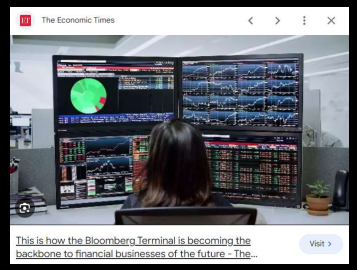
Minneapolis-St. Paul, MN Metro – 5 P18+ Profiles of IHEART RADIO Listeners!

Brand New Data as of August 31, 2024!

Complete Demographic & Media Use Profiles













P18+ Complete Demographic, Psychographic, and Total Media Usage Profiles of P18+ iHeart Radio, KDWB-FM, KEEY-FM, KFXN-FM, and KQQL-FM past 7 days listeners who live in the MINNEAPOLIS-ST. PAUL, MN, Metro Area as of AUGUST 2024!

#15

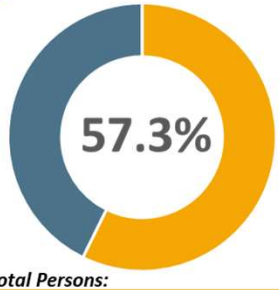
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

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

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

57.3% or 1,633,945 of MSP 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 48.4 years old (.7% older than average) and have a $117,429 (4.5% higher than average) annual household income.

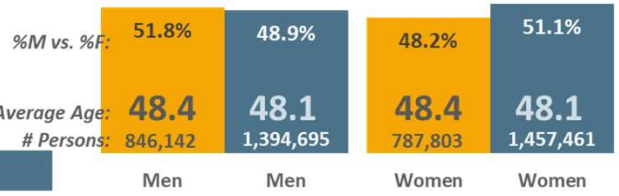
Percent of Market: Adults 18 or older



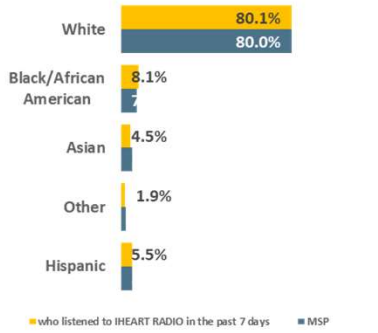
Total Persons:

who listened to IHEART RADIO in the past 7 days	Remainder of MSP Metro
1,633,945	1,218,211

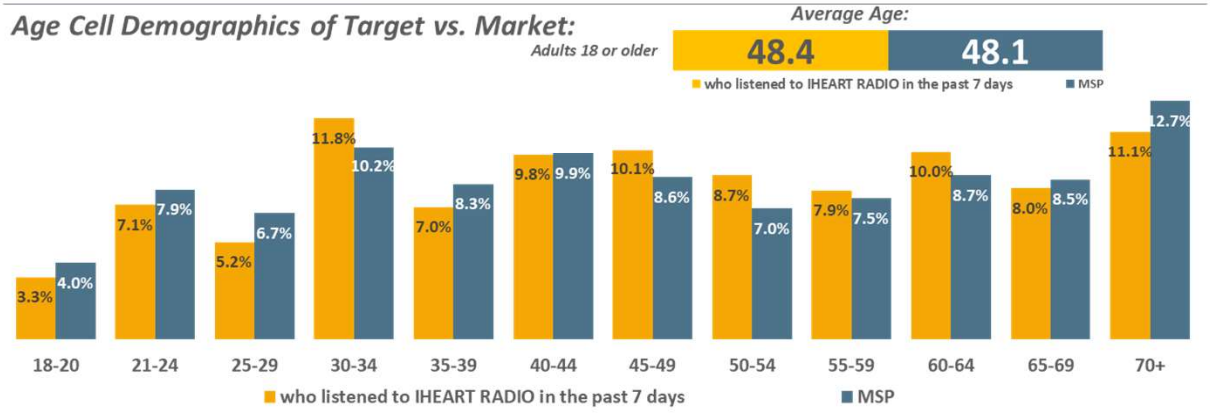
Gender of Target vs. Market: Adults 18 or older



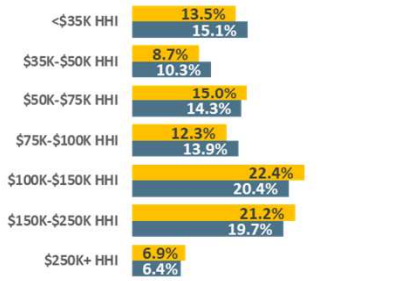
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$117,429	$112,327

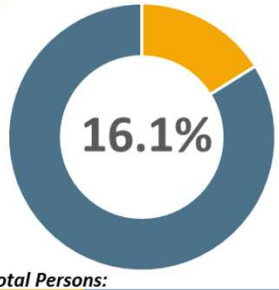
MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 797

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

16.1% or 459,980 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older listened to KDWB-FM in the past 7 days. Typical Adults 18 or older who listened to KDWB-FM in the past 7 days are 41.4 years old (13.9% younger than average) and have a $113,050 (.6% higher than average) annual household income.

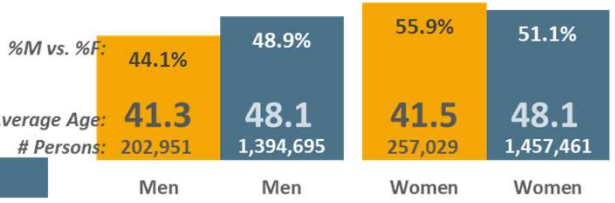
Percent of Market: Adults 18 or older



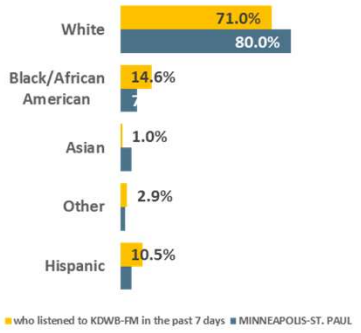
Total Persons:



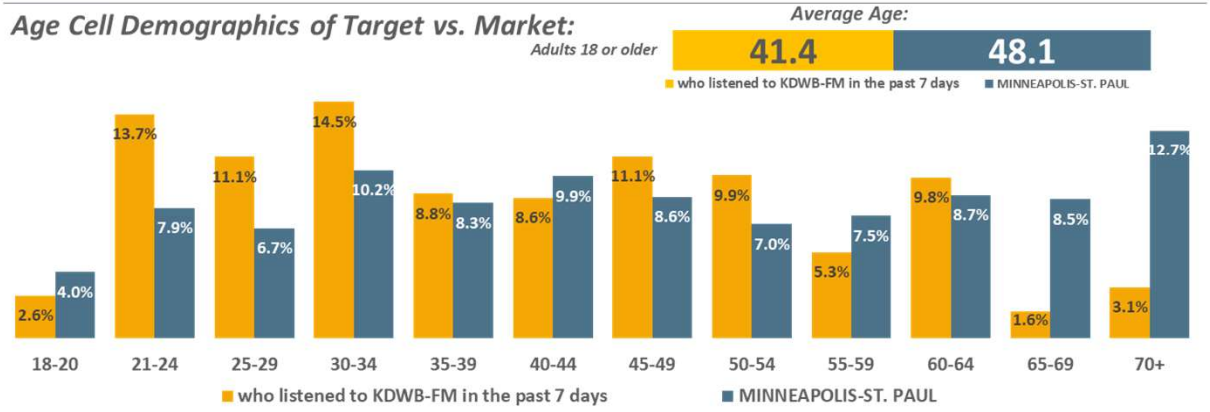
Gender of Target vs. Market: Adults 18 or older



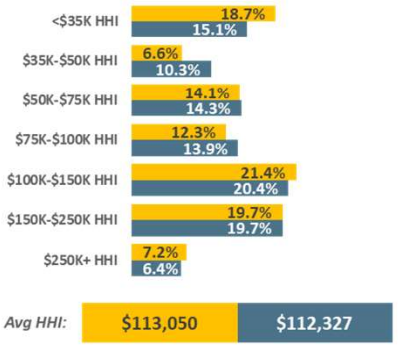
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



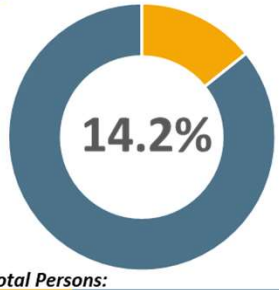
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 199

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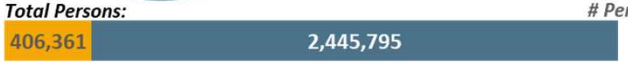
102.1 FM K102
#1 FOR NEW COUNTRY AND THE BEST VARIETY

14.2% or 406,361 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older listened to KEEY-FM in the past 7 days. Typical Adults 18 or older who listened to KEEY-FM in the past 7 days are 48.4 years old (.7% older than average) and have a $122,333 (8.9% higher than average) annual household income.

Percent of Market: Adults 18 or older



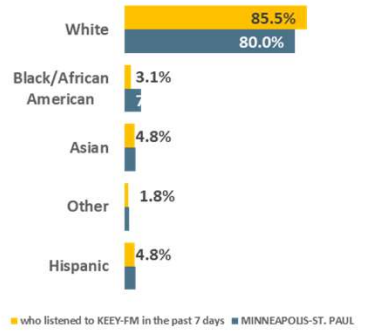
Total Persons:



Gender of Target vs. Market: Adults 18 or older

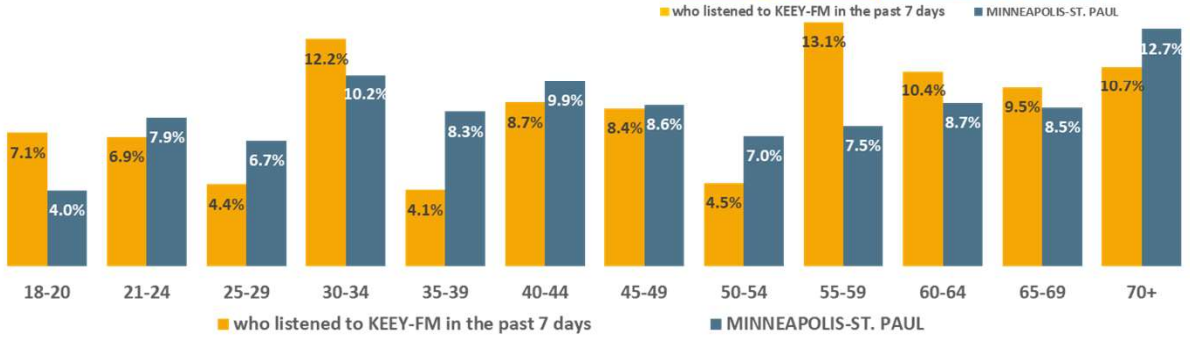
	Men	Men	Women	Women
%M vs. %F:	49.1%	48.9%	50.9%	51.1%
Average Age:	46.9	48.1	49.9	48.1
# Persons:	199,593	1,394,695	206,768	1,457,461

Ethnicity of Target vs. Market:

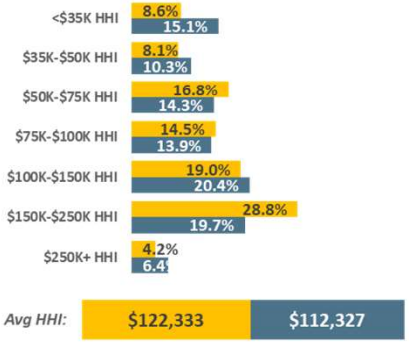


Age Cell Demographics of Target vs. Market:

Adults 18 or older	Average Age: 48.4	48.1



HHI of Target vs. Market:



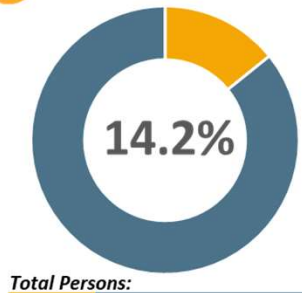
Avg HHI:	$122,333	$112,327

MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 191

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14.2% or 405,178 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older listened to KFXN-FM in the past 7 days. Typical Adults 18 or older who listened to KFXN-FM in the past 7 days are 51.4 years old (6.9% older than average) and have a $136,984 (22.% higher than average) annual household income.

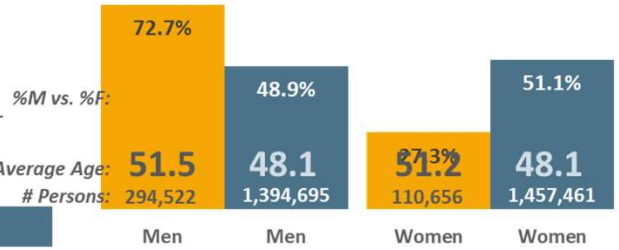
Percent of Market: Adults 18 or older



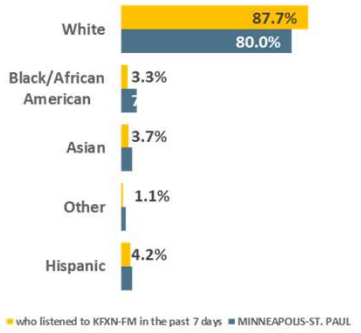
Total Persons:



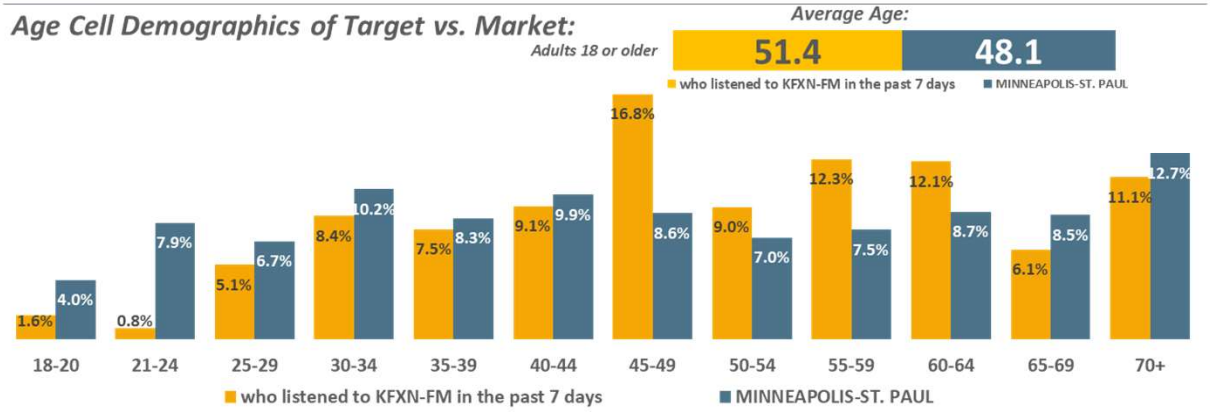
Gender of Target vs. Market: Adults 18 or older



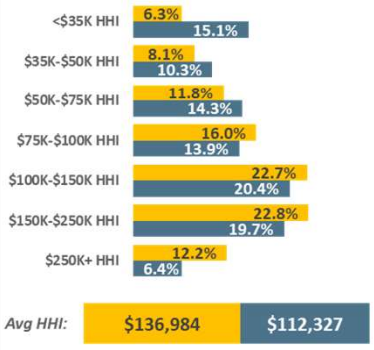
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



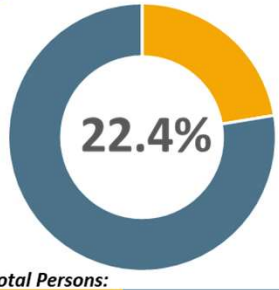
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 182

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Radio Stations: KFXN-FM

22.4% or 638,881 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older listened to KQQL-FM in the past 7 days. Typical Adults 18 or older who listened to KQQL-FM in the past 7 days are 51.9 years old (7.9% older than average) and have a $117,202 (4.3% higher than average) annual household income.

Percent of Market: Adults 18 or older



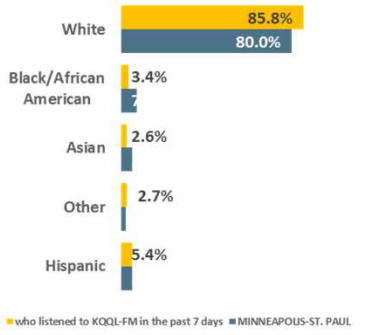
Total Persons:

638,881	2,213,275

Gender of Target vs. Market: Adults 18 or older

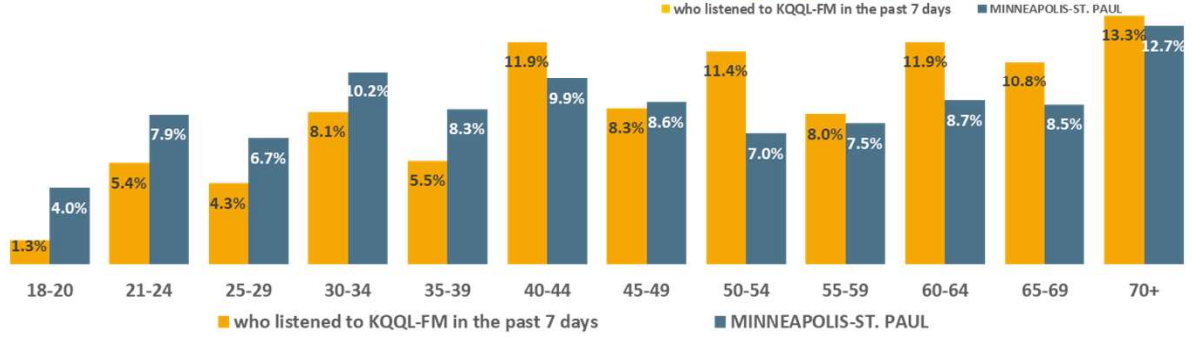
	Men	Men	Women	Women
%M vs. %F:	48.7%	48.9%	51.3%	51.1%
Average Age:	50.2	48.1	53.6	48.1
# Persons:	310,977	1,394,695	327,904	1,457,461

Ethnicity of Target vs. Market:

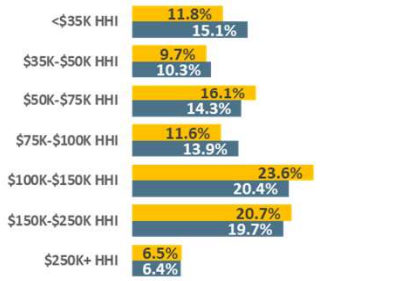


Age Cell Demographics of Target vs. Market:

Adults 18 or older	Average Age: 51.9	48.1



HHI of Target vs. Market:



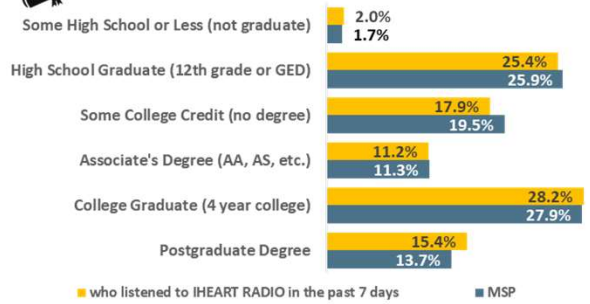
Avg HHI:	$117,202	$112,327

MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 325

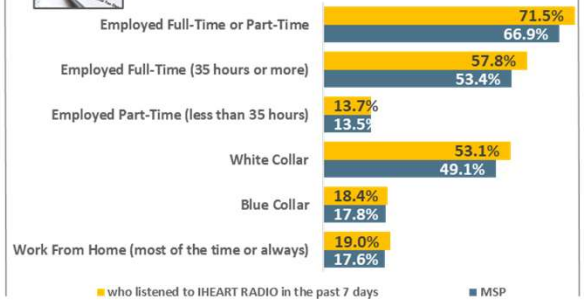
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57.3% or 1,633,945 of MSP Metro Adults 18 or older listened to IHEART RADIO in the past 7 days. Adults 18 or older who listened to IHEART RADIO in the past 7 days are 4.8% more likely to be a college graduate, 8.3% more likely to work full-time, 6.9% more likely to be married, 7.8% more likely to be a parent of 1 or more children under 18.

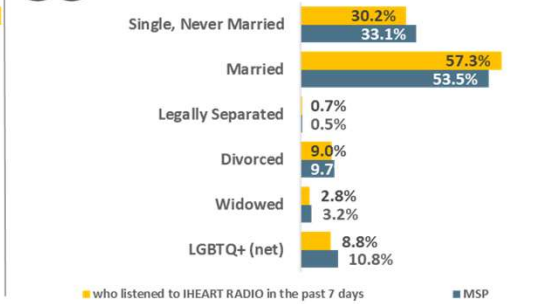
Education Levels: Adults 18 or older



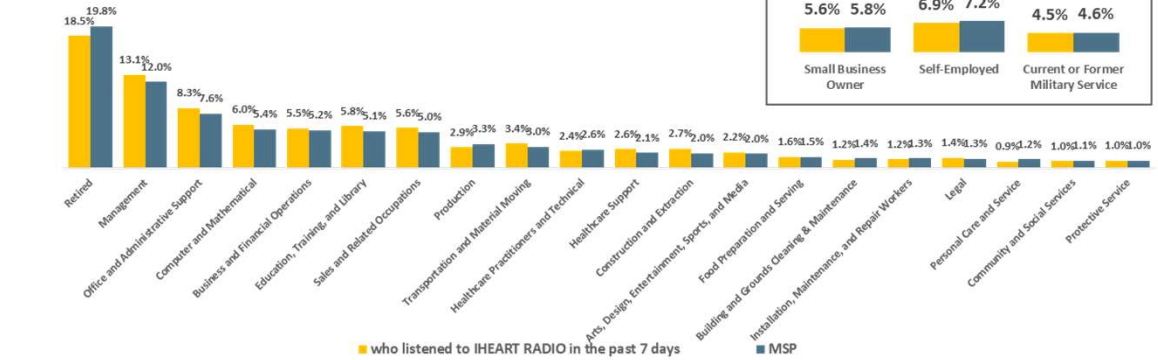
Employment: Adults 18 or older



Marital Status: Adults 18 or older

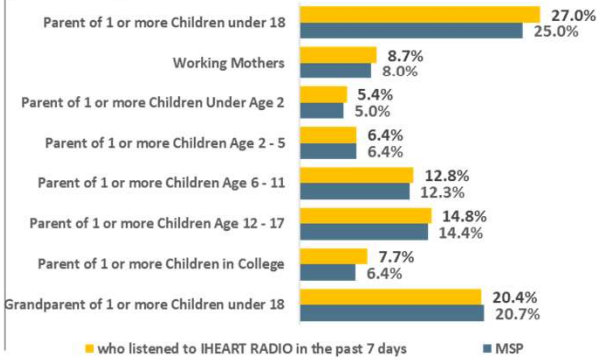


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



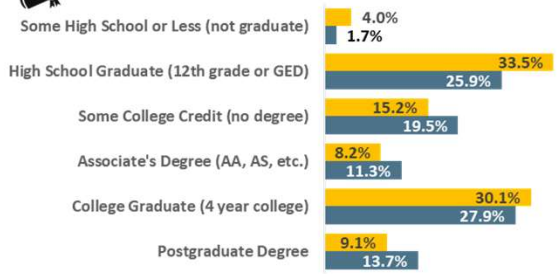
MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 797

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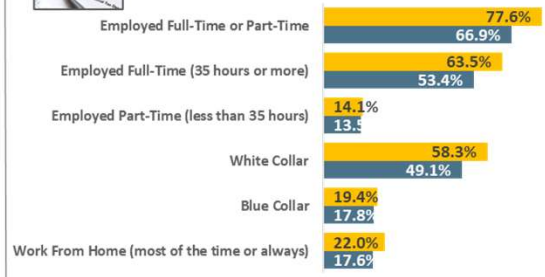
(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

16.1% or 459,980 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older listened to KDWB-FM in the past 7 days. Adults 18 or older who listened to KDWB-FM in the past 7 days are 5.7% less likely to be a college graduate, 18.9% more likely to work full-time, 7.7% less likely to be married, 40.4% more likely to be a parent of 1 or more children under 18.

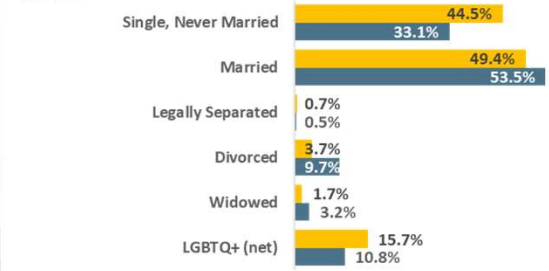
Education Levels: Adults 18 or older



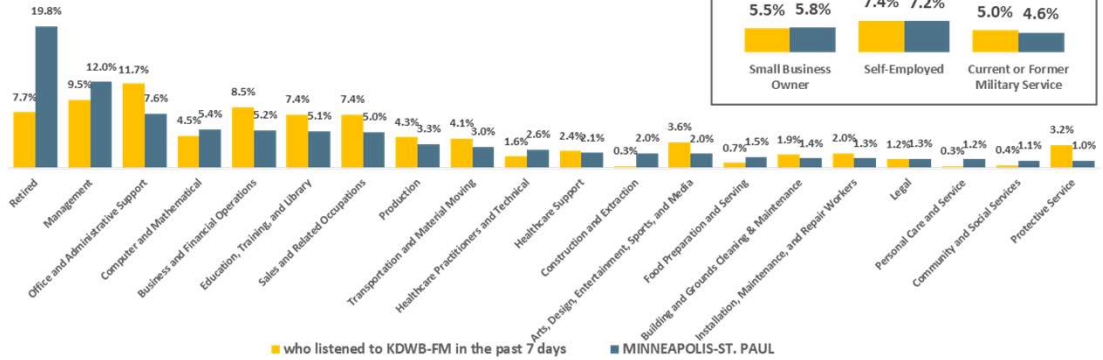
Employment: Adults 18 or older



Marital Status: Adults 18 or older

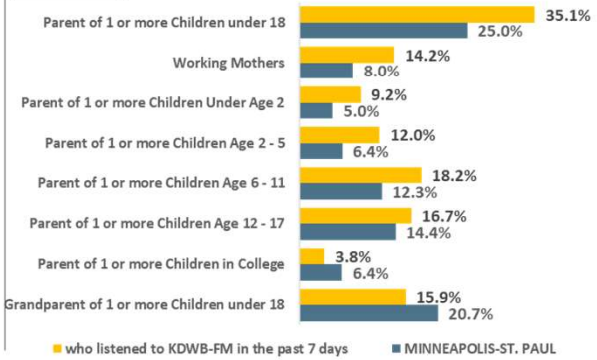


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



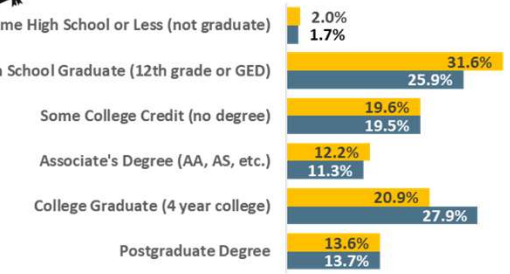
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 199

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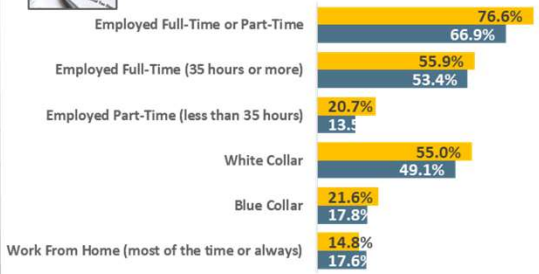
Radio Stations: KDWB-FM

14.2% or 406,361 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older listened to KEEY-FM in the past 7 days. Adults 18 or older who listened to KEEY-FM in the past 7 days are 17.1% less likely to be a college graduate, 4.7% more likely to work full-time, 9.2% more likely to be married, 34.9% less likely to be a parent of 1 or more children under 18.

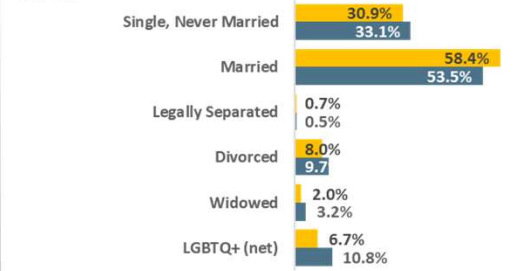
Education Levels: Adults 18 or older



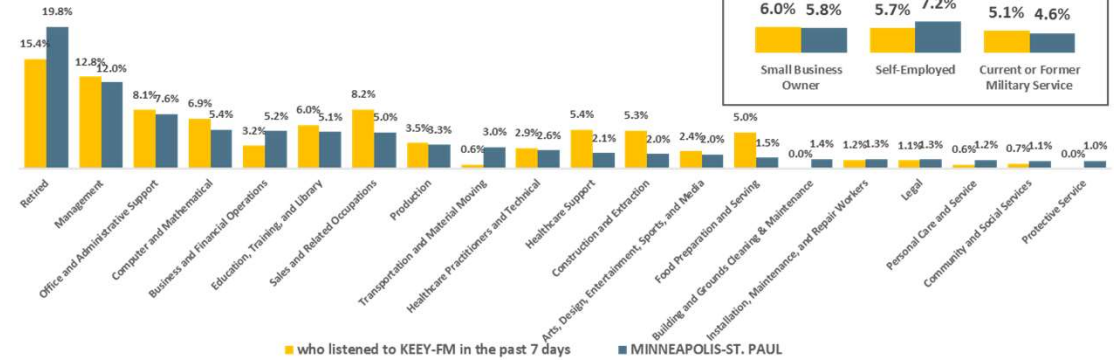
Employment: Adults 18 or older



Marital Status: Adults 18 or older

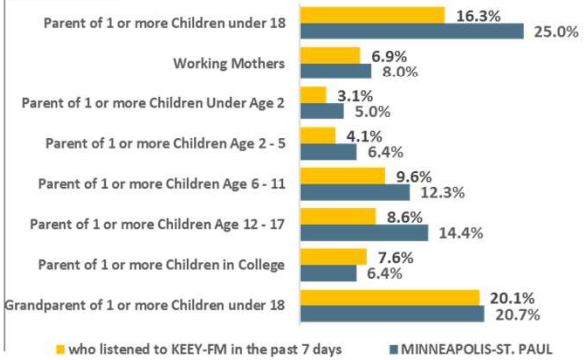


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 191

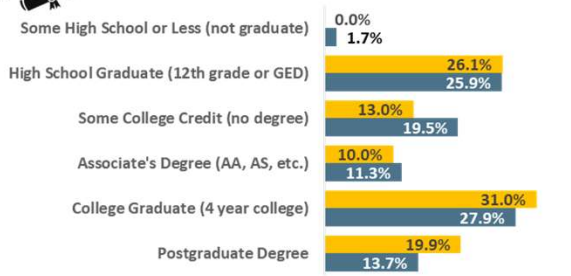
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Radio Stations: KEEY-FM

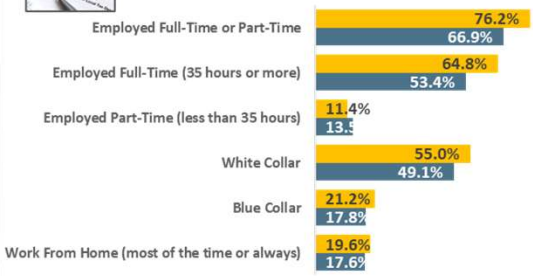
KFAN SPORTS RADIO - FM 100.3

14.2% or 405,178 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older listened to KFXN-FM in the past 7 days. Adults 18 or older who listened to KFXN-FM in the past 7 days are 22.5% more likely to be a college graduate, 21.3% more likely to work full-time, 29.6% more likely to be married, 17.8% more likely to be a parent of 1 or more children under 18.

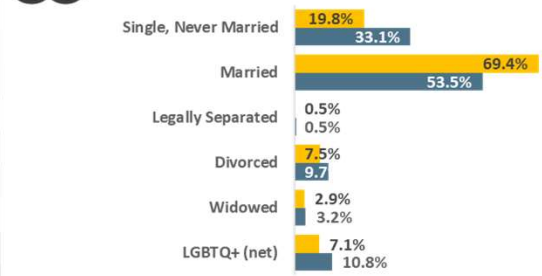
Education Levels: Adults 18 or older



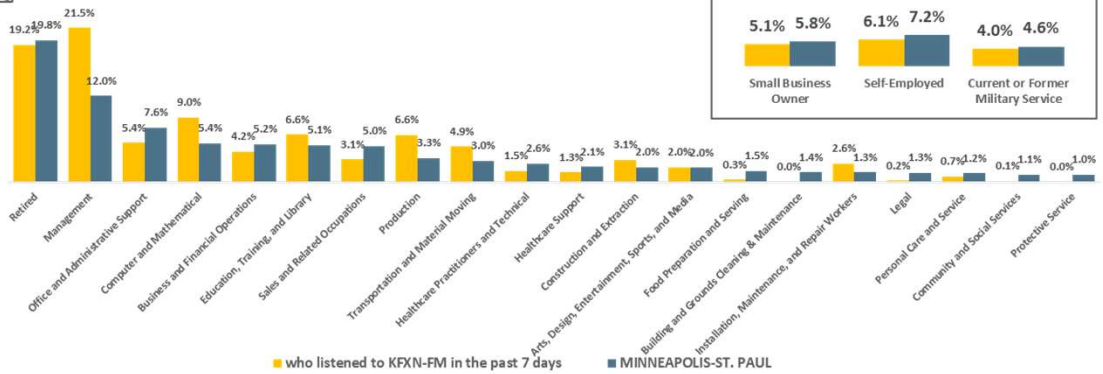
Employment: Adults 18 or older



Marital Status: Adults 18 or older

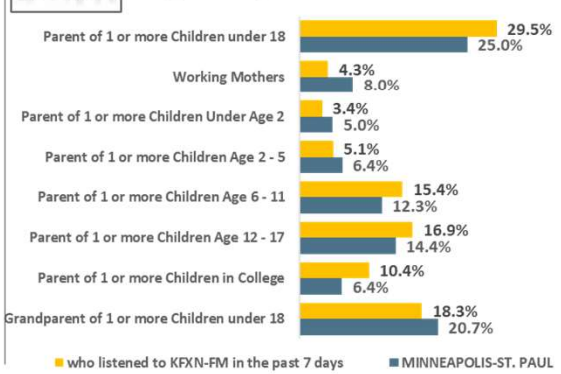


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



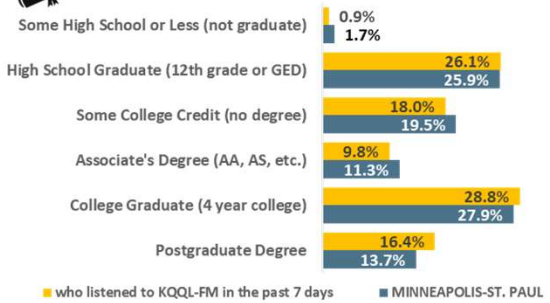
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 182

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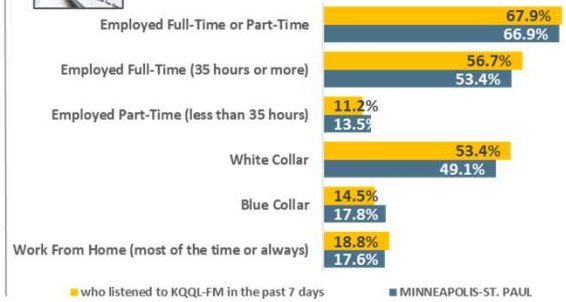
Radio Stations: KFXN-FM

22.4% or 638,881 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older listened to KQQL-FM in the past 7 days. Adults 18 or older who listened to KQQL-FM in the past 7 days are 8.8% more likely to be a college graduate, 6.1% more likely to work full-time, 5.9% more likely to be married, .3% more likely to be a parent of 1 or more children under 18.

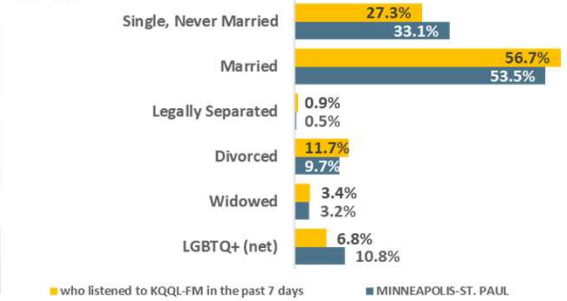
Education Levels: Adults 18 or older



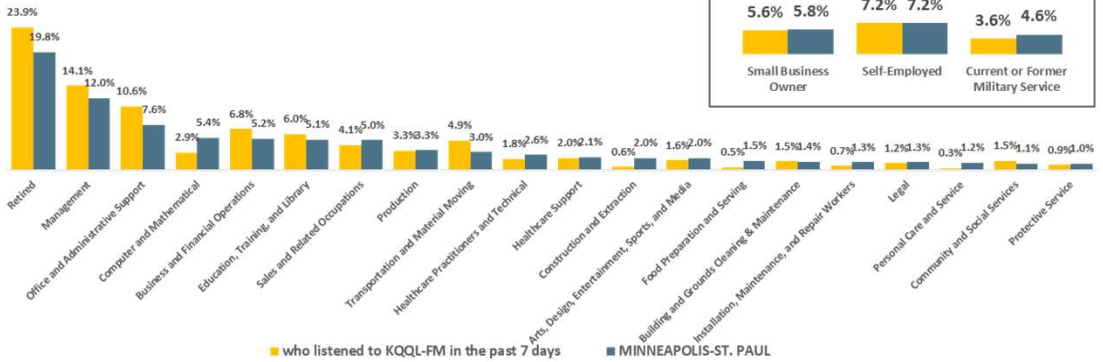
Employment: Adults 18 or older



Marital Status: Adults 18 or older

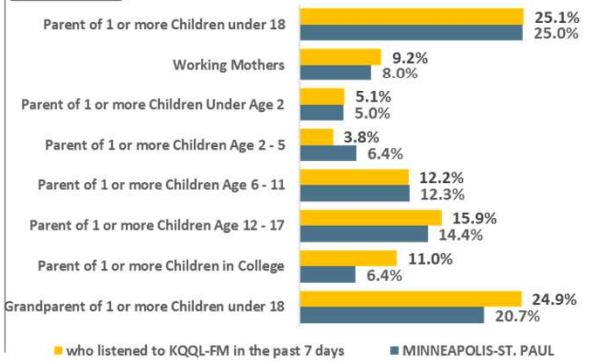


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



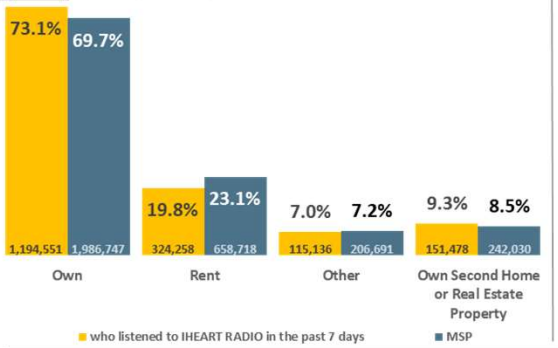
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 325

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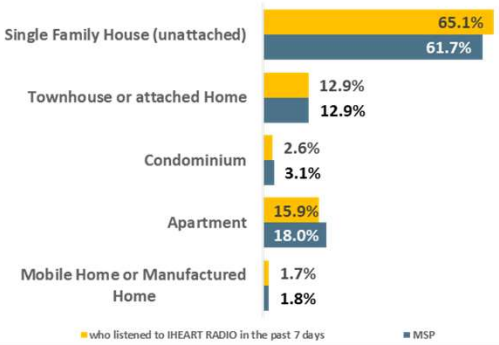
Radio Stations: KQQL-FM

57.3% or 1,633,945 of MSP 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.% more likely to own their home, .3% more likely to own a higher valued home, 5.5% more likely to have a single-family home, 6.8% more likely to have a dog.

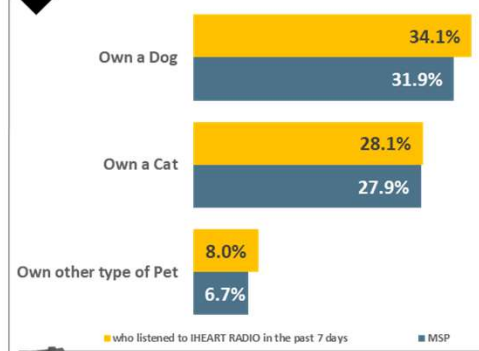
Own/Rent/Other: Adults 18 or older



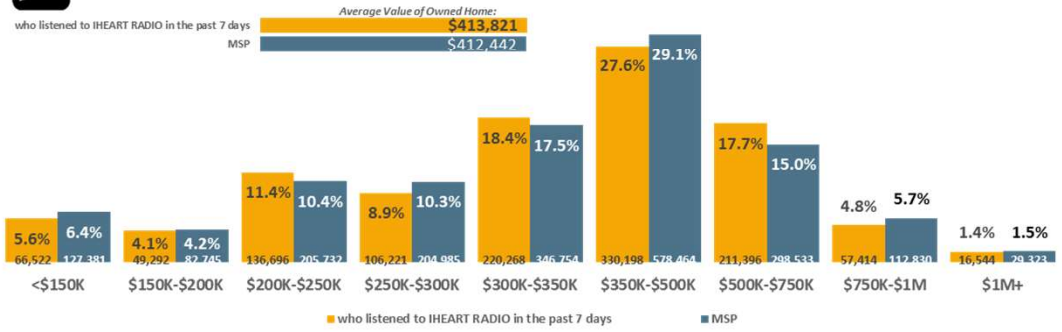
Type of Home: Adults 18 or older



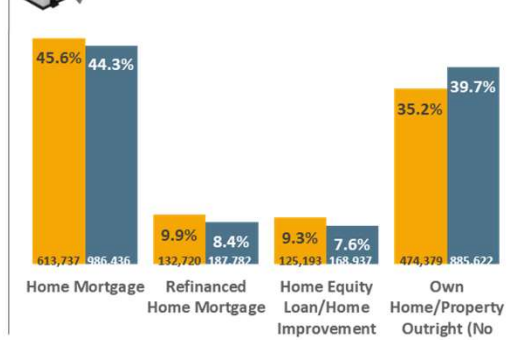
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



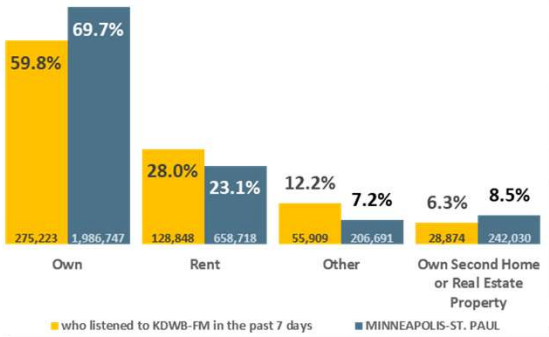
MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 797

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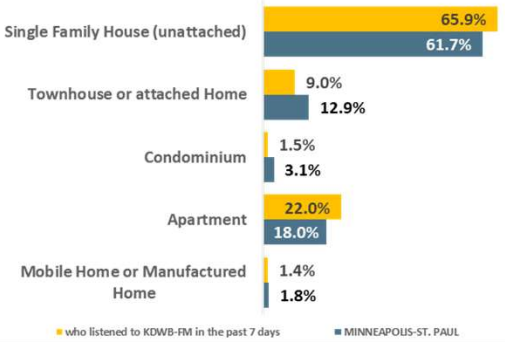
(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

16.1% or 459,980 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older listened to KDWB-FM in the past 7 days. Adults 18 or older who listened to KDWB-FM in the past 7 days are 14.1% less likely to own their home, 2.7% more likely to own a higher valued home, 6.8% more likely to have a single-family home, 33.9% more likely to have a dog.

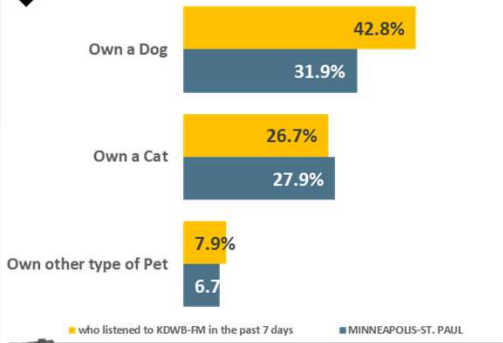
Own/Rent/Other: Adults 18 or older



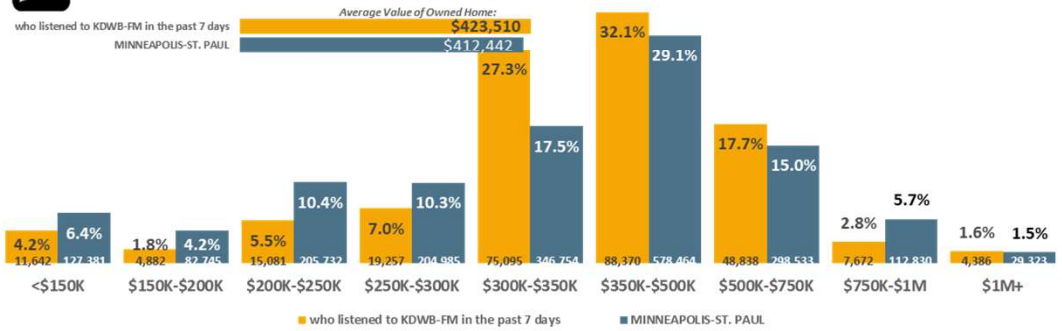
Type of Home: Adults 18 or older



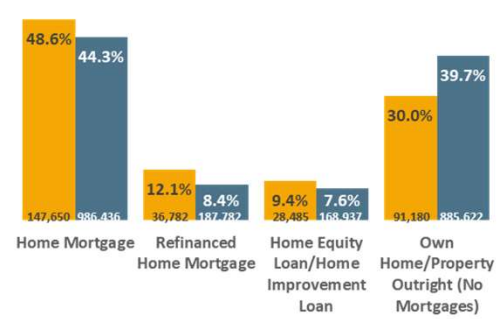
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



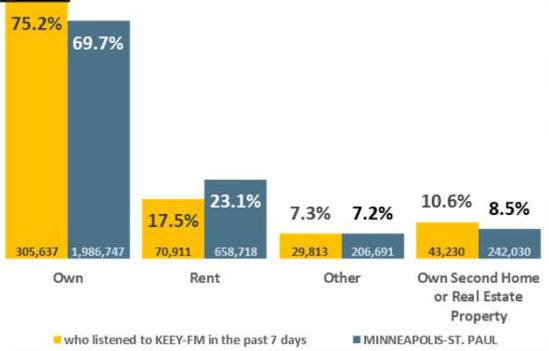
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 199

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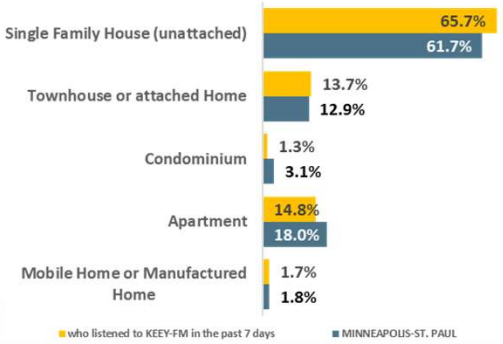
Radio Stations: KDWB-FM

14.2% or 406,361 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older listened to KEEY-FM in the past 7 days. Adults 18 or older who listened to KEEY-FM in the past 7 days are 8.% more likely to own their home, 6.9% more likely to own a lower valued home, 6.5% more likely to have a single-family home, 16.4% more likely to have a dog.

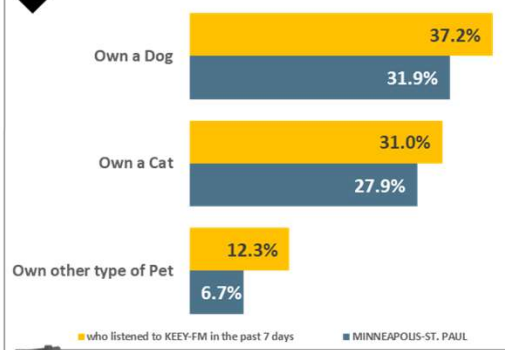
Own/Rent/Other: Adults 18 or older



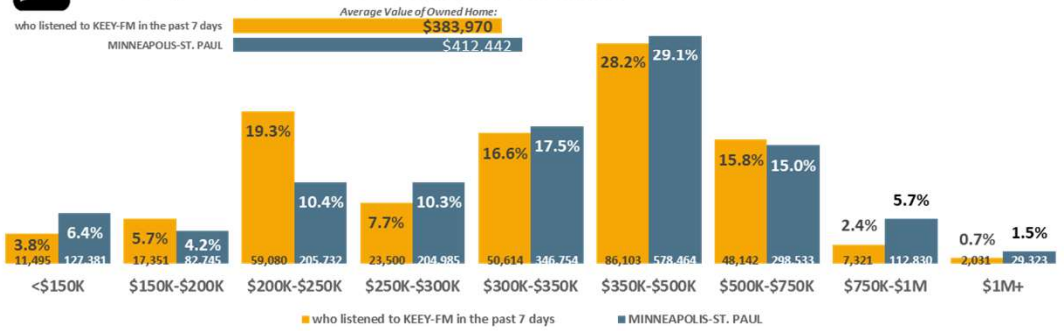
Type of Home: Adults 18 or older



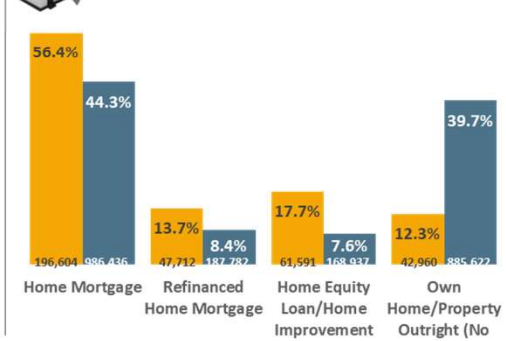
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



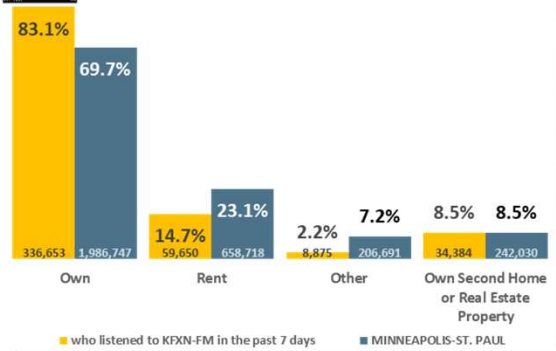
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 191

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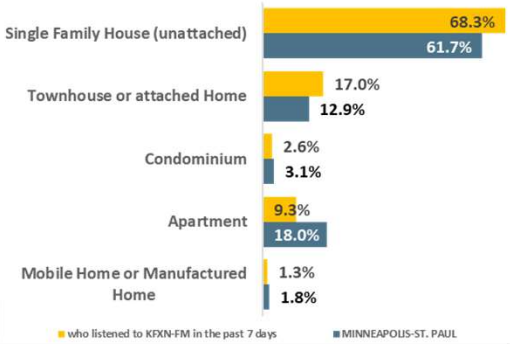
Radio Stations: KEEY-FM

14.2% or 405,178 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older listened to KFXN-FM in the past 7 days. Adults 18 or older who listened to KFXN-FM in the past 7 days are 19.3% more likely to own their home, 1.% more likely to own a higher valued home, 10.7% more likely to have a single-family home, 5.2% more likely to have a dog.

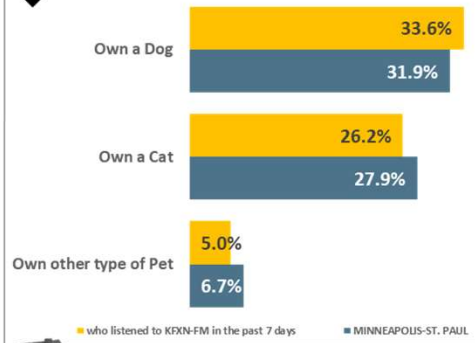
Own/Rent/Other: Adults 18 or older



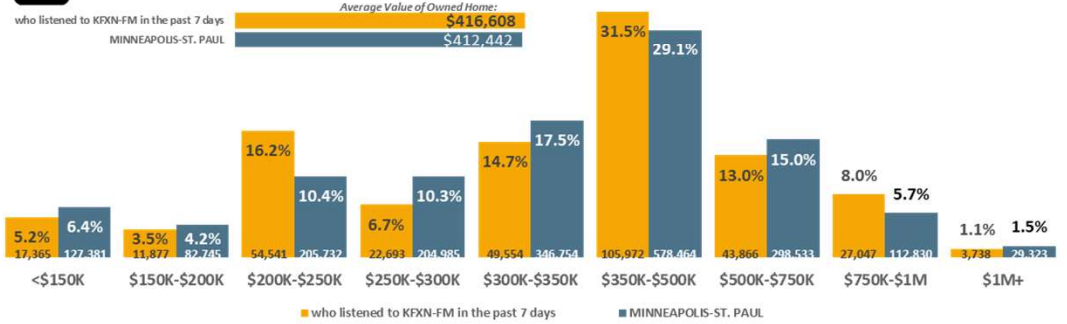
Type of Home: Adults 18 or older



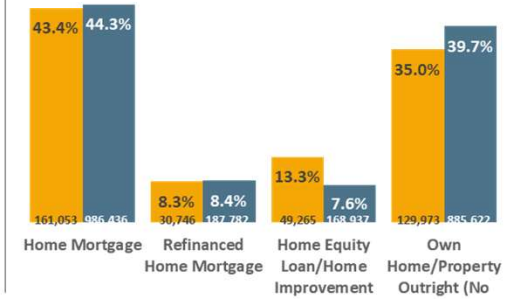
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



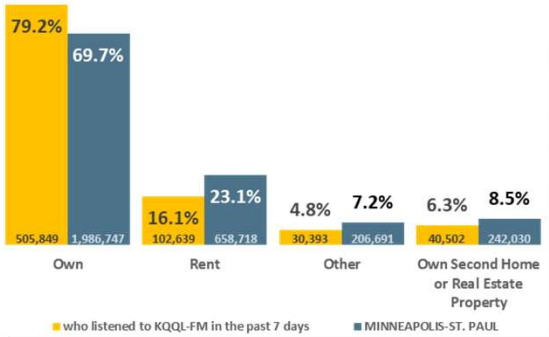
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 182

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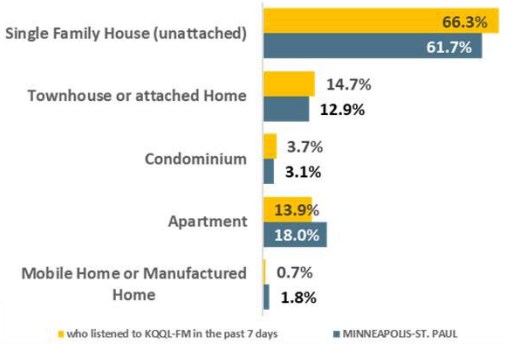
Radio Stations: KFXN-FM

22.4% or 638,881 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older listened to KQQL-FM in the past 7 days. Adults 18 or older who listened to KQQL-FM in the past 7 days are 13.7% more likely to own their home, 1.7% more likely to own a lower valued home, 7.4% more likely to have a single-family home, 1.1% more likely to have a dog.

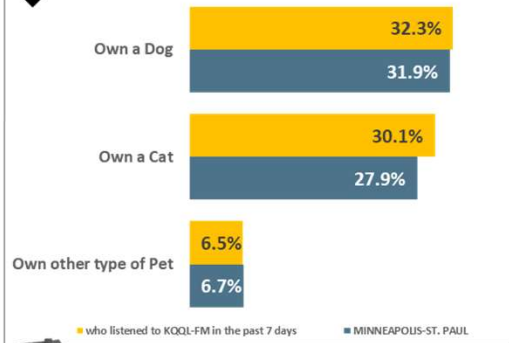
Own/Rent/Other: Adults 18 or older



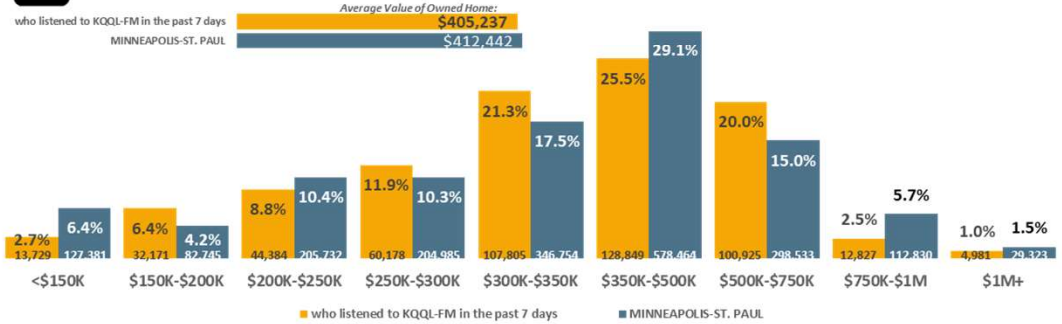
Type of Home: Adults 18 or older



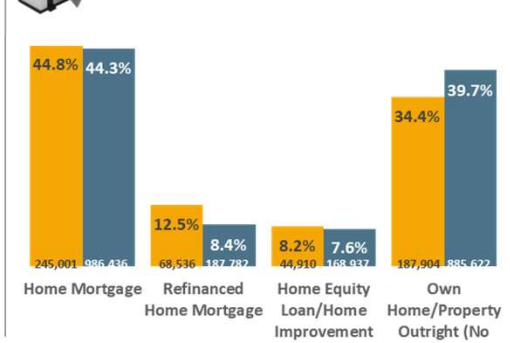
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



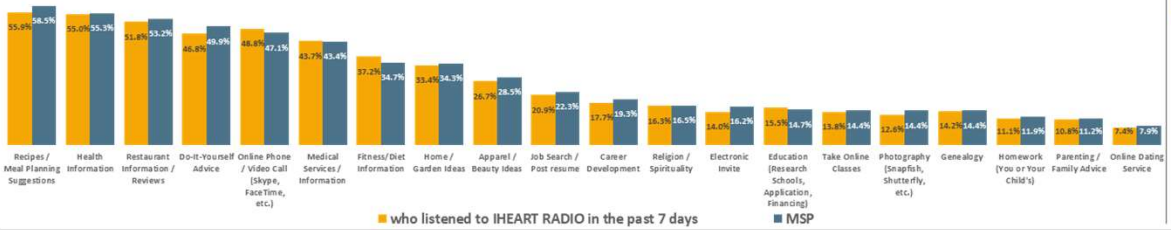
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 325

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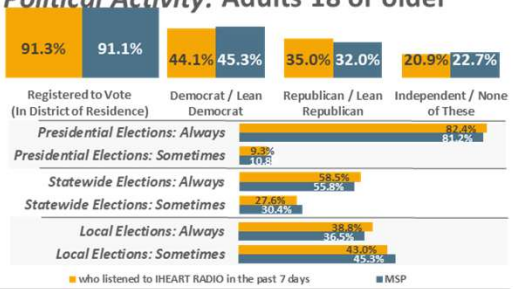
Radio Stations: KQQL-FM

57.3% or 1,633,945 of MSP 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 6.2% less likely to look up D-I-Y advice online, 6.2% more likely to always vote in local elections, 1.6% more likely to belong to a gym, 3.5% more likely to fly domestic past yr.

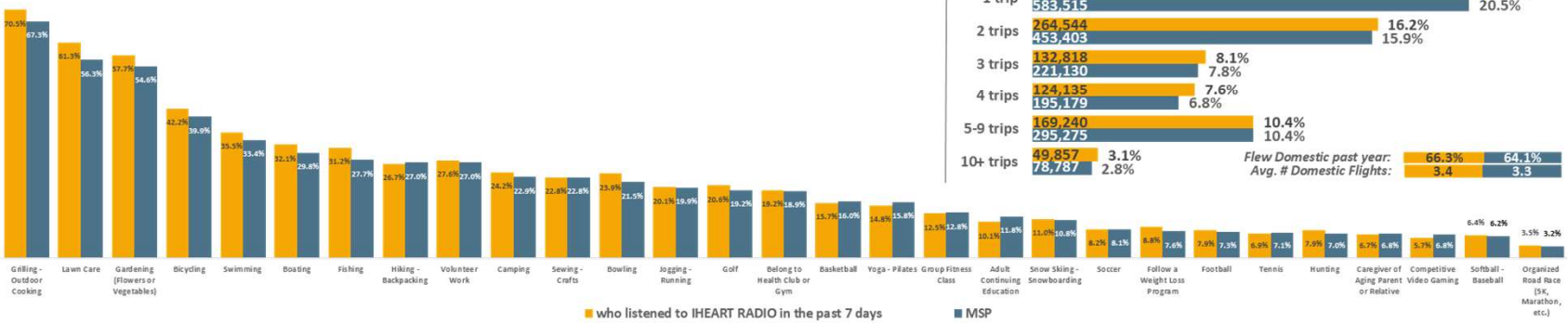
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

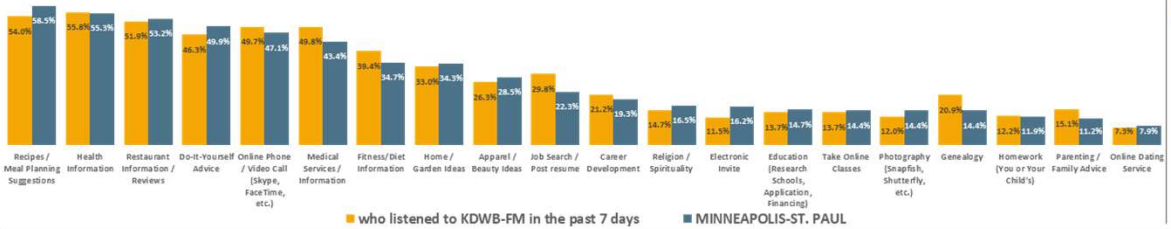
MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 797

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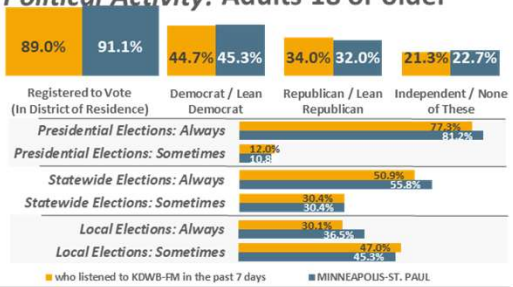
(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

16.1% or 459,980 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older listened to KDWB-FM in the past 7 days. Adults 18 or older who listened to KDWB-FM in the past 7 days are 7.2% less likely to look up D-I-Y advice online, 17.6% less likely to always vote in local elections, 28.4% less likely to belong to a gym, 12.5% more likely to fly domestic past yr.

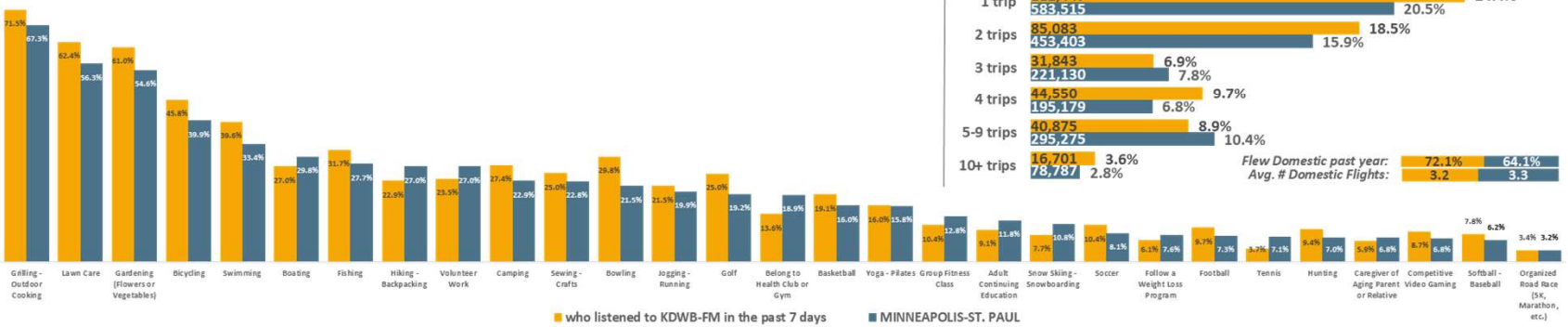
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

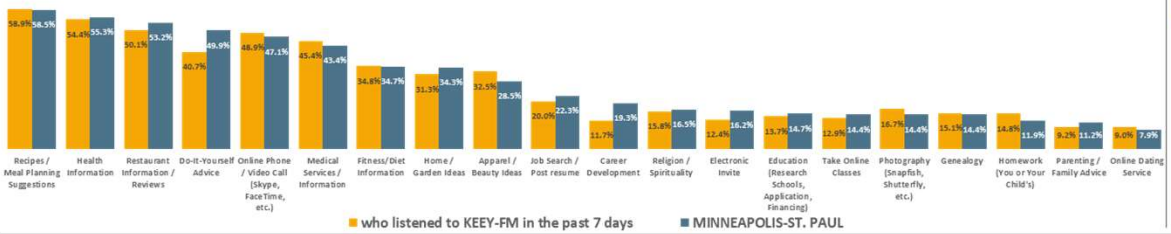
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 199

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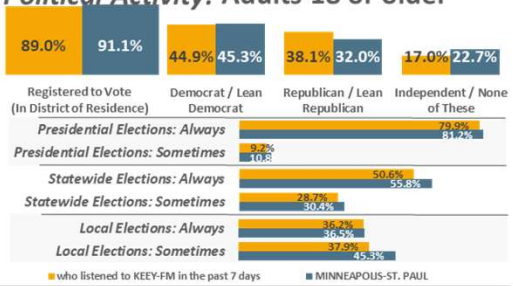
102.1 FM K102
#1 FOR NEW COUNTRY AND THE BEST VARIETY

14.2% or 406,361 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older listened to KEEY-FM in the past 7 days. Adults 18 or older who listened to KEEY-FM in the past 7 days are 18.4% less likely to look up D-I-Y advice online, 1.% less likely to always vote in local elections, 31.6% less likely to belong to a gym, 8.% less likely to fly domestic past yr.

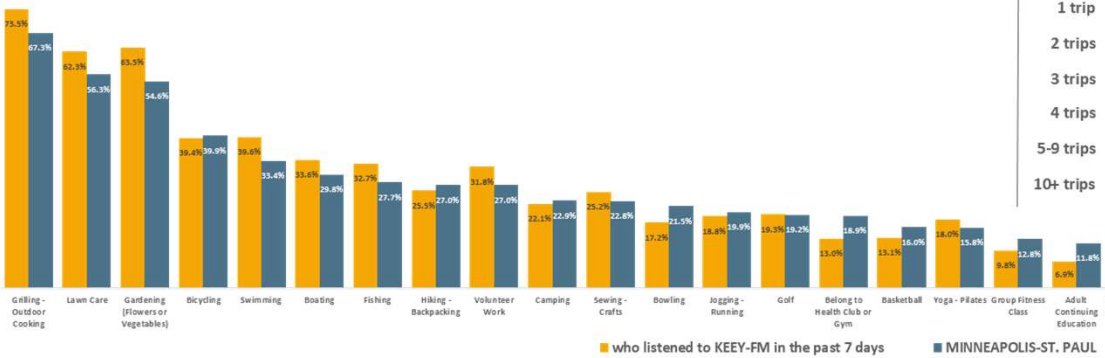
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



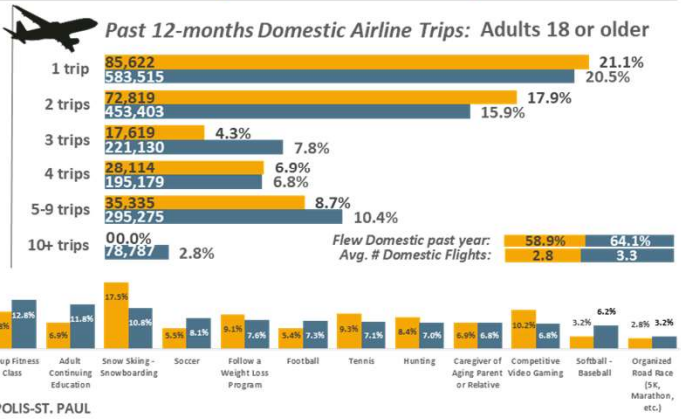
Political Activity: Adults 18 or older



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



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

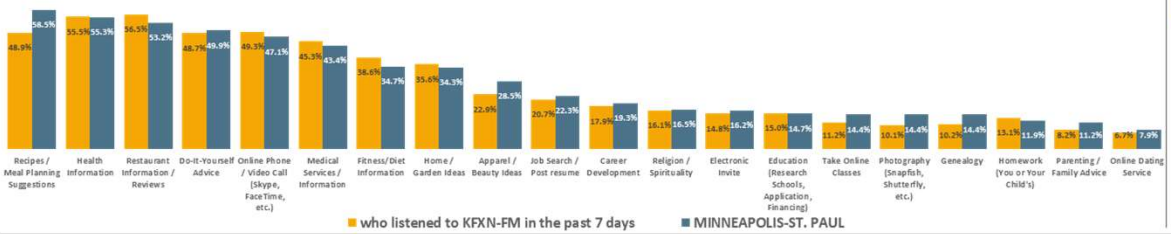


MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 191

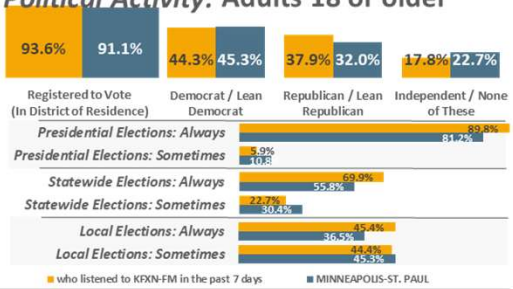
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14.2% or 405,178 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older listened to KFXN-FM in the past 7 days. Adults 18 or older who listened to KFXN-FM in the past 7 days are 2.5% less likely to look up D-I-Y advice online, 24.1% more likely to always vote in local elections, 46.4% more likely to belong to a gym, 4.8% more likely to fly domestic past yr.

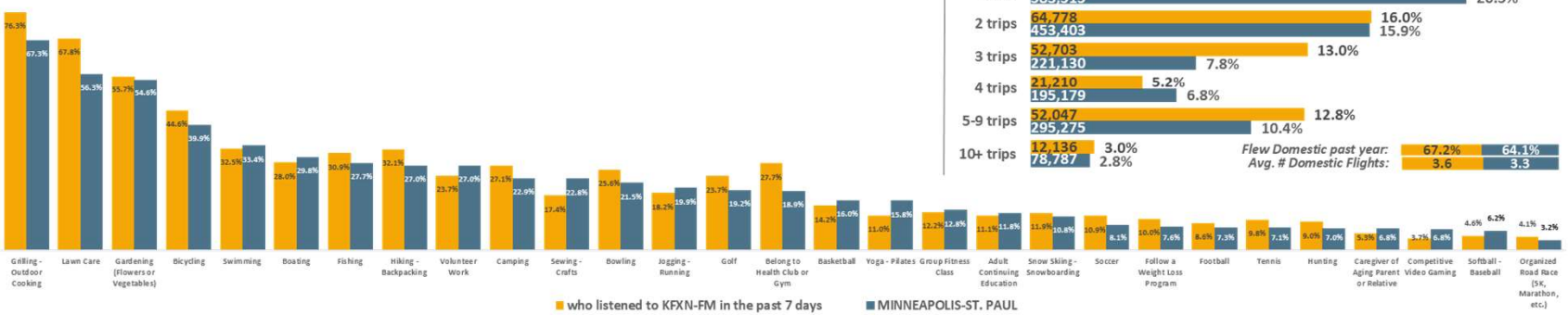
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

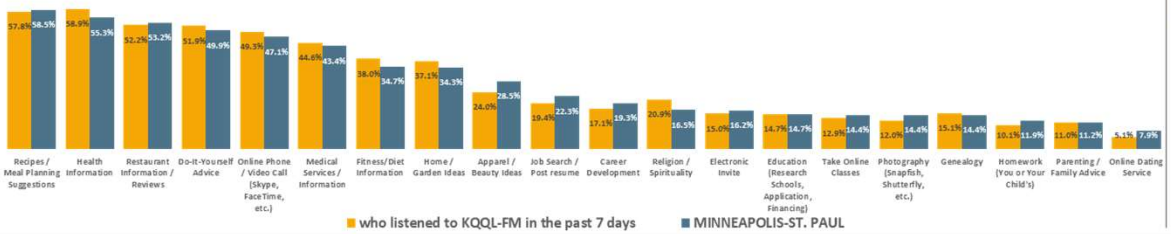
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 182

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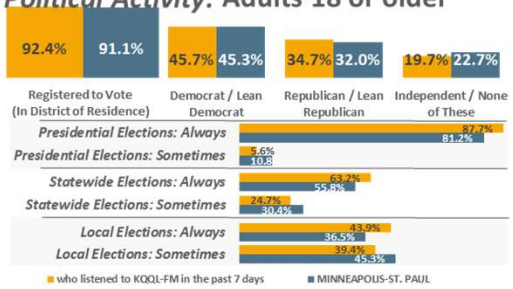
Radio Stations: KFXN-FM

22.4% or 638,881 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older listened to KQQL-FM in the past 7 days. Adults 18 or older who listened to KQQL-FM in the past 7 days are 4.% more likely to look up D-I-Y advice online, 20.1% more likely to always vote in local elections, 7.6% more likely to belong to a gym, .8% less likely to fly domestic past yr.

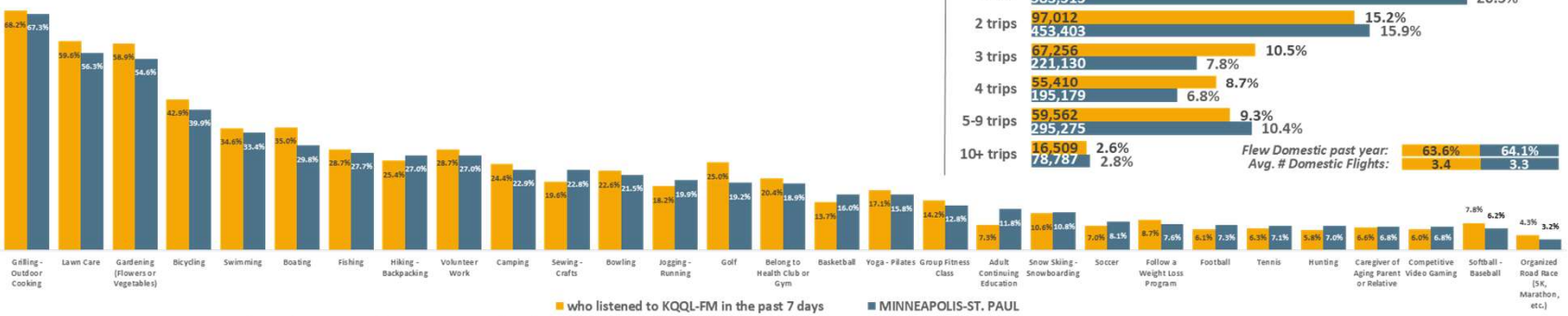
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 325

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57.3% or 1,633,945 of MSP Metro Adults 18 or older listened to IHEART RADIO in the past 7 days. Adults 18 or older who listened to IHEART RADIO in the past 7 days are 2.6% more likely to use QSRs past mo., 5.8% more likely to use Sit-Down Restaurants past mo., 6.5% more likely to use Casinos past yr., 1.1% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

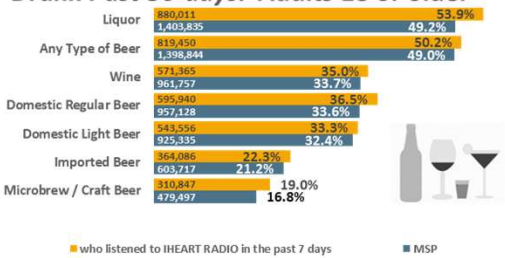
Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



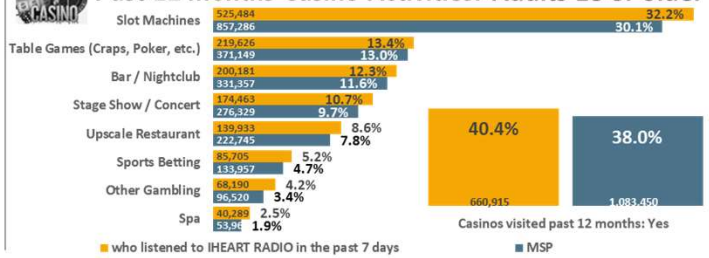
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 797

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

16.1% or 459,980 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older listened to KDWB-FM in the past 7 days. Adults 18 or older who listened to KDWB-FM in the past 7 days are 6.9% more likely to use QSRs past mo., 1.9% more likely to use Sit-Down Restaurants past mo., 19.2% more likely to use Casinos past yr., 14.9% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

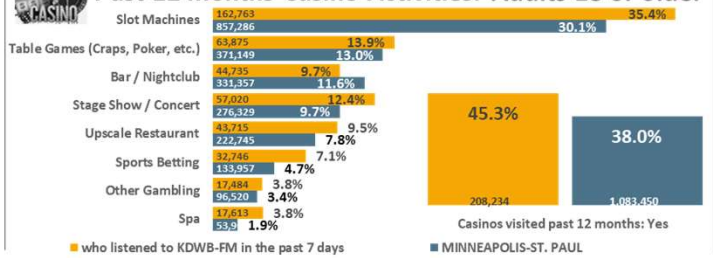


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 199

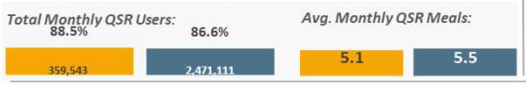
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Radio Stations: KDWB-FM

14.2% or 406,361 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older listened to KEEY-FM in the past 7 days. Adults 18 or older who listened to KEEY-FM in the past 7 days are 2.1% more likely to use QSRs past mo., 11.6% more likely to use Sit-Down Restaurants past mo., .1% less likely to use Casinos past yr., 19.4% less likely to smoke cigarettes.

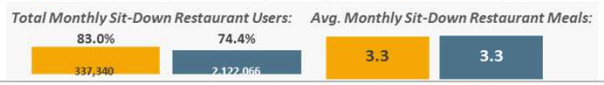
Past 30-days QSR Users: Adults 18 or older





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





Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



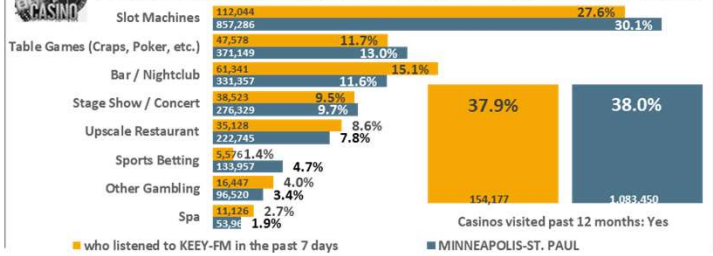


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 191

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Radio Stations: KEEY-FM

KFAN SPORTS RADIO - FM 100.3

14.2% or 405,178 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older listened to KFXN-FM in the past 7 days. Adults 18 or older who listened to KFXN-FM in the past 7 days are 3.4% more likely to use QSRs past mo., 13.9% more likely to use Sit-Down Restaurants past mo., 14.6% more likely to use Casinos past yr., 6.6% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



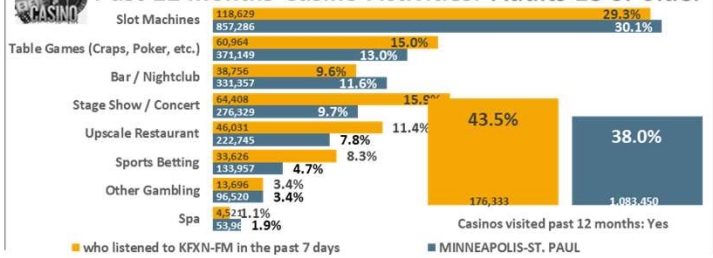
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 182

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Radio Stations: KFXN-FM

22.4% or 638,881 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older listened to KQQL-FM in the past 7 days. Adults 18 or older who listened to KQQL-FM in the past 7 days are 2.1% more likely to use QSRs past mo., 5.4% more likely to use Sit-Down Restaurants past mo., 16.2% more likely to use Casinos past yr., 4.6% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



	who listened to KQQL-FM in the past 7 days	MINNEAPOLIS-ST. PAUL
1 time	13.3%	12.6%
2 times	8.6%	12.5%
3 times	14.3%	12.9%
4 times	8.4%	9.4%
5 times	11.1%	10.0%
6 - 9 times	23.7%	17.1%
10 times or more	9.1%	12.1%

Total Monthly QSR Users:		Avg. Monthly QSR Meals:	
88.5%	86.6%	5.4	5.5
565,284	2,471,111		

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



	who listened to KQQL-FM in the past 7 days	MINNEAPOLIS-ST. PAUL
1 time	16.0%	19.8%
2 times	25.0%	18.6%
3 times	14.1%	12.4%
4 times	8.3%	7.3%
5 times	6.9%	7.4%
6 - 9 times	5.4%	6.0%
10 times or more	2.6%	2.9%

Total Monthly Sit-Down Restaurant Users:		Avg. Monthly Sit-Down Restaurant Meals:	
78.4%	74.4%	3.3	3.3
500,943	2,122,066		

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



	who listened to KQQL-FM in the past 7 days	MINNEAPOLIS-ST. PAUL
Pizza	35.7%	32.5%
Chinese	25.1%	26.9%
Mexican	27.6%	25.6%
Coffee House / Coffee Bar	23.6%	20.9%
Wings / Burgers / Sports Bar	18.6%	19.2%
Indian / Thai / Other Asian	16.9%	15.9%
Bagel / Donut / Bakery	13.7%	12.1%
Italian	11.2%	10.9%
Upscale	8.5%	10.4%
Steakhouse	8.6%	7.5%

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

who listened to KQQL-FM in the past 7 days	64,812	10.1%
MINNEAPOLIS-ST. PAUL	426,885	15.0%

Drank Past 30-days: Adults 18 or older



	who listened to KQQL-FM in the past 7 days	MINNEAPOLIS-ST. PAUL
Liquor	352,385 55.2%	1,403,835 49.2%
Any Type of Beer	322,410 50.5%	1,398,844 49.0%
Wine	235,393 36.8%	961,757 33.7%
Domestic Regular Beer	227,495 35.6%	957,128 33.6%
Domestic Light Beer	223,058 34.9%	925,335 32.4%
Imported Beer	129,827 20.3%	603,717 21.2%
Microbrew / Craft Beer	104,657 16.4%	479,497 16.8%

Past 12 months Casino Activities: Adults 18 or older

	who listened to KQQL-FM in the past 7 days	MINNEAPOLIS-ST. PAUL
Slot Machines	227,464 35.6%	857,286 30.1%
Table Games (Craps, Poker, etc.)	104,611 16.4%	371,149 13.0%
Bar / Nightclub	77,679 12.2%	331,357 11.6%
Stage Show / Concert	65,891 10.3%	276,329 9.7%
Upscale Restaurant	51,353 8.0%	222,745 7.8%
Sports Betting	40,858 6.4%	133,957 4.7%
Other Gambling	28,899 4.5%	96,520 3.4%
Spa	20,156 3.2%	53,9 1.9%

Casinos visited past 12 months: Yes		
	44.1%	38.0%
	281,929	1,083,450

Used Past 30-days: Adults 18 or older



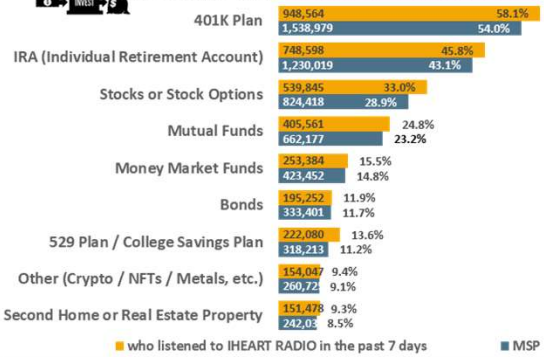
	who listened to KQQL-FM in the past 7 days	MINNEAPOLIS-ST. PAUL
Marijuana / Cannabis	11.6%	17.2%
	74,046	489,828
Cigarettes	11.4%	10.9%
	72,717	310,369
Vape	4.1%	7.6%
	26,425	217,009

MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 325

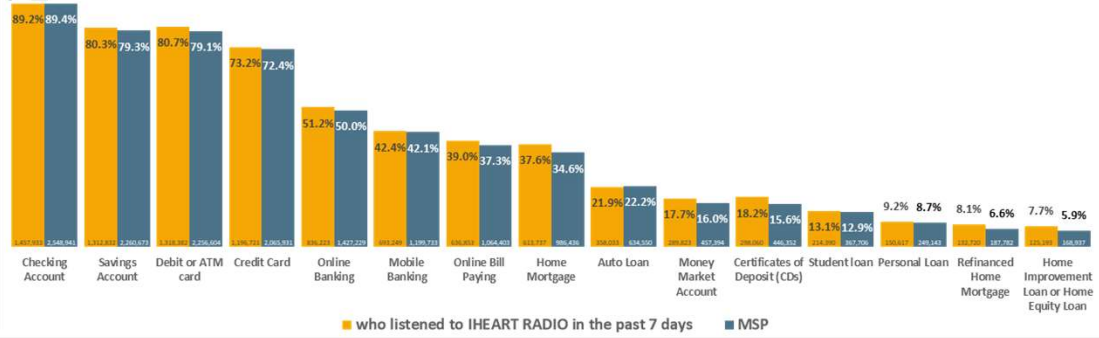
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57.3% or 1,633,945 of MSP Metro Adults 18 or older listened to IHEART RADIO in the past 7 days.
Adults 18 or older who listened to IHEART RADIO in the past 7 days are 7.6% more likely to have a 401K, 1.5% less likely to have an Auto Loan, 15.2% more likely to Invest/Trade Stocks Online, .% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



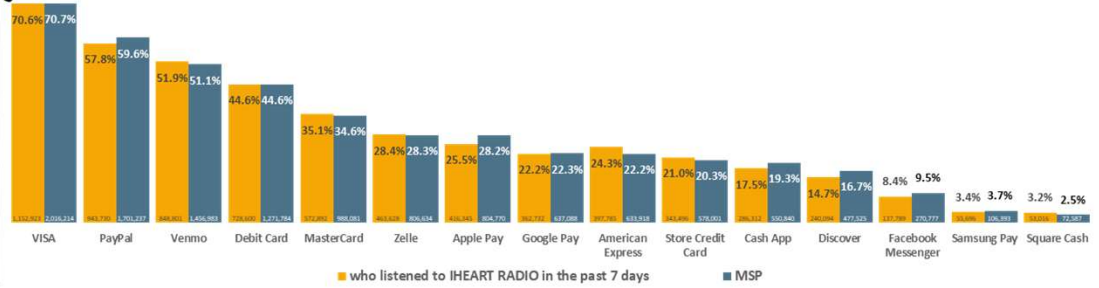
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



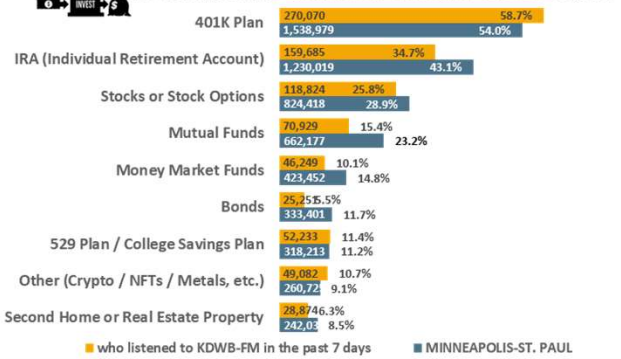
MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 797

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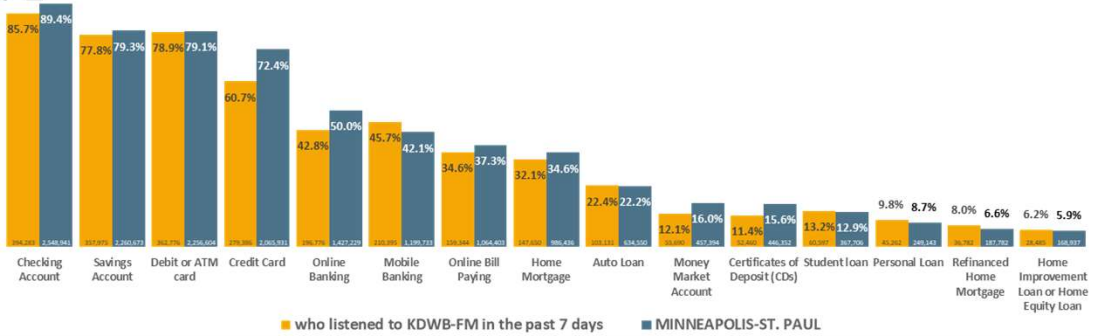
(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

16.1% or 459,980 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older listened to KDWB-FM in the past 7 days. Adults 18 or older who listened to KDWB-FM in the past 7 days are 8.8% more likely to have a 401K, .8% more likely to have an Auto Loan, 7.4% more likely to Invest/Trade Stocks Online, 1.5% more likely to pay with their Debit Card.

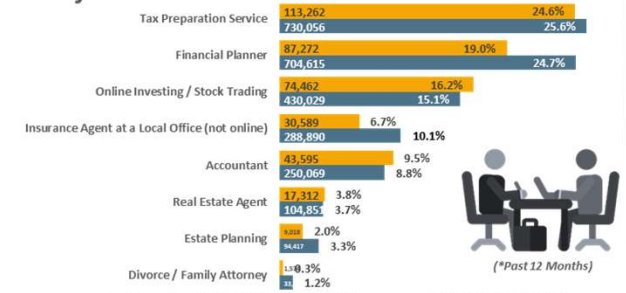
Investments Owned: Adults 18 or older



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

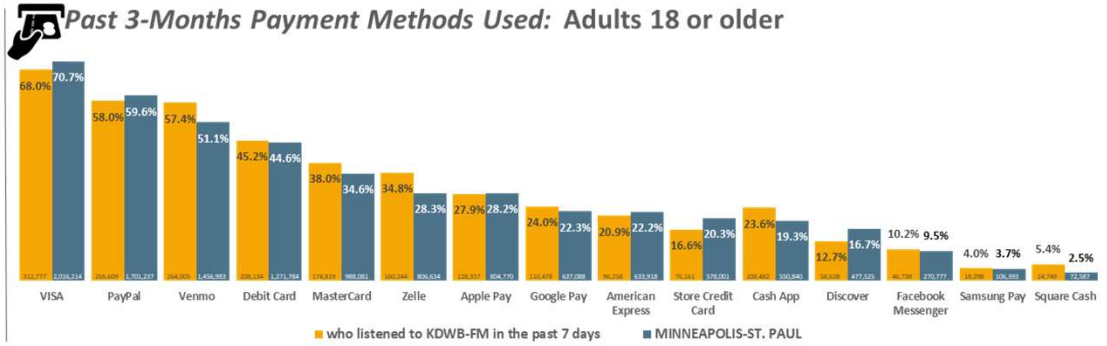


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



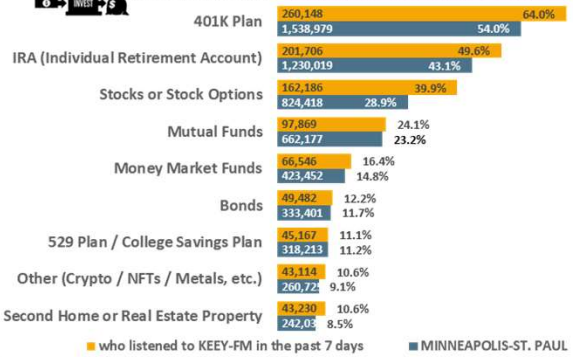
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Radio Stations: KDWB-FM

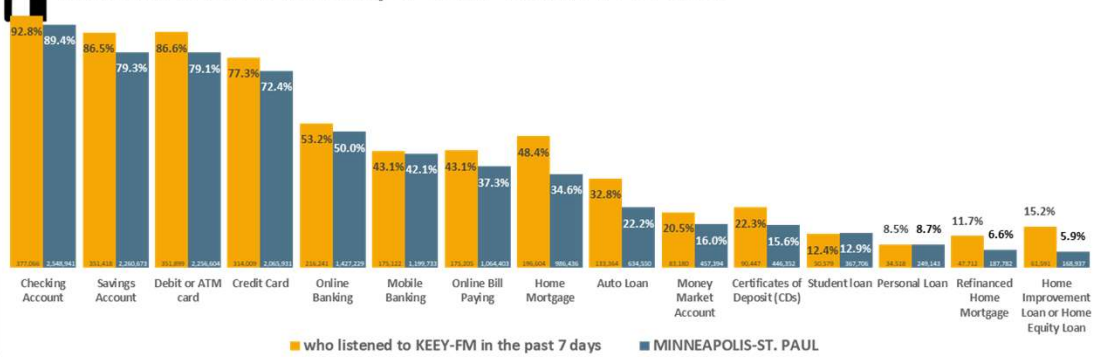
102.1 FM K102
#1 FOR NEW COUNTRY AND THE BEST VARIETY

14.2% or 406,361 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older listened to KEEY-FM in the past 7 days. Adults 18 or older who listened to KEEY-FM in the past 7 days are 18.6% more likely to have a 401K, 47.5% more likely to have an Auto Loan, 3.8% more likely to Invest/Trade Stocks Online, 21.2% more likely to pay with their Debit Card.

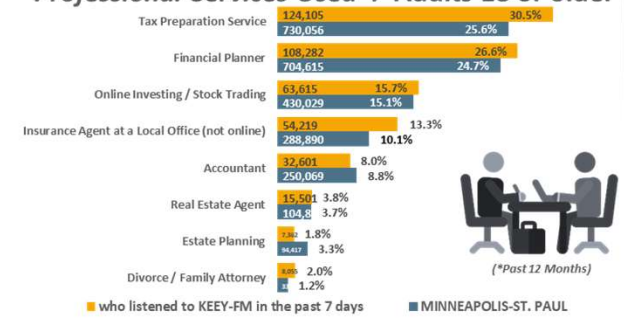
Investments Owned: Adults 18 or older



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

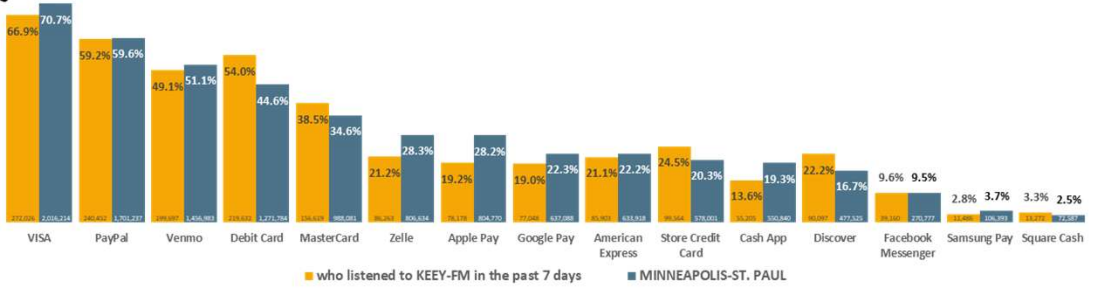


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 191

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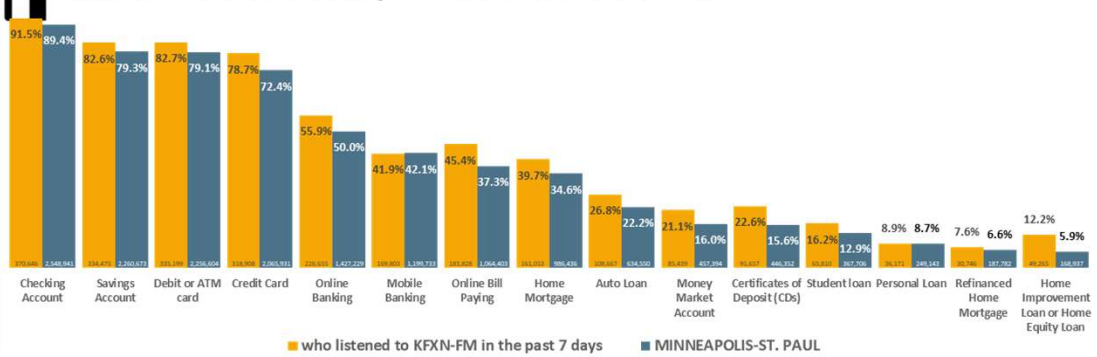
Radio Stations: KEEY-FM

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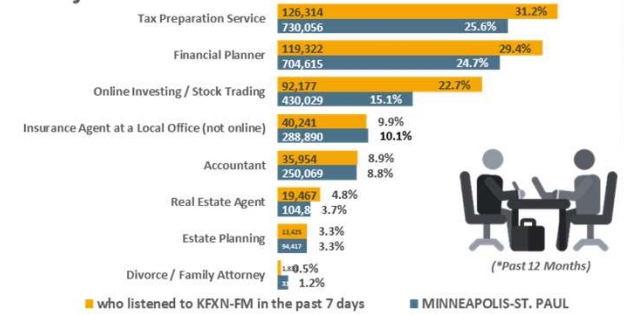
Investments Owned: Adults 18 or older



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

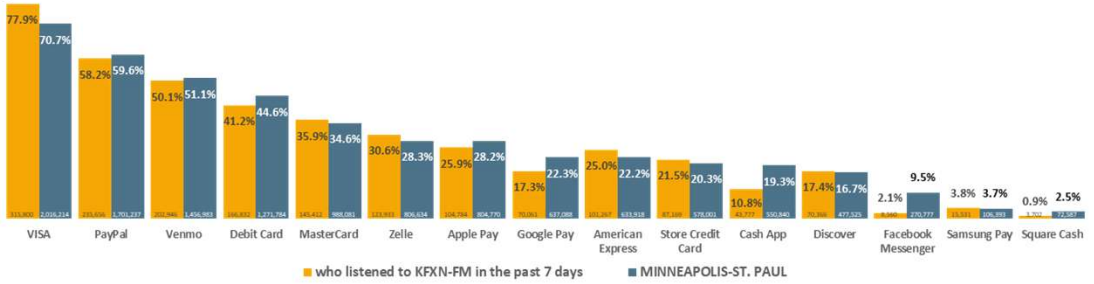


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



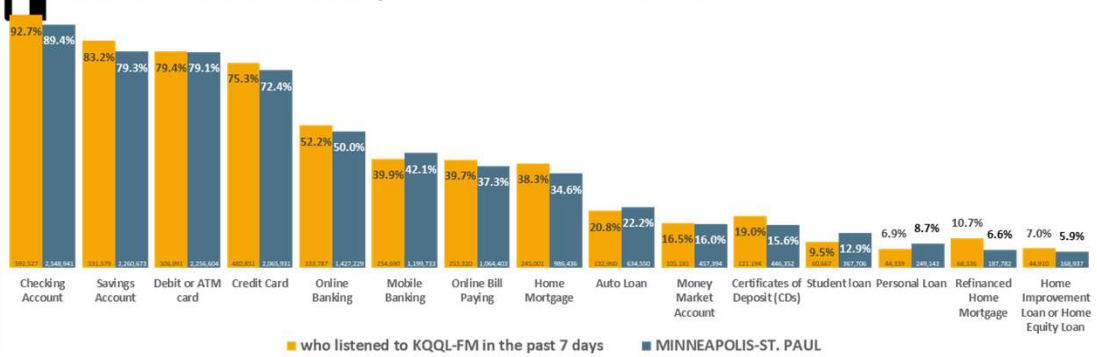
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22.4% or 638,881 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older listened to KQQL-FM in the past 7 days. Adults 18 or older who listened to KQQL-FM in the past 7 days are 8.7% more likely to have a 401K, 6.5% less likely to have an Auto Loan, 28.9% more likely to Invest/Trade Stocks Online, 3.4% less likely to pay with their Debit Card.

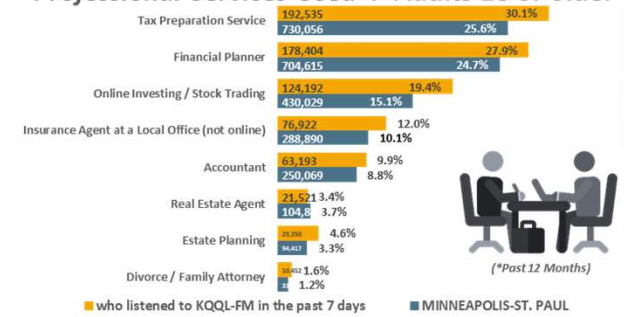
Investments Owned: Adults 18 or older



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

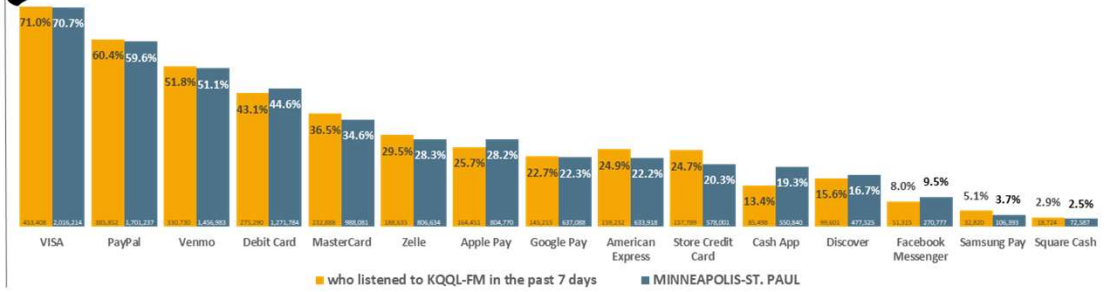


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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

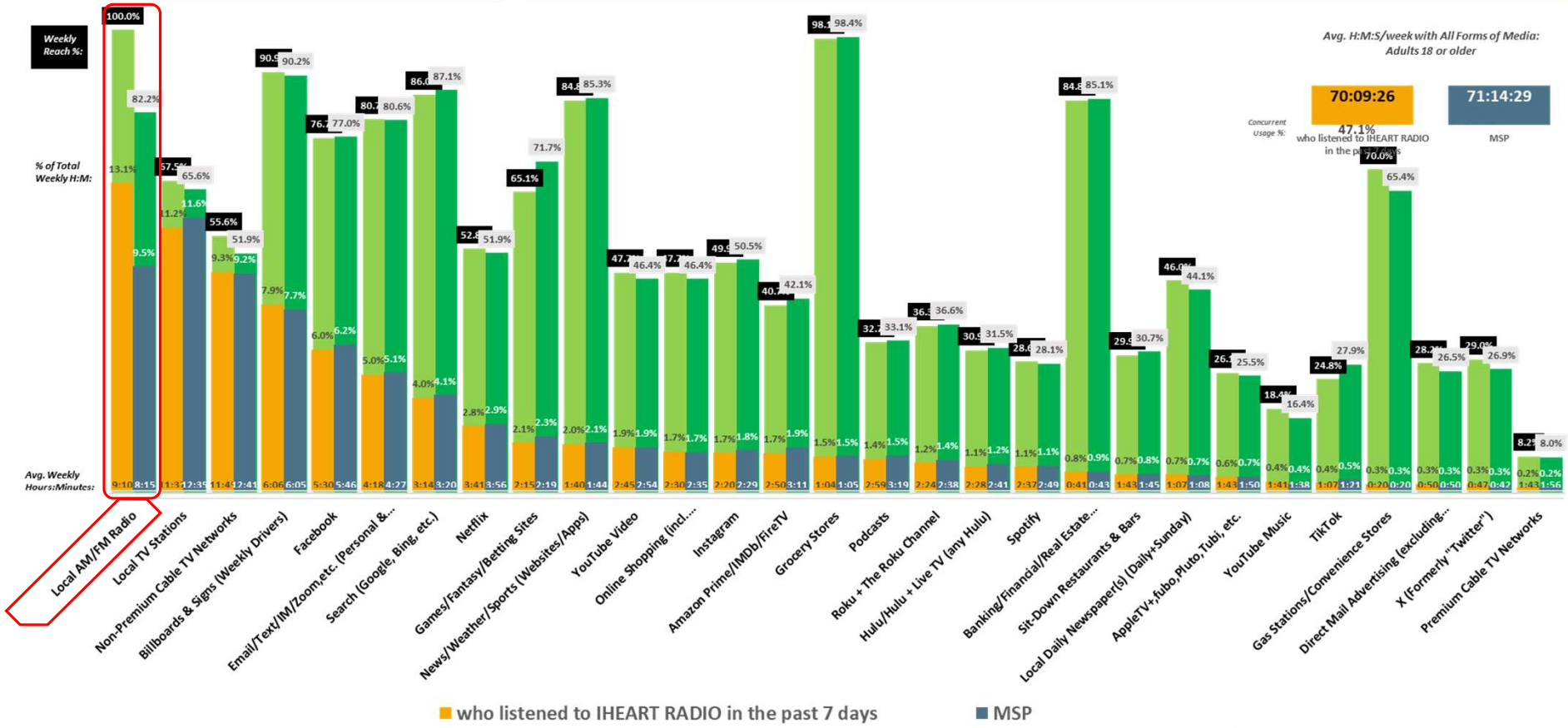


MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 325

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Adults 18 or older who listened to IHEART RADIO in the past 7 days spend an average of 2 days, 22 hours, 9 minutes and 26 seconds each week with All Forms of Media.

100.% of Adults 18 or older who listened to IHEART RADIO in the past 7 days spend an avg. of 9 hours and 10 minutes each week listening to All Local AM/FM Radio, representing 13.1% of total time spent with all forms of Media.



MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 797 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390

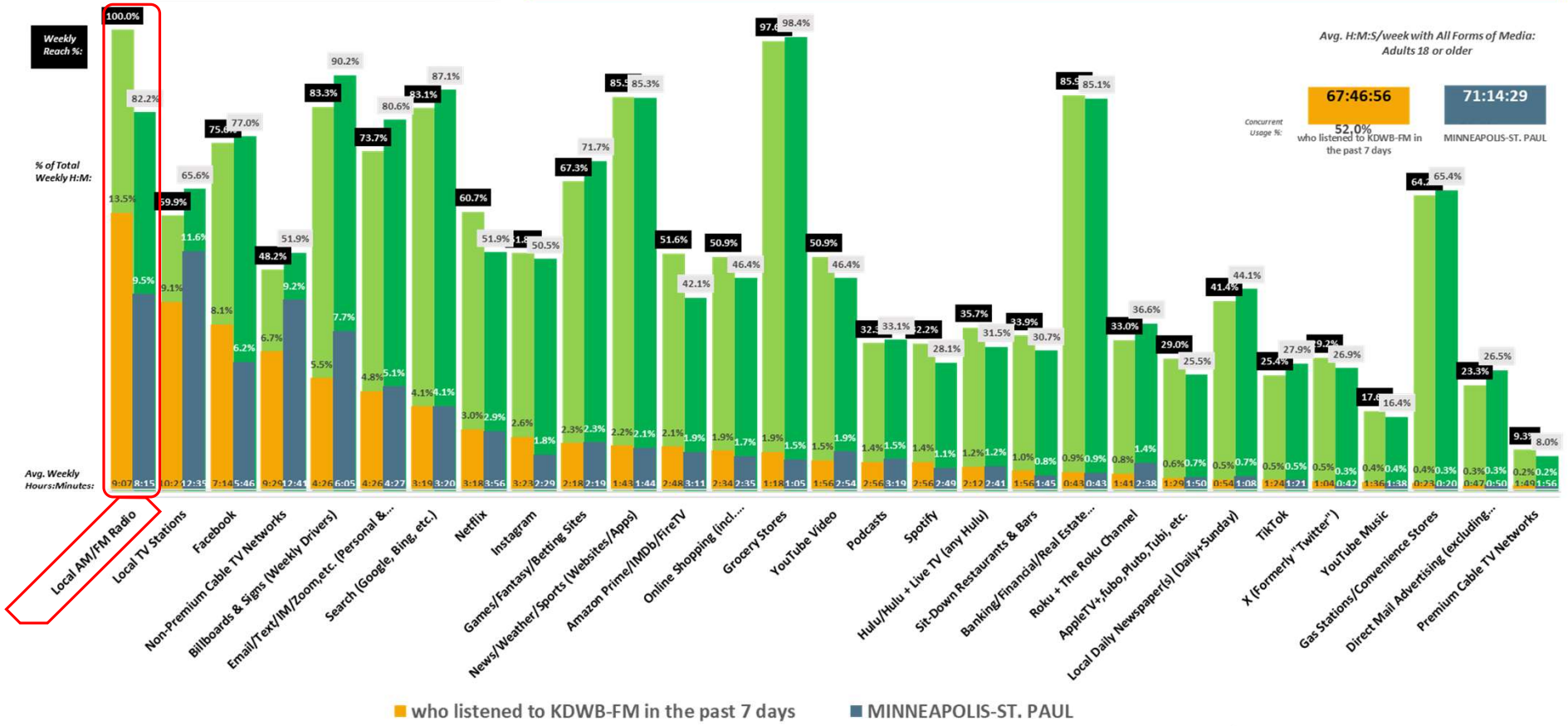
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(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

Adults 18 or older who listened to KDWB-FM in the past 7 days spend an average of 2 days, 19 hours, 46 minutes and 56 seconds each week with All Forms of Media.

100.% of Adults 18 or older who listened to KDWB-FM in the past 7 days spend an avg. of 9 hours and 7 minutes each week listening to All Local AM/FM Radio, representing 13.5% of total time spent with all forms of Media.

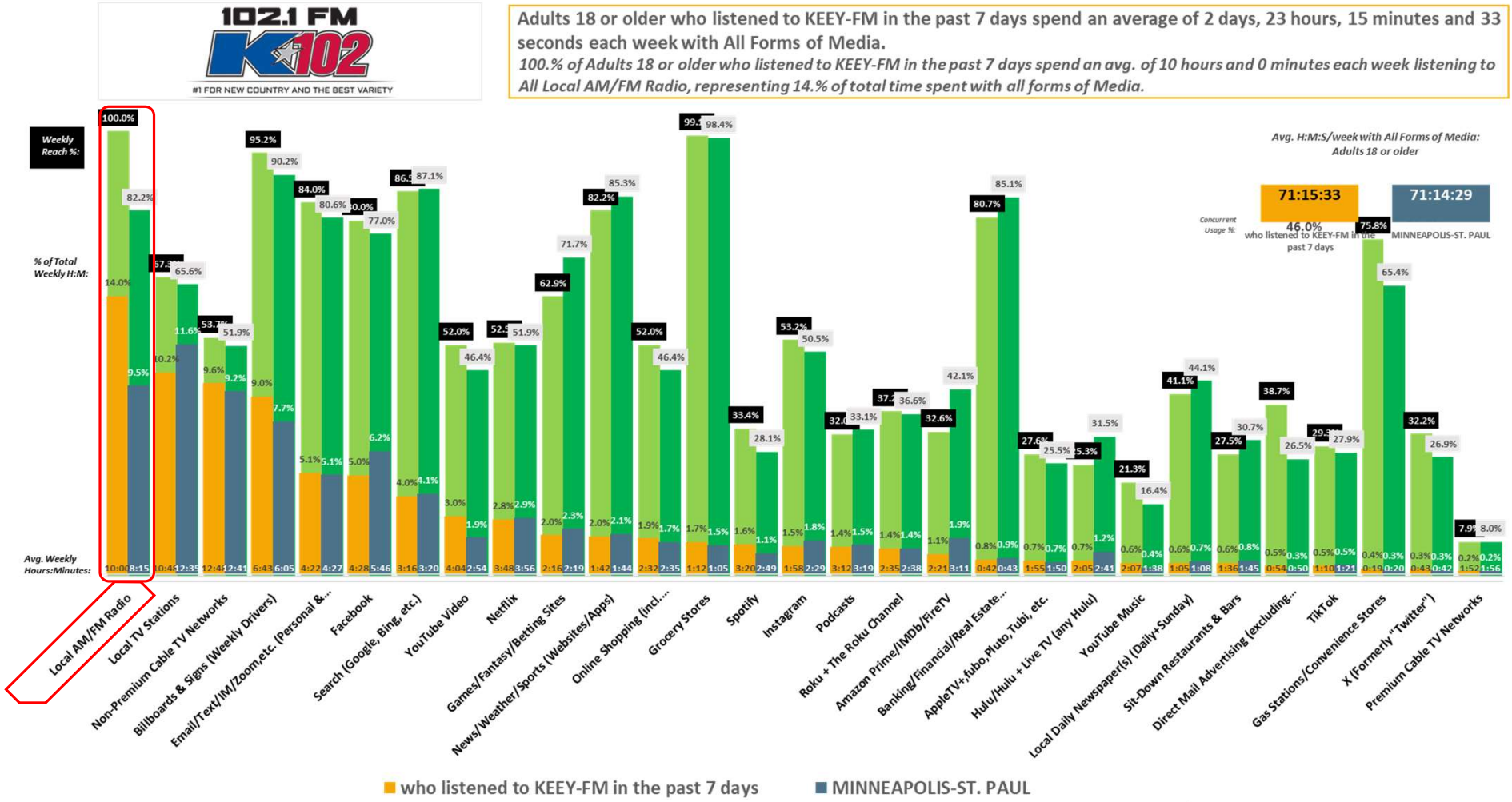


MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 199 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390

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Radio Stations: KDWB-FM

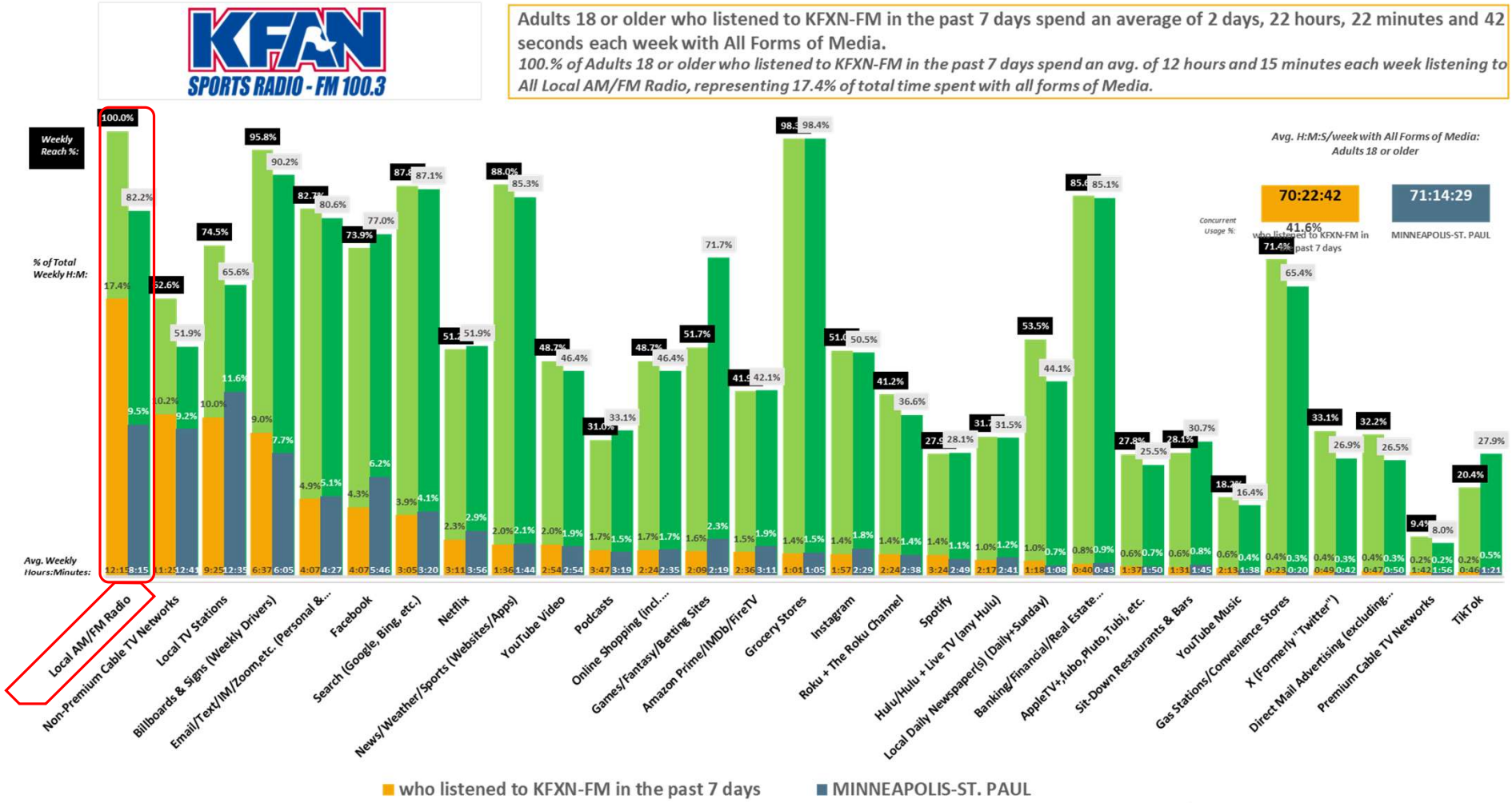


MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 191 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390

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Radio Stations: KEEY-FM

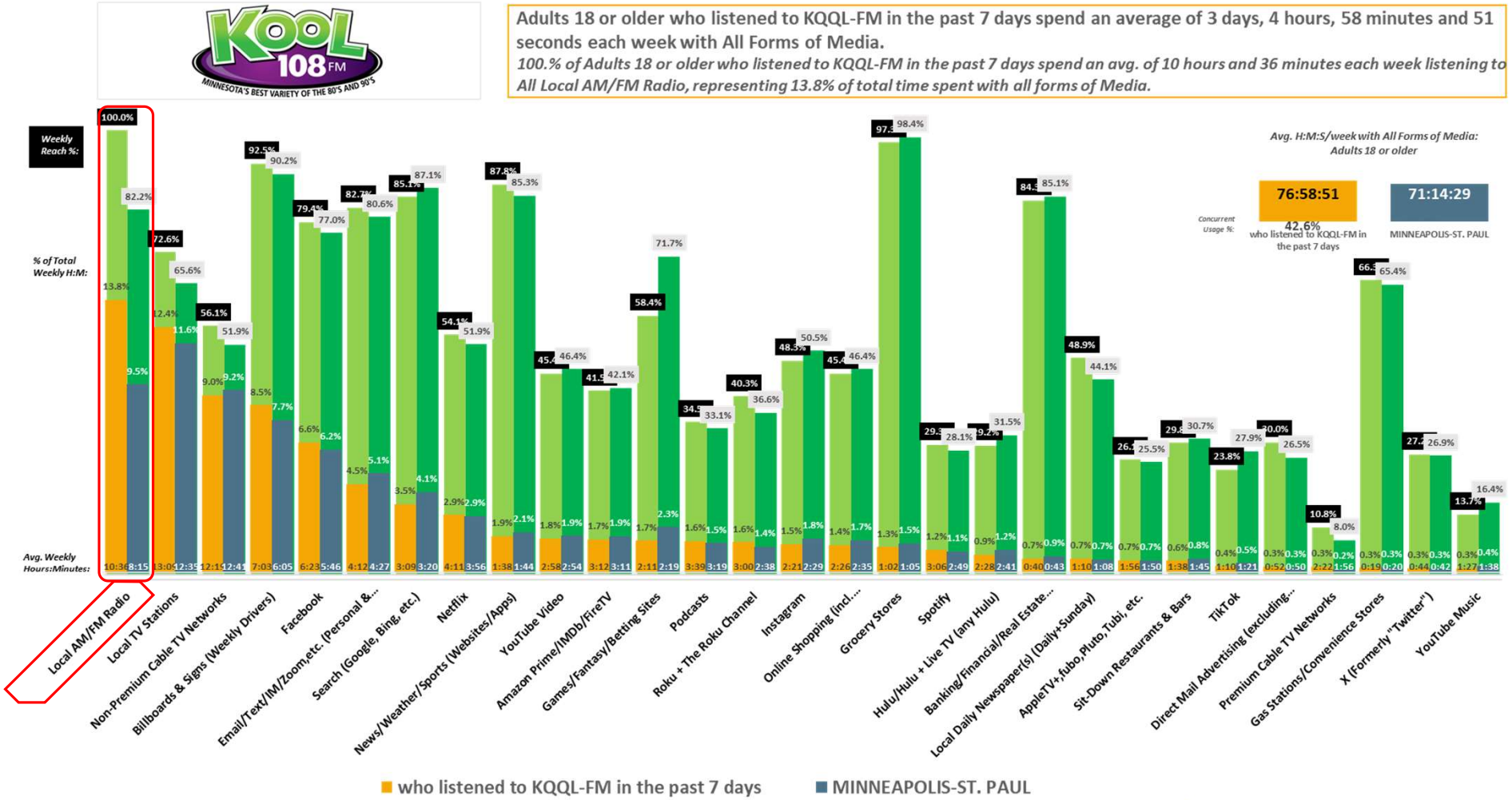


MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 182 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390

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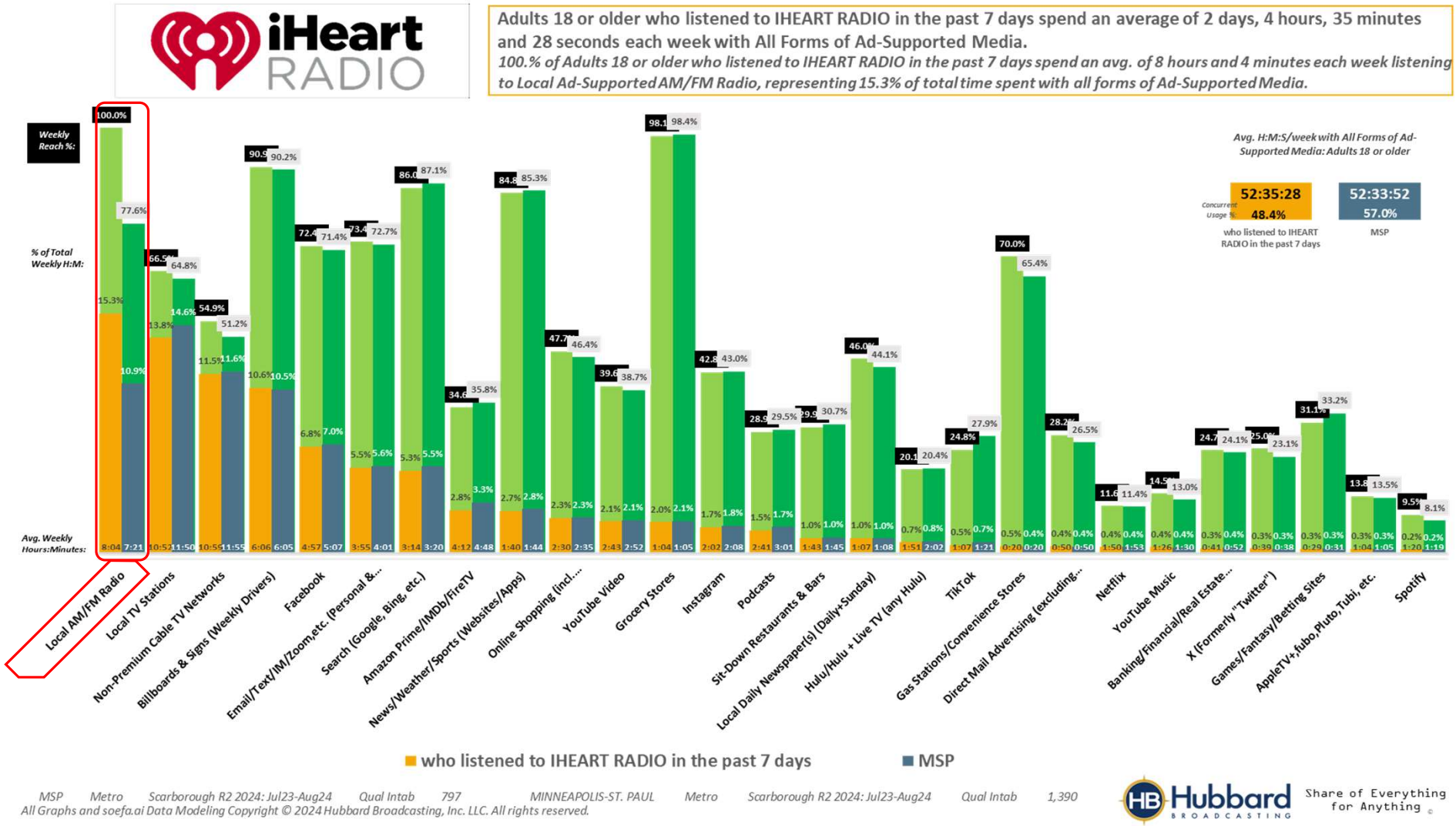
Radio Stations: KFXN-FM



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 325 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390
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Radio Stations: KQQL-FM



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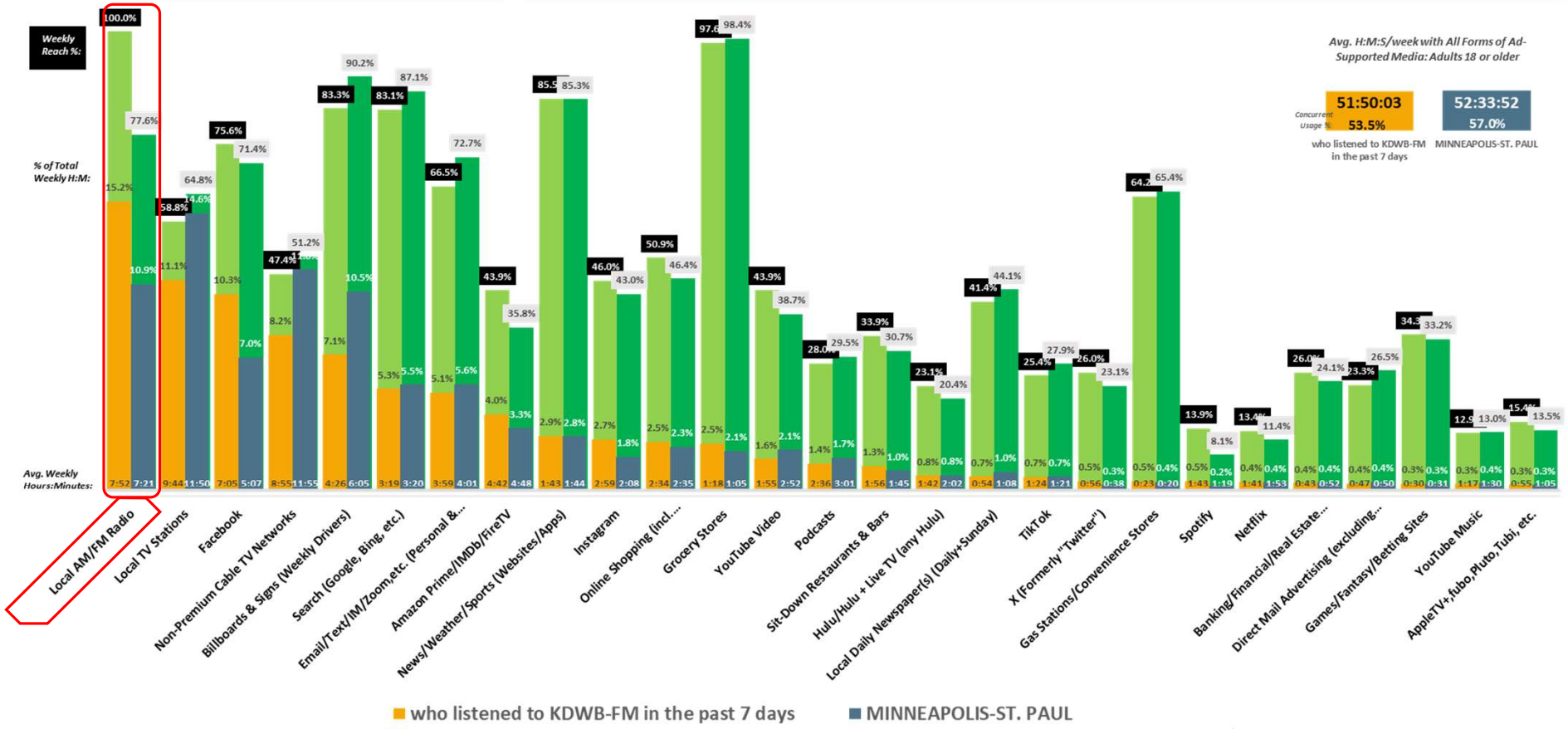
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(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

Adults 18 or older who listened to KDWB-FM in the past 7 days spend an average of 2 days, 3 hours, 50 minutes and 3 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who listened to KDWB-FM in the past 7 days spend an avg. of 7 hours and 52 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.2% of total time spent with all forms of Ad-Supported Media.

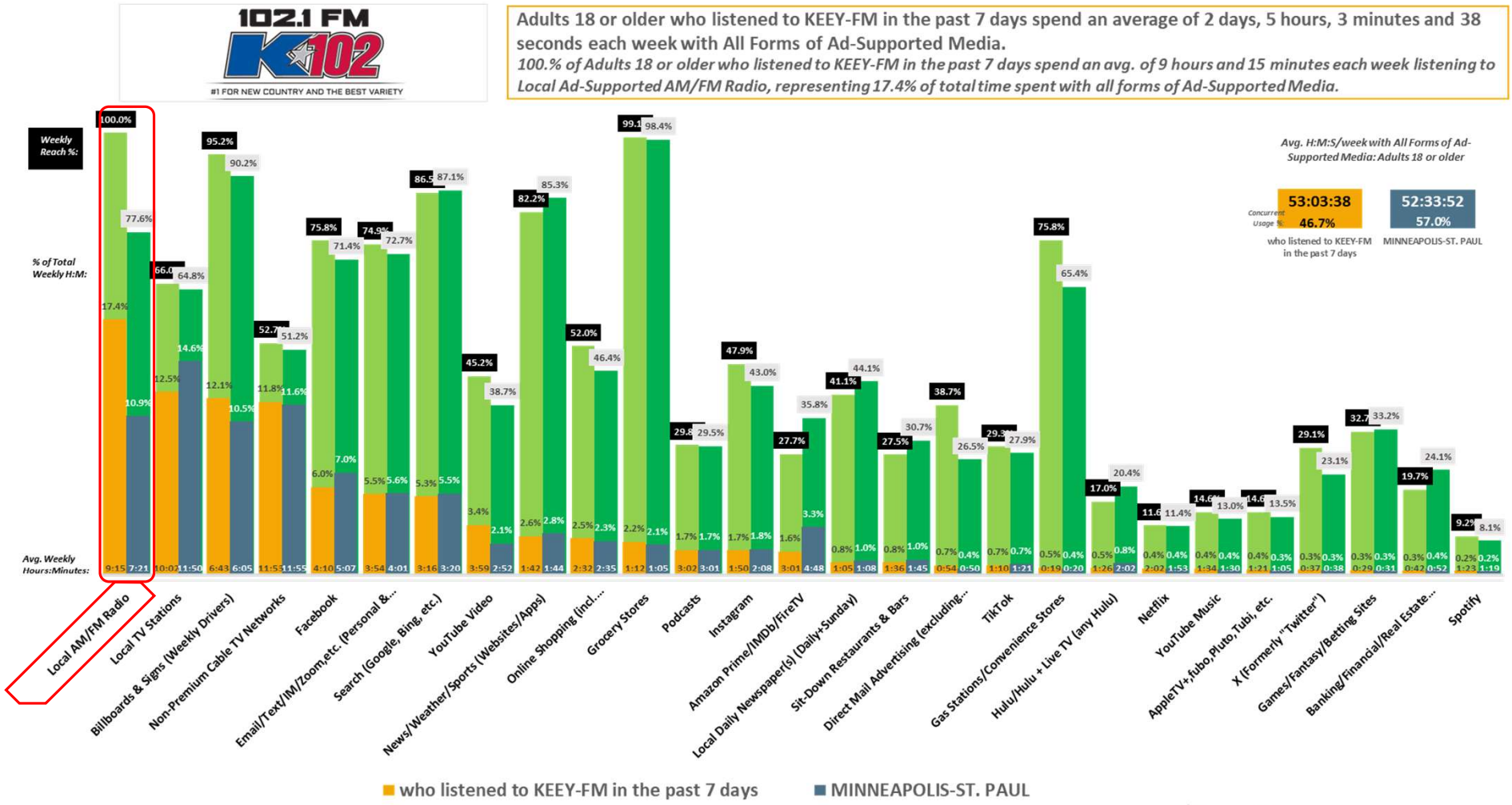


MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 199 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390

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Radio Stations: KDWB-FM



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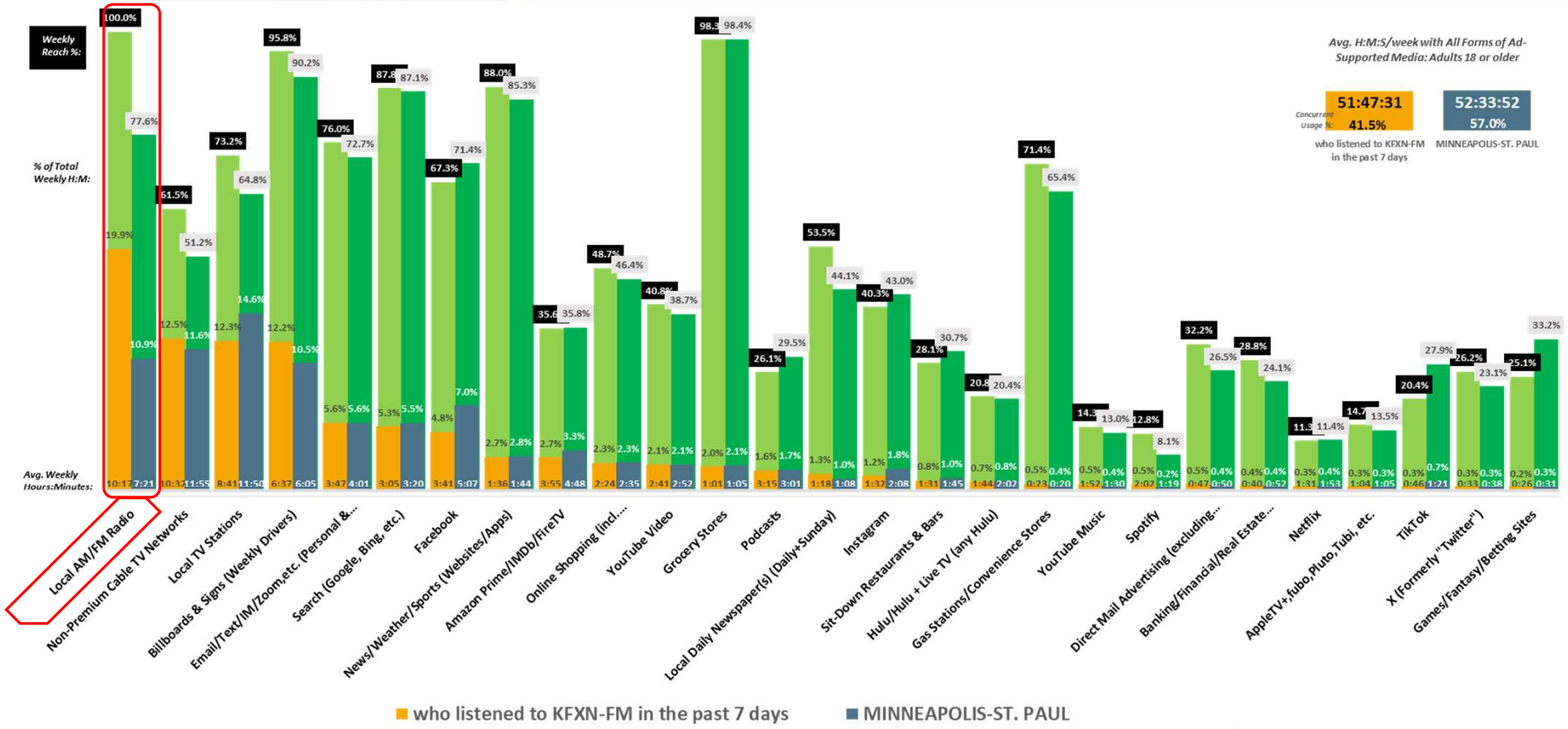
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Radio Stations: KEEY-FM

KFAN SPORTS RADIO - FM 100.3

Adults 18 or older who listened to KFXN-FM in the past 7 days spend an average of 2 days, 3 hours, 47 minutes and 31 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who listened to KFXN-FM in the past 7 days spend an avg. of 10 hours and 17 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.

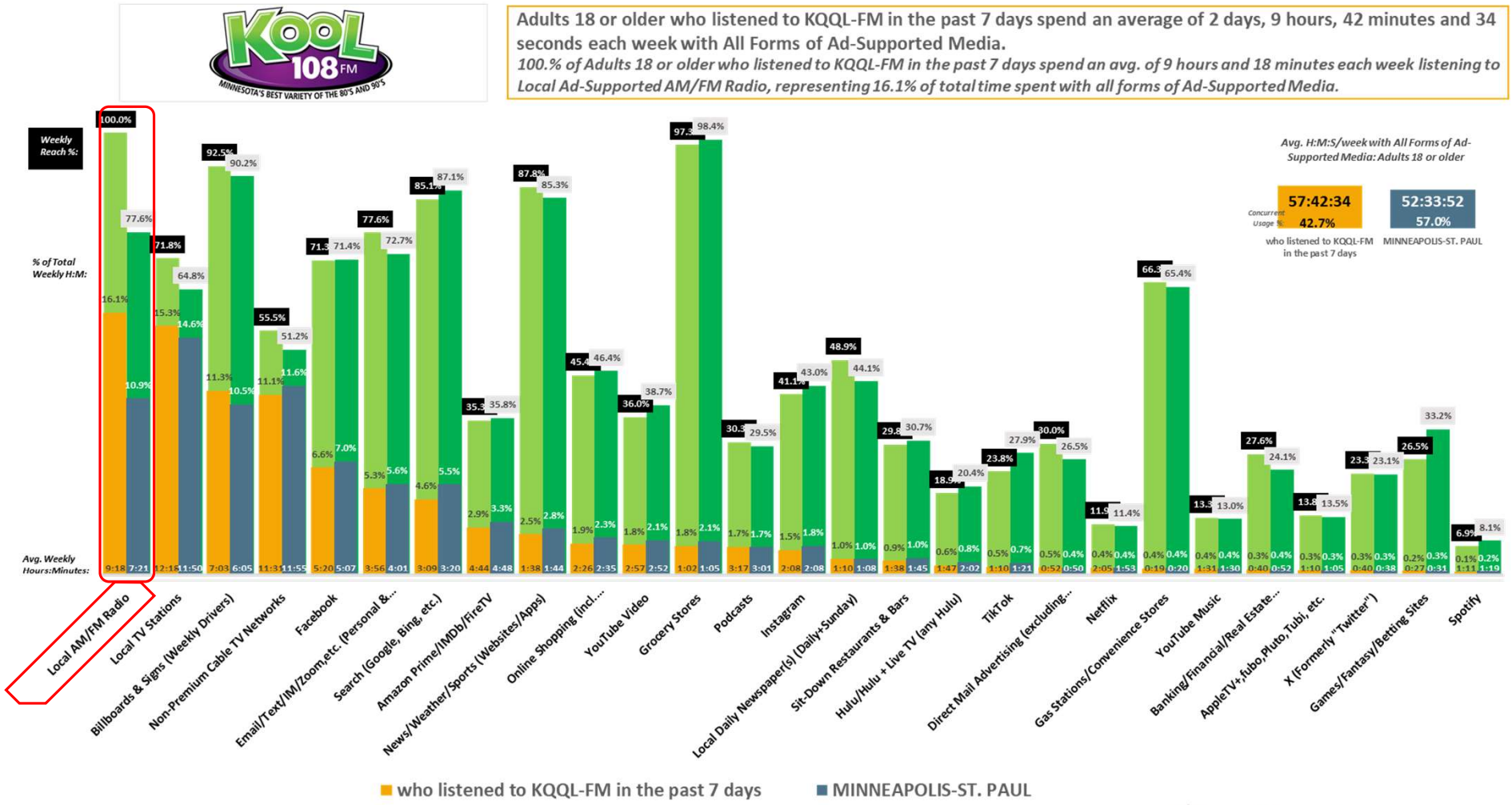


MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 182 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390

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Radio Stations: KFXN-FM



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 325 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390

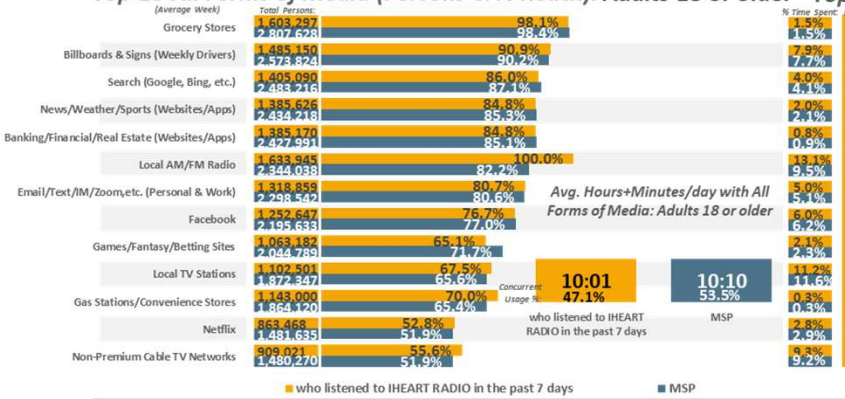
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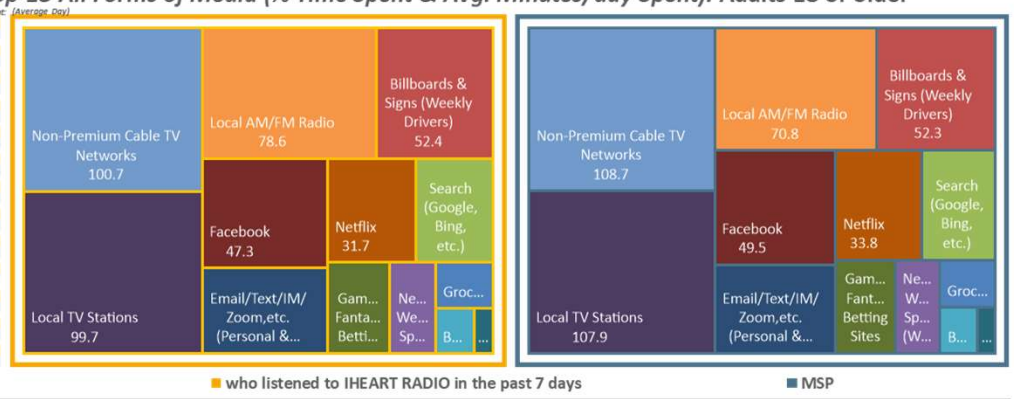
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Radio Stations: KQQL-FM

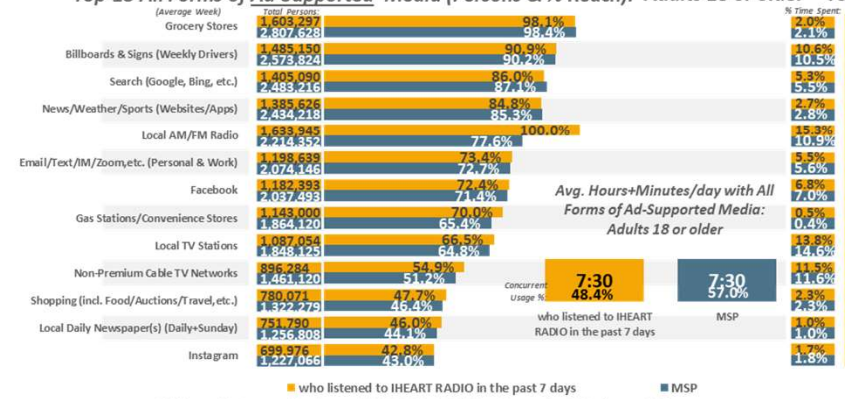
Adults 18 or older who listened to IHEART RADIO in the past 7 days spend an average of 7 hours and 30 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 69.1 minutes/day. *(Local Radio delivers 15.3% of Time with Ad-Supported Media.)*

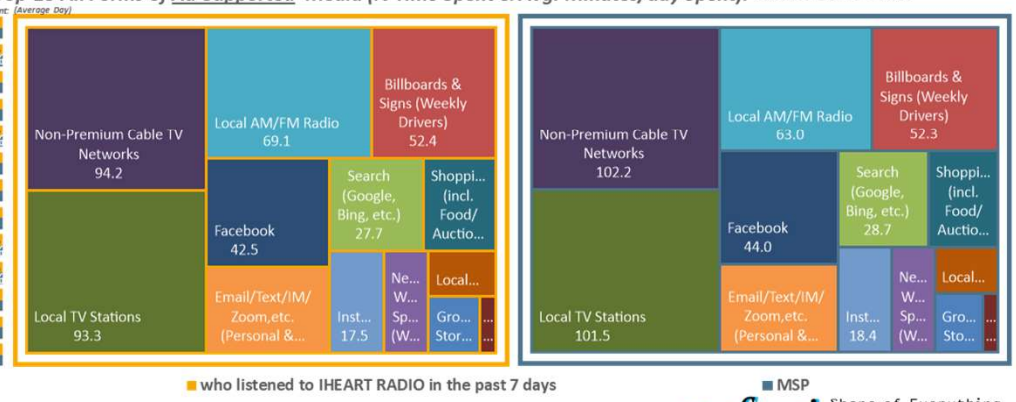
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older





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





MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 797

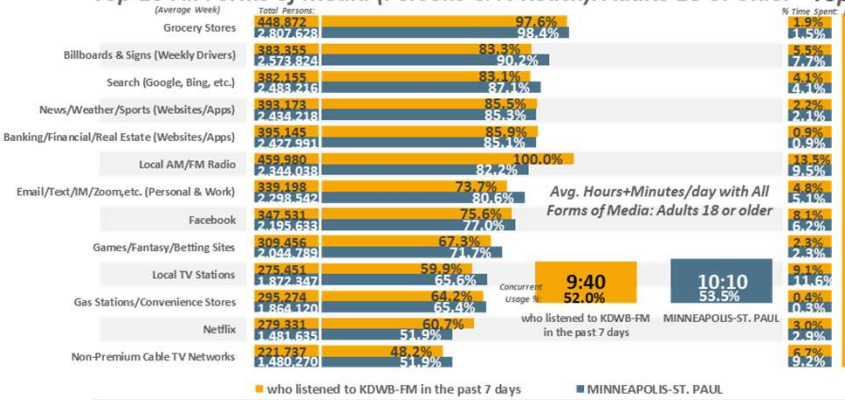
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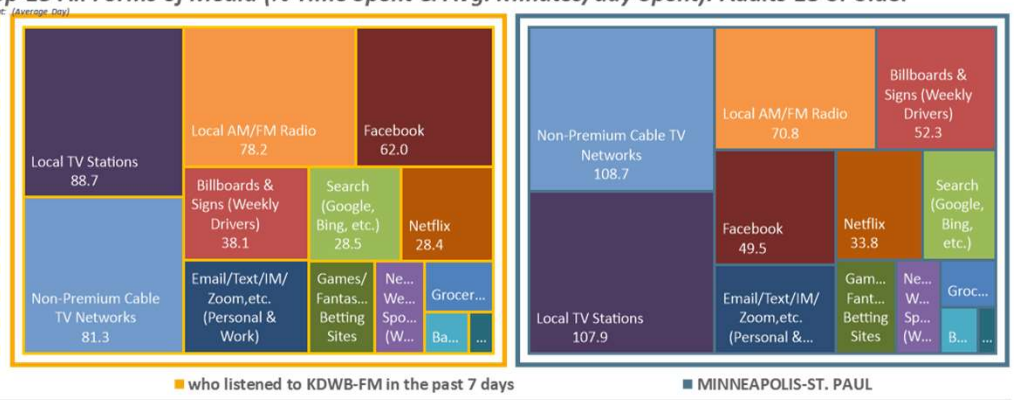
(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

Adults 18 or older who listened to KDWB-FM in the past 7 days spend an average of 7 hours and 24 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 67.5 minutes/day. *(Local Radio delivers 15.2% of Time with Ad-Supported Media.)*

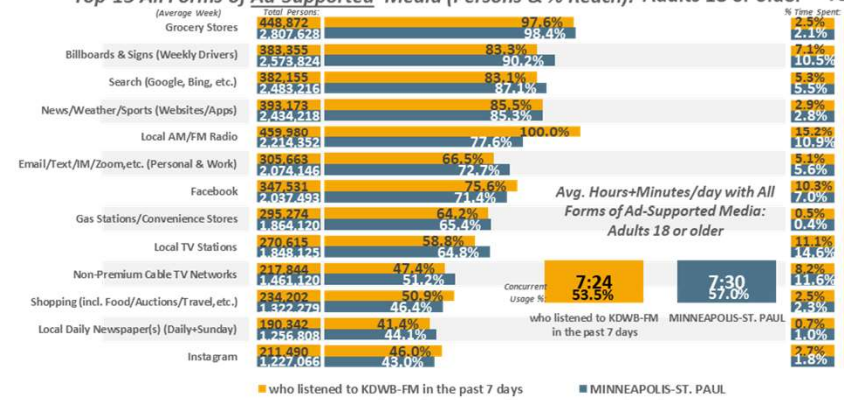
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



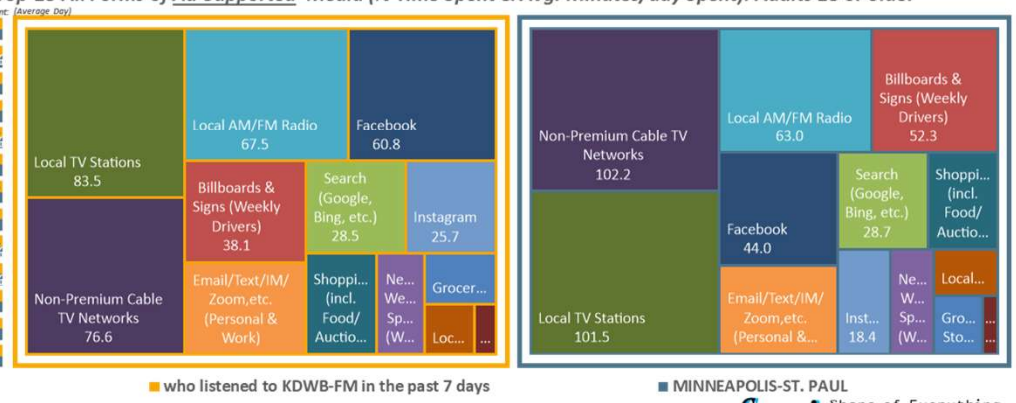
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 199

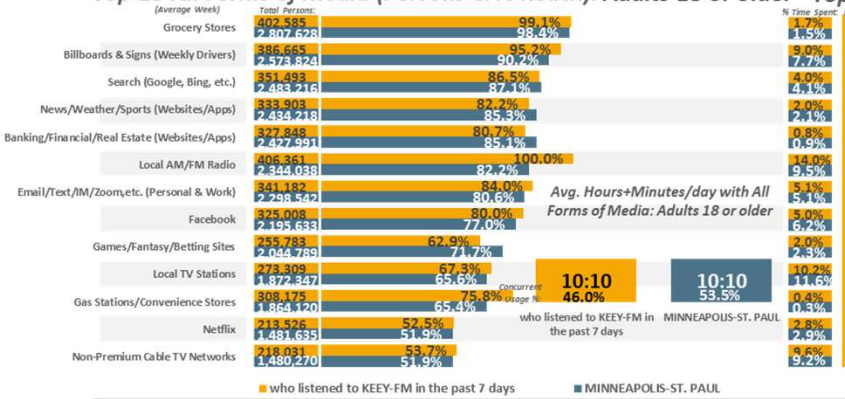
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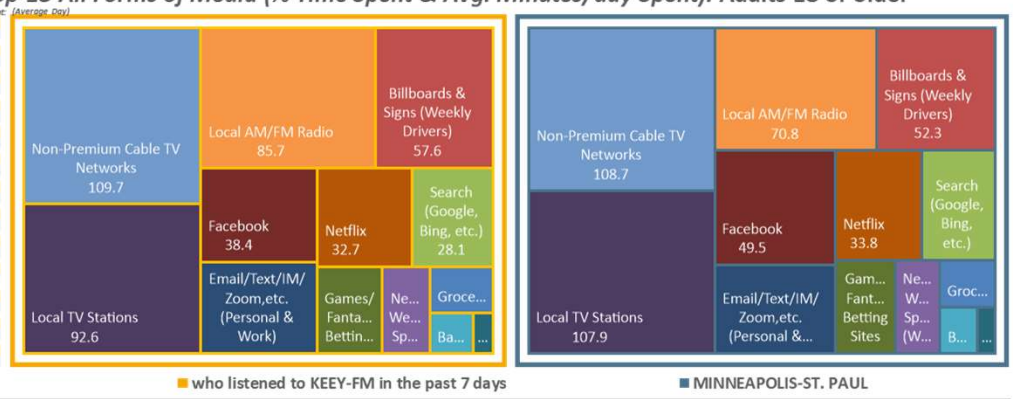
Radio Stations: KDWB-FM

Adults 18 or older who listened to KEEY-FM in the past 7 days spend an average of 7 hours and 34 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 79.3 minutes/day. *(Local Radio delivers 17.4% of Time with Ad-Supported Media.)*

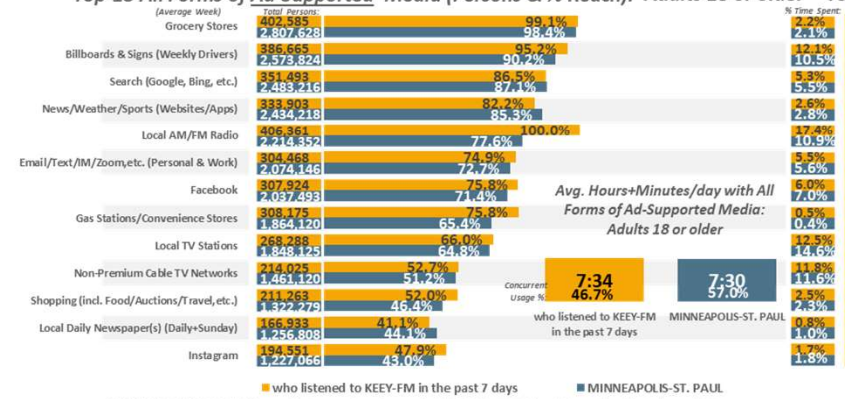
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



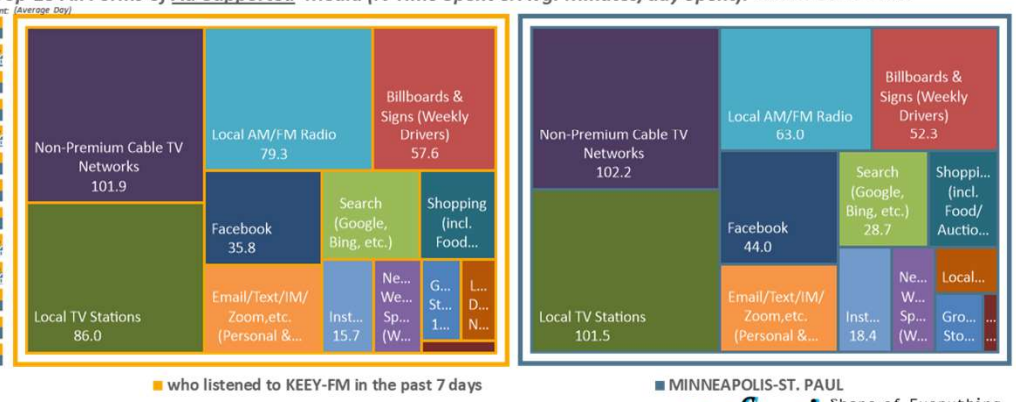
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 191

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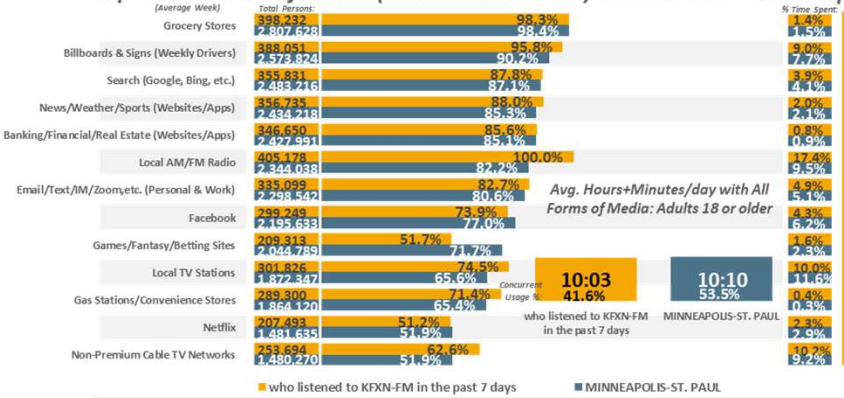
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Radio Stations: KEEY-FM

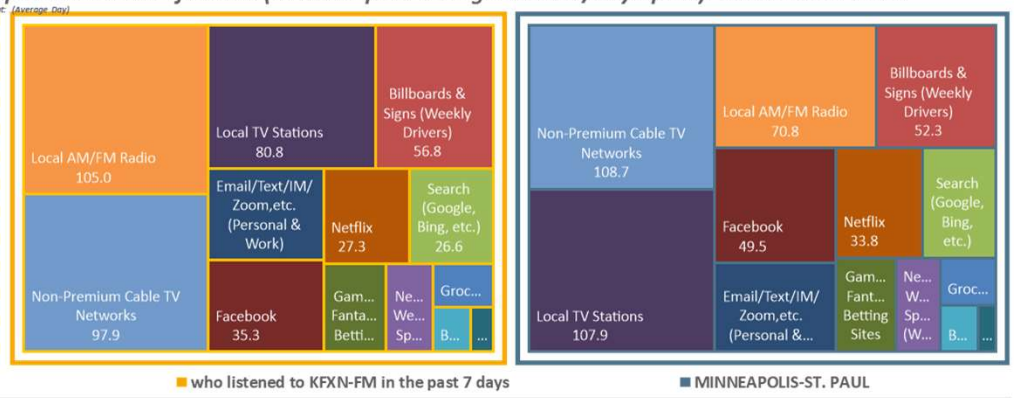
KFXN SPORTS RADIO - FM 100.3

Adults 18 or older who listened to KFXN-FM in the past 7 days spend an average of 7 hours and 23 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 88.2 minutes/day. *(Local Radio delivers 19.9% of Time with Ad-Supported Media.)*

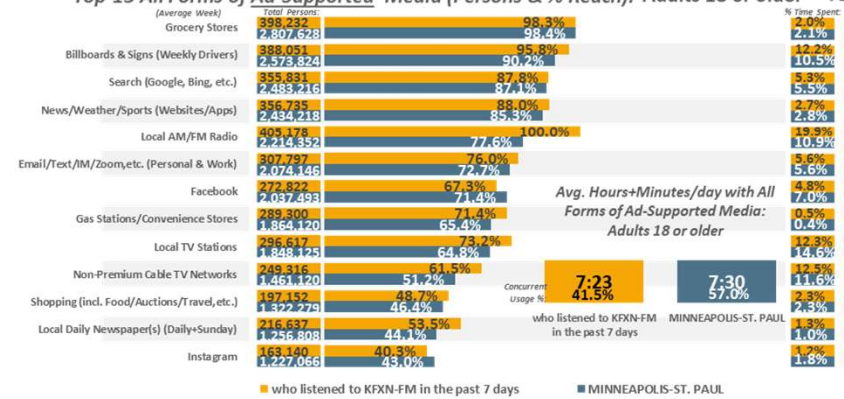
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



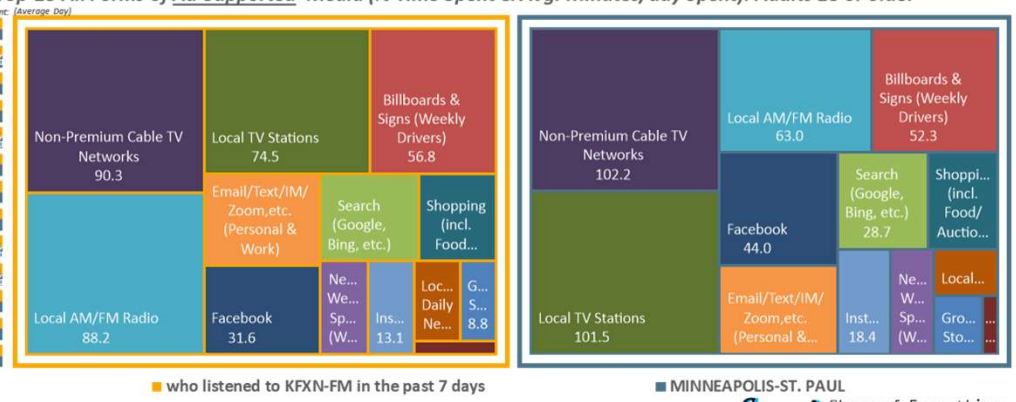
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 182

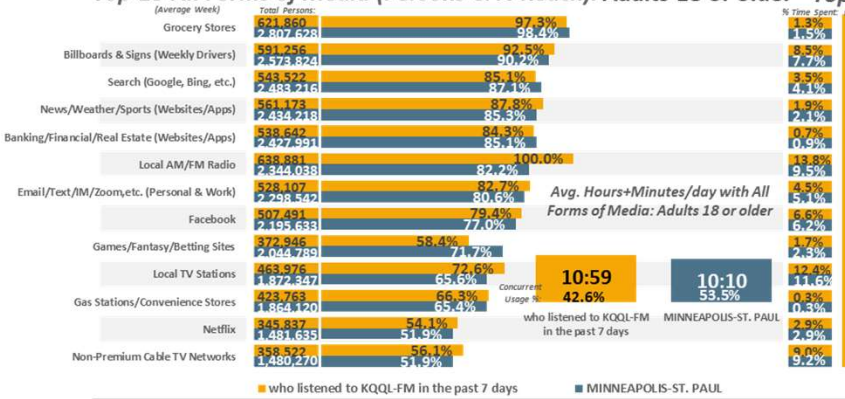
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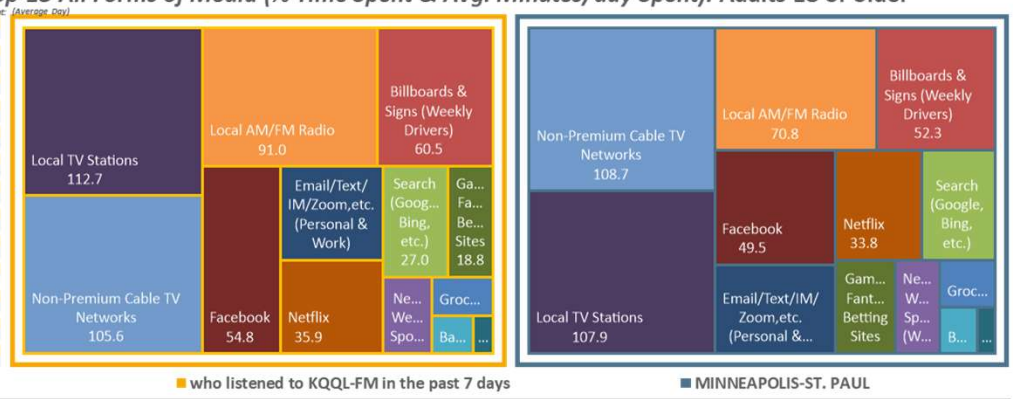
Radio Stations: KFXN-FM

Adults 18 or older who listened to KQQL-FM in the past 7 days spend an average of 8 hours and 14 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 79.8 minutes/day. *(Local Radio delivers 16.1% of Time with Ad-Supported Media.)*

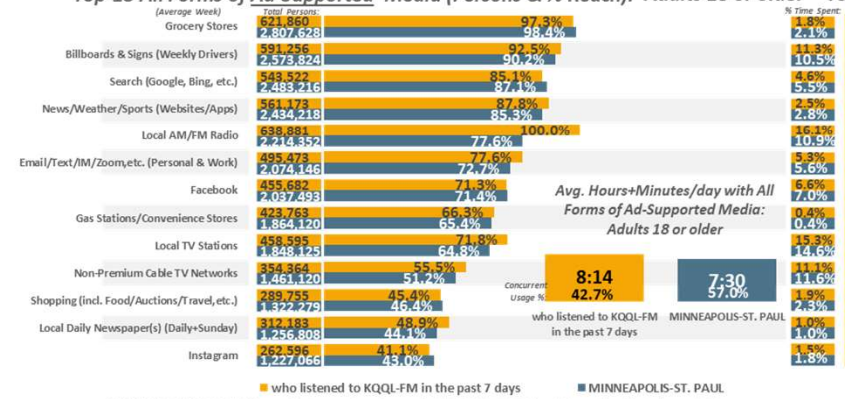
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



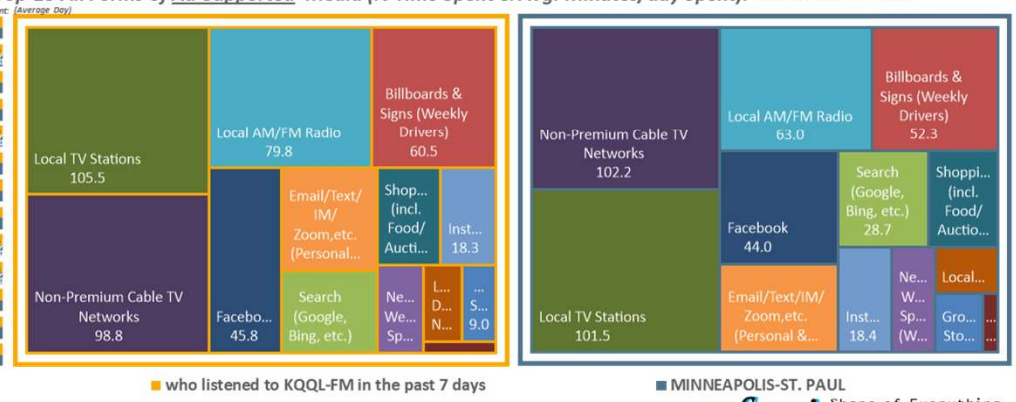
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 325

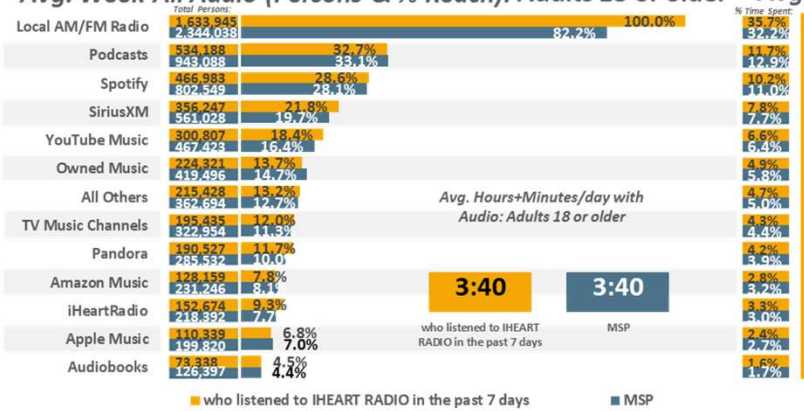
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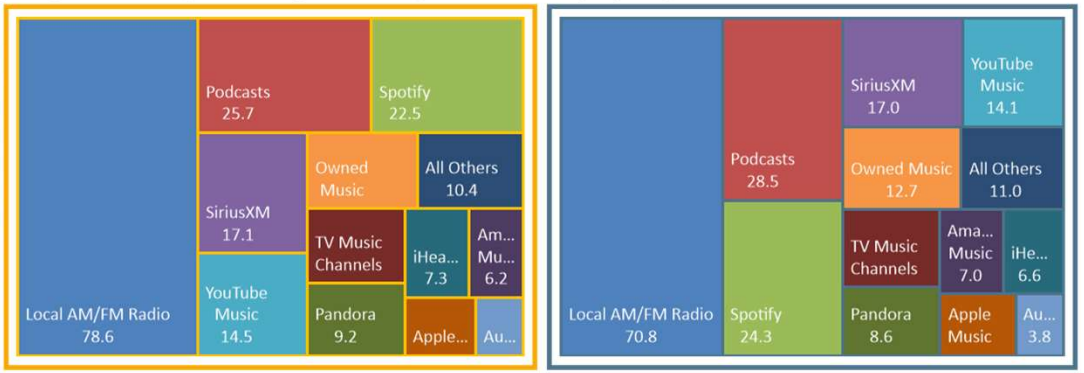
Radio Stations: KQQL-FM

1,633,945 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 69.1 minutes every day representing 44.6% of all time spent daily with Ad-Supported Audio.

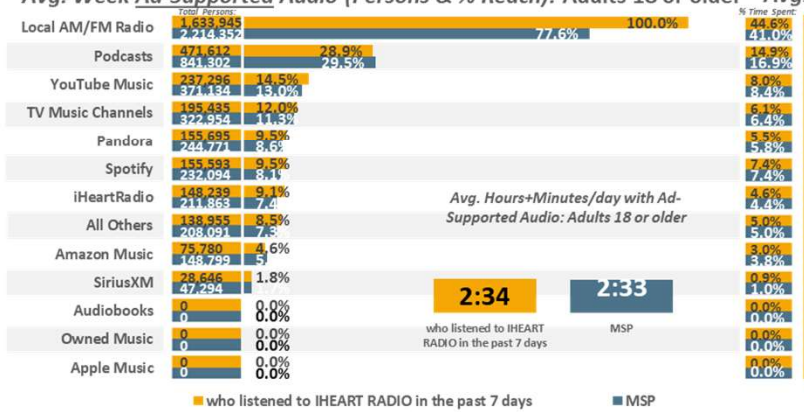
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



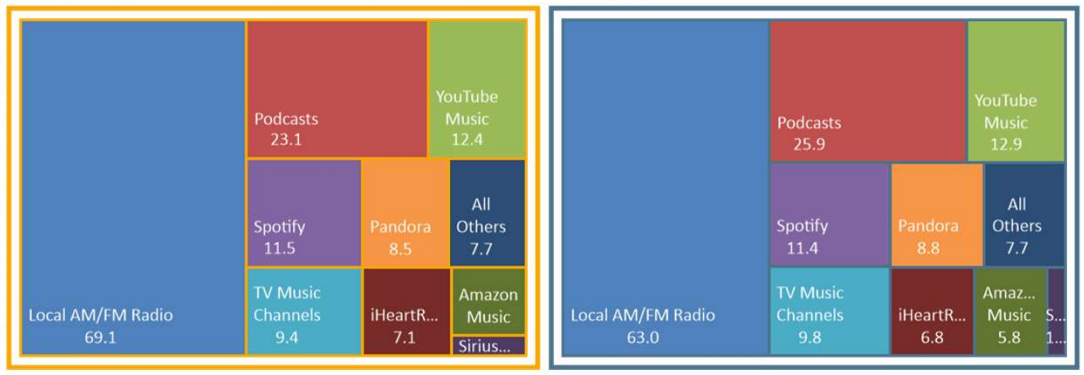
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 797

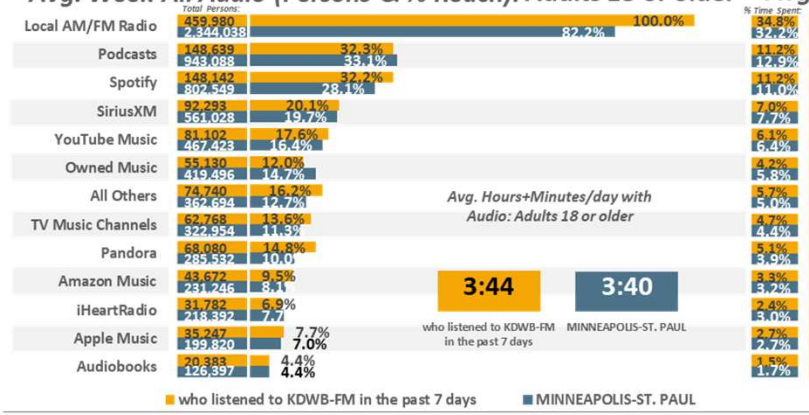
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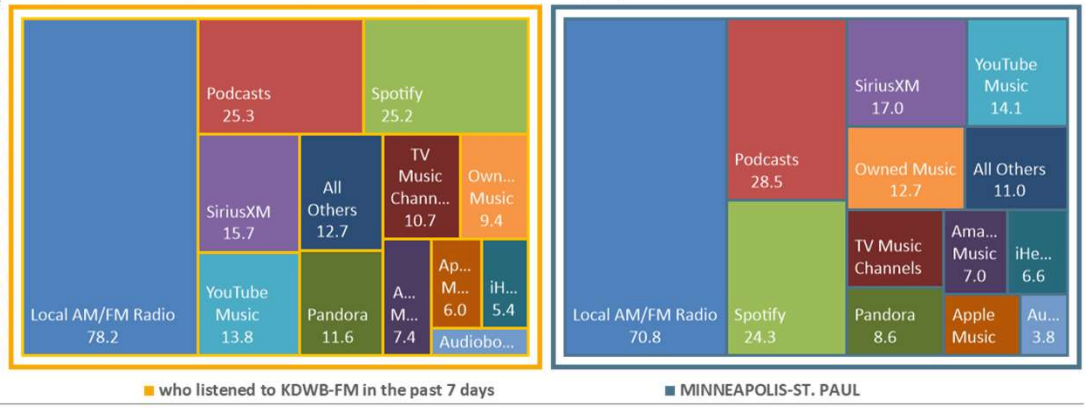
(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

459,980 or 100.% of Adults 18 or older who listened to KDWB-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 67.5 minutes every day representing 43.2% of all time spent daily with Ad-Supported Audio.

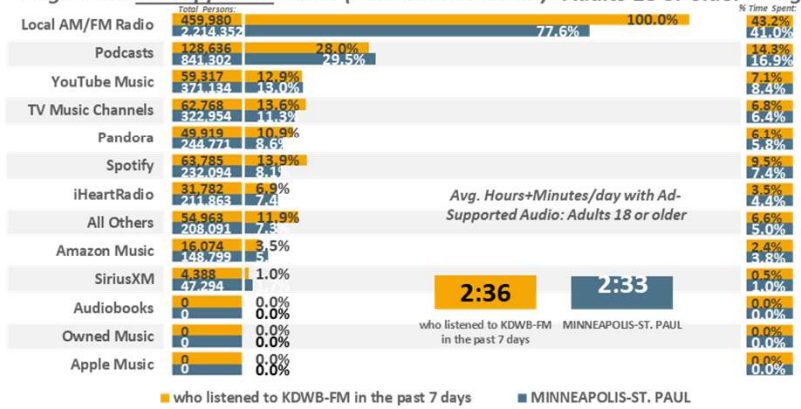
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



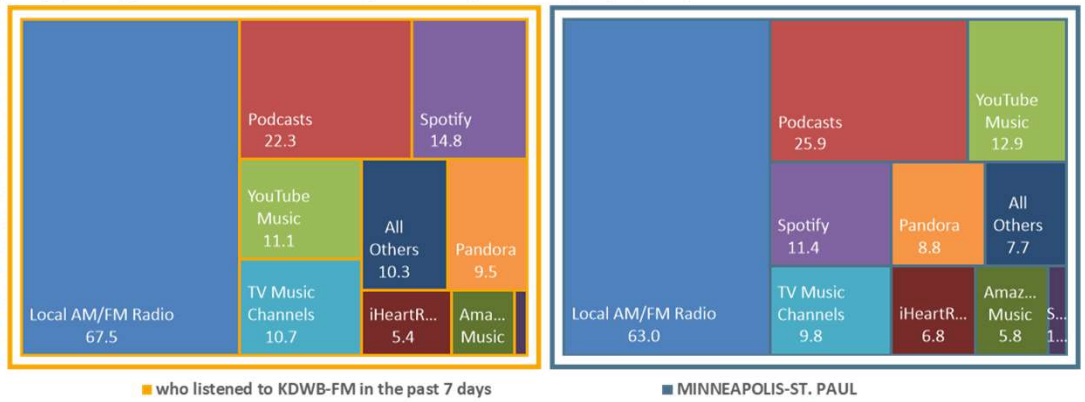
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 199

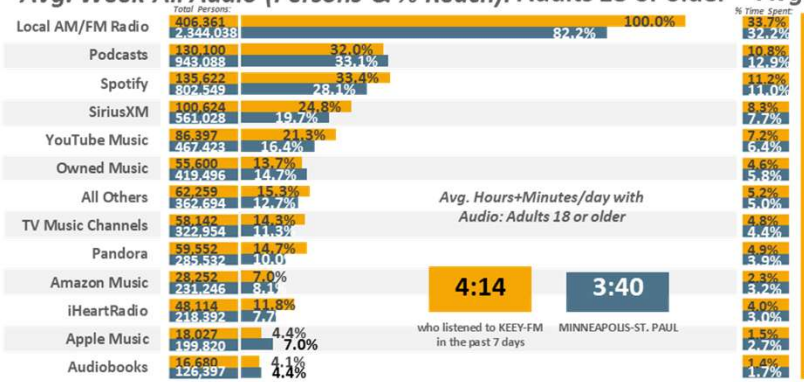
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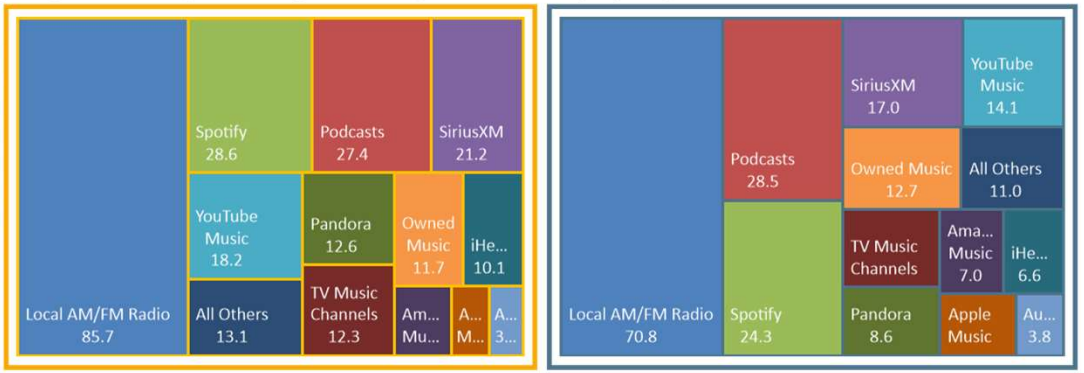
Radio Stations: KDWB-FM

406,361 or 100.% of Adults 18 or older who listened to KEEY-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 79.3 minutes every day representing 44.4% of all time spent daily with Ad-Supported Audio.

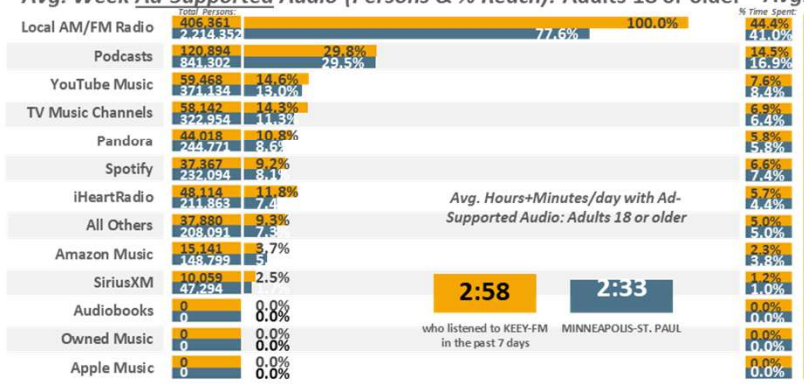
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



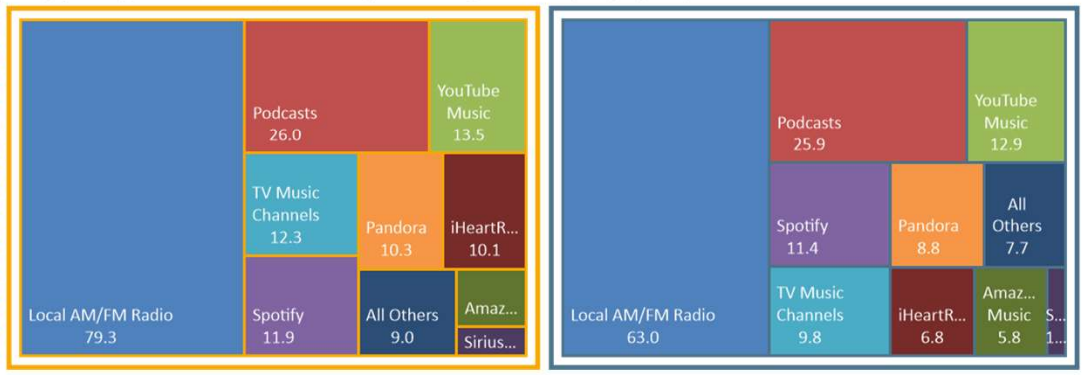
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 191

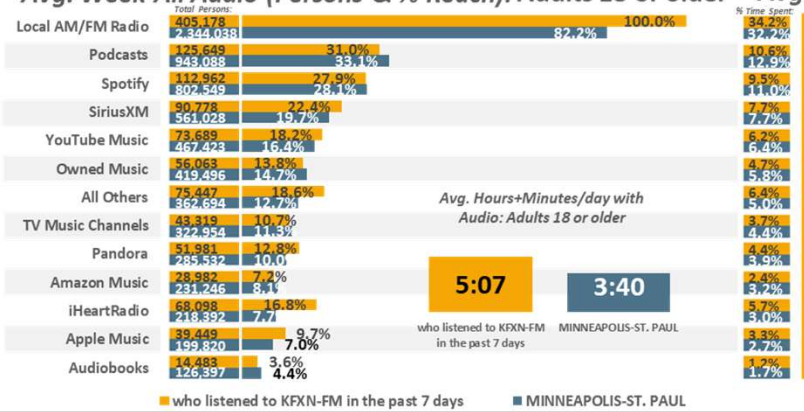
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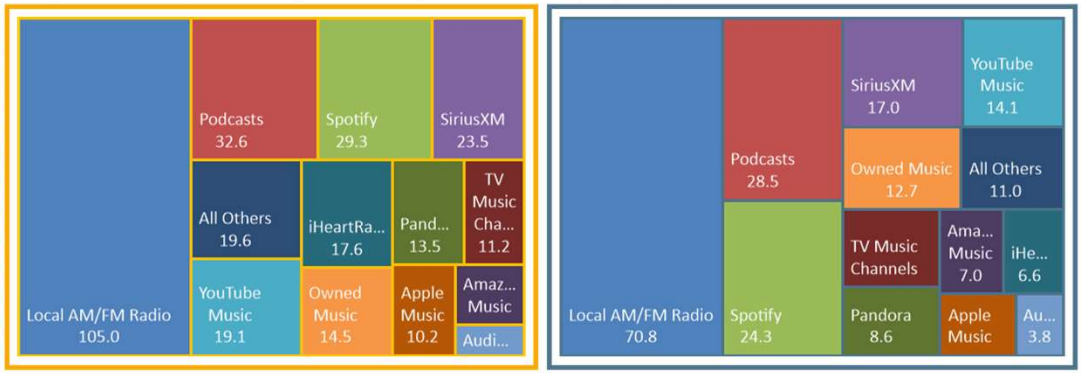
Radio Stations: KEEY-FM

405,178 or 100.% of Adults 18 or older who listened to KFXN-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 88.2 minutes every day representing 41.2% of all time spent daily with Ad-Supported Audio.

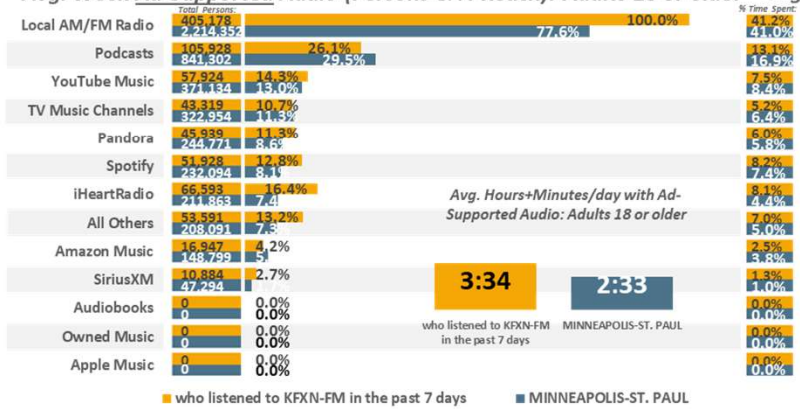
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



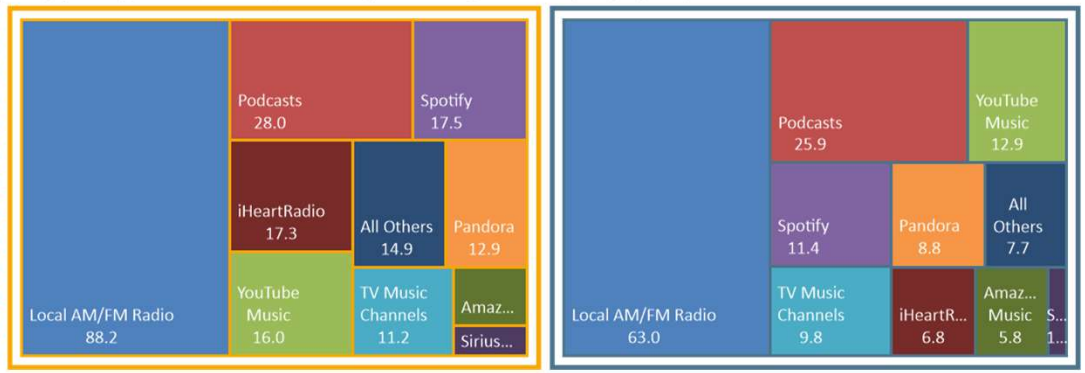
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 182

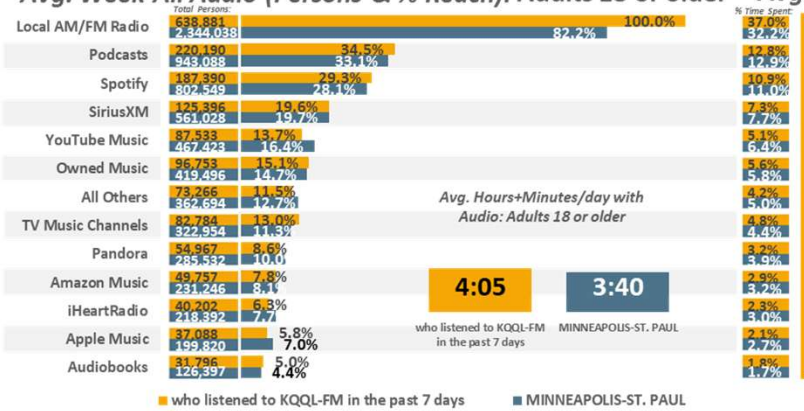
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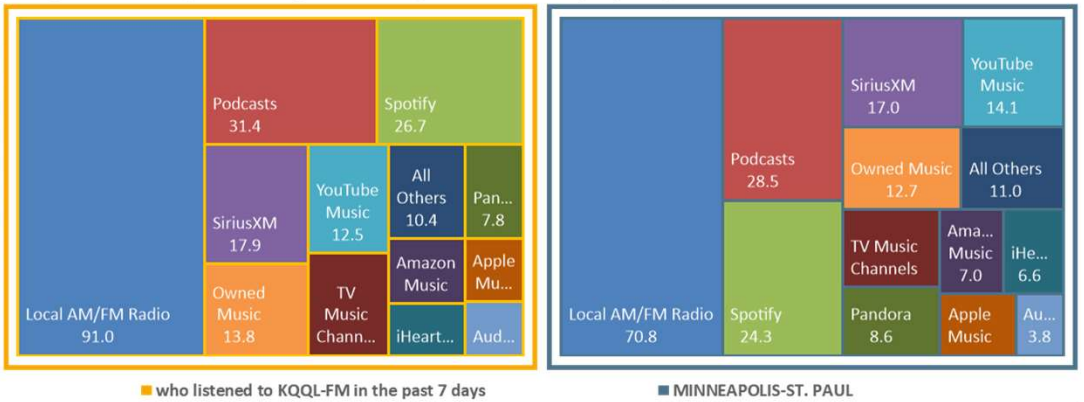
Radio Stations: KFXN-FM

638,881 or 100.% of Adults 18 or older who listened to KQQL-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 79.8 minutes every day representing 46.8% of all time spent daily with Ad-Supported Audio.

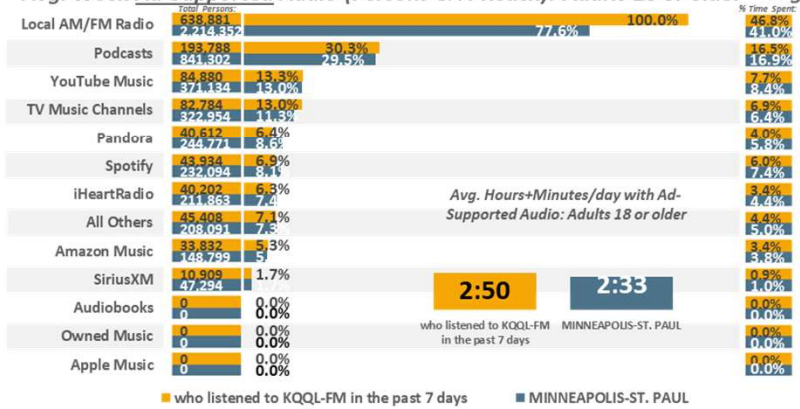
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



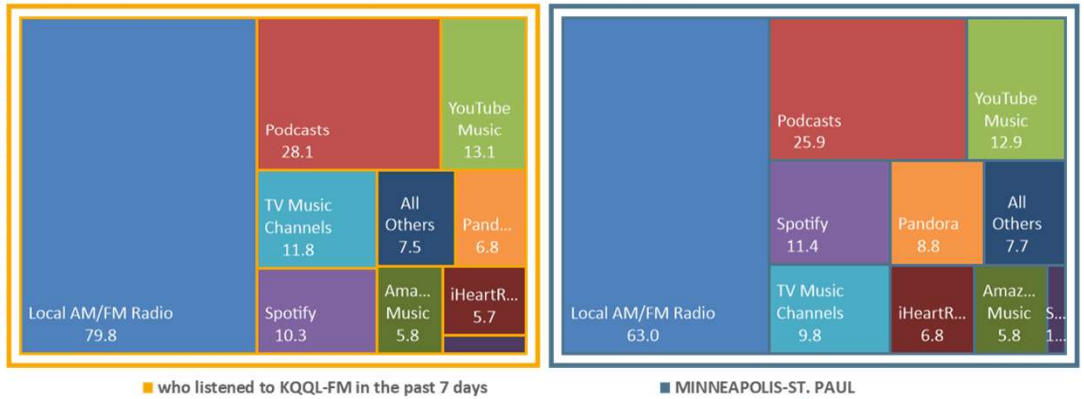
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



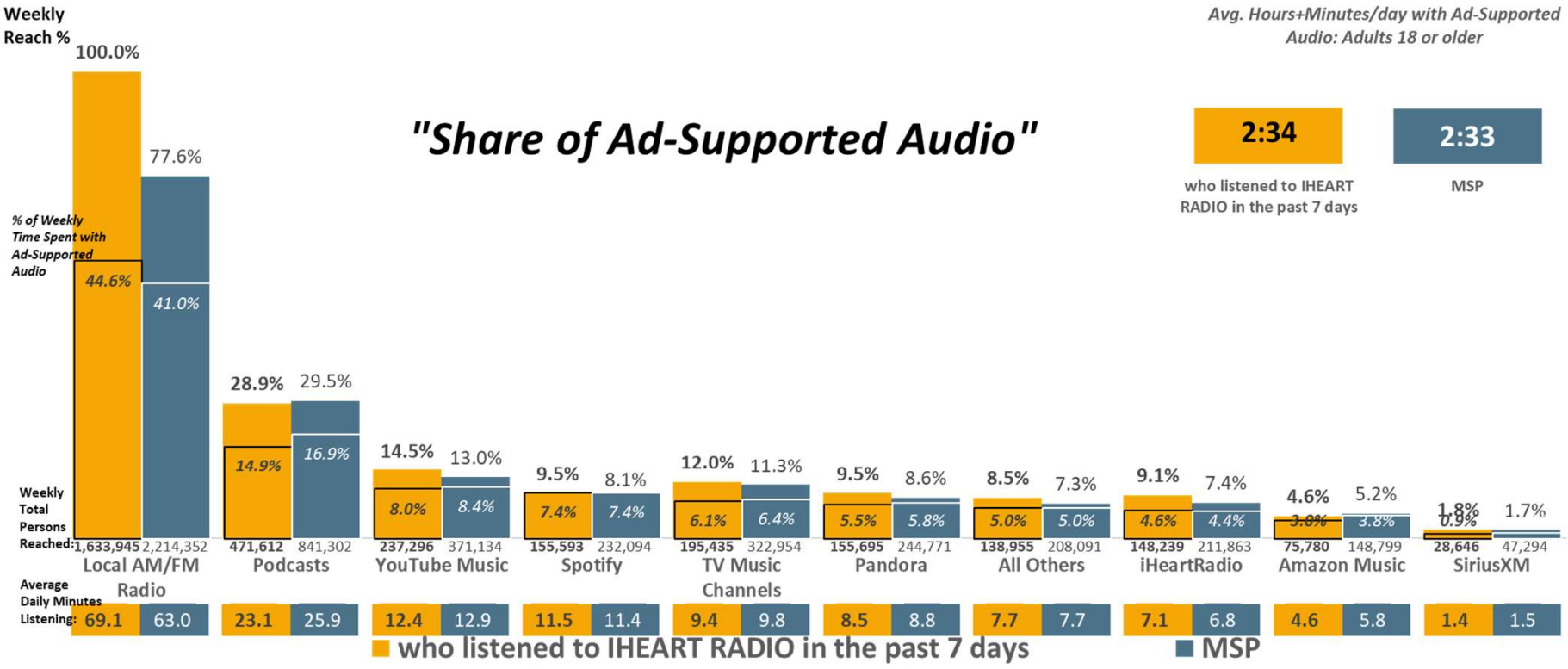
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 325

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Radio Stations: KQQL-FM

1,633,945 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 69.1 minutes every day representing 44.6% of all time spent daily with Ad-Supported Audio.



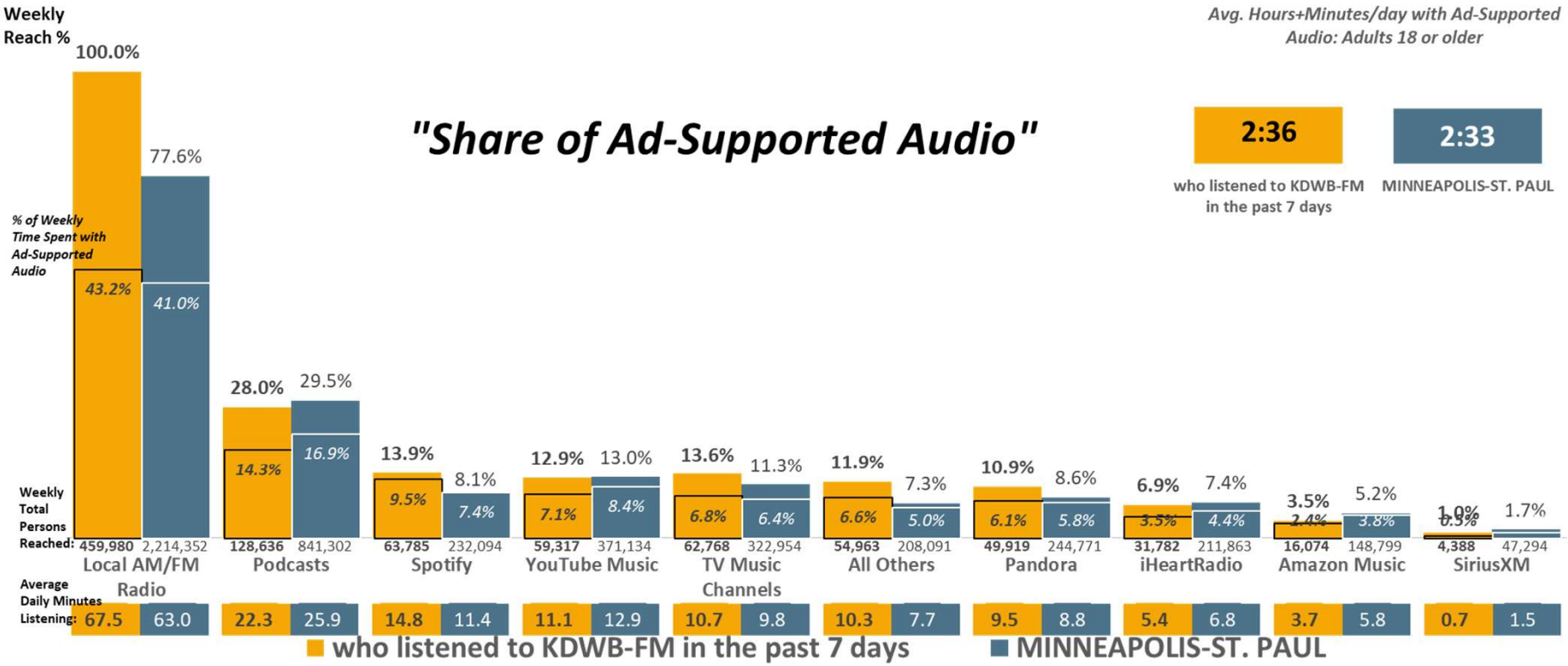
MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 797 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390

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

459,980 or 100.% of Adults 18 or older who listened to KDWB-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 67.5 minutes every day representing 43.2% of all time spent daily with Ad-Supported Audio.



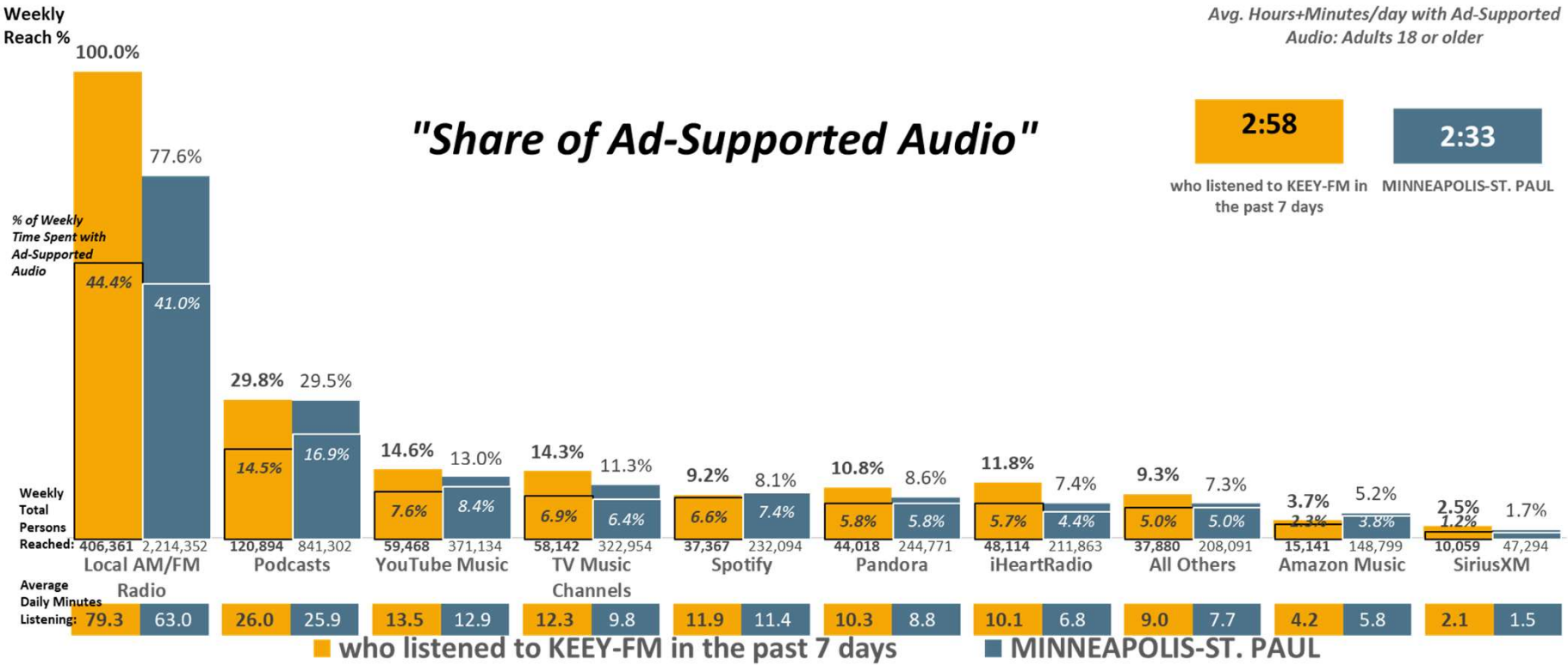
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 199 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390

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Radio Stations: KDWB-FM

406,361 or 100.% of Adults 18 or older who listened to KEEY-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 79.3 minutes every day representing 44.4% of all time spent daily with Ad-Supported Audio.



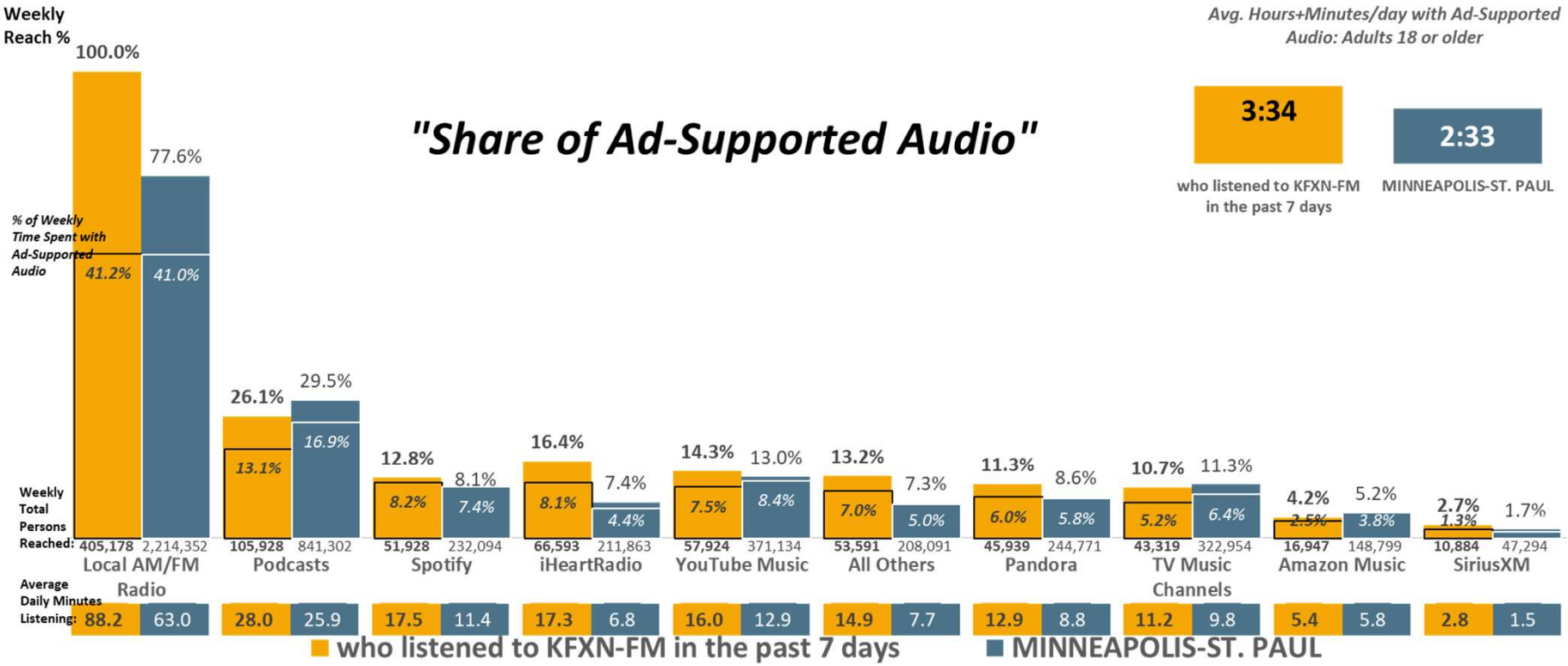
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 191 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390

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Radio Stations: KEEY-FM

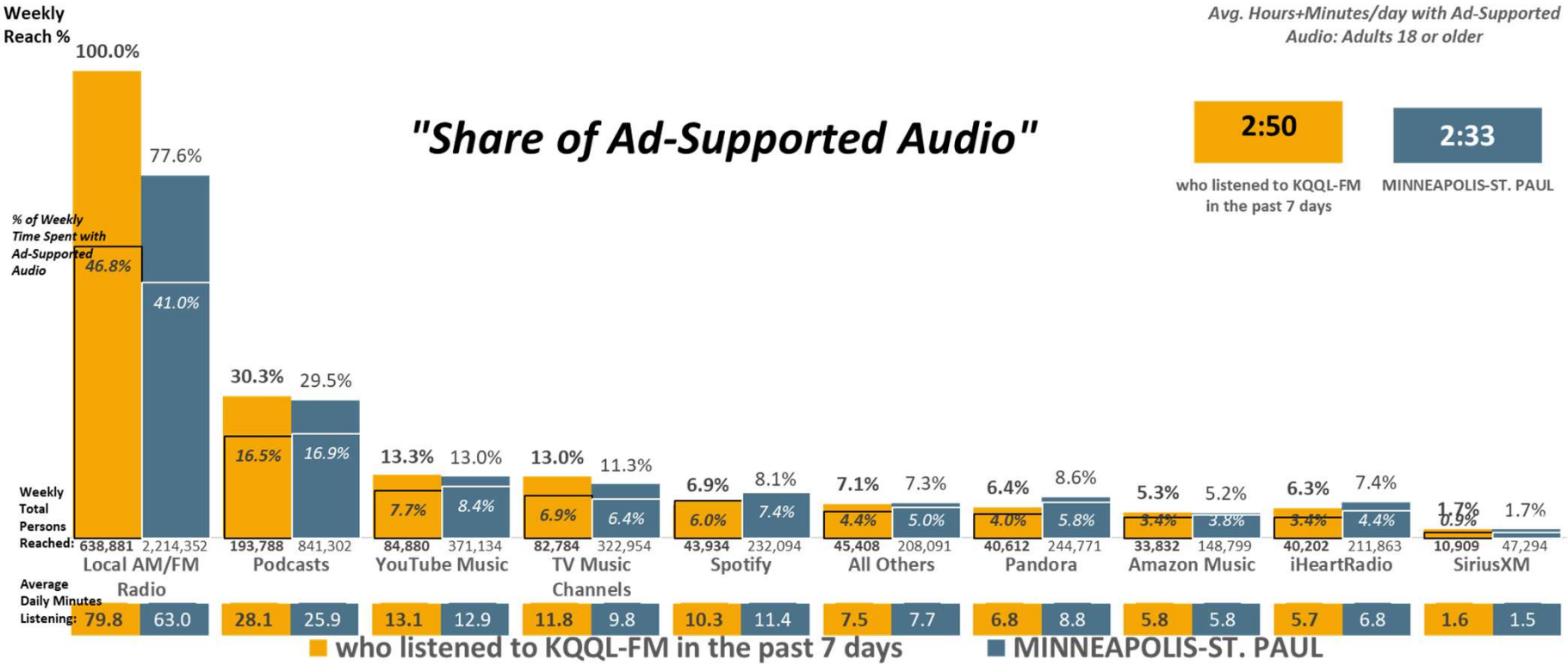
405,178 or 100.% of Adults 18 or older who listened to KFXN-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 88.2 minutes every day representing 41.2% of all time spent daily with Ad-Supported Audio.



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 182 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390
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Radio Stations: KFXN-FM

638,881 or 100.% of Adults 18 or older who listened to KQQL-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 79.8 minutes every day representing 46.8% of all time spent daily with Ad-Supported Audio.



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 325 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390

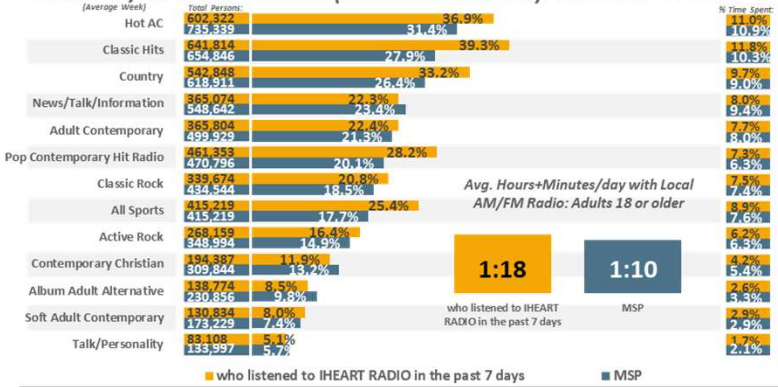
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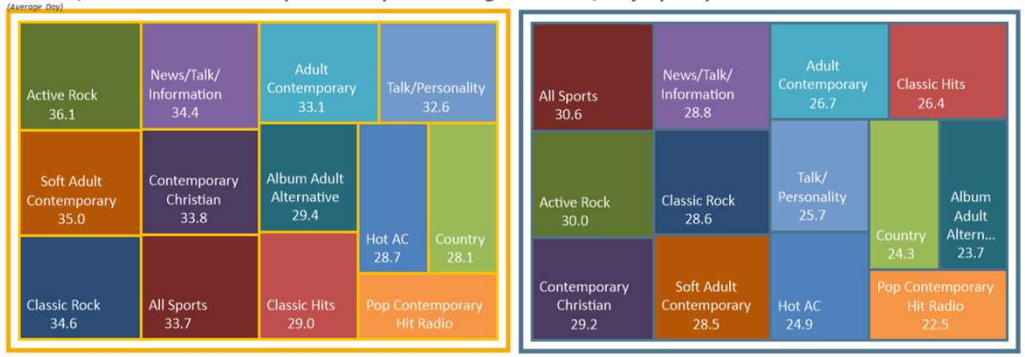
Radio Stations: KQQL-FM

1,633,945 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 Classic Hits, Hot AC, Country, Pop Contemporary Hit Radio, and All Sports.

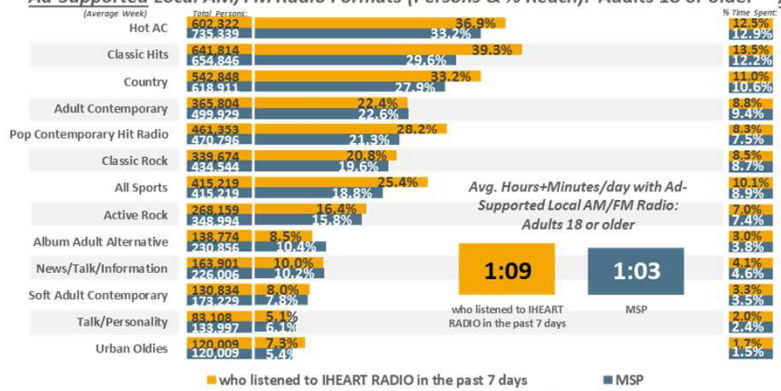
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



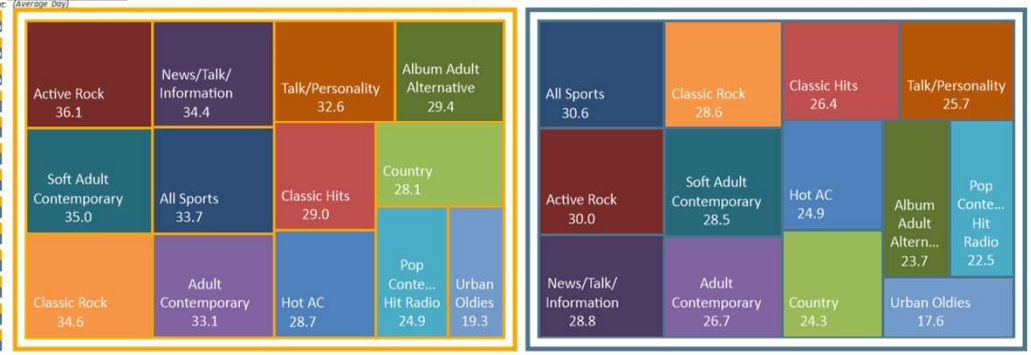
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 797

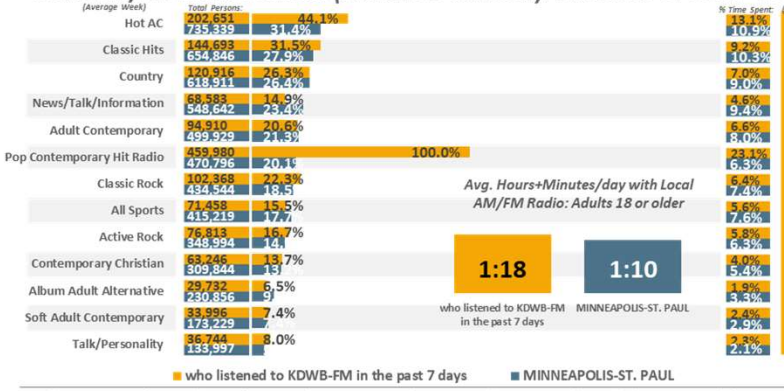
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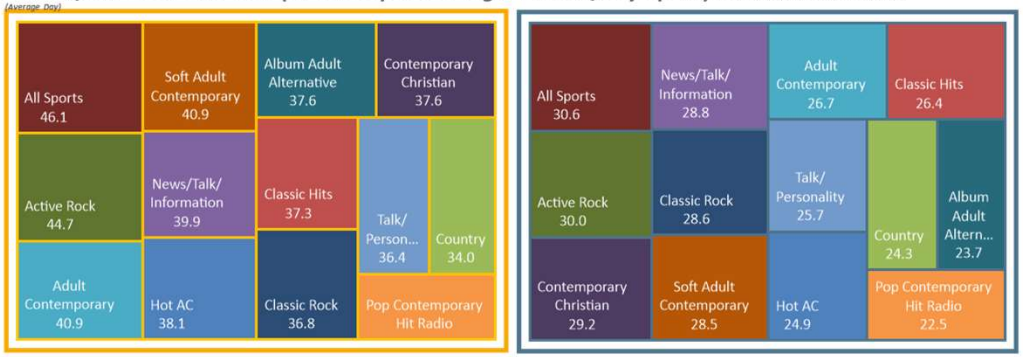
(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

459,980 or 100.% of Adults 18 or older who listened to KDWB-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Hot AC, Classic Hits, Country, and Classic Rock.

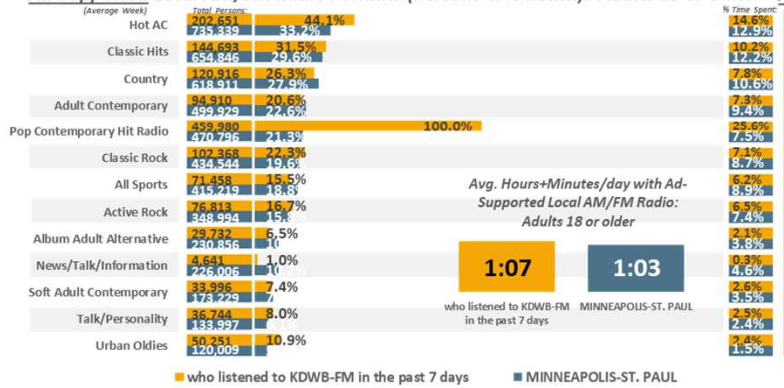
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



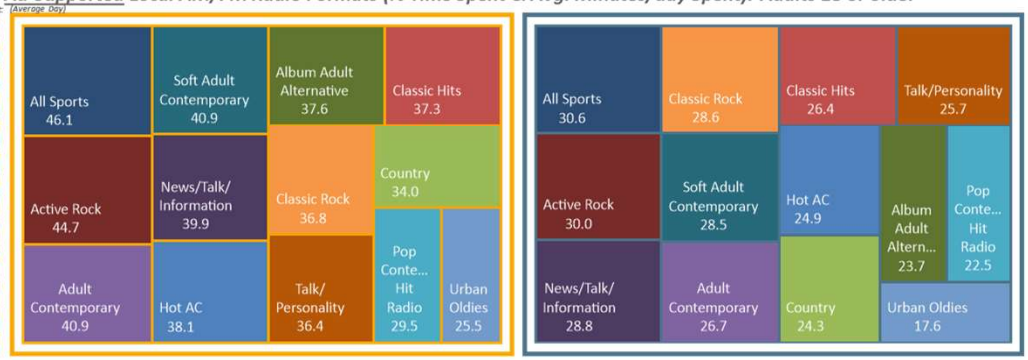
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 199

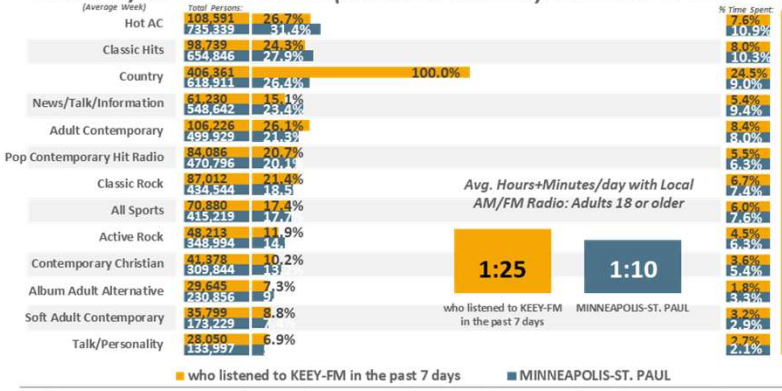
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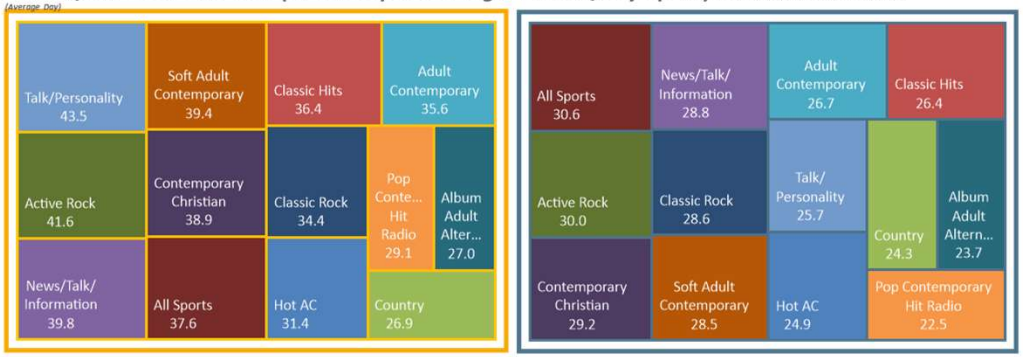
Radio Stations: KDWB-FM

406,361 or 100.% of Adults 18 or older who listened to KEEY-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Hot AC, Adult Contemporary, Classic Hits, and Classic Rock.

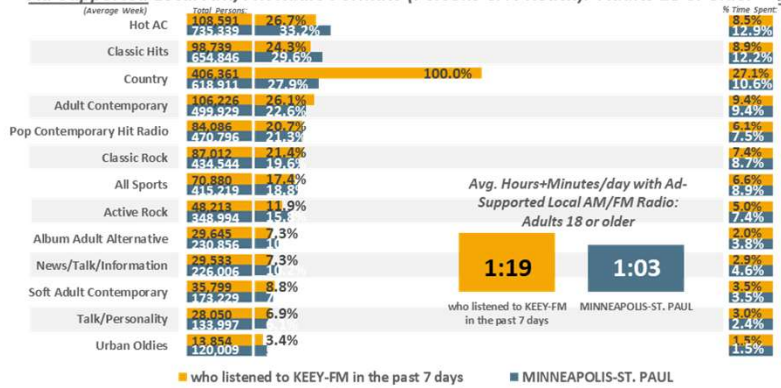
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



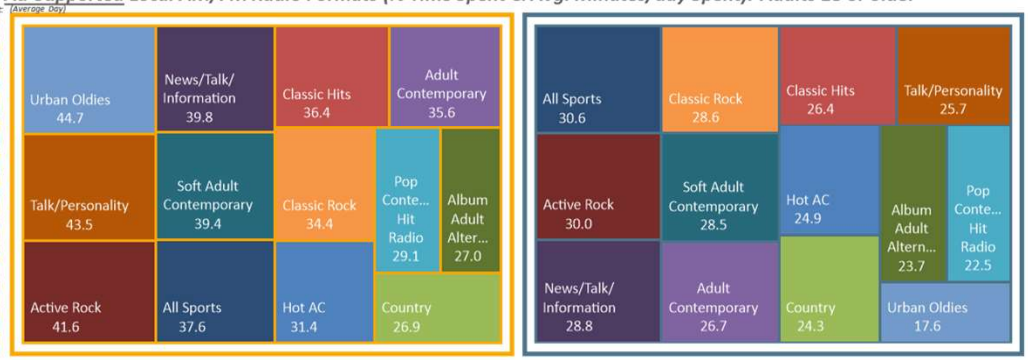
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 191

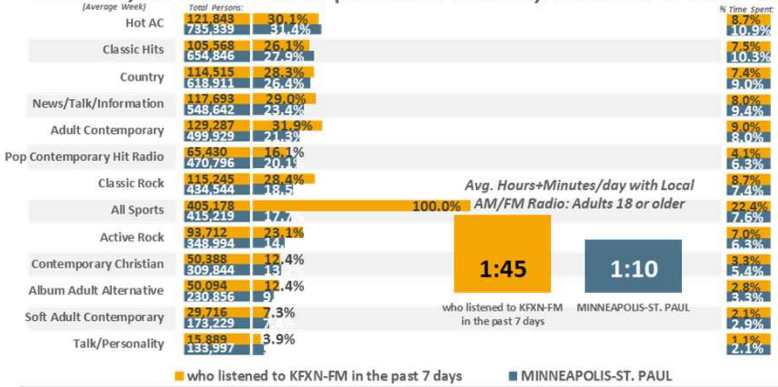
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Radio Stations: KEEY-FM

405,178 or 100.% of Adults 18 or older who listened to KFXN-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All Sports, Adult Contemporary, Hot AC, Classic Rock, and Country.

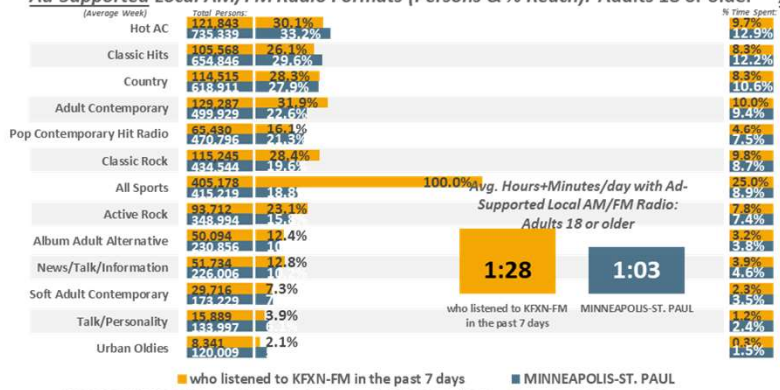
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



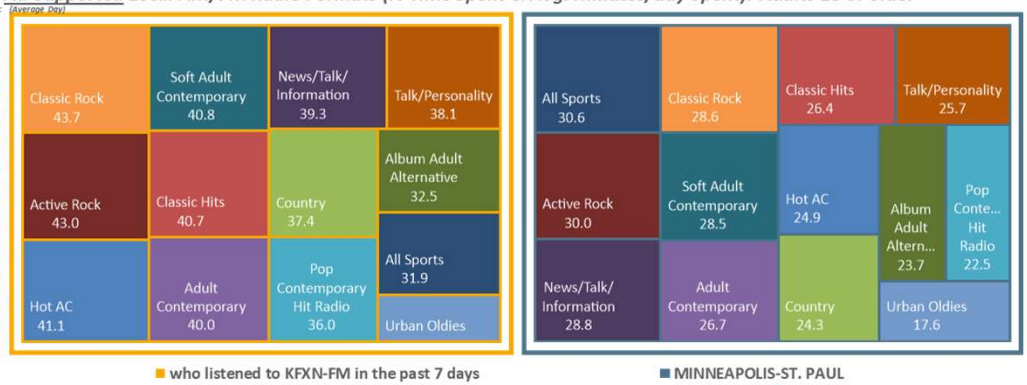
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 182

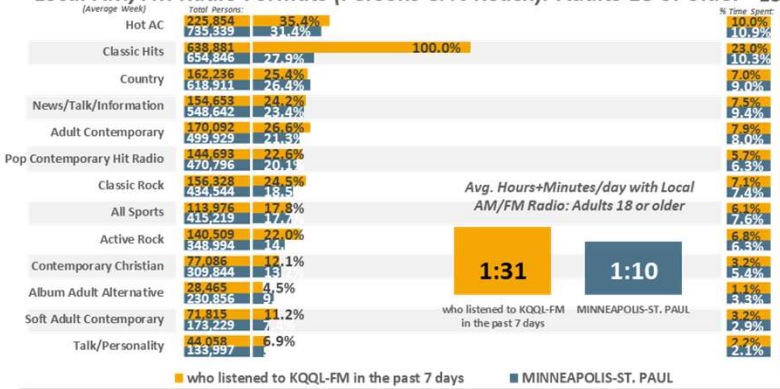
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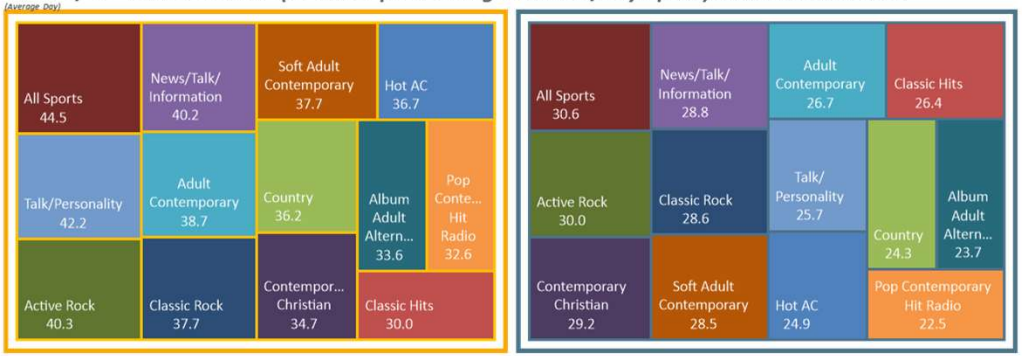
Radio Stations: KFXN-FM

638,881 or 100.% of Adults 18 or older who listened to KQQL-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Hot AC, Adult Contemporary, Country, and Classic Rock.

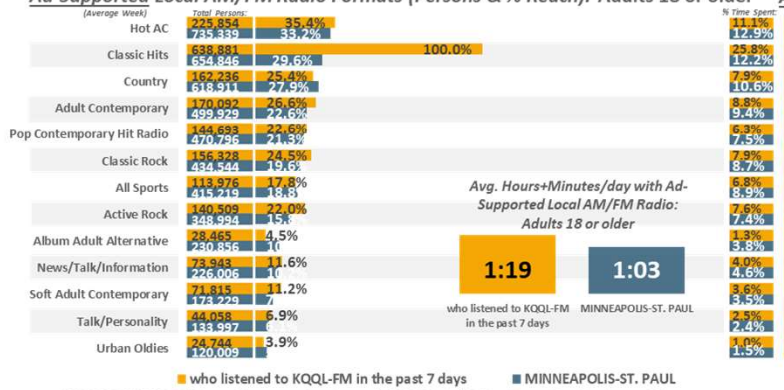
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



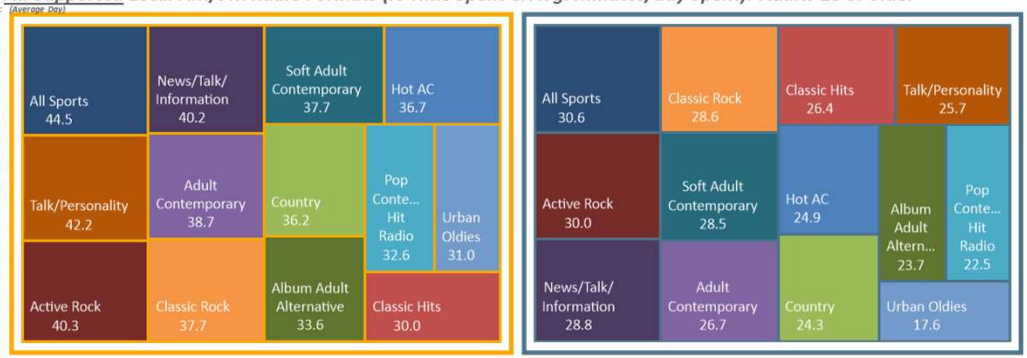
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 325

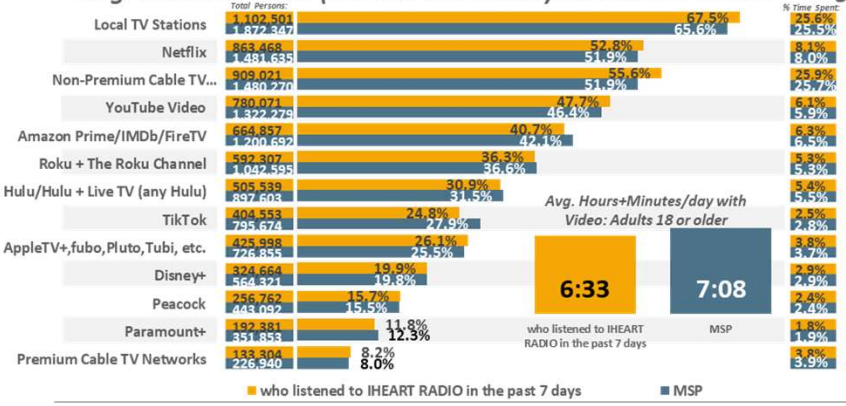
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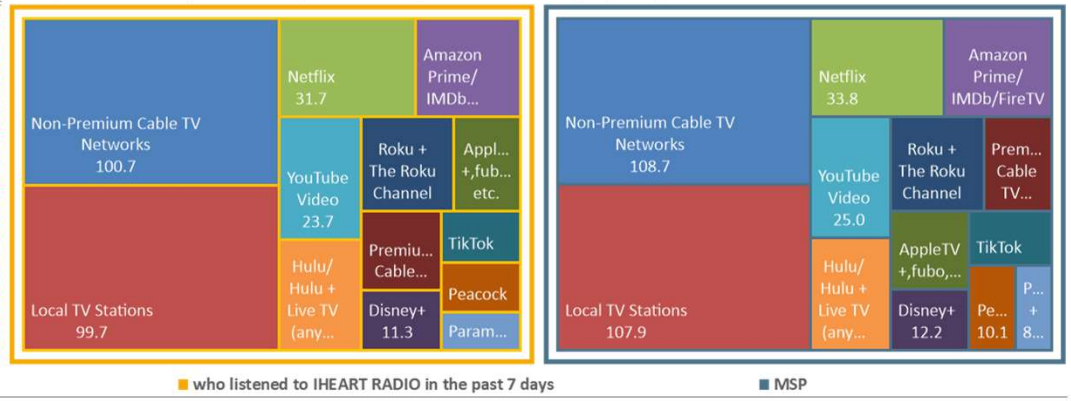
Radio Stations: KQQL-FM

1,087,054 or 66.5% 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 93.3 minutes every day representing 29.6% of all time spent daily with Ad-Supported Video.

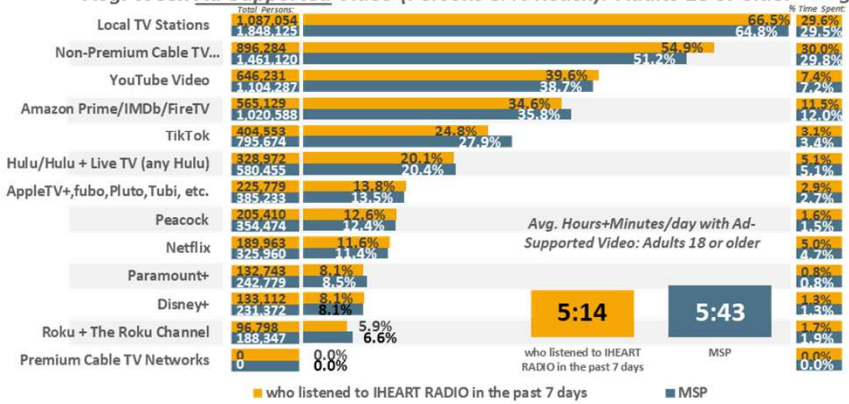
Avg. Week All Video (Persons & % Reach): Adults 18 or older



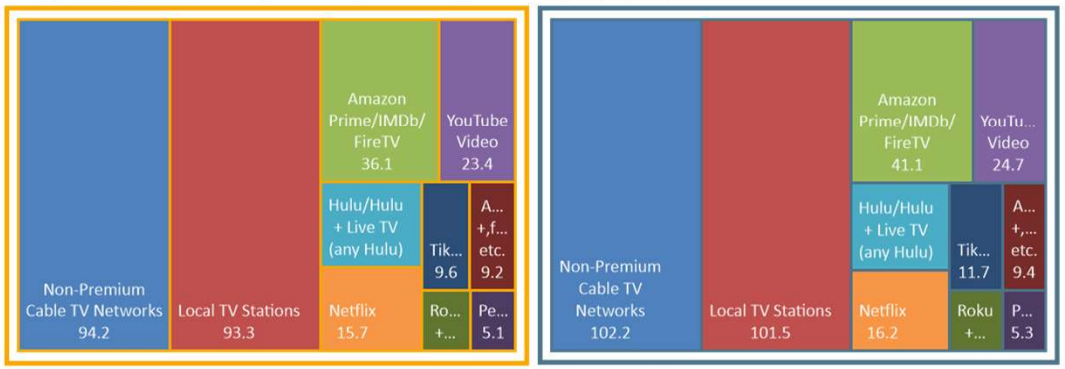
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 797

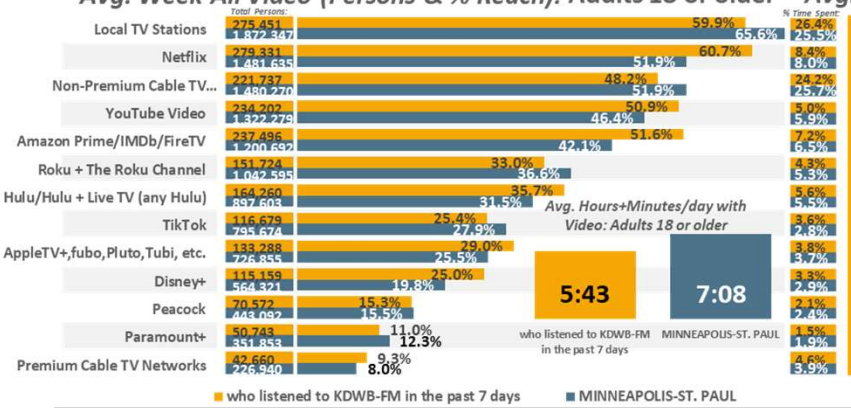
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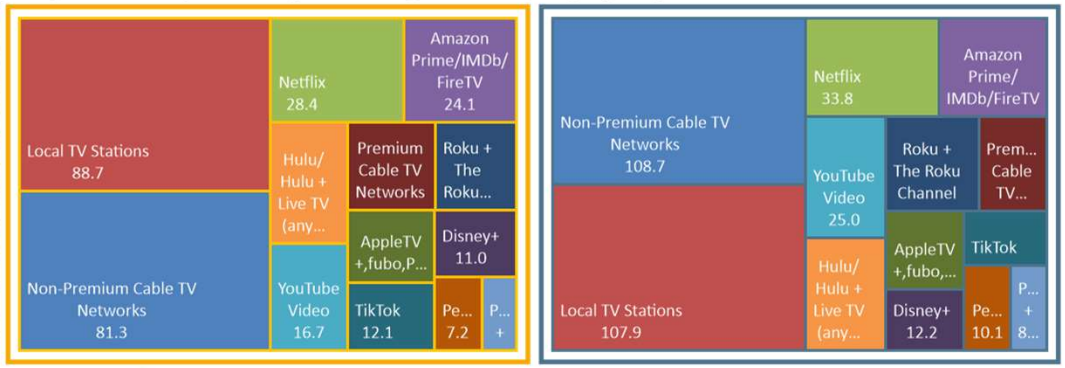
(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

270,615 or 58.8% of Adults 18 or older who listened to KDWB-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 83.5 minutes every day representing 30.% of all time spent daily with Ad-Supported Video.

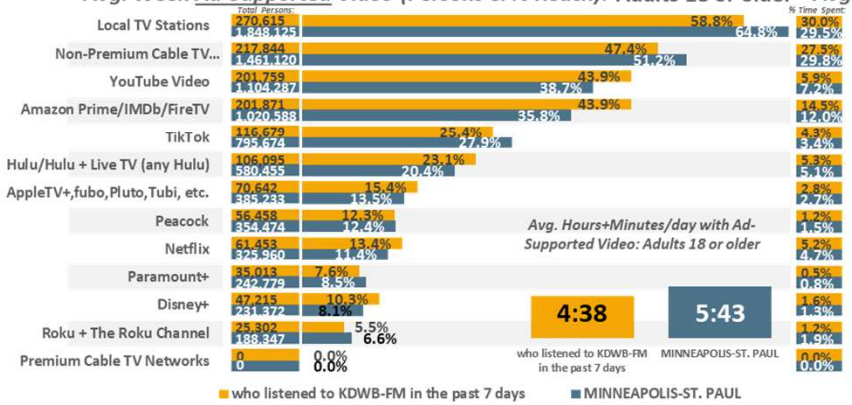
Avg. Week All Video (Persons & % Reach): Adults 18 or older



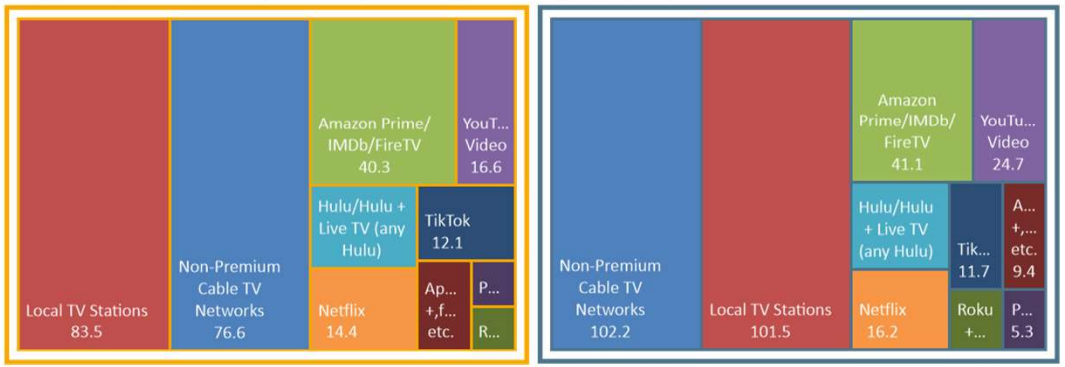
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 199

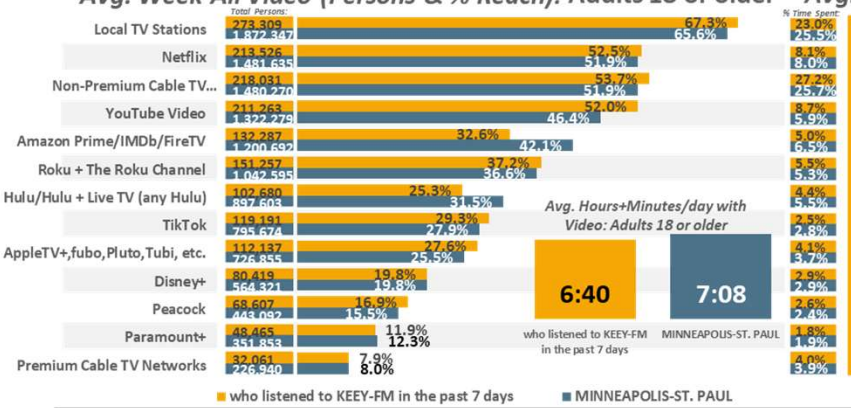
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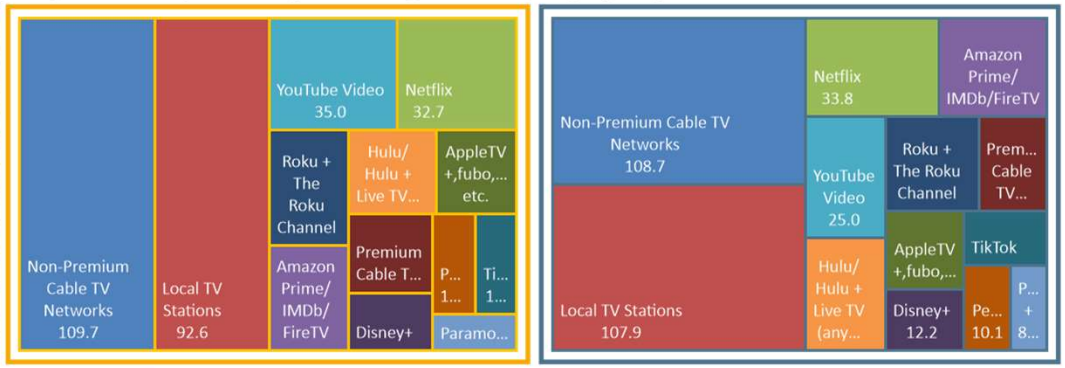
Radio Stations: KDWB-FM

268,288 or 66.% of Adults 18 or older who listened to KEEY-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 86. minutes every day representing 26.8% of all time spent daily with Ad-Supported Video.

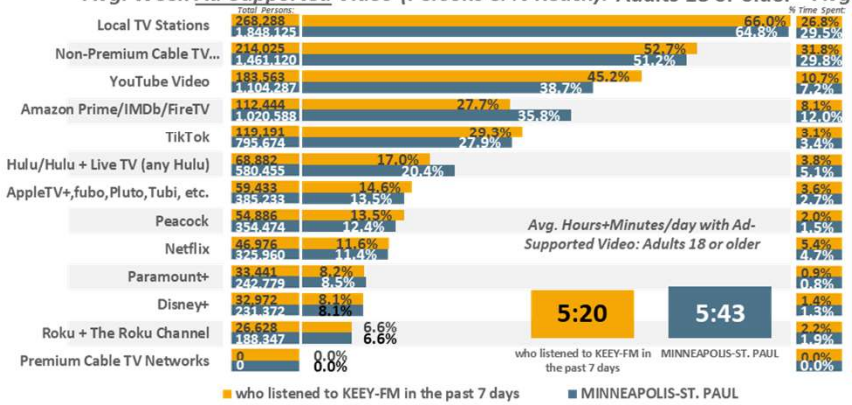
Avg. Week All Video (Persons & % Reach): Adults 18 or older



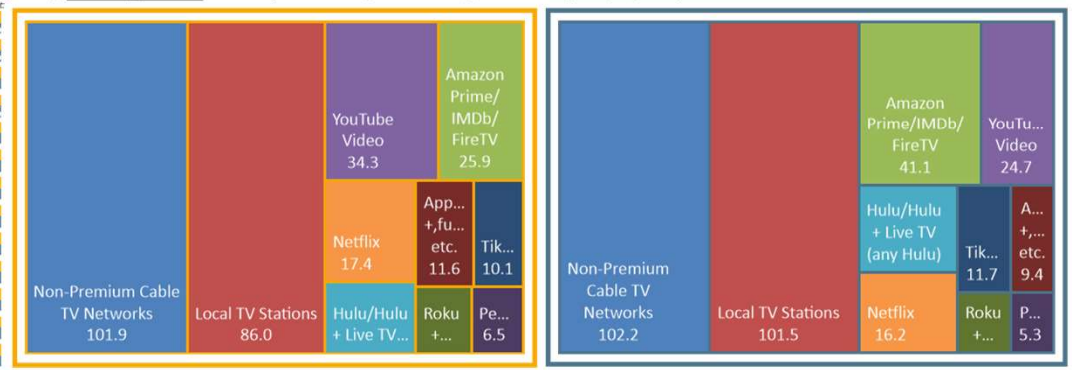
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 191

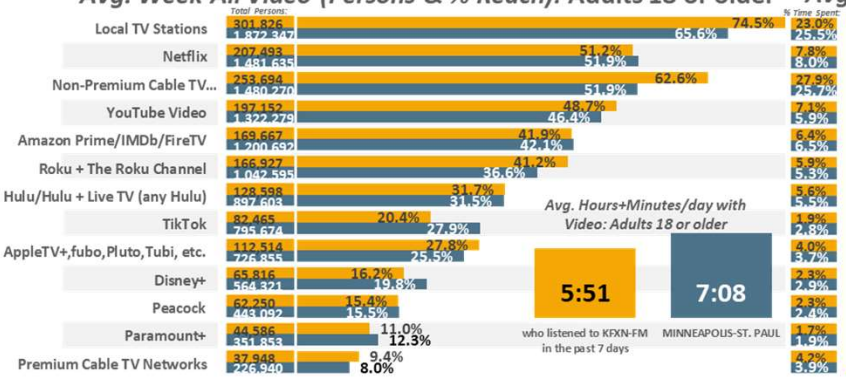
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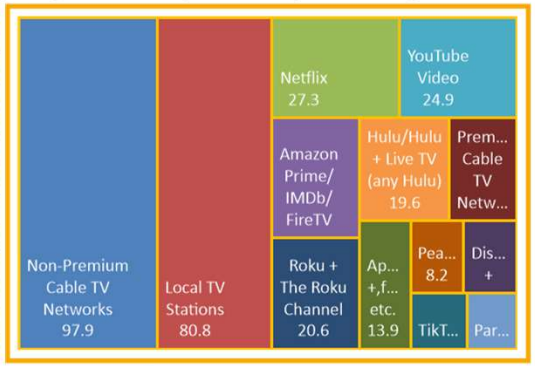
Radio Stations: KEEY-FM

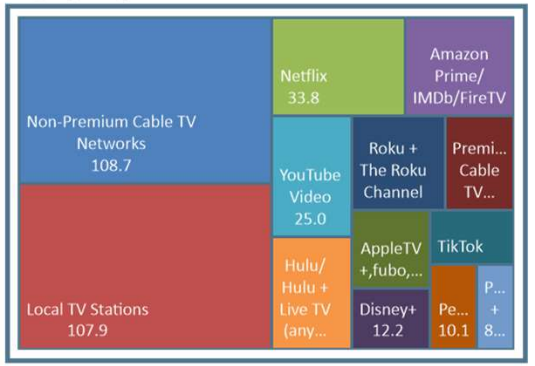
296,617 or 73.2% of Adults 18 or older who listened to KFXN-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 74.5 minutes every day representing 26.4% of all time spent daily with Ad-Supported Video.

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

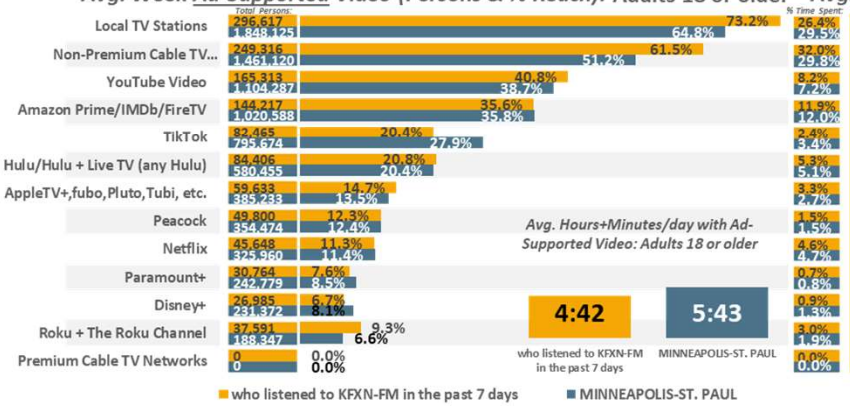


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

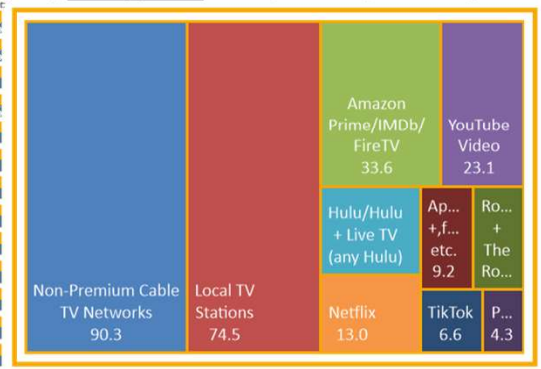


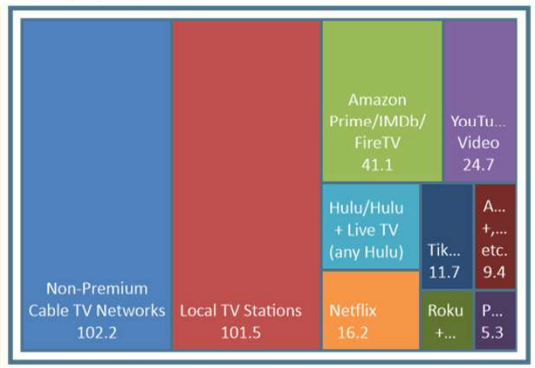


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 182

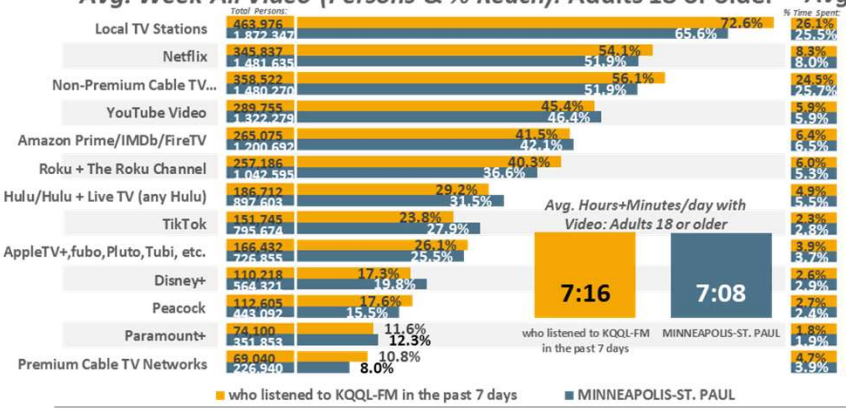
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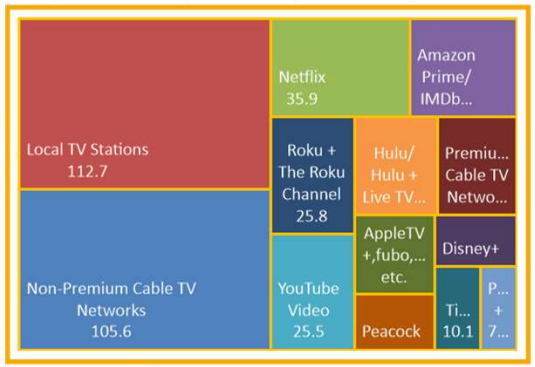
Radio Stations: KFXN-FM

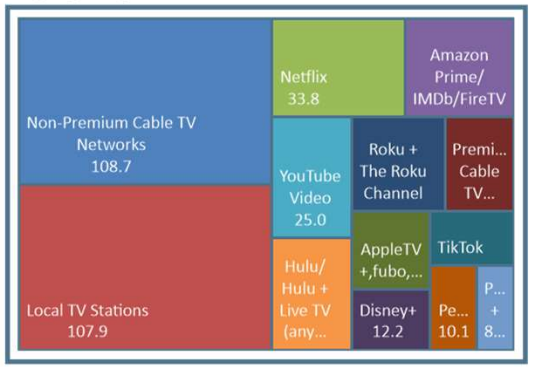
458,595 or 71.8% of Adults 18 or older who listened to KQQL-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 105.5 minutes every day representing 30.7% of all time spent daily with Ad-Supported Video.

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

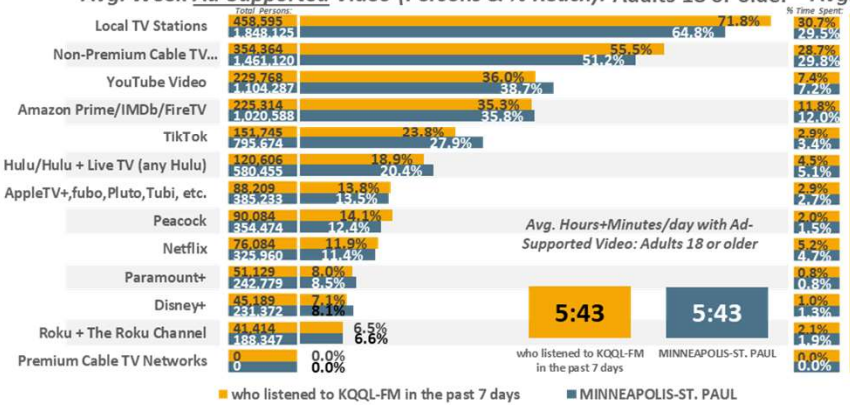


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

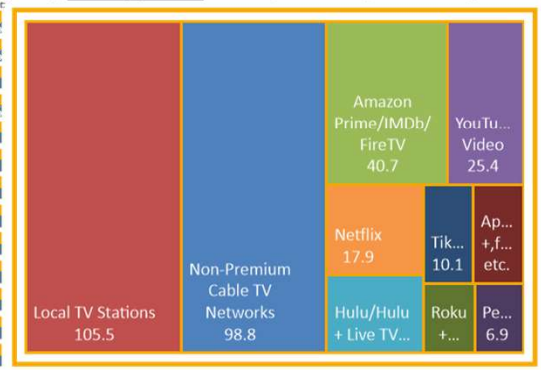


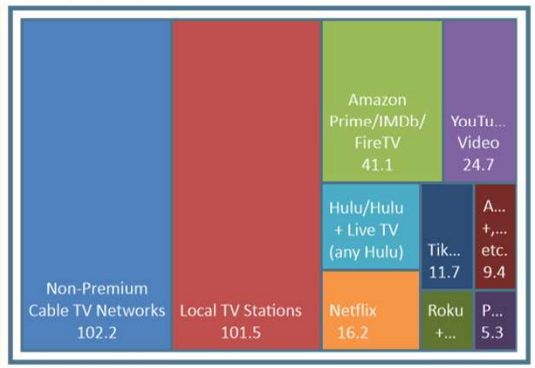


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





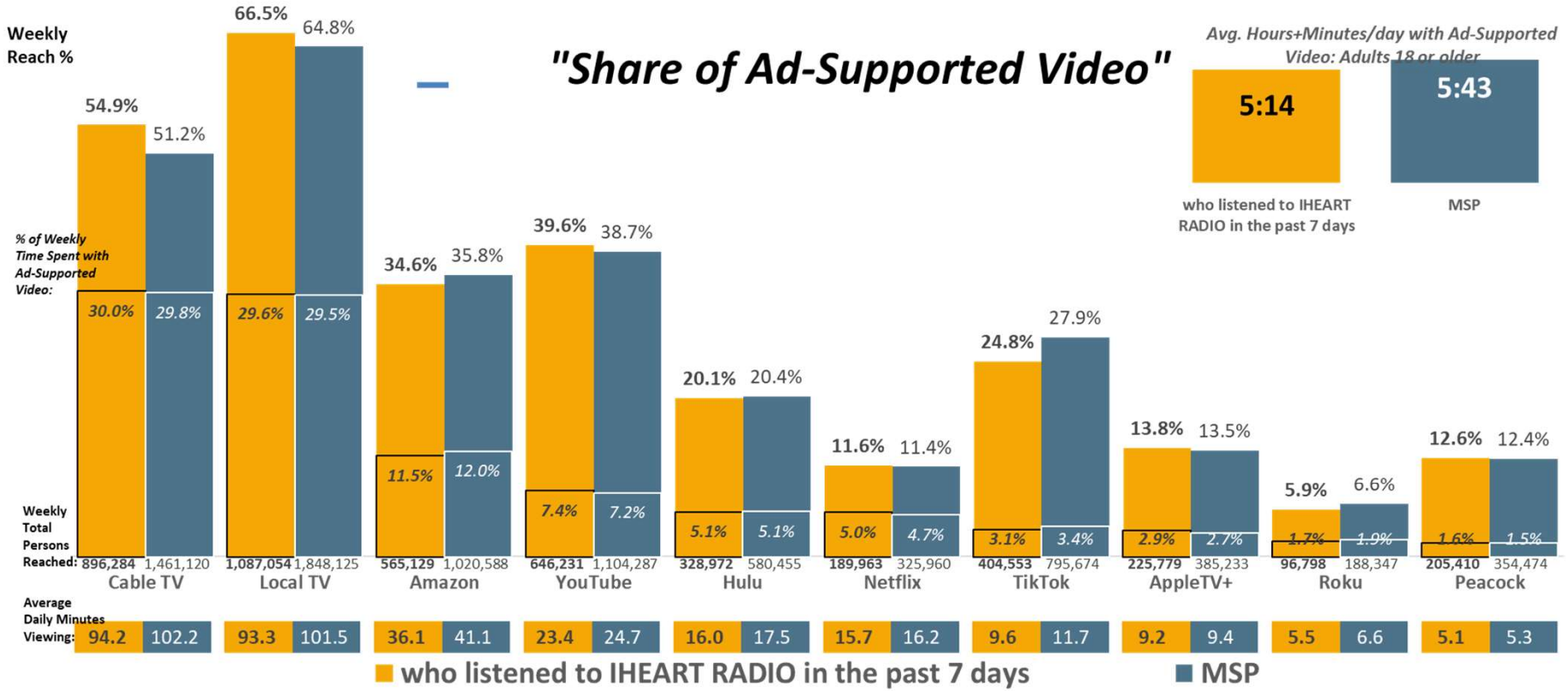
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 325

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Radio Stations: KQQL-FM

1,087,054 or 66.5% 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 93.3 minutes every day representing 29.6% of all time spent daily with Ad-Supported Video.



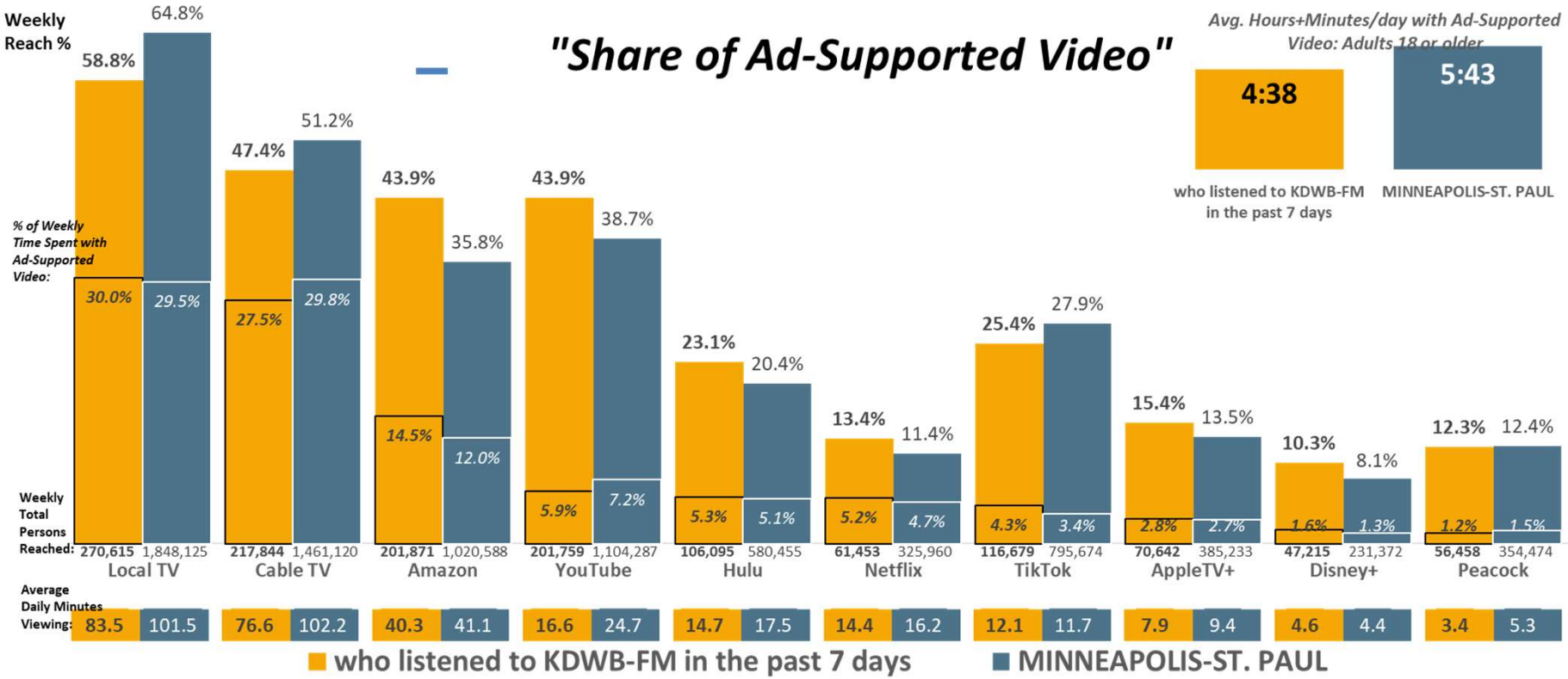
MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 797 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390

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

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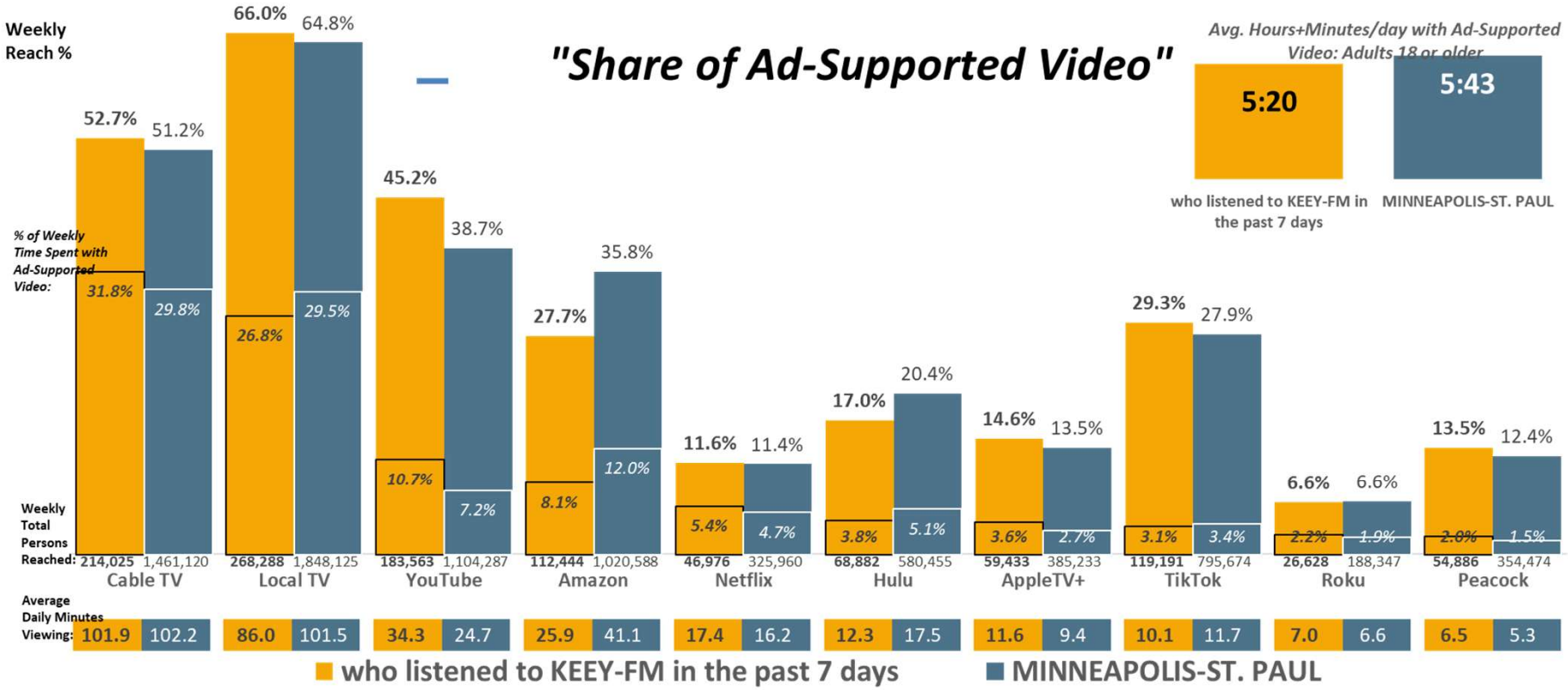
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 199 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390

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Radio Stations: KDWB-FM

268,288 or 66.% of Adults 18 or older who listened to KEEY-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 86. minutes every day representing 26.8% of all time spent daily with Ad-Supported Video.



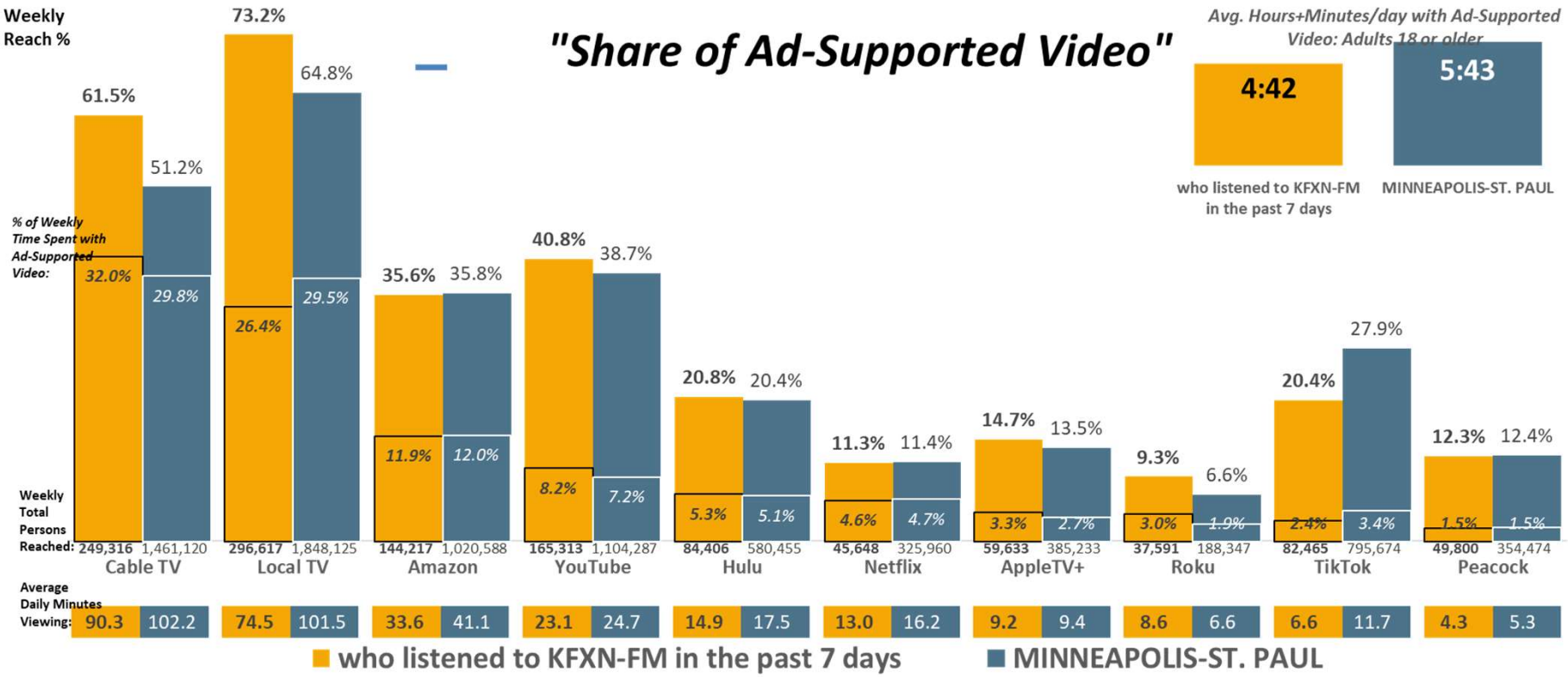
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 191 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390

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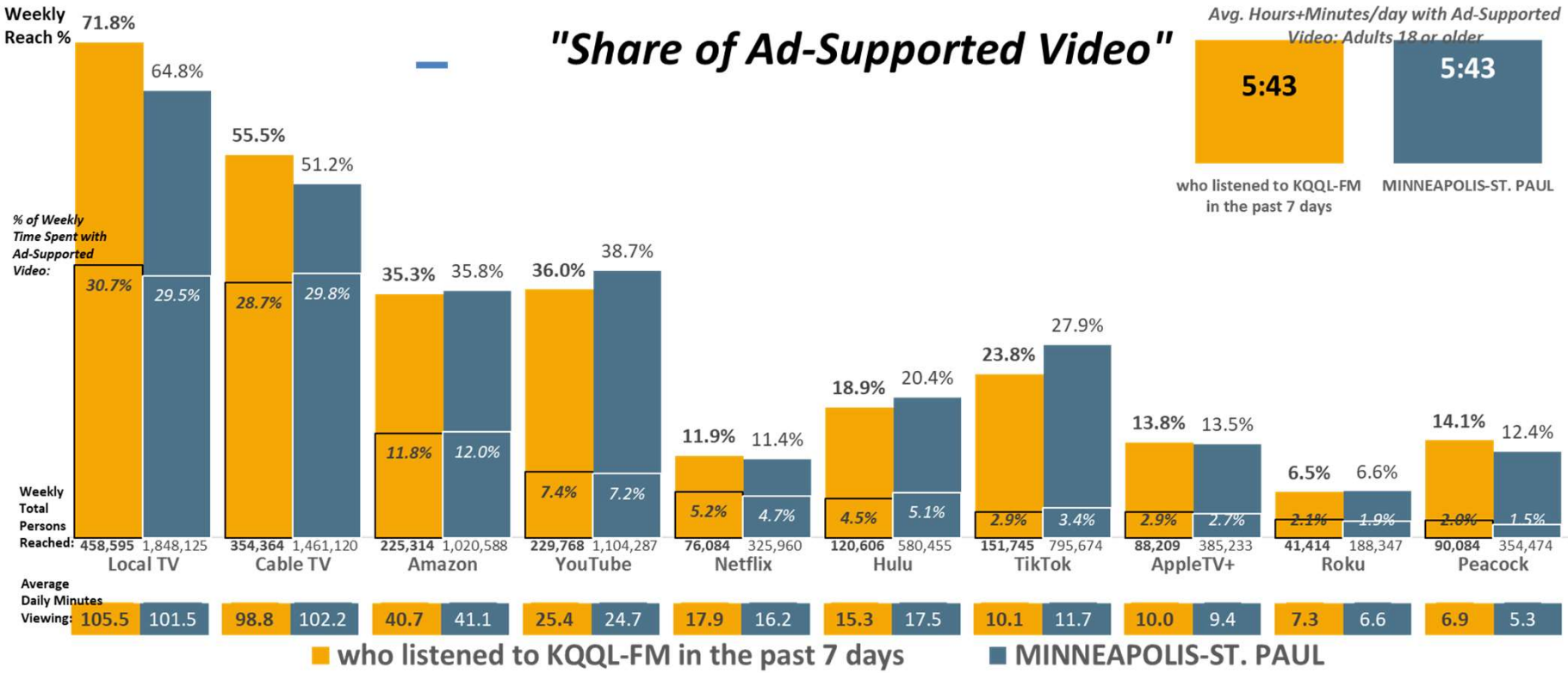
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 182 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390

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MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 325 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390

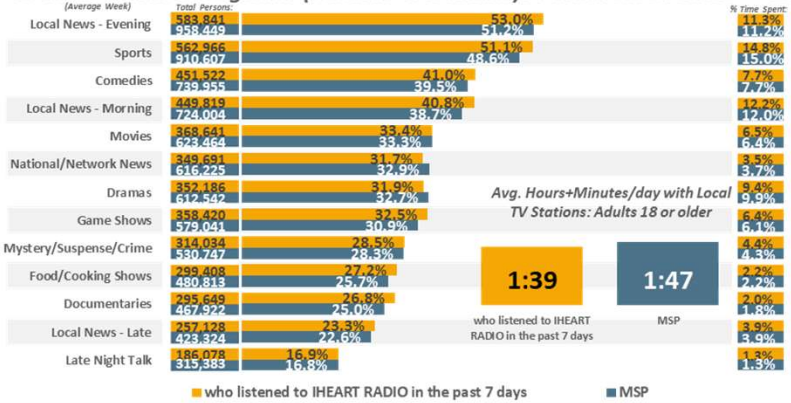
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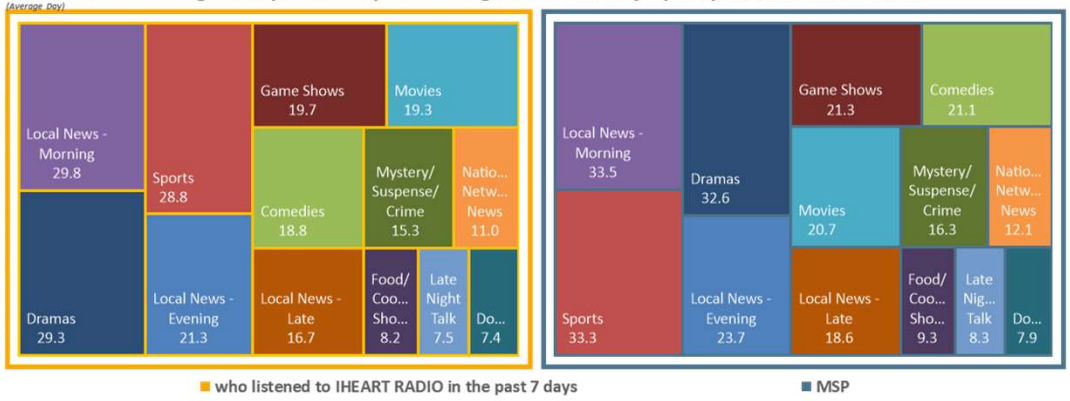
Radio Stations: KQQL-FM

1,087,054 or 66.5% 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 Local News - Evening, Sports, Local News - Morning, Comedies, Movies, and Game Shows.

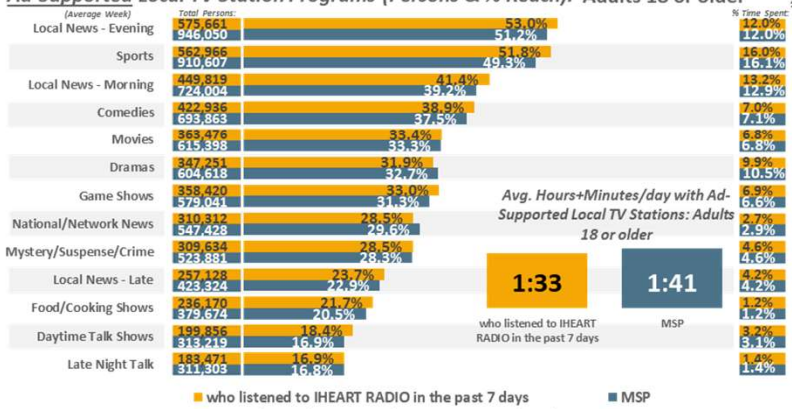
Local TV Station Programs (Persons & % Reach): Adults 18 or older



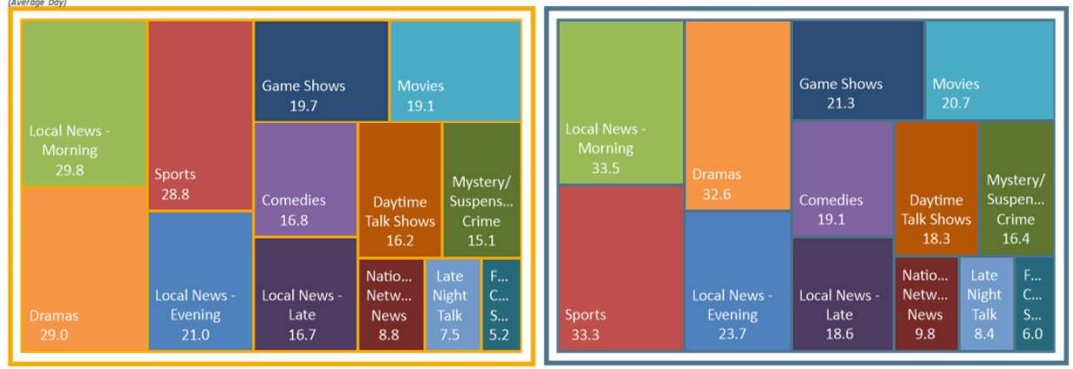
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 797

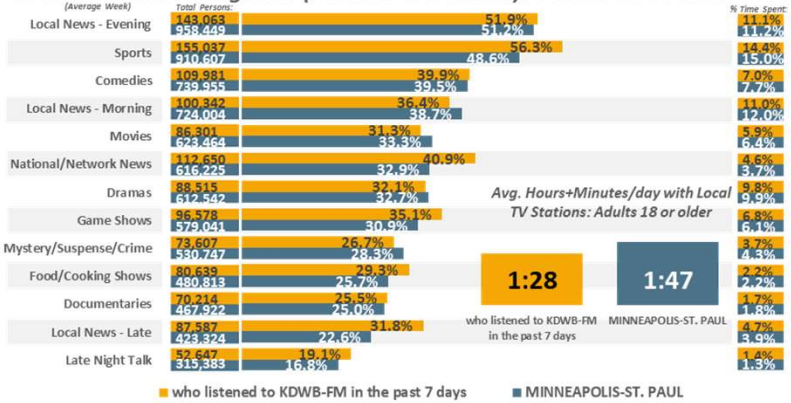
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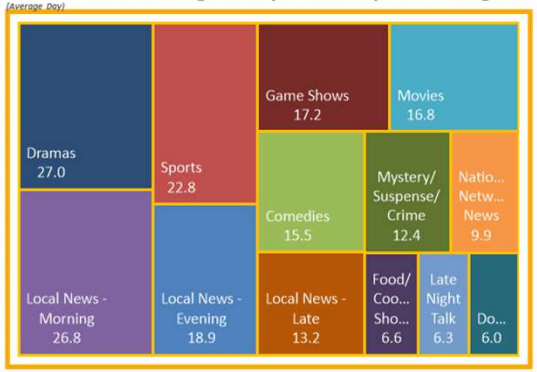
(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

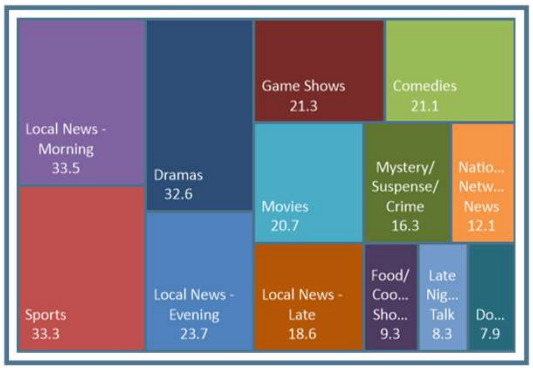
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Local TV Station Programs (Persons & % Reach): Adults 18 or older

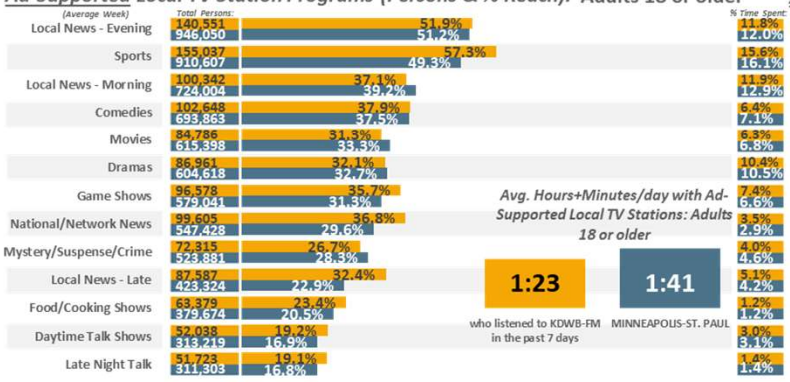


Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

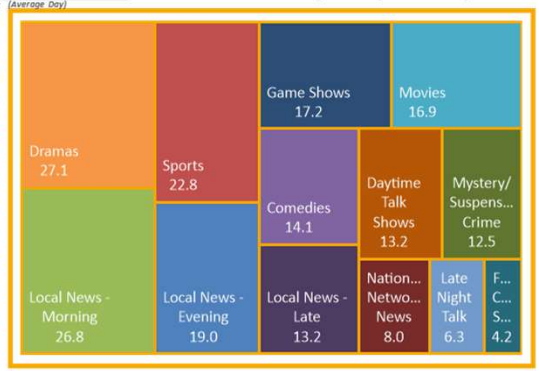


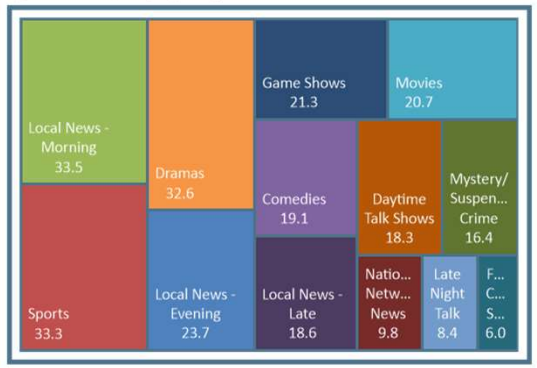


Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



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





MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 199

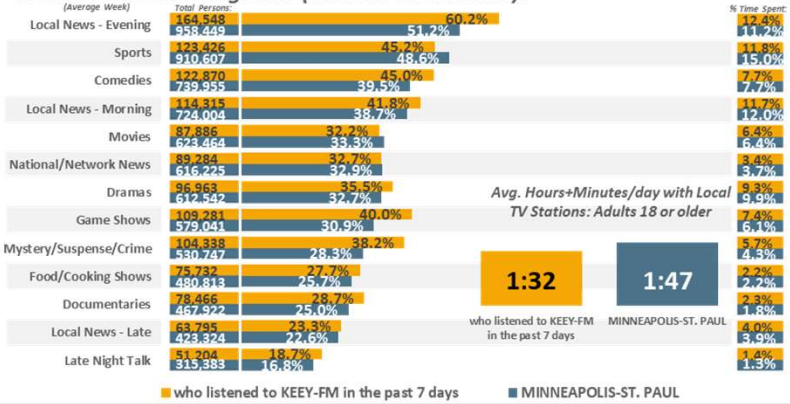
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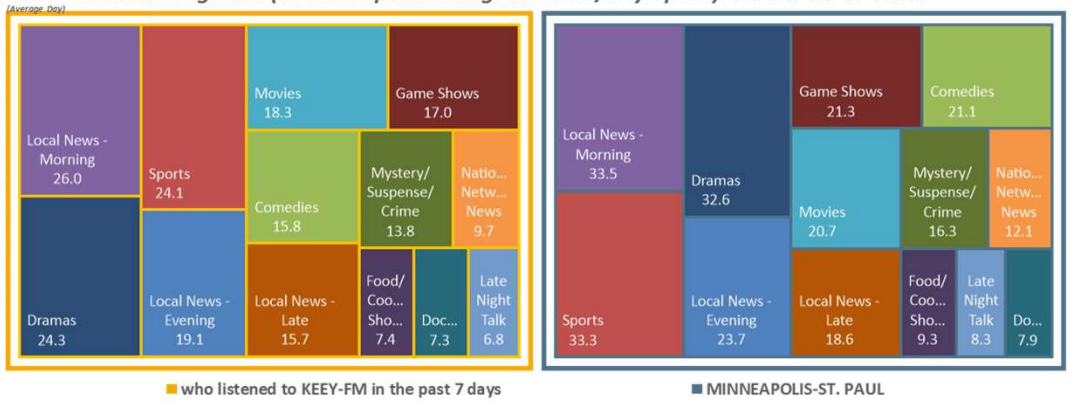
Radio Stations: KDWB-FM

268,288 or 66.% of Adults 18 or older who listened to KEEY-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Local News - Morning, Game Shows, and Mystery/Suspense/Crime.

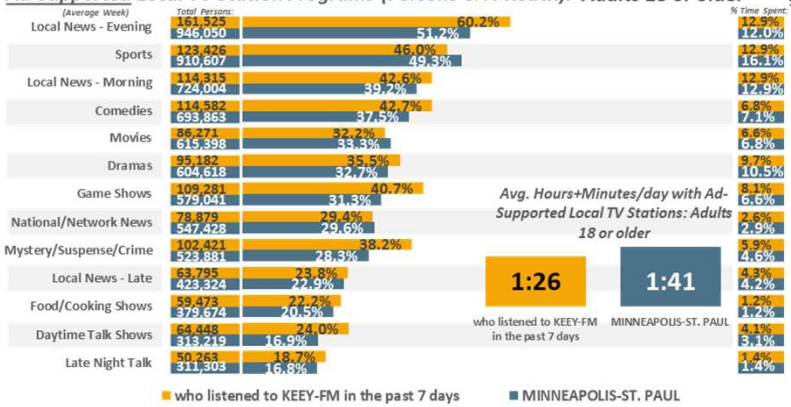
Local TV Station Programs (Persons & % Reach): Adults 18 or older



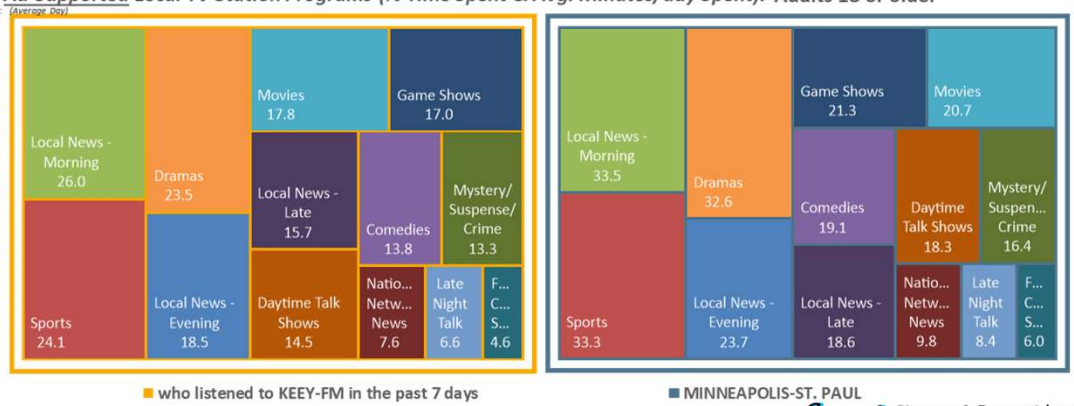
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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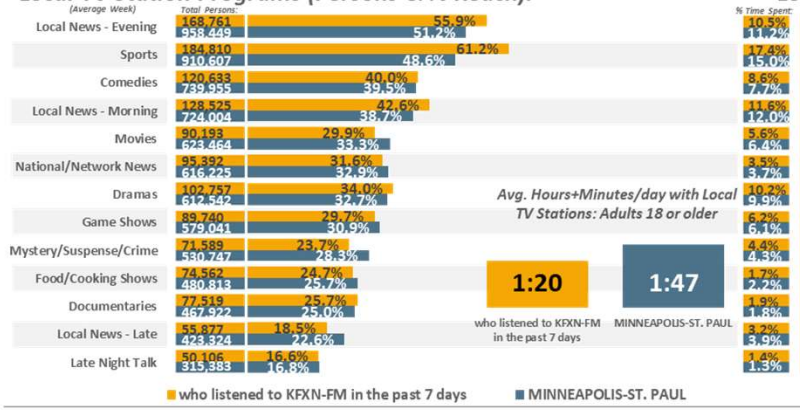
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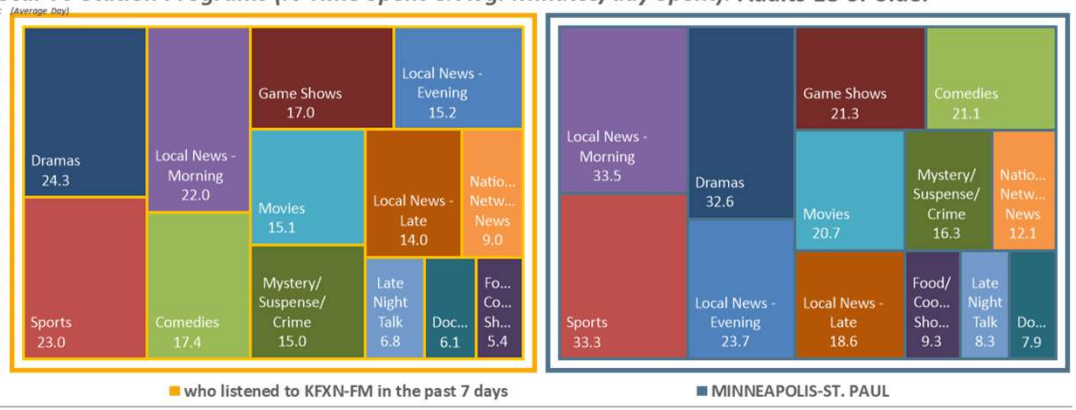
Radio Stations: KEEY-FM

296,617 or 73.2% of Adults 18 or older who listened to KFXN-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Dramas, and Game Shows.

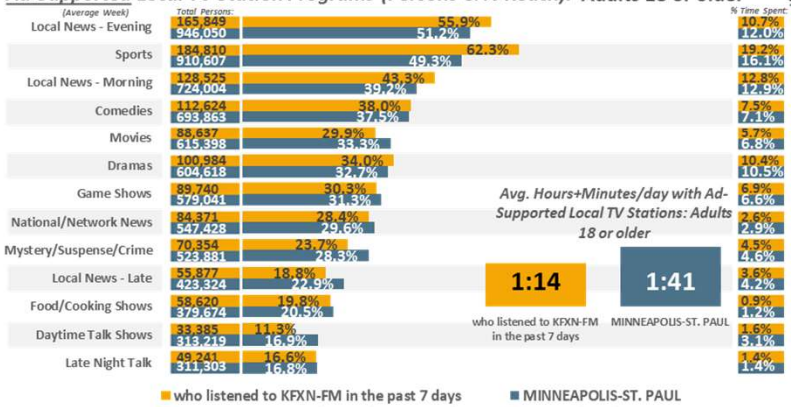
Local TV Station Programs (Persons & % Reach): Adults 18 or older



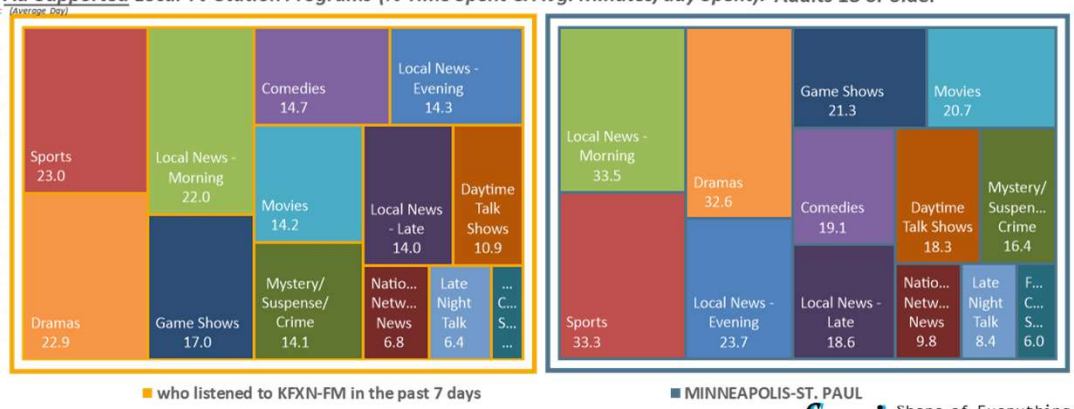
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 182

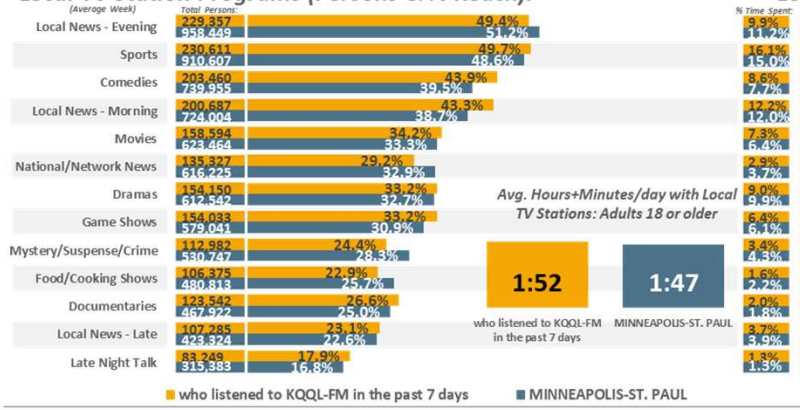
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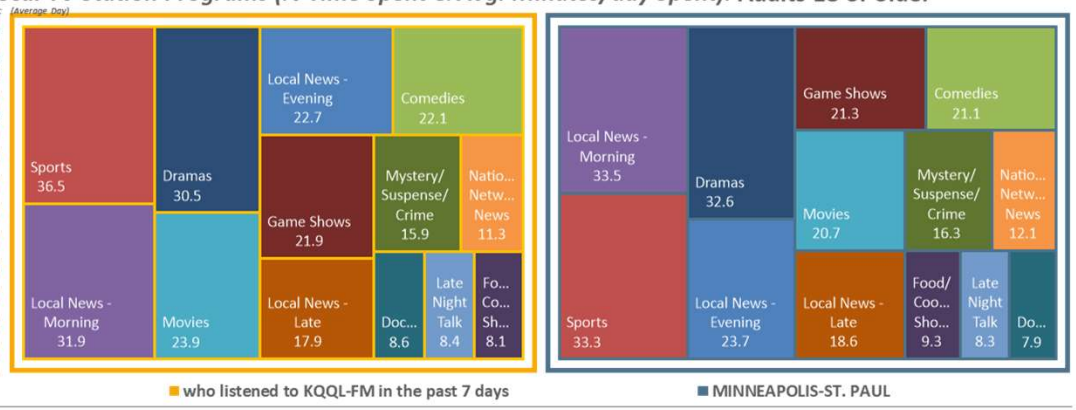
Radio Stations: KFXN-FM

458,595 or 71.8% of Adults 18 or older who listened to KQQL-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Game Shows.

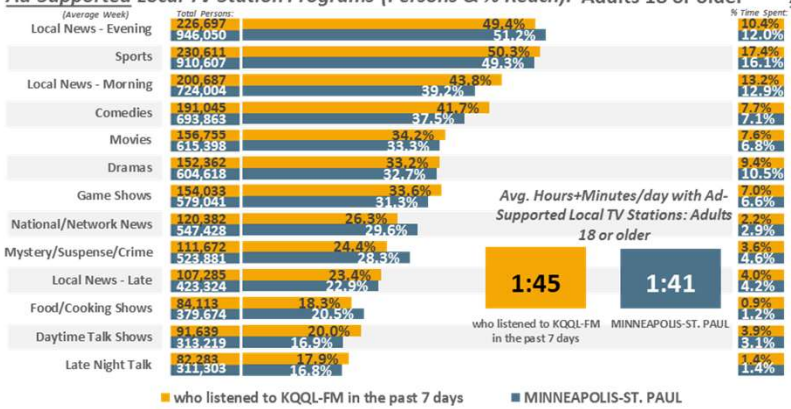
Local TV Station Programs (Persons & % Reach): Adults 18 or older



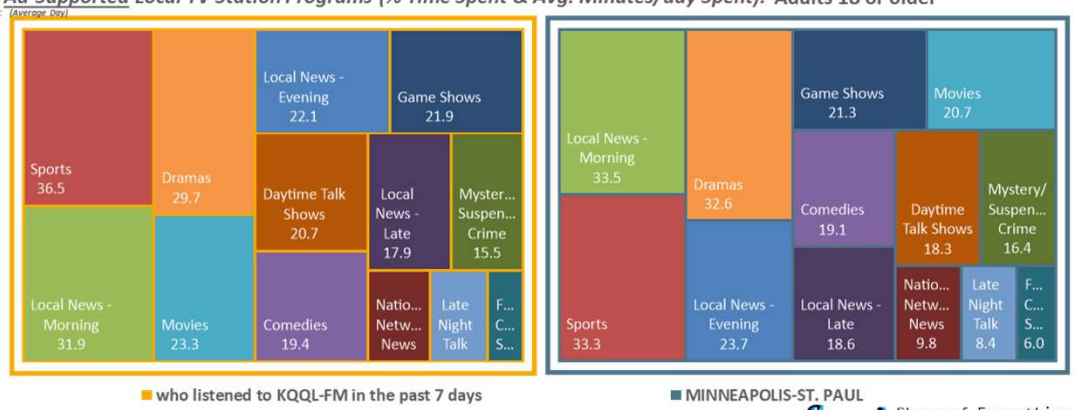
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 325

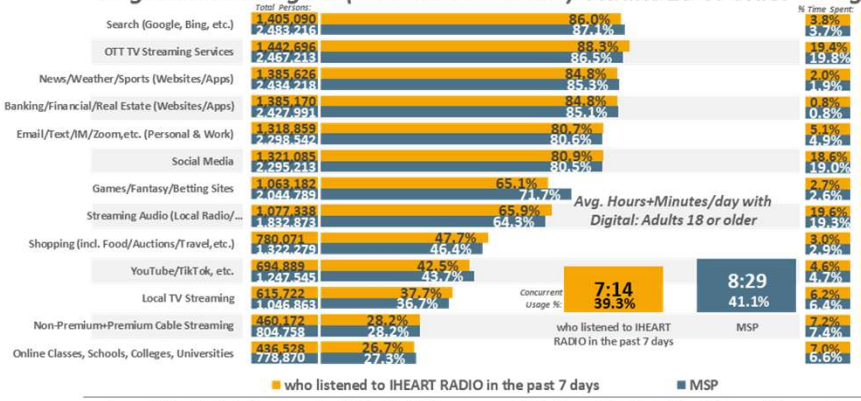
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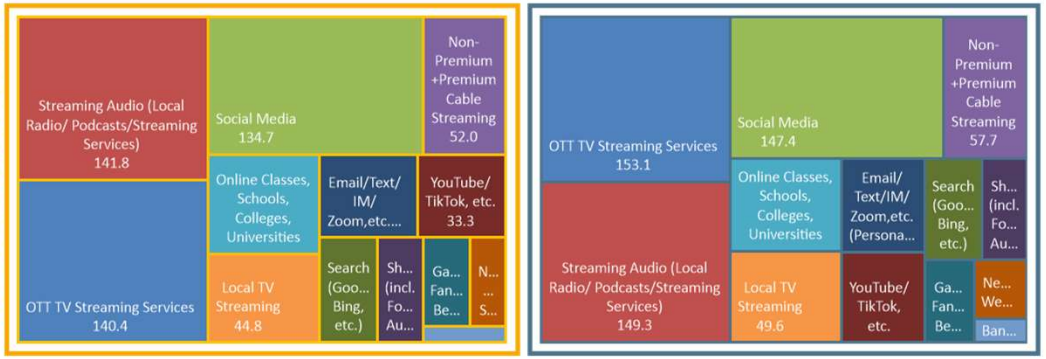
Radio Stations: KQQL-FM

1,182,393 or 72.4% of Adults 18 or older who listened to IHEART RADIO in the past 7 days use Ad-Supported Social Media for an average of 120.6 minutes every day representing 23.1% of all time spent daily with Ad-Supported Digital Media.

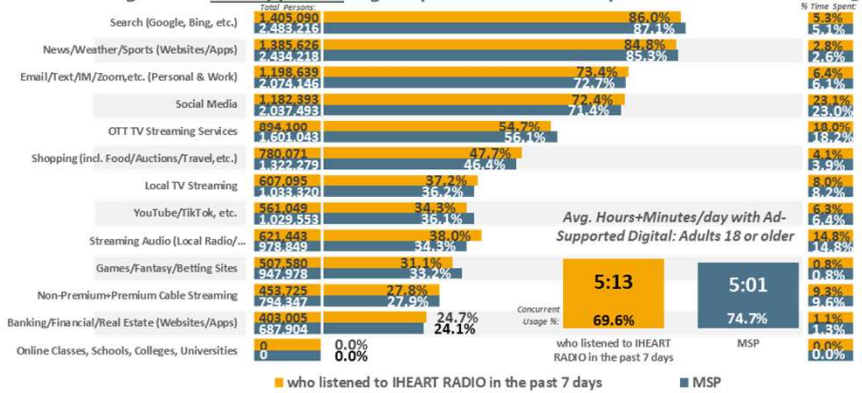
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



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



MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 797

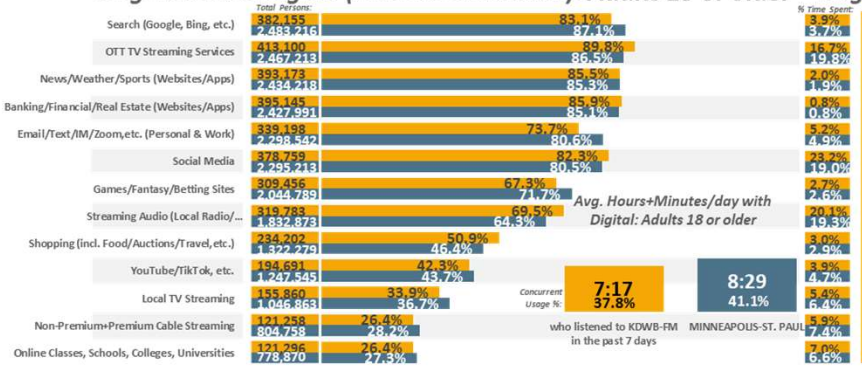
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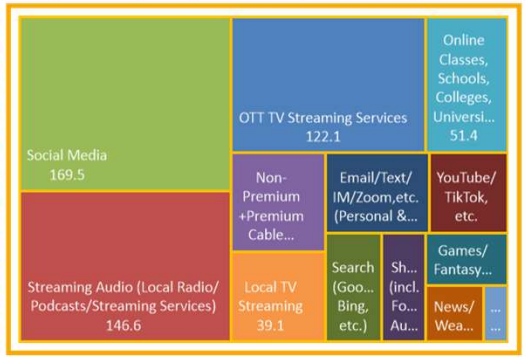
(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

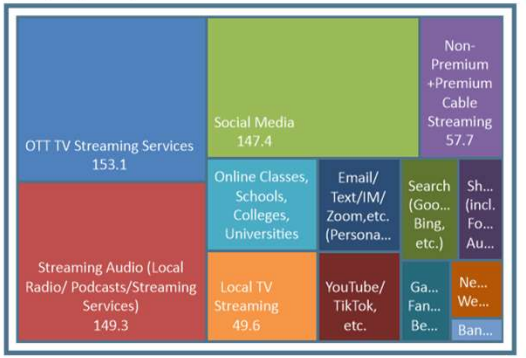
350,703 or 76.2% of Adults 18 or older who listened to KDWB-FM in the past 7 days use Ad-Supported Social Media for an average of 157. minutes every day representing 28.9% of all time spent daily with Ad-Supported Digital Media.

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

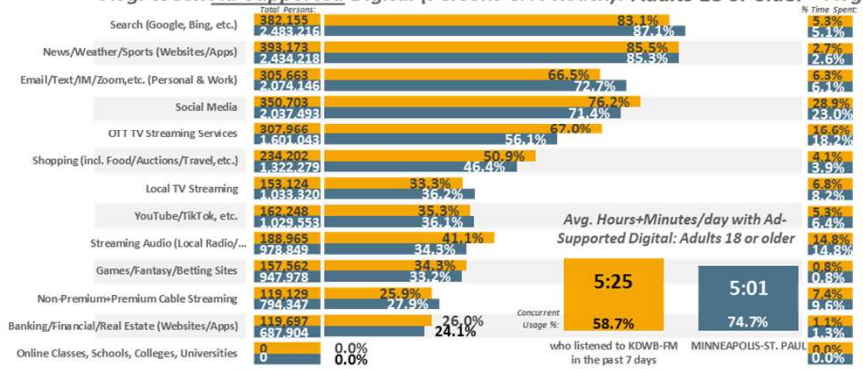


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

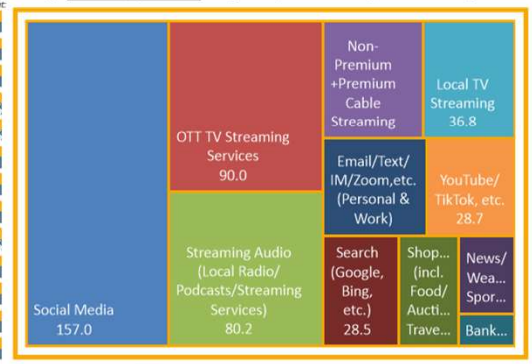


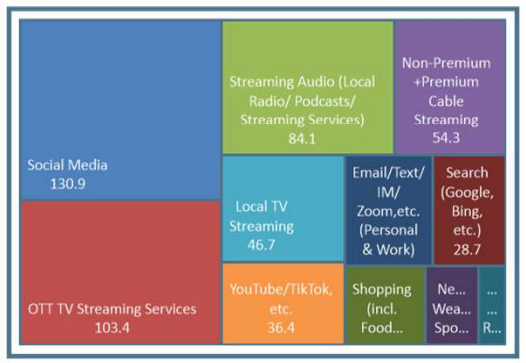


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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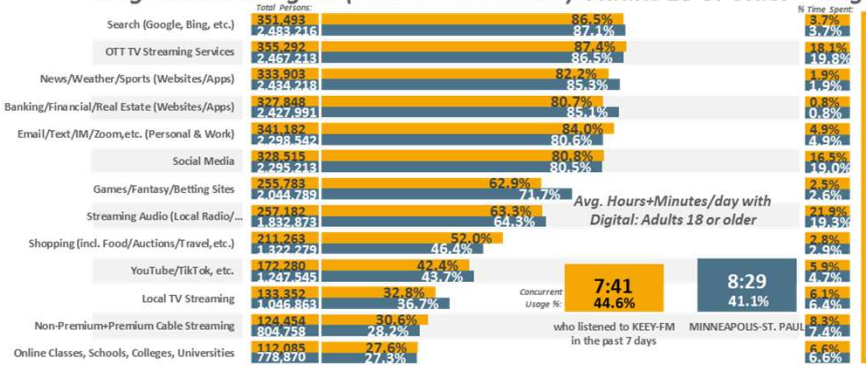
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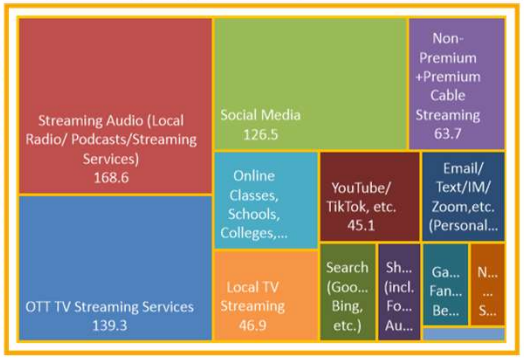
Radio Stations: KDWB-FM

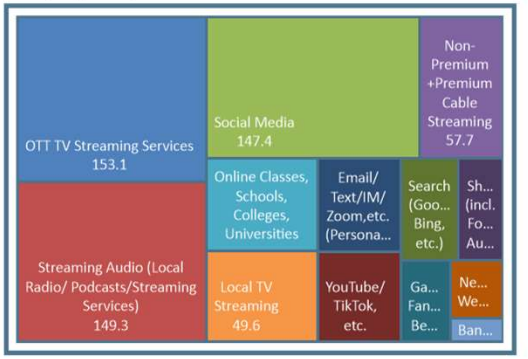
307,924 or 75.8% of Adults 18 or older who listened to KEEY-FM in the past 7 days use Ad-Supported Social Media for an average of 118.6 minutes every day representing 21.4% of all time spent daily with Ad-Supported Digital Media.

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

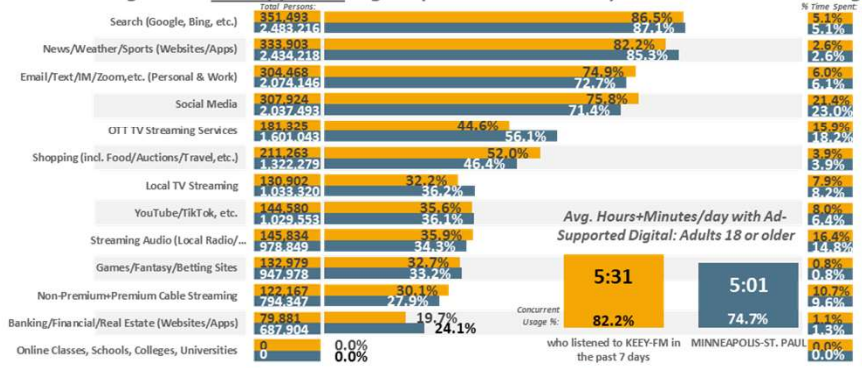


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

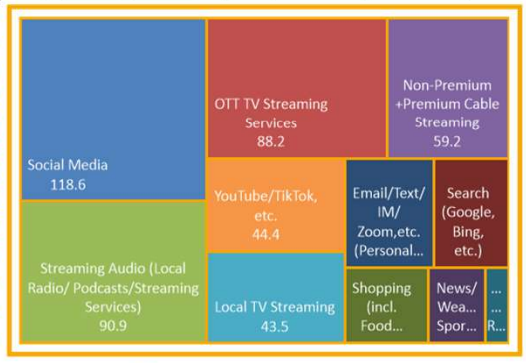


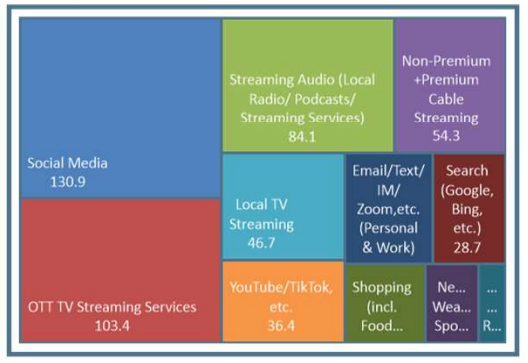


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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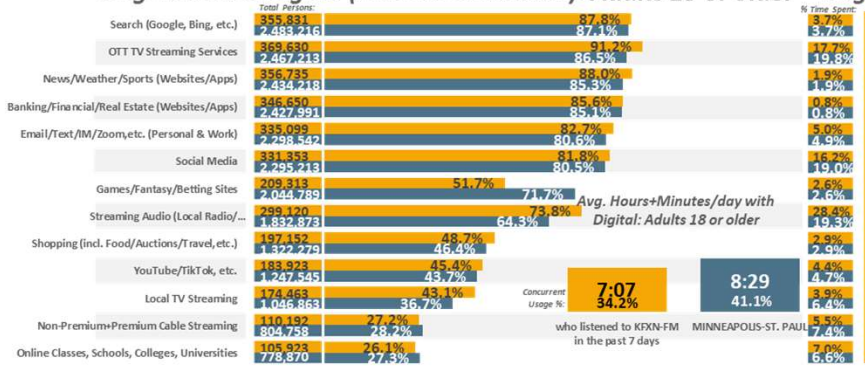
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Radio Stations: KEEY-FM

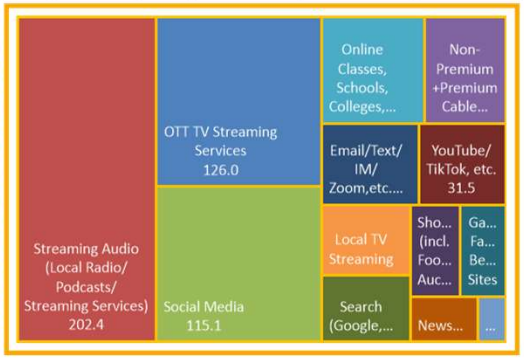
KFAN SPORTS RADIO - FM 100.3

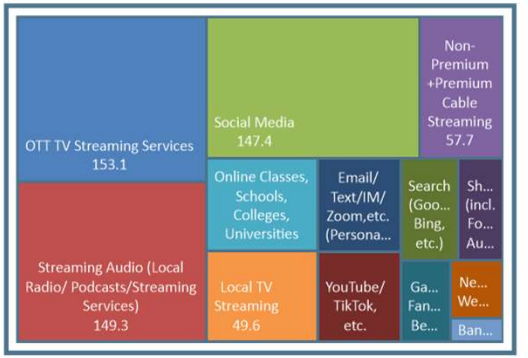
272,822 or 67.3% of Adults 18 or older who listened to KFXN-FM in the past 7 days use Ad-Supported Social Media for an average of 94.7 minutes every day representing 19.2% of all time spent daily with Ad-Supported Digital Media.

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

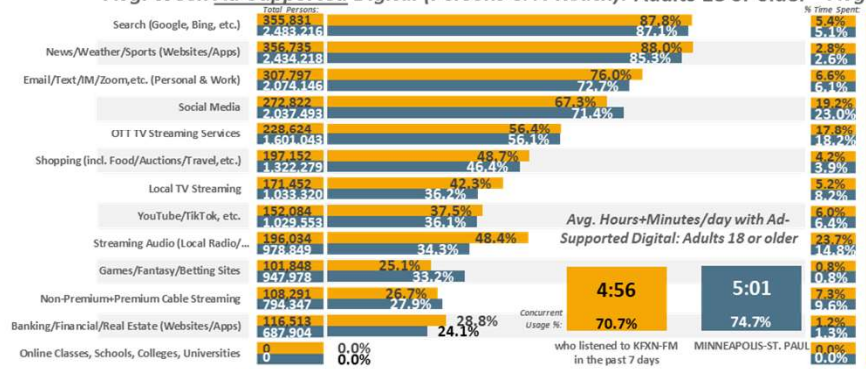


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

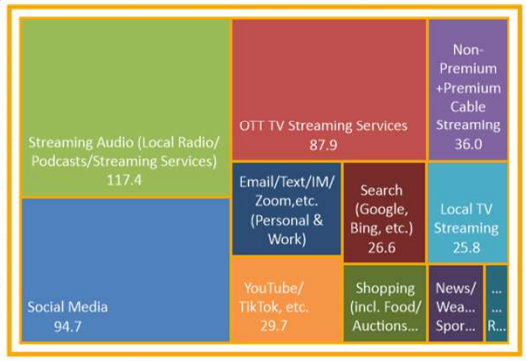


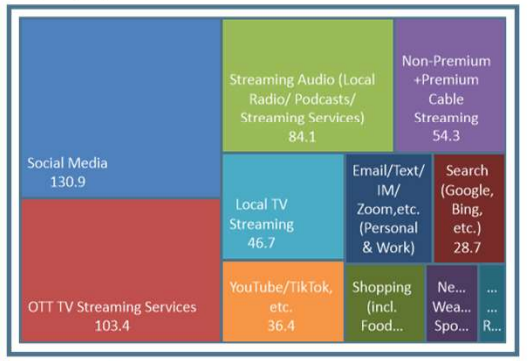


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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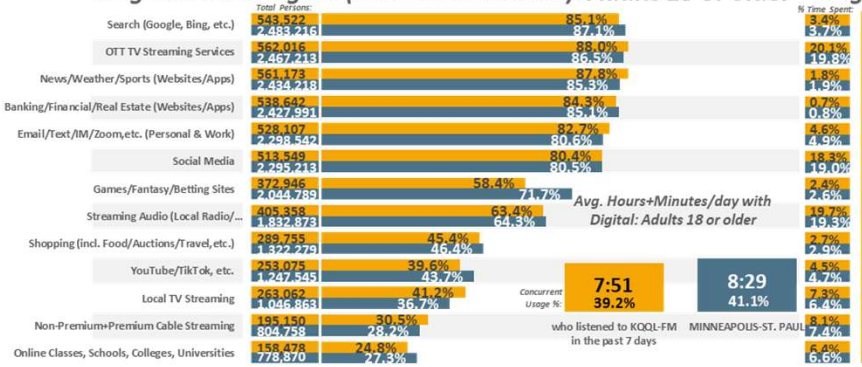
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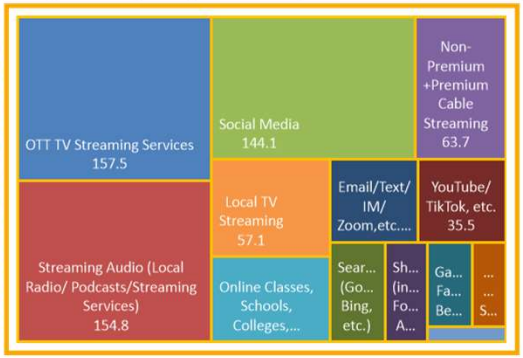
Radio Stations: KFXN-FM

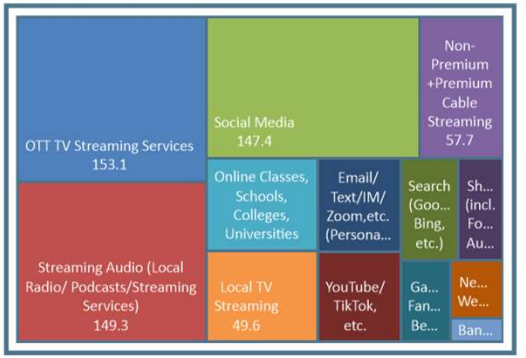
455,682 or 71.3% of Adults 18 or older who listened to KQQL-FM in the past 7 days use Ad-Supported Social Media for an average of 127.8 minutes every day representing 22.5% of all time spent daily with Ad-Supported Digital Media.

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

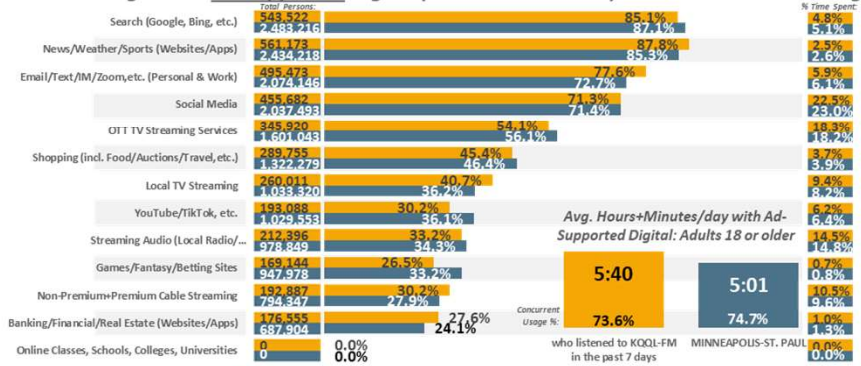


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

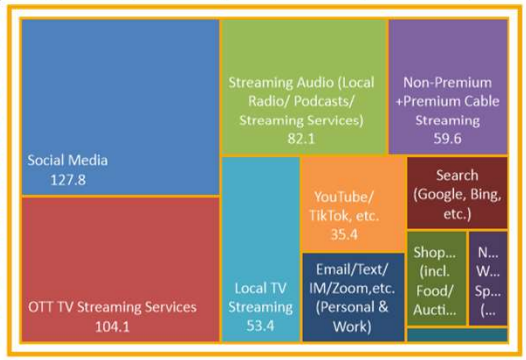


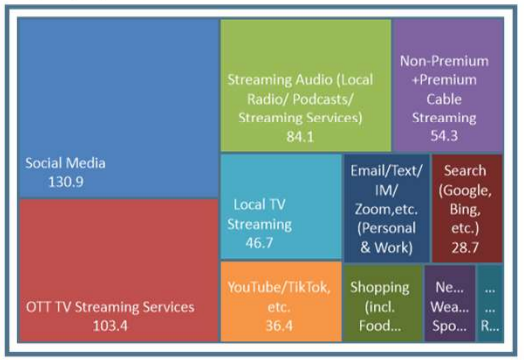


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 325

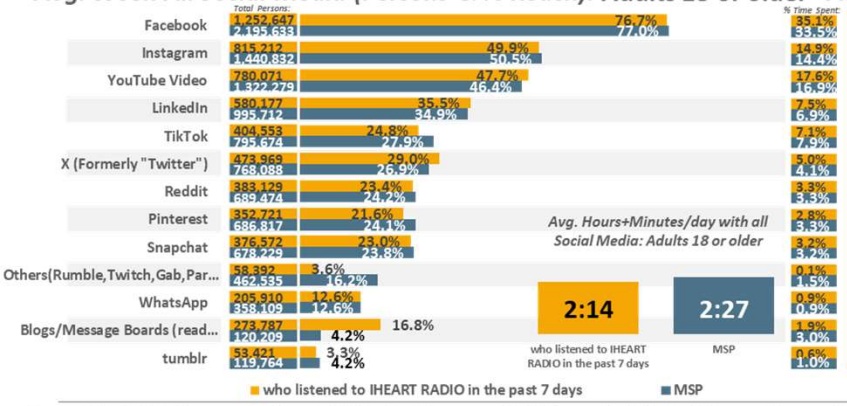
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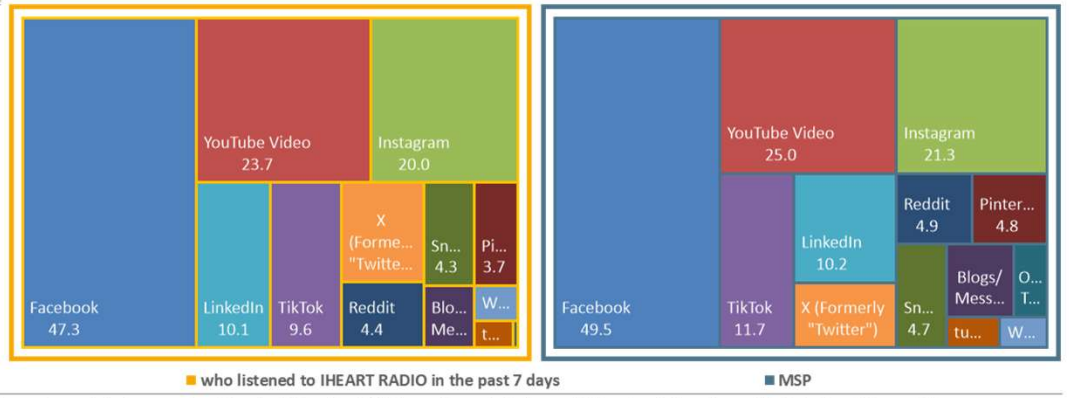
Radio Stations: KQQL-FM

1,182,393 or 72.4% of Adults 18 or older who listened to IHEART RADIO in the past 7 days use Ad-Supported Facebook for an average of 42.5 minutes every day representing 35.2% of all time spent daily with Ad-Supported Social Media.

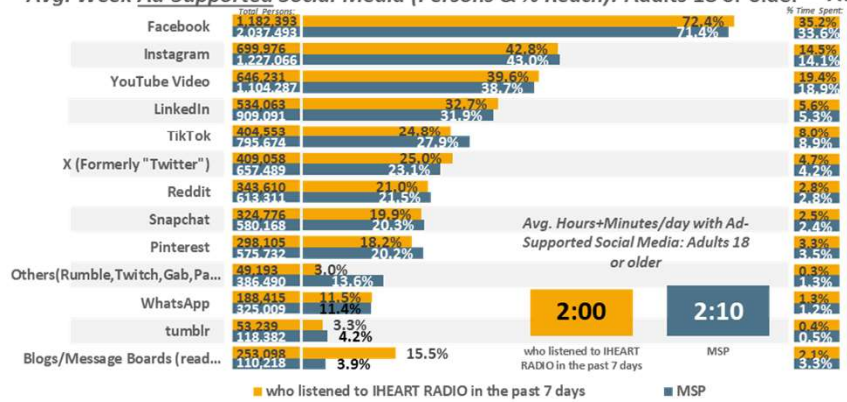
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



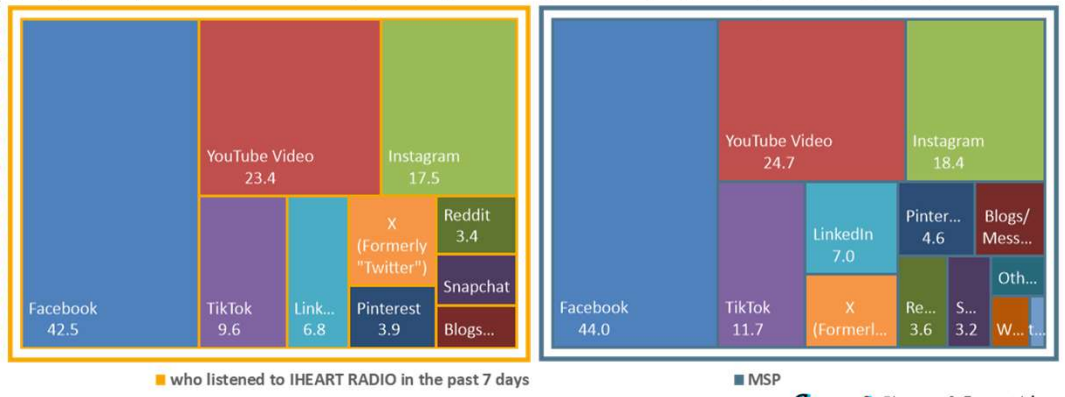
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 797

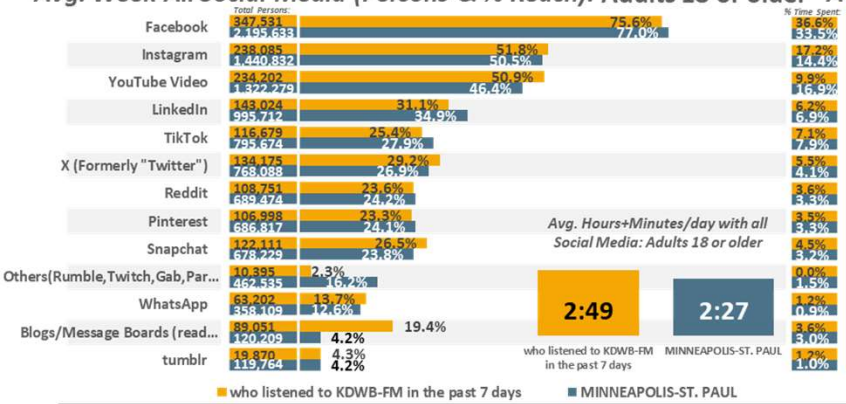
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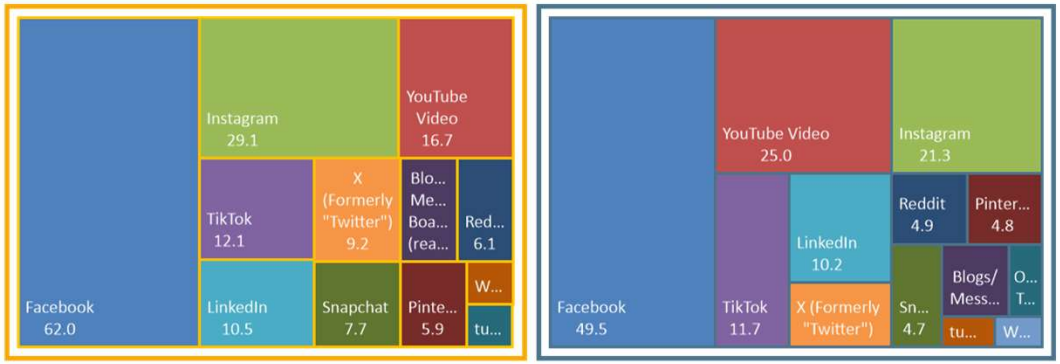
(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

347,531 or 75.6% of Adults 18 or older who listened to KDWB-FM in the past 7 days use Ad-Supported Facebook for an average of 60.8 minutes every day representing 38.7% of all time spent daily with Ad-Supported Social Media.

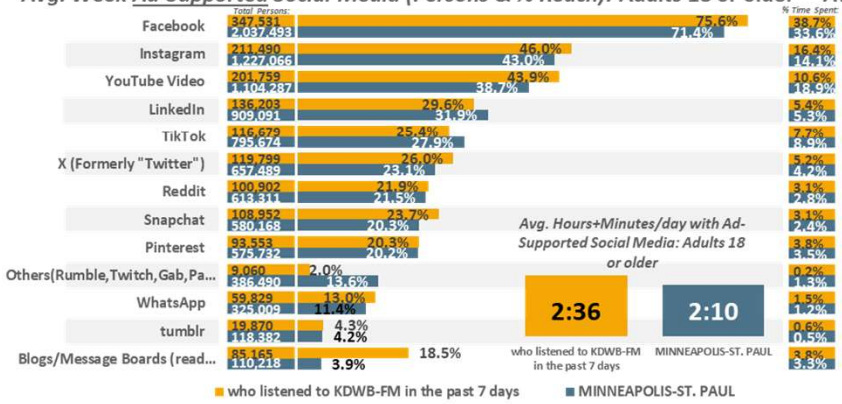
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



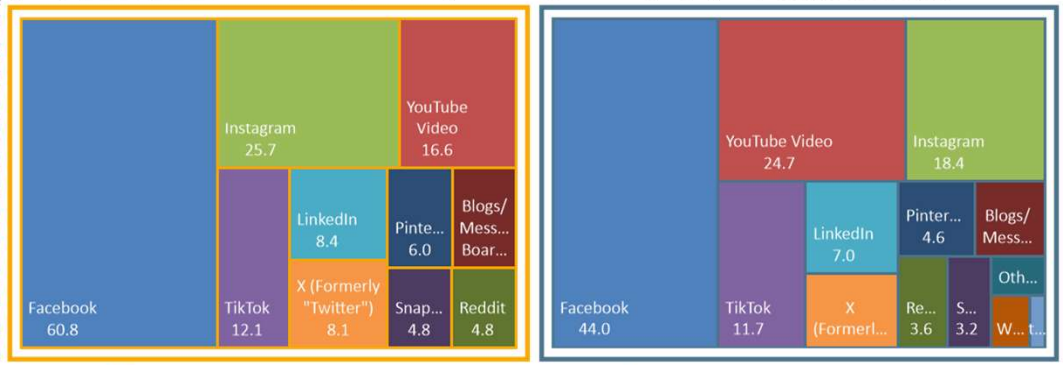
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 199

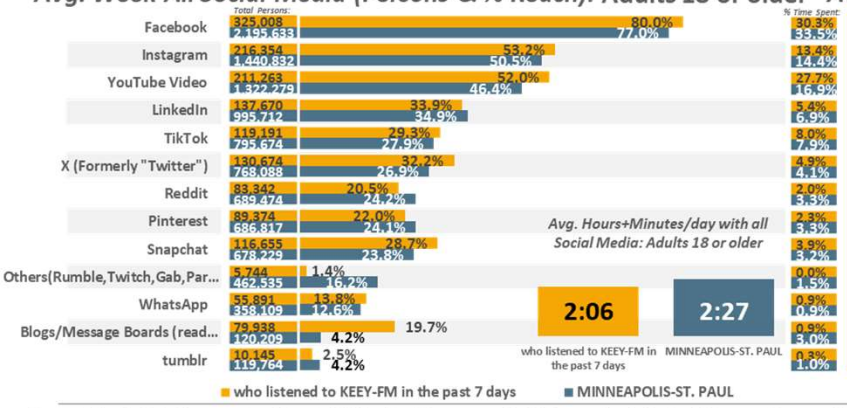
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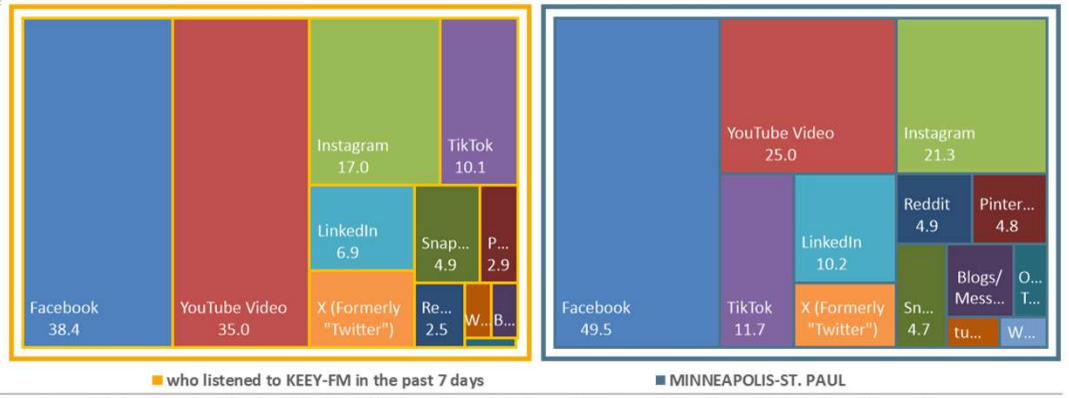
Radio Stations: KDWB-FM

307,924 or 75.8% of Adults 18 or older who listened to KEEY-FM in the past 7 days use Ad-Supported Facebook for an average of 35.8 minutes every day representing 30.2% of all time spent daily with Ad-Supported Social Media.

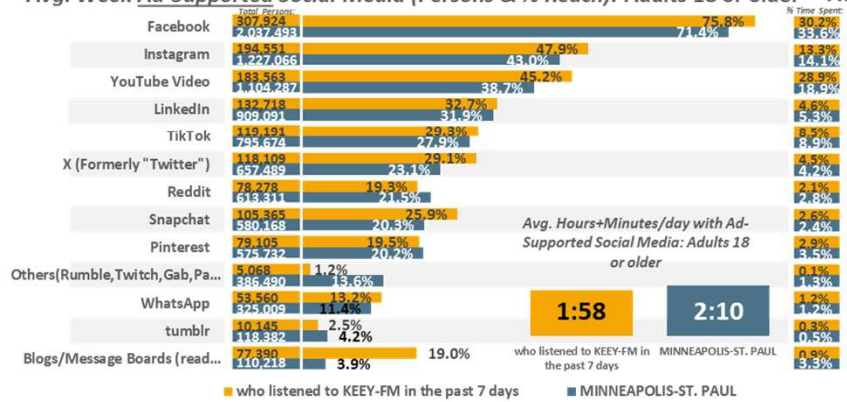
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



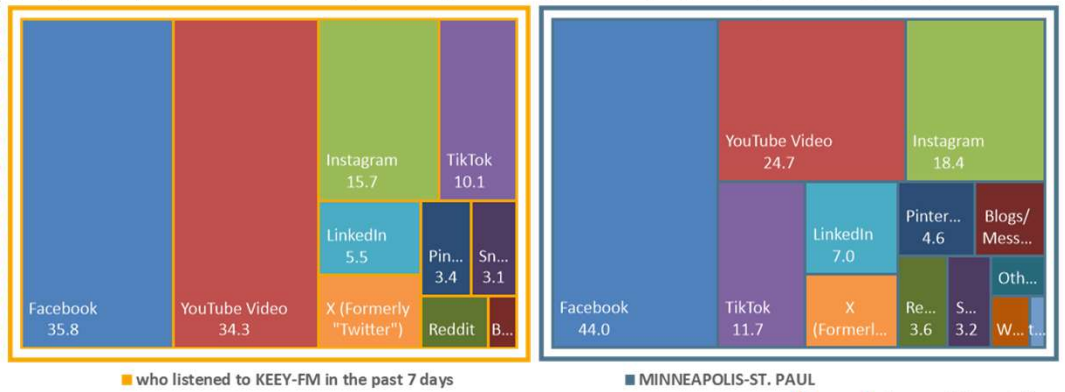
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 191

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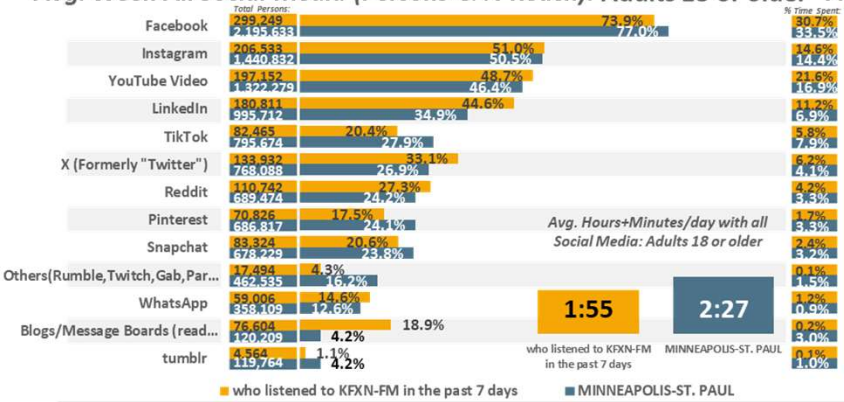
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Radio Stations: KEEY-FM

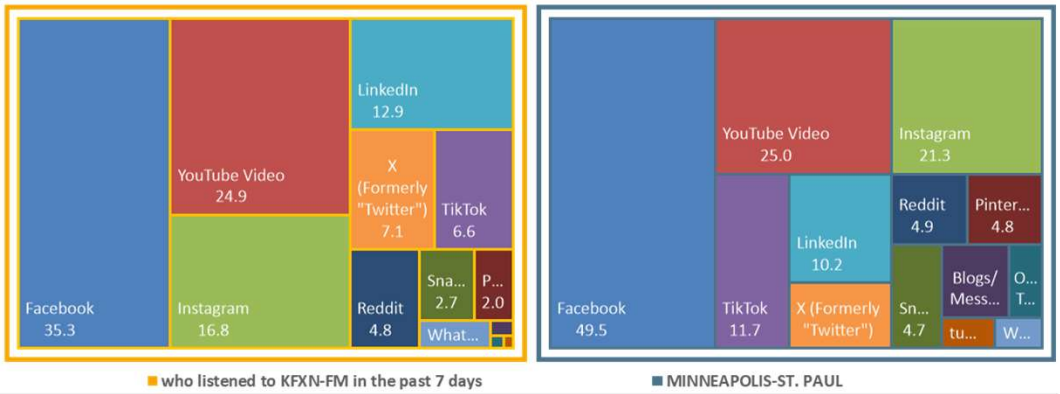
KFAN SPORTS RADIO - FM 100.3

272,822 or 67.3% of Adults 18 or older who listened to KFXN-FM in the past 7 days use Ad-Supported Facebook for an average of 31.6 minutes every day representing 33.4% of all time spent daily with Ad-Supported Social Media.

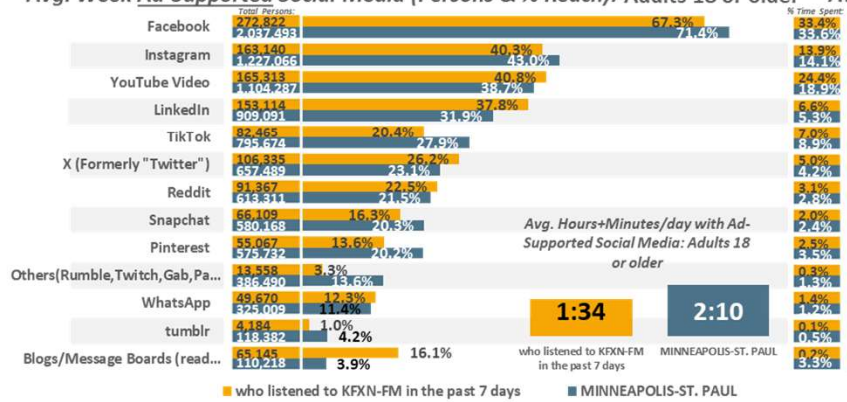
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



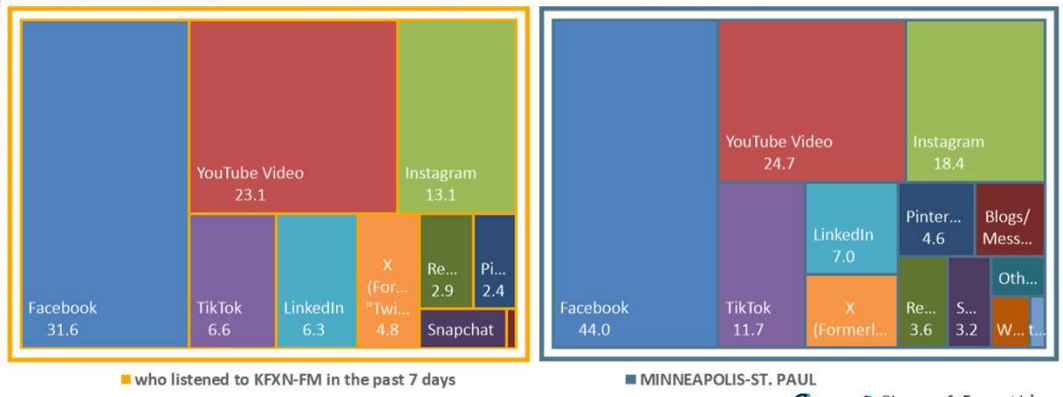
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 182

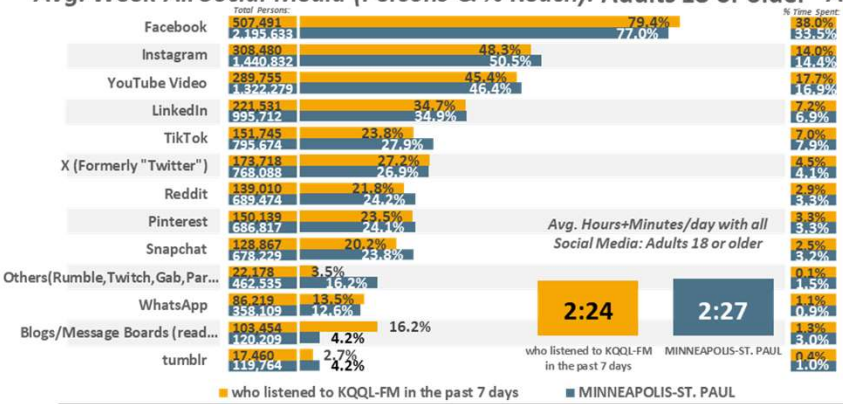
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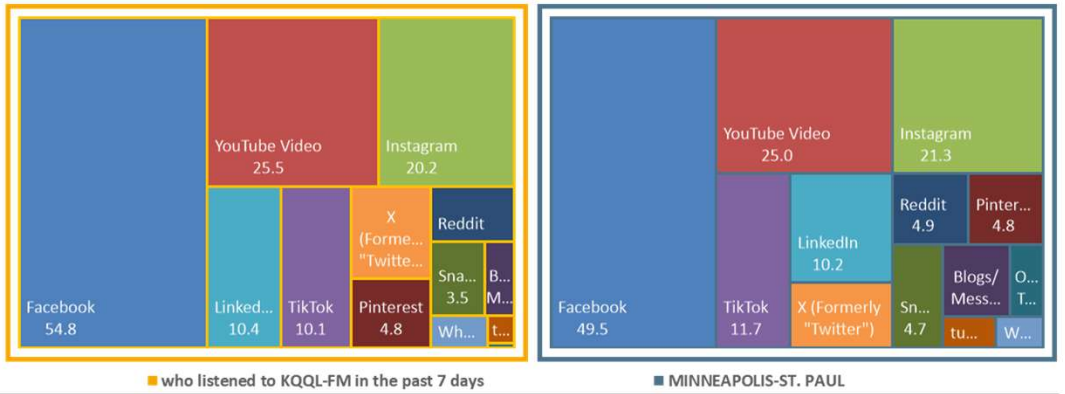
Radio Stations: KFXN-FM

455,682 or 71.3% of Adults 18 or older who listened to KQQL-FM in the past 7 days use Ad-Supported Facebook for an average of 45.8 minutes every day representing 35.8% of all time spent daily with Ad-Supported Social Media.

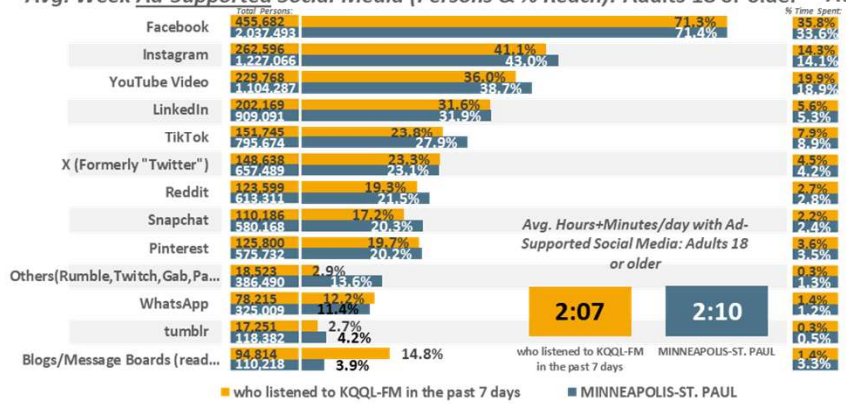
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



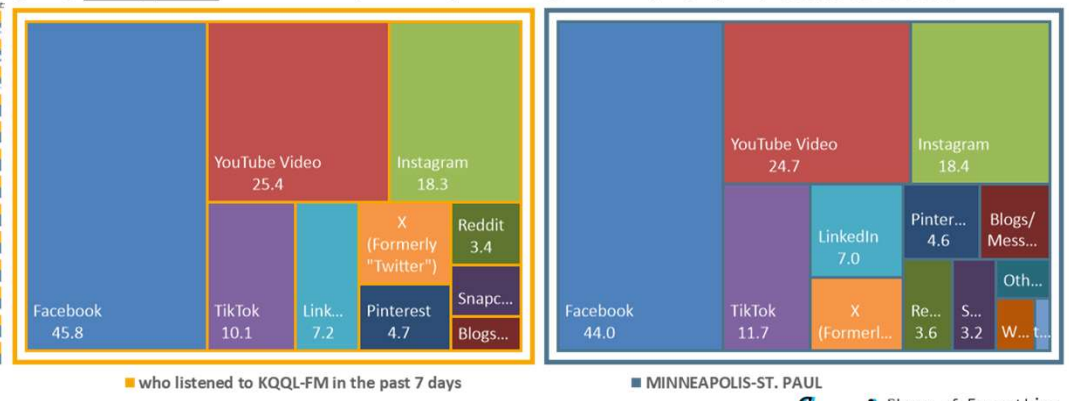
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



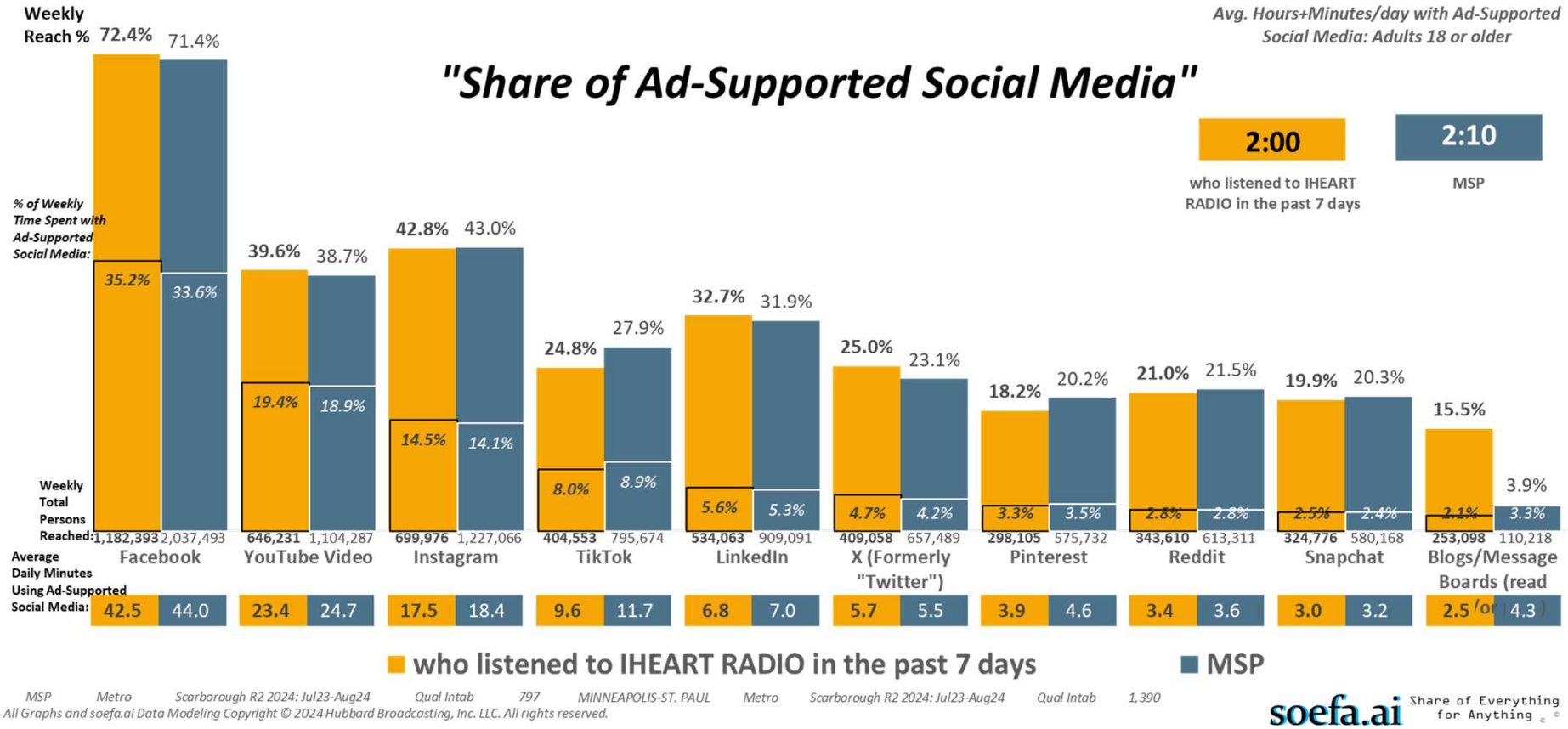
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 325

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Radio Stations: KQQL-FM

1,182,393 or 72.4% of Adults 18 or older who listened to IHEART RADIO in the past 7 days use Ad-Supported Facebook for an average of 42.5 minutes every day representing 35.2% of all time spent daily with Ad-Supported Social Media.



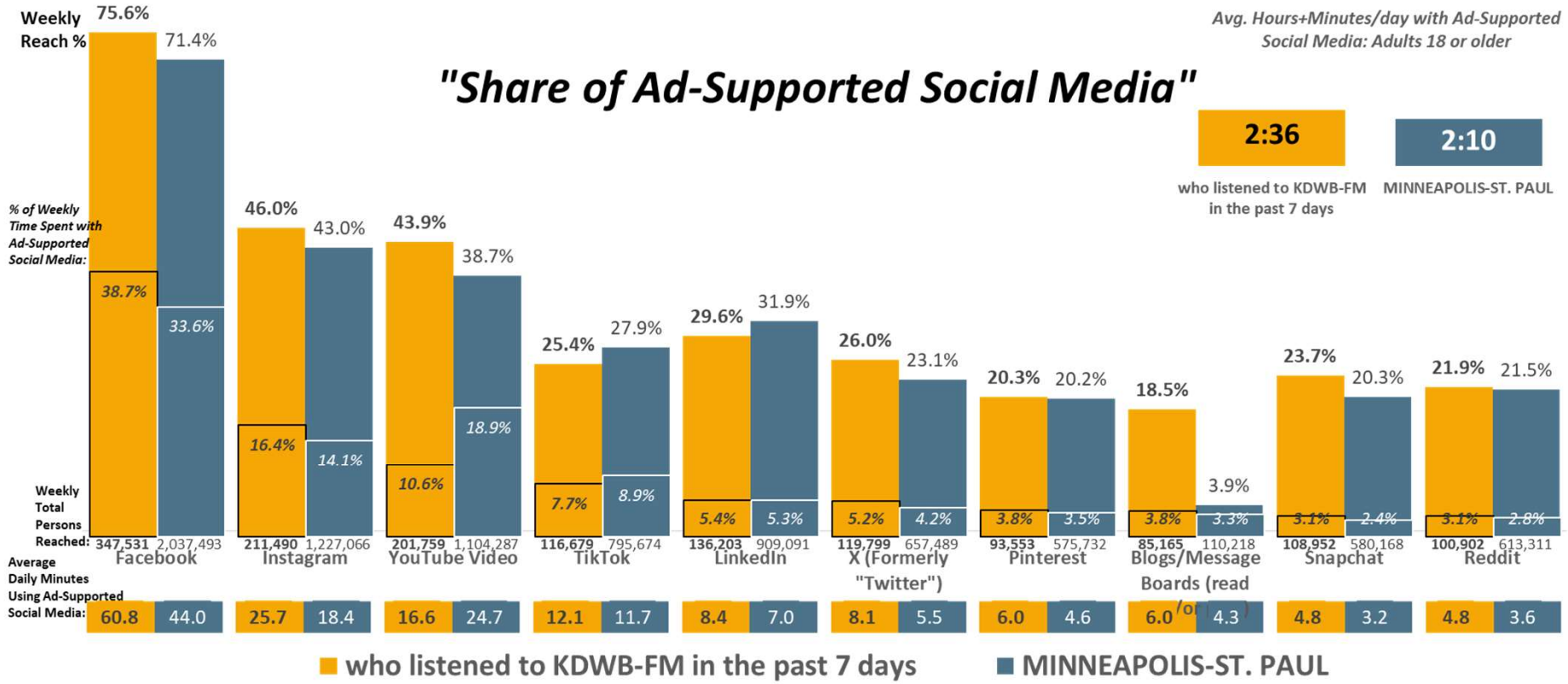
MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 797 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390

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

347,531 or 75.6% of Adults 18 or older who listened to KDWB-FM in the past 7 days use Ad-Supported Facebook for an average of 60.8 minutes every day representing 38.7% of all time spent daily with Ad-Supported Social Media.



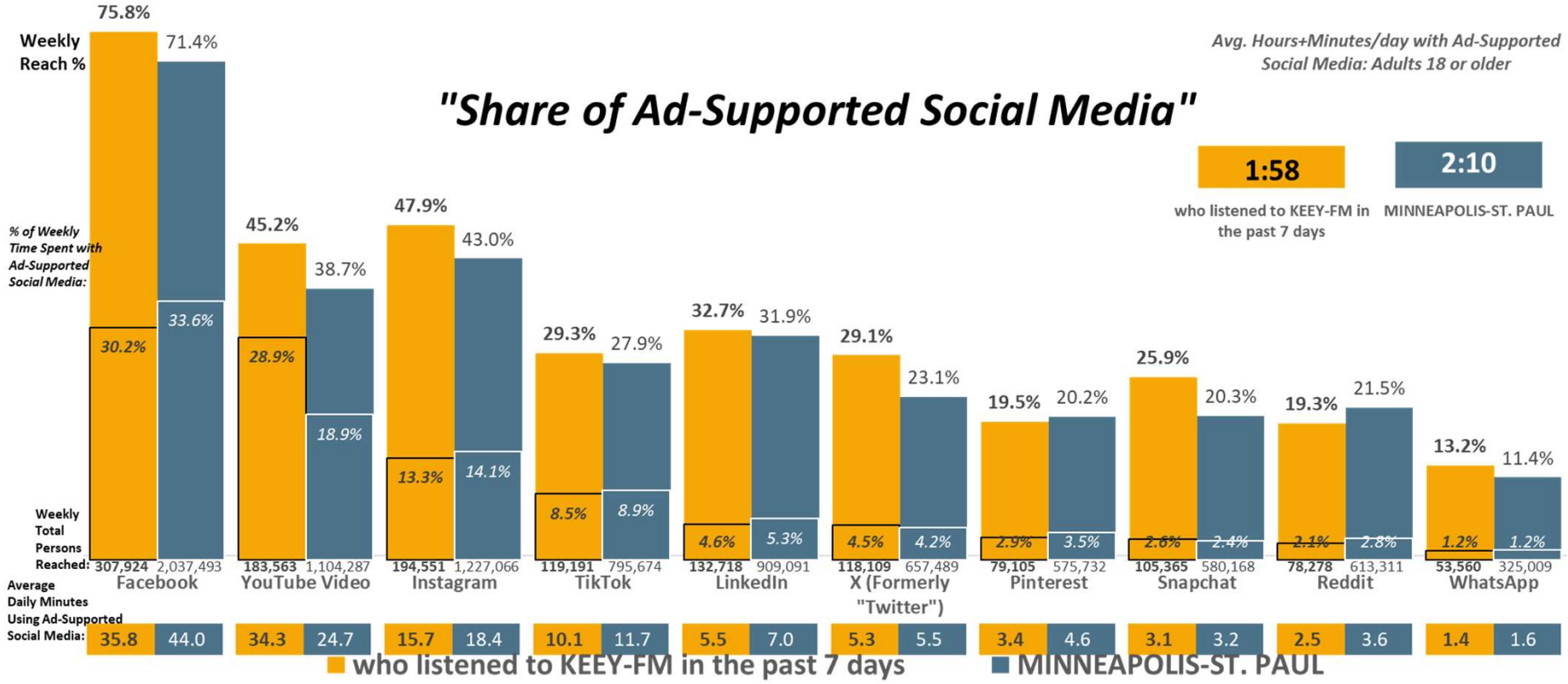
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 199 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390

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Radio Stations: KDWB-FM

307,924 or 75.8% of Adults 18 or older who listened to KEEY-FM in the past 7 days use Ad-Supported Facebook for an average of 35.8 minutes every day representing 30.2% of all time spent daily with Ad-Supported Social Media.



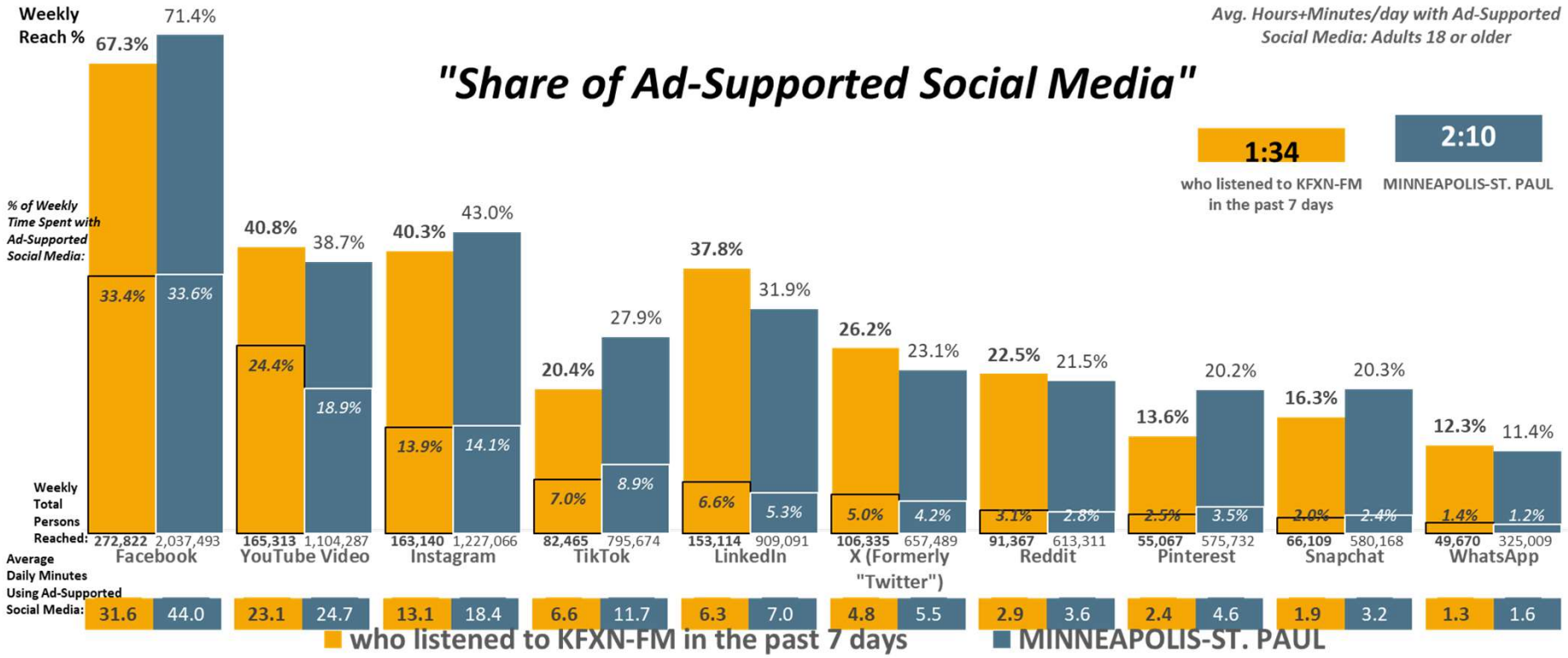
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 191 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390

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Radio Stations: KEEY-FM

272,822 or 67.3% of Adults 18 or older who listened to KFXN-FM in the past 7 days use Ad-Supported Facebook for an average of 31.6 minutes every day representing 33.4% of all time spent daily with Ad-Supported Social Media.



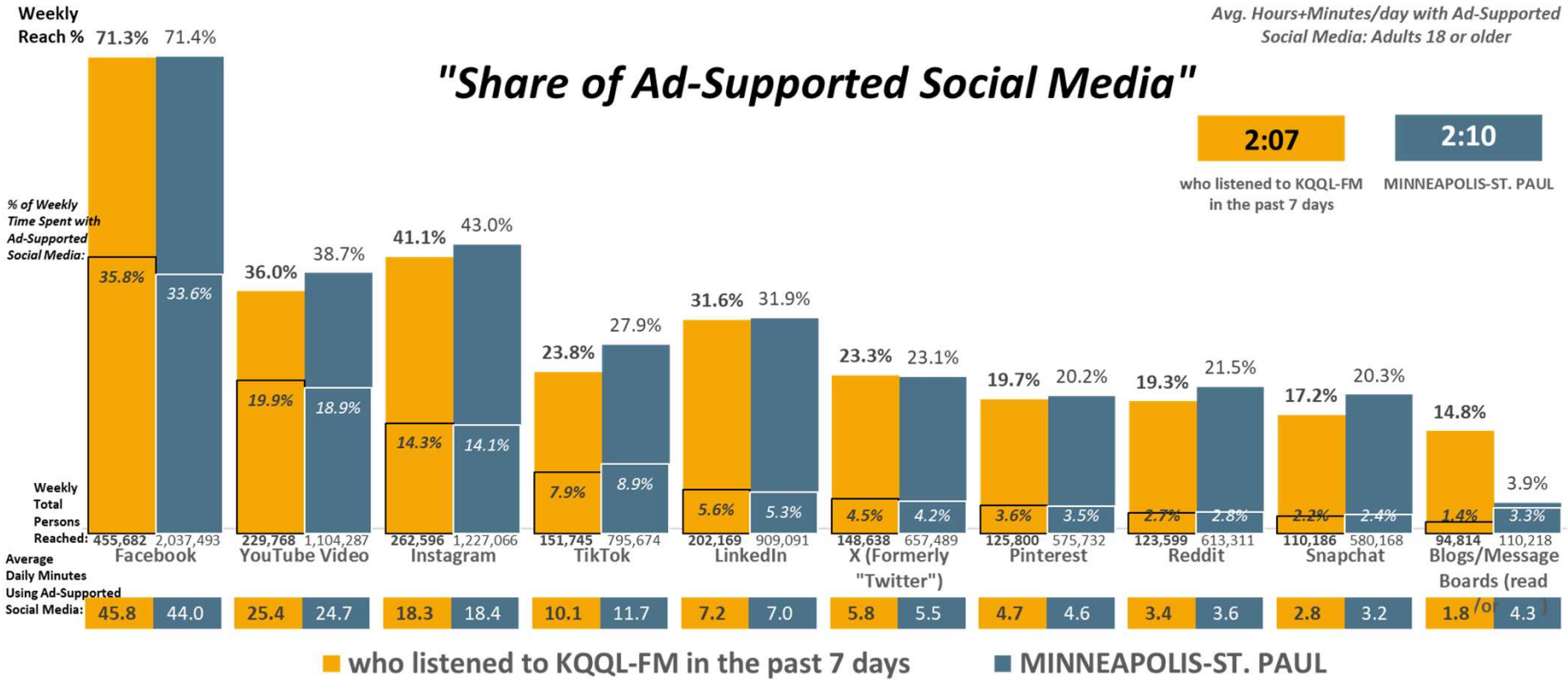
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 182 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390

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Radio Stations: KFXN-FM

455,682 or 71.3% of Adults 18 or older who listened to KQQL-FM in the past 7 days use Ad-Supported Facebook for an average of 45.8 minutes every day representing 35.8% of all time spent daily with Ad-Supported Social Media.



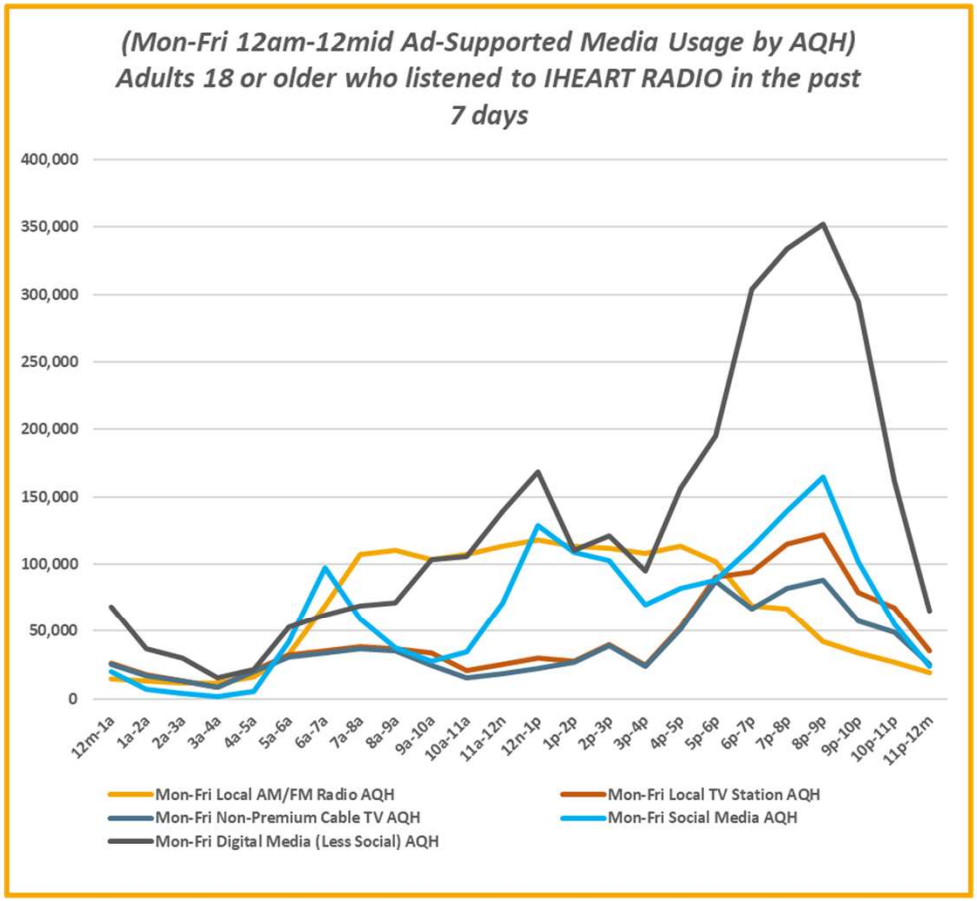
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 325 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390

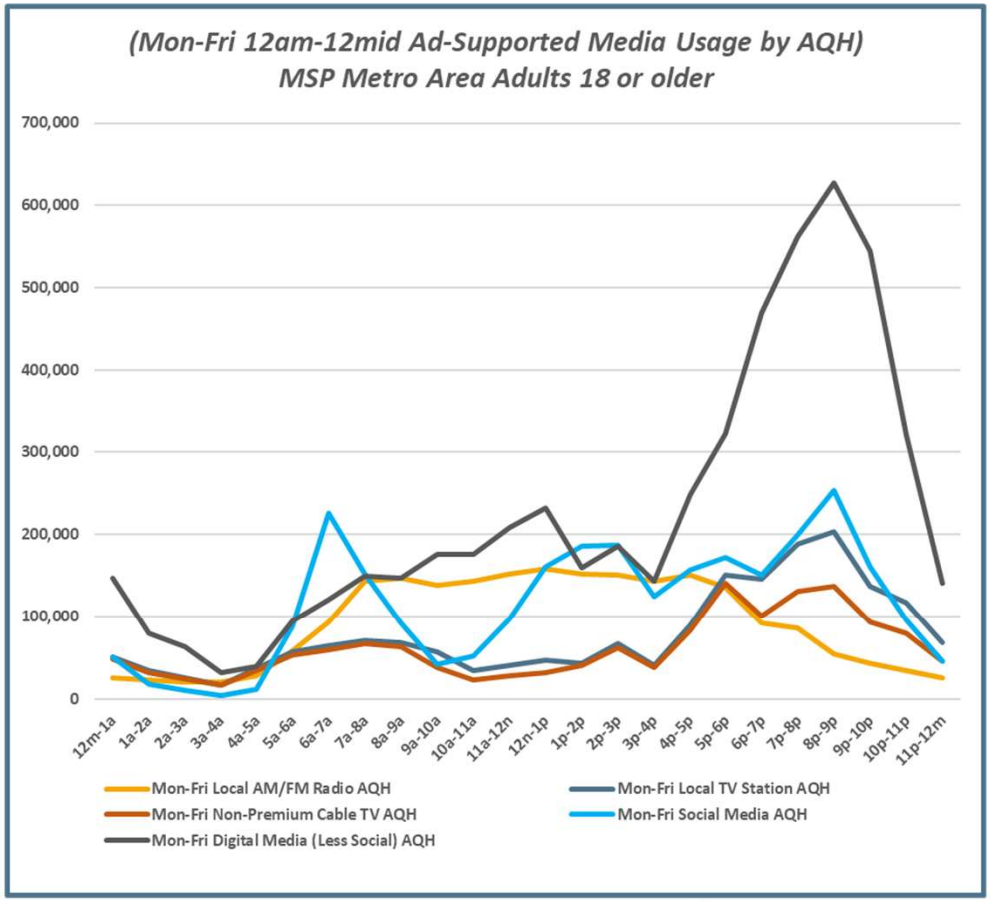
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Radio Stations: KQQL-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 130,936; Local Radio: 103,539; Social Media: 78,410; Local TV: 42,290; Non-Prem. Cable: 36,936 reaching Adults 18 or older who listened to IHEART RADIO in the past 7 days





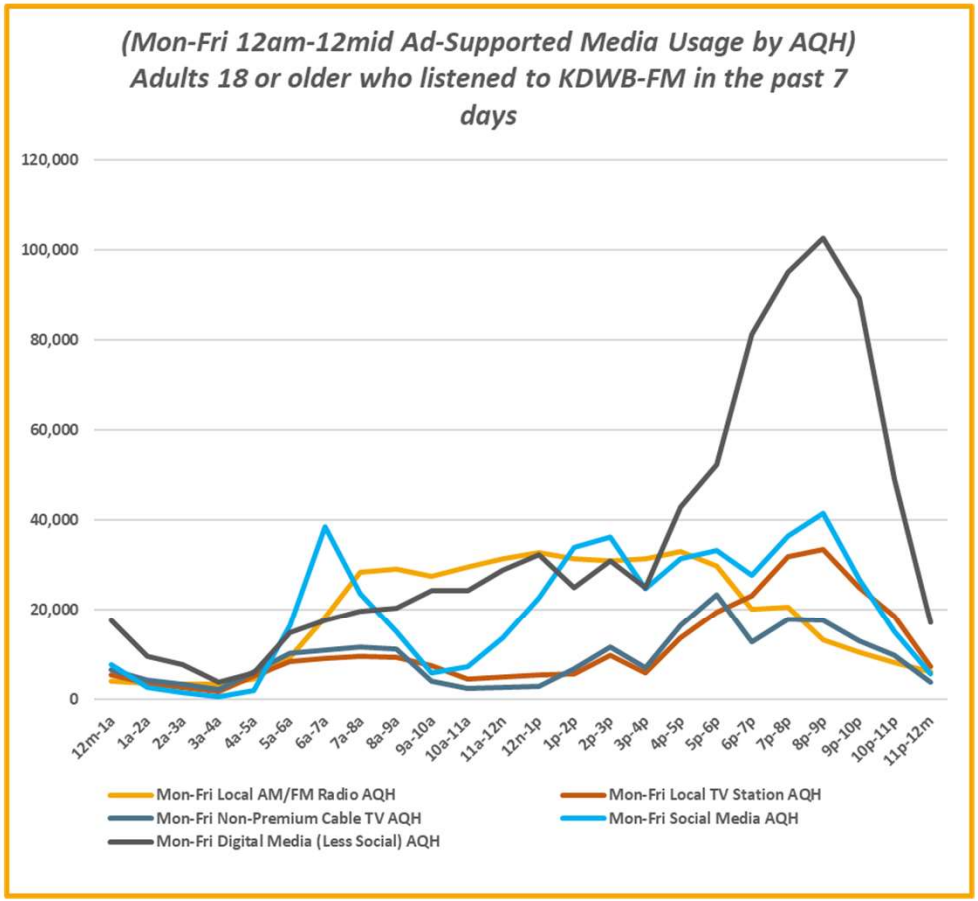
MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 797

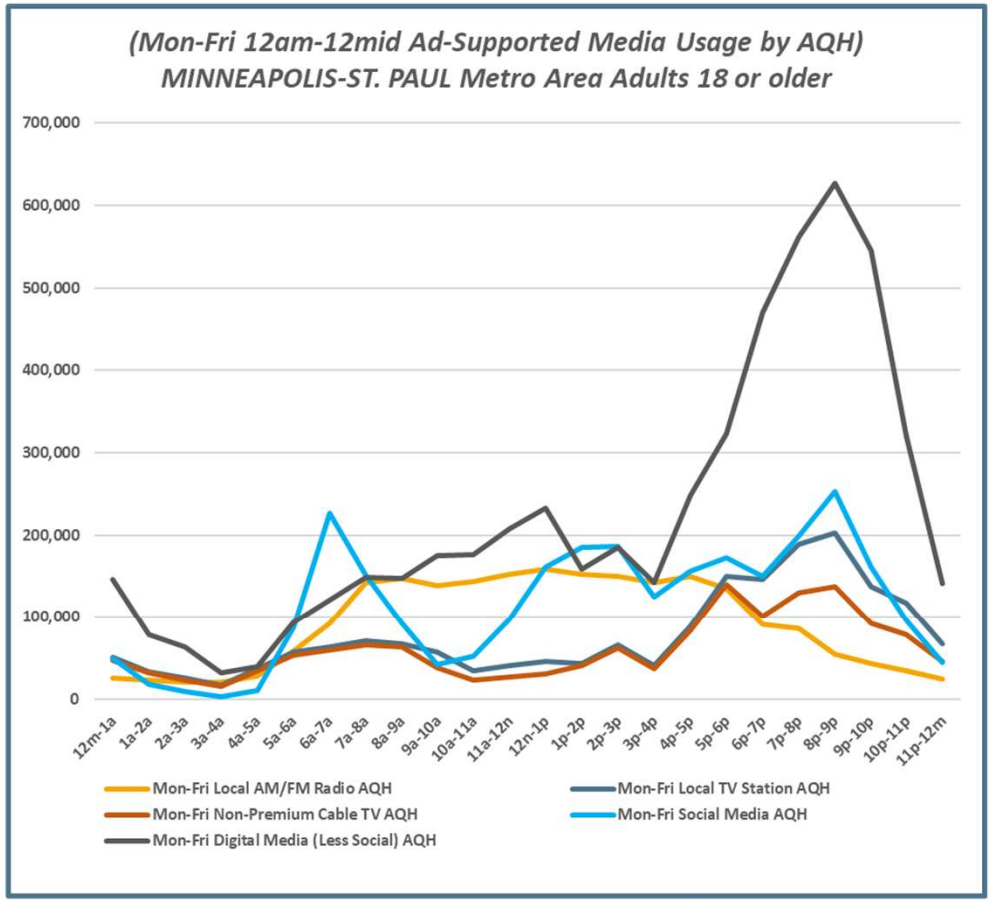
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(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 32,629; Local Radio: 28,736; Social Media: 24,147; Local TV: 9,827; Non-Prem. Cable: 9,495 reaching Adults 18 or older who listened to KDWB-FM in the past 7 days.





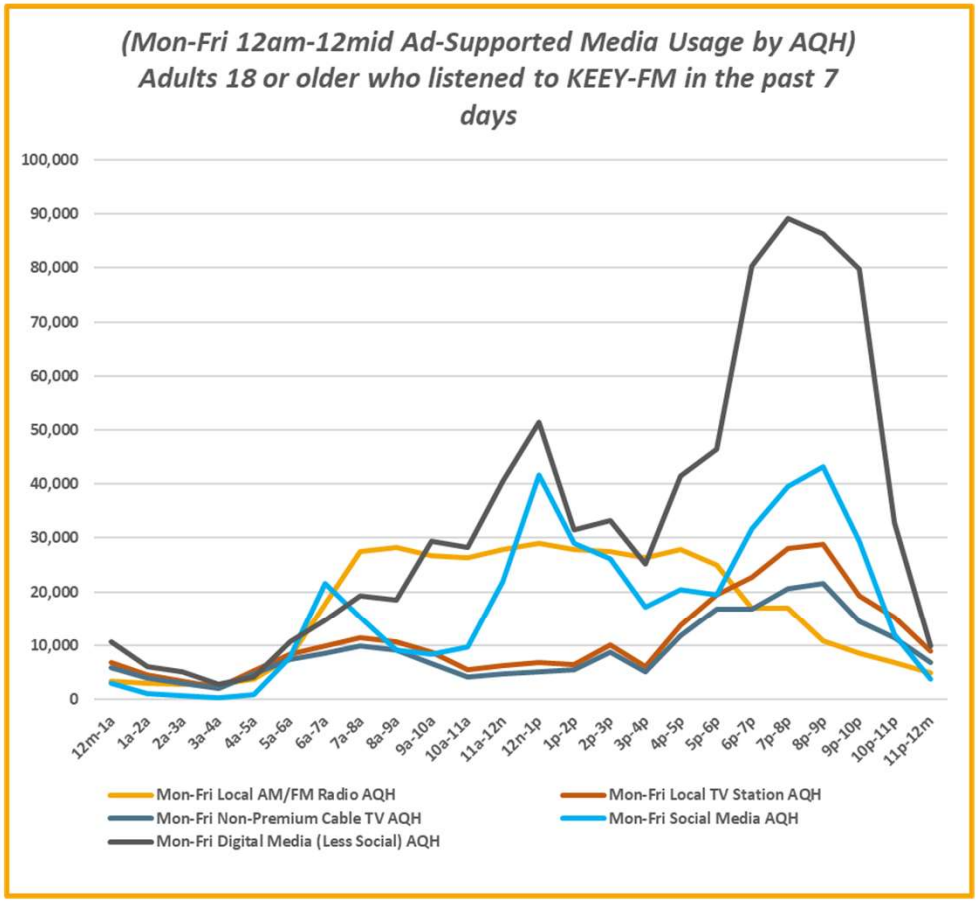
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 199

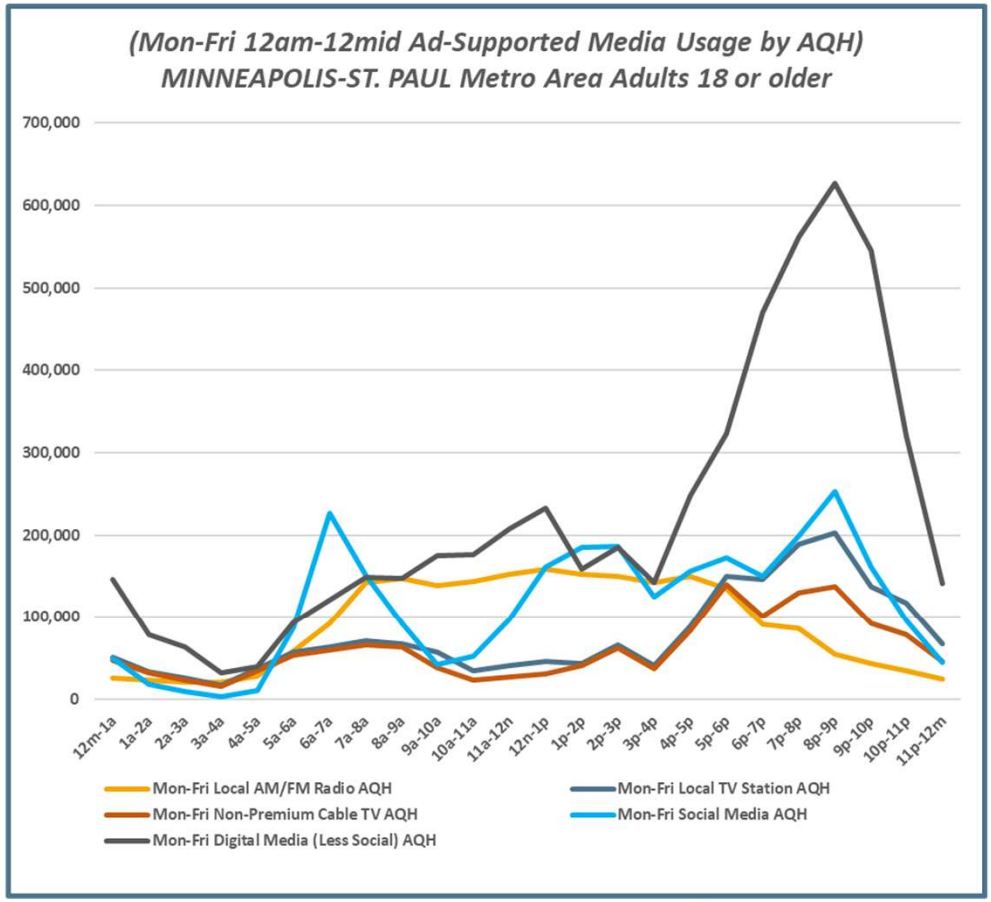
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Radio Stations: KDWB-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 35,392; Local Radio: 25,781; Social Media: 20,850; Local TV: 10,557; Non-Prem. Cable: 8,661 reaching Adults 18 or older who listened to KEEY-FM in the past 7 days.





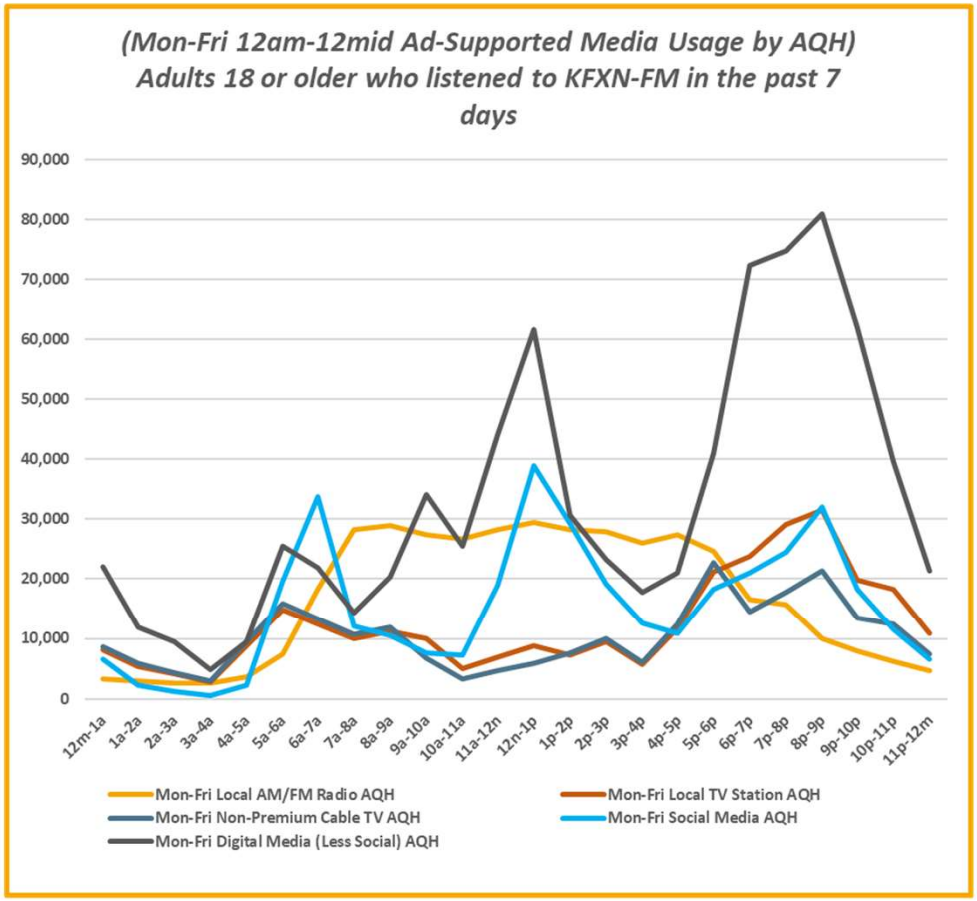
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 191

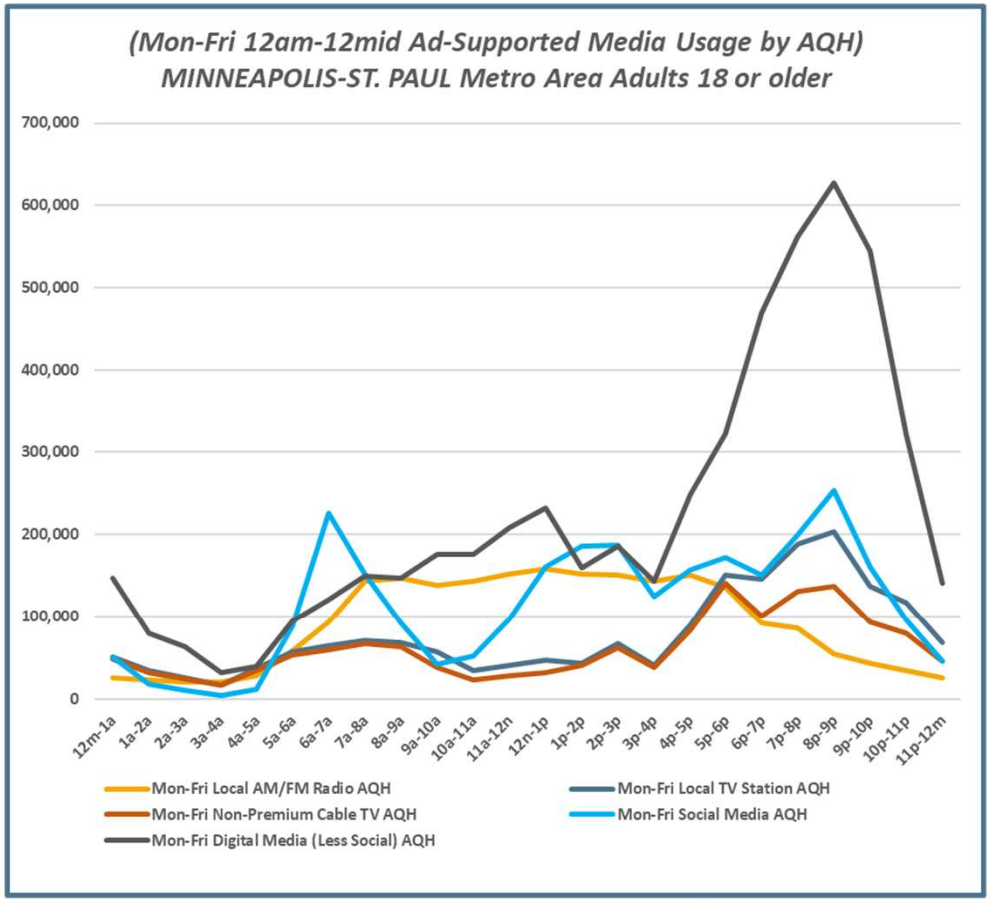
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Radio Stations: KEEY-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 32,946; Local Radio: 26,020; Social Media: 18,475; Local TV: 10,998; Non-Prem. Cable: 9,997 reaching Adults 18 or older who listened to KFXN-FM in the past 7 days.





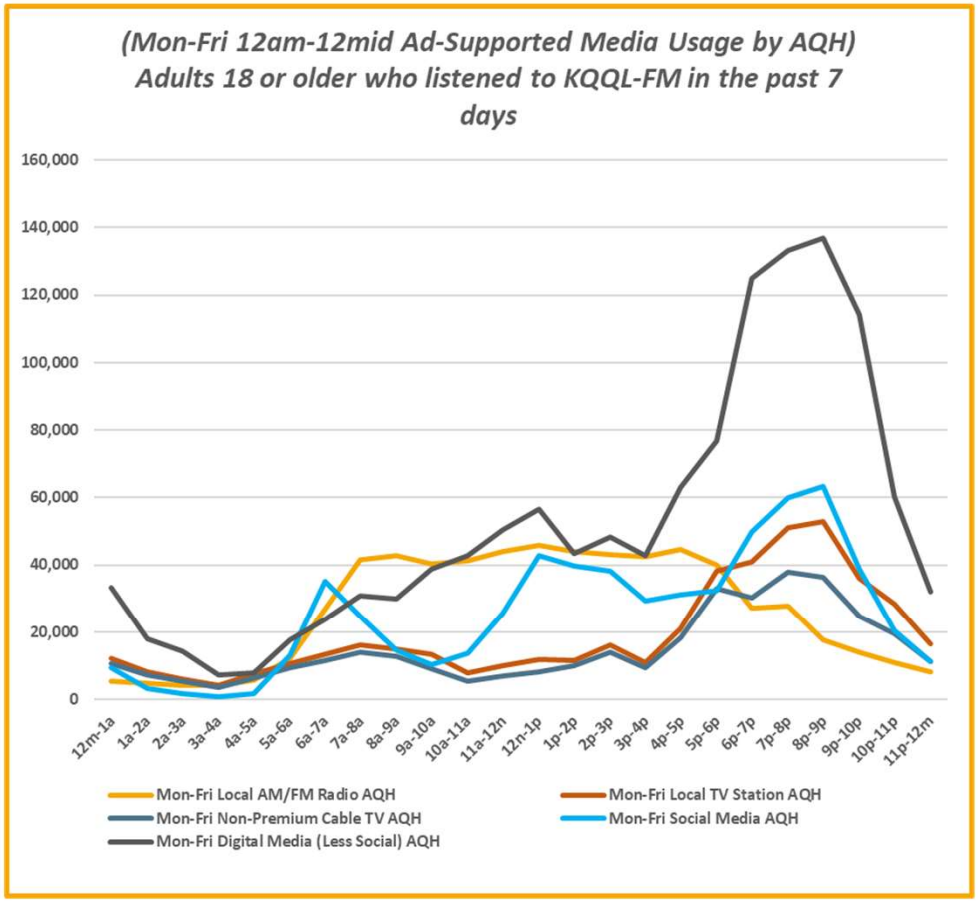
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 182

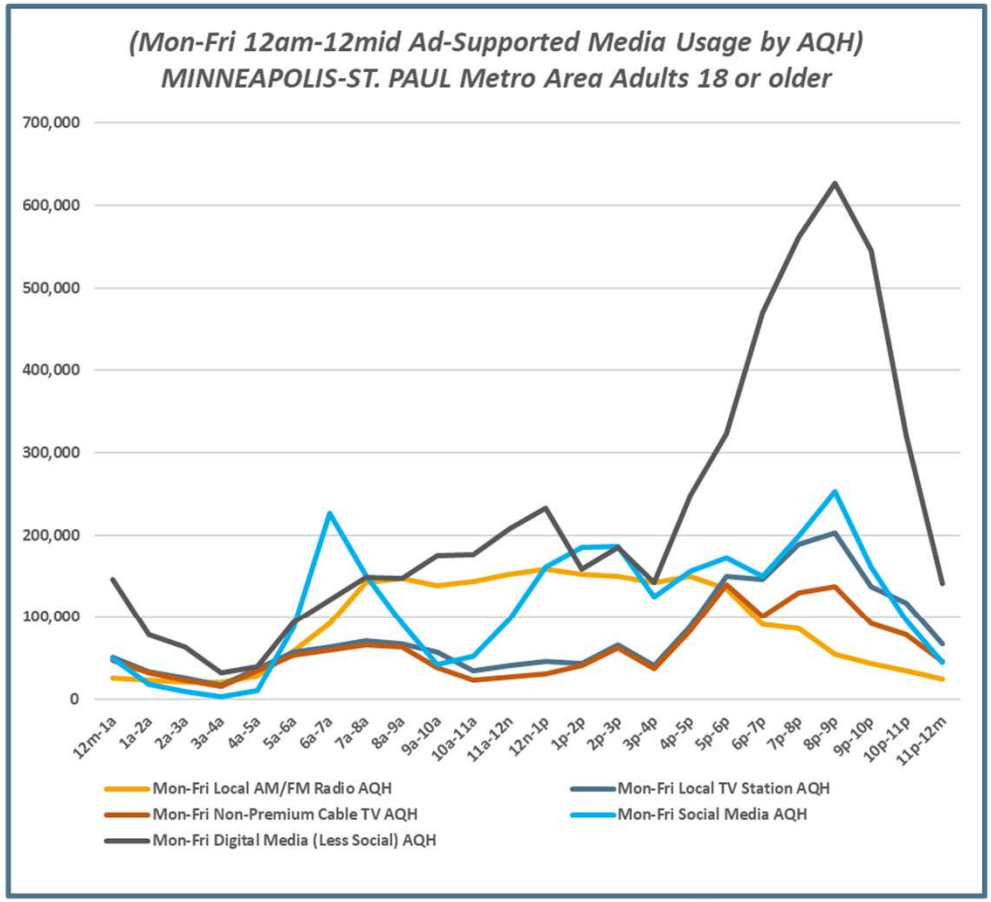
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Radio Stations: KFXN-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 51,692; Local Radio: 40,312; Social Media: 29,790; Local TV: 17,355; Non-Prem. Cable: 14,054 reaching Adults 18 or older who listened to KQQL-FM in the past 7 days.





MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 325

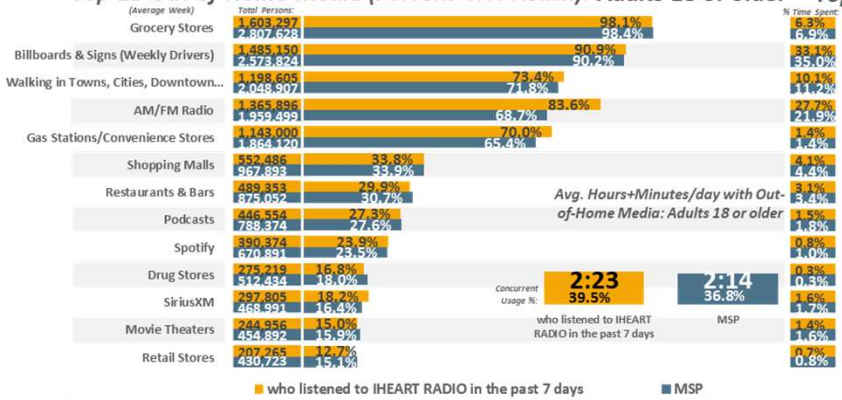
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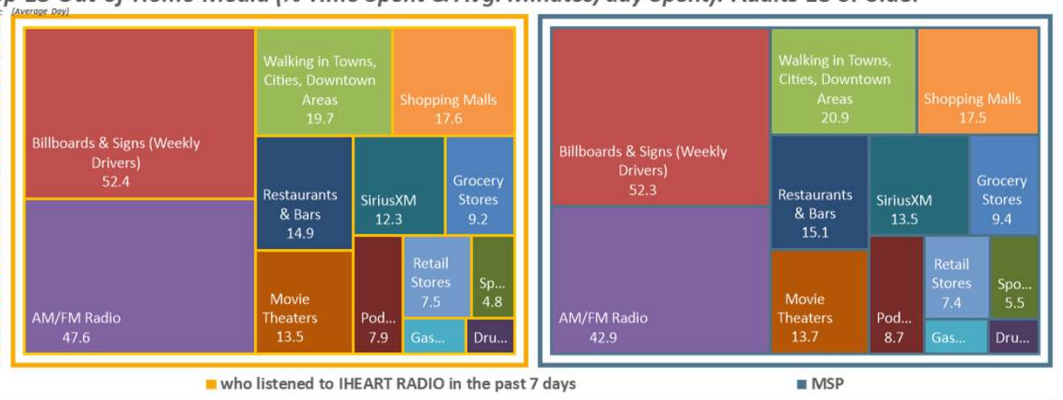
Radio Stations: KQQL-FM

1,485,150 or 90.9% of Adults 18 or older who listened to IHEART RADIO in the past 7 days spend an average of 52.4 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 41.9 minutes/day.

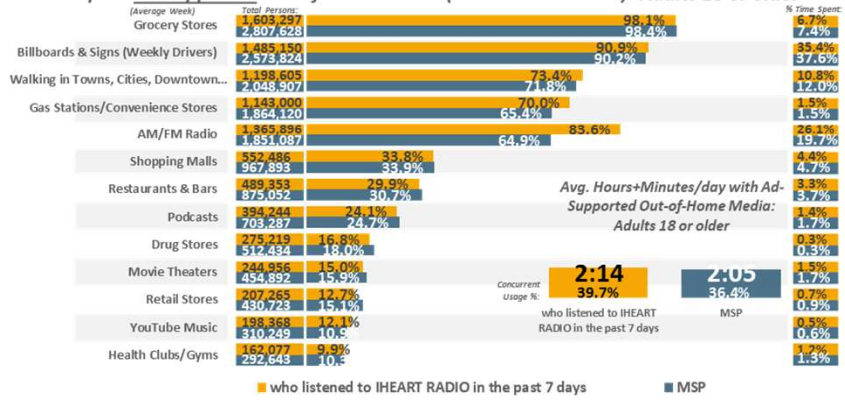
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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



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



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



MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 797

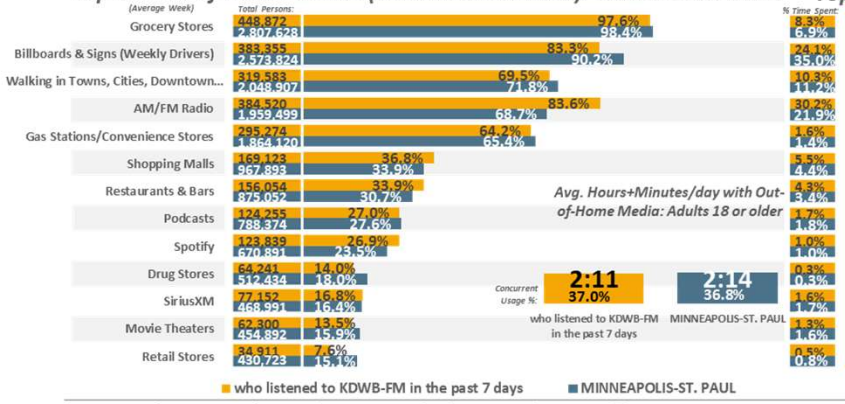
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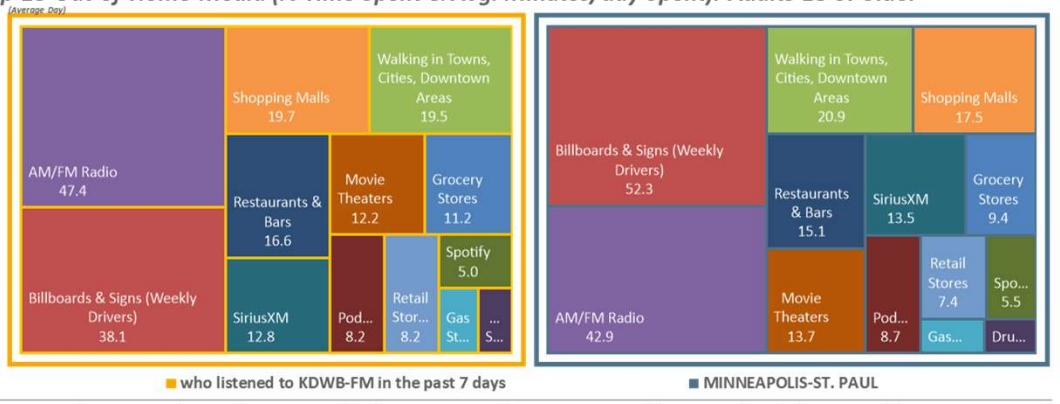
(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

383,355 or 83.3% of Adults 18 or older who listened to KDWB-FM in the past 7 days spend an average of 38.1 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 40.9 minutes/day.

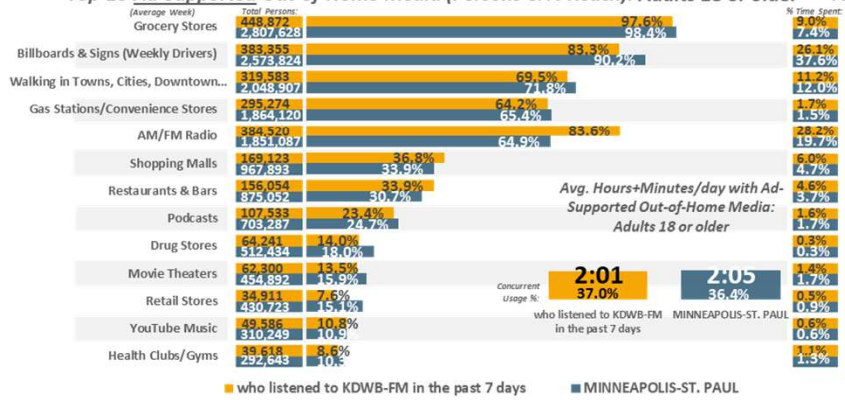
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



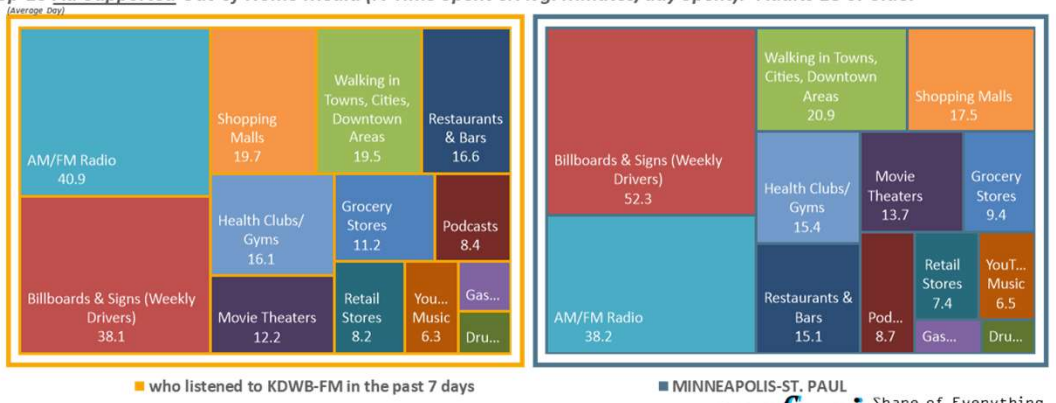
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 199

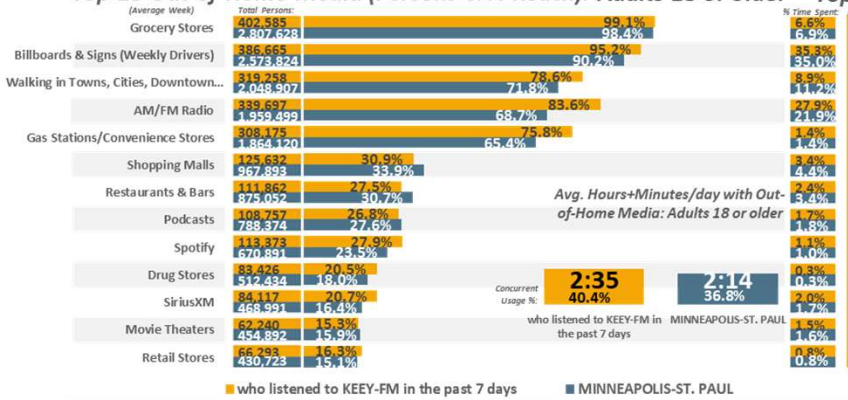
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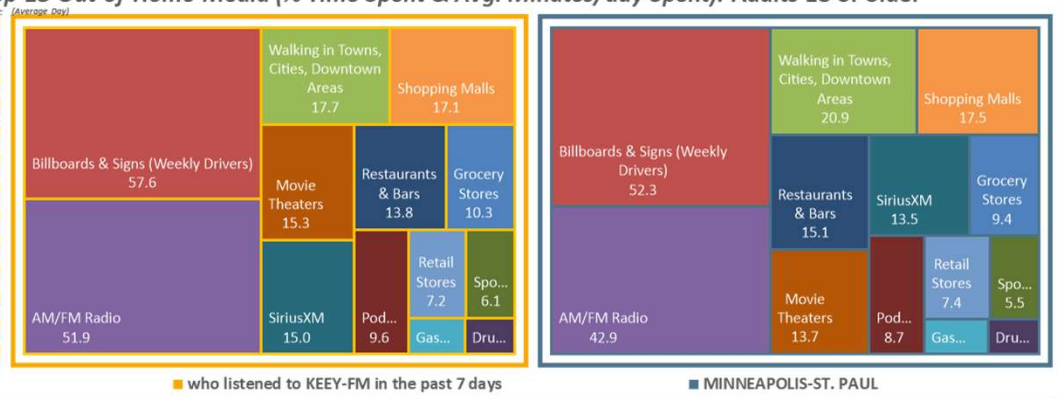
Radio Stations: KDWB-FM

386,665 or 95.2% of Adults 18 or older who listened to KEEY-FM in the past 7 days spend an average of 57.6 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 48.1 minutes/day.

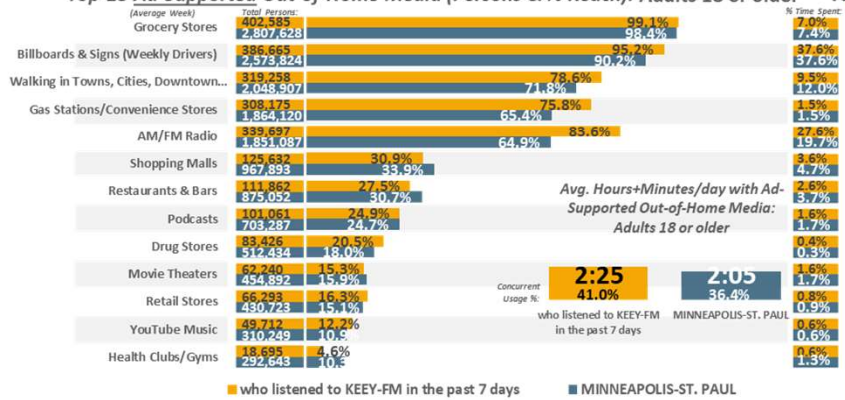
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



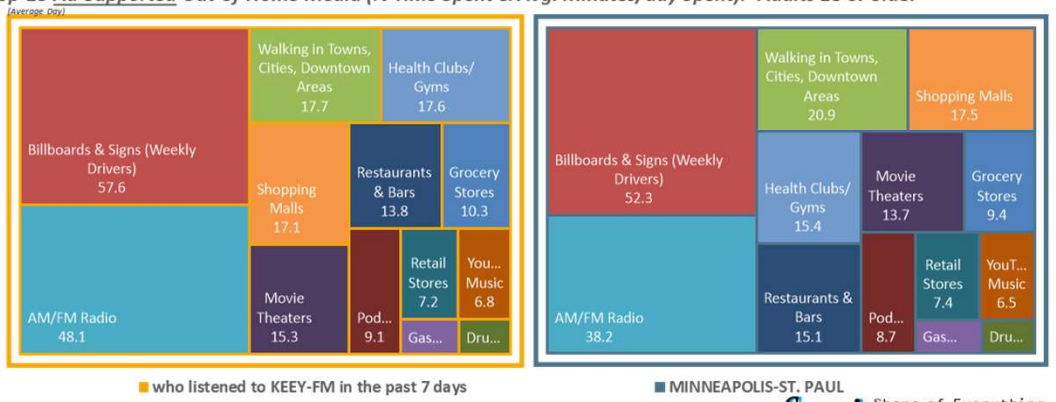
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 191

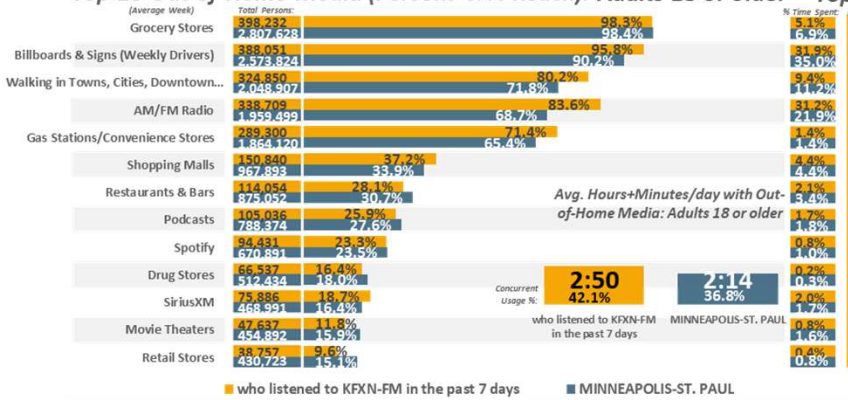
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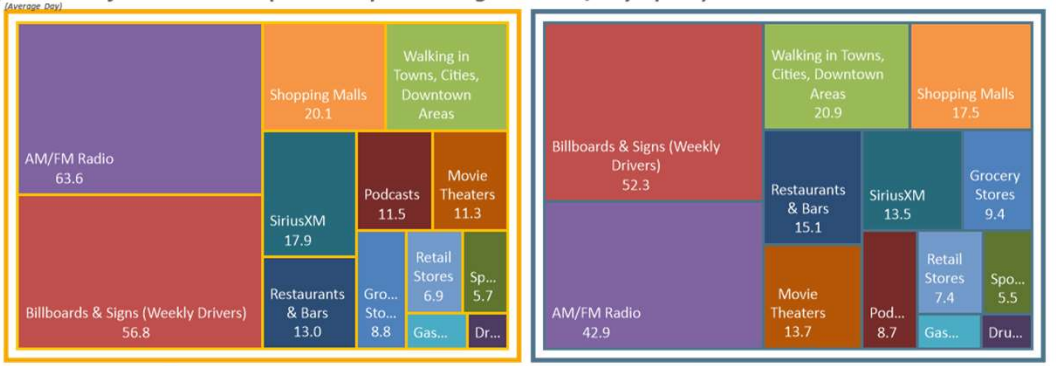
Radio Stations: KEEY-FM

388,051 or 95.8% of Adults 18 or older who listened to KFXN-FM in the past 7 days spend an average of 56.8 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 53.4 minutes/day.

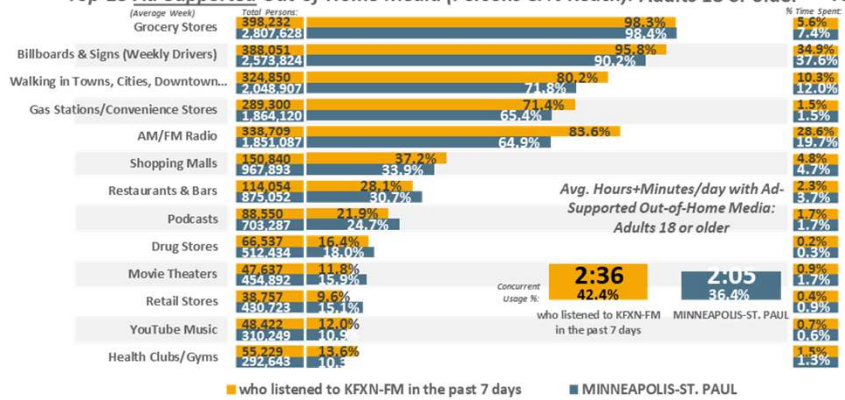
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



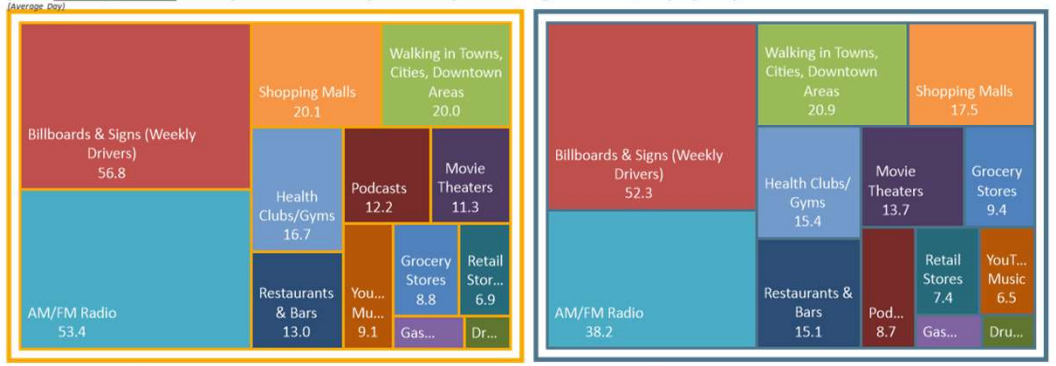
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 182

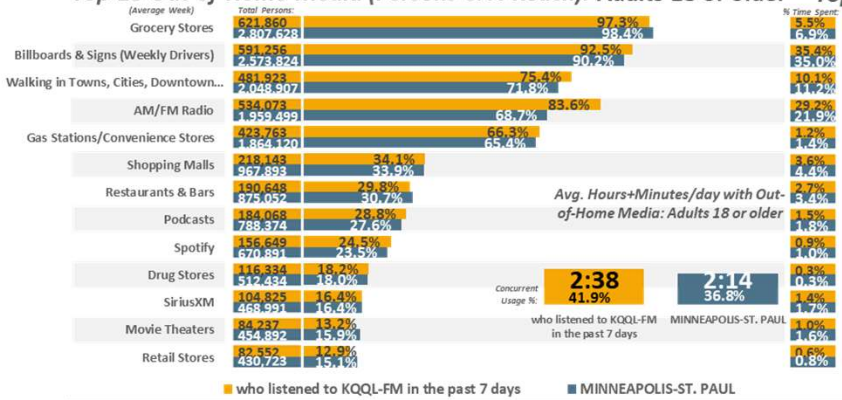
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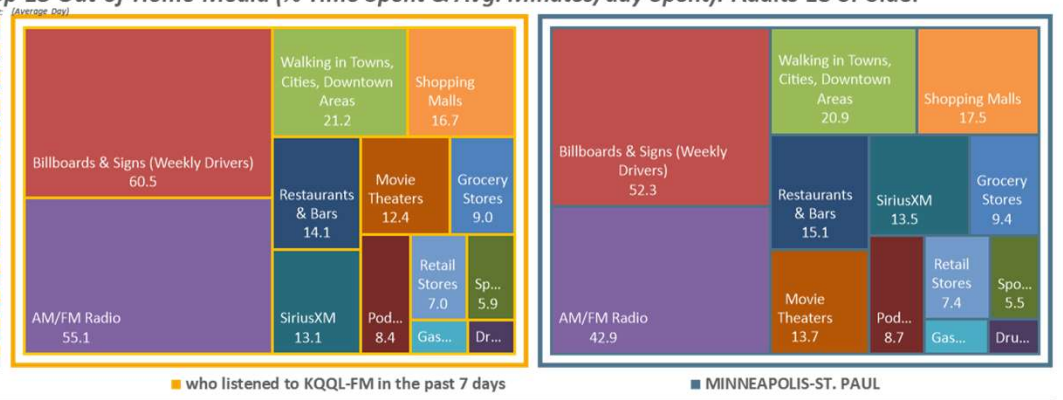
Radio Stations: KFXN-FM

591,256 or 92.5% of Adults 18 or older who listened to KQQL-FM in the past 7 days spend an average of 60.5 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 48.3 minutes/day.

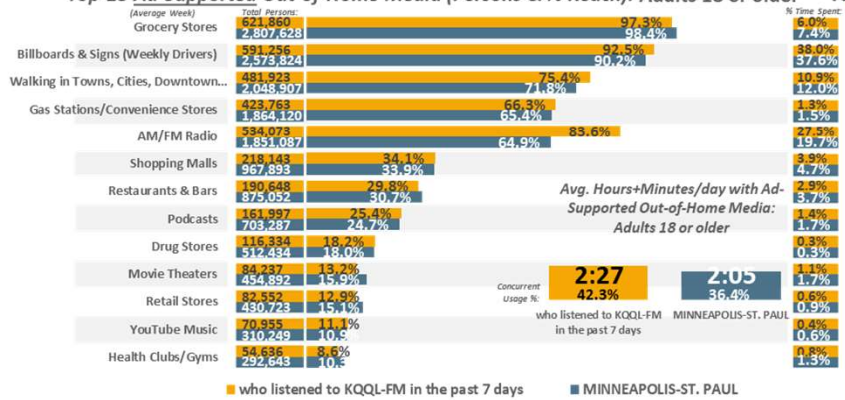
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



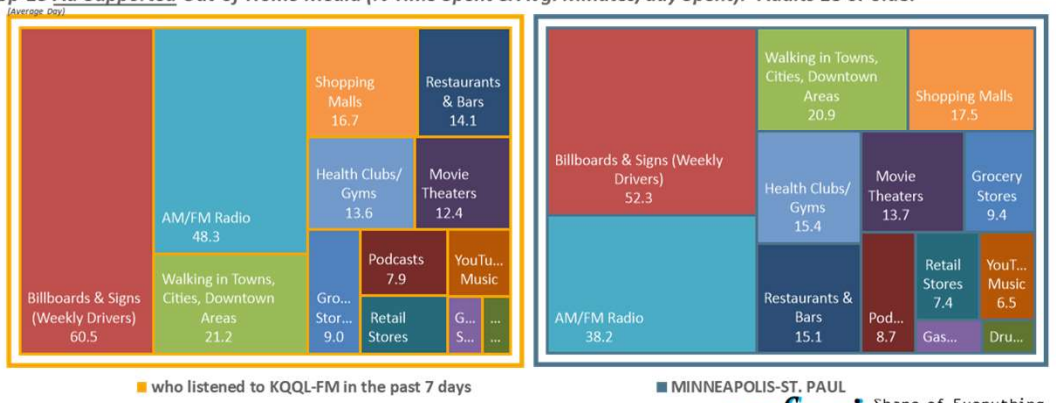
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 325

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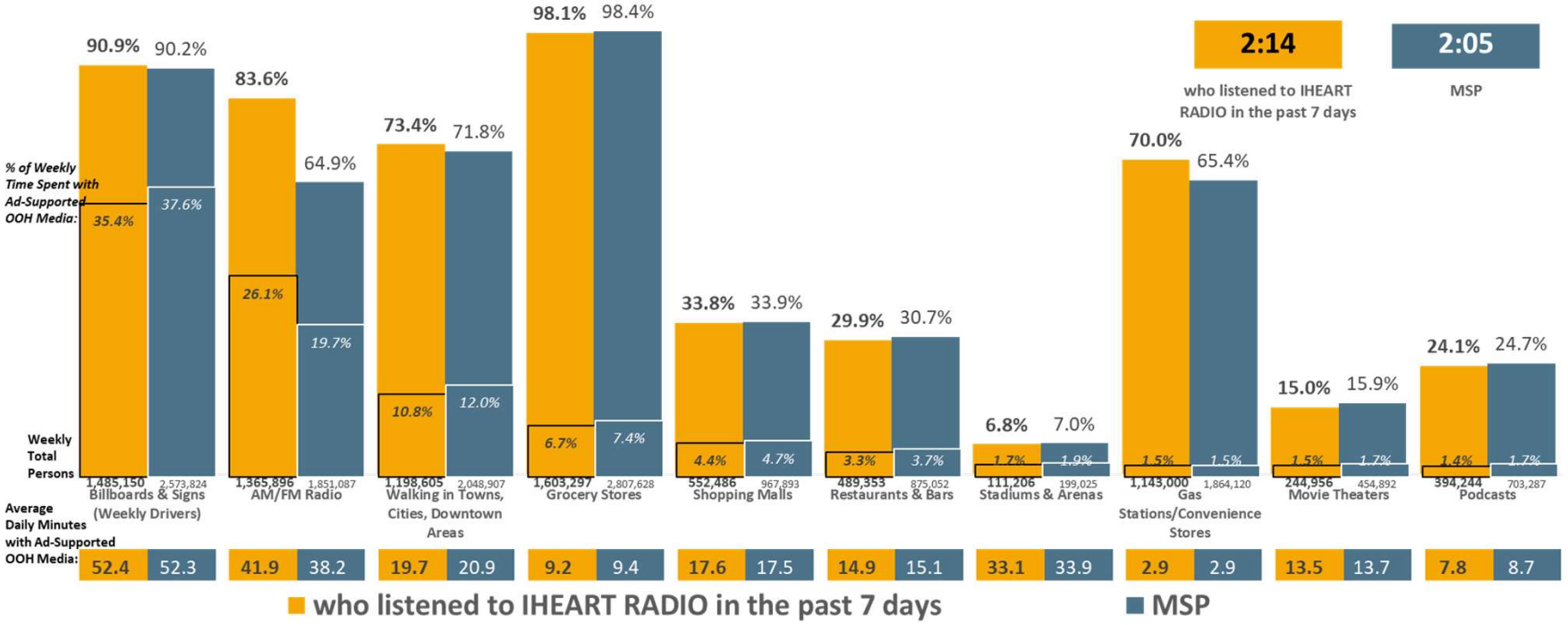
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Radio Stations: KQQL-FM

1,485,150 or 90.9% of Adults 18 or older who listened to IHEART RADIO in the past 7 days spend an average of 52.4 minutes per day driving, seeing Billboards and Signs representing 35.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 797 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390

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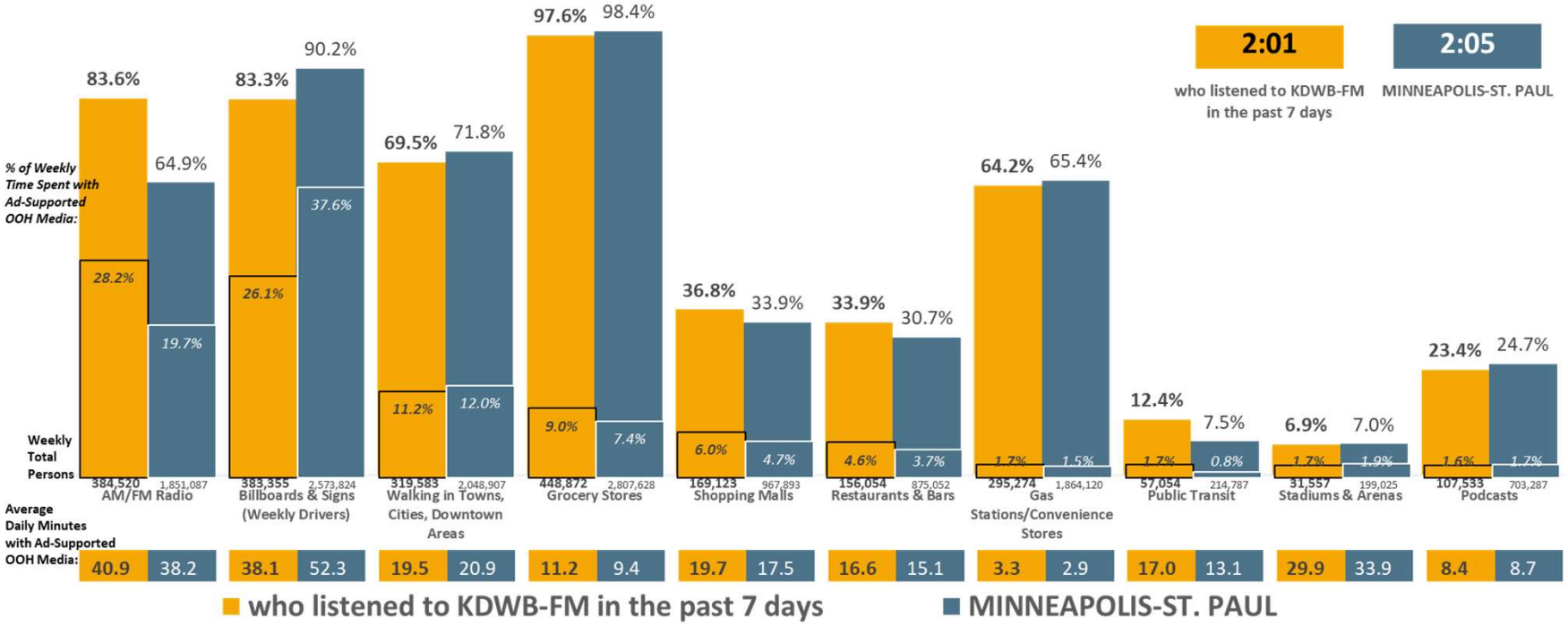
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(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

383,355 or 83.3% of Adults 18 or older who listened to KDWB-FM in the past 7 days spend an average of 38.1 minutes per day driving, seeing Billboards and Signs representing 26.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 199 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390

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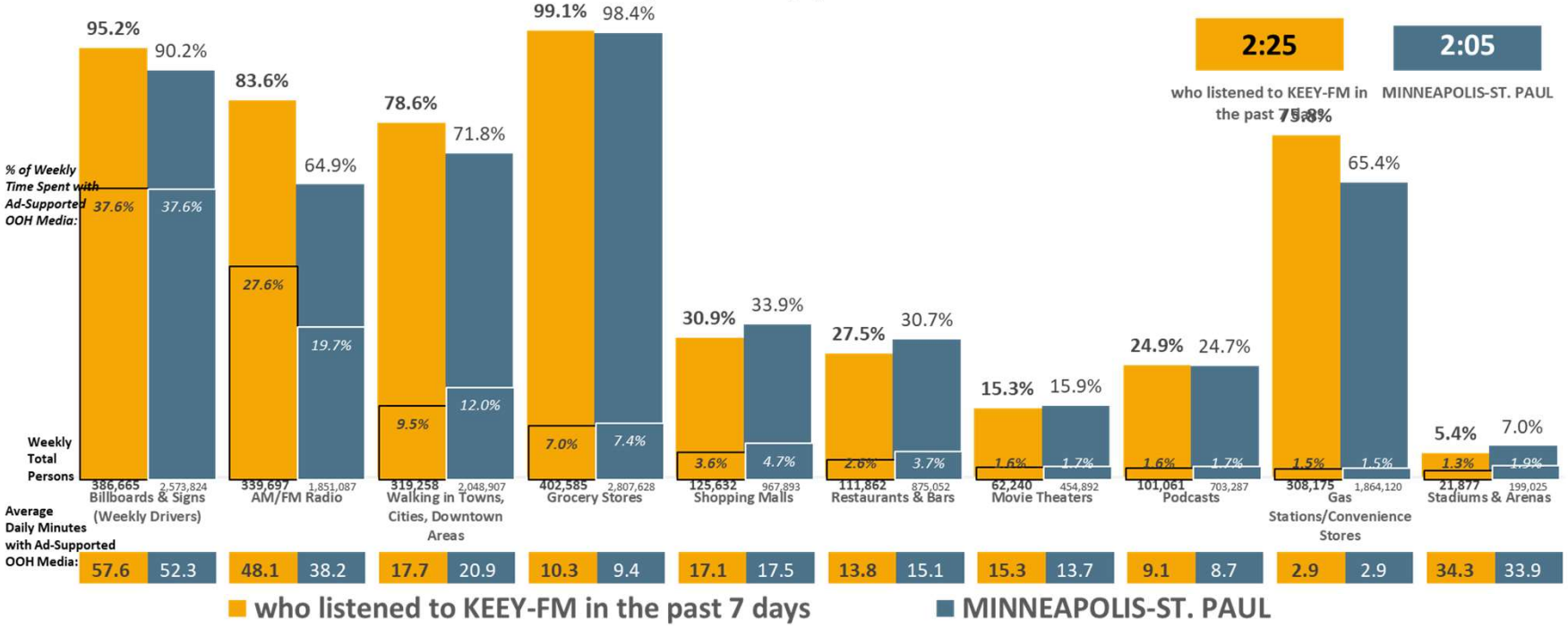
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Radio Stations: KDWB-FM

386,665 or 95.2% of Adults 18 or older who listened to KEEY-FM in the past 7 days spend an average of 57.6 minutes per day driving, seeing Billboards and Signs representing 37.6% 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"



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 191 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390

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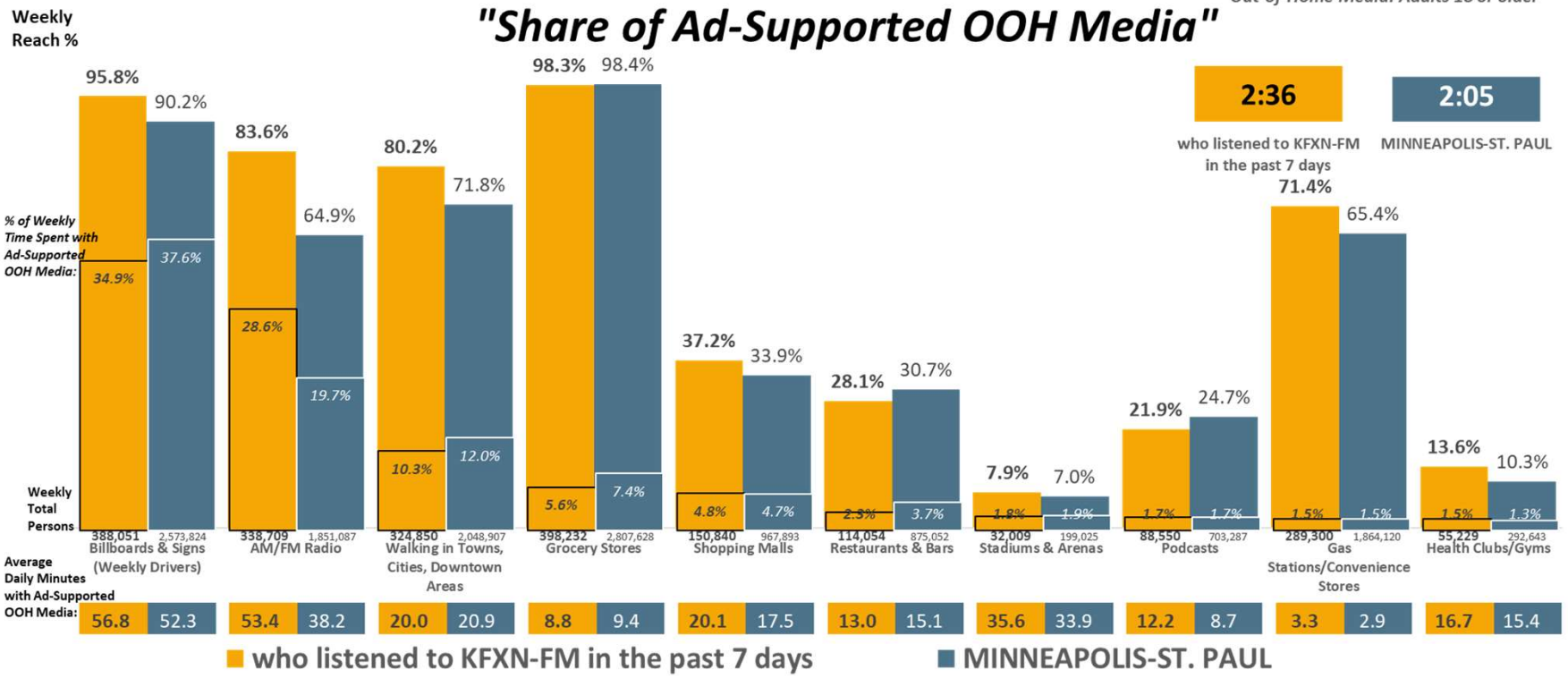
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Radio Stations: KEEY-FM

388,051 or 95.8% of Adults 18 or older who listened to KFXN-FM in the past 7 days spend an average of 56.8 minutes per day driving, seeing Billboards and Signs representing 34.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 182 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390

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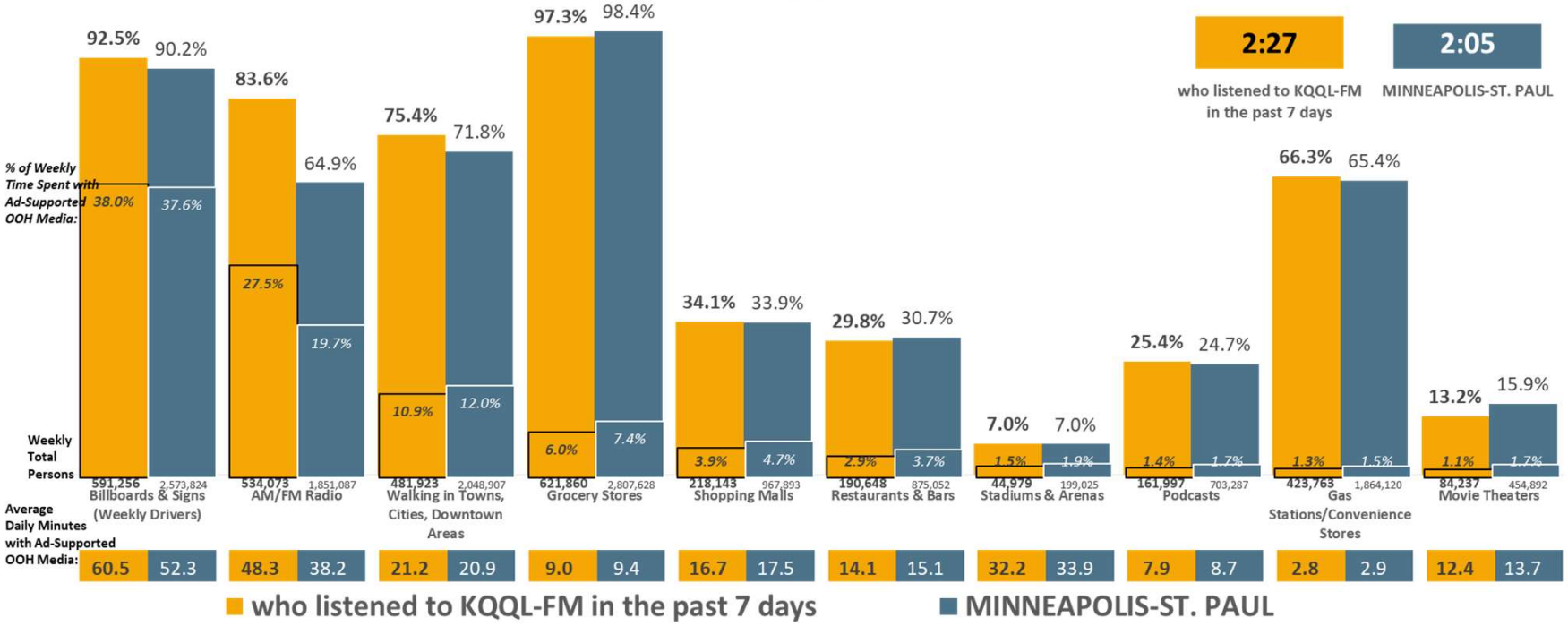
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Radio Stations: KFXN-FM

591,256 or 92.5% of Adults 18 or older who listened to KQQL-FM in the past 7 days spend an average of 60.5 minutes per day driving, seeing Billboards and Signs representing 38.% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 325 MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,390

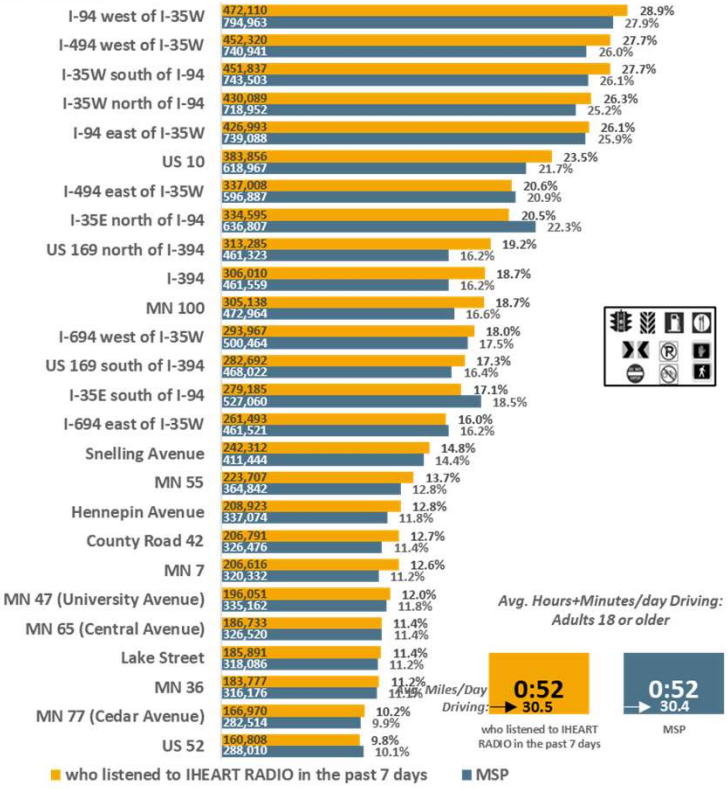
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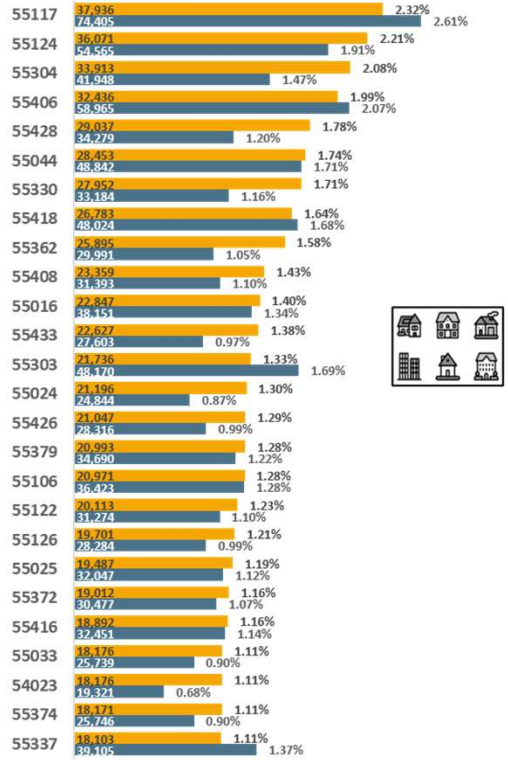
Radio Stations: KQQL-FM

1,485,150 or 90.9% of Adults 18 or older who listened to IHEART RADIO in the past 7 days spend an average of 52.4 minutes per day driving an average of 30.5 miles each day and are 18.5% more likely to use US 169 north of I-394 than the Metro average.

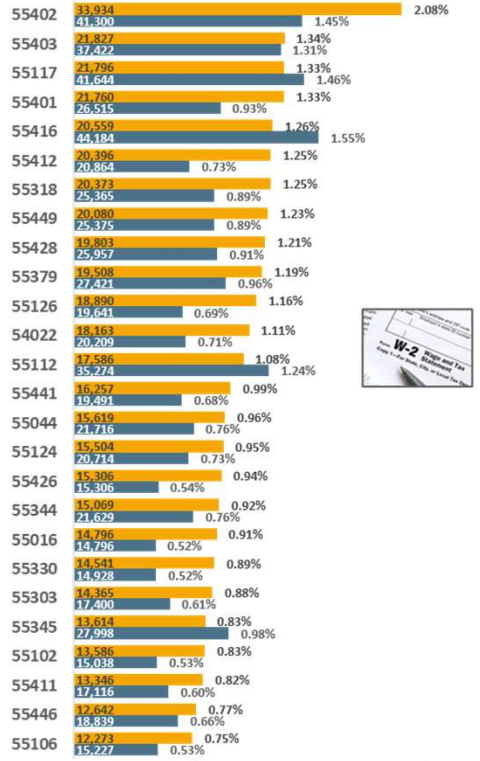
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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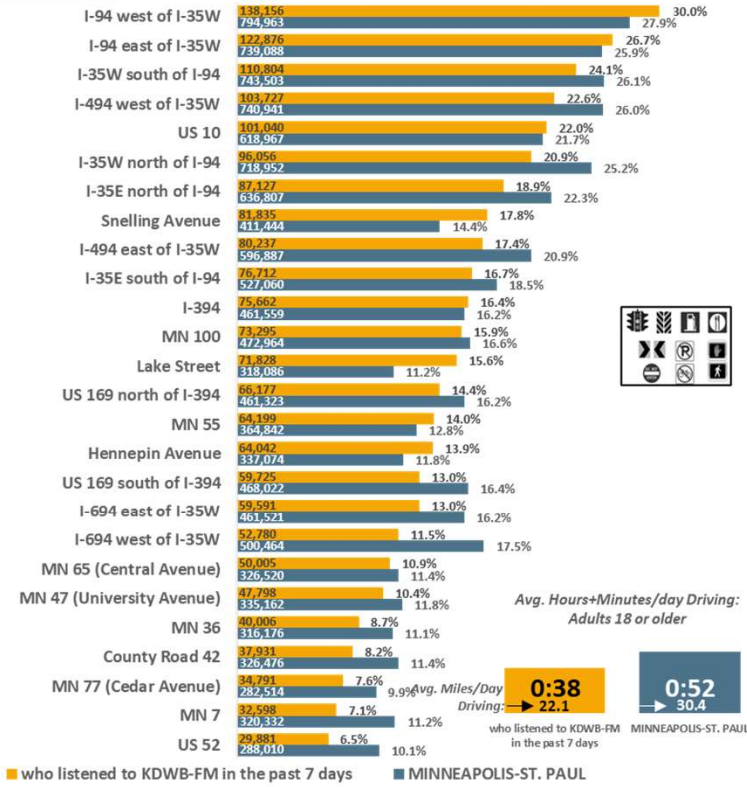
MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 797

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

383,355 or 83.3% of Adults 18 or older who listened to KDWB-FM in the past 7 days spend an average of 38.1 minutes per day driving an average of 22.1 miles each day and are 40.7% more likely to use Lake Street than the Metro average.

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



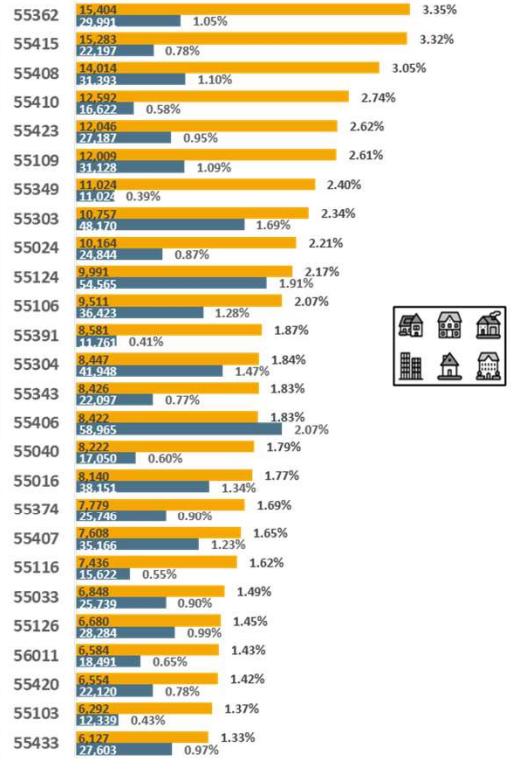
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: → 22.1

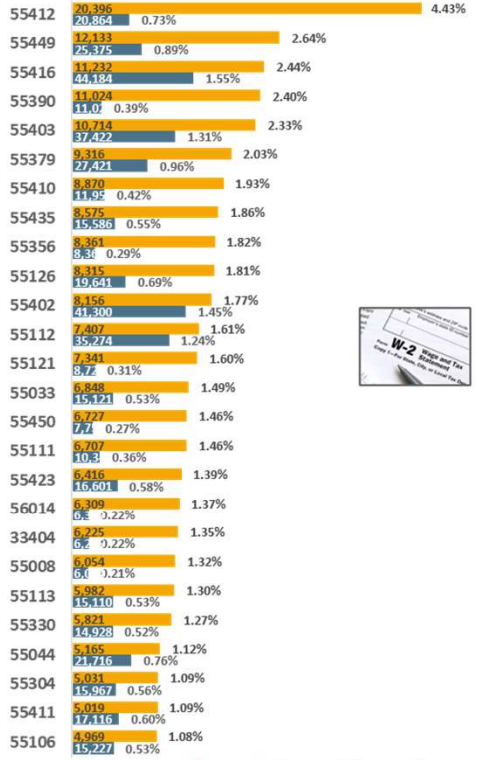
0:38 who listened to KDWB-FM in the past 7 days

0:52 → 30.4 MINNEAPOLIS-ST. PAUL

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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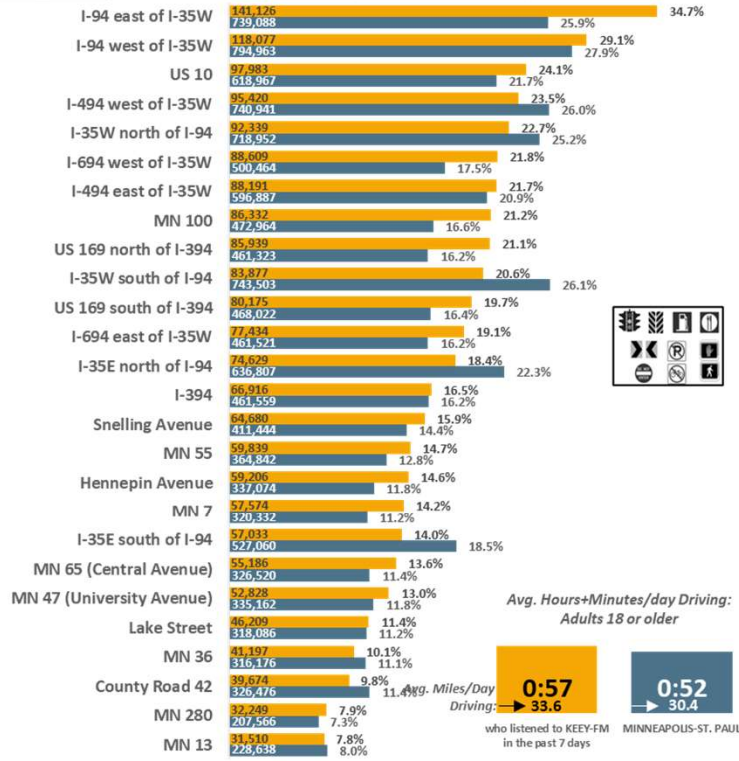
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 199

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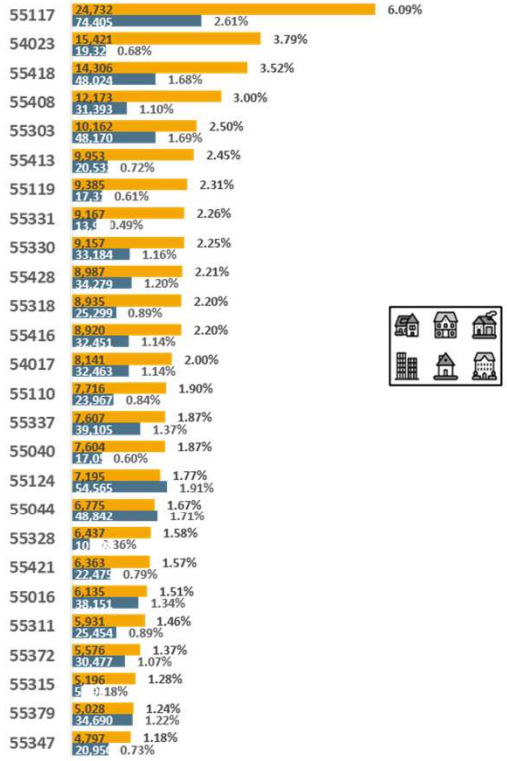
Radio Stations: KDWB-FM

386,665 or 95.2% of Adults 18 or older who listened to KEEY-FM in the past 7 days spend an average of 57.6 minutes per day driving an average of 33.6 miles each day and are 34.% more likely to use I-94 east of I-35W than the Metro average.

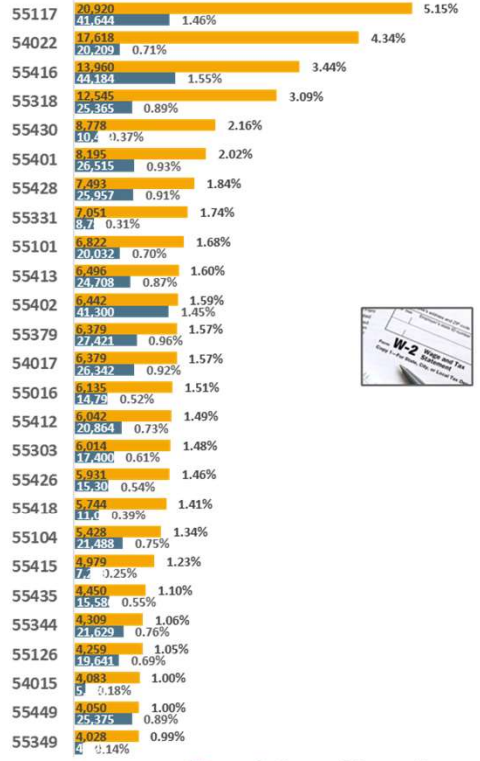
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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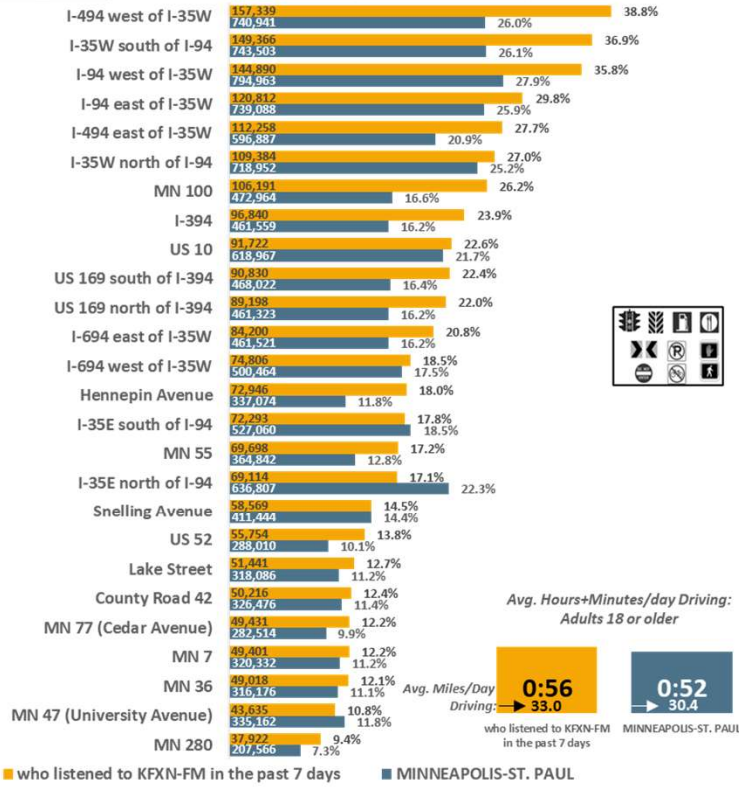
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 191

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Radio Stations: KEEY-FM

388,051 or 95.8% of Adults 18 or older who listened to KFXN-FM in the past 7 days spend an average of 56.8 minutes per day driving an average of 33. miles each day and are 58.% more likely to use MN 100 than the Metro average.

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



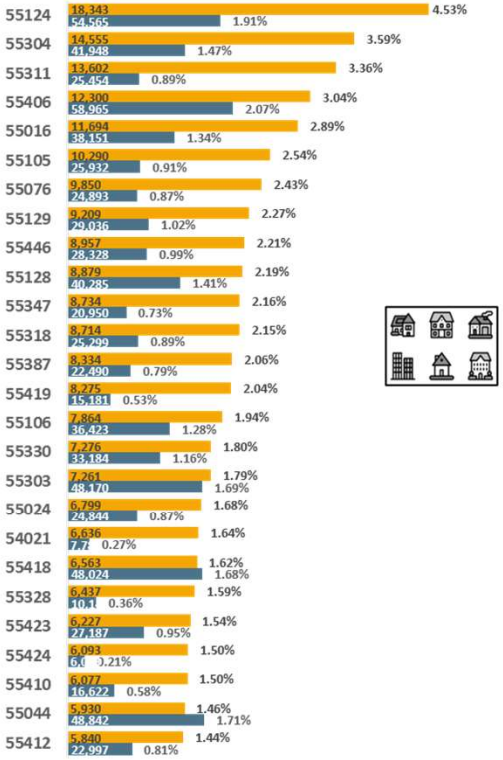
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: → 33.0

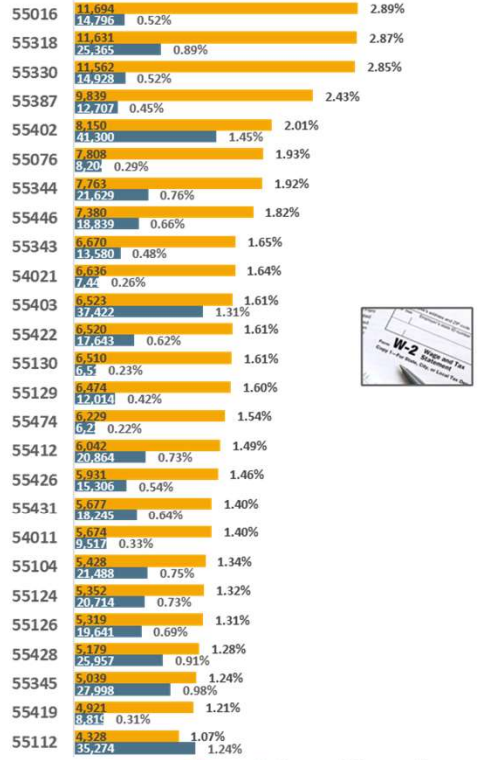
0:56 — who listened to KFXN-FM in the past 7 days

0:52 → 30.4 — MINNEAPOLIS-ST. PAUL

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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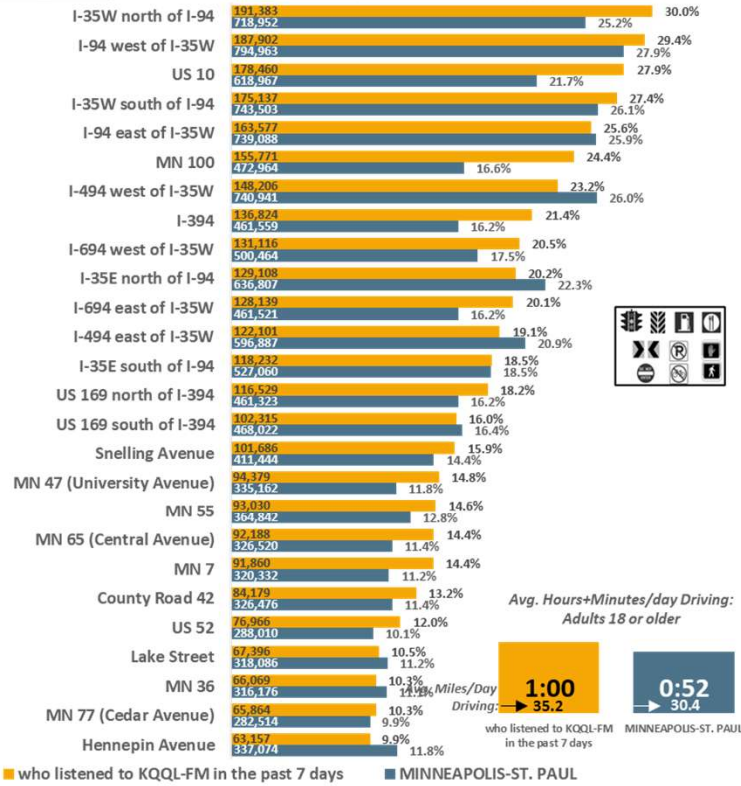
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 182

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Radio Stations: KFXN-FM

591,256 or 92.5% of Adults 18 or older who listened to KQQL-FM in the past 7 days spend an average of 60.5 minutes per day driving an average of 35.2 miles each day and are 47.7% more likely to use MN 100 than the Metro average.

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

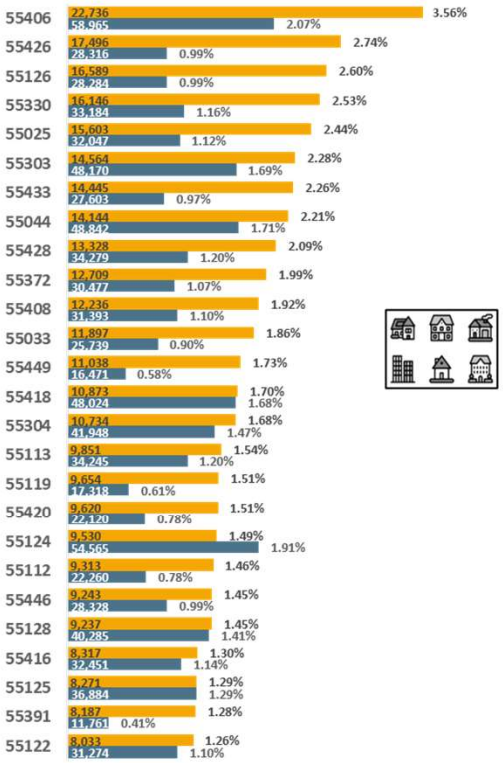


Avg. Hours+Minutes/day Driving: Adults 18 or older

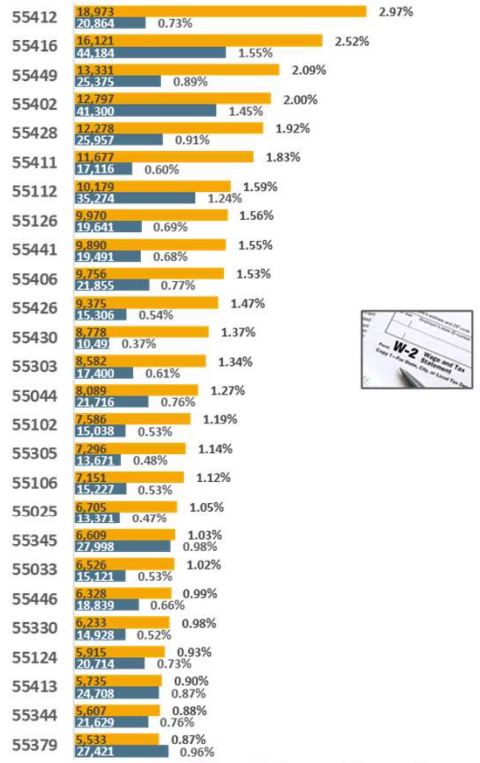
Miles/Day Driving: 1:00 → 35.2 (who listened to KQQL-FM in the past 7 days)

0:52 → 30.4 (MINNEAPOLIS-ST. PAUL)

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



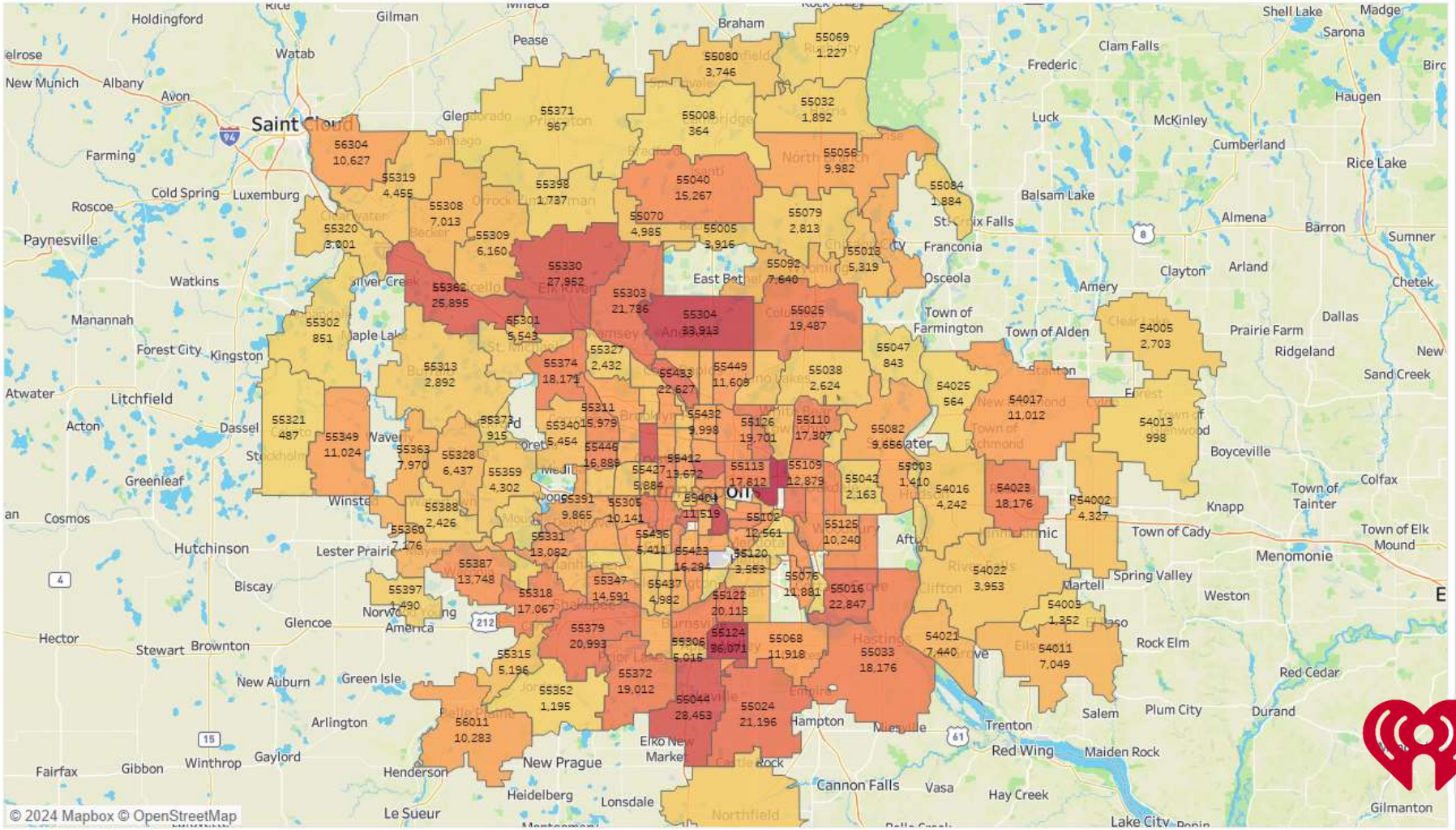
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Radio Stations: KQQL-FM

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



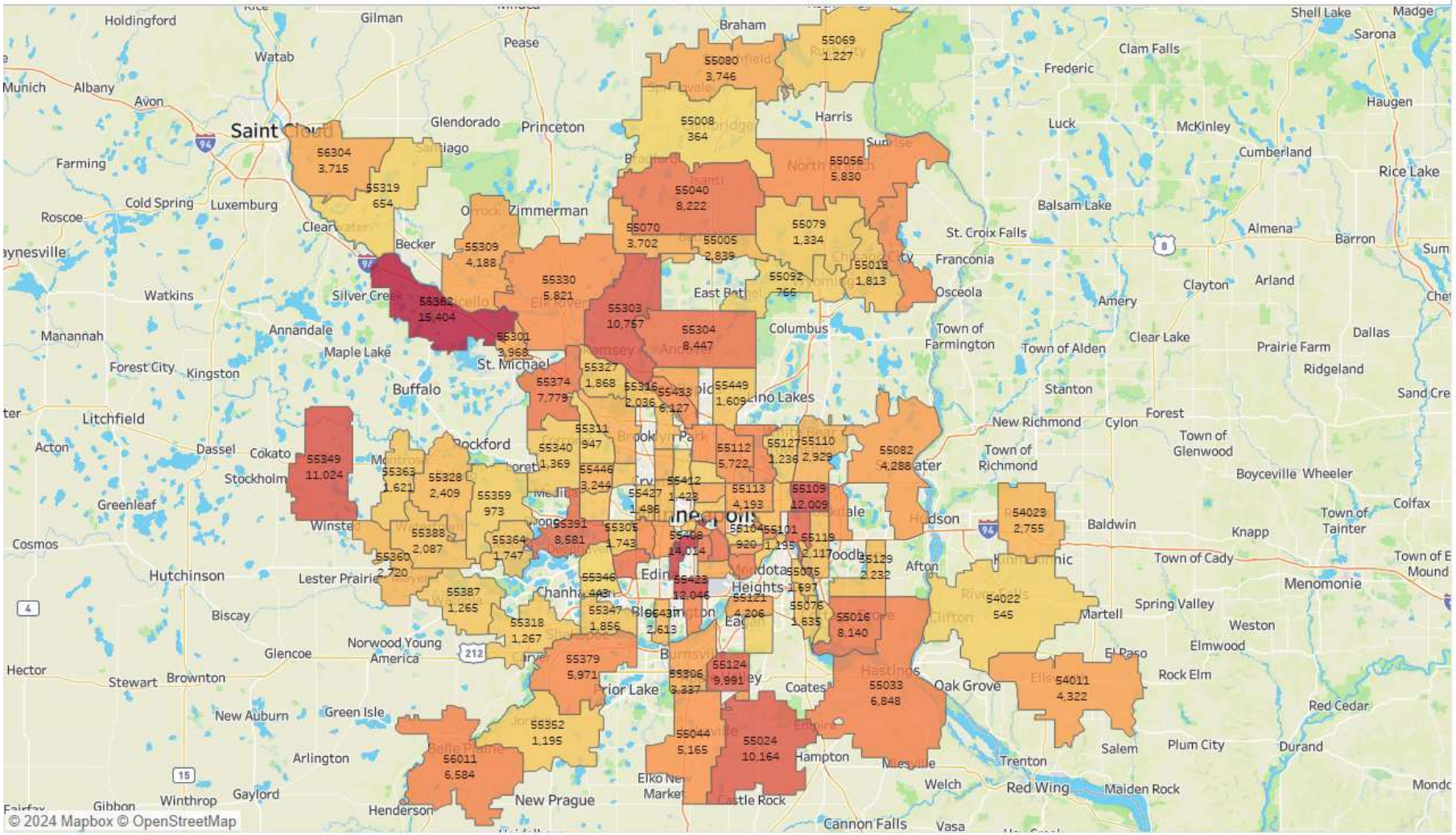
MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 797

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

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

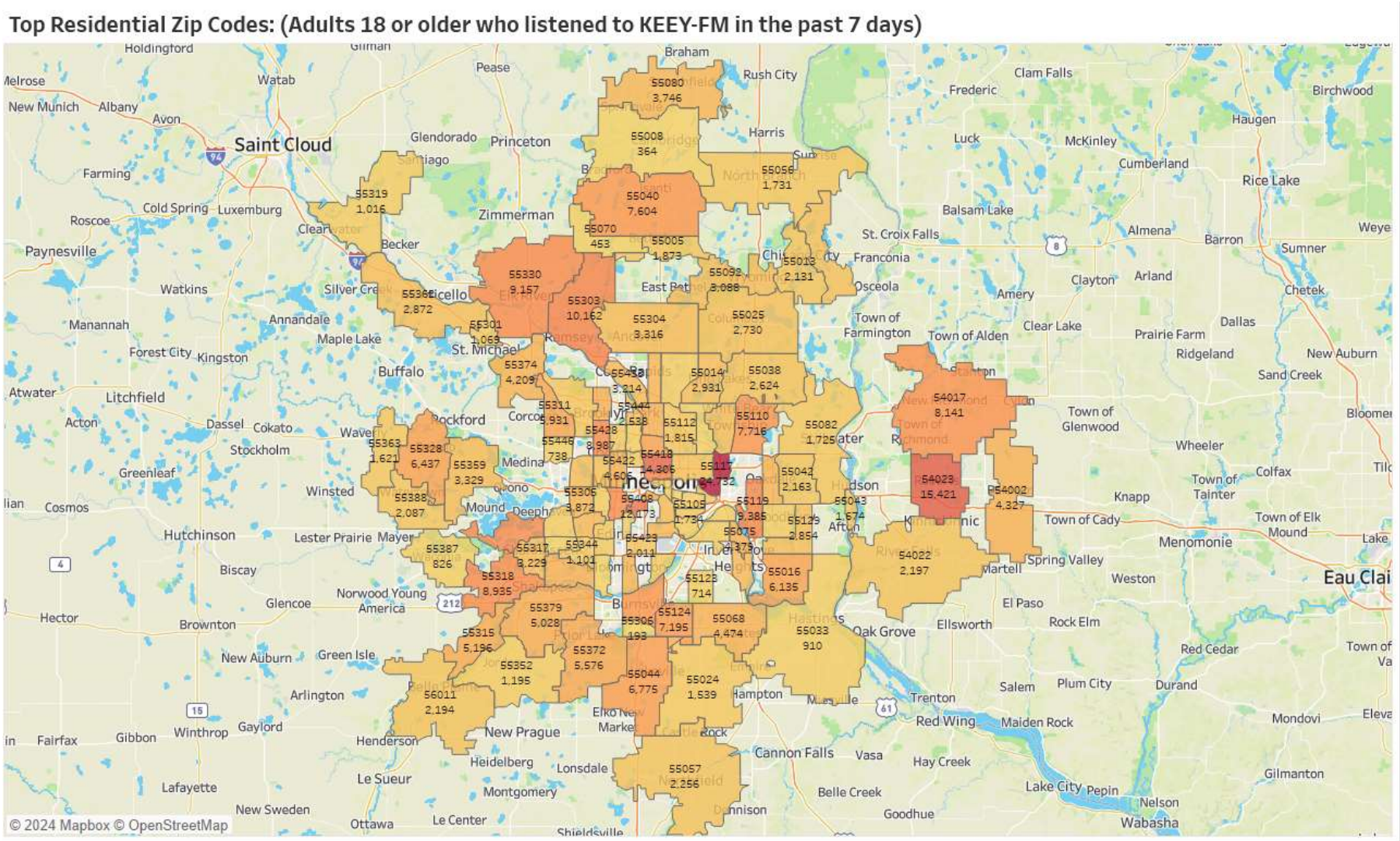


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Radio Stations: KDWB-FM

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



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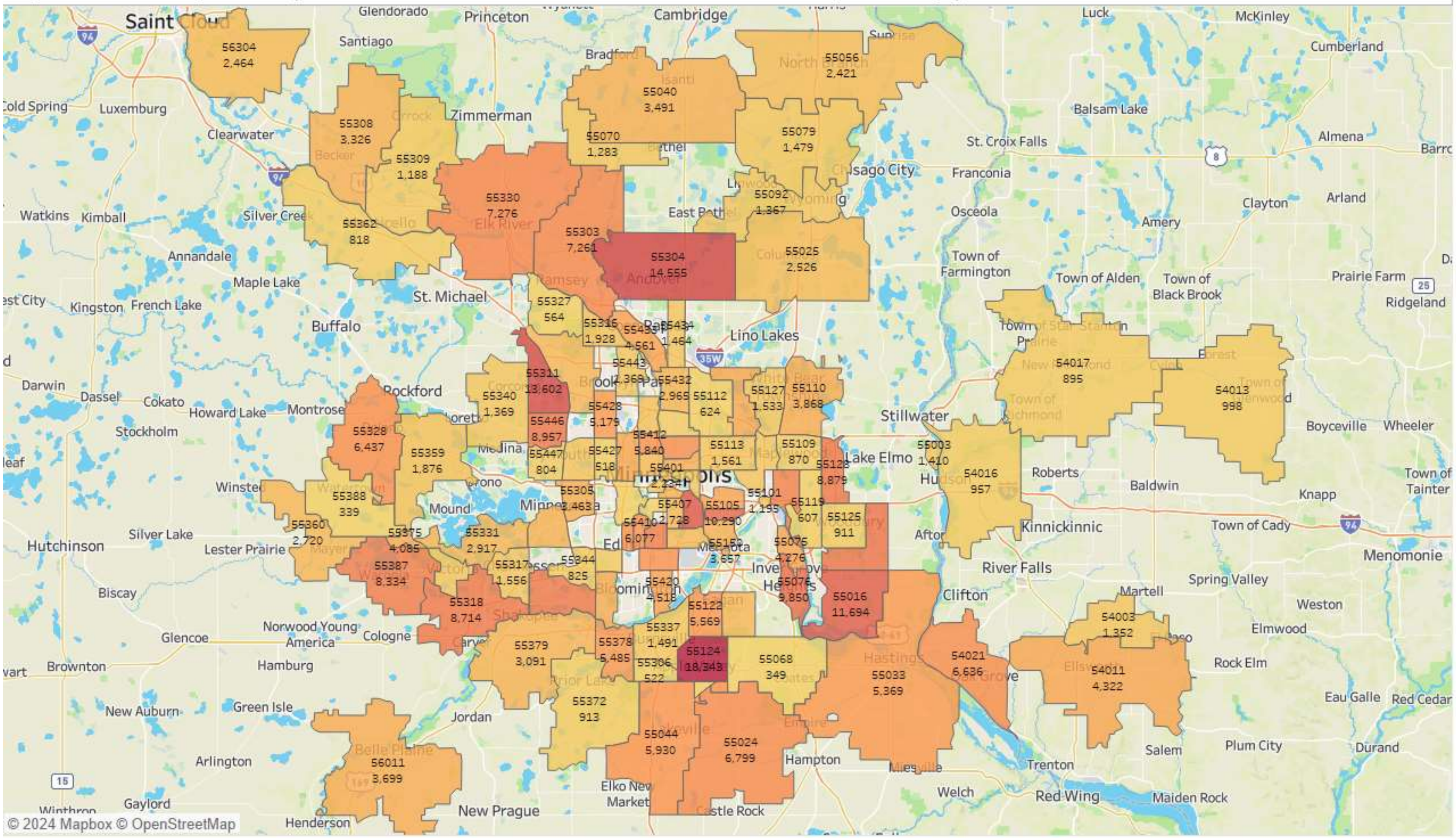
102.1 FM K102
#1 FOR NEW COUNTRY AND THE BEST VARIETY

Radio Stations: KEEY-FM

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

SUM(Adults 18 or older ...

192 18,343



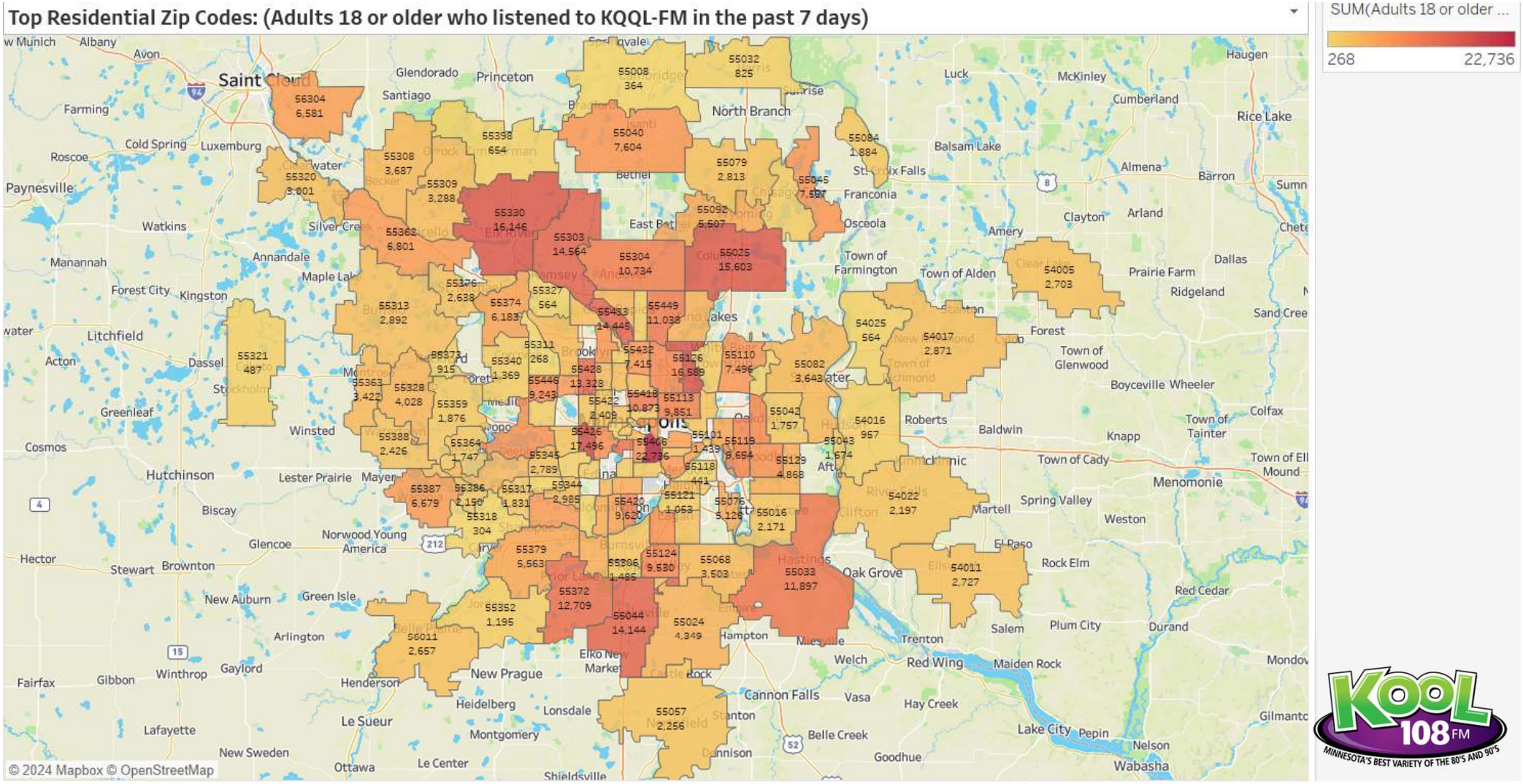
MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 182

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Radio Stations: KFXN-FM

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



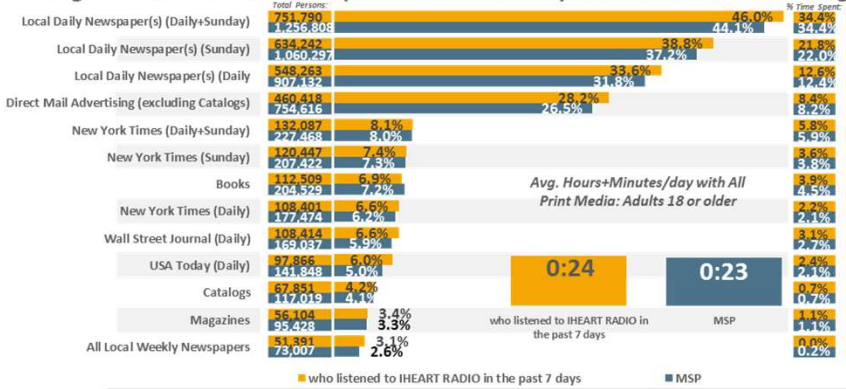
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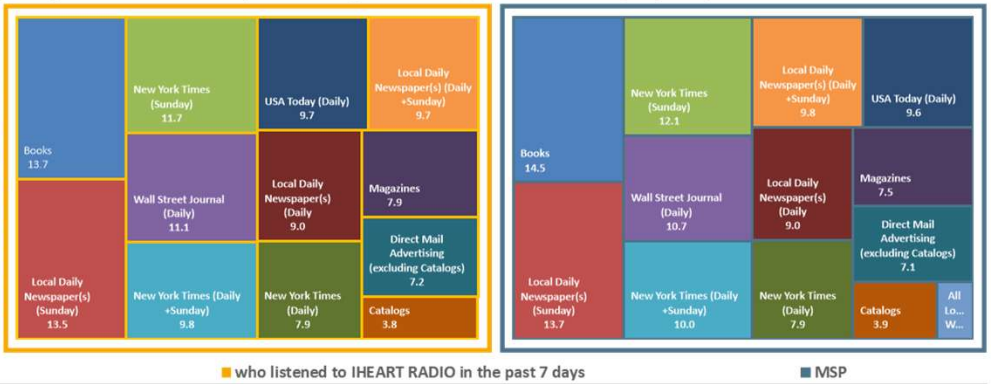
Radio Stations: KQQL-FM

751,790 or 46.% 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 9.7 minutes every day representing 35.8% of all time spent daily with All forms of Print Media.

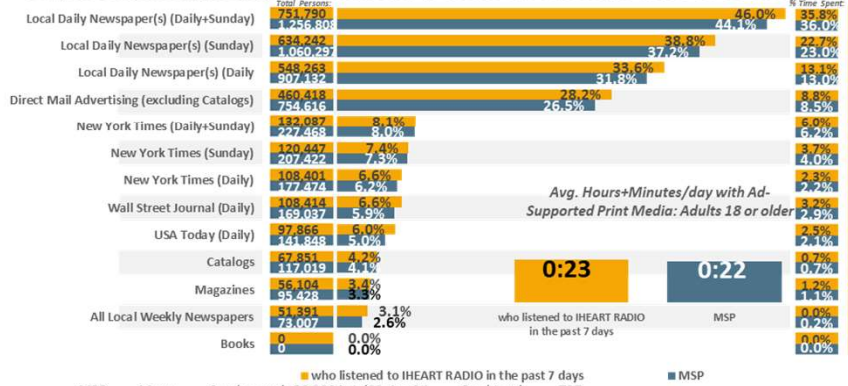
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



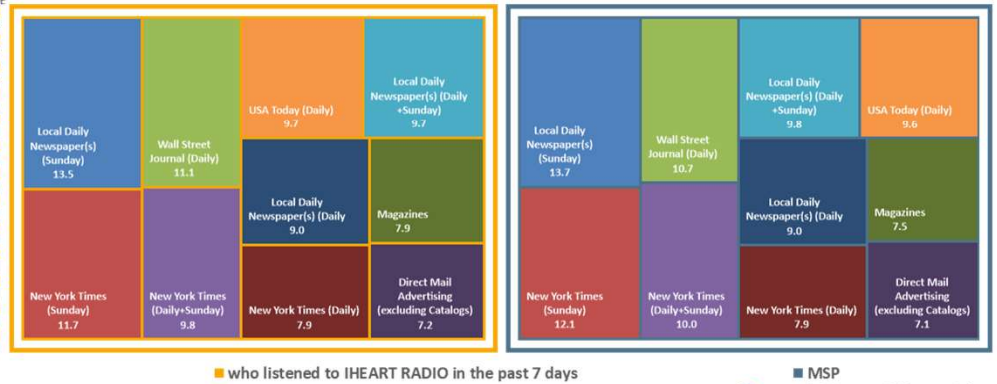
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 797

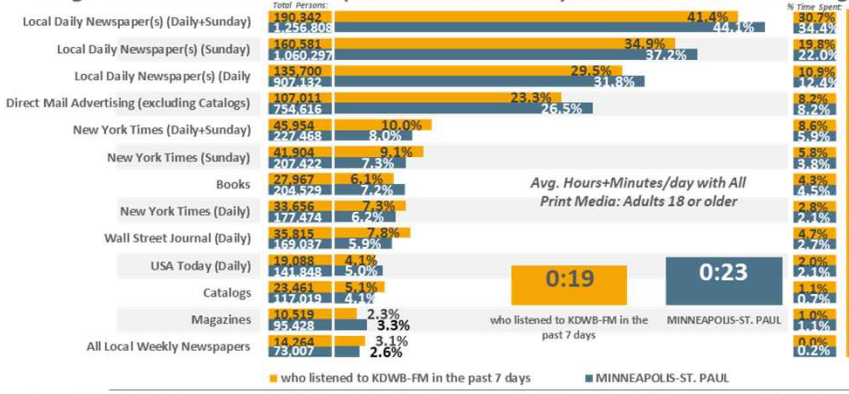
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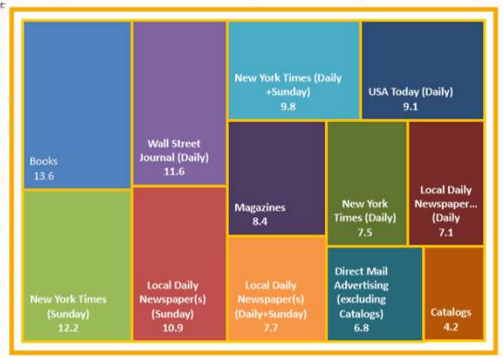
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(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

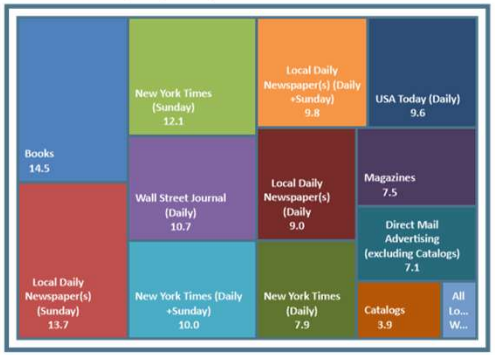
190,342 or 41.4% of Adults 18 or older who listened to KDWB-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.7 minutes every day representing 32.1% of all time spent daily with All forms of Print Media.

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



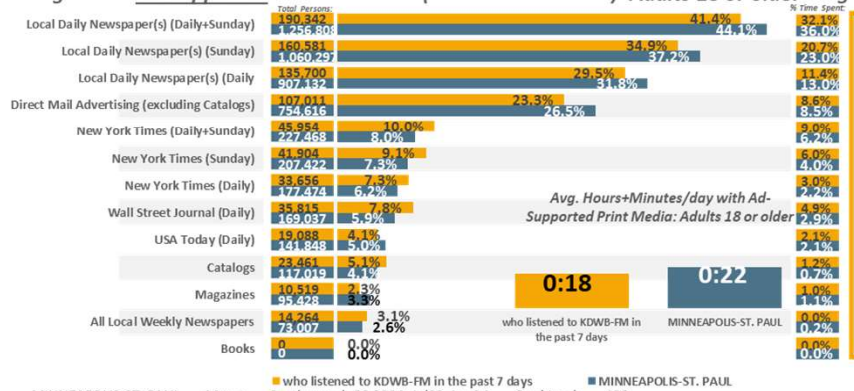


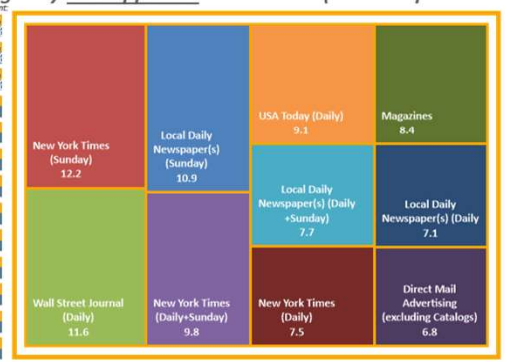
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



who listened to KDWB-FM in the past 7 days ■ MINNEAPOLIS-ST. PAUL

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





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



who listened to KDWB-FM in the past 7 days ■ MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 199

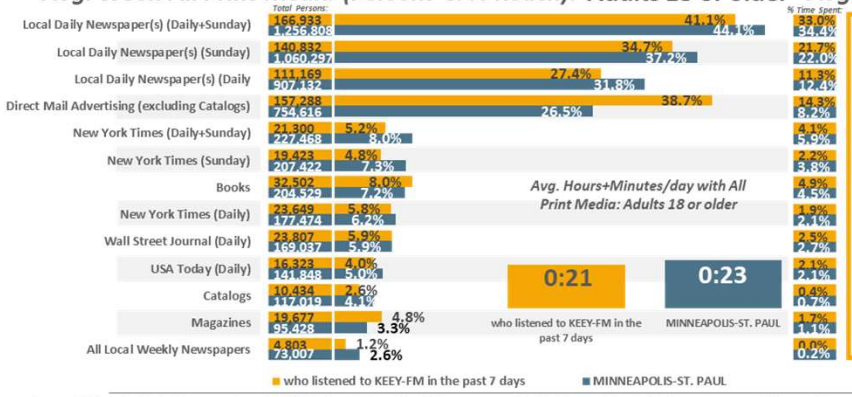
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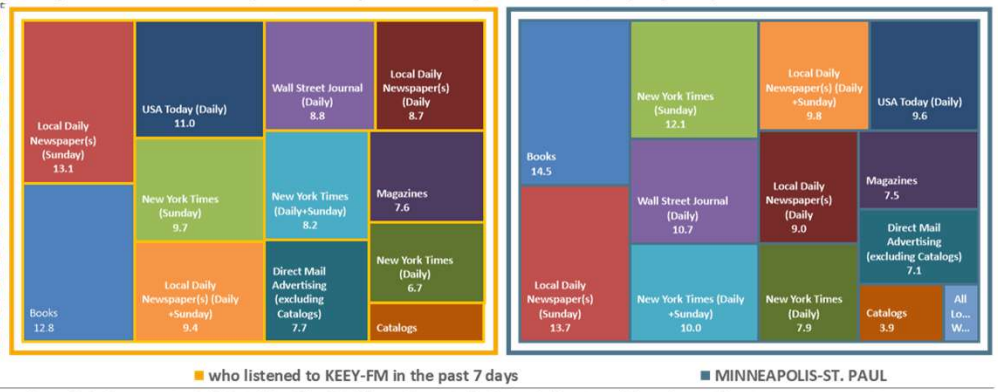
Radio Stations: KDWB-FM

166,933 or 41.1% of Adults 18 or older who listened to KEEY-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 34.7% of all time spent daily with All forms of Print Media.

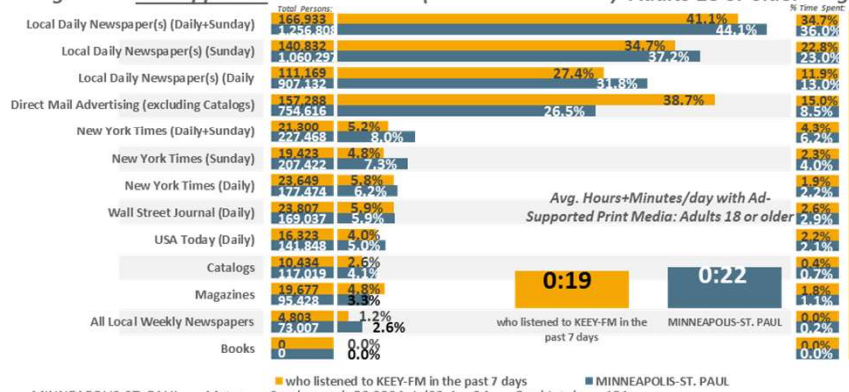
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



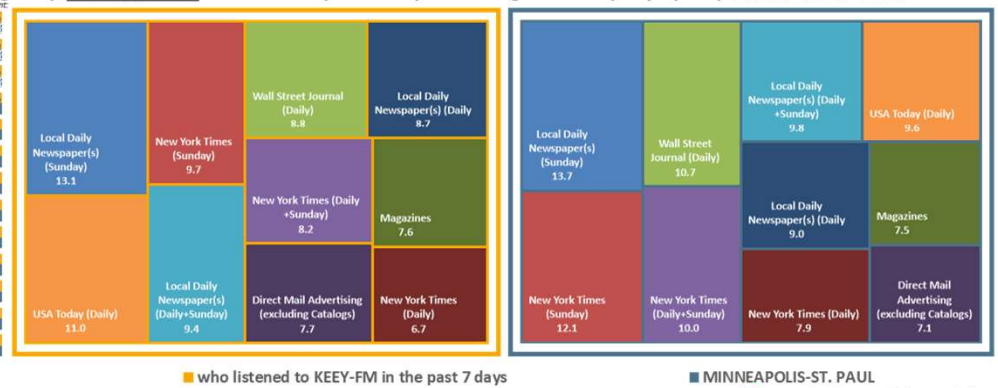
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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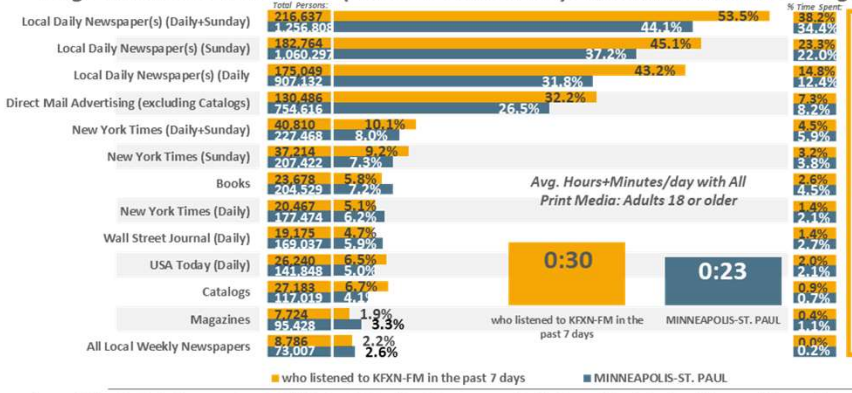
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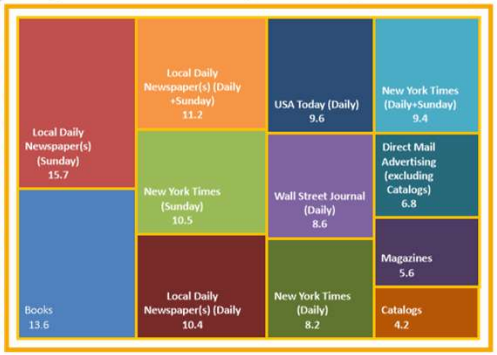
Radio Stations: KEEY-FM

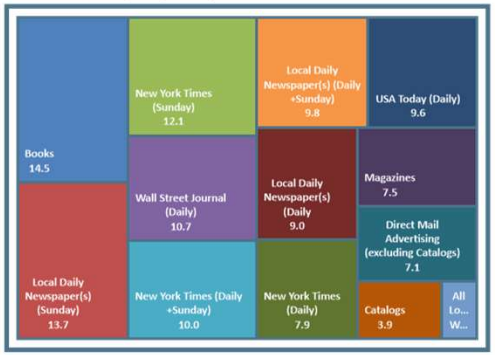
KFAN SPORTS RADIO - FM 100.3

216,637 or 53.5% of Adults 18 or older who listened to KFXN-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.2 minutes every day representing 39.2% of all time spent daily with All forms of Print Media.

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



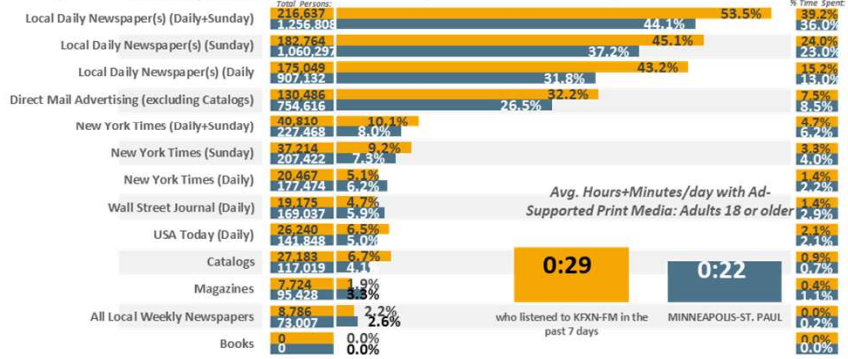


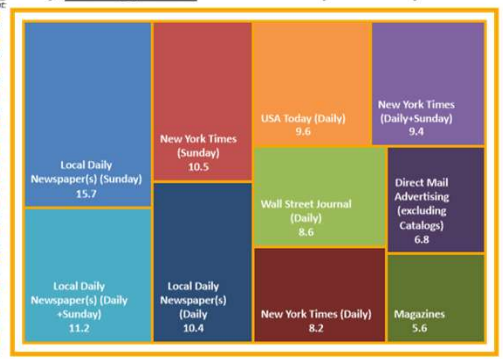


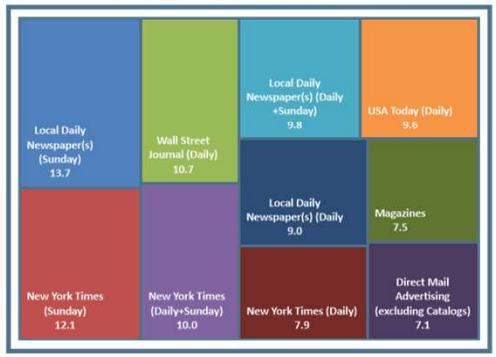
■ who listened to KFXN-FM in the past 7 days ■ MINNEAPOLIS-ST. PAUL

■ who listened to KFXN-FM in the past 7 days ■ MINNEAPOLIS-ST. PAUL

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







■ who listened to KFXN-FM in the past 7 days ■ MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL Metro Scarborough R2 2024: Jul23-Aug24 Qual Intab 182

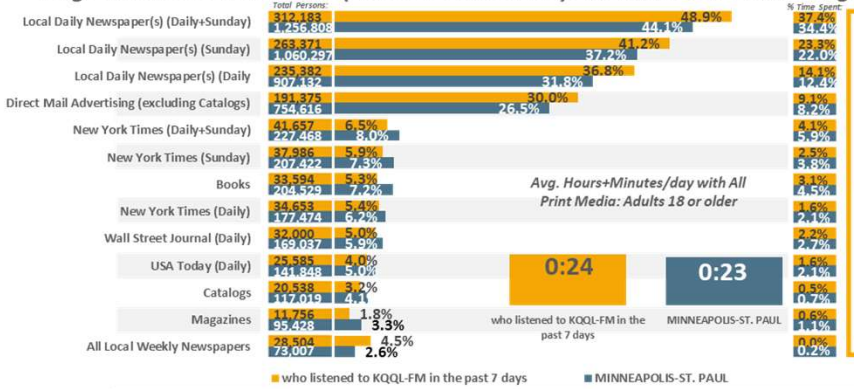
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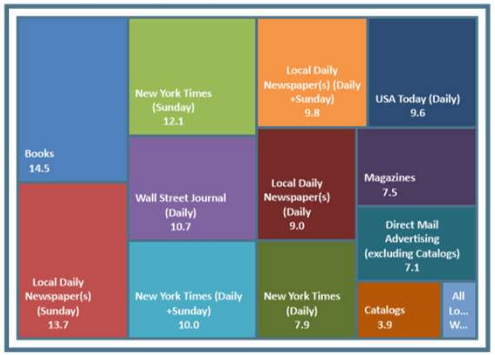
Radio Stations: KFXN-FM

312,183 or 48.9% of Adults 18 or older who listened to KQQL-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10. minutes every day representing 38.6% of all time spent daily with All forms of Print Media.

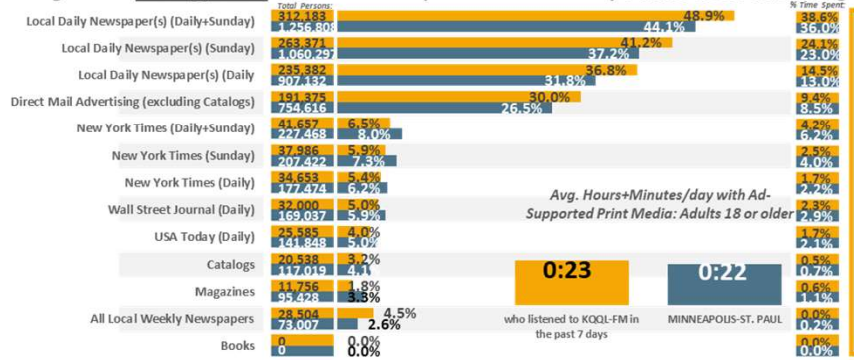
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

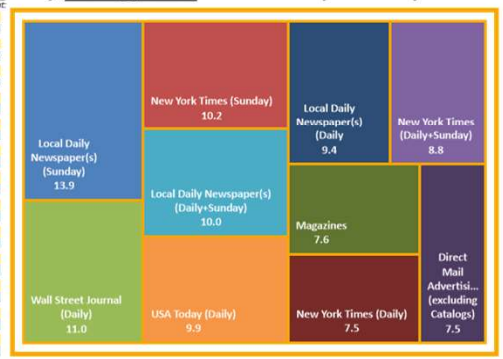


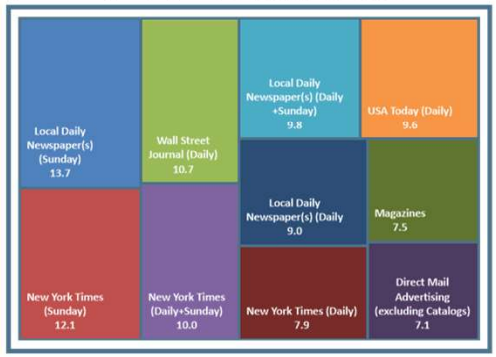




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







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Radio Stations: KQQL-FM