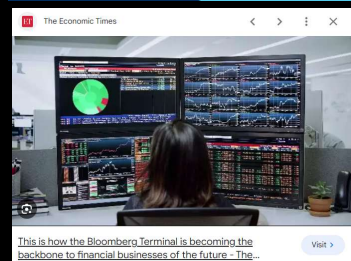
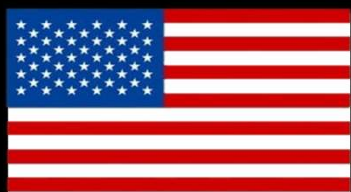


# Minneapolis-St. Paul, MN Metro – 5 P18+ Profiles of IHEART RADIO Listeners!

## Brand New Data as of February 28, 2026!

### **Complete Demographic & Media Use Profiles**



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

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





54.1% or 1,559,004 of MSP Metro Adults 18 or older Listened to IHEART RADIO in the past 7 days.  
Typical Adults 18 or older who Listened to IHEART RADIO in the past 7 days are 49.5 years old (2.3% older than average) and have a \$123,391 (2.1% higher than average) annual household income.

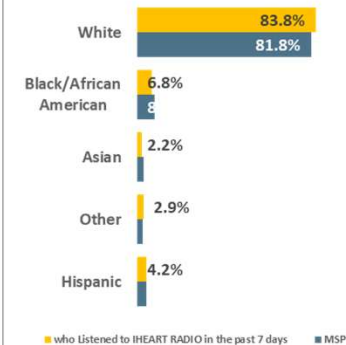
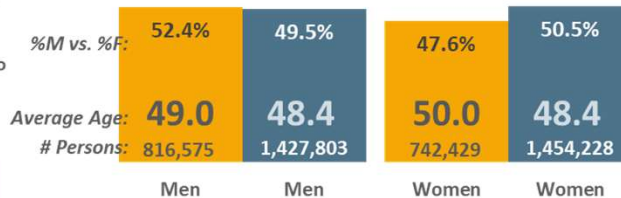
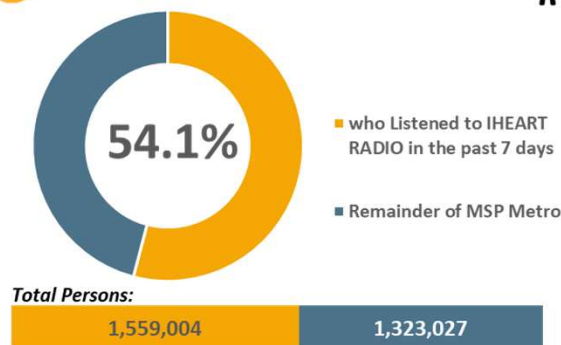


### Percent of Market: Adults 18 or older

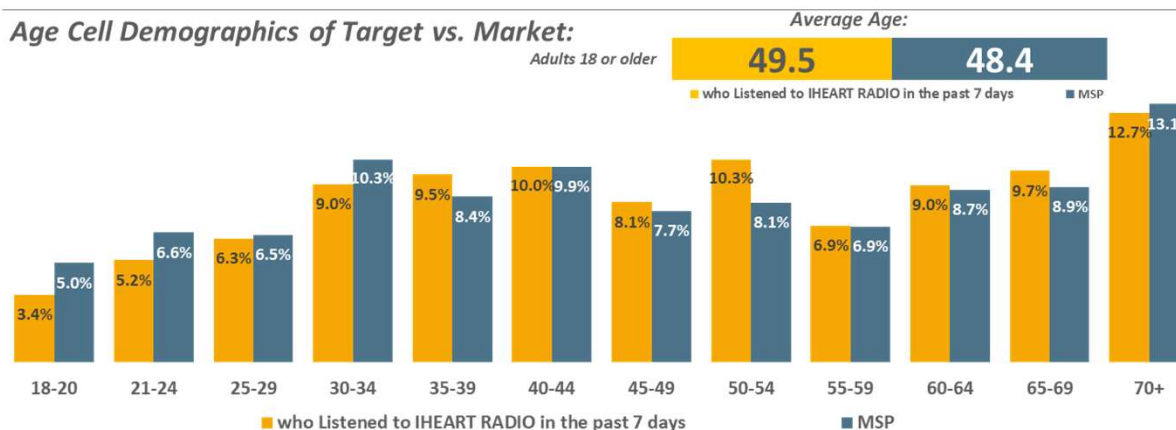


### Gender of Target vs. Market: Adults 18 or older

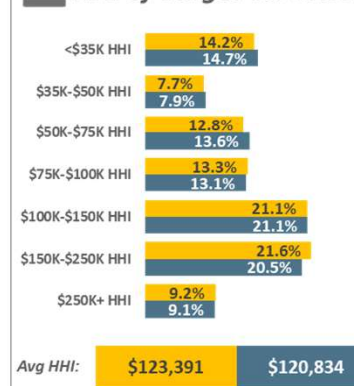
### Ethnicity of Target vs. Market:



### Age Cell Demographics of Target vs. Market:



### HHI of Target vs. Market:







15.1% or 434,216 of MSP Metro Adults 18 or older Listened to KDWB-FM in the past 7 days.  
Typical Adults 18 or older who Listened to KDWB-FM in the past 7 days are 41.8 years old (13.5% younger than average) and have a \$123,690 (2.4% higher than average) annual household income.

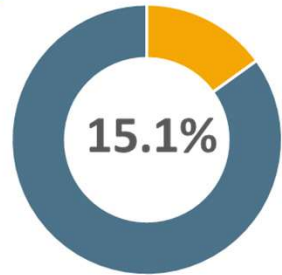


### Percent of Market: Adults 18 or older



### Gender of Target vs. Market: Adults 18 or older

### Ethnicity of Target vs. Market:

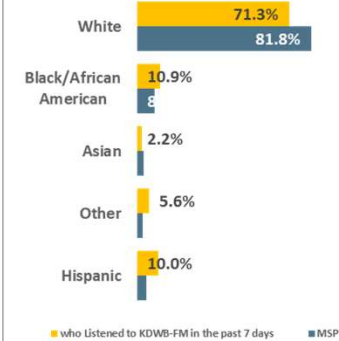


■ who Listened to KDWB-FM in the past 7 days  
■ Remainder of MSP Metro

Total Persons:

434,216 2,447,815

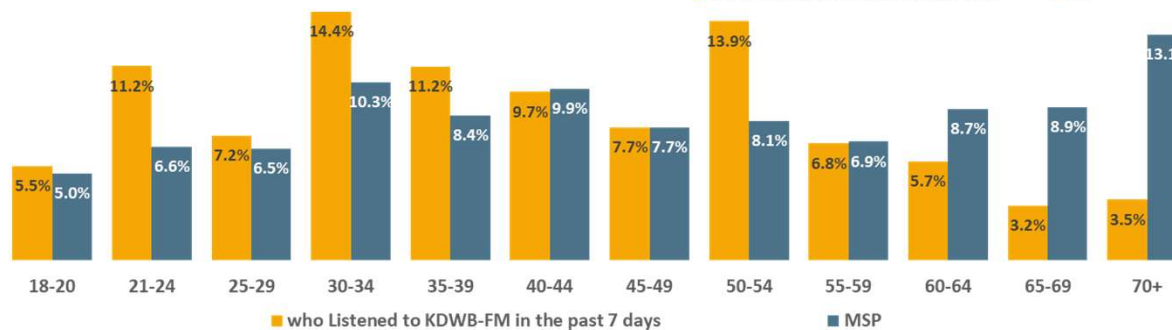
	Men	Men	Women	Women
%M vs. %F:	45.7%	49.5%	54.3%	50.5%
Average Age:	40.8	48.4	42.9	48.4
# Persons:	198,604	1,427,803	235,612	1,454,228



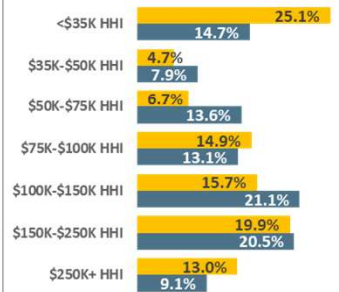
### Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older



### HHI of Target vs. Market:



Avg HHI: \$123,690 \$120,834



14.0% or 403,390 of MSP Metro Adults 18 or older Listened to KEEY-FM in the past 7 days.  
Typical Adults 18 or older who Listened to KEEY-FM in the past 7 days are 52.6 years old (8.8% older than average) and have a \$134,181 (11.1% higher than average) annual household income.

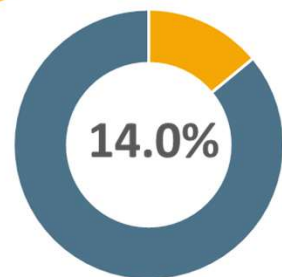


### Percent of Market: Adults 18 or older



### Gender of Target vs. Market: Adults 18 or older

### Ethnicity of Target vs. Market:



- who Listened to KEEY-FM in the past 7 days
- Remainder of MSP Metro

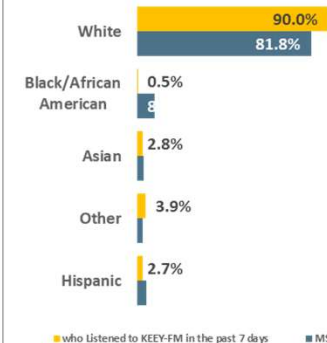
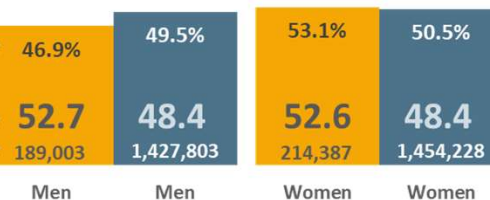
Total Persons:



%M vs. %F:

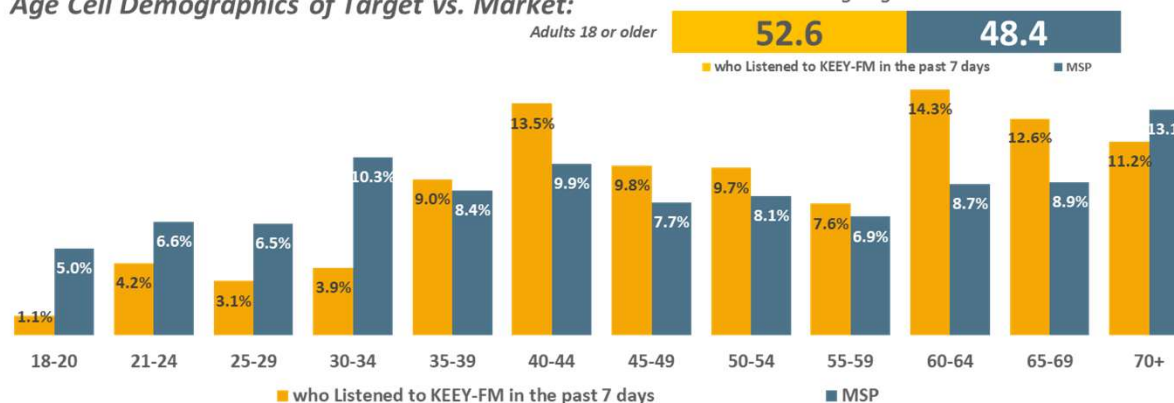
Average Age:

# Persons:

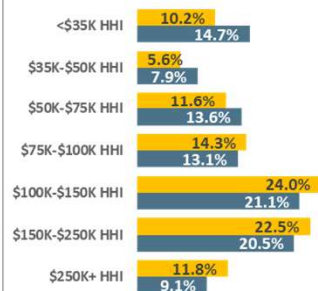


### Age Cell Demographics of Target vs. Market:

Average Age:



### HHI of Target vs. Market:



Avg HHI: \$134,181 vs \$120,834



14.0% or 402,659 of MSP Metro Adults 18 or older Listened to KFXN-FM in the past 7 days.  
Typical Adults 18 or older who Listened to KFXN-FM in the past 7 days are 51.6 years old (6.8% older than average) and have a \$130,215 (7.8% higher than average) annual household income.

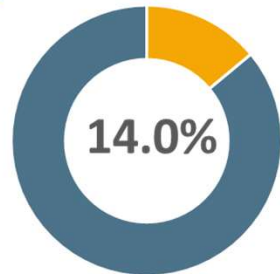


Percent of Market: Adults 18 or older



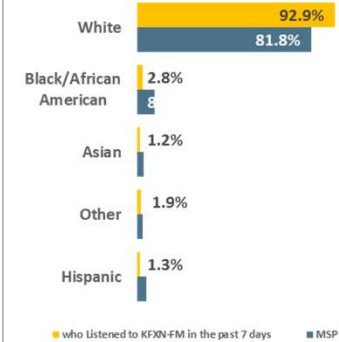
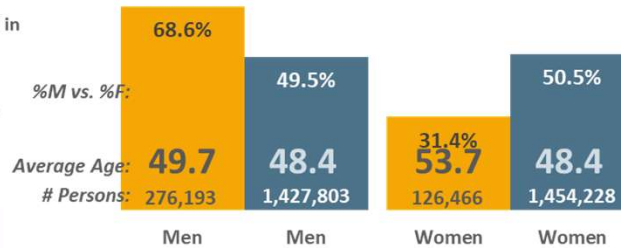
Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:

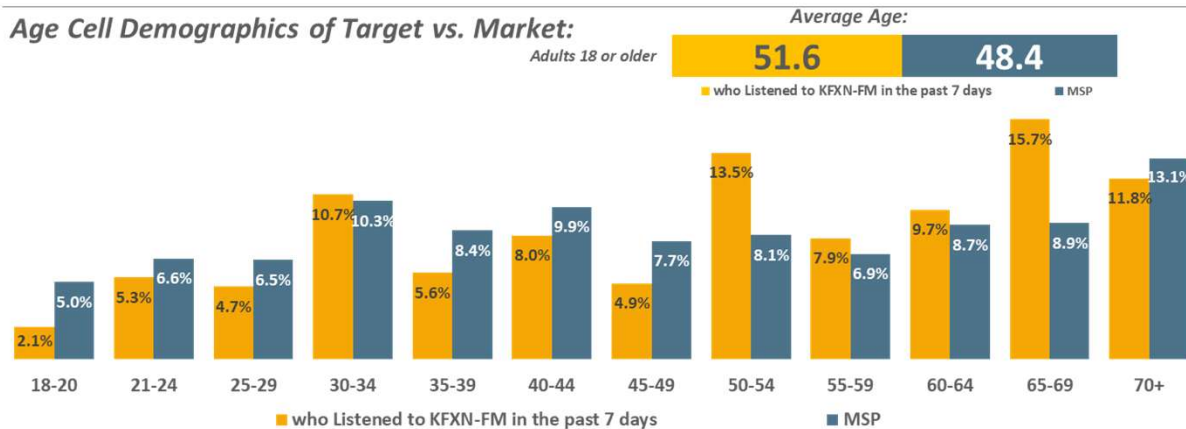


Total Persons:

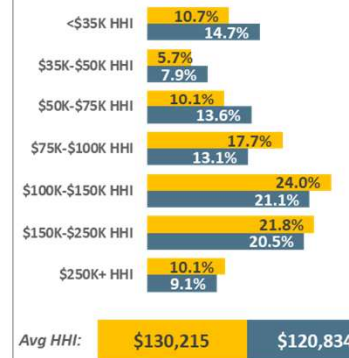
402,659 2,479,372



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: \$130,215 \$120,834





23.0% or 664,119 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older Listened to KQQL-FM in the past 7 days. Typical Adults 18 or older who Listened to KQQL-FM in the past 7 days are 49.6 years old (2.6% older than average) and have a \$110,863 (8.3% lower than average) annual household income.

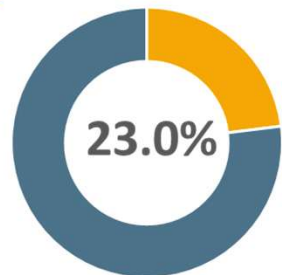


## Percent of Market: Adults 18 or older



## Gender of Target vs. Market: Adults 18 or older

## Ethnicity of Target vs. Market:



■ who Listened to KQQL-FM in the past 7 days  
■ Remainder of MINNEAPOLIS-ST. PAUL Metro

Total Persons:

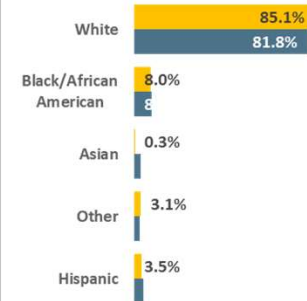
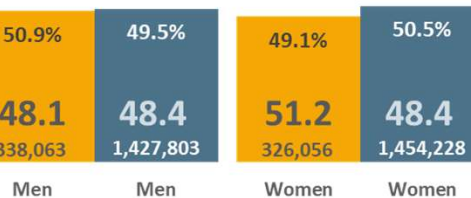
664,119

2,217,912

%M vs. %F:

Average Age:

# Persons:



■ who Listened to KQQL-FM in the past 7 days ■ MINNEAPOLIS-ST. PAUL

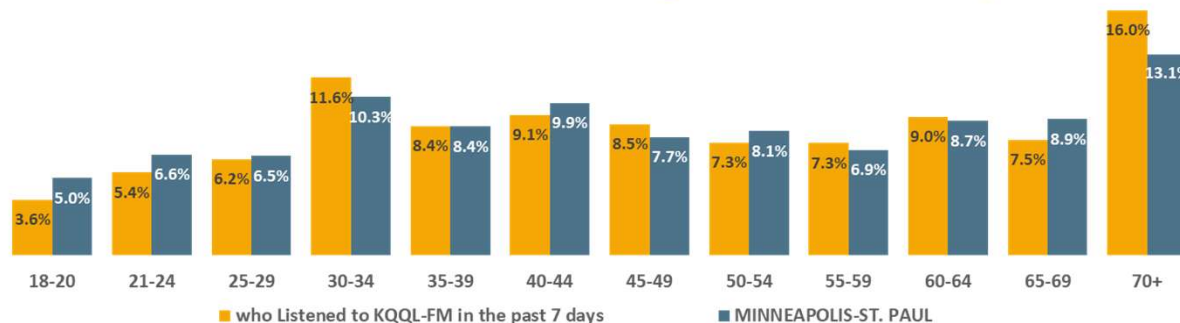
## Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older



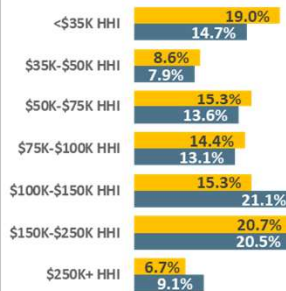
■ who Listened to KQQL-FM in the past 7 days ■ MINNEAPOLIS-ST. PAUL



■ who Listened to KQQL-FM in the past 7 days

■ MINNEAPOLIS-ST. PAUL

## HHI of Target vs. Market:



Avg HHI:

\$110,863

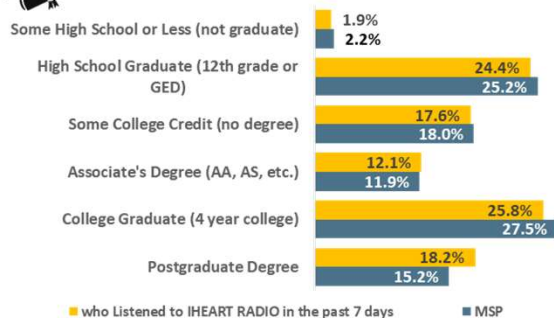
\$120,834



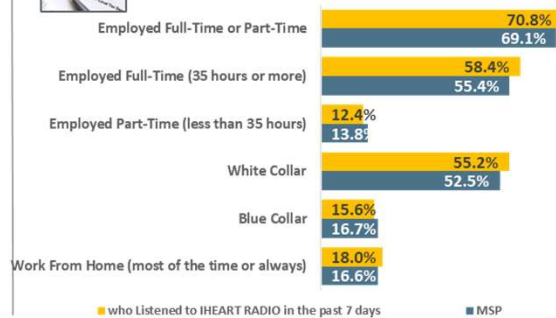
54.1% or 1,559,004 of MSP Metro Adults 18 or older Listened to IHEART RADIO in the past 7 days. Adults 18 or older who Listened to IHEART RADIO in the past 7 days are 3.0% more likely to be a college graduate, 5.5% more likely to work full-time, 3.7% more likely to be married, 5.3% more likely to be a parent of 1 or more children under 18.



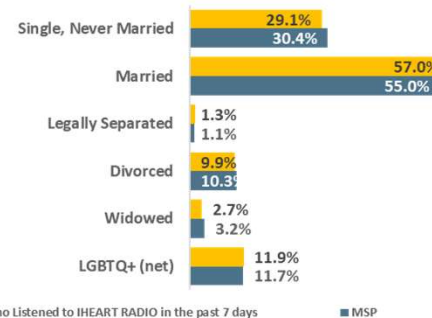
### Education Levels: Adults 18 or older



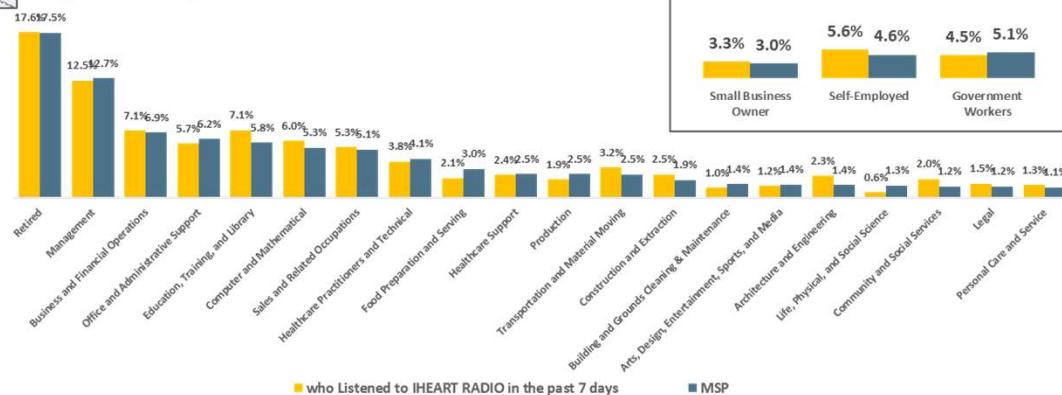
### Employment: Adults 18 or older



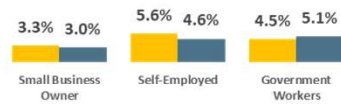
### Marital Status: Adults 18 or older



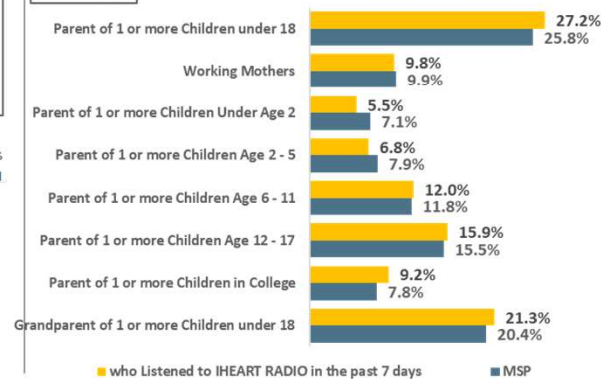
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older

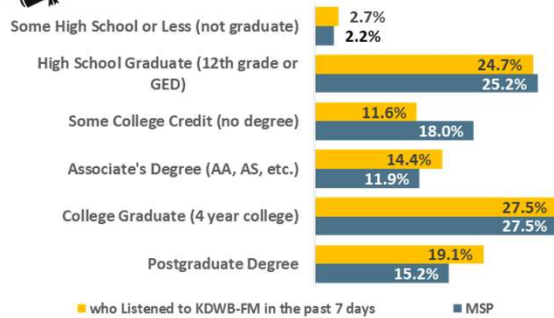




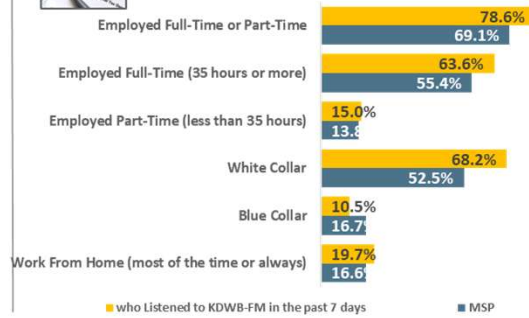
15.1% or 434,216 of MSP Metro Adults 18 or older Listened to KDWB-FM in the past 7 days. Adults 18 or older who Listened to KDWB-FM in the past 7 days are 9.% more likely to be a college graduate, 14.9% more likely to work full-time, 6.3% less likely to be married, 44.7% more likely to be a parent of 1 or more children under 18.



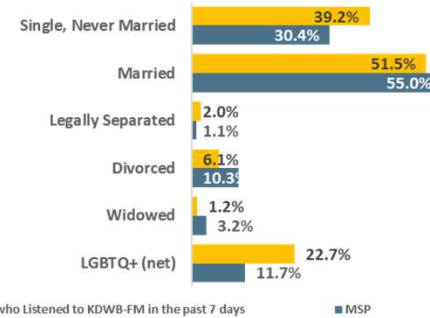
### Education Levels: Adults 18 or older



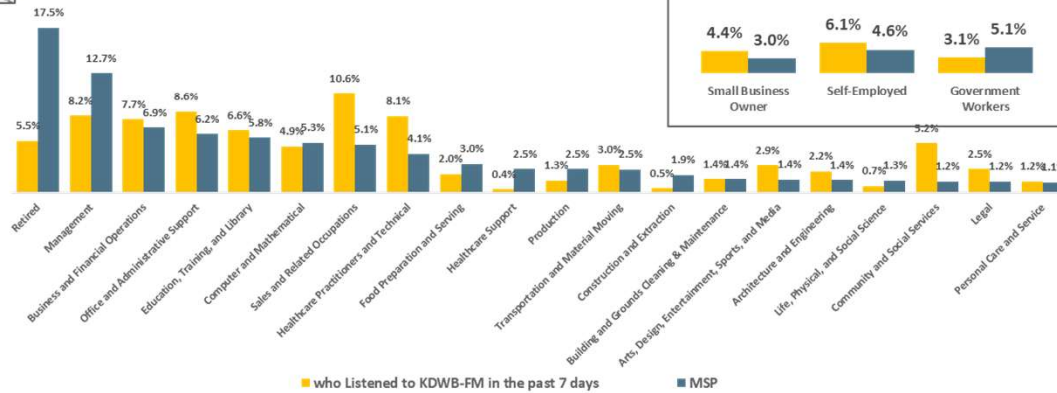
### Employment: Adults 18 or older



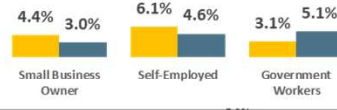
### Marital Status: Adults 18 or older



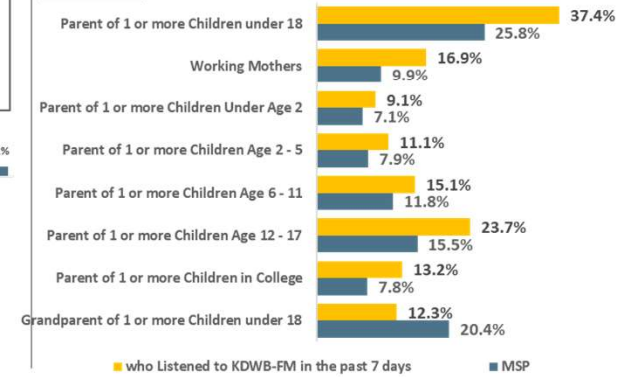
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older



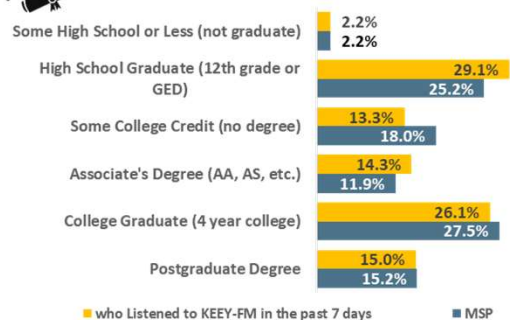




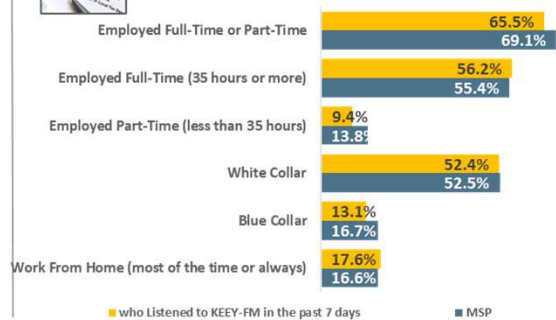
14.4% or 403,390 of MSP Metro Adults 18 or older Listened to KEEY-FM in the past 7 days. Adults 18 or older who Listened to KEEY-FM in the past 7 days are 3.7% less likely to be a college graduate, 1.5% more likely to work full-time, 14.4% more likely to be married, 9.5% more likely to be a parent of 1 or more children under 18.



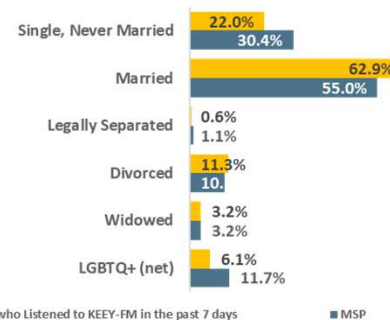
### Education Levels: Adults 18 or older



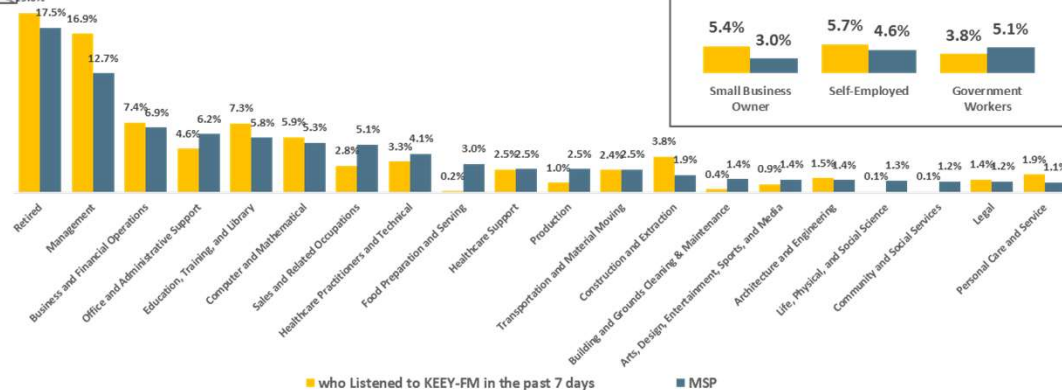
### Employment: Adults 18 or older



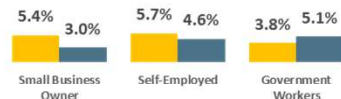
### Marital Status: Adults 18 or older



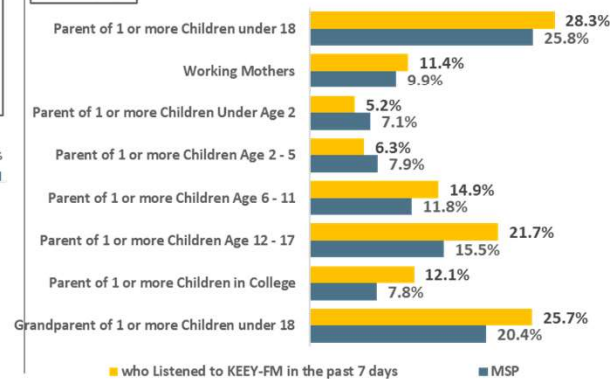
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older

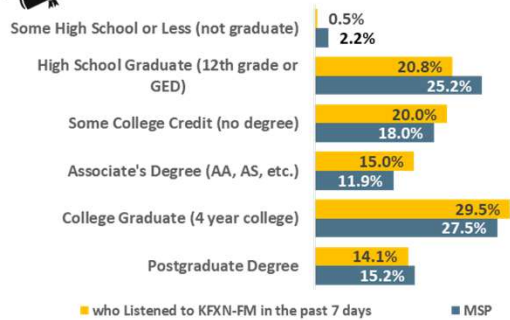




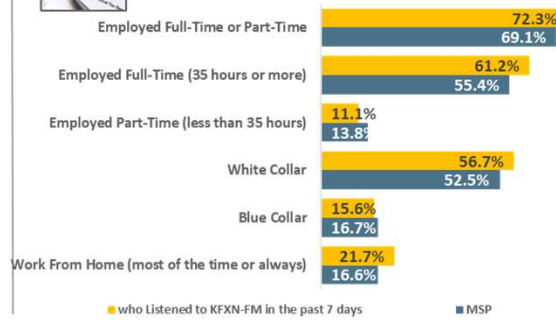
14.4% or 402,659 of MSP Metro Adults 18 or older Listened to KFXN-FM in the past 7 days. Adults 18 or older who Listened to KFXN-FM in the past 7 days are 2.3% more likely to be a college graduate, 10.6% more likely to work full-time, 10.0% more likely to be married, .9% less likely to be a parent of 1 or more children under 18.



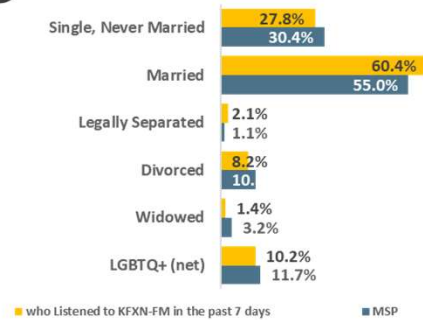
### Education Levels: Adults 18 or older



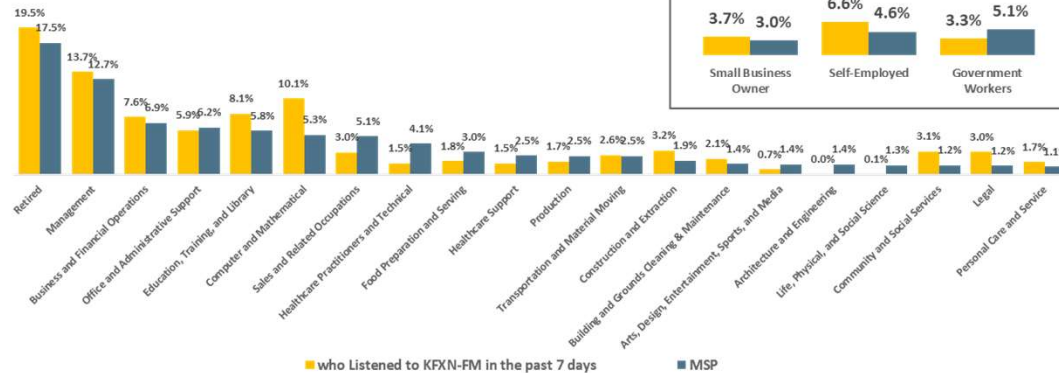
### Employment: Adults 18 or older



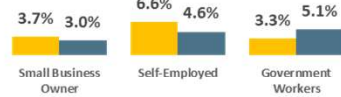
### Marital Status: Adults 18 or older



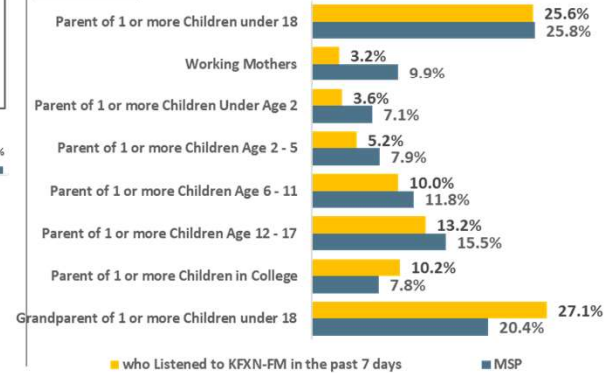
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older

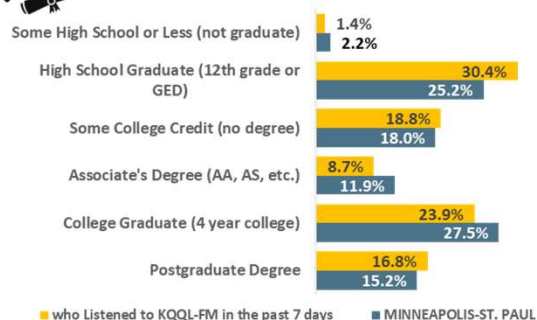




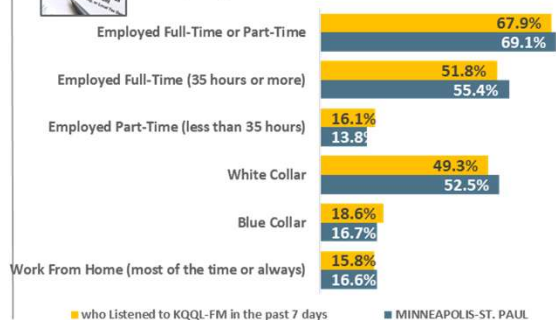
23.% or 664,119 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older Listened to KQQL-FM in the past 7 days. Adults 18 or older who Listened to KQQL-FM in the past 7 days are 4.7% less likely to be a college graduate, 6.4% less likely to work full-time, 1.5% more likely to be married, 1.8% more likely to be a parent of 1 or more children under 18.



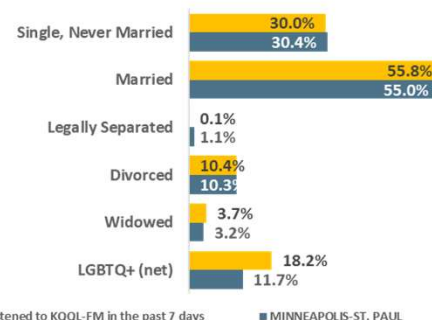
### Education Levels: Adults 18 or older



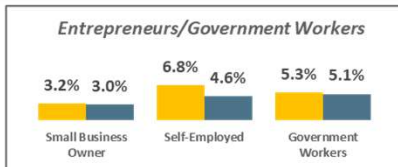
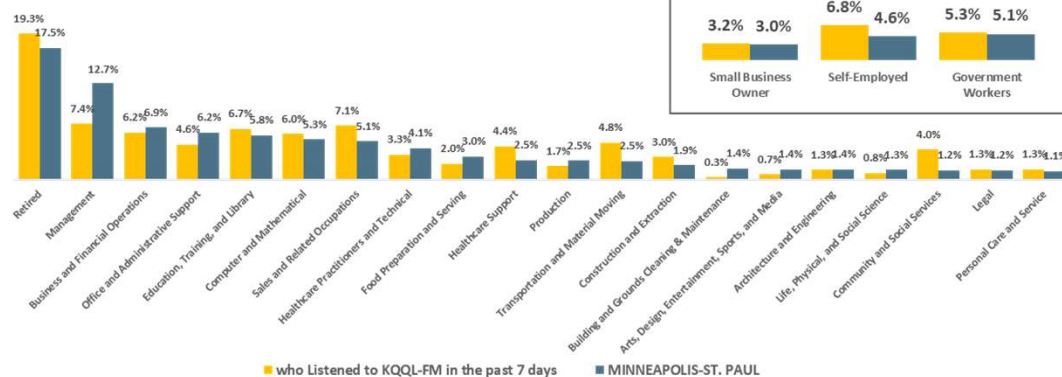
### Employment: Adults 18 or older



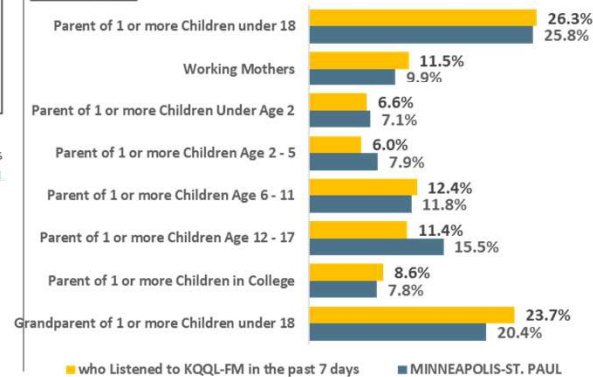
### Marital Status: Adults 18 or older



### Top-20 Occupations: Adults 18 or older



### Stage in Life: Adults 18 or older



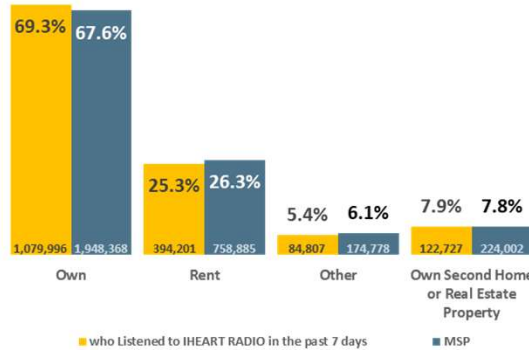




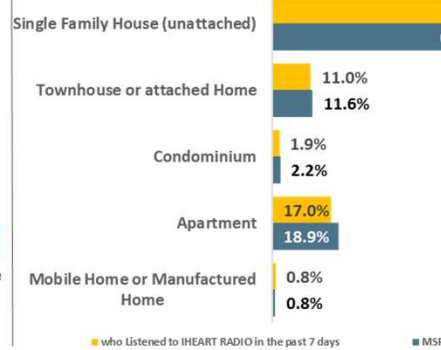
54.1% or 1,559,004 of MSP Metro Adults 18 or older Listened to IHEART RADIO in the past 7 days. Adults 18 or older who Listened to IHEART RADIO in the past 7 days are 2.5% more likely to own their home, 1.0% more likely to own a higher valued home, 4.1% more likely to have a single-family home, .7% more likely to have a dog.



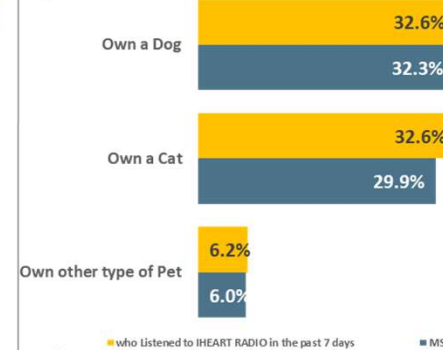
### Own/Rent/Other: Adults 18 or older



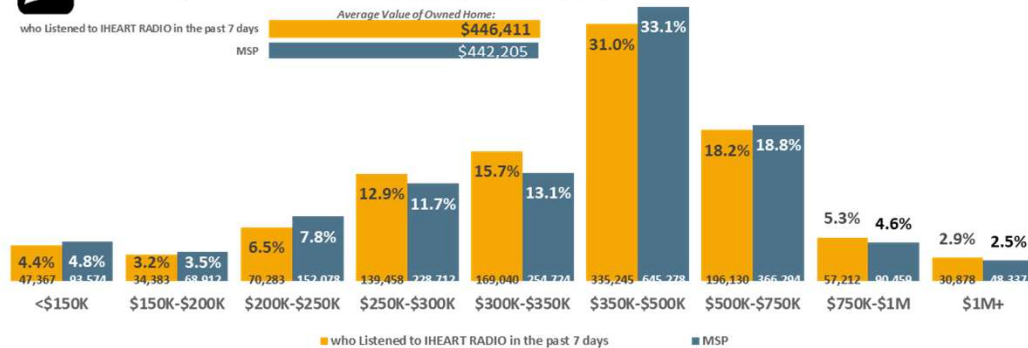
### Type of Home: Adults 18 or older



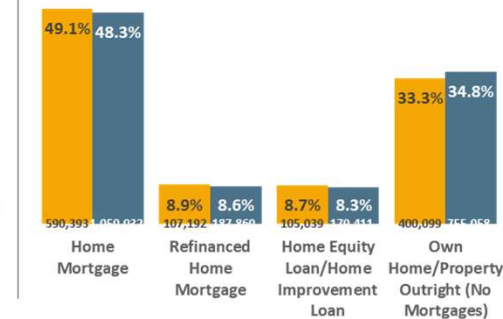
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



### Home Loans: Adults 18 or older

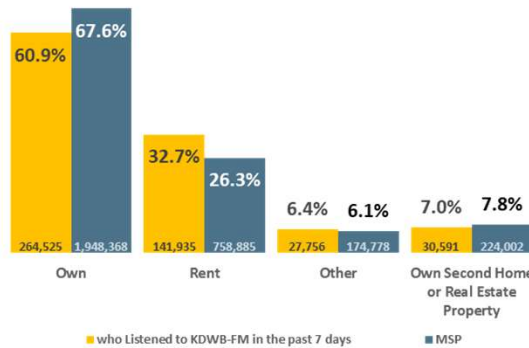




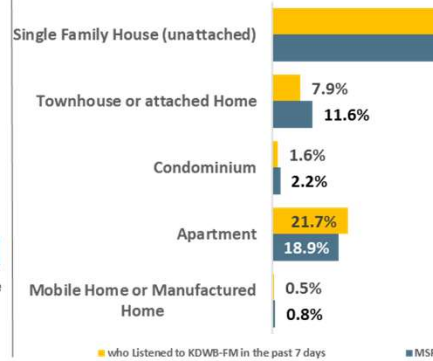
15.1% or 434,216 of MSP Metro Adults 18 or older Listened to KDWB-FM in the past 7 days. Adults 18 or older who Listened to KDWB-FM in the past 7 days are 9.9% less likely to own their home, 1.6% more likely to own a higher valued home, 3.3% more likely to have a single-family home, 14.5% more likely to have a dog.



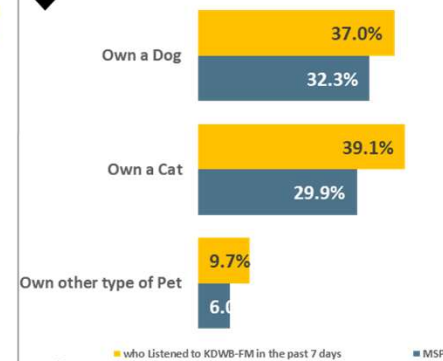
### Own/Rent/Other: Adults 18 or older



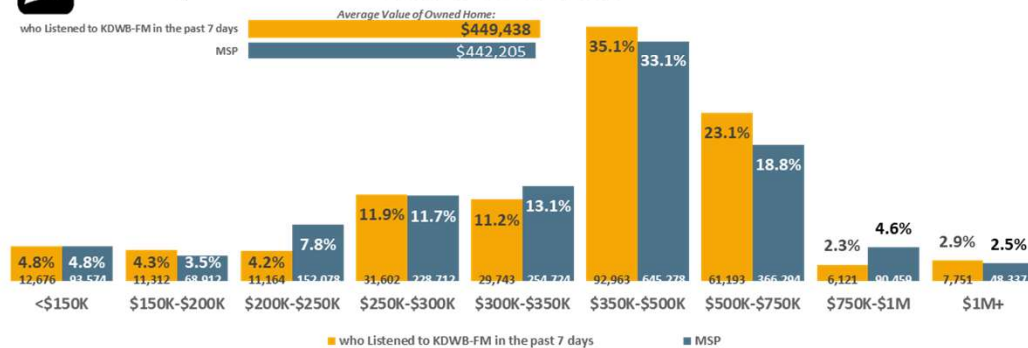
### Type of Home: Adults 18 or older



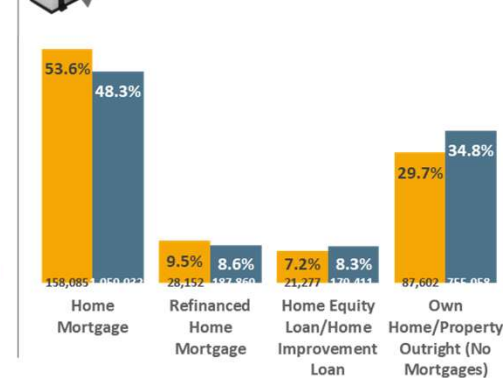
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



### Home Loans: Adults 18 or older

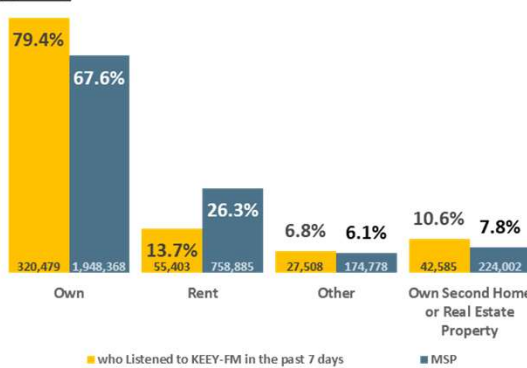




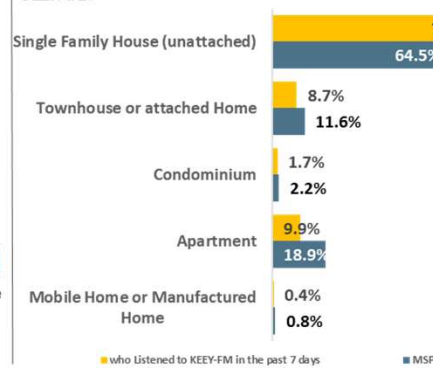
14.4% or 403,390 of MSP Metro Adults 18 or older Listened to KEEY-FM in the past 7 days. Adults 18 or older who Listened to KEEY-FM in the past 7 days are 17.5% more likely to own their home, .5% more likely to own a higher valued home, 20.0% more likely to have a single-family home, 14.3% more likely to have a dog.



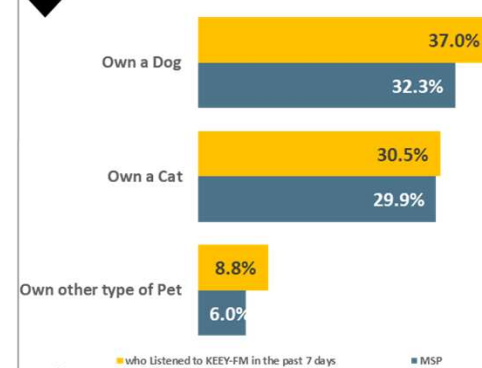
### Own/Rent/Other: Adults 18 or older



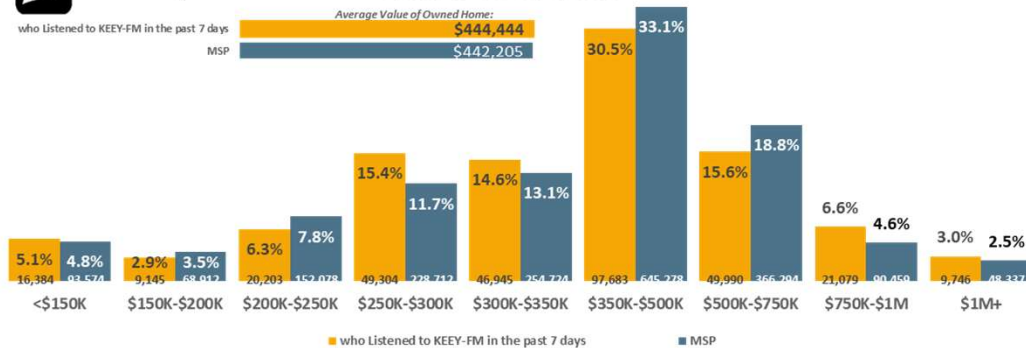
### Type of Home: Adults 18 or older



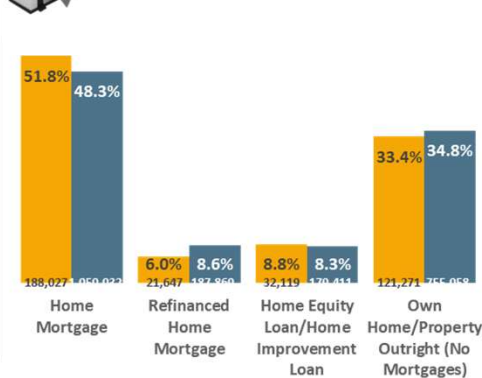
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



### Home Loans: Adults 18 or older



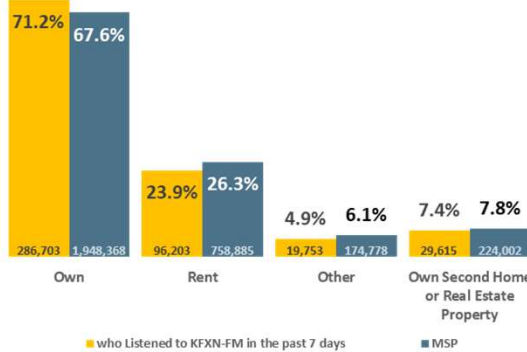




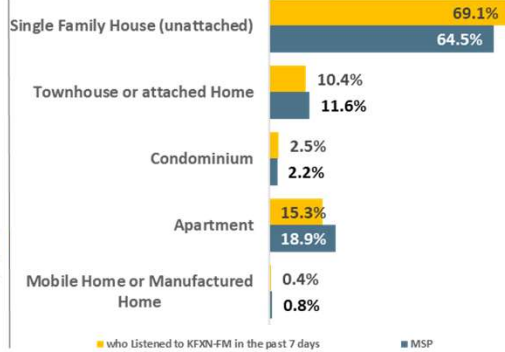
14.4% or 402,659 of MSP Metro Adults 18 or older Listened to KFXN-FM in the past 7 days. Adults 18 or older who Listened to KFXN-FM in the past 7 days are 5.3% more likely to own their home, 8.4% more likely to own a higher valued home, 7.1% more likely to have a single-family home, 8.6% less likely to have a dog.



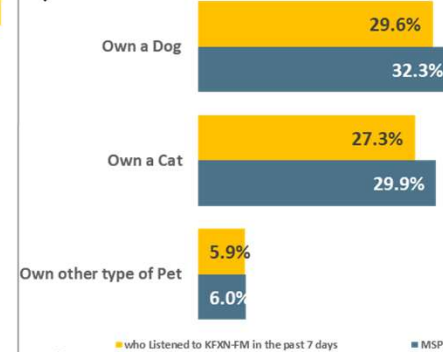
### Own/Rent/Other: Adults 18 or older



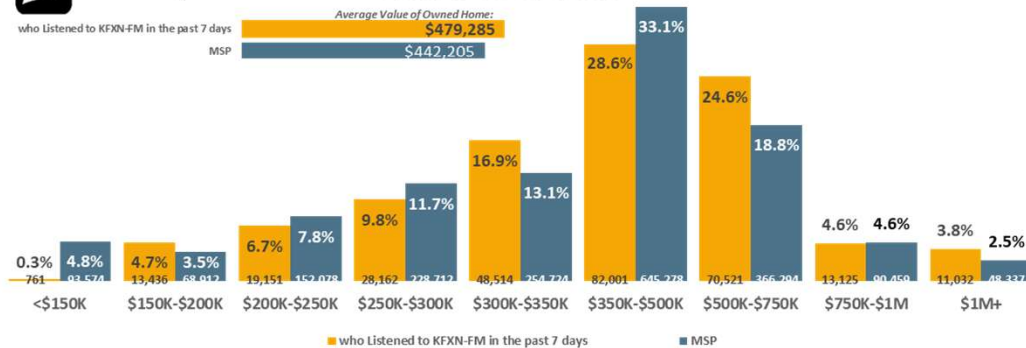
### Type of Home: Adults 18 or older



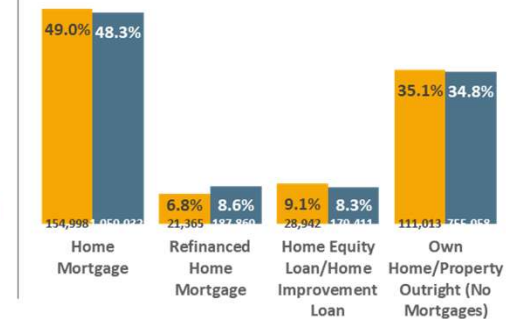
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



### Home Loans: Adults 18 or older

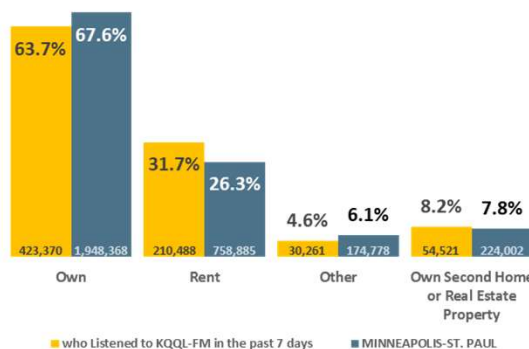




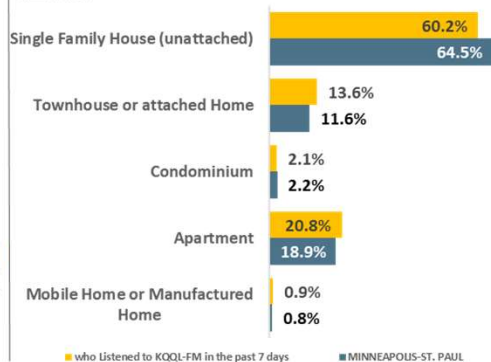
23.% or 664,119 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older Listened to KQQL-FM in the past 7 days. Adults 18 or older who Listened to KQQL-FM in the past 7 days are 5.7% less likely to own their home, .6% more likely to own a lower valued home, 6.8% less likely to have a single-family home, 4.5% less likely to have a dog.



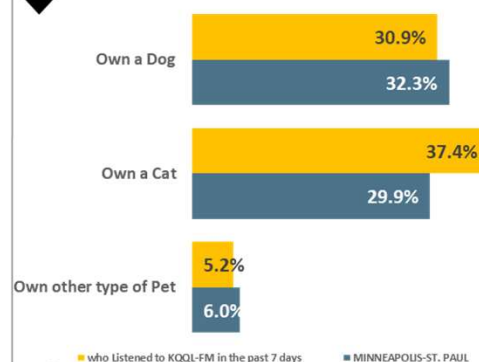
### Own/Rent/Other: Adults 18 or older



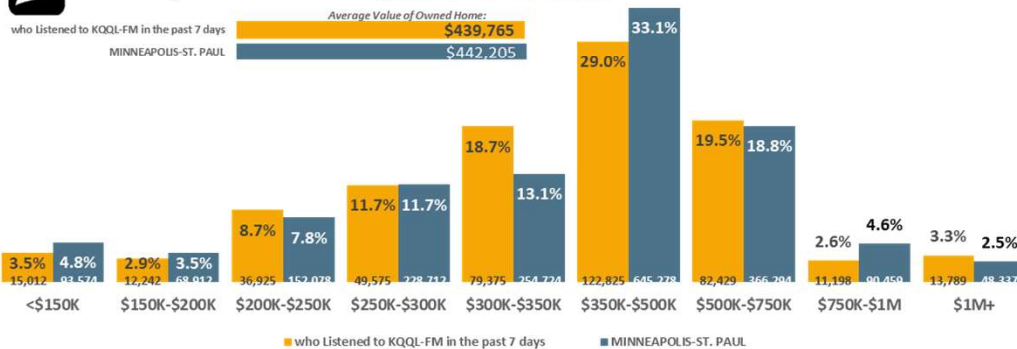
### Type of Home: Adults 18 or older



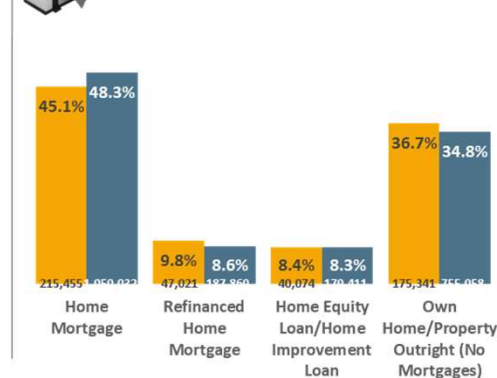
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



### Home Loans: Adults 18 or older

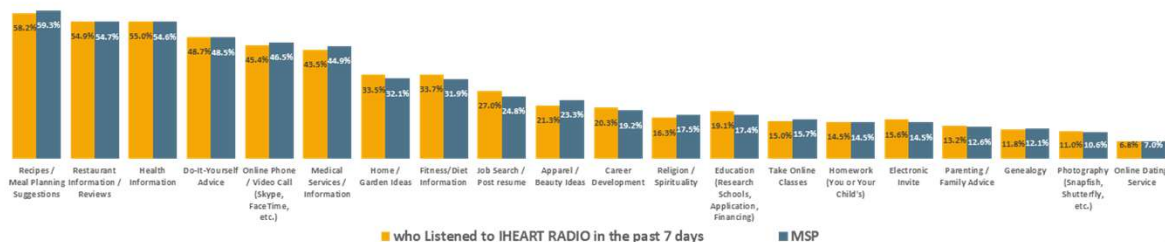




54.1% or 1,559,004 of MSP Metro Adults 18 or older Listened to IHEART RADIO in the past 7 days. Adults 18 or older who Listened to IHEART RADIO in the past 7 days are .4% more likely to look up D-I-Y advice online, 10.9% more likely to always vote in local elections, 16.6% more likely to belong to a gym, 4.8% more likely to fly domestic past yr.



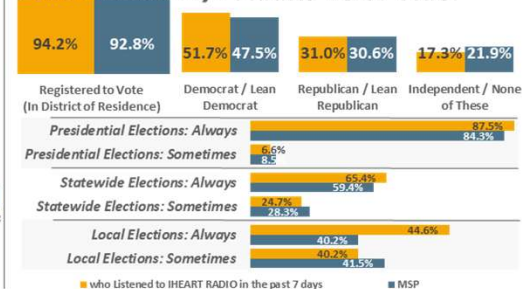
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



who Listened to IHEART RADIO in the past 7 days

MSP

### Political Activity: Adults 18 or older

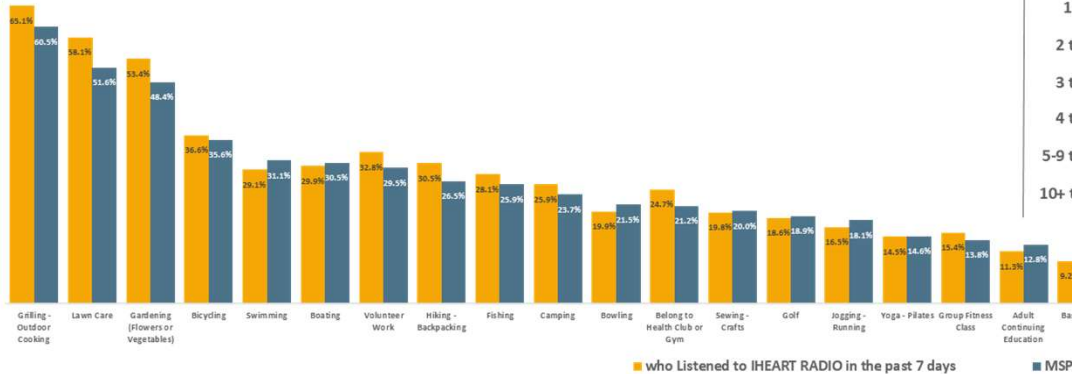


who Listened to IHEART RADIO in the past 7 days

MSP



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

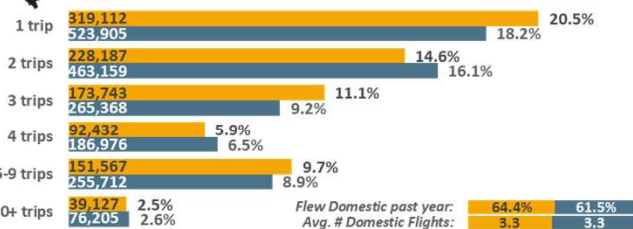


who Listened to IHEART RADIO in the past 7 days

MSP



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



Flew Domestic past year: 64.4%  
Avg. # Domestic Flights: 3.3

MSP Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 809

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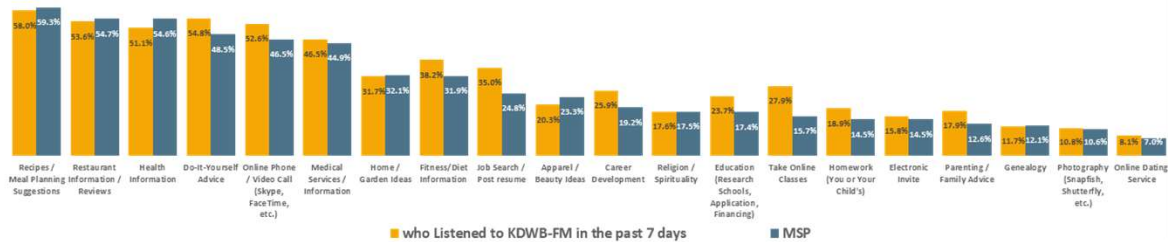
(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTL-AM)



15.1% or 434,216 of MSP Metro Adults 18 or older Listened to KDWB-FM in the past 7 days.  
Adults 18 or older who Listened to KDWB-FM in the past 7 days are 13.% more likely to look up D-I-Y advice online, 5.7% less likely to always vote in local elections, 40.5% more likely to belong to a gym, 19.% more likely to fly domestic past yr.



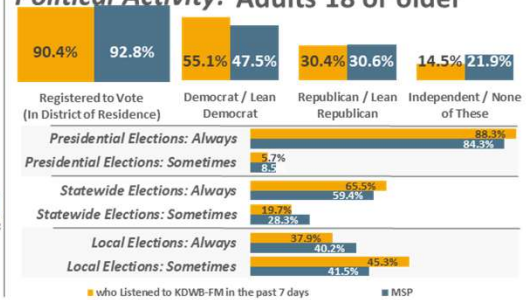
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



who Listened to KDWB-FM in the past 7 days

MSP

### Political Activity: Adults 18 or older

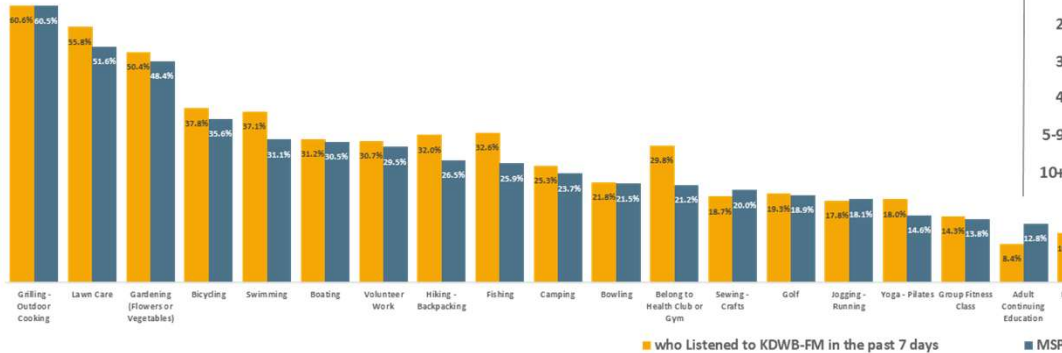


who Listened to KDWB-FM in the past 7 days

MSP



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

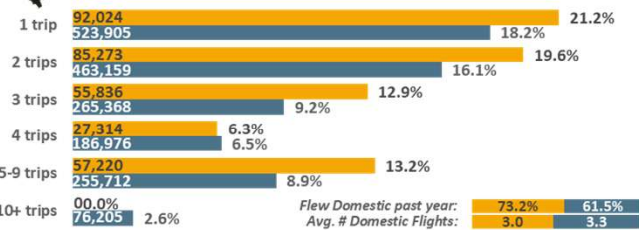


who Listened to KDWB-FM in the past 7 days

MSP



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



Flew Domestic past year:

Avg. # Domestic Flights:

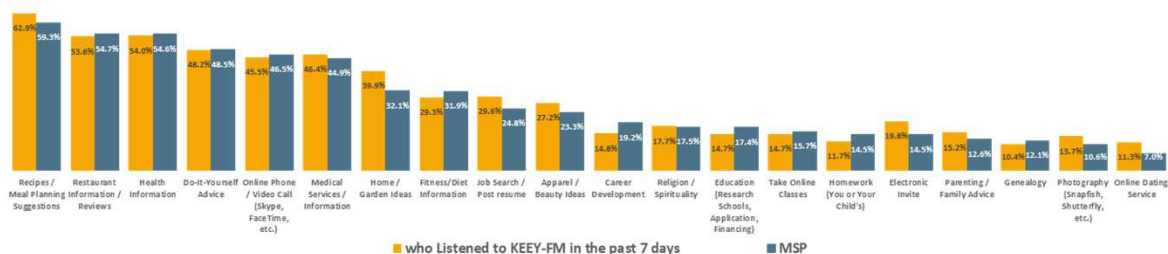




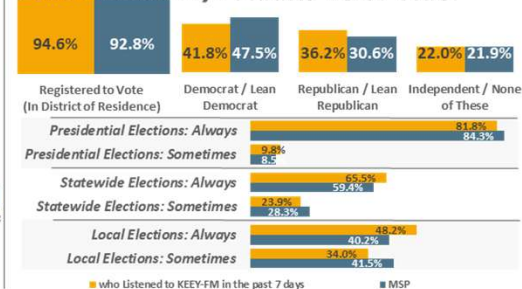
14.% or 403,390 of MSP Metro Adults 18 or older Listened to KEEY-FM in the past 7 days.  
 Adults 18 or older who Listened to KEEY-FM in the past 7 days are .6% less likely to look up D-I-Y advice online, 19.8% more likely to always vote in local elections, 12.7% more likely to belong to a gym, 1.3% less likely to fly domestic past yr.



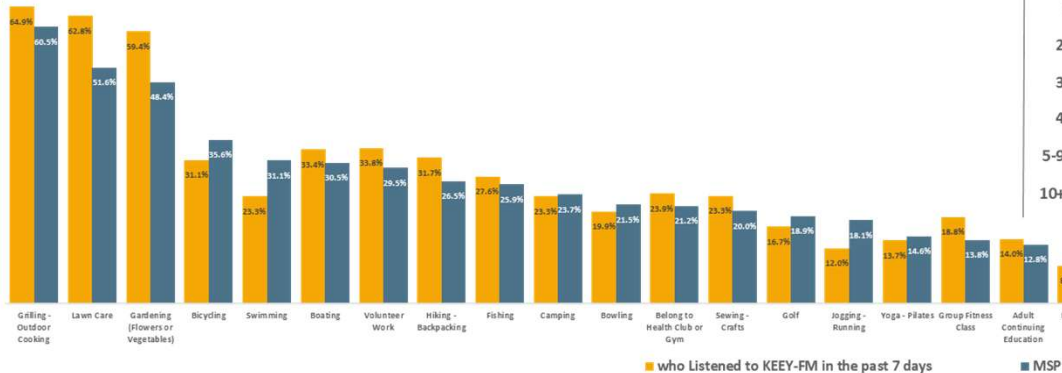
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



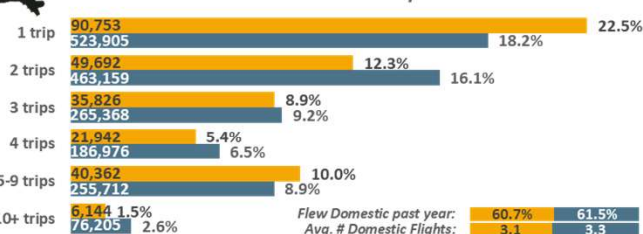
### Political Activity: Adults 18 or older



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



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



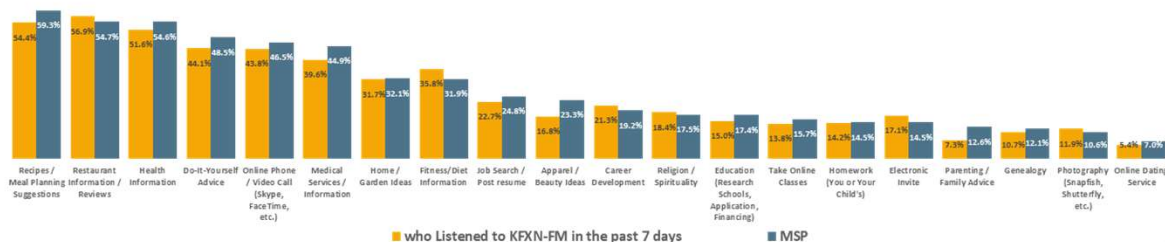
Flew Domestic past year: 60.7% vs 61.5%  
 Avg. # Domestic Flights: 3.1 vs 3.3



14.% or 402,659 of MSP Metro Adults 18 or older Listened to KFXN-FM in the past 7 days.  
Adults 18 or older who Listened to KFXN-FM in the past 7 days are 9.% less likely to look up D-I-Y advice online, 18.7% more likely to always vote in local elections, 26.9% more likely to belong to a gym, 8.2% more likely to fly domestic past yr.



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

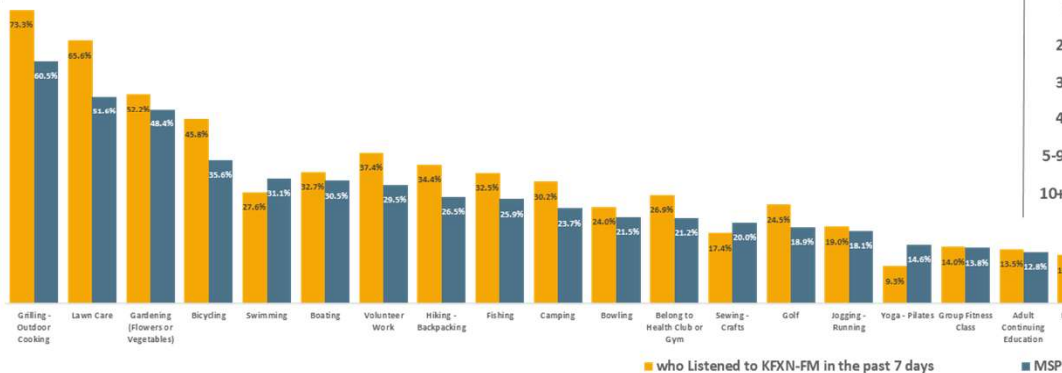


who Listened to KFXN-FM in the past 7 days

MSP



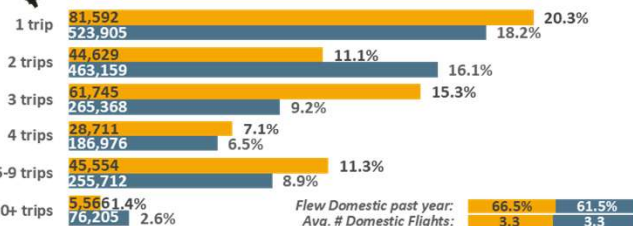
### Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



who Listened to KFXN-FM in the past 7 days



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



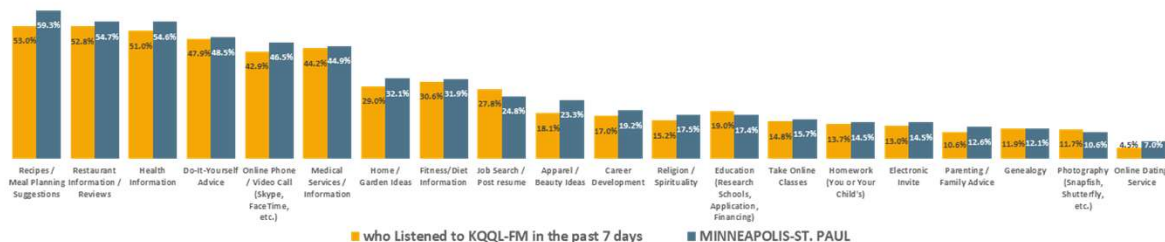
Flew Domestic past year: 66.5%  
Avg. # Domestic Flights: 3.3



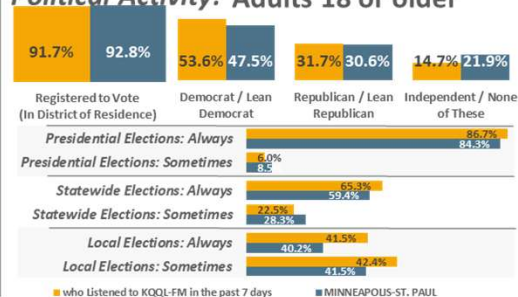
23.% or 664,119 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older Listened to KQQL-FM in the past 7 days. Adults 18 or older who Listened to KQQL-FM in the past 7 days are 1.3% less likely to look up D-I-Y advice online, 3.2% more likely to always vote in local elections, 2.6% less likely to belong to a gym, .1% less likely to fly domestic past yr.



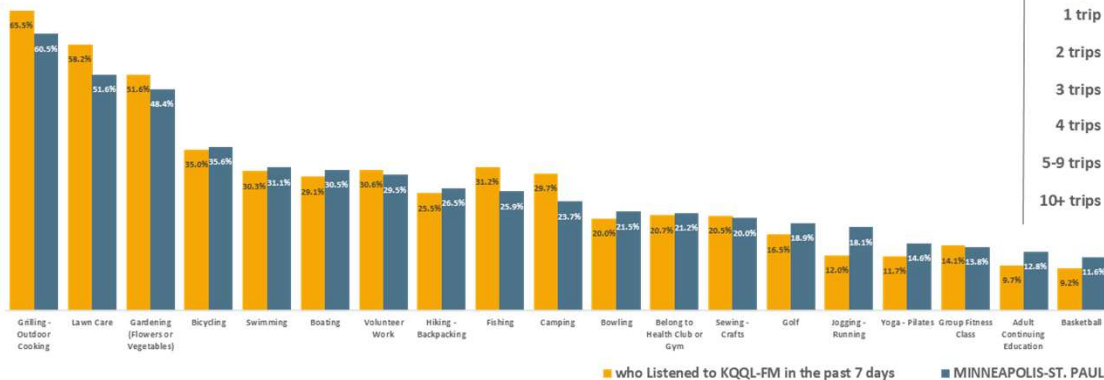
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



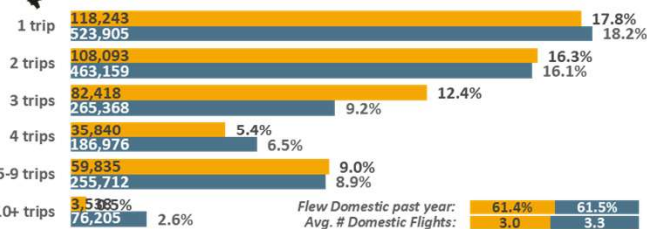
### Political Activity: Adults 18 or older



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



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

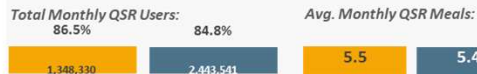
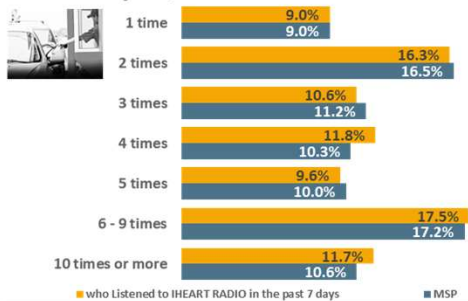


Flew Domestic past year: 61.4%  
Avg. # Domestic Flights: 3.0

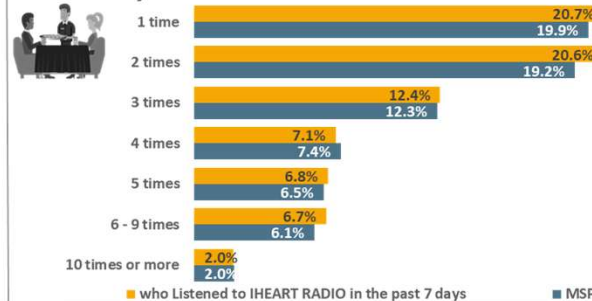


54.1% or 1,559,004 of MSP Metro Adults 18 or older Listened to IHEART RADIO in the past 7 days. Adults 18 or older who Listened to IHEART RADIO in the past 7 days are 2.% more likely to use QSRs past mo., 4.1% more likely to use Sit-Down Restaurants past mo., 4.4% more likely to use Casinos past yr., 20.2% more likely to smoke cigarettes.

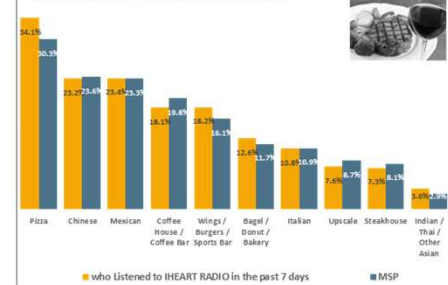
### Past 30-days QSR Users: Adults 18 or older



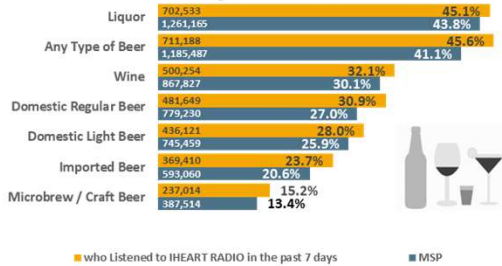
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



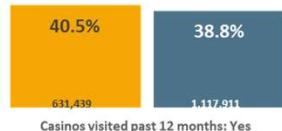
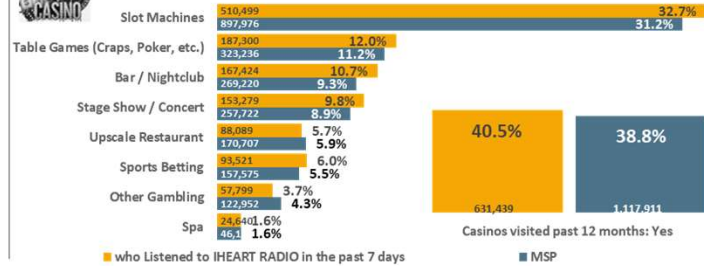
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



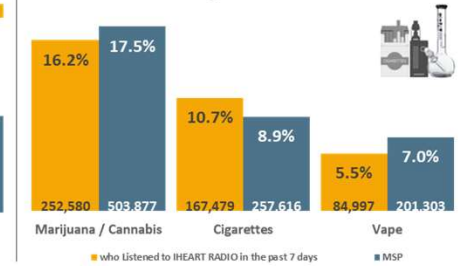
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



### Used Past 30-days: Adults 18 or older

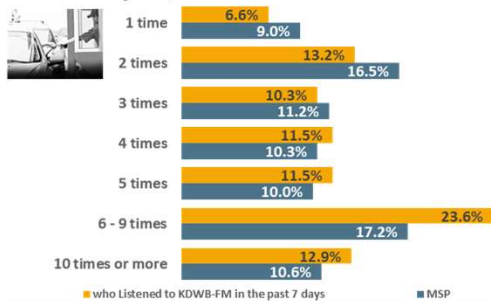






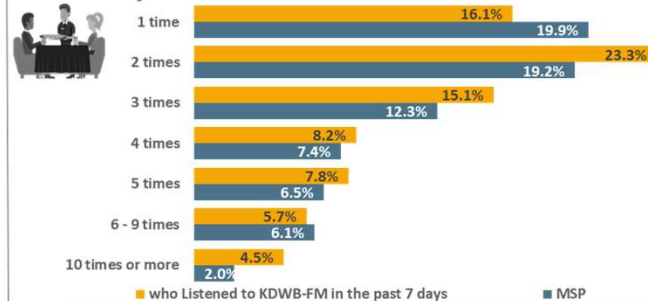
15.1% or 434,216 of MSP Metro Adults 18 or older Listened to KDWB-FM in the past 7 days.  
Adults 18 or older who Listened to KDWB-FM in the past 7 days are 5.6% more likely to use QSRs past mo.,  
10.% more likely to use Sit-Down Restaurants past mo., 3.% more likely to use Casinos past yr., 22.2% more likely to smoke cigarettes.

### Past 30-days QSR Users: Adults 18 or older



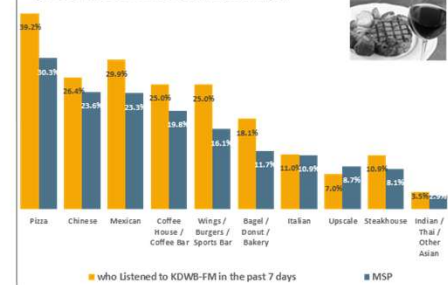
Total Monthly QSR Users: 89.5%  
Avg. Monthly QSR Meals: 6.0

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



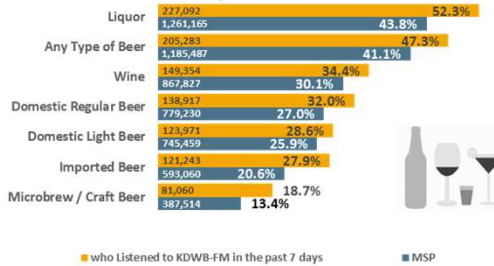
Total Monthly Sit-Down Restaurant Users: 80.7%  
Avg. Monthly Sit-Down Restaurant Meals: 3.6

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

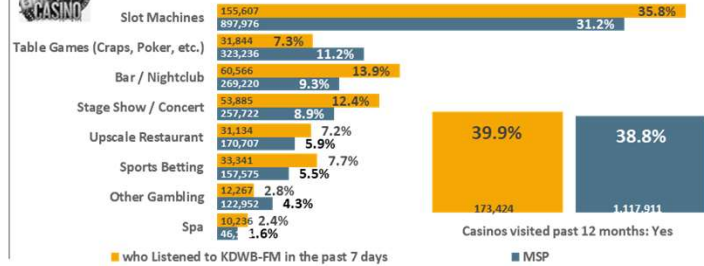


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)  
who Listened to KDWB-FM in the past 7 days: 102,101 (23.5%)  
MSP: 461,162 (16.0%)

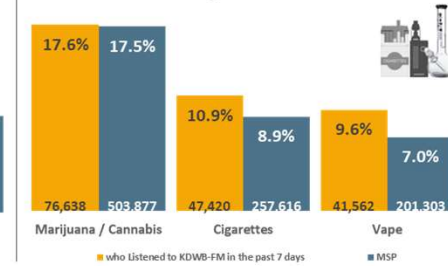
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



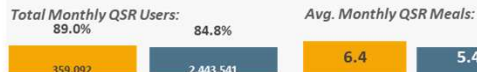
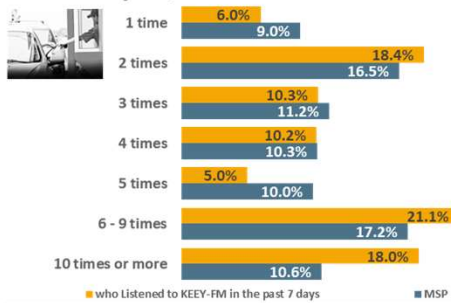
### Used Past 30-days: Adults 18 or older



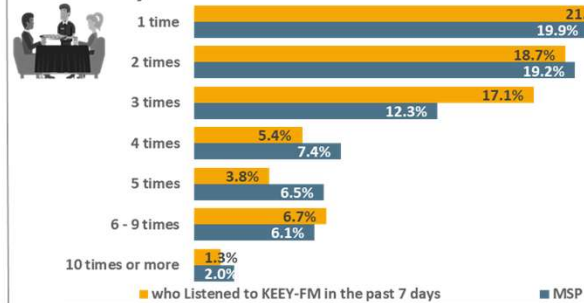


14.% or 403,390 of MSP Metro Adults 18 or older Listened to KEEY-FM in the past 7 days.  
 Adults 18 or older who Listened to KEEY-FM in the past 7 days are 5.% more likely to use QSRs past mo.,  
 1.4% more likely to use Sit-Down Restaurants past mo., 11.% more likely to use Casinos past yr., 7.4% more likely to smoke cigarettes.

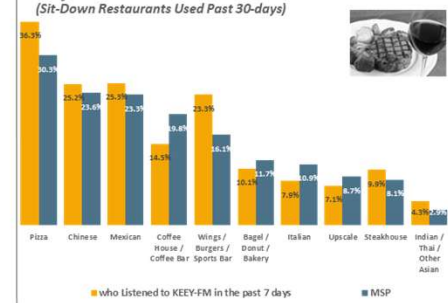
### Past 30-days QSR Users: Adults 18 or older



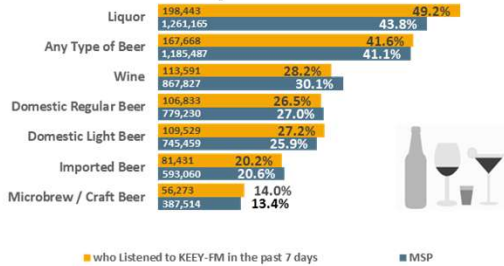
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



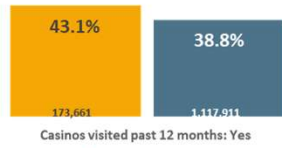
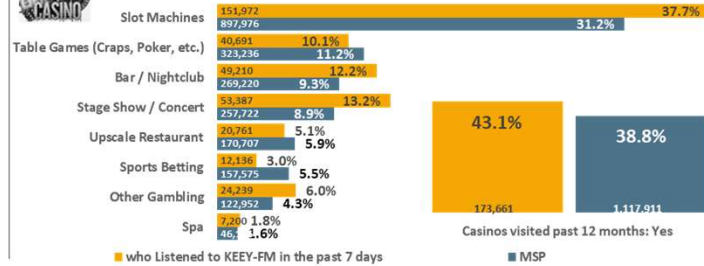
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



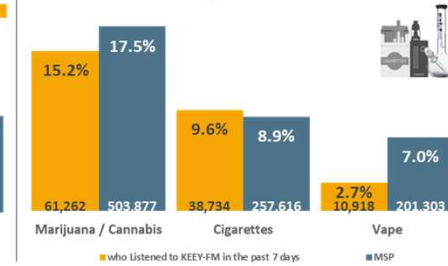
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



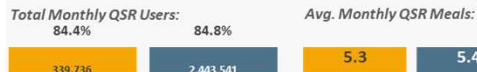
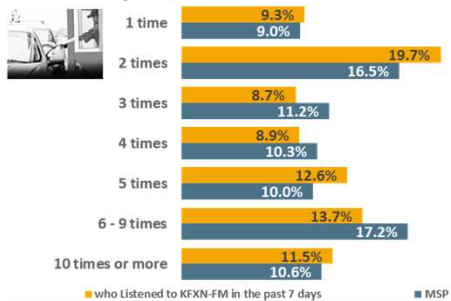
### Used Past 30-days: Adults 18 or older



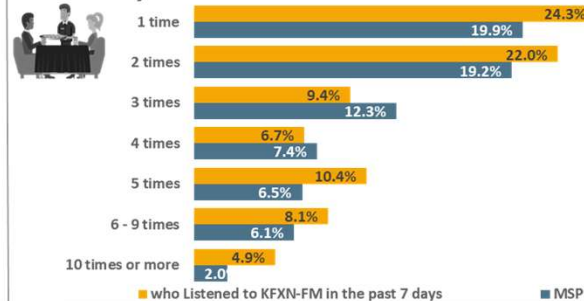


14.4% or 402,659 of MSP Metro Adults 18 or older Listened to KFXN-FM in the past 7 days.  
 Adults 18 or older who Listened to KFXN-FM in the past 7 days are .5% less likely to use QSRs past mo., 17.2% more likely to use Sit-Down Restaurants past mo., 23.2% more likely to use Casinos past yr., 10.6% more likely to smoke cigarettes.

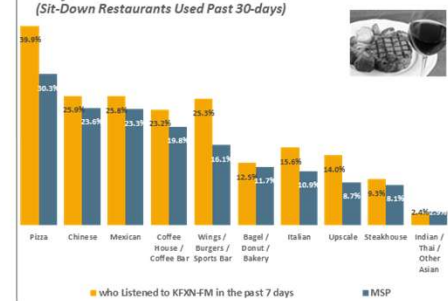
### Past 30-days QSR Users: Adults 18 or older



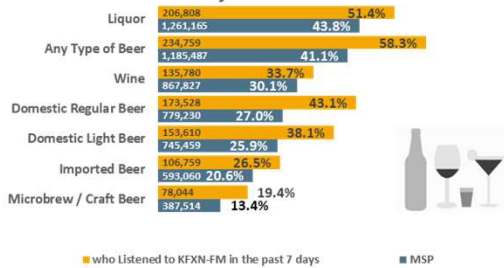
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



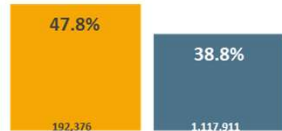
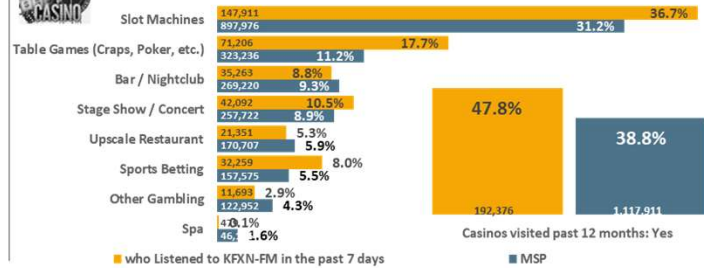
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



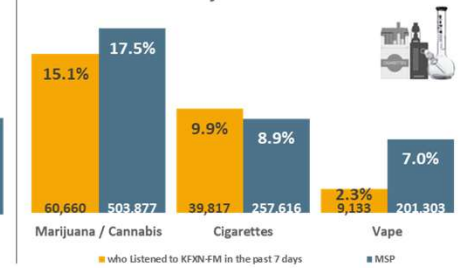
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



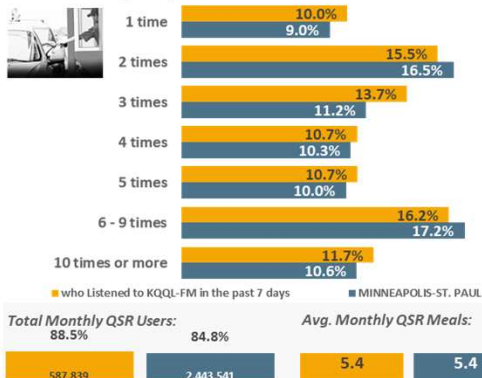
### Used Past 30-days: Adults 18 or older



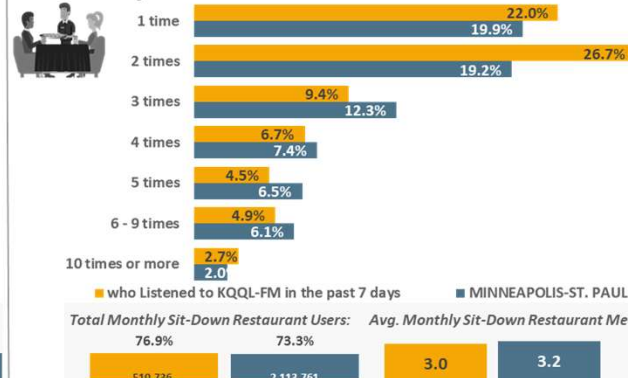


23.3% or 664,119 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older Listened to KQQL-FM in the past 7 days. Adults 18 or older who Listened to KQQL-FM in the past 7 days are 4.4% more likely to use QSRs past mo., 4.9% more likely to use Sit-Down Restaurants past mo., 2.3% less likely to use Casinos past yr., 23.3% more likely to smoke cigarettes.

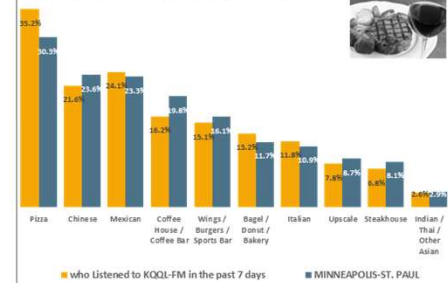
### Past 30-days QSR Users: Adults 18 or older



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

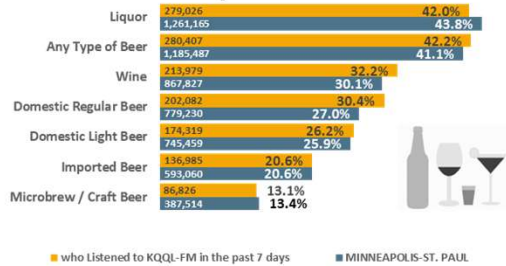


### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

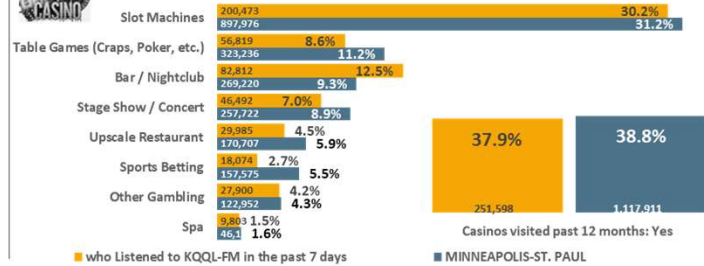


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)  
 who Listened to KQQL-FM in the past 7 days: 130,834 (19.7%)  
 MINNEAPOLIS-ST. PAUL: 461,162 (16.0%)

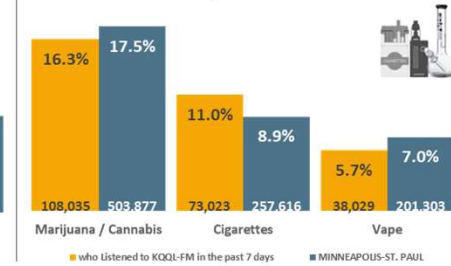
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



### Used Past 30-days: Adults 18 or older







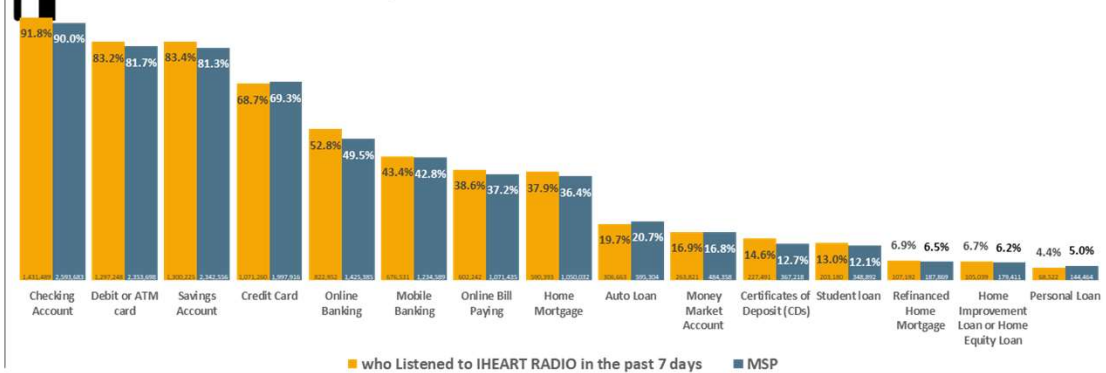
54.1% or 1,559,004 of MSP Metro Adults 18 or older Listened to IHEART RADIO in the past 7 days.  
Adults 18 or older who Listened to IHEART RADIO in the past 7 days are 8.% more likely to have a 401K, 4.8% less likely to have an Auto Loan, 24.6% more likely to Invest/Trade Stocks Online, 6.9% more likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



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



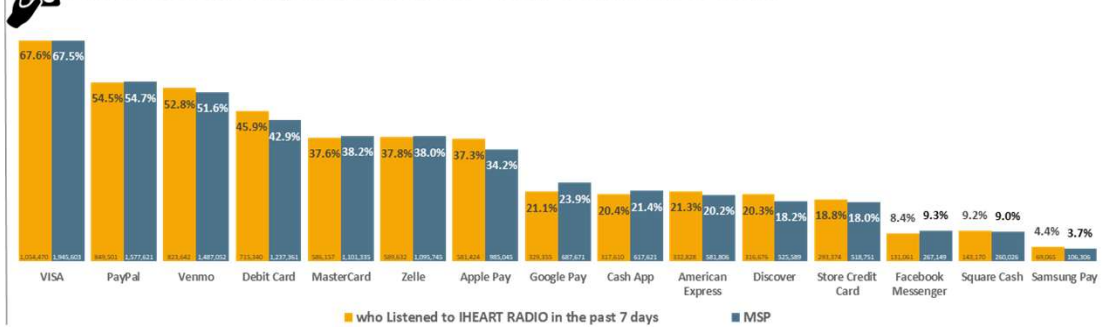
### Professional Services Used\*: Adults 18 or older



(\*Past 12 Months)



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

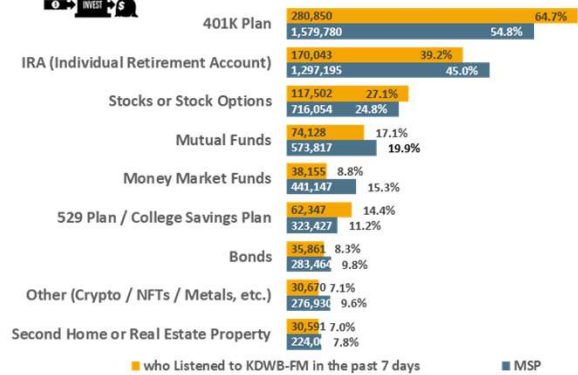




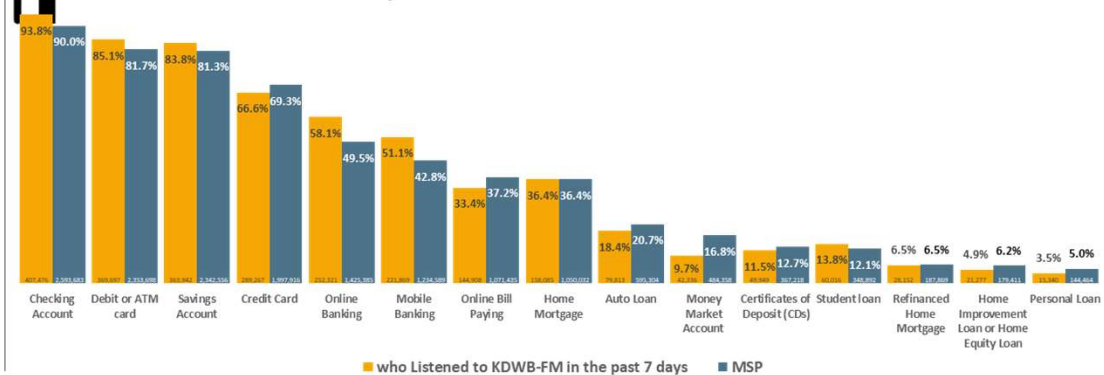
15.1% or 434,216 of MSP Metro Adults 18 or older Listened to KDWB-FM in the past 7 days. Adults 18 or older who Listened to KDWB-FM in the past 7 days are 18.% more likely to have a 401K, 11.% less likely to have an Auto Loan, 51.4% more likely to Invest/Trade Stocks Online, 11.1% more likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



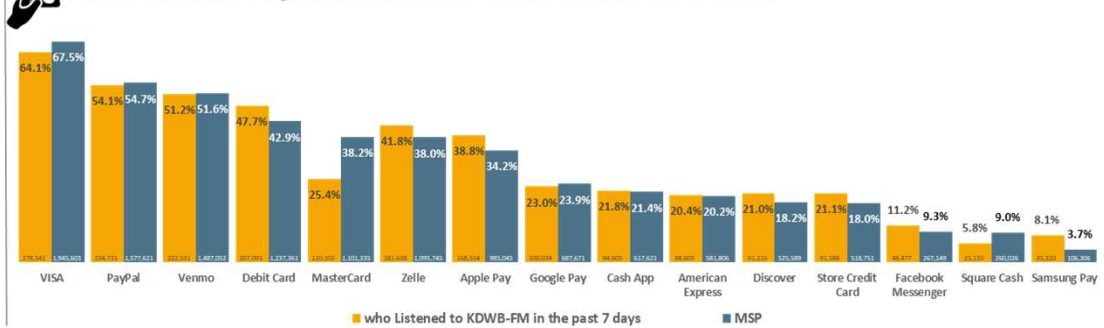
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older



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





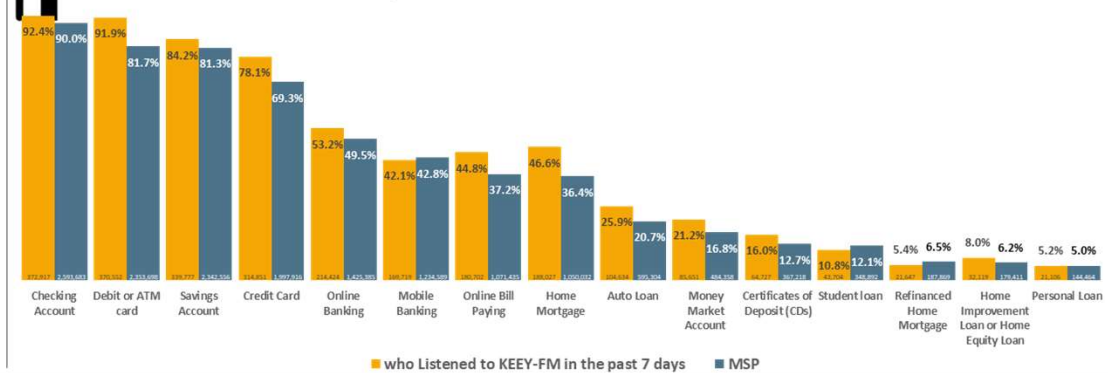
14.4% or 403,390 of MSP Metro Adults 18 or older Listened to KEEY-FM in the past 7 days.  
 Adults 18 or older who Listened to KEEY-FM in the past 7 days are 13.4% more likely to have a 401K, 25.6% more likely to have an Auto Loan, 17.0% more likely to Invest/Trade Stocks Online, 15.1% more likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



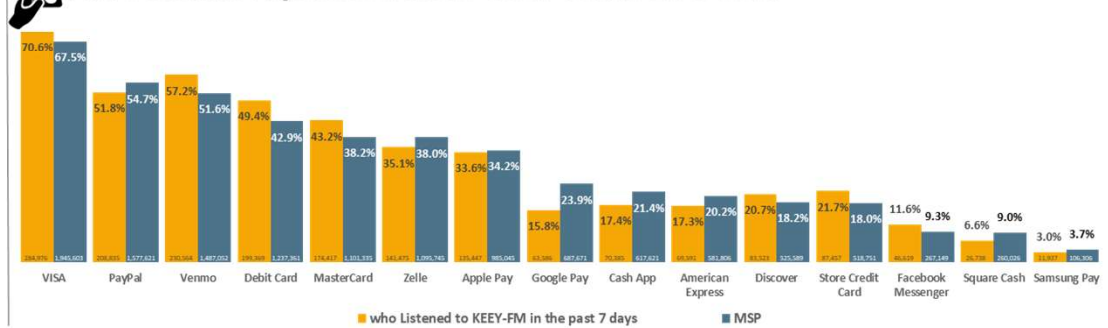
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older



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





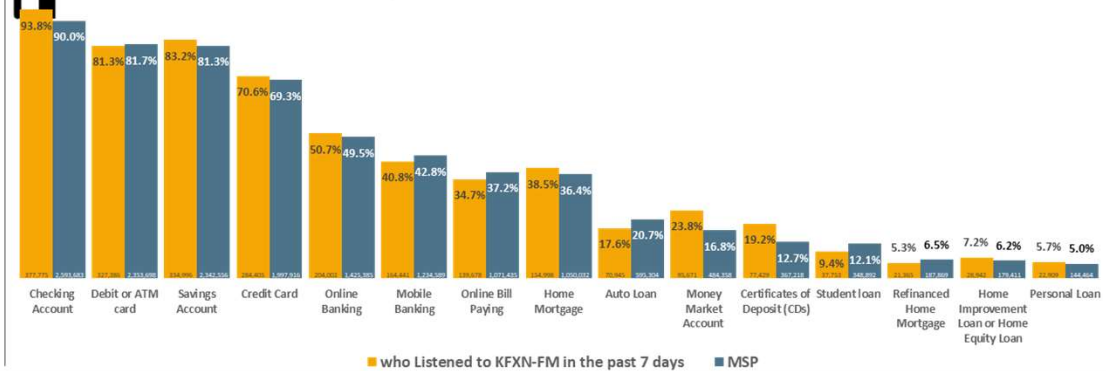
14.1% or 402,659 of MSP Metro Adults 18 or older Listened to KFXN-FM in the past 7 days. Adults 18 or older who Listened to KFXN-FM in the past 7 days are 12.9% more likely to have a 401K, 14.7% less likely to have an Auto Loan, 17.5% more likely to Invest/Trade Stocks Online, 10.6% more likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



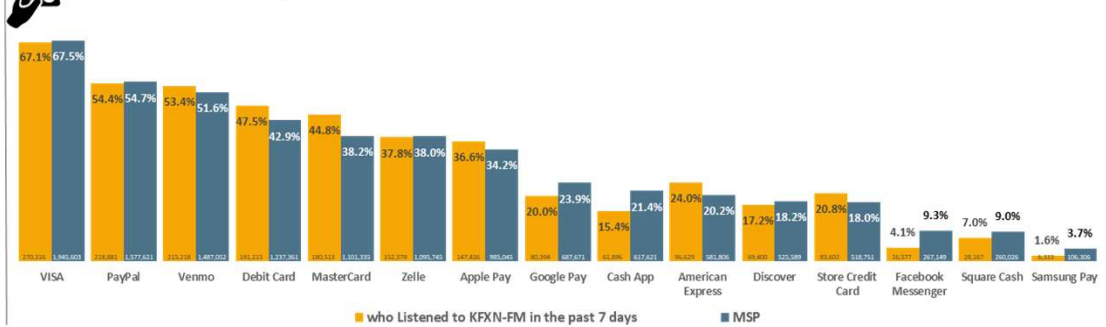
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older



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







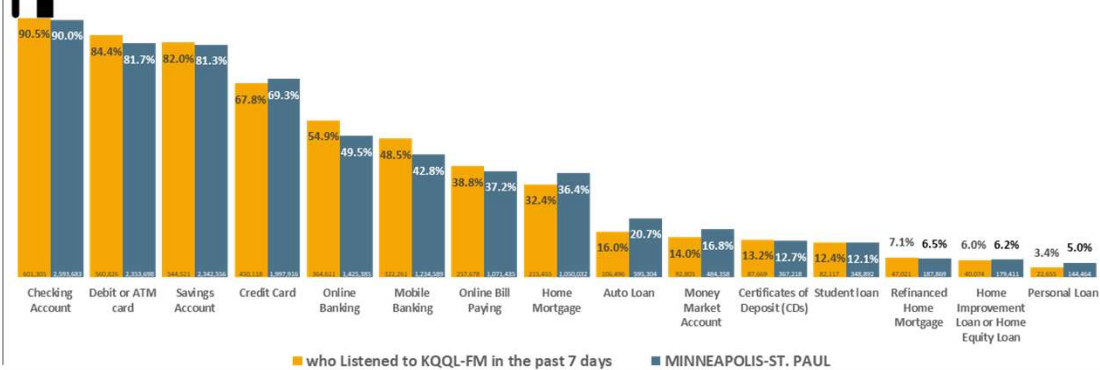
23.3% or 664,119 of MINNEAPOLIS-ST. PAUL Metro Adults 18 or older Listened to KQQL-FM in the past 7 days. Adults 18 or older who Listened to KQQL-FM in the past 7 days are 1.6% more likely to have a 401K, 22.4% less likely to have an Auto Loan, 26.6% more likely to Invest/Trade Stocks Online, 4.3% more likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



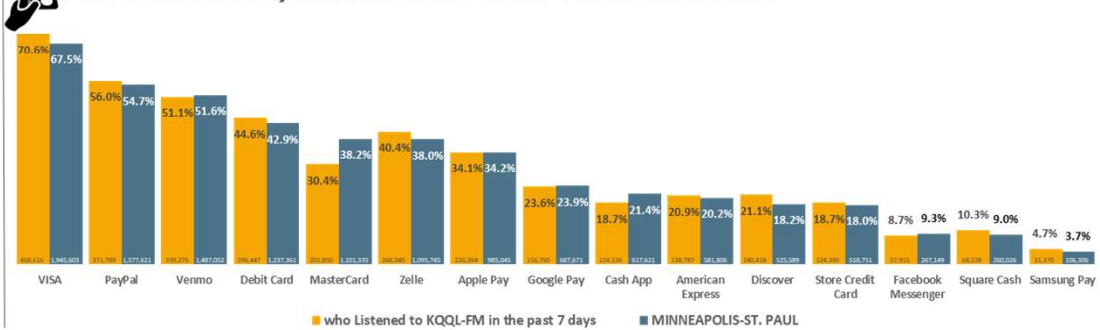
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older



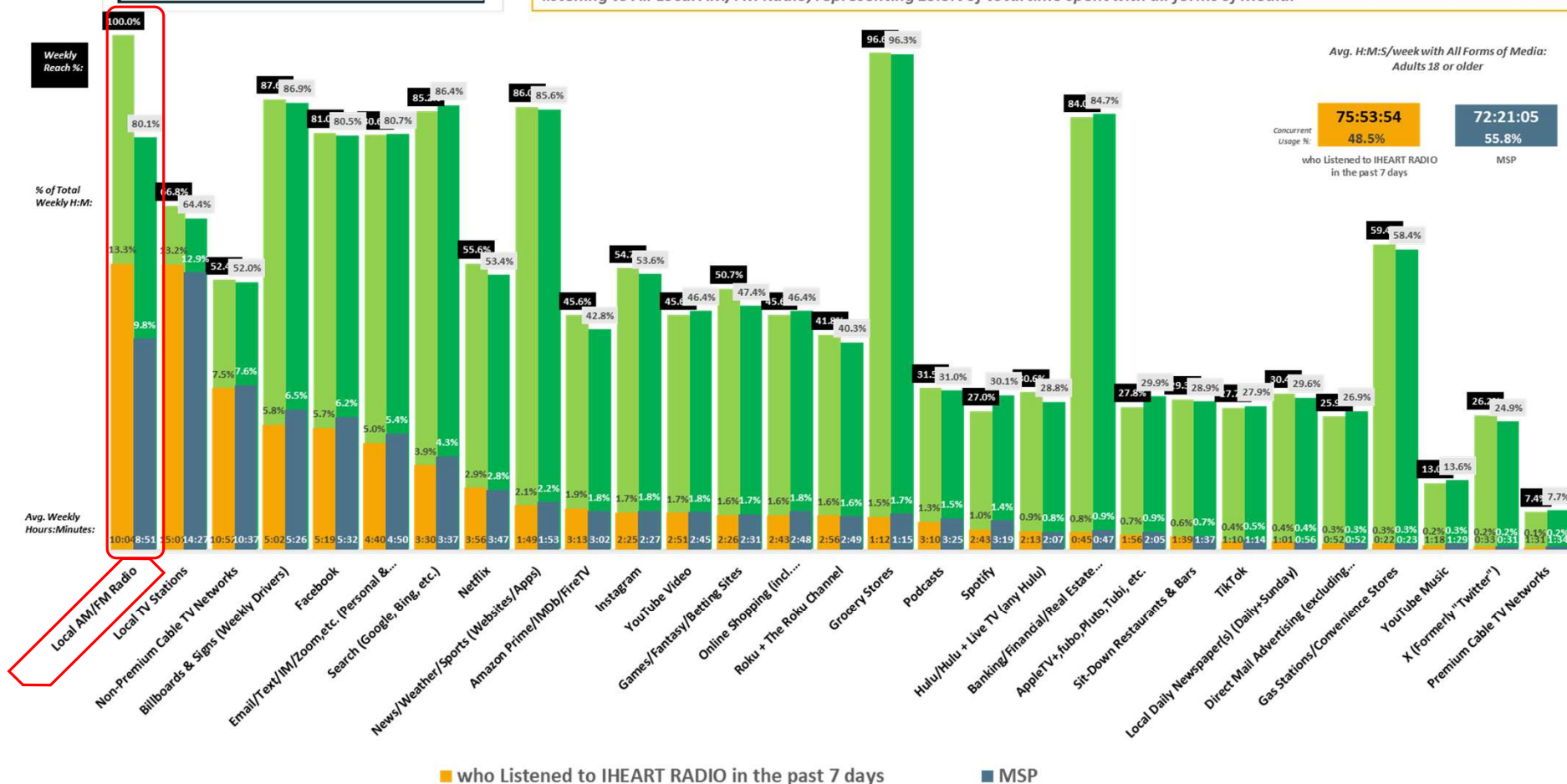
### Past 3-Months Payment Methods Used: Adults 18 or older





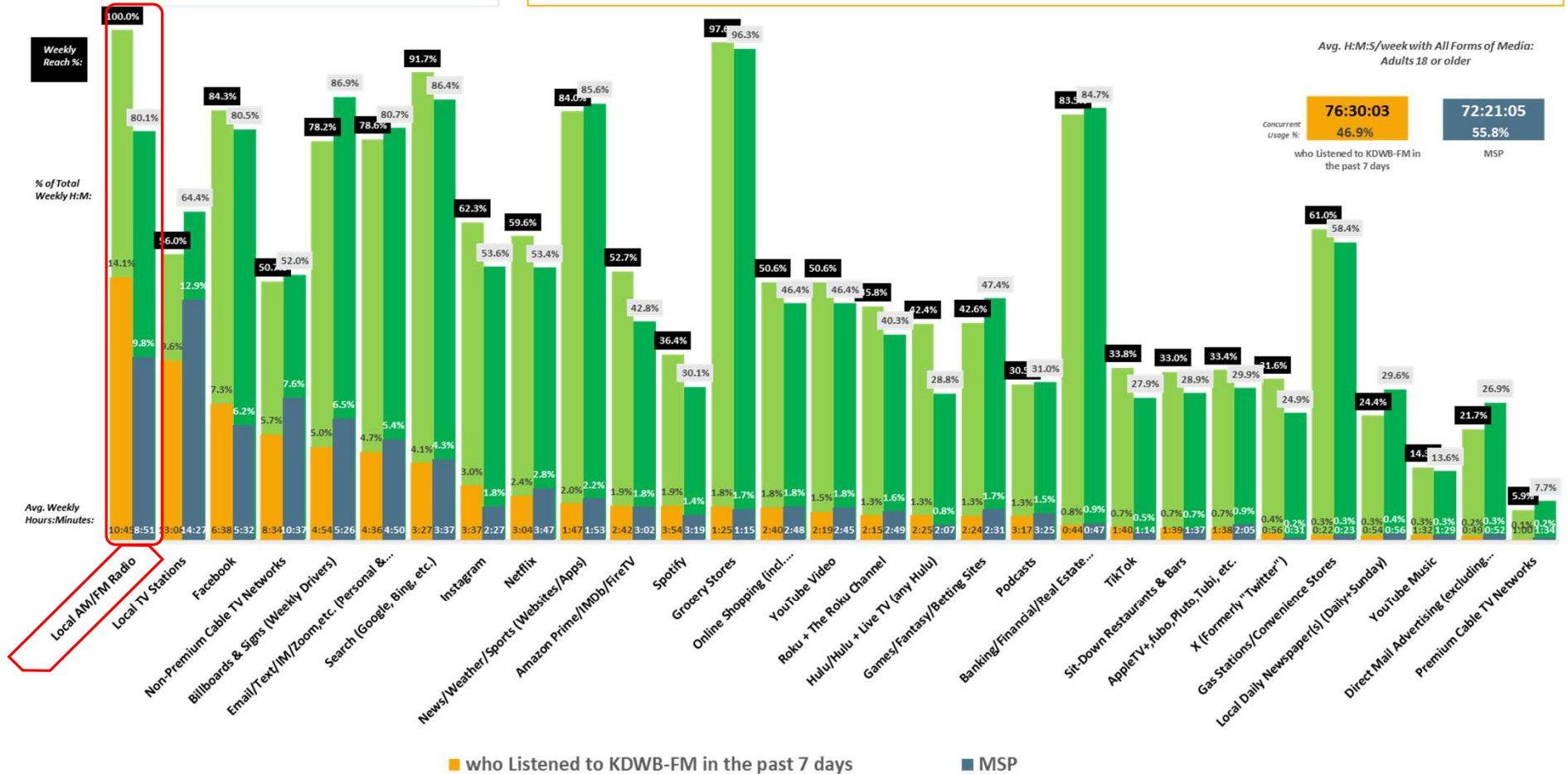
Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an average of 3 days, 3 hours, 53 minutes and 54 seconds each week with All Forms of Media.

100.% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an avg. of 10 hours and 4 minutes each week listening to All Local AM/FM Radio, representing 13.3% of total time spent with all forms of Media.





Adults 18 or older who Listened to KDWB-FM in the past 7 days spend an average of 3 days, 4 hours, 30 minutes and 3 seconds each week with All Forms of Media.  
100.% of Adults 18 or older who Listened to KDWB-FM in the past 7 days spend an avg. of 10 hours and 45 minutes each week listening to All Local AM/FM Radio, representing 14.1% of total time spent with all forms of Media.



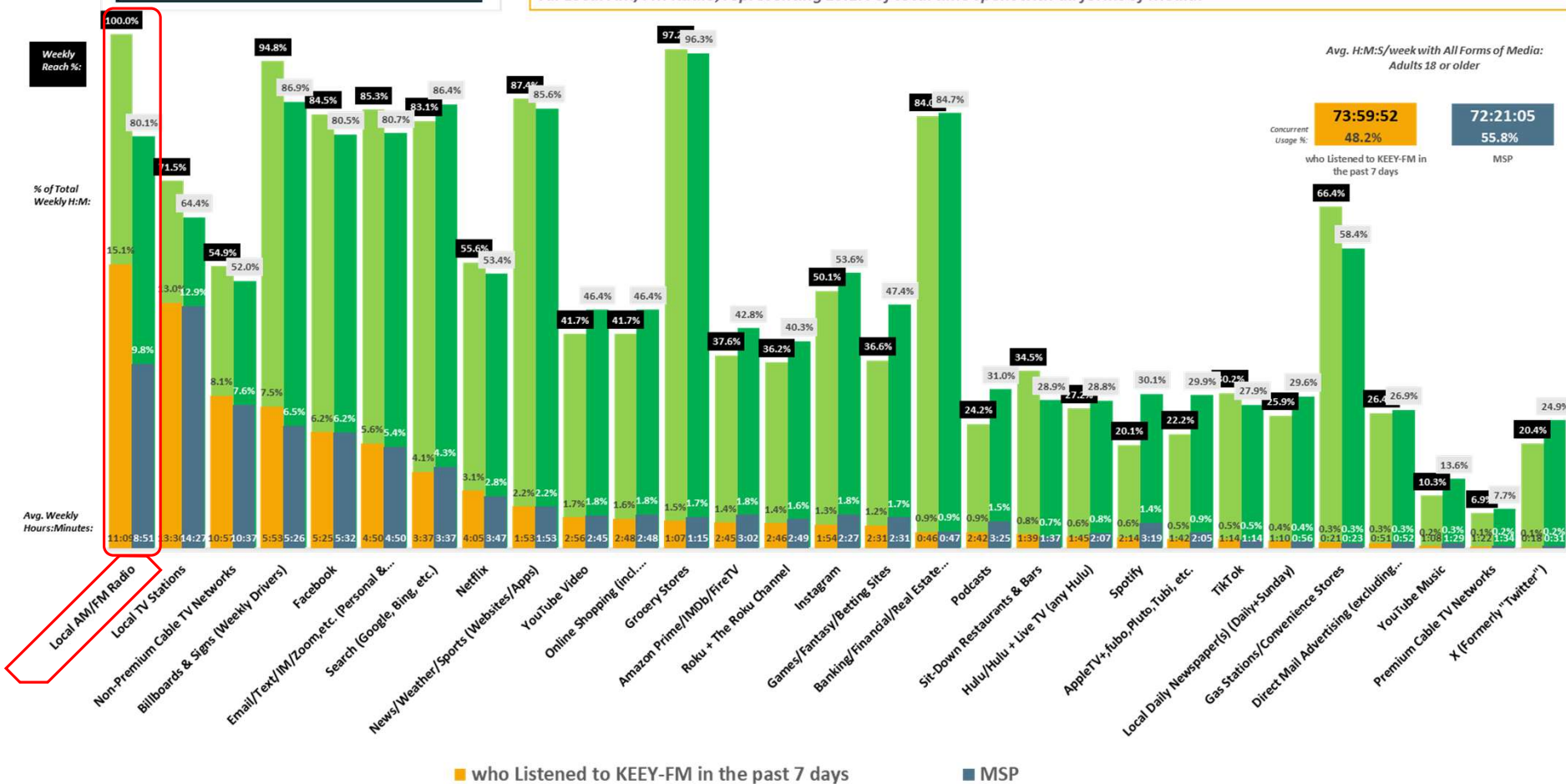
Avg. H:M:S/week with All Forms of Media:  
Adults 18 or older

76:30:03  
46.9%  
who Listened to KDWB-FM in the past 7 days

72:21:05  
55.8%  
MSP



Adults 18 or older who Listened to KEEY-FM in the past 7 days spend an average of 3 days, 1 hours, 59 minutes and 52 seconds each week with All Forms of Media.  
 100.% of Adults 18 or older who Listened to KEEY-FM in the past 7 days spend an avg. of 11 hours and 9 minutes each week listening to All Local AM/FM Radio, representing 15.1% of total time spent with all forms of Media.



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

73:59:52  
48.2%  
who Listened to KEEY-FM in the past 7 days

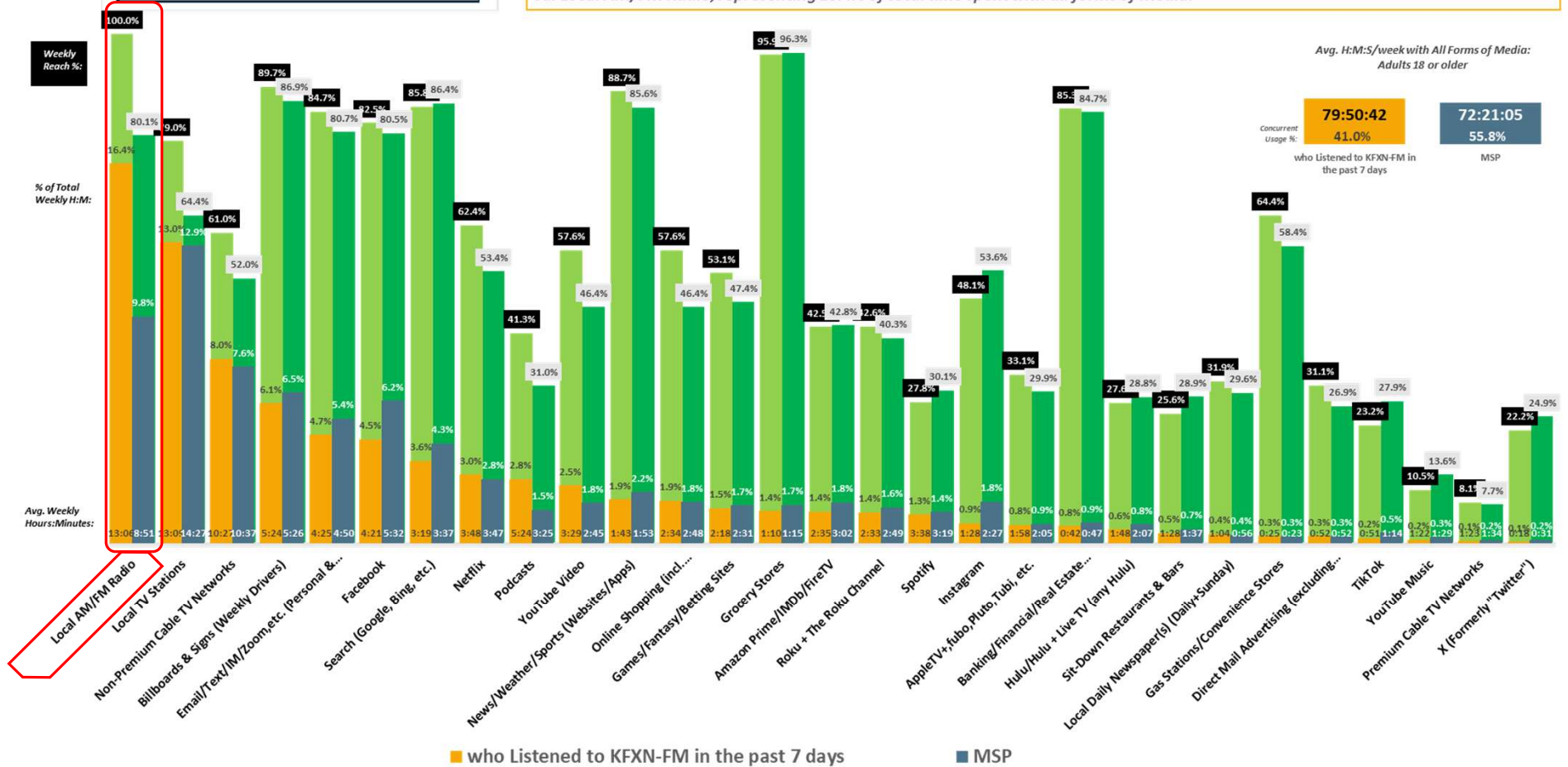
72:21:05  
55.8%  
MSP





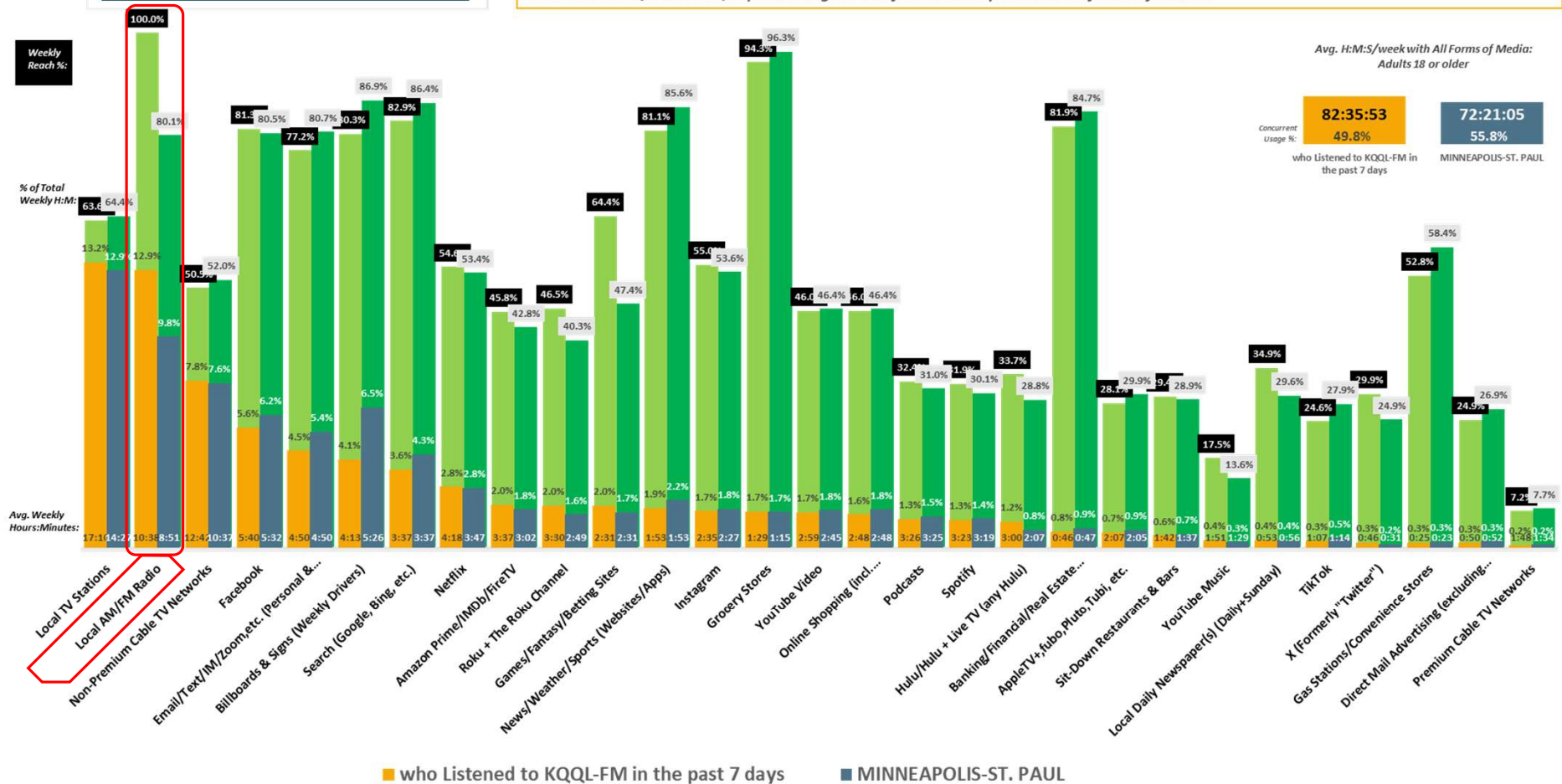
Adults 18 or older who Listened to KFXN-FM in the past 7 days spend an average of 3 days, 7 hours, 50 minutes and 42 seconds each week with All Forms of Media.

100.% of Adults 18 or older who Listened to KFXN-FM in the past 7 days spend an avg. of 13 hours and 6 minutes each week listening to All Local AM/FM Radio, representing 16.4% of total time spent with all forms of Media.





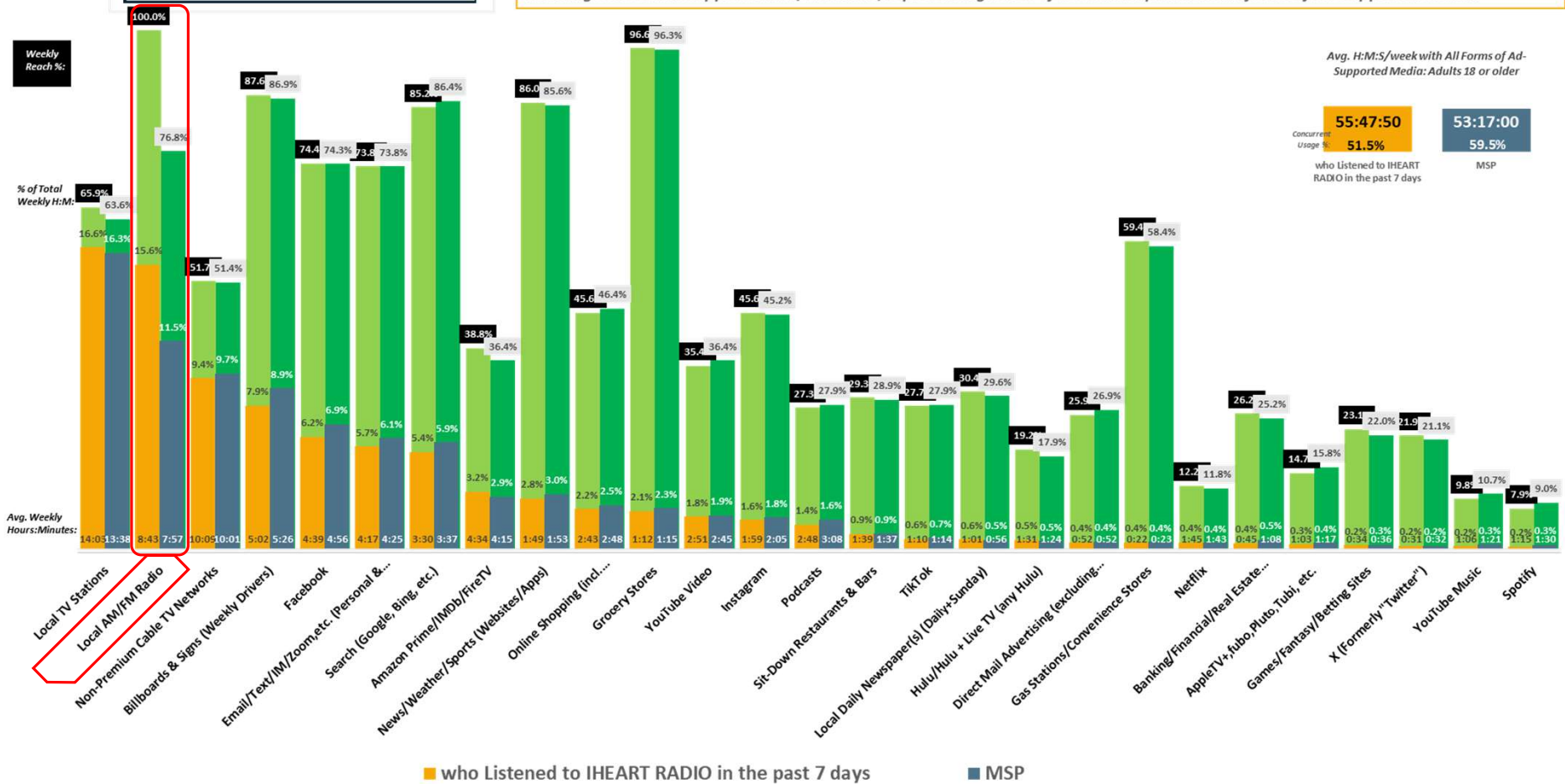
Adults 18 or older who Listened to KQQL-FM in the past 7 days spend an average of 3 days, 10 hours, 35 minutes and 53 seconds each week with All Forms of Media.  
 100.% of Adults 18 or older who Listened to KQQL-FM in the past 7 days spend an avg. of 10 hours and 38 minutes each week listening to All Local AM/FM Radio, representing 12.9% of total time spent with all forms of Media.





Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an average of 2 days, 7 hours, 47 minutes and 50 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an avg. of 8 hours and 43 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.6% of total time spent with all forms of Ad-Supported Media.



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MINNEAPOLIS-ST. PAUL Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab



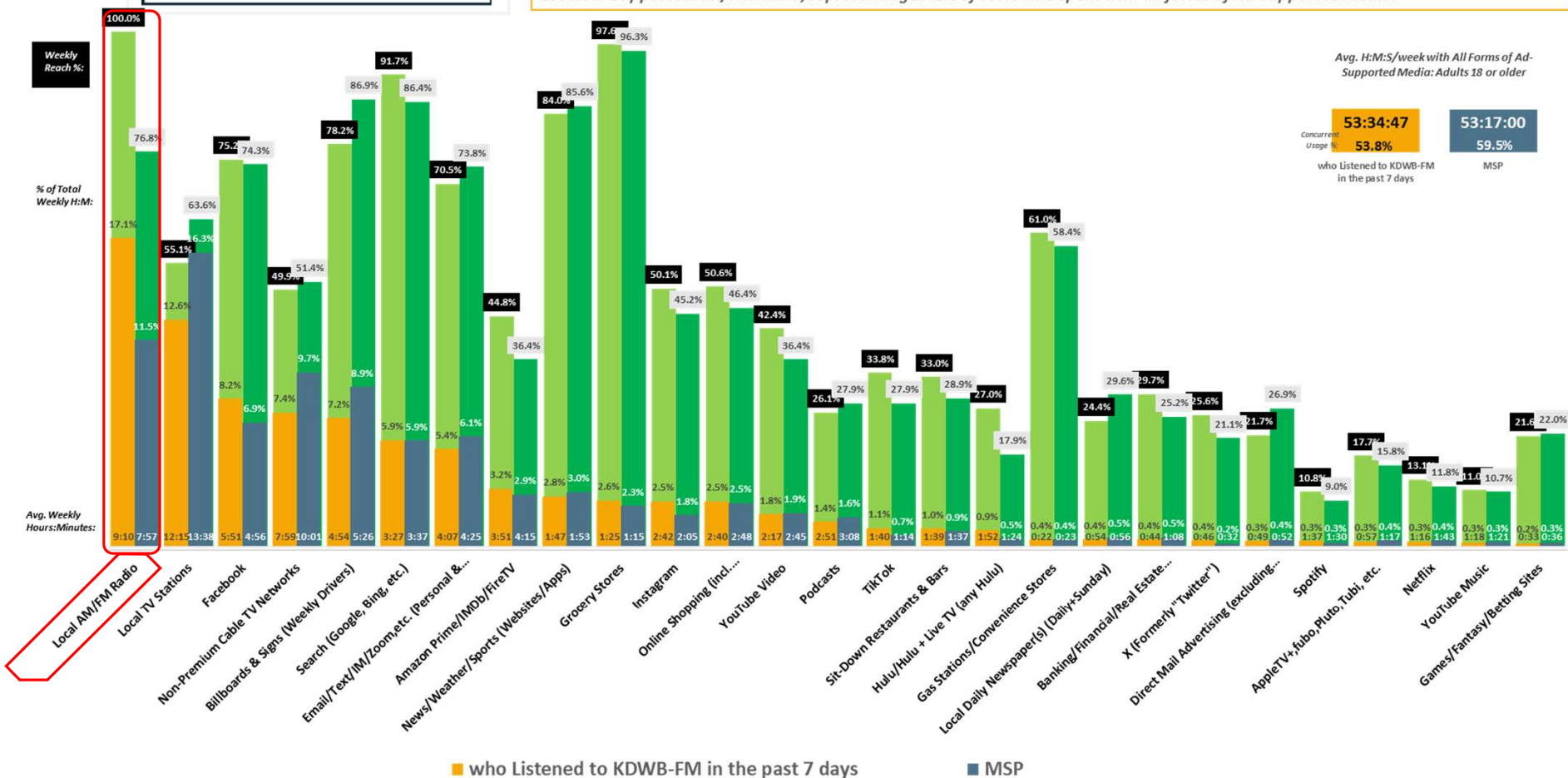
Share of Everything  
for Anything.

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



Adults 18 or older who Listened to KDWB-FM in the past 7 days spend an average of 2 days, 5 hours, 34 minutes and 47 seconds each week with All Forms of Ad-Supported Media.

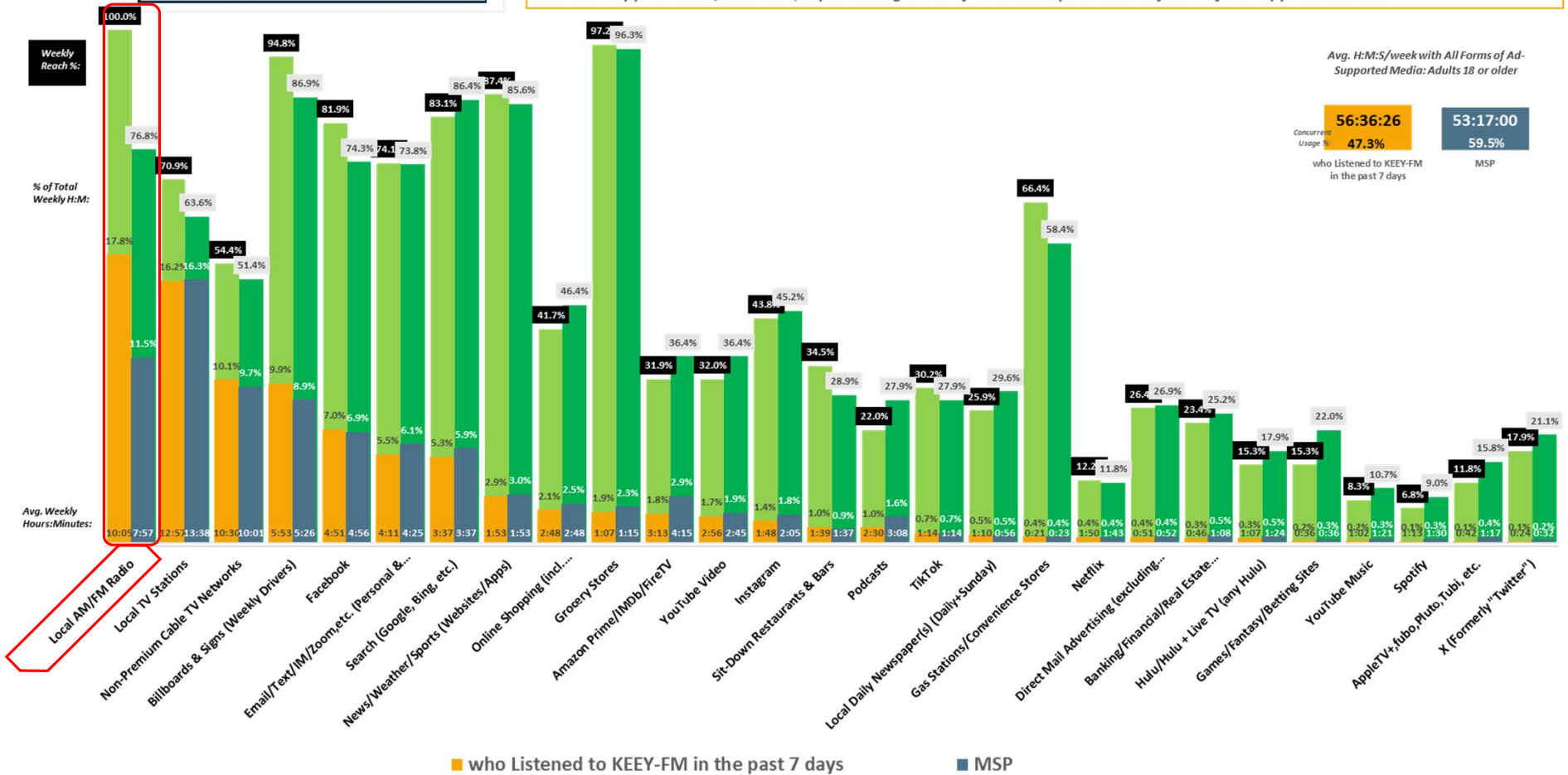
100.% of Adults 18 or older who Listened to KDWB-FM in the past 7 days spend an avg. of 9 hours and 10 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 17.1% of total time spent with all forms of Ad-Supported Media.







Adults 18 or older who Listened to KEEY-FM in the past 7 days spend an average of 2 days, 8 hours, 36 minutes and 26 seconds each week with All Forms of Ad-Supported Media.  
 100.% of Adults 18 or older who Listened to KEEY-FM in the past 7 days spend an avg. of 10 hours and 5 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 17.8% of total time spent with all forms of Ad-Supported Media.



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

Concurrent Usage % 47.3%  
 who Listened to KEEY-FM in the past 7 days  
 56:36:26  
 MSP 53:17:00

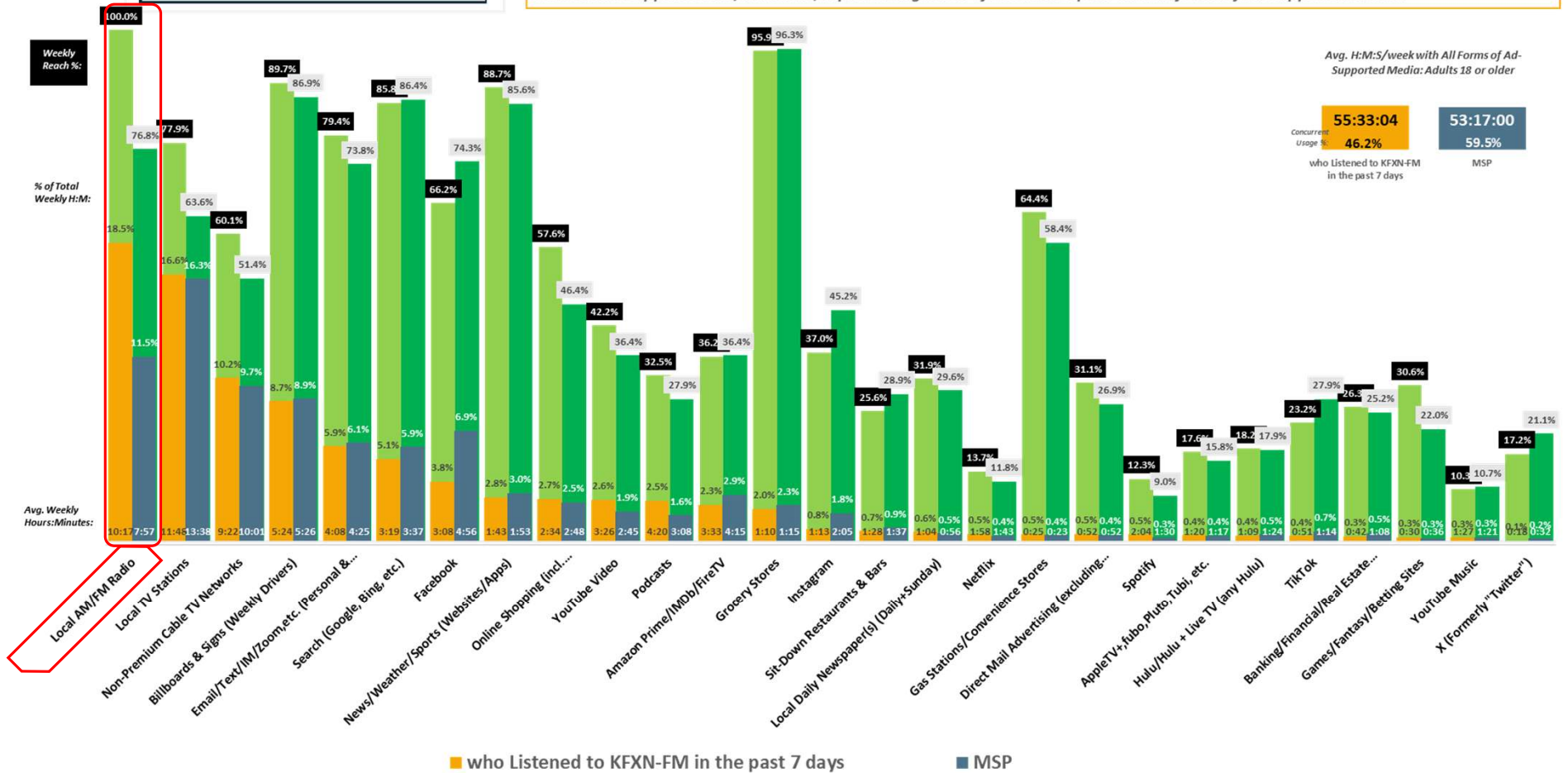
who Listened to KEEY-FM in the past 7 days

MSP



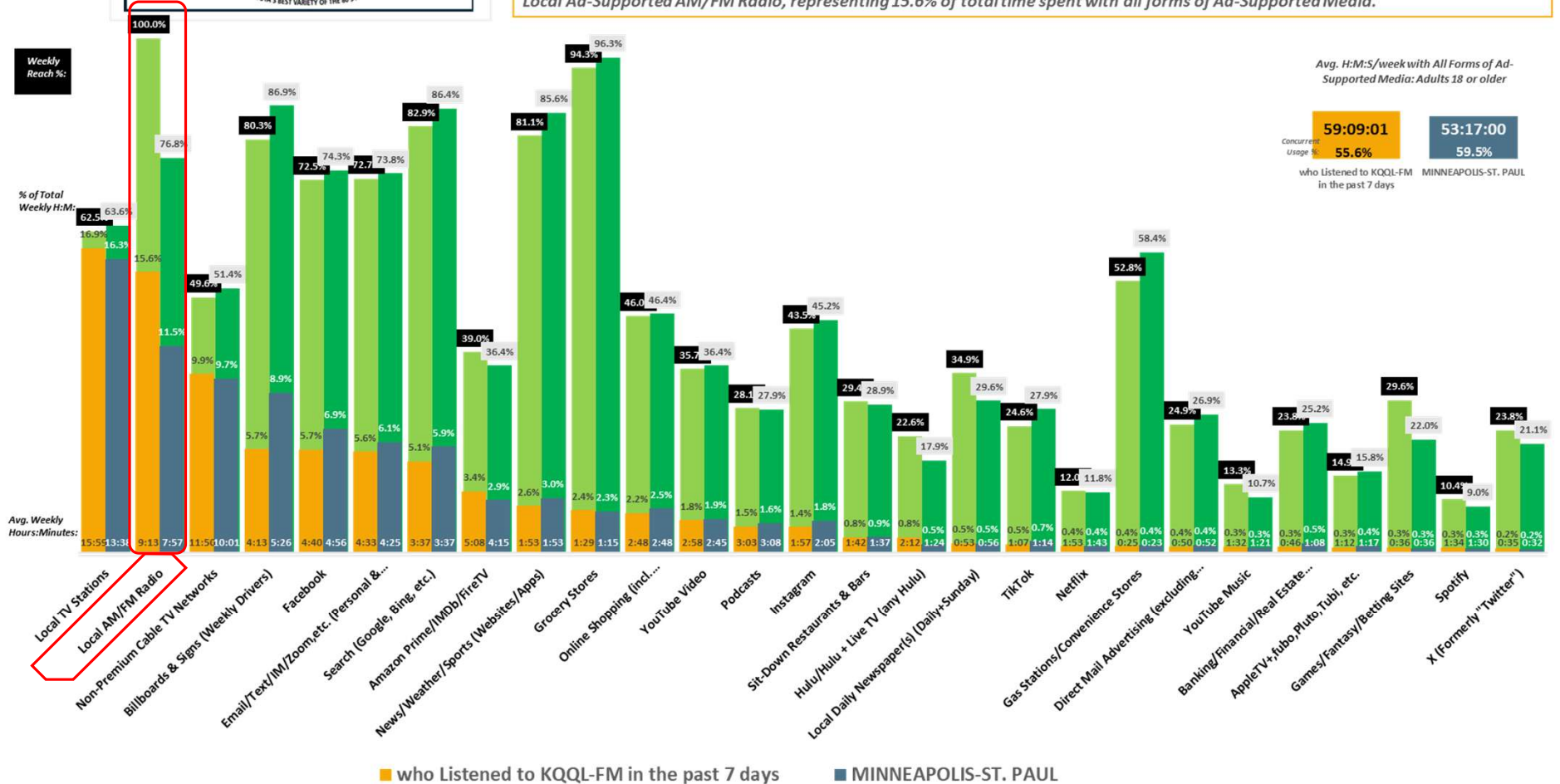


Adults 18 or older who Listened to KFAN-FM in the past 7 days spend an average of 2 days, 7 hours, 33 minutes and 4 seconds each week with All Forms of Ad-Supported Media.  
 100.% of Adults 18 or older who Listened to KFAN-FM in the past 7 days spend an avg. of 10 hours and 17 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 18.5% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Listened to KQQL-FM in the past 7 days spend an average of 2 days, 11 hours, 9 minutes and 1 seconds each week with All Forms of Ad-Supported Media.  
 100.% of Adults 18 or older who Listened to KQQL-FM in the past 7 days spend an avg. of 9 hours and 13 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.6% of total time spent with all forms of Ad-Supported Media.



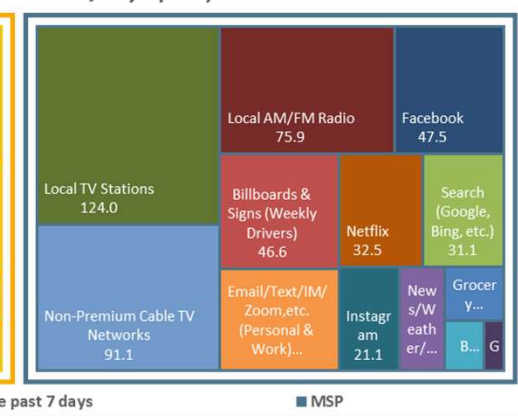
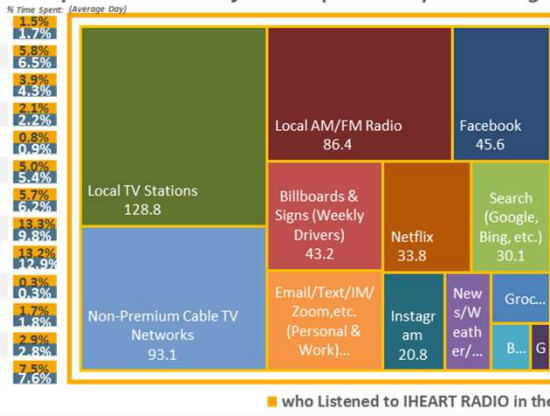
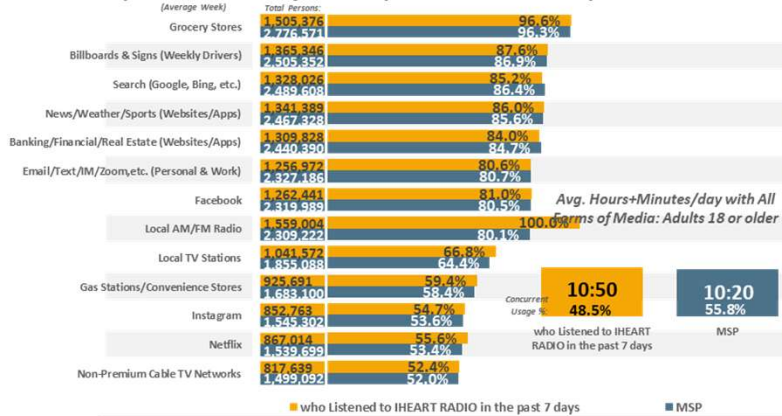




Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an average of 7 hours and 58 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 74.8 minutes/day. (Local Radio delivers 15.6% of Time with Ad-Supported Media.)

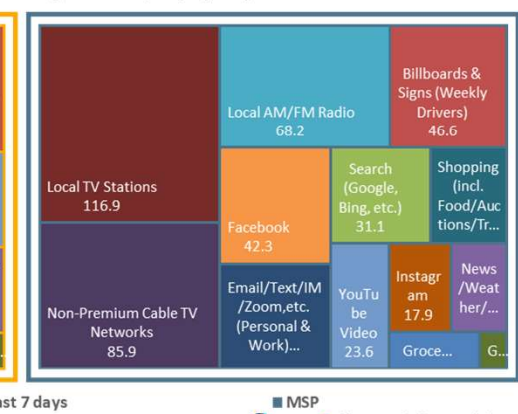
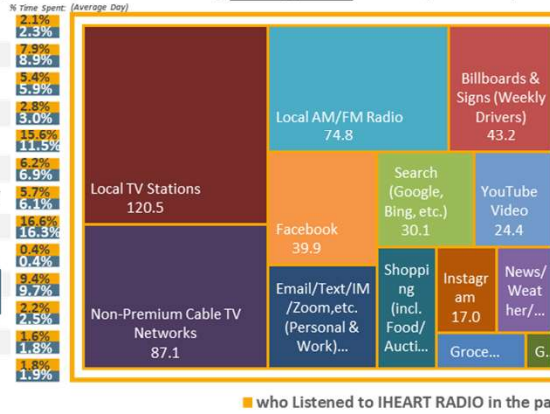
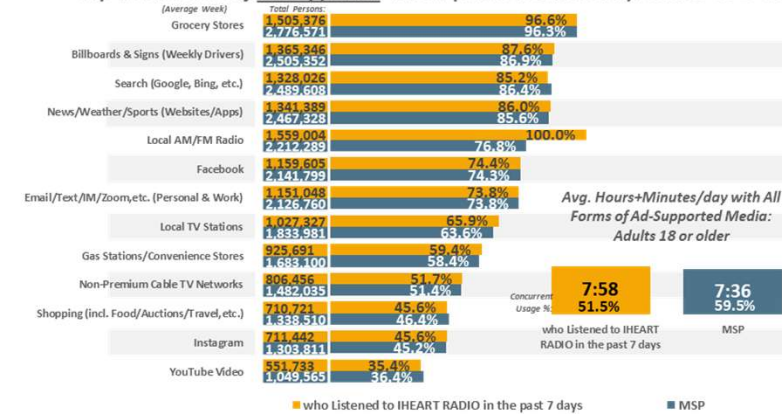
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



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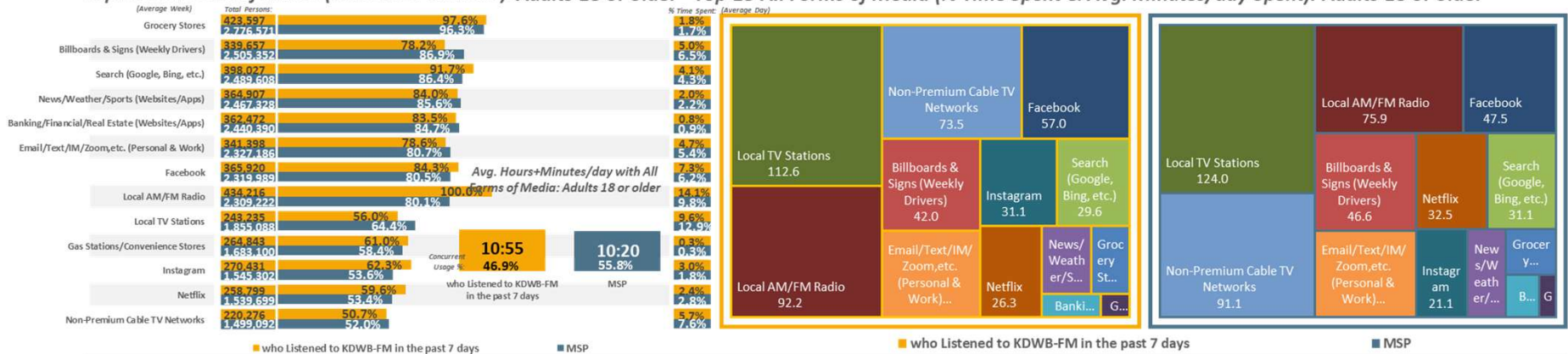
(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)



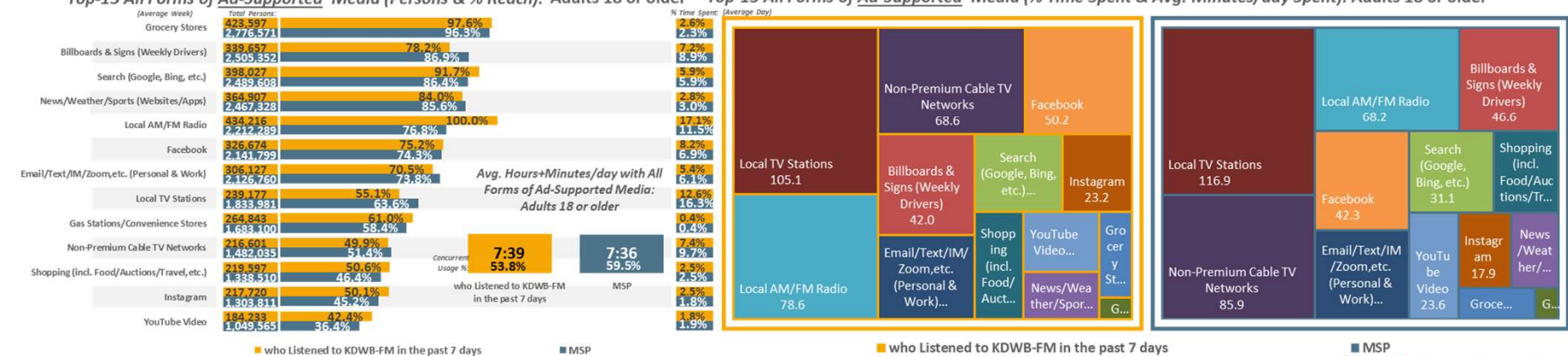


Adults 18 or older who Listened to KDWB-FM in the past 7 days spend an average of 7 hours and 39 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 78.6 minutes/day. *(Local Radio delivers 17.1% of Time with Ad-Supported Media.)*

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



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



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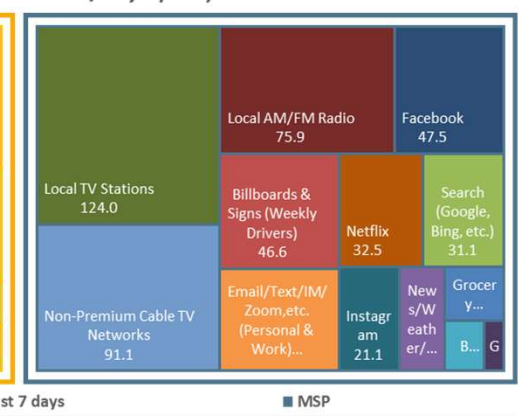
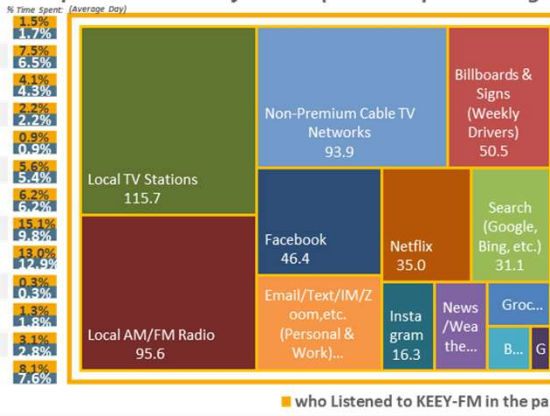
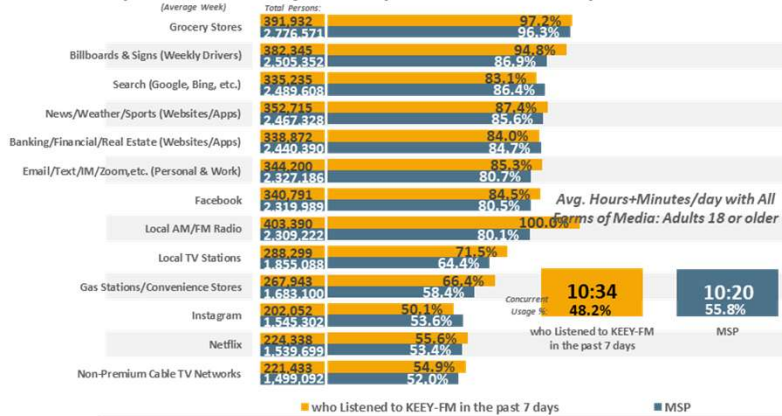
■ MSP  
**soefa.ai** Share of Everything  
for Anything ©

*Radio Stations: KDWB-FM*

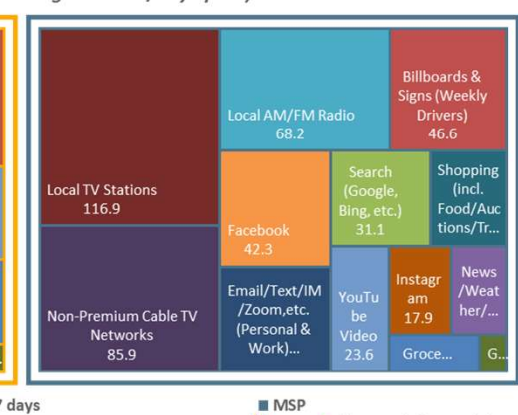
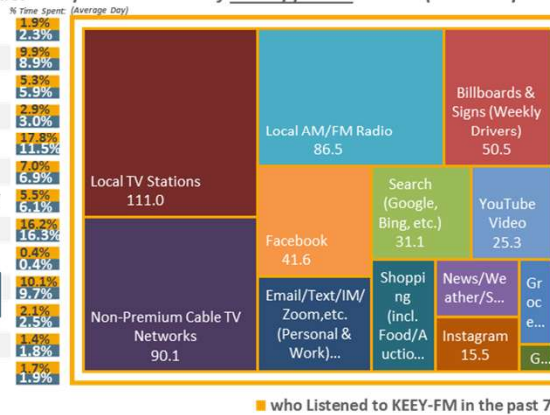
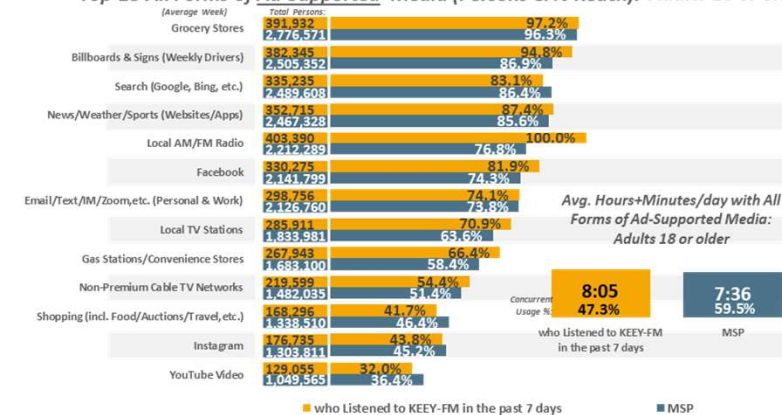


Adults 18 or older who Listened to KEEY-FM in the past 7 days spend an average of 8 hours and 5 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 86.5 minutes/day.  
(Local Radio delivers 17.8% of Time with Ad-Supported Media.)

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



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



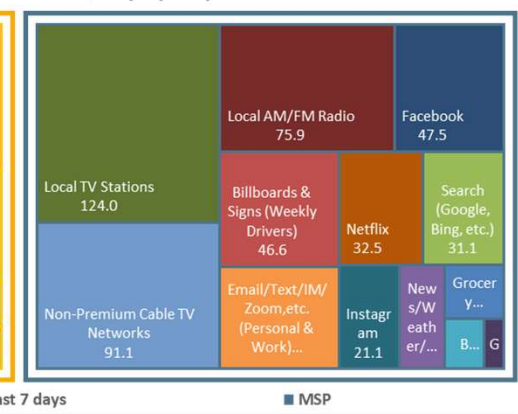
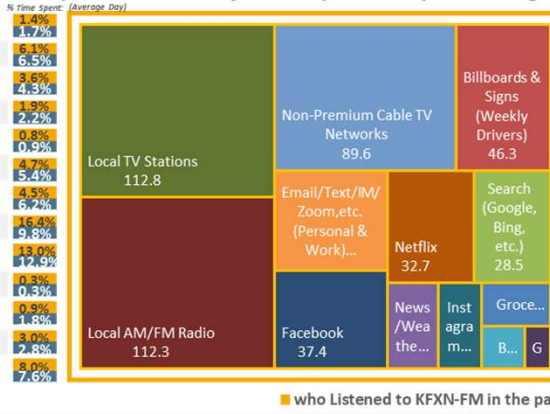
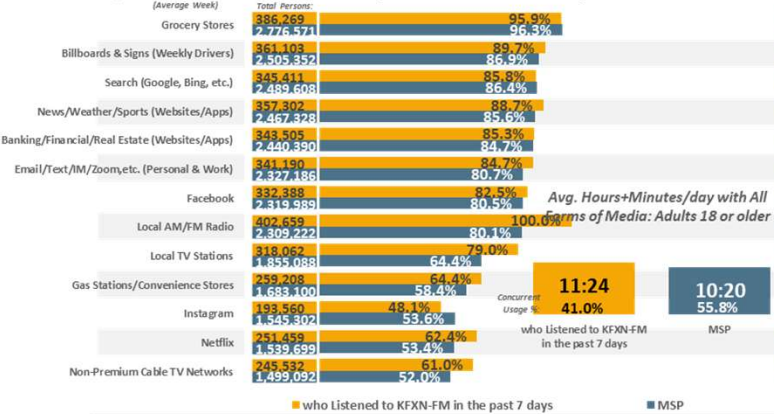




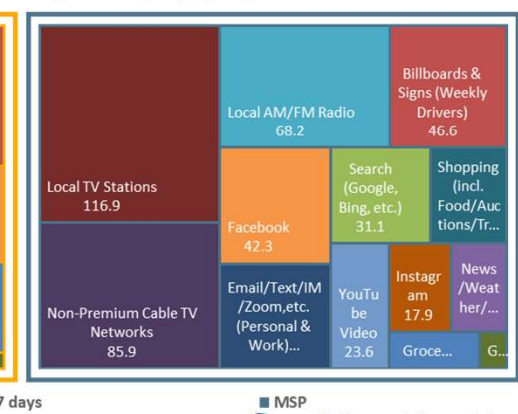
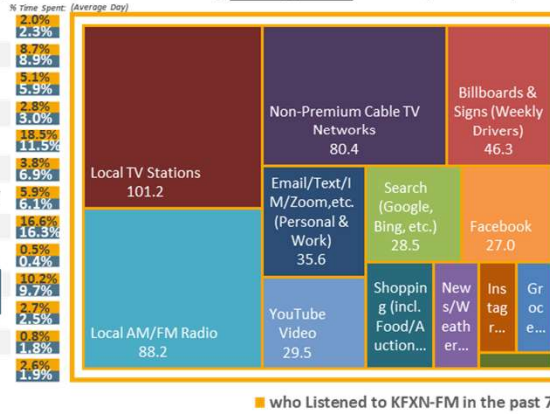
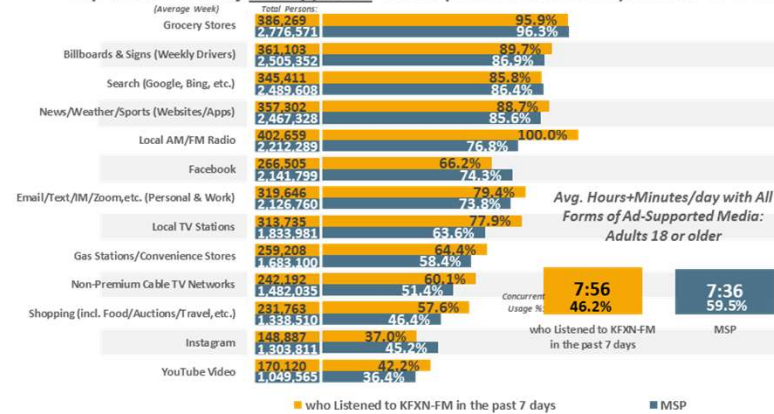
Adults 18 or older who Listened to KFXN-FM in the past 7 days spend an average of 7 hours and 56 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 88.2 minutes/day.

*(Local Radio delivers 18.5% of Time with Ad-Supported Media.)*

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



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



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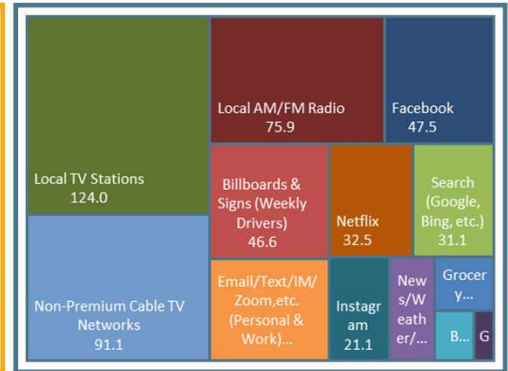
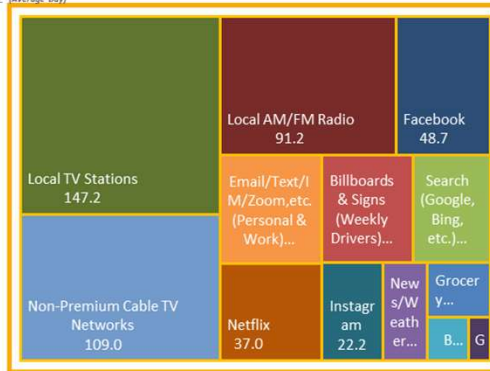
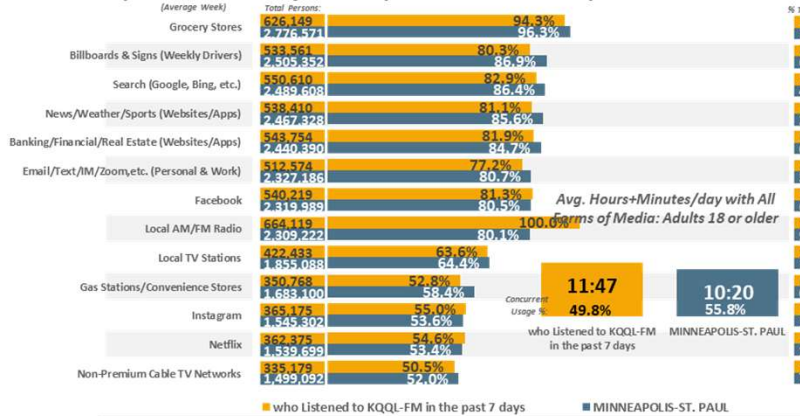
soefa.ai Share of Everything for Anything



Adults 18 or older who Listened to KQQL-FM in the past 7 days spend an average of 8 hours and 27 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 79. minutes/day.  
(Local Radio delivers 15.6% of Time with Ad-Supported Media.)

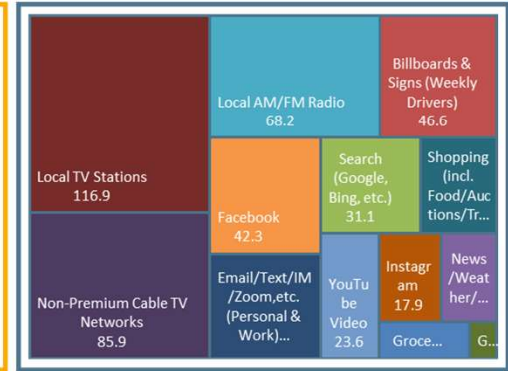
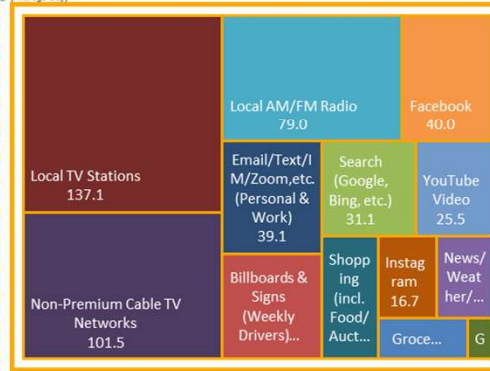
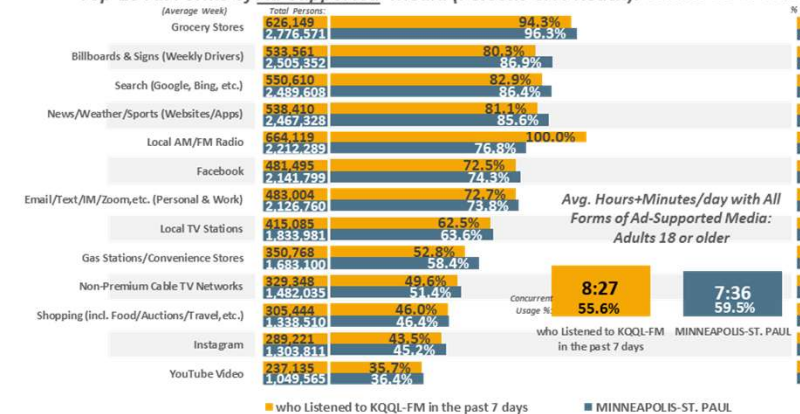
**Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older**

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



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

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

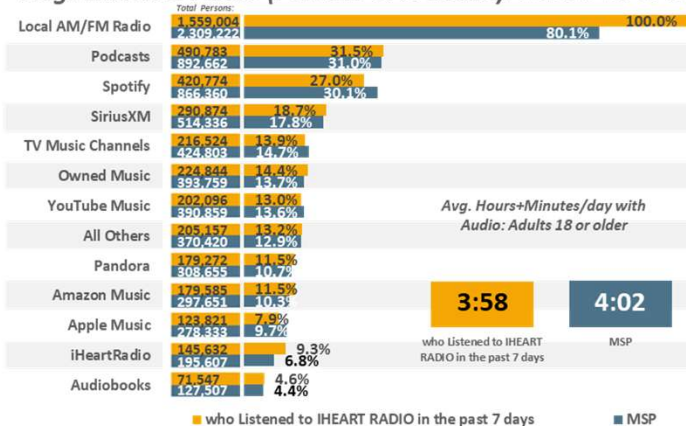




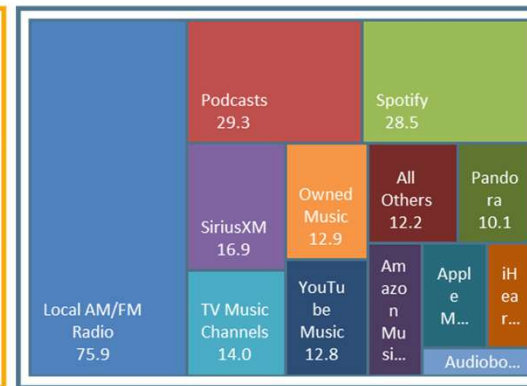
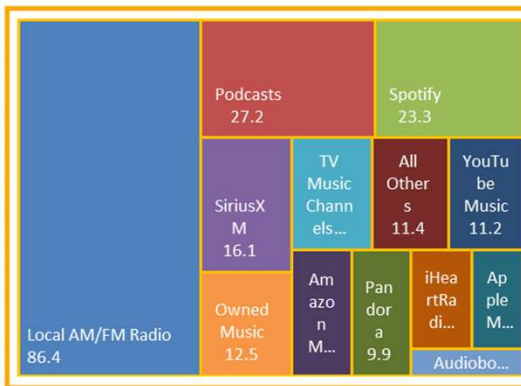


1,559,004 or 100.% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 74.8 minutes every day representing 45.1% of all time spent daily with Ad-Supported Audio.

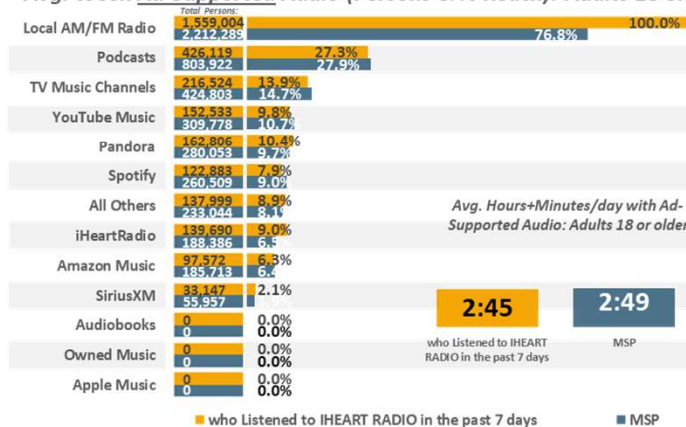
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



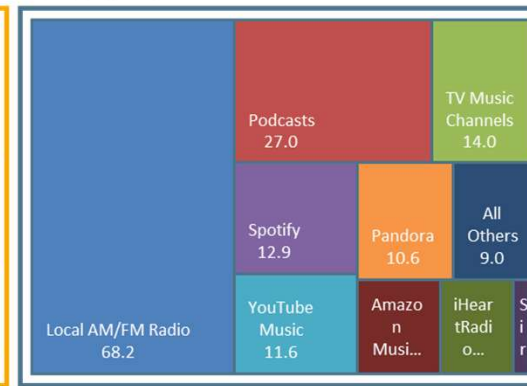
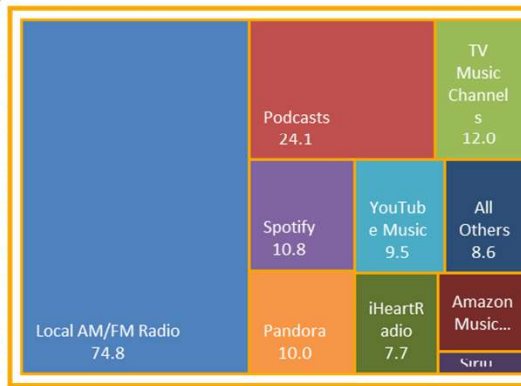
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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



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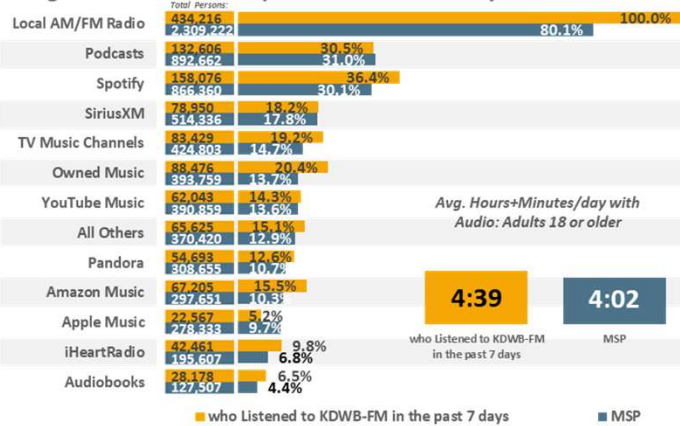
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(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

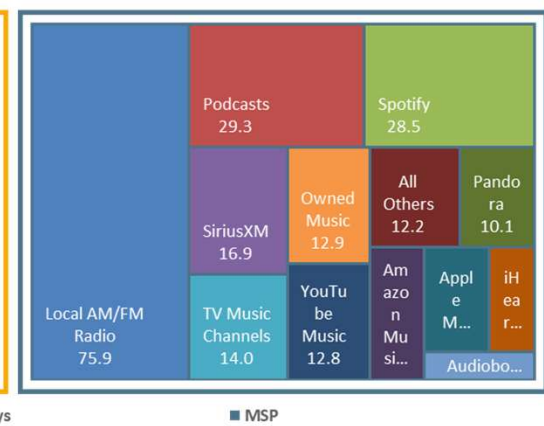
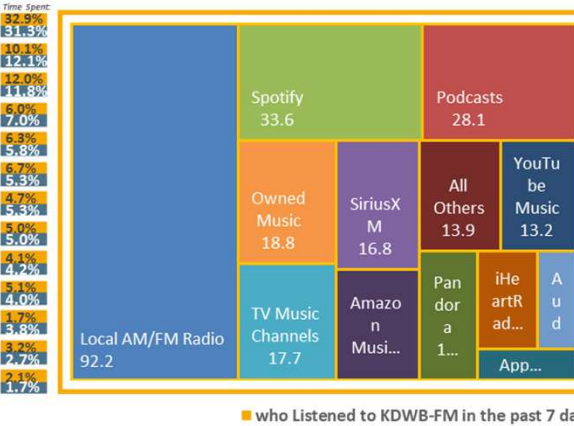


434,216 or 100.% of Adults 18 or older who Listened to KDWB-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 78.6 minutes every day representing 41.9% of all time spent daily with Ad-Supported Audio.

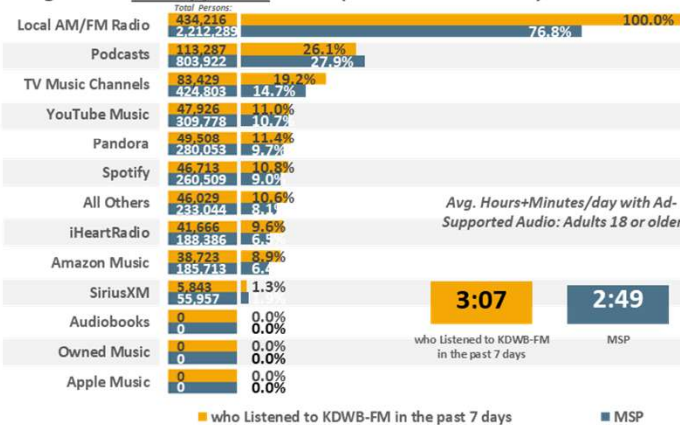
### Avg. Week All Audio (Persons & % Reach): Adults 18 or older



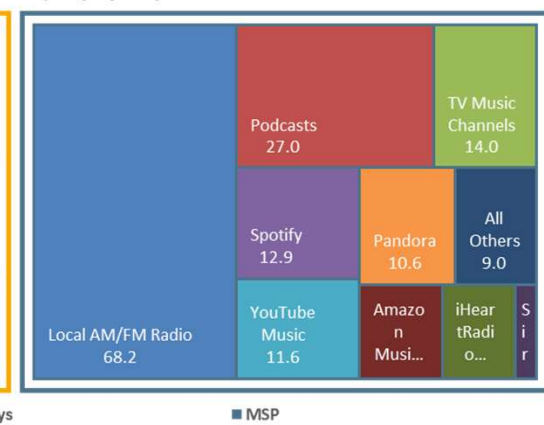
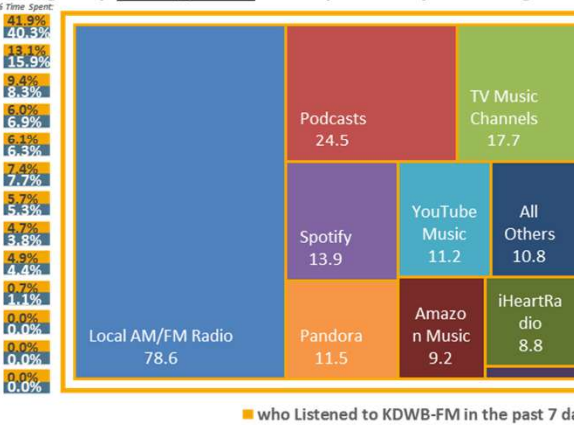
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



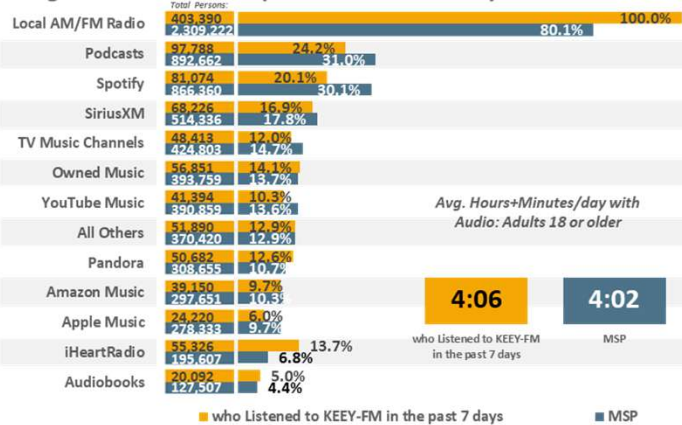
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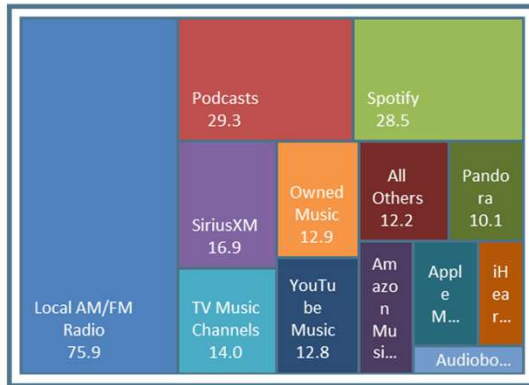
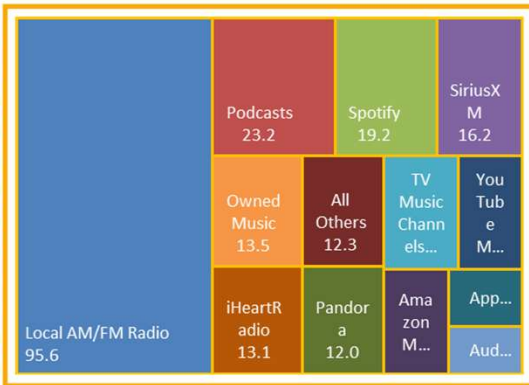


403,390 or 100.% of Adults 18 or older who Listened to KEEY-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 86.5 minutes every day representing 48.% of all time spent daily with Ad-Supported Audio.

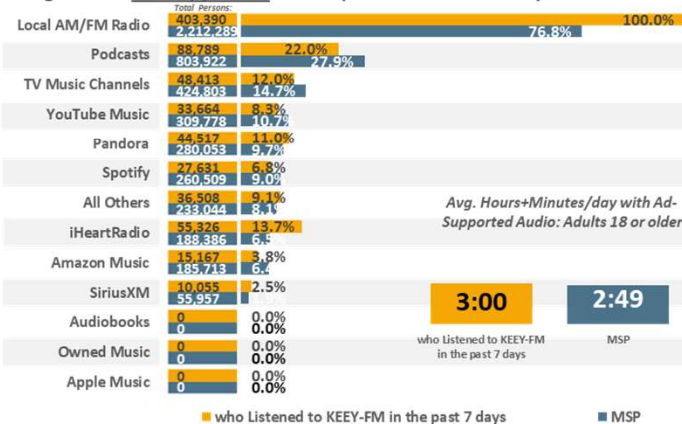
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



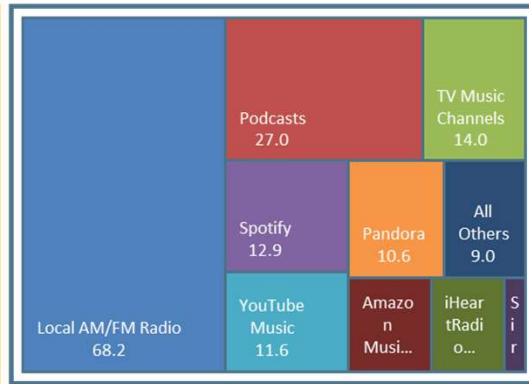
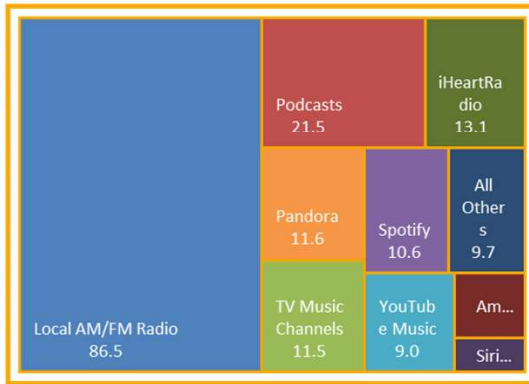
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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

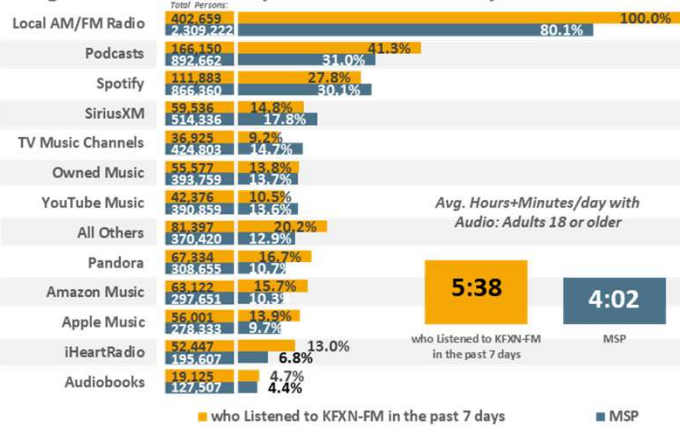




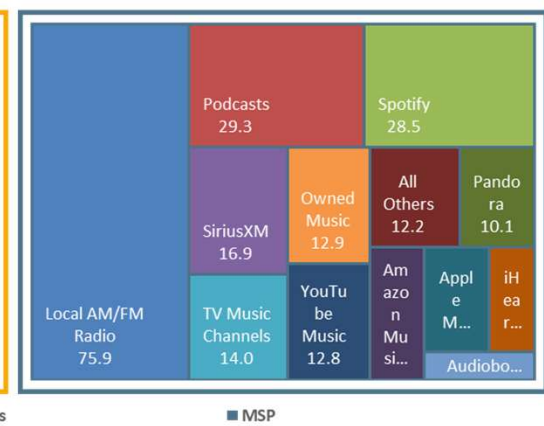
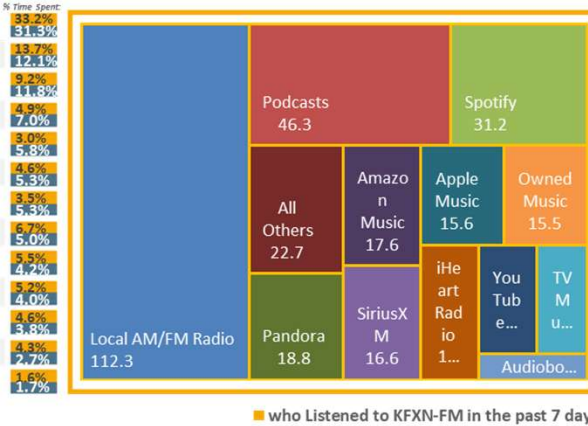


402,659 or 100.% of Adults 18 or older who Listened to KFXN-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 88.2 minutes every day representing 38.% of all time spent daily with Ad-Supported Audio.

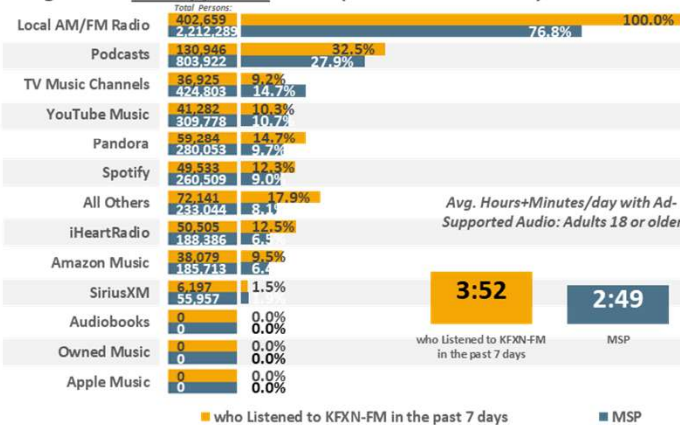
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



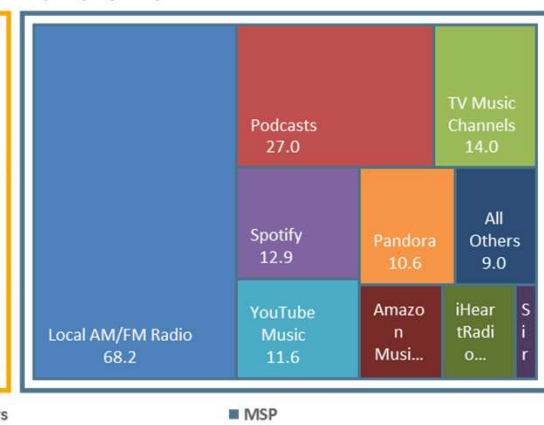
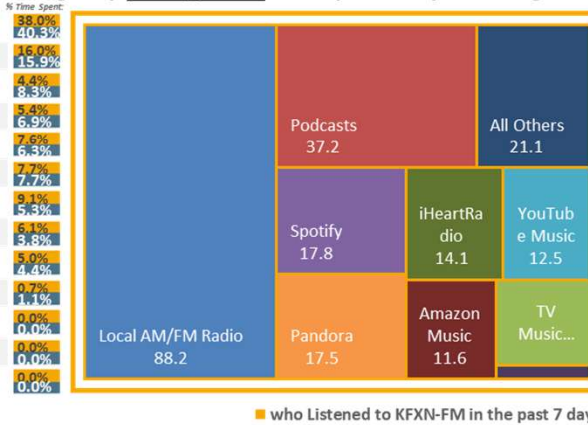
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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



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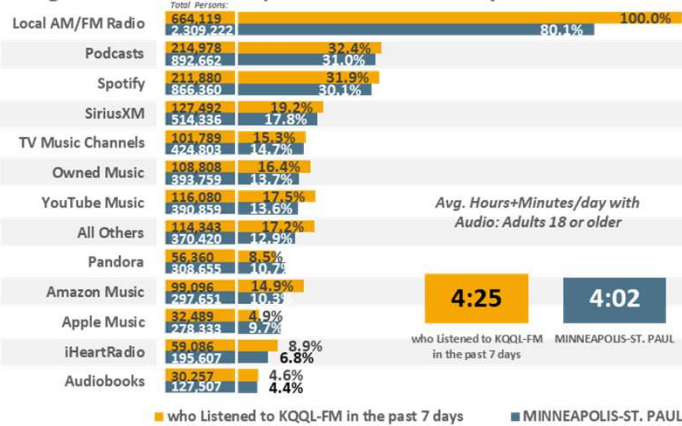
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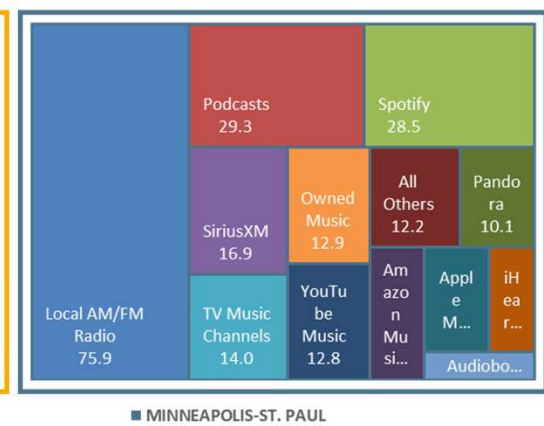
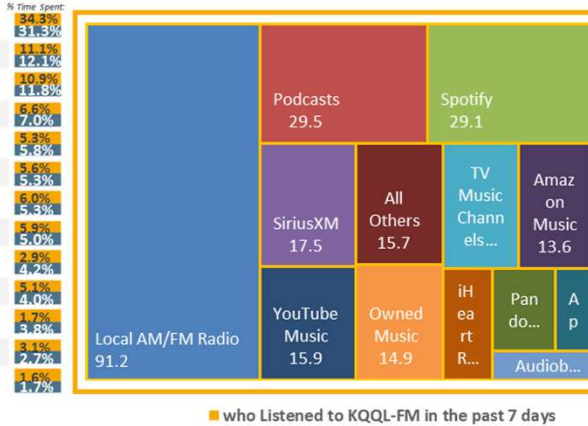


664,119 or 100.% of Adults 18 or older who Listened to KQQL-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 79. minutes every day representing 43.2% of all time spent daily with Ad-Supported Audio.

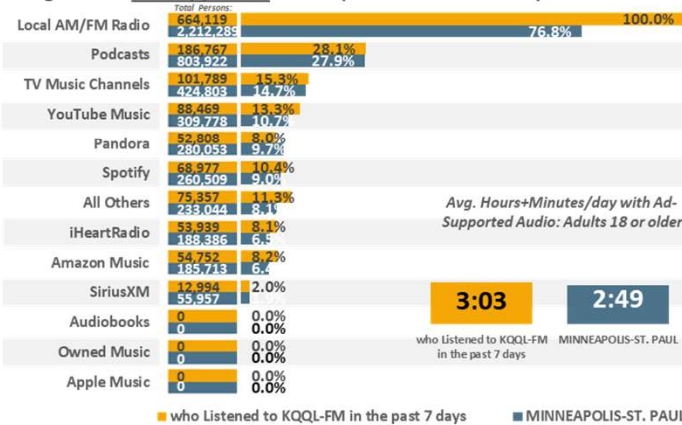
### Avg. Week All Audio (Persons & % Reach): Adults 18 or older



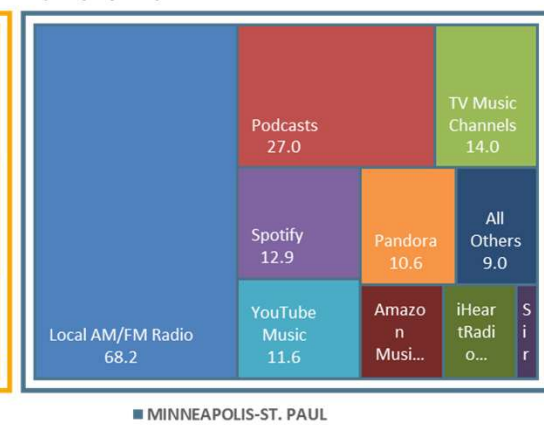
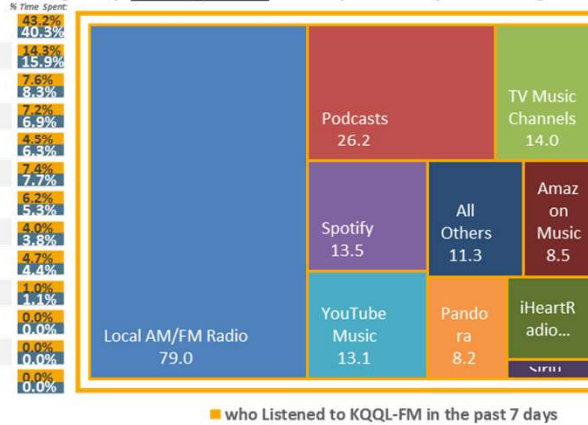
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

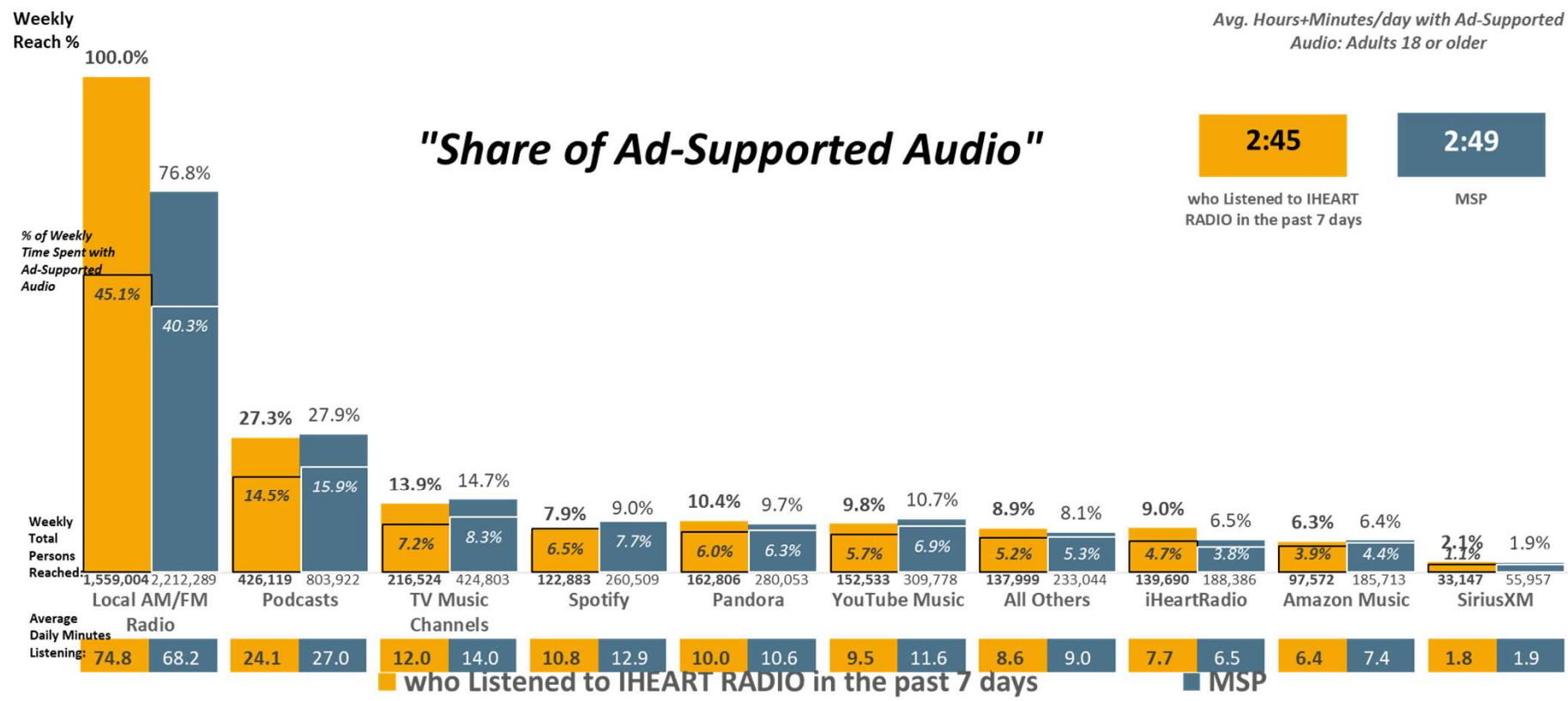


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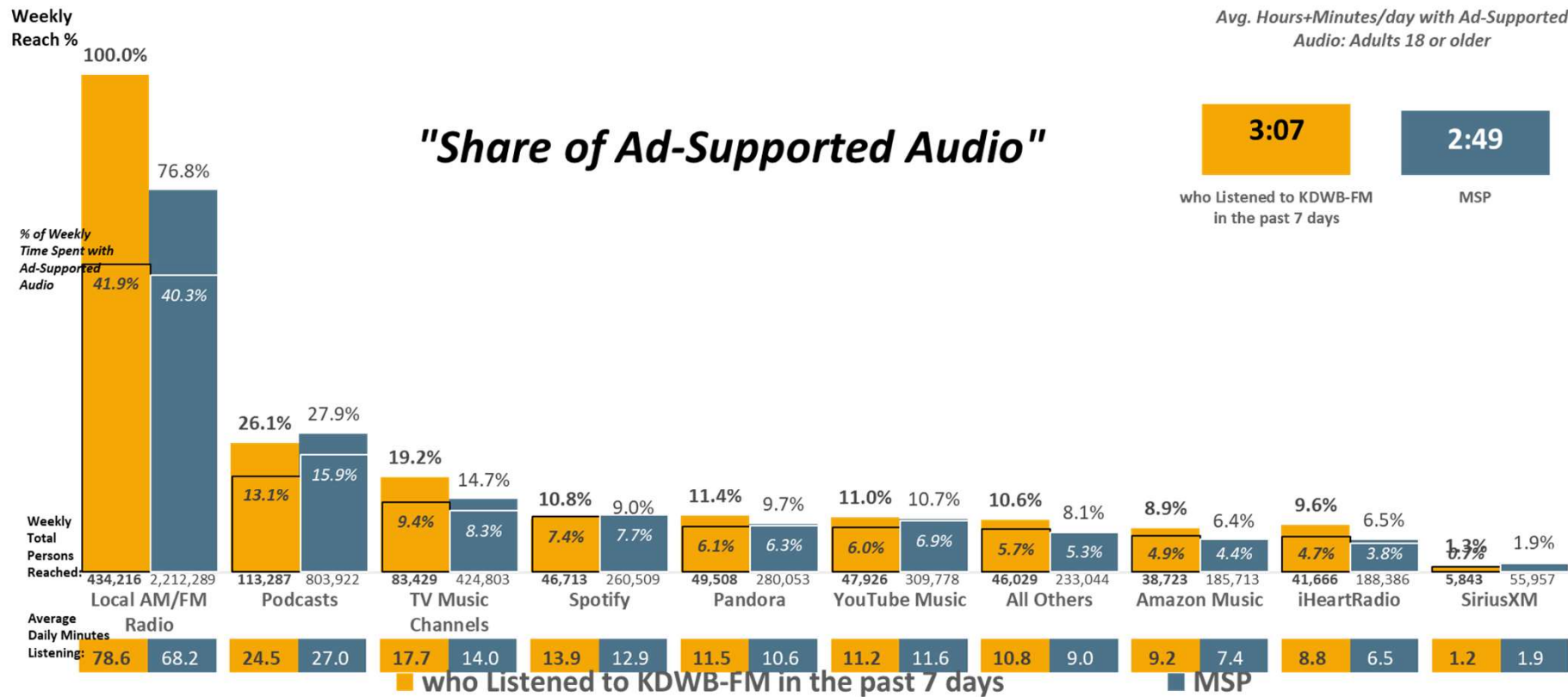
1,559,004 or 100.% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 74.8 minutes every day representing 45.1% of all time spent daily with Ad-Supported Audio.



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

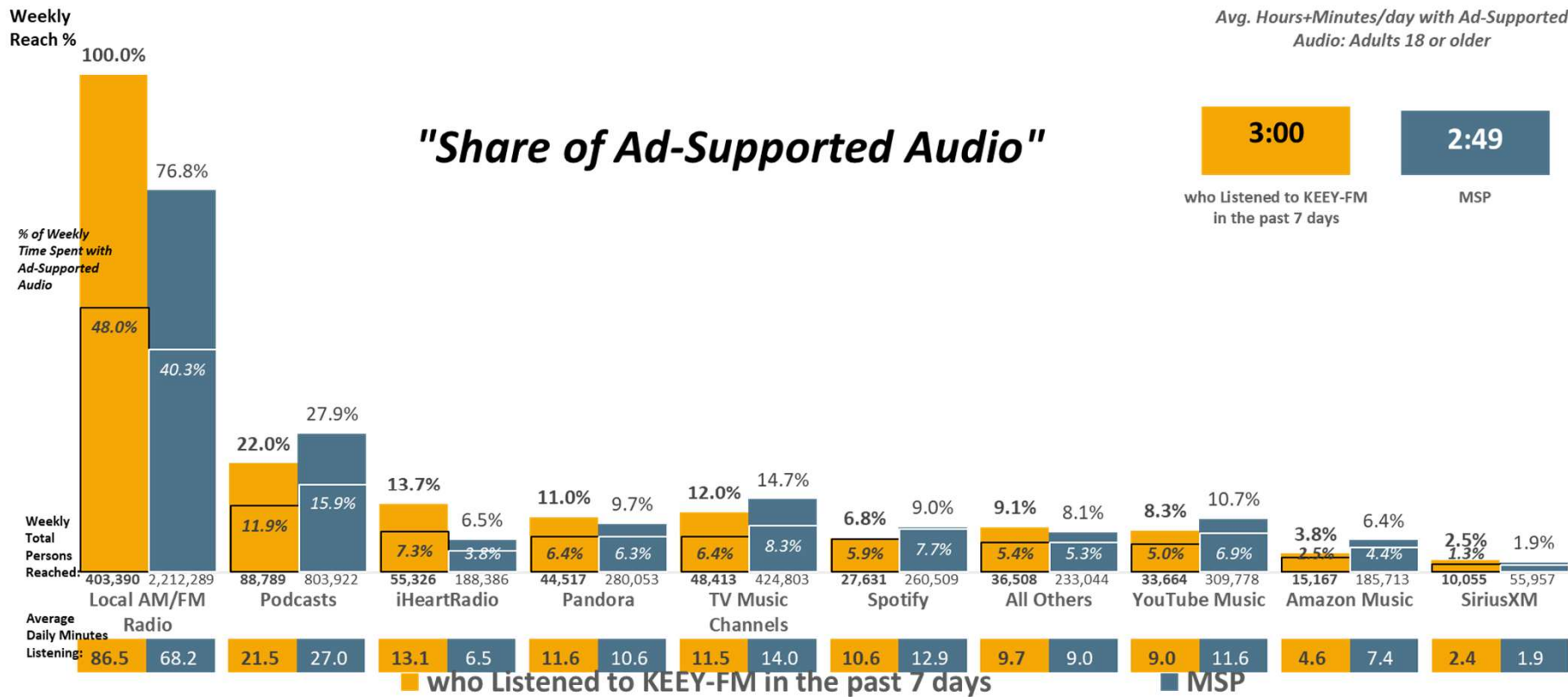


434,216 or 100.0% of Adults 18 or older who Listened to KDWB-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 78.6 minutes every day representing 41.9% of all time spent daily with Ad-Supported Audio.





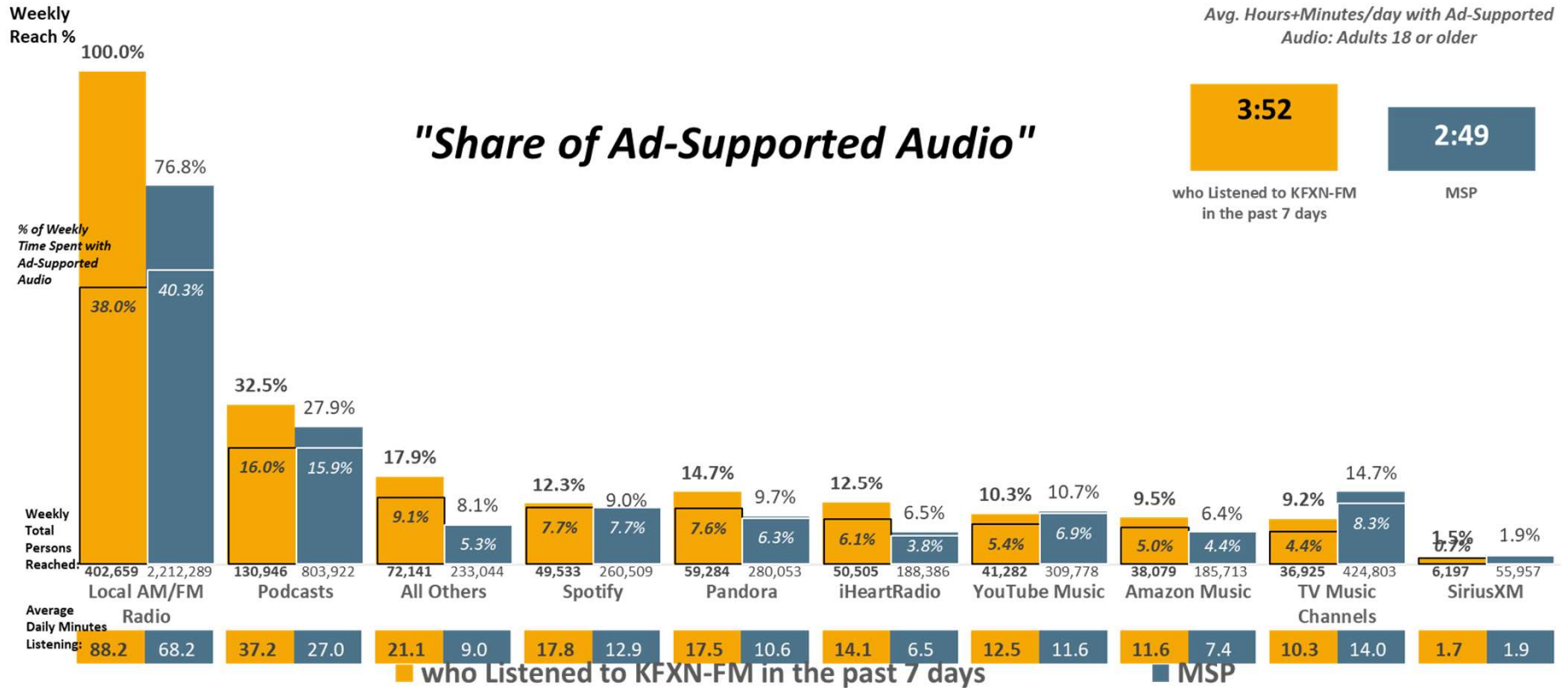
403,390 or 100.% of Adults 18 or older who Listened to KEEY-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 86.5 minutes every day representing 48.% of all time spent daily with Ad-Supported Audio.





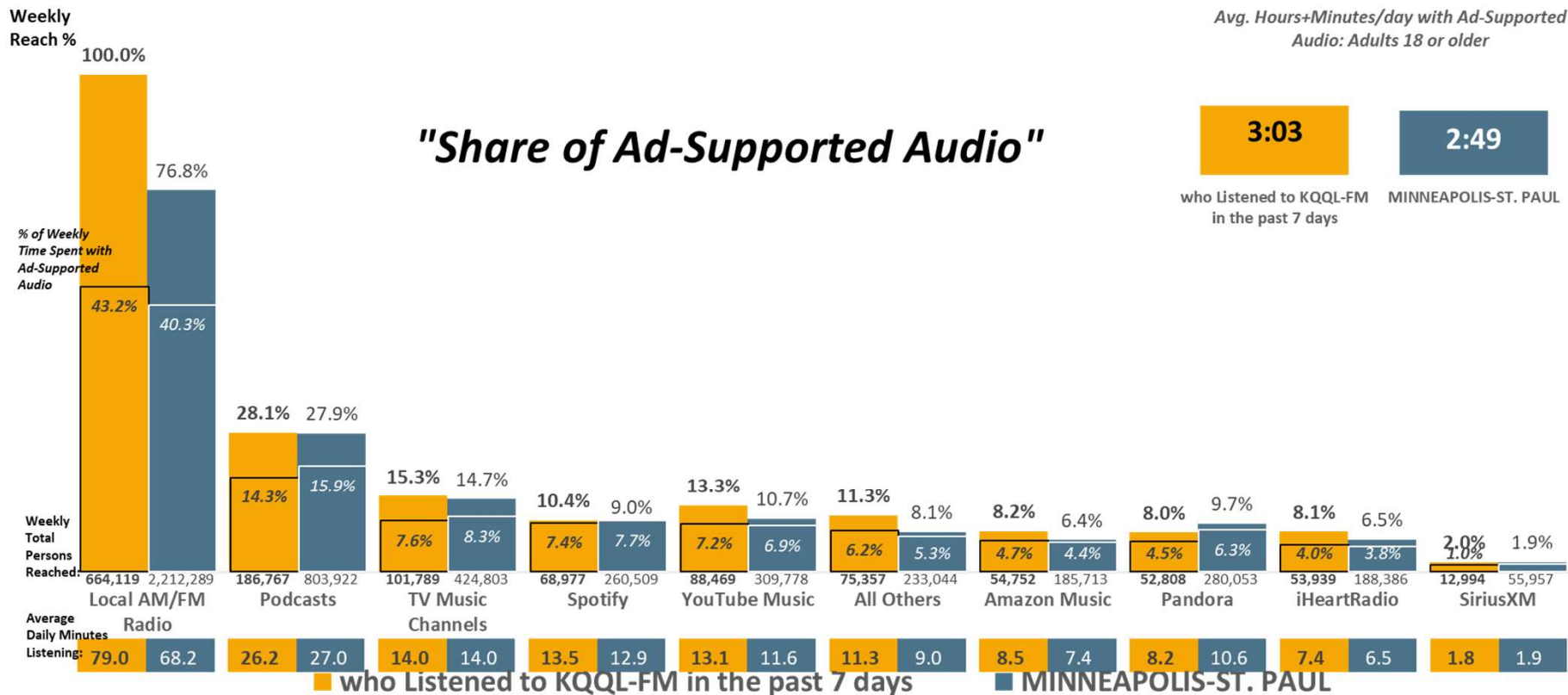


402,659 or 100.0% of Adults 18 or older who Listened to KFXN-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 88.2 minutes every day representing 38.0% of all time spent daily with Ad-Supported Audio.





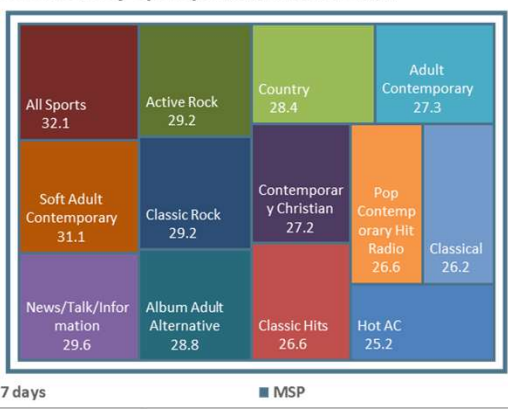
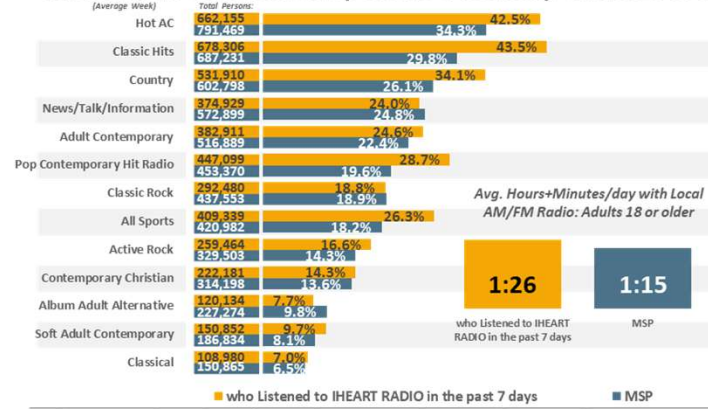
664,119 or 100.0% of Adults 18 or older who Listened to KQQL-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 79. minutes every day representing 43.2% of all time spent daily with Ad-Supported Audio.



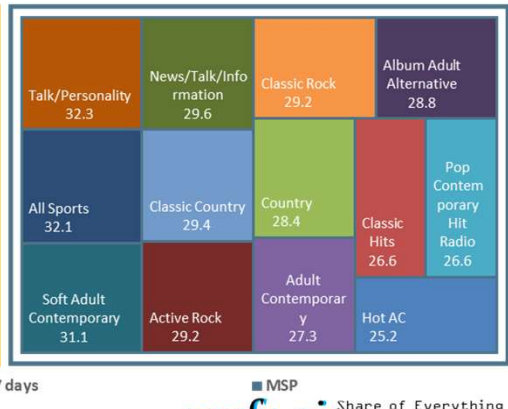
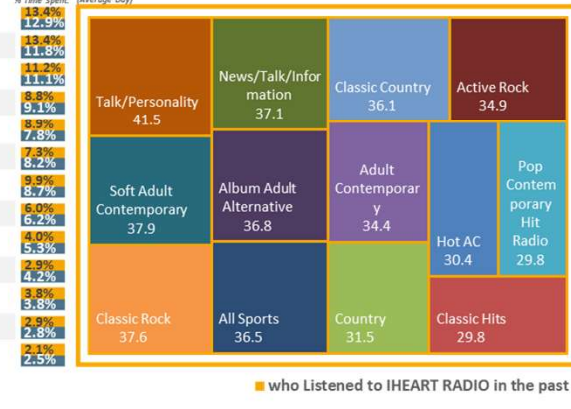
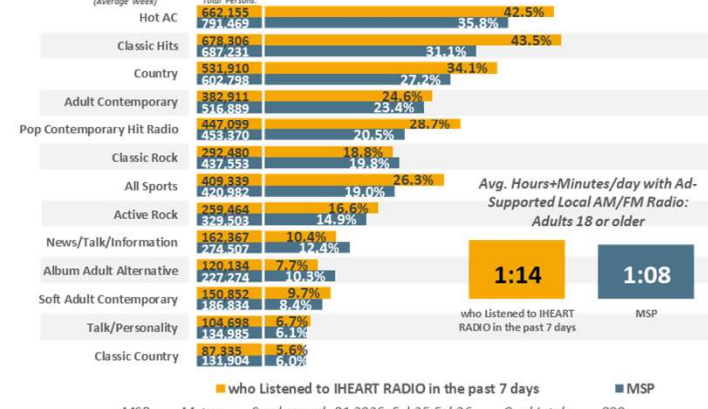


1,559,004 or 100.% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Hot AC, Country, Pop Contemporary Hit Radio, and All Sports.

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



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



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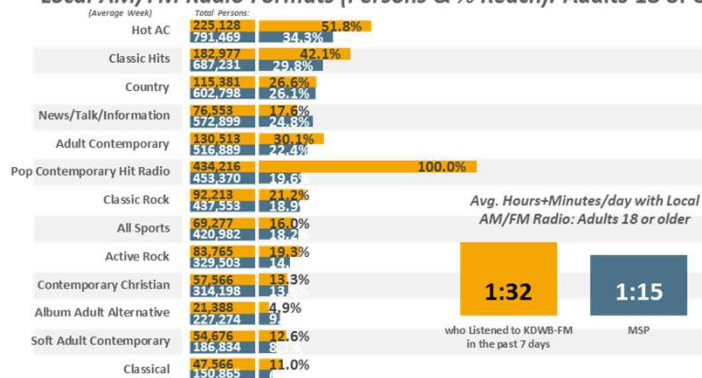


(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

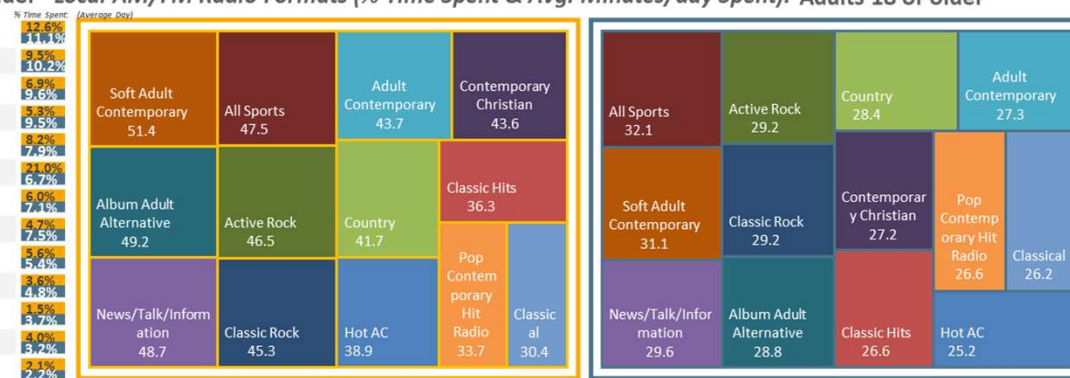


434,216 or 100.% of Adults 18 or older who Listened to KDWB-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Hot AC, Classic Hits, Adult Contemporary, and Country.

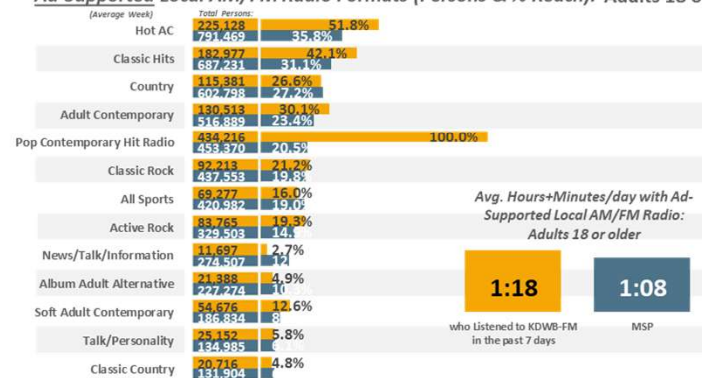
### Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



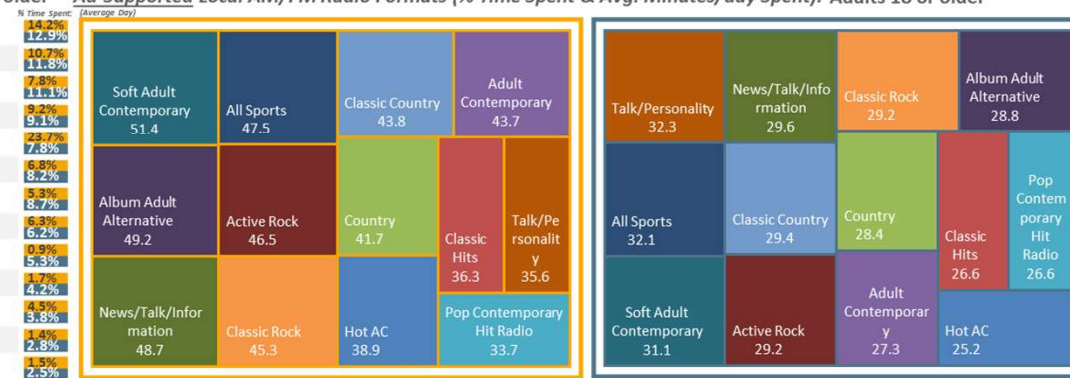
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

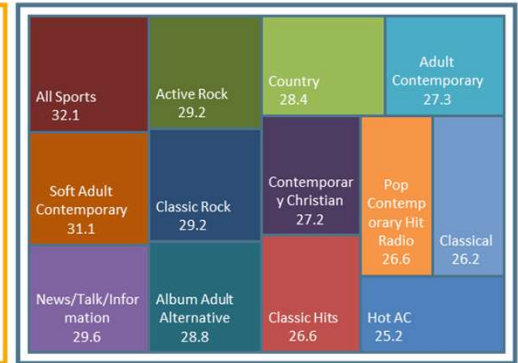
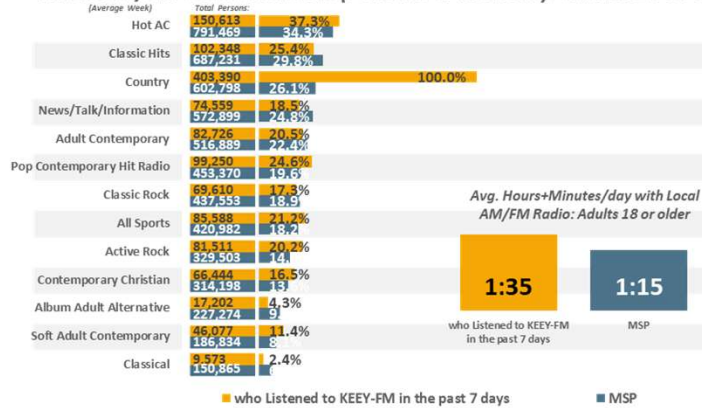




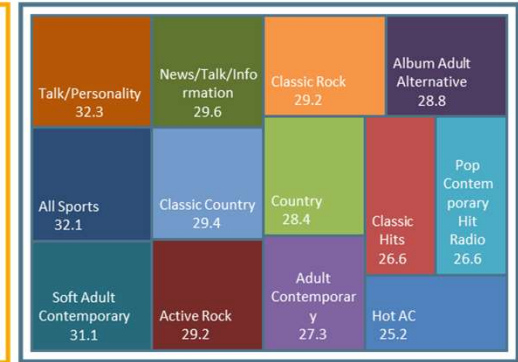
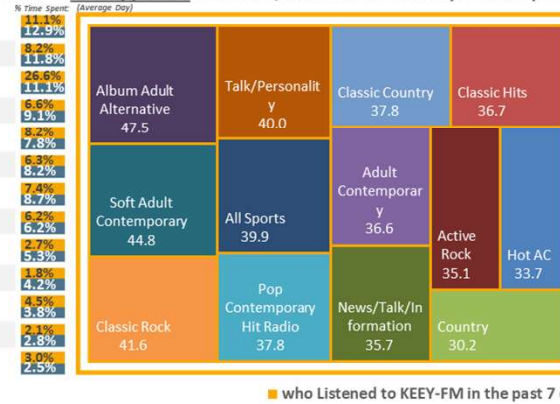
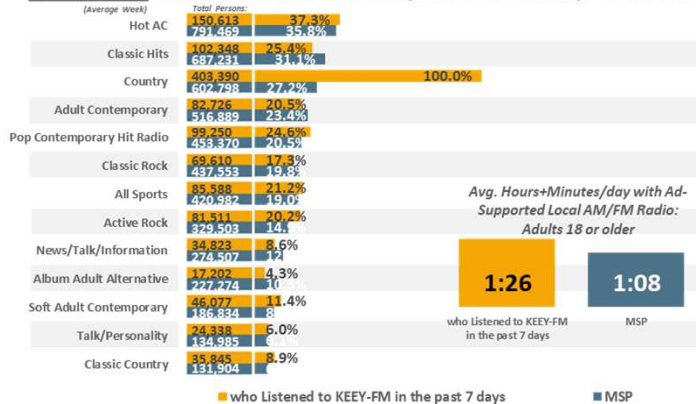


403,390 or 100.0% of Adults 18 or older who Listened to KEEY-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Hot AC, Classic Hits, Pop Contemporary Hit Radio, and All Sports.

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



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



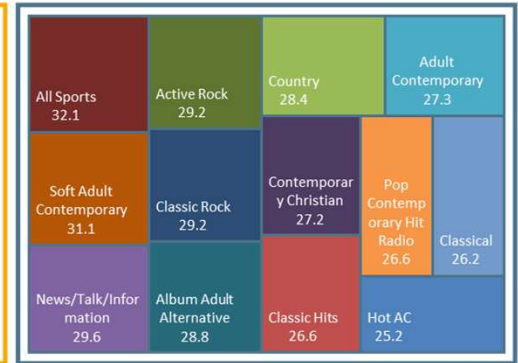
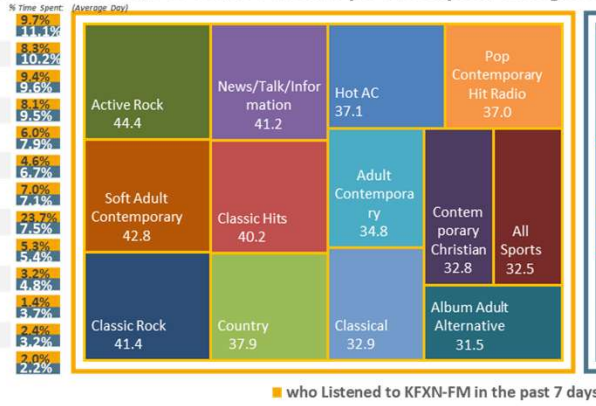
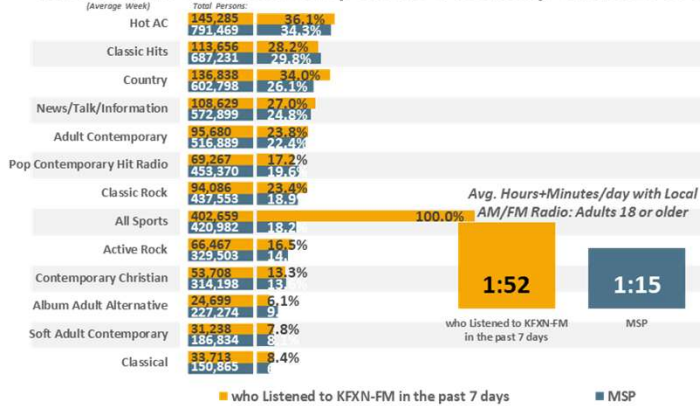
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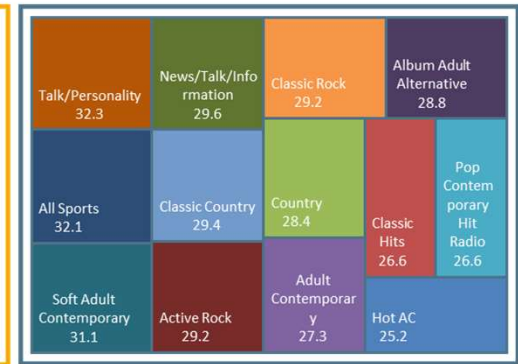
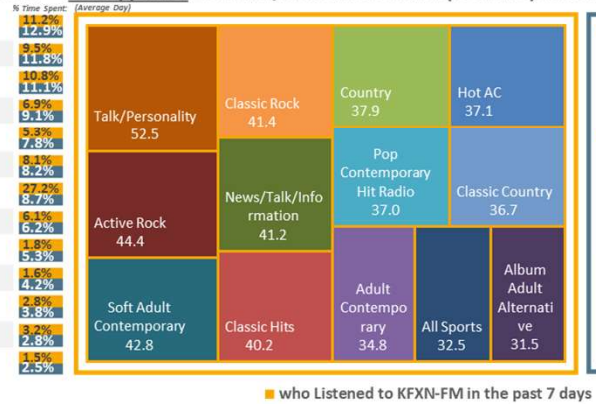
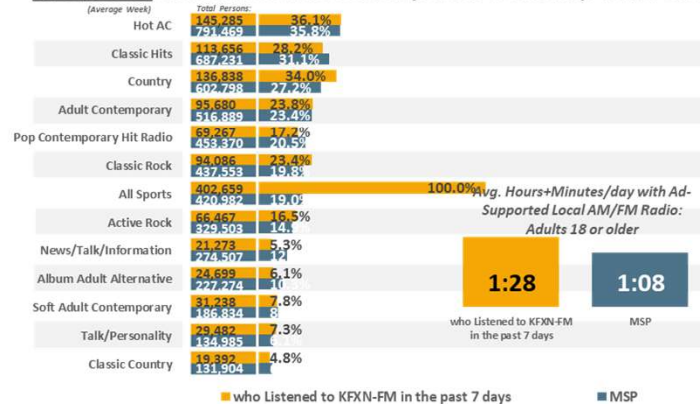


402,659 or 100.0% of Adults 18 or older who Listened to KFXN-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All Sports, Hot AC, Country, Classic Hits, and Adult Contemporary.

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



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



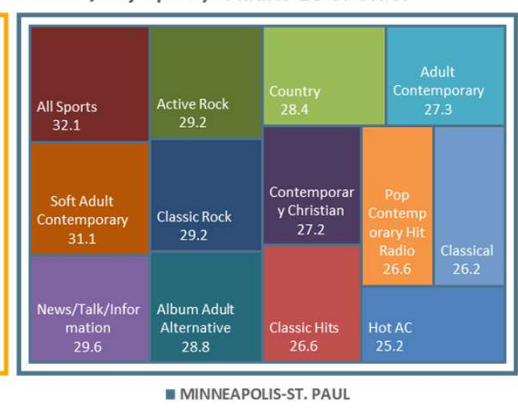
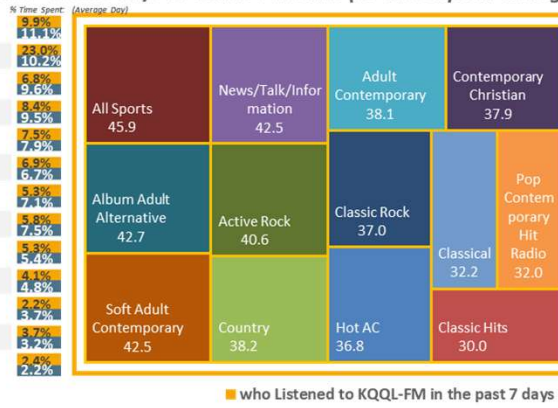
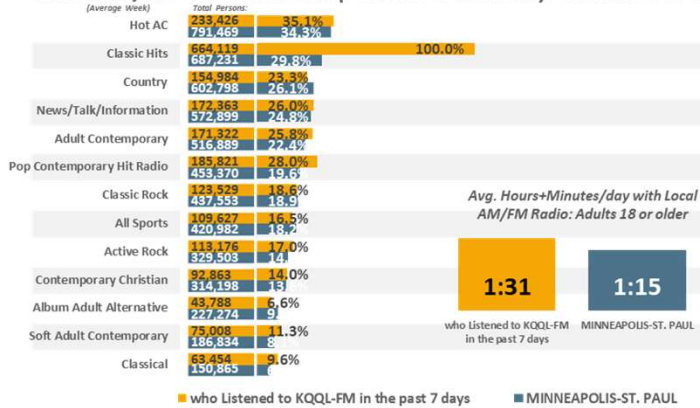
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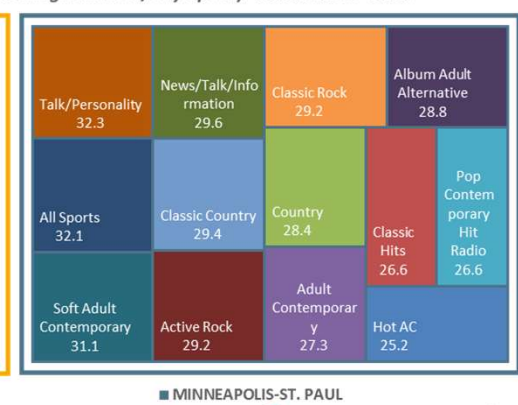
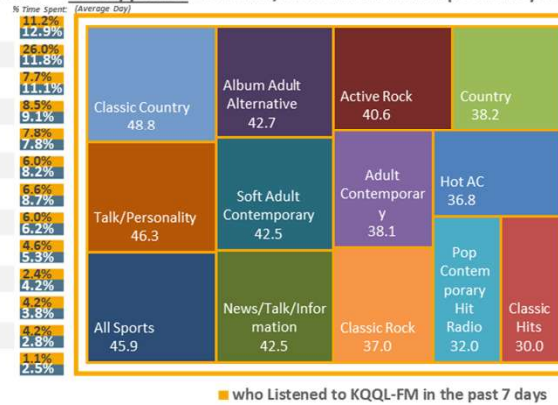
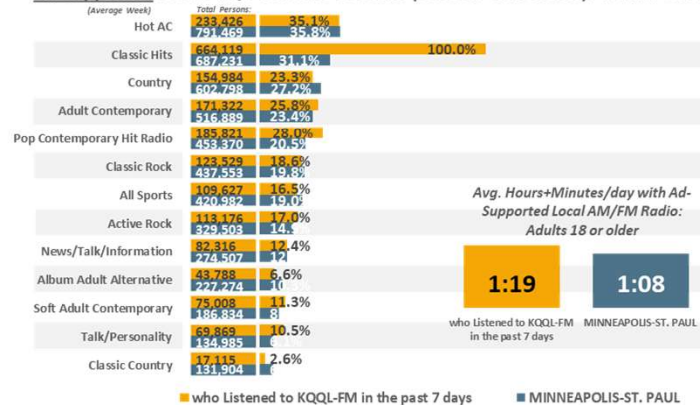


664,119 or 100.% of Adults 18 or older who Listened to KQQL-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Hot AC, Pop Contemporary Hit Radio, Adult Contemporary, and Country.

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



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



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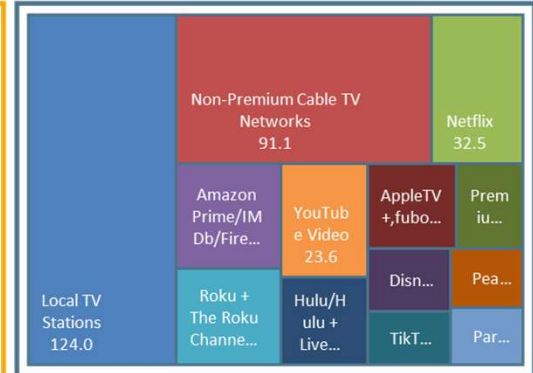
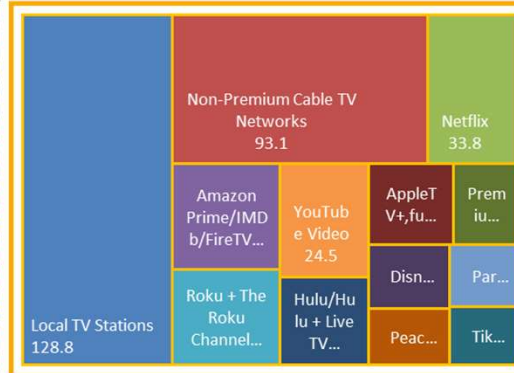
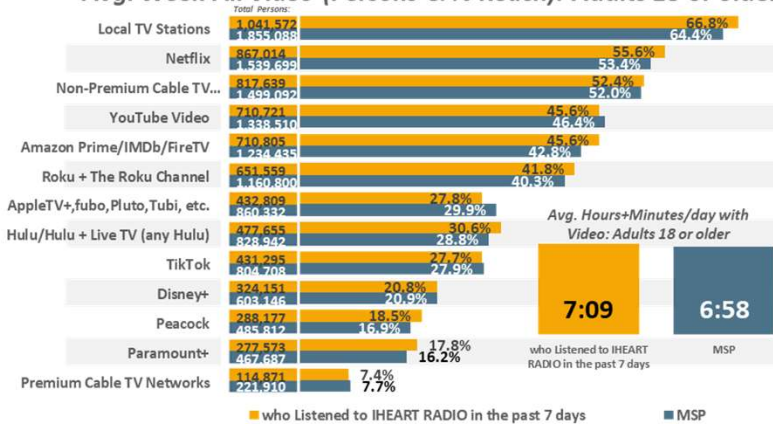




1,027,327 or 65.9% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 120.5 minutes every day representing 35.6% of all time spent daily with Ad-Supported Video.

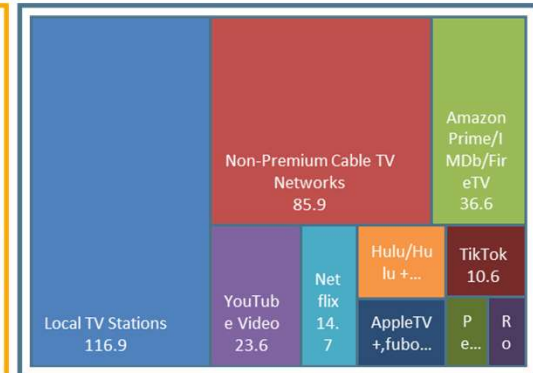
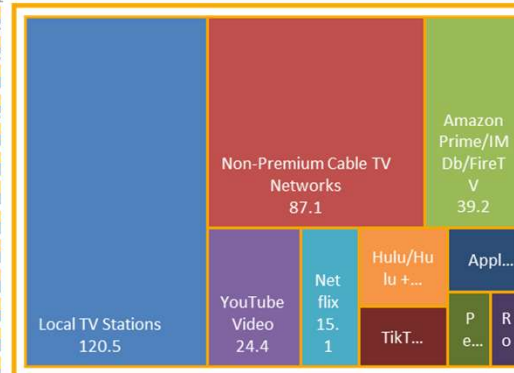
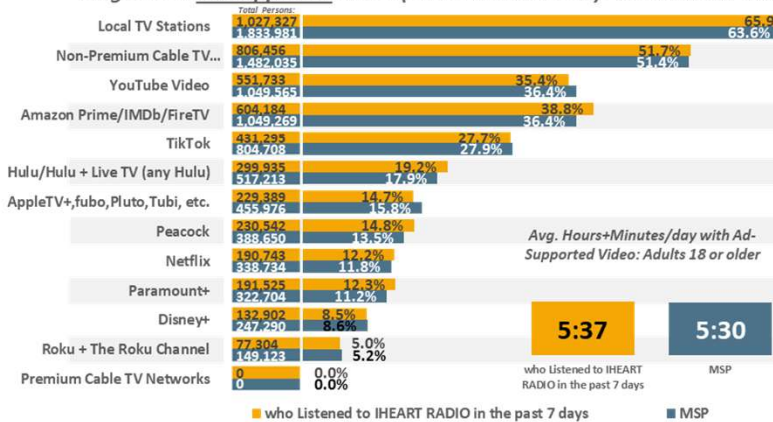
### Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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

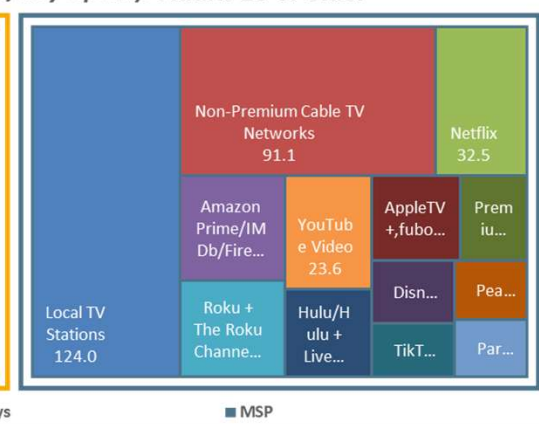
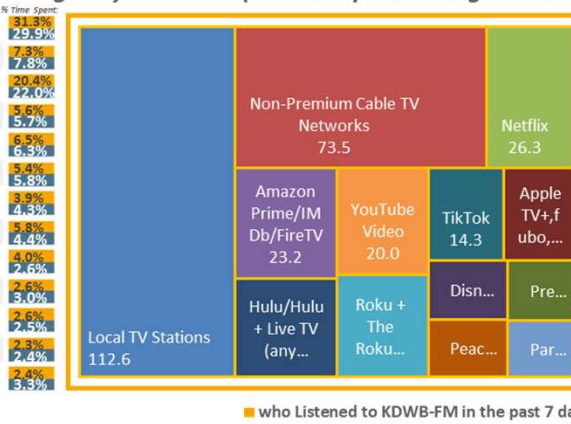
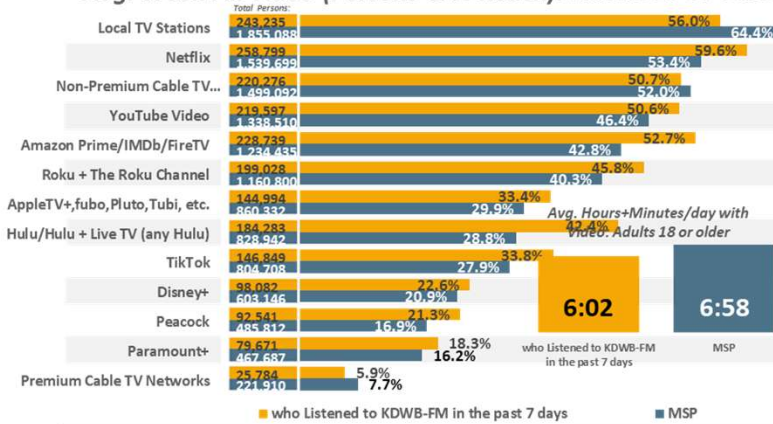




239,177 or 55.1% of Adults 18 or older who Listened to KDWB-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 105.1 minutes every day representing 36.3% of all time spent daily with Ad-Supported Video.

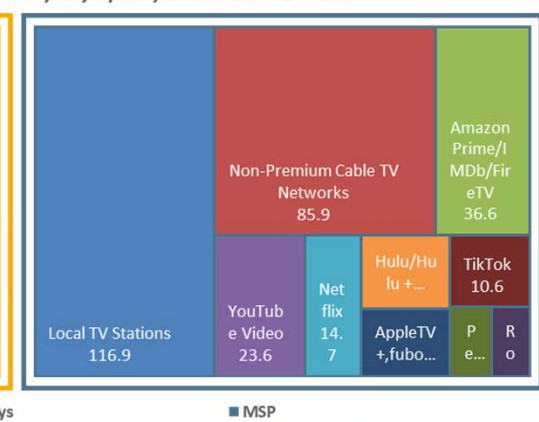
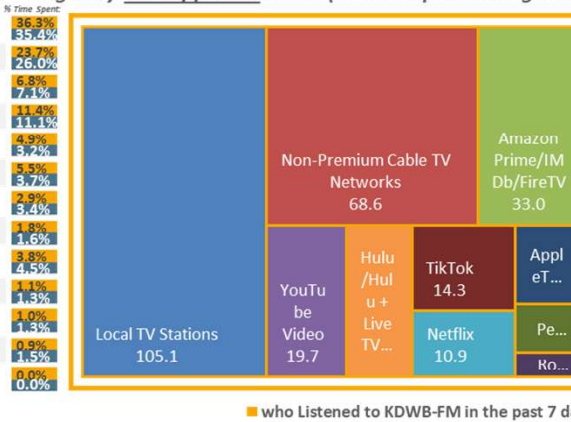
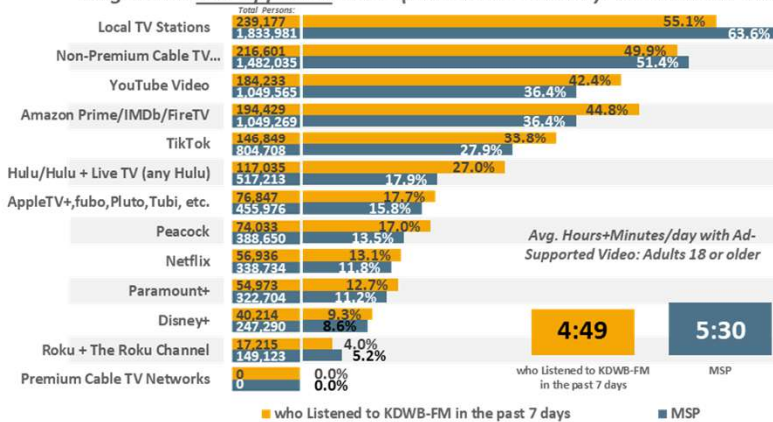
### Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



MSP Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 205  
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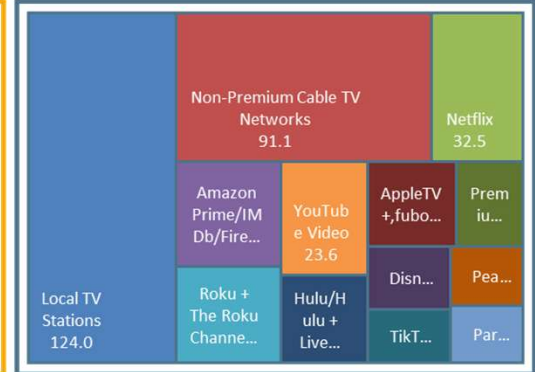
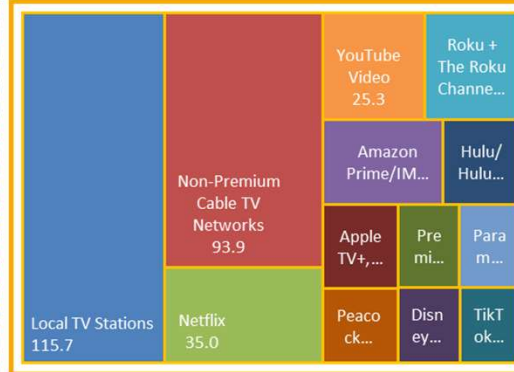
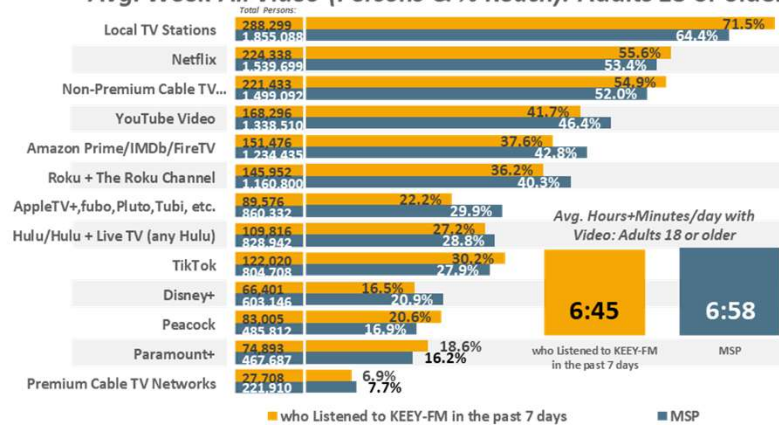
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285,911 or 70.9% of Adults 18 or older who Listened to KEEY-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 111. minutes every day representing 35.1% of all time spent daily with Ad-Supported Video.

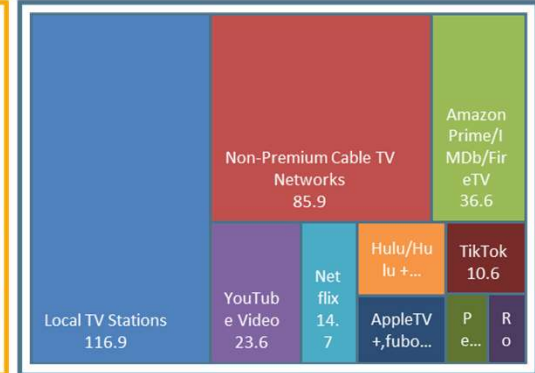
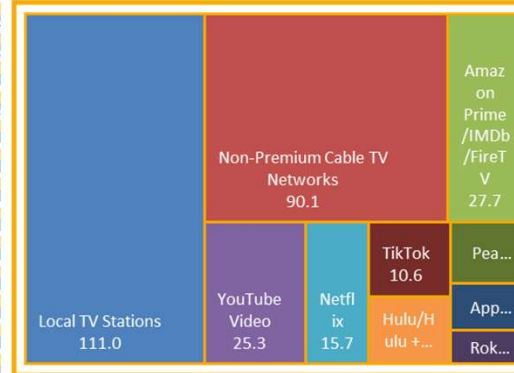
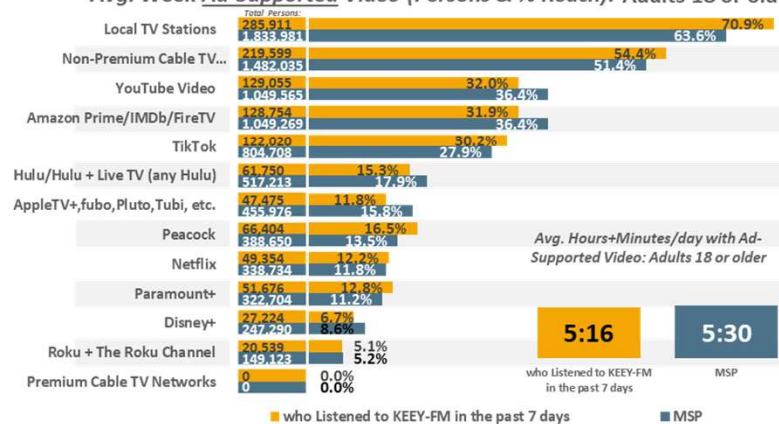
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

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



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

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



MSP Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 217  
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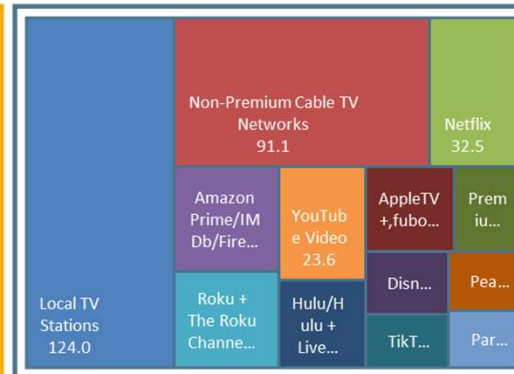
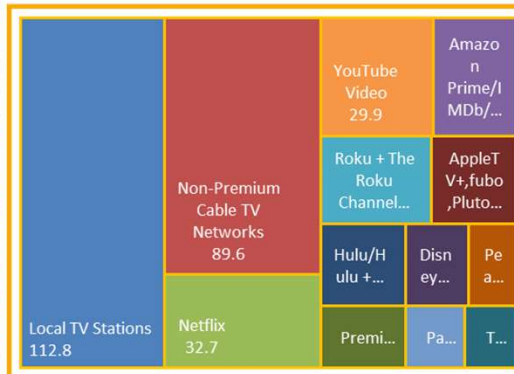
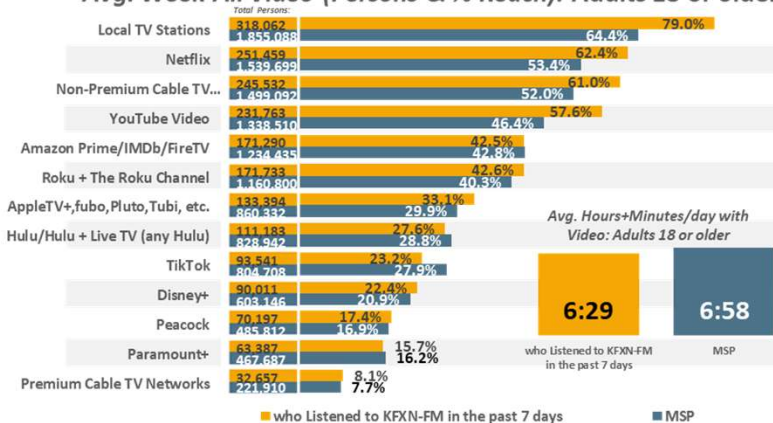
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313,735 or 77.9% of Adults 18 or older who Listened to KFXN-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 101.2 minutes every day representing 33.2% of all time spent daily with Ad-Supported Video.

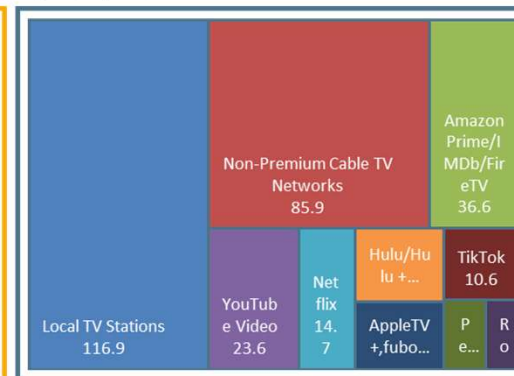
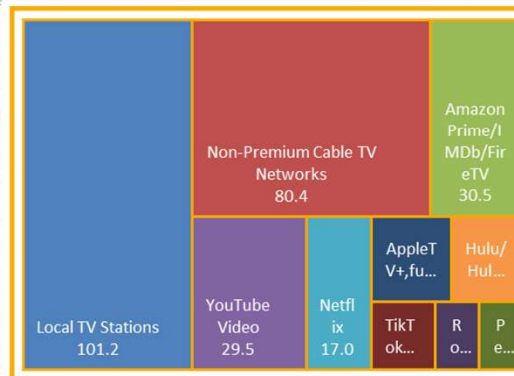
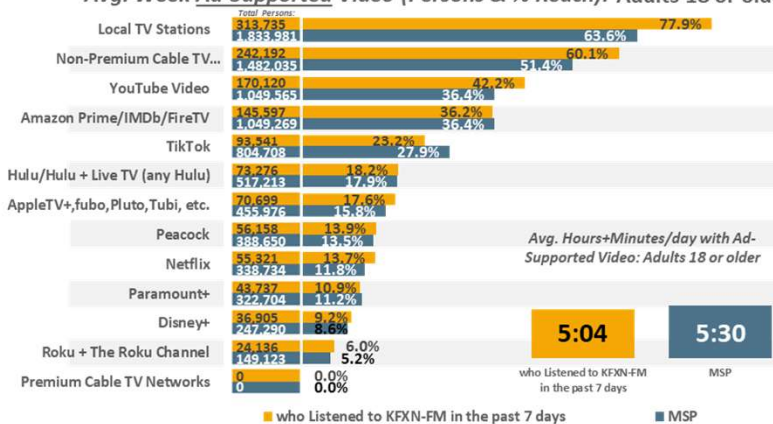
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

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



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

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



MSP Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 217  
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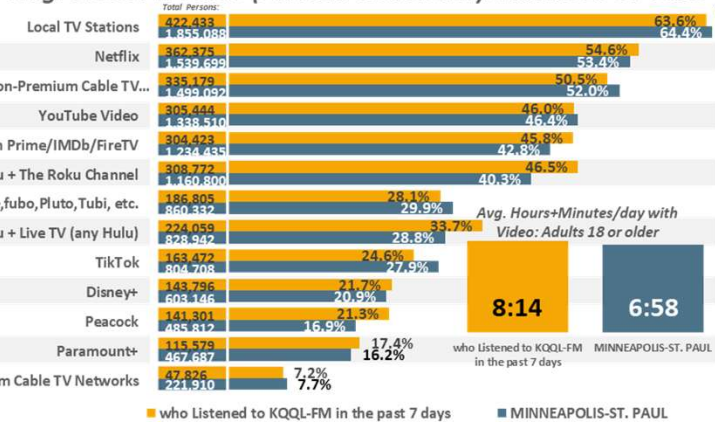
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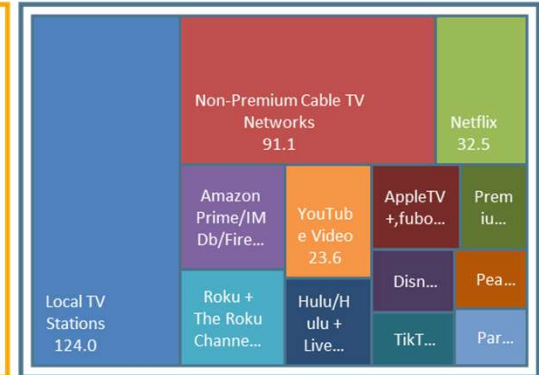
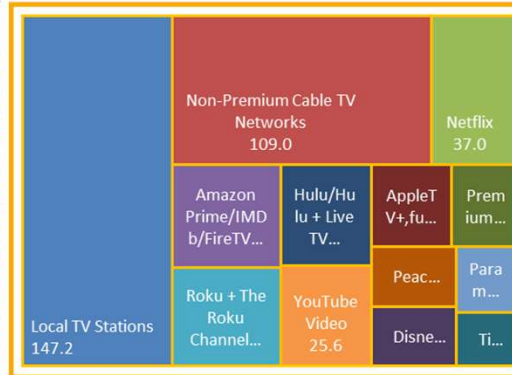


415,085 or 62.5% of Adults 18 or older who Listened to KQQL-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 137.1 minutes every day representing 35.2% of all time spent daily with Ad-Supported Video.

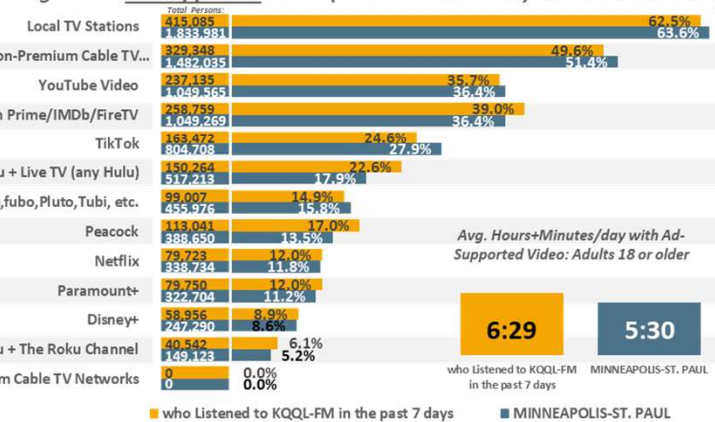
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**



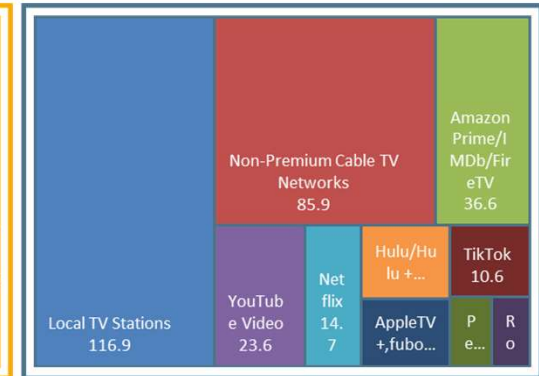
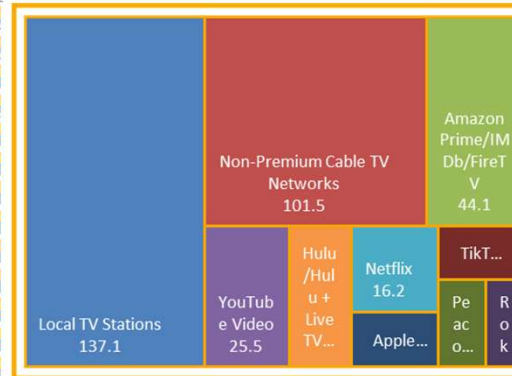
**Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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



MINNEAPOLIS-ST. PAUL Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 361  
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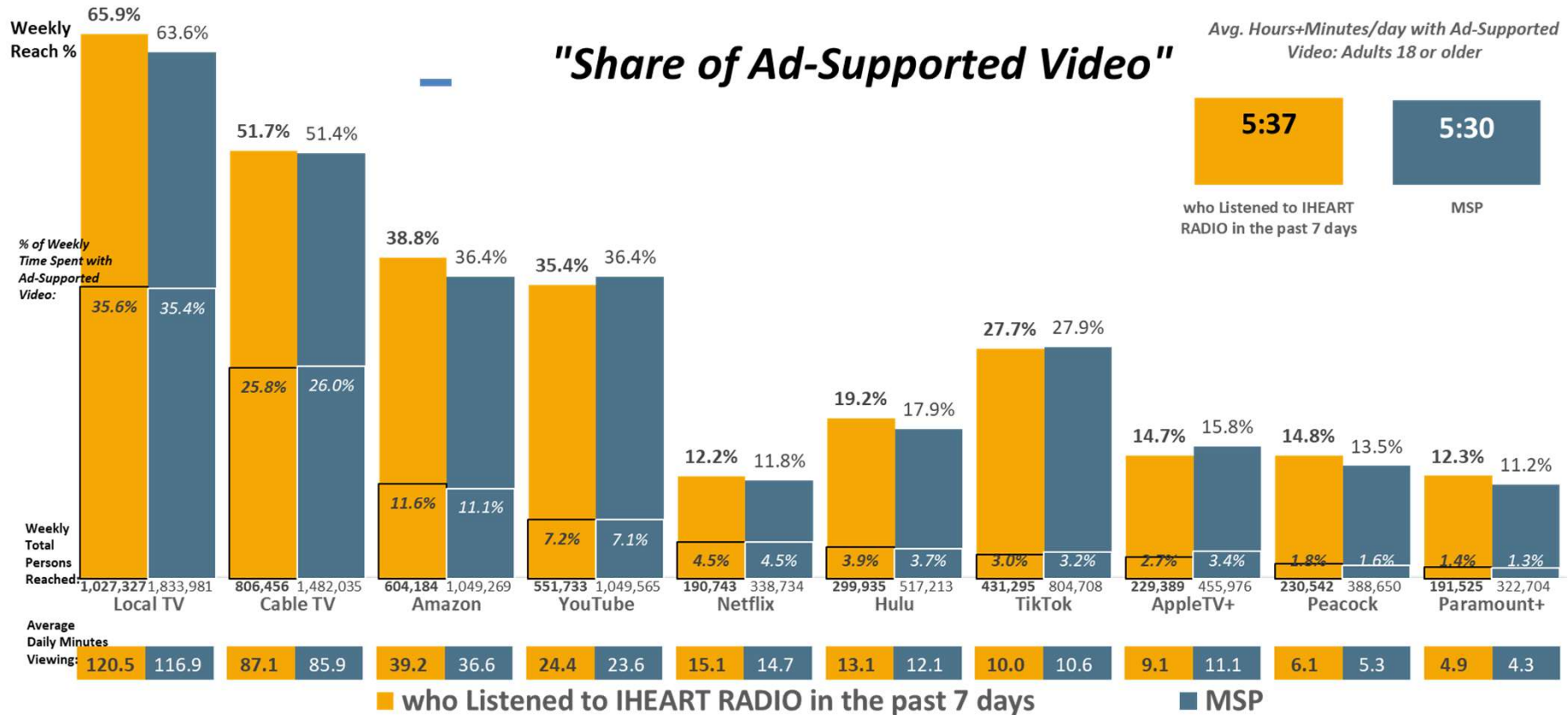
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1,027,327 or 65.9% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 120.5 minutes every day representing 35.6% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"



MSP Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 809 MINNEAPOLIS-ST. PAUL Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,489  
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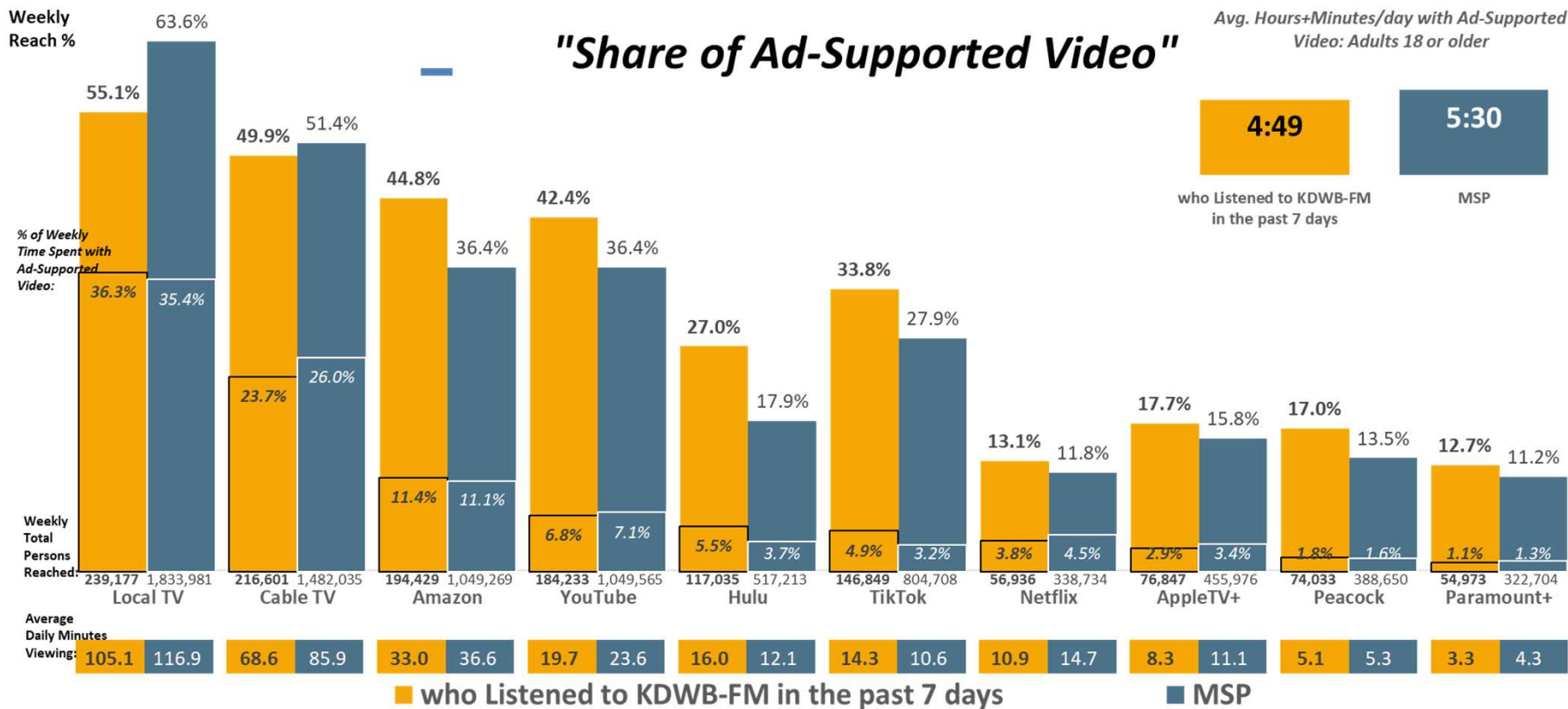
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(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)



239,177 or 55.1% of Adults 18 or older who Listened to KDWB-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 105.1 minutes every day representing 36.3% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"



MSP Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 205 MINNEAPOLIS-ST. PAUL Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,489  
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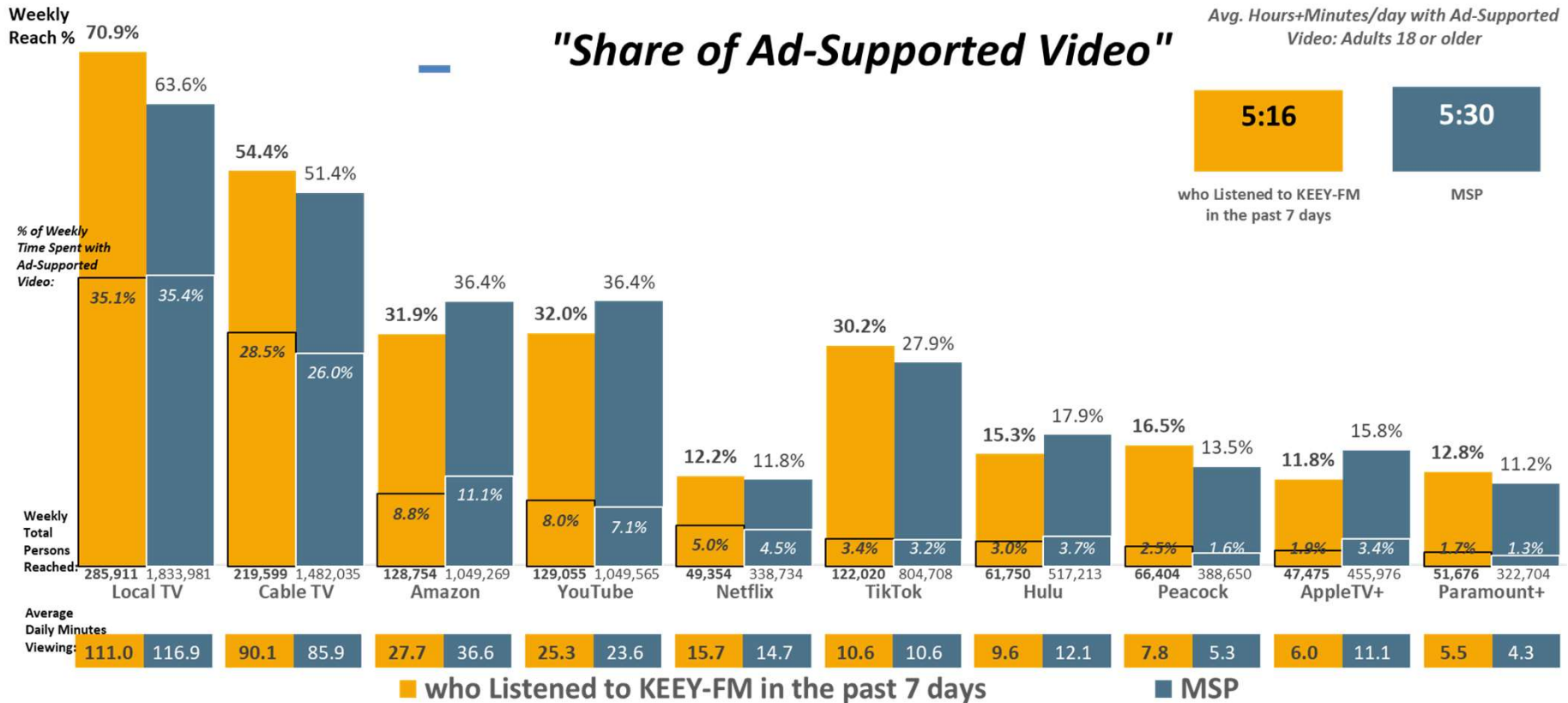
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Radio Stations: KDWB-FM



285,911 or 70.9% of Adults 18 or older who Listened to KEEY-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 111. minutes every day representing 35.1% of all time spent daily with Ad-Supported Video.

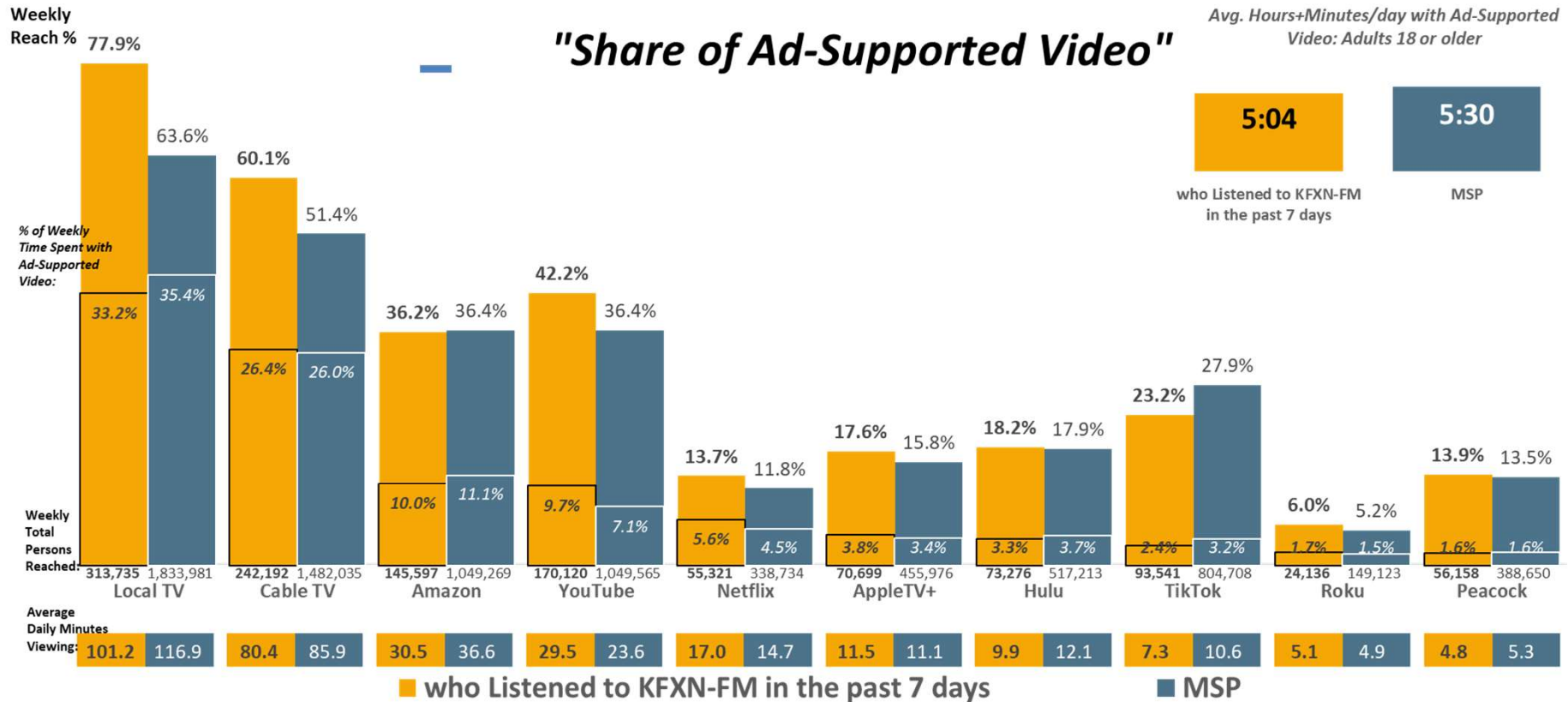
## "Share of Ad-Supported Video"





313,735 or 77.9% of Adults 18 or older who Listened to KFXN-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 101.2 minutes every day representing 33.2% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"



MSP Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 217 MINNEAPOLIS-ST. PAUL Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,489  
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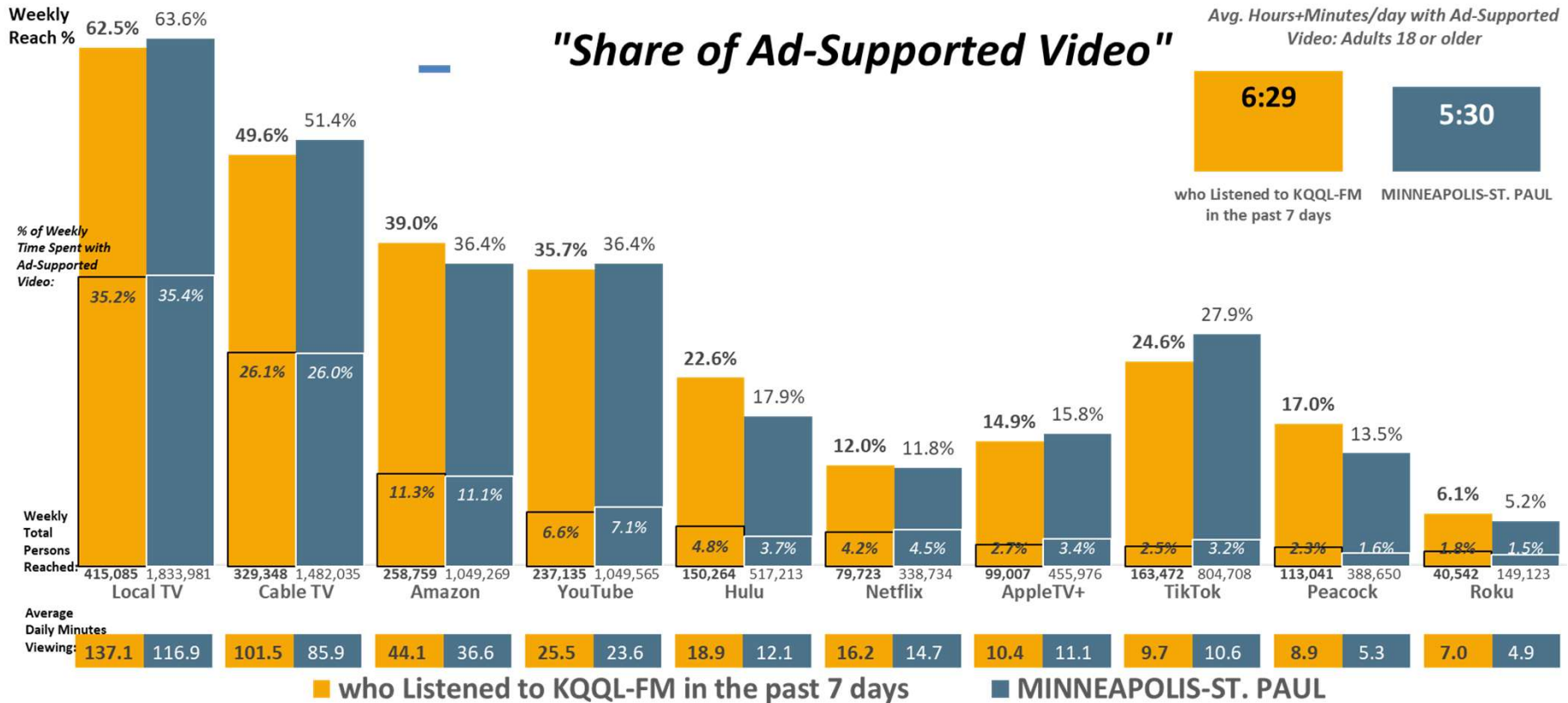
Radio Stations: KFXN-FM





415,085 or 62.5% of Adults 18 or older who Listened to KQQL-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 137.1 minutes every day representing 35.2% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"



MINNEAPOLIS-ST. PAUL Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 361 MINNEAPOLIS-ST. PAUL Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,489  
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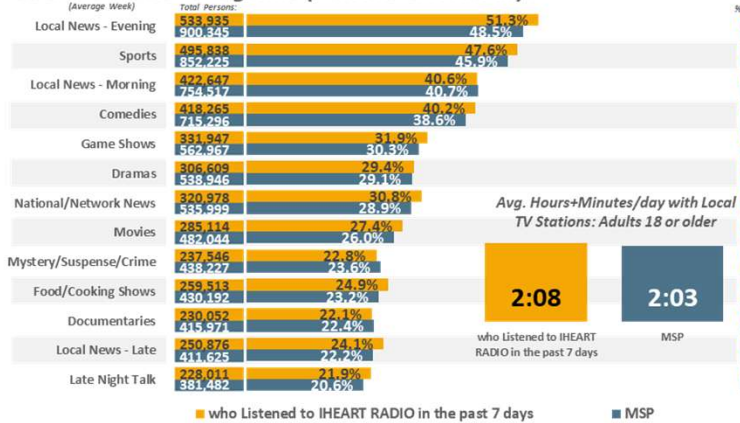
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Radio Stations: KQQL-FM

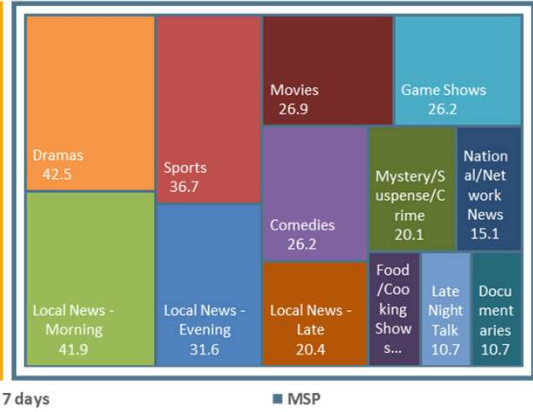
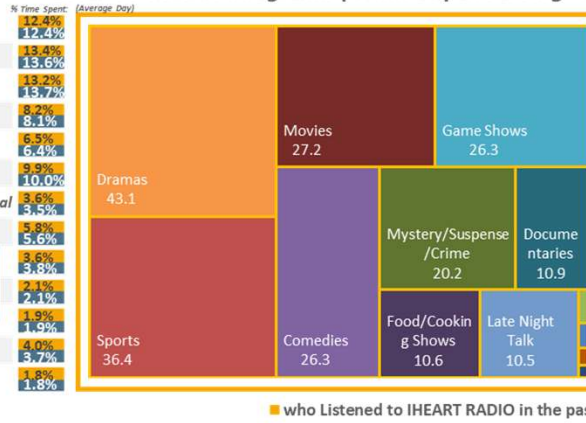


1,027,327 or 65.9% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Game Shows, and Dramas.

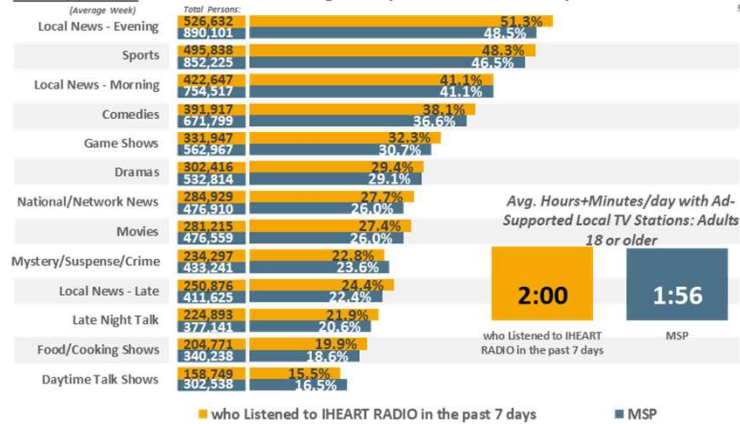
#### Local TV Station Programs (Persons & % Reach): Adults 18 or older



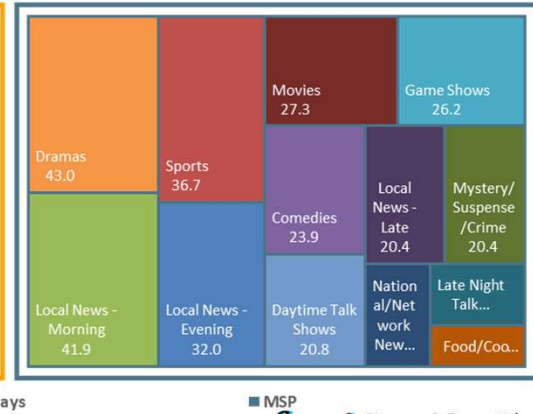
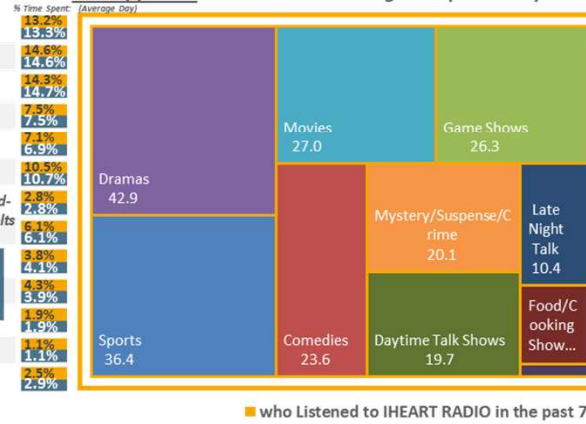
#### Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



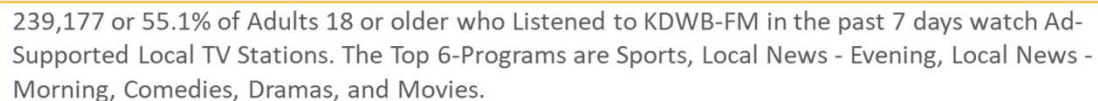
#### Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



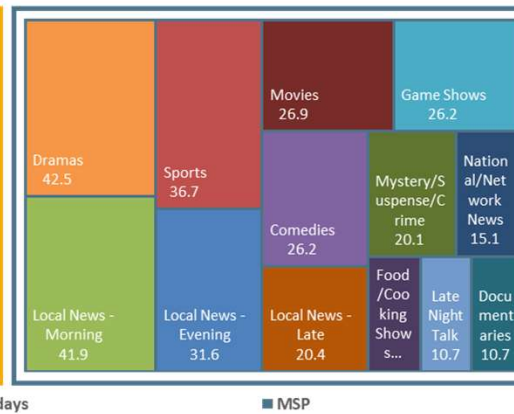
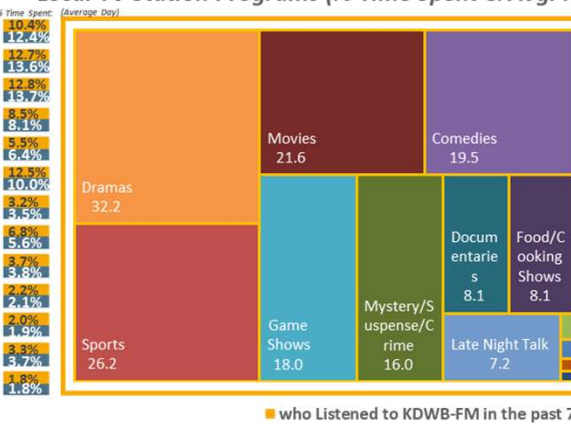
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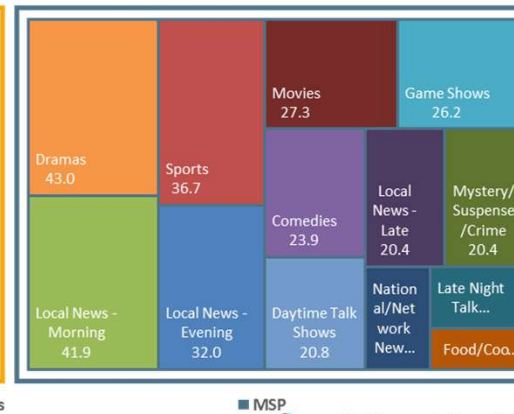
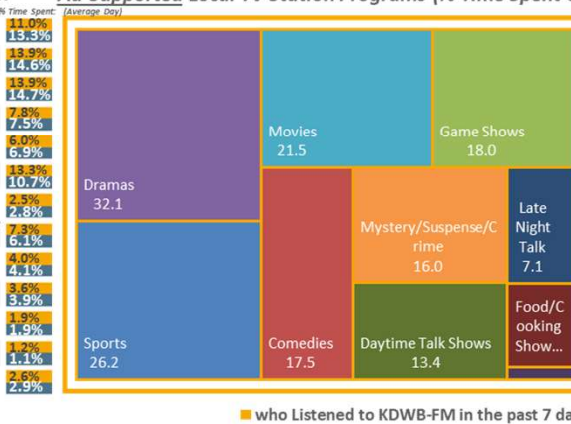
(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)



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



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



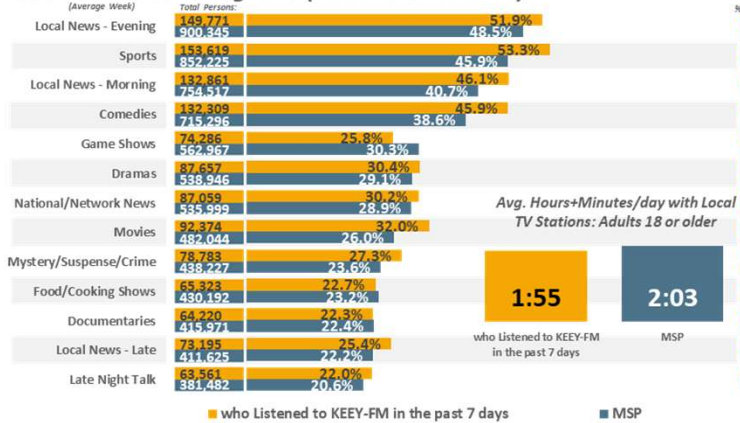
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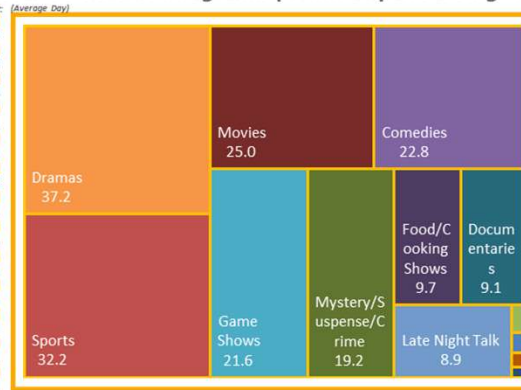


285,911 or 70.9% of Adults 18 or older who Listened to KEEY-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Dramas.

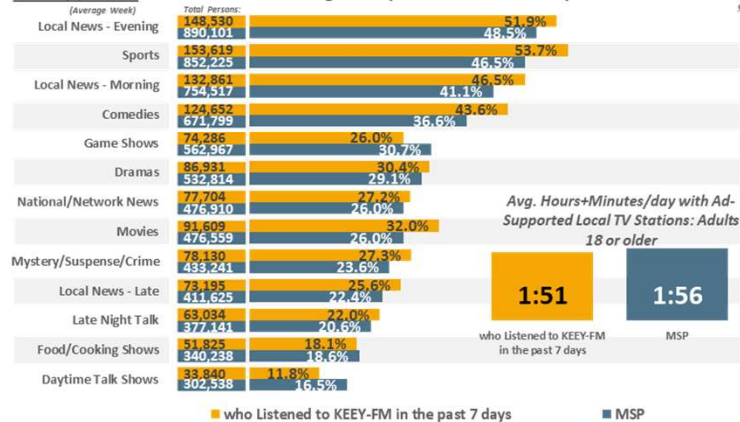
### Local TV Station Programs (Persons & % Reach): Adults 18 or older



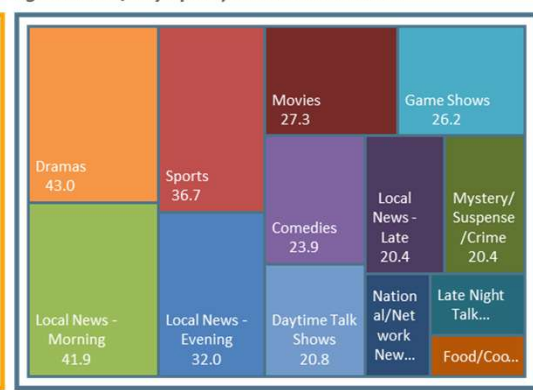
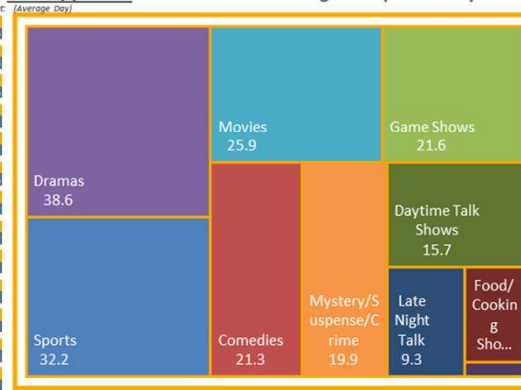
### Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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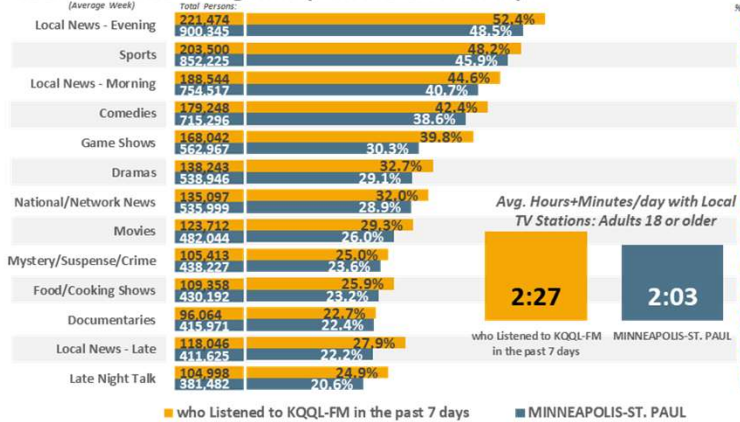




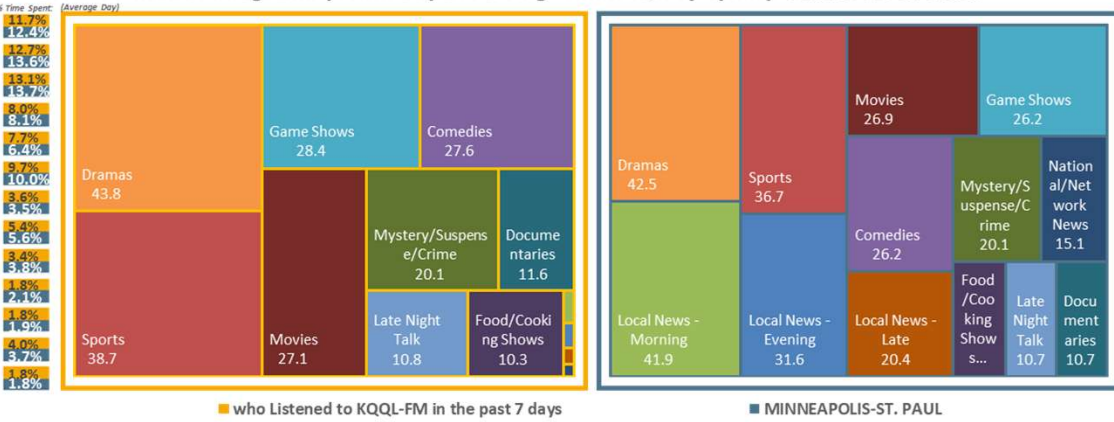


415,085 or 62.5% of Adults 18 or older who Listened to KQQL-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Game Shows, Comedies, and Dramas.

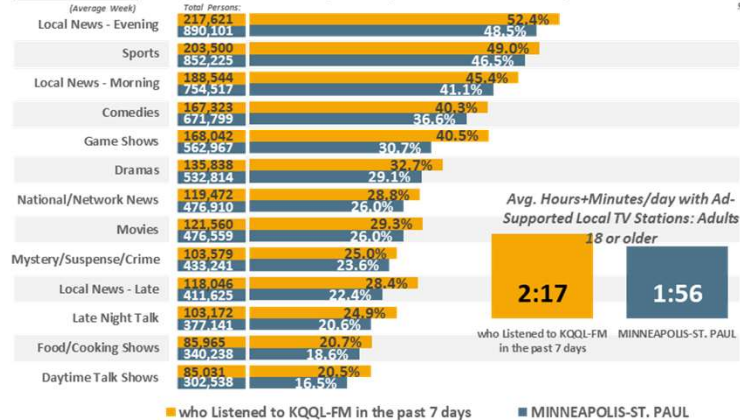
### Local TV Station Programs (Persons & % Reach): Adults 18 or older



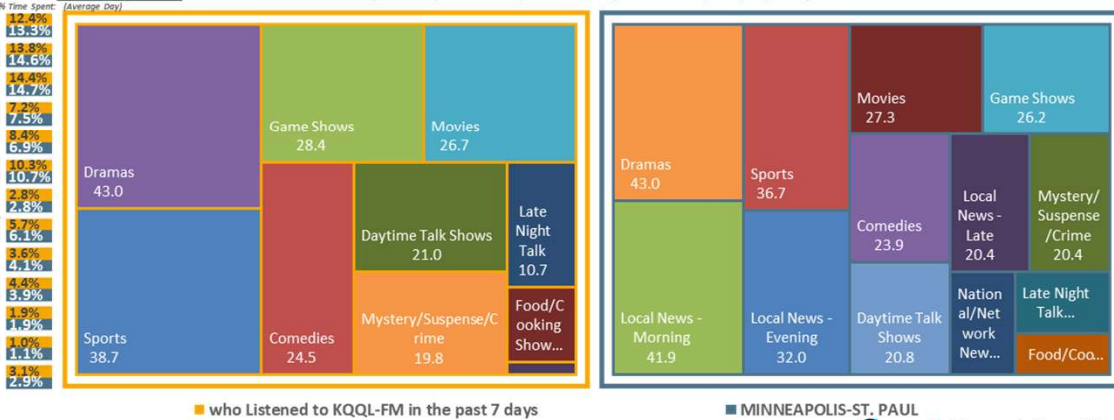
### Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

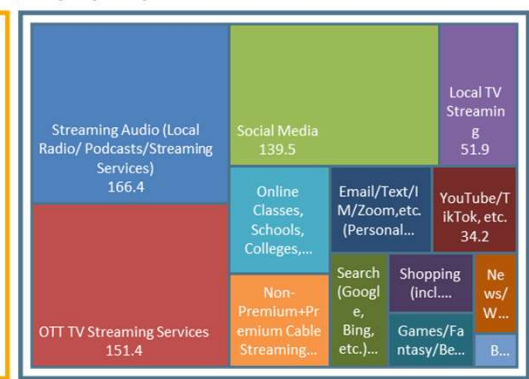
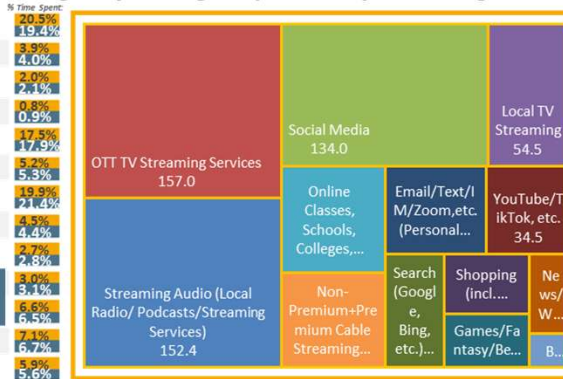
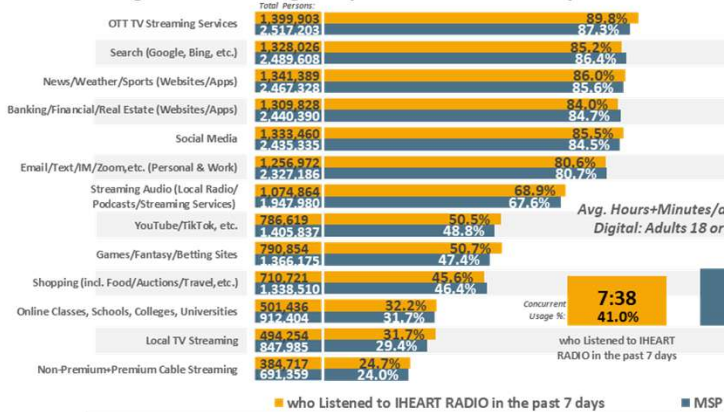




1,159,605 or 74.4% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days use Ad-Supported Social Media for an average of 116.5 minutes every day representing 21.6% of all time spent daily with Ad-Supported Digital Media.

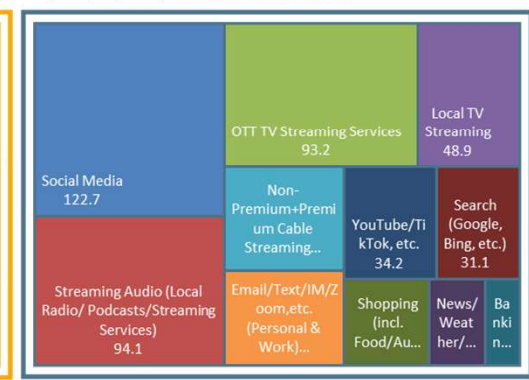
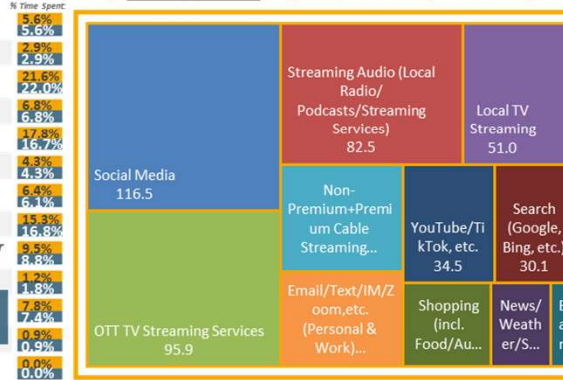
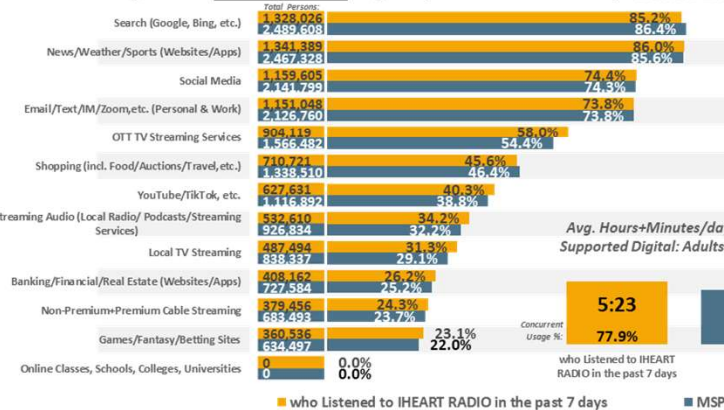
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



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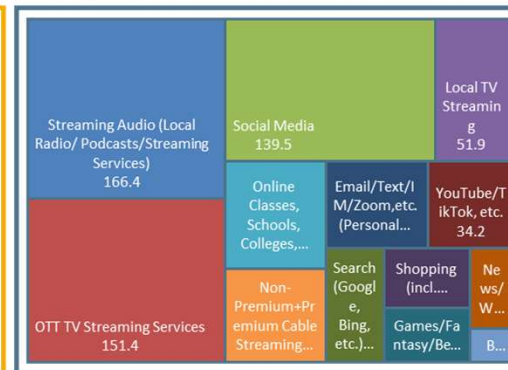
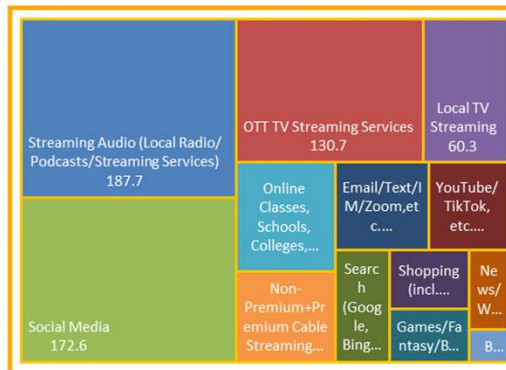
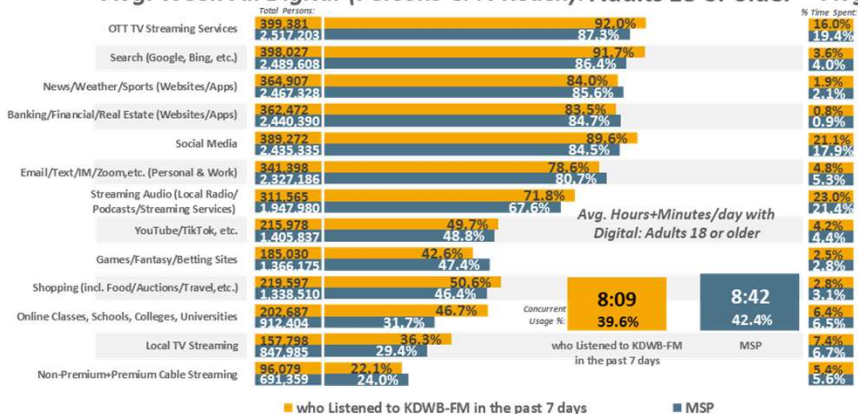




326,674 or 75.2% of Adults 18 or older who Listened to KDWB-FM in the past 7 days use Ad-Supported Social Media for an average of 144.9 minutes every day representing 25.3% of all time spent daily with Ad-Supported Digital Media.

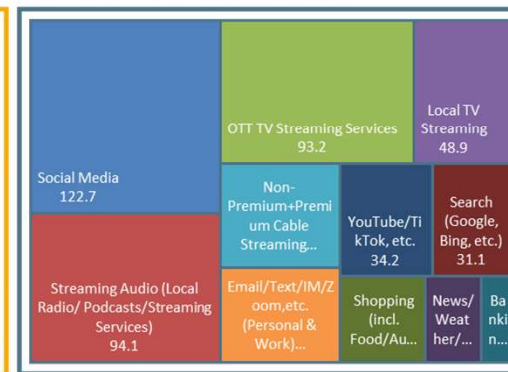
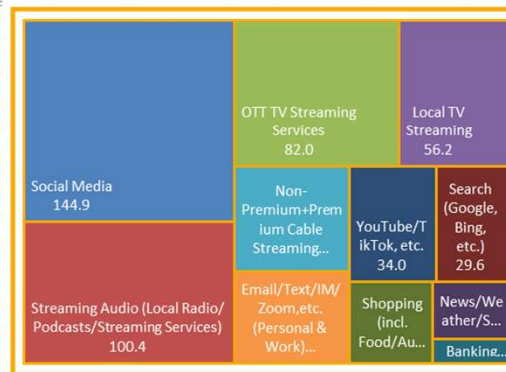
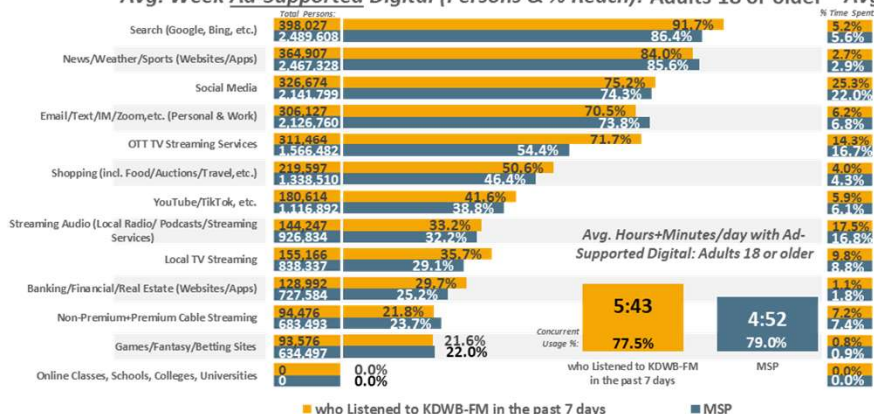
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



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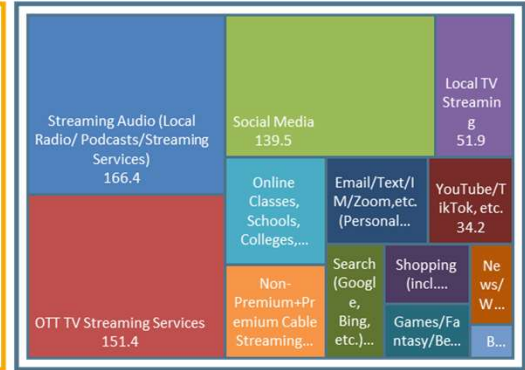
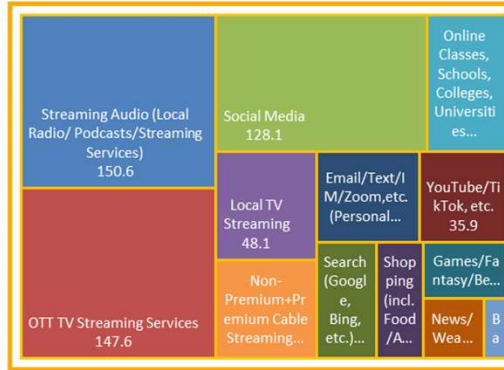
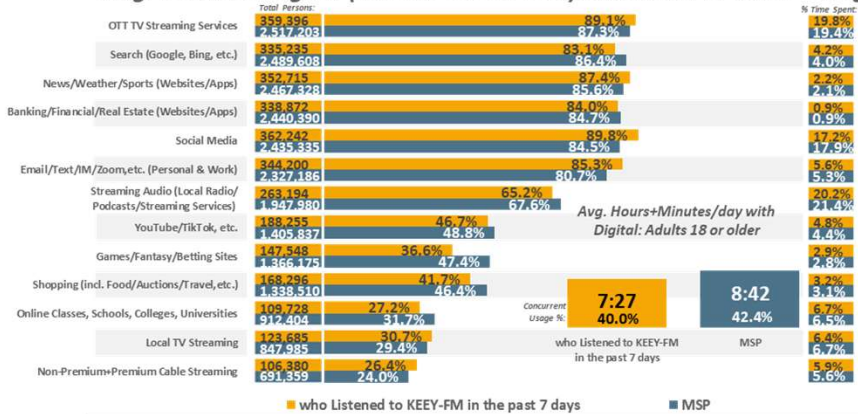




330,275 or 81.9% of Adults 18 or older who Listened to KEEY-FM in the past 7 days use Ad-Supported Social Media for an average of 116.8 minutes every day representing 22.3% of all time spent daily with Ad-Supported Digital Media.

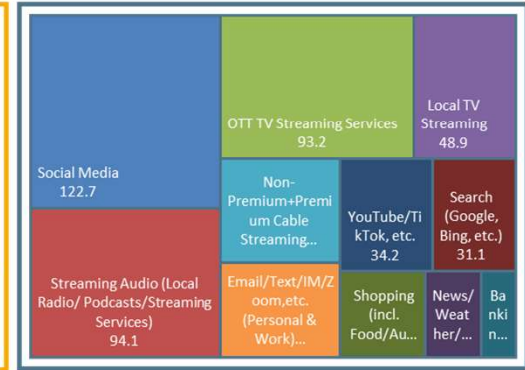
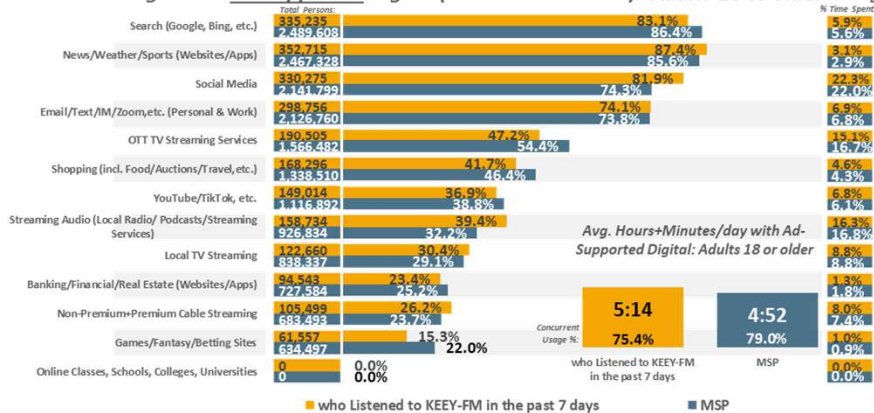
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



MSP Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 217  
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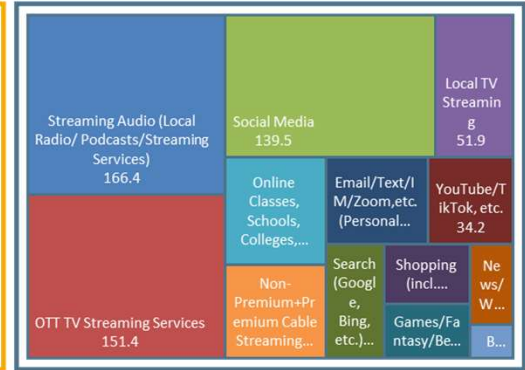
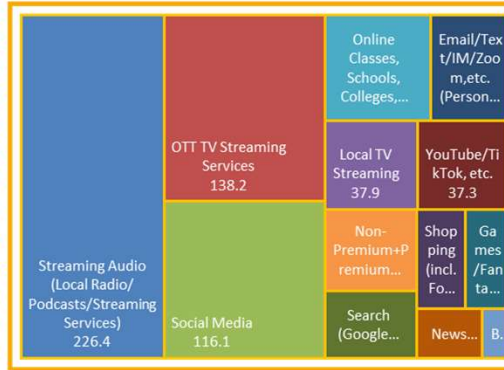
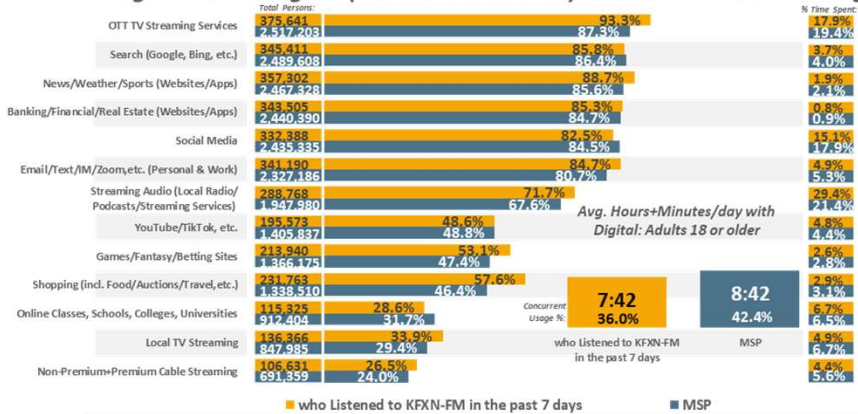
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266,505 or 66.2% of Adults 18 or older who Listened to KFXN-FM in the past 7 days use Ad-Supported Social Media for an average of 93.1 minutes every day representing 17.7% of all time spent daily with Ad-Supported Digital Media.

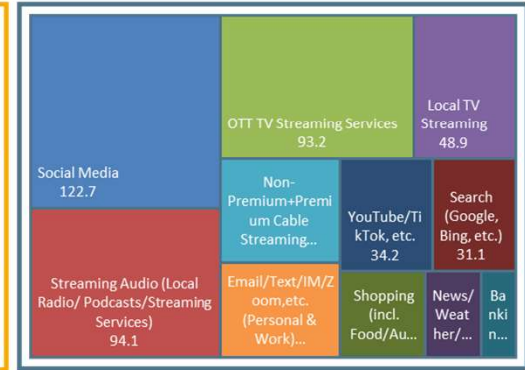
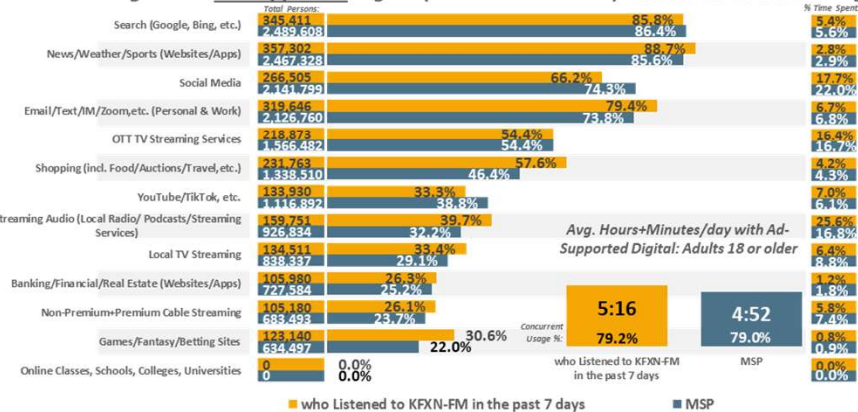
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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

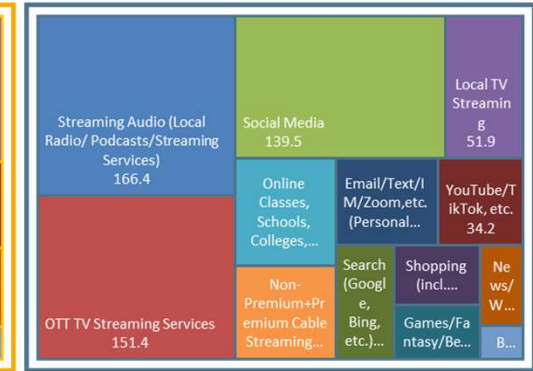
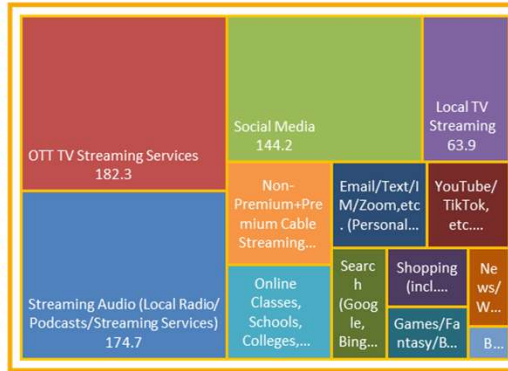
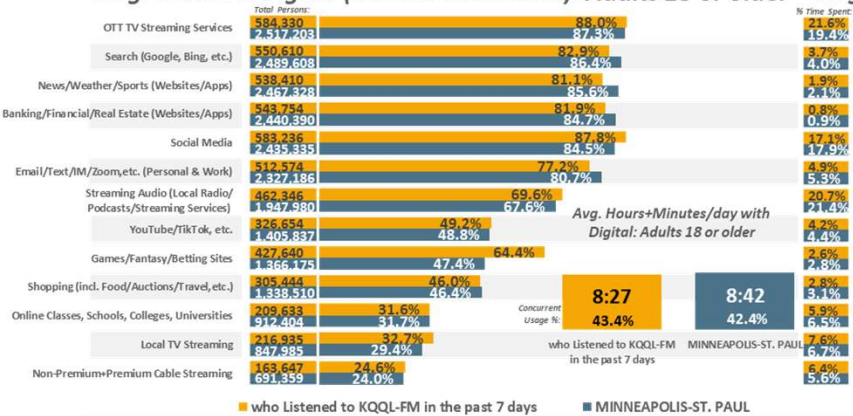




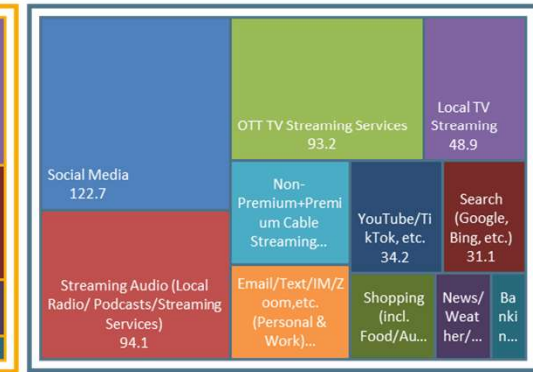
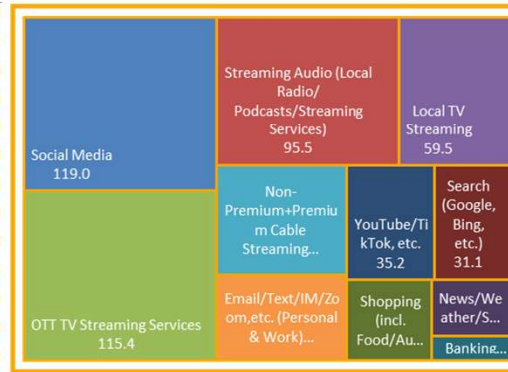
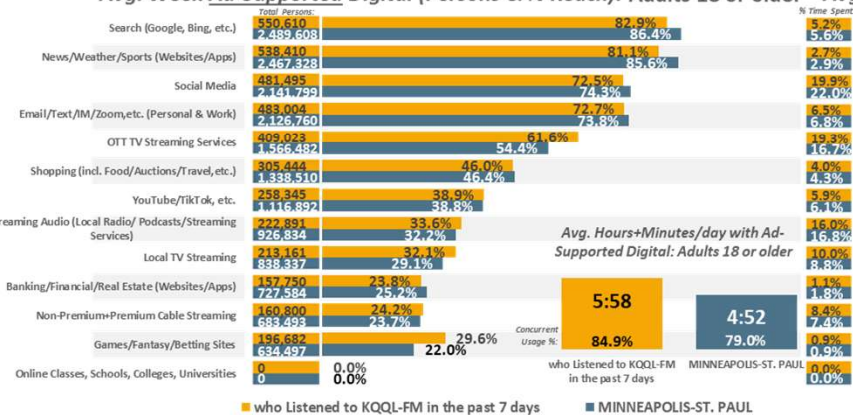


481,495 or 72.5% of Adults 18 or older who Listened to KQQL-FM in the past 7 days use Ad-Supported Social Media for an average of 119. minutes every day representing 19.9% of all time spent daily with Ad-Supported Digital Media.

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



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

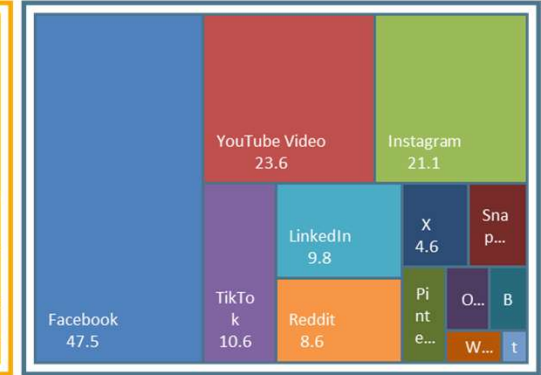
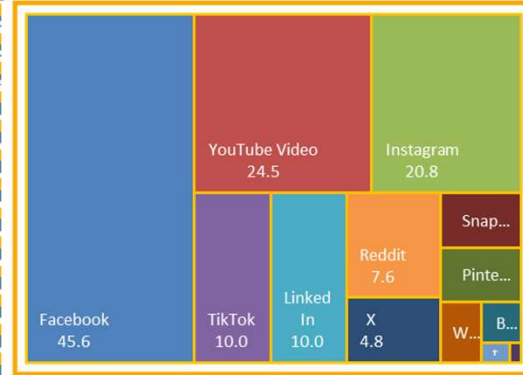
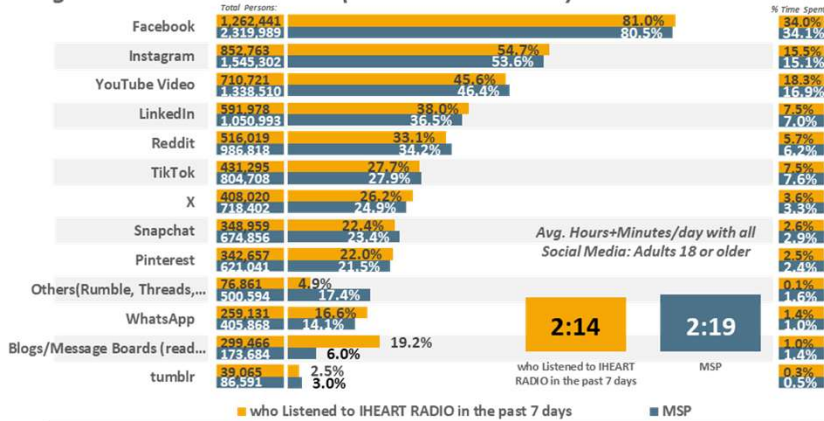




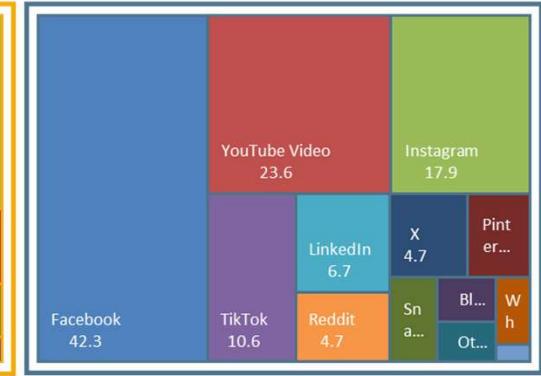
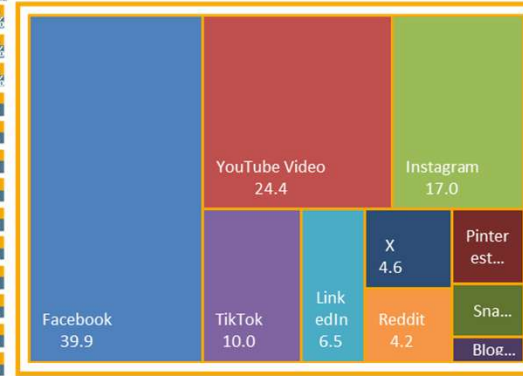
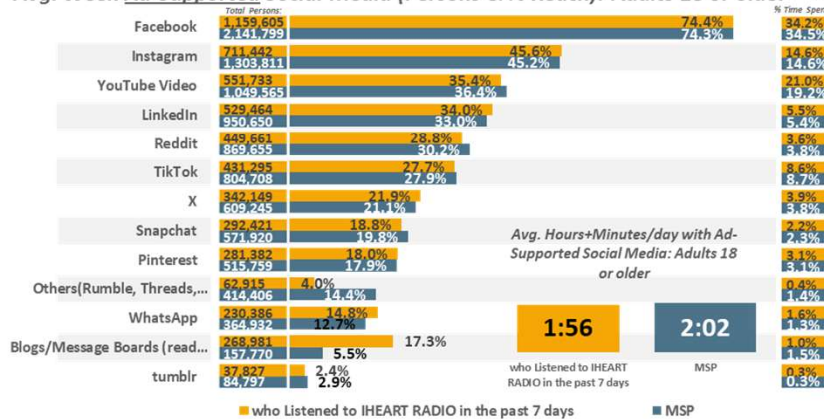


1,159,605 or 74.4% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days use Ad-Supported Facebook for an average of 39.9 minutes every day representing 34.2% of all time spent daily with Ad-Supported Social Media.

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



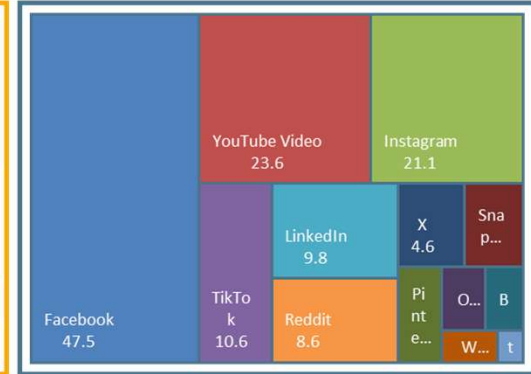
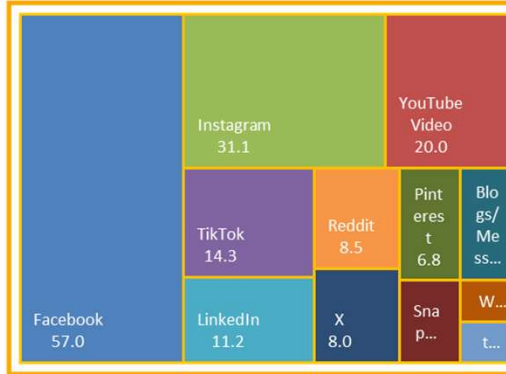
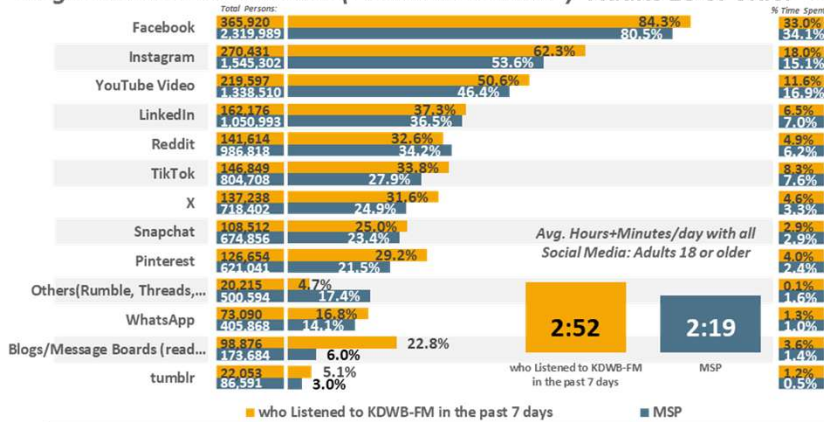
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



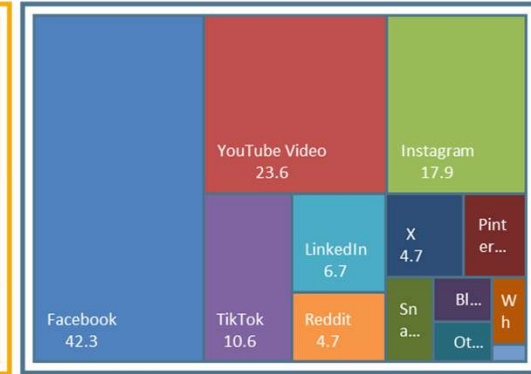
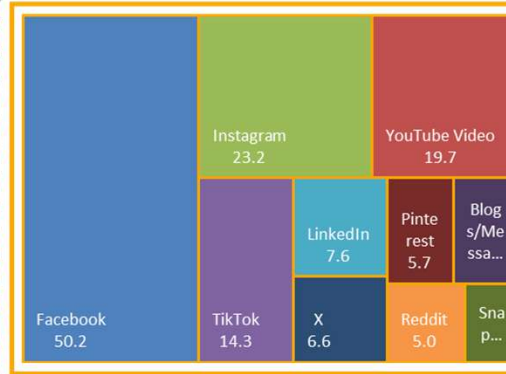
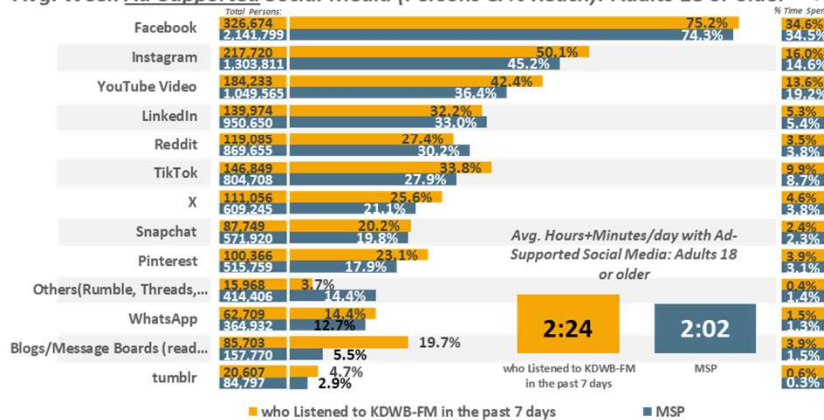


326,674 or 75.2% of Adults 18 or older who Listened to KDWB-FM in the past 7 days use Ad-Supported Facebook for an average of 50.2 minutes every day representing 34.6% of all time spent daily with Ad-Supported Social Media.

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



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



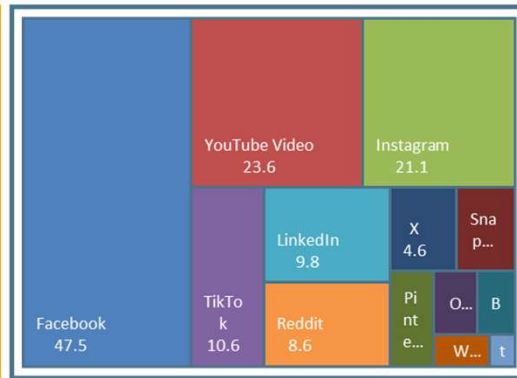
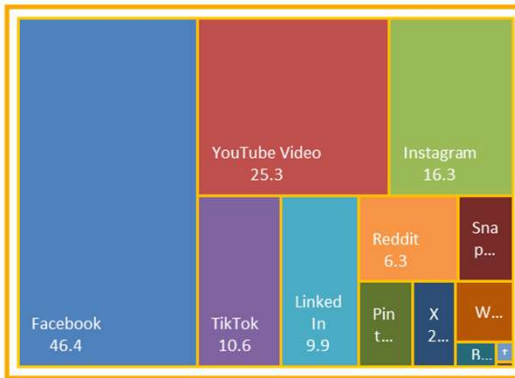
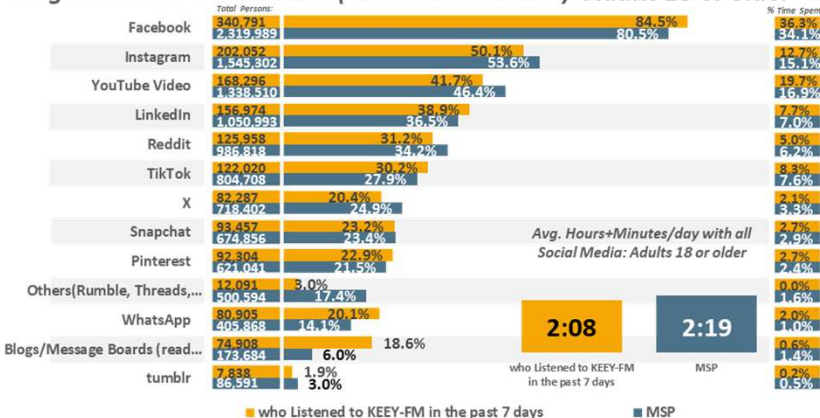
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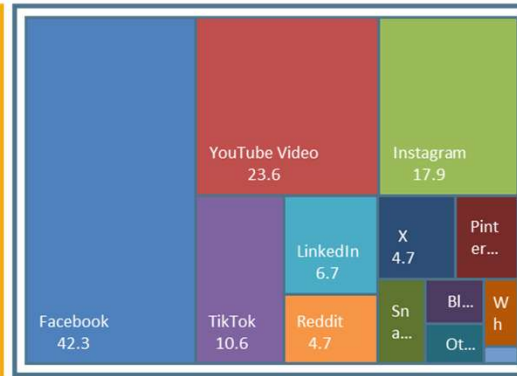
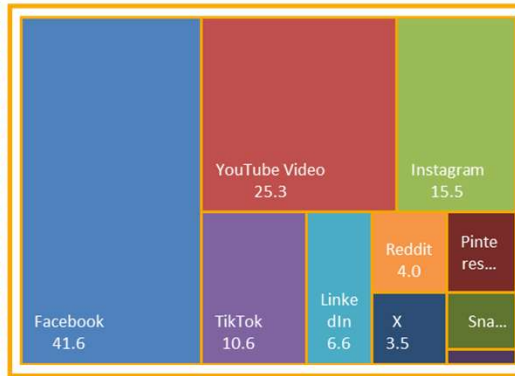
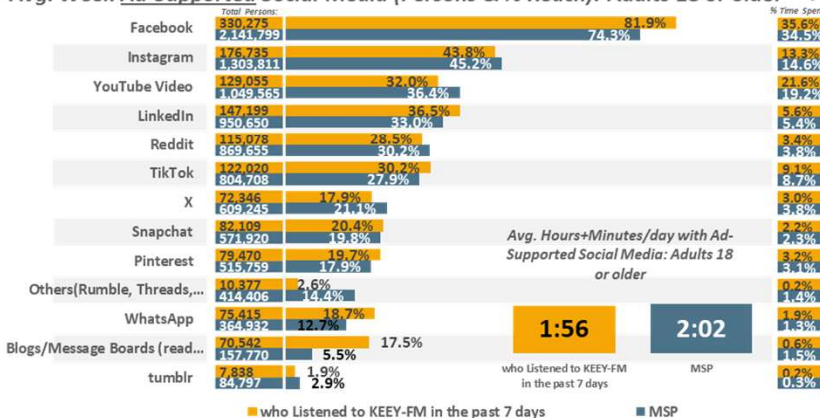


330,275 or 81.9% of Adults 18 or older who Listened to KEEY-FM in the past 7 days use Ad-Supported Facebook for an average of 41.6 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.

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



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

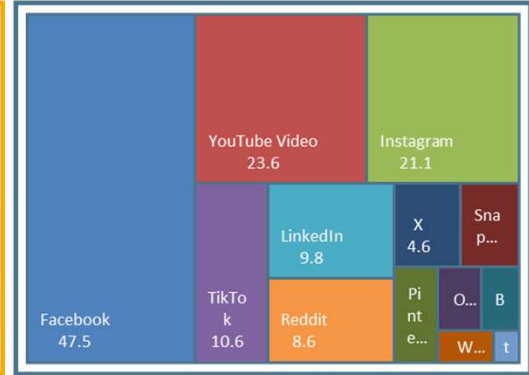
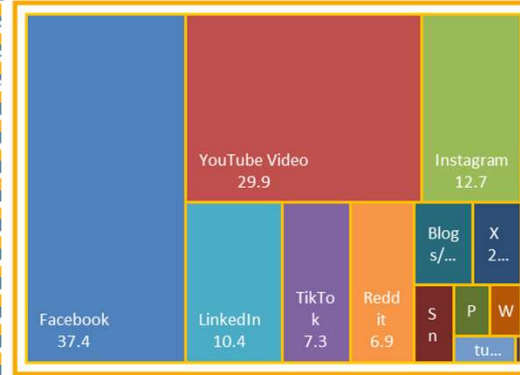
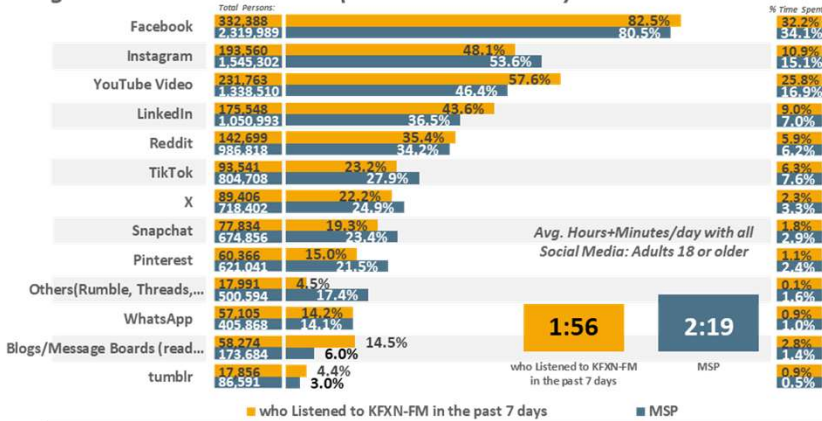




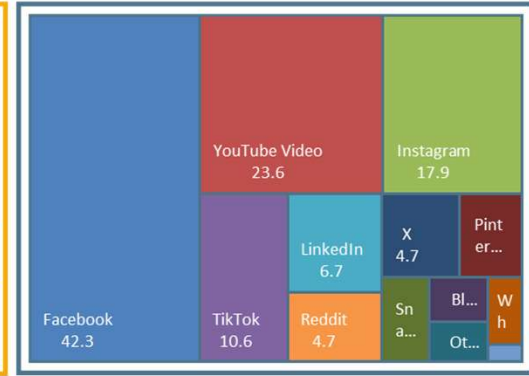
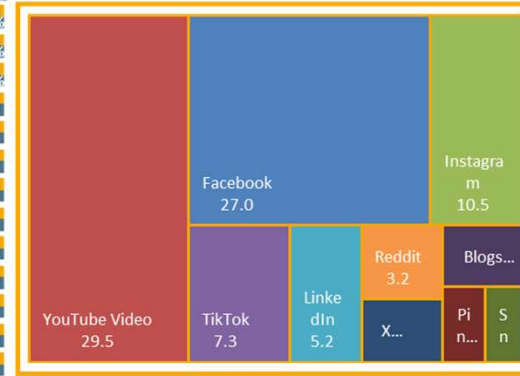
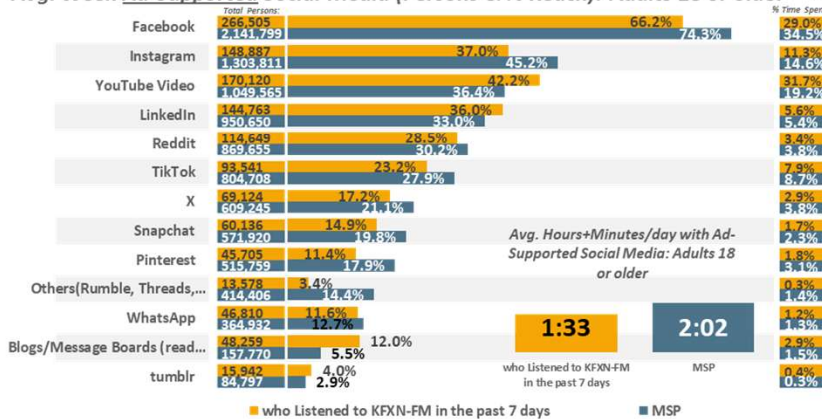


170,120 or 42.2% of Adults 18 or older who Listened to KFXN-FM in the past 7 days use Ad-Supported YouTube Video for an average of 29.5 minutes every day representing 31.7% of all time spent daily with Ad-Supported Social Media.

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



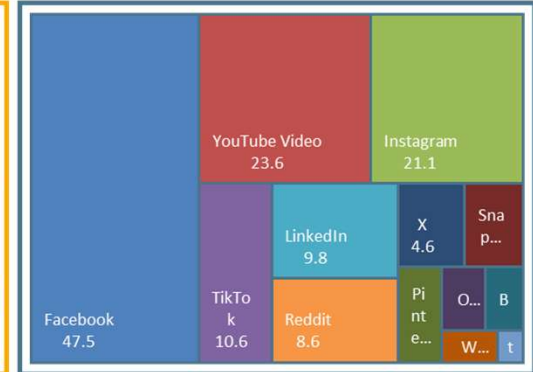
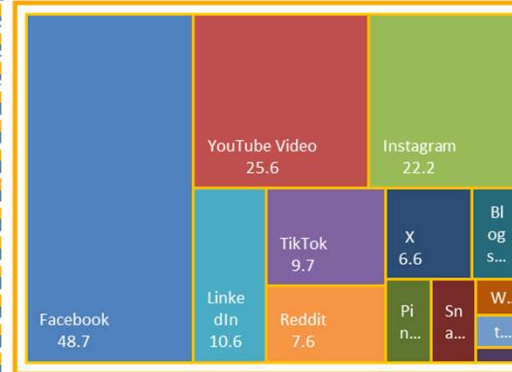
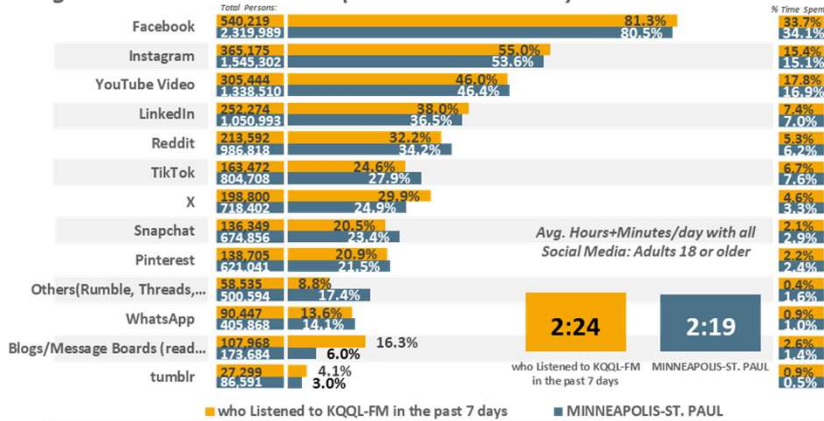
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



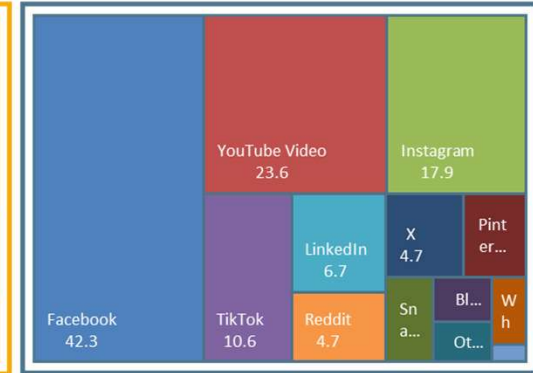
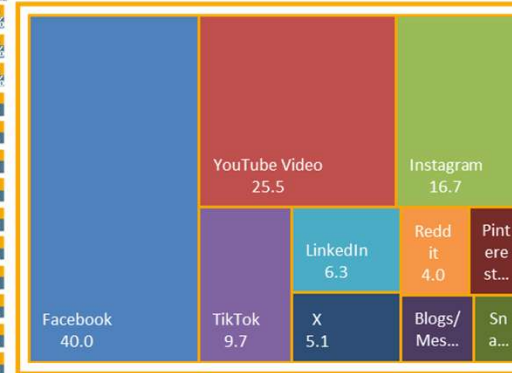
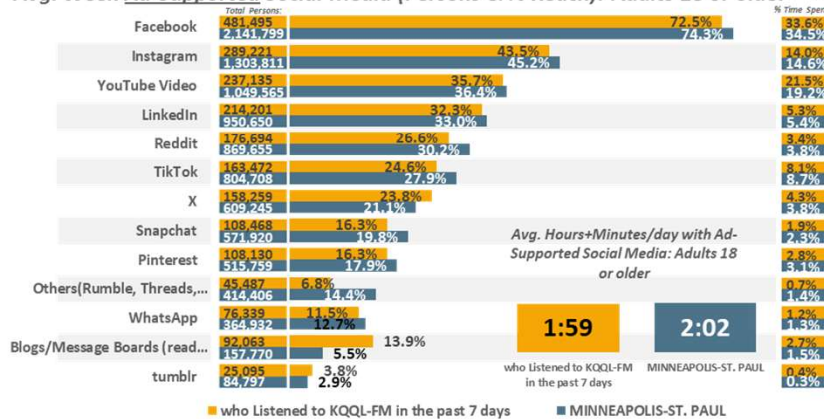


481,495 or 72.5% of Adults 18 or older who Listened to KQQL-FM in the past 7 days use Ad-Supported Facebook for an average of 40. minutes every day representing 33.6% of all time spent daily with Ad-Supported Social Media.

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



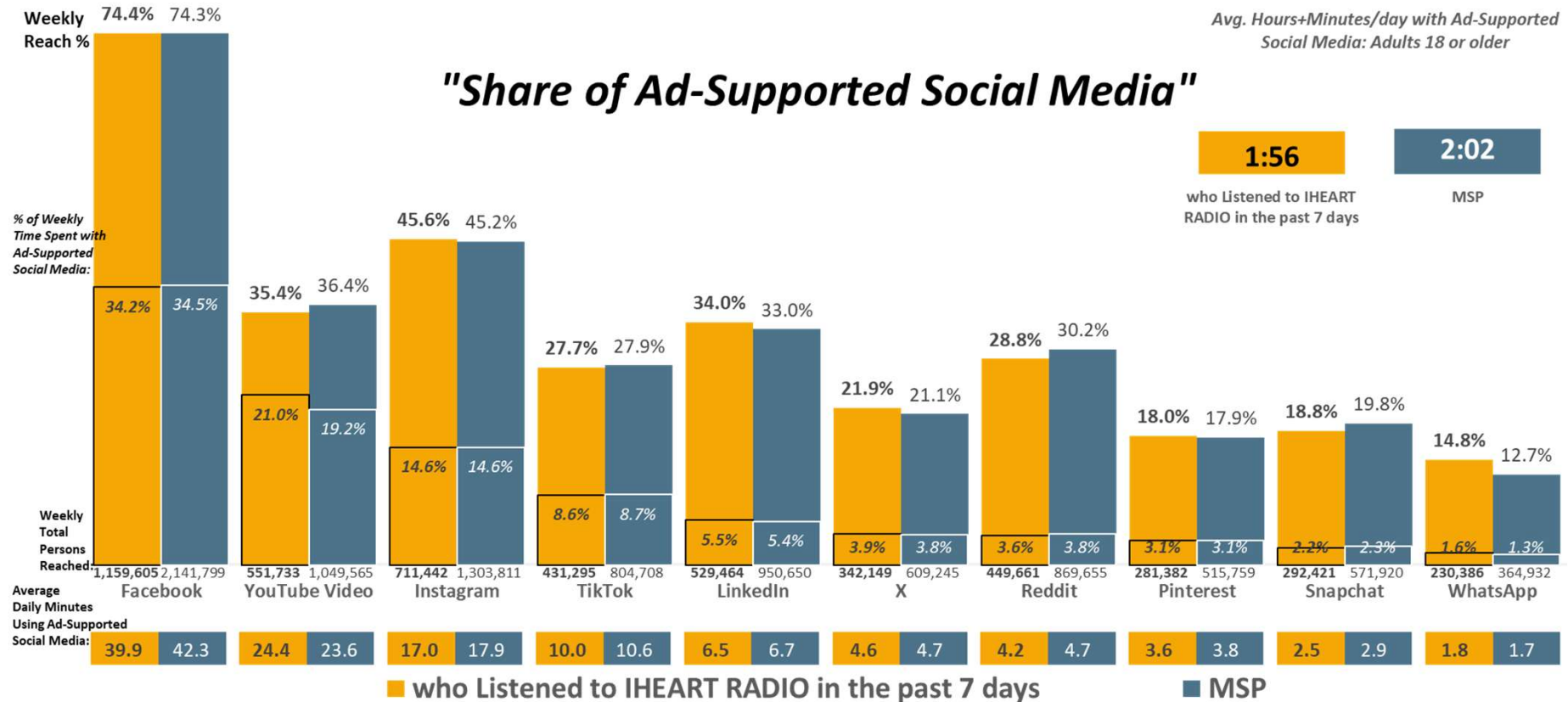
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





1,159,605 or 74.4% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days use Ad-Supported Facebook for an average of 39.9 minutes every day representing 34.2% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"



MSP Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 809 MINNEAPOLIS-ST. PAUL Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,489  
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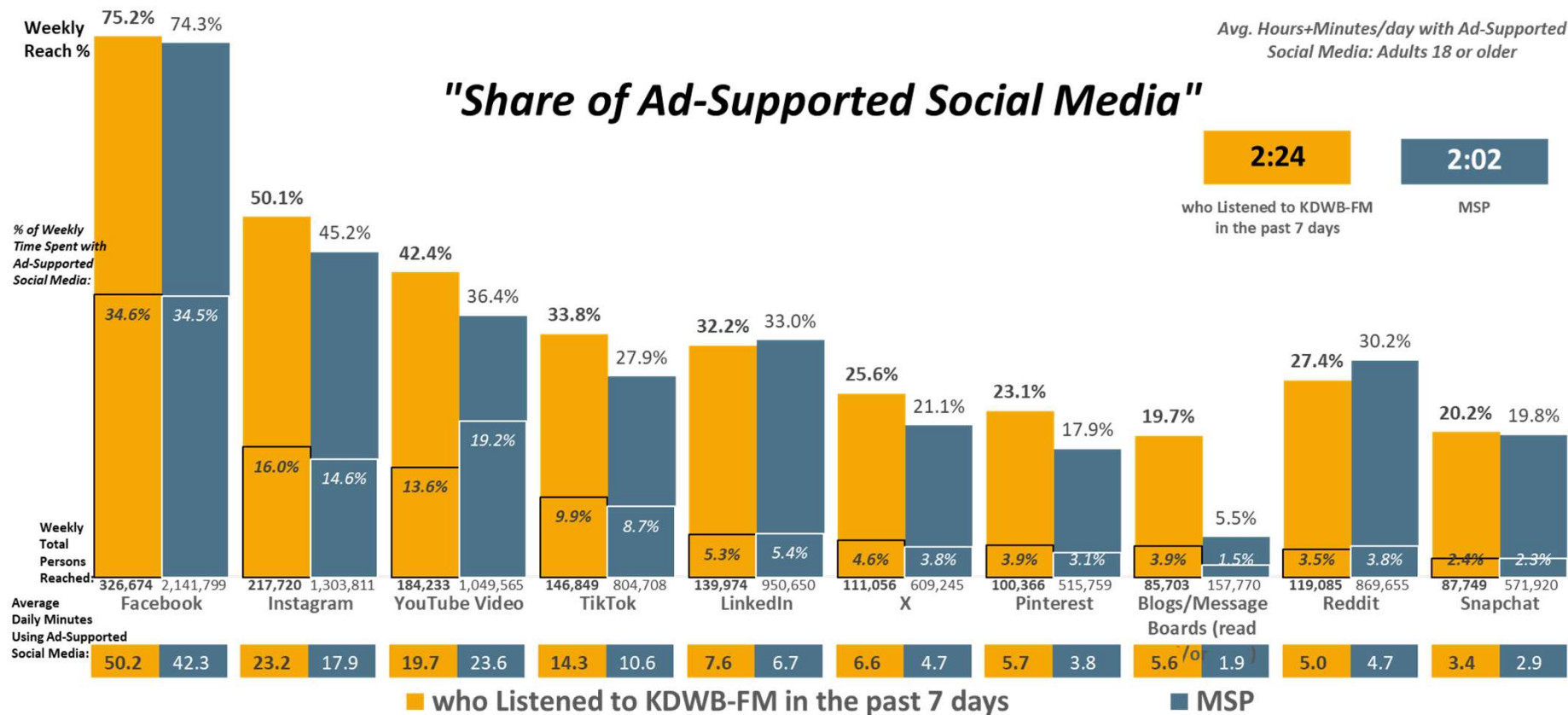
(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)





326,674 or 75.2% of Adults 18 or older who Listened to KDWB-FM in the past 7 days use Ad-Supported Facebook for an average of 50.2 minutes every day representing 34.6% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"



MSP Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 205 MINNEAPOLIS-ST. PAUL Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,489  
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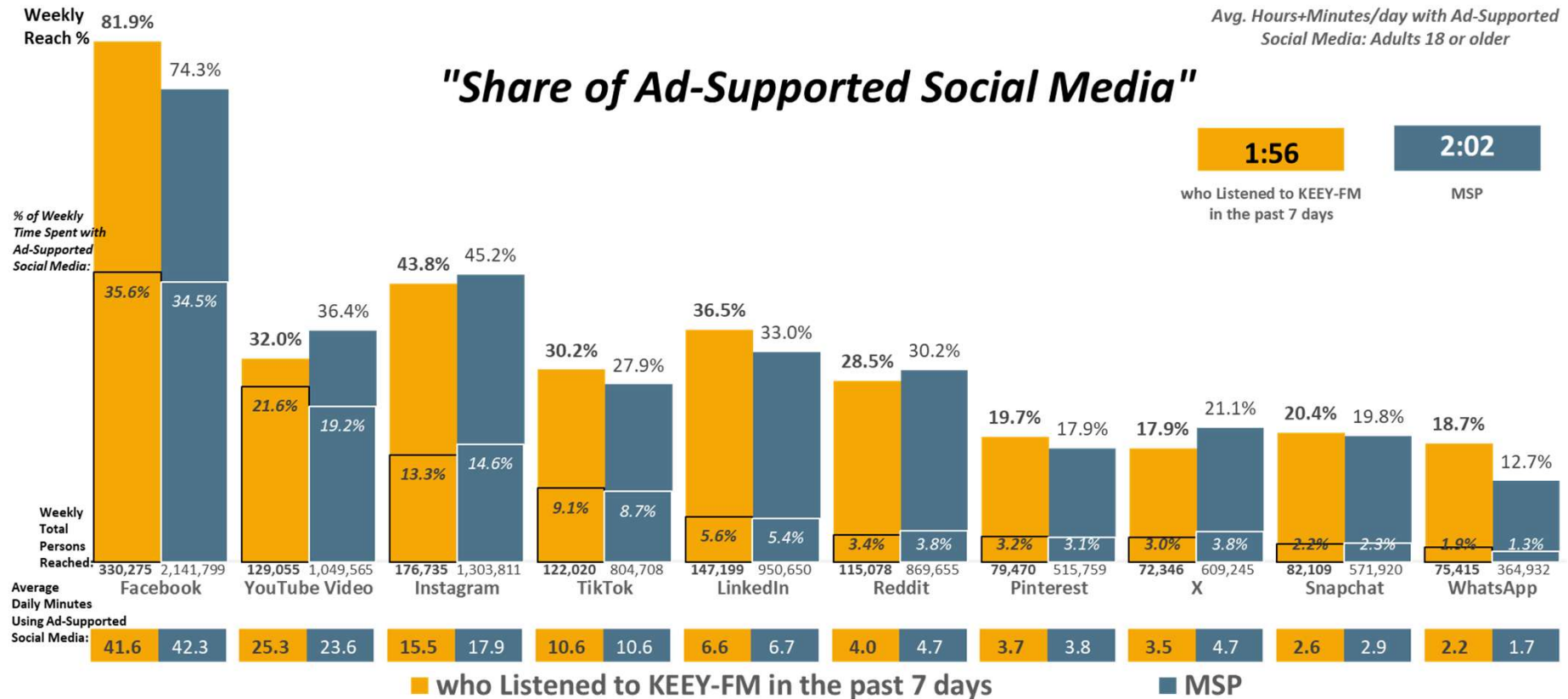
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Radio Stations: KDWB-FM



330,275 or 81.9% of Adults 18 or older who Listened to KEEY-FM in the past 7 days use Ad-Supported Facebook for an average of 41.6 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"



MSP Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 217 MINNEAPOLIS-ST. PAUL Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,489  
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Radio Stations: KEEY-FM



170,120 or 42.2% of Adults 18 or older who Listened to KFXN-FM in the past 7 days use Ad-Supported YouTube Video for an average of 29.5 minutes every day representing 31.7% of all time spent daily with Ad-Supported Social Media.

Weekly  
Reach %

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

## "Share of Ad-Supported Social Media"

% of Weekly  
Time Spent with  
Ad-Supported  
Social Media:

Weekly  
Total  
Persons  
Reached:

Average  
Daily Minutes  
Using Ad-Supported  
Social Media:

1:33

who Listened to KFXN-FM  
in the past 7 days

2:02

MSP

■ who Listened to KFXN-FM in the past 7 days

■ MSP

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for Anything ©

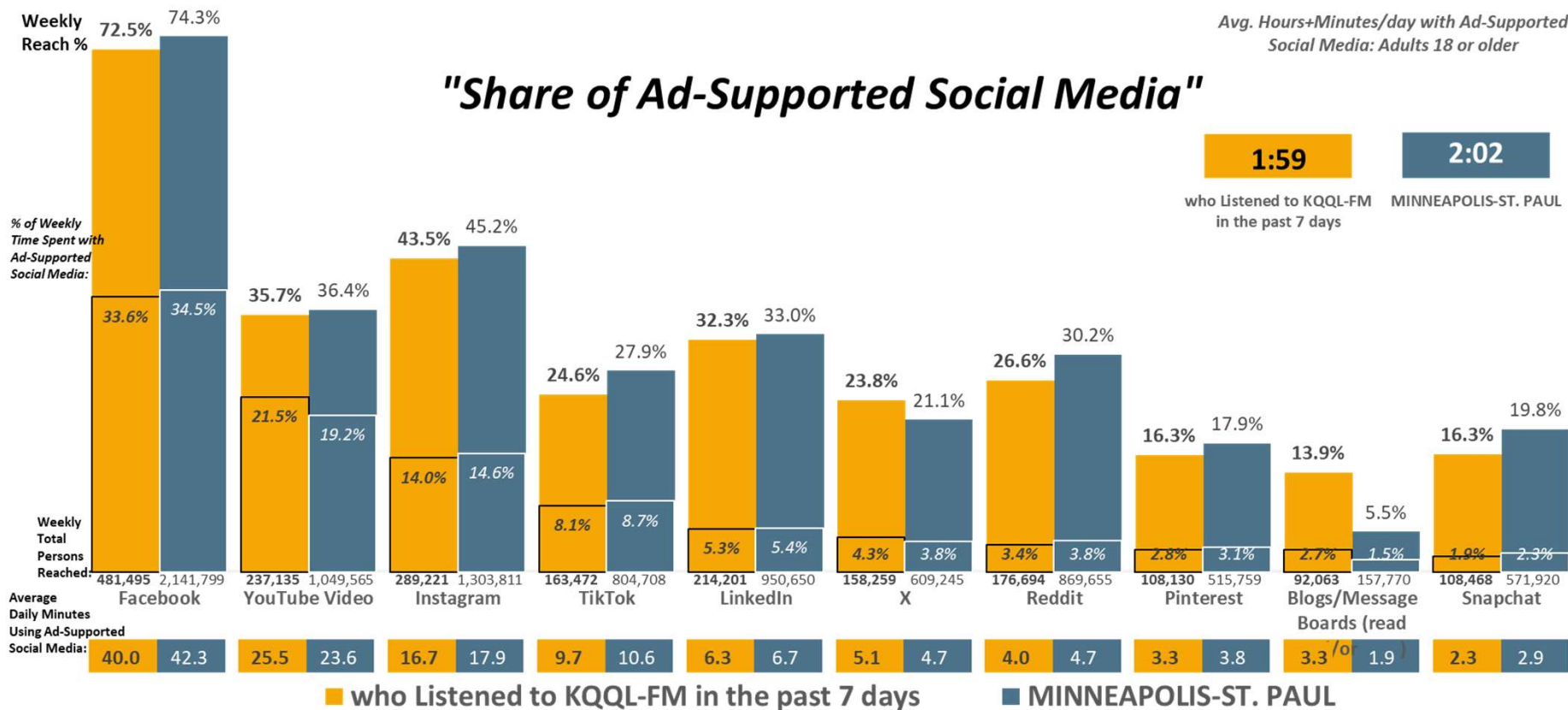
Radio Stations: KFXN-FM





481,495 or 72.5% of Adults 18 or older who Listened to KQQL-FM in the past 7 days use Ad-Supported Facebook for an average of 40. minutes every day representing 33.6% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"



MINNEAPOLIS-ST. PAUL Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 361 MINNEAPOLIS-ST. PAUL Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,489  
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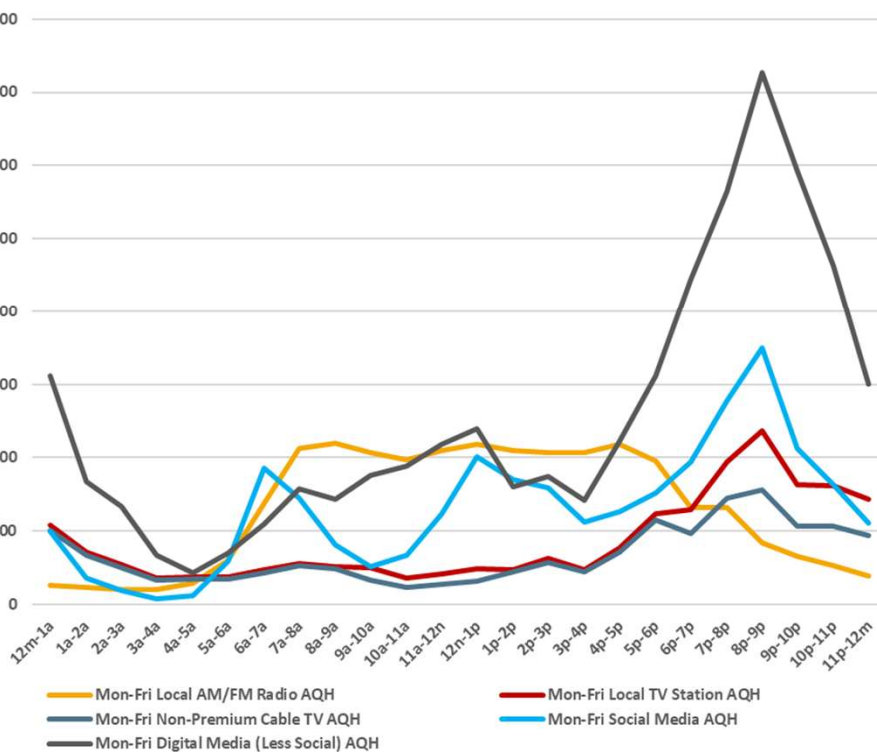
soefa.ai Share of Everything for Anything

Radio Stations: KQQL-FM

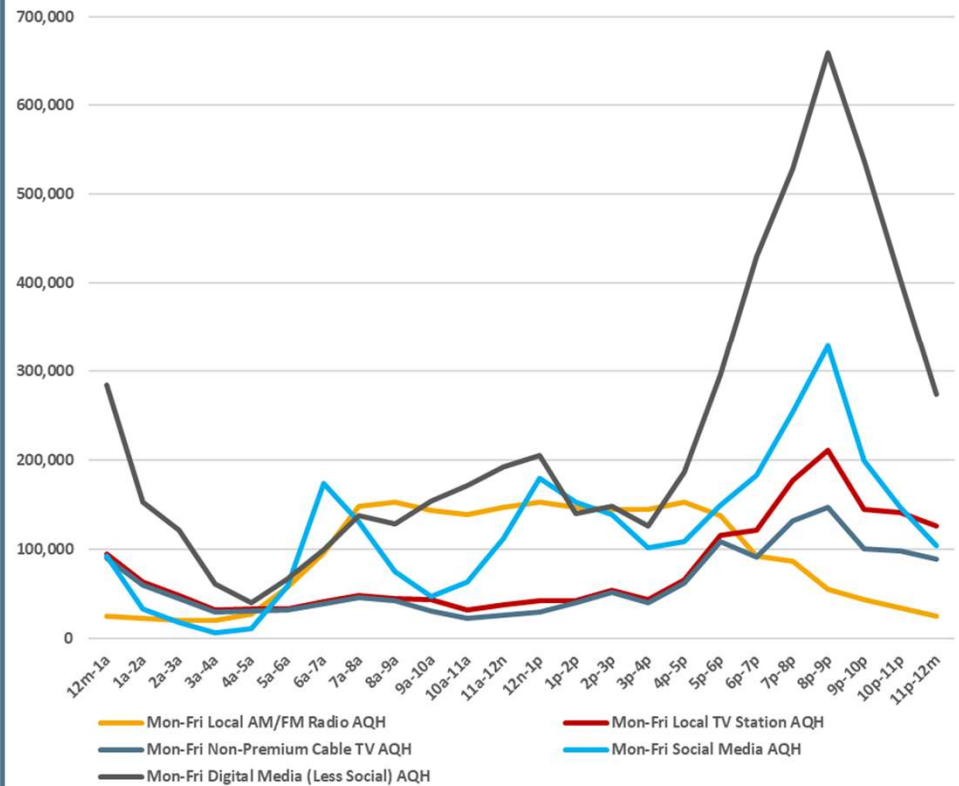


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 103,195;  
Local Radio: 98,821; Social Media: 67,901; Local TV: 31,328; Non-Prem. Cable: 26,408  
reaching Adults 18 or older who Listened to IHEART RADIO in the past 7 days.

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



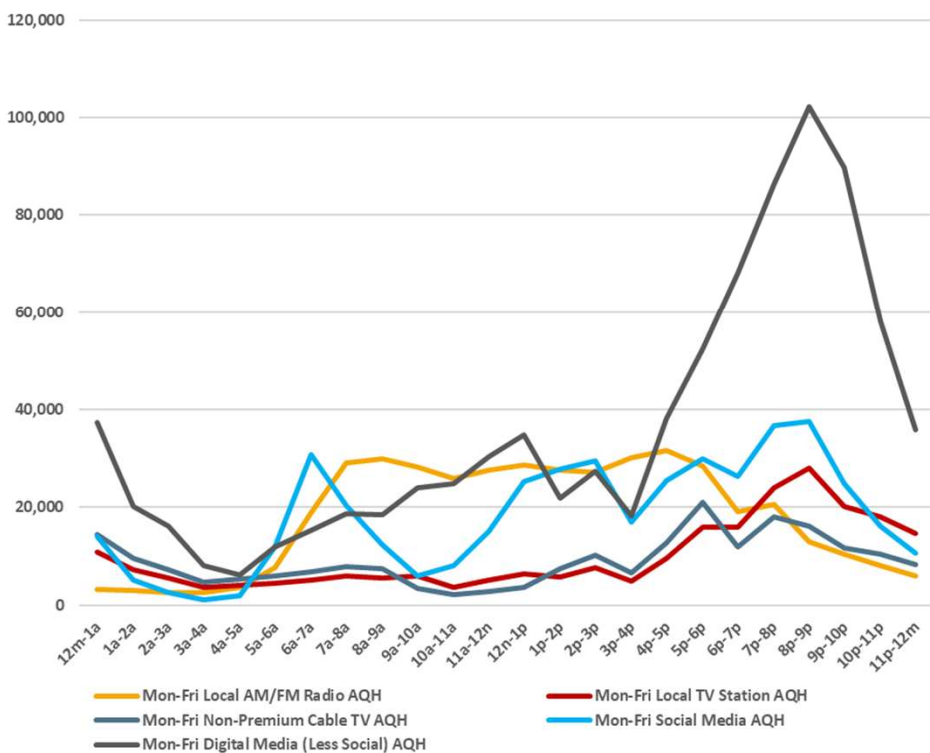
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
MSP Metro Area Adults 18 or older*



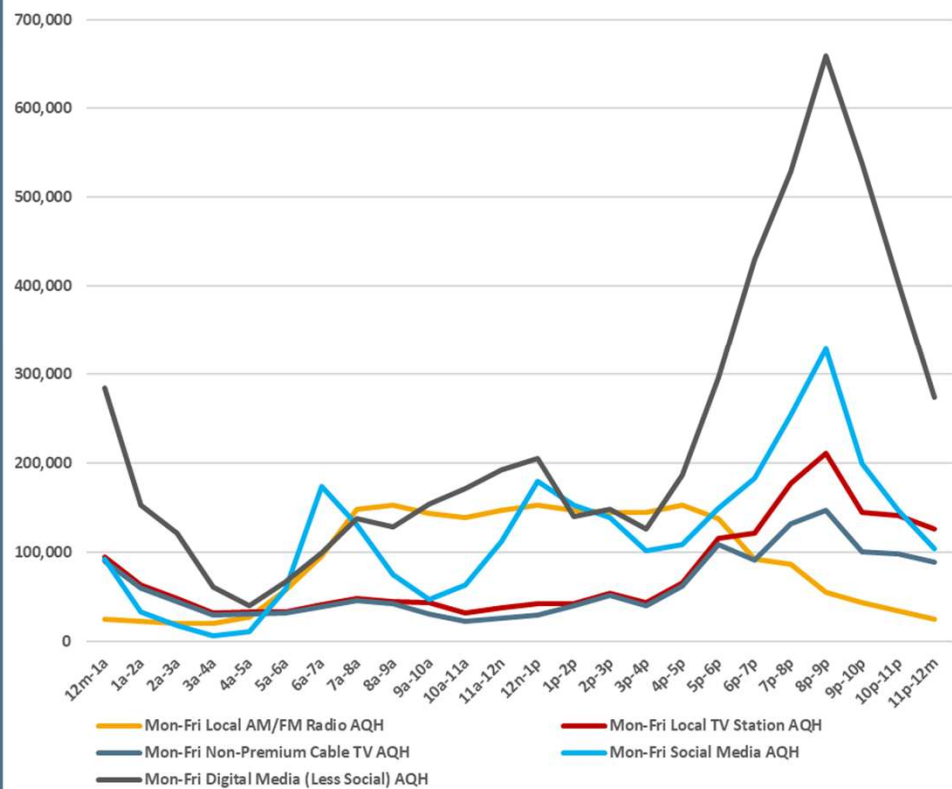


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 30,238;  
Local Radio: 27,140; Social Media: 21,132; Non-Prem. Cable: 8,040; Local TV: 7,552  
reaching Adults 18 or older who Listened to KDWB-FM in the past 7 days.

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



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

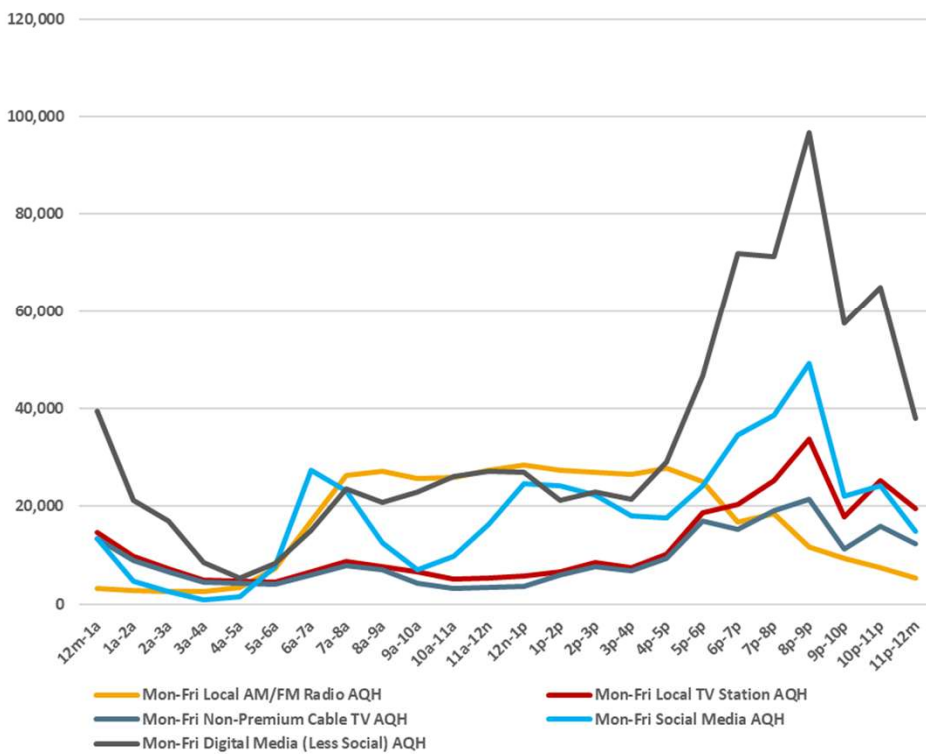




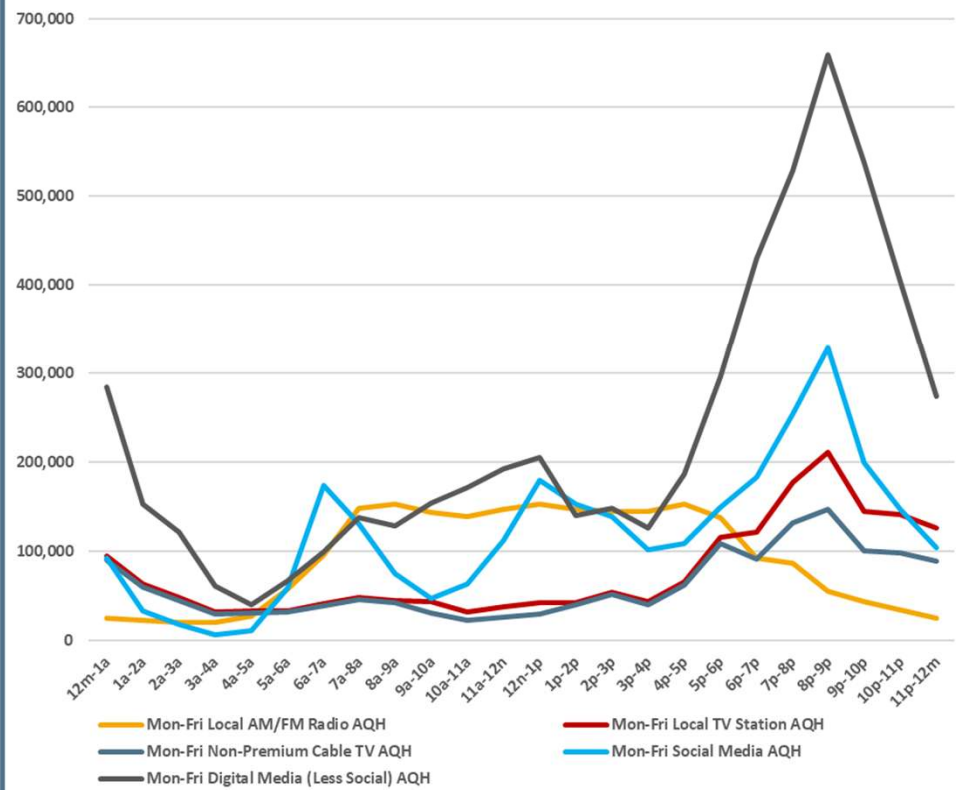


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 28,927;  
Local Radio: 25,294; Social Media: 20,183; Local TV: 9,081; Non-Prem. Cable: 7,505  
reaching Adults 18 or older who Listened to KEEY-FM in the past 7 days.

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



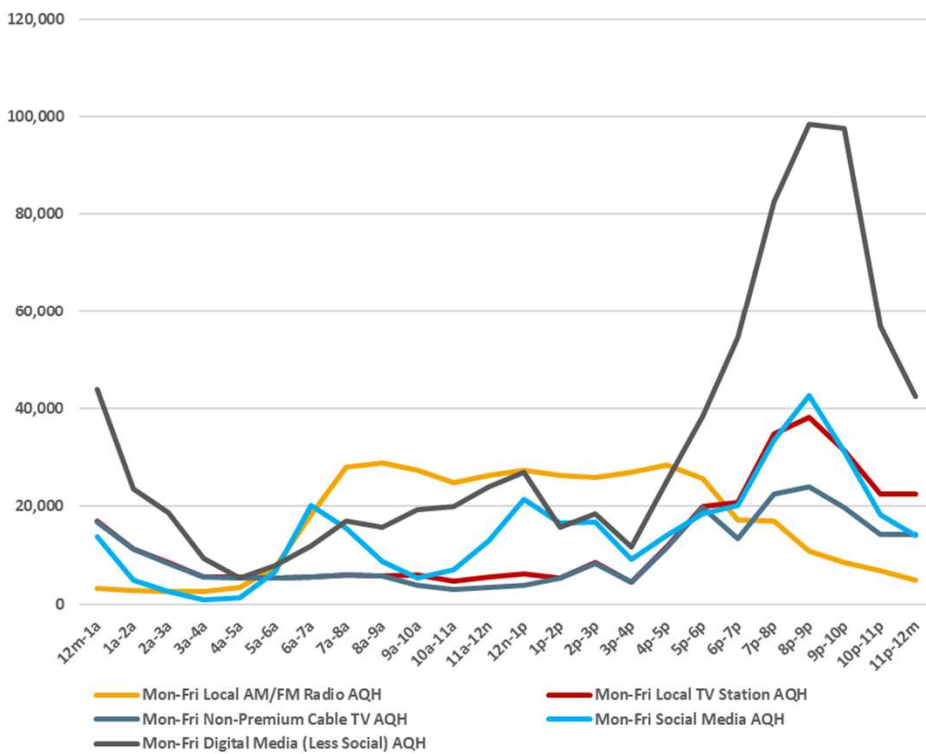
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
MSP Metro Area Adults 18 or older



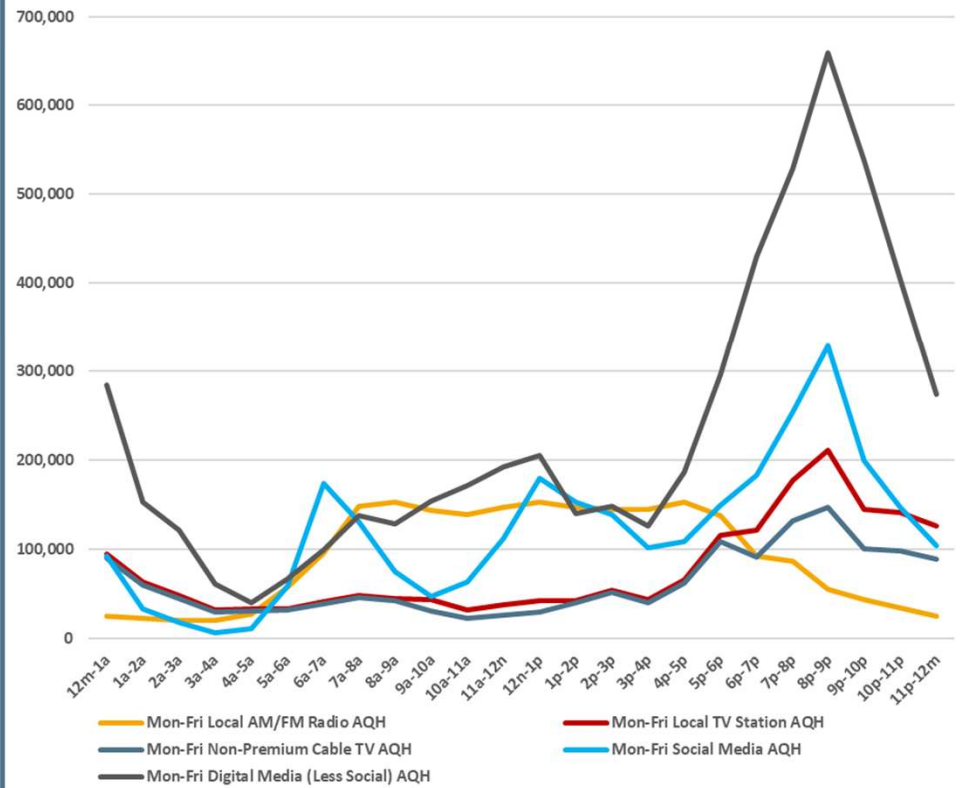


M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 25,530; All Other Digital Media: 22,994; Social Media: 14,355; Local TV: 8,525; Non-Prem. Cable: 7,272 reaching Adults 18 or older who Listened to KFXN-FM in the past 7 days.

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



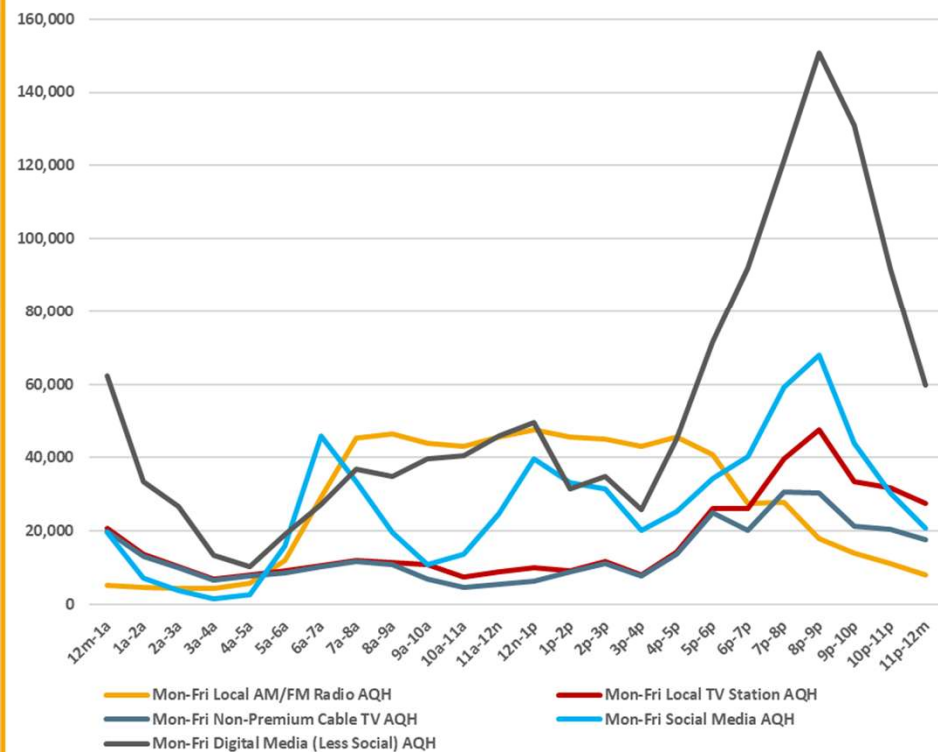
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
MSP Metro Area Adults 18 or older



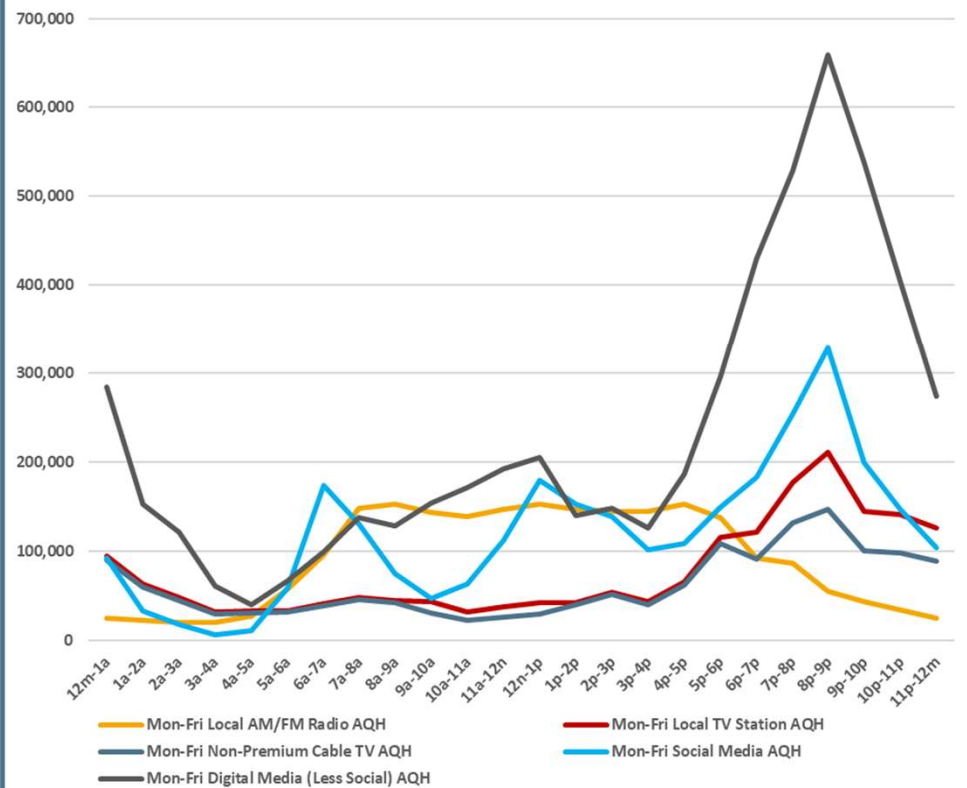


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 44,240; Local Radio: 42,223; Social Media: 28,665; Local TV: 12,792; Non-Prem. Cable: 11,002 reaching Adults 18 or older who Listened to KQQL-FM in the past 7 days.

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



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

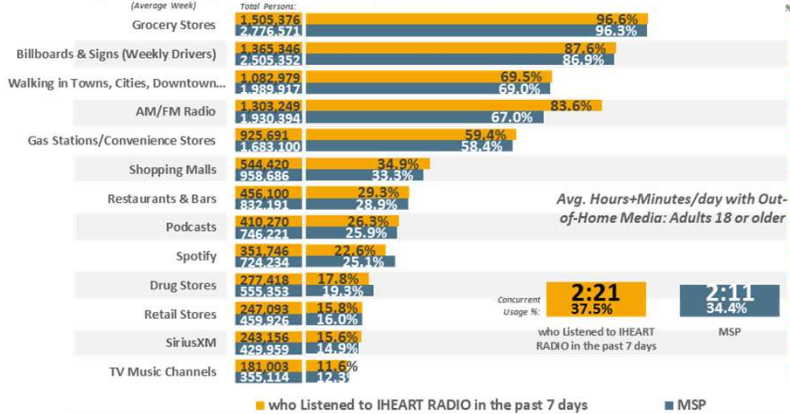




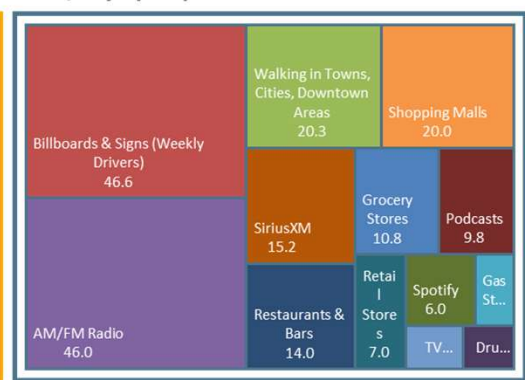
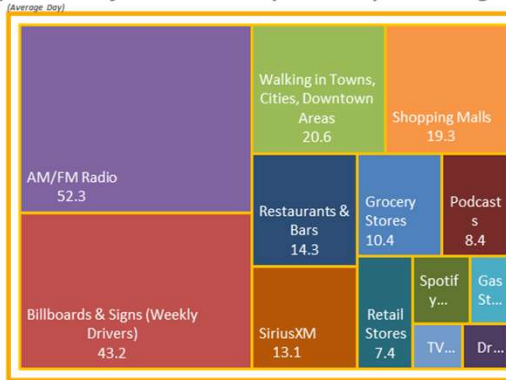


1,365,346 or 87.6% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an average of 43.2 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 45.3 minutes/day.

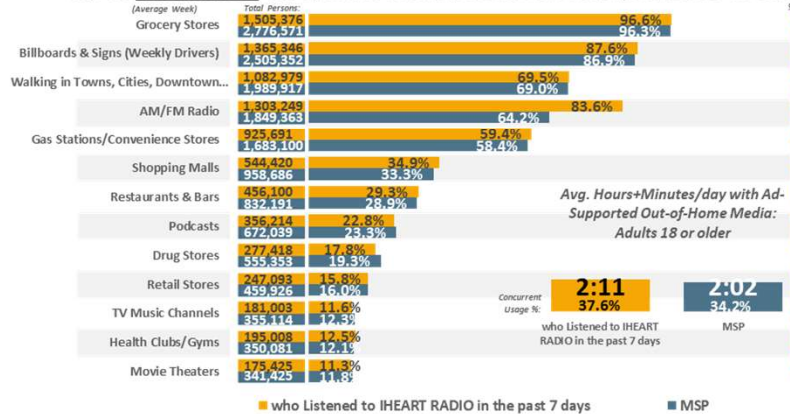
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



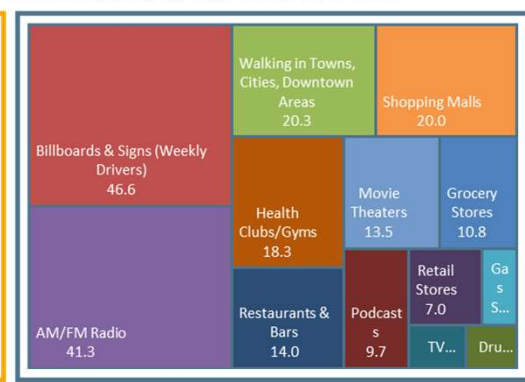
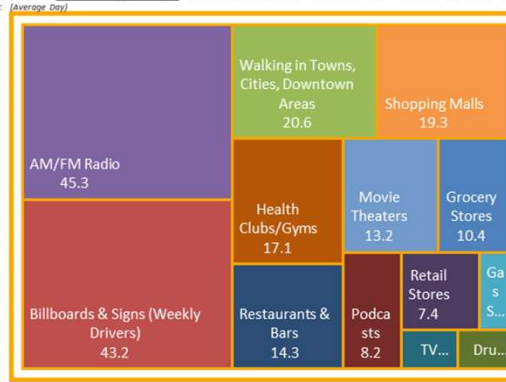
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 809  
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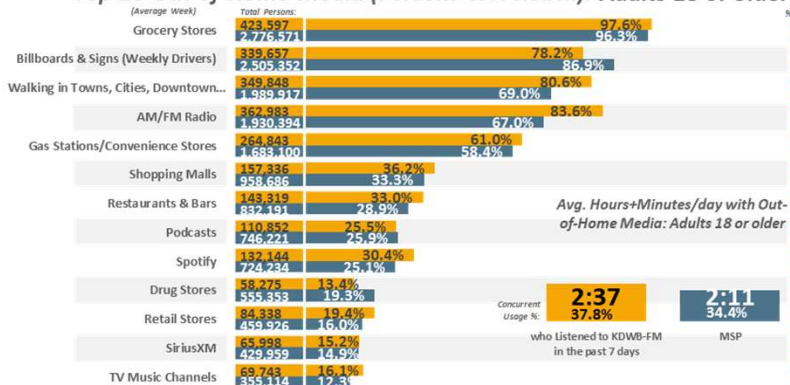
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(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)

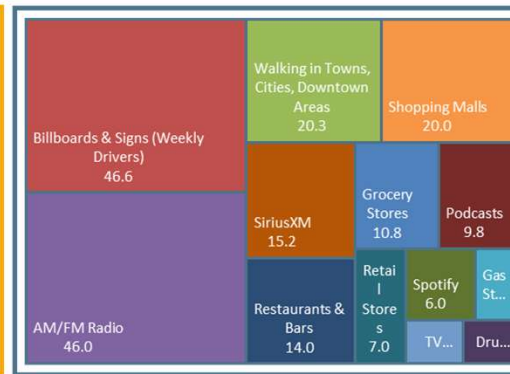
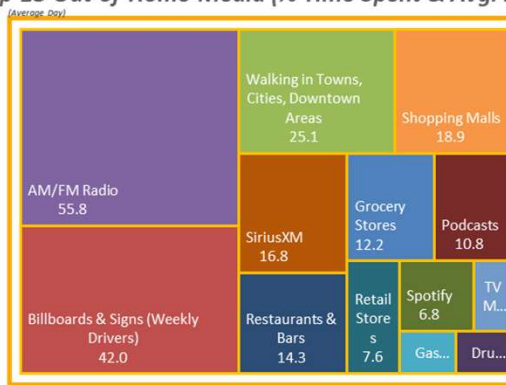


339,657 or 78.2% of Adults 18 or older who Listened to KDWB-FM in the past 7 days spend an average of 42. minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 47.6 minutes/day.

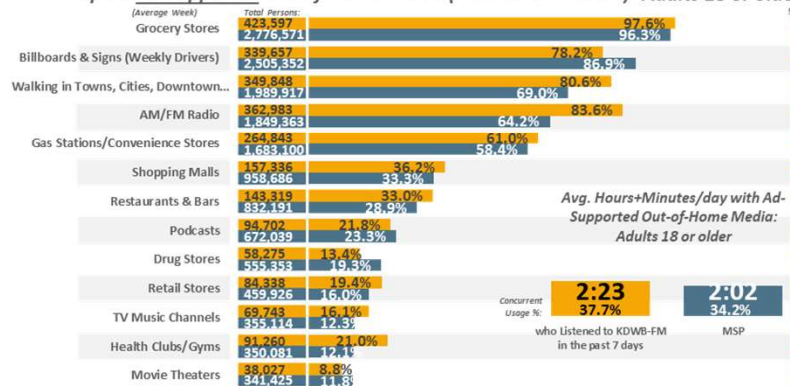
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



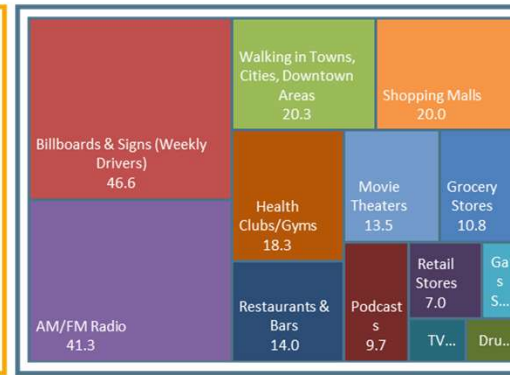
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



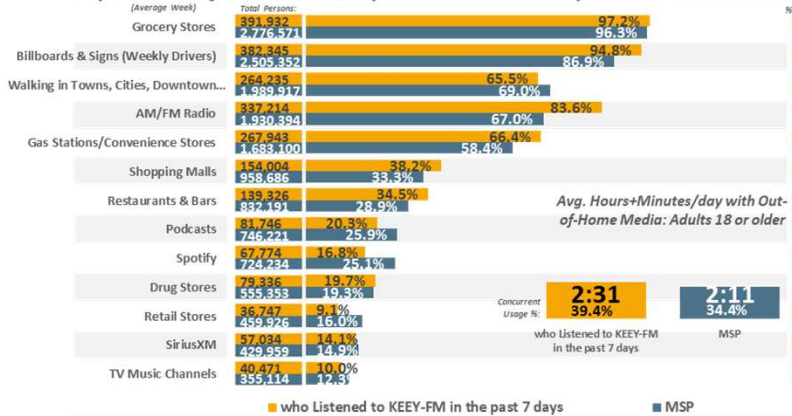
MSP Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 205  
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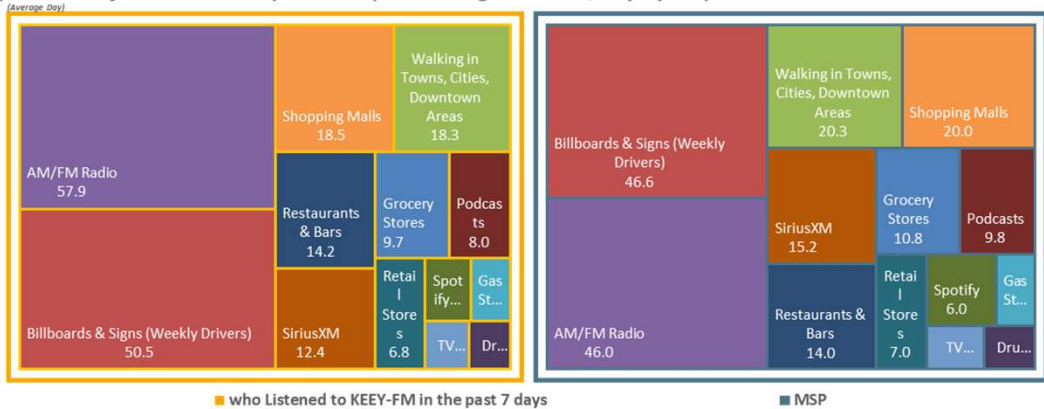


382,345 or 94.8% of Adults 18 or older who Listened to KEEY-FM in the past 7 days spend an average of 50.5 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 52.4 minutes/day.

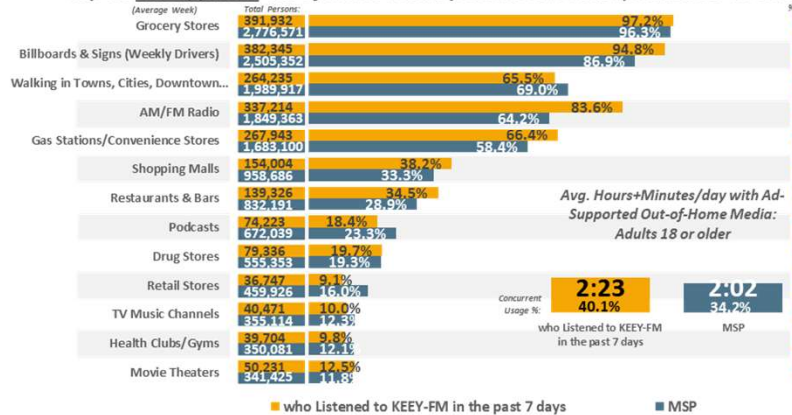
**Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older**



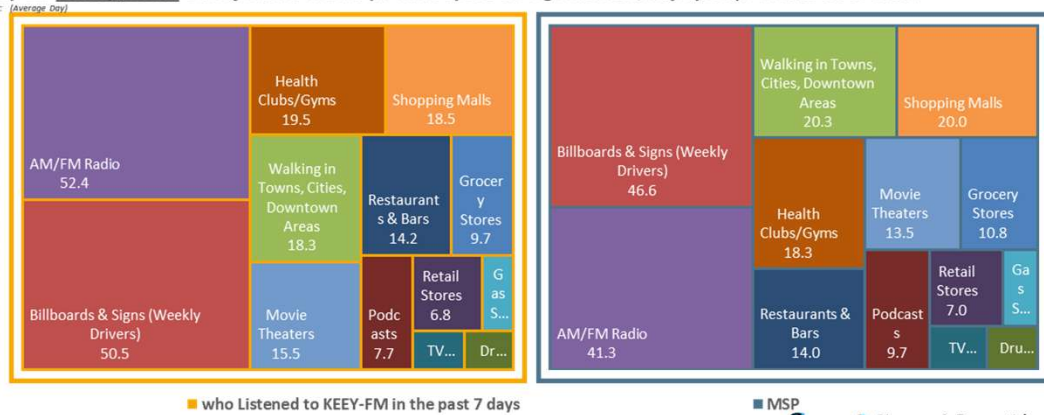
**Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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



MSP Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 217  
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Radio Stations: KEEY-FM

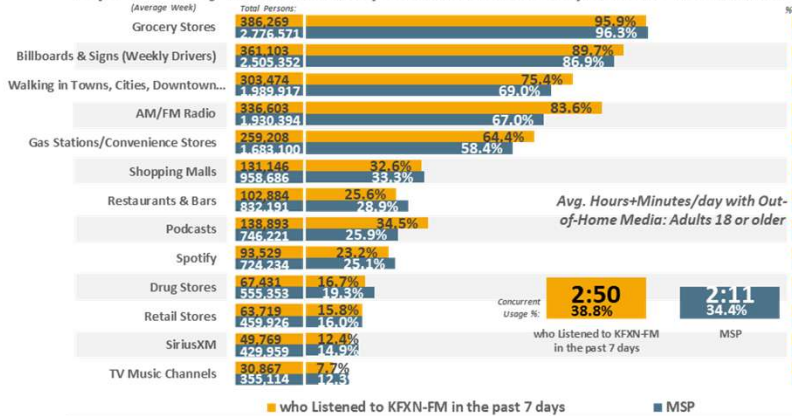
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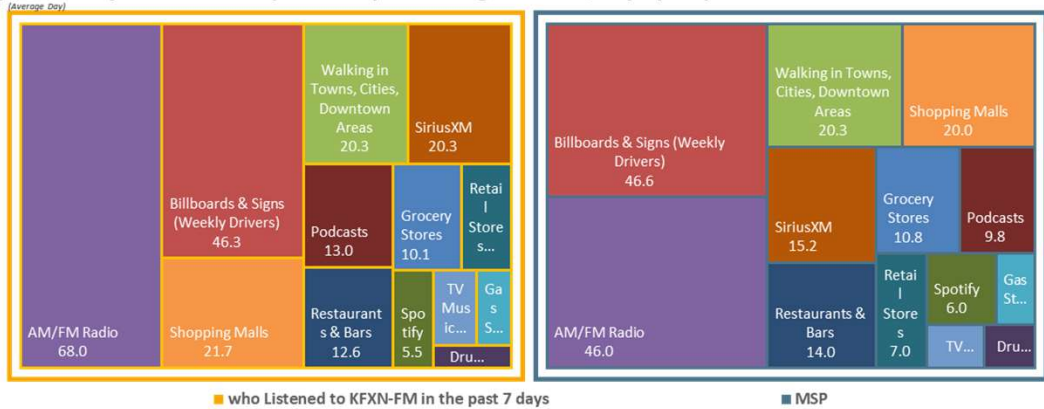


361,103 or 89.7% of Adults 18 or older who Listened to KFXN-FM in the past 7 days spend an average of 46.3 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 53.5 minutes/day.

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



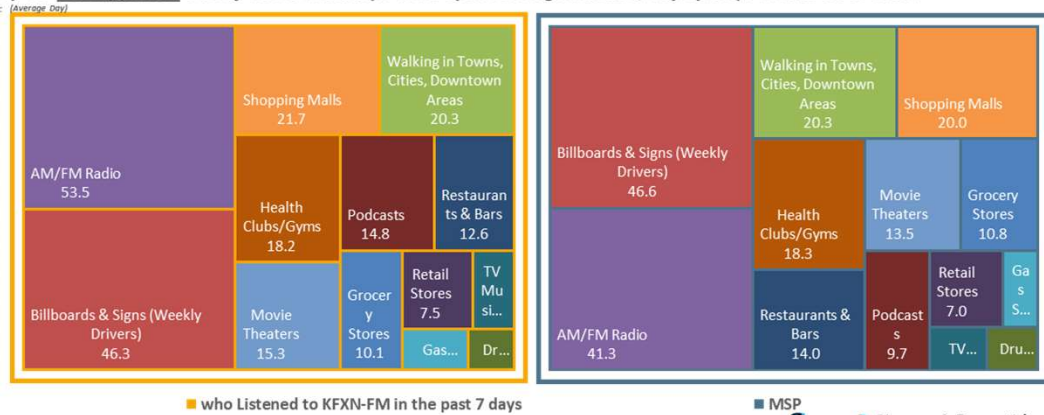
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



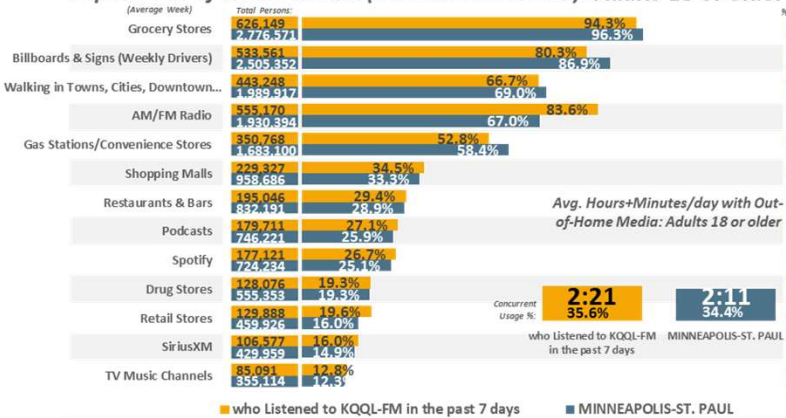
MSP Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 217  
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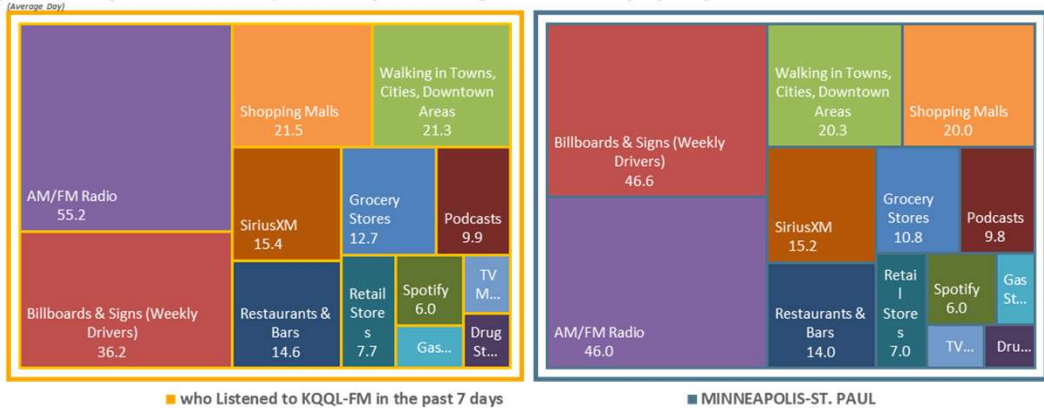


533,561 or 80.3% of Adults 18 or older who Listened to KQQL-FM in the past 7 days spend an average of 36.2 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 47.9 minutes/day.

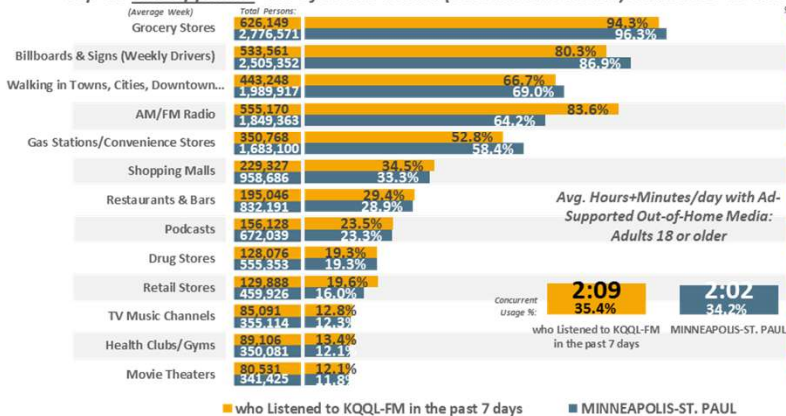
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



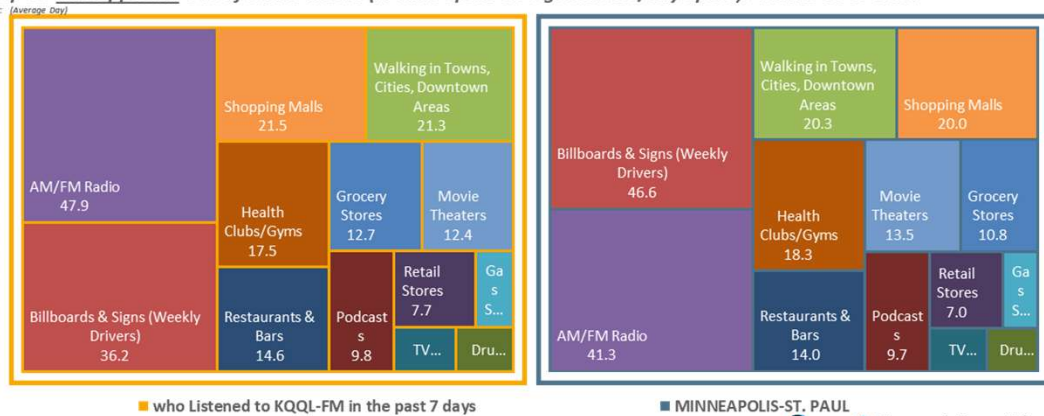
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 361  
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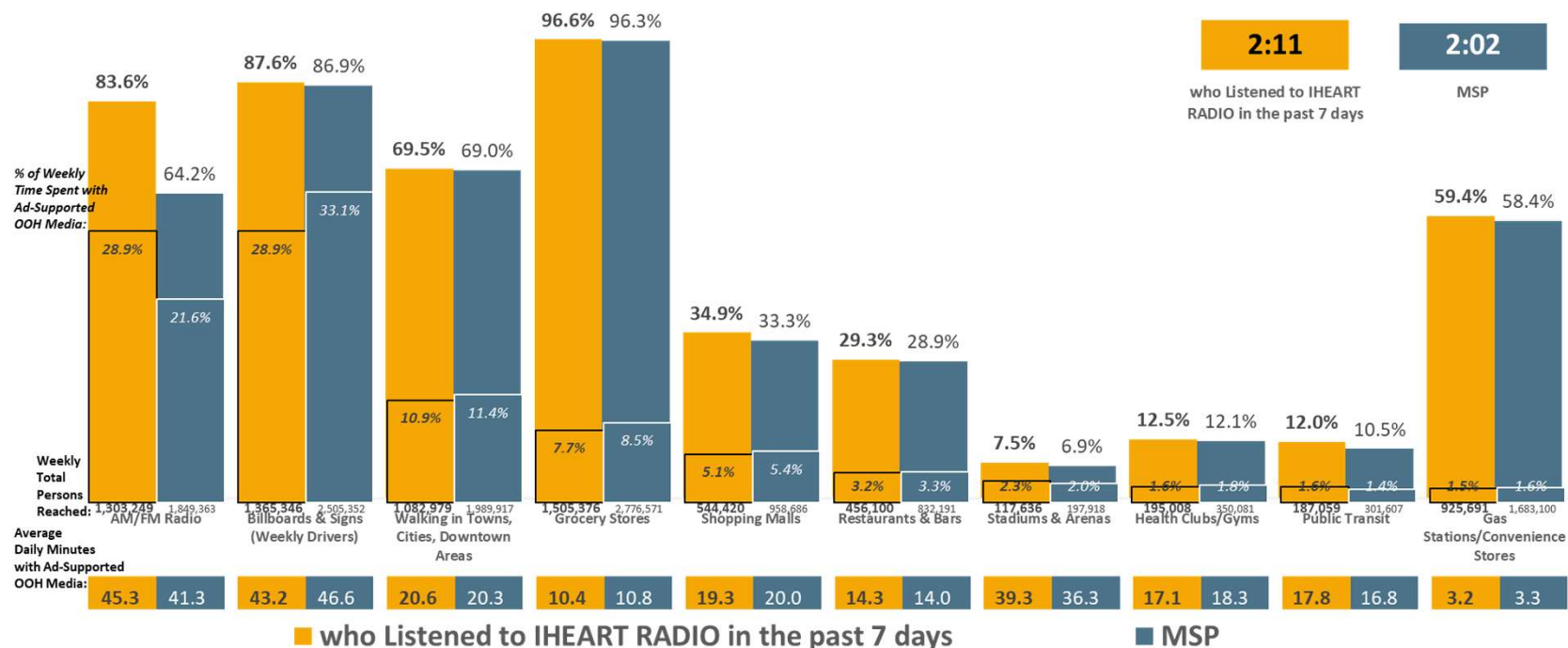


1,365,346 or 87.6% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an average of 43.2 minutes per day driving, seeing Billboards and Signs representing 28.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



2:11

who Listened to IHEART RADIO in the past 7 days

2:02

MSP

MSP Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 809 MINNEAPOLIS-ST. PAUL Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,489  
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(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)



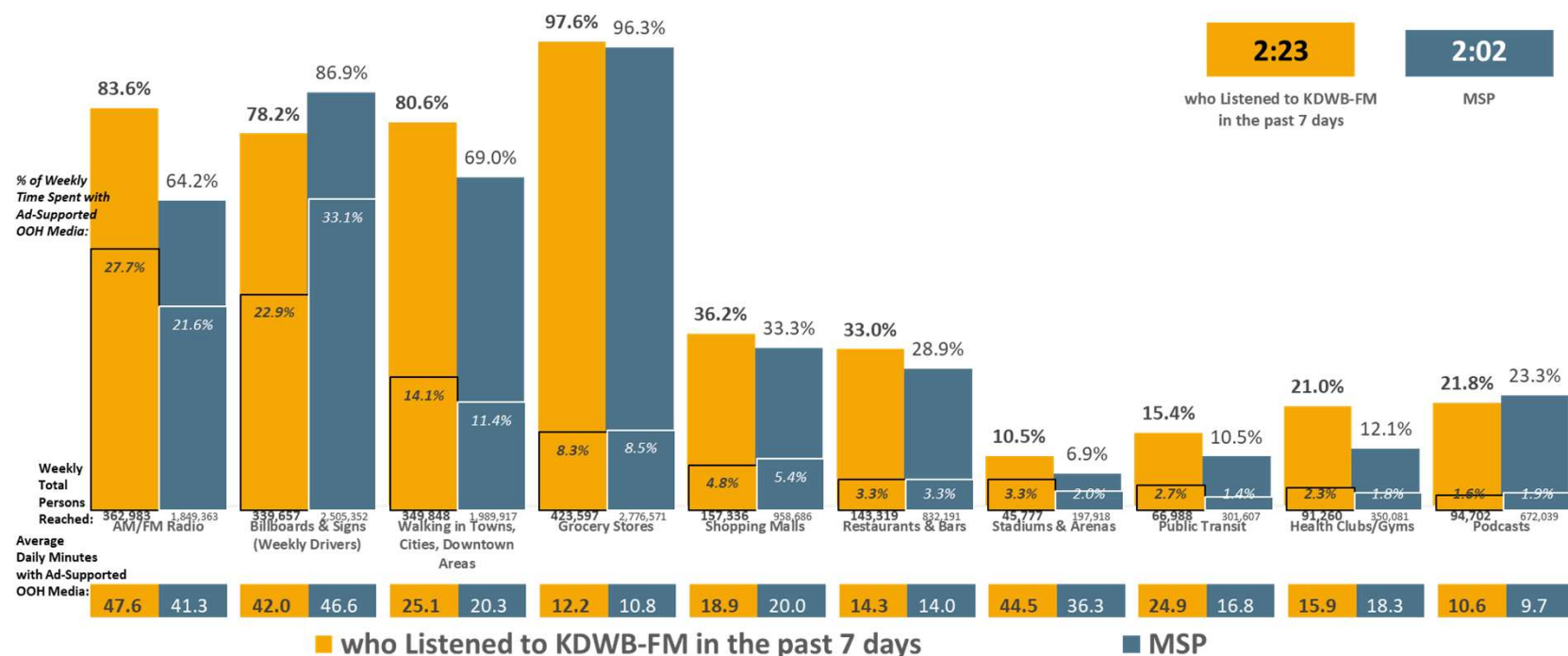


339,657 or 78.2% of Adults 18 or older who Listened to KDWB-FM in the past 7 days spend an average of 42. minutes per day driving, seeing Billboards and Signs representing 22.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly  
Reach %

## "Share of Ad-Supported OOH Media"



2:23

who Listened to KDWB-FM  
in the past 7 days

2:02

MSP

MSP Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 205 MINNEAPOLIS-ST. PAUL Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,489  
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for Anything

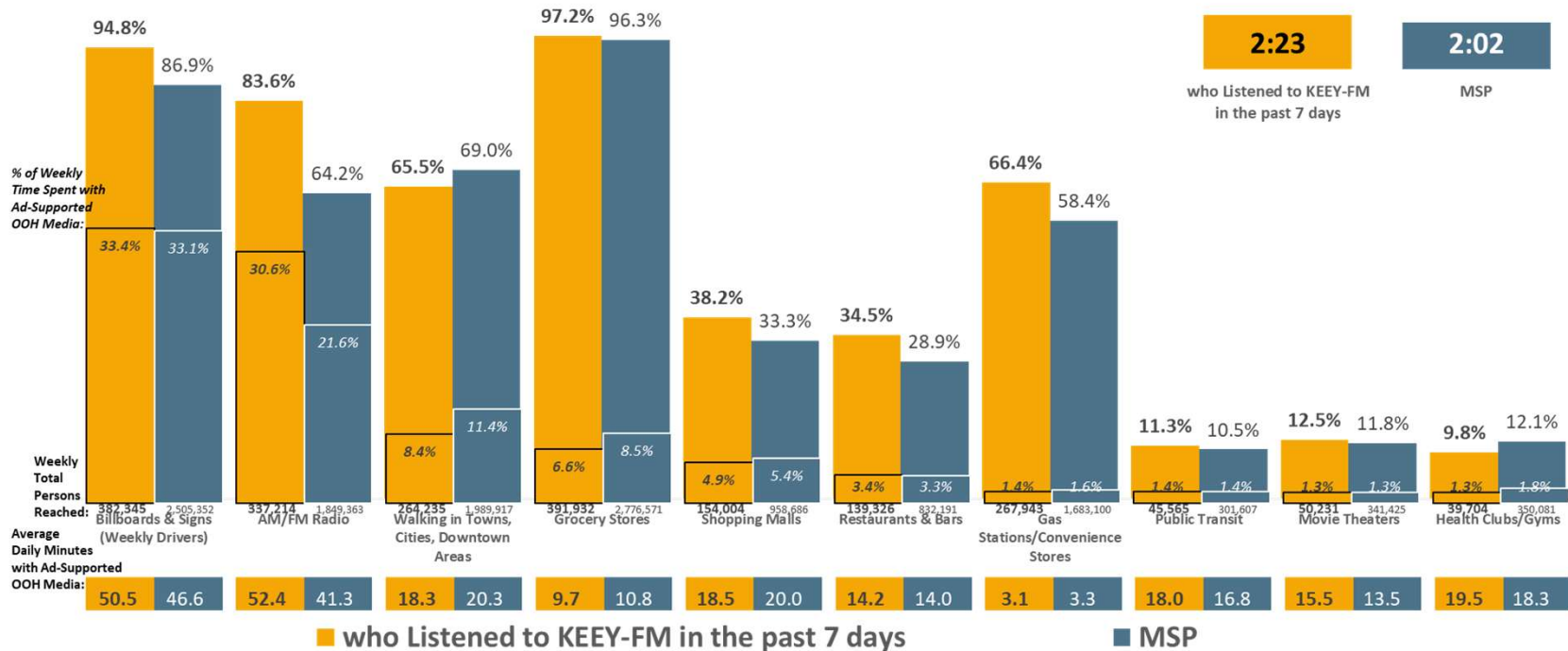


382,345 or 94.8% of Adults 18 or older who Listened to KEEY-FM in the past 7 days spend an average of 50.5 minutes per day driving, seeing Billboards and Signs representing 33.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



2:23

who Listened to KEEY-FM in the past 7 days

2:02

MSP

MSP Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 217 MINNEAPOLIS-ST. PAUL Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,489  
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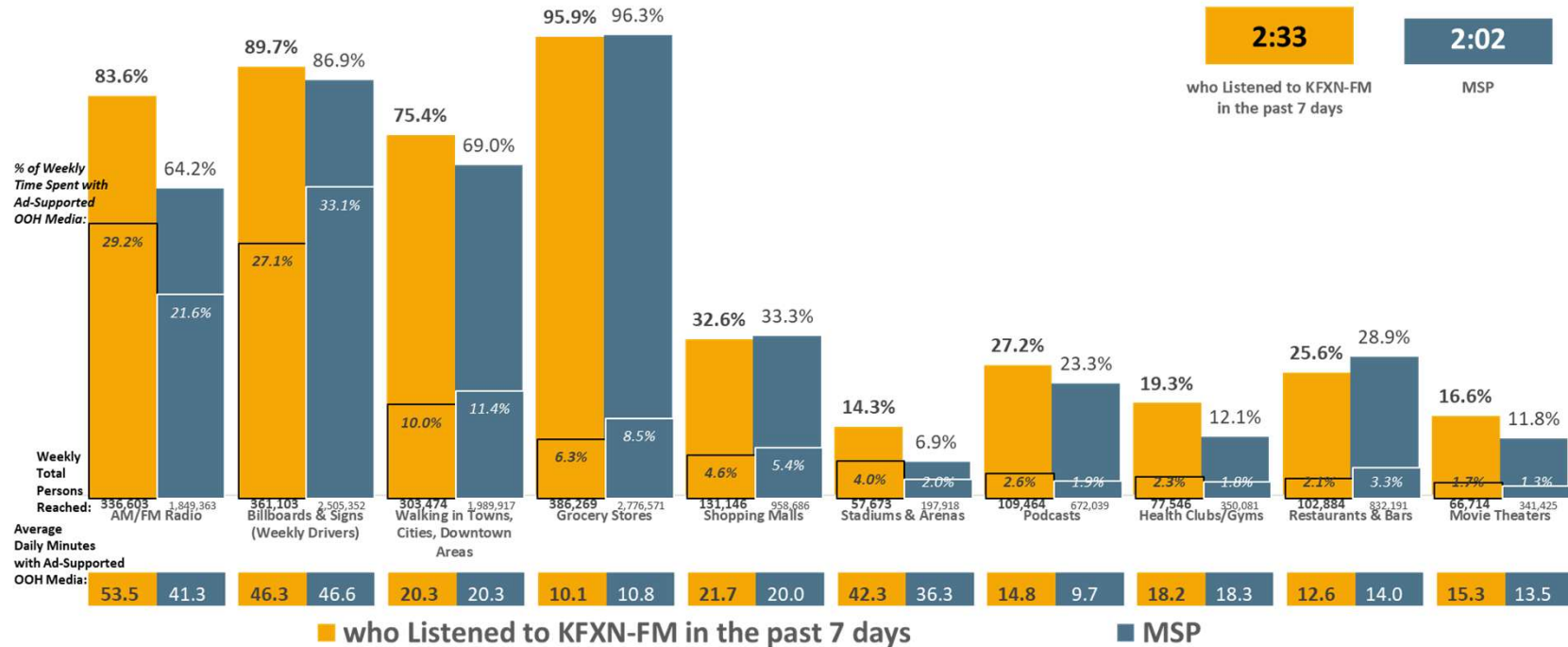


361,103 or 89.7% of Adults 18 or older who Listened to KFXN-FM in the past 7 days spend an average of 46.3 minutes per day driving, seeing Billboards and Signs representing 27.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly  
Reach %

## "Share of Ad-Supported OOH Media"



2:33

who Listened to KFXN-FM  
in the past 7 days

2:02

MSP

MSP Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 217 MINNEAPOLIS-ST. PAUL Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,489  
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for Anything



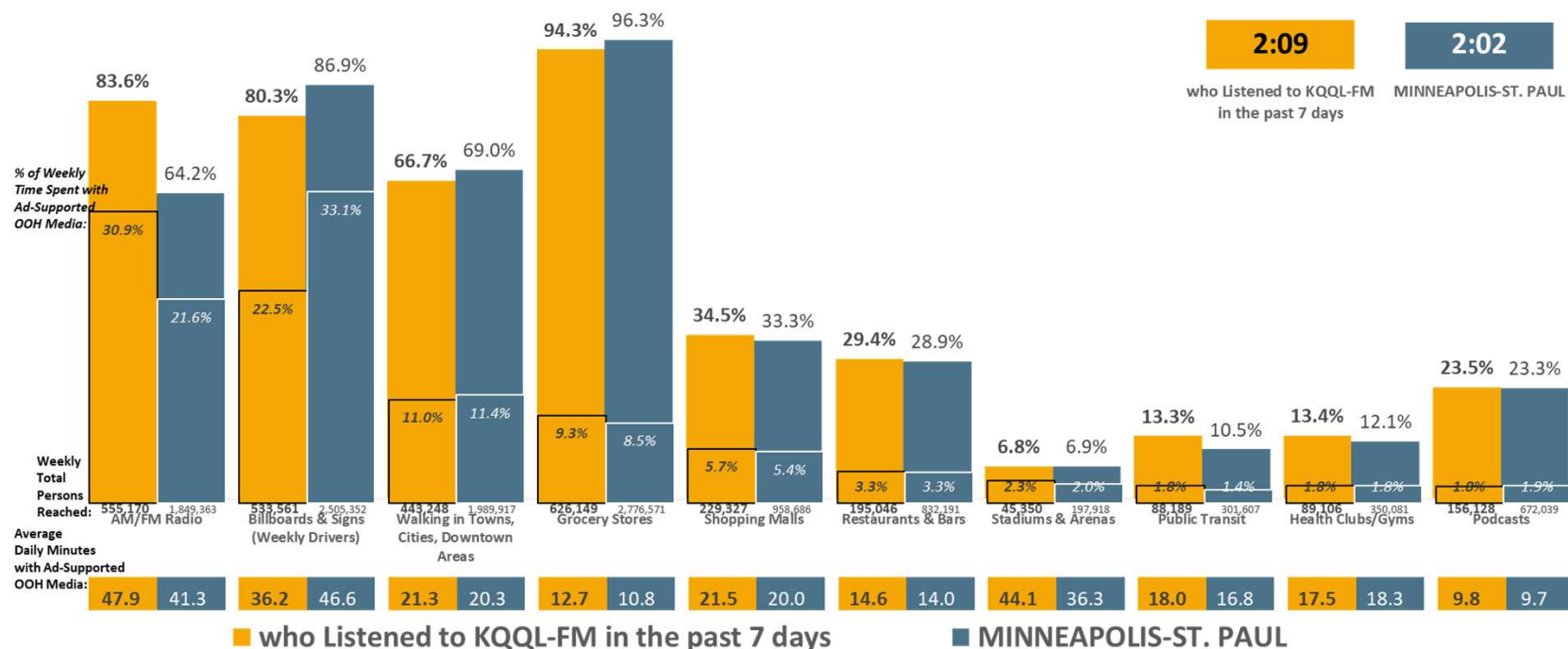


533,561 or 80.3% of Adults 18 or older who Listened to KQQL-FM in the past 7 days spend an average of 36.2 minutes per day driving, seeing Billboards and Signs representing 22.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



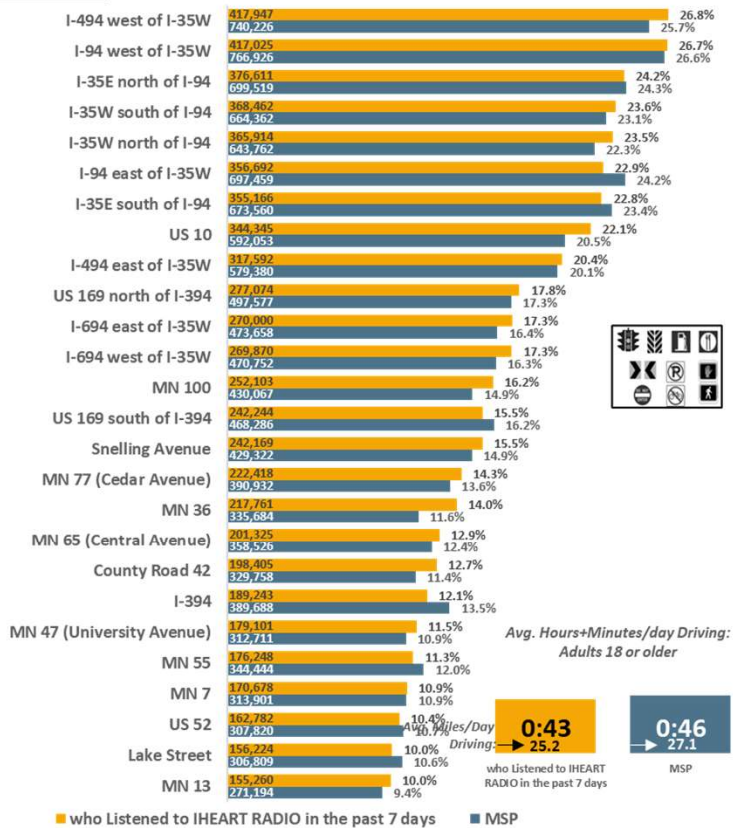
MINNEAPOLIS-ST. PAUL Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 361 MINNEAPOLIS-ST. PAUL Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,489

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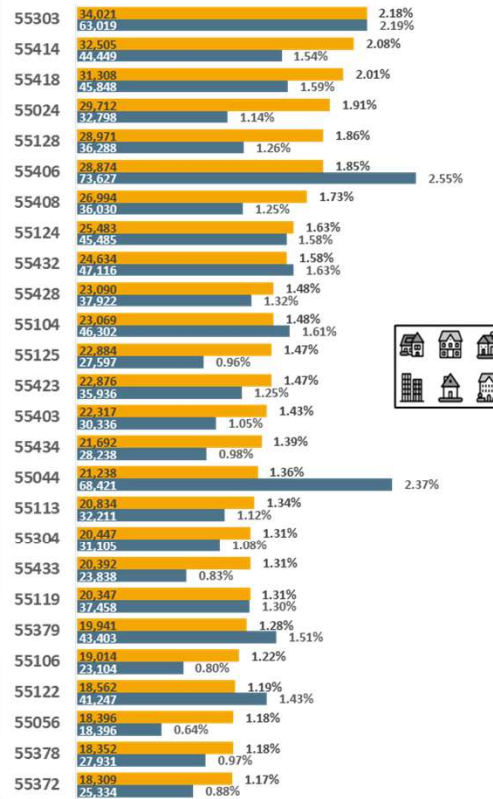


1,365,346 or 87.6% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an average of 43.2 minutes per day driving an average of 25.2 miles each day and are 19.9% more likely to use MN 36 than the Metro average.

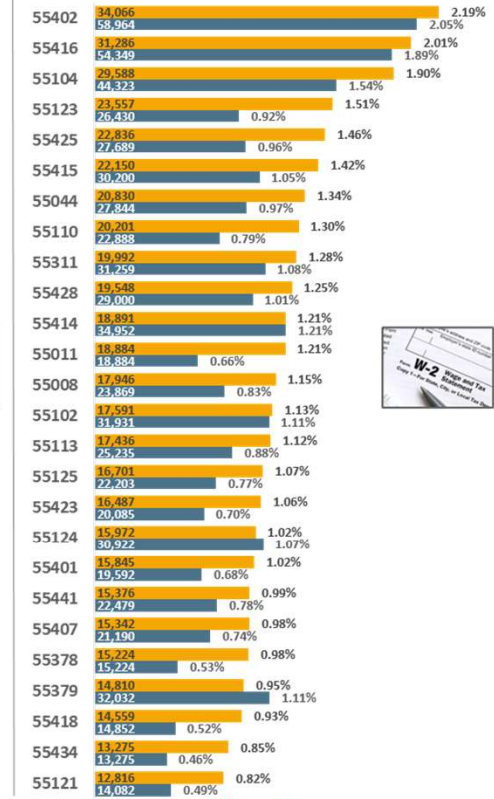
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



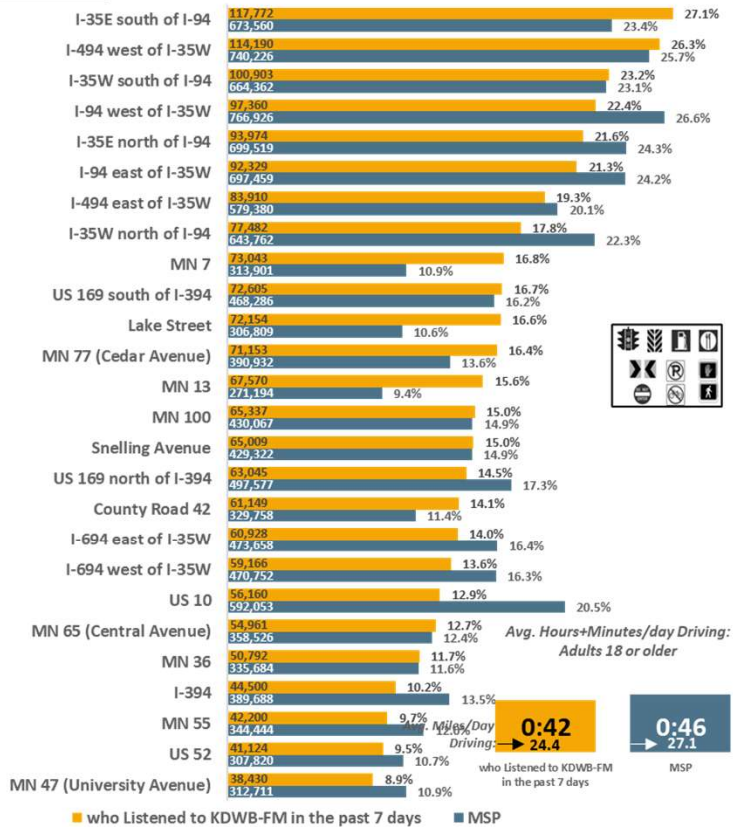
Top-26 Employment Zip Codes: Adults 18 or older



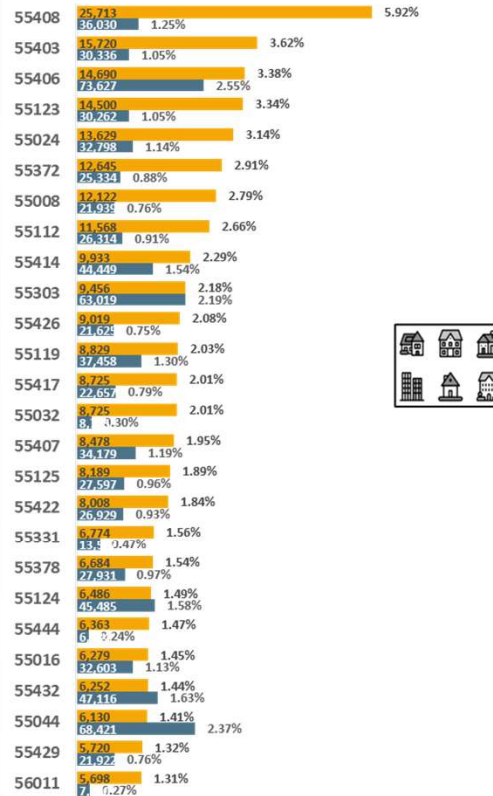


339,657 or 78.2% of Adults 18 or older who Listened to KDWB-FM in the past 7 days spend an average of 42. minutes per day driving an average of 24.4 miles each day and are 65.4% more likely to use MN 13 than the Metro average.

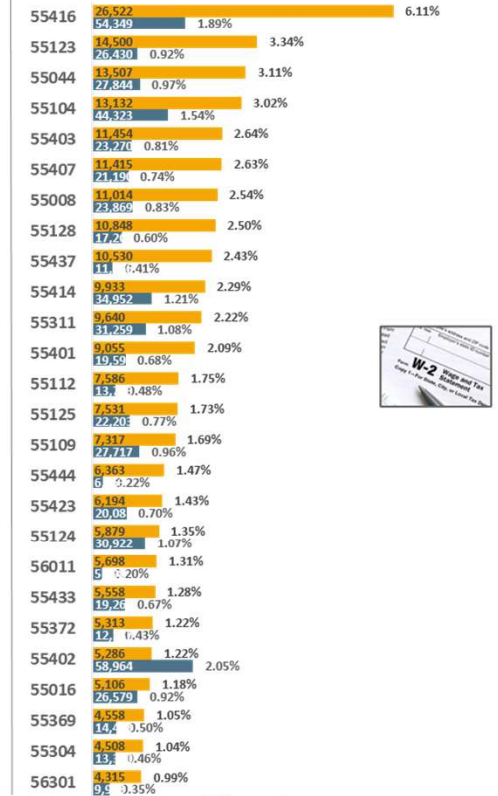
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



#### Top-26 Residential Zip Codes: Adults 18 or older



#### Top-26 Employment Zip Codes: Adults 18 or older

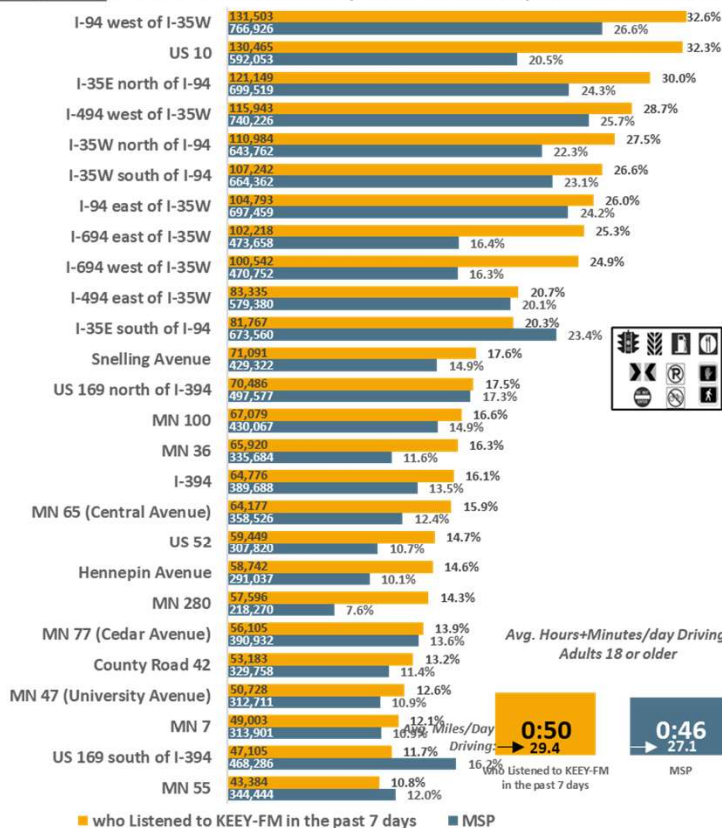




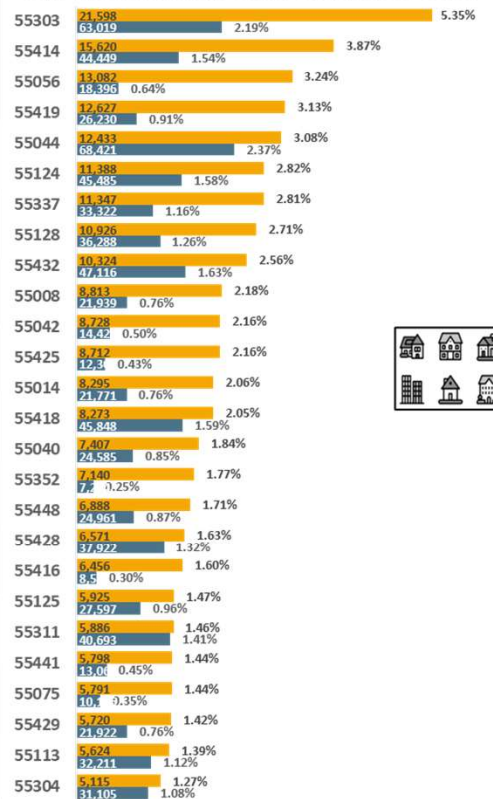


382,345 or 94.8% of Adults 18 or older who Listened to KEEY-FM in the past 7 days spend an average of 50.5 minutes per day driving an average of 29.4 miles each day and are 57.4% more likely to use US 10 than the Metro average.

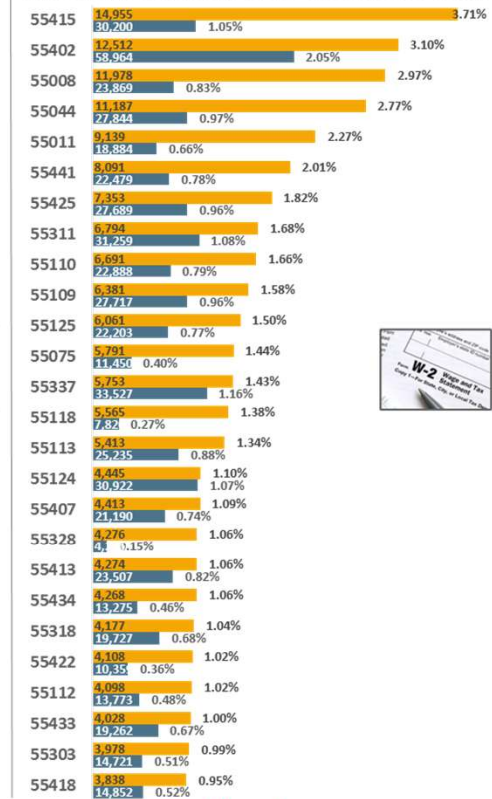
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



#### Top-26 Residential Zip Codes: Adults 18 or older



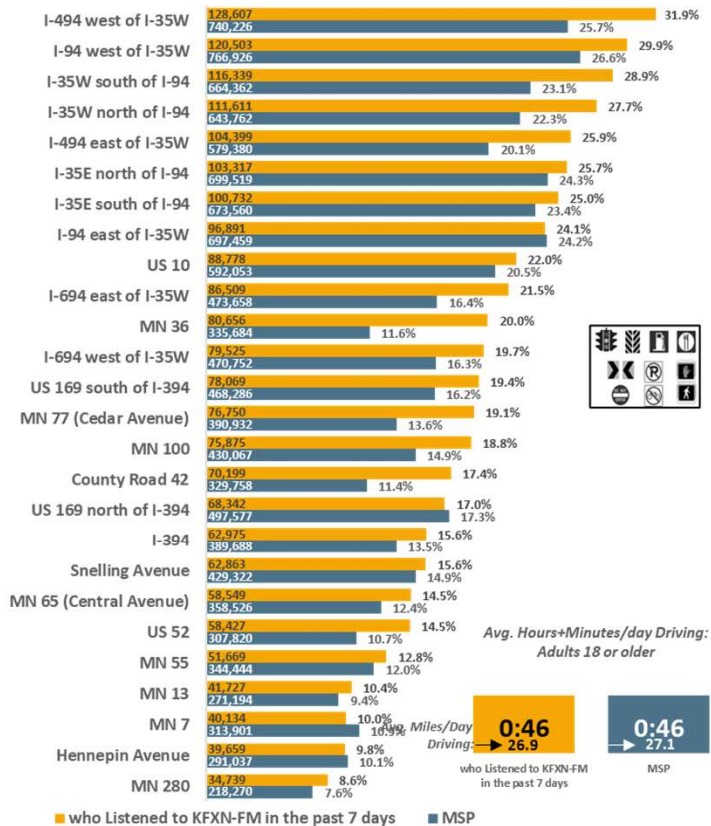
#### Top-26 Employment Zip Codes: Adults 18 or older



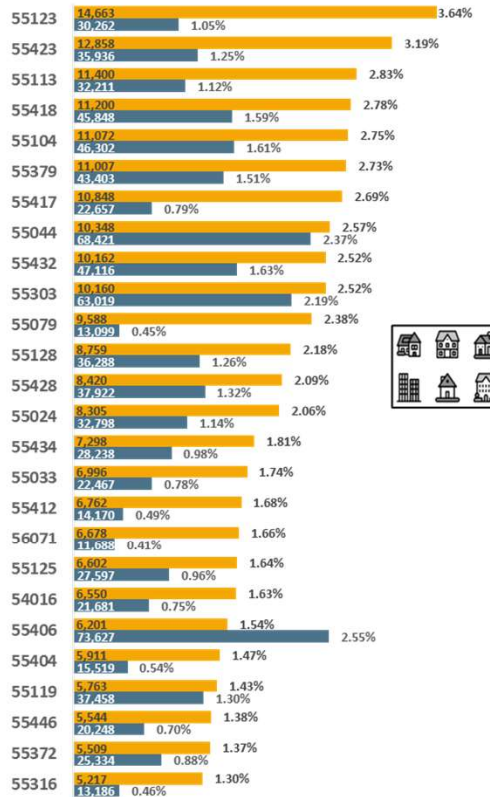


361,103 or 89.7% of Adults 18 or older who Listened to KFXN-FM in the past 7 days spend an average of 46.3 minutes per day driving an average of 26.9 miles each day and are 72.% more likely to use MN 36 than the Metro average.

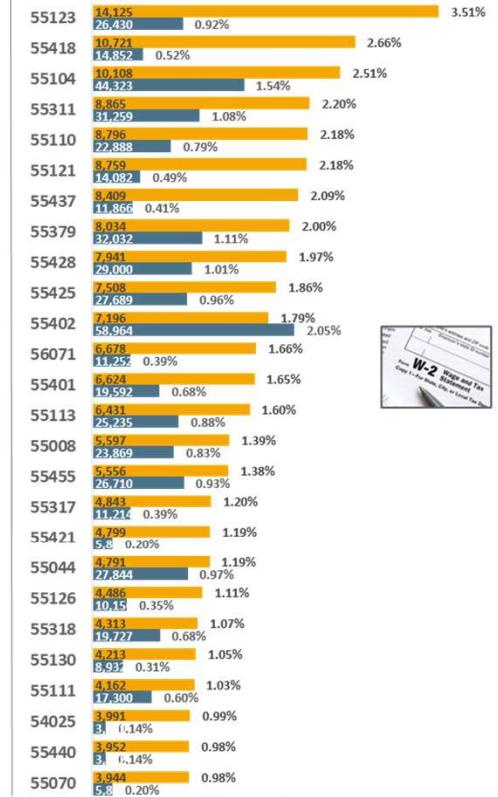
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



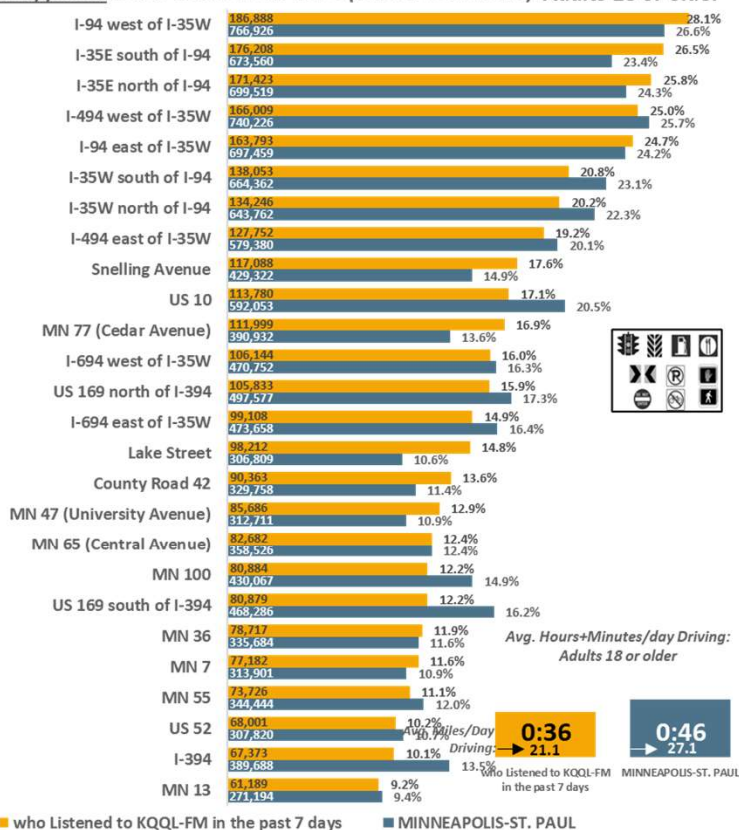
Top-26 Employment Zip Codes: Adults 18 or older



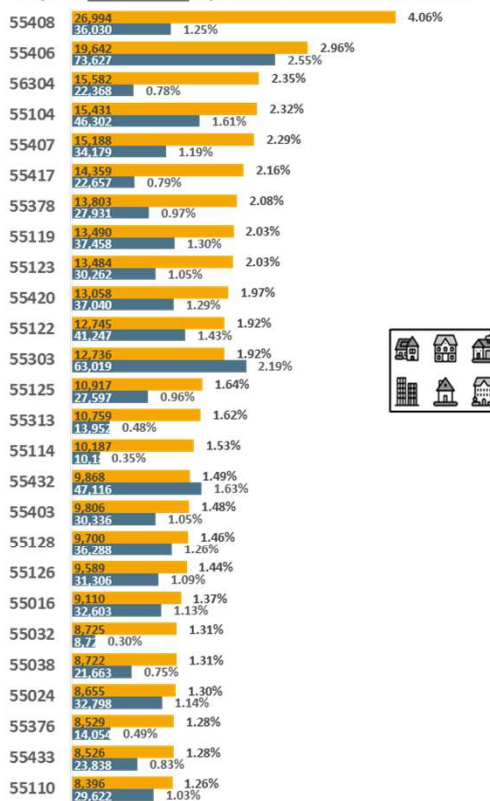


533,561 or 80.3% of Adults 18 or older who Listened to KQQL-FM in the past 7 days spend an average of 36.2 minutes per day driving an average of 21.1 miles each day and are 38.9% more likely to use Lake Street than the Metro average.

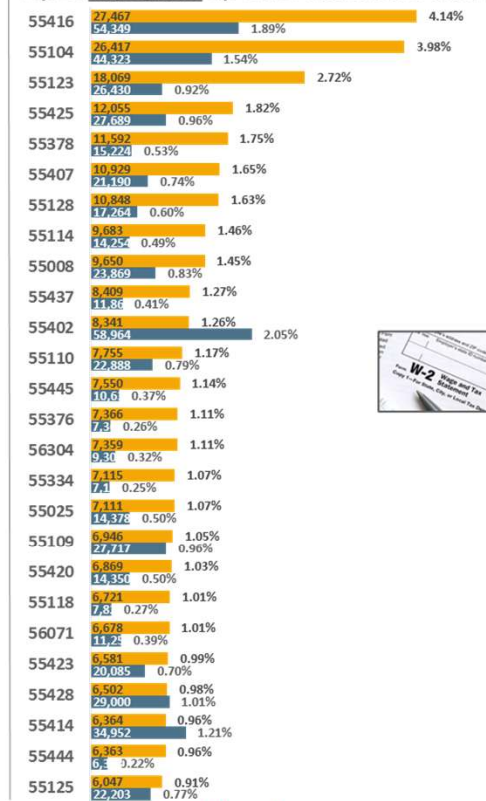
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



#### Top-26 Residential Zip Codes: Adults 18 or older

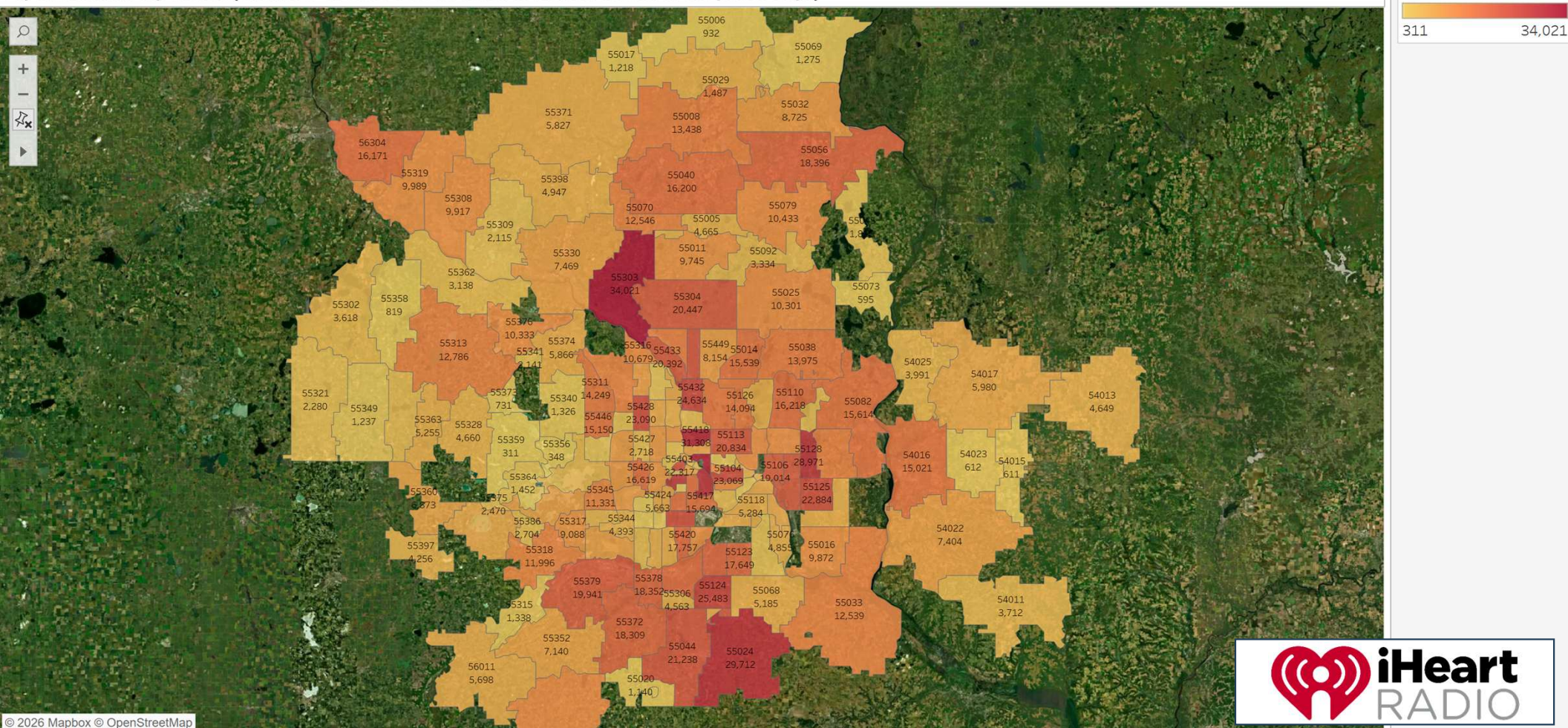


#### Top-26 Employment Zip Codes: Adults 18 or older



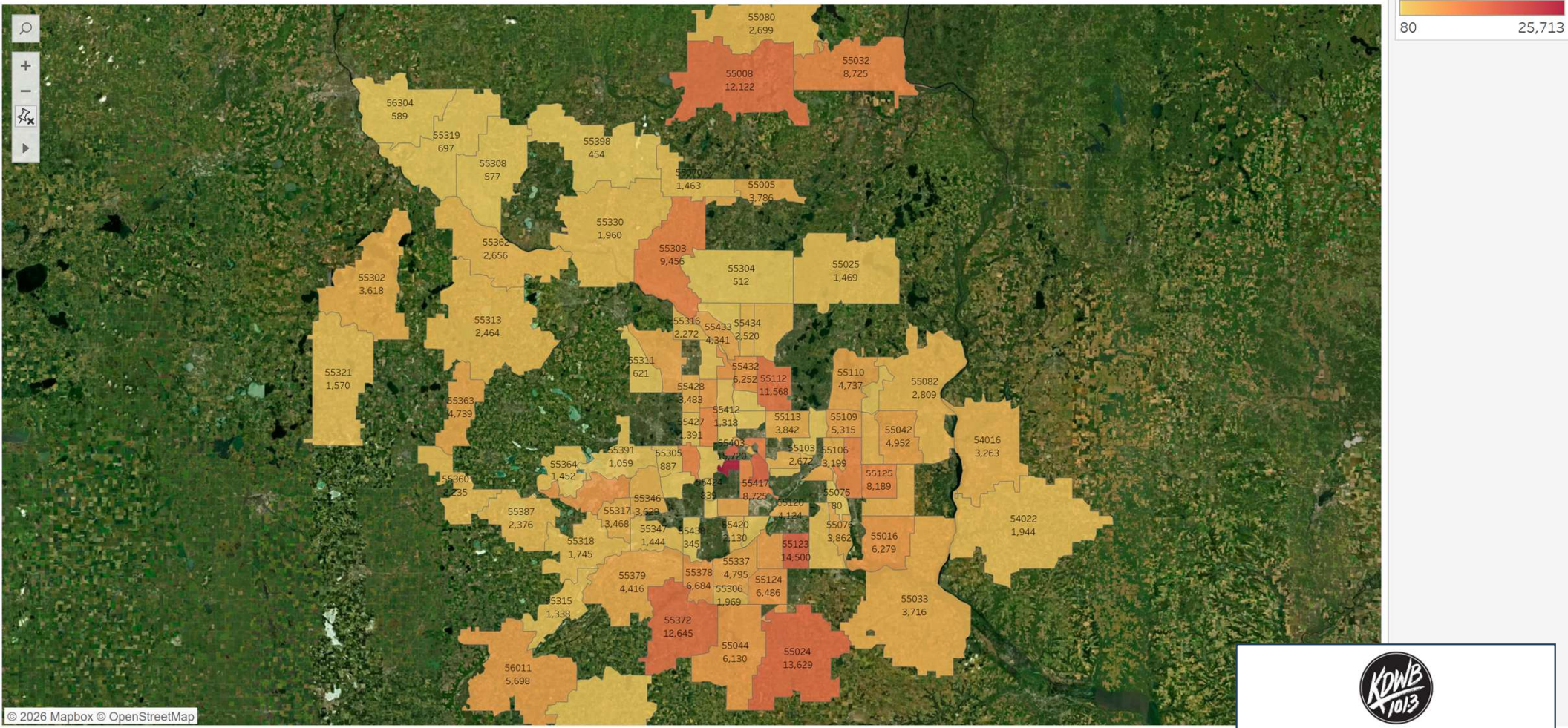


**Top Residential Zip Codes: (Adults 18 or older who Listened to IHEART RADIO in the past 7 days)**



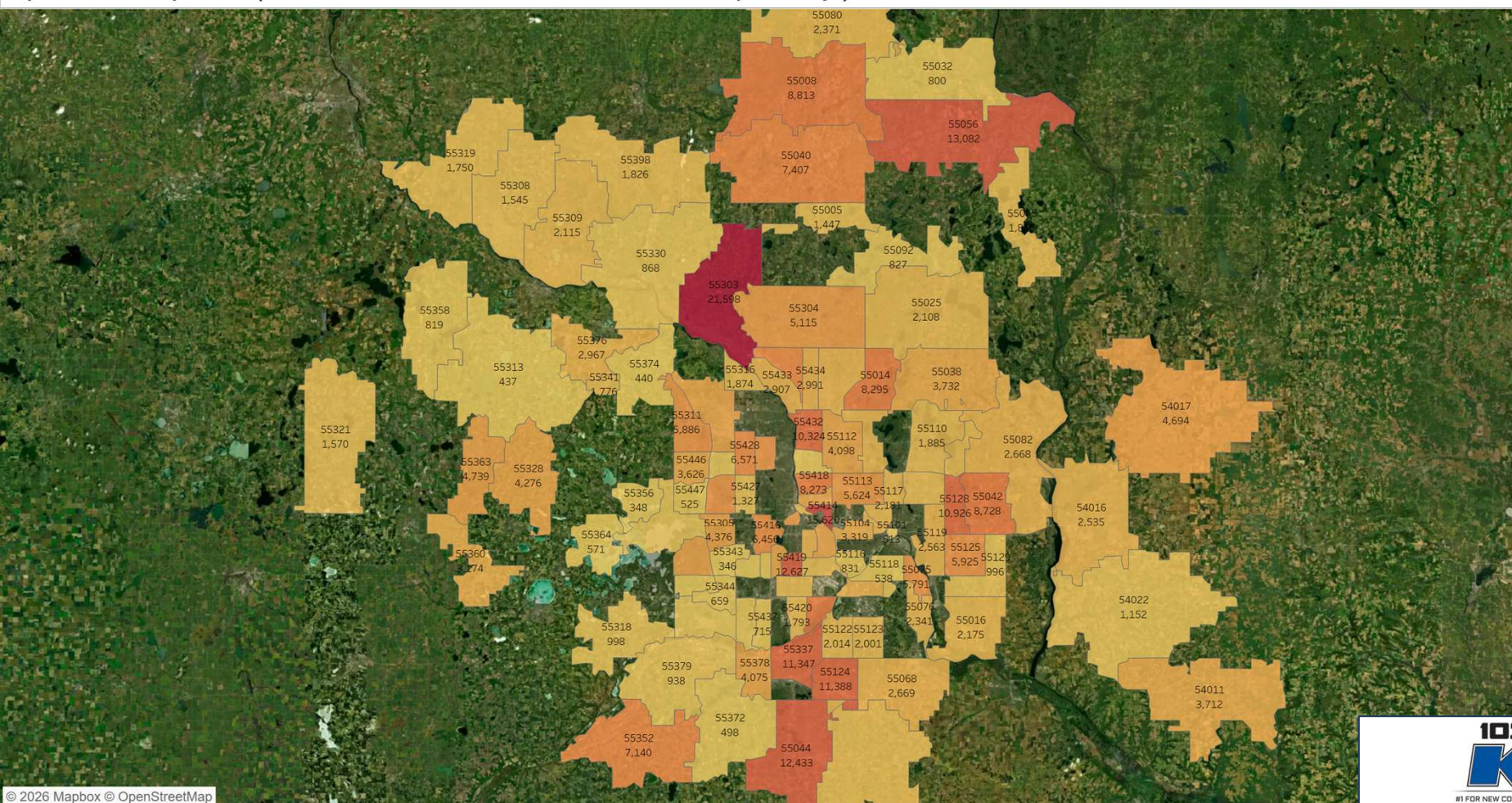


# Top Residential Zip Codes: (Adults 18 or older who Listened to KDWB-FM in the past 7 days)





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



SUM(Adults 18 or older...)



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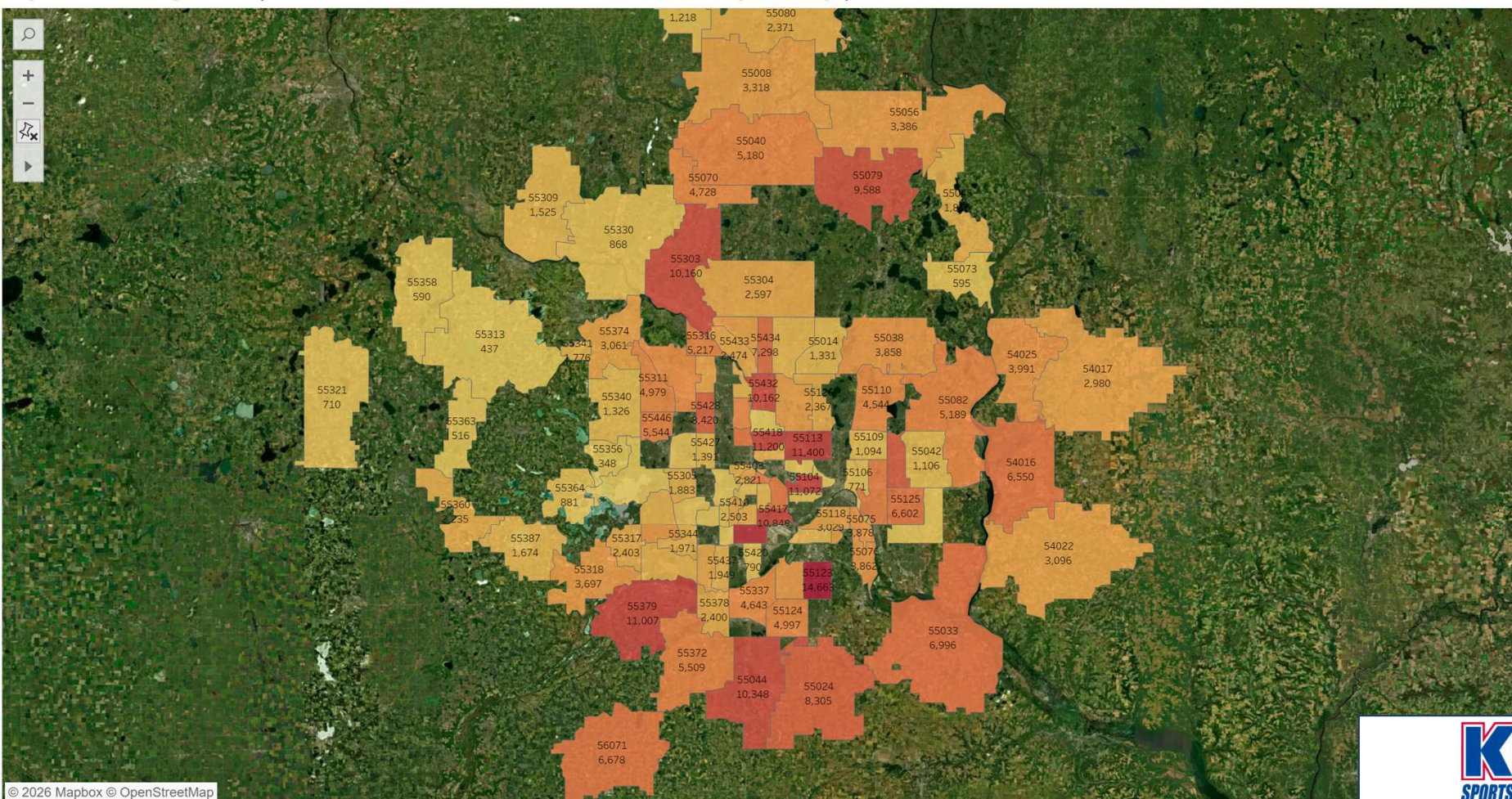
MSP	Metro	Scarborough R1 2026: Feb25-Feb26	Qual Intab	217
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*Radio Stations: KEEY-FM*



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



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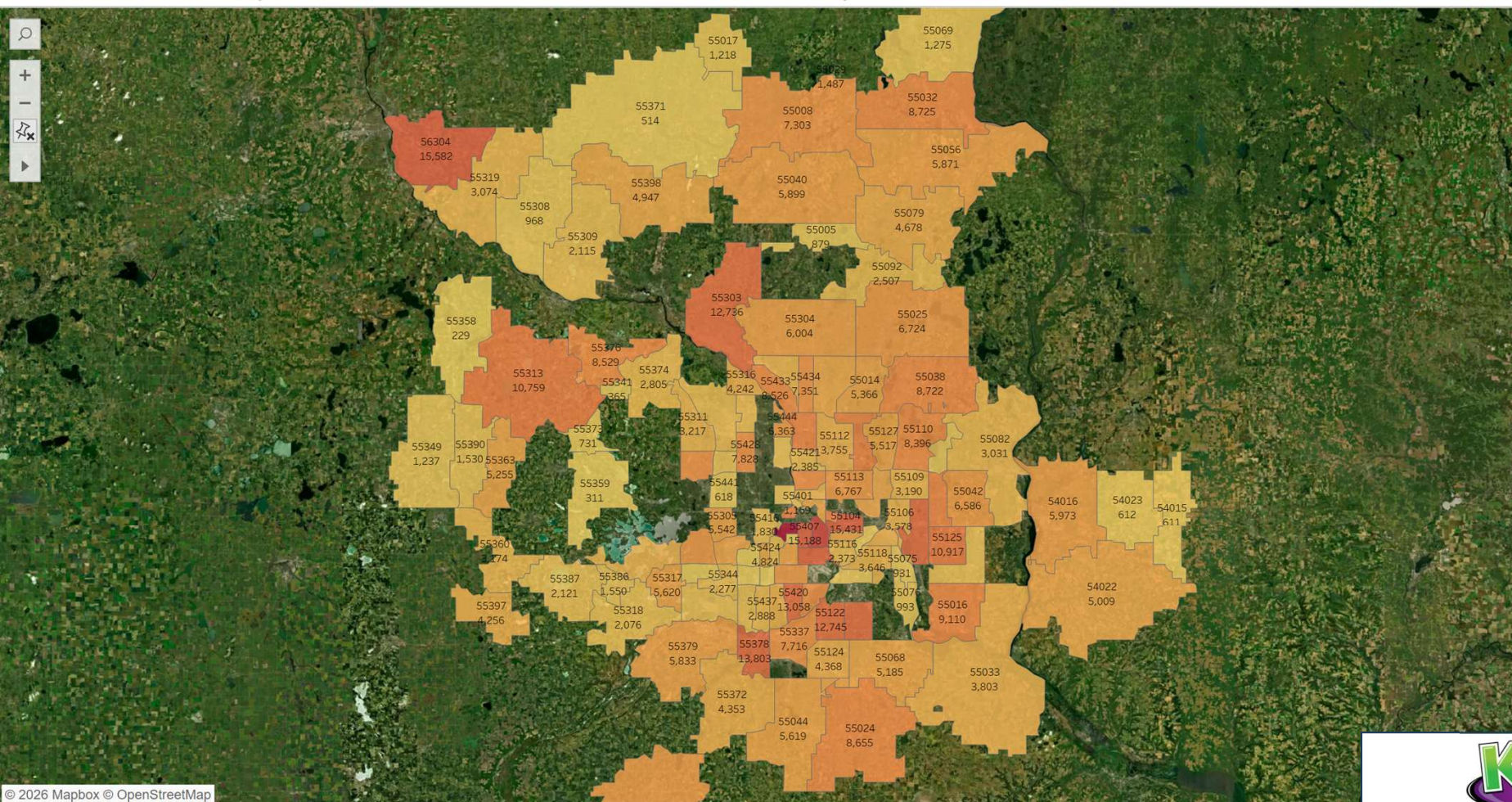
MSP Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab 217

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Radio Stations: KFXN-FM



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

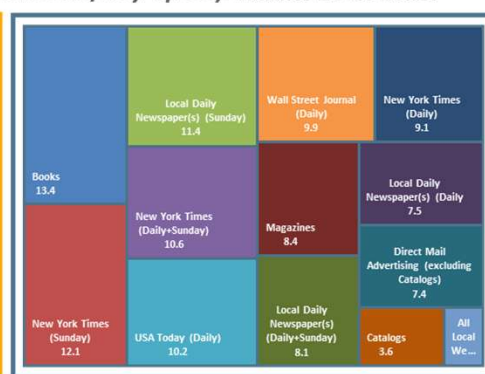
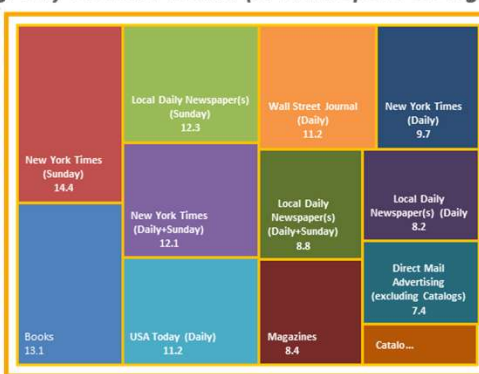
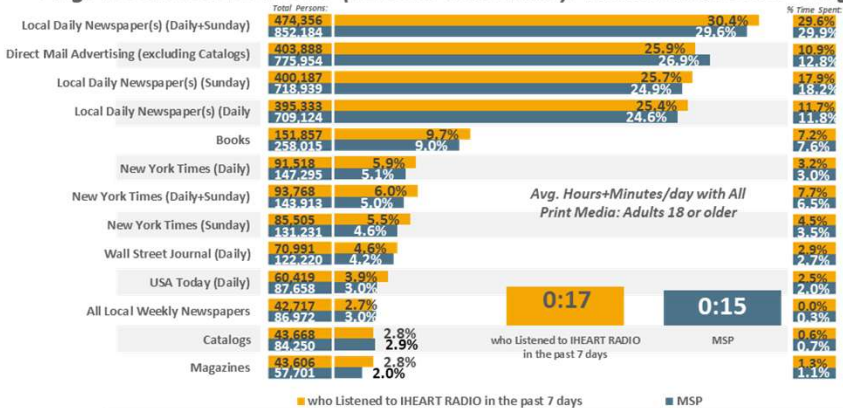




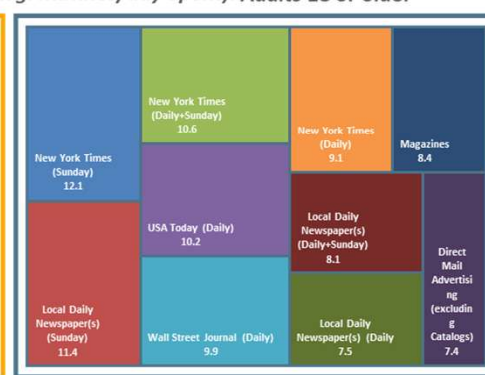
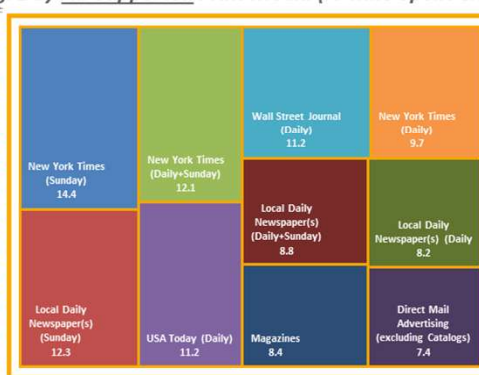
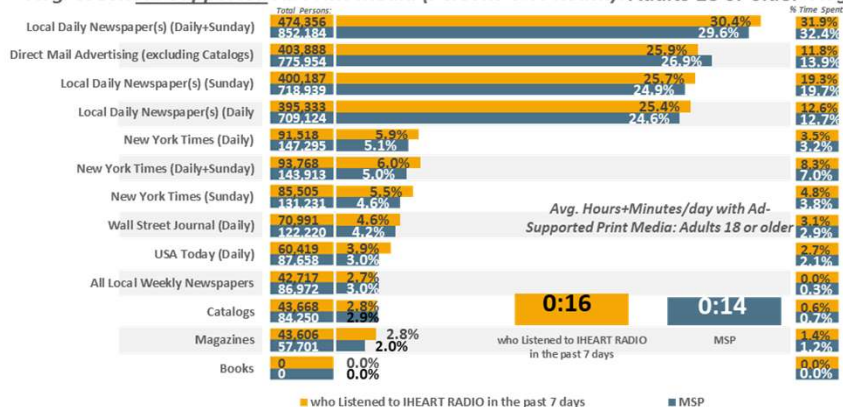


474,356 or 30.4% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 31.9% of all time spent daily with All forms of Print Media.

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



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



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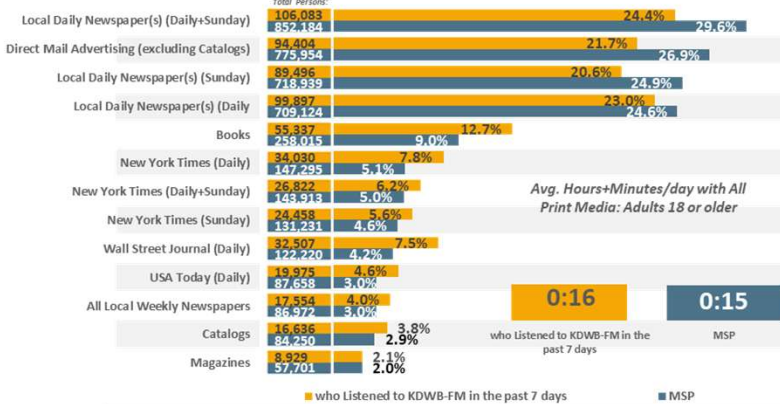
(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)





106,083 or 24.4% of Adults 18 or older who Listened to KDWB-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.8 minutes every day representing 27.2% of all time spent daily with All forms of Print Media.

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

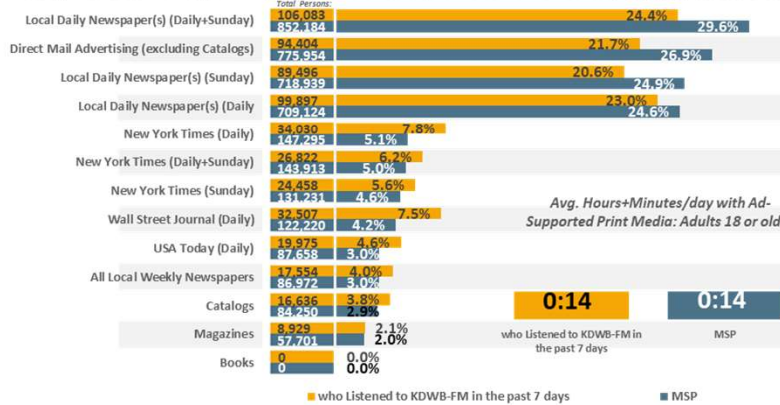


Avg. Hours+Minutes/day with All Print Media: Adults 18 or older

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0:15

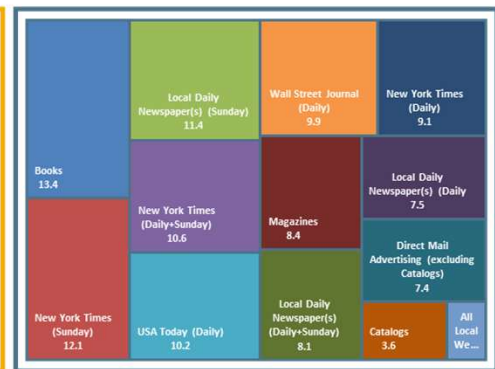
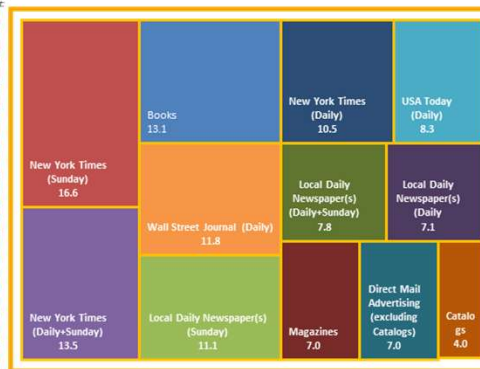
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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

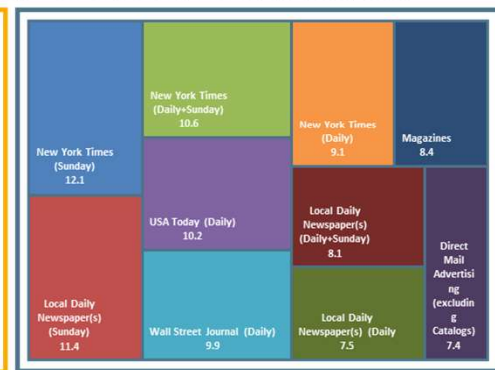
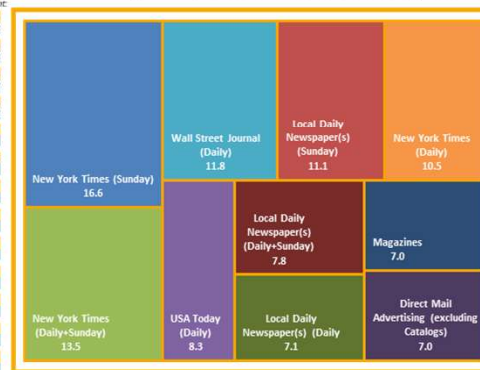
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0:14



who listened to KDWB-FM in the past 7 days

MSP



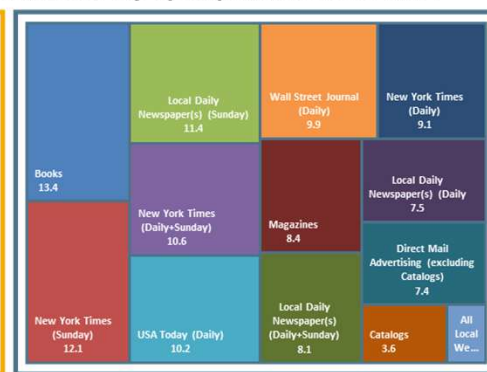
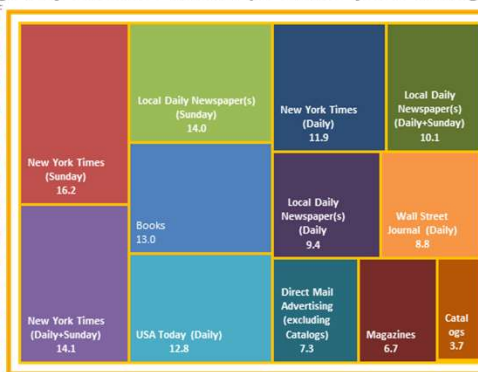
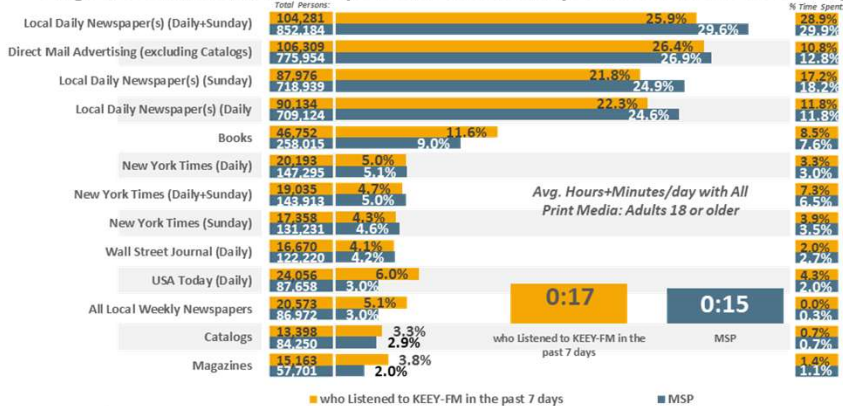
who listened to KDWB-FM in the past 7 days

MSP

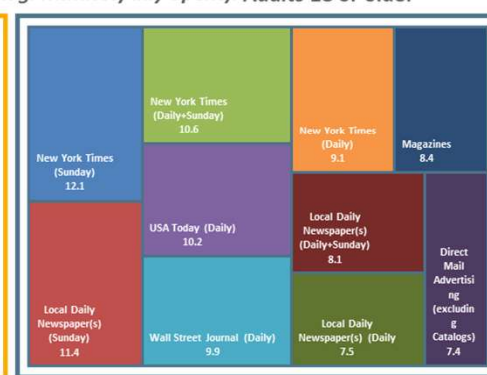
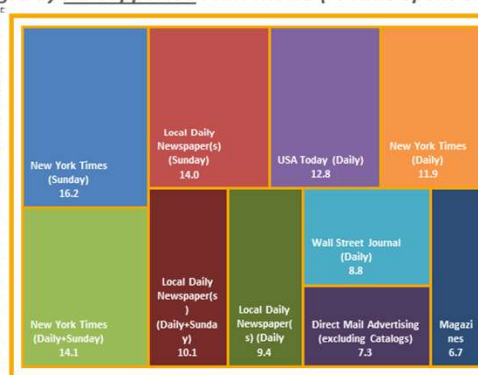
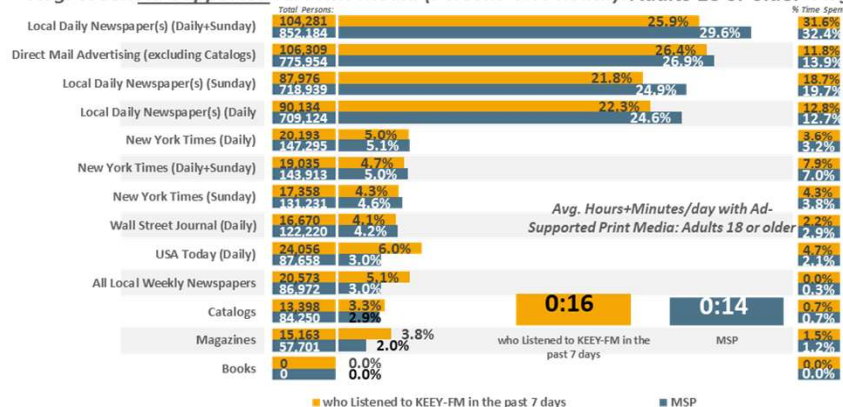


104,281 or 25.9% of Adults 18 or older who Listened to KEEY-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.1 minutes every day representing 31.6% of all time spent daily with All forms of Print Media.

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



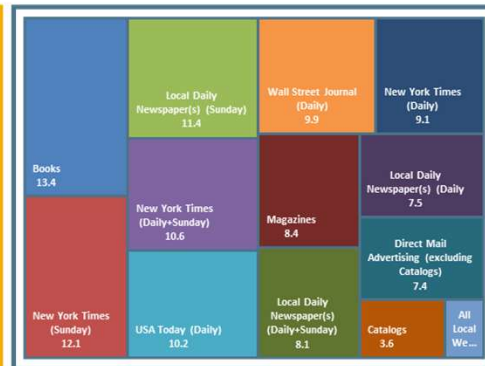
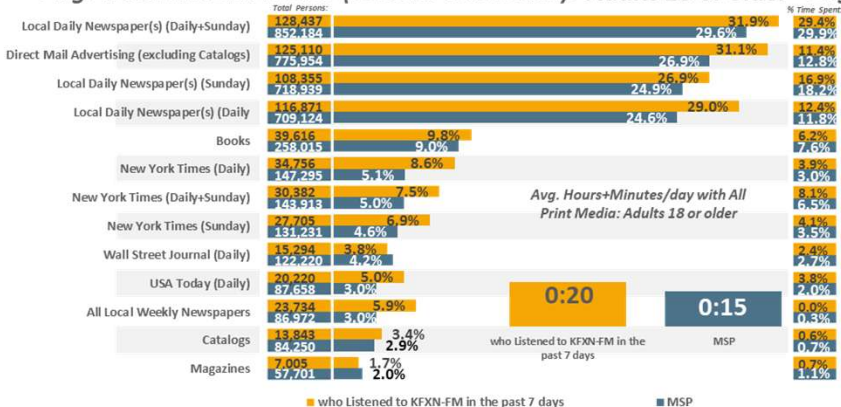
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



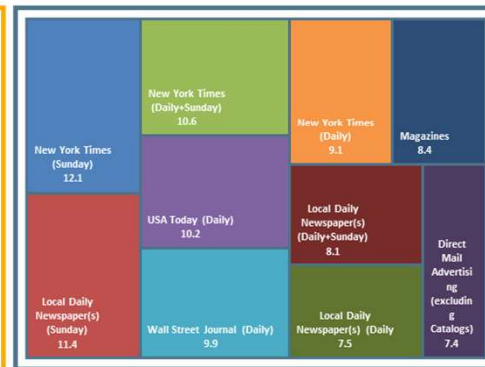
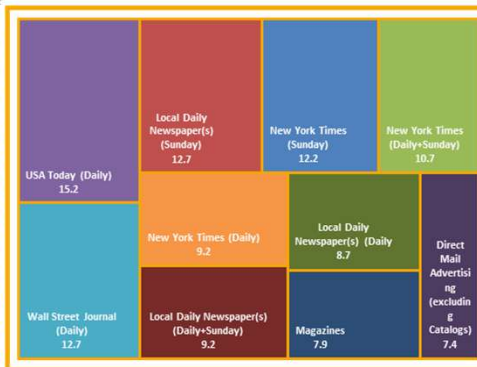
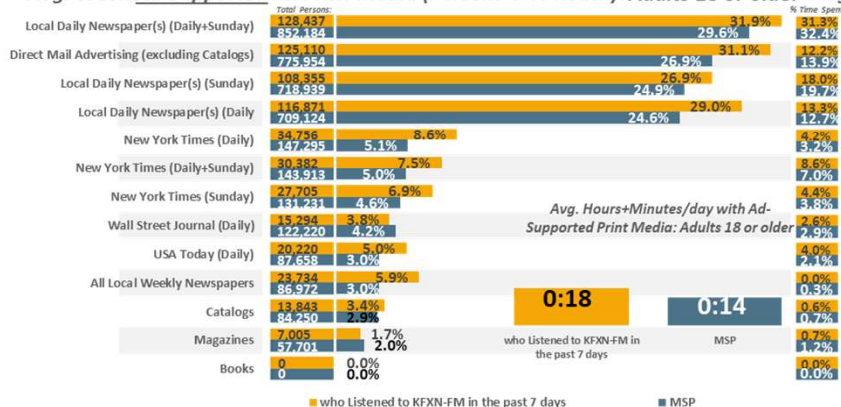


128,437 or 31.9% of Adults 18 or older who Listened to KFXN-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.2 minutes every day representing 31.3% of all time spent daily with All forms of Print Media.

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



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



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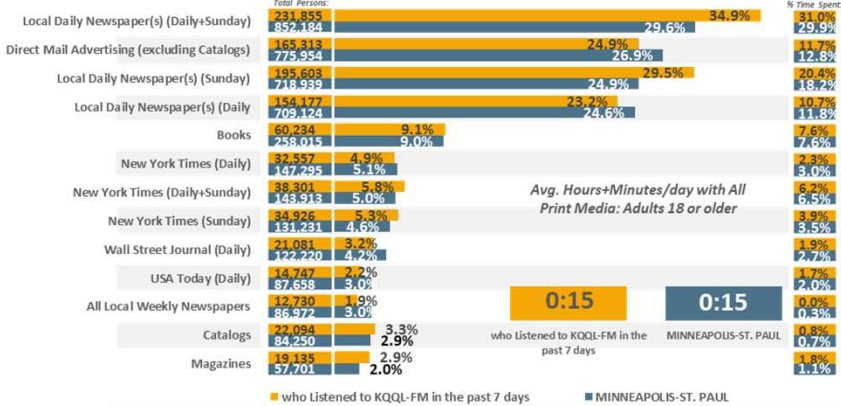
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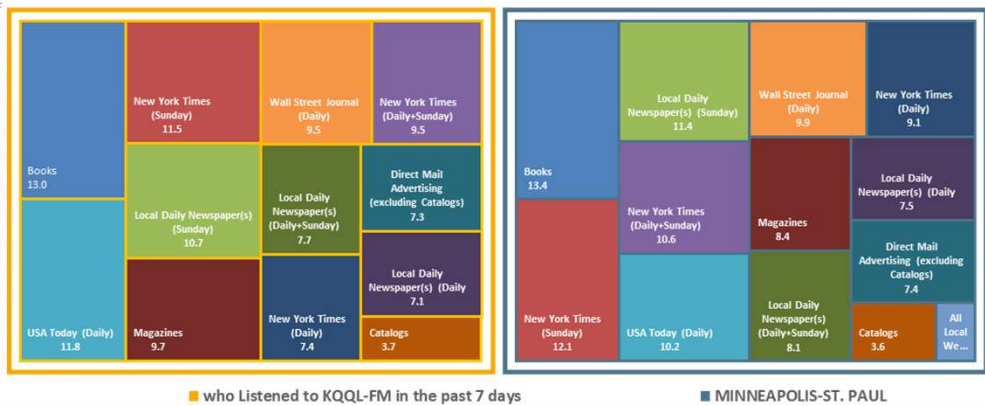


231,855 or 34.9% of Adults 18 or older who Listened to KQQL-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.7 minutes every day representing 33.6% of all time spent daily with All forms of Print Media.

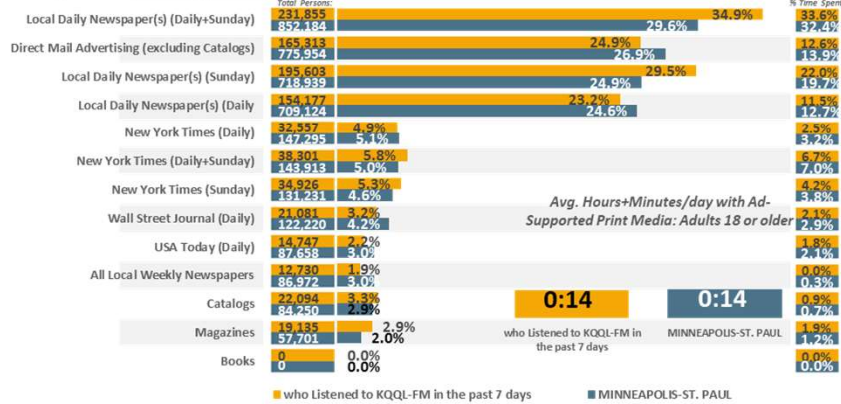
**Avg. Week All Print Media (Persons & % Reach): Adults 18 or older**



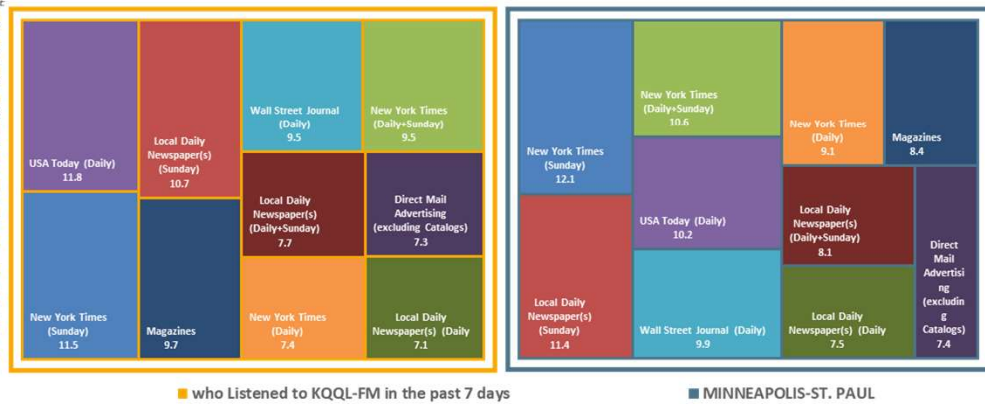
**Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



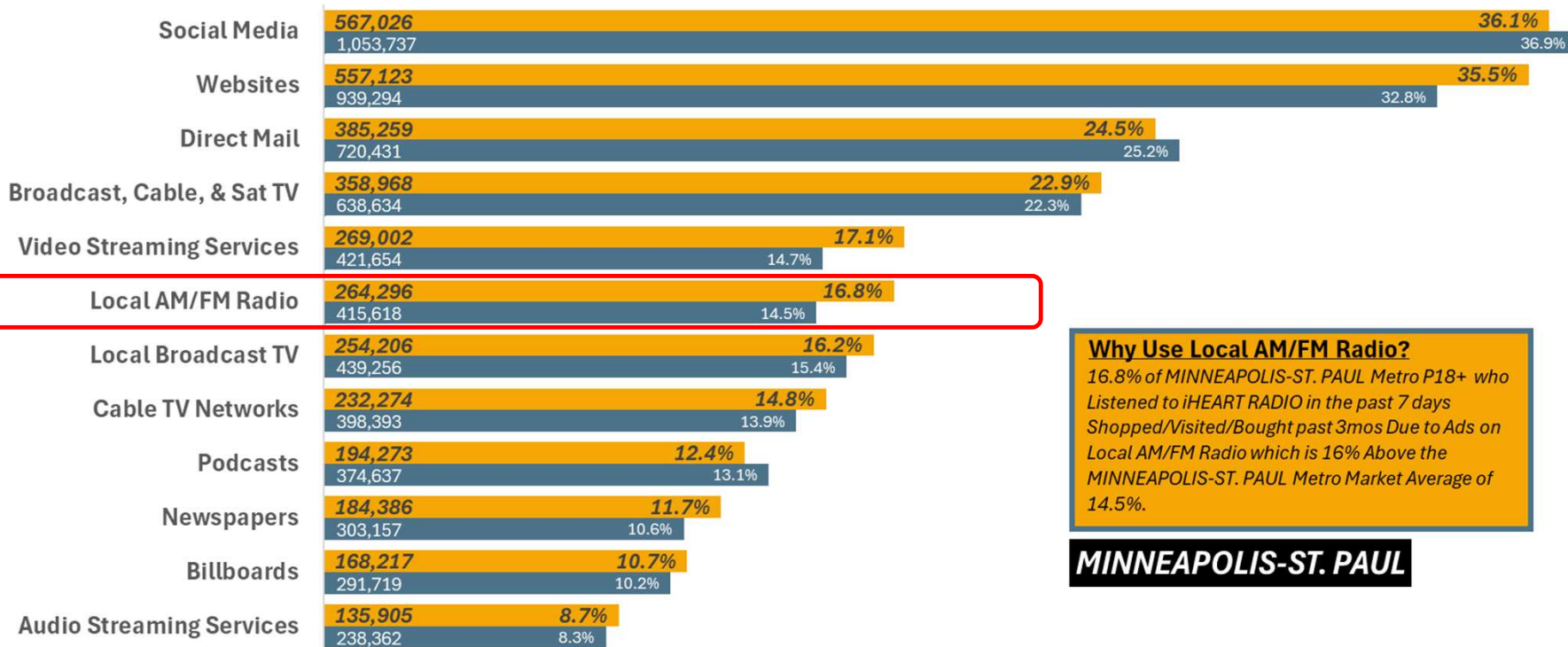
**Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





## "Advertising Actions"

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



### Why Use Local AM/FM Radio?

16.8% of MINNEAPOLIS-ST. PAUL Metro P18+ who Listened to iHEART RADIO in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 16% Above the MINNEAPOLIS-ST. PAUL Metro Market Average of 14.5%.

**MINNEAPOLIS-ST. PAUL**

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

■ P18+ MINNEAPOLIS-ST. PAUL AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

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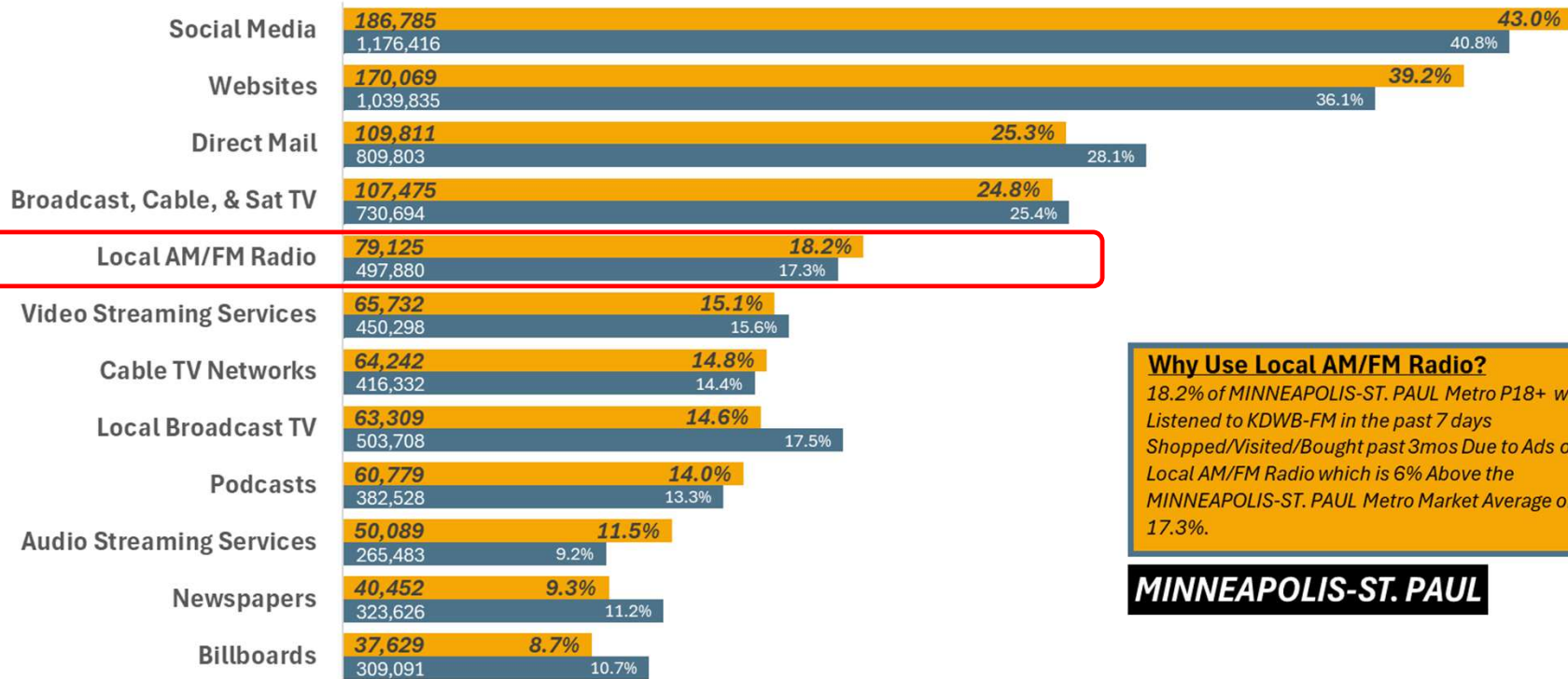
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(Radio Stations: KDWB-FM OR Radio Stations: KEEY-FM OR Radio Stations: KFXN-FM OR Radio Stations: KQQL-FM OR Radio Stations: KTCZ-FM OR Radio Stations: KTCZ-FM HD3 OR Radio Stations: KTLK-AM)



## "Advertising Actions"

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



### Why Use Local AM/FM Radio?

18.2% of MINNEAPOLIS-ST. PAUL Metro P18+ who Listened to KDWB-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 6% Above the MINNEAPOLIS-ST. PAUL Metro Market Average of 17.3%.

**MINNEAPOLIS-ST. PAUL**

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

■ P18+ MINNEAPOLIS-ST. PAUL AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

MINNEAPOLIS-ST. PAUL Metro Scarborough R1 2026: Feb25-Feb26 Qual Intab: 205  
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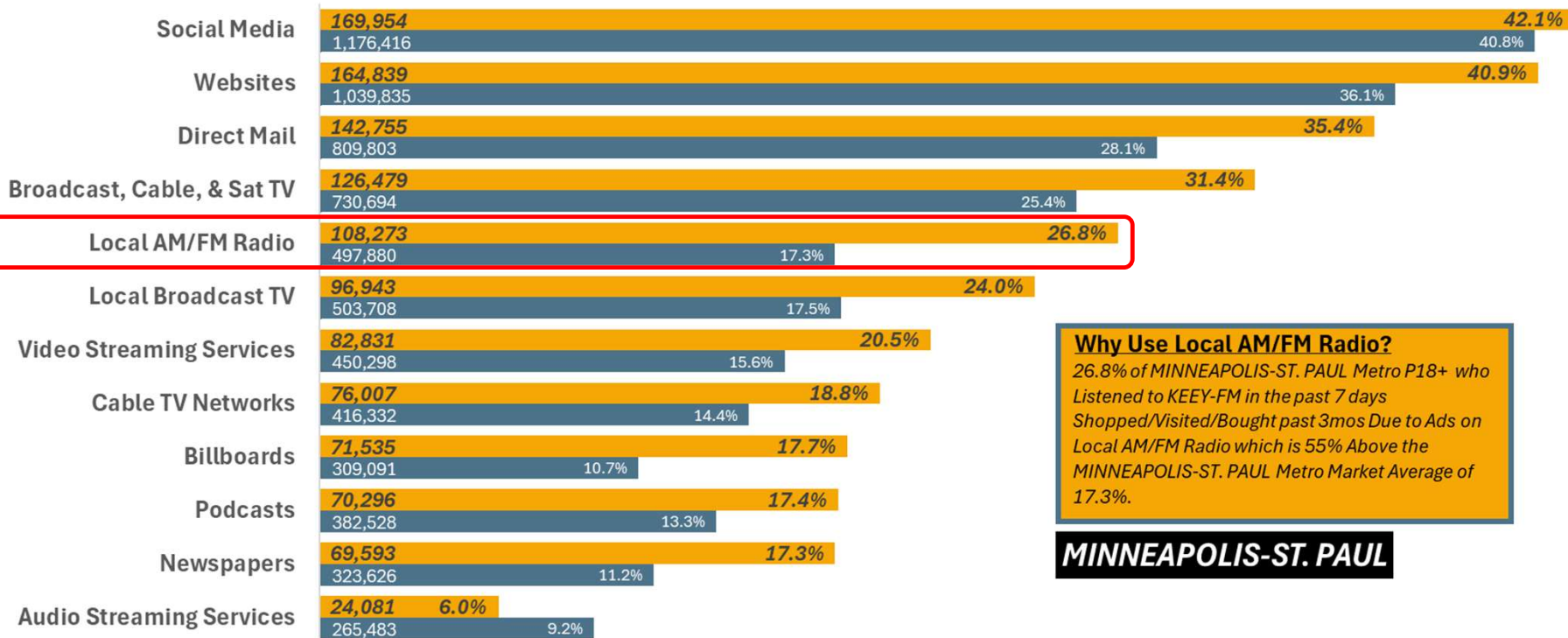
Radio Stations: KDWB-FM





## "Advertising Actions"

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



### Why Use Local AM/FM Radio?

26.8% of MINNEAPOLIS-ST. PAUL Metro P18+ who Listened to KEEY-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 55% Above the MINNEAPOLIS-ST. PAUL Metro Market Average of 17.3%.

**MINNEAPOLIS-ST. PAUL**

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

■ P18+ MINNEAPOLIS-ST. PAUL AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

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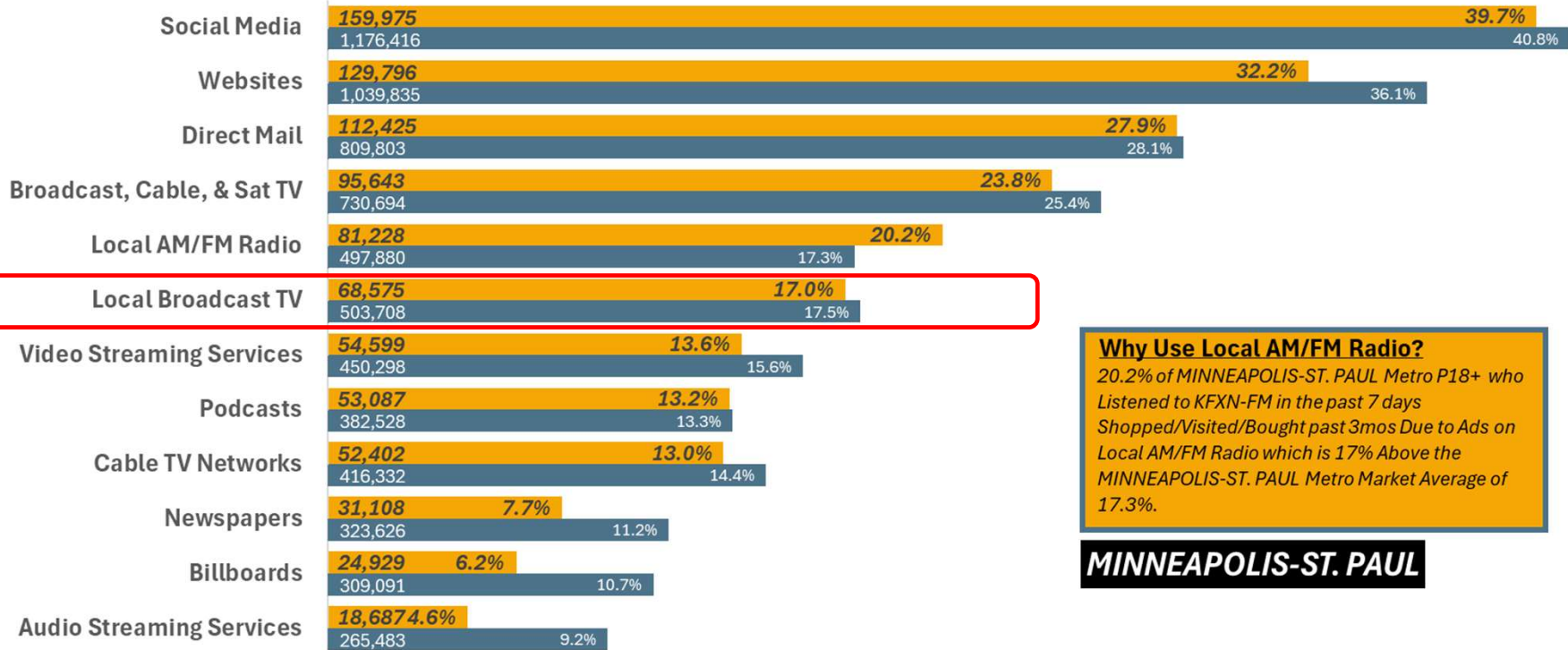
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Radio Stations: KEEY-FM



## "Advertising Actions"

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



### Why Use Local AM/FM Radio?

20.2% of MINNEAPOLIS-ST. PAUL Metro P18+ who Listened to KFXN-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 17% Above the MINNEAPOLIS-ST. PAUL Metro Market Average of 17.3%.

**MINNEAPOLIS-ST. PAUL**

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

■ P18+ MINNEAPOLIS-ST. PAUL AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

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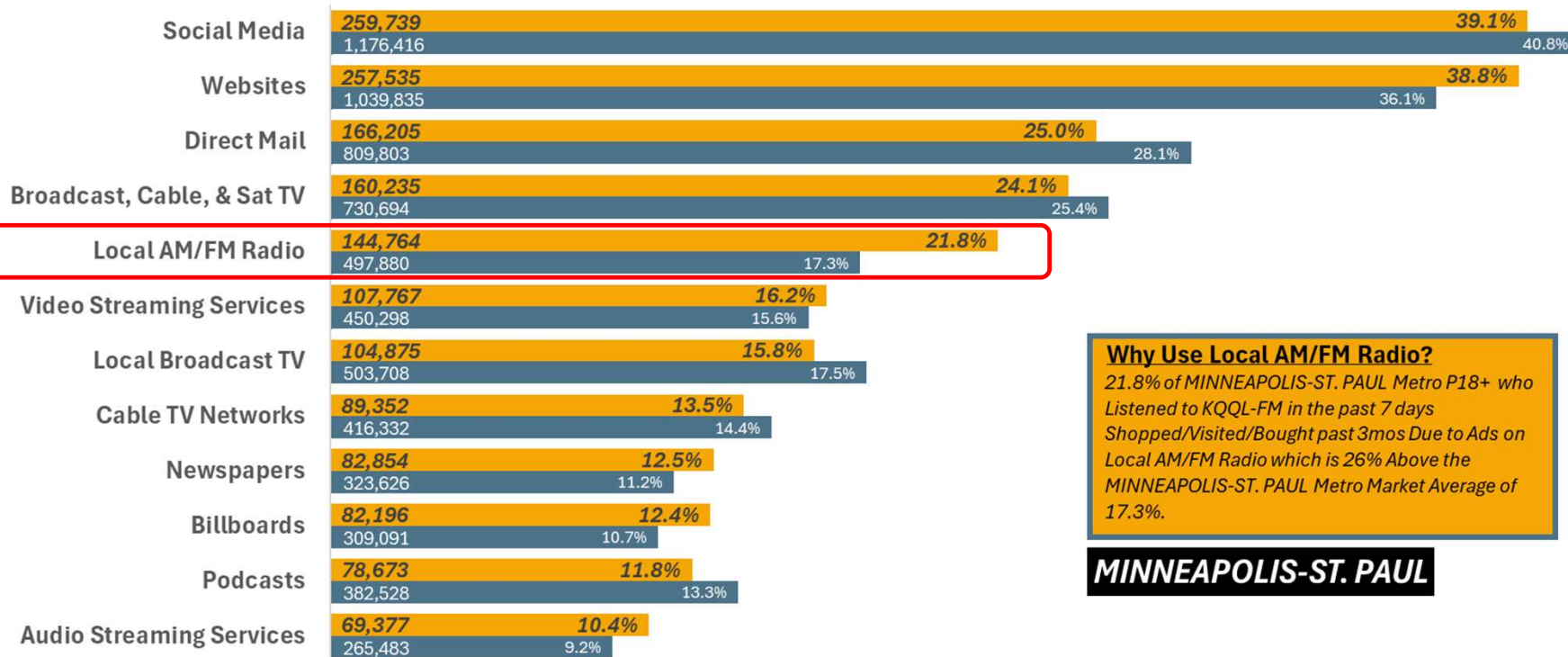
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Radio Stations: KFXN-FM



## "Advertising Actions"

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



### Why Use Local AM/FM Radio?

21.8% of MINNEAPOLIS-ST. PAUL Metro P18+ who Listened to KQQL-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 26% Above the MINNEAPOLIS-ST. PAUL Metro Market Average of 17.3%.

**MINNEAPOLIS-ST. PAUL**

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

■ P18+ MINNEAPOLIS-ST. PAUL AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

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Radio Stations: KQQL-FM