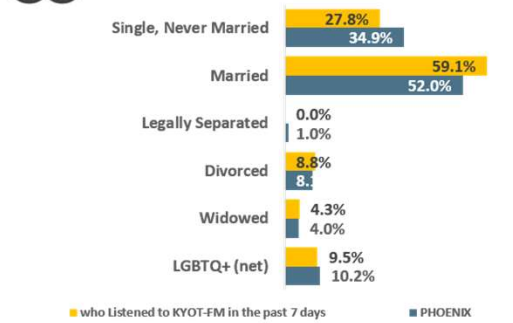
Education Levels: Adults 18 or older



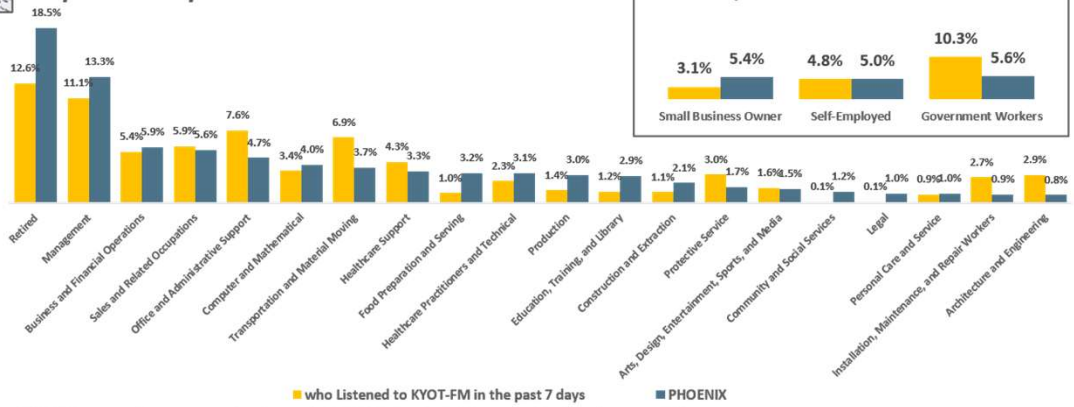
Employment: Adults 18 or older



Marital Status: Adults 18 or older

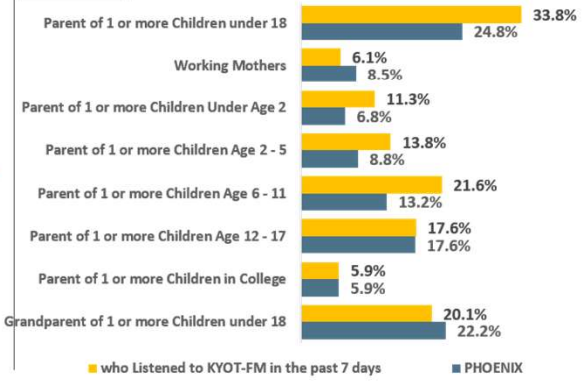


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older

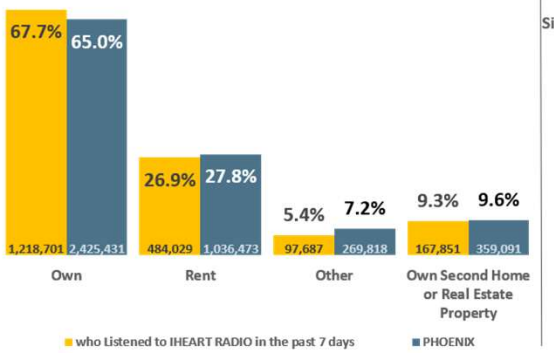


All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

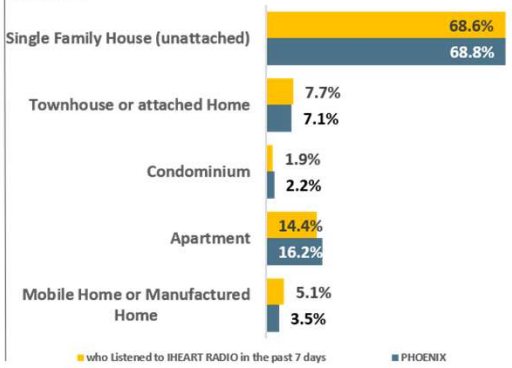
(Radio Stations: KYOT-FM)

48.2% or 1,800,417 of PHOENIX Metro Adults 18 or older Listened to IHEART RADIO in the past 7 days. Adults 18 or older who Listened to IHEART RADIO in the past 7 days are 4.1% more likely to own their home, 4.4% more likely to own a lower valued home, .3% less likely to have a single-family home, 7.1% more likely to have a dog.

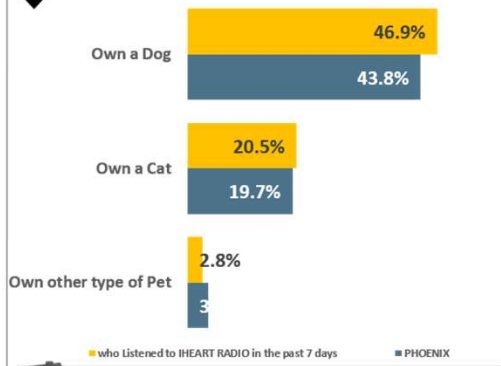
Own/Rent/Other: Adults 18 or older



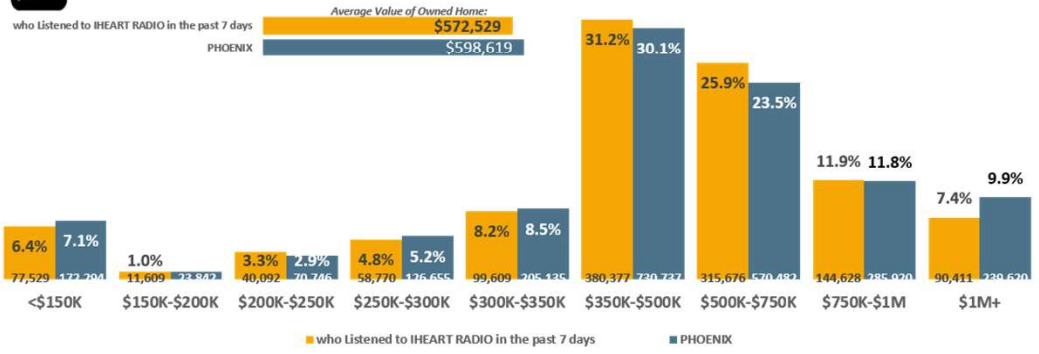
Type of Home: Adults 18 or older



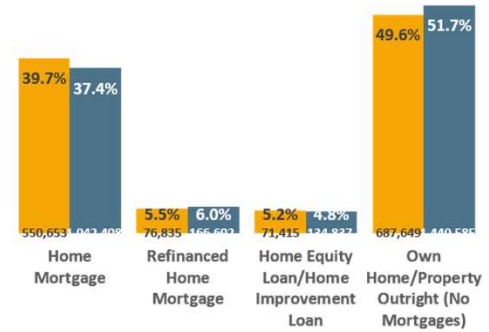
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



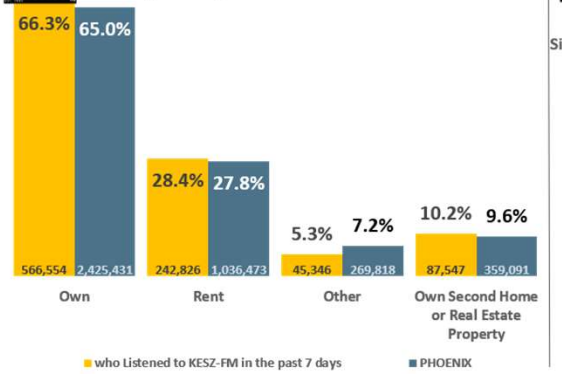
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 948

All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

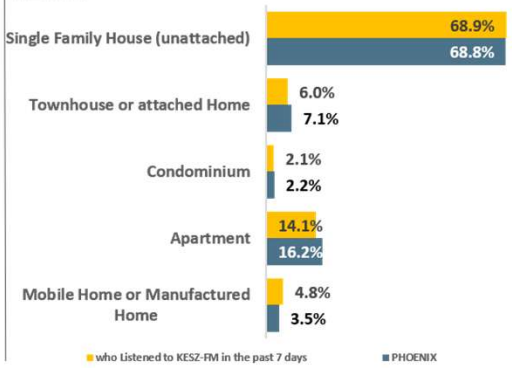
(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)

22.9% or 854,726 of PHOENIX Metro Adults 18 or older Listened to KESZ-FM in the past 7 days. Adults 18 or older who Listened to KESZ-FM in the past 7 days are 2.% more likely to own their home, 5.5% more likely to own a lower valued home, .1% more likely to have a single-family home, 15.1% more likely to have a dog.

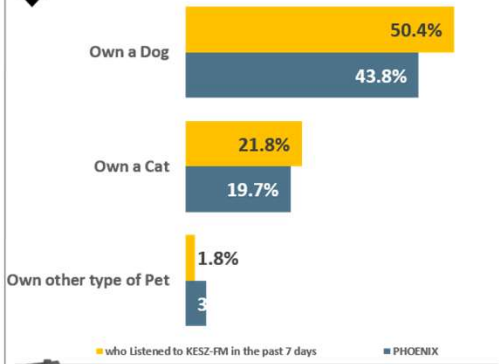
Own/Rent/Other: Adults 18 or older



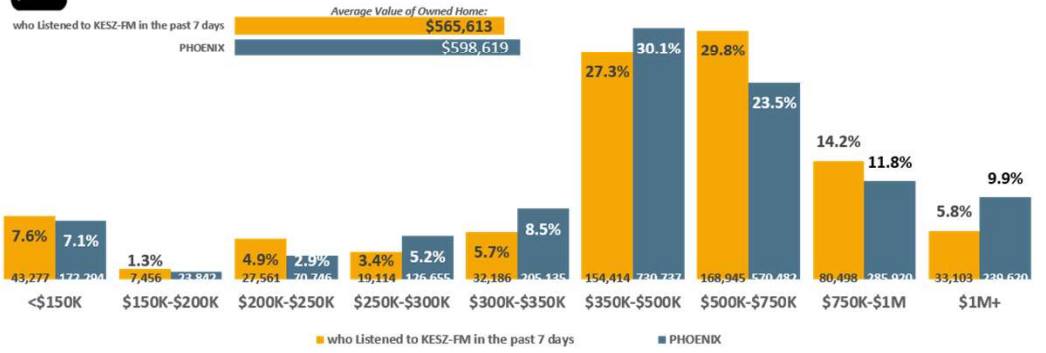
Type of Home: Adults 18 or older



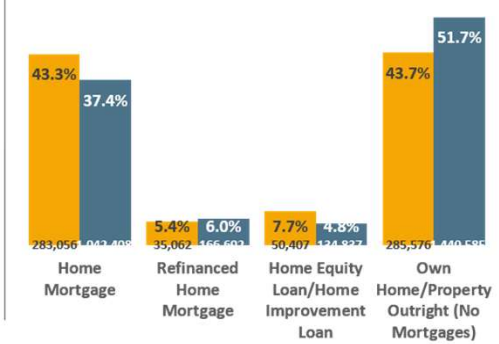
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



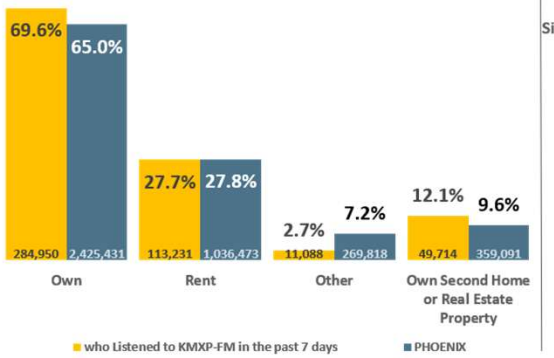
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 436

All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

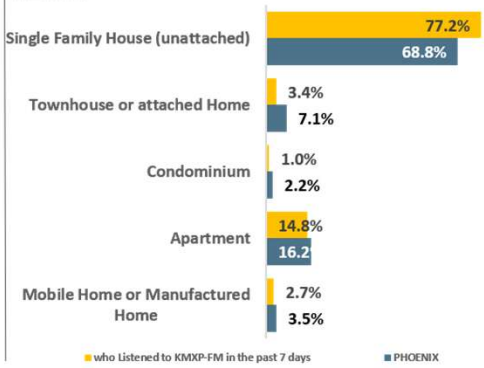
(Radio Stations: KESZ-FM)

11.% or 409,269 of PHOENIX Metro Adults 18 or older Listened to KMXP-FM in the past 7 days. Adults 18 or older who Listened to KMXP-FM in the past 7 days are 7.1% more likely to own their home, 6.7% more likely to own a lower valued home, 12.2% more likely to have a single-family home, 20.3% more likely to have a dog.

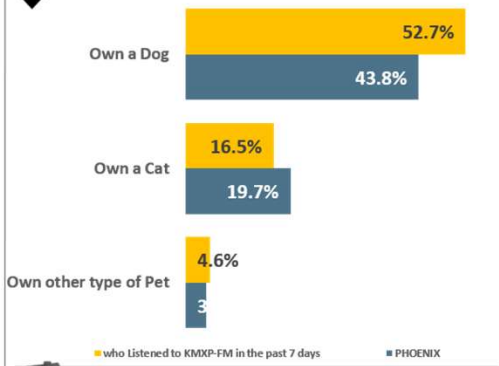
Own/Rent/Other: Adults 18 or older



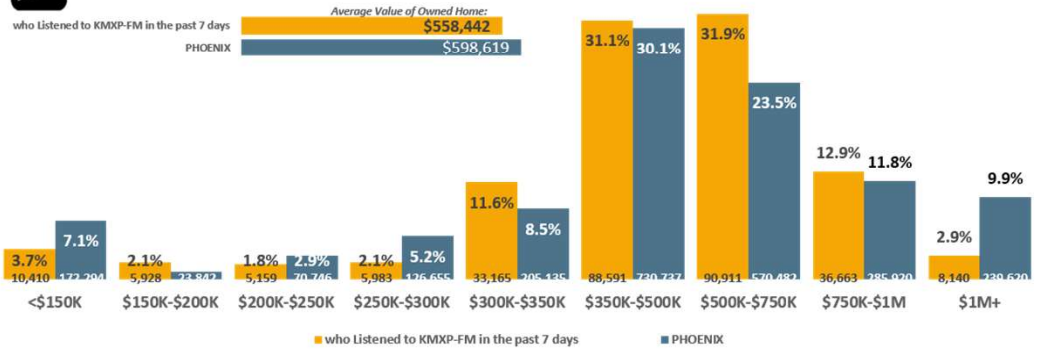
Type of Home: Adults 18 or older



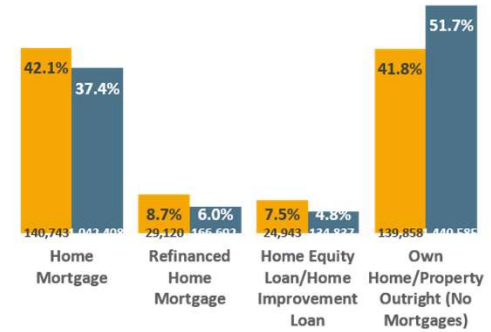
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



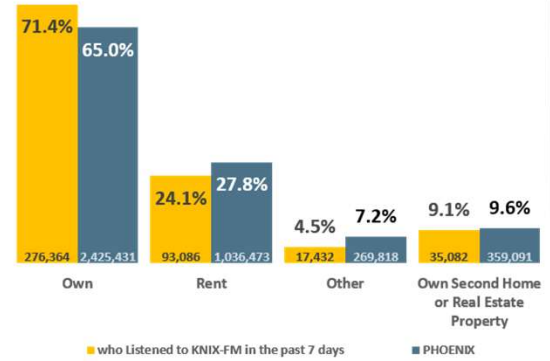
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 214

All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

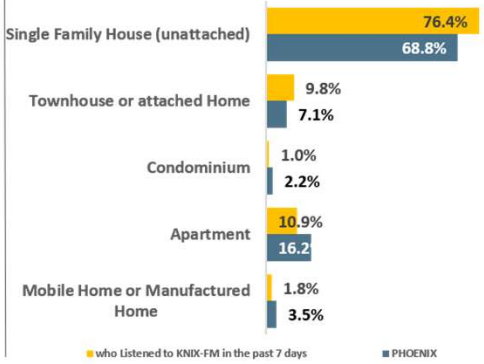
(Radio Stations: KMXP-FM)

10.4% or 386,882 of PHOENIX Metro Adults 18 or older Listened to KNIX-FM in the past 7 days.
Adults 18 or older who Listened to KNIX-FM in the past 7 days are 9.9% more likely to own their home, .% more likely to own a lower valued home, 11.1% more likely to have a single-family home, 4.2% less likely to have a dog.

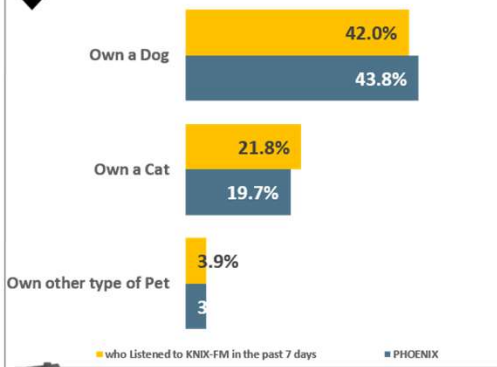
Own/Rent/Other: Adults 18 or older



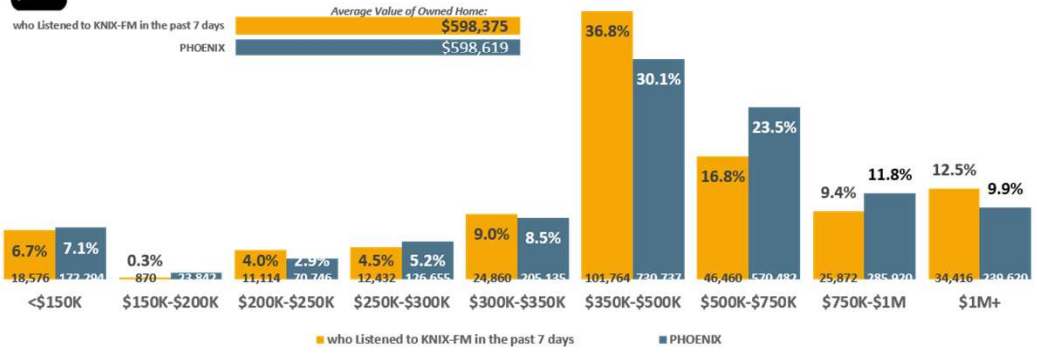
Type of Home: Adults 18 or older



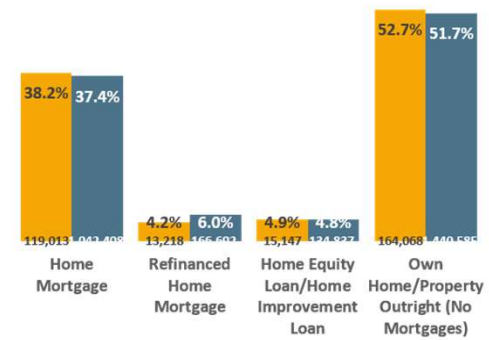
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



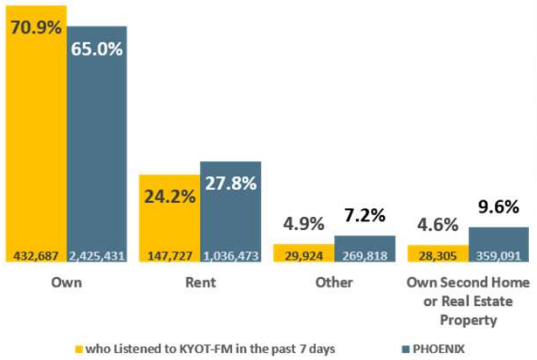
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 221

All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

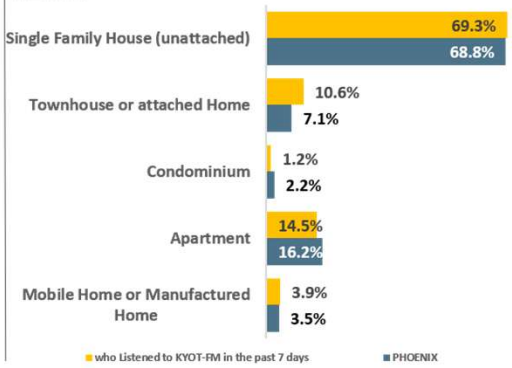
(Radio Stations: KNIX-FM)

16.4% or 610,338 of PHOENIX Metro Adults 18 or older Listened to KYOT-FM in the past 7 days. Adults 18 or older who Listened to KYOT-FM in the past 7 days are 9.1% more likely to own their home, 9.9% more likely to own a lower valued home, .7% more likely to have a single-family home, 21.4% more likely to have a dog.

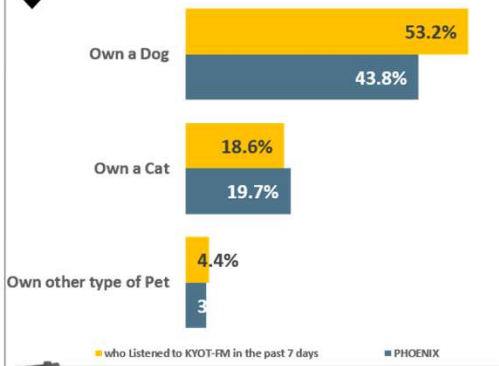
Own/Rent/Other: Adults 18 or older



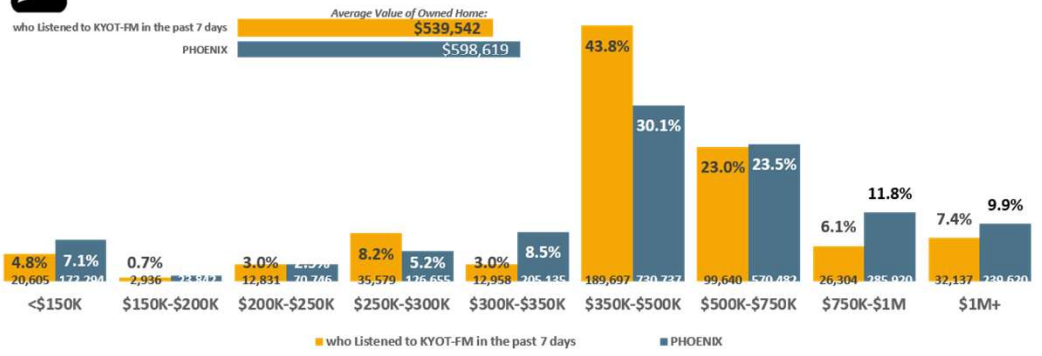
Type of Home: Adults 18 or older



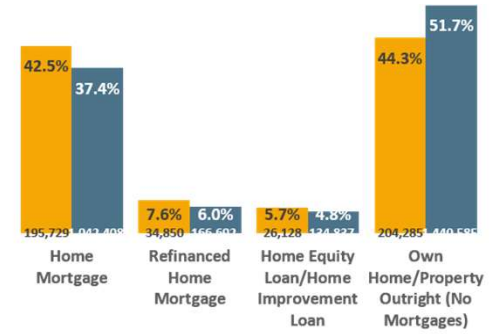
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



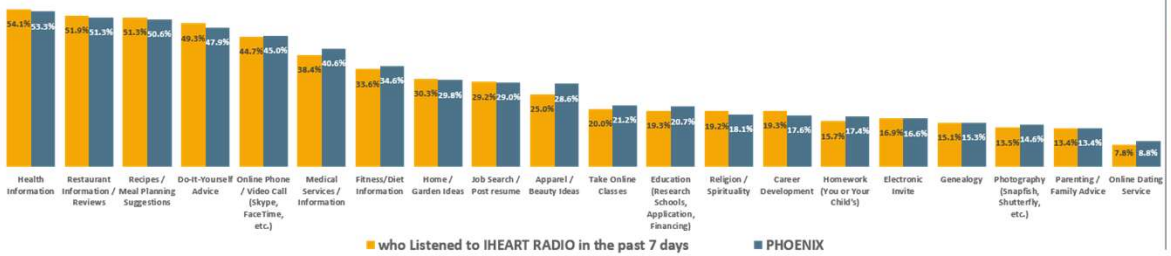
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 309

All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

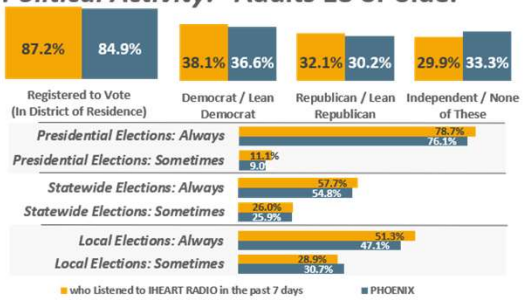
(Radio Stations: KYOT-FM)

48.2% or 1,800,417 of PHOENIX Metro Adults 18 or older Listened to IHEART RADIO in the past 7 days. Adults 18 or older who Listened to IHEART RADIO in the past 7 days are 2.9% more likely to look up D-I-Y advice online, 9.% more likely to always vote in local elections, 1.1% more likely to belong to a gym, 3.1% more likely to fly domestic past yr.

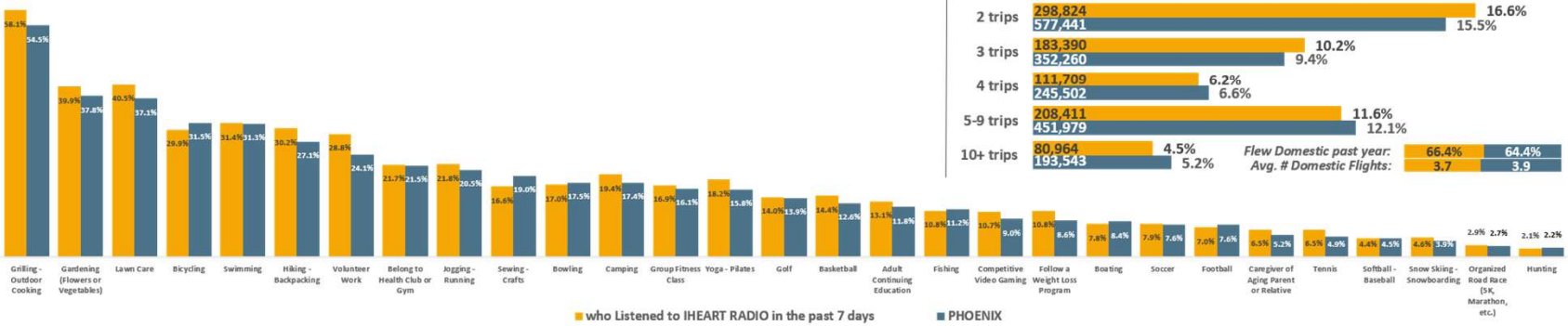
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

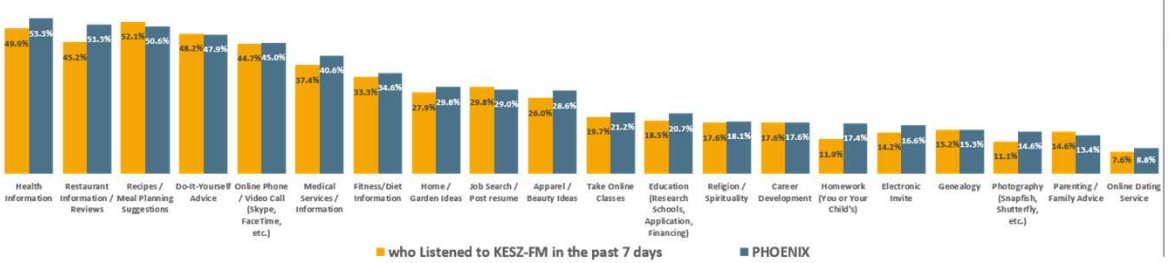
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 948

All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

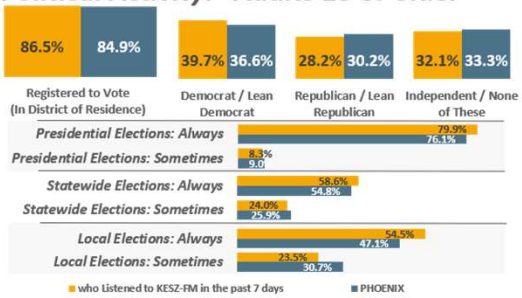
(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)

22.9% or 854,726 of PHOENIX Metro Adults 18 or older Listened to KESZ-FM in the past 7 days.
Adults 18 or older who Listened to KESZ-FM in the past 7 days are .6% more likely to look up D-I-Y advice online, 15.7% more likely to always vote in local elections, 6.4% more likely to belong to a gym, 2.6% less likely to fly domestic past yr.

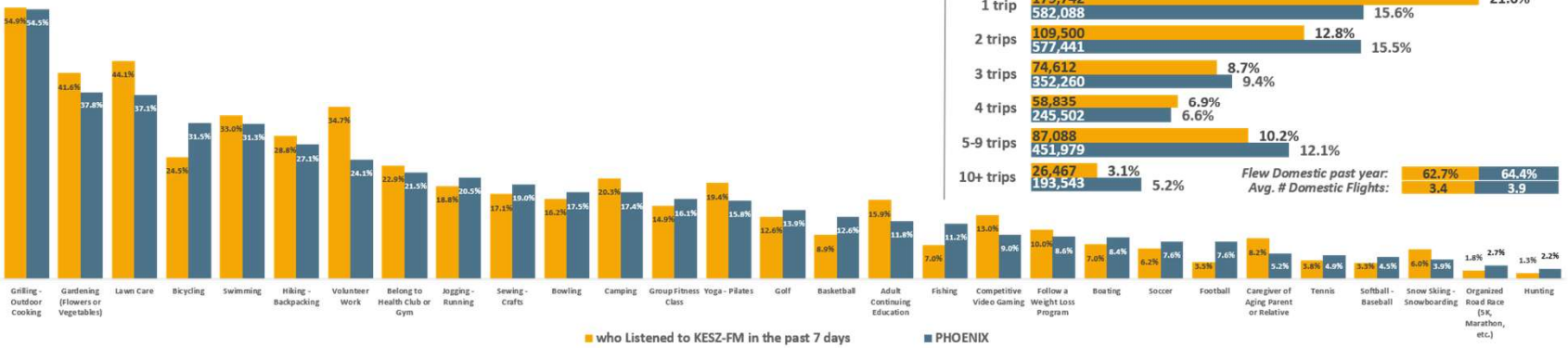
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

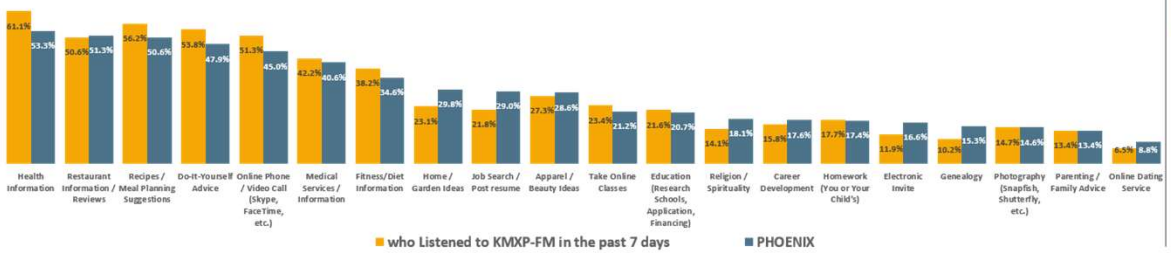
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 436

All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

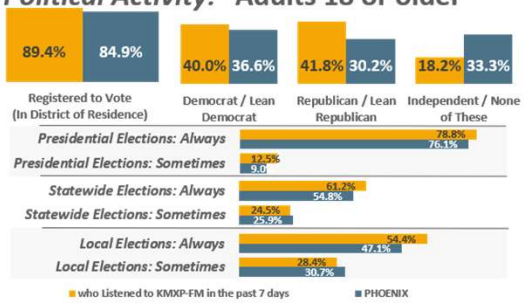
(Radio Stations: KESZ-FM)

11.% or 409,269 of PHOENIX Metro Adults 18 or older Listened to KMXP-FM in the past 7 days.
Adults 18 or older who Listened to KMXP-FM in the past 7 days are 12.3% more likely to look up D-I-Y advice online, 15.5% more likely to always vote in local elections, 31.1% less likely to belong to a gym, 1.5% less likely to fly domestic past yr.

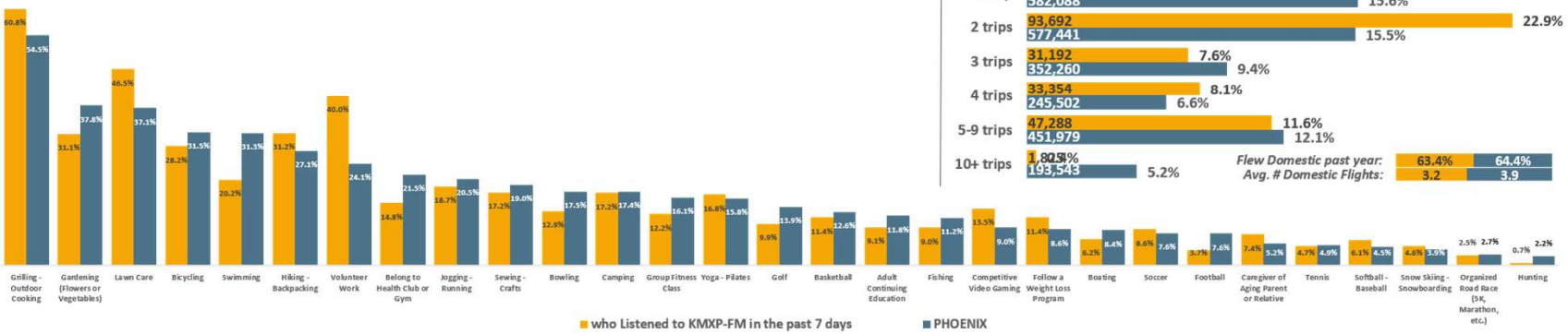
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



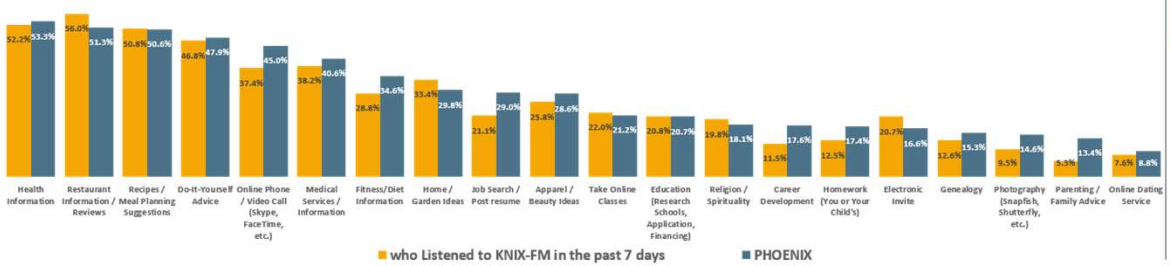
Past 12-months Domestic Airline Trips: Adults 18 or older

All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

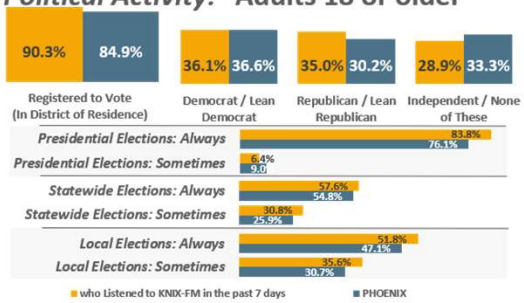
(Radio Stations: KMXP-FM)

10.4% or 386,882 of PHOENIX Metro Adults 18 or older Listened to KNIX-FM in the past 7 days.
Adults 18 or older who Listened to KNIX-FM in the past 7 days are 2.4% less likely to look up D-I-Y advice online, 9.9% more likely to always vote in local elections, 5.8% less likely to belong to a gym, 8.2% more likely to fly domestic past yr.

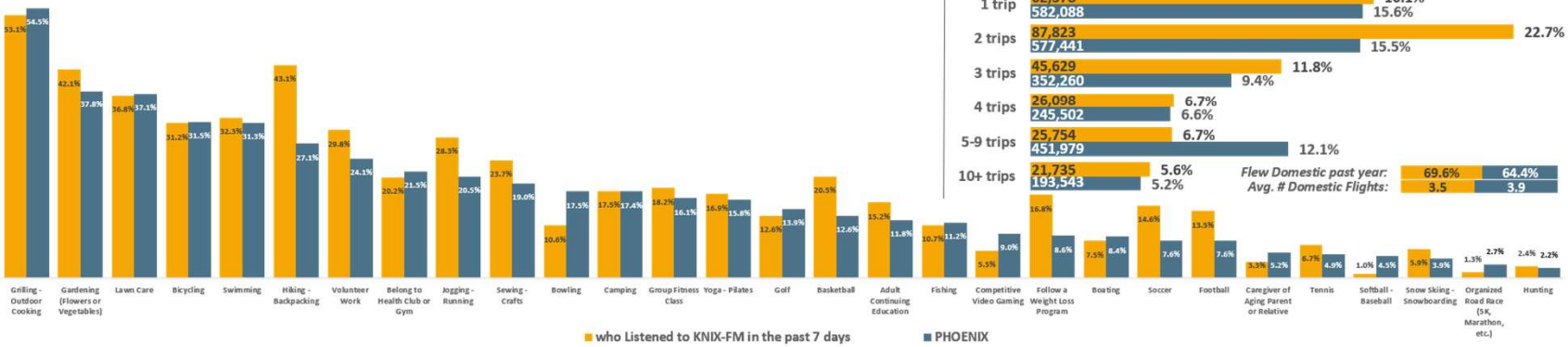
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

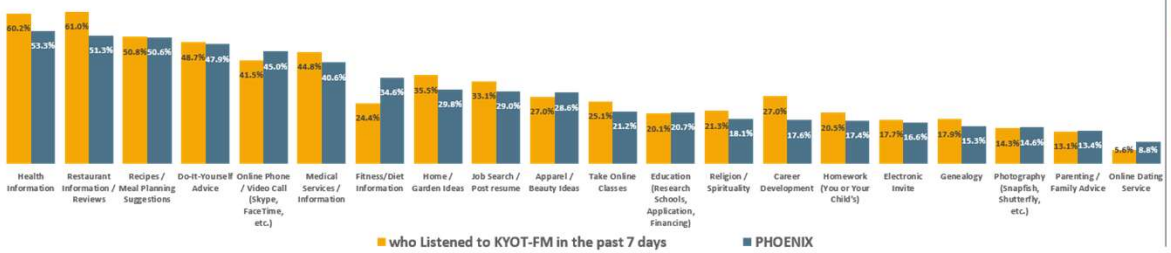
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 221

All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

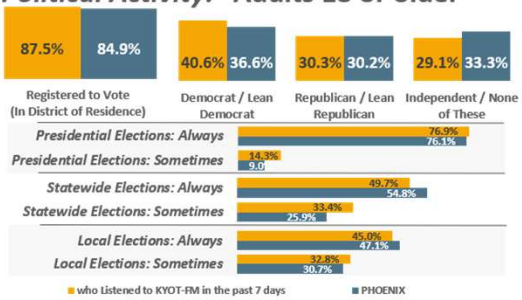
(Radio Stations: KNIX-FM)

16.4% or 610,338 of PHOENIX Metro Adults 18 or older Listened to KYOT-FM in the past 7 days.
Adults 18 or older who Listened to KYOT-FM in the past 7 days are 1.7% more likely to look up D-I-Y advice online, 4.5% less likely to always vote in local elections, 30.7% less likely to belong to a gym, 1.2% less likely to fly domestic past yr.

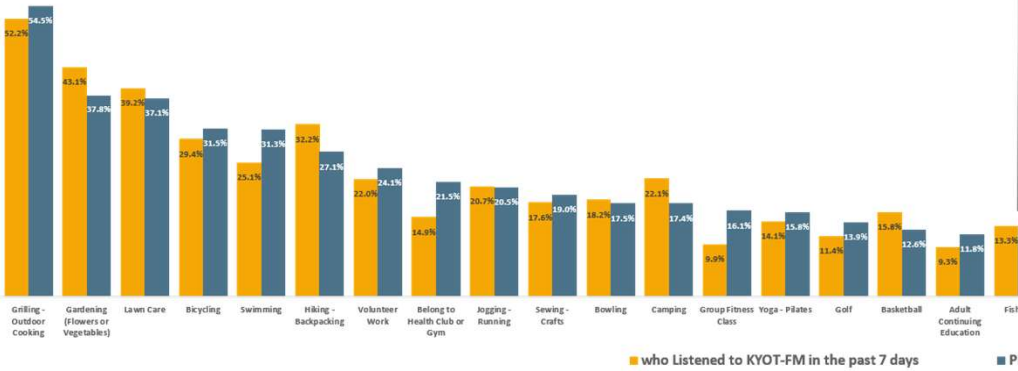
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



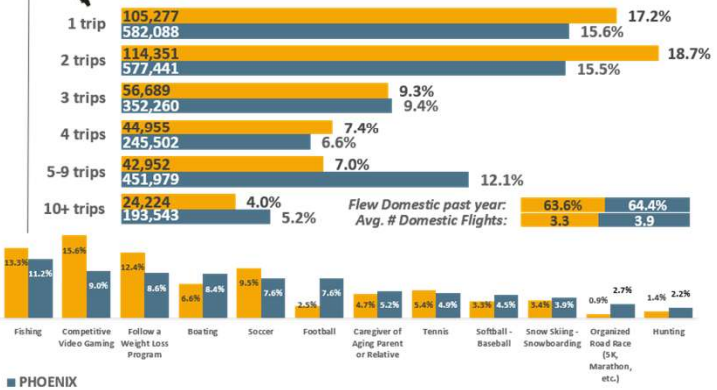
Political Activity: Adults 18 or older



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 2026: Aug25-Jul26 Qual Intab 309

All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

(Radio Stations: KYOT-FM)

48.2% or 1,800,417 of PHOENIX Metro Adults 18 or older Listened to IHEART RADIO in the past 7 days. Adults 18 or older who Listened to IHEART RADIO in the past 7 days are 2.7% more likely to use QSRs past mo., 2.8% more likely to use Sit-Down Restaurants past mo., 5.7% more likely to use Casinos past yr., 6.7% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



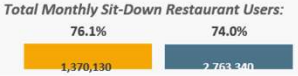
Avg. Monthly QSR Meals:



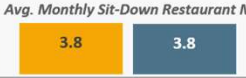
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



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.)

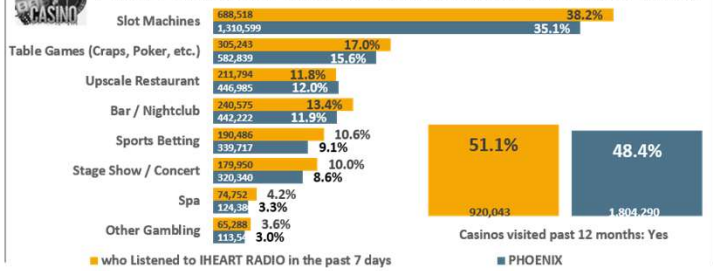


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 948

All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

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

99.9 KEZ

22.9% or 854,726 of PHOENIX Metro Adults 18 or older Listened to KESZ-FM in the past 7 days.
Adults 18 or older who Listened to KESZ-FM in the past 7 days are 4.1% more likely to use QSRs past mo., 6.3% more likely to use Sit-Down Restaurants past mo., 7.7% more likely to use Casinos past yr., 15.4% 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

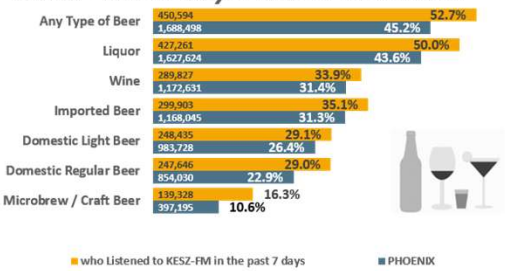
(Sit-Down Restaurants Used Past 30-days)



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

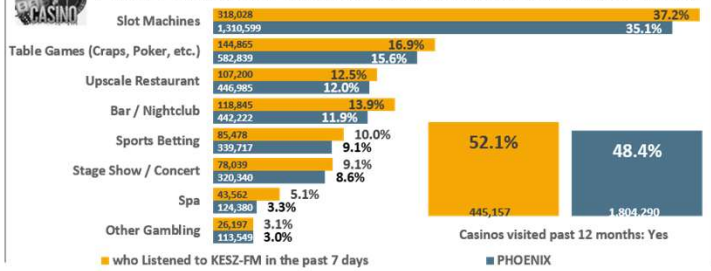


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

(Radio Stations: KESZ-FM)

11.% or 409,269 of PHOENIX Metro Adults 18 or older Listened to KMXP-FM in the past 7 days.
Adults 18 or older who Listened to KMXP-FM in the past 7 days are 2.% more likely to use QSRs past mo., .5% less likely to use Sit-Down Restaurants past mo., 16.4% less likely to use Casinos past yr., 29.% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



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

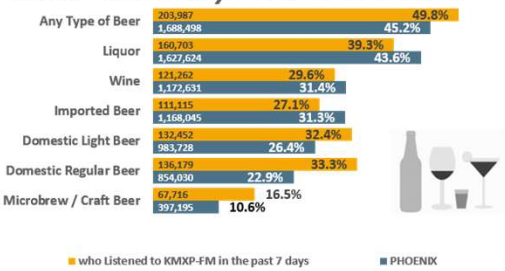


Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)

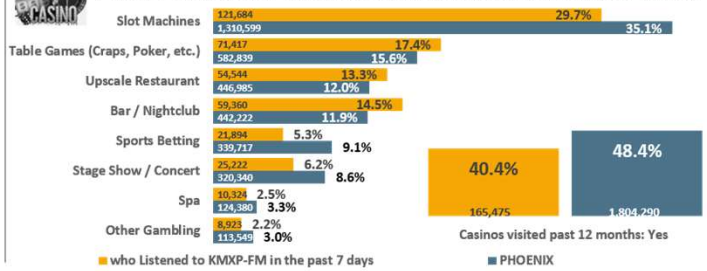


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

(Radio Stations: KMXP-FM)

10.4% or 386,882 of PHOENIX Metro Adults 18 or older Listened to KNIX-FM in the past 7 days.
Adults 18 or older who Listened to KNIX-FM in the past 7 days are 6.2% more likely to use QSRs past mo., 3.3% less likely to use Sit-Down Restaurants past mo., 5.% more likely to use Casinos past yr., 10.7% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

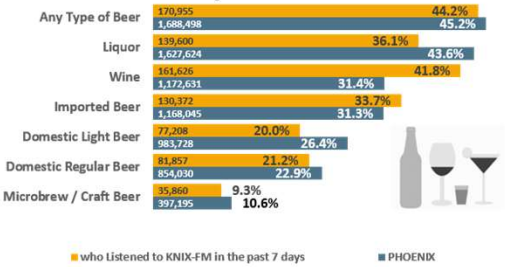
(Sit-Down Restaurants Used Past 30-days)



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

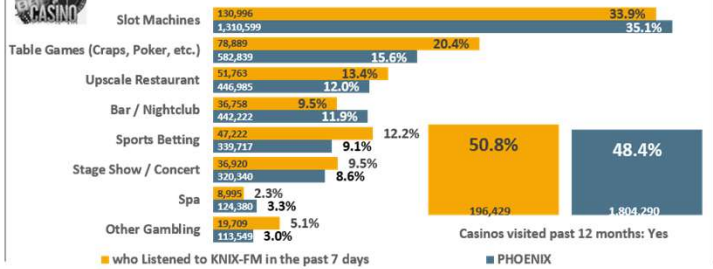


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



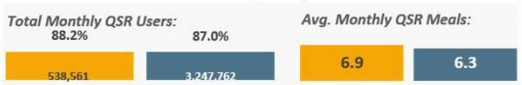
All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

(Radio Stations: KNIX-FM)

16.4% or 610,338 of PHOENIX Metro Adults 18 or older Listened to KYOT-FM in the past 7 days.
Adults 18 or older who Listened to KYOT-FM in the past 7 days are 1.4% more likely to use QSRs past mo., 2.6% less likely to use Sit-Down Restaurants past mo., .3% less likely to use Casinos past yr., 12.4% more likely to smoke cigarettes.

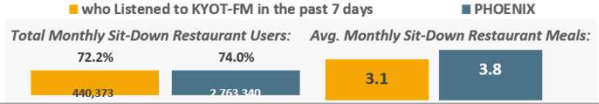
Past 30-days QSR Users: Adults 18 or older





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





Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



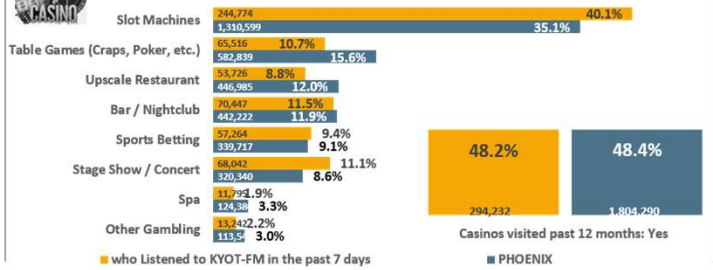


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older

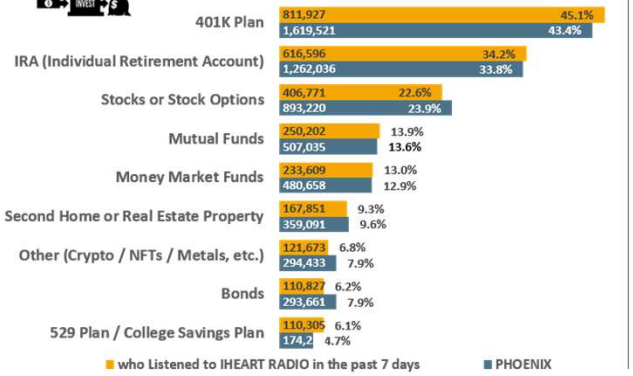


All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

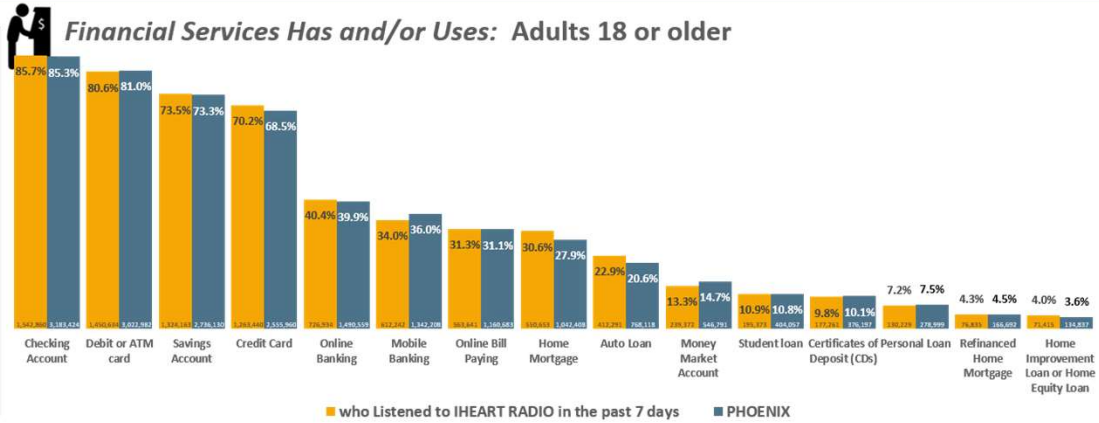
(Radio Stations: KYOT-FM)

48.2% or 1,800,417 of PHOENIX Metro Adults 18 or older Listened to IHEART RADIO in the past 7 days. Adults 18 or older who Listened to IHEART RADIO in the past 7 days are 3.9% more likely to have a 401K, 11.3% more likely to have an Auto Loan, 6.8% less likely to Invest/Trade Stocks Online, 12.2% more likely to pay with their Debit Card.

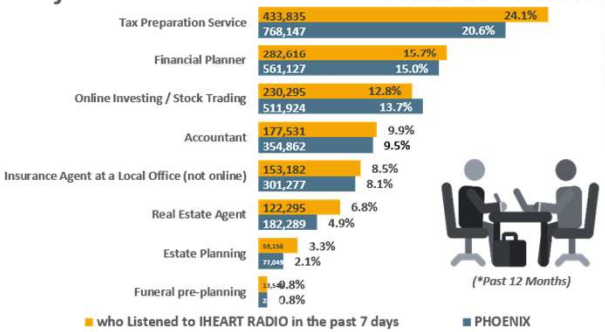
Investments Owned: Adults 18 or older



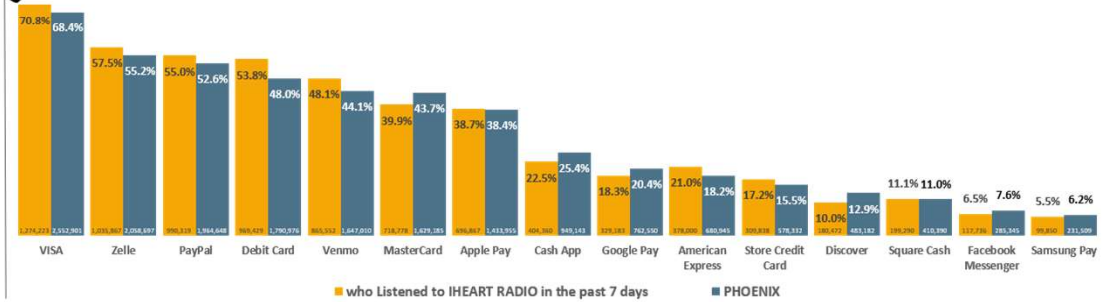
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



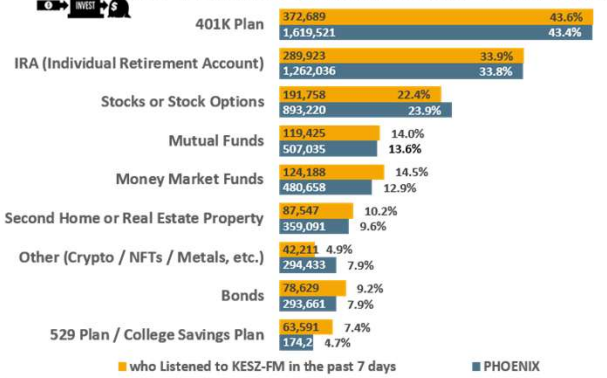
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 948

All Graphs and HBIAI Data Modeling Copyright © Hubbard | Media That Connects, LLC. All rights reserved.

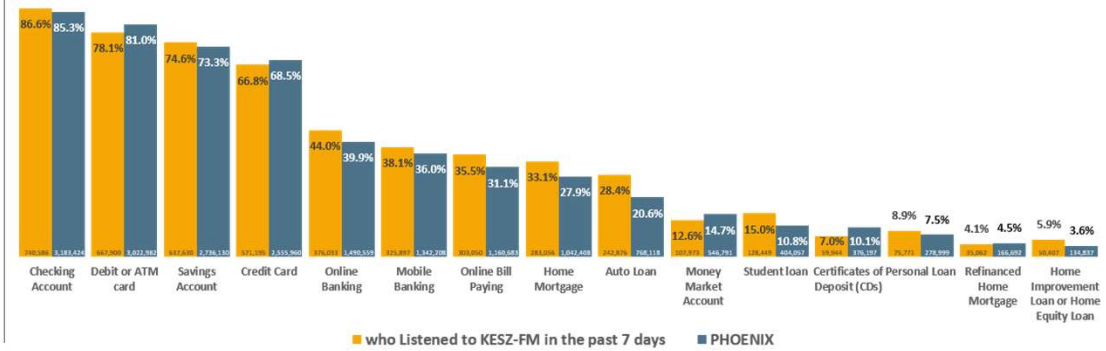
(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)

22.9% or 854,726 of PHOENIX Metro Adults 18 or older Listened to KESZ-FM in the past 7 days.
Adults 18 or older who Listened to KESZ-FM in the past 7 days are .5% more likely to have a 401K, 38.1% more likely to have an Auto Loan, 4.3% more likely to Invest/Trade Stocks Online, 5.8% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



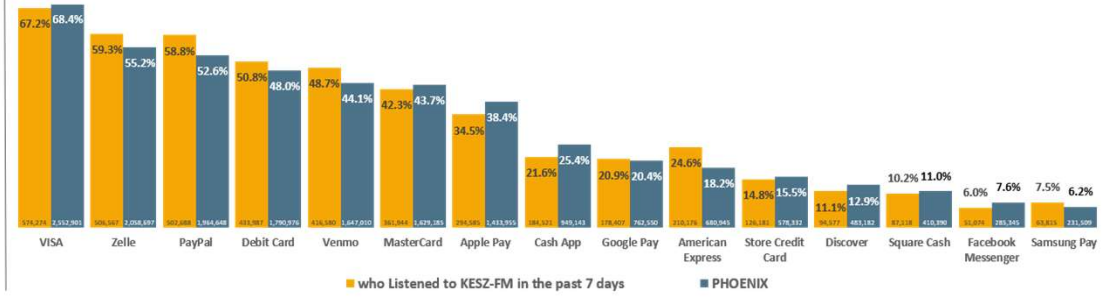
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



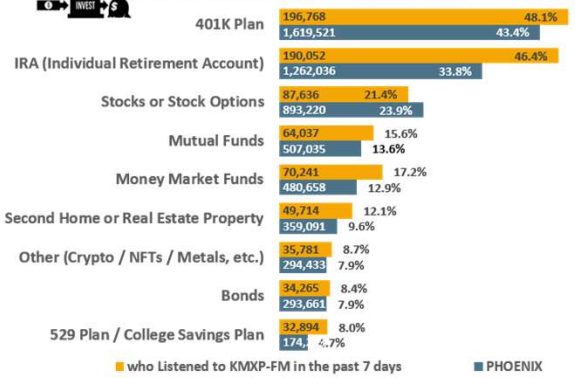
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 436

All Graphs and HBIAI Data Modeling Copyright © Hubbard | Media That Connects, LLC. All rights reserved.

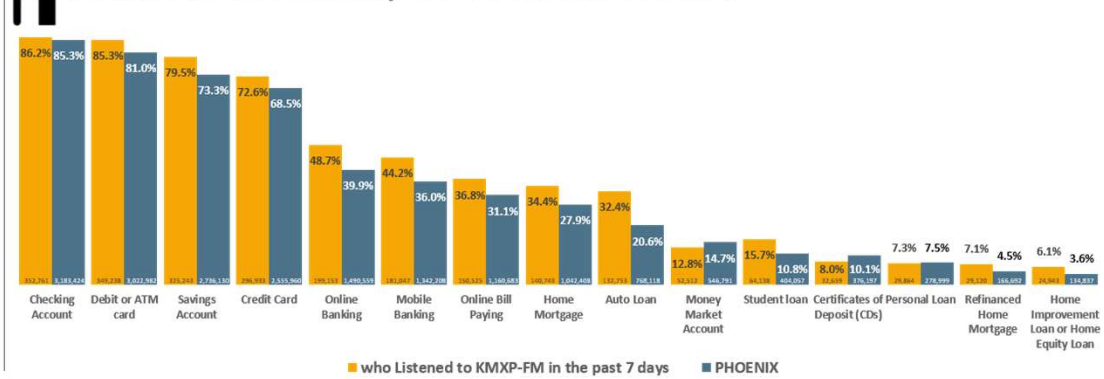
(Radio Stations: KESZ-FM)

11.% or 409,269 of PHOENIX Metro Adults 18 or older Listened to KMXP-FM in the past 7 days.
Adults 18 or older who Listened to KMXP-FM in the past 7 days are 10.8% more likely to have a 401K, 57.6% more likely to have an Auto Loan, 7.7% less likely to Invest/Trade Stocks Online, 5.9% more likely to pay with their Debit Card.

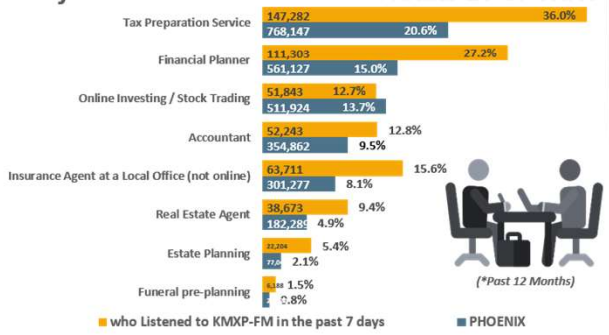
Investments Owned: Adults 18 or older



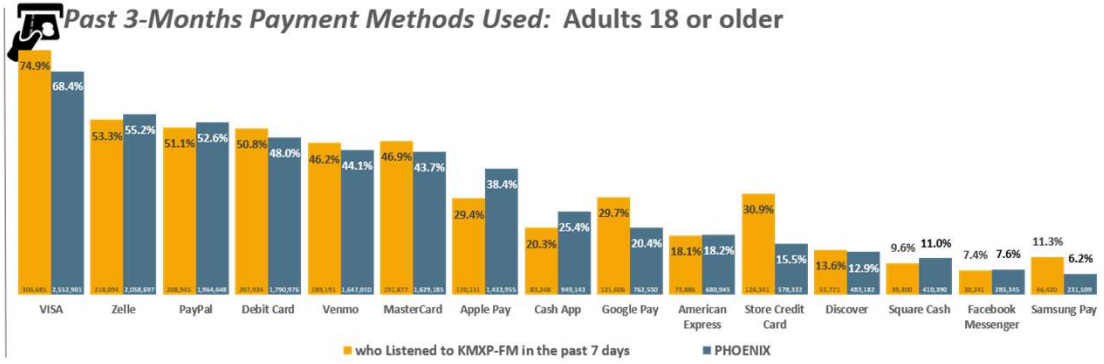
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



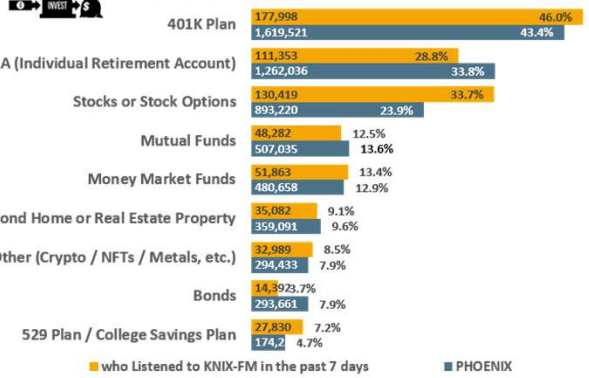
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 214

All Graphs and HBIAI Data Modeling Copyright © Hubbard | Media That Connects, LLC. All rights reserved.

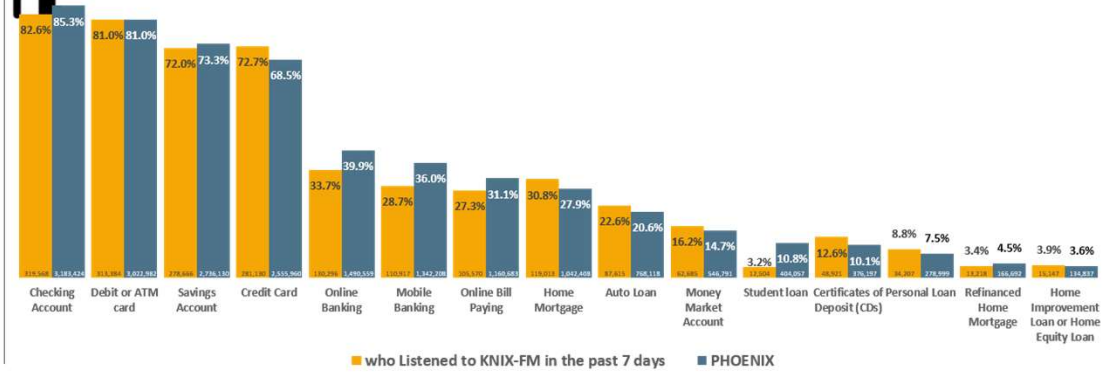
(Radio Stations: KMXP-FM)

10.4% or 386,882 of PHOENIX Metro Adults 18 or older Listened to KNIX-FM in the past 7 days.
Adults 18 or older who Listened to KNIX-FM in the past 7 days are 6.% more likely to have a 401K, 10.% more likely to have an Auto Loan, 9.3% less likely to Invest/Trade Stocks Online, 32.7% more likely to pay with their Debit Card.

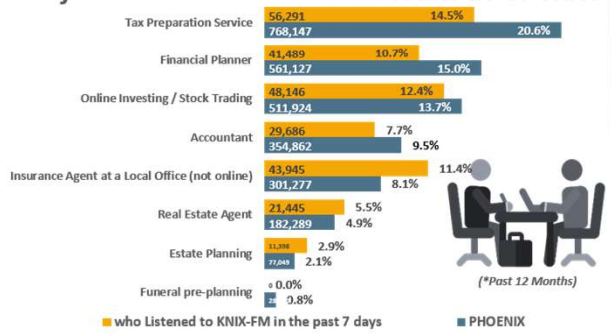
Investments Owned: Adults 18 or older



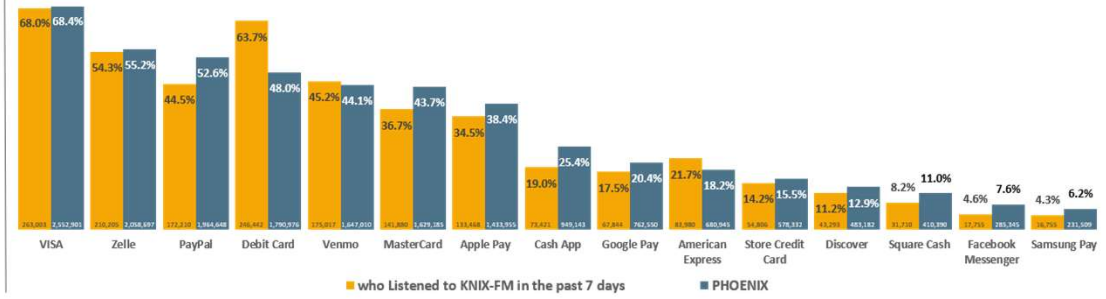
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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

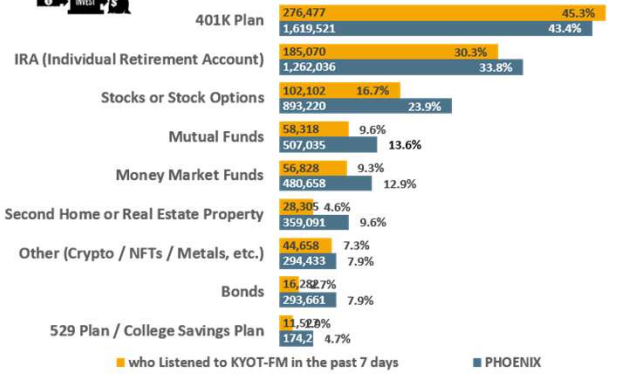


All Graphs and HBIAI Data Modeling Copyright © Hubbard | Media That Connects, LLC. All rights reserved.

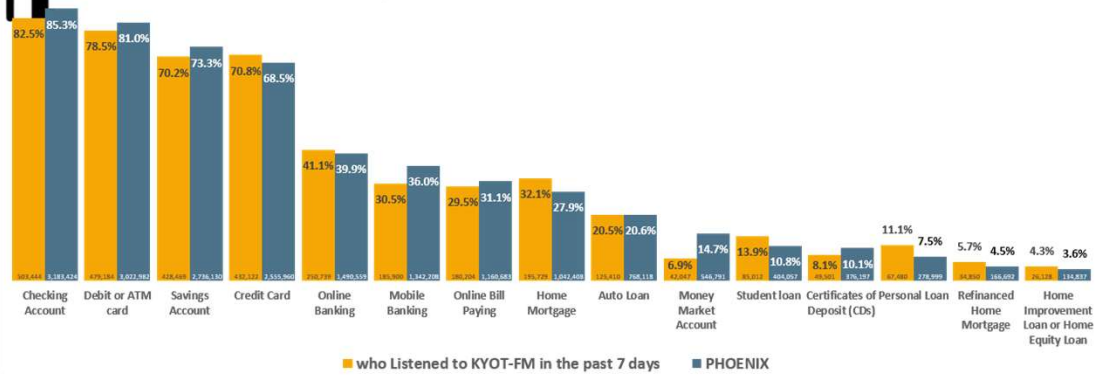
(Radio Stations: KNIX-FM)

16.4% or 610,338 of PHOENIX Metro Adults 18 or older Listened to KYOT-FM in the past 7 days.
Adults 18 or older who Listened to KYOT-FM in the past 7 days are 4.4% more likely to have a 401K, .2% less likely to have an Auto Loan, 25.3% less likely to Invest/Trade Stocks Online, 30.5% more likely to pay with their Debit Card.

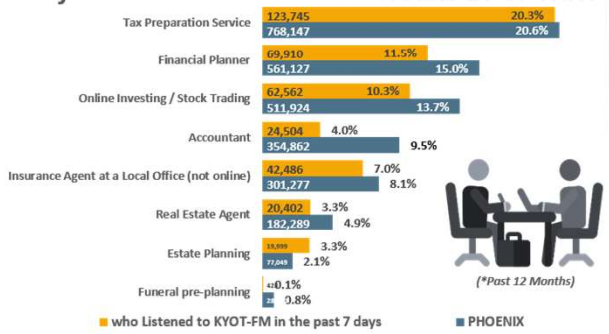
Investments Owned: Adults 18 or older



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

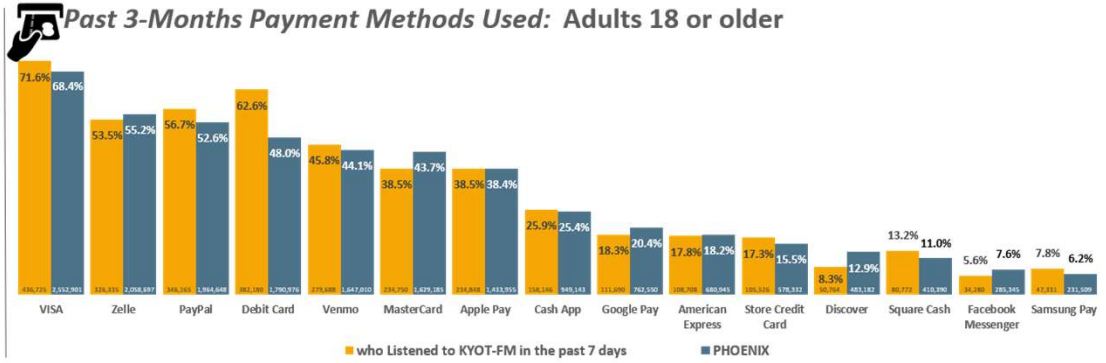


Professional Services Used:* Adults 18 or older



(*Past 12 Months)

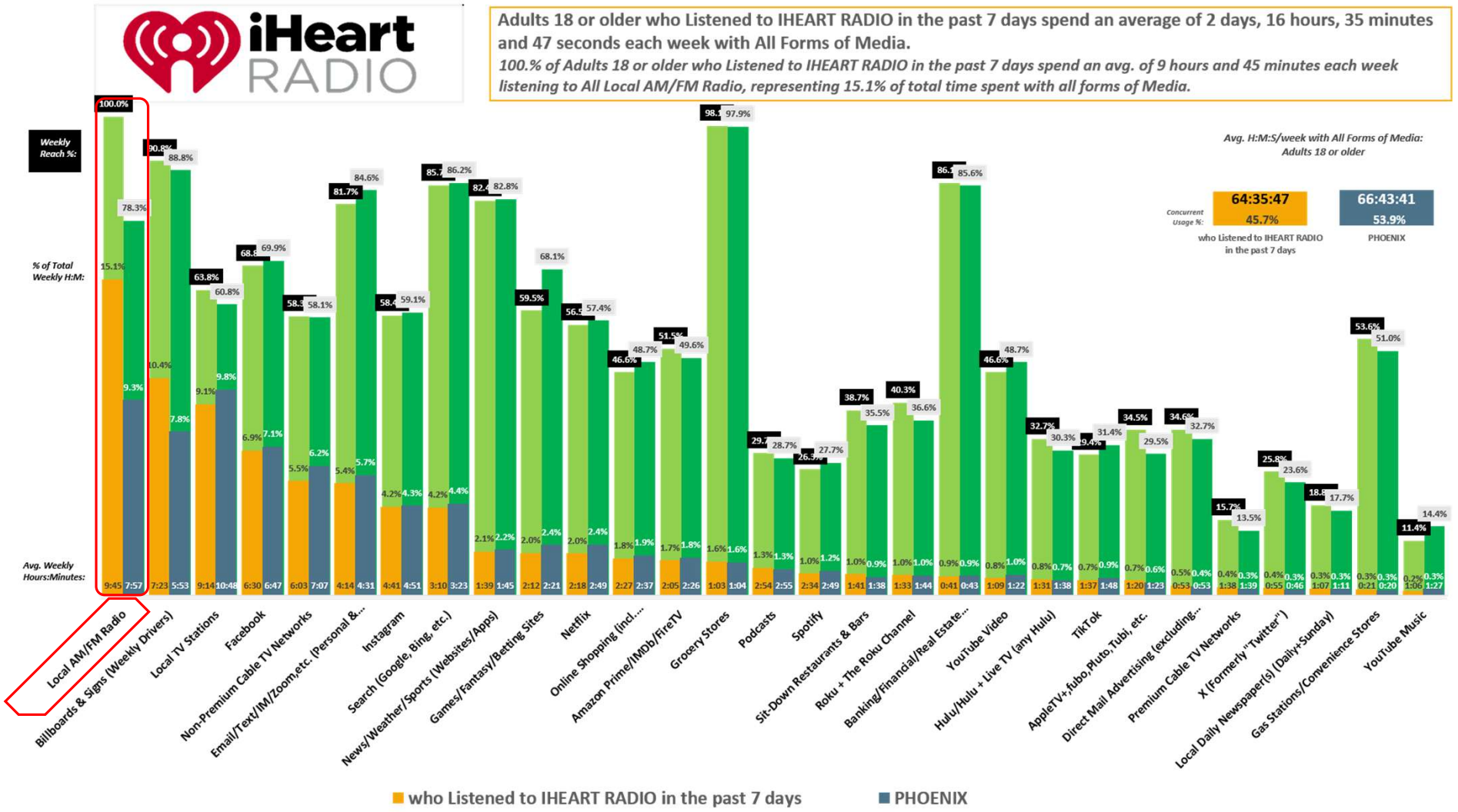
Past 3-Months Payment Methods Used: Adults 18 or older



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 309

All Graphs and HBIAI Data Modeling Copyright © Hubbard | Media That Connects, LLC. All rights reserved.

(Radio Stations: KYOT-FM)

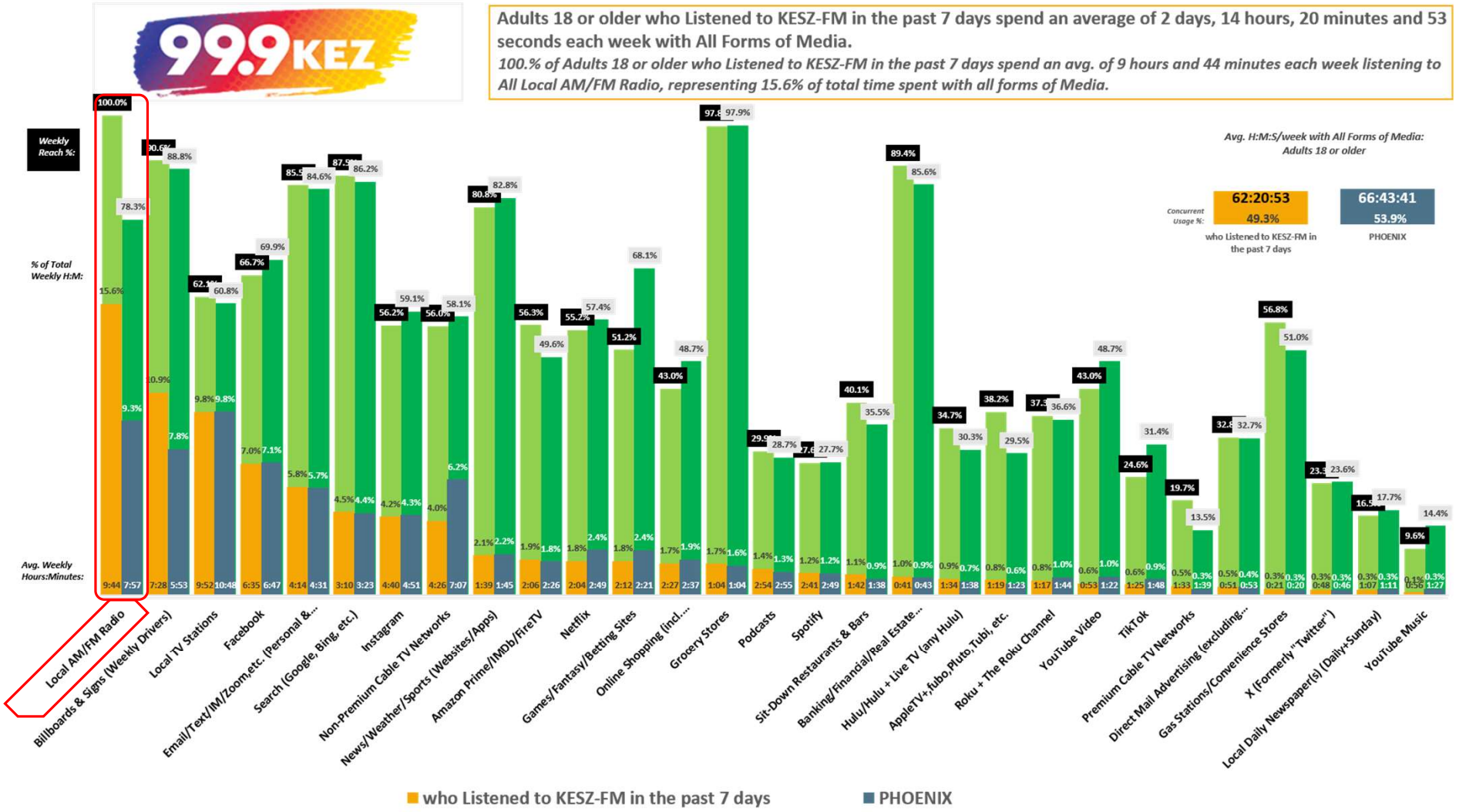


PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,941
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 948

All Graphs and soefa.ai Data Modeling Copyright © Hubbard | Media That Connects, LLC. All rights reserved.

Hubbard media that connects soefa.ai Share of Everything for Anything

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

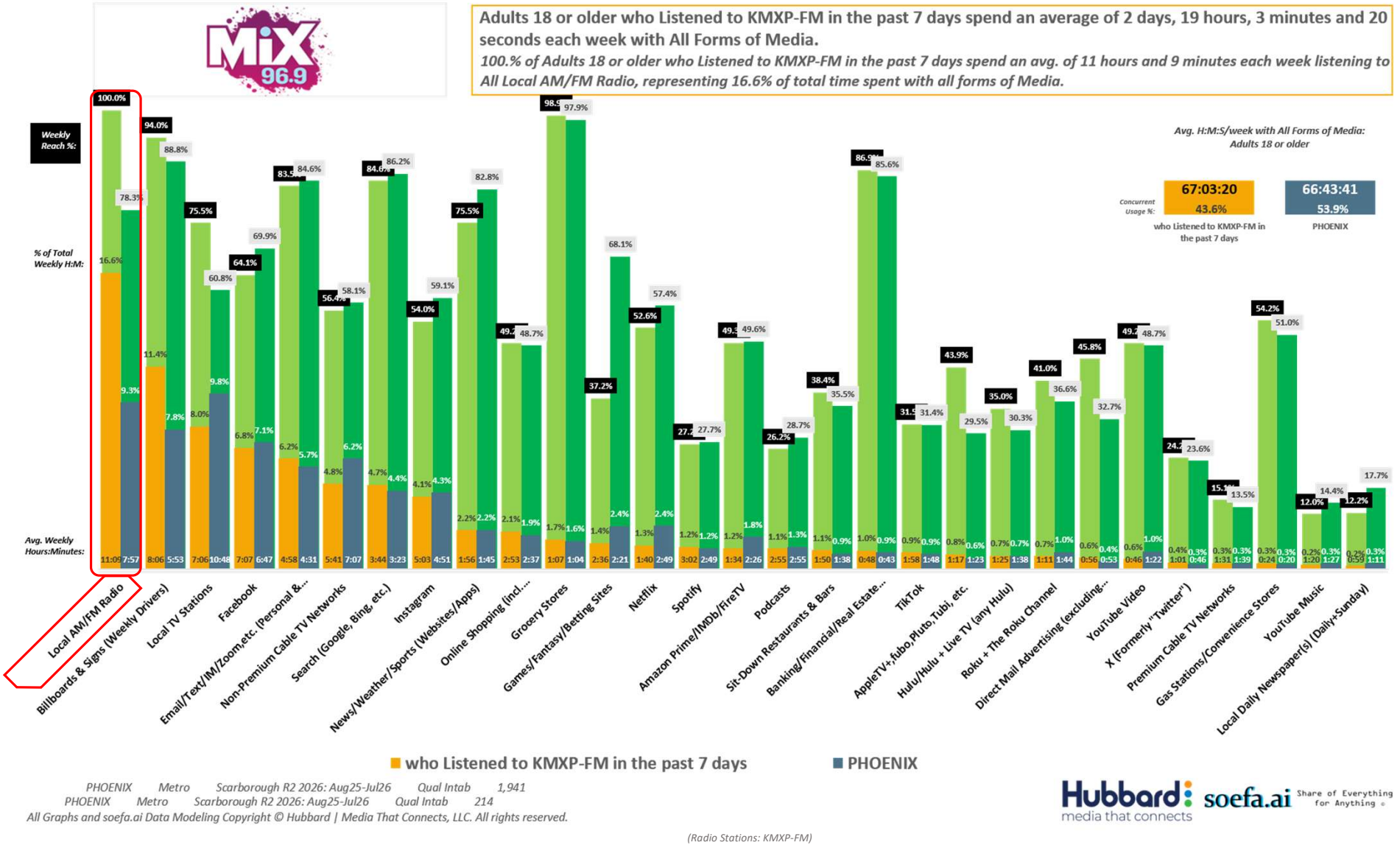


PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,941
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 436

All Graphs and soefa.ai Data Modeling Copyright © Hubbard | Media That Connects, LLC. All rights reserved.

Hubbard media that connects soefa.ai Share of Everything for Anything

(Radio Stations: KESZ-FM)



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,941
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 214

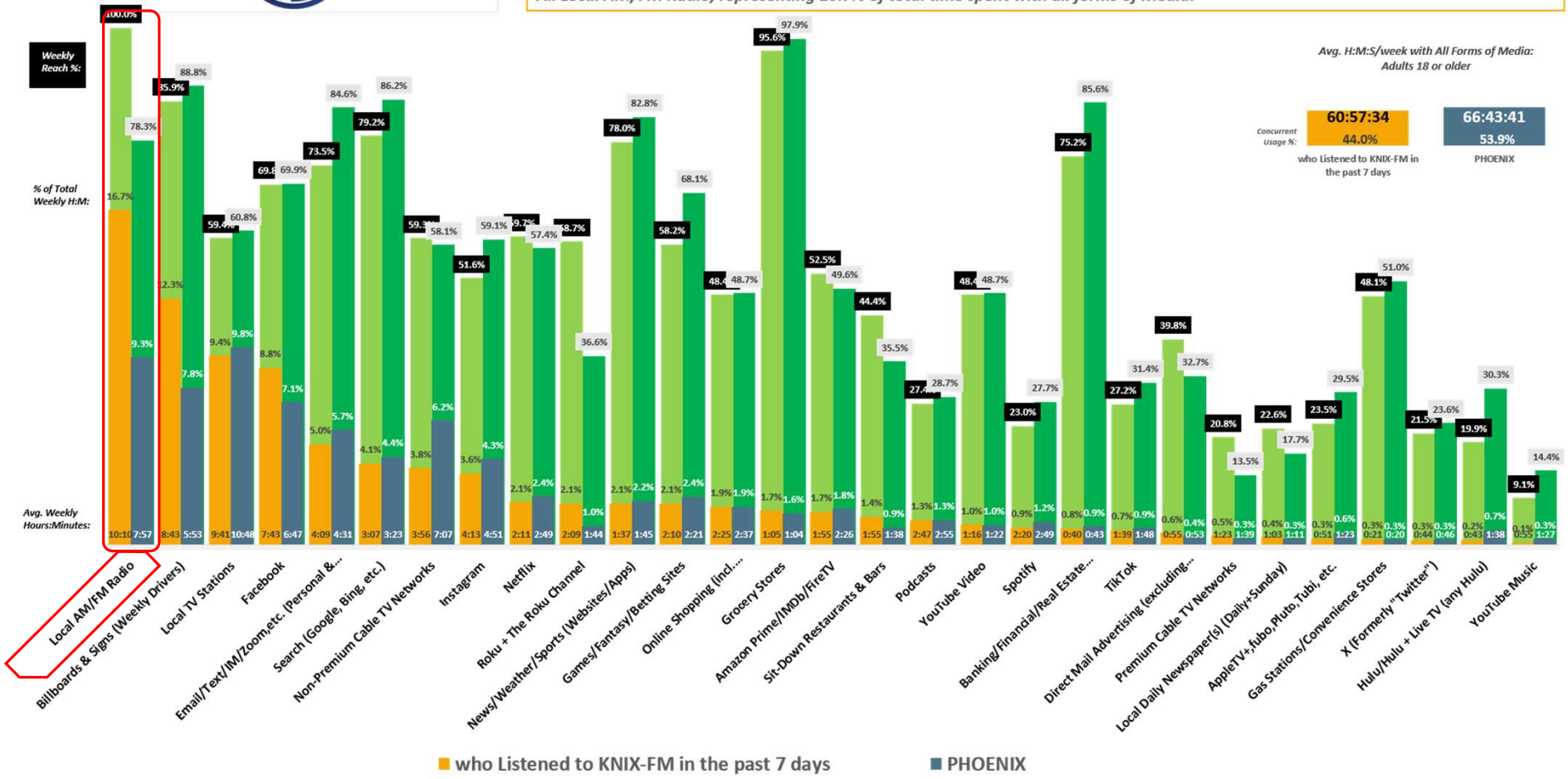
All Graphs and soefa.ai Data Modeling Copyright © Hubbard | Media That Connects, LLC. All rights reserved.

Hubbard media that connects soefa.ai Share of Everything for Anything

(Radio Stations: KMXP-FM)

Adults 18 or older who Listened to KNIX-FM in the past 7 days spend an average of 2 days, 12 hours, 57 minutes and 34 seconds each week with All Forms of Media.

100.% of Adults 18 or older who Listened to KNIX-FM in the past 7 days spend an avg. of 10 hours and 10 minutes each week listening to All Local AM/FM Radio, representing 16.7% of total time spent with all forms of Media.

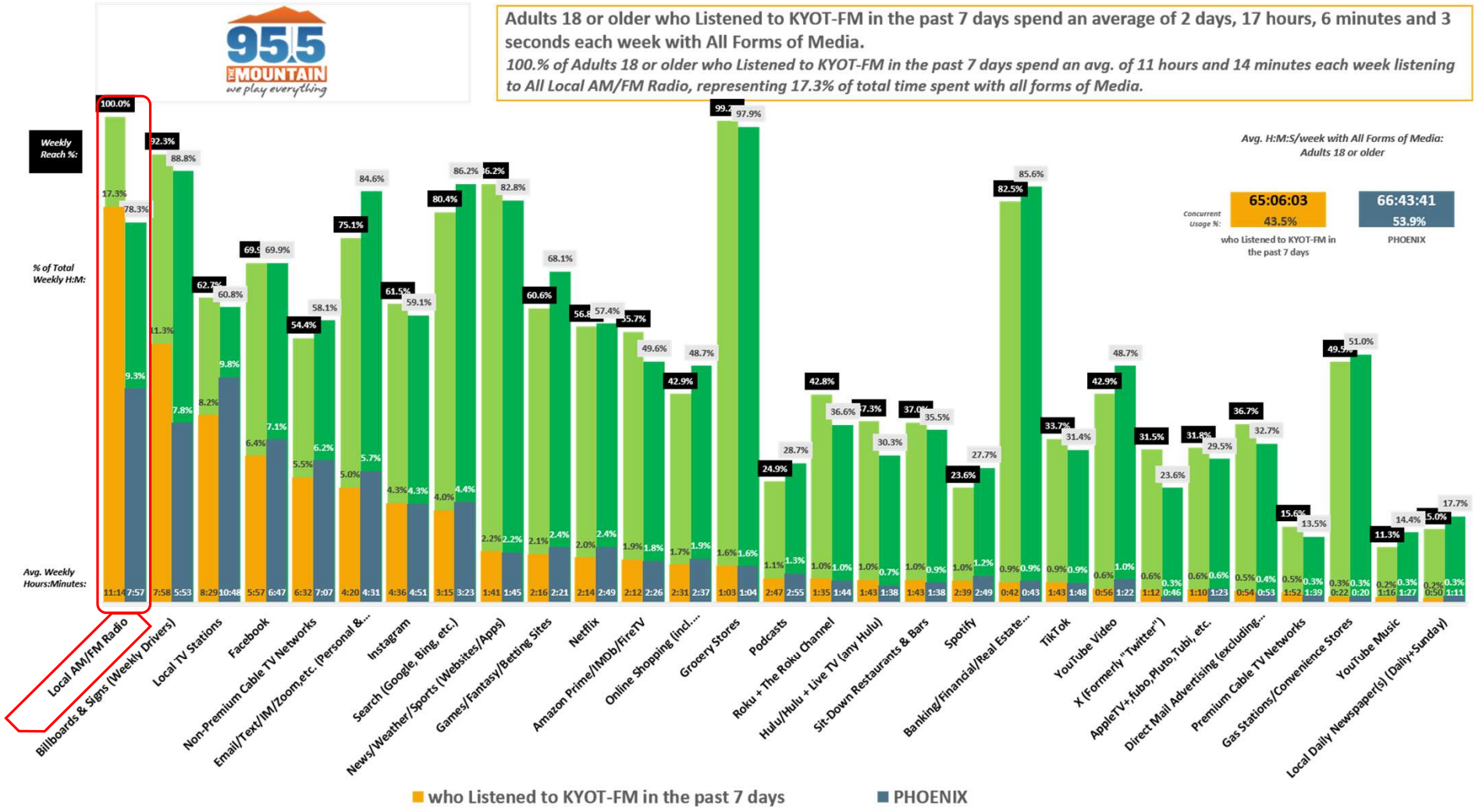


PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,941
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 221

All Graphs and soefa.ai Data Modeling Copyright © Hubbard | Media That Connects, LLC. All rights reserved.

Hubbard media that connects soefa.ai Share of Everything for Anything

(Radio Stations: KNIX-FM)



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,941
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 309

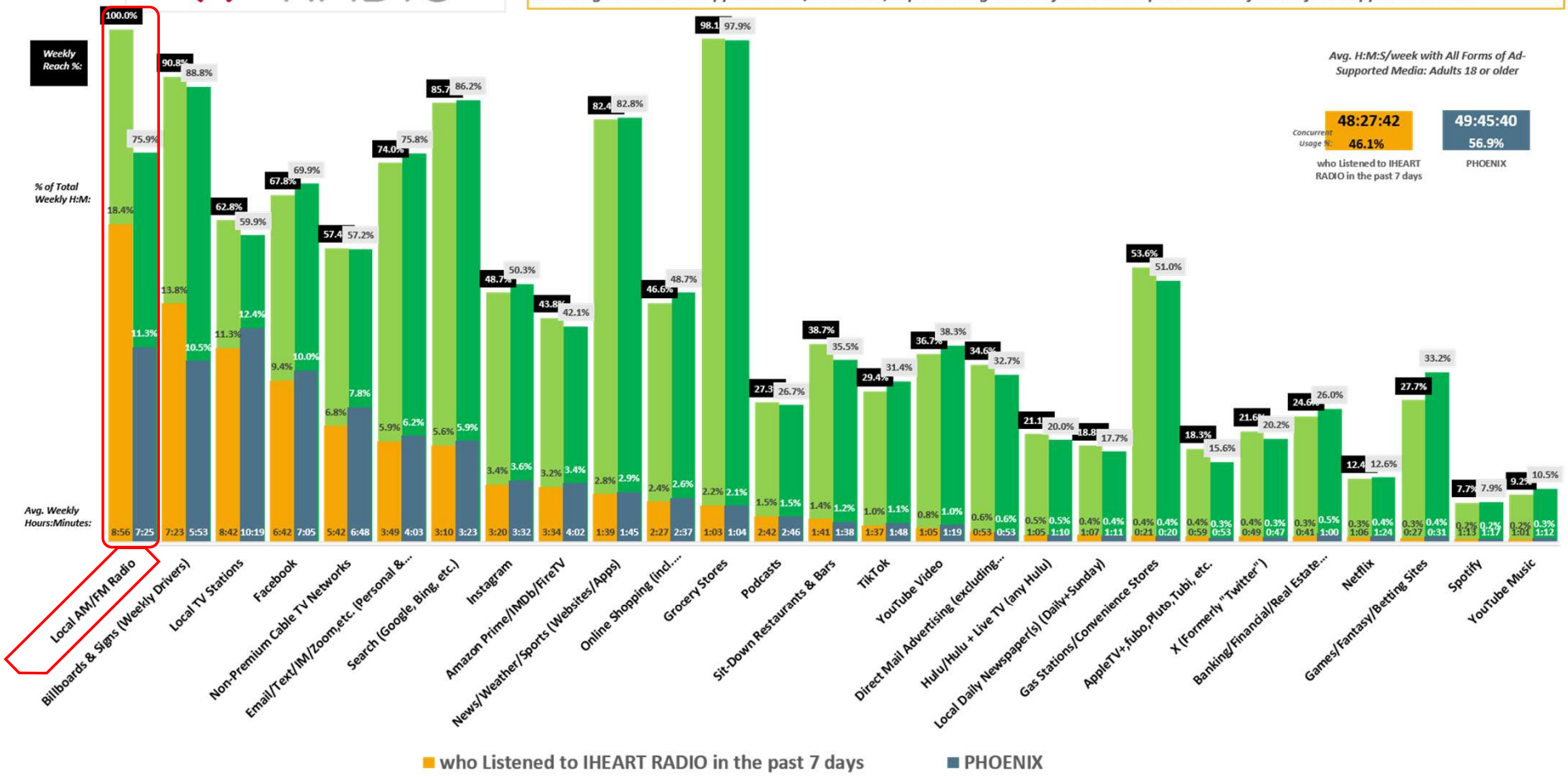
All Graphs and soefa.ai Data Modeling Copyright © Hubbard | Media That Connects, LLC. All rights reserved.

Hubbard media that connects soefa.ai Share of Everything for Anything

(Radio Stations: KYOT-FM)

Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an average of 2 days, 0 hours, 27 minutes and 42 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an avg. of 8 hours and 56 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 18.4% of total time spent with all forms of Ad-Supported Media.

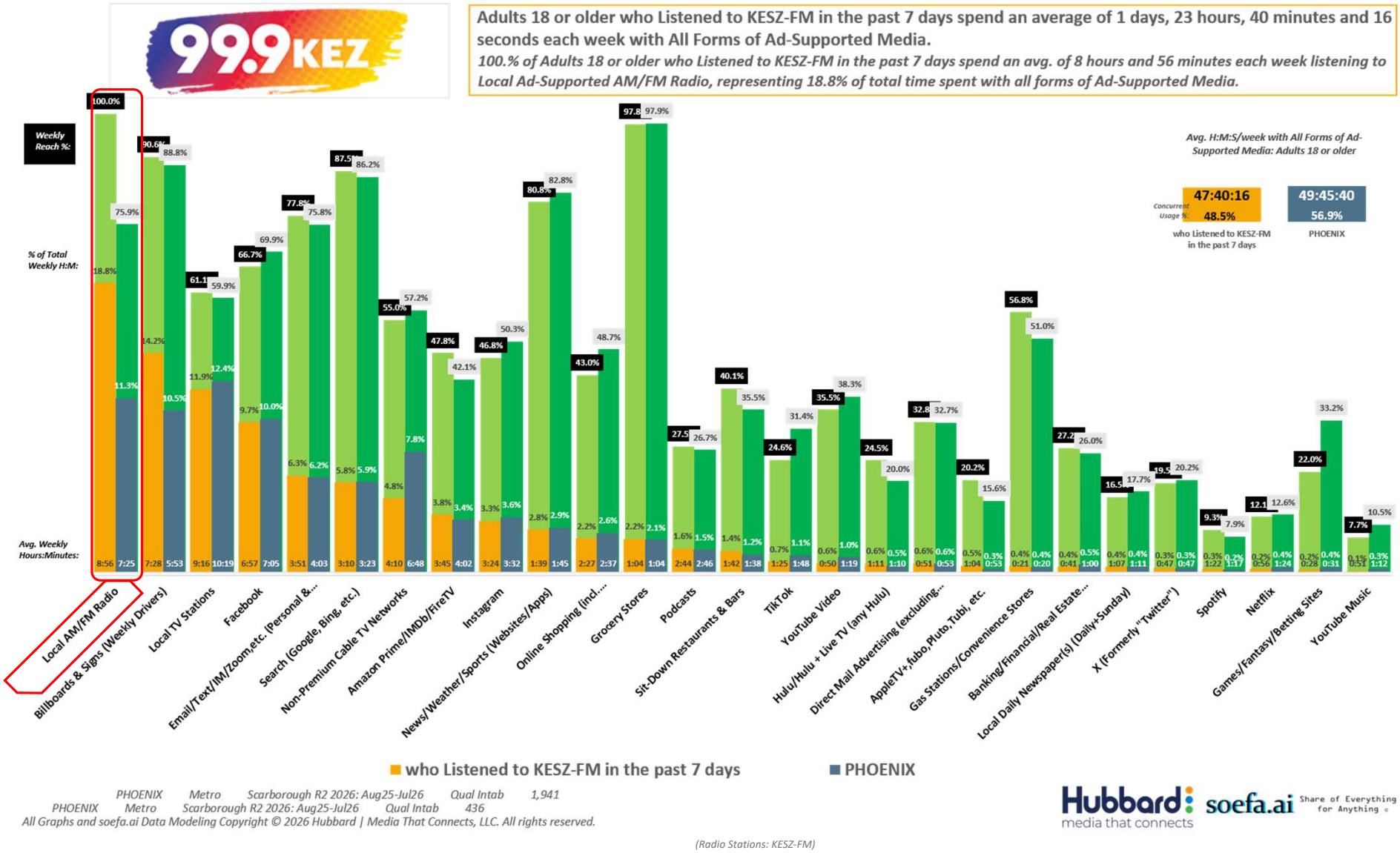


PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,941
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 948

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

Hubbard media that connects soefa.ai Share of Everything for Anything

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



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,941
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 436

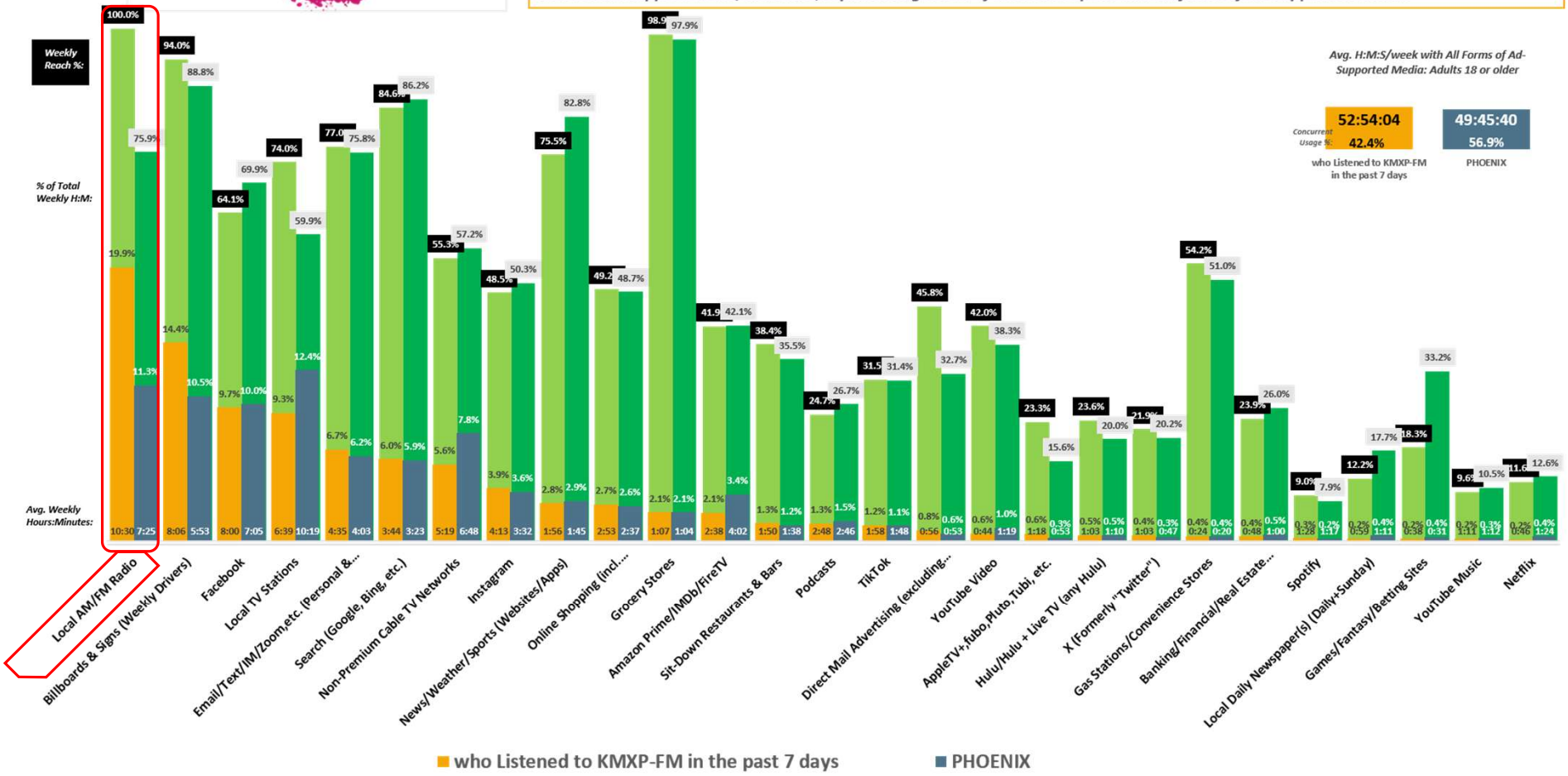
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

Hubbard media that connects soefa.ai Share of Everything for Anything

(Radio Stations: KESZ-FM)

Adults 18 or older who Listened to KMXP-FM in the past 7 days spend an average of 2 days, 4 hours, 54 minutes and 4 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who Listened to KMXP-FM in the past 7 days spend an avg. of 10 hours and 30 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 19.9% of total time spent with all forms of Ad-Supported Media.



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,941
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 214

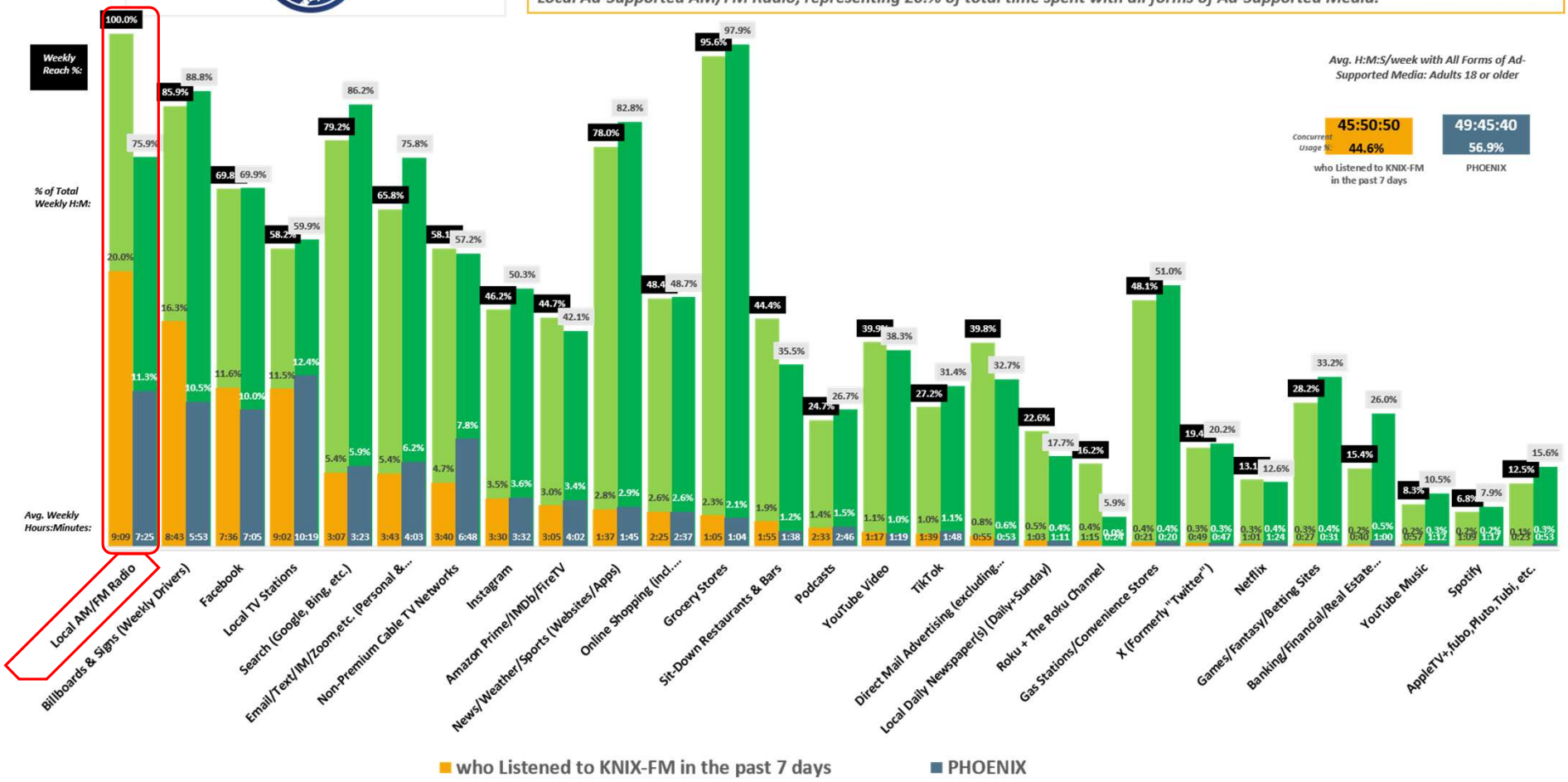
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

Hubbard media that connects soefa.ai Share of Everything for Anything

(Radio Stations: KMXP-FM)

Adults 18 or older who Listened to KNIX-FM in the past 7 days spend an average of 1 days, 21 hours, 50 minutes and 50 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who Listened to KNIX-FM in the past 7 days spend an avg. of 9 hours and 9 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 20.% of total time spent with all forms of Ad-Supported Media.

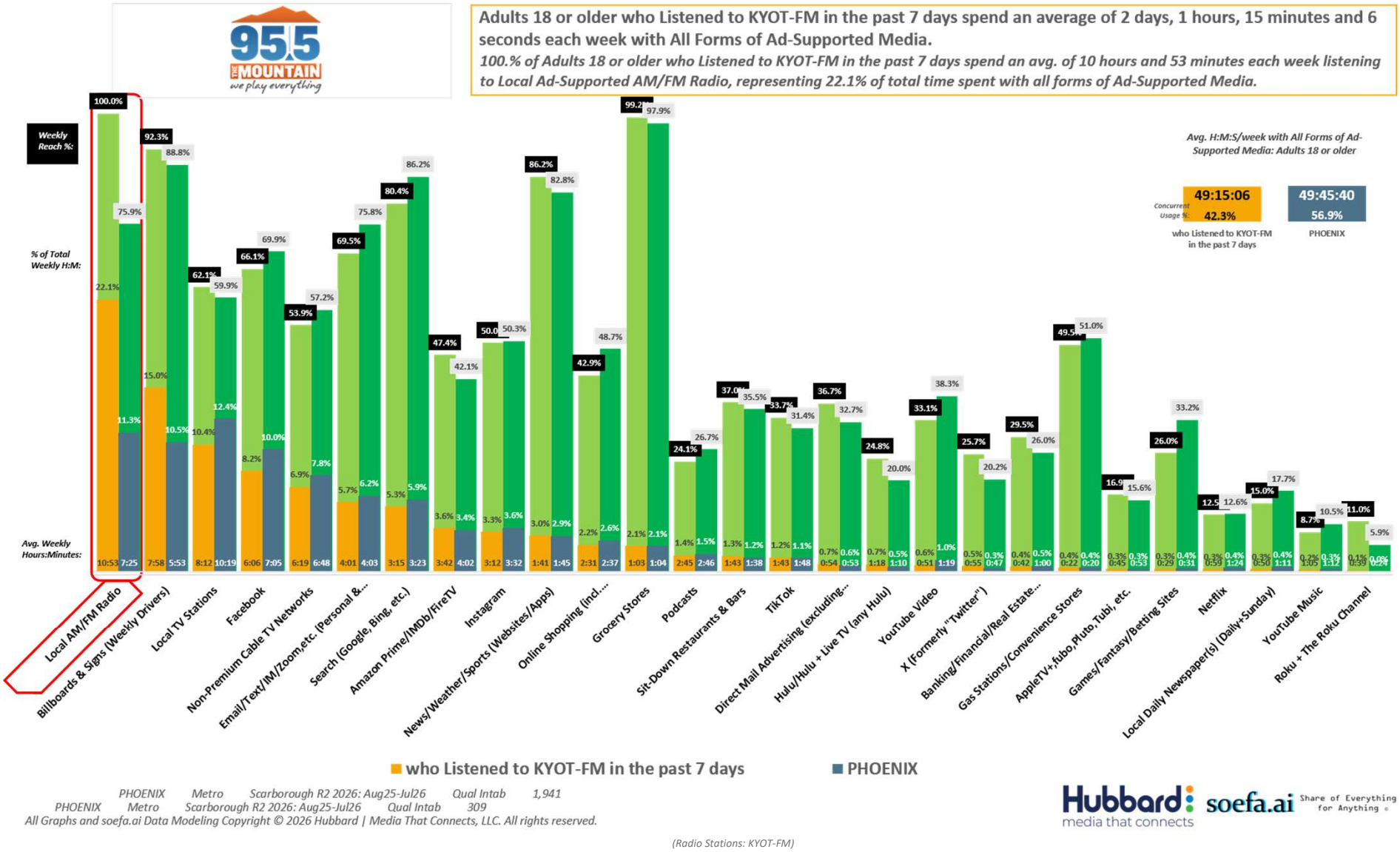


PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,941
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 221

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

Hubbard media that connects soefa.ai Share of Everything for Anything

(Radio Stations: KNIX-FM)



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,941
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 309

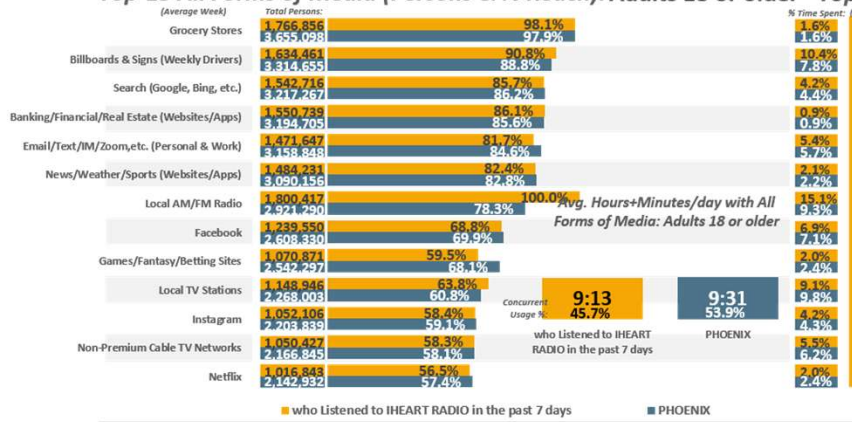
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

Hubbard media that connects soefa.ai Share of Everything for Anything

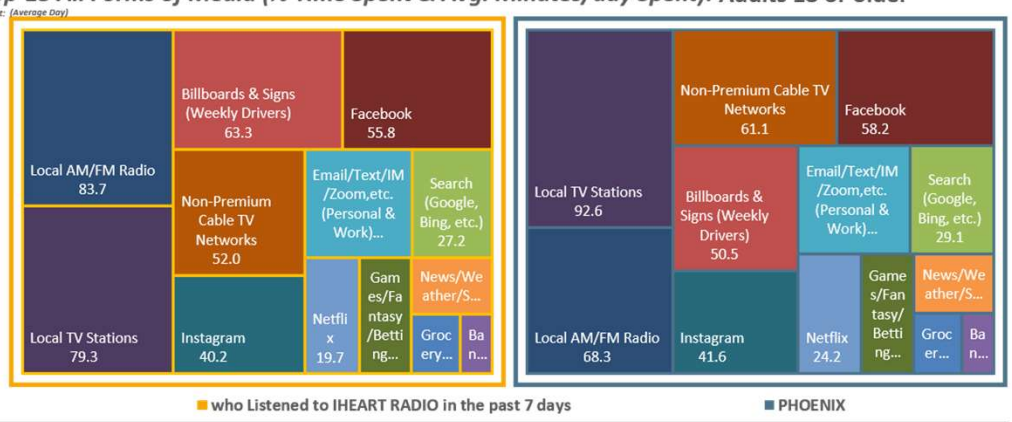
(Radio Stations: KYOT-FM)

Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an average of 6 hours and 55 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 76.6 minutes/day. *(Local Radio delivers 18.4% of Time with Ad-Supported Media.)*

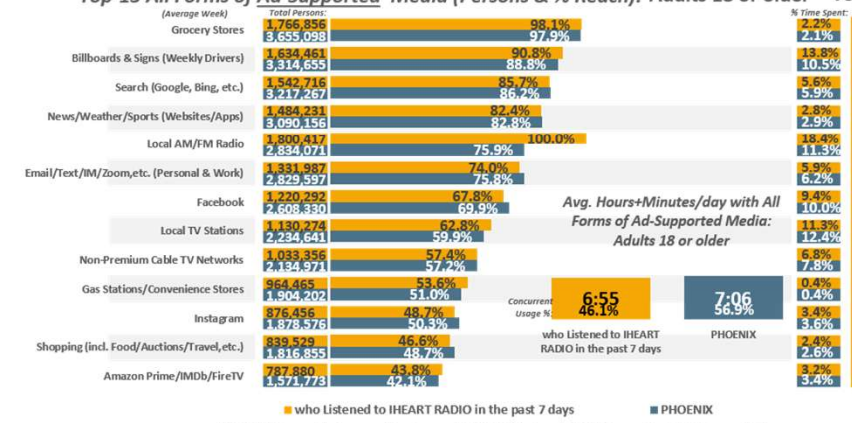
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



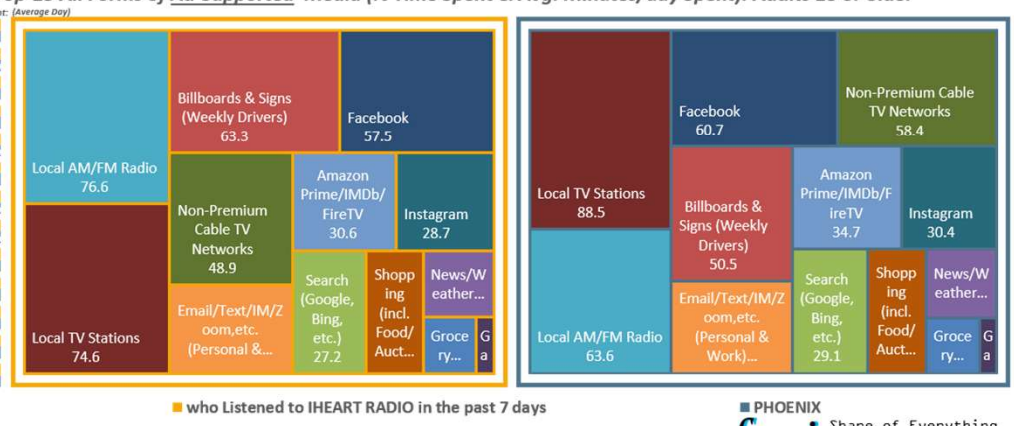
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 948

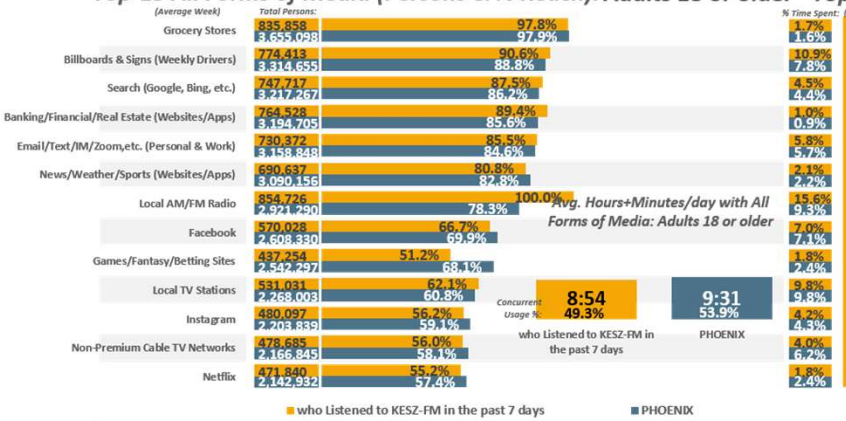
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ®

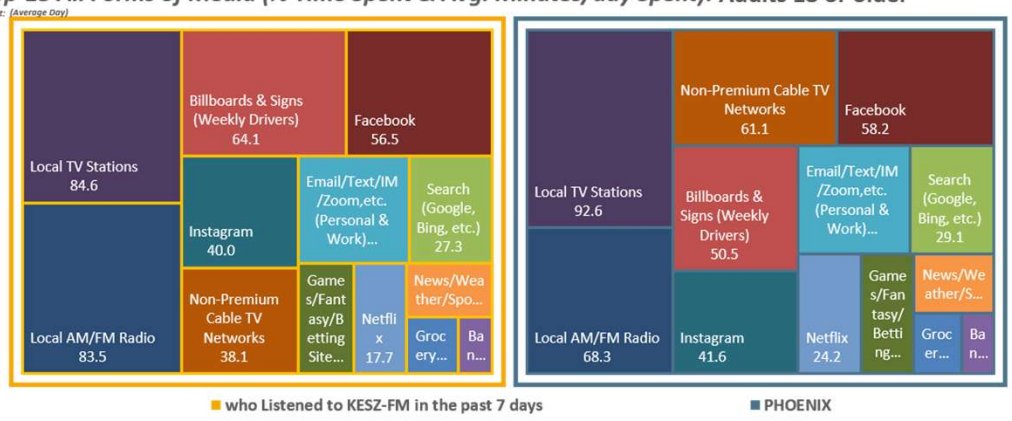
(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)

Adults 18 or older who Listened to KESZ-FM in the past 7 days spend an average of 6 hours and 48 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 76.6 minutes/day. *(Local Radio delivers 18.8% of Time with Ad-Supported Media.)*

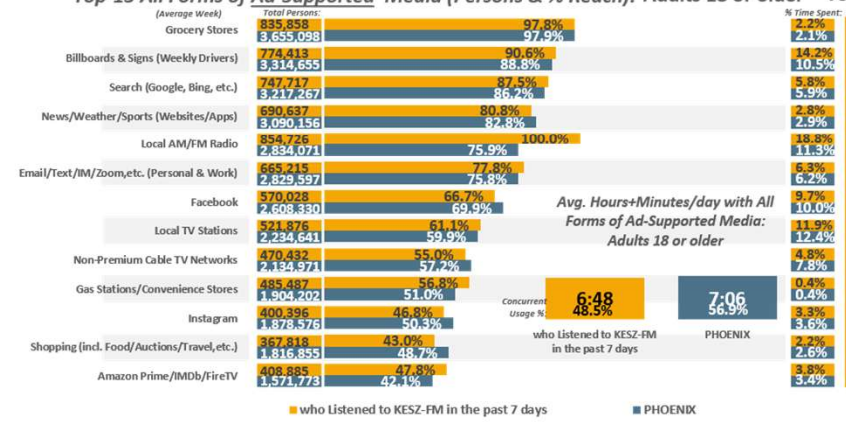
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



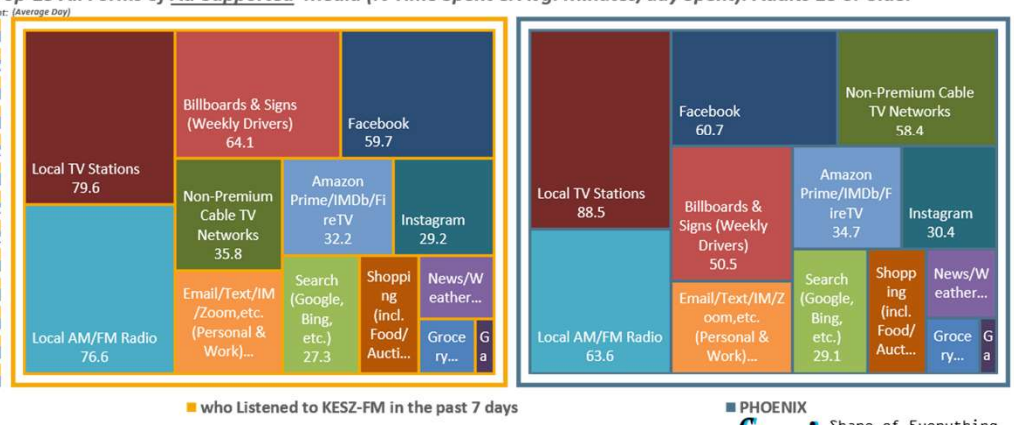
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2026: Aug25-Jul26 Qual Intab 436

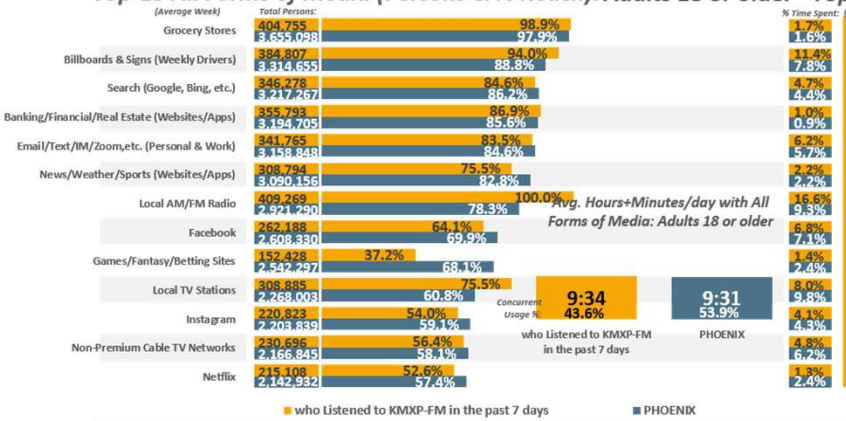
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ®

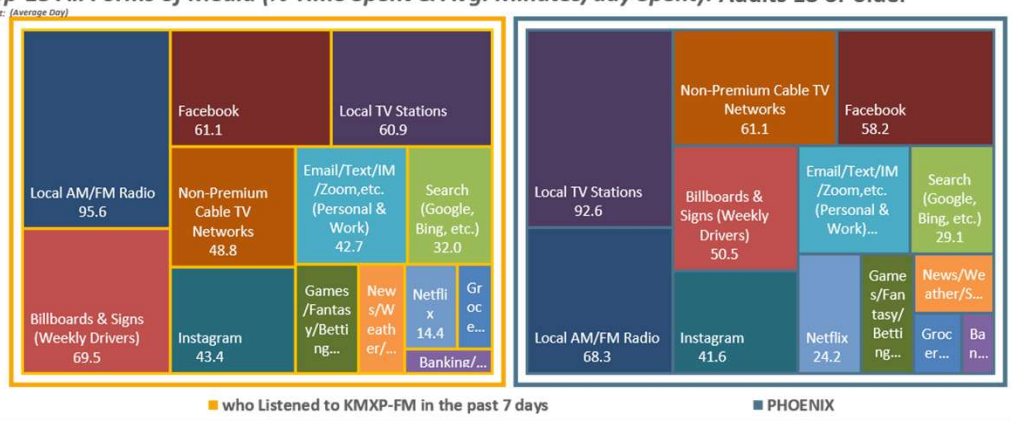
(Radio Stations: KESZ-FM)

Adults 18 or older who Listened to KMXP-FM in the past 7 days spend an average of 7 hours and 33 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 90.1 minutes/day. *(Local Radio delivers 19.9% of Time with Ad-Supported Media.)*

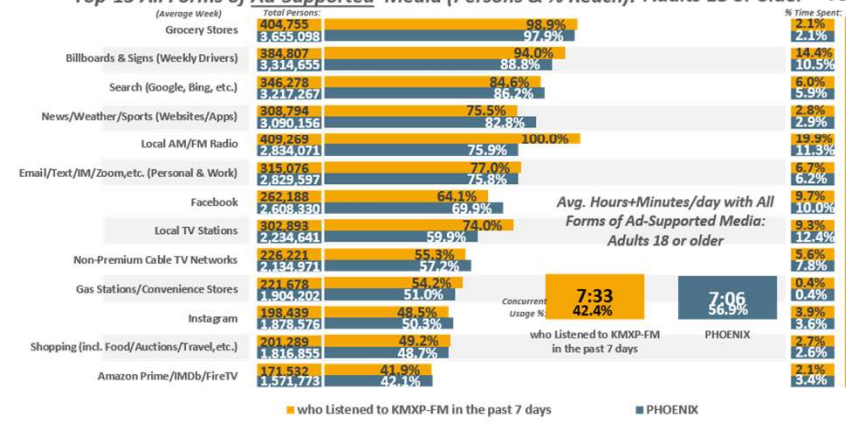
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



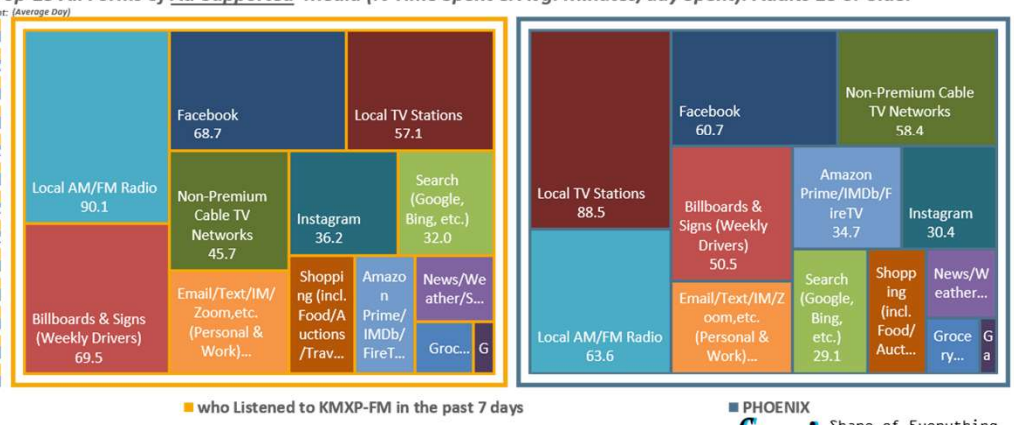
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 214

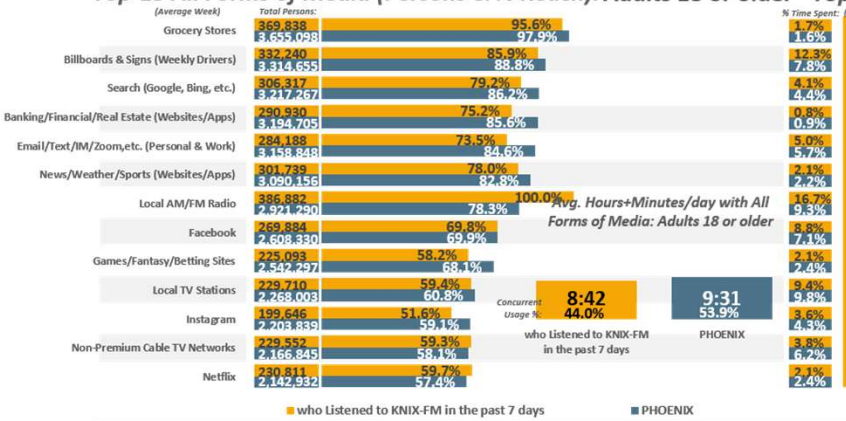
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ®

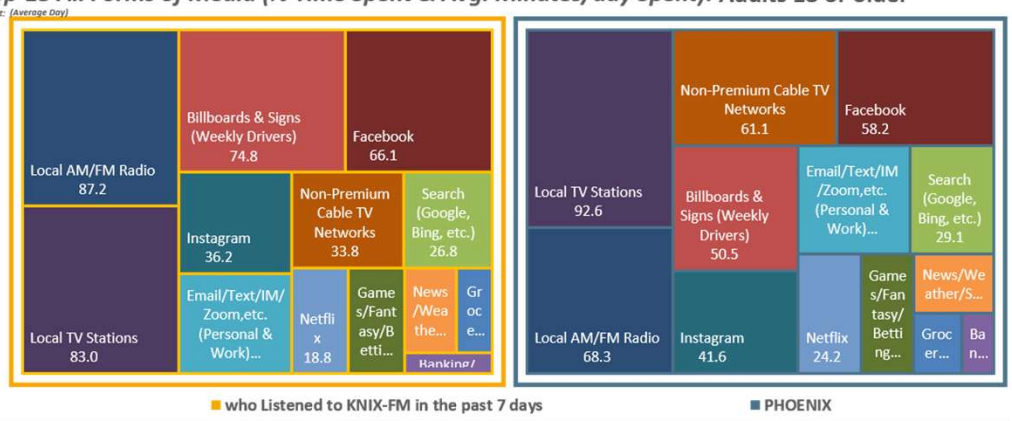
(Radio Stations: KMXP-FM)

Adults 18 or older who Listened to KNIX-FM in the past 7 days spend an average of 6 hours and 32 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 78.6 minutes/day. *(Local Radio delivers 20.% of Time with Ad-Supported Media.)*

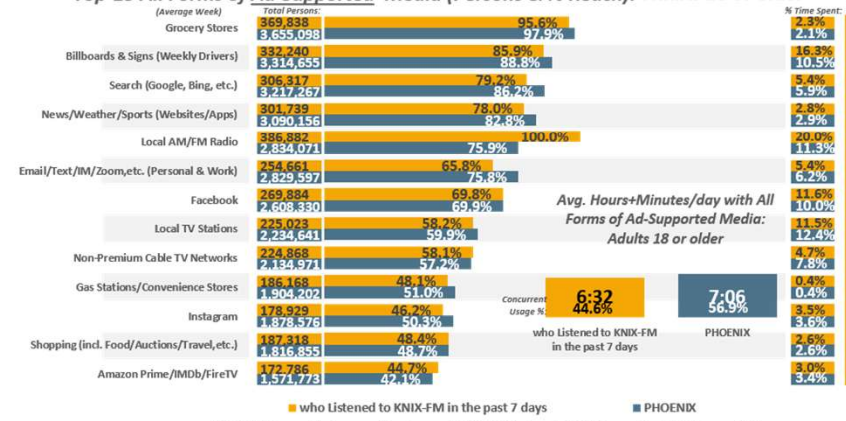
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



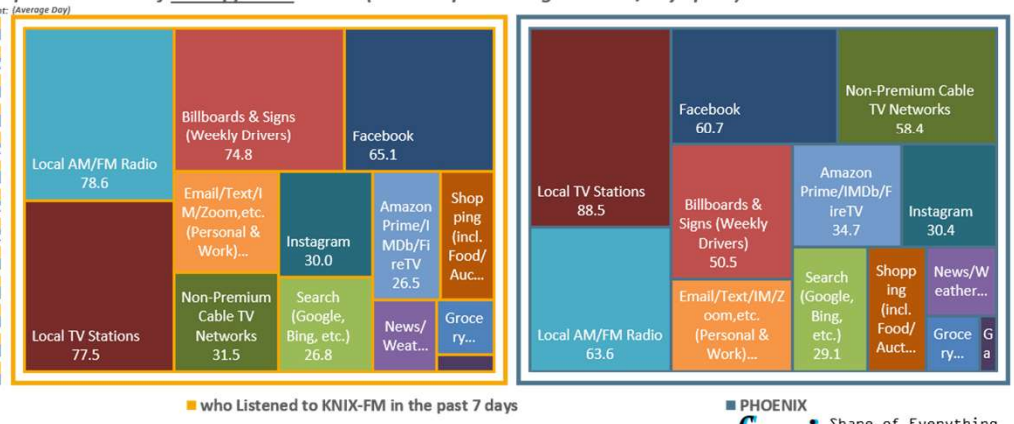
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2026: Aug25-Jul26 Qual Intab 221

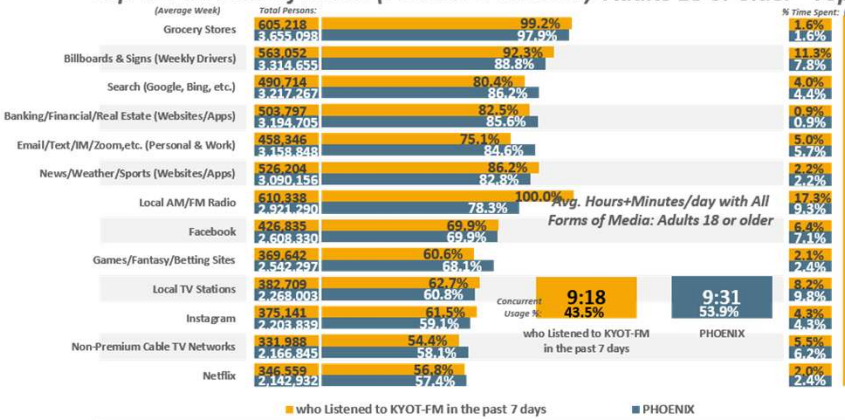
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ®

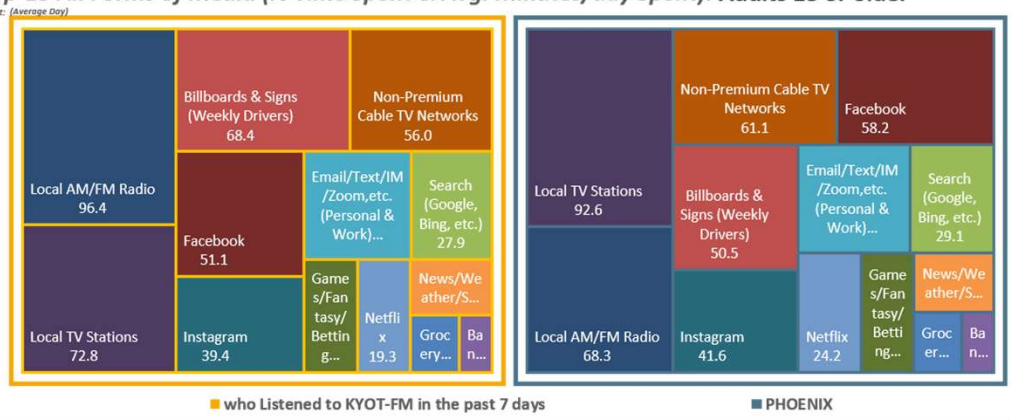
(Radio Stations: KNIX-FM)

Adults 18 or older who Listened to KYOT-FM in the past 7 days spend an average of 7 hours and 2 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 93.3 minutes/day. *(Local Radio delivers 22.1% of Time with Ad-Supported Media.)*

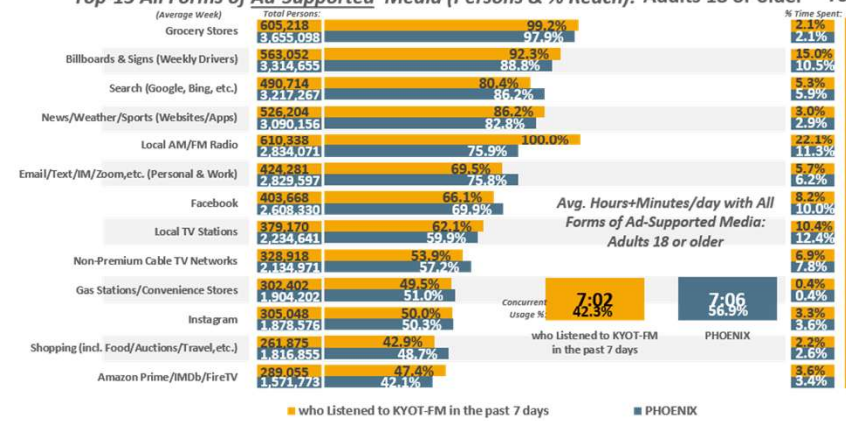
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



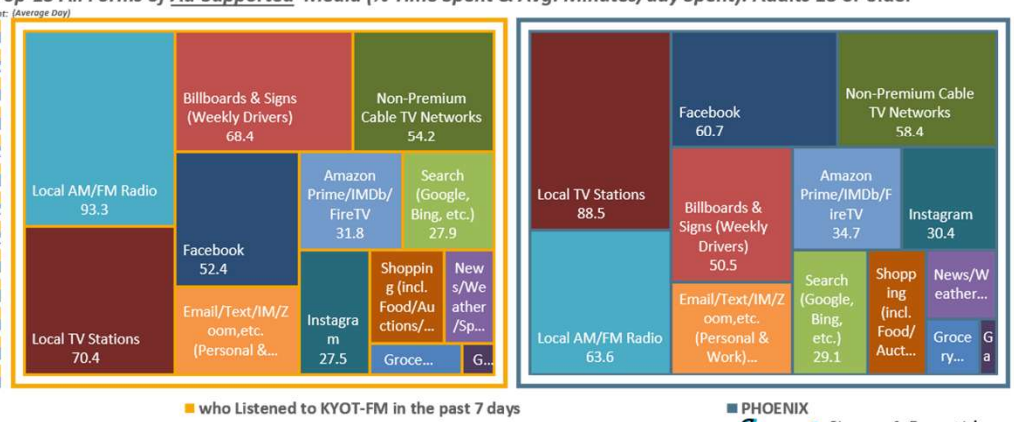
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 309

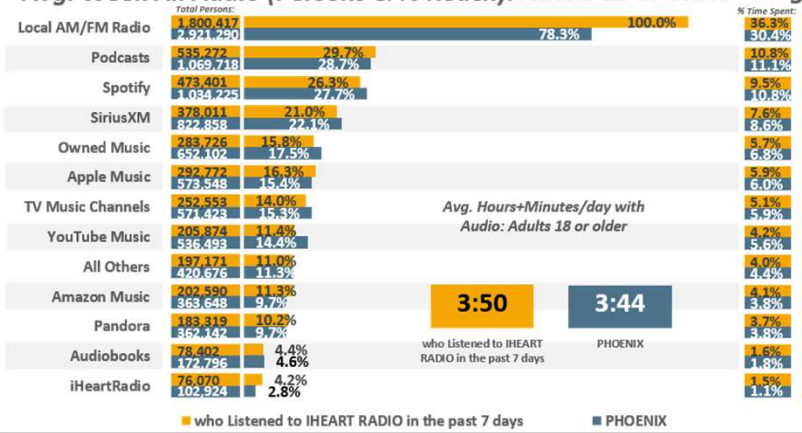
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ®

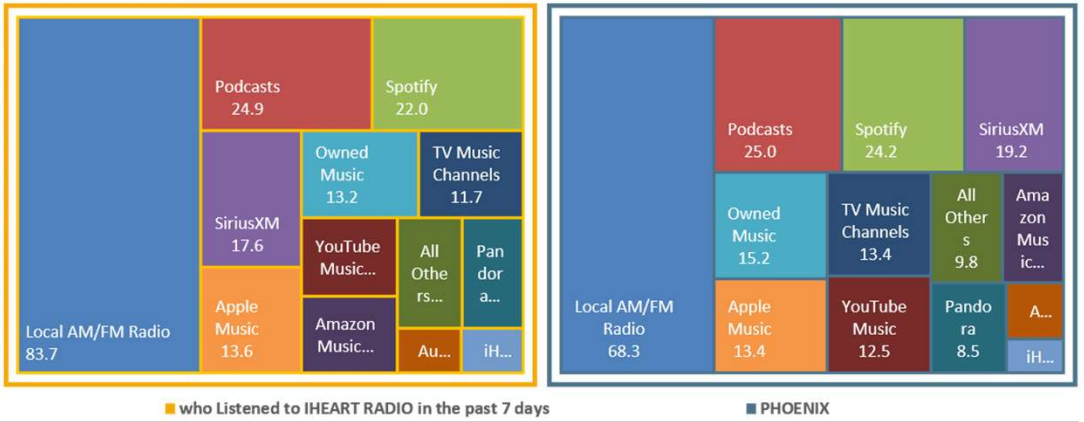
(Radio Stations: KYOT-FM)

1,800,417 or 100.% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 76.6 minutes every day representing 48.5% of all time spent daily with Ad-Supported Audio.

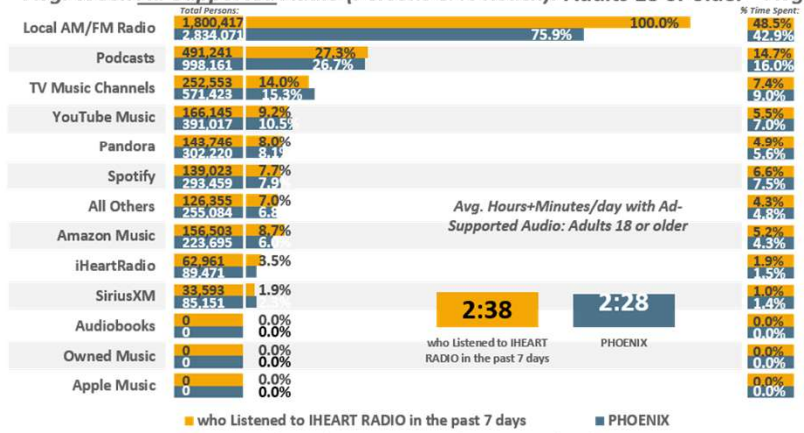
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



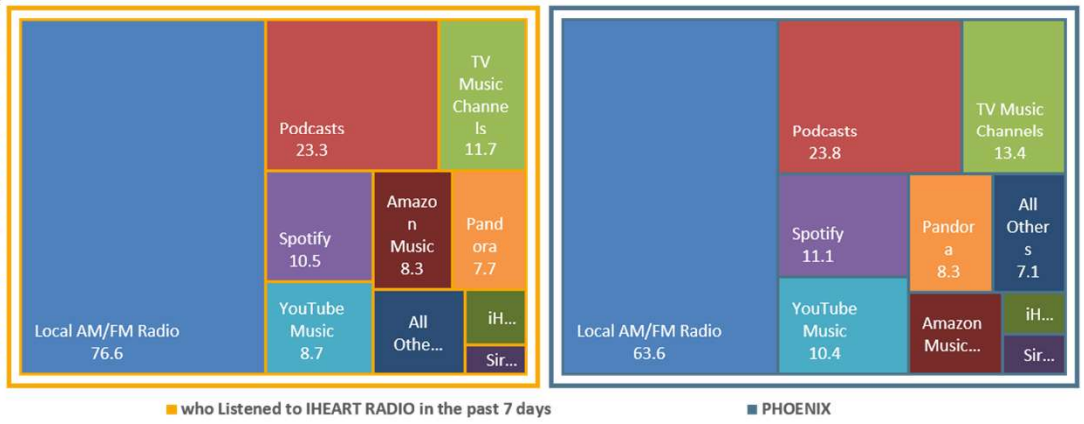
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2026: Aug25-Jul26 Qual Intab 948

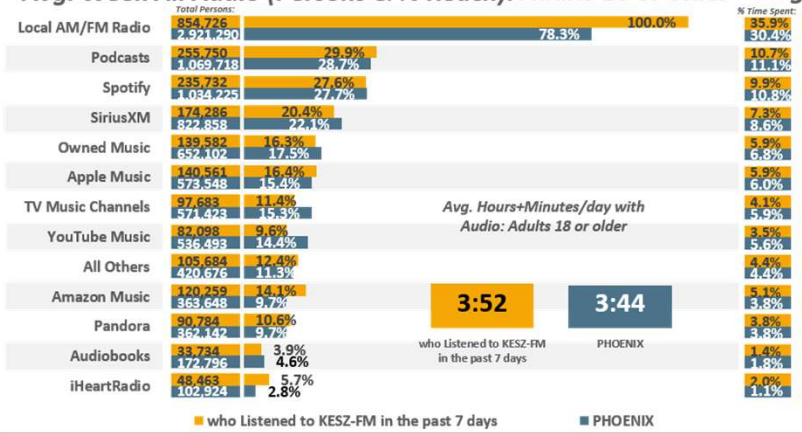
All Graphs and soefa.ai Data Modeling Copyright © Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything

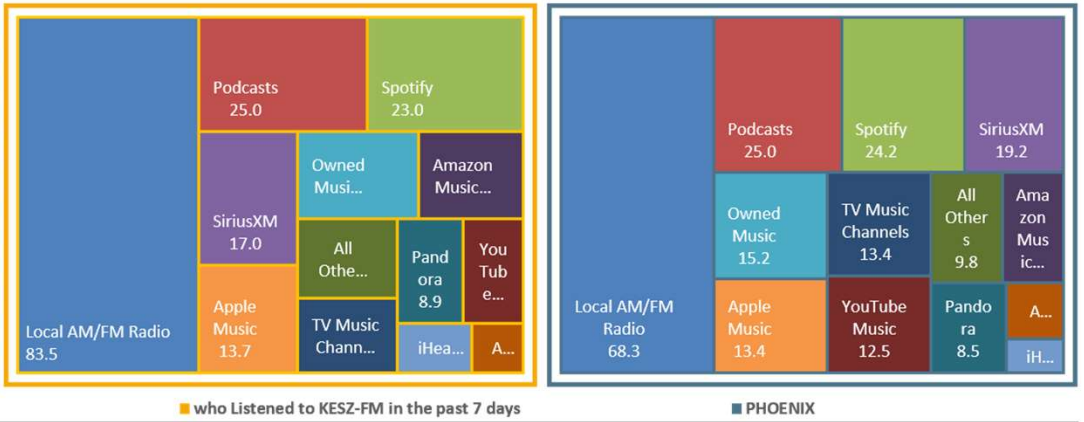
(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)

854,726 or 100.% of Adults 18 or older who Listened to KESZ-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 76.6 minutes every day representing 48.% of all time spent daily with Ad-Supported Audio.

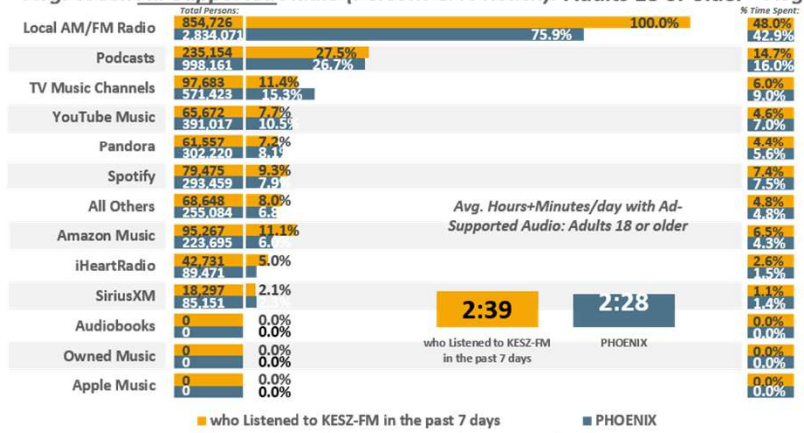
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



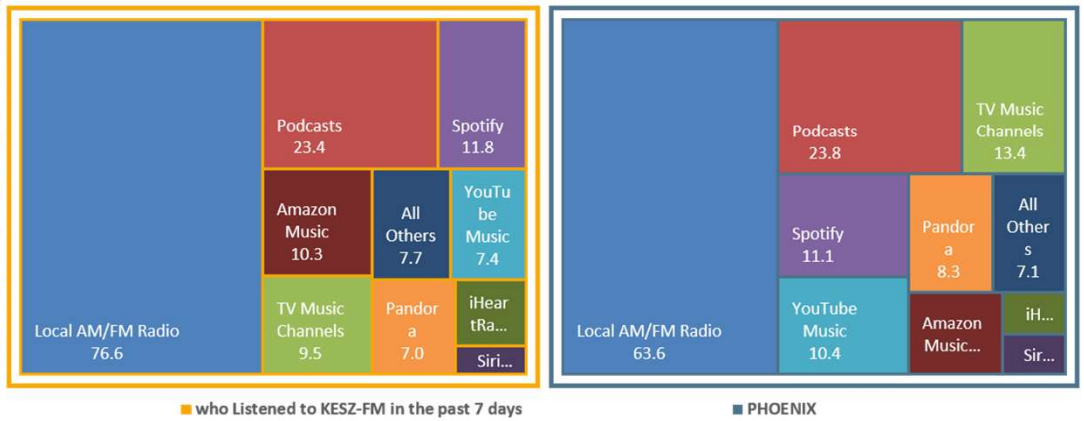
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2026: Aug25-Jul26 Qual Intab 436

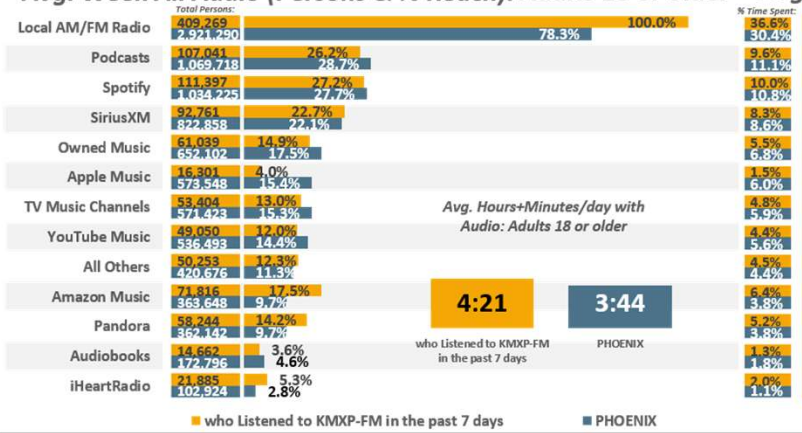
All Graphs and soefa.ai Data Modeling Copyright © Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything

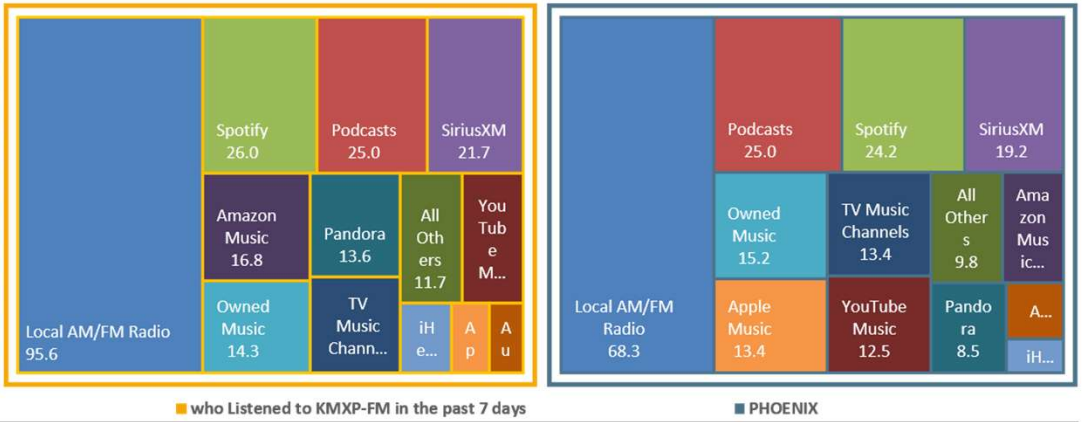
(Radio Stations: KESZ-FM)

409,269 or 100.% of Adults 18 or older who Listened to KMXP-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 90.1 minutes every day representing 48.3% of all time spent daily with Ad-Supported Audio.

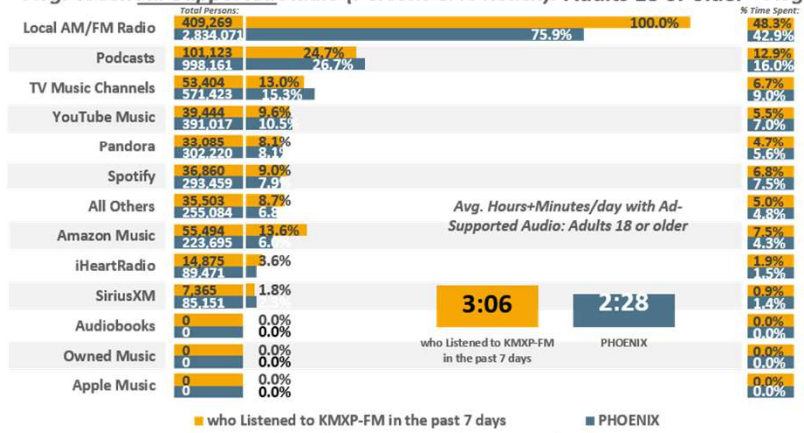
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



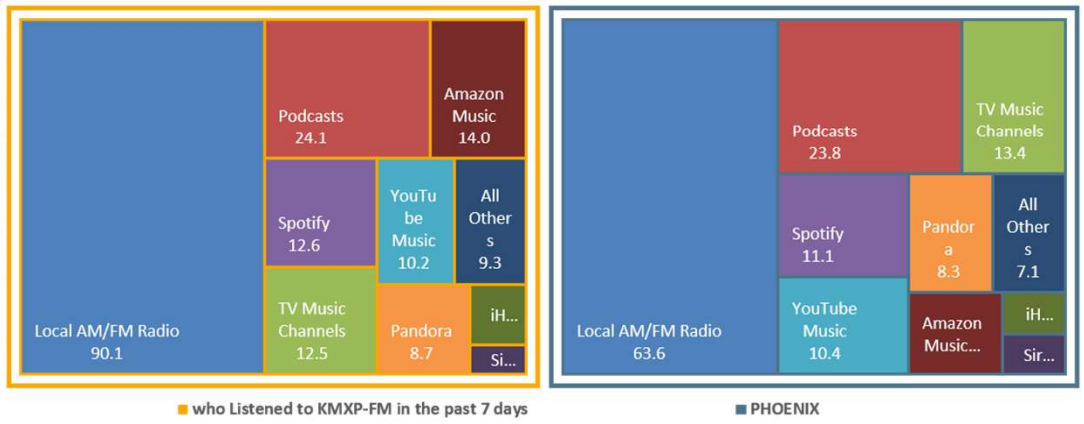
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 214

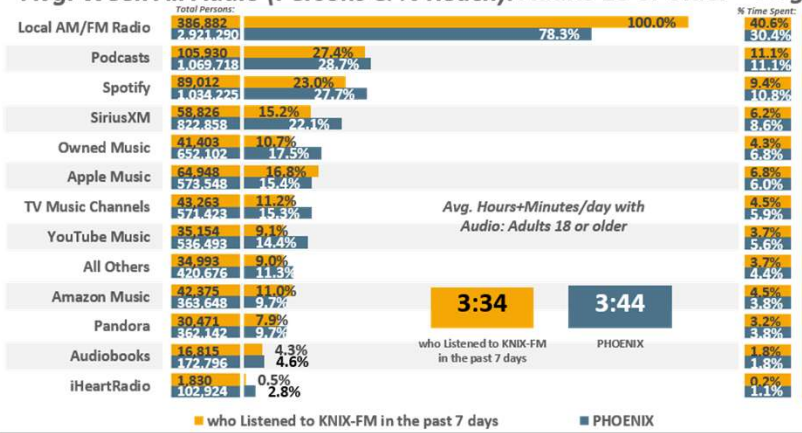
All Graphs and soefa.ai Data Modeling Copyright © Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything

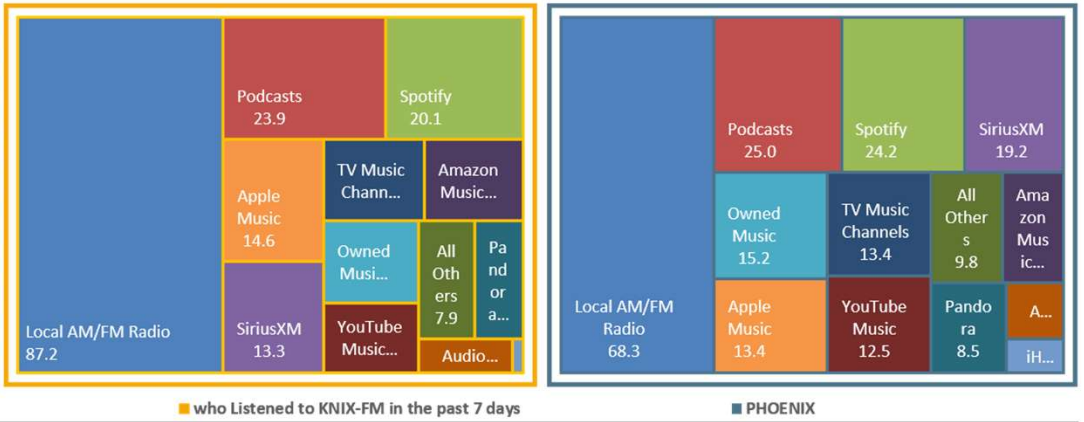
(Radio Stations: KMXP-FM)

386,882 or 100.% of Adults 18 or older who Listened to KNIX-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 78.6 minutes every day representing 51.6% of all time spent daily with Ad-Supported Audio.

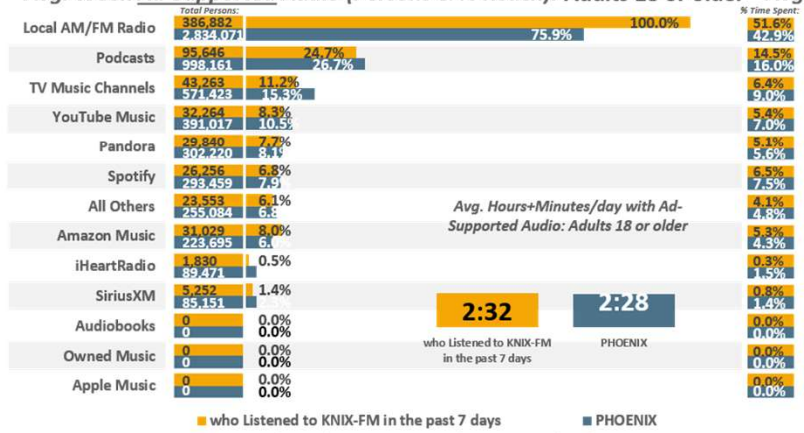
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



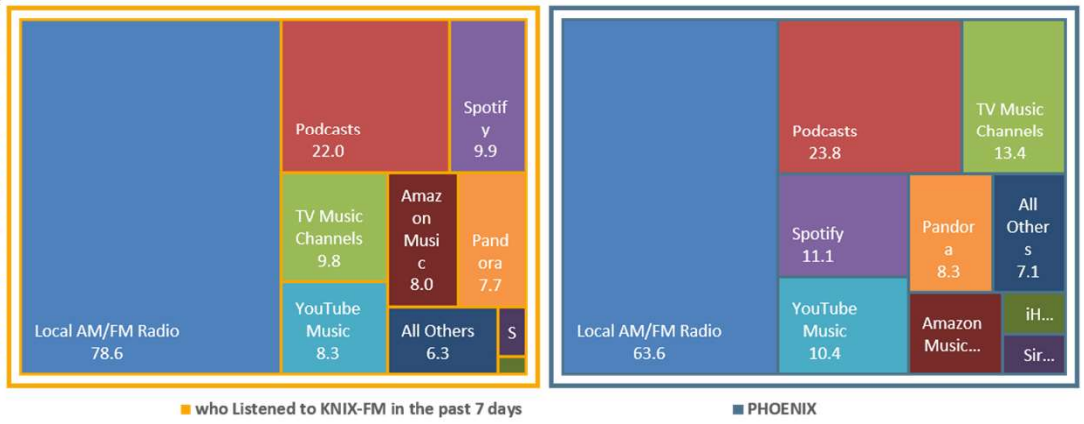
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2026: Aug25-Jul26 Qual Intab 221

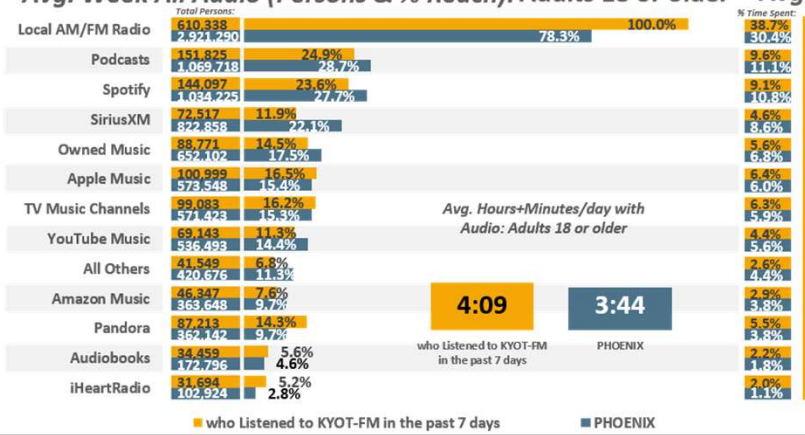
All Graphs and soefa.ai Data Modeling Copyright © Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything

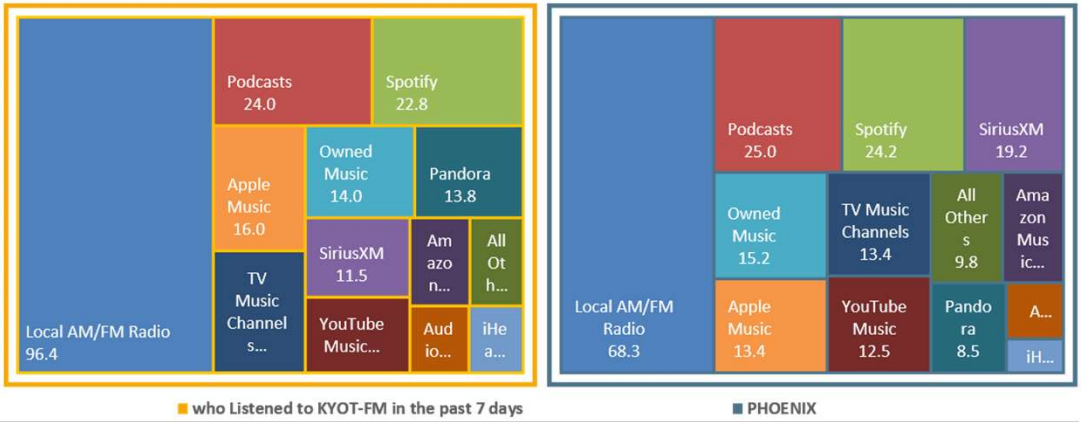
(Radio Stations: KNIX-FM)

610,338 or 100.% of Adults 18 or older who Listened to KYOT-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 93.3 minutes every day representing 52.6% of all time spent daily with Ad-Supported Audio.

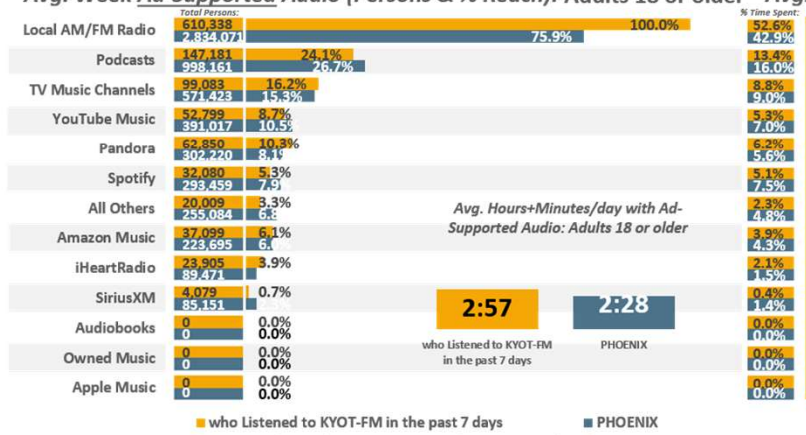
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



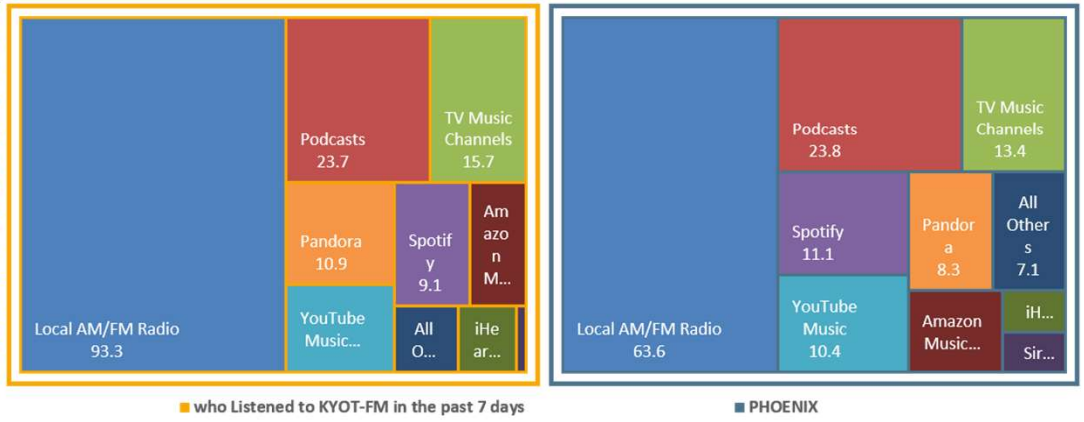
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



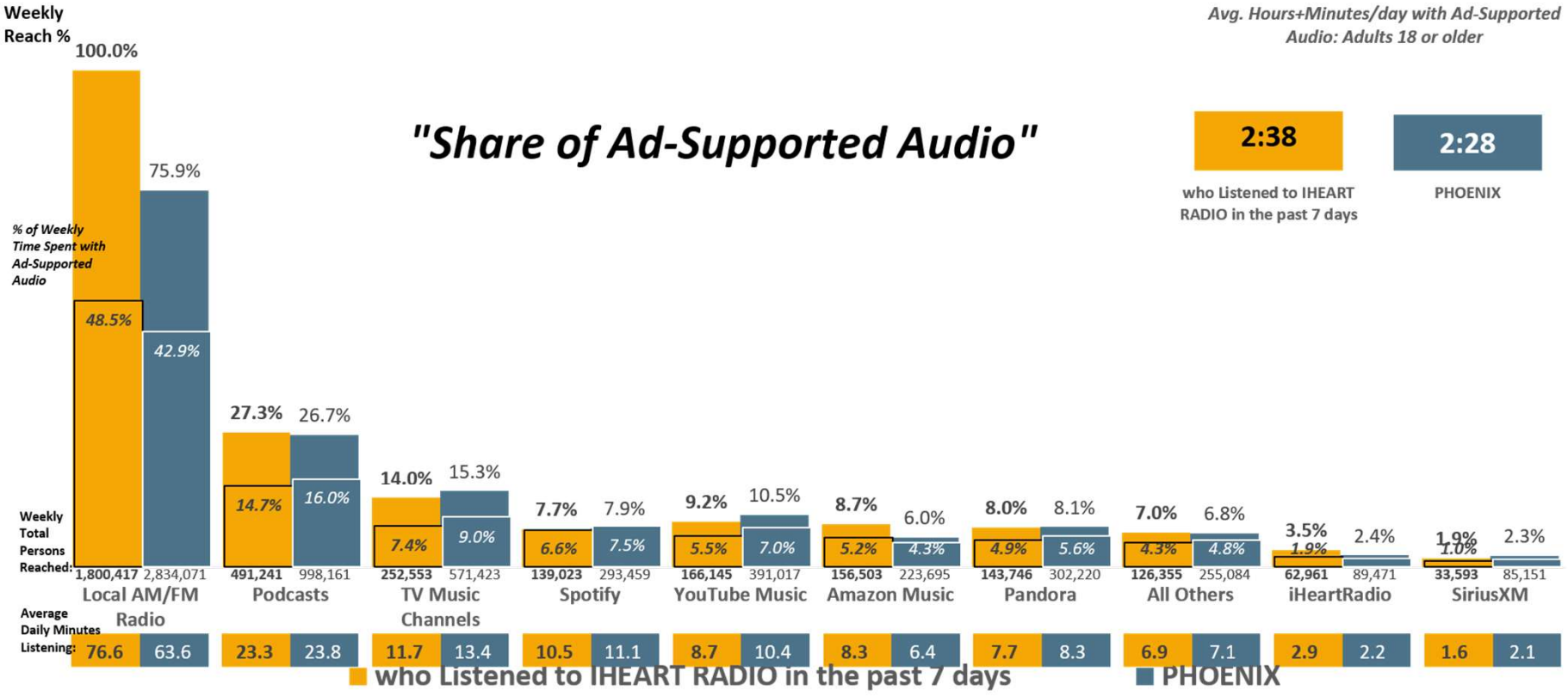
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 309

All Graphs and soefa.ai Data Modeling Copyright © Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything

(Radio Stations: KYOT-FM)

1,800,417 or 100.% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 76.6 minutes every day representing 48.5% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	TV Music Channels	Spotify	YouTube Music	Amazon Music	Pandora	All Others	iHeartRadio	SiriusXM
Weekly Reach %	100.0%	27.3%	14.0%	7.7%	9.2%	8.7%	8.0%	7.0%	3.5%	1.9%
PHOENIX Weekly Reach %	75.9%	26.7%	15.3%	7.9%	10.5%	6.0%	8.1%	6.8%	2.4%	2.3%
% of Weekly Time Spent with Ad-Supported Audio	48.5%	14.7%	7.4%	6.6%	5.5%	5.2%	4.9%	4.3%	1.9%	1.0%
PHOENIX % of Weekly Time Spent with Ad-Supported Audio	42.9%	16.0%	9.0%	7.5%	7.0%	4.3%	5.6%	4.8%		
Weekly Total Persons Reached:	1,800,417	491,241	252,553	139,023	166,145	156,503	143,746	126,355	62,961	33,593
PHOENIX Weekly Total Persons Reached:	2,834,071	998,161	571,423	293,459	391,017	223,695	302,220	255,084	89,471	85,151
Average Daily Minutes Listening:	76.6	23.3	11.7	10.5	8.7	8.3	7.7	6.9	2.9	1.6
PHOENIX Average Daily Minutes Listening:	63.6	23.8	13.4	11.1	10.4	6.4	8.3	7.1	2.2	2.1

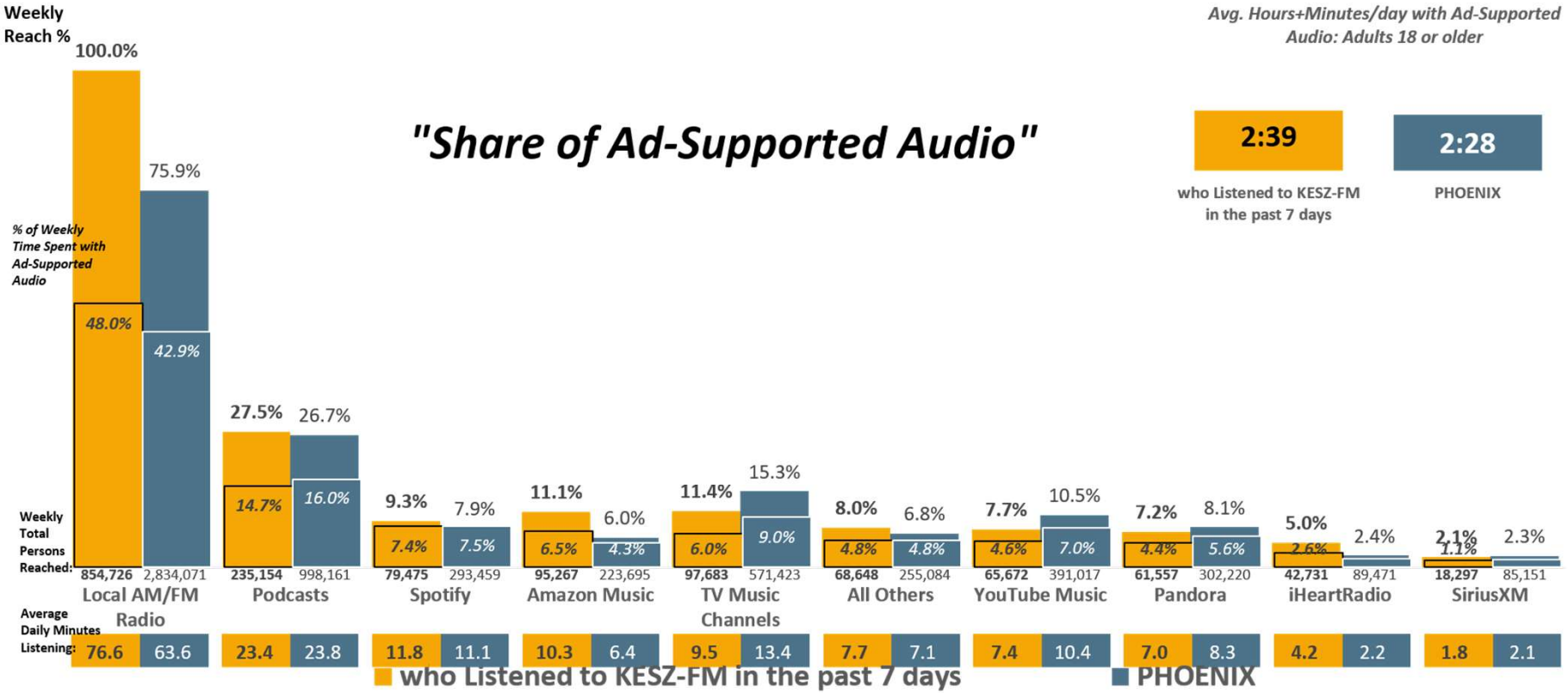
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 948 PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,941

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

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

854,726 or 100.% of Adults 18 or older who Listened to KESZ-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 76.6 minutes every day representing 48.% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	Spotify	Amazon Music	TV Music Channels	All Others	YouTube Music	Pandora	iHeartRadio	SiriusXM
Weekly Reach %	100.0%	27.5%	9.3%	11.1%	11.4%	8.0%	7.7%	7.2%	5.0%	2.1%
	75.9%	26.7%	7.9%	6.0%	15.3%	6.8%	10.5%	8.1%	2.4%	2.3%
% of Weekly Time Spent with Ad-Supported Audio	48.0%	14.7%	7.4%	6.5%	6.0%	4.8%	4.6%	4.4%	2.6%	1.1%
	42.9%	16.0%	7.5%	4.3%	9.0%	4.8%	7.0%	5.6%		
Weekly Total Persons Reached:	854,726	235,154	79,475	95,267	97,683	68,648	65,672	61,557	42,731	18,297
	2,834,071	998,161	293,459	223,695	571,423	255,084	391,017	302,220	89,471	85,151
Average Daily Minutes Listening:	76.6	23.4	11.8	10.3	9.5	7.7	7.4	7.0	4.2	1.8
	63.6	23.8	11.1	6.4	13.4	7.1	10.4	8.3	2.2	2.1

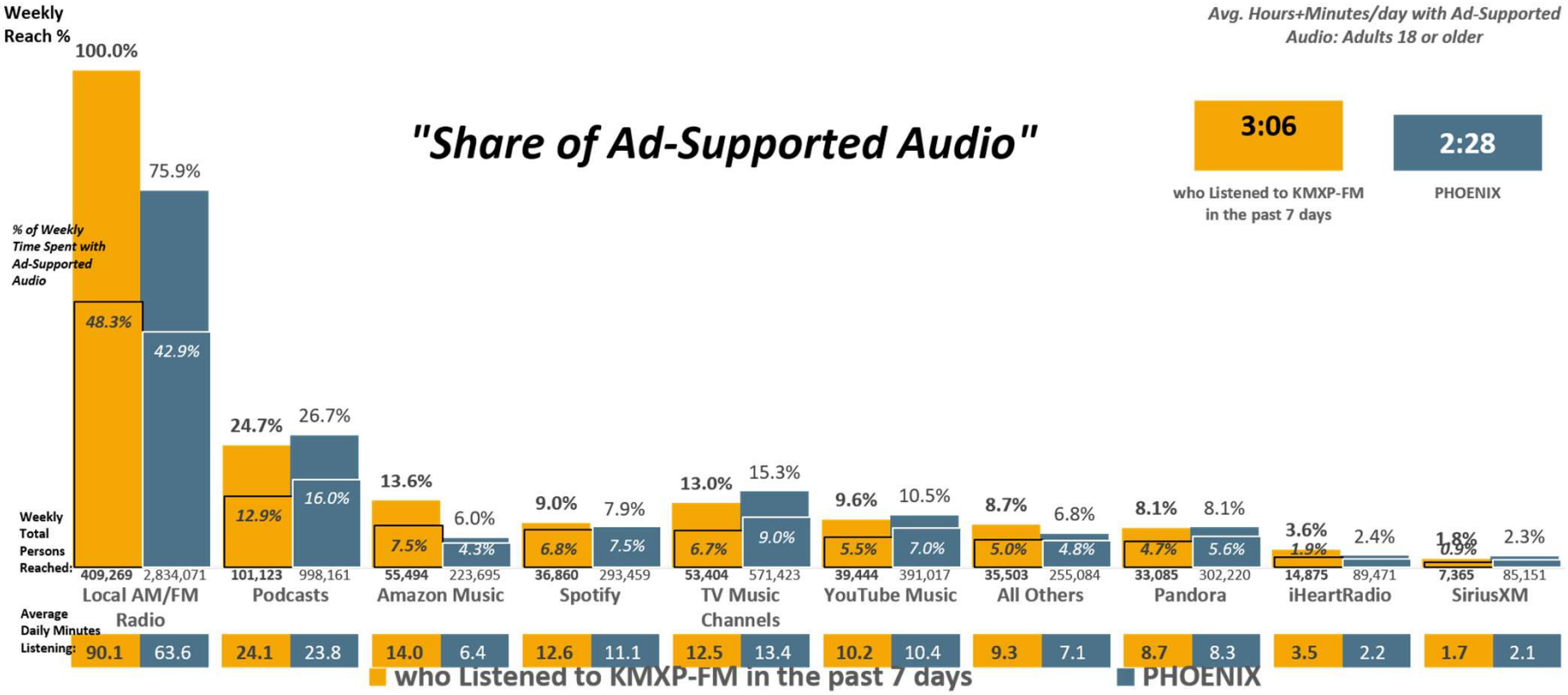
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 436 PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,941

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: KESZ-FM)

409,269 or 100.% of Adults 18 or older who Listened to KMXP-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 90.1 minutes every day representing 48.3% of all time spent daily with Ad-Supported Audio.



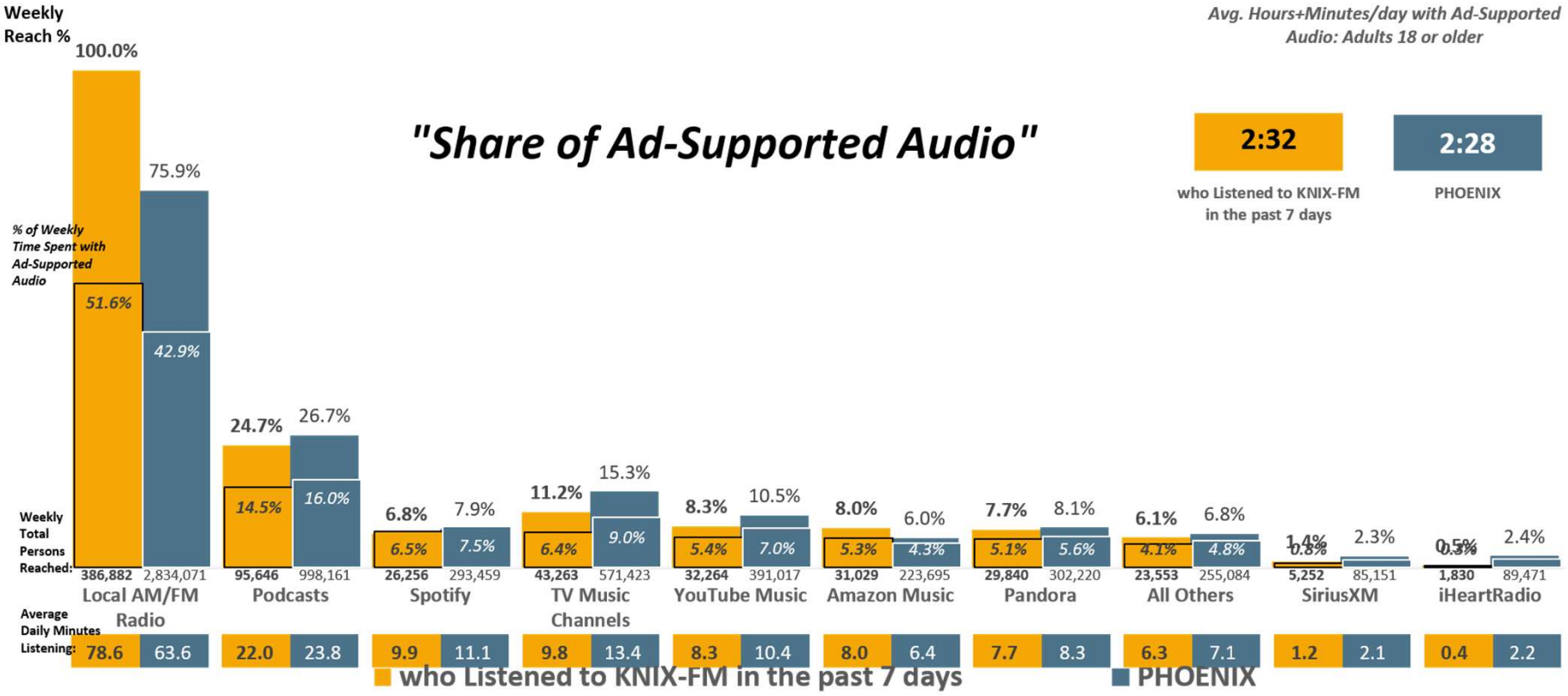
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 214 PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,941

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: KMXP-FM)

386,882 or 100.% of Adults 18 or older who Listened to KNIX-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 78.6 minutes every day representing 51.6% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	Spotify	TV Music Channels	YouTube Music	Amazon Music	Pandora	All Others	SiriusXM	iHeartRadio
Weekly Reach %	100.0%	24.7%	6.8%	11.2%	8.3%	8.0%	7.7%	6.1%	1.4%	0.5%
	75.9%	26.7%	7.9%	15.3%	10.5%	6.0%	8.1%	6.8%	2.3%	2.4%
% of Weekly Time Spent with Ad-Supported Audio	51.6%	14.5%	6.5%	6.4%	5.4%	5.3%	5.1%	4.1%	0.8%	0.3%
	42.9%	16.0%	7.5%	9.0%	7.0%	4.3%	5.6%	4.8%	1.3%	2.2%
Weekly Total Persons Reached:	386,882	95,646	26,256	43,263	32,264	31,029	29,840	23,553	5,252	1,830
	2,834,071	998,161	293,459	571,423	391,017	223,695	302,220	255,084	85,151	89,471
Average Daily Minutes Listening:	78.6	22.0	9.9	9.8	8.3	8.0	7.7	6.3	1.2	0.4
	63.6	23.8	11.1	13.4	10.4	6.4	8.3	7.1	2.1	2.2

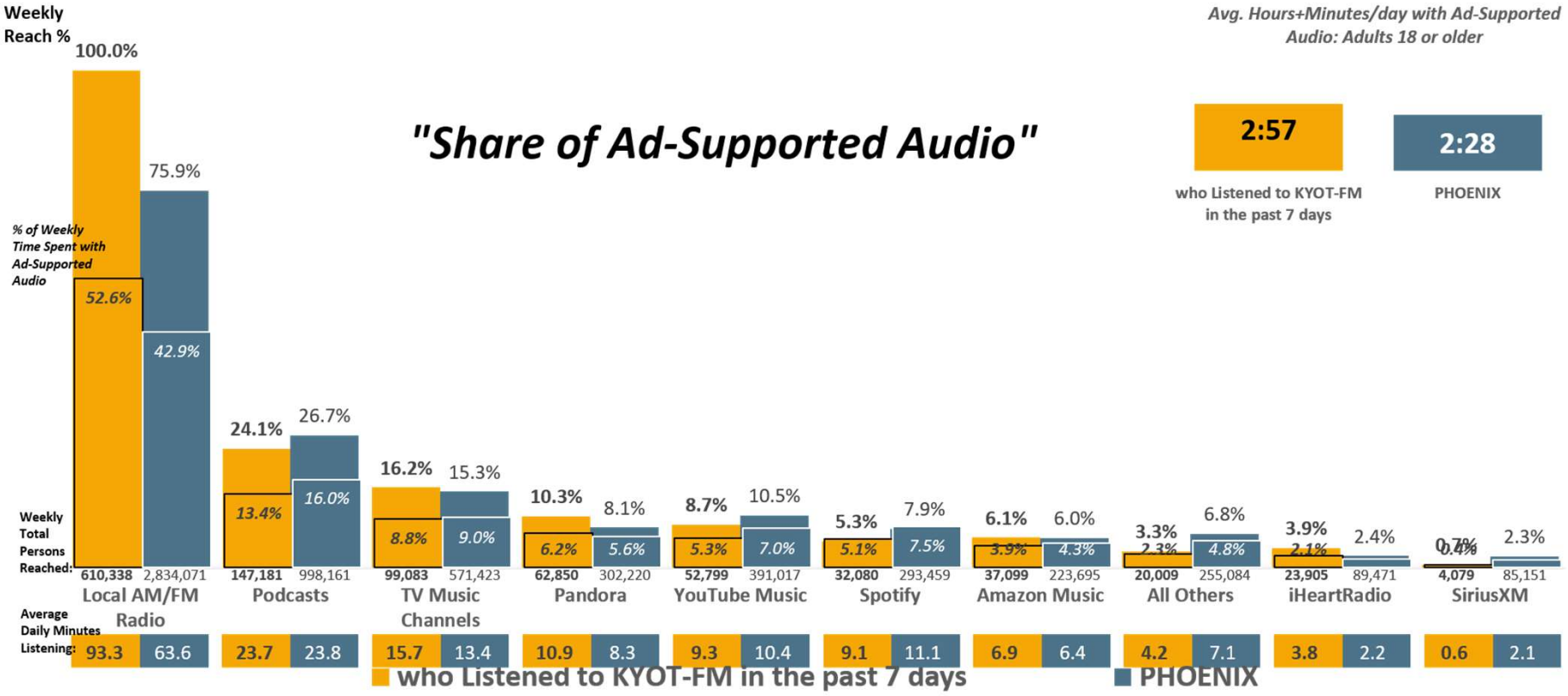
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 221 PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,941

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: KNIX-FM)

610,338 or 100.% of Adults 18 or older who Listened to KYOT-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 93.3 minutes every day representing 52.6% of all time spent daily with Ad-Supported Audio.



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 309 PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,941

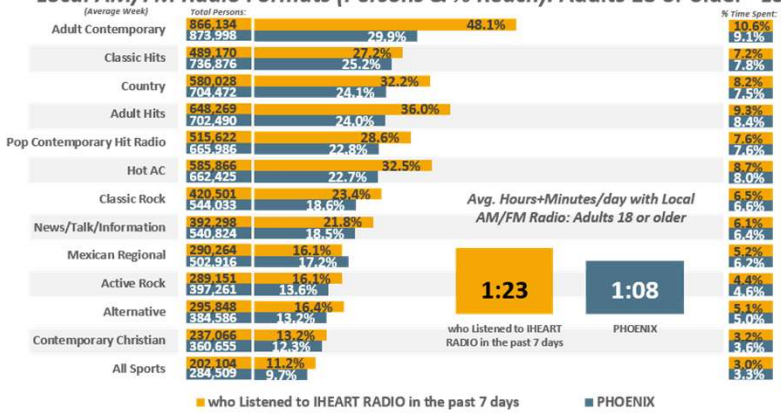
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

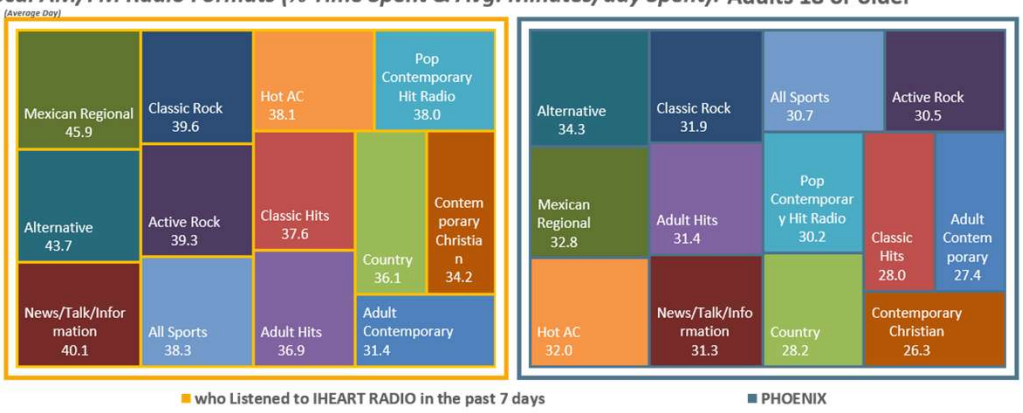
(Radio Stations: KYOT-FM)

1,800,417 or 100.% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Adult Hits, Hot AC, Country, and Pop Contemporary Hit Radio.

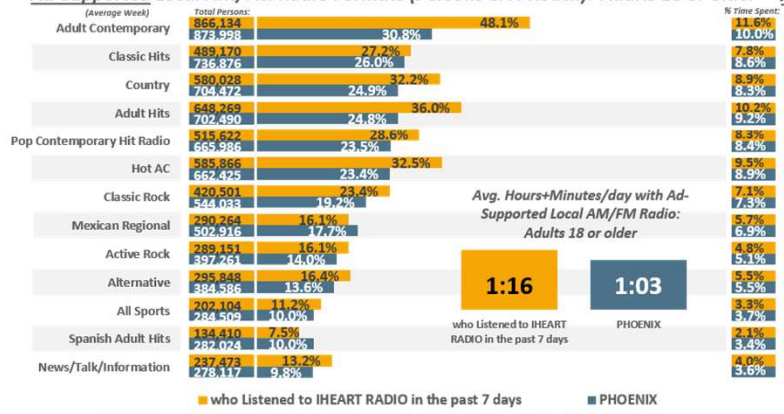
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



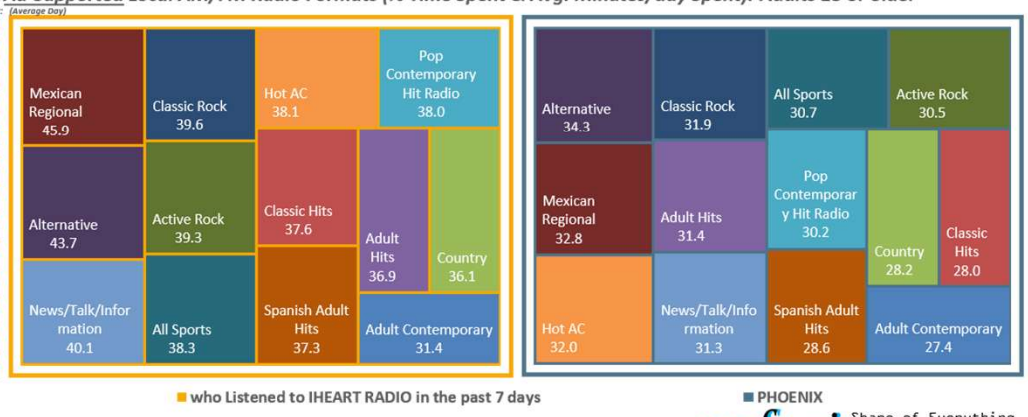
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 948

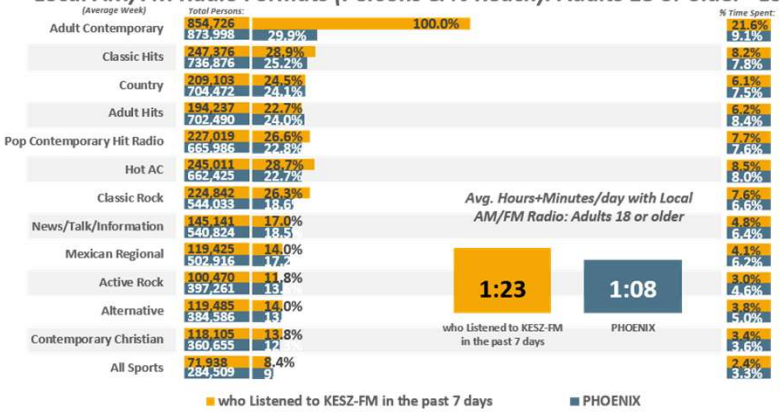
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

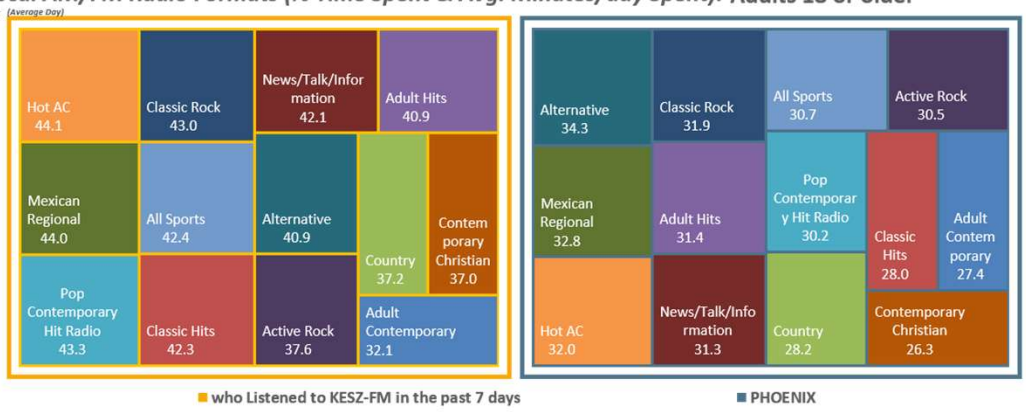
(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)

854,726 or 100.% of Adults 18 or older who Listened to KESZ-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Hot AC, Pop Contemporary Hit Radio, and Classic Rock.

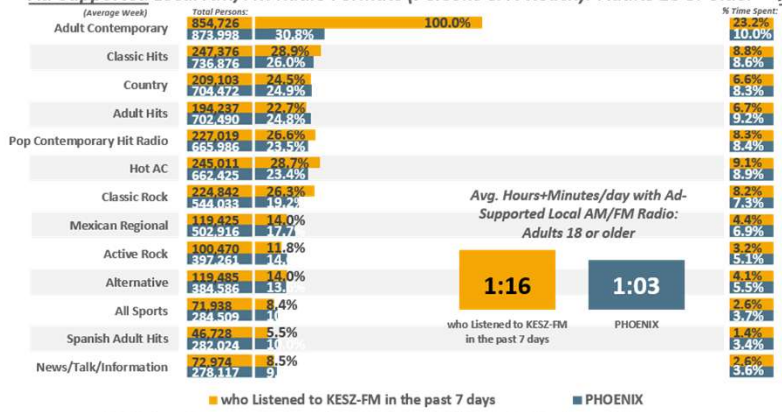
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



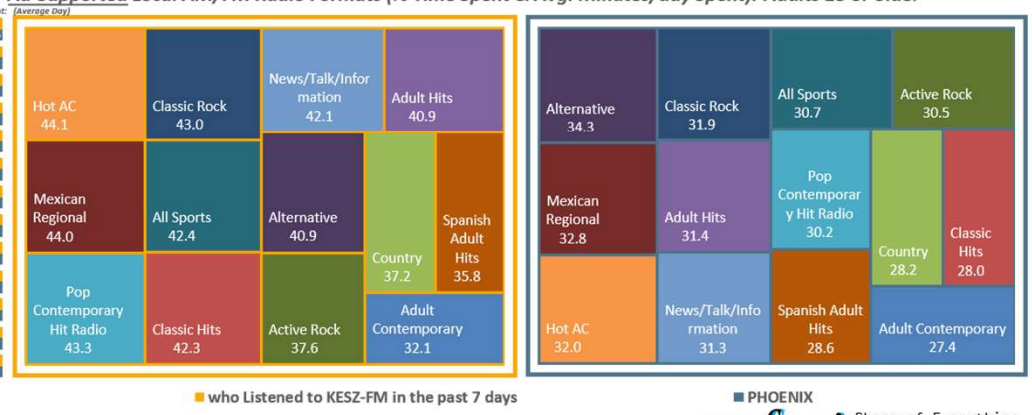
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 436

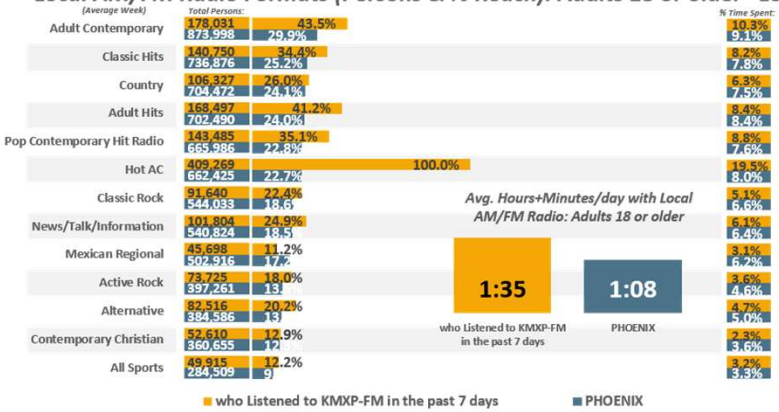
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

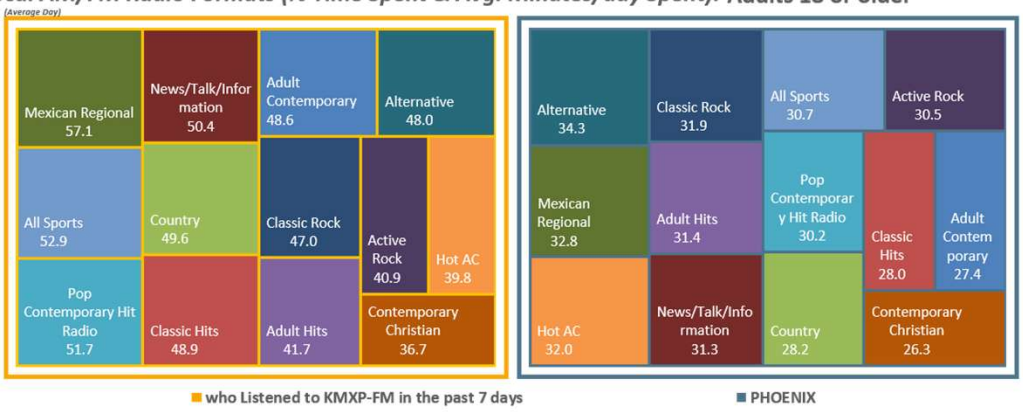
(Radio Stations: KESZ-FM)

409,269 or 100.% of Adults 18 or older who Listened to KMXP-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Adult Contemporary, Adult Hits, Pop Contemporary Hit Radio, and Classic Hits.

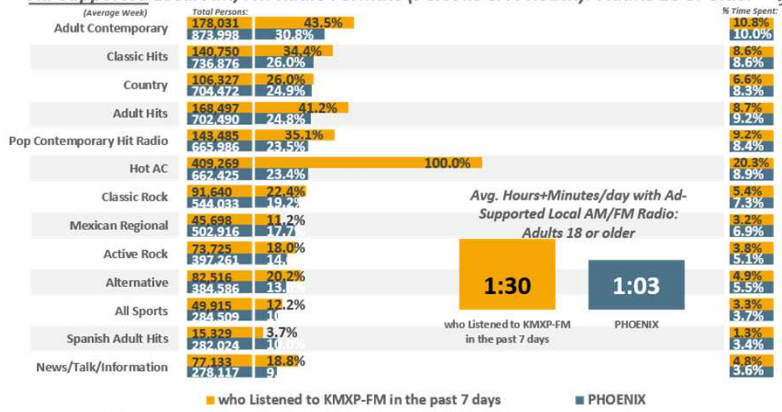
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



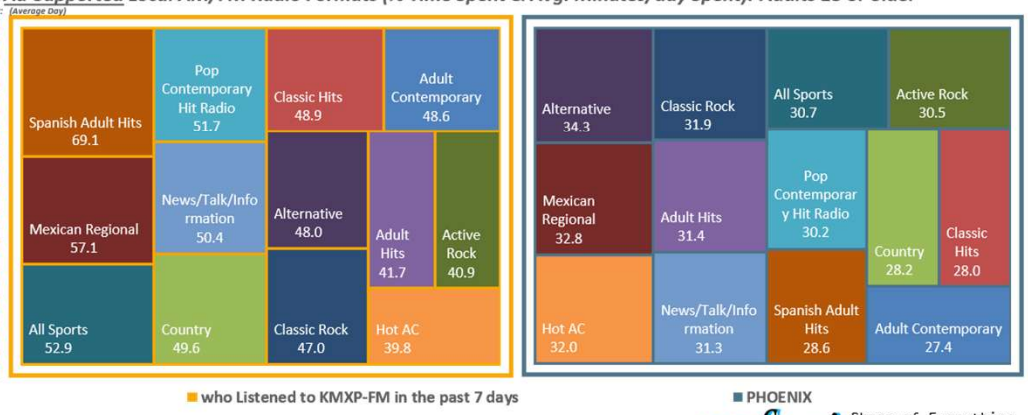
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2026: Aug25-Jul26 Qual Intab 214

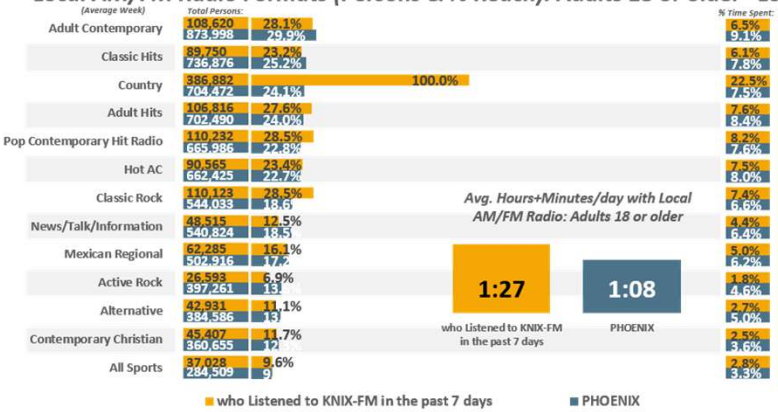
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

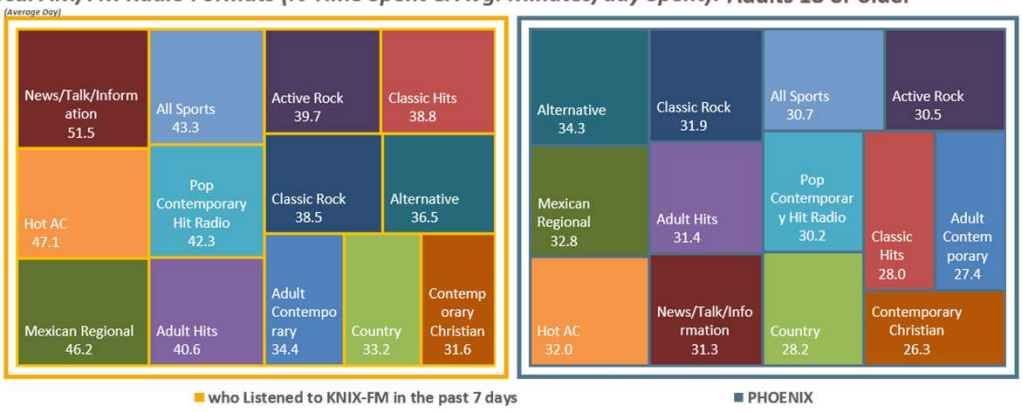
(Radio Stations: KMXP-FM)

386,882 or 100.% of Adults 18 or older who Listened to KNIX-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Pop Contemporary Hit Radio, Classic Rock, Adult Contemporary, and Adult Hits.

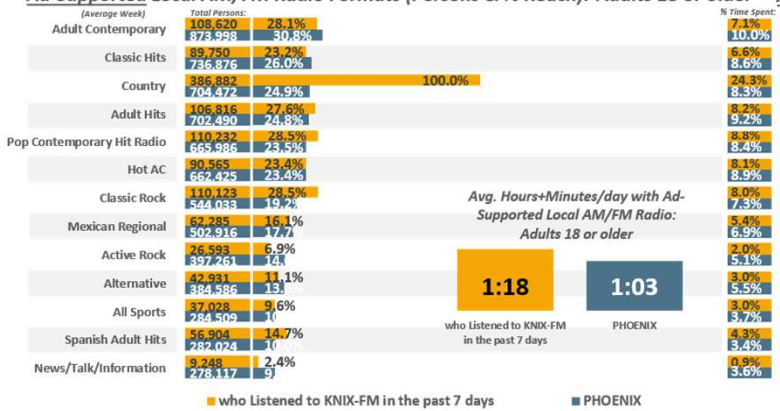
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



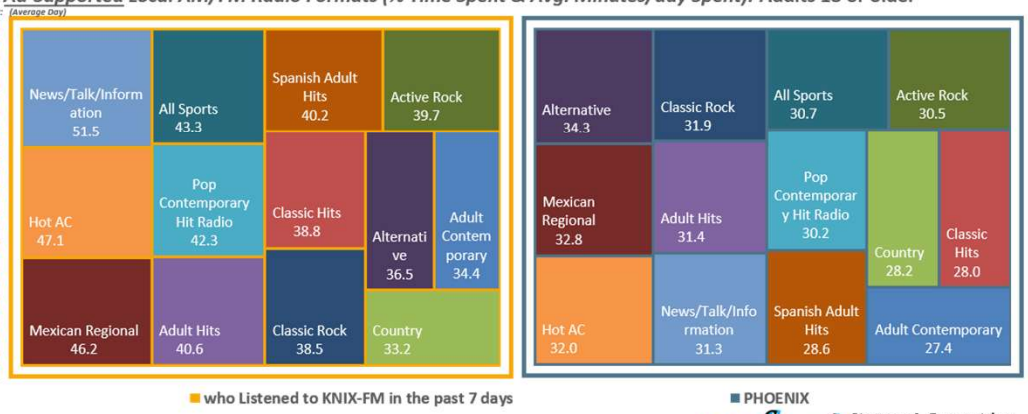
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 221

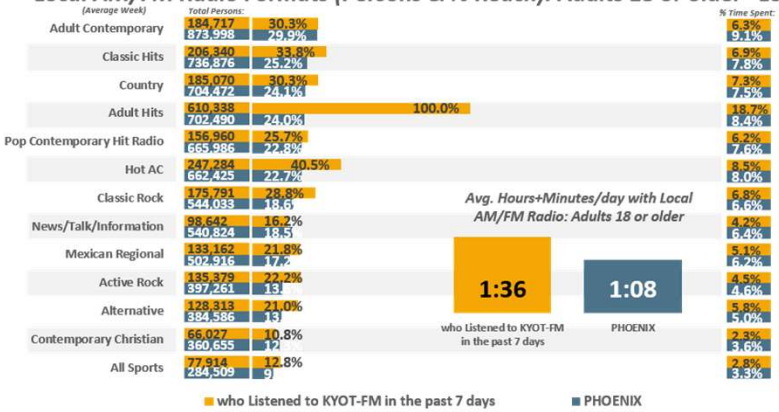
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

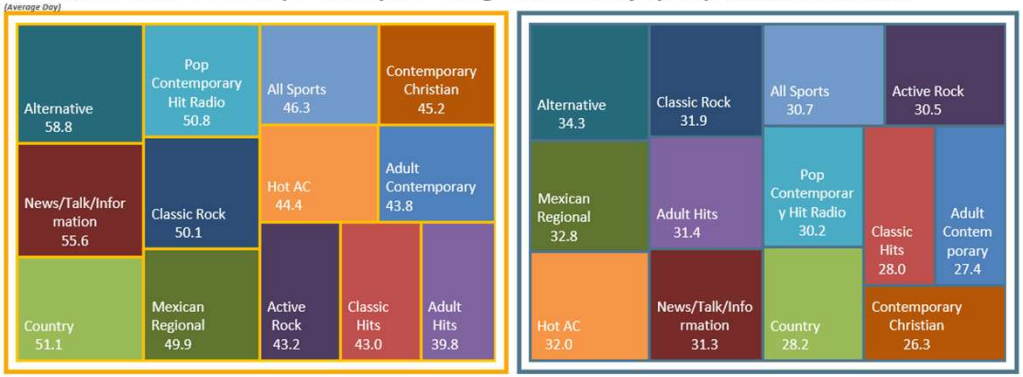
(Radio Stations: KNIX-FM)

610,338 or 100.% of Adults 18 or older who Listened to KYOT-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Hits, Hot AC, Classic Hits, Country, and Adult Contemporary.

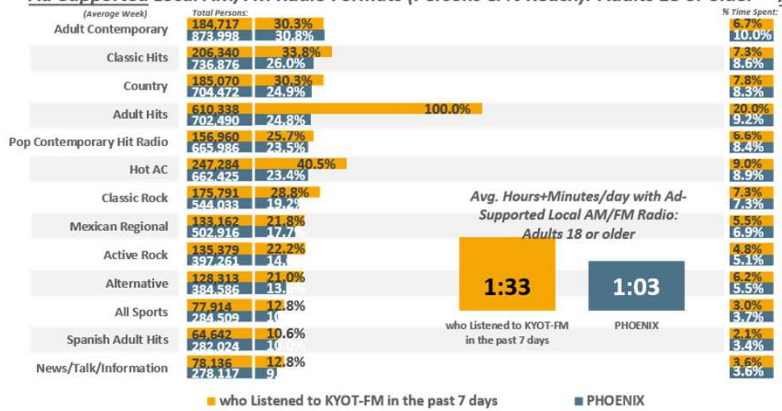
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



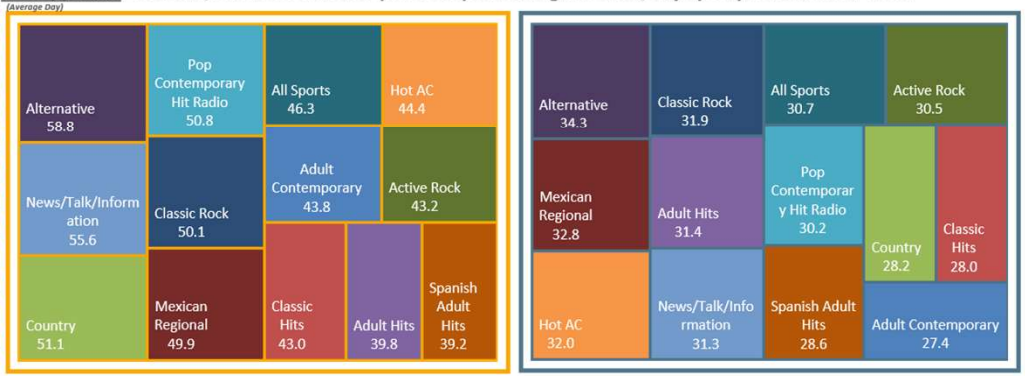
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 309

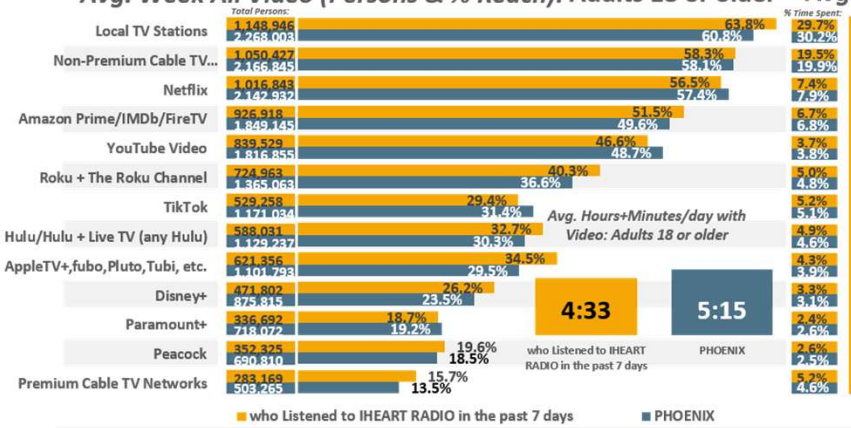
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

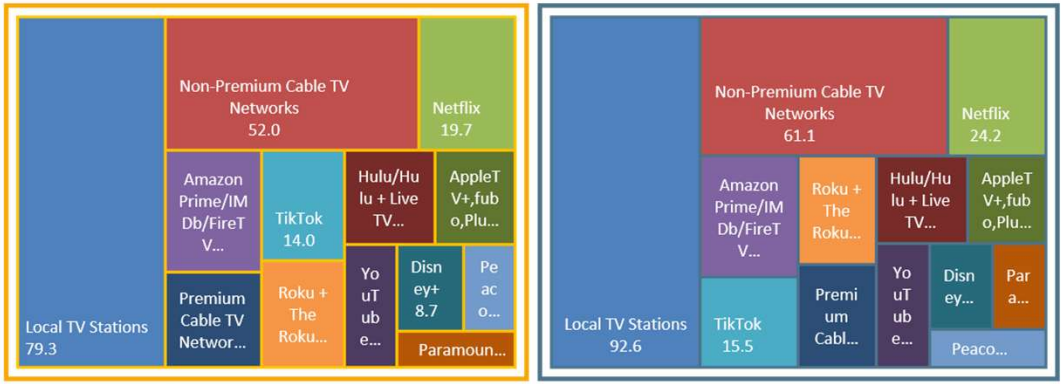
(Radio Stations: KYOT-FM)

1,130,274 or 62.8% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 74.6 minutes every day representing 33.8% of all time spent daily with Ad-Supported Video.

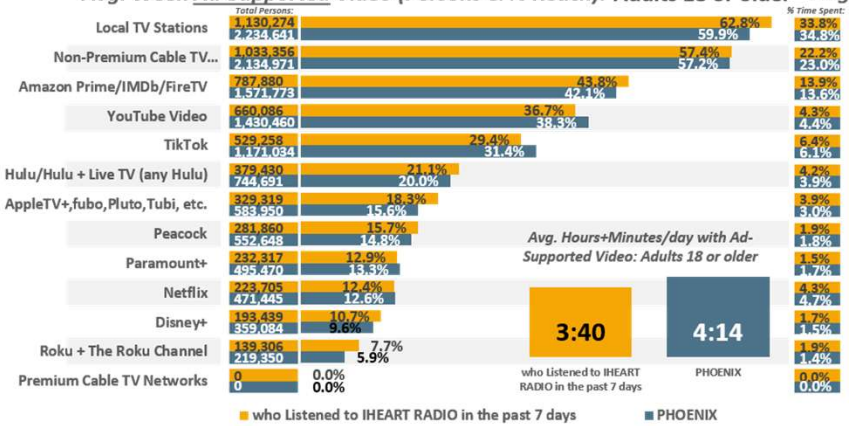
Avg. Week All Video (Persons & % Reach): Adults 18 or older



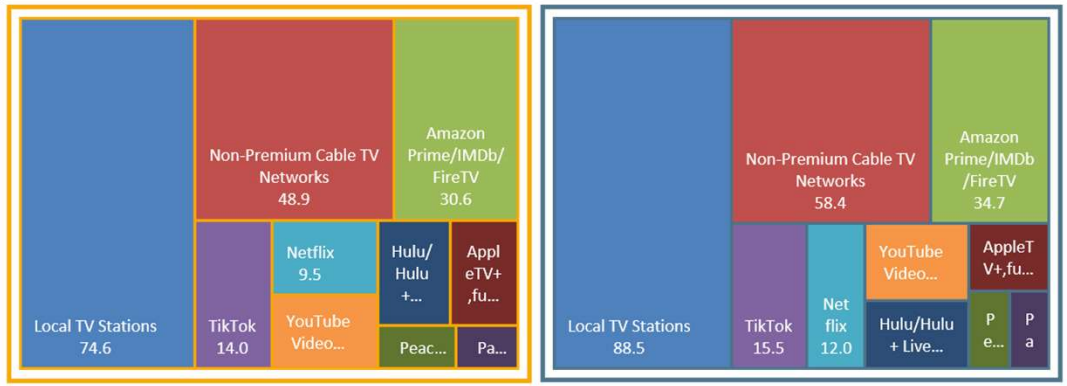
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2026: Aug25-Jul26 Qual Intab 948

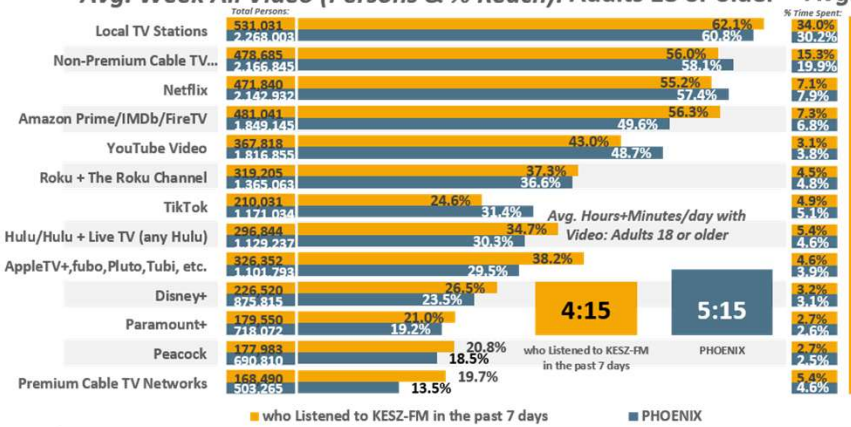
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

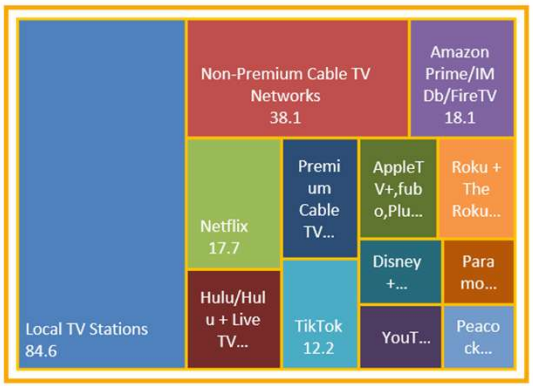
(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)

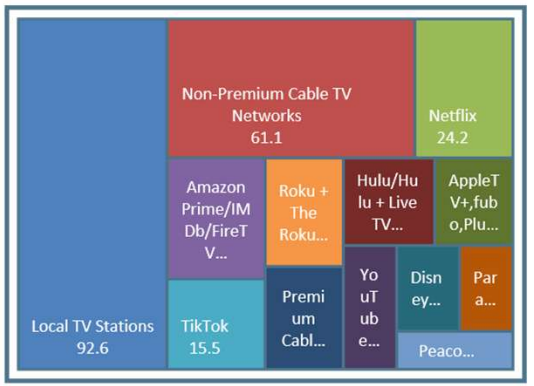
521,876 or 61.1% of Adults 18 or older who Listened to KESZ-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 79.6 minutes every day representing 38.3% of all time spent daily with Ad-Supported Video.

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

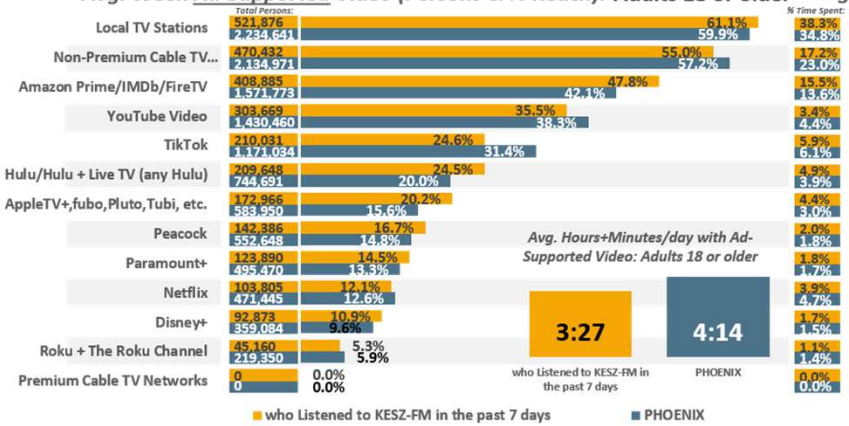


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

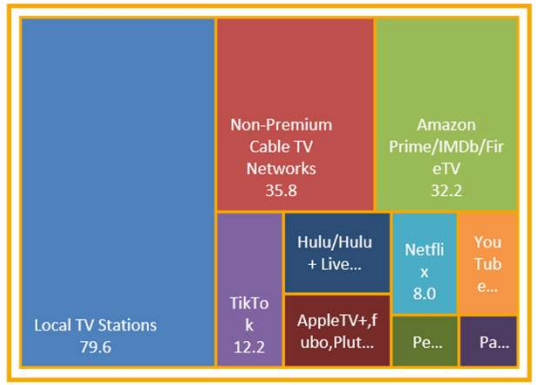


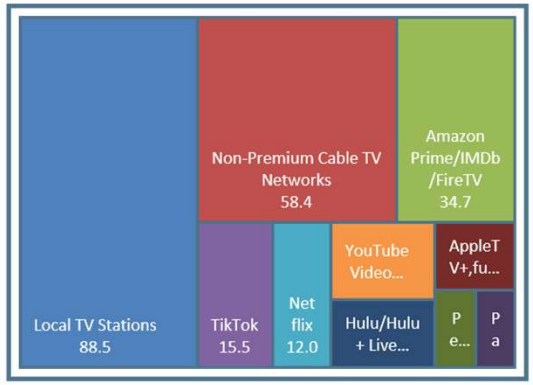


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 436

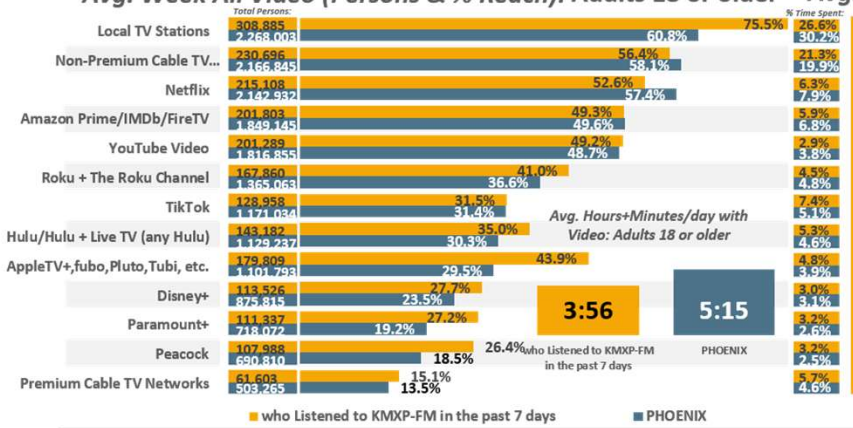
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

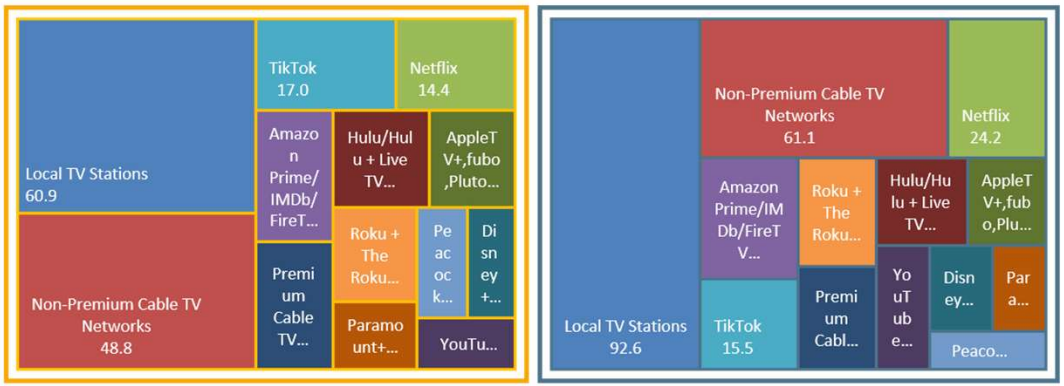
(Radio Stations: KESZ-FM)

302,893 or 74.% of Adults 18 or older who Listened to KMXP-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 57.1 minutes every day representing 29.4% of all time spent daily with Ad-Supported Video.

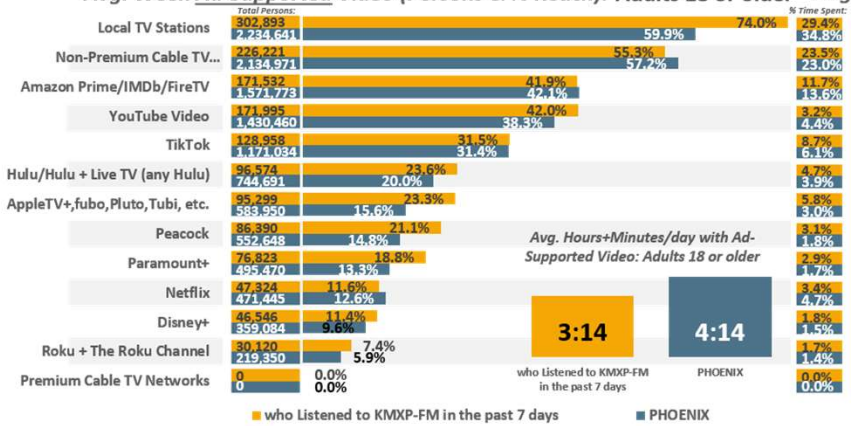
Avg. Week All Video (Persons & % Reach): Adults 18 or older



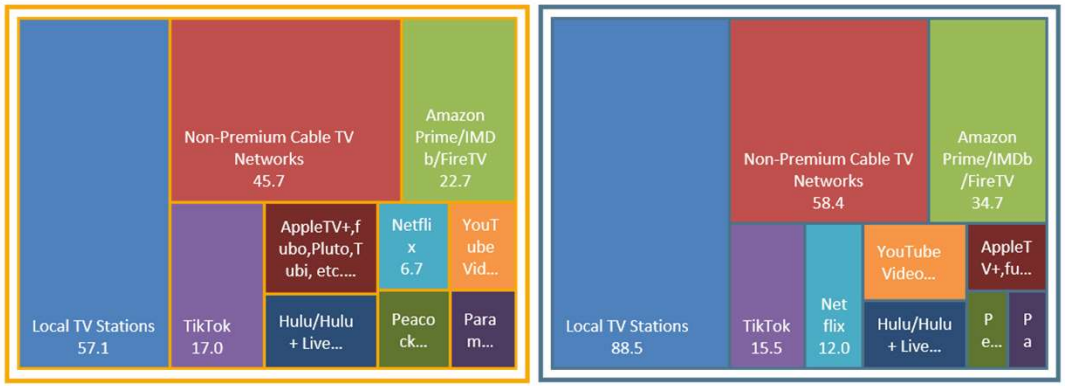
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 214

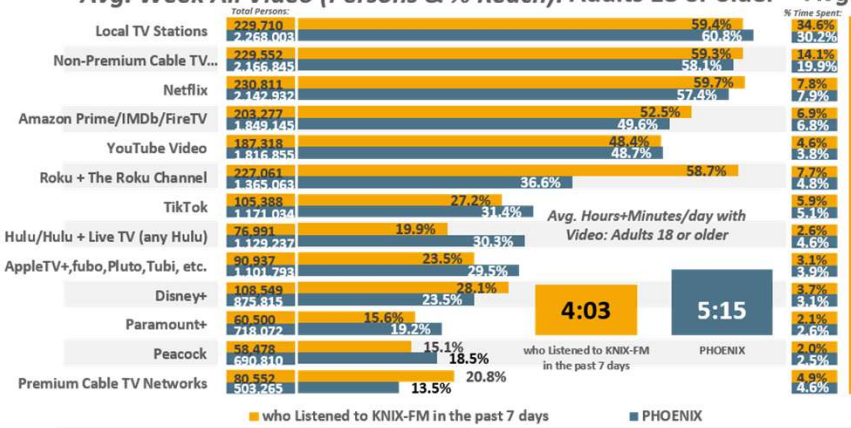
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

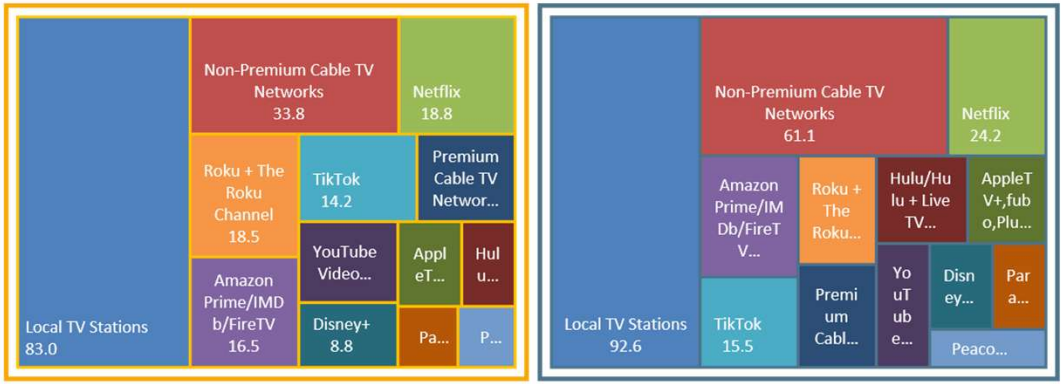
(Radio Stations: KMXP-FM)

225,023 or 58.2% of Adults 18 or older who Listened to KNIX-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 77.5 minutes every day representing 40.% of all time spent daily with Ad-Supported Video.

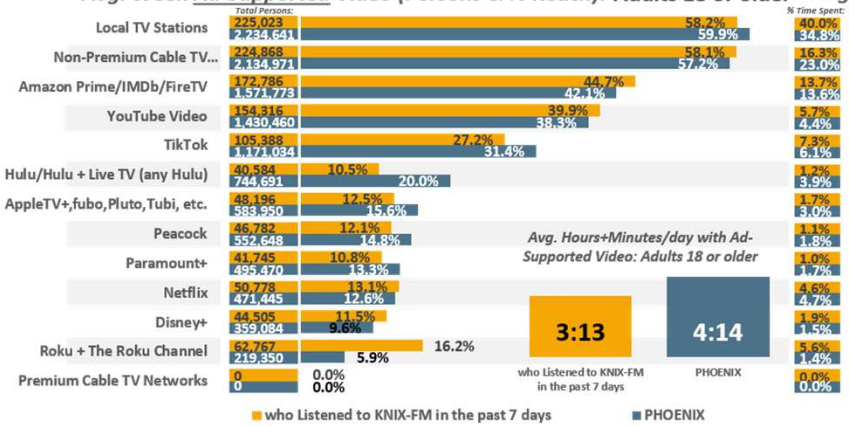
Avg. Week All Video (Persons & % Reach): Adults 18 or older



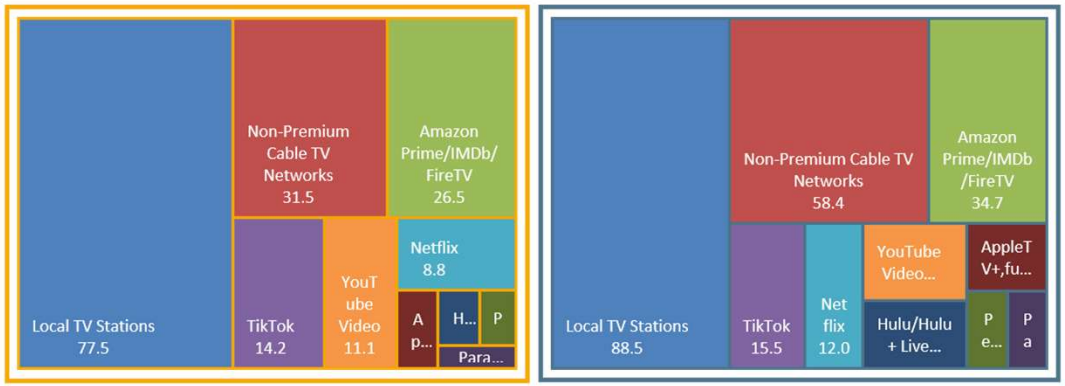
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 221

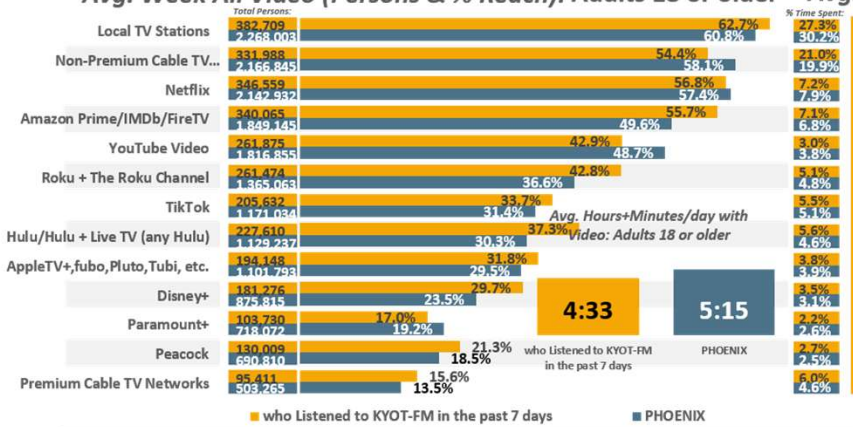
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

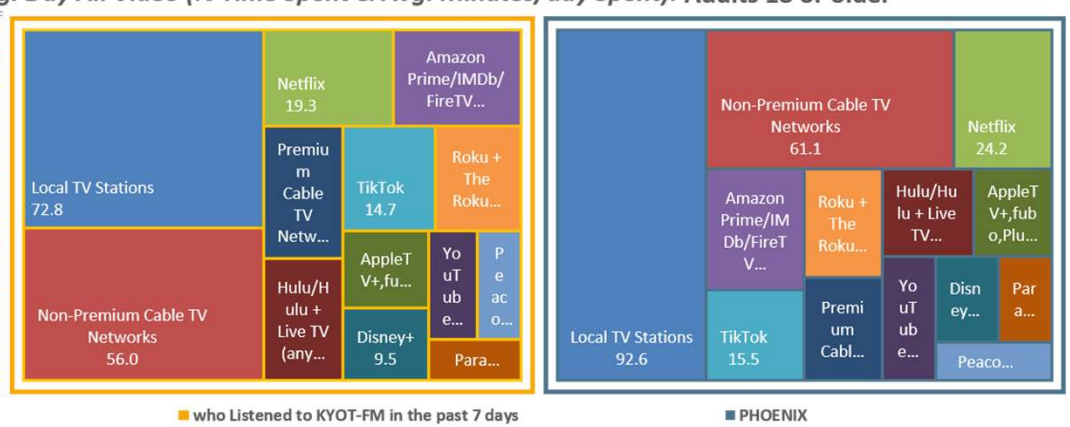
(Radio Stations: KNIX-FM)

379,170 or 62.1% of Adults 18 or older who Listened to KYOT-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 70.4 minutes every day representing 31.8% of all time spent daily with Ad-Supported Video.

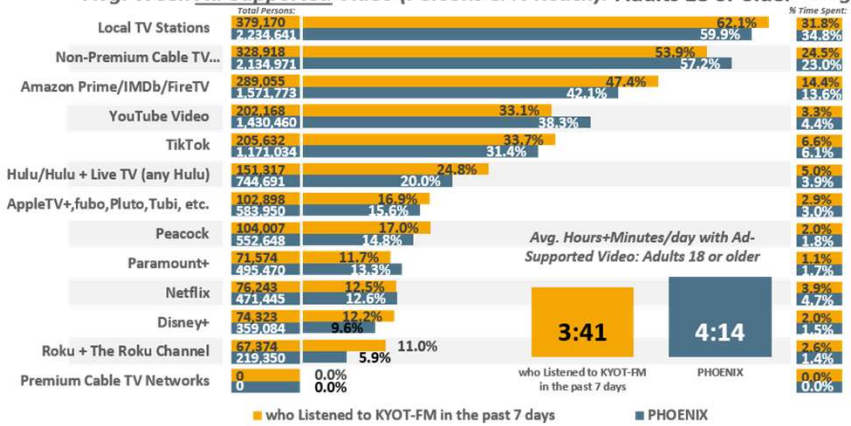
Avg. Week All Video (Persons & % Reach): Adults 18 or older



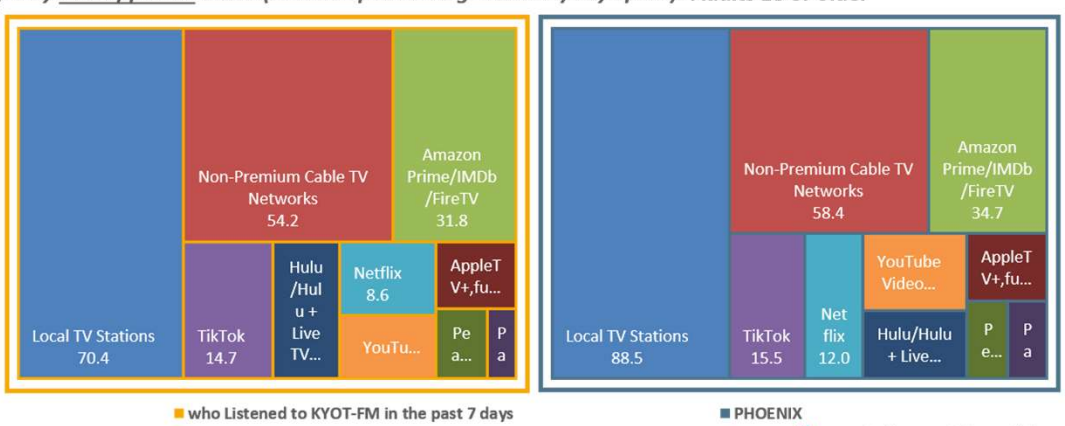
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



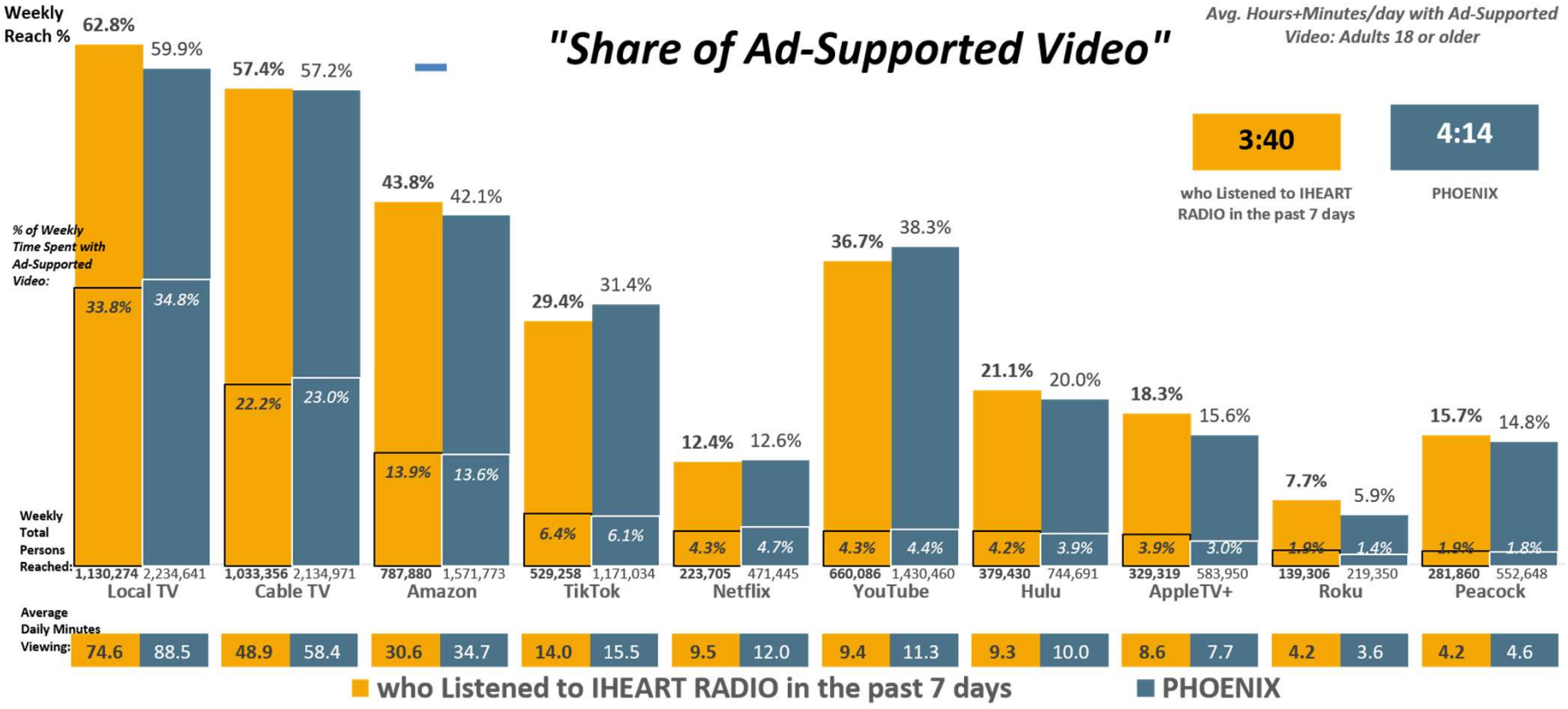
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 309

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: KYOT-FM)

1,130,274 or 62.8% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 74.6 minutes every day representing 33.8% of all time spent daily with Ad-Supported Video.



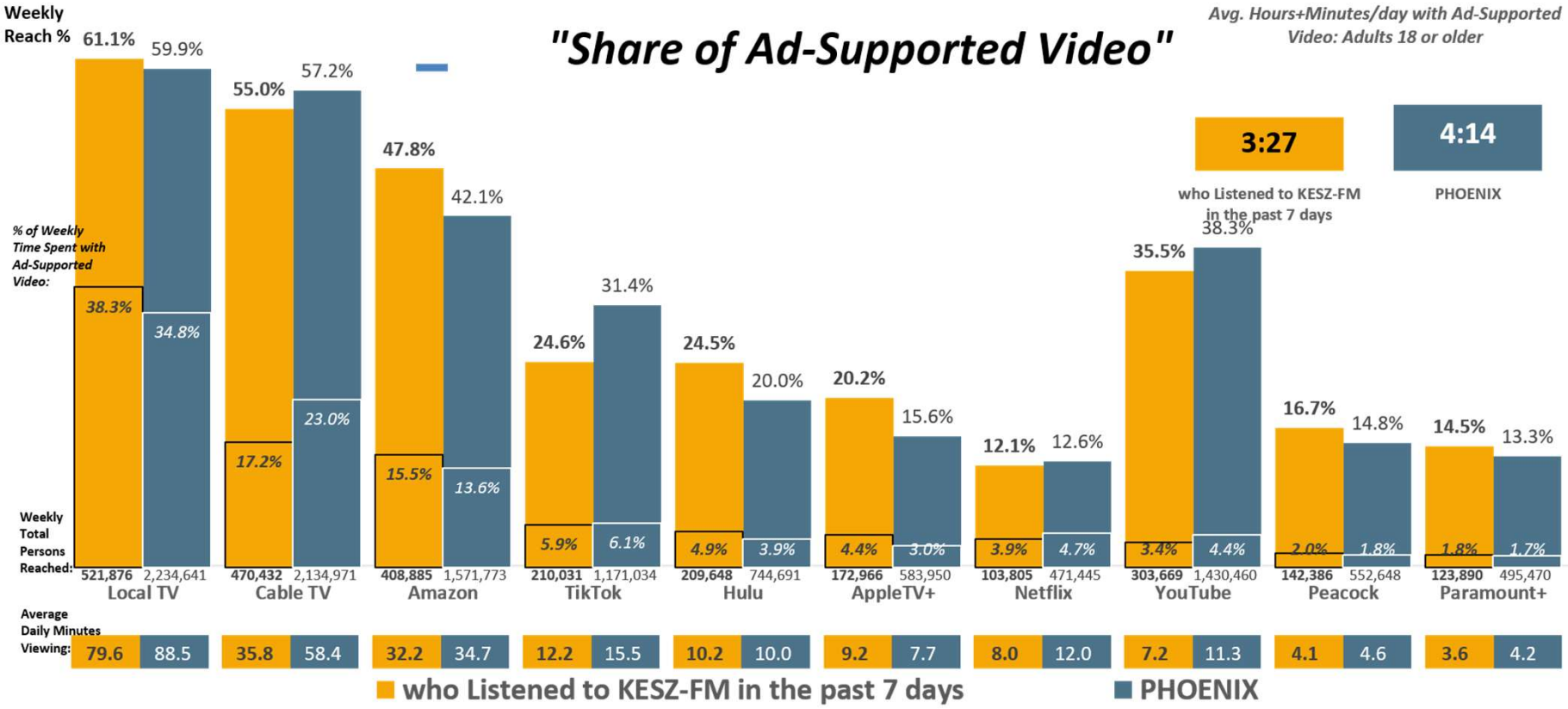
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 948 PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,941

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

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

521,876 or 61.1% of Adults 18 or older who Listened to KESZ-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 79.6 minutes every day representing 38.3% of all time spent daily with Ad-Supported Video.



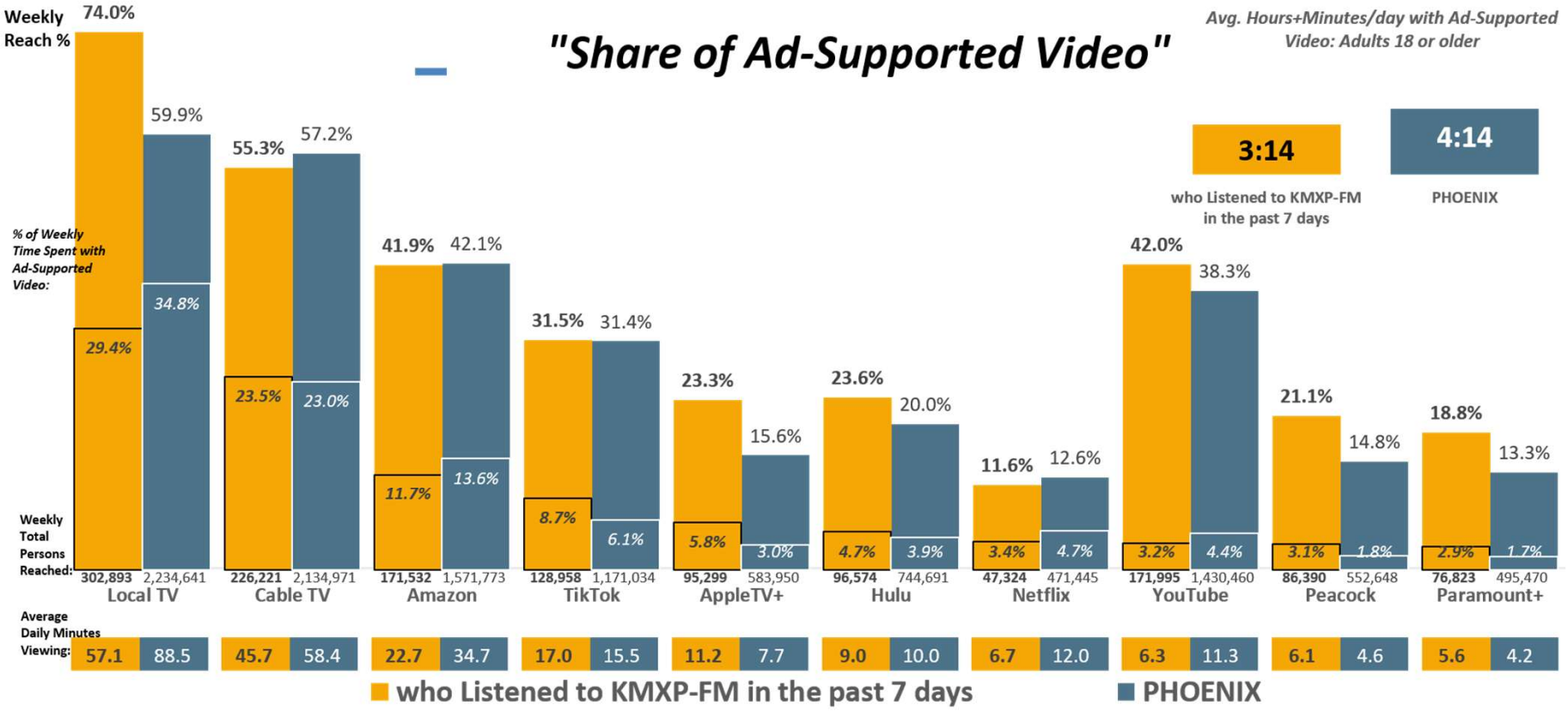
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 436 PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,941

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: KESZ-FM)

302,893 or 74.% of Adults 18 or older who Listened to KMXP-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 57.1 minutes every day representing 29.4% of all time spent daily with Ad-Supported Video.



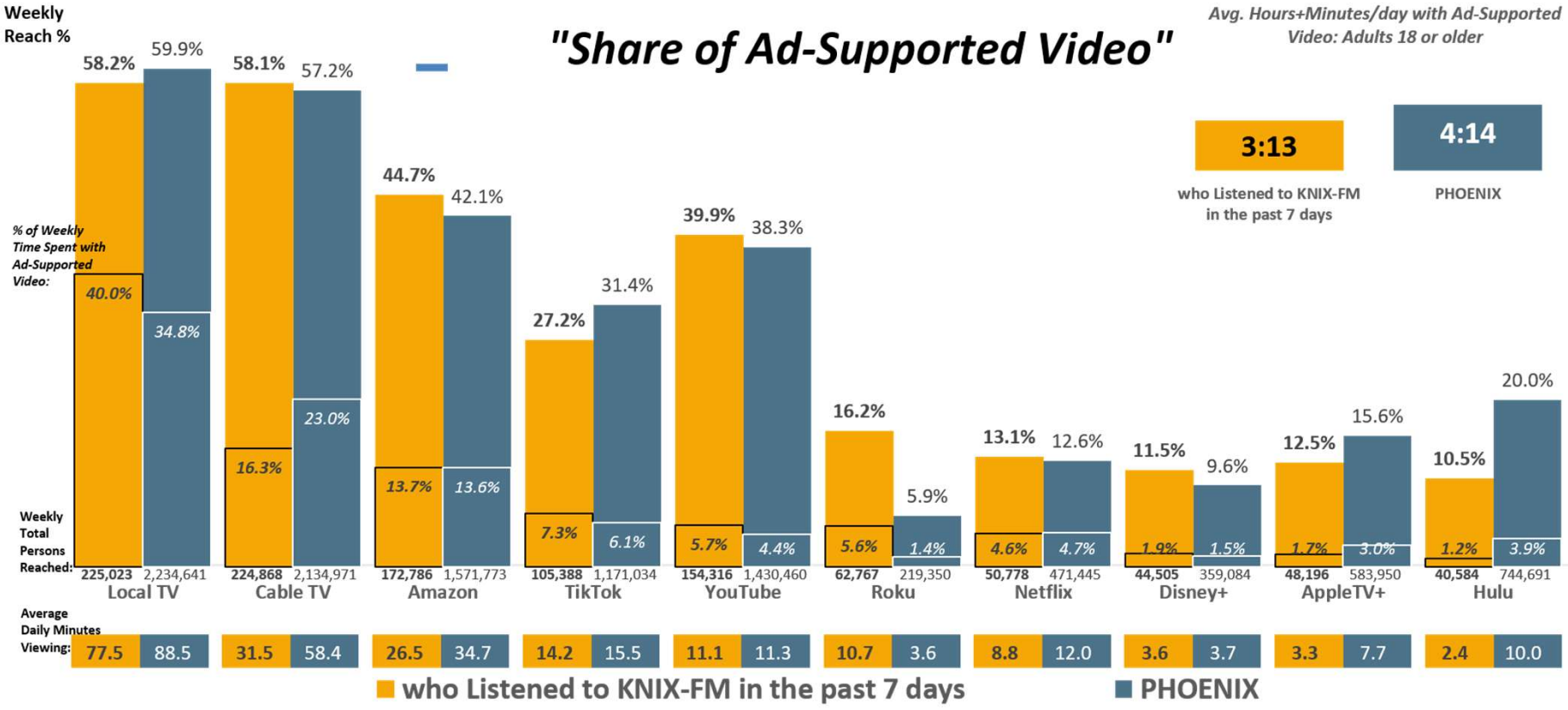
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 214 PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,941

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: KMXP-FM)

225,023 or 58.2% of Adults 18 or older who Listened to KNIX-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 77.5 minutes every day representing 40.% of all time spent daily with Ad-Supported Video.



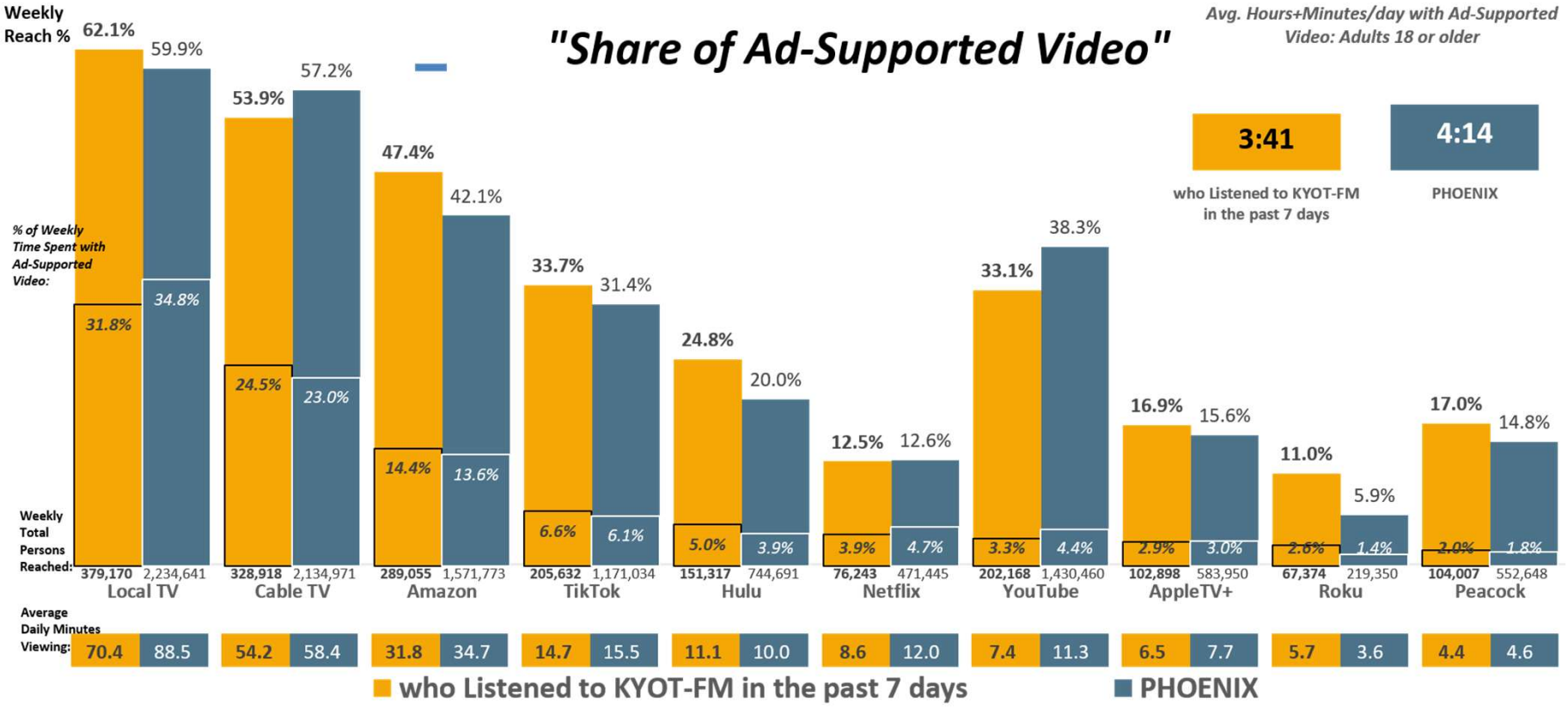
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 221 PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,941

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: KNIX-FM)

379,170 or 62.1% of Adults 18 or older who Listened to KYOT-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 70.4 minutes every day representing 31.8% of all time spent daily with Ad-Supported Video.



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 309 PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,941

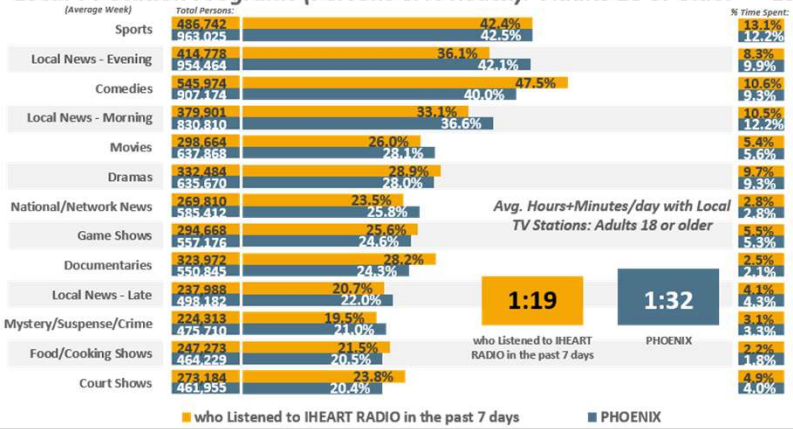
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

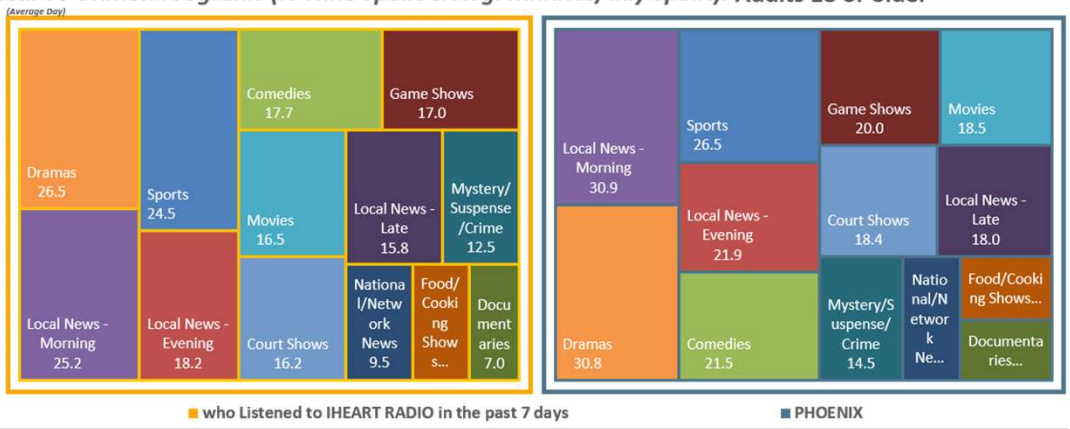
(Radio Stations: KYOT-FM)

1,130,274 or 62.8% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Local News - Evening, Local News - Morning, Dramas, and Game Shows.

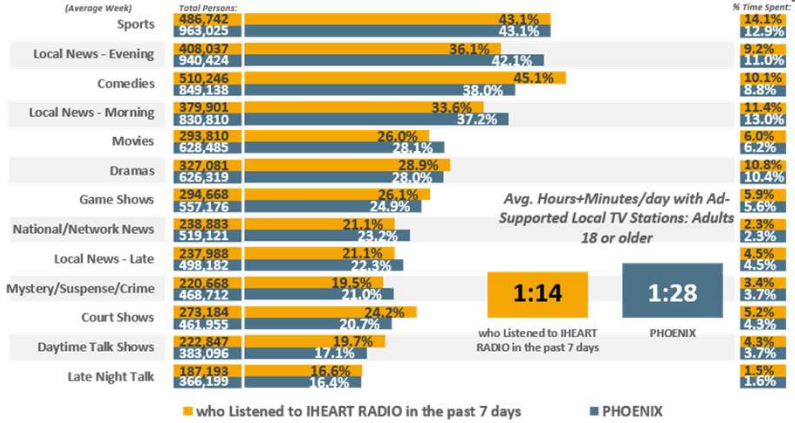
Local TV Station Programs (Persons & % Reach): Adults 18 or older



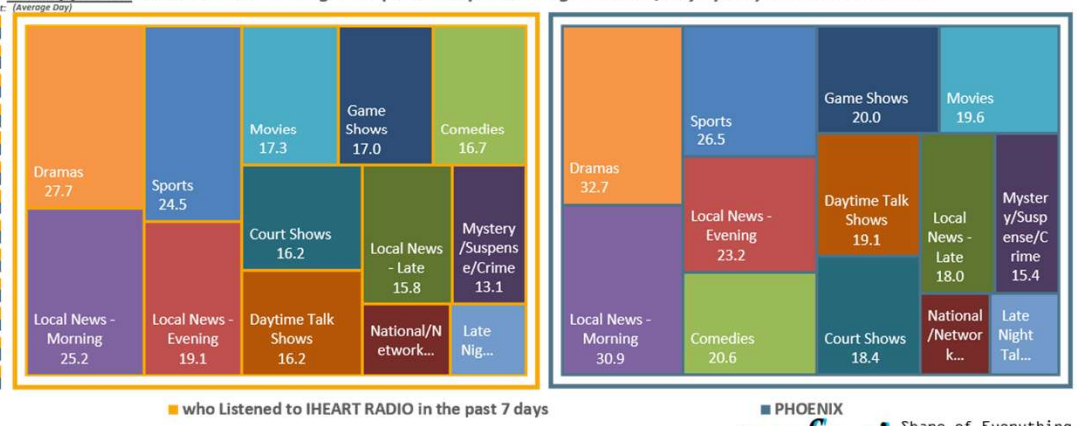
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 948

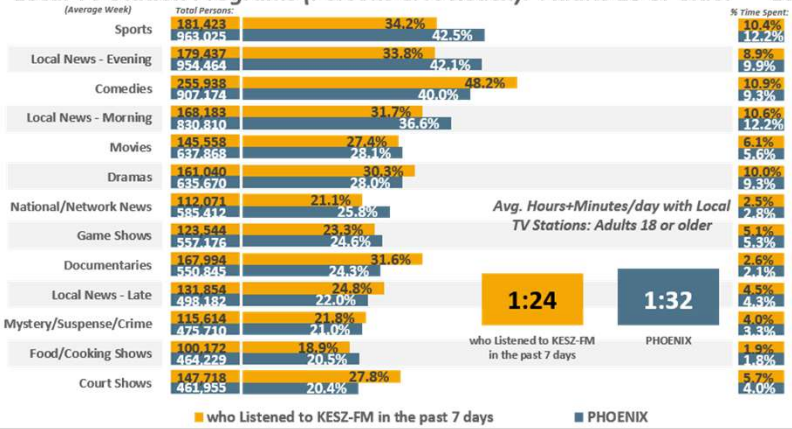
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

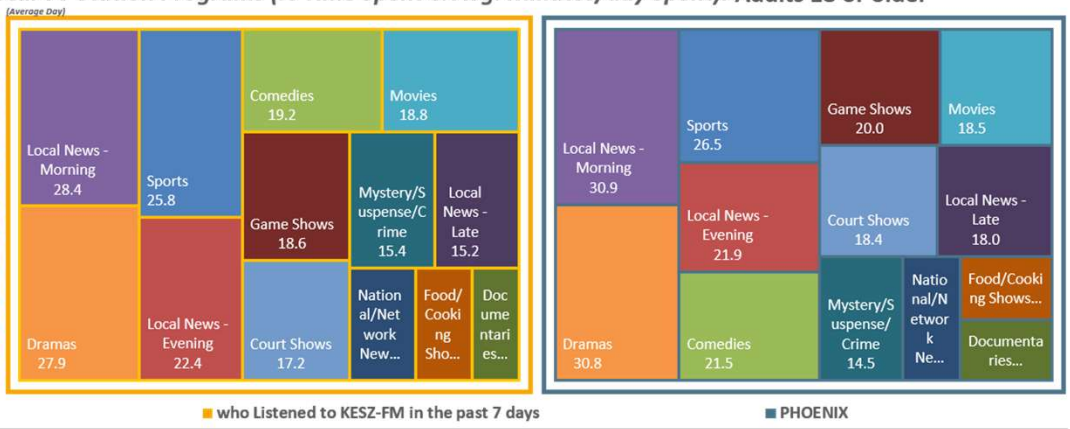
(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)

521,876 or 61.1% of Adults 18 or older who Listened to KESZ-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Local News - Evening, Local News - Morning, Dramas, and Court Shows.

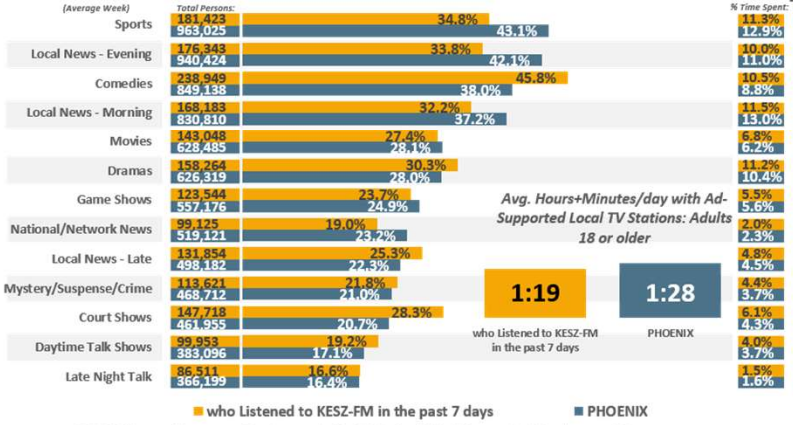
Local TV Station Programs (Persons & % Reach): Adults 18 or older



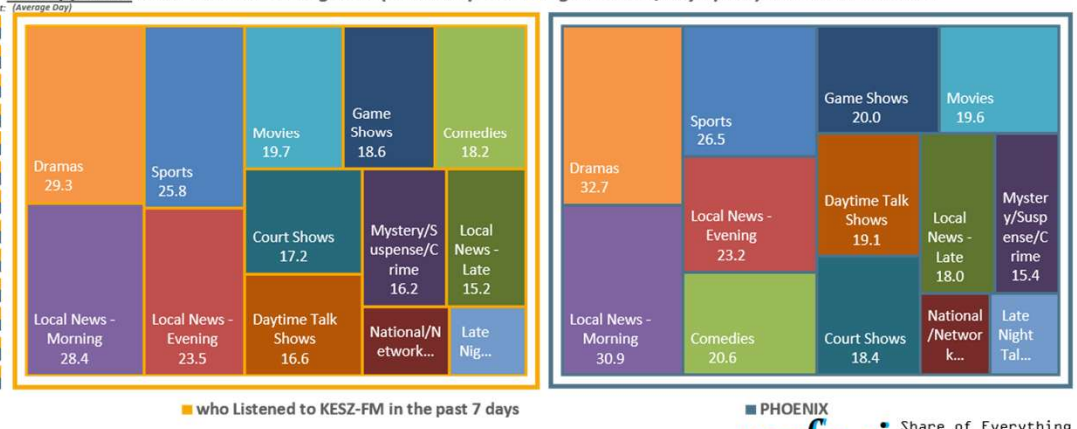
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 436

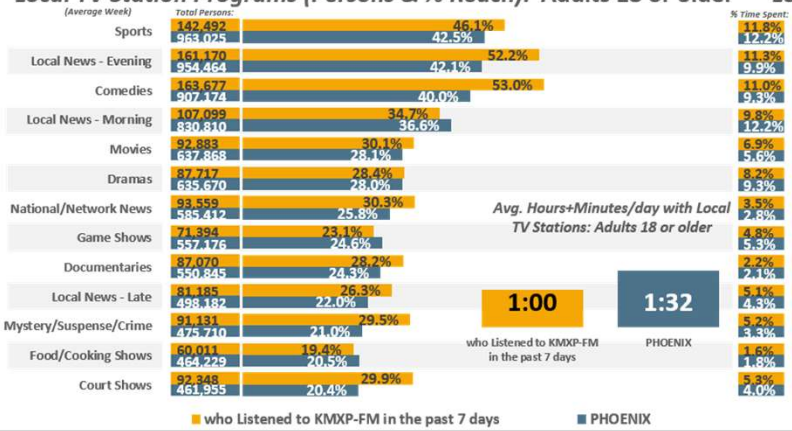
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

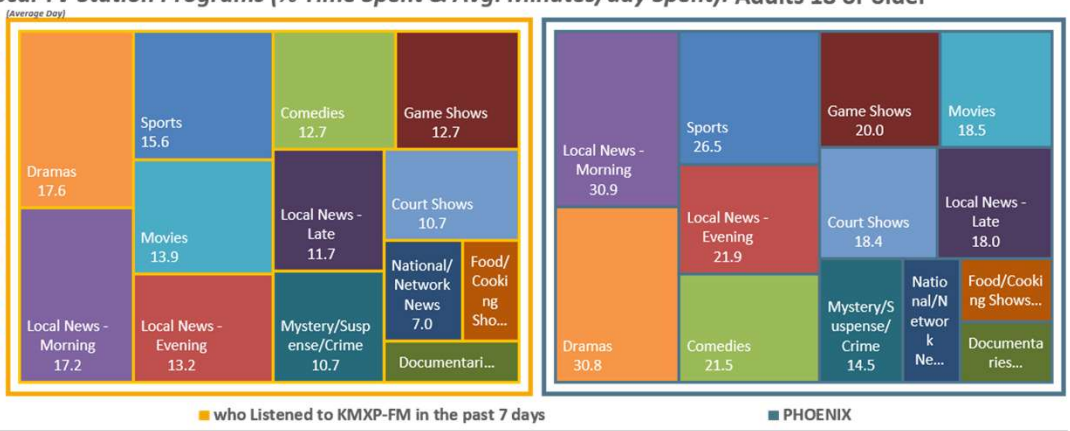
(Radio Stations: KESZ-FM)

302,893 or 74.% of Adults 18 or older who Listened to KMXP-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Sports, Local News - Morning, Court Shows, and Movies.

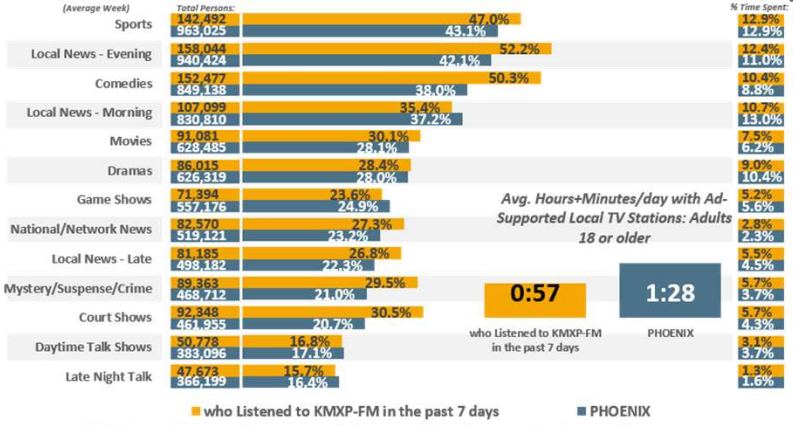
Local TV Station Programs (Persons & % Reach): Adults 18 or older



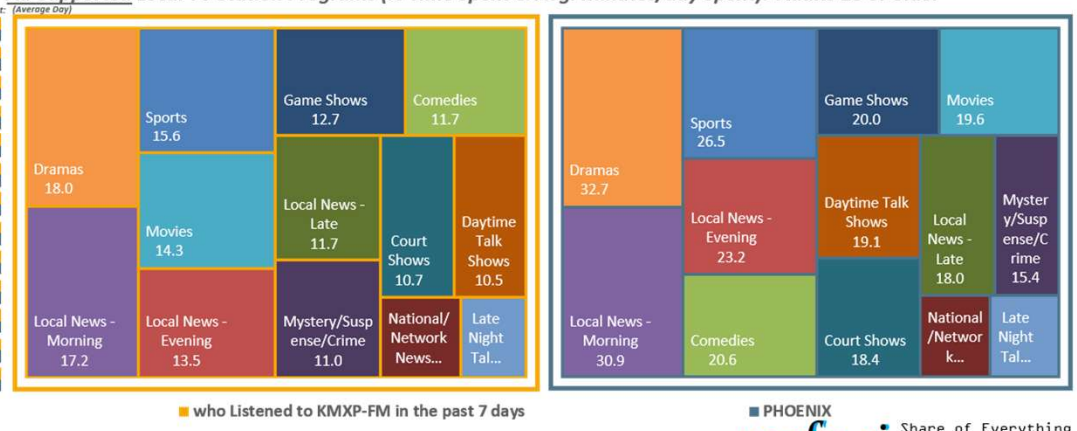
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 214

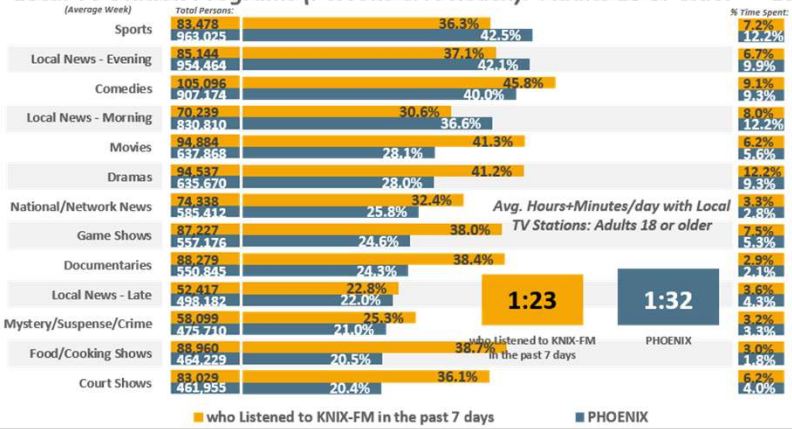
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

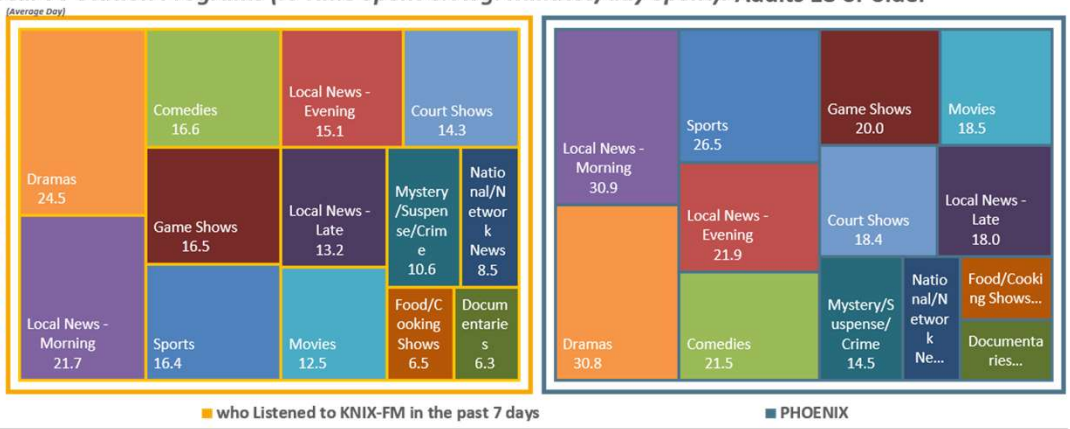
(Radio Stations: KMXP-FM)

225,023 or 58.2% of Adults 18 or older who Listened to KNIX-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Movies, Dramas, Game Shows, Sports, and Local News - Evening.

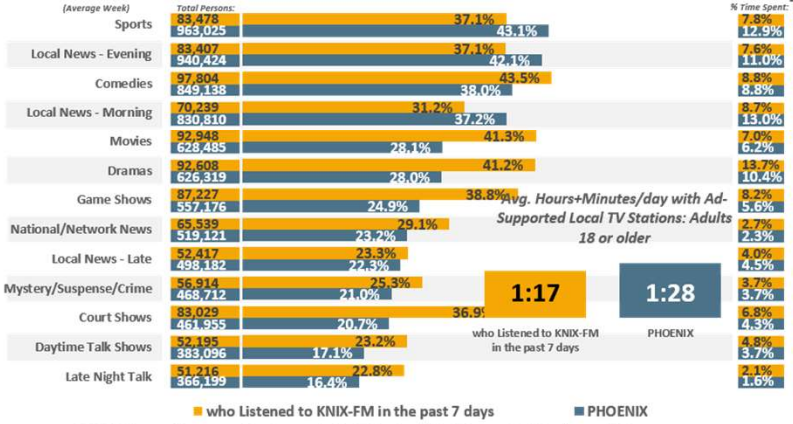
Local TV Station Programs (Persons & % Reach): Adults 18 or older



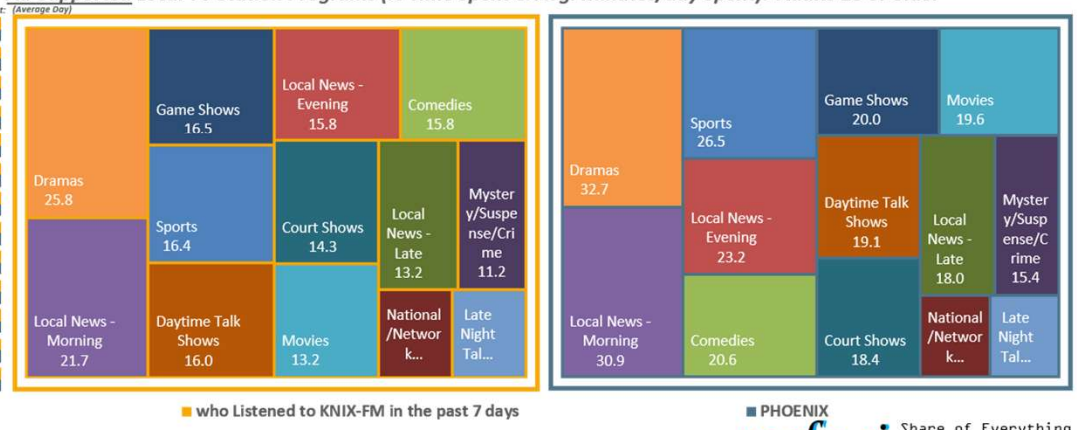
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2026: Aug25-Jul26 Qual Intab 221

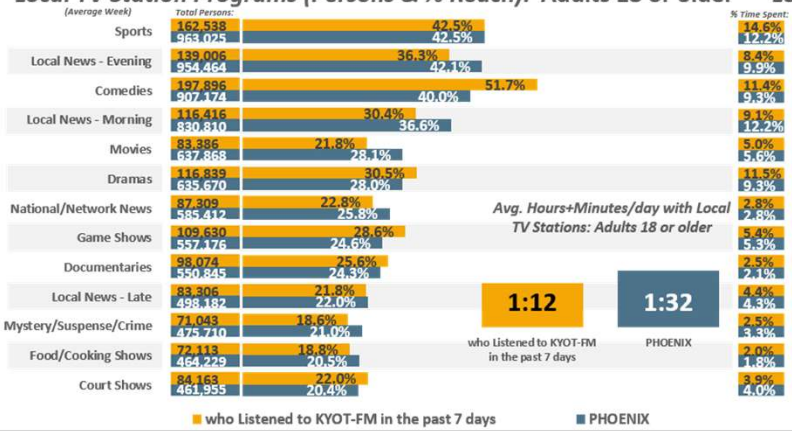
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

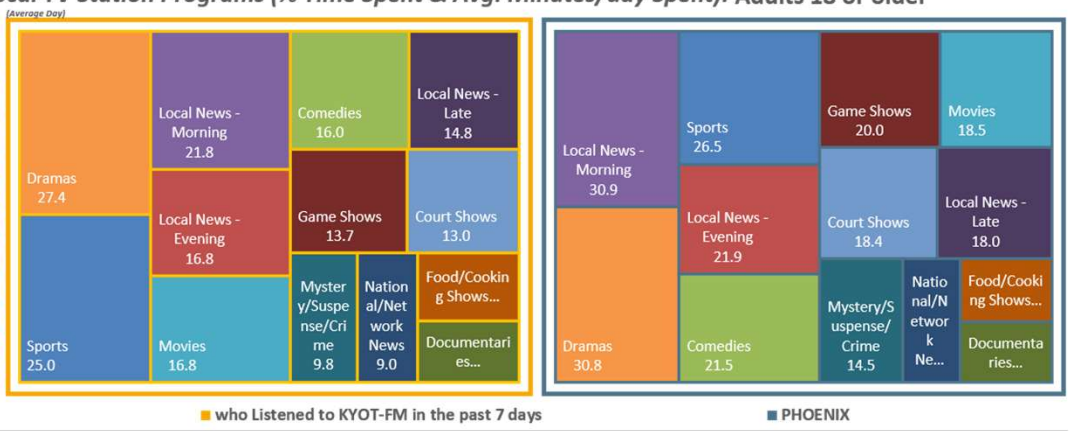
(Radio Stations: KNIX-FM)

379,170 or 62.1% of Adults 18 or older who Listened to KYOT-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Local News - Evening, Local News - Morning, Dramas, and Game Shows.

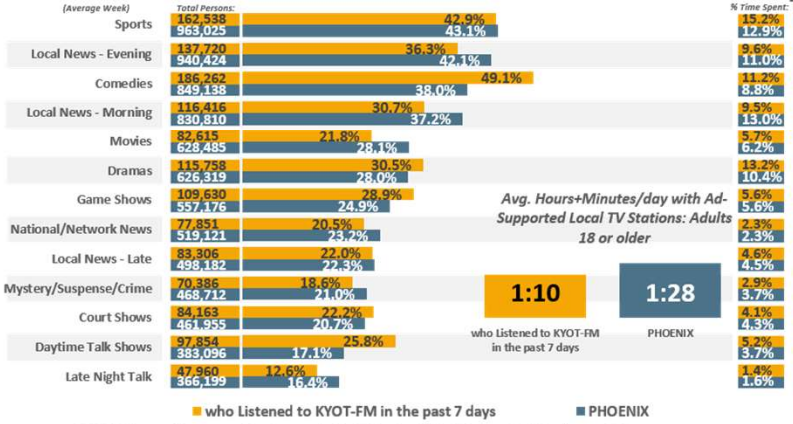
Local TV Station Programs (Persons & % Reach): Adults 18 or older



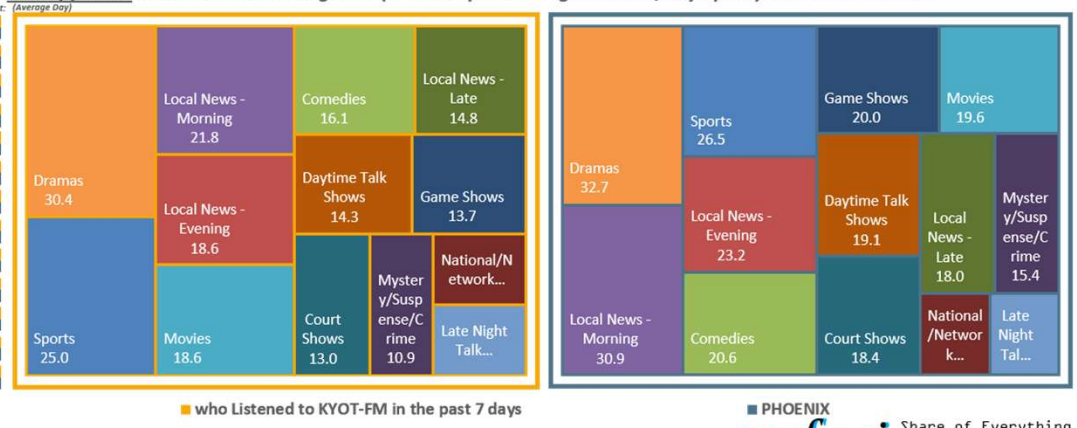
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 309

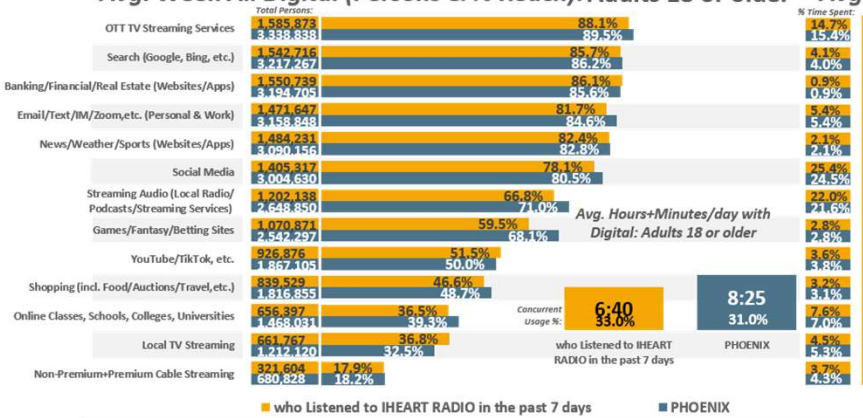
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

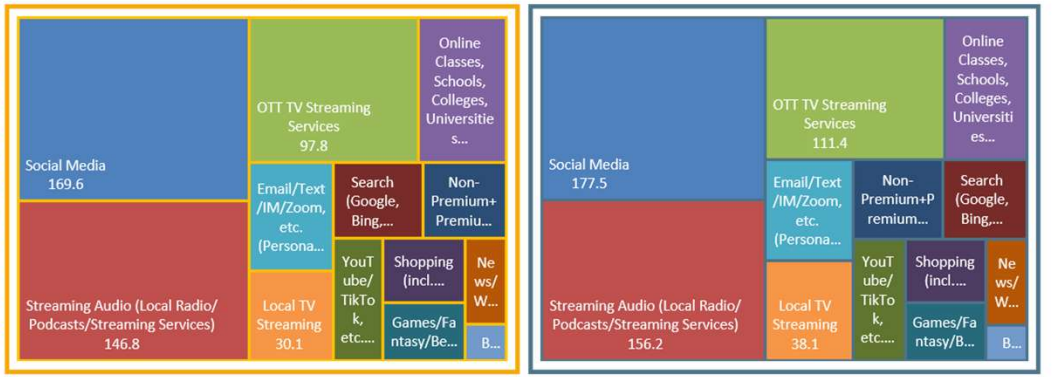
(Radio Stations: KYOT-FM)

1,220,292 or 67.8% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days use Ad-Supported Social Media for an average of 147.2 minutes every day representing 31.1% of all time spent daily with Ad-Supported Digital Media.

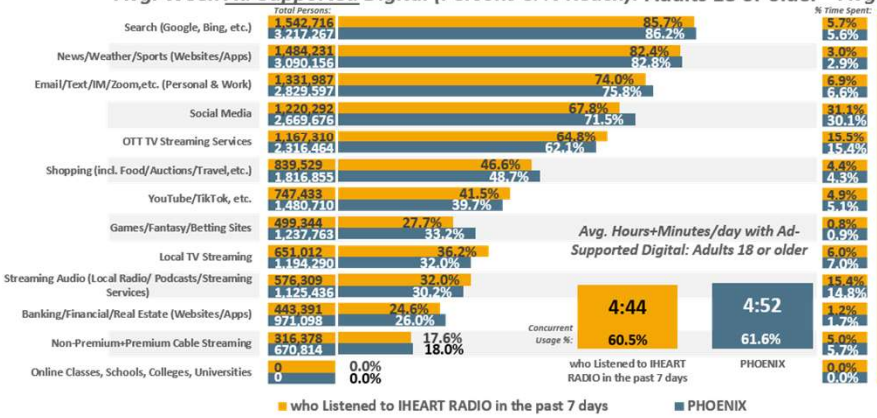
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



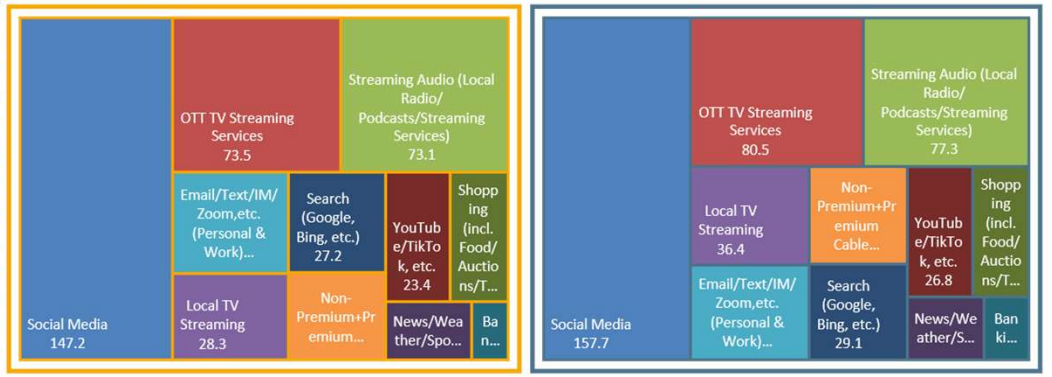
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2026: Aug25-Jul26 Qual Intab 948

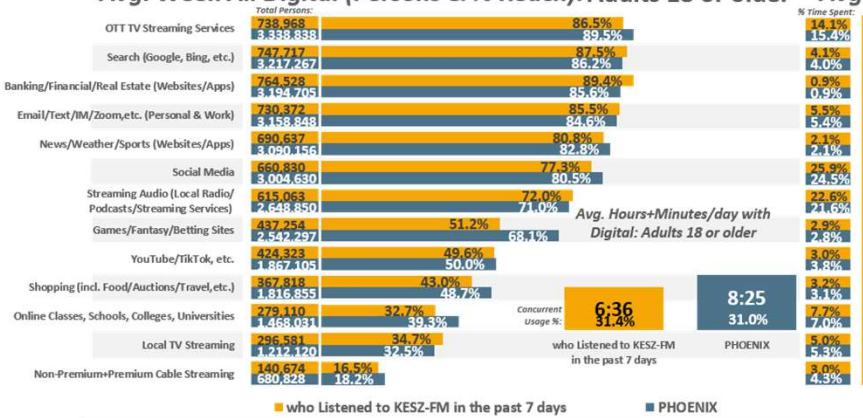
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

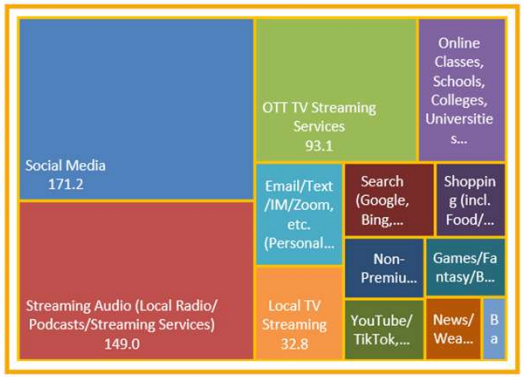
(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)

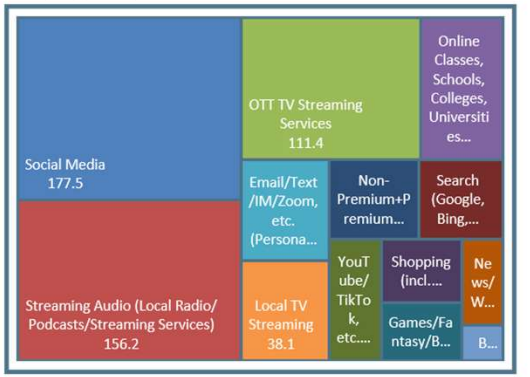
574,473 or 67.2% of Adults 18 or older who Listened to KESZ-FM in the past 7 days use Ad-Supported Social Media for an average of 148.8 minutes every day representing 31.6% of all time spent daily with Ad-Supported Digital Media.

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

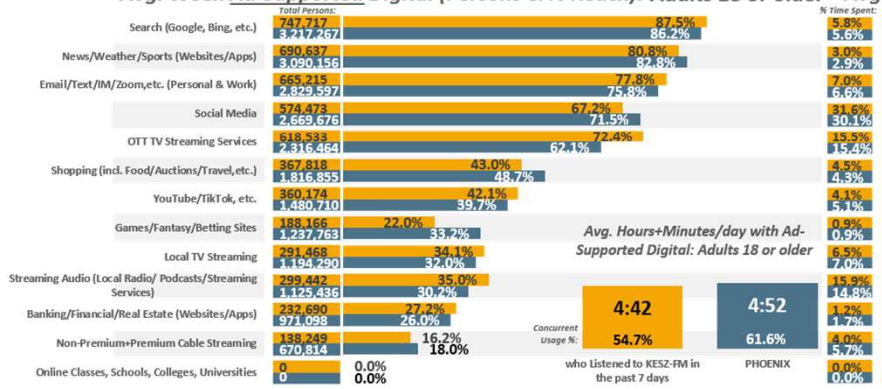


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

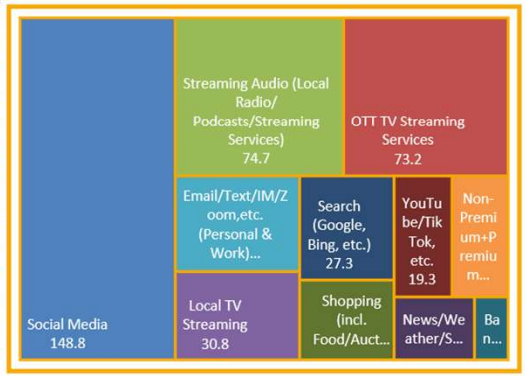


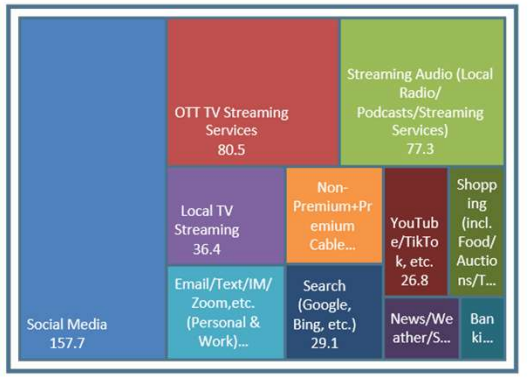


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 436

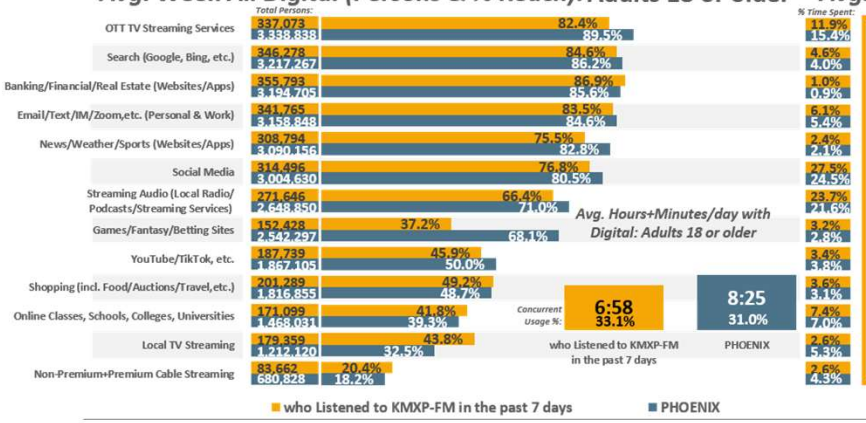
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

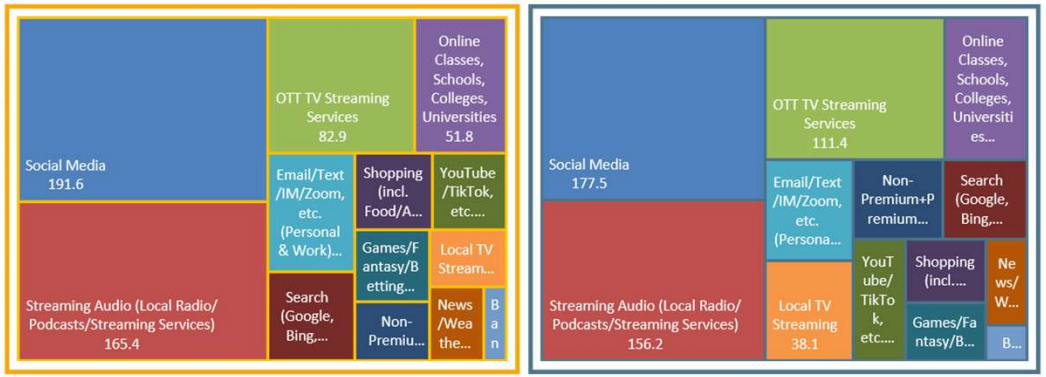
(Radio Stations: KESZ-FM)

294,589 or 72.% of Adults 18 or older who Listened to KMXP-FM in the past 7 days use Ad-Supported Social Media for an average of 179.4 minutes every day representing 34.6% of all time spent daily with Ad-Supported Digital Media.

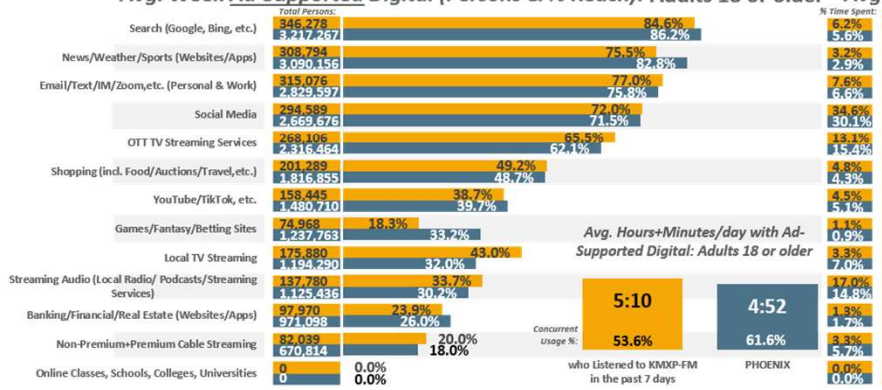
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



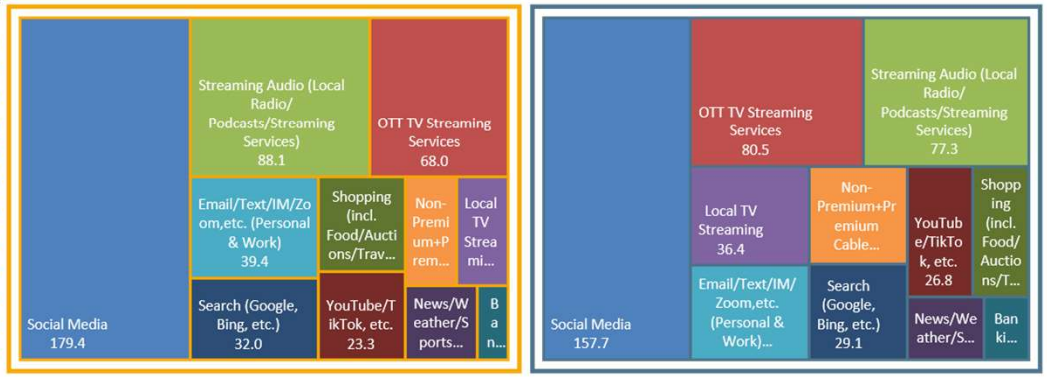
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2026: Aug25-Jul26 Qual Intab 214

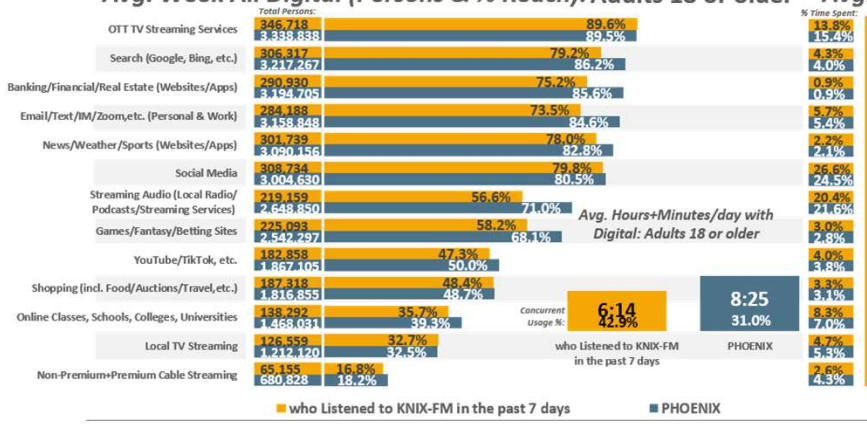
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

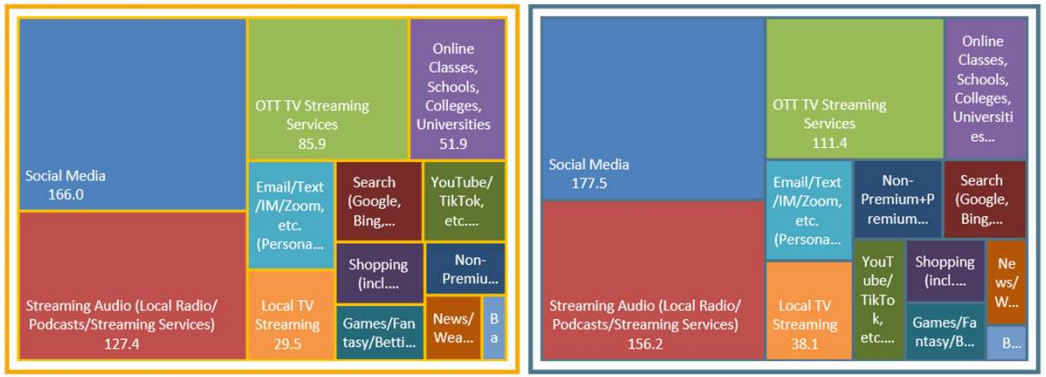
(Radio Stations: KMXP-FM)

288,419 or 74.5% of Adults 18 or older who Listened to KNIX-FM in the past 7 days use Ad-Supported Social Media for an average of 155.1 minutes every day representing 34.4% of all time spent daily with Ad-Supported Digital Media.

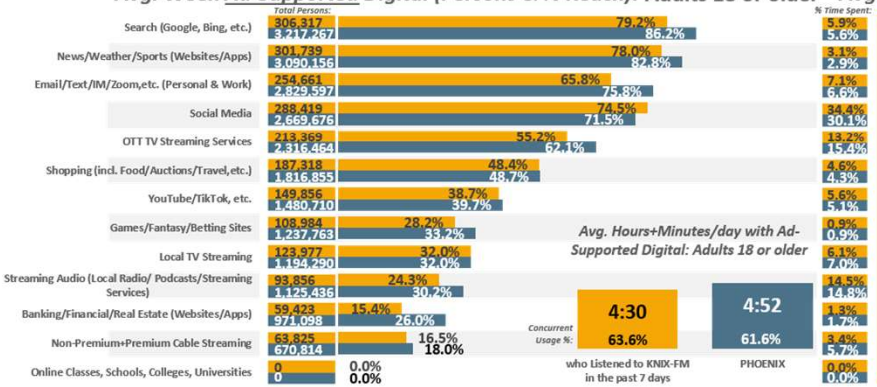
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



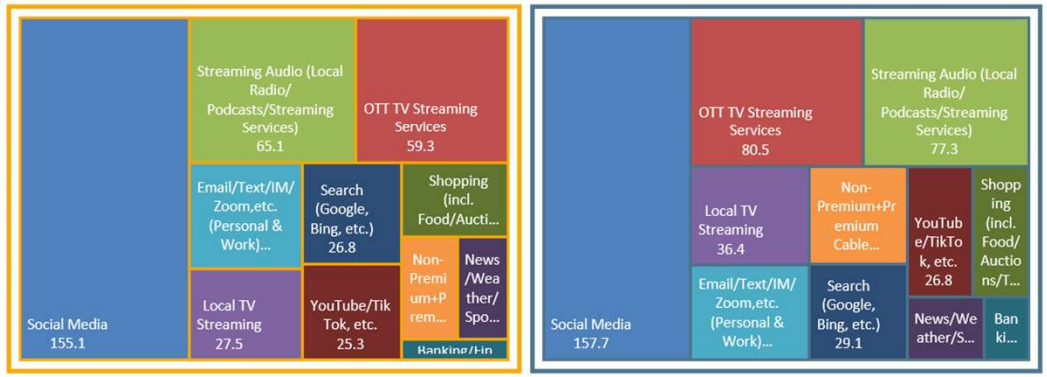
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2026: Aug25-Jul26 Qual Intab 221

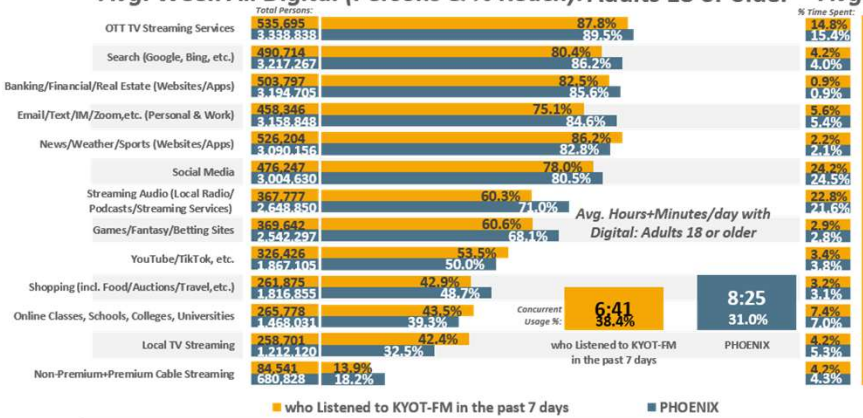
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

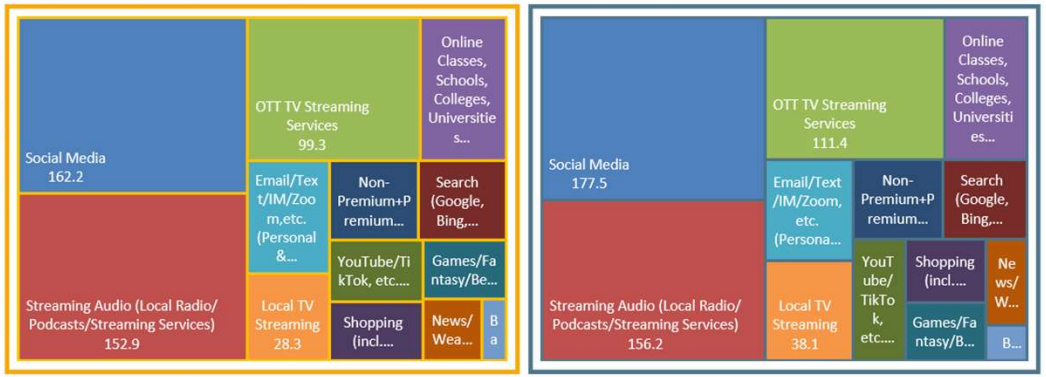
(Radio Stations: KNIX-FM)

403,668 or 66.1% of Adults 18 or older who Listened to KYOT-FM in the past 7 days use Ad-Supported Social Media for an average of 137.5 minutes every day representing 29.% of all time spent daily with Ad-Supported Digital Media.

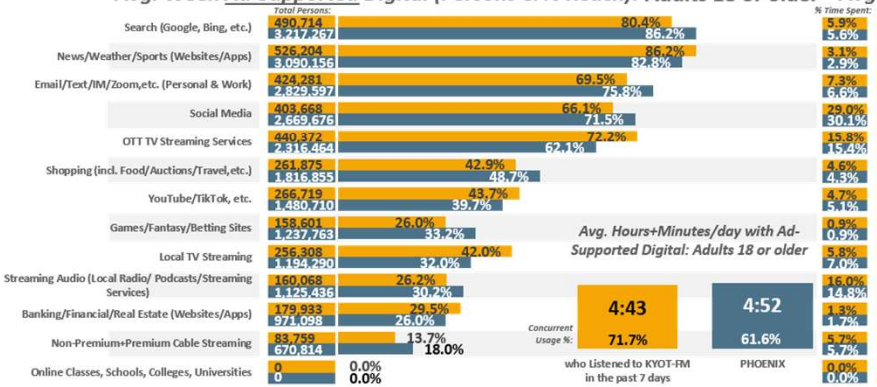
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



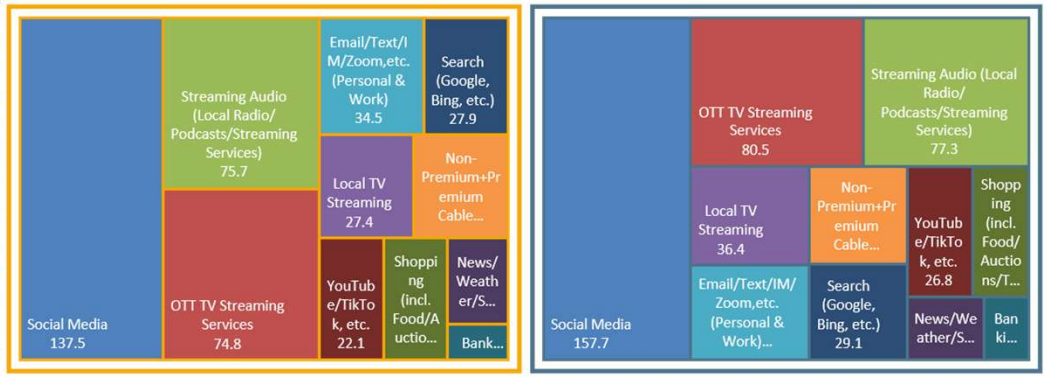
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 309

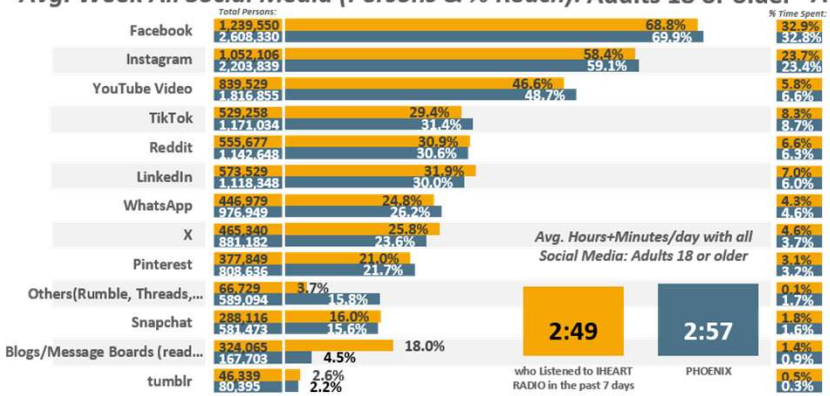
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

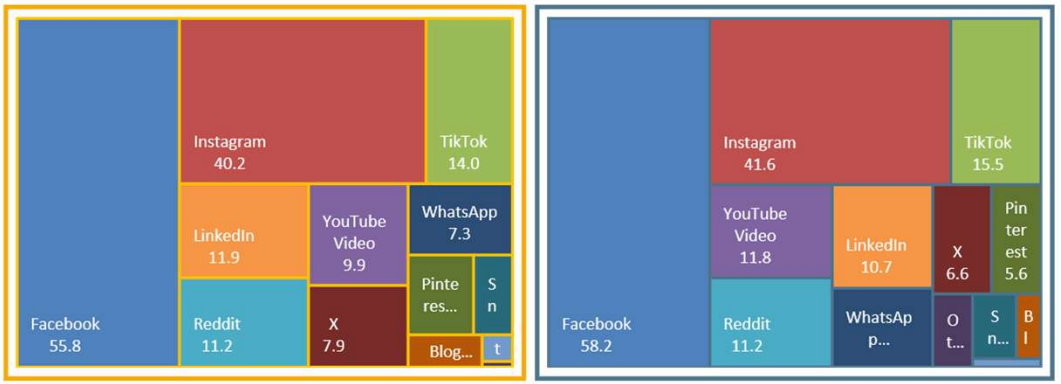
(Radio Stations: KYOT-FM)

1,220,292 or 67.8% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days use Ad-Supported Facebook for an average of 57.5 minutes every day representing 39.% of all time spent daily with Ad-Supported Social Media.

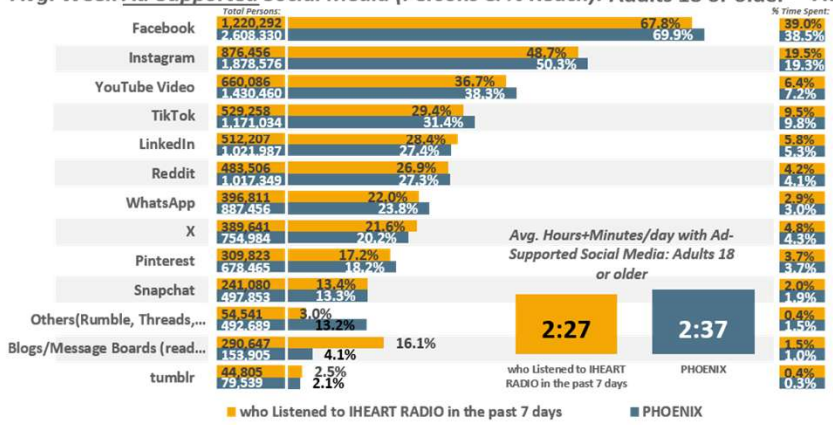
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



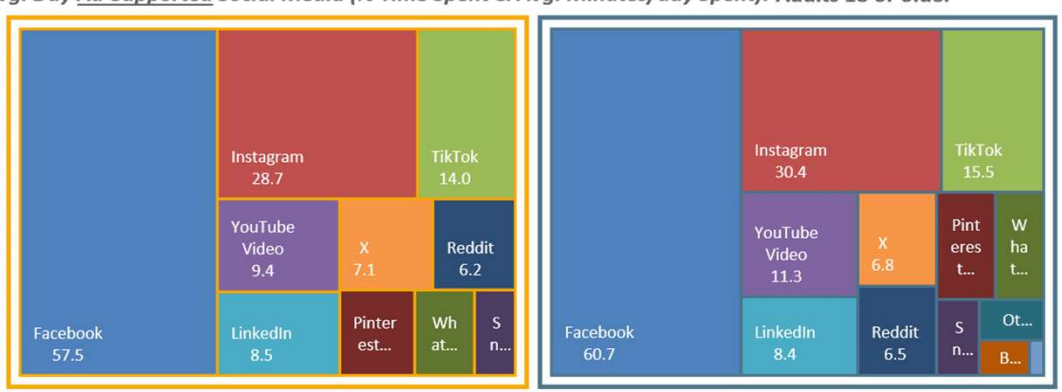
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 948

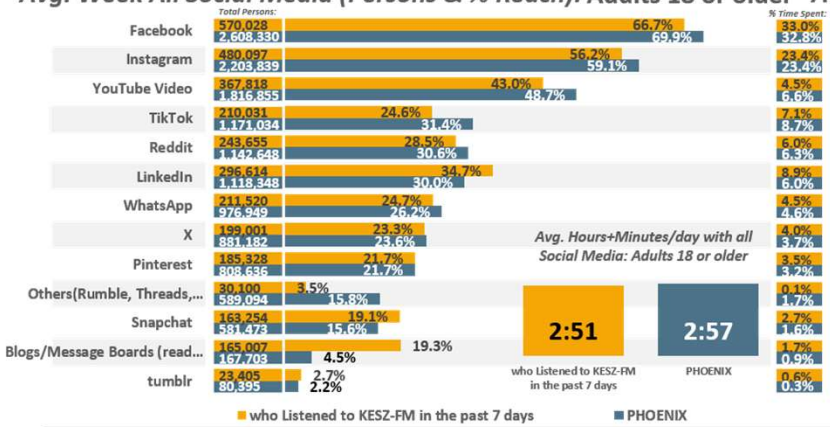
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

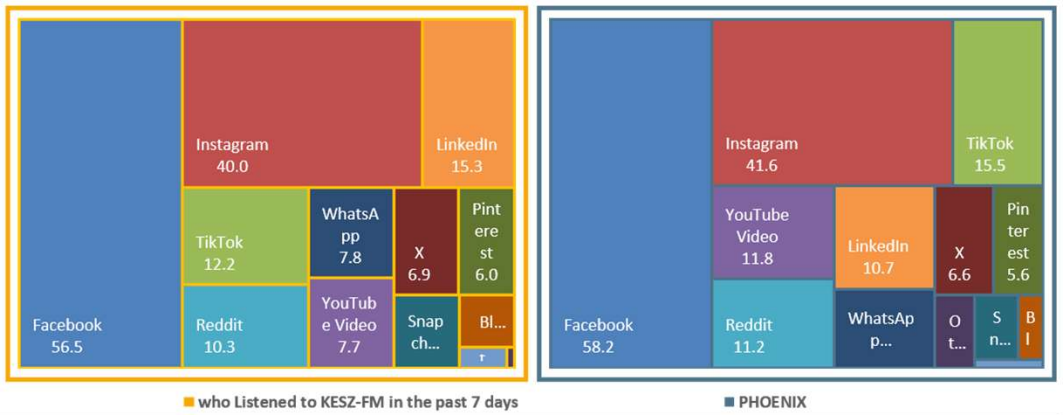
(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)

570,028 or 66.7% of Adults 18 or older who Listened to KESZ-FM in the past 7 days use Ad-Supported Facebook for an average of 59.7 minutes every day representing 40.1% of all time spent daily with Ad-Supported Social Media.

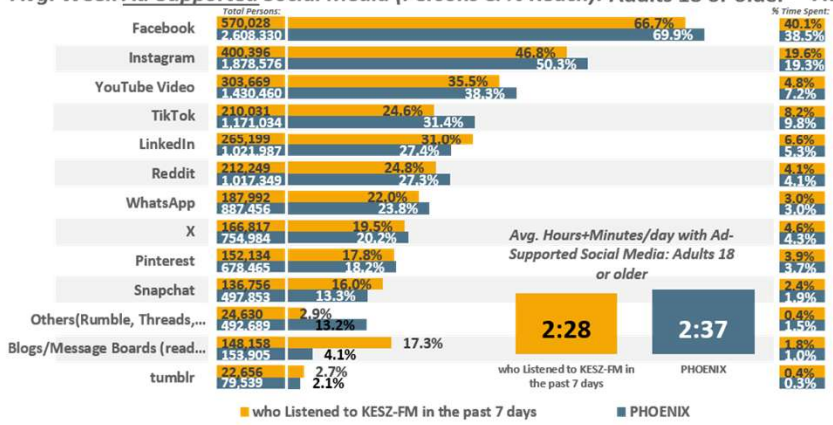
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



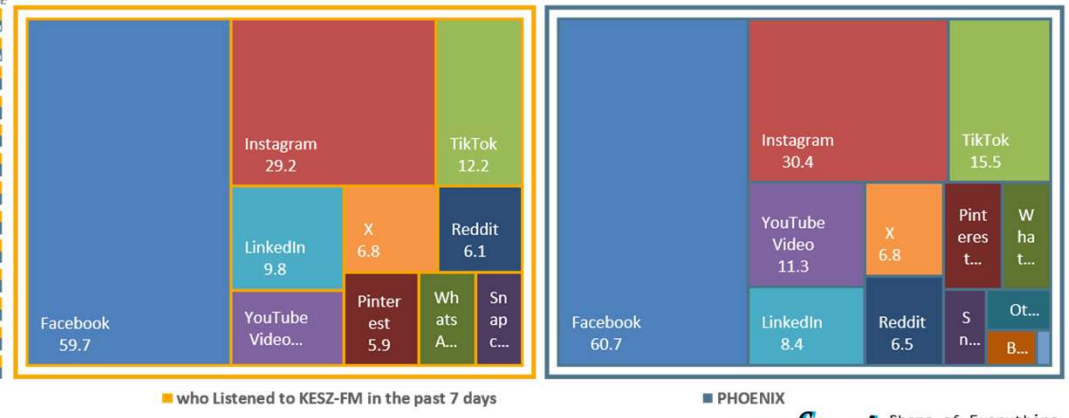
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2026: Aug25-Jul26 Qual Intab 436

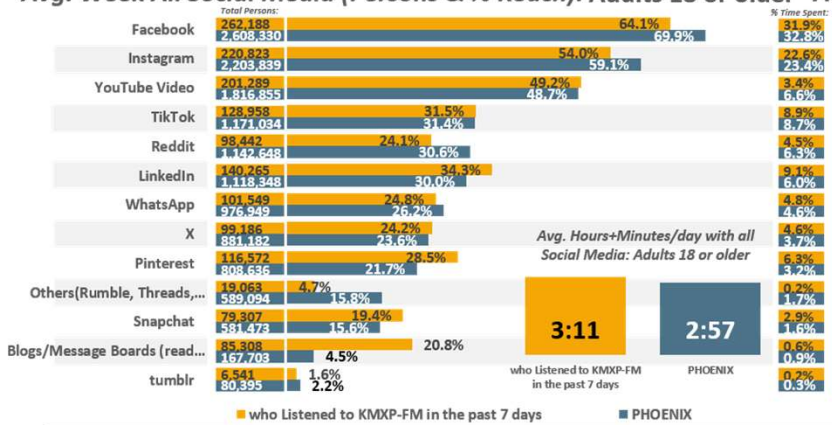
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. LLC. All rights reserved.

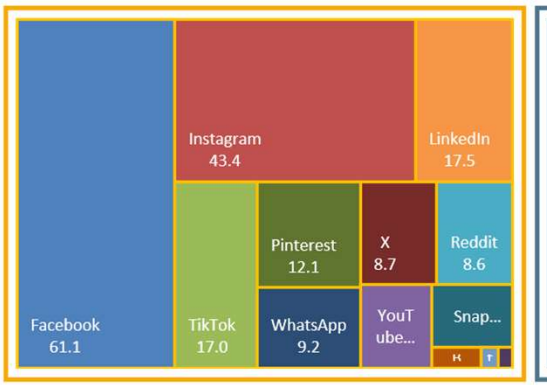
soefa.ai Share of Everything for Anything ©

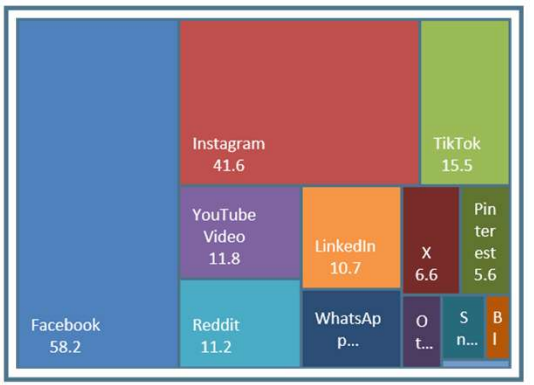
(Radio Stations: KESZ-FM)

262,188 or 64.1% of Adults 18 or older who Listened to KMXP-FM in the past 7 days use Ad-Supported Facebook for an average of 68.7 minutes every day representing 38.3% of all time spent daily with Ad-Supported Social Media.

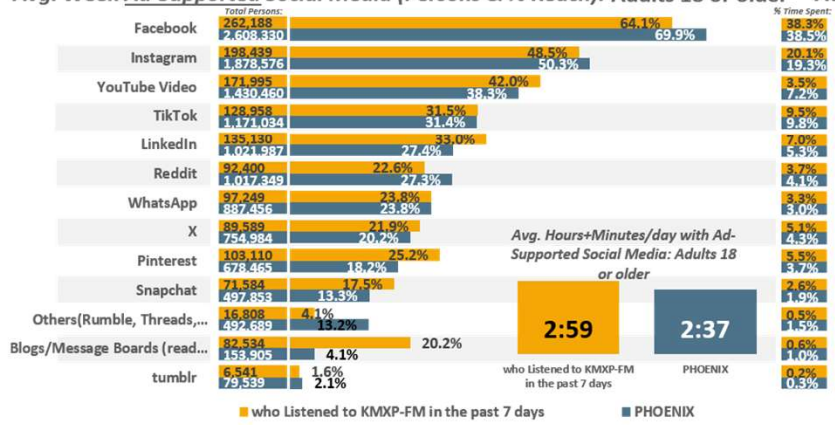
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older

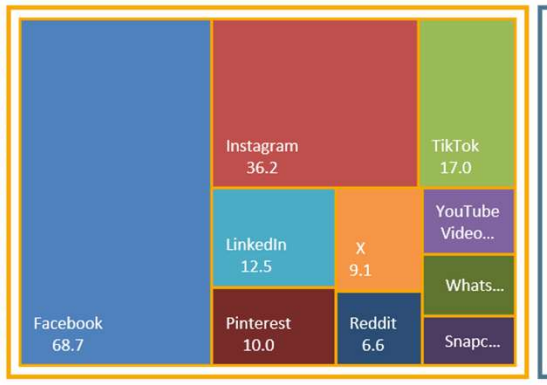


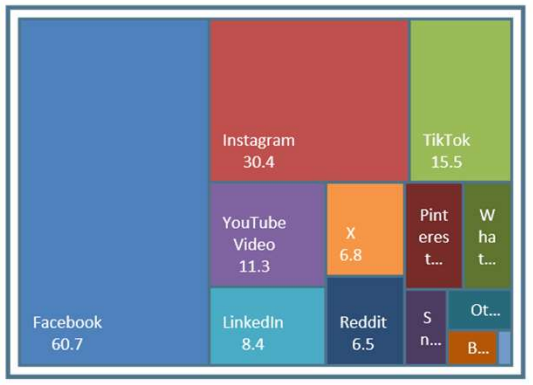




Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older







PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 214

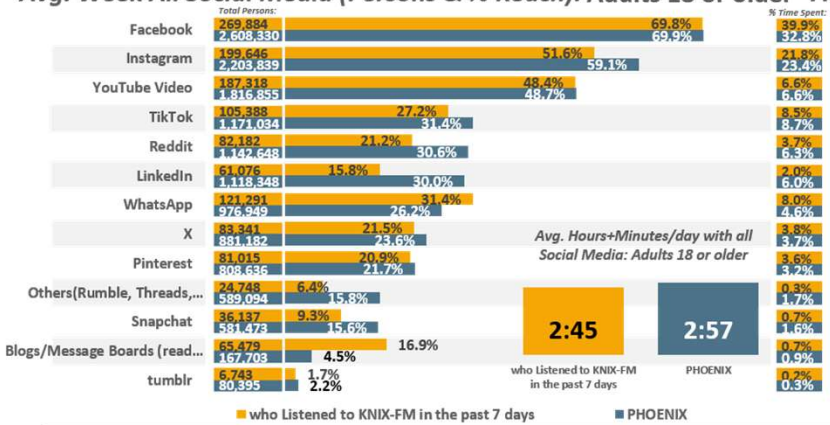
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

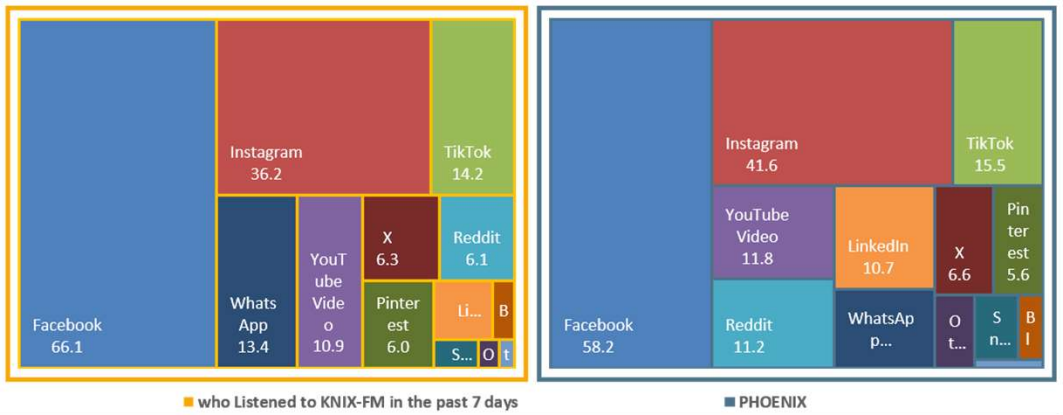
(Radio Stations: KMXP-FM)

269,884 or 69.8% of Adults 18 or older who Listened to KNIX-FM in the past 7 days use Ad-Supported Facebook for an average of 65.1 minutes every day representing 42.% of all time spent daily with Ad-Supported Social Media.

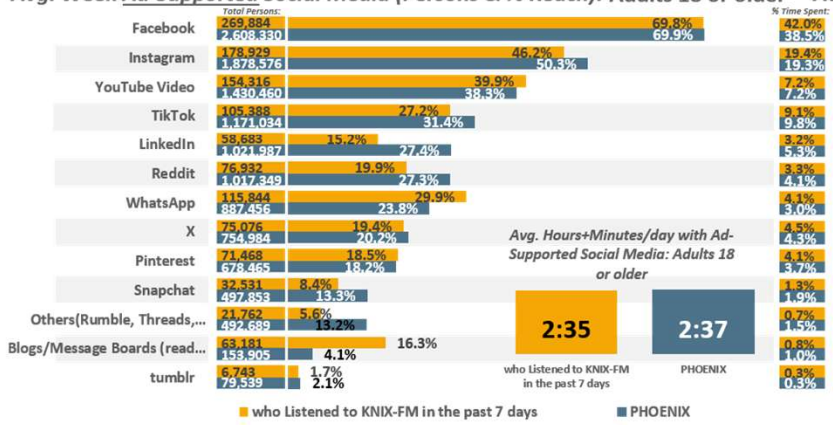
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



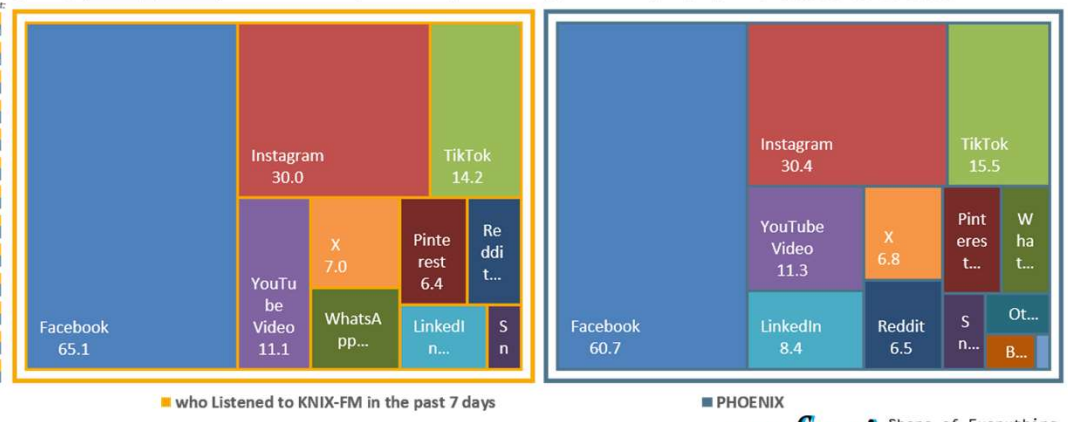
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2026: Aug25-Jul26 Qual Intab 221

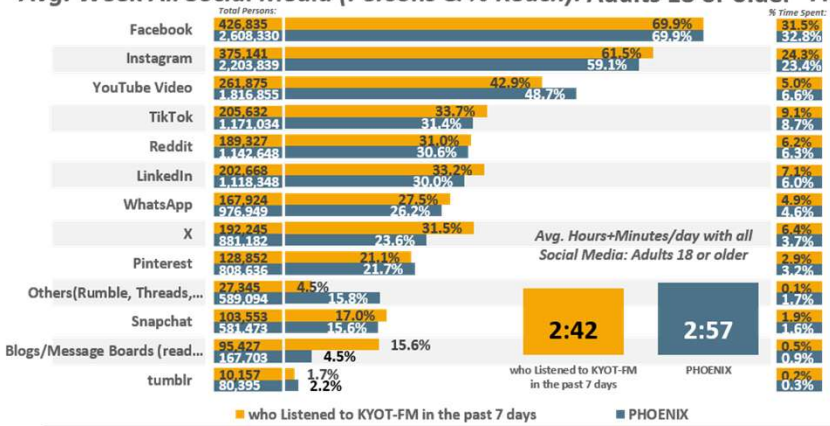
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

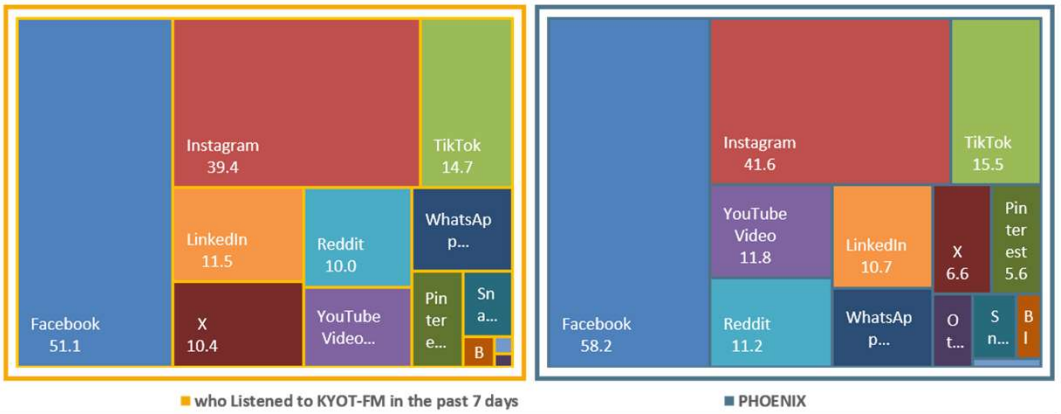
(Radio Stations: KNIX-FM)

403,668 or 66.1% of Adults 18 or older who Listened to KYOT-FM in the past 7 days use Ad-Supported Facebook for an average of 52.4 minutes every day representing 38.1% of all time spent daily with Ad-Supported Social Media.

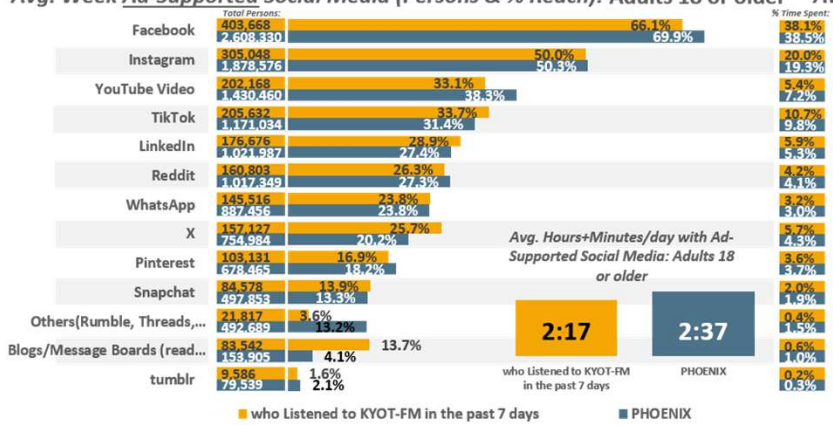
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



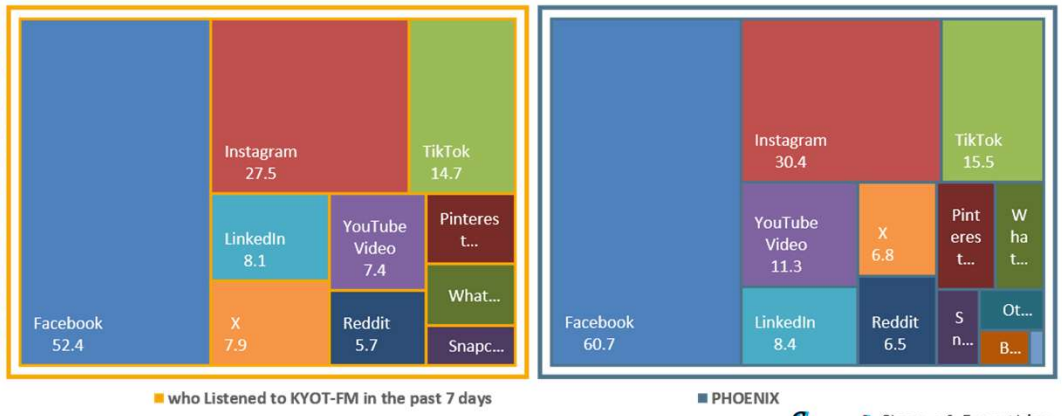
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



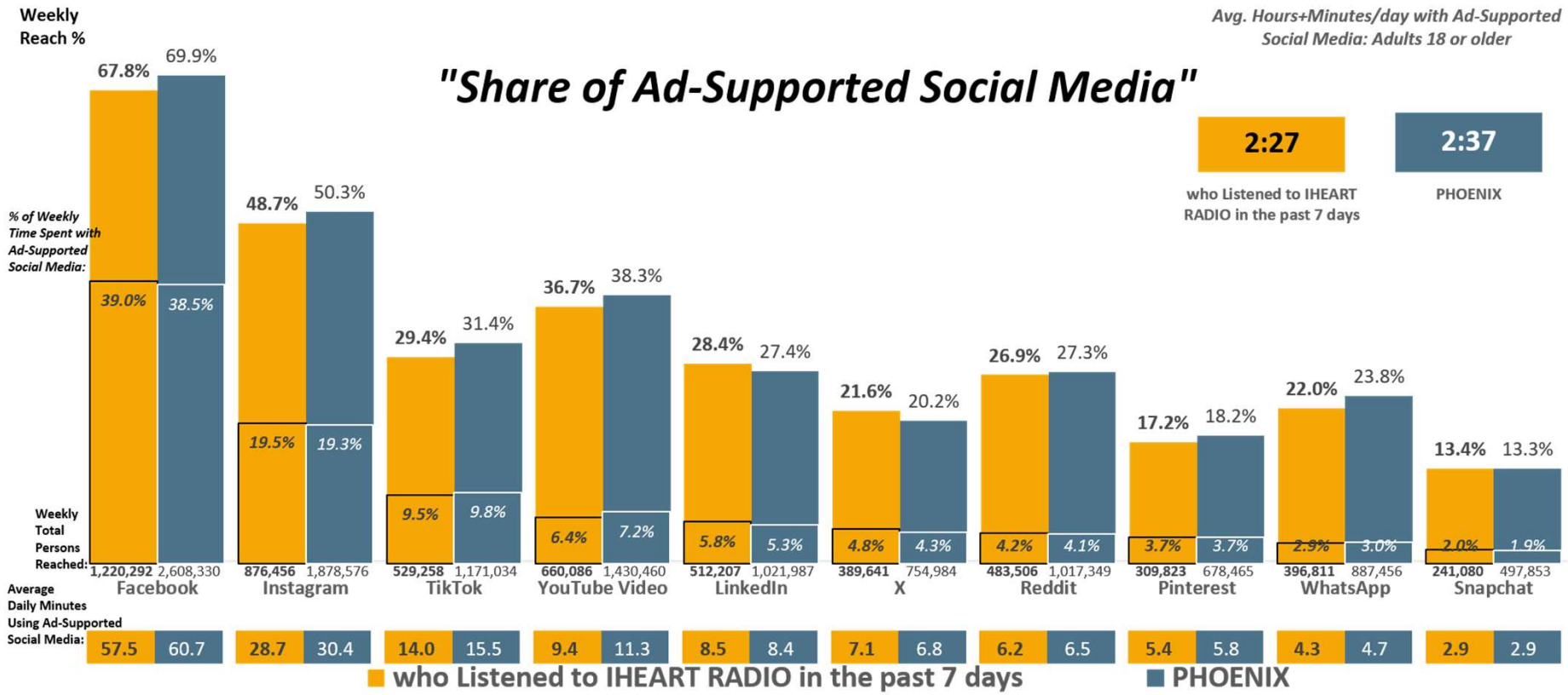
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 309

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: KYOT-FM)

1,220,292 or 67.8% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days use Ad-Supported Facebook for an average of 57.5 minutes every day representing 39.% of all time spent daily with Ad-Supported Social Media.



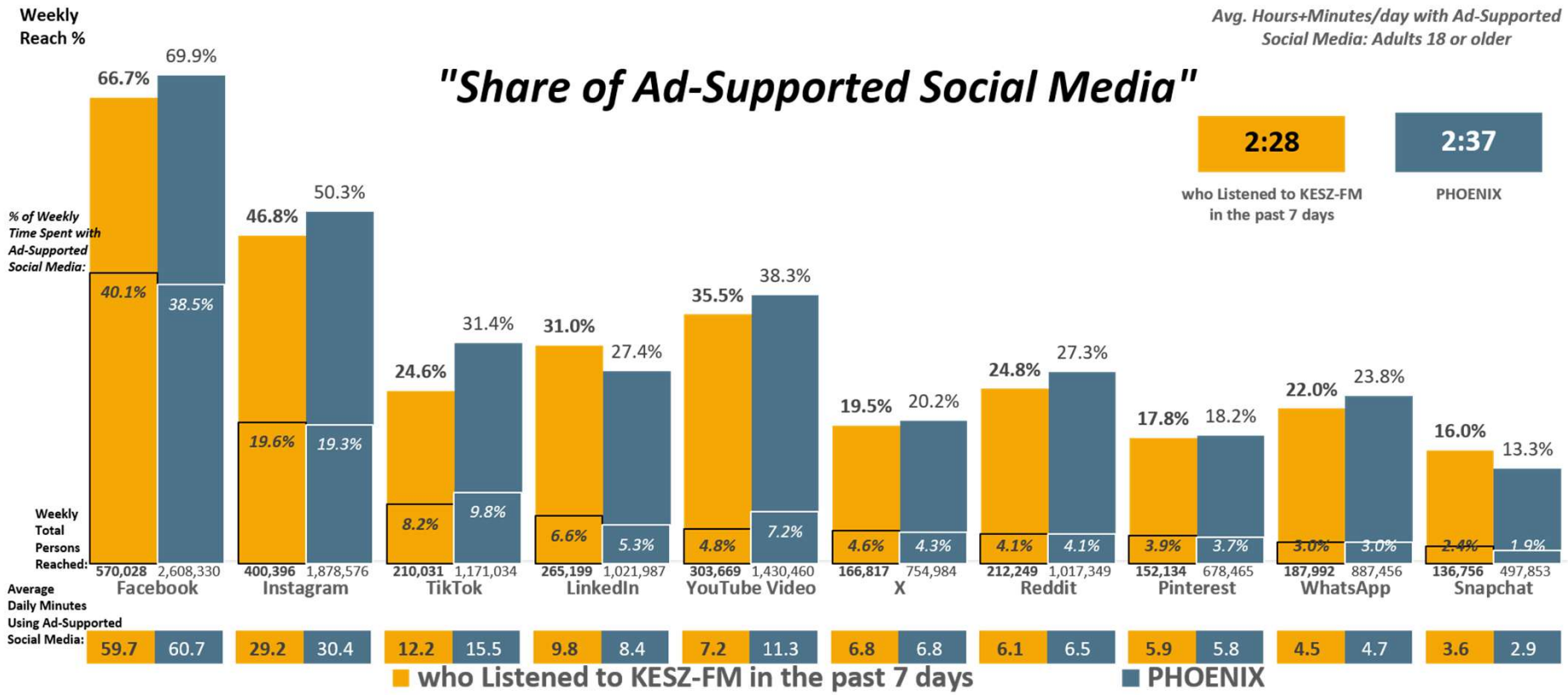
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 948 PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,941

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

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

570,028 or 66.7% of Adults 18 or older who Listened to KESZ-FM in the past 7 days use Ad-Supported Facebook for an average of 59.7 minutes every day representing 40.1% of all time spent daily with Ad-Supported Social Media.



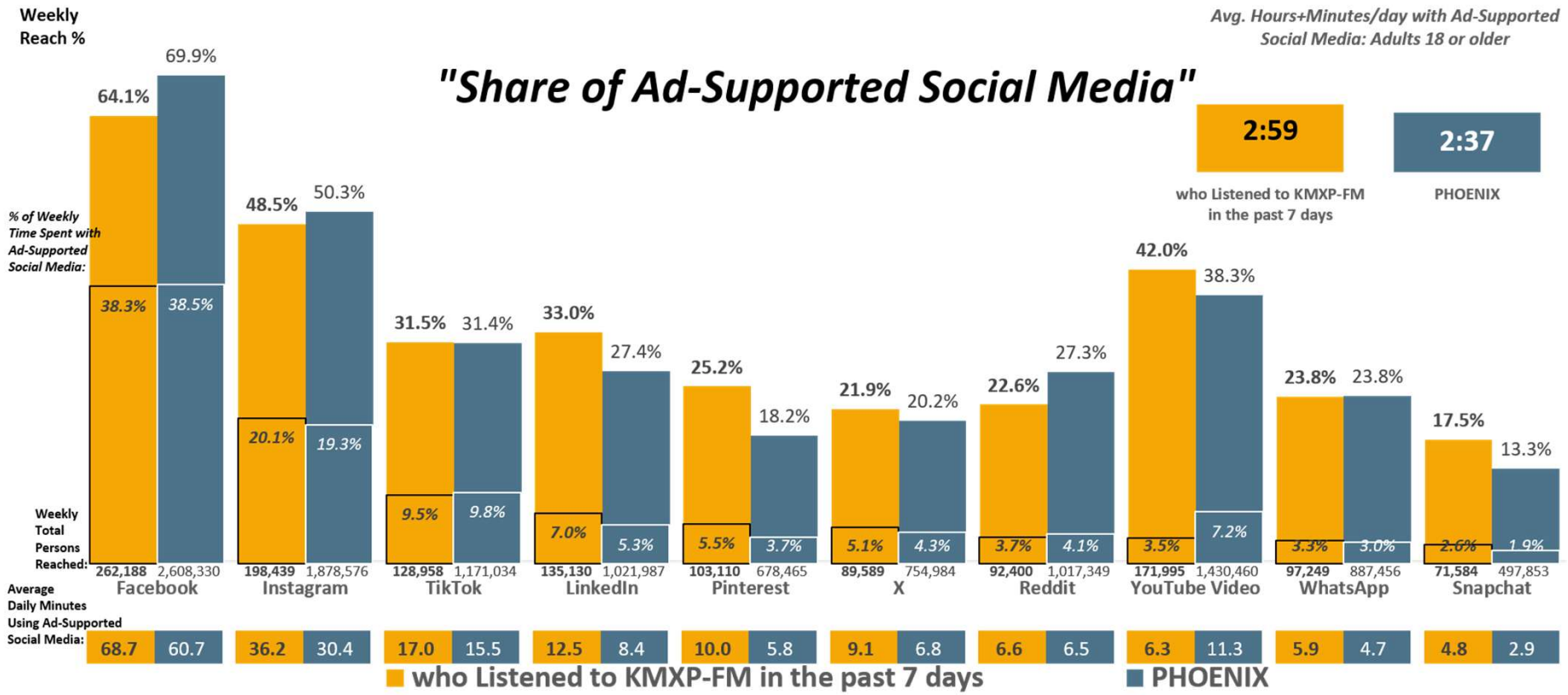
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 436 PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,941

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: KESZ-FM)

262,188 or 64.1% of Adults 18 or older who Listened to KMXP-FM in the past 7 days use Ad-Supported Facebook for an average of 68.7 minutes every day representing 38.3% of all time spent daily with Ad-Supported Social Media.



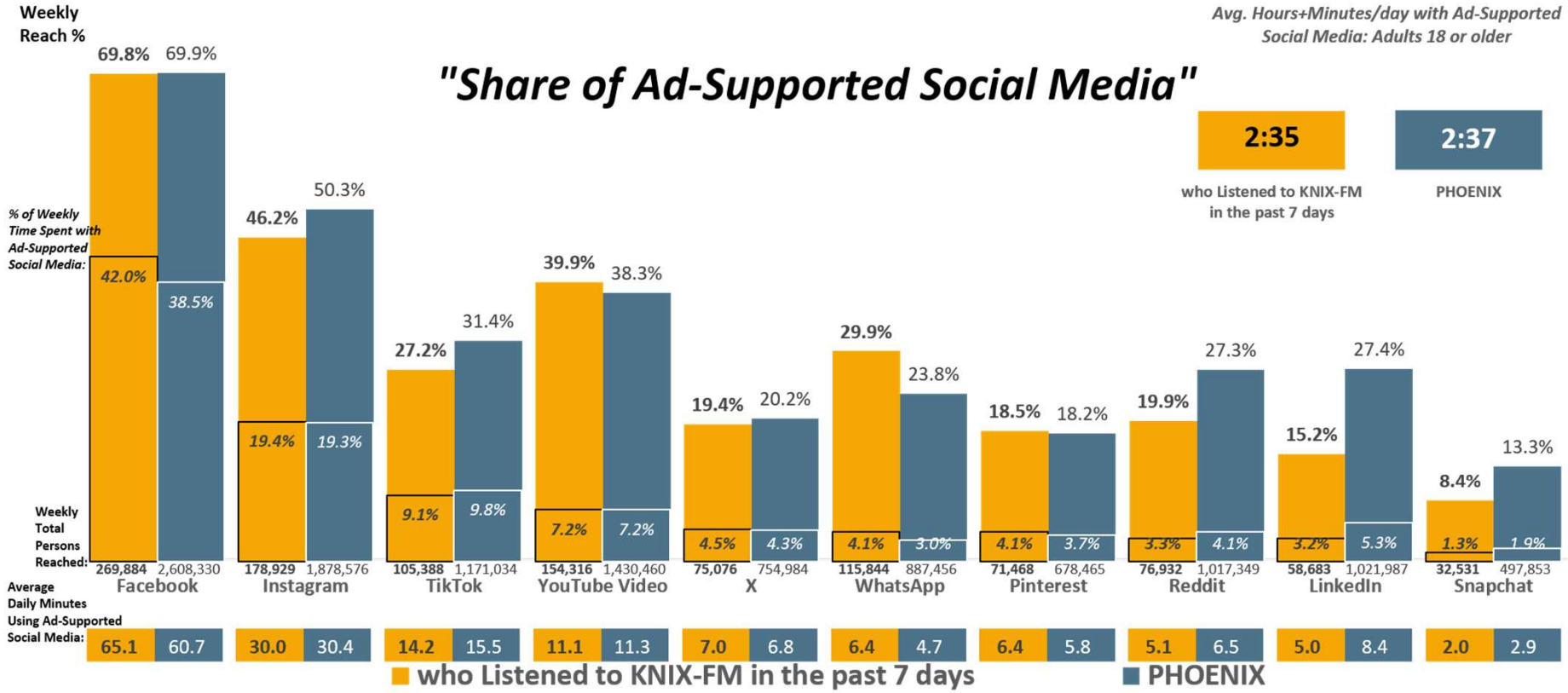
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 214 PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,941

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: KMXP-FM)

269,884 or 69.8% of Adults 18 or older who Listened to KNIX-FM in the past 7 days use Ad-Supported Facebook for an average of 65.1 minutes every day representing 42.% of all time spent daily with Ad-Supported Social Media.



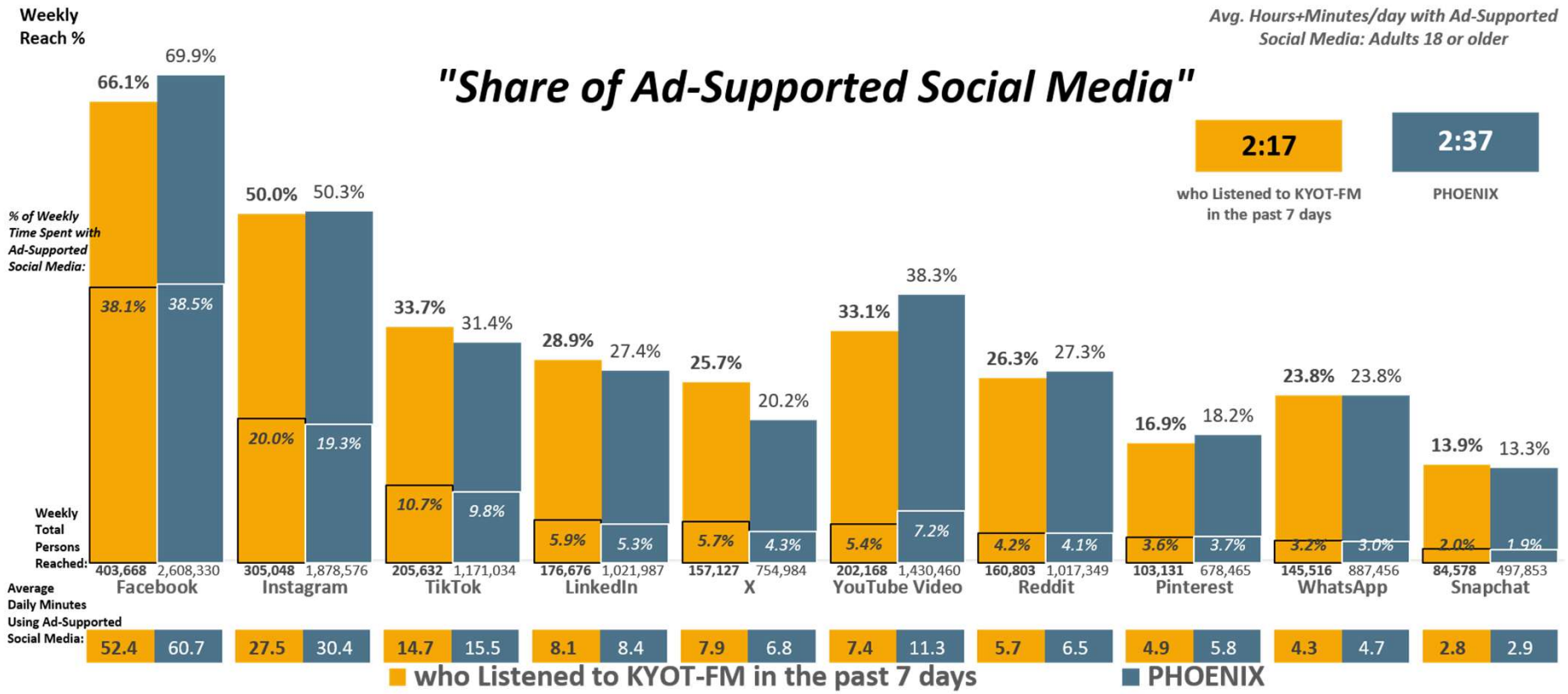
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 221 PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,941

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: KNIX-FM)

403,668 or 66.1% of Adults 18 or older who Listened to KYOT-FM in the past 7 days use Ad-Supported Facebook for an average of 52.4 minutes every day representing 38.1% of all time spent daily with Ad-Supported Social Media.



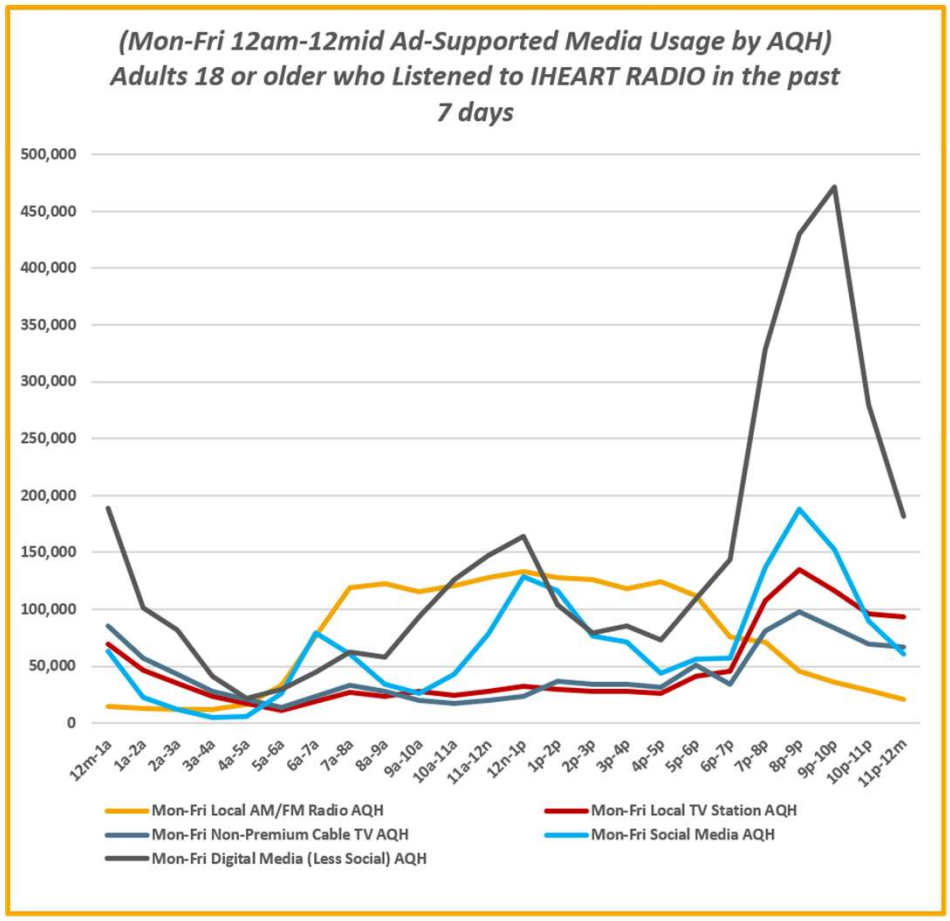
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 309 PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,941

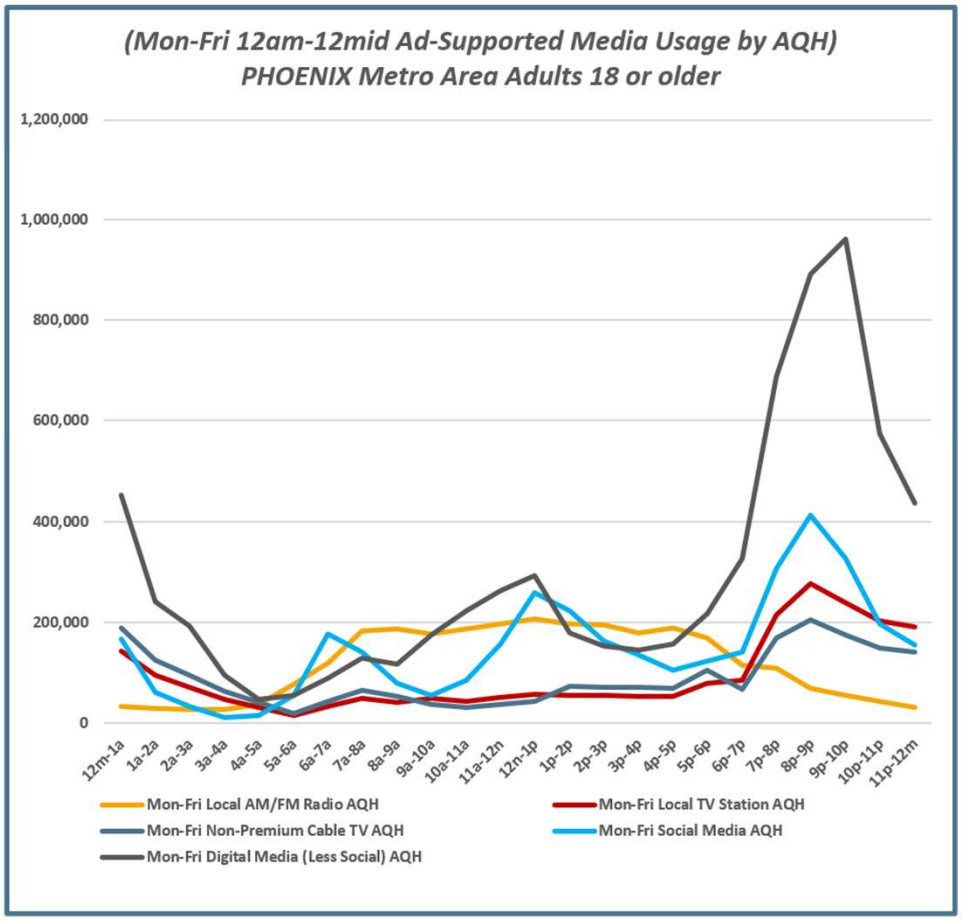
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: KYOT-FM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 115,166; All Other Digital Media: 99,321; Social Media: 67,052; Non-Prem. Cable: 29,745; Local TV: 29,218 reaching Adults 18 or older who Listened to IHEART RADIO in the past 7 days.





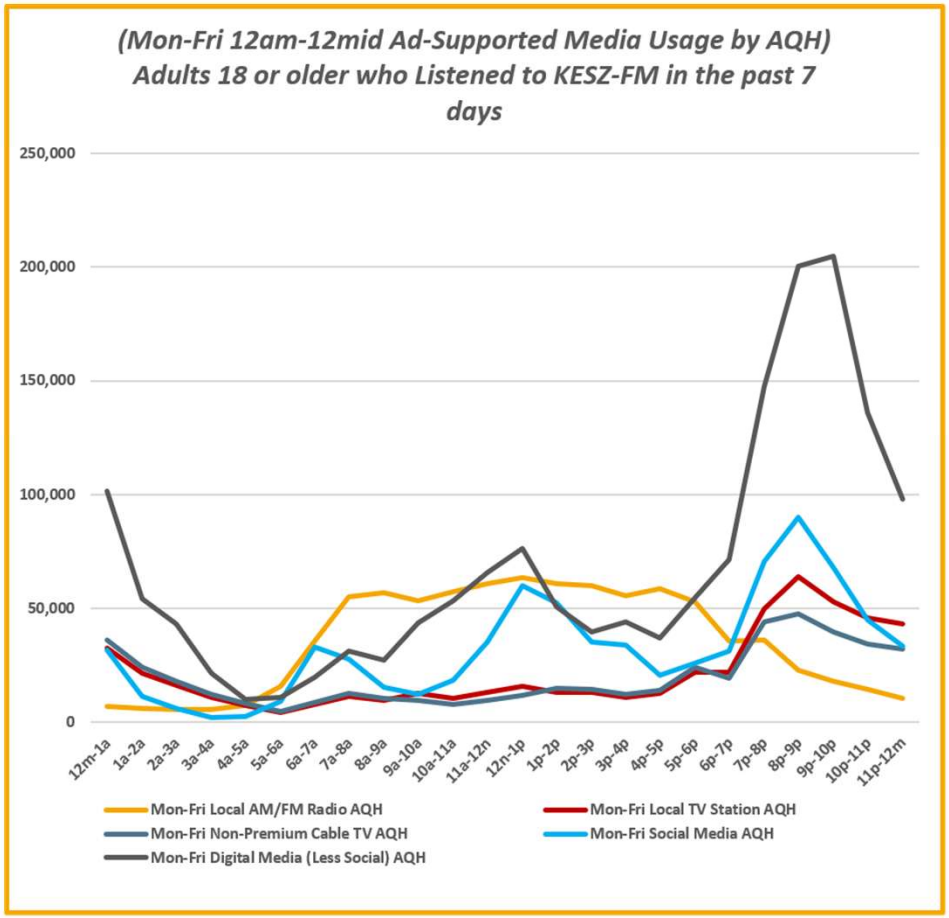
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 948

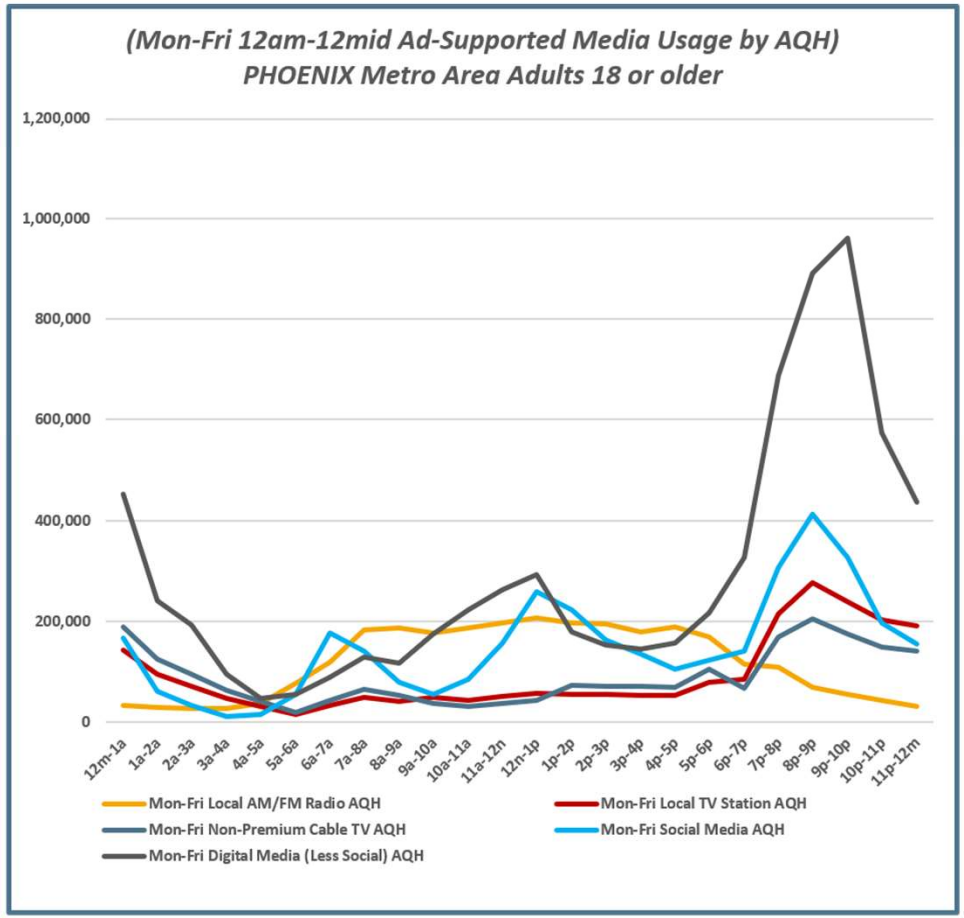
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

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

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 54,308; All Other Digital Media: 47,183; Social Media: 30,786; Local TV: 13,351; Non-Prem. Cable: 13,025 reaching Adults 18 or older who Listened to KESZ-FM in the past 7 days.





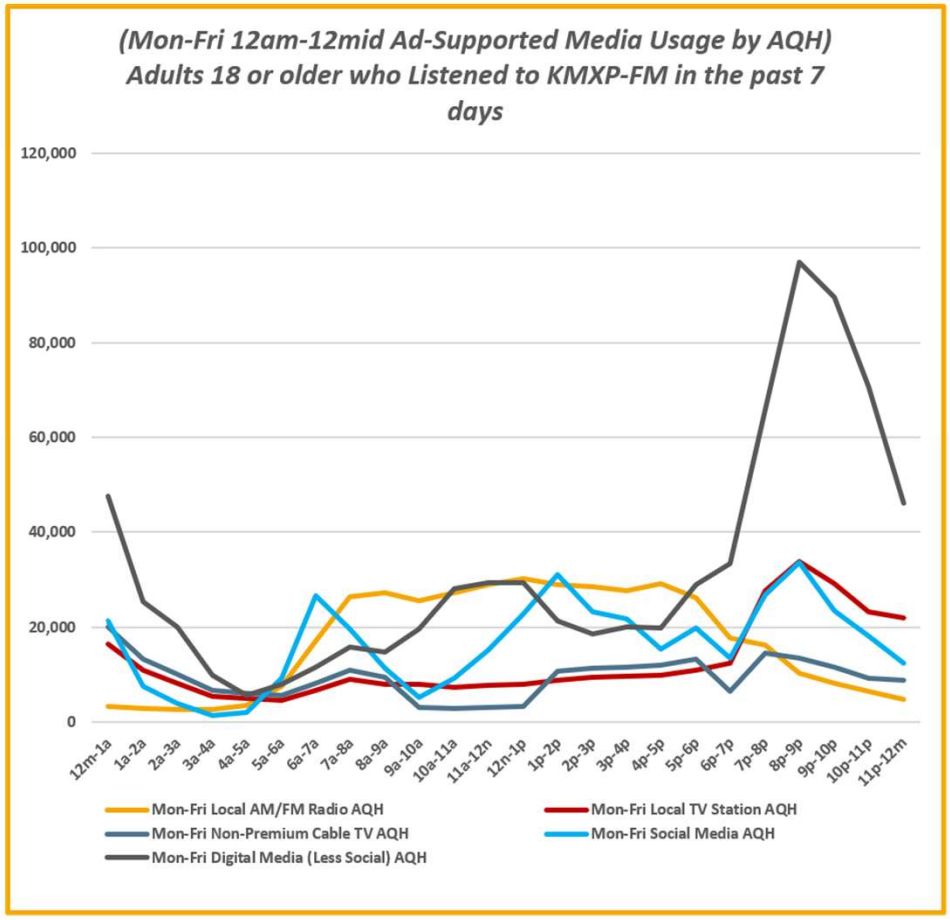
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 436

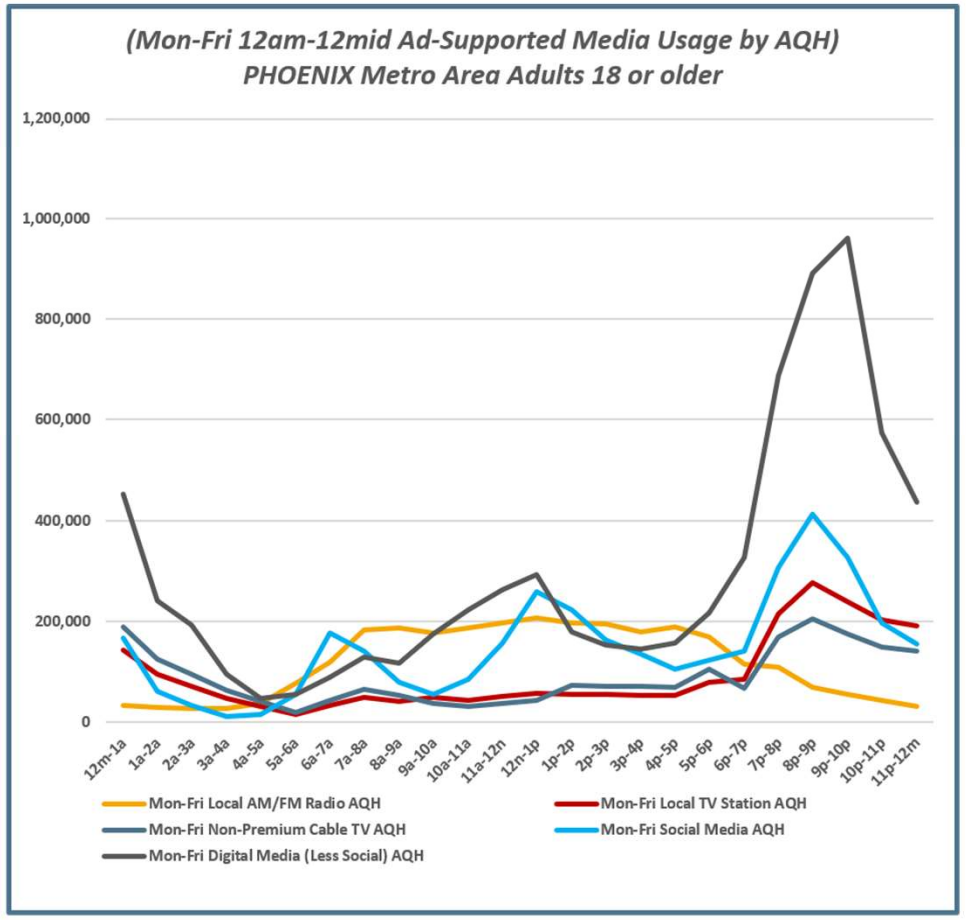
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: KESZ-FM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 26,233; All Other Digital Media: 22,395; Social Media: 18,059; Local TV: 8,909; Non-Prem. Cable: 8,203 reaching Adults 18 or older who Listened to KMXP-FM in the past 7 days.





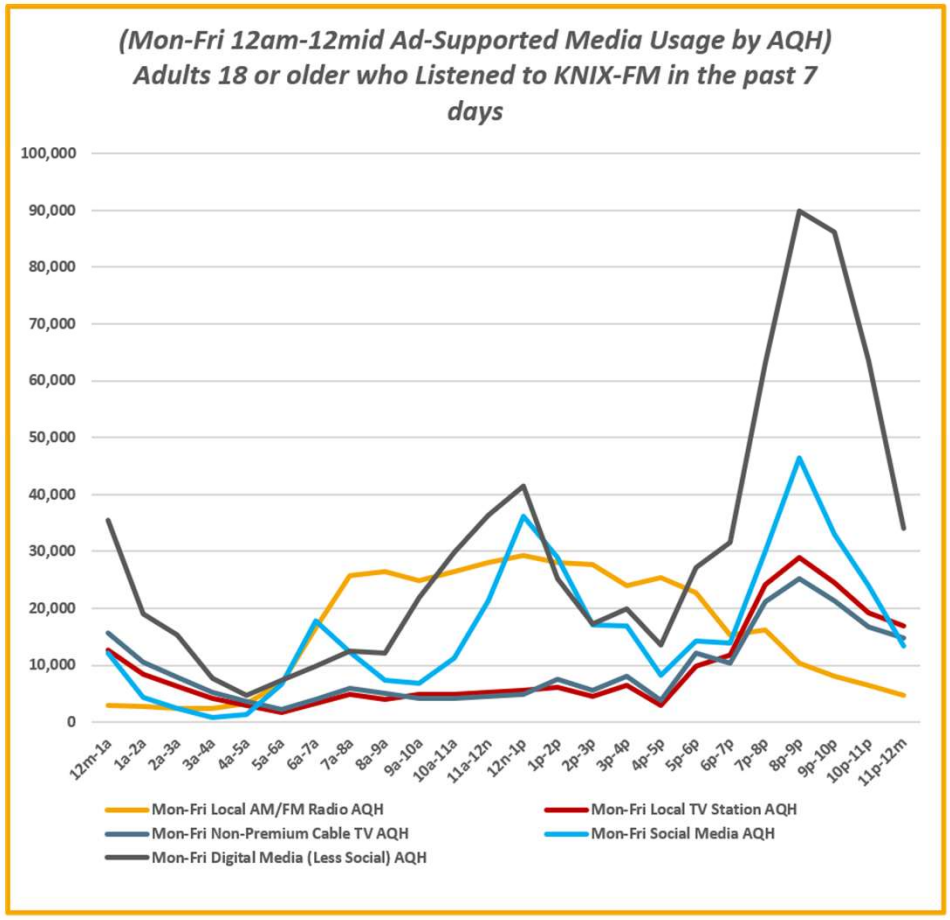
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 214

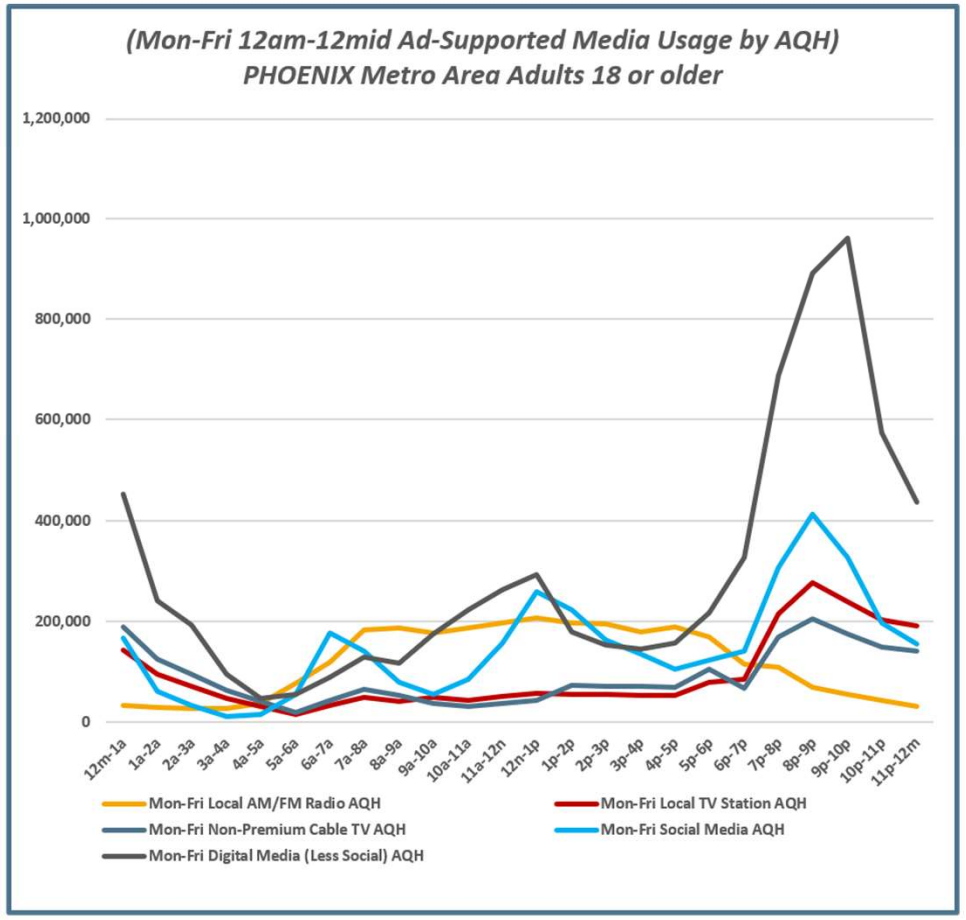
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: KMXP-FM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 24,663; All Other Digital Media: 22,945; Social Media: 16,312; Non-Prem. Cable: 6,195; Local TV: 5,744 reaching Adults 18 or older who Listened to KNIX-FM in the past 7 days.





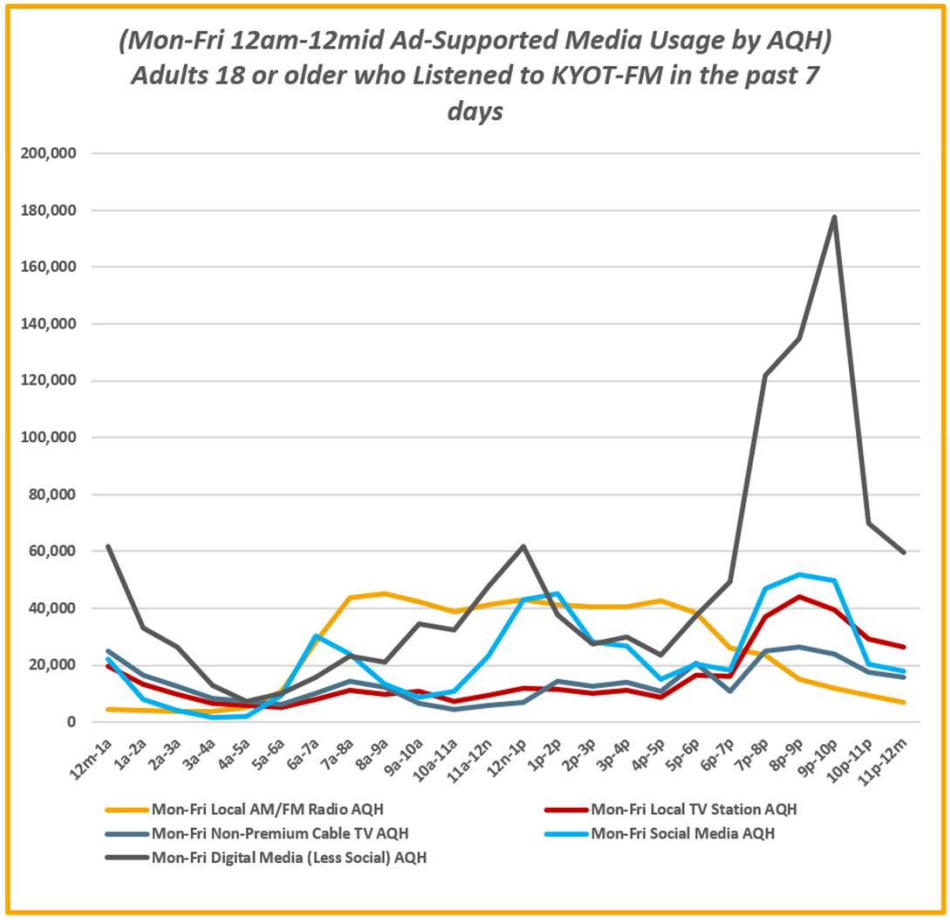
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 221

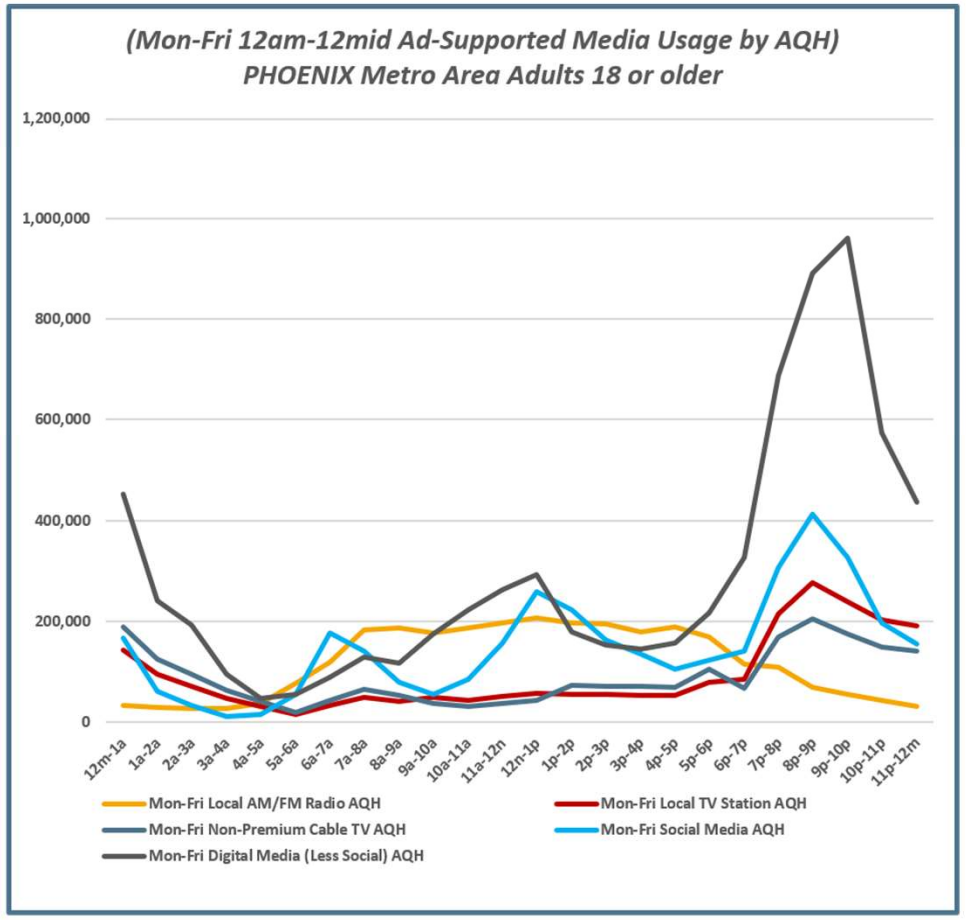
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: KNIX-FM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 39,330; All Other Digital Media: 33,967; Social Media: 23,597; Non-Prem. Cable: 11,103; Local TV: 10,976 reaching Adults 18 or older who Listened to KYOT-FM in the past 7 days.





PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 309

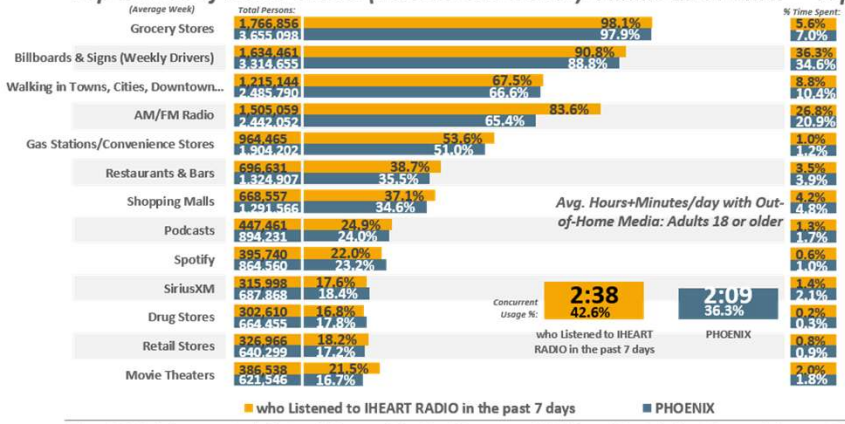
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

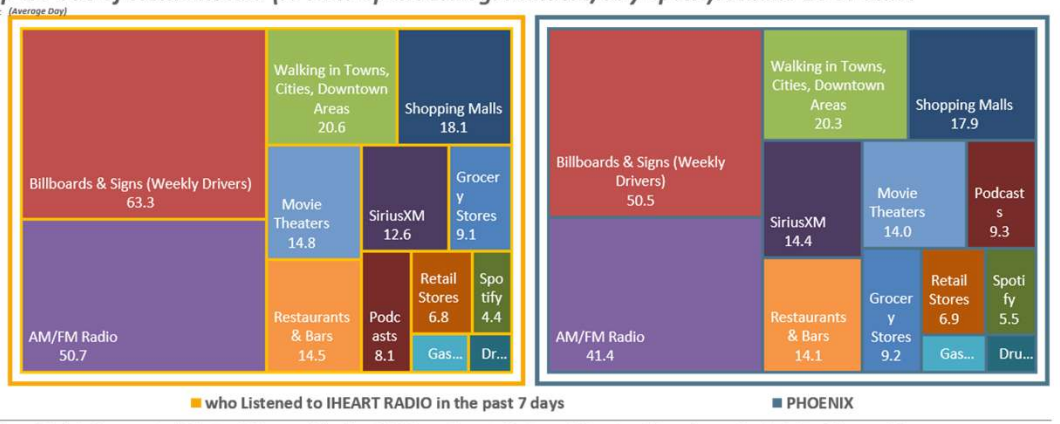
(Radio Stations: KYOT-FM)

1,634,461 or 90.8% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an average of 63.3 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 46.4 minutes/day.

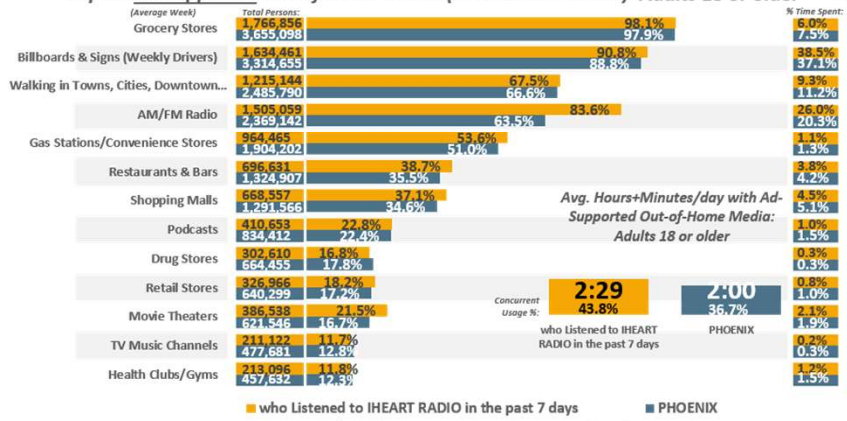
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



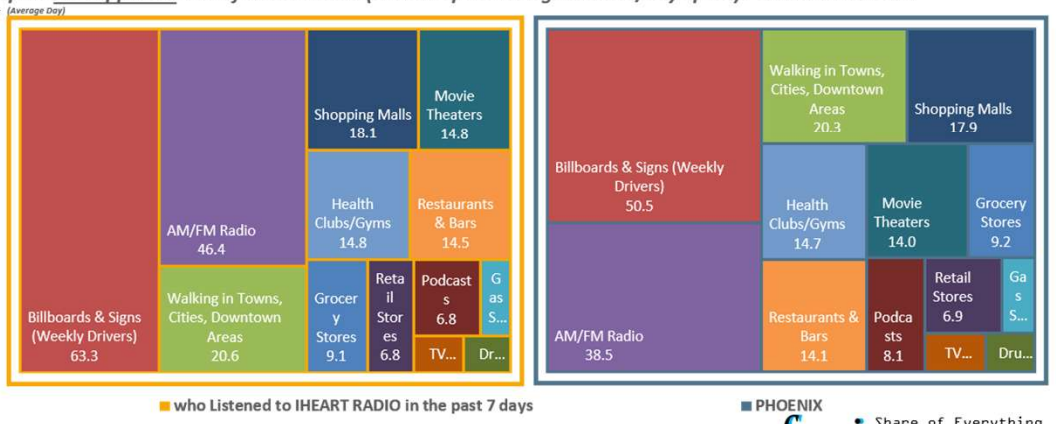
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 948

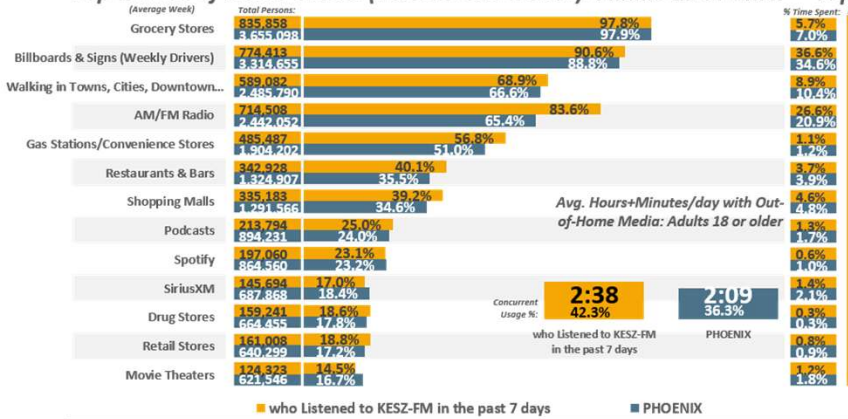
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ®

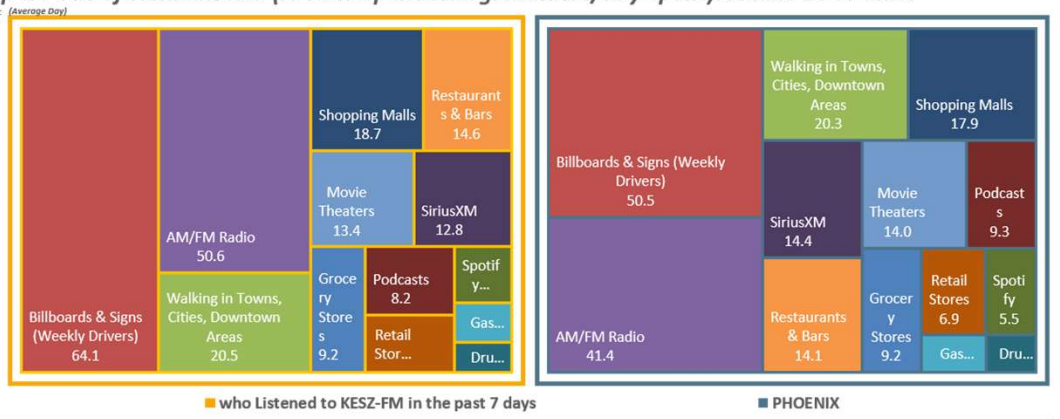
(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)

774,413 or 90.6% of Adults 18 or older who Listened to KESZ-FM in the past 7 days spend an average of 64.1 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 46.4 minutes/day.

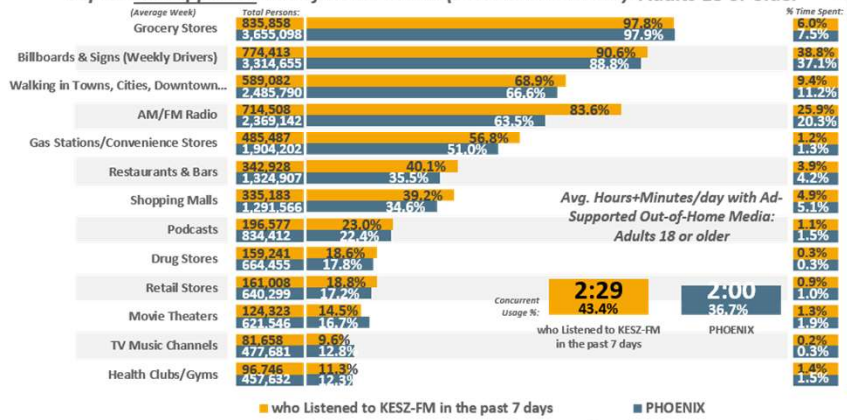
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



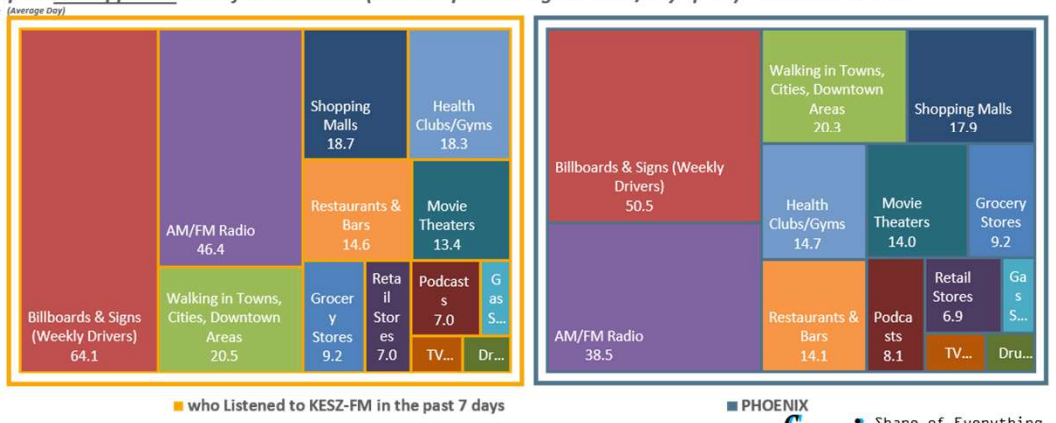
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 436

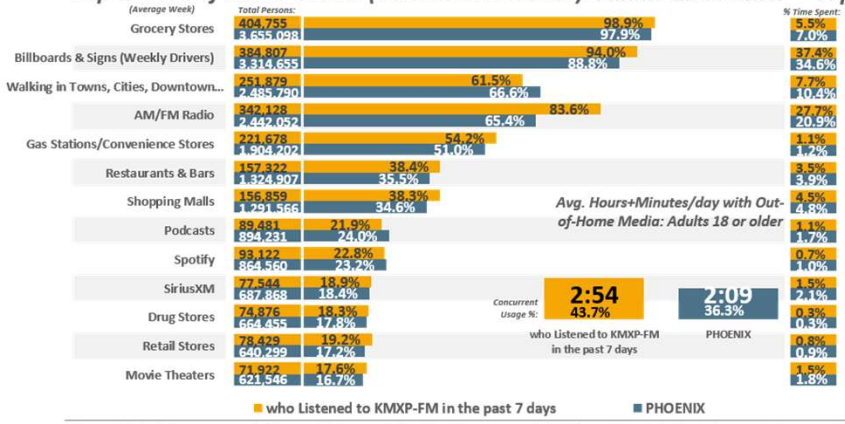
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ®

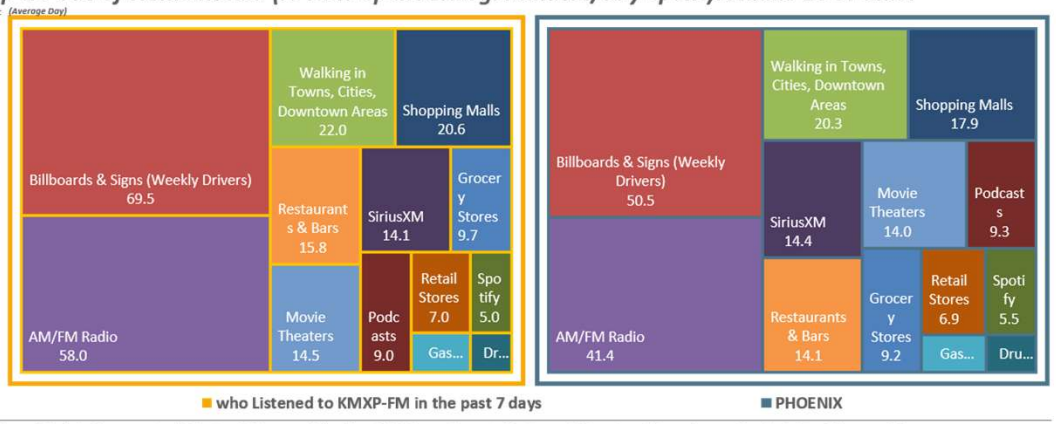
(Radio Stations: KESZ-FM)

384,807 or 94.% of Adults 18 or older who Listened to KMXP-FM in the past 7 days spend an average of 69.5 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 54.6 minutes/day.

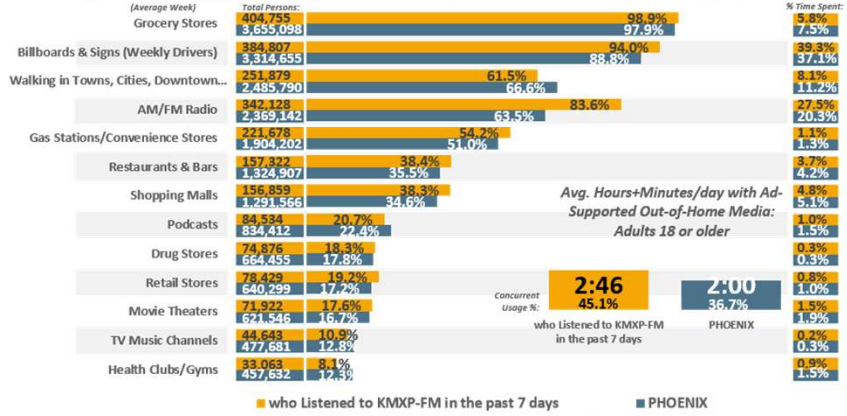
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



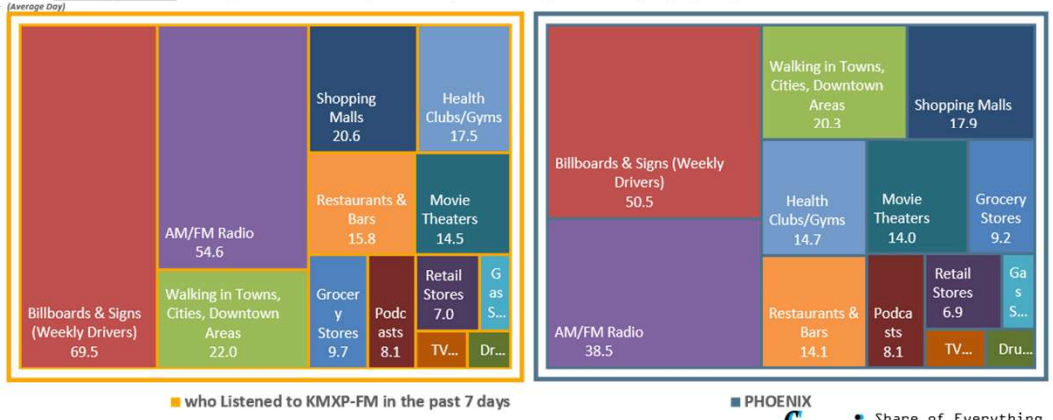
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 214

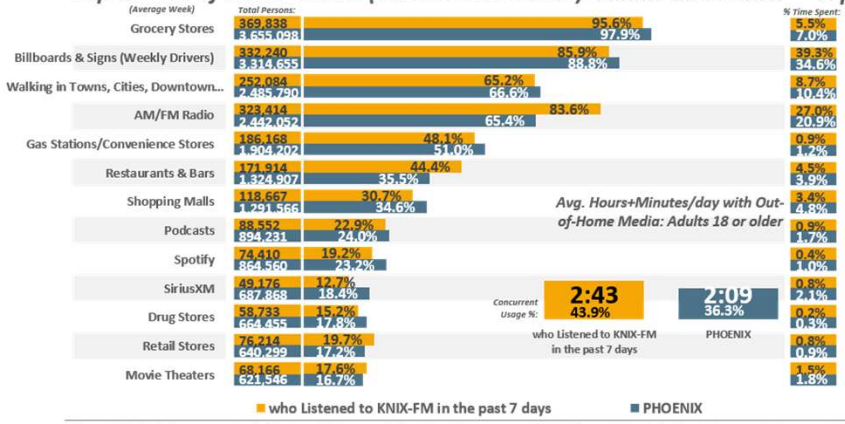
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ®

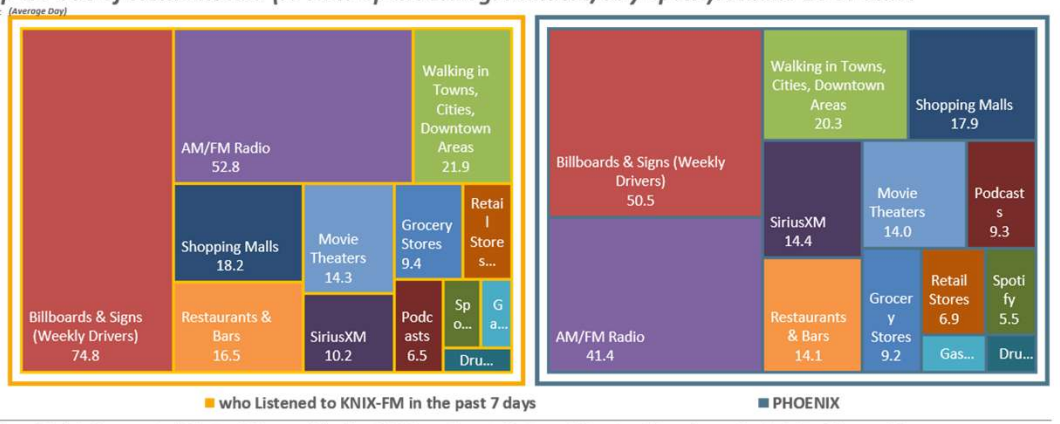
(Radio Stations: KMXP-FM)

332,240 or 85.9% of Adults 18 or older who Listened to KNIX-FM in the past 7 days spend an average of 74.8 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 47.6 minutes/day.

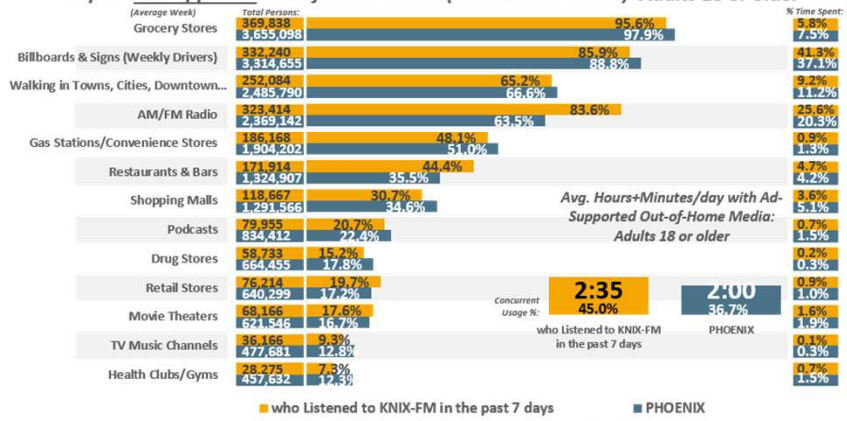
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



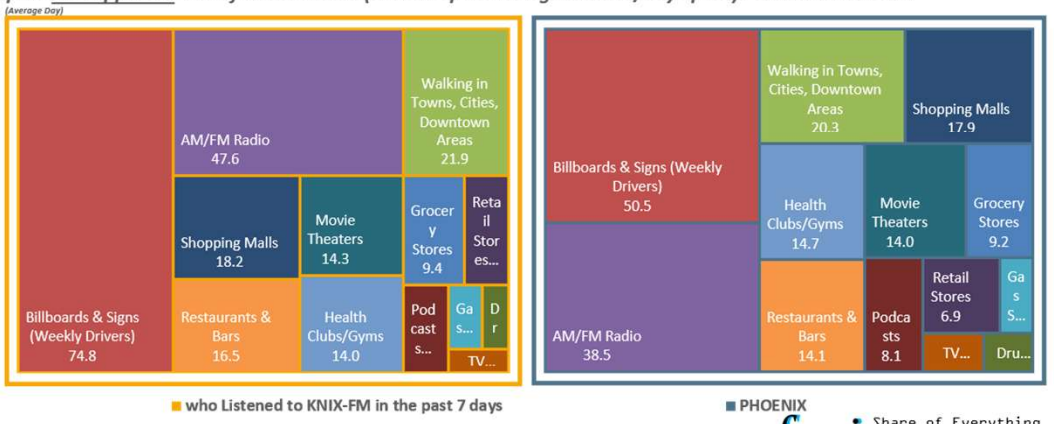
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 221

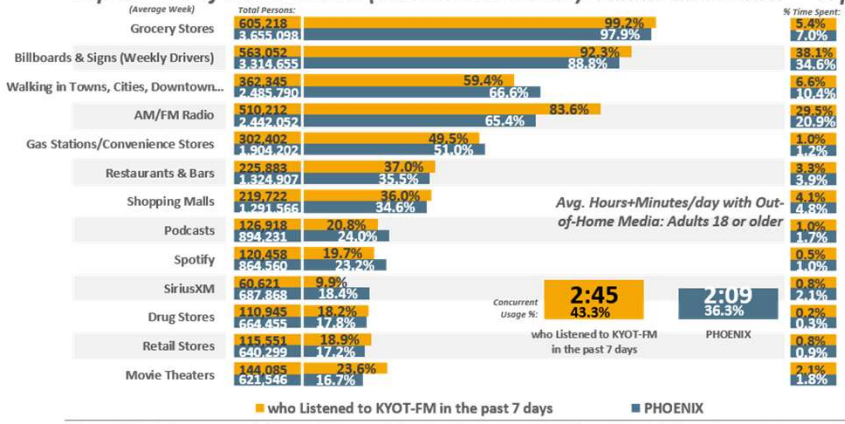
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ®

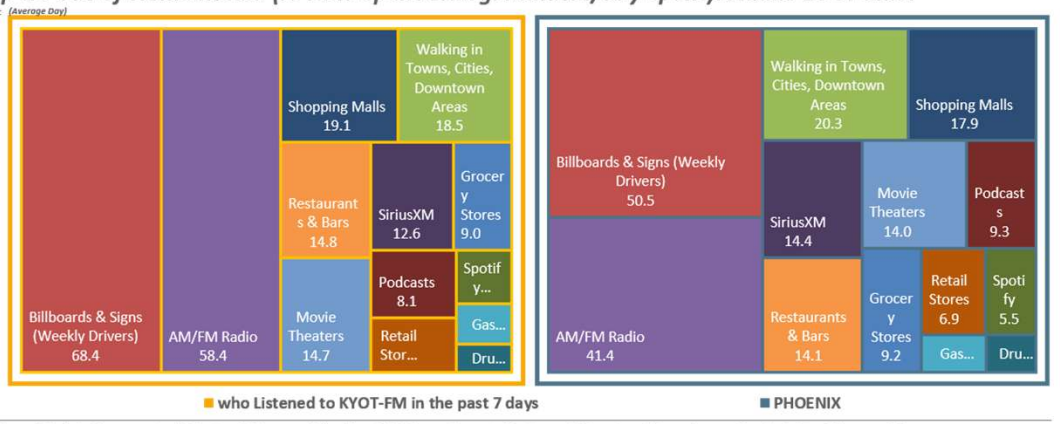
(Radio Stations: KNIX-FM)

563,052 or 92.3% of Adults 18 or older who Listened to KYOT-FM in the past 7 days spend an average of 68.4 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 56.5 minutes/day.

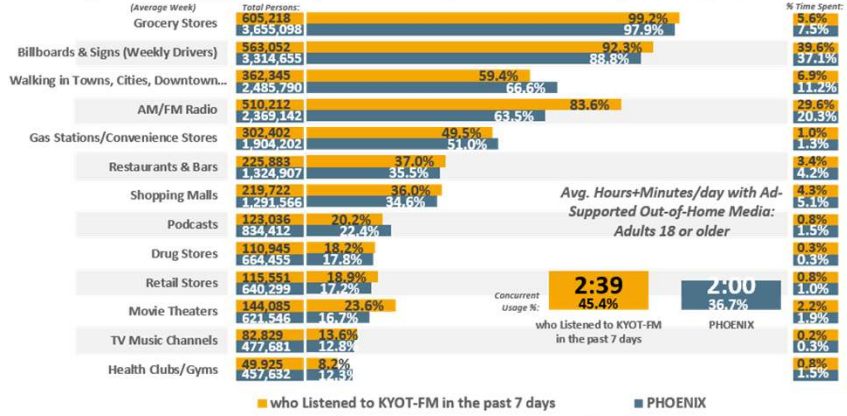
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



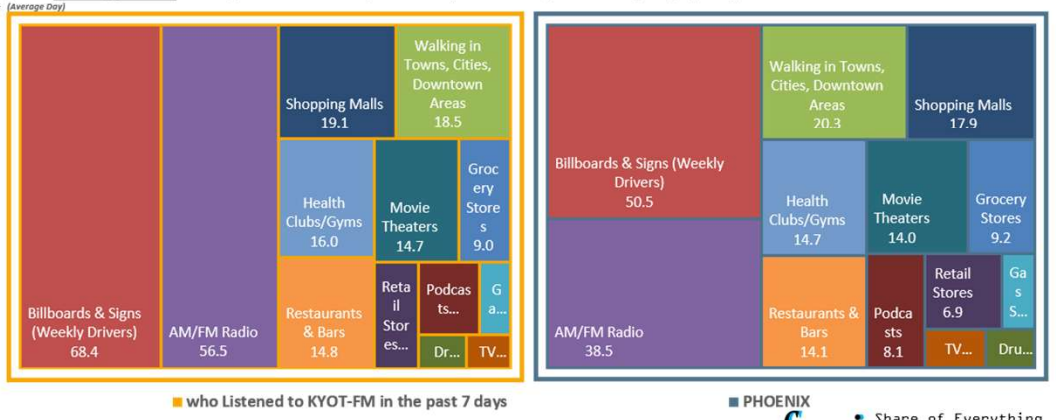
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 309

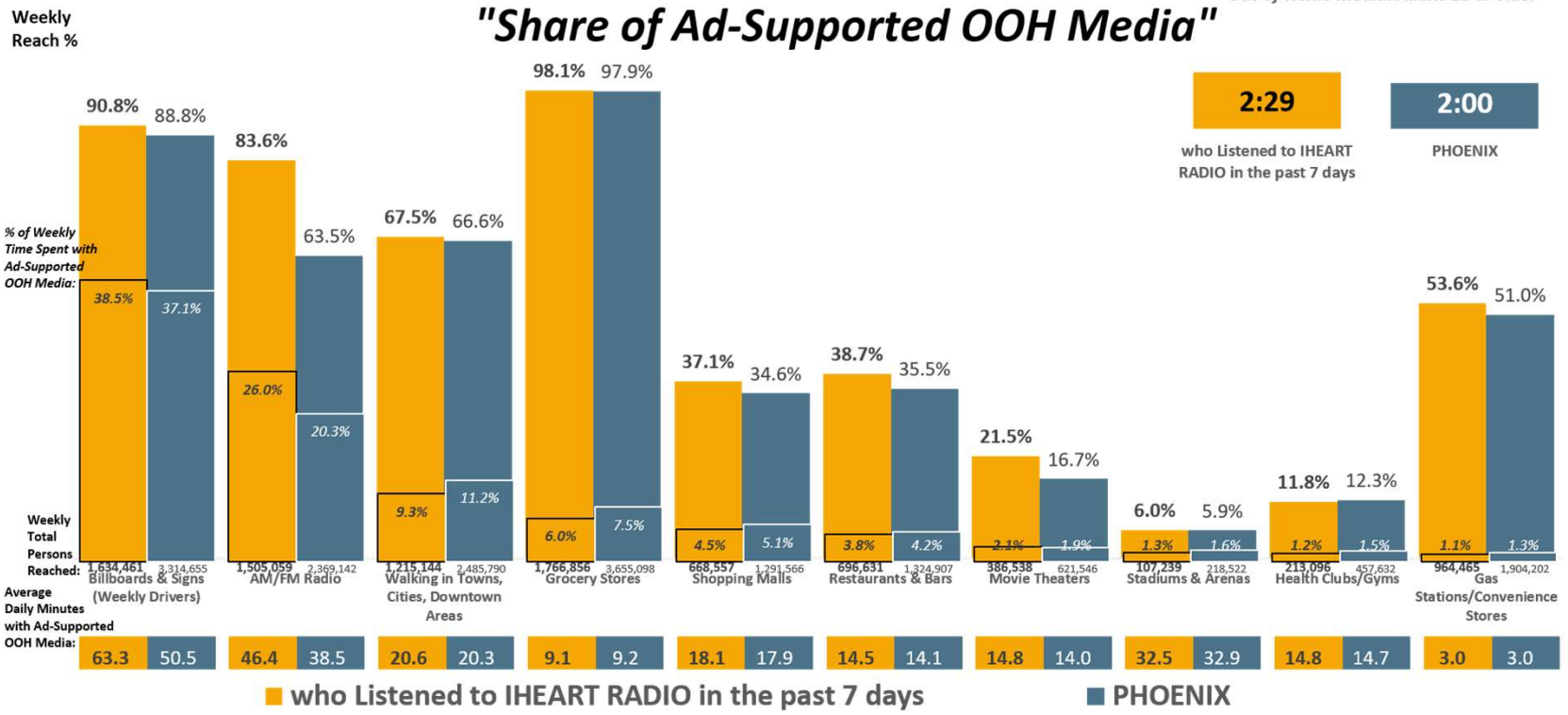
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ®

(Radio Stations: KYOT-FM)

1,634,461 or 90.8% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an average of 63.3 minutes per day driving, seeing Billboards and Signs representing 38.5% 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



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 948 PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,941

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

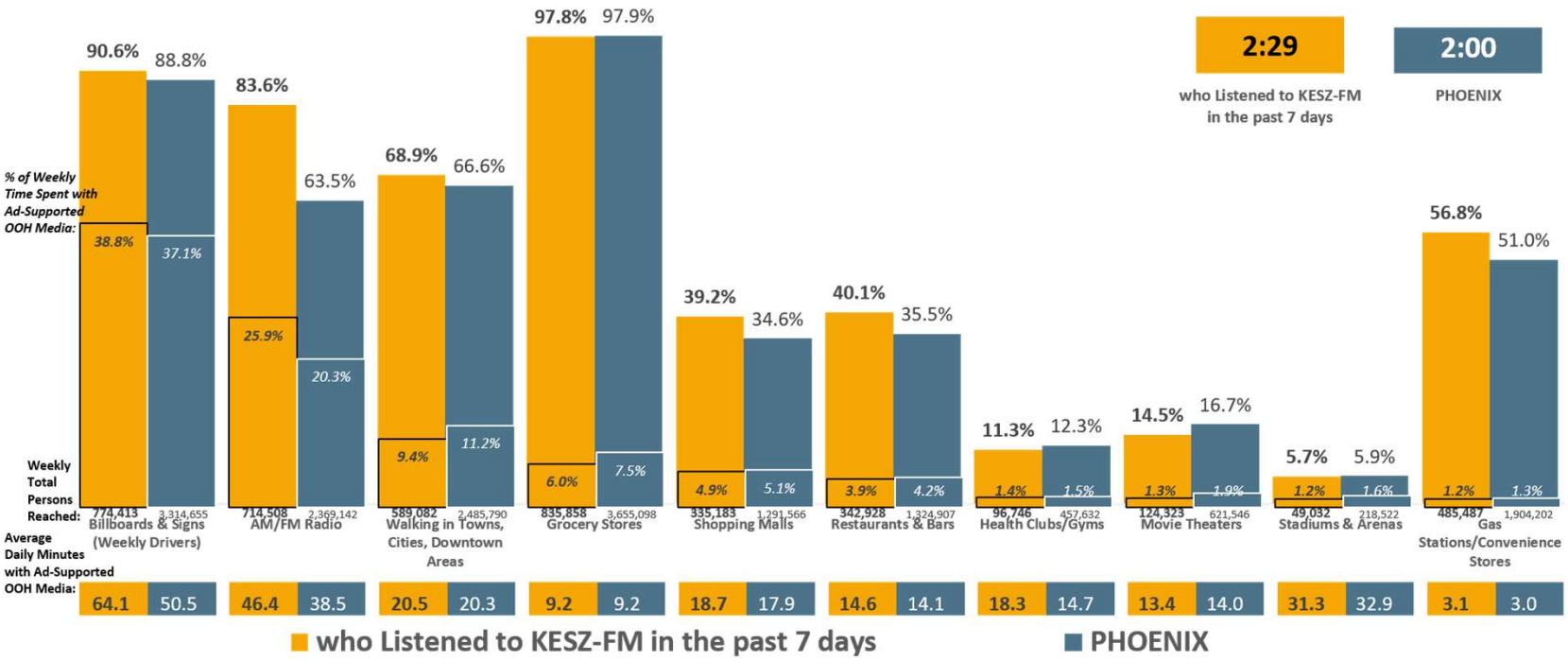
soefa.ai Share of Everything for Anything ©

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

774,413 or 90.6% of Adults 18 or older who Listened to KESZ-FM in the past 7 days spend an average of 64.1 minutes per day driving, seeing Billboards and Signs representing 38.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 436 PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,941

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

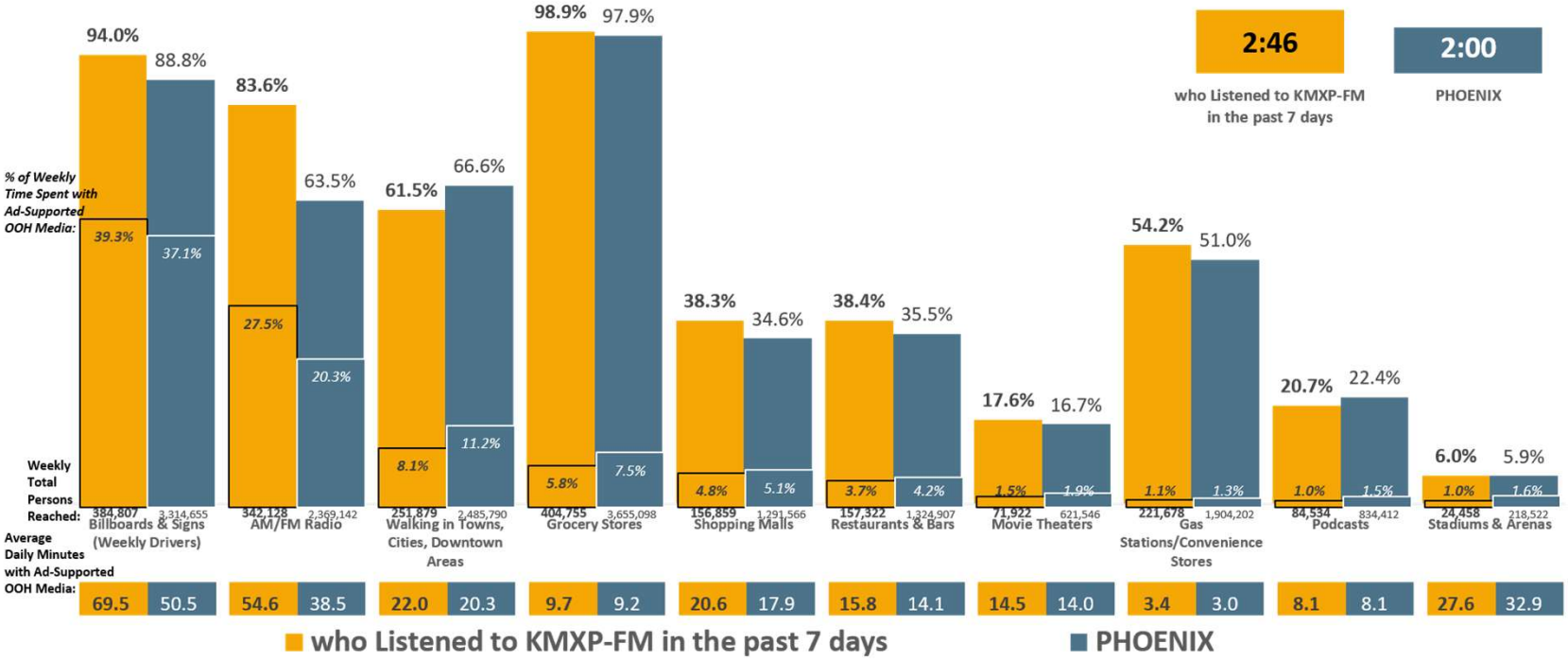
soefa.ai Share of Everything for Anything ©

(Radio Stations: KESZ-FM)

384,807 or 94.% of Adults 18 or older who Listened to KMXP-FM in the past 7 days spend an average of 69.5 minutes per day driving, seeing Billboards and Signs representing 39.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 214 PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,941

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

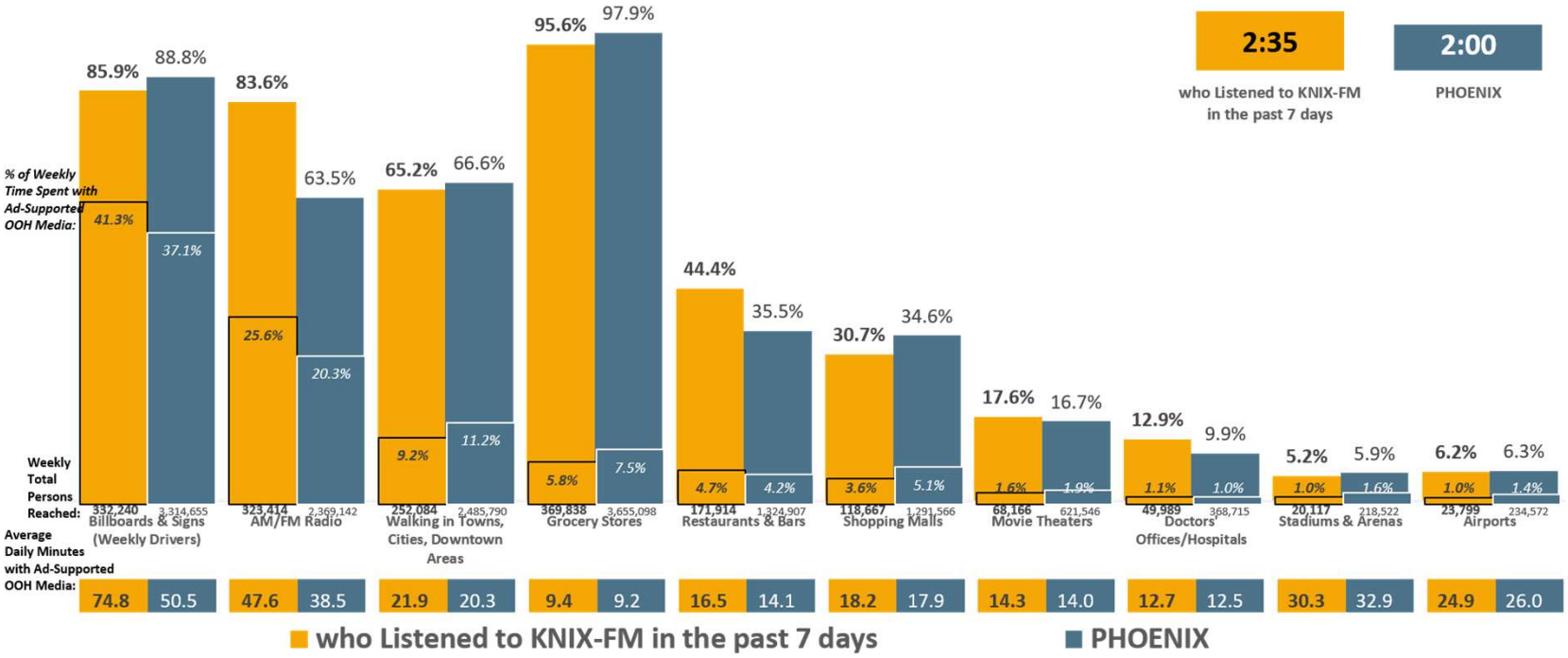
soefa.ai Share of Everything for Anything ©

(Radio Stations: KMXP-FM)

332,240 or 85.9% of Adults 18 or older who Listened to KNIX-FM in the past 7 days spend an average of 74.8 minutes per day driving, seeing Billboards and Signs representing 41.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



	Billboards & Signs (Weekly Drivers)	AM/FM Radio	Walking in Towns, Cities, Downtown Areas	Grocery Stores	Restaurants & Bars	Shopping Malls	Movie Theaters	Doctors' Offices/Hospitals	Stadiums & Arenas	Airports
% of Weekly Time Spent with Ad-Supported OOH Media:	41.3% / 37.1%	25.6% / 20.3%	9.2% / 11.2%	5.8% / 7.5%	4.7% / 4.2%	3.6% / 5.1%	1.6% / 1.9%	1.1% / 1.0%	1.0% / 1.6%	1.0% / 1.4%
Weekly Reach %	85.9% / 88.8%	83.6% / 63.5%	65.2% / 66.6%	95.6% / 97.9%	44.4% / 35.5%	30.7% / 34.6%	17.6% / 16.7%	12.9% / 9.9%	5.2% / 5.9%	6.2% / 6.3%
Weekly Total Persons Reached:	332,240 / 3,314,655	323,414 / 2,369,142	252,084 / 2,485,790	369,838 / 3,655,098	171,914 / 1,324,907	118,667 / 1,291,566	68,166 / 621,546	49,989 / 368,715	20,117 / 218,522	23,799 / 234,572
Average Daily Minutes with Ad-Supported OOH Media:	74.8 / 50.5	47.6 / 38.5	21.9 / 20.3	9.4 / 9.2	16.5 / 14.1	18.2 / 17.9	14.3 / 14.0	12.7 / 12.5	30.3 / 32.9	24.9 / 26.0

PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 221 PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,941

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

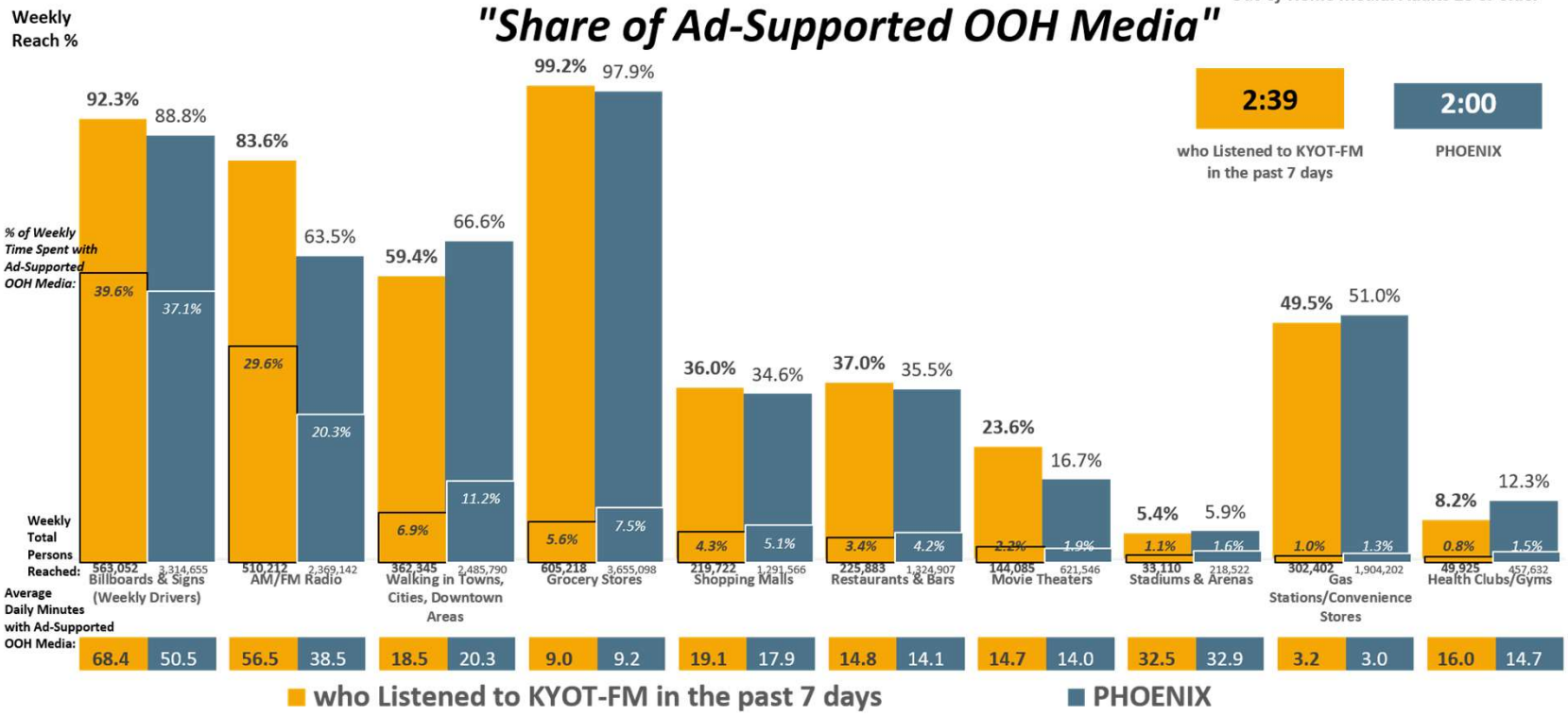
soefa.ai Share of Everything for Anything ©

(Radio Stations: KNIX-FM)

563,052 or 92.3% of Adults 18 or older who Listened to KYOT-FM in the past 7 days spend an average of 68.4 minutes per day driving, seeing Billboards and Signs representing 39.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 309 PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,941

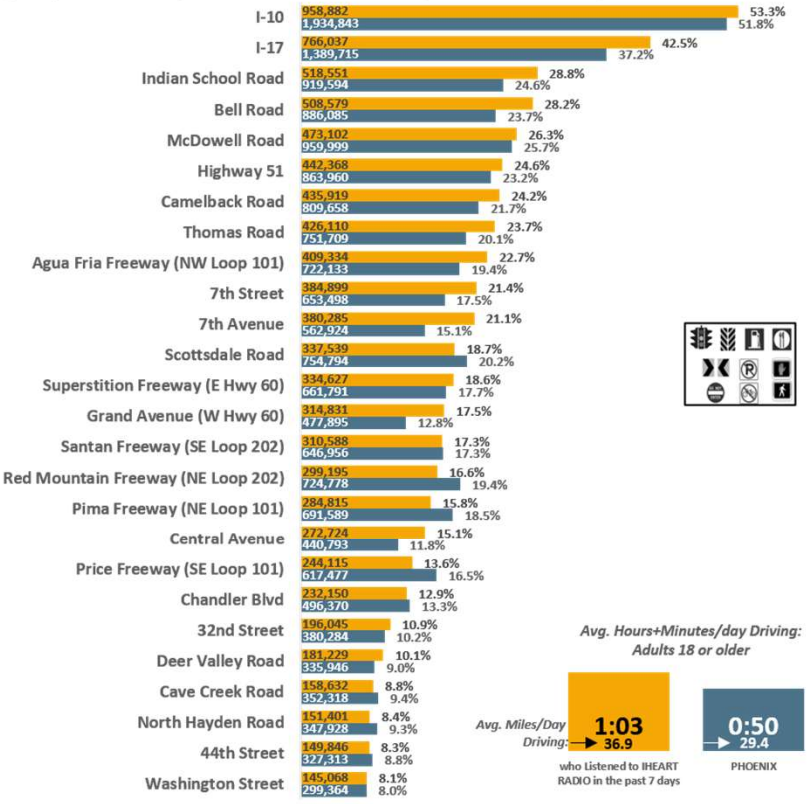
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: KYOT-FM)

1,634,461 or 90.8% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an average of 63.3 minutes per day driving an average of 36.9 miles each day and are 40.7% more likely to use 7th Avenue than the Metro average.

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



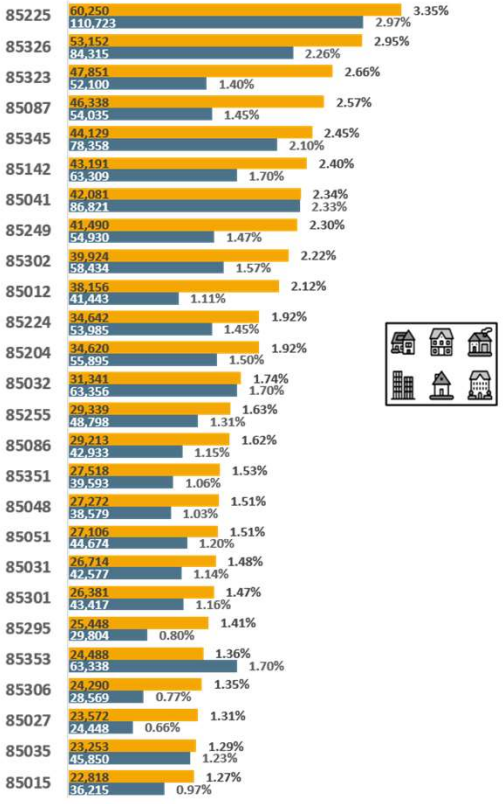
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:

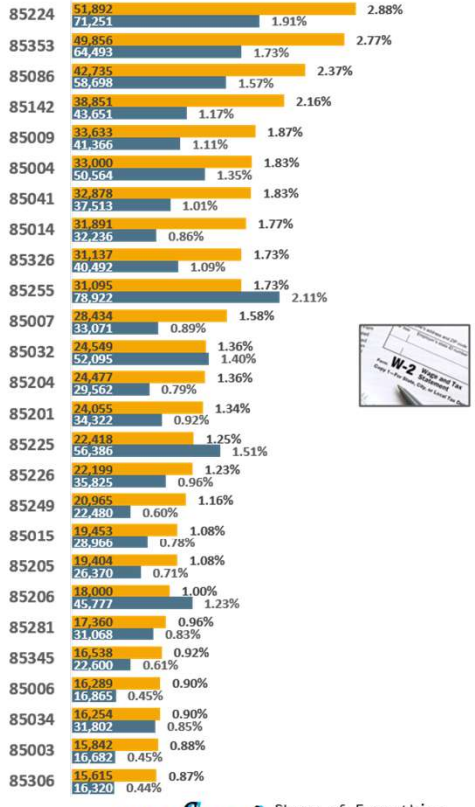
1:03 → 36.9 who Listened to IHEART RADIO in the past 7 days

0:50 → 29.4 PHOENIX

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



soefa.ai Share of Everything for Anything ©

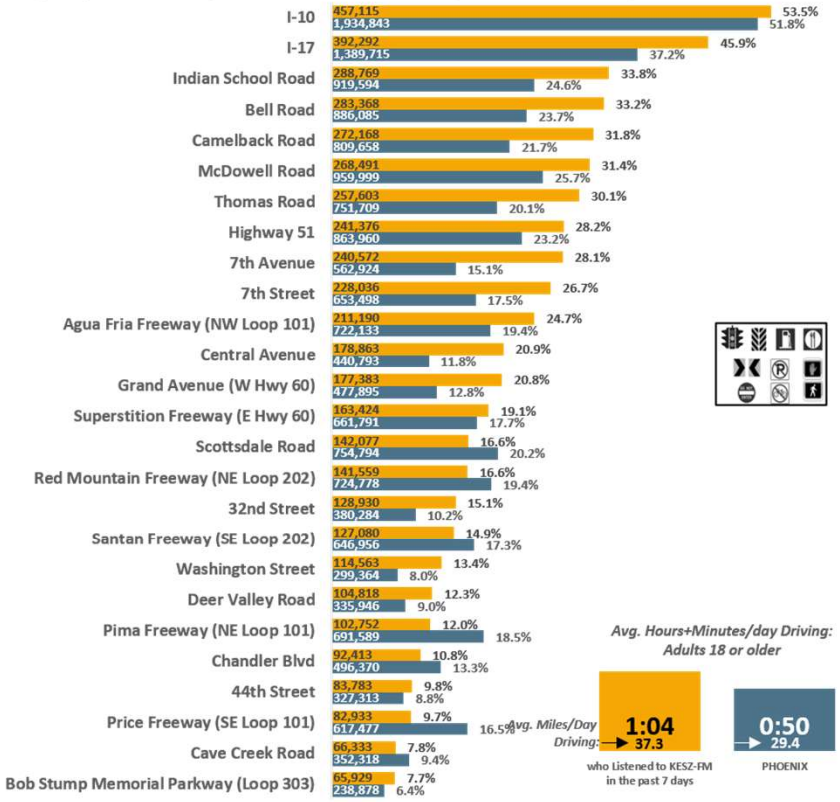
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 948

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

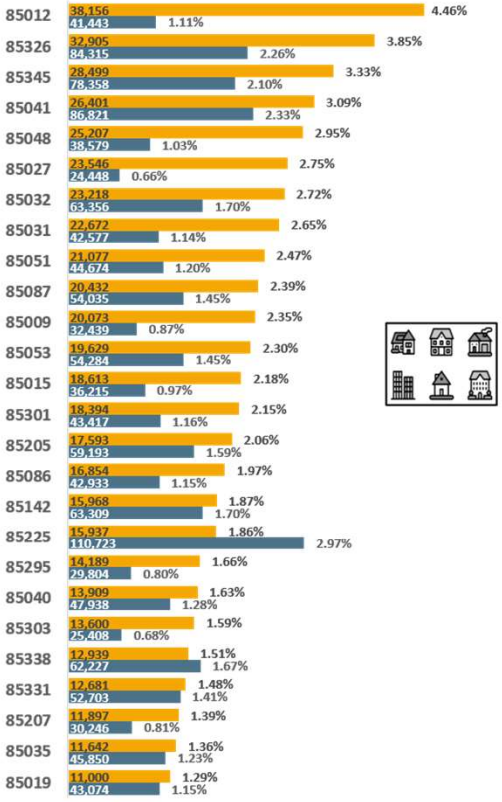
(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)

774,413 or 90.6% of Adults 18 or older who Listened to KESZ-FM in the past 7 days spend an average of 64.1 minutes per day driving an average of 37.3 miles each day and are 86.6% more likely to use 7th Avenue than the Metro average.

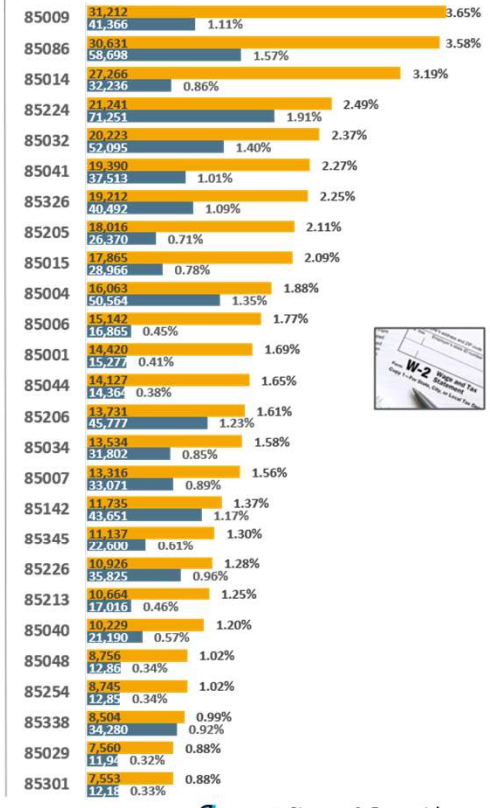
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



soefa.ai Share of Everything for Anything ©

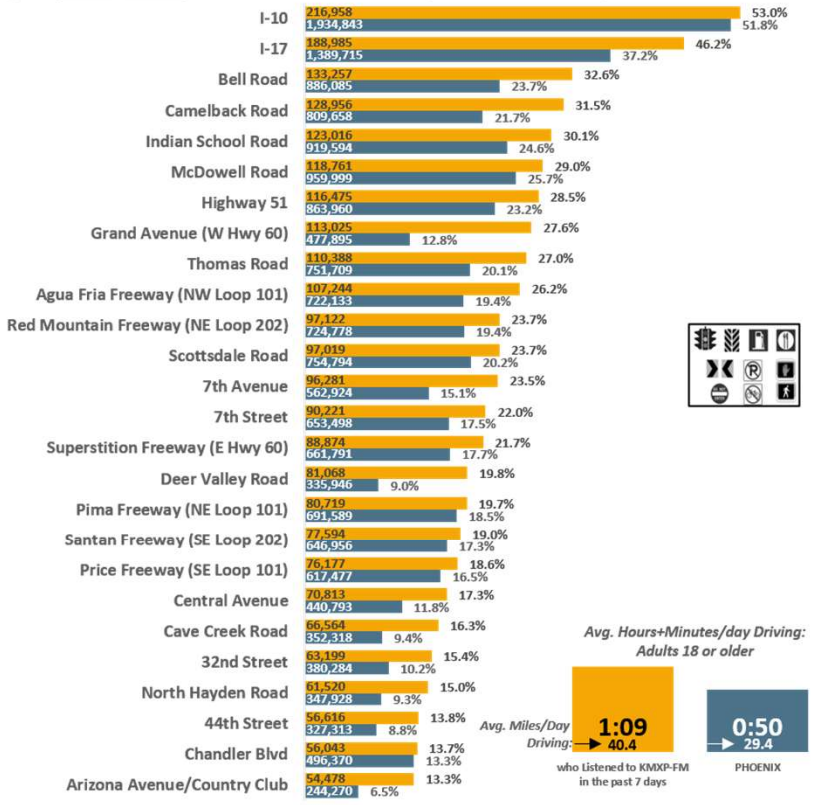
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 436

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

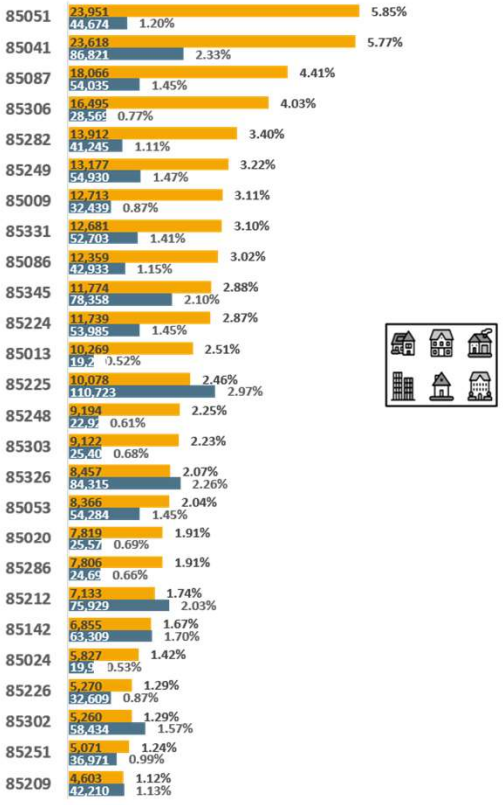
(Radio Stations: KESZ-FM)

384,807 or 94.% of Adults 18 or older who Listened to KMXP-FM in the past 7 days spend an average of 69.5 minutes per day driving an average of 40.4 miles each day and are 120.% more likely to use Deer Valley Road than the Metro average.

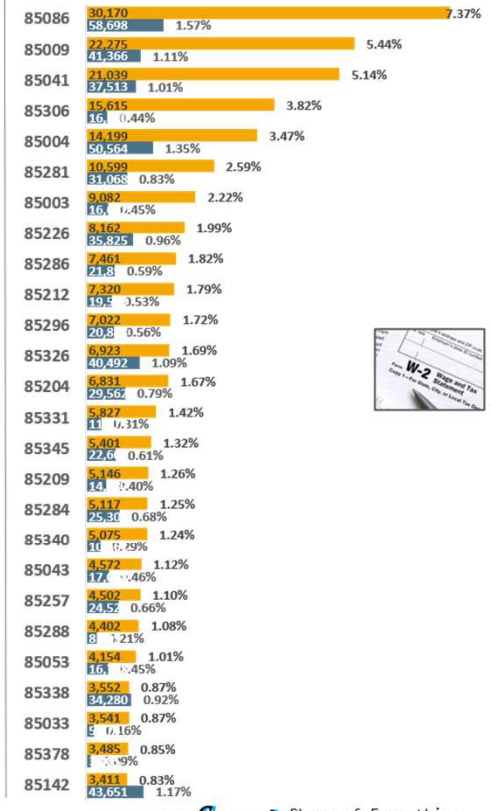
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



soefa.ai Share of Everything for Anything ©

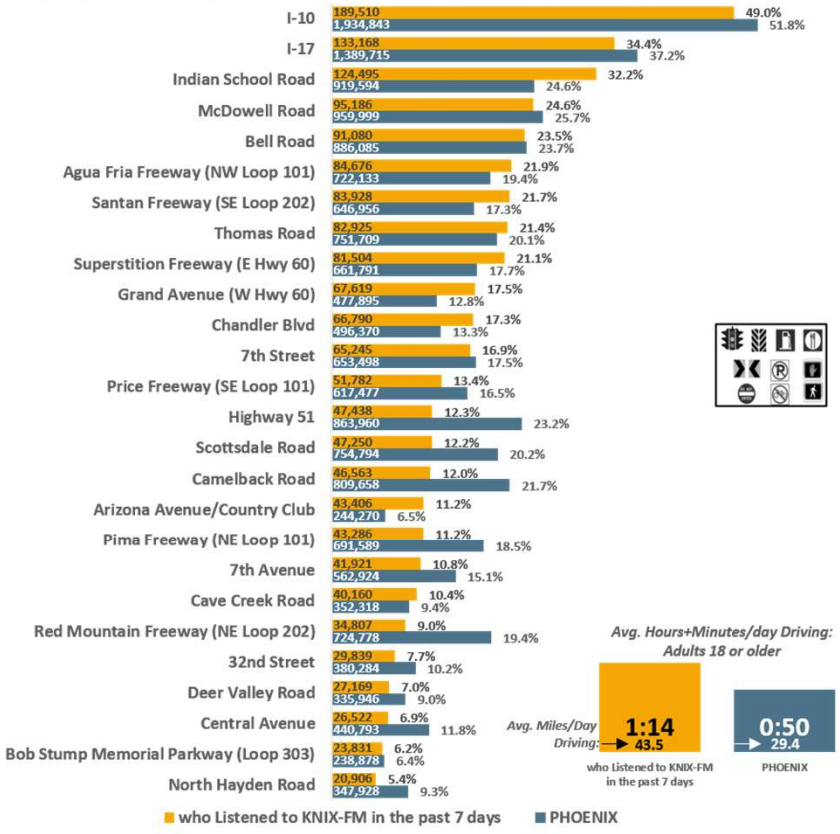
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 214

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

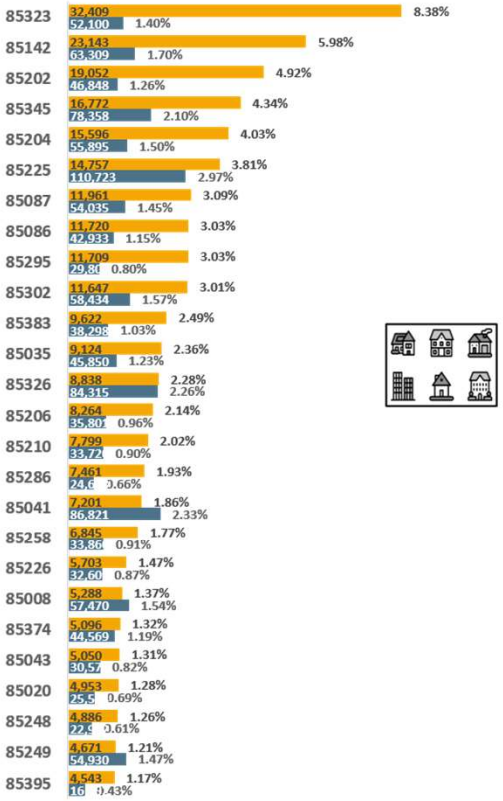
(Radio Stations: KMXP-FM)

332,240 or 85.9% of Adults 18 or older who Listened to KNIX-FM in the past 7 days spend an average of 74.8 minutes per day driving an average of 43.5 miles each day and are 71.4% more likely to use Arizona Avenue/Country Club than the Metro average.

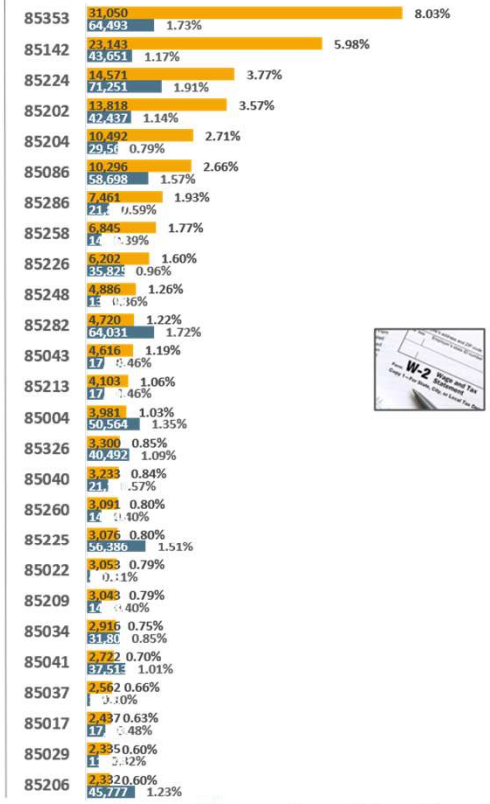
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



soefa.ai Share of Everything for Anything ©

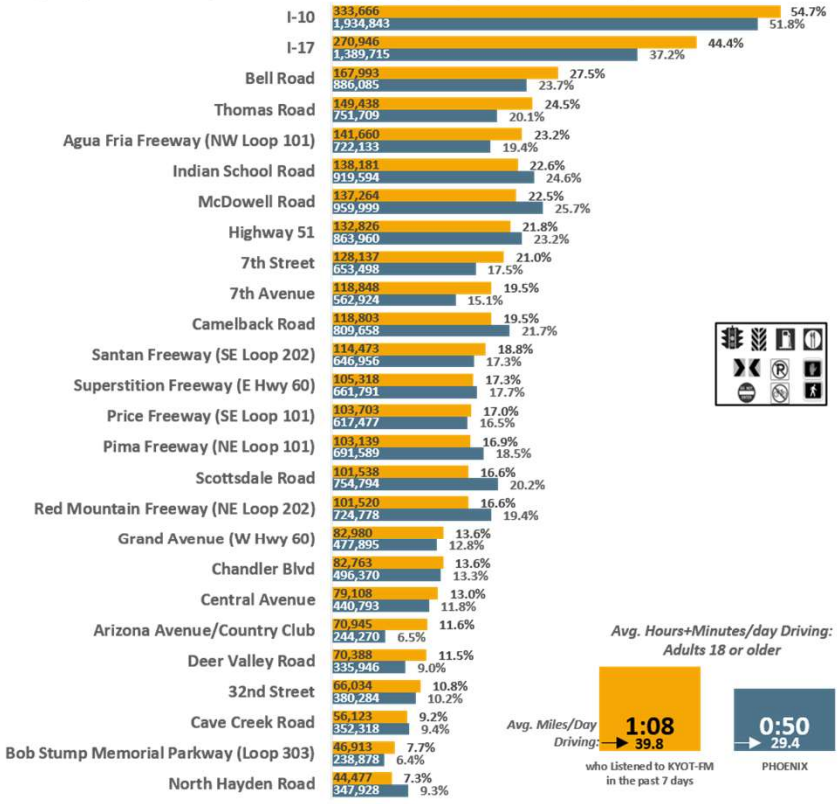
PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 221

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

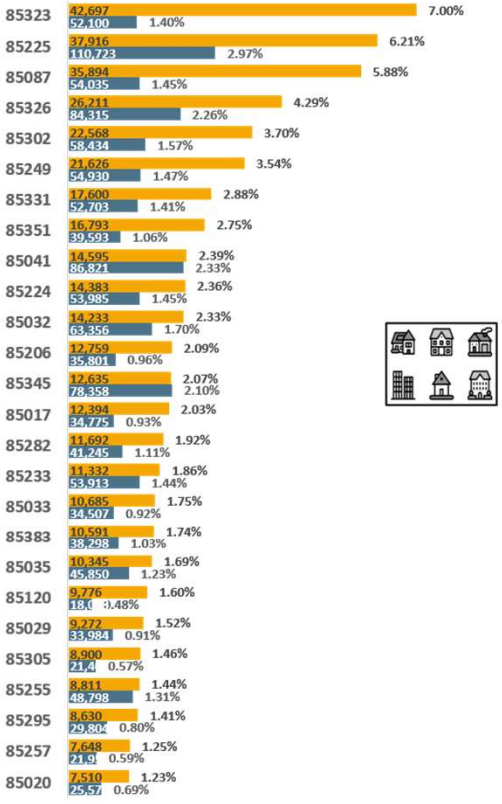
(Radio Stations: KNIX-FM)

563,052 or 92.3% of Adults 18 or older who Listened to KYOT-FM in the past 7 days spend an average of 68.4 minutes per day driving an average of 39.8 miles each day and are 29.1% more likely to use 7th Avenue than the Metro average.

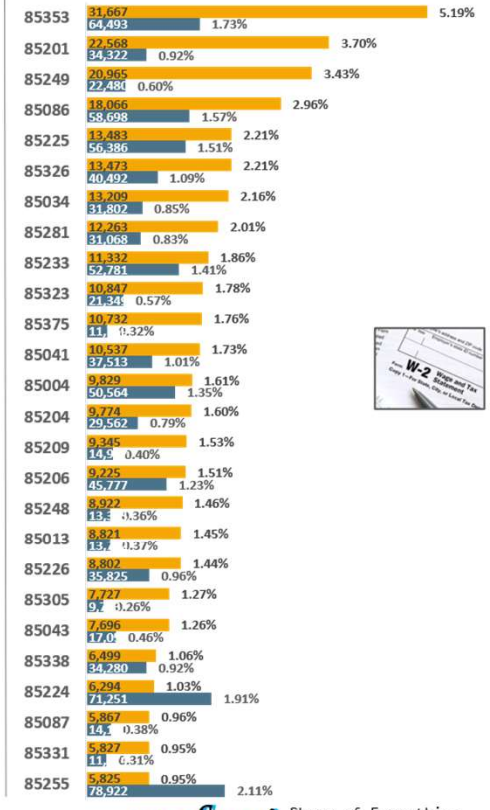
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



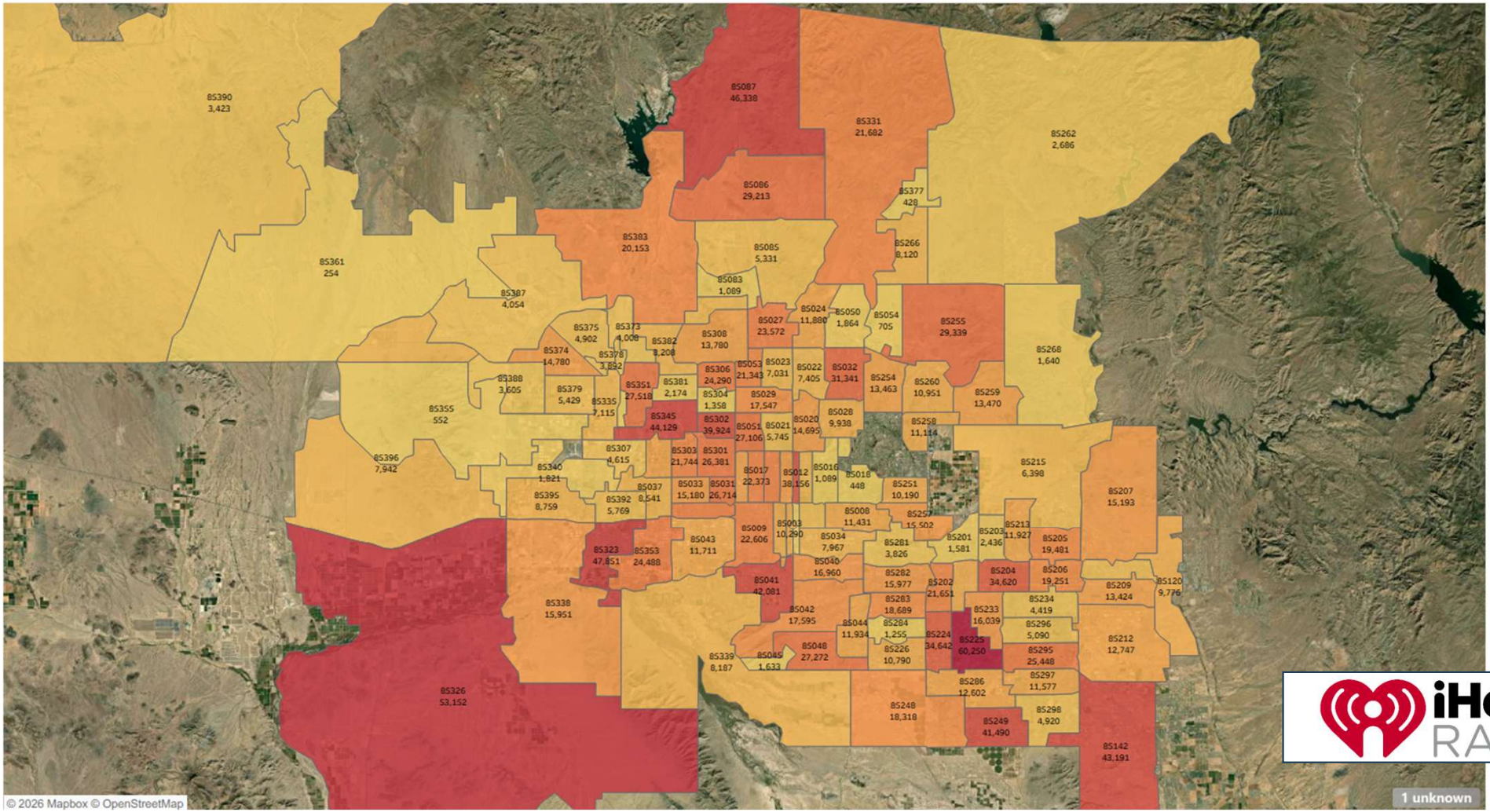
soefa.ai Share of Everything for Anything ©

PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab 309

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

(Radio Stations: KYOT-FM)

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

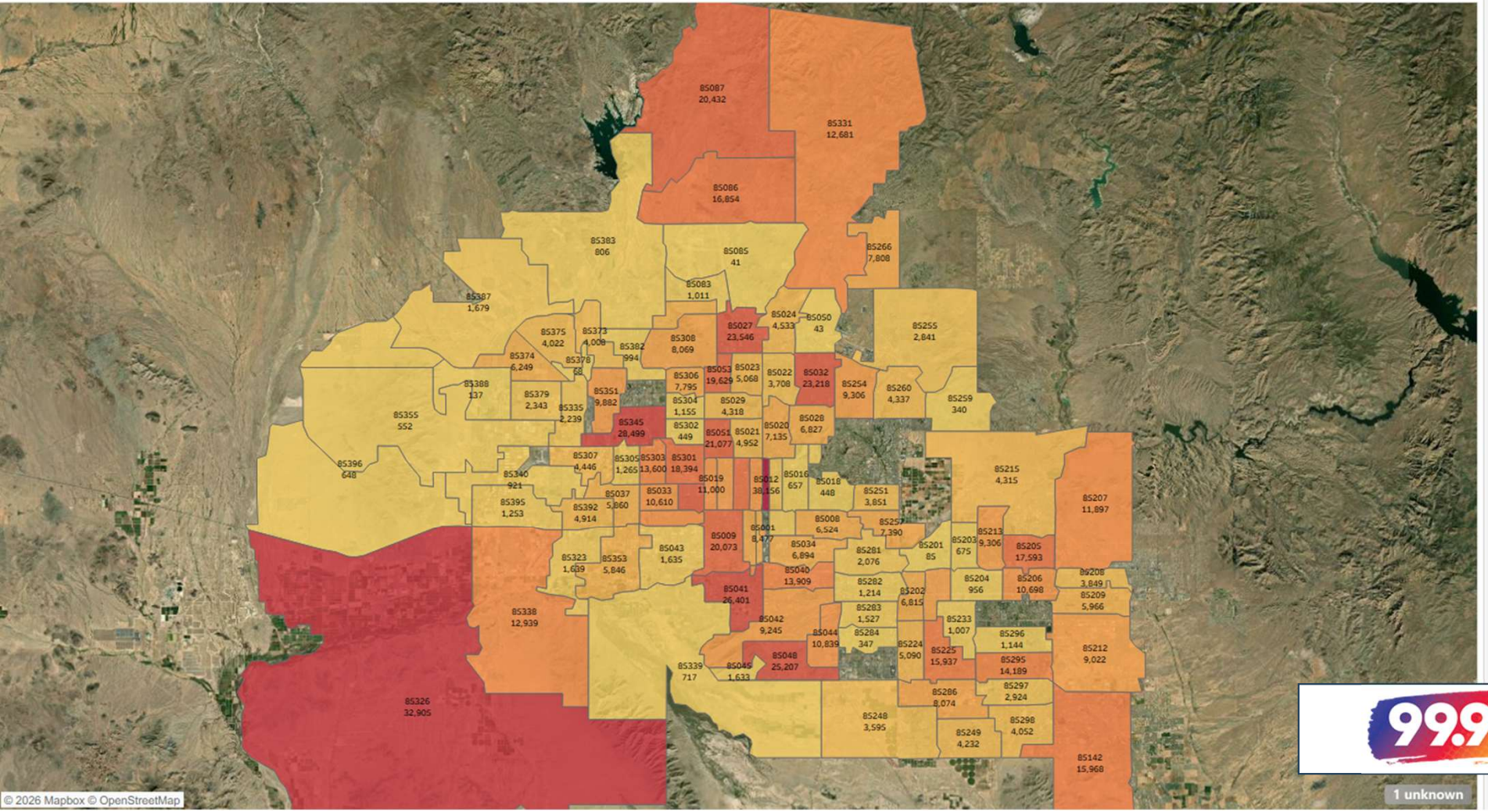


All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

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

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

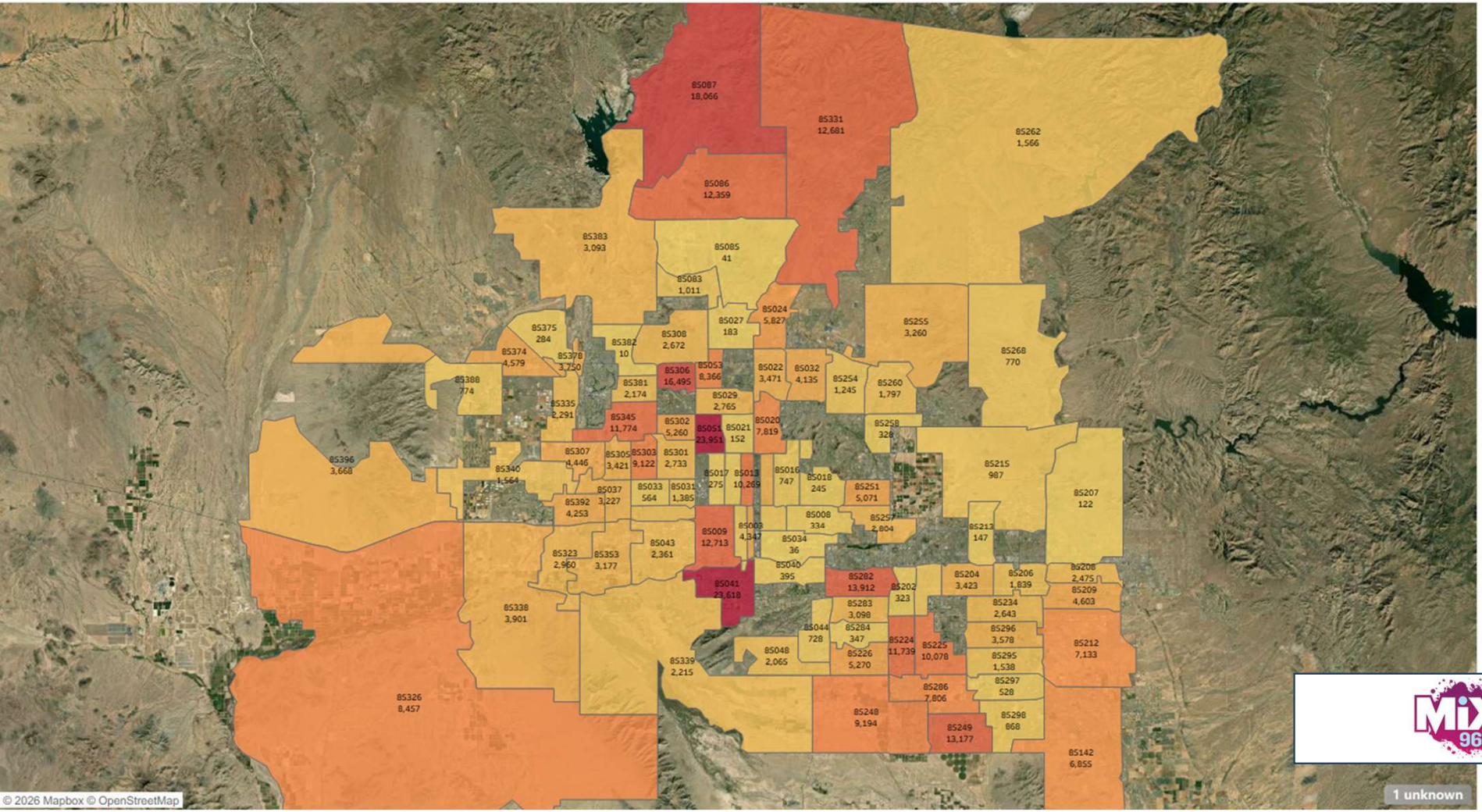


All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything.

(Radio Stations: KESZ-FM)

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

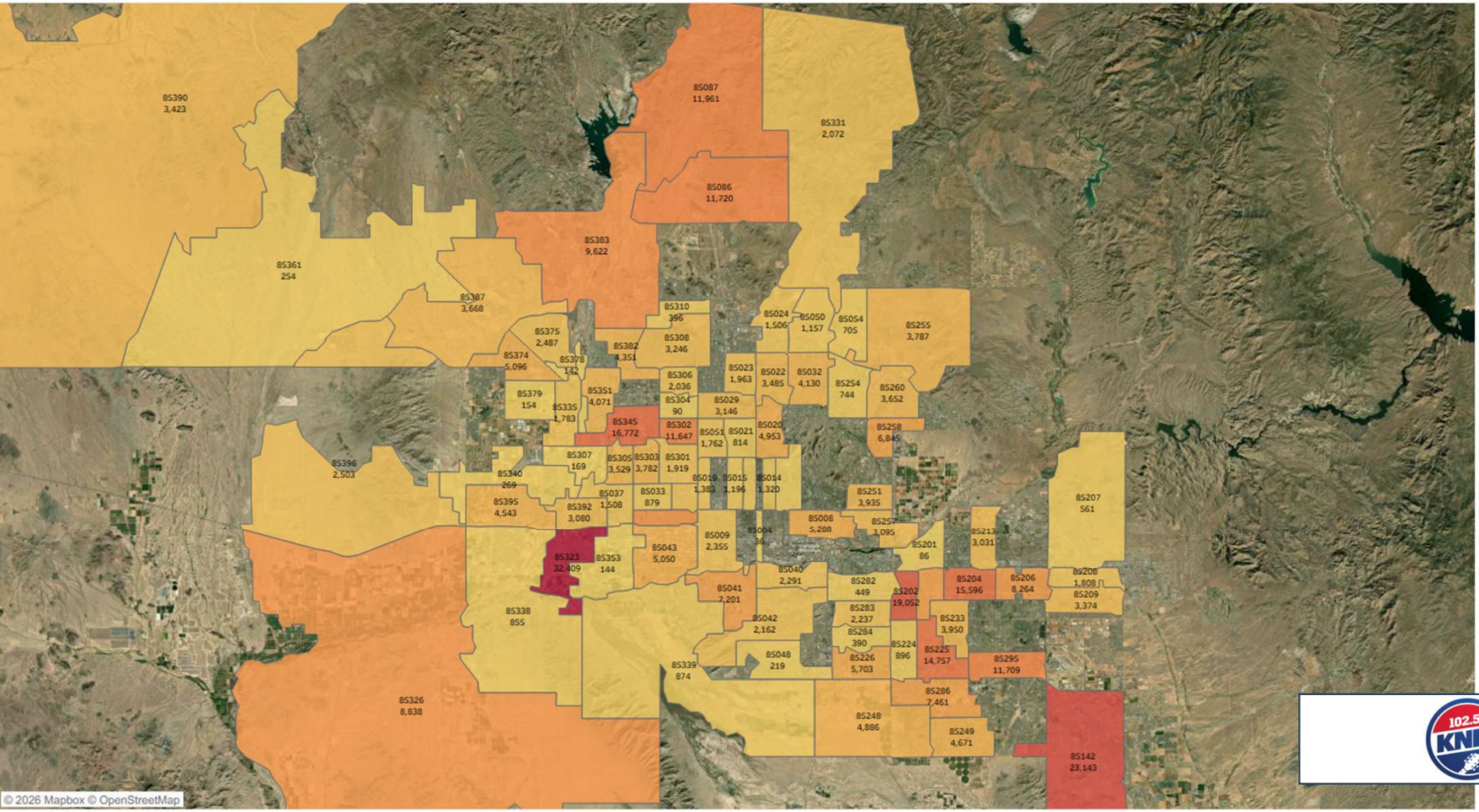


All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything

(Radio Stations: KMXP-FM)

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

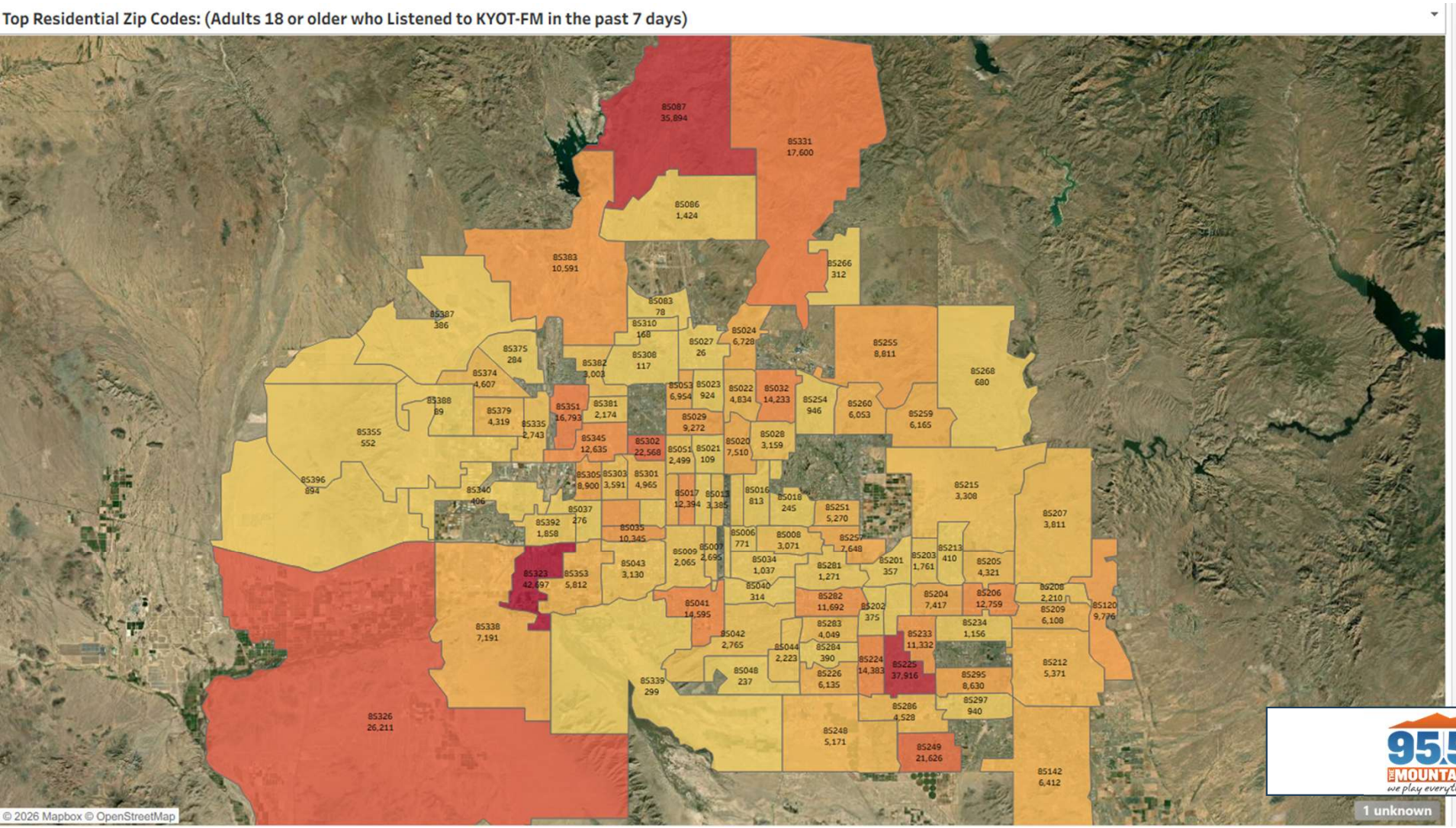


All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything

(Radio Stations: KNIX-FM)

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



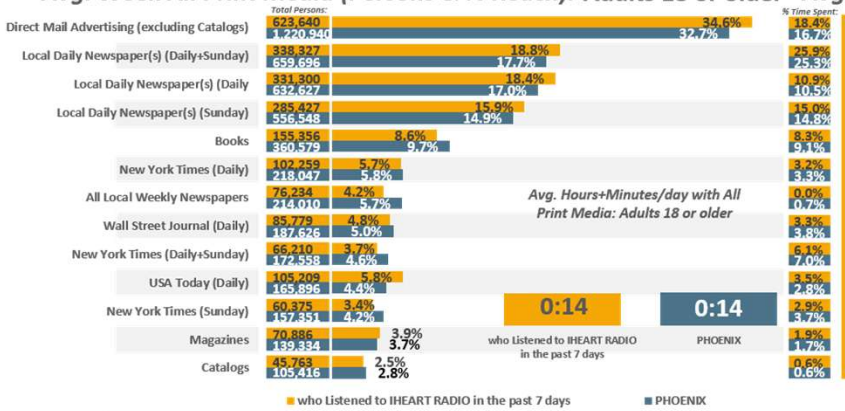
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything.

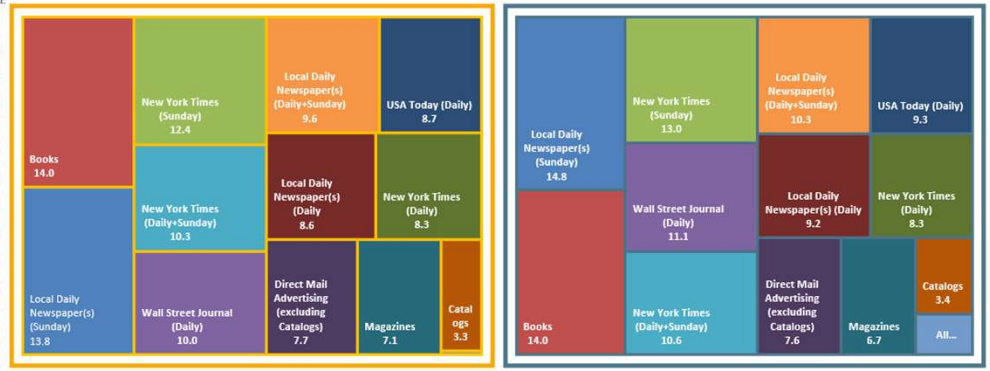
(Radio Stations: KYOT-FM)

338,327 or 18.8% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.6 minutes every day representing 28.2% of all time spent daily with All forms of Print Media.

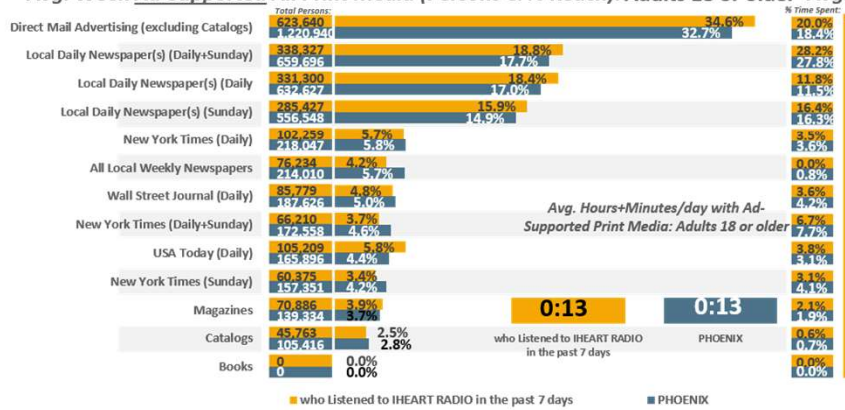
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



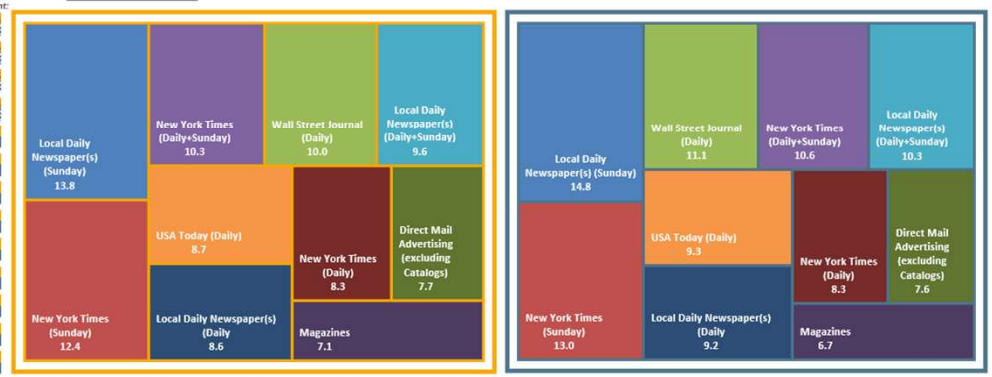
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



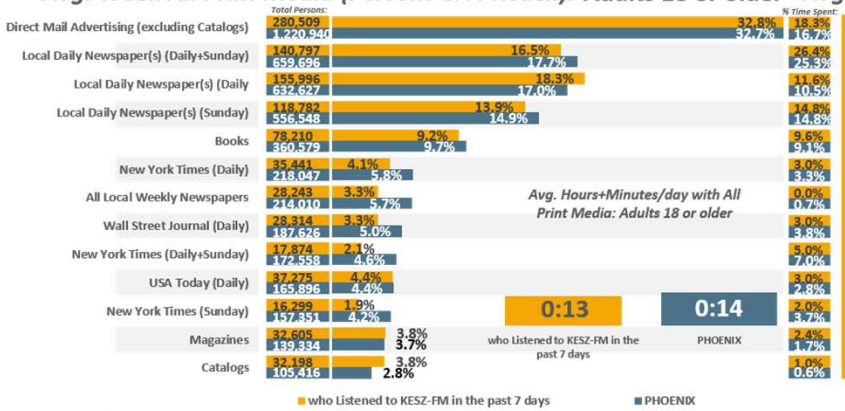
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything

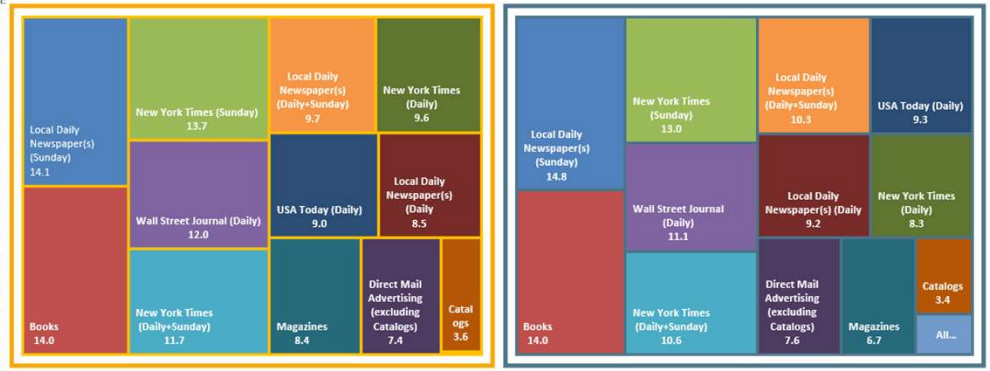
(Radio Stations: KESZ-FM OR Radio Stations: KFYI-AM OR Radio Stations: KGME-AM OR Radio Stations: KMXP-FM OR Radio Stations: KMXP-FM HD2 OR Radio Stations: KNIX-FM OR Radio Stations: KOY-AM OR Radio Stations: KYOT-FM OR Radio Stations: KZZP-FM)

140,797 or 16.5% of Adults 18 or older who Listened to KESZ-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.7 minutes every day representing 29.2% of all time spent daily with All forms of Print Media.

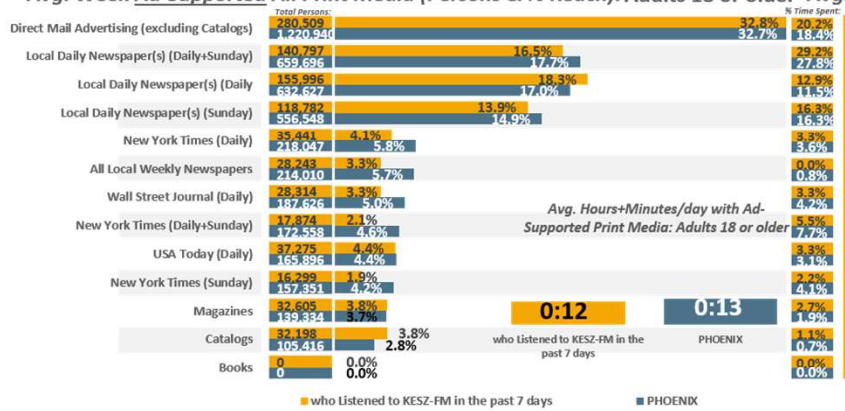
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



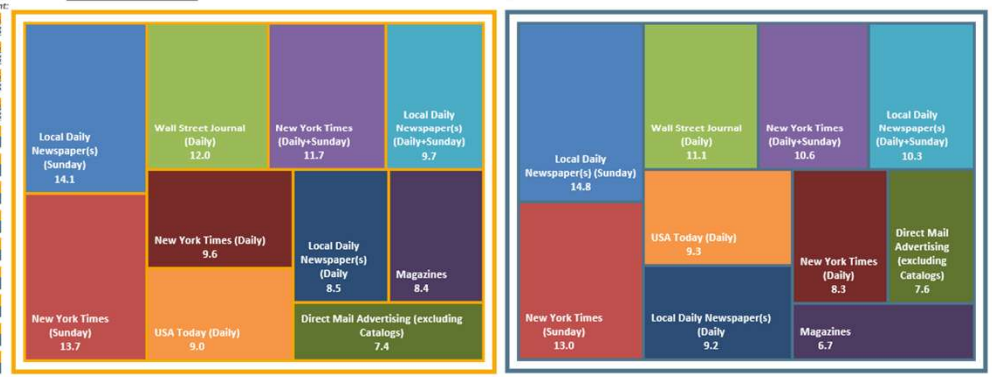
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



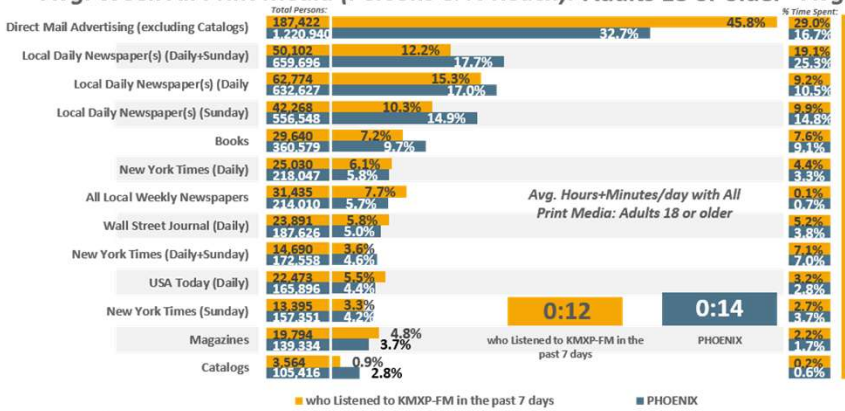
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything

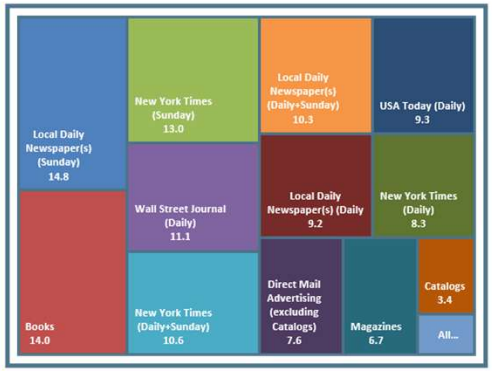
(Radio Stations: KESZ-FM)

187,422 or 45.8% of Adults 18 or older who Listened to KMXP-FM in the past 7 days read Direct Mail Advertising (excluding Catalogs) for an average of 8.1 minutes every day representing 31.4% of all time spent daily with All forms of Print Media.

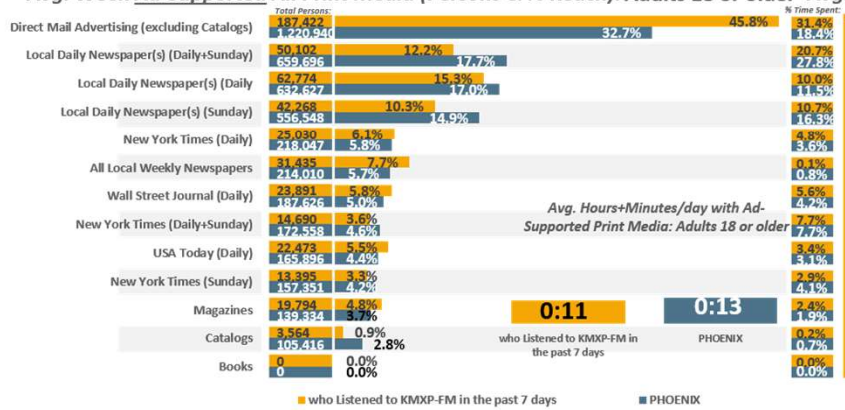
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

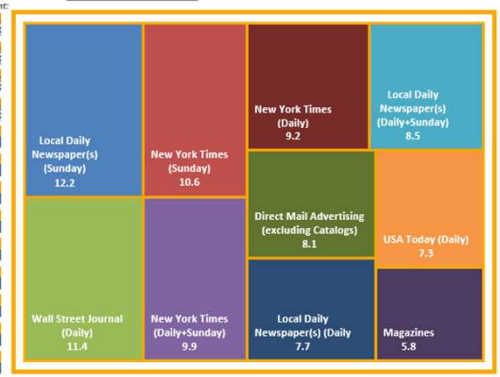


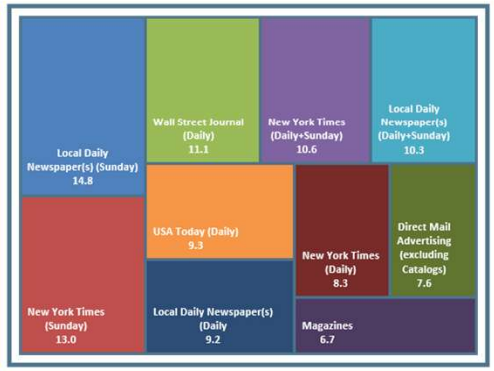




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







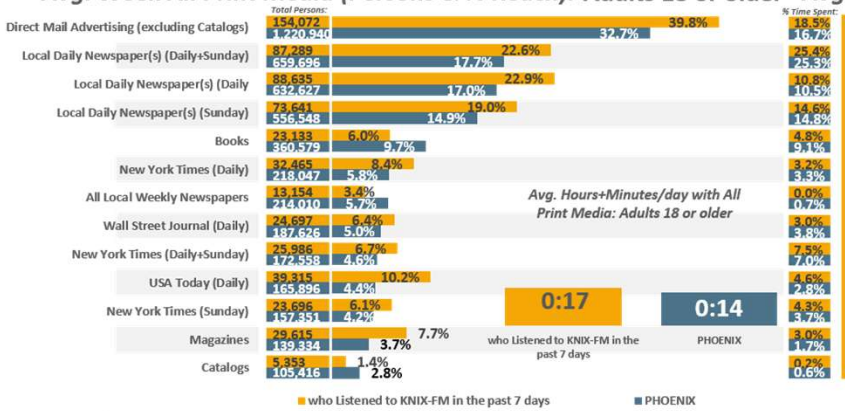
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything

(Radio Stations: KMXP-FM)

87,289 or 22.6% of Adults 18 or older who Listened to KNIX-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 26.7% of all time spent daily with All forms of Print Media.

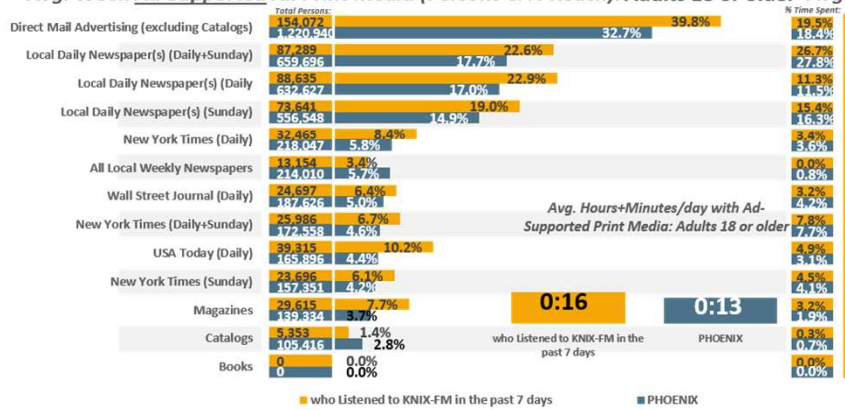
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



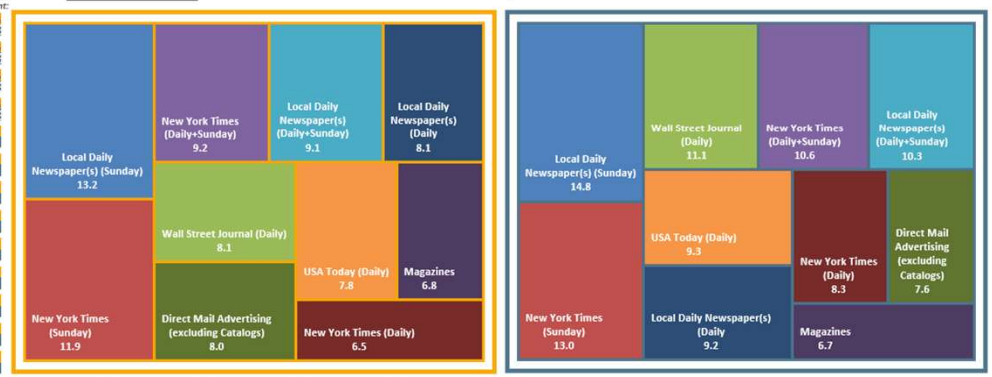
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



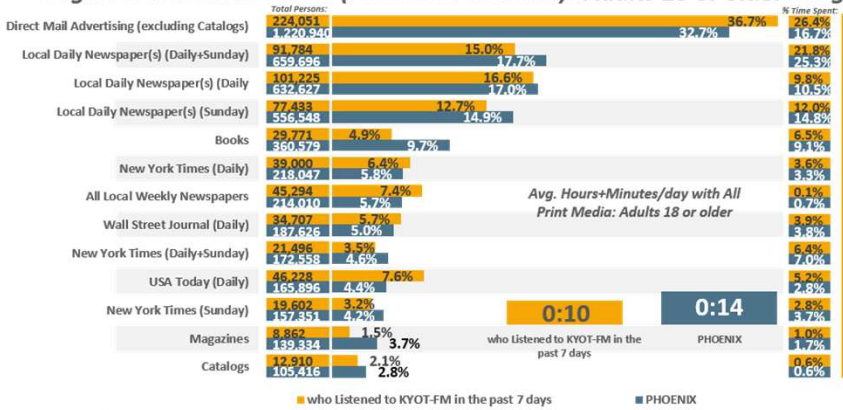
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything

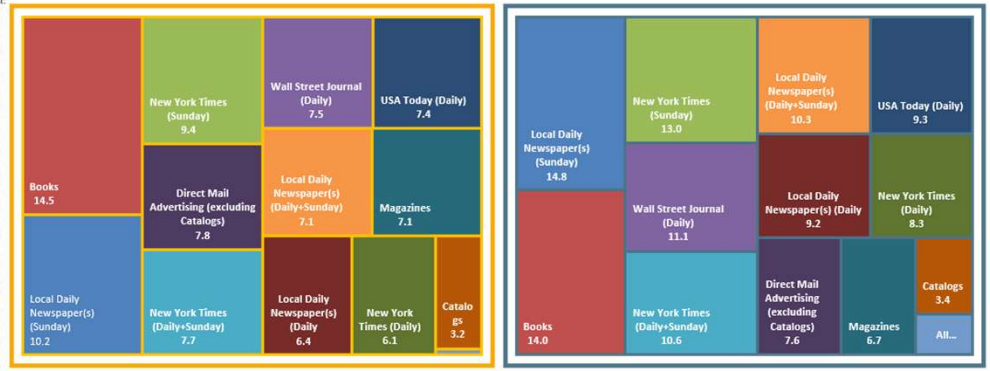
(Radio Stations: KNIX-FM)

224,051 or 36.7% of Adults 18 or older who Listened to KYOT-FM in the past 7 days read Direct Mail Advertising (excluding Catalogs) for an average of 7.8 minutes every day representing 28.2% of all time spent daily with All forms of Print Media.

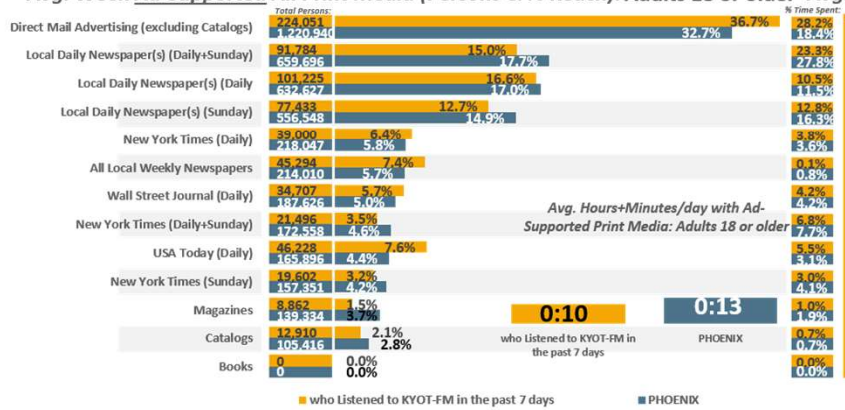
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



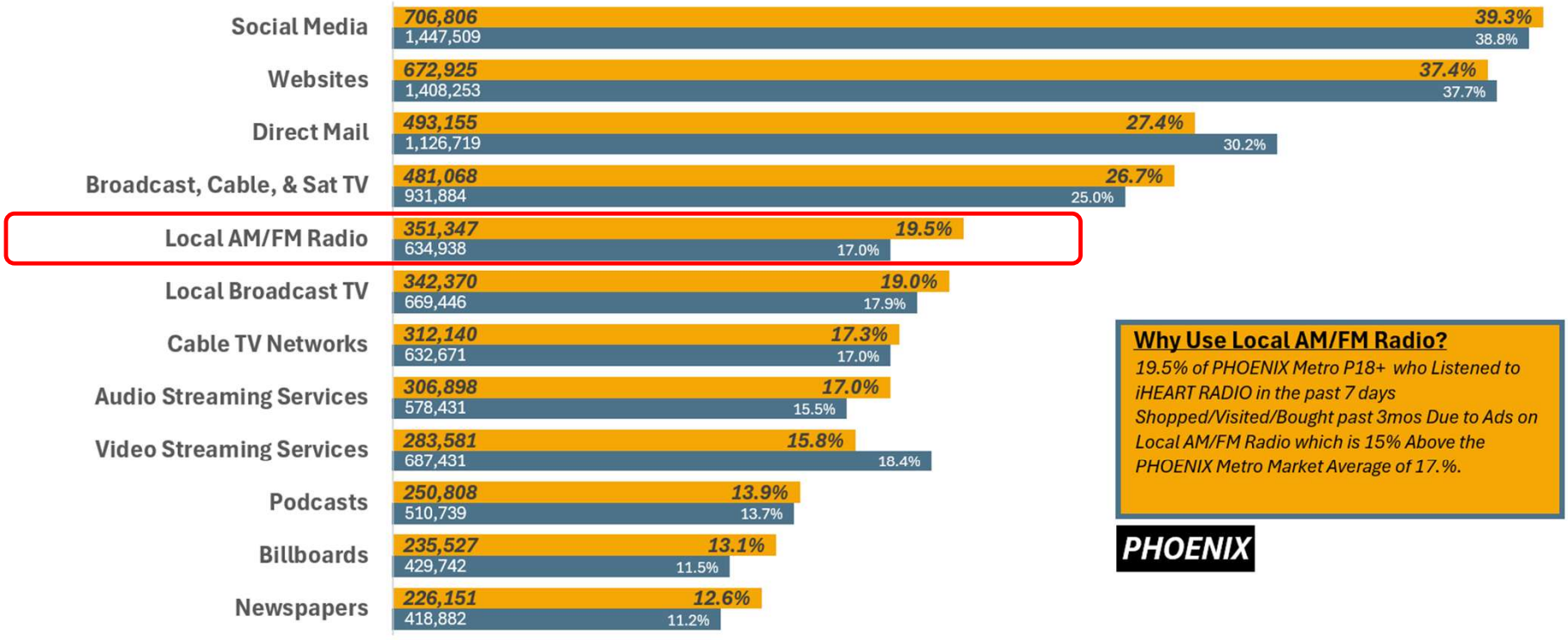
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything

(Radio Stations: KYOT-FM)

"Advertising Actions"

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



Why Use Local AM/FM Radio?

19.5% of PHOENIX Metro P18+ who Listened to iHEART RADIO in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 15% Above the PHOENIX Metro Market Average of 17.%.

PHOENIX

PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab: 948

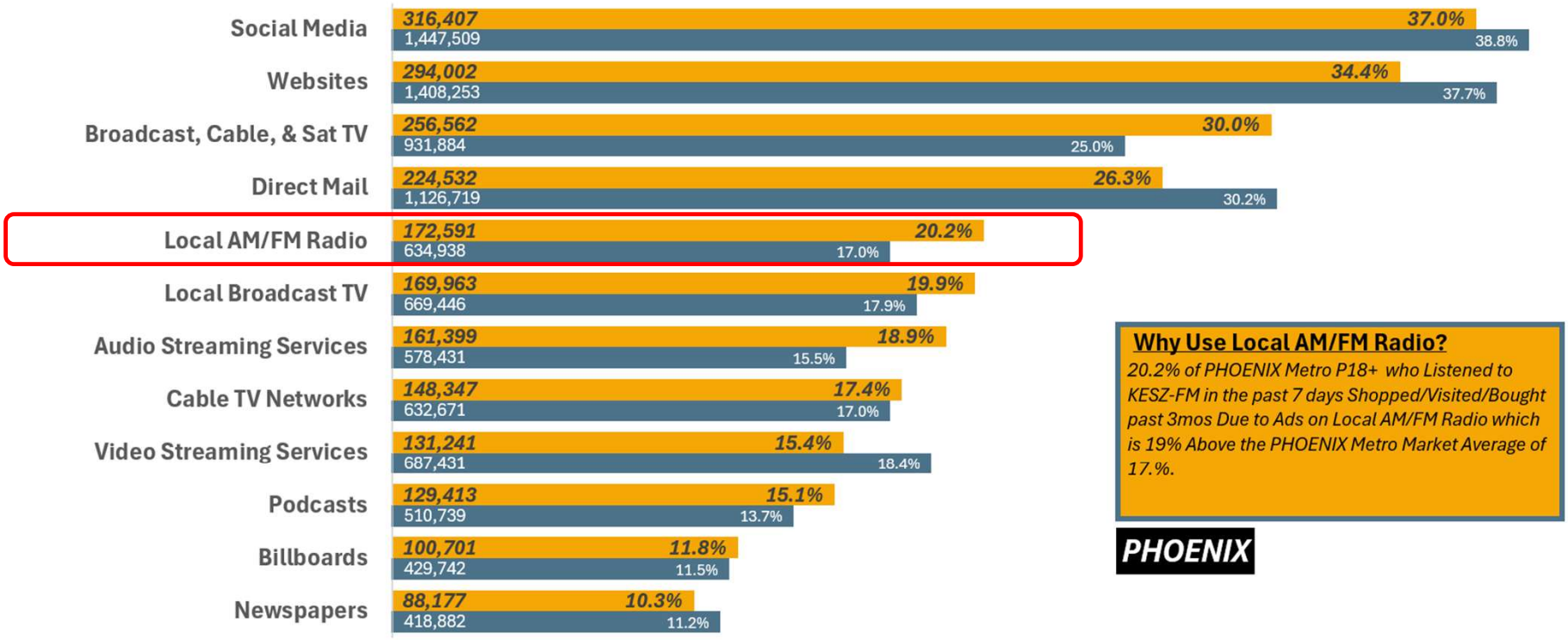
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

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

"Advertising Actions"

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



Why Use Local AM/FM Radio?

20.2% of PHOENIX Metro P18+ who Listened to KESZ-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 19% Above the PHOENIX Metro Market Average of 17.%.

PHOENIX

PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab: 436

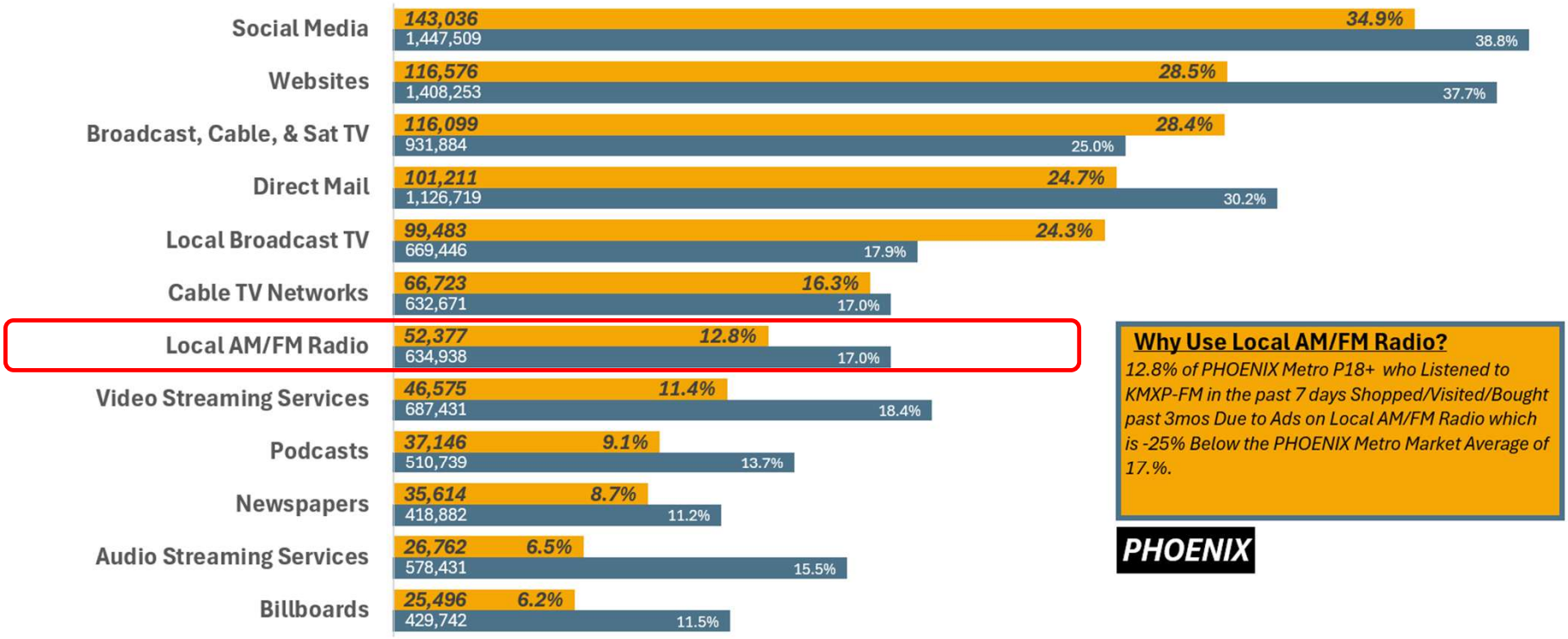
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: KESZ-FM)

"Advertising Actions"

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



Why Use Local AM/FM Radio?

12.8% of PHOENIX Metro P18+ who Listened to KMXP-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -25% Below the PHOENIX Metro Market Average of 17.%.

PHOENIX

PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab: 214

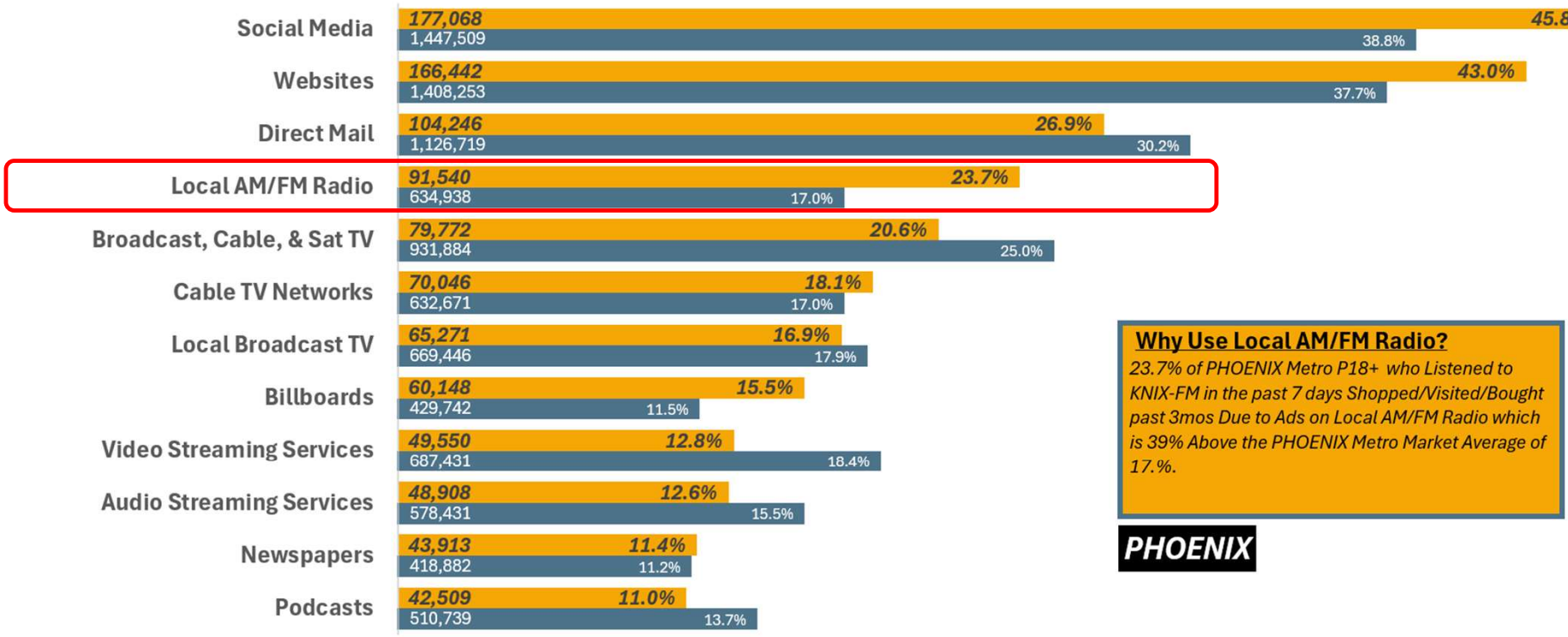
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: KMXP-FM)

"Advertising Actions"

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



Why Use Local AM/FM Radio?

23.7% of PHOENIX Metro P18+ who Listened to KNIX-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 39% Above the PHOENIX Metro Market Average of 17.%.

PHOENIX

PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab: 221

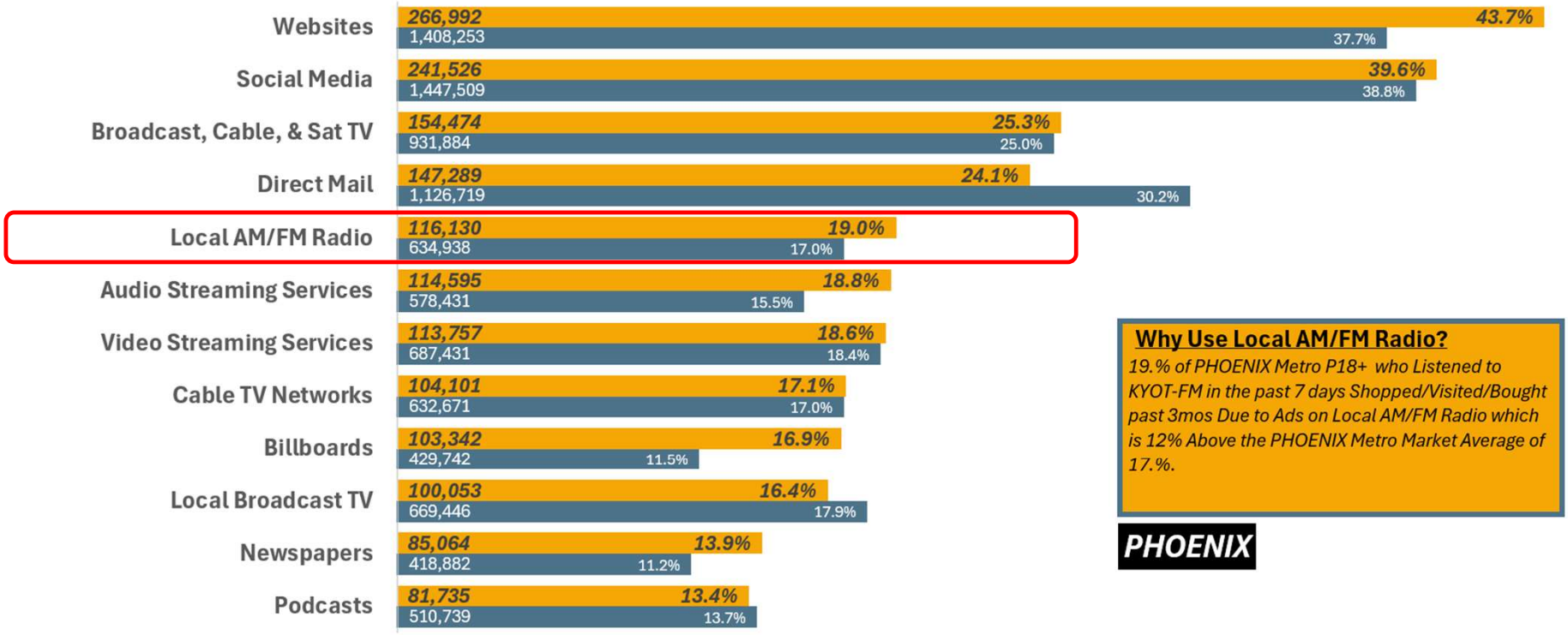
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: KNIX-FM)

"Advertising Actions"

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



Why Use Local AM/FM Radio?

19.% of PHOENIX Metro P18+ who Listened to KYOT-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 12% Above the PHOENIX Metro Market Average of 17.%.

PHOENIX

PHOENIX Metro Scarborough R2 2026: Aug25-Jul26 Qual Intab: 309

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: KYOT-FM)