PHOENIX DMA – Three P21+ Customer Targets of the SANTAN BREWING COMPANY!

Complete Demographic & Media Use Profiles



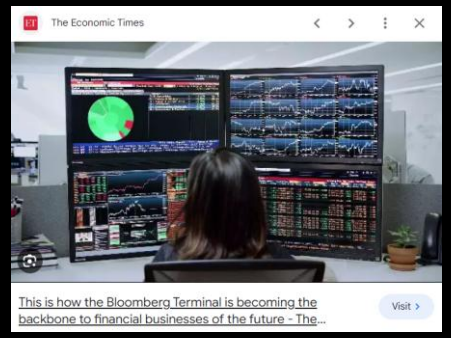
Complete Demographic, Psychographic, and Total Media Usage Profiles of **PHOENIX DMA P21+ within a 15-mile radius of the SANTAN BREWING COMPANY in Chandler who Drink Craft Beer, Drink Liquor, Drink Pre-Mixed and/or Canned Cocktails as of January 31, 2025.**

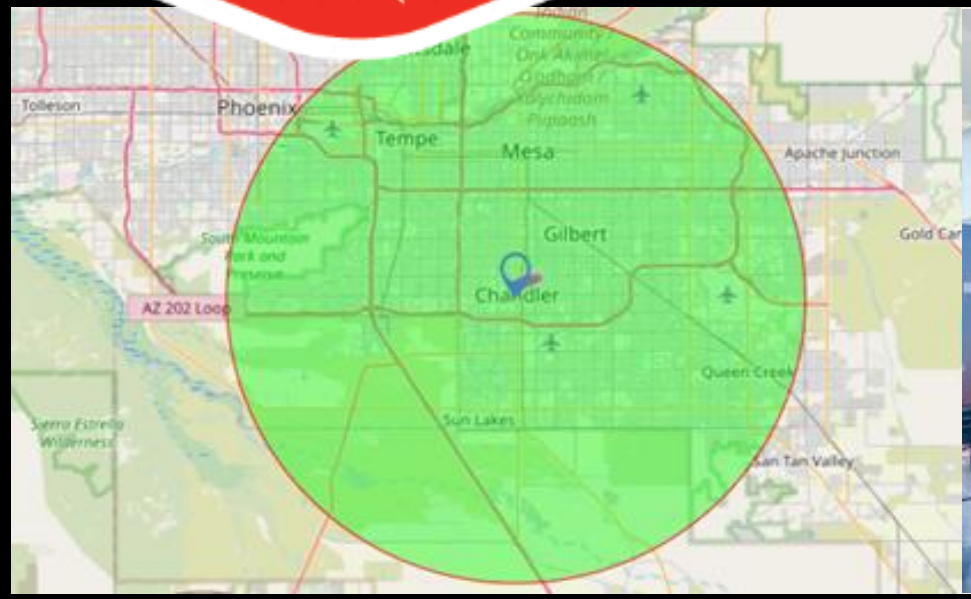
SanTan BREWING COMPANY Chandler · Arizona











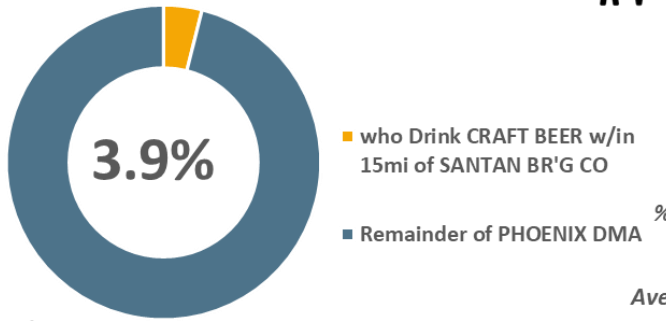


And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

HUBBARD BROADCASTING INC. HB INC.

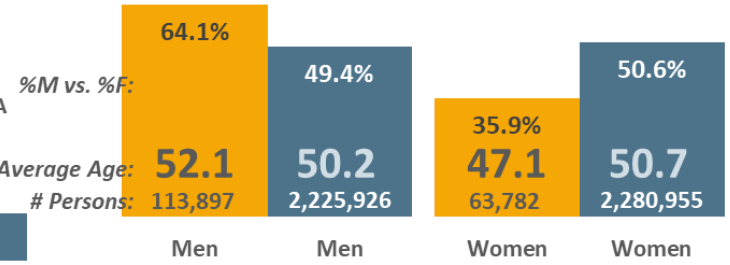
3.9% or 177,679 of PHOENIX DMA Adults 21 or older Drink CRAFT BEER w/in 15mi of SANTAN BR'G CO. Typical Adults 21 or older who Drink CRAFT BEER w/in 15mi of SANTAN BR'G CO are 50.6 years old (.2% older than average) and have a $139,977 (36.2% higher than average) annual household income.

Percent of Market: Adults 21 or older

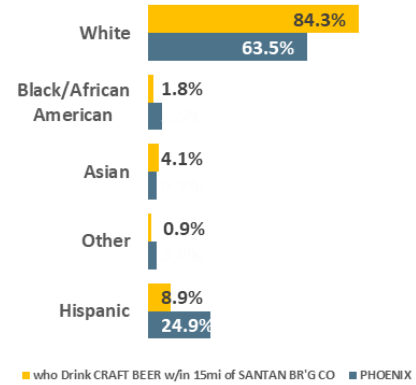


Total Persons: 177,679 | 4,329,202

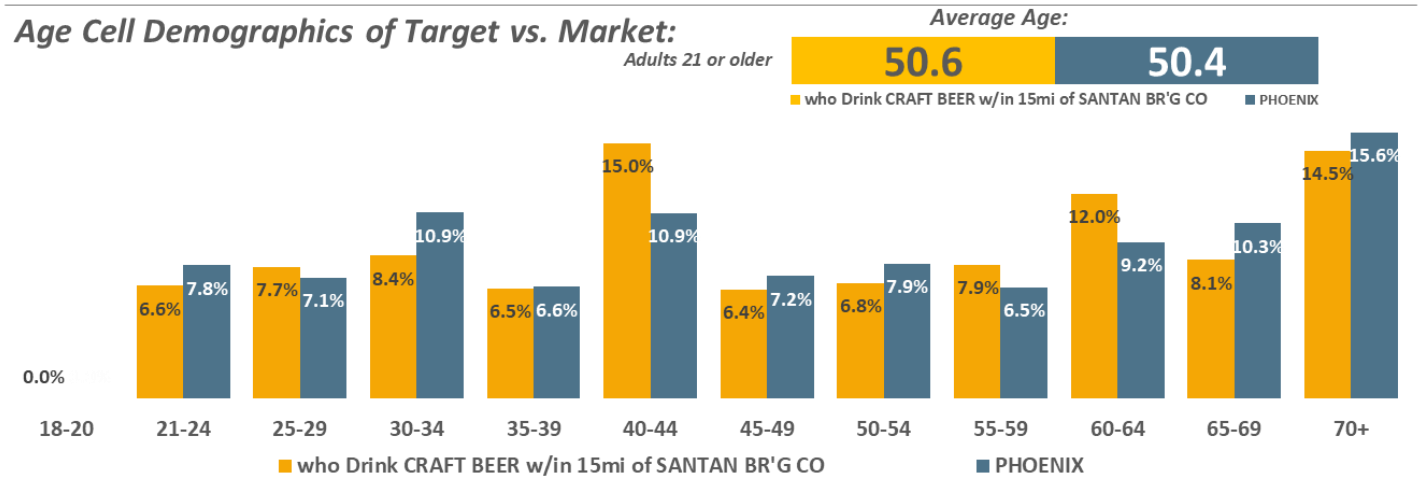
Gender of Target vs. Market: Adults 21 or older



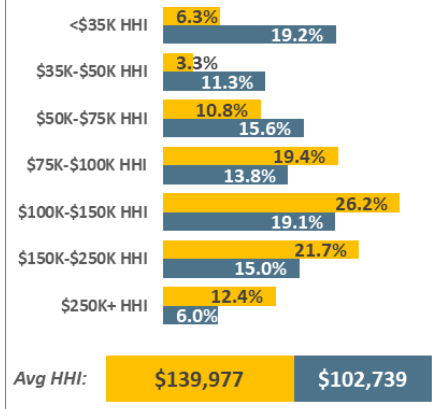
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $139,977 | $102,739

PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 107

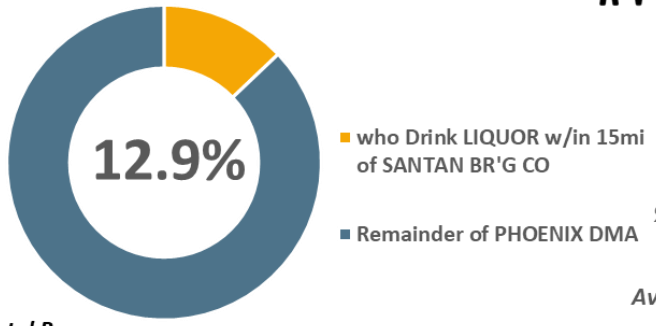
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

[(Types of alcoholic beverages drink: Microbrew/craft beer AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298))]



12.9% or 582,012 of PHOENIX DMA Adults 21 or older Drink LIQUOR w/in 15mi of SANTAN BR'G CO.
Typical Adults 21 or older who Drink LIQUOR w/in 15mi of SANTAN BR'G CO are 47. years old (6.8% younger than average) and have a $122,071 (18.8% higher than average) annual household income.

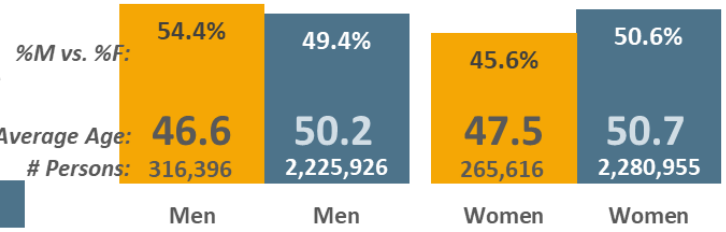
Percent of Market: Adults 21 or older



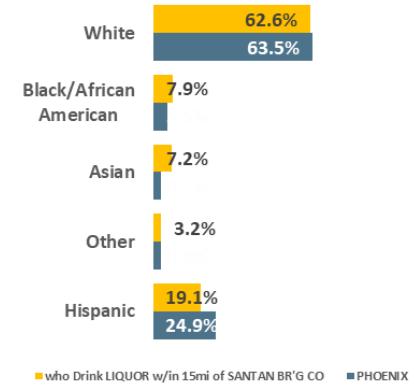
Total Persons:



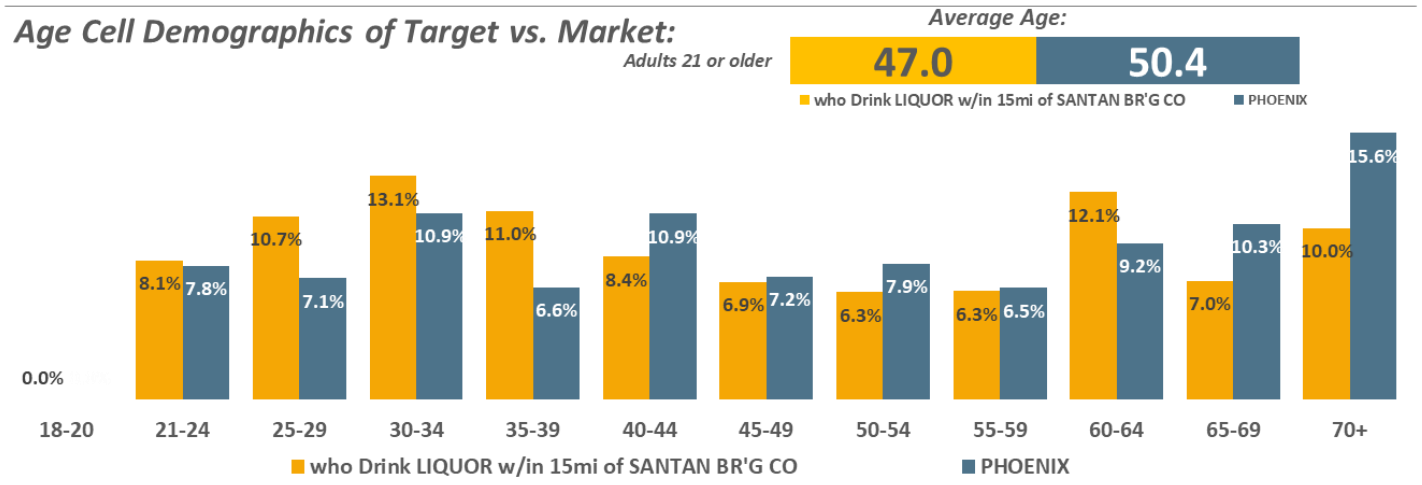
Gender of Target vs. Market: Adults 21 or older



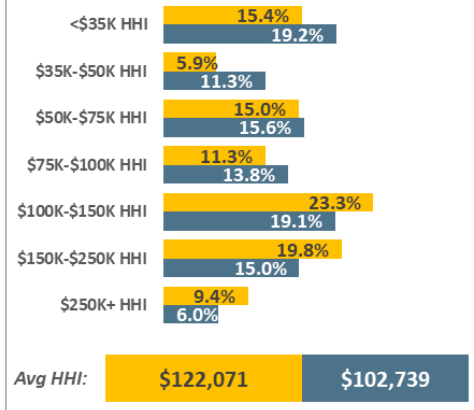
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $122,071 | $102,739

PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 338

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

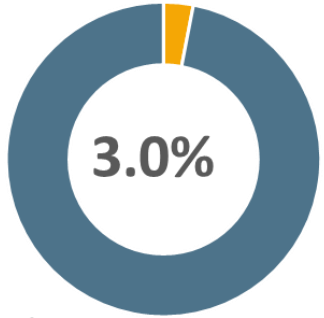
HUBBARD RADIO

[[(Types of alcoholic beverages drank past 30 days: Liquor (spirits))AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)]]

98kUPD ARIZONA'S REAL ROCK | 100.7 FM KSLX CLASSIC ROCK | 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE | OLDIES 1440 AM | 92.7 KAZG | 2060 Digital

3.% or 137,095 of PHOENIX DMA Adults 21 or older Drink PRE-MIXED COCKTAILS w/in 15mi of SANTAN BR'G CO. Typical Adults 21 or older who Drink PRE-MIXED COCKTAILS w/in 15mi of SANTAN BR'G CO are 40.2 years old (20.3% younger than average) and have a $139,503 (35.8% higher than average) annual household …

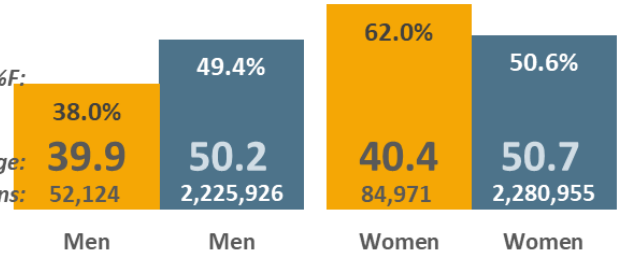
Percent of Market: Adults 21 or older



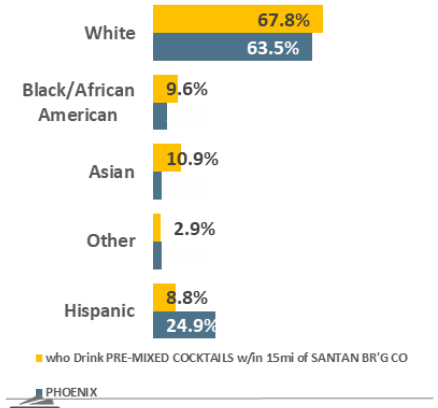
Total Persons:



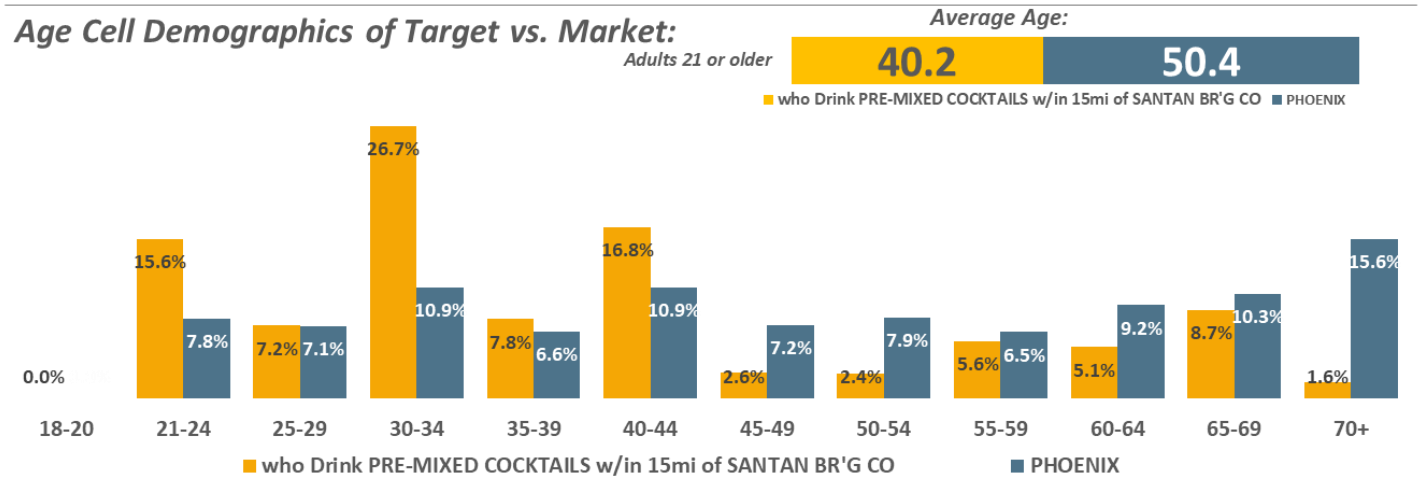
Gender of Target vs. Market: Adults 21 or older



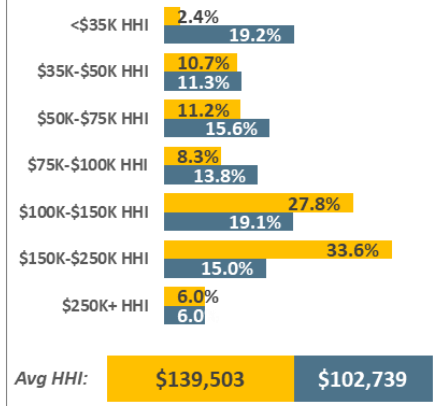
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $139,503 | $102,739

PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 72

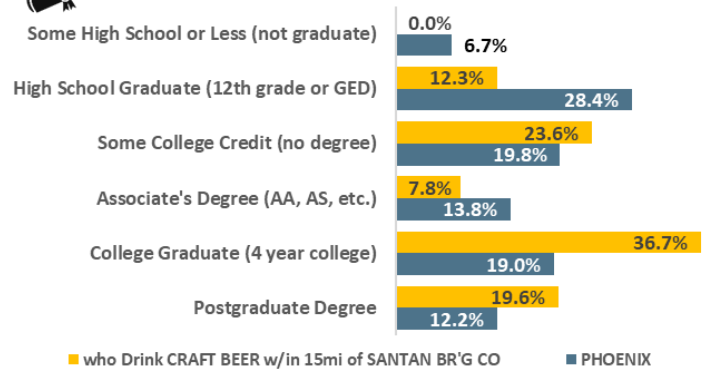
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

[((Liquor drank past 30 days: Pre-mixed cocktails (with liquor) OR Types of alcoholic beverages drink: Canned cocktails)AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298))]

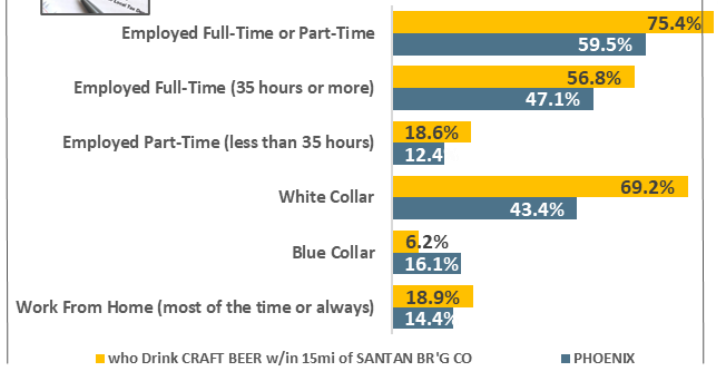


3.9% or 177,679 of PHOENIX DMA Adults 21 or older Drink CRAFT BEER w/in 15mi of SANTAN BR'G CO. Adults 21 or older who Drink CRAFT BEER w/in 15mi of SANTAN BR'G CO are 80.1% more likely to be a college graduate, 20.7% more likely to work full-time, 30.1% more likely to be married, 5.9% more likely to be a parent of 1 or more children under 18.

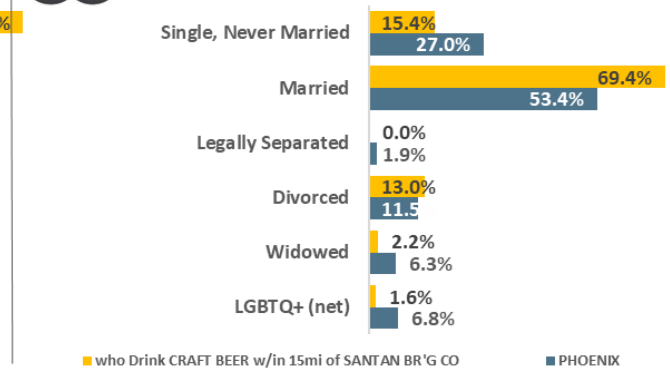
Education Levels: Adults 21 or older



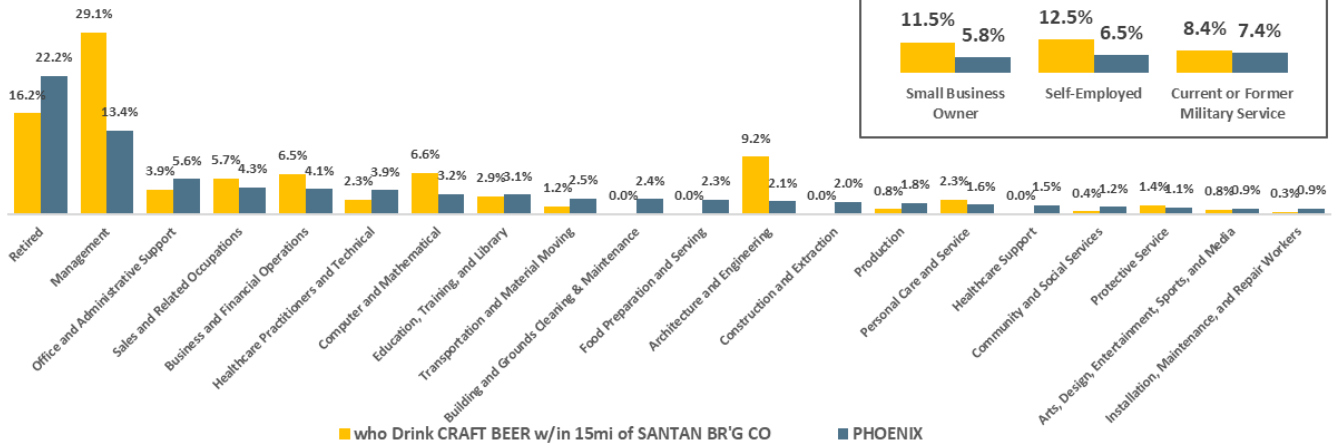
Employment: Adults 21 or older



Marital Status: Adults 21 or older

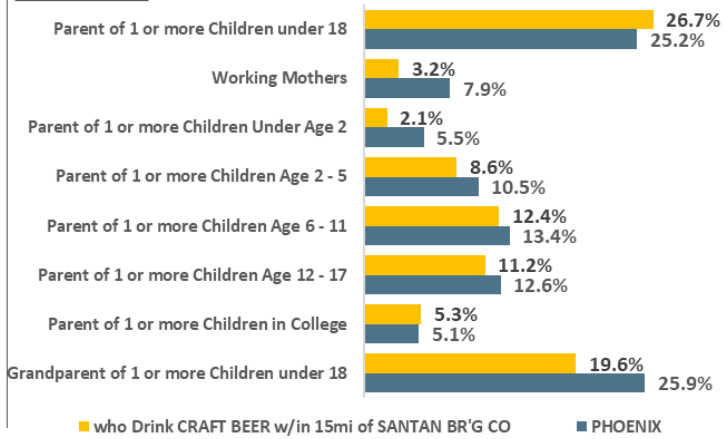


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 107

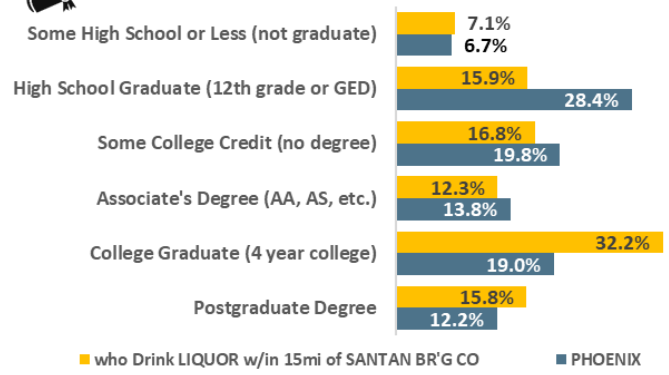
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

[(Types of alcoholic beverages drink: Microbrew/craft beer AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298))]

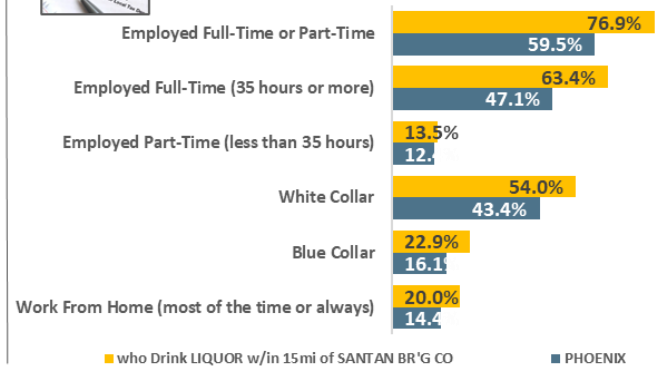


12.9% or 582,012 of PHOENIX DMA Adults 21 or older Drink LIQUOR w/in 15mi of SANTAN BR'G CO. Adults 21 or older who Drink LIQUOR w/in 15mi of SANTAN BR'G CO are 53.3% more likely to be a college graduate, 34.6% more likely to work full-time, 5.1% less likely to be married, 9.2% more likely to be a parent of 1 or more children under 18.

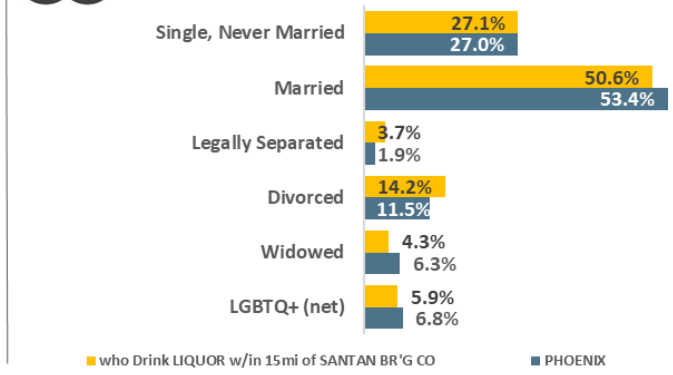
Education Levels: Adults 21 or older



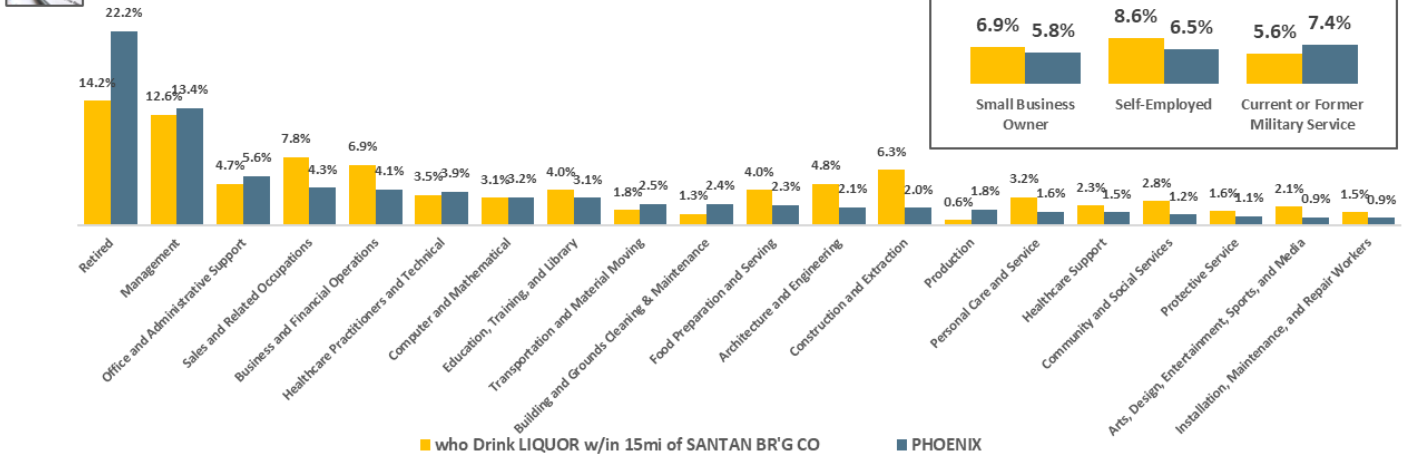
Employment: Adults 21 or older



Marital Status: Adults 21 or older

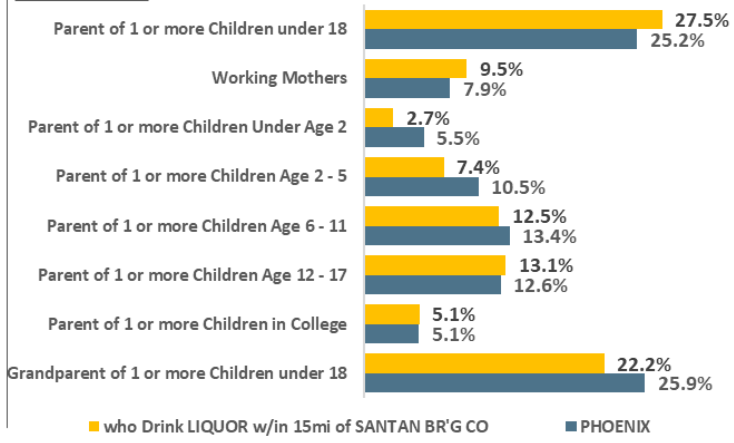


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 338

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

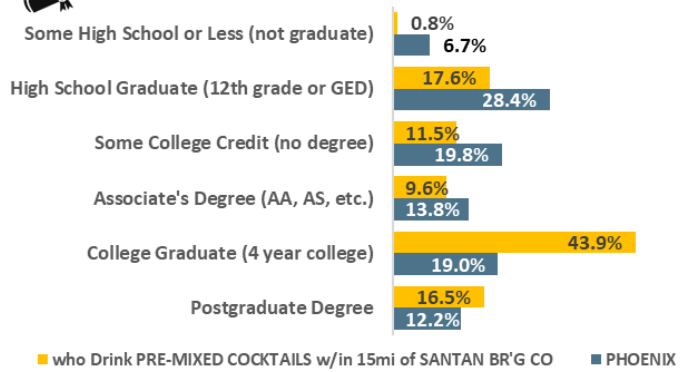
HUBBARD RADIO

[[(Types of alcoholic beverages drank past 30 days: Liquor (spirits))AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)]]

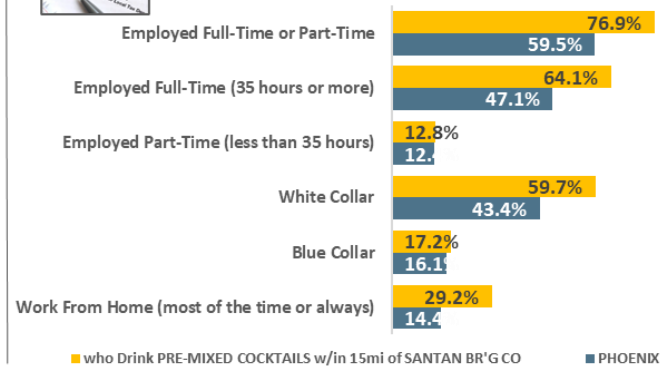
98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM | 92.7 KAZG · 2060 Digital

3.% or 137,095 of PHOENIX DMA Adults 21 or older Drink PRE-MIXED COCKTAILS w/in 15mi of SANTAN BR'G CO. Adults 21 or older who Drink PRE-MIXED COCKTAILS w/in 15mi of SANTAN BR'G CO are 93.3% more likely to be a college graduate, 36.1% more likely to work full-time, 9.9% less likely to be married, 42.4% more likely to be a parent of 1 or more children under

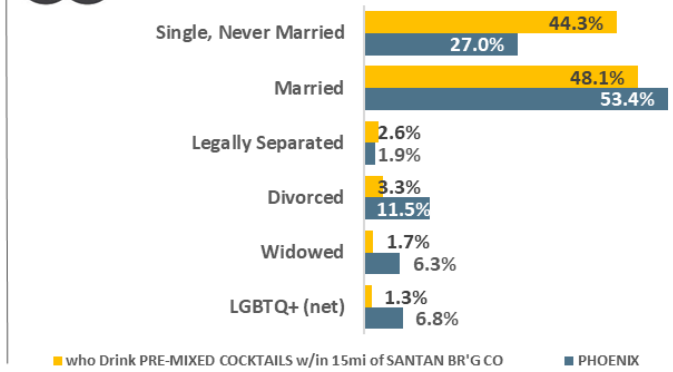
Education Levels: Adults 21 or older



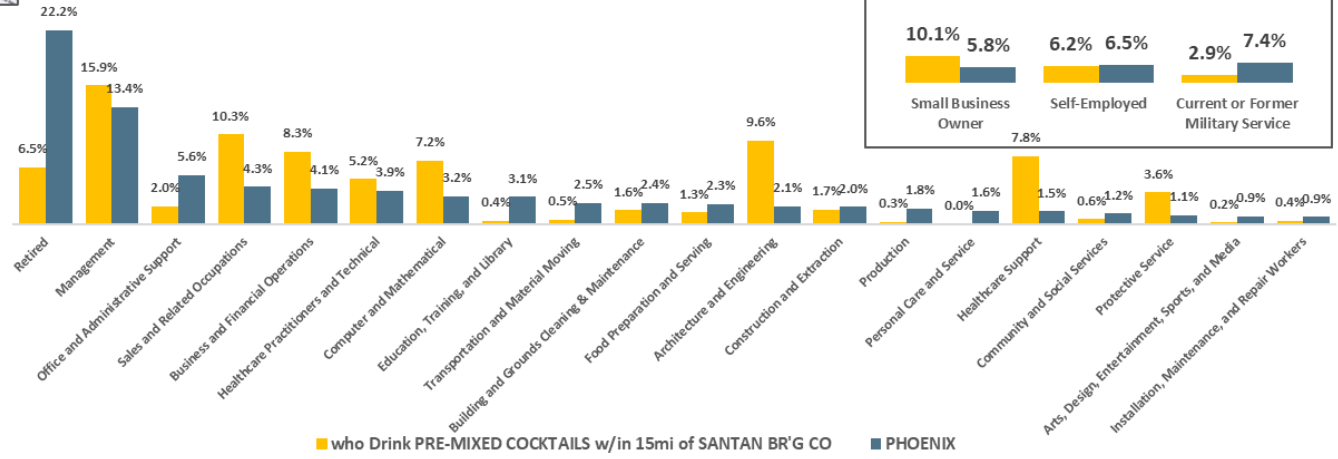
Employment: Adults 21 or older



Marital Status: Adults 21 or older

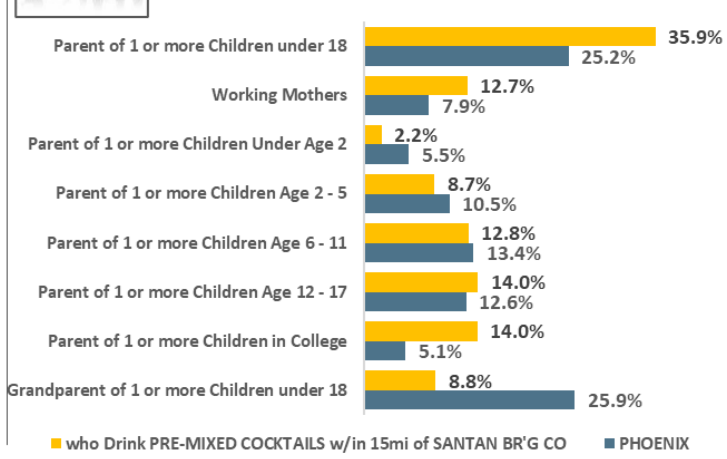


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 72

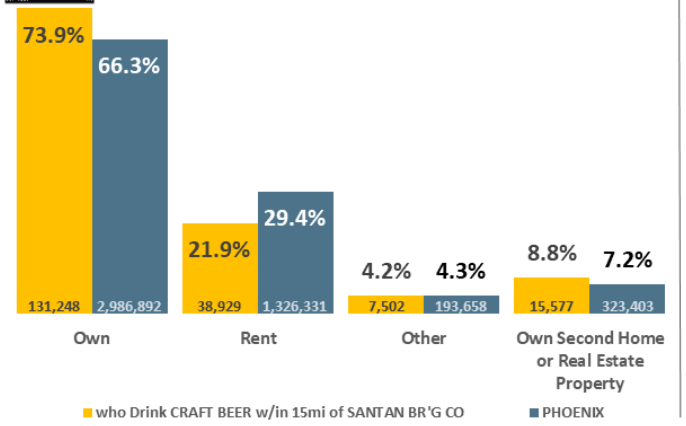
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

[((Liquor drank past 30 days: Pre-mixed cocktails (with liquor) OR Types of alcoholic beverages drink: Canned cocktails)AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)]]

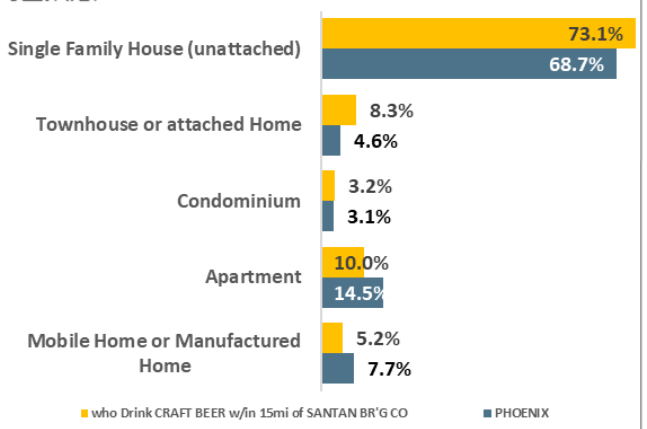


3.9% or 177,679 of PHOENIX DMA Adults 21 or older Drink CRAFT BEER w/in 15mi of SANTAN BR'G CO. Adults 21 or older who Drink CRAFT BEER w/in 15mi of SANTAN BR'G CO are 11.5% more likely to own their home, 11.6% more likely to own a higher valued home, 6.5% more likely to have a single-family home, 6.7% less likely to have a dog.

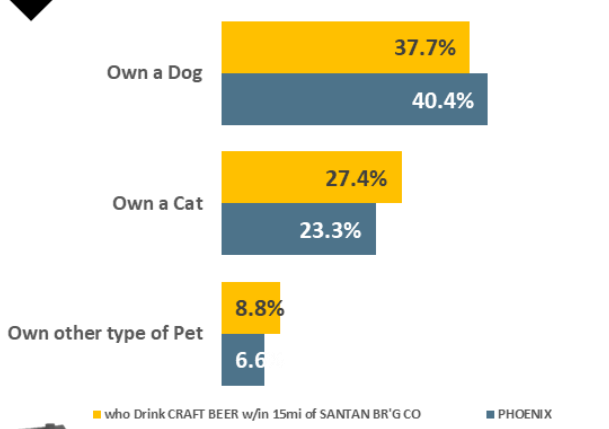
Own/Rent/Other: Adults 21 or older



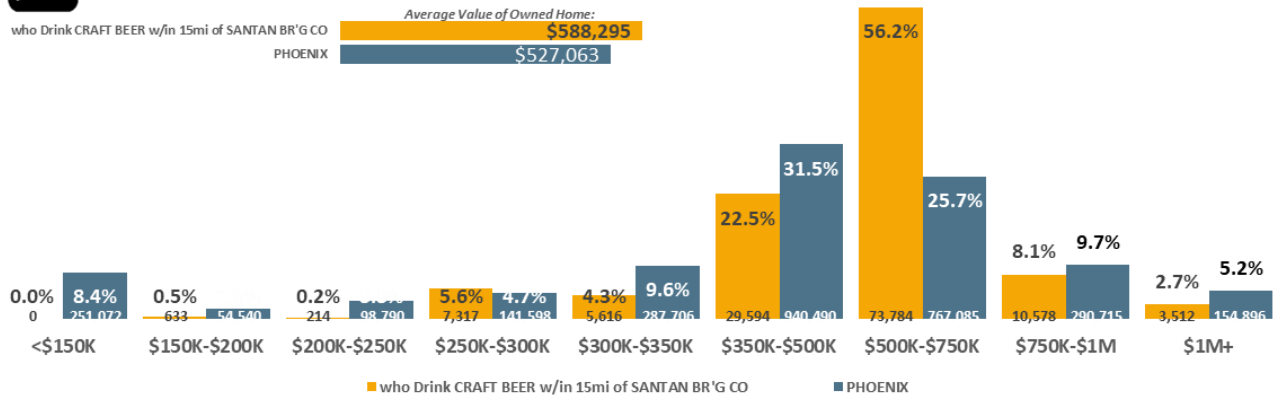
Type of Home: Adults 21 or older



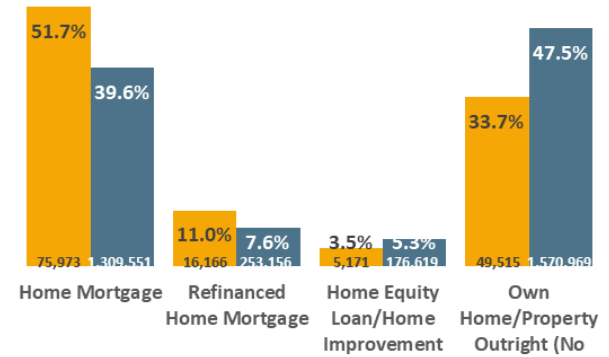
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 107

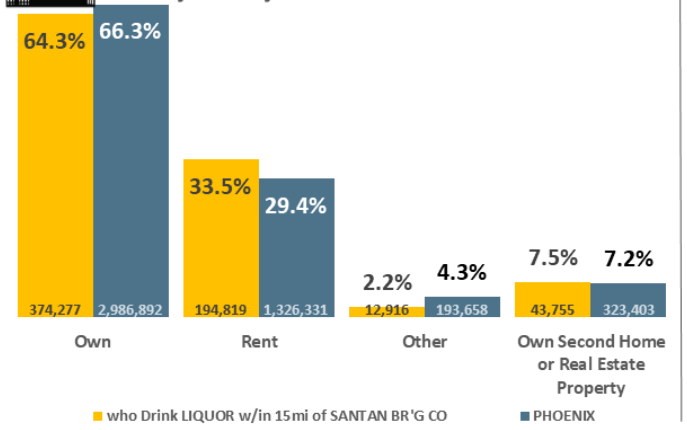
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

[(Types of alcoholic beverages drink: Microbrew/craft beer AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298))]

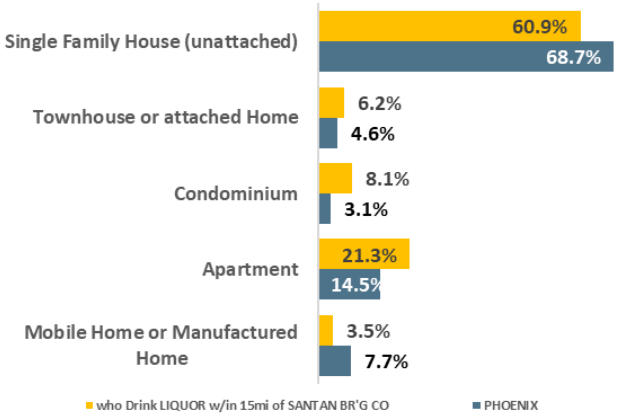


12.9% or 582,012 of PHOENIX DMA Adults 21 or older Drink LIQUOR w/in 15mi of SANTAN BR'G CO. Adults 21 or older who Drink LIQUOR w/in 15mi of SANTAN BR'G CO are 3.% less likely to own their home, 1.% more likely to own a lower valued home, 11.3% less likely to have a single-family home, 7.3% less likely to have a dog.

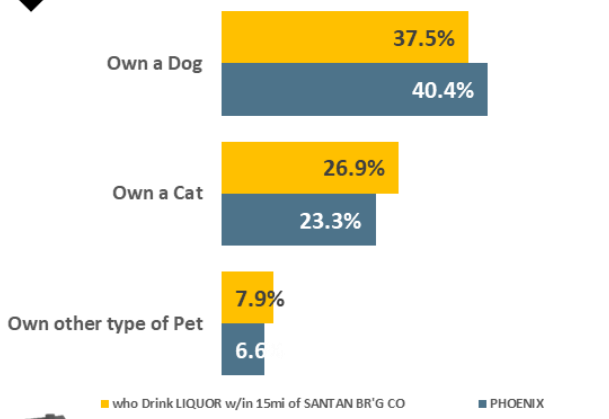
Own/Rent/Other: Adults 21 or older



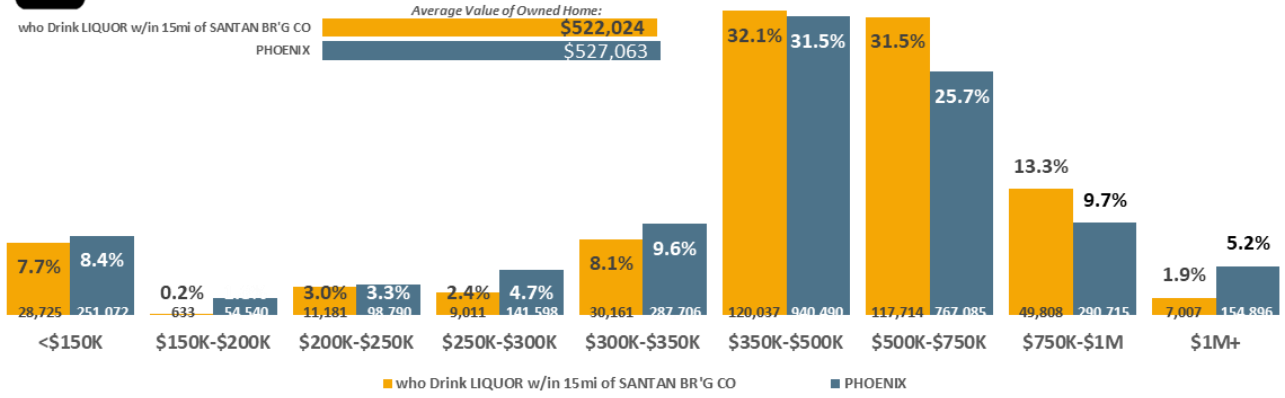
Type of Home: Adults 21 or older



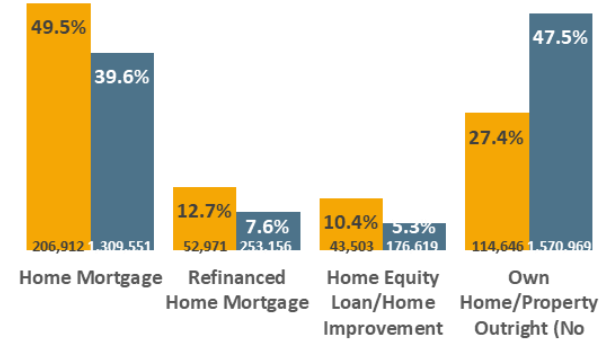
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 338

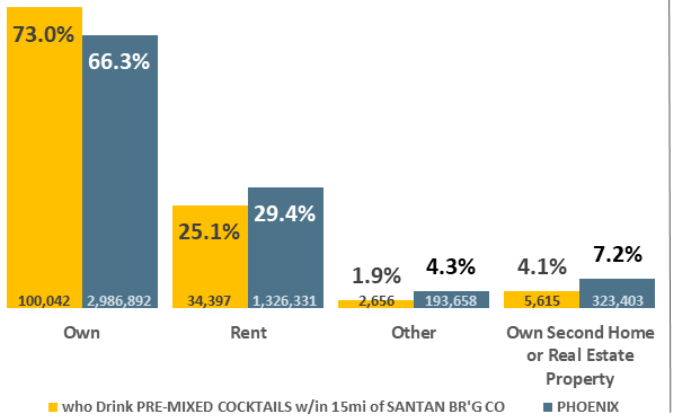
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

[[(Types of alcoholic beverages drank past 30 days: Liquor (spirits))AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)]]

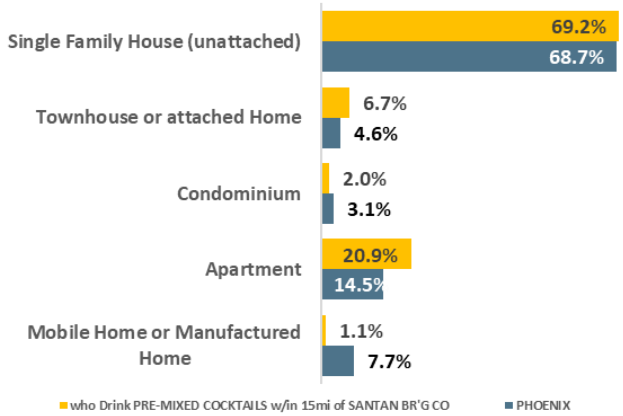


3.% or 137,095 of PHOENIX DMA Adults 21 or older Drink PRE-MIXED COCKTAILS w/in 15mi of SANTAN BR'G CO. Adults 21 or older who Drink PRE-MIXED COCKTAILS w/in 15mi of SANTAN BR'G CO are 10.1% more likely to own their home, 10.1% more likely to own a lower valued home, .8% more likely to have a single-family home, 7.1% less likely to have a dog.

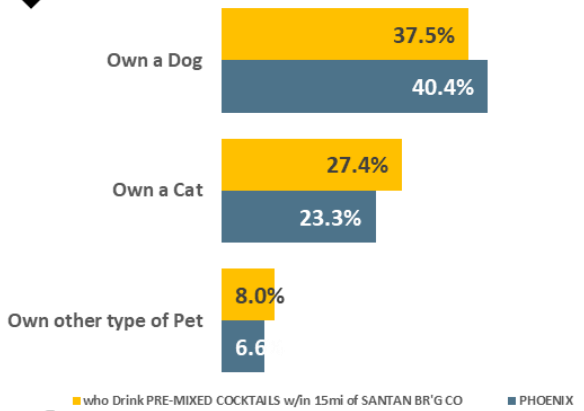
Own/Rent/Other: Adults 21 or older



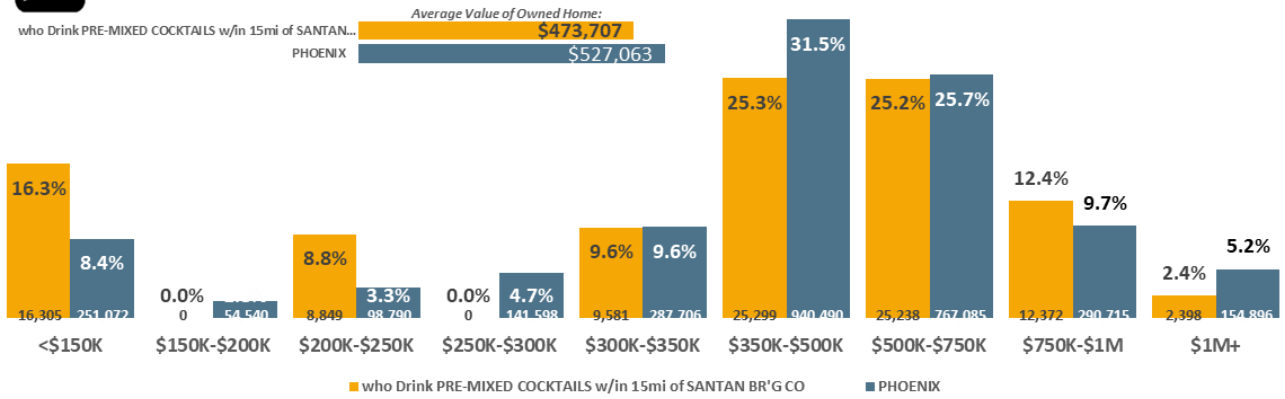
Type of Home: Adults 21 or older



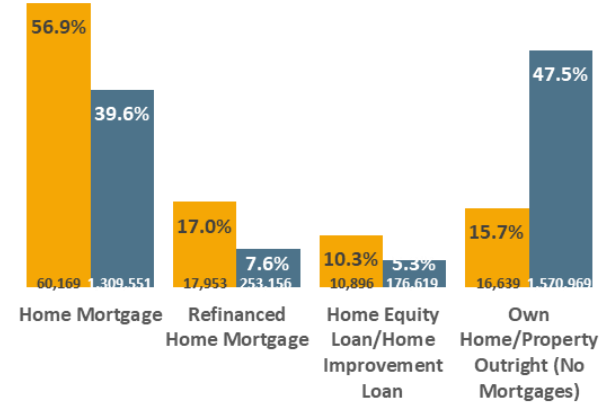
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 72

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

HUBBARD RADIO

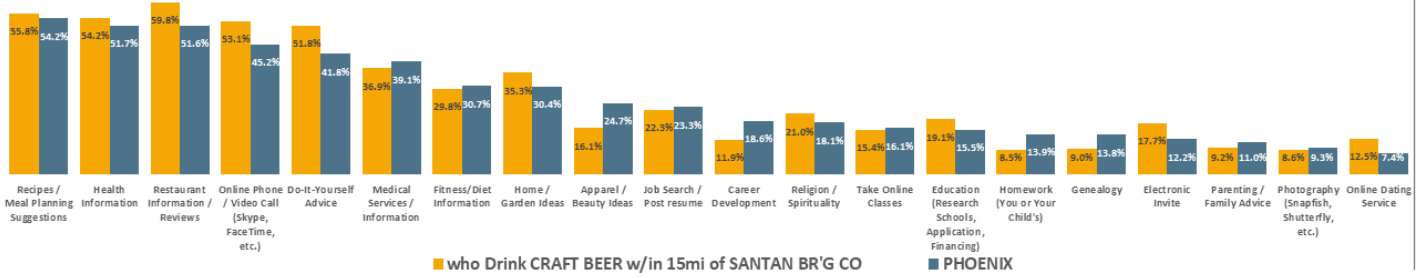
[[(Liquor drank past 30 days: Pre-mixed cocktails (with liquor) OR Types of alcoholic beverages drink: Canned cocktails)AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)]]

98kUPD ARIZONA'S REAL ROCK
100.7 FM KSLX CLASSIC ROCK
93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE
OLDIES 1440 AM 92.7 KAZG
2060 Digital

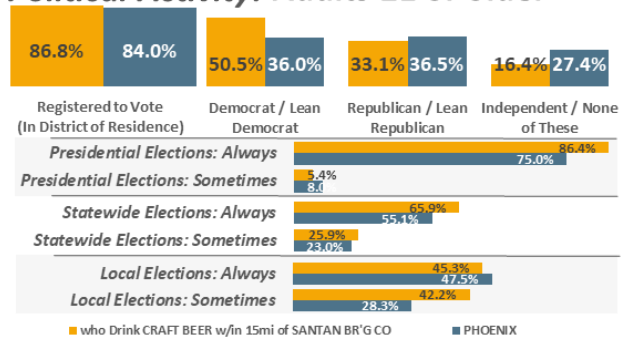


3.9% or 177,679 of PHOENIX DMA Adults 21 or older Drink CRAFT BEER w/in 15mi of SANTAN BR'G CO. Adults 21 or older who Drink CRAFT BEER w/in 15mi of SANTAN BR'G CO are 23.7% more likely to look up D-I-Y advice online, 4.7% less likely to always vote in local elections, 25.2% more likely to belong to a gym, 26.7% more likely to fly domestic past yr.

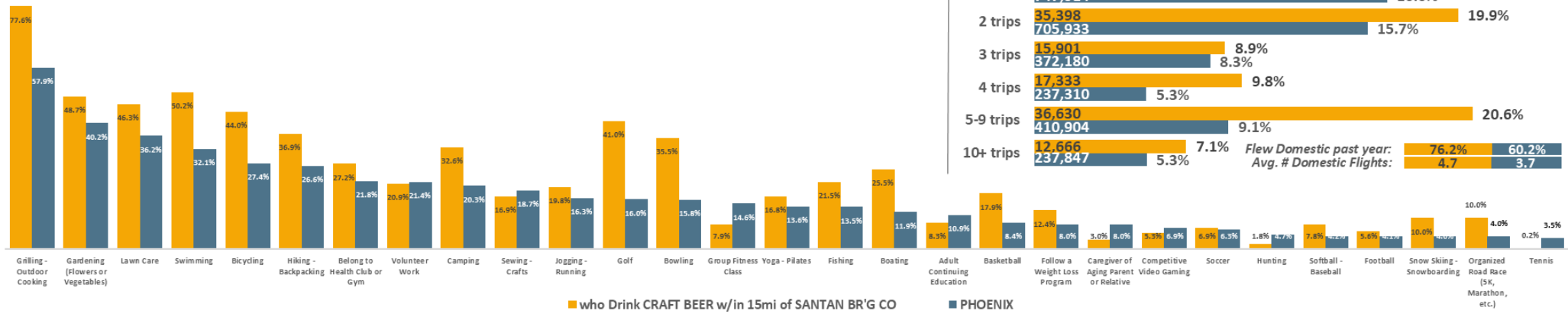
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



Political Activity: Adults 21 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 21 or older



Past 12-months Domestic Airline Trips: Adults 21 or older

PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 107

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

HUBBARD RADIO

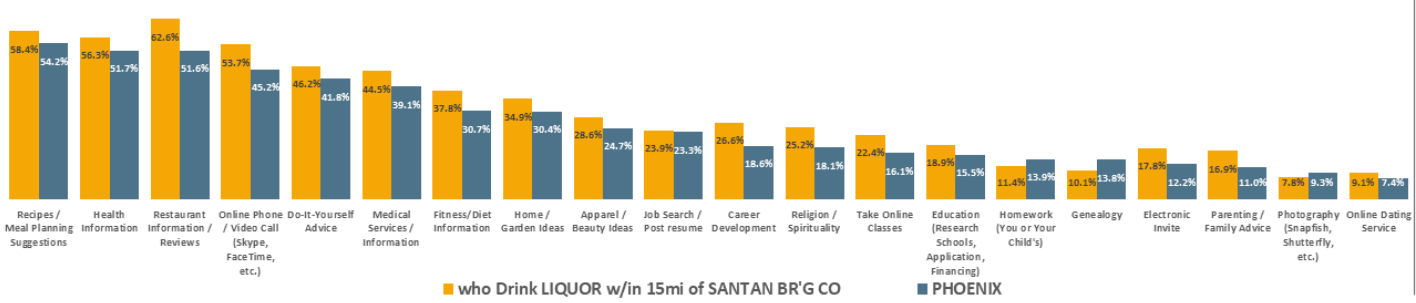
[(Types of alcoholic beverages drink: Microbrew/craft beer AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298))]

98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM | 92.7 KAZG · 2060 Digital

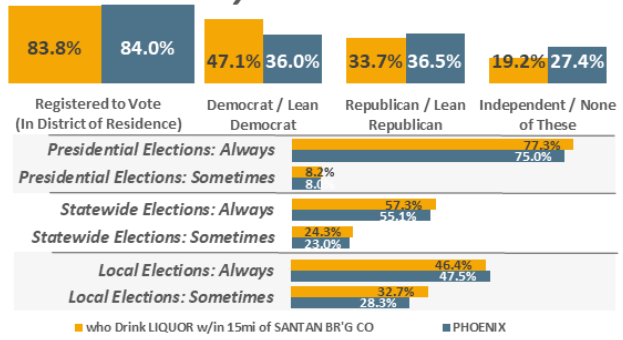


12.9% or 582,012 of PHOENIX DMA Adults 21 or older Drink LIQUOR w/in 15mi of SANTAN BR'G CO. Adults 21 or older who Drink LIQUOR w/in 15mi of SANTAN BR'G CO are 10.3% more likely to look up D-I-Y advice online, 2.2% less likely to always vote in local elections, 6.3% more likely to belong to a gym, 25.2% more likely to fly domestic past yr.

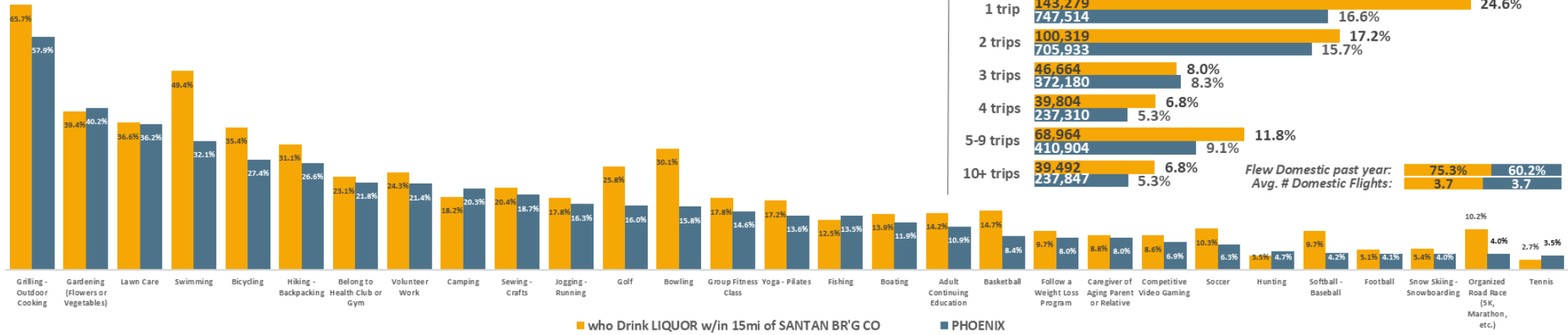
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



Political Activity: Adults 21 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 21 or older



Past 12-months Domestic Airline Trips: Adults 21 or older

PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 338

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

HUBBARD RADIO

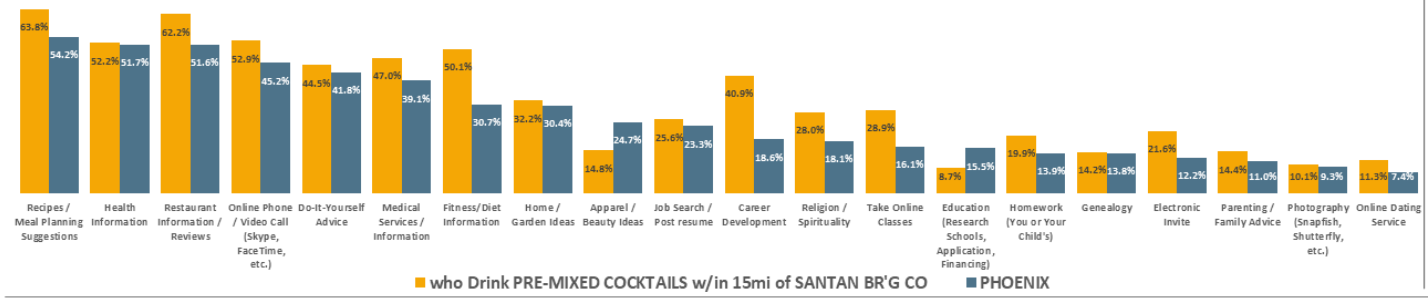
[[(Types of alcoholic beverages drank past 30 days: Liquor (spirits))AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)]]

98kUPD ARIZONA'S REAL ROCK
100.7 FM KSLX CLASSIC ROCK
93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE
OLDIES 1440 AM 92.7 KAZG
2060 Digital

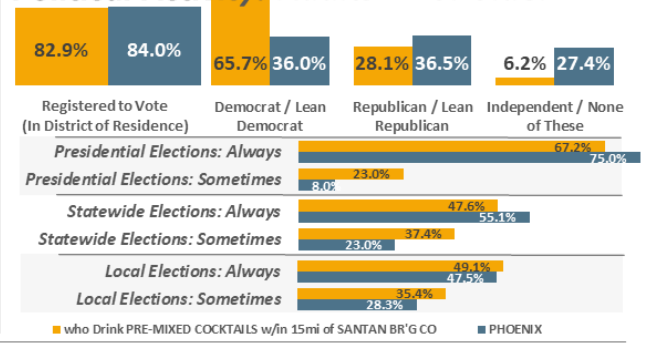


3.% or 137,095 of PHOENIX DMA Adults 21 or older Drink PRE-MIXED COCKTAILS w/in 15mi of SANTAN BR'G... Adults 21 or older who Drink PRE-MIXED COCKTAILS w/in 15mi of SANTAN BR'G CO are 6.4% more likely to look up D-I-Y advice online, 3.5% more likely to always vote in local elections, 48.8% more likely to belong to a gym, 21.% more likely to fly domestic pa

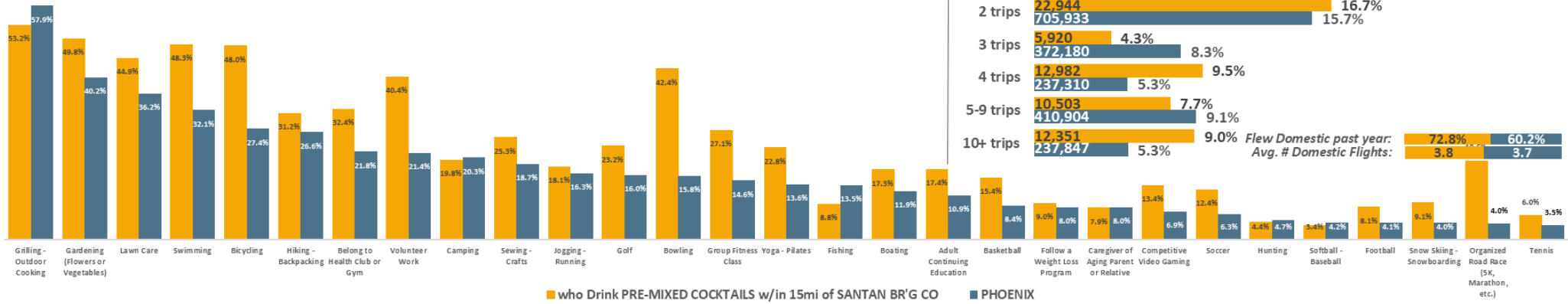
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



Political Activity: Adults 21 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 21 or older



Past 12-months Domestic Airline Trips: Adults 21 or older

PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 72

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

[((Liquor drank past 30 days: Pre-mixed cocktails (with liquor) OR Types of alcoholic beverages drink: Canned cocktails)AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)]]



3.9% or 177,679 of PHOENIX DMA Adults 21 or older Drink CRAFT BEER w/in 15mi of SANTAN BR'G CO. Adults 21 or older who Drink CRAFT BEER w/in 15mi of SANTAN BR'G CO are 1.1% more likely to use QSRs past mo., 12.1% more likely to use Sit-Down Restaurants past mo., 40.4% more likely to use Casinos past yr., 55.9% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

Past 30-days Sit-Down Restaurant Users: Adults 21 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 21 or older

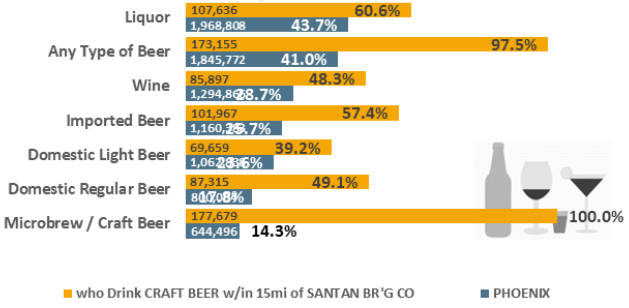
(Sit-Down Restaurants Used Past 30-days)



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

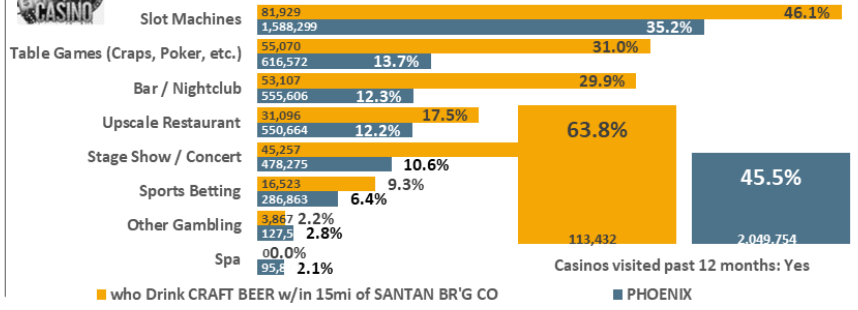


Drank Past 30-days: Adults 21 or older



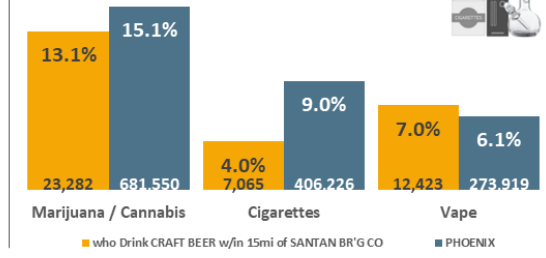
Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older





PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 107

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

[(Types of alcoholic beverages drink: Microbrew/craft beer AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298))]



12.9% or 582,012 of PHOENIX DMA Adults 21 or older Drink LIQUOR w/in 15mi of SANTAN BR'G CO. Adults 21 or older who Drink LIQUOR w/in 15mi of SANTAN BR'G CO are 8.4% more likely to use QSRs past mo., 13.4% more likely to use Sit-Down Restaurants past mo., 26.5% more likely to use Casinos past yr., 51.1% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



Past 30-days Sit-Down Restaurant Users: Adults 21 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

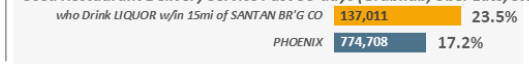


Top-10 Cuisines: Adults 21 or older

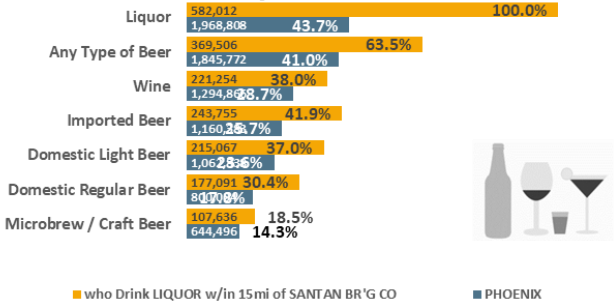
(Sit-Down Restaurants Used Past 30-days)



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

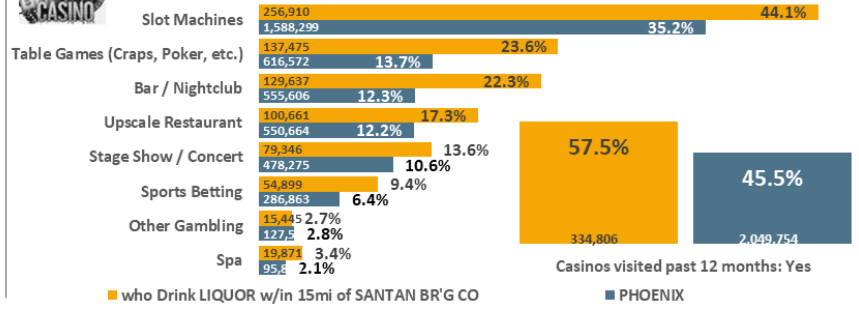


Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 338

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

[[(Types of alcoholic beverages drank past 30 days: Liquor (spirits))AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)]]



3.% or 137,095 of PHOENIX DMA Adults 21 or older Drink PRE-MIXED COCKTAILS w/in 15mi of SANTAN BR'G CO. Adults 21 or older who Drink PRE-MIXED COCKTAILS w/in 15mi of SANTAN BR'G CO are 13.2% more likely to use QSRs past mo., 16.% more likely to use Sit-Down Restaurants past mo., 36.% more likely to use Casinos past yr., 37.6% less likely to smoke cigarettes

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



Past 30-days Sit-Down Restaurant Users: Adults 21 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

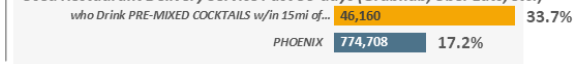


Top-10 Cuisines: Adults 21 or older

(Sit-Down Restaurants Used Past 30-days)



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

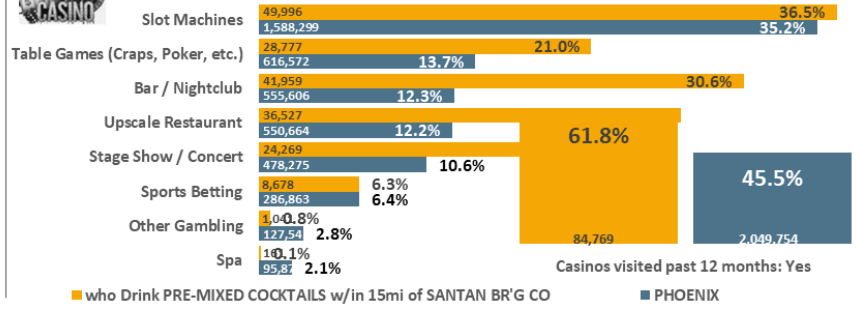


Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 72

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

HUBBARD RADIO

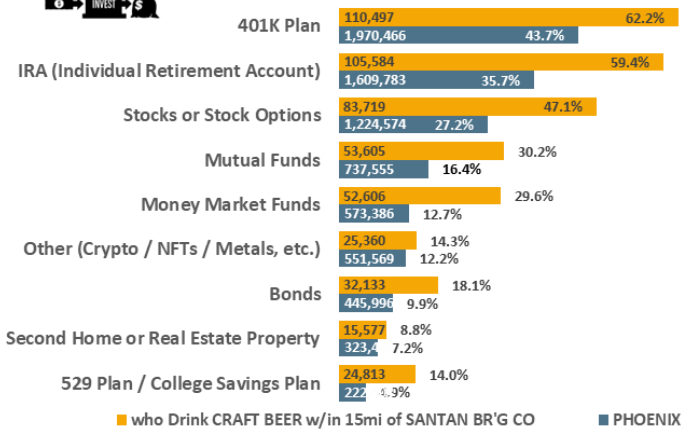
[((Liquor drank past 30 days: Pre-mixed cocktails (with liquor) OR Types of alcoholic beverages drink: Canned cocktails)AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298))]

98kUPD ARIZONA'S REAL ROCK
100.7 FM KSLX CLASSIC ROCK
93.3 ALT • AZ ARIZONA'S ALTERNATIVE
OLDIES 1440 AM 92.7 KAZG
2060 Digital

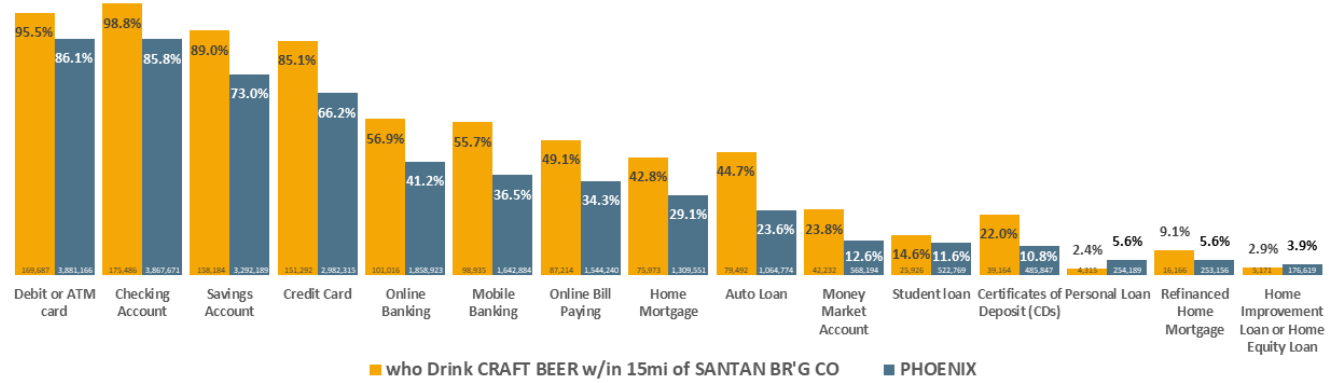


3.9% or 177,679 of PHOENIX DMA Adults 21 or older Drink CRAFT BEER w/in 15mi of SANTAN BR'G CO. Adults 21 or older who Drink CRAFT BEER w/in 15mi of SANTAN BR'G CO are 42.2% more likely to have a 401K, 89.4% more likely to have an Auto Loan, 61.2% more likely to Invest/Trade Stocks Online, 30.1% less likely to pay with their Debit Card.

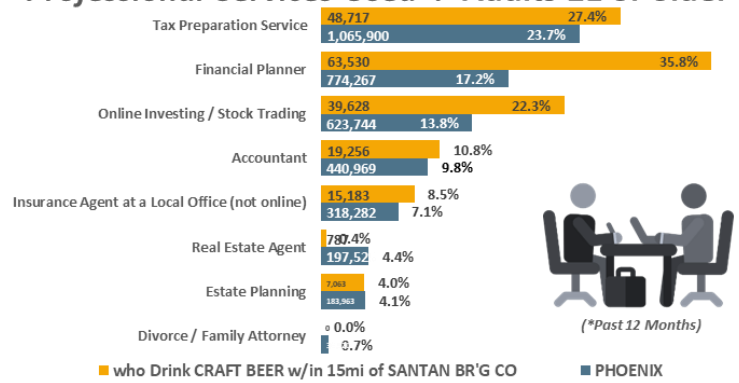
Investments Owned: Adults 21 or older



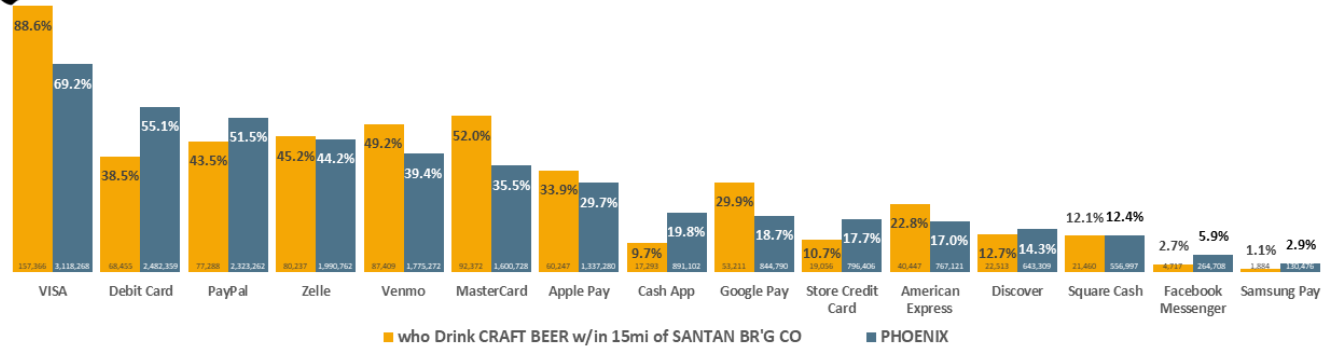
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used:* Adults 21 or older



Past 3-Months Payment Methods Used: Adults 21 or older



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 107

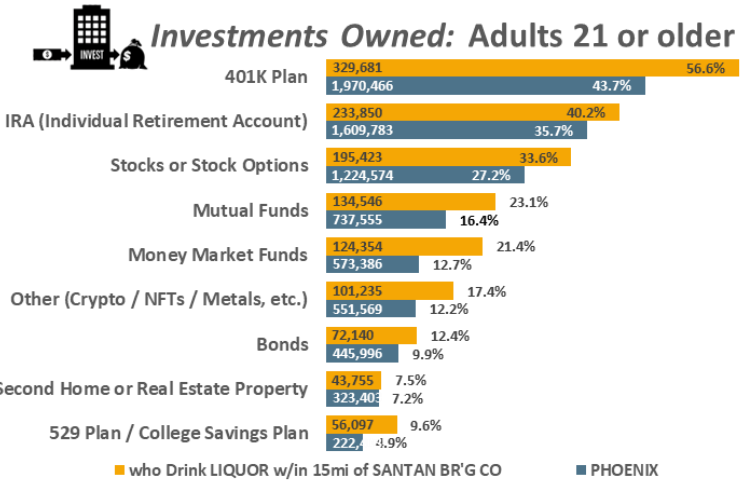
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

[(Types of alcoholic beverages drink: Microbrew/craft beer AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298))]

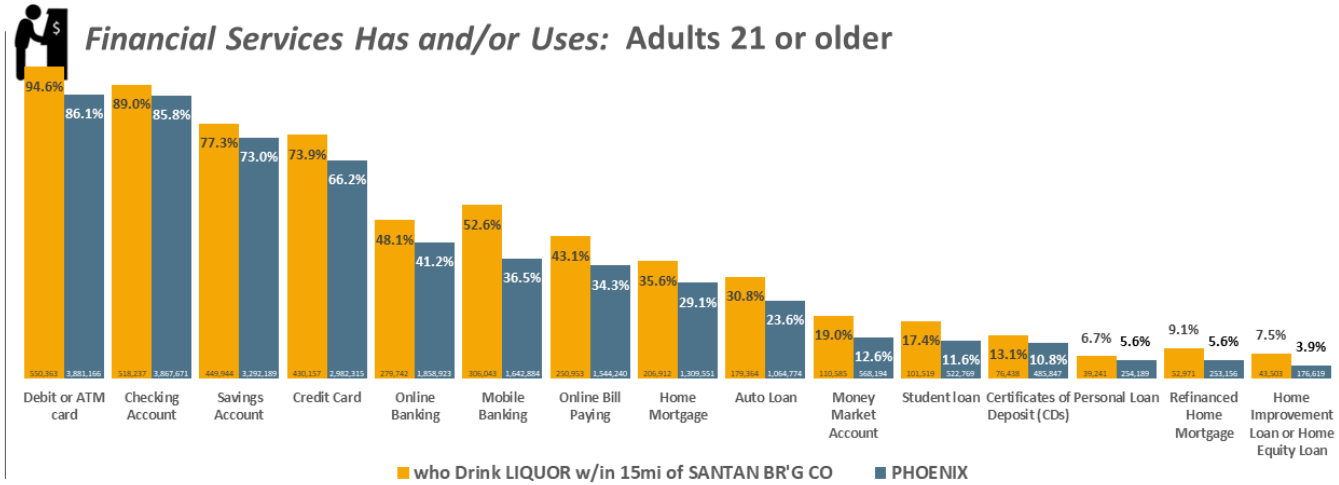


12.9% or 582,012 of PHOENIX DMA Adults 21 or older Drink LIQUOR w/in 15mi of SANTAN BR'G CO. Adults 21 or older who Drink LIQUOR w/in 15mi of SANTAN BR'G CO are 29.6% more likely to have a 401K, 30.4% more likely to have an Auto Loan, 77.% more likely to Invest/Trade Stocks Online, 5.3% more likely to pay with their Debit Card.

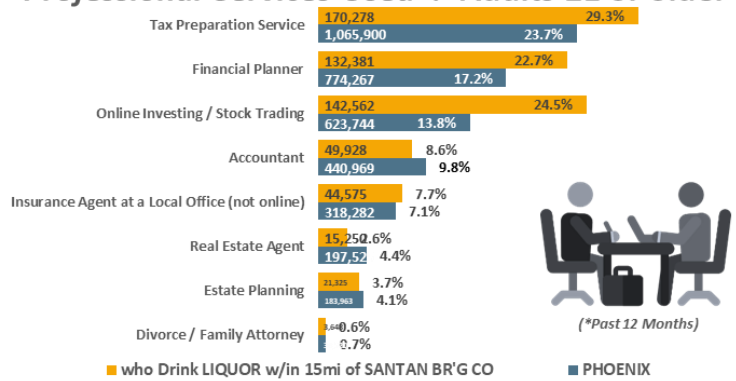
Investments Owned: Adults 21 or older



Financial Services Has and/or Uses: Adults 21 or older

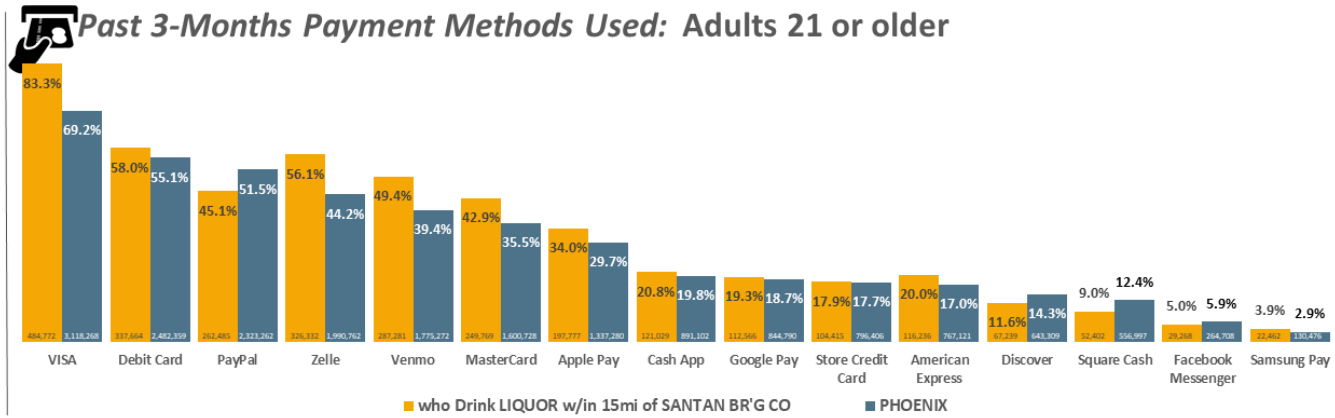


Professional Services Used:* Adults 21 or older



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 21 or older



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 338

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

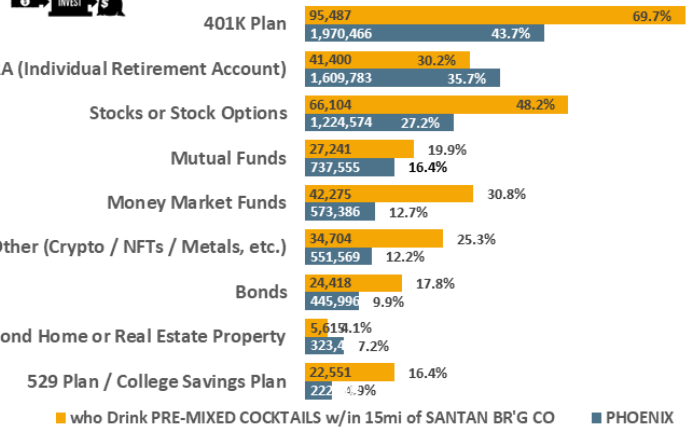
[[(Types of alcoholic beverages drank past 30 days: Liquor (spirits))AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)]]

HUBBARD RADIO
98kUPD ARIZONA'S REAL ROCK
100.7 FM KSLX CLASSIC ROCK
93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE
OLDIES 1440 AM 92.7 KAZG
2060 Digital

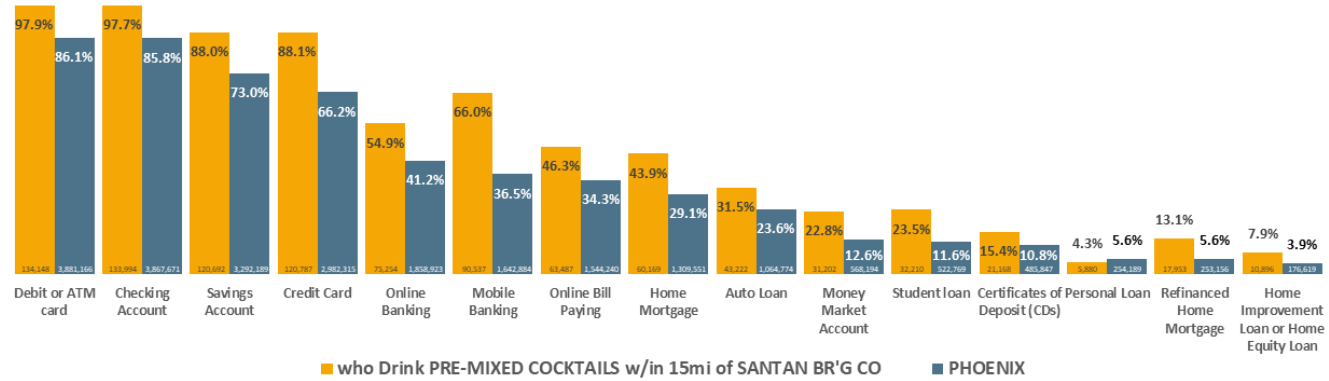


3.% or 137,095 of PHOENIX DMA Adults 21 or older Drink PRE-MIXED COCKTAILS w/in 15mi of SANTAN BR'G... Adults 21 or older who Drink PRE-MIXED COCKTAILS w/in 15mi of SANTAN BR'G CO are 59.3% more likely to have a 401K, 33.4% more likely to have an Auto Loan, 152.1% more likely to Invest/Trade Stocks Online, .2% more likely to pay with their Debit Card.

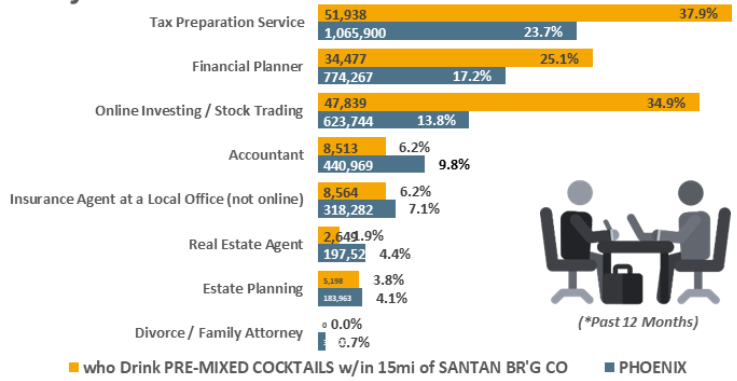
Investments Owned: Adults 21 or older



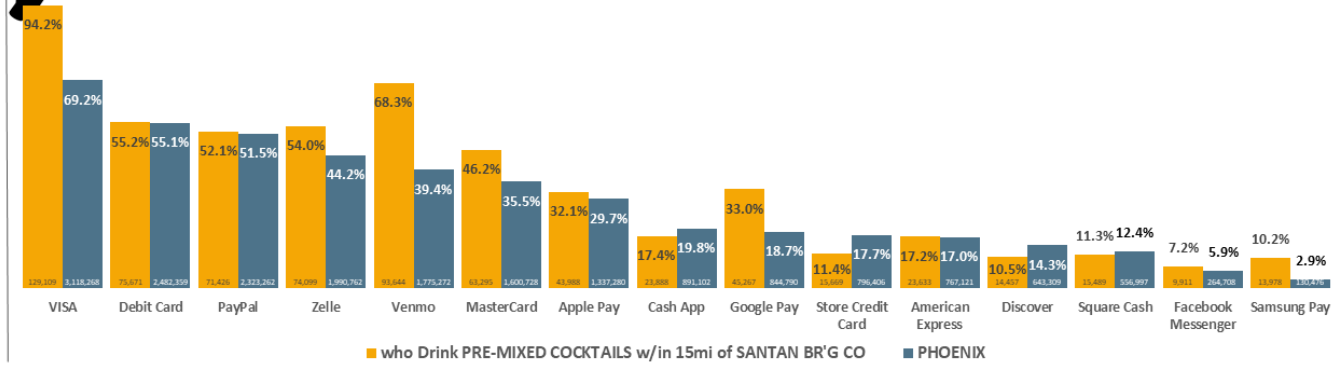
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used:* Adults 21 or older



Past 3-Months Payment Methods Used: Adults 21 or older



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 72

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

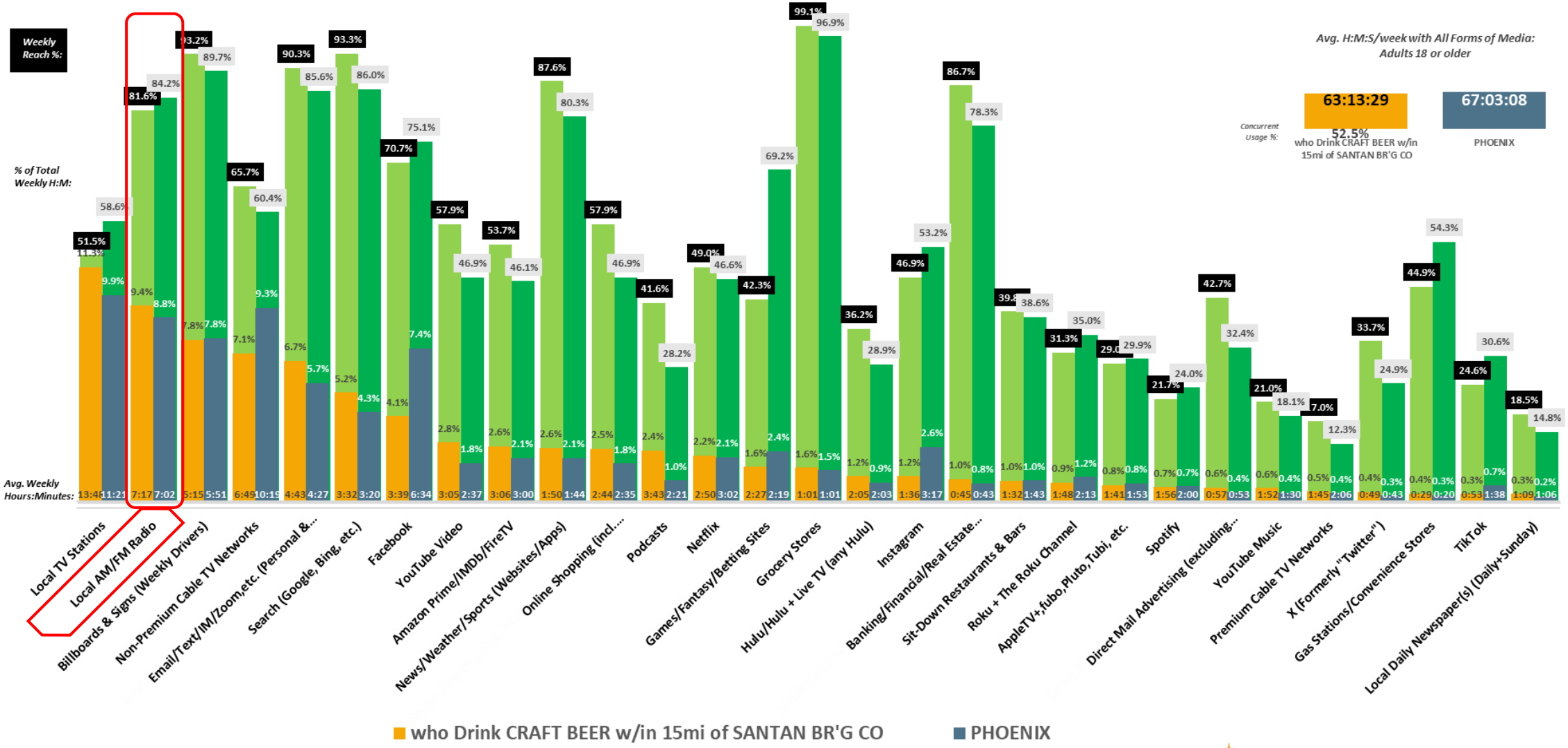
[[(Liquor drank past 30 days: Pre-mixed cocktails (with liquor) OR Types of alcoholic beverages drink: Canned cocktails)AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)]]

HUBBARD RADIO
98kUPD ARIZONA'S REAL ROCK
100.7 FM KSLX CLASSIC ROCK
93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE
OLDIES 1440 AM 92.7 KAZG
2060 Digital



Adults 21 or older who Drink CRAFT BEER w/in 15mi of SANTAN BR'G CO spend an average of 2 days, 15 hours, 13 minutes and 29 seconds each week with All Forms of Media.

81.6% of Adults 21 or older who Drink CRAFT BEER w/in 15mi of SANTAN BR'G CO spend an avg. of 7 hours and 17 minutes each week listening to All Local AM/FM Radio, representing 9.4% of total time spent with all forms of Media.



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 107 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,387

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING — Share of Everything for Anything ©

HUBBARD RADIO

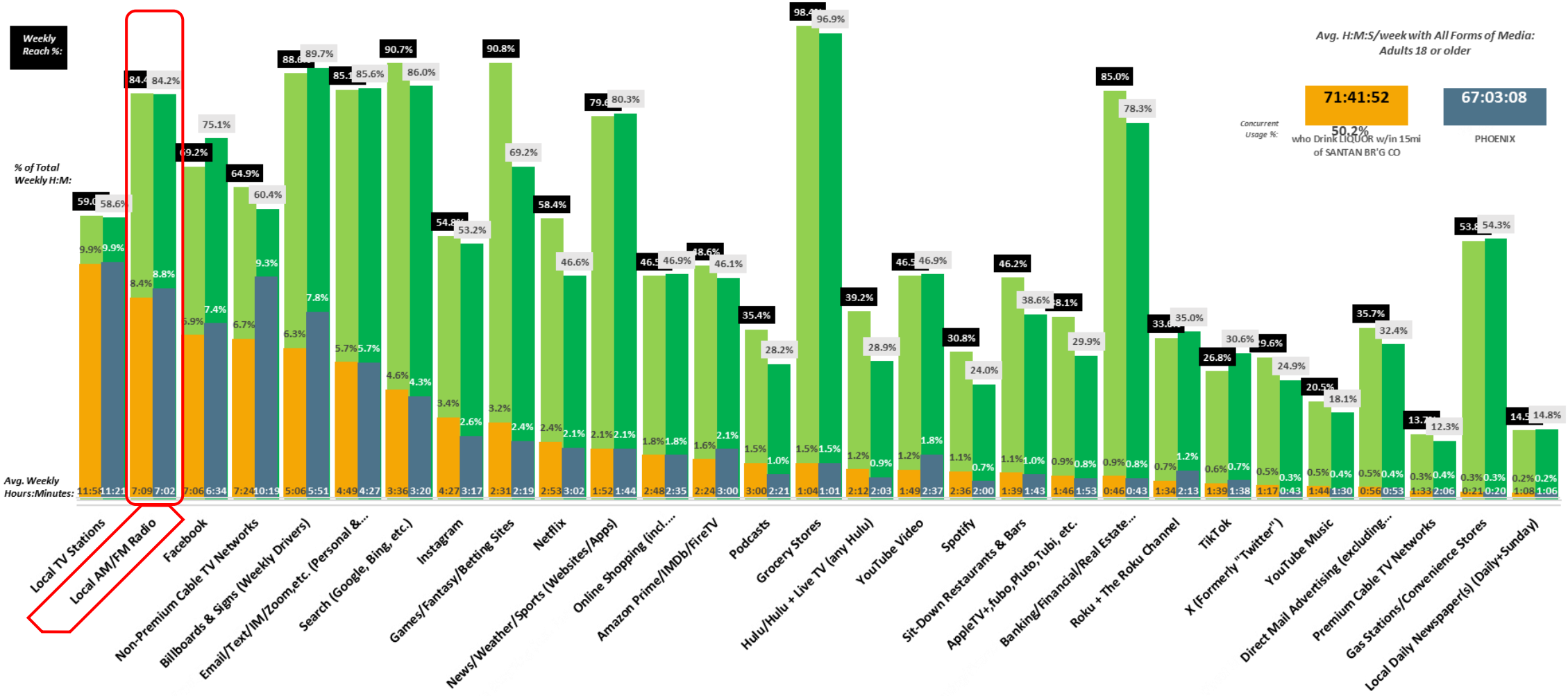
[(Types of alcoholic beverages drink: Microbrew/craft beer AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)]]

98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM | 92.7 KAZG · 2060 Digital



Adults 21 or older who Drink LIQUOR w/in 15mi of SANTAN BR'G CO spend an average of 2 days, 23 hours, 41 minutes and 52 seconds each week with All Forms of Media.

84.4% of Adults 21 or older who Drink LIQUOR w/in 15mi of SANTAN BR'G CO spend an avg. of 7 hours and 9 minutes each week listening to All Local AM/FM Radio, representing 8.4% of total time spent with all forms of Media.



■ who Drink LIQUOR w/in 15mi of SANTAN BR'G CO ■ PHOENIX

PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 338 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,387

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING — Share of Everything for Anything ©

HUBBARD RADIO

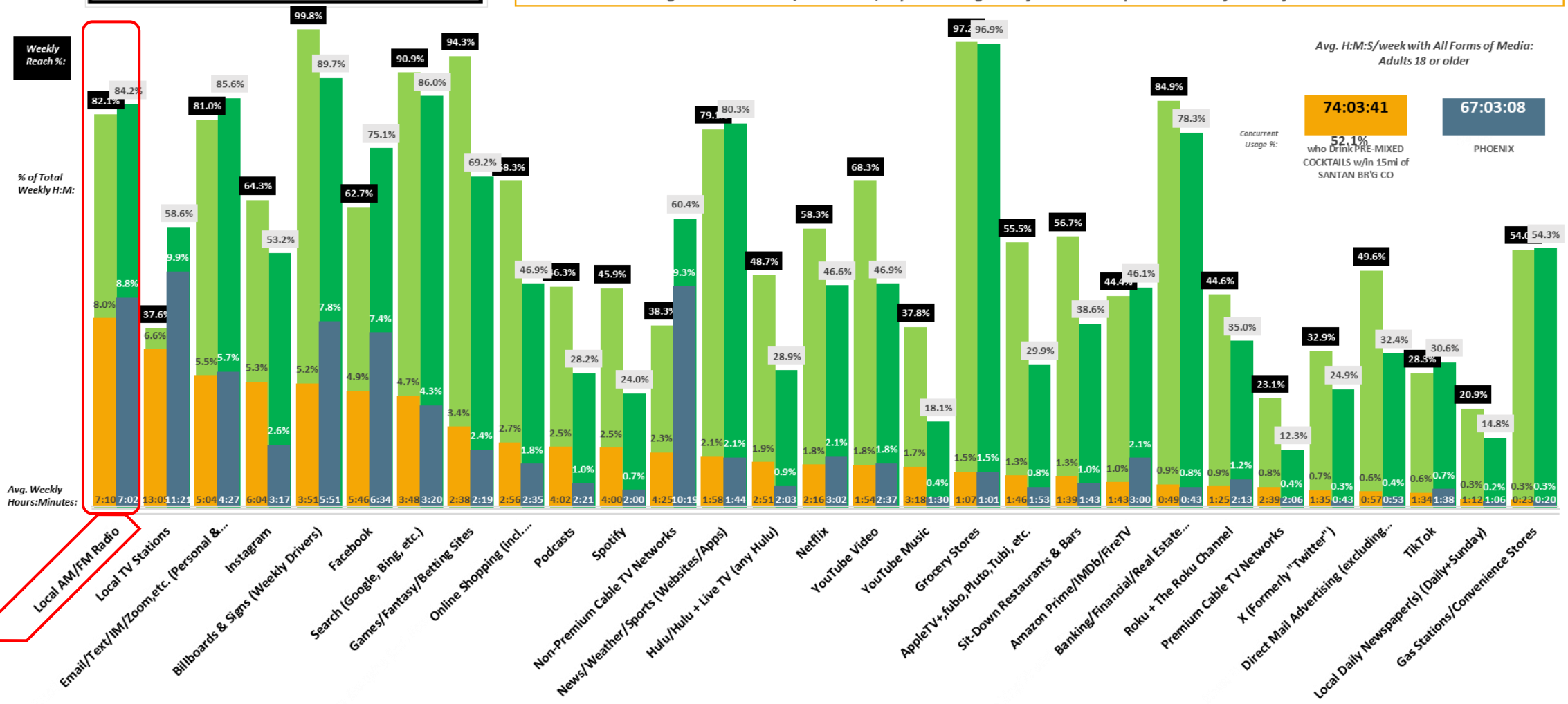
[[(Types of alcoholic beverages drank past 30 days: Liquor (spirits))AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)]]

98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM 92.7 KAZG · 2060 Digital



Adults 21 or older who Drink PRE-MIXED COCKTAILS w/in 15mi of SANTAN BR'G CO spend an average of 3 days, 2 hours, 3 minutes and 41 seconds each week with All Forms of Media.

82.1% of Adults 21 or older who Drink PRE-MIXED COCKTAILS w/in 15mi of SANTAN BR'G CO spend an avg. of 7 hours and 10 minutes each week listening to All Local AM/FM Radio, representing 8.% of total time spent with all forms of Media.



■ who Drink PRE-MIXED COCKTAILS w/in 15mi of SANTAN BR'G CO ■ PHOENIX

PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 72 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,387

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING — Share of Everything for Anything ©

HUBBARD RADIO

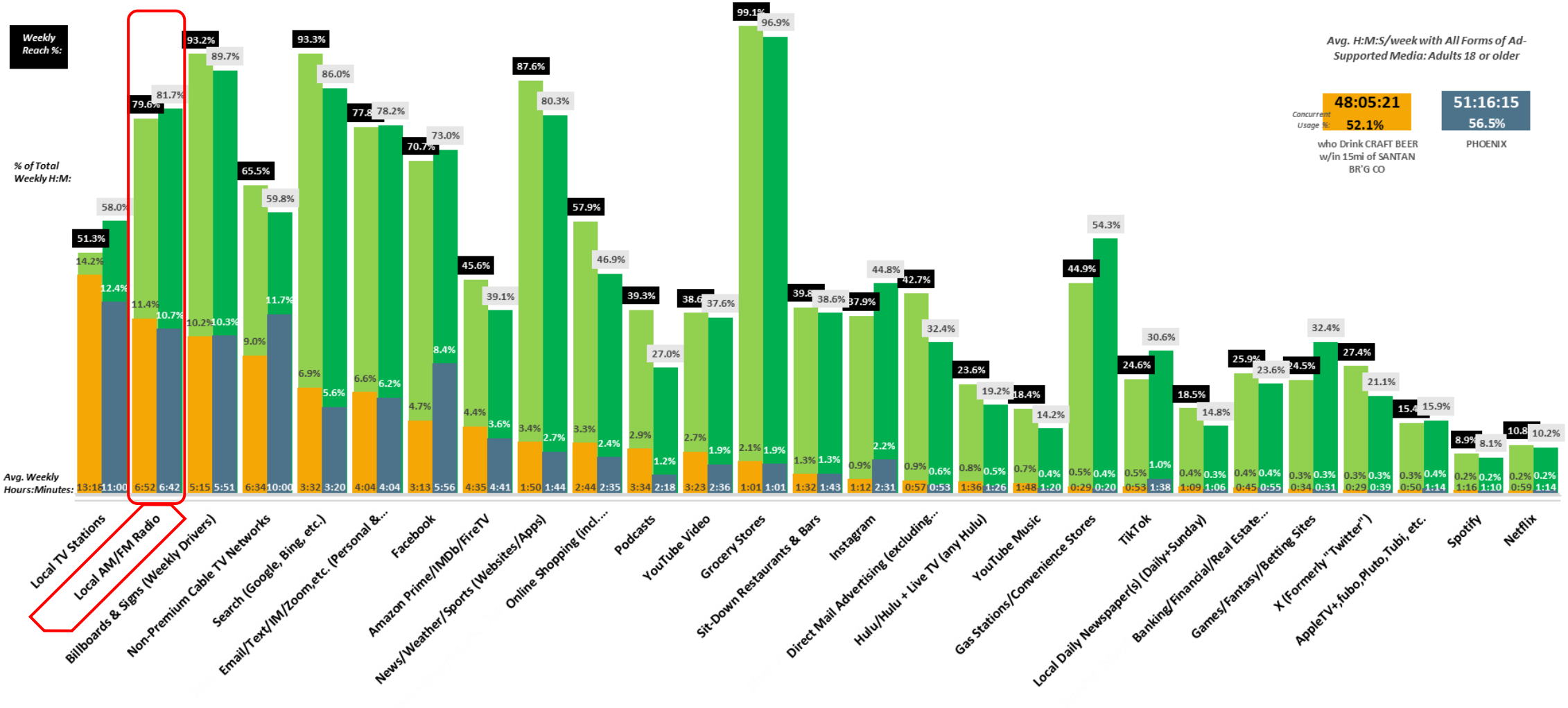
[((Liquor drank past 30 days: Pre-mixed cocktails (with liquor) OR Types of alcoholic beverages drink: Canned cocktails)AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)]]

98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM 92.7 KAZG · 2060 Digital



Adults 21 or older who Drink CRAFT BEER w/in 15mi of SANTAN BR'G CO spend an average of 2 days, 0 hours, 5 minutes and 21 seconds each week with All Forms of Ad-Supported Media.

79.6% of Adults 21 or older who Drink CRAFT BEER w/in 15mi of SANTAN BR'G CO spend an avg. of 6 hours and 52 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.4% of total time spent with all forms of Ad-Supported Media.



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 107 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,387

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING — Share of Everything for Anything ©

HUBBARD RADIO

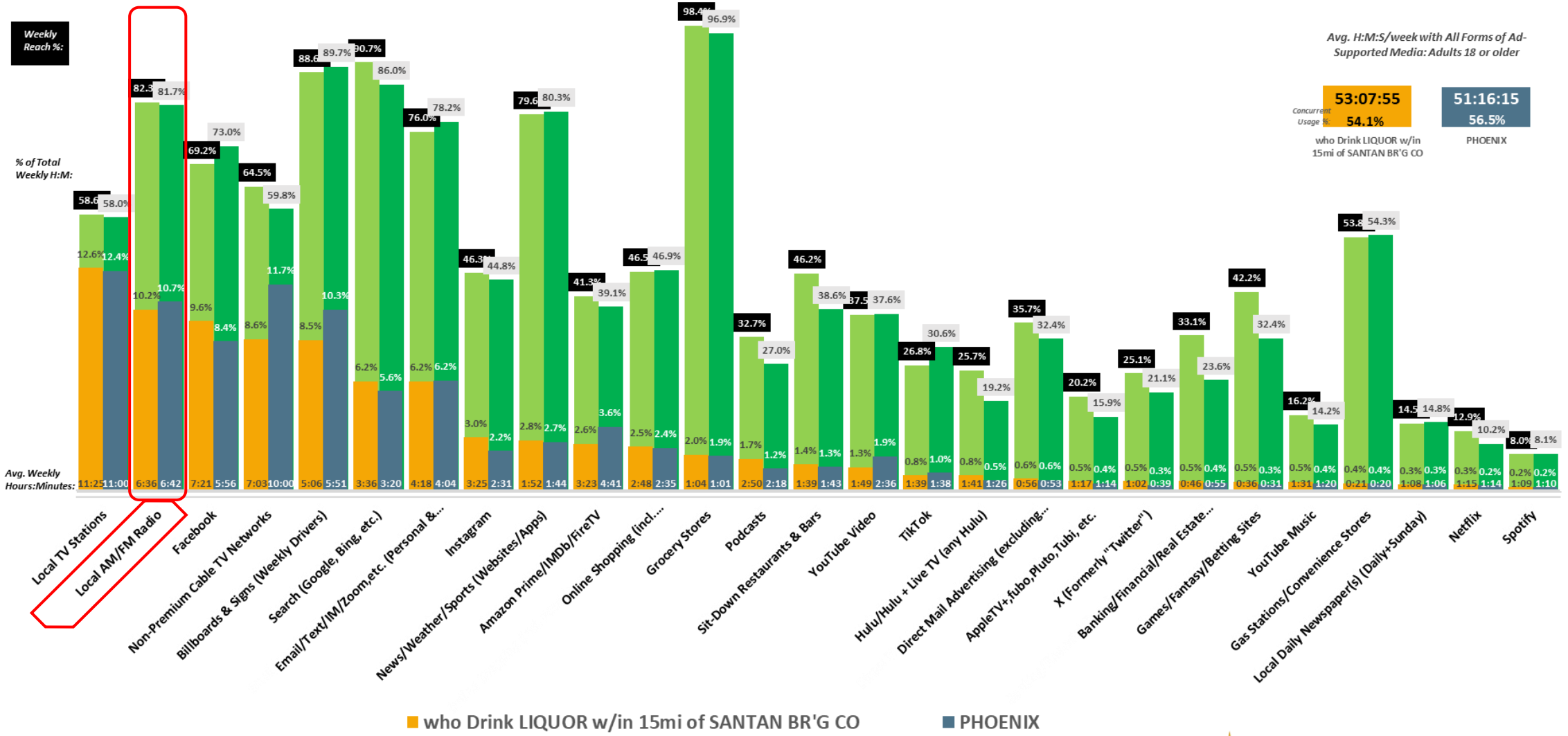
[(Types of alcoholic beverages drink: Microbrew/craft beer AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298))]

98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM | 92.7 KAZG · 2060 Digital



Adults 21 or older who Drink LIQUOR w/in 15mi of SANTAN BR'G CO spend an average of 2 days, 5 hours, 7 minutes and 55 seconds each week with All Forms of Ad-Supported Media.

82.3% of Adults 21 or older who Drink LIQUOR w/in 15mi of SANTAN BR'G CO spend an avg. of 6 hours and 36 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.2% of total time spent with all forms of Ad-Supported Media.



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 338 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,387

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING — Share of Everything for Anything ©

HUBBARD RADIO

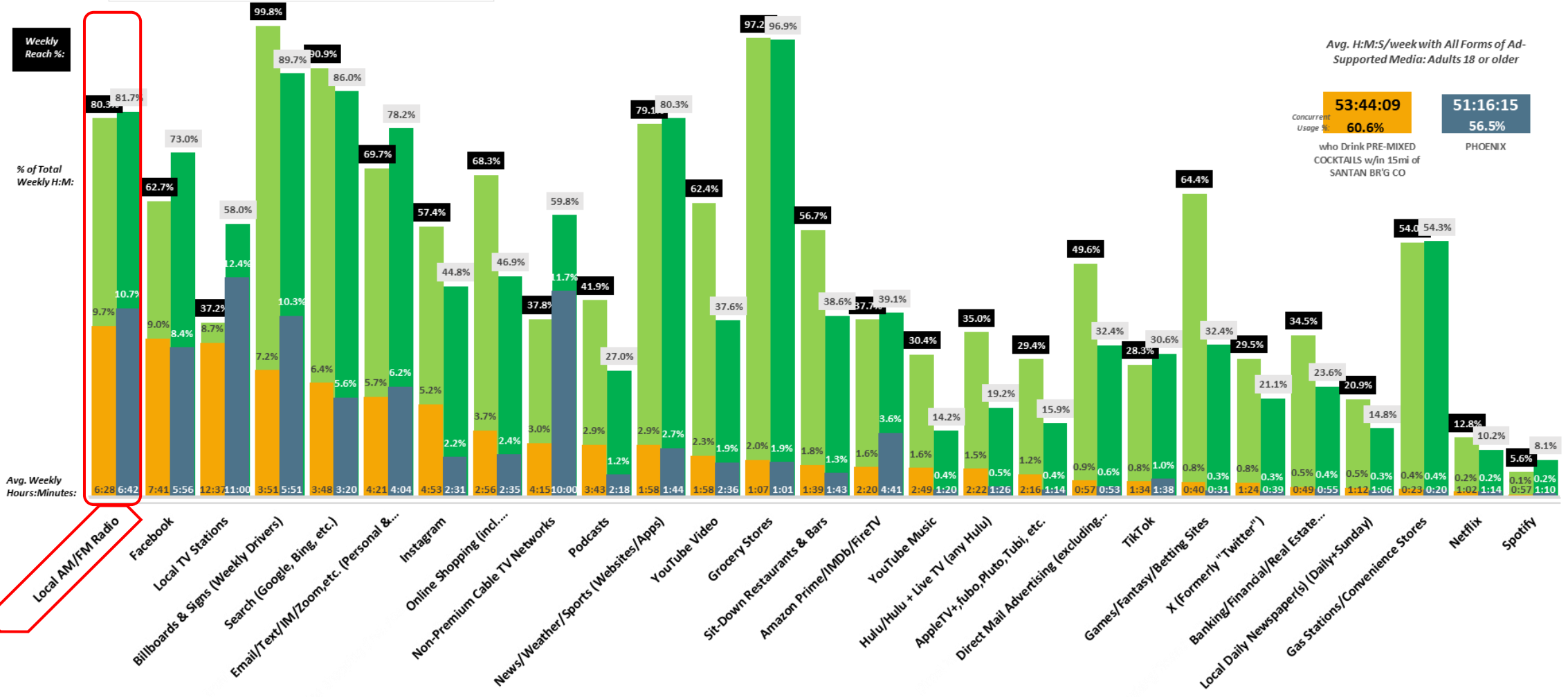
[[(Types of alcoholic beverages drank past 30 days: Liquor (spirits))AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)]]

98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM | 92.7 KAZG · 2060 Digital



Adults 21 or older who Drink PRE-MIXED COCKTAILS w/in 15mi of SANTAN BR'G CO spend an average of 2 days, 5 hours, 44 minutes and 9 seconds each week with All Forms of Ad-Supported Media.

80.3% of Adults 21 or older who Drink PRE-MIXED COCKTAILS w/in 15mi of SANTAN BR'G CO spend an avg. of 6 hours and 28 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.7% of total time spent with all forms of Ad-Supported Media



■ who Drink PRE-MIXED COCKTAILS w/in 15mi of SANTAN BR'G CO ■ PHOENIX

PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 72 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,387

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING — Share of Everything for Anything ©

HUBBARD RADIO

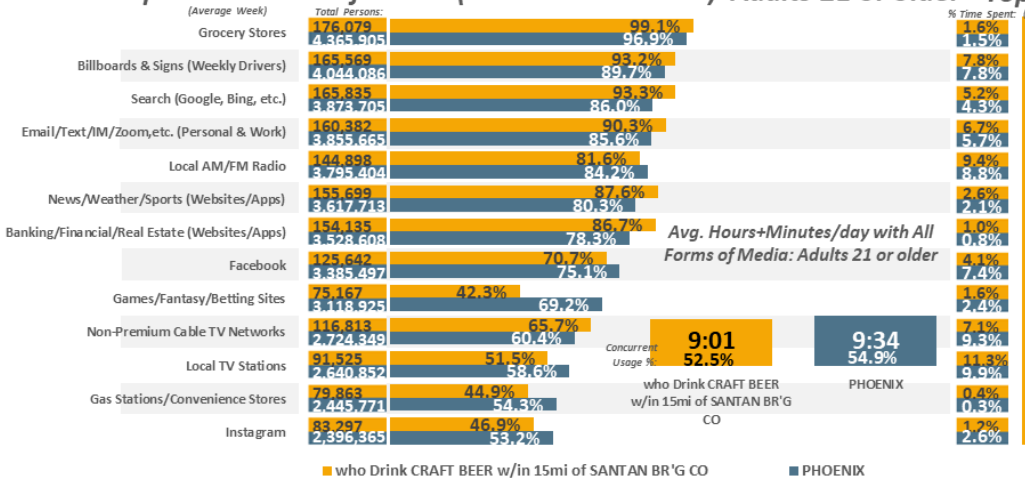
[((Liquor drank past 30 days: Pre-mixed cocktails (with liquor) OR Types of alcoholic beverages drink: Canned cocktails)AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)))]

98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM | 92.7 KAZG · 2060 Digital

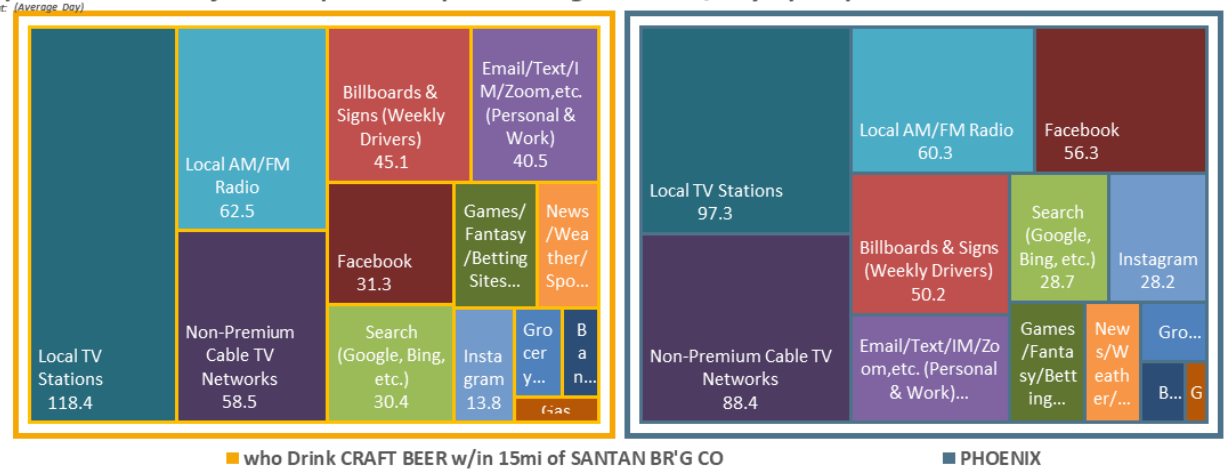


Adults 21 or older who Drink CRAFT BEER w/in 15mi of SANTAN BR'G CO spend an average of 6 hours and 52 minutes each day with All Forms of Ad-Supported Media. 79.6% listen to Local AM/FM Radio for an avg. of 58.9 minutes/day. *(Local Radio delivers 11.4% of Time with Ad-Supported Media.)*

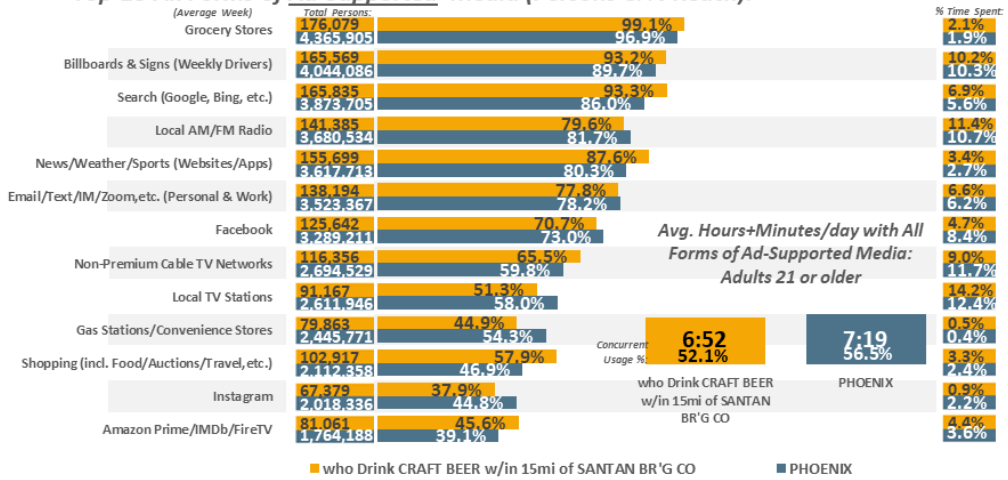
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



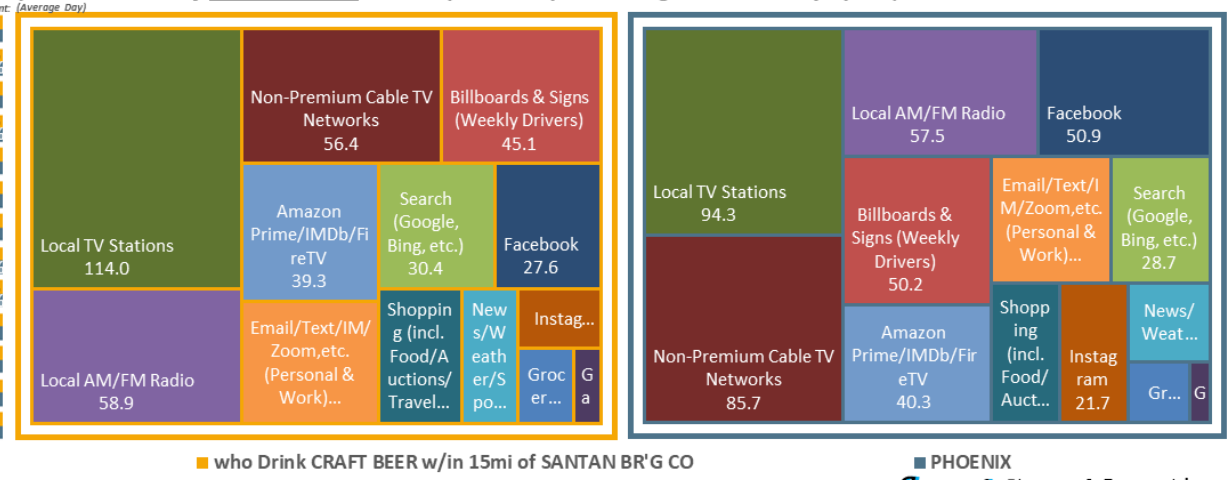
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 107

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

HUBBARD RADIO

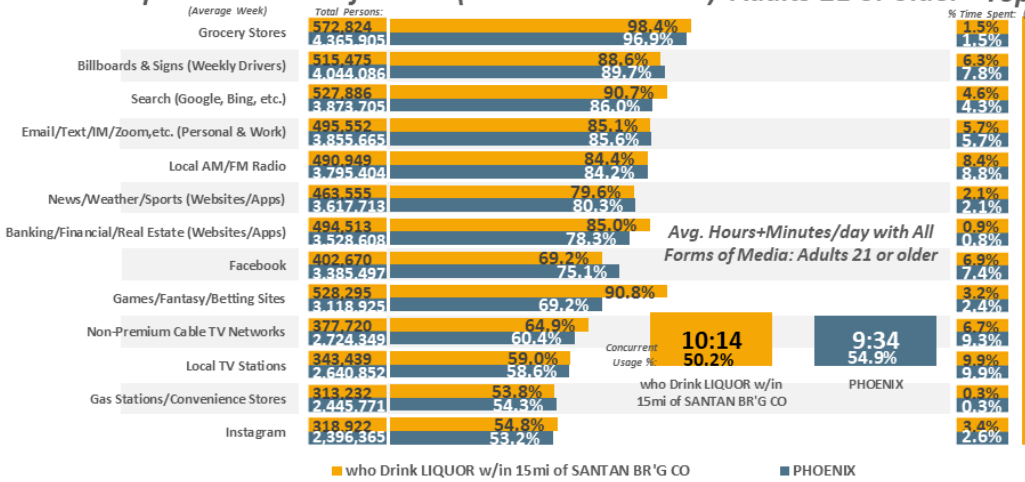
[(Types of alcoholic beverages drink: Microbrew/craft beer AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)]]

98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM 92.7 KAZG · 2060 Digital

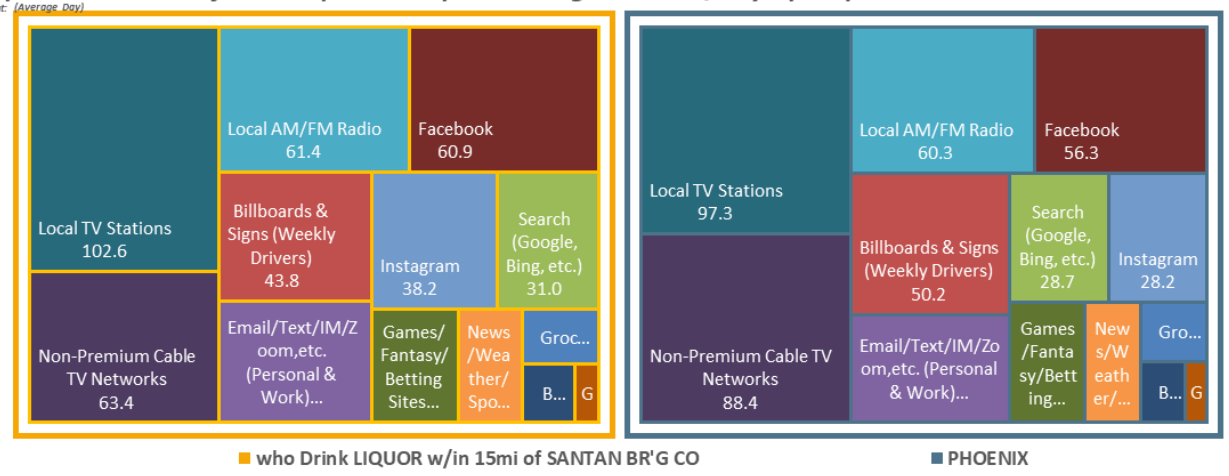


Adults 21 or older who Drink LIQUOR w/in 15mi of SANTAN BR'G CO spend an average of 7 hours and 35 minutes each day with All Forms of Ad-Supported Media. 82.3% listen to Local AM/FM Radio for an avg. of 56.6 minutes/day. *(Local Radio delivers 10.2% of Time with Ad-Supported Media.)*

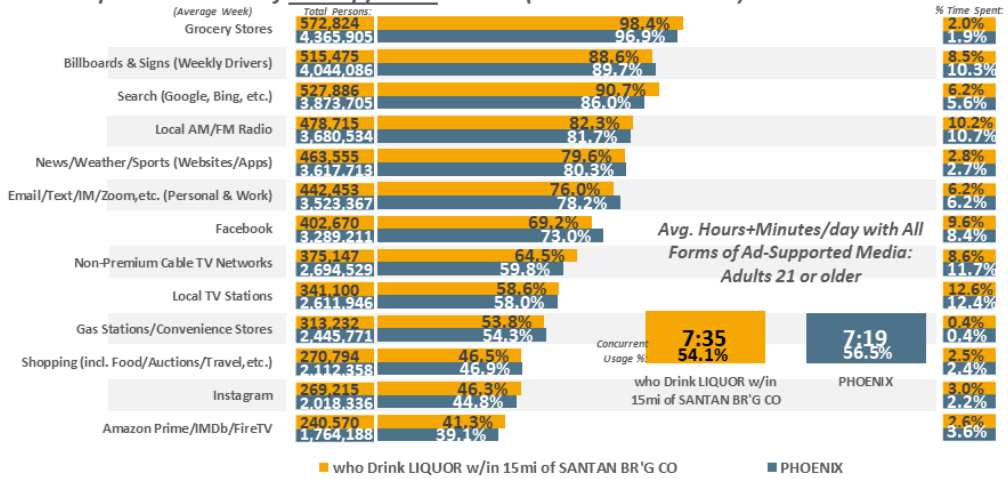
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



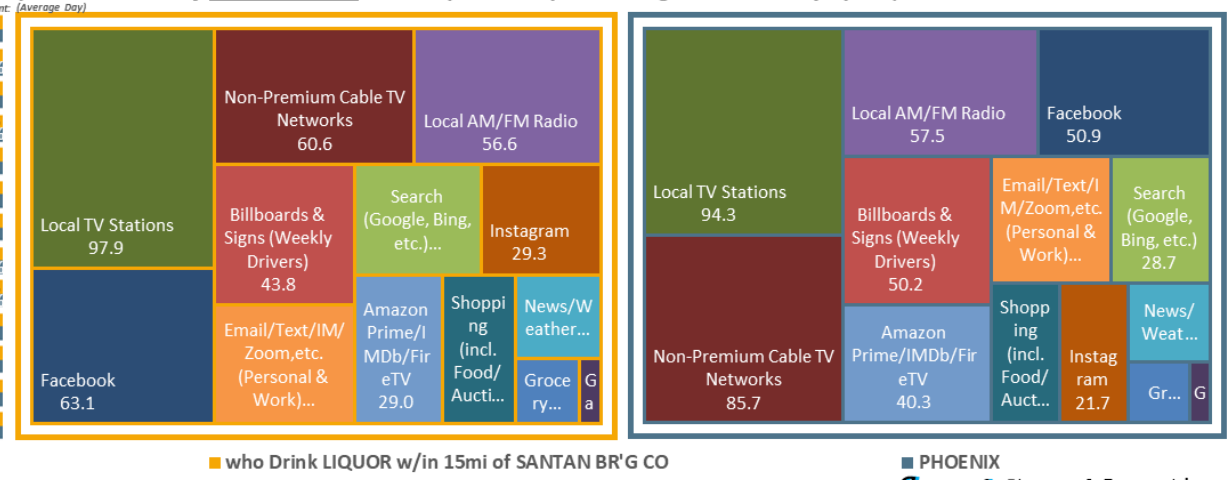
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 338

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

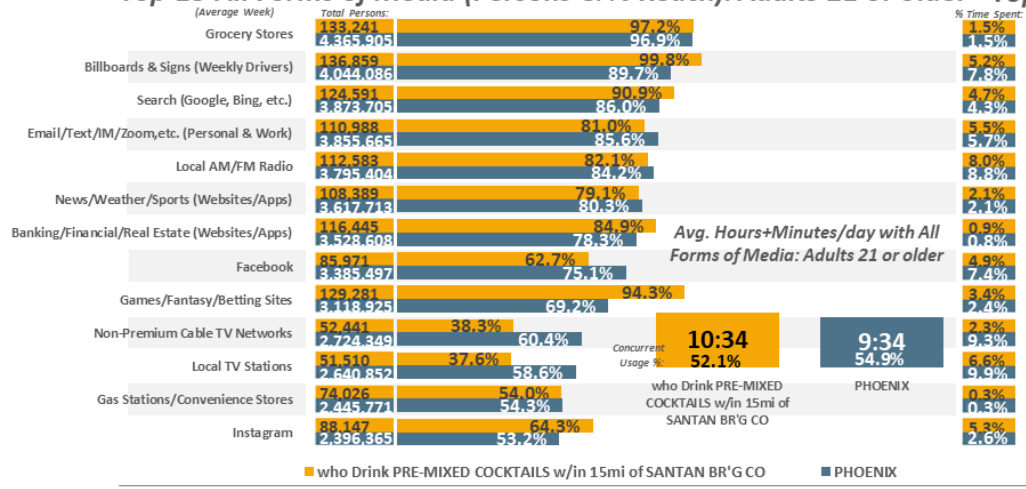
HUBBARD RADIO

[[(Types of alcoholic beverages drank past 30 days: Liquor (spirits))AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)]]

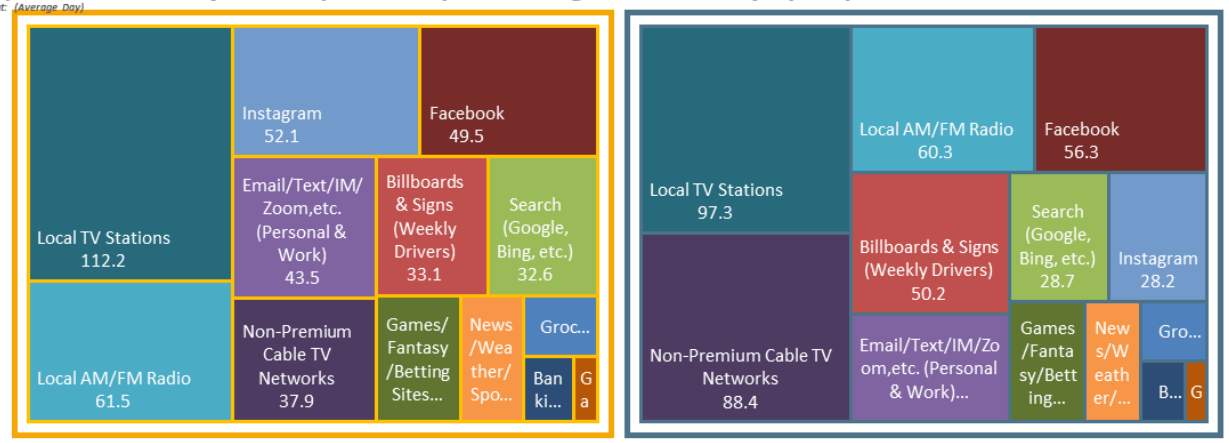
98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM 92.7 KAZG · 2060 Digital

Adults 21 or older who Drink PRE-MIXED COCKTAILS w/in 15mi of SANTAN BR'G CO spend an average of 7 hours and 40 minutes each day with All Forms of Ad-Supported Media. 80.3% listen to Local AM/FM Radio for an avg. of 55.6 minutes/day. *(Local Radio delivers 9.7% of Time with Ad-Supported Media.)*

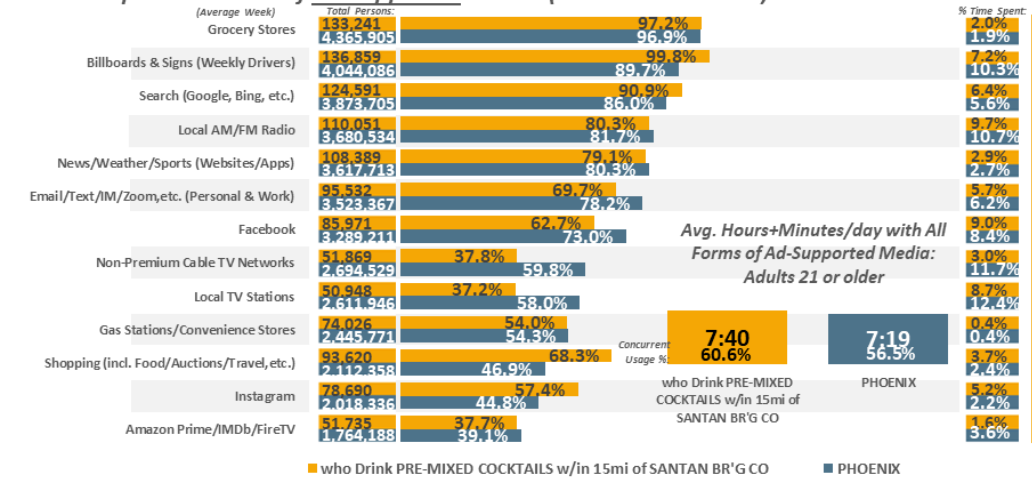
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



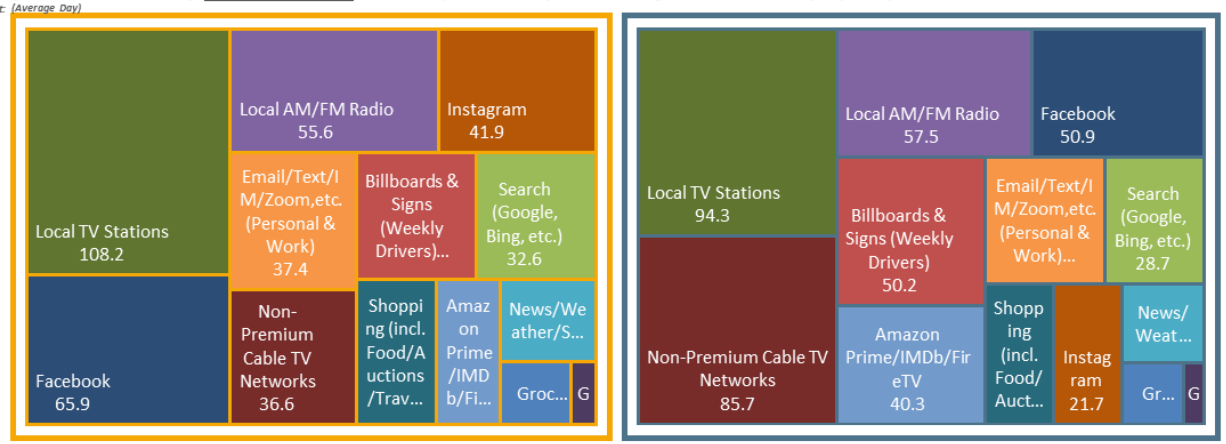
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 72

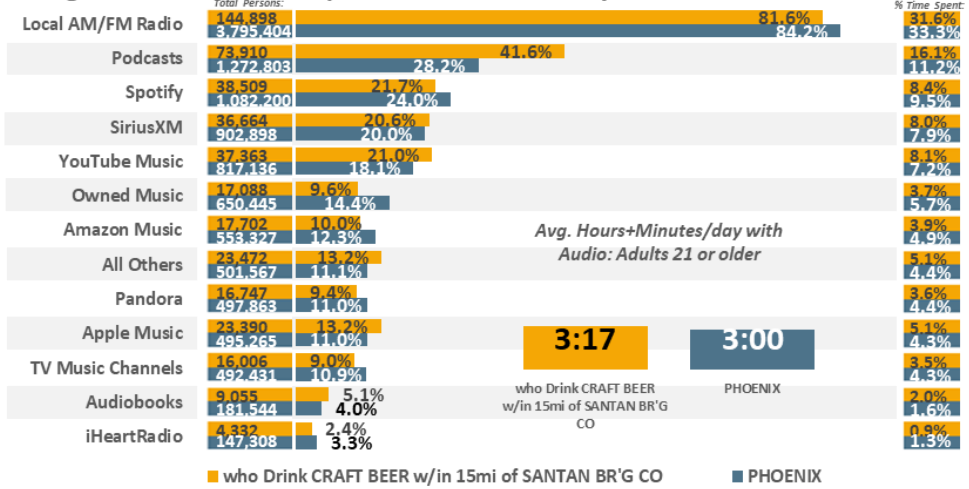
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

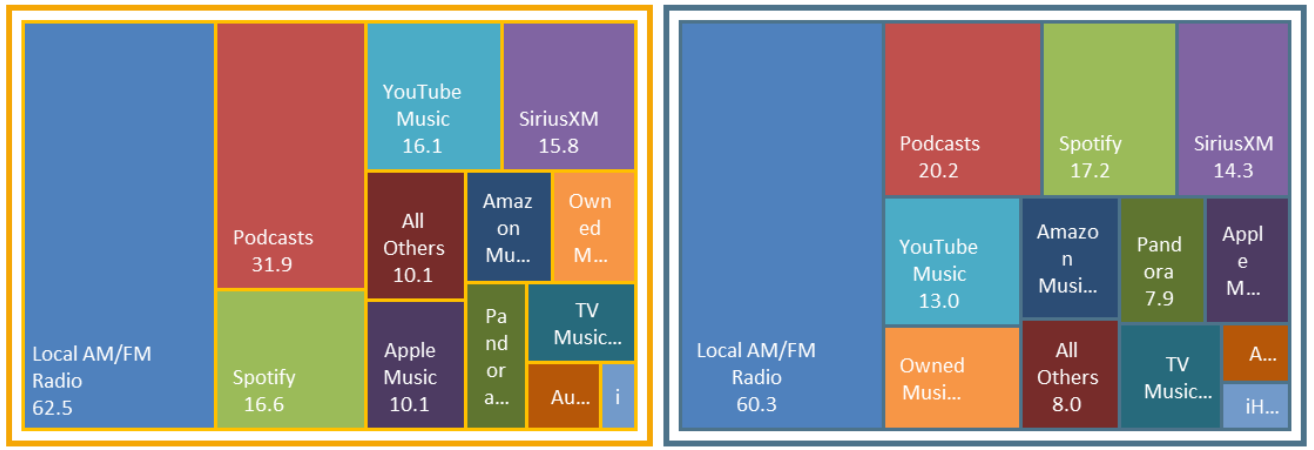
[((Liquor drank past 30 days: Pre-mixed cocktails (with liquor) OR Types of alcoholic beverages drink: Canned cocktails)AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)]]

141,385 or 79.6% of Adults 21 or older who Drink CRAFT BEER w/in 15mi of SANTAN BR'G CO listen to Ad-Supported Local AM/FM Radio for an average of 58.9 minutes every day representing 39.3% of all time spent daily with Ad-Supported Audio.

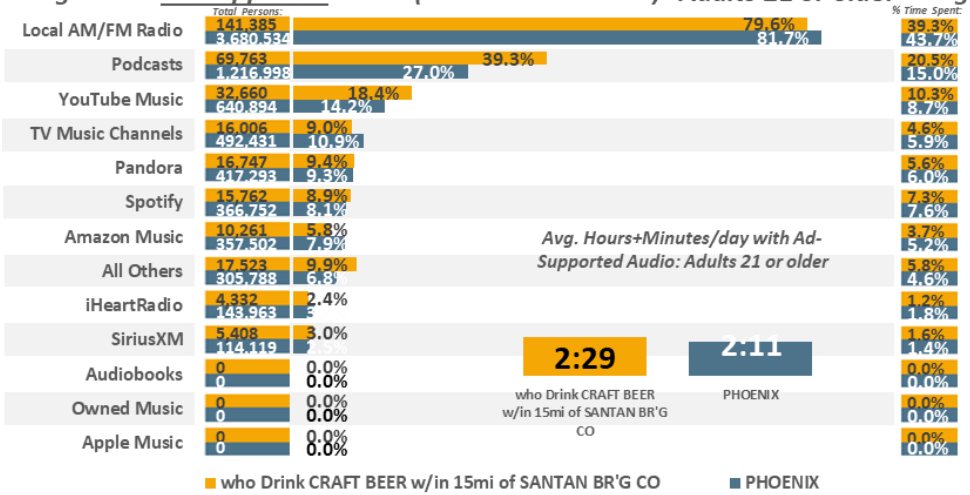
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



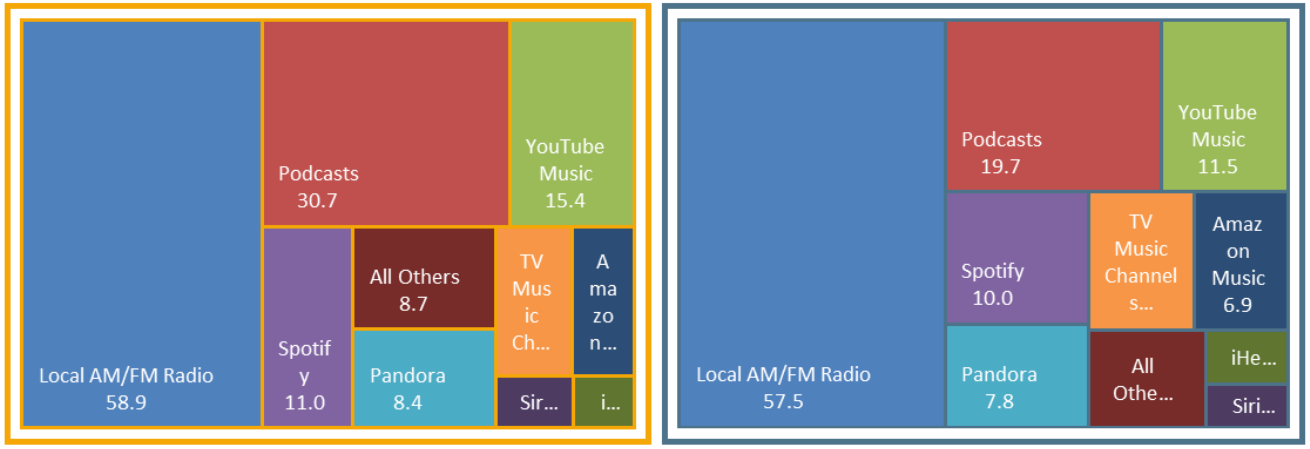
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 107

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

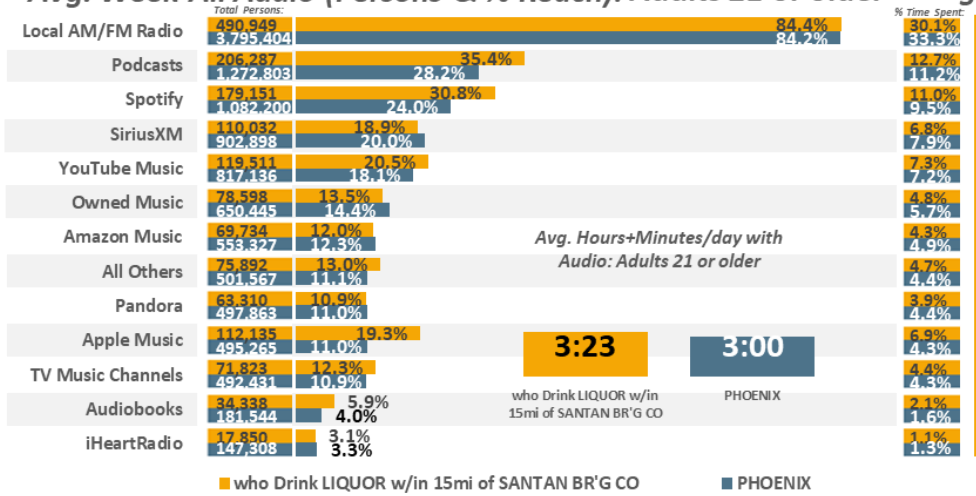
soefa.ai Share of Everything for Anything ©

[(Types of alcoholic beverages drink: Microbrew/craft beer AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)]]

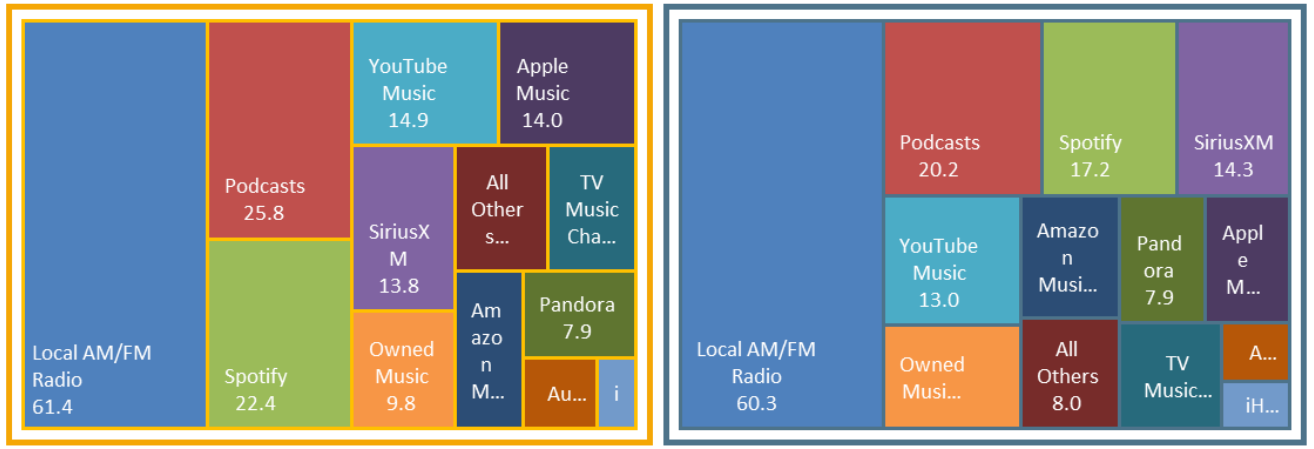


478,715 or 82.3% of Adults 21 or older who Drink LIQUOR w/in 15mi of SANTAN BR'G CO listen to Ad-Supported Local AM/FM Radio for an average of 56.6 minutes every day representing 41.8% of all time spent daily with Ad-Supported Audio.

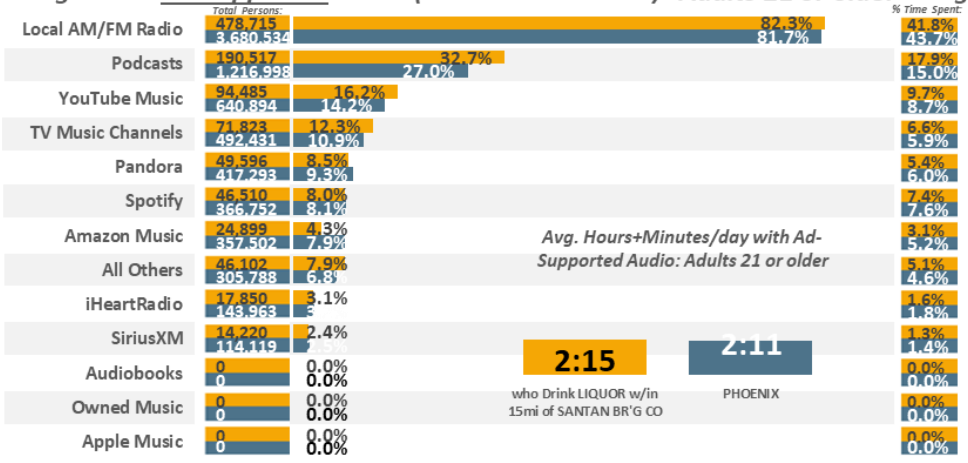
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



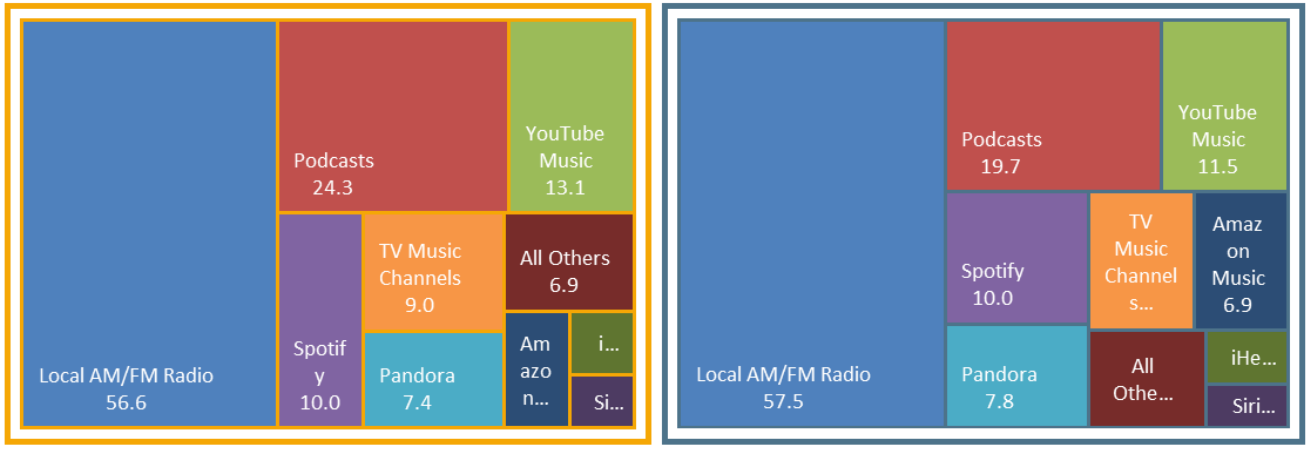
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 338

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

HUBBARD RADIO

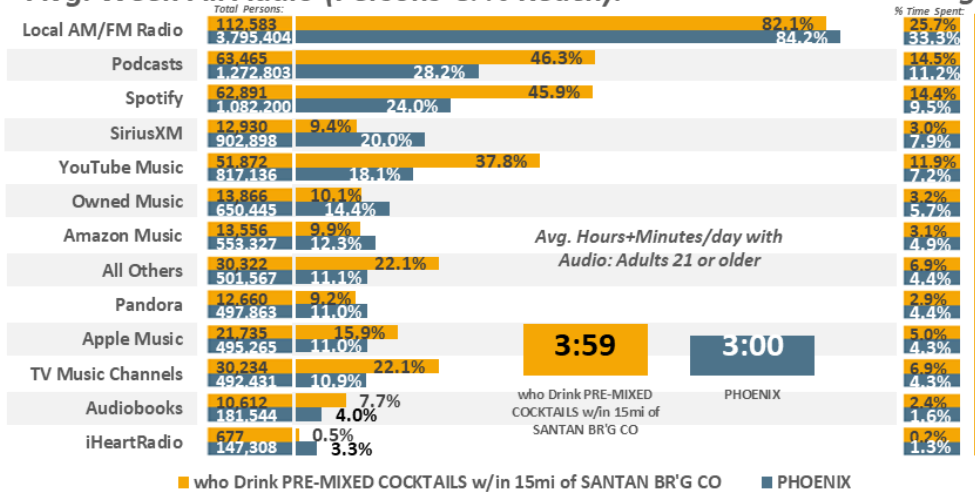
[[(Types of alcoholic beverages drank past 30 days: Liquor (spirits))AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)]]

98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM 92.7 KAZG · 2060 Digital

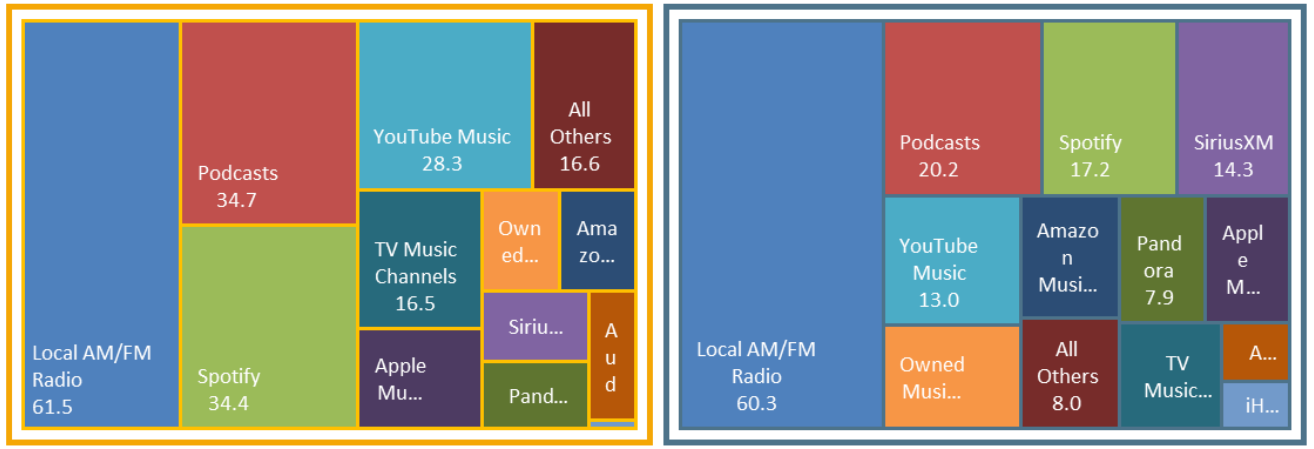


110,051 or 80.3% of Adults 21 or older who Drink PRE-MIXED COCKTAILS w/in 15mi of SANTAN BR'G CO listen to Ad-Supported Local AM/FM Radio for an average of 55.6 minutes every day representing 34.9% of all time spent daily with Ad-Supported Audio.

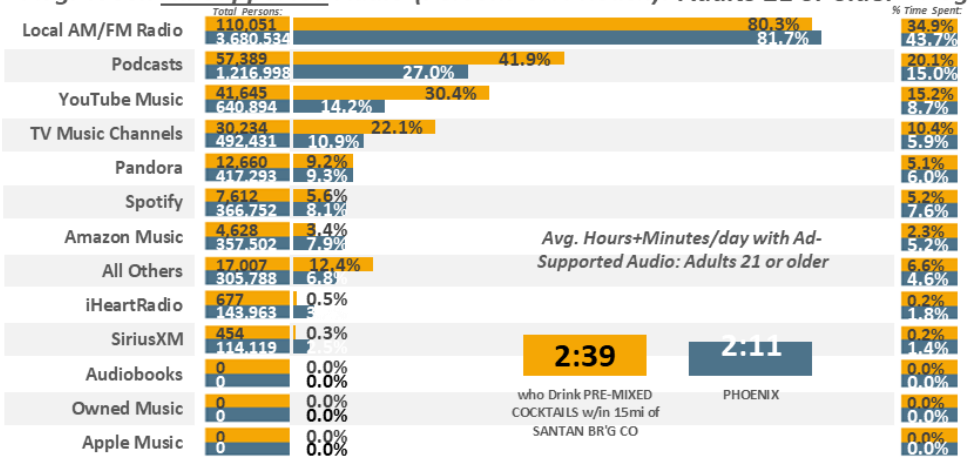
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



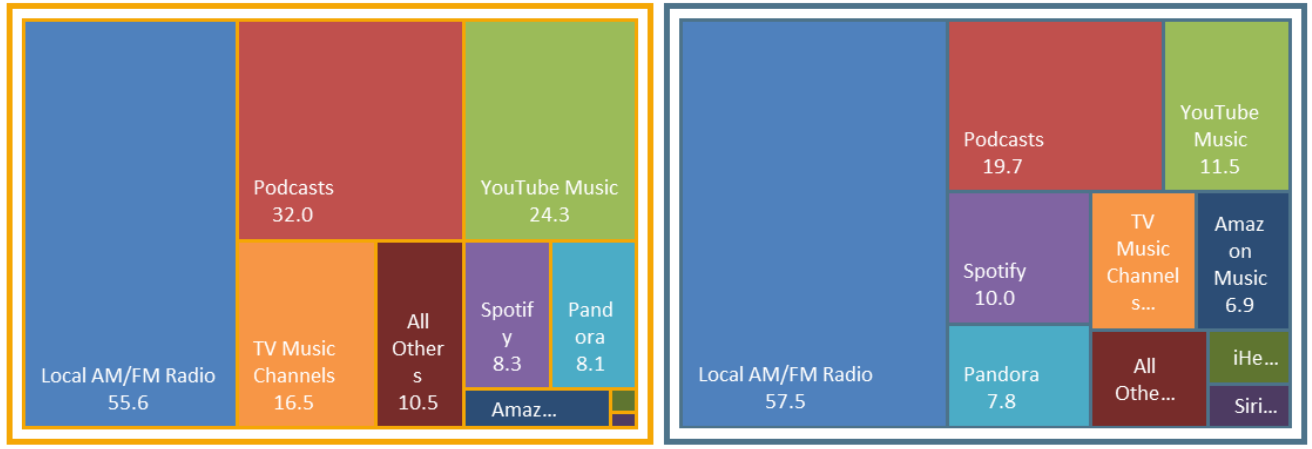
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 72

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

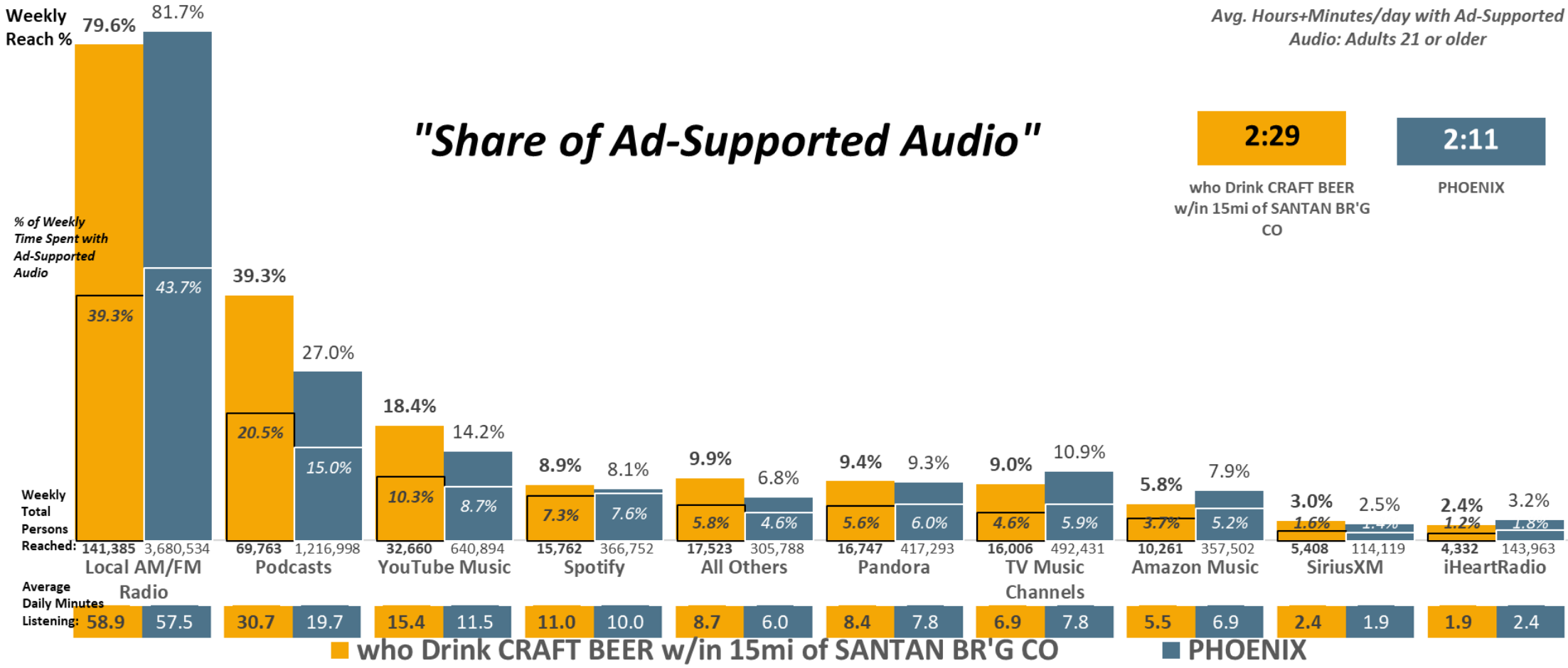
HUBBARD RADIO

[((Liquor drank past 30 days: Pre-mixed cocktails (with liquor) OR Types of alcoholic beverages drink: Canned cocktails)AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)]]

98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM 92.7 KAZG · 2060 Digital



141,385 or 79.6% of Adults 21 or older who Drink CRAFT BEER w/in 15mi of SANTAN BR'G CO listen to Ad-Supported Local AM/FM Radio for an average of 58.9 minutes every day representing 39.3% of all time spent daily with Ad-Supported Audio.



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 107 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,387

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

HUBBARD RADIO

[(Types of alcoholic beverages drink: Microbrew/craft beer AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)]]

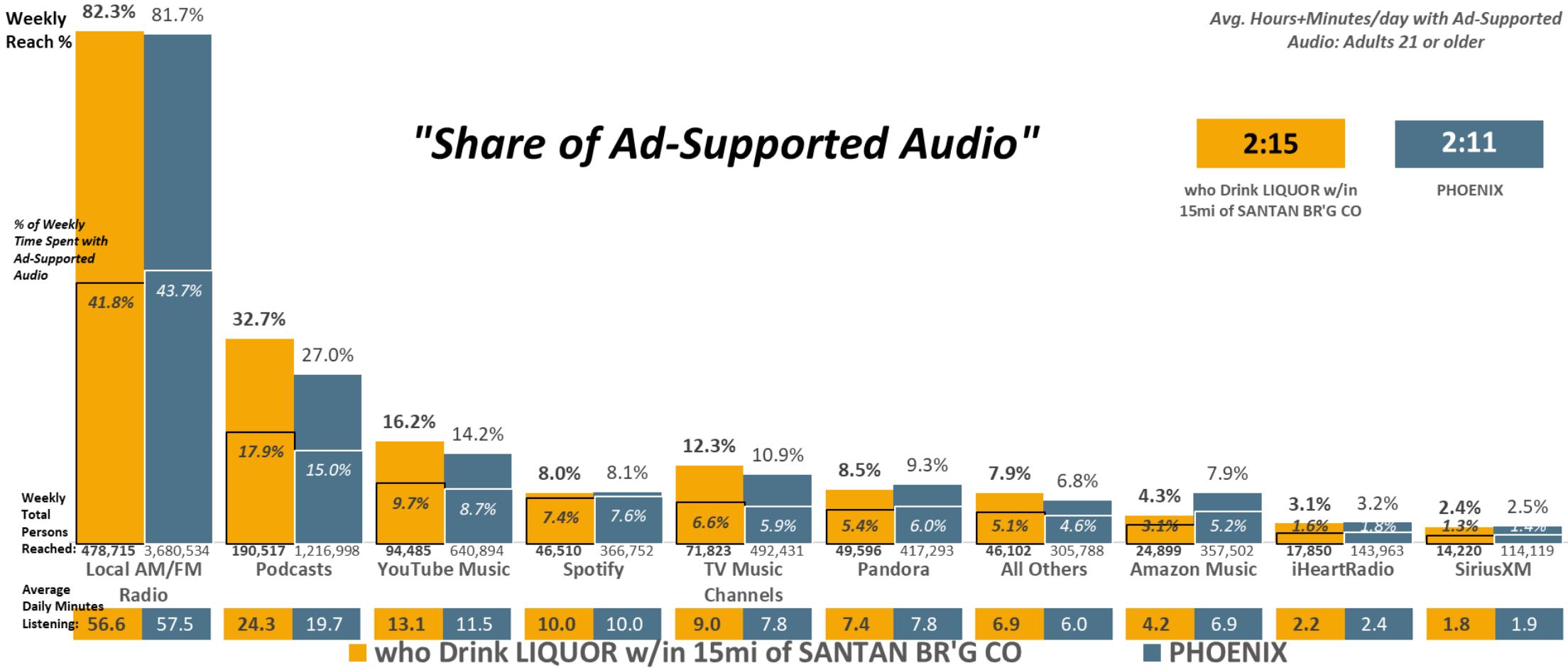
98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM 92.7 KAZG · 2060 Digital



478,715 or 82.3% of Adults 21 or older who Drink LIQUOR w/in 15mi of SANTAN BR'G CO listen to Ad-Supported Local AM/FM Radio for an average of 56.6 minutes every day representing 41.8% of all time spent daily with Ad-Supported Audio.

Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 21 or older

"Share of Ad-Supported Audio"



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 338 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,387

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

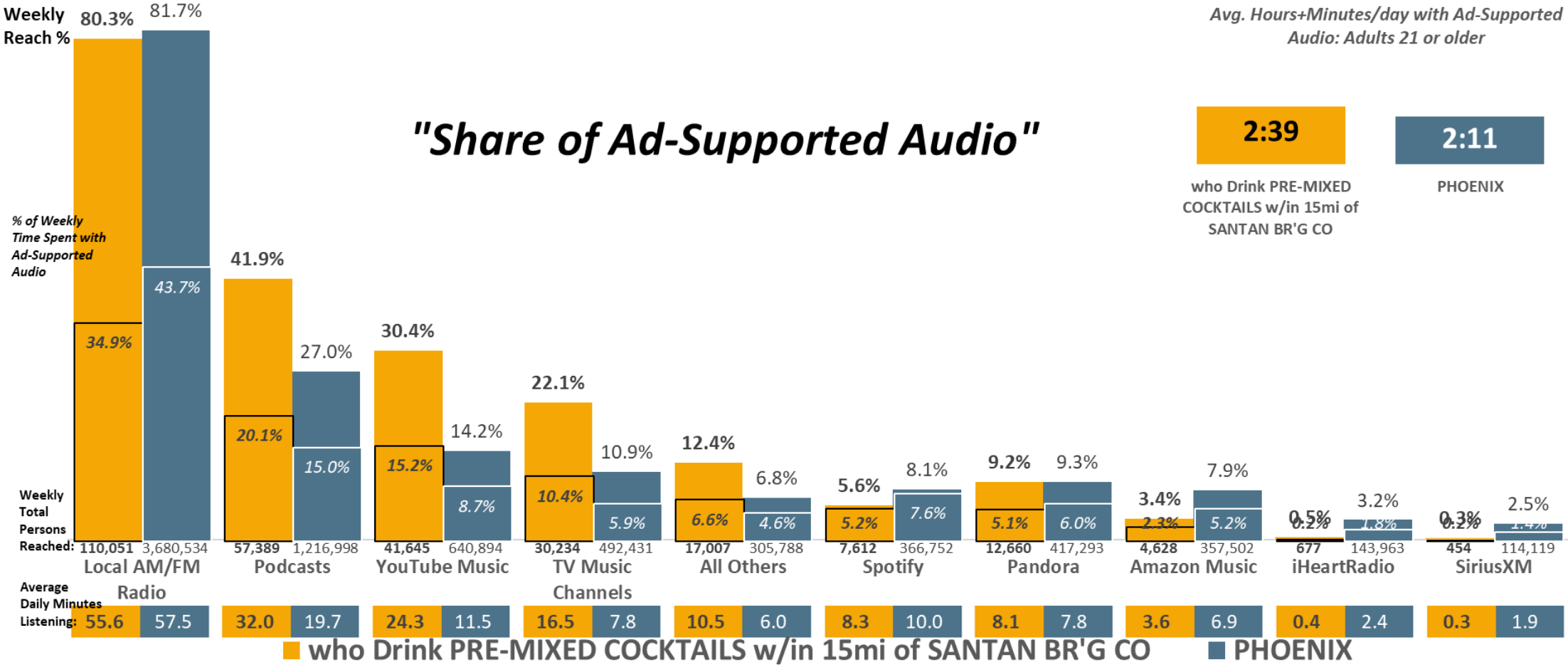
HUBBARD RADIO

[[(Types of alcoholic beverages drank past 30 days: Liquor (spirits))AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)]]

98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM 92.7 KAZG · 2060 Digital



110,051 or 80.3% of Adults 21 or older who Drink PRE-MIXED COCKTAILS w/in 15mi of SANTAN BR'G CO listen to Ad-Supported Local AM/FM Radio for an average of 55.6 minutes every day representing 34.9% of all time spent daily with Ad-Supported Audio.



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 72 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,387

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

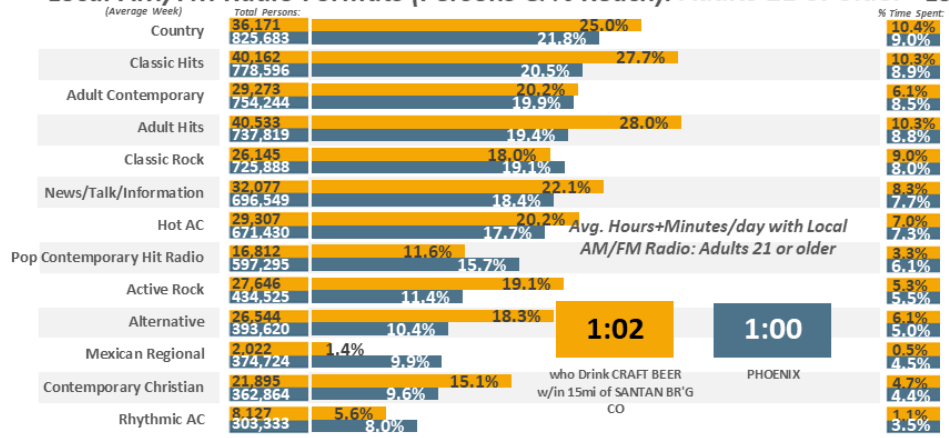
HUBBARD RADIO

[((Liquor drank past 30 days: Pre-mixed cocktails (with liquor) OR Types of alcoholic beverages drink: Canned cocktails)AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)]]

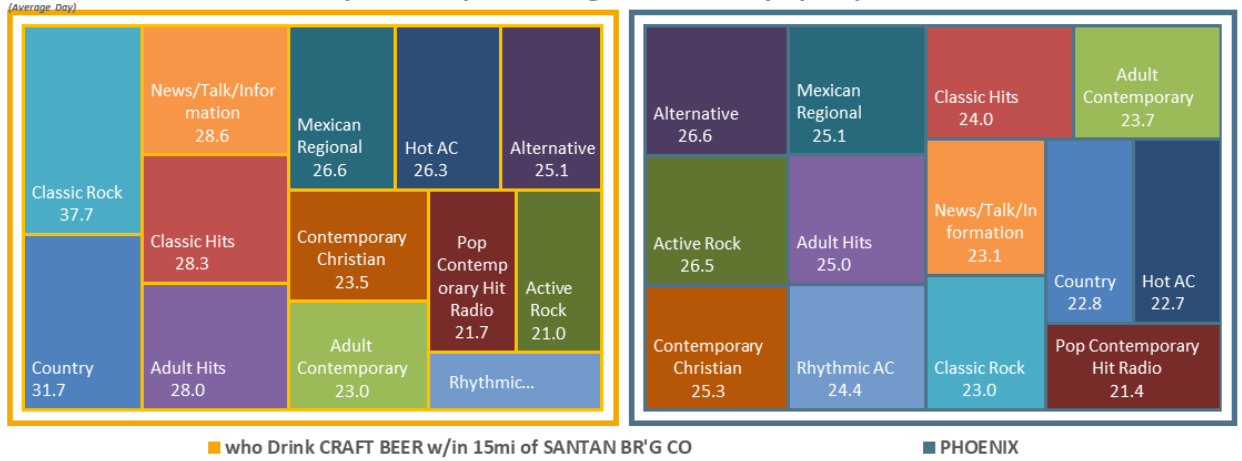
98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM 92.7 KAZG · 2060 Digital

141,385 or 79.6% of Adults 21 or older who Drink CRAFT BEER w/in 15mi of SANTAN BR'G CO listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Hits, Classic Hits, All Sports, Country, and Hot AC.

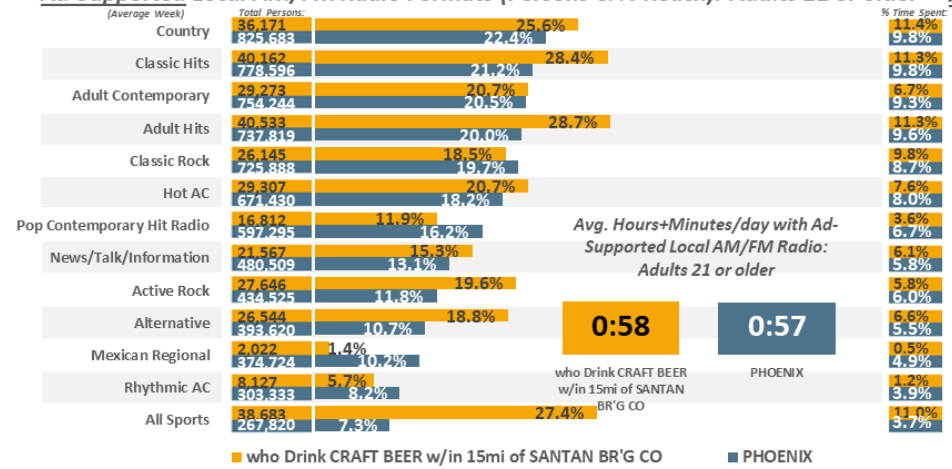
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



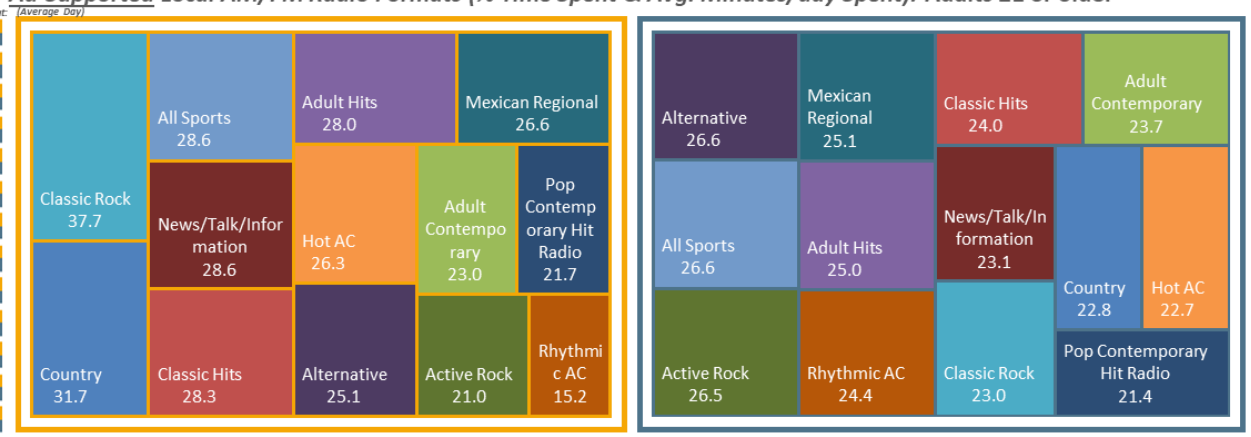
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 107

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

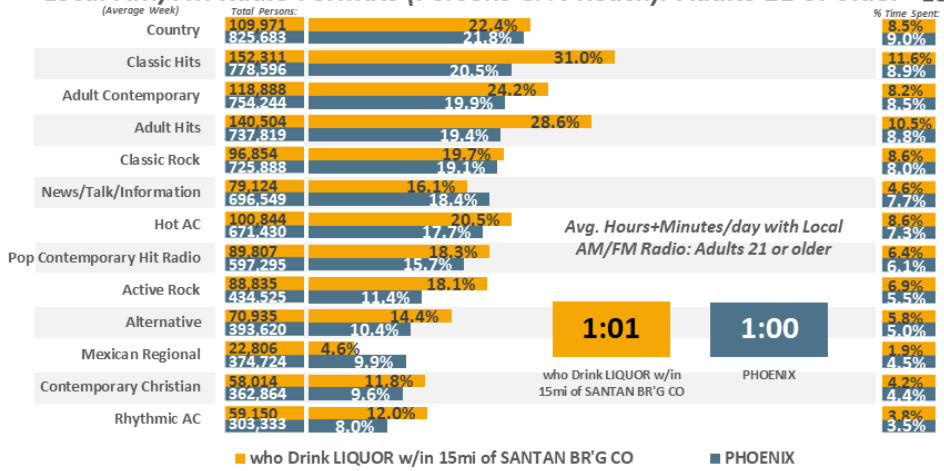
soefa.ai Share of Everything for Anything ©

[(Types of alcoholic beverages drink: Microbrew/craft beer AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)]]

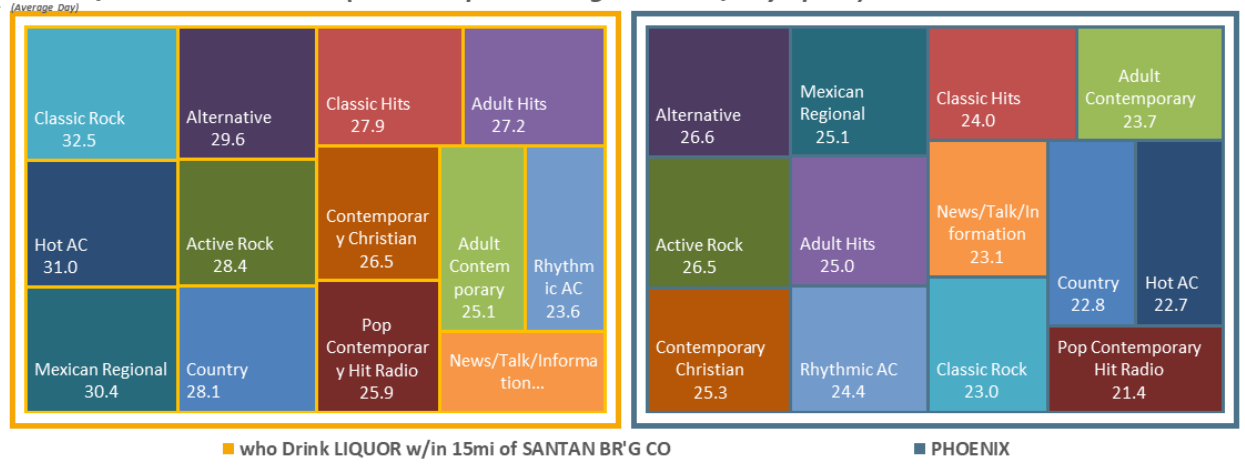


478,715 or 82.3% of Adults 21 or older who Drink LIQUOR w/in 15mi of SANTAN BR'G CO listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Hits, Adult Contemporary, Country, and Hot AC.

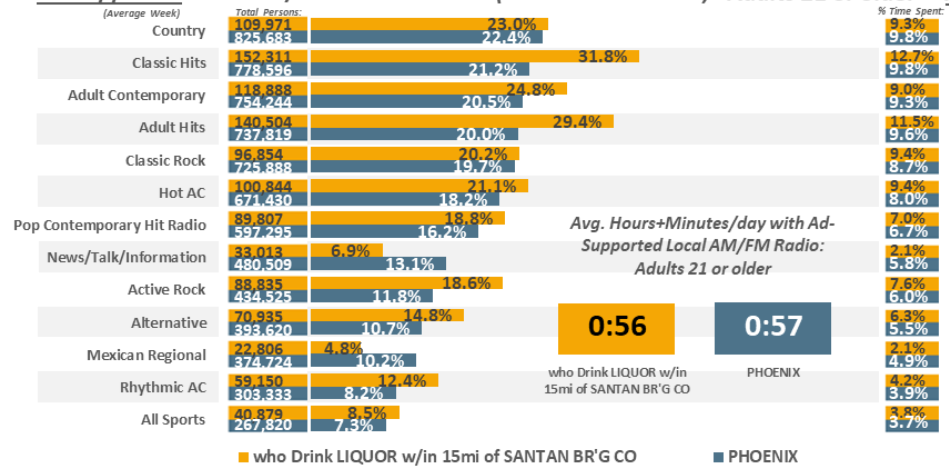
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



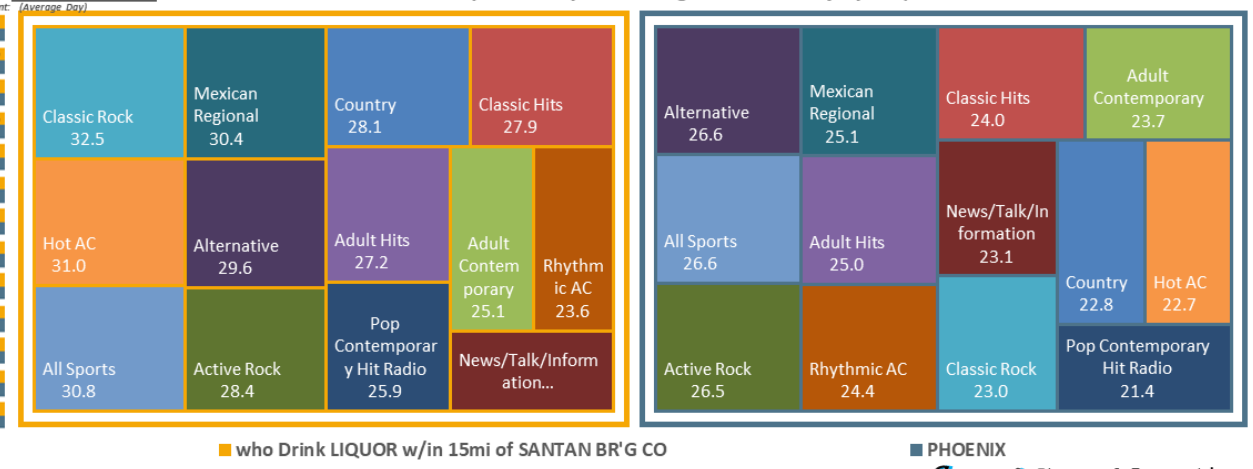
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 338

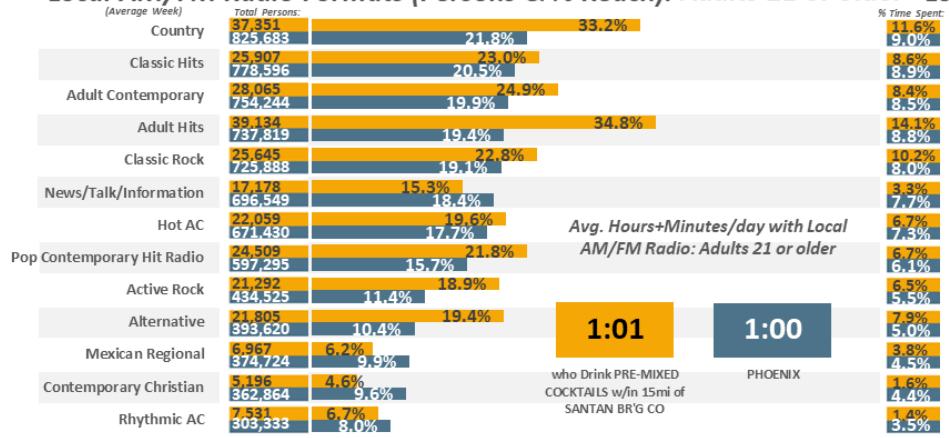
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

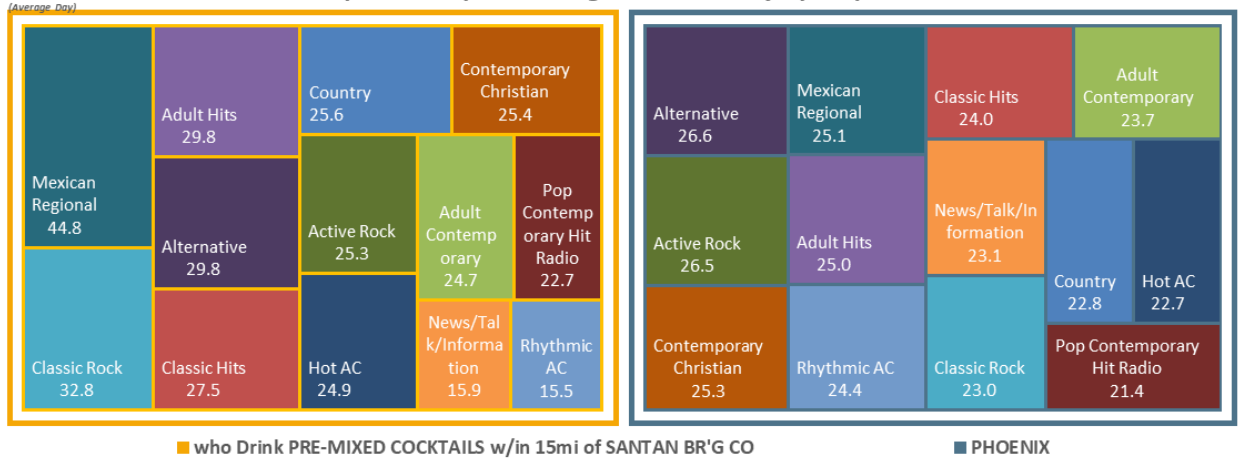
[[(Types of alcoholic beverages drank past 30 days: Liquor (spirits))AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)))]

110,051 or 80.3% of Adults 21 or older who Drink PRE-MIXED COCKTAILS w/in 15mi of SANTAN BR'G CO listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Hits, Country, Adult Contemporary, Classic Hits, and Classic Rock.

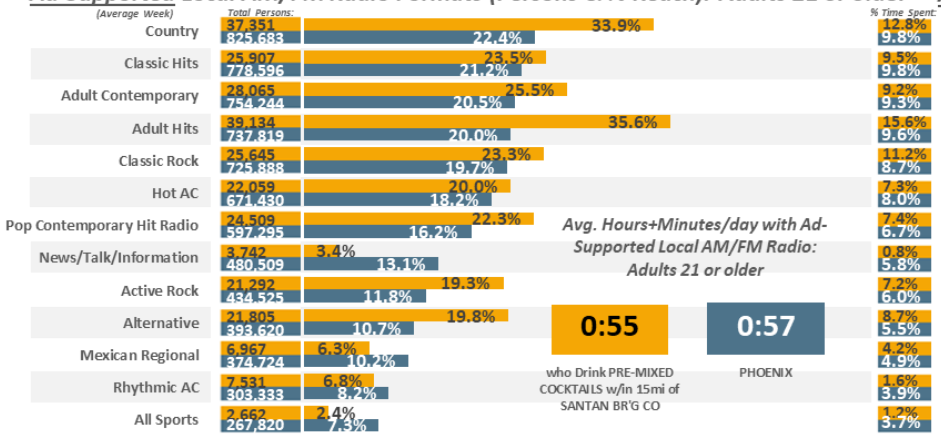
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



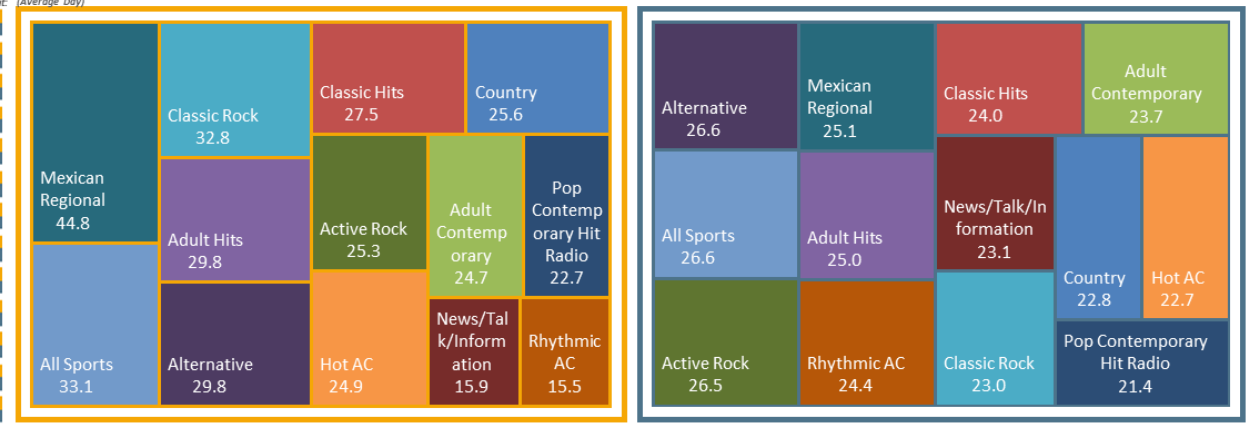
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 72

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

[((Liquor drank past 30 days: Pre-mixed cocktails (with liquor) OR Types of alcoholic beverages drink: Canned cocktails)AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)]]



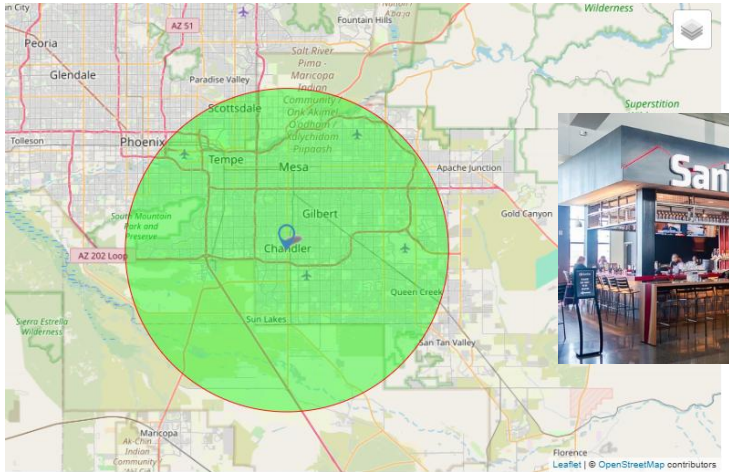
PHOENIX (User Defined Survey Area)
SEP25 / AUG25 / JUL25
SCARBOROUGH R1 2025: JAN24-JAN25
Station Rankings Based on: User Selected

Qualitative Criteria Used: Types of alcoholic beverages drink: Microbrew/craft beer

*The **Latest Nielsen PPM Ratings** show…*

There are **189,200** P21+ **CRAFT BEER Drinkers** *within a 15-mile radius of…* **SANTAN BREWING COMPANY** in Chander.

More than 1 in 4 (26.4% or **50,000**) and **More than HALF** (51.0% or **36,700**) of M21-49 listen to **93.3 ALT AZ** and **98KUPD** every week.





Age/Gender	Qualitative	Population
Adults 21+	Types of alcoholic beverages drink: Microbrew/craft beer	Avg Daily: 187,600 Avg Weekly: 189,200

Adults 21+

M-Su 6a-12m

	Station	Owner	Format	Qual Average Persons	Qual Average Rating	Qual Daily Cume Persons	*Qual Daily Cume Rating**	Qual Weekly Cume Persons	Qual Weekly Cume Rating	Qual Index
1	*KDKB-FM+KUPD-FM			700	0.4	15,500	8.3	50,000	26.4	133
2	KDKB-FM	Hubbard Broadcasting Inc	Alternative	400	0.2	9,600	5.1	34,600	18.3	131
3	KUPD-FM	Hubbard Broadcasting Inc	Active Rock	300	0.2	6,200	3.3	22,200	11.7	116

Adults 21-49

M-Su 6a-12m

	Station	Owner	Format	Qual Average Persons	Qual Average Rating	Qual Daily Cume Persons	*Qual Daily Cume Rating**	Qual Weekly Cume Persons	Qual Weekly Cume Rating	Qual Index
1	*KDKB-FM+KUPD-FM			700	0.7	13,600	13.5	41,200	40.3	163
2	KDKB-FM	Hubbard Broadcasting Inc	Alternative	400	0.4	9,200	9.1	31,000	30.3	168
3	KUPD-FM	Hubbard Broadcasting Inc	Active Rock	300	0.3	5,200	5.2	18,100	17.7	142

Men 21-49

M-Su 6a-12m

	Station	Owner	Format	Qual Average Persons	Qual Average Rating	Qual Daily Cume Persons	*Qual Daily Cume Rating**	Qual Weekly Cume Persons	Qual Weekly Cume Rating	Qual Index
1	*KDKB-FM+KUPD-FM			600	0.8	12,500	17.6	36,700	51.0	181
2	KDKB-FM	Hubbard Broadcasting Inc	Alternative	300	0.4	8,600	12.1	28,200	39.2	196
3	KUPD-FM	Hubbard Broadcasting Inc	Active Rock	200	0.3	4,500	6.3	14,900	20.7	140

HUBBARD RADIO

Custom Geo = 85225; 85286; 85224; 85233; 85248; 85296; 85284; 85210; 85295; 85202; 85249; 85297; 85226; 85283; 85234; 85204; 85298; 85282; 85044; 85206; 85201; 85281; 85203; 85213; 85142; 85205; 85257; 85042; 85212; 85040; 85209; 85048; 85008; 85208; 85251; 85215

98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM · 92.7 KAZG · 2060 Digital

SanTan BREWING COMPANY Chandler · Arizona P21+



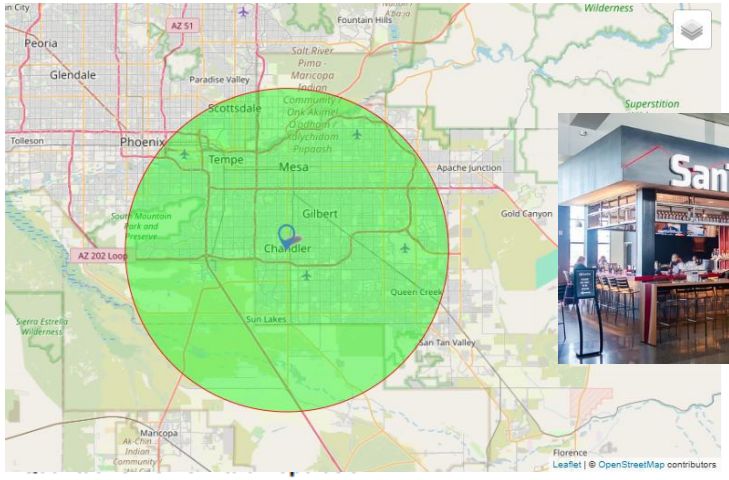
PHOENIX (User Defined Survey Area)
SEP25 / AUG25 / JUL25
SCARBOROUGH R1 2025: JAN24-JAN25
Station Rankings Based on: User Selected

Qualitative Criteria Used: Types of alcoholic beverages drank past 30 days: Liquor (spirits)

*The **Latest Nielsen PPM Ratings** show…*

There are **597,900** P21+ **MONTHLY LIQUOR Drinkers** *within a 15-mile radius of…* **SANTAN BREWING COMPANY** in Chander.

1 in 4 (23.4% or **140,100**) and **More than 1 in 4** (29.4% or **86,800**) of M21-64 listen to **93.3 ALT AZ** and **98KUPD** every week.





Age/Gender	Qualitative	Population
Adults 21+	Types of alcoholic beverages drank past 30 days: Liquor (spirits)	Avg Daily: 592,800 Avg Weekly: 597,900

Adults 21+

M-Su 6a-12m

	Station	Owner	Format	Qual Average Persons	Qual Average Rating	Qual Daily Cume Persons	*Qual Daily Cume Rating**	Qual Weekly Cume Persons	Qual Weekly Cume Rating	Qual Index
1	*KDKB-FM+KUPD-FM			2,100	0.4	43,300	7.3	140,100	23.4	118
2	KDKB-FM	Hubbard Broadcasting Inc	Alternative	1,100	0.2	27,400	4.6	98,700	16.5	118
3	KUPD-FM	Hubbard Broadcasting Inc	Active Rock	1,000	0.2	20,600	3.5	74,100	12.4	123

Adults 21-64

M-Su 6a-12m

	Station	Owner	Format	Qual Average Persons	Qual Average Rating	Qual Daily Cume Persons	*Qual Daily Cume Rating**	Qual Weekly Cume Persons	Qual Weekly Cume Rating	Qual Index
1	*KDKB-FM+KUPD-FM			2,000	0.4	41,800	8.3	131,300	25.9	114
2	KDKB-FM	Hubbard Broadcasting Inc	Alternative	1,100	0.2	26,500	5.3	92,900	18.3	113
3	KUPD-FM	Hubbard Broadcasting Inc	Active Rock	1,000	0.2	20,000	4.0	70,500	13.9	121

Men 21-64

M-Su 6a-12m

	Station	Owner	Format	Qual Average Persons	Qual Average Rating	Qual Daily Cume Persons	*Qual Daily Cume Rating**	Qual Weekly Cume Persons	Qual Weekly Cume Rating	Qual Index
1	*KDKB-FM+KUPD-FM			1,300	0.4	28,400	9.7	86,800	29.4	109
2	KDKB-FM	Hubbard Broadcasting Inc	Alternative	700	0.2	19,200	6.6	66,100	22.4	119
3	KUPD-FM	Hubbard Broadcasting Inc	Active Rock	700	0.2	12,900	4.4	43,600	14.8	104

HUBBARD RADIO

Custom Geo = 85225; 85286; 85224; 85233; 85248; 85296; 85284; 85210; 85295; 85202; 85249; 85297; 85226; 85283; 85234; 85204; 85298; 85282; 85044; 85206; 85201; 85281; 85203; 85213; 85142; 85205; 85257; 85042; 85212; 85040; 85209; 85048; 85008; 85208; 85251; 85215

98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT★AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM 92.7 KAZG · 2060 Digital



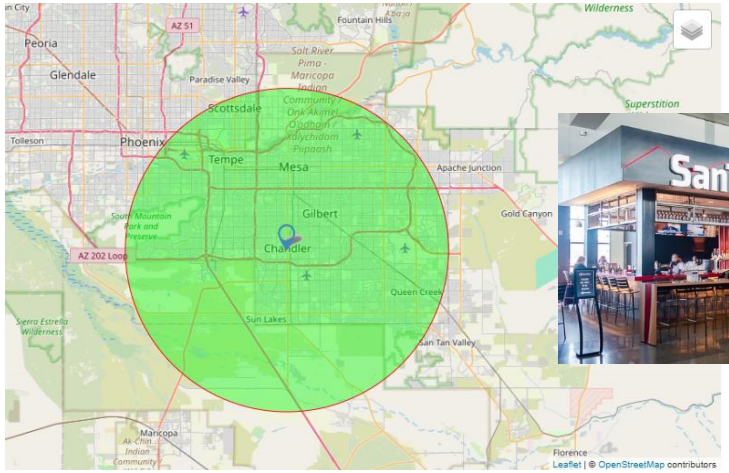
PHOENIX (User Defined Survey Area)
SEP25 / AUG25 / JUL25
SCARBOROUGH R1 2025: JAN24-JAN25
Station Rankings Based on: User Selected

Qualitative Criteria Used: (Liquor drank past 30 days: Pre-mixed cocktails (with liquor) OR Types of alcoholic beverages drink: Canned cocktails)

*The **Latest Nielsen PPM Ratings** show…*

There are **146,800** P21+ **PRE-MIXED COCKTAIL Drinkers** *within a 15-mile radius of…* **SANTAN BREWING COMPANY** in Chander.

1 in 4 (24.7% or **36,200**) and **Nearly 3 in 10** (29.4% or **34,300**) of P21-44 listen to **93.3 ALT AZ** and **98KUPD** every week.





Age/Gender	Qualitative	Population
Adults 21+	(Liquor drank past 30 days: Pre-mixed cocktails (with liquor) OR Types of alcoholic beverages drink: Canned cocktails)	Avg Daily: 145,600 Avg Weekly: 146,800

Adults 21+

M-Su 6a-12m

	Station	Owner	Format	Qual Average Persons	Qual Average Rating	Qual Daily Cume Persons	*Qual Daily Cume Rating**	Qual Weekly Cume Persons	Qual Weekly Cume Rating	Qual Index
1	*KDKB-FM+KUPD-FM			500	0.3	11,200	7.7	36,200	24.7	124
2	KDKB-FM	Hubbard Broadcasting Inc	Alternative	400	0.3	9,100	6.3	32,700	22.3	159
3	KUPD-FM	Hubbard Broadcasting Inc	Active Rock	200	0.1	4,900	3.4	17,800	12.1	120

Adults 21-44

M-Su 6a-12m

	Station	Owner	Format	Qual Average Persons	Qual Average Rating	Qual Daily Cume Persons	*Qual Daily Cume Rating**	Qual Weekly Cume Persons	Qual Weekly Cume Rating	Qual Index
1	*KDKB-FM+KUPD-FM			500	0.4	11,000	9.6	34,300	29.4	119
2	KDKB-FM	Hubbard Broadcasting Inc	Alternative	400	0.3	9,500	8.3	34,200	29.3	163
3	KUPD-FM	Hubbard Broadcasting Inc	Active Rock	300	0.3	5,200	4.5	17,200	14.7	117

Adults 21-64

M-Su 6a-12m

	Station	Owner	Format	Qual Average Persons	Qual Average Rating	Qual Daily Cume Persons	*Qual Daily Cume Rating**	Qual Weekly Cume Persons	Qual Weekly Cume Rating	Qual Index
1	*KDKB-FM+KUPD-FM			600	0.4	11,300	8.4	35,600	26.3	116
2	KDKB-FM	Hubbard Broadcasting Inc	Alternative	400	0.3	9,300	6.9	32,700	24.1	149
3	KUPD-FM	Hubbard Broadcasting Inc	Active Rock	200	0.1	4,900	3.6	17,200	12.7	111

HUBBARD RADIO

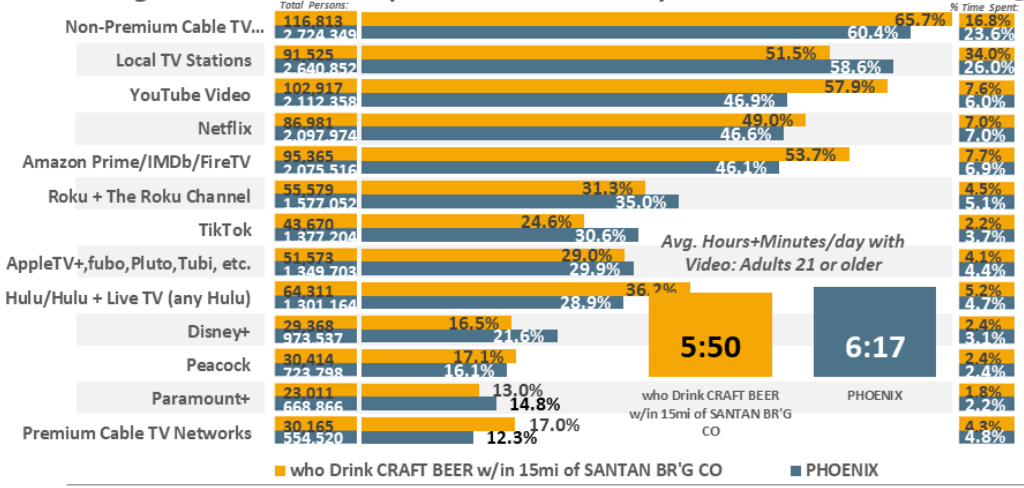
Custom Geo = 85225; 85286; 85224; 85233; 85248; 85296; 85284; 85210; 85295; 85202; 85249; 85297; 85226; 85283; 85234; 85204; 85298; 85282; 85044; 85206; 85201; 85281; 85203; 85213; 85142; 85205; 85257; 85042; 85212; 85040; 85209; 85048; 85008; 85208; 85251; 85215

98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT★AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM 92.7 KAZG · 2060 Digital

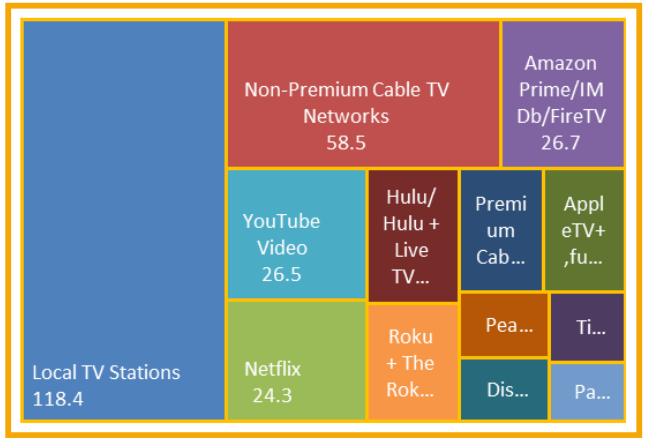


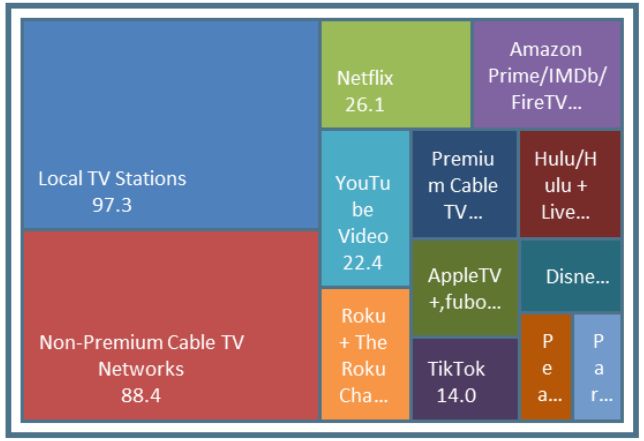
91,167 or 51.3% of Adults 21 or older who Drink CRAFT BEER w/in 15mi of SANTAN BR'G CO watch Ad-Supported Local TV Stations for an average of 114. minutes every day representing 39.9% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 21 or older

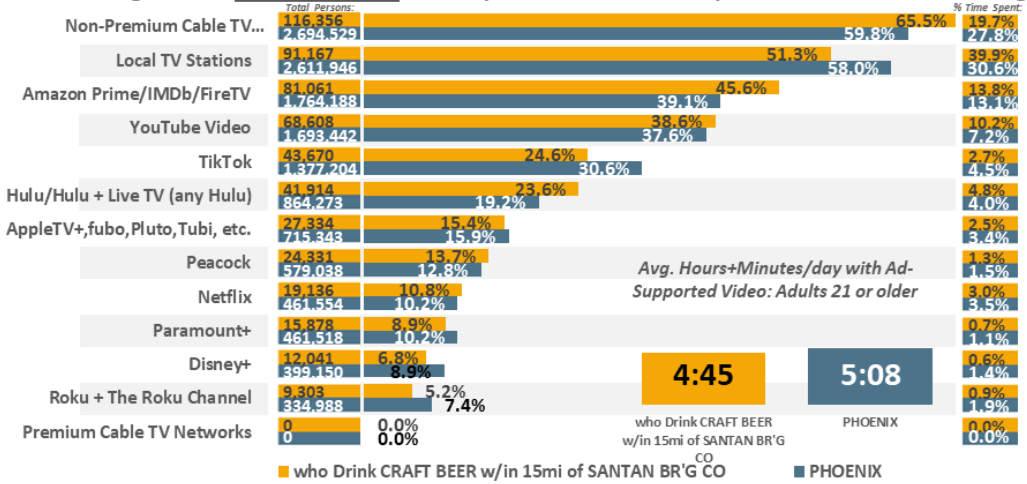


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

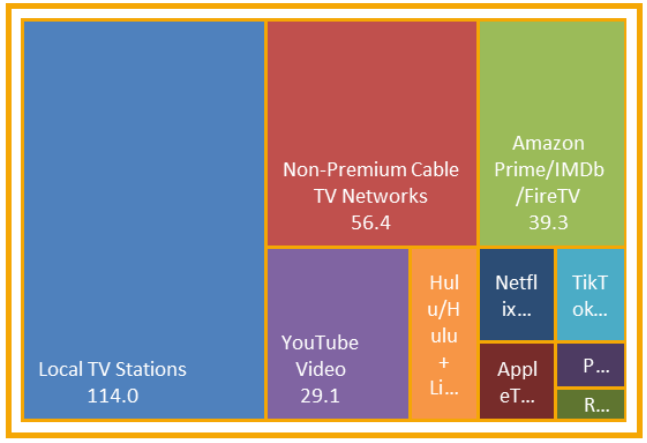


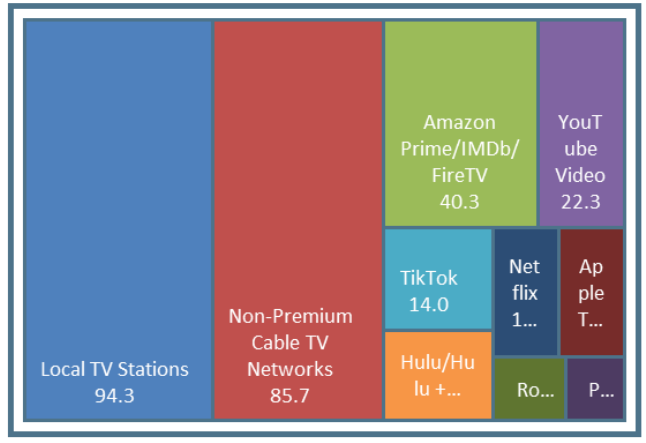


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 107

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

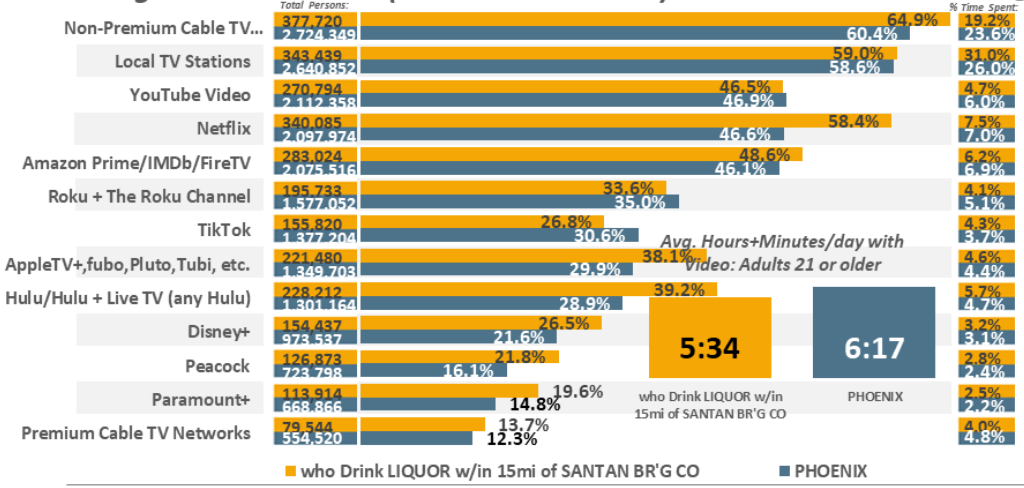
soefa.ai Share of Everything for Anything ©

[(Types of alcoholic beverages drink: Microbrew/craft beer AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298))]

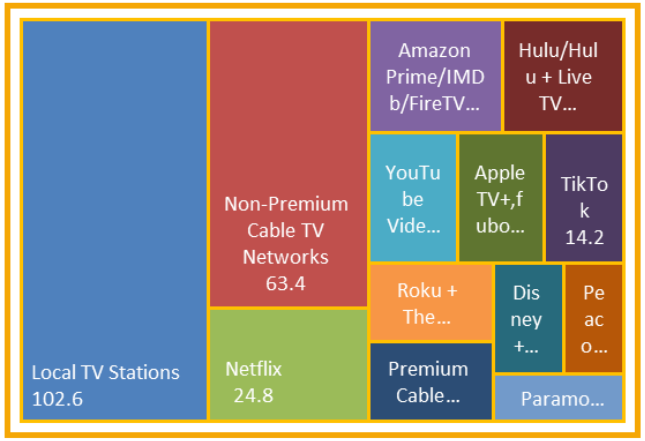


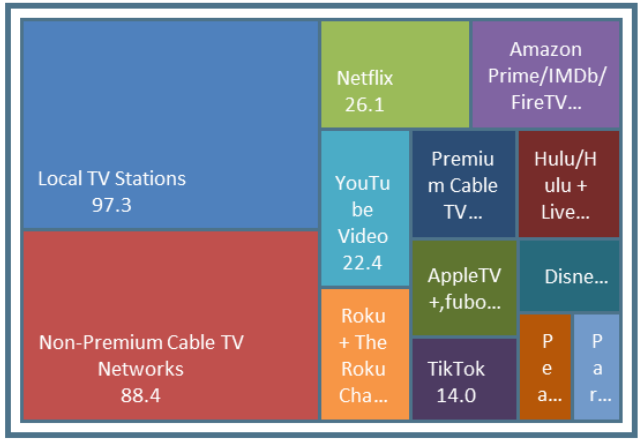
341,100 or 58.6% of Adults 21 or older who Drink LIQUOR w/in 15mi of SANTAN BR'G CO watch Ad-Supported Local TV Stations for an average of 97.9 minutes every day representing 36.2% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 21 or older

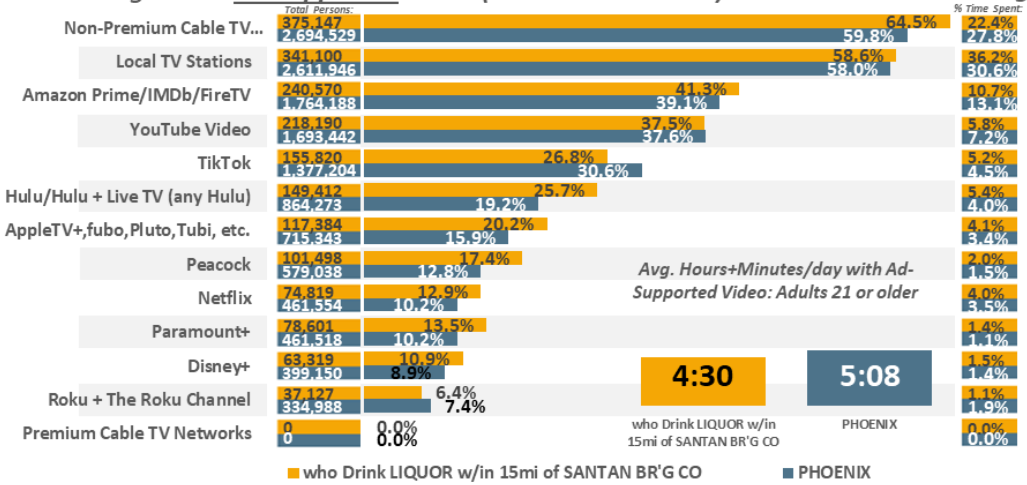


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

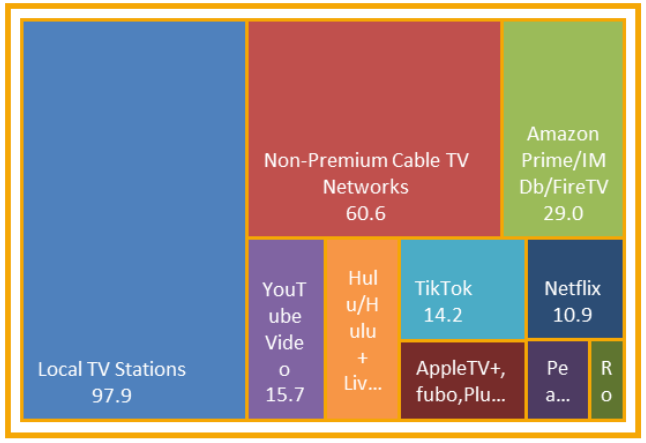


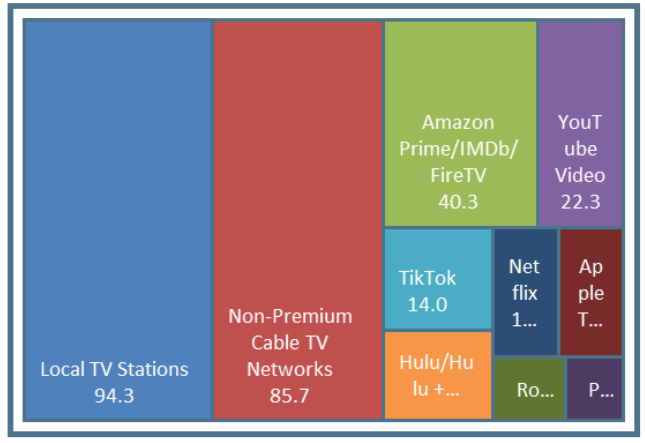


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 338

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

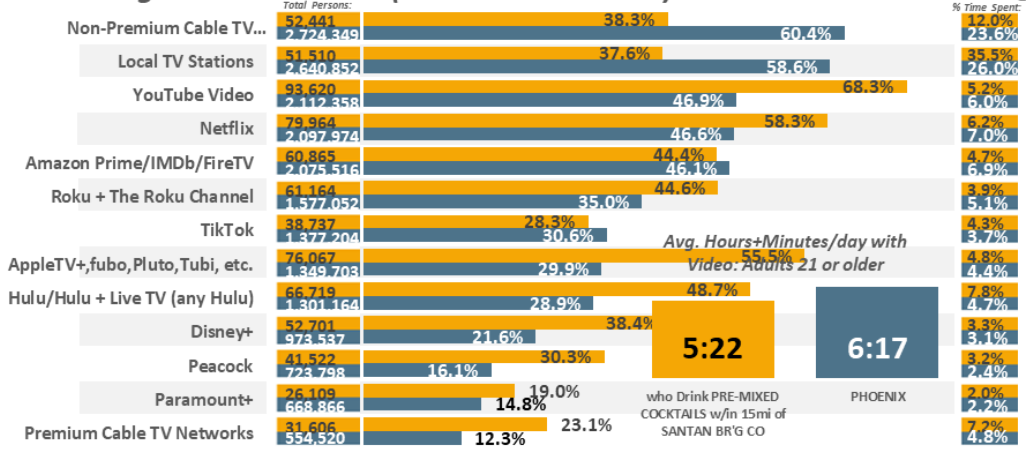
HUBBARD RADIO

[[(Types of alcoholic beverages drank past 30 days: Liquor (spirits))AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)]]

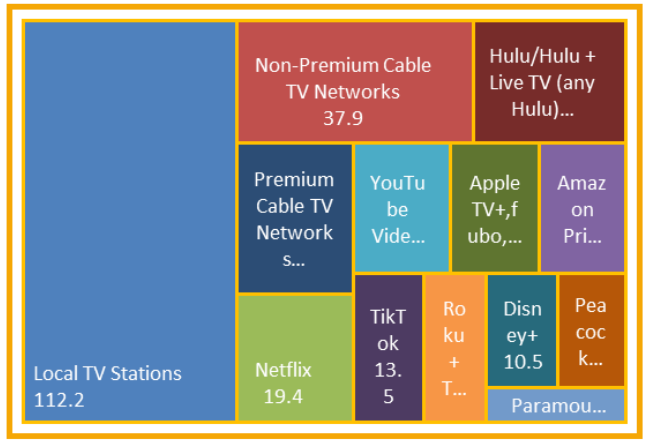
98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM | 92.7 KAZG · 2060 Digital

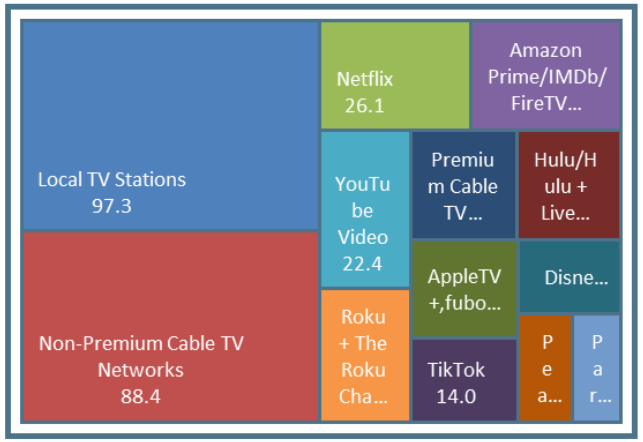
50,948 or 37.2% of Adults 21 or older who Drink PRE-MIXED COCKTAILS w/in 15mi of SANTAN BR'G CO watch Ad-Supported Local TV Stations for an average of 108.2 minutes every day representing 40.6% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 21 or older

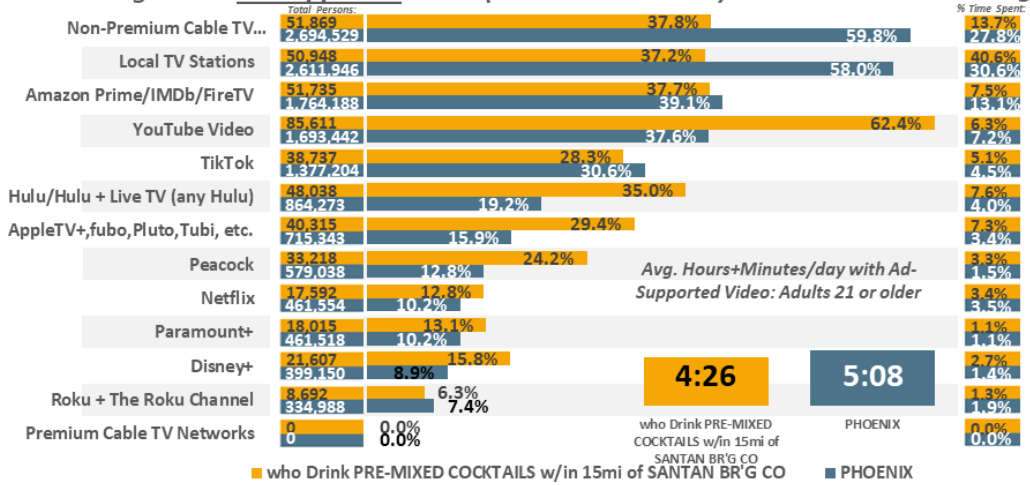


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

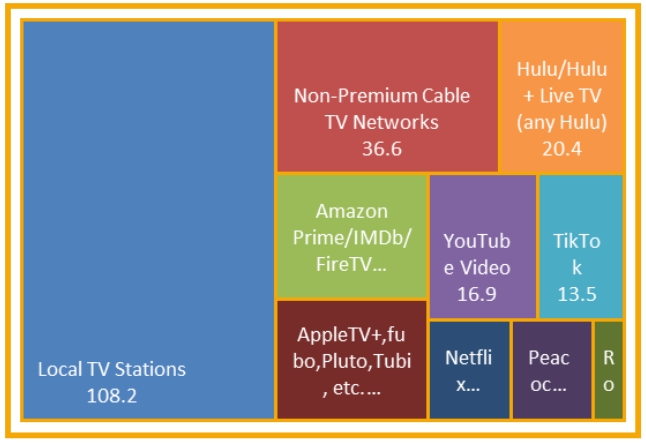


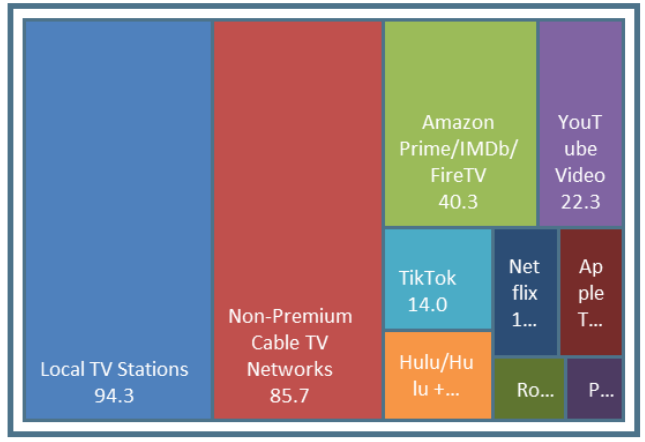


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 72

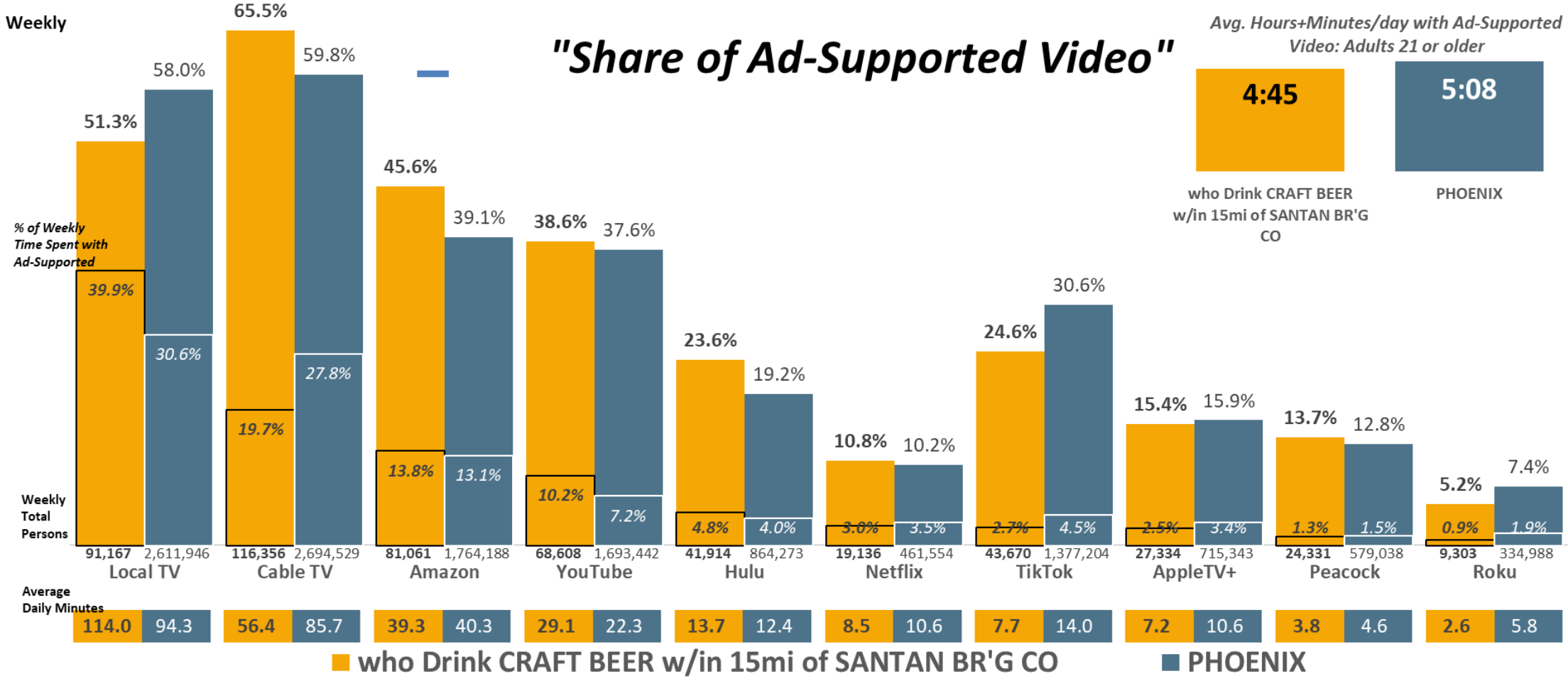
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

[((Liquor drank past 30 days: Pre-mixed cocktails (with liquor) OR Types of alcoholic beverages drink: Canned cocktails)AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)]]



91,167 or 51.3% of Adults 21 or older who Drink CRAFT BEER w/in 15mi of SANTAN BR'G CO watch Ad-Supported Local TV Stations for an average of 114. minutes every day representing 39.9% of all time spent daily with Ad-Supported Video.



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 107

PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,387

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ℗ ©

HUBBARD RADIO

[(Types of alcoholic beverages drink: Microbrew/craft beer AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)]]

98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM 92.7 KAZG · 2060 Digital



341,100 or 58.6% of Adults 21 or older who Drink LIQUOR w/in 15mi of SANTAN BR'G CO watch Ad-Supported Local TV Stations for an average of 97.9 minutes every day representing 36.2% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"

Weekly

Avg. Hours+Minutes/day with Ad-Supported Video: Adults 21 or older

who Drink LIQUOR w/in 15mi of SANTAN BR'G CO	PHOENIX
4:30	5:08

	Local TV	Cable TV	Amazon	YouTube	Hulu	TikTok	AppleTV+	Netflix	Peacock	Disney+
% of Weekly Time Spent with Ad-Supported	58.6% / 58.0%	64.5% / 59.8%	41.3% / 39.1%	37.5% / 37.6%	25.7% / 19.2%	26.8% / 30.6%	20.2% / 15.9%	12.9% / 10.2%	17.4% / 12.8%	10.9% / 8.9%
	36.2% / 30.6%	22.4% / 27.8%	10.7% / 13.1%	5.8% / 7.2%	5.4% / 4.0%	5.2% / 4.5%	4.1% / 3.4%	4.0% / 3.5%	2.0% / 1.5%	1.5% / 1.4%
Weekly Total Persons	341,100 / 2,611,946	375,147 / 2,694,529	240,570 / 1,764,188	218,190 / 1,693,442	149,412 / 864,273	155,820 / 1,377,204	117,384 / 715,343	74,819 / 461,554	101,498 / 579,038	63,319 / 399,150
Average Daily Minutes	97.9 / 94.3	60.6 / 85.7	29.0 / 40.3	15.7 / 22.3	14.5 / 12.4	14.2 / 14.0	11.1 / 10.6	10.9 / 10.6	5.5 / 4.6	4.2 / 4.3

■ who Drink LIQUOR w/in 15mi of SANTAN BR'G CO ■ PHOENIX

PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 338 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,387

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

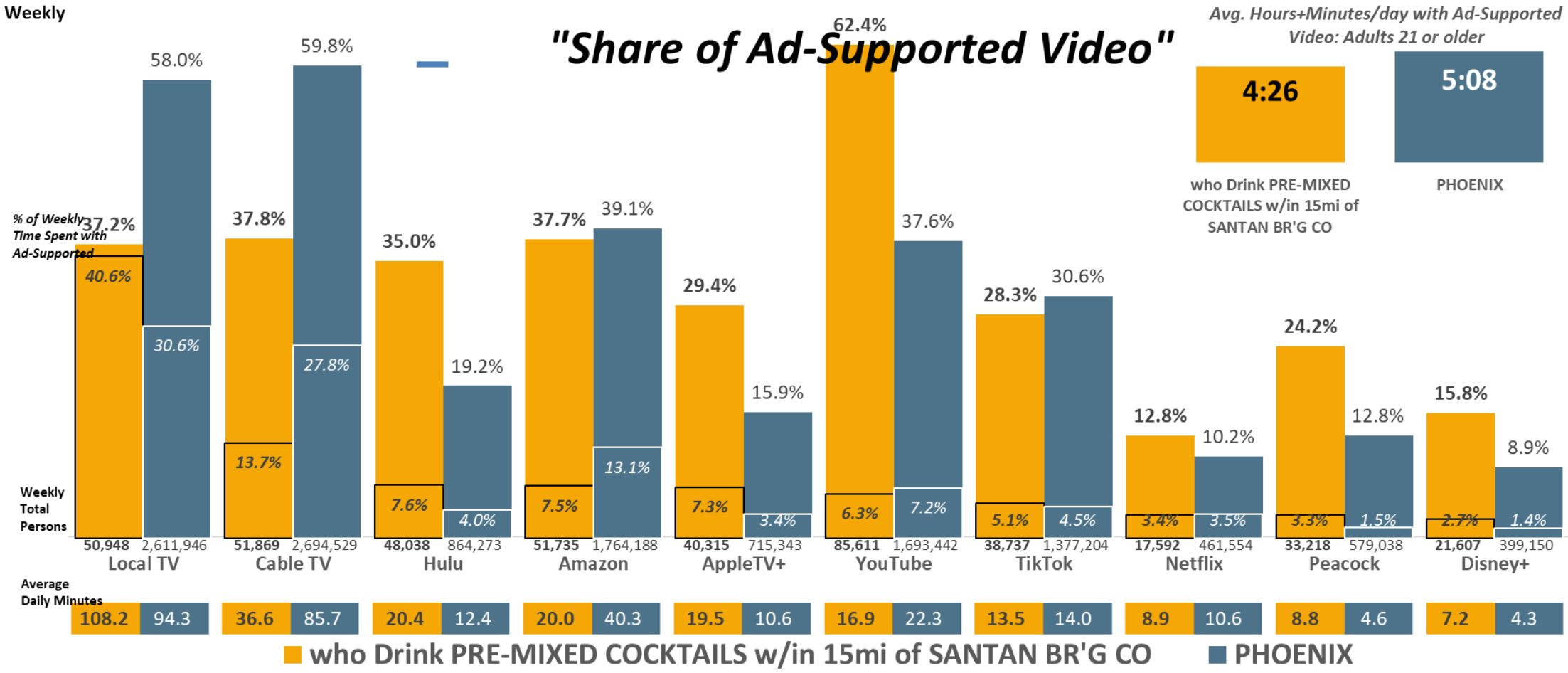
soefa.ai Share of Everything for Anything ©

HUBBARD RADIO

[[(Types of alcoholic beverages drank past 30 days: Liquor (spirits))AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)]]

98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM 92.7 KAZG · 2060 Digital

50,948 or 37.2% of Adults 21 or older who Drink PRE-MIXED COCKTAILS w/in 15mi of SANTAN BR'G CO watch Ad-Supported Local TV Stations for an average of 108.2 minutes every day representing 40.6% of all time spent daily with Ad-Supported Video.



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 72

PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,387

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

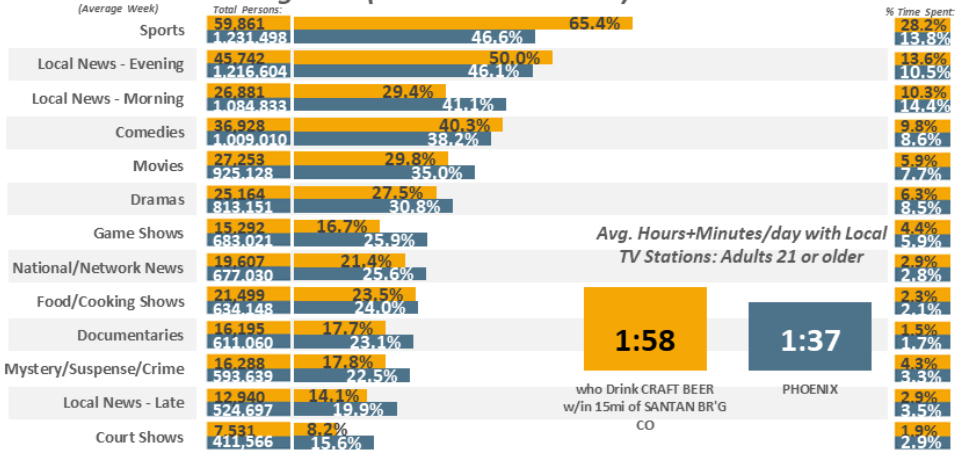
soefa.ai Share of Everything for Anything ©

[((Liquor drank past 30 days: Pre-mixed cocktails (with liquor) OR Types of alcoholic beverages drink: Canned cocktails)AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)]]

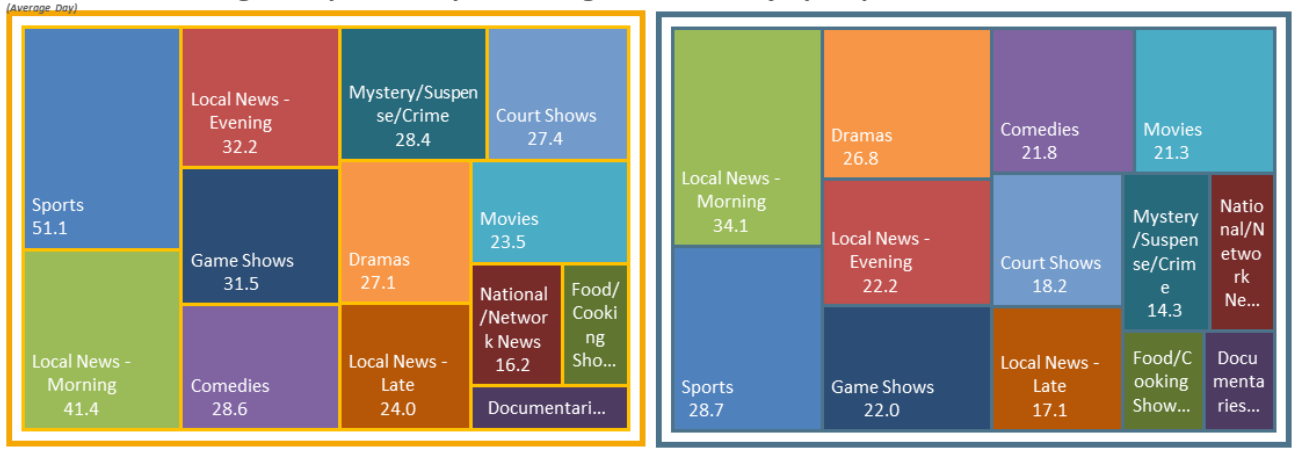


91,167 or 51.3% of Adults 21 or older who Drink CRAFT BEER w/in 15mi of SANTAN BR'G CO watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Movies, Local News - Morning, and Dramas.

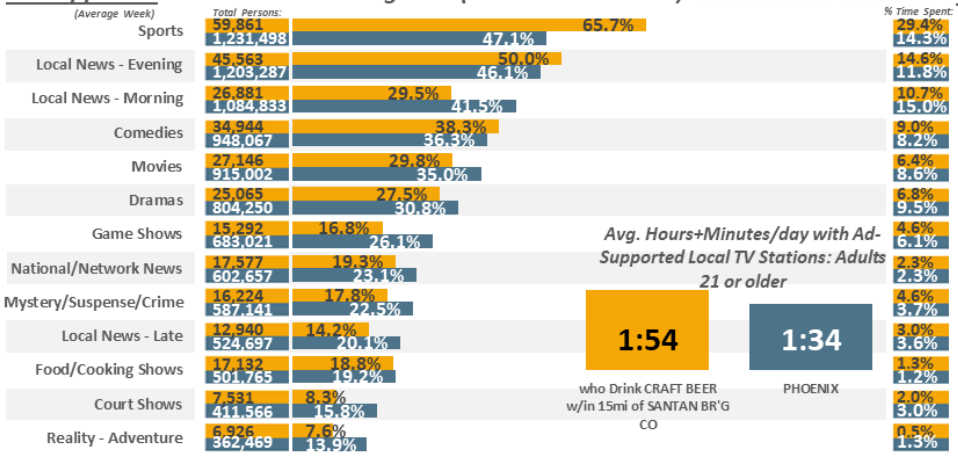
Local TV Station Programs (Persons & % Reach): Adults 21 or older



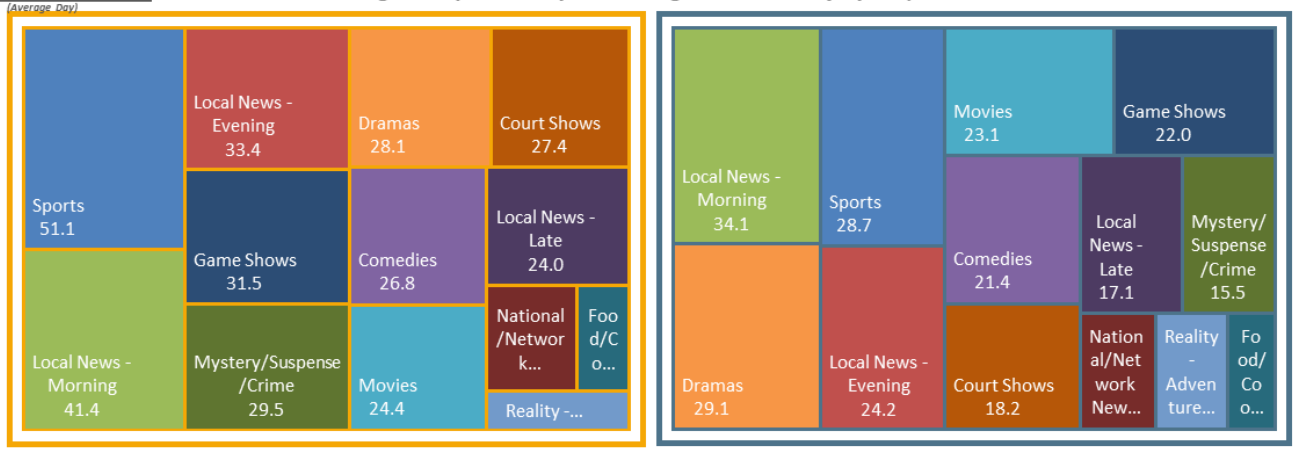
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 21 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 107

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

HUBBARD RADIO

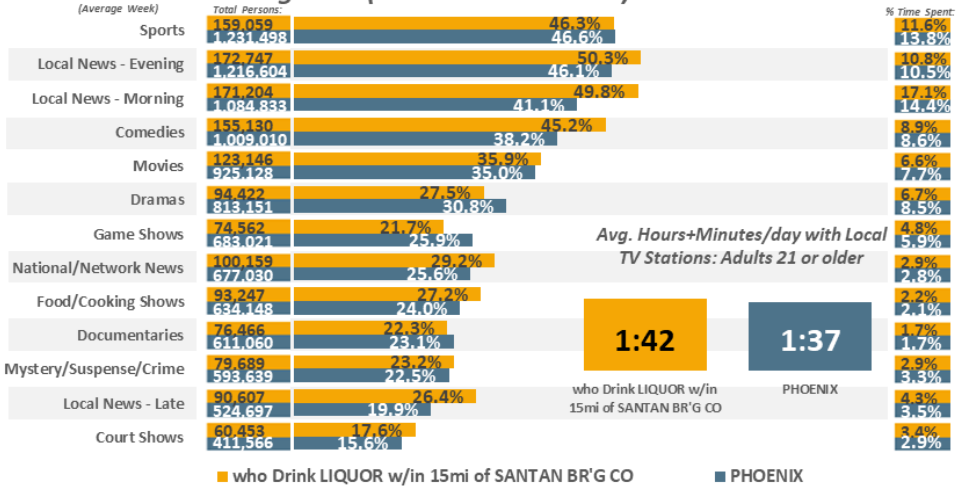
[(Types of alcoholic beverages drink: Microbrew/craft beer AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)]]

98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM 92.7 KAZG · 2060 Digital

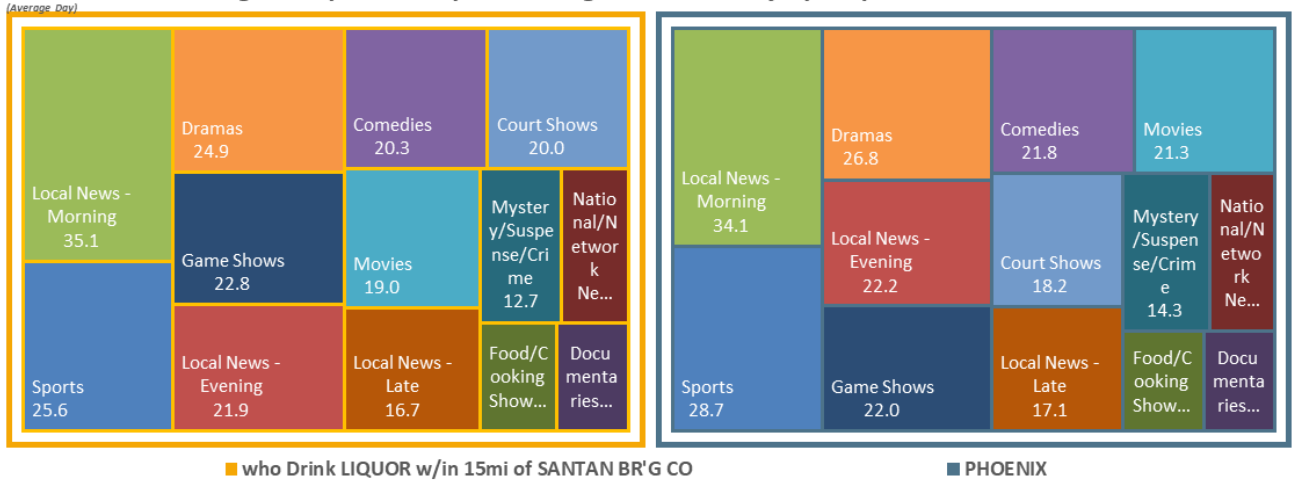


341,100 or 58.6% of Adults 21 or older who Drink LIQUOR w/in 15mi of SANTAN BR'G CO watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Comedies, Movies, and Dramas.

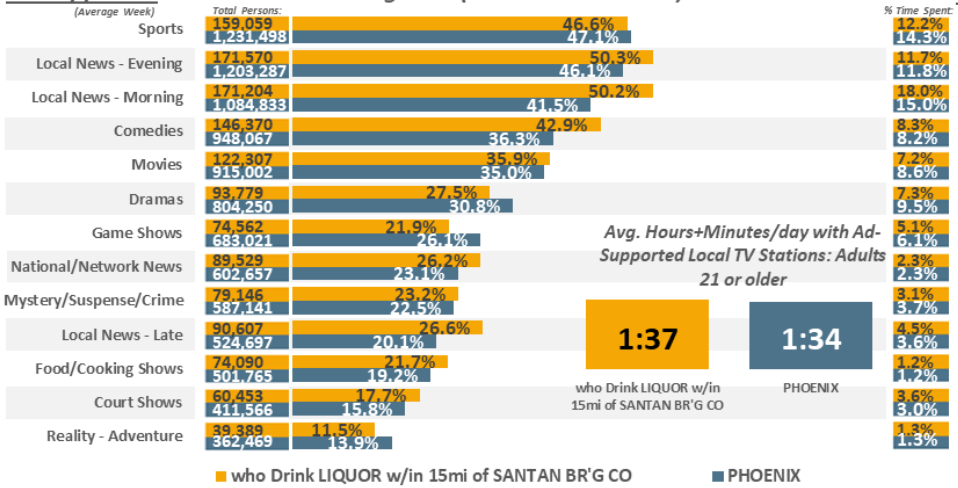
Local TV Station Programs (Persons & % Reach): Adults 21 or older



Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 21 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 338

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

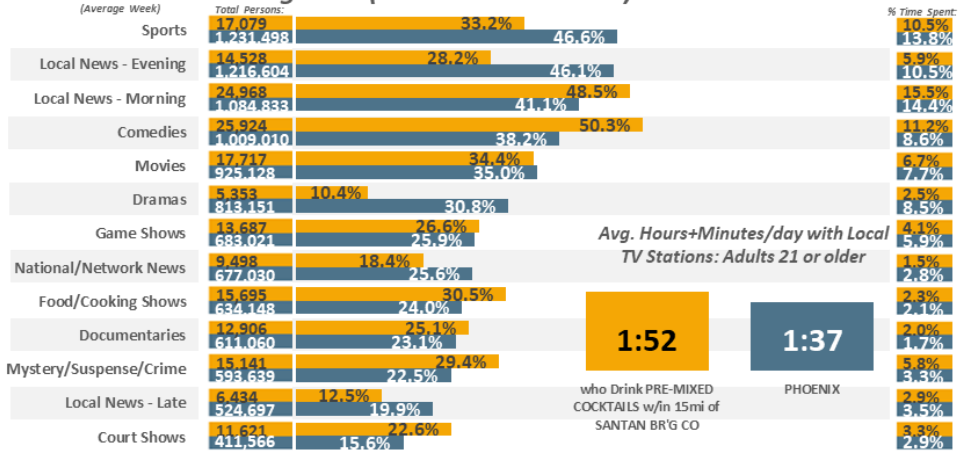
HUBBARD RADIO

[[(Types of alcoholic beverages drank past 30 days: Liquor (spirits))AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)]]

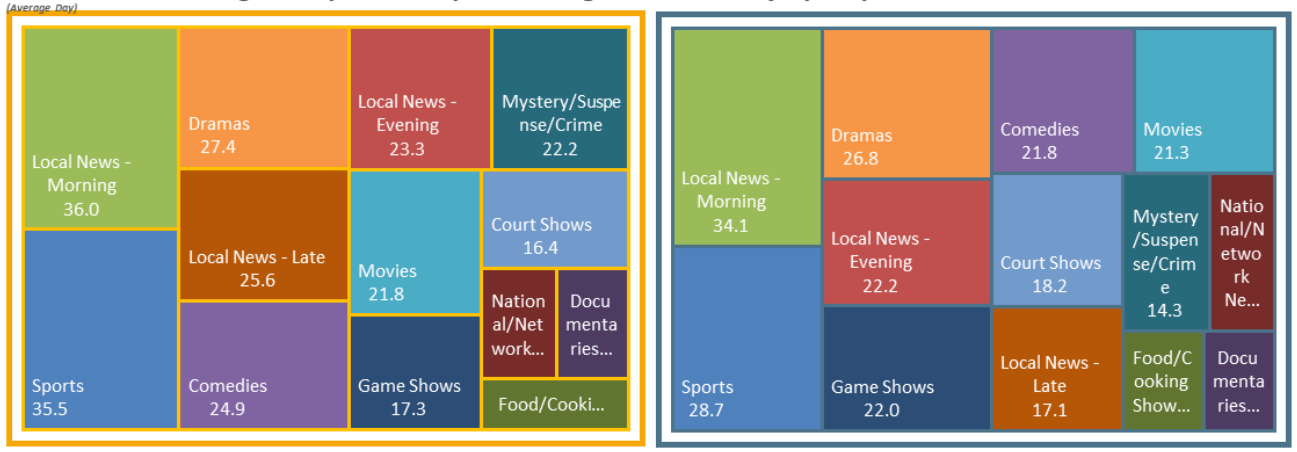
98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM | 92.7 KAZG · 2060 Digital

50,948 or 37.2% of Adults 21 or older who Drink PRE-MIXED COCKTAILS w/in 15mi of SANTAN BR'G CO watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Comedies, Reality - Dating, Movies, Reality - Adventure, and Sports.

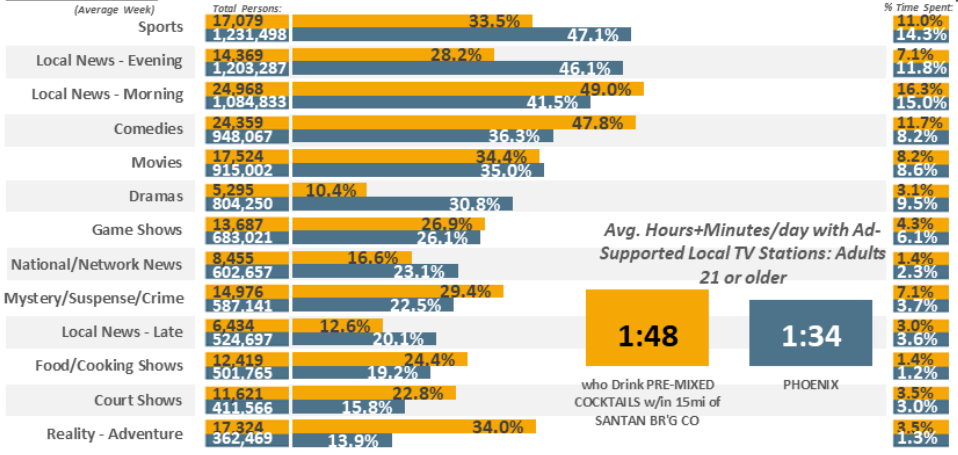
Local TV Station Programs (Persons & % Reach): Adults 21 or older



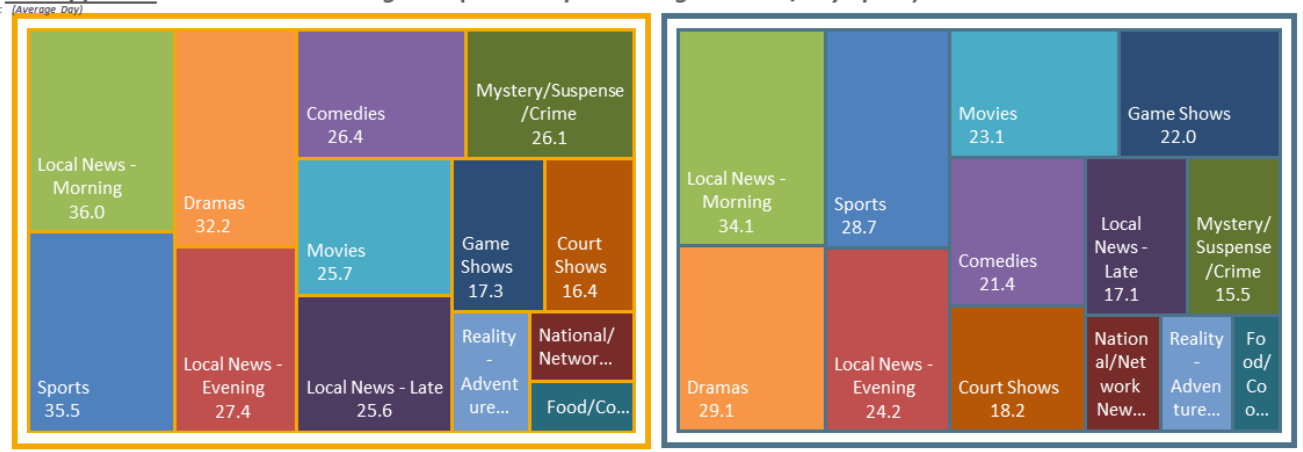
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 21 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 72

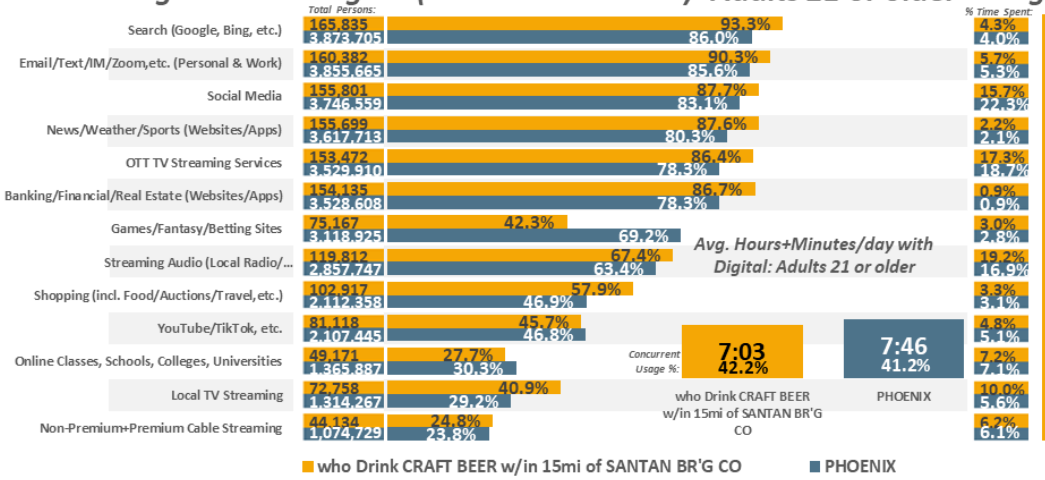
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

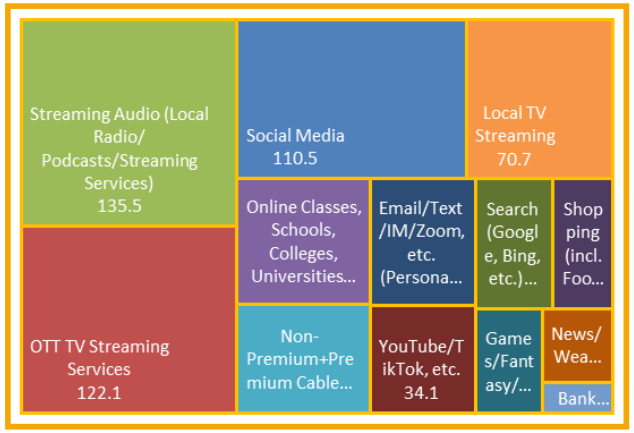
[((Liquor drank past 30 days: Pre-mixed cocktails (with liquor) OR Types of alcoholic beverages drink: Canned cocktails)AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)]]

131,367 or 73.9% of Adults 21 or older who Drink CRAFT BEER w/in 15mi of SANTAN BR'G CO use Ad-Supported Social Media for an average of 93.1 minutes every day representing 18.% of all time spent daily with Ad-Supported Digital Media.

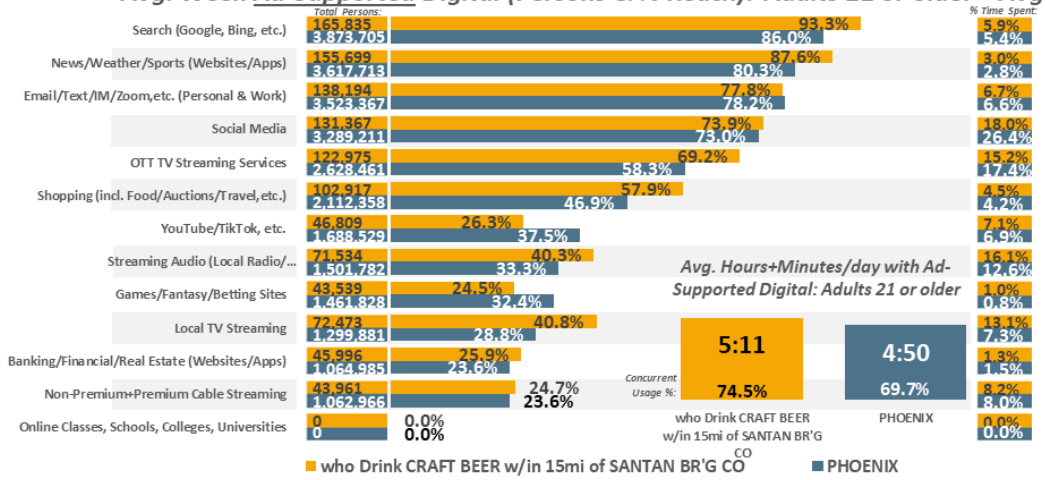
Avg. Week All Digital (Persons & % Reach): Adults 21 or older



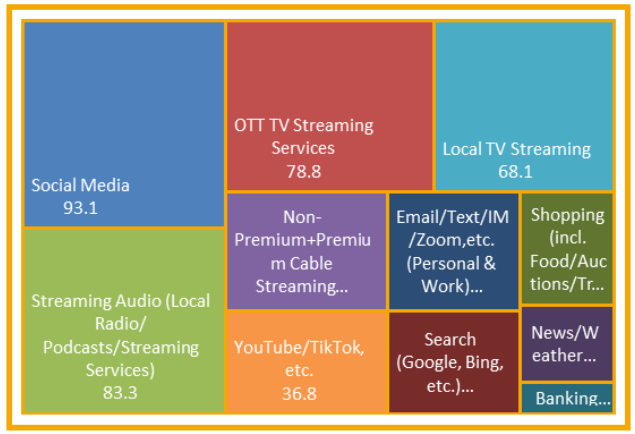
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 107

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

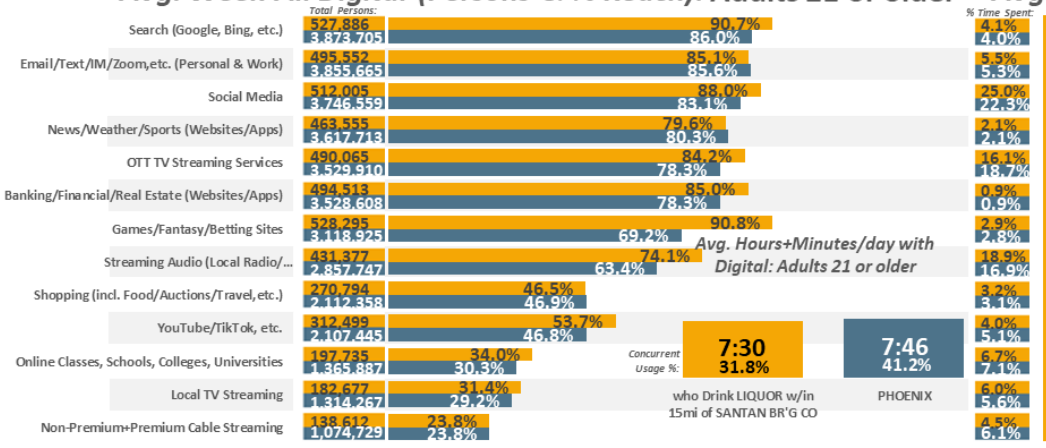
soefa.ai Share of Everything for Anything ©

[(Types of alcoholic beverages drink: Microbrew/craft beer AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298))]

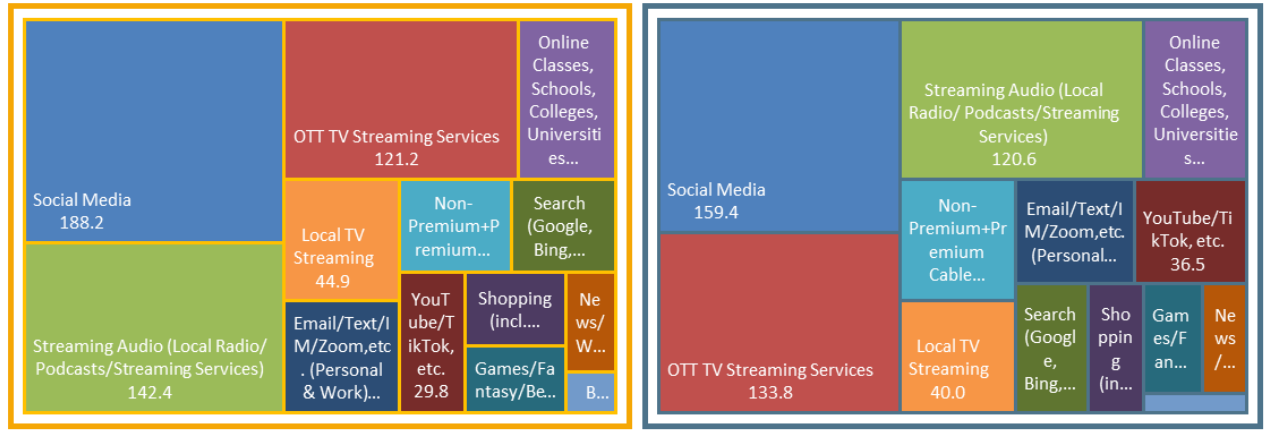


450,513 or 77.4% of Adults 21 or older who Drink LIQUOR w/in 15mi of SANTAN BR'G CO use Ad-Supported Social Media for an average of 165.6 minutes every day representing 30.5% of all time spent daily with Ad-Supported Digital Media.

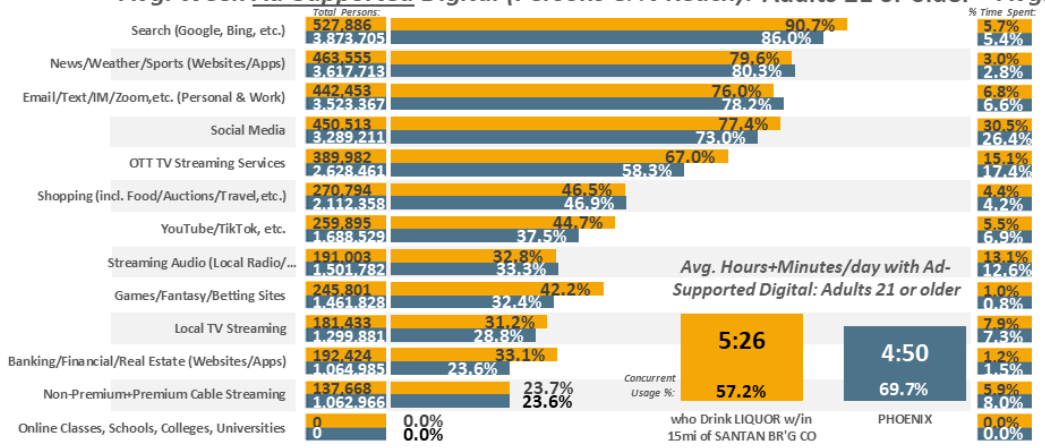
Avg. Week All Digital (Persons & % Reach): Adults 21 or older



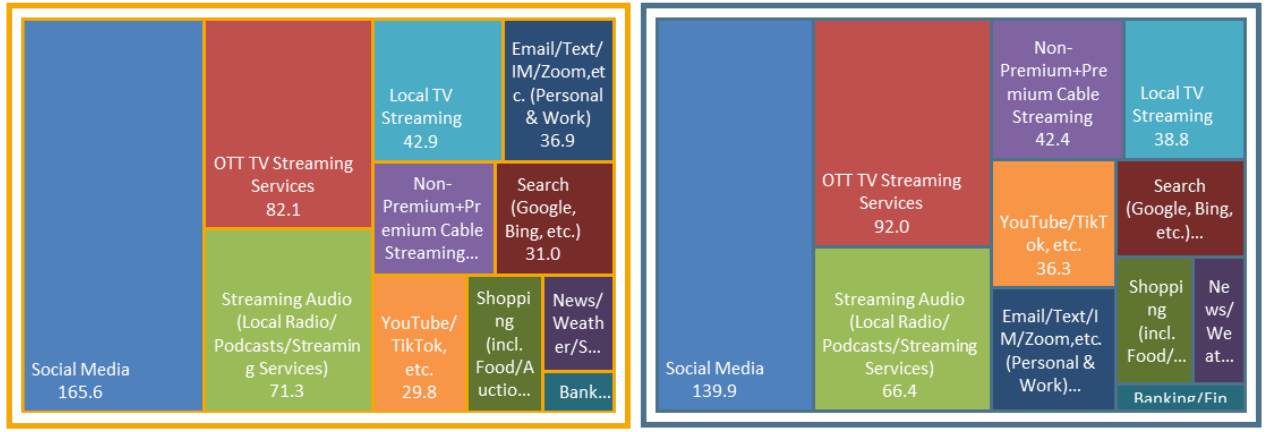
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 338

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

HUBBARD RADIO

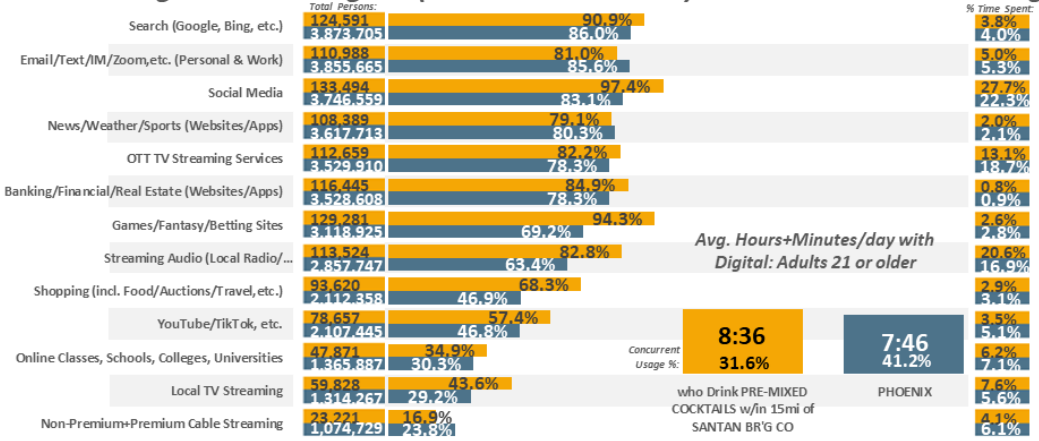
[[(Types of alcoholic beverages drank past 30 days: Liquor (spirits))AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)]]

98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM 92.7 KAZG · 2060 Digital

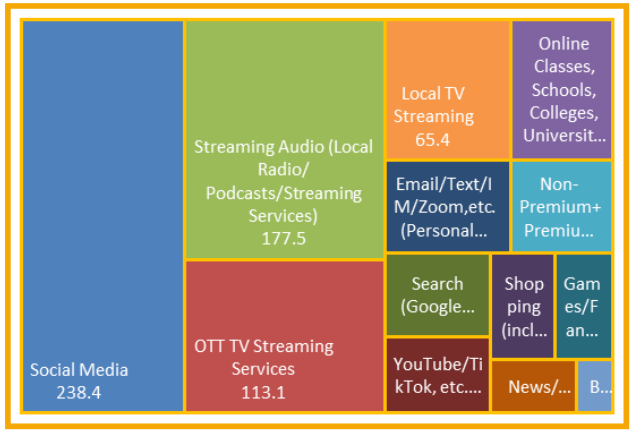


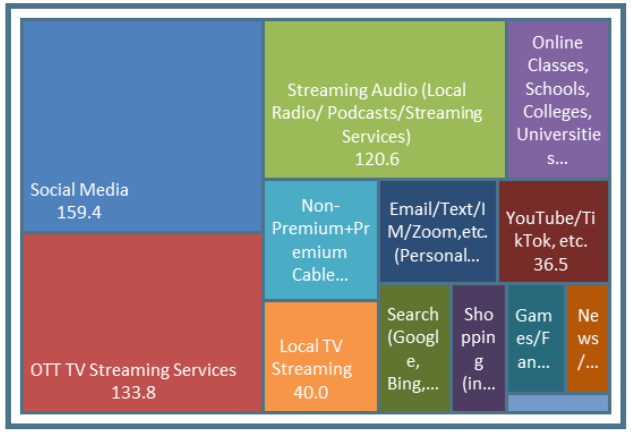
124,221 or 90.6% of Adults 21 or older who Drink PRE-MIXED COCKTAILS w/in 15mi of SANTAN BR'G CO use Ad-Supported Social Media for an average of 221.9 minutes every day representing 33.5% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 21 or older

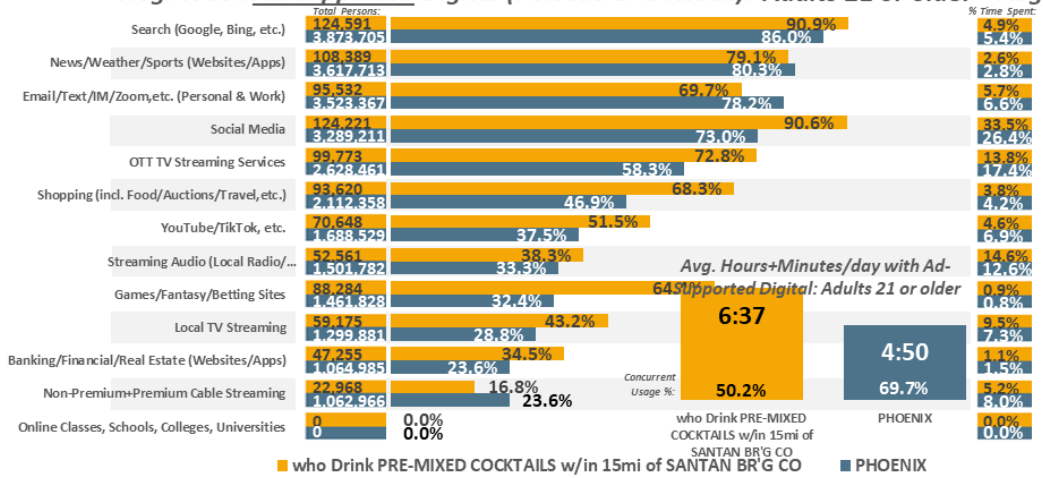


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

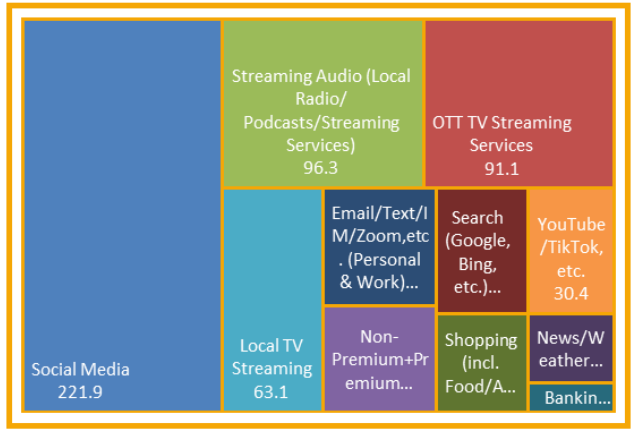


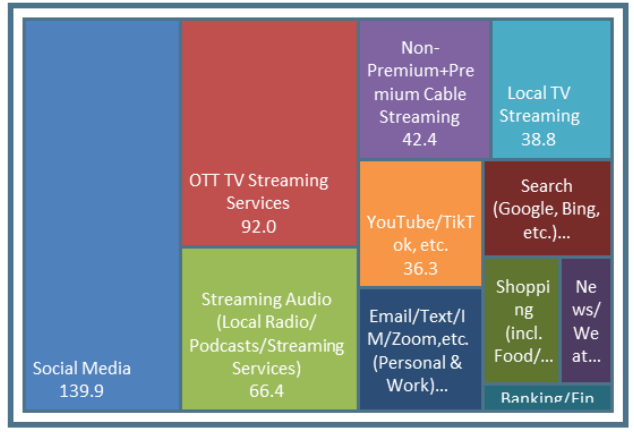


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 72

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

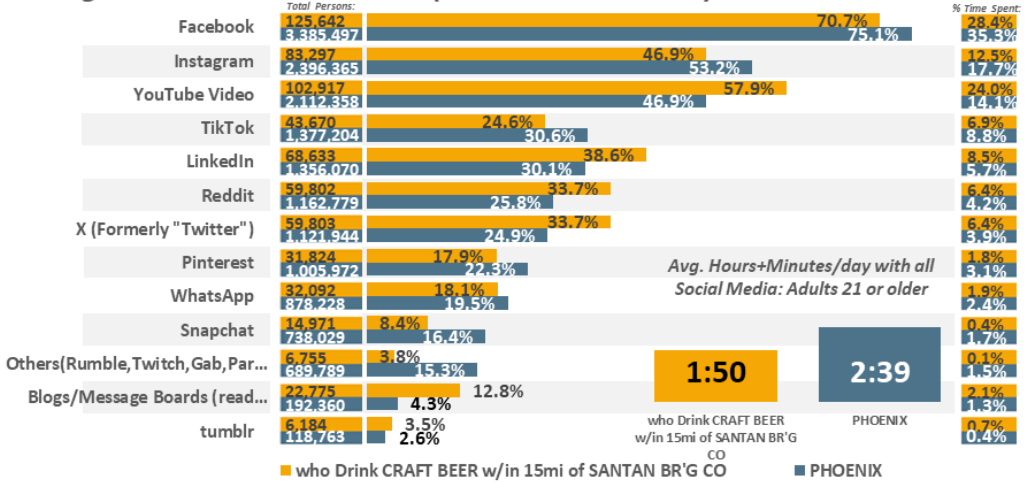
HUBBARD RADIO

[((Liquor drank past 30 days: Pre-mixed cocktails (with liquor) OR Types of alcoholic beverages drink: Canned cocktails)AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)]]

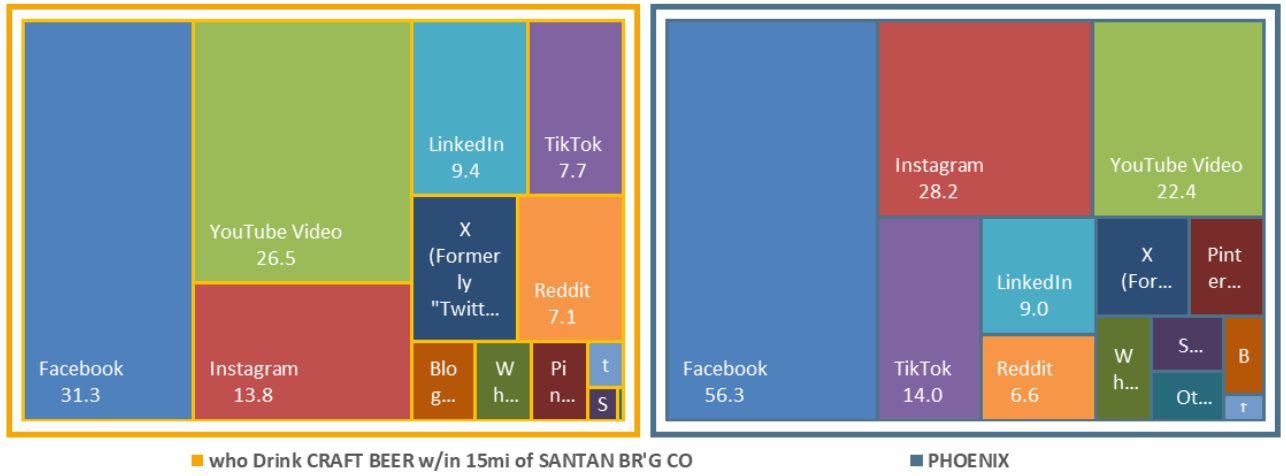
98kUPD ARIZONA'S REAL ROCK | 100.7 FM KSLX CLASSIC ROCK | 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE | OLDIES 1440 AM | 92.7 KAZG | 2060 Digital

68,608 or 38.6% of Adults 21 or older who Drink CRAFT BEER w/in 15mi of SANTAN BR'G CO use Ad-Supported YouTube Video for an average of 29.1 minutes every day representing 31.2% of all time spent daily with Ad-Supported Social Media.

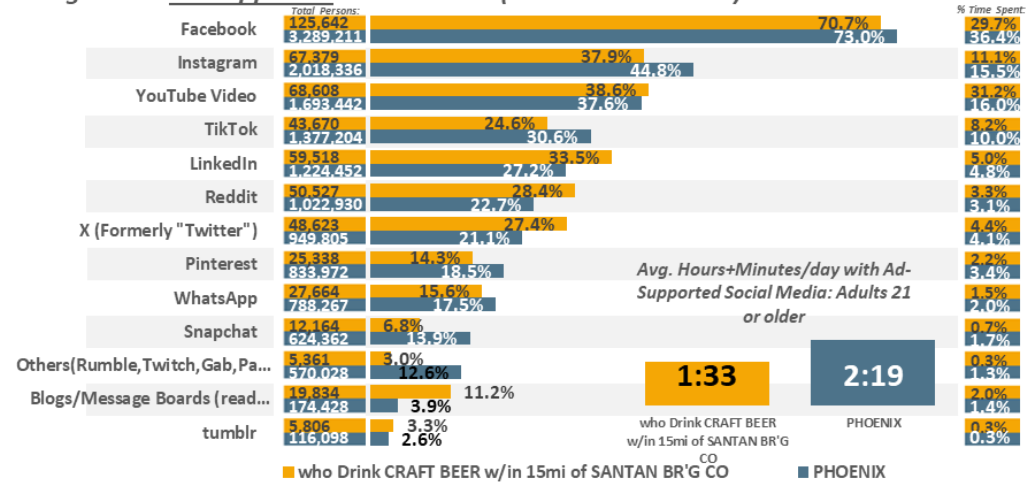
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



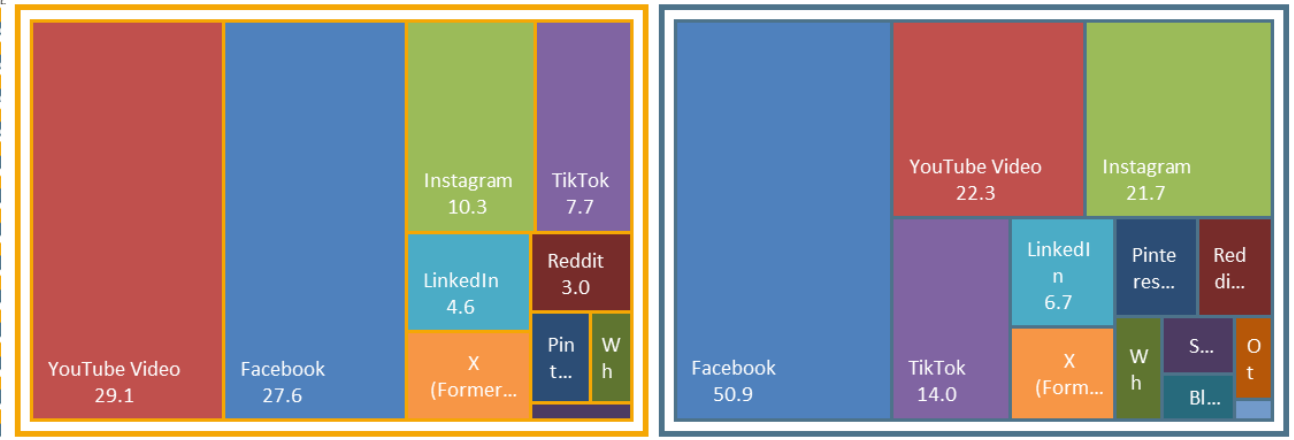
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 107

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

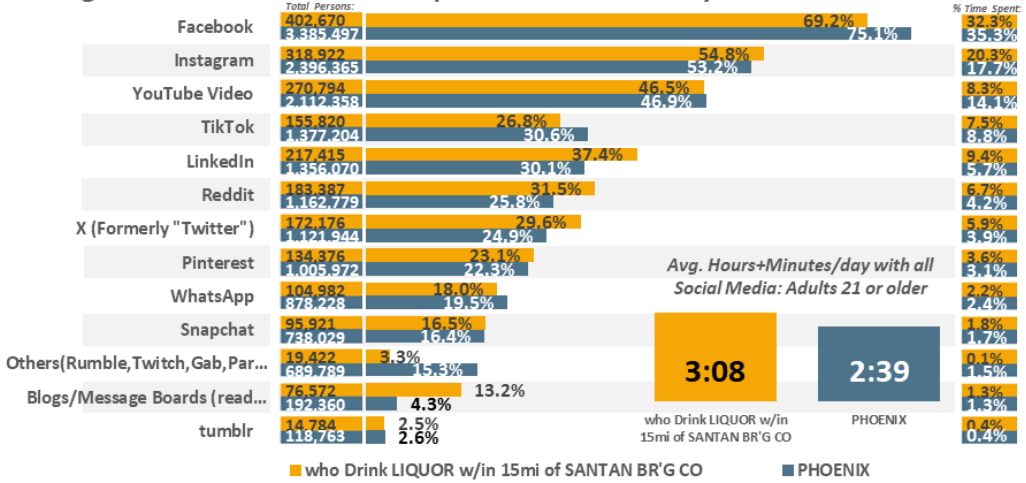
soefa.ai Share of Everything for Anything ©

[(Types of alcoholic beverages drink: Microbrew/craft beer AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)]]

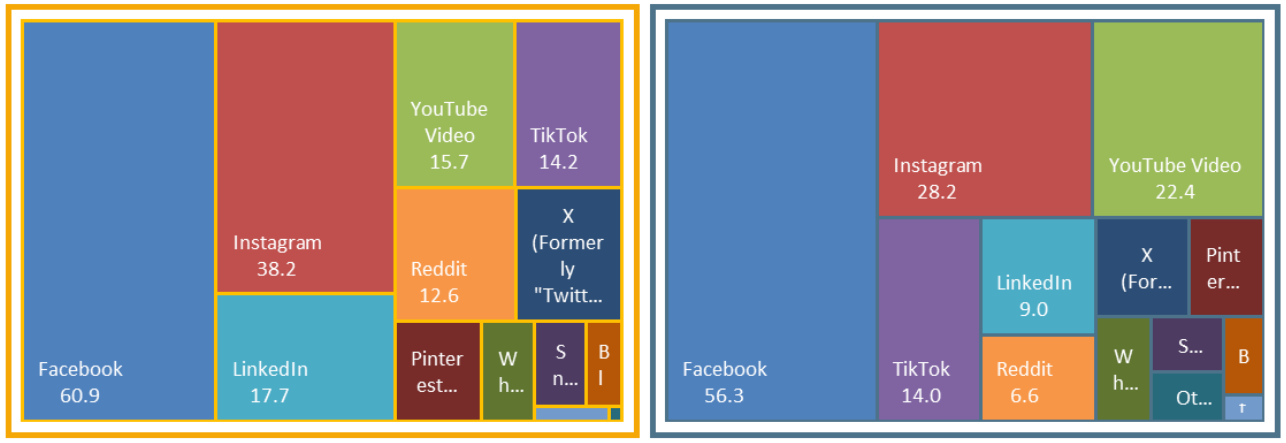


402,670 or 69.2% of Adults 21 or older who Drink LIQUOR w/in 15mi of SANTAN BR'G CO use Ad-Supported Facebook for an average of 63.1 minutes every day representing 38.1% of all time spent daily with Ad-Supported Social Media.

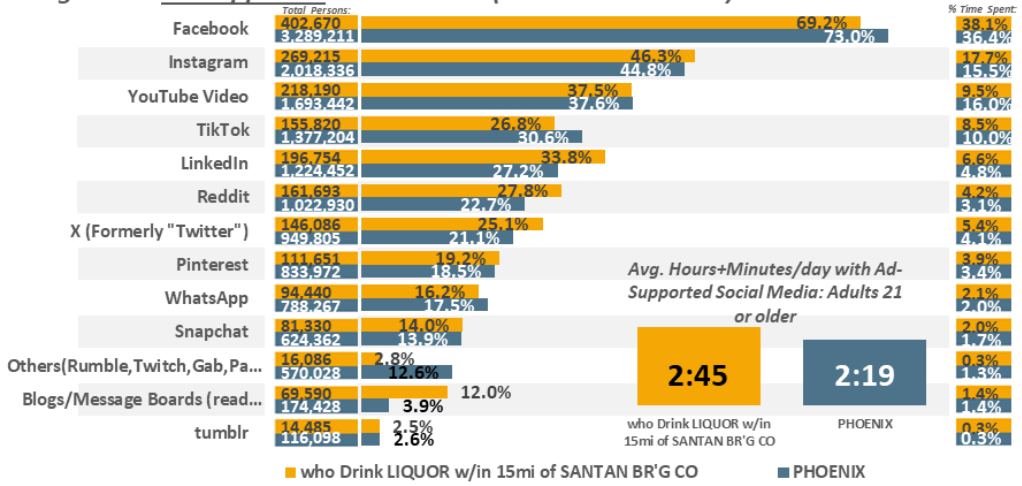
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



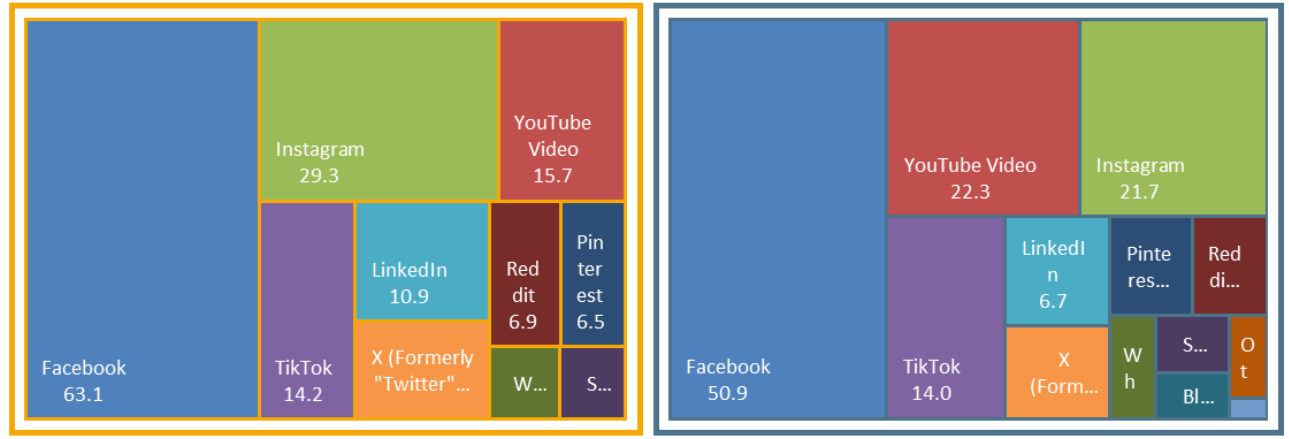
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 338

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

HUBBARD RADIO

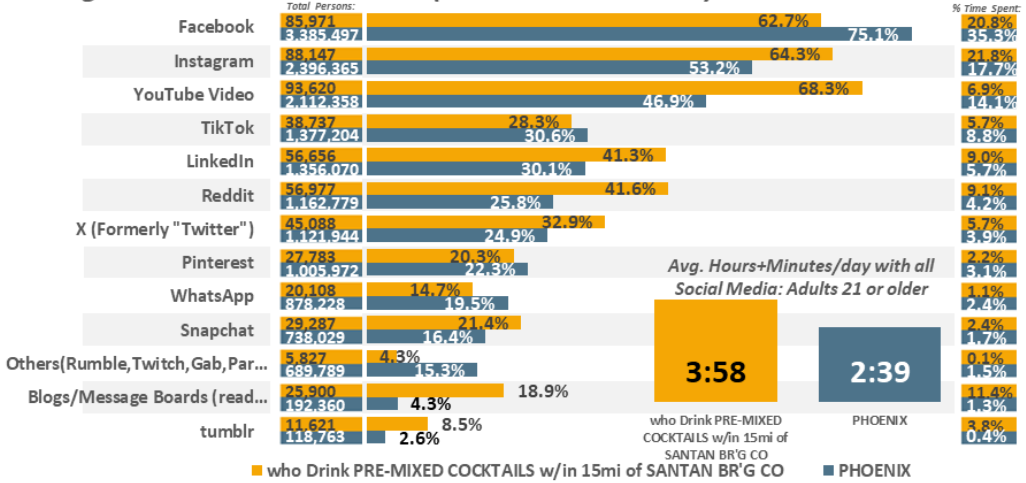
[[(Types of alcoholic beverages drank past 30 days: Liquor (spirits))AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)]]

98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM | 92.7 KAZG · 2060 Digital

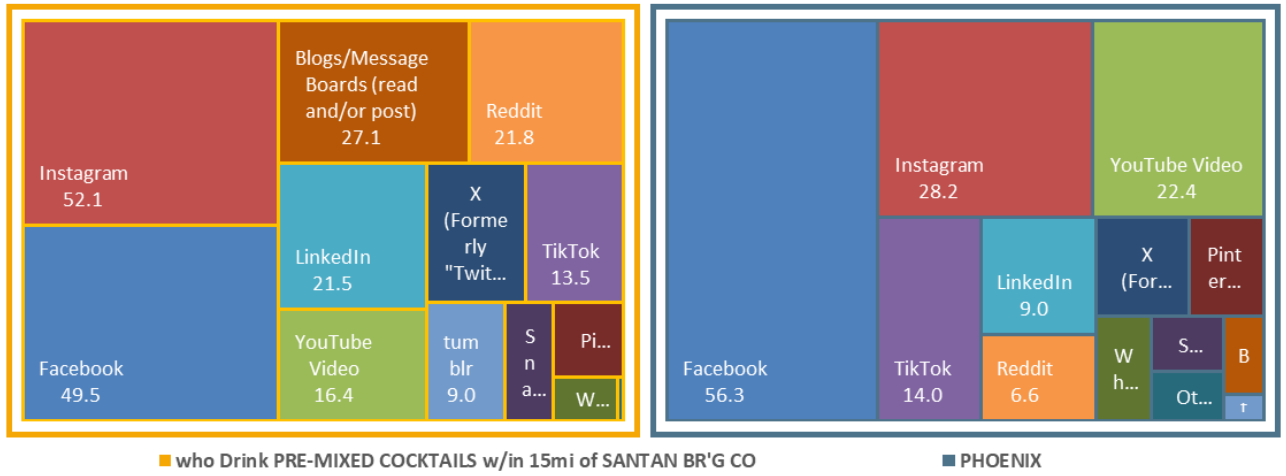


85,971 or 62.7% of Adults 21 or older who Drink PRE-MIXED COCKTAILS w/in 15mi of SANTAN BR'G CO use Ad-Supported Facebook for an average of 65.9 minutes every day representing 29.7% of all time spent daily with Ad-Supported Social Media.

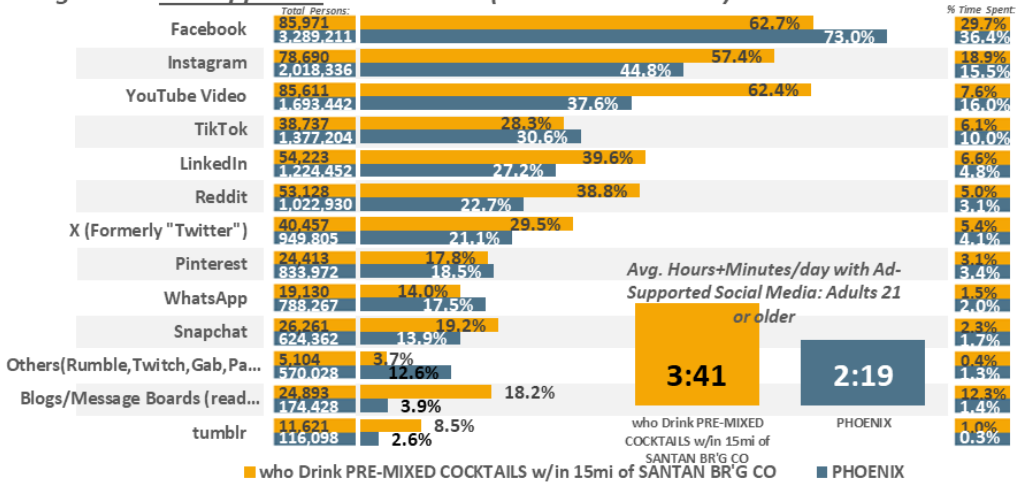
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



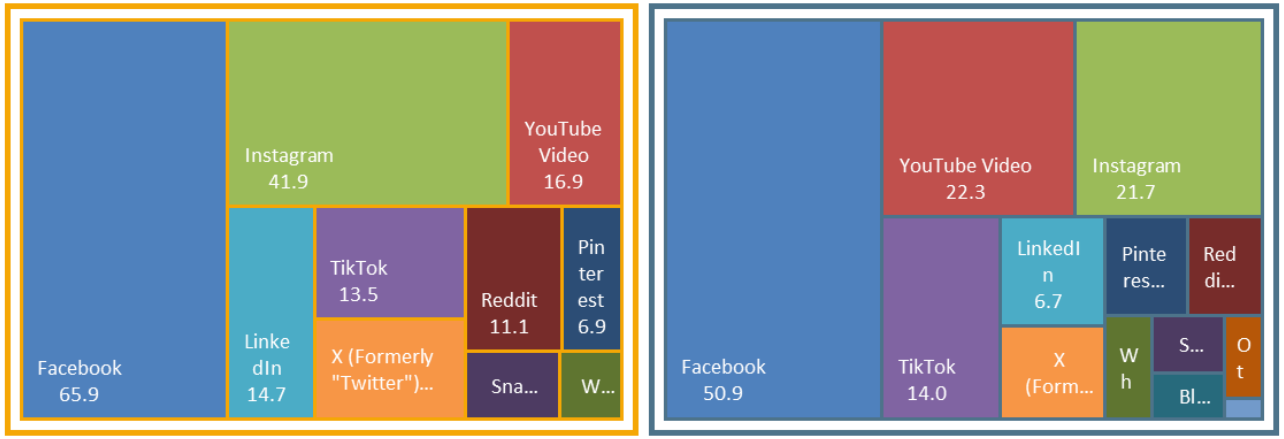
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 72

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

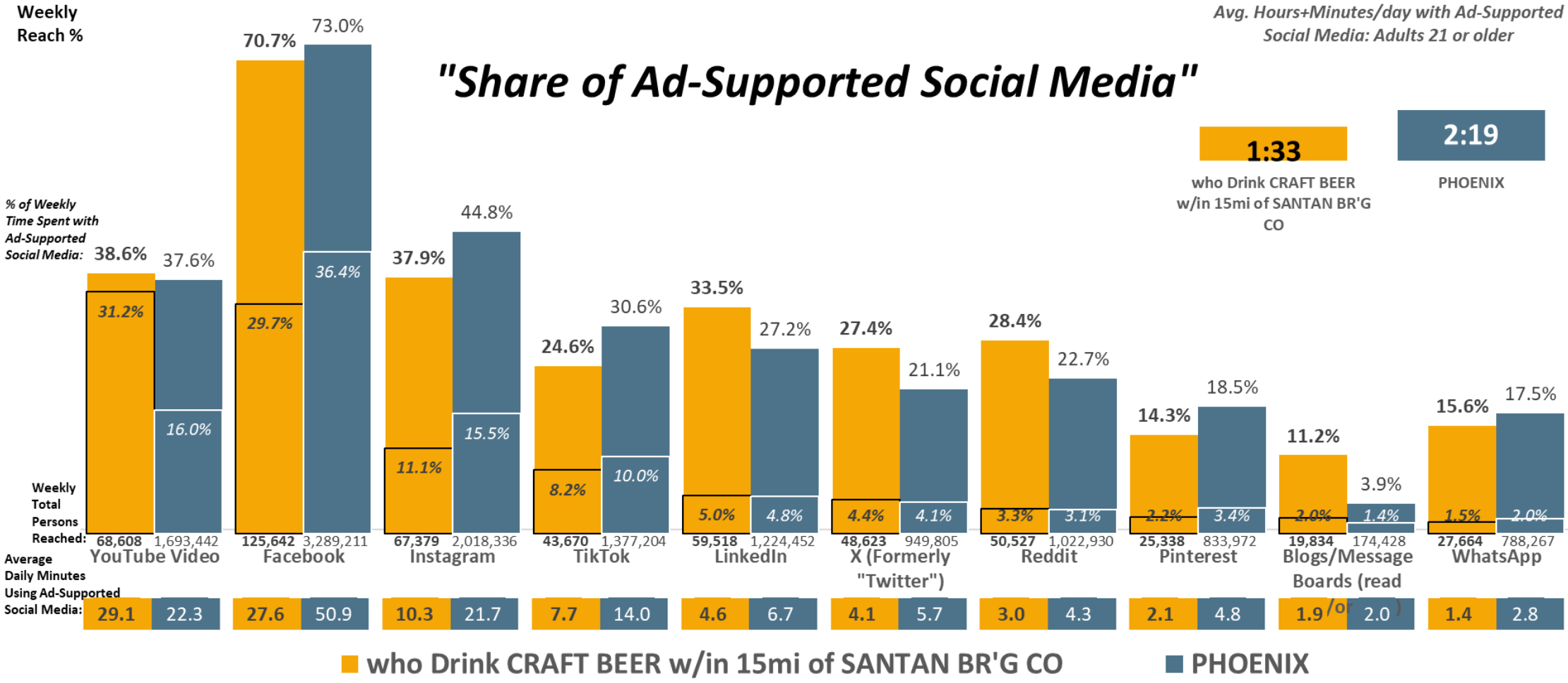
HUBBARD RADIO

[((Liquor drank past 30 days: Pre-mixed cocktails (with liquor) OR Types of alcoholic beverages drink: Canned cocktails)AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)]]

98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM 92.7 KAZG · 2060 Digital



68,608 or 38.6% of Adults 21 or older who Drink CRAFT BEER w/in 15mi of SANTAN BR'G CO use Ad-Supported YouTube Video for an average of 29.1 minutes every day representing 31.2% of all time spent daily with Ad-Supported Social Media.



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 107 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,387

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

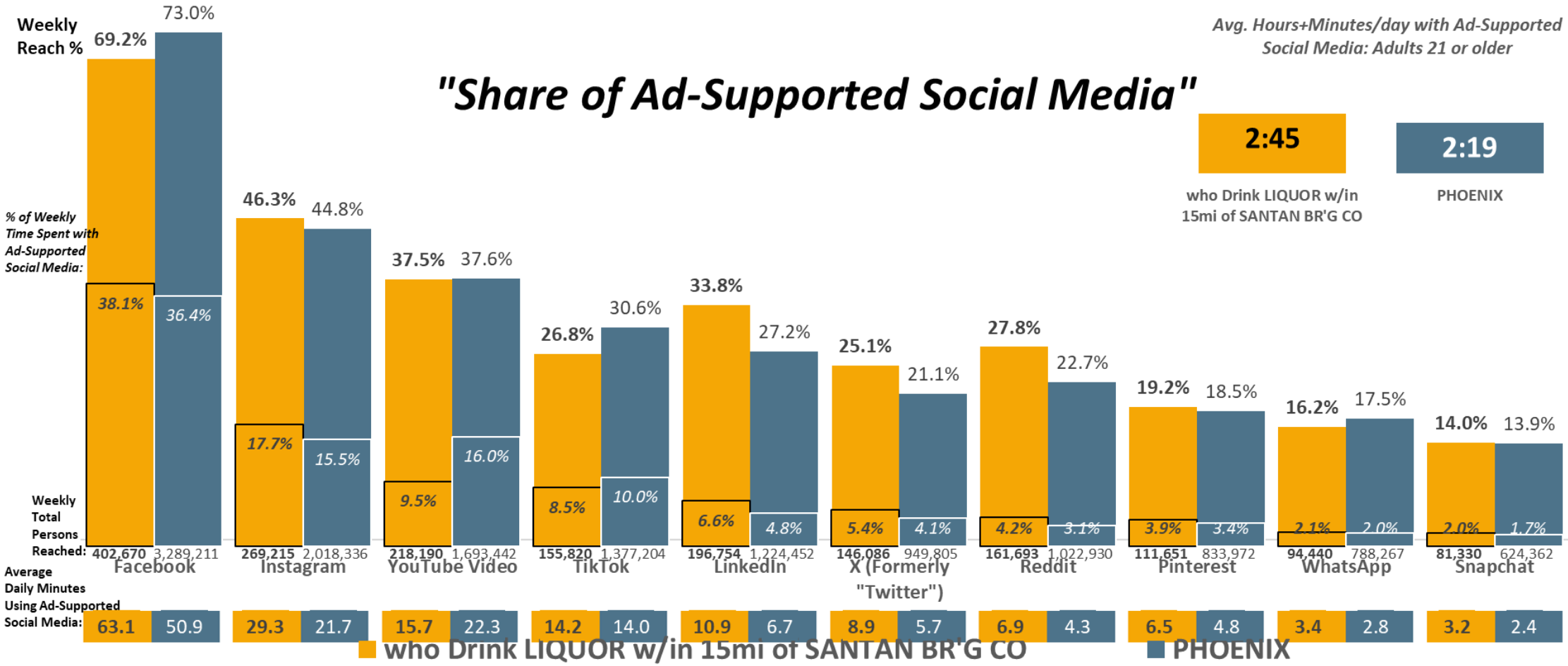
HUBBARD RADIO

[(Types of alcoholic beverages drink: Microbrew/craft beer AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)]]

98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM 92.7 KAZG · 2060 Digital



402,670 or 69.2% of Adults 21 or older who Drink LIQUOR w/in 15mi of SANTAN BR'G CO use Ad-Supported Facebook for an average of 63.1 minutes every day representing 38.1% of all time spent daily with Ad-Supported Social Media.



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 338 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,387

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

HUBBARD RADIO

[[(Types of alcoholic beverages drank past 30 days: Liquor (spirits))AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)]]

98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM 92.7 KAZG · 2060 Digital



85,971 or 62.7% of Adults 21 or older who Drink PRE-MIXED COCKTAILS w/in 15mi of SANTAN BR'G CO use Ad-Supported Facebook for an average of 65.9 minutes every day representing 29.7% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"

Avg. Hours+Minutes/day with Ad-Supported Social Media: Adults 21 or older

3:41 who Drink PRE-MIXED COCKTAILS w/in 15mi of SANTAN BR'G CO

2:19 PHOENIX

	Facebook	Instagram	Blogs/Message Boards (read or)	YouTube Video	LinkedIn	TikTok	X (Formerly "Twitter")	Reddit	Pinterest	Snapchat
Weekly Reach %	62.7% / 73.0%	57.4% / 44.8%	18.2% / 3.9%	62.4% / 37.6%	39.6% / 27.2%	28.3% / 30.6%	29.5% / 21.1%	38.8% / 22.7%	17.8% / 18.5%	19.2% / 13.9%
% of Weekly Time Spent with Ad-Supported Social Media:	29.7% / 36.4%	18.9% / 15.5%	12.3% / 1.4%	7.6% / 16.0%	6.6% / 4.8%	6.1% / 10.0%	5.4% / 4.1%	5.0% / 3.1%	3.1% / 3.4%	2.3% / 1.7%
Weekly Total Persons Reached:	85,971 / 3,289,211	78,690 / 2,018,336	24,893 / 174,428	85,611 / 1,693,442	54,223 / 1,224,452	38,737 / 1,377,204	40,457 / 949,805	53,128 / 1,022,930	24,413 / 833,972	26,261 / 624,362
Average Daily Minutes Using Ad-Supported Social Media:	65.9 / 50.9	41.9 / 21.7	27.3 / 2.0	16.9 / 22.3	14.7 / 6.7	13.5 / 14.0	12.0 / 5.7	11.1 / 4.3	6.9 / 4.8	5.1 / 2.4

■ who Drink PRE-MIXED COCKTAILS w/in 15mi of SANTAN BR'G CO ■ PHOENIX

PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 72 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,387

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

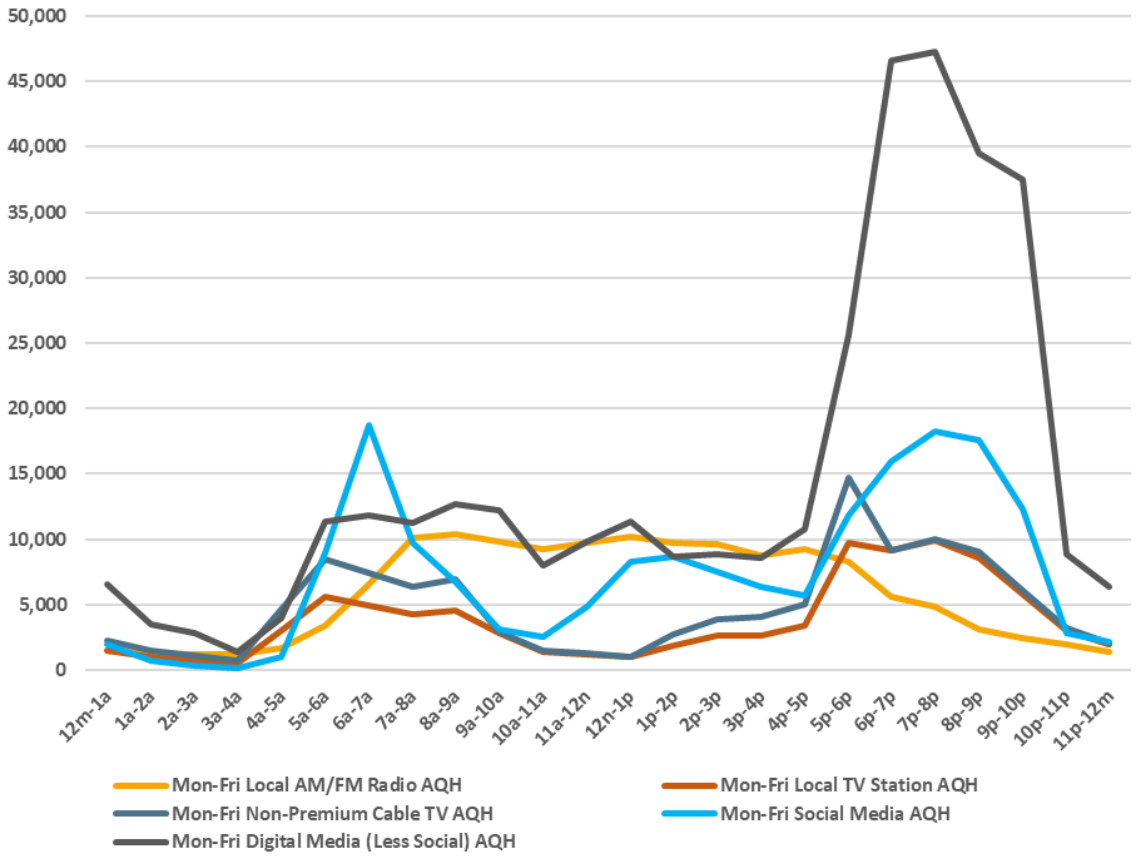
HUBBARD RADIO

[((Liquor drank past 30 days: Pre-mixed cocktails (with liquor) OR Types of alcoholic beverages drink: Canned cocktails)AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)]]

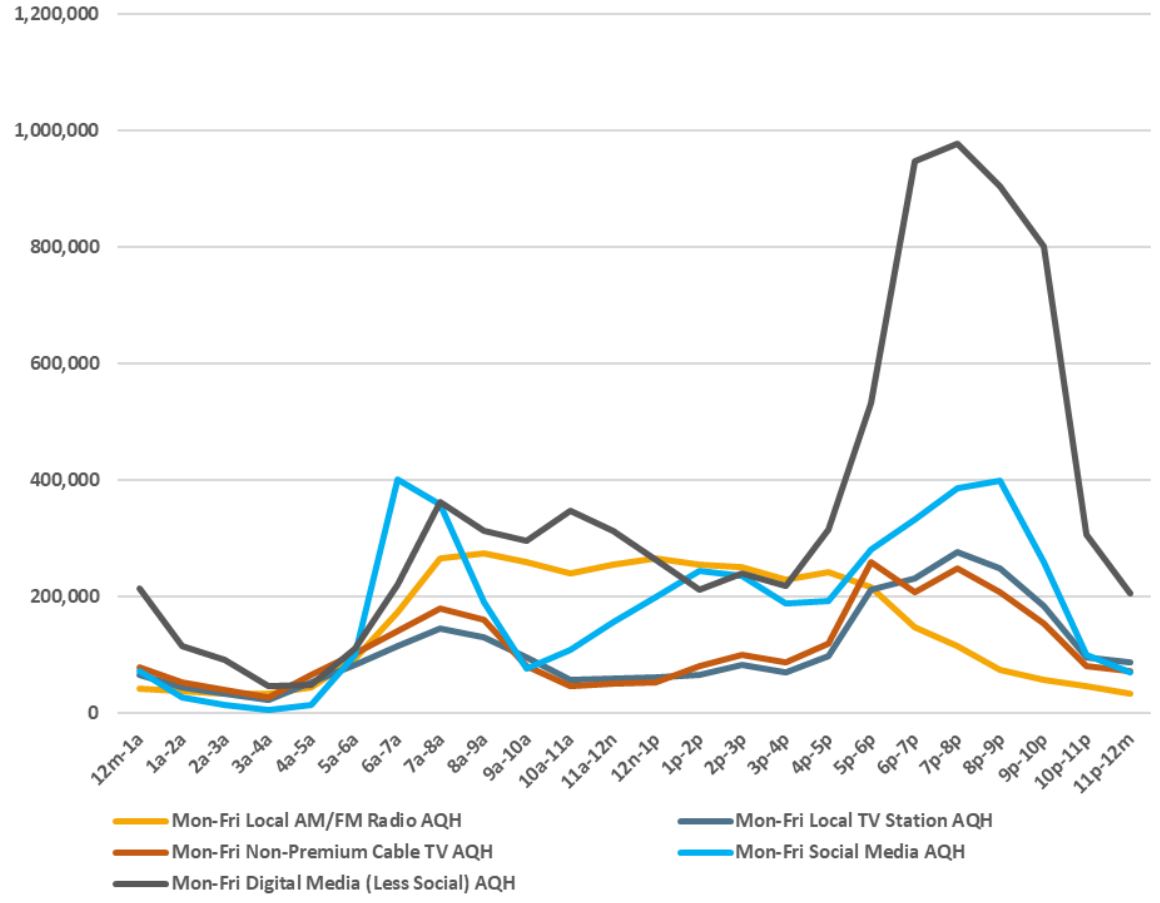
98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM 92.7 KAZG · 2060 Digital

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 14,316; Local Radio: 9,028; Social Media: 8,449; Non-Prem. Cable: 5,172; Local TV: 3,806 reaching Adults 21 or older who Drink CRAFT BEER w/in 15mi of SANTAN BR'G CO.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 21 or older who Drink CRAFT BEER w/in 15mi of SANTAN BR'G CO



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) PHOENIX Metro Area Adults 21 or older



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 107

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

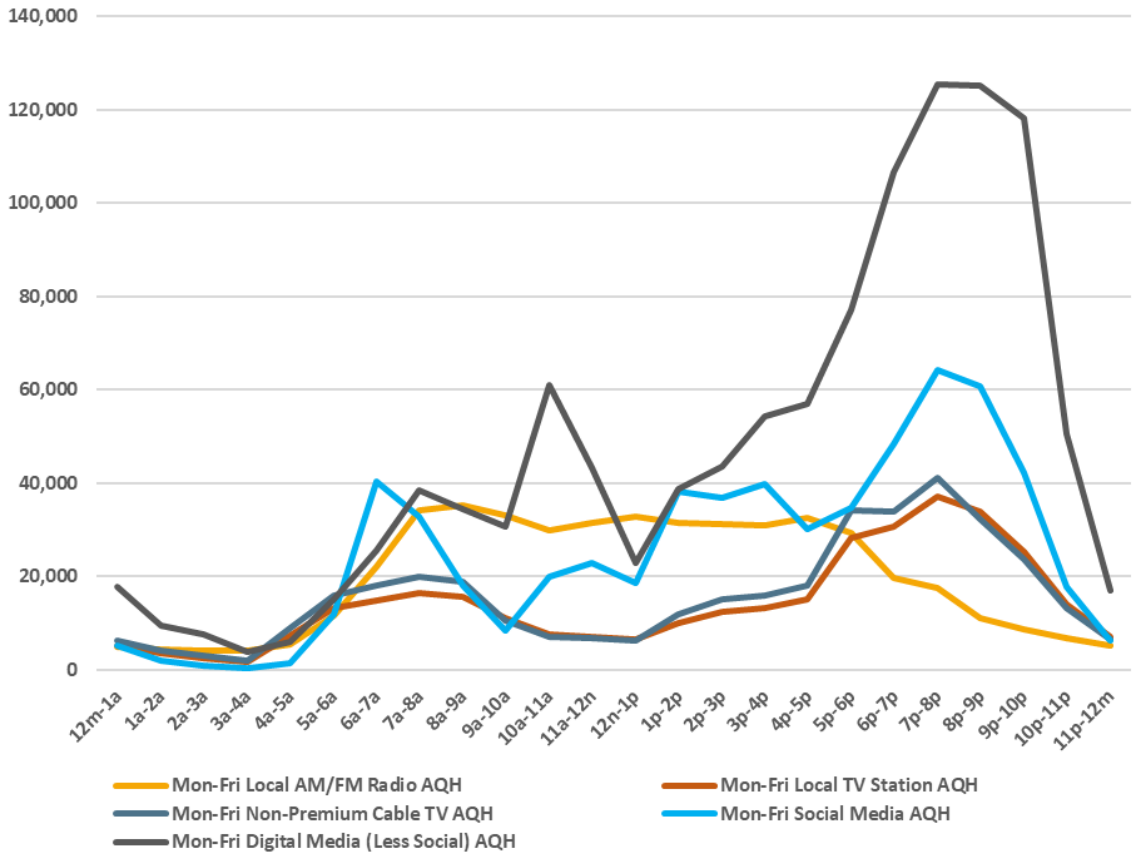
soefa.ai Share of Everything for Anything ©

[(Types of alcoholic beverages drink: Microbrew/craft beer AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)]]

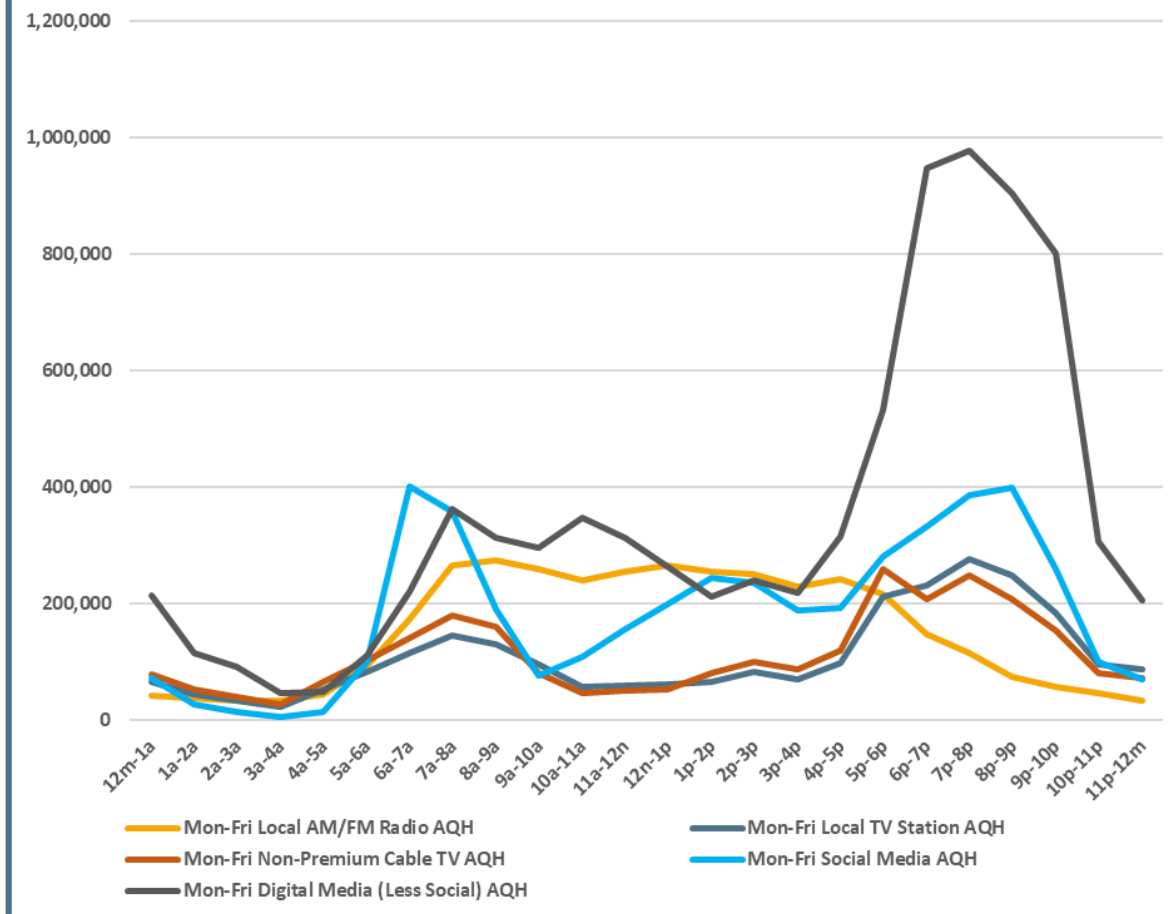


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 48,805; Local Radio: 30,343; Social Media: 30,008; Non-Prem. Cable: 16,697; Local TV: 14,580 reaching Adults 21 or older who Drink LIQUOR w/in 15mi of SANTAN BR'G CO.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 21 or older who Drink LIQUOR w/in 15mi of SANTAN BR'G CO



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) PHOENIX Metro Area Adults 21 or older



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 338

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

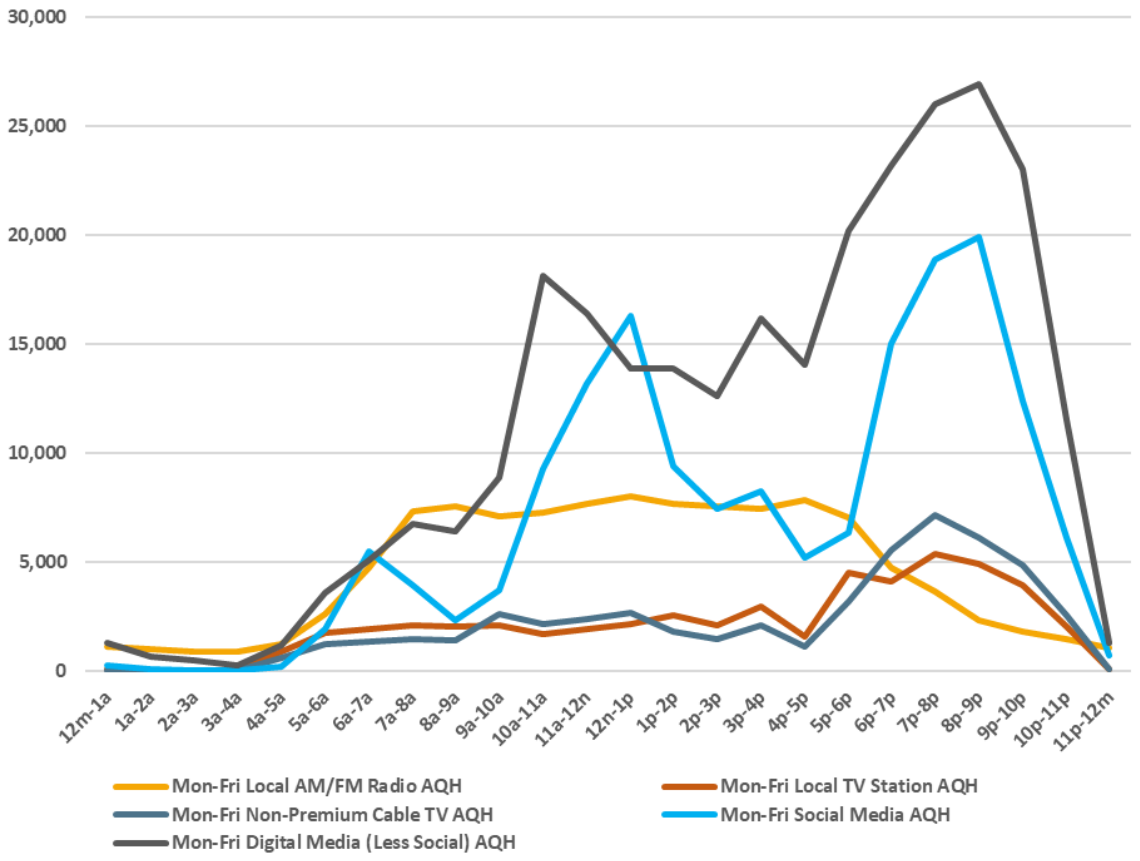
HUBBARD RADIO

[[(Types of alcoholic beverages drank past 30 days: Liquor (spirits))AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)]]

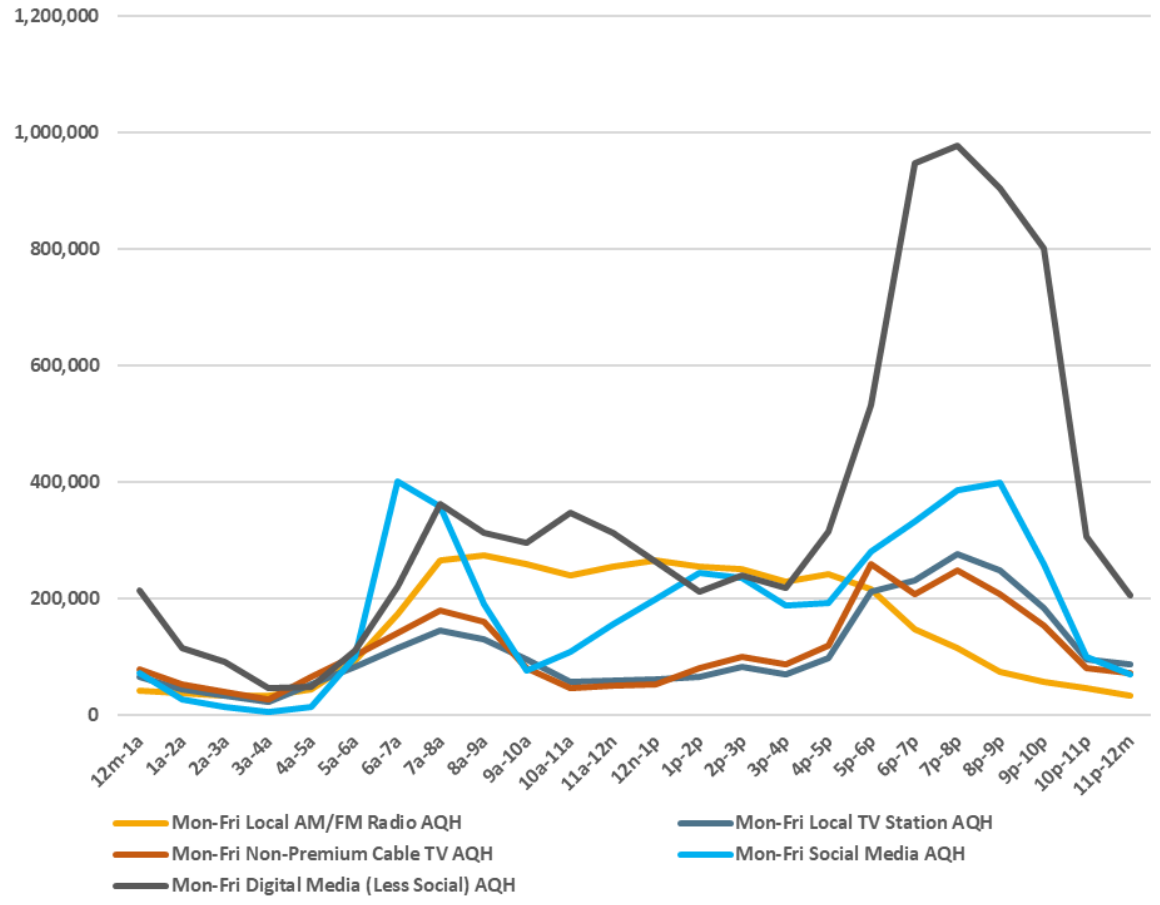
98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM 92.7 KAZG · 2060 Digital

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 13,506; Social Media: 8,143; Local Radio: 7,076; Local TV: 2,448; Non-Prem. Cable: 2,243 reaching Adults 21 or older who Drink PRE-MIXED COCKTAILS w/in 15mi of SANTAN BR'

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 21 or older who Drink PRE-MIXED COCKTAILS w/in 15mi of SANTAN BR'G CO



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) PHOENIX Metro Area Adults 21 or older



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 72

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

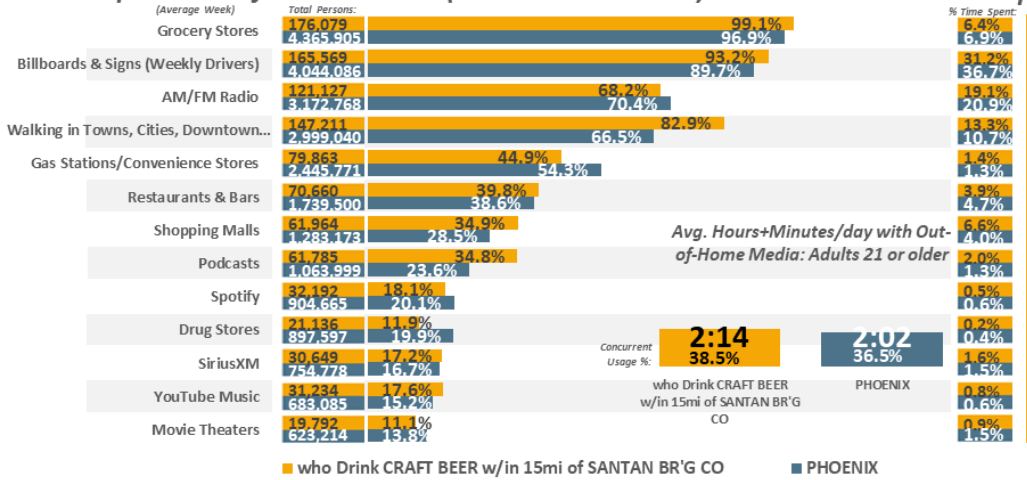
soefa.ai Share of Everything for Anything ©

[((Liquor drank past 30 days: Pre-mixed cocktails (with liquor) OR Types of alcoholic beverages drink: Canned cocktails)AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298))]

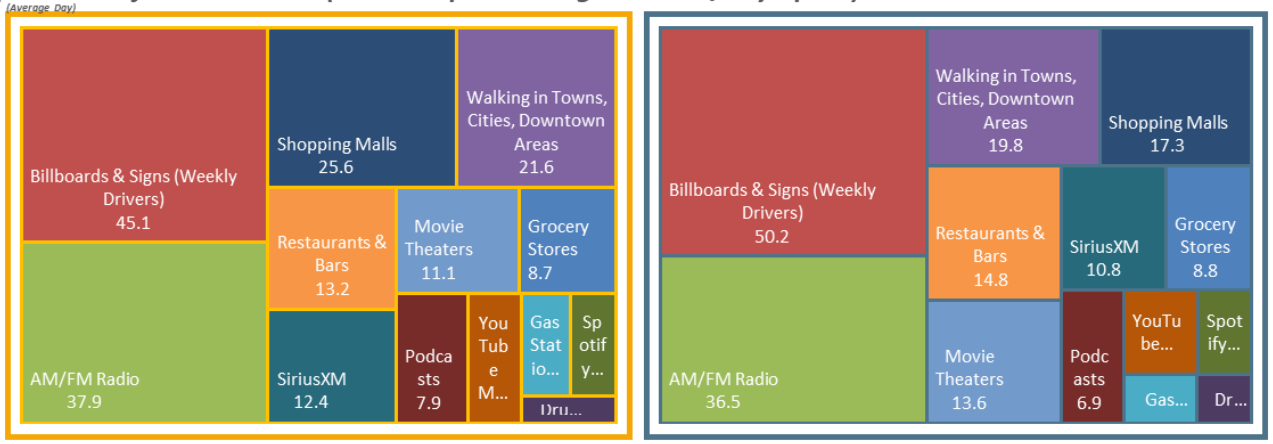


165,569 or 93.2% of Adults 21 or older who Drink CRAFT BEER w/in 15mi of SANTAN BR'G CO spend an average of 45.1 minutes per day driving, seeing Billboards and Signs. 66.5% Listen to Local Radio Stations Out-of-Home for an average of 35.7 minutes/day.

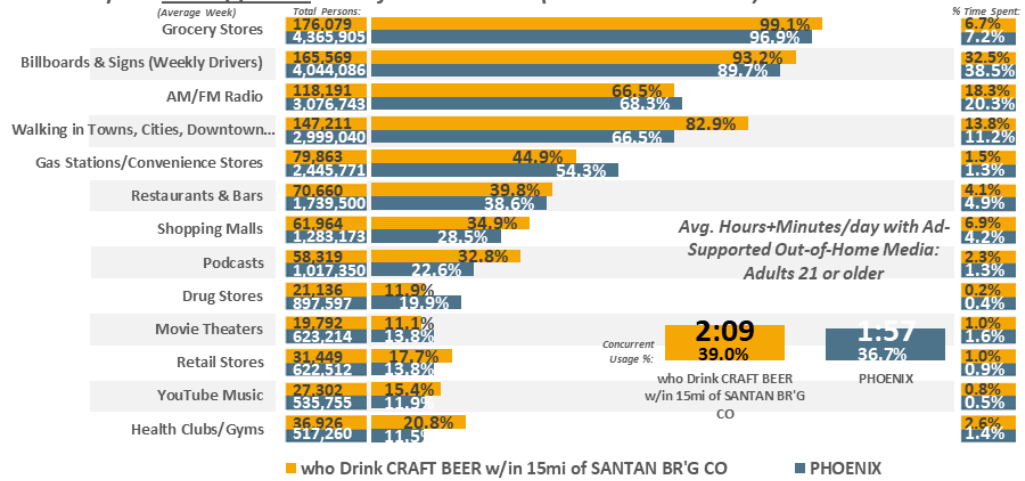
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



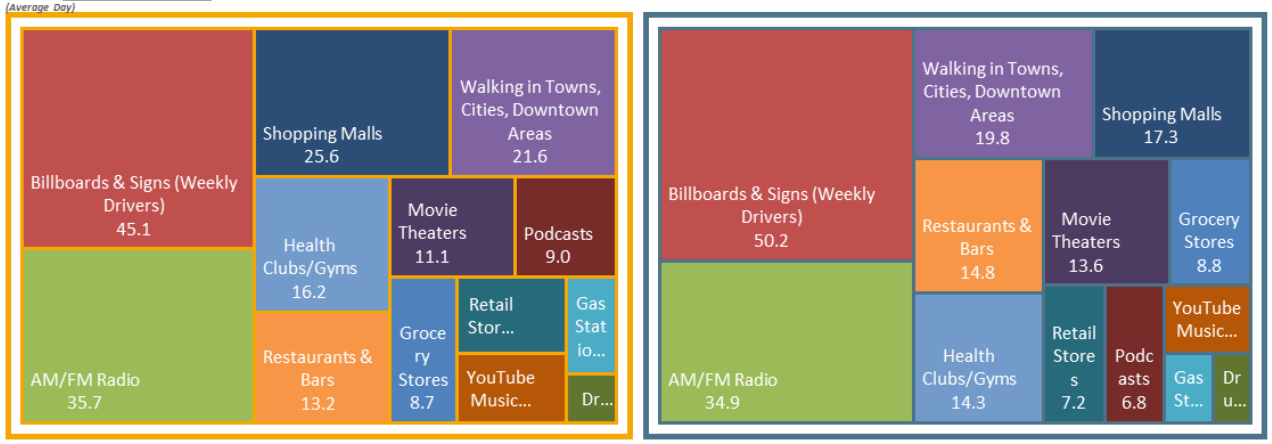
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 <u>Ad-Supported</u> Out-of-Home Media (Persons & % Reach): Adults 21 or older



Top-13 <u>Ad-Supported</u> Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 107

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

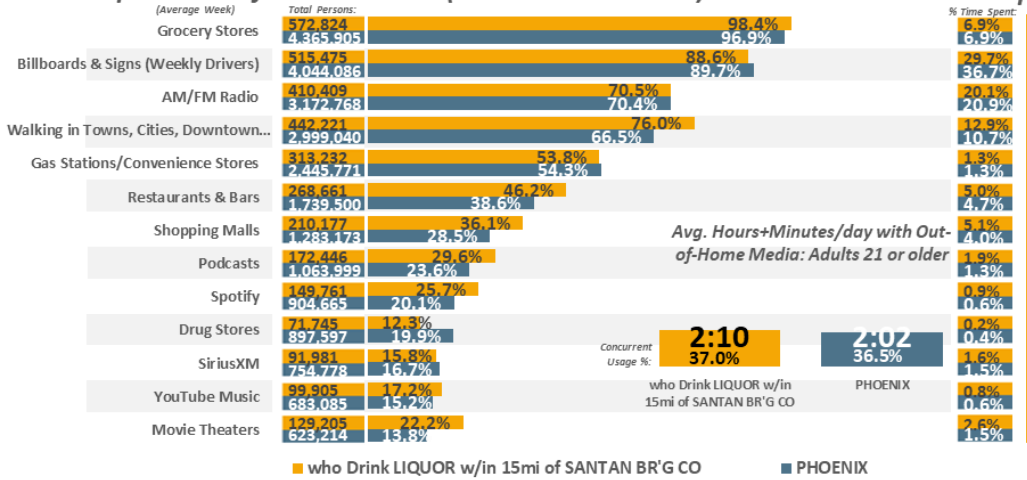
soefa.ai Share of Everything for Anything ©

[(Types of alcoholic beverages drink: Microbrew/craft beer AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298))]

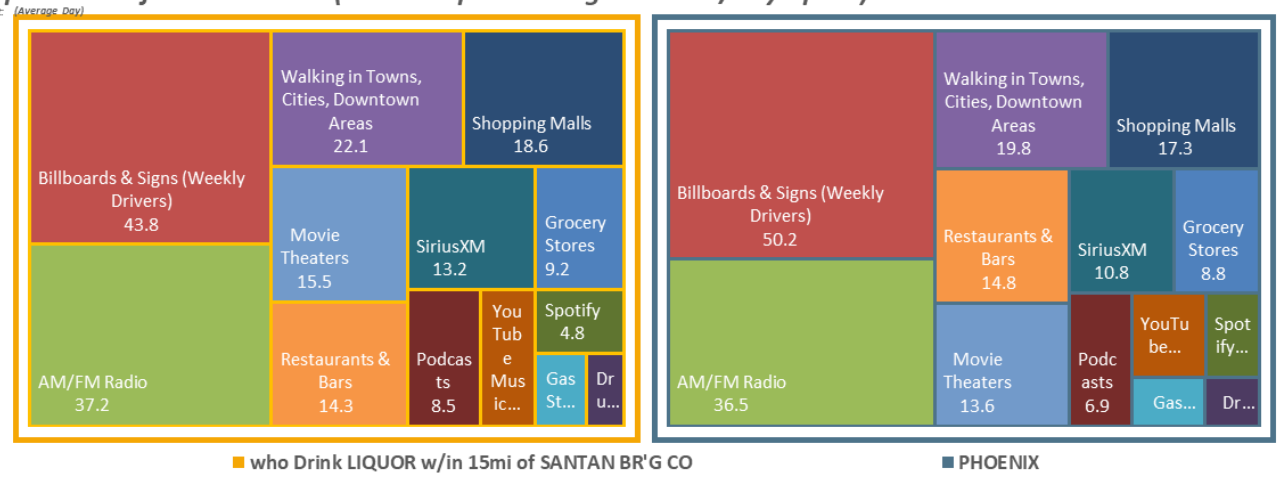


515,475 or 88.6% of Adults 21 or older who Drink LIQUOR w/in 15mi of SANTAN BR'G CO spend an average of 43.8 minutes per day driving, seeing Billboards and Signs. 68.8% Listen to Local Radio Stations Out-of-Home for an average of 34.3 minutes/day.

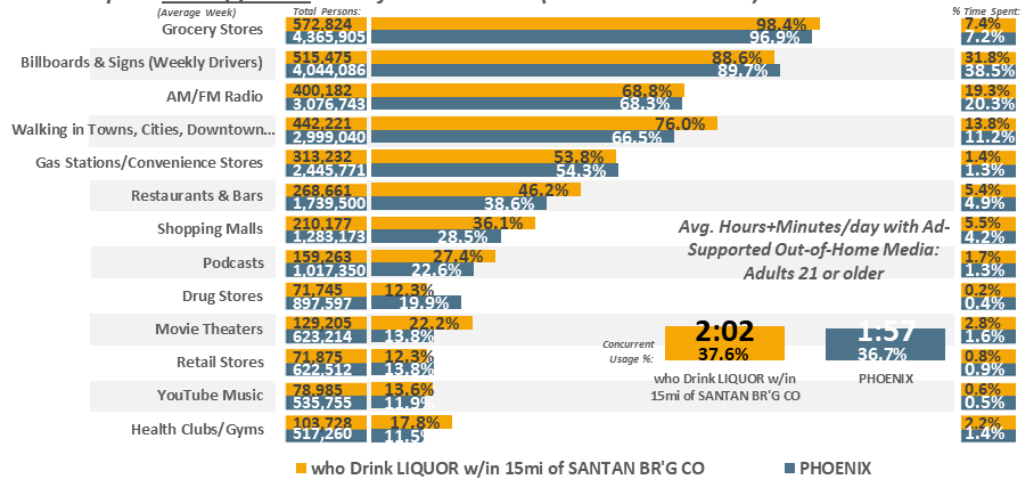
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



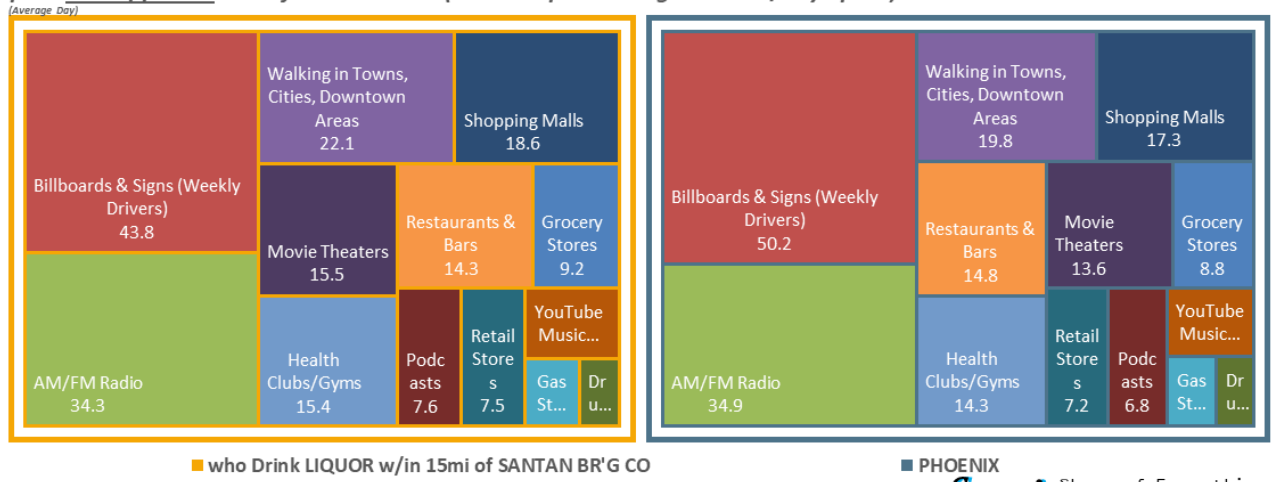
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 338

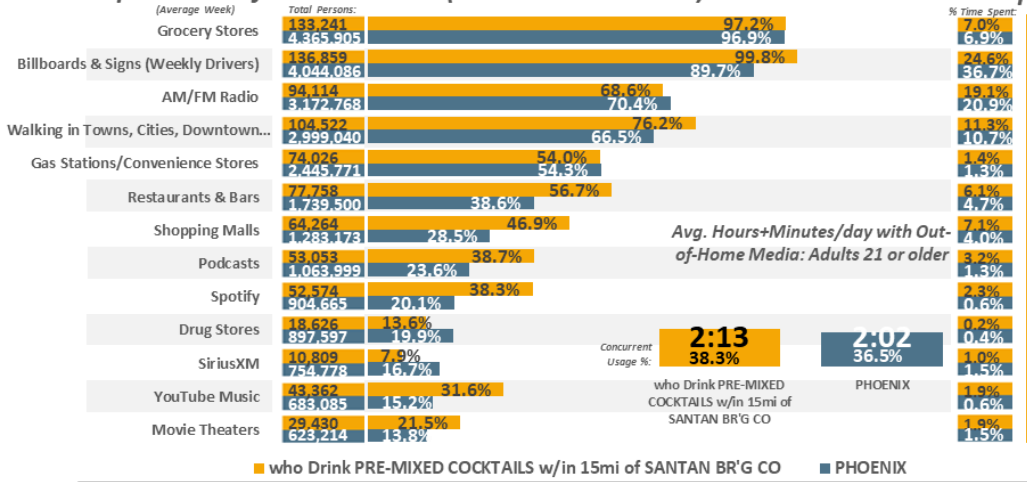
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

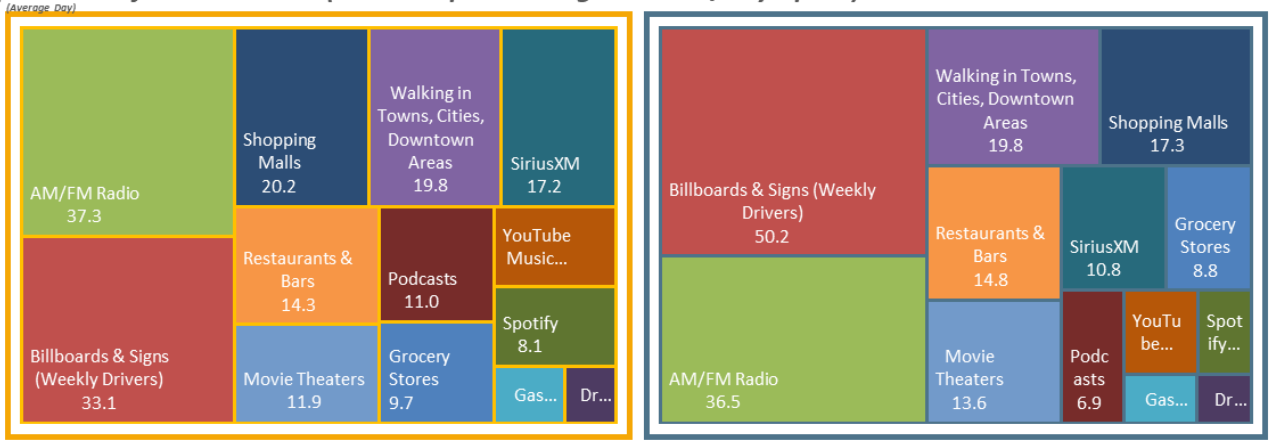
[[(Types of alcoholic beverages drank past 30 days: Liquor (spirits))AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)]]

136,859 or 99.8% of Adults 21 or older who Drink PRE-MIXED COCKTAILS w/in 15mi of SANTAN BR'G CO spend an average of 33.1 minutes per day driving, seeing Billboards and Signs. 67.1% Listen to Local Radio Stations Out-of-Home for an average of 33.7 minutes

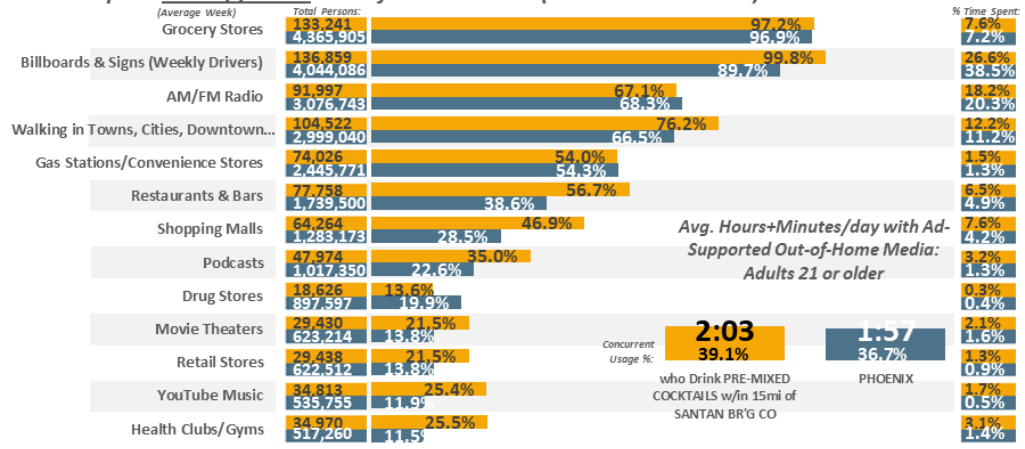
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



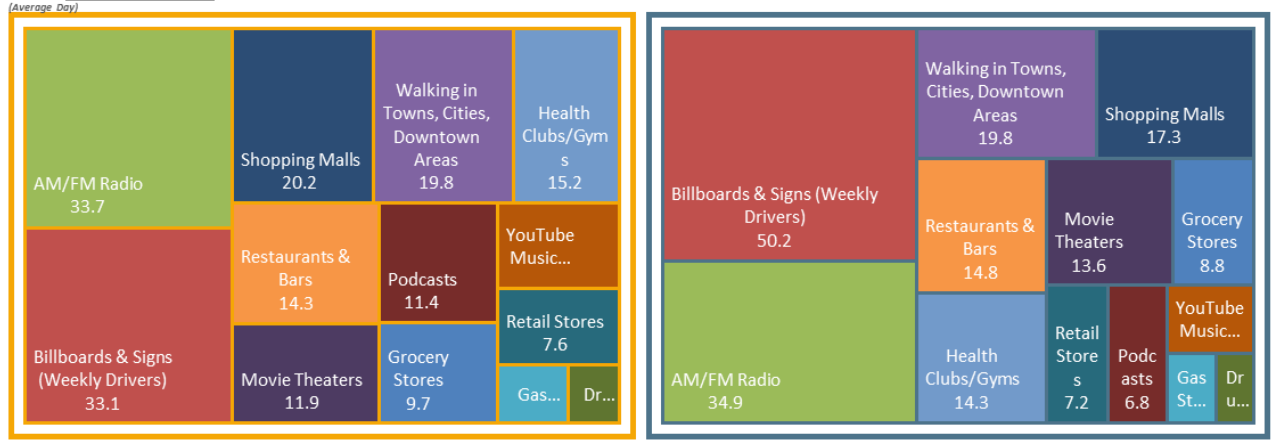
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 72

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

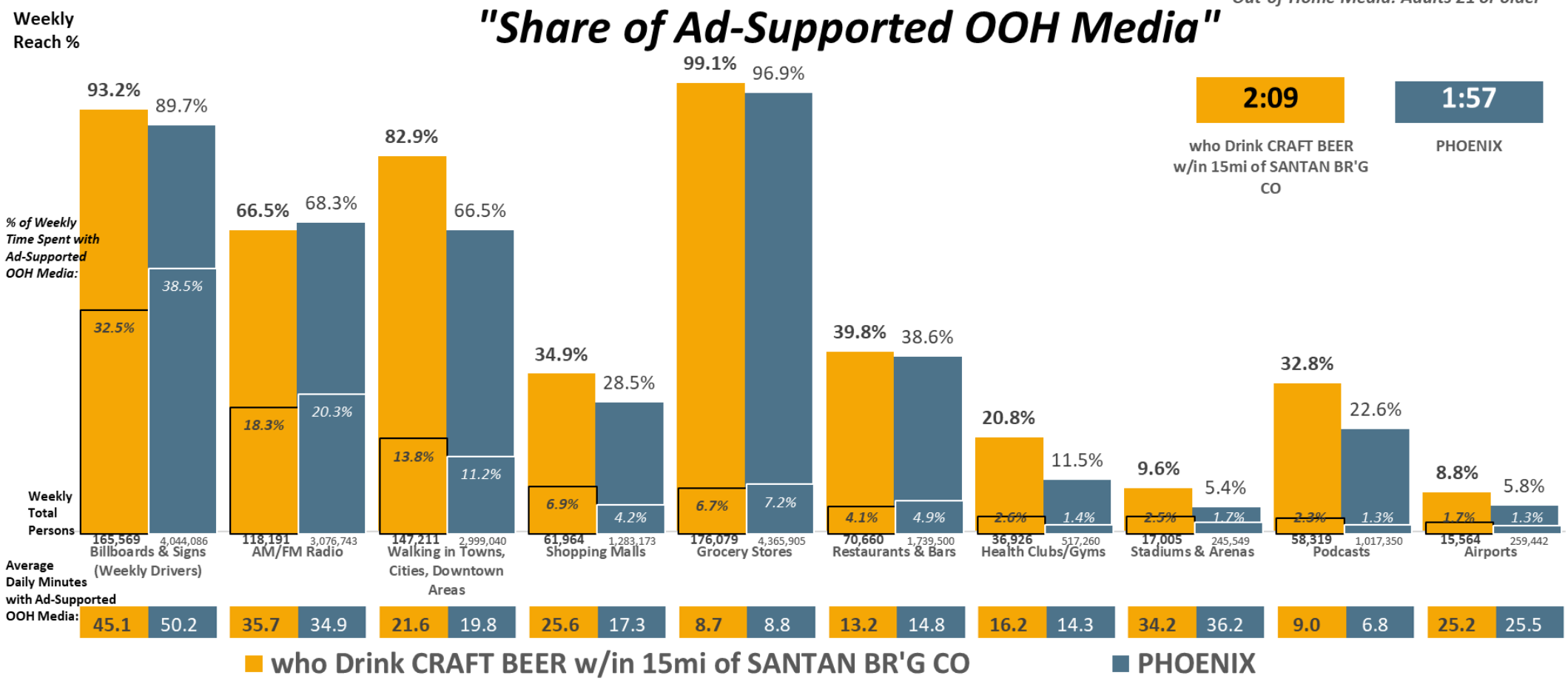
soefa.ai Share of Everything for Anything ©

[((Liquor drank past 30 days: Pre-mixed cocktails (with liquor) OR Types of alcoholic beverages drink: Canned cocktails)AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)]]



165,569 or 93.2% of Adults 21 or older who Drink CRAFT BEER w/in 15mi of SANTAN BR'G CO spend an average of 45.1 minutes per day driving, seeing Billboards and Signs representing 32.5% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 21 or older



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 107 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,387

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

HUBBARD RADIO

[(Types of alcoholic beverages drink: Microbrew/craft beer AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)]]

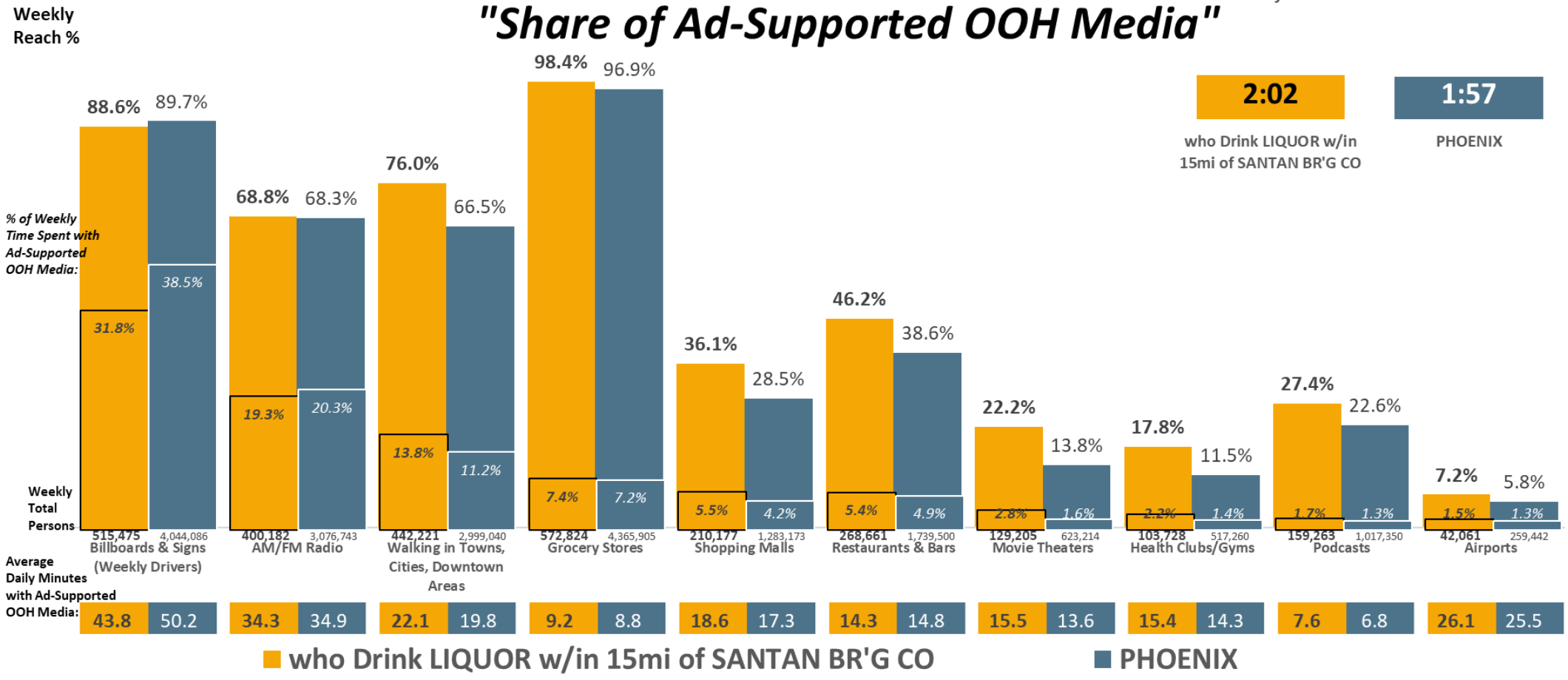
98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM 92.7 KAZG · 2060 Digital



515,475 or 88.6% of Adults 21 or older who Drink LIQUOR w/in 15mi of SANTAN BR'G CO spend an average of 43.8 minutes per day driving, seeing Billboards and Signs representing 31.8% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 21 or older

"Share of Ad-Supported OOH Media"



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 338 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,387

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

HUBBARD RADIO

[[(Types of alcoholic beverages drank past 30 days: Liquor (spirits))AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)]]

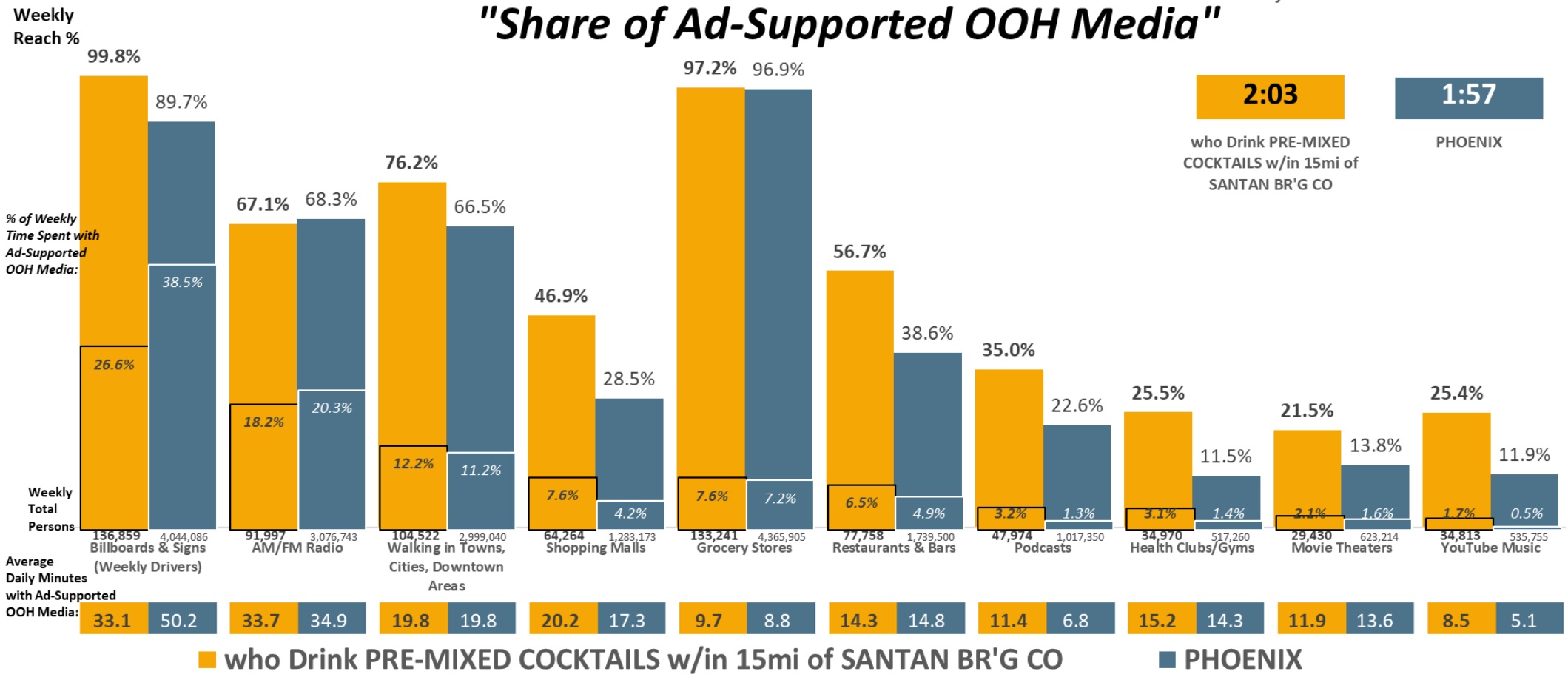
98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM 92.7 KAZG · 2060 Digital



136,859 or 99.8% of Adults 21 or older who Drink PRE-MIXED COCKTAILS w/in 15mi of SANTAN BR'G CO spend an average of 33.1 minutes per day driving, seeing Billboards and Signs representing 26.6% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 21 or older

"Share of Ad-Supported OOH Media"



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 72 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,387

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

HUBBARD RADIO

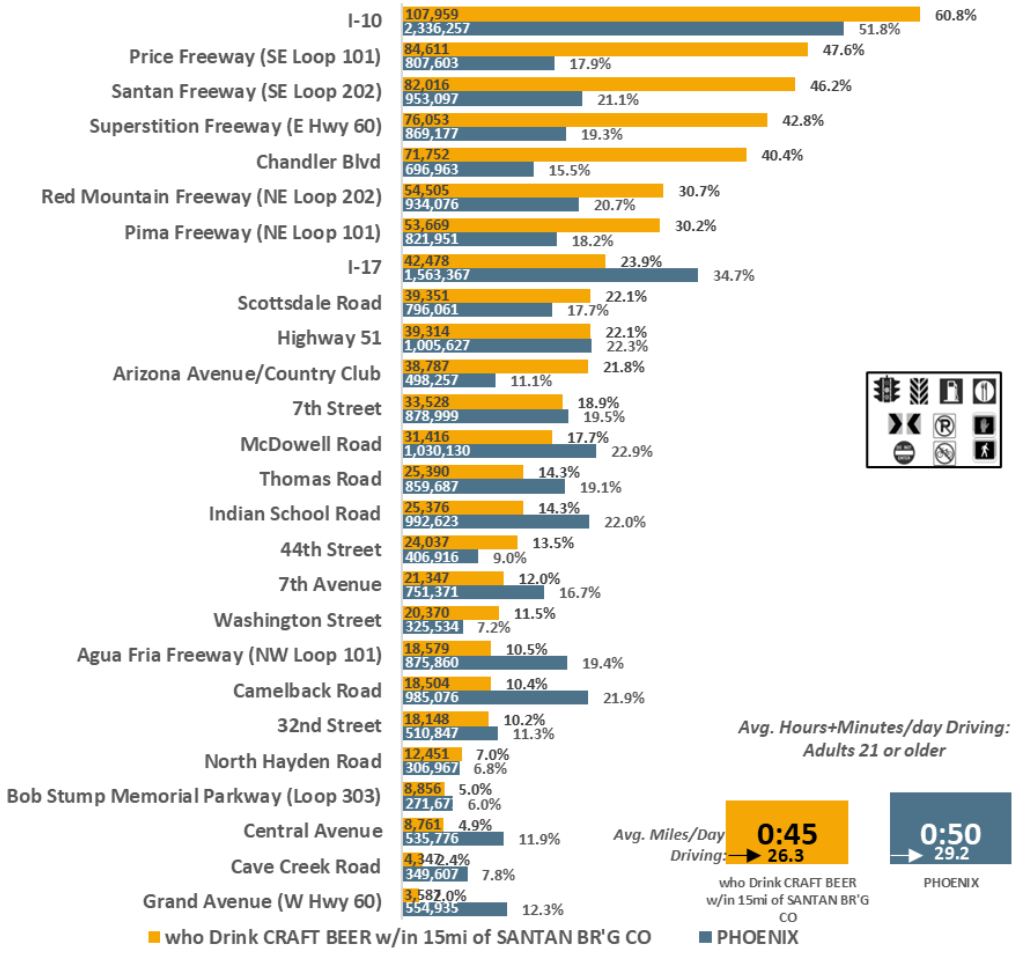
[((Liquor drank past 30 days: Pre-mixed cocktails (with liquor) OR Types of alcoholic beverages drink: Canned cocktails)AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298))]

98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM 92.7 KAZG · 2060 Digital



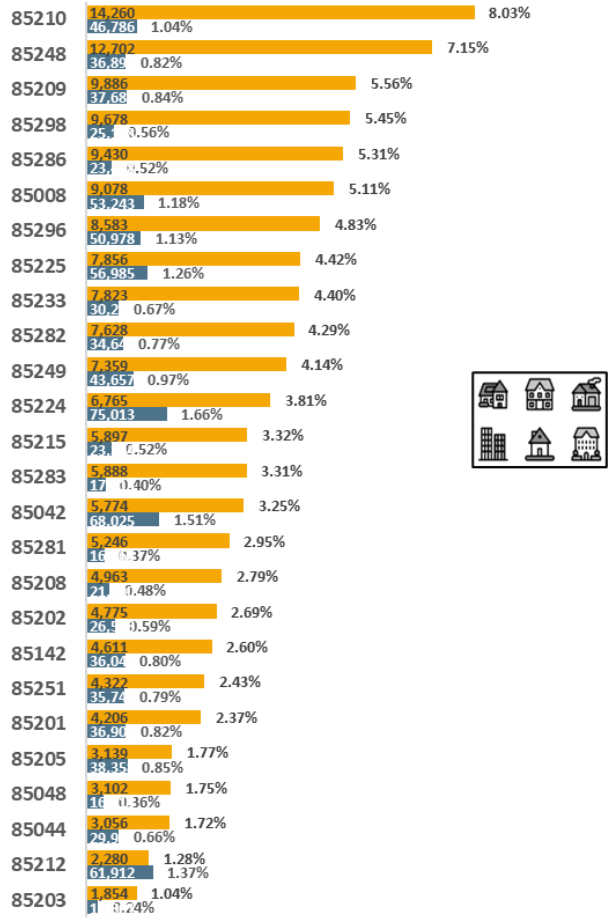
165,569 or 93.2% of Adults 21 or older who Drink CRAFT BEER w/in 15mi of SANTAN BR'G CO spend an average of 45.1 minutes per day driving an average of 26.3 miles each day and are 165.7% more likely to use Price Freeway (SE Loop 101) than the Metro average

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older

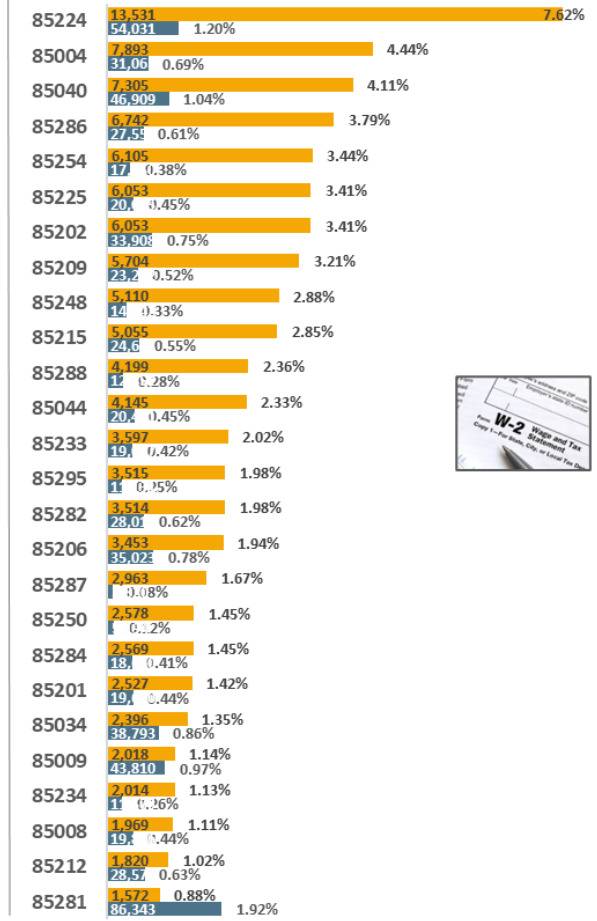


Avg. Hours+Minutes/day Driving: Adults 21 or older

Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older



soefa.ai Share of Everything for Anything ©

PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 107

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

HUBBARD RADIO

[(Types of alcoholic beverages drink: Microbrew/craft beer AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298))]

98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM 92.7 KAZG · 2060 Digital



515,475 or 88.6% of Adults 21 or older who Drink LIQUOR w/in 15mi of SANTAN BR'G CO spend an average of 43.8 minutes per day driving an average of 25.5 miles each day and are 172.3% more likely to use Arizona Avenue/Country Club than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older

	who Drink LIQUOR w/in 15mi of SANTAN BR'G CO		PHOENIX	
I-10	319,124	54.8%	2,336,257	51.8%
Santan Freeway (SE Loop 202)	240,487	41.3%	953,097	21.1%
Chandler Blvd	227,252	39.0%	696,963	15.5%
Price Freeway (SE Loop 101)	222,082	38.2%	807,603	17.9%
Superstition Freeway (E Hwy 60)	196,123	33.7%	869,177	19.3%
Red Mountain Freeway (NE Loop 202)	179,892	30.9%	934,076	20.7%
Arizona Avenue/Country Club	175,229	30.1%	498,257	11.1%
Scottsdale Road	164,622	28.3%	796,061	17.7%
Pima Freeway (NE Loop 101)	156,495	26.9%	821,951	18.2%
Indian School Road	135,095	23.2%	992,623	22.0%
Highway 51	129,863	22.3%	1,005,627	22.3%
McDowell Road	128,661	22.1%	1,030,130	22.9%
Thomas Road	125,196	21.5%	859,687	19.1%
Camelback Road	124,545	21.4%	985,076	21.9%
I-17	111,126	19.1%	1,563,367	34.7%
North Hayden Road	76,758	13.2%	306,967	6.8%
7th Street	75,641	13.0%	878,999	19.5%
44th Street	71,683	12.3%	406,916	9.0%
Central Avenue	71,147	12.2%	535,776	11.9%
7th Avenue	66,190	11.4%	751,371	16.7%
Agua Fria Freeway (NW Loop 101)	64,563	11.1%	875,860	19.4%
Washington Street	57,569	9.9%	325,534	7.2%
32nd Street	55,370	9.5%	510,847	11.3%
Grand Avenue (W Hwy 60)	31,204	5.4%	554,935	12.3%
Bell Road	18,391	3.2%	1,048,140	23.3%
Cave Creek Road	14,128	2.4%	349,607	7.8%

Avg. Hours+Minutes/day Driving: Adults 21 or older

Avg. Miles/Day Driving:

who Drink LIQUOR w/in 15mi of SANTAN BR'G CO	PHOENIX
0:43 → 25.5	0:50 → 29.2

Top-26 Residential Zip Codes: Adults 21 or older

85224	40,657	6.99%	75,013	1.66%
85042	32,336	5.56%	68,025	1.51%
85205	29,168	5.01%	38,358	0.85%
85249	27,829	4.78%	43,657	0.97%
85297	25,300	4.35%	44,094	0.98%
85044	22,942	3.94%	29,96	0.66%
85288	22,893	3.93%	28,84	0.64%
85225	21,973	3.78%	56,985	1.26%
85251	21,916	3.77%	35,741	0.79%
85212	21,712	3.73%	61,912	1.37%
85248	20,635	3.55%	36,899	0.82%
85233	19,165	3.29%	30,26	0.67%
85040	18,489	3.18%	32,45	0.72%
85296	17,733	3.05%	50,978	1.13%
85257	17,364	2.98%	27,67	0.61%
85209	16,491	2.83%	37,684	0.84%
85215	16,030	2.75%	23,3	0.52%
85201	15,693	2.70%	36,906	0.82%
85298	15,649	2.69%	25,1	0.56%
85226	15,487	2.66%	23,4	0.52%
85204	14,265	2.45%	82,923	1.84%
85210	14,229	2.44%	46,786	1.04%
85008	13,001	2.23%	53,243	1.18%
85206	11,116	1.91%	24,0	0.53%
85283	10,970	1.88%	17,	0.40%
85282	10,527	1.81%	34,643	0.77%

Top-26 Employment Zip Codes: Adults 21 or older

85281	39,974	6.87%	86,343	1.92%
85205	23,157	3.98%	24,6	0.55%
85257	21,970	3.77%	26,4	0.59%
85040	19,972	3.43%	46,909	1.04%
85215	18,516	3.18%	24,6	0.55%
85286	17,436	3.00%	27,5	0.61%
85296	16,901	2.90%	32,16	0.71%
85210	14,889	2.56%	25,4	0.57%
85226	11,469	1.97%	17,	0.38%
85201	11,198	1.92%	19,	0.44%
85224	11,003	1.89%	54,031	1.20%
85282	10,920	1.88%	28,0	0.62%
85212	10,599	1.82%	28,5	0.63%
85044	10,565	1.82%	20,	0.45%
85004	10,379	1.78%	31,06	0.69%
85034	10,110	1.74%	38,793	0.86%
85142	9,638	1.66%	31,13	0.69%
85120	8,231	1.41%	9	0.21%
85209	7,901	1.36%	23,2	0.52%
85233	7,584	1.30%	19,	0.42%
85016	7,353	1.26%	30,01	0.67%
85019	7,067	1.21%	26,2	0.58%
85042	6,323	1.09%	23,1	0.51%
85254	6,105	1.05%	17,	0.38%
85284	6,022	1.03%	18,	0.41%
85249	5,873	1.01%	8,	0.18%

■ who Drink LIQUOR w/in 15mi of SANTAN BR'G CO ■ PHOENIX

PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 338

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

HUBBARD RADIO

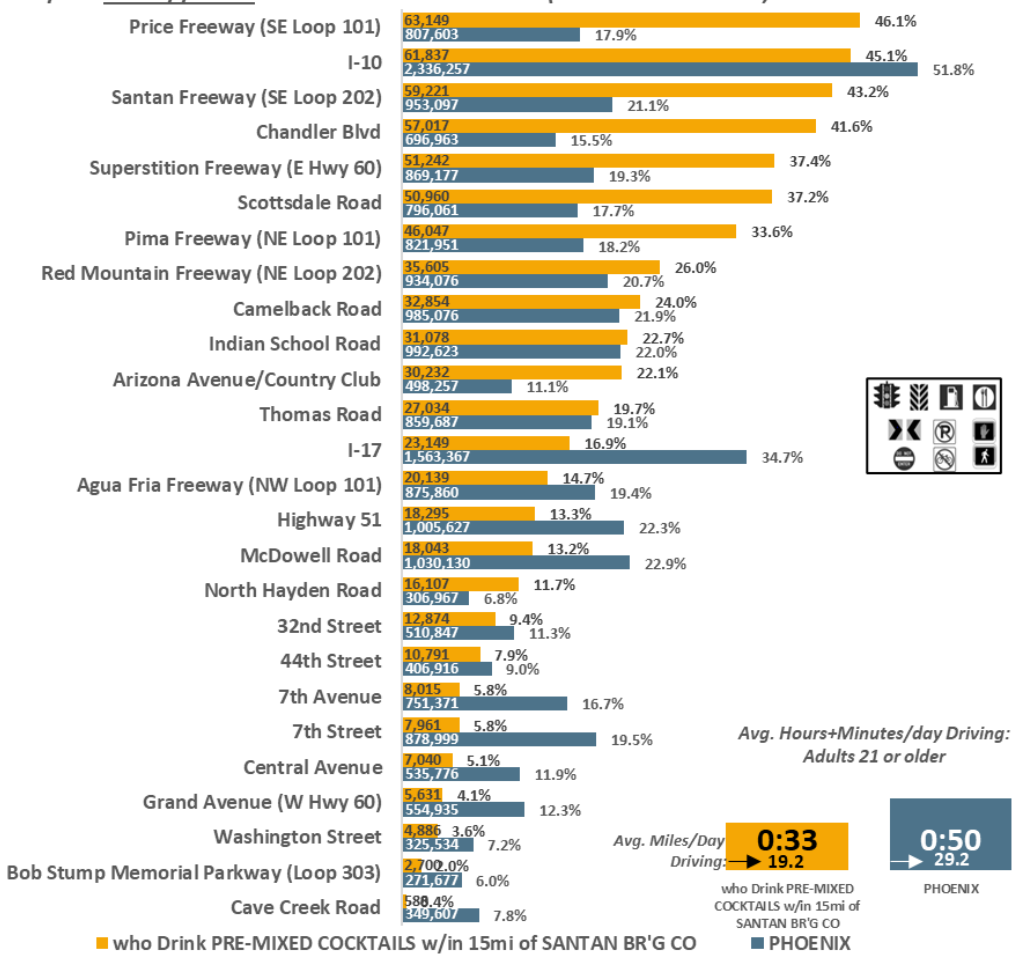
[[(Types of alcoholic beverages drank past 30 days: Liquor (spirits))AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)]]

98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM | 92.7 KAZG · 2060 Digital

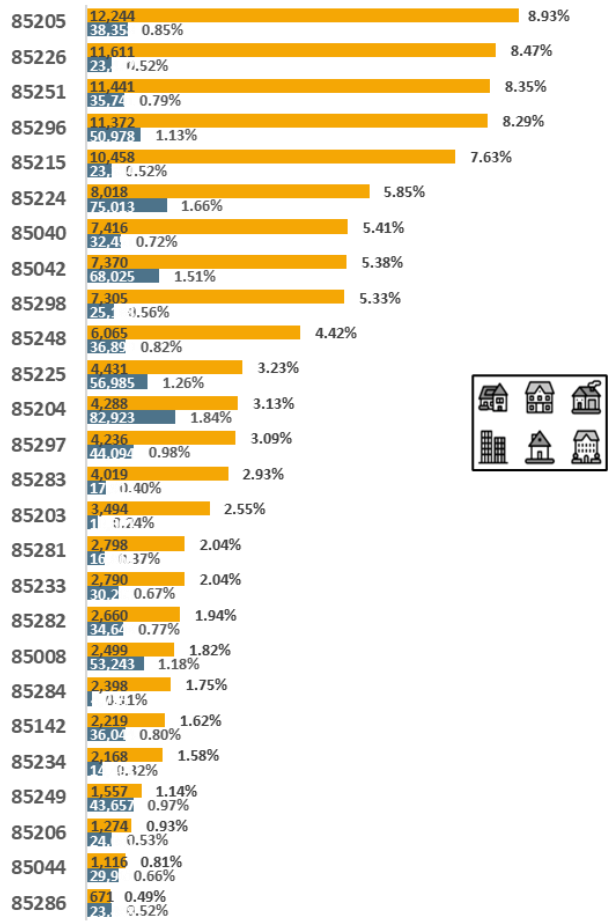


136,859 or 99.8% of Adults 21 or older who Drink PRE-MIXED COCKTAILS w/in 15mi of SANTAN BR'G CO spend an average of 33.1 minutes per day driving an average of 19.2 miles each day and are 168.9% more likely to use Chandler Blvd than the Metro average.

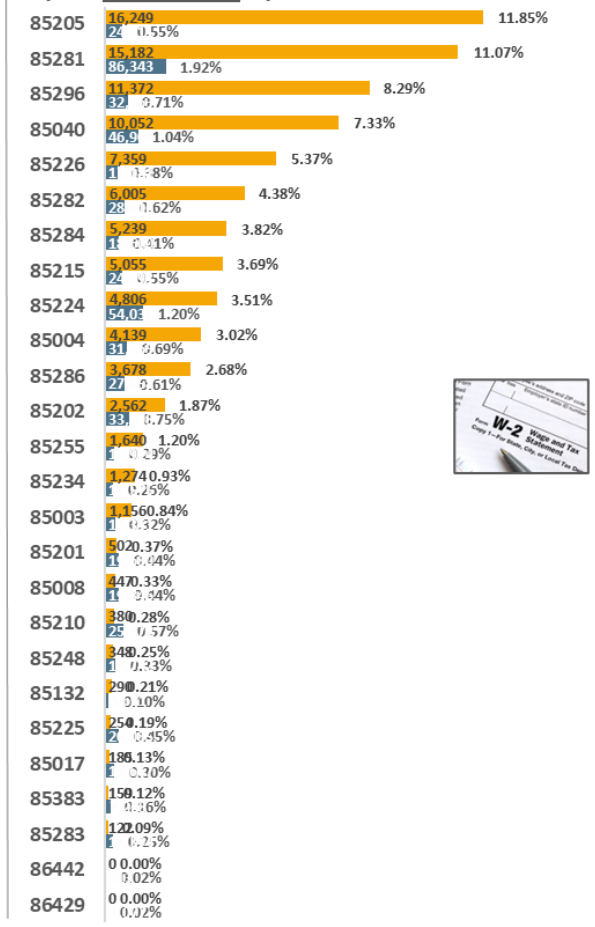
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older



soefa.ai Share of Everything for Anything ©

PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 72

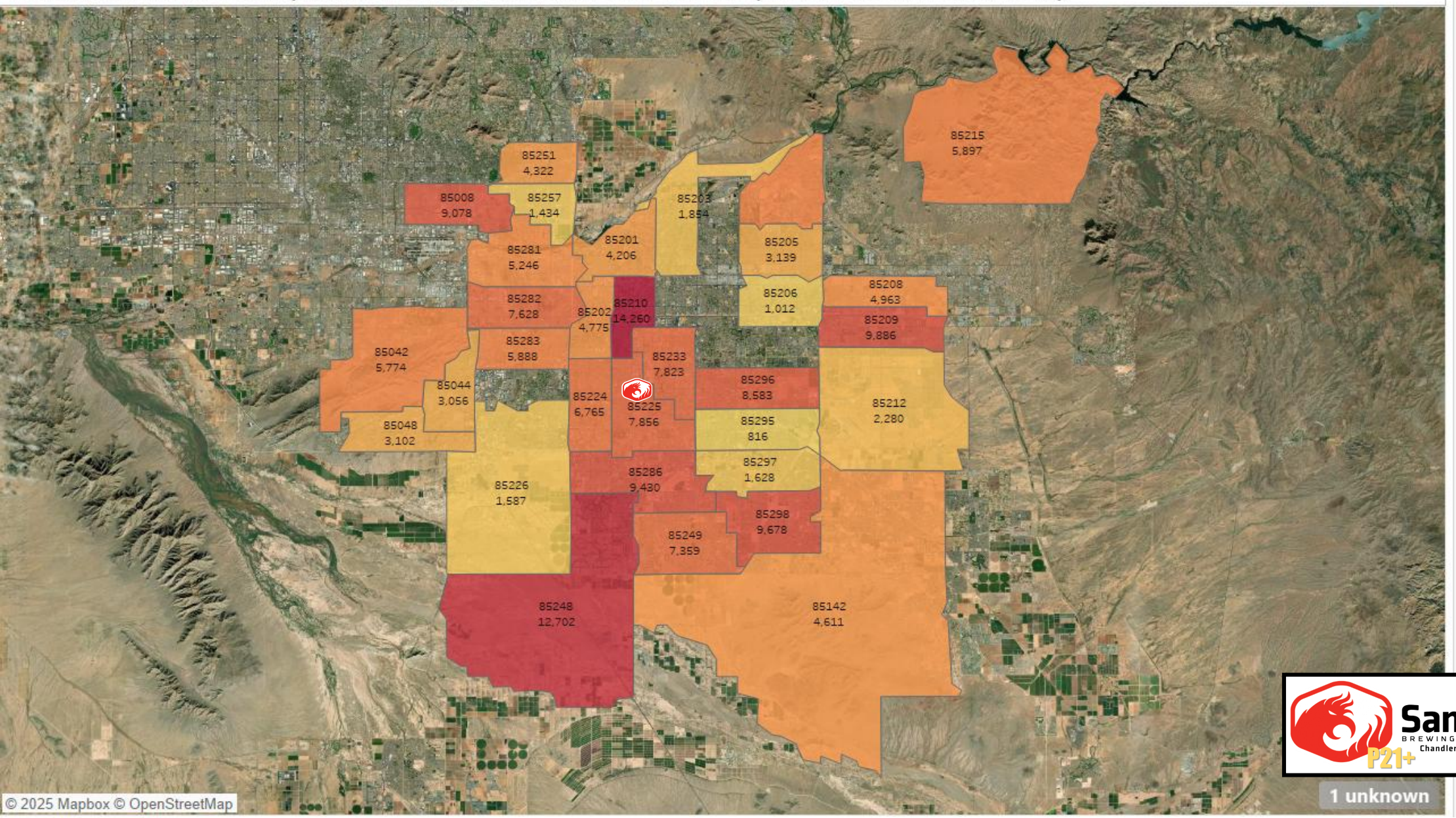
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

HUBBARD RADIO

[((Liquor drank past 30 days: Pre-mixed cocktails (with liquor) OR Types of alcoholic beverages drink: Canned cocktails)AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)]]

98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM 92.7 KAZG · 2060 Digital

Top Residential Zip Codes: (Adults 21 or older who Drink CRAFT BEER w/in 15mi of SANTAN BR'G CO)



SUM(Adults 21 or older ...

816 14,260

1 unknown

SanTan BREWING COMPANY Chandler · Arizona P21+

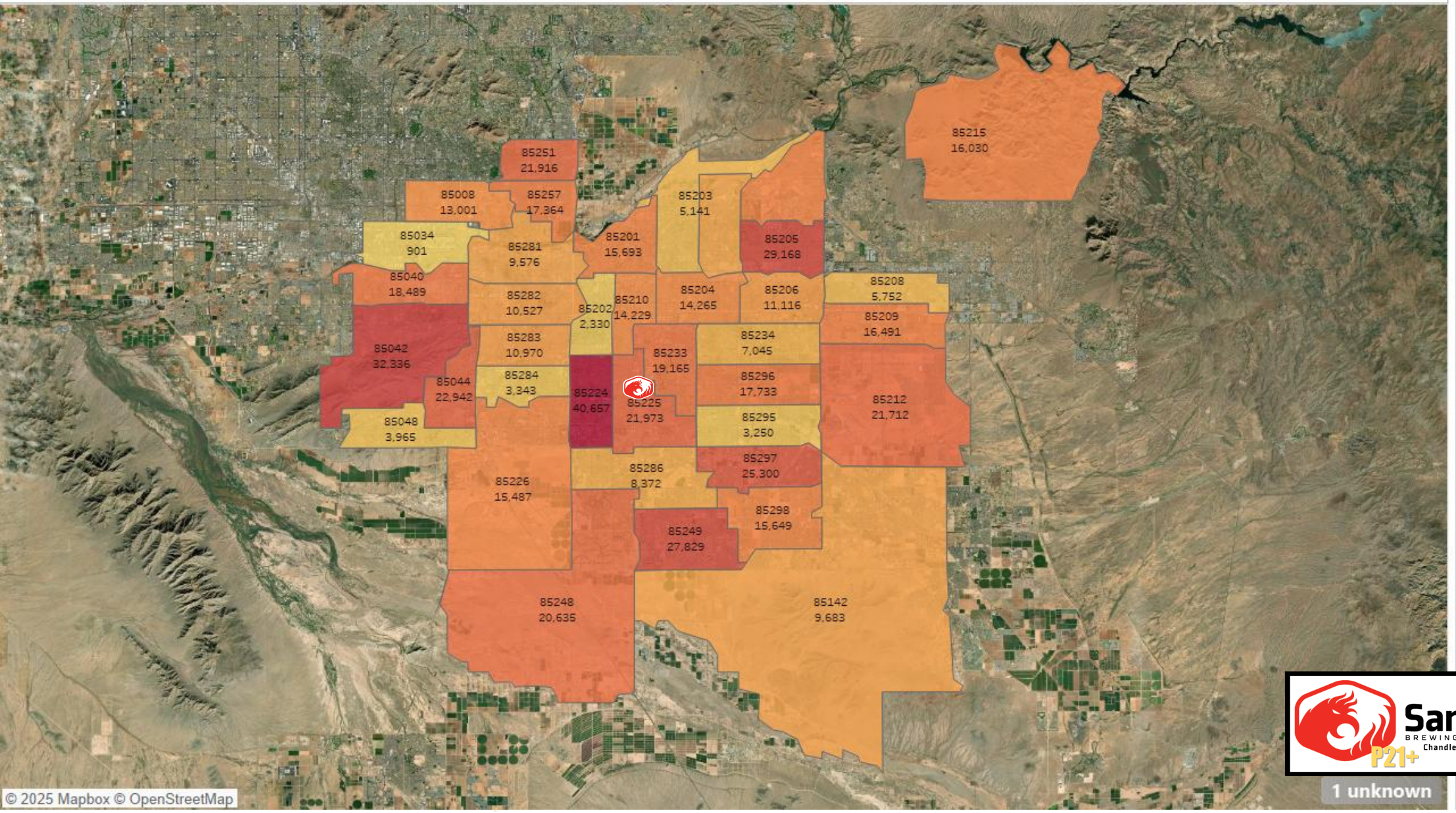
PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 107

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

[(Types of alcoholic beverages drink: Microbrew/craft beer AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298))]

HUBBARD RADIO
soefa.ai Share of Everything for Anything
98kUPD ARIZONA'S REAL ROCK
100.7 FM KSLX CLASSIC ROCK
93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE
OLDIES 1440 AM 92.7 KAZG
2060 Digital

Top Residential Zip Codes: (Adults 21 or older who Drink LIQUOR w/in 15mi of SANTAN BR'G CO)



SUM(Adults 21 or older ...

901 40,657

1 unknown

SanTan BREWING COMPANY Chandler · Arizona P21+



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 338

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

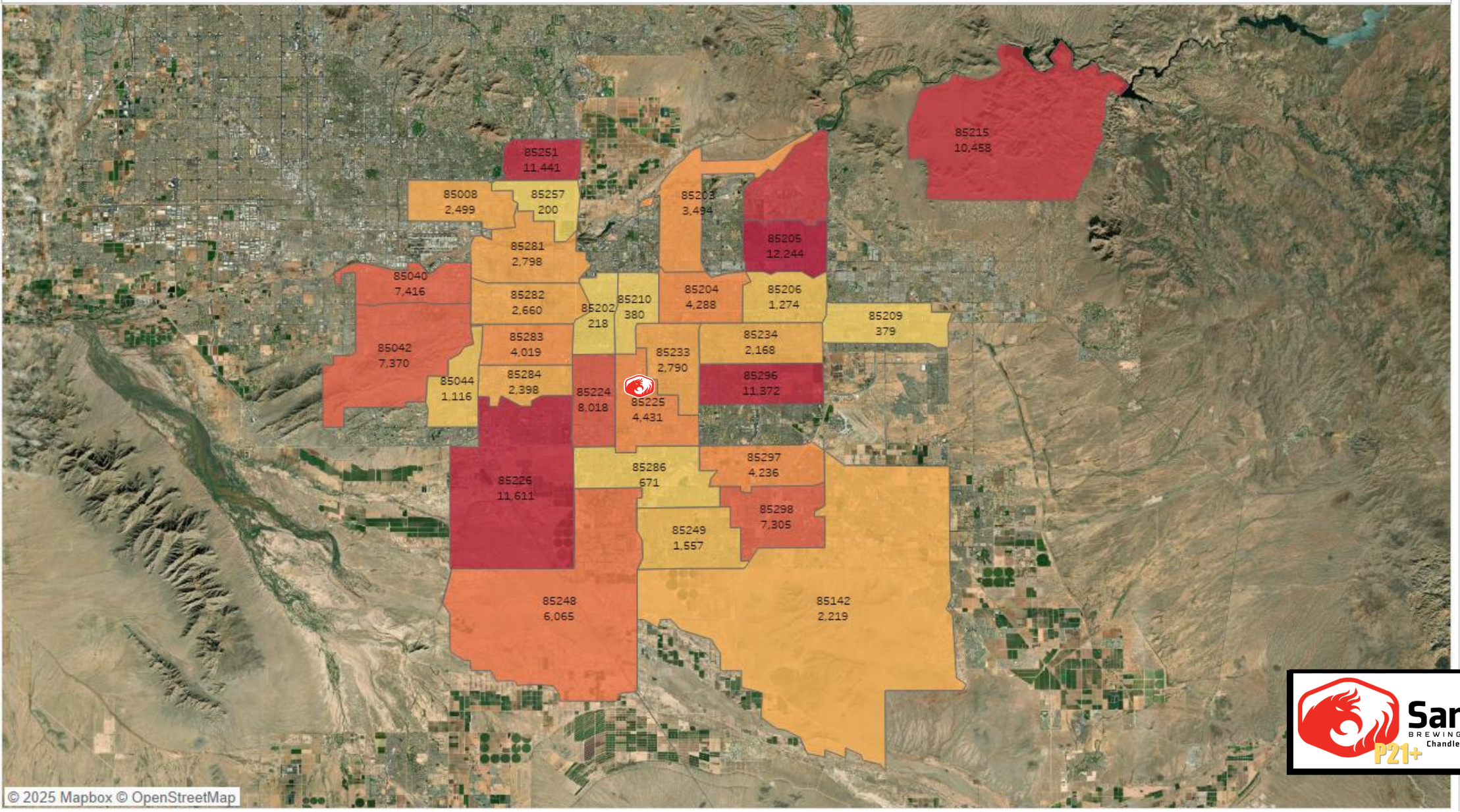
soefa.ai Share of Everything for Anything

HUBBARD RADIO

[[(Types of alcoholic beverages drank past 30 days: Liquor (spirits))AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)]]

98kUPD ARIZONA'S REAL ROCK 100.7 FM KSLX CLASSIC ROCK 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE OLDIES 1440 AM 92.7 KAZG 2060 Digital

Top Residential Zip Codes: (Adults 21 or older who Drink PRE-MIXED COCKTAILS w/in 15mi of SANTAN BR'G CO)



SUM(Adults 21 or older ...

200 12,244

SanTan BREWING COMPANY Chandler · Arizona P21+

PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 72

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

HUBBARD RADIO

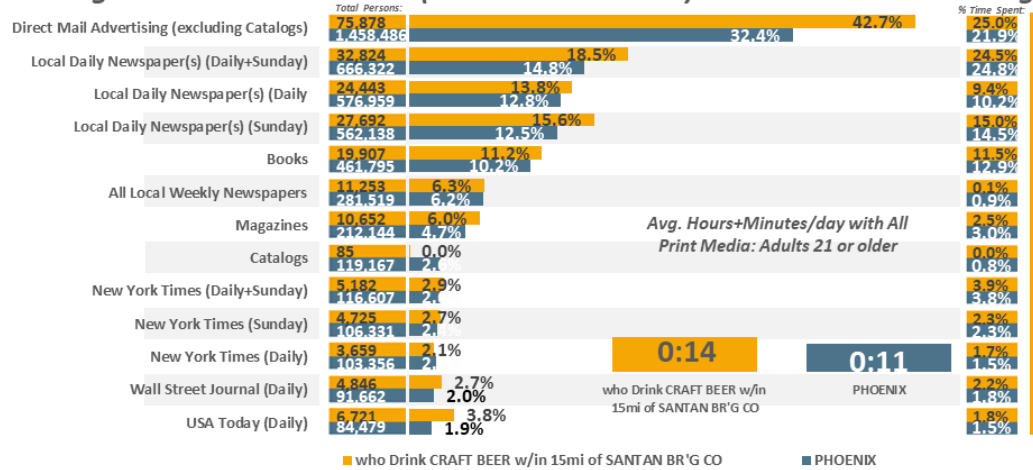
[((Liquor drank past 30 days: Pre-mixed cocktails (with liquor) OR Types of alcoholic beverages drink: Canned cocktails)AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)]]

98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM 92.7 KAZG · 2060 Digital

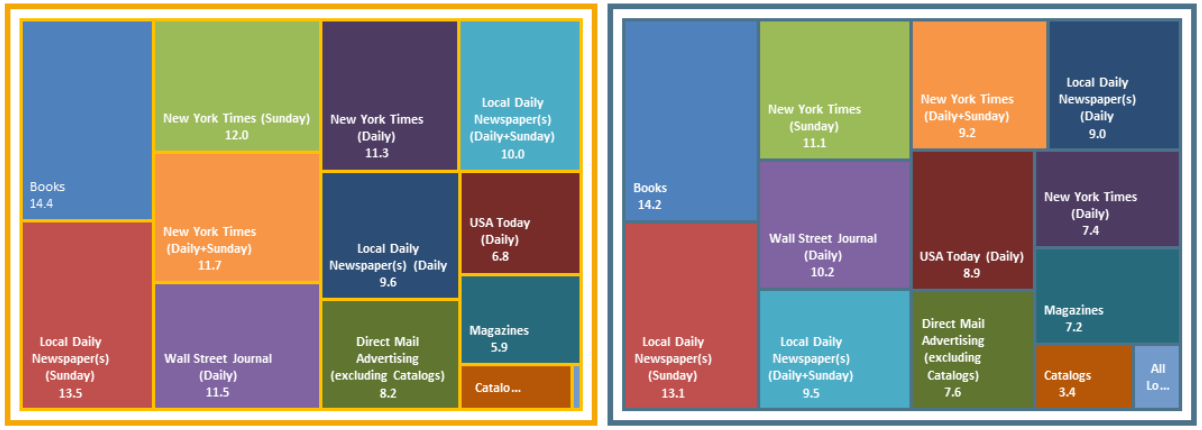


75,878 or 42.7% of Adults 21 or older who Drink CRAFT BEER w/in 15mi of SANTAN BR'G CO read Direct Mail Advertising (excluding Catalogs) for an average of 8.2 minutes every day representing 28.3% of all time spent daily with All forms of Print Media.

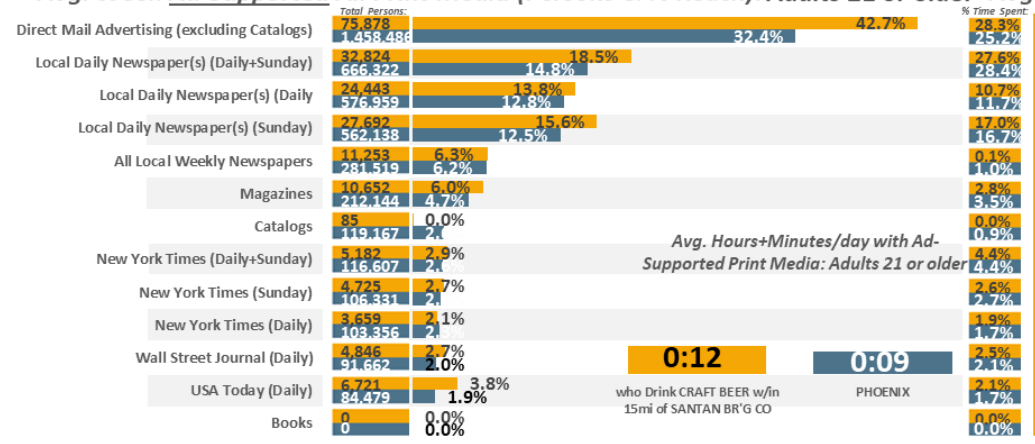
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



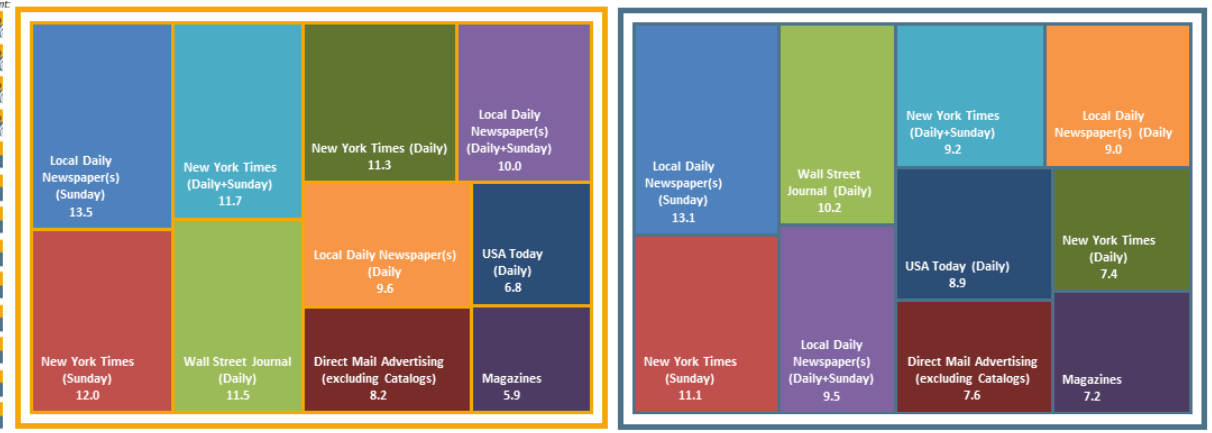
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 107

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

HUBBARD RADIO

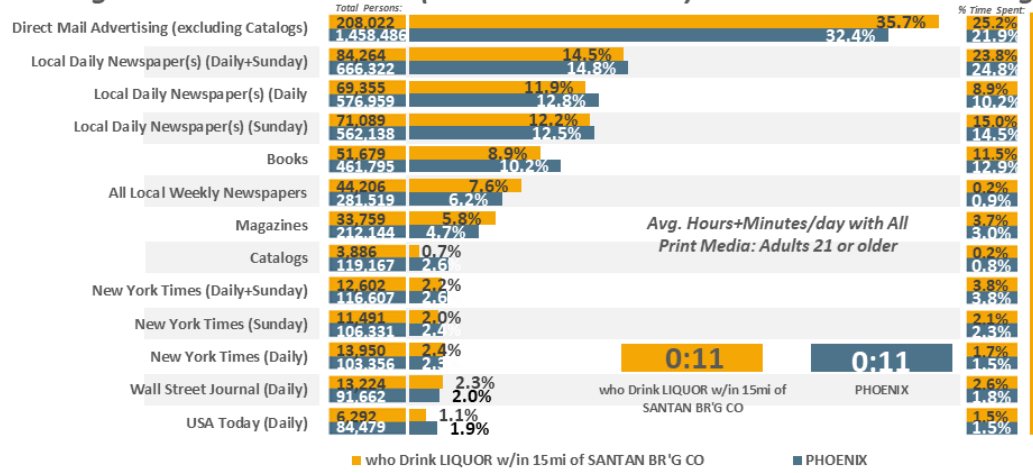
[(Types of alcoholic beverages drink: Microbrew/craft beer AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)]]

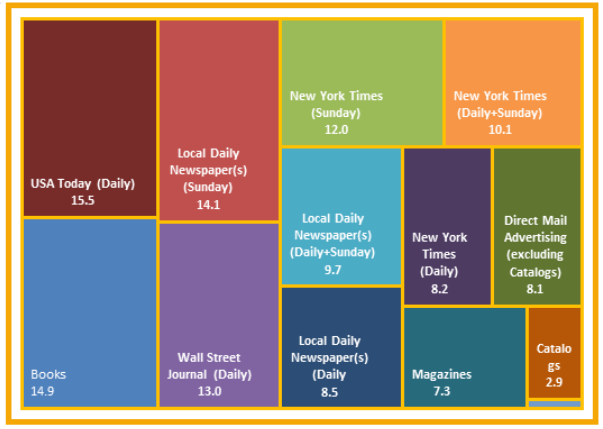
98kUPD ARIZONA'S REAL ROCK
100.7 FM KSLX CLASSIC ROCK
93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE
OLDIES 1440 AM 92.7 KAZG
2060 Digital

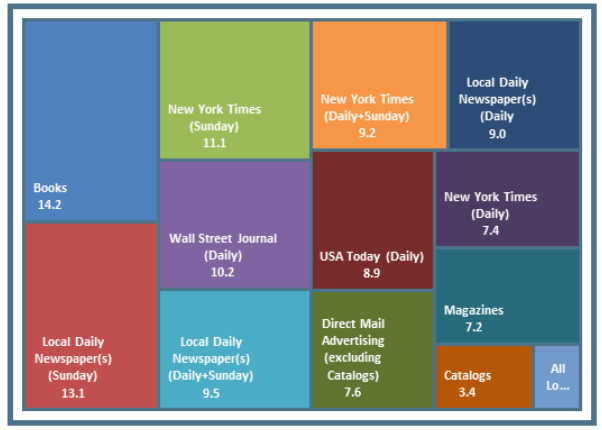


208,022 or 35.7% of Adults 21 or older who Drink LIQUOR w/in 15mi of SANTAN BR'G CO read Direct Mail Advertising (excluding Catalogs) for an average of 8.1 minutes every day representing 28.5% of all time spent daily with All forms of Print Media.

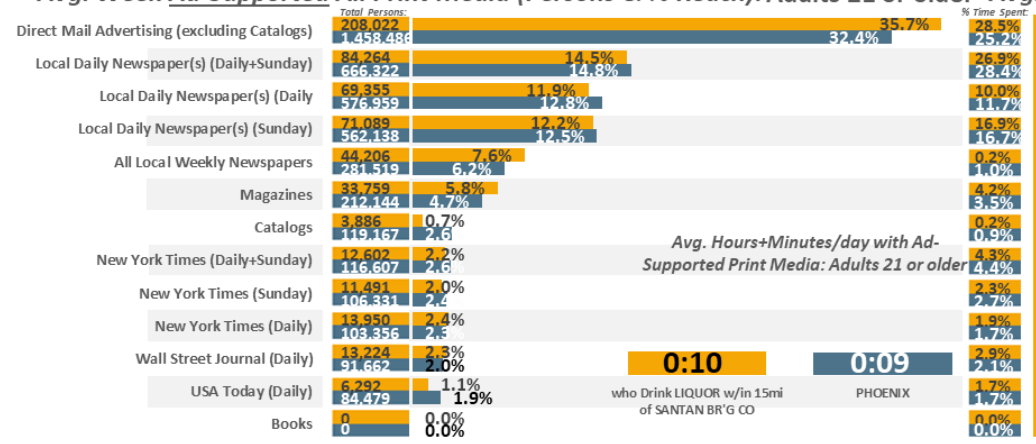
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older

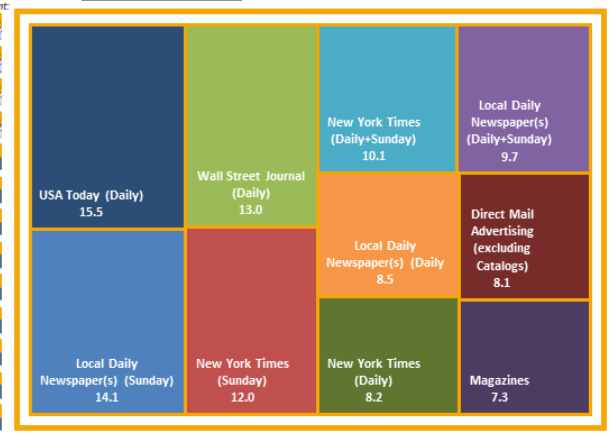


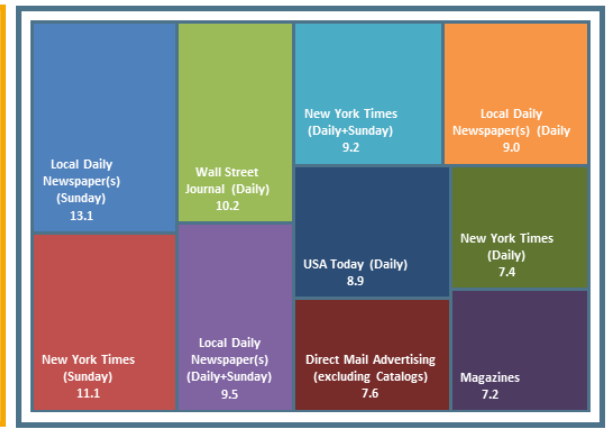




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older







PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 338

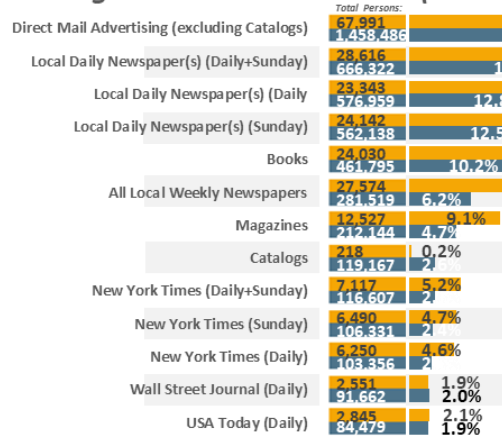
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

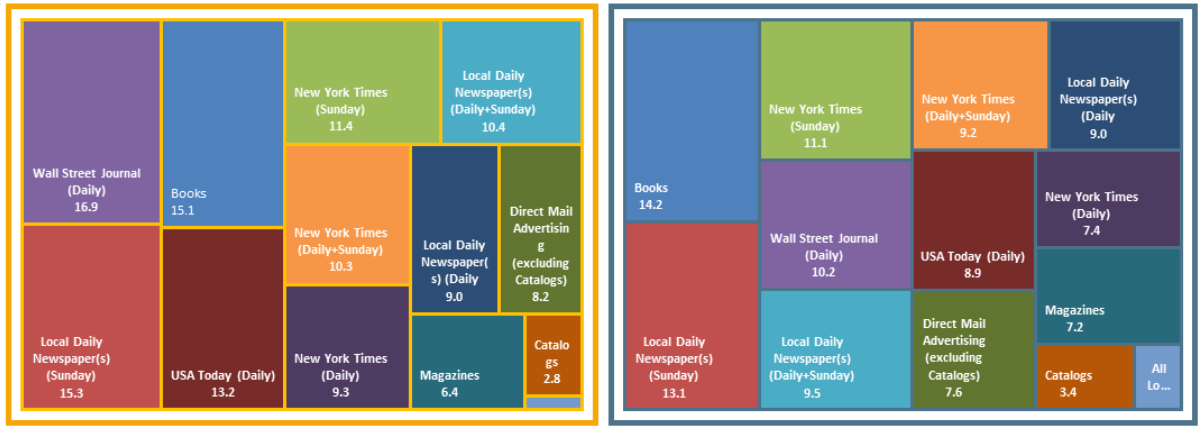
[[(Types of alcoholic beverages drank past 30 days: Liquor (spirits))AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)]]

28,616 or 20.9% of Adults 21 or older who Drink PRE-MIXED COCKTAILS w/in 15mi of SANTAN BR'G CO read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.4 minutes every day representing 26.8% of all time spent daily with All forms of Print Media

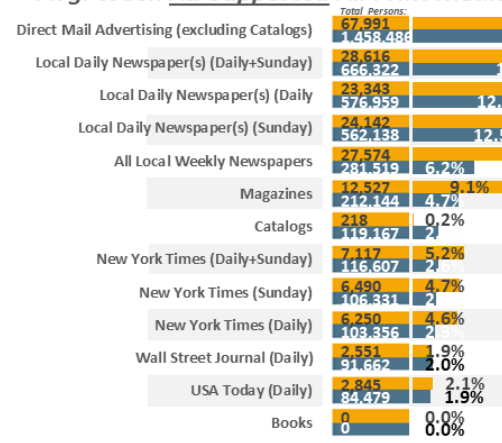
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 72

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

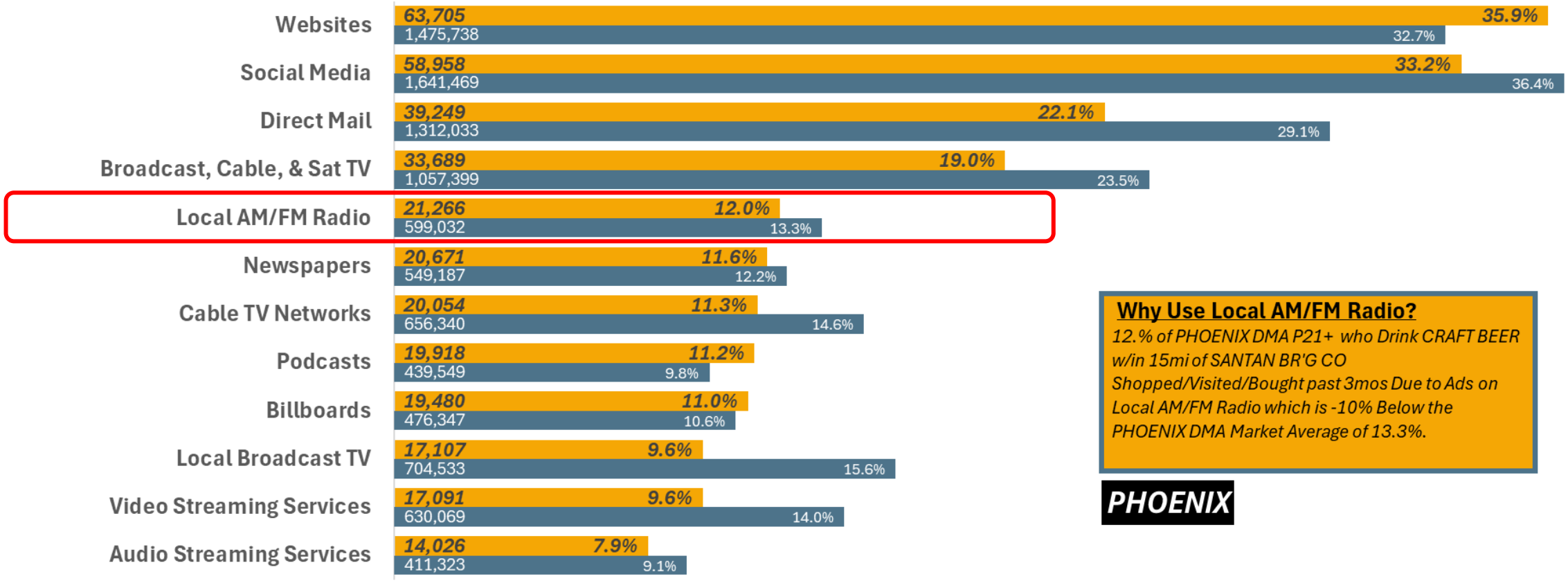
soefa.ai Share of Everything for Anything ©

[((Liquor drank past 30 days: Pre-mixed cocktails (with liquor) OR Types of alcoholic beverages drink: Canned cocktails)AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)]]

SanTan BREWING COMPANY Chandler · Arizona P21+

"Advertising Actions"

P21+ who Drink CRAFT BEER w/in 15mi of SANTAN BR'G CO (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

12.% of PHOENIX DMA P21+ who Drink CRAFT BEER w/in 15mi of SANTAN BR'G CO Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -10% Below the PHOENIX DMA Market Average of 13.3%.

PHOENIX

PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab: 107

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

HUBBARD RADIO

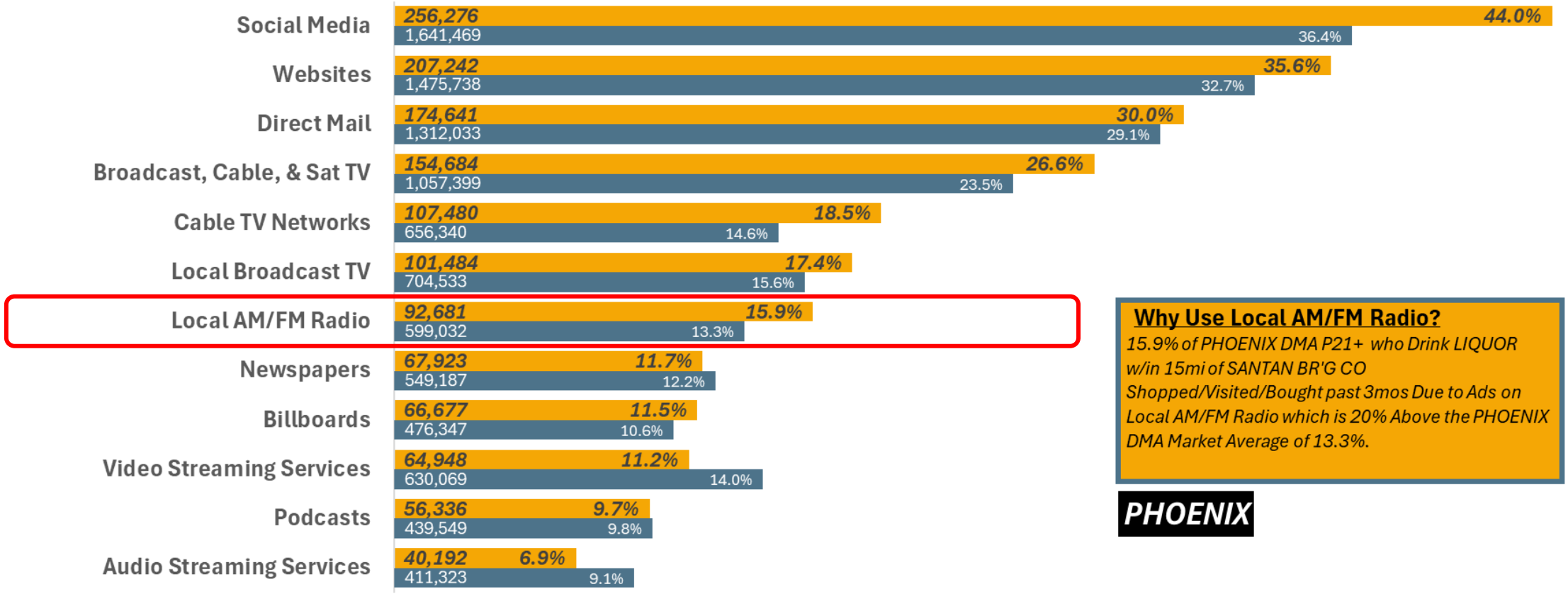
[(Types of alcoholic beverages drink: Microbrew/craft beer AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)]]

98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM 92.7 KAZG · 2060 Digital



"Advertising Actions"

P21+ who Drink LIQUOR w/in 15mi of SANTAN BR'G CO (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

15.9% of PHOENIX DMA P21+ who Drink LIQUOR w/in 15mi of SANTAN BR'G CO Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 20% Above the PHOENIX DMA Market Average of 13.3%.

PHOENIX

PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab: 338

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

HUBBARD RADIO

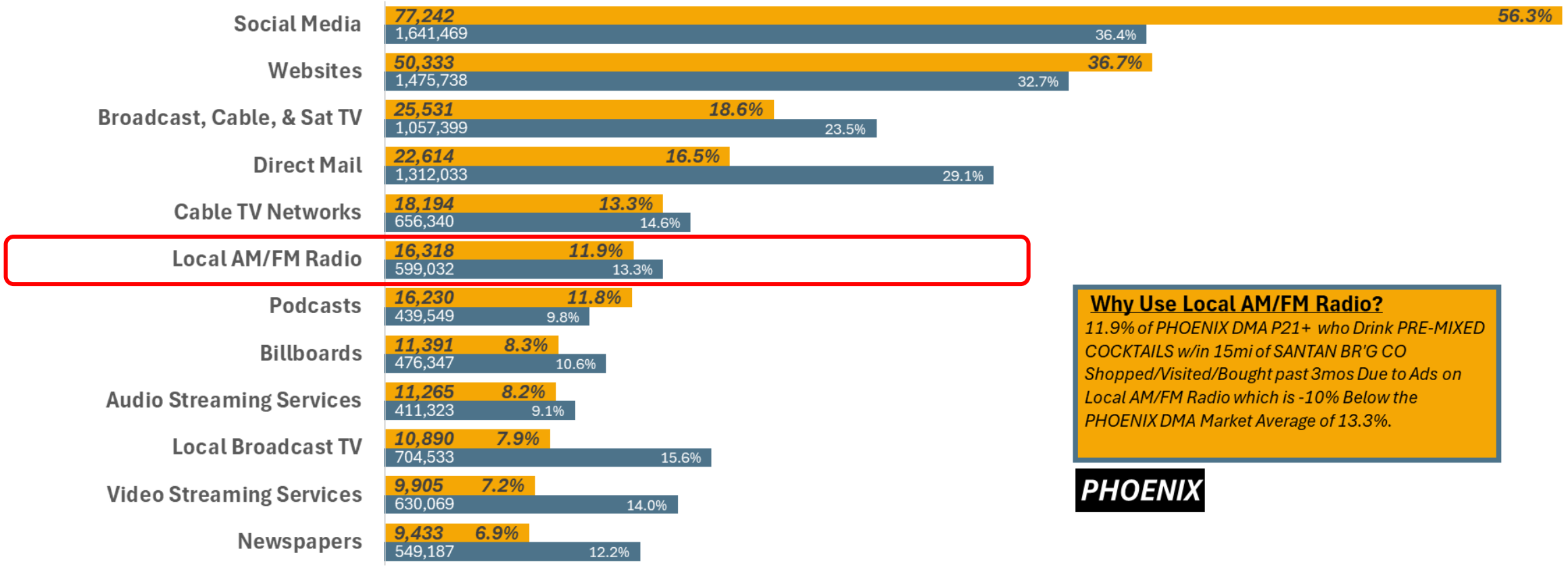
[[(Types of alcoholic beverages drank past 30 days: Liquor (spirits))AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)]]

98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM | 92.7 KAZG · 2060 Digital

SanTan BREWING COMPANY Chandler · Arizona P21+

"Advertising Actions"

P21+ who Drink PRE-MIXED COCKTAILS w/in 15mi of SANTAN BR'G CO (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

11.9% of PHOENIX DMA P21+ who Drink PRE-MIXED COCKTAILS w/in 15mi of SANTAN BR'G CO Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -10% Below the PHOENIX DMA Market Average of 13.3%.

PHOENIX

PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab: 72

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

HUBBARD RADIO

[((Liquor drank past 30 days: Pre-mixed cocktails (with liquor) OR Types of alcoholic beverages drink: Canned cocktails)AND (Zip code of residence: 85008 OR Zip code of residence: 85034 OR Zip code of residence: 85040 OR Zip code of residence: 85042 OR Zip code of residence: 85044 OR Zip code of residence: 85048 OR Zip code of residence: 85142 OR Zip code of residence: 85201 OR Zip code of residence: 85202 OR Zip code of residence: 85203 OR Zip code of residence: 85204 OR Zip code of residence: 85205 OR Zip code of residence: 85206 OR Zip code of residence: 85208 OR Zip code of residence: 85209 OR Zip code of residence: 85210 OR Zip code of residence: 85212 OR Zip code of residence: 85213 OR Zip code of residence: 85215 OR Zip code of residence: 85224 OR Zip code of residence: 85225 OR Zip code of residence: 85226 OR Zip code of residence: 85233 OR Zip code of residence: 85234 OR Zip code of residence: 85248 OR Zip code of residence: 85249 OR Zip code of residence: 85251 OR Zip code of residence: 85257 OR Zip code of residence: 85281 OR Zip code of residence: 85282 OR Zip code of residence: 85283 OR Zip code of residence: 85284 OR Zip code of residence: 85286 OR Zip code of residence: 85288 OR Zip code of residence: 85295 OR Zip code of residence: 85296 OR Zip code of residence: 85297 OR Zip code of residence: 85298)]]

98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM 92.7 KAZG · 2060 Digital