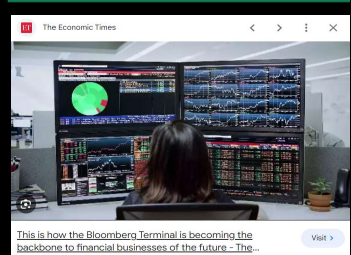


SEATTLE-TACOMA, WA, Metro – 5 P18+ Profiles of HUBBARD RADIO Listeners!

Brand New Data as of March 31, 2026!

Complete Demographic & Media Use Profiles



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

(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM) Radio Stations: KPNW-FM Radio Stations: KQMV-FM Radio Stations: KQMV-FM M-F 6A-10A Radio Stations: KRWM-FM



24.2% or 933,995 of SEATTLE-TACOMA Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Typical Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 47.4 years old (.5% younger than average) and have a \$137,931 (.6% higher than average) annual household income.

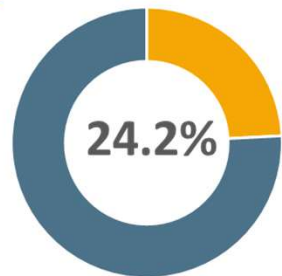


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



who Listened to HUBBARD RADIO in the past 7 days
Remainder of SEATTLE-TACOMA Metro

Total Persons:

933,995

2,929,171

%M vs. %F:

46.6%

50.3%

53.4%

49.7%

Average Age:

46.8

47.1

47.9

48.2

Persons:

434,878

1,943,552

499,117

1,919,614

Men

Men

Women

Women

Age Cell Demographics of Target vs. Market:

Average Age:

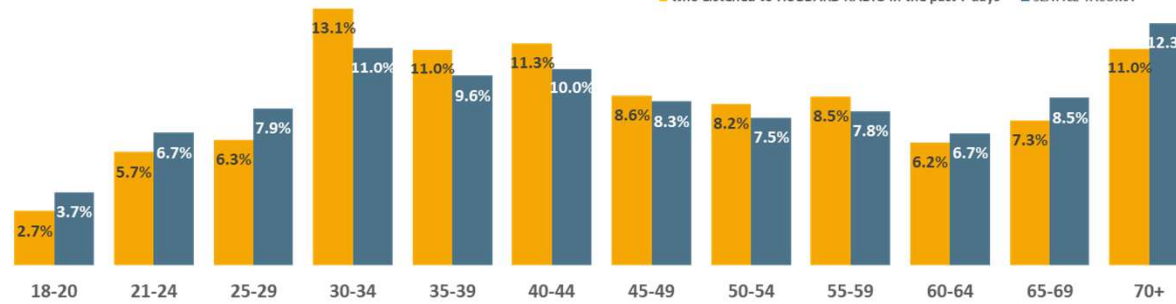
Adults 18 or older

47.4

47.6

who Listened to HUBBARD RADIO in the past 7 days

SEATTLE-TACOMA

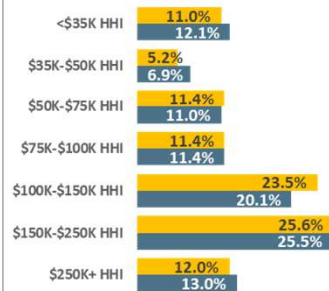


who Listened to HUBBARD RADIO in the past 7 days

SEATTLE-TACOMA

SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 881
All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

HHI of Target vs. Market:



Avg HHI:

\$137,931

\$137,088

(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM)



5.1% or 195,566 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KPNW-FM in the past 7 days. Typical Adults 18 or older who Listened to KPNW-FM in the past 7 days are 52. years old (9.3% older than average) and have a \$138,730 (1.2% higher than average) annual household income.

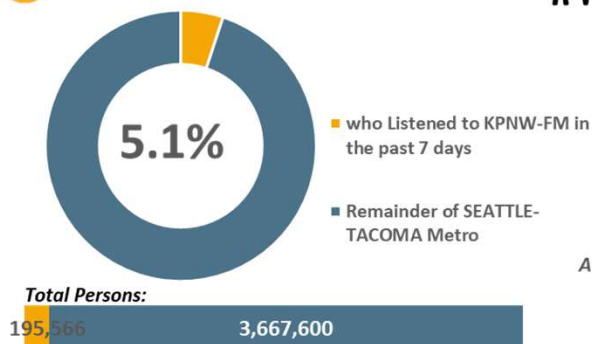


Percent of Market: Adults 18 or older

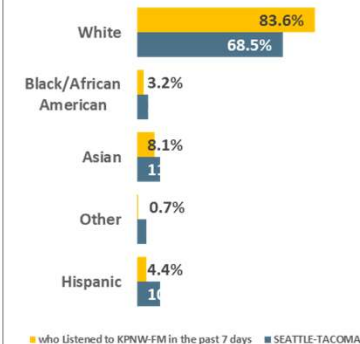


Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:

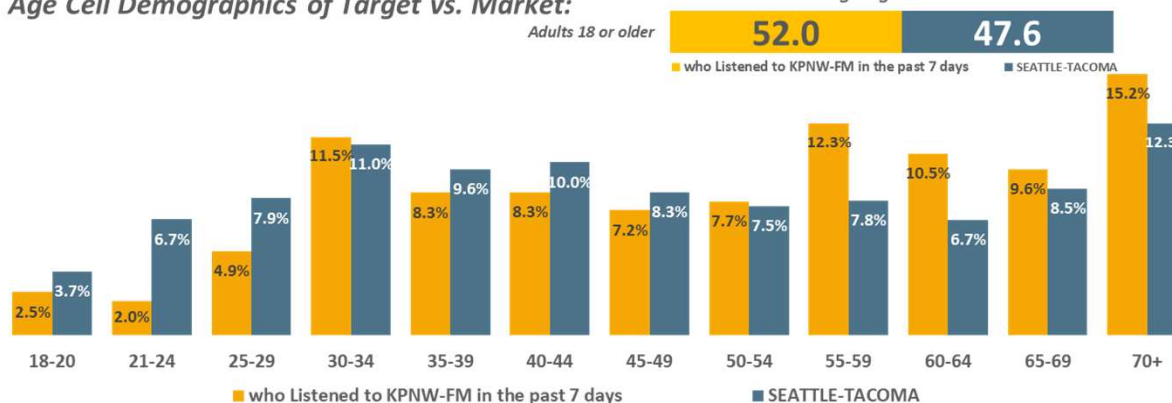


	Men	Men	Women	Women
%M vs. %F:	43.8%	50.3%	56.2%	49.7%
Average Age:	57.2	47.1	47.3	48.2
# Persons:	85,650	1,943,552	109,916	1,919,614

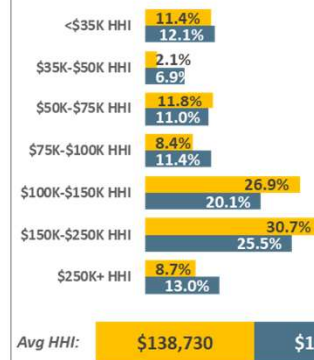


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:





9.6% or 372,355 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KQMV-FM in the past 7 days. Typical Adults 18 or older who Listened to KQMV-FM in the past 7 days are 42.5 years old (10.7% younger than average) and have a \$130,260 (5.5% lower than average) annual household income.

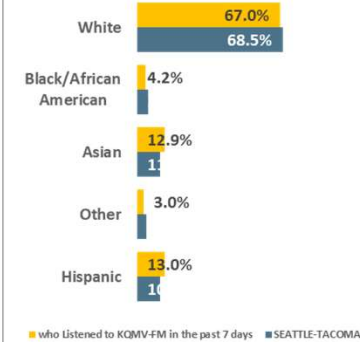
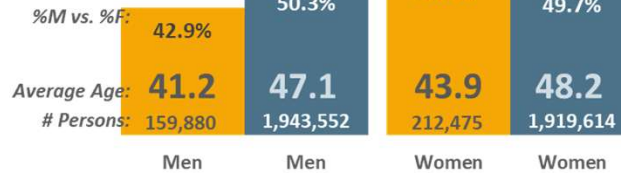
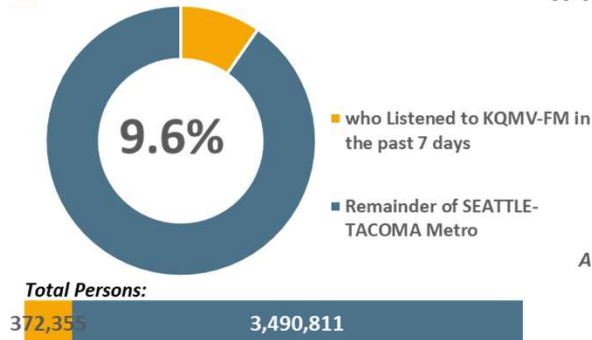


Percent of Market: Adults 18 or older

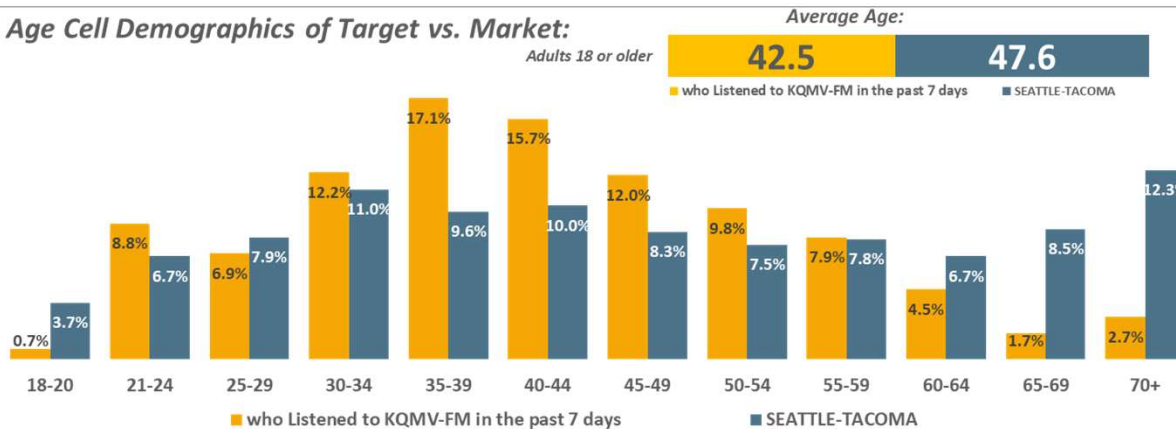


Gender of Target vs. Market: Adults 18 or older

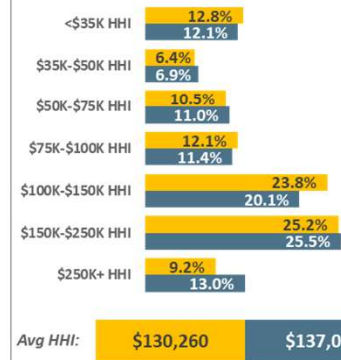
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





3.4% or 131,772 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KQMV-FM (M-F 6a-10a) in the past 7...
Typical Adults 18 or older who Listened to KQMV-FM (M-F 6a-10a) in the past 7 days are 42.4 years old
(11.1% younger than average) and have a \$116,789 (14.8% lower than average) annual household income.

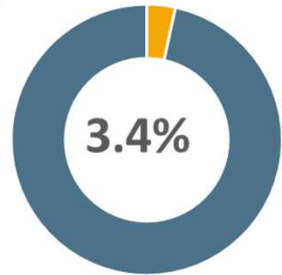


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



- who Listened to KQMV-FM (M-F 6a-10a) in the past 7 days
- Remainder of SEATTLE-TACOMA Metro

Total Persons:

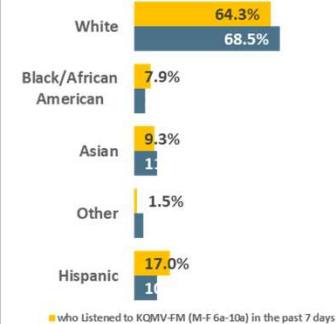
131,772 3,731,394

%M vs. %F:

Average Age:

Persons:

43.9%	50.3%	56.1%	49.7%
41.2	47.1	43.6	48.2
57,849	1,943,552	73,923	1,919,614
Men	Men	Women	Women



Age Cell Demographics of Target vs. Market:

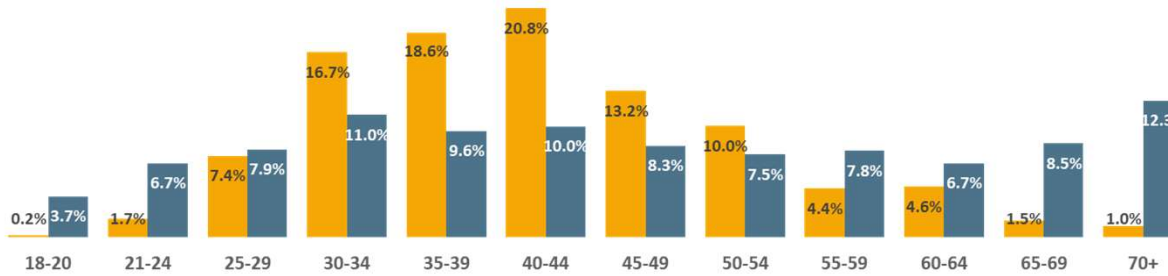
Average Age:

Adults 18 or older

42.4

47.6

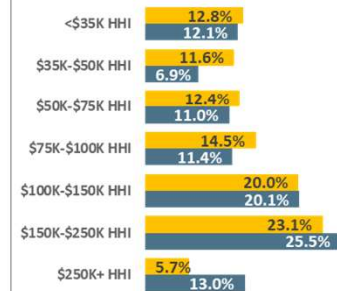
who Listened to KQMV-FM (M-F 6a-10a) in the past 7 days SEATTLE-TACOMA



who Listened to KQMV-FM (M-F 6a-10a) in the past 7 days

SEATTLE-TACOMA

HHI of Target vs. Market:



Avg HHI:

\$116,789 \$137,088



13.0% or 503,861 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KRWM-FM in the past 7 days. Typical Adults 18 or older who Listened to KRWM-FM in the past 7 days are 47.6 years old (.% younger than average) and have a \$145,544 (6.2% higher than average) annual household income.

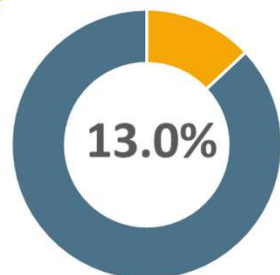


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:

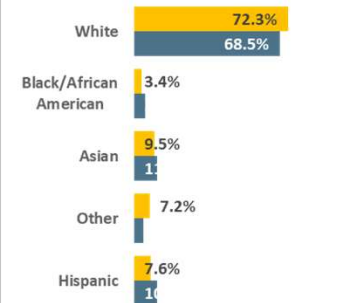


■ who Listened to KRWM-FM in the past 7 days
■ Remainder of SEATTLE-TACOMA Metro

Total Persons:

503,861 3,359,305

	Men	Men	Women	Women
%M vs. %F:	44.2%	50.3%	55.8%	49.7%
Average Age:	45.7	47.1	49.6	48.2
# Persons:	222,937	1,943,552	280,924	1,919,614



■ who Listened to KRWM-FM in the past 7 days ■ SEATTLE-TACOMA

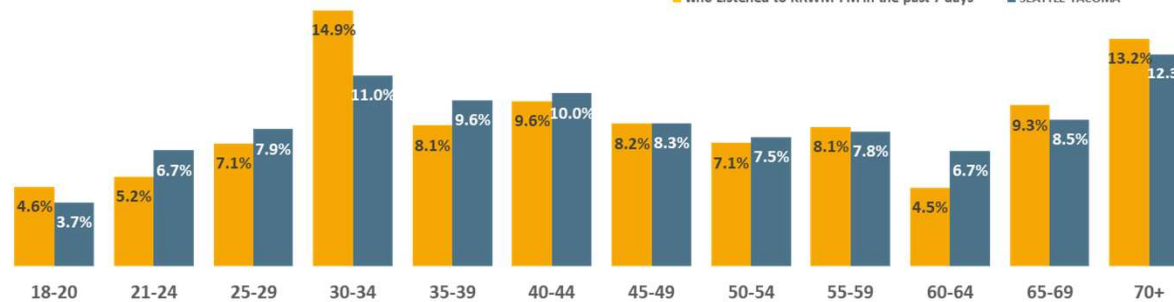
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older

47.6 47.6

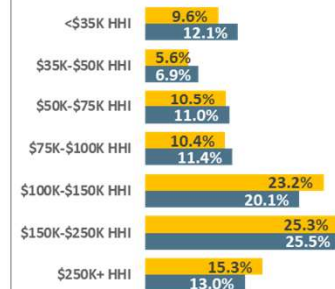
■ who Listened to KRWM-FM in the past 7 days ■ SEATTLE-TACOMA



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

■ SEATTLE-TACOMA

HHI of Target vs. Market:



Avg HHI: \$145,544 \$137,088

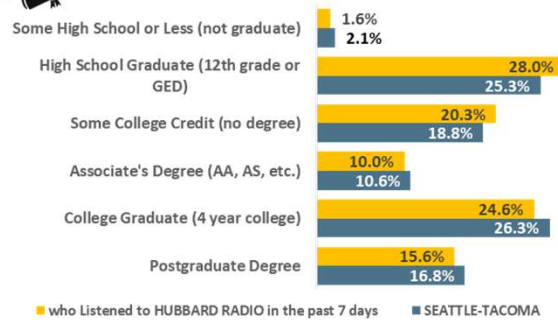
SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 450
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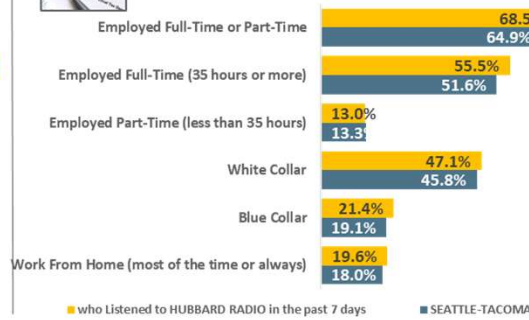
24.2% or 933,995 of SEATTLE-TACOMA Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7...
Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 6.7% less likely to be a college graduate, 7.6% more likely to work full-time, 2.9% less likely to be married, 4.% more likely to be a parent of 1 or more children under 18.



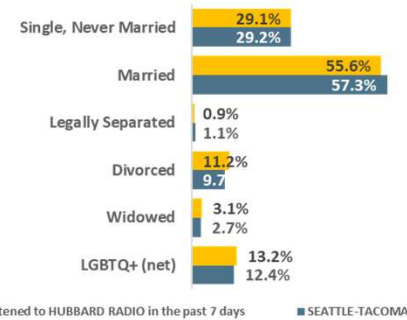
Education Levels: Adults 18 or older



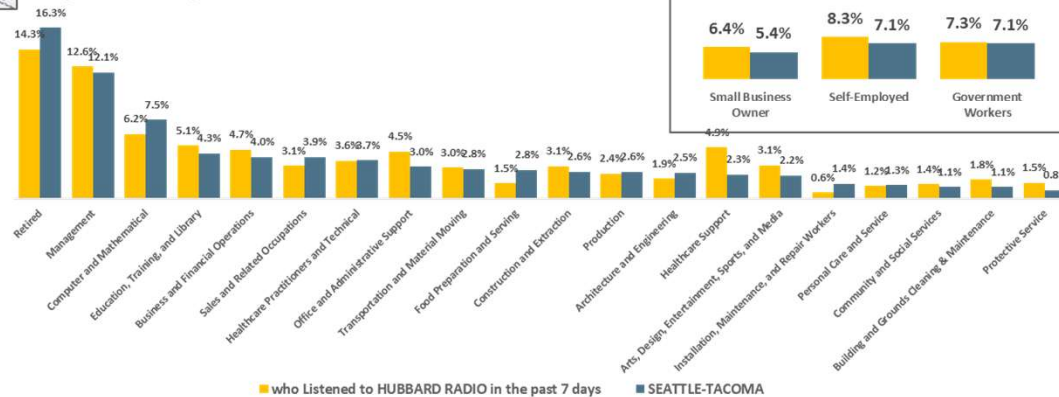
Employment: Adults 18 or older



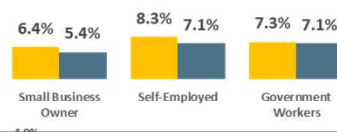
Marital Status: Adults 18 or older



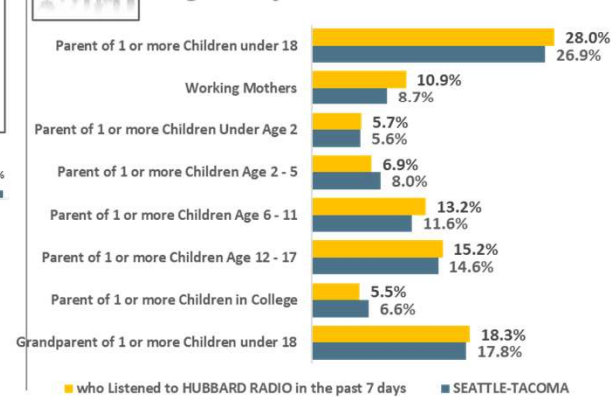
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

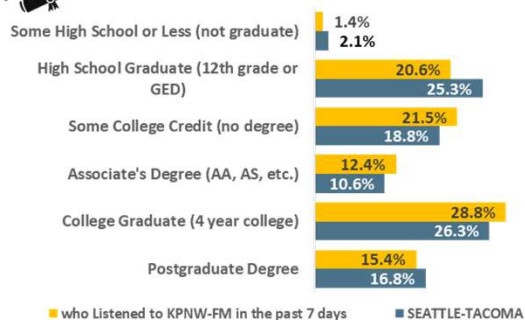




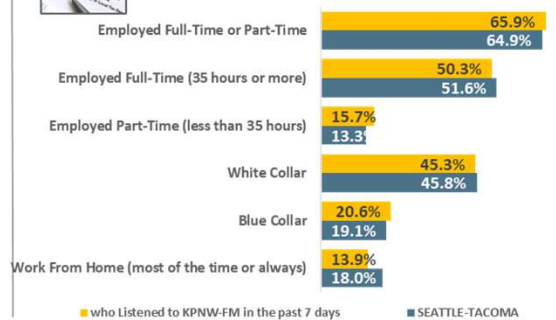
5.1% or 195,566 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KPNW-FM in the past 7 days. Adults 18 or older who Listened to KPNW-FM in the past 7 days are 2.5% more likely to be a college graduate, 2.6% less likely to work full-time, 8.3% more likely to be married, 23.2% less likely to be a parent of 1 or more children under 18.



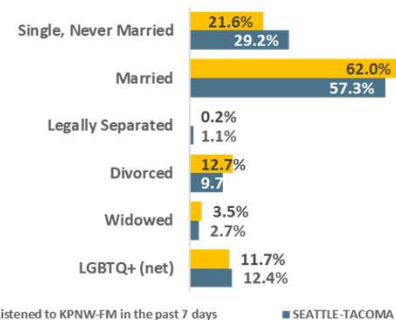
Education Levels: Adults 18 or older



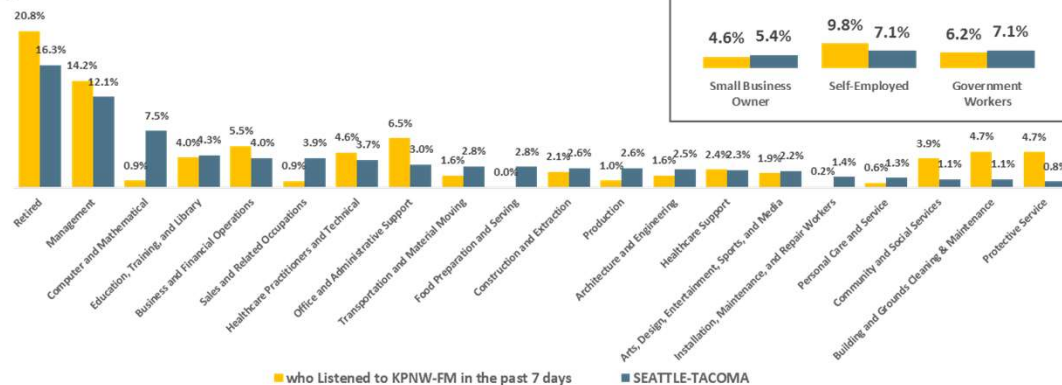
Employment: Adults 18 or older



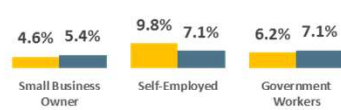
Marital Status: Adults 18 or older



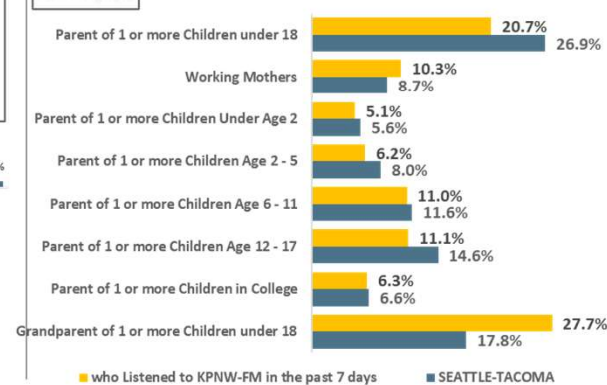
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

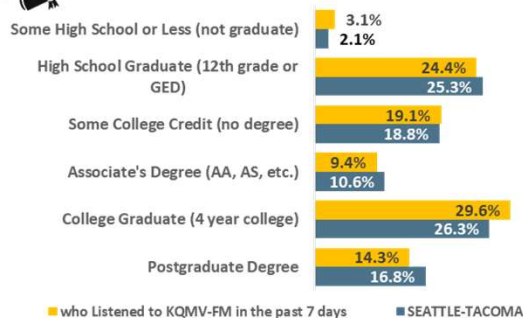




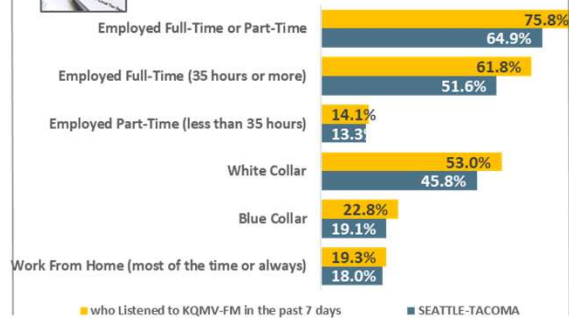
9.6% or 372,355 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KQMV-FM in the past 7 days. Adults 18 or older who Listened to KQMV-FM in the past 7 days are 1.9% more likely to be a college graduate, 19.6% more likely to work full-time, 3.3% less likely to be married, 44.8% more likely to be a parent of 1 or more children under 18.



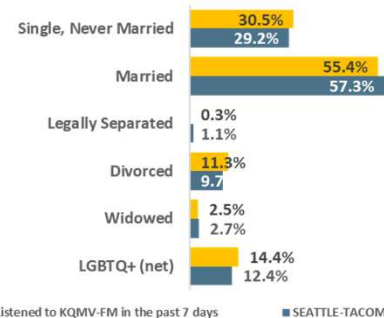
Education Levels: Adults 18 or older



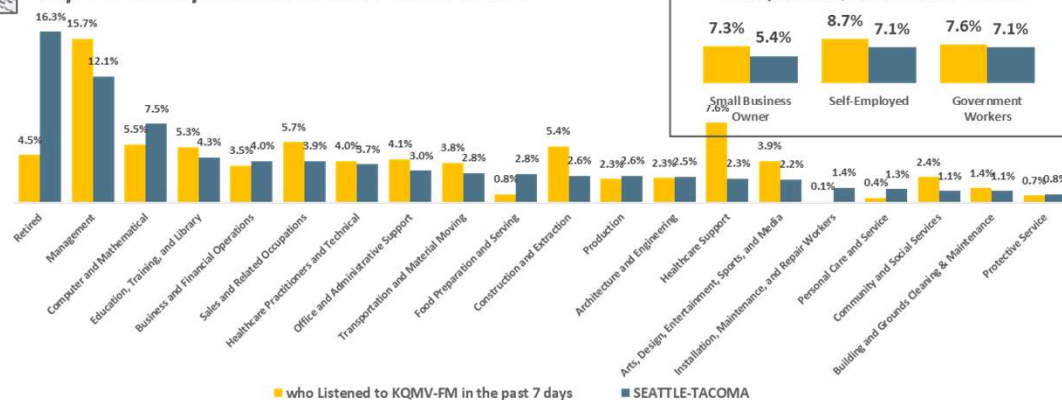
Employment: Adults 18 or older



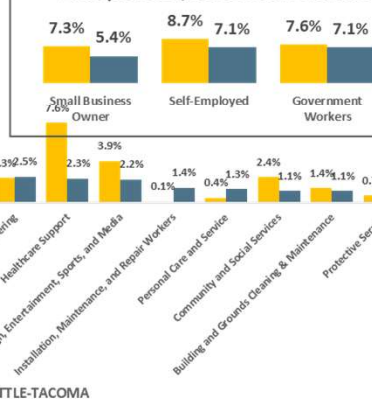
Marital Status: Adults 18 or older



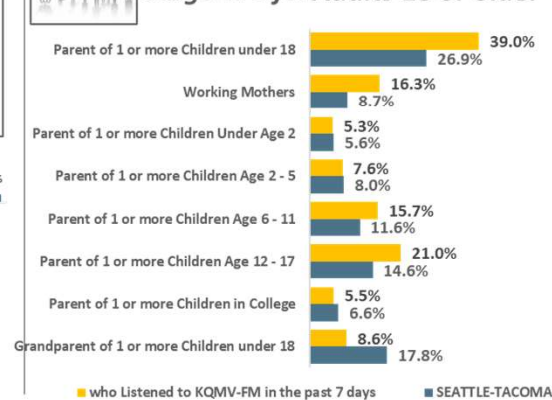
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

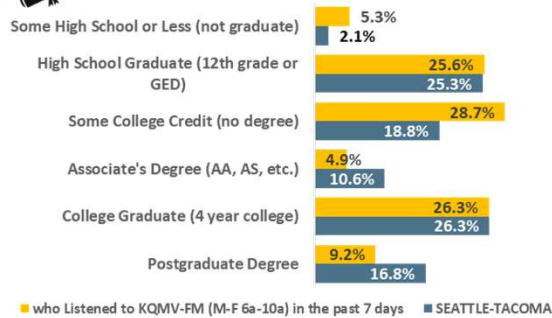




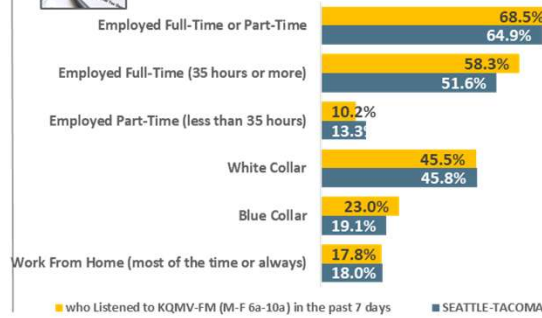
3.4% or 131,772 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KQMV-FM (M-F 6a-10a) in the... Adults 18 or older who Listened to KQMV-FM (M-F 6a-10a) in the past 7 days are 17.6% less likely to be a college graduate, 12.9% more likely to work full-time, 1.9% more likely to be married, 109.3% more likely to be a parent of 1 or more children under 1



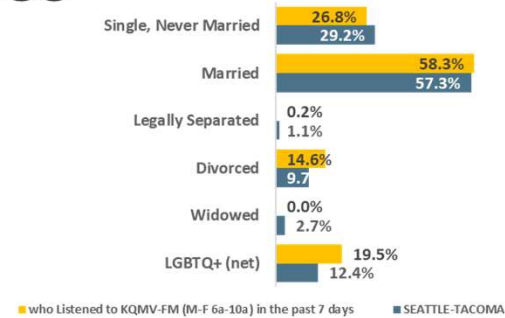
Education Levels: Adults 18 or older



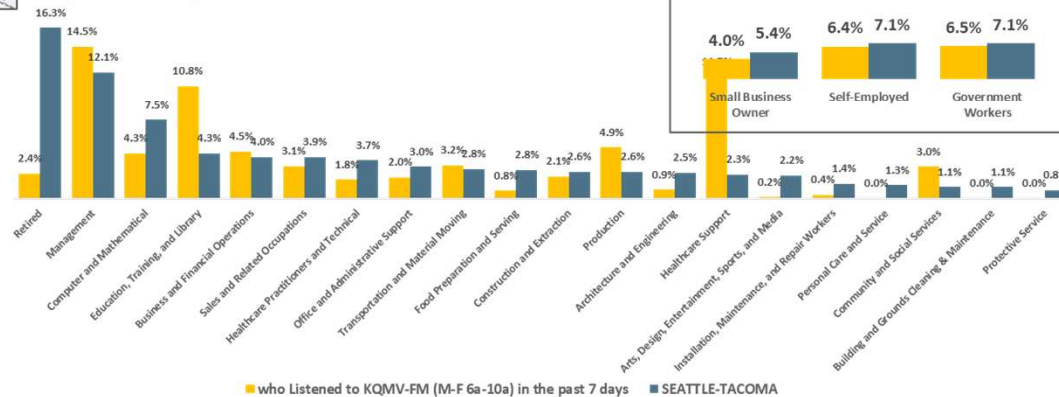
Employment: Adults 18 or older



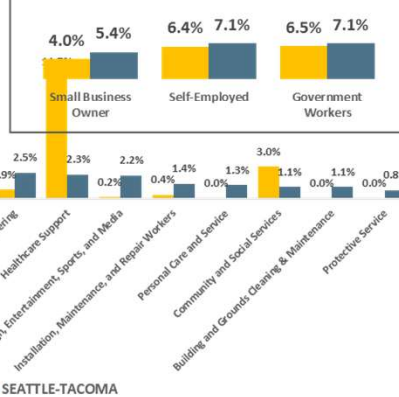
Marital Status: Adults 18 or older



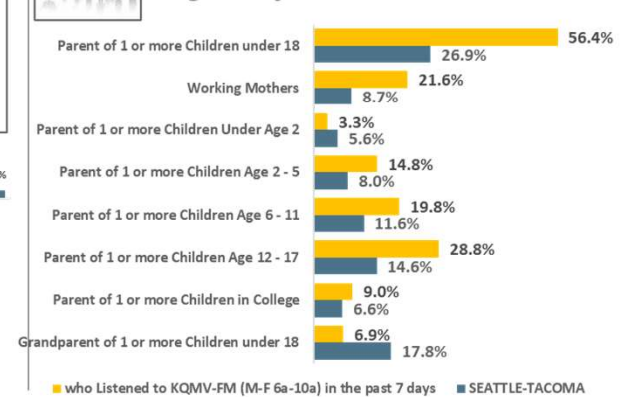
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

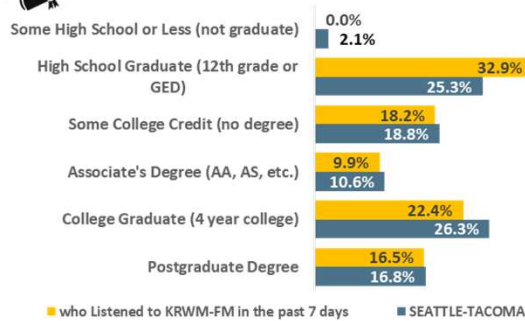




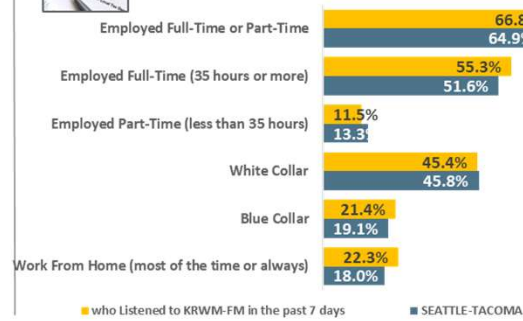
13.3% or 503,861 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KRWM-FM in the past 7 days. Adults 18 or older who Listened to KRWM-FM in the past 7 days are 9.6% less likely to be a college graduate, 7.1% more likely to work full-time, 8.8% less likely to be married, 7.6% less likely to be a parent of 1 or more children under 18.



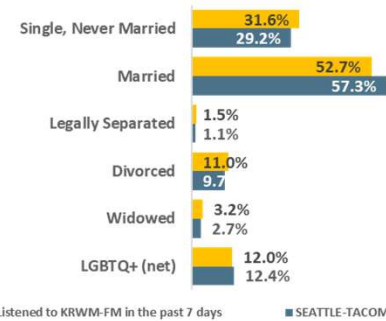
Education Levels: Adults 18 or older



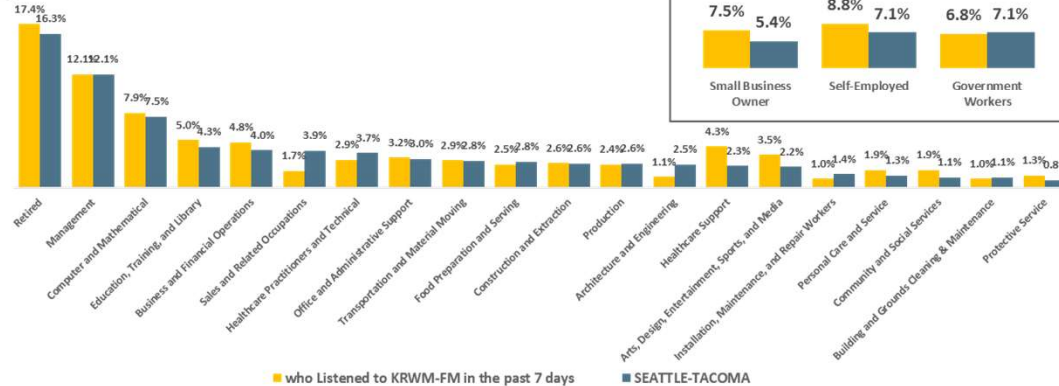
Employment: Adults 18 or older



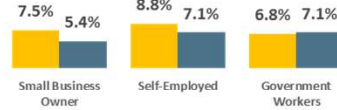
Marital Status: Adults 18 or older



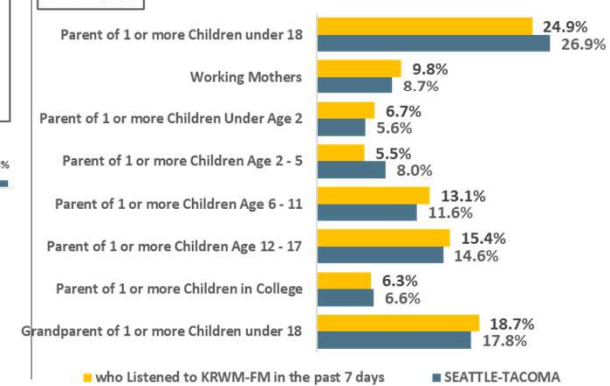
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

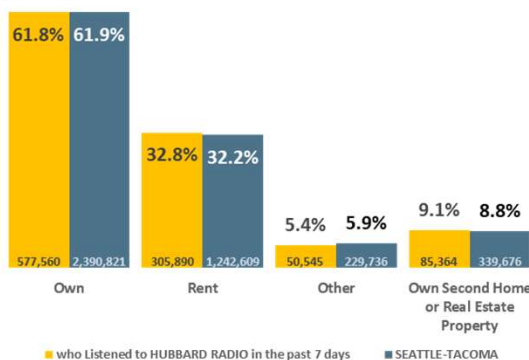




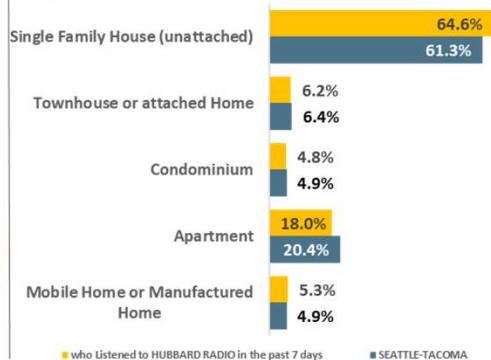
24.2% or 933,995 of SEATTLE-TACOMA Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are .1% less likely to own their home, 4.6% more likely to own a lower valued home, 5.3% more likely to have a single-family home, 19.3% more likely to have a dog.



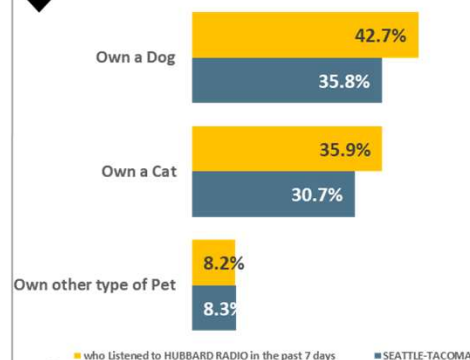
Own/Rent/Other: Adults 18 or older



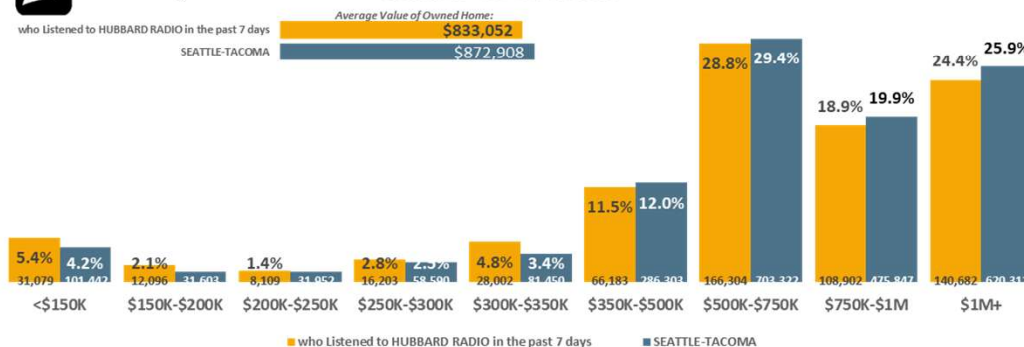
Type of Home: Adults 18 or older



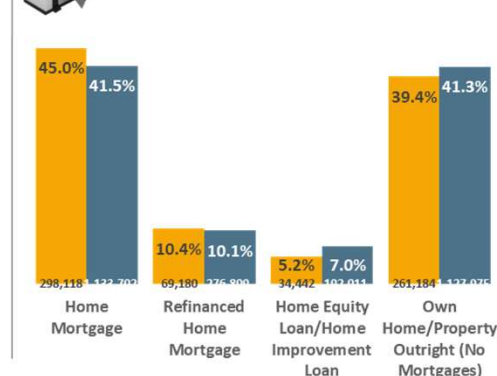
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

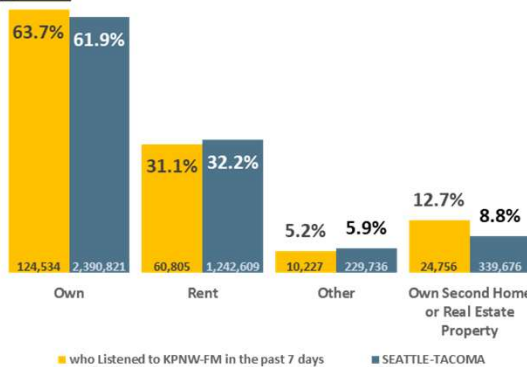




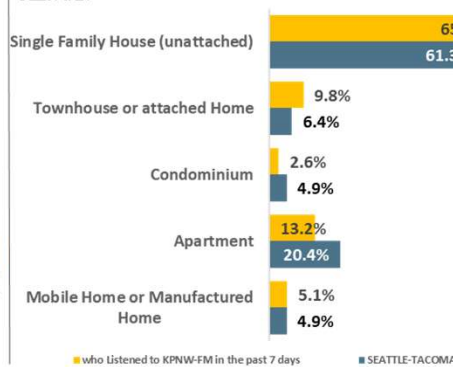
5.1% or 195,566 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KPNW-FM in the past 7 days. Adults 18 or older who Listened to KPNW-FM in the past 7 days are 2.9% more likely to own their home, 4.8% more likely to own a lower valued home, 7.% more likely to have a single-family home, 2.9% less likely to have a dog.



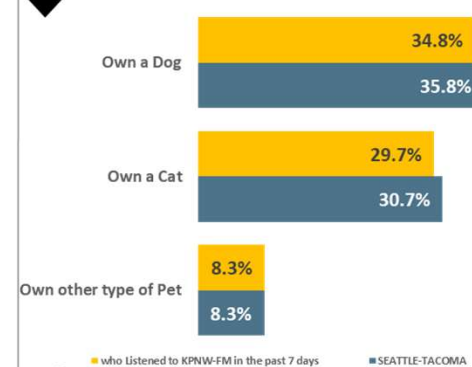
Own/Rent/Other: Adults 18 or older



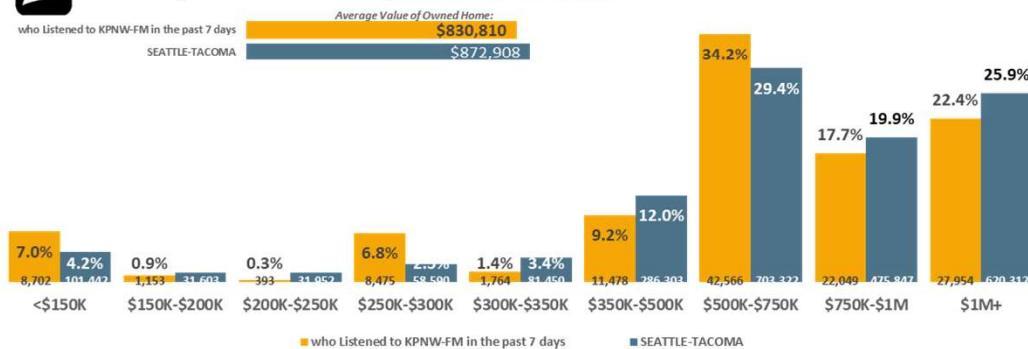
Type of Home: Adults 18 or older



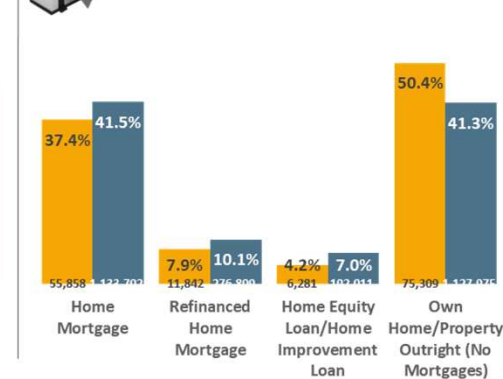
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

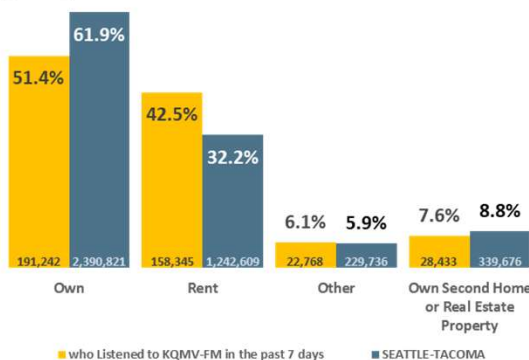




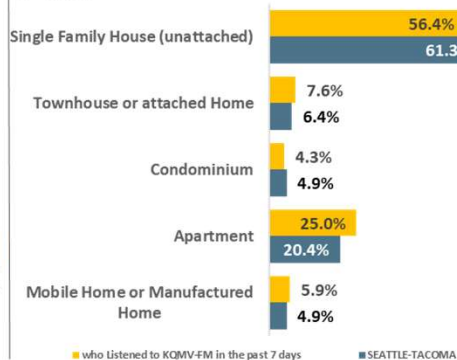
9.6% or 372,355 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KQMV-FM in the past 7 days. Adults 18 or older who Listened to KQMV-FM in the past 7 days are 17.% less likely to own their home, 11.5% more likely to own a lower valued home, 8.1% less likely to have a single-family home, 21.% more likely to have a dog.



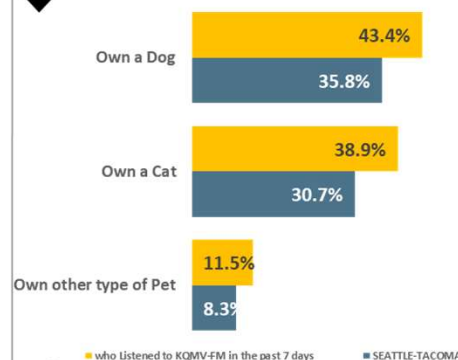
Own/Rent/Other: Adults 18 or older



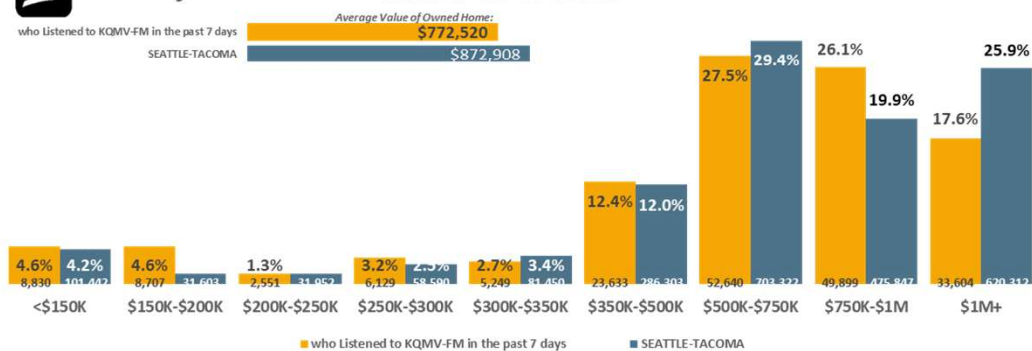
Type of Home: Adults 18 or older



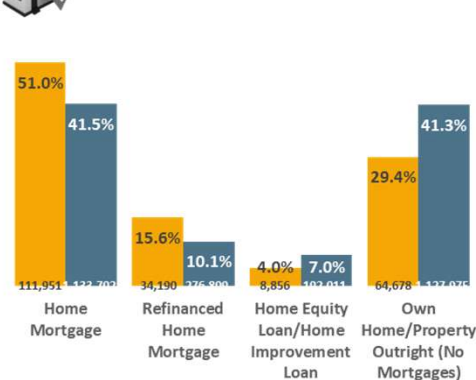
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

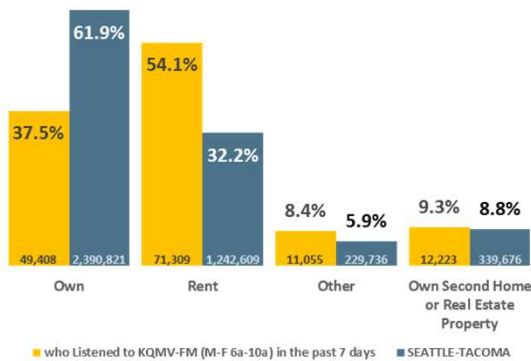




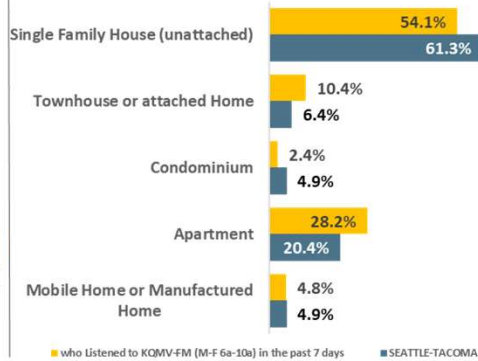
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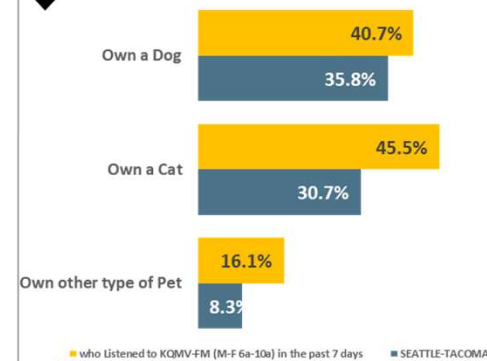
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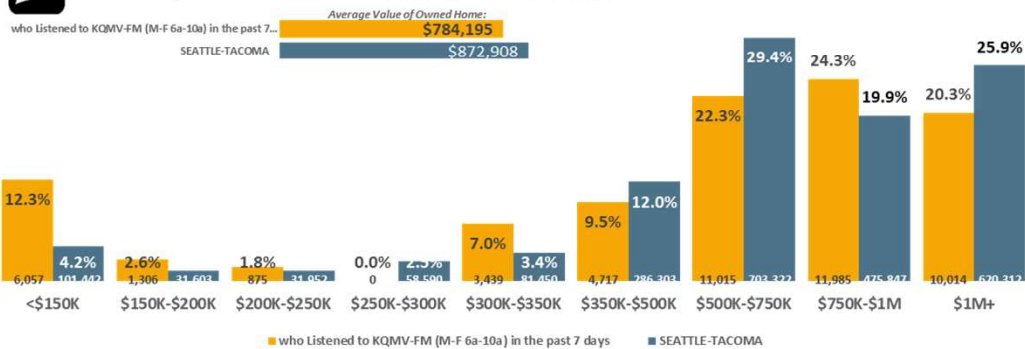
Type of Home: Adults 18 or older



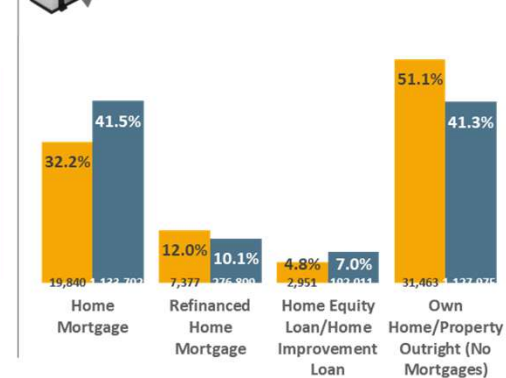
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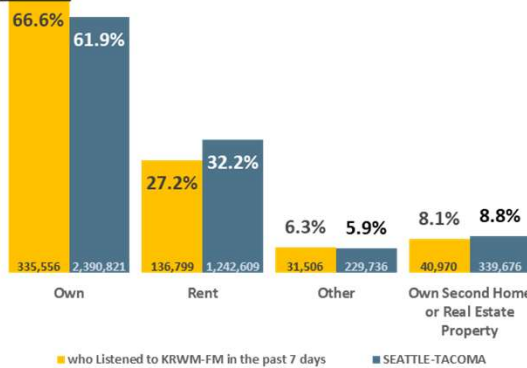




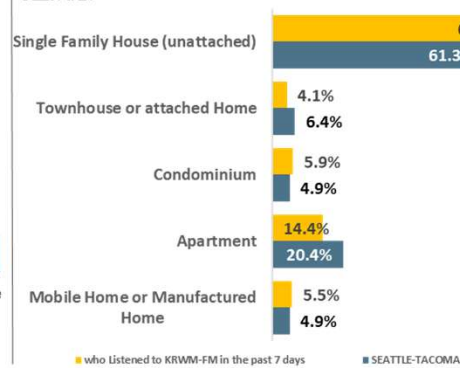
13.1% or 503,861 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KRWM-FM in the past 7 days. Adults 18 or older who Listened to KRWM-FM in the past 7 days are 7.6% more likely to own their home, 4.4% more likely to own a lower valued home, 13.4% more likely to have a single-family home, 34.2% more likely to have a dog.



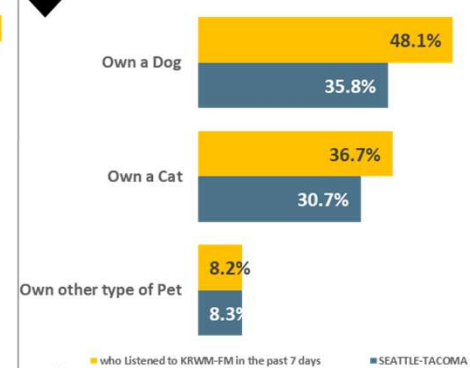
Own/Rent/Other: Adults 18 or older



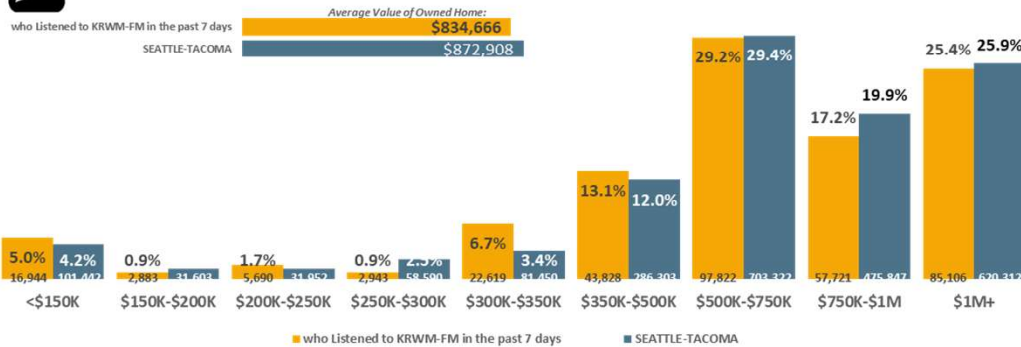
Type of Home: Adults 18 or older



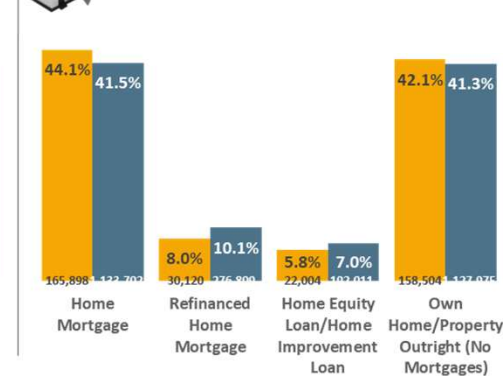
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

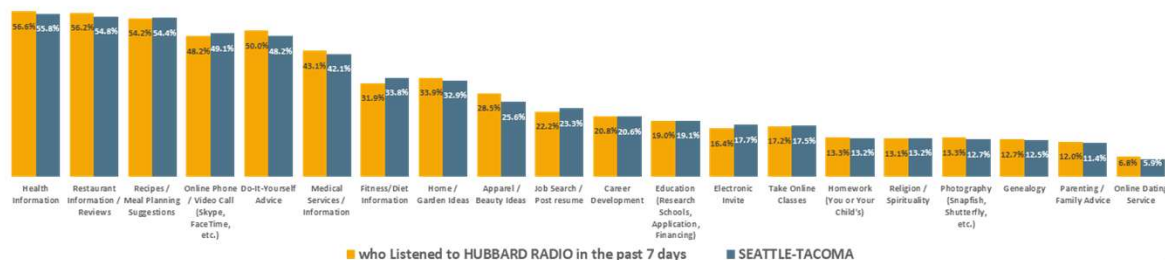




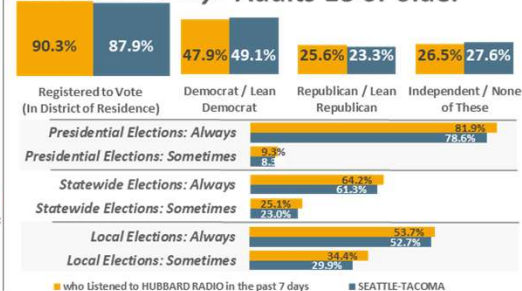
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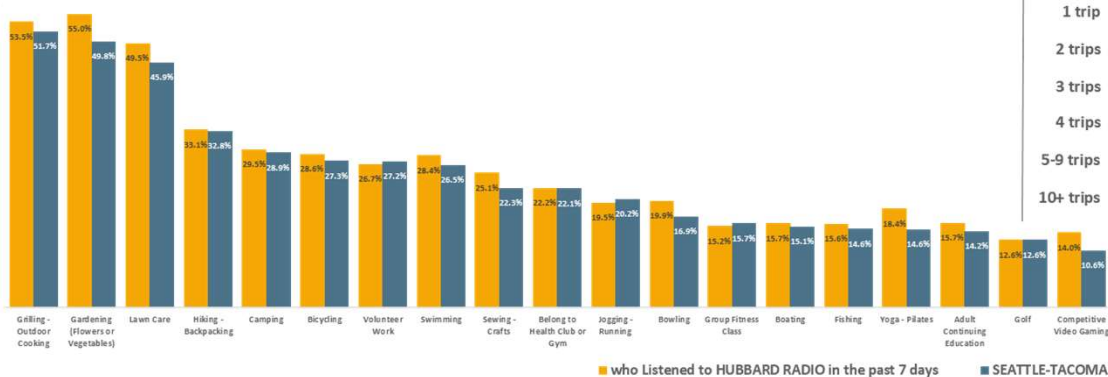
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



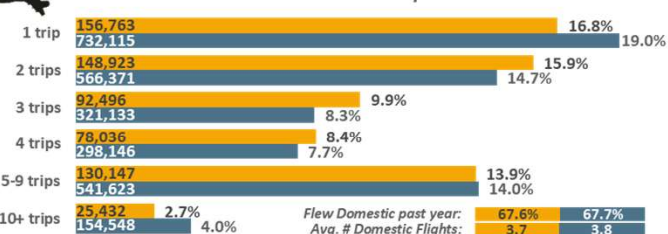
Political Activity: Adults 18 or older



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



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

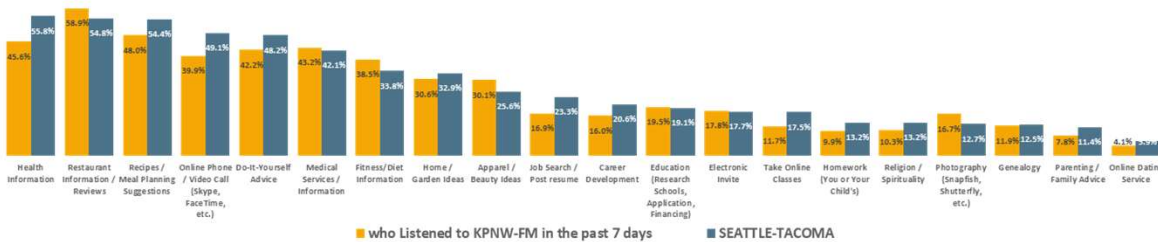




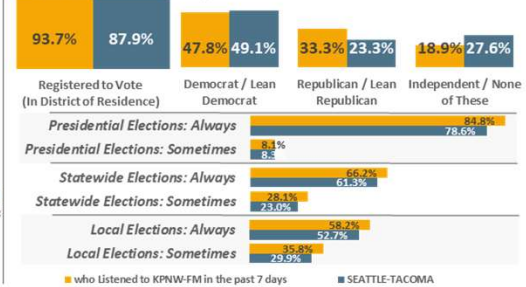
5.1% or 195,566 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KPNW-FM in the past 7 days. Adults 18 or older who Listened to KPNW-FM in the past 7 days are 12.4% less likely to look up D-I-Y advice online, 10.4% more likely to always vote in local elections, 12.% less likely to belong to a gym, 4.2% less likely to fly domestic past yr.



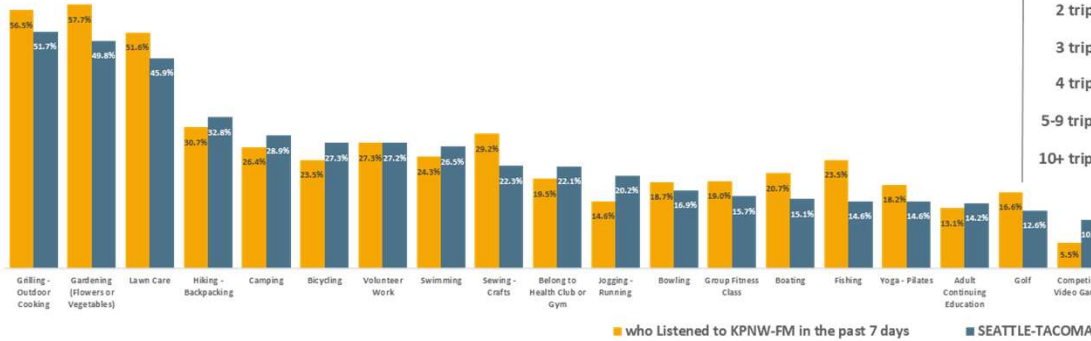
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



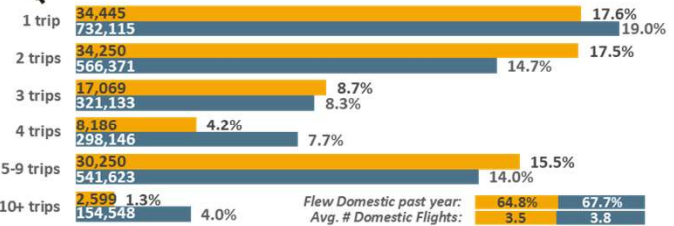
Political Activity: Adults 18 or older



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



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



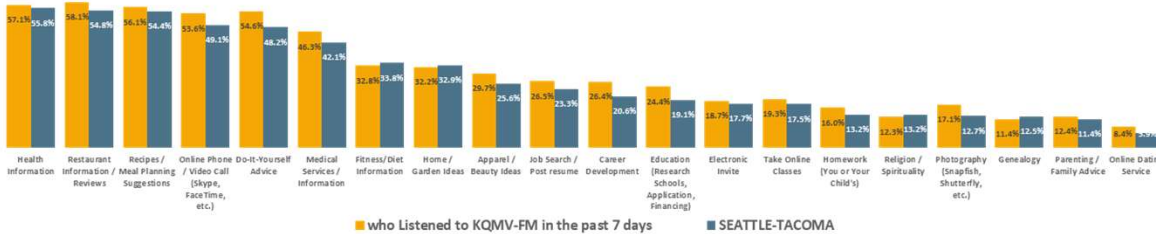
Flew Domestic past year: 64.8%
Avg. # Domestic Flights: 3.5



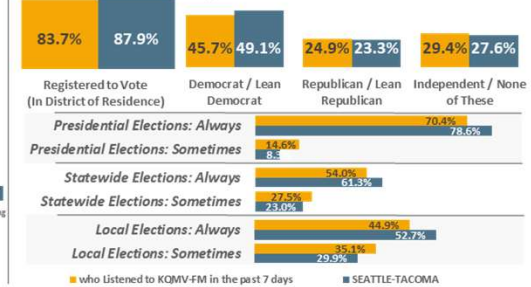
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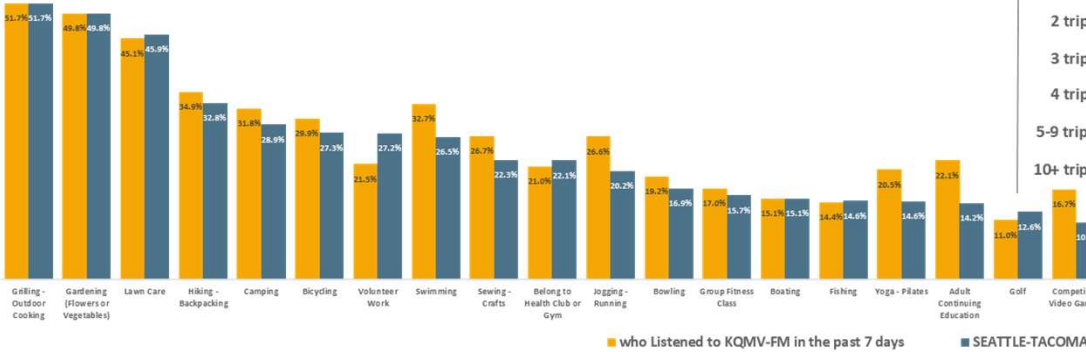
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



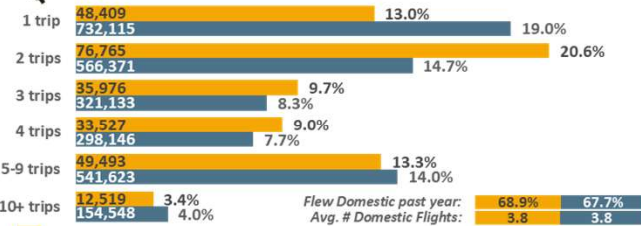
Political Activity: Adults 18 or older



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



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

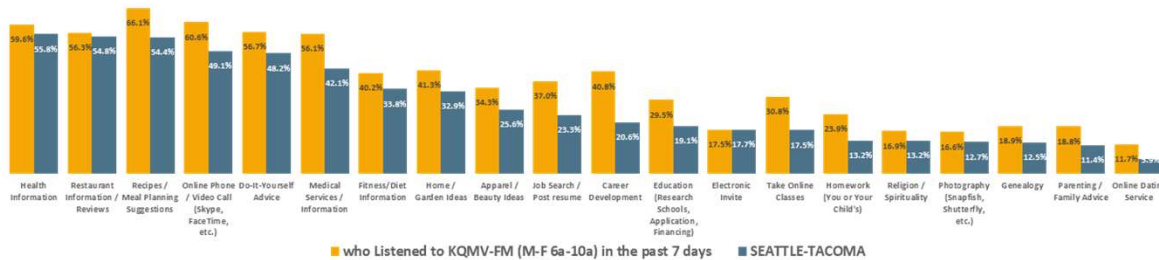




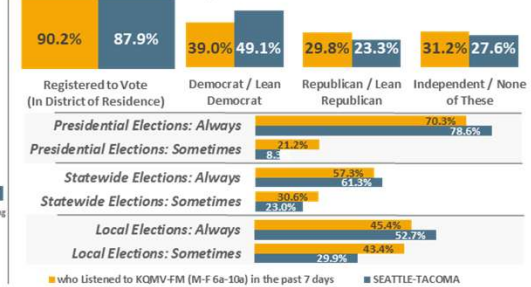
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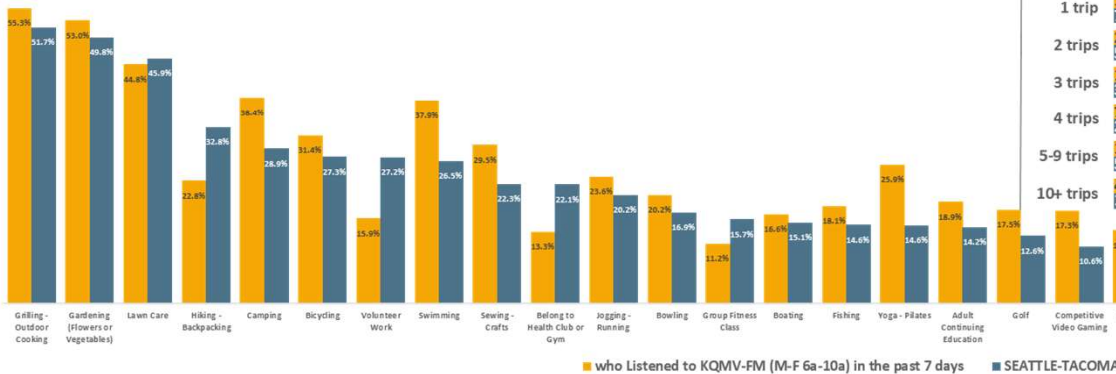
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



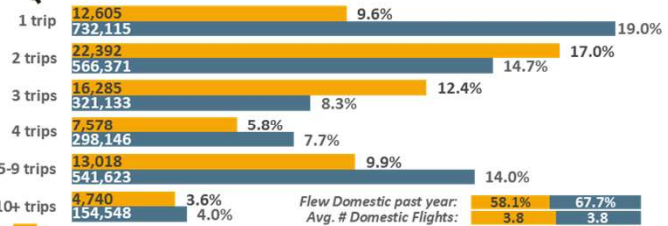
Political Activity: Adults 18 or older



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



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

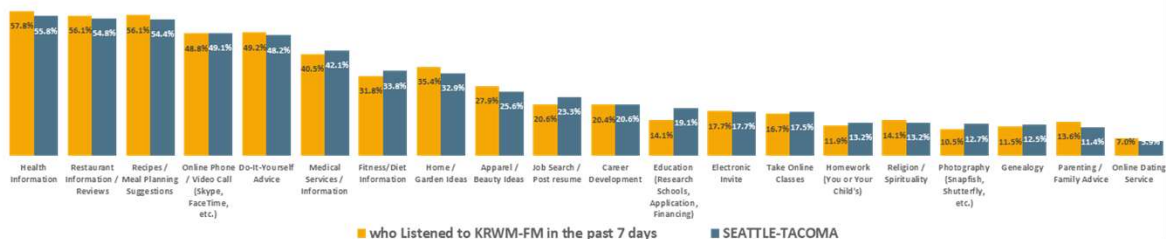




13.3% or 503,861 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KRWM-FM in the past 7 days. Adults 18 or older who Listened to KRWM-FM in the past 7 days are 2.1% more likely to look up D-I-Y advice online, 3.7% more likely to always vote in local elections, 8.4% more likely to belong to a gym, 1.3% more likely to fly domestic past yr.



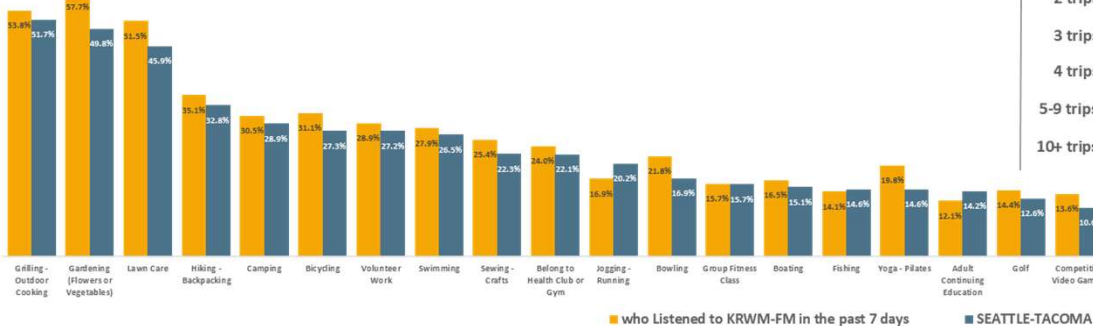
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



■ who Listened to KRWM-FM in the past 7 days ■ SEATTLE-TACOMA



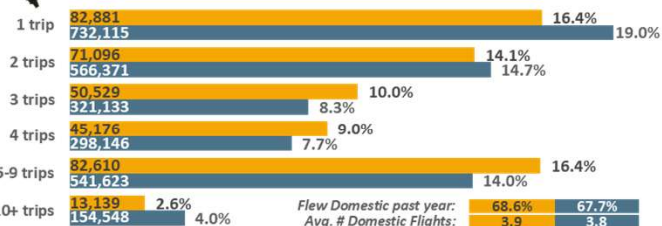
Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



■ who Listened to KRWM-FM in the past 7 days ■ SEATTLE-TACOMA



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

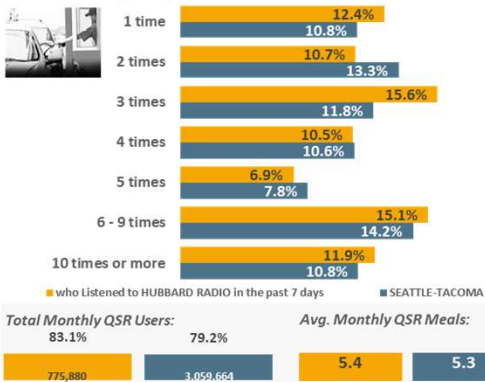


Flew Domestic past year: 68.6% / 67.7%
Avg. # Domestic Flights: 3.9 / 3.8

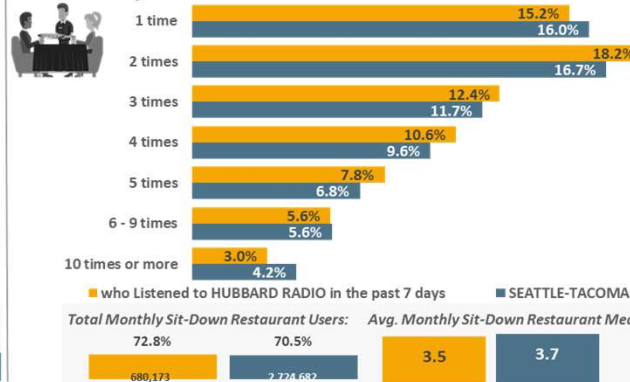


24.2% or 933,995 of SEATTLE-TACOMA Metro Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 4.9% more likely to use QSRs past mo., 3.3% more likely to use Sit-Down Restaurants past mo., 12.4% more likely to use Casinos past yr., 12.6% less likely to smoke cigarettes.

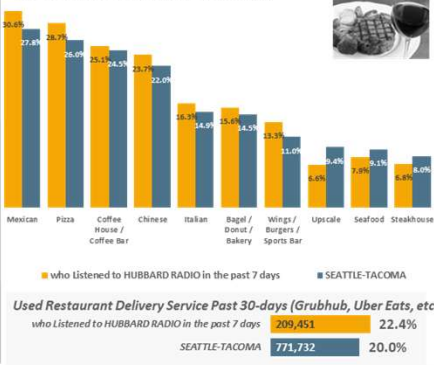
Past 30-days QSR Users: Adults 18 or older



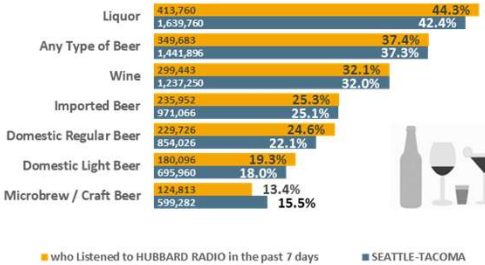
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



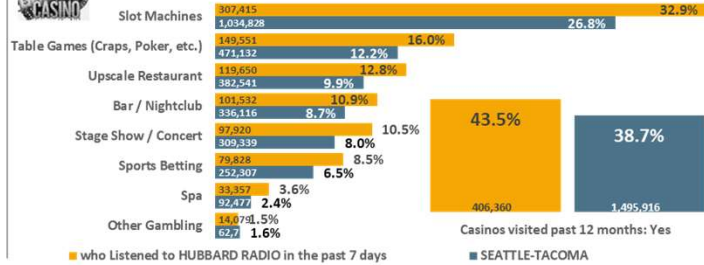
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



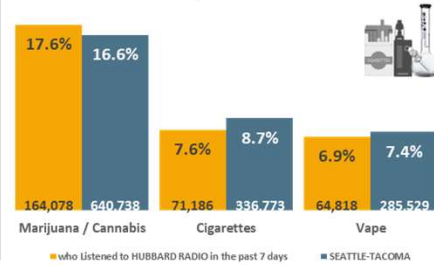
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



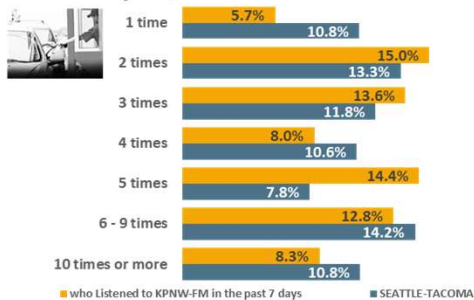
Used Past 30-days: Adults 18 or older





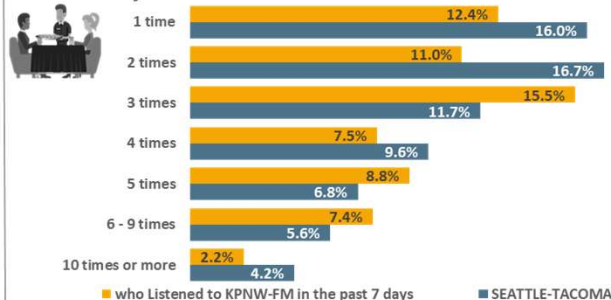
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Past 30-days QSR Users: Adults 18 or older



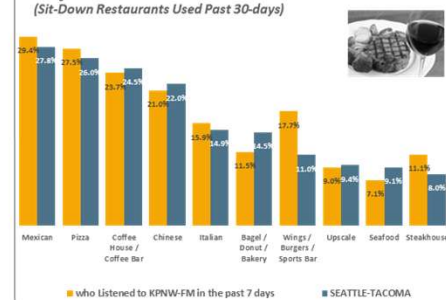
Total Monthly QSR Users: 77.9% (152,126) vs 79.2% (1,059,664)
Avg. Monthly QSR Meals: 5.2 vs 5.3

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



Total Monthly Sit-Down Restaurant Users: 64.8% (126,723) vs 70.5% (2,720,682)
Avg. Monthly Sit-Down Restaurant Meals: 3.7 vs 3.7

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

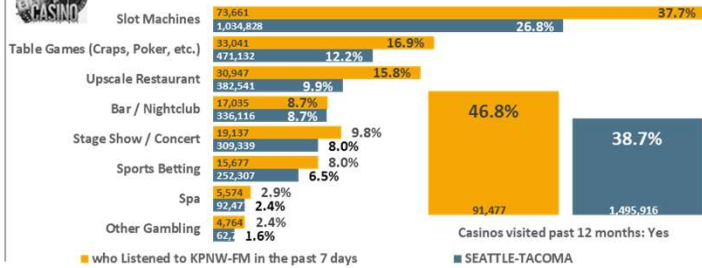


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Listened to KPNW-FM in the past 7 days: 39,998 (20.5%)
SEATTLE-TACOMA: 771,732 (20.0%)

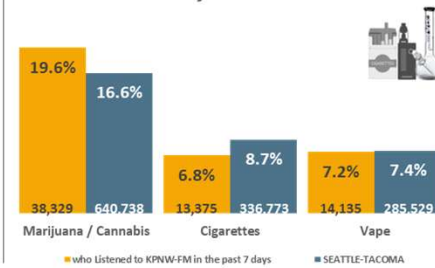
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



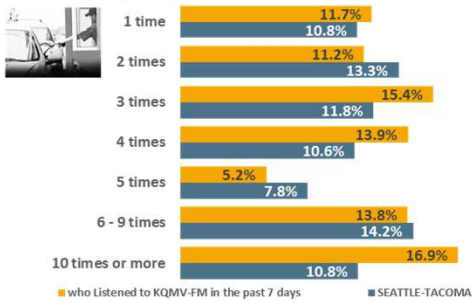
Used Past 30-days: Adults 18 or older



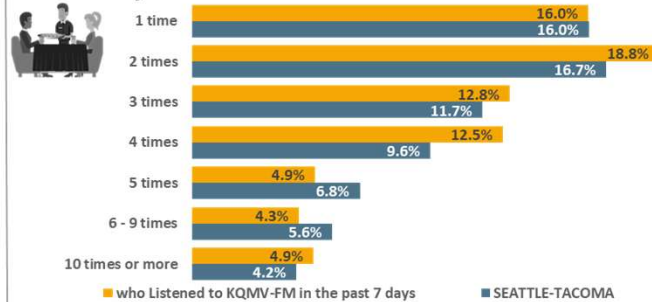


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 likely to smoke cigarettes.

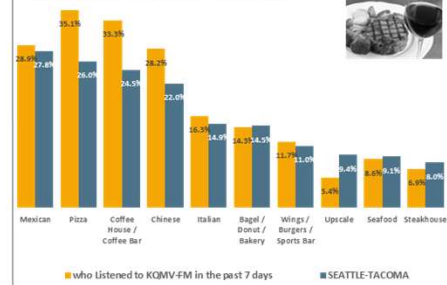
Past 30-days QSR Users: Adults 18 or older



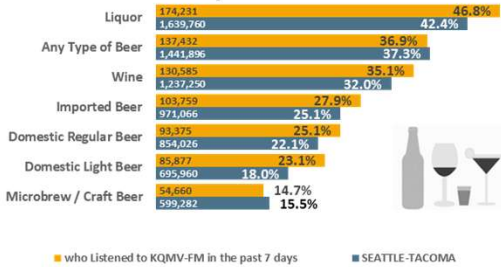
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



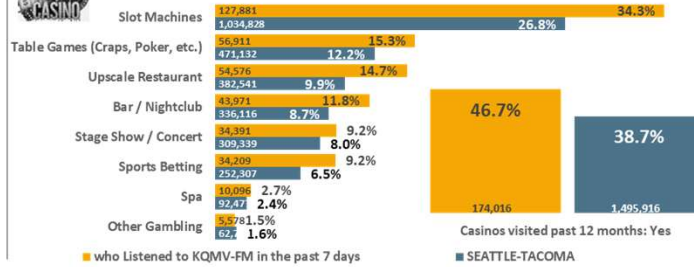
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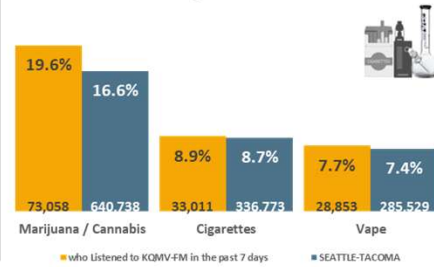
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



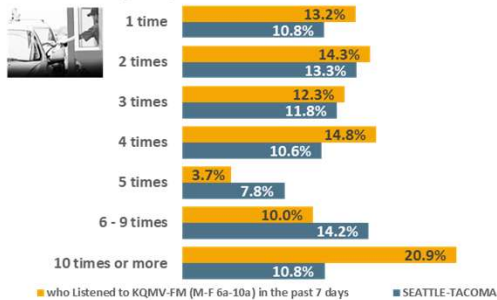
Used Past 30-days: Adults 18 or older



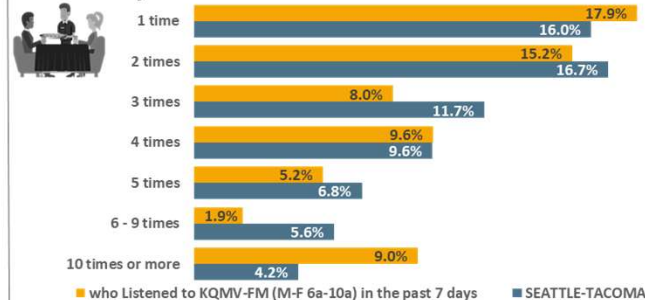


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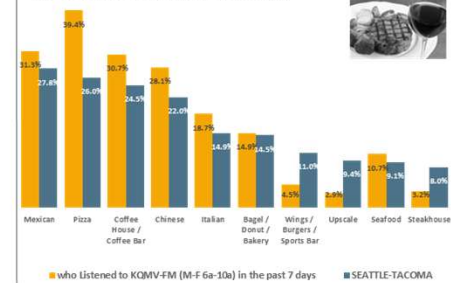
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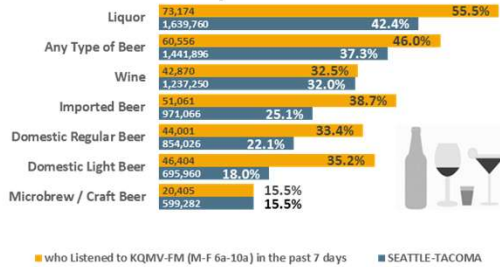
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



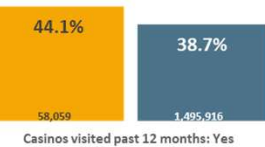
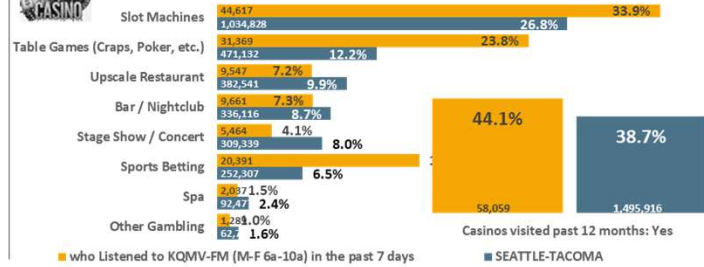
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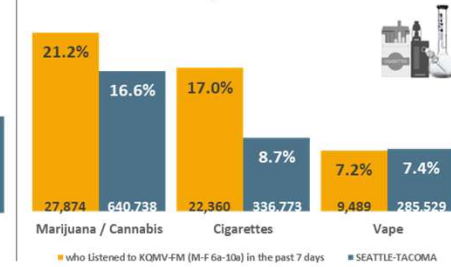
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Past 12 months Casino Activities: Adults 18 or older



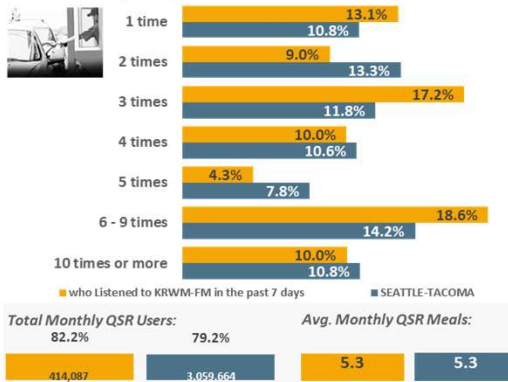
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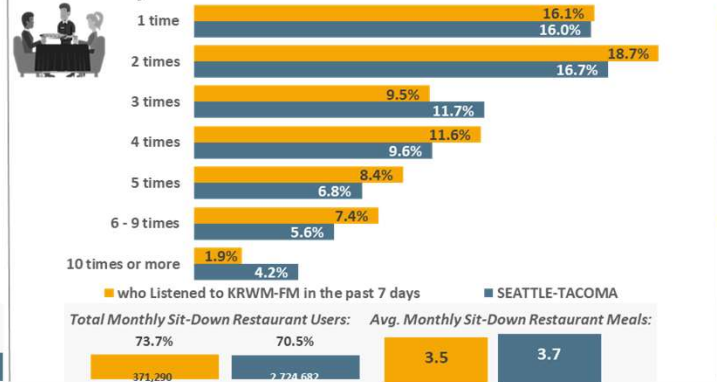


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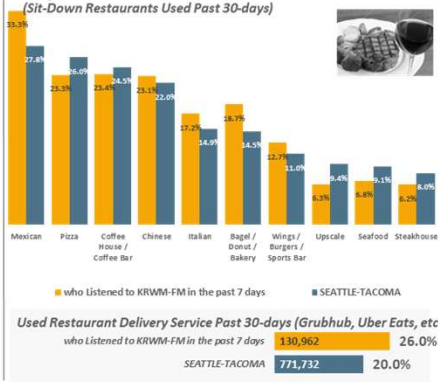
Past 30-days QSR Users: Adults 18 or older



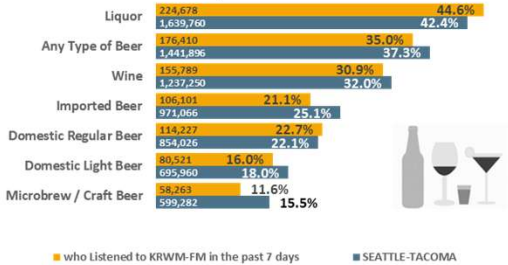
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



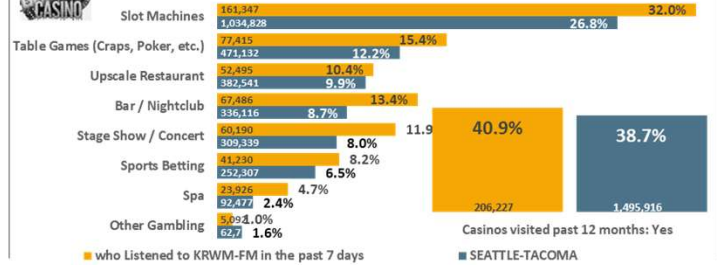
Top-10 Cuisines: Adults 18 or older



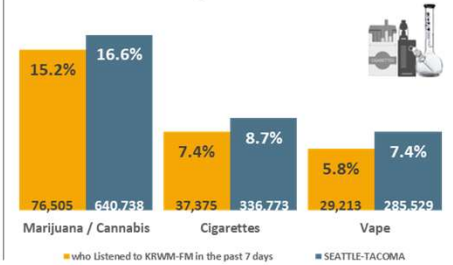
Drank Past 30-days: Adults 18 or older



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Used Past 30-days: Adults 18 or older





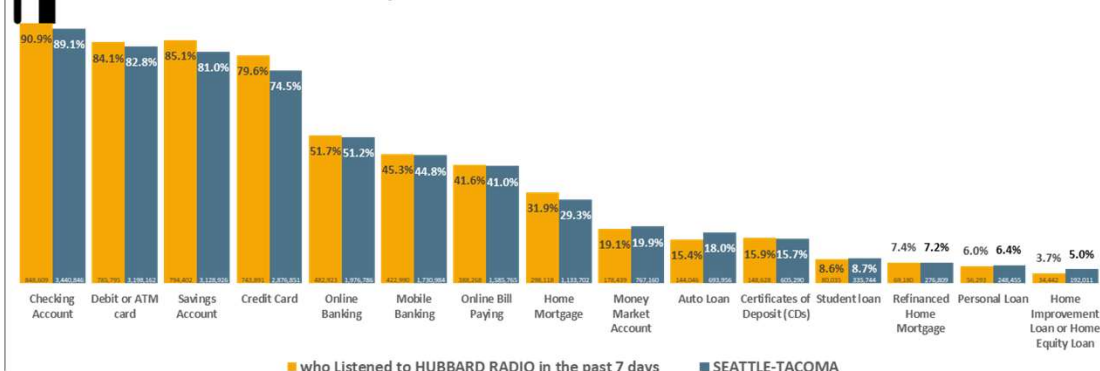
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Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 4.3% more likely to have a 401K,
14.1% less likely to have an Auto Loan, .7% less likely to Invest/Trade Stocks Online, 6.6% more likely to pay
with their Debit Card.



Investments Owned: Adults 18 or older



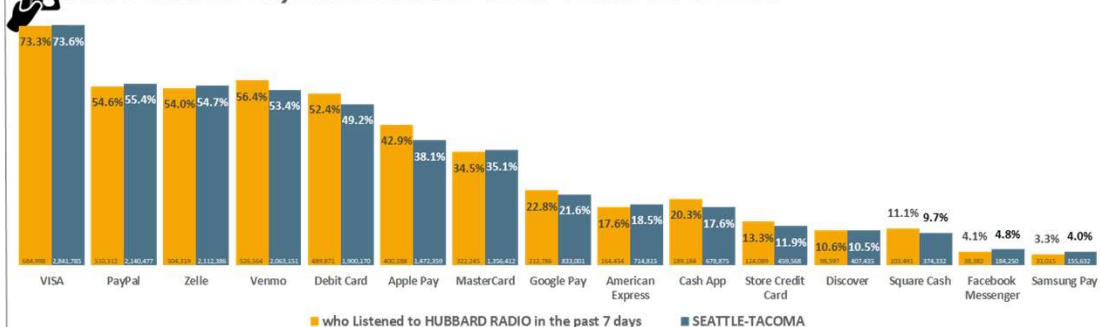
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

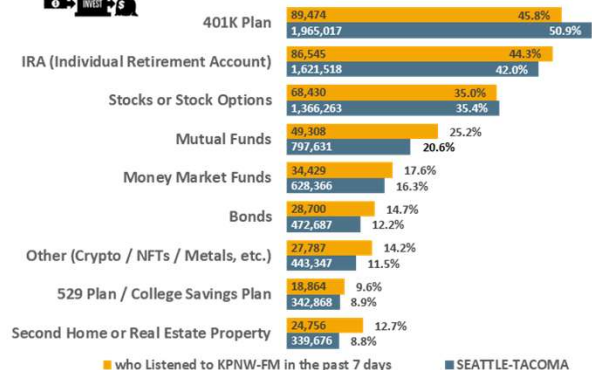




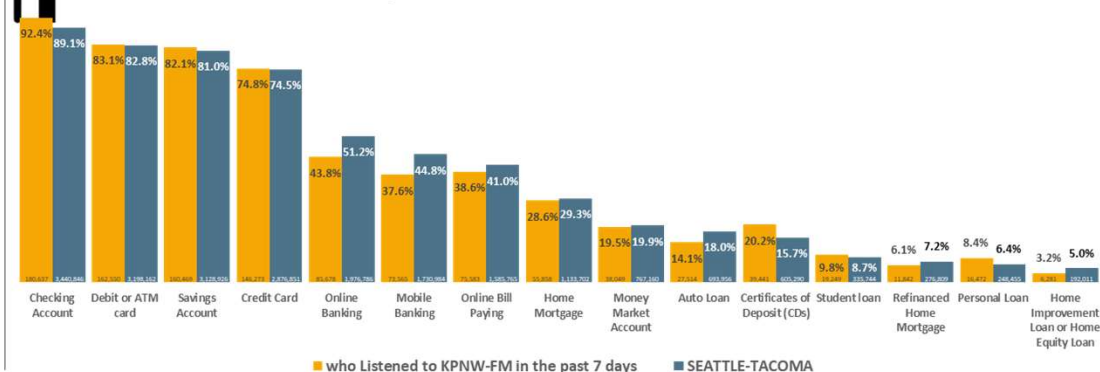
5.1% or 195,566 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KPNW-FM in the past 7 days. Adults 18 or older who Listened to KPNW-FM in the past 7 days are 10.1% less likely to have a 401K, 21.7% less likely to have an Auto Loan, 7.1% less likely to Invest/Trade Stocks Online, 14.1% more likely to pay with their Debit Card.



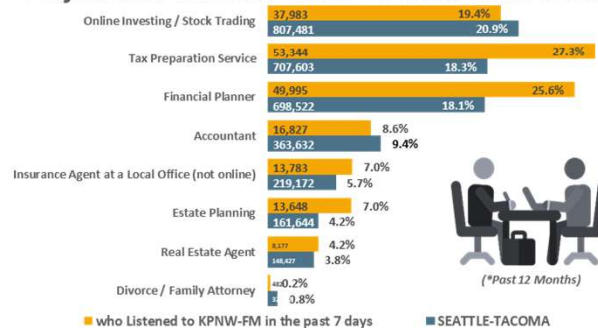
Investments Owned: Adults 18 or older



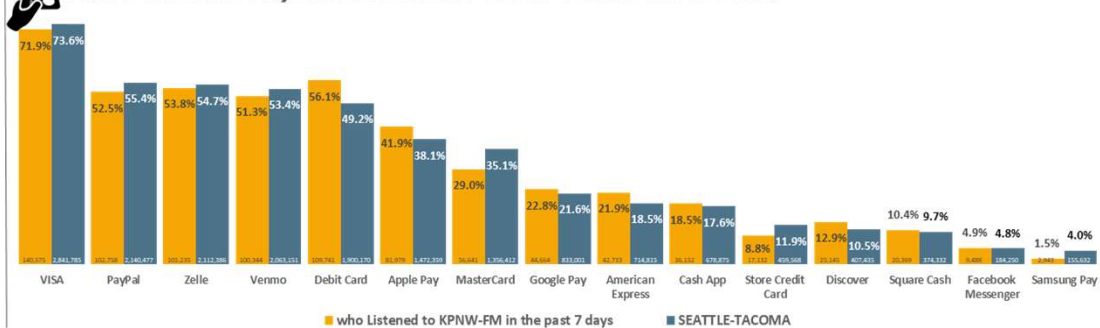
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

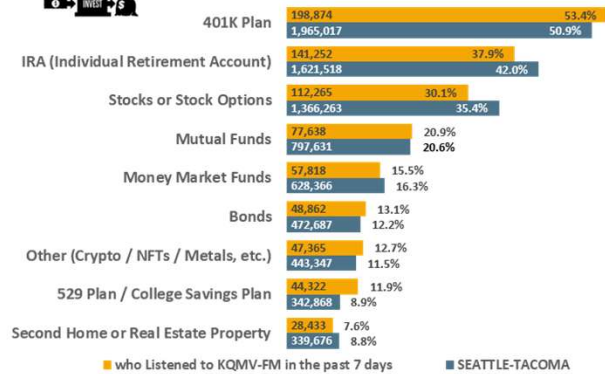




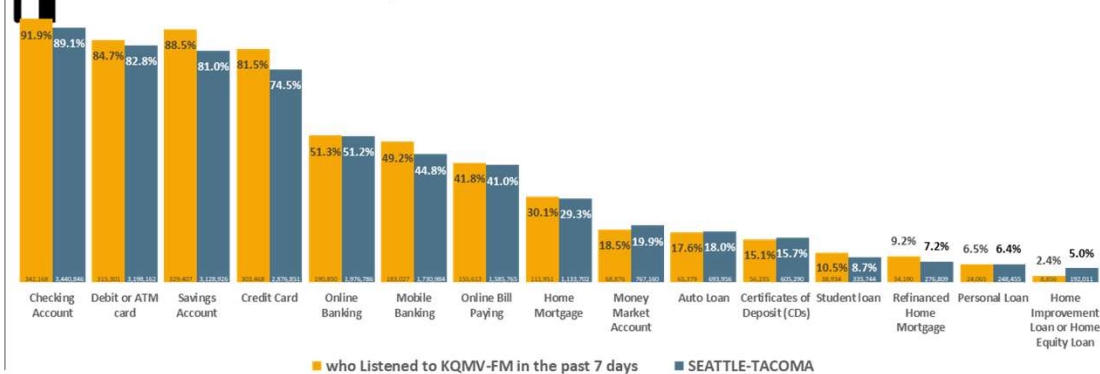
9.6% or 372,355 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KQMV-FM in the past 7 days. Adults 18 or older who Listened to KQMV-FM in the past 7 days are 5.% more likely to have a 401K, 2.3% less likely to have an Auto Loan, 12.5% less likely to Invest/Trade Stocks Online, 1.3% more likely to pay with their Debit Card.



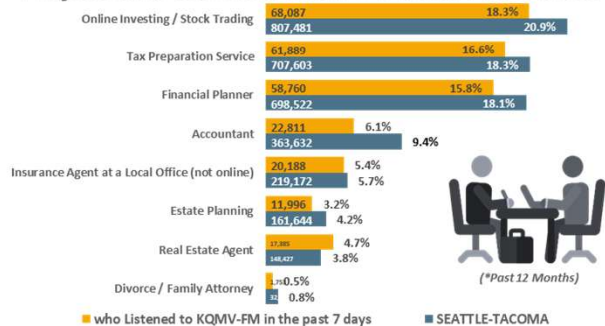
Investments Owned: Adults 18 or older



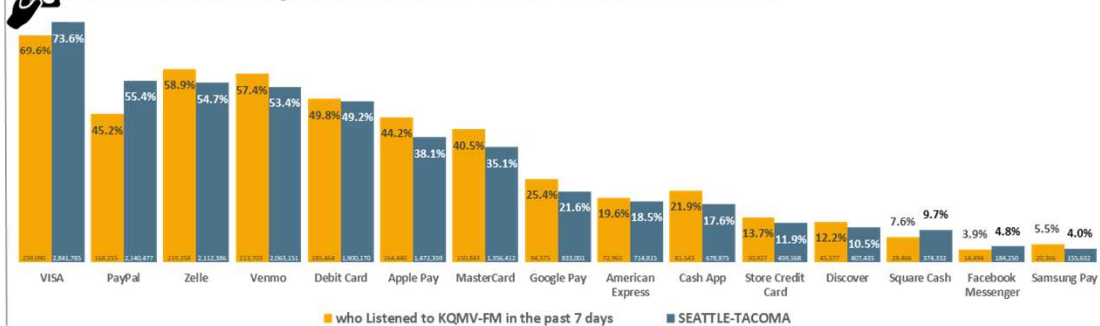
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

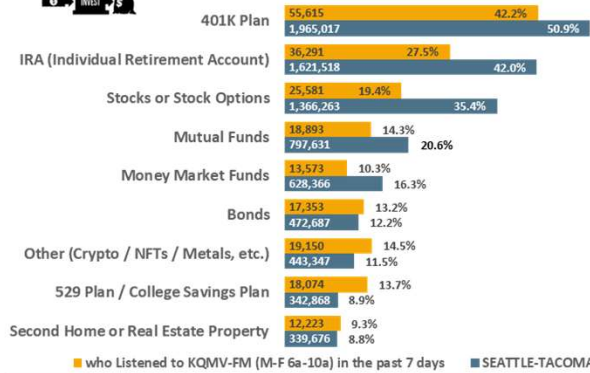




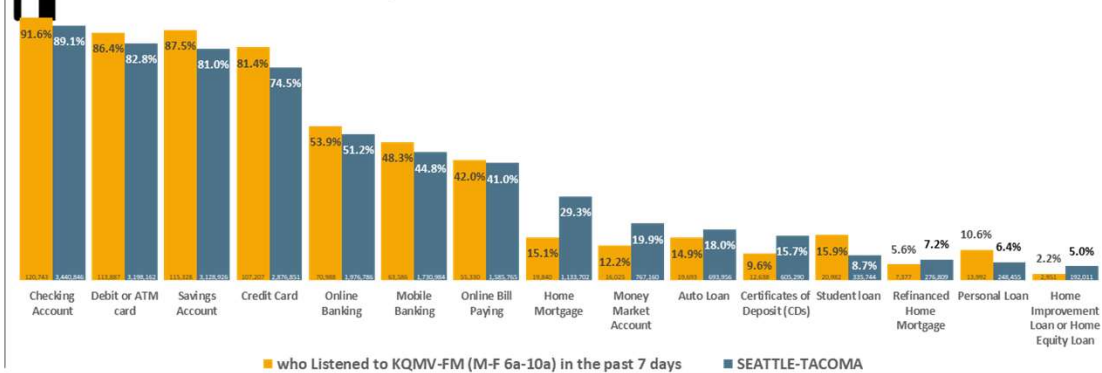
3.4% or 131,772 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KQMV-FM (M-F 6a-10a) in the past...
 Adults 18 or older who Listened to KQMV-FM (M-F 6a-10a) in the past 7 days are 17.% less likely to have a 401K, 16.8% less likely to have an Auto Loan, 10.6% less likely to Invest/Trade Stocks Online, 3.7% more likely to pay with their Debit Card.



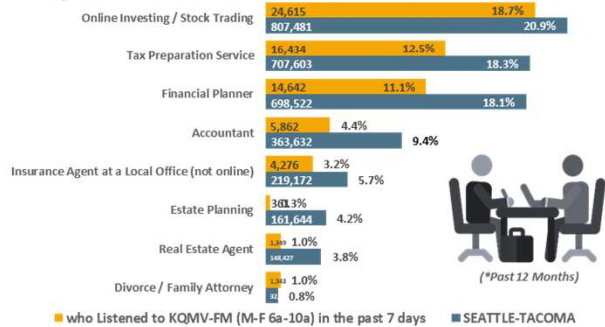
Investments Owned: Adults 18 or older



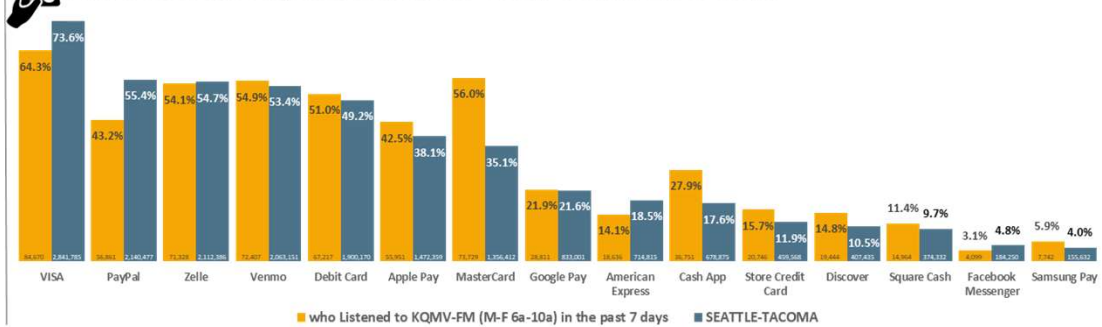
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





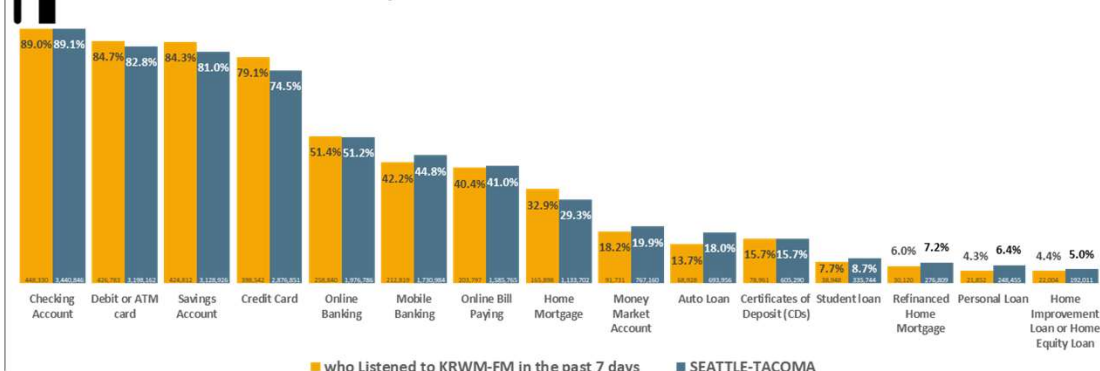
13.3% or 503,861 of SEATTLE-TACOMA Metro Adults 18 or older Listened to KRWM-FM in the past 7 days. Adults 18 or older who Listened to KRWM-FM in the past 7 days are 4.9% more likely to have a 401K, 23.8% less likely to have an Auto Loan, 2.2% more likely to Invest/Trade Stocks Online, 8.9% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



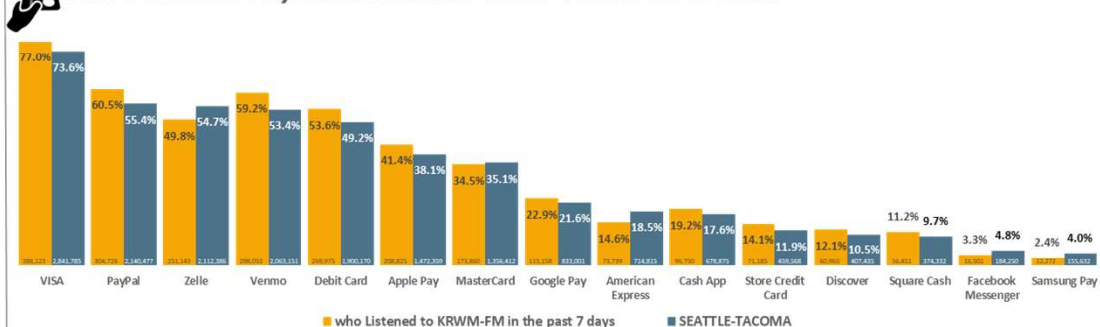
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

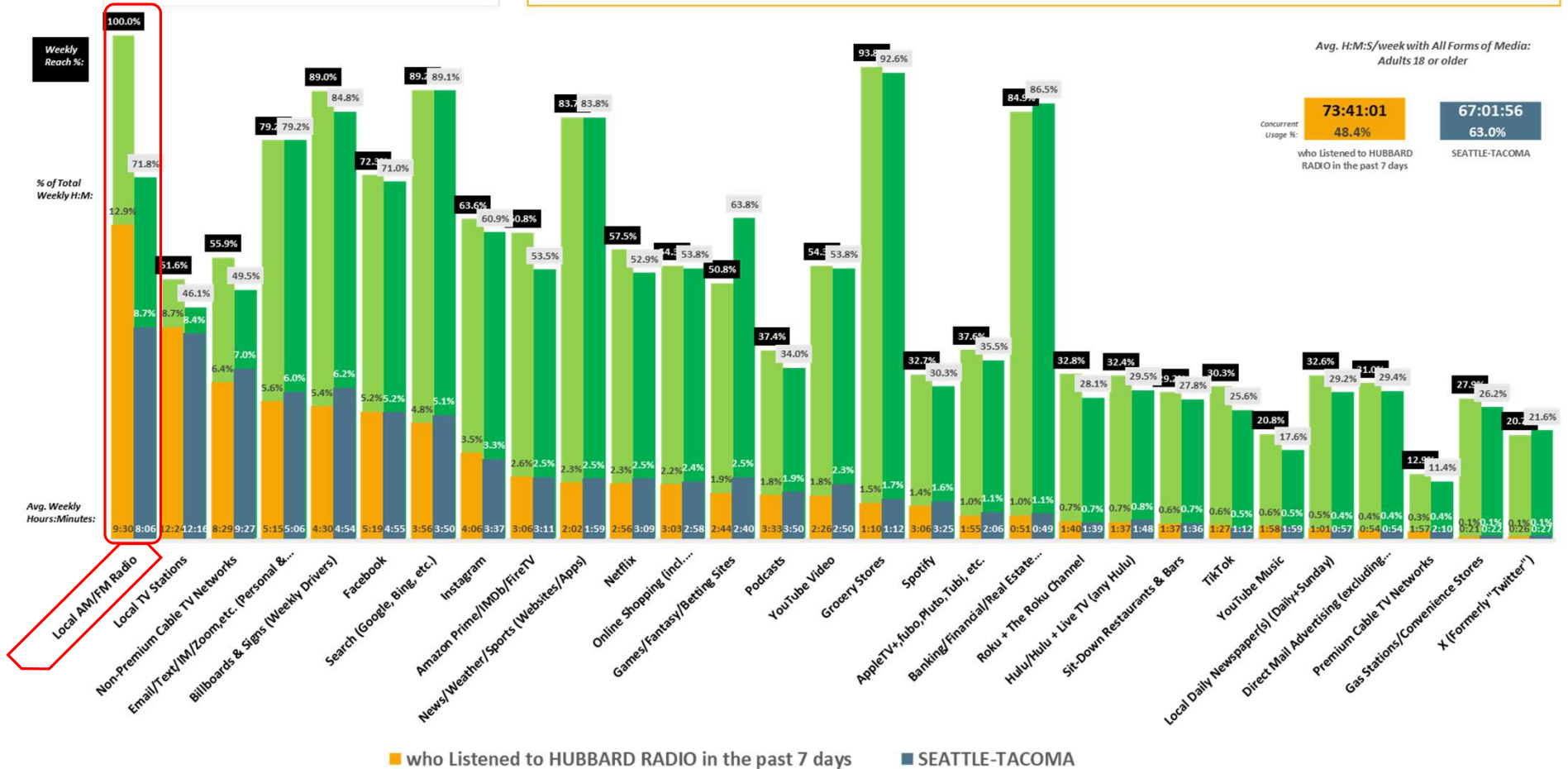


Past 3-Months Payment Methods Used: Adults 18 or older





Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 3 days, 1 hours, 41 minutes and 1 seconds each week with All Forms of Media.
100.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an avg. of 9 hours and 30 minutes each week listening to All Local AM/FM Radio, representing 12.9% of total time spent with all forms of Media.



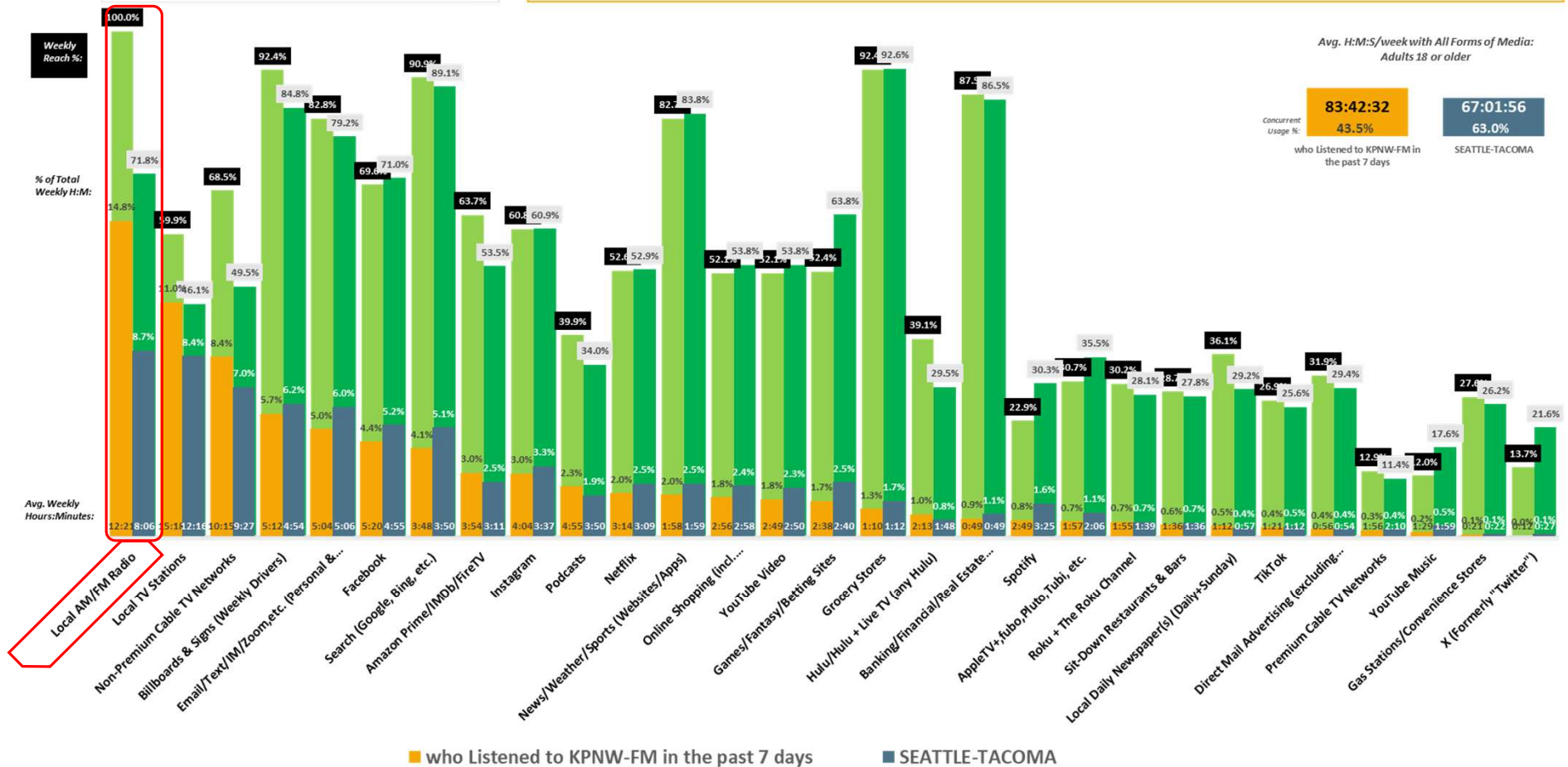
Avg. H:M:S/week with All Forms of Media:
Adults 18 or older

73:41:01
48.4%
who Listened to HUBBARD RADIO in the past 7 days

67:01:56
63.0%
SEATTLE-TACOMA

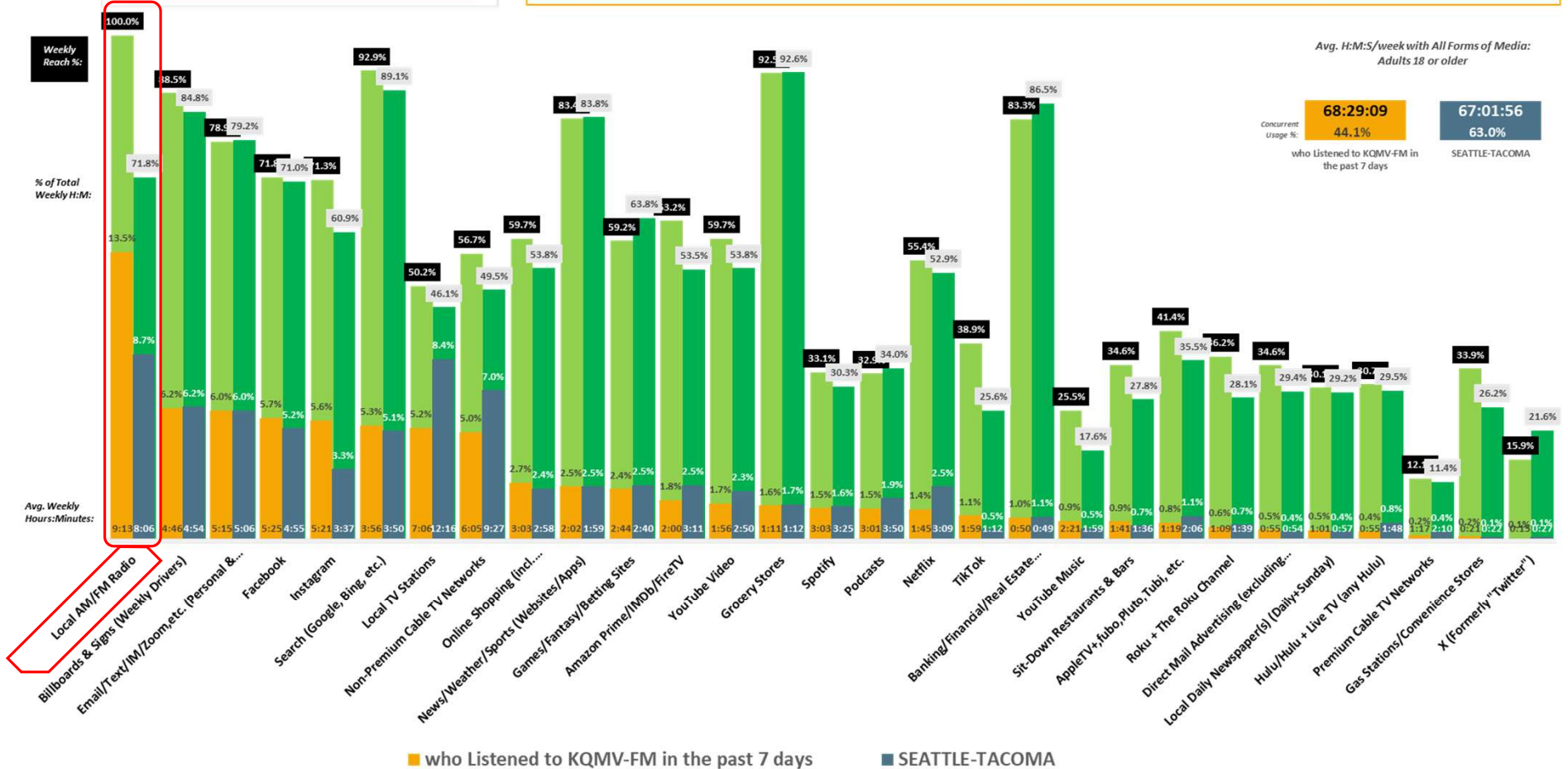


Adults 18 or older who Listened to KPNW-FM in the past 7 days spend an average of 3 days, 11 hours, 42 minutes and 32 seconds each week with All Forms of Media.
100.% of Adults 18 or older who Listened to KPNW-FM in the past 7 days spend an avg. of 12 hours and 21 minutes each week listening to All Local AM/FM Radio, representing 14.8% of total time spent with all forms of Media.





Adults 18 or older who Listened to KQMV-FM in the past 7 days spend an average of 2 days, 20 hours, 29 minutes and 9 seconds each week with All Forms of Media.
100.% of Adults 18 or older who Listened to KQMV-FM in the past 7 days spend an avg. of 9 hours and 13 minutes each week listening to All Local AM/FM Radio, representing 13.5% of total time spent with all forms of Media.



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

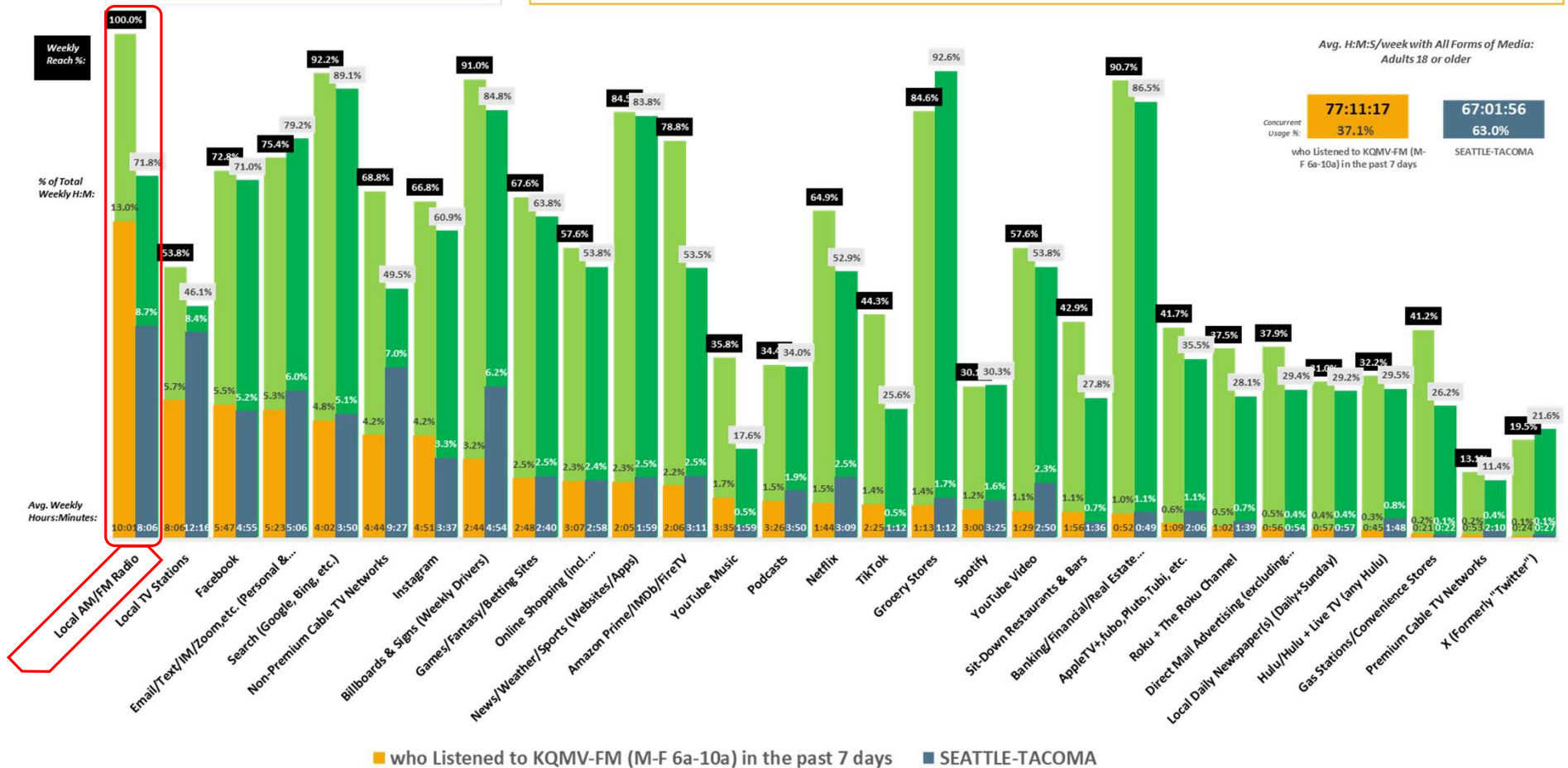
68:29:09
44.1%
who Listened to KQMV-FM in the past 7 days

67:01:56
63.0%
SEATTLE-TACOMA



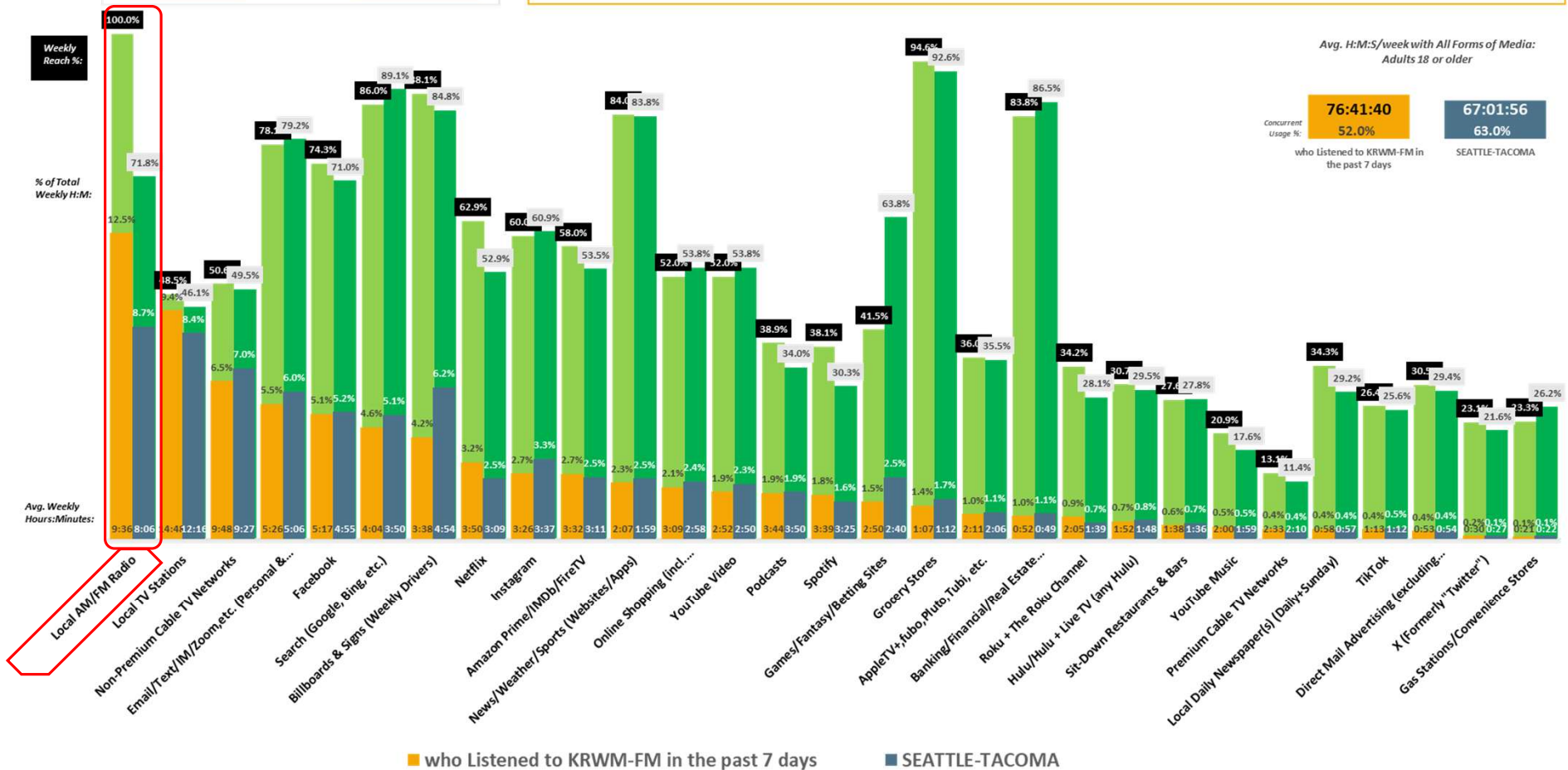
Adults 18 or older who Listened to KQMV-FM (M-F 6a-10a) in the past 7 days spend an average of 3 days, 5 hours, 11 minutes and 17 seconds each week with All Forms of Media.

100.% of Adults 18 or older who Listened to KQMV-FM (M-F 6a-10a) in the past 7 days spend an avg. of 10 hours and 1 minutes each week listening to All Local AM/FM Radio, representing 13.% of total time spent with all forms of Media.





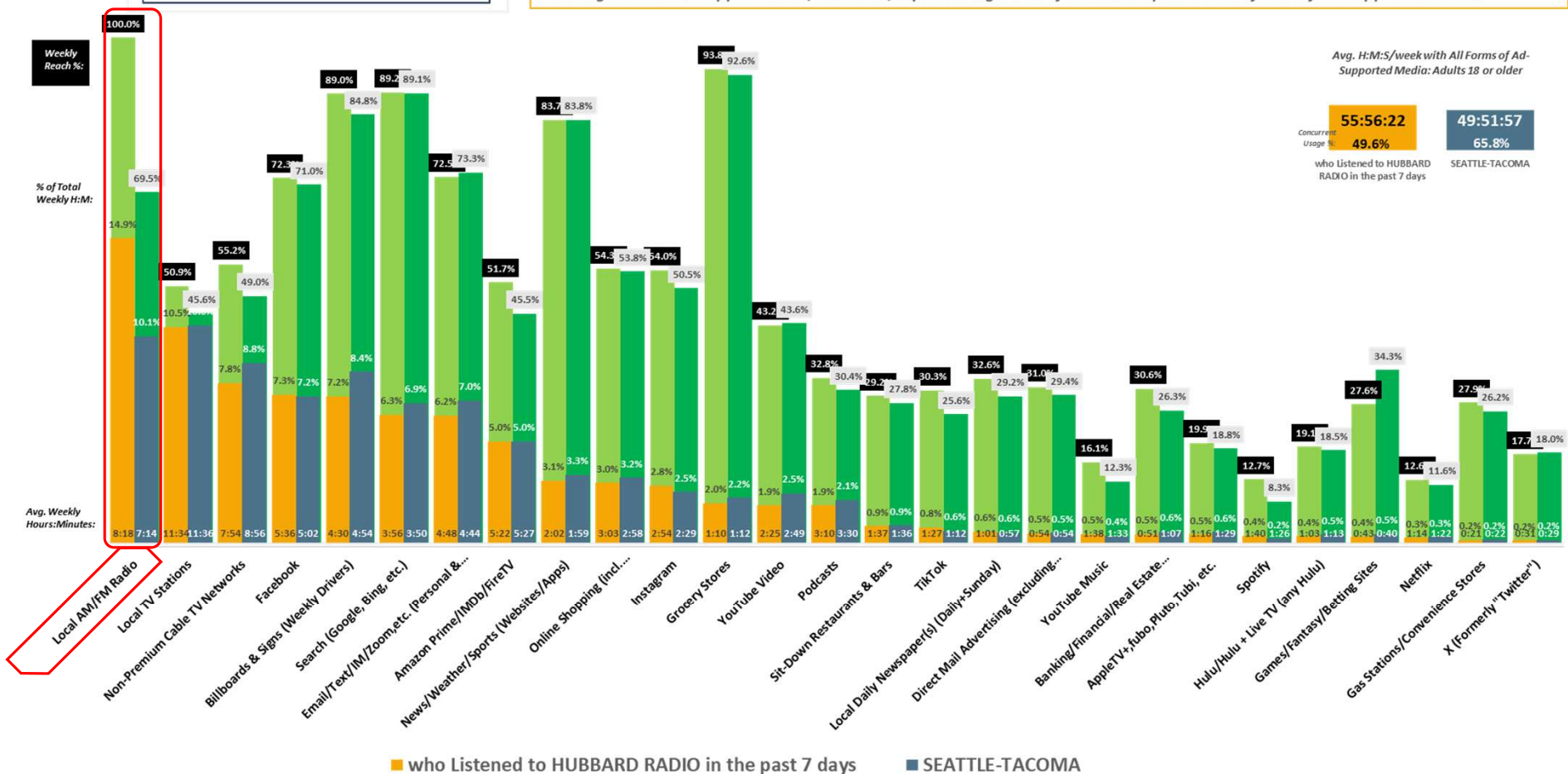
Adults 18 or older who Listened to KRWM-FM in the past 7 days spend an average of 3 days, 4 hours, 41 minutes and 40 seconds each week with All Forms of Media.
100.% of Adults 18 or older who Listened to KRWM-FM in the past 7 days spend an avg. of 9 hours and 36 minutes each week listening to All Local AM/FM Radio, representing 12.5% of total time spent with all forms of Media.





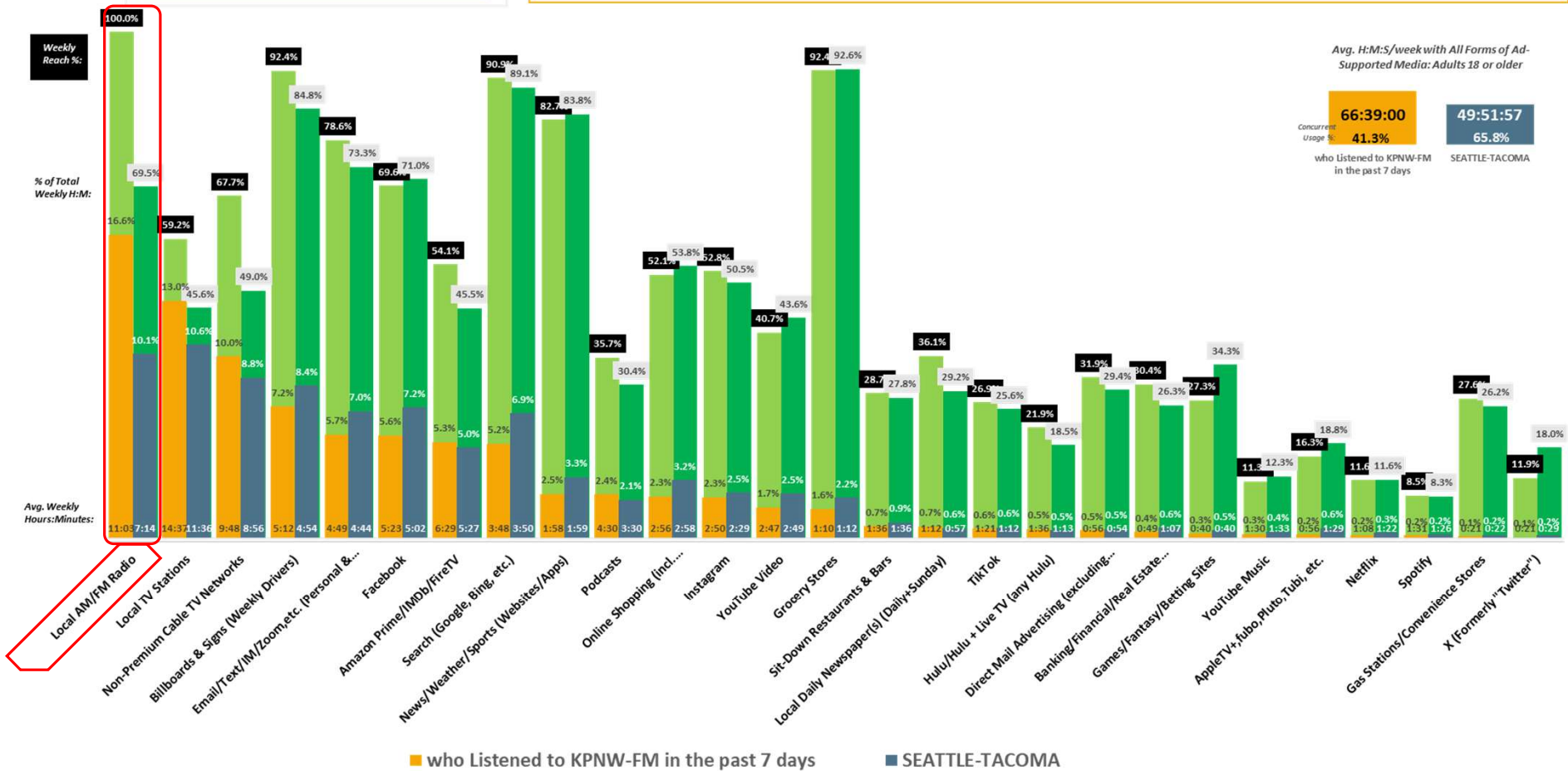
Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 2 days, 7 hours, 56 minutes and 22 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an avg. of 8 hours and 18 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.9% of total time spent with all forms of Ad-Supported Media.





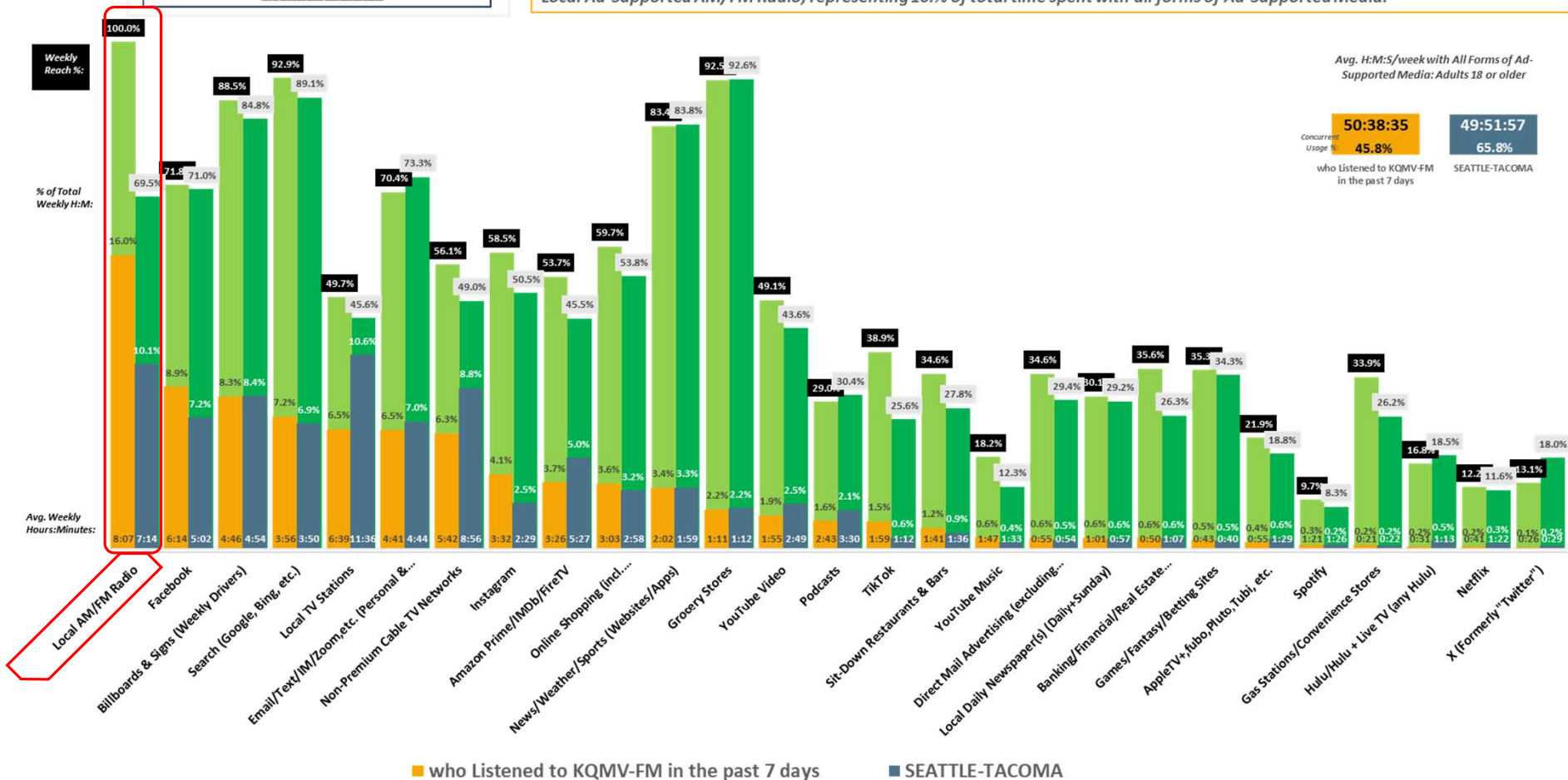
Adults 18 or older who Listened to KPNW-FM in the past 7 days spend an average of 2 days, 18 hours, 39 minutes and 0 seconds each week with All Forms of Ad-Supported Media.
100.% of Adults 18 or older who Listened to KPNW-FM in the past 7 days spend an avg. of 11 hours and 3 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 16.6% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Listened to KQMV-FM in the past 7 days spend an average of 2 days, 2 hours, 38 minutes and 35 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who Listened to KQMV-FM in the past 7 days spend an avg. of 8 hours and 7 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 16.% 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 %

50:38:35 45.8%

49:51:57 65.8%

who Listened to KQMV-FM in the past 7 days

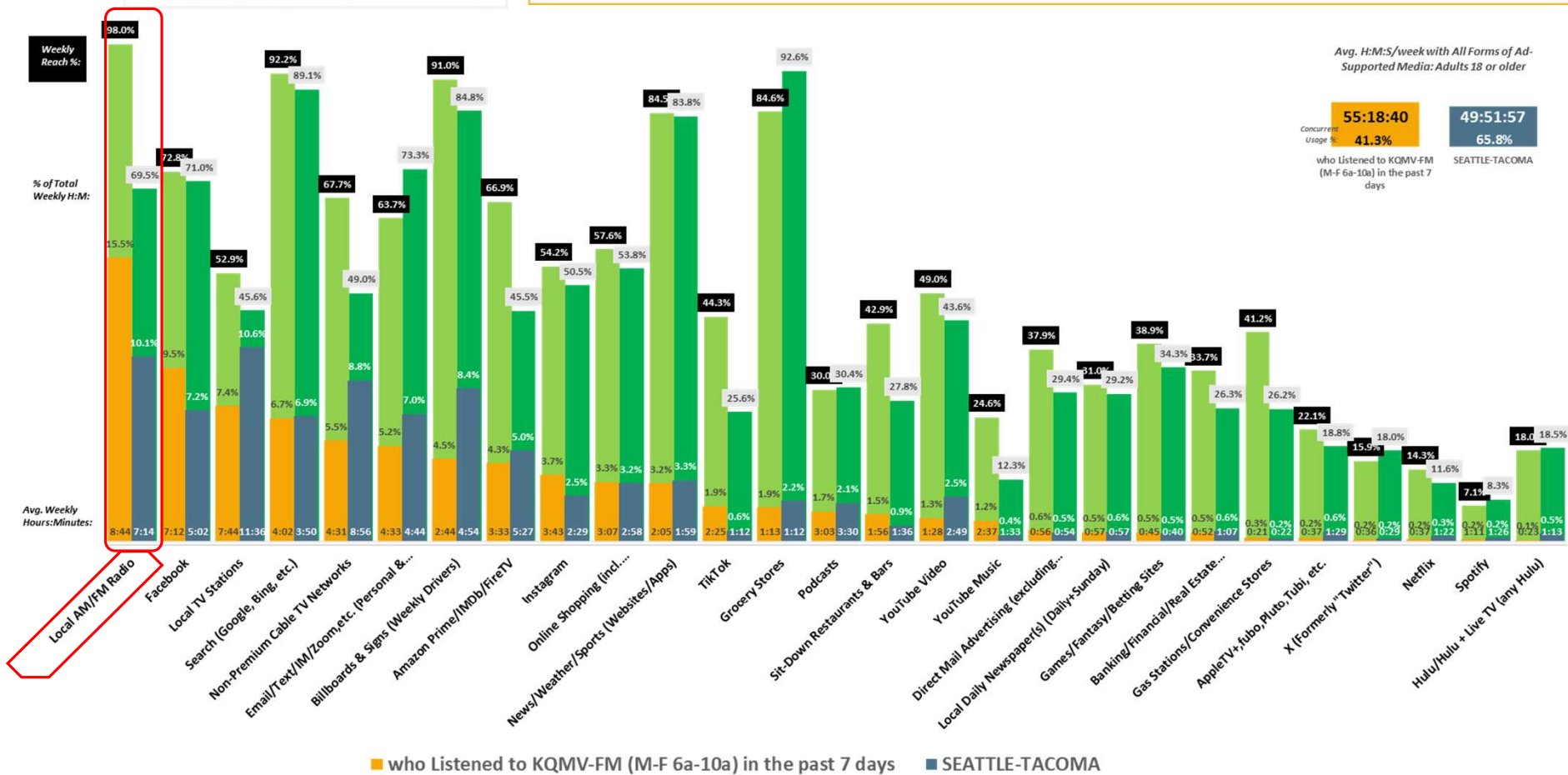
SEATTLE-TACOMA

■ who Listened to KQMV-FM in the past 7 days ■ SEATTLE-TACOMA



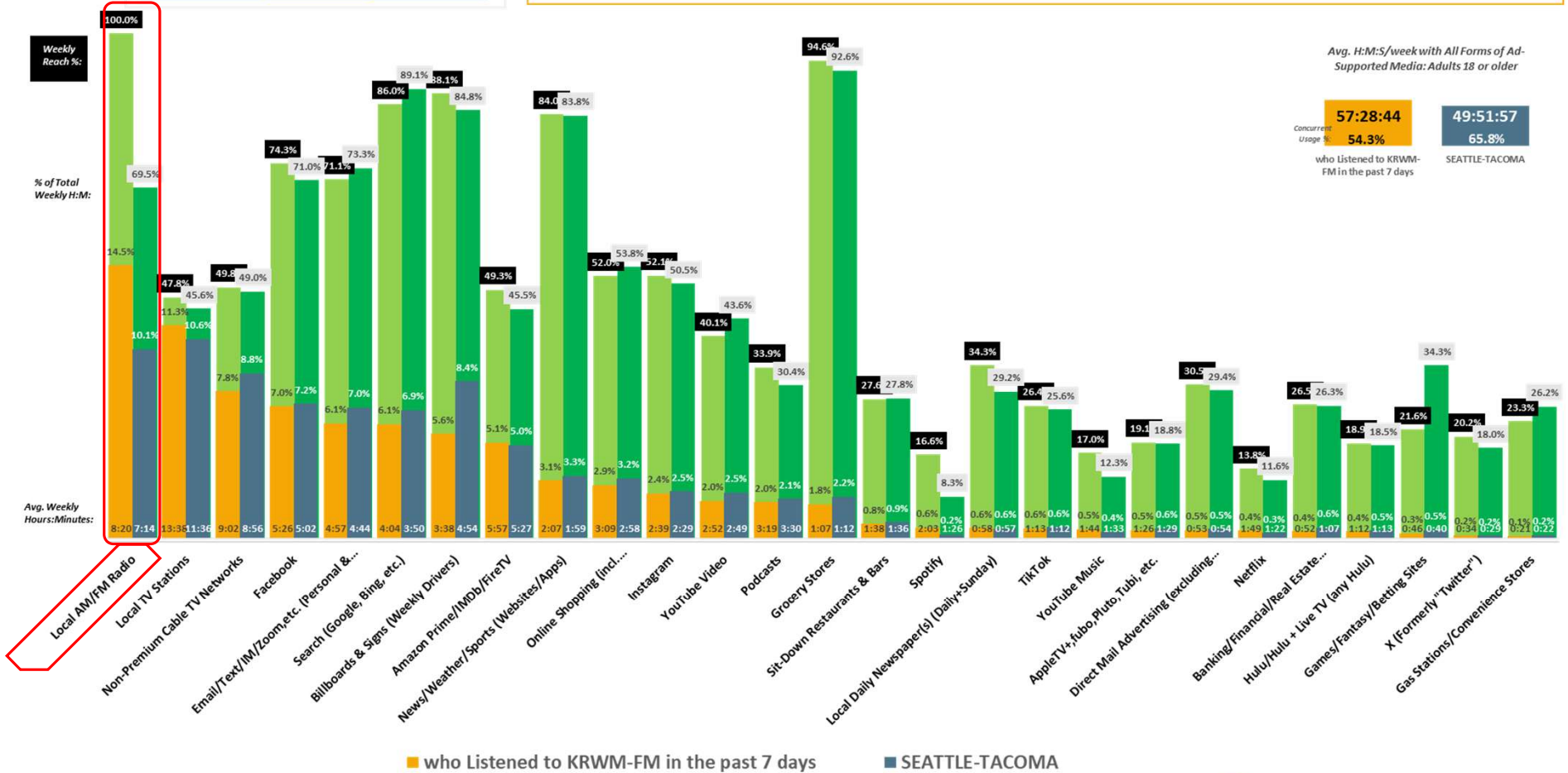
Adults 18 or older who Listened to KQMV-FM (M-F 6a-10a) in the past 7 days spend an average of 2 days, 7 hours, 18 minutes and 40 seconds each week with All Forms of Ad-Supported Media.

98.% of Adults 18 or older who Listened to KQMV-FM (M-F 6a-10a) in the past 7 days spend an avg. of 8 hours and 44 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.5% of total time spent with all forms of Ad-Supported Media.





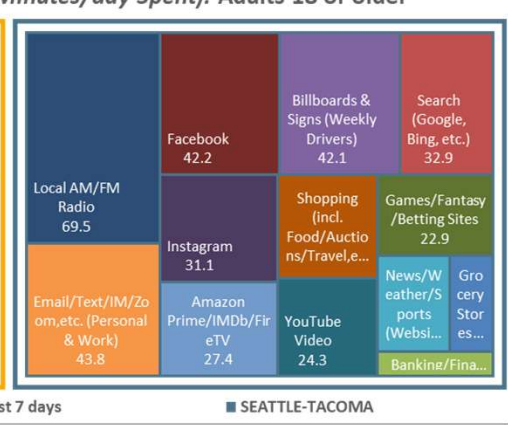
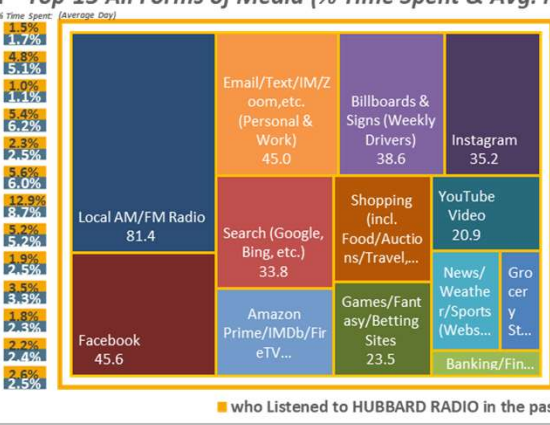
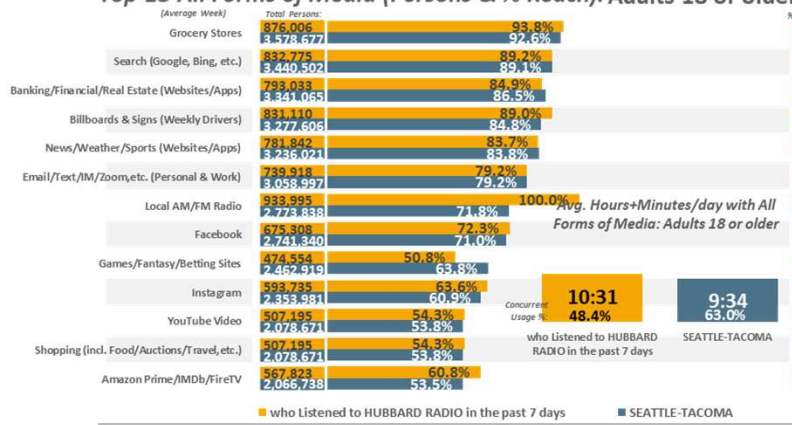
Adults 18 or older who Listened to KRWM-FM in the past 7 days spend an average of 2 days, 9 hours, 28 minutes and 44 seconds each week with All Forms of Ad-Supported Media.
100.% of Adults 18 or older who Listened to KRWM-FM in the past 7 days spend an avg. of 8 hours and 20 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.5% of total time spent with all forms of Ad-Supported Media.



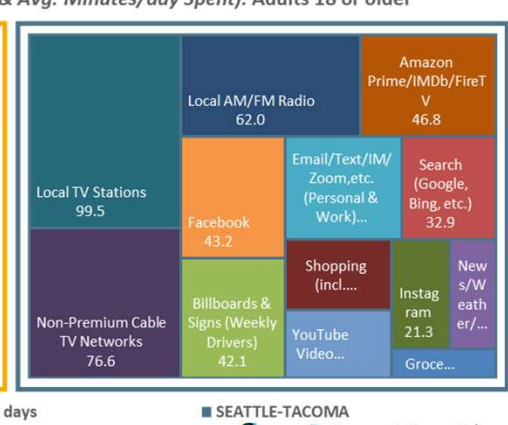
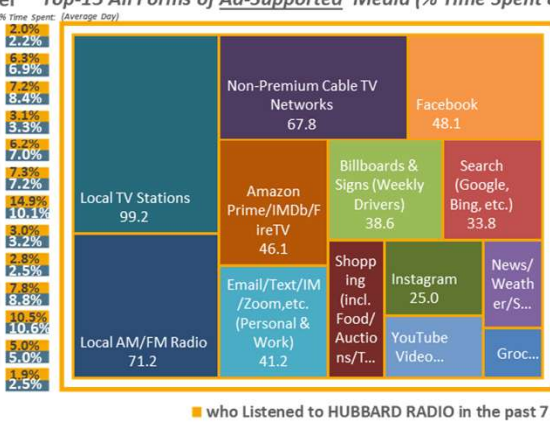
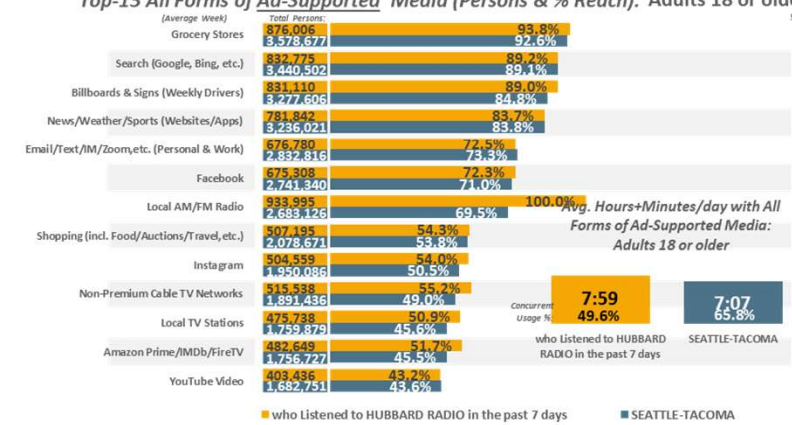


Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 7 hours and 59 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 71.2 minutes/day. (Local Radio delivers 14.9% of Time with Ad-Supported Media.)

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



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

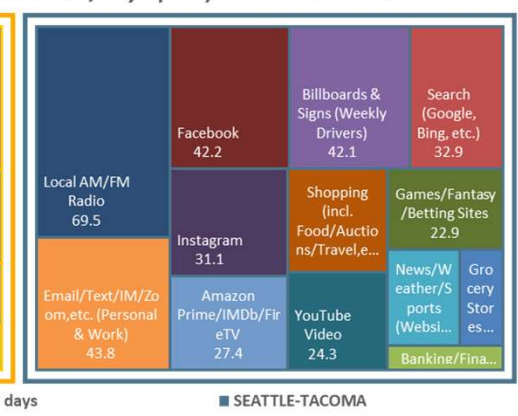
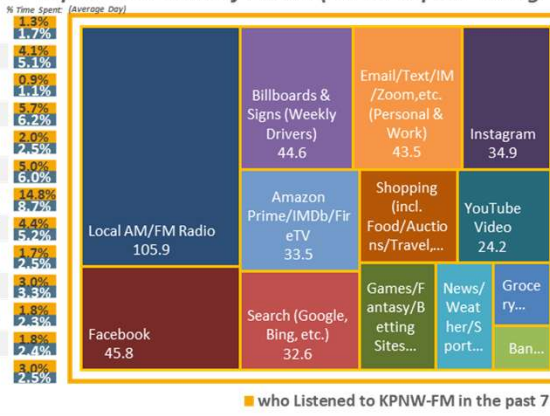
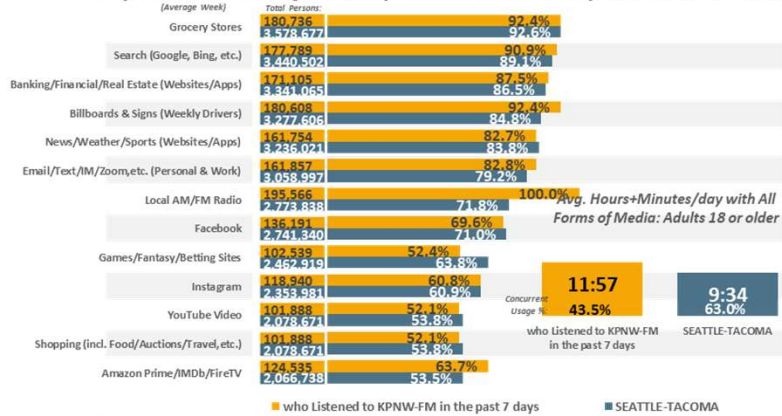




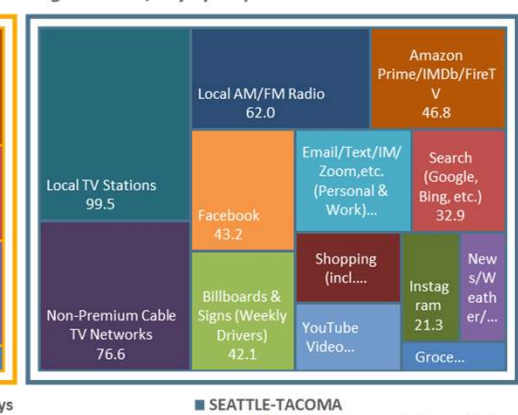
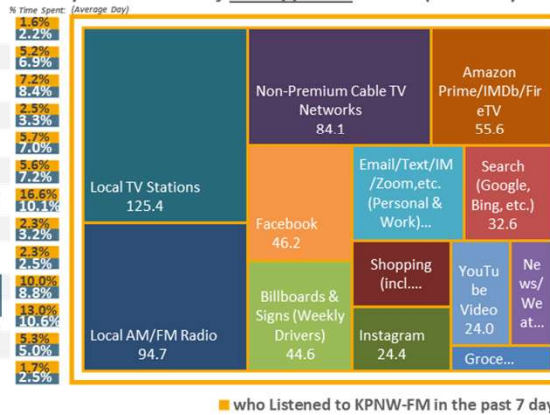
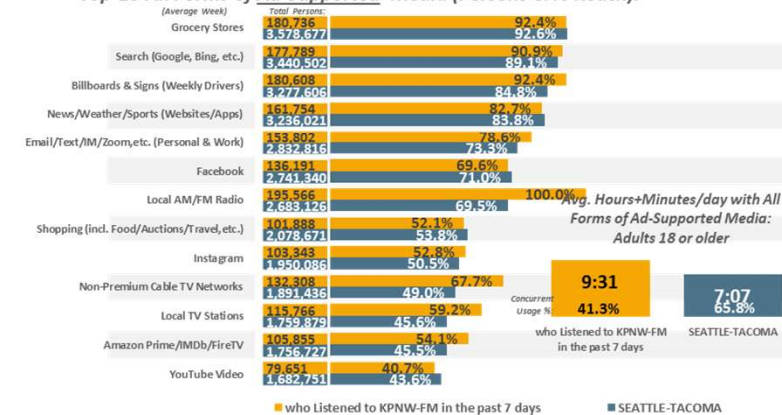
Adults 18 or older who Listened to KPNW-FM in the past 7 days spend an average of 9 hours and 31 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 94.7 minutes/day.

(Local Radio delivers 16.6% 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



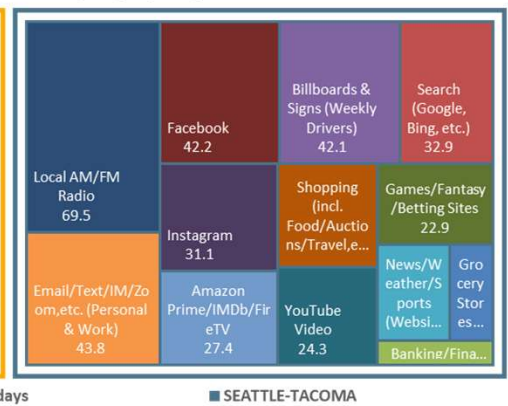
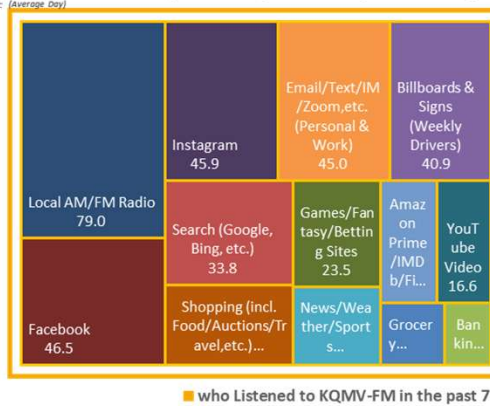
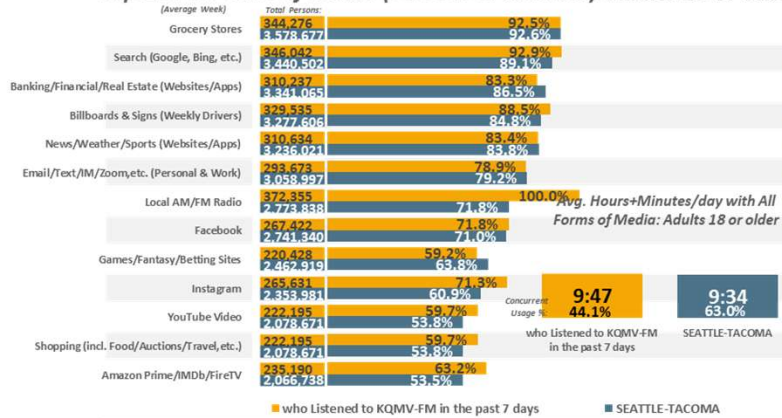
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



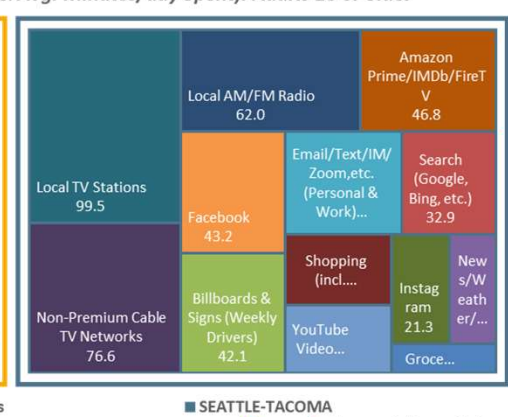
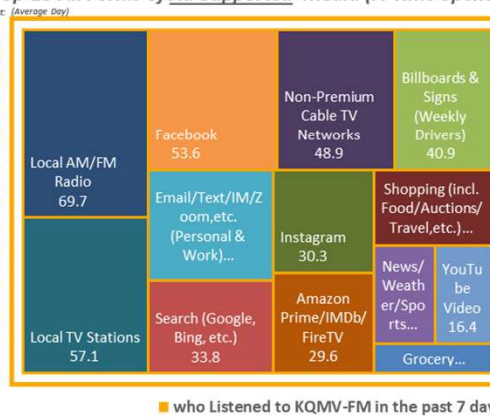
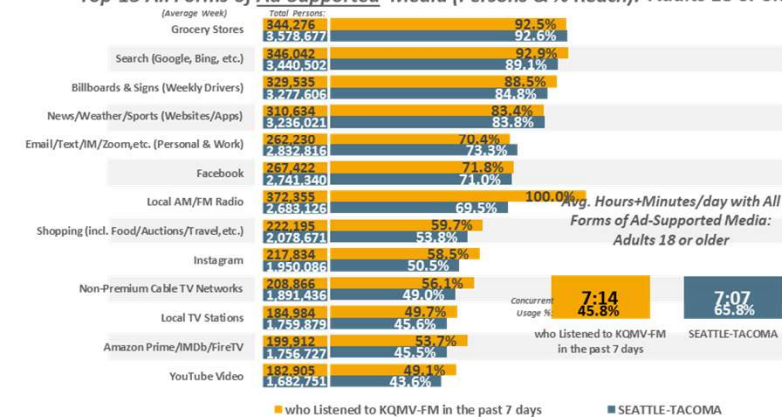


Adults 18 or older who Listened to KQMV-FM in the past 7 days spend an average of 7 hours and 14 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 69.7 minutes/day. (Local Radio delivers 16.% of Time with Ad-Supported Media.)

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



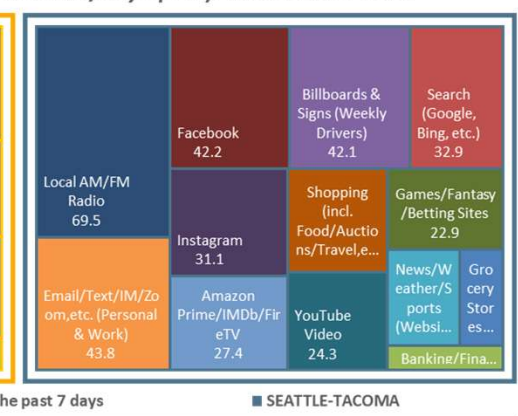
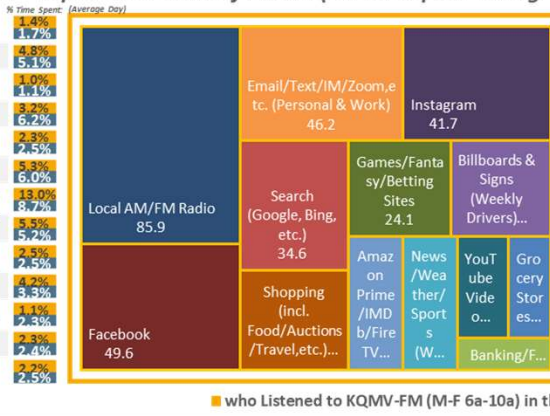
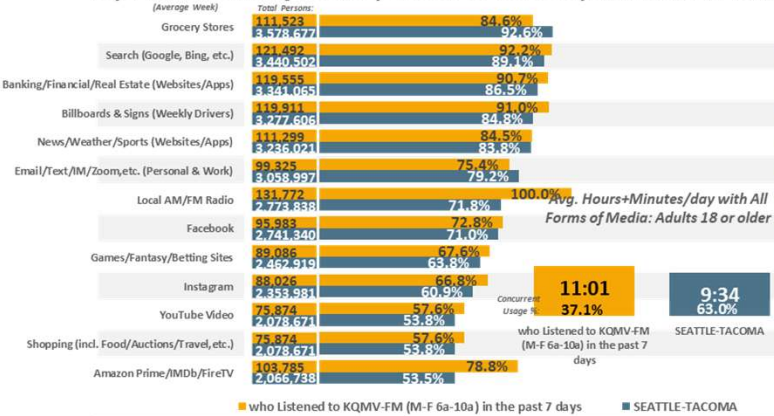
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



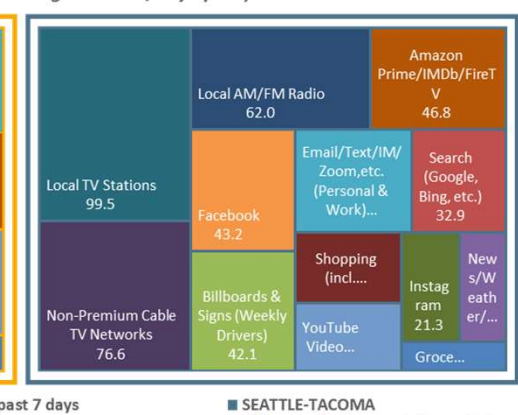
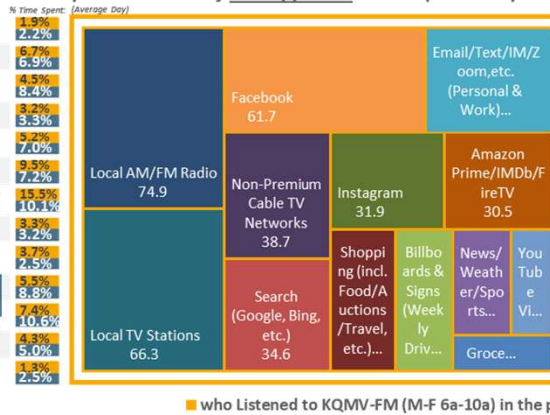
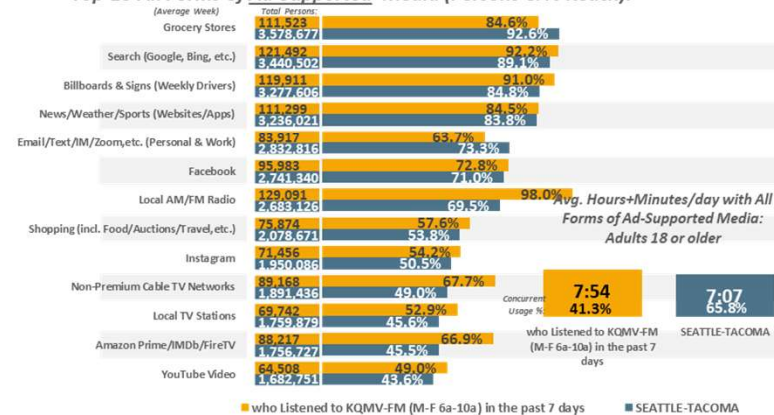


Adults 18 or older who Listened to KQMV-FM (M-F 6a-10a) in the past 7 days spend an average of 7 hours and 54 minutes each day with All Forms of Ad-Supported Media. 98.% listen to Local AM/FM Radio for an avg. of 74.9 minutes/day. (Local Radio delivers 15.5% of Time with Ad-Supported Media.)

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



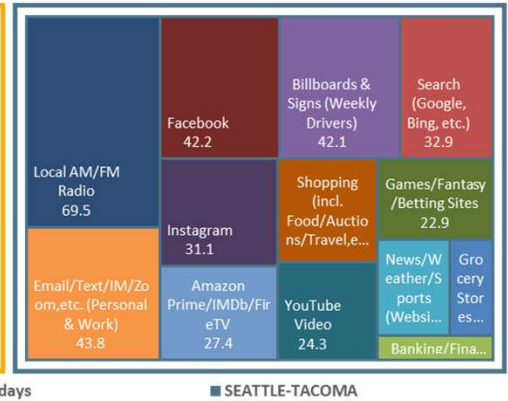
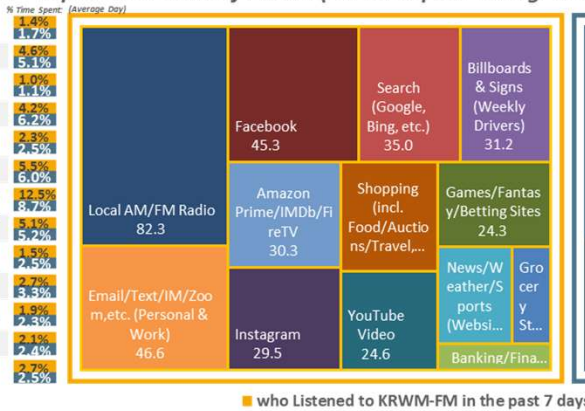
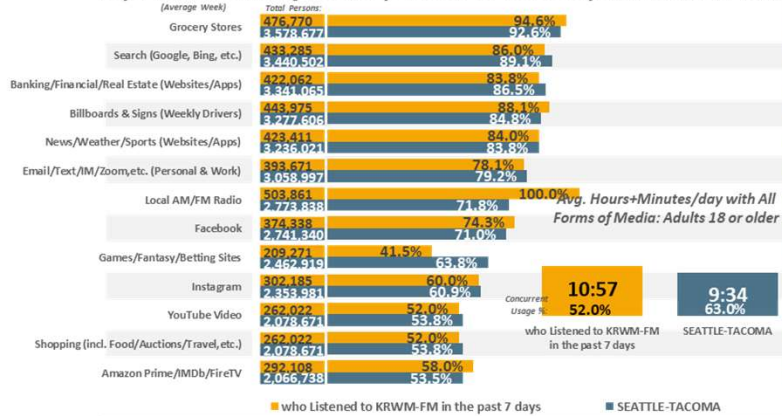
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



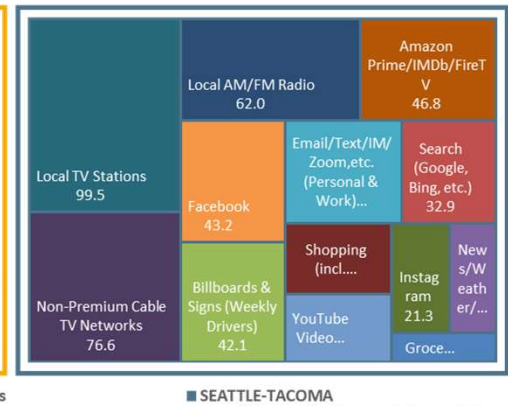
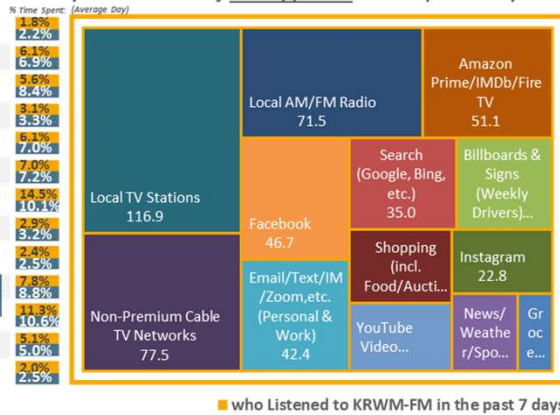
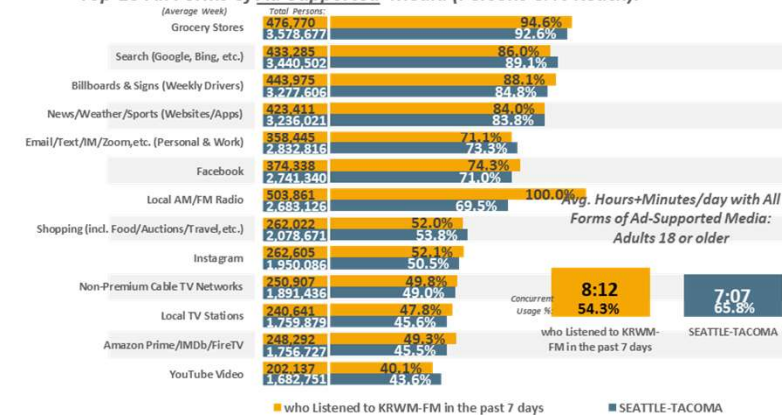


Adults 18 or older who Listened to KRWM-FM in the past 7 days spend an average of 8 hours and 12 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 71.5 minutes/day.
(Local Radio delivers 14.5% of Time with Ad-Supported Media.)

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**



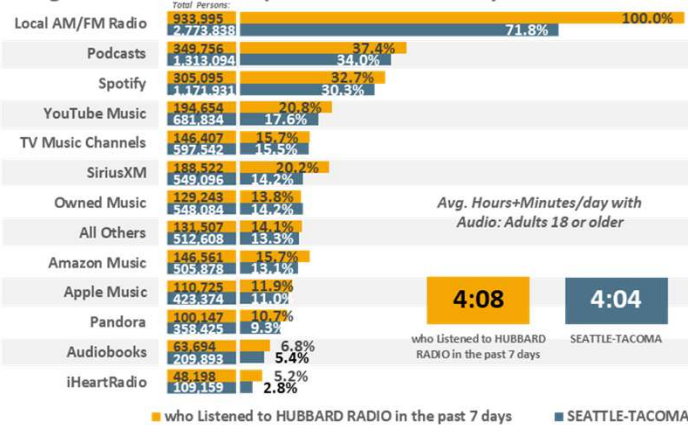
SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 450
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soefa.ai Share of Everything for Anything

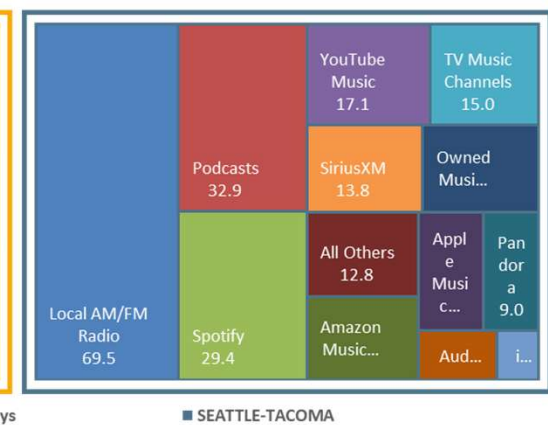
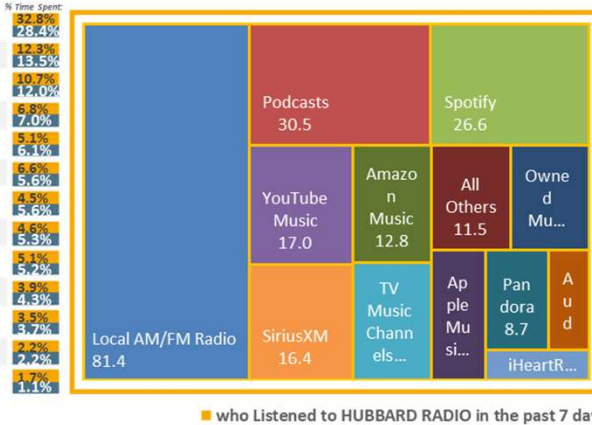


933,995 or 100.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 71.2 minutes every day representing 41.7% of all time spent daily with Ad-Supported Audio.

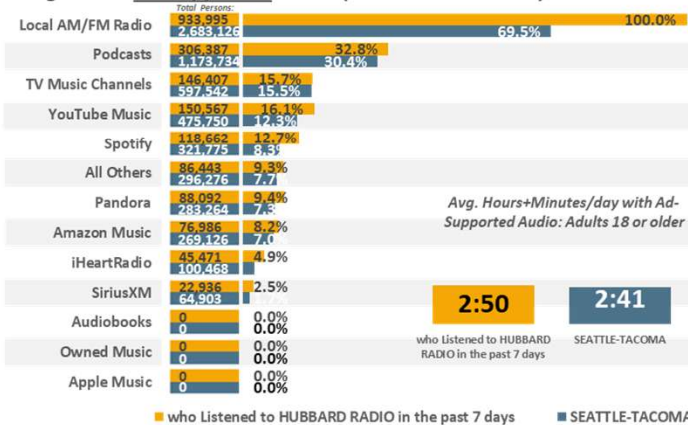
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



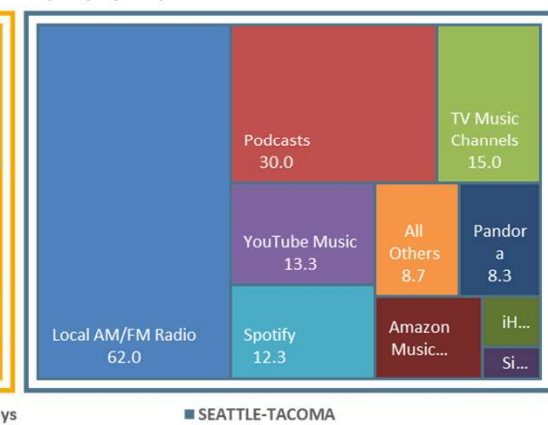
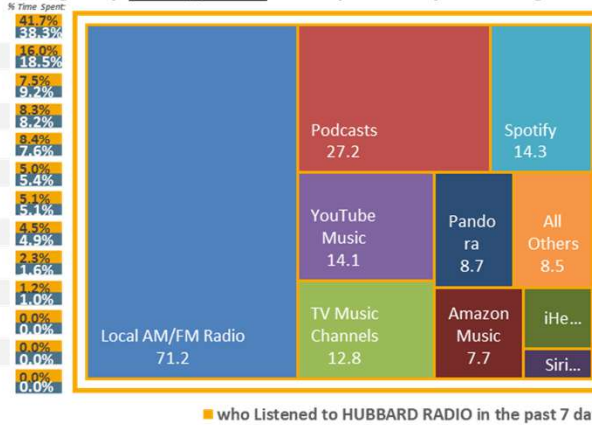
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



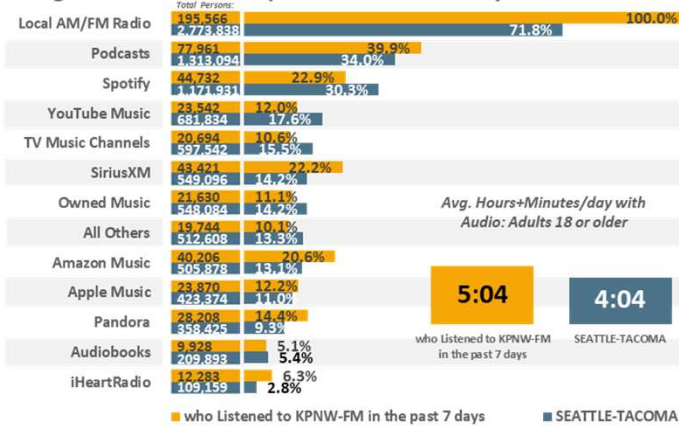
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



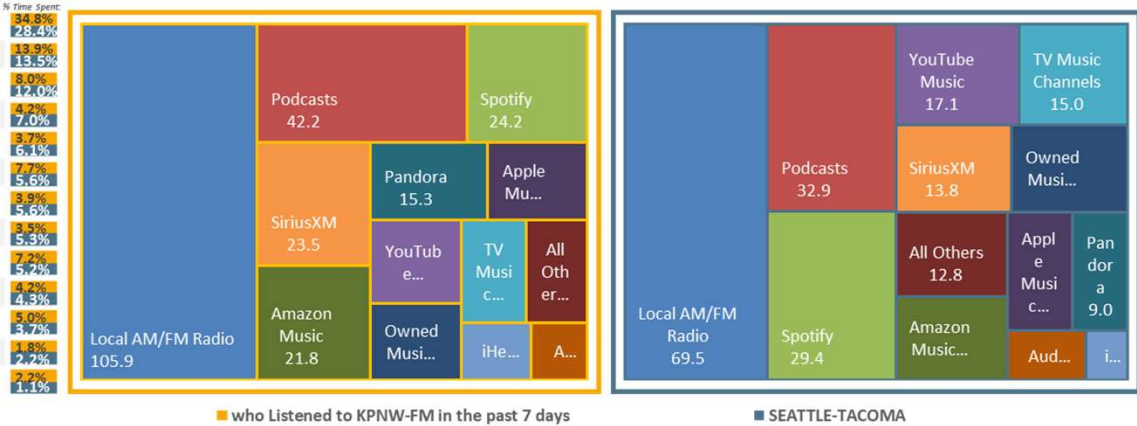


195,566 or 100.% of Adults 18 or older who Listened to KPNW-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 94.7 minutes every day representing 44.2% of all time spent daily with Ad-Supported Audio.

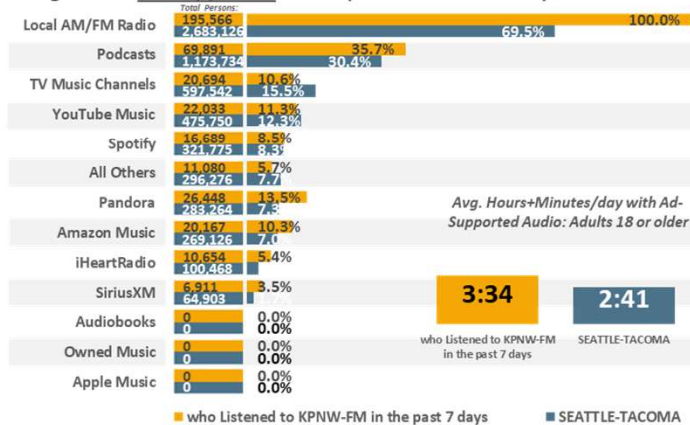
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



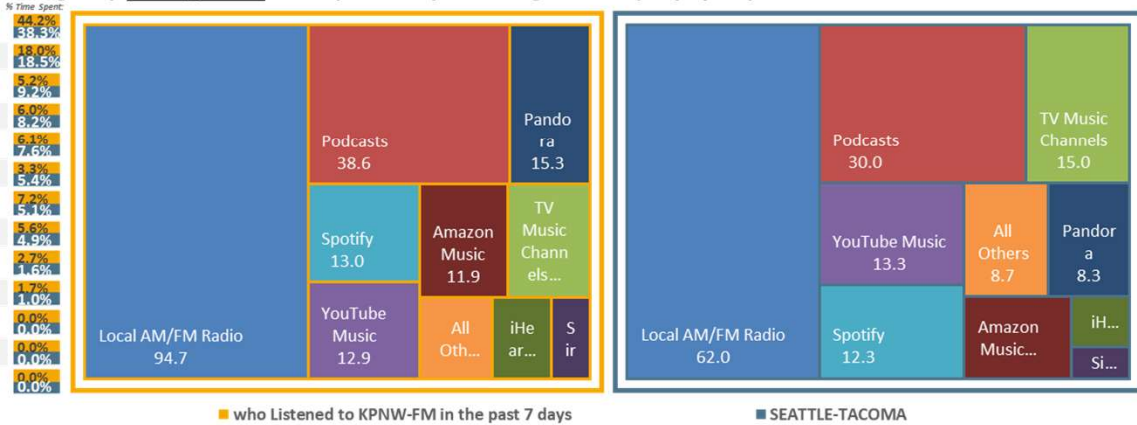
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



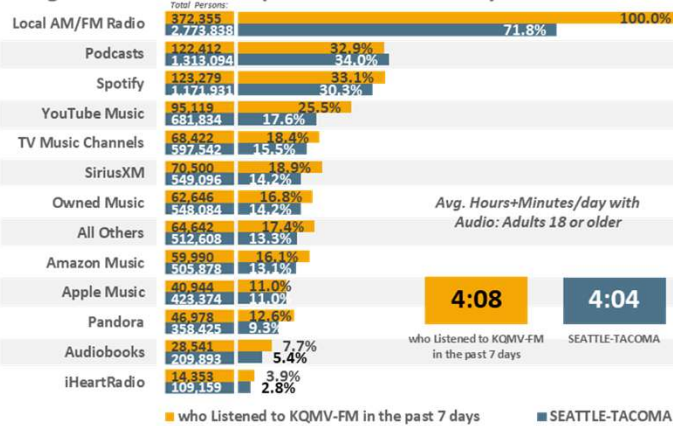
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



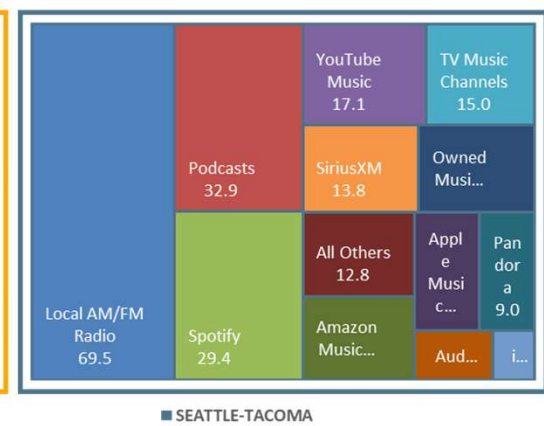
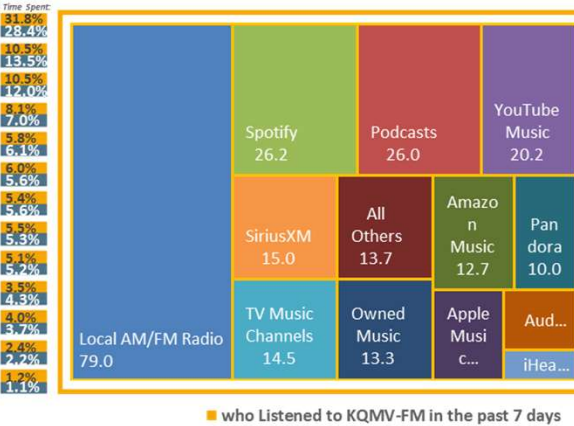


372,355 or 100.% of Adults 18 or older who Listened to KQMV-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 69.7 minutes every day representing 42.1% of all time spent daily with Ad-Supported Audio.

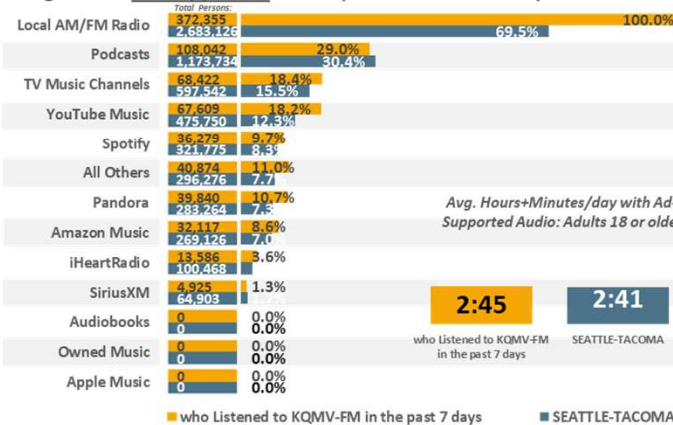
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



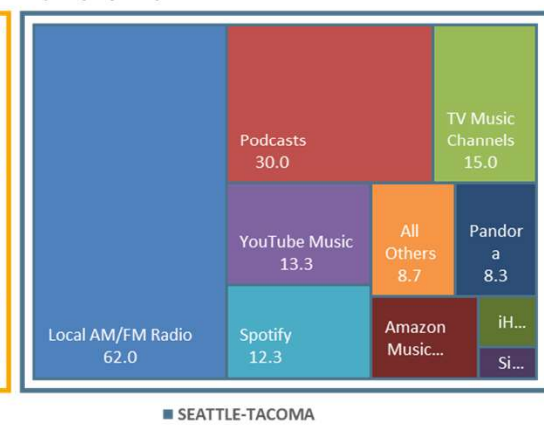
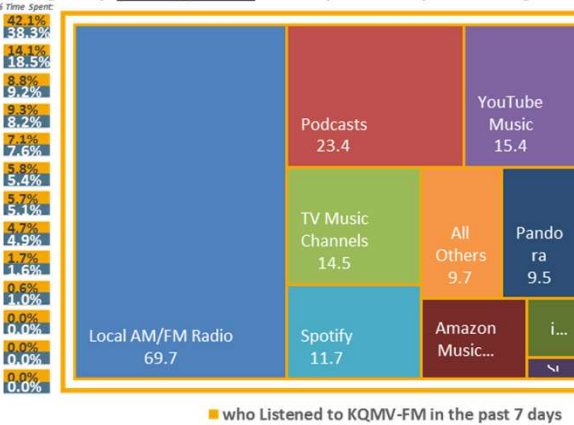
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



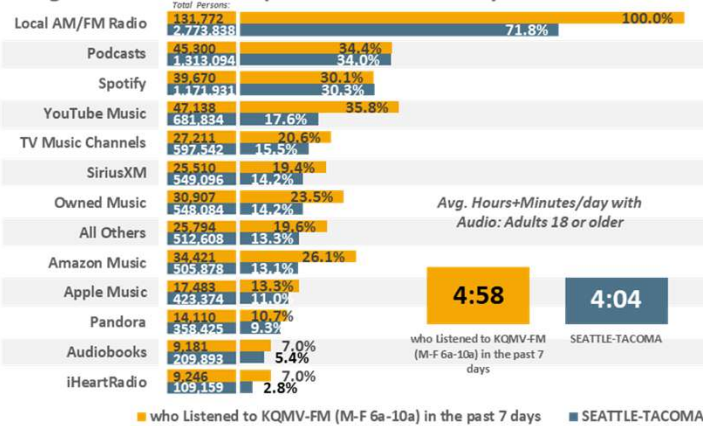
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



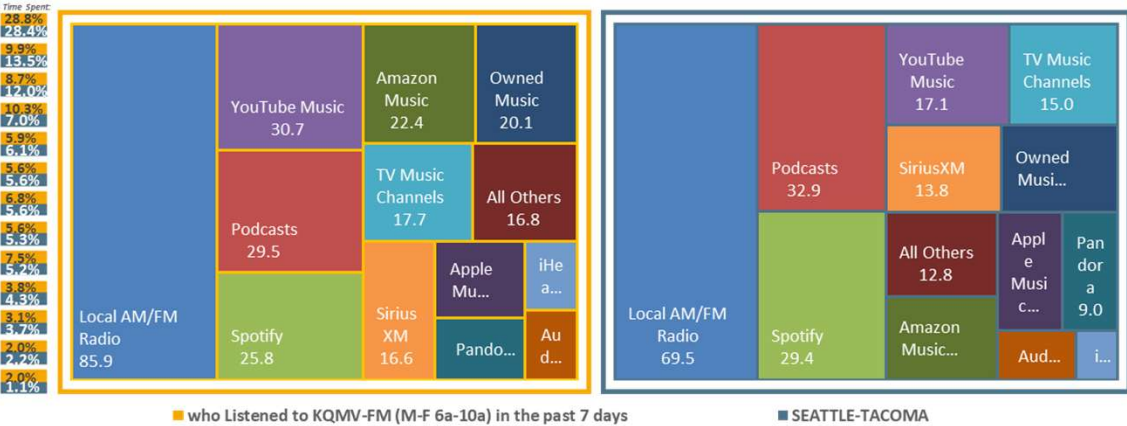


129,091 or 98.% of Adults 18 or older who Listened to KQMV-FM (M-F 6a-10a) in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 74.9 minutes every day representing 38.8% of all time spent daily with Ad-Supported Audio.

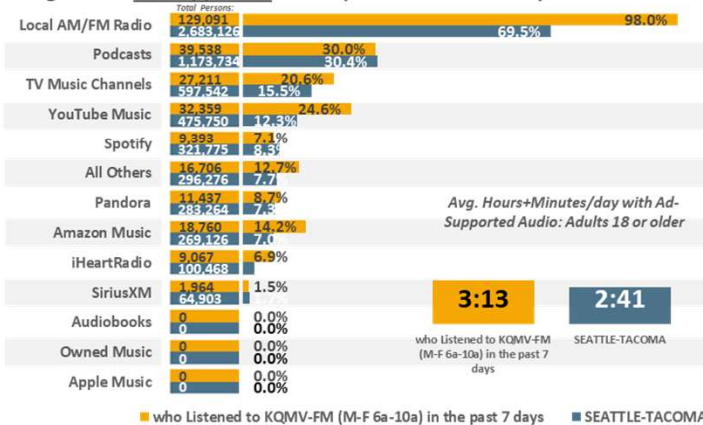
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



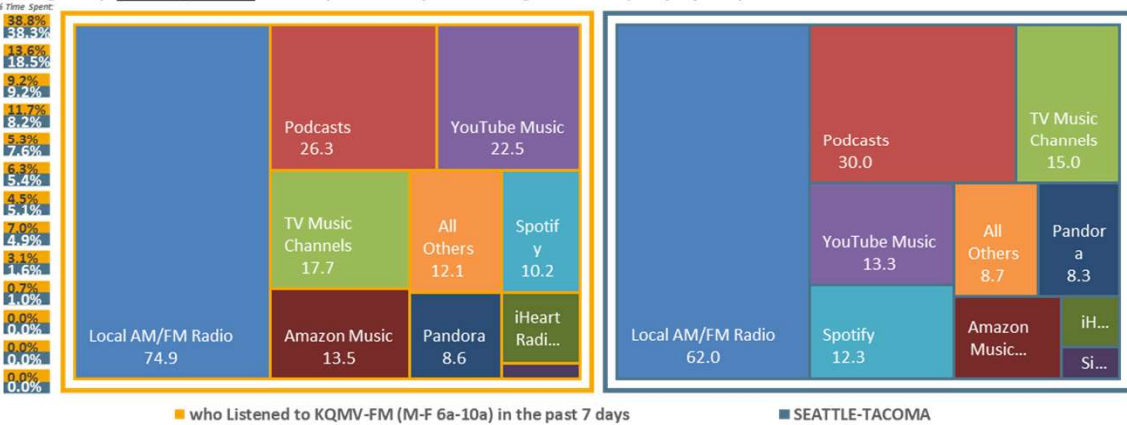
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



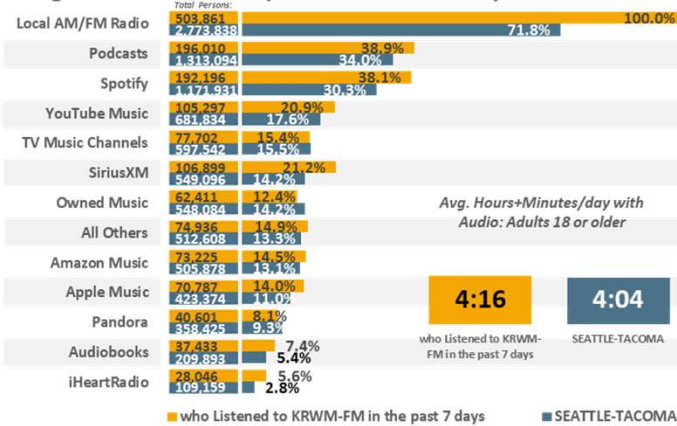
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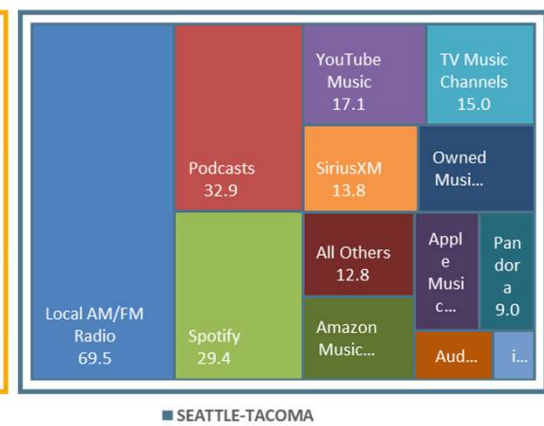
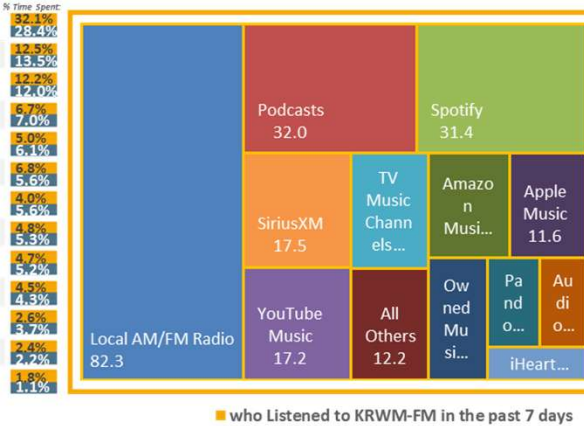


503,861 or 100.% of Adults 18 or older who Listened to KRWM-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 71.5 minutes every day representing 41.% of all time spent daily with Ad-Supported Audio.

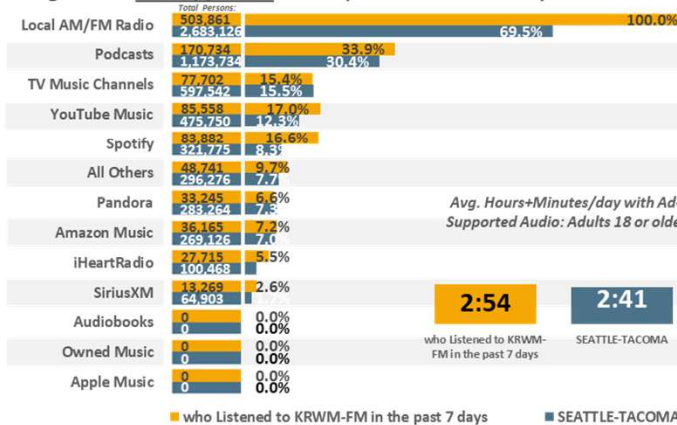
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



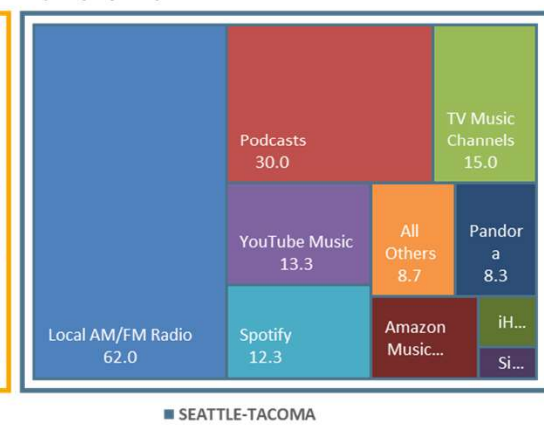
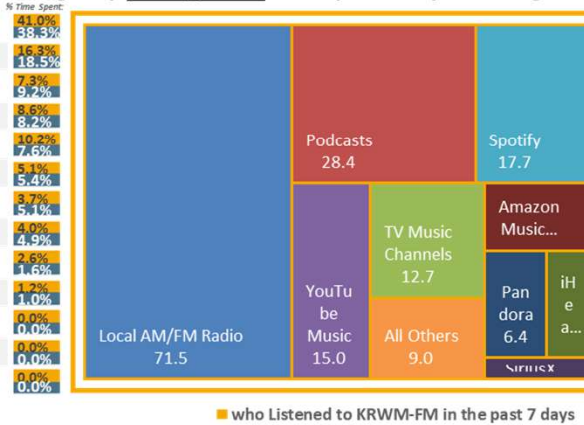
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

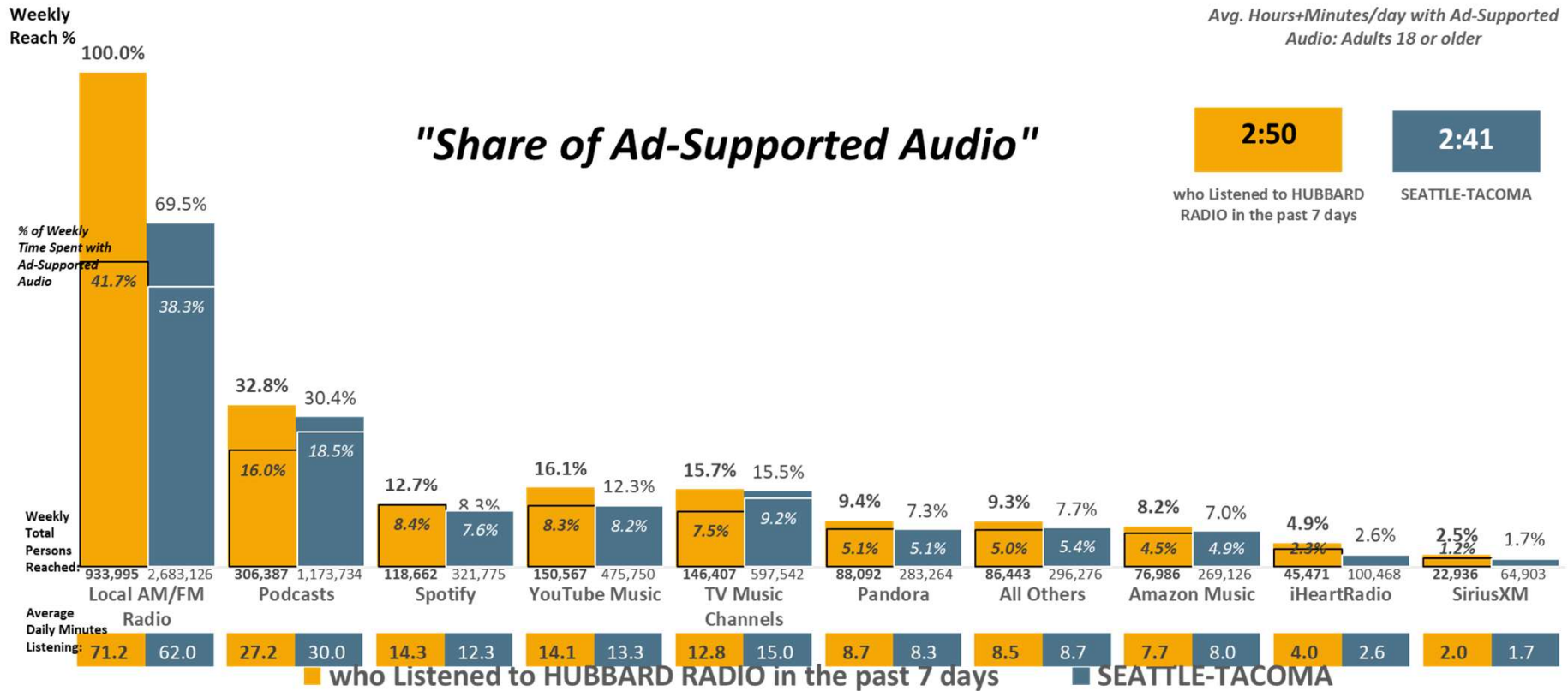


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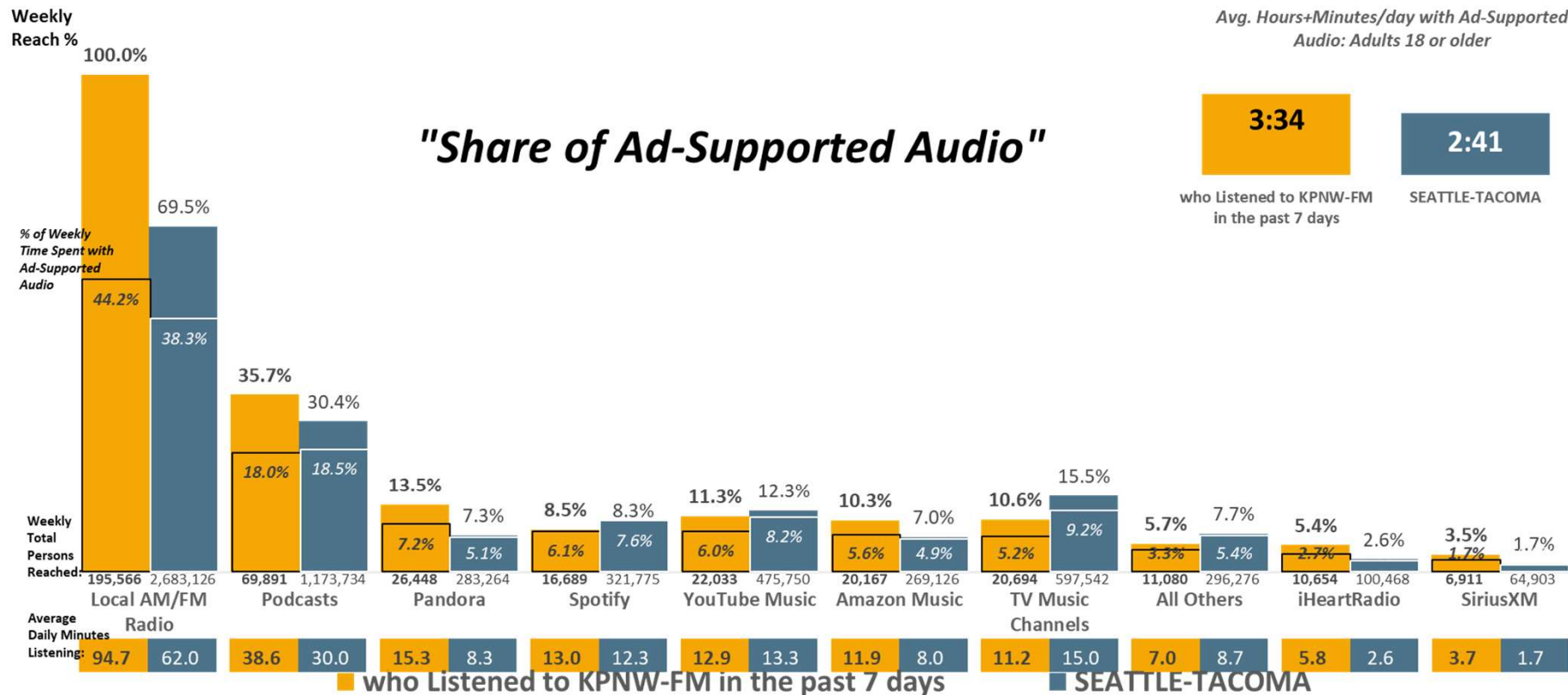


933,995 or 100.0% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 71.2 minutes every day representing 41.7% of all time spent daily with Ad-Supported Audio.



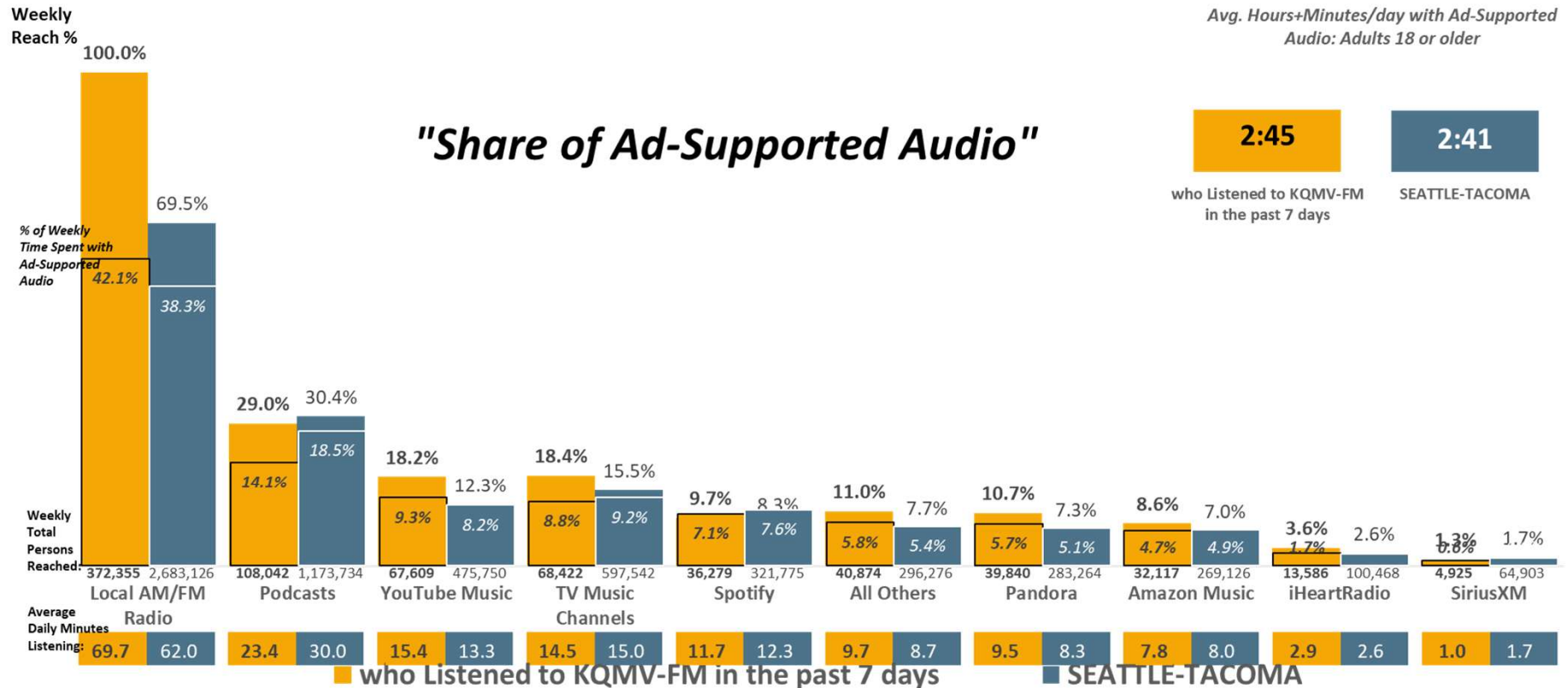


195,566 or 100.% of Adults 18 or older who Listened to KPNW-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 94.7 minutes every day representing 44.2% of all time spent daily with Ad-Supported Audio.





372,355 or 100.0% of Adults 18 or older who Listened to KQMV-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 69.7 minutes every day representing 42.1% of all time spent daily with Ad-Supported Audio.



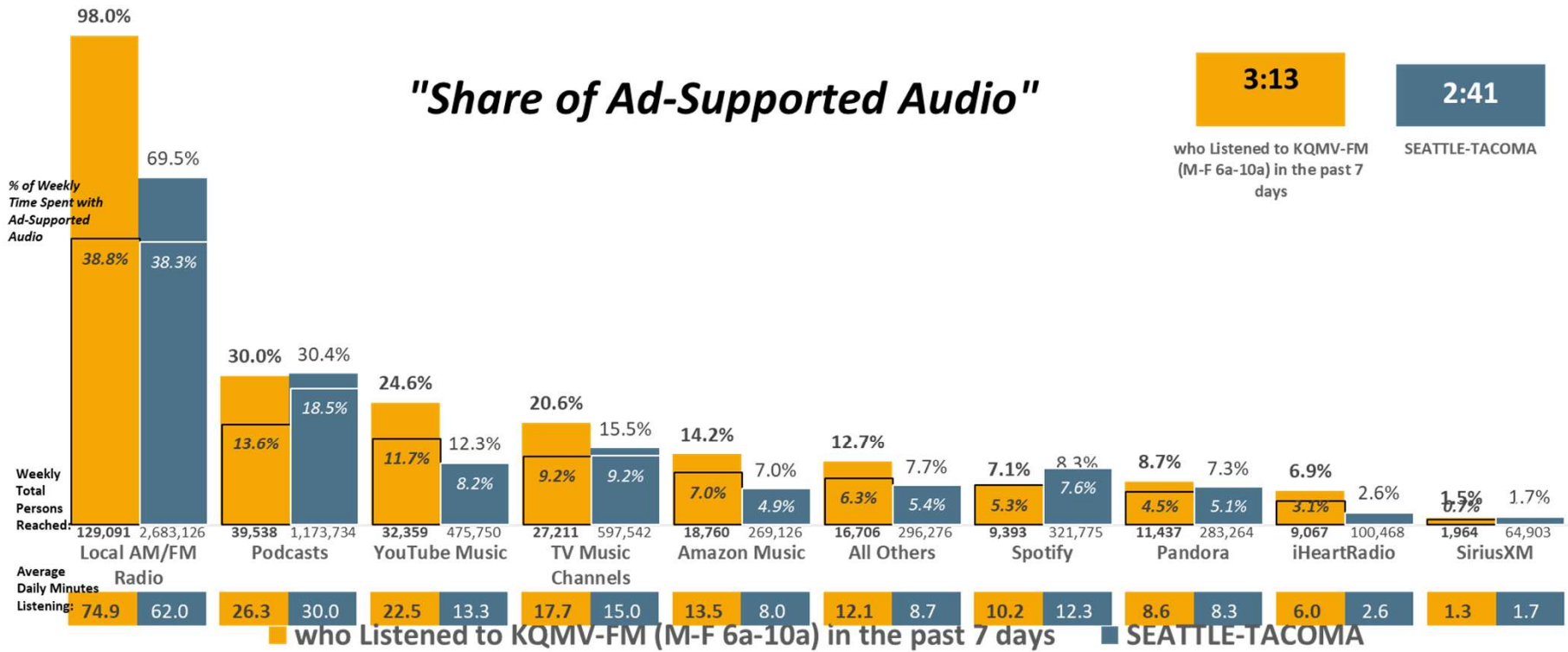


129,091 or 98.% of Adults 18 or older who Listened to KQMV-FM (M-F 6a-10a) in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 74.9 minutes every day representing 38.8% of all time spent daily with Ad-Supported Audio.

Weekly
Reach %

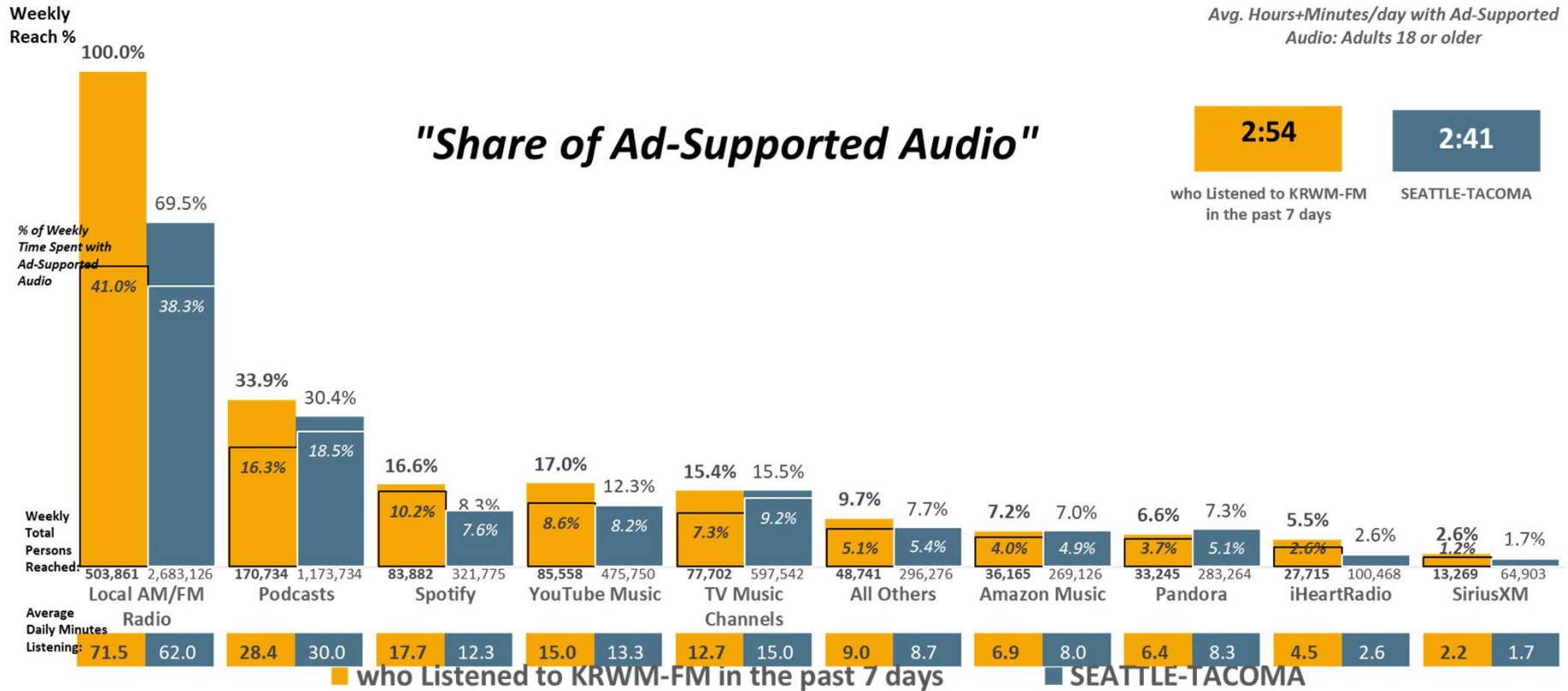
Avg. Hours+Minutes/day with Ad-Supported
Audio: Adults 18 or older

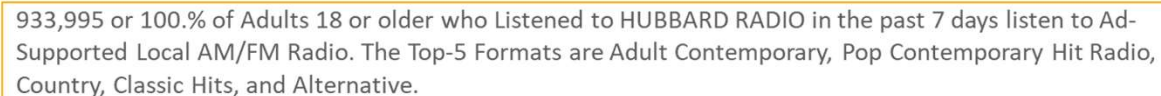
"Share of Ad-Supported Audio"



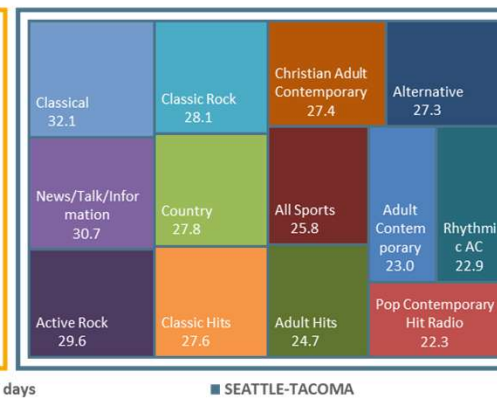
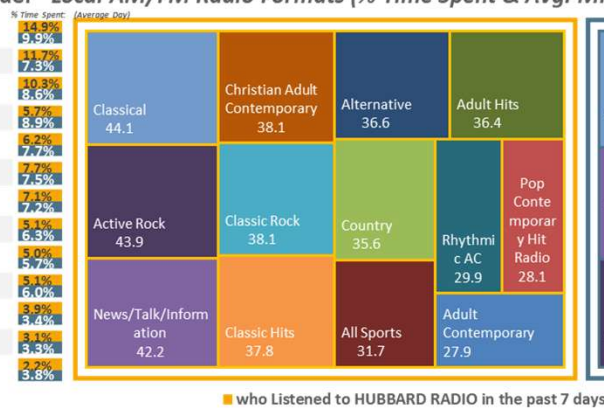
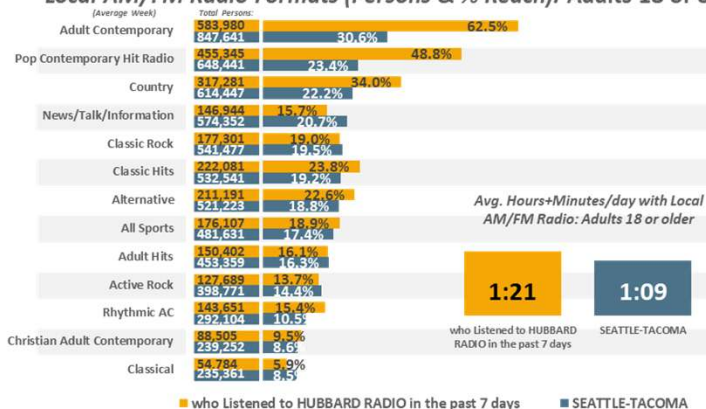


503,861 or 100.% of Adults 18 or older who Listened to KRWM-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 71.5 minutes every day representing 41.% of all time spent daily with Ad-Supported Audio.

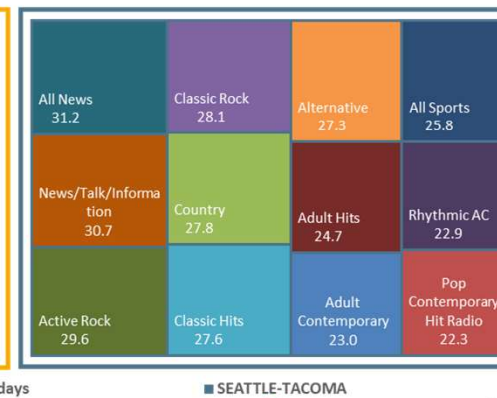
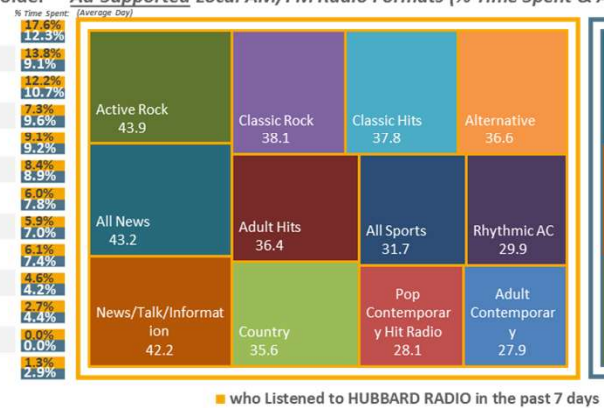
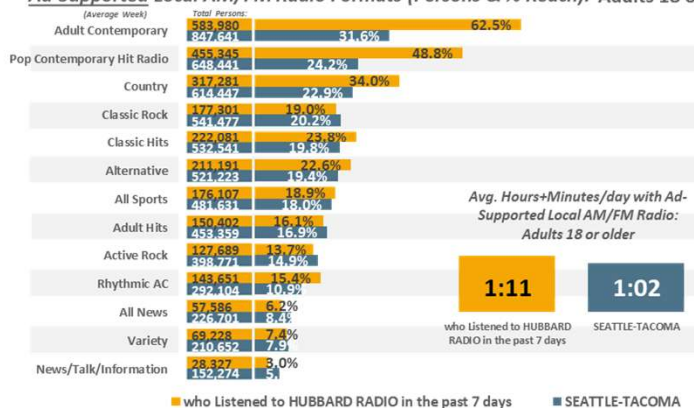




Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):** Adults 18 or older



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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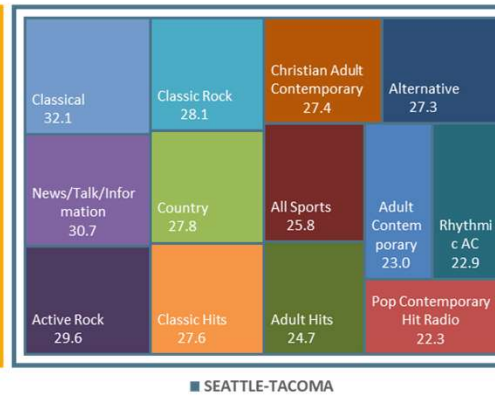
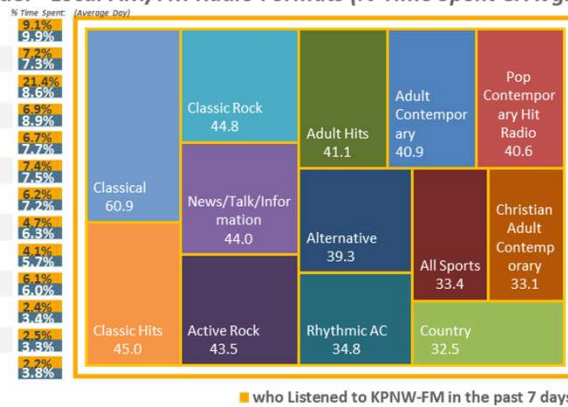
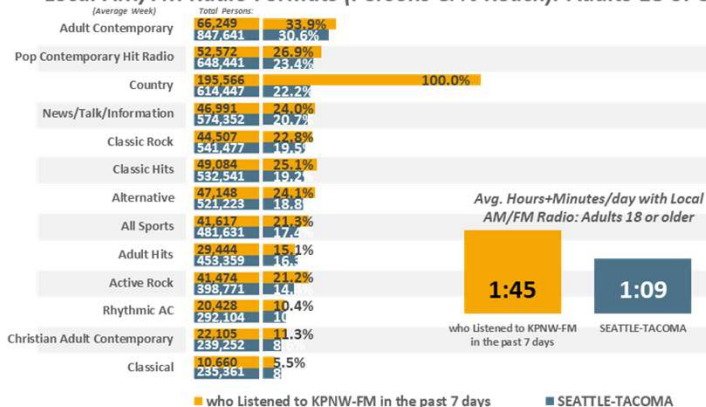
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(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM)

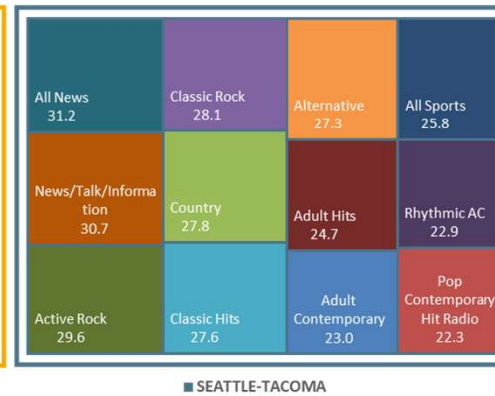
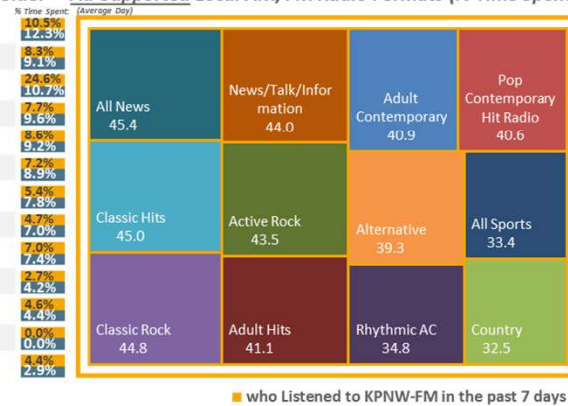
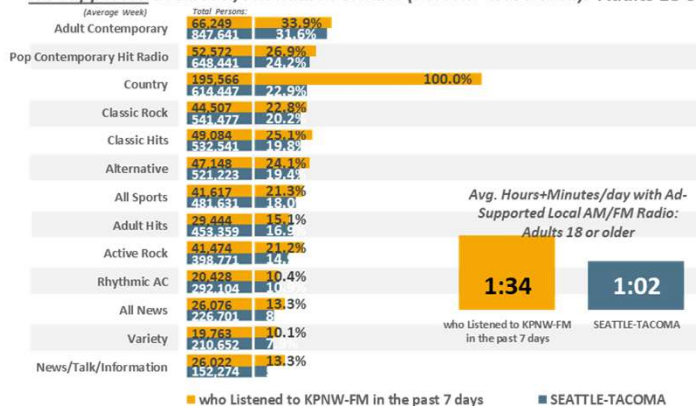


195,566 or 100.0% of Adults 18 or older who Listened to KPNW-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, and Alternative.

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



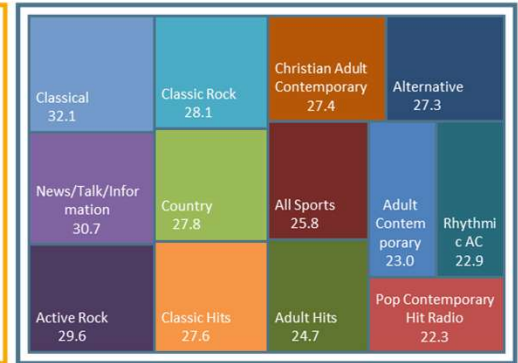
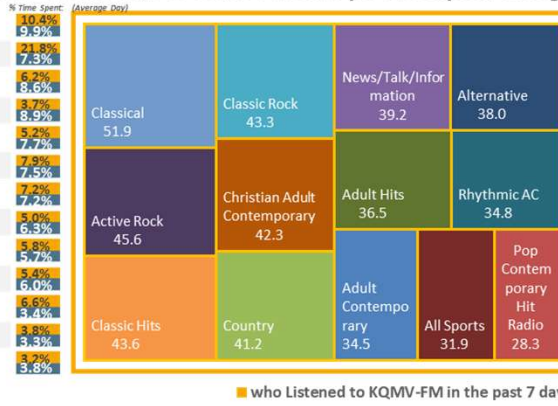
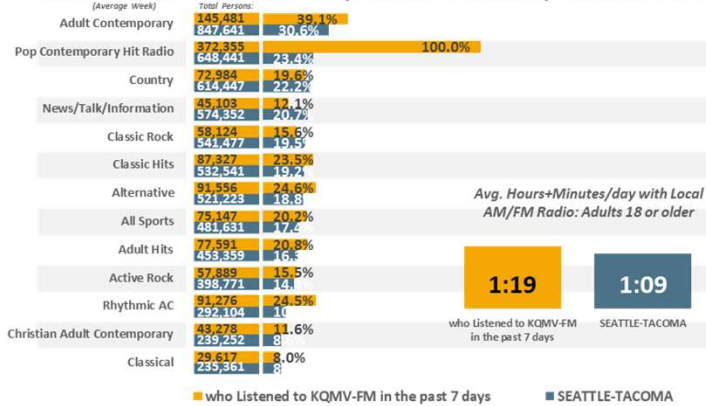
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



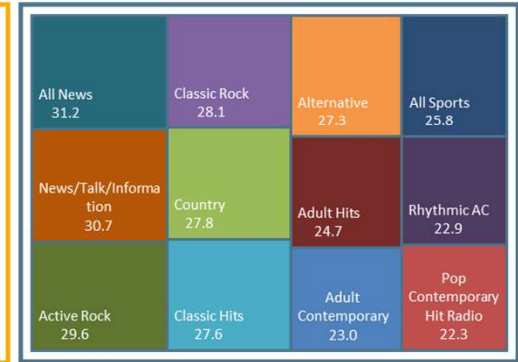
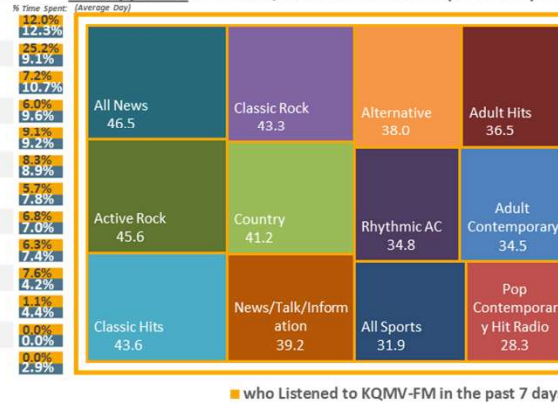
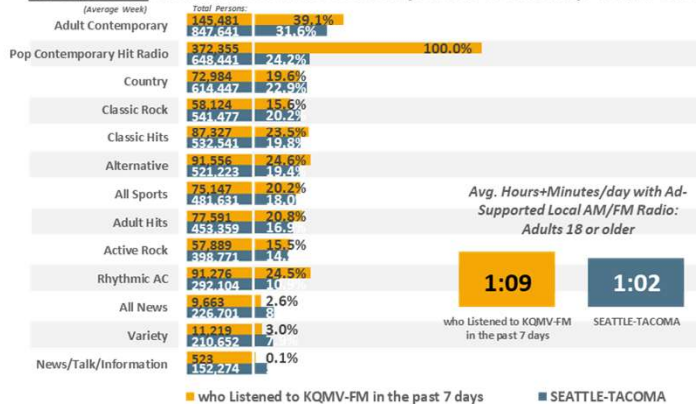


372,355 or 100.% of Adults 18 or older who Listened to KQMV-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Alternative, Rhythmic AC, and Classic Hits.

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



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



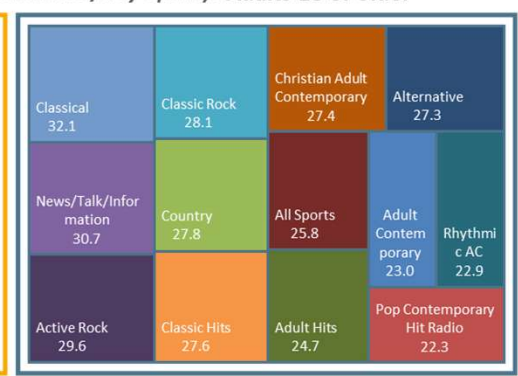
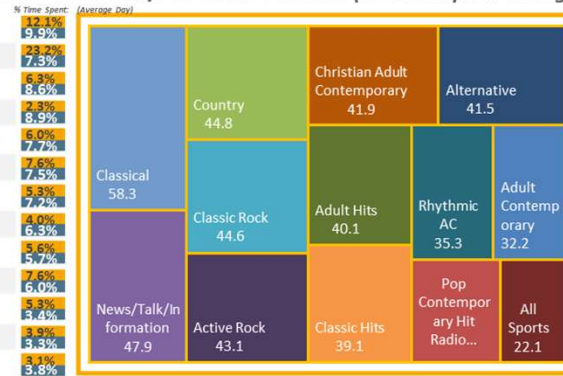
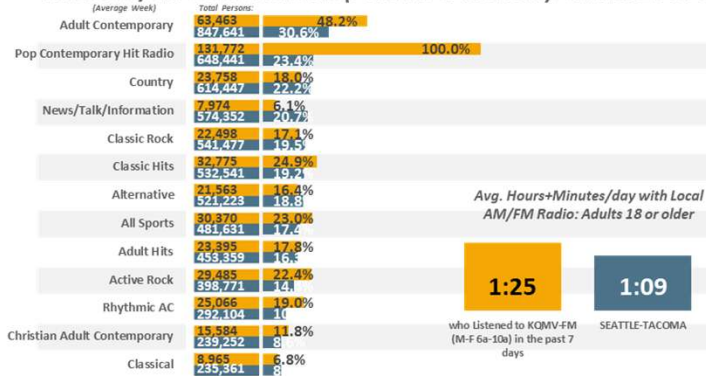
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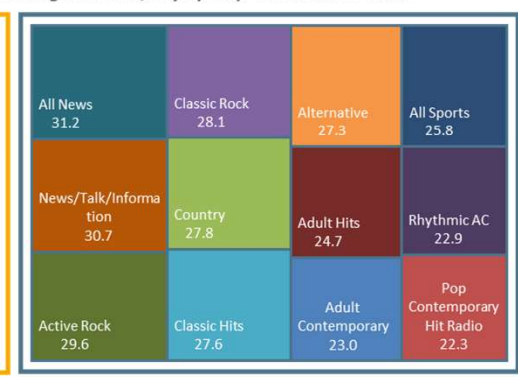
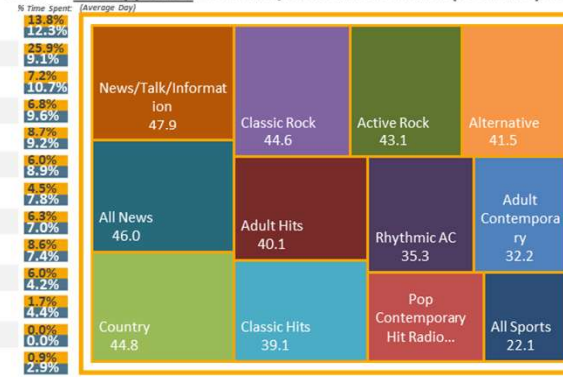
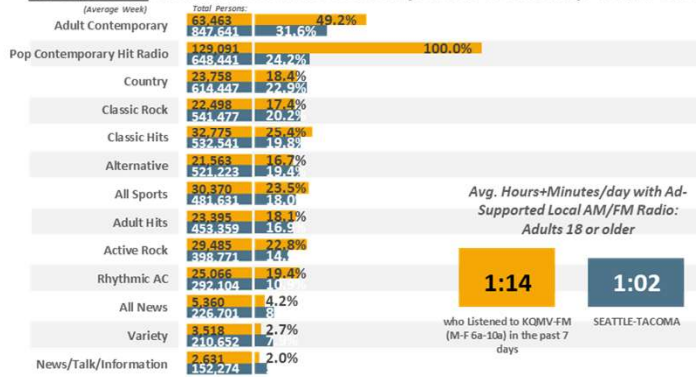


129,091 or 98.% of Adults 18 or older who Listened to KQMV-FM (M-F 6a-10a) in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Classic Hits, All Sports, and Active Rock.

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



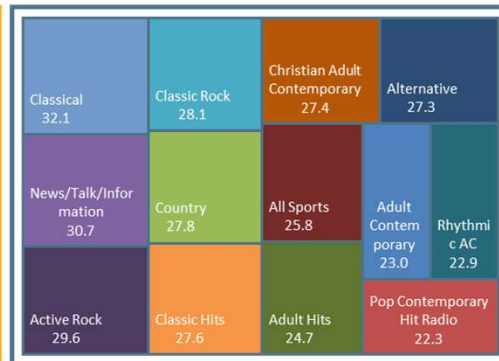
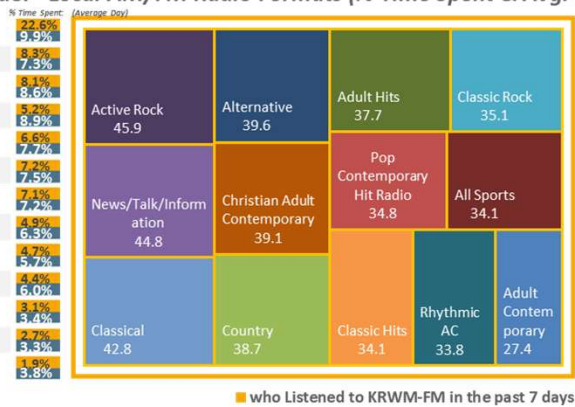
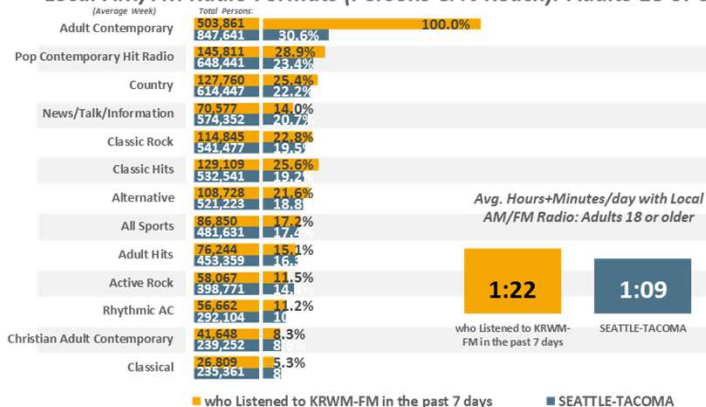
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



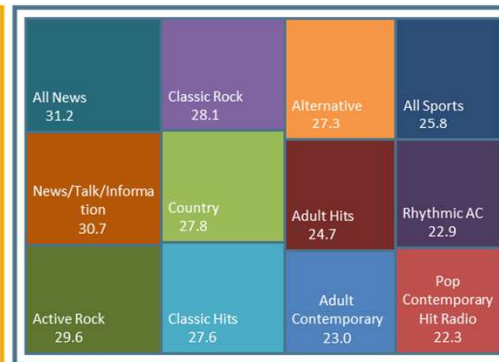
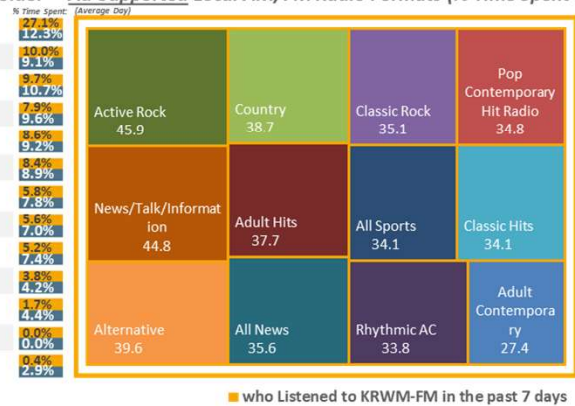
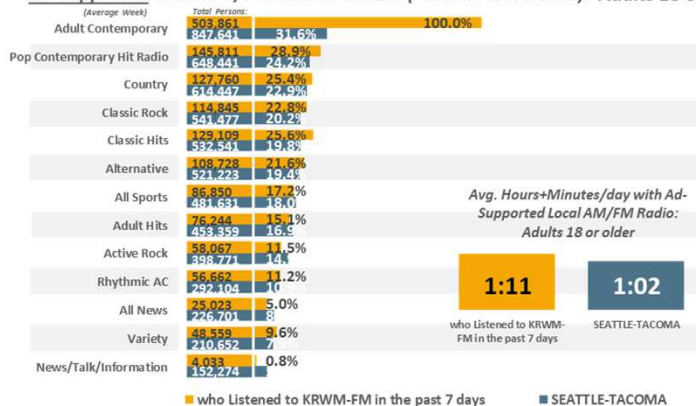


503,861 or 100.% of Adults 18 or older who Listened to KRWM-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Classic Rock.

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



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



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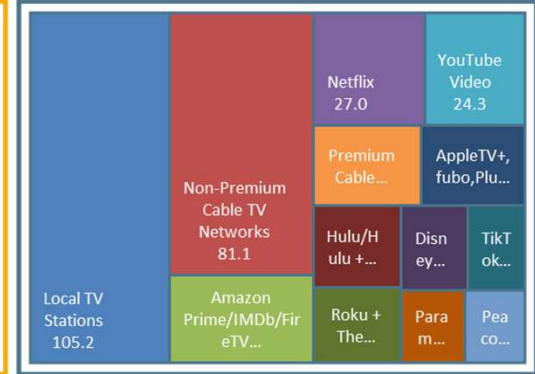
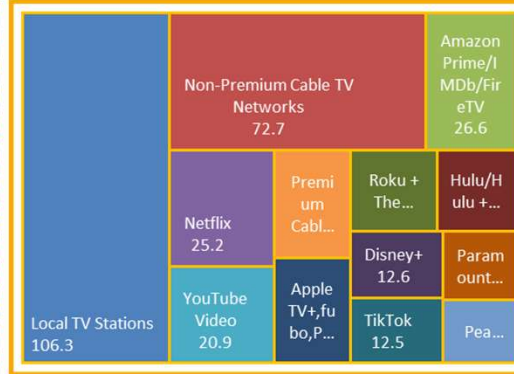
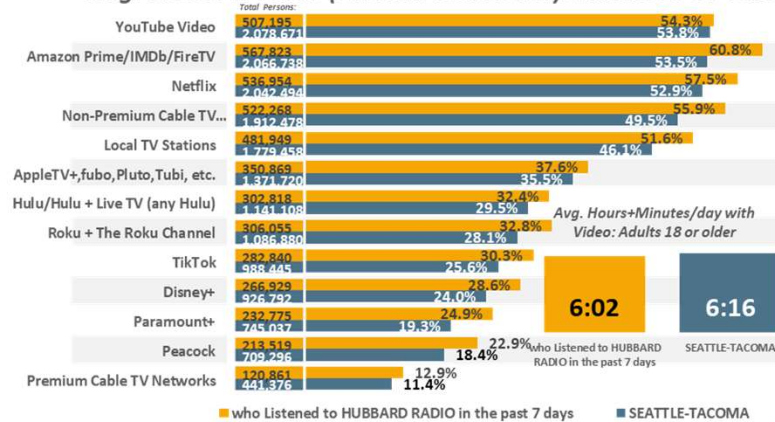
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475,738 or 50.9% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 99.2 minutes every day representing 33.3% of all time spent daily with Ad-Supported Video.

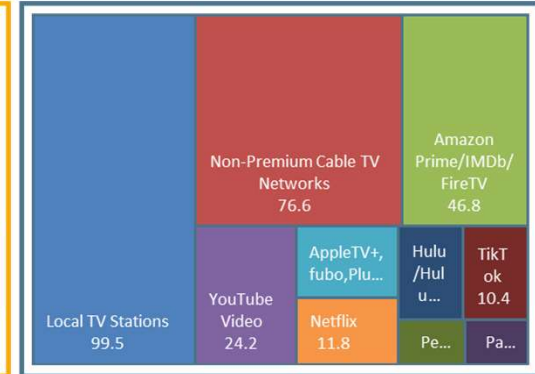
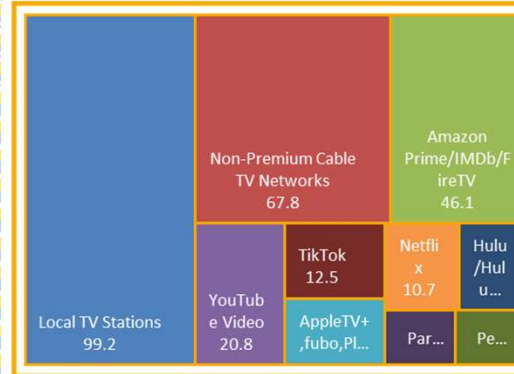
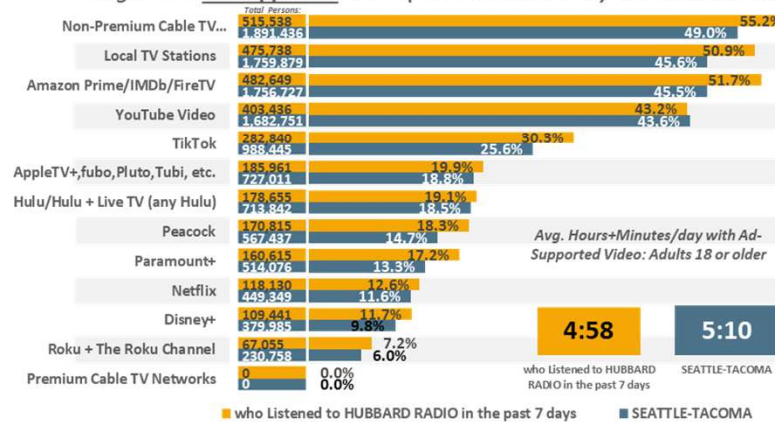
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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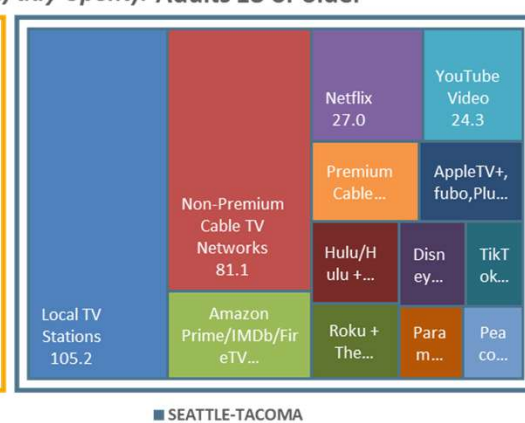
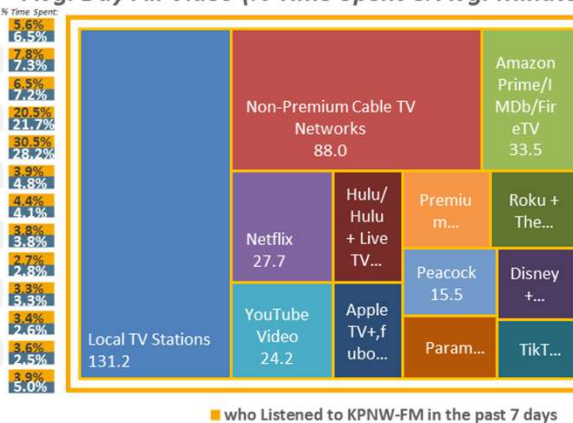
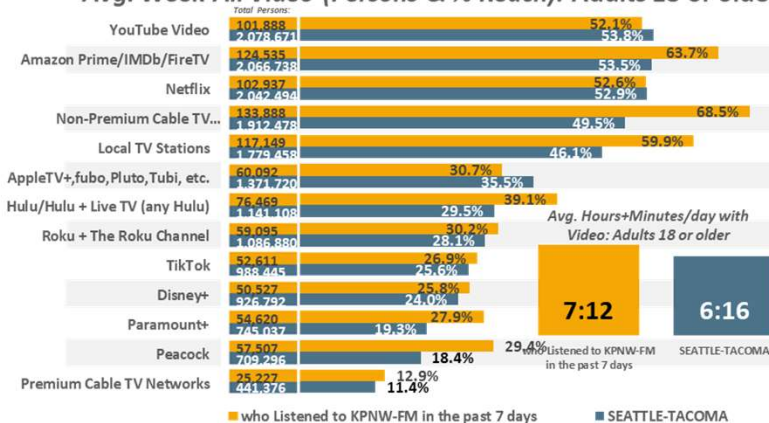
(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM)



115,766 or 59.2% of Adults 18 or older who Listened to KPNW-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 125.4 minutes every day representing 34.9% of all time spent daily with Ad-Supported Video.

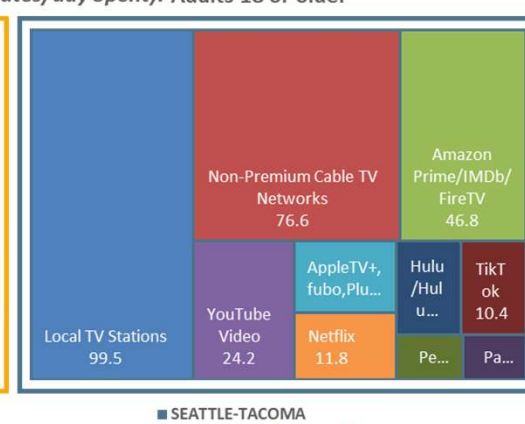
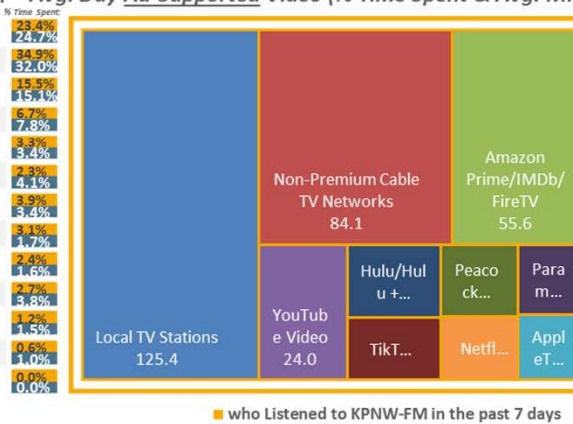
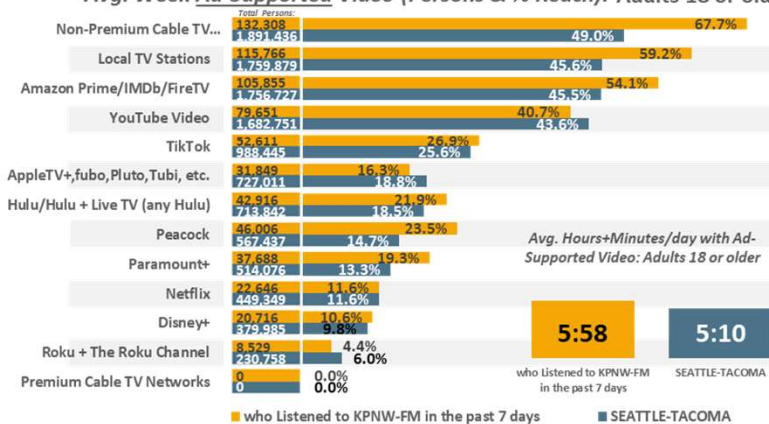
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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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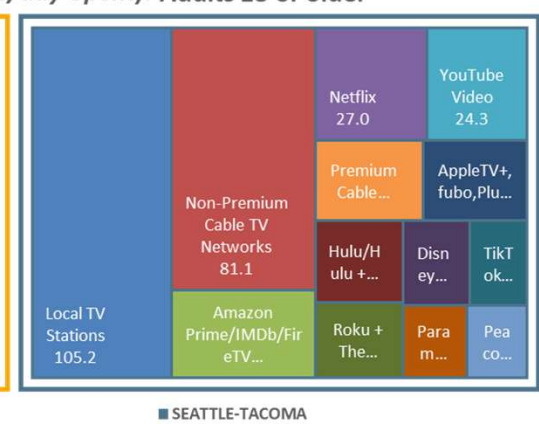
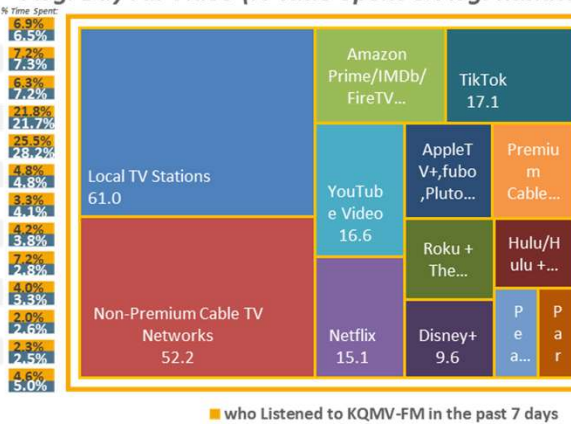
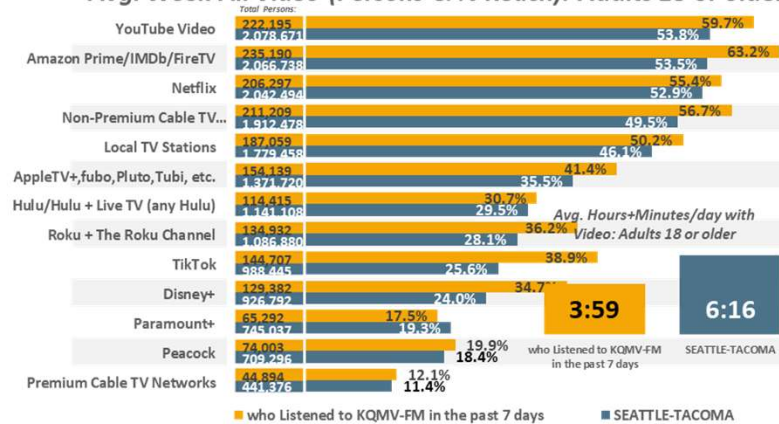
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184,984 or 49.7% of Adults 18 or older who Listened to KQMV-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 57.1 minutes every day representing 28.7% of all time spent daily with Ad-Supported Video.

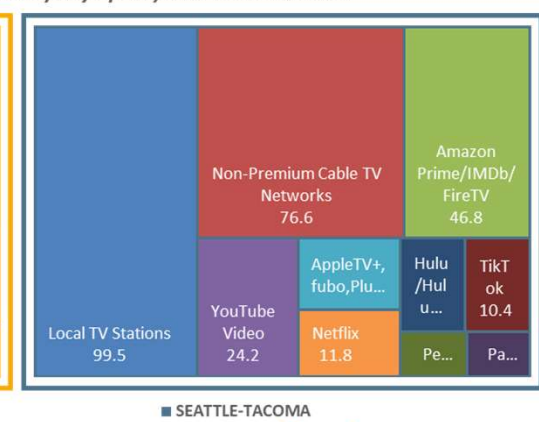
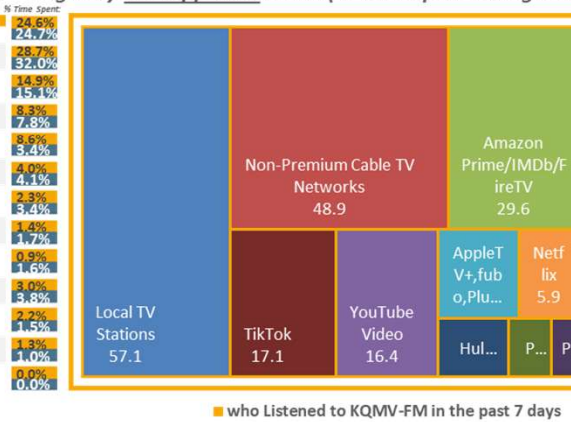
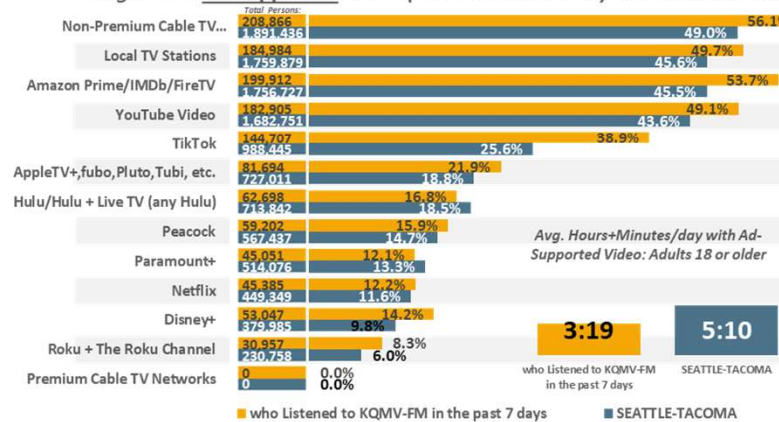
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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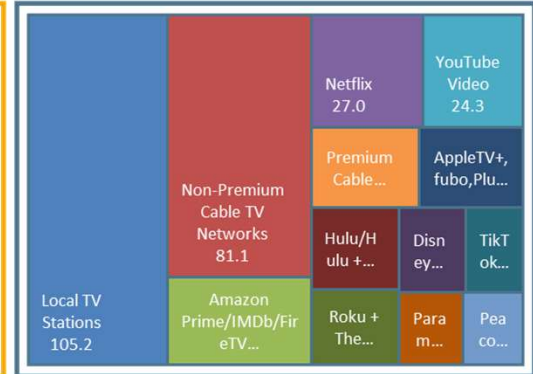
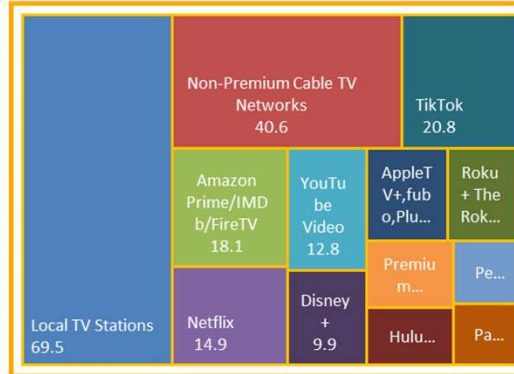
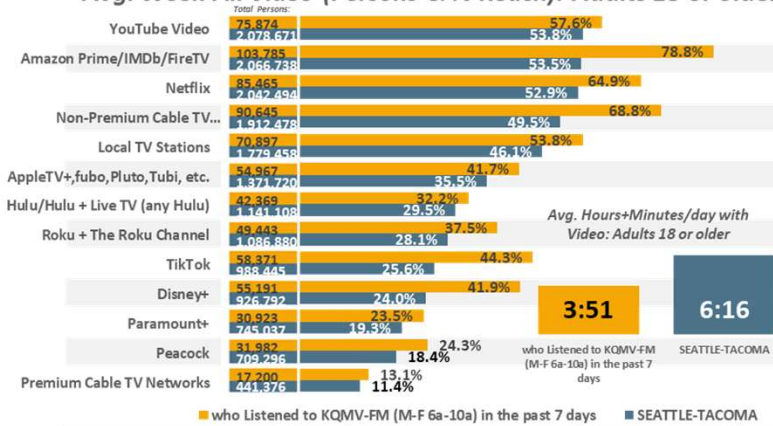
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69,742 or 52.9% of Adults 18 or older who Listened to KQMV-FM (M-F 6a-10a) in the past 7 days watch Ad-Supported Local TV Stations for an average of 66.3 minutes every day representing 34.3% of all time spent daily with Ad-Supported Video.

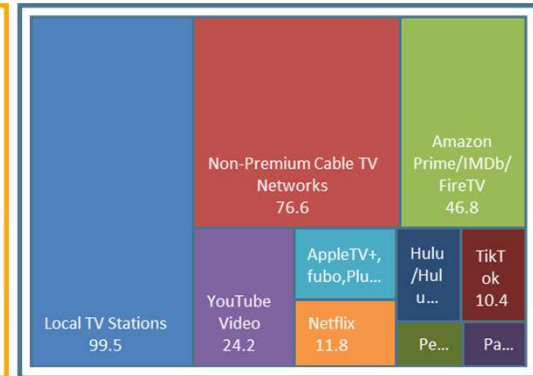
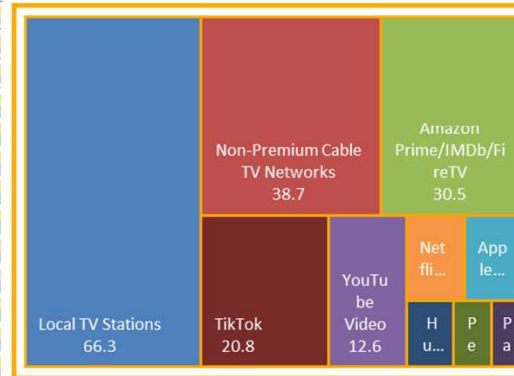
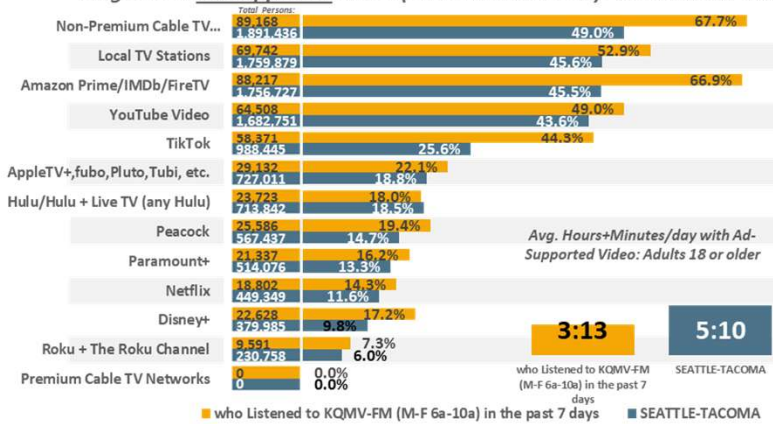
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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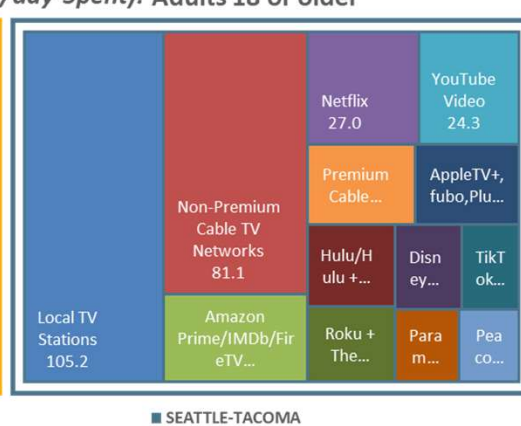
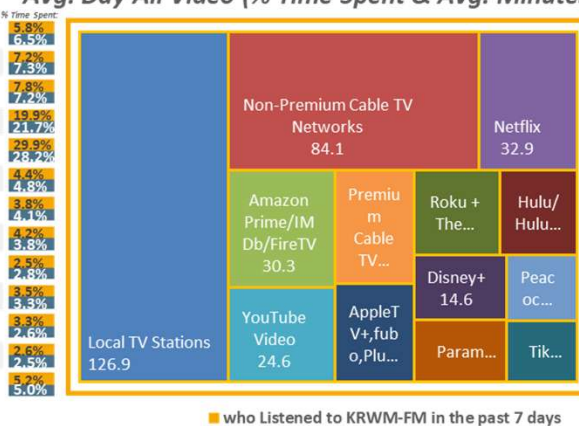
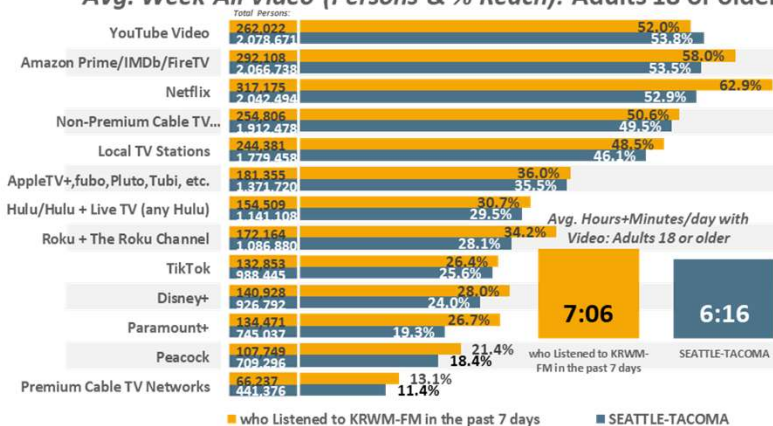
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240,641 or 47.8% of Adults 18 or older who Listened to KRWM-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 116.9 minutes every day representing 33.9% of all time spent daily with Ad-Supported Video.

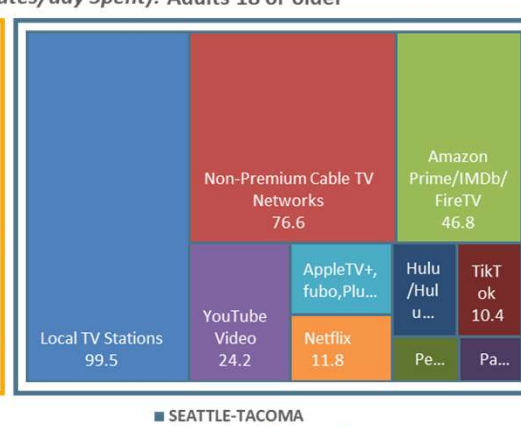
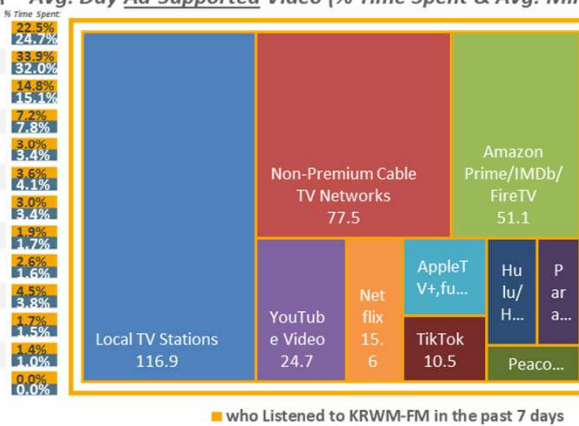
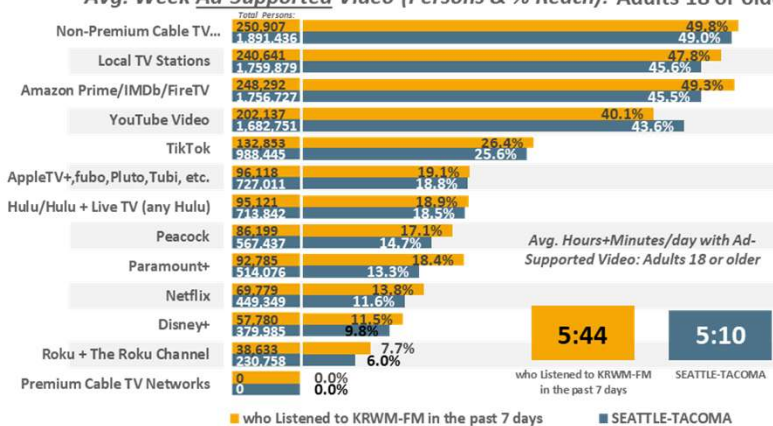
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



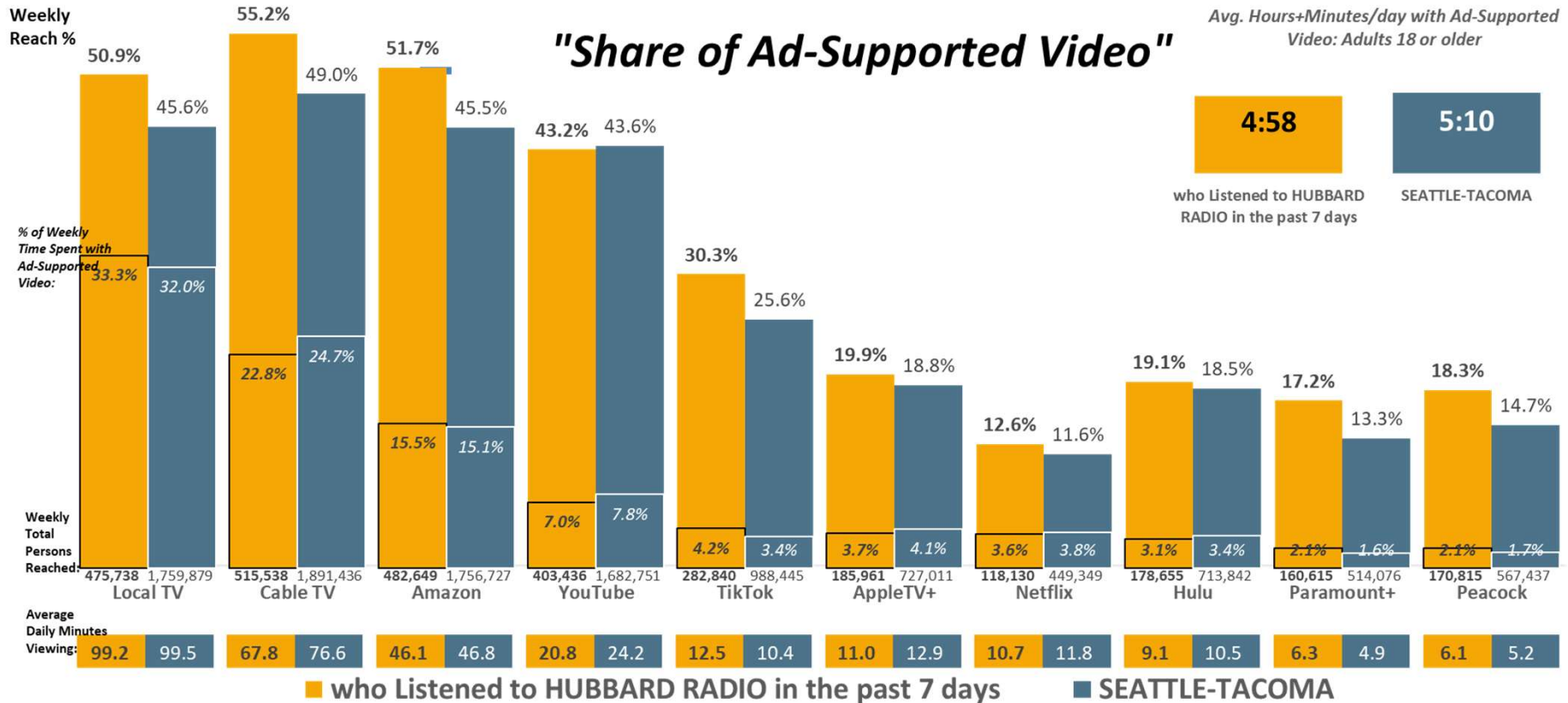
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475,738 or 50.9% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 99.2 minutes every day representing 33.3% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



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SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,731

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(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM)



115,766 or 59.2% of Adults 18 or older who Listened to KPNW-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 125.4 minutes every day representing 34.9% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

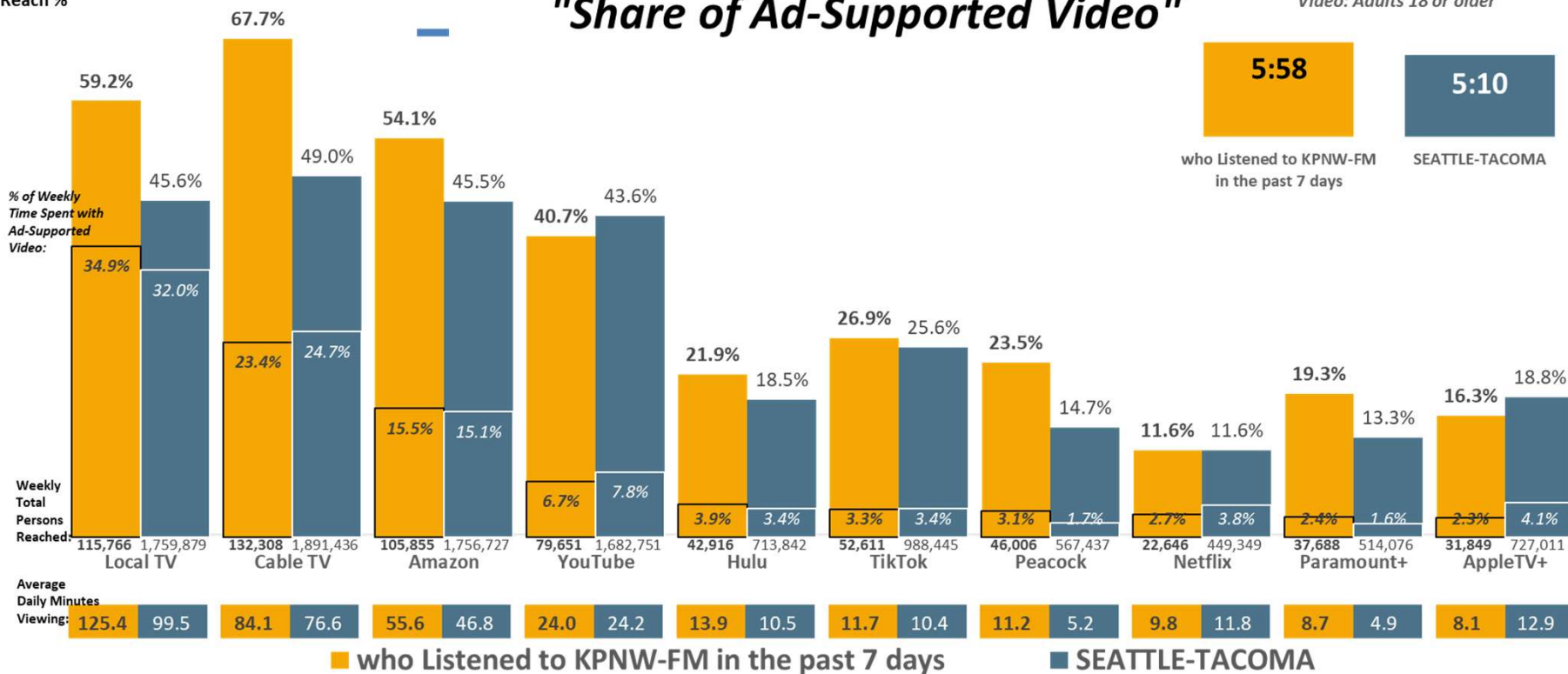
Avg. Hours+Minutes/day with Ad-Supported
Video: Adults 18 or older

5:58

5:10

who Listened to KPNW-FM
in the past 7 days

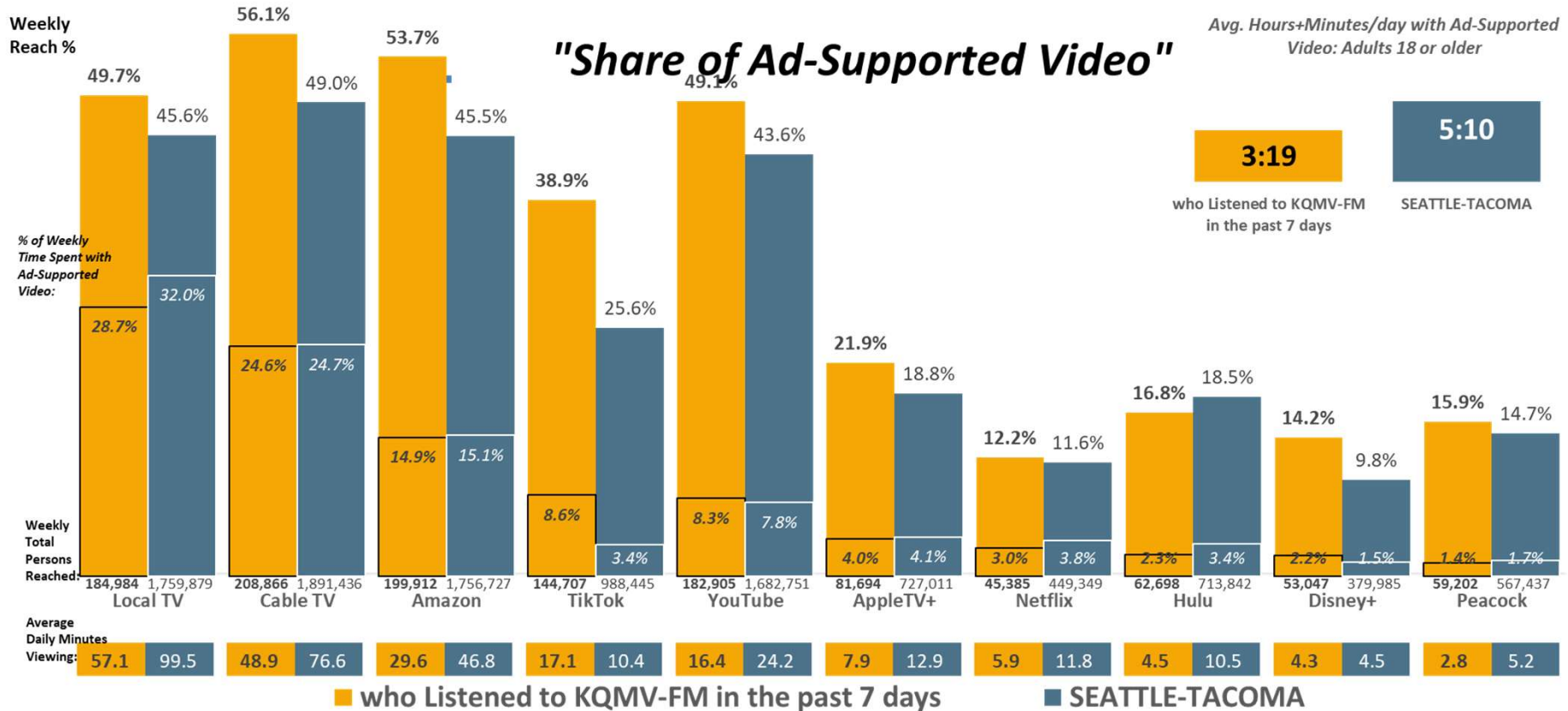
SEATTLE-TACOMA





184,984 or 49.7% of Adults 18 or older who Listened to KQMV-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 57.1 minutes every day representing 28.7% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



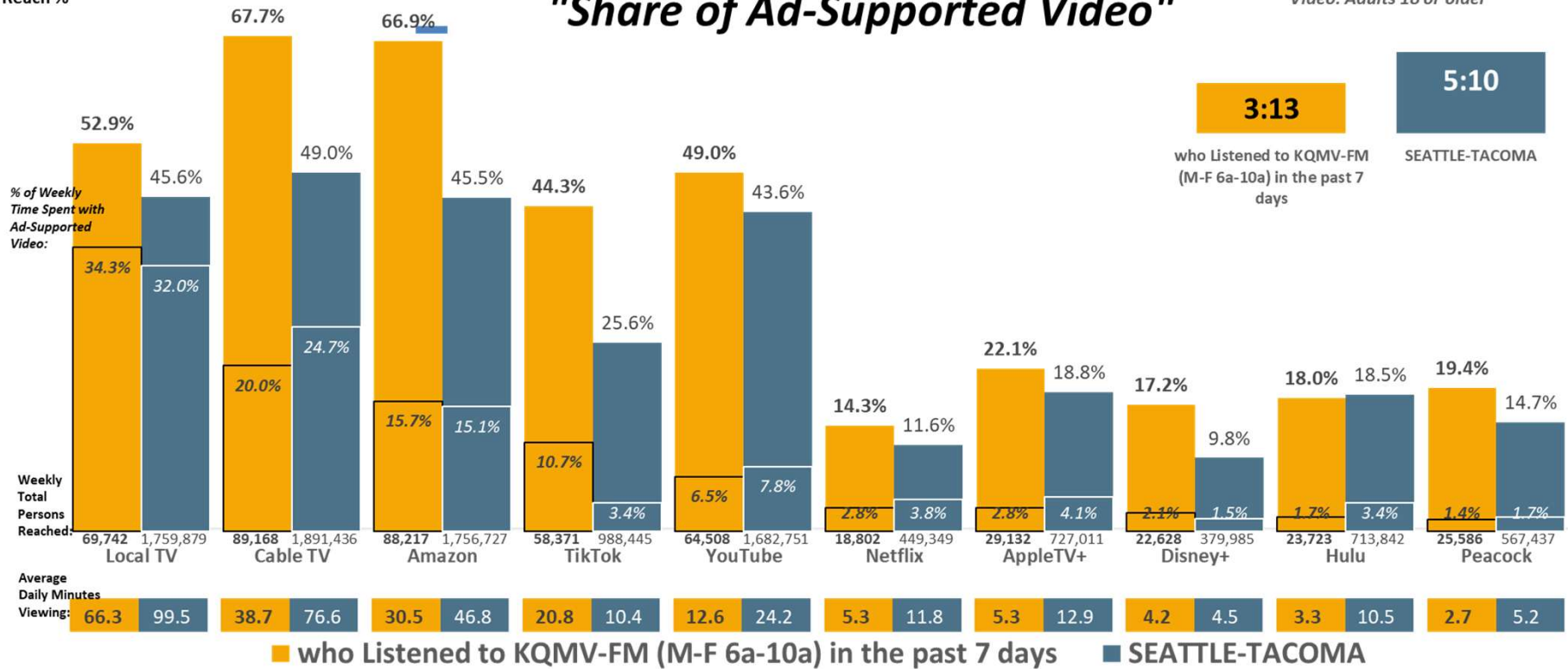


69,742 or 52.9% of Adults 18 or older who Listened to KQMV-FM (M-F 6a-10a) in the past 7 days watch Ad-Supported Local TV Stations for an average of 66.3 minutes every day representing 34.3% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

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

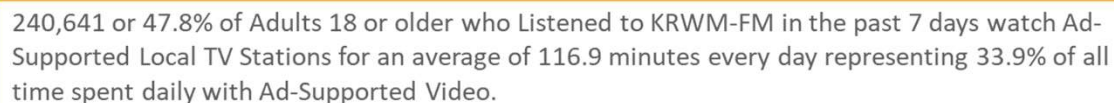


3:13

who Listened to KQMV-FM
(M-F 6a-10a) in the past 7
days

5:10

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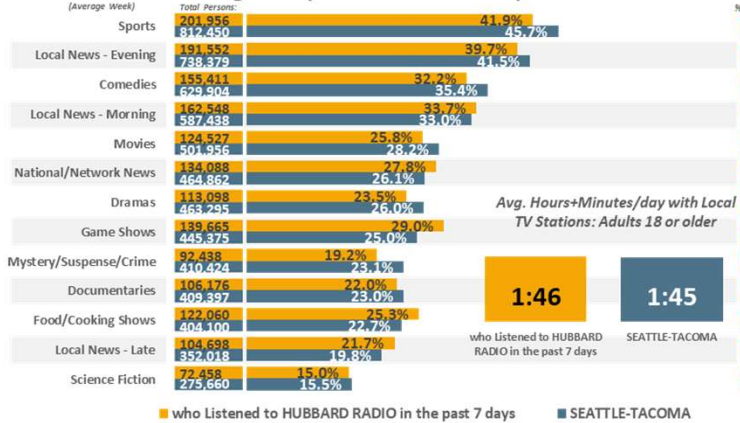
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for Anything

Radio Stations: KRWM-FM

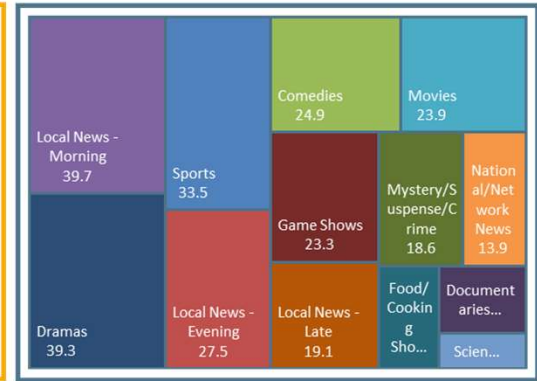
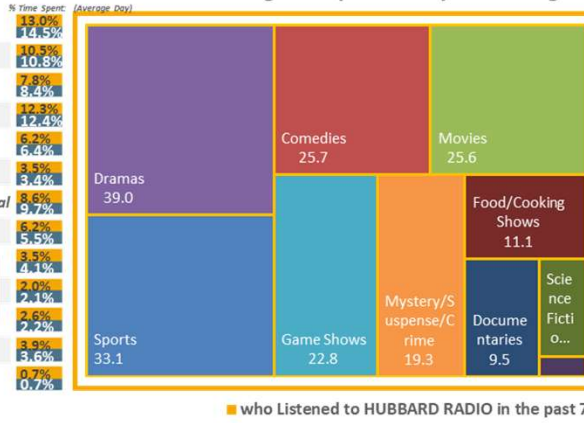


475,738 or 50.9% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and Movies.

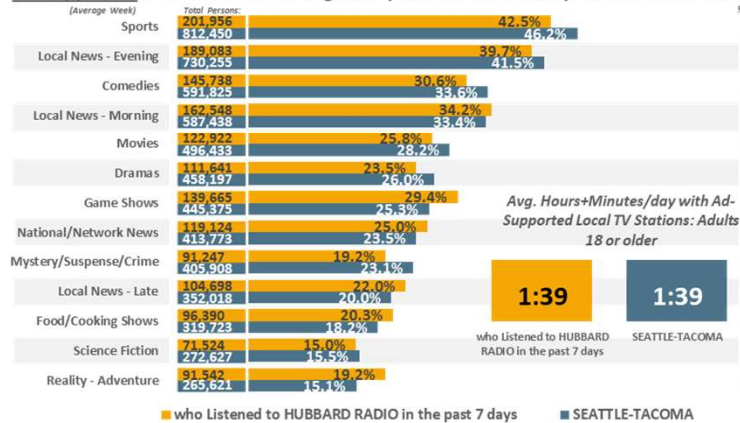
Local TV Station Programs (Persons & % Reach): Adults 18 or older



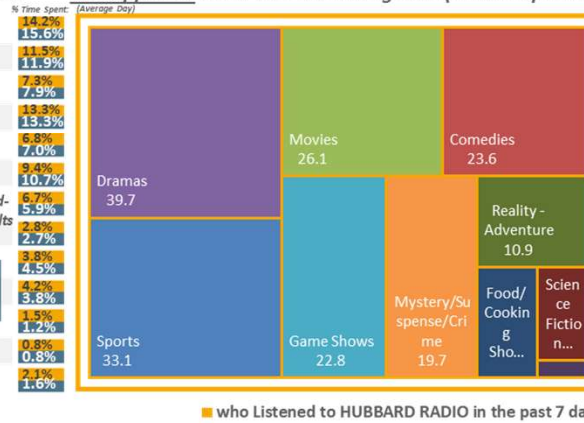
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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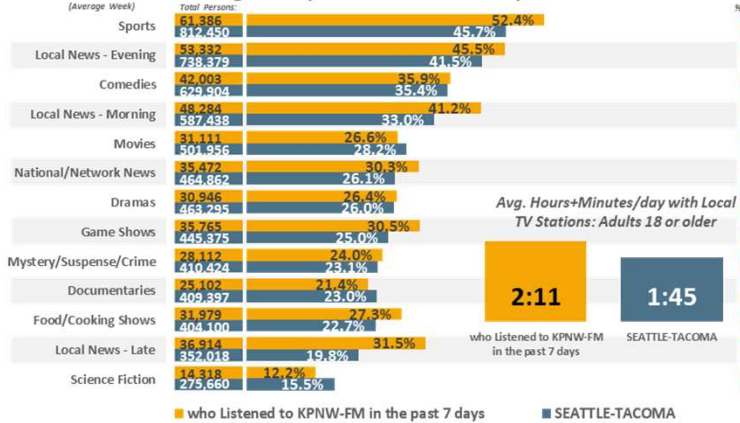
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(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM)

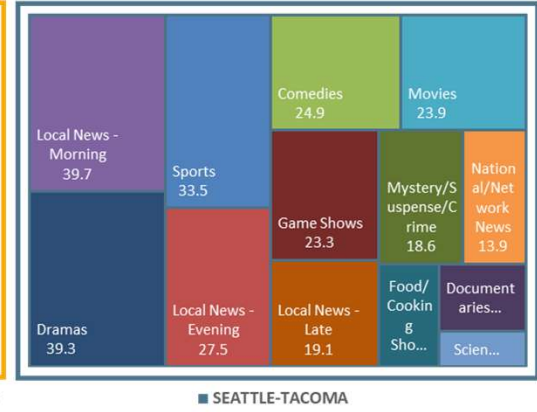
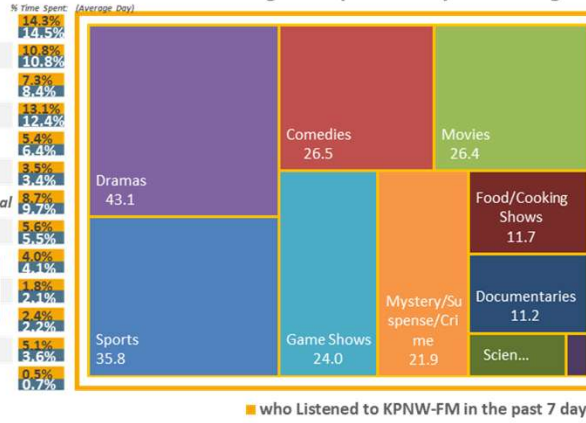


115,766 or 59.2% of Adults 18 or older who Listened to KPNW-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Local News - Late, and Game Shows.

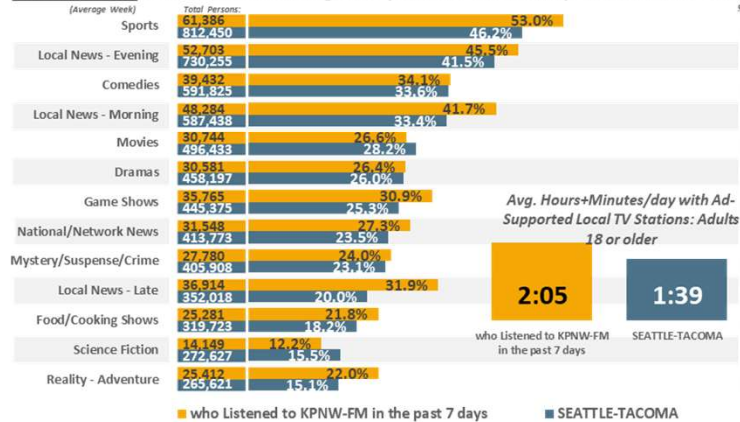
Local TV Station Programs (Persons & % Reach): Adults 18 or older



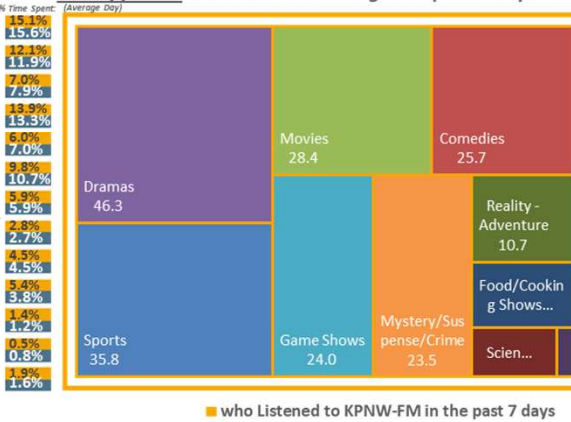
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



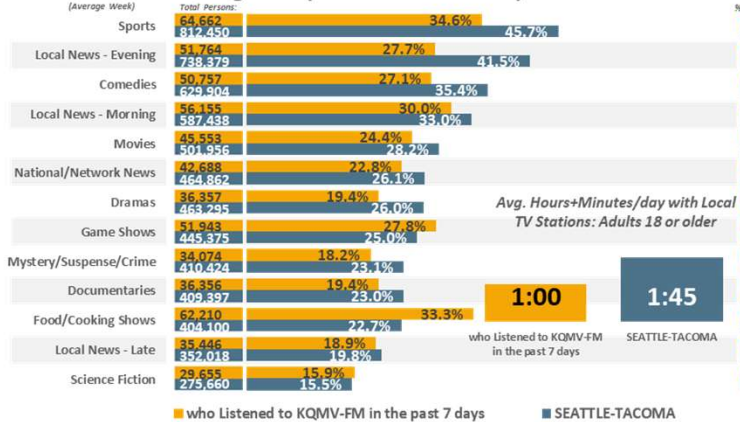
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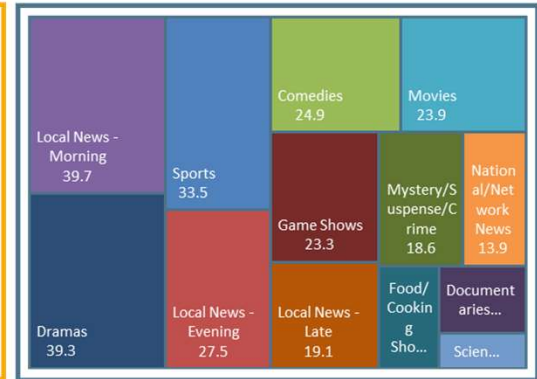
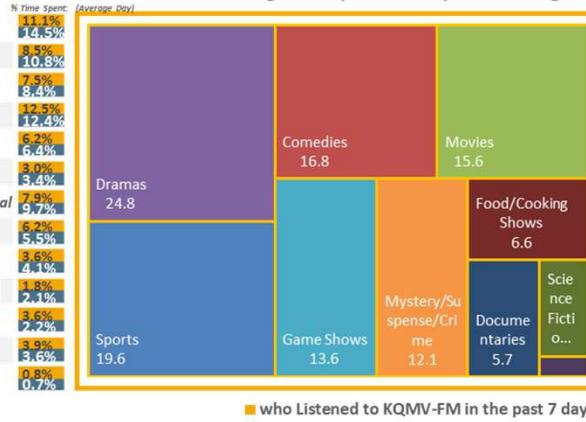


184,984 or 49.7% of Adults 18 or older who Listened to KQMV-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Game Shows, Local News - Evening, Food/Cooking Shows, and Comedies.

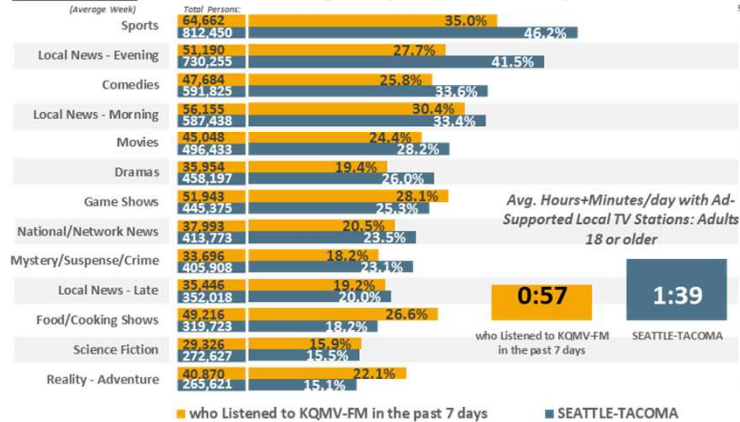
Local TV Station Programs (Persons & % Reach): Adults 18 or older



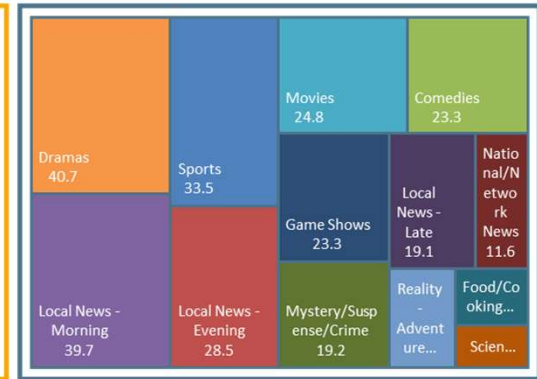
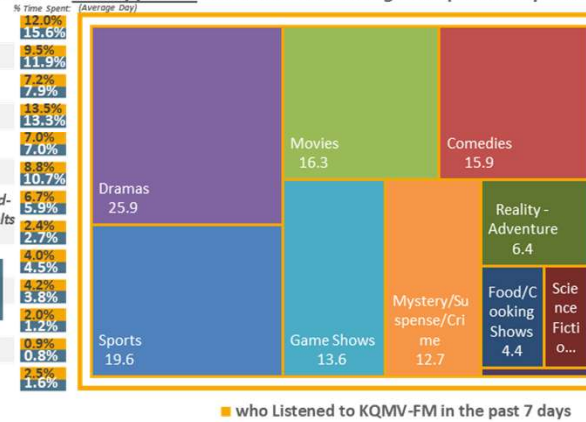
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



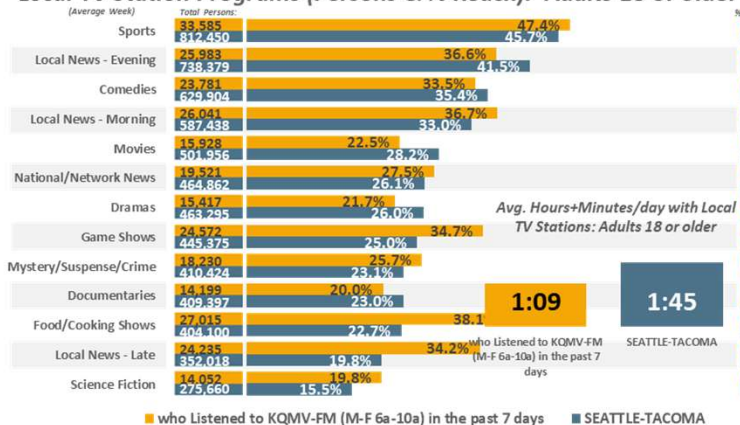
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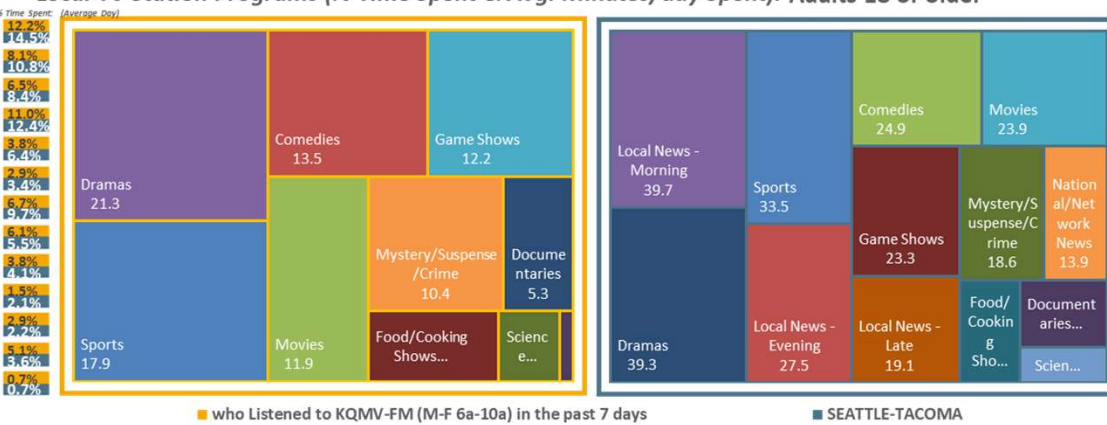


69,742 or 52.9% of Adults 18 or older who Listened to KQMV-FM (M-F 6a-10a) in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Reality - Adventure, Local News - Morning, Local News - Evening, Game Shows, and Local News

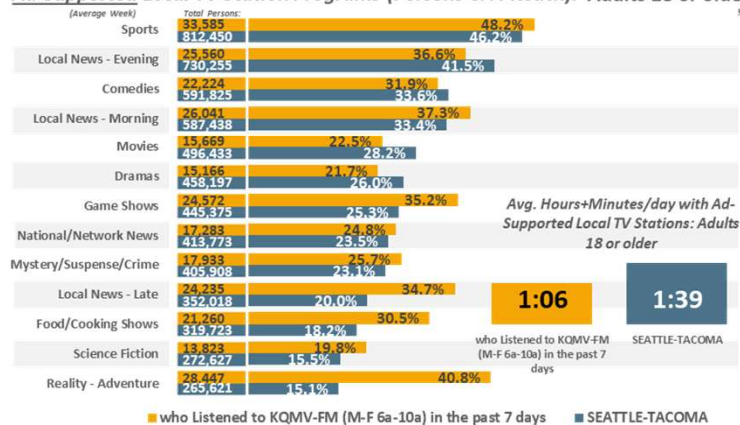
Local TV Station Programs (Persons & % Reach): Adults 18 or older



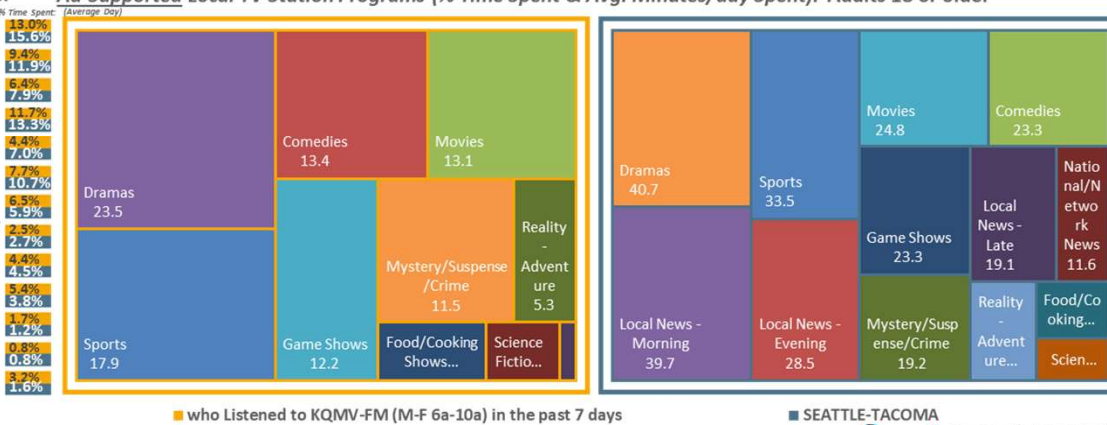
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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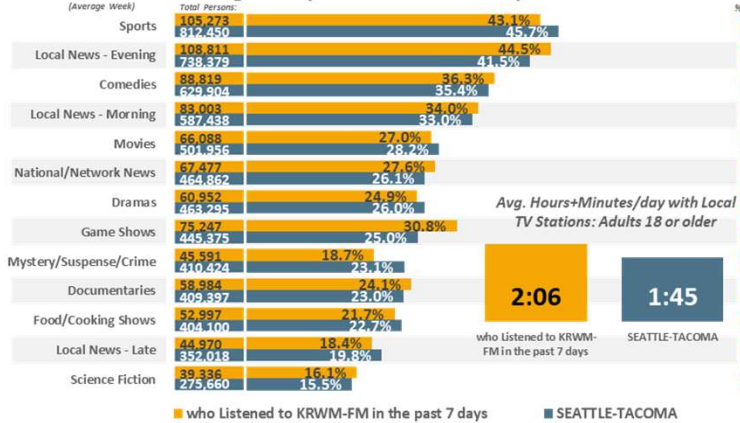
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Radio Stations: KQMV-FM M-F 6A-10A

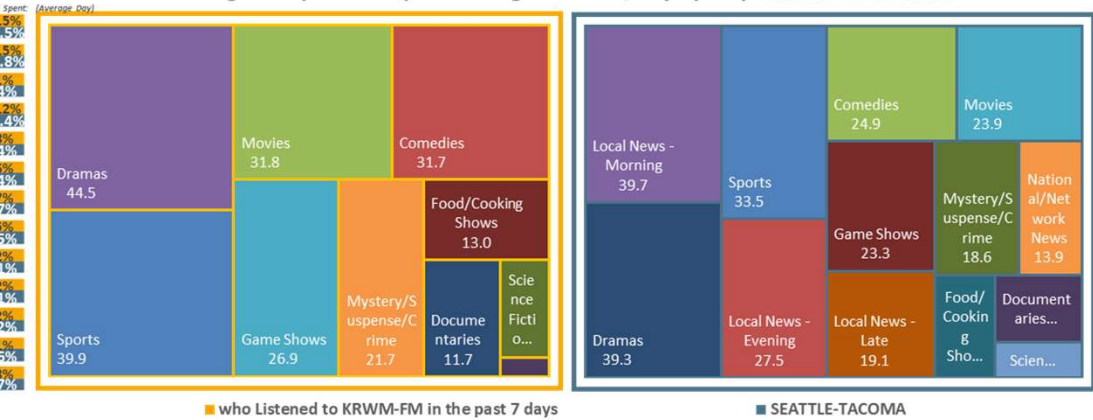


240,641 or 47.8% of Adults 18 or older who Listened to KRWM-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Local News - Morning, Game Shows, and Movies.

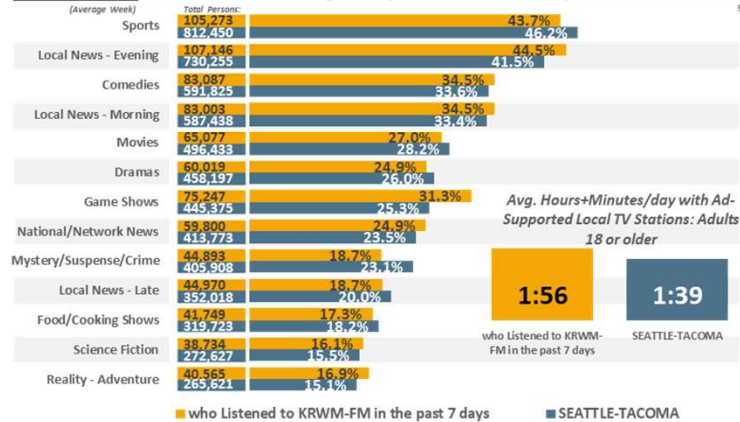
Local TV Station Programs (Persons & % Reach): Adults 18 or older



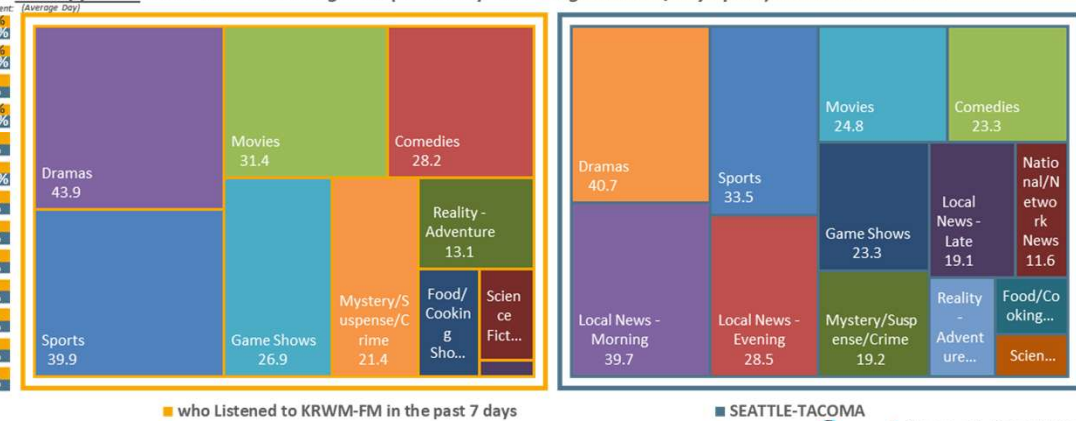
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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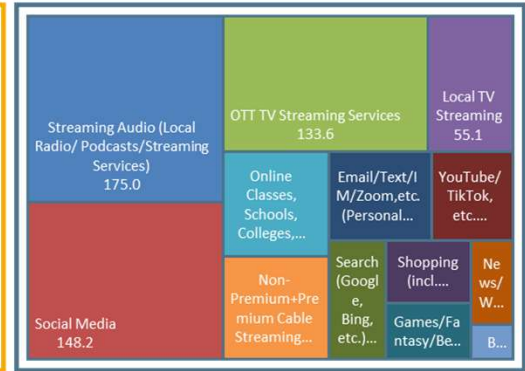
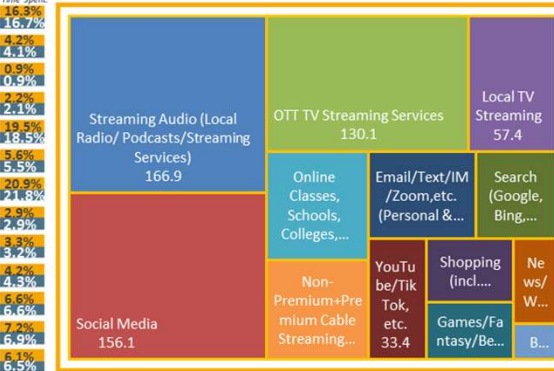
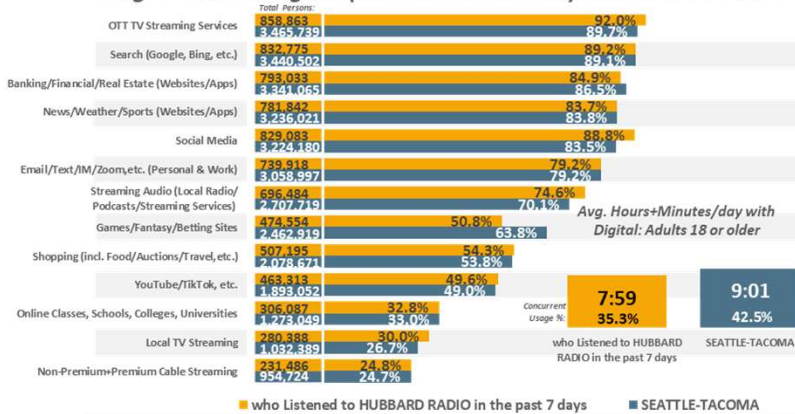
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734,405 or 78.6% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days use Ad-Supported Social Media for an average of 138.2 minutes every day representing 23.4% of all time spent daily with Ad-Supported Digital Media.

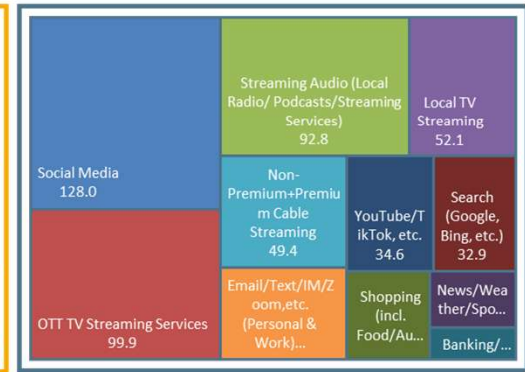
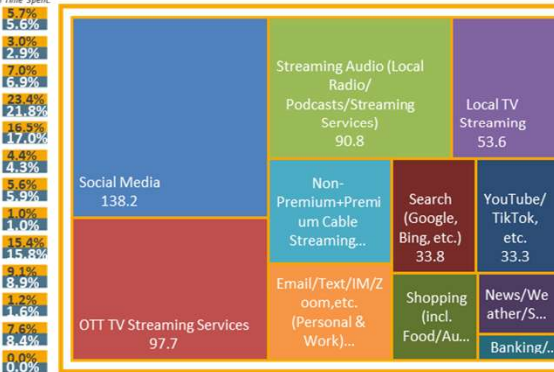
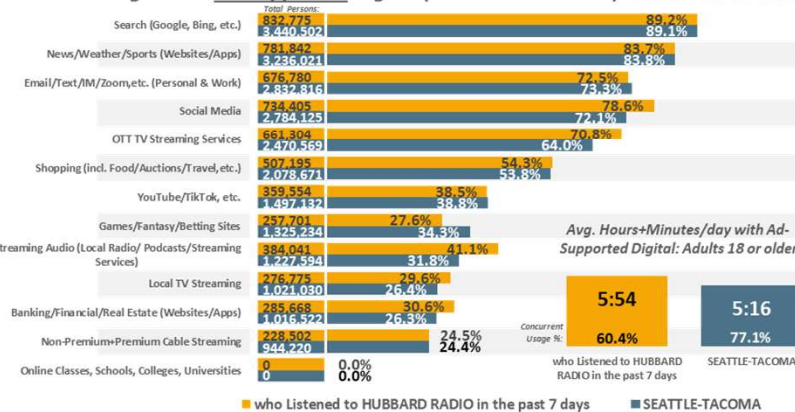
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



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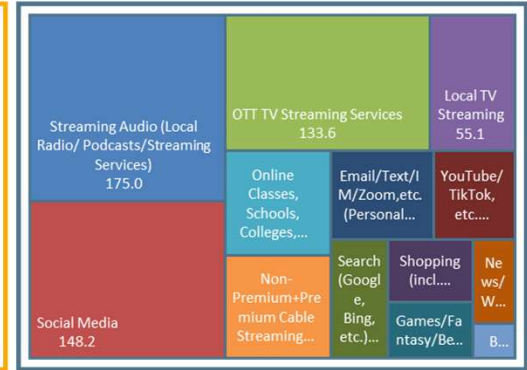
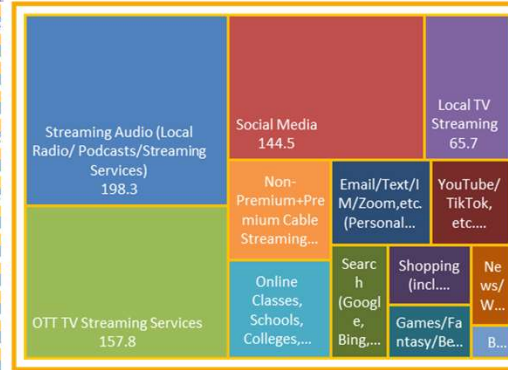
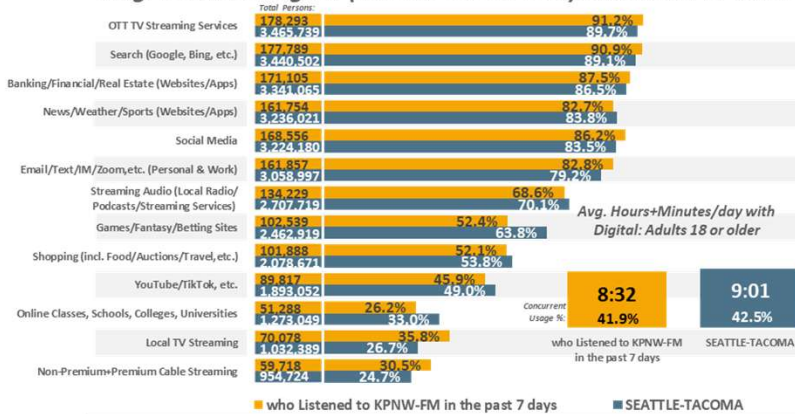
(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM)



152,657 or 78.1% of Adults 18 or older who Listened to KPNW-FM in the past 7 days use Ad-Supported Social Media for an average of 130.8 minutes every day representing 20.7% of all time spent daily with Ad-Supported Digital Media.

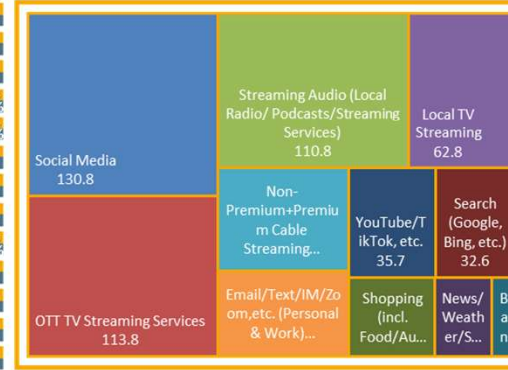
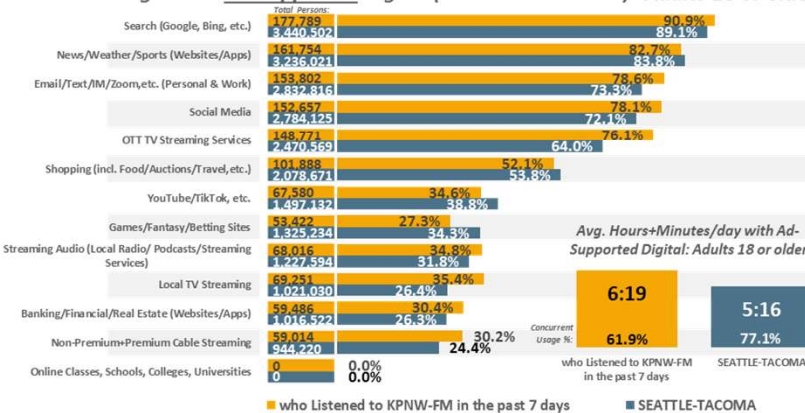
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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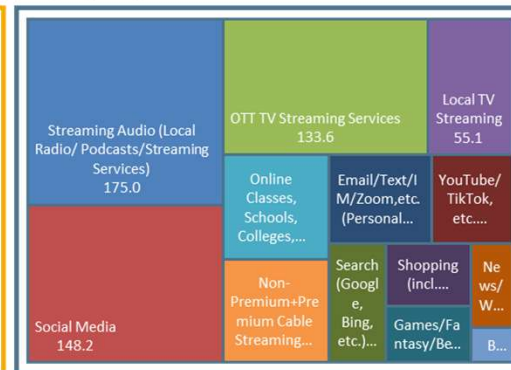
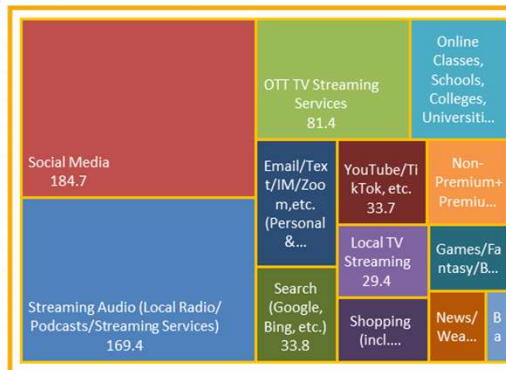
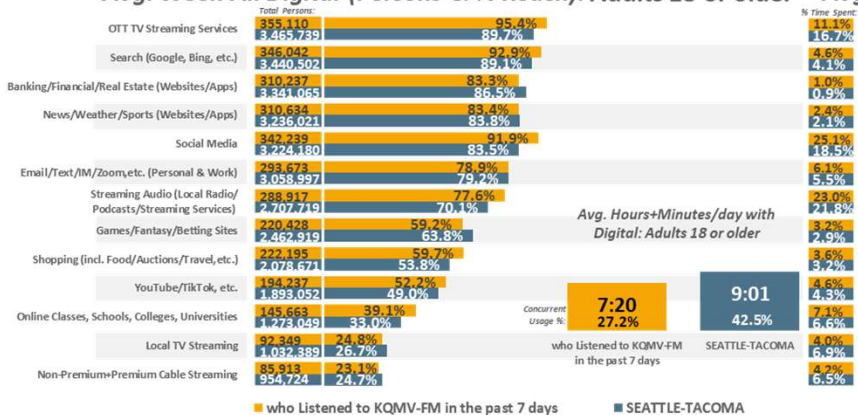
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292,547 or 78.6% of Adults 18 or older who Listened to KQMV-FM in the past 7 days use Ad-Supported Social Media for an average of 157.9 minutes every day representing 30.% of all time spent daily with Ad-Supported Digital Media.

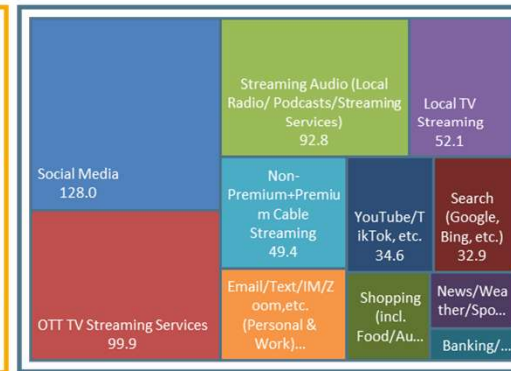
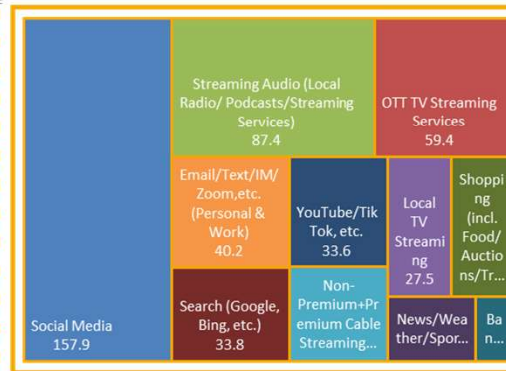
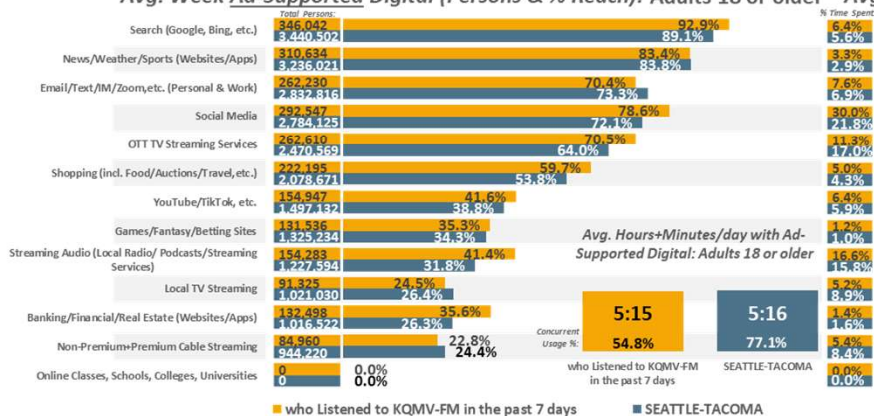
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 351
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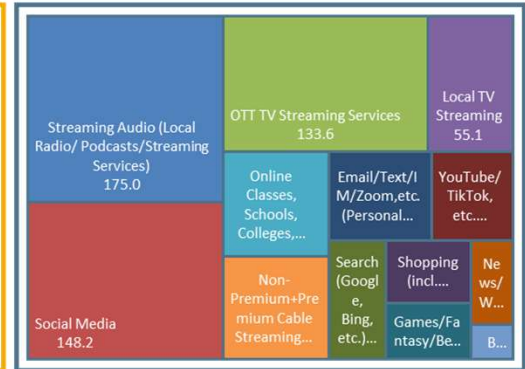
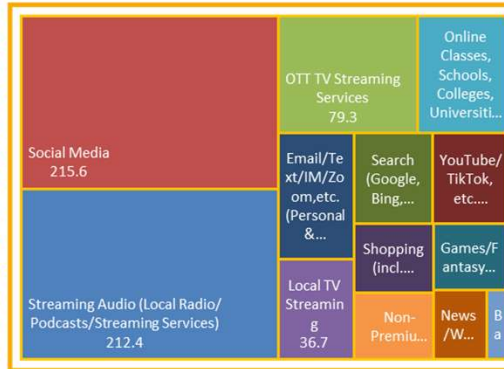
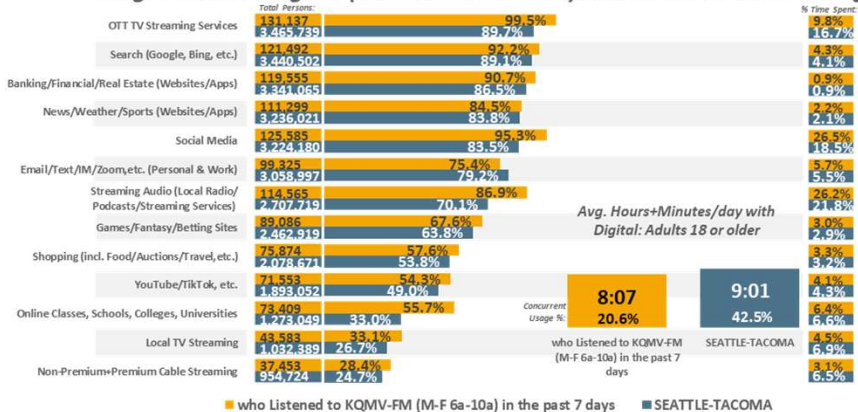
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106,264 or 80.6% of Adults 18 or older who Listened to KQMV-FM (M-F 6a-10a) in the past 7 days use Ad-Supported Social Media for an average of 182.4 minutes every day representing 31.8% of all time spent daily with Ad-Supported Digital Media.

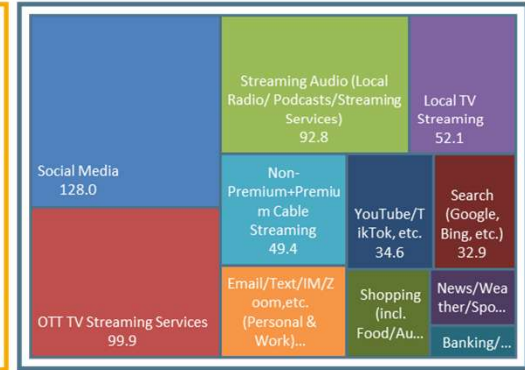
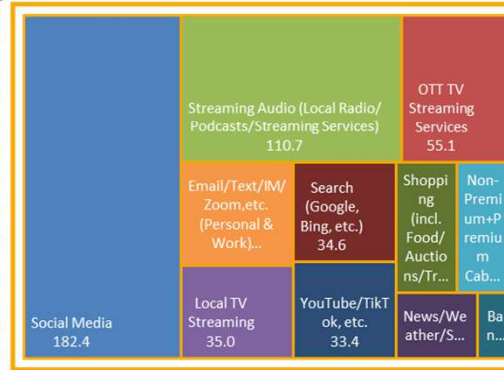
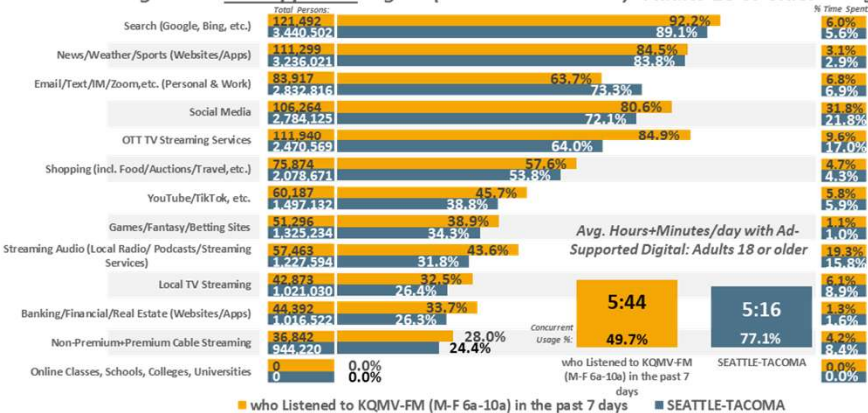
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 125
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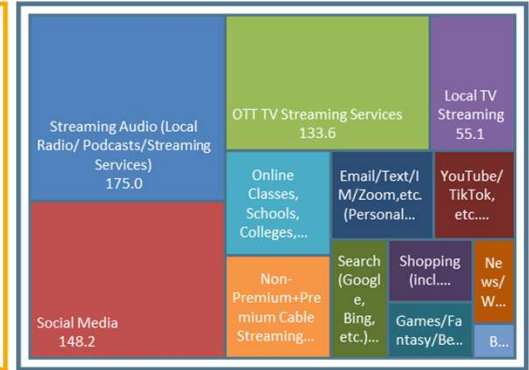
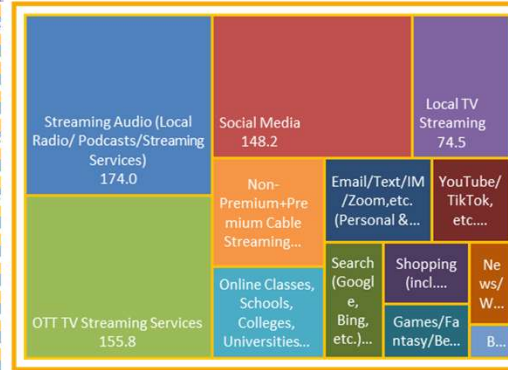
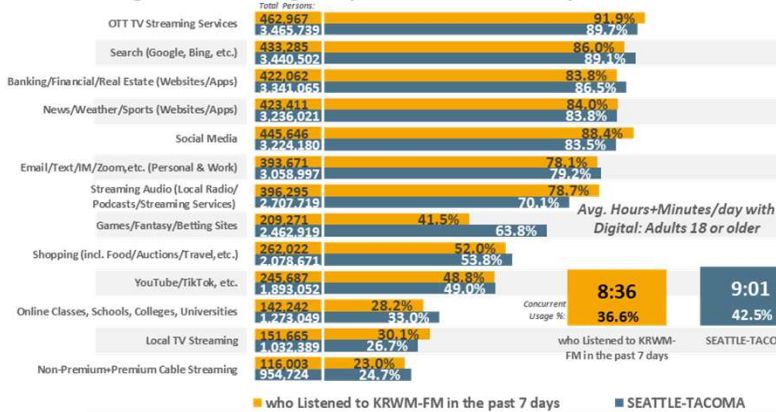
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403,681 or 80.1% of Adults 18 or older who Listened to KRWM-FM in the past 7 days use Ad-Supported Social Media for an average of 134.2 minutes every day representing 20.9% of all time spent daily with Ad-Supported Digital Media.

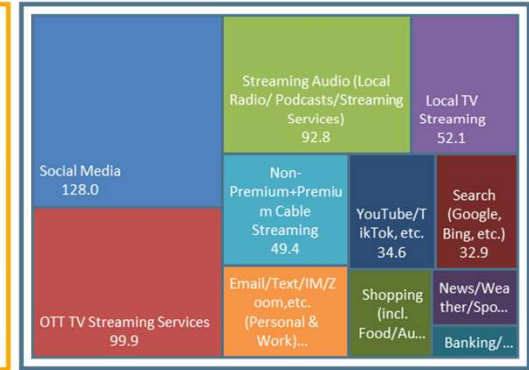
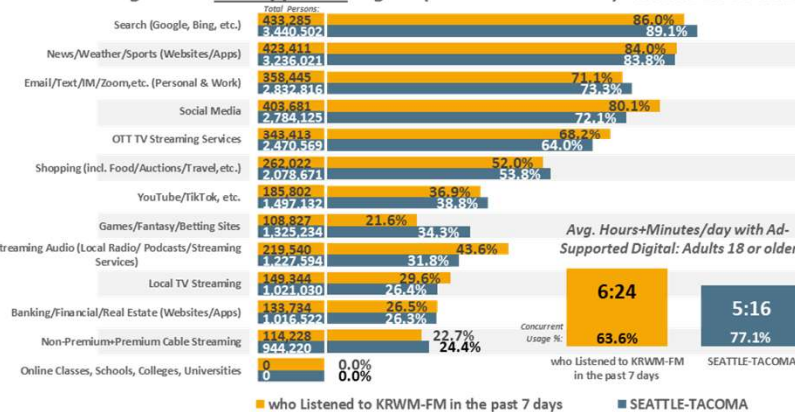
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



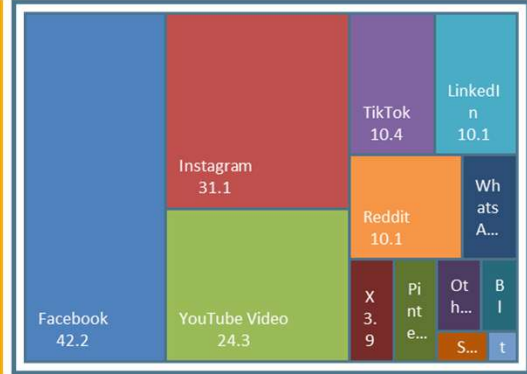
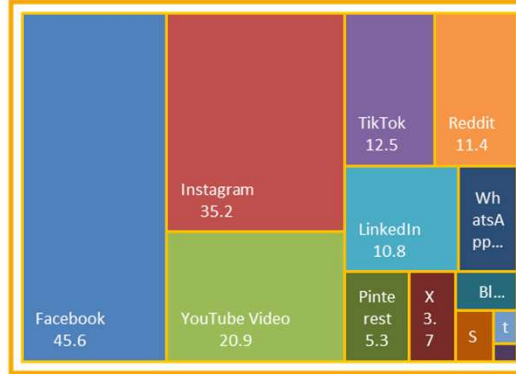
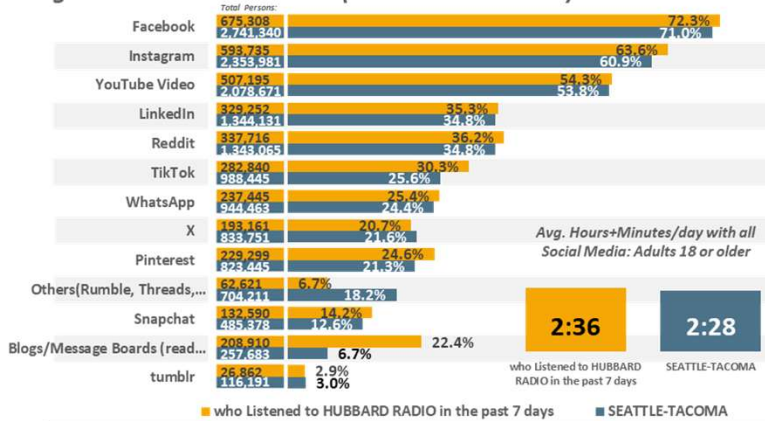
SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 450
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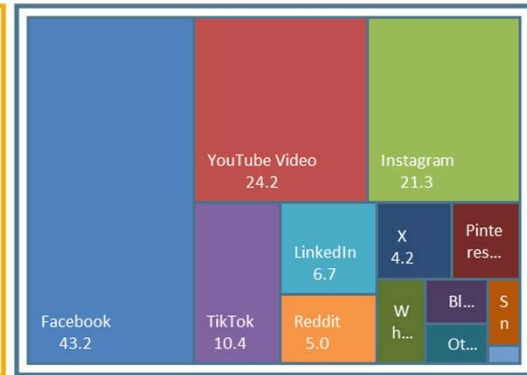
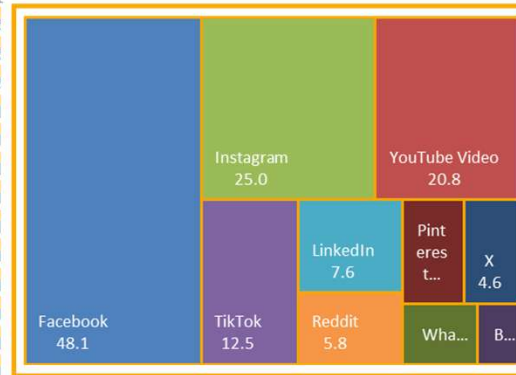
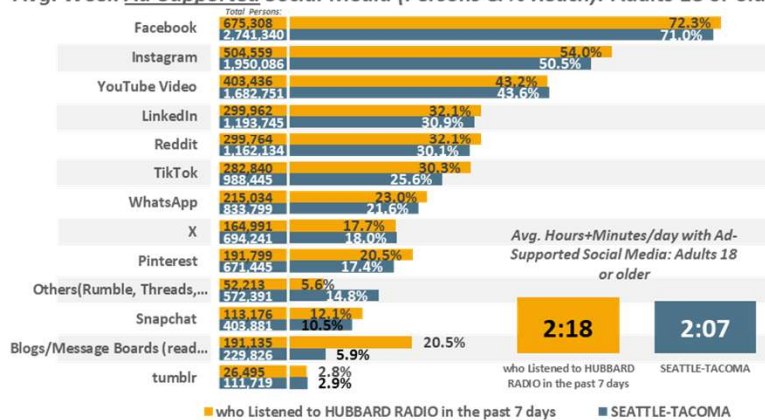


675,308 or 72.3% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days use Ad-Supported Facebook for an average of 48.1 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.

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



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



SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 881
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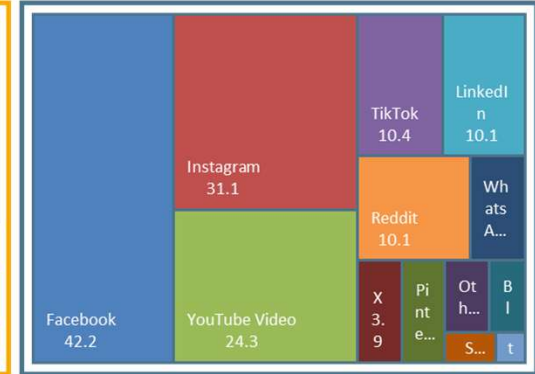
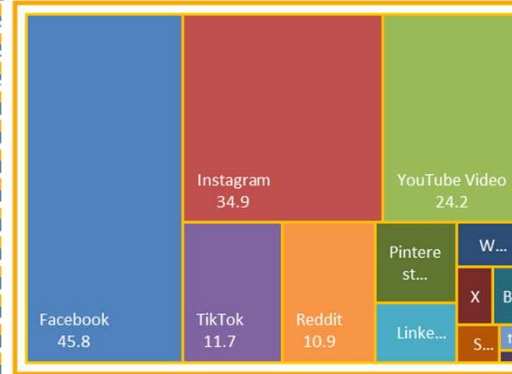
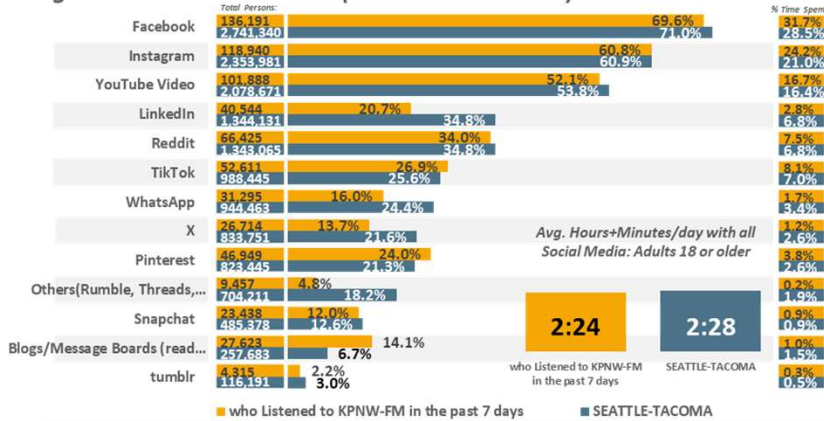
soefa.ai Share of Everything for Anything

(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM)

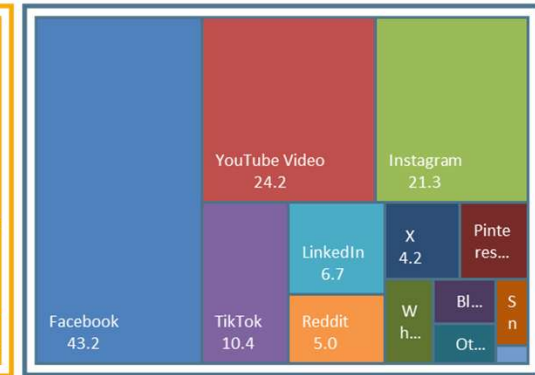
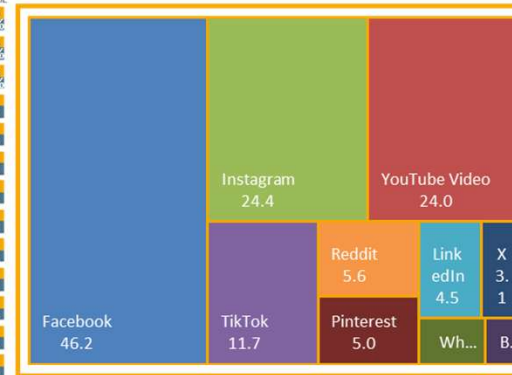
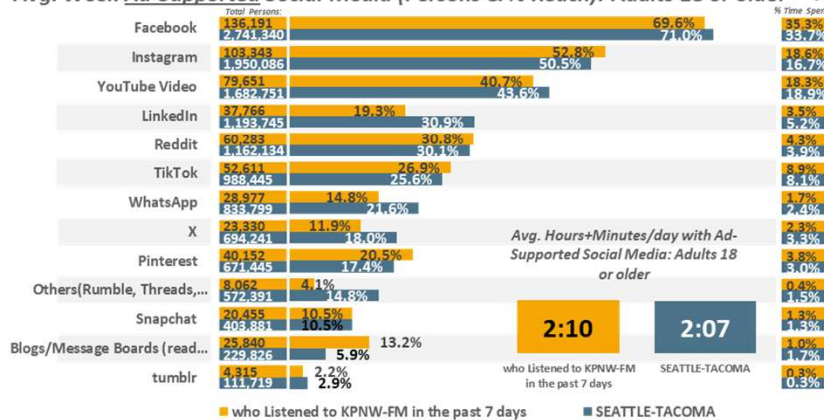


136,191 or 69.6% of Adults 18 or older who Listened to KPNW-FM in the past 7 days use Ad-Supported Facebook for an average of 46.2 minutes every day representing 35.3% of all time spent daily with Ad-Supported Social Media.

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**



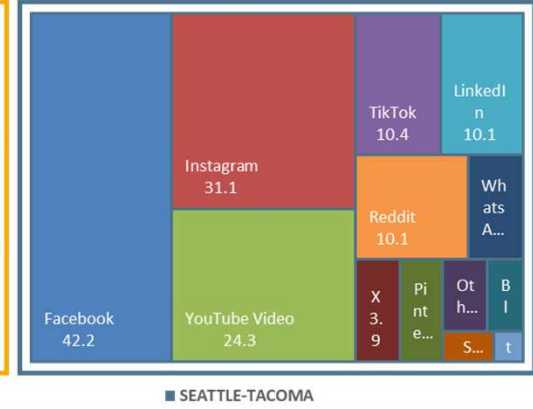
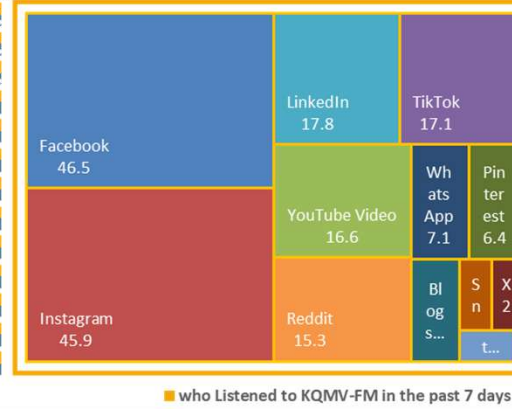
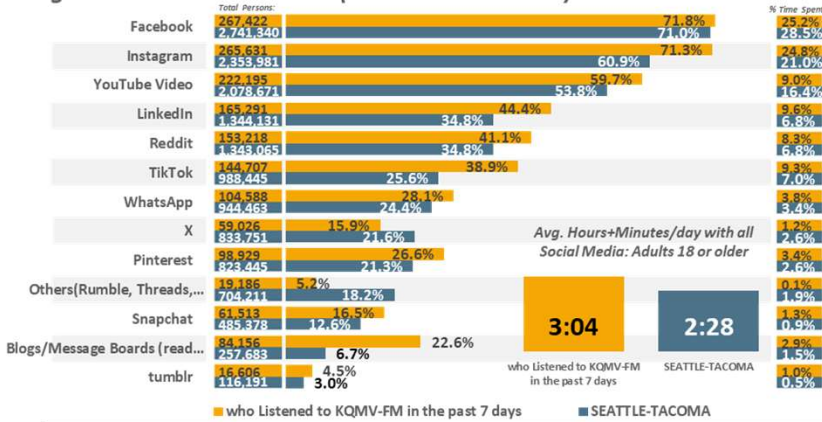
SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 207
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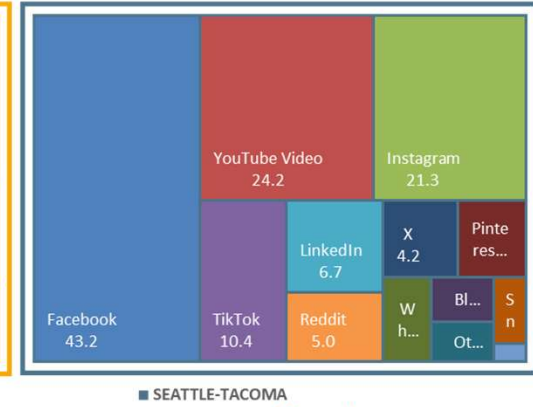
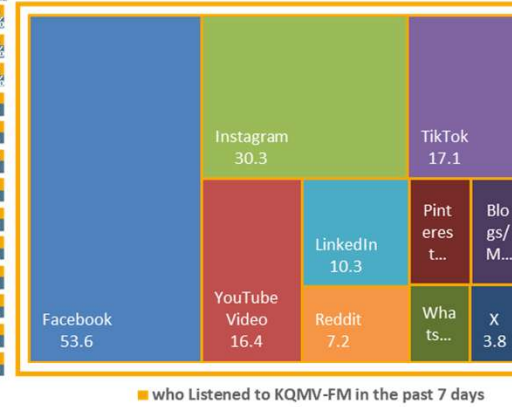
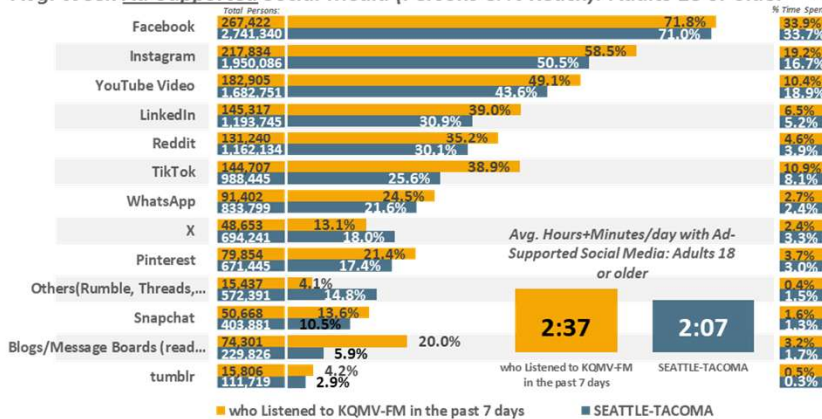


267,422 or 71.8% of Adults 18 or older who Listened to KQMV-FM in the past 7 days use Ad-Supported Facebook for an average of 53.6 minutes every day representing 33.9% of all time spent daily with Ad-Supported Social Media.

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**



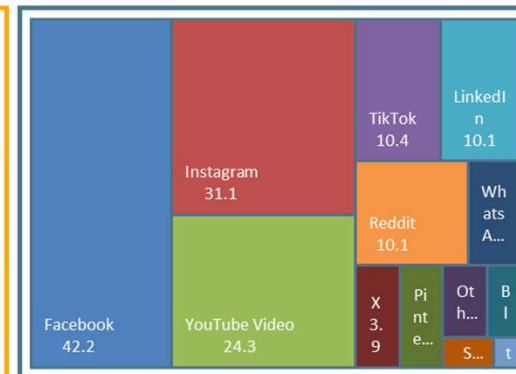
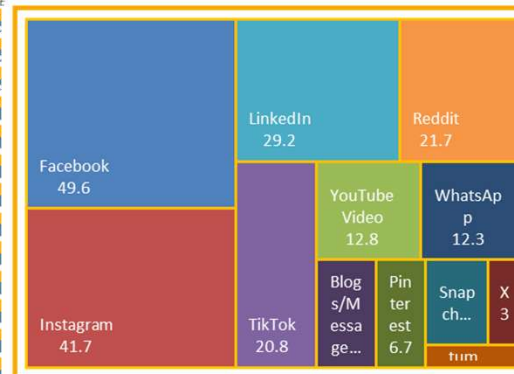
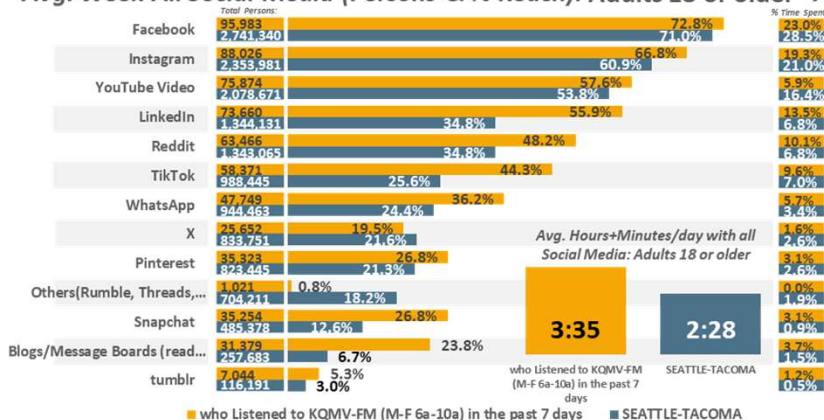
SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 351
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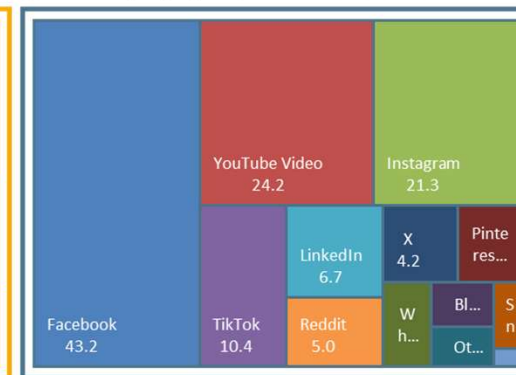
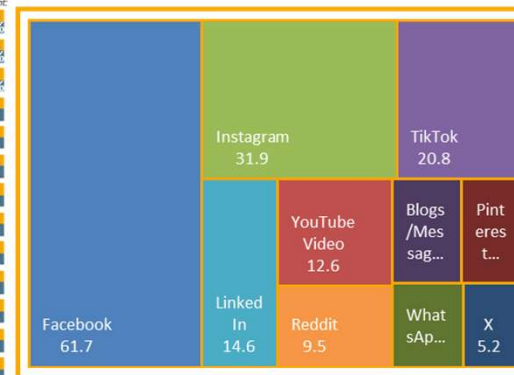
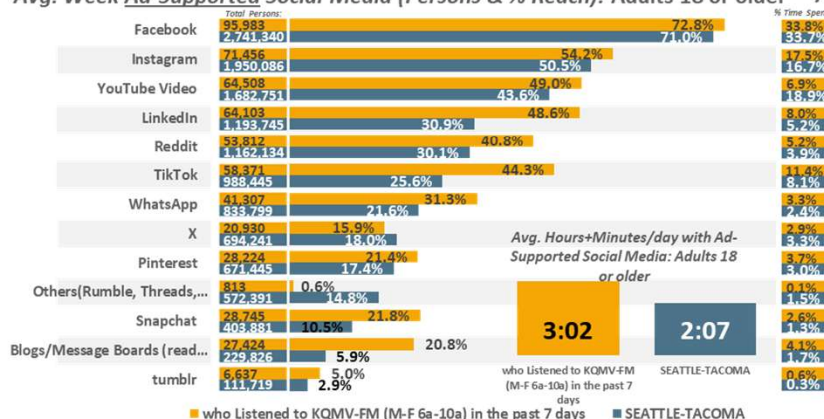


95,983 or 72.8% of Adults 18 or older who Listened to KQMV-FM (M-F 6a-10a) in the past 7 days use Ad-Supported Facebook for an average of 61.7 minutes every day representing 33.8% of all time spent daily with Ad-Supported Social Media.

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



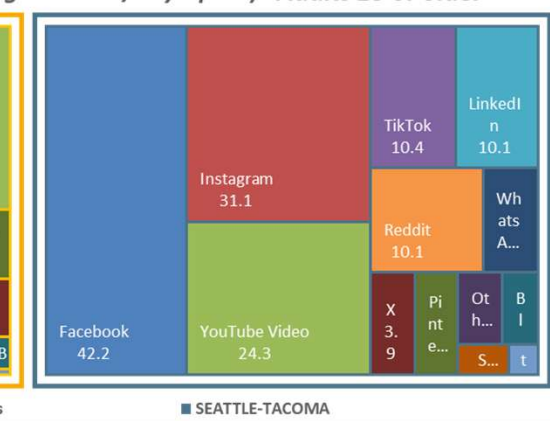
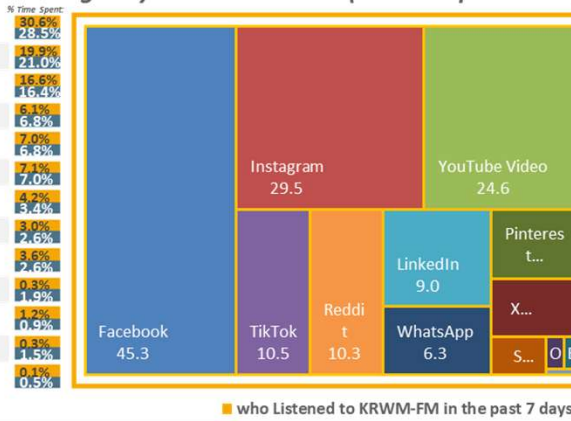
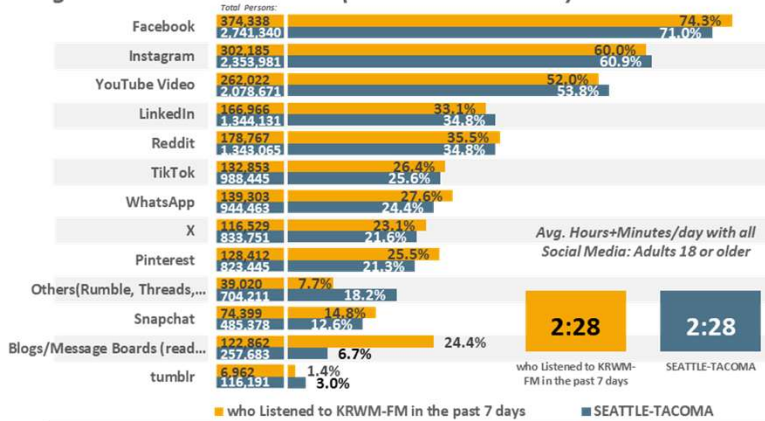
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



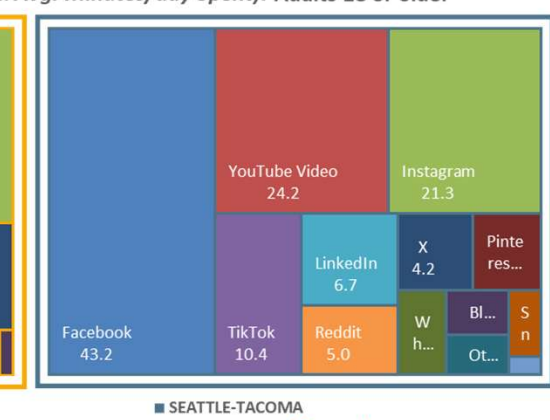
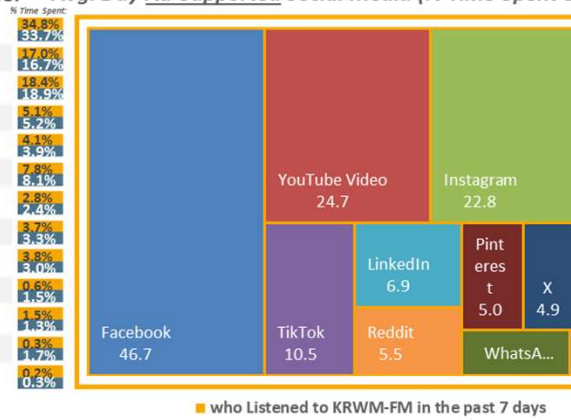
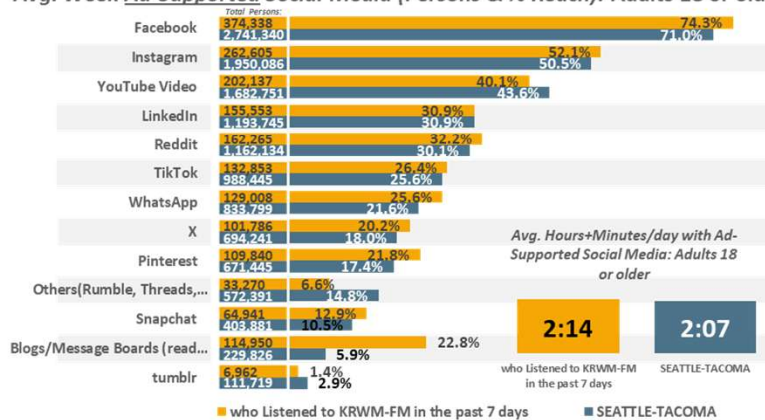


374,338 or 74.3% of Adults 18 or older who Listened to KRWM-FM in the past 7 days use Ad-Supported Facebook for an average of 46.7 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.

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



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



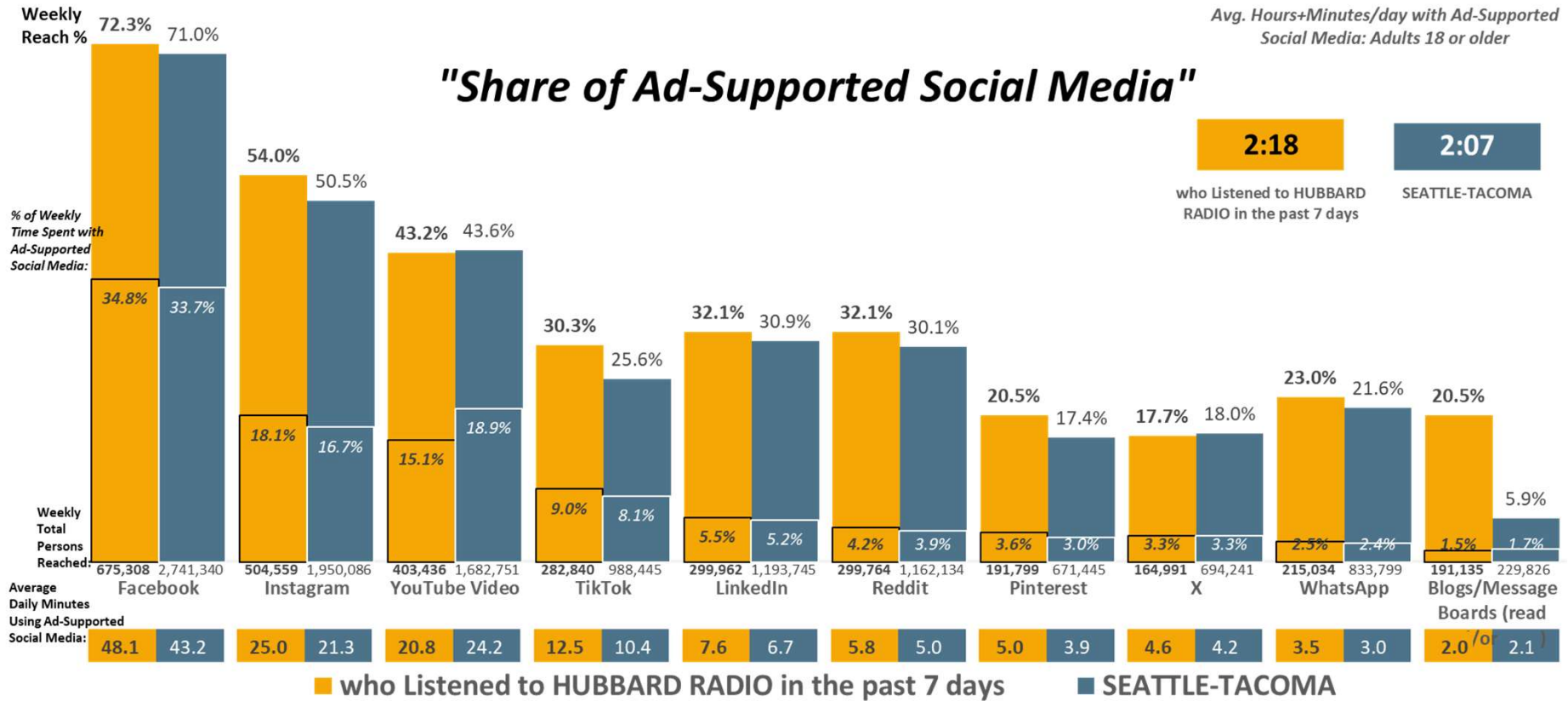
SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 450
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675,308 or 72.3% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days use Ad-Supported Facebook for an average of 48.1 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 881 SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,731
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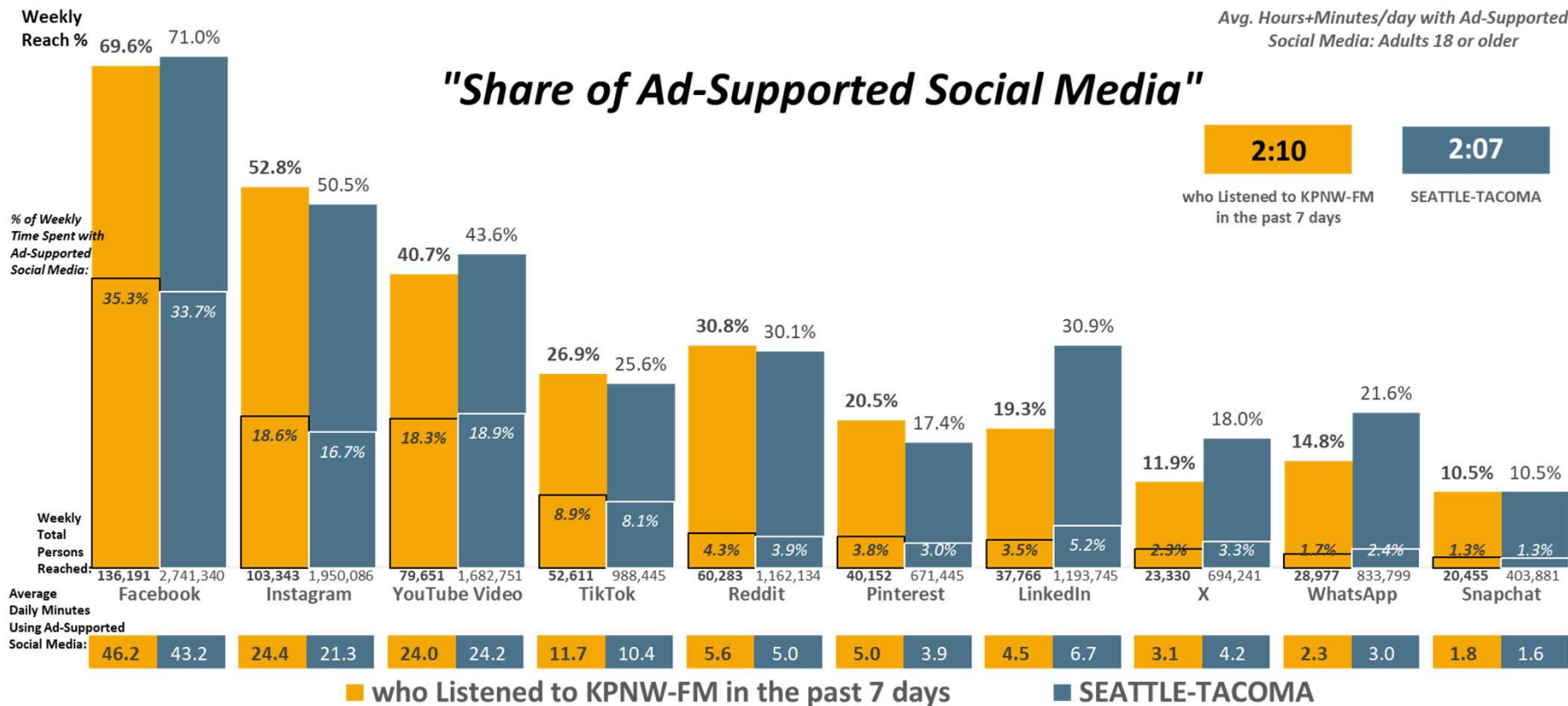
soefa.ai Share of Everything for Anything

(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM)



136,191 or 69.6% of Adults 18 or older who Listened to KPNW-FM in the past 7 days use Ad-Supported Facebook for an average of 46.2 minutes every day representing 35.3% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 207 SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,731
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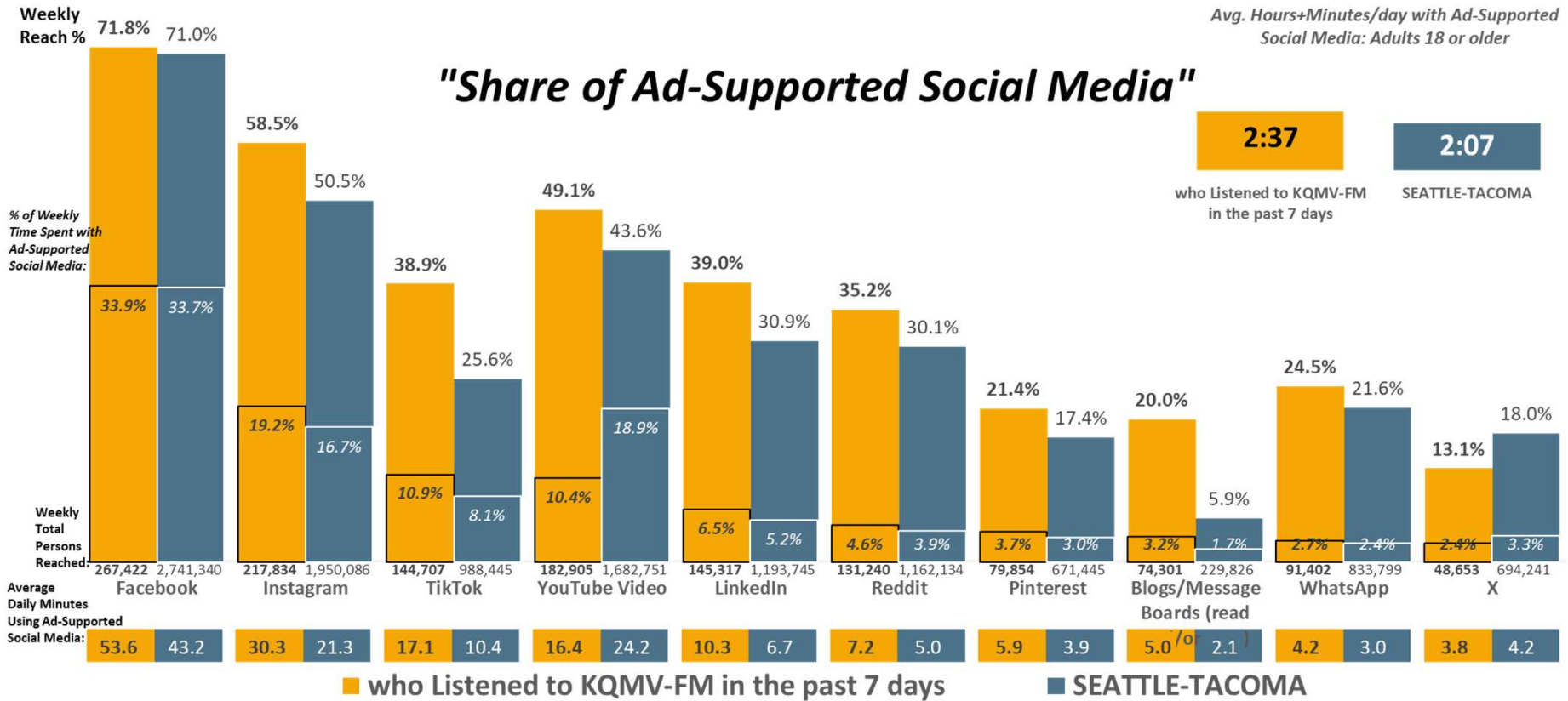
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Radio Stations: KPNW-FM



267,422 or 71.8% of Adults 18 or older who Listened to KQMV-FM in the past 7 days use Ad-Supported Facebook for an average of 53.6 minutes every day representing 33.9% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 351 SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,731
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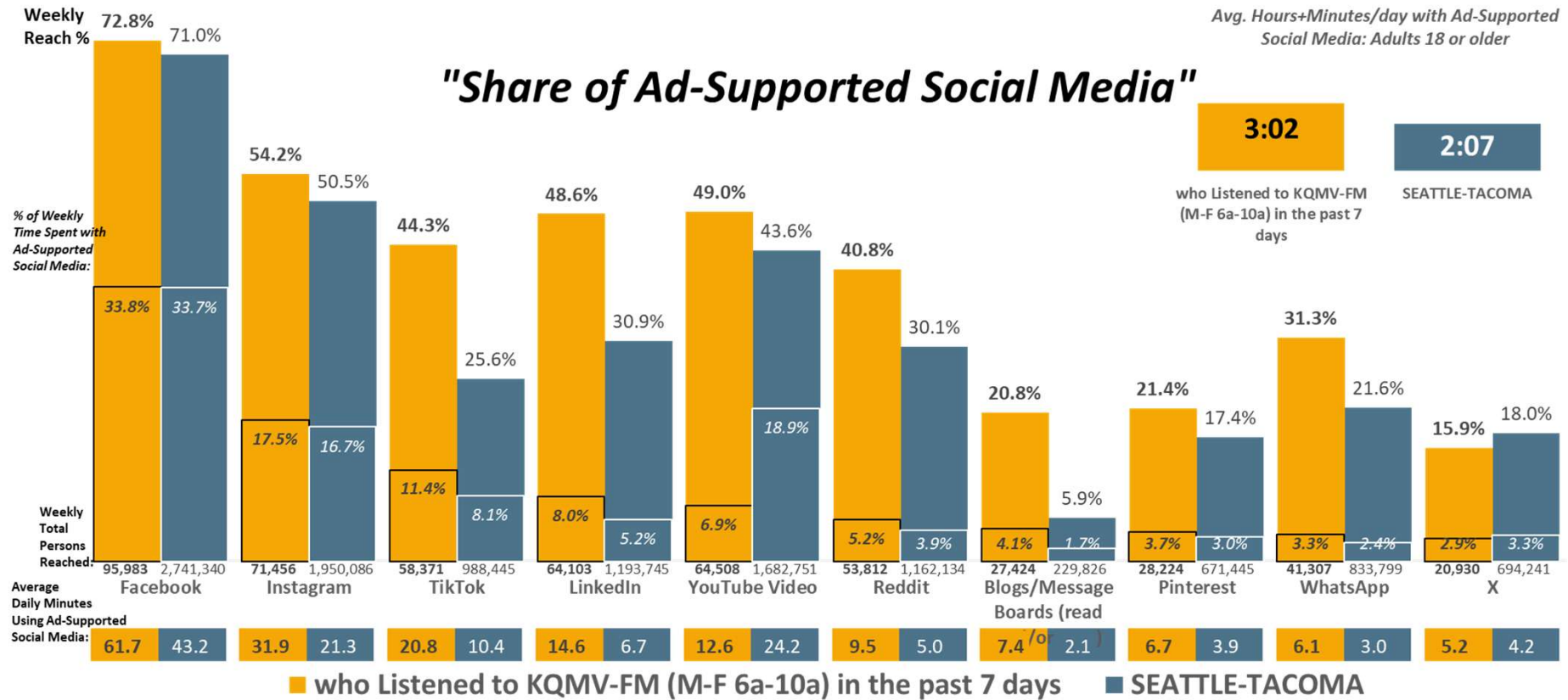
soefa.ai Share of Everything for Anything

Radio Stations: KQMV-FM



95,983 or 72.8% of Adults 18 or older who Listened to KQMV-FM (M-F 6a-10a) in the past 7 days use Ad-Supported Facebook for an average of 61.7 minutes every day representing 33.8% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 125 SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,731
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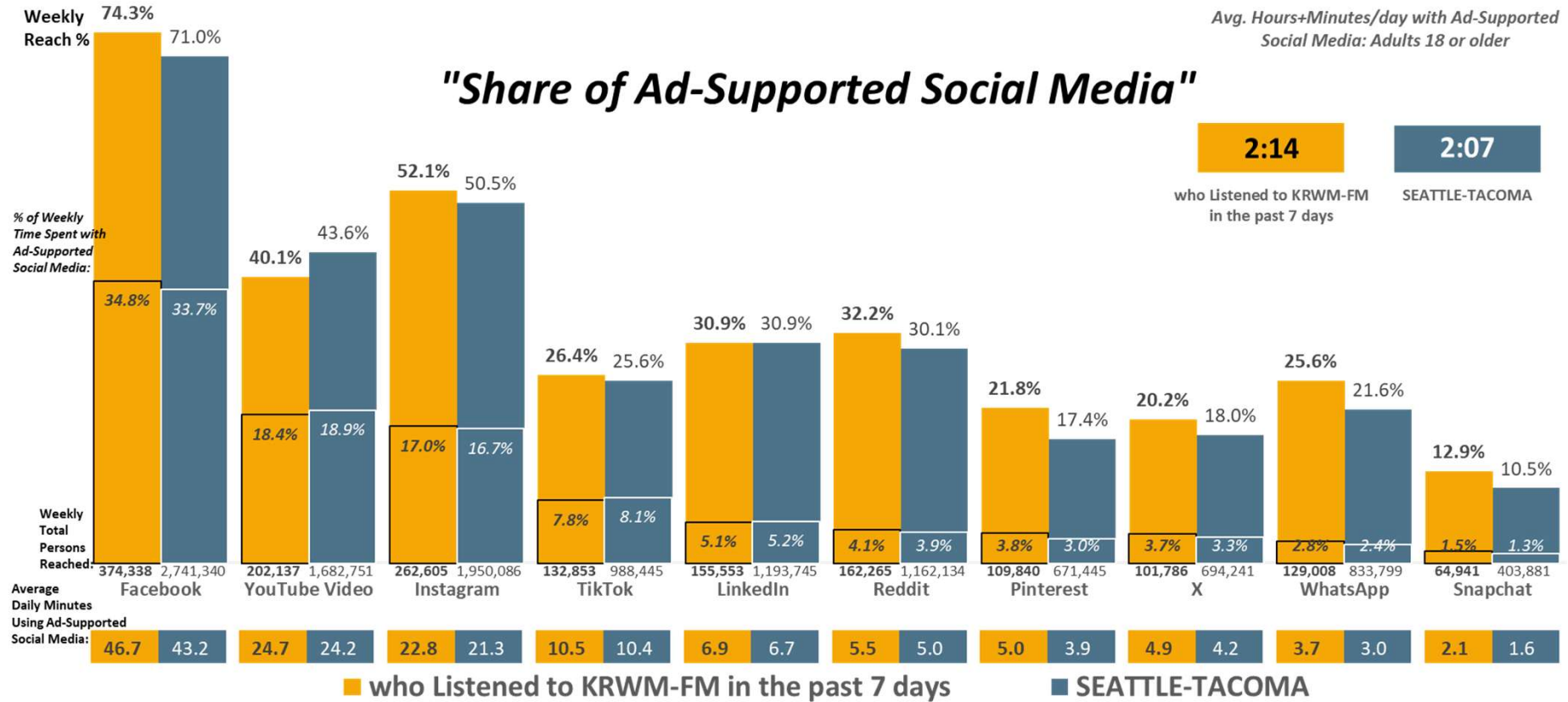
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Radio Stations: KQMV-FM M-F 6A-10A



374,338 or 74.3% of Adults 18 or older who Listened to KRWM-FM in the past 7 days use Ad-Supported Facebook for an average of 46.7 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 450 SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,731
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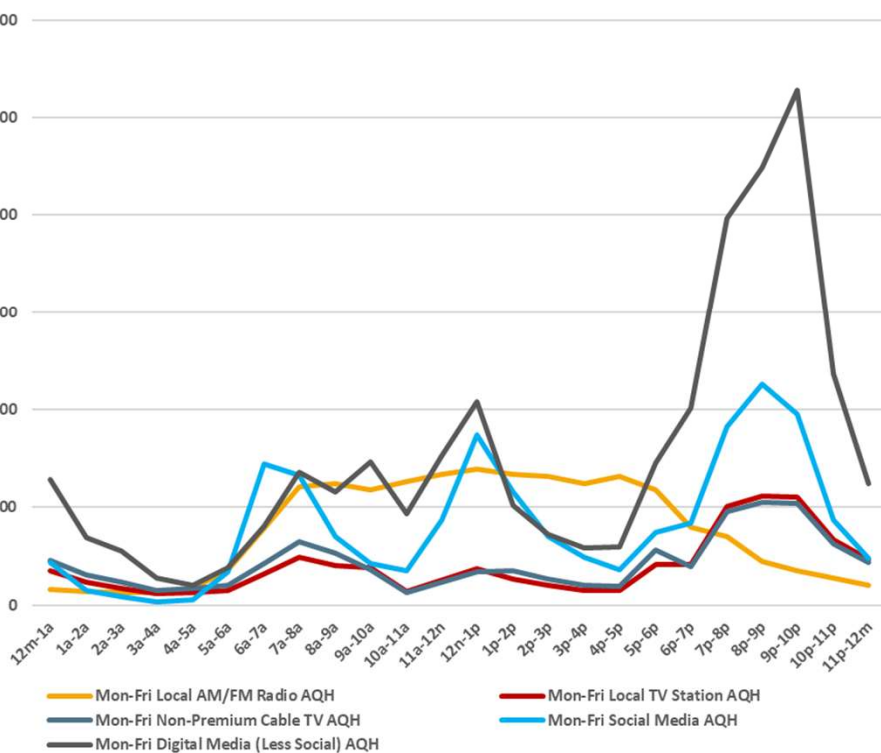
soefa.ai Share of Everything for Anything

Radio Stations: KRWM-FM

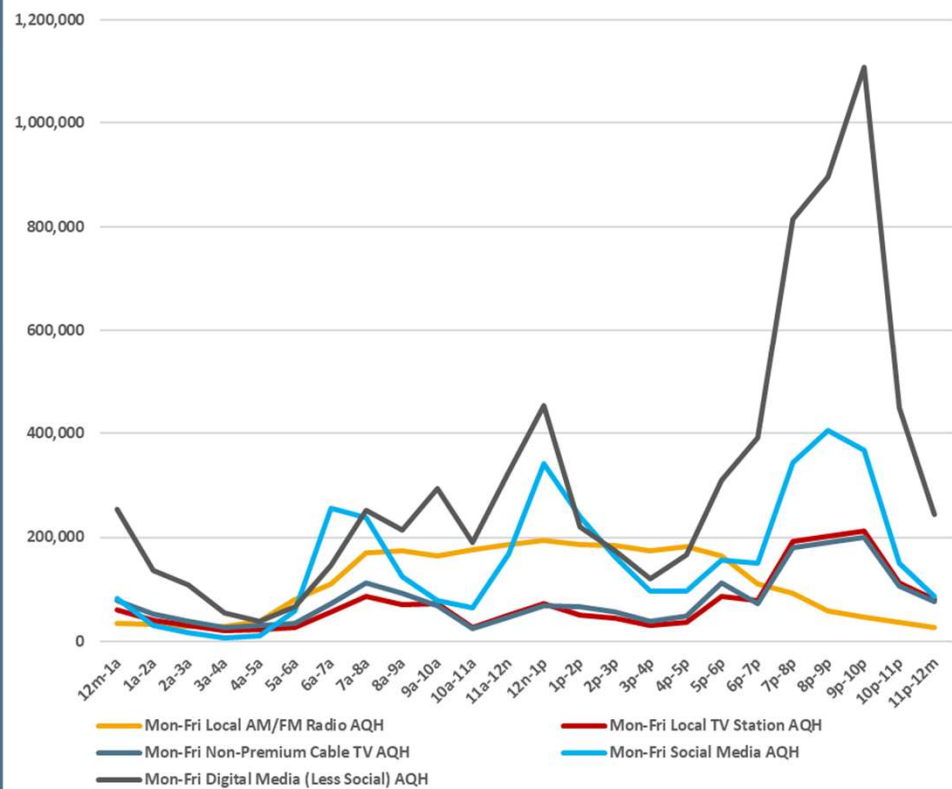


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 60,552;
Local Radio: 59,947; Social Media: 42,967; Non-Prem. Cable: 17,934; Local TV: 15,280
reaching Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days.

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



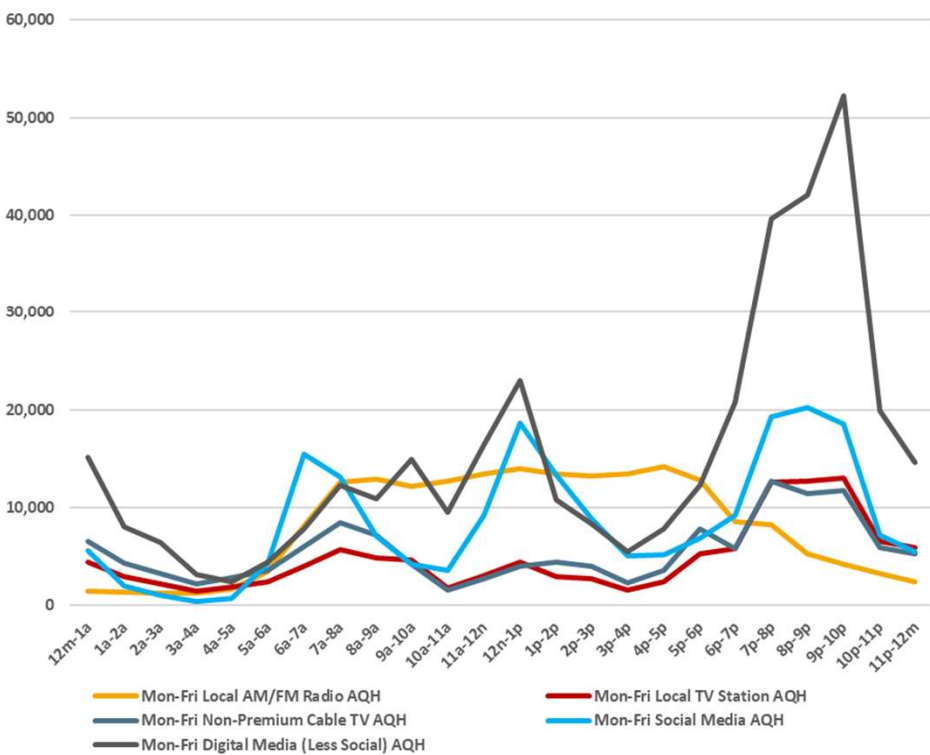
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEATTLE-TACOMA Metro Area Adults 18 or older



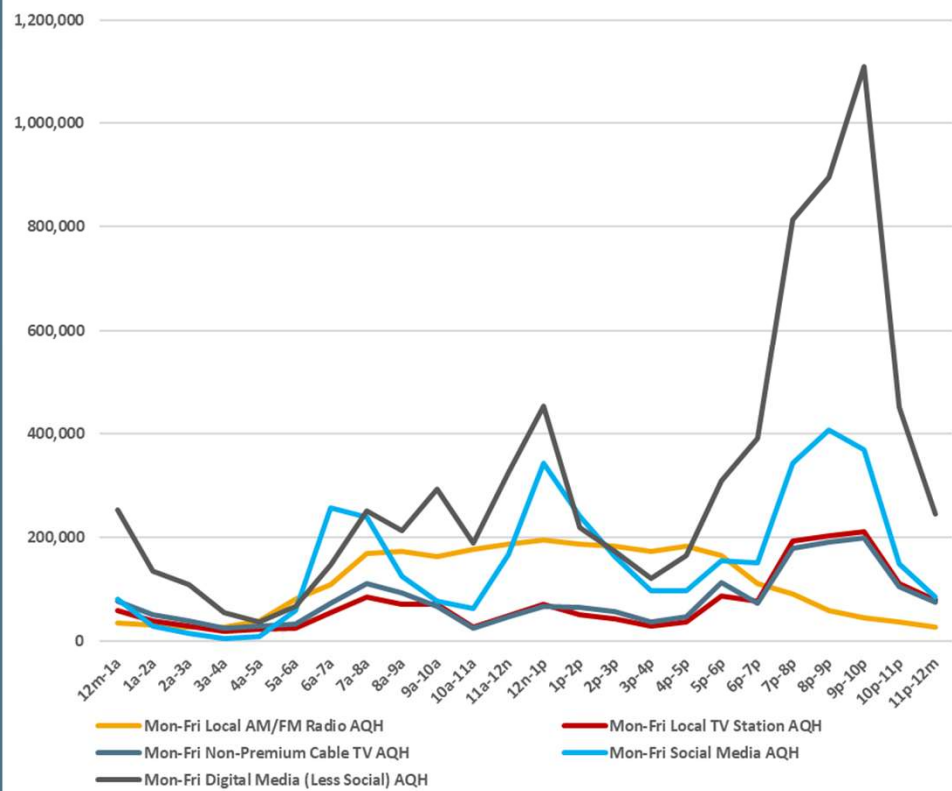


M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 12,428; All Other Digital Media: 12,347; Social Media: 9,218; Non-Prem. Cable: 4,793; Local TV: 3,802 reaching Adults 18 or older who Listened to KPNW-FM in the past 7 days.

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



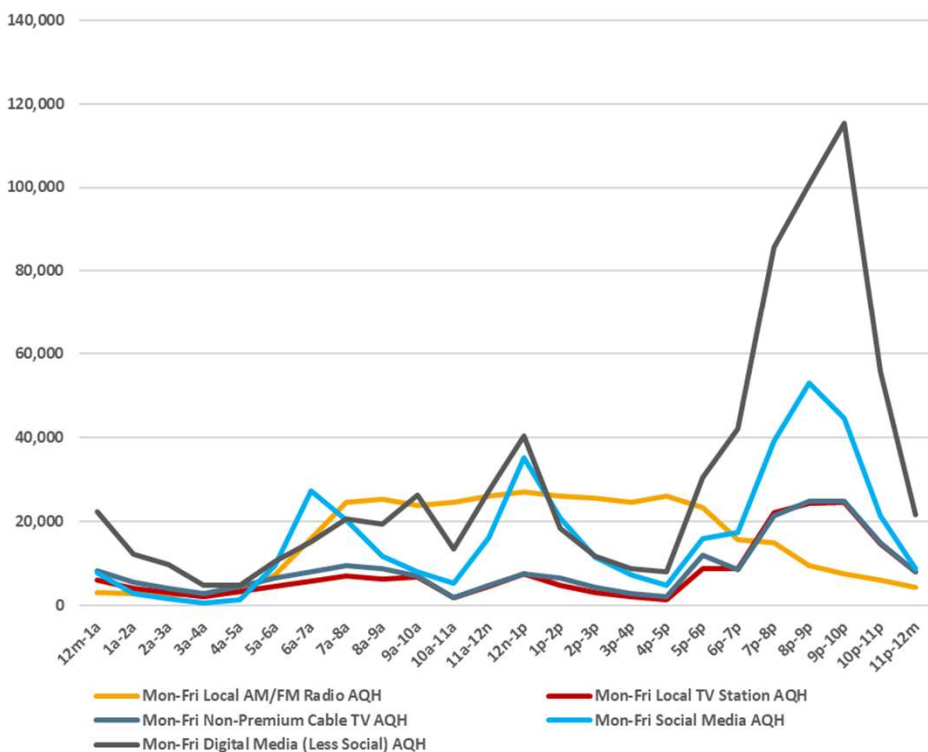
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEATTLE-TACOMA Metro Area Adults 18 or older**



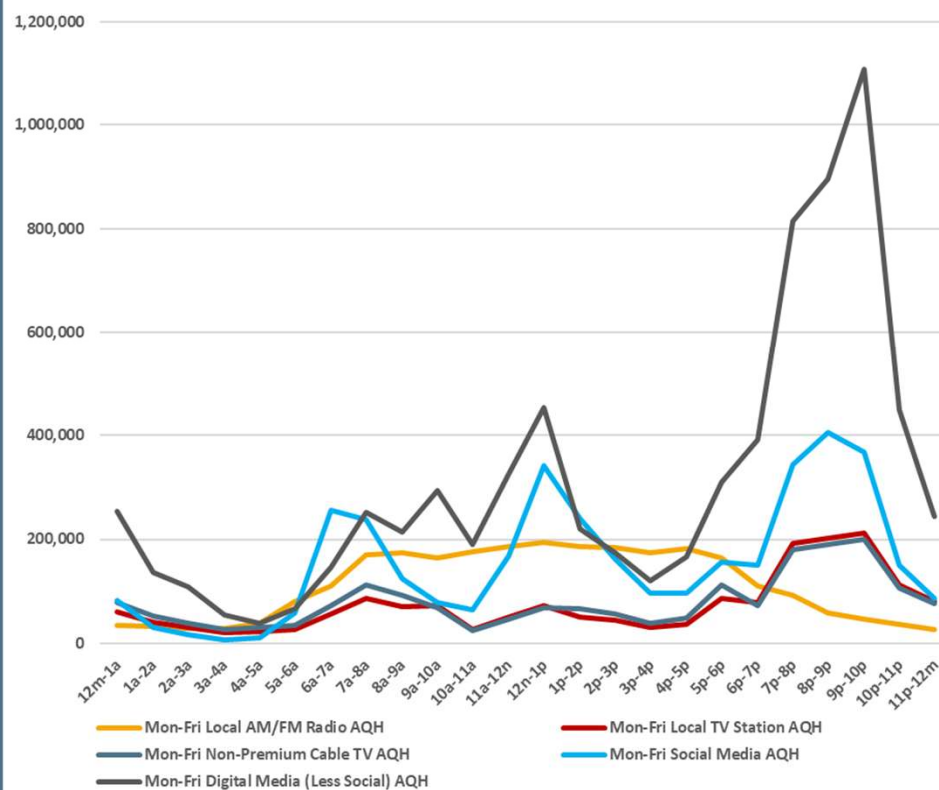


M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 23,739; All Other Digital Media: 21,700; Social Media: 15,535; Non-Prem. Cable: 6,425; Local TV: 5,283 reaching Adults 18 or older who Listened to KQMV-FM in the past 7 days.

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



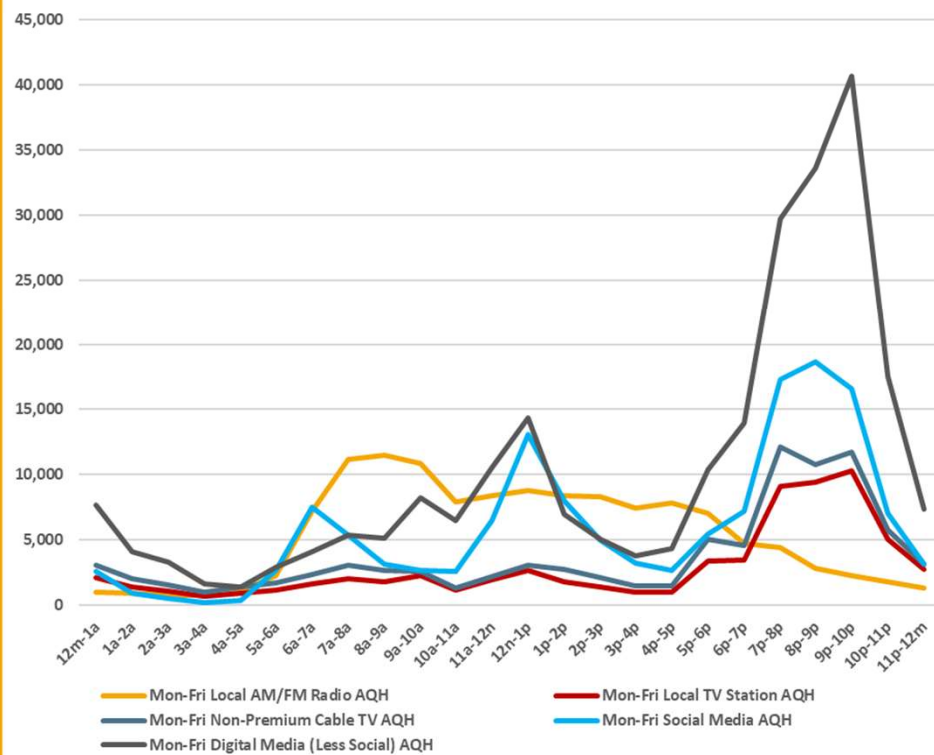
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEATTLE-TACOMA Metro Area Adults 18 or older



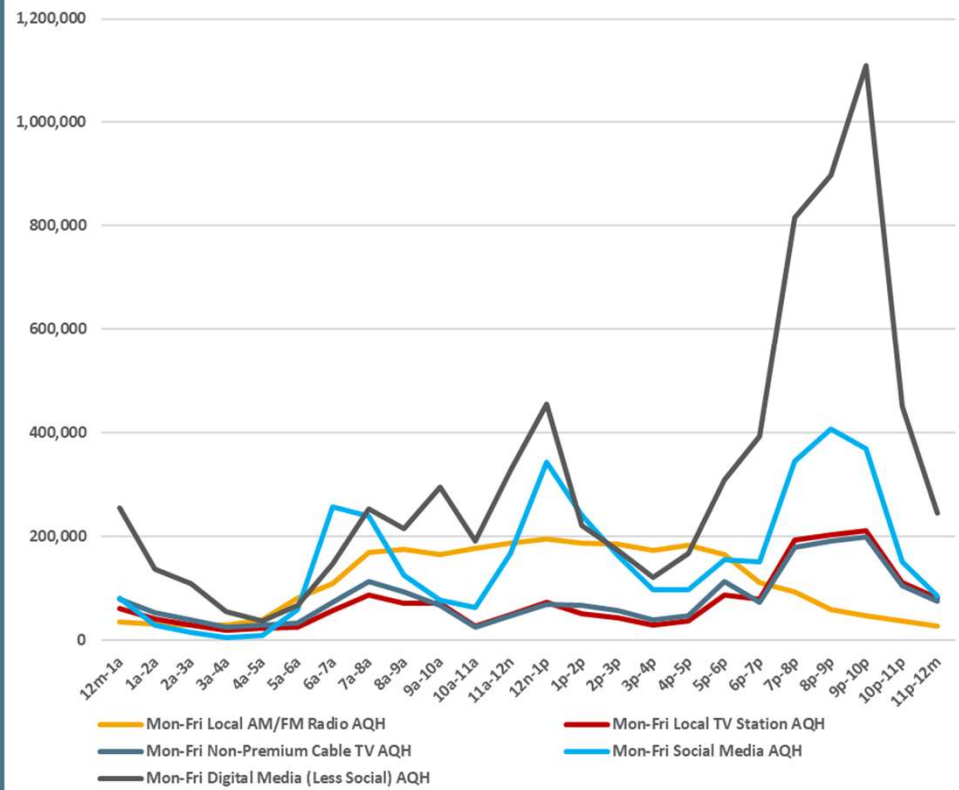


M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 8,433; All Other Digital Media: 7,602; Social Media: 5,562; Non-Prem. Cable: 2,670; Local TV: 1,973 reaching Adults 18 or older who Listened to KQMV-FM (M-F 6a-10a) in the past 7 day

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Listened to KQMV-FM (M-F 6a-10a)
in the past 7 days



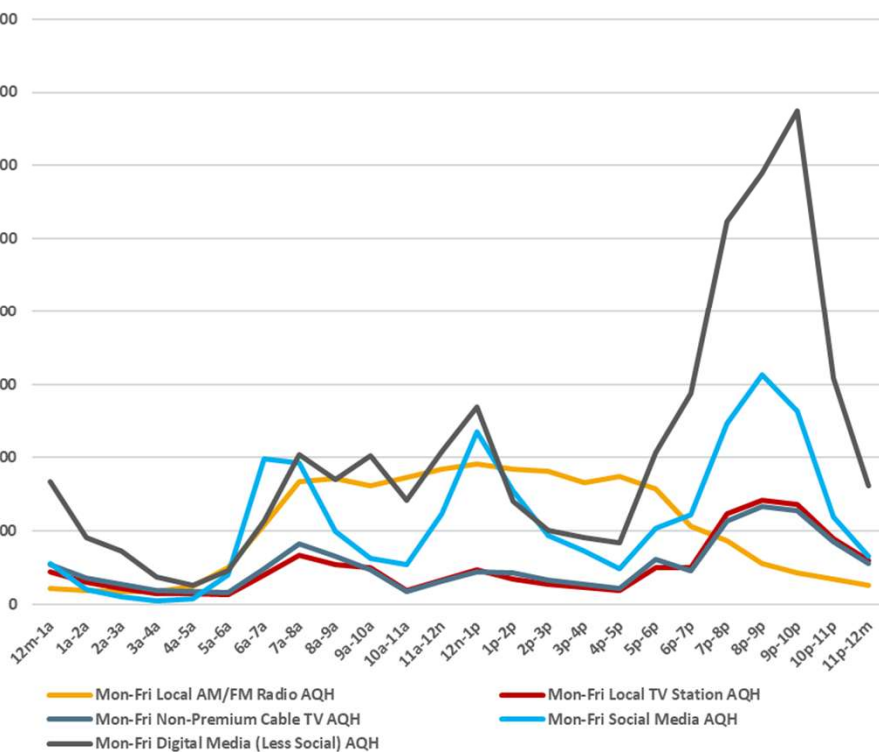
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEATTLE-TACOMA Metro Area Adults 18 or older



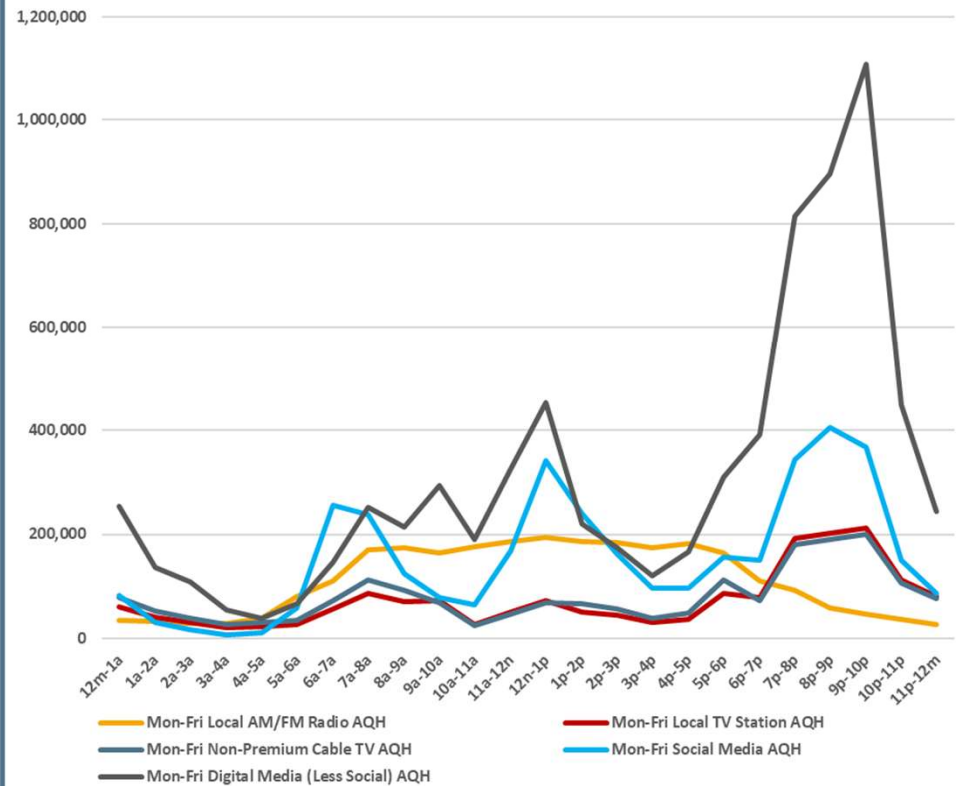


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 34,173;
Local Radio: 32,700; Social Media: 24,023; Non-Prem. Cable: 8,768; Local TV: 7,897
reaching Adults 18 or older who Listened to KRWM-FM in the past 7 days.

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



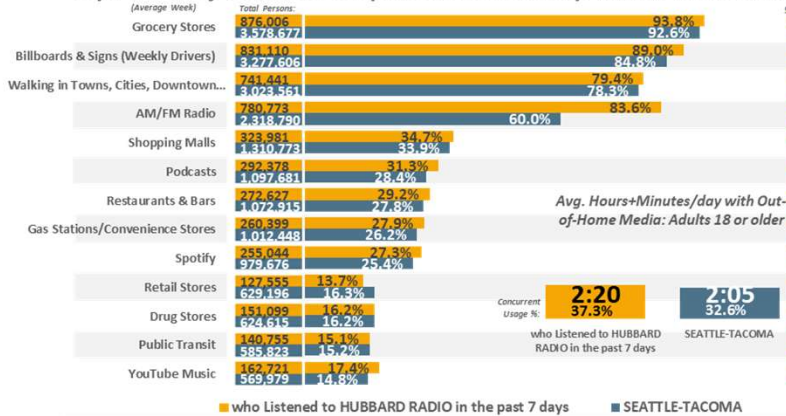
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEATTLE-TACOMA Metro Area Adults 18 or older**



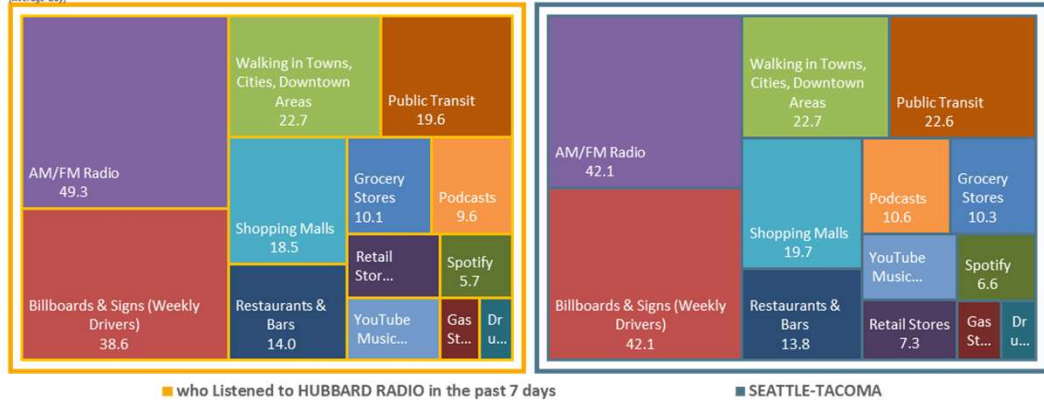


831,110 or 89.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 38.6 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 43.1 minutes/day.

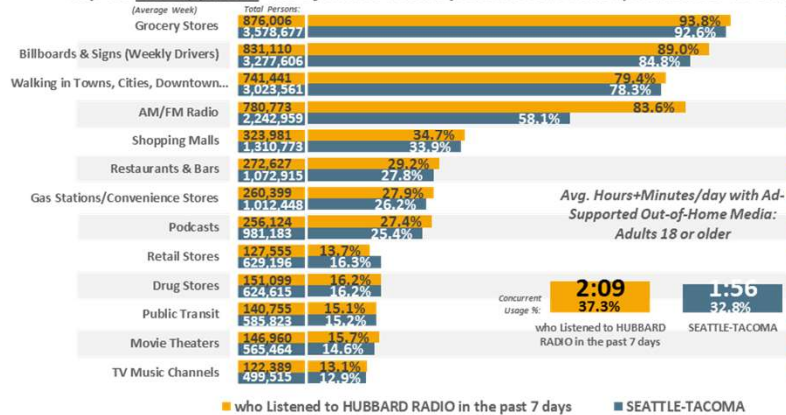
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



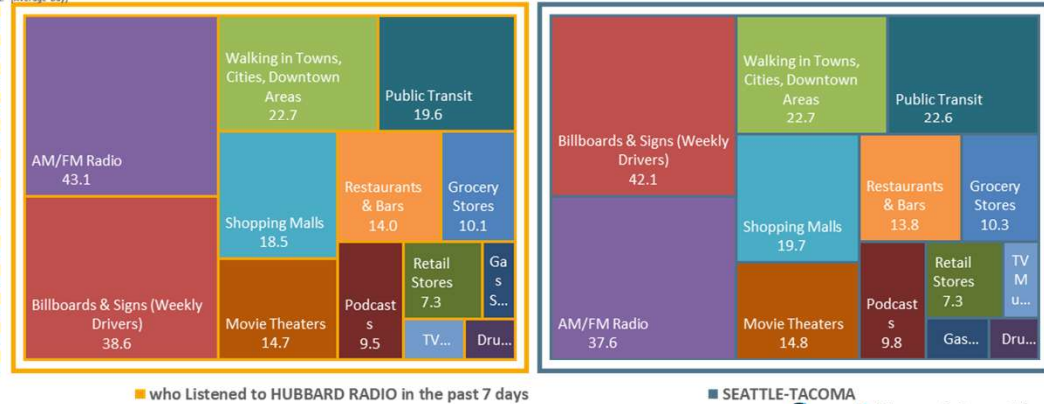
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 881
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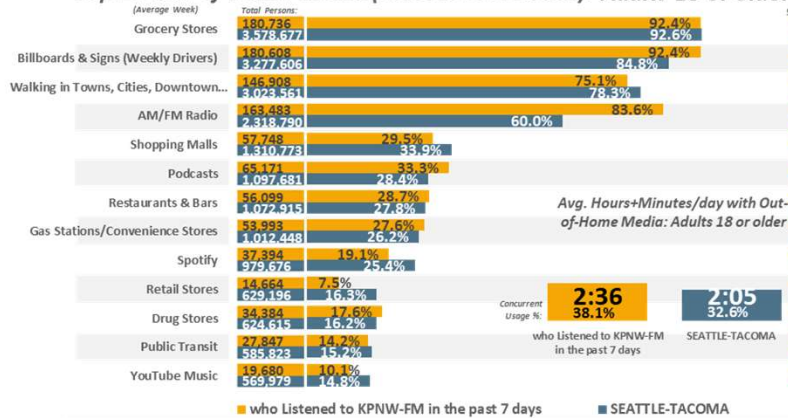
soefa.ai Share of Everything for Anything

(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM)

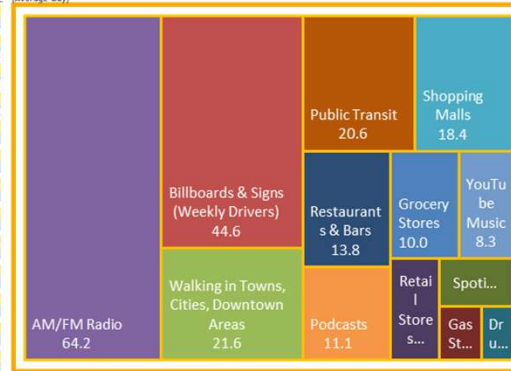


180,608 or 92.4% of Adults 18 or older who Listened to KPNW-FM in the past 7 days spend an average of 44.6 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 57.4 minutes/day.

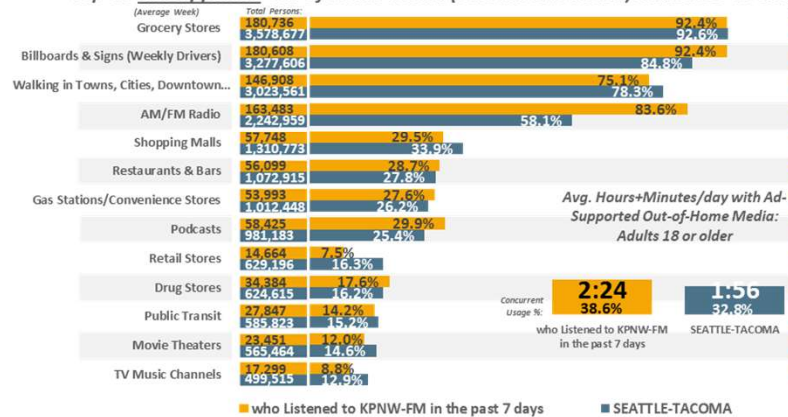
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



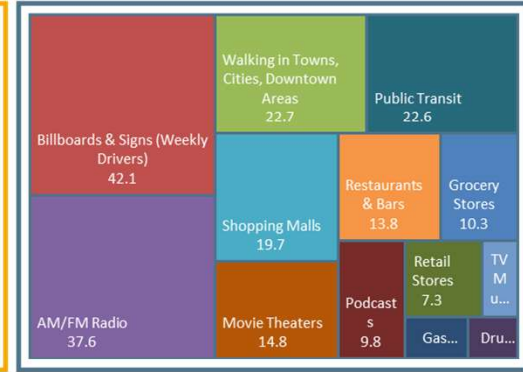
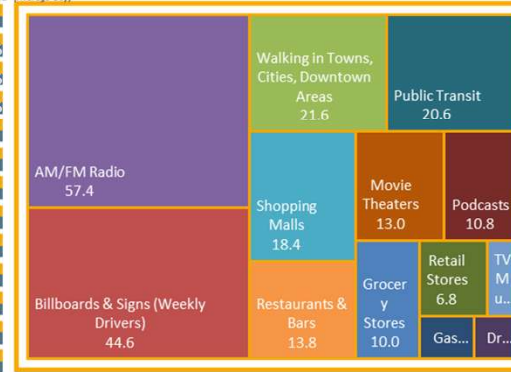
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



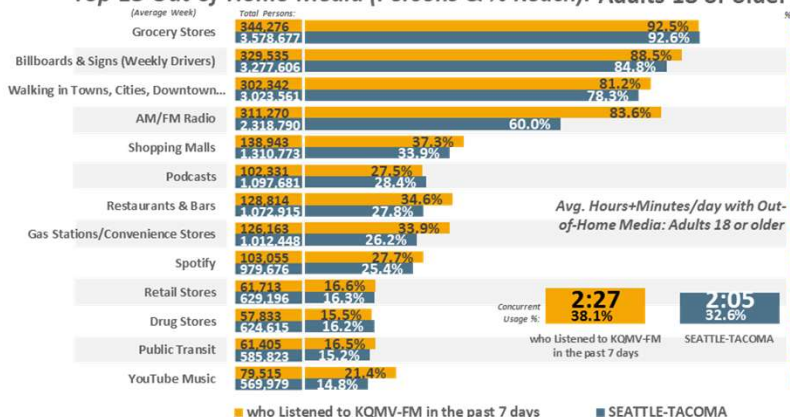
SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 207
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329,535 or 88.5% of Adults 18 or older who Listened to KQMV-FM in the past 7 days spend an average of 40.9 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 42.2 minutes/day.

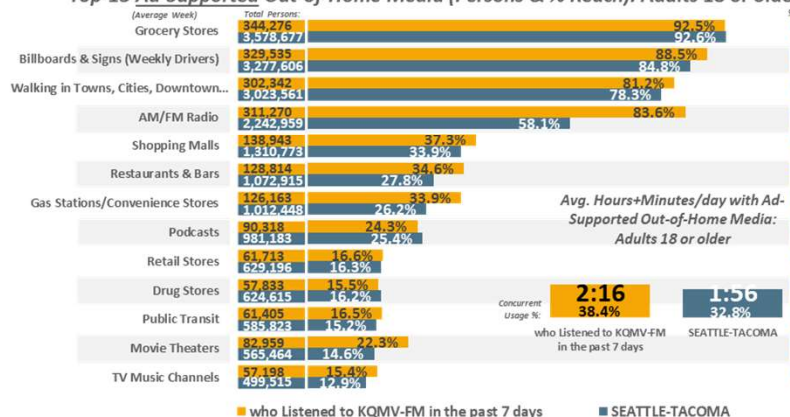
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



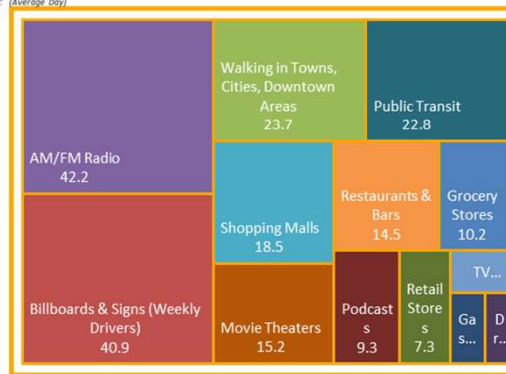
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



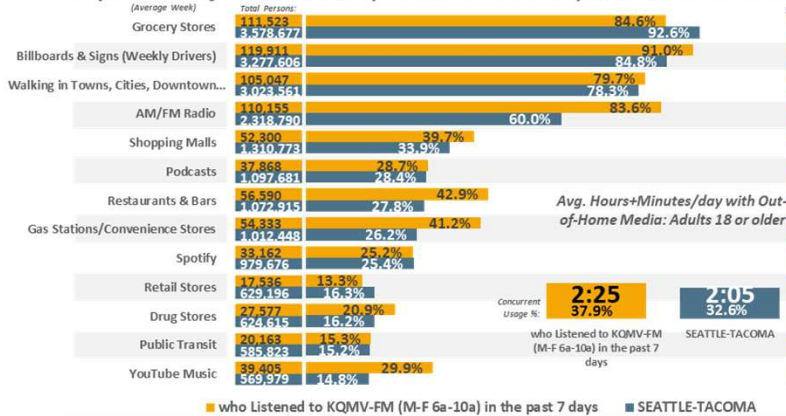
SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 351
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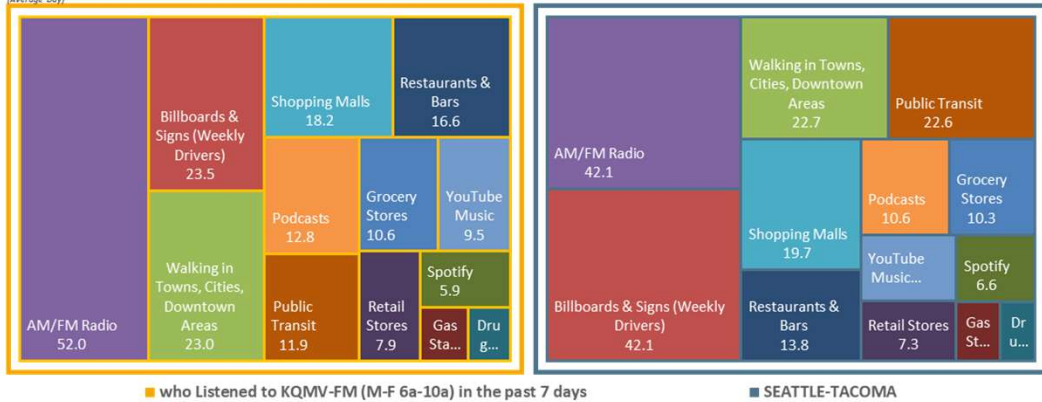


119,911 or 91.% of Adults 18 or older who Listened to KQMV-FM (M-F 6a-10a) in the past 7 days spend an average of 23.5 minutes per day driving, seeing Billboards and Signs. 81.9% Listen to Local Radio Stations Out-of-Home for an average of 45.4 minutes/day

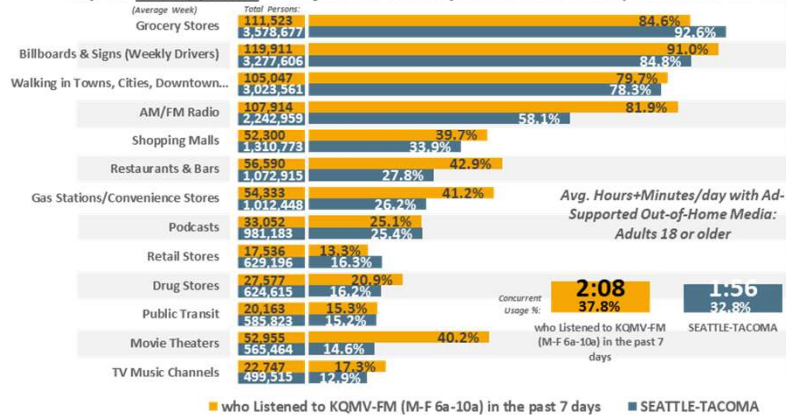
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



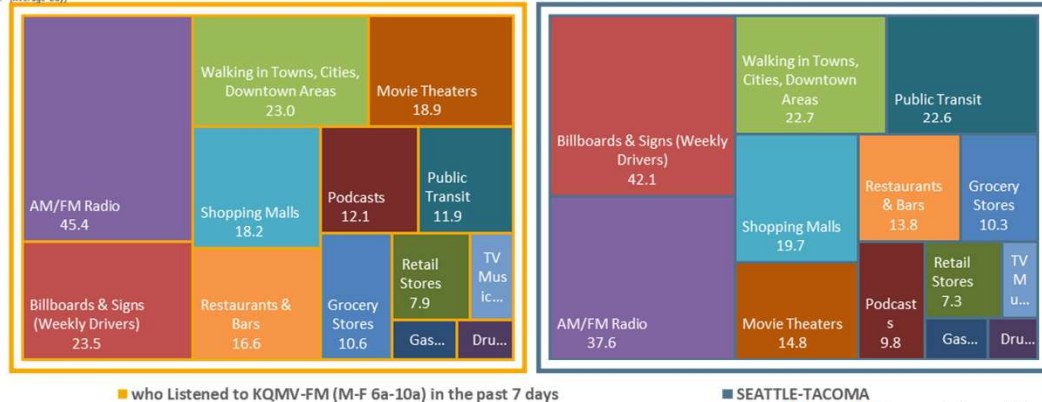
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



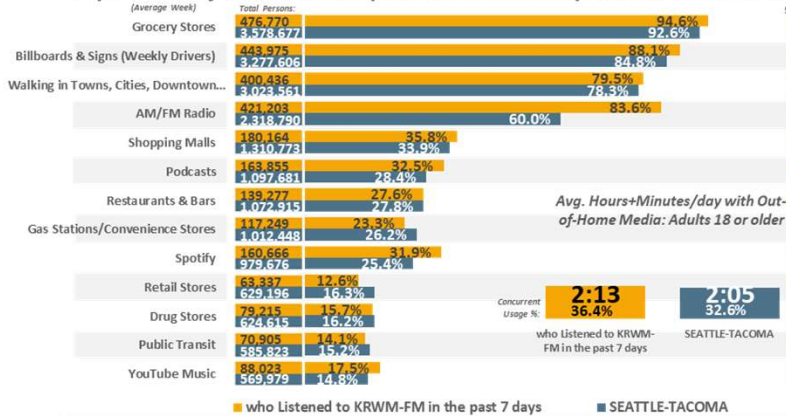
SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 125
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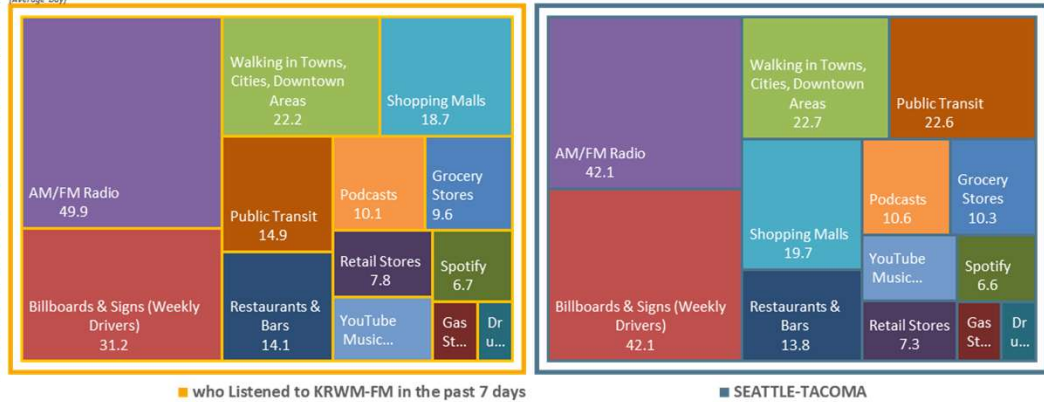


443,975 or 88.1% of Adults 18 or older who Listened to KRWM-FM in the past 7 days spend an average of 31.2 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 43.4 minutes/day.

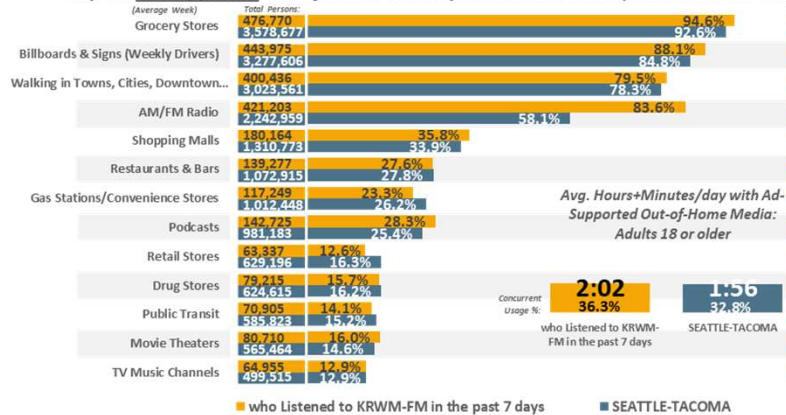
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



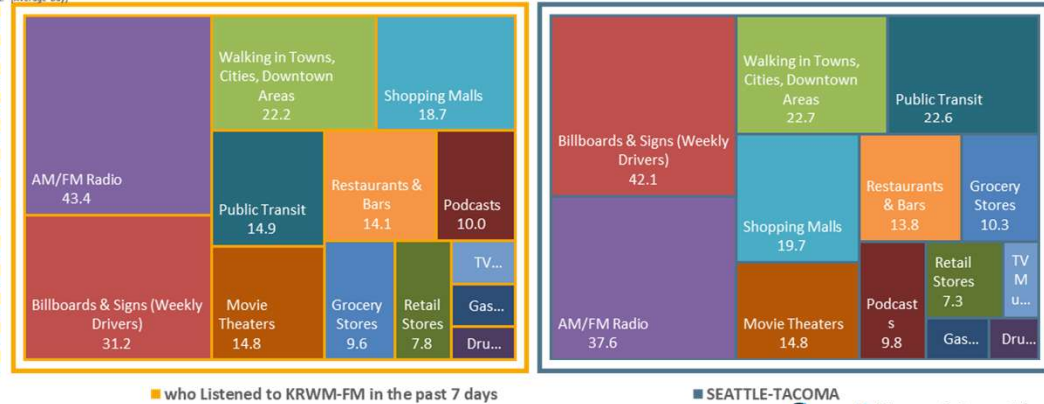
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



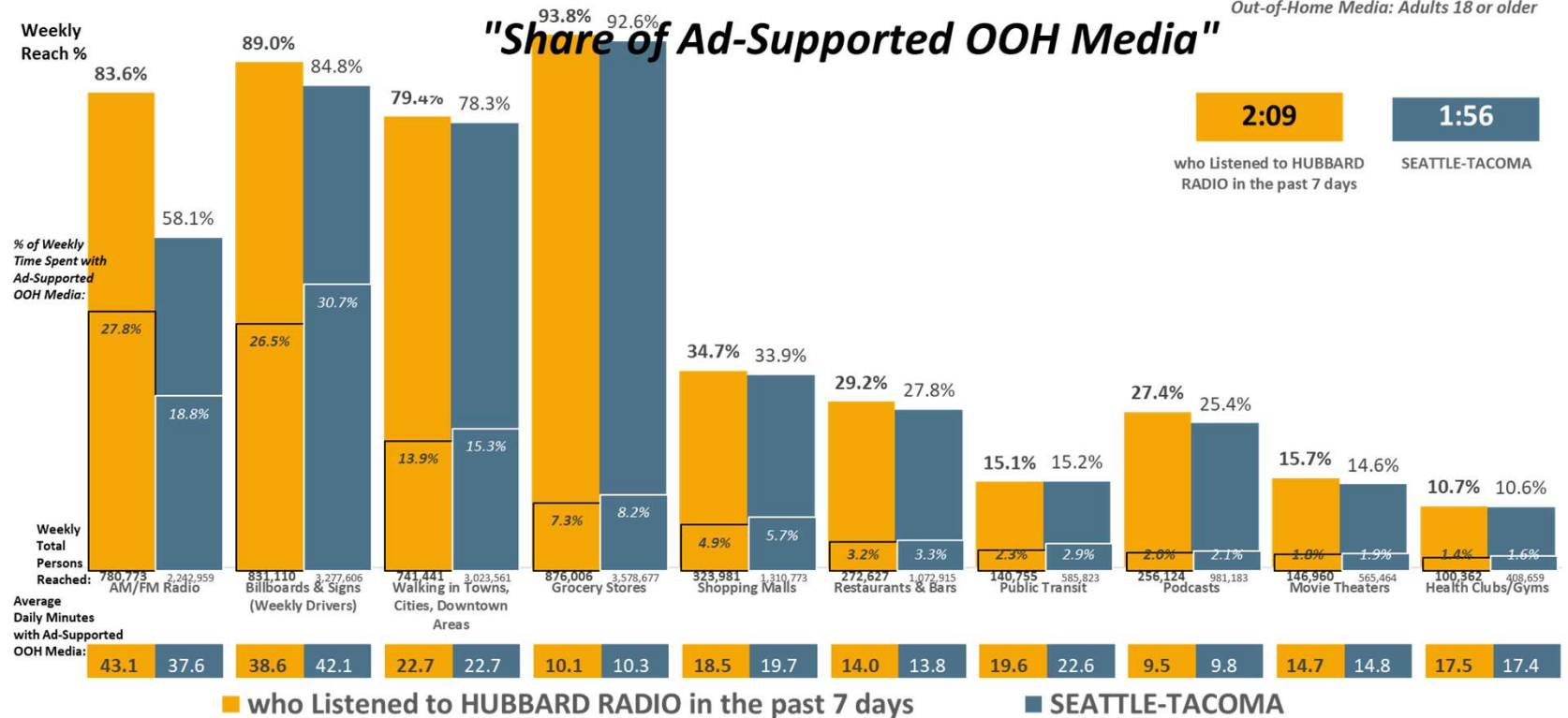
SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 450
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831,110 or 89.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 38.6 minutes per day driving, seeing Billboards and Signs representing 26.5% 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



SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 881 SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,731
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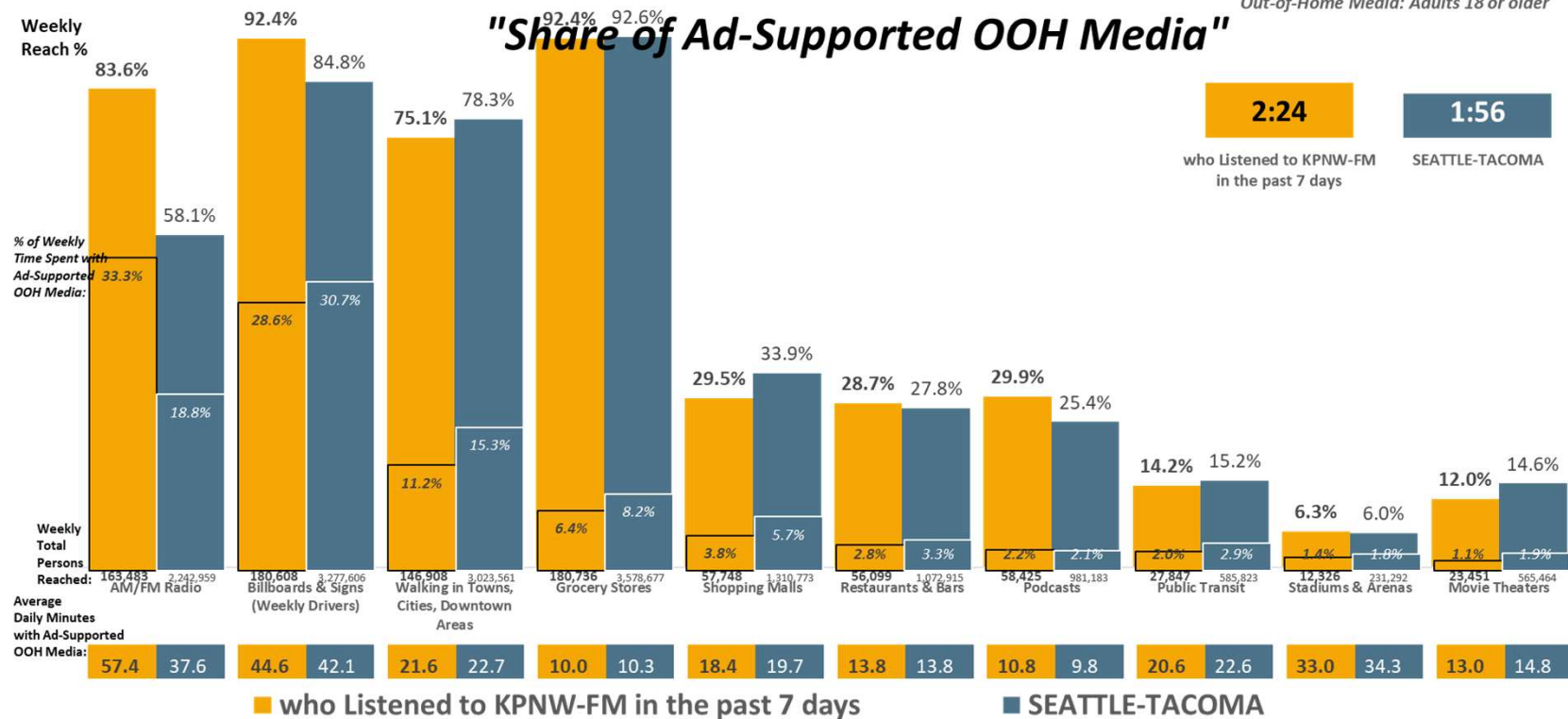
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(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM)



180,608 or 92.4% of Adults 18 or older who Listened to KPNW-FM in the past 7 days spend an average of 44.6 minutes per day driving, seeing Billboards and Signs representing 28.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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



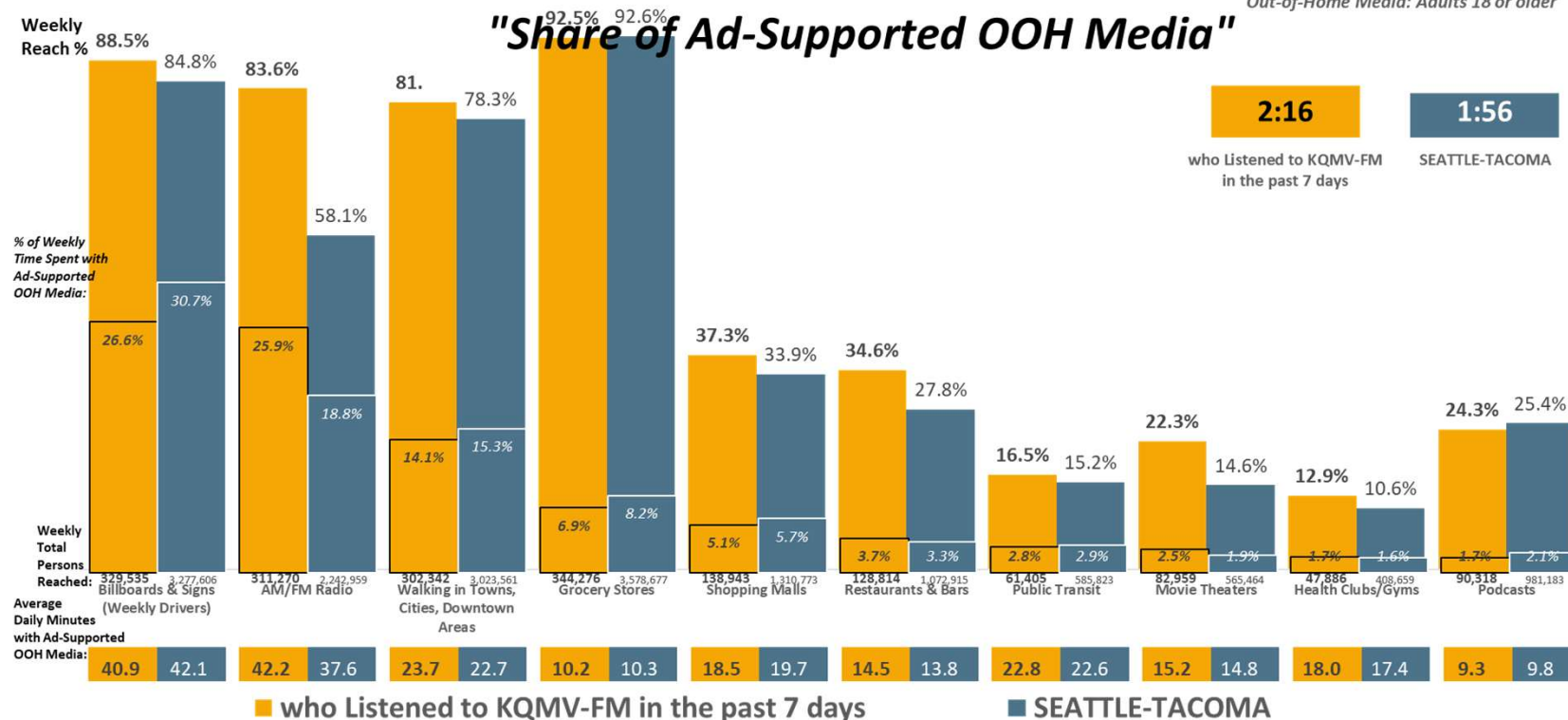
SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 207 SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,731
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329,535 or 88.5% of Adults 18 or older who Listened to KQMV-FM in the past 7 days spend an average of 40.9 minutes per day driving, seeing Billboards and Signs representing 26.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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



SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 351 SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,731
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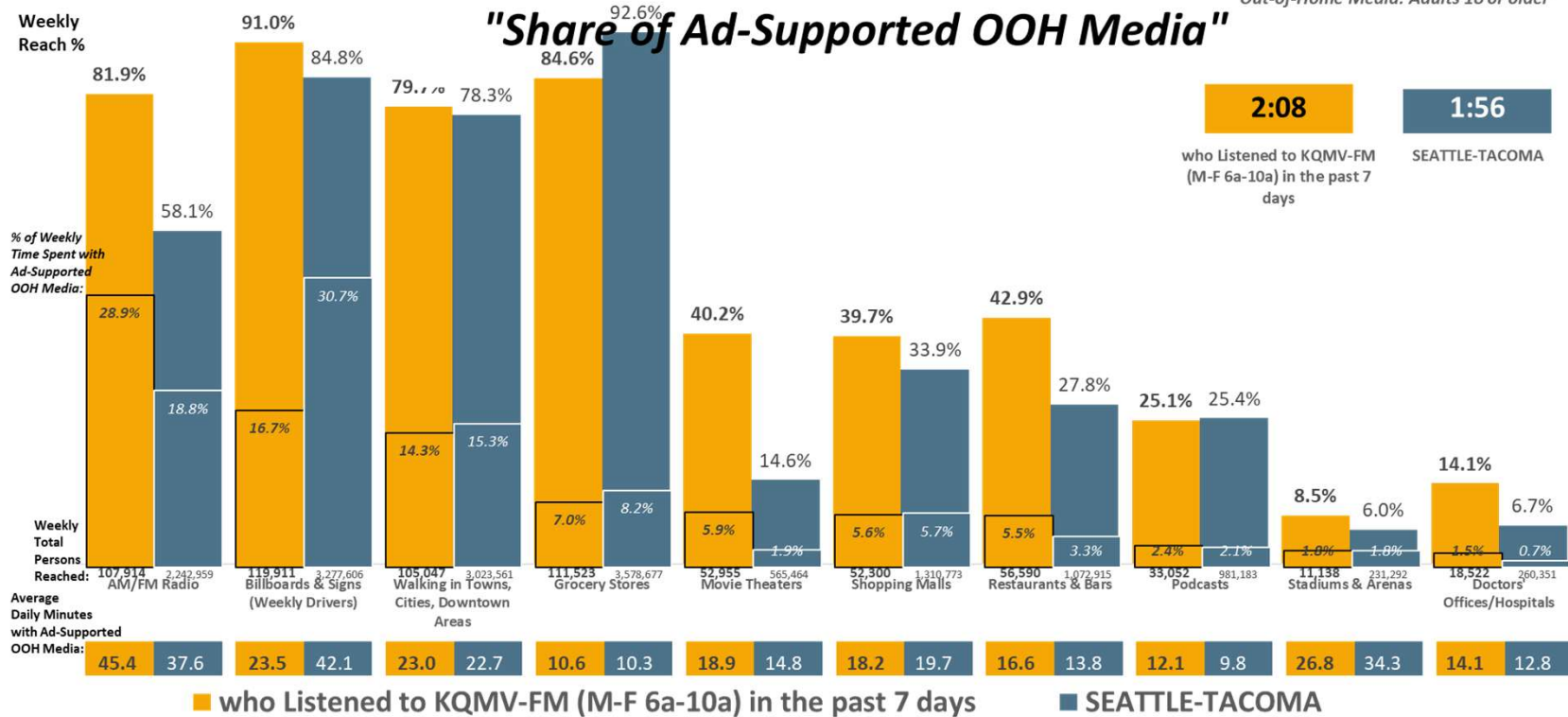
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Radio Stations: KQMV-FM



119,911 or 91.0% of Adults 18 or older who Listened to KQMV-FM (M-F 6a-10a) in the past 7 days spend an average of 23.5 minutes per day driving, seeing Billboards and Signs representing 16.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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



SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 125 SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,731
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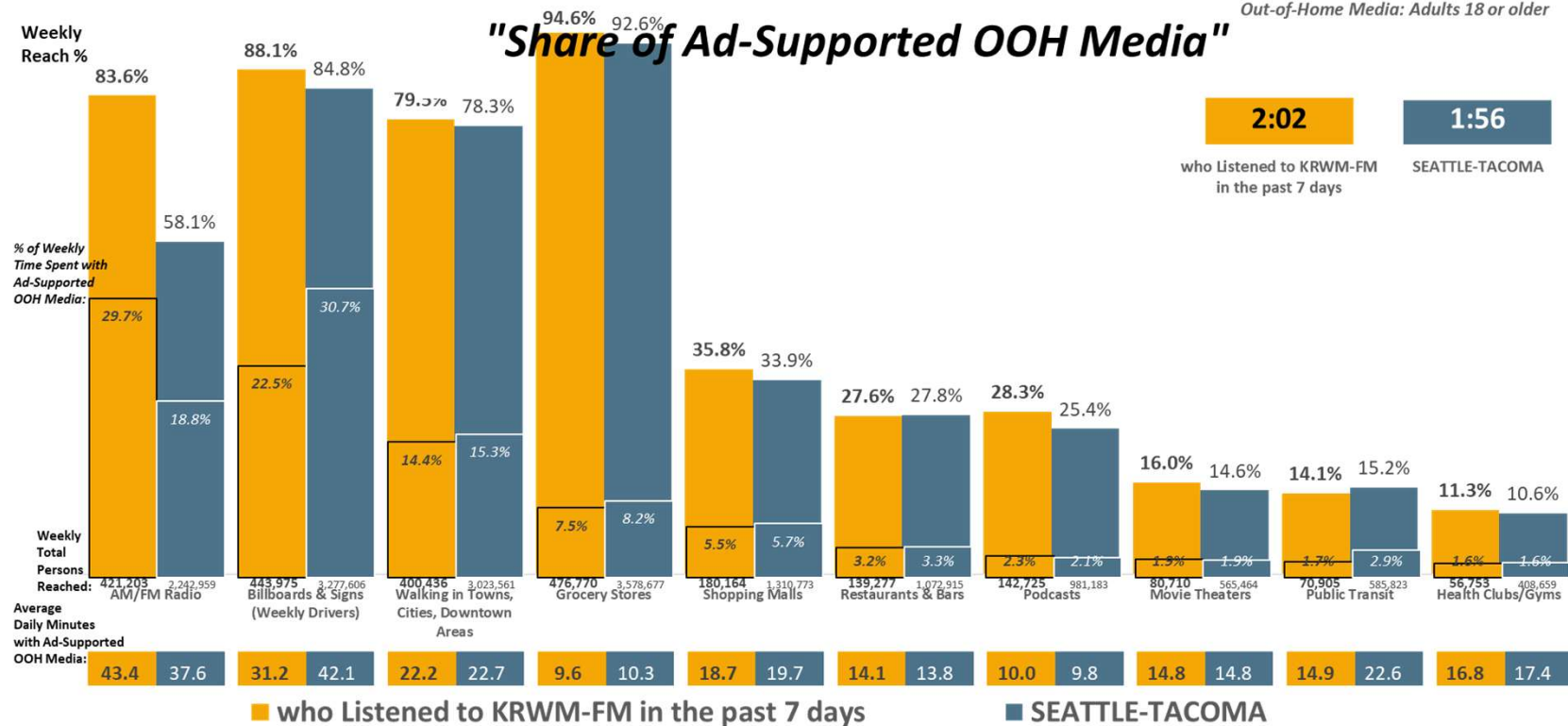
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Radio Stations: KQMV-FM M-F 6A-10A



443,975 or 88.1% of Adults 18 or older who Listened to KRWM-FM in the past 7 days spend an average of 31.2 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



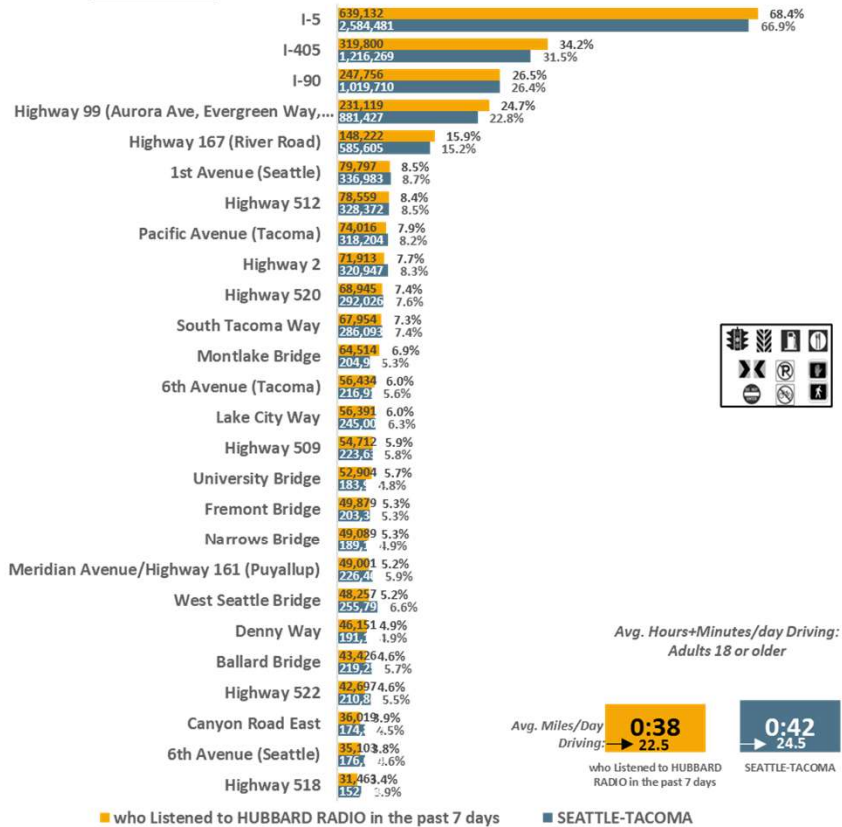
SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 450 SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,731
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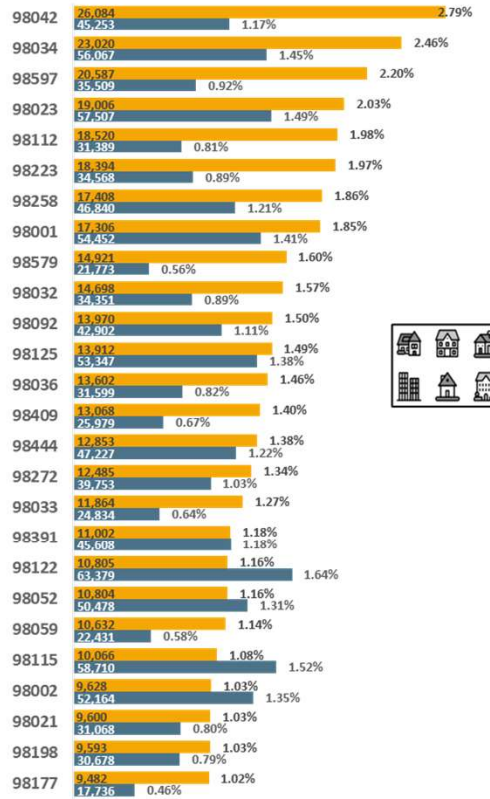


831,110 or 89.9% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 38.6 minutes per day driving an average of 22.5 miles each day and are 30.2% more likely to use Montlake Bridge than the Metro average.

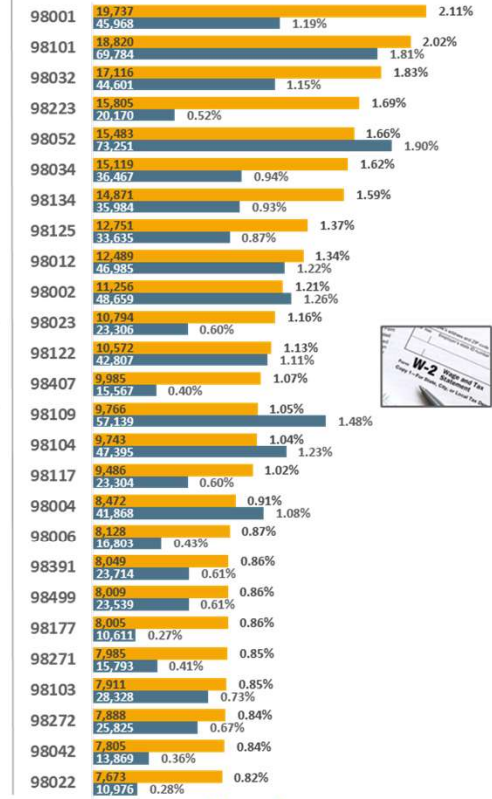
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 881
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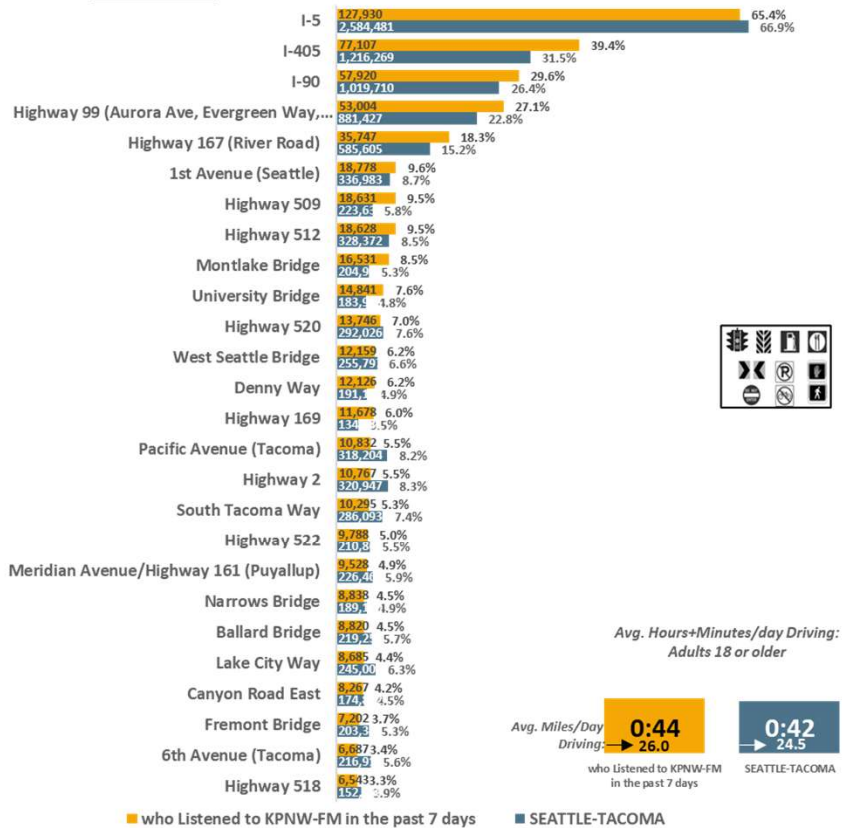
(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM)

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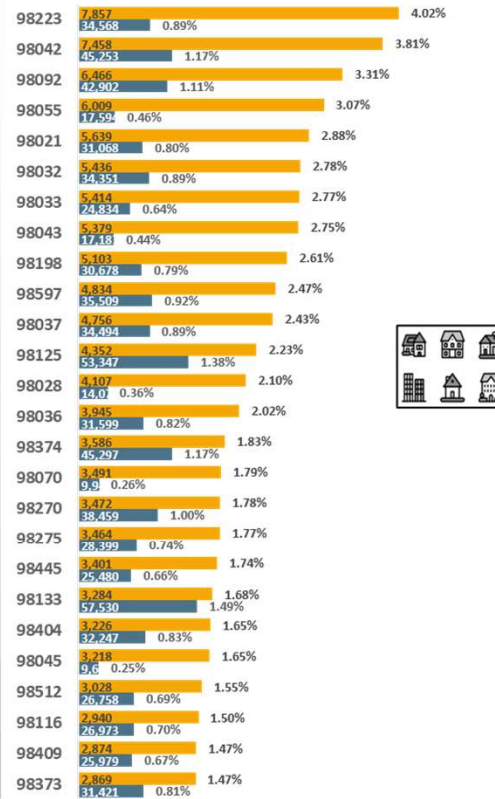


180,608 or 92.4% of Adults 18 or older who Listened to KPNW-FM in the past 7 days spend an average of 44.6 minutes per day driving an average of 26. miles each day and are 71.2% more likely to use Highway 169 than the Metro average.

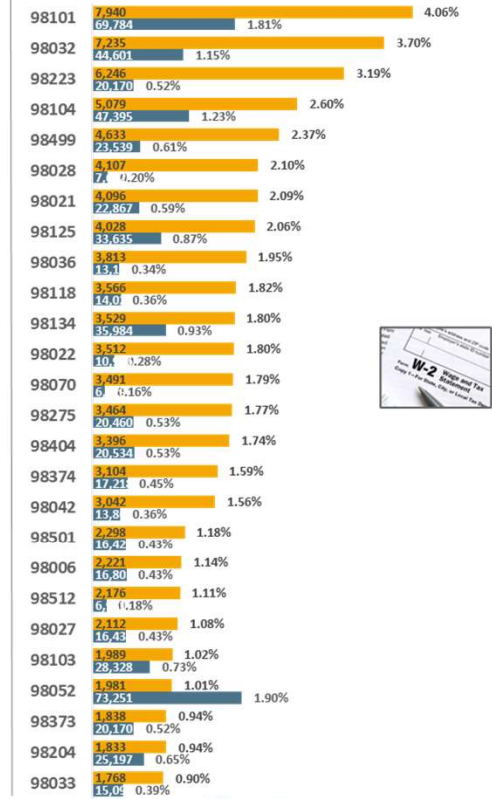
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



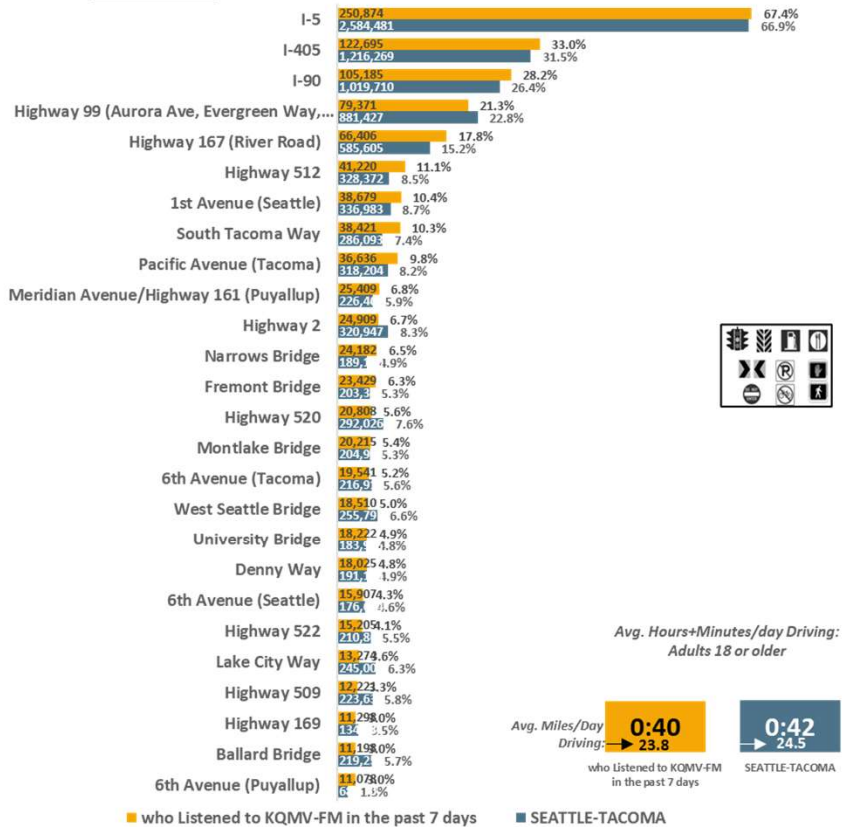
Top-26 Employment Zip Codes: Adults 18 or older



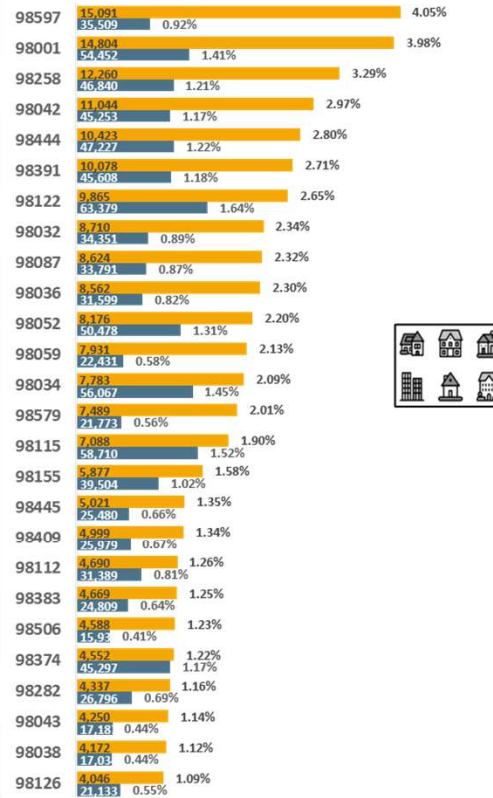


329,535 or 88.5% of Adults 18 or older who Listened to KQMV-FM in the past 7 days spend an average of 40.9 minutes per day driving an average of 23.8 miles each day and are 39.3% more likely to use South Tacoma Way than the Metro average.

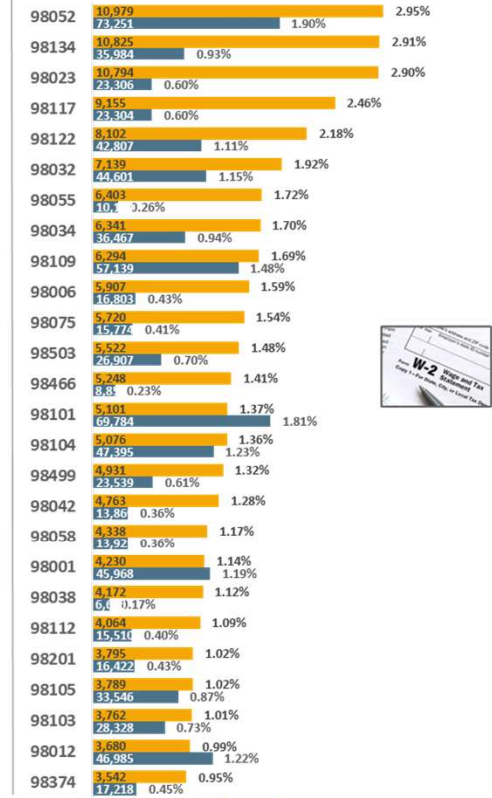
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



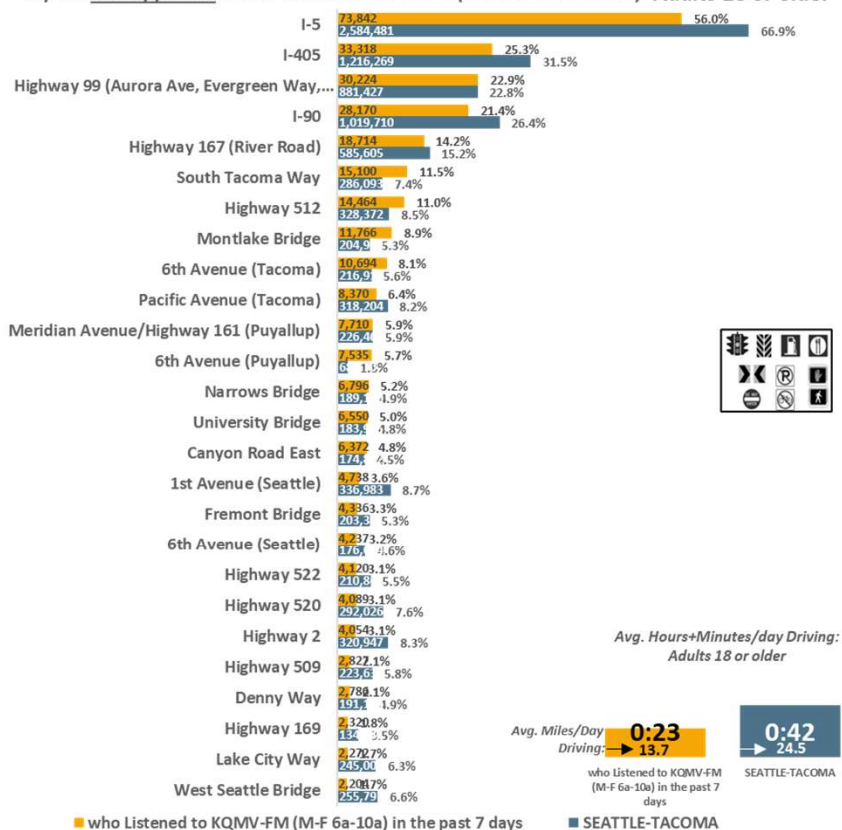
Top-26 Employment Zip Codes: Adults 18 or older



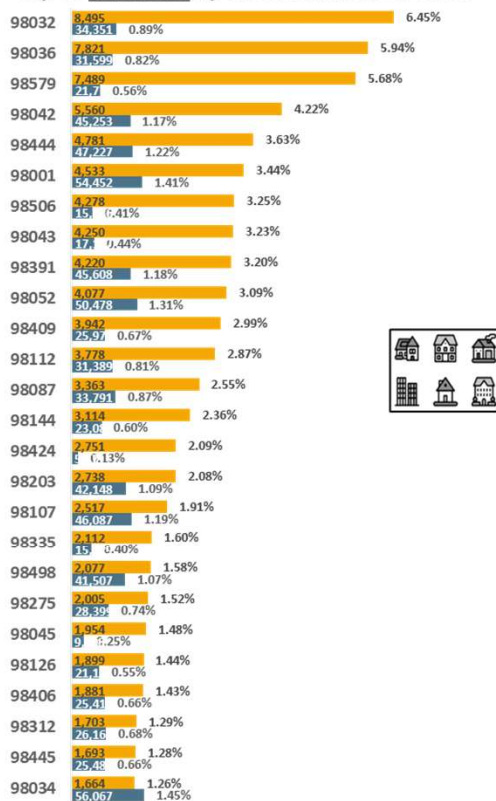


119,911 or 91.% of Adults 18 or older who Listened to KQMV-FM (M-F 6a-10a) in the past 7 days spend an average of 23.5 minutes per day driving an average of 13.7 miles each day and are 221.7% more likely to use 6th Avenue (Puyallup) than the Metro average

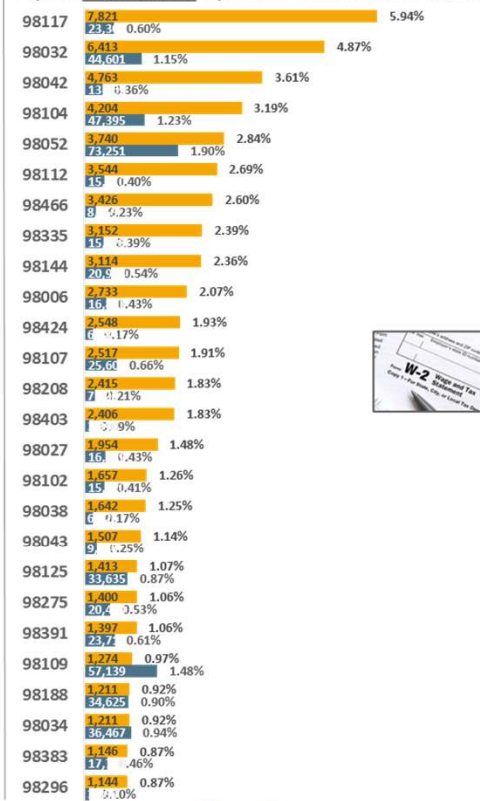
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



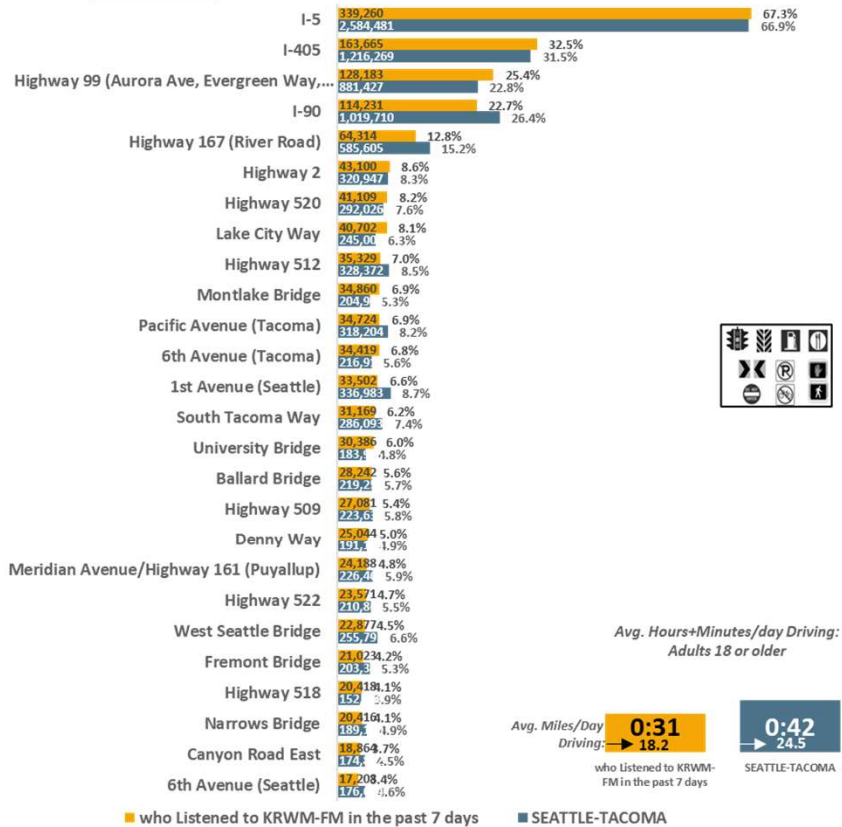
Top-26 Employment Zip Codes: Adults 18 or older



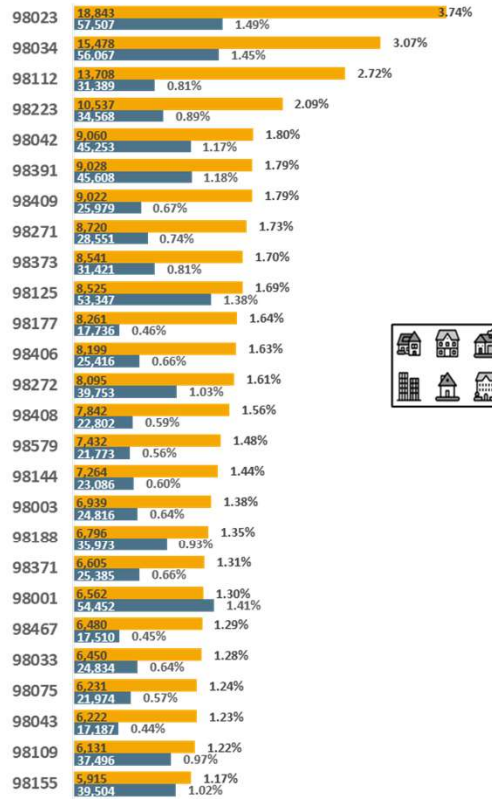


443,975 or 88.1% of Adults 18 or older who Listened to KRWM-FM in the past 7 days spend an average of 31.2 minutes per day driving an average of 18.2 miles each day and are 30.4% more likely to use Montlake Bridge than the Metro average.

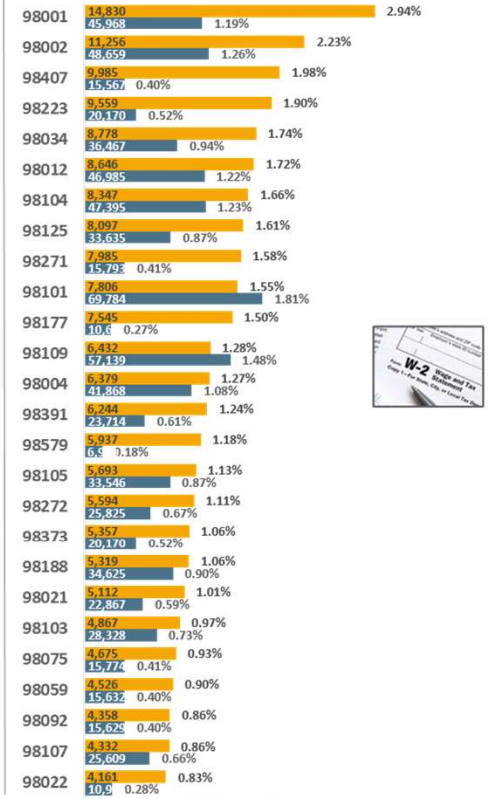
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



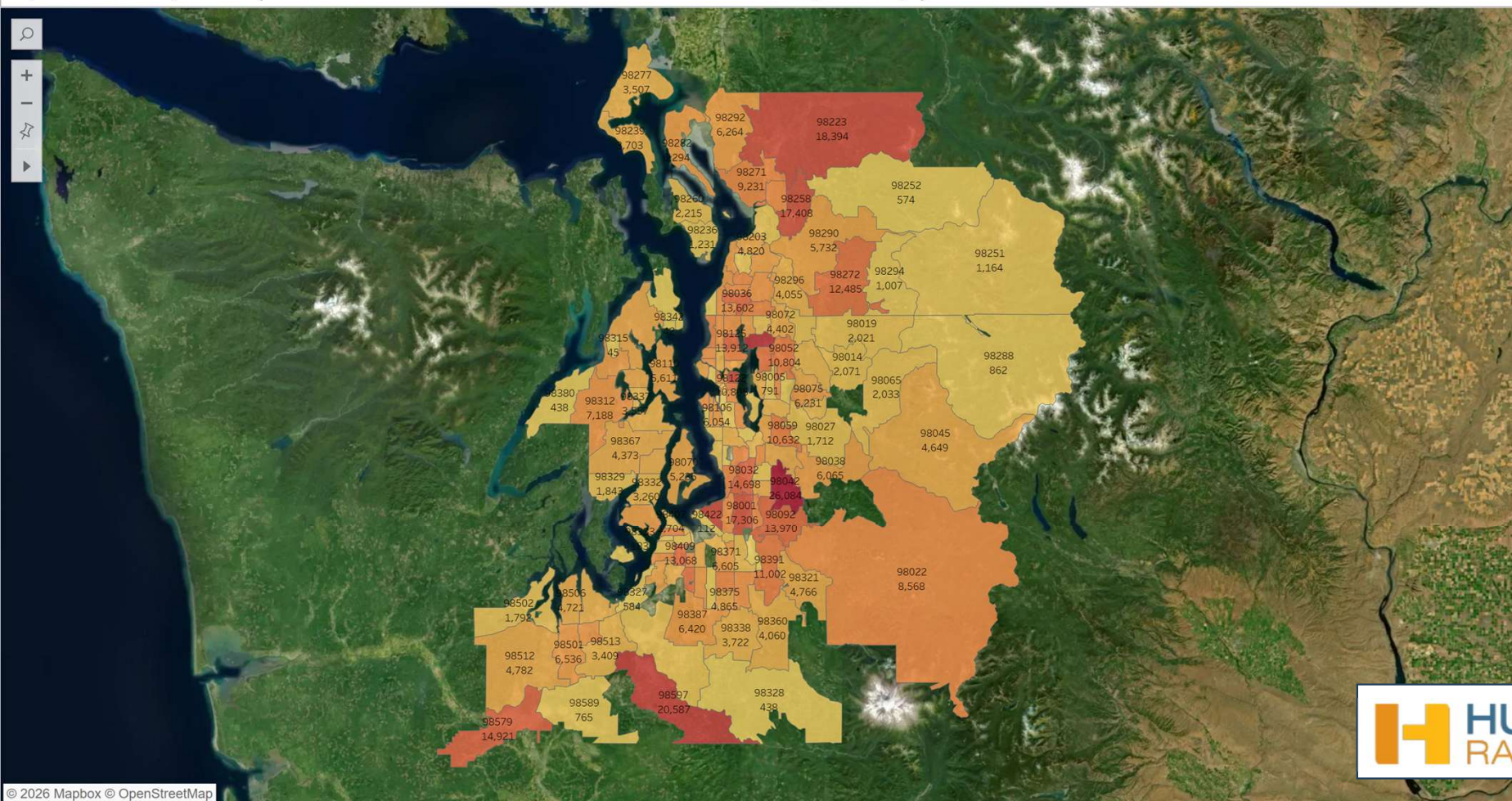
Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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



SUM(Adults 18 or older...)

42	26,084
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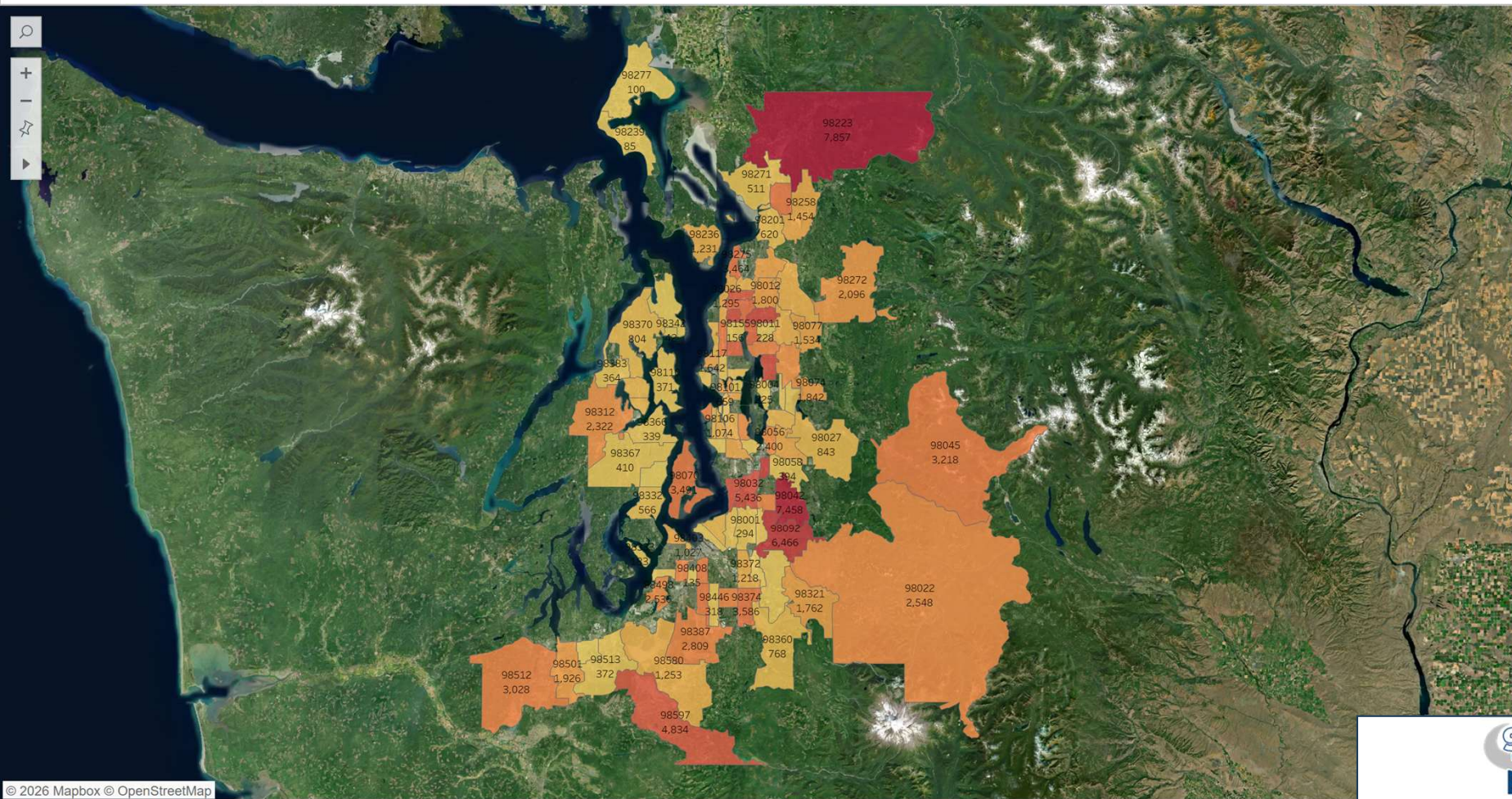
SEATTLE-TACOMA	Metro	Scarborough R1 2026: Mar25-Mar26	Qual Intab	881
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(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM)

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



SUM(Adults 18 or older...

42 7,857



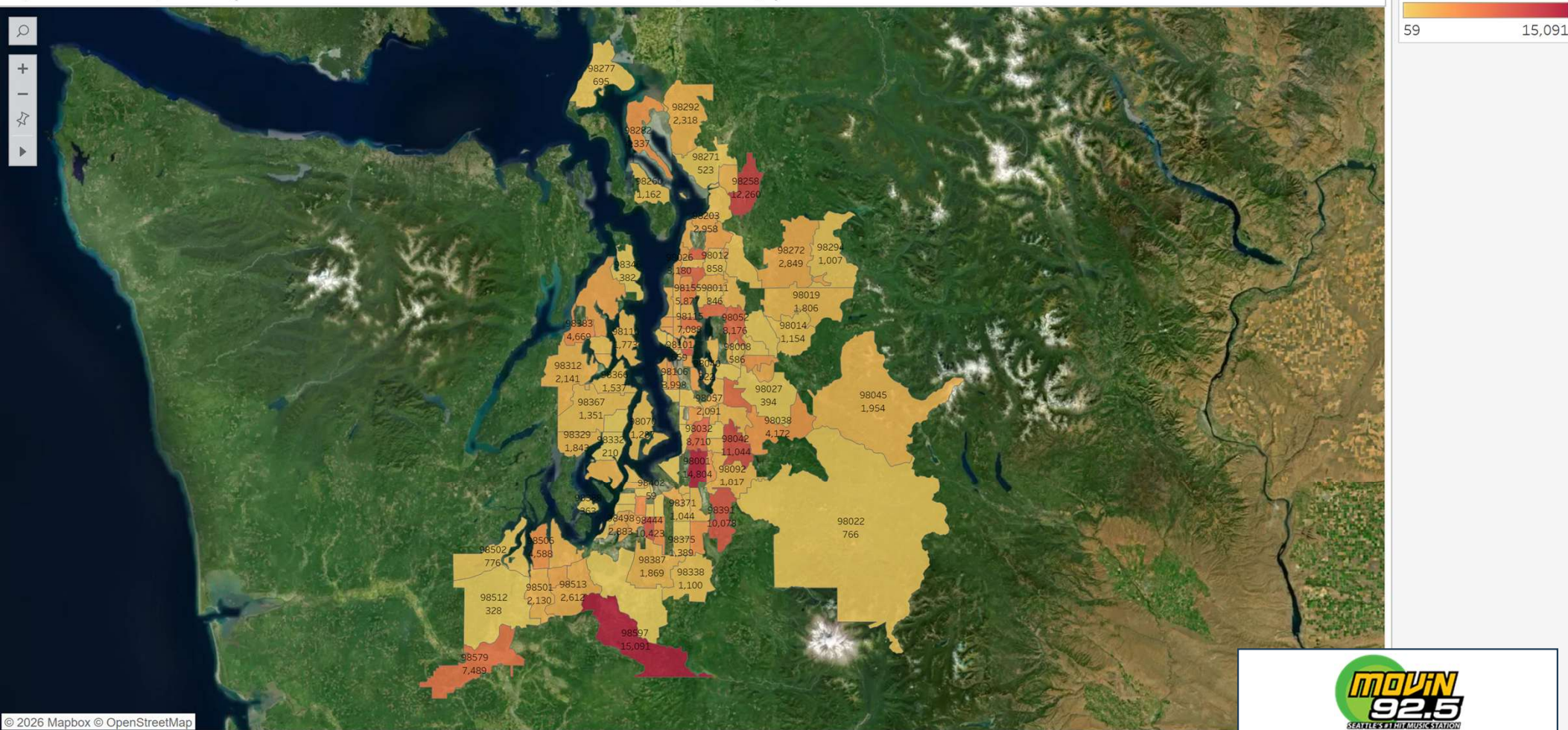
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Radio Stations: KPNW-FM

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

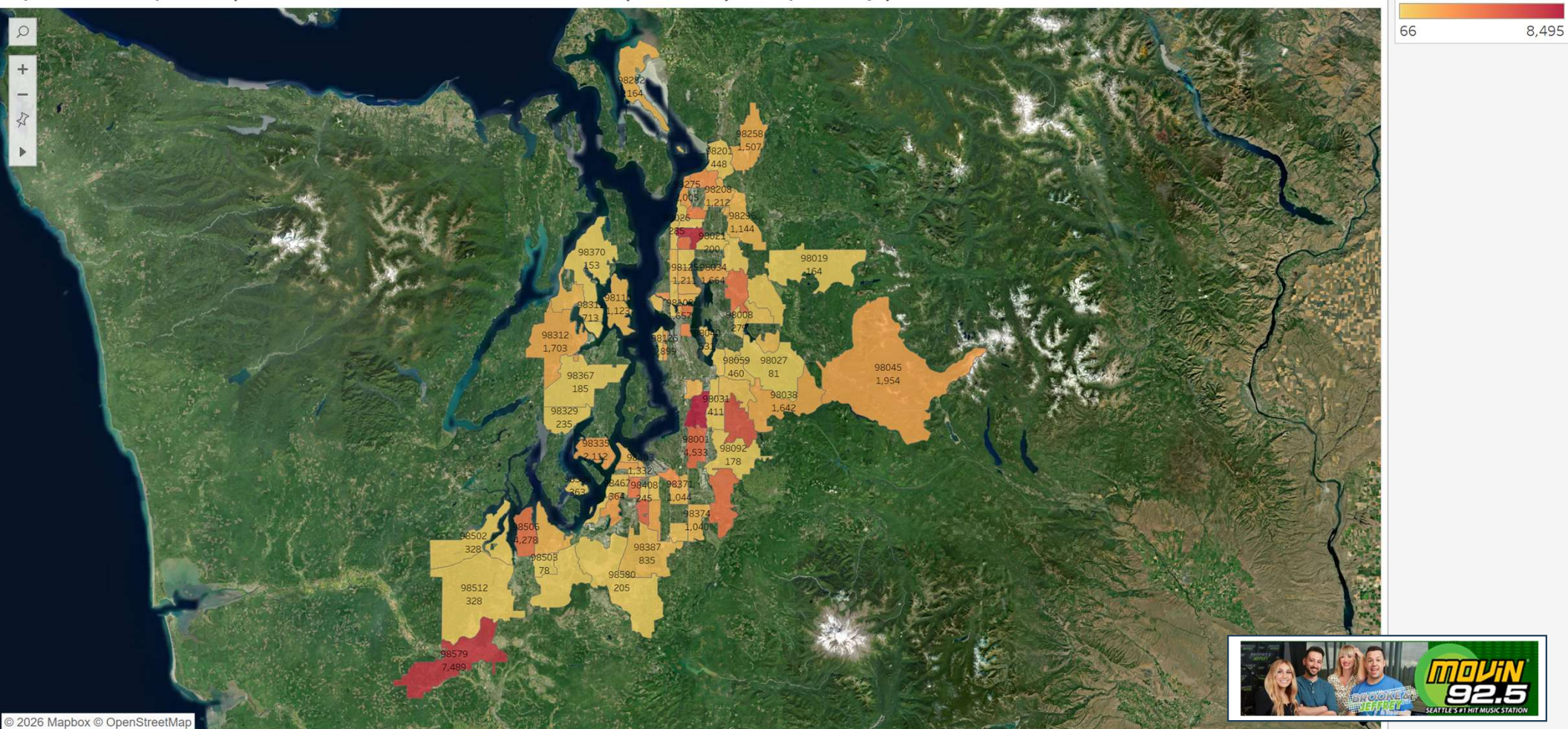


SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 351
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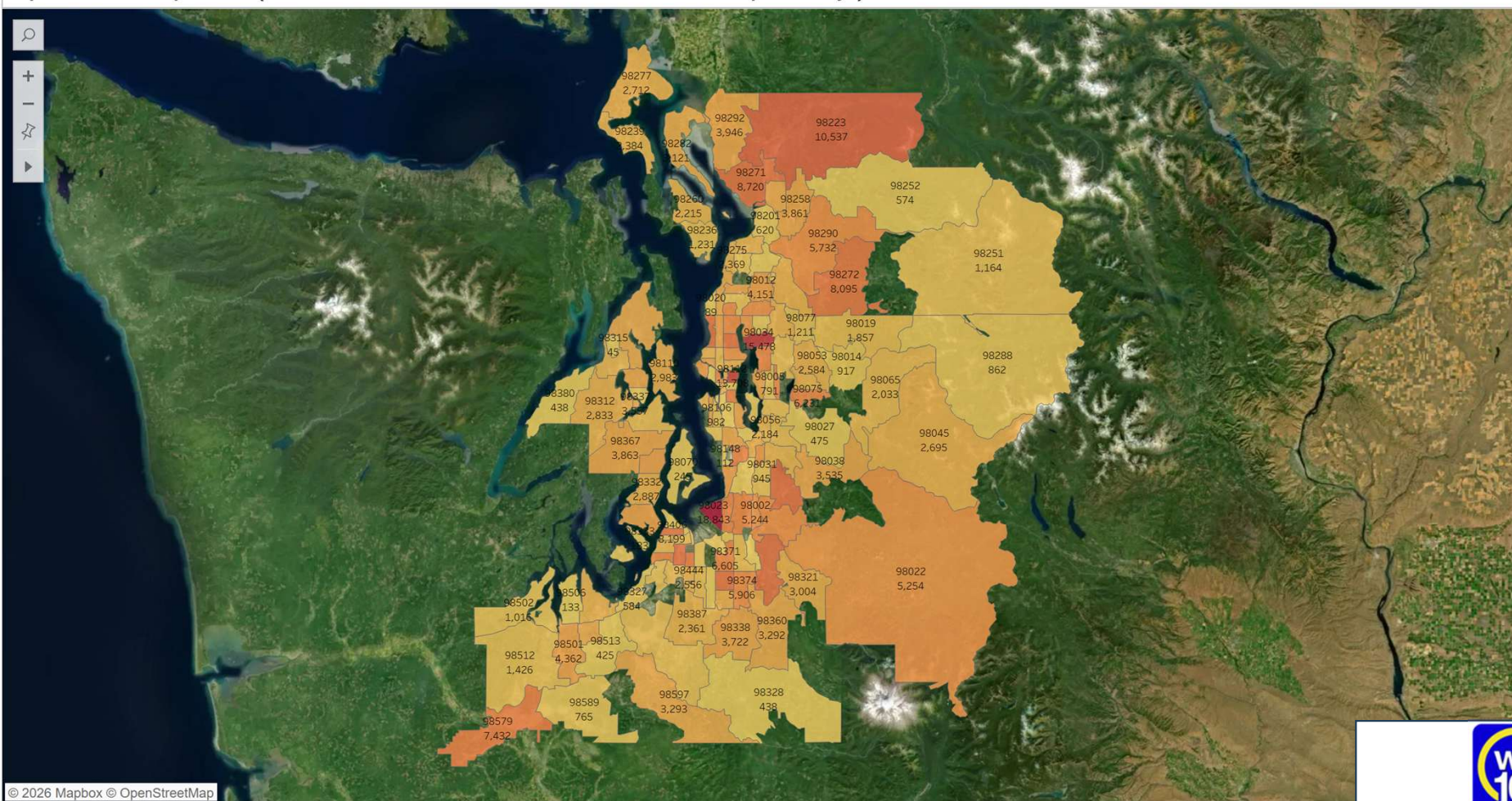
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Radio Stations: KQMV-FM

Top Residential Zip Codes: (Adults 18 or older who Listened to KQMV-FM (M-F 6a-10a) in the past 7 days)



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



SUM(Adults 18 or older...

45	18,843
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SEATTLE-TACOMA	Metro	Scarborough R1 2026: Mar25-Mar26	Qual Intab	450
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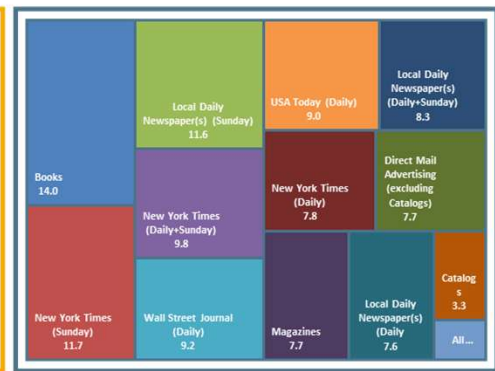
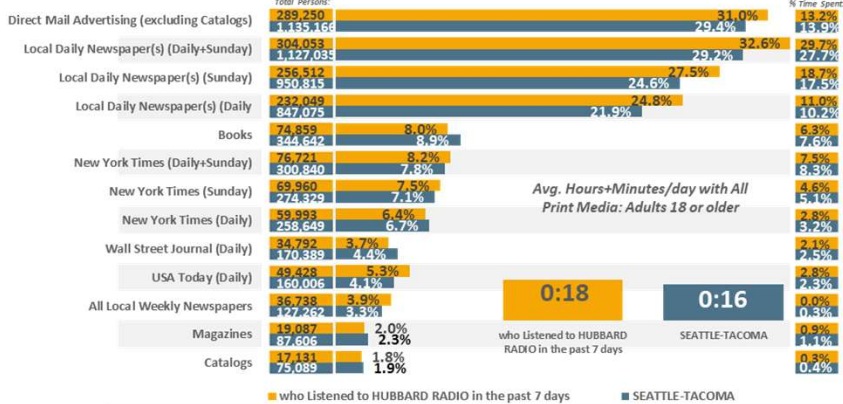
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Radio Stations: KRWM-FM

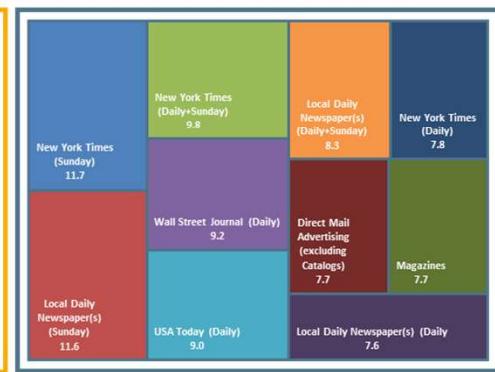
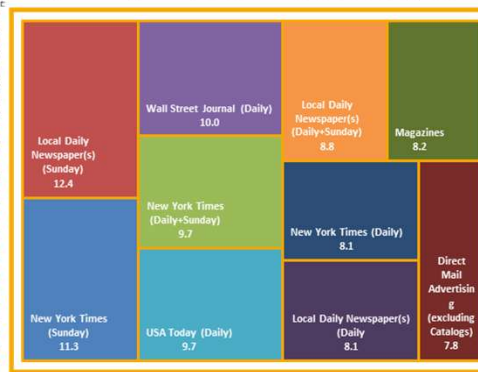
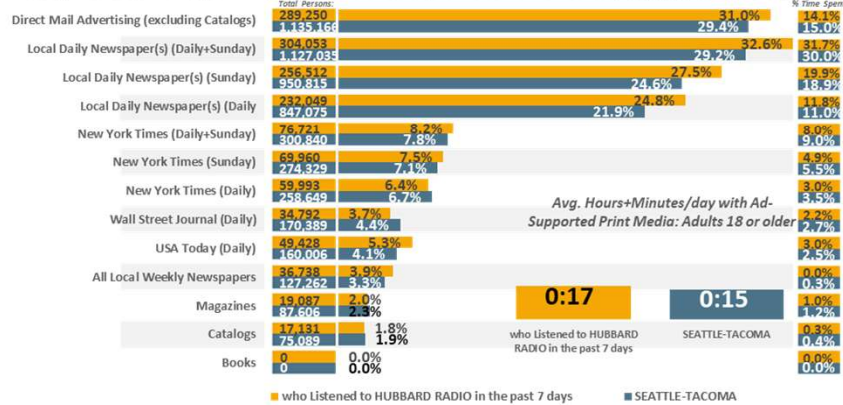


304,053 or 32.6% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 31.7% of all time spent daily with All forms of Print Media.

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



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



SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 881
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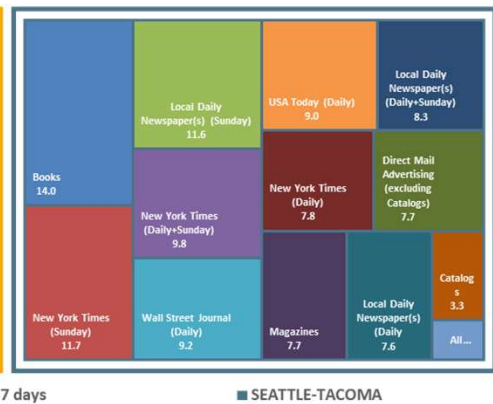
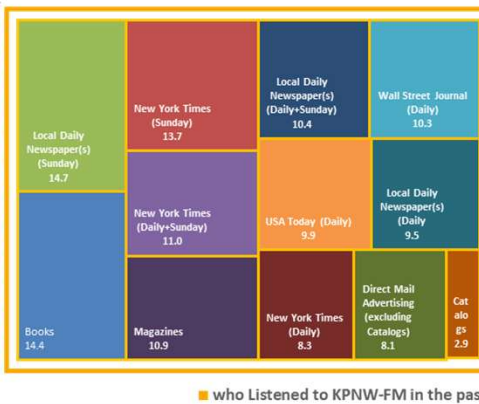
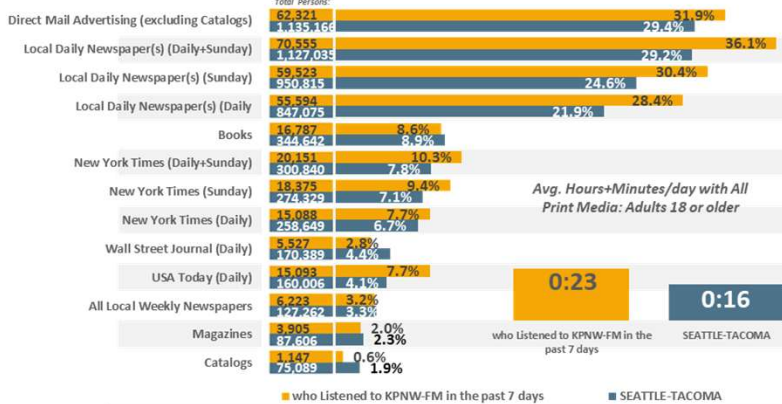
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(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM)

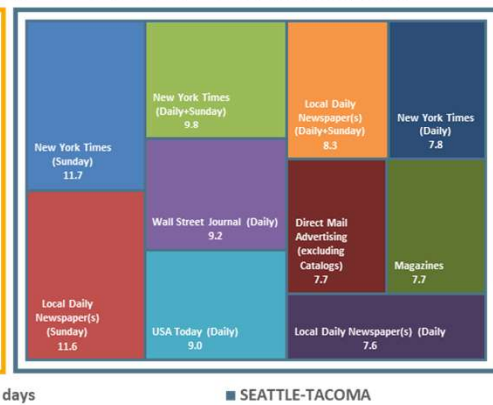
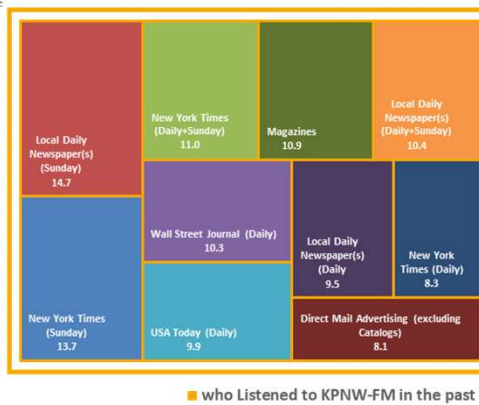
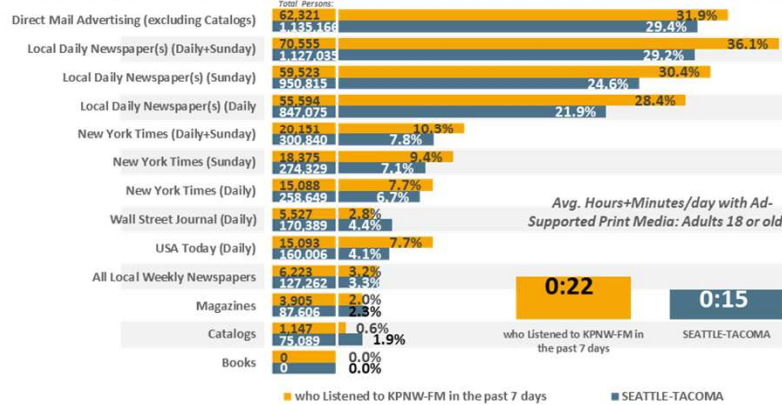


70,555 or 36.1% of Adults 18 or older who Listened to KPNW-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.4 minutes every day representing 32.5% of all time spent daily with All forms of Print Media.

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**



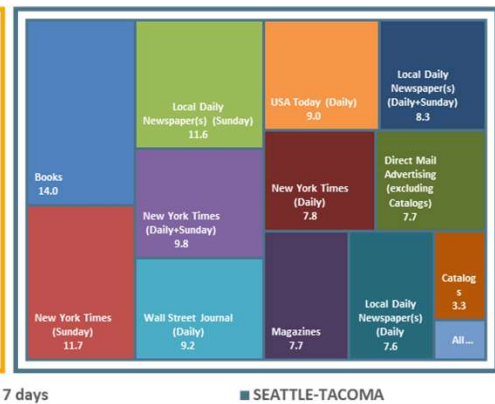
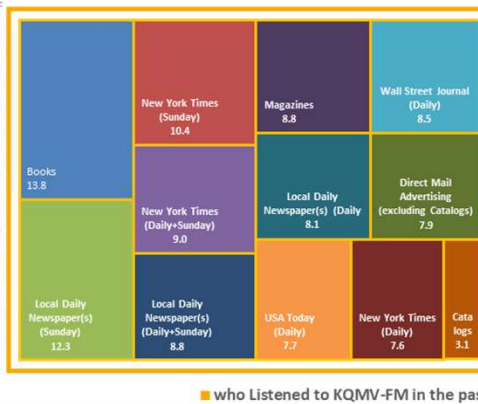
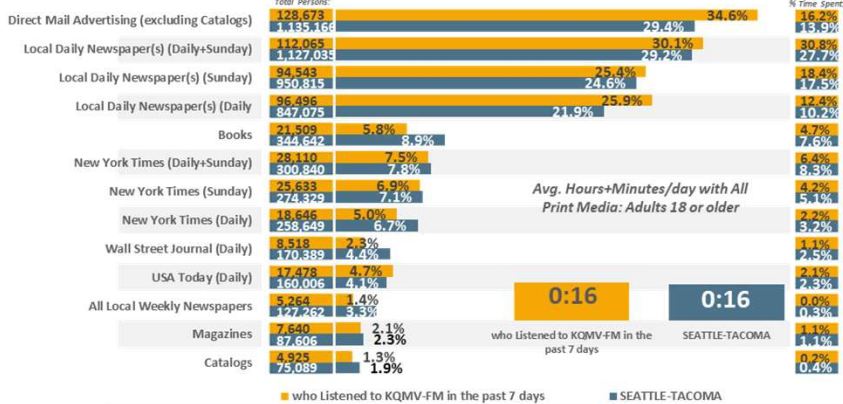
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



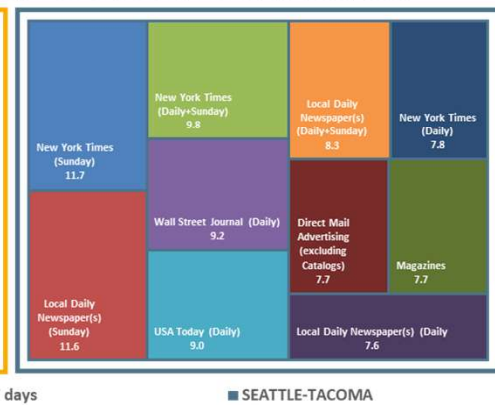
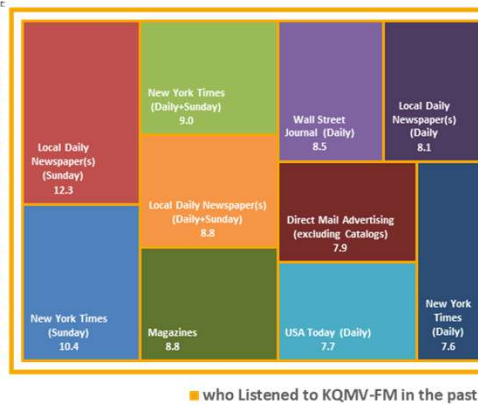
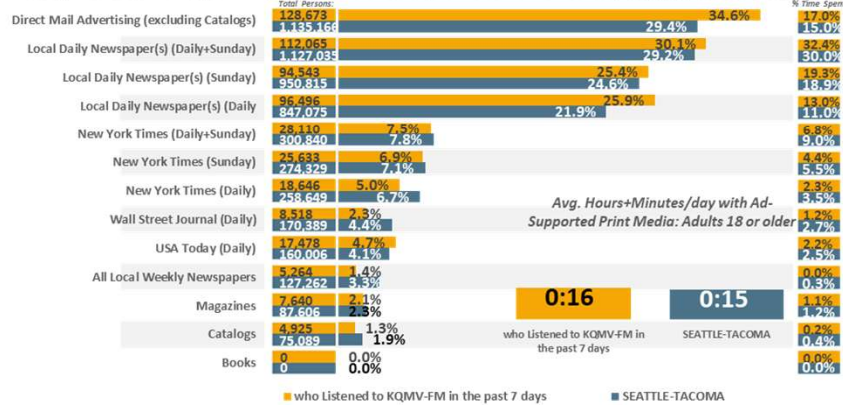


112,065 or 30.1% of Adults 18 or older who Listened to KQMV-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 32.4% of all time spent daily with All forms of Print Media.

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**



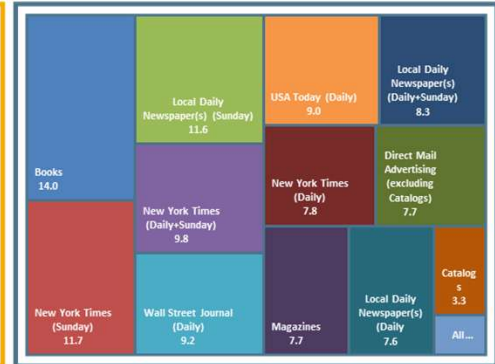
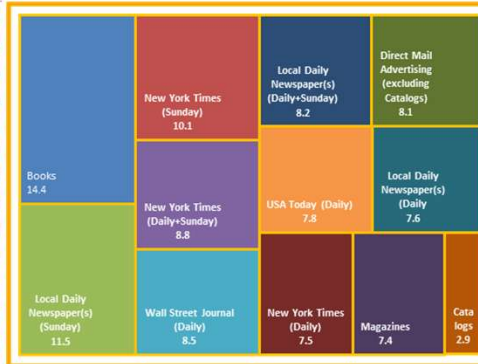
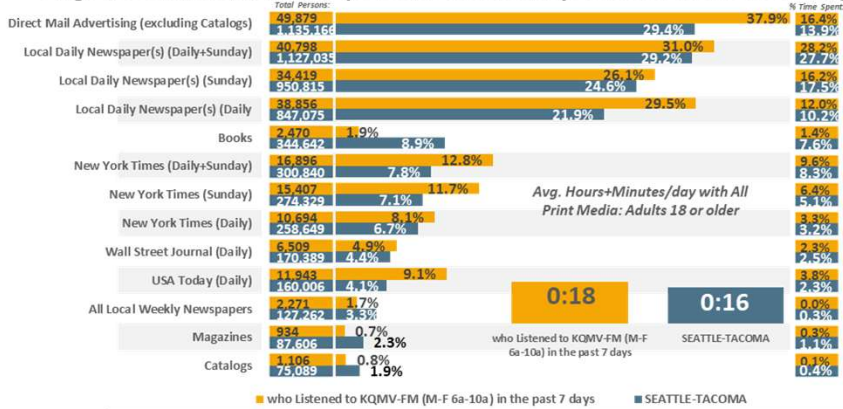
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



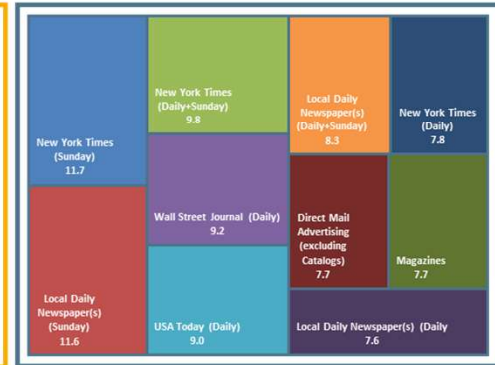
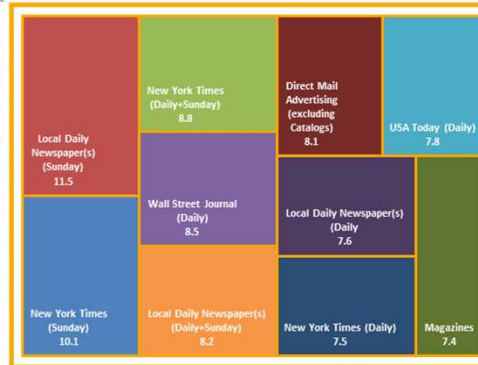
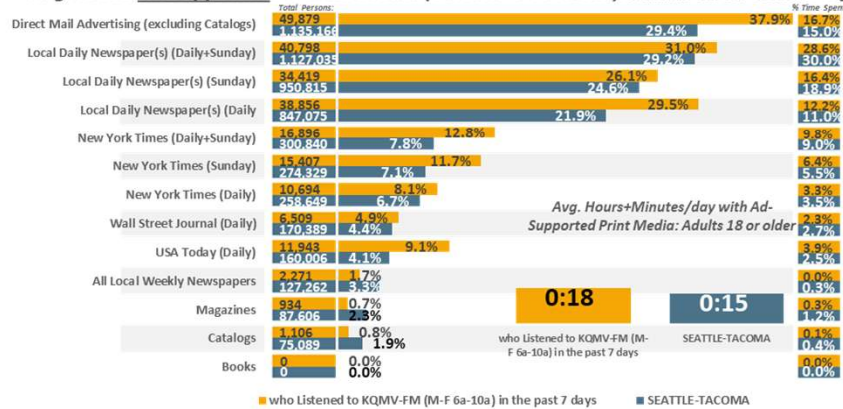


40,798 or 31.% of Adults 18 or older who Listened to KQMV-FM (M-F 6a-10a) in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.2 minutes every day representing 28.6% of all time spent daily with All forms of Print Media.

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**



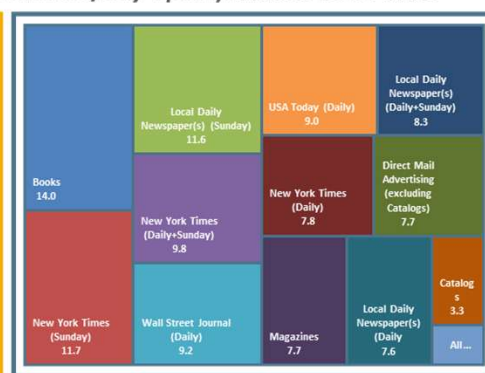
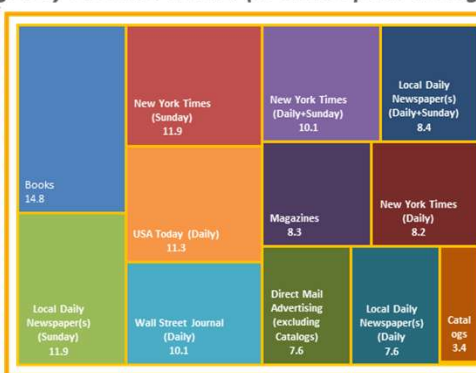
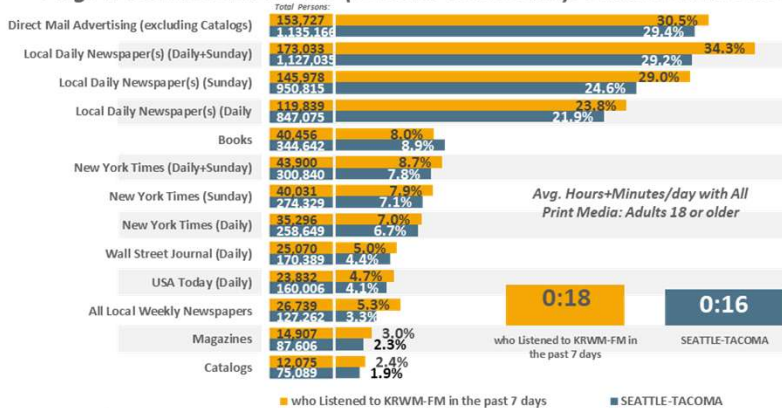
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



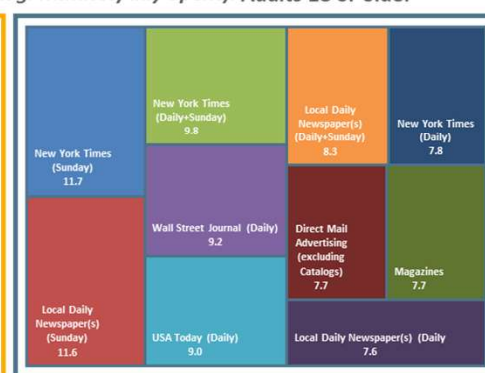
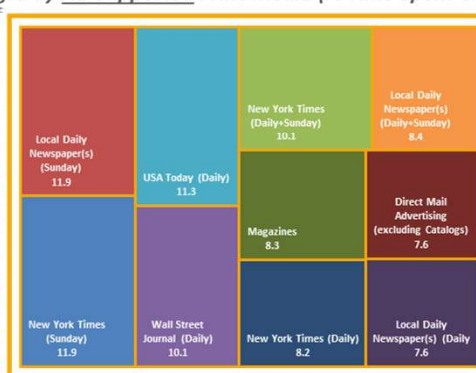
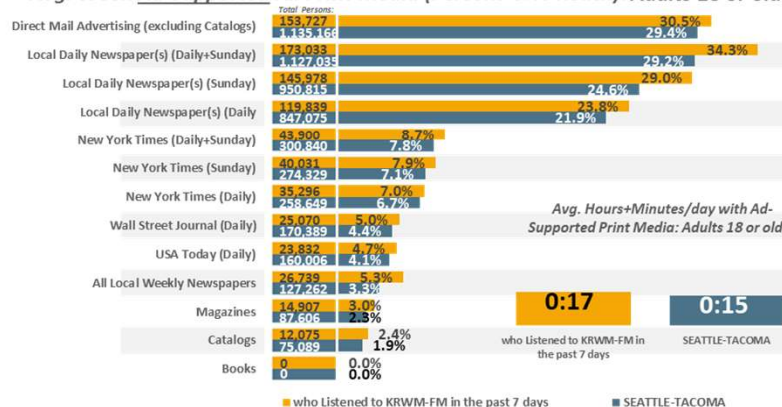


173,033 or 34.3% of Adults 18 or older who Listened to KRWM-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 30.5% of all time spent daily with All forms of Print Media.

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**



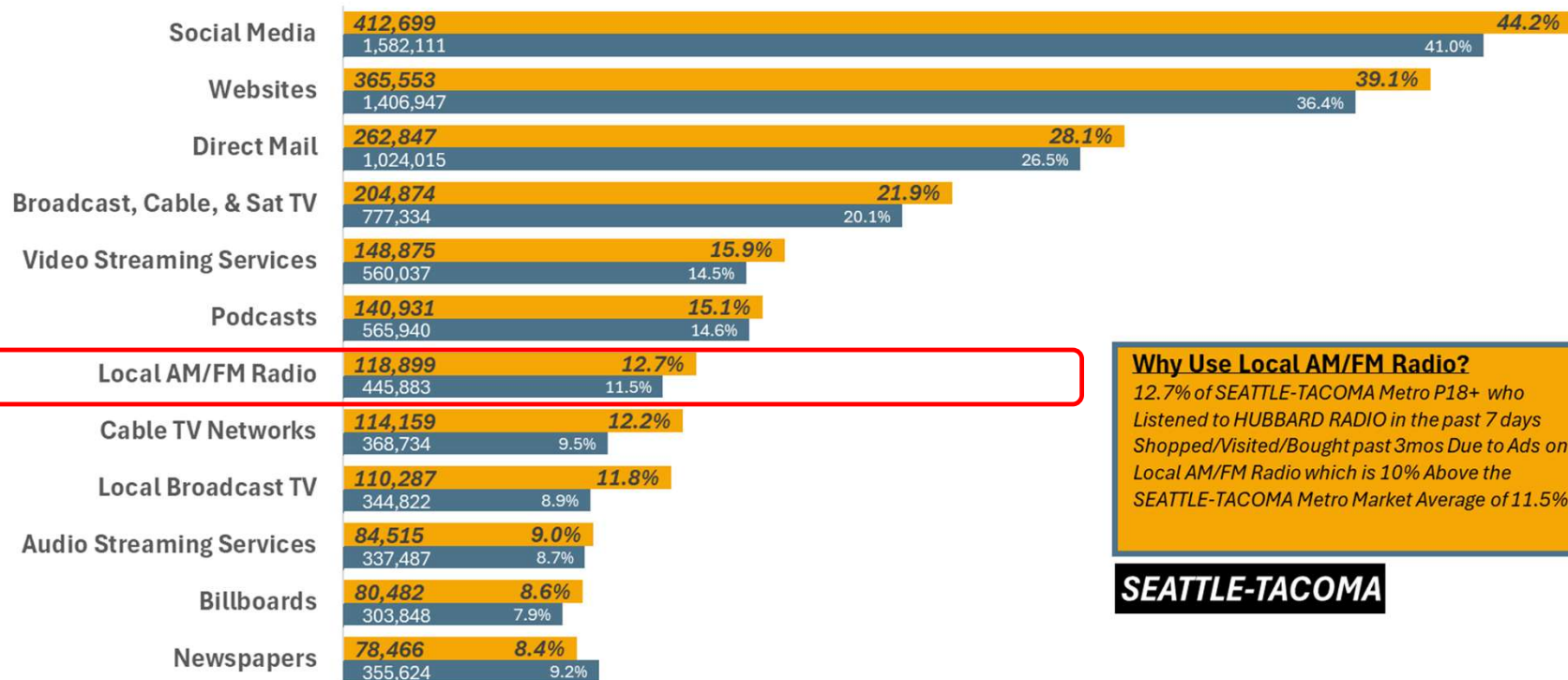
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"Advertising Actions"

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



Why Use Local AM/FM Radio?

12.7% of SEATTLE-TACOMA Metro P18+ who Listened to HUBBARD RADIO in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 10% Above the SEATTLE-TACOMA Metro Market Average of 11.5%.

SEATTLE-TACOMA

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

■ P18+ SEATTLE-TACOMA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

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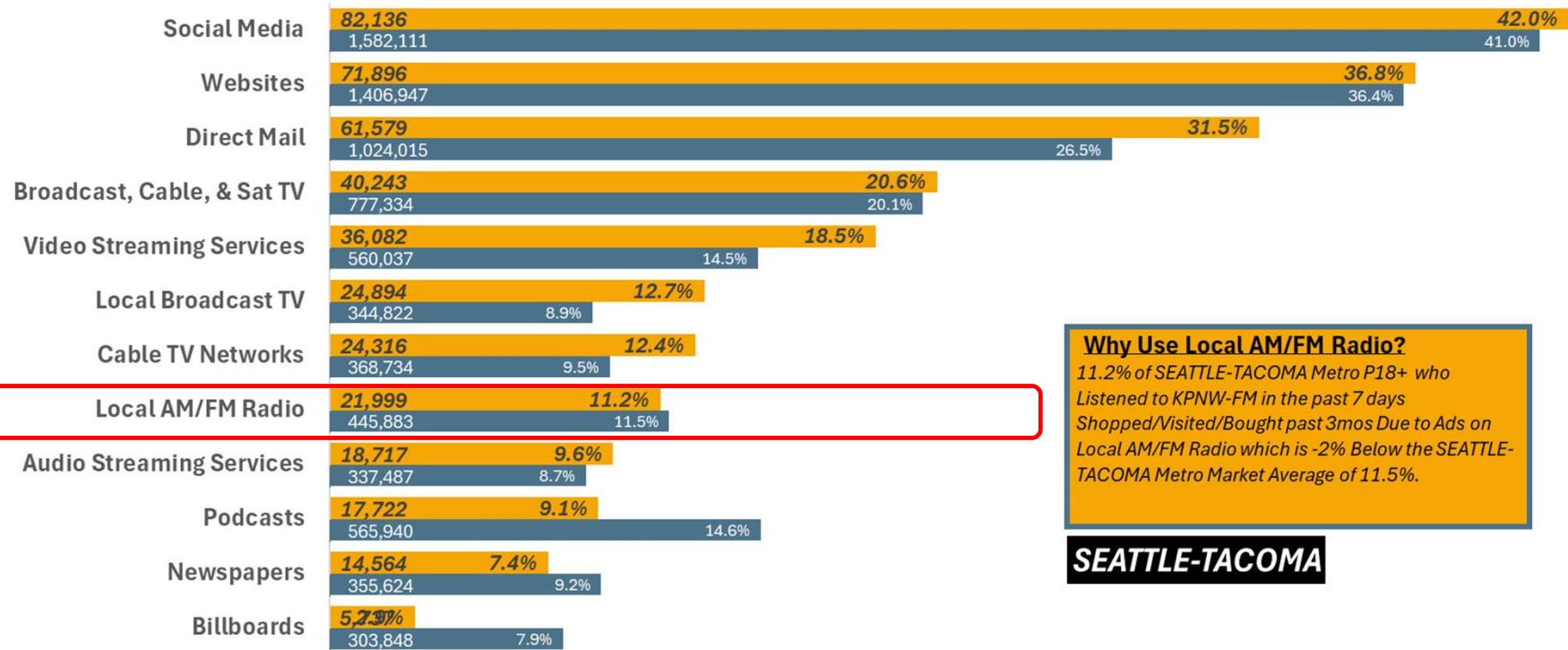
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(Radio Stations: KPNW-FM OR Radio Stations: KQMV-FM OR Radio Stations: KRWM-FM)



"Advertising Actions"

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



Why Use Local AM/FM Radio?

11.2% of SEATTLE-TACOMA Metro P18+ who Listened to KPNW-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -2% Below the SEATTLE-TACOMA Metro Market Average of 11.5%.

SEATTLE-TACOMA

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

■ P18+ SEATTLE-TACOMA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab: 207
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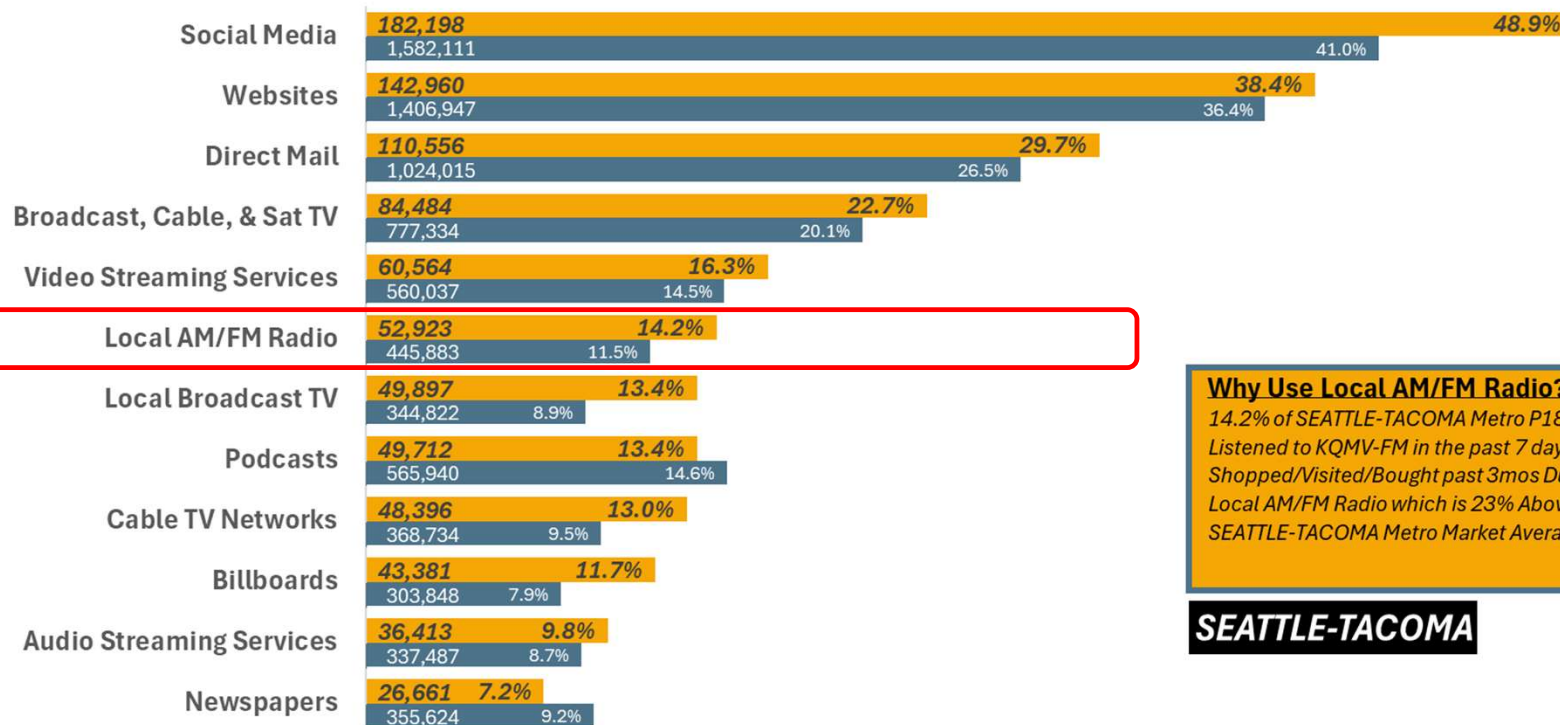
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Radio Stations: KPNW-FM



"Advertising Actions"

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



Why Use Local AM/FM Radio?

14.2% of SEATTLE-TACOMA Metro P18+ who Listened to KQMV-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 23% Above the SEATTLE-TACOMA Metro Market Average of 11.5%.

SEATTLE-TACOMA

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

■ P18+ SEATTLE-TACOMA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab: 351
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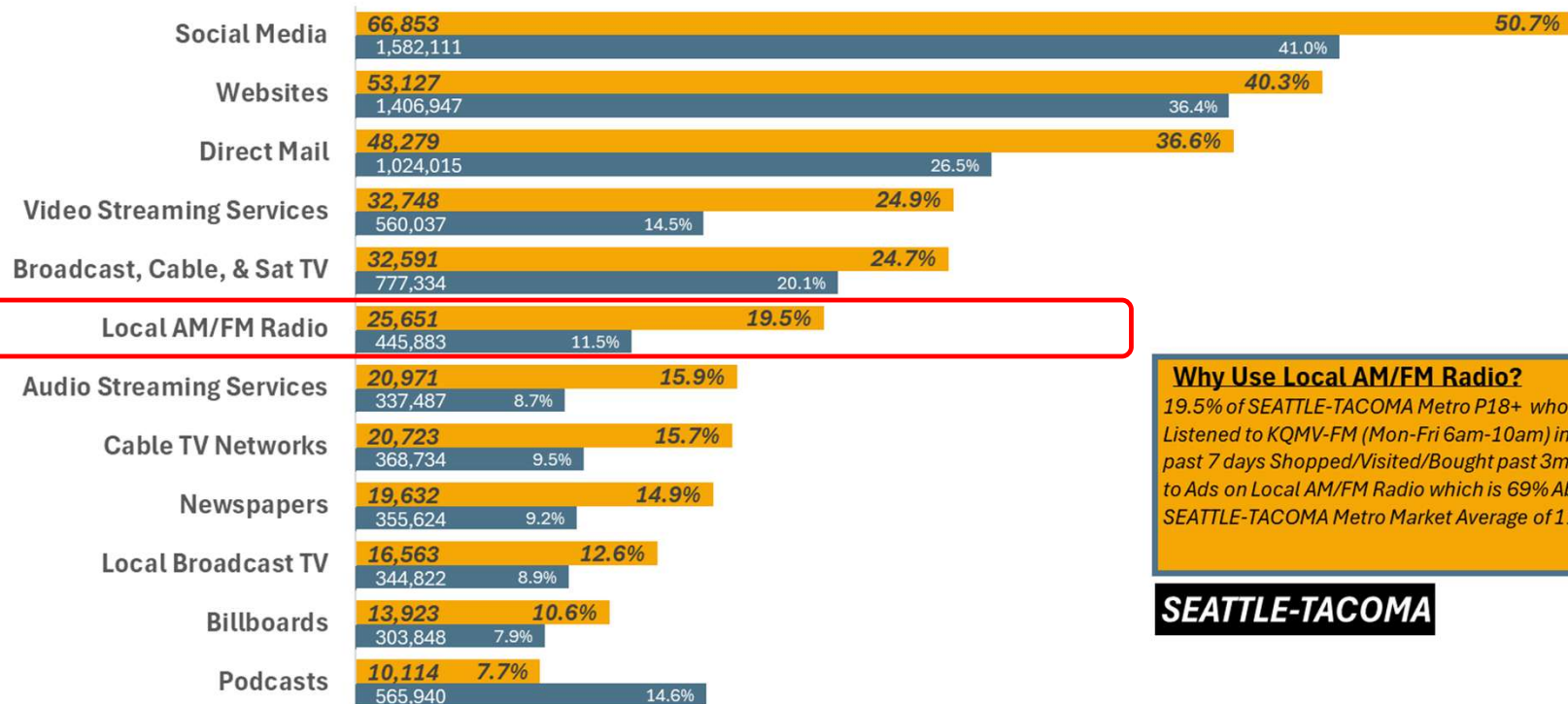
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Radio Stations: KQMV-FM



"Advertising Actions"

**P18+ who Listened to KQMV-FM (Mon-Fri 6am-10am) in the past 7 days
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

19.5% of SEATTLE-TACOMA Metro P18+ who Listened to KQMV-FM (Mon-Fri 6am-10am) in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 69% Above the SEATTLE-TACOMA Metro Market Average of 11.5%.

SEATTLE-TACOMA

■ P18+ who Listened to KQMV-FM (Mon-Fri 6am-10am) in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ SEATTLE-TACOMA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab: 125
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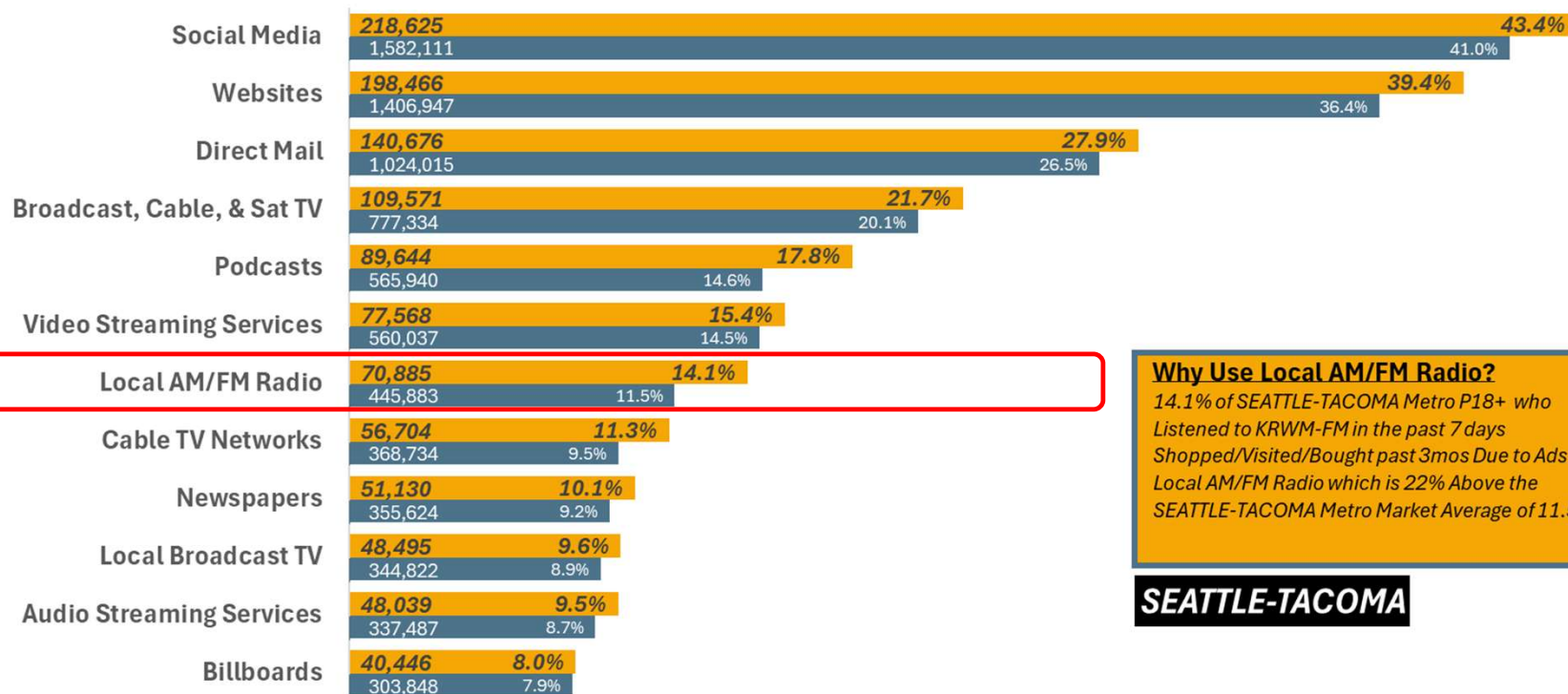
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Radio Stations: KQMV-FM M-F 6A-10A



"Advertising Actions"

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



Why Use Local AM/FM Radio?

14.1% of SEATTLE-TACOMA Metro P18+ who Listened to KRWM-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 22% Above the SEATTLE-TACOMA Metro Market Average of 11.5%.

SEATTLE-TACOMA

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

■ P18+ SEATTLE-TACOMA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

SEATTLE-TACOMA Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab: 450
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Radio Stations: KRWM-FM